

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

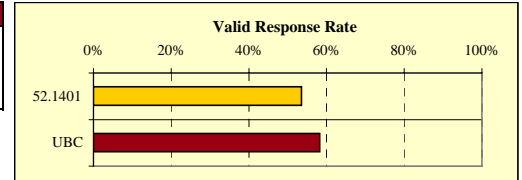
Detailed Summary of Survey Results
University of British Columbia

6 Digit CIP: 52.1401: Business Marketing & Marketing Management

■ UBC
■ 52.1401

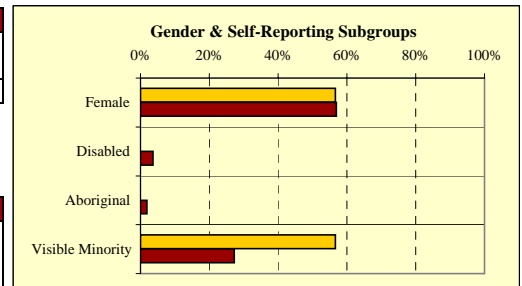
RESPONSE RATE

| 1. Survey Response Rate: | 52.1401 | UBC | |
|--|---------|-----|-----------|
| Baccalaureate Graduates Survey Cohort | 66 | | 4,701 |
| Net Frame | 56 | | 4,135 |
| Survey Respondents and Valid Response Rate | 30 | 54% | 2,409 58% |



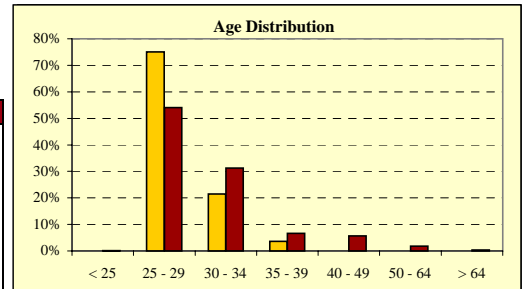
DEMOGRAPHIC INFORMATION

| 2. Gender: | 52.1401 | UBC | |
|------------|---------|------|------------|
| Male | 13 | 43% | 1,037 43% |
| Female | 17 | 57% | 1,372 57% |
| Total | 30 | 100% | 2,409 100% |

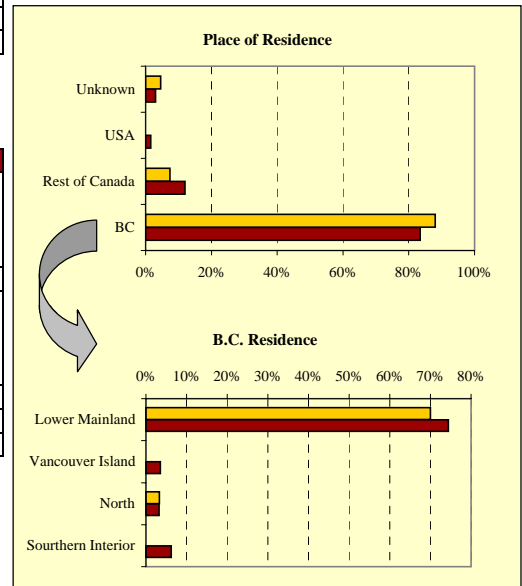


| 3. Self-Reporting Subgroups: | 52.1401 | UBC | |
|------------------------------|---------|-----|---------|
| Disabled | - | 0% | 88 4% |
| Aboriginal | - | 0% | 45 2% |
| Visible Minority | 17 | 57% | 657 27% |

| 4. Age (at time of survey): | 52.1401 | UBC | |
|-----------------------------|---------|------|------------|
| < 25 | - | 0% | 2 0% |
| 25 to 29 | 21 | 75% | 1,281 54% |
| 30 to 34 | 6 | 21% | 742 31% |
| 35 to 39 | 1 | 4% | 158 7% |
| 40 to 49 | - | 0% | 133 6% |
| 50 to 64 | - | 0% | 44 2% |
| > 64 | - | 0% | 10 0% |
| Unknown | 2 | 7% | 39 2% |
| Total | 28 | 100% | 2,370 100% |
| Mean Age: | 28.9 | | 31.2 |

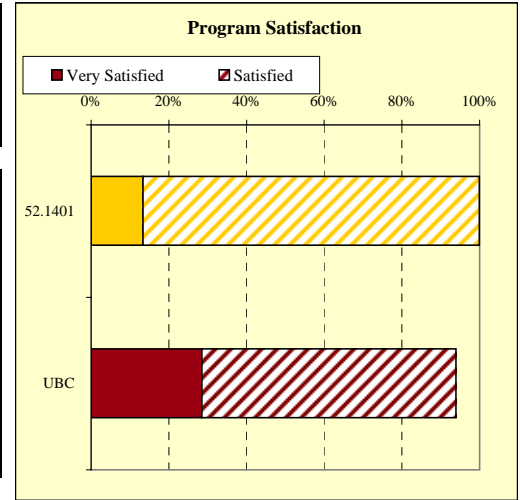


| 5. Place of Residence (at time of survey): | 52.1401 | UBC | |
|--|---------|------|------------|
| BC - Lower Mainland | 21 | 70% | 1,793 74% |
| BC - Vancouver Island | - | 0% | 86 4% |
| BC - North | 1 | 3% | 78 3% |
| BC - Southern Interior | - | 0% | 150 6% |
| B.C. Subtotal | 22 | 73% | 2,107 87% |
| Canada - Alberta | 1 | 3% | 55 2% |
| Canada - Ontario | 3 | 10% | 99 4% |
| Canada - Other | - | 0% | 41 2% |
| U.S.A. | 3 | 10% | 64 3% |
| Non-B.C. Subtotal | 7 | 23% | 259 11% |
| Unknown | 1 | 3% | 43 2% |
| Total | 30 | 100% | 2,409 100% |



EDUCATION SATISFACTION & PROGRAM EVALUATION

| 6. Program Satisfaction: | 52.1401 | | UBC | |
|--------------------------|---------|------|-------|------|
| Very Satisfied | 4 | 13% | 685 | 29% |
| Satisfied | 26 | 87% | 1,573 | 65% |
| Dissatisfied | - | 0% | 128 | 5% |
| Very Dissatisfied | - | 0% | 16 | 1% |
| Total | 30 | 100% | 2,402 | 100% |

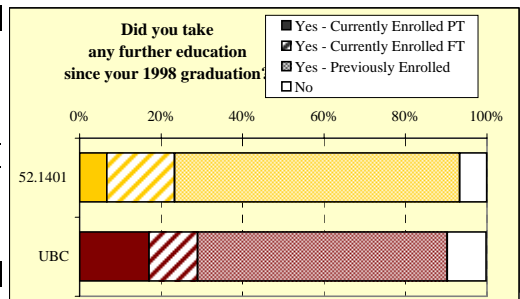


| 7. Would you select the same program again? | 52.1401 | | UBC | |
|--|---------|------|-------|------|
| Yes | 16 | 55% | 1,660 | 71% |
| No, because . . . (multiple response question) | 13 | | 665 | |
| . . . not enough course variety offered | - | 0%* | 8 | 1%* |
| . . . skills acquired were not very useful | - | 0%* | 58 | 7%* |
| . . . courses were poorly taught | - | 0%* | 20 | 2%* |
| . . . program was too general | 3 | 20%* | 49 | 6%* |
| . . . courses were not practical | 1 | 7%* | 117 | 14%* |
| . . . interests have changed | 8 | 53%* | 186 | 22%* |
| . . . little or no career opportunities | 1 | 7%* | 207 | 25%* |
| . . . disagree with grading system | - | 0%* | 2 | 0%* |
| . . . disliked institution | - | 0%* | 3 | 0%* |
| . . . other | 2 | 13%* | 185 | 22%* |

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

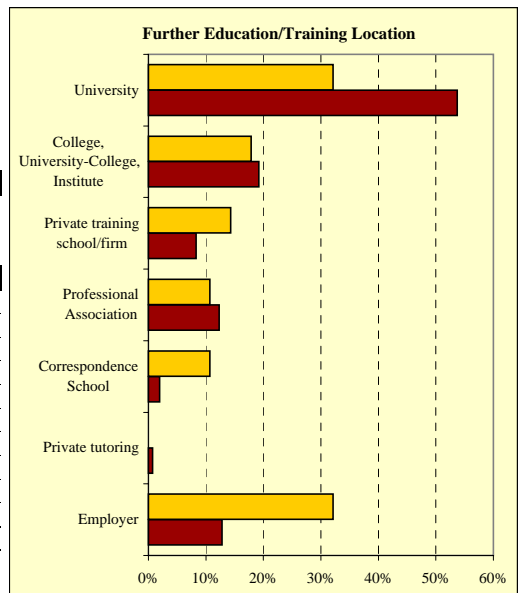
FURTHER EDUCATION

| 8. Took further education since 1996 graduation? | 52.1401 | | UBC | |
|--|---------|------|-------|------|
| Yes: | 28 | 93% | 2,178 | 90% |
| Not currently enrolled | 21 | 70% | 1,476 | 61% |
| Currently enrolled full-time | 5 | 17% | 288 | 12% |
| Currently enrolled part-time | 2 | 7% | 411 | 17% |
| No | 2 | 7% | 231 | 10% |
| Total | 30 | 100% | 2,409 | 100% |



| 9. Further education/training location (multiple resp.):* | 52.1401 | | UBC | |
|---|---------|------|-------|------|
| University | 9 | 32%* | 1,170 | 54%* |
| College, University-College, Institute | 5 | 18%* | 418 | 19%* |
| Private training school/firm | 4 | 14%* | 181 | 8%* |
| Professional Association | 3 | 11%* | 268 | 12%* |
| Correspondence School | 3 | 11%* | 42 | 2%* |
| Private Tutoring | - | 0%* | 16 | 1%* |
| Employer | 9 | 32%* | 279 | 13%* |
| Other | - | 0%* | 69 | 3%* |
| Total Respondents | 28 | | 2,178 | |

* Percent of respondents



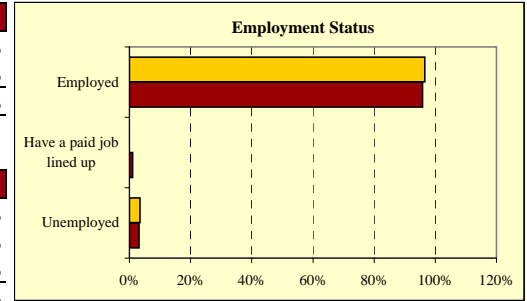
| 10. Main Reason for Further Education: | 52.1401 | | UBC | |
|--|---------|------|-------|------|
| Pursue another Bachelor degree | 1 | 3% | 164 | 7% |
| Pursue Masters studies | - | 0% | 263 | 11% |
| Pursue Doctoral studies | - | 0% | 71 | 3% |
| Career / job / employment related | 20 | 61% | 1,515 | 62% |
| Challenge myself intellectually | 4 | 12% | 195 | 8% |
| To please parents/family | 1 | 3% | 2 | 0% |
| Did not have a primary/main reason for enrolling | - | 0% | 6 | 0% |
| Required by employer | 2 | 6% | 63 | 3% |
| Other | 5 | 15% | 162 | 7% |
| Total | 33 | 100% | 2,441 | 100% |

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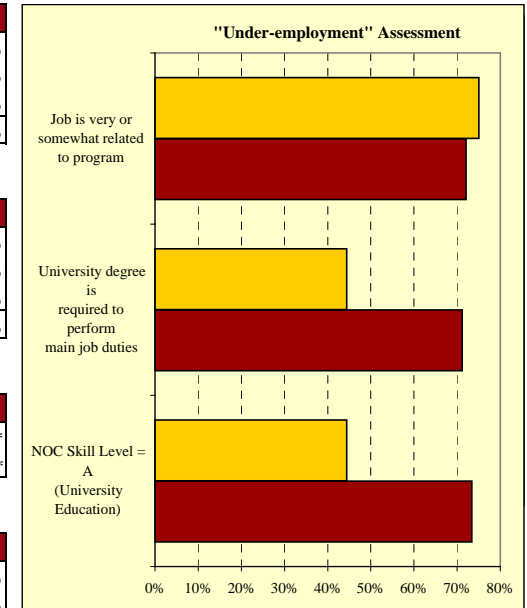
EMPLOYMENT

| 11. Labour Force Status: | 52.1401 | UBC |
|---|---------|------------|
| In Labour Force (working or seeking work) | 29 97% | 2,198 91% |
| Not in Labour Force | 1 3% | 211 9% |
| Grand Total | 30 100% | 2,409 100% |



| 12. Employment Status of those IN Labour Force: | 52.1401 | UBC |
|---|---------|------------|
| Employed | 28 97% | 2,107 96% |
| Have a paid job lined up | - 0% | 22 1% |
| Unemployed | 1 3% | 69 3% |
| Total Labour Force | 29 100% | 2,198 100% |

| 13. Status of Graduates NOT in Labour Force: | 52.1401 | UBC |
|--|---------|----------|
| Attending School FT | 1 100% | 106 50% |
| Attending School PT | - 0% | 13 6% |
| Other | - 0% | 92 44% |
| Total NOT in Labour Force | 1 100% | 211 100% |



| 14. Employment Type: | 52.1401 | UBC |
|--------------------------------------|---------|------------|
| Paid worker | 24 86% | 1,845 88% |
| Self-employed | 4 14% | 171 8% |
| Both a paid worker and self-employed | - 0% | 91 4% |
| Total Employed | 28 100% | 2,107 100% |

| 15. Job Characteristics: | 52.1401 | UBC |
|---|----------|-------------|
| I hold more than one job | 1 4%* | 297 14%* |
| My main job is full-time (>= 30 hours per week) | 25 89%** | 1,822 88%** |

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

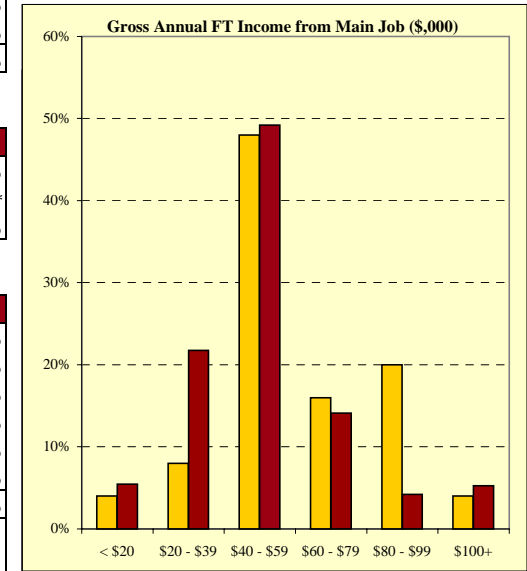
| 16. How related is your main job to your program?: | 52.1401 | UBC |
|--|---------|------------|
| Very Related | 8 29% | 896 43% |
| Somewhat Related | 13 46% | 623 30% |
| Not Very Related | 4 14% | 270 13% |
| Not At All Related | 3 11% | 316 15% |
| Total | 28 100% | 2,105 100% |

| 17. "Under-employment" Assessment: | 52.1401 | UBC |
|--|---------|------------|
| Job is very or somewhat related to program | 21 75% | 1,519 72% |
| University degree is required to perform main job duties | 12 44%* | 1,444 71%* |
| NOC Skill Level = A (University Education) | 12 44% | 1,536 73% |

* of total valid responses

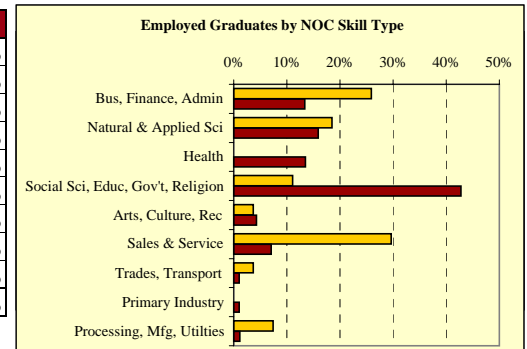
| 18. Gross Annual Income from Main Job:* | 52.1401 | UBC |
|---|----------|------------|
| Less than \$20,000 | 1 4% | 104 5% |
| \$20,000 to \$39,999 | 2 8% | 415 22% |
| \$40,000 to \$59,999 | 12 48% | 938 49% |
| \$60,000 to \$79,999 | 4 16% | 269 14% |
| \$80,000 to \$99,999 | 5 20% | 80 4% |
| \$100,000 and Above | 1 4% | 100 5% |
| Total | 25 100% | 1,906 100% |
| Median Annual Income (full-time) | \$56,150 | \$47,000 |
| Average Annual Income (full-time) | \$61,469 | \$57,205 |

* where data provided

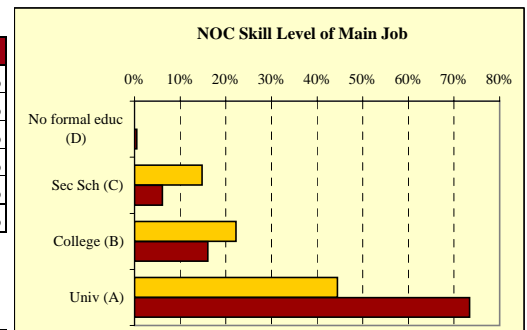


EMPLOYMENT, continued

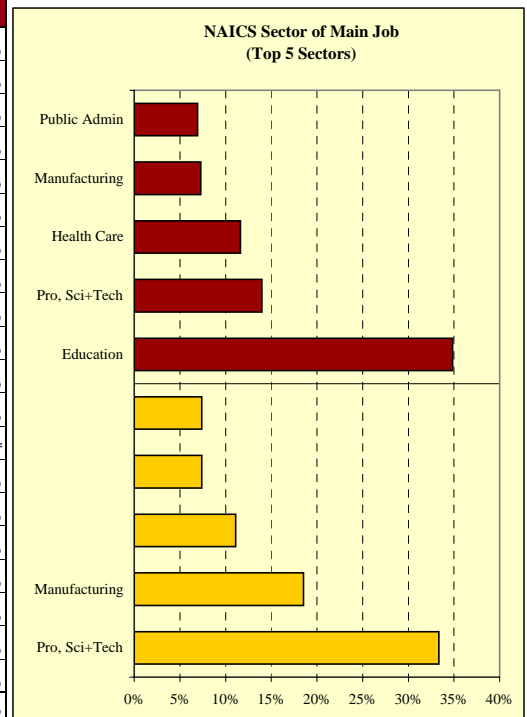
| 19. NOC Skill Type of Main Job: | 52.1401 | UBC | | |
|---|-----------|-------------|--------------|-------------|
| Business, Finance and Administration | 7 | 26% | 280 | 13% |
| Natural and Applied Sciences and Related | 5 | 19% | 332 | 16% |
| Health | - | 0% | 282 | 13% |
| Social Sciences, Educ., Gov't Services, Religion | 3 | 11% | 894 | 43% |
| Arts, Culture, Recreation and Sport | 1 | 4% | 90 | 4% |
| Sales and Service | 8 | 30% | 147 | 7% |
| Trades, Transport and Eqp. Operators and Related | 1 | 4% | 21 | 1% |
| Unique to the Primary Industry | - | 0% | 21 | 1% |
| Unique to Processing, Manufacturing and Utilities | 2 | 7% | 24 | 1% |
| Total | 27 | 100% | 2,091 | 100% |



| 20. NOC Skill Level of Main Job: | 52.1401 | UBC | | |
|---|-----------|-------------|--------------|-------------|
| A. University education | 12 | 44% | 1,536 | 73% |
| B. College education/trade apprenticeship | 6 | 22% | 336 | 16% |
| C. Secondary school + job-specific training | 4 | 15% | 128 | 6% |
| D. No formal education | - | 0% | 10 | 0% |
| No Skill Level assigned (management) | 5 | 19% | 83 | 4% |
| Total | 27 | 100% | 2,093 | 100% |



| 21. NAICS Sector of Main Job: | 52.1401 | UBC | | |
|---|-----------|-------------|-------------|-------------|
| Agriculture, Forestry, Fishing and Hunting | * | * | 32 | 2% |
| Mining and Oil and Gas Extraction | * | * | 10 | 0% |
| Utilities | * | * | 11 | 1% |
| Construction | * | * | 18 | 1% |
| Manufacturing | 5 | 19% | 152 | 7% |
| Wholesale Trade | * | * | 16 | 1% |
| Retail Trade | * | * | 84 | 4% |
| Transportation and Warehousing | * | * | 36 | 2% |
| Information and Cultural Industries | * | * | 109 | 5% |
| Finance and Insurance | * | * | 97 | 5% |
| Real Estate and Rental and Leasing | * | * | 12 | 1% |
| Professional, Scientific and Technical Services | 9 | 33% | 292 | 14% |
| Management of Companies and Enterprises | * | * | * | * |
| Admin., Support, Waste Mgmt., Remediation Svcs. | * | * | 10 | 0% |
| Education Services | * | * | 727 | 35% |
| Health Care and Social Assistance | * | * | 243 | 12% |
| Arts, Entertainment and Recreation | * | * | 34 | 2% |
| Accommodation and Food services | * | * | 21 | 1% |
| Other Service (except Public Administration) | * | * | 38 | 2% |
| Public Administration | * | * | 145 | 7% |
| Total | 27 | 100% | 2087 | 100% |



*data not displayed where n < 5

EMPLOYMENT, continued

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

| 52.1401 | | | % Employed FT in this Occ.** | Median FT Salary |
|---------|-------------------------|--|------------------------------|------------------|
| NOC | Skill Level Description | | | |
| * | | | | |
| * | | | | |
| * | | | | |
| * | | | | |
| * | | | | |
| * | | | | |
| * | | | | |
| * | | | | |
| * | | | | |
| * | | | | |

*data not displayed where n < 5

**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 University of British Columbia:**

| UBC | | | % Employed FT in this Occ.** | Median FT Salary |
|------|-------------------------|-----------------------------------|------------------------------|------------------|
| NOC | Skill Level Description | | | |
| 4141 | A | Secondary School Teachers | 13% | \$44,000 |
| 4142 | A | Elem & Kindergarten Teacher | 10% | \$42,000 |
| 4112 | A | Lawyers & Quebec Notaries | 4% | \$77,500 |
| 3152 | A | Registered Nurses | 3% | \$51,000 |
| 1111 | A | Financial Auditors & Acnts | 2% | \$62,000 |
| 3131 | A | Pharmacists | 2% | \$65,208 |
| 2173 | A | Software Engineers | 2% | \$60,500 |
| 1122 | A | Occs in Bus Svcs to Mgmt | 2% | \$60,500 |
| 4131 | A | College & Other Voc Instructors | 1% | \$40,000 |
| 6221 | B | Tech Sales Specialists, Wholesale | 1% | \$65,000 |

*data not displayed where n < 5

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

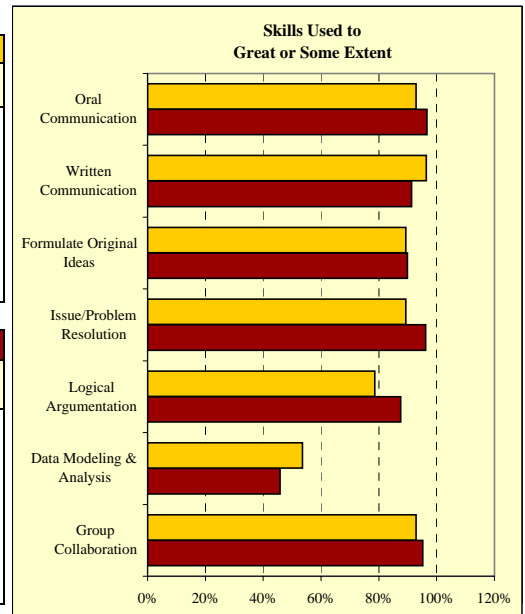
SKILLS USED IN EMPLOYMENT

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 | 71% | 21% | 7% | 0% | 28 |
| Written Communication | 71% | 25% | 0% | 4% | 28 |
| Formulate Original Ideas | 50% | 39% | 7% | 4% | 28 |
| Issue/Problem Resolution | 75% | 14% | 11% | 0% | 28 |
| Logical Argumentation | 50% | 29% | 18% | 4% | 28 |
| Data Modeling & Analysis | 25% | 29% | 29% | 18% | 28 |
| Group Collaboration | 71% | 21% | 7% | 0% | 28 |

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

| | UBC | | | | # Resp. |
|--------------------------|--------------|-------------|--------------|-----------|---------|
| | Great Extent | Some Extent | Small Extent | No Extent | |
| Oral Communication | 81% | 16% | 3% | 1% | 2,103 |
| Written Communication | 69% | 22% | 6% | 2% | 2,102 |
| Formulate Original Ideas | 53% | 37% | 8% | 2% | 2,101 |
| Issue/Problem Resolution | 78% | 18% | 3% | 1% | 2,102 |
| Logical Argumentation | 53% | 35% | 10% | 3% | 2,097 |
| Data Modeling & Analysis | 20% | 26% | 31% | 24% | 2,093 |
| Group Collaboration | 77% | 18% | 4% | 1% | 2,103 |



EDUCATION FINANCING

| 24. Education Funding Sources (2 sources per respondent): | 52.1401 | | UBC | |
|---|-----------|------|--------------|------|
| Personal Savings | 7 | 23%* | 409 | 17%* |
| Employment | 13 | 43%* | 1,450 | 60%* |
| Family/Friends | 18 | 60%* | 980 | 41%* |
| Bank Loans | - | 0%* | 32 | 1%* |
| Student Loans | 8 | 27%* | 845 | 35%* |
| Scholarships/Bursaries/Grants | 2 | 7%* | 336 | 14%* |
| Other | - | 0%* | 36 | 1%* |
| Total Respondents | 30 | | 2,409 | |

* Percentage of respondents who identified this source

| 25. Financial Debt Incurred to Finance Univ. Education: | 52.1401 | | UBC | |
|---|---------|------|-----|------|
| Incurred any form of financial debt | 11 | 37%* | 996 | 43%* |
| Incurred government-sponsored student loan debt | 9 | 31%* | 856 | 37%* |

* Percentage of respondents who provided data

| 26. Financial Debt Amount:* | 52.1401 | | UBC | |
|------------------------------|-----------------|-------------|-----------------|-------------|
| < \$1,000 | - | 0% | 5 | 1% |
| \$1,000 to \$4,999 | 1 | 9% | 92 | 9% |
| \$5,000 to \$9,999 | 2 | 18% | 188 | 19% |
| \$10,000 to \$14,999 | 4 | 36% | 215 | 22% |
| \$15,000 to \$19,999 | 1 | 9% | 124 | 12% |
| \$20,000 to \$29,999 | 3 | 27% | 209 | 21% |
| \$30,000 to \$39,999 | - | 0% | 115 | 12% |
| \$40,000 or More | - | 0% | 48 | 5% |
| Total | 11 | 100% | 996 | 100% |
| Median Financial Debt | \$13,000 | | \$14,000 | |

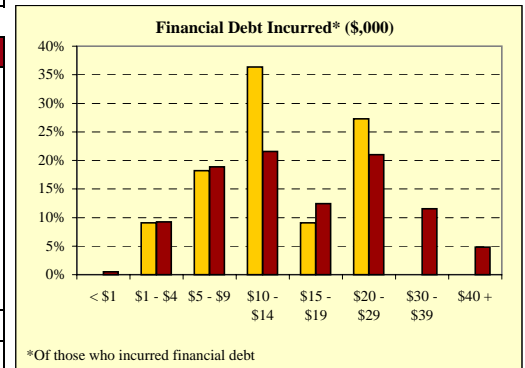
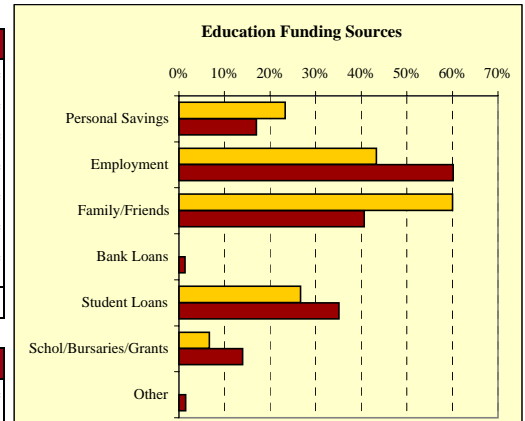
*includes only cases where financial debt was incurred

| 27. Government-Sponsored Student Loan Debt Amount:* | 52.1401 | | UBC | |
|---|-----------------|-------------|-----------------|-------------|
| < \$1,000 | - | 0% | 6 | 1% |
| \$1,000 to \$4,999 | - | 0% | 74 | 9% |
| \$5,000 to \$9,999 | 2 | 22% | 172 | 20% |
| \$10,000 to \$14,999 | 3 | 33% | 184 | 21% |
| \$15,000 to \$19,999 | 2 | 22% | 126 | 15% |
| \$20,000 to \$29,999 | 2 | 22% | 206 | 24% |
| \$30,000 to \$39,999 | - | 0% | 75 | 9% |
| \$40,000 or More | - | 0% | 13 | 2% |
| Total | 9 | 100% | 856 | 100% |
| Median Gov't-Sponsored Student Loan Debt | \$14,000 | | \$14,000 | |

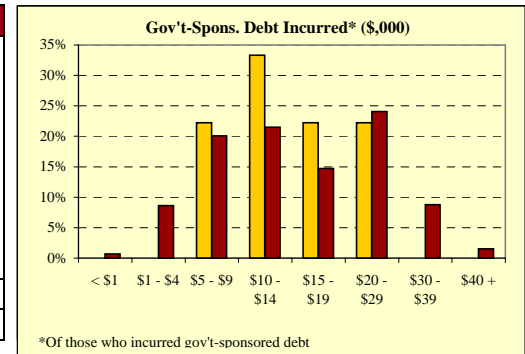
*includes only cases where government-sponsored debt was incurred

| 28. Outstanding Gov't-Sponsored Loan Debt Amount:* | 52.1401 | | UBC | |
|---|------------|-------------|----------------|-------------|
| None - Loan repaid in full | 5 | 71% | 348 | 44% |
| < \$1,000 | - | 0% | 8 | 1% |
| \$1,000 to \$4,999 | - | 0% | 106 | 14% |
| \$5,000 to \$9,999 | 2 | 29% | 127 | 16% |
| \$10,000 to \$14,999 | - | 0% | 73 | 9% |
| \$15,000 to \$19,999 | - | 0% | 50 | 6% |
| \$20,000 to \$29,999 | - | 0% | 54 | 7% |
| \$30,000 to \$39,999 | - | 0% | 12 | 2% |
| \$40,000 or More | - | 0% | 6 | 1% |
| Total | 7 | 100% | 784 | 100% |
| Median Gov't-Sponsored Loan Debt Outstanding | \$0 | | \$2,000 | |

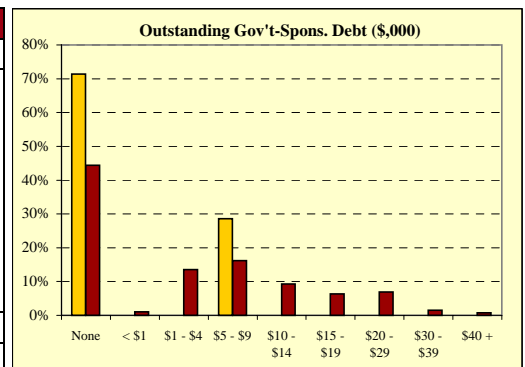
*includes only cases where government-sponsored debt was incurred, and valid "amount remaining" was provided



*Of those who incurred financial debt



*Of those who incurred gov't-sponsored debt

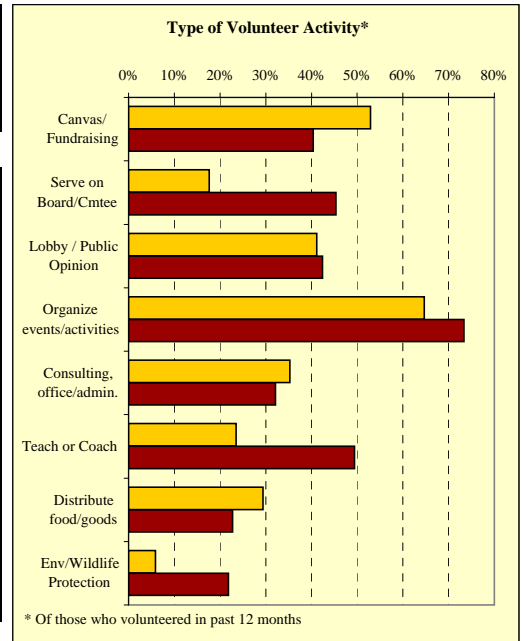


SPECIAL SECTION ON COMMUNITY INVOLVEMENT / VOLUNTEER ACTIVITY

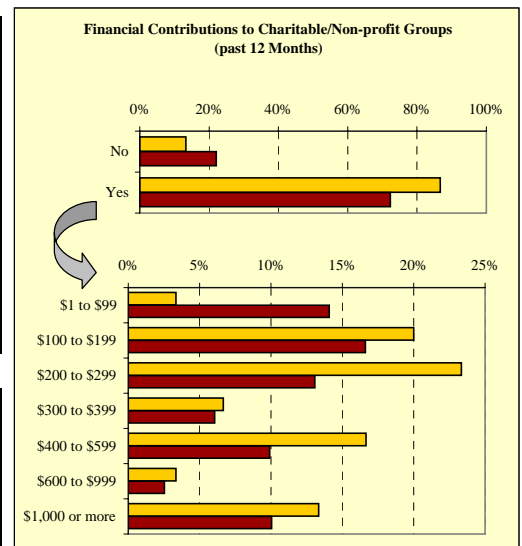
| 29. | In the past 12 months, have you acted as an unpaid volunteer? | 52.1401 | | UBC | |
|-----|---|---------|-----|-------|-----|
| | No | 13 | 43% | 1,046 | 44% |
| | Yes | 17 | 57% | 1,339 | 56% |
| | Volunteer Hours/Week (Median) | 1 | | 1 | |

| 30. | In the past 12 months, as an unpaid volunteer for an organization did you... | 52.1401 | | UBC | |
|-----|--|---------|------|-----|------|
| | do any canvassing, campaigning or fundraising? | 9 | 53%* | 541 | 40%* |
| | serve as an unpaid member of a board or committee? | 3 | 18%* | 607 | 45%* |
| | provide information or help to educate, influence public opinion, or lobby others? | 7 | 41%* | 568 | 42%* |
| | help to organize/supervise activities/events for an organization? | 11 | 65%* | 982 | 73%* |
| | do any consulting, executive, office or administrative work? | 6 | 35%* | 430 | 32%* |
| | teach or coach for an organization? | 4 | 24%* | 662 | 49%* |
| | collect, serve or deliver food or other goods? | 5 | 29%* | 305 | 23%* |
| | engage in any activities aimed at protecting the environment or wildlife? | 1 | 6%* | 292 | 22%* |

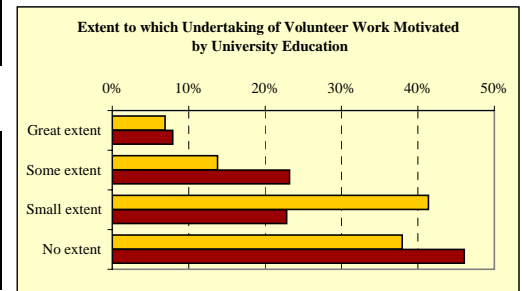
*percentages are of those who have acted as an unpaid volunteer in the past 12 months



| 31. | Financial contributions to charitable or non-profit groups in past 12 months | 52.1401 | | UBC | |
|-----|--|---------|-----|-------|-----|
| | \$0 (None) | 4 | 13% | 531 | 22% |
| | \$1 to \$99 | 1 | 3% | 339 | 14% |
| | \$100 to \$199 | 6 | 20% | 400 | 17% |
| | \$200 to \$299 | 7 | 23% | 315 | 13% |
| | \$300 to \$399 | 2 | 7% | 146 | 6% |
| | \$400 to \$599 | 5 | 17% | 239 | 10% |
| | \$600 to \$999 | 1 | 3% | 61 | 3% |
| | \$1,000 or more | 4 | 13% | 242 | 10% |
| | Median Annual Contribution | \$200 | | \$200 | |



| 32. | Member or Participant in... | 52.1401 | | UBC | |
|-----|---|---------|-----|-------|-----|
| | Union/Professional Association (work-related) | 8 | 27% | 1,655 | 69% |
| | Political organization | 3 | 10% | 108 | 4% |
| | Cultural, educational or hobby organization | 4 | 13% | 772 | 32% |
| | Sports or recreation organization | 19 | 63% | 1,074 | 45% |
| | Religious-affiliated group | 5 | 17% | 492 | 20% |
| | School group, civic, or community association | 7 | 23% | 612 | 25% |
| | Other | 2 | 7% | 195 | 8% |



| 33. | To what extent did your university education motivate you to undertake volunteer work? | 52.1401 | | UBC | |
|-----|--|---------|------|-------|------|
| | Great extent | 2 | 7%* | 186 | 8%* |
| | Some extent | 4 | 14%* | 544 | 23%* |
| | Small extent | 12 | 41%* | 535 | 23%* |
| | No extent | 11 | 38%* | 1,081 | 46%* |

*percentages are of those who thought question was applicable