

NEW PRESIDENTIAL REPTRAK® SHOWS NEW YORKERS CONNECT WITH REPUBLICANS FOR THEIR EXECUTIVE LEADERSHIP SKILLS, DEMOCRATS FOR THEIR IDEAS

BOSTON, MASSACHUSETTS — (April 19, 2016) – New York voters’ perceptions of experience and leadership are different depending on whether candidates are Democrats or Republicans, according to new data from the 2016 Presidential Election RepTrak® released today by Reputation Institute.

“While countless polls tell us which candidates voters support, only the RepTrak® model digs deep into the reasons for that support,” said Stephen Hahn-Griffiths, managing director of Reputation Institute U.S. and Canada. “What’s really interesting about data from New York is that when a Republican candidate is perceived as better at executive leadership, there is a stronger emotional connection between voters and that candidate. The opposite is true of Democrats; Clinton beats Sanders in executive leadership, but comes out lower in her ability to create an emotional connection with voters.”

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. It is based on a survey of 2,499 Americans, with an analytical focus on registered voters.

In a subset of 537 New Yorkers conducted March 21-April 8, Vermont Sen. Bernie Sanders earned a better overall RepTrak® Pulse score (63.4) than former Secretary of State Hillary Clinton (54.6) based in large part on perceptions that his platform stands for economic education and innovation, social investment, and health and wellness. But Clinton has the strongest reputation for executive leadership (63.5), among candidates from both parties. Sanders earned a score of 61.2 on executive leadership.

“According to the RepTrak® data, New Yorkers see Clinton as an experienced leader with a strong ability to deliver on economic and social issues,” Hahn-Griffiths said. “The data suggests that while New York voters generally like Sanders’ ideas, they seem to think Clinton is more capable of leading. Ultimately, the Democratic fight for New York comes down to one thing: love versus respect.”

While Clinton’s strong reputation on leadership didn’t translate to broad reputational strength in New York, Republican candidates’ perceived executive leadership abilities strongly influenced their RepTrak® Pulse scores. Sen. Ted Cruz of Texas, who earned a 50.7 on the executive leadership dimension, earned a Pulse score of 48.2, followed by businessman Donald Trump with a Pulse score of 27.8.

The Presidential Election RepTrak® study is based on the same approach to reputation measurement at 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/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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