

Market Research Analyst

Find out what people actually buy and why, using surveys and data, then tell a company what to do about it.

TYPICAL PAY

\$78,760

a year, full time

PAY RANGE

\$43k to \$155k

starting to experienced

TIME TO QUALIFY

4 to 6 years

after high school

DEMAND

Very high

job outlook

LICENCE NEEDED

No

anyone can do it

WHERE YOU WORK

Research agencies, corporate insights teams, consultancies, no...

How you get there

- 1 High school** Grades 11 and 12
Statistics above all, plus psychology and English. Run a survey for a school club and try to explain what the answers mean.
- 2 Bachelor's degree** 4 years
Marketing, statistics, psychology, economics or sociology all work. Take every research methods and statistics course your major allows.
- 3 Internship** One summer
A summer at a research agency or on a corporate insights team. This is how most junior jobs get filled.
- 4 Junior analyst** 2 to 3 years
Writing screeners, cleaning survey data, building charts, sitting behind the glass at focus groups and writing the first draft of the report.
- 5 Analyst to insights manager** Year 4 onward
You start designing the study instead of executing it, and you present to the people who make the decision.

Pros and cons

- + You get a real answer to a real question and watch a company act on it
- + Remote and hybrid work is common
- + Solid pay with only a four year degree
- Deadlines are set by someone else's launch date
- Clients sometimes want the research to agree with what they already decided
- A lot of the work is cleaning messy data, not insight

Optional boosts

SQL (a database query language). Statistics beyond averages. Survey design. Dashboard tools.

Good to know

You share a wage line with marketing specialists

The federal survey counts market research analysts and marketing specialists together, so any salary figure you find for one is really the figure for both. The research half of that group tends to need more st...

People do not know why they buy things

Ask someone why they chose a product and they will invent a reasonable answer on the spot. A large part of research method exists to work around that, by watching behavior and testing choices instea...

Where these numbers come from

My Next Move: Market Research Analysts and Marketing Specialists
Insights Association: career advancement and certificates
American Marketing Association certifications
McCombs School of Business, University of Texas at Austin

Numbers checked September 2026. Pay figures are typical full-time annual amounts in United States dollars, based on Bureau of Labor Statistics wage data and published pay scales. They vary by state, employer and experience. Tuition is for in-state students at public schools unless the card says otherwise. Sources, links and the click-through version: <https://career.help/us/careers/market-research-analyst>



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