

## **Noson Lawen invests in polling company**

***The New York media focused private equity firm is now a shareholder in Rasmussen Reports, known for its public opinion surveys.***

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[David Snow](#)

New York-based Noson Lawen Partners announced a growth equity investment in Rasmussen Reports, a public opinion media company known best for tracking opinions about the US president.

Terms of the deal were not disclosed.

Rasmussen Reports, based in Asbury Park, New Jersey, is led by long-time independent pollster Scott Rasmussen. The company pioneered the use of automated telephone polling. In an interview with PEO, Rasmussen said he decided to seek growth capital because “we found ourselves in a situation where the opportunities before us were growing faster than our ability to pursue them”.

The company will use its equity infusion to expand research capacity and bolster its sales staff.

Noson Lawen is a veteran investor in small and mid-sized, US-based media companies. Firm co-founder Ted Carroll said in a statement: “We admire the rock solid credibility and market-leading accuracy of the Rasmussen Reports product suite, and we are going to be actively engaged with Scott and his team as they expand it. My message to readers, viewers, advertisers and sponsors is keep an eye on us because if you get it from Rasmussen Reports you can believe it.”

The most well known feature from Rasmussen Reports is its daily Presidential Approval Index. The company also tracks current events and lifestyle trends.