

PRESIDENTIAL REPTRAK® SHOWS TRUMP ON THE RISE AMONG REPUBLICANS, CLINTON ON THE DECLINE AMONG DEMOCRATS

Both parties' likely candidates maintain 'poor' reputations among independent voters

BOSTON, MASS. — (June 7, 2016) – With Donald Trump securing the Republican nomination and Hillary Clinton expected to secure the Democratic nomination for president in the coming weeks, new data from the 2016 Presidential Election RepTrak® released today shows both candidates struggling to win support from independent voters.

“With the focus shifting from primaries to the general election, the Presidential Election RepTrak® provides unique insight into not only whom voters support, but why,” said Stephen Hahn-Griffiths, vice president and managing director of Reputation Institute U.S. and Canada. “Both candidates will have to inspire turnout from their party base and win independent voters, and the RepTrak® data shows that in a race that is being shaped by personality appeal, both Clinton and Trump are facing major challenges.”

Since the beginning of the Reputation Institute’s presidential reputation study, Trump’s reputation among his own party has improved by 10 points. Though still in the “weak” range, Trump has improved from a “poor” Pulse score of 43.6 in March to a score of 53.9 in May among Republicans nationally, including a one-point increase in the past month.

Republicans view Trump most favorably on the dimensions of national security, economic growth and executive leadership, where he maintains average scores (60-69.9). Republicans view Trump less favorably on social investment, global relations, health and wellness, and education and innovation, on which he earned scores in the poor range (50-59.9).

Clinton, who is expected to secure the delegates needed to win the Democratic nomination, has seen a drop in her reputation among Democrats nationally in the past month, from a “good” Pulse score of 70.8 in April-May to an “average” score of 66.0 in the most recent results. Though she has slipped in the last month, Clinton’s overall reputation remained higher in the latest results than the average score of 63.9 she earned in March.

Democrats view Clinton favorably on all seven dimensions, giving her strong Pulse scores in the 70-7.9 range on the individual metrics.

Neither candidate performs well among independent voters, as Clinton earned a Pulse score of 32.2 and Trump 30.0, both in the “poor” range. Though all dimension scores are in the poor or weak range, Clinton leads on education and innovation, global relations, health and wellness, social investment and executive leadership, while Trump leads on national security and economic growth.

The monthly 2016 Presidential Election RepTrak® study evaluates the U.S. general public's perceptions of the candidates' platforms across seven reputational dimensions: economic growth, national security, education and innovation, global relations, health and wellness, social investment and executive leadership. Those scores are used to develop the candidates' RepTrak® Pulse scores, which demonstrate their overall reputations among those surveyed.

The Presidential Election RepTrak® study is based on the same approach to reputation measurement that is the foundation of Reputation Institute's Global RepTrak®, Country RepTrak® and City RepTrak®, among other studies focused on the general public's perceptions of companies, countries and cities around the world. The Presidential RepTrak® will be updated monthly between now and September 2016.

For more information, reference our research brief online at <https://www.reputationinstitute.com/presidential-research>.

About Reputation Institute

Reputation Institute (RI) is the world's leading consulting and advisory firm for reputation. RI enables many of the world's leading companies to make more confident business decisions that build and protect reputation capital, analyze risk and sustainability topics, and drive competitive advantage. RI's most prominent management tool is the RepTrak® model for analyzing the reputations of companies and institutions — best known via the Global RepTrak® 100, the world's largest and most comprehensive study of corporate reputations, as well as Country RepTrak® and City RepTrak® studies that look at reputation across organizations within a given geography.

Learn more at: <http://www.reputationinstitute.com/>

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