



# ROPER CENTER

For Public Opinion Research

## Our Mission

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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

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Roper iPoll has more than 725,000 searchable survey questions that cover an enormous breadth of time and space — including polls from over 125 countries and from year 1935 to today. iPoll doesn't just give you access to a plethora of raw data, but the means to effectively present this data with multiple file format exports, shareable charts, and demographic cross tabs. The Roper Center offers several different membership options customized to fit your needs.



## Member Supported

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Roper Center for Public Opinion Research is a membership-supported nonprofit organization.

## Economics and Finance



*As a business professional, I use Roper iPoll to analyze trends in consumer confidence and to better understand our target market. My clients appreciate the broader context supporting our strategic recommendations.*



## Historical Collections



*Roper iPoll, including 80 years of Gallup data, has been essential to my research on the civil rights movement. I've discovered contemporaneous survey data measuring attitudes of the general public and minority populations, as well as executives and leaders.*



## Politics and Government



*My Roper Center membership allows me to access a complete collection of U.S. national and state-level exit polls since 1972. This allows me to track demographic shifts in voting behavior over time. Supreme Court questions also provide meaningful context.*



## Energy and Environment



*Our nonprofit focuses on the impact of policy on climate change. Roper's database provides decades of data on public support for government action and public sentiment in the U.S. and around the world.*



## Science and Technology



*Polls on Americans' adoption of past emergent technologies like smartphones and medical treatments can help predict how the public will respond to new innovations.*



## Health and Health Policy



*Roper iPoll has been crucial for my work in comparative health policy analysis. The database even has special samples including primary care doctors, caregivers, and the uninsured.*



*The Roper Center's iPoll Data Bank is invaluable to us at the Eagle Center for Public Interest Polling — both in the classroom as a **teaching tool** and in our center's daily operations. The **resource is unparalleled** and allows for the sharing, proliferation, and comparison of methodologically rigorous survey questions across a wide array of topics.*

— Ashley Koning, Ph.D., Assistant Research Professor  
Director of Eagleton Center for Public Interest Polling (ECHIP)  
Rutgers, The State University of New Jersey

