



Fluent Poll: Both Clinton and Sanders Would Defeat Republican Opponent in 2016 General Election

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With hours to go until the Iowa Caucus, new Political Pulse research from Fluent breaks down general election matchups between the leading presidential candidates, and provides unique insights into the current perceptions of the American public

NEW YORK--(BUSINESS WIRE)--Feb. 1, 2016-- Ahead of today's Iowa Caucus, the first major electoral event in the nominating process for the President of the United States, [Fluent LLC](#), an IDI company (NYSE MKT: IDI) and industry leader in people-based digital marketing and customer acquisition, today released a study that assesses the strength of each major candidate on a national level. Fluent's survey of over 3,000 American adults ages 18 to 65+ found that both Hillary Clinton and Bernie Sanders would win in matchups against each of the current Republican frontrunners, which include Donald Trump, Ted Cruz, Marco Rubio and Jeb Bush.

Trump would post the strongest challenge to both Clinton and Sanders. When matched up against Clinton, Trump received the support of 24.5% of survey respondents, compared to Clinton's 32.4%. Against Sanders, Trump would lose in a much closer contest, receiving 24.8% of votes, while Sanders would pull in 27.5%. Of note, Hillary Clinton and Donald Trump would drive the largest voter turnout if selected as their respective parties' nominees in the general election, and Clinton would seize a greater share of votes from Republicans than any of her Republican adversaries would capture from Democrats.

Fluent also asked respondents which issues they believed that the top two current leaders from both parties are best suited to handle. The economy was the most common response for all of the candidates across party lines, although the second and third place issues varied by candidate. Respondents found that Clinton is strong on foreign policy, Sanders strong on climate change, and both Trump and Cruz strong on border security and immigration.

When polled about their feelings on the media coverage of the presidential race, 26.1% of all respondents – including 19.6% of Republicans – claimed that there is “too much Trump” in the media, which was the most selected answer by a wide margin. Republicans were much more likely than Democrats to say that they will be following the results of tonight's Iowa Caucus (48.6% to 38.9%), and that they will be following along on social media (40.6% to 33.3%). When asked how they feel about the future of the country, respondents were mostly optimistic, with 41% feeling positive about the country's future, and 27.3% feeling negative.

For an infographic with the full survey results, please visit:
<http://blog.fluentco.com/fluent-2016-pre-iowa-caucus-study>

Also visit Fluent's Political Pulse web portal for complete, ongoing election research and coverage:
<http://www.fluentpoliticalpulse.com>

About Fluent

Fluent, LLC, an IDI company (NYSE MKT: IDI), is an industry leader in people-based digital marketing and customer acquisition, serving over 500 leading consumer brands and direct marketers. Leveraging a massive reservoir of proprietary audience data, as well as millions of real-time survey interactions with consumers every day, Fluent enables advertisers to more effectively target and acquire their most valuable customers, with precision, at a massive scale. The company's headquarters is in New York City, with a satellite office in Washington, DC.

About IDI, Inc.

IDI, Inc. is an information solutions provider focused on the multi-billion dollar data fusion market. IDI delivers otherwise unattainable insight into the ever-expanding universe of consumer- and business-centric data. Through proprietary linking technology, advanced systems architecture, and a massive data repository, IDI addresses the rapidly growing need for actionable intelligence to support the risk management industry, for purposes including due diligence, risk assessment, fraud detection and prevention, authentication and verification, and more. Additionally, IDI's cross-functional core systems and processes are designed to deliver products and solutions to the marketing industry and to enable the public and private sectors to layer our solutions over their unique data sets, providing otherwise unattainable insight.



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