

WIN'S

**Global Poll on the
American Election**



**WIN'S Global Poll on the US Election reveals that
MOST NATIONS FAVOR CLINTON. TRUMP AHEAD OF HER IN RUSSIA**

Global survey in 45 countries

A global poll conducted by a network of leading pollsters reveals that the American Presidential Election is arousing widespread engagement across the world, where a vast majority is keen to tell pollsters their favourite between Hillary Clinton and Donald Trump. The poll carried out among 45 countries, covering nearly 75% of world population shows that Hillary Clinton is ahead of Donald Trump in all but 2 countries, Russia and Palestine. She is remarkably popular in Western Europe, Latin America and Africa. Donald Trump is popular in Russia and China. The findings of the global poll were discussed last week in New Orleans, USA at the Annual Congress of ESOMAR, an international professional association of marketing and opinion researchers. The poll was carried out during August and September among a total of 44,194 men and women and its detailed findings are available at (www.wingia.com), website of the independent polling network WIN.

Among those polled, 69% said it made a high or very high impact on their countries as to who gets elected the President of the United States. On matters of public policy, the majority of 78 % across the globe advised the next American President not to be swayed by local American interests alone, but to either focus on the interests of the entire world, or to give equal priority to both local and global concerns. Only 16 % of the global public advised the next American president to put America first and disregard global interests. The American public on the other hand is much more in favour of an American-centric policy, this view being held by 61% of American citizens.

Commenting on the findings of the global poll, **Vilma Scarpino, President of WIN**, said: "Given that the world has become globalized and America leads it in economic and military matters, the American Presidential elections arouse a very interesting and meaningful global public policy debate. Our poll however reveals big gaps in the views of the global public and the American public".

Methodology:

WIN, the world's leading independent network of market research, has published today a Global Poll exploring the outlook, expectations, views and beliefs of 44,194 people from 45 countries across the globe. It has been conducted along the lines of the End of Year Survey (EOY), an international annual tradition initiated and designed in 1977. It is conducted every year since then. Last year, it was carried out by WIN in 68 countries around the world.

Sample Size and Mode of Field Work:

A total of 44,194 persons were interviewed globally. In each country a representative sample of around 1000 men and women was interviewed either face to face (14 countries; n=14613), via telephone (9 countries; n=7718), online (20 countries; n=19422) or via mixed methods (2 countries; n=2441). The field work was conducted during August 2016 – September 2016. The margin of error for the survey is between +/- 3-5% at 95% confidence level.

About WIN

WIN is the leading worldwide independent network of market research and is made up of the **76** largest independent market research and polling firms in their respective countries with combined revenue of over **€550** million and covering **95%** of the world's market.

For more than 60 years WIN Members have demonstrated their expert ability to conduct multi-country surveys on a comparable basis and deliver the highest quality. Their Members are leading national institutes with a profound local knowledge of research methods and techniques, statistical sources, customs and culture differences of its own country and carefully selected by the Association Board. With only one Member agency per country, Members work together on a daily basis to share knowledge, new research techniques and tools, as well as to provide the most appropriate solutions to international research projects and service our clients to the best of our abilities.

The accumulated expertise of the Association is formidable - they have internationally renowned experts in public opinion, Third World issues, advertising, and media research as well as in commercial fields such as IT/telecommunications, healthcare, retail, economics, corporate research and so on. Members are at the leading edge of technical and methodological developments, which have impacted on not only the research industry but also the whole commercial world.

Opinion Research Committee of WIN: They will be happy to provide comments and explanations required by the media.

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	HILLARY CLINTON'S EDGE OVER DONALD TRUMP	
Countries where Clinton has the greatest Edge over Trump	<i>Portugal</i>	80%
	<i>Finland</i>	79%
	<i>South Korea</i>	79%
	<i>Sweden</i>	75%
	<i>Colombia</i>	75%
	<i>Mexico</i>	73%
	<i>Austria</i>	69%
	<i>Germany</i>	69%
	<i>Netherlands</i>	69%
	<i>Paraguay</i>	68%
Countries where Clinton has the least Edge over Trump	<i>Iraq</i>	33%
	<i>Slovenia</i>	30%
	<i>Macedonia</i>	28%
	<i>Bulgaria</i>	25%
	<i>Latvia</i>	24%
	<i>Lebanon</i>	23%
	<i>India</i>	22%
	<i>Palestine</i>	22%
	<i>China</i>	9%
	<i>Russia</i>	-23%

Table # 1: THE GLOBAL VOTE

		Q1. If you were to vote in the American election for President, who would you vote for?			Hillary's Edge Over Trump (Net)
		Hillary Clinton	Donald Trump	Don't know / No response	4=1-2
		1	2	3	
Countries in Alphabetical order	Afghanistan	61%	22%	17%	39%
	Argentina	51%	5%	44%	46%
	Australia	67%	15%	18%	52%
	Austria	78%	9%	13%	69%
	Azerbaijan	61%	3%	36%	58%
	Bangladesh	62%	8%	30%	54%
	Brazil	77%	11%	12%	66%
	Bulgaria	51%	26%	23%	25%
	Canada	69%	12%	19%	57%
	China	53%	44%	3%	9%
	Colombia	81%	6%	13%	75%
	Ecuador	56%	6%	38%	50%
	Egypt	53%	9%	38%	44%
	Finland	86%	7%	7%	79%
	France	72%	10%	18%	62%
	Germany	77%	8%	15%	69%
	Hong Kong	73%	16%	11%	57%
	India	49%	27%	24%	22%
	Iraq	56%	23%	21%	33%
	Ireland	74%	12%	14%	62%
	Italy	73%	16%	11%	57%
	Japan	60%	3%	37%	57%
	Jordan	66%	3%	31%	63%
	Korea, Rep (South)	82%	3%	15%	79%
	Latvia	46%	22%	32%	24%
	Lebanon	45%	22%	33%	23%
	Macedonia	48%	20%	32%	28%
	Mexico	78%	5%	17%	73%
Netherlands	77%	8%	15%	69%	
Nigeria	77%	19%	4%	58%	
Norway	73%	14%	13%	59%	
Pakistan	51%	17%	32%	34%	

Palestinian territories (West Bank and Gaza)	40%	18%	42%	22%
Panama	65%	11%	24%	54%
Paraguay	74%	6%	20%	68%
Peru	44%	4%	52%	40%
Portugal	85%	5%	10%	80%
Russian Federation	10%	33%	57%	-23%
Slovenia	52%	22%	26%	30%
South Africa	59%	15%	26%	44%
Spain	70%	4%	26%	66%
Sweden	82%	7%	11%	75%
Thailand	65%	11%	24%	54%
United Kingdom	64%	15%	21%	49%
United States of America **	48%	41%	11%	7%

* **ROUNDING OFF OF DECIMALS:** There may be a slight difference of 1% in some instances. Exact figures are available elsewhere.

** The figures are from August. The focus of our poll is on the comparative picture around the world. The USA data is reported as a reference point only. For more precise information on the USA contest readers are advised to look up other relevant sources.

SOURCE : WIN Global Poll on US Elections (2016)

Table # 2: IMPACT OF U.S. PRESIDENT ON MY COUNTRY

		Q2. How much, in your view, is the impact of American election on your country, on issues such as economic progress, trade, peace etc. In other words how much is the impact of American President on what happens in your country?					Net
		Very High Impact	High Impact	Small Impact	No Impact	Don't know / no response	6= (1+2)- (3+4)
		1	2	3	4	5	
Countries in Alphabetical order	Afghanistan	31%	43%	14%	8%	4%	52%
	Argentina	17%	34%	15%	7%	27%	29%
	Australia	13%	44%	29%	5%	9%	23%
	Austria	16%	43%	32%	3%	6%	24%
	Azerbaijan	18%	34%	10%	15%	23%	27%
	Bangladesh	11%	31%	18%	8%	32%	16%
	Brazil	30%	52%	11%	3%	4%	68%
	Bulgaria	21%	15%	49%	15%	0%	-28%
	Canada	26%	54%	15%	2%	3%	63%
	China	13%	69%	16%	2%	0%	64%
	Colombia	22%	46%	16%	12%	4%	40%
	Ecuador	23%	27%	16%	6%	28%	28%
	Egypt	23%	44%	12%	14%	7%	41%
	Finland	9%	51%	31%	3%	6%	26%
	France	14%	54%	22%	5%	5%	41%
	Germany	21%	57%	15%	2%	5%	61%
	Hong Kong	13%	53%	29%	3%	2%	34%
	India	27%	30%	27%	10%	6%	20%
	Iraq	43%	33%	11%	11%	2%	54%
	Ireland	18%	44%	28%	5%	5%	29%
	Italy	19%	61%	15%	1%	4%	64%
	Japan	26%	44%	11%	1%	18%	58%
	Jordan	33%	24%	19%	19%	5%	19%
	Korea, Rep (South)	68%	23%	2%	0%	7%	89%
	Latvia	22%	42%	17%	5%	14%	42%
	Lebanon	34%	34%	13%	13%	6%	42%
	Macedonia	26%	32%	17%	8%	17%	33%
	Mexico	14%	13%	68%	5%	0%	-46%
Netherlands	7%	52%	29%	2%	10%	28%	
Nigeria	22%	43%	20%	14%	1%	31%	
Norway	11%	35%	32%	8%	14%	6%	
Pakistan	50%	25%	14%	7%	4%	54%	

Palestinian territories (West Bank and Gaza)	14%	44%	26%	16%	0%	16%
Panama	22%	35%	26%	7%	10%	24%
Paraguay	5%	21%	49%	17%	8%	-40%
Peru	27%	39%	12%	5%	17%	49%
Portugal	20%	60%	15%	1%	4%	64%
Russian Federation	12%	28%	21%	11%	28%	8%
Slovenia	8%	32%	35%	17%	8%	-12%
South Africa	20%	47%	14%	4%	15%	49%
Spain	13%	51%	20%	10%	6%	34%
Sweden	17%	56%	15%	1%	11%	57%
Thailand	10%	34%	25%	17%	14%	2%
United Kingdom	14%	43%	28%	4%	11%	25%
United States of America	Did not participate for this question					

** **ROUNDING OFF OF DECIMALS:** There may be a slight difference of 1% in some instances. Exact figures are available elsewhere.*

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Table # 3: WORLD KEEN TO ADVISE NEW PRESIDENT ON GLOBAL VS LOCAL PRIORITIES

		Q3. Considering that America leads the global economy, should the new American 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?				Net	Net
		Interests of American people more than the people of the world	Interests of the people of the world more than just the American people	Equally to both types of interests	Don't know / no response	5=2-1	6=5+3
		1	2	3	4		
Countries in Alphabetical order	Afghanistan	32%	34%	30%	4%	2%	32%
	Argentina	11%	20%	40%	29%	9%	49%
	Australia	32%	12%	45%	11%	-20%	25%
	Austria	24%	10%	60%	6%	-14%	46%
	Azerbaijan	47%	24%	15%	14%	-23%	-8%
	Bangladesh	12%	17%	47%	24%	5%	52%
	Brazil	28%	10%	59%	3%	-18%	41%
	Bulgaria	21%	15%	49%	15%	-6%	43%
	Canada	31%	10%	54%	5%	-21%	33%
	China	7%	66%	27%	0%	59%	86%
	Colombia	Did not participate for this question					
	Ecuador	9%	22%	44%	25%	13%	57%
	Egypt	66%	3%	25%	6%	-63%	-38%
	Finland	20%	12%	64%	4%	-8%	56%
	France	26%	8%	59%	7%	-18%	41%
	Germany	23%	11%	59%	7%	-12%	47%
	Hong Kong	32%	16%	48%	4%	-16%	32%
	India	10%	9%	77%	4%	-1%	76%
	Iraq	32%	17%	49%	2%	-15%	34%
	Ireland	33%	14%	49%	4%	-19%	30%
	Italy	39%	15%	43%	3%	-24%	19%
Japan	11%	8%	58%	23%	-3%	55%	
Jordan	34%	19%	45%	2%	-15%	30%	
Korea, Rep (South)	24%	22%	47%	7%	-2%	45%	
Latvia	50%	6%	34%	10%	-44%	-10%	

Lebanon	34%	15%	41%	10%	-19%	22%
Macedonia	27%	9%	48%	16%	-18%	30%
Mexico	10%	9%	74%	7%	-1%	73%
Netherlands	25%	16%	51%	8%	-9%	42%
Nigeria	19%	27%	51%	3%	8%	59%
Norway	42%	16%	33%	9%	-26%	7%
Pakistan	39%	26%	32%	3%	-13%	19%
Palestinian territories (West Bank and Gaza)	22%	28%	35%	15%	6%	41%
Panama	10%	10%	73%	7%	0%	73%
Paraguay	15%	23%	55%	7%	8%	63%
Peru	15%	21%	49%	15%	6%	55%
Portugal	30%	5%	61%	4%	-25%	36%
Russian Federation	32%	8%	35%	25%	-24%	11%
Slovenia	20%	18%	56%	6%	-2%	54%
South Africa	24%	8%	59%	9%	-16%	43%
Spain	23%	7%	68%	2%	-16%	52%
Sweden	29%	7%	54%	10%	-22%	32%
Thailand	28%	26%	31%	15%	-2%	29%
United Kingdom	35%	15%	40%	10%	-20%	20%
United States of America	61%	6%	28%	5%	-55%	-27%

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SOURCE : WIN Global Poll on US Elections (2016)

Global Methods Sheet

	Country	Firm	Methodology	Sample	Coverage	Field Dates
1	AFGHANISTAN	ACSOR-Surveys	Face to Face	1768	National	August 16 - August 28, 2016
2	ARGENTINA	Voices! Research & Consultancy	Face to Face	1002	National	August 2 - August 15, 2016
3	AUSTRALIA	Colmar Brunton	Online	1000	National	September 4-September 11, 2016
4	AUSTRIA	Österreichisches Gallup Institut	Online	1000	National	August 2 - August 9, 2016
5	AZERBAIJAN	SIAR Research and Consulting Group	CATI	400	National	August 18 – August 28, 2016
6	BANGLADESH*	SRGB (SRG Bangladesh Limited)	CATI	1500	National	September
7	BRAZIL	IBOPE Inteligência	Online	1000	National	August 10 - August 23, 2016
8	BULGARIA	Gallup International Balkan	Face to Face	813	National	July 29 - August 05, 2016
9	CANADA	Leger	Online	1000	National	August 12- August 22, 2016
10	CHINA	WisdomAsia	Online	1150	Urban	August 16 - August 22, 2016
11	COLOMBIA	Centro Nacional de Consultoría	CATI	1000	Urban	August 2 - August 7, 2016
12	ECUADOR	CEDATOS	Face to Face	772	Urban	August 8 - August 15, 2016
13	EGYPT	Marketeers Research & Consultancy	CATI	500	Urban	July 26 - August 31, 2016
14	FINLAND	Taloustutkimus Oy	Online	544	National	August 18 - August 22, 2016
15	FRANCE	BVA	Online	1000	National	August 1 - August 31, 2016

	Country	Firm	Methodology	Sample	Coverage	Field Dates
16	GERMANY	Produkt + Markt	Online	1000	National	August 10 - August 17, 2016
17	HONG KONG	Consumer Search Group (CSG)	Online	500	National	August 11 - August 18, 2016
18	INDIA*	DataPrompt International	CATI	1211	National	August 9 - August 19, 2016
19	IRAQ	IACSS	Face to Face	1000	Urban	August 20 - August 28, 2016
20	IRELAND	Red C Research and Marketing	Online	1040	National	July 28 - August 2, 2016
21	ITALY	DOXA	Online	1009	National	September 3 - September 6, 2016
22	JAPAN	NRC (Nippon Research Center)	PAPI	1200	National	August 3 - August 15, 2016
23	JORDAN	Info graphic market research	Face to Face	800	Urban	August 22 - September 4, 2016
24	KOREA	Gallup Korea	CATi	1007	National	August 16-August 18,2016
25	LATVIA	SKDS	Online	1004	National	August 17 - August 22, 2016
26	LEBANON	REACH S.A.L	CATI	1000	National	July 27 - August 9, 2016
27	MACEDONIA	BRIMA	Face to Face	1208	National	August 26 - September 4, 2016
28	MEXICO	Brand Investigation S.A de C.V (Brain)	Face to Face	800	Urban	August 3- August 31, 2016
29	NETHERLANDS	Motivaction International B.V.	Online	1014	National	July 28 - August 1, 2016
30	NIGERIA	Market Trends International	Face to Face	800	Urban	August 4 - August 18, 2016

	Country	Firm	Methodology	Sample	Coverage	Field Dates
31	NORWAY	Faktum Markedsanalyse	F2F/CATI/Online	1050	National	August 10 - August 23, 2016
32	PAKISTAN	Gallup Pakistan	Face to Face	1000	National	August 22 - August 28, 2016
33	PALESTINIAN TERRITORIES	Palestinian Center for Public Opinion (PCPO)	Face to Face	1026	National	August 10 - September 10, 2016
34	PANAMA	Dichter & Neira	Face to Face	1224	National	August 18 - August 21, 2016
35	PARAGUAY	Instituto de Comunicación y Arte - ICA	F2F/CATI	1391	National	August 1 - August 24, 2016
36	PERU	DATUM Internacional	Face to Face	1200	National	August 5 - August 9, 2016
37	PORTUGAL	Marktest	Online	516	National	August 12 - August 24, 2016
38	RUSSIA	ROMIR	Online	1643	Urban	August 25 - August 29, 2016
39	SLOVENIA	Institute for market and media research, Mediana, d.o.o.	Online	1000	National	July 26 - August 1, 2016
40	SOUTH AFRICA	Freshly Ground Insights	Online	1001	National	August 15 - August 22, 2016
41	SPAIN	Instituto DYM	CATI	500	National	July 26, August 5, August 29 - September 2, 2016
42	SWEDEN	CMA Research	Online	1001	National	August 8 – August 18, 2016
43	THAILAND	Infosearch Co.,Ltd.	CATI	600	National	August 8 – August 28, 2016
44	UK	ORB International	Online	1000	National	August 26 – August 31, 2016
45	USA	Leger USA	Online	1000	National	August 24- August 27, 2016

NOTES:

1. **INDIA*:** We are grateful to our Friendly Company in India, TEAM C VOTER for their support on this poll. (Contact Details: Yashwant Deshmukh Email ID: yashwantdeshmukh@gmail.com)
2. **BANGLADESH*:** We are grateful to our Friendly Company in Bangladesh, ORG-QUEST RESEARCH LIMITED for their support on this poll.(Contact Details: Monzurul Haque Email ID: mhaque@global-bd.net)
3. **GLOBAL AND REGIONAL WEIGHTS USED TO PRODUCE AVERAGES:** Whenever any data refers to Global or Regional average, the average was computed by weighting the national samples included in the group, population proportionate to size (pps), according to the share of each country in the adult, age18+ (assumed to be the voting age) population of the countries in the total populations covered by the poll.



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