

B.C. University Student Outcomes 2006 Survey of 2004 Baccalaureate Graduates

Detailed Summary of Survey Results

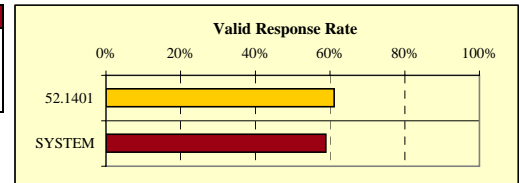
All Institutions

6 Digit CIP: 52.1401: Business Marketing & Marketing Management

■ SYSTEM
■ 52.1401

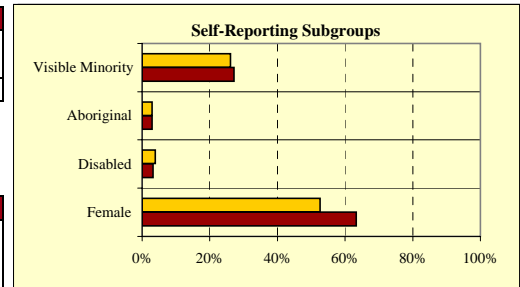
RESPONSE RATE

1. Survey Response Rate:	52.1401	SYSTEM
2004 Baccalaureate Graduates Survey Cohort	552	15,605
Net Frame	501	13,595
Survey Respondents and Valid Response Rate	306	8,009
	61%	59%



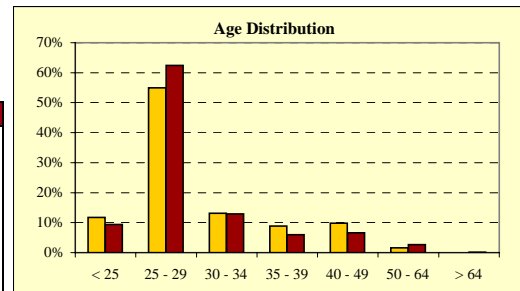
DEMOGRAPHIC INFORMATION

2. Gender:	52.1401	SYSTEM
Male	145	2,941
Female	161	5,067
Total	306	8,008
	100%	100%

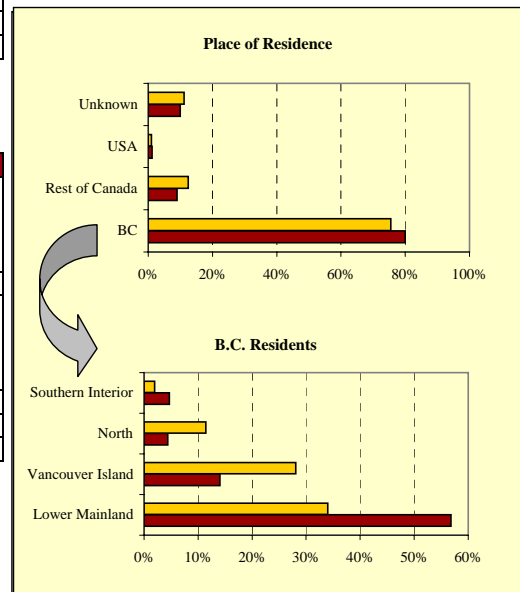


3. Self-Reporting Subgroups:	52.1401	SYSTEM
Disabled	12	260
Aboriginal	9	232
Visible Minority	80	2,172
	4%	3%
	3%	3%
	26%	27%

4. Age (at time of survey):	52.1401	SYSTEM
< 25	36	748
25 to 29	168	4,997
30 to 34	40	1,036
35 to 39	27	478
40 to 49	30	528
50 to 64	5	213
> 64	-	9
Unknown	-	-
Total	306	8,009
Mean Age:	28.9	29.0
	100%	100%



5. Place of Residence (at time of survey):	52.1401	SYSTEM
BC - Lower Mainland	104	4,549
BC - Vancouver Island	86	1,124
BC - North	35	353
BC - Southern Interior	6	376
BC Subtotal	231	6,402
Canada - Alberta	24	310
Canada - Ontario	11	240
Canada - Other	3	164
U.S.A.	3	94
Non-BC Subtotal	41	808
Unknown	34	799
Total	306	8,009
	100%	100%



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All Institutions

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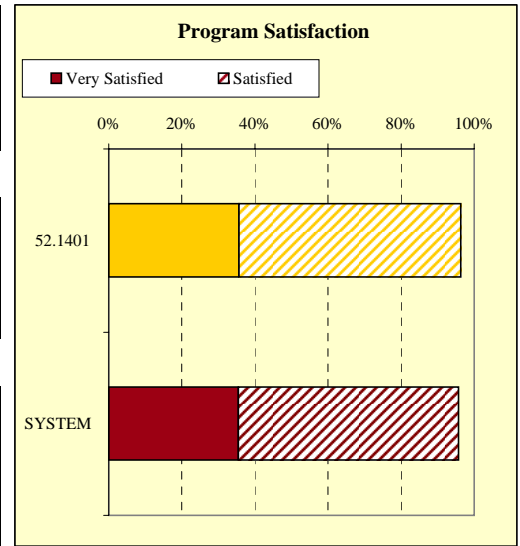
■ SYSTEM
■ 52.1401

EDUCATION EVALUATION AND SKILL DEVELOPMENT

6. Usefulness of Knowledge, Skills, and Abilities Acquired during Program in Work:	52.1401	SYSTEM
Very Useful	119 42%	2,934 44%
Somewhat Useful	148 52%	2,942 44%
Not Very Useful	12 4%	565 8%
Not at All Useful	7 2%	247 4%

7. Usefulness of Knowledge, Skills, and Abilities Acquired during Program in Day-to-day Life:	52.1401	SYSTEM
Very Useful	86 30%	2,013 30%
Somewhat Useful	167 58%	3,611 54%
Not Very Useful	25 9%	890 13%
Not at All Useful	8 3%	179 3%

8. Program Satisfaction:	52.1401	SYSTEM
Very Satisfied	109 36%	2,832 35%
Satisfied	186 61%	4,816 60%
Dissatisfied	9 3%	288 4%
Very Dissatisfied	2 1%	51 1%
Total	306 100%	7987 100%



9. Would you select the same program again?	52.1401	SYSTEM
Yes	241 84%	6,053 79%
No, because . . . (multiple response question)	46	1,565
. . . interests have changed	17 20%*	468 17%*
. . . courses were not practical	11 13%*	597 22%*
. . . little or no career opportunities	9 11%*	505 18%*
. . . other	48 56%*	1,197 43%*

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

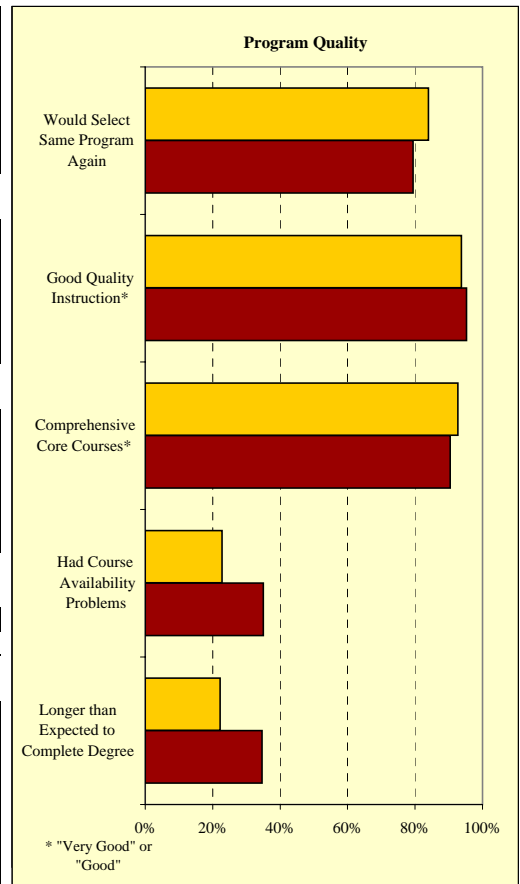
10. Quality of Instruction:	52.1401	SYSTEM
Very Good	96 32%	2,490 31%
Good	187 62%	5,096 64%
Poor	17 6%	348 4%
Very Poor	2 1%	28 0%
Total	302 100%	7,962 100%

11. Comprehensiveness of Core Courses:	52.1401	SYSTEM
Very Good	79 26%	2,045 26%
Good	202 67%	5,069 64%
Poor	20 7%	704 9%
Very Poor	2 1%	53 1%
Total	303 100%	7,871 100%

12. Course Availability:	52.1401	SYSTEM
Encountered course availability problems	68 23%	2,753 35%

13. Degree Completion:	52.1401	SYSTEM
Took longer than expected to complete degree	68 22%	2,770 35%
Top 4 reasons for prolonged degree completion (multiple response question):		
Personal or family reasons	8 8%*	401 8%*
Financial reasons / work	9 9%*	468 9%*
Change of major/program/specialization	9 9%*	403 8%*
Involvement in co-op program extended completion time	21 20%*	451 9%*
Other reason(s)	56 54%*	3,253 65%*

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



Detailed Summary of Survey Results

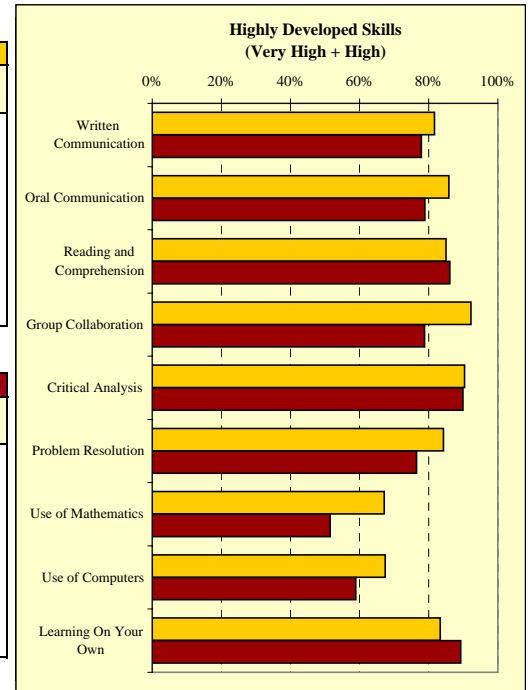
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SYSTEM
52.1401

SKILL DEVELOPMENT

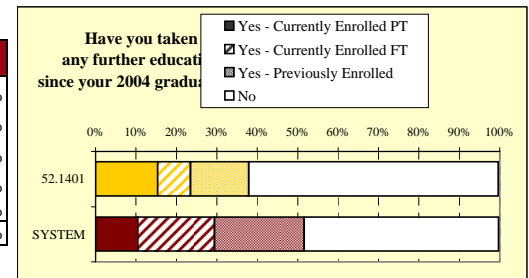
14a. To what degree did program help you develop the following skills?	52.1401					# Resp.
	Very High	High	Low	Very Low		
	Written Communication	26%	56%	16%	2%	
Oral Communication	28%	57%	13%	1%	296	
Reading and Comprehension	18%	67%	13%	2%	286	
Group Collaboration	54%	39%	6%	2%	297	
Critical Analysis	34%	56%	8%	2%	302	
Problem Resolution	28%	56%	15%	1%	299	
Use of Mathematics Appropriate to Field	16%	51%	30%	2%	289	
Use of Computers Appropriate to Field	23%	45%	28%	5%	276	
Learning On Your Own	31%	52%	15%	2%	282	



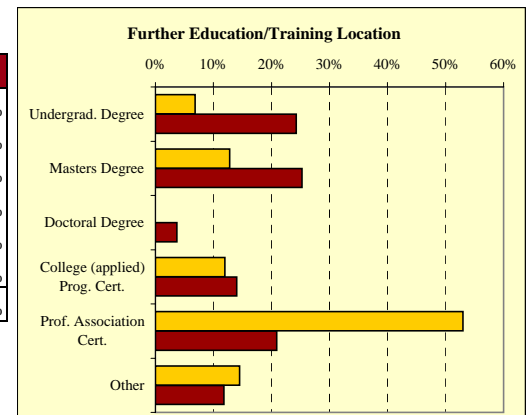
14b. To what degree did program help you develop the following skills?	SYSTEM					# Resp.
	Very High	High	Low	Very Low		
	Written Communication	24%	54%	19%	3%	
Oral Communication	23%	56%	19%	2%	7,662	
Reading and Comprehension	31%	55%	12%	2%	7,627	
Group Collaboration	32%	46%	18%	3%	7,670	
Critical Analysis	41%	49%	9%	1%	7,885	
Problem Resolution	21%	55%	21%	2%	7,577	
Use of Mathematics Appropriate to Field	17%	35%	35%	14%	5,873	
Use of Computers Appropriate to Field	20%	39%	31%	10%	6,615	
Learning On Your Own	38%	52%	9%	2%	7,713	

FURTHER EDUCATION

15. Took further education since 2004 graduation	52.1401	SYSTEM		
Yes:				
Not currently enrolled	44	14%	1,779	22%
Currently enrolled full-time	25	8%	1,520	19%
Currently enrolled part-time	47	15%	838	10%
No	189	62%	3,851	48%
Total	306	100%	8,009	100%



16. Type of Formal Post-Secondary Education	52.1401	SYSTEM		
Undergraduate Degree	8	7%	995	24%
Masters Degree	15	13%	1,036	25%
Doctoral Degree	-	0%	152	4%
College (applied) Program Certification	14	12%	575	14%
Professional Association Certification	62	53%	858	21%
Other	17	15%	485	12%
Total Respondents	116	99%	4,101	100%



Detailed Summary of Survey Results

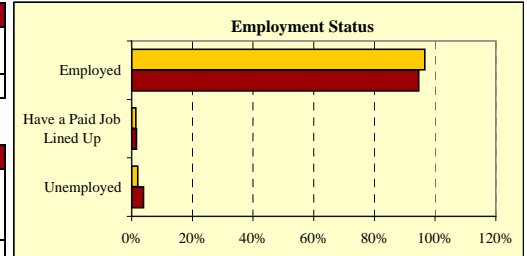
All Institutions

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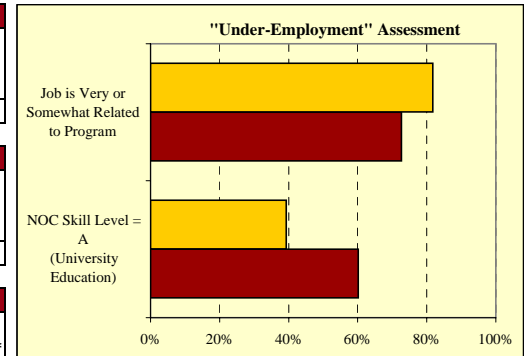
EMPLOYMENT

17. Labour Force Status:	52.1401	SYSTEM
In Labour Force (working or seeking work)	296 97%	7,092 89%
Not in Labour Force	9 3%	905 11%
Grand Total	305 100%	7,997 100%



18. Employment Status of those IN Labour Force:	52.1401	SYSTEM
Employed	286 97%	6,707 95%
Have a Paid Job Lined Up	4 1%	109 2%
Unemployed	6 2%	276 4%
Total Labour Force	296 100%	7,092 100%

19. Status of Graduates NOT in Labour Force:	52.1401	SYSTEM
Attending School FT	7 78%	677 75%
Attending School PT	1 11%	32 4%
Other	1 11%	196 22%
Total NOT in Labour Force	9 100%	905 100%

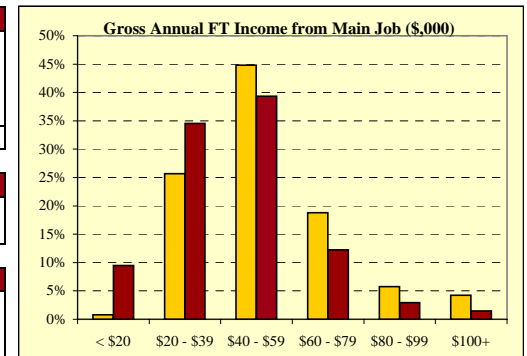


20. Employment Type:	52.1401	SYSTEM
Paid worker	249 87%	6,048 90%
Self-employed	24 8%	356 5%
Both a paid worker and self-employed	13 5%	300 4%
Total Employed	286 100%	6,707 100%

21. Job Characteristics:	52.1401	SYSTEM
I hold more than one job	26 9%*	1,333 20%
My main job is full-time (>= 30 hours per week)	280 99%**	5,464 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	SYSTEM
Very Related	109 38%	3,006 45%
Somewhat Related	124 44%	1,865 28%
Not Very Related	35 12%	810 12%
Not At All Related	17 6%	1,020 15%
Total	285 100%	6,701 100%



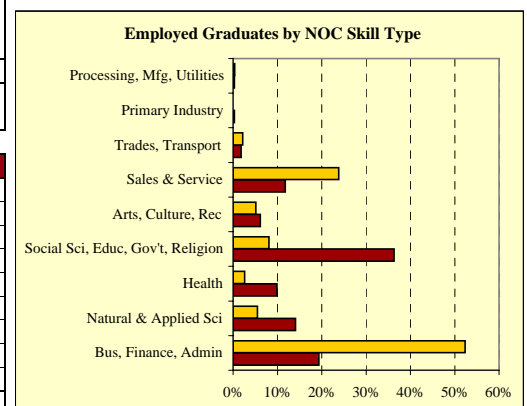
23. "Under-employment" Assessment:	52.1401	SYSTEM
Job is very or somewhat related to program	233 82%	4,871 73%
NOC Skill Level = A (University Education)	110 39%	3,972 60%

* of total valid responses

24. Gross Annual Income from Main Job:*	52.1401	SYSTEM
Less than \$20,000	2 1%	552 9%
\$20,000 to \$39,999	67 26%	2,009 35%
\$40,000 to \$59,999	117 45%	2,290 39%
\$60,000 to \$79,999	49 19%	714 12%
\$80,000 to \$99,999	15 6%	171 3%
\$100,000 and Above	11 4%	85 1%
Total	261 100%	5,821 100%
Median Annual Income (full-time)	\$48,800	\$43,000
Average Annual Income (full-time)	\$54,037	\$46,444

* where data provided

25. NOC Skill Type of Main Job:	52.1401	SYSTEM
Business, Finance and Administration	143 52%	1,274 19%
Natural and Applied Sciences and Related	15 5%	927 14%
Health	7 3%	650 10%
Social Sciences, Educ., Gov't Services, Religion	22 8%	2,389 36%
Arts, Culture, Recreation and Sport	14 5%	404 6%
Sales and Service	65 24%	772 12%
Trades, Transport and Equip. Operators and Related	6 2%	117 2%
Unique to the Primary Industry	- 0%	21 0%
Unique to Processing, Manufacturing and Utilities	1 0%	18 0%
Total	273 100%	6,572 100%



Detailed Summary of Survey Results

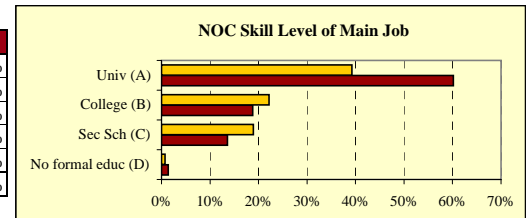
All Institutions

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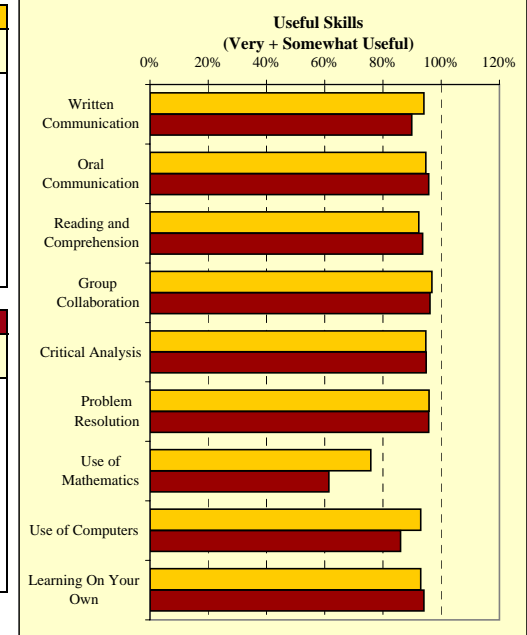
SYSTEM
52.1401

EMPLOYMENT, continued

26. NOC Skill Level of Main Job:	52.1401	SYSTEM
A. University education	110 39%	3,972 60%
B. College education/trade apprenticeship	62 22%	1,240 19%
C. Secondary school + job-specific training	53 19%	899 14%
D. No formal education	2 1%	92 1%
No skill level assigned (management)	53 19%	397 6%
Total	280 100%	6,600 100%



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	72%	22%	4%	2%	286
Oral Communication	78%	16%	5%	1%	285
Reading and Comprehension	67%	25%	6%	2%	286
Group Collaboration	77%	20%	2%	1%	286
Critical Analysis	77%	18%	4%	1%	286
Problem Resolution	75%	21%	3%	1%	286
Use of Mathematics Appropriate to Field	40%	36%	17%	7%	286
Use of Computers Appropriate to Field	72%	21%	5%	2%	286
Learning On Your Own	66%	27%	5%	2%	286



27b. How useful are the following skills and abilities in doing your main job?	SYSTEM				
	Very Useful	Somewhat Useful	Not Very Useful	Not at all Useful	# Resp.
Written Communication	67%	23%	6%	4%	6,696
Oral Communication	77%	19%	3%	1%	6,696
Reading and Comprehension	70%	23%	4%	2%	6,696
Group Collaboration	79%	17%	3%	1%	6,699
Critical Analysis	74%	20%	3%	2%	6,698
Problem Resolution	75%	20%	3%	1%	6,693
Use of Mathematics Appropriate to Field	25%	36%	22%	17%	6,675
Use of Computers Appropriate to Field	56%	30%	8%	6%	6,688
Learning On Your Own	68%	26%	4%	2%	6,690

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	14%	\$45,000	
6411 C Sales Reps, Wholesale Trade Non-Tech	6%	\$53,000	
0611 N/A Sales, Marketing & Advrt Managers	5%	\$50,000	
5124 A Occhs in Public Relations & Comm	5%	\$48,750	
1232 B Loan Officers	5%	\$42,500	
1112 A Financial & Investment Analysts	3%	\$50,000	
4163 A Econ Devt Officers, Etc	3%	\$55,000	
1122 A Occhs in Bus Srves to Mgmt	3%	\$56,500	
1114 A Other Financial Officers	3%	\$71,000	
1431 C Accounting & Related Clerks	3%	\$36,000	

*data not displayed where n < 2

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

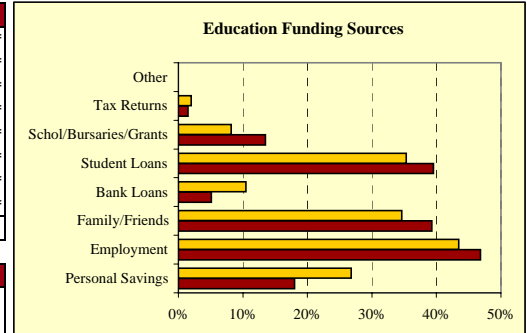
28b. Top 10 Full-time Occupations of Graduates from All Institutions:	SYSTEM		
NOC Skill Level Description	% Employed FT in this Occ.**	Median FT Salary	
4141 A Secondary School Teachers	8%	\$42,000	
4142 A Elem & Kindergarten Teacher	7%	\$40,000	
3152 A Registered Nurses	5%	\$56,330	
1111 A Financial Auditors & Acnts	3%	\$42,500	
2174 A Computer Programmers/Interactive Media Developers	2%	\$50,000	
5124 A Occhs in Public Relations & Comm	2%	\$42,000	
4112 A Lawyers & Quebec Notaries	2%	\$70,000	
1232 B Loan Officers	1%	\$40,000	
2173 A Software Engineers	1%	\$56,000	
4152 A Social Workers	1%	\$48,000	

*data not displayed where n < 2

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

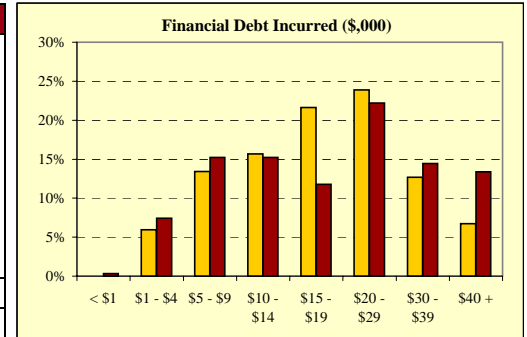
EDUCATION FINANCING

29. Education Funding Sources (2 sources per respondent):	52.1401	SYSTEM
Personal Savings	82 27%*	1,444 18%*
Employment	133 43%*	3,752 47%*
Family/Friends	106 35%*	3,146 39%*
Bank Loans	32 10%*	409 5%*
Student Loans	108 35%*	3,168 40%*
Scholarships/Bursaries/Grants	25 8%*	1,082 14%*
Tax Returns	6 2%*	120 1%*
Other	- 0%*	- 0%*
Total Respondents	306	8,009

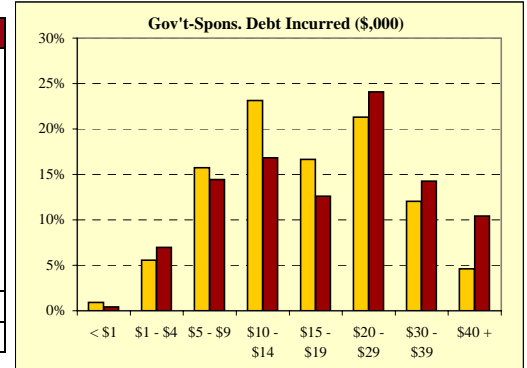


30. Financial Debt Incurred to Finance Univ. Education:	52.1401	SYSTEM
Incurred any form of financial debt	134 44%*	3,818 48%
Incurred government-sponsored student loan debt	108 35%*	3,190 40%

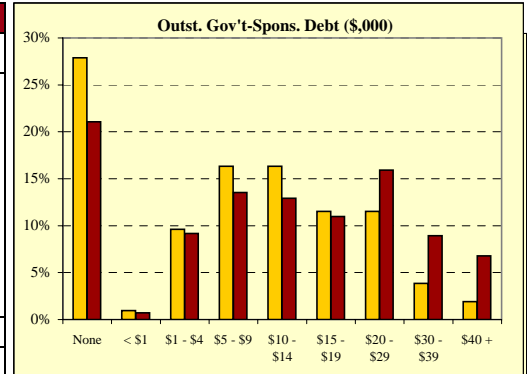
31. Financial Debt Amount:*	52.1401	SYSTEM
< \$1,000	- 0%	12 0%
\$1,000 to \$4,999	8 6%	284 7%
\$5,000 to \$9,999	18 13%	582 15%
\$10,000 to \$14,999	21 16%	581 15%
\$15,000 to \$19,999	29 22%	449 12%
\$20,000 to \$29,999	32 24%	847 22%
\$30,000 to \$39,999	17 13%	552 14%
\$40,000 or More	9 7%	511 13%
Total	134 100%	3,818 100%
Median Financial Debt	\$17,000	\$20,000



32. Government-Sponsored Student Loan Debt Amount:*	52.1401	SYSTEM
< \$1,000	1 1%	14 0%
\$1,000 to \$4,999	6 6%	222 7%
\$5,000 to \$9,999	17 16%	460 14%
\$10,000 to \$14,999	25 23%	537 17%
\$15,000 to \$19,999	18 17%	402 13%
\$20,000 to \$29,999	23 21%	768 24%
\$30,000 to \$39,999	13 12%	455 14%
\$40,000 or More	5 5%	332 10%
Total	108 100%	3,190 100%
Median Gov't-Sponsored Student Loan Debt	\$15,000	\$18,000



33. Outstanding Gov't-Sponsored Loan Debt Amount:*	52.1401	SYSTEM
None - Loan repaid in full	29 28%	644 21%
< \$1,000	1 1%	22 1%
\$1,000 to \$4,999	10 10%	280 9%
\$5,000 to \$9,999	17 16%	414 14%
\$10,000 to \$14,999	17 16%	395 13%
\$15,000 to \$19,999	12 12%	336 11%
\$20,000 to \$29,999	12 12%	487 16%
\$30,000 to \$39,999	4 4%	273 9%
\$40,000 or More	2 2%	207 7%
Total	104 100%	3,058 100%
Median Gov't-Sponsored Loan Debt Outstanding	\$8,000	\$11,000



* Percentage of respondents who identified this source

* Percentage of respondents who provided data

*includes only cases where financial debt was incurred

*includes only cases where government-sponsored debt was incurred

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

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SPECIAL SECTION ON INTERNATIONAL EDUCATION

42. In your employment since graduation, how important has it been for you to understand the following international skills/issues?

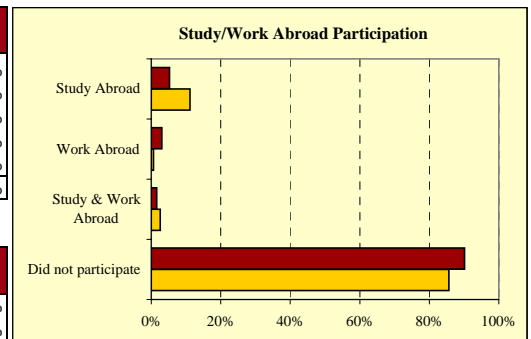
International Skill	52.1401						SYSTEM					
	Very Important	Important	Not Very Important	Not at all Important	Not Applicable	Total Resp.	Very Important	Important	Not Very Important	Not at all Important	Not Applicable	Total Resp.
Speak a second language	13%	22%	32%	32%	2%	304	20%	22%	28%	28%	2%	7966
International Business Practices	23%	38%	25%	14%	0%	301	13%	27%	32%	28%	0%	7817
Global Issues	27%	38%	23%	13%	0%	301	26%	38%	22%	14%	0%	7835
Interconnections between local and global issues	27%	45%	19%	9%	0%	301	29%	41%	18%	12%	0%	7835
Knowledge and traditions of other countries and cultures	27%	36%	25%	12%	0%	301	40%	35%	16%	10%	0%	7840

43. How helpful was the institution in preparing you with the following international skills?

International Skill	52.1401						SYSTEM					
	Very Helpful	Helpful	Not Very Helpful	Not at all Helpful	Not Applicable	Total Resp.	Very Helpful	Helpful	Not Very Helpful	Not at all Helpful	Not Applicable	Total Resp.
Speak a second language	3%	12%	18%	16%	51%	306	5%	12%	18%	18%	48%	7985
International Business Practices	24%	50%	20%	5%	0%	304	6%	23%	34%	37%	0%	7838
Global Issues	27%	55%	14%	4%	0%	305	20%	47%	20%	13%	0%	7946
Interconnections between local and global issues	23%	58%	15%	4%	0%	304	19%	47%	22%	12%	0%	7930
Knowledge and traditions of other countries and cultures	17%	49%	25%	9%	0%	303	20%	46%	22%	11%	0%	7942

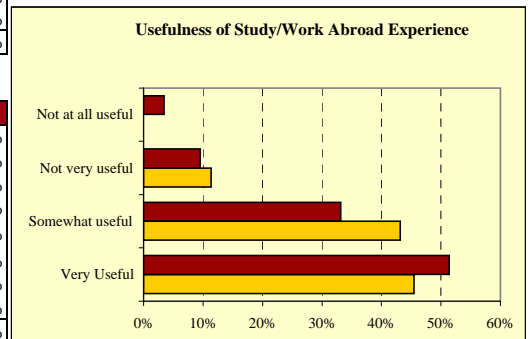
44. Did you study or work abroad during your program?

	52.1401	SYSTEM
Yes:		
Study Abroad	44	14%
Work Abroad	34	11%
Study and work abroad	2	1%
Study and work abroad	8	3%
No	262	86%
Total	306	100%



45. Usefulness of study or work abroad experiences to current job:*

	52.1401	SYSTEM
Very Useful	20	45%
Somewhat useful	19	43%
Not very useful	5	11%
Not at all useful	-	0%
Total	44	100%



46. Reasons why you did not study or work abroad:

	52.1401	SYSTEM
Not aware these opportunities exist	28	11%
Financial reasons	27	11%
Extended degree completion time	13	5%
Personal reasons (i.e. employment, family)	43	17%
No opportunities/Limited opportunities	54	21%
Not interested/ relevant/ required/ attractive	62	24%
Conflicts with schooling (course load too heavy)	22	9%
Other	8	3%
Total	257	100%