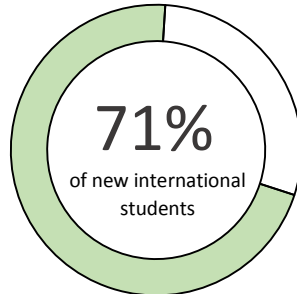
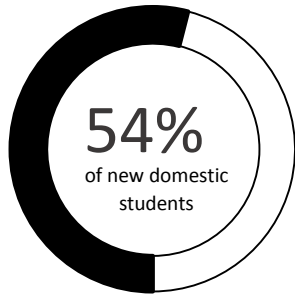


Decision to Attend KPU

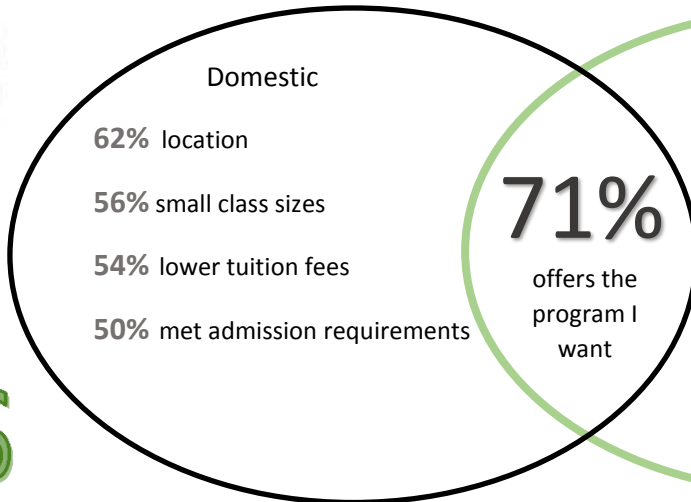
KPU was the **FIRST** choice institution for¹



+19%

percentage point increase for new international students from 2015; 52% said it was their first choice in 2015

WHY new students chose KPU (% who rated each as a major influence²)



Domestic

- 62% location
- 56% small class sizes
- 54% lower tuition fees
- 50% met admission requirements

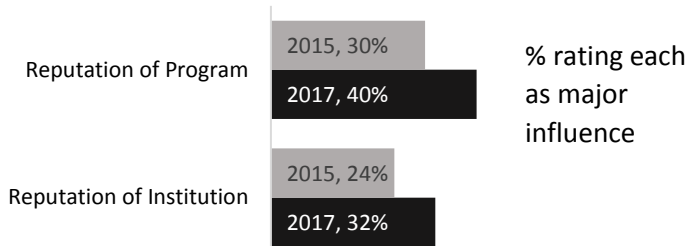
International

- 71% location
- 70% reputation of institution
- 63% helpfulness of KPU employees
- 62% reputation of program

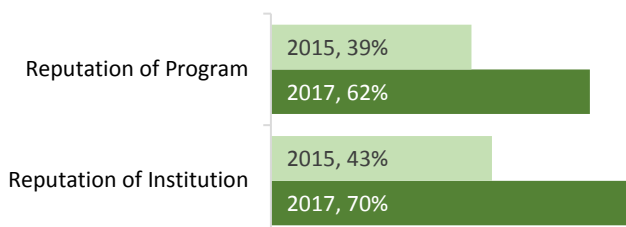


Reputational factors have become a bigger influence

Domestic Students



International Students



The following students said “offers the program I want” was a **MAJOR** influence on their decision to attend KPU

- 9 in 10 new students in **Health and Design**
- 9 in 10 new students aged **30 and over**
- 8 in 10 new students in **Trades**



The following students said “ability to transfer to another university” was a **MAJOR** influence on their decision to attend KPU

- 6 in 10 new domestic students in **Science & Horticulture**
- 5 in 10 new domestic students in **Arts**



TOP reason for attending KPU³: **PREPARE** for specific career or job



5 in 10 domestic students said "to prepare for a specific career or job"

4 in 10 international students said "to prepare for a specific career or job"

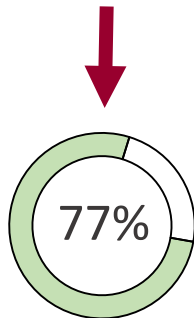
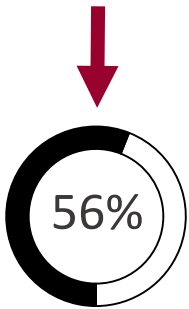
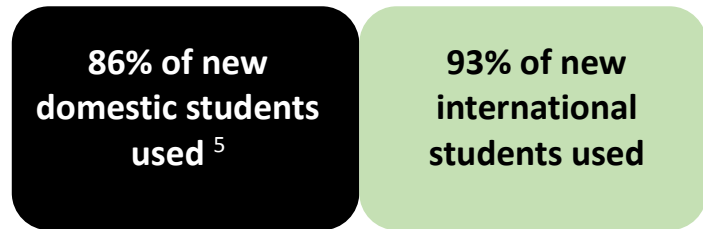
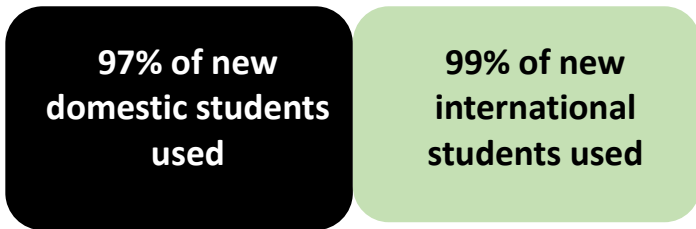
Almost **30%** of students 30 and over said they attend KPU to improve earning potential

In 2015, 3 in 10 international students said they attended KPU to prepare for a specific career or job

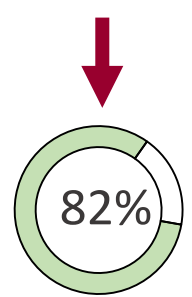
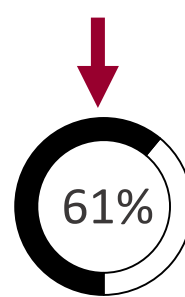
ONLINE information sources were used⁴ the most when deciding whether to attend KPU

KPU Website

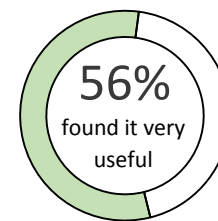
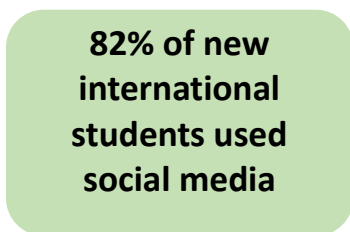
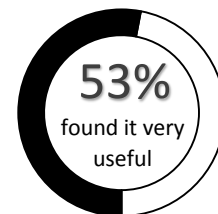
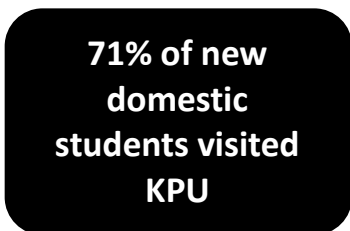
Online Academic Calendar



found the website very useful



found the online calendar very useful



ENDNOTES

ABOUT THE 2017 STUDENT SATISFACTION SURVEY

KPU conducts a student satisfaction survey every 2 years and asks students various questions related to their selection of post-secondary institution, their education plans at KPU, their course registration and educational experiences, satisfaction with support services, as well as their background information (such as age, funding sources, etc.). In 2017, a total of 3,662 students responded to the online survey between October 17, 2017 and November 10, 2017. This translates into an overall response rate of 25%, a 1 percentage point decrease from the 2015 survey.

When reviewing information from the 2017 Student Satisfaction Survey, it is important to keep in mind that the following groups are over-represented:

Group	Survey Percentage	Actual Percentage
Female students	66%	54%
Full-time students	77%	72%
Students 23 and older	41%	34%

The breakdown of domestic and international students who responded to the survey (83% domestic, 17% international) is close to the actual breakdown in the KPU student body for Fall 2017 (79% domestic, 21% international).

All percentages reported are rounded to the nearest whole percent.

All numbers reported as X of 10 students are reported such that X is the nearest whole number. For example, 9/10 students could refer to anywhere between 85% and 94%.

¹ Students were asked whether KPU was their first choice. Answer options were “yes,” “no,” and “don’t know.”

² Students were asked to rate how much of an influence certain factors had on their decision to attend KPU. Ratings students could give were “major influence,” “minor influence,” “no influence,” “don’t know,” and “does not apply.” Does not apply responses were excluded from percentage calculations.

³ Students were asked to select the top reason they chose KPU from a list of potential reasons. “To prepare for a specific job or career,” was the most frequently chosen option.

⁴ Students were asked to rate how useful certain information sources were in their decision to attend KPU. Ratings students could give to each source were “very useful,” “somewhat useful,” “not useful,” and “did not use/does not apply.” The percent “used” was computed by subtracting the number of respondents who answered “did not use/does not apply” from the total number of respondents, and then dividing that number by the total number of respondents.

⁵ The most commonly used resource for respondents who did not use the online academic calendar was the KPU website.