

B.C. University Student Outcomes 2004 Survey of 2002 Baccalaureate Graduates

Detailed Summary of Survey Results

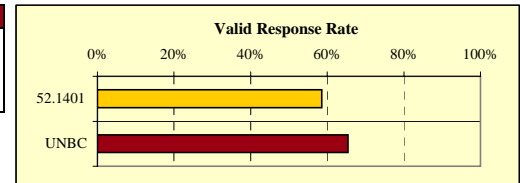
University of Northern British Columbia

6 Digit CIP: 52.1401: Business Marketing & Marketing Management

■ UNBC
■ 52.1401

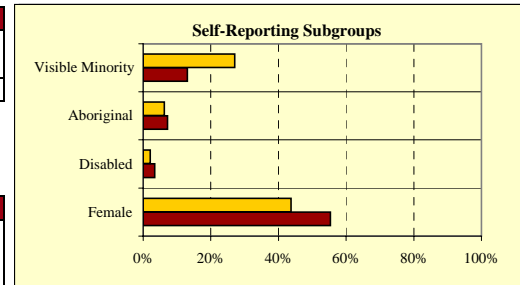
RESPONSE RATE

1. Survey Response Rate:	52.1401	UNBC		
2002 Baccalaureate Graduates Survey Cohort	92	479		
Net Frame	82	445		
Survey Respondents and Valid Response Rate	48	291	59%	65%



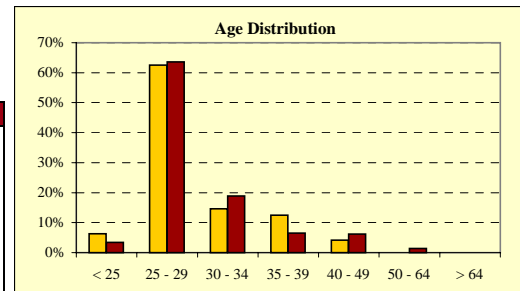
DEMOGRAPHIC INFORMATION

2. Gender:	52.1401	UNBC		
Male	27	130	56%	45%
Female	21	161	44%	55%
Total	48	291	100%	100%

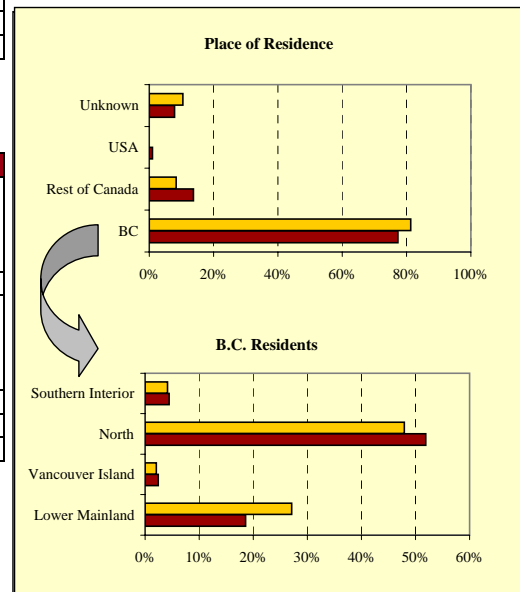


3. Self-Reporting Subgroups:	52.1401	UNBC		
Disabled	1	10	2%	3%
Aboriginal	3	21	6%	7%
Visible Minority	13	38	27%	13%

4. Age (at time of survey):	52.1401	UNBC		
< 25	3	10	6%	3%
25 to 29	30	185	63%	64%
30 to 34	7	55	15%	19%
35 to 39	6	19	13%	7%
40 to 49	2	18	4%	6%
50 to 64	-	4	0%	1%
> 64	-	-	0%	0%
Unknown	-	-	0%	0%
Total	48	291	100%	100%
Mean Age:	29.2	29.5		



5. Place of Residence (at time of survey):	52.1401	UNBC		
BC - Lower Mainland	13	54	27%	19%
BC - Vancouver Island	1	7	2%	2%
BC - North	23	151	48%	52%
BC - Southern Interior	2	13	4%	4%
BC Subtotal	39	225	81%	77%
Canada - Alberta	2	20	4%	7%
Canada - Ontario	2	10	4%	3%
Canada - Other	-	10	0%	3%
U.S.A.	-	3	0%	1%
Non-BC Subtotal	4	43	8%	15%
Unknown	5	23	10%	8%
Total	48	291	100%	100%

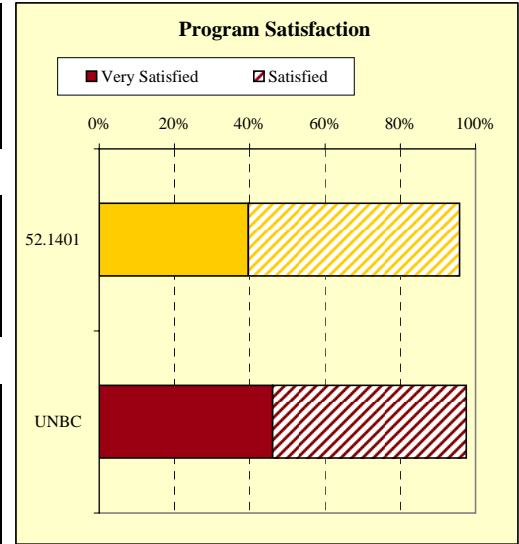


EDUCATION EVALUATION AND SKILL DEVELOPMENT

6. Usefulness of Knowledge, Skills, and Abilities Acquired at University in Work:	52.1401		UNBC	
Very Useful	18	43%	111	47%
Somewhat Useful	21	50%	103	44%
Not Very Useful	2	5%	14	6%
Not at All Useful	1	2%	6	3%

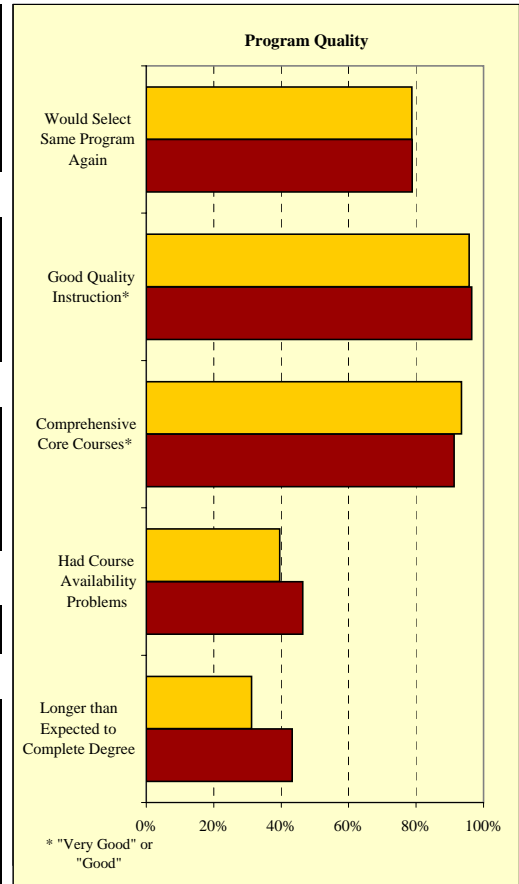
7. Usefulness of Knowledge, Skills, and Abilities Acquired at University in Day-to-day Life:	52.1401		UNBC	
Very Useful	7	17%	64	27%
Somewhat Useful	30	73%	135	58%
Not Very Useful	2	5%	26	11%
Not at All Useful	2	5%	8	3%

8. Program Satisfaction:	52.1401		UNBC	
Very Satisfied	19	40%	134	46%
Satisfied	27	56%	150	52%
Dissatisfied	2	4%	7	2%
Very Dissatisfied	-	0%	-	0%
Total	48	100%	291	100%



9. Would you select the same program again?	52.1401		UNBC	
Yes	37	79%	223	79%
No, because . . . (multiple response question)	10		60	
. . . interests have changed	-	0%*	11	12%*
. . . courses were not practical	4	27%*	22	24%*
. . . little or no career opportunities	3	20%*	24	26%*
. . . other	8	53%*	35	38%*

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



10. Quality of Instruction:	52.1401		UNBC	
Very Good	19	40%	114	40%
Good	26	55%	163	57%
Poor	2	4%	10	3%
Very Poor	-	0%	-	0%
Total	47	100%	287	100%

11. Comprehensiveness of Core Courses:	52.1401		UNBC	
Very Good	16	35%	79	29%
Good	27	59%	173	63%
Poor	3	7%	22	8%
Very Poor	-	0%	2	1%
Total	46	100%	276	100%

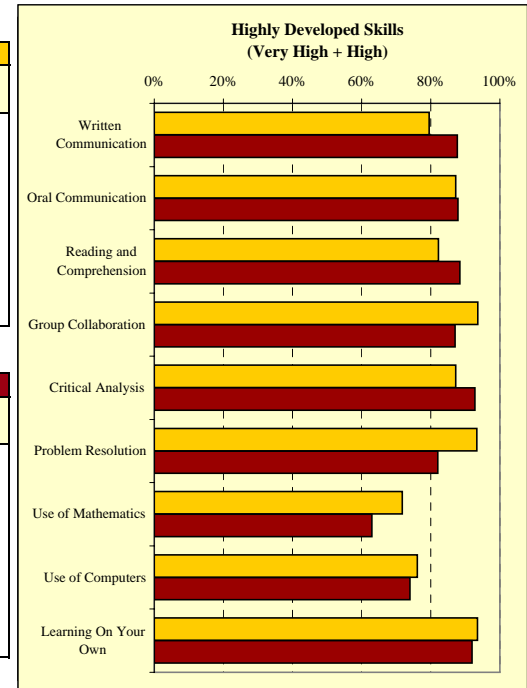
12. Course Availability:	52.1401		UNBC	
Encountered course availability problems	19	40%	135	46%

13. Degree Completion:	52.1401		UNBC	
Took longer than expected to complete degree	15	31%	126	43%
Top 4 reasons for prolonged degree completion (multiple response question):				
Personal or family reasons	2	11%*	18	11%*
Financial reasons / work	1	5%*	15	9%*
Change of major/program/specialization	-	0%*	11	6%*
Involvement in co-op program extended completion time	6	32%*	15	9%*
Other reason(s)	10	53%*	111	65%*

* Percent of total responses, among those who took longer than expected to complete degree

SKILL DEVELOPMENT

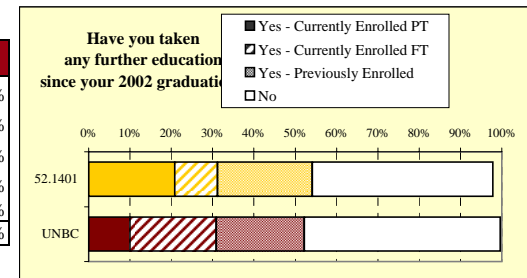
14a. To what degree did university help you develop the following skills?	52.1401				
	Very High	High	Low	Very Low	# Resp.
	Written Communication	34%	45%	18%	2%
Oral Communication	40%	47%	11%	2%	47
Reading and Comprehension	38%	44%	18%	0%	45
Group Collaboration	53%	40%	6%	0%	47
Critical Analysis	36%	51%	13%	0%	47
Problem Resolution	27%	67%	7%	0%	45
Use of Mathematics Appropriate to Field	30%	41%	24%	4%	46
Use of Computers Appropriate to Field	39%	37%	13%	11%	46
Learning On Your Own	39%	54%	7%	0%	46



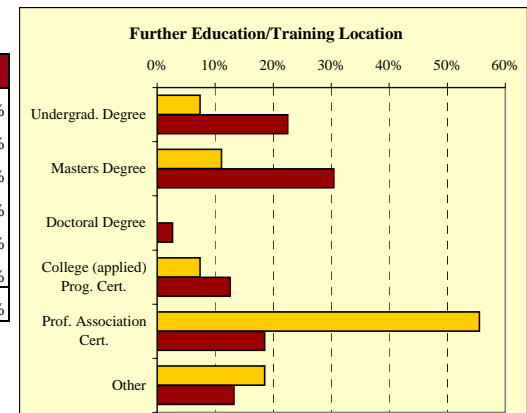
14b. To what degree did university help you develop the following skills?	UNBC				
	Very High	High	Low	Very Low	# Resp.
	Written Communication	44%	44%	10%	3%
Oral Communication	41%	47%	11%	1%	288
Reading and Comprehension	49%	40%	10%	1%	286
Group Collaboration	44%	43%	11%	2%	286
Critical Analysis	55%	37%	7%	0%	289
Problem Resolution	25%	57%	16%	2%	284
Use of Mathematics Appropriate to Field	23%	40%	27%	10%	240
Use of Computers Appropriate to Field	32%	42%	19%	7%	269
Learning On Your Own	54%	38%	6%	2%	285

FURTHER EDUCATION

15. Took further education since 2002 graduation	52.1401	UNBC
Yes:	27	153
Not currently enrolled	11	62
Currently enrolled full-time	5	61
Currently enrolled part-time	10	29
No	21	138
Total	48	291



16. Type of Formal Post-Secondary Education	52.1401	UNBC
Undergraduate Degree	2	34
Masters Degree	3	46
Doctoral Degree	-	4
College (applied) Program Certification	2	19
Professional Association Certification	15	28
Other	5	20
Total Respondents	27	151

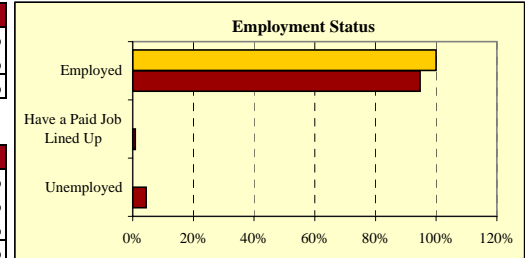


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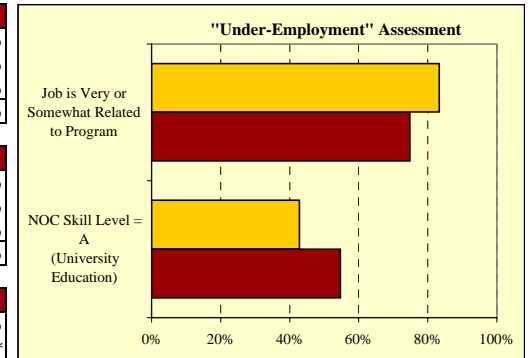
EMPLOYMENT

17. Labour Force Status:	52.1401	UNBC
In Labour Force (working or seeking work)	42 88%	247 85%
Not in Labour Force	6 13%	44 15%
Grand Total	48 100%	291 100%



18. Employment Status of those IN Labour Force:	52.1401	UNBC
Employed	42 100%	234 95%
Have a Paid Job Lined Up	- 0%	2 1%
Unemployed	- 0%	11 4%
Total Labour Force	42 100%	247 100%

19. Status of Graduates NOT in Labour Force:	52.1401	UNBC
Attending School FT	3 50%	30 68%
Attending School PT	- 0%	- 0%
Other	3 50%	14 32%
Total NOT in Labour Force	6 100%	44 100%

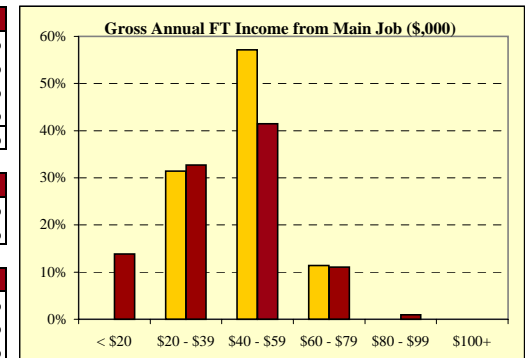


20. Employment Type:	52.1401	UNBC
Paid worker	39 93%	209 89%
Self-employed	- 0%	14 6%
Both a paid worker and self-employed	3 7%	11 5%
Total Employed	42 100%	234 100%

21. Job Characteristics:	52.1401	UNBC
I hold more than one job	5 12%*	41 18%
My main job is full-time (>= 30 hours per week)	40 98%**	195 84%**

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

22. How related is your main job to your program?	52.1401	UNBC
Very Related	16 38%	113 48%
Somewhat Related	19 45%	62 26%
Not Very Related	3 7%	17 7%
Not At All Related	4 10%	42 18%
Total	42 100%	234 100%

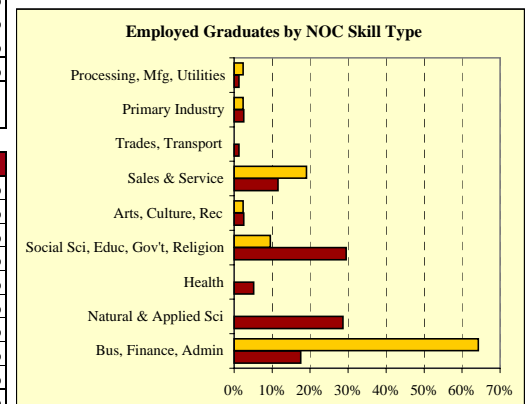


23. "Under-employment" Assessment:	52.1401	UNBC
Job is very or somewhat related to program	35 83%	175 75%
NOC Skill Level = A (University Education)	18 43%	128 55%

* of total valid responses

24. Gross Annual Income from Main Job:*	52.1401	UNBC
Less than \$20,000	- 0%	30 14%
\$20,000 to \$39,999	11 31%	71 33%
\$40,000 to \$59,999	20 57%	90 41%
\$60,000 to \$79,999	4 11%	24 11%
\$80,000 to \$99,999	- 0%	2 1%
\$100,000 and Above	- 0%	- 0%
Total	35 100%	217 100%
Median Annual Income (full-time)	\$42,000	\$42,650
Average Annual Income (full-time)	\$44,903	\$44,312

* where data provided



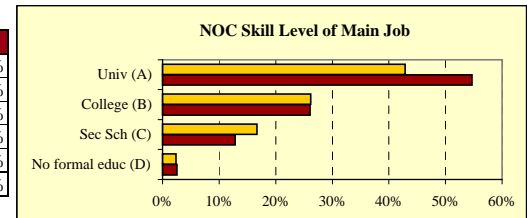
25. NOC Skill Type of Main Job:	52.1401	UNBC
Business, Finance and Administration	27 64%	41 18%
Natural and Applied Sciences and Related	- 0%	67 29%
Health	- 0%	12 5%
Social Sciences, Educ., Gov't Services, Religion	4 10%	69 29%
Arts, Culture, Recreation and Sport	1 2%	6 3%
Sales and Service	8 19%	27 12%
Trades, Transport and Eqp. Operators and Related	- 0%	3 1%
Unique to the Primary Industry	1 2%	6 3%
Unique to Processing, Manufacturing and Utilities	1 2%	3 1%
Total	42 100%	234 100%

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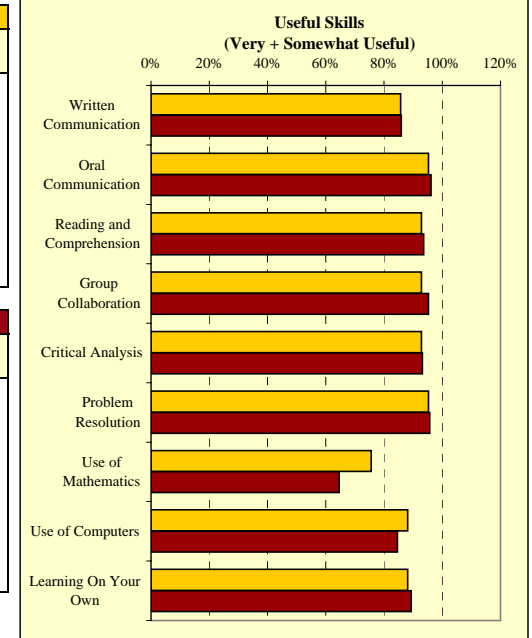
■ UNBC
■ 52.1401

EMPLOYMENT, continued

26. NOC Skill Level of Main Job:	52.1401		UNBC	
A. University education	18	43%	128	55%
B. College education/trade apprenticeship	11	26%	61	26%
C. Secondary school + job-specific training	7	17%	30	13%
D. No formal education	1	2%	6	3%
No skill level assigned (management)	5	12%	9	4%
Total	42	100%	234	100%



27a. How useful are the following skills and abilities in doing your main job?	52.1401				
	Very Useful	Somewhat Useful	Not Very Useful	Not at all Useful	# Resp.
Written Communication	69%	17%	2%	12%	42
Oral Communication	79%	17%	2%	2%	42
Reading and Comprehension	74%	19%	4%	2%	42
Group Collaboration	67%	26%	5%	2%	42
Critical Analysis	74%	19%	5%	2%	42
Problem Resolution	67%	29%	2%	2%	42
Use of Mathematics Appropriate to Field	49%	27%	20%	5%	41
Use of Computers Appropriate to Field	69%	19%	10%	2%	42
Learning On Your Own	55%	33%	7%	5%	42



27b. How useful are the following skills and abilities in doing your main job?	UNBC				
	Very Useful	Somewhat Useful	Not Very Useful	Not at all Useful	# Resp.
Written Communication	68%	18%	7%	7%	234
Oral Communication	78%	18%	3%	1%	234
Reading and Comprehension	71%	23%	3%	2%	234
Group Collaboration	74%	21%	3%	2%	234
Critical Analysis	76%	17%	5%	2%	234
Problem Resolution	68%	28%	3%	1%	234
Use of Mathematics Appropriate to Field	30%	34%	22%	14%	232
Use of Computers Appropriate to Field	58%	26%	9%	6%	234
Learning On Your Own	66%	24%	8%	3%	234

28a. Top 10 Full-time Occupations of 52.1401 Graduates:	52.1401		
NOC Skill Level Description	% Employed FT in this Occ.**	Median FT Salary	
1111 A Financial Auditors & Acnts	19%	\$40,000	
1114 A Other Financial Officers	10%	\$42,500	
1431 C Accounting & Related Clerks	10%	\$31,200	
0611 N/A Sales, Marketing & Advrt Managers	5%	\$52,000	
4163 A Econ Devt Officers, Etc	5%	\$42,000	
1232 B Loan Officers	5%	\$32,500	
0621 N/A Retail Trade Managers	5%	\$26,910	
*			
*			
*			

*data not displayed where n < 2

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

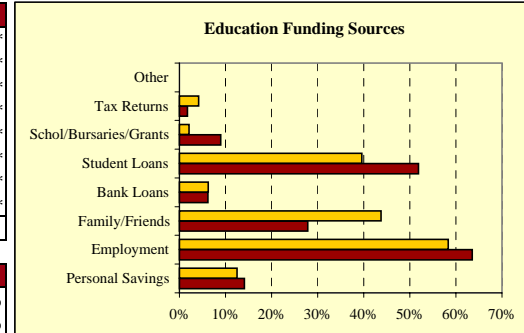
28b. Top 10 Full-time Occupations of Graduates from University of Northern British Columbia:	UNBC		
NOC Skill Level Description	% Employed FT in this Occ.**	Median FT Salary	
2223 B Forestry Technologists & Technicians	5%	\$54,000	
2122 A Forestry Professionals	5%	\$48,000	
3152 A Registered Nurses	4%	\$54,600	
4152 A Social Workers	4%	\$48,000	
2121 A Biologists & Related Scientists	3%	\$46,712	
1111 A Financial Auditors & Acnts	3%	\$40,000	
1114 A Other Financial Officers	3%	\$36,500	
4212 B Community & Social Srvc Workers	3%	\$34,242	
4141 A Secondary School Teachers	3%	\$37,500	
2221 B Biological Technicians	3%	\$35,125	

*data not displayed where n < 2

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

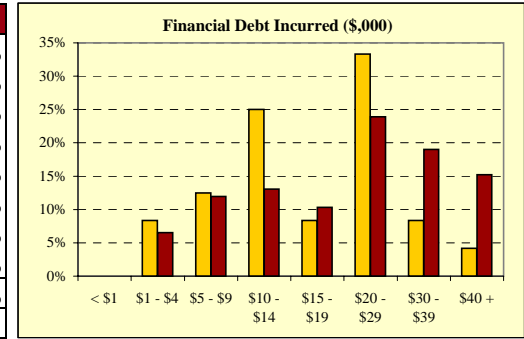
EDUCATION FINANCING

29. Education Funding Sources (2 sources per respondent):	52.1401		UNBC	
Personal Savings	6	13%*	41	14%*
Employment	28	58%*	185	64%*
Family/Friends	21	44%*	81	28%*
Bank Loans	3	6%*	18	6%*
Student Loans	19	40%*	151	52%*
Scholarships/Bursaries/Grants	1	2%*	26	9%*
Tax Returns	2	4%*	5	2%*
Other	-	0%*	-	0%*
Total Respondents	48		291	

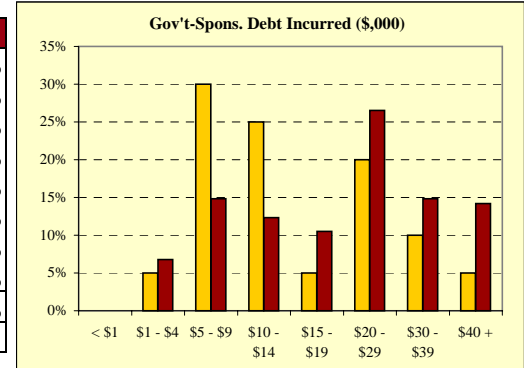


30. Financial Debt Incurred to Finance Univ. Education:	52.1401		UNBC	
Incurred any form of financial debt	24	50%*	184	63%
Incurred government-sponsored student loan debt	20	42%*	162	56%

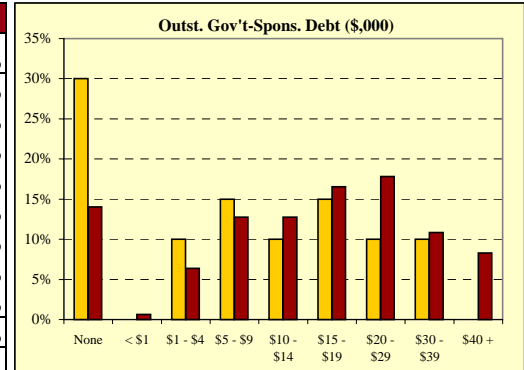
31. Financial Debt Amount:*	52.1401		UNBC	
< \$1,000	-	0%	-	0%
\$1,000 to \$4,999	2	8%	12	7%
\$5,000 to \$9,999	3	13%	22	12%
\$10,000 to \$14,999	6	25%	24	13%
\$15,000 to \$19,999	2	8%	19	10%
\$20,000 to \$29,999	8	33%	44	24%
\$30,000 to \$39,999	2	8%	35	19%
\$40,000 or More	1	4%	28	15%
Total	24	100%	184	100%
Median Financial Debt	\$16,500		\$20,000	



32. Government-Sponsored Student Loan Debt Amount:*	52.1401		UNBC	
< \$1,000	-	0%	-	0%
\$1,000 to \$4,999	1	5%	11	7%
\$5,000 to \$9,999	6	30%	24	15%
\$10,000 to \$14,999	5	25%	20	12%
\$15,000 to \$19,999	1	5%	17	10%
\$20,000 to \$29,999	4	20%	43	27%
\$30,000 to \$39,999	2	10%	24	15%
\$40,000 or More	1	5%	23	14%
Total	20	100%	162	100%
Median Gov't-Sponsored Student Loan Debt	\$10,000		\$20,000	



33. Outstanding Gov't-Sponsored Loan Debt Amount:*	52.1401		UNBC	
None - Loan repaid in full	6	30%	22	14%
< \$1,000	-	0%	1	1%
\$1,000 to \$4,999	2	10%	10	6%
\$5,000 to \$9,999	3	15%	20	13%
\$10,000 to \$14,999	2	10%	20	13%
\$15,000 to \$19,999	3	15%	26	17%
\$20,000 to \$29,999	2	10%	28	18%
\$30,000 to \$39,999	2	10%	17	11%
\$40,000 or More	-	0%	13	8%
Total	20	100%	157	100%
Median Gov't-Sponsored Loan Debt Outstanding	\$8,750		\$15,000	



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

SPECIAL EXTENDED SECTION ON EDUCATION FINANCING

34. Received Financial Support from Family:	52.1401	UNBC
No Financial Support from Family	13 27%	100 34%
Lived at home	18 38%	75 26%
Food	22 46%	98 34%
RESP	4 8%	19 7%
Direct Financial Support (cash)	25 52%	128 44%
Parental loan	8 17%	34 12%
Transportation	19 40%	66 23%
Gifts, Inheritance, Trusts	4 8%	37 13%

35. Received/Accessed Financial Support from University:	52.1401	UNBC
No Financial Support from University	27 56%	161 55%
Entrance Scholarship	5 10%	23 8%
Other Scholarship	11 23%	69 24%
Bursary/Grant	16 33%	77 26%
Work Study	1 2%	8 3%

36. Avg. Hours/Week Worked, and Percent of Students who Worked, to Afford Education:	52.1401	UNBC
Co-op Work Terms	36 29%	35 16%
During the Summer	41 93%	42 94%
During Term	21 62%	18 60%

37. Total debt Incurred from Private Loans*:	52.1401	UNBC
None	18 67%	104 55%
< \$2,000	1 4%	8 4%
\$2,000 to \$4,999	3 11%	27 14%
\$5,000 to \$9,999	2 7%	23 12%
\$10,000 or more	3 11%	28 15%
Total	27 100%	190 100%
Median Private Loan Debt Incurred	\$5,000	\$5,000

*not including government sponsored student loans, but including credit card debt, bank loans, etc.

38. Total Credit Card Debt Incurred:	52.1401	UNBC
None	5 56%*	30 35%*
< \$2,000	2 22%*	12 14%*
\$2,000 to \$4,999	1 11%*	23 27%*
\$5,000 to \$9,999	1 11%*	16 19%*
\$10,000 or more	- 0%*	5 6%*
Total	9 100%*	86 100%*
Median Credit Card Debt Incurred	\$2,900	\$3,000

* of those who incurred private debt

39. Current Monthly Payment on All Debt Incurred:	52.1401	UNBC
Mean monthly payment *	\$202	\$227
Median monthly payment *	\$205	\$214

*of those who incurred debt

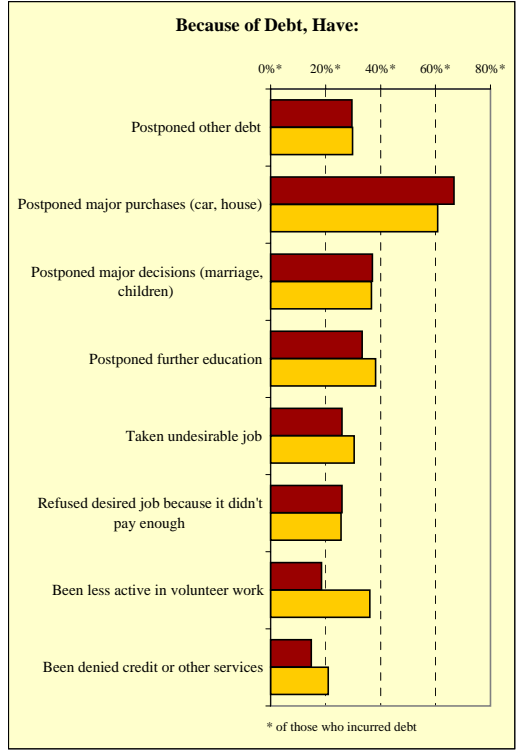
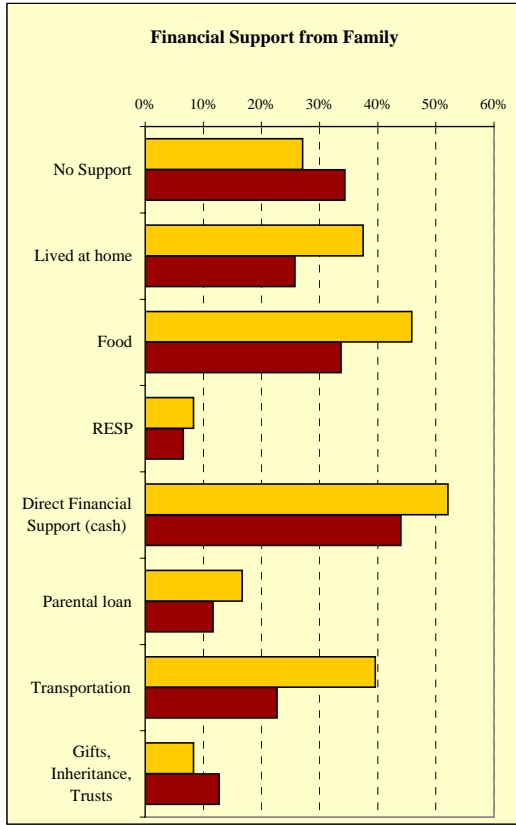
40. Accessibility:	52.1401	UNBC
Stopped out of studies/went part-time for financial reasons*	7 15%	38 13%
Unable to borrow enough from Student Loan Program*	18 38%	81 28%
Took more courses than desired to maintain FT Student stat	3 6%	34 12%
Accessed interest relief for debt**	7 27%	59 31%
Have had loan repayment period extended**	1 4%	40 22%
Have been in default on loan**	2 8%	16 8%
Have ever missed a loan payment**	6 23%	43 23%

*at any time during program

** of those who incurred debt

41. Because of Education-related Debt, have:	52.1401	UNBC
Postponed other debt	8 30%*	57 30%*
Postponed major purchases (car, house)	18 67%*	116 61%*
Postponed major decisions (marriage, children)	10 37%*	70 37%*
Postponed further education	9 33%*	73 38%*
Taken a job which otherwise would not have accepted	7 26%*	58 30%*
Refused desired job because it didn't pay enough	7 26%*	49 26%*
Been less active in volunteer work	5 19%*	69 36%*
Been denied credit or other services	4 15%*	40 21%*

* of those who incurred debt



* of those who incurred debt