

NEW PRESIDENTIAL REPTRAK® SHOWS PENNSYLVANIA VOTERS ARE HARSH CRITICS OF PRESIDENTIAL CANDIDATES

All candidates struggle to develop strong reputations with Keystone State voters

BOSTON, MASSACHUSETTS — (April 26, 2016) – Pennsylvania voters’ perceptions of the 2016 presidential candidates are lower than the national average, according to new data from the 2016 Presidential Election RepTrak® released today by Reputation Institute.

“The RepTrak® model gives us unique insight into not only whom voters like, but why,” said Stephen Hahn-Griffiths, vice president and managing director of Reputation Institute U.S. and Canada. “What’s really interesting about data from Pennsylvania is just how low candidates’ reputations are across the board. No candidate was able to achieve better than a ‘weak’ reputation overall or on any of the seven dimensions of reputation that we monitor.”

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 individual scores are used to develop the candidates’ RepTrak® Pulse scores, which demonstrate the emotional connection voters have to a candidate’s brand.

In a subset of 532 Pennsylvanians, none of the presidential candidates achieved a reputation better than “weak,” defined as a Pulse score of between 40 and 59.9. Pulse scores of 80 or higher are “excellent,” 70-79.9 are “strong,” 60-69.9 are “average,” and 0-39.9 are “poor.”

Sen. Bernie Sanders of Vermont led the group with a weak Pulse score of 51.3, compared to 52.6 nationally. Former Secretary of State Hillary Clinton earned a poor Pulse score of 38.2 in Pennsylvania, compared to 38.7 nationally, as did Sen. Ted Cruz of Texas (35.6 in Pennsylvania, 38.2 nationally) and businessman Donald Trump (25.1 in Pennsylvania, 28.8 nationally).

“No one candidate truly captures the emotional support in Pennsylvania,” Hahn-Griffiths said. “Across the different aspects of the candidates’ platforms, Sanders and Clinton are leading and statistically on par on economic development, global relations, health and executive leadership. Cruz’s and Trump’s dimension scores, similar to their Pulse scores, are trailing behind Clinton.”

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/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/>

Further information

Jennifer Villarreal, Communications Manager

+1 617 758 0956

jvillarreal@reputationinstitute.com

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