



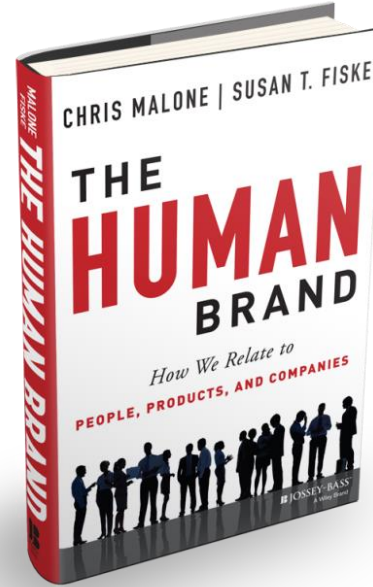
THE HUMAN BRAND

US Celebrity & Politician Brand Warmth & Competence Study



CHRIS MALONE is an accomplished marketer and strategic advisor, classically trained at P&G, Coca-Cola and Zyman Group before advancing to CMO roles at ARAMARK and Choice Hotels.

He's an award-winning author and established strategy thought-leader who advises clients including:



2014 Awards

“The HUMAN Brand is a must-read for those who want a trult evolved understanding of how to earn loyalty and create lasting relationships with customers. ”

- Beth Comstock, Vice Chair, General Electric

“This insightful book explains in simple terms why trust is at the heart of every healthy relationship – not just between people, but between companies and their customers.”

- Tom Long, Chief Executive Officer, MillerCoors

Universal Drivers of Human Behavior*

Warmth
Perceptions

Competence
Perceptions

Resulting
Emotions

Resulting
Behaviors

Warm

+

Competent



Admiration,
Pride



Attraction,
Loyalty

Cold

+

Competent



Envy,
Jealousy



Begrudging Cooperation,
Obligatory Association

Warm

+

Incompetent



Sympathy,
Pity



Indifference,
Neglect

Cold

+

Incompetent



Contempt,
Disgust



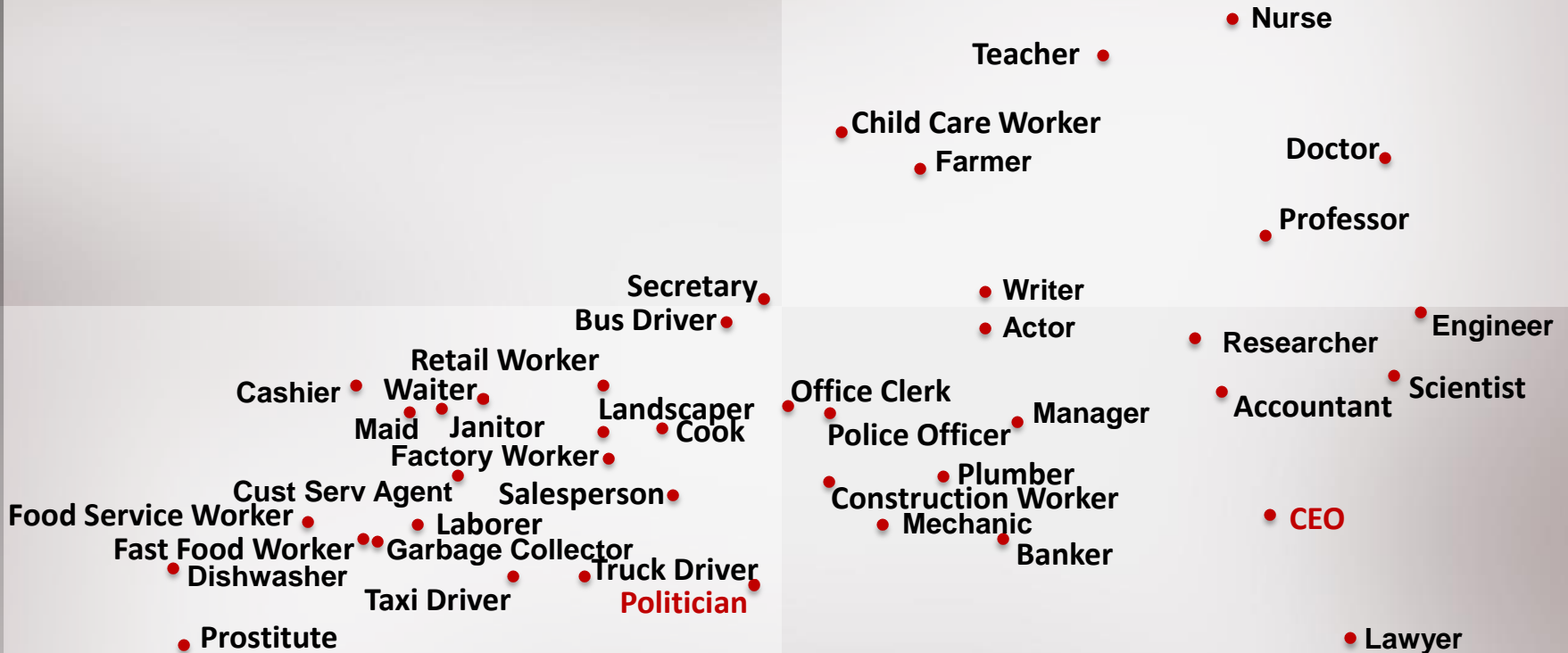
Rejection,
Disassociation

Sympathy & Neglect

Admiration & Loyalty

Occupation Perceptions of US Adults

Warmth



Contempt & Rejection

Envy & Distrust

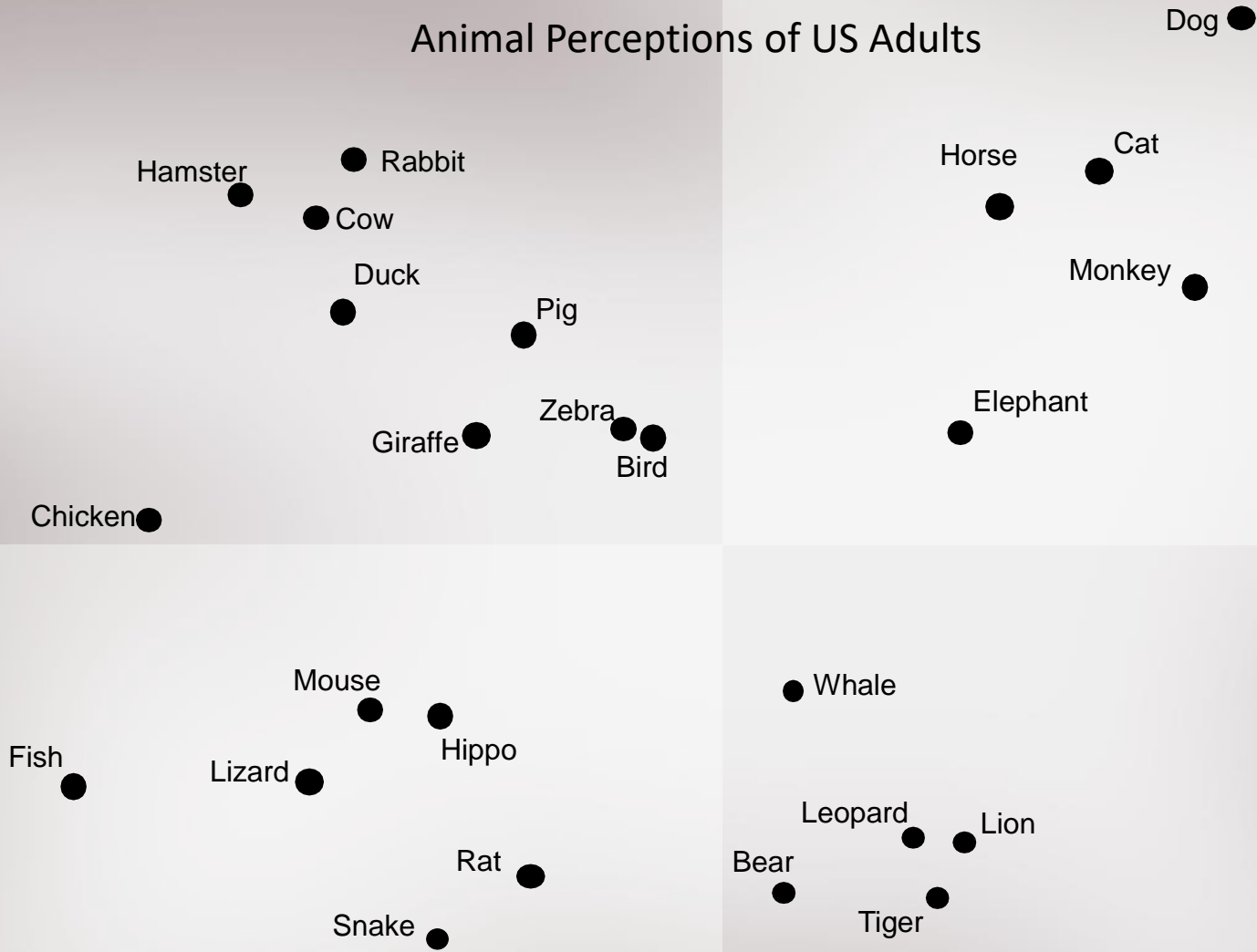
Competence

Sympathy & Neglect

Admiration & Loyalty

Animal Perceptions of US Adults

Warmth



Contempt & Rejection

Envy & Distrust

Competence

Sympathy & Neglect

Company & Brand Perceptions of US Adults

- VA Hospitals
- Public Transport
- USPS

• Amtrak

Travelers Insurance • Toyota • Shell •

• Sears

Bank of America • JPMorgan Chase • Citibank • Walmart • Exxon

• Morgan Stanley

• BP • AIG

• Goldman Sachs

Contempt & Rejection

• Marlboro

Admiration & Loyalty

- Habitat for Humanity • Humane Society
- Boys & Girls Club • Salvation Army
- DAV • Minute Maid • Tropicana
- Zappos.com • McDonalds • Campbell's
- Burger King • Hershey
- Ford • Johnson & Johnson
- Honda • Tylenol • Amazon.com
- Macy's • Advil • Coca Cola
- Best Buy

• Gucci • Cartier

• Mercedes

• Rolex • Rolls Royce

• Porsche

Envy & Distrust

Warmth

Competence

Sampling & Data Collection

- To illustrate the value of HUMAN Brand insights, a study was designed to assess 18 well-known politicians and celebrities as relates to the upcoming election.
- Interviews with 1,012 U.S. adult members of the Toluna research panel were conducted online from September 9-17, 2016.
- Respondents were recruited and screened for age, gender, income, race, education, region and political party to match recent census estimates.
- Responses were screened for quality and minor deviations from the targeted demographic quotas were corrected by weighting of the data, as needed.
- Our research sample yields a sampling margin of error of +/- 3.1% at the 95% confidence interval.

The HUMAN Brand Celebrity & Politician Evaluation



HUMAN Brand Familiarity

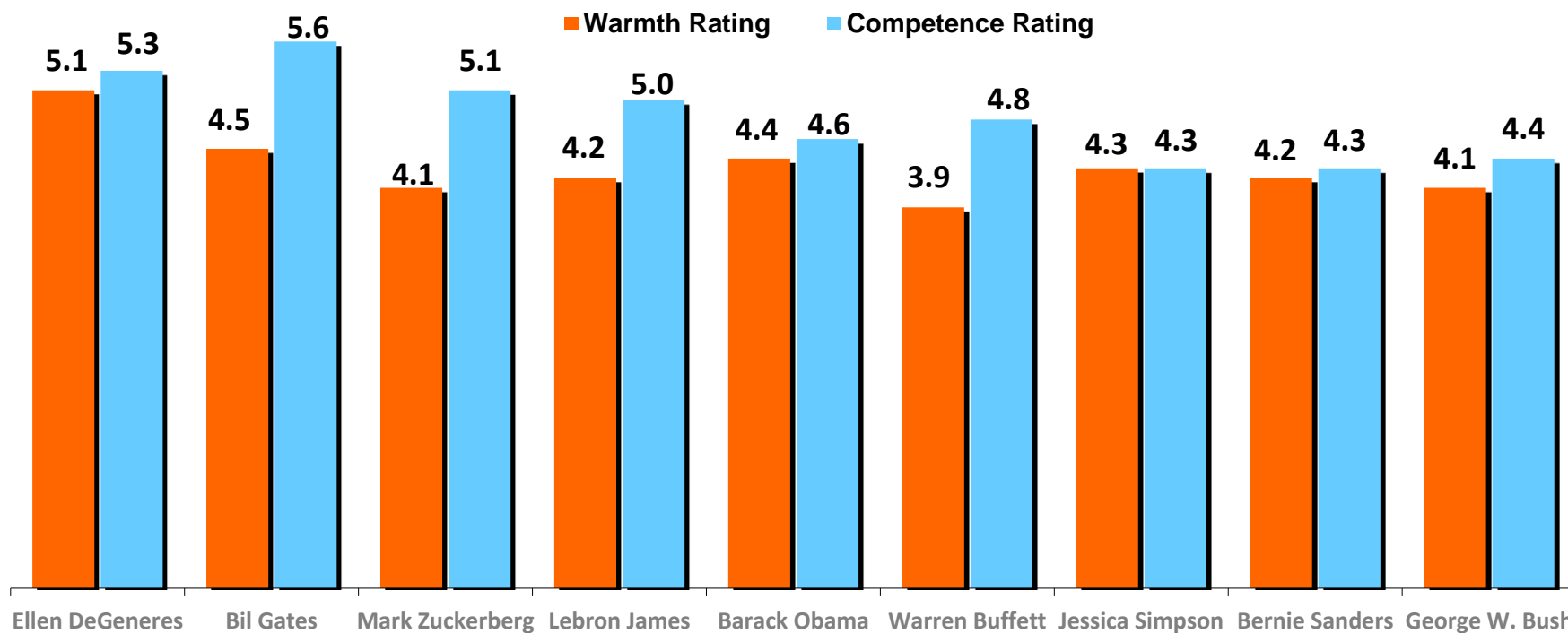


- All celebrities and politicians evaluated had over 60% familiarity, with Barack Obama, Hillary Clinton and George W. Bush rated to be the most familiar.

How familiar are you with each of the following celebrities and politicians? % Saying 4-7 on 1 to 7 scale	Overall %	Men %	Women %	Clinton Supporter %	Trump Supporter %	Democrat %	Republican %	Other (Party) %
Barack Obama	92%	93%	91%	96%	93%	98%	93%	87%
Hillary Clinton	91%	92%	90%	95%	93%	97%	93%	86%
George W. Bush	90%	91%	89%	90%	94%	93%	93%	86%
Donald Trump	89%	91%	88%	90%	97%	93%	97%	82%
Bill Cosby	87%	90%	85%	89%	89%	92%	87%	84%
Ellen DeGeneres	84%	83%	85%	86%	85%	91%	84%	78%
Bill Gates	83%	87%	79%	88%	85%	90%	84%	77%
Charlie Sheen	81%	84%	78%	83%	84%	87%	83%	75%
Tiger Woods	81%	85%	77%	84%	83%	89%	82%	74%
Bernie Sanders	79%	82%	76%	82%	81%	86%	80%	72%
Joe Biden	77%	82%	72%	78%	86%	81%	84%	69%
Mark Zuckerberg	73%	77%	69%	74%	78%	78%	77%	67%
Jessica Simpson	73%	75%	71%	77%	73%	76%	74%	70%
Ted Cruz	71%	78%	65%	73%	80%	75%	79%	63%
Tom Brady	70%	81%	59%	73%	73%	73%	76%	63%
Vladimir Putin	69%	78%	60%	69%	81%	69%	78%	63%
Lebron James	67%	77%	59%	72%	64%	77%	64%	63%
Warren Buffett	64%	74%	54%	66%	73%	68%	71%	57%

- Overall, Ellen DeGeneres was the only individual rated 5 or higher on both warmth and competence, highlighting her broad appeal and popularity.
- Bill Gates and Mark Zuckerberg were also rated highly, especially on competence.

Now for each of the following people, please indicate on a scale from one to seven how well the following statements describe each one, in your opinion. Mean Response on a 1-7 scale

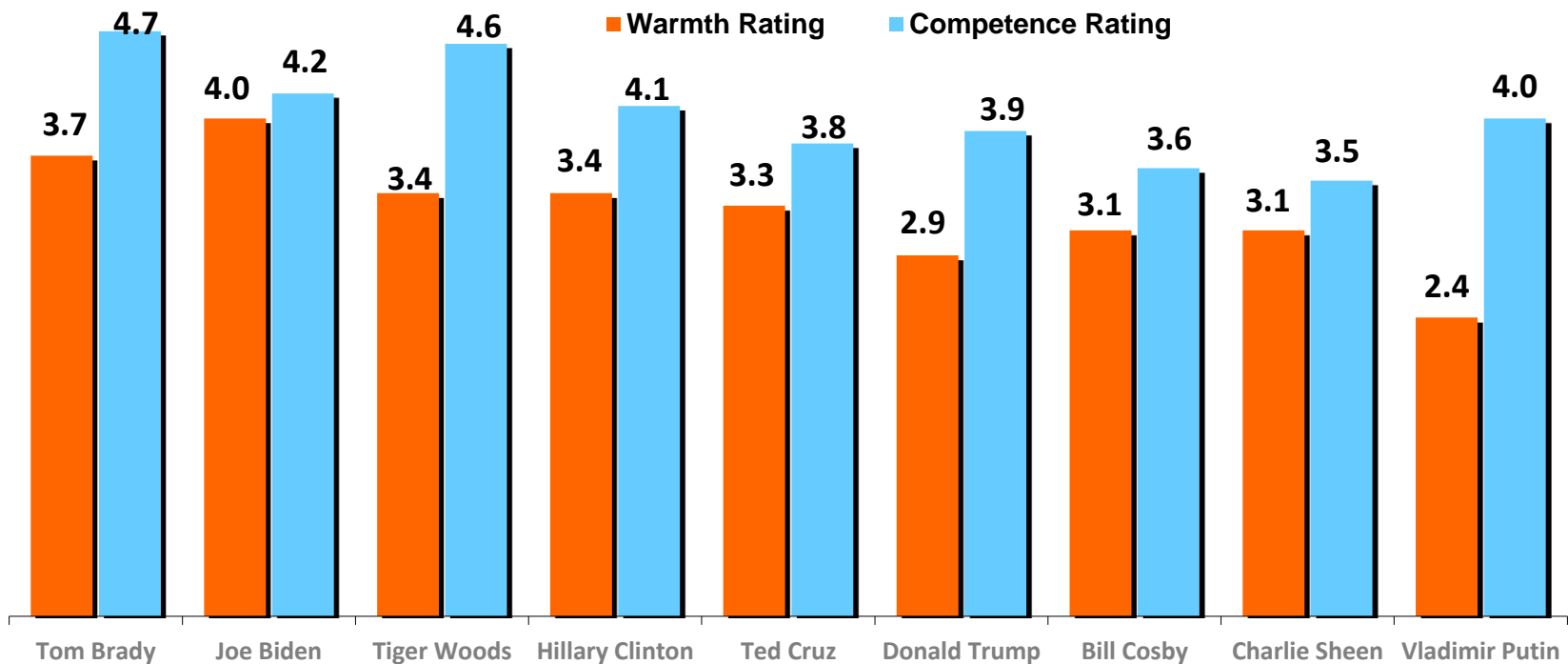


HUMAN Brand Warmth & Competence Ratings



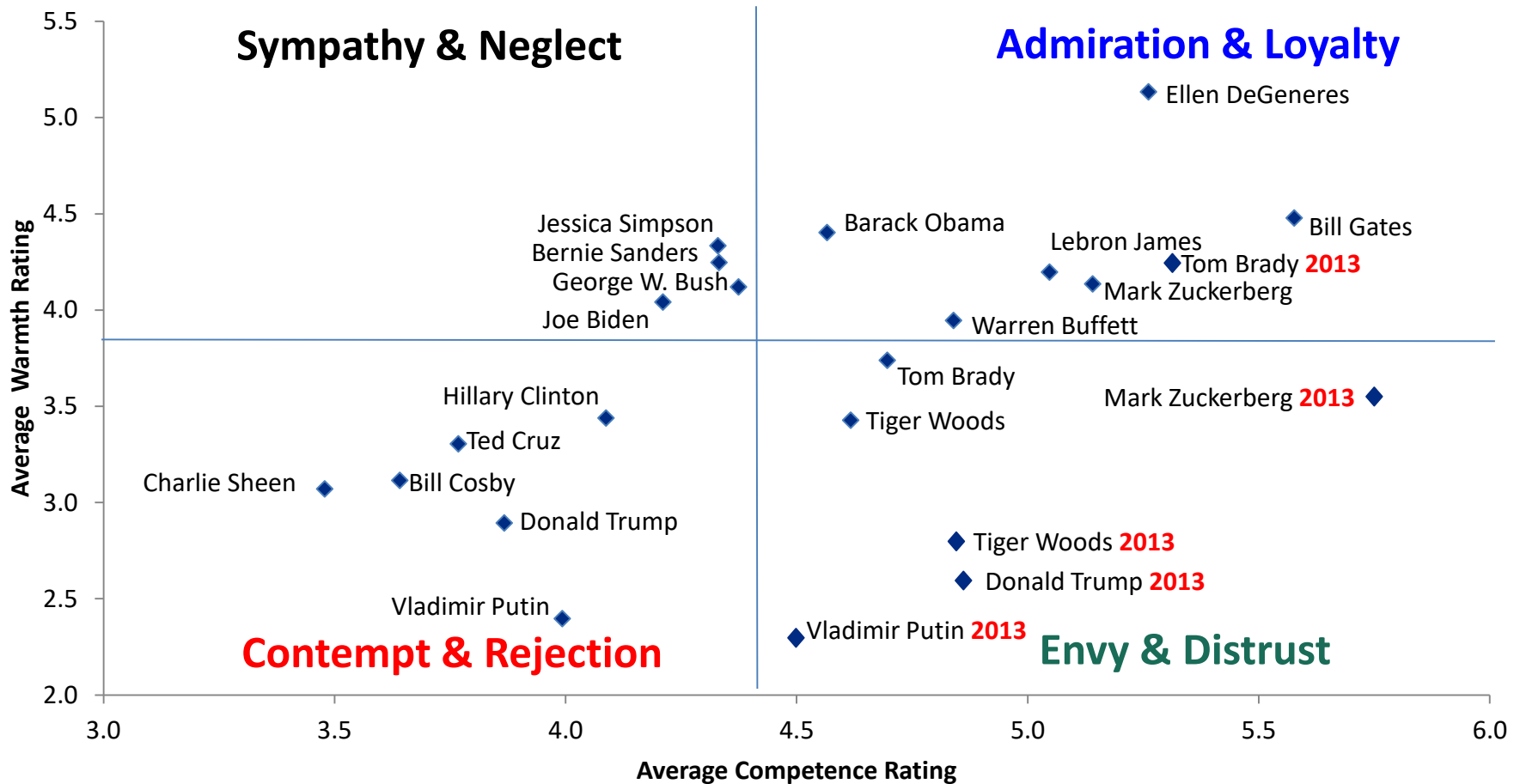
- Conversely, Vladimir Putin, Charlie Sheen, Bill Cosby and Donald Trump were all rated much lower on both warmth and competence.
- Hillary Clinton is also viewed to be well below the overall average on both warmth and competence, underscoring the contempt toward these individuals.

Now for each of the following people, please indicate on a scale from one to seven how well the following statements describe each one, in your opinion. Mean Response on a 1-7 scale



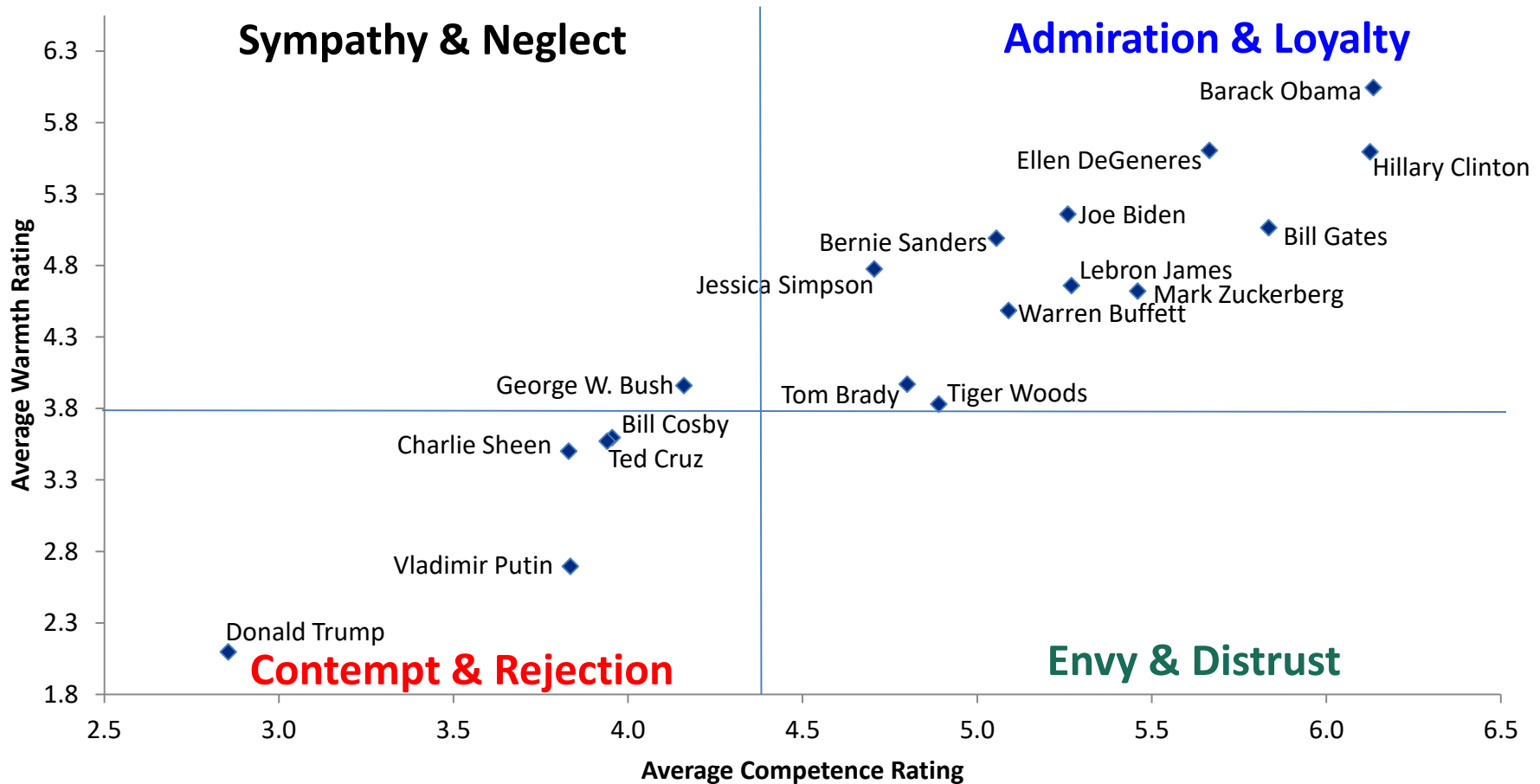
Overall HUMAN Brand Perception Map

- Our 2016 HUMAN Brand perception map shows an interesting pattern of relative perceptions, especially as relates to our 2013 data for certain individuals.



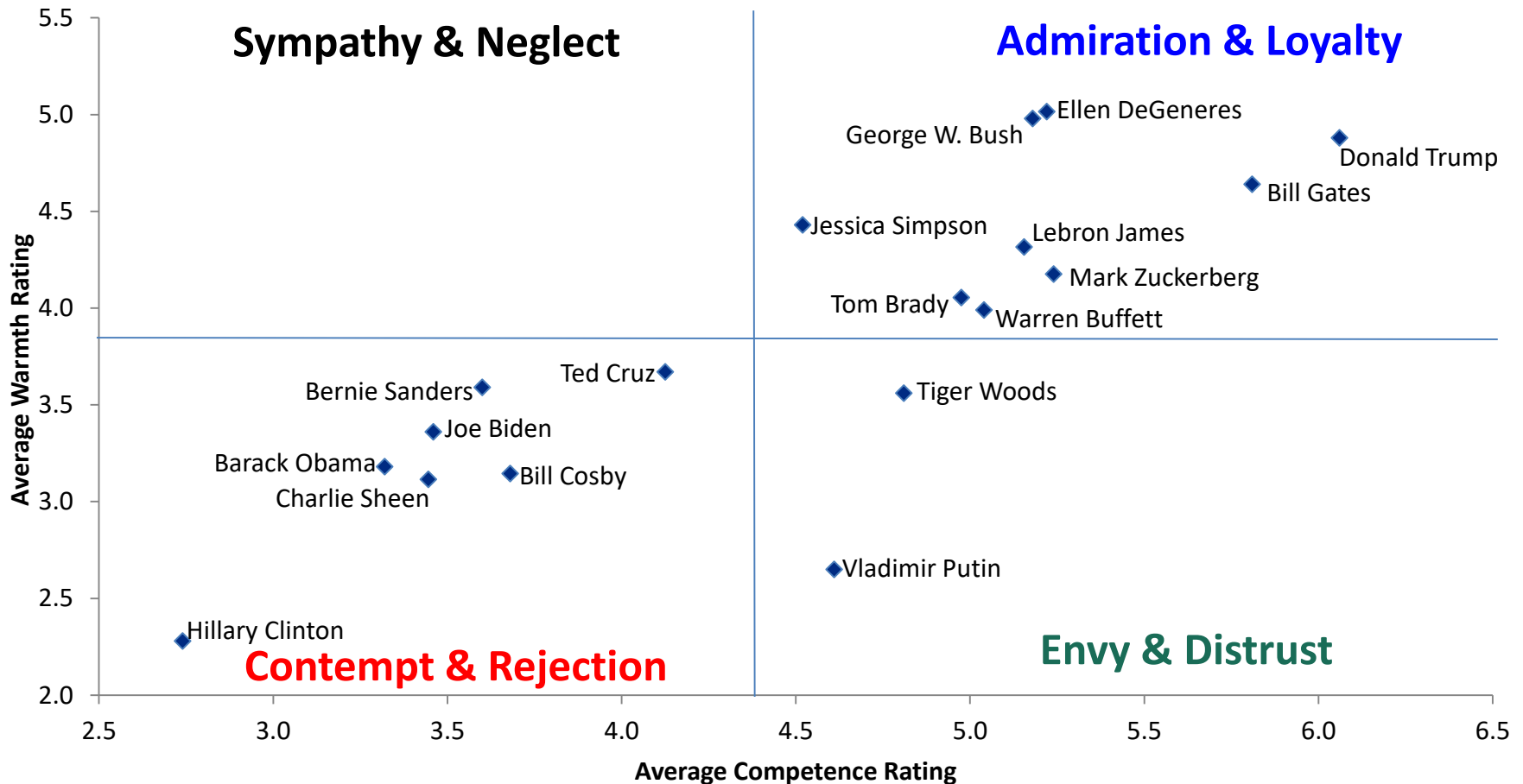
Hillary Clinton Supporter Perceptions

- Those most likely to vote for Hillary Clinton have generally more favorable views of all individuals, except Donald Trump, whom they view more negatively.



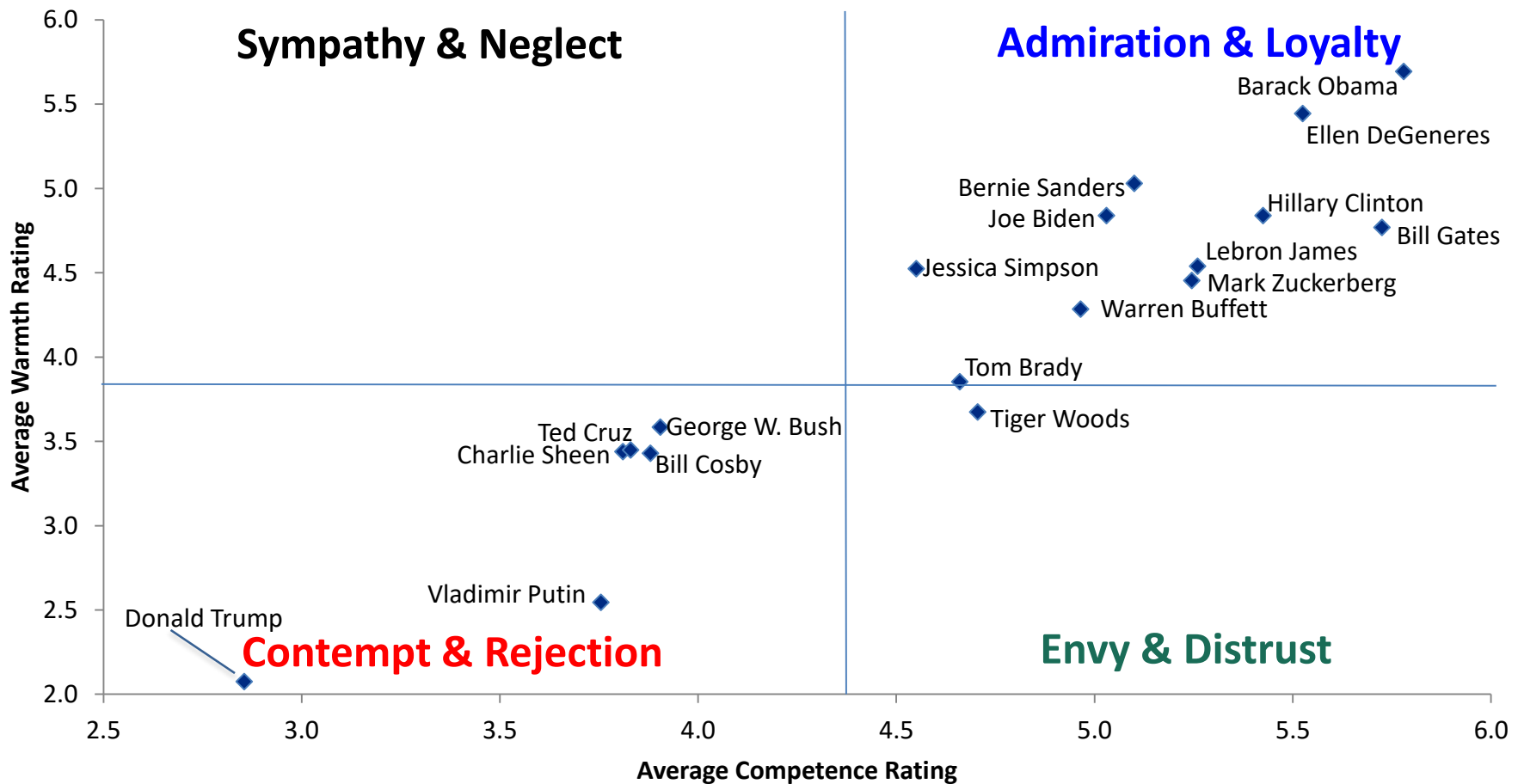
Donald Trump Supporter Perceptions

- Those most likely to vote for Donald Trump have much more favorable views of Trump, Bush, Brady and Putin, but much less favorable ones of all democrats.



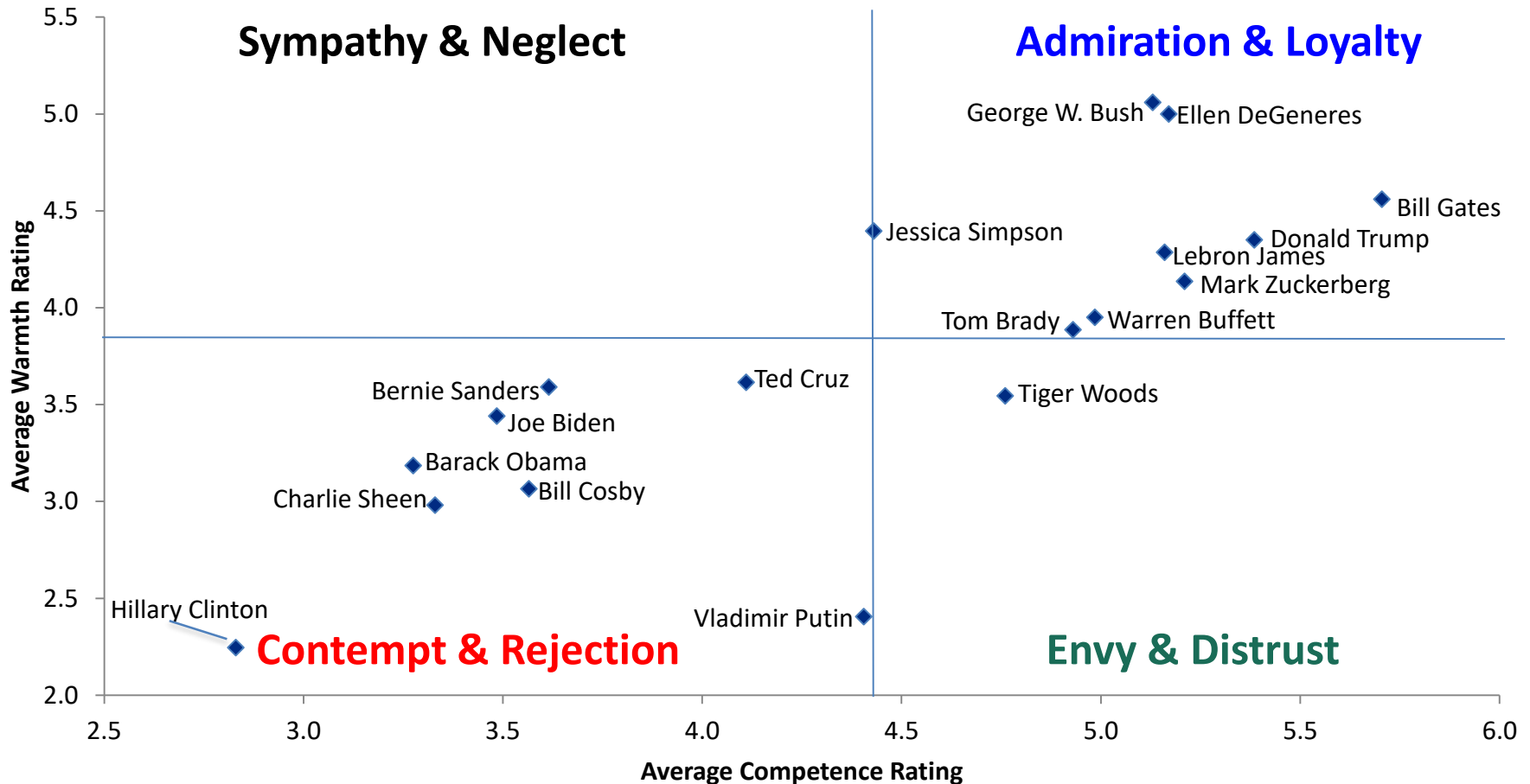
Registered Democrat Perceptions

- Registered Democrats have strongly favorable views of all democratic politicians, but extremely negative views of Donald Trump.



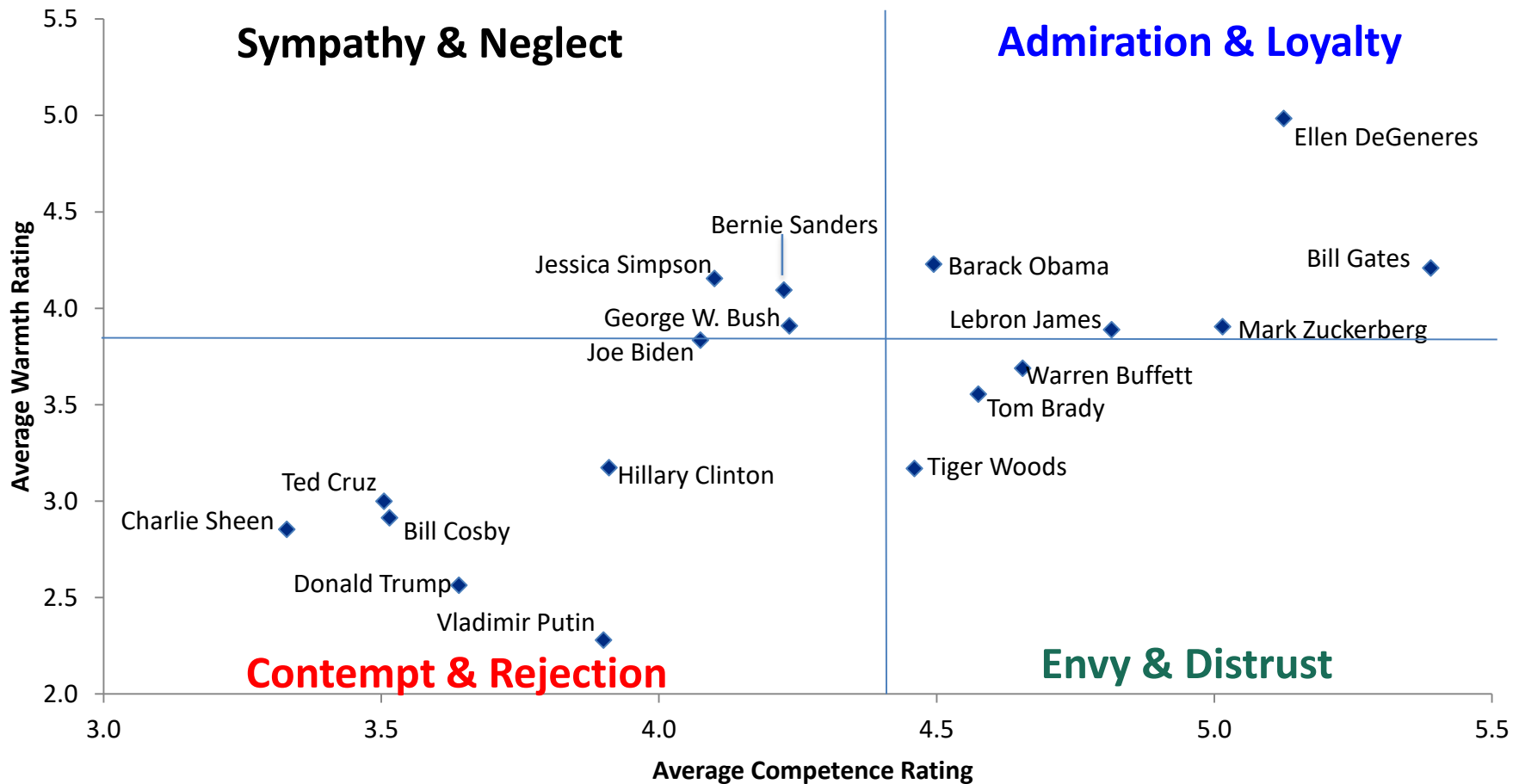
Registered Republican Perceptions

- Registered Republicans have equally negative perceptions of Hillary Clinton, but very favorable one of George W. Bush, Bill Gates and Donald Trump.



All Other Voter Perceptions

- Those respondents indicating they were neither a Democrat or Republican have similar perceptions as those of the total U.S. adult population.



Celebrity & Politician Admiration



- Overall, Bill Gates was rated the most admired individual among those rated, while Vladimir Putin, Bill Cosby and Charlie Sheen are least admired.

Please indicate the degree to which you feel admiration for each of the following people at this point in time. Mean response on a 1-7 scale*	Overall	Men	Women	Clinton Supporter	Trump Supporter	Democrat	Republican	Other (Party)
Bill Gates	5.0	5.3	4.7	5.4	5.3	5.3	5.1	4.7
Ellen DeGeneres	4.6	4.3	4.9	5.3	4.3	5.3	4.2	4.4
Mark Zuckerberg	4.3	4.5	4.1	4.8	4.4	4.7	4.4	4.0
Barack Obama	4.2	4.4	4.1	6.3	2.9	5.8	2.9	4.0
Lebron James	4.0	4.5	3.6	4.6	4.1	4.6	4.0	3.6
Warren Buffett	4.0	4.2	3.8	4.5	4.1	4.4	4.0	3.7
Bernie Sanders	3.9	4.0	3.9	4.9	3.1	5.0	3.0	3.8
George W. Bush	3.9	4.0	3.9	3.7	5.1	3.4	5.0	3.6
Joe Biden	3.7	3.8	3.6	5.0	3.0	4.8	2.9	3.4
Jessica Simpson	3.6	3.7	3.5	4.0	3.9	4.0	3.5	3.4
Tom Brady	3.6	4.2	3.1	3.7	4.2	3.8	4.0	3.3
Hillary Clinton	3.5	3.6	3.4	6.0	2.3	5.2	2.3	3.0
Tiger Woods	3.4	3.9	2.8	3.8	3.7	3.7	3.6	3.0
Donald Trump	3.3	3.6	2.9	2.1	6.1	2.3	5.1	2.8
Ted Cruz	3.0	3.2	2.7	3.3	3.4	3.2	3.4	2.6
Charlie Sheen	2.9	3.2	2.5	3.3	3.0	3.4	2.7	2.6
Bill Cosby	2.7	3.0	2.4	3.2	2.7	3.0	2.6	2.4
Vladimir Putin	2.5	2.8	2.1	2.6	2.9	2.6	2.6	2.3

Likelihood to Vote for President

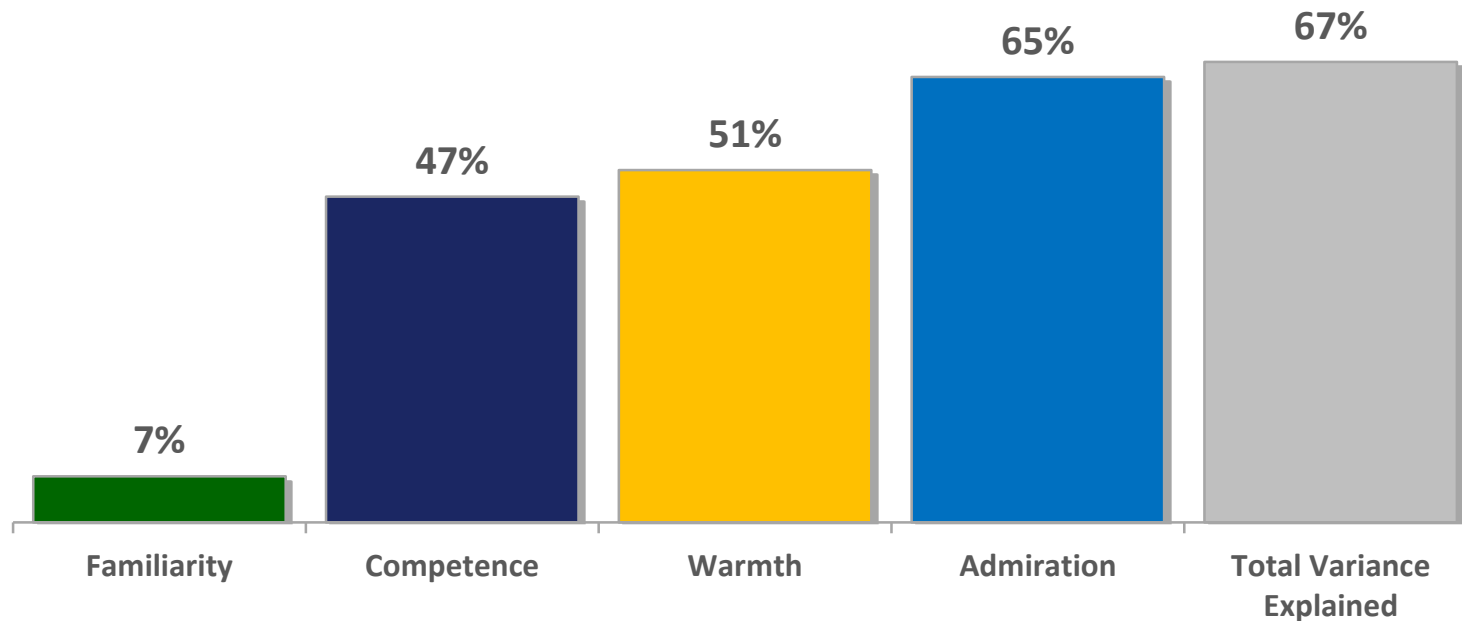


- Overall, Barack Obama and Hillary Clinton are most broadly supported as Presidential candidates, while Bill Gates and Donald Trump are equally appealing.

Please indicate how likely you would be to vote for each of the following people for President of the United States, if they were running for that office in the next election. % Saying 6 or 7 on a 7 point scale*	Overall %	Men %	Women %	Clinton Supporter %	Trump Supporter %	Democrat %	Republican %	Other (Party) %
Barack Obama	42%	43%	41%	84%	20%	73%	17%	34%
Hillary Clinton	33%	33%	34%	100%	11%	70%	6%	24%
Bill Gates	28%	32%	24%	36%	36%	29%	35%	23%
Donald Trump	28%	31%	26%	9%	100%	10%	67%	16%
Bernie Sanders	27%	26%	27%	44%	11%	48%	9%	22%
George W. Bush	25%	25%	25%	17%	49%	13%	45%	21%
Joe Biden	22%	21%	22%	48%	10%	42%	9%	15%
Ellen DeGeneres	21%	16%	25%	30%	16%	28%	11%	21%
Mark Zuckerberg	17%	20%	14%	24%	25%	21%	21%	11%
Warren Buffett	17%	16%	17%	22%	21%	22%	17%	13%
Lebron James	11%	16%	5%	15%	18%	15%	14%	5%
Ted Cruz	11%	14%	8%	11%	20%	11%	19%	6%
Tom Brady	9%	15%	3%	9%	18%	9%	14%	5%
Tiger Woods	7%	12%	2%	9%	15%	8%	12%	2%
Bill Cosby	6%	8%	3%	12%	8%	11%	4%	2%
Vladimir Putin	6%	9%	3%	10%	13%	8%	7%	4%
Charlie Sheen	5%	8%	2%	9%	8%	9%	4%	2%
Jessica Simpson	5%	7%	3%	11%	7%	8%	3%	4%

- The basic HUMAN Brand perceptions of warmth, competence and admiration explain fully 67% of respondents willingness to vote for Presidential candidates.
- This is before a single issue or candidate experience are considered, highlighting that HUMAN Brand perceptions are the primary drivers of election outcomes.

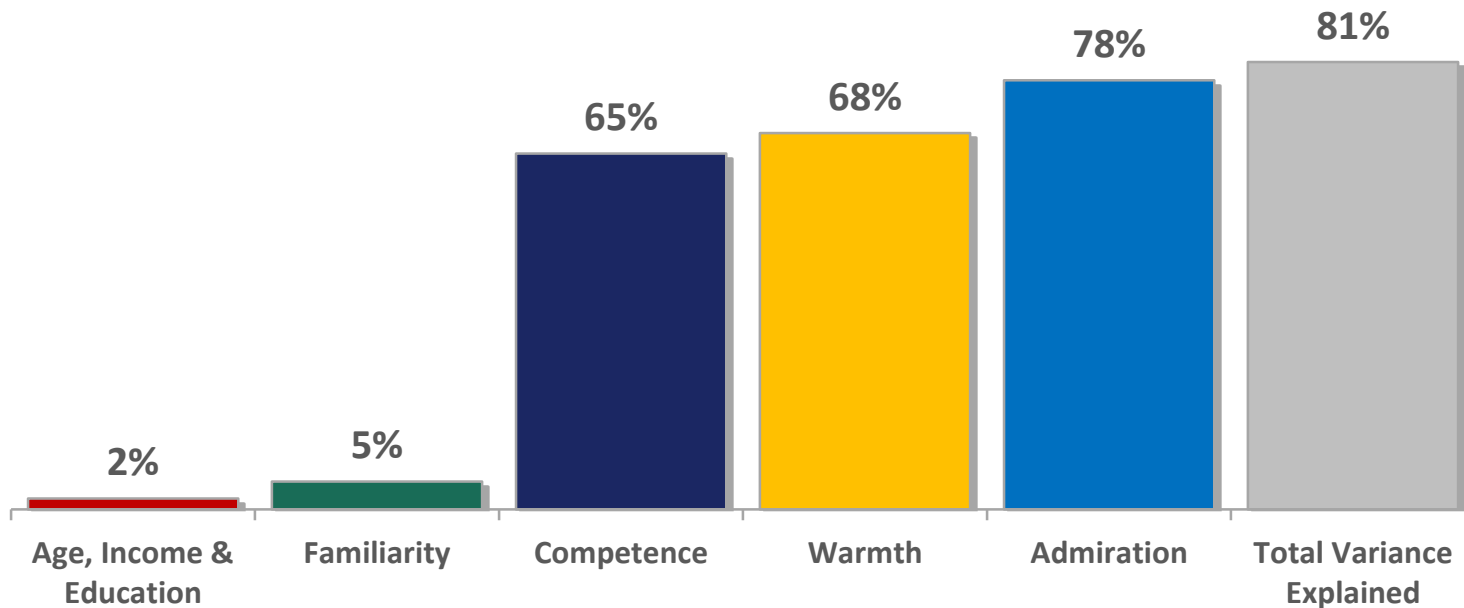
Drivers of Presidential Election Candidate Voting Intent*



Hillary Clinton Voting Drivers

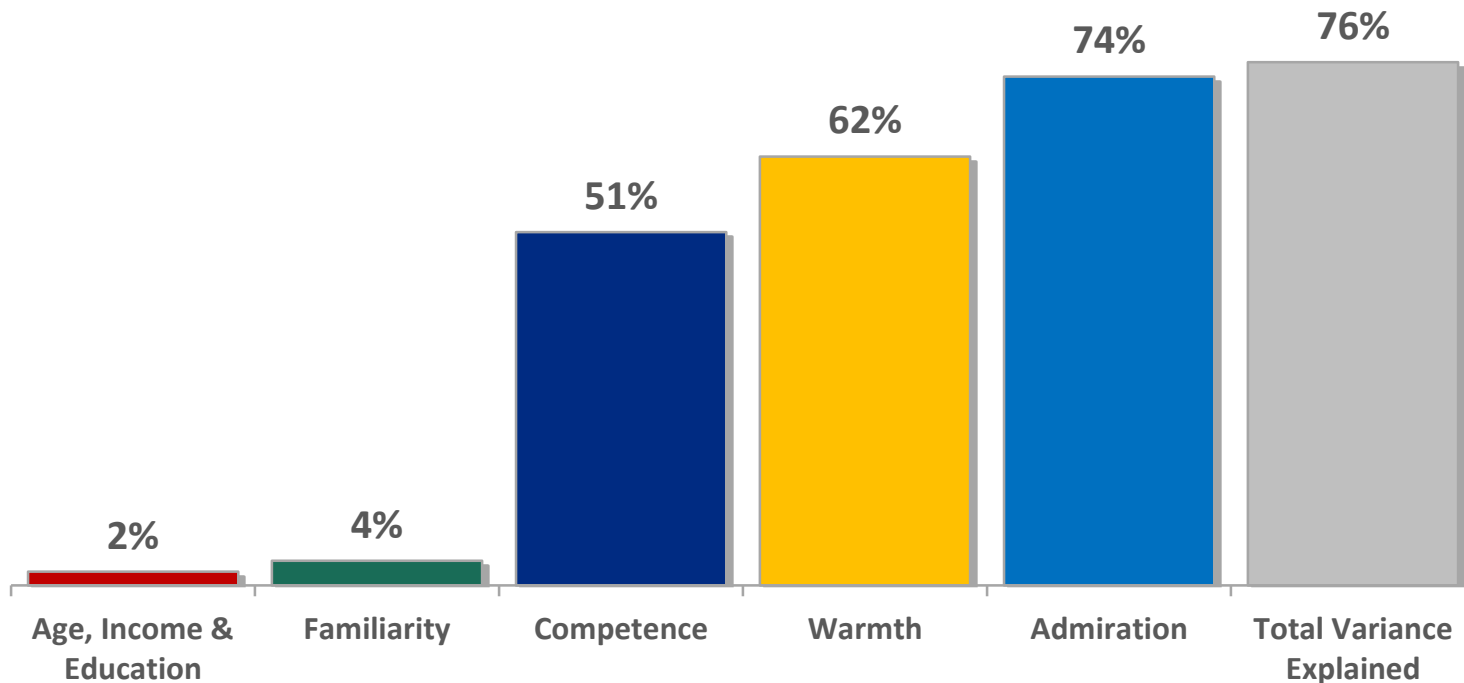
- These HUMAN Brand perceptions are even more strongly predictive of intent to vote for Hillary Clinton, explaining over 80% of respondents intended support.
- Interestingly, demographic characteristics like age, income and education level have very little impact on willingness to vote for Clinton.

Drivers of Hillary Clinton Voting Intent*



- Similarly, over 75% of respondents' willingness to vote for Donald Trump is explained by these three basic human perceptions.
- Improved warmth perceptions would have the greatest impact on voters' feelings of admiration and support for Trump as a presidential candidate.

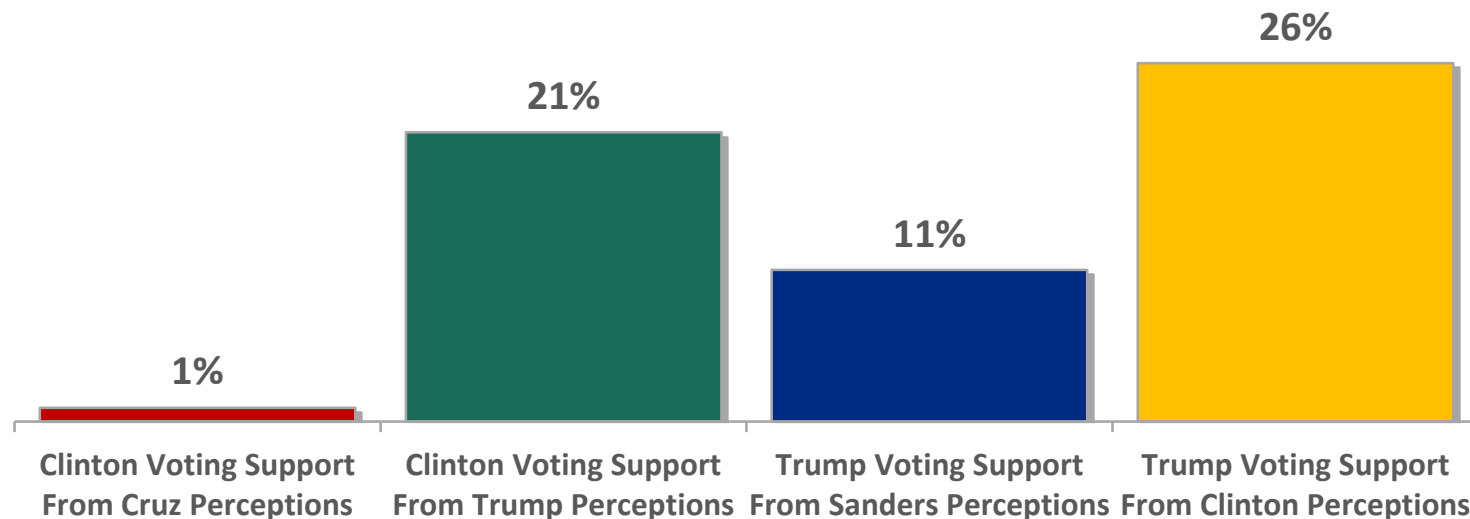
Drivers of Donald Trump Voting Intent*



How Clinton & Trump Help Each Other

- Clinton and Trump each effectively “campaign” for each other through the negative perceptions that many voters have of them.
- Specifically, 21% of voting support for Clinton is driven by negative view of Trump, while 26% of Trump voting support is driven by negative views of Clinton.

Opponent Impact on Candidate Voting Support*



- The 2016 Presidential election will be decided by HUMAN Brand perceptions of warmth, competence and admiration, not issues.
 - 81% of willingness to vote for Hillary Clinton is driven by her HUMAN Brand perceptions.
 - 76% of willingness to vote for Donald Trump is driven by his HUMAN Brand perceptions.
- Clinton and Trump effectively “campaign” for one another with opposing voters.
 - 26% of willingness to vote for Donald Trump is driven by Clinton’s negative perceptions.
 - 21% of willingness to vote for Hillary Clinton is driven by Trump’s negative perceptions.
- Candidate warmth ratings have greater influence on voting intentions than competence ratings, as warmth ratings alone predict 68% of Clinton’s support and 62% of Trump’s support.
 - If either candidate would more openly admit their failures and mistakes in the upcoming Presidential debate, while also explaining their intentions at the time, warmth perceptions and voter support could improve significantly.
 - However, neither candidate seems willing or likely to do so.

- Clinton and Trump supporters have widely differing views of other well-known celebrities and politicians.
 - Clinton supporters would sooner vote for LeBron James, Jessica Simpson or Mark Zuckerberg for President than Donald Trump.
 - Trump supporters would sooner vote for Tom Brady, Tiger Woods or Ellen DeGeneres for President than Hillary Clinton.
- Overall, US adults have very similar HUMAN Brand perceptions of Donald Trump and Vladimir Putin, with both viewed quite negatively.
- Bill Gates and Ellen DeGeneres are far more respected and admired than most celebrities and politicians, across voters of all political affiliations.
 - 28% of US adults would definitely vote for Bill Gates for President (the same proportion as Trump)
 - 21% of US adults would definitely vote for Ellen DeGeneres for President (behind Joe Biden at 22%)
- While Clinton leads Trump by 5% in voting support, the outcome will be heavily dependent on turnout, as 84% of Trump supporters definitely plan to vote versus 78% of Clinton supporters.

APPENDIX



Respondent State of Residence

- Consistent with census estimates, the largest proportion of respondents reside in the South region and the least in the Northeast region.
- Region of residence varies only slightly by gender, age and party affiliation.

In what state do you reside?	Overall %	Men %	Women %	Clinton Supporter %	Trump Supporter %	Democrat %	Republican %	Other (Party) %
South	38%	35%	41%	37%	39%	39%	40%	36%
West	23%	22%	24%	26%	20%	28%	21%	20%
Midwest	21%	24%	18%	16%	27%	15%	25%	23%
Northeast	18%	19%	17%	21%	15%	19%	13%	20%

Respondent Gender and Age

- All genders and ages are well represented and balanced among our sample of respondents.

Please indicate your gender.	Overall %	Clinton Supporter %	Trump Supporter %	Democrat %	Republican %	Other (Party) %
Female	51%	52%	47%	51%	51%	51%
Male	49%	48%	53%	49%	49%	49%

Which of the following best describes your age?	Overall %	Men %	Women %	Clinton Supporter %	Trump Supporter %	Democrat %	Republican %	Other (Party) %
18-24 years	13%	13%	13%	9%	4%	13%	7%	17%
25-34 years	18%	22%	14%	22%	19%	18%	17%	19%
35-44 years	17%	18%	16%	17%	14%	17%	12%	20%
45-54 years	18%	16%	20%	18%	19%	20%	21%	14%
55-64 years	16%	11%	21%	16%	18%	16%	19%	14%
65-74 years	10%	10%	10%	12%	12%	12%	11%	8%
75 or older	7%	8%	6%	5%	13%	4%	12%	6%
Prefer not to say	1%	2%	0%	1%	1%	0%	0%	2%

Respondent Household Income

- Similarly, all household income levels were well represented and balanced across age, gender and party affiliation.

For statistical purposes only, which of the following categories best represents your total annual household income? Please select only one answer below.	Overall %	Men %	Women %	Clinton Supporter %	Trump Supporter %	Democrat %	Republican %	Other (Party) %
Under \$15,000	13%	11%	15%	15%	11%	14%	11%	14%
\$15,000-\$24,999	11%	11%	11%	10%	11%	10%	11%	12%
\$25,000-\$34,999	10%	9%	11%	10%	7%	10%	8%	11%
\$35,000-\$49,999	13%	10%	16%	12%	13%	14%	12%	13%
\$50,000-\$74,999	17%	19%	15%	14%	18%	19%	14%	18%
\$75,000-\$99,999	12%	12%	12%	12%	12%	11%	14%	11%
\$100,000-\$149,999	13%	15%	11%	14%	12%	14%	12%	13%
\$150,000-\$199,999	5%	5%	5%	8%	7%	5%	6%	4%
Over \$200,000	5%	7%	3%	3%	9%	2%	11%	3%
Don't know	0%	1%	0%	1%	0%	0%	0%	1%
Prefer not to say	1%	0%	1%	0%	0%	0%	1%	1%

Respondent Education Completed



- About 30% of our respondents are college graduates, consistent with census estimate.

For statistical purposes only, what is the last grade of education you completed? Please select only one answer below.	Overall %	Men %	Women %	Clinton Supporter %	Trump Supporter %	Democrat %	Republican %	Other (Party) %
Grade school	4%	4%	4%	4%	7%	1%	8%	4%
Some high school	8%	8%	8%	8%	8%	6%	8%	9%
High school graduate	30%	26%	34%	26%	28%	33%	27%	30%
Some university	19%	18%	20%	17%	20%	19%	21%	18%
Technical/Trade school	8%	8%	8%	7%	10%	8%	6%	9%
University graduate	20%	23%	17%	21%	19%	20%	21%	19%
Some graduate school	3%	4%	2%	4%	2%	2%	2%	4%
Graduate school	4%	4%	4%	6%	2%	4%	4%	4%
Post-graduate school	4%	6%	2%	7%	4%	6%	2%	4%
Prefer not to say	0%	0%	0%	0%	0%	0%	0%	0%

Respondent Marital Status



- The majority of our respondents are married (58%), which is slightly higher than the 2015 census estimate of 54%.
- Though this demographic measure was not included in our data weighting, we are comfortable that respondents of all marital statuses are well represented.

Please indicate your marital status.	Overall %	Men %	Women %	Clinton Supporter %	Trump Supporter %	Democrat %	Republican %	Other (Party) %
Married or Living as Married	58%	55%	60%	62%	60%	58%	59%	57%
Single, Never Married	26%	32%	20%	22%	24%	23%	25%	28%
Divorced or Separated	11%	9%	13%	12%	8%	13%	10%	11%
Widowed	5%	4%	7%	4%	8%	6%	6%	5%
Prefer Not to Say	0%	0%	0%	0%	0%	0%	0%	0%

Respondent Race & Ethnicity

- Respondent races and ethnicities are also well represented across all genders, ages and political party affiliations.

Do you consider yourself Hispanic?	Overall %	Men %	Women %	Clinton Supporter %	Trump Supporter %	Democrat %	Republican %	Other (Party) %
No	82%	84%	80%	77%	89%	80%	90%	78%
Yes	17%	14%	19%	21%	11%	19%	9%	21%
Prefer not to say	1%	1%	1%	2%	0%	1%	1%	1%

Which of the following best describes your ethnic background?	Overall %	Men %	Women %	Clinton Supporter %	Trump Supporter %	Democrat %	Republican %	Other (Party) %
White or Caucasian	77%	76%	78%	72%	87%	70%	83%	79%
Black or African American	13%	14%	12%	18%	10%	22%	11%	8%
Asian or Asian American	6%	6%	6%	6%	2%	5%	3%	9%
Native American/American Indian/Alaska Native	0%	1%	0%	0%	0%	1%	0%	0%
Pacific Islander/Native Hawaiian	0%	0%	1%	0%	0%	0%	1%	0%
Some other ethnic background	3%	2%	3%	1%	0%	3%	1%	3%
Prefer not to say	1%	1%	1%	1%	0%	0%	1%	1%

Likelihood to Vote in Election

- Overall, just under 70% of all respondents indicated they will definitely vote in the 2016 Presidential election, with Democrats and Republicans equally likely.

How likely are you to vote in the next election for President of the United States?	Overall %	Men %	Women %	Clinton Supporter %	Trump Supporter %	Democrat %	Republican %	Other (Party) %
Definitely will vote	68%	70%	65%	78%	84%	78%	78%	53%
Probably will vote	10%	12%	9%	7%	11%	8%	14%	10%
Might or might not vote	11%	7%	15%	9%	4%	7%	5%	18%
Probably will not vote	3%	3%	3%	2%	0%	3%	1%	5%
Definitely will not vote	8%	8%	8%	4%	1%	4%	2%	15%

Respondent Political Party Affiliation



- Consistent with the most recent Gallup polls for political party affiliation, our sample is comprised of 31% Democratic and 28% Republican respondents.

With which of the following political parties are you currently affiliated, if any?	Overall %	Men %	Women %	Clinton Supporter %	Trump Supporter %
Democrat Party	31%	31%	31%	65%	11%
Republican Party	27%	27%	27%	5%	65%
Registered Independent	21%	23%	19%	15%	15%
None of the above	14%	13%	15%	8%	7%
Prefer not to say	5%	2%	8%	6%	1%
Libertarian Party	2%	3%	0%	2%	1%
Green Party	1%	1%	0%	0%	0%

Respondent Political Views

- The political views of respondents were fairly evenly distributed, with about a third each reporting moderate, conservative or liberal/other views.
- As would be expected, Democrats more often reported having liberal views while Republicans reported strongly conservative views.

Which of the following best describes your political views?	Overall %	Men %	Women %	Clinton Supporter %	Trump Supporter %	Democrat %	Republican %	Other (Party) %
Moderate	36%	33%	38%	41%	25%	39%	25%	40%
Conservative	29%	31%	27%	13%	55%	15%	60%	19%
Liberal	19%	21%	18%	35%	7%	39%	4%	15%
Other	10%	11%	8%	2%	12%	2%	10%	15%
Prefer not to say	7%	4%	9%	8%	1%	4%	0%	12%