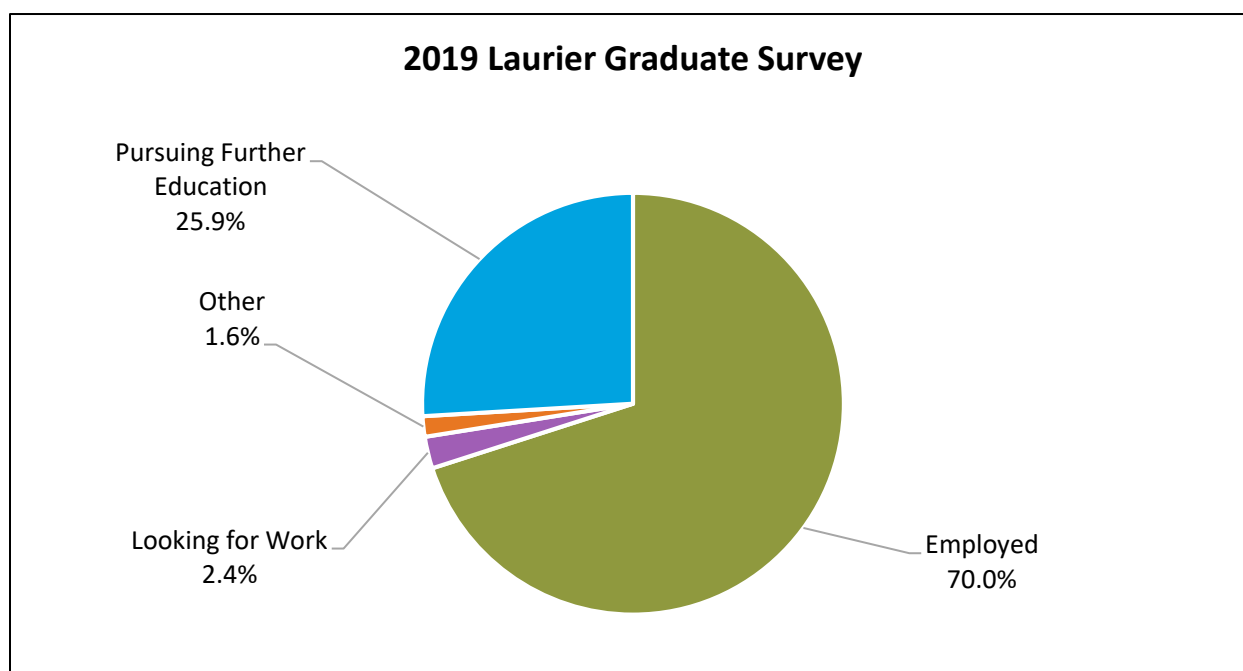


2019 Laurier Graduate Survey Report

All data is from the 2019 Laurier Graduate Survey conducted by the Career Centre. Graduates were surveyed within 12 months of graduation at convocation ceremonies, through email and online surveys and through LinkedIn research.

Overall Results	Total No. of Graduates: 4,419
Placement Rate	97.6%
Unemployment Rate	2.4%

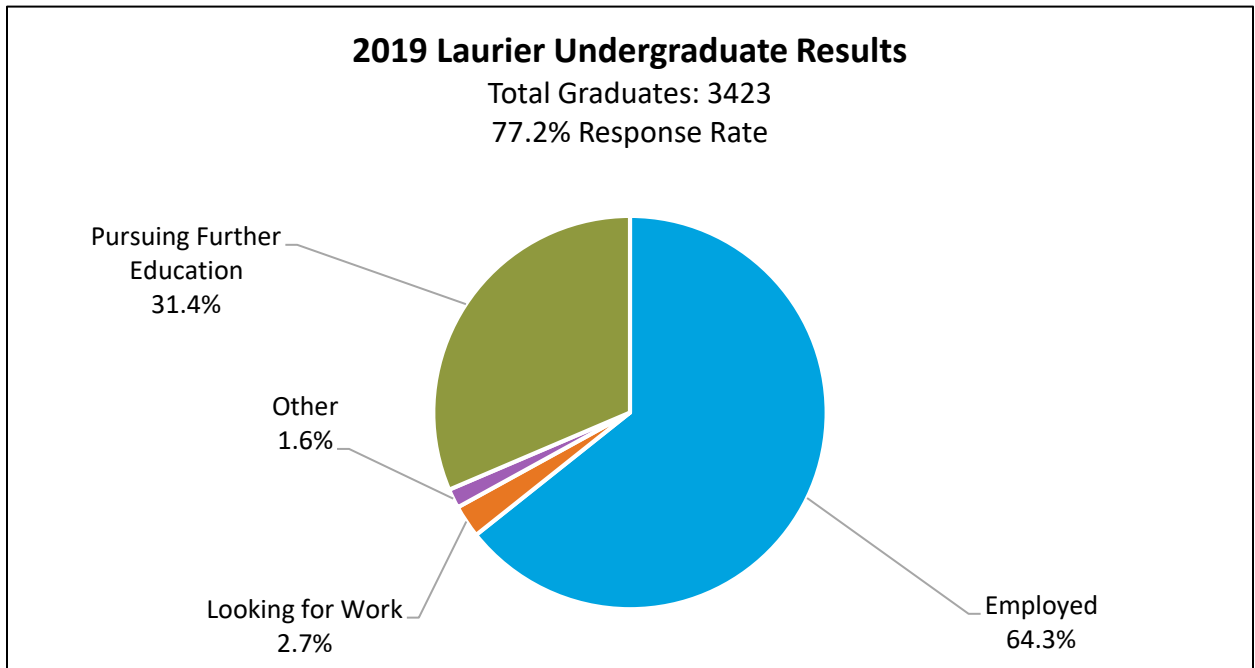
All Graduates - Response Rate: 77.9%	Total Respondents: 3,442
Employed	70.0% (2,411)
Further Education	25.9% (893)
Other	1.6% (54)
Unemployed	2.4% (84)



Undergraduate Summary Results

Overall Undergraduate Programs Results	Total No. of Graduates: 3,423
Placement Rate	97.3%
Unemployment Rate	2.7%

All Undergraduates - Response Rate: 77.2%	No. of Respondents: 2,642
Employed	64.3% (1,699)
Further Education	31.4% (830)
Other	1.6% (42)
Unemployed	2.7% (71)



Undergraduate Degrees

Arts (BA) - Response Rate: 72.6%	No. of Respondents: 1,349
Employed	58.1% (783)
Further Education	37.4% (505)
Other	1.8% (24)
Unemployed	2.7% (37)
Average Salary*	\$43,896 (184)
Median Salary*	\$42,000 (184)

Business Administration (BBA) - Response Rate: 87.3%	No. of Respondents: 793
Employed	85.0% (674)
Further Education	11.5% (91)
Other	1.4% (11)
Unemployed	2.1% (17)
Average Salary*	\$58,641 (374)
Median Salary*	\$54,000 (374)

Business Technology Management (BBTM) - Response Rate: 79.3%	No. of Respondents: 23
Employed	82.6% (19)
Further Education	0.0% (0)
Other	0.0% (0)
Unemployed	17.4% (4)
- Salary data not available due to response rate	

Science (BSc) - Response Rate: 75.2%	No. of Respondents: 288
Employed	50.3% (145)
Further Education	44.8% (129)
Other	1.7% (5)
Unemployed	3.1% (9)
Average Salary*	\$52,326 (41)
Median Salary*	\$50,000 (41)

Bachelor of Kinesiology (BKin) - Response Rate: 84.4%	No. of Respondents: 103
Employed	37.9% (39)
Further Education	58.3% (60)
Other	1.9% (2)
Unemployed	1.9% (2)
Average Salary*	\$40,800 (13)
Median Salary*	\$36,400 (13)

Music (BMus and BMusTh) - Response Rate: 87.5%	No. of Respondents: 63
Employed	39.7% (25)
Further Education	58.7% (37)
Other	0.0% (0)
Unemployed	1.6% (1)
- Salary data not available due to response rate	

Bachelor of Social Work (BSW) - Response Rate: 64.8%	No. of Respondents: 46
Employed	73.9% (34)
Further Education	21.7% (10)
Other	2.2% (1)
Unemployed	2.2% (1)
Average Salary*	\$46,274 (11)
Median Salary*	\$50,000 (11)

Bachelor of Fine Arts (BFAA) - Response Rate: 57.1%	No. of Respondents: 8
Employed	87.5% (7)
Further Education	0.0% (0)
Other	0.0% (0)
Unemployed	12.5% (1)
- 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.

Graduate and Professional Program Results by Degree

Education (BEd) - Response Rate: 77.1%	No. of Respondents: 54
Employed	98.1% (53)
Further Education	1.9% (1)
Other	0.0% (0)
Unemployed	0.0% (0)
- Salary data not available due to response rate	

Business Administration (MBA) - Response Rate: 87.7%	No. of Respondents: 185
Employed	95.1% (176)
Further Education	1.1% (2)
Other	1.6% (3)
Unemployed	2.2% (4)
Average Salary*	\$71,200 (25)
Median Salary*	\$70,000 (25)

Social Work (MSW) - Response Rate: 79.1%	No. of Respondents: 117
Employed	97.4% (114)
Further Education	0.0% (0)
Other	2.6% (3)
Unemployed	0.0% (0)
Average Salary*	\$57,871 (43)
Median Salary*	\$57,000 (43)

Martin Luther (MA Theology, MDiv) - Response Rate: 71.4%	No. of Respondents: 35
Employed	88.0% (22)
Further Education	4.0% (1)
Other	4.0% (1)
Unemployed	4.0% (1)
- Salary data not available due to response rate	

Other Graduate Programs (MA, MAC, MAP, MSc, MES, MF, MIPP, MKin, MMT, MEd) - Response Rate: 77.7%	No. of Respondents: 248
Employed	73.4% (182)
Further Education	22.6% (56)
Other	1.2% (3)
Unemployed	2.8% (7)
Average Salary*	\$56,038 (37)
Median Salary*	\$54,500 (37)

All Disciplines (PhD) - Response Rate: 77.8%	No. of Respondents: 21
Employed	90.5% (19)
Further Education	0.0% (0)
Other	4.8% (1)
Unemployed	4.8% (1)
- 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

Employment Category	All Graduates (2333)	BA Graduates (750)	BBA Graduates (660)
Accounting - Public Accounting	9.9%	1.3%	16.1%
Accounting - Management Accounting	1.8%	1.2%	2.4%
Administrative (Office/Support)	3.8%	7.7%	1.1%
Arts/Culture/Heritage/Language	0.9%	1.7%	0.3%
Customer Service	6.3%	14.1%	1.8%
Design - Game/UX	0.1%	-	-
Engineering	0.4%	-	-
Finance - Corporate	2.5%	1.3%	2.9%
Finance - Securities/Investments	4.6%	4.3%	11.1%
Finance - Retail/Commercial Banking	3.8%	2.8%	5.0%
Human Resources	2.4%	1.7%	3.9%
Insurance (non-sales)	1.4%	1.9%	2.7%
International Development	0.1%	-	-
IT - Analyst	1.0%	0.4%	0.8%
IT - Programmer/Developer	2.7%	0.3%	3.8%
IT - Web Development	0.3%	-	0.3%
Law/Law Enforcement	0.9%	2.3%	-
Management - Business Analyst	3.1%	1.6%	7.0%
Management - Consulting	2.0%	0.8%	5.3%
Management - General/ Project Management	4.4%	2.5%	3.9%
Management - Retail/Hospitality	1.3%	2.7%	0.5%
Marketing	5.0%	4.5%	8.8%
Ministers of Religion	0.3%	-	-
Public Relations/Communications/ Media/Advertising	3.0%	6.0%	2.1%
Research - All (excluding Science/Technical)	1.7%	1.6%	0.3%
Research - Scientific/Technical	1.0%	-	0.2%
Resource Management/Planning/ Environment	0.6%	1.1%	-
Sales/Business Development	8.7%	11.2%	12.7%
Self-employed	1.6%	1.5%	0.9%
Social Service/Recreation/Health	13.4%	10.0%	0.6%
Supply Chain - Logistics/Operations/ Purchasing	3.2%	3.3%	4.8%
Teaching	6.2%	8.4%	0.2%
Technical Support	0.4%	0.8%	0.2%
Other	1.4%	2.9%	0.5%

Location of Employment

All	No. of Respondents: 2169
Canada:	97.3%
International: Argentina, China, France, Germany, Hong Kong, Indonesia, Jordan, Mexico, New Zealand, South Korea, Ukraine, United Kingdom, USA,	2.6%

Canada:	No. of Respondents: 2112
Eastern Canada	0.4%
Quebec	0.6%
Western Canada	1.7%
Northern Canada	0.1%
Ontario	97.1%

Ontario:	No. of Respondents: 2053
Hamilton	7.4%
Kingston	0.4%
Kitchener-Waterloo	27.7%
London	3.3%
Muskoka	0.6%
Niagara	1.3%
Northern Ontario	0.9%
Ottawa	1.3%
Owen Sound	0.8%
Peterborough	0.5%
Toronto	55.2%
Windsor	0.6%

Further Education Choices – Degree and Location

Further Education Degree	No. of Respondents: 875
Bachelor's Degree	12.8%
Master's Degree	39.7%
Doctoral Degree	4.6%
Diploma/Certificate – University	6.6%
Diploma/Certificate – College	25.5%
JD (Juris Doctor)	3.7%
Doctor (medicine, chiropractic, naturopathic, pharmacy, etc.)	4.7%
Other	2.5%

Location of Institution	No. of Respondents: 758
Ontario – University	61.2%
Ontario – College	26.6%
Ontario – Other	1.8%
Canada (outside of Ontario)	4.2%
United States	2.1%
International	4.0%

Further Education Choices – Disciplines

Further Education Discipline	All Graduates (818)	BA Graduates (461)	BSc Graduates (117)
Accounting/Tax	5.5%	3.0%	-
Business/Finance/Marketing/Management/Economics	8.6%	9.3%	3.4%
Computer Science	2.1%	1.7%	0.9%
Education/Teaching	13.7%	16.5%	2.6%
Firefighting/Policing/Paramedic	1.2%	1.7%	-
Geography/Environmental Studies	2.3%	2.4%	4.3%
Human Resources	3.5%	5.9%	0.9%
Humanities (History/Classics/Archaeology/English/ Philosophy)	4.4%	6.3%	-
Languages	0.4%	0.7%	-
Law	6.8%	8.0%	-
Library and Information Science/Museum Studies	1.0%	1.7%	-
Media/Journalism/Film/Publishing	2.3%	3.7%	-
Music and Arts	2.9%	0.7%	-
Physiotherapy/Occupational Therapy/ Speech-Language Pathology	3.9%	1.5%	6.8%
Political Science/International Relations/Public Policy	5.1%	7.2%	0.9%
Professional Health Occupations (including medicine)	7.1%	0.4%	38.5%
Psychology	3.2%	3.7%	3.4%
Public Health/Kinesiology/Health Research/Fitness	5.4%	2.8%	11.1%
Public Relations/Advertising/Event Management/ Communications	3.1%	5.0%	-
Science (Biology, Chemistry, Physics, Math)	6.4%	3.3%	24.8%
Social Work/Social Services/Therapists	4.5%	6.1%	0.9%
Sociology/Cultural Analysis/Criminology/ Religion & Culture	4.0%	6.1%	-
Sports Administration/Marketing	1.2%	1.1%	-
Other	1.3%	1.3%	1.7%