

EARLY TALENT INSIGHTS

Home to over 12,000 students, the Ted Rogers School of Management at Toronto Metropolitan University is Canada's leading diverse, entrepreneurial business school centered in an urban learning environment.

We conduct monthly polls with students at the Ted Rogers School to provide Canadian organizations with timely and relevant insights. Our goal is to help you understand the early talent labour force so you can tailor your recruitment and retention strategies accordingly.

In this issue of *Early Talent Insights*, we explore our student's salary expectations upon graduation.

December 2024

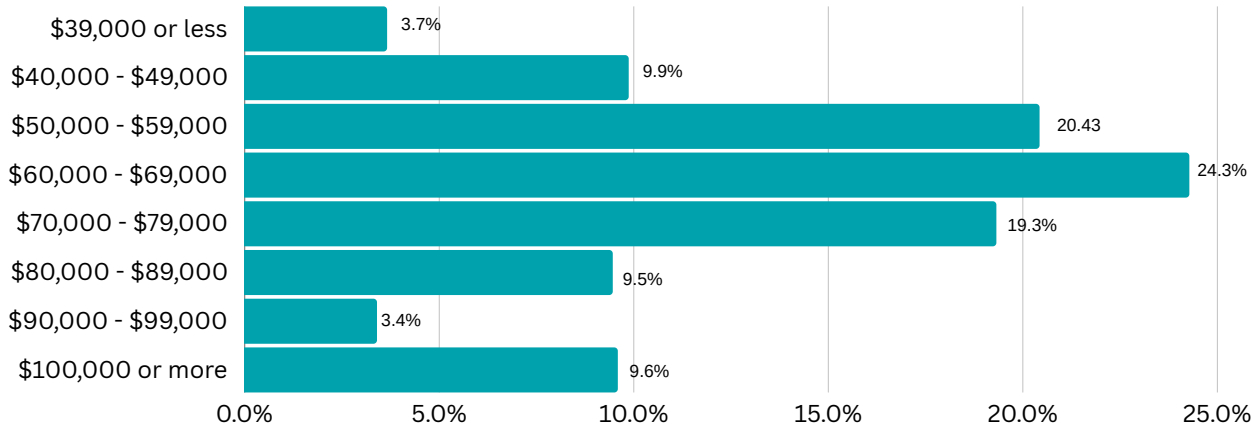
Two-Thirds of Students Expect a Starting Salary of \$60K+

STUDENT POLL

Upon graduation, what starting salary do you expect?



Summary of Responses



Responses by Year of Study, as a Percentage of Total

Most students indicated a starting salary range of \$60,000 to \$69,000, yet 41% anticipated earning over \$70,000. Conversely, final-year students had a more tempered outlook, with 37% expecting a starting salary above \$70,000. Interestingly, first-year students had significantly higher expectations of earning over \$100,000 compared to those nearing graduation.

Response	1st	2nd	3rd	4th
\$39,000 or less	5%	4%	2%	3%
\$40,000 - \$49,000	9%	12%	12%	8%
\$50,000 - \$59,000	15%	25%	19%	24%
\$60,000 - \$69,000	25%	19%	25%	27%
\$70,000 - \$79,000	20%	19%	15%	22%
\$80,000 - \$89,000	9%	8%	12%	9%
\$90,000 - \$99,000	4%	3%	4%	2%
\$100,000 or more	13%	10%	11%	5%

Responses by School, as a Percentage of Total

Students across all five academic schools have similar salary expectations, except for those in Retail Management, where nearly 20% anticipate a starting salary of \$100,000 or more.

Response	Accounting & Finance	Business Management	Business Technology Management	Hospitality & Tourism Management	Retail Management
\$39,000 or less	3%	4%	3%	6%	3%
\$40,000 - \$49,000	9%	11%	7%	15%	6%
\$50,000 - \$59,000	19%	22%	18%	31%	17%
\$60,000 - \$69,000	30%	22%	26%	15%	27%
\$70,000 - \$79,000	19%	19%	21%	15%	14%
\$80,000 - \$89,000	6%	9%	14%	3%	8%
\$90,000 - \$99,000	5%	3%	3%	6%	6%
\$100,000 or more	9%	10%	8%	9%	19%

Co-op Student Responses vs. Non-Co-op, as a Percentage of Total

There seems to be little difference in salary expectations between Co-op students and those not in the program, with nearly half expecting a starting salary between \$60,000 and \$79,000.

Response	Co-op	Non-Co-op
\$39,000 or less	2%	4%
\$40,000 - \$49,000	9%	10%
\$50,000 - \$59,000	21%	20%
\$60,000 - \$69,000	28%	23%
\$70,000 - \$79,000	21%	19%
\$80,000 - \$89,000	10%	9%
\$90,000 - \$99,000	3%	4%
\$100,000 or more	6%	11%

Questions to Consider



Do you share the salary ranges in your job descriptions? Are they in line with student expectations?



Is there room for negotiation?

Contact Us

If you would like access to the full data set or wish to hire one of our students and/or graduates, please connect with our Corporate Partnerships team.



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