

# Survey Researchers

SOC: 19-3022 • Career Profile Report

## ■ Key Facts

\$63,380

Median Salary

8,800

Employment

-5.0%

Growth Rate

## ■ Requirements & Salary Range

Education: Master's degree

## ■ Automation Risk Assessment

**Low Risk** - 8.0% probability of being automated in the next 10-20 years.

This job is relatively safe from automation due to its creative, social, or complex problem-solving requirements.

## ■ Work-Life Balance

**8.8/10** - Excellent work-life balance

## ■ Personality Fit (RIASEC)

Higher scores indicate better personality fit for this career type.

Realistic	6.2/10	Investigative	9.4/10
Artistic	5.6/10	Social	6.4/10
Enterprising	4.8/10	Conventional	6.4/10

## ■ Top Skills Required

Analytical skills, Communication skills, Critical-thinking skills, Detail oriented, Problem-solving skills

### ✓ Strengths

- High Demand
- Flexible Work
- Continuous Learning

### ■ Challenges

- Burnout Risk
- Rapid Technological Change

## ■ What They Do

Survey Researchers design and conduct **surveys and collect data to study public opinion, behavior, or trends**. They analyze results, interpret findings, and present insights to support decision-making in business, government, and research. Their work is critical in policy development, marketing, and social science research.

This career is well suited for individuals who enjoy research, data analysis, and understanding social, economic, or behavioral patterns.

## What Do Survey Researchers Do?

These professionals plan and execute surveys, analyze data, and provide reports to help organizations understand trends and opinions.

Common responsibilities include:

- Designing questionnaires and survey instruments
- Selecting sample populations and determining data collection methods
- Conducting surveys through interviews, mail, online, or phone methods
- Analyzing survey data using statistical software and techniques
- Interpreting results and drawing conclusions from data
- Preparing reports, visualizations, and presentations
- Collaborating with clients, researchers, and stakeholders to meet objectives

## Key Areas of Survey Research

Survey researchers may focus on specific populations, industries, or methodologies:

- Public Opinion and Social Research: Assessing attitudes, beliefs, and behaviors
- Market and Consumer Research: Evaluating products, services, and consumer preferences
- Government and Policy Research: Supporting policy decisions and program evaluations
- Survey Design and Methodology: Creating accurate and reliable survey instruments
- Data Analysis and Interpretation: Using statistical methods to understand trends

## Skills and Abilities Needed

These professionals combine research, analytical, and communication skills.

### ***Core Professional Skills***

### ***Personal Qualities That Matter***

## Education and Career Pathway

This role typically requires formal education and research experience:

- Bachelor's Degree (minimum): Sociology, statistics, psychology, market research, or related field
- Research Experience: Internships, assistantships, or project work in survey research
- Advanced Degree (optional): Master's or PhD for specialized research or leadership roles
- Professional Development: Training in survey software, statistical tools, and research methods
- Continuing Education: Staying current with survey methodologies and data analysis techniques

## Where Do Survey Researchers Work?

They are employed in organizations conducting research, marketing, or policy analysis:

- Market Research Firms
- Government Agencies
- Universities and Research Institutions

- Nonprofit Organizations
- Corporations and Consulting Firms

Work environments include offices, research facilities, and remote data collection settings.

## Is This Career Difficult?

This career requires attention to detail, analytical thinking, and methodological rigor. Survey researchers must ensure accuracy, reliability, and ethical standards in data collection and analysis.

## Who Should Consider This Career?

This career may be a strong fit if you:

- Enjoy research, data analysis, and statistics
- Are detail-oriented and organized
- Have strong communication and analytical skills
- Are interested in human behavior, markets, or public opinion
- Want a career providing insights that inform decisions and policies

## How to Prepare Early

- Take courses in statistics, research methods, and social sciences
- Participate in research projects, internships, or data collection work
- Develop skills in data analysis software and survey design
- Explore undergraduate and graduate programs in research or survey methodology
- Gain experience in report writing, data visualization, and interpreting survey results

**Survey researchers collect and analyze data to provide insights into human behavior, public opinion, and market trends, supporting informed decisions and policy-making.**