

AMERICAN

SALARIES

AND

WAGES

SURVEY

Seventh Edition

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News Sources

Helen S. Fisher

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GALE

Market Research Analyst

Occupation/Type/Industry	Location	Per	Low	Mid	High	Source	Date	
Market Research Analyst	Idaho	Y	18500 FQ	44500 AW	81930 TQ	IDBLS	10/01-12/01	
	Illinois	Y	19850 FQ	45800 AW	79990 TQ	ILBLS	10/01-12/01	
	Indiana	Y	29480 FQ	50320 AW	78940 TQ	INBLS	10/01-12/01	
	Iowa	Y	24990 FQ	46550 AW	70480 TQ	IABLS	10/01-12/01	
	Kansas	Y	25890 FQ	49510 AW	82700 TQ	KSBLS	10/01-12/01	
	Kentucky	Y	23280 FQ	49130 AW	84450 TQ	KYBLS	10/01-12/01	
	Louisiana	Y	23770 FQ	47770 AW	84880 TQ	LABLS	10/01-12/01	
	Maine	Y	22050 FQ	41960 AW	64340 TQ	MEBLS	10/01-12/01	
	Maryland	Y	25590 FQ	52530 AW	89610 TQ	MDBLS	10/01-12/01	
	Massachusetts	Y	32590 FQ	62290 AW	110770 TQ	MABLS	10/01-12/01	
	Michigan	Y	31750 FQ	61230 AW	101500 TQ	MIBLS	10/01-12/01	
	Minnesota	Y	35330 FQ	65160 AW	104970 TQ	MNBLS	10/01-12/01	
	Mississippi	Y	25670 FQ	54130 AW	86900 TQ	MSBLS	10/01-12/01	
	Missouri	Y	13520 FQ	45550 AW	78970 TQ	MOBLS	10/01-12/01	
	Montana	Y	26310 FQ	50190 AW	76410 TQ	MTBLS	10/01-12/01	
	Nebraska	Y	24000 FQ	45430 AW	83440 TQ	NEBLS	10/01-12/01	
	Nevada	Y	28540 FQ	50600 AW	81880 TQ	NVBLS	10/01-12/01	
	New Hampshire	Y	27910 FQ	58110 AW	104390 TQ	NHBLS	10/01-12/01	
	New Jersey	Y	28930 FQ	58890 AW	95410 TQ	NJBLS	10/01-12/01	
	New Mexico	Y	30630 FQ	51750 AW	87250 TQ	NMBLS	10/01-12/01	
	New York	Y	27700 FQ	60750 AW	100350 TQ	NYBLS	10/01-12/01	
	North Carolina	Y	28530 FQ	60780 AW	105510 TQ	NCBLS	10/01-12/01	
	North Dakota	Y	28520 FQ	53990 AW	82920 TQ	NDBLS	10/01-12/01	
	Ohio	Y	30300 FQ	57590 AW	93810 TQ	OHBLS	10/01-12/01	
	Oklahoma	Y	21170 FQ	43130 AW	70790 TQ	OKBLS	10/01-12/01	
	Oregon	Y	32190 FQ	68030 AW	122940 TQ	ORBLS	10/01-12/01	
	Pennsylvania	Y	25010 FQ	46620 AW	79710 TQ	PABLS	10/01-12/01	
	Rhode Island	Y	34630 FQ	58580 AW	86530 TQ	RIBLS	10/01-12/01	
	South Carolina	Y	23480 FQ	50900 AW	87230 TQ	SCBLS	10/01-12/01	
	South Dakota	Y	24450 FQ	38290 AW	60260 TQ	SDBLS	10/01-12/01	
	Tennessee	Y	32970 FQ	60070 AW	88600 TQ	TNBLS	10/01-12/01	
	Texas	Y	31480 FQ	61240 AW	104040 TQ	TXBLS	10/01-12/01	
	Utah	Y	24610 FQ	48660 AW	84380 TQ	UTBLS	10/01-12/01	
	Vermont	Y	33090 FQ	54890 AW	91540 TQ	VTBLS	10/01-12/01	
	Virginia	Y	31450 FQ	57180 AW	89710 TQ	VABLS	10/01-12/01	
	Washington	Y	39020 FQ	75540 AW	114330 TQ	WABLS	10/01-12/01	
	West Virginia	Y	21050 FQ	49510 AW	87280 TQ	WVBLS	10/01-12/01	
	Wisconsin	Y	28830 FQ	49420 AW	80820 TQ	WIBLS	10/01-12/01	
	Wyoming	Y	21550 FQ	40800 AW	68400 TQ	WYBLS	10/01-12/01	
	Puerto Rico	Y	18960 FQ	37070 AW	64340 TQ	PRBLS	10/01-12/01	
	Marketing Director	United States	Y		57358 AW		DFMAR	1/01-1/02
	Web Design	United States	Y		57358 AW		DFMAR	1/01-1/02
	Marketing Manager	Alabama	Y	31820 FQ	64740 AW	107130 TQ	ALBLS	10/01-12/01
		Birmingham MSA, AL	Y	35140 FQ	66380 AW	103640 TQ	ALBLS	10/01-12/01
		Huntsville MSA, AL	Y	30060 FQ	70590 AW	130720 TQ	ALBLS	10/01-12/01
		Mobile MSA, AL	Y	27490 FQ	48500 AW	79760 TQ	ALBLS	10/01-12/01
		Montgomery MSA, AL	Y	33770 FQ	61620 AW	103030 TQ	ALBLS	10/01-12/01
		Alaska	Y	41210 FQ	69380 AW	118090 TQ	AKBLS	10/01-12/01
		Anchorage MSA, AK	Y	40700 FQ	69270 AW	120520 TQ	AKBLS	10/01-12/01
		Arizona	Y	33150 FQ	67590 AW	116320 TQ	AZBLS	10/01-12/01
		Phoenix-Mesa MSA, AZ	Y	34370 FQ	68880 AW	117760 TQ	AZBLS	10/01-12/01
		Tucson MSA, AZ	Y	28750 FQ	58260 AW	105760 TQ	AZBLS	10/01-12/01
		Arkansas	Y	31200 FQ	62970 AW	106060 TQ	ARBLS	10/01-12/01
		Fayetteville-Springdale-Rogers MSA, AR	Y	28580 FQ	55600 AW	96500 TQ	ARBLS	10/01-12/01
Fort Smith MSA, AR-OK		Y	31580 FQ	58330 AW	95390 TQ	ARBLS	10/01-12/01	
Little Rock-North Little Rock MSA, AR		Y	32670 FQ	69030 AW	114680 TQ	ARBLS	10/01-12/01	
California		Y	44820 FQ	88340 AW	148110 TQ	CABLS	10/01-12/01	
Bakersfield MSA, CA		Y	35510 FQ	74550 AW	118150 TQ	CABLS	10/01-12/01	
Chico-Paradise MSA, CA		Y	26130 FQ	54590 AW	95310 TQ	CABLS	10/01-12/01	
Fresno MSA, CA		Y	35330 FQ	66680 AW	108100 TQ	CABLS	10/01-12/01	
Los Angeles-Long Beach PMSA, CA		Y	44750 FQ	84320 AW	140810 TQ	CABLS	10/01-12/01	
Modesto MSA, CA		Y	41990 FQ	82710 AW	140810 TQ	CABLS	10/01-12/01	
Oakland PMSA, CA		Y	54680 FQ	93600 AW		CABLS	10/01-12/01	
Orange County PMSA, CA		Y	43210 FQ	86150 AW		CABLS	10/01-12/01	
Redding MSA, CA		Y	31730 FQ	50770 AW	104100 TQ	CABLS	10/01-12/01	
Riverside-San Bernardino PMSA, CA		Y	34100 FQ	70730 AW	114710 TQ	CABLS	10/01-12/01	
Sacramento PMSA, CA		Y	40820 FQ	77270 AW	121440 TQ	CABLS	10/01-12/01	

AAW Average annual wage AOH Average offered, high ASH Average starting, high H Hourly HI Highest wage paid M Monthly MTC Median total compensation S Special: hourly and annual
 AE Average entry wage AOL Average offered, low ASL Average starting, low HR High end range MW Median wage paid TQ Third quartile wage
 AEX Average experienced wage APH Average pay, high range AW Average wage paid LR Low end range SQ Second quartile wage W Weekly
 AO Average offered APL Average pay, low range FQ First quartile wage Y Yearly

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Occupation/Type/Industry	Location	Per	Low	Mid	High	Source	Date
Marketing Manager	Salinas MSA, CA	Y	51990 FQ	93680 AW		CABLS	10/01-12/01
	San Diego MSA, CA	Y	41470 FQ	83590 AW		CABLS	10/01-12/01
	San Francisco PMSA, CA	Y	47160 FQ	90750 AW		CABLS	10/01-12/01
	San Jose PMSA, CA	Y	66540 FQ	109950 AW		CABLS	10/01-12/01
	San Luis Obispo-Atascadero-Paso Robles MSA, CA	Y	44080 FQ	75130 AW	117990 TQ	CABLS	10/01-12/01
	Santa Barbara-Santa Maria-Lompoc MSA, CA	Y	43960 FQ	82980 AW	144170 TQ	CABLS	10/01-12/01
	Santa Cruz-Watsonville PMSA, CA	Y	48890 FQ	83710 AW	133260 TQ	CABLS	10/01-12/01
	Santa Rosa PMSA, CA	Y	41450 FQ	89670 AW		CABLS	10/01-12/01
	Stockton-Lodi MSA, CA	Y	35610 FQ	66580 AW	111760 TQ	CABLS	10/01-12/01
	Vallejo-Fairfield-Napa PMSA, CA	Y	44810 FQ	81970 AW	141220 TQ	CABLS	10/01-12/01
	Ventura PMSA, CA	Y	47160 FQ	83990 AW	119380 TQ	CABLS	10/01-12/01
	Visalia-Tulare-Porterville MSA, CA	Y	31220 FQ	63130 AW	105290 TQ	CABLS	10/01-12/01
	Colorado	Y	41050 FQ	77710 AW	123090 TQ	COBLS	10/01-12/01
	Boulder-Longmont PMSA, CO	Y	46450 FQ	86660 AW	141080 TQ	COBLS	10/01-12/01
	Colorado Springs MSA, CO	Y	36410 FQ	74130 AW	125580 TQ	COBLS	10/01-12/01
	Denver PMSA, CO	Y	44570 FQ	78910 AW	122130 TQ	COBLS	10/01-12/01
	Fort Collins-Loveland MSA, CO	Y	43980 FQ	78080 AW	115410 TQ	COBLS	10/01-12/01
	Greeley PMSA, CO	Y	32950 FQ	63320 AW	105920 TQ	COBLS	10/01-12/01
	Connecticut	Y	50800 FQ	92880 AW		CTBLS	10/01-12/01
	Bridgeport PMSA, CT	Y	49040 FQ	83650 AW	134810 TQ	CTBLS	10/01-12/01
	Danbury PMSA, CT	Y	47600 FQ	99290 AW		CTBLS	10/01-12/01
	Hartford MSA, CT	Y	49270 FQ	87800 AW	143090 TQ	CTBLS	10/01-12/01
	New Haven-Meriden PMSA, CT	Y	40350 FQ	82310 AW	125620 TQ	CTBLS	10/01-12/01
	New London-Norwich MSA, CT-RI	Y	51450 FQ	97340 AW		CTBLS	10/01-12/01
	Stamford-Norwalk PMSA, CT	Y	59960 FQ	103590 AW		CTBLS	10/01-12/01
	Waterbury PMSA, CT	Y	36430 FQ	89160 AW	136470 TQ	CTBLS	10/01-12/01
	Delaware	Y	40190 FQ	79870 AW	140370 TQ	DEBLS	10/01-12/01
	Wilmington-Newark PMSA, DE-MD	Y	41310 FQ	81170 AW	141470 TQ	DEBLS	10/01-12/01
	District of Columbia	Y	34920 FQ	69230 AW	111430 TQ	DCBLS	10/01-12/01
	Washington PMSA, DC-MD-VA-WV	Y	38170 FQ	79900 AW	133200 TQ	DCBLS	10/01-12/01
	Florida	Y	31690 FQ	69280 AW	129390 TQ	FLBLS	10/01-12/01
	Daytona Beach MSA, FL	Y	30900 FQ	63770 AW	113220 TQ	FLBLS	10/01-12/01
	Fort Lauderdale PMSA, FL	Y	34070 FQ	68980 AW	122910 TQ	FLBLS	10/01-12/01
	Fort Myers-Cape Coral MSA, FL	Y	35990 FQ	60630 AW	95850 TQ	FLBLS	10/01-12/01
	Fort Pierce-Port St. Lucie MSA, FL	Y	33480 FQ	65640 AW	127510 TQ	FLBLS	10/01-12/01
	Fort Walton Beach MSA, FL	Y	44930 FQ	71100 AW	108830 TQ	FLBLS	10/01-12/01
	Gainesville MSA, FL	Y	33420 FQ	70700 AW	109850 TQ	FLBLS	10/01-12/01
	Jacksonville MSA, FL	Y	38820 FQ	73140 AW	135940 TQ	FLBLS	10/01-12/01
	Lakeland-Winter Haven MSA, FL	Y	23210 FQ	38550 AW	70960 TQ	FLBLS	10/01-12/01
	Melbourne-Titusville-Palm Bay MSA, FL	Y	36310 FQ	77180 AW	122060 TQ	FLBLS	10/01-12/01
	Miami PMSA, FL	Y	35890 FQ	76410 AW	138400 TQ	FLBLS	10/01-12/01
	Naples MSA, FL	Y	25320 FQ	53630 AW	98430 TQ	FLBLS	10/01-12/01
	Ocala MSA, FL	Y	30580 FQ	57700 AW	96520 TQ	FLBLS	10/01-12/01
	Orlando MSA, FL	Y	39420 FQ	78210 AW	139070 TQ	FLBLS	10/01-12/01
	Pensacola MSA, FL	Y	30770 FQ	53560 AW	76170 TQ	FLBLS	10/01-12/01
	Sarasota-Bradenton MSA, FL	Y	27540 FQ	63180 AW	112090 TQ	FLBLS	10/01-12/01
	Tallahassee MSA, FL	Y	34180 FQ	73180 AW		FLBLS	10/01-12/01
	Tampa-St. Petersburg-Clearwater MSA, FL	Y	35790 FQ	69970 AW	138150 TQ	FLBLS	10/01-12/01
	West Palm Beach-Boca Raton MSA, FL	Y	36930 FQ	72310 AW	142670 TQ	FLBLS	10/01-12/01
	Georgia	Y	41390 FQ	79810 AW	133040 TQ	GABLS	10/01-12/01
Atlanta MSA, GA	Y	43020 FQ	82130 AW	134660 TQ	GABLS	10/01-12/01	
Augusta-Aiken MSA, GA-SC	Y	35630 FQ	67160 AW	126580 TQ	GABLS	10/01-12/01	
Columbus MSA, GA-AL	Y	37590 FQ	72450 AW	113490 TQ	GABLS	10/01-12/01	
Macon MSA, GA	Y	35690 FQ	62030 AW	94860 TQ	GABLS	10/01-12/01	
Savannah MSA, GA	Y	37960 FQ	67910 AW	109740 TQ	GABLS	10/01-12/01	
Hawaii	Y	34520 FQ	71510 AW	115780 TQ	HIBLS	10/01-12/01	

AAW Average annual wage
 AE Average entry wage
 AEX Average experienced wage
 AO Average offered
 AOH Average offered, high
 AOL Average offered, low
 APH Average pay, high range
 APL Average pay, low range
 ASH Average starting, high
 ASL Average starting, low
 AW Average wage paid
 FQ First quartile wage

H Highest wage paid
 HI High end range
 HR High end range
 LR Low end range

M Monthly
 MTC Median total compensation
 MW Median wage paid
 SQ Second quartile wage

S Third quartile wage
 TQ Third quartile wage
 W Weekly
 Y Yearly

Special: hourly and annual

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