

Market Research Analyst	Australia
ANZSCO Code: 2251-12	November 2008
Labour market rating	No shortage
Comment	

Occupational demand

A survey of employers who had advertised for market research analysts was conducted for this report, with a number of employers canvassed despite not having recently advertised in those states where vacancies were hard to find. The majority of vacancies were for employers in metropolitan areas.

Demand for this occupation has been weak in recent years, with ABS Census data showing employment of market research analysts fell by two per cent to 3070 over the five years to 2006. ABS Labour Force Survey data show employment for the occupational group advertising and marketing professionals (of which market research analysts are a part) has continued to decrease since 2006.

Occupational supply

There are numerous pathways to this occupation, including a range of degrees and diplomas. The completion data used here are based on a selection of courses which specify marketing as a specialisation or field of study. DEEWR higher education data show completions increased by nine per cent between 2001 and 2006. Many surveyed employers noted there appear to be sufficient numbers of graduates applying for vacancies.

ABS 2006 Census data show almost half of market research analysts hold bachelor degrees or higher qualifications. Formal training was required by almost all (92 per cent) employers recruiting for this occupation.

There is no specific migration data available for market research analysts. Department of Immigration and Citizenship migration data for the occupational group marketing and advertising professionals show net gains of 1449 in 2007 – 08. This is a return to levels seen in 2003-04 following a net gain of 1058 in 2006-07.

Employer and industry comments/current labour market.

Almost all of the surveyed vacancies (92 per cent) were filled. On average, employers received 33 applicants per vacancy, with about 4 applicants per vacancy considered by employers to be suitable. These figures should be treated with caution as several employers received large numbers of applicants for graduate intakes. Employers mainly found applicants unsuitable due to limited experience in marketing and advertising.

It is interesting to note, with the current global financial crisis, close to a quarter of those employers surveyed were recruiting as a result of business expansion and a number were recruiting for market analysts with specialist skills in finance. Many employers commented that the financial crisis is having little effect on their employment numbers and that recruitment traditionally slows entering into the Christmas season.

The majority of employers surveyed felt there were sufficient numbers of marketing professionals to meet current demand. Several recruitment agencies highlighted that they had good numbers of market research analysts, at varying levels of seniority on their books to forward to employers when vacancies occur.

Labour market outlook

There is no evidence to suggest that the labour market for this occupation will change significantly over the next six months.

