LABOR MARKET INTELLIGENCE



Occupation Title: Market Research Analyst and Marketing Specialist

Industry Sector: Finance and Business

2015-2020 JOB OPENINGS AREA DISTRIBUTION							
Area	# of Jobs 2015	# of Jobs 2020	% Change 2015-20	Replacements 2015-20	Job Openings 2015-20		
Los Angeles County	19,785	21,748	10%	1,257	3,220		
Orange County	8,410	9,271	10%	534	1,395		
Long Beach	679	719	6%	50	90		

<u>% Change</u> represents employment growth projected in the next five years (new jobs created).

<u>Replacements</u> are the number of jobs that are projected to be open due to retirements and turnover.

<u>Job Openings</u> represent all job openings, whether the jobs are new or due to retirements /turnover.

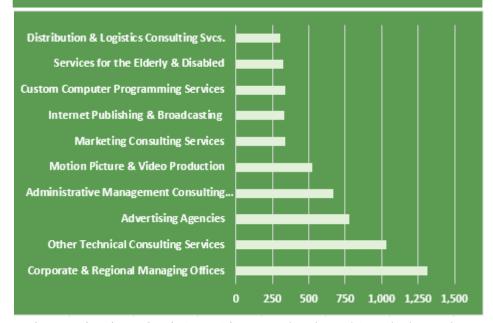
Standard Occupational Classification Code: 13-1161

EMSI Data As Of: September 2016

EMPLOYMENT WAGE INFORMATION- LA COUNTY						
	Rate type	Entry level	Median	Experienced		
2015 Employ- ment Wage Statistics	Annual Wage or Salary	\$45,968	\$63,856	\$90,958.40		
	Hourly Wage	\$22.10	\$30.70	\$43.73		

Earnings exclude benefits. Median earnings represent the wage at which half of the workers in the occupation earned more than that amount

TOP 10 INDUSTRIES EMPLOYING THIS OCCUPATION—LA COUNTY



REAL-TIME EMPLOYERS WITH JOB OPENINGS- LA COUNTY

Employer	Title(s)		
Farmers Insurance Company	Research Analyst, Research Specialist		
Sony Corporation	Research Analyst		
The Walt Disney Company	Research Analyst, Product Manager		
NBC Universal, Inc.	Research Analyst, Research Specialist		
Outsource Partners International, Inc.	Marketing Coordinator		
Turner Broadcasting	Research Analyst		
Act One Inc.	Marketing Coordinator, Research Analyst		
The Creative Group	Research Specialist		
Hulu, LLC	Research Analyst		

Market Research Analysts and Marketing Specialists: Research market conditions in local, regional, or national areas, or gather 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

Sample of Reported Job Titles: Business Development Specialist, Client Service and Consulting Manager, Client Services Vice President, Communications Specialist, Market Analyst, Market Research Analyst, Market Research Consultant, Market Research Manager, Project Manager, Project Manager.