

# EMILY CARR ALUMNI THAT HAVE A *creative* IMPACT



Emily Carr alumni are working to creatively shape our world in all facets of society. They work in a wide range of industry sectors and drive BC's creative economy. Here's a look at key research findings as related to the labour market impact of Emily Carr alumni who have graduated in the last 15 years.

## ALUMNI EMPLOYMENT

OVERALL EMPLOYMENT BY ALUMNI IN THE LABOUR FORCE HAS INCREASED BY 6% SINCE 2006 (86%).



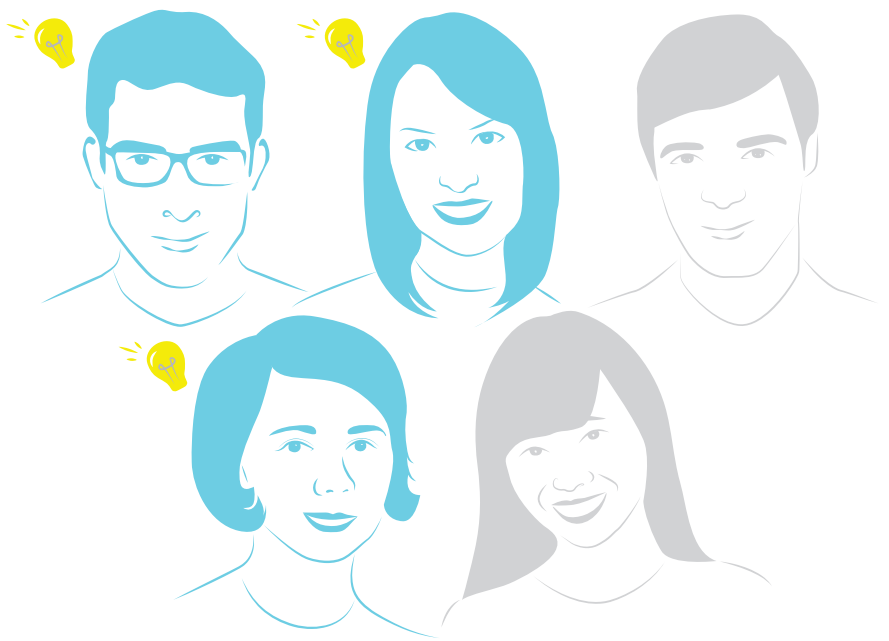
## ALUMNI INDUSTRY SECTORS

ALUMNI WORK IN A DIVERSE RANGE OF FIELDS WITH THE SKILLS GAINED THROUGH THEIR EDUCATION.

**3 IN 5**  
ALUMNI CONTRIBUTE TO THE CREATIVE SECTOR + ECONOMY

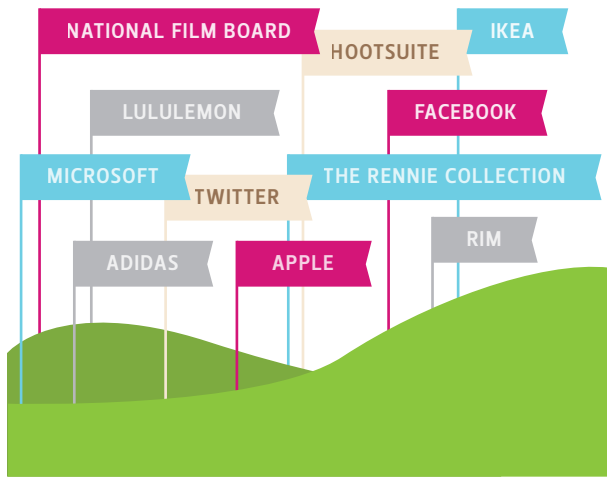
### THE CREATIVE ECONOMY INCLUDES:

- Arts & Entertainment
- Design
- Advertising, Marketing & Public Relations
- Creative Services
- Internet, New or Online Media
- Media & Journalism
- Publishing, Printing & Packaging
- Architecture



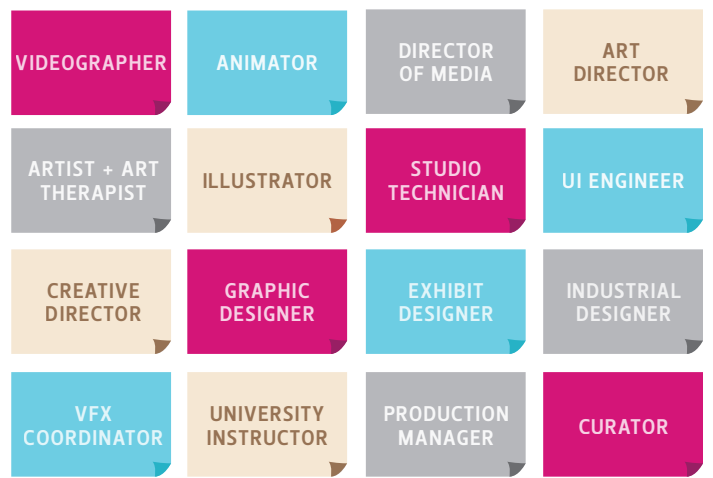
## ALUMNI EMPLOYERS

ALUMNI WORK IN A WIDE RANGE OF INDUSTRY SECTORS. EMPLOYERS INCLUDE:



## ALUMNI EMPLOYEE POSITIONS

ALUMNI WORK IN A WIDE VARIETY OF POSITIONS AND LEVELS OF SENIORITY. POSITIONS INCLUDE:



## ALUMNI OWNED COMPANIES

WE ASSESSED 30 BC BASED ALUMNI COMPANIES INCLUDING\*:

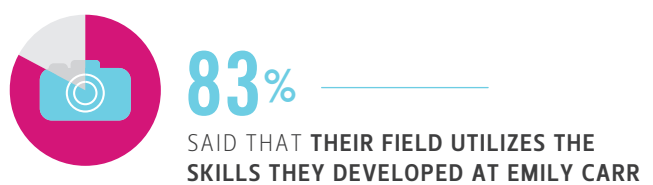


THEY CONTRIBUTE approximately

**54+**  
MILLION IN REVENUE

\*This section has been prepared by Emily Carr University.

## ALUMNI HAVE POSITIVE ASSOCIATIONS WITH EMILY CARR



## ABOUT THE STUDY

Over a one-month period 1,847 Emily Carr alumni who graduated between 1996 and 2011 were engaged to participate in the survey through email and social media channels (Linked-in, Facebook, Twitter). The overall sample is comprised of n=622 respondents. In reference to labour force data, the base sample is n=568 and does not include those who are studying, retired, or on leave etc.

Vision Critical, one of Canada's leading market research firms, conducted the survey. Emily Carr independently also conducted additional research on alumni companies internally.

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