

Overall Results

Total No. of 2012 Graduates:	3729	Placement Rate:	96.6%
Survey Response Rate:	82.0%	Unemployment Rate:	3.4%

All Graduates - No. of Respondents: 3056; Response Rate: 82.0%	
Employed	61.9% (1892)
Further Education	32.7% (998)
Other	2.0% (62)
Unemployed	3.4% (104)

Undergraduate Programs

Arts (BA and HBA) – No. of Respondents: 1604; Response Rate: 79.4%	
Employed	48.3% (775)
Further Education	45.8% (735)
Other	2.2% (36)
Unemployed	3.6% (58)
Average Salary*	\$36 601 (178)

Business Administration (BBA) – No. of Respondents: 606; Response Rate: 90.9%	
Employed	83.8% (508)
Further Education	12.9% (78)
Other	0.7% (4)
Unemployed	2.6% (16)
Average Salary*	\$48 561 (236)

Science (BSc and HBSc) – No. of Respondents: 141; Response Rate: 84.9%	
Employed	32.6% (46)
Further Education	62.4% (88)
Other	3.5% (5)
Unemployed	1.4% (2)
Average Salary*	\$42 545 (11)

Music (BMus, BMTh and BMusTh) – No. of Respondents: 51; Response Rate: 77.3%	
Employed	31.4% (16)
Further Education	58.8% (30)
Other	9.8% (5)
Unemployed	0.0% (0)
Average Salary	n/a

Brantford Campus (also counted in BA/HBA statistics above)

All Disciplines (BA/HBA) – No. of Respondents: 356; Response Rate: 78.8%	
Employed	54.2% (193)
Further Education	36.2% (129)
Other	2.5% (9)
Unemployed	7.0% (25)
Average Salary*	\$33 668 (40)

* Data based only on salaries of graduates registered full-time in their final semester of study



Graduate and Professional Programs

Education (BEd) – No. of Respondents: 89; Response Rate: 72.4%	
Employed	89.9% (80)
Further Education	7.9% (7)
Other	0.0% (0)
Unemployed	2.2% (2)
Average Salary*	\$37 760 (10)
Business Administration (MBA) – No. of Respondents: 186; Response Rate: 85.7%	
Employed	93.5% (174)
Further Education	2.2% (4)
Other	0.0% (0)
Unemployed	4.3% (8)
Average Salary*	\$64 639 (34)
Social Work (MSW) – No. of Respondents: 161; Response Rate: 86.6%	
Employed	93.2% (150)
Further Education	3.1% (5)
Other	1.9% (3)
Unemployed	1.9% (3)
Average Salary*	\$55 094 (51)
Arts, Science and Music (MA, MSc, MIPP, MES, MMT) – No. of Respondents: 174; Response Rate: 79.1%	
Employed	58.6% (102)
Further Education	28.2% (49)
Other	4.6% (8)
Unemployed	8.6% (15)
Average Salary*	\$43 612 (20)
Seminary (MDiv, MTh, MThS, DMin) – No. of Respondents: 7; Response Rate: 63.6%	
Employed	85.7% (6)
Further Education	0.0% (0)
Other	14.3% (1)
Unemployed	0.0% (0)
Average Salary*	n/a
All Disciplines (PhD) – No. of Respondents: 13; Response Rate: 68.4%	
Employed	100% (13)
Further Education	0.0% (0)
Other	0.0% (0)
Unemployed	0.0% (0)
Average Salary*	n/a

* Data based only on salaries of graduates registered full-time in their final semester of study



Location of Employment

No. of Respondents – 1676

Region	Percentage
Eastern Canada	0.72%
Ontario	92.30%
Hamilton (incl. Brantford)	7.58%
Kingston	0.54%
Kitchener-Waterloo	29.36%
London	5.37%
Muskoka	0.84%
Niagara	1.19%
Northern Ontario	1.07%
Ottawa	1.19%
Owen Sound	1.19%
Toronto	43.50%
Undisclosed Ontario location	0.47%
Quebec	0.18%
Northern Canada	0.06%
Western Canada	2.86%
Alberta	1.90%
British Columbia	0.72%
Manitoba	0.12%
Saskatchewan	0.12%
International	3.88%
Australia	0.30%
Bermuda	0.06%
China	0.78%
England	0.24%
Ecuador	0.06%
France	0.06%
Germany	0.18%
Kazakhstan	0.06%
Korea	0.66%
Pakistan	0.06%
Peru	0.06%
Saudi Arabia	0.06%
Slovenia	0.06%
Spain	0.06%
Switzerland	0.06%
Thailand	0.06%
United Arab Emirates	0.12%
United States	0.95%



Further Education Choices

Further Education Degree	No. of Respondents - 993
Bachelor's Degree	22.86%
JD (Juris Doctor)	2.41%
Master's Degree	29.51%
Doctoral Degree	4.13%
Diploma – University	0.91%
Diploma – College	31.42%
Medical Degree (CD and MD)	1.91%
Other	6.85%

Location of Institution	No. of Respondents - 920
Ontario – University	55.76%
Ontario – College	30.87%
Ontario – Other	5.43%
Canada (outside of Ontario)	3.04%
United States	1.41%
International	3.48%

Further Education Discipline	No. of Respondents - 970
Accounting	3.92%
Business/Finance/Marketing	9.18%
Communication Studies	2.46%
Economics	0.62%
Education/Teaching	22.37%
English	1.03%
Geography/Environmental Studies	4.02%
Health Sciences (including medicine)	6.19%
History/Classics/Archaeology	1.96%
Human Resources	4.54%
Kinesiology/Health Promotion/Recreation	4.95%
Languages	0.31%
Law	3.92%
Library and Information Science	1.55%
Media/Journalism/Film	3.09%
Music	2.06%
Other	2.99%
Political Science/International Relations/Public Administration/Policy	3.09%
Psychology	3.40%
Public Relations/Advertising/Event Management	3.20%
Science (Biology, Chemistry, Physics, Math)	5.36%
Social Work/Social Services	4.64%
Sociology/Cultural Analysis/Criminology	3.71%
Sports Administration/Marketing	1.44%



Career Choices – Bachelor of Business Administration

No. of Respondents – 487

Employment Category	Percentage
Accounting - Chartered Accounting	18.89%
Accounting - Management Accounting	1.03%
Administrative (Office/Support)	2.46%
Arts/Culture/Heritage/Language	0.00%
Customer Service	5.13%
Engineering	0.00%
Finance - Corporate	6.78%
Finance - Securities/Investments	7.19%
Finance - Retail/Commercial Banking	2.05%
Human Resources	2.26%
Insurance (non-sales)	5.34%
International Development	0.00%
IT - Analyst	1.23%
IT - Programmer/Developer	0.82%
IT - Web Development	0.21%
Law/Law Enforcement	0.00%
Management - Business Analyst	3.49%
Management - Consulting	2.05%
Management - General/Project Management	3.70%
Management - Retail/Hospitality	2.05%
Marketing	10.27%
Ministers of Religion	0.00%
Other	0.21%
Public Relations/Communications/Advertising/Media	1.23%
Research - All (excluding Science/Technical)	1.44%
Research - Scientific/Technical	0.21%
Resource Management/Planning/Environment	0.41%
Sales/Business Development	15.20%
Self-employed	0.62%
Social Service/Recreation/Health	0.41%
Supply Chain - Logistics/Operations/Purchasing	5.13%
Teaching	0.00%
Technical Support	0.21%



Career Choices – Arts (BA and HBA)

No. of Respondents – 747

Employment Category	Percentage
Accounting - Chartered Accounting	1.07%
Accounting - Management Accounting	0.13%
Administrative (Office/Support)	8.97%
Arts/Culture/Heritage/Language	0.94%
Customer Service	17.54%
Engineering	0.0%
Finance - Corporate	2.14%
Finance - Securities/Investments	1.07%
Finance - Retail/Commercial Banking	1.07%
Human Resources	0.94%
Insurance (non-sales)	2.54%
International Development	0.00%
IT - Analyst	0.27%
IT - Programmer/Developer	0.27%
IT - Web Development	0.54%
Law/Law Enforcement	2.01%
Management - Business Analyst	0.80%
Management - Consulting	0.00%
Management - General/Project Management	4.15%
Management - Retail/Hospitality	5.09%
Marketing	2.01%
Ministers of Religion	0.13%
Other	3.21%
Public Relations/Communications/Advertising/Media	3.48%
Research - All (excluding Science/Technical)	2.81%
Research - Scientific/Technical	0.27%
Resource Management/Planning/Environment	1.47%
Sales/Business Development	13.12%
Self-employed	0.80%
Social Service/Recreation/Health	11.24%
Supply Chain - Logistics/Operations/Purchasing	2.95%
Teaching	8.30%
Technical Support	0.67%

