Brand Alignment
Hillary Clinton Fans and the Brands They Like

April 2015 report

Project Introduction

A recent [article in the Wall Street Journal](#) pointed out the lack of promotion push by brands in connection with the Hillary Clinton presidential campaign on social media when it was officially announced:

> "The Internet was abuzz over Hillary Clinton's official launch of her presidential campaign on Sunday. Within 10 hours, the announcement on Mrs. Clinton's Facebook pages were viewed about 1.7 million times and shared about 45,000 times, according to digital marketing firm Amobee Brand Intelligence. There were also about 251,000 tweets about Mrs. Clinton in those first 10 hours, and the announcement video garnered about 1.5 million views on YouTube.
>
> Amobee said some paid promotion occurred on social media, but it seemed minimal. Absent from the social media conversation were brands — Amobee said it "did not see any brands aligning themselves proactively" around Mrs. Clinton's announcement. Theoretically, this could have been an opportunity for brands to do messaging on issues that are important to them."

So how can brands make the right decisions around marketing alignment with political candidates or political issues? Data can lend a hand. In this study, CivicScience looked at a profile of the Hillary Clinton candidate fans, as well as specific brands that would make more sense to align with the Clinton campaign, and brands that wouldn't.

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About this Data

- CivicScience developed this report using our InsightStore™ – an online, enterprise consumer research platform that mines real-time consumer opinions and custom research responses from millions of anonymous, voluntary poll takers.

- The data for this report were collected from the following question: "**How much do you like Hillary Clinton as a presidential candidate?**"
    - Collection dates: 4/14/2015 to 4/20/2015
    - Total respondents (U.S. adults, 18+): 3,719

- Favorable responses to this question (those who have a positive opinion of Hillary Clinton as a presidential candidate – "Hillary Clinton fans") were cross-tabulated against hundreds of other questions in the InsightStore™. This allowed us to profile the Hillary Clinton fan and find some brands for which they over-index in affinity when compared to the general population.

- Unfavorable responses to the question (those who have a negative opinion of Hillary Clinton as a presidential candidate – "Non-fans") were cross-tabulated against brand questions in the InsightStore™ to find which brands they align with more.

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Fan Profile

Hillary Clinton Candidate Fan Profile

The answer choices "I love her as a candidate" and "I like her as a candidate" were combined to form one segment – Hillary Clinton fans. By comparing fans to the general adult population, we uncovered the following fan profile:

Demographics
- 62% are women.
- 57% are homeowners, which is similar to the general adult population.
- They are 21% LESS likely to live in a rural area and are slightly more likely to live in an urban area or the suburbs.
- They are slightly more likely to not have children.
- Fans are slightly LESS likely to be multilingual than the general population.
- Fans are 15% more likely to be single, never married.

Media Consumption
- They are 23% more likely than the general population to say their purchases and behaviors are most influenced by TV ads (rather than Internet ads or social media chatter).
- They are 30% more likely to say they watch local TV news every day.
- They are 15% LESS likely to own a smartphone.

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Fan Profile (Continued)

The answer choices "I love her as a candidate" and "I like her as a candidate" were combined to form one segment – Hillary Clinton fans. By comparing fans to the general adult population, we uncovered the following fan profile:

Lifestyle
- They are 64% more likely to say their favorite book genre is biographies / memoirs.
- They are 15% more likely to say books are important or a passion of theirs.
- Fans are 17% more likely to follow trends and current events in the TV and movie industry.
- They are 48% more likely to consider themselves morning people than the general population (vs. night owls).

Shopping Behaviors
- Fans are 16% more likely than the general population to value a company's social consciousness and overall kindness when shopping.
- They are 37% more likely to make it a point to purchase environmentally friendly products.
- They are 29% more likely to prefer sedans than the general population and are 64% more likely to prefer compact cars than the general population.
- They are 33% more likely to value diverse menu options most when dining out.
- Fans are 13% LESS likely to eat at fast food restaurants monthly.

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Favored Brands Among Fans

Favored Brands Among Fans

Hillary Clinton Fans are more likely to say they love or like the following brands when compared to the general population:

Brand	Favorability among Hillary Clinton Fans	Favorability among General Population	Index
Boost mobile	18%	6%	300
Peet's Coffee & Tea	46%	28%	164
Popeye's Chicken	52%	36%	144
Subaru cars	79%	66%	120
Haagen-Dazs ice cream	59%	52%	113

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Favored Brands Among Non-Fans

Favored Brands Among Non-Fans

Non Hillary Clinton Fans are more likely to say they love or like the following brands when compared to the general population:

Brand	Favorability among Non Hillary Clinton Fans	Favorability among General Population	Index
Capital Grille	42%	30%	140
Applebee's	64%	48%	133
Domino's	47%	37%	127
Denny's	49%	39%	126
Taco Bell	58%	48%	121
Arby's	62%	52%	119
Wendy's	61%	52%	117

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Data Recap

Fan Profile and Favored Brands Recap

Fans are more likely to be **women** who live in the **suburbs** or an **urban** area. They are more likely to be **single**, never married and 43% **do not have children**, which is slightly more than the general population. They are **influenced by TV ads** and are more likely than the general population to **watch local TV news** every day. They **enjoy reading**, make it a point to **purchase environmentally friendly products**, and eat fast food less than the general population. 49% of fans consider themselves **morning people**, rather than the 40% who consider themselves night owls.

Top three brands that Hillary Clinton fans have a more favorable opinion than the general U.S. adult population:

1.   Hillary Clinton fans are 2X more likely to favor Boost Mobile.
2.   Hillary Clinton fans are 64% more likely to enjoy Peet's Coffee & Tea.
3.   Hillary Clinton fans are 44% more likely to enjoy Popeye's Chicken.

Those three brands score higher in their over-indexing than the top over-indexed brands among non-fans. Also notable is that Subaru (79%) and Haagen-Dazs ice cream (59%) captured the highest percentage of Hillary Clinton candidacy fans who view those brands favorably.

Which brands should shy away from aligning themselves with the Clinton campaign? Capital Grille, Applebee's, Denny's, and various fast food restaurants.

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Methodology

About the CivicScience Methodology:

CivicScience collects real-time consumer research data via polling applications that run on hundreds of U.S. publisher websites, cycling through thousands of active questions on any given day. Respondents answer because they are interested in offering their opinions voluntarily and to see the results; they are kept anonymous, allowing for greatly reduced bias and higher levels of engagement. Using technology, CivicScience builds deep psychographic profiles of these anonymous respondents over time, providing valuable consumer sentiment data to the decision makers who care. Automated data science technology allows clients to rapidly gain robust consumer insight and trending reports. The CivicScience methodology has been validated by a team of academic leaders and by independent consulting firms. Responses may be weighted for U.S. census representativeness for gender and age. CivicScience currently has millions of anonymous consumer profiles and 600 million responses stored, growing daily.

Thank you.

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