Winter 2025 Salary Survey

Respondent Information

Please enter your Contact ID Number, which can be found in your invitation e-mail.

- Response to this question is required.

Please enter your Company Name.

- Response to this question is required.

As part of the survey results, NACE will provide a list of respondents. Please indicate your preference below (note: this will not affect the confidentiality of your responses).

- ○ Yes, please list my organization as a survey respondent.
- ○ No, please do NOT list my organization as a survey respondent.

In the United States only, how many employees are in the department/business unit for which you recruit: (If you recruit for a number of different departments/business units, add the number of employees in each department/business unit and select the total.)

- ○ Less than 500
- ○ 501 - 1,000
- ○ 1,001 - 2,500
- ○ 2,501 - 5,000
- ○ 5,001 - 10,000
- ○ More than 10,000

Agricultural/Natural Resources Majors

Does your company expect to recruit (hire) agriculture and natural resources majors from the class of 2025?

(Graduates in the date range July 1, 2024 - June 30, 2025)

- ○ Yes
- ○ No

Which of the following agriculture and natural resources majors by degree level do you expect to recruit (hire) from the class of 2024-25?
We request your response to this question, so you will only be asked to provide salaries for the relevant majors.

	Associate	Bachelors	Masters	PhD
Agricultural Business/Management	☐	☐	☐	☐
Conservation/Natural Resources Management	☐	☐	☐	☐
Animal Science	☐	☐	☐	☐
Food Science	☐	☐	☐	☐
Plant Science	☐	☐	☐	☐
Other agricultural/natural resources major (please specify):	☐	☐	☐	☐

Please provide the 2024-25 projected average starting salary for each of the academic majors you hire by degree level. If you are unsure of the 2024-25 projection, please provide the current average starting salary by major and degree level.

Agricultural Business/Management

- » Associate
- » Bachelors
- » Masters
- » PhD

Conservation/Natural Resources Management

» Associate
» Bachelors
» Masters
» PhD

Animal Science

» Associate
» Bachelors
» Masters
» PhD

Food Science

» Associate
» Bachelors
» Masters
» PhD

Plant Science

» Associate
» Bachelors
» Masters
» PhD

Other agricultural/natural resources major

» Associate
» Bachelors
» Masters
» PhD

Business Majors

Does your company expect to recruit (hire) business majors from the class of 2025?

(Graduates in the date range July 1, 2024 - June 30, 2025)

- ○ Yes
- ○ No

Which of the following business majors by degree level do you expect to recruit (hire) from the class of 2024-25?
We request your response to this question, so you will only be asked to provide salaries for the relevant majors.

	Associate	Bachelors	Masters	PhD
Accounting	☐	☐	☐	☐
Actuarial Science	☐	☐	☐	☐
Business Administration/Management	☐	☐	☐	☐
Finance	☐	☐	☐	☐
Hospitality Management	☐	☐	☐	☐
Human Resources	☐	☐	☐	☐
International Business	☐	☐	☐	☐
Logistics/Supply Chain	☐	☐	☐	☐
Management Information Systems (MIS)	☐	☐	☐	☐
Marketing	☐	☐	☐	☐
Sales	☐	☐	☐	☐
Other business major (please specify): ☐	☐	☐	☐	☐

Please provide the 2024-25 projected average starting salary for each of the academic majors you hire by degree level. If you are unsure of the 2024-25 projection, please provide the current average starting salary by major and degree level.

Accounting

» Associate ☐

» Bachelors ☐

» Masters ☐

» PhD

Actuarial Science

» Associate
» Bachelors
» Masters
» PhD

Business Administration/Management

» Associate
» Bachelors
» Masters
» PhD

Finance

» Associate
» Bachelors
» Masters
» PhD

Hospitality Management

» Associate
» Bachelors
» Masters
» PhD

Human Resources

» Associate
» Bachelors
» Masters
» PhD

International Business

» Associate
» Bachelors
» Masters
» PhD

Logistics/Supply Chain

» Associate
» Bachelors
» Masters
» PhD

Management Information Systems (MIS)

» Associate
» Bachelors
» Masters
» PhD

Marketing

» Associate
» Bachelors
» Masters
» PhD

Sales

» Associate
» Bachelors
» Masters
» PhD

Other business major

» Associate
» Bachelors
» Masters

» PhD

Communications Majors

Does your company expect to recruit (hire) communications majors from the class of 2025?

(Graduates in the date range July 1, 2024 - June 30, 2025)

- ○ Yes
- ○ No

Which of the following communications majors by degree level do you expect to recruit (hire) from the class of 2024-25?
We request your response to this question, so you will only be asked to provide salaries for the relevant majors.

	Associate	Bachelors	Masters	PhD
Advertising	☐	☐	☐	☐
Communications	☐	☐	☐	☐
Journalism	☐	☐	☐	☐
Public Relations	☐	☐	☐	☐
Other communications major (please specify):	☐	☐	☐	☐

Please provide the 2024-25 projected average starting salary for each of the academic majors you hire by degree level. If you are unsure of the 2024-25 projection, please provide the current average starting salary by major and degree level.

Advertising

» Associate
» Bachelors
» Masters
» PhD

Communications

» Associate
» Bachelors
» Masters
» PhD

Journalism

» Associate
» Bachelors
» Masters
» PhD

Public Relations

» Associate
» Bachelors
» Masters
» PhD

Other communications major

» Associate
» Bachelors
» Masters
» PhD

Computer Science Majors

Does your company expect to recruit (hire) computer science majors from the class of 2025?

(Graduates in the date range July 1, 2024 - June 30, 2025)

- ○ Yes
- ○ No

Which of the following computer science majors by degree level do you expect to recruit (hire) from the class of 2024-25?

We request your response to this question, so you will only be asked to provide salaries for the relevant majors.

	Associate	Bachelors	Masters	PhD
Computer Science	☐	☐	☐	☐
Information Science & Systems	☐	☐	☐	☐
Software Applications	☐	☐	☐	☐
Other computer science major (please specify):	☐	☐	☐	☐

Please provide the 2024-25 projected average starting salary for each of the academic majors you hire by degree level. If you are unsure of the 2024-25 projection, please provide the current average starting salary by major and degree level.

Computer Science

» Associate
» Bachelors
» Masters
» PhD

Information Science & Systems

» Associate
» Bachelors
» Masters
» PhD

Software Applications

» Associate
» Bachelors
» Masters
» PhD

Other computer science major

» Associate

» Bachelors

» Masters

» PhD

Education Majors

Does your company expect to recruit (hire) education majors from the class of 2025?

(Graduates in the date range July 1, 2024 - June 30, 2025)

- ○ Yes
- ○ No

Which of the following education majors by degree level do you expect to recruit (hire) from the class of 2024-25?
We request your response to this question, so you will only be asked to provide salaries for the relevant majors.

	Associate	Bachelors	Masters	PhD
Elementary Education	☐	☐	☐	☐
Secondary Education	☐	☐	☐	☐
Special Education	☐	☐	☐	☐
Other education major (please specify):	☐	☐	☐	☐

Please provide the 2024-25 projected average starting salary for each of the academic majors you hire by degree level. If you are unsure of the 2024-25 projection, please provide the current average starting salary by major and degree level.

Elementary Education

» Associate

» Bachelors

» Masters

» PhD

Secondary Education

» Associate
» Bachelors
» Masters
» PhD

Special Education

» Associate
» Bachelors
» Masters
» PhD

Other education major

» Associate
» Bachelors
» Masters
» PhD

Engineering Majors

Does your company expect to recruit (hire) engineering majors from the class of 2025?
(Graduates in the date range July 1, 2024 - June 30, 2025)

- ○ Yes
- ○ No

Which of the following engineering majors by degree level do you expect to recruit (hire) from the class of 2024-25?
We request your response to this question, so you will only be asked to provide salaries for the relevant majors.

	Associate	Bachelors	Masters	PhD
Aerospace/Aeronautical Engineering	☐	☐	☐	☐
Biomedical Engineering	☐	☐	☐	☐

	Associate	Bachelors	Masters	PhD
Chemical Engineering	☐	☐	☐	☐
Civil Engineering	☐	☐	☐	☐
Computer Engineering	☐	☐	☐	☐
Electrical Engineering	☐	☐	☐	☐
Engineering Technology	☐	☐	☐	☐
Environmental Engineering	☐	☐	☐	☐
Industrial/Manufacturing Engineering	☐	☐	☐	☐
Materials Engineering/Science	☐	☐	☐	☐
Mechanical Engineering	☐	☐	☐	☐
Nuclear Engineering	☐	☐	☐	☐
Petroleum Engineering	☐	☐	☐	☐
Software Engineering	☐	☐	☐	☐
Systems Engineering	☐	☐	☐	☐
Other engineering major (please specify):	☐	☐	☐	☐

Please provide the 2024-25 projected average starting salary for each of the academic majors you hire by degree level. If you are unsure of the 2024-25 projection, please provide the current average starting salary by major and degree level.

Aerospace/Aeronautical Engineering

» Associate
» Bachelors
» Masters
» PhD

Biomedical Engineering

» Associate
» Bachelors
» Masters
» PhD

Chemical Engineering

- » Associate
- » Bachelors
- » Masters
- » PhD

Civil Engineering

- » Associate
- » Bachelors
- » Masters
- » PhD

Computer Engineering

- » Associate
- » Bachelors
- » Masters
- » PhD

Electrical Engineering

- » Associate
- » Bachelors
- » Masters
- » PhD

Engineering Technology

- » Associate
- » Bachelors
- » Masters
- » PhD

Environmental Engineering

- » Associate

» Bachelors
» Masters
» PhD

Industrial/Manufacturing Engineering

» Associate
» Bachelors
» Masters
» PhD

Materials Engineering/Science

» Associate
» Bachelors
» Masters
» PhD

Mechanical Engineering

» Associate
» Bachelors
» Masters
» PhD

Nuclear Engineering

» Associate
» Bachelors
» Masters
» PhD

Petroleum Engineering

» Associate
» Bachelors
» Masters

» PhD

Software Engineering

» Associate
» Bachelors
» Masters
» PhD

Systems Engineering

» Associate
» Bachelors
» Masters
» PhD

Other engineering major

» Associate
» Bachelors
» Masters
» PhD

Healthcare Majors

Does your company expect to recruit (hire) healthcare majors from the class of 2025?
(Graduates in the date range July 1, 2024 - June 30, 2025)

- ○ Yes
- ○ No

Which of the following healthcare majors by degree level do you expect to recruit (hire) from the class of 2024-25?
We request your response to this question, so you will only be asked to provide salaries for the relevant majors.

	Associate	Bachelors	Masters	PhD
Healthcare Administration	☐	☐	☐	☐

	Associate	Bachelors	Masters	PhD
Medical Technology	☐	☐	☐	☐
Nursing	☐	☐	☐	☐
Other healthcare major (please specify):	☐	☐	☐	☐

Please provide the 2024-25 projected average starting salary for each of the academic majors you hire by degree level. If you are unsure of the 2024-25 projection, please provide the current average starting salary by major and degree level.

Healthcare Administration

» Associate
» Bachelors
» Masters
» PhD

Medical Technology

» Associate
» Bachelors
» Masters
» PhD

Nursing

» Associate
» Bachelors
» Masters
» PhD

Other healthcare major

» Associate
» Bachelors
» Masters
» PhD

Humanities Majors

Does your company expect to recruit (hire) humanities majors (e.g. English, History, etc.) from the class of 2025?

(Graduates in the date range July 1, 2024 - June 30, 2025)

- ○ Yes
- ○ No

Which of the following humanities majors by degree level do you expect to recruit (hire) from the class of 2024-25?
We request your response to this question, so you will only be asked to provide salaries for the relevant majors.

	Associate	Bachelors	Masters	PhD
Area & Gender Studies	☐	☐	☐	☐
English Language & Literature	☐	☐	☐	☐
Foreign Language & Literature	☐	☐	☐	☐
History	☐	☐	☐	☐
Liberal Arts/General Studies	☐	☐	☐	☐
Philosophy	☐	☐	☐	☐
Visual & Performing Arts (e.g. Graphic Design)	☐	☐	☐	☐
Other humanities major (please specify):	☐	☐	☐	☐

Please provide the 2024-25 projected average starting salary for each of the academic majors you hire by degree level. If you are unsure of the 2024-25 projection, please provide the current average starting salary by major and degree level.

Area & Gender Studies

» Associate
» Bachelors
» Masters

» PhD

English Language & Literature

» Associate
» Bachelors
» Masters
» PhD

Foreign Language & Literature

» Associate
» Bachelors
» Masters
» PhD

History

» Associate
» Bachelors
» Masters
» PhD

Liberal Arts/General Studies

» Associate
» Bachelors
» Masters
» PhD

Philosophy

» Associate
» Bachelors
» Masters
» PhD

Visual & Performing Arts

» Associate
» Bachelors
» Masters
» PhD

Other humanities major

» Associate
» Bachelors
» Masters
» PhD

Social Science Majors

Does your company expect to recruit (hire) social science majors (e.g. Economics, Political Science, etc.) from the class of 2025?

(Graduates in the date range July 1, 2024 - June 30, 2025)

- ○ Yes
- ○ No

Which of the following social science majors by degree level do you expect to recruit (hire) from the class of 2024-25?
We request your response to this question, so you will only be asked to provide salaries for the relevant majors.

	Associate	Bachelors	Masters	PhD
Economics	☐	☐	☐	☐
Political Science/International Relations	☐	☐	☐	☐
Psychology	☐	☐	☐	☐
Sociology	☐	☐	☐	☐
Social Work	☐	☐	☐	☐
Other social science major (please specify):	☐	☐	☐	☐

Please provide the 2024-25 projected average starting salary for each of the academic majors you hire by degree level. If you are unsure of the 2024-25 projection, please provide the current average starting salary by major and degree level.

Economics

» Associate
» Bachelors
» Masters
» PhD

Political Science/International Relations

» Associate
» Bachelors
» Masters
» PhD

Psychology

» Associate
» Bachelors
» Masters
» PhD

Sociology

» Associate
» Bachelors
» Masters
» PhD

Social Work

» Associate
» Bachelors
» Masters

» PhD

Other social science major

» Associate
» Bachelors
» Masters
» PhD

Mathematics & Science Majors

Does your company expect to recruit (hire) mathematics or science majors from the class of 2025?

(Graduates in the date range July 1, 2024 - June 30, 2025)

- ○ Yes
- ○ No

Which of the following mathematics and science majors by degree level do you expect to recruit (hire) from the class of 2024-25?
We request your response to this question, so you will only be asked to provide salaries for the relevant majors.

	Associate	Bachelors	Masters	PhD
Mathematics/Statistics	☐	☐	☐	☐
Biology/Biological Sciences	☐	☐	☐	☐
Chemistry	☐	☐	☐	☐
Construction Science	☐	☐	☐	☐
Environmental Science	☐	☐	☐	☐
Geology/Geological Sciences	☐	☐	☐	☐
Physics	☐	☐	☐	☐
Other mathematics/science major (please specify):	☐	☐	☐	☐

Please provide the 2024-25 projected average starting salary for each of the academic majors you hire by degree level. If you are unsure of the 2024-25 projection, please

provide the current average starting salary by major and degree level.

Mathematics/Statistics

» Associate
» Bachelors
» Masters
» PhD

Biology/Biological Sciences

» Associate
» Bachelors
» Masters
» PhD

Chemistry

» Associate
» Bachelors
» Masters
» PhD

Construction Science

» Associate
» Bachelors
» Masters
» PhD

Environmental Science

» Associate
» Bachelors
» Masters
» PhD

Geology/Geological Sciences

» Associate
» Bachelors
» Masters
» PhD

Physics

» Associate
» Bachelors
» Masters
» PhD

Other mathematics/science major

» Associate
» Bachelors
» Masters
» PhD

Job Positions

For which of the following job positions do you **plan** to hire class of 2024-25 graduates?

(Graduates in the date range July 1, 2024 - June 30, 2025)

- Please select all that apply.

	Associate	Bachelors	Masters	PhD
Computer Occupations (e.g., Systems Analysts, Programmers, Software Developers, Network Specialists)	☐	☐	☐	☐
Business Operations (e.g., Buyers, Adjusters, HR, Logistics, Training Specialists, Marketing)	☐	☐	☐	☐
Environmental & Conservation Scientists	☐	☐	☐	☐
Visual Arts (e.g., Artists, Designers)	☐	☐	☐	☐

	Associate	Bachelors	Masters	PhD
Communications (e.g., Public Relations Specialists, Writers/Editors, Interpreters/Translators, Film & Video Editors)	☐	☐	☐	☐
Engineering (e.g., Engineers, Technicians)	☐	☐	☐	☐
Mathematical Occupations (e.g., Actuaries, Mathematicians, Statisticians)	☐	☐	☐	☐
Protective Service (e.g., Guards, Firefighters)	☐	☐	☐	☐
Physical Scientists (e.g., Physicists, Chemists, Materials Scientists, Geologists)	☐	☐	☐	☐
Financial Specialists (e.g., Accountants/Auditors, Financial Analysts, Tax Specialists)	☐	☐	☐	☐
Sales	☐	☐	☐	☐
Other Social Scientists (e.g., Survey Researchers, Psychologists, Sociologists, Political Scientists)	☐	☐	☐	☐
Healthcare Support (e.g., Aides & Assistants)	☐	☐	☐	☐
Economists	☐	☐	☐	☐
Biological Scientists	☐	☐	☐	☐
Office & Administrative Support	☐	☐	☐	☐
Healthcare Practitioners (e.g., Dieticians/Nutritionists, Therapists, Nurses, Health Technologists & Technicians)	☐	☐	☐	☐
Other job position (please specify:)	☐	☐	☐	☐

Please provide the 2024-25 projected average starting salary for each of the job positions you will hire by degree level. If you are unsure of the 2024-25 projection, please provide

the current average starting salary by job position and degree level.

Business Operations (e.g., Buyers, Adjusters, HR, Logistics, Training Specialists, Marketing)

» Associate
» Bachelors
» Masters
» PhD

Financial Specialists (e.g., Accountants/Auditors, Financial Analysts, Tax Specialists)

» Associate
» Bachelors
» Masters
» PhD

Computer Occupations (e.g., Systems Analysts, Programmers, Software Developers, Network Specialists)

» Associate
» Bachelors
» Masters
» PhD

Mathematical Occupations (e.g., Actuaries, Mathematicians, Statisticians)

» Associate
» Bachelors
» Masters
» PhD

Engineering (e.g., Engineers, Technicians)

» Associate
» Bachelors
» Masters
» PhD

Biological Scientists

» Associate
» Bachelors
» Masters
» PhD

Environmental & Conservation Scientists

» Associate
» Bachelors
» Masters
» PhD

Physical Scientists (e.g., Physicists, Chemists, Materials Scientists, Geologists)

» Associate
» Bachelors
» Masters
» PhD

Economists

» Associate
» Bachelors
» Masters
» PhD

Other Social Scientists (e.g., Survey Researchers, Psychologists, Sociologists, Political Scientists)

» Associate
» Bachelors
» Masters
» PhD

Visual Arts (e.g., Artists, Designers)

» Associate
» Bachelors
» Masters
» PhD

Communications (e.g., Public Relations Specialists, Writers/Editors, Interpreters/Translators, Film & Video Editors)

» Associate
» Bachelors
» Masters
» PhD

Healthcare Practitioners (e.g., Dieticians/Nutritionists, Therapists, Nurses, Health Technologists & Technicians)

» Associate
» Bachelors
» Masters
» PhD

Healthcare Support (e.g., Aides & Assistants)

» Associate
» Bachelors
» Masters
» PhD

Protective Service (e.g., Guards, Firefighters)

» Associate
» Bachelors
» Masters
» PhD

Sales

» Associate

» Bachelors

» Masters

» PhD

Office & Administrative Support

» Associate

» Bachelors

» Masters

» PhD

Other job position

» Associate

» Bachelors

» Masters

» PhD

Thank you for completing the Winter 2025 Salary Survey questionnaire! After you click the right arrow below, your response will be recorded.

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