



A Resource for U.S. Opinion Leaders Since 2003

About us

Rasmussen Reports is a **dynamic independent media organization** that specializes in the collection and dissemination of public opinion data.

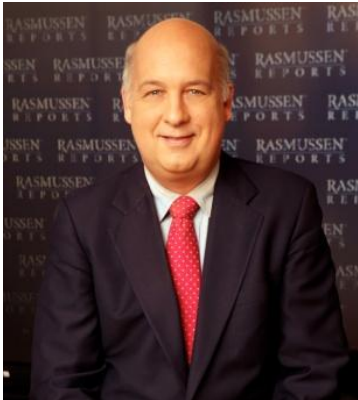
If It's In The News, It's In Our Polls is both our slogan and our business practice: we survey topics ripped from the day's headlines, taking the pulse of the nation, and reporting on public sentiment with **a cyber-newsroom at work seven days a week.**

We report on everything America's talking about: **politics, business** and **lifestyle** news.

Read daily by an upscale audience that includes CEOs and the Capitol Hill crowd, RasmussenReports.com delivers an **engaged online audience of US Opinion Leaders** who shape policy and practices, both in government and in the private sector.



About Scott Rasmussen



- **President and founder of Rasmussen Reports**, Scott is a political analyst, author, speaker and, since 1994, an independent public opinion pollster.
- Guest analyst on **Fox News, CNBC, BBC** and other major media outlets.
- Work cited in the *Wall Street Journal*, *USA Today*, *The Washington Post*, *The Los Angeles Times*, *The Boston Globe*, *Investor's Business Daily*, *The Christian Science Monitor* and other major publications.
- The *Wall Street Journal* cited him as “**America’s Insurgent Pollster**”.
- Pat Caddell and Doug Schoen, pollsters for Presidents Jimmy Carter and Bill Clinton, said Scott and his firm have an “**unchallenged record for both integrity and accuracy**”.



National Polling. National Reach. National Relevance.

**Rasmussen Reports data is relevant everywhere your customers are.
Our National Surveys and State Election polling cycles reach every region**

New England

Maine, New Hampshire,
Vermont, Massachusetts,
Rhode Island, Connecticut

Mid-Atlantic

New York, Pennsylvania,
New Jersey

Midwest-East North Central

Wisconsin, Michigan, Illinois,
Indiana, Ohio

Midwest-West North Central

Missouri, North Dakota, South
Dakota, Nebraska, Kansas,
Minnesota, Iowa

South Atlantic

Delaware, Maryland, District of
Columbia, Virginia, West
Virginia, North Carolina, South
Carolina, Georgia, Florida

East South Central

Kentucky,
Tennessee, Mississippi,
Alabama

West South Central

Oklahoma, Texas, Arkansas,
Louisiana

Mountain

Idaho, Montana, Wyoming,
Nevada, Utah, Colorado,
Arizona, New Mexico

Pacific

Alaska, Washington, Oregon,
California, Hawaii



We Track Top Issues in Every Area of Interest

**Our polling news and information covers every major topic
your customers care about:**

Employment

Presidential
Approval

Lifestyle/Sports

Business/
Economy

Social Issues

General Politics/
Policy



We Gauge Mood and Trends in America

Mood of America

- Is Society Fair and Decent?
- Are America's Best Days Ahead or in Past?

Congress and the Supreme Court

- Favorables/Performance/Ideology

Importance of Issues

- What Matters Most: Economy, National Security, Taxes, Education & more

Partisan Trust & Trends

- Which Party Do You Trust More on Issues?
- Is the Government Becoming More Partisan?

Updates on Key Issues

- Energy
- Healthcare
- War on Terror

Consumer Trends

- Views by Gender, Household Income, Political Party, Employment Status

Investor Trends

- Is your Portfolio Worth More Or Less?
- Investment Allocations

Employment Trends

- Is Your company hiring or laying off?

US Economy

- Is the Economy Getting Better or Worse
- Is the U.S. in a Recession

Personal Finances

- Are your Personal Finances getting Better or Worse

We Poll and Publish Original Business & Financial data

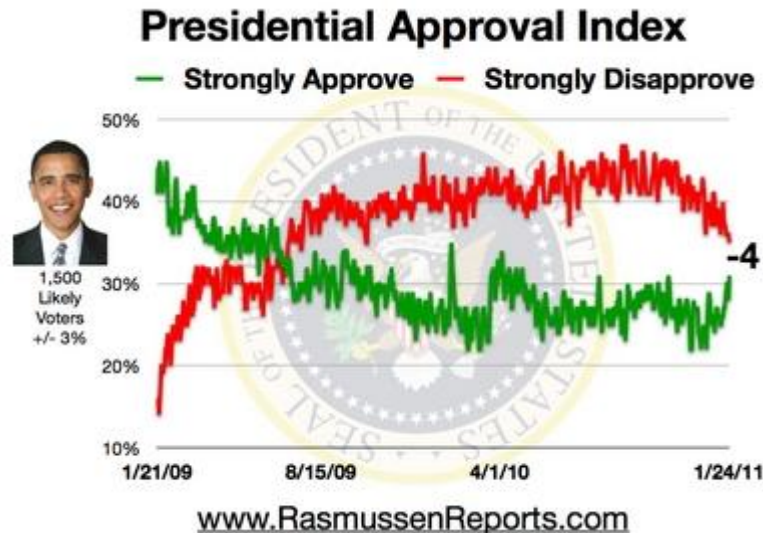
**From Fortune 500 Companies to The Presidents Council of Economic Advisors,
our original business & financial data is a relied-upon resource**

- ❑ **Country Security Financial Index** bi-monthly measure of Americans' sentiments toward their overall financial security
- ❑ **Discover US Spending Monitor** monthly index of consumer spending intentions and capacity
- ❑ **Rasmussen Consumer Index** published daily, measures the economic confidence of consumers on a daily basis
- ❑ **Rasmussen Investor Index** published daily, measures the economic confidence of investors on a daily basis
- ❑ **Rasmussen Employment Index** published once a month , based on monthly surveys of approximately 9,000 US workers

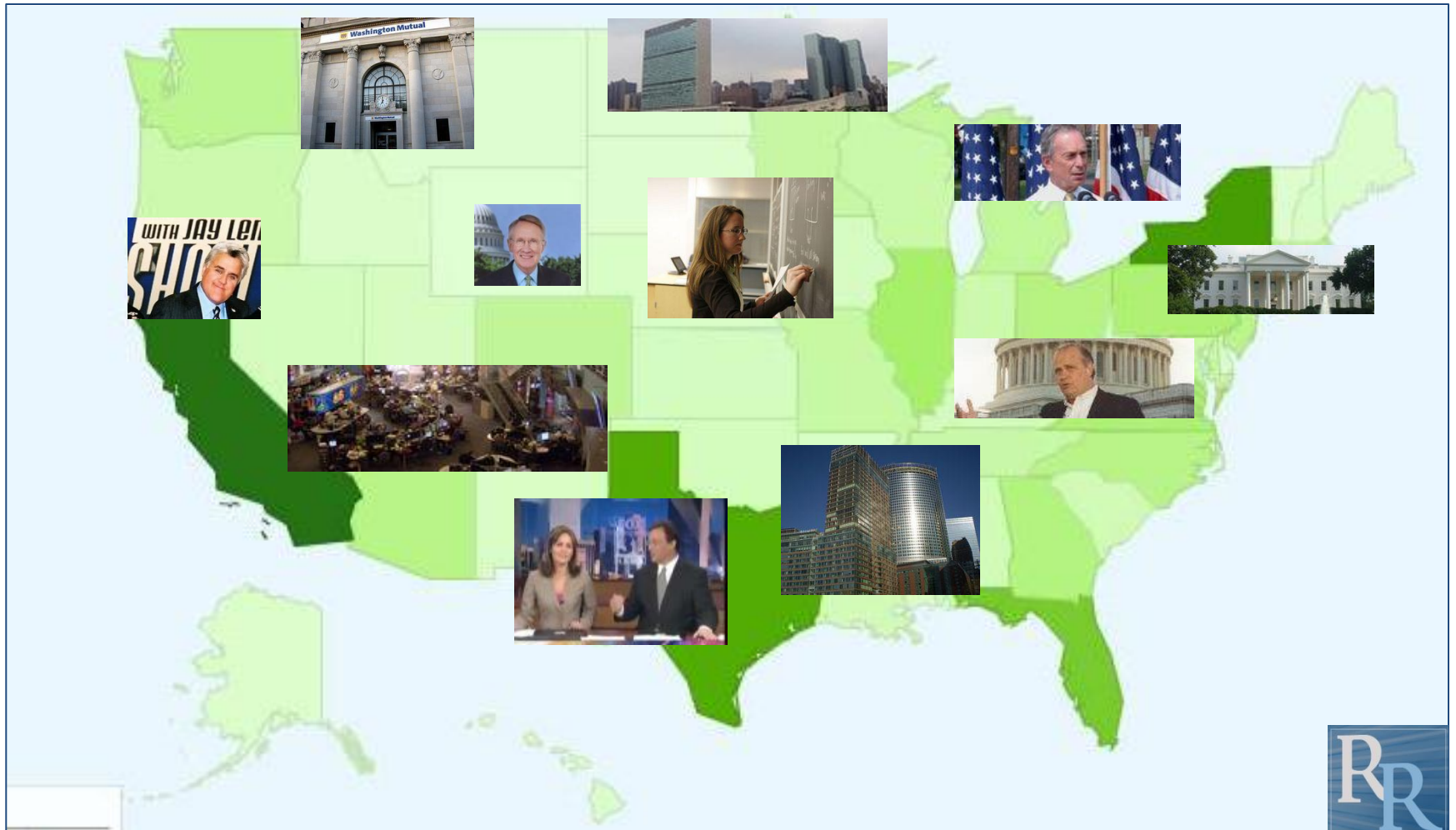


We Recognize & Report on Trends

We host an array of information and data on **political trends** garnered from cyclic polling on hot-button issues like Healthcare, Trust on Issues and the Generic Ballot.



We Serve as a Resource for National, State and Community Opinion Leaders Across America



A Resource for Capitol Hill



“... public opinion (of the Health Care law) has not shifted the Administration's way. **One recent Rasmussen poll**, for instance, found that 58 percent of registered voters favor repealing the law, the exact same percentage as last April.”

-- Senator John Thune (R-SD), in a editorial on RealClearPolitics.com



A Resource for The White House

The screenshot shows a web browser displaying a page from The New York Times Magazine. The page title is "The Limits of Rahmism" by Peter Guber, published on March 8, 2010. The main image is a black and white photograph of Rahm Emanuel, a man in a suit and tie, looking out a window. Below the image is a short paragraph of text starting with "AS A DOZEN or so top White House officials gathered in Rahm Emanuel's corner West Wing office one morning in early January, the president's political director, Patrick Gaspard, reported on the latest poll numbers in Massachusetts. With less than two weeks until a special Senate election, the Republican candidate was gaining momentum — just nine percentage points behind the Democrat in a new Rasmussen survey. The Democrats were in danger of losing the seat held for nearly half a century by Senator Edward M. Kennedy." To the right of the text is a vertical sidebar with social media sharing options: RECOMMEND, TWITTER, PRINT (127), EMAIL, ADD TO PHONE, PRINT, SINGLE PAGE, REPRINTS, and SHARE. Below the main text is a "Related" section with a thumbnail image and a "127 HOURS NOW PLAYING" badge. At the bottom left, there is a "Readers' Comments" section.

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A Resource for News-makers

High-profile public figures frequently cite our data, keeping it in national mainstream conversation as well as the press



“I think the timing is great for us to have this discussion. According to a recent **Rasmussen poll**, nearly half of all Americans think our best days are behind us.”

– Tavis Smiley, national TV and radio host, in an interview with NewsOne, addressing “America’s Next Chapter”, a TV special featuring prominent public figures discussing national issues



A Resource For The Media

The New York Times

OP-ED COLUMNIST

Got to Get This Right

By THOMAS L. FRIEDMAN

Published: November 27, 2010

On Nov. 19, Rasmussen Reports published results from a national telephone poll that showed that 47 percent of America's likely voters said the nation's "best days are in the past," 37 percent said they are in the future. Sixteen percent were undecided. Just before President Obama was inaugurated, 48 percent said our best days were still ahead and 35 percent said they had come and gone. This is a disturbing trend.



Josh Haner/The New York Times

Thomas L. Friedman

What's driving it? Let me say what's *not* driving it. It is not that millions of Americans suddenly started worrying about the national debt. Seriously, do you know anyone who says: "I couldn't sleep last night. I was tossing and turning until dawn worrying that the national debt was now \$14 trillion." Sorry, that only happens in contrived campaign ads.

I think what is driving people's pessimism is the intersection of concerns. The long-term economic



We Make News. Every Day.

Our original content is referred to and used as source material by as many as 600 national & local media outlets in any given month

The New York Times



Los Angeles Times

The Washington Times

Bloomberg

The Washington Post

MEDIAWEEK



We Attract a Prime Audience.

RasmussenReports.com draws an affluent, educated audience.

Visitor Demographics

18-34 yrs old – 10%

35-49 yrs old – 39%

50 + yrs old – 47%

Male – 73% / Female – 27%

Average HHI \$60K-100K - 30%

Average HHI over \$100K – 42%

College Education – 49%

Graduate School – 34%

Source: Quantcast



Advertise With Us. Reach Our Audience. And Yours.

Ad Specifications

Format and deadline:

- We accept GIF, JPG, Rich Media & Third Party-Served ads
- Ads should be submitted 2 business days in advance

<u>Ad Types</u>	<u>Dimensions</u>	<u>File Size/Text Limit</u>	<u>Animation</u>	<u>Third Party</u>
Website	728X90 300X250 160X600	Standard GIF/JPG File – 30K Flash File – 35K	30 seconds max	Yes
Daily Update (eNewsletter)	468x60 (static, graphic) 180x50 (static, graphic)	10 lines & 60 characters including URL		

Creative Notes:

- Expanding leader boards must open to the bottom
- Animation must stop between 20 - 30 seconds (usually 3 - 4 loops)
- All sound must be user-initiated
- Ads in e-mails cannot accept rich media or third party ad tags

Ad Sales Contact:

Beth Chunn 732-776-9777 x 205; beth@rasmussenreports.com

