

B.C. University Student Outcomes 2001 Survey of 1996 Baccalaureate Graduates

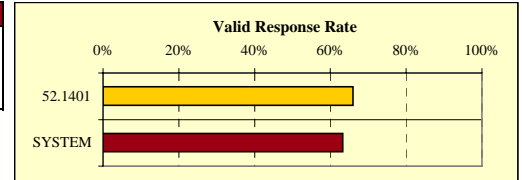
Detailed Summary of Survey Results
All Institutions

6 Digit CIP: 52.1401: Business Marketing & Marketing Management

■ SYSTEM
■ 52.1401

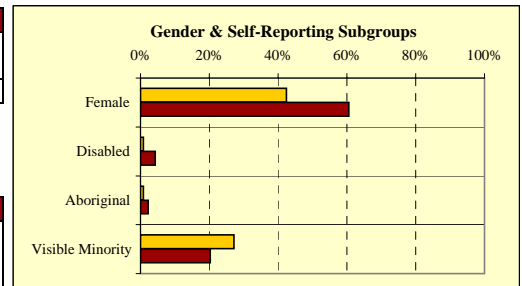
RESPONSE RATE

1. Survey Response Rate:	52.1401	SYSTEM	
Baccalaureate Graduates Survey Cohort	202	9,531	
Net Frame	179	8,613	
Survey Respondents and Valid Response Rate	118	66%	5,449 63%



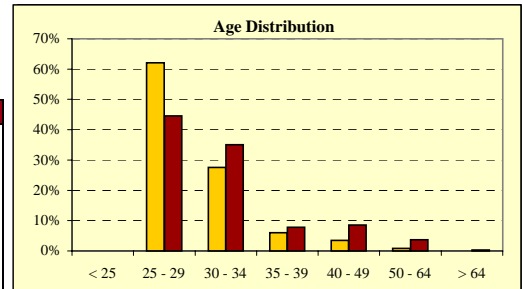
DEMOGRAPHIC INFORMATION

2. Gender:	52.1401	SYSTEM	
Male	68	58%	2,147 39%
Female	50	42%	3,302 61%
Total	118	100%	5,449 100%

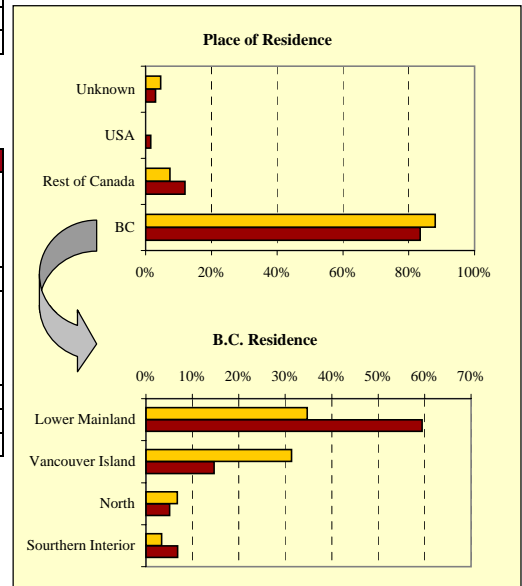


3. Self-Reporting Subgroups:	52.1401	SYSTEM	
Disabled	1	1%	234 4%
Aboriginal	1	1%	124 2%
Visible Minority	32	27%	1,104 20%

4. Age (at time of survey):	52.1401	SYSTEM	
< 25	-	0%	2 0%
25 to 29	72	62%	2,413 45%
30 to 34	32	28%	1,895 35%
35 to 39	7	6%	421 8%
40 to 49	4	3%	461 9%
50 to 64	1	1%	199 4%
> 64	-	0%	19 0%
Unknown	2	2%	39 1%
Total	116	100%	5,410 100%
Mean Age:	30.1	32.4	



5. Place of Residence (at time of survey):	52.1401	SYSTEM	
BC - Lower Mainland	41	35%	3,241 59%
BC - Vancouver Island	37	31%	800 15%
BC - North	8	7%	276 5%
BC - Southern Interior	4	3%	372 7%
B.C. Subtotal	90	76%	4,689 86%
Canada - Alberta	9	8%	193 4%
Canada - Ontario	10	8%	212 4%
Canada - Other	-	0%	91 2%
U.S.A.	5	4%	146 3%
Non-B.C. Subtotal	24	20%	642 12%
Unknown	4	3%	118 2%
Total	118	100%	5,449 100%



Detailed Summary of Survey Results

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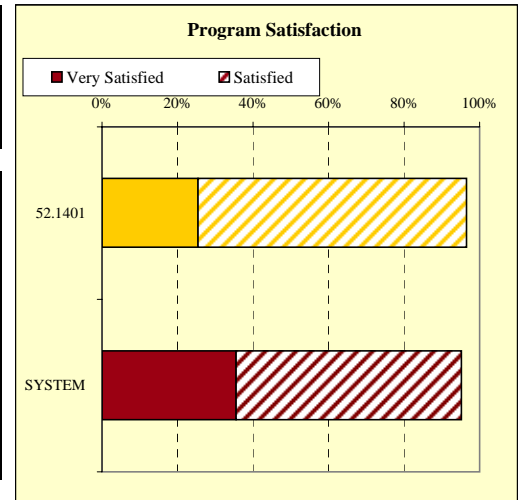
■ SYSTEM
■ 52.1401

EDUCATION SATISFACTION & PROGRAM EVALUATION

6. Program Satisfaction:	52.1401	SYSTEM
Very Satisfied	30 25%	1,932 36%
Satisfied	84 71%	3,246 60%
Dissatisfied	4 3%	228 4%
Very Dissatisfied	- 0%	30 1%
Total	118 100%	5,436 100%

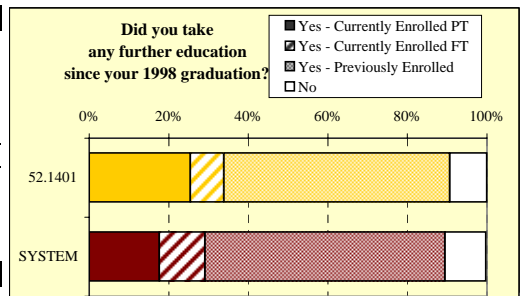
7. Would you select the same program again?	52.1401	SYSTEM
Yes	88 77%	3,866 73%
No, because . . . (multiple response question)	26	1,420
. . . not enough course variety offered	- 0%*	23 1%*
. . . skills acquired were not very useful	- 0%*	136 7%*
. . . courses were poorly taught	1 3%*	29 2%*
. . . program was too general	8 27%*	149 8%*
. . . courses were not practical	2 7%*	242 13%*
. . . interests have changed	12 40%*	356 20%*
. . . little or no career opportunities	2 7%*	511 28%*
. . . disagree with grading system	- 0%*	2 0%*
. . . disliked institution	- 0%*	6 0%*
. . . other	5 17%*	368 20%*

* Percent of total responses, among those who would not take program again



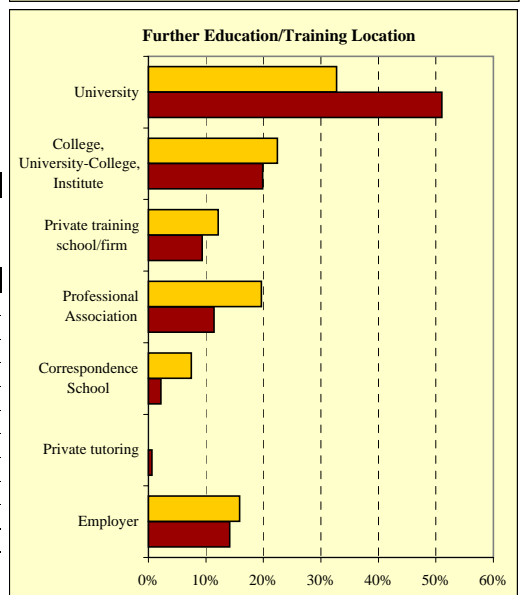
FURTHER EDUCATION

8. Took further education since 1996 graduation?	52.1401	SYSTEM
Yes:	107 91%	4,885 90%
Not currently enrolled	67 57%	3,285 60%
Currently enrolled full-time	10 8%	628 12%
Currently enrolled part-time	30 25%	961 18%
No	11 9%	564 10%
Total	118 100%	5,449 100%



9. Further education/training location (multiple resp.):*	52.1401	SYSTEM
University	35 33%*	2,494 51%*
College, University-College, Institute	24 22%*	972 20%*
Private training school/firm	13 12%*	457 9%*
Professional Association	21 20%*	557 11%*
Correspondence School	8 7%*	105 2%*
Private Tutoring	- 0%*	29 1%*
Employer	17 16%*	691 14%*
Other	2 2%*	163 3%*
Total Respondents	107	4,885

* Percent of respondents



10. Main Reason for Further Education:	52.1401	SYSTEM
Pursue another Bachelor degree	4 3%	315 6%
Pursue Masters studies	7 6%	566 10%
Pursue Doctoral studies	- 0%	138 3%
Career / job / employment related	80 67%	3,421 63%
Challenge myself intellectually	9 8%	446 8%
To please parents/family	1 1%	3 0%
Did not have a primary/main reason for enrolling	- 0%	13 0%
Required by employer	7 6%	173 3%
Other	11 9%	382 7%
Total	119 100%	5,457 100%

Detailed Summary of Survey Results

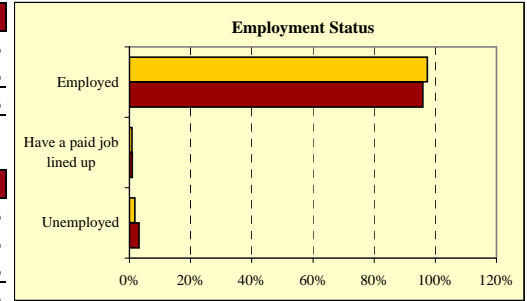
All Institutions

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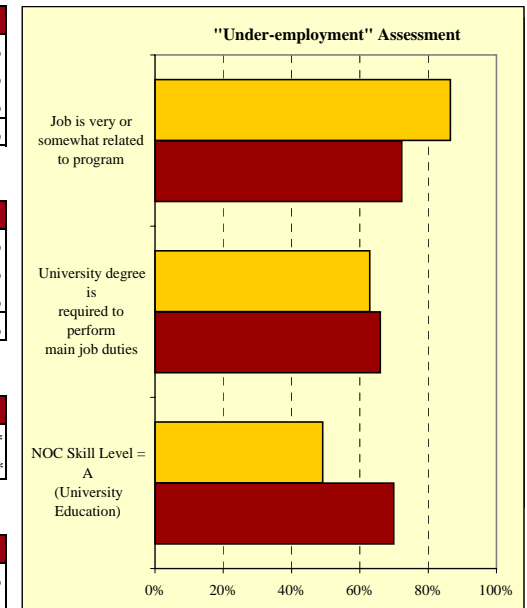
EMPLOYMENT

11. Labour Force Status:	52.1401	SYSTEM
In Labour Force (working or seeking work)	114 97%	4,952 91%
Not in Labour Force	4 3%	497 9%
Grand Total	118 100%	5,449 100%



12. Employment Status of those IN Labour Force:	52.1401	SYSTEM
Employed	111 97%	4,749 96%
Have a paid job lined up	1 1%	49 1%
Unemployed	2 2%	154 3%
Total Labour Force	114 100%	4,952 100%

13. Status of Graduates NOT in Labour Force:	52.1401	SYSTEM
Attending School FT	3 75%	225 45%
Attending School PT	- 0%	27 5%
Other	1 25%	245 49%
Total NOT in Labour Force	4 100%	497 100%



14. Employment Type:	52.1401	SYSTEM
Paid worker	94 85%	4,135 87%
Self-employed	12 11%	379 8%
Both a paid worker and self-employed	5 5%	235 5%
Total Employed	111 100%	4,749 100%

15. Job Characteristics:	52.1401	SYSTEM
I hold more than one job	7 6%*	706 15%*
My main job is full-time (>= 30 hours per week)	106 95%**	4,014 86%**

* of total employed ** of those who provided data on hours/week worked

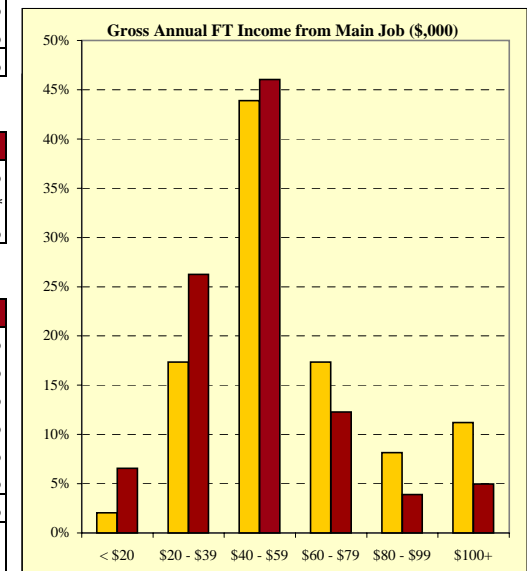
16. How related is your main job to your program?:	52.1401	SYSTEM
Very Related	28 25%	1,940 41%
Somewhat Related	68 61%	1,492 31%
Not Very Related	9 8%	601 13%
Not At All Related	6 5%	712 15%
Total	111 100%	4,745 100%

17. "Under-employment" Assessment:	52.1401	SYSTEM
Job is very or somewhat related to program	96 86%	3,432 72%
University degree is required to perform main job duties	66 63%*	3,000 66%*
NOC Skill Level = A (University Education)	54 49%	3,300 70%

* of total valid responses

18. Gross Annual Income from Main Job:*	52.1401	SYSTEM
Less than \$20,000	2 2%	284 7%
\$20,000 to \$39,999	17 17%	1,138 26%
\$40,000 to \$59,999	43 44%	1,996 46%
\$60,000 to \$79,999	17 17%	533 12%
\$80,000 to \$99,999	8 8%	169 4%
\$100,000 and Above	11 11%	215 5%
Total	98 100%	4,335 100%
Median Annual Income (full-time)	\$55,000	\$45,680
Average Annual Income (full-time)	\$62,327	\$54,596

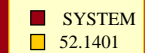
* where data provided



Detailed Summary of Survey Results

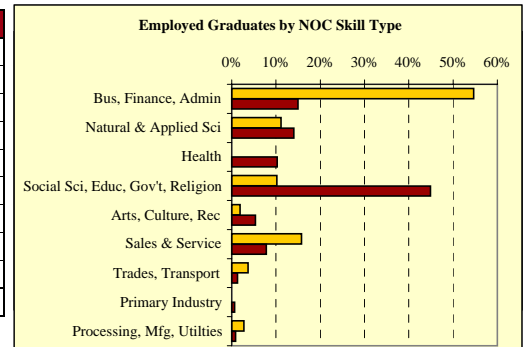
All Institutions

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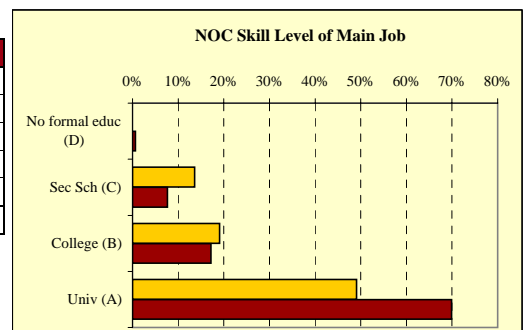


EMPLOYMENT, continued

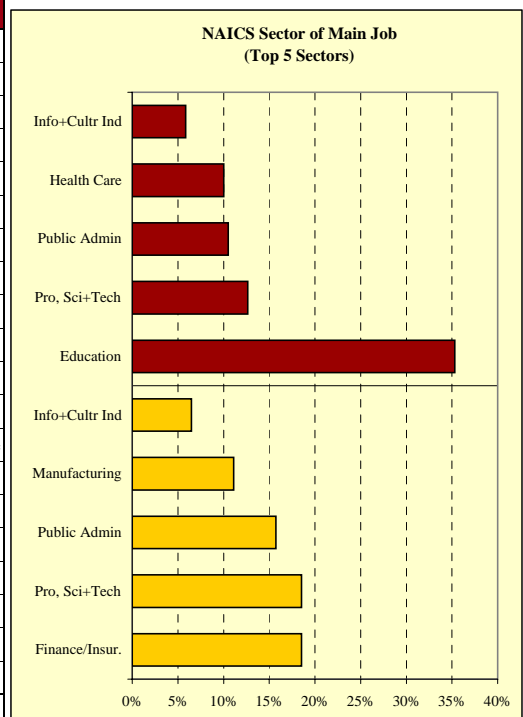
19. NOC Skill Type of Main Job:	52.1401	SYSTEM		
Business, Finance and Administration	59	55%	703	15%
Natural and Applied Sciences and Related	12	11%	659	14%
Health	-	0%	482	10%
Social Sciences, Educ., Gov't Services, Religion	11	10%	2,112	45%
Arts, Culture, Recreation and Sport	2	2%	252	5%
Sales and Service	17	16%	366	8%
Trades, Transport and Eqp. Operators and Related	4	4%	62	1%
Unique to the Primary Industry	-	0%	31	1%
Unique to Processing, Manufacturing and Utilities	3	3%	40	1%
Total	108	100%	4,707	100%



20. NOC Skill Level of Main Job:	52.1401	SYSTEM		
A. University education	54	49%	3,300	70%
B. College education/trade apprenticeship	21	19%	811	17%
C. Secondary school + job-specific training	15	14%	361	8%
D. No formal education	-	0%	29	1%
No Skill Level assigned (management)	20	18%	218	5%
Total	110	100%	4,719	100%



21. NAICS Sector of Main Job:	52.1401	SYSTEM		
Agriculture, Forestry, Fishing and Hunting	*	*	48	1%
Mining and Oil and Gas Extraction	*	*	17	0%
Utilities	*	*	20	0%
Construction	2	2%	33	1%
Manufacturing	12	11%	271	6%
Wholesale Trade	3	3%	46	1%
Retail Trade	5	5%	157	3%
Transportation and Warehousing	5	5%	76	2%
Information and Cultural Industries	7	6%	275	6%
Finance and Insurance	20	19%	231	5%
Real Estate and Rental and Leasing	4	4%	31	1%
Professional, Scientific and Technical Services	20	19%	594	13%
Management of Companies and Enterprises	*	*	*	*
Admin., Support, Waste Mgmt., Remediation Svcs.	2	2%	28	1%
Education Services	4	4%	1659	35%
Health Care and Social Assistance	*	*	471	10%
Arts, Entertainment and Recreation	2	2%	89	2%
Accommodation and Food services	3	3%	61	1%
Other Service (except Public Administration)	*	*	97	2%
Public Administration	17	16%	494	11%
Total	108	100%	4698	100%



*data not displayed where n < 2

Detailed Summary of Survey Results

All Institutions

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SYSTEM
52.1401

EMPLOYMENT, continued

22a. **Top 10 Full-time Occupations of 52.1401 Graduates:**

			52.1401	
NOC	Skill Level Description		% Employed FT in this Occ.**	Median FT Salary
1122	A	Occs in Bus Srvc to Mgmt	9%	\$66,250
1111	A	Financial Auditors & Acnts	8%	\$50,000
1114	A	Other Financial Officers	5%	\$60,000
1113	A	Securities Agents, Invest Traders	5%	\$106,600
6411	C	Sales Reps, Wholesale Trade Non-Tech	4%	\$75,000
4112	A	Lawyers & Quebec Notaries	4%	\$57,000
2171	A	Information Systems Analysts and Consultants	4%	\$49,413
6221	B	Tech Sales Specialists, Wholesale	3%	\$65,000
2281	B	Computer and Network Operators and Web Technicians	3%	\$61,100
0122	N/A	Bank, Credit & Investment Managers	3%	\$55,000

*data not displayed where n < 2

**percentages cited are of those for whom occupational data was provided, full-time and part-time

22b. **Top 10 Full-time Occupations of Graduates from All Institutions:**

			SYSTEM	
NOC	Skill Level Description		% Employed FT in this Occ.**	Median FT Salary
4141	A	Secondary School Teachers	11%	\$43,000
4142	A	Elem & Kindergarten Teacher	11%	\$42,000
4112	A	Lawyers & Quebec Notaries	3%	\$75,000
3152	A	Registered Nurses	3%	\$51,474
1111	A	Financial Auditors & Acnts	2%	\$58,250
2173	A	Software Engineers	2%	\$72,000
1122	A	Occs in Bus Srvc to Mgmt	2%	\$65,000
4212	B	Community & Social Srvc Workers	1%	\$36,000
4131	A	College & Other Voc Instructors	1%	\$41,600
1114	A	Other Financial Officers	1%	\$56,000

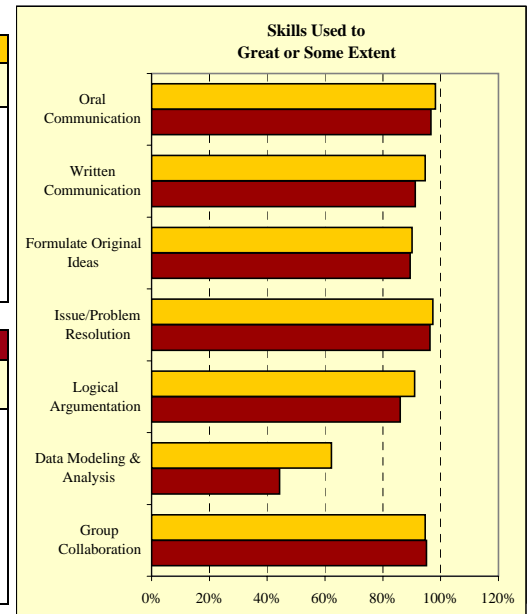
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**percentages cited are of those for whom occupational data was provided, full-time and part-time

SKILLS USED IN EMPLOYMENT

23a. **To what extent do you use [the following skills] in your main job?**

	52.1401				# Resp.
	Great Extent	Some Extent	Small Extent	No Extent	
Oral Communication	80%	18%	2%	0%	111
Written Communication	68%	27%	5%	1%	111
Formulate Original Ideas	53%	37%	9%	1%	111
Issue/Problem Resolution	81%	16%	3%	0%	111
Logical Argumentation	61%	30%	8%	1%	111
Data Modeling & Analysis	32%	30%	27%	11%	111
Group Collaboration	68%	26%	5%	1%	111



23b. **To what extent do you use [the following skills] in your main job?**

	SYSTEM				# Resp.
	Great Extent	Some Extent	Small Extent	No Extent	
Oral Communication	81%	16%	3%	1%	4,741
Written Communication	69%	22%	6%	3%	4,737
Formulate Original Ideas	54%	36%	8%	2%	4,737
Issue/Problem Resolution	77%	19%	3%	1%	4,741
Logical Argumentation	52%	34%	11%	3%	4,731
Data Modeling & Analysis	19%	25%	29%	27%	4,723
Group Collaboration	77%	18%	4%	1%	4,741

Detailed Summary of Survey Results

All Institutions

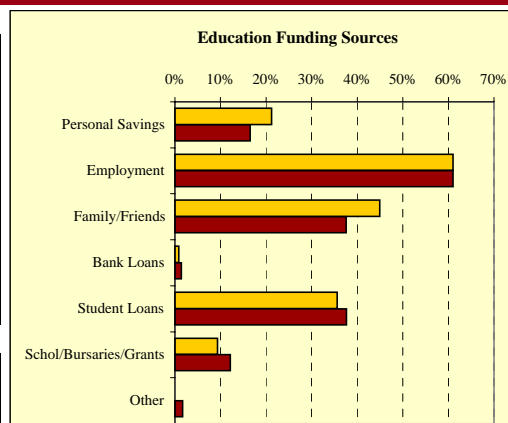
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EDUCATION FINANCING

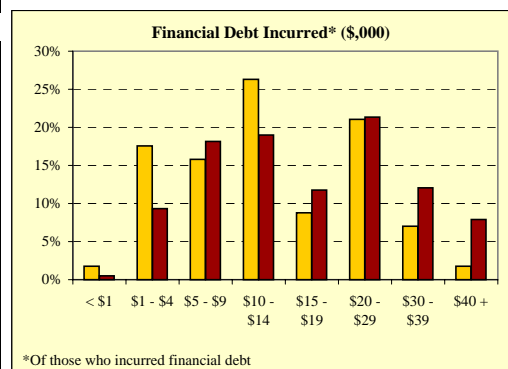
24. Education Funding Sources (2 sources per respondent):	52.1401		SYSTEM	
Personal Savings	25	21%*	898	16%*
Employment	72	61%*	3,323	61%*
Family/Friends	53	45%*	2,048	38%*
Bank Loans	1	1%*	75	1%*
Student Loans	42	36%*	2,051	38%*
Scholarships/Bursaries/Grants	11	9%*	661	12%*
Other	-	0%*	90	2%*
Total Respondents	118		5,449	

*Percentage of respondents who identified this source



25. Financial Debt Incurred to Finance Univ. Education:	52.1401		SYSTEM	
Incurred any form of financial debt	57	49%*	2,471	47%*
Incurred government-sponsored student loan debt	47	41%*	2,106	40%*

*Percentage of respondents who provided data



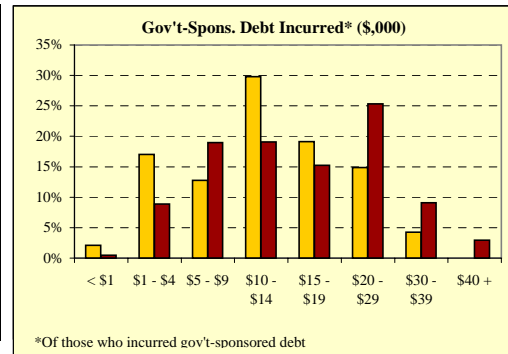
*Of those who incurred financial debt

26. Financial Debt Amount:*	52.1401		SYSTEM	
< \$1,000	1	2%	12	0%
\$1,000 to \$4,999	10	18%	231	9%
\$5,000 to \$9,999	9	16%	448	18%
\$10,000 to \$14,999	15	26%	469	19%
\$15,000 to \$19,999	5	9%	291	12%
\$20,000 to \$29,999	12	21%	527	21%
\$30,000 to \$39,999	4	7%	298	12%
\$40,000 or More	1	2%	195	8%
Total	57	100%	2,471	100%
Median Financial Debt	\$12,000		\$15,000	

*includes only cases where financial debt was incurred

27. Government-Sponsored Student Loan Debt Amount:*	52.1401		SYSTEM	
< \$1,000	1	2%	10	0%
\$1,000 to \$4,999	8	17%	187	9%
\$5,000 to \$9,999	6	13%	399	19%
\$10,000 to \$14,999	14	30%	402	19%
\$15,000 to \$19,999	9	19%	321	15%
\$20,000 to \$29,999	7	15%	533	25%
\$30,000 to \$39,999	2	4%	192	9%
\$40,000 or More	-	0%	62	3%
Total	47	100%	2,106	100%
Median Gov't-Sponsored Student Loan Debt	\$12,000		\$15,000	

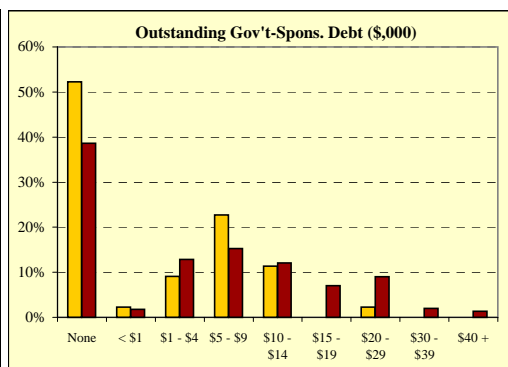
*includes only cases where government-sponsored debt was incurred



*Of those who incurred gov't-sponsored debt

28. Outstanding Gov't-Sponsored Loan Debt Amount:*	52.1401		SYSTEM	
None - Loan repaid in full	23	52%	747	39%
< \$1,000	1	2%	34	2%
\$1,000 to \$4,999	4	9%	249	13%
\$5,000 to \$9,999	10	23%	296	15%
\$10,000 to \$14,999	5	11%	234	12%
\$15,000 to \$19,999	-	0%	136	7%
\$20,000 to \$29,999	1	2%	174	9%
\$30,000 to \$39,999	-	0%	39	2%
\$40,000 or More	-	0%	26	1%
Total	44	100%	1,935	100%
Median Gov't-Sponsored Loan Debt Outstanding	\$0		\$3,600	

*includes only cases where government-sponsored debt was incurred, and valid "amount remaining" was provided



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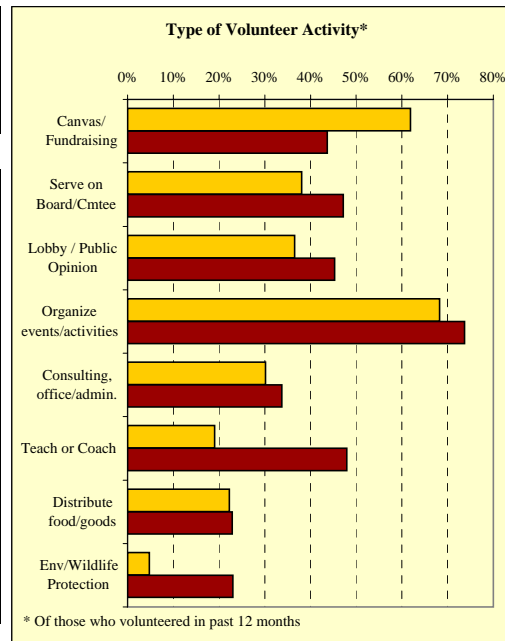
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SPECIAL SECTION ON COMMUNITY INVOLVEMENT / VOLUNTEER ACTIVITY

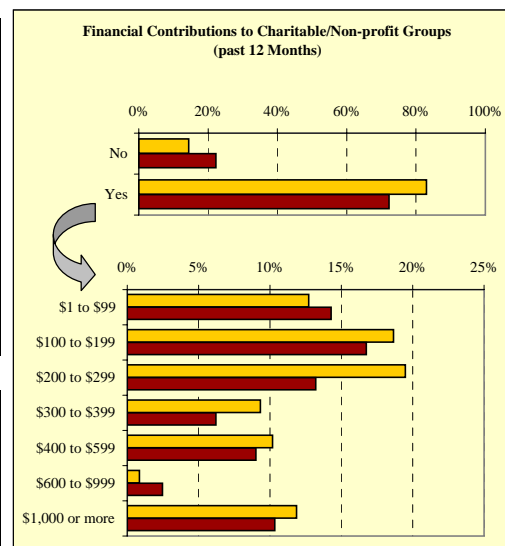
29. In the past 12 months, have you acted as an unpaid volunteer?	52.1401	SYSTEM
No	55 47%	2,237 41%
Yes	63 53%	3,162 59%
Volunteer Hours/Week (Median)	1	1



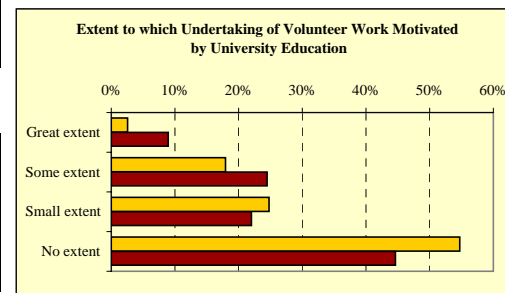
30. In the past 12 months, as an unpaid volunteer for an organization did you...	52.1401	SYSTEM
do any canvassing, campaigning or fundraising?	39 62%*	1,382 44%*
serve as an unpaid member of a board or committee?	24 38%*	1,492 47%*
provide information or help to educate, influence public opinion, or lobby others?	23 37%*	1,431 45%*
help to organize/supervise activities/events for an organization?	43 68%*	2,331 74%*
do any consulting, executive, office or administrative work?	19 30%*	1,067 34%*
teach or coach for an organization?	12 19%*	1,517 48%*
collect, serve or deliver food or other goods?	14 22%*	723 23%*
engage in any activities aimed at protecting the environment or wildlife?	3 5%*	728 23%*

*percentages are of those who have acted as an unpaid volunteer in the past 12 months

31. Financial contributions to charitable or non-profit groups in past 12 months	52.1401	SYSTEM
\$0 (None)	17 14%	1,212 22%
\$1 to \$99	15 13%	778 14%
\$100 to \$199	22 19%	913 17%
\$200 to \$299	23 19%	719 13%
\$300 to \$399	11 9%	339 6%
\$400 to \$599	12 10%	491 9%
\$600 to \$999	1 1%	134 2%
\$1,000 or more	14 12%	563 10%
Median Annual Contribution	\$200	\$200



32. Member or Participant in...	52.1401	SYSTEM
Union/Professional Association (work-related)	56 47%	3,621 66%
Political organization	8 7%	283 5%
Cultural, educational or hobby organization	25 21%	1,776 33%
Sports or recreation organization	59 50%	2,369 43%
Religious-affiliated group	11 9%	1,020 19%
School group, civic, or community association	21 18%	1,449 27%
Other	13 11%	470 9%



33. To what extent did your university education motivate you to undertake volunteer work?	52.1401	SYSTEM
Great extent	3 3%*	474 9%*
Some extent	21 18%*	1,298 24%*
Small extent	29 25%*	1,168 22%*
No extent	64 55%*	2,367 45%*

*percentages are of those who thought question was applicable