One Simple Survey Question Can Separate Trump, Brexit and Le Pen Supporters from the Rest

Berlin, 6 February 2017 - In our transatlantic US / EU survey collected during December of 2016, we asked respondents to choose between two polarizing statements. We found the following results:

"Which of the following statements do you agree with most?
> */ It's a big, beautiful world, mostly full of good people, and we must find a way to embrace each other and not allow ourselves to become isolated. (**embrace**)*
> */ Our lives are threatened by terrorists, criminals, and immigrants and our priority should be to protect ourselves. (**protect**)"*

- **The US and the EU are both split: In the US, 51% choose the embrace statement, and 49% choose protect. In the EU as a whole 53% choose embrace and 47% choose protect.**
- **76% of Trump voters choose the protect statement compared to 30% of Clinton voters. 58% of Brexit voters choose the protect statement.**
- **Supporters of right wing populist parties in Europe choose protect: In France, 89% of respondents who plan to vote for the Front National choose the protect statement; 88% of AfD voters in Germany, 81% of Lega Nord voters in Italy, 71% of Kukiz voters in Poland and 69% of UKIP voters choose protect.**

Ideally, survey questions should be straightforward and simple, avoiding emotional content, bias or ambiguity. But in this question, we implemented an idea created by Stephan Shakespeare and Douglas Rivers at YouGov. They used these two questions to push respondents to self segregate into polarized groups, adhering to two basic and opposing human instincts: **embracing others** or **protecting yourself from them.**

In Europe overall, 53% choose embrace and 47% choose protect. This is two percentage points over the American average in the embrace direction (51% to 49%). Poland is skewed toward the protect indicator at 55%, 8 percentage points above the EU average. Spain is skewed quite far to the opposite direction with 70% choosing embrace, 17 percentage points above the EU average.

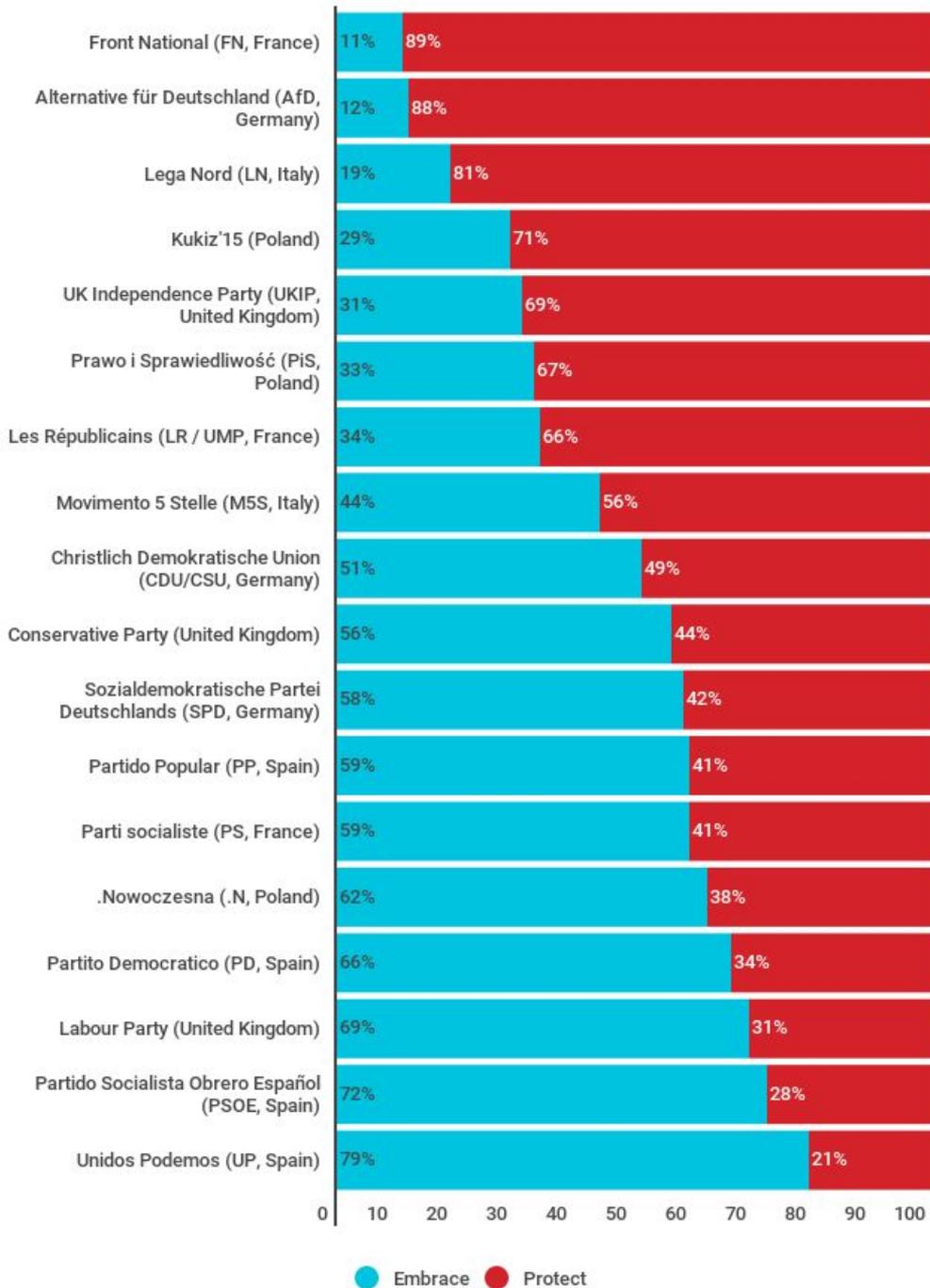**Using this survey question to understand the rise of right-wing populism**

This survey question shows strong connections between people's' worldview and their affiliation with right-wing populist movements. The FN is a stark illustration of how a political party can mobilize from a near unanimous consensus about a certain worldview or mindset. While **54%** choose protect at a country level, French supporters of the FN choose protect at **89%**. Similarly, Germany's right-wing populist party the AfD chooses protect at **88%**, **37** percentage points above the national average. **81%** of Lega Nord voters also choose protect; this is **31** percentage points above the national average in Italy. Trump voters fall somewhat behind these numbers, with **76%** choosing protect compared to the national average of **49%**. Interestingly, only **58%** of Brexit voters choose the protect statement, breaking with assumptions that they might follow the same pattern as voters in other populist parties. Brexit voters did, however, still choose the protect statement at **17** percentage points above the UK's national average.

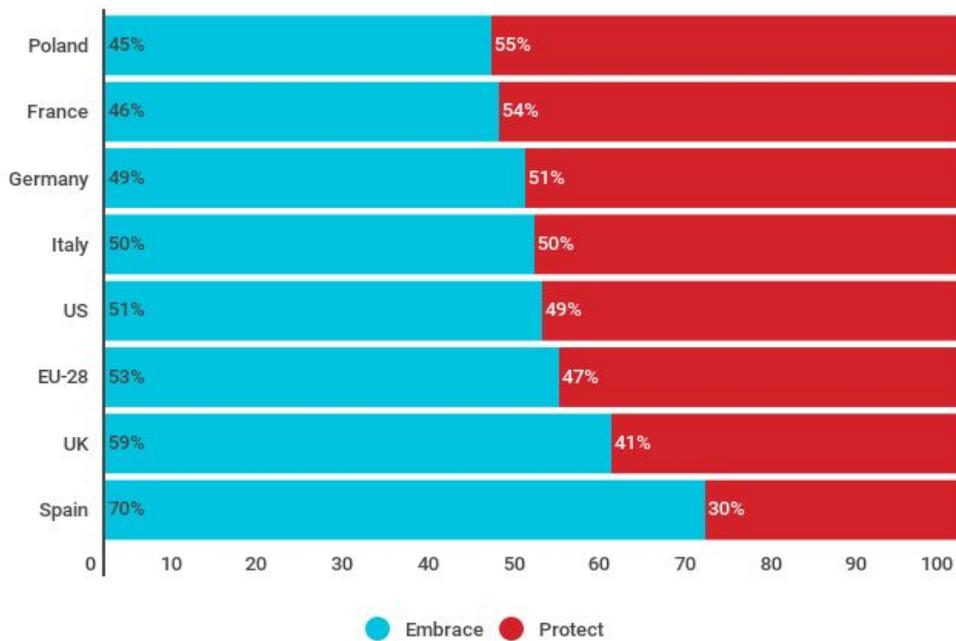## Worldview Divide in France, the US, and the UK
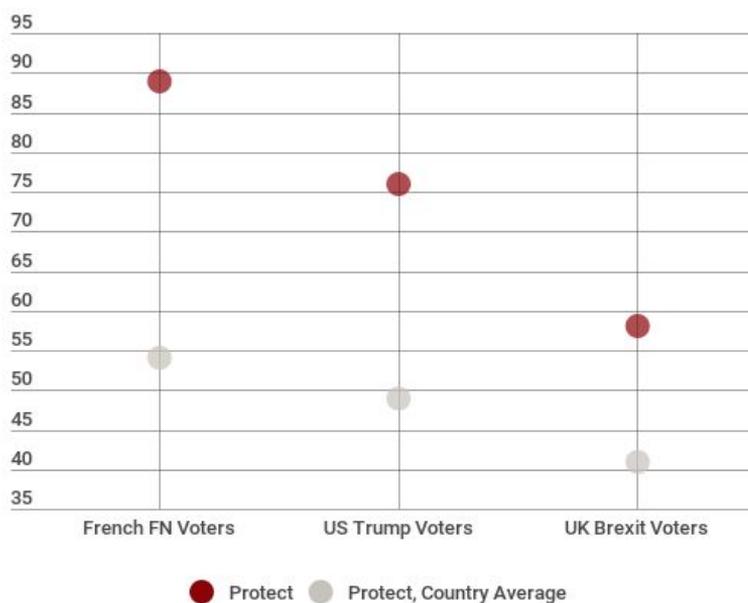
Based on a census-representative survey of 11.282 people across the EU and 1.052 people in the U.S. conducted in December 2016 by Dalia Research.

Worldview, by EU parties

Party	Embrace	Protect
Front National (FN, France)	11%	89%
Alternative für Deutschland (AfD, Germany)	12%	88%
Lega Nord (LN, Italy)	19%	81%
Kukiz'15 (Poland)	29%	71%
UK Independence Party (UKIP, United Kingdom)	31%	69%
Prawo i Sprawiedliwość (PiS, Poland)	33%	67%
Les Républicains (LR / UMP, France)	34%	66%
Movimento 5 Stelle (M5S, Italy)	44%	56%
Christlich Demokratische Union (CDU/CSU, Germany)	51%	49%
Conservative Party (United Kingdom)	56%	44%
Sozialdemokratische Partei Deutschlands (SPD, Germany)	58%	42%
Partido Popular (PP, Spain)	59%	41%
Parti socialiste (PS, France)	59%	41%
.Nowoczesna (.N, Poland)	62%	38%
Partito Democratico (PD, Spain)	66%	34%
Labour Party (United Kingdom)	69%	31%
Partido Socialista Obrero Español (PSOE, Spain)	72%	28%
Unidos Podemos (UP, Spain)	79%	21%

● Embrace ● Protect

Based on a census-representative survey of 11.282 people across the EU and 1.052 people in the U.S. conducted in December 2016 by Dalia Research.

Worldview Divide, by Country

Country	Embrace	Protect
Poland	45%	55%
France	46%	54%
Germany	49%	51%
Italy	50%	50%
US	51%	49%
EU-28	53%	47%
UK	59%	41%
Spain	70%	30%

● Embrace ● Protect

source: Dalia Research 2016

What is the takeaway?

This survey question was part of a much larger survey framed with the intention of capturing and understanding the "Trump factor", or the reasons behind support for right-wing populist movements across the Atlantic. We included multiple fine-tuned and carefully considered questions to measure political and moral attitudes, voting behaviour and demographic differences. This polarising worldview question was added in as a wild card. It is confusing even to us as survey experts that this question seems to have the largest effect in predicting populist voters.

To examine those questions deeper, and determine why this one worldview question stood out so much, we decided to pool brainpower by releasing our dataset for free to researchers and data journalists to analyse as well (Kaggle). If you're a fellow data explorer, check it out and contribute to our understanding of the ongoing political and social trends in Europe and the United States.

Notes to editors

About the survey

The findings were collected by Dalia Research as part of the "EuroPulse", a quarterly survey across 28 EU countries and 21 languages. In every "wave" of the survey, Dalia interviews a census-representative sample of more than 10.000 Europeans to better understand EU-wide trends in public opinion, consumer attitudes and market developments. The survey setup treats the EU from a statistical and sampling perspective, as if it were one country.

The results are based on the most recent wave of "EuroPulse", which was conducted between November 30, 2016 and December 10, 2016. The sample of n=11.282 was drawn across all 28 EU Member States and for the US a sample of n=1.052, taking into account current population distributions with regard to age (14-65 years), gender and region/country.

An estimation of the overall design effect based on the distribution of weights was calculated at 1.42 at the global level for the EU sample, and at 1.15 for the US sample. Calculated for a sample of this size and considering the design-effect, the margin of error would be +/-1.1 % at a confidence level of 95%.

The summary statistics in an excel file are attached. Infographics and logos available upon request. (email anisa.holmes@daliaresearch.com)

Full Transatlantic Dataset

Dalia Research has made the full dataset available to interested researchers and journalists by posting it on Kaggle. You can access and download the dataset [here](#).

Survey Questions

1.   Which of the following statements do you agree with most? *(It's a big, beautiful world, mostly full of good people, and we must find a way to embrace each other and not allow ourselves to become isolated. / Our lives are threatened by terrorists, criminals, and immigrants and our priority should be to protect ourselves.)*

2.   Whom did you vote for in the US general presidential election?? *(Donald Trump / Hillary Clinton / Other candidate / I did not vote)*

3.   How did you vote in the referendum? To stay in or leave the European Union? *(For the UK*

to leave the EU / For the UK to stay in the EU / I did not vote)

4. Whom would you vote for in the next election? *(Full list available for France, Germany, Italy, Poland, Spain and UK in the dataset)*

About Dalia Research

Dalia Research was founded in Berlin in 2013 with a clear vision to utilize mobile technology to change the way attitudinal data is collected, analysed and presented. For more information about Dalia and its work, please visit: www.daliaresearch.com

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