

Market Research Analysts and Marketing Specialists (13-1161)

Occupation description: 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.

Employment and Job Openings

	Employment			Average annual openings		
	2016 estimate	2026 projection	Percent change	Labor force exits	Occupation transfers	Total
Alaska	138	150	8.7	4	10	15
United States	595,400	733,700	23.2	17,600	45,600	77,030

Job outlook

Alaska: Alaska's employment growth is low with low employment opportunities. [Read more.](#)

2019 Wages ?

	Mean Wage	Wage by Percentile				
	Mean	10th	25th	Median	75th	90th
United States	34.41	16.51	22.50	30.67	43.07	58.96
Alaska	33.88	19.36	23.37	31.96	42.14	54.11
Anchorage/Mat-Su Area	34.70	18.70	24.95	32.86	43.47	55.40
Fairbanks North Star Borough	32.80	20.12	22.95	31.00	38.84	52.09
Balance of State	31.15	19.68	21.56	25.87	37.90	48.70

Labor Force Indicators

2016 Worker Characteristics

Total workers	Nonresident workers	Percent nonresident	Percent age 45 plus	Percent age 50 plus
145	24	16.6	30.5	22.7

2016 Potential Supply

Qualified but working in another occupation	50
Currently employed in a lower paid occupation	16
UI claimants previously working in occupation	7

2016 ALEXsys Employment Data

Number of registrants	119
Number of job position postings	32
Ratio of registrants to job position postings	3.7

Typical Entry-level Education, Experience, and/or On-the-job Training

Education: Bachelor's degree

Work experience: None

On-the-job training: None

Training Resources

	Degree
University of Alaska Anchorage (Anchorage)	
Marketing	BBA

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