## B.C. Baccalaureate Outcomes

# 2023 Survey of 2021 Baccalaureate Graduates

# ☑ BC Student □ Outcomes

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

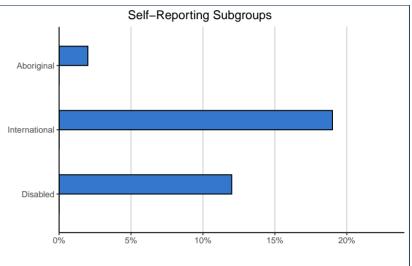


		R	ESPONSE F	RATE					
Survey Response Rate:	09.	0102	UE	BC			Response Rate	e	
Baccalaureate Graduates Survey Cohort	32	100%	7,002	100%	UBC -				
Survey Respondents and Response Rate	13	41%	2,067	30%	000				
					09.0102 -				
					0%	10%	20%	30%	40%

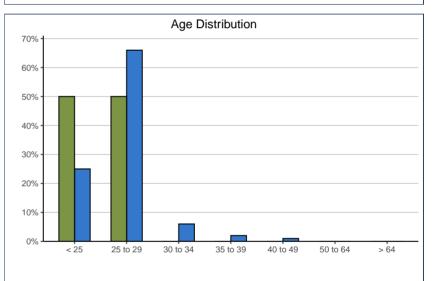
### **DEMOGRAPHIC INFORMATION**

#### Self-Reporting Subgroups: 09.0102 UBC Disabled 233 12% ~ ~ International 400 19% ~ ~ Aboriginal 0% 28 2% 0

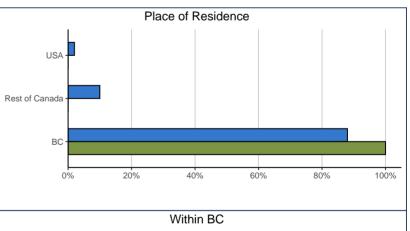
Gender:*	09.0102		UBC		
Male	0	0%	910	44%	
Female	13	100%	1,157	56%	
Total	13	100%	2,067	100%	
*Due to zero or low counts, institution-reported "Non-binary" demographic data are not included.					



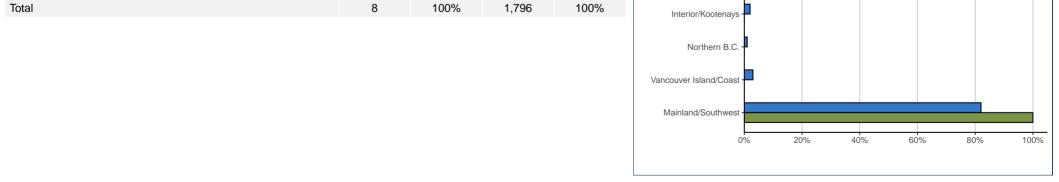
Age (at time of survey):	09.0102		UBC	
< 25	6	50%	504	25%
25 to 29	6	50%	1,358	66%
30 to 34	0	0%	126	6%
35 to 39	0	0%	32	2%
40 to 49	0	0%	28	1%
50 to 64	0	0%	~	~
> 64	0	0%	~	~
Total	12	100%	2,054	100%
Median Age	25		25	
Average (mean) Age	25		26	



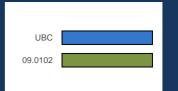
Place of Residence (at time of survey):	09.	09.0102		UBC	
BC – Mainland/Southwest	8	100%	1,470	82%	
BC – Vancouver Island/Coast	0	0%	45	3%	
BC – Northern B.C.	0	0%	21	1%	
BC – Interior/Kootenays	0	0%	37	2%	
BC Subtotal	8	100%	1,573	88%	
Canada – Alberta	0	0%	78	4%	
Canada – Ontario	0	0%	79	4%	
Canada – Other	0	0%	32	2%	
U.S.A.	0	0%	34	2%	
Non-BC Subtotal	0	0%	223	12%	



1



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

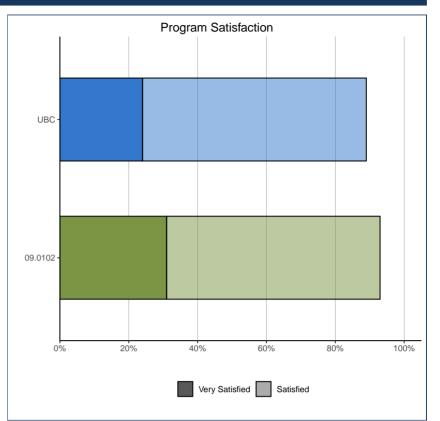


#### EDUCATION EVALUATION AND SKILL DEVELOPMENT

Program Satisfaction:	09.0102		UBC	
Very Satisfied	4	31%	492	24%
Satisfied	8	62%	1,327	65%
Dissatisfied	1	8%	174	9%
Very Dissatisfied	0	0%	43	2%
Total	13	100%	2,036	100%

Usefulness of Knowledge, Skills, and Abilities Acquired during Program in Work:	09.0102		UBC	
Very Useful	4	31%	545	35%
Somewhat Useful	5	38%	723	46%
Not Very Useful	4	31%	231	15%
Not at All Useful	0	0%	63	4%
Total	13	100%	1,562	100%

Took upgrading, access, bridging, or other preparatory courses during or prior to studies:	09.0102		UBC	
Yes	0	0%	132	6%
No	13	100%	1,901	94%



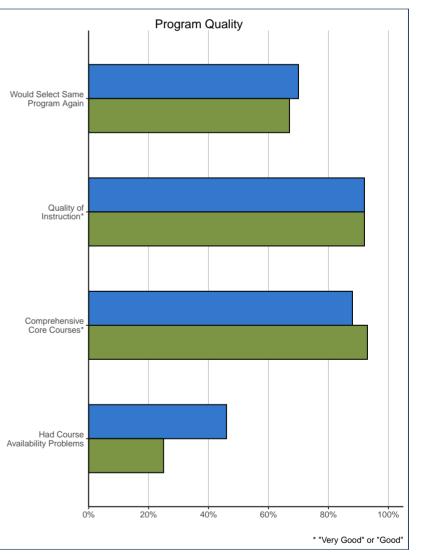
Would select the same program again:	09.0102		UE	BC
Yes	8	67%	1,257	70%
No	4	33%	532	30%

Quality of Instruction:	09.0102		UBC	
Very Good	2	15%	571	28%
Good	10	77%	1,313	64%
Poor	1	8%	141	7%
Very Poor	0	0%	26	1%
Total	13	100%	2,051	100%

Comprehensiveness of Core Courses:	09.0102		UBC	
Very Good	1	8%	523	26%
Good	11	85%	1,252	62%
Poor	1	8%	207	10%
Very Poor	0	0%	38	2%
Total	13	100%	2,020	100%

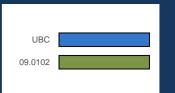
Course Availability:	09.0102		UBC	
Encountered course availability problems	3	3 25%		46%

Financial Constraints:	09.0102		UBC	
Had to interrupt studies for financial reasons	0	0%	116	6%
Had to take program part-time for financial reasons	0	0%	178	9%



Note:  $\sim$  indicates low cell count; data suppressed

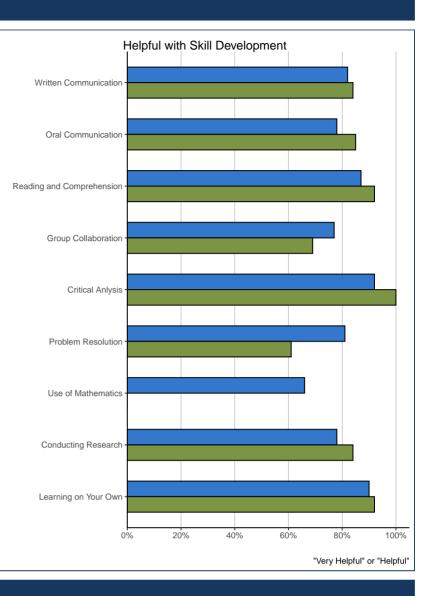
### Detailed Summary of Survey Results University of British Columbia 09.0102: Mass communication/media studies



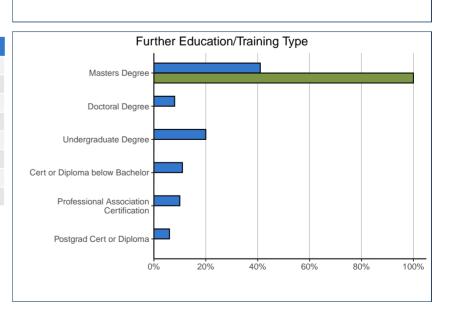
#### SKILL DEVELOPMENT

			09.0102		
Skill Development: How helpful was institution?	Very Helpful	Helpful	Not Very Helpful	Not at All Helpful	# Resp.
Written Communication	15%	69%	15%	0%	13
Oral Communication	23%	62%	15%	0%	13
Reading and Comprehension	38%	54%	8%	0%	13
Group Collaboration	38%	31%	31%	0%	13
Critical Anlysis	54%	46%	0%	0%	13
Problem Resolution	15%	46%	38%	0%	13
Use of Mathematics	0%	0%	50%	50%	8
Conducting Research	38%	46%	8%	8%	13
Learning on Your Own	38%	54%	8%	0%	13

			UBC		
Skill Development: How helpful was institution?	Very Helpful	Helpful	Not Very Helpful	Not at All Helpful	# Resp.
Written Communication	25%	57%	15%	3%	2,007
Oral Communication	23%	55%	19%	3%	2,013
Reading and Comprehension	33%	54%	11%	2%	2,033
Group Collaboration	26%	51%	19%	4%	2,030
Critical Anlysis	45%	47%	7%	2%	2,052
Problem Resolution	26%	55%	16%	3%	2,015
Use of Mathematics	20%	46%	24%	9%	1,657
Conducting Research	30%	48%	17%	4%	1,966
Learning on Your Own	43%	47%	9%	2%	2,037



Have you taken further education since graduation?



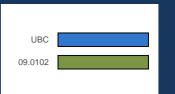
#### FURTHER EDUCATION

09.0	0102	UI	BC
5	38%	980	48%
3	23%	370	18%
2	15%	498	24%
0	0%	103	5%
8	62%	1,070	52%
13	100%	2,050	100%
	5 3 2 0 8	3         23%           2         15%           0         0%           8         62%	5         38%         980           3         23%         370           2         15%         498           0         0%         103           8         62%         1,070

Type of Formal Post–Secondary Education:	09.	0102	UE	BC
Masters Degree	5	100%	399	41%
Doctoral Degree	0	0%	78	8%
Another Undergraduate Degree	0	0%	198	20%
Certificate or Diploma below Bachelor level	0	0%	103	11%
Professional Association Certification	0	0%	102	10%
Postgraduate Certificate or Diploma	0	0%	61	6%

r oolgraddalo o'r Dipionia	Ū	070	01	070
Other	0	0%	32	3%
Total	5	100%	973	100%

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



#### EMPLOYMENT

177

10.1%

Labour Fource Status:	09.	0102	UE	BC
In Labour Force (working or seeking work)	13	100%	1,746	86%
Not in Labour Force	0	0%	277	14%
Total	13	100%	2,023	100%
Employment:	09.	0102	UE	BC
Employment Rate*	13	100%	1,569	76%

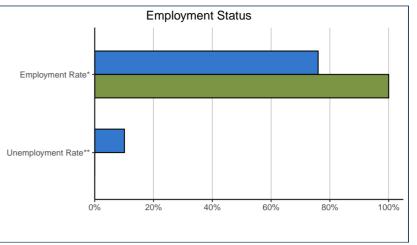
0

0.0%

Unemployment Rate\*\*

\*Percent = Total employed divided by total number of respondents

\*\*Percent = Total unemployed divided by total number in Labour Force



Status of Graduates NOT in Labour Force:	09.0	0102	UI	вС
Attending School FT	0	0%	220	79%
Attending School PT	0	0%	7	3%
Other	0	0%	50	18%
Total NOT in Labour Force	0	0%	277	100%

Primary Employment Type:	09.0	0102	U	BC
Paid worker	13	100%	1,480	95%
Self-employed	0	0%	82	5%
Total	13	100%	1,562	100%

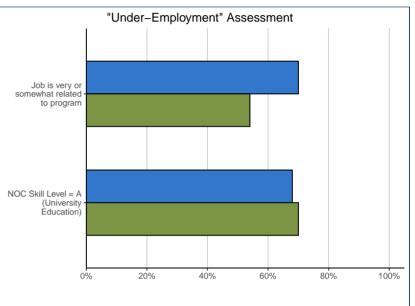
Job Characteristics:	09.	0102	UI	BC
I hold more than one job*	0	0%	232	15%
My main job is full-time (>= 30 hours per week)**	8	80%	1,295	87%
*Of total Employed				

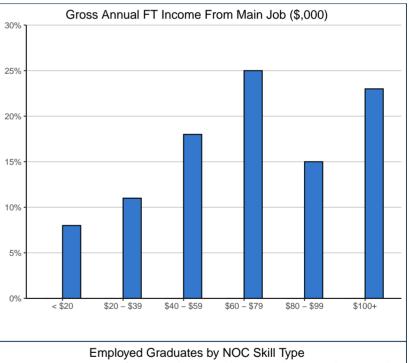
\*\*Of those who provided data on hours/week worked

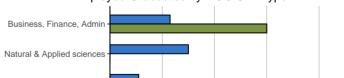
How related is your main job to your program?	09.	0102	UI	зC
Very Related	1	8%	592	38%
Somewhat Related	6	46%	493	32%
Not Very Related	5	38%	230	15%
Not at All Related	1	8%	245	16%
Total	13	100%	1,560	100%

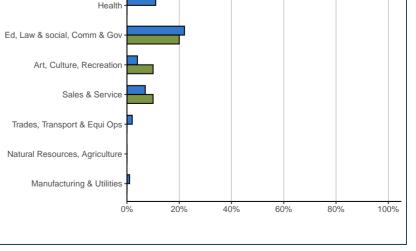
"Under-employment" Assessment:	09.0	0102	UE	BC
Job is very or somewhat related to program	7	54%	1,085	70%
NOC Skill Level = A (University Education)*	7	70%	969	68%
*Of total valid responses				

Gross Annual Income from Main Job:*	09.0	0102	UE	BC
Less than \$20,000	~	~	101	8%
\$20,000 to \$39,999	~	~	130	11%
\$40,000 to \$59,999	~	~	222	18%
\$60,000 to \$79,999	~	~	297	25%
\$80,000 to \$99,999	~	~	185	15%
\$100,000 and Above	~	~	274	23%
Total	8	100%	1,209	100%
Median Annual Income (full-time) (\$)	62,000		73,750	
Average Annual Income (full-time) (\$)	67,367		84,372	
Where data provided	.,			
	.,			
Where data provided NOC Skill Type of Main Job:	09.0	0102	UE	
Where data provided NOC Skill Type of Main Job: Business, finance & administration	09.( 6	60%	322	23%
Where data provided NOC Skill Type of Main Job:	09.0			
Where data provided NOC Skill Type of Main Job: Business, finance & administration	09.( 6	60%	322	23%
Where data provided NOC Skill Type of Main Job: Business, finance & administration Natural & applied sciences & related	09.0 6 0	60% 0%	322 433	23% 30%
Where data provided NOC Skill Type of Main Job: Business, finance & administration Natural & applied sciences & related Health	09.0 6 0 0	60% 0% 0%	322 433 162	23% 30% 11%
Where data provided NOC Skill Type of Main Job: Business, finance & administration Natural & applied sciences & related Health Education, law and social, community & government	09.0 6 0 0 2	60% 0% 0% 20%	322 433 162 314	23% 30% 11% 22%
Where data provided NOC Skill Type of Main Job: Business, finance & administration Natural & applied sciences & related Health Education, law and social, community & government Art, culture, recreation & sport	09.0 6 0 0 2 1	60% 0% 20% 10%	322 433 162 314 54	23% 30% 11% 22% 4%
Where data provided NOC Skill Type of Main Job: Business, finance & administration Natural & applied sciences & related Health Education, law and social, community & government Art, culture, recreation & sport Sales & service	09.0 6 0 0 2 1 1 1	60% 0% 20% 10% 10%	322 433 162 314 54 102	23% 30% 11% 22% 4% 7%
Where data provided NOC Skill Type of Main Job: Business, finance & administration Natural & applied sciences & related Health Education, law and social, community & government Art, culture, recreation & sport Sales & service Trades, transport & equipment operators & related	09.0 6 0 0 2 1 1 1 0	60% 0% 20% 10% 10%	322 433 162 314 54 102 25	23% 30% 11% 22% 4% 7% 2%



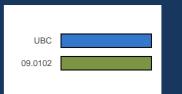






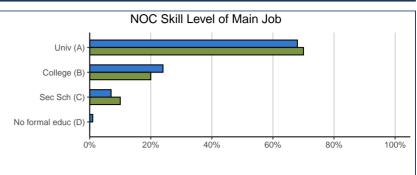
4

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



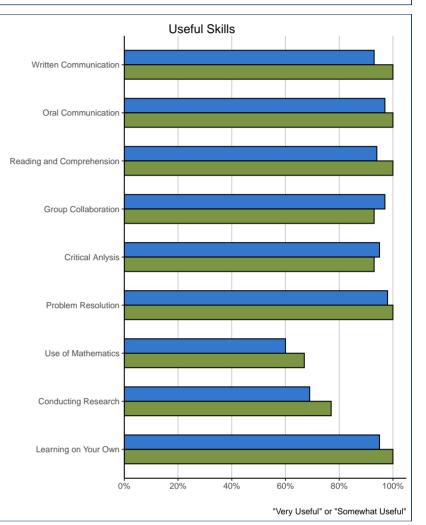
#### EMPLOYMENT, continued

NOC Skill Level of Main Job:	09.0102		UBC	
A. University education	7	70%	969	68%
B. College education/trade apprenticeship	2	20%	349	24%
C. Secondary school + job-specific training	1	10%	99	7%
D. No formal education	0	0%	18	1%
Total	10	100%	1,435	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	100%	0%	0%	0%	13	
Oral Communication	92%	8%	0%	0%	13	
Reading and Comprehension	92%	8%	0%	0%	13	
Group Collaboration	85%	8%	8%	0%	13	
Critical Anlysis	62%	31%	8%	0%	13	
Problem Resolution	85%	15%	0%	0%	13	
Use of Mathematics	42%	25%	25%	8%	12	
Conducting Research	46%	31%	23%	0%	13	
Learning on Your Own	77%	23%	0%	0%	13	

			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	70%	23%	5%	2%	1,559
Oral Communication	77%	20%	2%	1%	1,560
Reading and Comprehension	69%	25%	4%	1%	1,556
Group Collaboration	78%	19%	3%	1%	1,558
Critical Anlysis	75%	20%	4%	1%	1,558
Problem Resolution	79%	19%	2%	1%	1,557
Use of Mathematics	22%	38%	26%	14%	1,522
Conducting Research	37%	32%	19%	12%	1,531
Learning on Your Own	71%	24%	3%	2%	1,556



Top 10 Full_time Oc	cupations of 09.0102 Gr	aduatos	09.0102
NOC	NOC Skill Level	Description	% Employed FT in this Occ.**
*			
*			
*			
*			
*			
*			
*			
*			
*			
*			
* Data wat diamlawa di uda	-		

\* Data not displayed where n < 5</p>

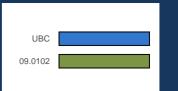
\*\* Percentages cited are of those employed

NOC	NOC Skill Level	Description	% Employed FT in this Occ.**
2173	A	Software engineers and designers	6%
XXXX	0	Unclassified occupations	6%
2174	А	Computer programmers and interactive media developers	3%
1123	A	Professional occupations in advertising, marketing and public relations	3%
4112	A	Lawyers and Quebec notaries	3%
3131	A	Pharmacists	2%
2172	A	Database analysts and data administrators	2%
2131	А	Civil engineers	2%
3012	A	Registered nurses and registered psychiatric nurses	2%
1241	В	Administrative assistants	2%
* Data at l'art	e de la de la composición de la composi		

\* Data not displayed where n < 5

\*\* Percentages cited are of those employed

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

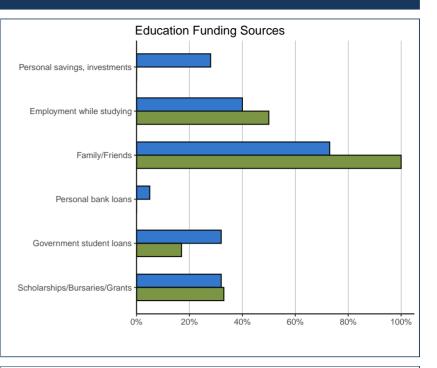


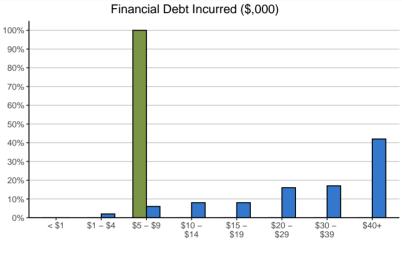
### EDUCATION FINANCING

Funding Sources (3 sources allowed):*	09.0102		U	вС
Personal savings, investments	0	0%	566	28%
Employment while studying	6	50%	802	40%
Family/Friends	12	100%	1,472	73%
Personal bank loans	0	0%	105	5%
Government student loans	2	17%	654	32%
Scholarships/Bursaries/Grants	4	33%	658	32%
Other	5	42%	505	25%
Total	12		2,025	
* Percentage of respondents who identified this source				

Financial Debt Incurred to Finance Bac. Ed.:*	09.	09.0102		BC
Incurred any form of financial debt	2	20%	835	41%
Incurred government-sponsored student loan debt	2	18%	719	35%
* Percentage of respondents who provided data				

Financial Debt Amount:*	09.	09.0102		UBC	
< \$1,000	0	0%	0	0%	
\$1,000 to \$4,999	0	0%	14	2%	
\$5,000 to \$9,999	1	100%	39	6%	
\$10,000 to \$14,999	0	0%	52	8%	
\$15,000 to \$19,999	0	0%	48	8%	
\$20,000 to \$29,999	0	0%	105	16%	
\$30,000 to \$39,999	0	0%	109	17%	
\$40,000 or More	0	0%	270	42%	
Total	1	100%	637	100%	
Median Financial Debt (\$)	8,000		33,000		
* Includes only cases where financial debt was incurred					

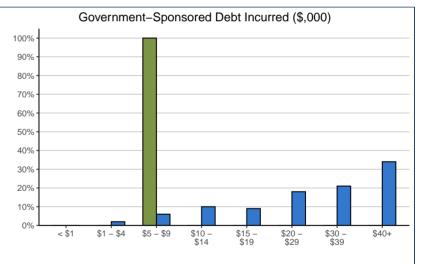




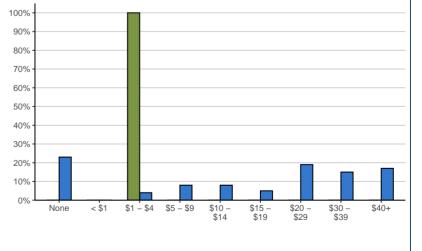
Gov't-Sponsored Student Loan Debt Amount:*	09	09.0102		UBC	
< \$1,000	0	0%	0	0%	
\$1,000 to \$4,999	0	0%	11	2%	
\$5,000 to \$9,999	1	100%	31	6%	
\$10,000 to \$14,999	0	0%	51	10%	
\$15,000 to \$19,999	0	0%	42	9%	
\$20,000 to \$29,999	0	0%	86	18%	
\$30,000 to \$39,999	0	0%	104	21%	
\$40,000 or More	0	0%	165	34%	
Total	1	100%	490	100%	
Median Gov't-Sponsored Loan Debt (\$)	8,000		30,000		

\* Includes only cases where government-sponsored debt was incurred

Gov't-Sponsored Loan Debt Outstanding:*	09.	09.0102		вС
None – Loan repaid in full	0	0%	132	23%
< \$1,000	0	0%	1	0%
\$1,000 to \$4,999	1	100%	22	4%
\$5,000 to \$9,999	0	0%	43	8%
\$10,000 to \$14,999	0	0%	47	8%
\$15,000 to \$19,999	0	0%	31	5%
\$20,000 to \$29,999	0	0%	108	19%
\$30,000 to \$39,999	0	0%	88	15%
\$40,000 or More	0	0%	99	17%
Total	1	100%	571	100%
Median Gov't-Sponsored Loan Debt Outstanding** (\$)	4,000		25,000	



Outstanding Government–Sponsored Debt (\$,000)



\* 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