

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

Detailed Summary of Survey Results

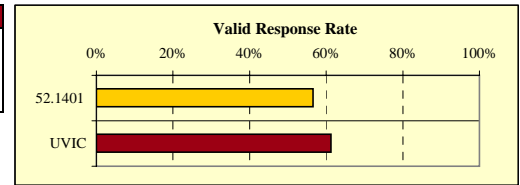
University of Victoria

6 Digit CIP: 52.1401: Business Marketing & Marketing Management

■ UVIC
■ 52.1401

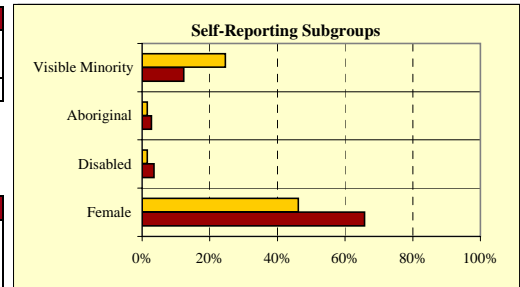
RESPONSE RATE

1. Survey Response Rate:	52.1401	UVIC
2004 Baccalaureate Graduates Survey Cohort	134	2,947
Net Frame	115	2,679
Survey Respondents and Valid Response Rate	65	1,640
	57%	61%



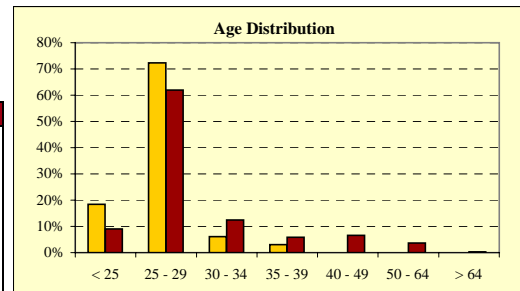
DEMOGRAPHIC INFORMATION

2. Gender:	52.1401	UVIC
Male	35	561
Female	30	1,079
Total	65	1,640
	100%	100%

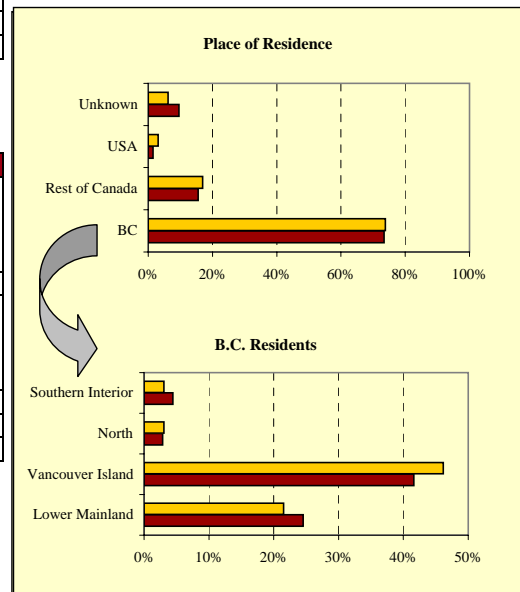


3. Self-Reporting Subgroups:	52.1401	UVIC
Disabled	1	58
Aboriginal	1	45
Visible Minority	16	201
	2%	4%
	2%	3%
	25%	12%

4. Age (at time of survey):	52.1401	UVIC
< 25	12	149
25 to 29	47	1,016
30 to 34	4	205
35 to 39	2	97
40 to 49	-	109
50 to 64	-	60
> 64	-	4
Unknown	-	-
Total	65	1,640
Mean Age:	26.3	29.3



5. Place of Residence (at time of survey):	52.1401	UVIC
BC - Lower Mainland	14	402
BC - Vancouver Island	30	682
BC - North	2	47
BC - Southern Interior	2	73
BC Subtotal	48	1,204
Canada - Alberta	8	116
Canada - Ontario	2	92
Canada - Other	1	47
U.S.A.	2	24
Non-BC Subtotal	13	279
Unknown	4	157
Total	65	1,640

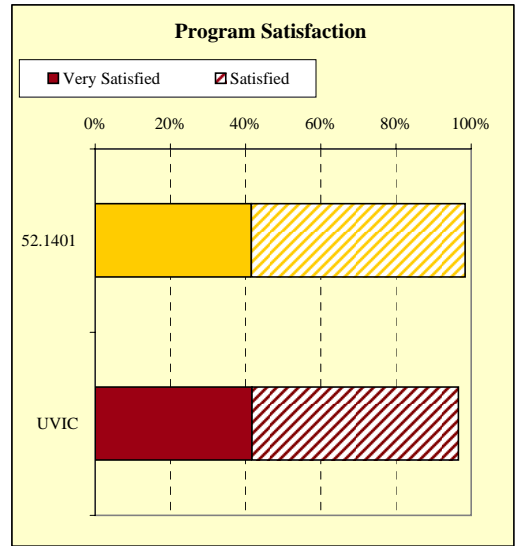


EDUCATION EVALUATION AND SKILL DEVELOPMENT

6. Usefulness of Knowledge, Skills, and Abilities Acquired during Program in Work:	52.1401		UVIC	
Very Useful	23	39%	639	46%
Somewhat Useful	35	59%	546	40%
Not Very Useful	1	2%	135	10%
Not at All Useful	-	0%	57	4%

7. Usefulness of Knowledge, Skills, and Abilities Acquired during Program in Day-to-day Life:	52.1401		UVIC	
Very Useful	24	41%	481	35%
Somewhat Useful	27	46%	707	51%
Not Very Useful	8	14%	156	11%
Not at All Useful	-	0%	34	2%

8. Program Satisfaction:	52.1401		UVIC	
Very Satisfied	27	42%	683	42%
Satisfied	37	57%	901	55%
Dissatisfied	1	2%	45	3%
Very Dissatisfied	-	0%	9	1%
Total	65	100%	1638	100%



9. Would you select the same program again?	52.1401		UVIC	
Yes	59	94%	1,247	79%
No, because . . . (multiple response question)	4		322	
. . . interests have changed	1	25%*	92	17%*
. . . courses were not practical	-	0%*	123	23%*
. . . little or no career opportunities	-	0%*	109	21%*
. . . other	3	75%*	203	39%*

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



10. Quality of Instruction:	52.1401		UVIC	
Very Good	26	41%	564	35%
Good	36	57%	1,003	62%
Poor	1	2%	60	4%
Very Poor	-	0%	3	0%
Total	63	100%	1,630	100%

11. Comprehensiveness of Core Courses:	52.1401		UVIC	
Very Good	14	22%	468	29%
Good	49	75%	982	61%
Poor	2	3%	152	9%
Very Poor	-	0%	11	1%
Total	65	100%	1,613	100%

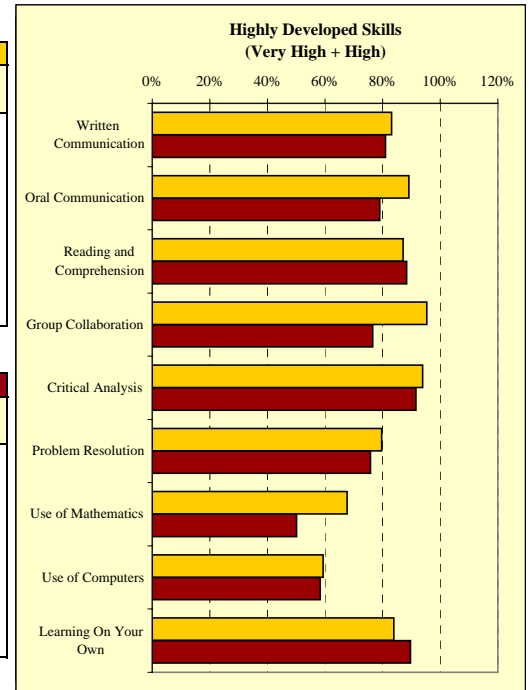
12. Course Availability:	52.1401		UVIC	
Encountered course availability problems	10	16%	497	31%

13. Degree Completion:	52.1401		UVIC	
Took longer than expected to complete degree	24	37%	580	35%
Top 4 reasons for prolonged degree completion (multiple response question):				
Personal or family reasons	-	0%*	92	10%*
Financial reasons / work	2	7%*	82	9%*
Change of major/program/specialization	3	10%*	82	9%*
Involvement in co-op program extended completion time	13	45%*	101	11%*
Other reason(s)	11	38%*	565	61%*

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

SKILL DEVELOPMENT

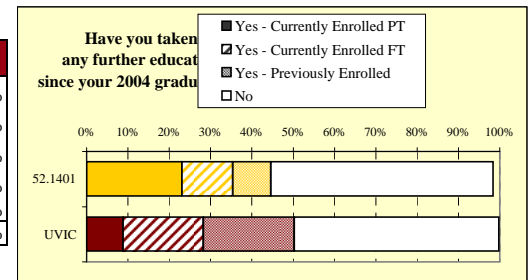
14a. To what degree did program help you develop the following skills?	52.1401					# Resp.
	Very High	High	Low	Very Low		
	Written Communication	22%	62%	14%	3%	
Oral Communication	30%	59%	11%	0%	64	
Reading and Comprehension	15%	73%	13%	0%	62	
Group Collaboration	67%	28%	3%	2%	64	
Critical Analysis	34%	60%	5%	2%	65	
Problem Resolution	19%	61%	20%	0%	64	
Use of Mathematics Appropriate to Field	17%	51%	31%	2%	65	
Use of Computers Appropriate to Field	19%	41%	38%	3%	64	
Learning On Your Own	29%	55%	16%	0%	62	



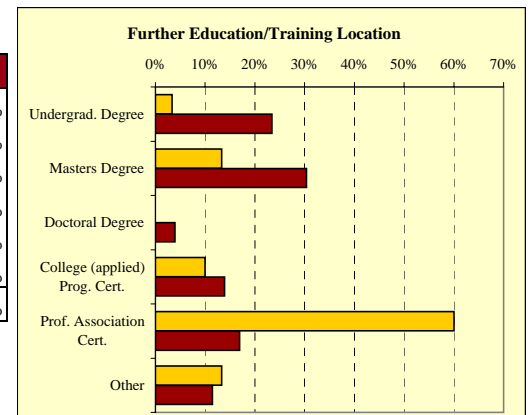
14b. To what degree did program help you develop the following skills?	UVIC					# Resp.
	Very High	High	Low	Very Low		
	Written Communication	27%	54%	17%	2%	
Oral Communication	23%	56%	19%	2%	1,564	
Reading and Comprehension	34%	55%	10%	1%	1,583	
Group Collaboration	32%	45%	20%	3%	1,556	
Critical Analysis	45%	46%	7%	1%	1,626	
Problem Resolution	21%	55%	21%	3%	1,540	
Use of Mathematics Appropriate to Field	18%	32%	35%	14%	1,116	
Use of Computers Appropriate to Field	19%	39%	32%	10%	1,331	
Learning On Your Own	39%	51%	9%	1%	1,589	

FURTHER EDUCATION

15. Took further education since 2004 graduation	52.1401		UVIC	
Yes:	30	46%	826	50%
Not currently enrolled	6	9%	360	22%
Currently enrolled full-time	8	12%	319	19%
Currently enrolled part-time	15	23%	145	9%
No	35	54%	814	50%
Total	65	100%	1,640	100%

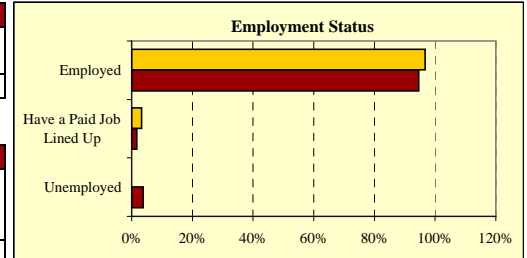


16. Type of Formal Post-Secondary Education	52.1401		UVIC	
Undergraduate Degree	1	3%	192	23%
Masters Degree	4	13%	249	30%
Doctoral Degree	-	0%	32	4%
College (applied) Program Certification	3	10%	114	14%
Professional Association Certification	18	60%	139	17%
Other	4	13%	94	11%
Total Respondents	30	100%	820	100%



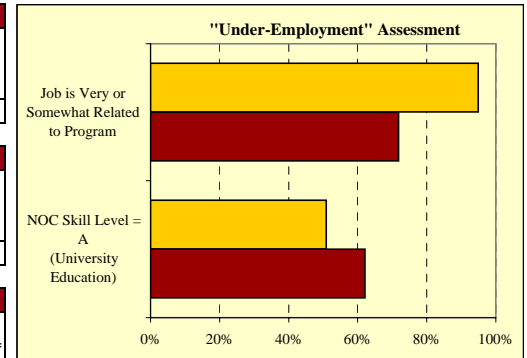
EMPLOYMENT

17. Labour Force Status:	52.1401	UVIC
In Labour Force (working or seeking work)	61 94%	1,458 89%
Not in Labour Force	4 6%	182 11%
Grand Total	65 100%	1,640 100%



18. Employment Status of those IN Labour Force:	52.1401	UVIC
Employed	59 97%	1,379 95%
Have a Paid Job Lined Up	2 3%	24 2%
Unemployed	- 0%	55 4%
Total Labour Force	61 100%	1,458 100%

19. Status of Graduates NOT in Labour Force:	52.1401	UVIC
Attending School FT	4 100%	136 75%
Attending School PT	- 0%	7 4%
Other	- 0%	39 21%
Total NOT in Labour Force	4 100%	182 100%

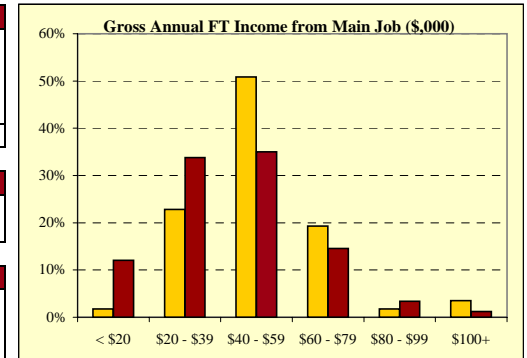


20. Employment Type:	52.1401	UVIC
Paid worker	52 88%	1,261 91%
Self-employed	5 8%	65 5%
Both a paid worker and self-employed	2 3%	53 4%
Total Employed	59 100%	1,379 100%

21. Job Characteristics:	52.1401	UVIC
I hold more than one job	7 12%*	285 21%
My main job is full-time (>= 30 hours per week)	58 98%**	1,095 82%*

* 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	31 53%	633 46%
Somewhat Related	25 42%	358 26%
Not Very Related	3 5%	177 13%
Not At All Related	- 0%	211 15%
Total	59 100%	1,379 100%



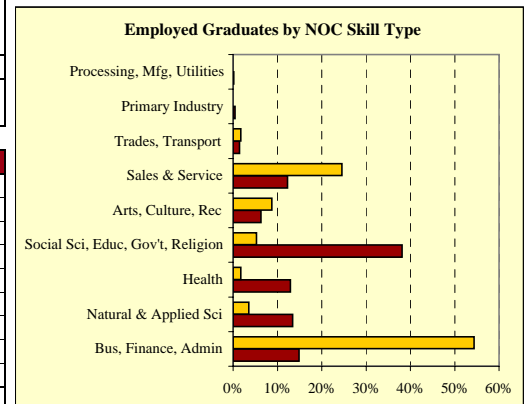
23. "Under-employment" Assessment:	52.1401	UVIC
Job is very or somewhat related to program	56 95%	991 72%
NOC Skill Level = A (University Education)	30 51%	851 62%

* of total valid responses

24. Gross Annual Income from Main Job:*	52.1401	UVIC
Less than \$20,000	1 2%	149 12%
\$20,000 to \$39,999	13 23%	418 34%
\$40,000 to \$59,999	29 51%	433 35%
\$60,000 to \$79,999	11 19%	180 15%
\$80,000 to \$99,999	1 2%	42 3%
\$100,000 and Above	2 4%	15 1%
Total	57 100%	1,237 100%
Median Annual Income (full-time)	\$47,000	\$45,000
Average Annual Income (full-time)	\$54,327	\$46,707

* where data provided

25. NOC Skill Type of Main Job:	52.1401	UVIC
Business, Finance and Administration	31 54%	203 15%
Natural and Applied Sciences and Related	2 4%	184 13%
Health	1 2%	177 13%
Social Sciences, Educ., Gov't Services, Religion	3 5%	522 38%
Arts, Culture, Recreation and Sport	5 9%	86 6%
Sales and Service	14 25%	168 12%
Trades, Transport and Eqp. Operators and Related	1 2%	20 1%
Unique to the Primary Industry	- 0%	6 0%
Unique to Processing, Manufacturing and Utilities	- 0%	2 0%
Total	57 100%	1,368 100%



Detailed Summary of Survey Results

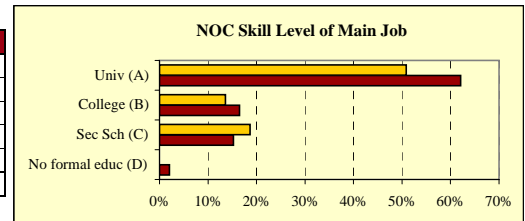
University of Victoria

6 Digit CIP: 52.1401: Business Marketing & Marketing Management

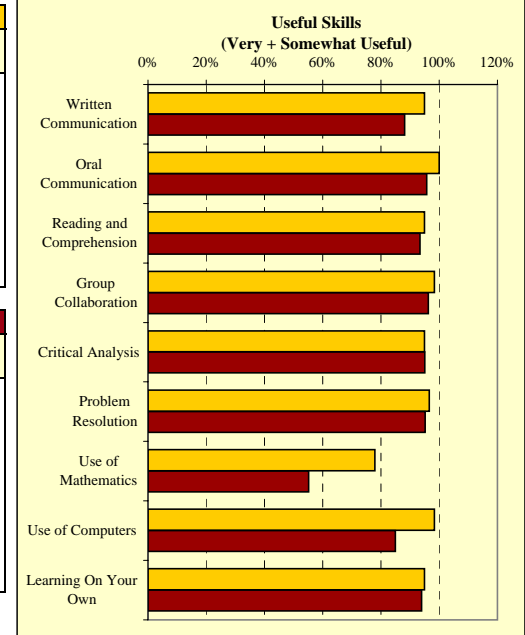
■ UVIC
■ 52.1401

EMPLOYMENT, continued

26. NOC Skill Level of Main Job:	52.1401		UVIC	
A. University education	30	51%	851	62%
B. College education/trade apprenticeship	8	14%	226	16%
C. Secondary school + job-specific training	11	19%	209	15%
D. No formal education	-	0%	28	2%
No skill level assigned (management)	10	17%	57	4%
Total	59	100%	1,371	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%	25%	5%	0%		59
Oral Communication	84%	16%	0%	0%		58
Reading and Comprehension	64%	31%	5%	0%		59
Group Collaboration	73%	25%	0%	2%		59
Critical Analysis	80%	15%	5%	0%		59
Problem Resolution	78%	19%	3%	0%		59
Use of Mathematics Appropriate to Field	47%	31%	19%	3%		59
Use of Computers Appropriate to Field	80%	19%	0%	2%		59
Learning On Your Own	66%	29%	5%	0%		59



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	67%	21%	7%	5%		1,379
Oral Communication	78%	17%	3%	1%		1,378
Reading and Comprehension	70%	24%	4%	2%		1,379
Group Collaboration	80%	17%	3%	1%		1,379
Critical Analysis	76%	19%	3%	2%		1,378
Problem Resolution	77%	19%	4%	1%		1,377
Use of Mathematics Appropriate to Field	21%	34%	24%	20%		1,377
Use of Computers Appropriate to Field	56%	29%	9%	6%		1,378
Learning On Your Own	68%	26%	4%	2%		1,379

28a. 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	20%	\$45,000
1112	A Financial & Investment Analysts	8%	\$50,000
1114	A Other Financial Officers	7%	\$71,000
5124	A Occs in Public Relations & Comm	7%	\$52,875
0611	N/A Sales, Marketing & Advrt Managers	5%	\$70,000
6411	C Sales Reps, Wholesale Trade Non-Tech	5%	\$51,500
1434	C Banking, Insurance & Fin Clerks	5%	\$39,000
0632	N/A Accommodation Srvc Managers	3%	\$47,500
1232	B Loan Officers	3%	\$41,000
1431	C Accounting & Related Clerks	3%	\$35,500

*data not displayed where n < 2

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

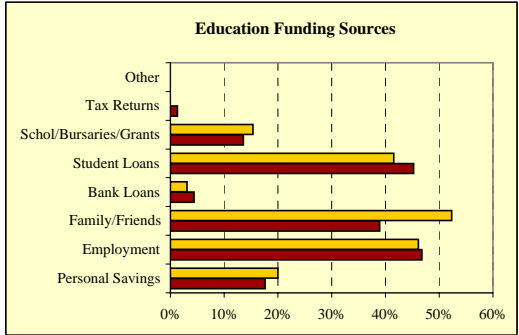
28b. Top 10 Full-time Occupations of Graduates from University of Victoria:	UVIC		
NOC	NOC Skill Level Description	% Employed FT in this Occ.**	Median FT Salary
3152	A Registered Nurses	8%	\$58,000
4141	A Secondary School Teachers	5%	\$43,000
4142	A Elem & Kindergarten Teacher	4%	\$41,500
4112	A Lawyers & Quebec Notaries	3%	\$66,750
4152	A Social Workers	3%	\$49,000
2174	A Computer Programmers/Interactive Media Developers	2%	\$53,500
4212	B Community & Social Srvc Workers	2%	\$35,000
2132	A Mechanical Engineers	2%	\$55,000
4165	A Health Policy Researchers	2%	\$52,000
5124	A Occs in Public Relations & Comm	2%	\$44,000

*data not displayed where n < 2

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

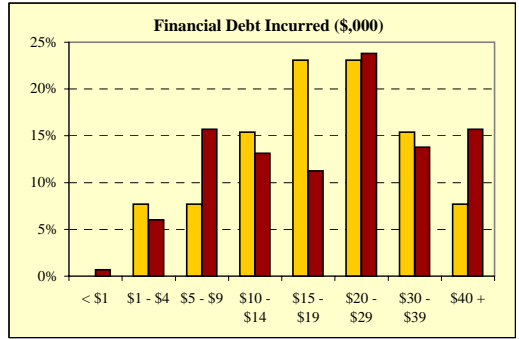
EDUCATION FINANCING

29. Education Funding Sources (2 sources per respondent):	52.1401	UVIC
Personal Savings	13 20%*	289 18%*
Employment	30 46%*	767 47%*
Family/Friends	34 52%*	638 39%*
Bank Loans	2 3%*	72 4%*
Student Loans	27 42%*	742 45%*
Scholarships/Bursaries/Grants	10 15%*	223 14%*
Tax Returns	- 0%*	21 1%*
Other	- 0%*	- 0%*
Total Respondents	65	1,640

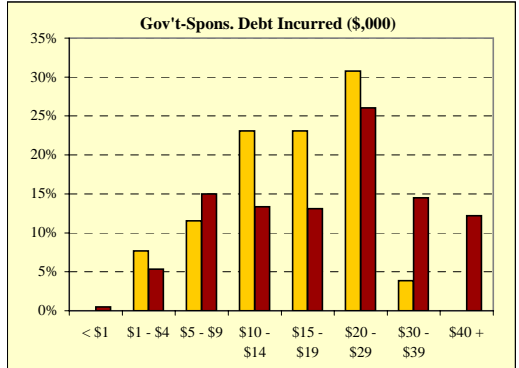


30. Financial Debt Incurred to Finance Univ. Education:	52.1401	UVIC
Incurred any form of financial debt	26 40%*	899 55%
Incurred government-sponsored student loan debt	26 40%*	787 48%

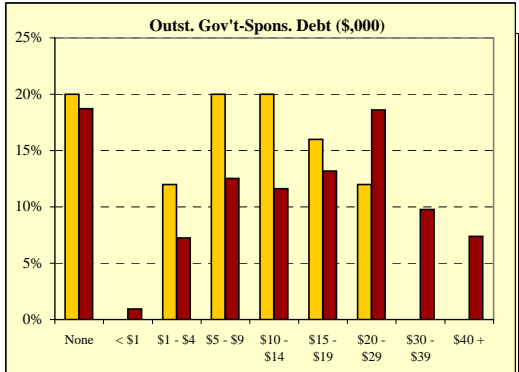
31. Financial Debt Amount:*	52.1401	UVIC
< \$1,000	- 0%	6 1%
\$1,000 to \$4,999	2 8%	54 6%
\$5,000 to \$9,999	2 8%	141 16%
\$10,000 to \$14,999	4 15%	118 13%
\$15,000 to \$19,999	6 23%	101 11%
\$20,000 to \$29,999	6 23%	214 24%
\$30,000 to \$39,999	4 15%	124 14%
\$40,000 or More	2 8%	141 16%
Total	26 100%	899 100%
Median Financial Debt	\$16,500	\$20,000



32. Government-Sponsored Student Loan Debt Amount:*	52.1401	UVIC
< \$1,000	- 0%	4 1%
\$1,000 to \$4,999	2 8%	42 5%
\$5,000 to \$9,999	3 12%	118 15%
\$10,000 to \$14,999	6 23%	105 13%
\$15,000 to \$19,999	6 23%	103 13%
\$20,000 to \$29,999	8 31%	205 26%
\$30,000 to \$39,999	1 4%	114 14%
\$40,000 or More	- 0%	96 12%
Total	26 100%	787 100%
Median Gov't-Sponsored Student Loan Debt	\$15,000	\$20,000



33. Outstanding Gov't-Sponsored Loan Debt Amount:*	52.1401	UVIC
None - Loan repaid in full	5 20%	142 19%
< \$1,000	- 0%	7 1%
\$1,000 to \$4,999	3 12%	55 7%
\$5,000 to \$9,999	5 20%	95 13%
\$10,000 to \$14,999	5 20%	88 12%
\$15,000 to \$19,999	4 16%	100 13%
\$20,000 to \$29,999	3 12%	141 19%
\$30,000 to \$39,999	- 0%	74 10%
\$40,000 or More	- 0%	56 7%
Total	25 100%	758 100%
Median Gov't-Sponsored Loan Debt Outstanding	\$8,500	\$14,000



* 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

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?

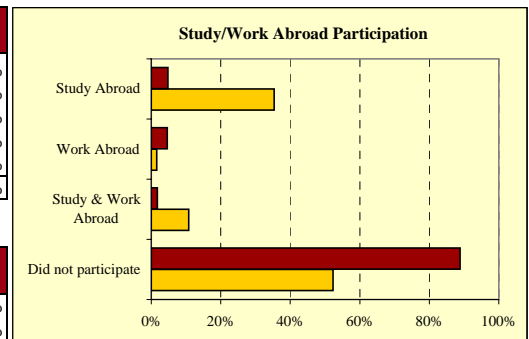
International Skill	52.1401						UVIC					
	Very Important	Important	Not Very Important	Not at all Important	Not Applicable	Total Resp.	Very Important	Important	Not Very Important	Not at all Important	Not Applicable	Total Resp.
Speak a second language	15%	20%	34%	29%	2%	65	15%	19%	31%	33%	2%	1633
International Business Practices	30%	31%	27%	13%	0%	64	11%	23%	33%	33%	0%	1604
Global Issues	31%	38%	22%	9%	0%	64	27%	37%	22%	14%	0%	1609
Interconnections between local and global issues	34%	42%	17%	6%	0%	64	30%	40%	18%	12%	0%	1608
Knowledge and traditions of other countries and cultures	34%	25%	28%	13%	0%	64	40%	32%	17%	12%	0%	1609

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

International Skill	52.1401						UVIC					
	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	6%	22%	31%	11%	31%	65	6%	11%	18%	18%	47%	1636
International Business Practices	48%	40%	11%	2%	0%	65	6%	18%	32%	44%	0%	1604
Global Issues	48%	46%	5%	2%	0%	65	24%	43%	20%	12%	0%	1630
Interconnections between local and global issues	35%	55%	8%	2%	0%	65	22%	46%	21%	10%	0%	1627
Knowledge and traditions of other countries and cultures	34%	46%	18%	2%	0%	65	25%	45%	20%	10%	0%	1624

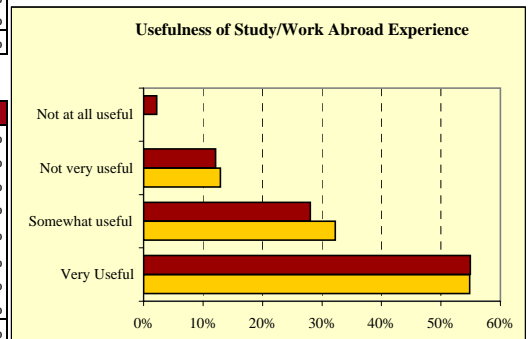
44. Did you study or work abroad during your program?

	52.1401	UVIC
Yes:		
Study Abroad	31	48%
Work Abroad	23	35%
Study and work abroad	1	2%
No	7	11%
Total	34	52%
	65	100%
	1,631	100%



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

	52.1401	UVIC
Very Useful	17	55%
Somewhat useful	10	32%
Not very useful	4	13%
Not at all useful	-	0%
Total	31	100%
	182	100%



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

	52.1401	UVIC
Not aware these opportunities exist	1	3%
Financial reasons	7	21%
Extended degree completion time	1	3%
Personal reasons (i.e. employment, family)	5	15%
No opportunities/Limited opportunities	1	3%
Not interested/ relevant/ required/ attractive	12	36%
Conflicts with schooling (course load too heavy)	4	12%
Other	2	6%
Total	33	100%
	1,426	100%