

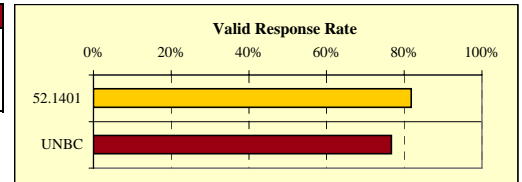
# B.C. University Student Outcomes 2001 Survey of 1996 Baccalaureate Graduates

Detailed Summary of Survey Results  
University of Northern British Columbia  
6 Digit CIP: 52.1401: Business Marketing & Marketing Management

■ UNBC  
■ 52.1401

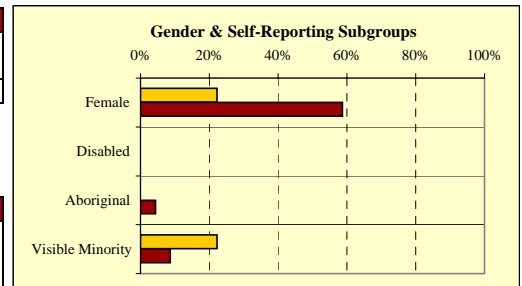
## RESPONSE RATE

1. Survey Response Rate:	52.1401	UNBC		
Baccalaureate Graduates Survey Cohort	12	65		
Net Frame	11	60		
Survey Respondents and Valid Response Rate	9	46	82%	77%



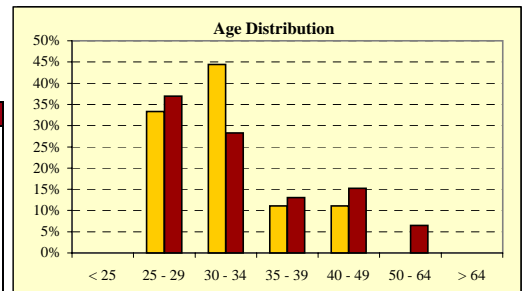
## DEMOGRAPHIC INFORMATION

2. Gender:	52.1401	UNBC		
Male	7	19	78%	41%
Female	2	27	22%	59%
Total	9	46	100%	100%

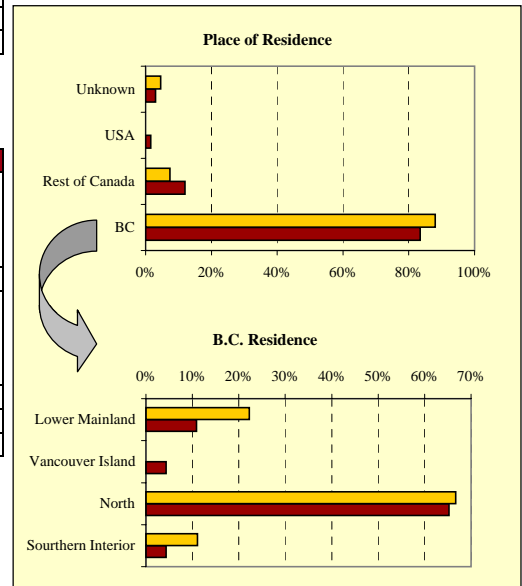


3. Self-Reporting Subgroups:	52.1401	UNBC		
Disabled	-	-	0%	0%
Aboriginal	-	2	0%	4%
Visible Minority	2	4	22%	9%

4. Age (at time of survey):	52.1401	UNBC		
< 25	-	-	0%	0%
25 to 29	3	17	33%	37%
30 to 34	4	13	44%	28%
35 to 39	1	6	11%	13%
40 to 49	1	7	11%	15%
50 to 64	-	3	0%	7%
> 64	-	-	0%	0%
Unknown	-	-	0%	0%
Total	9	46	100%	100%
Mean Age:	31.6	33.9		

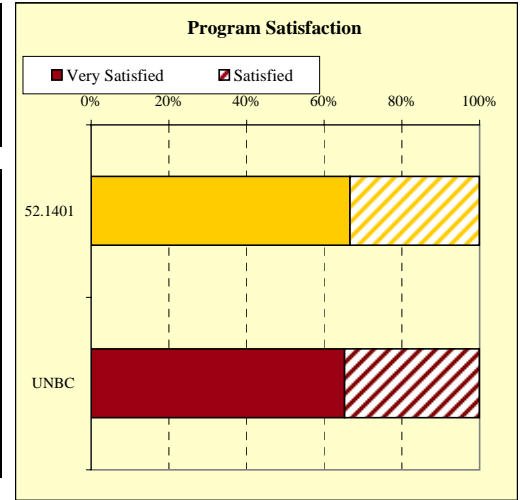


5. Place of Residence (at time of survey):	52.1401	UNBC		
BC - Lower Mainland	2	5	22%	11%
BC - Vancouver Island	-	2	0%	4%
BC - North	6	30	67%	65%
BC - Southern Interior	1	2	11%	4%
B.C. Subtotal	9	39	100%	85%
Canada - Alberta	-	-	0%	0%
Canada - Ontario	-	1	0%	2%
Canada - Other	-	1	0%	2%
U.S.A.	-	-	0%	0%
Non-B.C. Subtotal	-	2	0%	4%
Unknown	-	5	0%	11%
Total	9	46	100%	100%



**EDUCATION SATISFACTION & PROGRAM EVALUATION**

6. Program Satisfaction:	52.1401	UNBC
Very Satisfied	6 67%	30 65%
Satisfied	3 33%	16 35%
Dissatisfied	- 0%	- 0%
Very Dissatisfied	- 0%	- 0%
Total	9 100%	46 100%

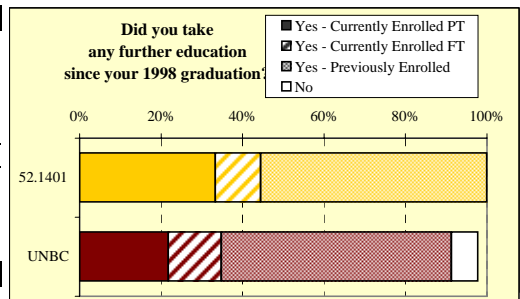


7. Would you select the same program again?	52.1401	UNBC
Yes	8 89%	38 83%
No, because . . . (multiple response question)	1	8
. . . not enough course variety offered	- 0%*	- 0%*
. . . skills acquired were not very useful	- 0%*	- 0%*
. . . courses were poorly taught	- 0%*	- 0%*
. . . program was too general	- 0%*	4 50%*
. . . courses were not practical	1 100%*	1 13%*
. . . interests have changed	- 0%*	- 0%*
. . . little or no career opportunities	- 0%*	1 13%*
. . . disagree with grading system	- 0%*	- 0%*
. . . disliked institution	- 0%*	- 0%*
. . . other	- 0%*	2 25%*

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

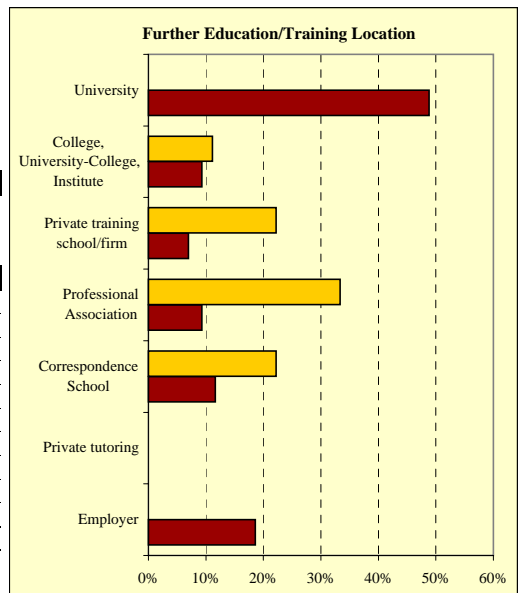
**FURTHER EDUCATION**

8. Took further education since 1996 graduation?	52.1401	UNBC
Yes:	9 100%	43 93%
Not currently enrolled	5 56%	26 57%
Currently enrolled full-time	1 11%	6 13%
Currently enrolled part-time	3 33%	10 22%
No	- 0%	3 7%
Total	9 100%	46 100%



9. Further education/training location (multiple resp.):*	52.1401	UNBC
University	- 0%*	21 49%*
College, University-College, Institute	1 11%*	4 9%*
Private training school/firm	2 22%*	3 7%*
Professional Association	3 33%*	4 9%*
Correspondence School	2 22%*	5 12%*
Private Tutoring	- 0%*	- 0%*
Employer	- 0%*	8 19%*
Other	1 11%*	1 2%*
Total Respondents	9	43

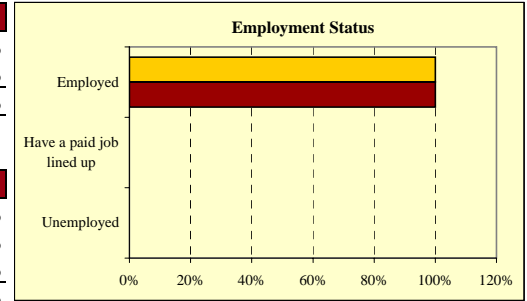
\* Percent of respondents



10. Main Reason for Further Education:	52.1401	UNBC
Pursue another Bachelor degree	- 0%	2 4%
Pursue Masters studies	1 11%	9 20%
Pursue Doctoral studies	- 0%	3 7%
Career / job / employment related	5 56%	22 48%
Challenge myself intellectually	1 11%	3 7%
To please parents/family	- 0%	- 0%
Did not have a primary/main reason for enrolling	- 0%	- 0%
Required by employer	1 11%	2 4%
Other	1 11%	5 11%
Total	9 100%	46 100%

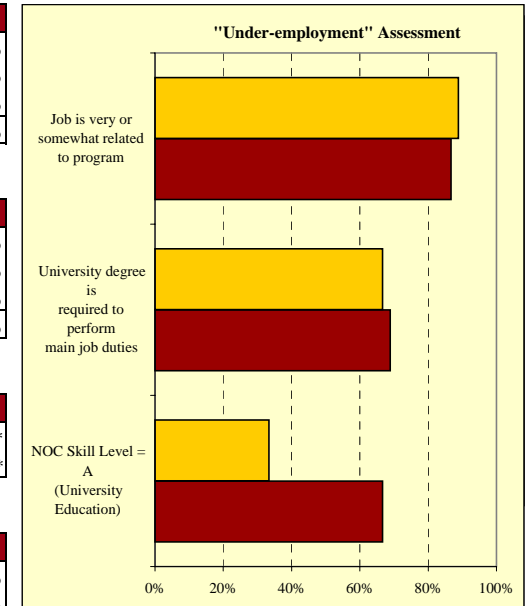
**EMPLOYMENT**

11. <b>Labour Force Status:</b>	52.1401		UNBC	
In Labour Force (working or seeking work)	9	100%	45	98%
Not in Labour Force	-	0%	1	2%
<b>Grand Total</b>	<b>9</b>	<b>100%</b>	<b>46</b>	<b>100%</b>



12. <b>Employment Status of those IN Labour Force:</b>	52.1401		UNBC	
Employed	9	100%	45	100%
Have a paid job lined up	-	0%	-	0%
Unemployed	-	0%	-	0%
<b>Total Labour Force</b>	<b>9</b>	<b>100%</b>	<b>45</b>	<b>100%</b>

13. <b>Status of Graduates NOT in Labour Force:</b>	52.1401		UNBC	
Attending School FT	N/A	-	0%	
Attending School PT	N/A	-	0%	
Other	N/A	1	100%	
<b>Total NOT in Labour Force</b>	<b>-</b>	<b>1</b>	<b>100%</b>	



14. <b>Employment Type:</b>	52.1401		UNBC	
Paid worker	7	78%	41	91%
Self-employed	-	0%	2	4%
Both a paid worker and self-employed	2	22%	2	4%
<b>Total Employed</b>	<b>9</b>	<b>100%</b>	<b>45</b>	<b>100%</b>

15. <b>Job Characteristics:</b>	52.1401		UNBC	
I hold more than one job	1	11%*	7	16%*
My main job is full-time (>= 30 hours per week)	8	89%**	38	84%**

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

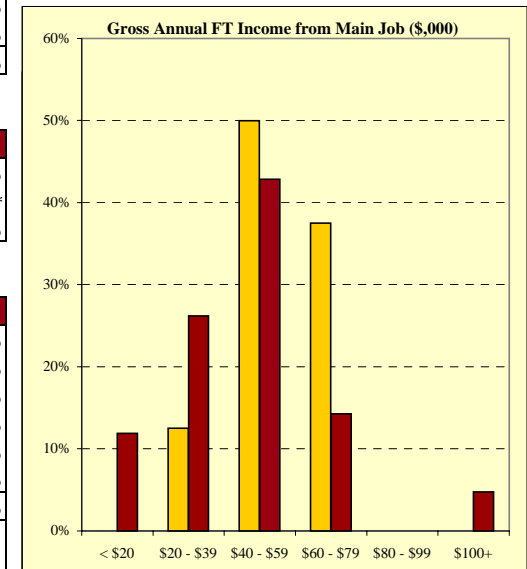
16. <b>How related is your main job to your program?</b>	52.1401		UNBC	
Very Related	4	44%	25	56%
Somewhat Related	4	44%	14	31%
Not Very Related	1	11%	3	7%
Not At All Related	-	0%	3	7%
<b>Total</b>	<b>9</b>	<b>100%</b>	<b>45</b>	<b>100%</b>

17. <b>"Under-employment" Assessment:</b>	52.1401		UNBC	
Job is very or somewhat related to program	8	89%	39	87%
University degree is required to perform main job duties	6	67%*	31	69%*
NOC Skill Level = A (University Education)	3	33%	30	67%

\* of total valid responses

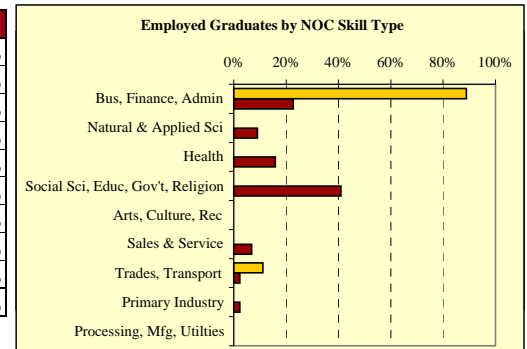
18. <b>Gross Annual Income from Main Job:*</b>	52.1401		UNBC	
Less than \$20,000	-	0%	5	12%
\$20,000 to \$39,999	1	13%	11	26%
\$40,000 to \$59,999	4	50%	18	43%
\$60,000 to \$79,999	3	38%	6	14%
\$80,000 to \$99,999	-	0%	-	0%
\$100,000 and Above	-	0%	2	5%
<b>Total</b>	<b>8</b>	<b>100%</b>	<b>42</b>	<b>100%</b>
Median Annual Income (full-time)	\$55,000		\$48,000	
Average Annual Income (full-time)	\$59,108		\$51,053	

\* where data provided

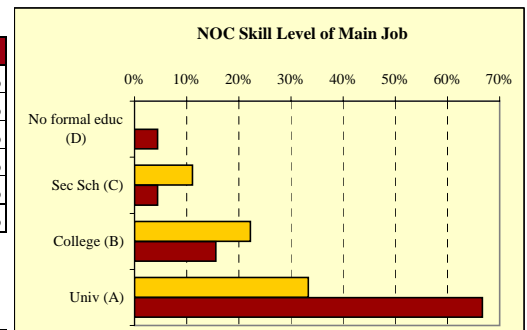


**EMPLOYMENT, continued**

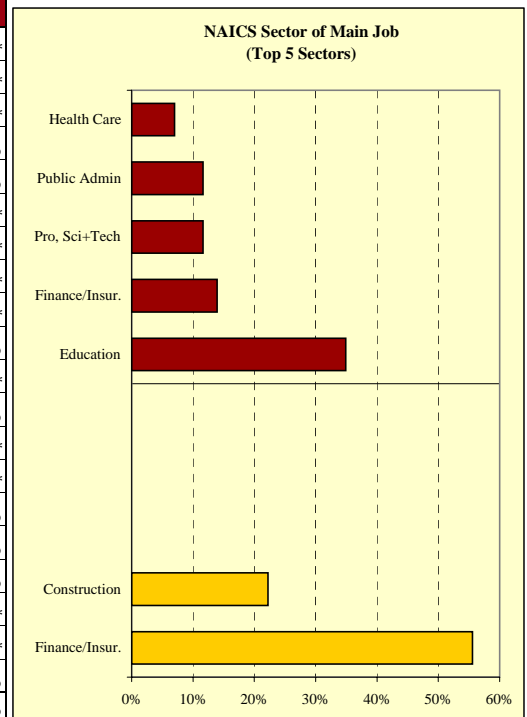
19. NOC Skill Type of Main Job:	52.1401	UNBC		
Business, Finance and Administration	8	89%	10	23%
Natural and Applied Sciences and Related	-	0%	4	9%
Health	-	0%	7	16%
Social Sciences, Educ., Gov't Services, Religion	-	0%	18	41%
Arts, Culture, Recreation and Sport	-	0%	-	0%
Sales and Service	-	0%	3	7%
Trades, Transport and Eqp. Operators and Related	1	11%	1	2%
Unique to the Primary Industry	-	0%	1	2%
Unique to Processing, Manufacturing and Utilities	-	0%	-	0%
<b>Total</b>	<b>9</b>	<b>100%</b>	<b>44</b>	<b>100%</b>



20. NOC Skill Level of Main Job:	52.1401	UNBC		
A. University education	3	33%	30	67%
B. College education/trade apprenticeship	2	22%	7	16%
C. Secondary school + job-specific training	1	11%	2	4%
D. No formal education	-	0%	2	4%
No Skill Level assigned (management)	3	33%	4	9%
<b>Total</b>	<b>9</b>	<b>100%</b>	<b>45</b>	<b>100%</b>



21. NAICS Sector of Main Job:	52.1401	UNBC		
Agriculture, Forestry, Fishing and Hunting	*	*	*	*
Mining and Oil and Gas Extraction	*	*	*	*
Utilities	*	*	*	*
Construction	2	22%	2	5%
Manufacturing	*	*	2	5%
Wholesale Trade	*	*	*	*
Retail Trade	*	*	*	*
Transportation and Warehousing	*	*	*	*
Information and Cultural Industries	*	*	*	*
Finance and Insurance	5	56%	6	14%
Real Estate and Rental and Leasing	*	*	*	*
Professional, Scientific and Technical Services	*	*	5	12%
Management of Companies and Enterprises	*	*	*	*
Admin., Support, Waste Mgmt., Remediation Svcs.	*	*	*	*
Education Services	*	*	15	35%
Health Care and Social Assistance	*	*	3	7%
Arts, Entertainment and Recreation	*	*	2	5%
Accommodation and Food services	*	*	*	*
Other Service (except Public Administration)	*	*	*	*
Public Administration	*	*	5	12%
<b>Total</b>	<b>9</b>	<b>100%</b>	<b>43</b>	<b>100%</b>



\*data not displayed where n < 2

**EMPLOYMENT, continued**

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

52.1401			% Employed FT	Median
NOC	Skill Level Description		in this Occ.**	FT Salary
0122	N/A	Bank, Credit & Investment Managers	33%	\$55,000
1111	A	Financial Auditors & Acnts	22%	\$54,000
*				
*				
*				
*				
*				
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\*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 University of Northern British Columbia:**

UNBC			% Employed FT	Median
NOC	Skill Level Description		in this Occ.**	FT Salary
4141	A	Secondary School Teachers	11%	\$40,000
3152	A	Registered Nurses	9%	\$49,636
0122	N/A	Bank, Credit & Investment Managers	7%	\$55,000
2122	A	Forestry Professionals	4%	\$69,000
1111	A	Financial Auditors & Acnts	4%	\$54,000
4121	A	University Professors	4%	\$39,000
*				
*				
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\*data not displayed where n < 2      \*\*percentages cited are of those for whom occupational data was provided, full-time and part-time

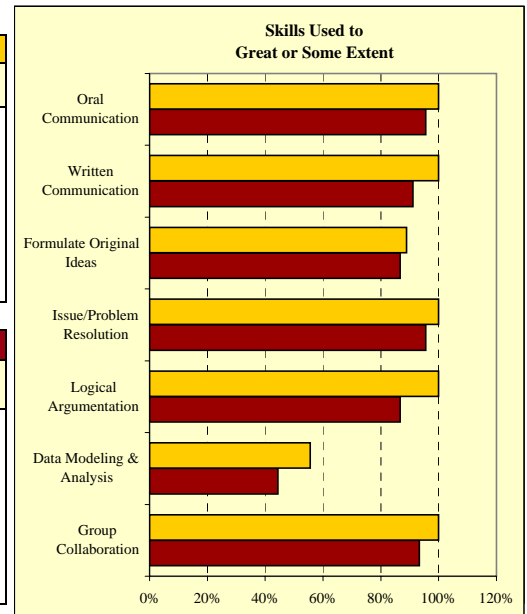
**SKILLS USED IN EMPLOYMENT**

**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	89%	11%	0%	0%	9
Written Communication	78%	22%	0%	0%	9
Formulate Original Ideas	44%	44%	11%	0%	9
Issue/Problem Resolution	89%	11%	0%	0%	9
Logical Argumentation	78%	22%	0%	0%	9
Data Modeling & Analysis	22%	33%	33%	11%	9
Group Collaboration	56%	44%	0%	0%	9

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

	UNBC				# Resp.
	Great Extent	Some Extent	Small Extent	No Extent	
Oral Communication	78%	18%	2%	2%	45
Written Communication	76%	16%	7%	2%	45
Formulate Original Ideas	60%	27%	11%	2%	45
Issue/Problem Resolution	76%	20%	2%	2%	45
Logical Argumentation	67%	20%	11%	2%	45
Data Modeling & Analysis	27%	18%	31%	24%	45
Group Collaboration	73%	20%	2%	4%	45



**EDUCATION FINANCING**

24. Education Funding Sources (2 sources per respondent):	52.1401		UNBC	
Personal Savings	4	44%*	12	26%*
Employment	6	67%*	30	65%*
Family/Friends	3	33%*	14	30%*
Bank Loans	-	0%*	2	4%*
Student Loans	3	33%*	11	24%*
Scholarships/Bursaries/Grants	-	0%*	2	4%*
Other	-	0%*	1	2%*
<b>Total Respondents</b>	<b>9</b>		<b>46</b>	

\* Percentage of respondents who identified this source

25. Financial Debt Incurred to Finance Univ. Education:	52.1401		UNBC	
Incurred any form of financial debt	4	44%*	16	35%*
Incurred government-sponsored student loan debt	3	33%*	9	20%*

\* Percentage of respondents who provided data

26. Financial Debt Amount:*	52.1401		UNBC	
< \$1,000	-	0%	-	0%
\$1,000 to \$4,999	1	25%	2	13%
\$5,000 to \$9,999	-	0%	2	13%
\$10,000 to \$14,999	1	25%	3	19%
\$15,000 to \$19,999	-	0%	1	6%
\$20,000 to \$29,999	2	50%	5	31%
\$30,000 to \$39,999	-	0%	3	19%
\$40,000 or More	-	0%	-	0%
<b>Total</b>	<b>4</b>	<b>100%</b>	<b>16</b>	<b>100%</b>
<b>Median Financial Debt</b>	<b>\$15,000</b>		<b>\$18,000</b>	

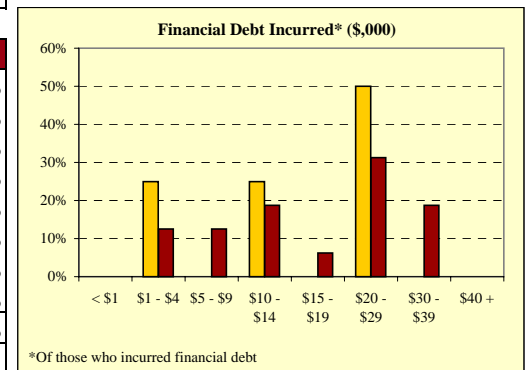
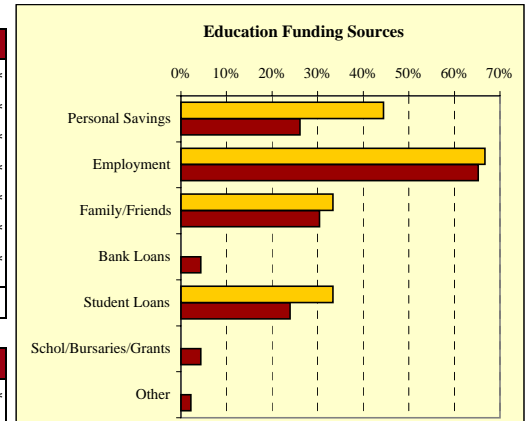
\*includes only cases where financial debt was incurred

27. Government-Sponsored Student Loan Debt Amount:*	52.1401		UNBC	
< \$1,000	-	0%	-	0%
\$1,000 to \$4,999	-	0%	1	11%
\$5,000 to \$9,999	-	0%	-	0%
\$10,000 to \$14,999	1	33%	3	33%
\$15,000 to \$19,999	2	67%	3	33%
\$20,000 to \$29,999	-	0%	1	11%
\$30,000 to \$39,999	-	0%	1	11%
\$40,000 or More	-	0%	-	0%
<b>Total</b>	<b>3</b>	<b>100%</b>	<b>9</b>	<b>100%</b>
<b>Median Gov't-Sponsored Student Loan Debt</b>	<b>\$18,000</b>		<b>\$16,000</b>	

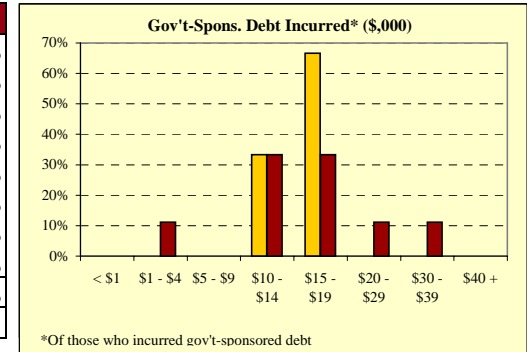
\*includes only cases where government-sponsored debt was incurred

28. Outstanding Gov't-Sponsored Loan Debt Amount:*	52.1401		UNBC	
None - Loan repaid in full	-	0%	3	38%
< \$1,000	-	0%	-	0%
\$1,000 to \$4,999	-	0%	-	0%
\$5,000 to \$9,999	2	67%	2	25%
\$10,000 to \$14,999	1	33%	2	25%
\$15,000 to \$19,999	-	0%	1	13%
\$20,000 to \$29,999	-	0%	-	0%
\$30,000 to \$39,999	-	0%	-	0%
\$40,000 or More	-	0%	-	0%
<b>Total</b>	<b>3</b>	<b>100%</b>	<b>8</b>	<b>100%</b>
<b>Median Gov't-Sponsored Loan Debt Outstanding</b>	<b>\$6,300</b>		<b>\$5,650</b>	

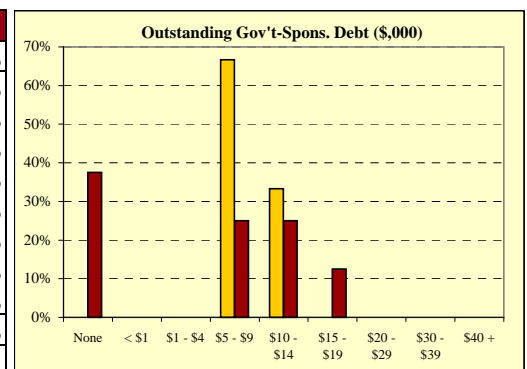
\*includes only cases where government-sponsored debt was incurred, and valid "amount remaining" was provided



\*Of those who incurred financial debt



\*Of those who incurred gov't-sponsored debt

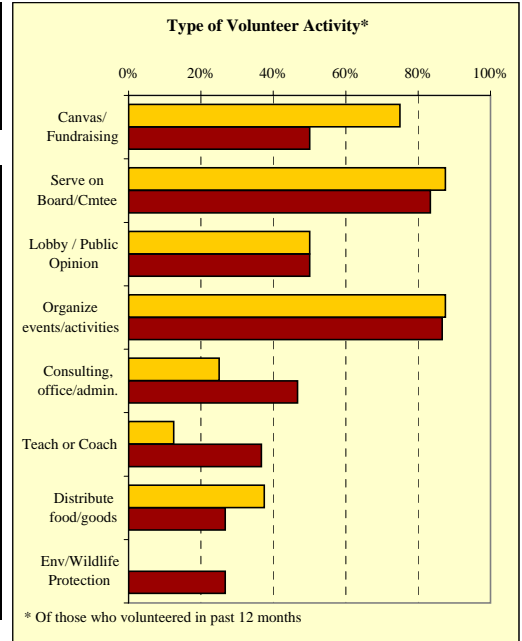


**SPECIAL SECTION ON COMMUNITY INVOLVEMENT / VOLUNTEER ACTIVITY**

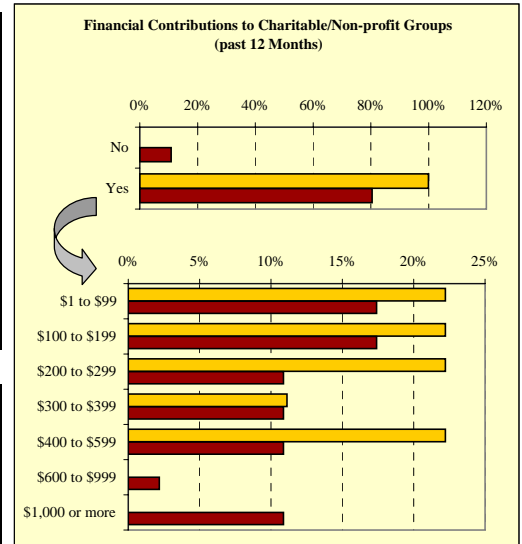
29. In the past 12 months, have you acted as an unpaid volunteer?	52.1401		UNBC	
No	1	11%	16	35%
Yes	8	89%	30	65%
Volunteer Hours/Week (Median)	1		2	

30. In the past 12 months, as an unpaid volunteer for an organization did you...	52.1401		UNBC	
do any canvassing, campaigning or fundraising?	6	75%*	15	50%*
serve as an unpaid member of a board or committee?	7	88%*	25	83%*
provide information or help to educate, influence public opinion, or lobby others?	4	50%*	15	50%*
help to organize/supervise activities/events for an organization?	7	88%*	26	87%*
do any consulting, executive, office or administrative work?	2	25%*	14	47%*
teach or coach for an organization?	1	13%*	11	37%*
collect, serve or deliver food or other goods?	3	38%*	8	27%*
engage in any activities aimed at protecting the environment or wildlife?	-	0%*	8	27%*

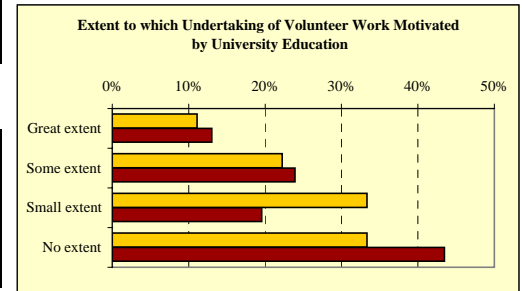
\*percentages are of those who have acted as an unpaid volunteer in the past 12 months



31. Financial contributions to charitable or non-profit groups in past 12 months	52.1401		UNBC	
\$0 (None)	-	0%	5	11%
\$1 to \$99	2	22%	8	17%
\$100 to \$199	2	22%	8	17%
\$200 to \$299	2	22%	5	11%
\$300 to \$399	1	11%	5	11%
\$400 to \$599	2	22%	5	11%
\$600 to \$999	-	0%	1	2%
\$1,000 or more	-	0%	5	11%
Median Annual Contribution	\$200		\$200	



32. Member or Participant in...	52.1401		UNBC	
Union/Professional Association (work-related)	5	56%	33	72%
Political organization	-	0%	6	13%
Cultural, educational or hobby organization	3	33%	15	33%
Sports or recreation organization	1	11%	21	46%
Religious-affiliated group	1	11%	8	17%
School group, civic, or community association	3	33%	13	28%
Other	2	22%	5	11%



33. To what extent did your university education motivate you to undertake volunteer work?	52.1401		UNBC	
Great extent	1	11%*	6	13%*
Some extent	2	22%*	11	24%*
Small extent	3	33%*	9	20%*
No extent	3	33%*	20	43%*

\*percentages are of those who thought question was applicable