

RESURGENCE AND SPREAD OF POPULISM?

Populism or a Banana? *The Rise of a New Political Agenda*

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New Political Supercycle

The 2016 US Election

The System is Broken: United States

Traditional parties and politicians don't care about people like me

67

69

65

The American economy is rigged to advantage the rich and powerful

69

56

81

All

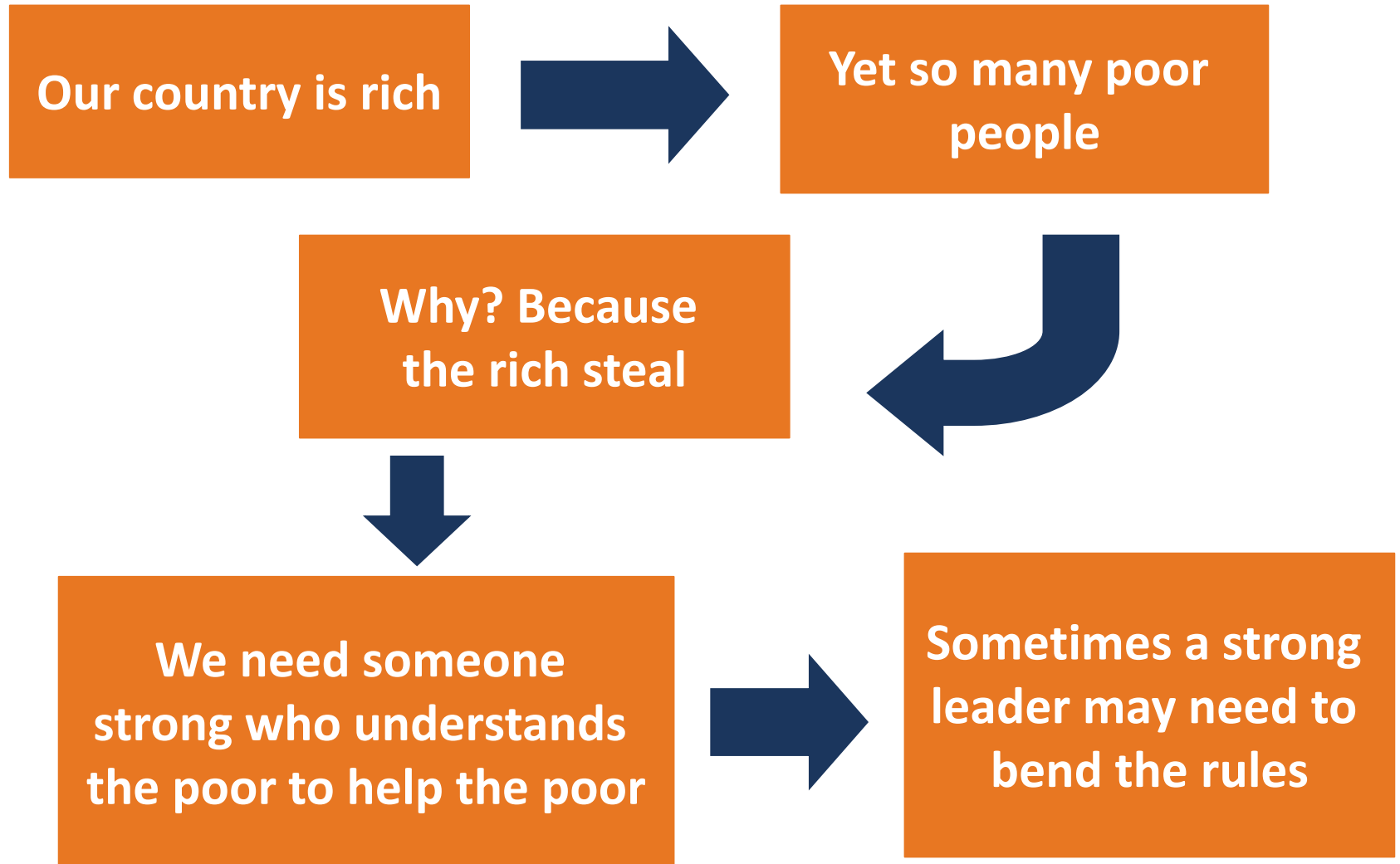
Republicans

Democrats

Ipsos poll conducted February 16-21, 2017 among 2,016 US adults

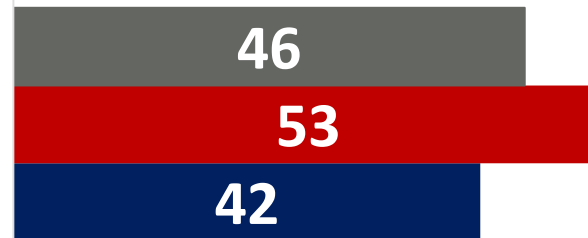
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System is Broken: Caudillo Syndrome

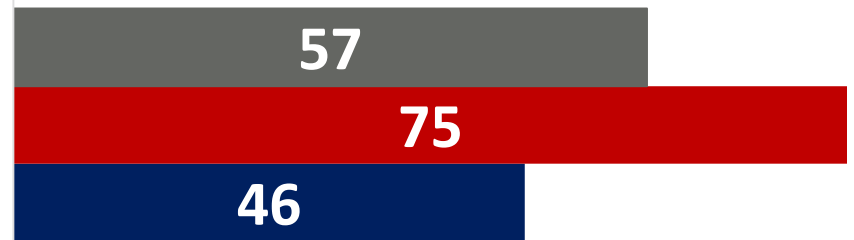


Political Polarization of America First

These days I feel like a stranger in my own country



When jobs are scarce, employers should prioritize hiring people of this country over immigrants



All

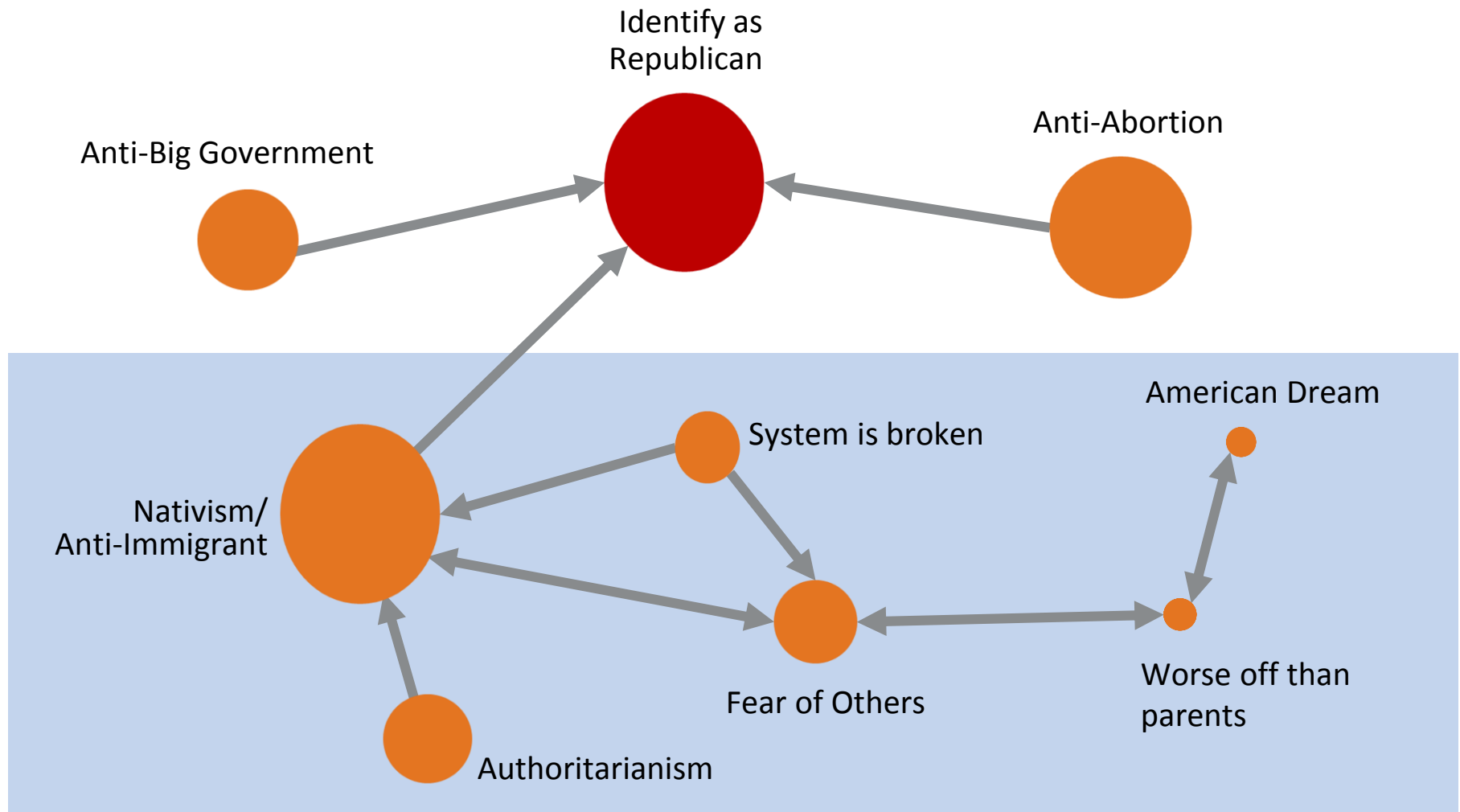
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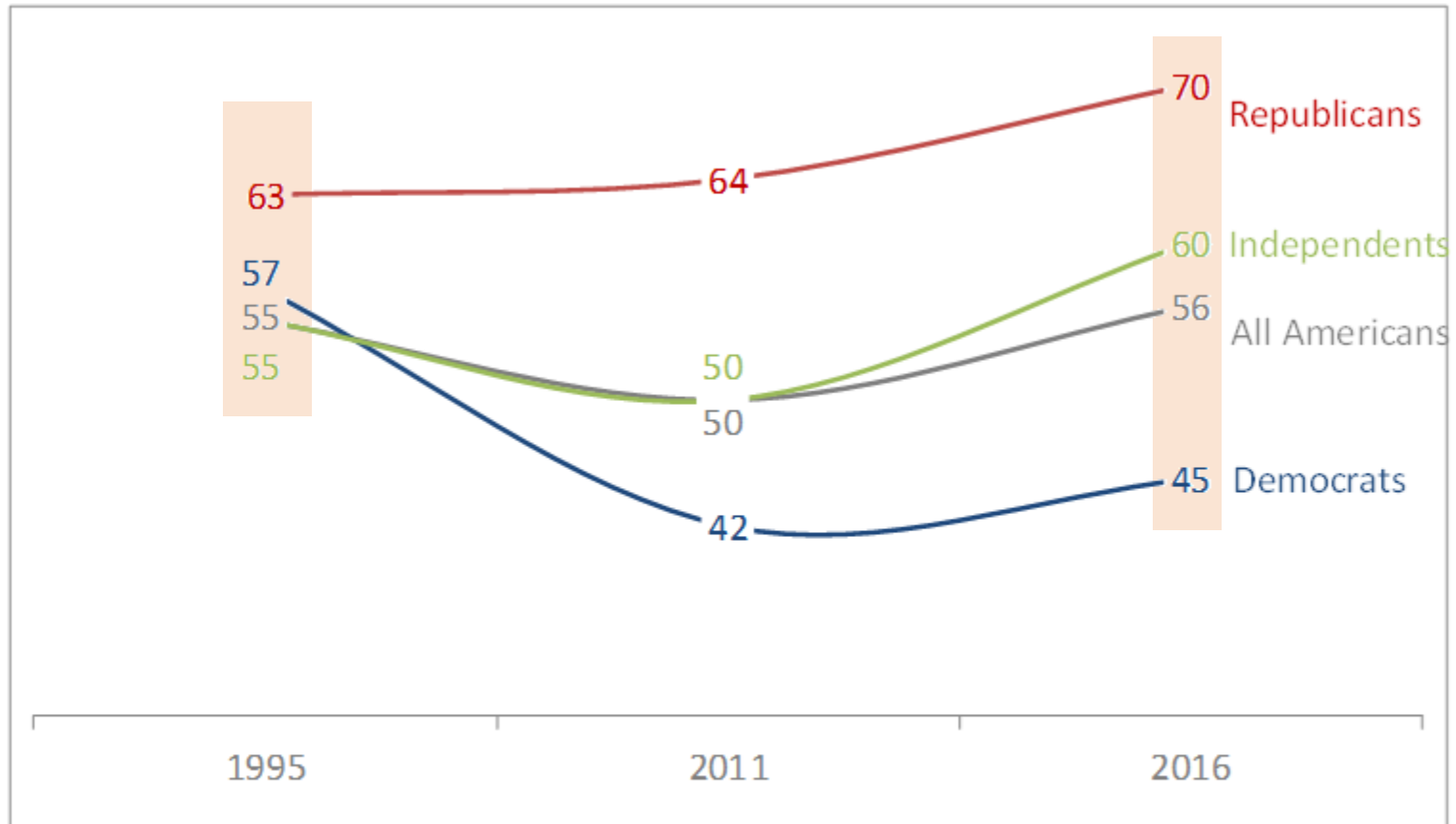
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America First & System is Broken Increasingly Political Drivers



Increased “America First” Polarization Over Time

Q. When jobs are scarce, employers should prioritize hiring people of this country over immigrants?



World Values Survey 1995 and 2011; Ipsos 2016

System is Broken in a Global Context

Global Belief in a Broken System....

Traditional parties and politicians don't care about people like me ▶ 64%

Economy rigged for advantage of the rich and powerful ▶ 68%

When jobs are scarce, employers should prioritize hiring people of this country over immigrants ▶ 57%

Need a strong leader to take it back from the rich and powerful ▶ 64%

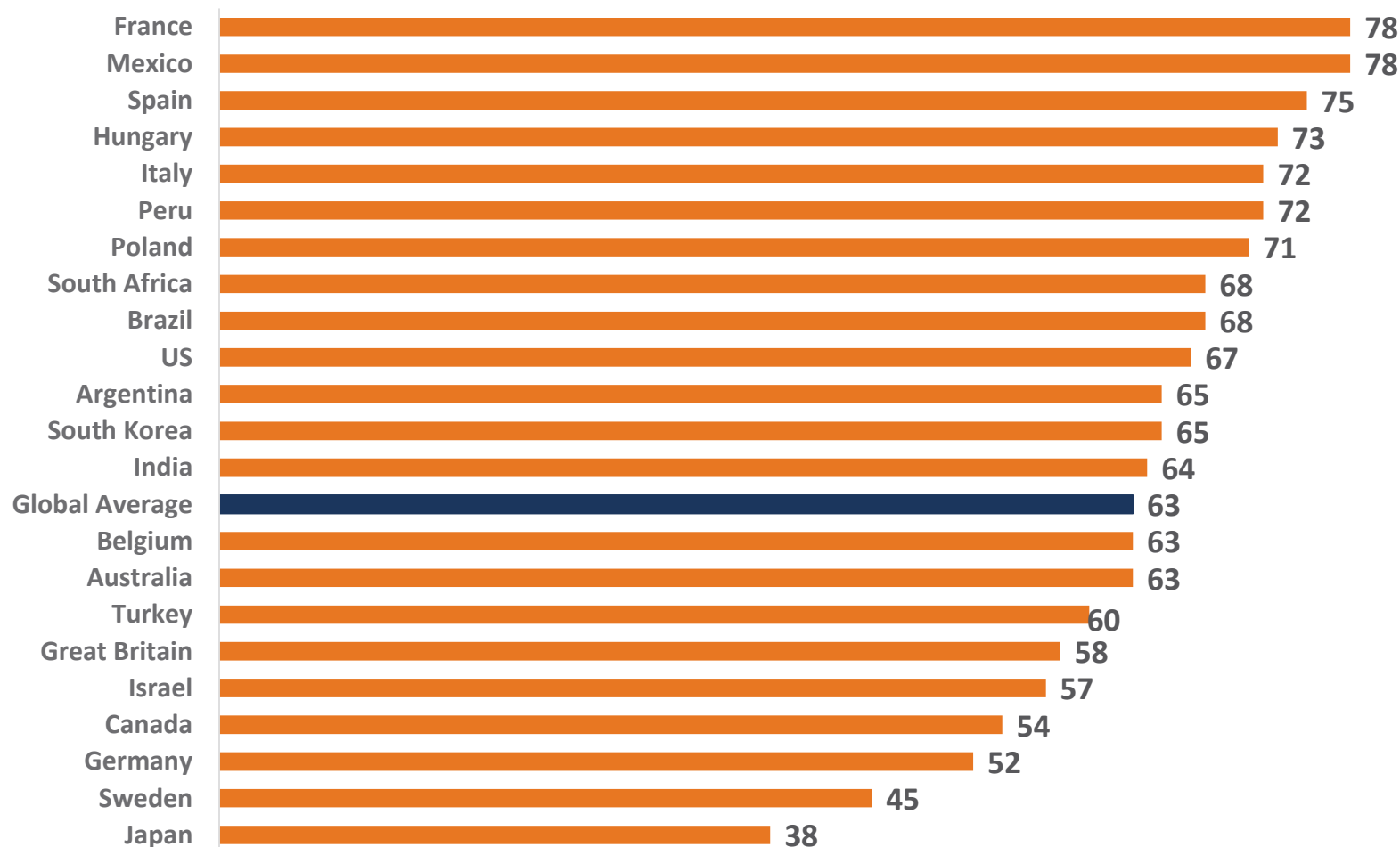
Confidence in institutions....

Political Parties ▶ 14%

The Media ▶ 27%

Global Perceptions of Broken System

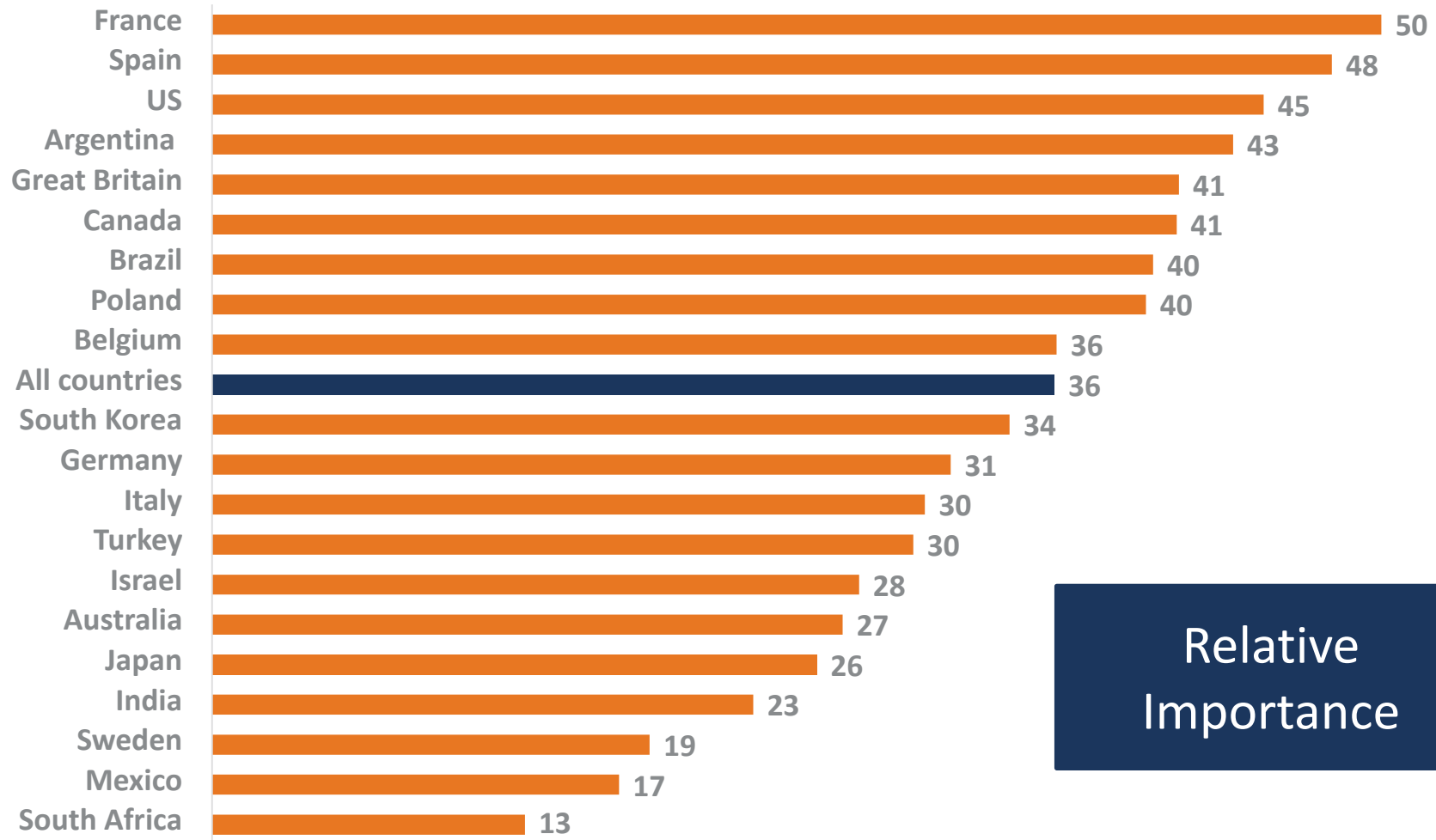
Q. To what extent, if at all, do you agree or disagree with the following statements? - Traditional parties and politicians don't care about people like me – *Agree*



Ipsos Global @dvisor poll conducted November 2016 among 16,597 global respondents

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Key Drivers: Nativism + System is Broken



Relative
Importance

Ipsos Global @dvisor poll conducted November 2016 among 16,597 global respondents. *Importance weights derived from Logistic Regression Logics*

Different Flavors: Drivers in a Global Context



Ipsos Global @dvisor poll conducted November 2016 among 16,597 global respondents

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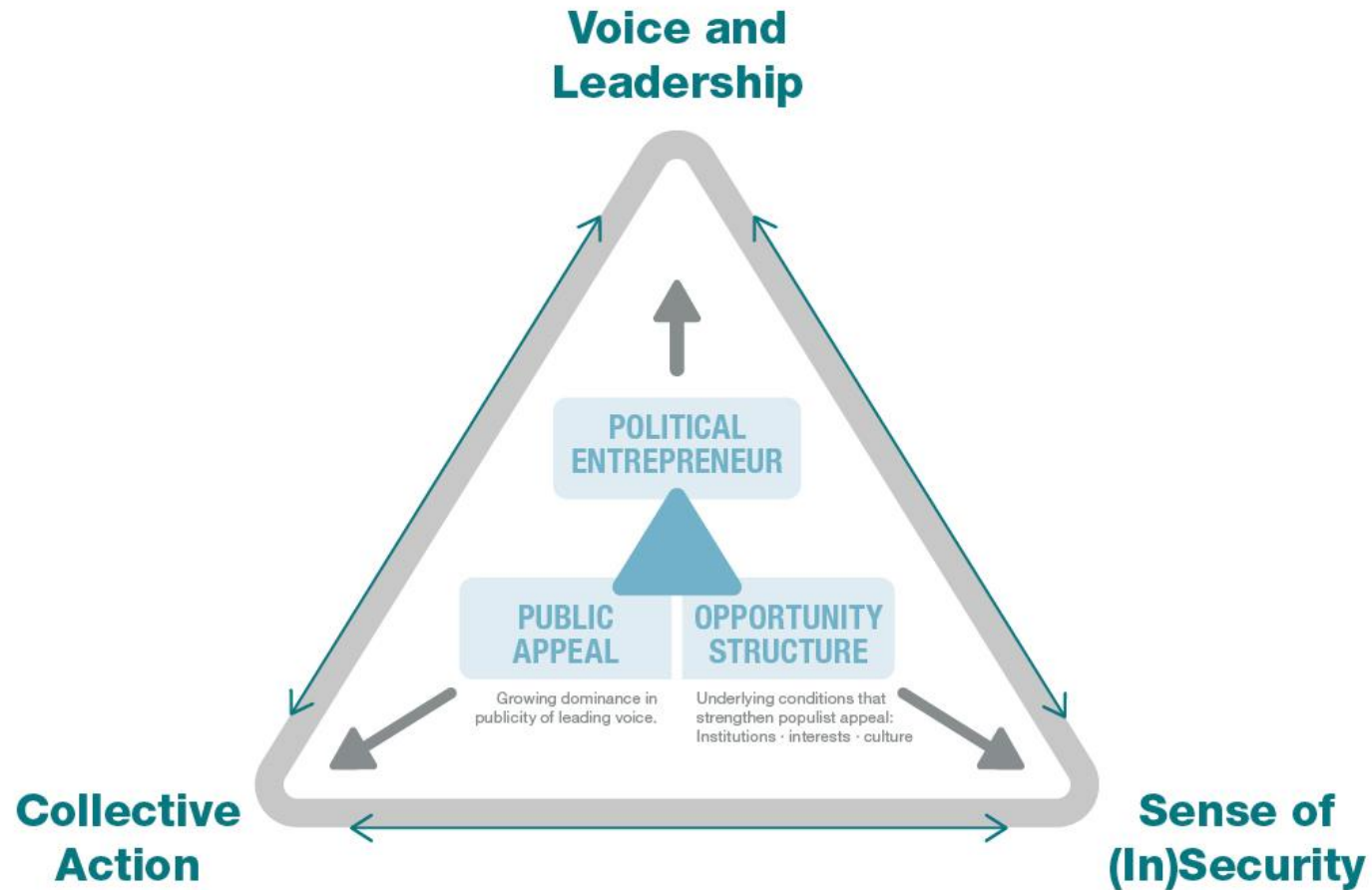
Policy Conditionalities

	Global Average	Select Countries
The government should control the price of Basic Foodstuffs (staples)	55%	Argentina, 82%
...should prioritize hiring [nationalities] over foreigners even if that means slower job growth	42%	Turkey, 72%
...should stop terrorism at all costs even if that means ignoring people's civil rights	43%	France, 61%
The government should nationalize natural resources even if this means slower job growth	34%	India, 58%

Populism as a Political Strategy

Populism: Three Variable Concept

CONDITIONS FOR POPULISM





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