

Market Research Executive

A market research executive collects and analyses data to assess public opinion on the quality of consumer goods or on matters of interest. They normally work for government departments, advertising agencies and private businesses.

The Work

You could be:

- deciding the best way to collect information: online survey (email), telephone survey, or face to face interviews
- researching a topic
- selecting a suitable sample of population
- writing questionnaires and surveys and managing the interview team
- organising focus groups or observational studies
- monitoring the progress of the survey
- analysing and organising data using statistical software
- managing project budgets and arranging sponsorships
- presenting research results to clients in writing or in person.

Quantitative research gathers and analyses factual data and uses statistics. **Qualitative research** looks at people's opinions using in-depth interviews and focus groups.

Different topics for market research include:

Consumer attitudes – opinions on price, quality, after sales service and availability of consumer goods. Assessing loyalty to a particular brand. Predicting the future success of new products.

Specialist trends – such as the machinery and raw materials which factories buy in, the medicines which doctors prescribe.

Social trends – public opinion on issues such as unemployment, race and sex discrimination, sources of energy, health and housing.

Pay

The figures below are only a guide. Actual salaries may vary, depending on:

- where you work
- the size of company or organisation you work for
- the demand for the job.

Starting salaries for market research executives are around £21,000 to £25,000 a year. Market research executives with experience can earn over £36,000 a year. Senior managers can earn over £50,000 a year or more.

Conditions

- As a market research executive you will travel about a lot.
- Your basic hours will be regular but you might have to work late to meet targets.
- Part time work is available.
- You might have to work some evenings and weekends, when clients are usually easier to contact.
- You will work under pressure on several projects at once and will always have new deadlines to meet.
- A driving licence may be useful.
- Pay sometimes depends on meeting targets.

Getting In

- Most entrants have a degree (SCQF Level 9). Relevant subjects include business studies, consumer studies, mathematics, statistics, economics, psychology, sociology or marketing.
- There are postgraduate courses (SCQF Level 11) in marketing or social research.
- It helps to have skills in statistical software.
- You would need scientific or technical knowledge to work in industrial market research.
- Fluency in a language other than English can be useful.
- Most jobs are with market research agencies, many of which are located in and around London.

There are also jobs with local government, with the Scottish Government, and in the market research departments of commercial firms, such as pharmaceutical and retail.

What Does It Take

You should have:

- a methodical and systematic approach
- good organisational and project management skills
- good maths and statistical skills
- good report writing and presentation skills
- excellent communication and people skills
- IT skills.

You also need:

- to be able to work under pressure to meet deadlines
- good problem solving and analytical skills
- business awareness
- creative thinking skills
- the ability to work as part of a team.

Training

- Training is mainly on the job.

- [The Market Research Society \(MRS\)](#) offers qualifications in market and social research practice at Certificate, Advanced Certificate and Diploma level, which can be done by distance learning.
- The MRS website lists [accredited centres](#) that offer these qualifications.
- Funding for postgraduate training is sometimes available through universities from the Economic and Social Research Council.

Getting On

- There are excellent opportunities for promotion, which is normally based on merit.
- Graduate research executives usually progress to senior research executives after about 18 months.
- Some market research executives move into advertising or marketing.
- With enough experience you could set up your own agency.

Contacts

Association for Qualitative Research (AQR)

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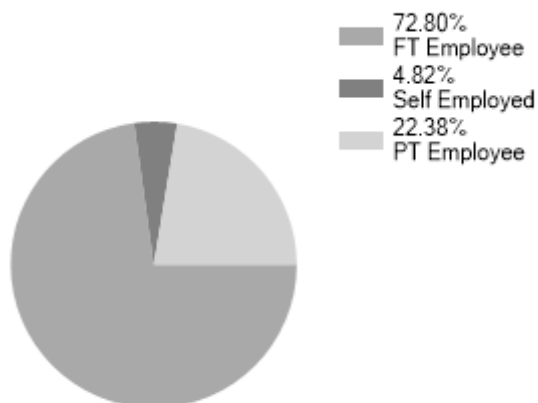
Economic and Social Research Council (ESRC)

Website: www.ukri.org/councils/esrc

X: @ESRC

Statistics

Employment Status UK %

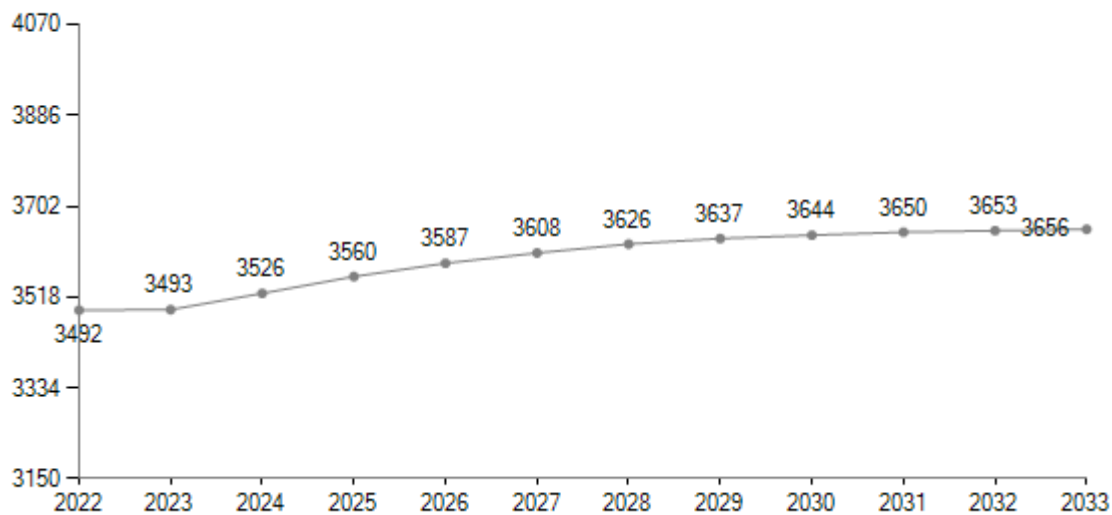


Past Unemployment - Scotland

No Claimant statistics available for Scotland.

LMI data powered by [LMI for All](#)

Predicted Employment in Scotland



LMI data powered by [Lightcast](#)