

ASSOCIATION OF  
ATLANTIC  
UNIVERSITIES



ASSOCIATION  
DES UNIVERSITÉS  
DE L'ATLANTIQUE



Atlantic Canada  
Opportunities  
Agency

Agence de  
promotion économique  
du Canada atlantique

Canada

# ***2016 Graduate Retention Study***

## ***Summary of Results***

### ***June 2016***

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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*

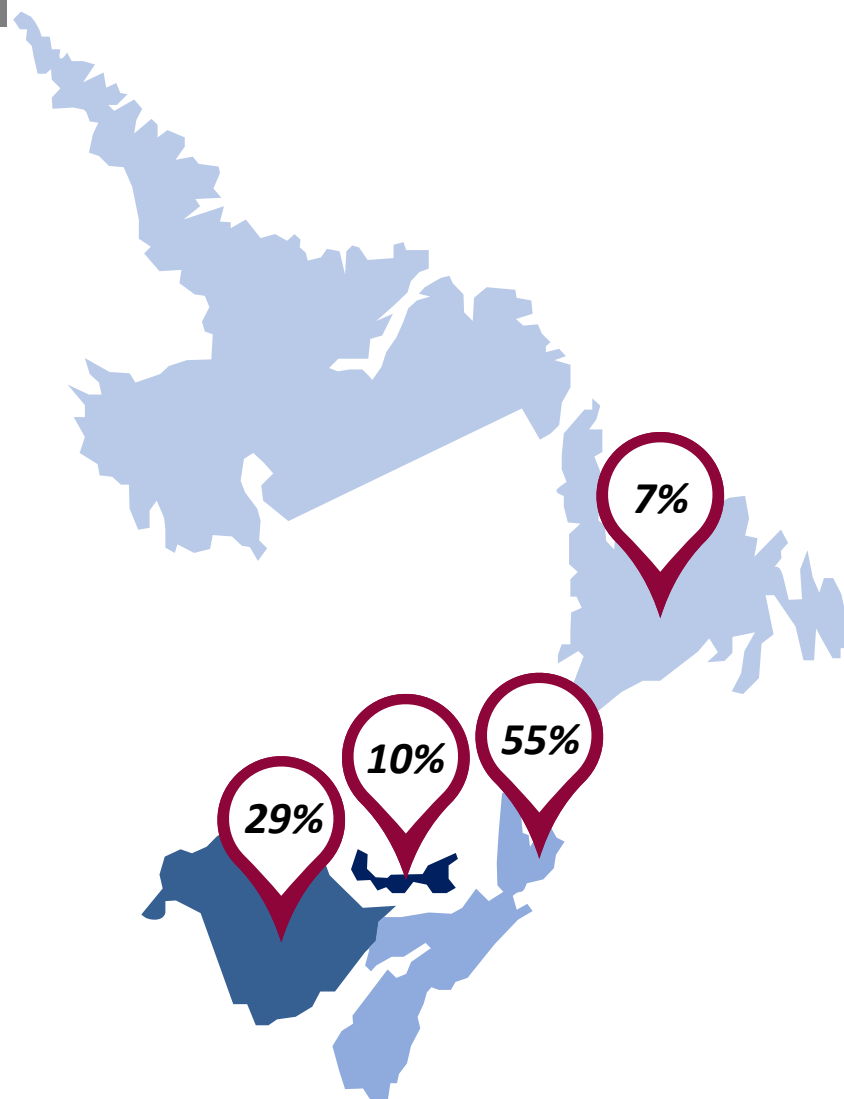
**21** of 22  
*institutions  
took part*



**16 universities  
5 colleges**



## Location of Respondents

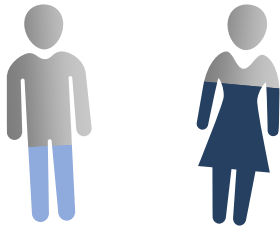




## *Graduate Profile*

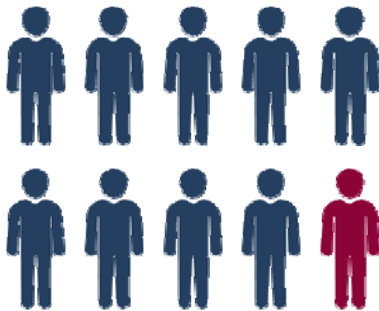


# Graduate Profile



**32% Male vs. 67% Female**

**1 in 10** are  
*international*  
students



**University grads**  
**71%**



**College grads**  
**29%**

*University  
graduate  
breakdown*

*Undergraduate  
Degree*

**77%**

*Masters'  
Degree*

**13%**

*Doctoral  
Degree*

**2%**

*College  
graduate  
breakdown*

**58%**

*Diploma*

**37%**

*Certificate*

**5%**

*Other*

**Language**

**English 90%**

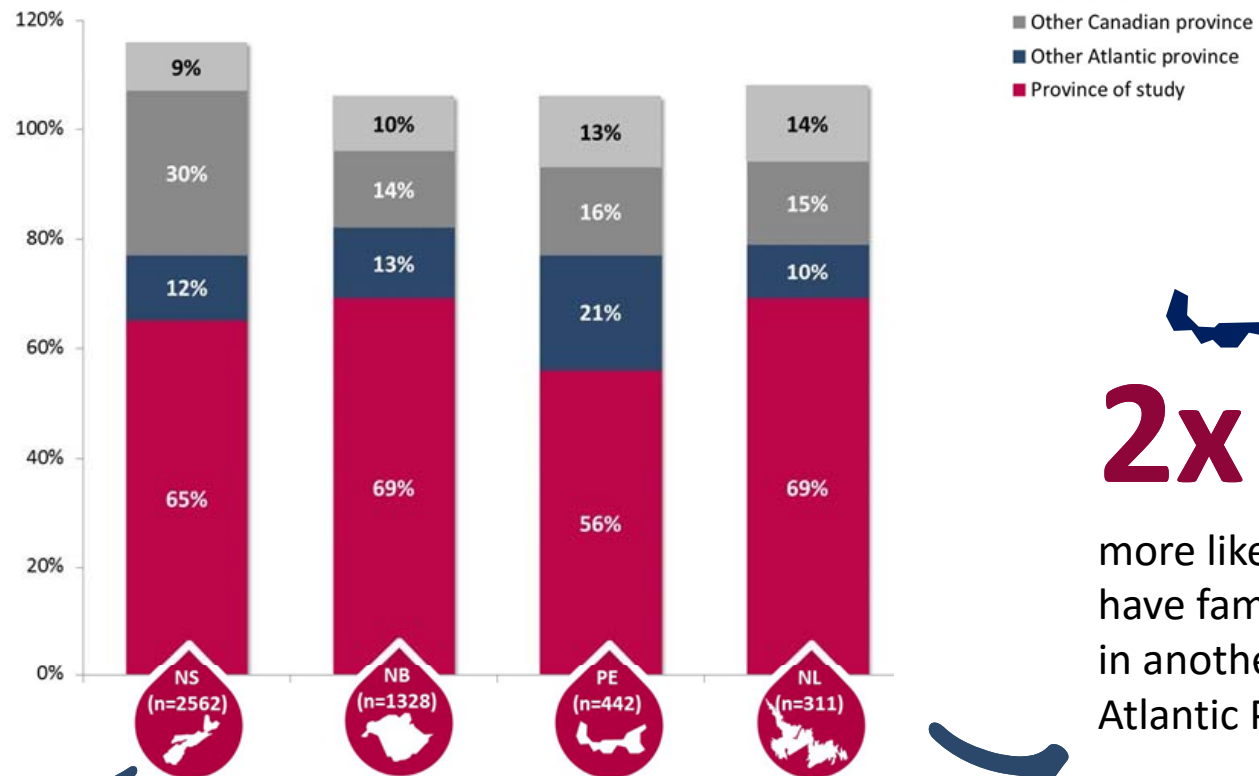
**French 10%**





# Where Family Lives

Province Where Family Currently Lives



More likely to  
have family ties  
elsewhere in  
Canada

**2x**

more likely to  
have family ties  
in another  
Atlantic Province

Q.20: Where does your family currently live, that is, your parent(s)?

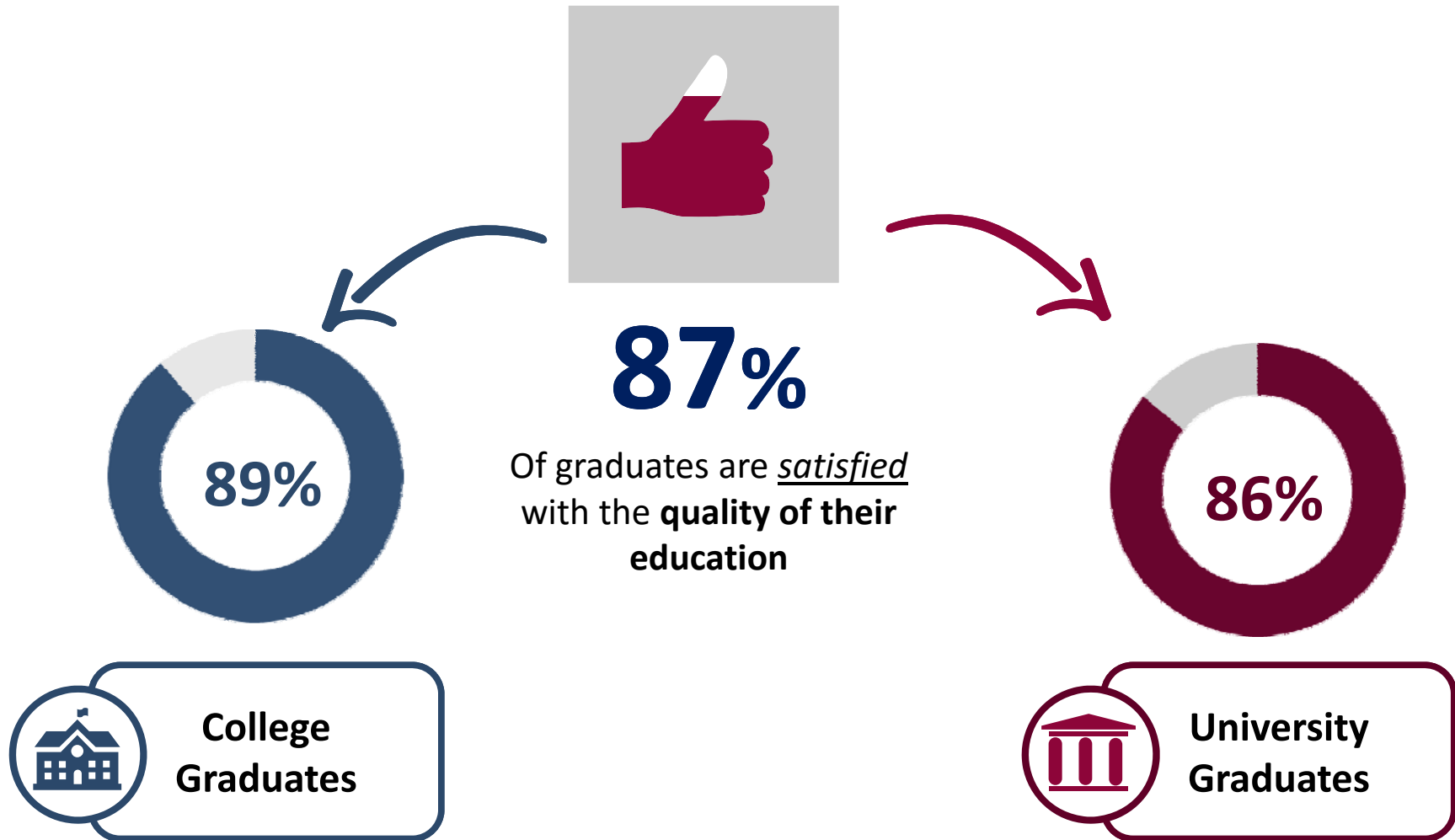


## *Graduates' Experience*

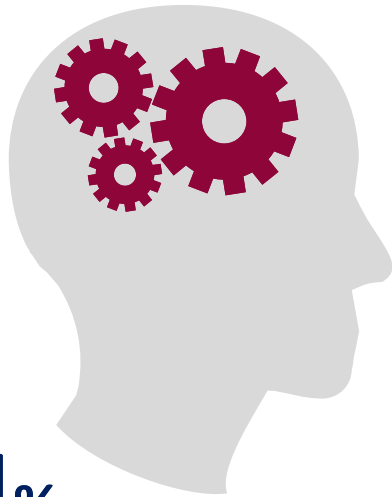




## Satisfaction with Education



# Work-Integrated Learning



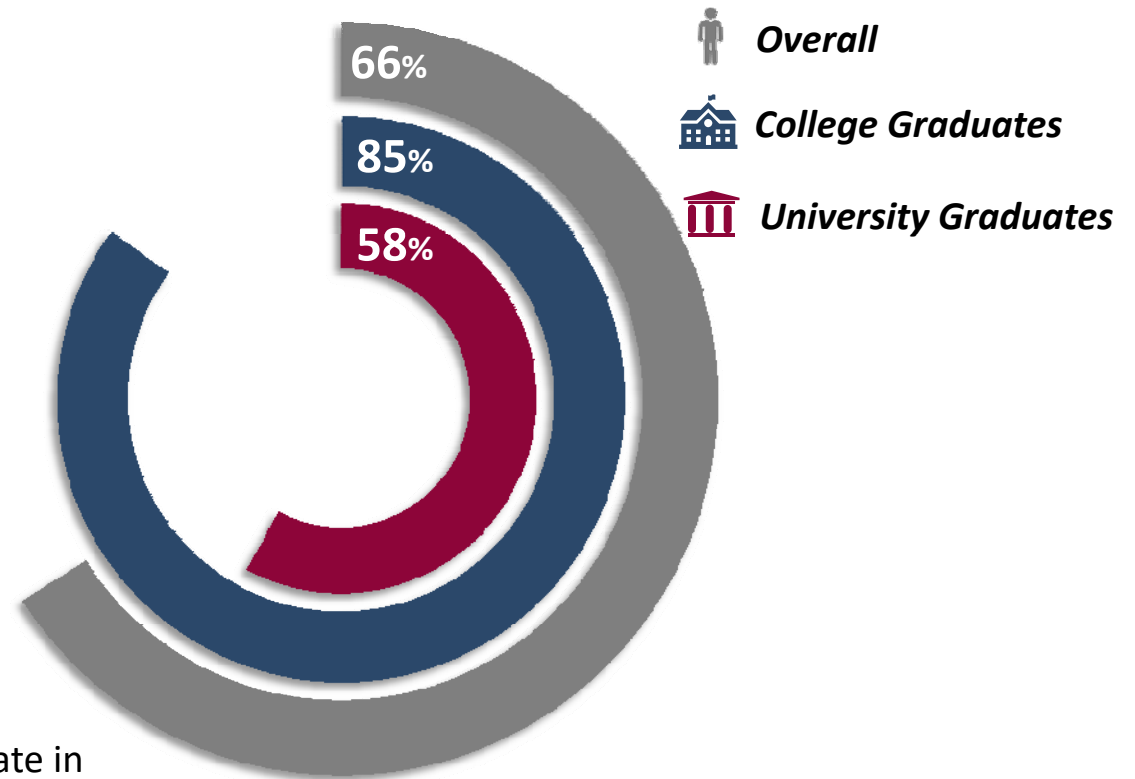
**34%**

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.

## Participation in Work-Integrated Learning

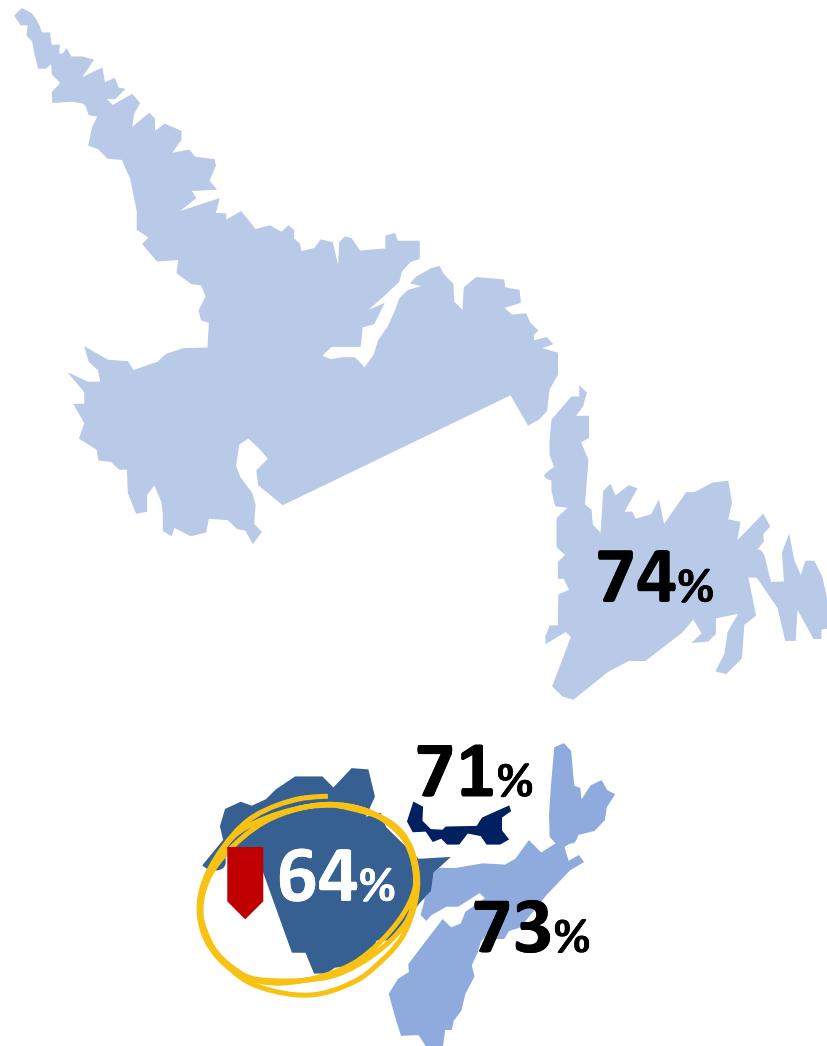




## Likelihood to Recommend



would **recommend**  
their province of study  
as a place to live and  
work

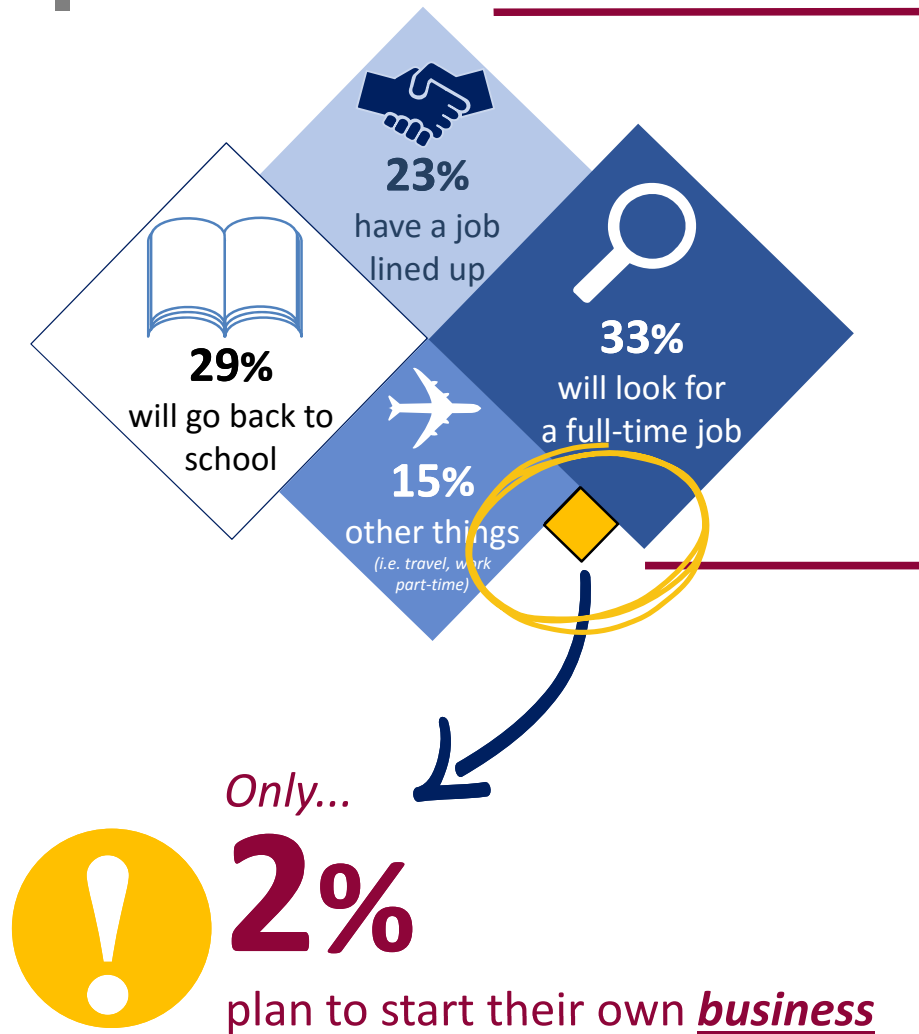




## *Plans After Graduation*

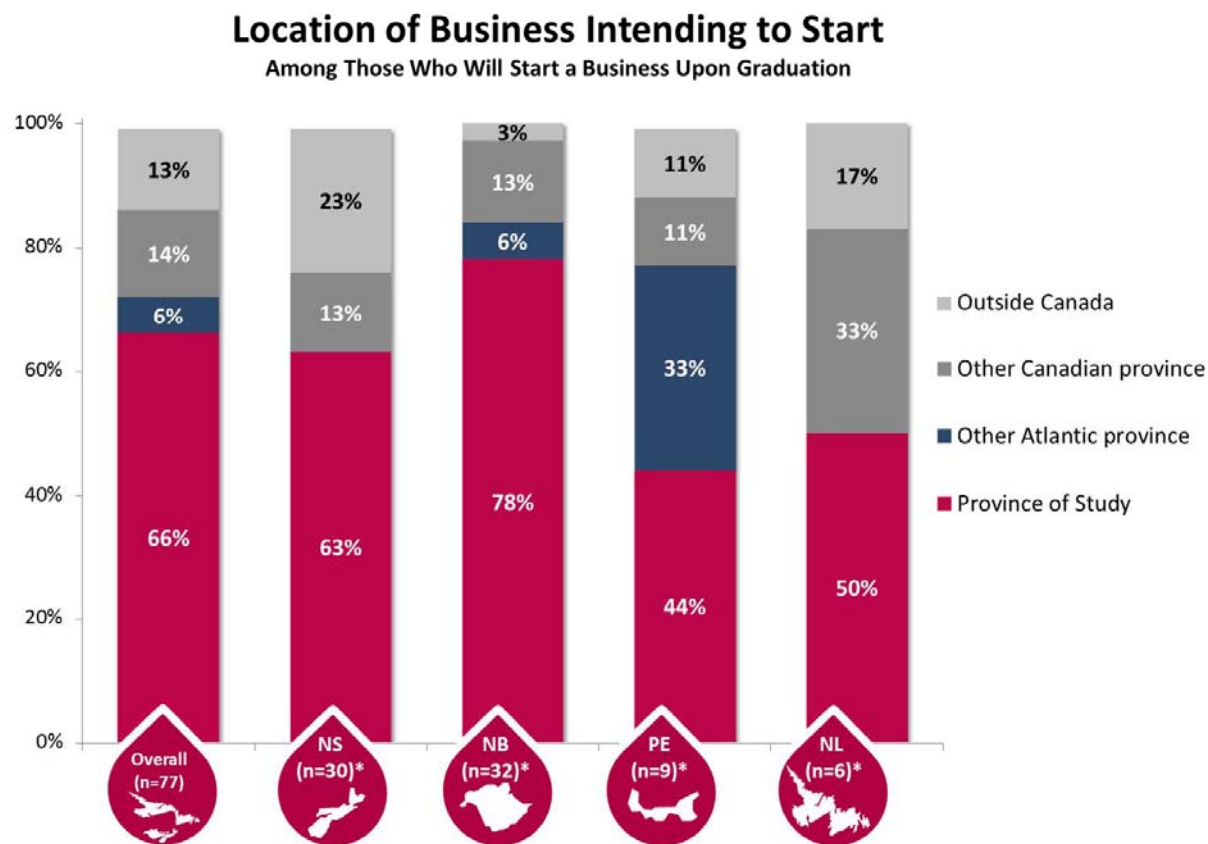


## Post-Graduation Plans



**58%**  
plan to enter  
the workforce

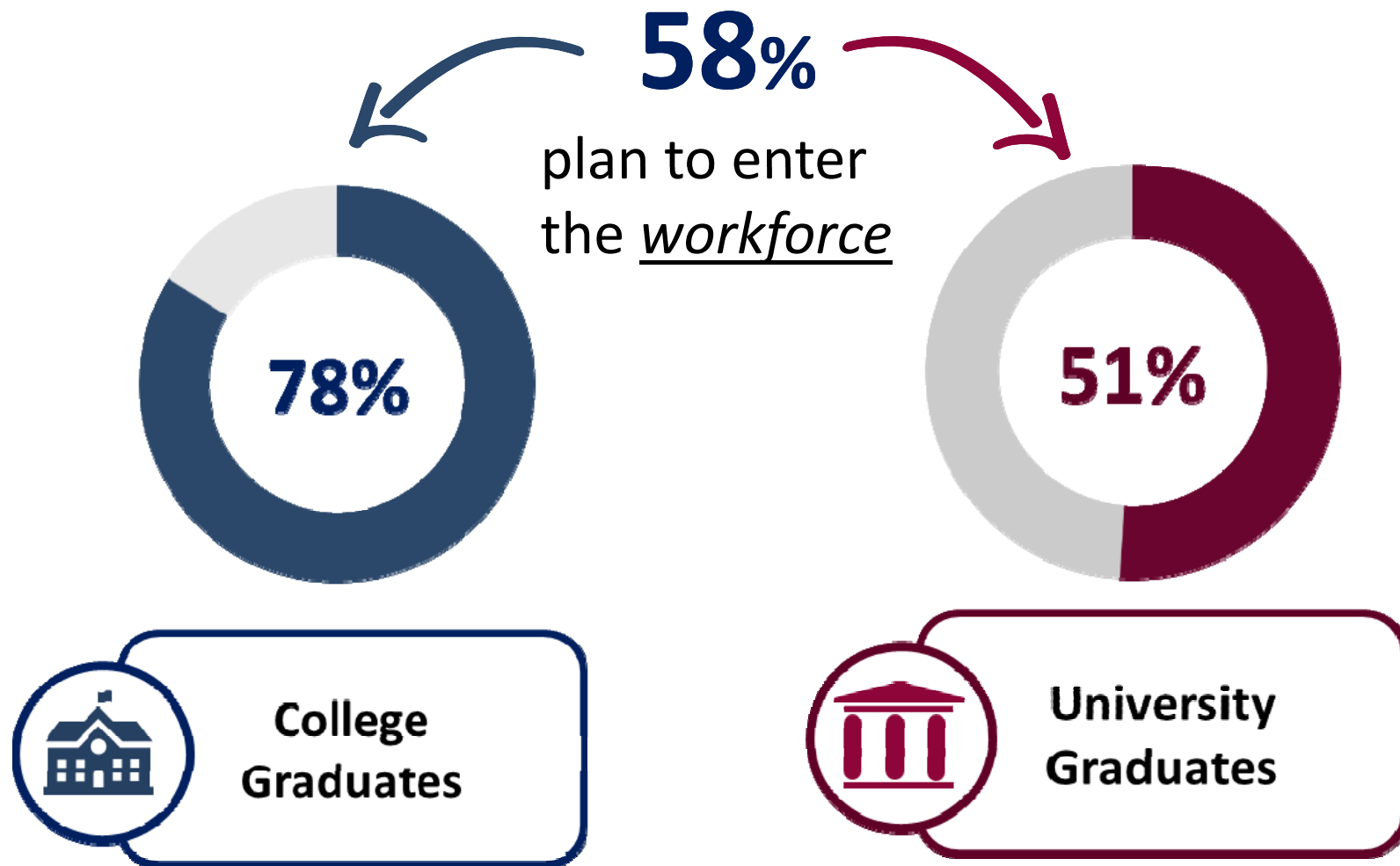
## Desired Location of Business



Q.9: [IF 'START OWN BUSINESS' IN Q.6] Where are you planning to start this business? *\*Caution: Small sample size.*



## Post-Graduation Plans

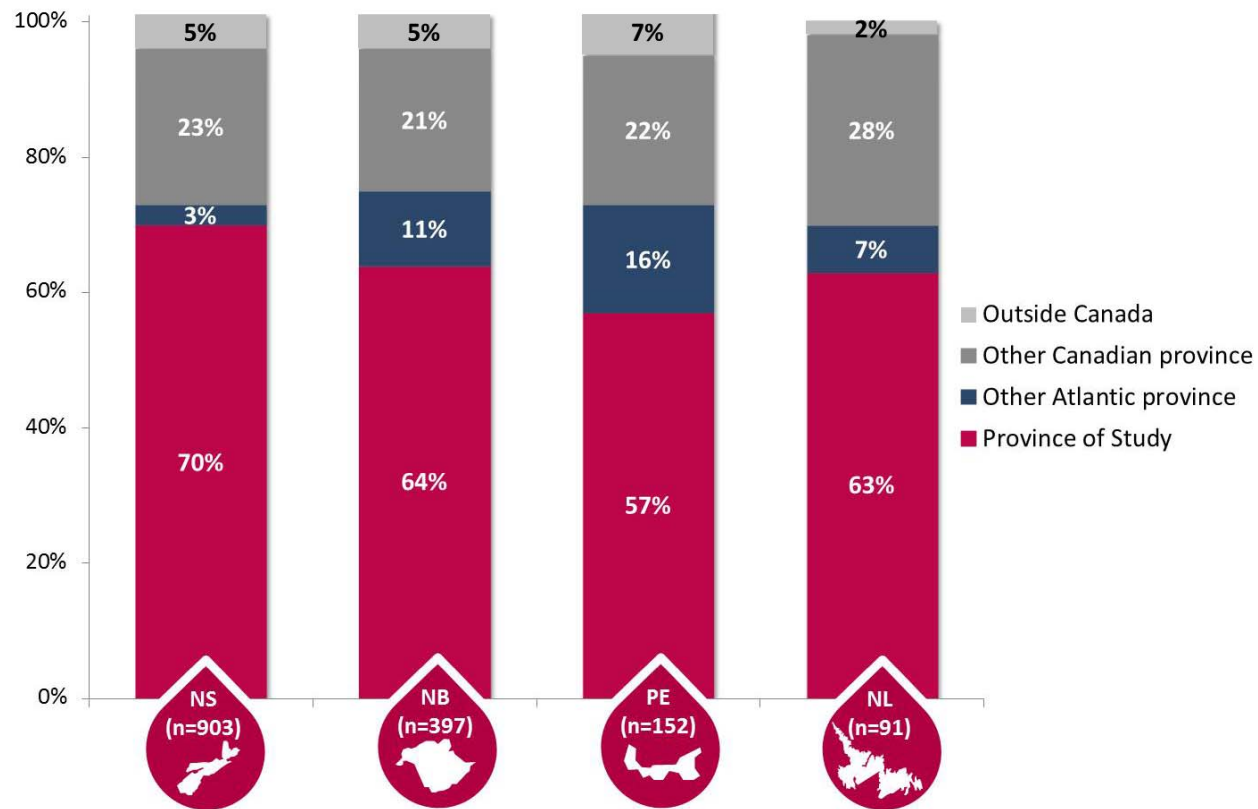




# Preferred Location to Work

## Preferred Location to Work After Graduation

Among Those Who Will Look For Employment After Graduation

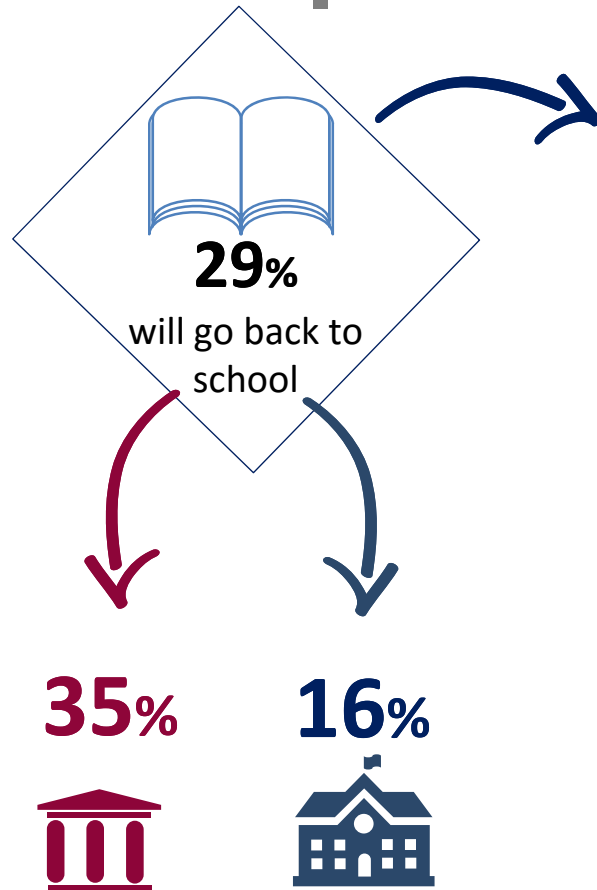


Q.10: [IF 'WILL LOOK FOR EMPLOYMENT' IN Q.6] Given a choice, where in Canada would you prefer to work after graduation?



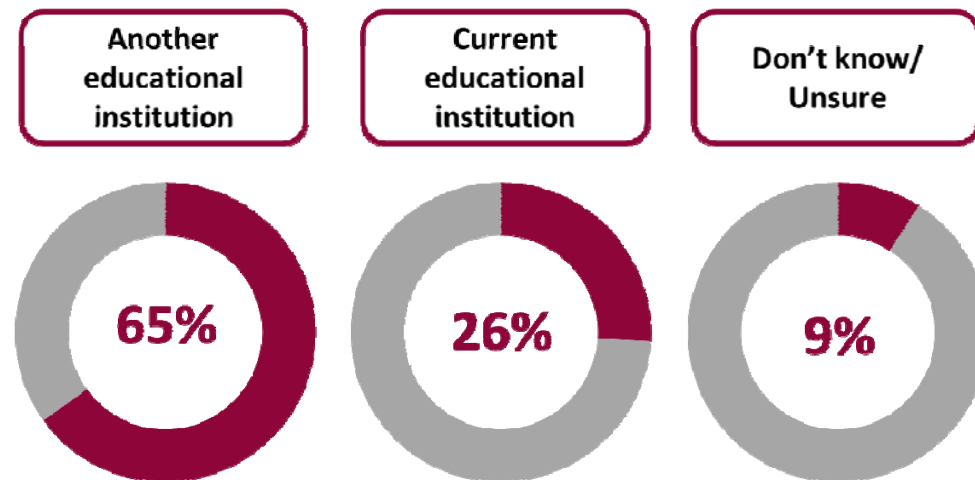


# Post-Graduation Plans



## Choosing Educational Institution for Pursuing Further Education

Among Those Who Will Pursue Further Education



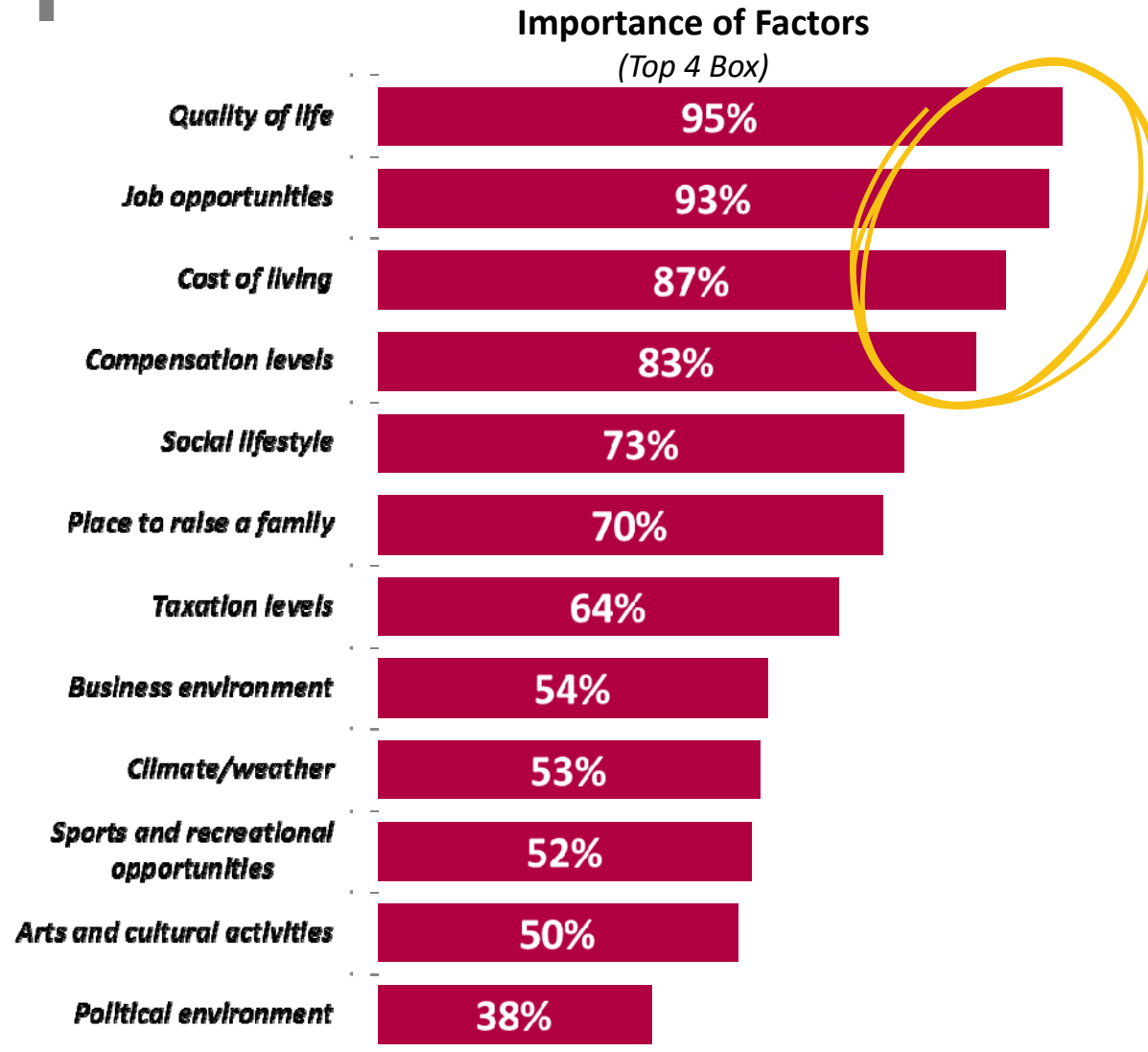
Q.7: [IF 'WILL PURSUE FURTHER EDUCATION' IN Q.6] Will you pursue further education at your current educational institution or another educational institution? (n=1188)



## *Choosing a Place to Live*



## What's Important When Considering Location?





## Post-Graduation Plans

92%



College  
Graduates

78%



University  
Graduates

English

81%

French

89%

82%



would remain in  
their province of  
study if they had  
an **attractive job  
offer** in field

82%

77%

82%

82%

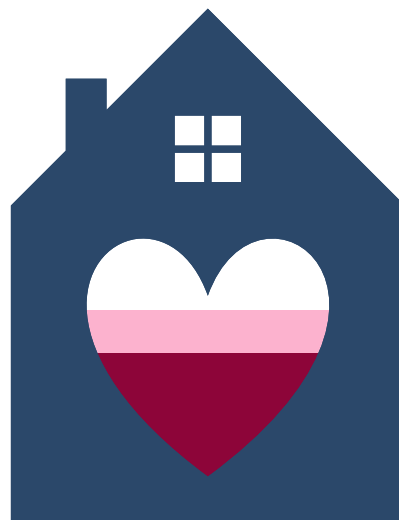


## Post-Graduation Plans

***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%**

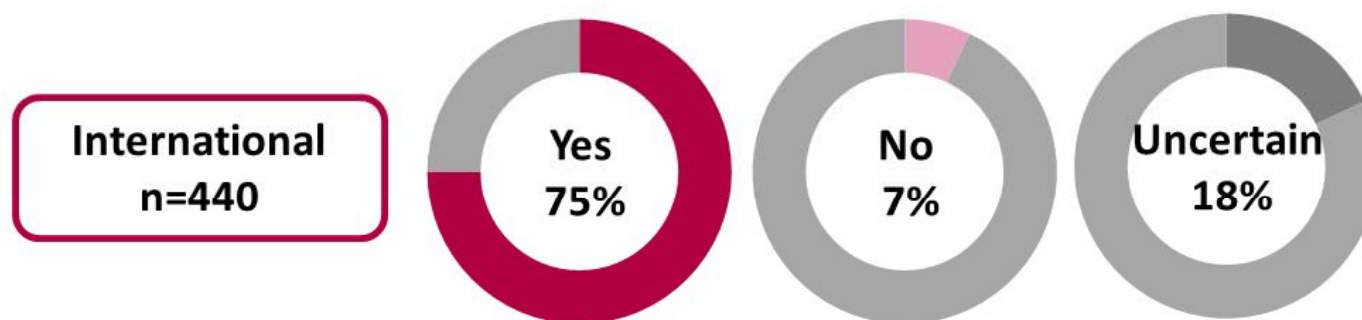
Want to live  
elsewhere/  
move closer to  
family



## International Students (n=468)

### Choice of Staying in Current Province and Becoming a Permanent Citizen If Given An Opportunity

Among International Students



Q.21: [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?

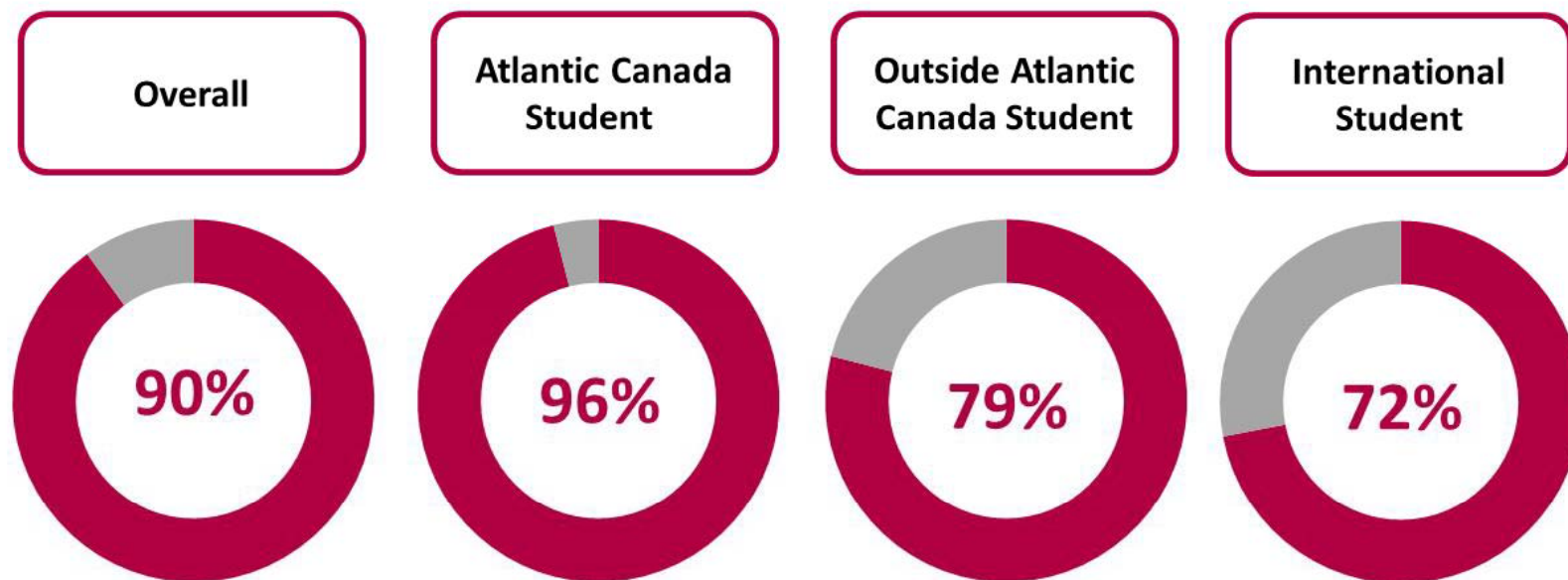


## *Regional Perceptions*



## Preferred Location to Work

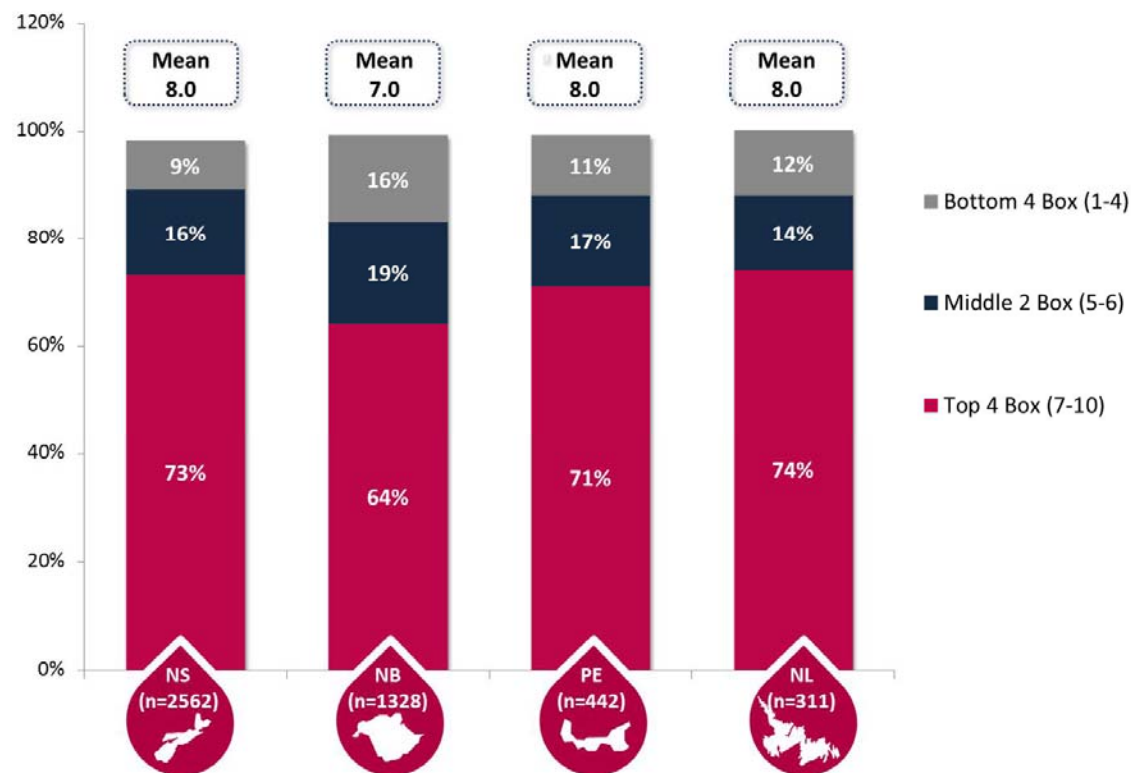
### Would Consider an Atlantic Province (By Student Type)





# Recommendation

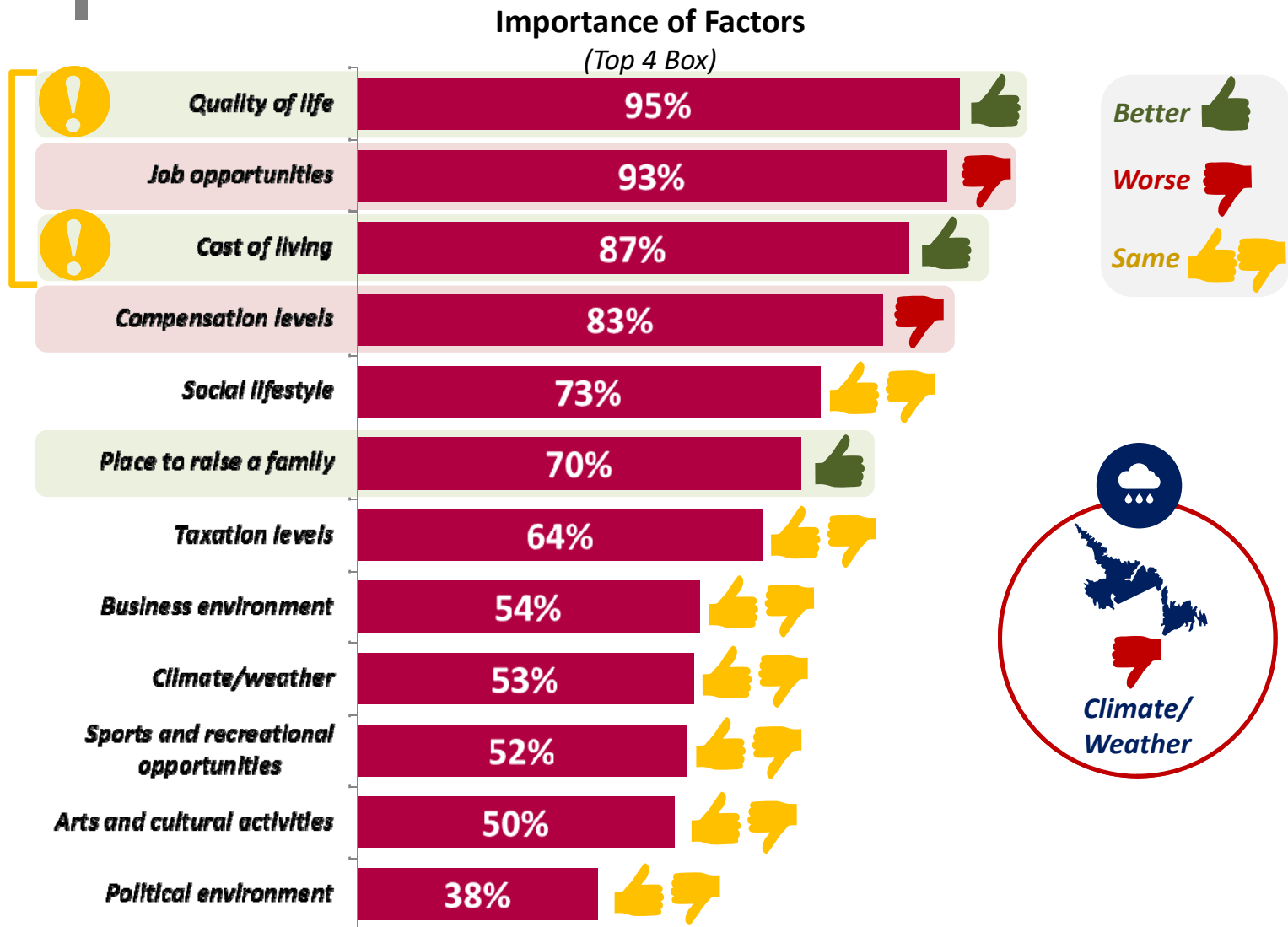
## Likelihood of Recommending Province as a Place to Live and Work



Q.19: Personally, how likely would you be to recommend (NAME OF PROVINCE) to others as a place to live and work? Note: Mean, median and net promoter calculations exclude responses of 'Don't know'.



# How Does Atlantic Canada Compare?

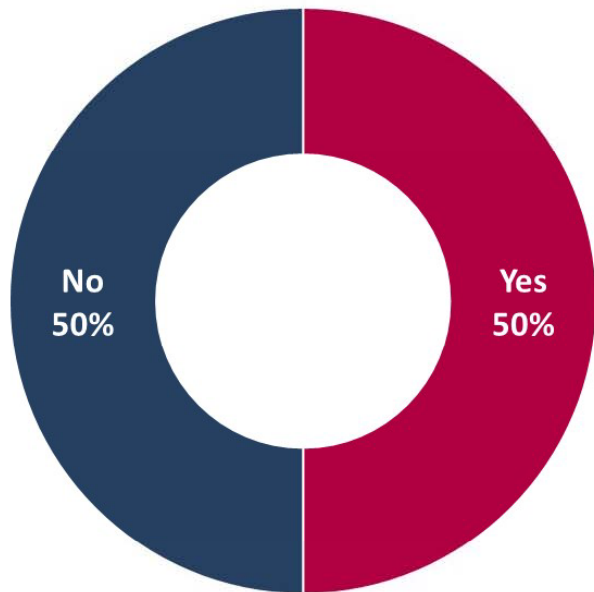




## *Financial Considerations*

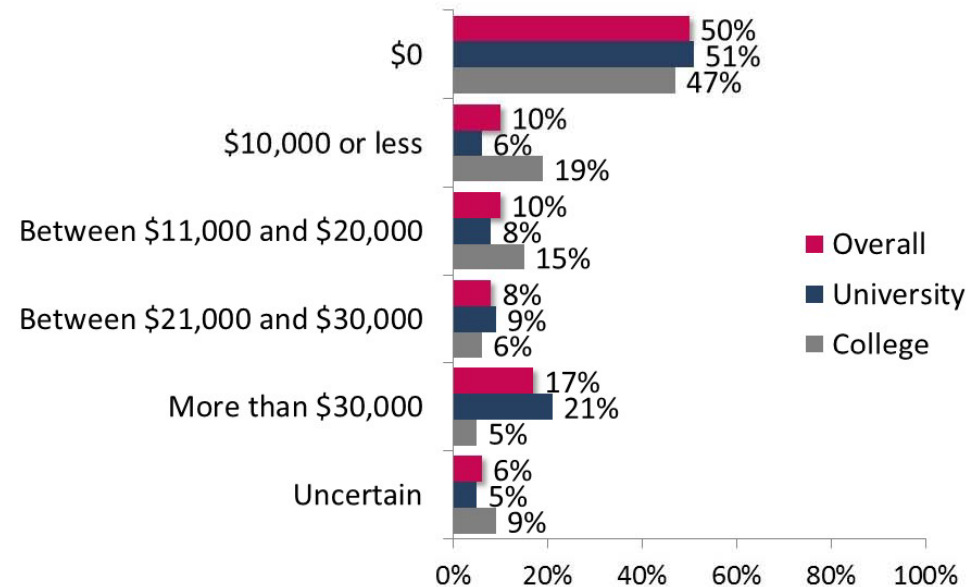
# Student Loan Debt

## Student Loans



Q.22: Do you currently have a student loan? (n=4643)

## Amount Currently Owed in Student Loans



Q.23: How much do you currently owe in student loans? (n=4643)



# Student Loan Debt



**\$28.8K**

Average amount owed  
(Median \$25K)



**College  
Graduates**

**\$16,536**

(Median \$13K)

**vs.**



**University  
Graduates**

**\$33,976**

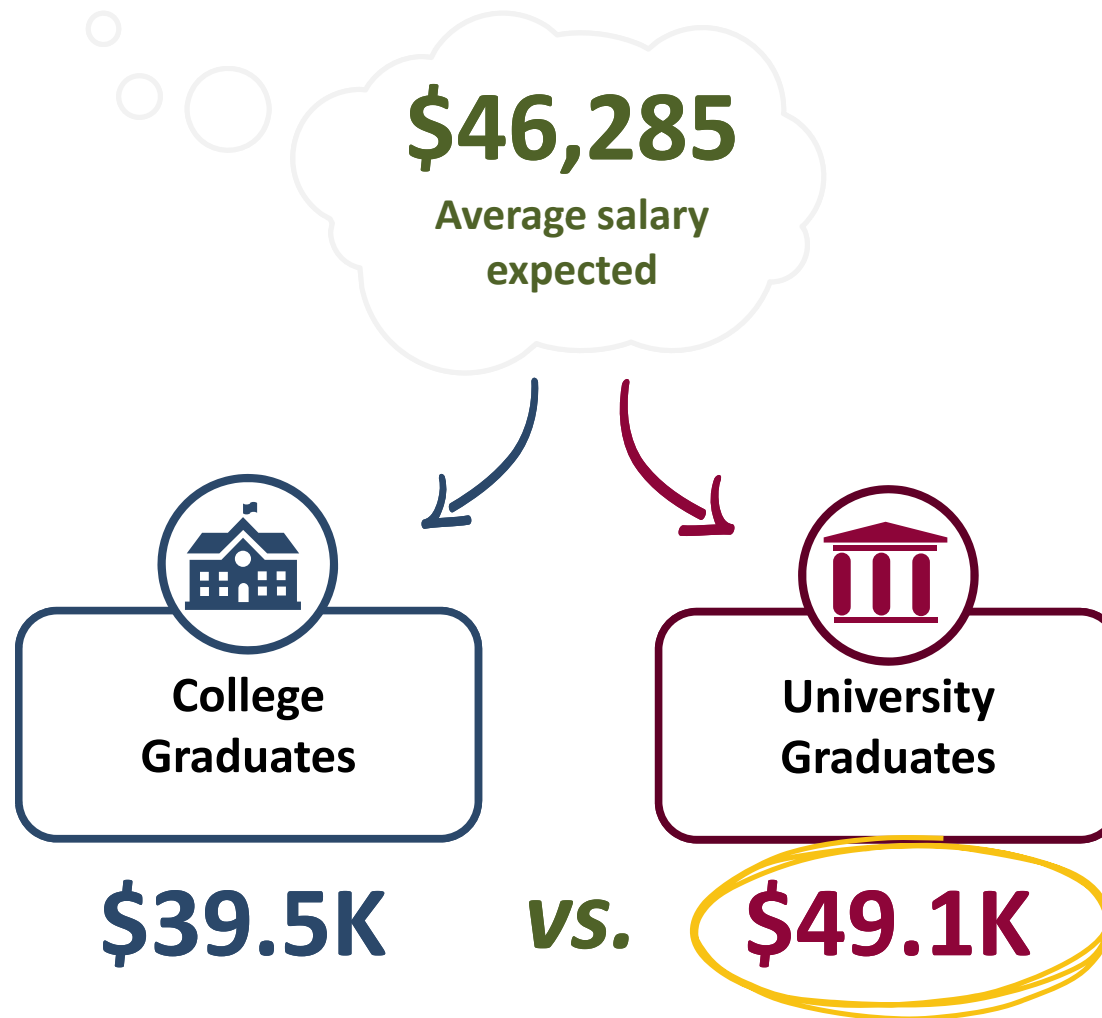
(Median \$30K)

**2x**

The amount owed  
by College Grads



# Salary Expectations



# 2016 Graduate Retention Study - Highlights

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## Respondent Profile

### 4,643 Graduates Participated

- NS = 2,562
- NB = 1,328
- PE = 442
- NL = 311



University grads  
71%



College grads  
29%



32% Male vs. 67% Female

### University graduate breakdown

Undergraduate Degree **77%**  
Masters' Degree **13%**  
Doctoral Degree **2%**

Diploma **58%**  
Certificate **37%**  
Other **5%**

### College graduate breakdown

### Top 3 fields of study in University

Arts & Humanities 26%  
Sciences 24%  
Business / Mgmt. 14%

### Top 3 fields of study in College

Health Services 19%  
Business 16%  
Human Services 11%

### Participation in Work Integrated Learning



**85%**  
College graduates

vs.



**58%**  
University graduates

## Post Graduation Plans



**33%**

Will look for full-time employment



**23%**

Have already secured employment



**29%**

Will pursue further education



**15%**

Other activities  
(e.g., travel, work part-time)

## Perceptions



**87%**

Of graduates are satisfied with the quality of their education  
(Top 4 Box)

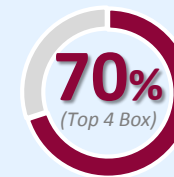
**75%**

Of international graduates would remain in province after graduation if given a choice.



### Top 3 Factors when choosing a place to work

- Quality of life (88%)
- Job opportunities (86%)
- Cost of living (75%)



Of graduates would recommend their province of study as a place to live and work



**82%**

would remain in their province of study if an attractive job offer was available

### Province's Performance Compared to Rest of Canada:

Better?	Worse?
<p>Place to raise Family</p>	<p>Quality of Life</p>
	<p>Job Opportunities</p>



## Expectations

Average Income expectations for first job

**\$46.2K**

University  
\$49.1K

vs.

College  
\$39.5K

## Debt

**50%**  
Of graduates currently have a student loan

University grads carry **2x** the debt of college grads



...With an average debt load of **\$28.8K**  
(Median \$25K)

Anticipated Time to Pay Off Loan:  
University - 7.7 years  
College - 6.0 years



Only **2%**  
Plan to start their own business

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