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

**According to a global poll, they would say "You have 'globalised the world' now be 'global' in your outlook".**

The trouble is that the American public which elected the President sends 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 among the prosperous economies at 40%, a tier above the emerging and among the poor economies at 32%, a tier below the emerging.

**Globalised decision making in a globalised world**

**Table # 1:**

| (Read in rows) | Percent feeling We have been globalised[2] % | Percent urging U.S. 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 |

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.

**Message # 1: Do not yield to the itch to exit globalisation.**
Many among the American public signaled to you their 'wish to exit globalization'. Do not take this on its face value, especially when another group of stakeholders, the global public, is of the opposing view (Table # 3). Please do remember that Brexit was later seen with remorse.

American economy and power hinges on globalisation, and is not hurt by it when the process is seen in a broader historical context.

**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 # 4). 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 start and the end of his presidency. According to our poll, (Table # 5) 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%). '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 U.S. President?**

The 2016 U.S. 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 "ideal" U.S President. According to respondents in the U.S. the ideal president would be confident (55%), organised (42%), mature (42%), more intelligent (40%) and diplomatic (39%). The opinion of the world is quite similar with characteristics of diplomatic (38%), higher general mental capacity (27%), assertive (27%), and confident (21%).

In this election Trump is perceived by the world to have a personality that is far removed from ideal. He is perceived to disregard rules, be rough, stubborn, emotionally less stable and less intelligent. Whilst Clinton is perceived to be closer, she is also perceived to exhibit low levels of the more desirable characteristics and over index on traditional and maturity.

Whilst these findings hold few surprises, it is astounding to examine how the committed voters view the personalities of the candidates - in particular the voters for Donald Trump. The "world Trump voters" see his personality positively in terms of being grounded, practical, liking people, perfectionist and objective. U.S. Trump voters in this survey similarly see his personality positively as more intelligent, steady, faces reality calmly, practical and higher general mental capacity. The "global Trump voters" have an opposite view of Clinton. They perceive her personality to be impractical, disregards rules, unable to handle abstract thinking, less intelligent and easily upset. Similarly the U.S. Trump voters see Clinton as uncontrolled, rude, careless of social rules, emotionally less stable and unable to handle abstract thinking. Both the world Clinton voters and the U.S. Clinton voters display similar views of Clinton and Trump.

The distance of both candidates from the ideal personality for the President and the partisan perspective of the voters for both Clinton and Trump lead to the conclusion that the 2016 U.S. elections will not be decided on an objective assessment of personality characteristics alone.

*See Figure # 2 (Personality Politics)*

## Tables and figures

**Table # 2:** How much, in your view, is the impact of the U.S. election on your country, on issues such as economic progress, trade, peace etc. In other words how much is the impact of the U.S. President on what happens in your country?

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

T**able # 3:** Considering that America leads the global economy, should the new U.S. 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?

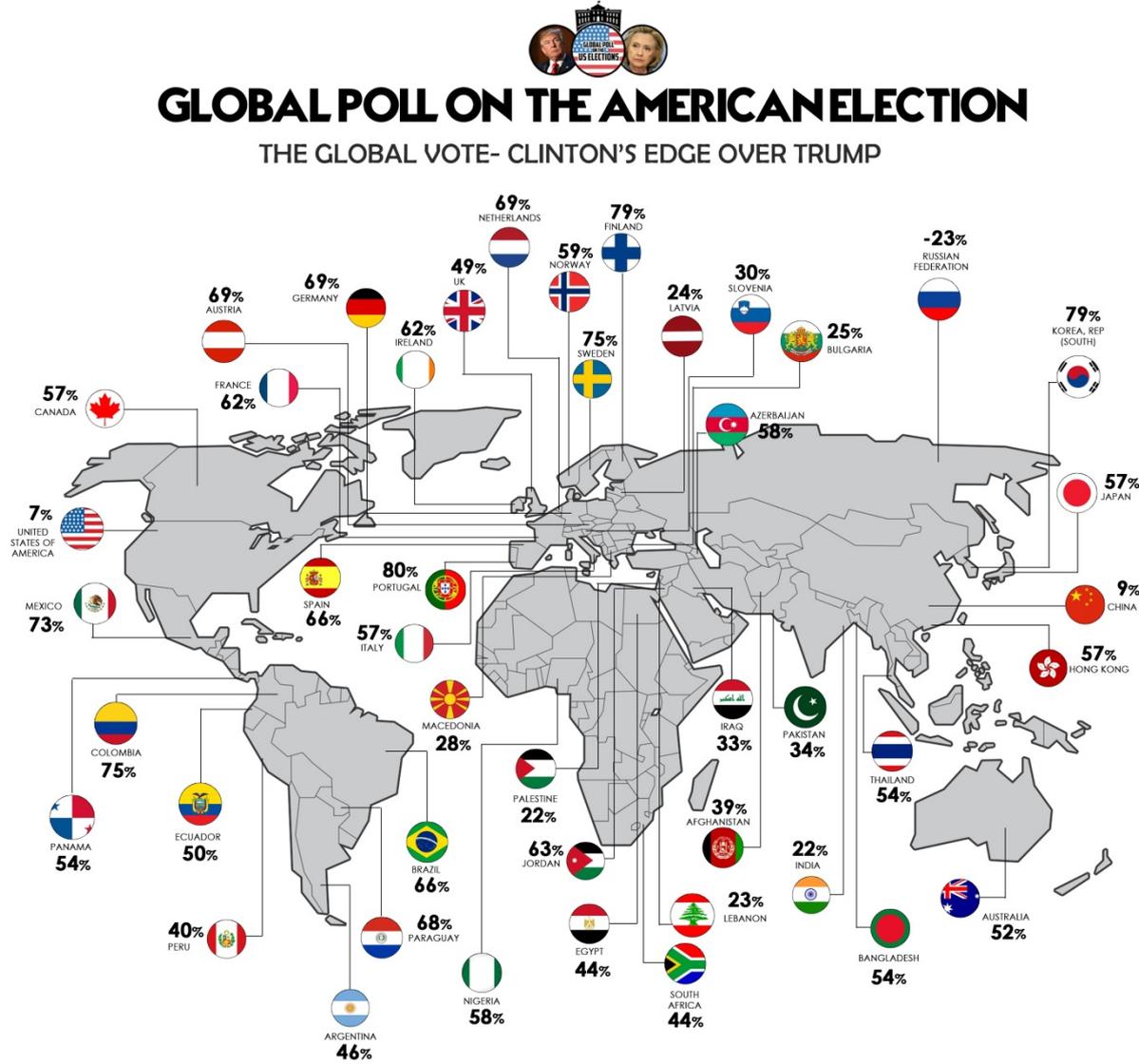| Favor America above others (Local) | Favor global outlook above all (Global) | Favor the two equally (Glocal) | DK/NR | Net Globalized Glo**B**al plus Glo**C**al |
|------|------|------|------|------|
| **16%** | **31%** | **47%** | **5%** | **78%** |

**Table # 4:** 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 | Weaker | No different | DK/NR |
|----------|--------|--------------|-------|
| 47% | 18% | 27% | 9% |

**Table # 5:** If Donald Trump becomes the next President, would he perform better than Obama, worse or just as well?

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

**Figure # 1 (Q1):**



GLOBAL POLL ON THE AMERICAN ELECTION
THE GLOBAL VOTE- CLINTON'S EDGE OVER TRUMP

Global Vote favoured Clinton considerably more strongly than in the U.S. itself. 59% would vote for her, in a hypothetical voting contest, compared to 25% for Trump. Of the 45 polled nations, only in one country, Russia, the majority intended to vote for Trump.

**Figure # 2 (Personality Politics):**
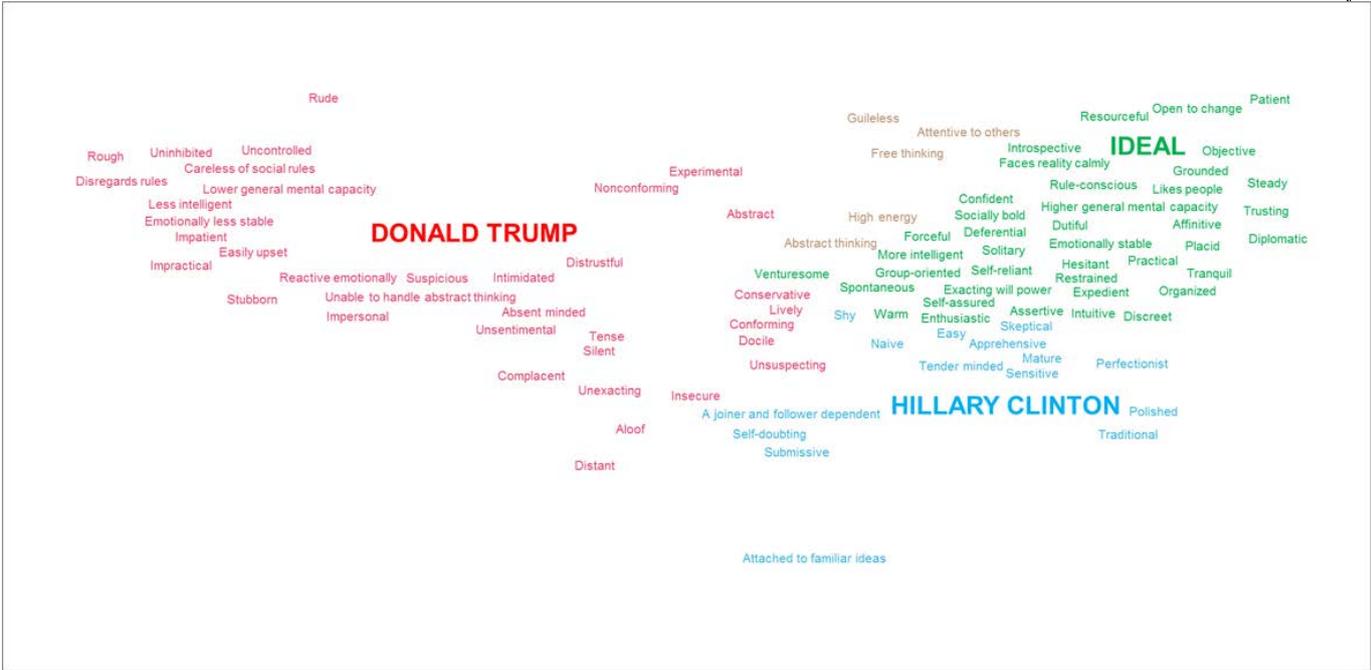
Dr. Ijaz Shafi Gilani is Chairman, Gallup Pakistan and Vice President of WIN-GIA. Peter Kenny is Managing Director, Colmar Brunton and Vice President of WIN- International.

**Methodology**

How we polled 70% of the World Population is less than 60 days of turn-around (July 25 – September 20, 2016)

|  | Achieved Sample | Percent | Countries |
|---|---|---|---|
| Face to Face | 14635 | 33.37% | 14 |
| Online | 19706 | 44.93% | 20 |
| CATI | 7263 | 16.56% | 9 |
| Mixed mode | 2256 | 5.14% | 2 |
| TOTAL | 43,860 | 100% | 45 |

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For further details on methodology, detailed tabulation, contributors to this poll, and contact information, see:
http://wingia.com/en/news/global_vote_on_us_elections_press_release/366/