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. Its collection now includes over 22,000 datasets, with hundreds more added each year. In total, the archive contains responses from millions of individuals on a vast range of topics.

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.

For Latin America memberships, contact Maria José Sánchez Arieta, Member Relations/iPOLL Developer for Latin America, mjs658@cornell.edu

To become a member or for questions about membership, contact Kathleen Weldon, Director of Member Relations and Communications, kweldon@ropercenter.org

Roper Center for Public Opinion Research

Benefits of Membership
The source of public opinion data for you and your organization

ENHANCING RESEARCH AND ACCESS TO DATA GLOBALLY

The dataset collection
The studies in the collection cover a vast variety of topics including elections, politics, social issues, economics, education, health, international affairs, social movements, and historical events. While nearly 60% of these studies were conducted in the United States, the Center also holds nearly 8,000 studies from over 100 countries around the world.

Highlights of the global collection
The Center holds one of the largest Latin American collections in the world, with over 1,500 surveys from 16 different countries, including surveys conducted for the Office of the President of Mexico.

The collection includes over 1,000 studies collected by the United States Information Agency (USIA) from the 1950s through the early 2000s in countries around the globe.


Members can access data with three key services

iPOLL Search

RoperExpress

RoperExplorer

Members are given the support they need, including personalized consultation and customized workshops and webinars

Roper Center additional tools and resources
• Guides for citation of Roper Center material
• Tutorials for working with datasets
• Information about the field of public opinion, including professional associations, research pioneers, career advice, and information about other data archives
• Introductions to important polling concepts, including polling terminology, poll analysis, internet polls, and more
• Classroom materials for lesson plans, assignments and workshops

Join over 275 major academic institutions, non-profit organizations and private research firms that form the Roper Center community.

• Text-searchable questions and answers database
• Demographics
• Trends from 1935-present
• All major survey firms
• Current and up-to-date
• Broad topical coverage

Access datasets from the US and over 100 other countries to run tables and test relationships

Online data analysis tool to create crosstab tables with no programming

• Data from over 100 countries
• Over 22,000 datasets
• Polls from 1935-today
• Unlimited dataset downloads
• 600,000 text-searchable US questions
• Unlimited question views
• Instant analysis tools
• Broad topical coverage
• User support services
The source of public opinion data for you and your organization

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The value of membership

For academic researchers – Our vast collection of datasets dating to the 1930s allows researchers to analyze evolving public opinion on important issues, understand public responses to historical events, and place current public opinion into a larger context. Researchers interested in methodological effects can find datasets to investigate in-person, landline, cell-phone and representative online polling results, look at perceived race or gender of interview effects, or track question wording differences. The broad range of topics covered in the collection, from politics to religion to health to popular culture, makes our resources invaluable across disciplines. Our data is relied upon by researchers in political science, government, and public policy, but also sociology, women’s studies, African American studies, 20th century history, public health and health policy, environmental policy, foreign affairs, and media and communications.

For survey researchers – Survey researchers at academic, private, and non-profit polling organizations rely upon our collection for the background they need to write quality questionnaires. The rich resources of the Center are indispensable in questionnaire design, helping pollsters craft the best question wordings, estimate likely levels for question responses, and understand the context for their research.

For nonprofit and advocacy organizations – The Center’s public opinion data can help non-profit organizations understand the public’s education needs, prevalence of particular problems, levels of concern about issues, and types of policy measures the public is likely to support. This information is essential in crafting communications, both for the general public and for potential supporters in government, industry, and grant-making institutions.

For every user – Members don’t just gain access to iPOLL and our dataset collection, they are provided with the support they need to find and understand the data they need, from online tools and training materials to personal assistance.

**Percentage of Questions in iPOLL by Topic on average 1930s-2010s**

- International Affairs
- Politics
- Government
- Justice System
- Economic Issues/Policy
- Social Issues/Domestic Policy
- Health Issues/Policies and Nutrition
- Science and Technology
- Groups
- Personal Characteristics and Beliefs
- Entertainment, Arts, and Recreation
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