

Market Research Analyst

Find out what people want before a company builds it. Surveys, data and clear reports.

TYPICAL PAY

\$92,000

a year, full time

PAY RANGE

\$57k to \$144k

starting to experienced

TIME TO QUALIFY

3 to 5 years

after high school

DEMAND

Moderate

job outlook

LICENCE NEEDED

No

anyone can do it

WHERE YOU WORK

Research firms, corporate marketing teams, government, ag...

How you get there

- 1 High school** Grades 11 and 12
Math through Grade 12, plus English. Data management courses are a bonus.
- 2 Bachelor's degree** 4 years
Marketing, business, economics, psychology, sociology or statistics. Take every research methods and statistics course you can.
- 3 Graduate certificate, optional** 1 year
Ontario colleges such as Georgian, Humber and Seneca run 1-year research analyst programs with a work placement. A fast route in for graduates of unrelated degrees.
- 4 Junior analyst** 1 to 3 years
Writing survey questions, cleaning data, building charts and slides for senior staff.
- 5 Analyst and senior analyst** By year 5
Running your own studies from design to presentation.

Pros and cons

- + Solid pay for a 4-year degree
- + Hybrid and remote friendly
- + Curiosity about people is the job
- Deadlines stack up when several studies close at once
- Junior work can be repetitive data cleaning
- Outlook is limited in Ontario and BC where most jobs are

Good to know

Statistics Canada is the biggest research shop

The federal statistics agency runs the census and hundreds of surveys a year, and hires analysts with exactly the skills market research uses. Its data is free and many private studies start with it.

A tiny sample can be enough

A well-designed national survey of about 1,000 people gives a margin of error of roughly 3 percentage points. The math of sampling, not the size of the country, sets that number.

Optional boosts

Statistics and coding. Qualitative research. Data visualization. A master's degree.

Where these numbers come from

Job Bank: Business development officers and market researchers and analysts, wages (updated Nov 2025)

Job Bank: Market research analysts, job outlook

Canadian Marketing Association

Seneca Polytechnic: Business Administration, Marketing advanced diploma

Numbers checked September 2026. Pay figures are typical full-time annual amounts in Canadian dollars, based on Government of Canada Job Bank wage data and published salary grids. They vary by province, employer and experience. Tuition is for domestic students. Sources, links and the click-through version: <https://career.help/ca/careers/market-research-analyst>



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