

B.C. Baccalaureate Outcomes 2022 Survey of 2020 Baccalaureate Graduates

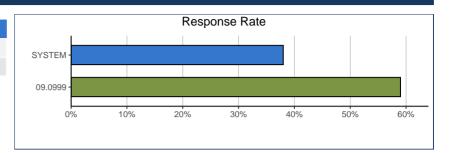
SYSTEM 09.0999

Detailed Summary of Survey Results
All Institutions

09.0999: Public relations, advertising and applied communication, other

RESPONSE RATE

Survey Response Rate:	09.0999		SYSTEM	
Baccalaureate Graduates Survey Cohort	49	100%	24,752	100%
Survey Respondents and Response Rate	29	59%	9,423	38%

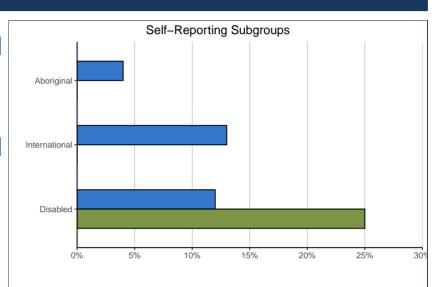


DEMOGRAPHIC INFORMATION

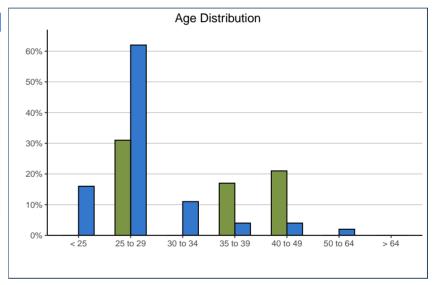
Self-Reporting Subgroups:	09.0999		SYSTEM	
Disabled	7	25%	1,082	12%
International	~	~	1,205	13%
Aboriginal	~	~	357	4%

Gender:*	09.0999		SYSTEM	
Male	8 28%		3,744	40%
Female	21	72%	5,675	60%
Total	29	100%	9,419	100%

^{*}Due to zero or low counts, institution-reported "Non-binary" demographic data are not included.

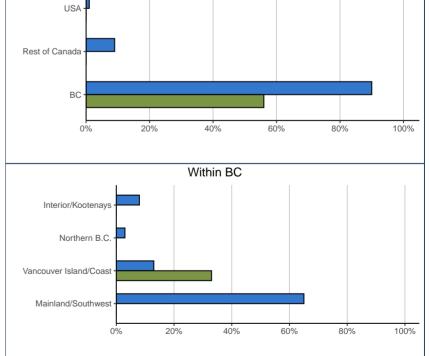


Age (at time of survey):	09.0999		SYSTEM	
< 25	~	~	1,496	16%
25 to 29	9	31%	5,860	62%
30 to 34	~	~	1,035	11%
35 to 39	5	17%	421	4%
40 to 49	6	21%	397	4%
50 to 64	~	~	186	2%
> 64	0	0%	22	0%
Total	29	100%	9,417	100%
Median Age	34		26	
Average (mean) Age	35		28	



Place of Residence

Place of Residence (at time of survey):	09.0999		SYSTEM	
BC - Mainland/Southwest	~ ~		5,472	65%
BC - Vancouver Island/Coast	9	33%	1,112	13%
BC – Northern B.C.	~	~	270	3%
BC – Interior/Kootenays	~	~	672	8%
BC Subtotal	15	56%	7,526	90%
Canada – Alberta	~	~	343	4%
Canada – Ontario	~	~	280	3%
Canada – Other	~	~	176	2%
U.S.A.	0	0%	80	1%
Non-BC Subtotal	12	44%	879	10%
Total	27	100%	8,405	100%





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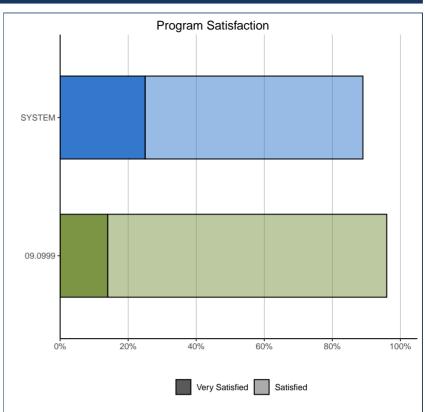


EDUCATION EVALUATION AND SKILL DEVELOPMENT

Program Satisfaction:	09.0999		SYS	TEM
Very Satisfied	4	14%	2,332	25%
Satisfied	23	82%	5,914	64%
Dissatisfied	1	4%	831	9%
Very Dissatisfied	0	0%	188	2%
Total	28	100%	9,265	100%

09.0999		SYSTEM	
11	41%	3,011	38%
11	41%	3,664	47%
4	15%	886	11%
1	4%	283	4%
27	100%	7,844	100%
	11 11 4 1	11 41% 11 41% 4 15% 1 4%	11 41% 3,011 11 41% 3,664 4 15% 886 1 4% 283

Took upgrading, access, bridging, or other preparatory courses during or prior to studies:	09.0	09.0999		SYSTEM	
Yes	1	3%	902	10%	
No	28	97%	8,298	90%	



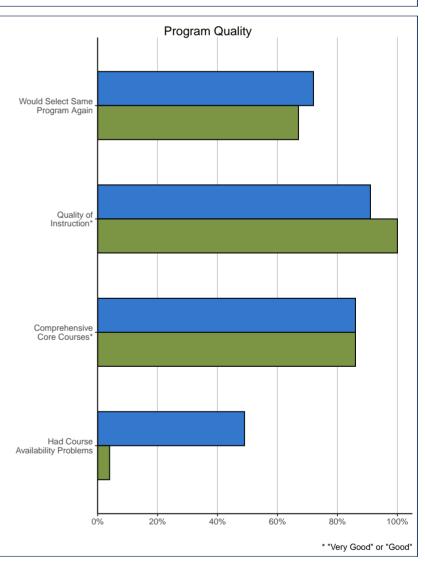
Would select the same program again:	09.0999		SYSTEM	
Yes	16	67%	5,963	72%
No	8	33%	2,334	28%

Quality of Instruction:	09.0999		SYSTEM	
Very Good	7	25%	2,498	27%
Good	21	75%	6,007	64%
Poor	0	0%	685	7%
Very Poor	0	0%	131	1%
Total	28	100%	9,321	100%

Comprehensiveness of Core Courses:	09.0999		SYSTEM	
Very Good	8	29%	2,303	25%
Good	16	57%	5,649	61%
Poor	3	11%	1,073	12%
Very Poor	1	4%	172	2%
Total	28	100%	9,197	100%

Course Availability:	00.0)999	eve	TEM
Course Availability.	09.0	ไฮฮฮ	SYSTEM	
Encountered course availability problems	1	4%	4,485	49%

Financial Constraints:	09.0999		SYS	TEM
Had to interrupt studies for financial reasons	4	14%	987	11%
Had to take program part-time for financial reasons	6	21%	1,629	18%





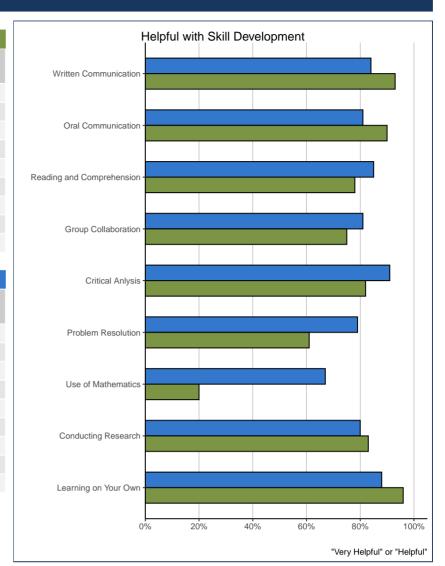
Detailed Summary of Survey Results All Institutions 09.0999: Public relations, advertising and applied communication, other



SKILL DEVELOPMENT

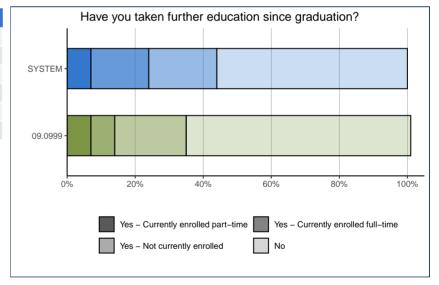
			09.0999		
Skill Development: How helpful was institution?	Very Helpful	Helpful	Not Very Helpful	Not at All Helpful	# Resp.
Written Communication	29%	64%	7%	0%	28
Oral Communication	29%	61%	11%	0%	28
Reading and Comprehension	21%	57%	21%	0%	28
Group Collaboration	29%	46%	18%	7%	28
Critical Anlysis	25%	57%	14%	4%	28
Problem Resolution	11%	50%	29%	11%	28
Use of Mathematics	0%	20%	20%	60%	10
Conducting Research	29%	54%	18%	0%	28
Learning on Your Own	39%	57%	4%	0%	28

			SYSTEM		
Skill Development: How helpful was institution?	Very Helpful	Helpful	Not Very Helpful	Not at All Helpful	# Resp.
Written Communication	27%	57%	14%	3%	9,025
Oral Communication	24%	57%	17%	3%	9,114
Reading and Comprehension	28%	57%	13%	2%	9,119
Group Collaboration	28%	53%	17%	3%	9,187
Critical Anlysis	41%	50%	8%	2%	9,297
Problem Resolution	23%	56%	17%	3%	9,057
Use of Mathematics	20%	47%	25%	9%	7,165
Conducting Research	30%	50%	17%	4%	8,871
Learning on Your Own	38%	50%	10%	2%	9,189

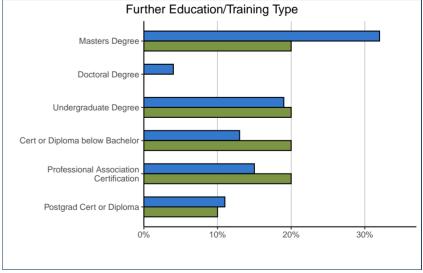


FURTHER EDUCATION

Took further education since 2020 graduation:	09.0999		SYSTEM	
Yes	10	34%	4,119	44%
Not currently enrolled	6	21%	1,831	20%
Currently enrolled full-time	2	7%	1,602	17%
Currently enrolled part-time	2	7%	637	7%
No	19	66%	5,244	56%
Total	29	100%	9,363	100%



Type of Formal Post–Secondary Education:	09.	09.0999		TEM
Masters Degree	2	20%	1,307	32%
Doctoral Degree	0	0%	167	4%
Another Undergraduate Degree	2	20%	789	19%
Certificate or Diploma below Bachelor level	2	20%	527	13%
Professional Association Certification	2	20%	603	15%
Postgraduate Certificate or Diploma	1	10%	431	11%
Other	1	10%	236	6%
Total	10	100%	4,060	100%





Detailed Summary of Survey Results All Institutions 09.0999: Public relations, advertising and applied communication, other



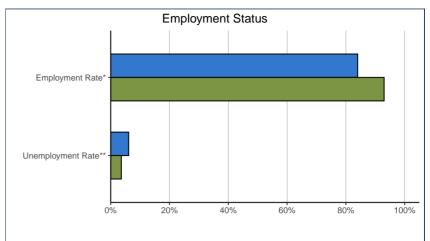
EMPLOYMENT

6.1%

Labour Fource Status:	09.0999		SYSTEM			
In Labour Force (working or seeking work)	28	97%	8,412	91%		
Not in Labour Force	1	3%	857	9%		
Total	29	100%	9,269	100%		
Employment:	09.0999		09.0999		SYS	TEM
Employment Rate*	27	93%	7,900	84%		



^{*}Percent = Total employed divided by total number of respondents

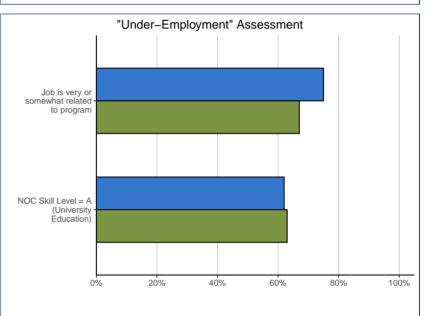


Status of Graduates NOT in Labour Force:	09.0999		SYSTEM	
Attending School FT	1	100%	597	70%
Attending School PT	0	0%	23	3%
Other	0	0%	237	28%
Total NOT in Labour Force	1	100%	857	100%

Primary Employment Type:	09.0999		SYS	TEM
Paid worker	25	93%	7,394	94%
Self-employed	2	7%	493	6%
Total	27	100%	7,887	100%

Job Characteristics:	09.0999		SYS	TEM
I hold more than one job*	4	15%	1,463	19%
My main job is full-time (>= 30 hours per week)**	22	88%	6,655	89%

^{*}Of total Employed



How related is your main job to your program?	09.0999		SYSTEM	
Very Related	10	37%	3,386	43%
Somewhat Related	8	30%	2,530	32%
Not Very Related	5	19%	1,013	13%
Not at All Related	4	15%	954	12%
Total	27	100%	7,883	100%

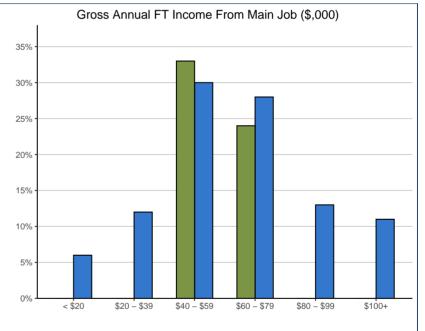
"Under-employment" Assessment:	09.0999		99 SYST	
Job is very or somewhat related to program	18	67%	5,916	75%
NOC Skill Level = A (University Education)*	15	63%	4,631	62%

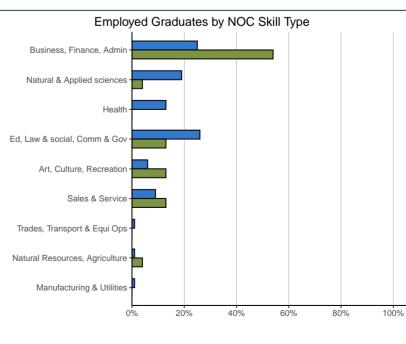
^{*}Of total valid responses

Gross Annual Income from Main Job:*	09.0999		SYSTEM	
Less than \$20,000	~	~	328	6%
\$20,000 to \$39,999	~	~	725	12%
\$40,000 to \$59,999	7	33%	1,773	30%
\$60,000 to \$79,999	5	24%	1,673	28%
\$80,000 to \$99,999	~	~	799	13%
\$100,000 and Above	~	~	659	11%
Total	21	100%	5,957	100%
Median Annual Income (full-time) (\$)	55,000		63,000	
Average Annual Income (full-time) (\$)	62,059		70,455	

^{*}Where data provided

NOC Skill Type of Main Job:	09	09.0999		TEM
Business, finance & administration	13	54%	1,844	25%
Natural & applied sciences & related	1	4%	1,422	19%
Health	0	0%	933	13%
Education, law and social, community & government	3	13%	1,946	26%
Art, culture, recreation & sport	3	13%	438	6%
Sales & service	3	13%	658	9%
Trades, transport & equipment operators & related	0	0%	104	1%
Natural resources, agriculture & related production	1	4%	42	1%
Manufacturing & utilities	0	0%	39	1%
Total	24	100%	7,426	100%





^{**}Percent = Total unemployed divided by total number in Labour Force

^{**}Of those who provided data on hours/week worked



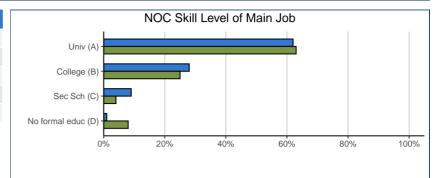
Detailed Summary of Survey Results All Institutions

SYSTEM 09.0999

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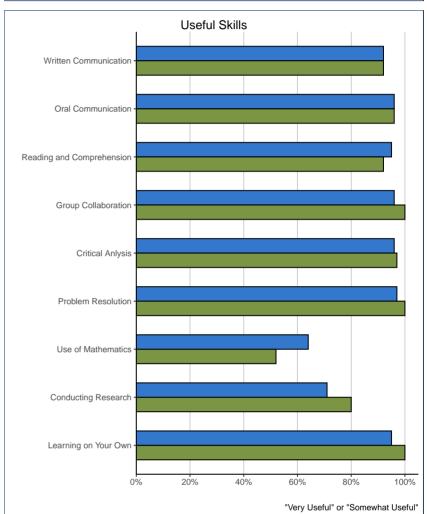
EMPLOYMENT, continued

NOC Skill Level of Main Job:	09.0999		SYSTEM	
A. University education		63%	4,631	62%
B. College education/trade apprenticeship	6	25%	2,082	28%
C. Secondary school + job-specific training	1	4%	647	9%
D. No formal education	2	8%	86	1%
Total	24	100%	7,446	100%



	09.0999				
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	73%	19%	4%	4%	26
Oral Communication	77%	19%	0%	4%	26
Reading and Comprehension	69%	23%	4%	4%	26
Group Collaboration	85%	15%	0%	0%	26
Critical Anlysis	85%	12%	4%	0%	26
Problem Resolution	85%	15%	0%	0%	26
Use of Mathematics	4%	48%	20%	28%	25
Conducting Research	48%	32%	12%	8%	25
Learning on Your Own	77%	23%	0%	0%	26

	SYSTEM				
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	67%	25%	5%	3%	7,839
Oral Communication	75%	21%	3%	1%	7,837
Reading and Comprehension	70%	25%	4%	1%	7,836
Group Collaboration	76%	20%	3%	1%	7,841
Critical Anlysis	74%	22%	3%	1%	7,838
Problem Resolution	77%	20%	2%	1%	7,833
Use of Mathematics	28%	36%	21%	15%	7,634
Conducting Research	36%	35%	17%	12%	7,717
Learning on Your Own	68%	27%	3%	2%	7,819



Top 10 Full-time Occupations of 09.0999 Graduates:		09.0999	
NOC	NOC Skill Level	Description	% Employed FT in this Occ.**
*			
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^{*} Data not displayed where n < 5

^{**} Percentages cited are of those employed

Top 10 Full-time Occupations of SYSTEM Graduates:		SYSTEM	
NOC	NOC Skill Level	Description	% Employed FT in this Occ.**
3012	A	Registered nurses and registered psychiatric nurses	6%
1111	А	Financial auditors and accountants	4%
XXXX	0	Unclassified occupations	3%
2173	А	Software engineers and designers	3%
4032	Α	Elementary school and kindergarten teachers	3%
1123	А	Professional occupations in advertising, marketing and public relations	3%
4212	В	Social and community service workers	3%
2174	Α	Computer programmers and interactive media developers	2%
4031	Α	Secondary school teachers	2%
1221	В	Administrative officers	2%

^{*} Data not displayed where n < 5

^{**} Percentages cited are of those employed



Detailed Summary of Survey Results All Institutions

All Institutions

09.0999: Public relations, advertising and applied communication, other



EDUCATION FINANCING

Funding Sources (3 sources allowed):*	09.	09.0999		TEM
Personal savings, investments		36%	2,849	31%
Employment while studying		43%	4,716	51%
Family/Friends	8	29%	5,423	59%
Personal bank loans	7	25%	600	7%
Government student loans	12	43%	3,008	33%
Scholarships/Bursaries/Grants	4	14%	2,803	31%
Other	5	18%	1,997	22%
Total	28		9,180	

^{*} Percentage of respondents who identified this source

Financial Debt Incurred to Finance Bac. Ed.:*	09.0999		SYSTEM	
Incurred any form of financial debt 20 69%		69%	4,031	44%
Incurred government-sponsored student loan debt	13	45%	3,331	36%

^{*} Percentage of respondents who provided data



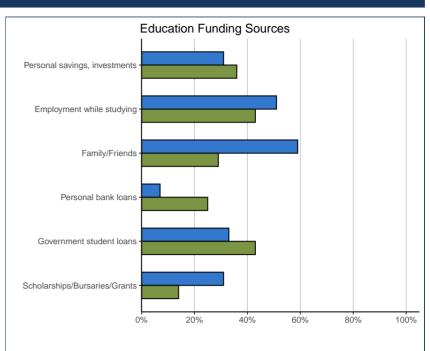
^{*} Includes only cases where financial debt was incurred

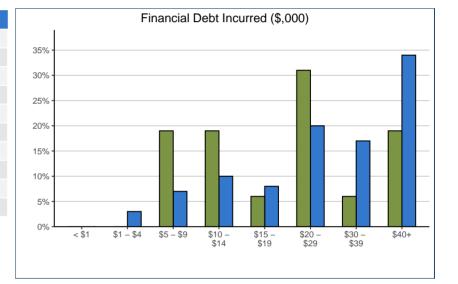


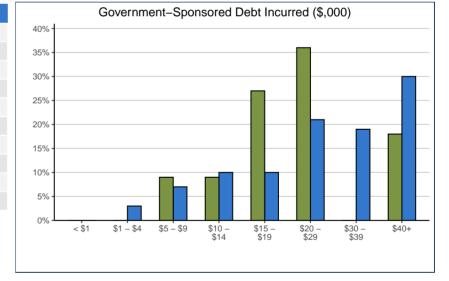
^{*} Includes only cases where government-sponsored debt was incurred

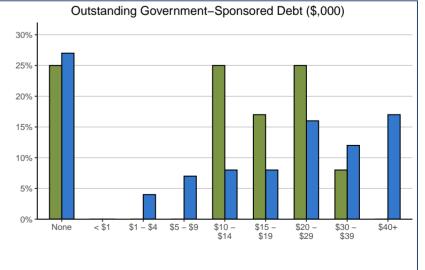


^{*} Includes only cases where government-sponsored debt was incurred, and valid "amount remaining" was provided









^{**} Median amounts shown are based on those who had remaining government student loan debt