

# Demographics Survey Summary

## Current to December 31, 2013

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%   |
|         | 465      | 100% |

\* Outside BC

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

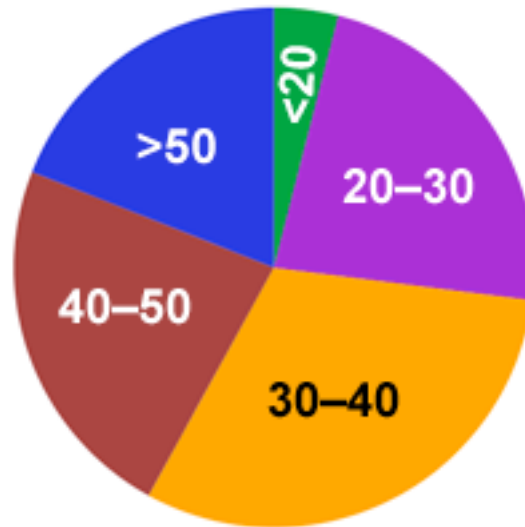
|                                | Students | %    |
|--------------------------------|----------|------|
| Greater Vancouver <sup>1</sup> | 211      | 55%  |
| Lower Mainland                 | 61       | 16%  |
| Islands                        | 38       | 10%  |
| Northern BC <sup>2</sup>       | 27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

<sup>1</sup> Including Vancouver City, West Vancouver, North Vancouver, Burnaby, New Westminster, Richmond, and Delta.

<sup>2</sup> Prince George and North.

<sup>3</sup> 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.**

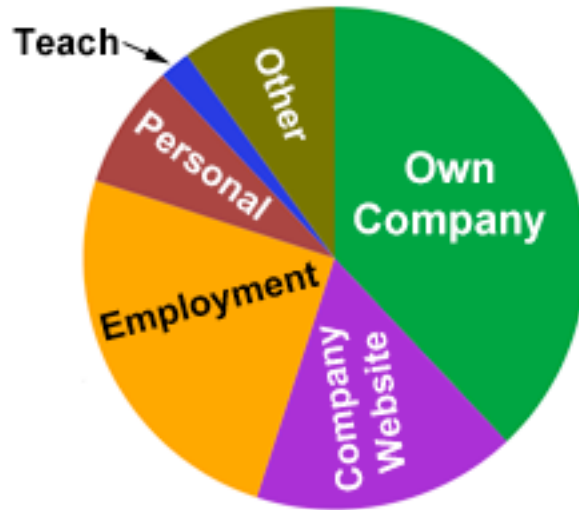


|            | Students  | %    |
|------------|-----------|------|
| BCIT/Flyer | 150       | 32%  |
| WTW*       | 39        | 8%   |
| Google**   | 119       | 26%  |
| Internet   | 80        | 17%  |
| Other      | 77        | 17%  |
|            | <hr/> 465 | 100% |

\* 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%          |
|              | <b>**467</b> | <b>100%</b> |

\* 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.