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How 1 Rasmussen Reports poll traveled from Ferguson to Beijing to over 900MM unique monthly visitors

It happens a lot, actually.

In this case, media powerhouses, Drudge, The Daily Mail and Xinhua—the official press agency of the People's Republic of China—reported the findings of a poll we conducted in the aftermath of the police shooting of a black teen in Ferguson, Missouri, within hours of its release.

美國的黑人，白人幅不同意弗格森拍攝

Three days later, more than 20 media outlets across the world had reported our poll results on their web sites—which total over 900 million unique monthly visitors combined.

That's how Rasmussen Reports travels the world.

- DRUDGE
- THE DAILY MAIL
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America's largest news networks, top-ranked web sites and most read newspapers have been reporting Rasmussen Reports poll results for over a decade now.

From daily presidential tracking to midterm elections, the economy, health care and more—if it's in the news, it's in our polls.

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FOX NEWS
LOS ANGELES TIMES
WASHINGTON POST
REAL CLEAR POLITICS
WASHINGTON TIMES
BLOOMBERG NEWS
THE DAILY NEWS
TOWNHALL
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PRESIDENTIAL TRACKING POLLS

Our presidential tracking poll reaches 84 million+ unique monthly visitors of other web sites everyday

Rasmussen Reports' Daily Presidential Tracking poll is disseminated by large media outlets and niche blogs alike to a worldwide audience of critical thinkers, everyday.

That incredible daily reach includes a combined 84 million unique monthly visitors of Real Clear Politics and HuffPost Pollster, alone.

Our Presidential Tracking pages consistently rank among our site's most highly trafficked and most-landed on pages, as well.

* Rasmussen Reports 2015 Reader Survey

** Google Analytics, 2014

† Real Clear Politics, HuffPost Media Kits

Daily Approval Releases
Toplines, Demos/Crosstabs
Monthly Approvals
Historic Approval Index

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62%

Of Rasmussen Reports readers say our Daily Presidential Tracking Poll is one of the reasons they visit our site*

20%

Of Rasmussen Reports visitors land directly on our Presidential Tracking page—second only to our home page**

OBAMA APPROVAL	Total LV's	Gender		Age			Race		
		Male	Female	18-39	40-64	65+	White	Black	Other
Strongly approve	24%	23%	25%	22%	25%	26%	18%	56%	32%
Somewhat approve	23%	22%	24%	32%	20%	18%	22%	25%	29%
Somewhat disapprove	12%	11%	13%	17%	10%	11%	13%	5%	15%
Strongly disapprove	39%	42%	37%	27%	45%	45%	46%	13%	24%

84 million

Unique monthly users of Real Clear Politics and HuffPost Pollster are exposed to our presidential tracking poll everyday†

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BREAKING POLLS

Daily Presidential Tracking Poll

The Rasmussen Reports daily Presidential Tracking Poll for Friday shows that 45% of likely U.S. voters approve of President Obama's job performance. Fifty-four percent (54%) disapprove (see results).

The latest figures include...

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FEDERAL & STATE ELECTIONS

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53%

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- Held/Safe Democrat
- Held/Safe Republican
- Held/Safe Independent
- Leans Democrat
- Leans Republican
- Leans Independent
- Toss-up
- No Governors Race

* Rasmussen Reports 2015 Reader Survey

Balance of Power Rankings
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BREAKING POLLS

63% favor using U.S. military along southern border to prevent illegal immigration

- April 29-30, 2015

When you conduct over 2,000 polls a year, you're going to break some news

From immigration to race relations, before a Rasmussen Reports poll makes it 'in the news' we break it on our home page—where it's first seen by 60% of our readers who visit us everyday or multiple times per day.

60% Visit Rasmussen Reports everyday or multiple times per day*

45% Visit us for our daily breaking polls*

* Rasmussen Reports 2015 Reader Survey

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Should the U.S. military be used along the border with Mexico to prevent illegal immigration?

	Yes	No
Total	63%	26%
Male	65%	27%
Female	60%	24%
18-39	59%	29%
40-64	65%	26%
65+	64%	22%
White	65%	24%
Black	58%	23%
Other	52%	36%
Republican	77%	15%
Democrat	50%	35%

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Voters Strongly Oppose Obama's Amnesty Plan for Illegal Immigrants

Saturday, August 22, 2014

Most voters oppose President Obama's reported plan to unilaterally grant amnesty to several million illegal immigrants and think Congress should challenge him in court if he goes ahead with it.

A new Rasmussen Reports national telephone survey finds that 62% of likely U.S. voters oppose the president's granting amnesty to millions of illegal immigrants without the approval of Congress. Just 24% are in favor of Obama's plan, while 12% are undecided. (The survey question wording: Q28, Q29, Q30)

Only 24% think the president has the legal authority to grant amnesty to these illegal immigrants without Congress' approval. Fifty-seven percent (57%) believe the president does not have the legal right to do so. Eighty-seven percent (87%) are undecided.

If the president does grant amnesty to several million illegal immigrants, 53% of voters think Congress should challenge that action in court. Thirty percent (30%) disagree, while 17% are undecided.

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- Most Voters Want to Shut Down Obama's 'Fast-Track' Immigration Plan
- 64% Believe Obama's 'Fast-Track' Will Have Negative Impact on U.S.

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BREAKING POLLS

70% favor quarantining health workers who return to the U.S. after treating Ebola patients

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60%

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Americans Favor Temporary Flight Ban From Ebola-Affected Areas in Africa

in Lifestyle

Monday, October 26, 2014

Following news of the first Ebola case diagnosed in Dallas, Texas, Rasmussen Reports broke the news that most Americans (70%) favor the United States should impose a temporary ban on all airline flights from countries in Africa where there are confirmed cases of Ebola. Twenty-four percent (24%) don't think there should be such a ban, while 17% more are undecided. (To see survey question wording, click below.)

Want a free daily e-mail update? It's in the news, it's in our polls. Rasmussen Reports updates are also available on Twitter or Facebook.

The survey of 1,000 adults was conducted on October 6-8, 2014 by Rasmussen Reports. The margin of sampling error is +/- 3 percentage points with a 95% level of confidence. Polls were by all.

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HISTORIC DATA & TRENDS

Number of Americans who believe Jesus rose from the dead falls to 5-year low

- March 23-24, 2013

Flashy polls make headlines, but a trend line lasts forever. At Rasmussen Reports, we've amassed historical data and polling trends for more than 20 key issues that we've regularly polled over the past decade—the result is a treasure trove of information and advertising opportunities.

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** Google Analytics, 2014

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69% Believe Jesus Christ Rose From the Dead

Friday, April 19, 2014

Today's Good Friday, the day Christians believe Jesus Christ was crucified. Most Americans continue to believe Jesus was the son of God and rose from the dead on Easter Sunday.

A new Rasmussen Reports national telephone survey finds 69% of American adults think the person known to history as Jesus Christ actually walked the Earth 2,000 years ago. Just eight percent (8%) disagree, while 23% are not sure. (The poll survey question wording: Q12: How do you feel about Jesus Christ?)

Seventy percent (70%) believe Jesus was the son of God. Eighty percent (80%) do not. Twelve percent (12%) are undecided.

Eighty-nine percent (89%) believe Jesus rose from the dead, while 10% reject the central Christian tenet of the Resurrection. Thirteen percent (13%) are not sure.

These findings have changed little over the years in annual surveys since Easter 2009.

(Want a free poll or trend report? If it's in the news, it's in our polls.) Rasmussen Reports updates are also available on Twitter @ RasmussenR.

The survey of 1,000 adults was conducted on April 16-17, 2014 by Rasmussen Reports. The margin of sampling error is +/- 3 percentage points, with a 95% level of confidence. Polls vary by 4%.

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- Most Like New 10th Anniversary Celebrations But Say Congress Needs to Get Tough
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- 100th Anniversary: Most Say America Is Better
- Voters Doubt America Is Better Than It Was 100 Years Ago

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HISTORIC DATA & TRENDS

Record high—44% of Likely U.S. Voters now believe the terrorists are winning

- June 10-11, 2015

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US Terrorists Index

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DEMOGRAPHICS

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*100% what you'd expect of today's
critical thinkers and business leaders.*

MALE..... 74%
FEMALE..... 28%

AGE 35-64..... 35%
AGE 55+..... 68%

MARRIED..... 75%

EARNED COLLEGE
DEGREE OR HIGHER.... 79%

AVG. HHI \$100K+..... 43%
AVG. HHI \$150K+..... 23%

CEO'S, C-LEVEL OR
V.P. EXECUTIVES..... 14%

Source: Rasmussen Reports 2015 Reader Survey

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Voters See 'War on Women' As Politics, Not Reality

In Politics

Thursday, September 10, 2014

Most voters don't consider the so-called "war on women" a war at all but see it as just a political tactic. But women are less convinced that men that they share the same political interests.

A new Rasmussen Reports national telephone survey finds that just 22% of likely U.S. voters believe there is really a political "war on women" going on. Fifty-nine percent (59%) see the "war on women" as primarily a slogan used for political purposes instead. But 38% are not sure. (To see survey question wording, click below.)

Only five percent (5%) of men say it's political engineering, but only 12% of women agree. Women aren't much more likely than men to think there is a political war on women, but one in four female voters (25%) are undecided. "War on women" is a phrase Rasmussen used to describe partisan Republican politics that drive



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93% of Rasmussen Reports readers purchase products and services over the Internet

TOP PURCHASES PAST 12 MONTHS:

BOOKS.....	74%
COMPUTERS & ACCESSORIES.....	51%
TRAVEL.....	50%
VITAMINS / SUPPLEMENTS.....	50%
MOBILE TECHNOLOGY.....	45%
OFFICE SUPPLIES.....	43%
COMPUTERS & ACCESSORIES.....	51%
CD'S & DVD'S.....	41%
TOOLS / HOME IMPROVEMENT.....	40%
FLOWERS.....	36%
HOME FURNISHINGS.....	32%
TICKETS TO LIVE EVENTS.....	32%
WINE & LIQUOR.....	31%
STOCKS & BONDS.....	30%

LIKE TO SPEND RECREATIONAL TIME

1. READING	6. WALKING / JOGGING
2. TRAVELING	7. GARDENING
3. DINING OUT	8. HOME IMPROVEMENT
4. SURFING THE WEB	9. AT CHURCH
5. MOVIES / MUSIC	10. COOKING / BAKING

Source: Rasmussen Reports 2015 Reader Survey

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42% of Americans Took A Summer Vacation This Year

Friday, August 28, 2014

More Americans said they would take a vacation this summer, and it looks like they did. A new Rasmussen Reports national telephone survey finds that 42% of American adults have taken a summer vacation this year. This finding is up from 38% in 2013 and up from 35% in 2012. The survey was conducted from August 19-23, 2014. The margin of error is plus or minus 3.5 percentage points.

Of those, 44% planned to take a summer vacation, and just 38% had actually taken one. The number of Americans who plan to take a vacation this year is up from 40% in 2013 and up from 38% in 2012. The survey was conducted from August 19-23, 2014. The margin of error is plus or minus 3.5 percentage points.

Forty-five percent (45%) say they plan to take a summer vacation this year.

Planned summer vacations (45%) are up from 40% in 2013 and up from 38% in 2012. The survey was conducted from August 19-23, 2014. The margin of error is plus or minus 3.5 percentage points.

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POLITICAL ACTION

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25%

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58%

Have donated to a campaign
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66%

Have signed a petition

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REDUCING SIZE OF FED GOVT...	86%
SECURING THE BORDER.....	82%
ECONOMIC GROWTH.....	81%
NATIONAL SECURITY.....	77%
REPEALING OBAMACARE.....	77%
FIGHTING TERRORISM.....	73%
PROTECTING GUN RIGHTS.....	72%
FREEDOM OF SPEECH.....	67%
DEFICIT REDUCTION.....	67%

Source: Rasmussen Reports 2015 Reader Survey



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37% of Voters Fear the Federal Government

Friday, April 18, 2014

Thirty-seven percent (37%) of likely U.S. voters now fear the federal government, according to a new Rasmussen Reports national telephone survey. Forty-seven percent (47%) do not, but another 17% are not sure.

Partisan in part that's because 54% consider the federal government today a threat to individual liberty rather than a protector. Just 22% see the government as a protector of individual rights, and that's down from 30% just last year. Slightly more (24%) are now undecided, 7% see survey question wording. (RJR 2014)

As recently as December 2012, voters were evenly divided on this question: 42% said the federal government was a protector of individual rights, while 45% described it as a threat to those rights.

Two-out of three voters (67%) view the federal government today as a special interest group that does not primarily for the good of citizens. Just 17% disagree, while 17% are undecided.

Only 13% now think the federal government is doing the right thing most of the time, down from 24% in a July 2012 poll. Forty percent (40%) disagree, with 44% who think the government is doing the right thing some of the time and 16% who say it needs to reconsider the right thing.

Who do you think is winning the war on terror?

January 19 to 24, 2014

Results of 1000 likely voters

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Source: Rasmussen Reports 2015 Reader Survey,
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61% Oppose Federal Regulation of the Internet

Thursday, November 13, 2014

Americans really like the online services they currently have and strongly oppose so-called "net neutrality" efforts that would allow the federal government to regulate the Internet.

The latest Rasmussen Reports national telephone survey finds that just 28% of Americans believe the Federal Communications Commission should regulate the Internet. Sixty-one percent (61%) disagree and think the Internet should remain open without regulation and censorship. Thirteen percent (13%) are not sure. (To see survey question wording, click [here](#).)

Only 18% believe more government regulation is the best way to protect those who use the Internet. Fifty-four percent (54%) feel more free market competition is the best protection. Twenty-five percent (25%) are undecided.

Most Americans have opposed increased government regulation of the Internet since December 2013 when some members of the FCC began pushing "net neutrality" efforts to stop some companies from offering higher downloading speeds to preferred customers.

Seventy-six percent (76%) of Americans who regularly go online rate the quality of their Internet service as good or excellent. Only five percent (5%) consider their service poor.

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