

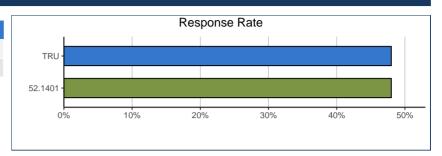
B.C. Baccalaureate Outcomes 2022 Survey of 2020 Baccalaureate Graduates

TRU 52.1401

Detailed Summary of Survey Results
Thompson Rivers University
52.1401: Marketing/marketing management, general

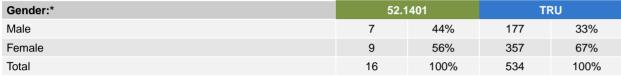
RESPONSE RATE

Survey Response Rate:	52.1401		TRU	
Baccalaureate Graduates Survey Cohort	33	100%	1,108	100%
Survey Respondents and Response Rate	16	48%	534	48%

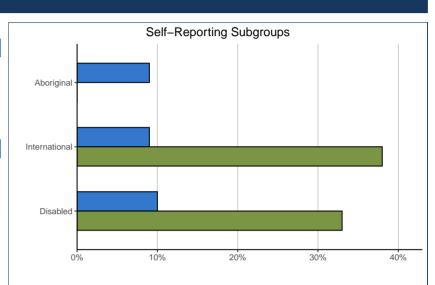


DEMOGRAPHIC INFORMATION

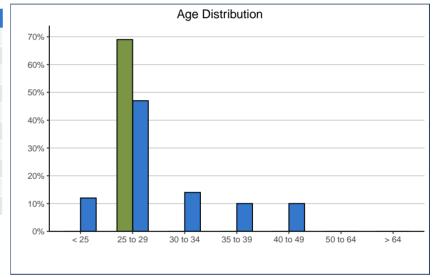
Self-Reporting Subgroups:	52.1401		TRU	
Disabled	5	33%	48	10%
International	6	38%	48	9%
Aboriginal	0	0%	42	9%



^{*}Due to zero or low counts, institution-reported "Non-binary" demographic data are not included.



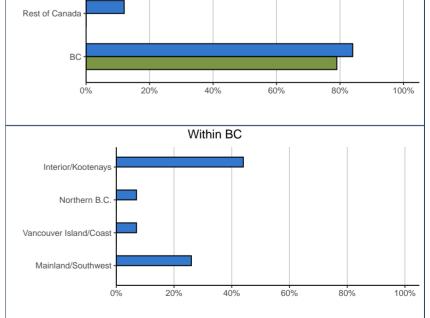
Age (at time of survey):	52.1401		TRU	
< 25	~	~	66	12%
25 to 29	11	69%	253	47%
30 to 34	0	0%	74	14%
35 to 39	0	0%	54	10%
40 to 49	~	~	56	10%
50 to 64	0	0%	~	~
> 64	0	0%	~	~
Total	16	100%	534	100%
Median Age	26		28	
Average (mean) Age	27		32	



Place of Residence

USA

Place of Residence (at time of survey):	52.1401		TRU	
BC – Mainland/Southwest	~	~	126	26%
BC - Vancouver Island/Coast	0	0%	32	7%
BC – Northern B.C.	0	0%	31	7%
BC – Interior/Kootenays	~	~	209	44%
BC Subtotal	11	79%	398	84%
Canada – Alberta	0	0%	37	8%
Canada – Ontario	~	~	21	4%
Canada – Other	~	~	~	~
U.S.A.	~	~	~	~
Non-BC Subtotal	~	~	78	16%
Total	14	100%	476	100%





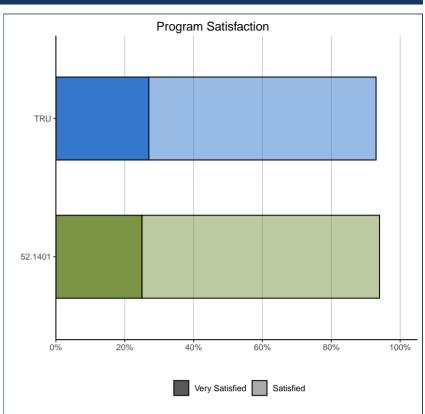


EDUCATION EVALUATION AND SKILL DEVELOPMENT

Program Satisfaction:	52.	52.1401		RU
Very Satisfied	4	25%	140	27%
Satisfied	11	69%	348	66%
Dissatisfied	1	6%	32	6%
Very Dissatisfied	0	0%	6	1%
Total	16	100%	526	100%
Usefulness of Knowledge, Skills, and Abilities Acquired during Program in Work:	52.	52.1401		RU

Usefulness of Knowledge, Skills, and Abilities Acquired during Program in Work:	52.1401		TRU	
Very Useful	5	38%	179	40%
Somewhat Useful	6	46%	211	47%
Not Very Useful	2	15%	40	9%
Not at All Useful	0	0%	21	5%
Total	13	100%	451	100%

Took upgrading, access, bridging, or other preparatory courses during or prior to studies:	52.	52.1401		TRU	
Yes	1	7%	57	11%	
No	14	93%	455	89%	



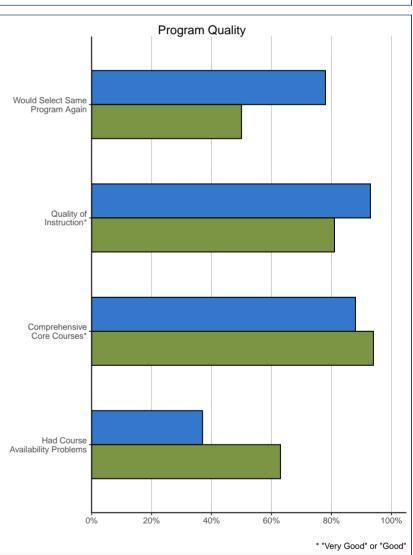
Would select the same program again:	52.1401		TRU	
Yes	8	50%	373	78%
No	8	50%	106	22%

Quality of Instruction:	52	52.1401		TRU	
•					
Very Good	5	31%	145	28%	
Good	8	50%	341	65%	
Poor	3	19%	33	6%	
Very Poor	0	0%	4	1%	
Total	16	100%	523	100%	

Comprehensiveness of Core Courses:	52.	52.1401		TRU	
Very Good	4	27%	134	26%	
Good	10	67%	313	62%	
Poor	1	7%	54	11%	
Very Poor	0	0%	7	1%	
Total	15	100%	508	100%	

Course Availability:	52.1401		TRU	
Encountered course availability problems	10	63%	192	37%

Financial Constraints:	52.1401		TRU	
Had to interrupt studies for financial reasons	3	19%	82	16%
Had to take program part-time for financial reasons	4	25%	120	23%

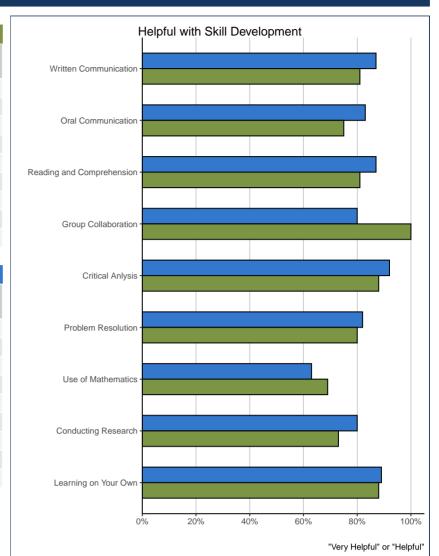




SKILL DEVELOPMENT

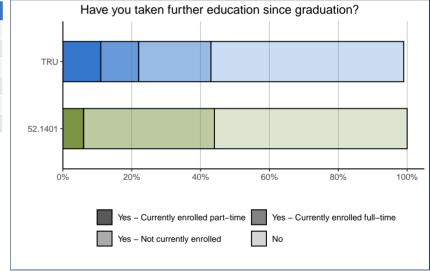
			52.1401		
Skill Development: How helpful was institution?	Very Helpful	Helpful	Not Very Helpful	Not at All Helpful	# Resp.
Written Communication	31%	50%	19%	0%	16
Oral Communication	25%	50%	25%	0%	16
Reading and Comprehension	25%	56%	13%	6%	16
Group Collaboration	40%	60%	0%	0%	15
Critical Anlysis	25%	63%	6%	6%	16
Problem Resolution	20%	60%	13%	7%	15
Use of Mathematics	19%	50%	19%	13%	16
Conducting Research	33%	40%	20%	7%	15
Learning on Your Own	50%	38%	6%	6%	16

			TRU		
Skill Development: How helpful was institution?	Very Helpful	Helpful	Not Very Helpful	Not at All Helpful	# Resp.
Written Communication	29%	58%	12%	1%	506
Oral Communication	22%	61%	15%	2%	495
Reading and Comprehension	26%	61%	12%	1%	503
Group Collaboration	25%	55%	16%	4%	483
Critical Anlysis	38%	54%	7%	1%	518
Problem Resolution	21%	61%	14%	4%	493
Use of Mathematics	16%	47%	28%	8%	360
Conducting Research	28%	52%	17%	3%	497
Learning on Your Own	39%	50%	9%	2%	511

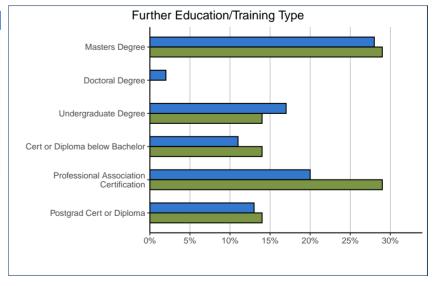


FURTHER EDUCATION

Took further education since 2020 graduation:	52.1401		TRU	
Yes	7	44%	233	44%
Not currently enrolled	6	38%	112	21%
Currently enrolled full-time	0	0%	59	11%
Currently enrolled part-time	1	6%	56	11%
No	9	56%	295	56%
Total	16	100%	528	100%



Type of Formal Post–Secondary Education:	52	52.1401		TRU	
Masters Degree	2	29%	65	28%	
Doctoral Degree	0	0%	5	2%	
Another Undergraduate Degree	1	14%	40	17%	
Certificate or Diploma below Bachelor level	1	14%	25	11%	
Professional Association Certification	2	29%	47	20%	
Postgraduate Certificate or Diploma	1	14%	31	13%	
Other	0	0%	18	8%	
Total	7	100%	231	100%	

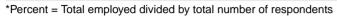




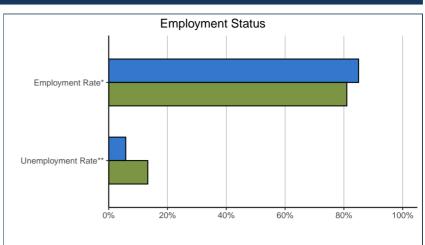


EMPLOYMENT

	52.1401 TRU				
Labour Fource Status:	52	52.1401		RU	
In Labour Force (working or seeking work)	15	94%	484	92%	
Not in Labour Force	1	6%	40	8%	
Total	16	100%	524	100%	
Employment:	52	2.1401	т	RU	
Employment Rate*	13	81%	456	85%	
Unemployment Rate**	2	13.3%	28	5.8%	



^{**}Percent = Total unemployed divided by total number in Labour Force

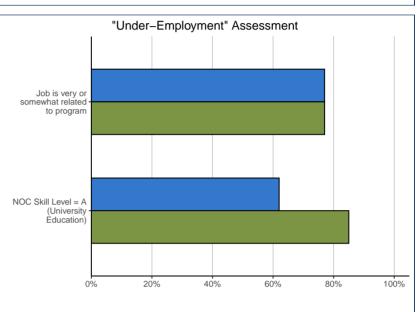


Status of Graduates NOT in Labour Force:	52.1	1401	TRU	
Attending School FT	0	0%	24	60%
Attending School PT	0	0%	3	8%
Other	1	100%	13	33%
Total NOT in Labour Force	1	100%	40	100%

Primary Employment Type:	52.1401		TF	RU
Paid worker	12	92%	430	95%
Self-employed	1	8%	25	5%
Total	13	100%	455	100%

Job Characteristics:	52.1	1401	TI	₹ป
I hold more than one job*	1	8%	88	19%
My main job is full-time (>= 30 hours per week)**	12	92%	401	93%

^{*}Of total Employed



How related is your main job to your program?	52.1401		TRU	
Very Related	4	31%	222	49%
Somewhat Related	6	46%	129	28%
Not Very Related	2	15%	53	12%
Not at All Related	1	8%	50	11%
Total	13	100%	454	100%

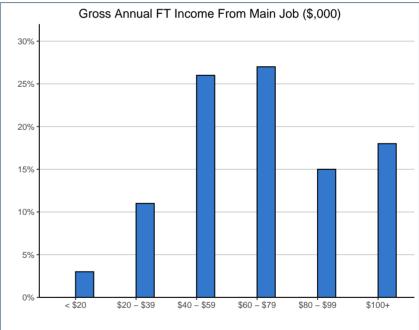
"Under-employment" Assessment:	52.1	1401	TF	RU
Job is very or somewhat related to program	10	77%	351	77%
NOC Skill Level = A (University Education)*	11	85%	274	62%

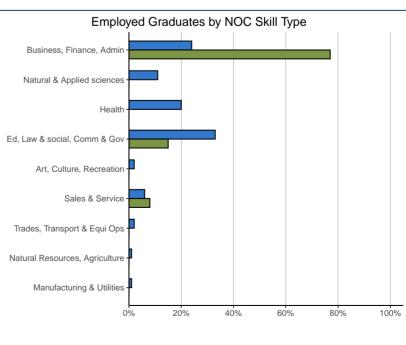
^{*}Of total valid responses

Gross Annual Income from Main Job:*	52.	1401	TRU	
Less than \$20,000	0	0%	12	3%
\$20,000 to \$39,999	~	~	38	11%
\$40,000 to \$59,999	0	0%	91	26%
\$60,000 to \$79,999	~	~	95	27%
\$80,000 to \$99,999	~	~	53	15%
\$100,000 and Above	~	~	64	18%
Total	9	100%	353	100%
Median Annual Income (full-time) (\$)	68,000		66,779	
Average Annual Income (full-time) (\$)	70,844		73,535	

^{*}Where data provided

NOC Skill Type of Main Job:	52.	52.1401		TRU	
Business, finance & administration	10	77%	104	24%	
Natural & applied sciences & related	0	0%	48	11%	
Health	0	0%	86	20%	
Education, law and social, community & government	2	15%	146	33%	
Art, culture, recreation & sport	0	0%	10	2%	
Sales & service	1	8%	28	6%	
Trades, transport & equipment operators & related	0	0%	9	2%	
Natural resources, agriculture & related production	0	0%	4	1%	
Manufacturing & utilities	0	0%	5	1%	
Total	13	100%	440	100%	





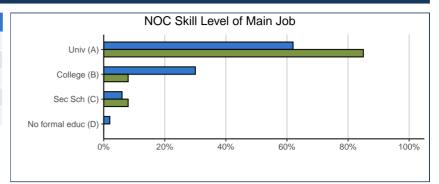
^{**}Of those who provided data on hours/week worked





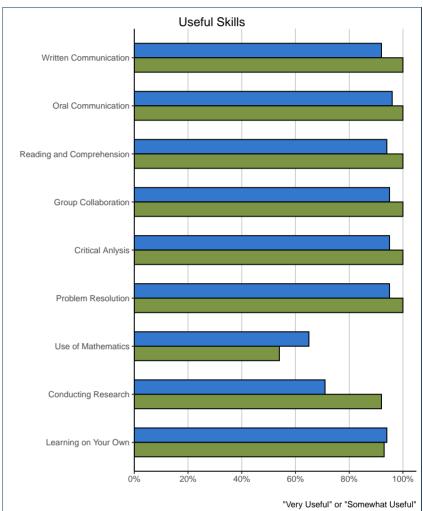
EMPLOYMENT, continued

NOC Skill Level of Main Job:	52.1401		TRU	
A. University education		85%	274	62%
B. College education/trade apprenticeship	1	8%	133	30%
C. Secondary school + job-specific training	1	8%	26	6%
D. No formal education	0	0%	8	2%
Total	13	100%	441	100%



52.1401				
Very Useful	Somewhat Useful	Not Very Useful	Not at All Useful	# Resp.
92%	8%	0%	0%	13
85%	15%	0%	0%	13
85%	15%	0%	0%	13
92%	8%	0%	0%	13
69%	31%	0%	0%	13
85%	15%	0%	0%	13
31%	23%	31%	15%	13
54%	38%	0%	8%	13
85%	8%	0%	8%	13
	Useful 92% 85% 85% 92% 69% 85% 31% 54%	Useful Useful 92% 8% 85% 15% 85% 15% 92% 8% 69% 31% 85% 15% 31% 23% 54% 38%	Very Useful Somewhat Useful Not Very Useful 92% 8% 0% 85% 15% 0% 85% 15% 0% 92% 8% 0% 69% 31% 0% 85% 15% 0% 31% 23% 31% 54% 38% 0%	Very Useful Somewhat Useful Not Very Useful Not at All Useful 92% 8% 0% 0% 85% 15% 0% 0% 85% 15% 0% 0% 92% 8% 0% 0% 69% 31% 0% 0% 85% 15% 0% 0% 31% 23% 31% 15% 54% 38% 0% 8%

	TRU				
How useful are the following skills and abilities in doing your main job?	Very Useful	Somewhat Useful	Not Very Useful	Not at All Useful	# Resp.
Written Communication	74%	18%	4%	4%	452
Oral Communication	79%	17%	2%	2%	451
Reading and Comprehension	74%	20%	3%	2%	452
Group Collaboration	77%	18%	3%	2%	452
Critical Anlysis	77%	18%	3%	2%	452
Problem Resolution	80%	15%	3%	2%	452
Use of Mathematics	27%	38%	19%	16%	438
Conducting Research	42%	29%	19%	11%	444
Learning on Your Own	69%	25%	5%	2%	451



Top 10 Full-time Occupations of 52.1401 Graduates:		52.1401	
NOC	NOC Skill Level	Description	% Employed FT in this Occ.**
1123	A	Professional occupations in advertising, marketing and public relations	38%
*			
*			
*			
*			
*			
*			
*			
*			
*			

^{*} Data not displayed where n < 5

^{**} Percentages cited are of those employed

Top 10 Full-tin	Top 10 Full-time Occupations of TRU Graduates:		
NOC	NOC Skill Level	Description	% Employed FT in this Occ.**
4112	A	Lawyers and Quebec notaries	8%
3012	Α	Registered nurses and registered psychiatric nurses	8%
1123	Α	Professional occupations in advertising, marketing and public relations	4%
4031	Α	Secondary school teachers	4%
4152	Α	Social workers	4%
1111	A	Financial auditors and accountants	3%
4032	Α	Elementary school and kindergarten teachers	3%
3214	В	Respiratory therapists, clinical perfusionists and cardiopulmonary technologists	2%
1241	В	Administrative assistants	2%
4212	В	Social and community service workers	2%

^{*} Data not displayed where n < 5

^{**} Percentages cited are of those employed



EDUCATION FINANCING

Funding Sources (3 sources allowed):*	52.1401		TRU	
Personal savings, investments		40%	182	35%
Employment while studying		60%	276	53%
Family/Friends	12	80%	211	41%
Personal bank loans	1	7%	60	12%
Government student loans	2	13%	178	34%
Scholarships/Bursaries/Grants	2	13%	128	25%
Other	5	33%	135	26%
Total	15		516	

^{*} Percentage of respondents who identified this source

Financial Debt Incurred to Finance Bac. Ed.:*	52.′	52.1401		TRU	
Incurred any form of financial debt	5	31%	261	50%	
Incurred government-sponsored student loan debt	2	13%	200	38%	

^{*} Percentage of respondents who provided data



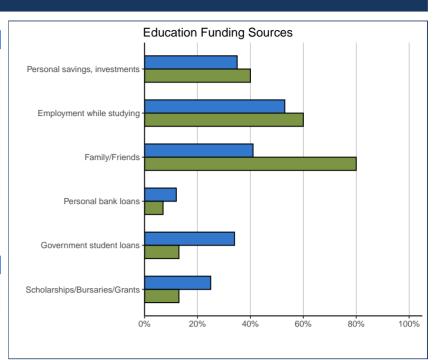
^{*} Includes only cases where financial debt was incurred

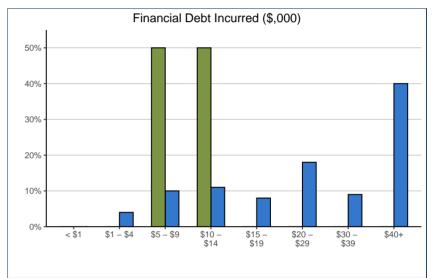


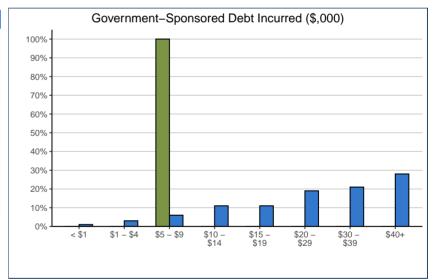
^{*} Includes only cases where government-sponsored debt was incurred

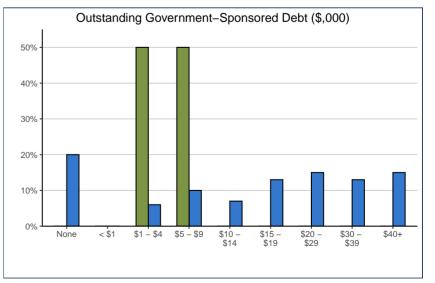


^{*} Includes only cases where government-sponsored debt was incurred, and valid "amount remaining" was provided









^{**} Median amounts shown are based on those who had remaining government student loan debt