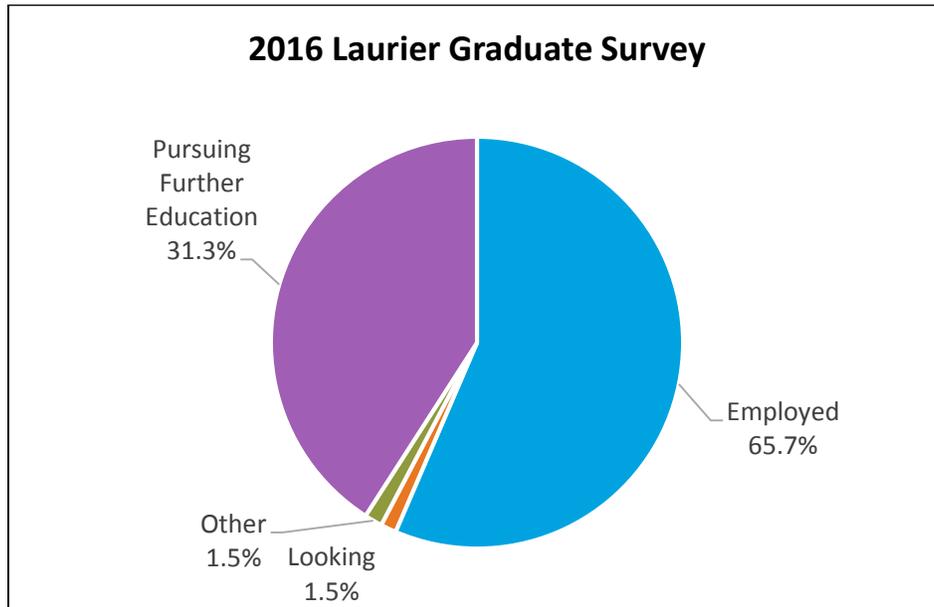


## 2016 Laurier Graduate Survey Report

All data is from the 2016 Laurier Graduate Survey conducted by the Career Centre. Graduates were surveyed within 12 months of graduation at convocation ceremonies, through email, mail and phone surveys, and through LinkedIn research.

Overall Results	Total No. of 2016 Graduates: 4,176
Placement Rate	98.5%
Unemployment Rate	1.5%

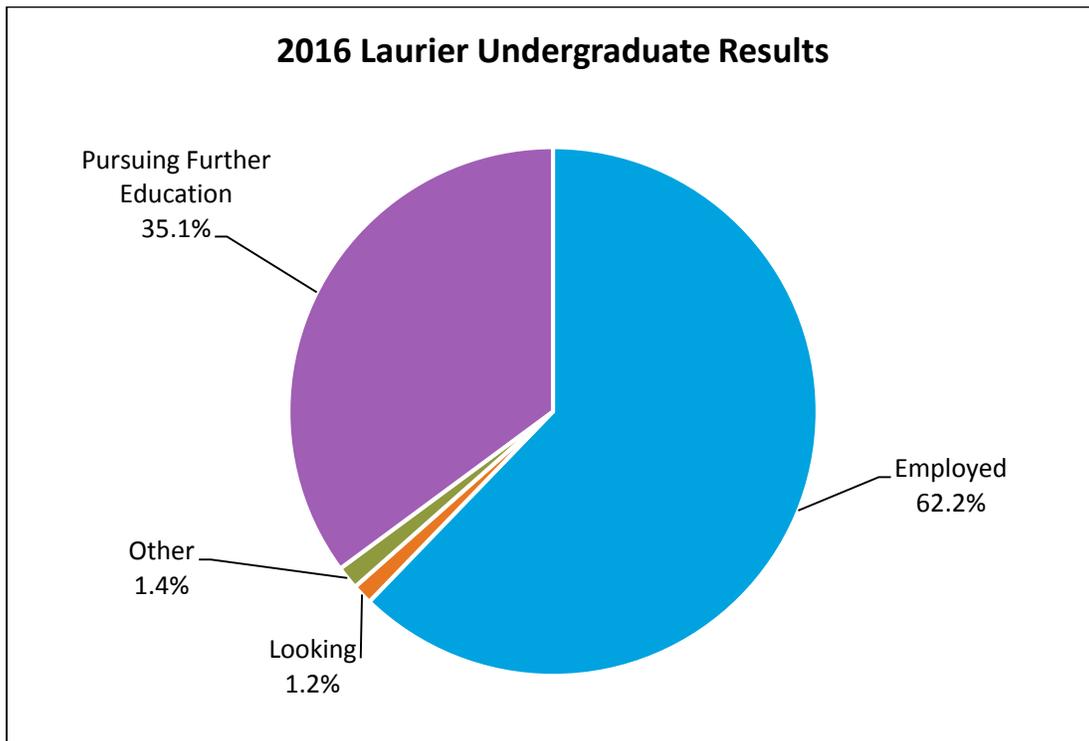
All Graduates - Response Rate: 80.4%	Total Respondents: 3359
Employed	65.7% (2,208)
Further Education	31.3% (1,053)
Other	1.5% (49)
Unemployed	1.5% (49)



### Undergraduate Results

<b>Overall Undergraduate Programs Results</b>	Total No. of 2016 Graduates: 3,521
Placement Rate	98.8%
Unemployment Rate	1.2%

<b>All Undergraduates - Response Rate: 80.2%</b>	No. of Respondents: 2,824
Employed	62.2% (1,757)
Further Education	35.1% (992)
Other	1.4% (40)
Unemployed	1.2% (35)



<b>Arts (BA) - Response Rate: 78.8%</b>	<b>No. of Respondents: 1,736</b>
Employed	56.9% (987)
Further Education	40.6% (704)
Other	1.38% (24)
Unemployed	1.21% (21)
Average Salary*	\$41,299 (222)
Median Salary*	\$40,000 (222)

<b>Business Administration (BBA) - Response Rate: 82.9%</b>	<b>No. of Respondents: 773</b>
Employed	84.5% (653)
Further Education	12.7% (98)
Other	1.7% (13)
Unemployed	1.2% (9)
Average Salary*	\$54,126 (362)
Median Salary*	\$50,000 (362)

<b>Science (BSc) - Response Rate: 80.7%</b>	<b>No. of Respondents: 255</b>
Employed	35.7% (91)
Further Education	62.4% (159)
Other	0.8% (2)
Unemployed	1.2% (3)
Average Salary*	\$40,412 (30)
Median Salary*	\$40,000 (30)

<b>Music (BMus and BMusTh) - Response Rate: 88.6%</b>	<b>No. of Respondents: 70</b>
Employed	54.3% (38)
Further Education	44.3% (31)
Other	1.4% (1)
Unemployed	0.0% (0)
*Salary data not available due to response rate	

<b>Business Technology Management (BBTM) - Response Rate: 69.2%</b>	<b>No. of Respondents: 18</b>
Employed	88.9% (16)
Further Education	5.6% (1)
Other	0.0% (0)
Unemployed	5.6% (1)
Average Salary*	\$53,549 (11)
Median Salary*	\$52,000 (11)

\* Salary data based only on salaries of graduates registered full-time in their final semester of study and employed full-time

## Graduate Results

<b>Business Administration (MBA) - Response Rate: 88.1%</b>		No. of Respondents: 170
Employed		95.3% (162)
Further Education		1.8% (3)
Other		0.6% (1)
Unemployed		2.4% (4)
Average Salary*		\$73,140 (30)
Median Salary*		\$70,000 (30)

<b>Social Work (MSW) - Response Rate: 81.6%</b>		No. of Respondents: 124
Employed		95.2% (118)
Further Education		0.8% (1)
Other		3.2% (4)
Unemployed		0.8% (1)
Average Salary*		\$56,305 (60)
Median Salary*		\$55,250 (60)

<b>Other Graduate Programs (MA, MAP, MSc, MES, MF, MIPP, MMT, MEd) - Response Rate: 79.8%</b>		No. of Respondents: 186
Employed		69.4% (129)
Further Education		24.2% (45)
Other		1.6% (3)
Unemployed		4.8% (9)
Average Salary*		\$53,755 (53)
Median Salary*		\$50,000 (53)

<b>Seminary (MA Theology, MDiv, MThS) - Response Rate: 78.8%</b>		No. of Respondents: 26
Employed		76.9% (20)
Further Education		19.2% (2)
Other		3.9% (1)
Unemployed		0.0% (0)
*Salary data not available due to response rate		

<b>All Disciplines (PhD) - Response Rate: 69.2%</b>		No. of Respondents: 18
Employed		88.9% (16)
Further Education		11.1% (2)
Other		0.0% (0)
Unemployed		0.0% (0)
*Salary data not available due to response rate		

\* Salary data based only on salaries of graduates registered full-time in their final semester of study and employed full-time

### Career Choices (BA and BBA)

Employment Category	BA Graduates (965)	BBA Graduates (653)
Accounting - Public Accounting	0.93%	18.07%
Accounting - Management Accounting	1.14%	3.68%
Administrative (Office/Support)	7.77%	1.68%
Arts/Culture/Heritage/Language	0.41%	-
Customer Service	19.17%	3.52%
Finance - Corporate	0.62%	3.83%
Finance - Securities/Investments	1.35%	7.81%
Finance - Retail/Commercial Banking	2.54%	4.90%
Human Resources	2.49%	2.45%
Insurance (non-sales)	0.62%	4.13%
IT - Analyst	0.21%	0.61%
IT - Programmer/Developer	0.10%	4.29%
IT - Web Development	0.10%	0.31%
Law/Law Enforcement	2.18%	0.15%
Management - Business Analyst	0.83%	4.59%
Management - Consulting	0.62%	4.90%
Management - General/Project Management	2.49%	2.76%
Management - Retail/Hospitality	4.77%	0.31%
Marketing	3.01%	6.28%
Other	10.16%	4.75%
Public Relations/Communications/Advertising/Media	4.56%	1.53%
Research - All (excluding Science/Technical)	0.21%	0.31%
Research - Scientific/Technical	0.31%	-
Resource Management/Planning/Environment	0.73%	-
Sales/Business Development	9.95%	12.86%
Self-employed	1.55%	1.38%
Social Service/Recreation/Health	10.78%	0.15%
Supply Chain - Logistics/Operations/Purchasing	2.38%	4.29%
Teaching	7.36%	-
Technical Support	0.31%	0.31%

## Location of Employment

Region:	No. of Respondents: 1,913
<b>Canada:</b>	95.35%
Eastern Canada	0.22%
Quebec	0.38%
Western Canada	1.70%
Northern Canada	0.06%
<b>Ontario:</b>	97.64%
Hamilton (incl. Brantford)	7.75%
Kingston	0.56%
Kitchener-Waterloo	28.52%
London	4.21%
Muskoka	0.62%
Niagara	1.01%
Northern Ontario	0.91%
Ottawa	1.35%
Owen Sound	1.07%
Peterborough	0.34%
Toronto	52.50%
Windsor	1.12%
<b>International:</b> Antigua and Barbuda, Asia, Australia, Austria, Cayman Islands, China, Costa Rica, Ethiopia, Germany, Hong Kong, Jamaica, Japan, Netherlands, New Zealand, Poland, Singapore, South Africa, South Korea, Taiwan, Tunisia, Uganda, United Arab Emirates, United Kingdom, USA, Vietnam	4.65%

## Further Education Choices – Degree and Location

Further Education Degree	No. of Respondents: 1,024
Bachelor's Degree	11.13%
Master's Degree	30.56%
Doctoral Degree	4.10%
Diploma/Certificate – University	2.64%
Diploma/Certificate – College	35.60%
JD (Juris Doctor)	3.52%
Doctor (medicine, chiropractic, naturopathic, pharmacy, etc.)	3.91%
Other	9.66%

Location of Institution	No. of Respondents: 961
Ontario – University	50.37%
Ontario – College	36.47%
Ontario – Other	3.34%
Canada (outside of Ontario)	3.13%
United States	2.08%
International	4.59%

### Further Education Choices – Disciplines

Further Education Discipline	No. of Respondents: 1,024
Accounting/Tax	5.96%
Business/Finance/Marketing/Management/Economics	8.01%
Education/Teaching	11.52%
Firefighting/Policing/Paramedic	1.66%
Geography/Environmental Studies	3.71%
Human Resources	4.79%
Humanities (History/Classics/Archaeology/English/Philosophy)	3.52%
Languages	0.89%
Law	4.98%
Library and Information Science/Museum Studies	2.05%
Media/Journalism/Film/Publishing	1.36%
Music and Arts	2.15%
Other	5.57%
Physiotherapy/Occupational Therapy/Speech Language Pathology	3.71%
Political Science/International Relations/Public Administration/Policy	3.81%
Professional Health Occupations (including medicine)	8.30%
Psychology	2.73%
Public Health/Kinesiology/Health Research/Fitness	4.40%
Public Relations/Advertising/Event Management/Communication Studies	5.27%
Science (Biology, Chemistry, Physics, Math, Computer Science)	5.66%
Social Work/Social Services	5.86%
Sociology/Cultural Analysis/Criminology/Religion & Culture	2.54%
Sports Administration/Marketing	1.56%