

Census Data

For Enrolment Planning At Douglas College

Selected demographic and economic data
from the Government of Canada's 2006 population census

Institutional Research
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Population Growth

Lower Mainland College Regions

BC's population has both grown and aged over the past twenty years, with the total population having grown twice as fast as the traditional college age group of 18 – 24 year olds.

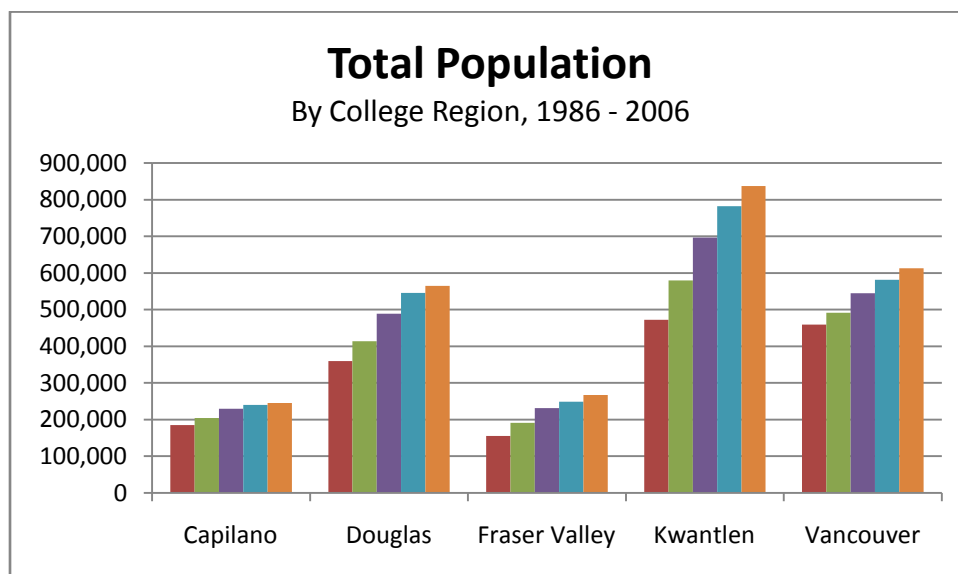
Population Growth 1986 – 2006

Region	18 – 24	All Ages
Capilano	9%	33%
Vancouver	8%	33%
Douglas	28%	57%
Kwantlen	63%	77%
Fraser Valley	52%	72%
Lower Mainland	31%	55%
All BC	19%	41%

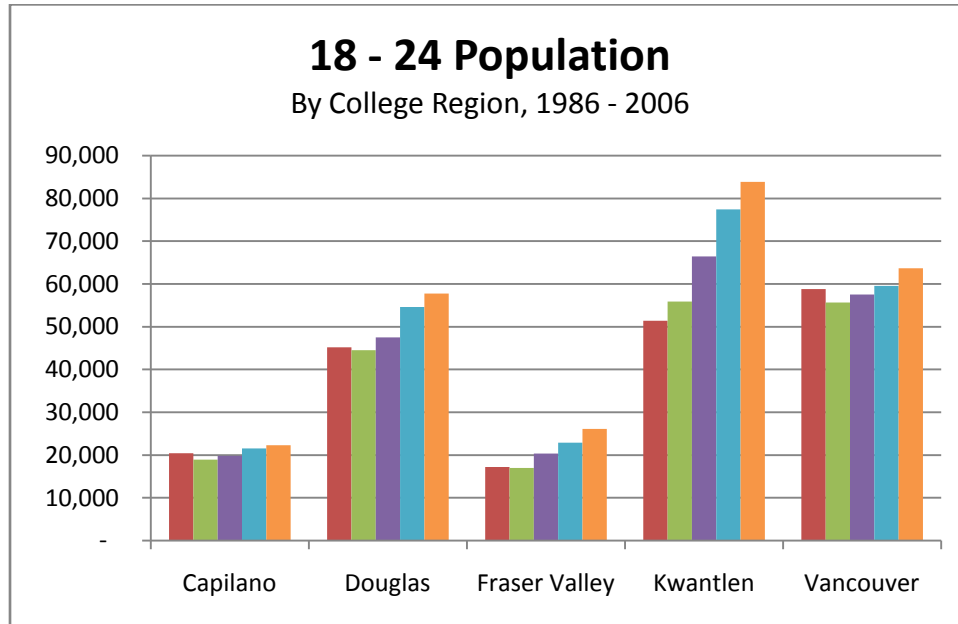
*Capilano: West and North Vancouver, Squamish, Sunshine Coast
 Douglas: North Fraser, Burnaby to Maple Ridge
 Kwantlen: South Fraser, Richmond to Langley
 Fraser Valley: Mission/Abbotsford to Hope*

The Lower Mainland is home to 60% (2.5 million) of the province's 4.2 million people and is growing more than the rest of the province. The 544,000 people living north of the Fraser River in the Douglas region, Burnaby to Maple Ridge, comprise 13% of the province's population.

The following graph for the five college regions in the Lower Mainland reflects the rapid growth in the central area, especially Surrey.



In the 18 – 24 age group, the Douglas region has shown some growth, considerably less than south of the Fraser River but well above that of Vancouver and the North Shore. While the Kwantlen and Fraser Valley regions have had similar growth rates, the Fraser Valley started from a much smaller base and therefore the absolute growth is well below that of the Kwantlen region.



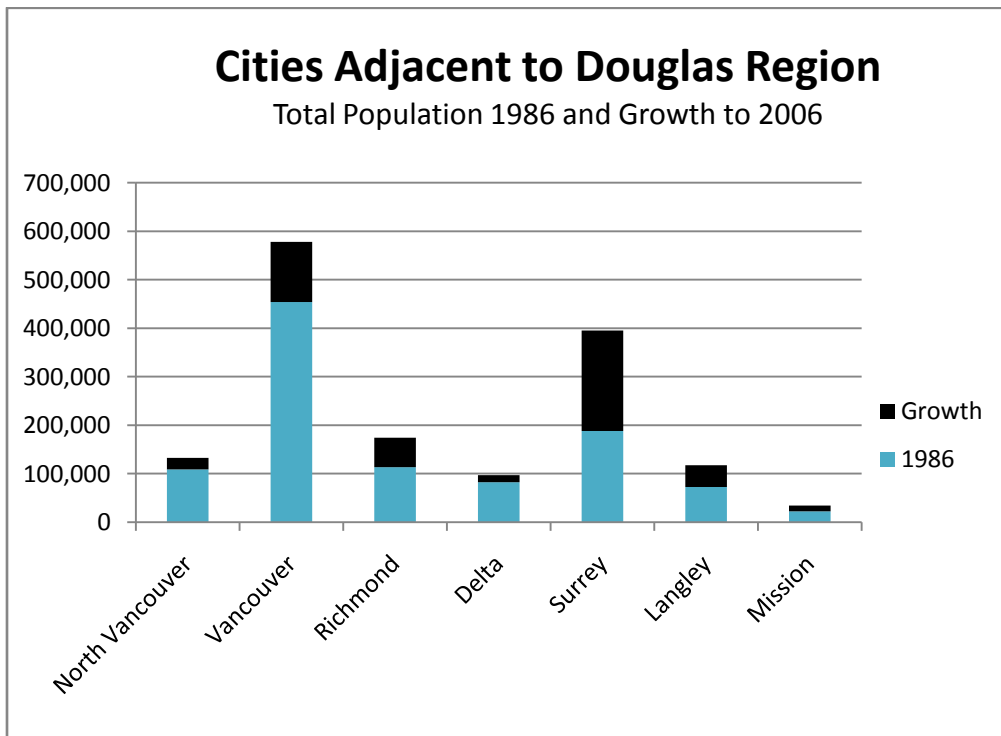
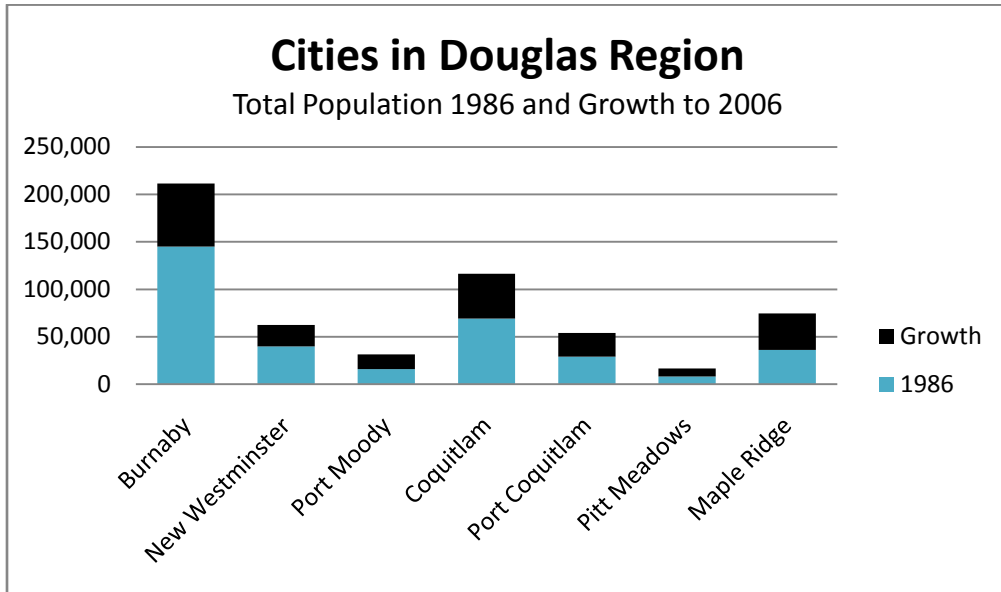
Douglas Region

Within the Douglas region, Burnaby and Coquitlam are by far the largest cities. (The combined population of the TriCities of Port Moody, Port Coquitlam and Coquitlam approaches that of Burnaby.)

Population in Douglas Region 2006

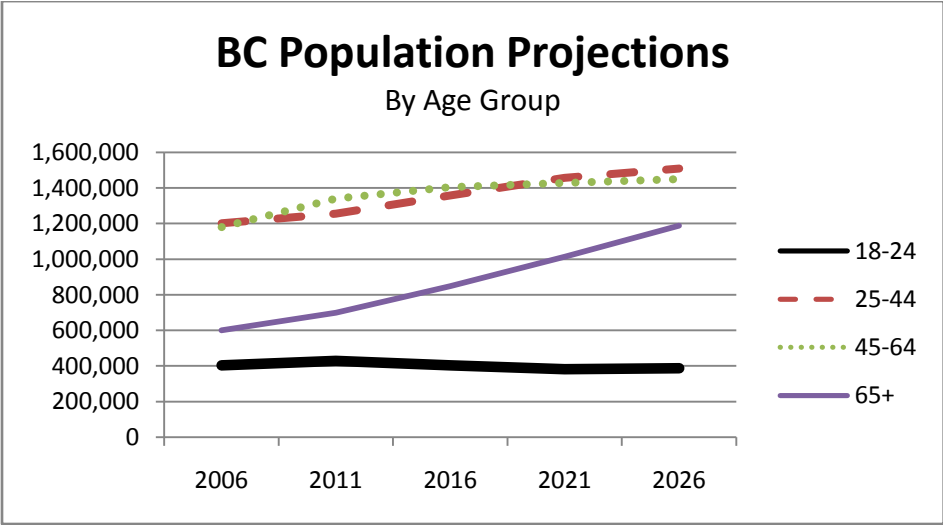
Municipality	Population	Share of Region
Burnaby	202,800	37%
Coquitlam	114,600	21%
Maple Ridge	68,900	13%
New Westminister	58,500	11%
Port Coquitlam	52,700	10%
Port Moody	27,500	5%
Pitt Meadows	15,600	3%
Anmore	1,800	0%
Belcarra	700	0%
Rest of region	300	0%
Total	543,500	100%

The following two charts present total population change since 1986.



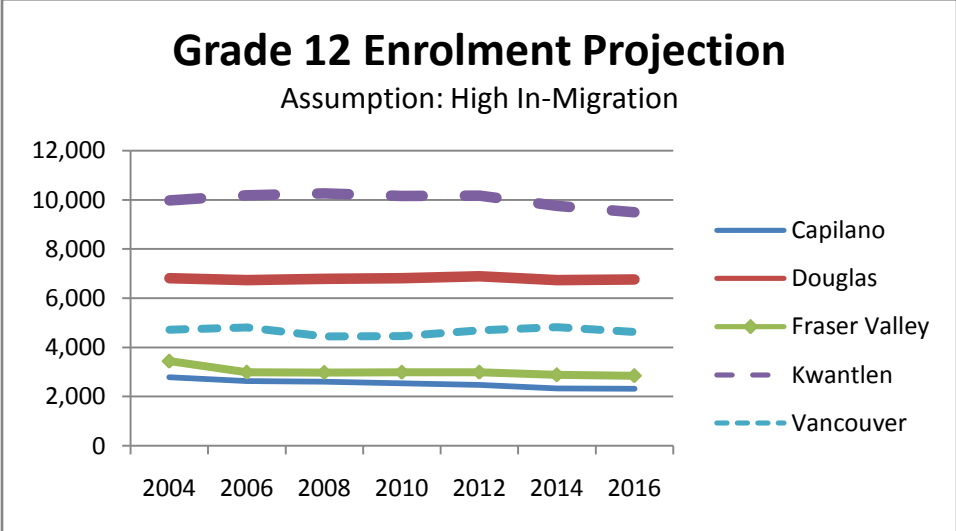
Population and Grade 12 Enrolment Projections

BC government population projections take census data as the starting point and develop forecasts based on any number of assumptions. The specific numbers in the following graph are less reliable than the overall pattern of growth by age group. Whether or not the 18 – 24 age group actually grows or declines slightly over the next twenty years, the main message is that demographers expect this population to remain much the same size as it currently is. Older working – age groups will grow, but the most rapid growth by far will be in the 65 and over group.



Source: BC Statistics, 2009

The Ministry of Education’s Grade 12 enrolment projections may be optimistic about migration into British Columbia to offset the decline in births. These projections show the “Fraser Region” (Douglas, Kwantlen and Fraser Valley combined) Grade 12 class as remaining constant in size for the next decade, even though today’s Grade 1 class in this region is only two thirds the size of the Grade 12 class. Across the province, a 10% decline is projected in Grade 12 enrolment over the next decade.



Population Characteristics, 2006

Social Characteristics

Language

The Douglas region has considerable language diversity, ranging from Burnaby where the majority of the population has a mother tongue other than English to Maple Ridge, where the comparable figure is 15%.

	BC	Metro Vancouver	Douglas Region	Largest Cities in Douglas Region		
				Burnaby	Coquitlam	Maple Ridge
Mother tongue: Not English	29%	43%	41%	57%	42%	15%
Language most often spoken at home:						
Not English	18%	30%	37%	40%	29%	7%

Immigration

Over 40% of adults in the Douglas region are first generation in Canada and may be unfamiliar with the comprehensive curriculum of BC colleges. Colleges in their country of origin may have quite a different role and status than in BC.

	BC	Metro Vancouver	Douglas Region	Largest Cities in Douglas Region		
				Burnaby	Coquitlam	Maple Ridge
Immigrants	29%	41%	39%	51%	39%	18%
Generation status (age 15 and over)						
1 st generation	33%	47%	44%	58%	46%	21%
2 nd generation	22%	21%	21%	20%	21%	24%
3 rd generation and over	45%	32%	34%	21%	33%	55%

Mobility

(Of the population 5 years and over)

Over one quarter of Douglas region residents lived outside their current municipality 5 years ago. They may not be familiar with Douglas College.

	BC	Metro Vancouver	Douglas Region	Largest Cities in Douglas Region		
				Burnaby	Coquitlam	Maple Ridge
Address 5 years ago:						
Other BC municipality	14%	12%	17%	13%	15%	19%
Elsewhere in Canada	4%	3%	3%	3%	2%	2%
Outside Canada	5%	8%	8%	11%	9%	2%

Visible Minority

One in six residents of the Douglas region – and one in three in Burnaby – is of Chinese origin.

	BC	Metro Vancouver	Douglas Region	Largest Cities in Douglas Region		
				Burnaby	Coquitlam	Maple Ridge
Total visible minority	25%	42%	38%	55%	39%	11%
Specific groups:						
Chinese	10%	18%	18%	30%	17%	2%
South Asian	6%	10%	6%	8%	4%	2%
Filipino	2%	4%	3%	4%	3%	1%
Korean	1%	2%	3%	4%	5%	1%

Aboriginal

About 40,000 residents of Aboriginal identity live in metropolitan Vancouver, compared to 160,000 in the rest of the province.

	BC	Metro Vancouver	Douglas Region	Largest Cities in Douglas Region		
				Burnaby	Coquitlam	Maple Ridge
Aboriginal	5%	2%	2%	1%	1%	3%

Educational Attainment

(Of the population 15 years and over)

The 25 – 34 age group has had sufficient time to complete their postsecondary education and yet are young enough to indicate the current propensity of young people to continue their education. As a rough rule of thumb, this age group suggests about one third of young people in the Douglas region will obtain a university degree, one third will have some other type of postsecondary credential, and one third will never obtain a credential beyond the high school level (even though some will have enrolled in postsecondary education).

The largest city in the Douglas region, Burnaby, has the highest level of educational attainment. Maple Ridge has quite low attainment.

	BC	Metro Vancouver	Douglas Region	Largest Cities in Douglas Region		
				Burnaby	Coquitlam	Maple Ridge
High school or less:						
Age 15 – 24	79%	75%	75%	71%	76%	83%
Age 25 – 34	36%	29%	29%	25%	29%	40%
Age 35 – 64	39%	36%	35%	33%	34%	42%
Total: 15 and over	48%	44%	45%	43%	44%	51%
University degree:						
Age 15 – 24	3%	9%	7%	10%	7%	2%
Age 25 – 34	29%	37%	33%	42%	33%	14%
Age 35 – 64	23%	29%	25%	31%	28%	14%
Total: 15 and over	19%	25%	22%	26%	23%	11%

Economic Characteristics

Labour Force

(Population 15 years and over)

Two thirds of the adult population is working or seeking work.

	BC	Metro Vancouver	Douglas Region	Largest Cities in Douglas Region		
				Burnaby	Coquitlam	Maple Ridge
Participation rate	66%	67%	68%	64%	67%	70%
Unemployment rate	6%	6%	6%	7%	5%	5%

Occupation

(Of the experienced labour force, age 15 years and over)

Occupational profiles across regions of the province are fairly similar, even though the mix of industries varies.

One quarter of the labour force is in sales and services. Business, finance and administration is the next largest occupational grouping, followed by trades, transport, equipment operators and related occupations.

	BC	Metro Vancouver	Douglas Region	Largest Cities in Douglas Region		
				Burnaby	Coquitlam	Maple Ridge
Management	10%	11%	11%	10%	12%	10%
Business, finance, admin	17%	19%	20%	21%	20%	18%
Natural and applied science	6%	7%	8%	10%	7%	4%
Health	5%	5%	5%	5%	5%	6%
Social science, educ, gov't	8%	9%	8%	8%	8%	7%
Arts, recreation	3%	4%	3%	3%	3%	3%
Sales and service	25%	25%	25%	26%	26%	25%
Trades, equipment	15%	13%	14%	11%	14%	21%
Unique to primary industry	4%	2%	1%	1%	1%	3%
Unique to manufacturing, utilities	4%	4%	4%	4%	3%	4%

Mode of Transportation to Work

(For employed population 15 years and over)

Regions with higher population density, and therefore more transit options, rely less on private vehicles.

	BC	Metro Vancouver	Douglas Region	Largest Cities in Douglas Region		
				Burnaby	Coquitlam	Maple Ridge
Other than private vehicle	21%	26%	24%	31%	19%	13%

Median Income in 2005

(Of population age 15 years and over with income from earnings and other sources)

The low income measure takes housing costs into account.

Housing and transportation costs (not reported here) vary more than does average income.

	BC	Metro Vancouver	Douglas Region	Largest Cities in Douglas Region		
				Burnaby	Coquitlam	Maple Ridge
Persons age 15 and over	\$24,900	\$25,000	\$25,700	\$22,300	\$25,500	\$28,600
Employed full-time, full year	\$42,200	\$43,200	\$43,900	\$42,900	\$44,800	\$44,700
Low income after tax	13%	17%	16%	21%	16%	11%

Discussion

Three aspects of the 2006 census seem especially pertinent to strategic enrolment management at Douglas College:

- Only modest opportunity to attract more 18 – 24 years olds to Douglas College
- Cities of varying sizes with varying accessibility to postsecondary institutions
- High cultural diversity

Each is discussed below.

18 – 24 Year Olds

The enrolment of any age group is the product of three factors:

- Size of the age group
- Rate at which the group enters postsecondary education (influenced by such factors as program offerings, access and cost)
- Duration of enrolment (total number of courses ever taken)

Looking at each of these factors, BC's aging population is reflected in an 18 – 24 age group that has grown but not as fast as the total population. This traditional college-going age group has grown less rapidly in the northwest of the Lower Mainland than towards the south and east. The Douglas region population base of 18 – 24 year olds is modest, better than in some parts of the province but less than in other regions.

Turning now to the enrolment rate, the BC Student Transitions Project has revealed that about 75% of Douglas region high school graduates enter postsecondary education within five years of leaving secondary school. While some growth in this rate may be possible, growth may not be easy to achieve nor is there much room left to grow.

With two of three enrolment factors fairly static (size of age group and enrolment rate), it would seem that encouraging students to remain enrolled longer at Douglas College is the best strategy for increasing its enrolment of 18 – 24 years olds. Another option for increasing enrolment is to enroll more adults age 25 and over.

Nearby Postsecondary Institutions

The four largest cities close to Douglas College campuses, listed from largest to smallest, are Vancouver, Surrey, Burnaby and Coquitlam. Residents of Vancouver and Burnaby live adjacent to several postsecondary institutions, making them a very competitive market for Douglas College recruitment. Surrey is fairly large and growing. With North Surrey quite accessible to the New Westminster campus, simply maintaining market share from this catchment area may result in enrolment growth.

The TriCities of Coquitlam, Port Coquitlam and Port Moody collectively house close to 200,000 people. Geography makes only Douglas College, SFU and BCIT conveniently accessible to this

population. This region is Douglas College's strongest in terms of geographic accessibility combined with population, and needs to be a core component of any enrolment plan.

Portions of Burnaby have good transit access to Douglas College campuses. Targeted recruitment of students in certain parts of Burnaby may be a good strategy, given the easy access to a number of other postsecondary institutions.

The commuting time of Maple Ridge and Pitt Meadows residents to Douglas College and Kwantlen Polytechnic University are changing with the opening of new bridges over the Pitt and Fraser Rivers. These communities have a medium-sized population of almost 85,000, many of whom have young families.

Multiculturalism

Over 40% of adults in Metro Vancouver and in the Douglas region are first generation in Canada. Their mother tongue generally is not English. They may not be familiar with BC colleges and may incorrectly assume that the role and status of colleges in their country of origin hold true in BC. Ongoing promotion and education may be needed to explain the nature of BC colleges in general, highlighting their accomplishments and explaining how they meet the educational needs of a wide range of learners. Promotion in the ethnic press and the use of languages other than English may be effective.