

Occupation Title: Market Research Analyst and Marketing Specialist

Industry Sector: Finance and Business

EMSI Data As Of: September 2016

Standard Occupational Classification Code: 13-1161

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

% Change represents employment growth projected in the next five years (new jobs created).
Replacements are the number of jobs that are projected to be open due to retirements and turnover.
Job Openings represent all job openings, whether the jobs are new or due to retirements /turnover.

EMPLOYMENT WAGE INFORMATION- LA COUNTY				
2015 Employment Wage Statistics	Rate type	Entry level	Median	Experienced
	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, Product Line Manager, Project Manager.