

Demographics Survey Summary

Current to December 31, 2010

Responding to the Demographics Survey is optional for registered students. However, more than 20% do respond each term so these data will give you a decent “snapshot” of what our learners “look like” in terms of geographic location, age range, how current learners found out about this program, how learners plan to use the skills acquired here, and how their learning was funded.

Total Number of Respondents = 465

NOTE Some ongoing students (perhaps 2%) responded more than once to the survey, so the data below are somewhat skewed.

1. Please indicate your general geographic location.



	Students	%
BC	384	83%
Canada*	57	12%
Other	24	5%
	<hr/> 465	<hr/> 100%

* Outside BC

I also divided the BC results by regions to get the following results.

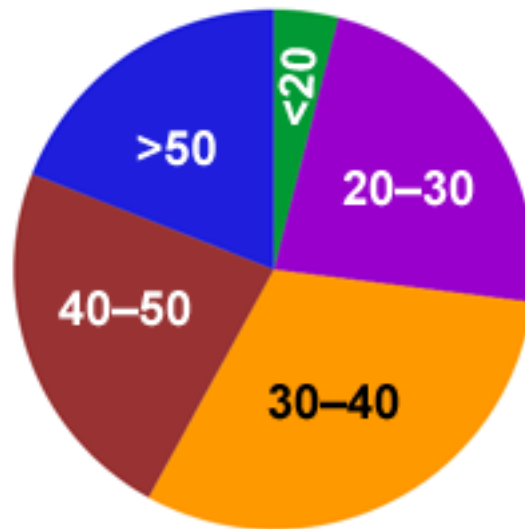
	Students	%
Greater Vancouver ¹	211	55%
Lower Mainland	61	16%
Islands	38	10%
Northern BC ²	27	7%
Okanagan/Kootenay	15	4%
Cariboo/Chilcotin	12	3%
Coast Mountains ³	12	3%
Sunshine Coast	8	2%
	<hr/>	
	384	100%

¹ Including Vancouver City, West Vancouver, North Vancouver, Burnaby, New Westminister, Richmond, and Delta.

² Prince George and North.

³ Squamish, Whistler, Pemberton, etc.

2. Please select your age range.



	Students	%
<20	20	4%
20-30	107	23%
30-40	143	31%
40-50	106	23%
>50	89	19%
	<hr/> 465	100%

3. Please indicate how you found out about this program.

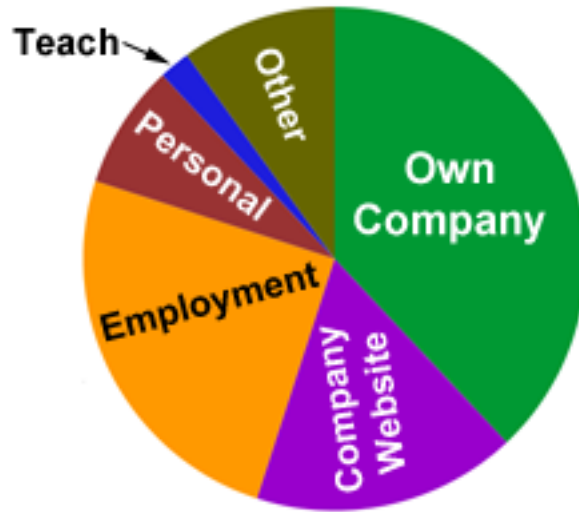


	Students	%
BCIT/Flyer	150	32%
WTW*	39	8%
Google**	119	26%
Internet	80	17%
Other	77	17%
	<hr/> 465	100%

* The Weaving the Web program site at <http://www.weavingtheweb.net>.

** Google Adwords (since February, 2005).

4. Please indicate how you plan to use the skills gained in this program.



	Students	%
Own Company	179	38%
Company Website	80	17%
Employment	117	25%
Personal	39	8%
Teach	9	2%
Other	49	10%
	*473	100%

* Some learners indicated more than one category here, hence a total of 473 here instead of 465.

5. Please indicate how these courses are being funded



	Students	%
Self	296	63%
Company	97	21%
Grants/Loans	54	12%
Other*	20	4%
	**467	100%

- * The other category often includes parental support or RESPs.
- ** Some learners indicate more than one funding source, hence a total of 467 here instead of 465.