

# B.C. University Student Outcomes 2005 Survey of 2000 Baccalaureate Graduates

Detailed Summary of Survey Results

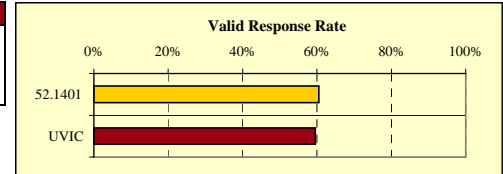
University of Victoria

6 Digit CIP: 52.1401: Business Marketing & Marketing Management

■ UVIC  
■ 52.1401

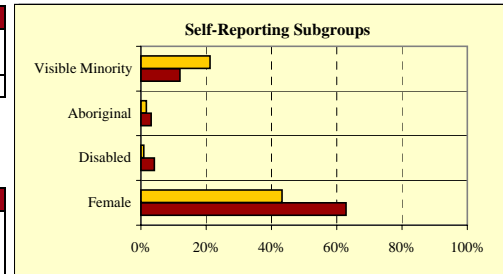
## RESPONSE RATE

1. Survey Response Rate:	52.1401	UVIC	
2000 Baccalaureate Graduates Survey Cohort	214	2,974	
Net Frame	195	2,661	
Survey Respondents and Valid Response Rate	118	61%	1,584 60%



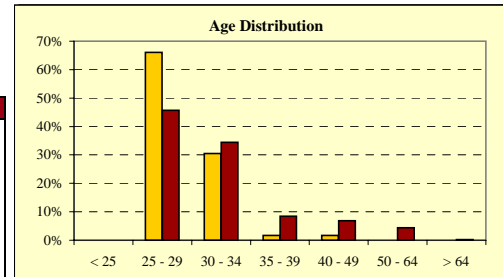
## DEMOGRAPHIC INFORMATION

2. Gender:	52.1401	UVIC	
Male	67	57%	588 37%
Female	51	43%	996 63%
Total	118	100%	1,584 100%

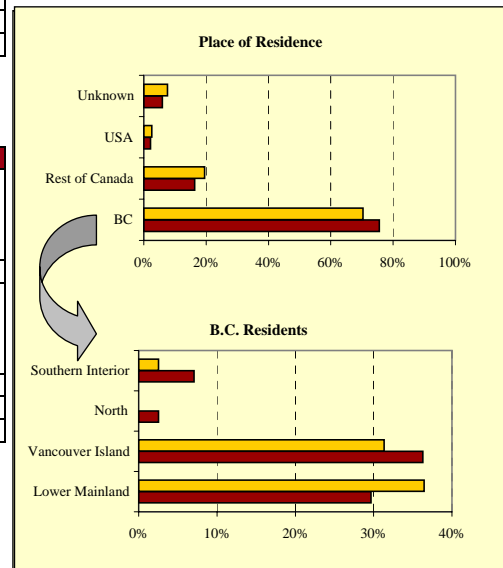


3. Self-Reporting Subgroups:	52.1401	UVIC	
Disabled	1	1%	65 4%
Aboriginal	2	2%	49 3%
Visible Minority	25	21%	189 12%

4. Age (at time of survey):	52.1401	UVIC	
< 25	-	0%	- 0%
25 to 29	78	66%	723 46%
30 to 34	36	31%	545 34%
35 to 39	2	2%	134 8%
40 to 49	2	2%	109 7%
50 to 64	-	0%	70 4%
> 64	-	0%	3 0%
Unknown	-	0%	- 0%
Total	118	100%	1,584 100%
Mean Age:	29.3	32.3	

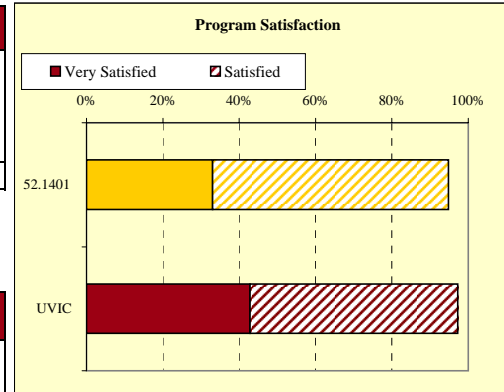


5. Place of Residence (at time of survey):	52.1401	UVIC	
BC - Lower Mainland	43	36%	470 30%
BC - Vancouver Island	37	31%	575 36%
BC - North	-	0%	40 3%
BC - Southern Interior	3	3%	112 7%
BC Subtotal	83	70%	1,197 76%
Canada - Alberta	8	7%	115 7%
Canada - Ontario	13	11%	90 6%
Canada - Other	2	2%	54 3%
U.S.A.	3	3%	34 2%
Non-BC Subtotal	26	22%	293 18%
Unknown	9	8%	94 6%
Total	118	100%	1,584 100%

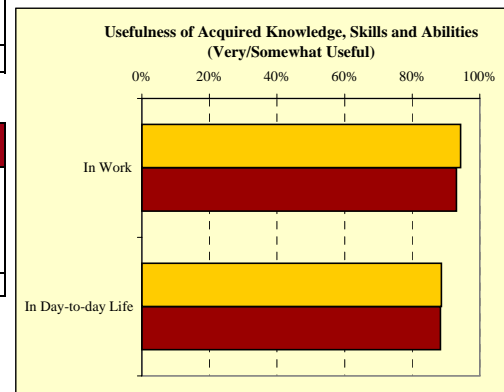


EDUCATION EVALUATION

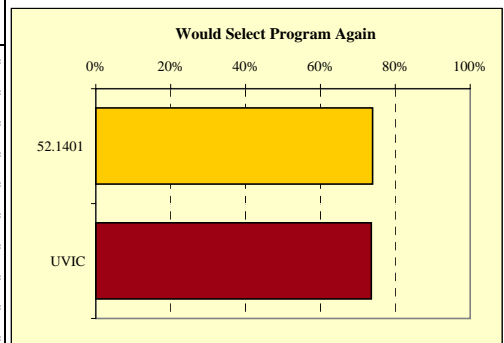
8. Program Satisfaction:	52.1401		UVIC	
Very Satisfied	39	33%	678	43%
Satisfied	73	62%	862	54%
Dissatisfied	5	4%	34	2%
Very Dissatisfied	1	1%	8	1%
Total	118	100%	1,582	100%



6. Usefulness of Knowledge, Skills, and Abilities Acquired at University in Work:	52.1401		UVIC	
Very Useful	54	51%	713	52%
Somewhat Useful	46	43%	553	41%
Not Very Useful	6	6%	73	5%
Not at All Useful	-	0%	21	2%
Total	106	100%	1,360	100%



7. Usefulness of Knowledge, Skills, and Abilities Acquired at University in Day-to-day Life:	52.1401		UVIC	
Very Useful	32	30%	505	37%
Somewhat Useful	62	58%	695	51%
Not Very Useful	10	9%	130	10%
Not at All Useful	2	2%	28	2%
Total	106	100%	1,358	100%



9. Would you select the same program again?	52.1401		UVIC	
Yes	85	74%	1,111	74%
No, because . . . (multiple response question)	30		399	
. . . interests have changed	9	26%*	138	27%*
. . . courses were not practical	5	14%*	76	15%*
. . . little or no career opportunities	3	9%*	169	33%*
. . . not enough course variety	2	6%*	5	1%*
. . . skills acquired were not very useful	2	6%*	25	5%*
. . . courses were poorly taught	2	6%*	13	3%*
. . . program was too general	8	23%*	63	12%*
. . . did not agree with grading system	2	6%*	3	1%*
. . . did not like institution	2	6%*	7	1%*
. . . other	-	0%*	19	4%*

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

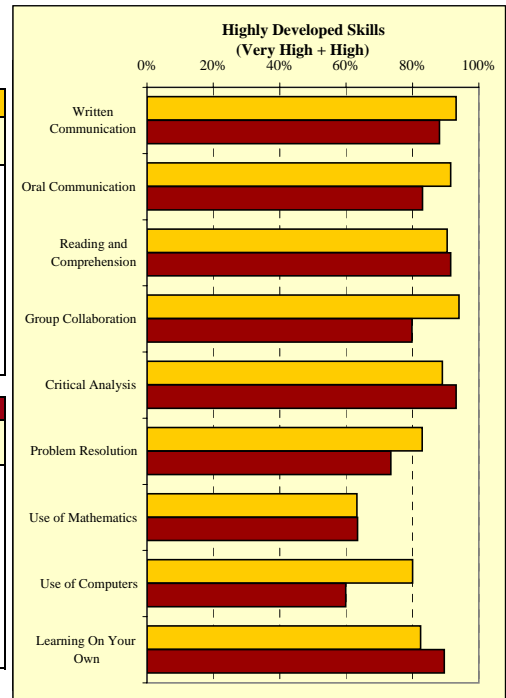
**SKILL DEVELOPMENT**

14a.

To what degree did university help you develop the following skills?	52.1401				
	Very High	High	Low	Very Low	# Resp.
Written Communication	32%	61%	6%	1%	117
Oral Communication	34%	58%	8%	0%	118
Reading and Comprehension	26%	64%	10%	0%	115
Group Collaboration	52%	42%	6%	0%	117
Critical Analysis	29%	60%	11%	0%	118
Problem Resolution	21%	62%	17%	0%	117
Use of Mathematics Appropriate to Field	17%	47%	35%	2%	109
Use of Computers Appropriate to Field	22%	58%	18%	2%	115
Learning On Your Own	22%	61%	16%	2%	114

14b.

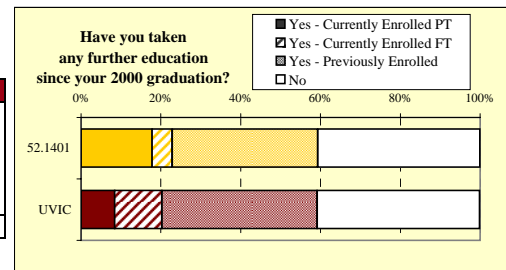
To what degree did university help you develop the following skills?	UVIC				
	Very High	High	Low	Very Low	# Resp.
Written Communication	30%	58%	11%	1%	1,549
Oral Communication	22%	61%	16%	1%	1,547
Reading and Comprehension	32%	60%	8%	0%	1,528
Group Collaboration	25%	55%	19%	1%	1,497
Critical Analysis	39%	54%	6%	0%	1,569
Problem Resolution	15%	58%	25%	1%	1,513
Use of Mathematics Appropriate to Field	16%	48%	30%	7%	1,139
Use of Computers Appropriate to Field	15%	44%	35%	6%	1,354
Learning On Your Own	31%	58%	10%	1%	1,539



**FURTHER EDUCATION**

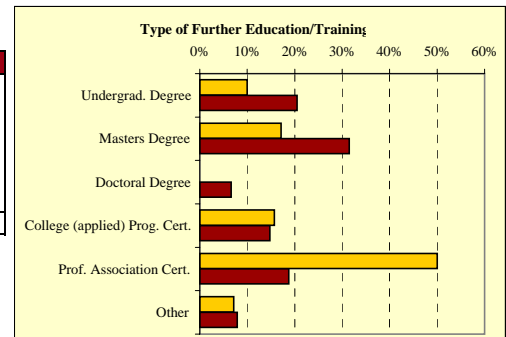
15.

Took further formal education since 2000 graduation	52.1401		UVIC	
Yes:	70	59%	938	59%
Not currently enrolled	43	36%	616	39%
Currently enrolled full-time	6	5%	187	12%
Currently enrolled part-time	21	18%	134	8%
No	48	41%	646	41%
Total	118	100%	1,584	100%



16.

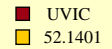
Type of Formal Post-Secondary Education	52.1401		UVIC	
Undergraduate Degree	7	10%	189	20%
Masters Degree	12	17%	290	31%
Doctoral Degree	-	0%	61	7%
College (applied) Program Certification	11	16%	136	15%
Professional Association Certification	35	50%	173	19%
Other	5	7%	73	8%
Total Respondents	122	174%	922	100%



Detailed Summary of Survey Results

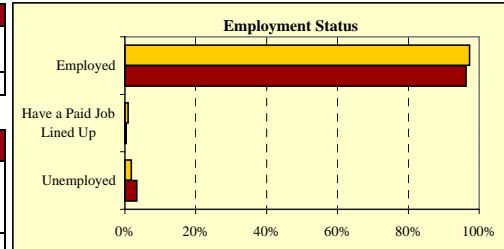
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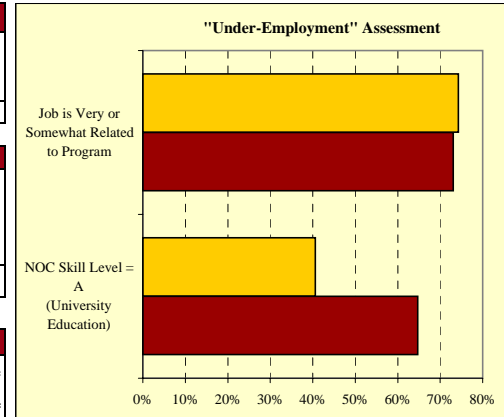
EMPLOYMENT

17. Labour Force Status:	52.1401	UVIC
In Labour Force (working or seeking work)	109 93%	1,414 89%
Not in Labour Force	8 7%	168 11%
Grand Total	117 100%	1,582 100%



18. Employment Status of those IN Labour Force:	52.1401	UVIC
Employed	106 97%	1,362 96%
Have a Paid Job Lined Up	1 1%	5 0%
Unemployed	2 2%	47 3%
Total Labour Force	109 100%	1,414 100%

19. Status of Graduates NOT in Labour Force:	52.1401	UVIC
Attending School FT	3 38%	82 49%
Attending School PT	1 13%	7 4%
Other	4 50%	79 47%
Total NOT in Labour Force	8 100%	168 100%

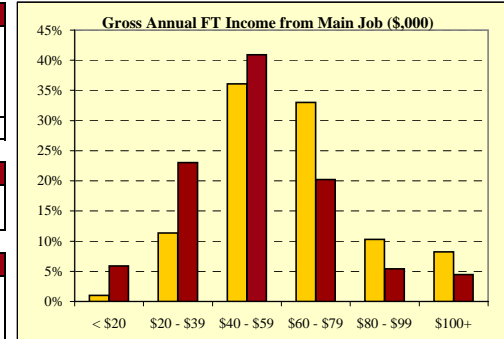


20. Employment Type:	52.1401	UVIC
Paid worker	86 81%	1,170 86%
Self-employed	12 11%	111 8%
Both a paid worker and self-employed	8 8%	80 6%
Total Employed	106 100%	1,362 100%

21. Job Characteristics:	52.1401	UVIC
I hold more than one job	7 7%*	180 13%**
My main job is full-time (>= 30 hours per week)	104 98%**	1,161 87%**

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

22. How related is your main job to your program?	52.1401	UVIC
Very Related	33 31%	554 41%
Somewhat Related	45 43%	439 32%
Not Very Related	20 19%	164 12%
Not At All Related	7 7%	202 15%
Total	105 100%	1,359 100%

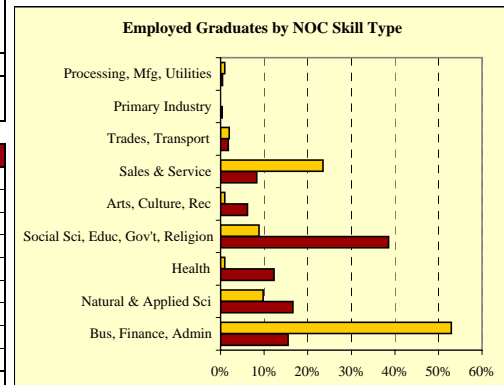


23. "Under-employment" Assessment:	52.1401	UVIC
Job is very or somewhat related to program	78 74%	993 73%
NOC Skill Level = A (University Education)	43 41%	877 65%

\* of total valid responses

24. Gross Annual Income from Main Job:*	52.1401	UVIC
Less than \$20,000	1 1%	74 6%
\$20,000 to \$39,999	11 11%	288 23%
\$40,000 to \$59,999	35 36%	512 41%
\$60,000 to \$79,999	32 33%	253 20%
\$80,000 to \$99,999	10 10%	68 5%
\$100,000 and Above	8 8%	56 4%
Total	97 100%	1,251 100%
Median Annual Income (full-time)	\$60,000	\$50,000
Average Annual Income (full-time)	\$64,588	\$55,364

\* where data provided



25. NOC Skill Type of Main Job:	52.1401	UVIC
Business, Finance and Administration	54 53%	208 15%
Natural and Applied Sciences and Related	10 10%	223 17%
Health	1 1%	165 12%
Social Sciences, Educ., Gov't Services, Religion	9 9%	518 39%
Arts, Culture, Recreation and Sport	1 1%	83 6%
Sales and Service	24 24%	111 8%
Trades, Transport and Eqp. Operators and Related	2 2%	24 2%
Unique to the Primary Industry	- 0%	5 0%
Unique to Processing, Manufacturing and Utilities	1 1%	6 0%
Total	102 100%	1,343 100%

Detailed Summary of Survey Results

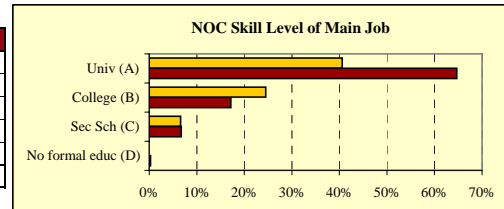
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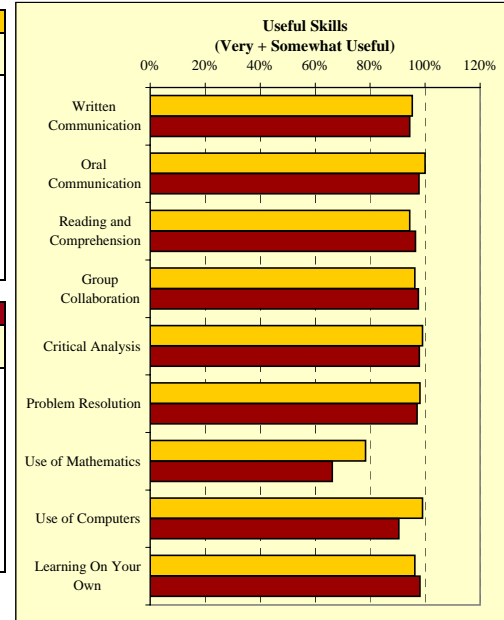
■ UVIC  
■ 52.1401

EMPLOYMENT, continued

26. NOC Skill Level of Main Job:	52.1401	UVIC
A. University education	43 41%	877 65%
B. College education/trade apprenticeship	26 25%	233 17%
C. Secondary school + job-specific training	7 7%	91 7%
D. No formal education	- 0%	4 0%
No skill level assigned (management)	30 28%	151 11%
Total	106 100%	1,356 100%



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	83%	12%	4%	1%	106
Oral Communication	90%	10%	0%	0%	106
Reading and Comprehension	69%	25%	5%	0%	106
Group Collaboration	78%	18%	4%	0%	106
Critical Analysis	86%	13%	1%	0%	106
Problem Resolution	78%	20%	2%	0%	106
Use of Mathematics Appropriate to Field	42%	37%	15%	7%	106
Use of Computers Appropriate to Field	81%	18%	1%	0%	106
Learning On Your Own	79%	17%	4%	0%	106



27b. How useful are the following skills and abilities in doing your main job?	UVIC				#
	Very Useful	Somewhat Useful	Not Very Useful	Not at all Useful	Resp.
Written Communication	78%	17%	4%	1%	1,361
Oral Communication	86%	11%	2%	1%	1,362
Reading and Comprehension	79%	18%	3%	0%	1,361
Group Collaboration	84%	14%	2%	1%	1,361
Critical Analysis	82%	16%	2%	0%	1,361
Problem Resolution	81%	16%	2%	1%	1,361
Use of Mathematics Appropriate to Field	29%	37%	16%	18%	1,351
Use of Computers Appropriate to Field	62%	28%	5%	4%	1,359
Learning On Your Own	76%	22%	1%	1%	1,360

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	10.4%	\$60,000
1114 A Other Financial Officers	5.7%	\$49,000
0611 N/A Sales, Marketing & Advrt Managers	5.7%	\$67,500
1122 A Occs in Bus Svcs to Mgmt	4.7%	\$70,000
1112 A Financial & Investment Analysts	3.8%	\$100,000
6221 B Tech Sales Specialists, Wholesale	3.8%	\$60,000
6232 B Real Estate Agents & Sales	3.8%	\$75,000
2281 B Computer and Network Operators and Web Technicians	3.8%	\$54,500
0123 N/A Other Bus Svcs Managers	2.8%	\$80,000
0632 N/A Accommodation Srvc Managers	2.8%	\$50,000

\*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 Victoria:	UVIC	
NOC Skill Level Description	% Employed FT in this Occ.**	Median FT Salary
4141 A Secondary School Teachers	6.2%	\$44,100
3152 A Registered Nurses	5.2%	\$60,000
4142 A Elem & Kindergarten Teacher	5.1%	\$44,000
4112 A Lawyers & Quebec Notaries	3.9%	\$75,000
4152 A Social Workers	2.9%	\$54,500
2133 A Electrical & Electronics Engineers	1.8%	\$65,000
2173 A Software Engineers	1.7%	\$63,000
4165 A Health Policy Researchers	1.6%	\$55,000
1111 A Financial Auditors & Acnts	1.5%	\$45,000
2174 A Computer Programmers/Interactive Media Developers	1.4%	\$60,000

\*data not displayed where n < 2

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

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University of Victoria

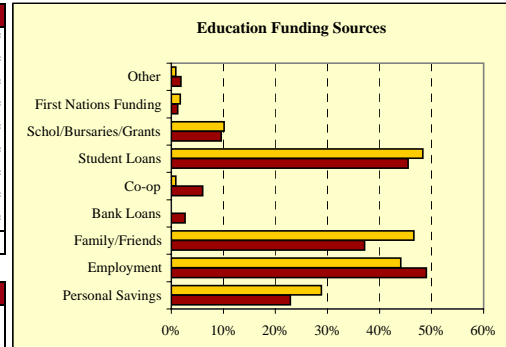
6 Digit CIP: 52.1401: Business Marketing & Marketing Management

■ UVIC  
■ 52.1401

EDUCATION FINANCING

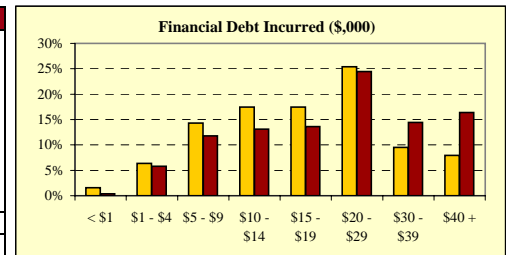
29. Education Funding Sources (2 sources per respondent):	52.1401		UVIC	
Personal Savings	34	29%*	362	23%*
Employment	52	44%*	776	49%*
Family/Friends	55	47%*	588	37%*
Bank Loans	-	0%*	42	3%*
Student Loans	57	48%*	721	46%*
Scholarships/Bursaries/Grants	12	10%*	152	10%*
Co-op	1	1%*	95	6%*
First Nations Funding	2	2%*	19	1%*
Other	1	1%*	29	2%*
<b>Total Respondents</b>	<b>118</b>		<b>1,584</b>	

\* Percentage of respondents who identified this source



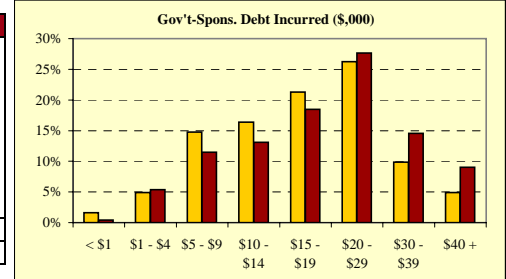
30. Financial Debt Incurred to Finance Univ. Education:	52.1401		UVIC	
Incurred any form of financial debt	63	53%*	830	52%
Incurred government-sponsored student loan debt	61	52%*	742	47%

\* Percentage of respondents who provided data



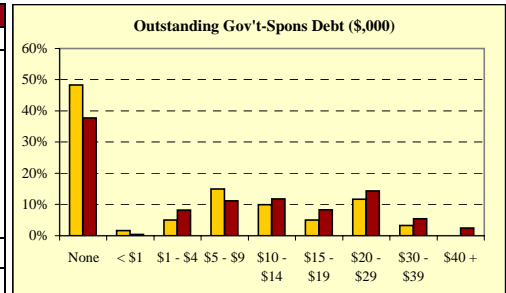
31. Financial Debt Amount:*	52.1401		UVIC	
< \$1,000	1	2%	3	0%
\$1,000 to \$4,999	4	6%	48	6%
\$5,000 to \$9,999	9	14%	98	12%
\$10,000 to \$14,999	11	17%	109	13%
\$15,000 to \$19,999	11	17%	113	14%
\$20,000 to \$29,999	16	25%	203	24%
\$30,000 to \$39,999	6	10%	120	14%
\$40,000 or More	5	8%	136	16%
<b>Total</b>	<b>63</b>	<b>100%</b>	<b>830</b>	<b>100%</b>
<b>Median Financial Debt</b>	<b>\$18,000</b>		<b>\$20,000</b>	

\*includes only cases where financial debt was incurred



32. Government-Sponsored Student Loan Debt Amount:*	52.1401		UVIC	
< \$1,000	1	2%	3	0%
\$1,000 to \$4,999	3	5%	40	5%
\$5,000 to \$9,999	9	15%	85	11%
\$10,000 to \$14,999	10	16%	97	13%
\$15,000 to \$19,999	13	21%	137	18%
\$20,000 to \$29,999	16	26%	205	28%
\$30,000 to \$39,999	6	10%	108	15%
\$40,000 or More	3	5%	67	9%
<b>Total</b>	<b>61</b>	<b>100%</b>	<b>742</b>	<b>100%</b>
<b>Median Gov't-Sponsored Student Loan Debt</b>	<b>\$17,000</b>		<b>\$20,000</b>	

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



33. Outstanding Gov't-Sponsored Loan Debt Amount:*	52.1401		UVIC	
None - Loan repaid in full	29	48%	271	38%
< \$1,000	1	2%	3	0%
\$1,000 to \$4,999	3	5%	59	8%
\$5,000 to \$9,999	9	15%	80	11%
\$10,000 to \$14,999	6	10%	85	12%
\$15,000 to \$19,999	3	5%	60	8%
\$20,000 to \$29,999	7	12%	103	14%
\$30,000 to \$39,999	2	3%	39	5%
\$40,000 or More	-	0%	18	3%
<b>Total</b>	<b>60</b>	<b>100%</b>	<b>718</b>	<b>100%</b>
<b>Median Gov't-Sponsored Loan Debt Outstanding</b>	<b>\$2,350</b>		<b>\$6,000</b>	

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

SPECIAL SECTION ON CITIZENSHIP

34.	To what extent did your university experience lead you to develop and use effective leadership skills?	52.1401		UVIC	
	To a great extent	37	31%	412	26%
	To some extent	67	57%	802	51%
	To a small extent	12	10%	274	17%
	To no extent at all	2	2%	90	6%
	Total	118	100%	1,578	100%

35.	To what extent did your university experience lead you to appreciate your rights, responsibilities and privileges as a citizen?	52.1401		UVIC	
	To a great extent	27	23%	455	29%
	To some extent	49	42%	732	46%
	To a small extent	30	25%	283	18%
	To no extent at all	11	9%	107	7%
	Total	117	99%	1,577	100%

36.	In the past 12 months, as an unpaid volunteer, have you...	52.1401		UVIC	
	worked for any type of organization?	68	58%	927	59%
	done any canvassing, campaigning or fundraising?	38	56%	426	46%
	done any coaching, mentoring or tutoring?	36	53%	522	56%
	engaged in any activities aimed at bringing about social or environmental change?	31	46%	509	55%
	helped organize or supervise activities or events for an organization?	42	62%	639	69%
	done any consulting, executive, office or administrative work?	25	37%	350	38%
	collected, served or delivered food or other goods?	21	31%	225	24%
	been involved in the identification and description of practical community problems?	12	18%	278	30%
	Average hours volunteered over last 12 months *	104		127	

\*includes only cases where volunteer activity was reported

37.	To what extent did your entire university experience – including extra-curricular and social activities - motivate you to participate in volunteering? *	52.1401		UVIC	
	To a great extent	5	7%	136	15%
	To some extent	17	25%	303	33%
	To a small extent	21	31%	234	25%
	To no extent at all	25	37%	253	27%
	Total	68	100%	926	100%

\*includes only cases where volunteer activity was reported

38.	Are you a member or participant in...	52.1401		UVIC	
	a work-related organization such as a union or professional association?	42	36%	911	58%
	a political organization?	3	3%	99	6%
	a cultural, education or hobby organization?	37	31%	543	34%
	a sports or recreation organization?	66	56%	721	46%
	a religious-affiliated group?	13	11%	216	14%
	a school group, a neighbourhood, civic or community association?	22	19%	370	23%
	Avg. charitable contributions over last 12 months *	\$586		\$702	

\*includes only cases where financial contributions were reported

39.	To what extent did your entire university experience – including extra-curricular and social activities - motivate you to contribute financially to charitable or non-profit organizations?	52.1401		UVIC	
	To a great extent	1	1%	54	4%
	To some extent	19	20%	292	23%
	To a small extent	23	24%	332	27%
	To no extent at all	52	55%	572	46%
	Total	95	100%	1,250	100%

