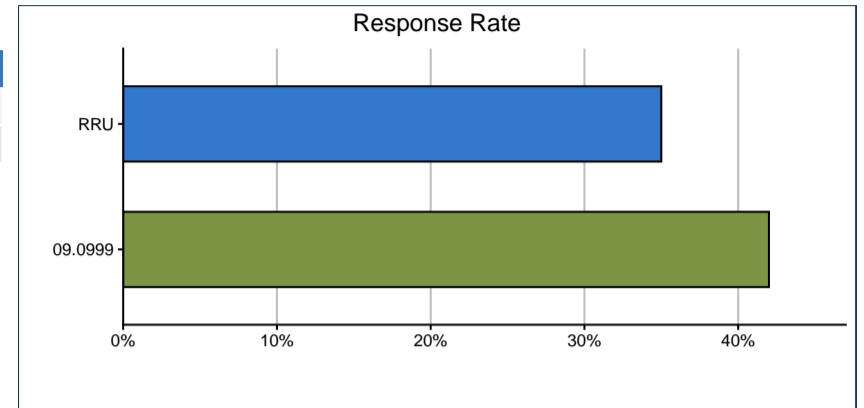


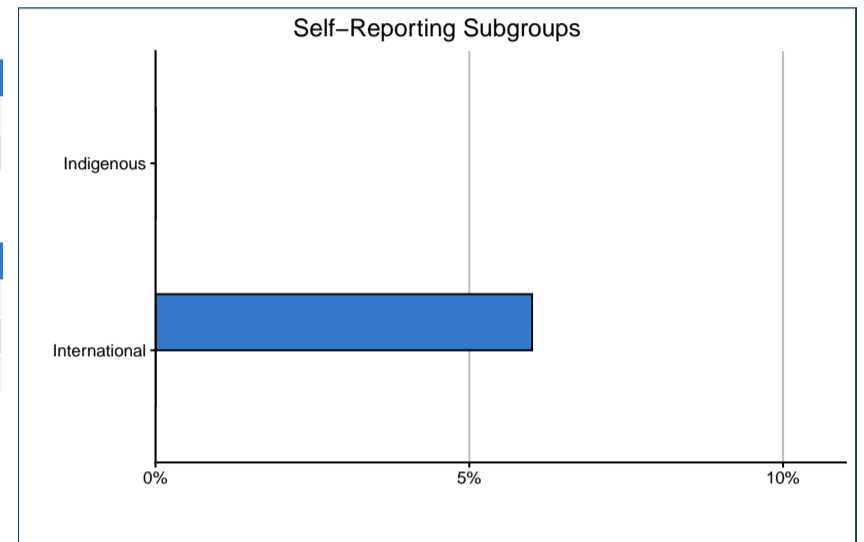
**RESPONSE RATE**

Survey Response Rate:	09.0999		RRU	
Baccalaureate Graduates Survey Cohort	45	100%	222	100%
Survey Respondents and Response Rate	19	42%	77	35%



**DEMOGRAPHIC INFORMATION**

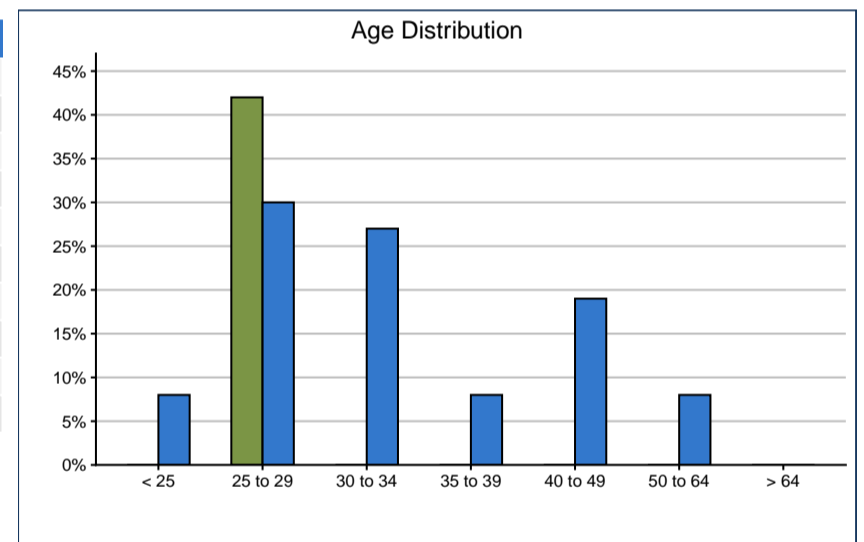
Self-Reporting Subgroups:	09.0999		RRU	
Indigenous	0	0%	~	~
International	0	0%	5	6%



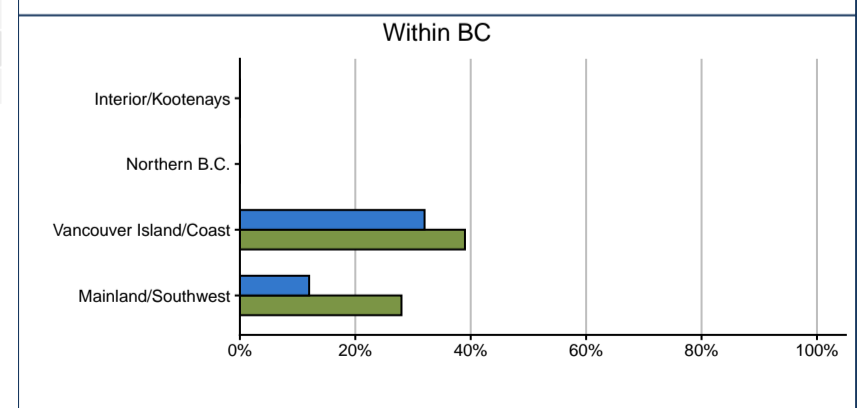
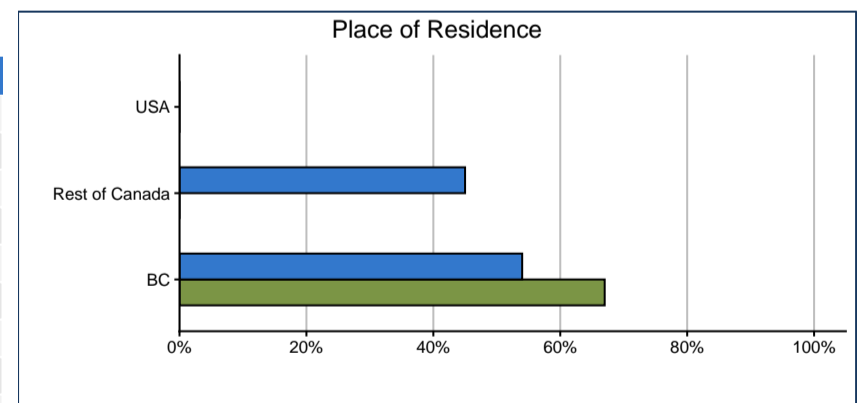
Gender:*	09.0999		RRU	
Man/Boy	~	~	22	29%
Woman/Girl	~	~	55	71%
Total	19	100%	77	100%

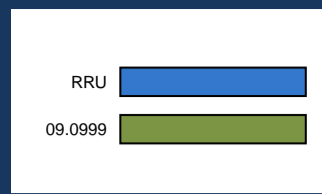
\*Due to zero or low counts, institution-reported "Non-Binary" demographic data are not included

Age (at time of survey):	09.0999		RRU	
< 25	~	~	6	8%
25 to 29	8	42%	23	30%
30 to 34	~	~	21	27%
35 to 39	~	~	6	8%
40 to 49	~	~	15	19%
50 to 64	~	~	6	8%
> 64	0	0%	0	0%
Total	19	100%	77	100%
Median Age	33		32	
Average (mean) Age	34		34	



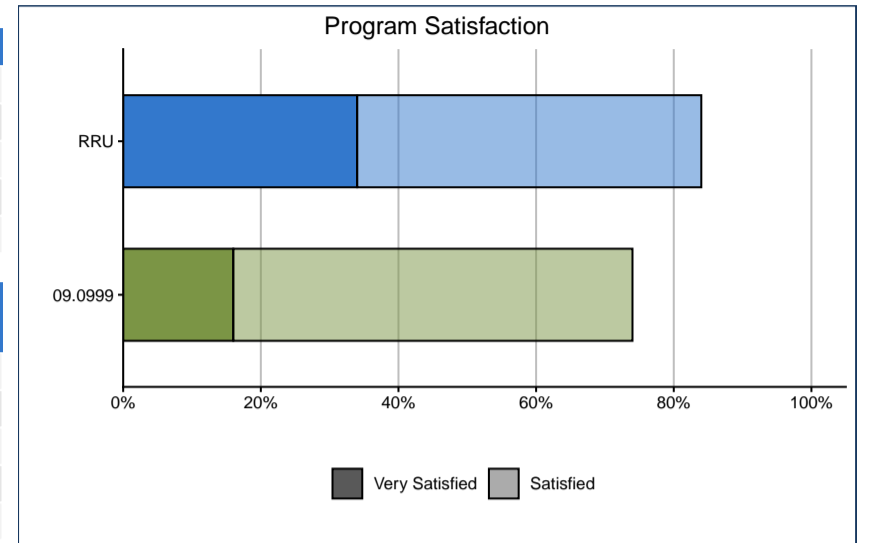
Place of Residence (at time of survey):	09.0999		RRU	
BC – Mainland/Southwest	5	28%	8	12%
BC – Vancouver Island/Coast	7	39%	22	32%
BC – Northern B.C.	0	0%	~	~
BC – Interior/Kootenays	0	0%	~	~
BC Subtotal	12	67%	37	54%
Canada – Alberta	~	~	18	26%
Canada – Ontario	~	~	5	7%
Canada – Other	~	~	8	12%
U.S.A.	0	0%	0	0%
Non-BC Subtotal	6	33%	31	46%
Total	18	100%	68	100%





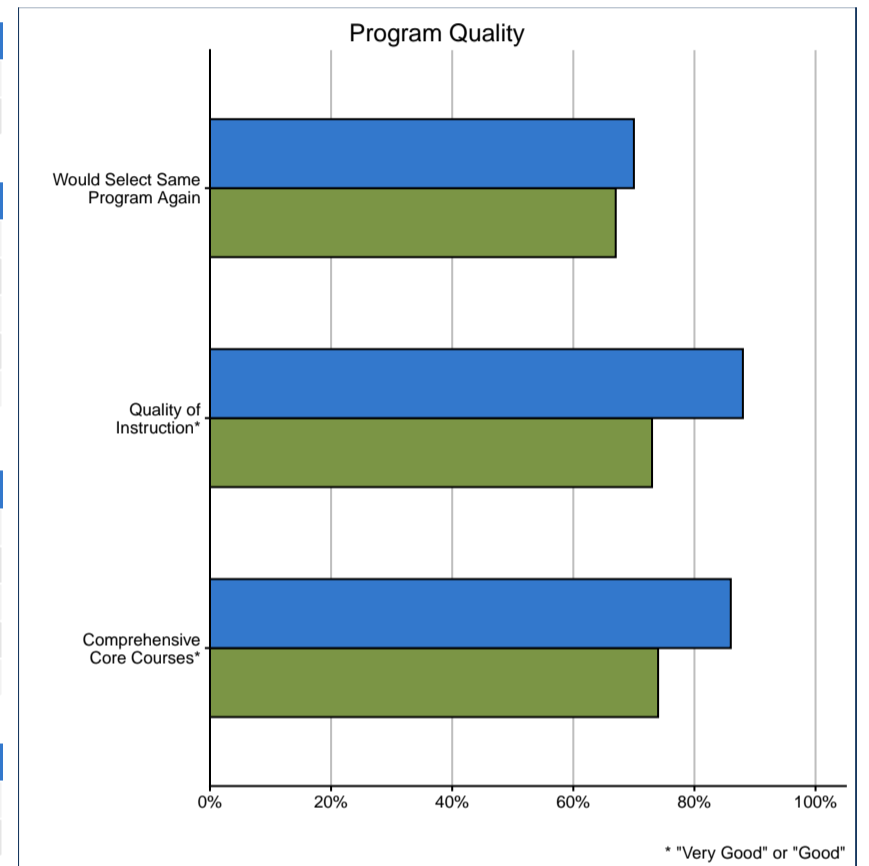
**EDUCATION EVALUATION AND SKILL DEVELOPMENT**

Program Satisfaction:	09.0999		RRU	
Very Satisfied	3	16%	26	34%
Satisfied	11	58%	38	50%
Dissatisfied	4	21%	9	12%
Very Dissatisfied	1	5%	3	4%
Total	19	100%	76	100%



Usefulness of Knowledge, Skills, and Abilities Acquired during Program in Work:	09.0999		RRU	
Very Useful	7	41%	27	41%
Somewhat Useful	7	41%	27	41%
Not Very Useful	2	12%	10	15%
Not at All Useful	1	6%	2	3%
Total	17	100%	66	100%

Would select the same program again:	09.0999		RRU	
Yes	12	67%	50	70%
No	6	33%	21	30%

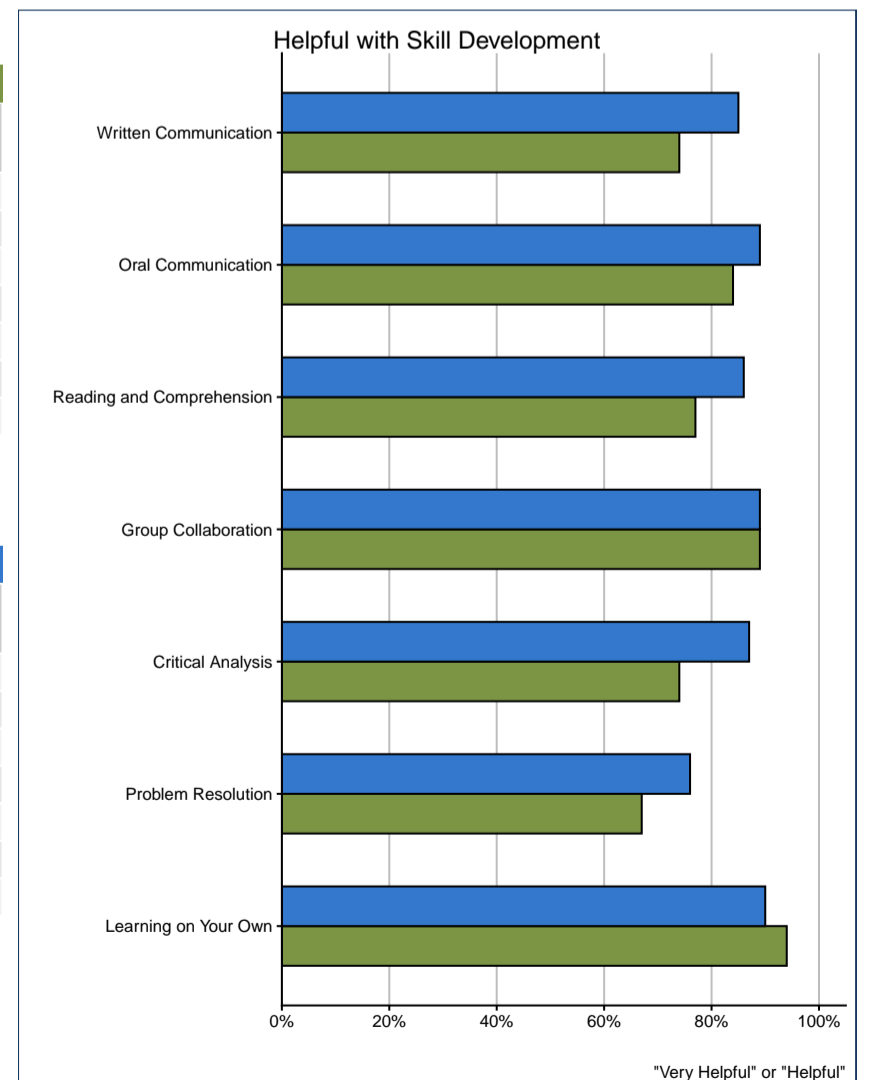


Quality of Instruction:	09.0999		RRU	
Very Good	5	26%	20	26%
Good	9	47%	47	62%
Poor	3	16%	5	7%
Very Poor	2	11%	4	5%
Total	19	100%	76	100%

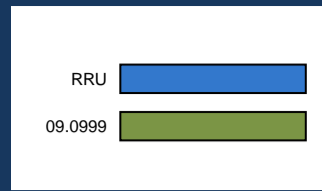
Comprehensiveness of Core Courses:	09.0999		RRU	
Very Good	4	21%	26	35%
Good	10	53%	38	51%
Poor	5	26%	9	12%
Very Poor	0	0%	2	3%
Total	19	100%	75	100%

Financial Constraints:	09.0999		RRU	
Had to interrupt studies for financial reasons	0	0%	8	11%
Had to take program part-time for financial reasons	5	28%	13	18%

Skill Development: How helpful was institution?	09.0999				# Resp.
	Very Helpful	Helpful	Not Very Helpful	Not at All Helpful	
Written Communication	21%	53%	26%	0%	19
Oral Communication	28%	56%	17%	0%	18
Reading and Comprehension	24%	53%	24%	0%	17
Group Collaboration	42%	47%	5%	5%	19
Critical Analysis	37%	37%	21%	5%	19
Problem Resolution	17%	50%	17%	17%	18
Learning on Your Own	33%	61%	6%	0%	18

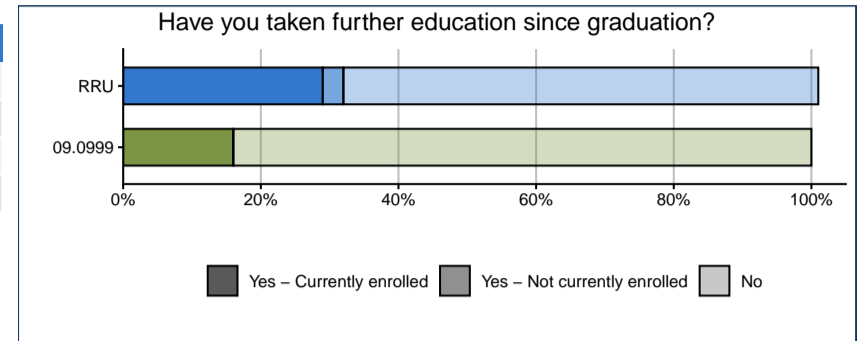


Skill Development: How helpful was institution?	RRU				# Resp.
	Very Helpful	Helpful	Not Very Helpful	Not at All Helpful	
Written Communication	39%	46%	12%	3%	76
Oral Communication	41%	48%	9%	1%	75
Reading and Comprehension	36%	50%	11%	3%	74
Group Collaboration	47%	42%	8%	4%	77
Critical Analysis	50%	37%	11%	3%	76
Problem Resolution	38%	38%	18%	7%	72
Learning on Your Own	51%	39%	7%	4%	75

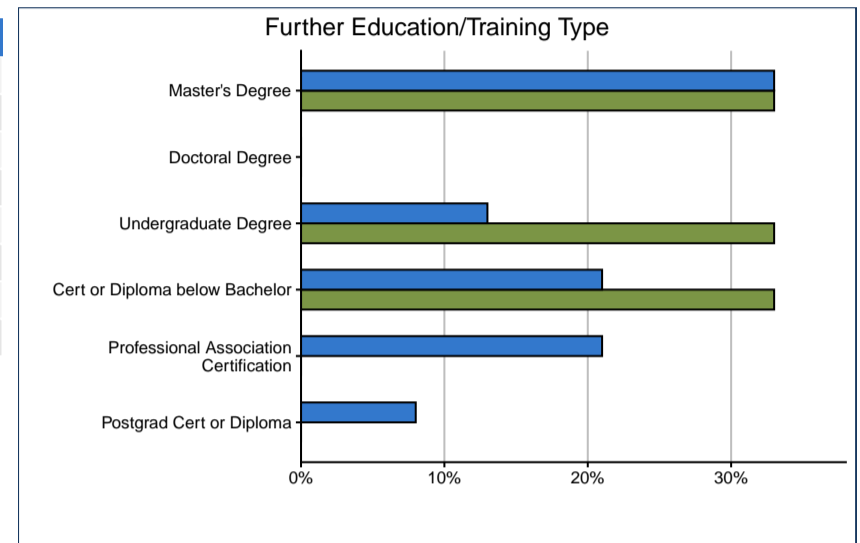


FURTHER EDUCATION

Took further education since 2023 graduation:	09.0999		RRU	
Yes – Currently enrolled	3	16%	22	29%
Yes – Not currently enrolled	0	0%	2	3%
No	16	84%	53	69%
Total	19	100%	77	100%

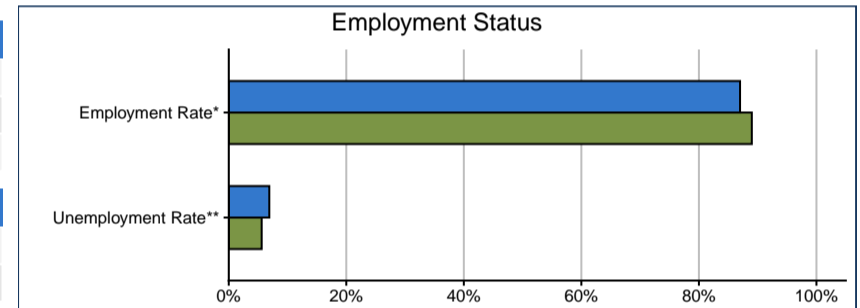


Type of Formal Post-Secondary Education:	09.0999		RRU	
Master's Degree	1	33%	8	33%
Doctoral Degree	0	0%	0	0%
Another Undergraduate Degree	1	33%	3	13%
Certificate or Diploma below Bachelor Level	1	33%	5	21%
Professional Association Certification	0	0%	5	21%
Postgraduate Certificate or Diploma	0	0%	2	8%
Other	0	0%	1	4%
Total	3	100%	24	100%



EMPLOYMENT

Labour Force Status:	09.0999		RRU	
In Labour Force (working or seeking work)	18	95%	72	95%
Not in Labour Force	1	5%	4	5%
Total	19	100%	76	100%

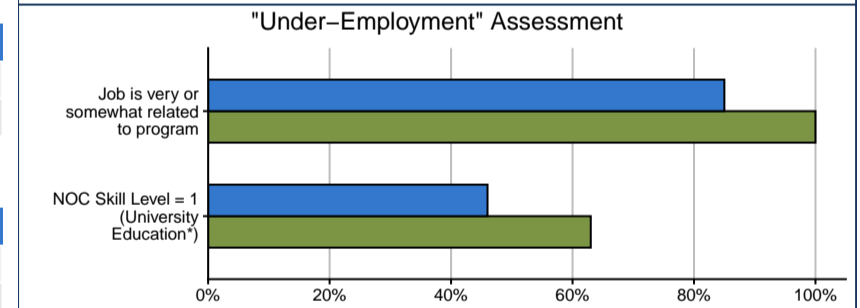


Employment:	09.0999		RRU	
Employment Rate*	17	89%	67	87%
Unemployment Rate**	1	5.6%	5	6.9%

\*Percent = Total employed divided by total number of respondents  
 \*\*Percent = Total unemployed divided by total number in labour force

"Under-Employment" Assessment:	09.0999		RRU	
Job is very or somewhat related to program	17	100%	57	85%
NOC Skill Level = 1 (University Education)*	10	63%	28	46%

\*Of total valid responses; NOC 2021 (TEER)



How related is your main job to your program?	09.0999		RRU	
Very Related	11	65%	31	46%
Somewhat Related	6	35%	26	39%
Not Very Related	0	0%	3	4%
Not at All Related	0	0%	7	10%
Total	17	100%	67	100%

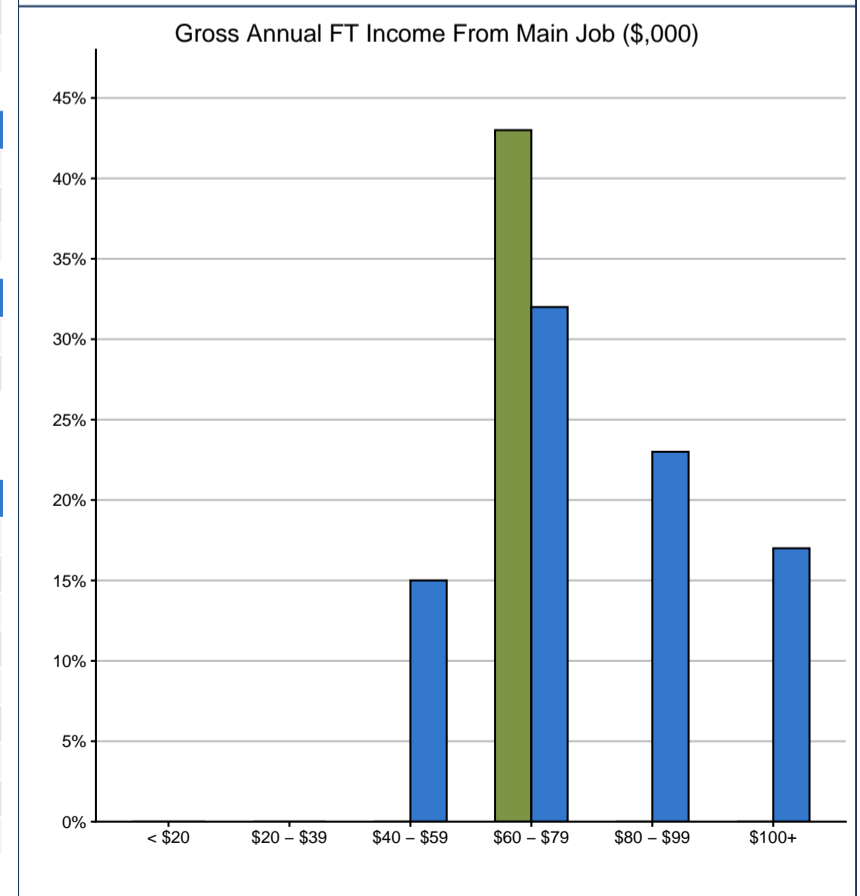
Primary Employment Type:	09.0999		RRU	
Paid Worker	17	100%	63	94%
Self-Employed	0	0%	4	6%
Total	17	100%	67	100%

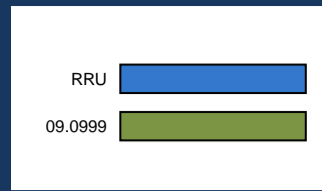
Job Characteristics:	09.0999		RRU	
I hold more than one job*	4	24%	15	22%
My main job is full-time (>= 30 hours per week)**	16	94%	58	91%

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

Gross Annual Income from Main Job:*	09.0999		RRU	
Less than \$20,000	~	~	~	~
\$20,000 to \$39,999	0	0%	~	~
\$40,000 to \$59,999	~	~	7	15%
\$60,000 to \$79,999	6	43%	15	32%
\$80,000 to \$99,999	~	~	11	23%
\$100,000 and Above	~	~	8	17%
Total	14	100%	47	100%
Median Annual Income (full-time) (\$)	70,200		76,966	
Average Annual Income (full-time) (\$)	73,232		78,927	

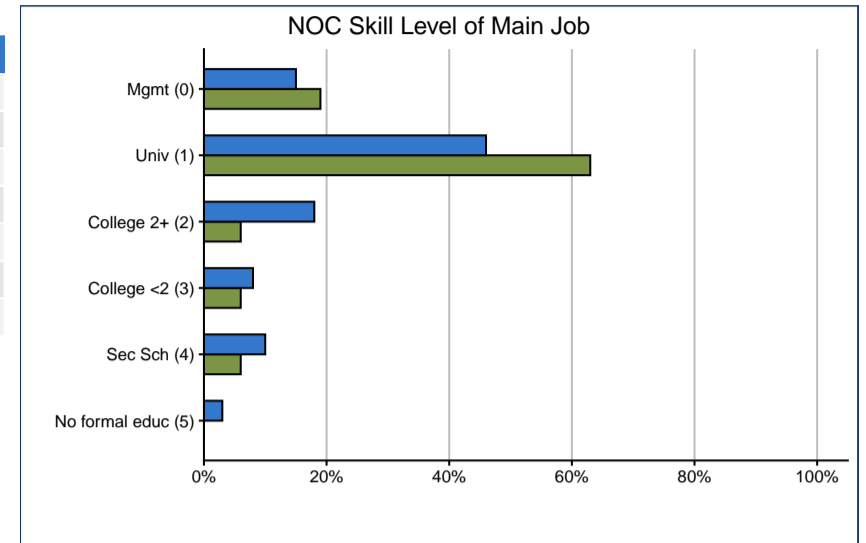
\*Where data provided



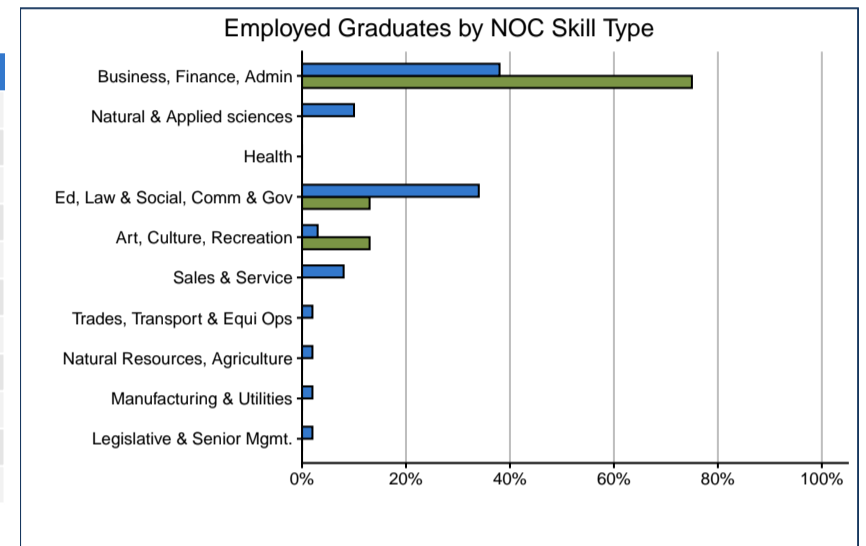


EMPLOYMENT, continued

NOC Skill Level of Main Job (NOC 2021 (TEER)):	09.0999		RRU	
0. Management	3	19%	9	15%
1. University education	10	63%	28	46%
2. College education/trade apprenticeship (2+ years)	1	6%	11	18%
3. College education/trade apprenticeship (<2 years)	1	6%	5	8%
4. Secondary school + job-specific training	1	6%	6	10%
5. No formal education	0	0%	2	3%
<b>Total</b>	<b>16</b>	<b>100%</b>	<b>61</b>	<b>100%</b>



NOC Skill Type of Main Job (NOC 2021):	09.0999		RRU	
Legislative and senior management	0	0%	1	2%
Business, finance & administration	12	75%	23	38%
Natural & applied sciences & related	0	0%	6	10%
Health	0	0%	0	0%
Education, law and social, community & government	2	13%	21	34%
Art, culture, recreation & sport	2	13%	2	3%
Sales & service	0	0%	5	8%
Trades, transport & equipment operators & related	0	0%	1	2%
Natural resources, agriculture & related production	0	0%	1	2%
Manufacturing & utilities	0	0%	1	2%
<b>Total</b>	<b>16</b>	<b>100%</b>	<b>61</b>	<b>100%</b>

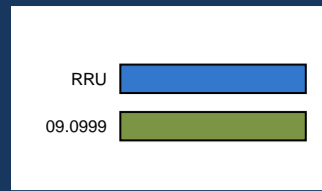


Top 10 Full-Time Occupations of 09.0999 Graduates*:			09.0999
NOC_2021	NOC Skill Level	Description	% Employed FT in this Occ.**
11202	1	Professional occupations in advertising, marketing and public relations	53%
*			
*			
*			
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*			
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*			
*			
*			

\* Data not displayed where n < 5; NOC 2021  
 \*\* Percentages cited are of those employed

Top 10 Full-Time Occupations of RRU Graduates*:			RRU
NOC_2021	NOC Skill Level	Description	% Employed FT in this Occ.**
11202	1	Professional occupations in advertising, marketing and public relations	13%
*			
*			
*			
*			
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*			
*			

\* Data not displayed where n < 5; NOC 2021  
 \*\* Percentages cited are of those employed



**EDUCATION FINANCING**

<b>Funding Sources:*</b>	<b>09.0999</b>		<b>RRU</b>	
Personal savings, investments	3	16%	10	13%
Employment while studying	4	21%	15	20%
Family/Friends	2	11%	9	12%
Personal bank loans	1	5%	3	4%
Government student loans	3	16%	21	28%
Scholarships/Bursaries/Grants	4	21%	7	9%
Other	2	11%	10	13%
<b>Total</b>	<b>19</b>		<b>75</b>	

\* Percentage of respondents who identified this as their primary source

<b>Financial Debt Incurred to Finance Bac. Ed.:*</b>	<b>09.0999</b>		<b>RRU</b>	
Incurred any form of financial debt	9	50%	37	50%
Incurred government-sponsored student loan debt	4	22%	26	35%

\* Percentage of respondents who provided data

<b>Financial Debt Amount:*</b>	<b>09.0999</b>		<b>RRU</b>	
< \$1,000	0	0%	0	0%
\$1,000 to \$4,999	1	14%	1	3%
\$5,000 to \$9,999	2	29%	3	9%
\$10,000 to \$14,999	2	29%	7	21%
\$15,000 to \$19,999	0	0%	2	6%
\$20,000 to \$29,999	2	29%	8	24%
\$30,000 to \$39,999	0	0%	4	12%
\$40,000 or More	0	0%	8	24%
<b>Total</b>	<b>7</b>	<b>100%</b>	<b>33</b>	<b>100%</b>
Median Financial Debt (\$)	10,000		20,000	

\* Includes only cases where financial debt was incurred

