

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	2014 Estimated Employment	2024 Projected Employment	2014-24 Employment Change	Annual Growth Rate (%)	Total Annual Openings
Total, All Occupations	1,795,100	1,949,240	154,140	0.9	58,145
Business & Financial Operations Occupations	77,025	85,995	8,975	1.2	2,450
Market Research Analysts & Marketing Specialists	2,505	3,015	510	2.0	80

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

2017 WAGE & SALARY (\$)

Occupational Title	Mean Wage	Mean Salary	Entry Wage	Entry Salary	Exp Wage	Exp Salary
Total All Occupations	20.93	43,539	10.09	20,991	26.35	54,813
Business & Financial Operations Occupations	30.58	63,612	18.23	37,919	36.76	76,459
Market Research Analysts & Marketing Specialists	27.97	58,183	17.33	36,038	33.30	69,255

Source: <https://www.iowaworkforcedevelopment.gov/occupational-employment-and-wages>

EDUCATION & TRAINING

Education	Work Experience	Job Training
Bachelor's Degree	None	None



A bachelor's degree is sufficient for many market and survey research positions but a master's degree may be preferred, especially for technical positions. Licenses, certificates, and/or commissions may be required.

Sources: <https://www.iowaworkforcedevelopment.gov/occupational-projections>, https://www.bls.gov/emp/ep_education_training_system.htm, and <https://www.iowaworkforcedevelopment.gov/iowa-licensed-occupations>

NATIONAL CAREER READINESS CERTIFICATE (NCRC)

Skill	Median Skill Level	Minimum Skill Level	Maximum Skill Level
Applied Mathematics	4	3	5
Locating Information	4	4	5
Reading for Information	4	4	6
Applied Technology	n.a.	n.a.	n.a.
Business Writing	4	4	5
Workplace Observation	3	2	5
Listening for Understanding	3	3	4

An ACT assessment-based credential issued in determining essential work skills needed for employment success across industries and occupations. The greater the score, the greater the skill level (Bronze = 3, Silver = 4, Gold = 5, Platinum = 6 & higher). Source: <http://www.act.org/content/act/en/products-and-services/workkeys-for-employers/assessments.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: <https://www.iowaworkforcedevelopment.gov/occupational-projections>

ADDITIONAL SOURCES:

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