

## FOR IMMEDIATE RELEASE

### **PRESIDENTIAL REPTRAK® SHOWS BOTH CANDIDATES HAVE A POOR REPUTATION, BUT CLINTON HAS THE EDGE**

*There's a lack of universal love for the candidates -- Trump has a credibility issue on his policies and Clinton has relatability issues based on perceptions of personal brand – neither has captured the hearts and minds of voters.*

**BOSTON, MASS. — (October 18, 2016)** – With less than a month left in the US Presidential Election, new data from the 2016 Presidential RepTrak® released today identifies that both candidates continue to languish in the poor reputation range. While Clinton maintains a slightly better reputation than Trump, the lack of emotional connection with her campaign and persona still renders her in a position of risk. Clinton is ahead of Trump because she is viewed less negatively by comparison. Trump on the other hand is 7-pulse points behind Clinton on the merits of reputation, and has a significant amount of work to do to turn the tide of reputational momentum his way.

Since March of 2016, Reputation Institute has measured the reputation of the Presidential candidates through RepTrak® pulse scores, numerically quantifying the strength of the emotional bond between candidates and the general public based on an aggregation of the public's perceptions of esteem, admiration, trust, and deep seated feeling. "To understand what can inspire decision-making and likely voter behavior, it is critical to look at the dimensions that are most important to driving a candidate's reputation," said Stephen Hahn-Griffiths, vice president and managing director of Reputation Institute, U.S. and Canada.

For Trump, promises of Economic Growth and National Security are most important – whereas opportunities for owning the conversation around Education and Innovation could be a real differentiator vs. Clinton, and a means which to increase his credibility. For Clinton, strengthening her credentials on the merits of National Security, Economic Growth, and Executive Leadership are most critical for elevating her reputation – and can reinforce her credentials of Presidential competence.

Although Clinton is perceived as stronger than Trump by more than 10 points on several policy dimensions, including Social Investment, Health and Wellness, Global Relations, and Education / Innovation, her reputation score is challenged by a lack of relatability in her personal brand. "Reputation is a measure of emotional connection," said Stephen Hahn-Griffiths, "perceptions of personal brand can amplify or detract from the reputation of either candidate."

In the same way that the General Public views companies and the brands they consume, they also attribute a persona to each of the candidates that defines their perceptions of their personal brand -- and likelihood to support them. Both Trump and Clinton are equally viewed as being ambitious, achievement-oriented, elitist, authoritarian, and controlling. By contrast, the Trump brand is viewed as being significantly more extroverted, daring, aggressive, and arrogant. The Clinton brand by comparison is more likely to be viewed as hardworking, reliable, secure, and refined.

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.

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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