



**Presidential Candidate Net Promoter® Score\* (NPS)**

Source: BIGresearch, April 08 CIA (N=8180) & May 08 CIA (N=8347)

For each of the following Presidential Candidates listed below, how likely is it that you would recommend them to a friend or colleague?

Hillary Clinton	<u>All Adults</u>		<u>Republicans</u>		<u>Democrats</u>		<u>Independents</u>		<u>Obama Promoter*</u>		<u>McCain Promoter*</u>	
	APRIL	MAY	APRIL	MAY	APRIL	MAY	APRIL	MAY	APRIL	MAY	APRIL	MAY
	<i>Promoters</i>	18.7%	18.4%	3.8%	3.9%	36.5%	35.7%	13.1%	13.2%	28.6%	23.5%	11.0%
<i>Passive</i>	10.3%	10.2%	3.1%	3.8%	16.2%	15.7%	10.8%	10.3%	14.6%	13.1%	3.3%	3.9%
<i>Detractors</i>	71.0%	71.3%	93.1%	92.3%	47.3%	48.6%	76.1%	76.5%	56.8%	63.4%	85.6%	88.8%
<b>% Net Promoter Score (NPS)*</b>												
	-52.3%	-52.9%	-89.3%	-88.4%	-10.8%	-12.8%	-63.0%	-63.3%	-28.2%	-39.9%	-74.6%	-81.4%

John McCain	<u>All Adults</u>		<u>Republicans</u>		<u>Democrats</u>		<u>Independents</u>		<u>Obama Promoter*</u>		<u>Clinton Promoter*</u>	
	APRIL	MAY	APRIL	MAY	APRIL	MAY	APRIL	MAY	APRIL	MAY	APRIL	MAY
	<i>Promoters</i>	16.3%	14.9%	35.8%	35.1%	6.0%	4.1%	11.6%	9.8%	6.9%	5.0%	9.6%
<i>Passive</i>	11.3%	11.2%	19.4%	19.7%	5.8%	5.5%	11.4%	10.5%	4.5%	4.7%	6.7%	6.5%
<i>Detractors</i>	72.3%	73.9%	44.8%	45.1%	88.2%	90.4%	77.0%	79.7%	88.6%	90.3%	83.7%	87.5%
<b>% Net Promoter Score (NPS)*</b>												
	-56.0%	-58.9%	-9.1%	-10.0%	-82.2%	-86.4%	-65.5%	-69.9%	-81.7%	-85.3%	-74.1%	-81.4%

Barack Obama	<u>All Adults</u>		<u>Republicans</u>		<u>Democrats</u>		<u>Independents</u>		<u>McCain Promoter*</u>		<u>Clinton Promoter*</u>	
	APRIL	MAY	APRIL	MAY	APRIL	MAY	APRIL	MAY	APRIL	MAY	APRIL	MAY
	<i>Promoters</i>	19.7%	18.9%	5.0%	5.0%	35.8%	34.1%	16.8%	15.3%	8.3%	6.1%	29.7%
<i>Passive</i>	11.8%	10.8%	5.9%	4.9%	14.9%	14.6%	14.6%	12.5%	4.5%	3.2%	11.9%	10.4%
<i>Detractors</i>	68.5%	70.2%	89.1%	90.1%	49.3%	51.3%	68.7%	72.2%	87.2%	90.7%	58.5%	66.4%
<b>% Net Promoter Score (NPS)*</b>												
	-48.8%	-51.3%	-84.0%	-85.0%	-13.4%	-17.3%	-51.9%	-57.0%	-78.9%	-84.5%	-28.8%	-43.1%

\* Net Promoter, NPS, and Net Promoter Score are trademarks of Satmetrix Systems, Inc., Bain & Company, and Fred Reichheld.