Leading Decision Making

Strengthen Your Skills
Whether performing a market study or analyzing public policy, UConn’s versatile online graduate program in Survey Research and Data Analysis helps professionals from corporate, government, and nonprofit fields precisely identify the variables that make the difference.

Our Approach
At UConn, we train survey research professionals in traditional and cutting-edge methodologies to gather data about attitudes, opinions, behaviors or demographics to then analyze that information and answer complex questions.

Engaged Learning Peers and Alumni Networks
Learning partners are professionals from around the world. Graduates go on to careers in leading organizations such as Gallup, RTI, Procter and Gamble, Quinnipiac University, YouGov, Dana-Farber, and the U.S. Census Bureau.

The School of Public Policy’s 1000+ alumni are leaders of public, nonprofit, and corporate organizations in Connecticut, the U.S., and the world working as engaged mentors for current students.

Your Online Learning Experience

Student-Centered, Real World Application
Our faculty are leading survey research scholars and practitioners who bring real-life examples to the student learning experience. The curriculum and online learning platform are interactive and robust, designed to meet professional student needs.

Flexible Plans of Study

Master of Arts
10 courses (30 credits)

Graduate Certificate
4 courses (12 credits)

Non-Degree Courses
Up to 6 courses may be taken before matriculating

Alumni Career Fields

- Government 30%
- Healthcare 10%
- Corporate 5%
- Corporate Research 5%
- Policy Research 5%
- Nonprofit 45%
Sample Coursework:
- Advanced Quantitative Methods
- Attitude Formation
- Multipopulation Survey Research Methods
- Principles and Methods
- Project Management
- Qualitative Methods
- Survey Research Analysis and Report Writing
- Surveys for Market Research

Shauna Robinson
M.A. 2020
Healthcare Writer
Q-Centrix

"UConn's program offers the perfect amount of flexibility for a working student. I could work during the day and do my classwork in the evenings and on weekends. The curriculum was exactly aligned with my survey research interests while still being comprehensive enough to teach me about other areas within the field, like using surveys for market research or multicultural studies."

Interested in media, culture, and creative industries? Choose a Media and Communication Campaigns Track!

How to Apply
*Scan the QR code at the bottom of this page

Application materials required for consideration:
- Graduate School Online Application
- Transcript(s)
- Resume
- Letters of Recommendation
- Personal Statement
- One-time Application Fee*
- Test of English proficiency (if applicable)

*Fee waivers exist for veterans & active service personnel, AmeriCorps and PPIA alumni, and members & alumni of other organizations. Contact us for more information.