

A photograph of the White House in Washington, D.C., viewed through a dark, heavily rusted metal gate. The gate is in the foreground, partially obscuring the view. The White House is in the background, surrounded by green lawns and trees. The sky is clear and blue.

**What message would
the global public
give the next
President of America?**



According to a global poll, they would say “The USA has ‘globalised the world’ now be ‘global’ in your outlook”.

The trouble is that the American public which elected the President is sending a different signal. They advise: ‘Be local’. According to the poll, 74% of Trump supporters and 56% of Clinton supporters urged their President to put America first when making big decisions. Logical at first, but the counter-logic to adopt a global outlook is worth paying attention to. Among the 12 emerging economies, accounting for 50% of the world’s population and 41% of global GDP, 72% urged the President to be global rather than local. Their logic: “What you do

affects us, very heavily. You have shaped a globalised world. Now be global in your outlook and decision making”. The sentiment favouring globalised decision making is slightly less pronounced at 40% among the prosperous economies, a tier above the emerging, and among the poor economies at 32%, a tier below the emerging.

The profession of marketing and opinion research has been globalised beyond recognition. We know how difficult and counter-productive it would be to now return to the old ways of focusing on single markets. Nostalgia apart—it would be devastating. Interestingly, the nearly 42,000 men and women we interviewed across the world gave a similar message as well. As messengers of the global public, we summarise what they said into three messages.



Dr. Ijaz Shafi Gilani is chairman, Gallup Pakistan and vice president of WIN-GIA. **Peter Kenny** is managing director, Colmar Brunton and vice president of WIN-International



Message 1: Do not yield to the itch to exit globalisation. Many of the American public signaled to you their ‘wish to exit globalisation’. Do not take this on its face value, especially when another group of stakeholders, the global public, is of the opposing view (table 2). Please do remember that Brexit was later seen with remorse.

American economy and power hinges on globalisation, and is not

Message 2: The world believes that American power is not in decline. Do not endorse the 'declinist' thesis.

In the eyes of the global public, American power is not in decline.

Our poll shows 47% world-wide believe that America became more powerful during eight years of the Obama administration (table 2). It is true that many in the American public believe otherwise, especially the supporters of President-Elect Trump, as 78% of them believe in the 'declinist thesis'. Comparative geo-political power is a complex phenomenon. The popular debate on its dynamics is important to listen to, but its translation into policy is a very different matter. When our founder Dr. George Gallup said that polling is a vital instrument of democracy, he advised the readers of polls to be what he called 'sophisticated poll watchers'. Leaders must watch polls but act as leaders rather than followers of momentary opinion measured in polls.

Message 3: The seat for a truly global leadership is still empty. America is a young nation. You are only its 45th President. Its emergence as a world leader is even more recent. If one begins the count with Franklin D Roosevelt, you are only the 14th. Your predecessor, Obama received great respect from the world both at the

According to our poll, (table 2) only 28% believe you can be better while 34% say you will not be able to do as well. Now it is up to you to confront this negative image. Moreover, remember that 85% from among the group that believes you can be better asked you to be a globalist while making decisions regarding the world's problems. This figure is even higher than those who had favoured Hillary Clinton as the next president (81%). But, please do remember that from among this group, 85% asked of you to be a globalist while making decisions regarding the world's problems. 'American exceptionalism' is best described when global respondents, capturing vast majority of world-wide population say "We will be directly affected, in our own countries, by the outcome of the American election"; 69% held that view (table 2). In fairness, the world expects you to translate America's exceptionalism into meaningful policy. Indeed there is as yet an empty seat for global leadership.

HOW DO CLINTON AND TRUMP MEASURE UP TO THE IDEAL FOR A US PRESIDENT?

The 2016 US elections will be remembered for many things, one of them is very likely to be the contrasting personalities of Hillary Clinton and Donald Trump.

Firstly, from a bank of 96 descriptive words it is useful to establish the characteristics of the

Table 2: Global view

1. How much, in your view, is the impact of the US election on your country, on issues such as economic progress, trade, peace etc. In other words how much is the impact of the US President on what happens in your country?

High	69%
Low	25%
Don't know/No reply (DK/NR)	6%

2. Considering that America leads the global economy, should the new US President give priority to the economic interests of the American people, the interests of the people of the world as a whole, or equally to both?

Favour America above others (Local)	16%
Favour global outlook above all (Global)	31%
Favour the two equally (Glocal)	47%
DK/NR	5%
Net globalised GloBal plus GloCal	78%

3. What in your view has been the overall impact of President Obama on the power of America in the world? Has he made it stronger, weaker or made no difference during his 8 years in office?

Stronger	47%
Weaker	18%
No different	27%
DK/NR	9%

4. If Donald Trump becomes the next President, would he perform better than Obama, worse or just as well?

Better than Obama	28%
Equally good	21%
Not as good as Obama	34%
DK/NR	17%

Table 1. Percent urging US President to have a global outlook

	Percent feeling We have been globalised 2%	Percent urging US President to have a global outlook 3%
Tier 1: G7 and other EU countries (prosperous)	50	40
Tier 2: 12 emerging economies	45	72
Tier 3: All other economies	33	32

Methodology

How we polled 70% of the world population in less than 60 days of turn-around (July 25–September 20, 2016). For further details on methodology, detailed tabulation, contributors to this poll, relevant disclaimers and contact information, see: http://wingia.com/en/news/global_vote_on_us_elections_press_release/366/

