

# Market Research Analysts

## WHAT THEY DO

Researches market conditions in local, regional, or national areas, or gathers information to determine potential sales of a product or service, or create a marketing campaign. May gather information on competitors, prices, sales, and methods of marketing and distribution. Belongs to the Marketing cluster and Marketing Research pathway.

## IS THIS FOR YOU?

**Work Interests** are described in the following categories (compatible with Holland's Model) by people who tend to succeed in this career:

- **Conventional** – You are an "organizer". Keeping things neat and organized is important to you. You like working with charts and reports, and work well with power and authority.
- **Investigative**—You are a “thinker”. When you have a problem, you like to analyze it and look at different ways to solve it. You like to work by yourself, and you don't like explaining your ideas to other people.
- **Enterprising** – You are a "persuader". You like to sell things or ideas. Prestige and power are important to you. You like to use your language skills to convince other people of your ideas.

**Work Values** are aspects of work that are satisfying to you. The following work values are generally associated with this career.

- **Achievement** – It's very important to you that your work allows you to use your best abilities. You want to see the results of your work and get a feeling of accomplishment.
- **Independence**—It's very important to you that your work allows to make decisions on your own. You want to try out your own ideas and work with little supervision.
- **Support**—It's very important to you to know the company stands behind its workers and has competent, considerate and fair management.
- **Working Conditions** – It's very important to you that your work satisfies your needs in areas like salary, job security and your working style preferences, such as working alone, staying busy all the time or having variety in your work tasks.

**Aptitudes** reflect a person's ability to acquire skills and knowledge. The following aptitudes are important for success in the career:

- **General Learning Ability**
- **Verbal Aptitude**
- **Numerical Aptitude**



## SKILLS YOU NEED

### Basic Skills:

- Reading Comprehension
- Active Listening
- Writing
- Speaking
- Mathematics
- Critical Thinking
- Active Learning
- Monitoring

### Transferable Skills (applicable in other careers): High level

- Analyzing social science data
- Explaining social science concepts
- Giving advice on financial matters
- Operating computers to record and analyze social science data
- Preparing project status reports
- Processing data on computers
- Researching business problems to develop solutions
- Researching social sciences

### Workplace Skills:

#### Medium level

- Complex Problem Solving
- Coordination
- Judgment and Decision Making
- Negotiation
- Persuasion
- Social Perceptiveness
- Time Management

Additional skills for this occupation may be found at <http://www.iowaworkforcedevelopment.gov/career-exploration-resources>

Source: <https://secure.ihaveaplaniowa.gov/>

## ESTIMATED & PROJECTED EMPLOYMENT

Occupational Title	2012 Estimated Employment	2022 Projected Employment	2012-22 Employment Change	Annual Growth Rate (%)	Total Annual Openings
Total, All Occupations	1,758,205	1,955,480	197,275	1.1	61,665
Business & Financial Operations Occupations	76,000	87,095	11,095	1.5	2,625
Market Research Analysts & Marketing Specialists	2,425	3,190	765	3.2	110

Source: <http://www.iowaworkforcedevelopment.gov/occupational-projections-0>

## 2015 WAGE & SALARY (\$)

Occupational Title	Average Wage	Average Salary	Entry Wage	Entry Salary	Experienced Wage	Experienced Salary
Total, All Occupations	19.77	41,122	9.55	19,858	24.88	51,755
Business & Financial Operations Occupations	29.32	60,979	17.62	36,642	35.17	73,147
Market Research Analysts & Marketing Specialists	26.98	56,116	16.35	34,018	32.29	67,165

Source: <http://www.iowaworkforcedevelopment.gov/occupational-projections-0>

## EDUCATION & TRAINING

Education	Work Experience	Job Training
Bachelor's Degree	None	None

A bachelor's degree is the minimum educational requirement for many market and survey research jobs. However, a master's degree may be required, especially for technical positions.

Source: <http://www.iowaworkforcedevelopment.gov/occupational-projections-0> and <https://secure.ihaveaplaniowa.gov/>

## NATIONAL CAREER READINESS CERTIFICATE (NCRC)

Skill	Median Skill Level
Applied Mathematics	n.a.
Locating Information	n.a.
Reading for Information	n.a.

This ACT-developed credential demonstrates achievement and a certain level of workplace employability skills. The greater the score, the greater the skill level (Bronze = 3, Silver = 4, Gold = 5, Platinum = 6).

Source: <http://www.act.org/workkeys/analysis/occup.html>



## PRIMARY INDUSTRY SECTORS

### (Where are Market Research Analysts Employed?)

Insurance Carriers  
 Credit Intermediation and Related  
 Professional, Scientific, and Technical Services  
 Merchant Wholesalers  
 Self Employed  
 Wholesale Electronic Markets  
 Ambulatory Health Care Services  
 Publishing  
 Electrical Equipment, Appliance, and Component Mfg  
 Food Mfg  
 Chemical Mfg  
 Machinery Mfg

Source: <http://www.iowaworkforcedevelopment.gov/occupational-projections-0>

## ADDITIONAL SOURCES:

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