

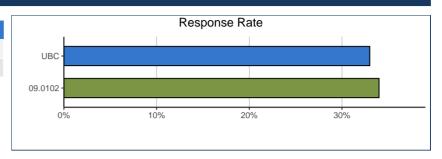
B.C. Baccalaureate Outcomes 2022 Survey of 2020 Baccalaureate Graduates

UBC 09.0102

Detailed Summary of Survey Results
University of British Columbia
09.0102: Mass communication/media studies

RESPONSE RATE

Survey Response Rate:	09.0102		UBC	
Baccalaureate Graduates Survey Cohort	29	100%	6,879	100%
Survey Respondents and Response Rate	10	34%	2,273	33%

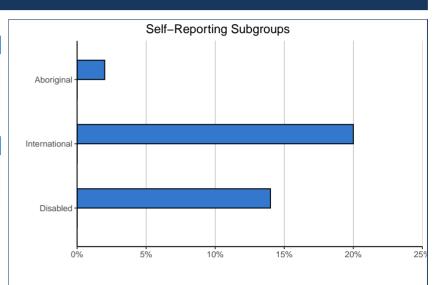


DEMOGRAPHIC INFORMATION

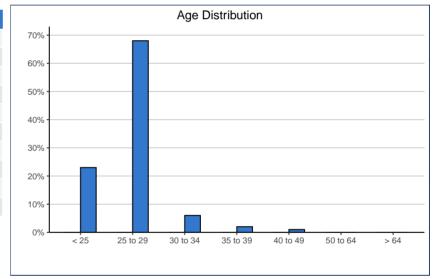
Self-Reporting Subgroups:	09.0102		UBC	
Disabled	~	~	292	14%
International	~	~	459	20%
Aboriginal	0	0%	41	2%

Gender:*	09.0102		UBC	
Male	~	~	953	42%
Female	~	~	1,320	58%
Total	10	100%	2,273	100%

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

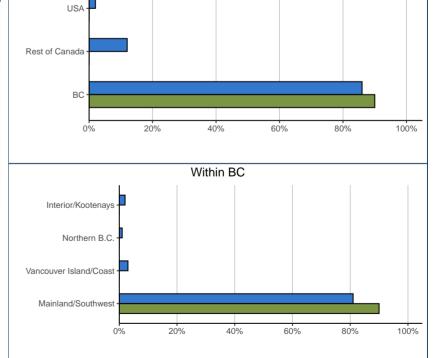


Age (at time of survey):	09.0102		UBC	
< 25	~	~	520	23%
25 to 29	~	~	1,549	68%
30 to 34	0	0%	133	6%
35 to 39	0	0%	39	2%
40 to 49	0	0%	21	1%
50 to 64	0	0%	~	~
> 64	0	0%	~	~
Total	10	100%	2,269	100%
Median Age	25		25	
Average (mean) Age	25		26	



Place of Residence

Place of Residence (at time of survey):	09	09.0102		UBC	
BC - Mainland/Southwest	9	90%	1,615	81%	
BC - Vancouver Island/Coast	0	0%	50	3%	
BC – Northern B.C.	0	0%	12	1%	
BC – Interior/Kootenays	0	0%	48	2%	
BC Subtotal	9	90%	1,725	86%	
Canada – Alberta	~	~	77	4%	
Canada – Ontario	0	0%	112	6%	
Canada – Other	0	0%	42	2%	
U.S.A.	0	0%	42	2%	
Non-BC Subtotal	~	~	273	14%	
Total	~	~	1,998	100%	



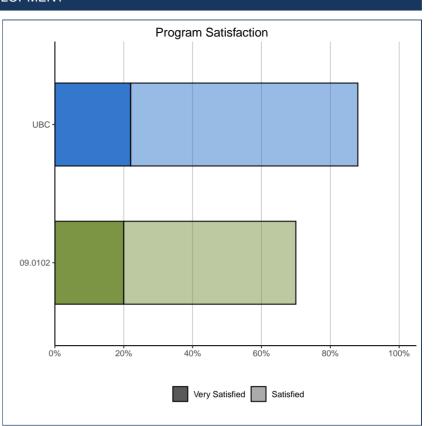


EDUCATION EVALUATION AND SKILL DEVELOPMENT

Program Satisfaction:	09.0102		UE	ВС
Very Satisfied	2	20%	490	22%
Satisfied	5	50%	1,486	66%
Dissatisfied	3	30%	221	10%
Very Dissatisfied	0	0%	44	2%
Total	10	100%	2,241	100%

09.0102		UBC	
2	22%	548	31%
4	44%	924	52%
1	11%	242	14%
2	22%	60	3%
9	100%	1,774	100%
	2 4 1 2	2 22% 4 44% 1 11% 2 22%	2 22% 548 4 44% 924 1 11% 242 2 22% 60

Took upgrading, access, bridging, or other preparatory courses during or prior to studies:	09.0	09.0102		UBC	
Yes	0	0%	127	6%	
No	10	100%	2.107	94%	



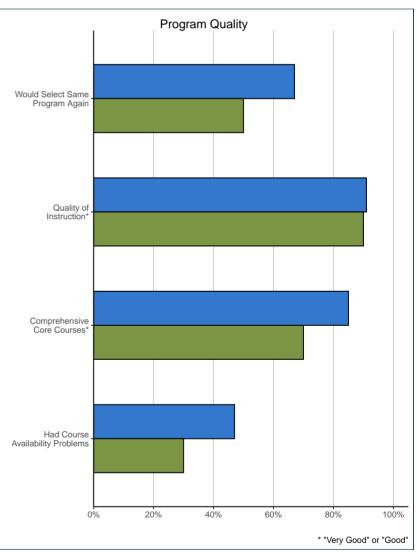
Would select the same program again:	09.0102		UBC	
Yes	4	50%	1,303	67%
No	4	50%	656	33%

Quality of Instruction:	09.0102		UBC	
Very Good	3	30%	588	26%
Good	6	60%	1,467	65%
Poor	1	10%	172	8%
Very Poor	0	0%	30	1%
Total	10	100%	2.257	100%

Comprehensiveness of Core Courses:	09.0	09.0102		UBC	
Very Good	2	20%	535	24%	
Good	5	50%	1,356	61%	
Poor	2	20%	287	13%	
Very Poor	1	10%	45	2%	
Total	10	100%	2.223	100%	

Course Availability:	09.0	102	UE	BC .
Encountered course availability problems	3	30%	1,043	47%

Financial Constraints:	09.0102		UE	ВС
Had to interrupt studies for financial reasons	1	10%	155	7%
Had to take program part-time for financial reasons	2	20%	224	10%

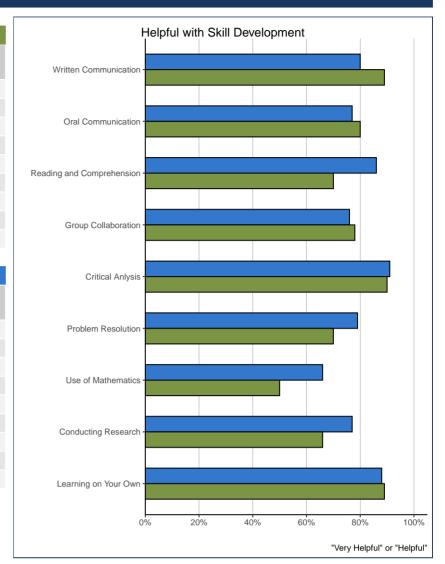




SKILL DEVELOPMENT

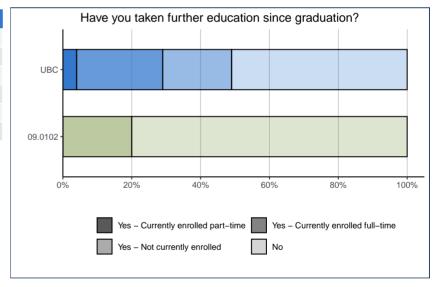
			09.0102		
Skill Development: How helpful was institution?	Very Helpful	Helpful	Not Very Helpful	Not at All Helpful	# Resp.
Written Communication	22%	67%	0%	11%	9
Oral Communication	20%	60%	10%	10%	10
Reading and Comprehension	50%	20%	20%	10%	10
Group Collaboration	22%	56%	22%	0%	9
Critical Anlysis	40%	50%	10%	0%	10
Problem Resolution	20%	50%	10%	20%	10
Use of Mathematics	0%	50%	0%	50%	4
Conducting Research	22%	44%	22%	11%	9
Learning on Your Own	22%	67%	11%	0%	9

			UBC		
Skill Development: How helpful was institution?	Very Helpful	Helpful	Not Very Helpful	Not at All Helpful	# Resp.
Written Communication	24%	56%	17%	3%	2,198
Oral Communication	22%	55%	20%	4%	2,212
Reading and Comprehension	31%	55%	12%	2%	2,222
Group Collaboration	24%	52%	20%	4%	2,230
Critical Anlysis	43%	48%	8%	2%	2,253
Problem Resolution	24%	55%	18%	3%	2,188
Use of Mathematics	20%	46%	24%	10%	1,801
Conducting Research	29%	48%	19%	4%	2,159
Learning on Your Own	39%	49%	10%	2%	2,236

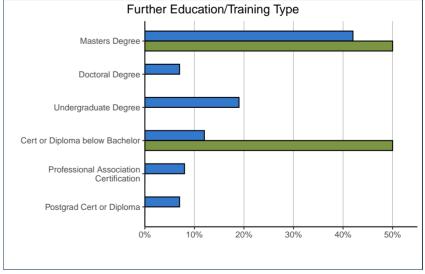


FURTHER EDUCATION

Took further education since 2020 graduation:	09.	09.0102		вс
Yes	2	20%	1,119	49%
Not currently enrolled	2	20%	454	20%
Currently enrolled full-time	0	0%	559	25%
Currently enrolled part-time	0	0%	99	4%
No	8	80%	1,144	51%
Total	10	100%	2.263	100%



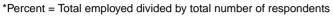
Type of Formal Post–Secondary Education:	09.	09.0102		ВС
Masters Degree	1	50%	467	42%
Doctoral Degree	0	0%	82	7%
Another Undergraduate Degree	0	0%	213	19%
Certificate or Diploma below Bachelor level	1	50%	133	12%
Professional Association Certification	0	0%	86	8%
Postgraduate Certificate or Diploma	0	0%	77	7%
Other	0	0%	52	5%
Total	2	100%	1,110	100%



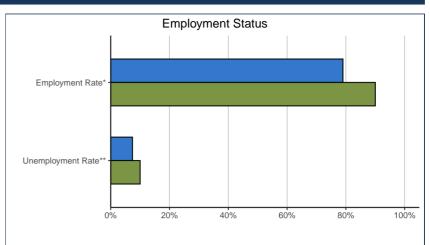


EMPLOYMENT

Labour Fource Status:	09	09.0102		вс
In Labour Force (working or seeking work)	10	100%	1,931	87%
Not in Labour Force	0	0%	296	13%
Total	10	100%	2,227	100%
Employment:	09	09.0102		ВС
Employment Rate*	9	90%	1,788	79%
Unemployment Rate**	1	10.0%	143	7.4%



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

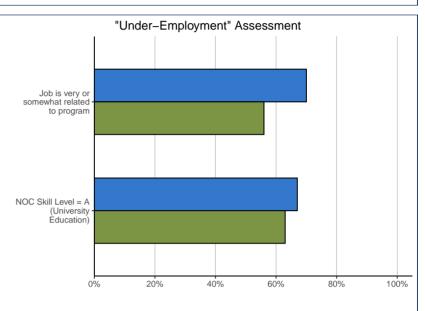


Status of Graduates NOT in Labour Force:	09.0102		UBC	
Attending School FT	0	0%	238	80%
Attending School PT	0	0%	2	1%
Other	0	0%	56	19%
Total NOT in Labour Force	0	0%	296	100%

Primary Employment Type:	09.0102		UE	вс
Paid worker	9	100%	1,679	94%
Self-employed	0	0%	106	6%
Total	9	100%	1,785	100%

Job Characteristics:	09.0102		UI	вс
I hold more than one job*	1	11%	300	17%
My main job is full-time (>= 30 hours per week)**	8	89%	1,465	86%

^{*}Of total Employed



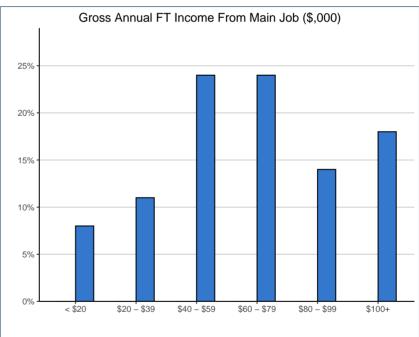
How related is your main job to your program?	09.0102		UBC	
Very Related	1	11%	628	35%
Somewhat Related	4	44%	621	35%
Not Very Related	1	11%	271	15%
Not at All Related	3	33%	264	15%
Total	9	100%	1,784	100%

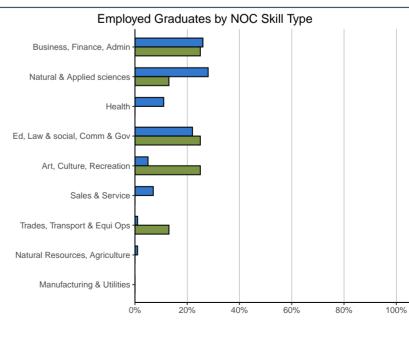
"Under-employment" Assessment:	09.0102		UBC	
Job is very or somewhat related to program	5	56%	1,249	70%
NOC Skill Level = A (University Education)*	5	63%	1,126	67%

^{*}Of total valid responses

Gross Annual Income from Main Job:*	09.	09.0102		ВС
Less than \$20,000	0	0%	112	8%
\$20,000 to \$39,999	~	~	151	11%
\$40,000 to \$59,999	~	~	321	24%
\$60,000 to \$79,999	~	~	326	24%
\$80,000 to \$99,999	0	0%	195	14%
\$100,000 and Above	0	0%	243	18%
Total	7	100%	1,348	100%
Median Annual Income (full-time) (\$)	59,910		70,000	
Average Annual Income (full-time) (\$)	61,663		79,724	
*Where data provided				

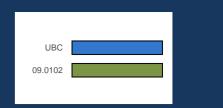
NOC Skill Type of Main Job:	09	09.0102		UBC	
Business, finance & administration	2	25%	429	26%	
Natural & applied sciences & related		13%	459	28%	
Health		0%	183	11%	
Education, law and social, community & government	2	25%	361	22%	
Art, culture, recreation & sport	2	25%	87	5%	
Sales & service	0	0%	118	7%	
Trades, transport & equipment operators & related	1	13%	11	1%	
Natural resources, agriculture & related production	0	0%	13	1%	
Manufacturing & utilities	0	0%	8	0%	
Total	8	100%	1,669	100%	





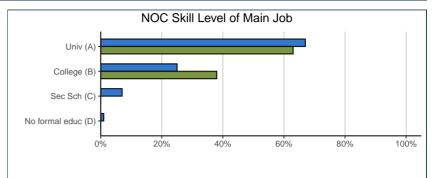
^{**}Of those who provided data on hours/week worked





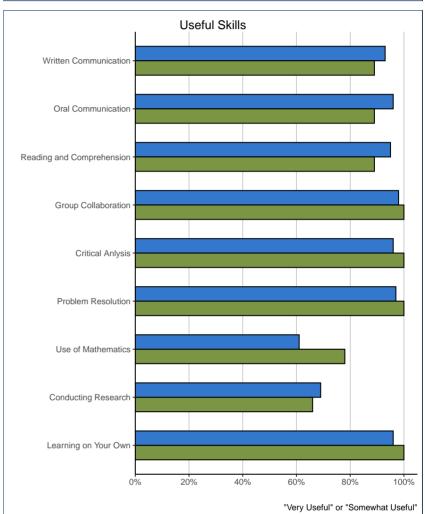
EMPLOYMENT, continued

NOC Skill Level of Main Job:	09.0102		UBC	
A. University education	5	63%	1,126	67%
B. College education/trade apprenticeship	3	38%	415	25%
C. Secondary school + job-specific training	0	0%	121	7%
D. No formal education	0	0%	14	1%
Total	8	100%	1,676	100%



	09.0102				
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	89%	0%	0%	11%	9
Oral Communication	78%	11%	0%	11%	9
Reading and Comprehension	89%	0%	11%	0%	9
Group Collaboration	78%	22%	0%	0%	9
Critical Anlysis	78%	22%	0%	0%	9
Problem Resolution	89%	11%	0%	0%	9
Use of Mathematics	22%	56%	0%	22%	9
Conducting Research	22%	44%	11%	22%	9
Learning on Your Own	56%	44%	0%	0%	9

		UBC			
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	66%	27%	6%	2%	1,772
Oral Communication	75%	21%	3%	1%	1,774
Reading and Comprehension	70%	25%	4%	1%	1,772
Group Collaboration	78%	20%	3%	0%	1,773
Critical Anlysis	73%	23%	3%	1%	1,771
Problem Resolution	77%	20%	2%	1%	1,766
Use of Mathematics	24%	37%	24%	16%	1,739
Conducting Research	36%	33%	19%	12%	1,744
Learning on Your Own	69%	27%	3%	1%	1,771



Top 10 Full-time O	ccupations of 09.0102 G	raduates:	09.0102
NOC	NOC Skill Level	Description	% Employed FT in this Occ.**
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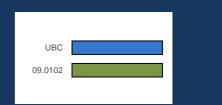
^{*} Data not displayed where n < 5

^{**} Percentages cited are of those employed

Top 10 Full-time Occupations of UBC Graduates:		UBC	
NOC	NOC Skill Level	Description	% Employed FT in this Occ.**
2173	A	Software engineers and designers	6%
XXXX	0	Unclassified occupations	4%
2174	Α	Computer programmers and interactive media developers	3%
4112	Α	Lawyers and Quebec notaries	3%
1123	Α	Professional occupations in advertising, marketing and public relations	3%
4012	Α	Post–secondary teaching and research assistants	2%
1112	Α	Financial and investment analysts	2%
1111	Α	Financial auditors and accountants	2%
3131	Α	Pharmacists	2%
3012	Α	Registered nurses and registered psychiatric nurses	2%

^{*} Data not displayed where n < 5

^{**} Percentages cited are of those employed



EDUCATION FINANCING

Funding Sources (3 sources allowed):*	09.	09.0102		ВС
Personal savings, investments		10%	624	28%
Employment while studying		60%	1,016	46%
Family/Friends	8	80%	1,541	70%
Personal bank loans	0	0%	116	5%
Government student loans	1	10%	704	32%
Scholarships/Bursaries/Grants	5	50%	771	35%
Other	5	50%	506	23%
Total	10		2,213	

^{*} Percentage of respondents who identified this source

Financial Debt Incurred to Finance Bac. Ed.:*	09.0102		UBC	
Incurred any form of financial debt	3	30%	915	41%
Incurred government-sponsored student loan debt	1	10%	777	35%

^{*} Percentage of respondents who provided data



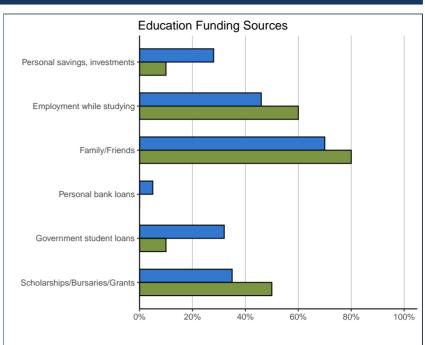
^{*} Includes only cases where financial debt was incurred

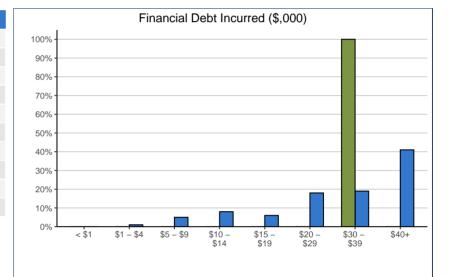


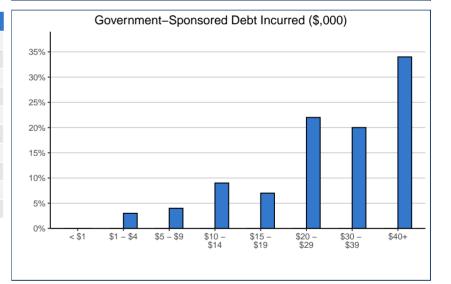
^{*} Includes only cases where government-sponsored debt was incurred

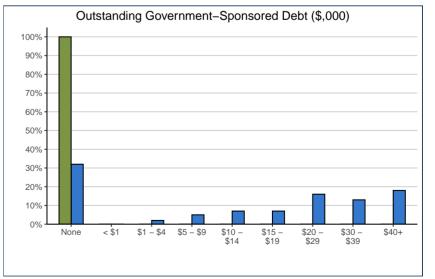


 $^{^{\}star}$ Includes only cases where government–sponsored debt was incurred, and valid "amount remaining" was provided









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