



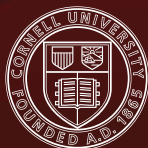
# ROPER

CENTER

For Public Opinion Research

The World's Largest Public Opinion Archive

Data from 1935 to *Today*



Cornell University



Domestic and international responses to issues and events from 1935 to today

- New Deal · Lend-Lease · Wagner Labor Act · Rationing · Berlin Airlift · Marshall Plan · Red Scare · Polio Vaccine · Korean War · Cuban Missile Crisis · Civil Rights Movement · JFK, RFK and MLK Assassinations · Space Race · Vietnam · Roe v. Wade · Watergate · 1970s Recession · Iran Hostage Crisis · Women's Movement · Three Mile Island · Iran-Contra · AIDS · Savings and Loan Bailout · Fall of Berlin Wall · Dissolution of USSR · Gulf War · Rodney King · Clinton Impeachment · September 11 · Abu Ghraib · 2000 election · Hurricane Katrina · ACA · Same-Sex Marriage · Mueller Report · Trump Impeachment

## Who We Are

---

The Roper Center for Public Opinion Research, located at Cornell University, is the world's leading archive of public opinion survey data. Founded in 1947, the Roper Center holds data ranging from the 1930s, when survey research was in its infancy, to the present. The archive collection now includes hundreds of thousands of questions and tens of thousands of individual-level datasets, with hundreds more added each year.

## Our Mission

---

The Center's mission is to collect, preserve, and disseminate public opinion data; to serve as a resource to help improve the practice of survey research; and to broaden the understanding of public opinion through the use of survey data in the United States and around the world.

## What We Offer

---

The Roper Center offers several different membership options, all of which support the work that we do. We have nearly 300 members, from individuals to large commercial organizations and institutions of higher education. We thank them all for their continued support. To accommodate the needs of our many users, we offer cost-effective variable pricing based on membership types, including non-profit, media, government, commercial, and academic options.

In addition to the datasets (respondent-level data) available, the Roper Center offers Roper iPoll, a question-level database of topline results from U.S. national polls. Roper iPoll includes hundreds of thousands of questions from 1935 to today and is updated daily.

## Exit Polls

---

Roper is the sole repository for the complete collection of U.S. national and state-level exit polls back to 1972, providing easy access to information on voting by party, sex, race, education, and more.

## German Marshall Fund Transatlantic Trends Surveys

---

National polls in the U.S. and Europe from 2003 to 2014 provide cross-country comparisons on attitudes about immigration, trade, defense, and other topics.

## Major U.S. Media Polls

---

Datasets from ABC News, CBS News, NBC News, CNN, Washington Post, New York Times, and USA Today offer invaluable insights in public response to unfolding political events from the 1970s to today.



The New York Times



The Washington Post



## Hong Kong Cumulative Dataset \_\_\_\_\_

One dataset holds results from hundreds of polls from Hong Kong University's Public Opinion Programme from 2007 to 2018.

## Presidential Approval \_\_\_\_\_

Compiled approval ratings of all presidents since Franklin Roosevelt are available.

## Pre-Election Poll Comparisons \_\_\_\_\_

View popular and electoral vote breakdowns as well as results for key polling indicators at the time of the election, including Americans' views on the direction of the country, most important problems facing the nation, the state of the economy, and the condition of their own personal finances.

## U.S. State Polls \_\_\_\_\_

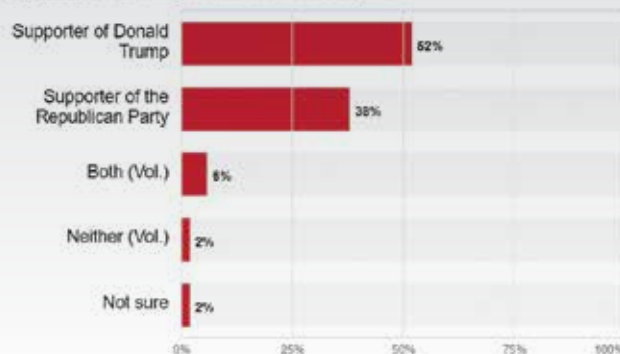
Examine decades of polls on state politics, including extensive collections from New York, New Jersey, Minnesota, Texas, Iowa, and more.

## How Groups Voted \_\_\_\_\_

Study group voting behavior breakdowns for each U.S. presidential election as far back as 1976.

Do you consider yourself to be more of a supporter of Donald Trump or more of a supporter of the Republican Party?

Sample: National adult with oversample of Democratic primary voters (n=1028)  
 Subpopulation: Asked of Registered Republicans including leaners



Source: NBC News/Wall Street Journal Poll, October, 2018, Roper Center at Cornell University  
 Interview Dates: October 27, 2018 - October 30, 2018



## John J. Heldrich Center for Workforce Development Work Trends \_\_\_\_\_

Over two decades of in-depth survey research on workforce issues, including unemployment, economic security, and retirement are available.

## Conference Board/NORC Polls \_\_\_\_\_

Toplines from 69 surveys from 1971-1979 gauged Americans' perceptions of business conditions and jobs through the recession.

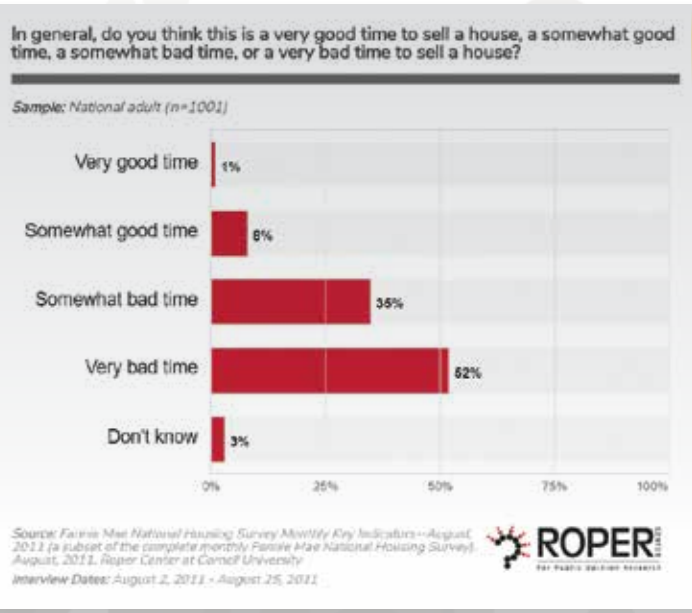
## Gallup/UBS U.S. Investor Optimism Index Polls \_\_\_\_\_

Over 115 polls of U.S. investors from 1996 to 2007 are provided.



## Fannie Mae Housing Survey

This series, from 2010 to today, tracks Americans' attitudes about the state of the economy and the housing market monthly.



## Money Magazine

Review more than 4,000 questions from two decades of polling on consumer confidence.

## VCIOM-SPUTNIK Polls

Monitor Russian views of the state of the economy, inflation, and saving/spending in monthly aggregated results from a daily tracking poll.



## Caregivers Surveys \_\_\_\_\_

Poll series from AARP and AP/NORC from 2003 to today have asked caregivers about their experiences, problems, and sources of support.



AP



NORC<sup>75</sup>  
at the UNIVERSITY of CHICAGO

## KAPS: Family Planning Studies \_\_\_\_\_

In the 1960s and 70s, the Knowledge, Attitudes, and Practices Studies surveyed women and men about family planning, birth control, pregnancy, and sex in Mexico, the United States, Israel, the Philippines, France, Brazil, Ecuador, Guatemala, Costa Rica, Argentina, Colombia, Panama, Venezuela, and Peru.

## Kaiser Family Foundation Polls \_\_\_\_\_

Kaiser Family Foundation polls have measured public attitudes toward health and health policy issues for three decades. Topic areas include AIDS, the uninsured, access to care, health disparities, awareness of health issues in the news, and their award-winning work tracking public response to the Affordable Care Act.



## Commonwealth Fund International Health Policy Surveys

As part of their larger health policy data collection efforts, the Commonwealth Fund has been conducting yearly surveys in multiple countries on different aspects of health policy since 1999, providing an essential resource for comparative health policy analysis. Special samples have included adults with health issues and primary care doctors.



**The  
Commonwealth  
Fund**

THE HENRY J.  
**KAISER  
FAMILY**  
FOUNDATION

## National Sleep Foundation

A series of in-depth surveys on Americans' sleep habits, these studies track how much and how well Americans sleep, what disturbs their sleep, and how their sleep or lack thereof affects their health.



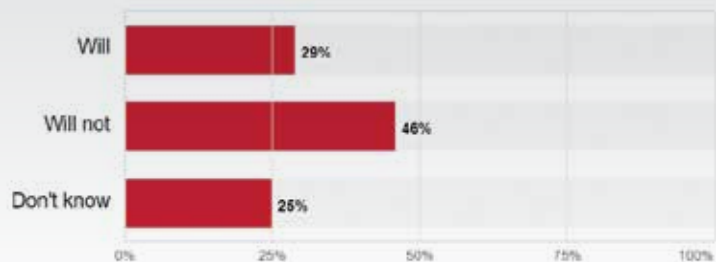
## World War II \_\_\_\_\_

More than 1800 Roper iPoll questions and over 235 datasets reveal American and British views of the war and experiences at home. The archive also holds 122 surveys from Sam Stouffer's American Soldier project, a central resource on experiences of soldiers during the war.



Do you feel that as a result of taking part in the war the United States will or will not want...more than their fair share of power and influence in the postwar world?

Sample: British national adult--21 years old and over (n=1952)



Source: BIPD Survey # 89, July, 1942; July, 1942. Roper Center at Cornell University  
Interview Dates: July 1, 1942 - July 1, 1942



## Civil Rights Movement \_\_\_\_\_

Examine over 800 Roper iPoll questions and 100 datasets related to the struggle for integration in the United States. Key materials include the 1963 NORC poll of company executives and black leaders in Atlanta, Detroit, and Philadelphia and a 1969 Newsweek/Gallup poll of black Americans.

## United States Information Agency \_\_\_\_\_

Over 1259 USIA datasets from the 1950s to the early 2000s include surveys from more than 75 countries, which measured responses to Voice of America radio, U.S. World's Fair exhibits, and American publications, as well as attitudes towards democracy, free speech, Communism, Soviet Union, SALT treaties, race relations in the U.S., and international trade and economic issues.

## Post-September 11<sup>th</sup> Polls

In the days and years following the terrorist attacks of 9/11, polling organizations tracked the public's response to the events, including questions on security measures, civil liberties, fears of future events, support for the wars in Iraq and Afghanistan, and, in recent years, perception of the ongoing effects of 9/11. A CBS News/NYT poll in June 2002 asked New Yorkers how their lives had changed since the attacks.

## Virginia Slims Women's Opinion Polls

In 1970 with the Women's Movement well underway, Virginia Slims began commissioning surveys about the role of American women in society. Over the next thirty years, this series served as a barometer measuring the dramatic changes in social attitudes about women.

## Pew Hispanic Trends: National Surveys of Latinos

Pew Hispanic Trends Project by Pew Research Center chronicles the diverse and changing lives of the U.S. Latino population and its impact on the nation. Their yearly National Survey of Latinos covers key topics in social and political trends.

## General Social Survey

The 1972-2016 GSS cumulative data file for the National Opinion Research Center's General Social Surveys (GSS) is available from the Roper Center for Public Opinion Research for immediate download. The questionnaire contains a standard core of demographic and attitudinal variables, plus certain topics of special interest selected for rotation. Items that appeared on national surveys between 1973 and 1975 are replicated. The exact wording of these questions is retained to facilitate time trend studies as well as replications of earlier findings.

## Climate Change, Global Warming, Ozone polling questions

---

Datasets from a wide range of organizations and up-to-the-minute questions from media, academic, and non-profit researchers provide a rich resource on evolving attitudes toward climate change from the 1970s to today, including level of concern about climate change and respondent experiences with extreme weather events.

## Cambridge Reports Nuclear Energy Polls Conducted Annually Between 1976 and 1995

---

Polls from 1983-1991 explored public attitudes about nuclear energy, capturing views before and after Chernobyl.



## Changing Concerns About the Environment

Questions in the Roper iPoll database reveal public views over decades on the most important environmental issues of the moment, including wilderness protection, overpopulation, nuclear fallout, water and air pollution, cancer-causing chemicals, sustainable energy, endangered species protection, and wetlands preservation.

Datasets offering extensive questions on a range of environmental issues include the Belden & Russonello Consultative Group on Biological Diversity 1996 Ecology Poll, the 1986 Resources for the Future Public Opinion on Environmental Issues Poll, and the 2019 State of the Rockies Poll on Conservation.



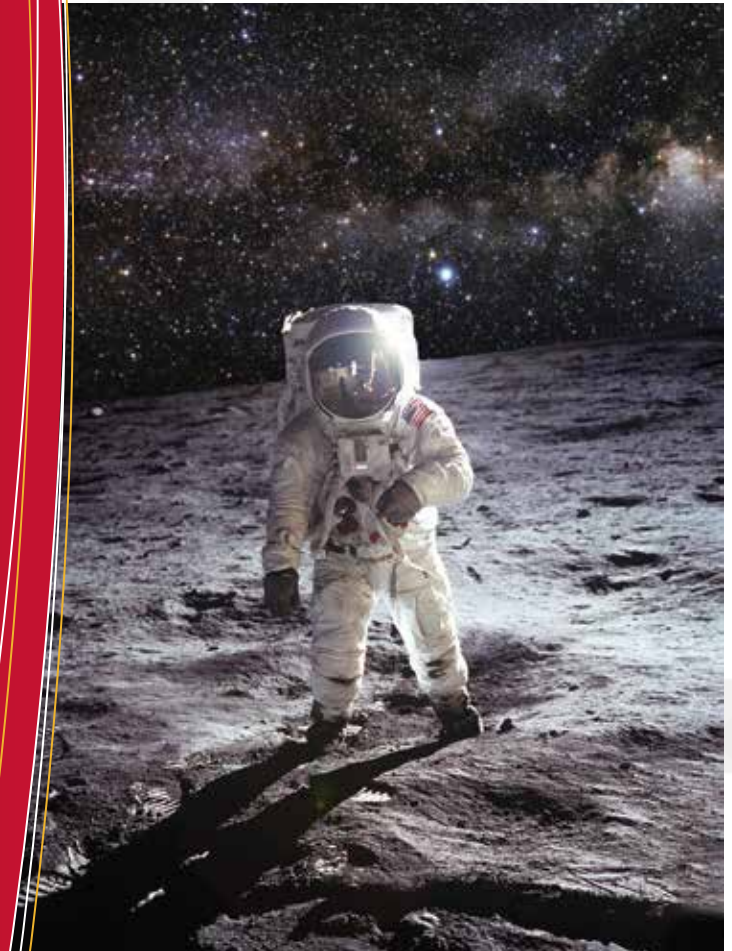
## National Science Foundation's Surveys of Public Attitudes Toward and Understanding of Science and Technology \_\_\_\_\_

Twelve surveys from 1979-2006 have monitored public attitudes toward a variety of science-related issues and topics since 1979. This survey series gauged how much the public knows about science and the scientific process, how interested people are in science, and where they get information about science.



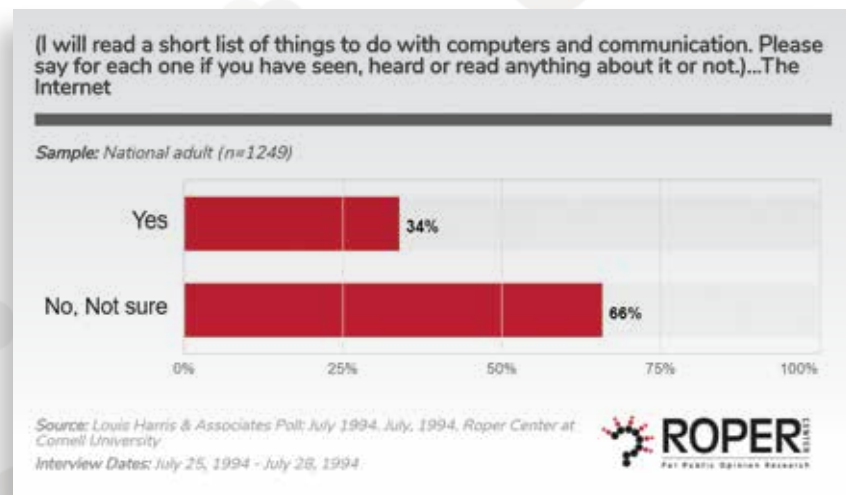
## Moon Landing \_\_\_\_\_

Polls tracked public attitudes about the space race in real time, not only in the United States, but also in Argentina, Brazil, Turkey, France, Chile, and Germany.



## Adoption of New Technologies \_\_\_\_\_

Decades of polling trace American's use of emerging technologies, from their first party line to their smartphone, from radio to virtual reality headsets.



## Pew Research Center's Internet & American Life Project \_\_\_\_\_

For twenty years, the Internet & American Life Project has measured the ever-evolving American relationship with communications technology, including questions on social media, machine learning, privacy, smart phones, online harassment, libraries, and politics & media.

Pew Research Center 



## Global Collections

---

Review data from over 120 countries with new data regularly added from the Philippines, Russia, Hong Kong, Venezuela, Chile, and other places around the world. Multicountry polls from Pew Global, Commonwealth Fund, German Marshall Fund, PIPA, Latinobarometer, and more.

Country	Number of Datasets	Earliest Dataset
United States	>12700	1936
United Kingdom	>2700	1938
France	>700	1954
Canada	>500	1942
Brazil	>500	1960
Germany	>500	1950
Japan	>400	1953







**LAPOP**



**LAS AMÉRICAS  
Y EL MUNDO**

**CEP**

**CENTRO DE ESTUDIOS PÚBLICOS**  
[www.cepchile.cl](http://www.cepchile.cl)

## Latin American Databank

The Latin American Databank (LAD) provides a portal for Latin American datasets acquired, processed, and archived by the Roper Center for Public Opinion Research. This valuable collection includes data from public opinion surveys conducted by the survey research community in Latin America and the Caribbean, including universities, institutes, individual scholars, private polling, and public opinion research firms.

## Our Data Providers

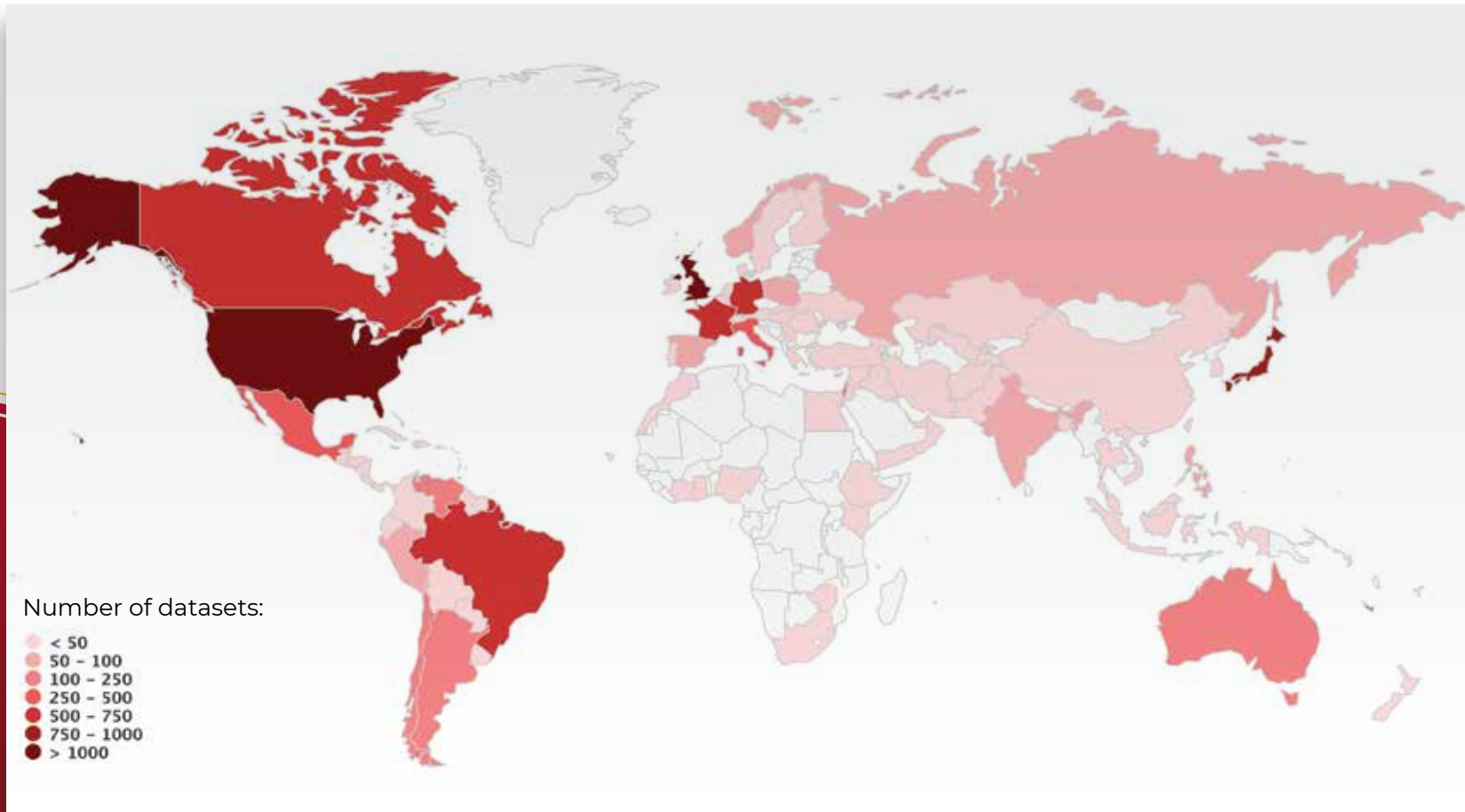
The Roper Center archive includes polling data from nearly every major organization that has conducted polls in the United States today, including academic, media, foundation, non-profit, and private industry pollsters. The archive also includes data from polling organizations based in other countries. Our data providers understand the importance of research transparency, and making their studies available to future generations of researchers.



## Roper Center Studies by Country

---

Roper Center holds over 13,000 studies with datasets from the United States, as well as data from over 100 other countries.

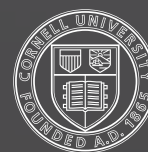




# ROPER CENTER

For Public Opinion Research

607.255.8129 | [RoperCenter.Cornell.edu](http://RoperCenter.Cornell.edu)



Cornell University