

## INFORMATION SESSION SURVEY FALL 2006 - MARCH 2007

416 responses from prospective and admitted students who attended program information sessions by way of academic advising

Field of studies:

32%	Child, Family and Community Studies
20%	Science and Sport Science
18%	Commerce and Business Administration
18%	Health
9%	University Transfer
3%	Arts

Campus at which session was held:

67%	New Westminster
33%	David Lam (Coquitlam)

Age group:

22%	16 - 18
32%	19 - 24
19%	25 - 34
27%	35 and over

Gender:

73%	Female
26%	Male

Are you a Douglas College student?

18%	Yes
82%	No

If you are not a Douglas College student: Have you applied yet?

29%	Yes
71%	No

Where did you first hear about this session?

46%	College website
18%	Newspaper ad
12%	Friend or sibling
9%	Teacher or school counsellor
7%	Douglas college representative
8%	Other

Do you listen to local radio stations?

12%	Never
57%	Less than 5 hours per week
30%	More than 5 hours per week

Have you noticed Douglas College ads lately? *(choose all that apply)*

49%	Yes, in newspapers
32%	No, not at all
18%	Yes, in a Skytrain car
13%	Yes, on a Skytrain platform
12%	Yes, on the bus
9%	Yes, at a bus stop shelter
8%	Yes, elsewhere

On a regular basis, do you or does anyone in your household read:

*(choose all that apply)*

71%	Local community newspaper
51%	Vancouver Province
41%	Vancouver Sun
33%	24 Hours
21%	Georgia Straight
21%	Metro
5%	Chinese publication
3%	Punjabi publication