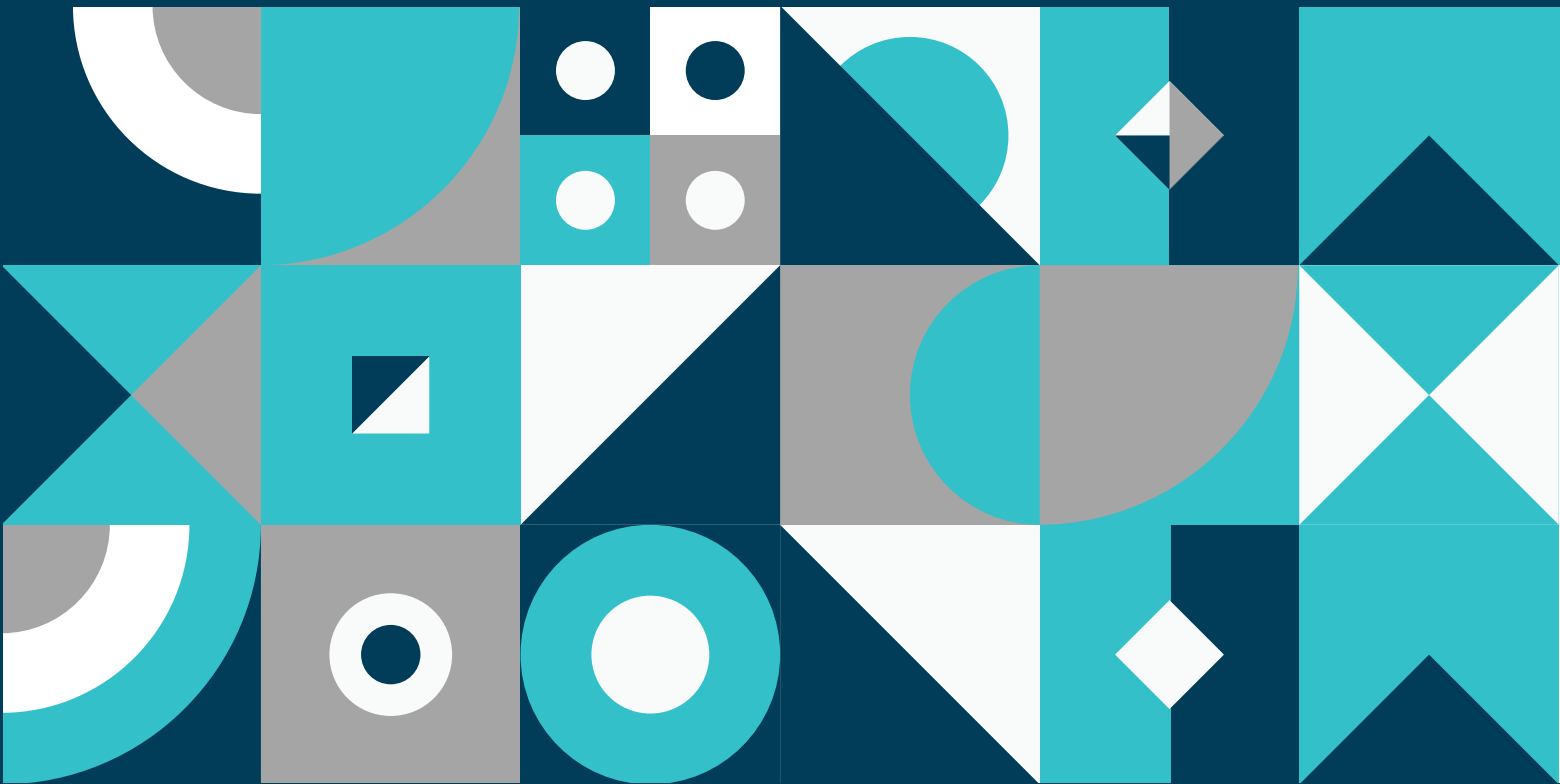


NACE

SALARY SURVEY

Starting salary projections for
Class of 2025 new college graduates
DATA REPORTED BY EMPLOYERS

EXECUTIVE SUMMARY



ABOUT THE SURVEY

The Winter 2025 *Salary Survey* report contains annual salary projections for Class of 2025 college graduates. The figures reported are for base salaries only and do not include bonuses, commissions, fringe benefits, or overtime rates. The report provides the detailed salary projections by academic major and degree level, along with breakouts by both industry and geographic region.

Data contained in the report were obtained by surveying NACE employer members from October 7, 2024, through November 30, 2024. A total of 158 surveys were returned—a 19% response rate. Of those responding, 3.8% were from the New England region, 12.7% were from the Plains, 10.8% were from the Rocky Mountain/Far West region, 15.8% were from the Southwest, 13.9% were from the Southeast, 12% were from the Mideast, and 31% were from the Great Lakes region. A list of respondents by industry and a partial list of organizations that supplied data for this report can be found in the Appendix.

Salary Survey (ISSN 1520-8648) is available to individuals holding membership in the National Association of Colleges and Employers; it is also available on a subscription basis. The *Salary Survey* report is published two times a year—January and August—by the National Association of Colleges and Employers. For more information, see www.nacweb.org/store/subscription/salary-survey/ or contact NACE at 610.868.1421.

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SALARY SURVEY ISSUES FOR THE CLASS OF 2025

The winter issue features starting salary projections by major from employer-provided data. The Winter 2025 report is the first report for the Class of 2025. Data are available by major, job function, industry, and region. There are also data for advanced-degree candidates—the report includes data for 25 master's and eight doctoral degree disciplines.

The summer issue serves as the final report for the graduating class—the previous year's class, that is. The report features data provided through the national First-Destination Survey initiative; the data represent actual starting salaries (not projections) reported by graduates to their institutions. Data are by major, region, and Carnegie Classification. The Summer 2025 issue is the final report on starting salaries for the Class of 2024, while the Summer 2026 issue will serve as the final report for the Class of 2025.

SALARY DATA FOR THE CLASS OF 2025

REPORT	WHAT	DATA SOURCE
First Report – Winter 2025	Pre-graduation projected starting salaries	Employers
Final Report – Summer 2026	Final results, post-graduation actual starting salaries	First-Destination Survey (Students/Schools)

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WINTER 2025 SALARY SURVEY KEY INSIGHTS

BACHELOR'S DEGREES

- Overall, starting salary projections for the Class of 2025 are something of a mixed bag compared to last year when all groups of majors saw projected increases. This year, projected movement in salaries ranges from a gain of 2.8% for agriculture and natural resources to a decrease of 3.6% for the social sciences.
- Engineering graduates are projected to be the top paid, as their overall average is up 2.6% from \$76,736 last year to \$78,731 this year. (See Figure 1.) This increase comes on the heels of a 3.1% increase last year. The highest-paid individual engineering majors—computer engineering (\$82,565) and software engineering (\$82,536)—also have the highest projected increases of the group at 6.5% and 5.8%, respectively.
- Computer sciences majors also show stability in their average salary projections year over year. The overall projection for the Class of 2025 is \$76,251, up 2% from \$74,778 for the Class of 2024. The individual reported majors are all projected to receive higher salaries, with increases of 1.7% for computer science majors, 1.8% for information sciences and systems majors, and 2.5% for software applications majors.
- Despite a decrease of almost 2% in the salary projection for math and sciences graduates, they remain third highest-paid majors at \$69,709.
- Class of 2025 business graduates have an average salary projection that is 2.1% higher than last year, raising it to \$65,276. With the exception of management information systems majors, all reported individual business majors have larger average salary projections. Management information systems majors did, however, have the largest growth last year, when their average salary projection was up 7.5% to \$73,695. It now falls at \$71,556 making it one of the highest-paid majors in the business category.
- The rise in salary projections for Class of 2025 business graduates may be reflective of their high demand. Half of the top 10 bachelor's degrees in demand fall in the business fields, with finance majors taking the top spot. Computer science also shares the top spot, with 67.1% of total respondents reporting plans to hire both majors.

FIGURE 1: AVERAGE SALARIES BY DISCIPLINE / BACHELOR'S DEGREES

BROAD CATEGORY	2025 SALARY PROJECTION	2024 SALARY PROJECTION	% CHANGE
Engineering	\$78,731	\$76,736	2.6%
Computer Sciences	\$76,251	\$74,778	2.0%
Math and Sciences	\$69,709	\$71,076	-1.9%
Social Sciences	\$67,316	\$69,802	-3.6%
Business	\$65,276	\$63,907	2.1%
Agriculture and Natural Resources	\$63,122	\$61,399	2.8%
Communications	\$60,353	\$62,205	-3.0%

KEY INSIGHTS

MASTER'S DEGREE GRADUATES

- Class of 2025 engineering (\$94,086) and business (\$77,632) graduates at the master's degree level are expected to see salaries climb 12.5% and 3.1%, respectively. This is welcome news as last year both saw reduced average salary projections—engineering graduates by 3.7% and business graduates by 6.2%. (See Figure 2.)
- Although master's degree engineering graduates were expected to be the second highest-paid graduates last year, they top this year's list with computer science falling to second. The overall average salary projection for computer sciences graduates fell by less than 1%, from \$85,403 to \$84,960. This group of majors also remains most in-demand, as nearly one-quarter of the total respondents plan to hire them.
- Within the individual engineering disciplines, increases in salary projections for computer engineering (21.5%), software engineering (20.8%), and systems engineering (24.8%) are driving the overall average upward. The is good news as both computer engineering (-9.1%) and software engineering (-5%) saw notable decreases last year.
- The data for math and sciences graduates at the master's degree level was extremely limited, so the nearly 10% decrease respondents reported should be taken with caution. Typically, the average salary projection for this group remains fairly steady, with increases of 1%, 5%, and 6.7% over the last three years.
- The average salary projection for business degree graduates at the master's degree level is up 3.1% to \$77,632. This is a notable shift upward, as the projection for the Class of 2024 was down 6.2%.
- Salary projections within the individual business majors also reflect positive movement over last year. In particular, those earning M.B.A.s have a 3.4% higher salary projection at \$85,842, finance majors' projection is 13.1% higher at \$79,702, and the projection for management information systems majors is 15% higher to \$83,354.
- Not surprisingly, the job positions reported for master's degree graduates within the business fields also show higher salary projections. Business operations positions at the master's degree level are 31.2% higher (from \$65,372 to \$85,773) and financial specialist positions are 8.1% higher (from \$72,601 to \$78,447).

FIGURE 2: AVERAGE SALARIES BY DISCIPLINE / MASTER'S DEGREES

BROAD CATEGORY	2025 SALARY PROJECTION	2024 SALARY PROJECTION	% CHANGE
Engineering	\$94,086	\$83,628	12.5%
Computer Sciences	\$84,960	\$85,403	-0.5%
Business	\$77,632	\$75,303	3.1%
Math and Sciences	\$75,140	\$83,380	-9.9%

APPENDIX

PARTICIPATING ORGANIZATIONS

Below is a list of the organizations that supplied salary projections for the NACE Winter 2025 *Salary Survey* report. (Please note: Although 158 organizations responded, the list below includes 110, as 48 organizations preferred not to be listed.)

AbbVie	EY	NTT DATA
Acushnet Company	Freeman	Olin Corporation
ADM	Freese and Nichols, Inc.	Oshkosh Corporation
American Axle & Manufacturing	Fresenius Kabi	Parsons Corporation
American Heart Association	Garmin	Phillips Edison & Company
Amica Mutual Insurance Company	GE Aerospace	Precision Castparts Corp.
Andersen Corporation	GE Appliances, a Haier company	Protiviti
Arizona Public Service Company	General Dynamics Mission Systems	RoviSys
Armstrong World Industries	Genworth Financial	RS&H
Artisan Partners	GSK	Ryan, LLC
Associated Bank	GuideStone Financial Resources of the	Sabre
Astronautics Corporation of America	SBC	SALAS O'BRIEN ENGINEERS, INC.
ATA Engineering, Inc.	Hajoca Corporation	Schwan's Company
AVEVA	Hargrove Engineers and Constructors	Seagate Technology
Avient Corporation	Hayward Holdings, Inc.	Sho-Me Power Electric Cooperative
Baird	Huhtamaki, Inc.	Southern Company
BASF	Huntington Bank	Southwest Airlines
Belden Inc.	INEOS Olefins & Polymers USA	St. Luke's University Health Network
BlueCross BlueShield of Tennessee	Ingevity	StoneX Group
Bozzuto	Ingredion Incorporated	Swagelok
Cardinal Health	International Paper	Synovus Bank
Casey's	ITT	T-Mobile
CEMEX Inc	ITW	Terracon
Cencora	JE Dunn Construction	Textron
CGI	Johnson Controls	The Aerospace Corporation
Charles River Laboratories	Kiewit	The Sherwin-Williams Company
Charter Communications	Kimberly-Clark Corporation	The Walsh Group
Chevron Corporation	Kohl's	Uber
CHS Inc.	KPMG LLP	UL Solutions
Chubb	L'Oreal USA	Uline
Cleveland Cliffs Inc	Land O'Lakes Inc.	United Launch Alliance
CRST The Transportation Solution	Liberty Mutual Insurance	Verisk
Danaher	Lincoln Electric	Viasat
Dell Technologies	Mauser packaging solutions	Wolfspeed, Inc.
Digikey Corporation	Maximus	WSB LLC
DMA	Milwaukee Tool	
Enercon Services Inc.	Moffatt & Nichol	
Equifax	NJM Insurance	

