

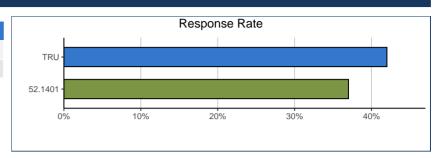
### B.C. Baccalaureate Outcomes 2023 Survey of 2021 Baccalaureate Graduates

TRU 52.1401

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

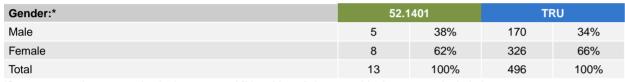
### RESPONSE RATE

Survey Response Rate:	52.1401		TRU	
Baccalaureate Graduates Survey Cohort	35	100%	1,195	100%
Survey Respondents and Response Rate	13	37%	496	42%

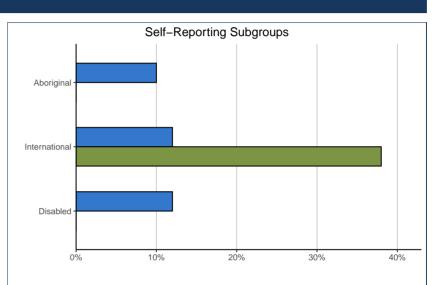


#### **DEMOGRAPHIC INFORMATION**

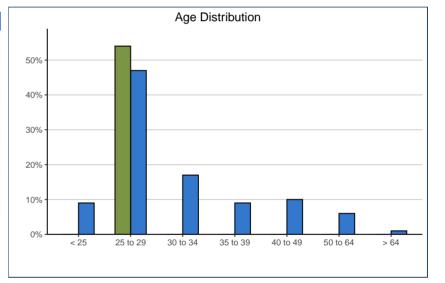
Self-Reporting Subgroups:	52.1401		TRU	
Disabled	~	~	59	12%
International	5	38%	60	12%
Aboriginal	0	0%	43	10%



<sup>\*</sup>Due to zero or low counts, institution-reported "Non-binary" demographic data are not included.

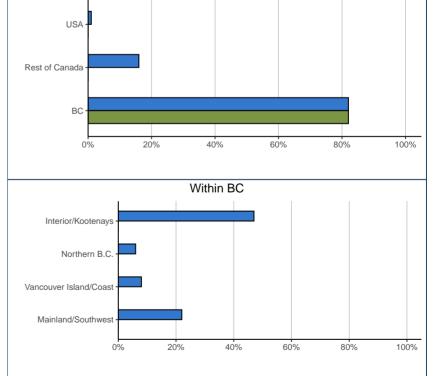


Age (at time of survey):	52.1401		TRU	
< 25	~	~	45	9%
25 to 29	7	54%	235	47%
30 to 34	~	~	82	17%
35 to 39	0	0%	46	9%
40 to 49	~	~	51	10%
50 to 64	0	0%	30	6%
> 64	0	0%	7	1%
Total	13	100%	496	100%
Median Age	26		28	
Average (mean) Age	28		32	



Place of Residence

Place of Recidence (at time of company)	F2.	1404	T	211
Place of Residence (at time of survey):	52.1401		TRU	
BC - Mainland/Southwest	~	~	95	22%
BC - Vancouver Island/Coast	~	~	33	8%
BC – Northern B.C.	0	0%	28	6%
BC – Interior/Kootenays	~	~	205	47%
BC Subtotal	9	82%	361	82%
Canada – Alberta	~	~	35	8%
Canada – Ontario	0	0%	23	5%
Canada – Other	0	0%	15	3%
U.S.A.	0	0%	5	1%
Non-BC Subtotal	~	~	78	18%
Total	~	~	439	100%





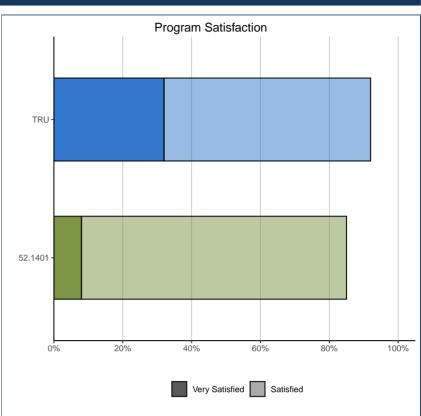


### **EDUCATION EVALUATION AND SKILL DEVELOPMENT**

Program Satisfaction:	52.1401		TRU	
Very Satisfied	1	8%	156	32%
Satisfied	10	77%	292	60%
Dissatisfied	2	15%	31	6%
Very Dissatisfied	0	0%	11	2%
Total	13	100%	490	100%

Usefulness of Knowledge, Skills, and Abilities Acquired during Program in Work:	52.1401		TRU	
Very Useful	2	17%	198	46%
Somewhat Useful	8	67%	195	45%
Not Very Useful	1	8%	23	5%
Not at All Useful	1	8%	16	4%
Total	12	100%	432	100%

Took upgrading, access, bridging, or other preparatory courses during or prior to studies:	52.	52.1401		TRU	
Yes	3	25%	70	14%	
No	9	75%	413	86%	



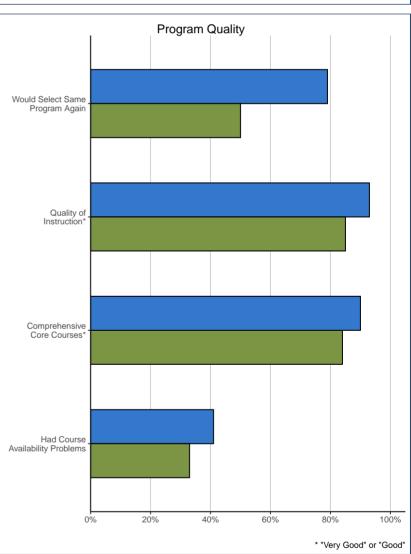
Would select the same program again:	52.1401		TRU	
Yes	6	50%	351	79%
No	6	50%	91	21%

Quality of Instruction:	52.1401		TRU	
Very Good	1	8%	153	31%
Good	10	77%	306	62%
Poor	2	15%	21	4%
Very Poor	0	0%	11	2%
Total	13	100%	491	100%

Comprehensiveness of Core Courses:	52.	1401	T	RU
Very Good	2	17%	150	32%
Good	8	67%	275	58%
Poor	1	8%	37	8%
Very Poor	1	8%	13	3%
Total	12	100%	475	100%

Course Availability:	52.1	401	TRU	
Encountered course availability problems	4	33%	201	41%

Financial Constraints:	52.1401		TRU	
Had to interrupt studies for financial reasons	1	8%	79	16%
Had to take program part-time for financial reasons	3	23%	116	24%



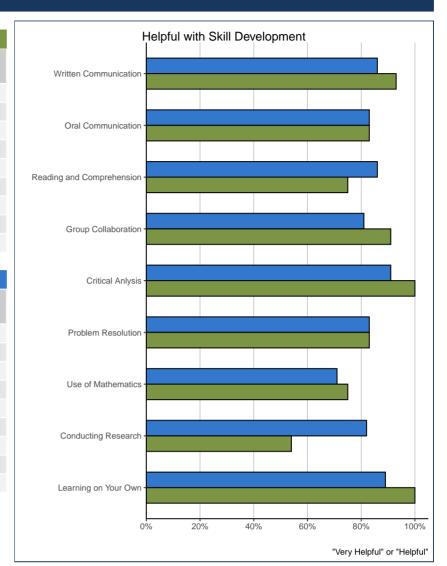




### SKILL DEVELOPMENT

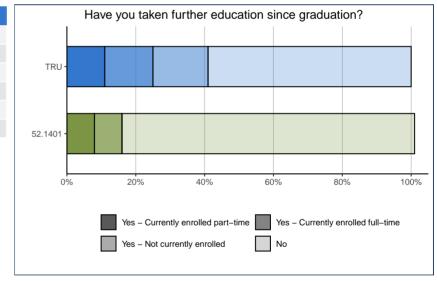
			52.1401		
Skill Development: How helpful was institution?	Very Helpful	Helpful	Not Very Helpful	Not at All Helpful	# Resp.
Written Communication	8%	85%	8%	0%	13
Oral Communication	8%	75%	17%	0%	12
Reading and Comprehension	8%	67%	25%	0%	12
Group Collaboration	8%	83%	8%	0%	12
Critical Anlysis	23%	77%	0%	0%	13
Problem Resolution	0%	83%	17%	0%	12
Use of Mathematics	8%	67%	17%	8%	12
Conducting Research	8%	46%	46%	0%	13
Learning on Your Own	23%	77%	0%	0%	13

			TRU		
Skill Development: How helpful was institution?	Very Helpful	Helpful	Not Very Helpful	Not at All Helpful	# Resp.
Written Communication	29%	57%	12%	2%	471
Oral Communication	25%	58%	15%	2%	469
Reading and Comprehension	30%	56%	12%	2%	472
Group Collaboration	23%	58%	16%	4%	463
Critical Anlysis	43%	48%	7%	2%	486
Problem Resolution	25%	58%	13%	4%	472
Use of Mathematics	22%	49%	22%	6%	357
Conducting Research	33%	49%	15%	3%	463
Learning on Your Own	41%	48%	8%	3%	480

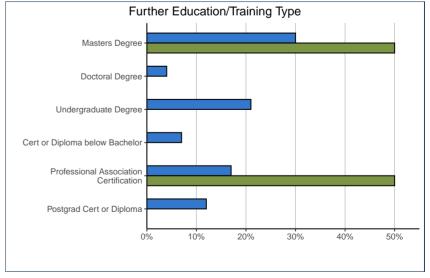


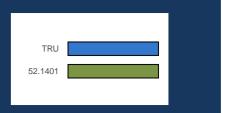
#### **FURTHER EDUCATION**

Took further education since 2021 graduation:	52.1401		TRU	
Yes	2	15%	203	41%
Not currently enrolled	0	0%	81	16%
Currently enrolled full-time	1	8%	68	14%
Currently enrolled part-time	1	8%	52	11%
No	11	85%	290	59%
Total	13	100%	493	100%



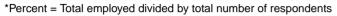
Type of Formal Post–Secondary Education:	52	52.1401		TRU	
Masters Degree	1	50%	60	30%	
Doctoral Degree	0	0%	8	4%	
Another Undergraduate Degree	0	0%	43	21%	
Certificate or Diploma below Bachelor level	0	0%	15	7%	
Professional Association Certification	1	50%	34	17%	
Postgraduate Certificate or Diploma	0	0%	24	12%	
Other	0	0%	17	8%	
Total	2	100%	201	100%	



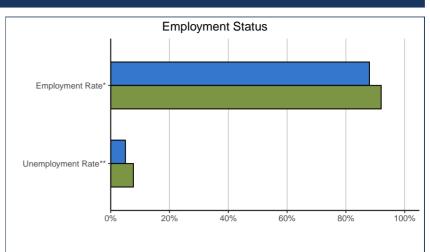


#### **EMPLOYMENT**

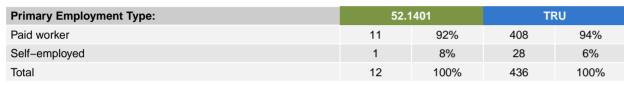
Labour Fource Status:	52	52.1401		<b>२</b> บ
In Labour Force (working or seeking work)	13	100%	460	93%
Not in Labour Force	0	0%	32	7%
Total	13	100%	492	100%
Employment:	52	52.1401		₹∪
Employment Rate*	12	92%	437	88%
Unemployment Rate**	1	7.7%	23	5.0%



<sup>\*\*</sup>Percent = Total unemployed divided by total number in Labour Force

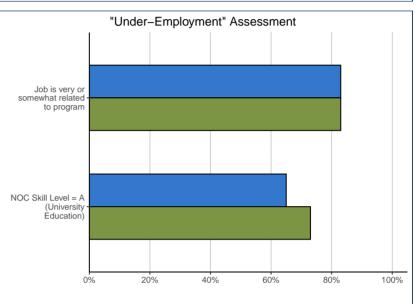


Status of Graduates NOT in Labour Force:	52.1401		TRU	
Attending School FT	0	0%	20	63%
Attending School PT	0	0%	3	9%
Other	0	0%	9	28%
Total NOT in Labour Force	0	0%	32	100%



Job Characteristics:	52.1401		TRU	
I hold more than one job*	2	17%	73	17%
My main job is full-time (>= 30 hours per week)**	11	92%	376	89%

<sup>\*</sup>Of total Employed



How related is your main job to your program?	52.1401		TRU	
Very Related	5	42%	244	56%
Somewhat Related	5	42%	116	27%
Not Very Related	1	8%	42	10%
Not at All Related	1	8%	34	8%
Total	12	100%	436	100%

"Under-employment" Assessment:	52.1401		TRU	
Job is very or somewhat related to program	10	83%	360	83%
NOC Skill Level = A (University Education)*	8	73%	264	65%

<sup>\*</sup>Of total valid responses

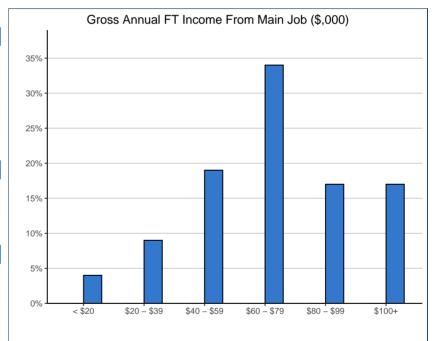
Total

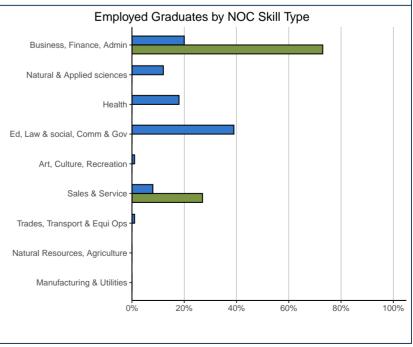
Gross Annual Income from Main Job:*	52.	52.1401		TRU	
Less than \$20,000	0	0%	15	4%	
\$20,000 to \$39,999	~	~	30	9%	
\$40,000 to \$59,999	~	~	64	19%	
\$60,000 to \$79,999	~	~	117	34%	
\$80,000 to \$99,999	~	~	59	17%	
\$100,000 and Above	~	~	59	17%	
Total	10	100%	344	100%	
Median Annual Income (full-time) (\$)	59,000		72,000		
Average Annual Income (full-time) (\$)	65,781		76,953		
*Where data provided					

NOC Skill Type of Main Job:	52.	52.1401		TRU	
Business, finance & administration	8	73%	80	20%	
Natural & applied sciences & related	0	0%	50	12%	
Health	0	0%	73	18%	
Education, law and social, community & government	0	0%	159	39%	
Art, culture, recreation & sport	0	0%	5	1%	
Sales & service	3	27%	34	8%	
Trades, transport & equipment operators & related	0	0%	4	1%	
Natural resources, agriculture & related production	0	0%	1	0%	
Manufacturing & utilities	0	0%	1	0%	

11

100%





407

100%

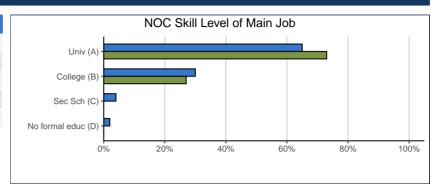
<sup>\*\*</sup>Of those who provided data on hours/week worked





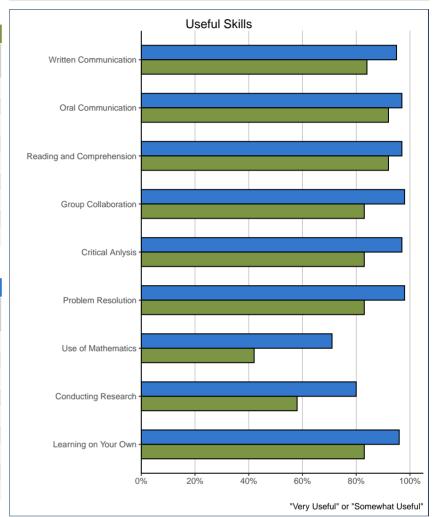
### EMPLOYMENT, continued

NOC Skill Level of Main Job:	52.1401		TRU	
A. University education	8	73%	264	65%
B. College education/trade apprenticeship	3	27%	122	30%
C. Secondary school + job-specific training	0	0%	15	4%
D. No formal education	0	0%	7	2%
Total	11	100%	408	100%



	52.1401				
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	42%	42%	8%	8%	12
Oral Communication	67%	25%	8%	0%	12
Reading and Comprehension	67%	25%	8%	0%	12
Group Collaboration	58%	25%	8%	8%	12
Critical Anlysis	58%	25%	8%	8%	12
Problem Resolution	58%	25%	8%	8%	12
Use of Mathematics	0%	42%	42%	17%	12
Conducting Research	8%	50%	8%	33%	12
Learning on Your Own	50%	33%	8%	8%	12

	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	77%	18%	3%	2%	432
Oral Communication	83%	14%	3%	0%	433
Reading and Comprehension	84%	13%	2%	0%	432
Group Collaboration	83%	15%	1%	1%	432
Critical Anlysis	83%	14%	1%	1%	432
Problem Resolution	83%	15%	1%	0%	433
Use of Mathematics	32%	39%	18%	12%	425
Conducting Research	45%	35%	13%	7%	431
Learning on Your Own	77%	19%	3%	1%	432



Top 10 Full-time O	ccupations of 52.1401 G	raduates:	52.1401
NOC	NOC Skill Level	Description	% Employed FT in this Occ.**
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<sup>\*</sup> Data not displayed where n < 5

<sup>\*\*</sup> Percentages cited are of those employed

Top 10 Full-time Occupations of TRU Graduates:			TRU
NOC	NOC Skill Level	Description	% Employed FT in this Occ.**
4112	A	Lawyers and Quebec notaries	9%
3012	Α	Registered nurses and registered psychiatric nurses	7%
4032	Α	Elementary school and kindergarten teachers	4%
XXXX	0	Unclassified occupations	4%
3214	В	Respiratory therapists, clinical perfusionists and cardiopulmonary technologists	4%
4152	Α	Social workers	3%
1111	Α	Financial auditors and accountants	3%
4031	Α	Secondary school teachers	3%
4212	В	Social and community service workers	3%
403X	A	Secondary and elementary school teachers and educational counsellors	2%

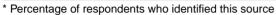
<sup>\*</sup> Data not displayed where n < 5

<sup>\*\*</sup> Percentages cited are of those employed



#### **EDUCATION FINANCING**

Funding Sources (3 sources allowed):*	52. <sup>-</sup>	52.1401		TRU	
Personal savings, investments		8%	166	34%	
Employment while studying		54%	232	48%	
Family/Friends	5	38%	207	43%	
Personal bank loans	2	15%	62	13%	
Government student loans	4	31%	192	40%	
Scholarships/Bursaries/Grants	2	15%	131	27%	
Other	4	31%	115	24%	
Total	13		485		



Financial Debt Incurred to Finance Bac. Ed.:*	52.1401		TRU	
Incurred any form of financial debt	7	54%	259	53%
Incurred government-sponsored student loan debt	4	31%	207	42%

<sup>\*</sup> Percentage of respondents who provided data



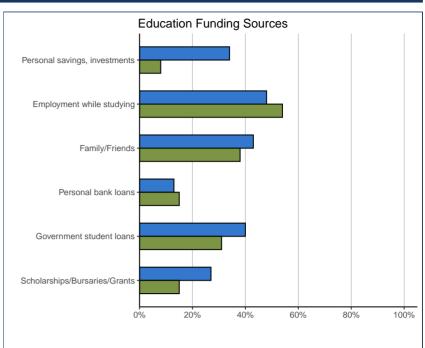
<sup>\*</sup> Includes only cases where financial debt was incurred

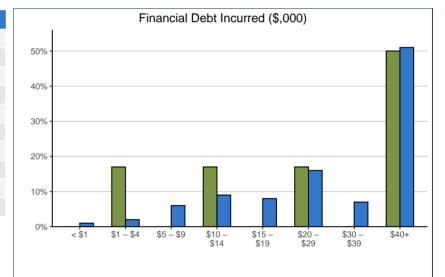


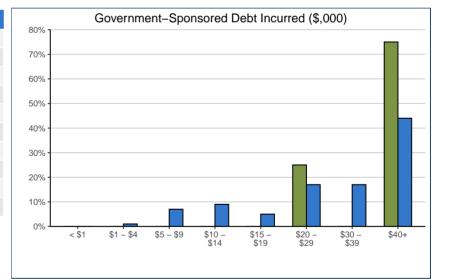
<sup>\*</sup> Includes only cases where government-sponsored debt was incurred

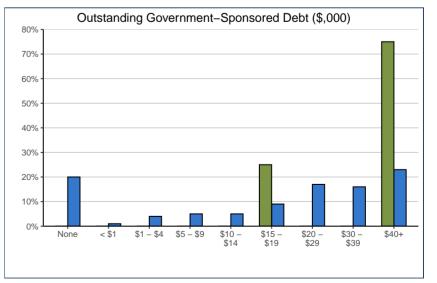


<sup>\*</sup> Includes only cases where government-sponsored debt was incurred, and valid "amount remaining" was provided









<sup>\*\*</sup> Median amounts shown are based on those who had remaining government student loan debt