



---

## How to Find Market Research Jobs and What Skills are needed

Market research is an exciting profession that involves researching the intended customer or market, which can include both businesses and individuals. Typically, market research is accomplished for focus groups and surveys and then analyzing the results. This allows researchers the ability to gather information about the target market.

The good news about **market research jobs** is they are expected to grow about 28 percent through the year 2018 according to the Bureau of Labor Statistics. In order to land market research jobs, you should at least have a bachelor's degree, though the trend is moving toward masters and even Ph.D. level for the best jobs.

In order to successfully find market research work, you should possess an analytical approach that includes both qualitative and quantitative abilities. When looking for market research work, you should know that the bulk of your job will consist of gathering data from people, crunching numbers, and having the ability to interpret the results correctly.

In addition, you need to be excellent at written and verbal communication because market research employment requires a lot of writing reports, analyzing charts, and conducting personal interviews with people. Communication skills are essential in this profession.

The career path of market research work normally follows for distinctive paths, which include Market Analyst, which is typically the first job you will do out of college, Market Research Supervisor is the next step and is given to those that have the ability to lead other analysts, Market Research Manager is the person that oversees the analysts as well as the supervisors and finally Market Research Director is the top position that is responsible for everyone as well as the data being produced by the team.

There are market research firms that offer market research employment and the companies involved in market research. There are often times openings in universities, government, and city organizations. Many large companies have their own research marketing group in house, so that is also another option to where you could look for employment.

When you graduate with your education, which should consist of marketing, business, and consumer behavior, you can expect to work as an entry-level market research analyst until you gain more on the job experience.



---

When it comes to compensation in market research, there are different areas where market research careers are and because you can work in different areas, the compensation will vary somewhat. The Bureau of Labor Statistics reports average of salaries based on the area in which they work. Therefore, market researcher work in the computer system area average \$77,170, management areas averaged \$65,880, scientific areas averaged \$58,480, advertising and public relations averaged \$56,730, and technical consulting averaged \$55,570. The average earnings in all areas averaged \$43,990 to \$85,510 in 2008.

The salaries will vary depending on where you live and your amount of experience. The longer you have been the profession, the higher paying market research careers jobs you will be able to seek.

When you first graduate college and are seeking jobs in market research, you can expect a lot competition, which is why you need to make sure you are polished when you get out in the job market. In order to polish yourself, you need to have a professional resume, and make sure you have brushed up on your interviewing skills. This is vital because of the competition of other people that will be applying for entry-level jobs in market research directly out of college. Even as you gain experience in your first job and are ready to look for another, you should always make sure you resume is up to date and it is prepared professionally so that it stands out from the crowd.

When you are ready to take your career to the next level, head over to [Hound.com](http://Hound.com) where you will find thousands of job openings for you to apply! You never have to worry about applying for old job listings, because these jobs are screened just for you! Moreover, you can get a FREE trial offer today to help you find your next dream job!