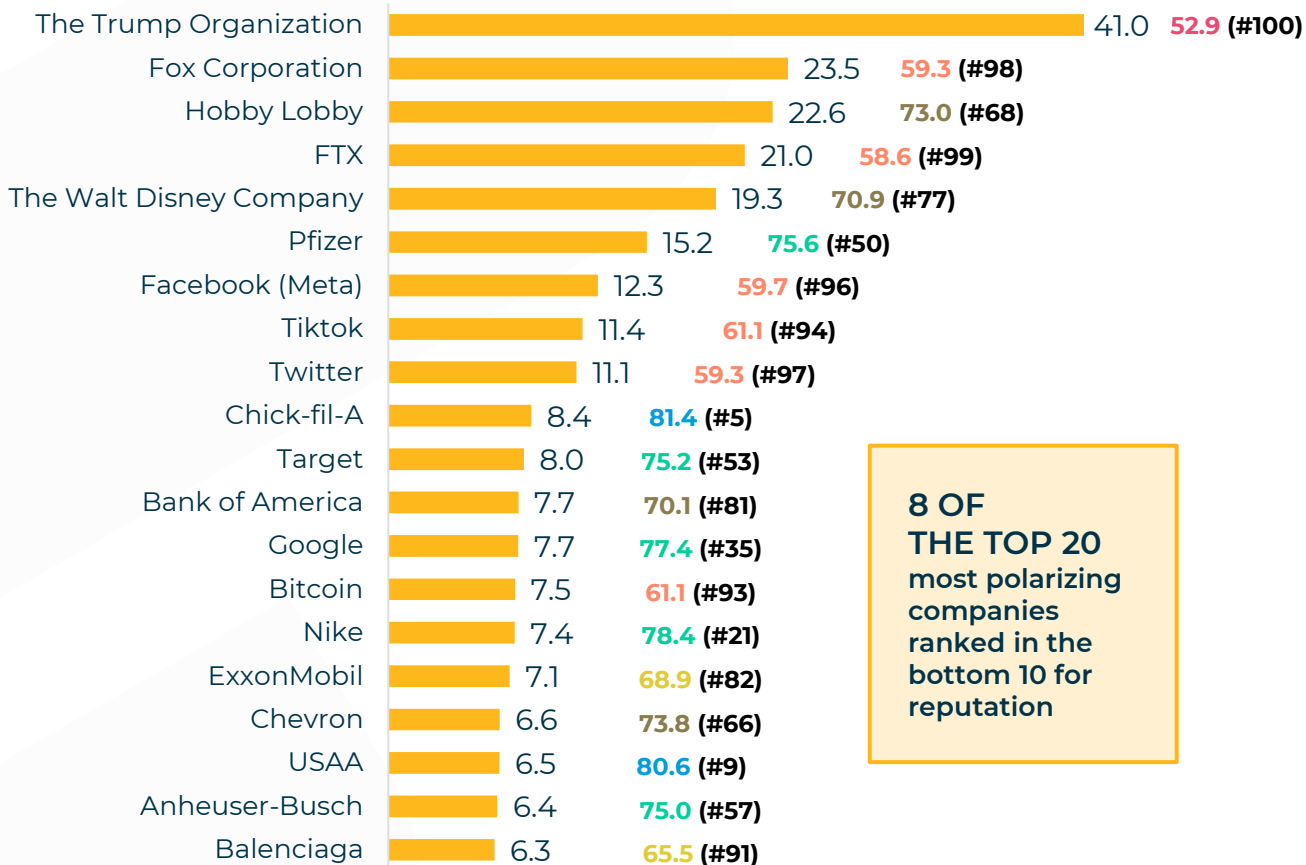


THE MOST PARTISAN BRANDS HAVE POOREST REPUTATIONS

TOP 20 MOST POLARIZING BRANDS

RQ Partisan Split
(Difference between Democrat and Republican RQ Score)

RQ Score Overall

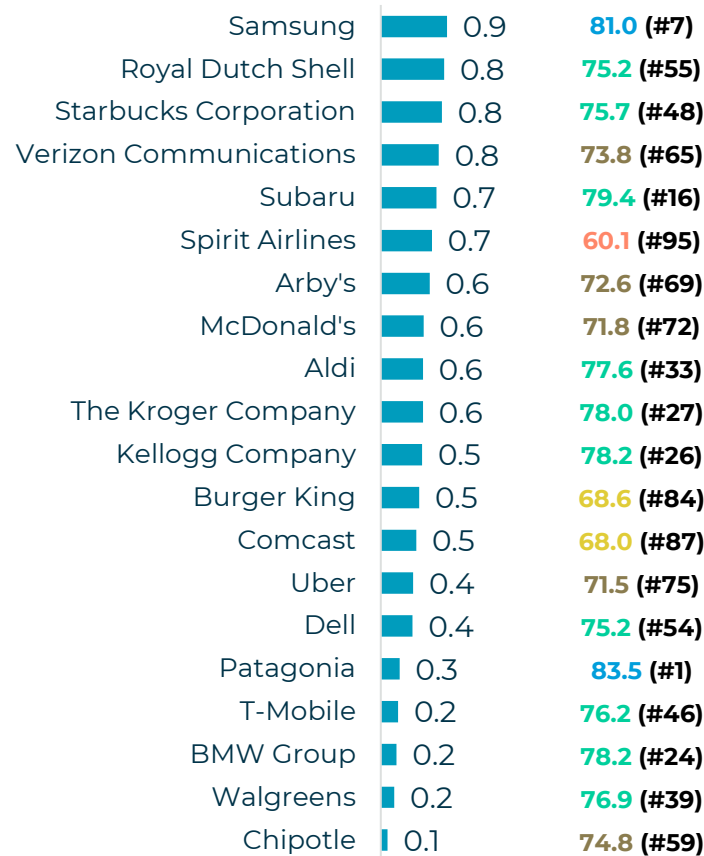


8 OF THE TOP 20 most polarizing companies ranked in the bottom 10 for reputation

TOP 20 LEAST POLARIZING BRANDS

RQ Partisan Split

RQ Score Overall



6 OF THE TOP 10 least polarizing companies have a very good/excellent reputation