

Overall

Total No. of 2010 Graduates:	3662	Placement Rate:	95.4%
Survey Response Rate:	72.5%	Unemployment Rate:	4.6%

All Graduates - No. of Respondents: 2656; Response Rate: 72.5%	
Employed	58.2% (1545)
Further Education	34.6% (920)
Other	2.6% (68)
Unemployed	4.6% (123)

Undergraduate Programs

Arts (BA and HBA) – No. of Respondents: 1397; Response Rate: 70.1%	
Employed	47.0% (656)
Further Education	47.4% (662)
Other	1.9% (26)
Unemployed	3.8% (53)
Average Salary*	\$37 854 (129)

Business Administration (BBA) – No. of Respondents: 468; Response Rate: 75.7%	
Employed	73.9% (346)
Further Education	15.0% (70)
Other	5.1% (24)
Unemployed	6.0% (28)
Average Salary*	\$48 727 (178)

Science (BSc and HBSc) – No. of Respondents: 168; Response Rate: 81.6%	
Employed	34.5% (58)
Further Education	62.5% (105)
Other	1.8% (3)
Unemployed	1.2% (2)
Average Salary*	\$40 316 (13)

Music (BMus and BMTh) – No. of Respondents = 46; Response Rate: 79.3%	
Employed	26.1% (12)
Further Education	65.2% (30)
Other	0.0% (0)
Unemployed	8.7% (4)
Average Salary*	n/a

* Data based only on salaries of graduates who completed their studies on a full-time basis

Graduate and Professional Programs

Education (BEd) – No. of Respondents = 106; Response Rate: 80.3%	
Employed	88.7% (94)
Further Education	2.8% (3)
Other	0.9% (1)
Unemployed	7.5% (8)
Average Salary*	\$46 136 (11)

Business Administration (MBA) – No. of Respondents = 189; Response Rate: 76.5%	
Employed	89.4% (169)
Further Education	1.6% (3)
Other	1.1% (2)
Unemployed	7.9% (15)
Average Salary*	\$66 843 (42)

Social Work (MSW) – No. of Respondents = 121; Response Rate: 73.8%	
Employed	93.4% (113)
Further Education	1.7% (2)
Other	3.3% (4)
Unemployed	1.7% (2)
Average Salary*	\$55 589 (43)

Arts and Science (MA, MSc, MIPP, MES) – No. of Respondents=108; Response Rate: 65.1%	
Employed	52.8% (57)
Further Education	36.1% (39)
Other	2.8% (3)
Unemployed	8.3% (9)
Average Salary*	\$48 361 (18)

All Disciplines (PhD) – No. of Respondents = 13; Response Rate: 54.2%	
Employed	84.6% (11)
Further Education	7.7% (1)
Other	0.0% (0)
Unemployed	7.7% (1)
Average Salary*	n/a

* Data based only on salaries of graduates who completed their studies on a full-time basis

Brantford Campus (also counted in BA/HBA statistics on page 1)

All Disciplines (BA/HBA) – No. of Respondents = 280; Response Rate: 72.0%	
Employed	52.1% (146)
Further Education	42.1% (118)
Other	1.1% (3)
Unemployed	4.6% (13)
Average Salary*	\$36 582 (26)

Location of Employment

Total No. of Responses – 1497

Region	Percentage
Eastern Canada	0.47%
Ontario	92.32%
Hamilton	7.08%
Kingston	0.8%
Kitchener-Waterloo	34.8%
London	3.94%
Muskoka	0.67%
Niagara	1.07%
Northern Ontario	1.07%
Ottawa	1.34%
Owen Sound	1.4%
Toronto	40.15%
Quebec	0.27%
Northern Canada	0.27%
Western Canada	2.26%
Alberta	0.8%
British Columbia	1.0%
Manitoba	0.33%
Saskatchewan	0.13%
International	4.44%
Antigua	0.33%
Australia	0.27%
Bermuda	0.07%
China	0.07%
Costa Rica	0.07%
Egypt	0.07%
France	0.07%
Gambia	0.07%
Grenada	0.07%
Hong Kong	0.2%
Italy	0.13%
Japan	0.2%
Netherlands	0.07%
Qatar	0.07%
Saudi Arabia	0.07%
South Korea	1.2%
Thailand	0.07%
United Kingdom	0.67%
United States	0.67%

Further Education Choices

Further Education Degree – No. of Respondents = 920	
Bachelor Degree	25.33%
JD (Juris Doctor)	3.37%
Master Degree	30.33%
Doctorate Degree	2.83%
Diploma – University	4.35%
Diploma – College	25.0%
Medical Degree	1.96%
Other	6.85%

Location of Institution – No. of Respondents = 864	
Ontario – University	60.53%
Ontario – College	26.39%
Ontario – Other	1.85%
Canada (outside of Ontario)	4.98%
United States	2.43%
International	3.82%

Further Education Discipline – No. of Respondents = 11	
Accounting	5.27%
Business/Finance/Marketing	4.17%
Communication Studies	0.99%
Economics	0.99%
Education/Teaching	28.10%
English	1.43%
Geography/Environmental Studies	2.85%
Health Sciences (including medicine)	7.57%
History/Classics/Archaeology	1.65%
Human Resources	4.61%
Kinesiology/Health Promotion/Recreation	3.18%
Languages	0.44%
Law	4.61%
Library and Information Science	1.10%
Media/Journalism/Film	3.73%
Music	1.76%
Other	8.45%
Political Science/International Relations/Public Administration/Policy	2.96%
Psychology	2.52%
Public Relations/Advertising/Event Management	4.17%
Science (Biology, Chemistry, Physics, Math)	3.51%
Social Work/Social Services	3.51%
Sociology/Cultural Analysis/Criminology	1.65%
Sports Administration/Marketing	1.76%

Employment Category	Percentage
Accounting - Chartered Accounting	24.57%
Accounting - Management Accounting	3.47%
Administrative (Office/Support)	4.62%
Arts/Culture/Heritage/Language	0.0%
Customer Service	3.76%
Engineering	0.0%
Finance - Corporate	2.02%
Finance - Securities/Investments	8.67%
Finance - Retail/Commercial Banking	2.02%
Human Resources	2.02%
Insurance (non-sales)	2.89%
International Development	0.0%
IT - Analyst	0.29%
IT - Programmer/Developer	0.87%
IT - Web Development	0.0%
Law/Law Enforcement	0.0%
Management - Business Analyst	2.6%
Management - Consulting	2.6%
Management - General/Project Management	3.18%
Management - Retail/Hospitality	0.29%
Marketing	12.14%
Ministers of Religion	0.29%
Other	3.76%
Public Relations/Communications/ Advertising/Media	2.89%
Research - All (excluding Science/Technical)	0.58%
Research - Scientific/Technical	0.0%
Resource Management/Planning/Environment	0.0%
Sales/Business Development	8.96%
Self-employed	1.16%
Social Service/Recreation/Health	1.45%
Supply Chain - Logistics/Operations/Purchasing	4.05%
Teaching	0.87%
Technical Support	0.0%

Career Choices – Arts (BA and HBA)

Total No. of Responses – 656

Employment Category	Percentage
Accounting - Chartered Accounting	1.22%
Accounting - Management Accounting	1.07%
Administrative (Office/Support)	9.6%
Arts/Culture/Heritage/Language	0.91%
Customer Service	16.92%
Engineering	0.0%
Finance - Corporate	0.3%
Finance - Securities/Investments	0.46%
Finance - Retail/Commercial Banking	1.22%
Human Resources	2.29%
Insurance (non-sales)	1.22%
International Development	0.0%
IT - Analyst	0.15%
IT - Programmer/Developer	0.30%
IT - Web Development	0.0%
Law/Law Enforcement	2.9%
Management - Business Analyst	0.46%
Management - Consulting	0.46%
Management - General/Project Management	2.74%
Management - Retail/Hospitality	2.9%
Marketing	3.96%
Ministers of Religion	0.0%
Other	9.45%
Public Relations/Communications/ Advertising/Media	6.1%
Research - All (excluding Science/Technical)	0.46%
Research - Scientific/Technical	0.61%
Resource Management/Planning/Environment	1.98%
Sales/Business Development	5.64%
Self-employed	1.52%
Social Service/Recreation/Health	11.43%
Supply Chain - Logistics/Operations/Purchasing	3.81%
Teaching	9.6%
Technical Support	0.3%