2016 Graduate Retention Study
Summary of Results
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Study Objectives

- Assess graduates’ overall education experience and understand what their plans are following graduation
- Determine what is compelling graduates to leave Atlantic Canada
- Identify what factors influence the ability to stay within the region
- Understand how opinions vary by student type
Research Methodology

Online Survey
Email invitations distributed by institutions to 2016 graduating students

Field Dates
March 29 – April 6, 2016

4,643 Completed Surveys
21 of 22 institutions took part
16 universities
5 colleges

Location of Respondents

- 55%
- 29%
- 10%
- 7%
- 7%

- 21 of 22 institutions took part
Graduate Profile

32% Male vs. 67% Female

1 in 10 are international students

Language
English 90%
French 10%

University graduates
- Degree
77%
- Masters’ Degree
13%
- Doctoral Degree
2%

College graduates
- Diploma
58%
- Certificate
37%
- Other
5%

1 in 10 are international students
Where Family Lives

More likely to have family ties elsewhere in Canada

2x more likely to have family ties in another Atlantic Province

Graduates’ Experience
Satisfaction with Education

87% of graduates are satisfied with the quality of their education.

- College Graduates: 89%
- University Graduates: 86%

Work-Integrated Learning

- Overall: 66%
- College Graduates: 85%
- University Graduates: 58%

34% did not participate in any form of work-integrated learning.

Grads who did not participate in such learning are less highly satisfied with overall education.
Likelihood to Recommend

70% would recommend their province of study as a place to live and work.

Plans After Graduation
Post-Graduation Plans

- **58%** plan to enter the **workforce**
- **29%** will go back to school
- **23%** have a job lined up
- **33%** will look for a full-time job
- **15%** other things (i.e. travel, work part-time)

Only...

- **2%** plan to start their own **business**

Desired Location of Business

Location of Business Intending to Start
Among Those Who Will Start a Business Upon Graduation

- **Outside Canada**: 14%
- **Other Canadian province**: 13%
- **Other Atlantic province**: 13%
- **Province of Study**: 13%

Note: If "OWN OWN BUSINESS" in Q14, where are you planning to start this business? *Caution: small sample size.*
Post-Graduation Plans

58% plan to enter the workforce

78% College Graduates

51% University Graduates

Preferred Location to Work

Preferred Location to Work After Graduation

Among those who will look for employment after graduation:

- Outside Canada: 23%
- Other Canadian province: 7%
- Other Atlantic province: 13%
- Province of Study: 57%

If you selected "will look for employment" in Q10, given a choice, where in Canada would you prefer to work after graduation?
Post-Graduation Plans

29% will go back to school

Choosing Educational Institution for Pursuing Further Education
Among Those Who Will Pursue Further Education

Another educational institution: 65%
Current educational institution: 26%
Don’t know/Unsure: 9%

Choosing a Place to Live
What’s Important When Considering Location?

Importance of Factors (Top 4 Box)

- Quality of life: 95%
- Job opportunities: 93%
- Cost of living: 87%
- Compensation levels: 83%
- Social lifestyle: 73%
- Place to raise a family: 70%
- Taxation levels: 64%
- Business environment: 54%
- Climate/weather: 53%
- Sports and recreational opportunities: 52%
- Arts and cultural activities: 50%
- Political environment: 38%

Post-Graduation Plans

- College Graduates: 92%
- University Graduates: 78%

81% English
89% French

82% would remain in their province of study if they had an attractive job offer in field
**Post-Graduation Plans**

- **Reason for Accepting an Attractive Job Offer in Province of Study**
  - **64%**
  - Where I live/am from/Close to home/family/friends

- **Reason for Not Accepting an Attractive Job Offer in Province of Study**
  - **52%**
  - Want to live elsewhere/move closer to family

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**International Students (n=468)**

**Choice of Staying in Current Province and Becoming a Permanent Citizen If Given An Opportunity Among International Students**

- International n=440
  - Yes 75%
  - No 7%
  - Uncertain 18%

Q21: [IF ‘OUTSIDE OF CANADA’ IN Q20] Given a choice, would you like to have the opportunity to stay in (NAME OF PROVINCE) after graduation and become a permanent citizen of Canada?
Regional Perceptions

Preferred Location to Work

Would Consider an Atlantic Province
(By Student Type)

Overall | Atlantic Canada Student | Outside Atlantic Canada Student | International Student
---|---|---|---
90% | 96% | 79% | 72%
Recommendation

How Does Atlantic Canada Compare?

Importance of Factors
(Top 4 Box)

<table>
<thead>
<tr>
<th>Factor</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quality of Life</td>
<td>95%</td>
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Financial Considerations

Student Loan Debt

Q.12: Do you currently have a student loan? (n=643)

Q.13: How much do you currently owe in student loans? (n=643)
Student Loan Debt

$28.8K
Average amount owed
(Median $25K)

College Graduates
$16,536
(Median $13K)

vs.

University Graduates
$33,976
(Median $30K)

2x
The amount owed by College Grads

Salary Expectations

$46,285
Average salary expected

College Graduates
$39.5K

vs.

University Graduates
$49.1K
2016 Graduate Retention Study - Highlights

Respondent Profile

- Graduates participated
  - BA = 2,249
  - BA + = 1,939
  - BSC = 882
  - BSC + = 54

- University graduates: 87%
- College graduates: 13%

Top 3 fields of study in University
- Arts & Humanities: 40%
- Science: 25%
- Business: 15%

Top 3 fields of study in College
- Health Services: 40%
- Business: 20%
- Human Services: 11%

Unemployed, dropouts, and college graduate breakdown
- 3%
- 2%
- 58%

Participation in Work integrated Learning
- 85% college graduates
- 58% university graduates

Perceptions

- 87% of graduates are satisfied with the quality of their education (top 4)
- 70% of graduates would recommend their graduate study as a place to live and work

- 82% of international graduates would remain in province after graduation if job offers available

Factors when choosing a place to work
- Quality of life (90%)
- Job opportunities (60%)
- Cost of living (50%)

Expectations

- Average income expectations for first job
  - University: $46.2K
  - College: $30.6K

Debt

- University graduates carry 2X the debt of college graduates

Provincial's Performance Compared to Rest of Canada

Better? Worse?
- Place to raise family
- Quality of life

Post Graduation Plans

- 33% will look for full-time employment
- 23% will look for self-employment
- 29% will pursue further education
- 15% will start their own business

Only 2% will look for self-employment