

**ROPER CENTER HOLDINGS ON  
FAMILY VALUES AND  
WOMEN'S STATUS**

**By Marc Maynard**

The Roper Center has a rich collection of surveys focusing on family values, the role and status of women, and related issues. Many hundreds of surveys conducted in the US have touched on the importance of family life, religion and the family, changing roles of women in the workplace and that of men in the home, working mothers and childcare, the needs of children, abortion and surrogate motherhood. In many though not all cases the Center can disseminate to users the entire datasets from these surveys in machine-readable form (on tape or diskette). The following is a brief sampling of some of the important studies in this area available through the Center.

<p>Title: Virginia Slims American Women's Poll 1989 Survey Organization: Roper Organization Interview dates: July 22 - August 12, 1989 Sample: National 1,001 Men and 3,000 Women Sponsor: Virginia Slims</p>	<p>Title: Virginia Slims American Women's Poll 1985 Survey Organization: Roper Organization Interview dates: March 1-30, 1985 Sample: National—1,000 Men and 3,000 Women Sponsor: Virginia Slims</p>
<p>Title: Mass Mutual American Family Values Study Survey Organization: Mellman And Lazarus Interview dates: June 20-27, 1989 Sample: National adult Sponsor: Mass Mutual</p>	<p>Title: Contemporary American Family Survey Organization: Yankelovich, Skelly &amp; White Interview dates: September 18-25, 1981 Sample: Women Sponsor: Life Magazine</p>
<p>Title: Status Of The American Family Survey Organization: Louis Harris And Associates Interview dates: February 13-March 9, 1987 Sample: National—adult family members Sponsor: Philip Morris Companies, Inc.</p>	<p>Title: American Values In The '80s Survey Organization: Research &amp; Forecasts Interview dates: September 1-November 15, 1980 Sample: National adult plus oversamples of Blacks, Senior Citizens and Teenagers Sponsor: Connecticut Mutual Life Insurance</p>
<p>Title: Children's Needs &amp; Public Responsibilities Survey Organization: Louis Harris And Associates Interview dates: July 29-August 7, 1986 Sample: National adult Sponsor: Group W—Westinghouse Broadcasting Co.</p>	<p>Title: Families At Work Survey Organization: Louis Harris And Associates Interview dates: November 20-December 11, 1980 Sample: National adult, teenagers, and national leaders Sponsor: General Mills</p>
<p>Title: Status And Future Of The American Family Survey Organization: Research &amp; Forecasts Interview dates: September 24-November 9, 1985 Sample: National adult Sponsor: Ethan Allen, Inc.</p>	<p>Title: Family Health In An Era Of Stress Survey Organization: Yankelovich, Skelly And White Interview dates: October 1978 Sample: National—adult family members Sponsor: General Mills</p>
	<p>Title: Attitudes Of American Women Survey Organization: Gallup Organization Interview dates: June-July, 1962 Sample: National—Women aged 21-60 who have ever been married and women aged 25-60 who have never been married Sponsor: Saturday Evening Post</p>
	<p>Title: Changing Status of Women in American Society as a Result of World War II Survey Organization: Roper Organization Interview dates: April 12-30, 1946 Sample: National adult Sponsor: Fortune Magazine</p>