

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

Detailed Summary of Survey Results

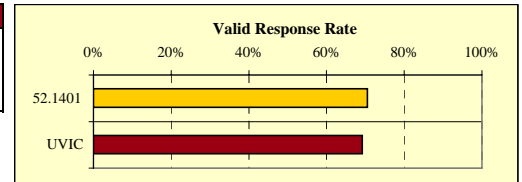
University of Victoria

6 Digit CIP: 52.1401: Business Marketing & Marketing Management

■ UVIC
■ 52.1401

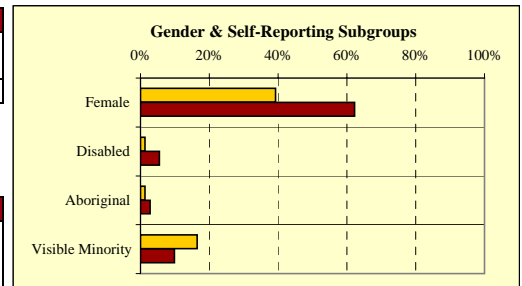
RESPONSE RATE

1. Survey Response Rate:	52.1401	UVIC		
Baccalaureate Graduates Survey Cohort	124		2,392	
Net Frame	112		2,199	
Survey Respondents and Valid Response Rate	79	71%	1,522	69%



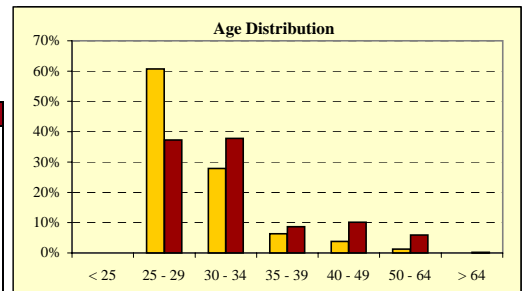
DEMOGRAPHIC INFORMATION

2. Gender:	52.1401	UVIC		
Male	48	61%	575	38%
Female	31	39%	947	62%
Total	79	100%	1,522	100%

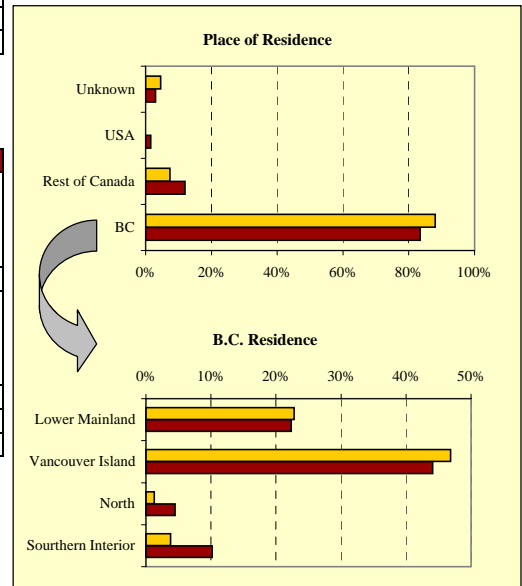


3. Self-Reporting Subgroups:	52.1401	UVIC		
Disabled	1	1%	84	6%
Aboriginal	1	1%	42	3%
Visible Minority	13	16%	150	10%

4. Age (at time of survey):	52.1401	UVIC		
< 25	-	0%	-	0%
25 to 29	48	61%	567	37%
30 to 34	22	28%	576	38%
35 to 39	5	6%	131	9%
40 to 49	3	4%	154	10%
50 to 64	1	1%	90	6%
> 64	-	0%	4	0%
Unknown	-	0%	-	0%
Total	79	100%	1,522	100%
Mean Age:	30.4		33.4	

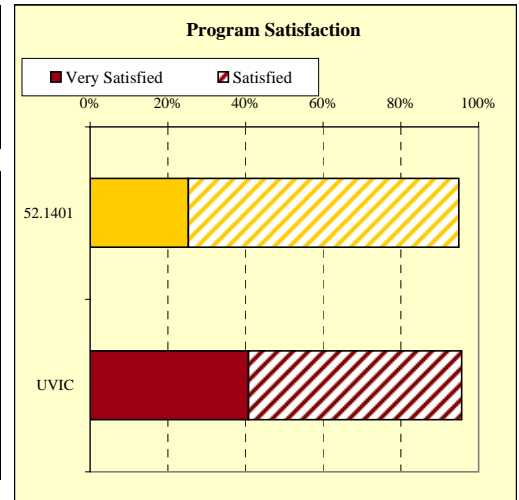


5. Place of Residence (at time of survey):	52.1401	UVIC		
BC - Lower Mainland	18	23%	340	22%
BC - Vancouver Island	37	47%	671	44%
BC - North	1	1%	68	4%
BC - Southern Interior	3	4%	155	10%
B.C. Subtotal	59	75%	1,234	81%
Canada - Alberta	8	10%	94	6%
Canada - Ontario	7	9%	74	5%
Canada - Other	-	0%	38	2%
U.S.A.	2	3%	46	3%
Non-B.C. Subtotal	17	22%	252	17%
Unknown	3	4%	36	2%
Total	79	100%	1,522	100%



EDUCATION SATISFACTION & PROGRAM EVALUATION

6. Program Satisfaction:	52.1401	UVIC
Very Satisfied	20 25%	620 41%
Satisfied	55 70%	835 55%
Dissatisfied	4 5%	57 4%
Very Dissatisfied	- 0%	8 1%
Total	79 100%	1,520 100%

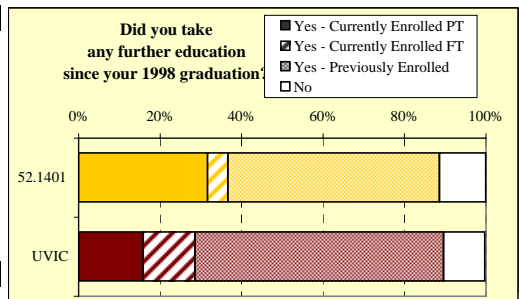


7. Would you select the same program again?	52.1401	UVIC
Yes	64 84%	1,086 73%
No, because . . . (multiple response question)	12	394
. . . not enough course variety offered	- 0%*	5 1%*
. . . skills acquired were not very useful	- 0%*	30 6%*
. . . courses were poorly taught	1 7%*	6 1%*
. . . program was too general	5 36%*	44 9%*
. . . courses were not practical	- 0%*	72 14%*
. . . interests have changed	4 29%*	90 18%*
. . . little or no career opportunities	1 7%*	166 33%*
. . . disagree with grading system	- 0%*	- 0%*
. . . disliked institution	- 0%*	1 0%*
. . . other	3 21%*	89 18%*

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

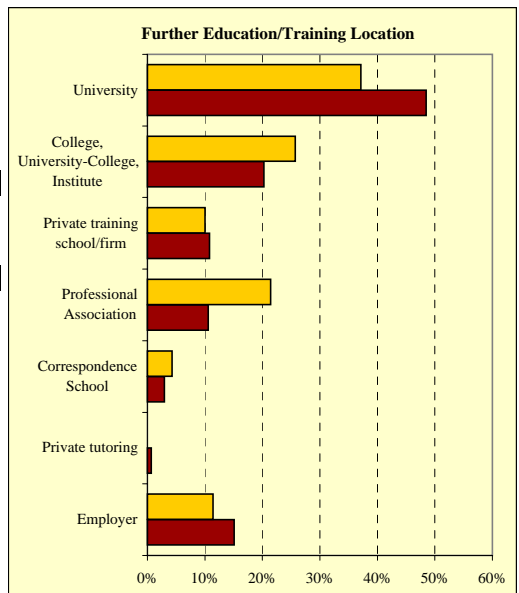
FURTHER EDUCATION

8. Took further education since 1996 graduation?	52.1401	UVIC
Yes:	70 89%	1,368 90%
Not currently enrolled	41 52%	929 61%
Currently enrolled full-time	4 5%	194 13%
Currently enrolled part-time	25 32%	241 16%
No	9 11%	154 10%
Total	79 100%	1,522 100%



9. Further education/training location (multiple resp.):*	52.1401	UVIC
University	26 37%*	663 48%*
College, University-College, Institute	18 26%*	277 20%*
Private training school/firm	7 10%*	148 11%*
Professional Association	15 21%*	145 11%*
Correspondence School	3 4%*	40 3%*
Private Tutoring	- 0%*	9 1%*
Employer	8 11%*	206 15%*
Other	1 1%*	53 4%*
Total Respondents	70	1,368

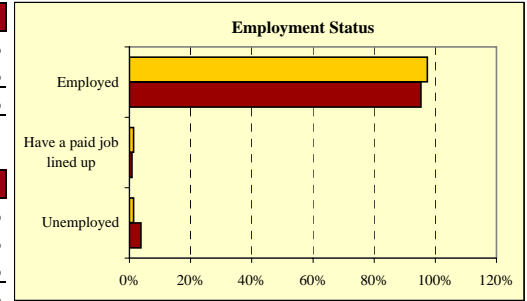
* Percent of respondents



10. Main Reason for Further Education:	52.1401	UVIC
Pursue another Bachelor degree	3 4%	74 5%
Pursue Masters studies	6 8%	166 11%
Pursue Doctoral studies	- 0%	35 2%
Career / job / employment related	55 71%	965 63%
Challenge myself intellectually	4 5%	115 7%
To please parents/family	- 0%	1 0%
Did not have a primary/main reason for enrolling	- 0%	4 0%
Required by employer	4 5%	63 4%
Other	5 6%	114 7%
Total	77 100%	1,537 100%

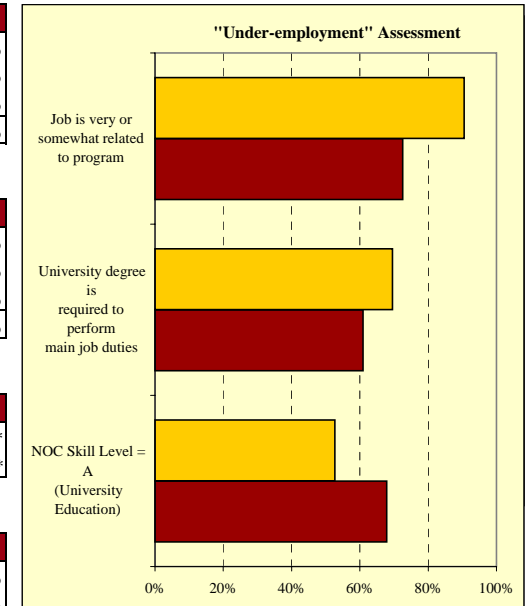
EMPLOYMENT

11. Labour Force Status:	52.1401	UVIC
In Labour Force (working or seeking work)	76 96%	1,362 89%
Not in Labour Force	3 4%	160 11%
Grand Total	79 100%	1,522 100%



12. Employment Status of those IN Labour Force:	52.1401	UVIC
Employed	74 97%	1,298 95%
Have a paid job lined up	1 1%	12 1%
Unemployed	1 1%	52 4%
Total Labour Force	76 100%	1,362 100%

13. Status of Graduates NOT in Labour Force:	52.1401	UVIC
Attending School FT	2 67%	73 46%
Attending School PT	- 0%	7 4%
Other	1 33%	80 50%
Total NOT in Labour Force	3 100%	160 100%



14. Employment Type:	52.1401	UVIC
Paid worker	63 85%	1,109 85%
Self-employed	8 11%	113 9%
Both a paid worker and self-employed	3 4%	76 6%
Total Employed	74 100%	1,298 100%

15. Job Characteristics:	52.1401	UVIC
I hold more than one job	5 7%*	221 17%*
My main job is full-time (>= 30 hours per week)	73 99%**	1,062 83%**

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

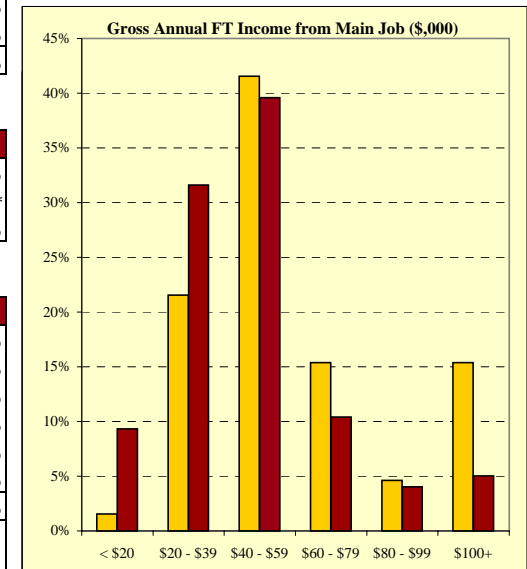
16. How related is your main job to your program?	52.1401	UVIC
Very Related	16 22%	495 38%
Somewhat Related	51 69%	447 34%
Not Very Related	4 5%	150 12%
Not At All Related	3 4%	204 16%
Total	74 100%	1,296 100%

17. "Under-employment" Assessment:	52.1401	UVIC
Job is very or somewhat related to program	67 91%	942 73%
University degree is required to perform main job duties	48 70%*	752 61%*
NOC Skill Level = A (University Education)	39 53%	877 68%**

* of total valid responses

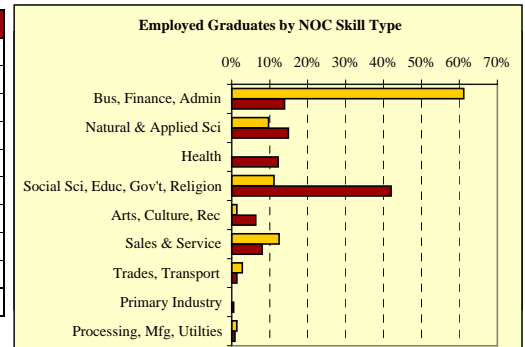
18. Gross Annual Income from Main Job:*	52.1401	UVIC
Less than \$20,000	1 2%	111 9%
\$20,000 to \$39,999	14 22%	376 32%
\$40,000 to \$59,999	27 42%	471 40%
\$60,000 to \$79,999	10 15%	124 10%
\$80,000 to \$99,999	3 5%	48 4%
\$100,000 and Above	10 15%	60 5%
Total	65 100%	1,190 100%
Median Annual Income (full-time)	\$50,700	\$45,000
Average Annual Income (full-time)	\$63,000	\$52,942

* where data provided

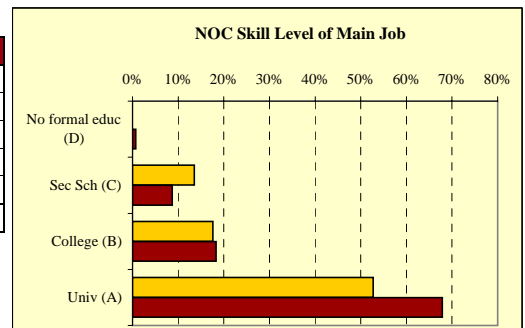


EMPLOYMENT, continued

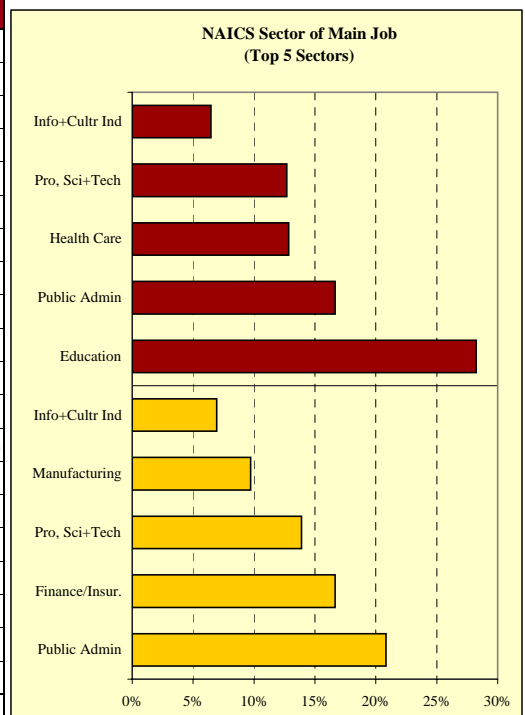
19. NOC Skill Type of Main Job:	52.1401	UVIC		
Business, Finance and Administration	44	61%	179	14%
Natural and Applied Sciences and Related	7	10%	192	15%
Health	-	0%	158	12%
Social Sciences, Educ., Gov't Services, Religion	8	11%	541	42%
Arts, Culture, Recreation and Sport	1	1%	82	6%
Sales and Service	9	13%	103	8%
Trades, Transport and Eqp. Operators and Related	2	3%	17	1%
Unique to the Primary Industry	-	0%	6	0%
Unique to Processing, Manufacturing and Utilities	1	1%	11	1%
Total	72	100%	1,289	100%



20. NOC Skill Level of Main Job:	52.1401	UVIC		
A. University education	39	53%	877	68%
B. College education/trade apprenticeship	13	18%	236	18%
C. Secondary school + job-specific training	10	14%	112	9%
D. No formal education	-	0%	9	1%
No Skill Level assigned (management)	12	16%	58	4%
Total	74	100%	1,292	100%



21. NAICS Sector of Main Job:	52.1401	UVIC		
Agriculture, Forestry, Fishing and Hunting	*	*	10	1%
Mining and Oil and Gas Extraction	*	*	6	0%
Utilities	*	*	2	0%
Construction	*	*	2	0%
Manufacturing	7	10%	67	5%
Wholesale Trade	2	3%	13	1%
Retail Trade	4	6%	36	3%
Transportation and Warehousing	3	4%	19	1%
Information and Cultural Industries	5	7%	83	6%
Finance and Insurance	12	17%	56	4%
Real Estate and Rental and Leasing	3	4%	5	0%
Professional, Scientific and Technical Services	10	14%	163	13%
Management of Companies and Enterprises	*	*	*	*
Admin., Support, Waste Mgmt., Remediation Svcs.	2	3%	6	0%
Education Services	3	4%	363	28%
Health Care and Social Assistance	*	*	165	13%
Arts, Entertainment and Recreation	2	3%	29	2%
Accommodation and Food services	3	4%	18	1%
Other Service (except Public Administration)	*	*	28	2%
Public Administration	15	21%	214	17%
Total	72	100%	1285	100%

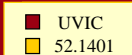


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Detailed Summary of Survey Results

University of Victoria

6 Digit CIP: 52.1401: Business Marketing & Marketing Management



EMPLOYMENT, continued

22a. Top 10 Full-time Occupations of 52.1401 Graduates:				52.1401	
NOC	NOC	Skill Level Description	% Employed FT in this Occ.**	Median FT Salary	
1111	A	Financial Auditors & Acnts	9%	\$50,000	
1122	A	Occs in Bus Srvc to Mgmt	8%	\$87,500	
1114	A	Other Financial Officers	8%	\$60,000	
1113	A	Securities Agents, Invest Traders	5%	\$173,300	
2281	B	Computer and Network Operators and Web Technicians	4%	\$61,100	
4112	A	Lawyers & Quebec Notaries	4%	\$56,000	
1121	A	Specialists in Human Resources	4%	\$58,200	
0621	N/A	Retail Trade Managers	4%	\$35,500	
6411	C	Sales Reps, Wholesale Trade Non-Tech	3%	\$87,500	
0121	N/A	Insure, Real Estate & Brokerage Mgrs	3%	\$63,000	

*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 University of Victoria:				UVIC	
NOC	NOC	Skill Level Description	% Employed FT in this Occ.**	Median FT Salary	
4141	A	Secondary School Teachers	7%	\$40,000	
4142	A	Elem & Kindergarten Teacher	7%	\$42,000	
3152	A	Registered Nurses	5%	\$52,416	
4112	A	Lawyers & Quebec Notaries	4%	\$70,000	
4152	A	Social Workers	2%	\$50,000	
4212	B	Community & Social Srvc Workers	2%	\$34,034	
2173	A	Software Engineers	2%	\$80,000	
4131	A	College & Other Voc Instructors	2%	\$43,477	
1122	A	Occs in Bus Srvc to Mgmt	2%	\$65,000	
2174	A	Computer Programmers/Interactive Media Developers	1%	\$52,000	

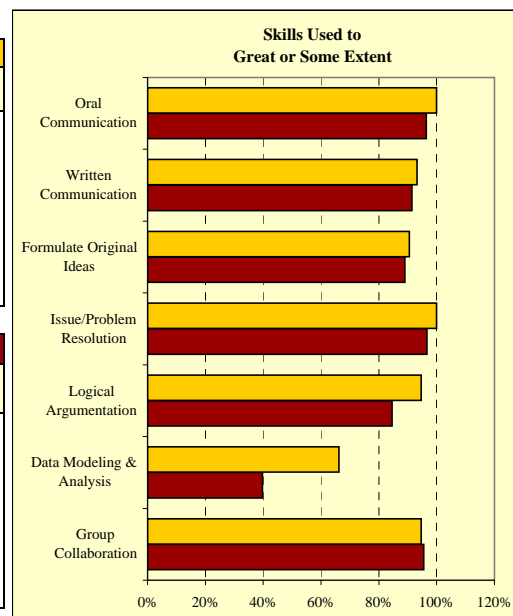
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**percentages cited are of those for whom occupational data was provided, full-time and part-time

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	82%	18%	0%	0%		74
Written Communication	65%	28%	7%	0%		74
Formulate Original Ideas	55%	35%	9%	0%		74
Issue/Problem Resolution	82%	18%	0%	0%		74
Logical Argumentation	64%	31%	5%	0%		74
Data Modeling & Analysis	36%	30%	26%	8%		74
Group Collaboration	69%	26%	4%	1%		74

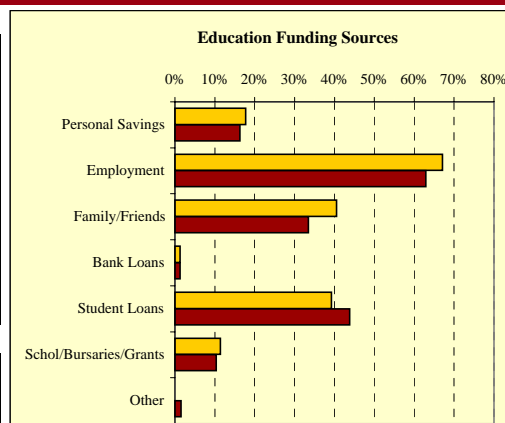
23b. To what extent do you use [the following skills] in your main job?	UVIC					# Resp.
	Great Extent	Some Extent	Small Extent	No Extent		
Oral Communication	80%	17%	3%	1%		1,295
Written Communication	68%	24%	6%	3%		1,292
Formulate Original Ideas	55%	34%	8%	3%		1,294
Issue/Problem Resolution	76%	21%	3%	1%		1,296
Logical Argumentation	51%	33%	12%	3%		1,293
Data Modeling & Analysis	16%	24%	29%	31%		1,291
Group Collaboration	79%	17%	4%	1%		1,296



EDUCATION FINANCING

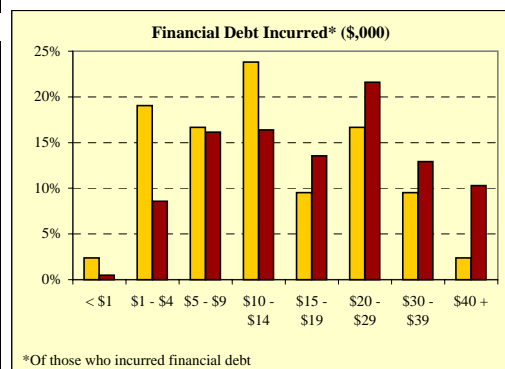
24. Education Funding Sources (2 sources per respondent):	52.1401		UVIC	
Personal Savings	14	18%*	248	16%*
Employment	53	67%*	958	63%*
Family/Friends	32	41%*	509	33%*
Bank Loans	1	1%*	20	1%*
Student Loans	31	39%*	667	44%*
Scholarships/Bursaries/Grants	9	11%*	157	10%*
Other	-	0%*	23	2%*
Total Respondents	79		1,522	

* Percentage of respondents who identified this source



25. Financial Debt Incurred to Finance Univ. Education:	52.1401		UVIC	
Incurred any form of financial debt	42	54%*	805	55%*
Incurred government-sponsored student loan debt	35	45%*	700	48%*

* Percentage of respondents who provided data



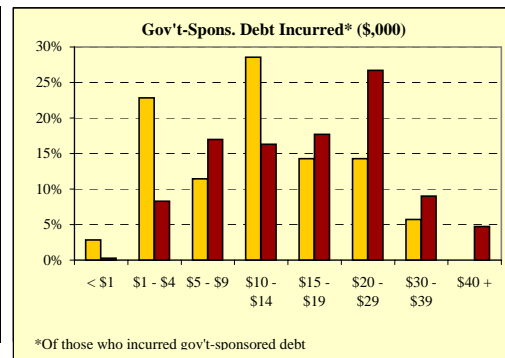
*Of those who incurred financial debt

26. Financial Debt Amount:*	52.1401		UVIC	
< \$1,000	1	2%	4	0%
\$1,000 to \$4,999	8	19%	69	9%
\$5,000 to \$9,999	7	17%	130	16%
\$10,000 to \$14,999	10	24%	132	16%
\$15,000 to \$19,999	4	10%	109	14%
\$20,000 to \$29,999	7	17%	174	22%
\$30,000 to \$39,999	4	10%	104	13%
\$40,000 or More	1	2%	83	10%
Total	42	100%	805	100%
Median Financial Debt	\$12,000		\$17,000	

*includes only cases where financial debt was incurred

27. Government-Sponsored Student Loan Debt Amount:*	52.1401		UVIC	
< \$1,000	1	3%	2	0%
\$1,000 to \$4,999	8	23%	58	8%
\$5,000 to \$9,999	4	11%	119	17%
\$10,000 to \$14,999	10	29%	114	16%
\$15,000 to \$19,999	5	14%	124	18%
\$20,000 to \$29,999	5	14%	187	27%
\$30,000 to \$39,999	2	6%	63	9%
\$40,000 or More	-	0%	33	5%
Total	35	100%	700	100%
Median Gov't-Sponsored Student Loan Debt	\$10,000		\$16,400	

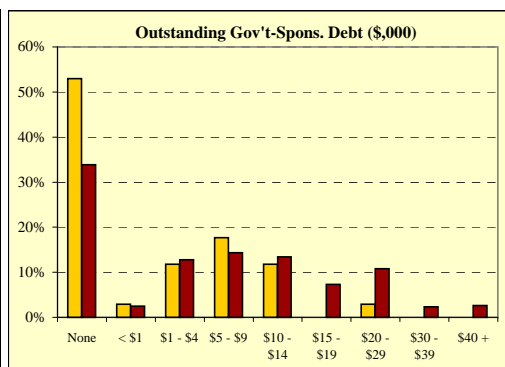
*includes only cases where government-sponsored debt was incurred



*Of those who incurred gov't-sponsored debt

28. Outstanding Gov't-Sponsored Loan Debt Amount:*	52.1401		UVIC	
None - Loan repaid in full	18	53%	217	34%
< \$1,000	1	3%	16	2%
\$1,000 to \$4,999	4	12%	82	13%
\$5,000 to \$9,999	6	18%	92	14%
\$10,000 to \$14,999	4	12%	86	13%
\$15,000 to \$19,999	-	0%	47	7%
\$20,000 to \$29,999	1	3%	69	11%
\$30,000 to \$39,999	-	0%	15	2%
\$40,000 or More	-	0%	17	3%
Total	34	100%	641	100%
Median Gov't-Sponsored Loan Debt Outstanding	\$0		\$5,000	

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

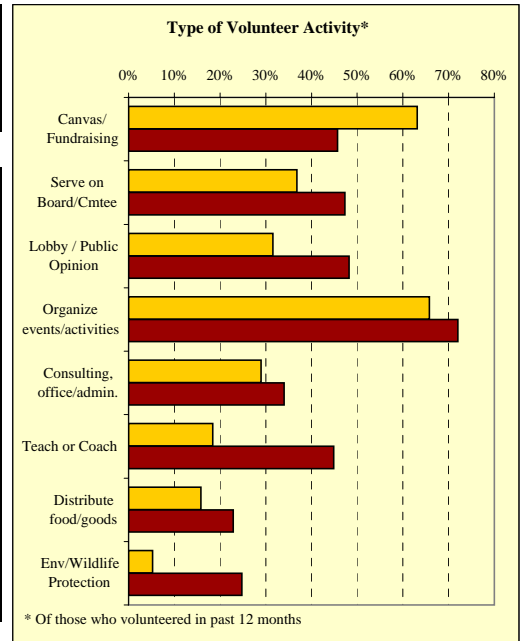


SPECIAL SECTION ON COMMUNITY INVOLVEMENT / VOLUNTEER ACTIVITY

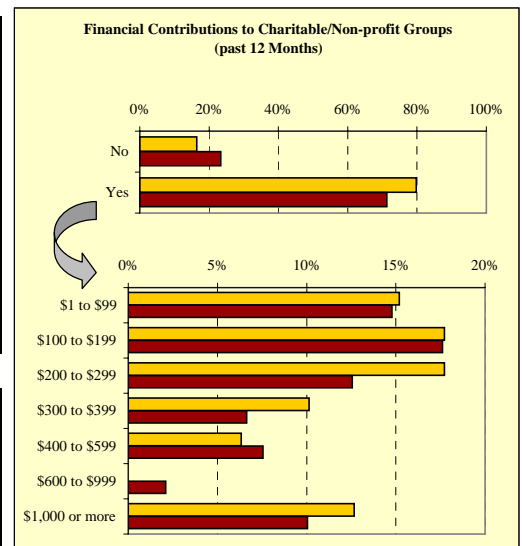
29. In the past 12 months, have you acted as an unpaid volunteer?	52.1401		UVIC	
No	41	52%	590	39%
Yes	38	48%	921	61%
Volunteer Hours/Week (Median)	1		1	

30. In the past 12 months, as an unpaid volunteer for an organization did you...	52.1401		UVIC	
do any canvassing, campaigning or fundraising?	24	63%*	421	46%*
serve as an unpaid member of a board or committee?	14	37%*	436	47%*
provide information or help to educate, influence public opinion, or lobby others?	12	32%*	444	48%*
help to organize/supervise activities/events for an organization?	25	66%*	663	72%*
do any consulting, executive, office or administrative work?	11	29%*	313	34%*
teach or coach for an organization?	7	18%*	413	45%*
collect, serve or deliver food or other goods?	6	16%*	211	23%*
engage in any activities aimed at protecting the environment or wildlife?	2	5%*	228	25%*

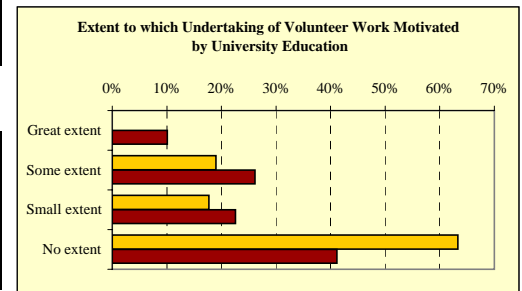
*percentages are of those who have acted as an unpaid volunteer in the past 12 months



31. Financial contributions to charitable or non-profit groups in past 12 months	52.1401		UVIC	
\$0 (None)	13	16%	356	23%
\$1 to \$99	12	15%	225	15%
\$100 to \$199	14	18%	268	18%
\$200 to \$299	14	18%	191	13%
\$300 to \$399	8	10%	101	7%
\$400 to \$599	5	6%	115	8%
\$600 to \$999	-	0%	32	2%
\$1,000 or more	10	13%	153	10%
Median Annual Contribution	\$200		\$200	



32. Member or Participant in...	52.1401		UVIC	
Union/Professional Association (work-related)	43	54%	963	63%
Political organization	5	6%	93	6%
Cultural, educational or hobby organization	18	23%	496	33%
Sports or recreation organization	39	49%	647	43%
Religious-affiliated group	5	6%	238	16%
School group, civic, or community association	11	14%	406	27%
Other	9	11%	162	11%



33. To what extent did your university education motivate you to undertake volunteer work?	52.1401		UVIC	
Great extent	-	0%*	150	10%*
Some extent	15	19%*	388	26%*
Small extent	14	18%*	335	23%*
No extent	50	63%*	611	41%*

*percentages are of those who thought question was applicable