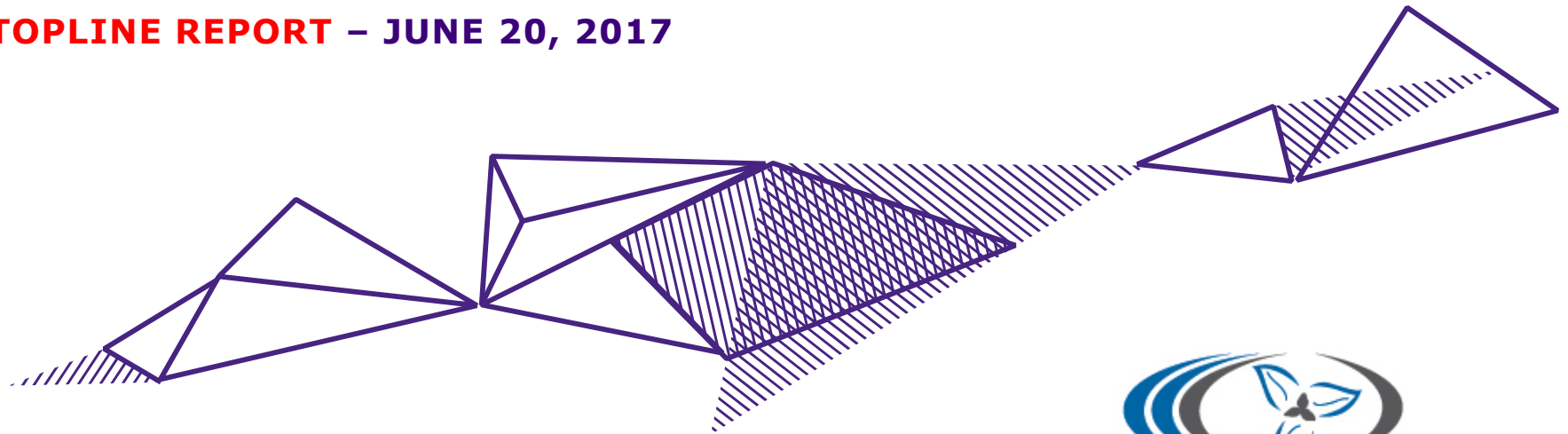


# Student Demographic Study

PREPARED FOR: CAREER COLLEGES ONTARIO

**TOPLINE REPORT** – JUNE 20, 2017



Career Colleges Ontario

# SUMMARY

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## Perceptions of Private Career Colleges (PCCs)

- Private career college students are most likely to have selected their particular PCC because it offered a specific program of interest, with small class sizes and the opportunity to go on a work placement. The location of the PCC is also a significant factor related to the selection of a PCC.
- Approximately half of PCC students (52%) selected a specific program because they needed education and training for a new and different career, with one in five using this avenue to obtain their first career/job (20%). Acquiring more knowledge and skills, as well as being able to pursue better career options, are also significant factors related to why students choose a PCC over other education and training options. One-in-five (19%) selected their program for general interest and personal growth reasons.
- More than seven in ten students (72%) are satisfied with their program, with one quarter offering a middle-of-the-road evaluation, and only a very small proportion (2%) dissatisfied with their program. The majority of students are also highly likely to recommend their PCC (58%, with PCCs province-wide achieving a Net Promoter Score of +42).

## Previous Education and Training

- Although the vast majority of PCC students completed high school prior to entering their program, only a very small proportion (9%) transitioned into a PCC directly from high school. A significant proportions of PCC students who were born in Canada have attended a post-secondary institution in this country (56%), with an even higher proportion of first-generation immigrants (66%) having attended a university or college in another country. Majorities of those who have previously attended university or college have completed a credential (degree, diploma, certificate...) at these other post-secondary institutions.

## Financial Issues

- Seven in ten PCC students receive some form of government support, with the vast majority of these receiving funding through OSAP (80%) and a small but significant proportion (16%) accessing Second Career funding.

# SUMMARY CONTINUED

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## Financial Issues (Continued)

- Only two in five students (38%) report that their families supported them financially prior to starting their program of study, with the majority coming from lower and lower-middle income households earning less than \$60,000/year. About one-quarter of students (26%) report that they were receiving some form of social or employment assistance prior to enrolling in their program.
- The majority of PCC students (62%) indicate they were employed prior to enrolling, with most of these (65%) earning less than \$30,000/year. Two in five students (39%) continue to be employed while enrolled in a PCC.

## Demographic Comparison

- A comparison of PCC students with Ontario community college students shows that a much higher proportion of PCC students are female (69% vs. 51%). As well, PCC students tend to be significantly older than applied arts and technology college students, with more than half over the age of 30 (57% vs. 10% among community college students)
- Approximately one third of PCC students live with their spouse or partner, with only one in five living with their parents (18%). Nearly half of PCC students (44%) have children, with 12 percent of the PCC student population indicating they are single parents.
- One half of PCC students (52%) are first generation immigrants, with an additional 14 percent reporting that their parents were born outside Canada. Three in ten PCC students are visible minorities (30%), and four percent self-report as indigenous. The proportions of visible minority and indigenous students in PCCs are comparable to those found at community colleges.
- PCCs are very ethnically diverse, with two in five students identifying as being of East Asian (19%) descent and one in ten self-identifying as being of South Asian (9%) or Black/African-Canadian descent (9%). Just three in ten (32%) identify themselves as being of European descent.
- One in ten PCC students report they have a disability (12%), with students most likely to report either a mental illness (34%) or intellectual/learning disability (24%).

# METHODOLOGY

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This report presents the results of an online survey conducted with students currently attending Private Career Colleges (PCCs) in Ontario. The survey was programmed by Environics Research and made available to students on the website [careercollegesurvey.environics.ca](http://careercollegesurvey.environics.ca).

Career Colleges Ontario held a series of regional meetings with PCC representatives in January and February 2017 to inform them about the purpose of the survey. PCCs were responsible for informing their students about it and encouraging them to complete the survey. Environics prepared a letter for PCCs to send to their students and monitored the number of completions daily to ensure that the survey was representative of the Ontario PCC student population. Both CCO and Environics made follow up inquiries to PCCs encouraging them to get their students to complete the survey.

Responses were received from students at 163 of the 586 PCCs located throughout the province. A total of 5,867 responses were received for the survey between January 19<sup>th</sup> and February 24<sup>th</sup>, 2017. During the data cleaning process, a total of 144 surveys were removed from the data set due to concerns about the validity of the responses (e.g. completing the survey too quickly) or because it was apparent that those completing the survey were not PCC students. This leaves a total sample size of **n=5,723** students that are assessed in this report. Because this is a sample of convenience, no margin of error can be ascribed.

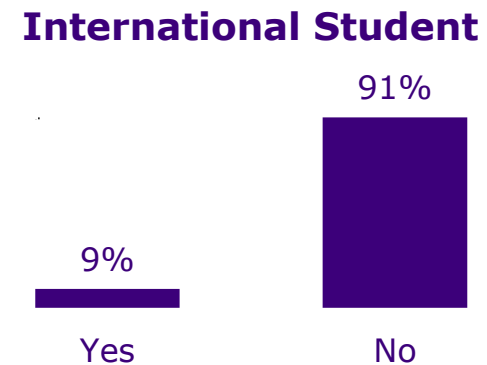
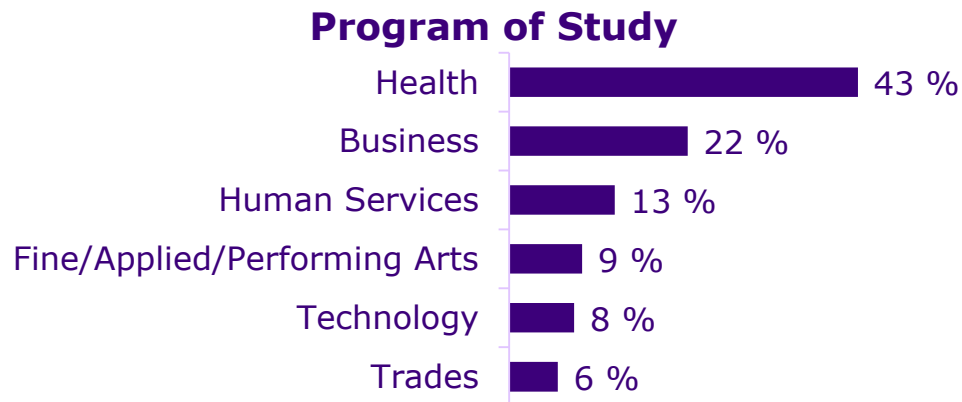
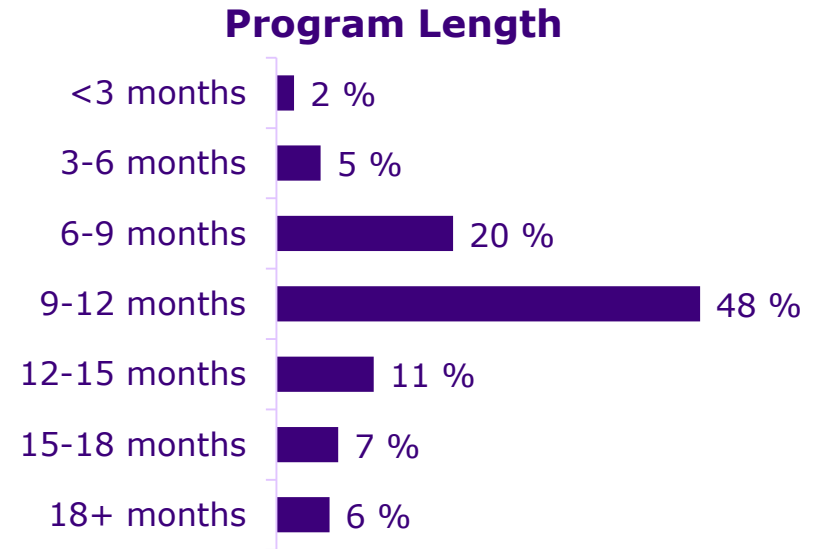
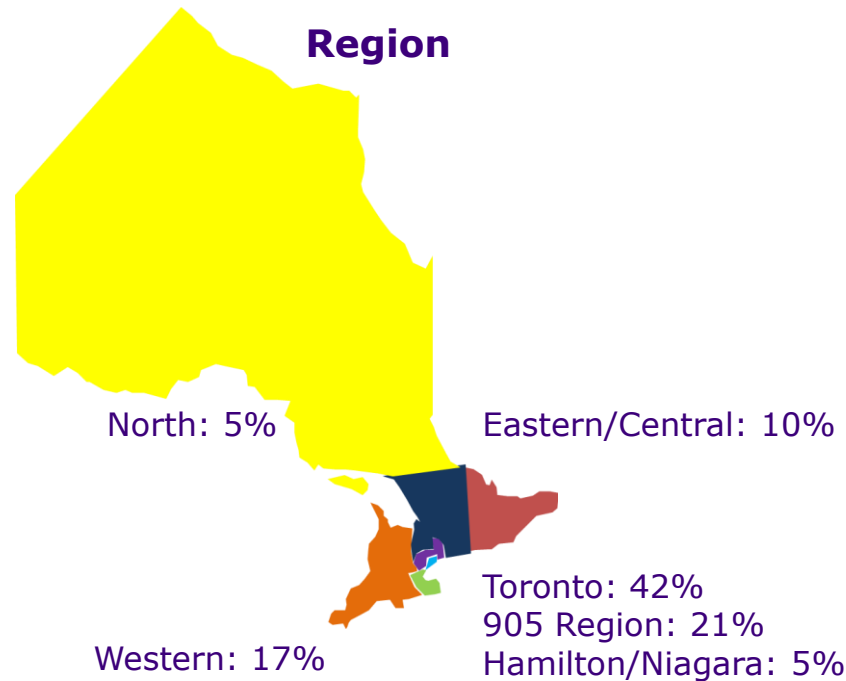
Data included in this report comparing the results of the PCC student survey to the characteristics of students attending Ontario community colleges are taken from Colleges Ontario's 2016 Environmental Scan, which reports student data obtained from community colleges as well as from the Ontario Ministry of Advanced Education and Skills Development (MAESD).

***In this report, results are expressed as percentages unless otherwise noted. Results may not add to 100% due to rounding or multiple responses.***



# Profile of Respondents

# SAMPLE PROFILE – PROGRAM CHARACTERISTICS



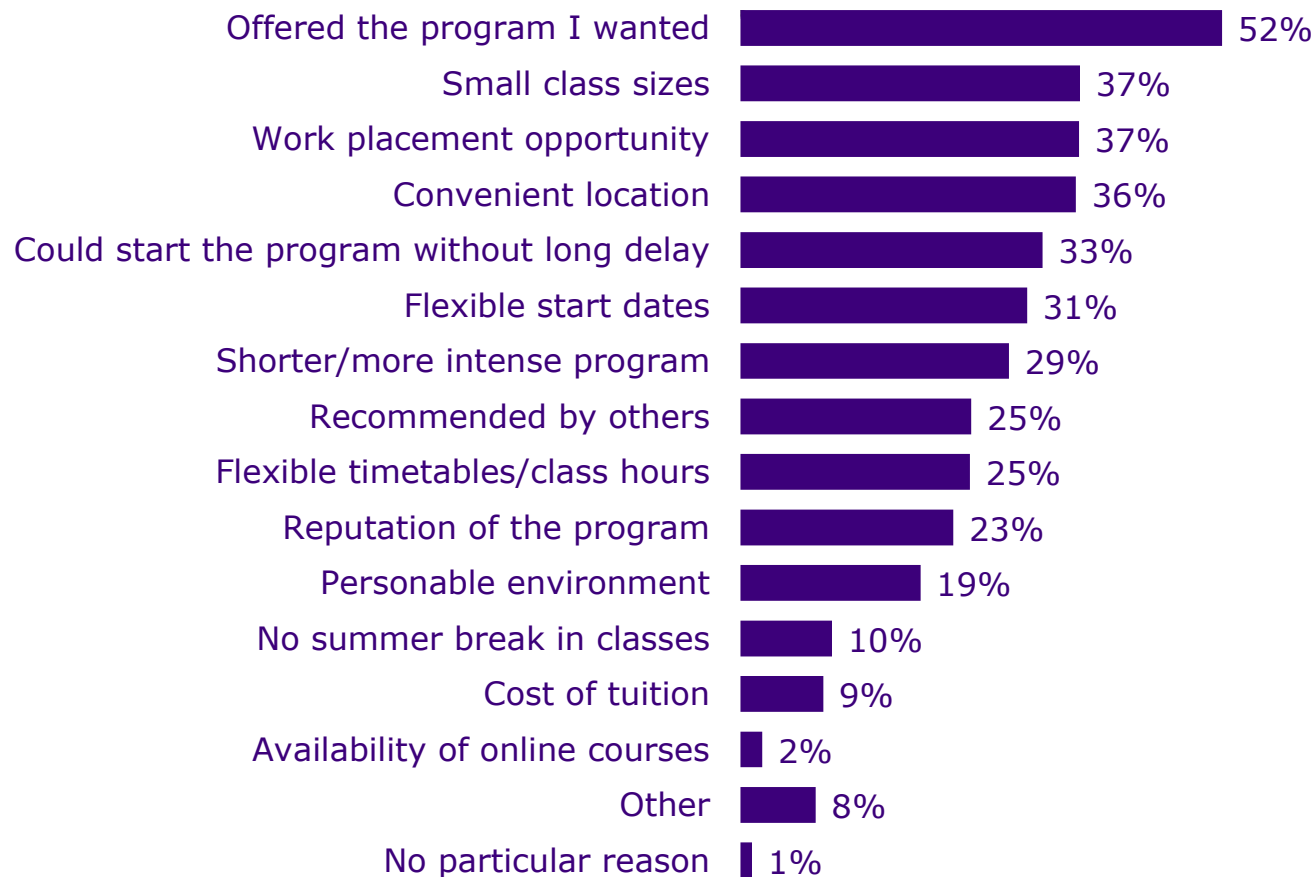


# Survey Findings

# REASON FOR ENROLLING IN A CAREER COLLEGE

**More than half of students (52%) chose their PCC because it offered the specific program they sought.**

Q1. Why did you choose to enroll at this career college?

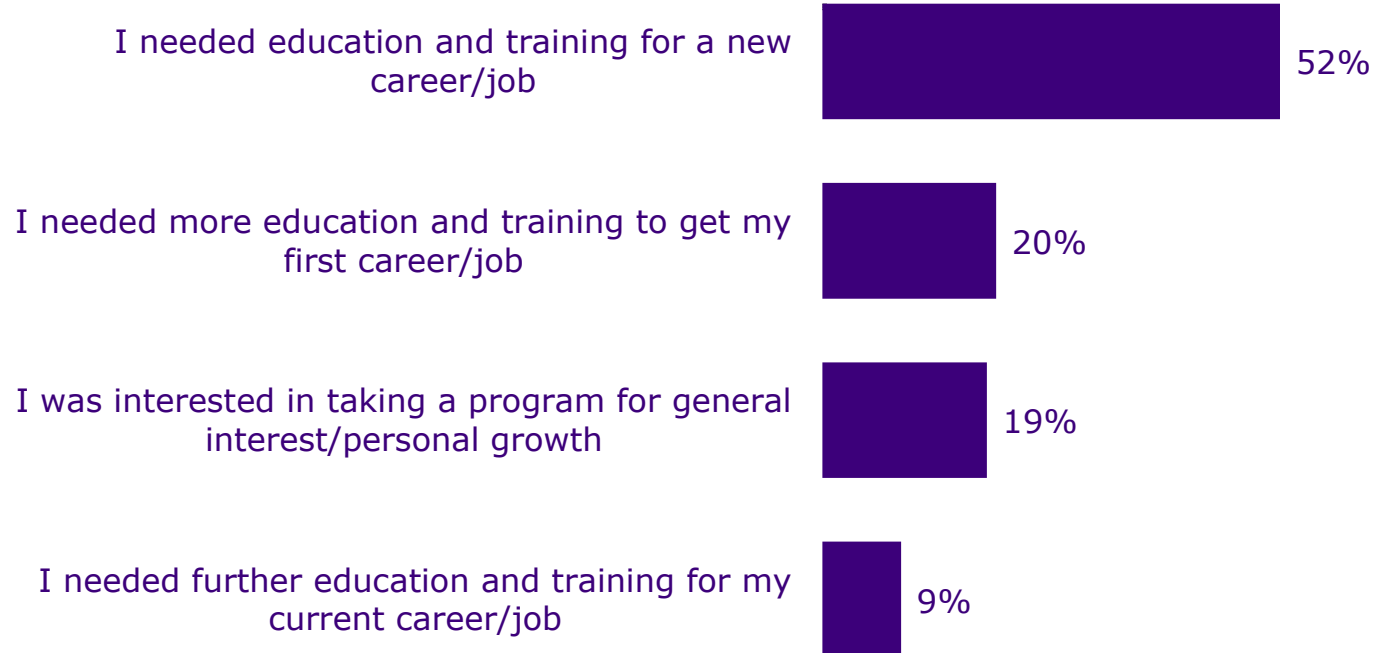




# REASON FOR CHOOSING SPECIFIC PROGRAM

One half of PCC students (52%) are seeking education and training for a new job, while one in five (19% each) want training to obtain a different career, or for personal growth.

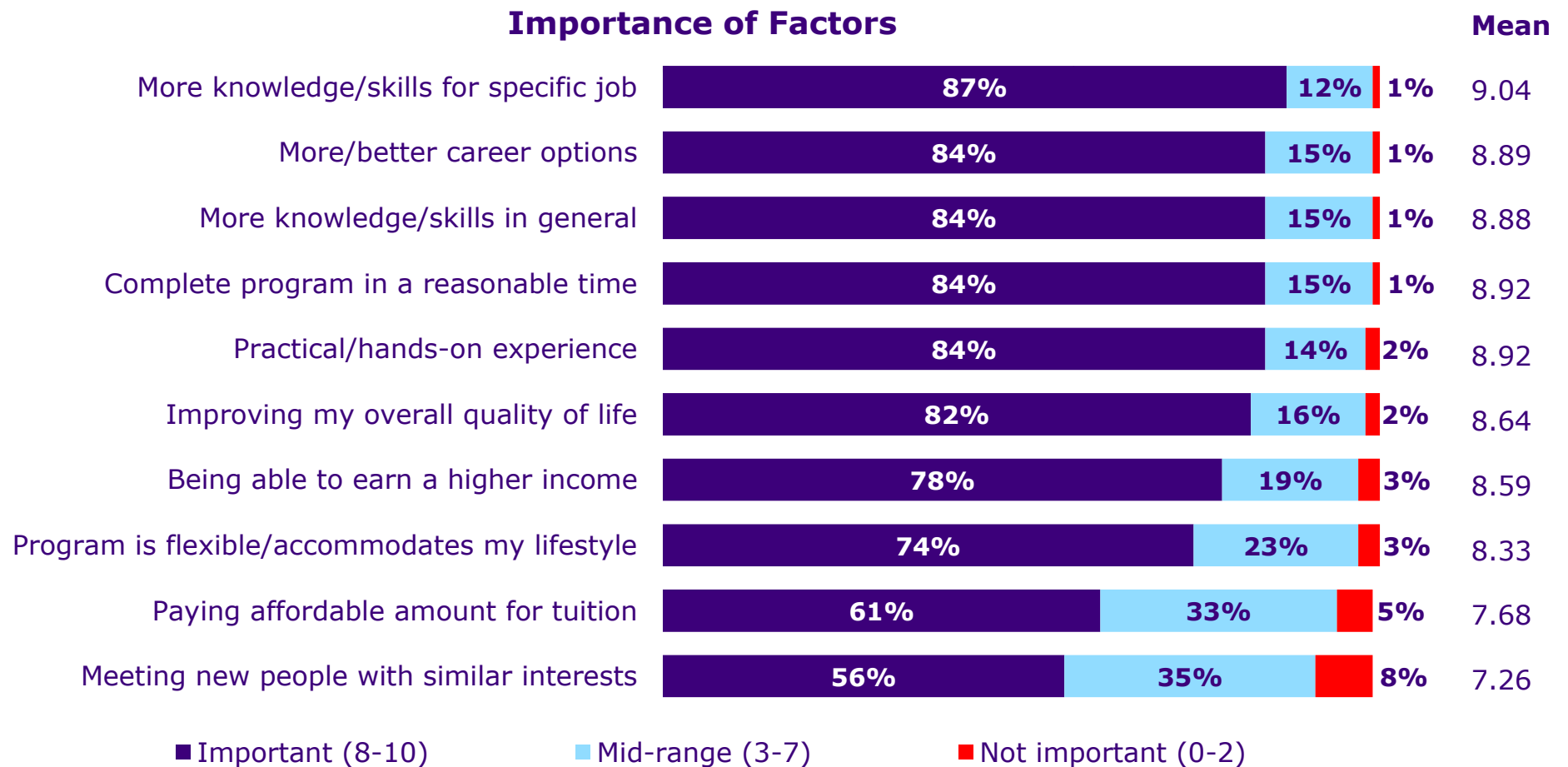
Q5. Why did you decide to enroll in this specific program of study?



# IMPORTANCE OF FACTORS IN ENROLMENT

**Developing knowledge/skills and improving career prospects are the main reasons why students chose to attend a PCC.**

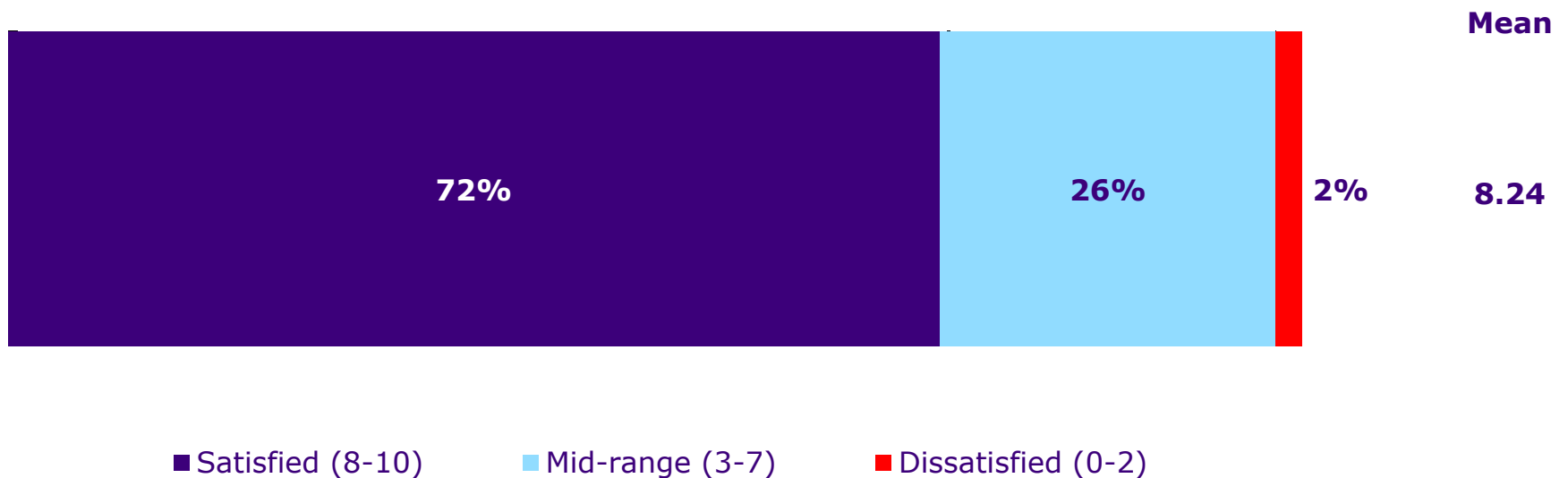
Q2. How important were each of the following factors in leading you to attending a Professional Career College in Ontario? Please rate the following on a scale of 0 to 10, where 0 is not at all important and 10 is extremely important.



# SATISFACTION WITH THE PROGRAM

Nearly three quarters of PCC students (72%) are satisfied with their respective programs.

Q6.Thinking about everything that your program has to offer, what is your overall level of satisfaction with your experience?

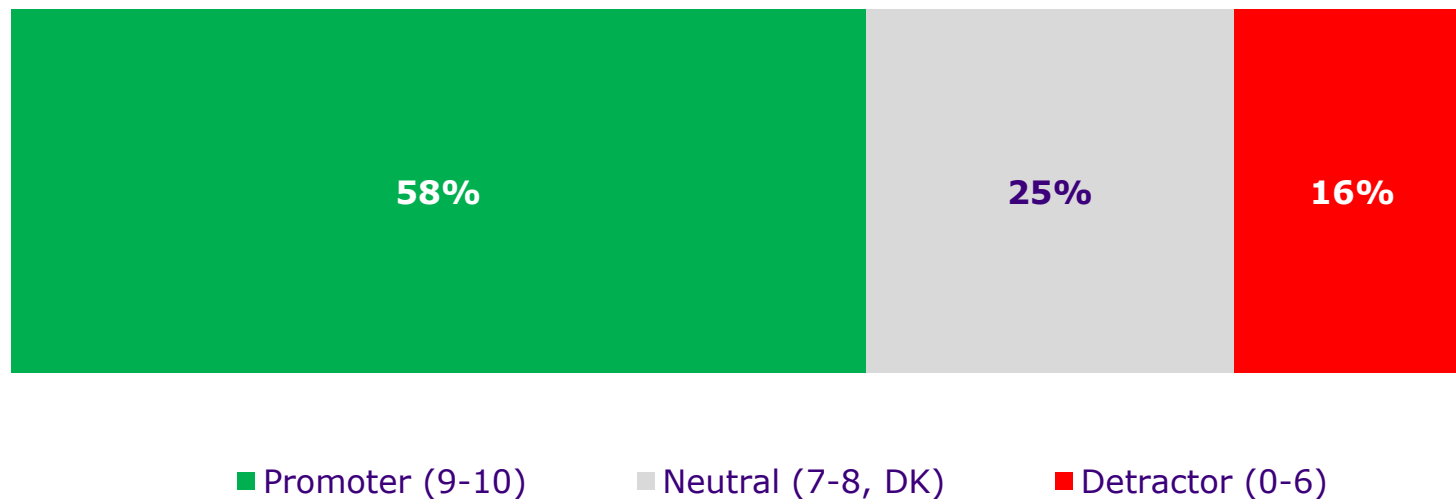


# LIKELIHOOD OF RECOMMENDING PROGRAM

**Three in five PCC students (58%) are highly likely to recommend their college to others.**

Q7. How likely would you be to recommend your program to others?

**Net Promoter Score\*: +42**



\*Net Promoter Score (NPS) is an index that is calculated by taking those who are highly likely to recommend the program ("Promoters," 9-10 on a 0-10-point scale) and subtracting those who are unlikely to recommend the program ("Detractors," 0-6 on 0-10 scale). "Neutrals" (7-8 and those who did not respond) are not included in the NPS calculation.

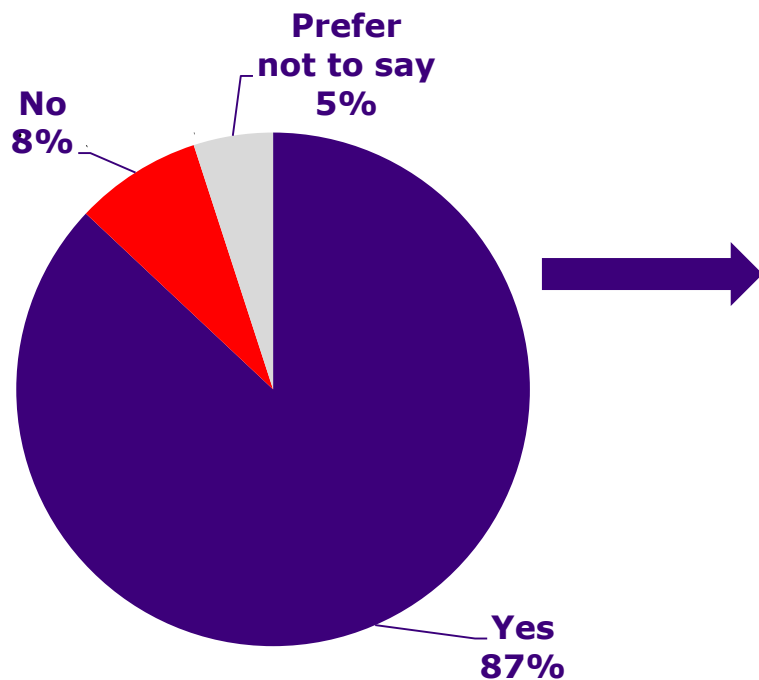
# TRANSITION BETWEEN HIGH SCHOOL AND PCC

Although most PCC students finish high school prior to enrolling, only a small proportion (9%) enter a PCC program right away.

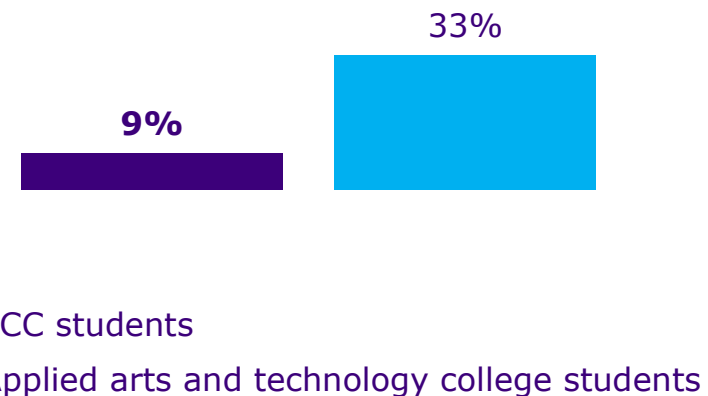
Q9. Prior to enrolling in your current program, did you complete high school?

Q10. Did you enter your current program immediately after completing high school? (BASE: Those who completed high school, n=4,983)

**Incidence of Completing High School Prior To PCC Program**



**PCC Entry Following High School**



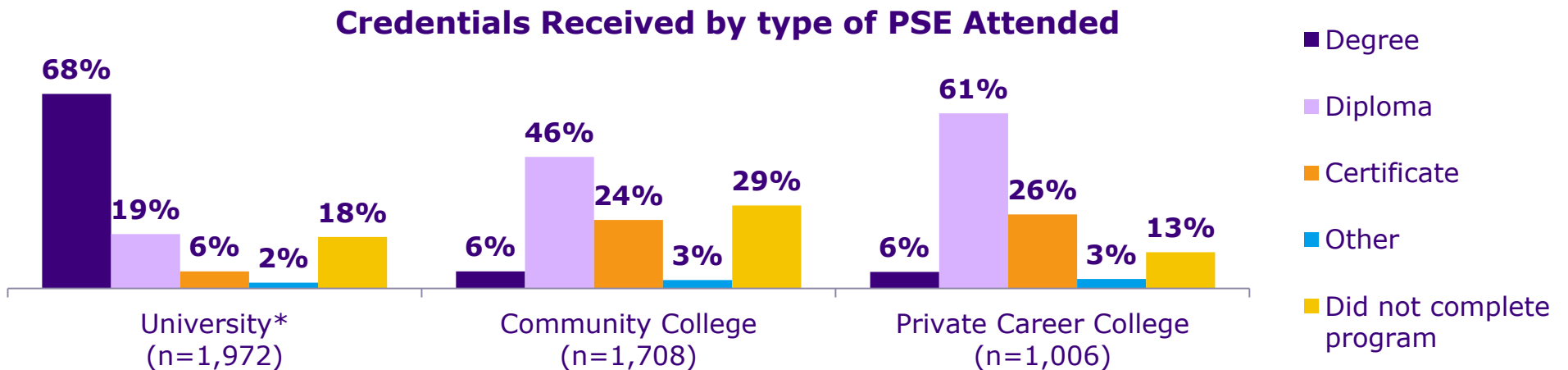
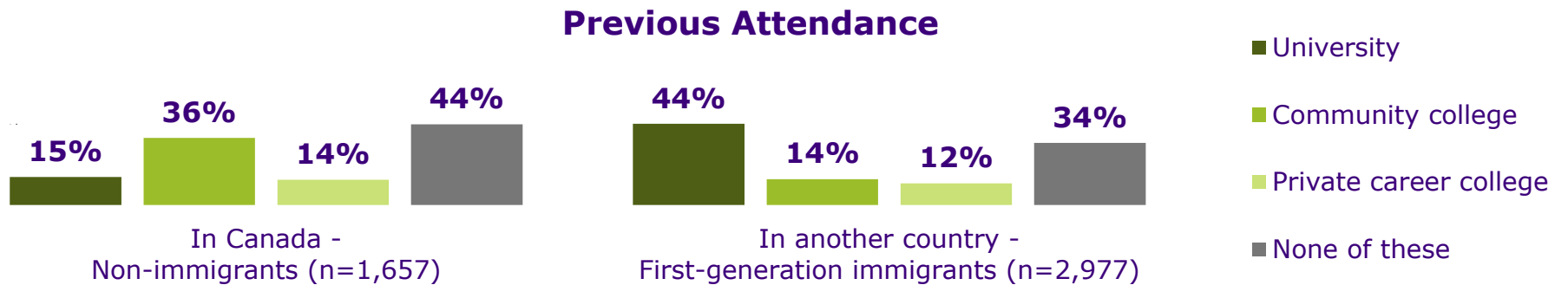
Source: Colleges Ontario 2016 Environmental Scan, p. 16.

# PREVIOUS PSE ATTENDANCE/COMPLETION

**Significant proportions of PCC students have previously attended universities or colleges – both within and outside Canada.**

Q11. Please indicate if you have previously attended any of the following types of post-secondary institutions [in Canada/in a country other than Canada]:

Q11A/B/C. When you attended [university/community college/a private career college], which of the following credentials did you receive?



\*"Degree" includes 19% who completed graduate degree and 49% who completed undergraduate degree.

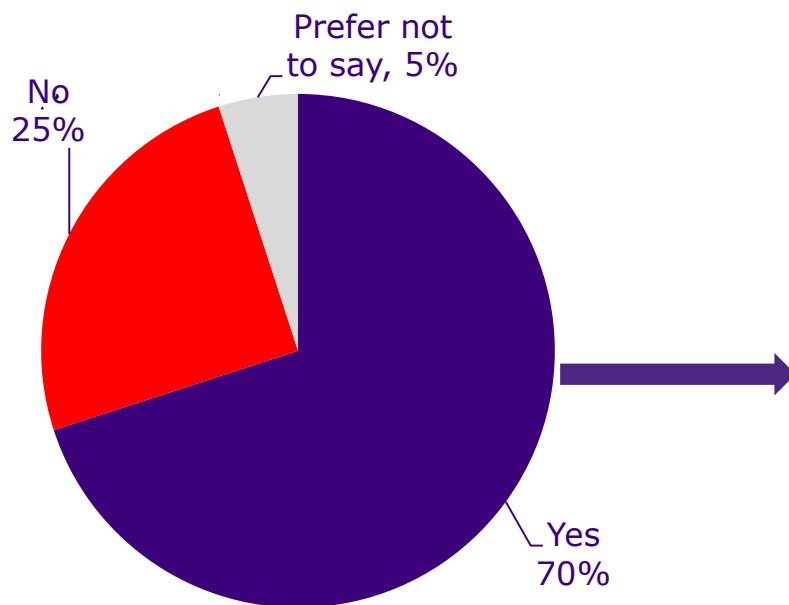
# GOVERNMENT FINANCIAL SUPPORT

**Seven in ten PCC students receive some form of government support, with the vast majority of these accessing OSAP.**

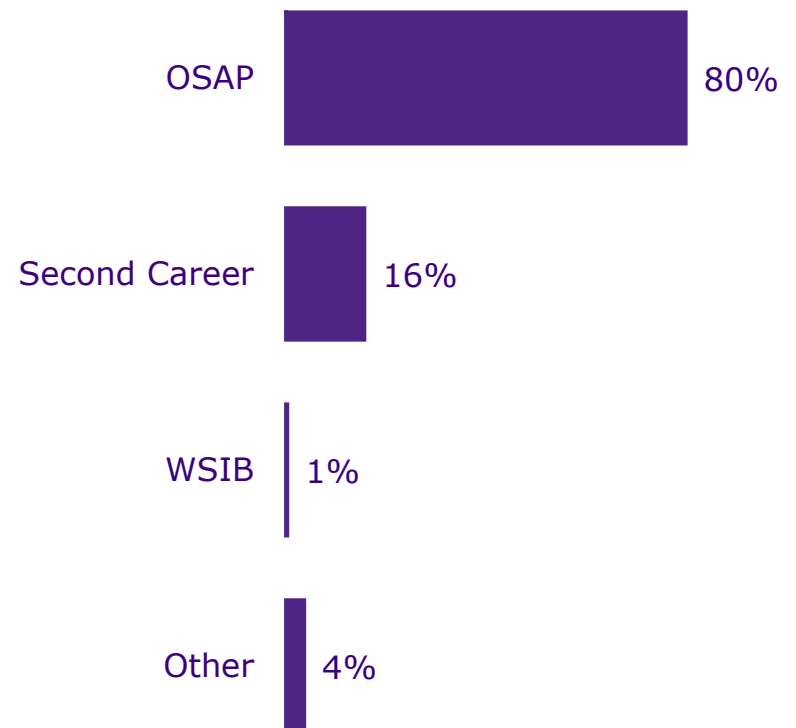
Q12. Did you receive any government funding to help pay for your current program of study?

Q13. Please indicate the type of funding you received (BASE: Those who received funding, n=4,051)

**Receipt of Government Assistance**



**Type of Government Funding**



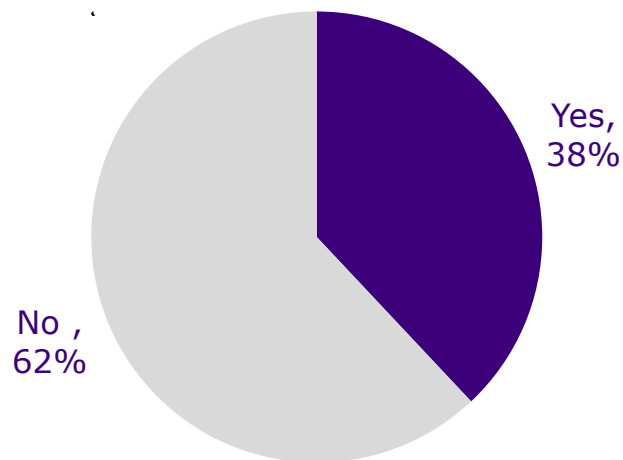
# FAMILY SUPPORT PRIOR TO ENROLMENT

**Only two in five PCC students (38%) indicate they were receiving support from their family when their program began.**

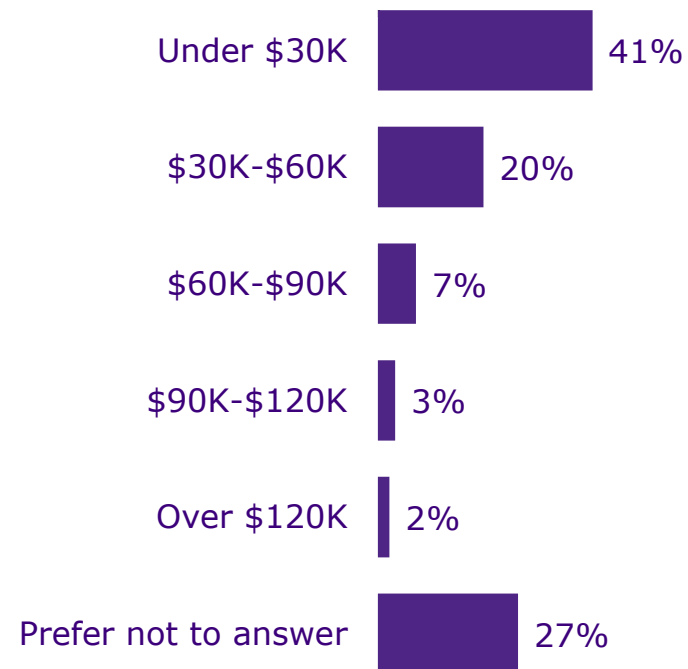
Q14. Were you being supported financially by your family at the time your program of study began?

Q15. To the best of your knowledge, what was your family's combined household income, before taxes, in 2016?

### Family Support



### Estimated Family Household Income

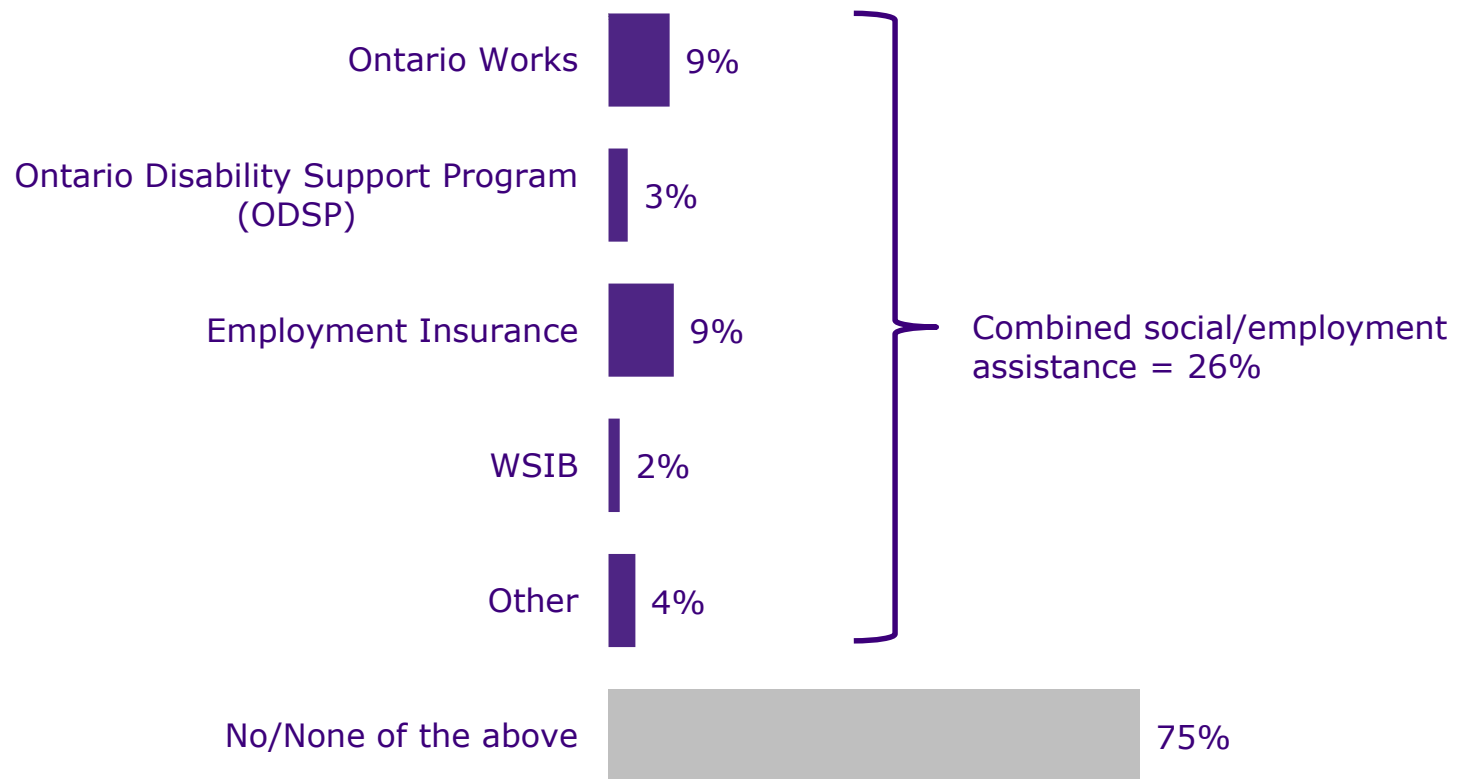




# RECEIPT OF SOCIAL/EMPLOYMENT ASSISTANCE

Approximately one quarter of PCC students received social or employment assistance (such as EI or WSIB) prior to enrolling in their program.

Q16. Were you receiving any of the following types of social assistance immediately prior to enrolling in your current program of study?

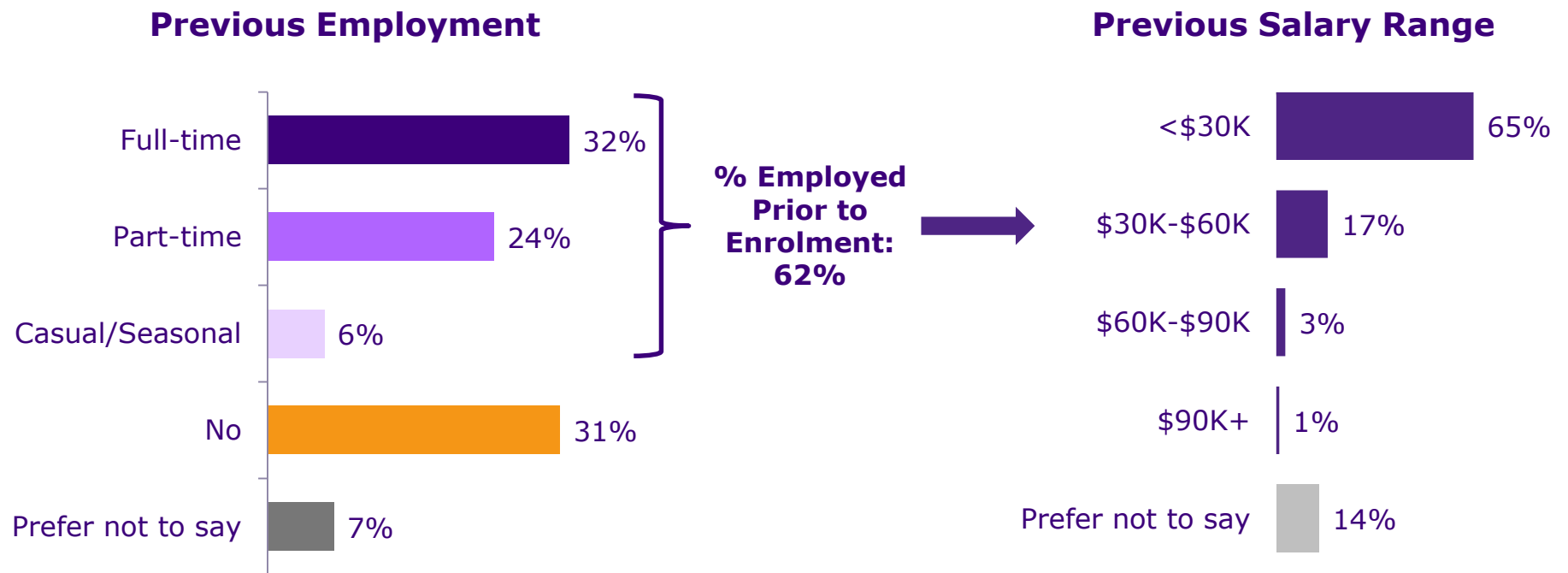


# PREVIOUS EMPLOYMENT

**Four in five (62%) worked prior to enrolling in a PCC, with most earning relatively low incomes.**

Q17. Were you working at any point during the 12 months immediately prior to enrolling in your current program of study?

Q18. Which of the following ranges best describes your annual salary at this job before taxes?

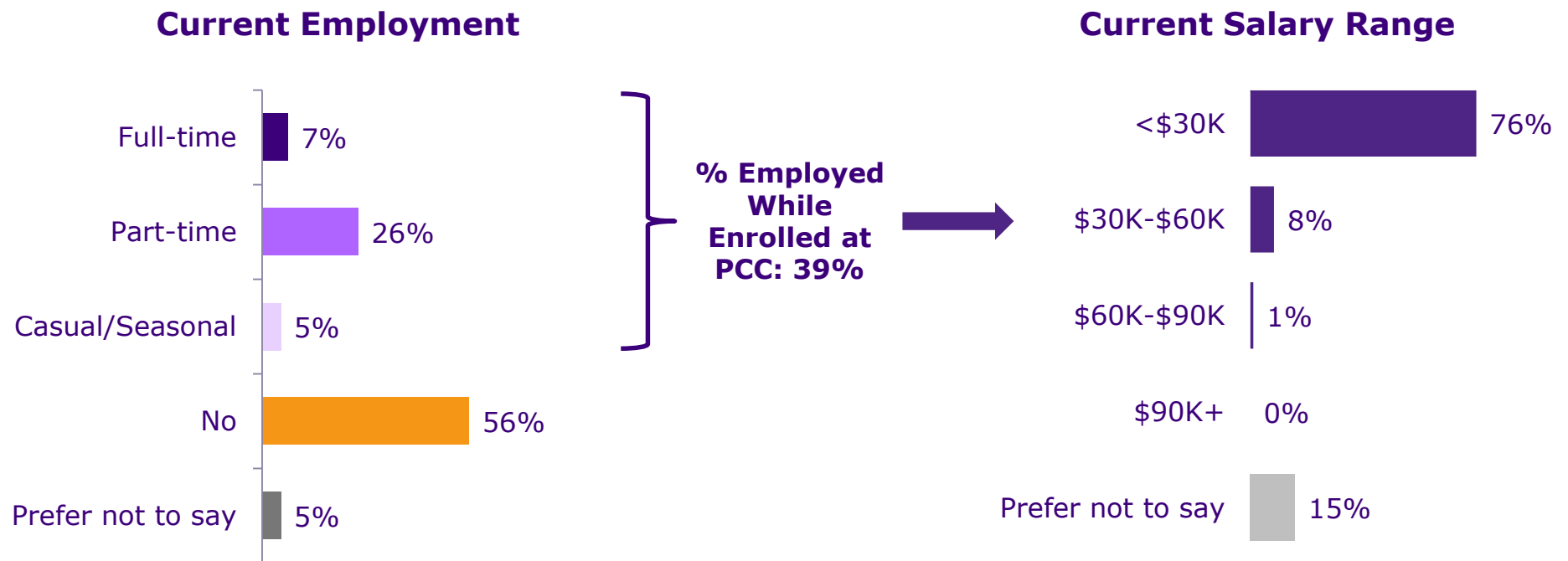


# CURRENT EMPLOYMENT

**Two in five (39%) are working while in school, with most earning relatively low incomes.**

Q19. Are you currently working while attending your program of study?

Q20. Which of the following ranges best describes your annual salary at your current job before taxes?



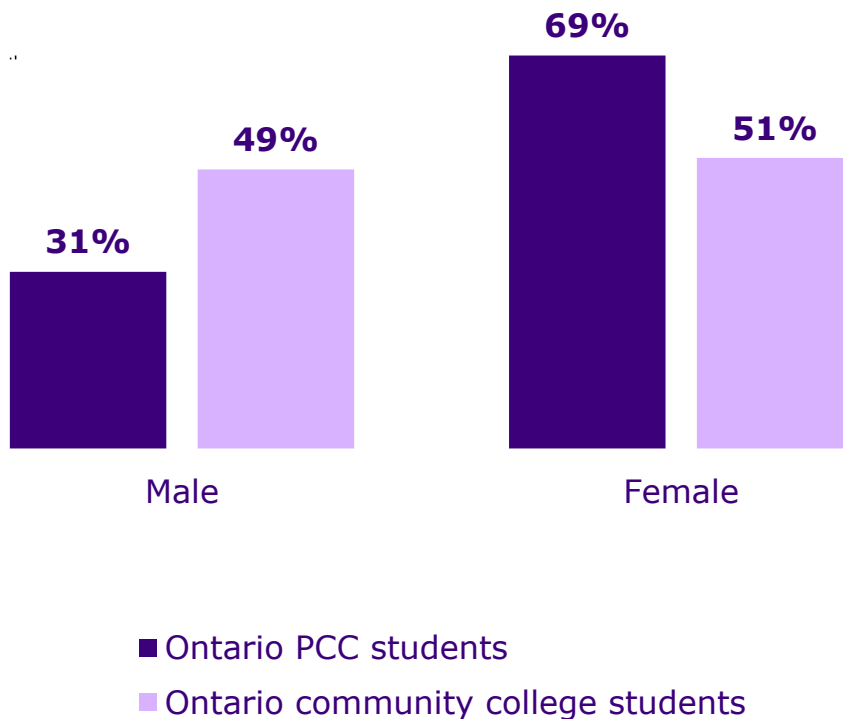
# PCC VS. COLLEGE GENDER/AGE COMPARISON

**PCC students are more likely to be female (69%) and over the age of 30 (57%) compared to community college students.**

Q21. What is your gender?

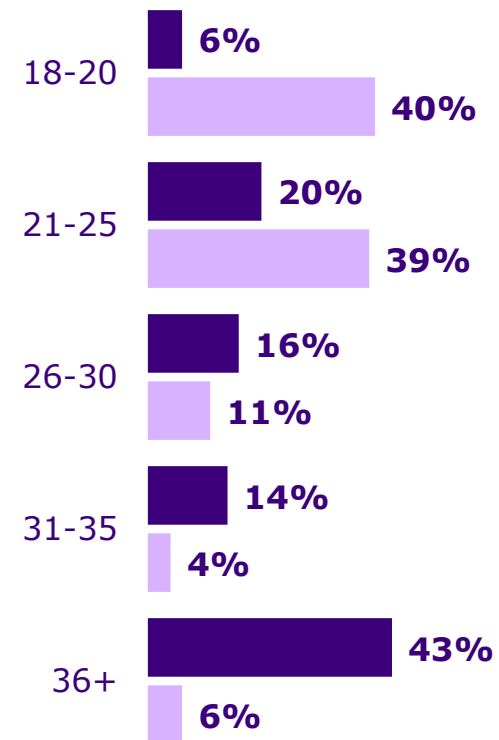
Q23. In what year were you born?

### Gender



Don't know/Not stated removed (3% for PCC survey)

### Age Categories



Don't know/Not stated removed (2% for PCC survey)

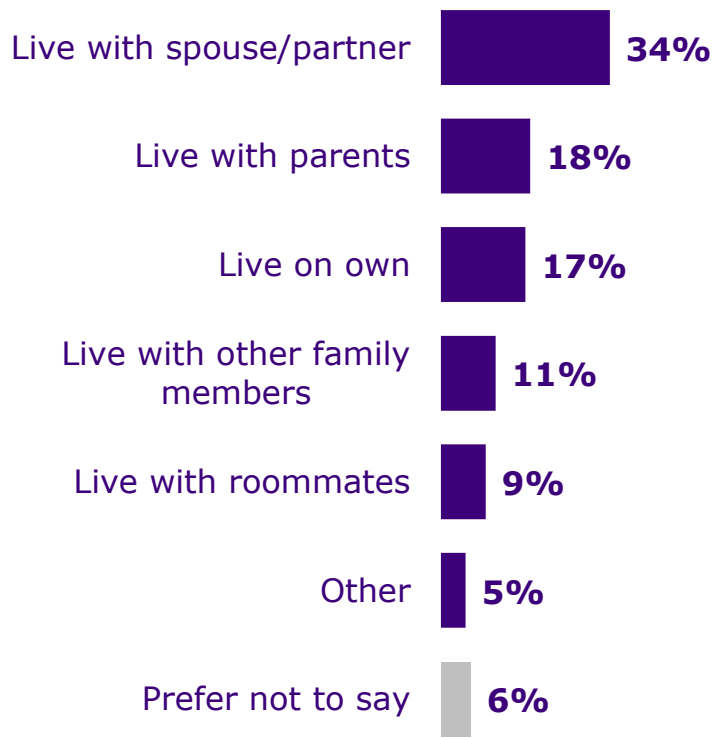
# PCC STUDENT LIVING SITUATION

Nearly one half of PCC students (44%) have children, with one in ten (12%) single parents.

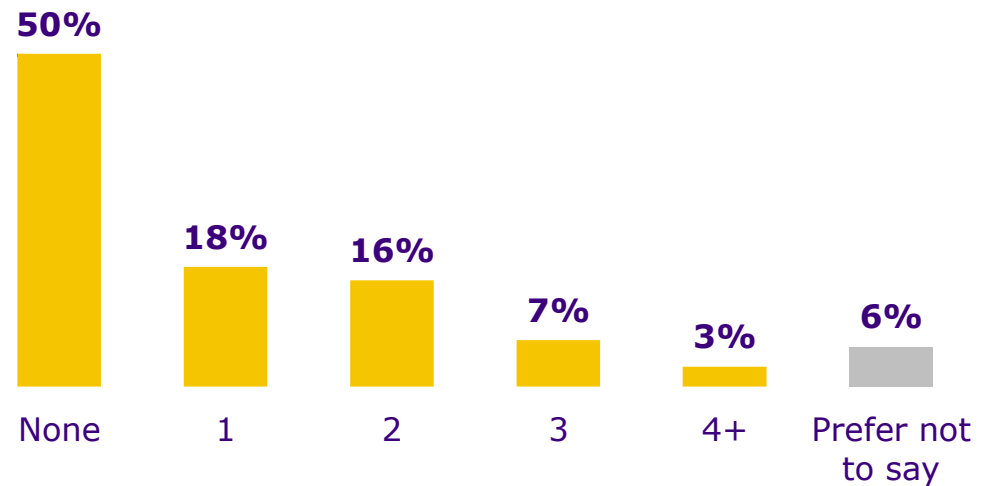
Q24. Which of the following best describes your current living situation?

Q25. How many dependent children do you have?

### Living Situation



### Number of Dependent Children



12% of PCC students are single parents

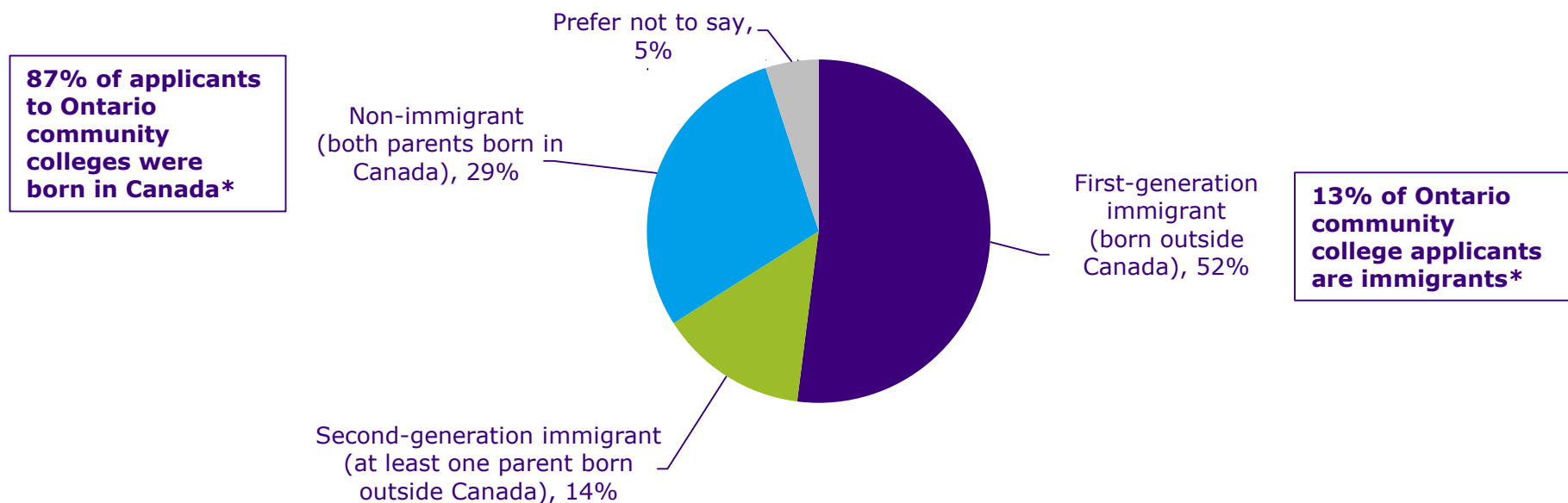
# IMMIGRATION STATUS

Compared to community college applicants, the PCC student population includes a significantly higher proportion of learners (52%) who were born outside Canada.

Q26. Were you born in Canada, or in a country other than Canada?

Q27. Please indicate where each of your parents were born.

**Immigration Status – Ontario PCC students (All respondents)**



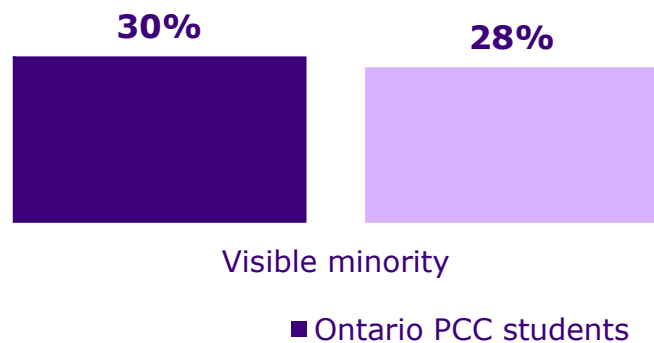
\*Data regarding community college applicants taken from Colleges Ontario 2016 Environmental Scan, p. 14. Immigrant data excludes international students, as well as respondents who selected "N/A" or "prefer not to answer."

# INDIGENOUS AND VISIBLE MINORITY STATUS

**Three in ten (30%) of PCC students self-identify as a visible minority, with four percent self-identifying as indigenous.**

Q28. Do you consider yourself to be a member of a visible minority group?

Q29. Do you identify yourself as an indigenous or Aboriginal person? This includes people who identify as being First Nations, Métis or Inuit.



**Don't know/Not stated removed  
(16% for PCC survey)**

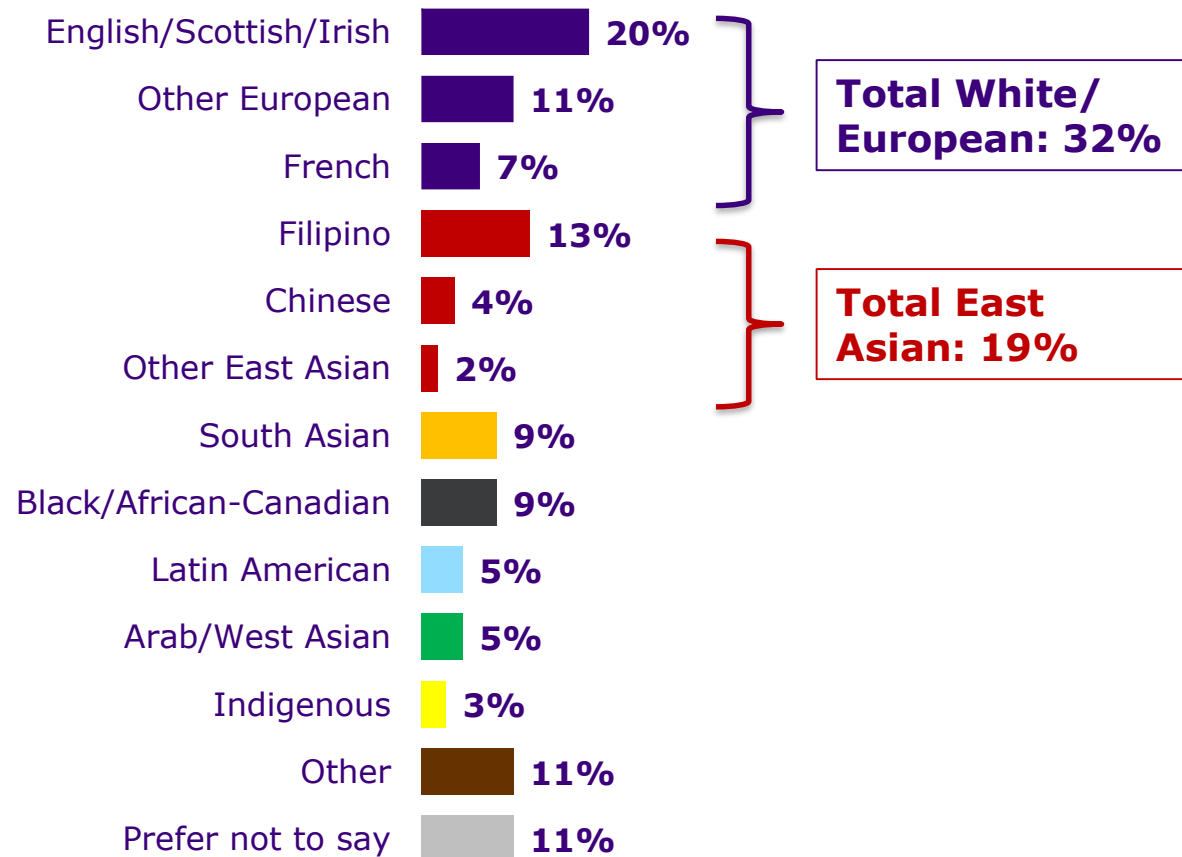


**Don't know/Not stated removed  
(9% for PCC survey)**

# ETHNICITY

The Ontario PCC student population is extremely diverse.

Q30. People living in Canada come from many different cultural and racial backgrounds. Which of the following best describes your ethnic background or nationality?

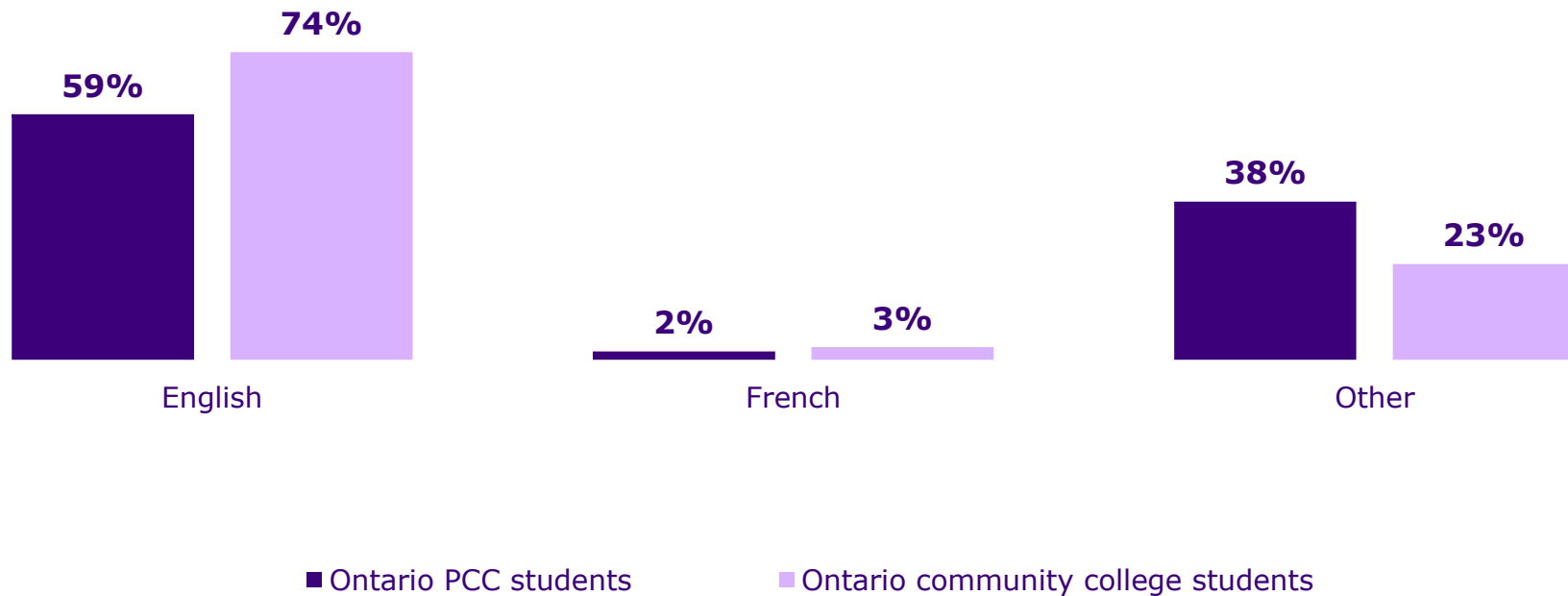




# LANGUAGE

Nearly two in five PCC students (38%) indicate their first language is neither English nor French.

Q31. What is your first language?



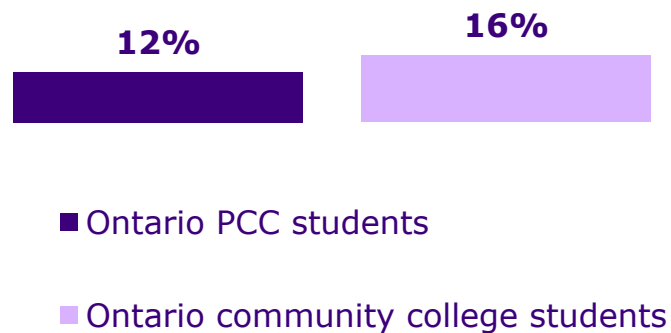
# DISABILITY STATUS

One in ten PCC students (12%) report having a disability, with the largest share reporting they have a mental illness or an intellectual/learning disability.

Q32. Do you have a physical, intellectual, mental health or learning disability?

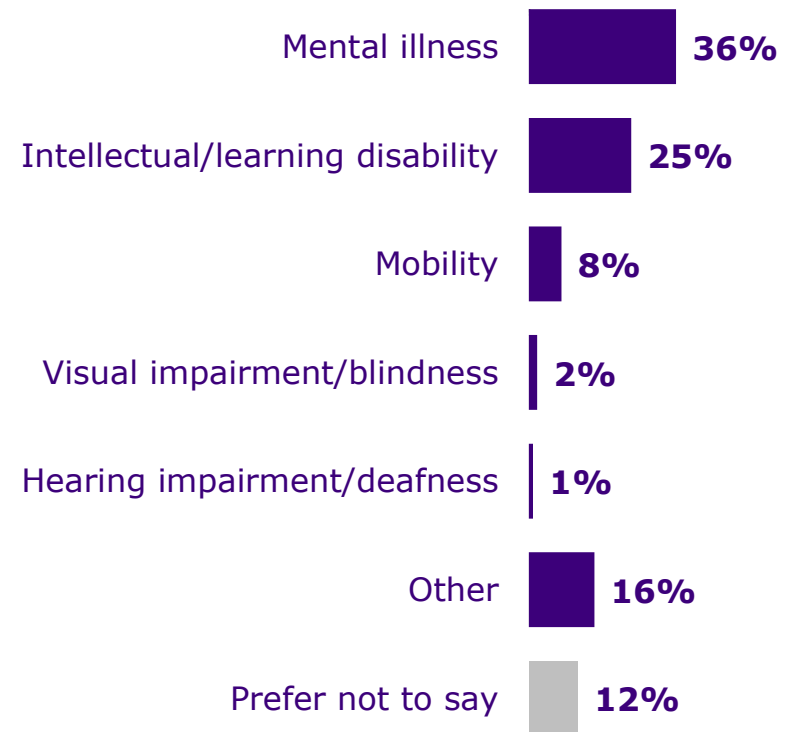
Q33. What is the nature of your disability? (Base: Those with a disability, n=626)

% with a disability



\*Don't know/Not stated removed (6% for PCC survey)

Nature of Disability – PCC Students



**FOR FURTHER INFORMATION OR QUESTIONS CONTACT:**



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