

The personality of populists: provocateurs, charismatic leaders, or drunken dinner guests?

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Appendix A

Elections and candidates

Table A1. Elections

Country	Election	Date
Albania	Parliamentary election	25-Jun-17
Algeria	Election of the National People's Assembly	4-May-17
Argentina	Legislative election	22-Oct-17
Armenia	Parliamentary election	2-Apr-17
Australia	Federal election	2-Jul-16
Austria	Presidential election	4-Dec-16
Austria	Legislative election	15-Oct-17
Brazil	Presidential election	7-Oct-18
Bulgaria	Presidential election	6-Nov-16
Bulgaria	Legislative election	26-Mar-17
Cameroon	Presidential election	7-Oct-18
Chile	Presidential election	19-Nov-17
Colombia	Presidential election	27-May-18
Costa Rica	Presidential election	4-Feb-18
Croatia	Election of the Assembly	11-Sep-16
Cyprus	Presidential election	28-Jan-18
Czech Republic	Legislative election	20-Oct-17
Czech Republic	Presidential election	12-Jan-18
Ecuador	Presidential election	19-Feb-17
Fiji	General election	14-Nov-18
Finland	Presidential election	28-Jan-18
France	Presidential election	23-Apr-17
France	Election of the National Assembly	11-Jun-17
Georgia	Parliamentary election	8-Oct-16
Georgia	Presidential election	28-Oct-18
Germany	Federal elections	24-Sep-17
Ghana	Presidential election	7-Dec-16
Hungary	Parliamentary elections	8-Apr-18
Iceland	Presidential election	25-Jun-16
Iceland	Election for the Althing	29-Oct-16
Iceland	Election for the Althing	28-Oct-17
Iran	Presidential election	19-May-17
Italy	General election	4-Mar-18
Japan	House of Councillors election	10-Jul-16
Japan	Election of the House of Representatives	22-Oct-17
Kenya	Presidential election	8-Aug-17
Kosovo	Parliamentary election	11-Jun-17
Kyrgyzstan	Presidential election	15-Oct-17
Latvia	Parliamentary elections	6-Oct-18

Lesotho	Election of the National Assembly	3-Jun-17
Lithuania	Parliamentary election	9-Oct-16
Macedonia	Election of the Assembly	11-Dec-16
Madagascar	Presidential election	7-Nov-18
Malaysia	Malaysian House of Representatives	9-May-18
Malta	General elections	3-Jun-17
Mexico	Presidential election	1-Jul-18
Moldova	Presidential election	30-Oct-16
Mongolia	Election of the State Great Hural	29-Jun-16
Montenegro	Parliamentary election	16-Oct-16
Montenegro	Presidential election	15-Apr-18
Morocco	Election of the Chamber of Representatives	7-Oct-16
New Zealand	General election	23-Sep-17
Nicaragua	Presidential election	6-Nov-16
Northern Ireland	Assembly election	2-Mar-17
Norway	Parliamentary election	11-Sep-17
Pakistan	General elections	25-Jul-18
Romania	Legislative election	11-Dec-16
Russia	Election of the State Duma	18-Sep-16
Russia	Presidential election	18-Mar-18
Rwanda	Presidential election	4-Aug-17
Serbia	Presidential election	2-Apr-17
Slovenia	Parliamentary elections	3-Jun-18
Spain	General election	26-Jun-16
Sweden	General election	9-Sep-18
The Bahamas	Election of the House of Assembly	10-May-17
The Netherlands	General elections	15-Mar-17
Timor Leste	Presidential election	20-Mar-17
Timor Leste	Election of the National parliament	22-Jul-17
Turkey	Presidential election	24-Jun-18
UK	Election of the British House of Commons	8-Jun-17
USA	Presidential election	8-Nov-16
Uzbekistan	Presidential election	4-Dec-16
Zimbabwe	Presidential election	30-Jul-18

Note: Includes only elections for which at least 2 expert opinions were gathered. For two-round elections (e.g., France Presidential election of April 2017), only the first round is considered.

Date format: dd-mmm-yy

^a Re-run of the second round.

Table A2. Candidates

Country		Candidate	Party	N experts	
				BF	DT
Albania	25-Jun-17	Lulzim Basha	Democratic Party of Albania	3	4
Albania	25-Jun-17	Edi Rama	Socialist Party of Albania	3	2
Algeria	4-May-17	Djamel Ould Abbes	Front de Libération Nationale	2	2
Algeria	4-May-17	Ahmed Ouyahia	Rassemblement National Démocratique	2	3
Argentina	22-Oct-17	POP Cristina F. de Kirchner	Frente para la Victoria	5	8
Argentina	22-Oct-17	Mauricio Macri	Cambiamos	7	3
Armenia	2-Apr-17	Serzh Sargsyan	Republican Party of Armenia	4	4
Australia	2-Jul-16	Richard Di Natale	The Greens	6	5
Australia	2-Jul-16	Bill Shorten	Australian Labor Party	7	2
Australia	2-Jul-16	Malcolm Turnbull	Liberal Party of Australia / Nationals	2	2
Australia	2-Jul-16	Nick Xenophon	Nick Xenophon Team	2	8
Austria	4-Dec-16	POP Norbert Hofer	Freedom Party of Austria	18	15
Austria	15-Oct-17	Christian Kern	Social Democratic Party of Austria	5	4
Austria	15-Oct-17	Sebastian Kurz	Austrian People's Party	13	5
Austria	15-Oct-17	POP Heinz-Christian Strache	Freedom Party of Austria	3	8
Austria	4-Dec-16	Alexander Van der Bellen	Independent candidate / The Greens	15	13
Brazil	7-Oct-18	POP Jair Bolsonaro	Social Liberal Party	7	9
Brazil	7-Oct-18	Ciro Gomes	Democratic Labour Party	5	5
Brazil	7-Oct-18	Fernando Haddad	Workers' Party	7	6
Bulgaria	26-Mar-17	POP Boyko Borisov	Citizens for European Development of Bulgaria	4	5
Bulgaria	26-Mar-17	Korneliya Ninova	Bulgarian Socialist Party	3	5
Bulgaria	6-Nov-16	Rumen Radev	Independent candidate / Bulgarian Socialist Party	8	6
Bulgaria	6-Nov-16	Tsetska Tsacheva	Citizens for European Development of Bulgaria	10	10
Cameroon	7-Oct-18	Paul Biya	Cameroon People's Democratic Movement	4	4
Chile	19-Nov-17	Alejandro Guillier	Independent candidate / The Force of the Majority	5	2
Chile	19-Nov-17	Sebastián Piñera	Independent candidate / Chile Vamos	4	7
Colombia	27-May-18	POP Iván Duque Márquez	Grand Alliance for Colombia	6	6
Colombia	27-May-18	Gustavo Petro	List of Decency	3	5
Costa Rica	4-Feb-18	Fabricio Alvarado	National Restoration Party	6	4
Costa Rica	4-Feb-18	Antonio Álvarez	National Liberation Party	9	10
Croatia	11-Sep-16	Zoran Milanović	Social Democratic Party of Croatia	3	4
Croatia	11-Sep-16	Božo Petrov	Bridge of Independent Lists	5	2
Croatia	11-Sep-16	Andrej Plenković	Croatian Democratic Union	2	2
Croatia	11-Sep-16	POP Ivan Vilibor Sinčić	Human Shield	5	6
Cyprus	28-Jan-18	Nicos Anastasiades	Democratic Rally	2	3
Cyprus	28-Jan-18	Stavros Malas	Progressive Party of Working People	3	4
Czech Republic	20-Oct-17	POP Andrej Babiš	ANO	11	8
Czech Republic	12-Jan-18	Jiří Drahoš	Independent candidate	12	7
Czech Republic	20-Oct-17	POP Tomio Okamura	Freedom and Direct Democracy	3	5
Czech Republic	20-Oct-17	Lubomír Zaorálek	Czech Social Democratic Party	4	4
Czech Republic	12-Jan-18	Miloš Zeman	Party of Civic Rights	5	9
Ecuador	19-Feb-17	Guillermo Lasso	Creando Oportunidades	5	4
Ecuador	19-Feb-17	Lenín Moreno	Alianza PAIS	7	8
Ecuador	19-Feb-17	Cynthia Viteri	Partido Social Cristiano	4	3

Fiji	14-Nov-18		Frank Bainimarama	FijiFirst	3	5
Finland	28-Jan-18		Pekka Haavisto	Green League	11	6
Finland	28-Jan-18		Sauli Niinistö	Independent candidate	4	9
France	11-Jun-17		François Baroin	Les Républicains	2	3
France	11-Jun-17		Bernard Cazeneuve	Parti Socialiste	6	2
France	23-Apr-17		François Fillon	Les Républicains	8	2
France	23-Apr-17	POP	Marine Le Pen	Front National	6	7
France	23-Apr-17		Emmanuel Macron	En Marche	5	9
France	11-Jun-17		Emmanuel Macron	La République En Marche	3	2
France	23-Apr-17	POP	Jean-Luc Mélenchon	La France Insoumise	5	3
Georgia	28-Oct-18		Davit Bakradze	Movement for Liberty - European Georgia	6	2
Georgia	8-Oct-16		Giorgi Kvirikashvili	Georgian Dream – Democratic Georgia	6	5
Georgia	28-Oct-18		Salome Zurbishvili	Independent candidate	3	9
Germany	24-Sep-17	POP	Alexander Gauland	Alternative for Germany	8	6
Germany	24-Sep-17		Angela Merkel	CDU/CSU	11	13
Germany	24-Sep-17		Martin Schulz	SPD	11	13
Ghana	7-Dec-16		Nana Akufo-Addo	New Patriotic Party	6	5
Ghana	7-Dec-16		John Dramani Mahama	National Democratic Congress	5	4
Hungary	8-Apr-18	POP	Viktor Orbán	Fidesz	4	4
Iceland	28-Oct-17		Bjarni Benediktsson	Independence Party	5	3
Iceland	29-Oct-16		Oddný G. Harðardóttir	Social Democratic Alliance	4	4
Iceland	29-Oct-16		Katrín Jakobsdóttir	Left-Green Movement	3	3
Iceland	28-Oct-17		Katrín Jakobsdóttir	Left-Green Movement	2	3
Iceland	29-Oct-16		Birgitta Jónsdóttir	Pirate Party	4	3
Iceland	25-Jun-16		Davíð Oddsson	Independence Party	5	3
Iran	19-May-17		Ebrahim Raisi	Combatant Clergy Association	2	2
Iran	19-May-17		Hassan Rouhani	Moderation and Development Party	2	3
Italy	4-Mar-18		Silvio Berlusconi	Forza Italia	9	9
Italy	4-Mar-18	POP	Luigi Di Maio	Movimento 5 Stelle	5	7
Italy	4-Mar-18		Matteo Renzi	Partito Democratico	7	5
Italy	4-Mar-18	POP	Matteo Salvini	Lega	3	6
Japan	10-Jul-16		Shinzō Abe	Liberal Democratic Party	2	4
Japan	22-Oct-17		Shinzō Abe	Liberal Democratic Party of Japan	5	6
Japan	10-Jul-16		Yukio Edano	Democratic Party of Japan	8	4
Japan	22-Oct-17		Yuriko Koike	Kibō no Tō	6	3
Japan	10-Jul-16		Natsuo Yamaguchi	Komeito	3	2
Japan	22-Oct-17		Natsuo Yamaguchi	Komeito	4	7
Kenya	8-Aug-17		Raila Odinga	National Super Alliance	2	2
Kosovo	11-Jun-17		Ramush Haradinaj	Democratic Party of Kosovo	5	9
Kosovo	11-Jun-17		Avdullah Hoti	Democratic League of Kosovo	4	2
Kosovo	11-Jun-17	POP	Albin Kurti	Vetëvendosje	3	3
Kyrgyzstan	15-Oct-17		Ōmürbek Babanov	Independent candidate	2	2
Latvia	6-Oct-18		Jānis Bordāns	New Conservative Party	3	2
Latvia	6-Oct-18		Vjačeslavs Dombrovskis	Social Democratic Party "Harmony"	4	3
Latvia	6-Oct-18		Daniels Pavļuts	Movement For!	2	3
Lesotho	3-Jun-17		Tom Thabane	All Basotho Convention	3	3
Lithuania	9-Oct-16		Algirdas Butkevičius	Social Democratic Party of Lithuania	5	5
Lithuania	9-Oct-16		Ramūnas Karbauskis	Lithuanian Peasant and Greens Union	3	5
Lithuania	9-Oct-16		Gabrielius Landsbergis	Homeland Union – Lithuanian Christian Democrats	6	5

Macedonia	11-Dec-16	POP	Nikola Gruevski	VMRO-DPMNE	7	5
Macedonia	11-Dec-16		Zoran Zaev	Social Democratic Union of Macedonia	8	9
Madagascar	7-Nov-18		Andry Rajoelina	Young Malagasies Determined	4	4
Malaysia	9-May-18		Mahathir Mohamad	Pakatan Harapan	3	6
Malaysia	9-May-18		Najib Razak	Barisan Nasional	4	3
Malta	3-Jun-17		Simon Busuttil	Nationalist Party	7	6
Malta	3-Jun-17		Joseph Muscat	Labour Party	3	4
Mexico	1-Jul-18		Ricardo Anaya	National Action Party	9	9
Mexico	1-Jul-18	POP	Andrés M. López Obrador	National Regeneration Movement	12	11
Moldova	30-Oct-16		Igor Dodon	Party of Socialists of the Republic of Moldova	4	6
Moldova	30-Oct-16		Maia Sandu	Action and Solidarity	2	3
Mongolia	29-Jun-16		Zandaakhüügiin Enkhbold	Democratic Party	2	2
Montenegro	15-Apr-18	POP	Milo Đukanović	Democratic Party of Socialists of Montenegro	5	5
Montenegro	16-Oct-16		Miodrag Lekić	Key Coalition	8	5
Montenegro	15-Apr-18		Marko Milačić	True Montenegro	6	3
Morocco	7-Oct-16		Abdelilah Benkirane	Justice and Development Party	2	3
New Zealand	23-Sep-17		Jacinda Ardern	Labour	5	2
New Zealand	23-Sep-17		Bill English	National	4	5
Nicaragua	6-Nov-16	POP	Daniel Ortega	Frente Sandinista de Liberación Nacional	2	3
Northern Ireland	2-Mar-17	POP	Arlene Foster	Democratic Unionist Party	4	5
Northern Ireland	2-Mar-17	POP	Michelle O'Neill	Sinn Féin	9	7
Norway	11-Sep-17	POP	Siv Jensen	Progress Party	2	4
Norway	11-Sep-17		Erna Solberg	Conservative Party	6	4
Norway	11-Sep-17		Jonas Gahr Støre	Labour Party	7	3
Pakistan	25-Jul-18	POP	Imran Khan	Pakistan Tehreek-e-Insaf	4	8
Pakistan	25-Jul-18		Shehbaz Sharif	Pakistan Muslim League	12	4
Romania	11-Dec-16		Liviu Dragnea	Social Democratic Party	8	6
Romania	11-Dec-16		Alina Gorghiu	National Liberal Party	9	11
Russia	18-Mar-18		Pavel Grudinin	Communist Party	2	4
Russia	18-Sep-16		Dmitry Medvedev	United Russia	2	8
Russia	18-Sep-16		Sergey Mironov	A Just Russia	3	2
Russia	18-Mar-18	POP	Vladimir Putin	Independent candidate	6	6
Russia	18-Mar-18	POP	Vladimir Zhirinovskiy	Liberal Democratic Party	9	6
Russia	18-Sep-16	POP	Gennady Zyuganov	Communist Party	7	4
Rwanda	4-Aug-17		Frank Habineza	Democratic Green Party of Rwanda	2	3
Serbia	2-Apr-17		Saša Janković	Independent candidate	4	5
Serbia	2-Apr-17	POP	Aleksandar Vučić	Serbian Progressive Party	5	3
Slovenia	3-Jun-18		Janez Janša	Slovenian Democratic Party	5	5
Spain	26-Jun-16		Mariano Rajoy	Partido Popular	4	2
Sweden	9-Sep-18	POP	Jimmie Åkesson	Sweden Democrats	7	7
Sweden	9-Sep-18		Stefan Löfven	Swedish Social Democratic Party	4	6
The Bahamas	10-May-17		Perry Christie	Progressive Liberal Party	5	6
The Bahamas	10-May-17		Hubert Minnis	Free National Movement	4	3
The Netherlands	15-Mar-17		Mark Rutte	People's Party for Freedom and Democracy	6	3
The Netherlands	15-Mar-17		Sybrand van Haersma Buma	Christian Democratic Appeal	6	5
The Netherlands	15-Mar-17	POP	Geert Wilders	Party for Freedom	10	13
Timor Leste	22-Jul-17		Mari Alkatiri	Revolutionary Front for an Independent East Timor	5	4
Timor Leste	20-Mar-17		Francisco 'Lú-Olo' Guterres	Revolutionary Front for an Independent East Timor	3	3
Turkey	24-Jun-18	POP	Recep Tayyip Erdoğan	Justice and Development Party	7	12

Turkey	24-Jun-18		Muharrem İnce	Republican People's Party	6	8
UK	8-Jun-17		Jeremy Corbyn	Labour Party	12	6
UK	8-Jun-17		Tim Farron	Liberal Democrats	3	3
UK	8-Jun-17		Theresa May	Conservative Party	8	13
UK	8-Jun-17	POP	Paul Nuttall	UK Independence Party	6	4
USA	8-Nov-16		Hillary Clinton	Democratic Party	32	25
USA	8-Nov-16	POP	Donald Trump	Republican Party	27	33
Uzbekistan	4-Dec-16		Shavkat Mirziyoyev	Liberal Democratic Party	5	5
Zimbabwe	30-Jul-18		Nelson Chamisa	MDC Alliance	4	4
Zimbabwe	30-Jul-18		Emmerson Mnangagwa	ZANU-PF	3	4

Note: Includes only candidates for which at least 2 expert opinions were gathered and with no missing values on variables used in models.

BF 'Big Five' battery; DT 'Dark Triad' batters. Reported is the number of experts that provided an evaluation of the battery for that candidate.

POP 'Populist candidate' (see appendix C for details on classification)

Appendix B

Robustness checks

Table B1. Populism by personality

	M1			M2			M3			M4		
	Coef	Se	Sig	Coef	Se	Sig	Coef	Se	Sig	Coef	Se	Sig
Extraversion	1.19	(0.51)	*	1.63	(0.72)	*						
Agreeableness	-2.02	(0.58)	***	-1.95	(0.80)	*						
Conscientiousness	0.75	(0.52)		0.49	(0.84)							
Emotional stability	-0.44	(0.55)		-1.06	(0.88)							
Openness	-0.83	(0.51)		-0.73	(0.73)							
Narcissism							0.78	(0.49)		1.08	(0.65)	†
Psychopathy							1.23	(0.39)	**	1.20	(0.48)	*
Machiavellianism							-0.61	(0.49)		-0.62	(0.63)	
Incumbent				-2.19	(0.91)	*				-2.00	(0.79)	*
Success				0.07	(0.03)	*				0.03	(0.02)	†
Left-right				0.22	(0.20)					0.34	(0.17)	*
Female				-0.09	(0.88)					0.66	(0.72)	
Year born				-0.01	(0.01)					-0.01	(0.01)	
Proportional rep.				-0.68	(0.82)					0.19	(0.62)	
EN candidates				-0.22	(0.27)					-0.21	(0.19)	
Presidential elect				-1.81	(0.93)	†				-1.16	(0.71)	
MENA ^a				-2.02	(1.83)					-0.50	(1.28)	
Sub-Sah Africa				.						.		
Lat Am & Car				-1.07	(1.18)					-0.16	(0.90)	
Ctr & S Asia				-2.13	(1.58)					-1.18	(1.31)	
E & SE Asia				.						.		
Eastern Europe				-0.91	(1.00)					0.60	(0.77)	
Southern Europe				-0.71	(1.04)					-0.13	(0.79)	
Intercept	-0.52	(1.43)		15.23	(14.66)		-5.10	(1.14)	***	5.90	(17.77)	
N(candidates)	152			131			152			131		
N(elections)	73			59			73			59		
Model Chi2	29.29			29.18			18.68			24.94		
Log Likelihood	-52.62			-37.3			-67.8			-52.2		

Note: All models are random-effect hierarchical logistic regressions where candidates are nested within elections. The dependent variable is binary, and sorts populists (1) from mainstream candidates (0).

^a For all regions, the reference category is “Western and Northern Europe” (includes the USA, Australia and New Zealand). East & SE Asia includes Melanesia, Micronesia and Polynesia.

^b Not enough variance on the dependent variable

*** p<0.001, ** p<0.01, * p<0.05, † p<0.1

Table B2. Perceived Big Five traits by candidate profile and context (interacting with campaign tone)

	Extraversion			Agreeableness			Conscientiousness			Emotional stability			Openness		
	Coef	Se	Sig	Coef	Se	Sig	Coef	Se	Sig	Coef	Se	Sig	Coef	Se	Sig
Populist	0.40	(0.22)	†	-0.46	(0.14)	***	-0.09	(0.17)		-0.47	(0.19)	*	-0.12	(0.19)	
Incumbent	-0.16	(0.16)		-0.31	(0.10)	**	-0.33	(0.12)	**	-0.20	(0.14)		-0.58	(0.14)	***
Success	-0.00	(0.01)		0.00	(0.00)		0.01	(0.00)	**	0.00	(0.00)		0.01	(0.00)	†
Left-right	0.02	(0.05)		-0.03	(0.03)		0.06	(0.03)	†	0.03	(0.04)		-0.05	(0.04)	
Female	0.20	(0.19)		-0.13	(0.12)		-0.03	(0.14)		-0.07	(0.16)		0.18	(0.16)	
Year born	0.01	(0.01)	*	0.01	(0.00)	*	0.01	(0.00)	†	0.01	(0.01)	†	0.01	(0.00)	*
Proportional rep.	0.19	(0.15)		-0.06	(0.12)		0.26	(0.12)	*	0.01	(0.13)		-0.05	(0.13)	
EN candidates	0.00	(0.05)		-0.03	(0.04)		0.04	(0.04)		-0.01	(0.04)		0.01	(0.04)	
Presidential elect	-0.09	(0.17)		-0.27	(0.13)	*	-0.16	(0.13)		-0.10	(0.15)		-0.22	(0.15)	
MENA ^a	0.10	(0.27)		0.19	(0.19)		-0.01	(0.20)		-0.18	(0.23)		0.42	(0.23)	†
Sub-Sah Africa	0.73	(0.31)	*	0.09	(0.22)		-0.41	(0.24)	†	-0.74	(0.27)	**	0.28	(0.26)	
Lat Am & Car	0.05	(0.24)		0.13	(0.18)		-0.32	(0.18)	†	-0.38	(0.20)	†	0.03	(0.20)	
Ctr & S Asia	0.61	(0.35)	†	0.05	(0.25)		0.05	(0.26)		-0.65	(0.30)	*	0.20	(0.30)	
E & SE Asia	0.27	(0.27)		-0.48	(0.20)	*	-0.42	(0.20)	*	-0.50	(0.23)	*	0.13	(0.22)	
Eastern Europe	0.17	(0.21)		-0.18	(0.16)		-0.29	(0.16)	†	-0.42	(0.18)	*	0.00	(0.18)	
Southern Europe	-0.12	(0.23)		-0.12	(0.17)		-0.44	(0.17)	**	-0.43	(0.19)	*	0.14	(0.19)	
<i>Tone ^b</i>	-0.03	(0.03)		0.13	(0.02)	***	0.08	(0.02)	***	0.10	(0.02)	***	0.09	(0.02)	***
<i>Tone * Populist</i>	0.03	(0.05)		-0.02	(0.03)		0.02	(0.04)		0.01	(0.05)		-0.07	(0.04)	
Intercept	-22.07	(11.65)	†	-14.73	(7.43)	*	-14.56	(8.75)	†	-14.81	(10.00)		-21.61	(9.80)	*
N(candidates)	152			152			152			152			152		
N(elections)	73			73			73			73			73		
R2	0.164			0.599			0.375			0.441			0.320		
Model Chi2	26.09			212.5			79.86			104.8			62.66		

Note: All models are random-effect hierarchical linear regressions (HLM) where candidates are nested within elections. All dependent variables vary between 0 “very low” and 4 “very high”.

^a For all regions, the reference category is “Western and Northern Europe” (includes the USA, Australia and New Zealand). East & SE Asia includes Melanesia, Micronesia and Polynesia.

^b The tone of the candidates’ campaign varies between -10 ‘very negative’ and 10 ‘very positive’ (Nai 2018c).

*** p<0.001, ** p<0.01, * p<0.05, † p<0.1

Table B3. Perceived Dark Triad traits by candidate profile and context (interacting with campaign tone)

	Narcissism			Psychopathy			Machiavellianism		
	Coef	Se	Sig	Coef	Se	Sig	Coef	Se	Sig
Populist	0.34	(0.18)	†	0.30	(0.19)		0.04	(0.19)	
Incumbent	0.27	(0.13)	*	0.51	(0.13)	***	0.53	(0.14)	***
Success	0.00	(0.00)		0.01	(0.00)		0.00	(0.00)	
Left-right	0.09	(0.04)	**	0.10	(0.04)	**	0.06	(0.04)	†
Female	-0.40	(0.16)	*	0.08	(0.16)		-0.04	(0.17)	
Year born	0.01	(0.00)		-0.01	(0.01)	†	0.00	(0.01)	
Proportional rep.	-0.03	(0.15)		0.02	(0.14)		-0.26	(0.14)	†
EN candidates	0.02	(0.04)		0.08	(0.04)	†	0.09	(0.04)	*
Presidential elect	0.25	(0.16)		0.25	(0.16)		0.37	(0.16)	*
MENA ^a	-0.36	(0.24)		-0.42	(0.24)	†	-0.34	(0.24)	
Sub-Sah Africa	0.25	(0.28)		0.01	(0.28)		0.16	(0.28)	
Lat Am & Car	0.07	(0.22)		-0.17	(0.22)		0.20	(0.22)	
Ctr & S Asia	-0.01	(0.32)		0.19	(0.32)		-0.16	(0.32)	
E & SE Asia	0.10	(0.25)		0.11	(0.25)		-0.07	(0.25)	
Eastern Europe	0.08	(0.20)		0.13	(0.20)		0.26	(0.20)	
Southern Europe	-0.01	(0.21)		-0.02	(0.21)		0.16	(0.21)	
<i>Tone</i> ^b	-0.07	(0.02)	***	-0.14	(0.02)	***	-0.10	(0.02)	***
<i>Tone * Populist</i>	0.07	(0.04)		0.06	(0.04)		0.01	(0.05)	
Intercept	-9.03	(9.68)		16.96	(9.87)	†	-2.55	(10.18)	
N(candidates)	152			152			152		
N(elections)	73			73			73		
R2	0.307			0.494			0.360		
Model Chi2	58.43			140.1			76.43		

Note: All models are random-effect hierarchical linear regressions (HLM) where candidates are nested within elections. All dependent variables vary between 0 “very low” and 4 “very high”.

^a For all regions, the reference category is “Western and Northern Europe” (includes the USA, Australia and New Zealand). East & SE Asia includes Melanesia, Micronesia and Polynesia.

^b The tone of the candidates’ campaign varies between -10 ‘very negative’ and 10 ‘very positive’ (Nai 2018c).

*** p<0.001, ** p<0.01, * p<0.05, † p<0.1

Table B4. Perceived Big Five traits by candidate profile and context (interacting with left-right)

	Extraversion			Agreeableness			Conscientiousness			Emotional stability			Openness		
	Coef	Se	Sig	Coef	Se	Sig	Coef	Se	Sig	Coef	Se	Sig	Coef	Se	Sig
Populist	0.29	(0.45)		-0.80	(0.35)	*	0.50	(0.36)		-0.51	(0.43)		-0.11	(0.41)	
Incumbent	-0.18	(0.16)		-0.20	(0.13)		-0.27	(0.13)	*	-0.10	(0.15)		-0.50	(0.15)	***
Success	-0.00	(0.01)		0.01	(0.00)		0.01	(0.00)	**	0.01	(0.00)		0.01	(0.00)	†
Left-right	0.02	(0.05)		-0.09	(0.04)	*	0.08	(0.04)	†	-0.01	(0.05)		-0.08	(0.05)	†
Female	0.19	(0.19)		-0.09	(0.15)		-0.04	(0.15)		-0.05	(0.18)		0.22	(0.17)	
Year born	0.01	(0.01)	*	0.01	(0.00)	*	0.01	(0.00)	*	0.01	(0.01)	*	0.01	(0.01)	**
Proportional rep.	0.17	(0.15)		-0.00	(0.12)		0.32	(0.12)	**	0.06	(0.15)		0.01	(0.14)	
EN candidates	0.00	(0.05)		-0.00	(0.04)		0.04	(0.04)		0.01	(0.04)		0.02	(0.04)	
Presidential elect	-0.10	(0.17)		-0.18	(0.14)		-0.09	(0.14)		-0.03	(0.16)		-0.18	(0.16)	
MENA ^a	0.15	(0.27)		-0.05	(0.21)		-0.16	(0.21)		-0.37	(0.25)		0.26	(0.24)	
Sub-Sah Africa	0.74	(0.31)	*	0.04	(0.25)		-0.47	(0.25)	†	-0.81	(0.30)	**	0.25	(0.28)	
Lat Am & Car	0.12	(0.24)		-0.10	(0.18)		-0.54	(0.19)	**	-0.61	(0.22)	**	-0.17	(0.21)	
Ctr & S Asia	0.63	(0.35)	†	-0.00	(0.28)		-0.08	(0.28)		-0.74	(0.33)	*	0.15	(0.32)	
E & SE Asia	0.28	(0.27)		-0.47	(0.21)	*	-0.46	(0.21)	*	-0.51	(0.25)	*	0.12	(0.24)	
Eastern Europe	0.21	(0.21)		-0.34	(0.16)	*	-0.37	(0.16)	*	-0.55	(0.20)	**	-0.14	(0.19)	
Southern Europe	-0.05	(0.22)		-0.34	(0.17)	†	-0.66	(0.18)	***	-0.64	(0.21)	**	-0.06	(0.20)	
<i>LR * Populist</i>	<i>0.02</i>	<i>(0.09)</i>		<i>-0.00</i>	<i>(0.07)</i>		<i>-0.19</i>	<i>(0.07)</i>	**	<i>-0.07</i>	<i>(0.09)</i>		<i>-0.02</i>	<i>(0.08)</i>	
Intercept	-21.10	(11.66)	†	-18.77	(9.15)	*	-19.43	(9.21)	*	-19.21	(11.03)	†	-24.58	(10.47)	*
N(candidates)	152			152			152			152			152		
N(elections)	73			73			73			73			73		
R2	0.158			0.396			0.303			0.316			0.221		
Model Chi2	25.11			87.95			58.33			62.01			37.91		

Note: All models are random-effect hierarchical linear regressions (HLM) where candidates are nested within elections. All dependent variables vary between 0 “very low” and 4 “very high”.

^a For all regions, the reference category is “Western and Northern Europe” (includes the USA, Australia and New Zealand). East & SE Asia includes Melanesia, Micronesia and Polynesia.

^b The tone of the candidates’ campaign varies between -10 ‘very negative’ and 10 ‘very positive’ (Nai 2018c).

*** p<0.001, ** p<0.01, * p<0.05, † p<0.1

Table B5. Perceived Dark Triad traits by candidate profile and context (interacting with left-right)

	Narcissism			Psychopathy			Machiavellianism		
	Coef	Se	Sig	Coef	Se	Sig	Coef	Se	Sig
Populist	0.73	(0.39)	†	0.37	(0.44)		0.37	(0.43)	
Incumbent	0.22	(0.13)	†	0.39	(0.16)	*	0.45	(0.15)	**
Success	-0.00	(0.00)		0.00	(0.00)		0.00	(0.00)	
Left-right	0.15	(0.04)	**	0.15	(0.05)	**	0.12	(0.05)	*
Female	-0.44	(0.16)	**	0.05	(0.18)		-0.08	(0.18)	
Year born	0.00	(0.01)		-0.01	(0.01)	†	-0.00	(0.01)	
Proportional rep.	-0.06	(0.15)		-0.09	(0.15)		-0.30	(0.15)	*
EN candidates	0.02	(0.05)		0.06	(0.05)		0.07	(0.05)	
Presidential elect	0.25	(0.17)		0.18	(0.17)		0.32	(0.17)	†
MENA ^a	-0.27	(0.26)		-0.18	(0.26)		-0.18	(0.26)	
Sub-Sah Africa	0.25	(0.30)		0.04	(0.30)		0.21	(0.30)	
Lat Am & Car	0.18	(0.23)		0.13	(0.23)		0.37	(0.23)	
Ctr & S Asia	-0.01	(0.34)		0.24	(0.34)		-0.11	(0.35)	
E & SE Asia	0.09	(0.26)		0.08	(0.26)		-0.07	(0.27)	
Eastern Europe	0.21	(0.21)		0.32	(0.20)		0.40	(0.21)	†
Southern Europe	0.09	(0.22)		0.28	(0.22)		0.32	(0.22)	
<i>LR * Populist</i>	<i>-0.08</i>	<i>(0.08)</i>		<i>0.04</i>	<i>(0.09)</i>		<i>-0.01</i>	<i>(0.08)</i>	
Intercept	-7.46	(10.04)		22.63	(11.34)	*	0.84	(11.03)	
N(candidates)	152			152			152		
N(elections)	73			73			73		
R2	0.257			0.330			0.251		
Model Chi2	45.41			65.99			45		

Note: All models are random-effect hierarchical linear regressions (HLM) where candidates are nested within elections. All dependent variables vary between 0 “very low” and 4 “very high”.

^a For all regions, the reference category is “Western and Northern Europe” (includes the USA, Australia and New Zealand). East & SE Asia includes Melanesia, Micronesia and Polynesia.

^b The tone of the candidates’ campaign varies between -10 ‘very negative’ and 10 ‘very positive’ (Nai 2018c).

*** p<0.001, ** p<0.01, * p<0.05, † p<0.1

Table B6. Perceived Big Five traits by candidate profile and context (controlling for expert profile)

	Extraversion			Agreeableness			Conscientiousness			Emotional stability			Openness		
	Coef	Se	Sig	Coef	Se	Sig	Coef	Se	Sig	Coef	Se	Sig	Coef	Se	Sig
Populist	0.49	(0.17)	**	-0.78	(0.13)	***	-0.35	(0.14)	*	-0.83	(0.16)	***	-0.14	(0.15)	
Incumbent	-0.12	(0.16)		-0.19	(0.13)		-0.27	(0.13)	*	-0.13	(0.16)		-0.49	(0.15)	***
Success	-0.01	(0.01)		0.01	(0.00)		0.01	(0.00)	**	0.01	(0.00)		0.01	(0.00)	†
Left-right	0.03	(0.04)		-0.10	(0.03)	**	-0.01	(0.03)		-0.04	(0.04)		-0.09	(0.04)	*
Female	0.09	(0.19)		-0.09	(0.15)		0.01	(0.16)		-0.02	(0.18)		0.21	(0.17)	
Year born	0.01	(0.01)		0.01	(0.00)	*	0.01	(0.00)	*	0.01	(0.01)	*	0.01	(0.01)	*
Proportional rep.	0.16	(0.15)		0.01	(0.12)		0.25	(0.13)	*	0.05	(0.15)		0.04	(0.14)	
EN candidates	0.05	(0.05)		-0.01	(0.04)		0.05	(0.04)		0.00	(0.05)		0.01	(0.05)	
Presidential elect	-0.01	(0.18)		-0.11	(0.14)		-0.11	(0.15)		-0.08	(0.17)		-0.18	(0.17)	
MENA ^a	0.14	(0.29)		-0.12	(0.23)		0.13	(0.24)		-0.22	(0.28)		0.17	(0.27)	
Sub-Sah Africa	0.89	(0.35)	*	-0.01	(0.28)		-0.20	(0.29)		-0.77	(0.34)	*	0.13	(0.32)	
Lat Am & Car	-0.01	(0.25)		-0.15	(0.20)		-0.30	(0.20)		-0.50	(0.24)	*	-0.23	(0.23)	
Ctr & S Asia	0.69	(0.37)	†	-0.02	(0.29)		0.25	(0.30)		-0.63	(0.36)	†	0.08	(0.34)	
E & SE Asia	0.51	(0.31)	†	-0.48	(0.25)	†	-0.12	(0.25)		-0.43	(0.30)		0.14	(0.28)	
Eastern Europe	0.37	(0.26)		-0.55	(0.21)	**	-0.22	(0.22)		-0.51	(0.26)	*	-0.34	(0.24)	
Southern Europe	-0.12	(0.22)		-0.33	(0.18)	†	-0.48	(0.18)	**	-0.57	(0.22)	**	-0.08	(0.20)	
<i>Avg familiarity ^b</i>	<i>0.02</i>	<i>(0.12)</i>		<i>-0.11</i>	<i>(0.10)</i>		<i>0.11</i>	<i>(0.10)</i>		<i>0.08</i>	<i>(0.12)</i>		<i>0.09</i>	<i>(0.11)</i>	
<i>Avg simplicity ^c</i>	<i>0.14</i>	<i>(0.09)</i>		<i>0.03</i>	<i>(0.07)</i>		<i>-0.08</i>	<i>(0.07)</i>		<i>-0.05</i>	<i>(0.09)</i>		<i>0.02</i>	<i>(0.08)</i>	
<i>Avg left-right ^d</i>	<i>-0.10</i>	<i>(0.10)</i>		<i>0.09</i>	<i>(0.08)</i>		<i>-0.06</i>	<i>(0.08)</i>		<i>0.00</i>	<i>(0.09)</i>		<i>0.14</i>	<i>(0.09)</i>	
<i>% female ^e</i>	<i>0.88</i>	<i>(0.42)</i>	*	<i>-0.05</i>	<i>(0.33)</i>		<i>-0.31</i>	<i>(0.34)</i>		<i>-0.55</i>	<i>(0.41)</i>		<i>0.38</i>	<i>(0.38)</i>	
<i>% domestic ^f</i>	<i>0.30</i>	<i>(0.40)</i>		<i>0.33</i>	<i>(0.32)</i>		<i>0.65</i>	<i>(0.33)</i>	*	<i>0.17</i>	<i>(0.39)</i>		<i>-0.10</i>	<i>(0.37)</i>	
Intercept	-18.41	(11.73)		-18.64	(9.36)	*	-17.14	(9.56)	†	-20.24	(11.37)	†	-21.26	(10.76)	*
N(candidates)	152			152			152			152			152		
N(elections)	73			73			73			73			73		
R2	0.215			0.419			0.309			0.331			0.242		
Model Chi2	35.69			93.61			58.24			64.44			41.49		

Note: All models are random-effect hierarchical linear regressions (HLM) where candidates are nested within elections. All dependent variables vary between 0 “very low” and 4 “very high”.

^a For all regions, the reference category is “Western and Northern Europe” (includes the USA, Australia and New Zealand). East & SE Asia includes Melanesia, Micronesia and Polynesia.

^b Average score for variable measuring how familiar experts are with elections in the country surveyed (self-assessment) in the country sample; ranges between 0 ‘very low’ and 10 ‘very high’.

^c Average score for variable measuring how easy or difficult it was for experts to answer questions in the survey (self-assessment) in the country sample; ranges between 0 ‘very difficult’ and 10 ‘very easy’.

^d Average ideology of experts in the country sample, based on self-assessed position of left-right scale (0-10).

^e Percentage of female experts in the country sample.

^f Percentage of domestic experts in the country sample.

*** p<0.001, ** p<0.01, * p<0.05, † p<0.1

Table B7. Perceived Dark Triad traits by candidate profile and context (controlling for expert profile)

	Narcissism			Psychopathy			Machiavellianism		
	Coef	Se	Sig	Coef	Se	Sig	Coef	Se	Sig
Populist	0.36	(0.14)	*	0.50	(0.17)	**	0.32	(0.16)	*
Incumbent	0.26	(0.13)	*	0.39	(0.16)	*	0.48	(0.15)	**
Success	-0.00	(0.00)		0.00	(0.00)		-0.00	(0.00)	
Left-right	0.12	(0.03)	***	0.18	(0.04)	***	0.13	(0.04)	**
Female	-0.49	(0.17)	**	0.03	(0.19)		-0.13	(0.18)	
Year born	0.00	(0.01)		-0.01	(0.01)		0.00	(0.01)	
Proportional rep.	-0.05	(0.16)		-0.07	(0.15)		-0.28	(0.16)	†
EN candidates	0.05	(0.05)		0.07	(0.05)		0.10	(0.05)	†
Presidential elect	0.27	(0.18)		0.15	(0.18)		0.35	(0.18)	†
MENA ^a	-0.42	(0.29)		-0.36	(0.29)		-0.30	(0.30)	
Sub-Sah Africa	0.13	(0.35)		-0.13	(0.35)		0.13	(0.36)	
Lat Am & Car	0.03	(0.26)		0.01	(0.25)		0.24	(0.26)	
Ctr & S Asia	-0.11	(0.37)		0.04	(0.36)		-0.20	(0.38)	
E & SE Asia	0.06	(0.32)		-0.19	(0.30)		-0.13	(0.32)	
Eastern Europe	0.18	(0.28)		0.38	(0.26)		0.44	(0.27)	
Southern Europe	0.02	(0.23)		0.18	(0.22)		0.24	(0.23)	
<i>Avg familiarity</i> ^b	-0.04	(0.12)		-0.08	(0.12)		-0.07	(0.12)	
<i>Avg simplicity</i> ^c	0.17	(0.09)	†	0.07	(0.09)		0.13	(0.09)	
<i>Avg left-right</i> ^d	-0.02	(0.10)		-0.06	(0.10)		-0.06	(0.10)	
<i>% female</i> ^e	0.53	(0.42)		0.08	(0.41)		0.31	(0.43)	
<i>% domestic</i> ^f	-0.18	(0.41)		-0.68	(0.40)	†	-0.20	(0.42)	
Intercept	-5.85	(10.16)		20.04	(11.55)	†	0.60	(11.28)	
N(candidates)	152			152			152		
N(elections)	73			73			73		
R2	0.286			0.360			0.271		
Model Chi2	50.24			73.04			48.43		

Note: All models are random-effect hierarchical linear regressions (HLM) where candidates are nested within elections. All dependent variables vary between 0 “very low” and 4 “very high”.

^a For all regions, the reference category is “Western and Northern Europe” (includes the USA, Australia and New Zealand). East & SE Asia includes Melanesia, Micronesia and Polynesia.

^b Average score for variable measuring how familiar experts are with elections in the country surveyed (self-assessment) in the country sample; ranges between 0 ‘very low’ and 10 ‘very high’.

^c Average score for variable measuring how easy or difficult it was for experts to answer questions in the survey (self-assessment) in the country sample; ranges between 0 ‘very difficult’ and 10 ‘very easy’.

^d Average ideology of experts in the country sample, based on self-assessed position of left-right scale (0-10).

^e Percentage of female experts in the country sample.

^f Percentage of domestic experts in the country sample.

*** p<0.001, ** p<0.01, * p<0.05, † p<0.1

Table B8. Perceived Big Five traits by candidate profile and context (minimum 5 experts per candidate)

	Extraversion			Agreeableness			Conscientiousness			Emotional stability			Openness		
	Coef	Se	Sig	Coef	Se	Sig	Coef	Se	Sig	Coef	Se	Sig	Coef	Se	Sig
Populist	0.52	(0.26)	*	-0.66	(0.22)	**	-0.48	(0.21)	*	-0.78	(0.25)	**	-0.18	(0.21)	
Incumbent	-0.01	(0.30)		-0.05	(0.25)		-0.38	(0.24)		-0.28	(0.28)		-0.49	(0.23)	*
Success	-0.02	(0.01)	†	0.01	(0.01)		0.02	(0.01)	*	0.02	(0.01)	†	-0.01	(0.01)	
Left-right	0.04	(0.07)		-0.17	(0.06)	**	-0.01	(0.06)		-0.11	(0.07)		-0.10	(0.06)	†
Female	-0.28	(0.30)		-0.25	(0.25)		0.42	(0.24)	†	0.05	(0.28)		-0.24	(0.24)	
Year born	0.00	(0.01)		0.01	(0.01)		0.02	(0.01)	**	0.01	(0.01)	†	0.01	(0.01)	†
Proportional rep.	-0.16	(0.26)		-0.28	(0.23)		0.55	(0.20)	**	0.19	(0.26)		-0.04	(0.22)	
EN candidates	-0.09	(0.08)		-0.00	(0.07)		0.09	(0.06)		-0.02	(0.07)		-0.11	(0.06)	†
Presidential elect	0.06	(0.29)		0.06	(0.25)		0.28	(0.23)		0.06	(0.28)		-0.04	(0.24)	
MENA ^a	0.54	(0.50)		-0.06	(0.43)		0.45	(0.39)		-0.48	(0.49)		0.43	(0.42)	
Sub-Sah Africa	1.71	(0.83)	*	0.51	(0.71)		1.18	(0.66)	†	-0.87	(0.79)		1.29	(0.68)	†
Lat Am & Car	0.26	(0.33)		-0.14	(0.29)		-0.45	(0.26)	†	-0.83	(0.33)	*	-0.24	(0.28)	
Ctr & S Asia	0.97	(0.90)		-0.94	(0.77)		0.48	(0.71)		-1.26	(0.86)		0.72	(0.74)	
E & SE Asia	0.26	(0.81)		-0.50	(0.69)		0.53	(0.64)		-0.72	(0.78)		0.23	(0.67)	
Eastern Europe	0.30	(0.31)		-0.34	(0.28)		-0.09	(0.25)		-0.30	(0.31)		-0.05	(0.27)	
Southern Europe	0.25	(0.32)		-0.20	(0.28)		-0.24	(0.25)		-0.53	(0.32)	†	-0.13	(0.27)	
Intercept	-5.70	(16.6)		-8.22	(14.1)		-33.4	(13.2)	*	-24.2	(15.8)		-20.5	(13.5)	
N(candidates)	56			56			56			56			56		
N(elections)	37			37			37			37			37		
R2	0.307			0.531			0.495			0.454			0.409		
Model Chi2	17.28			45.42			38.29			33.85			27.86		

Note: All models are random-effect hierarchical linear regressions (HLM) where candidates are nested within elections. All dependent variables vary between 0 “very low” and 4 “very high”.

^a For all regions, the reference category is “Western and Northern Europe” (includes the USA, Australia and New Zealand). East & SE Asia includes Melanesia, Micronesia and Polynesia.

*** p<0.001, ** p<0.01, * p<0.05, † p<0.1

Table B9. Perceived Dark Triad traits by candidate profile and context (minimum 5 experts per candidate)

	Narcissism			Psychopathy			Machiavellianism		
	Coef	Se	Sig	Coef	Se	Sig	Coef	Se	Sig
Populist	0.38	(0.18)	*	0.62	(0.20)	**	0.44	(0.21)	*
Incumbent	0.52	(0.19)	**	0.71	(0.22)	**	0.58	(0.22)	**
Success	-0.00	(0.01)		0.00	(0.01)		-0.01	(0.01)	
Left-right	0.10	(0.05)	*	0.22	(0.06)	***	0.17	(0.06)	**
Female	-0.33	(0.20)		-0.08	(0.23)		-0.14	(0.23)	
Year born	-0.00	(0.01)		-0.01	(0.01)	*	-0.01	(0.01)	
Proportional rep.	-0.03	(0.25)		-0.12	(0.24)		-0.30	(0.26)	
EN candidates	0.03	(0.07)		0.10	(0.07)		0.01	(0.07)	
Presidential elect	0.25	(0.26)		0.11	(0.26)		0.18	(0.27)	
MENA ^a	-0.70	(0.47)		-0.31	(0.46)		-0.48	(0.49)	
Sub-Sah Africa	0.01	(0.71)		-1.38	(0.71)	†	-1.29	(0.75)	†
Lat Am & Car	0.37	(0.31)		0.28	(0.30)		0.48	(0.33)	
Ctr & S Asia	-0.27	(0.76)		-0.40	(0.76)		-0.16	(0.80)	
E & SE Asia	0.24	(0.70)		-0.52	(0.70)		-0.95	(0.74)	
Eastern Europe	0.15	(0.31)		0.17	(0.30)		0.27	(0.32)	
Southern Europe	0.18	(0.31)		0.14	(0.30)		0.21	(0.32)	
Intercept	11.12	(12.2)		28.50	(13.3)	*	13.83	(13.7)	
N(candidates)	56			56			56		
N(elections)	37			37			37		
R2	0.355			0.592			0.437		
Model Chi2	33.64			76.10			44.50		

Note: All models are random-effect hierarchical linear regressions (HLM) where candidates are nested within elections. All dependent variables vary between 0 “very low” and 4 “very high”.

^a For all regions, the reference category is “Western and Northern Europe” (includes the USA, Australia and New Zealand). East & SE Asia includes Melanesia, Micronesia and Polynesia.

*** p<0.001, ** p<0.01, * p<0.05, † p<0.1

Appendix C

Classification of populist candidates

Table C1 lists the references used to identify the “populists” among all candidates in our dataset. The classification relied on published research. We referred to the few existing comparative work (Mudde 2007; Inglehart and Norris 2016), systematic collections of case studies (Albertazzi and McDonnell 2008; Aalberg et al. 2017), and additional single case studies for selected countries (e.g., Gurov and Zankina 2013; Bos and Brants 2014; Džankić and Keil 2017), that rely on similar definitions of “populism” as an ideology that advocates for people-centrism and anti-elitism (Mudde 2004) or more generally an opposition between the common “people” and the (corrupt, wicked) elites. Some of the work collected refers to populism in general (Rooduijn and Pauwels 2011; Aalberg et al. 2017), whereas other focuses on particular types such as right-wing populism (Mudde 2007). The table also includes some non-academic references (e.g., articles published in national or international press, signalled with * in the list), as additional illustrative examples; for a candidate to be qualified as “populist”, however, minimum one academic published work had to be identified. All references in the table are listed in the selected bibliography that follows.

Table C1. Populist candidates in our database

Country	Candidate	Party	References
Argentina	Cristina Fernández de Kirchner	Justicialist	Waisbord (2011); Aytac and Öniş (2014); Waisbord and Amado (2017); Kyle and Gultchin (2018)
Austria	Norbert Hofer	Freedom Party of Austria	Mudde (2004); Mudde (2007); Heinisch (2008); Oesch (2008); Ennsner (2012); Dolezal et al. (2012); Matthes and Schmuck (2015); Mudde (2015)*; Van Kessel (2015); Inglehart and Norris (2016); NN (2016)*; Ashkenas and Aisch (2016)*; Kenny (2016); Schmuck et al. (2017); Marczewski (2017)*; Cormaic (2017)*, Silver (2017)*
Austria	Heinz-Christian Strache	Freedom Party of Austria	Mudde (2004); Mudde (2007); Heinisch (2008); Oesch (2008); Ennsner (2012); Dolezal et al. (2012); Matthes and Schmuck (2015); Mudde (2015)*; Van Kessel (2015); Inglehart and Norris (2016); NN (2016)*; Ashkenas and Aisch (2016)*; Kenny (2016); Schmuck et al. (2017); Marczewski (2017)*; Cormaic (2017)*, Silver (2017)*
Brazil	Jair Bolsonaro	Social Liberal Party	Hunter and Power (2019); Flandes (2018); Rezende (2018); Langevin (2017)*; Mounk and Kyle (2018)*
Bulgaria	Boyko Borisov	Citizens for European Development of Bulgaria	Ghodsee (2008); Gurov and Zankina (2013); Kanev (2013); Levitt and Kostadinova (2014); Tudoroiu (2014); Kocijan (2015); Kenny (2016); Medarov (2016); Primatarova (2016); Barzachka (2017)*; Kyle and Gultchin (2018)
Colombia	Iván Duque Márquez	Democratic Center	Espinel and Rodríguez (2019); Bowman (2018)*; Casey and Abad (2018)*
Croatia	Ivan Vilibor Sinčić	Human Shield	Čakar and Raos (2016); Grbeša and Šalaj (2016); NN (2016a)*
Czech Republic	Andrej Babiš	ANO	Van Kessel (2015); Havlík (2015); Havlík (2016); Hanley (2014)*; Kyle and Gultchin (2018)
Czech Republic	Tomio Okamura	Freedom and Direct Democracy	Van Kessel (2015); Hanley (2014)*
France	Marine Le Pen	Front National	Mudde (2004); Mudde (2007); Rydgren (2008); Dolezal et al. (2012); Ennsner (2012); Rooduijn et al. (2014); Mudde (2015)*; Van Kessel (2015); Inglehart and Norris (2016); Dennison and Pardijs (2016); Nossiter (2016)*; Kenny (2016); Ashkenas and Aisch (2016)*; Hubé and Truan (2017); Cormaic (2017)*; NN (2017a)*; Ivaldi et al. (2017)
France	Jean-Luc Mélenchon	La France Insoumise	Surel (2011); Paveau (2012); Chazan (2017)*; NN (2017a)*

Germany	Alexander Gauland	Alternative for Germany	Mudde (2014b); Treib (2014) ; Arzheimer (2015); Berbuir et al. (2015); Van Kessel (2015); Ashkenas and Aisch (2016)*;
Hungary	Viktor Orbán	Fidesz	Batory (2016); Adam and Bozoki (2016); Antal (2017); Pappas (2016); Müller (2014); Kyle and Gultchin (2018)
Italy	Matteo Salvini	Lega	Bobba (2018); McDonnell (2006); Albertazzi and McDonnell (2010); D'Alimonte (2019); Garzia (2018); Ivaldi et al. (2017); Kyle and Gultchin (2018)
Italy	Luigi Di Maio	Five Star Movement	D'Alimonte (2019); Garzia (2018); Franzosi et al. (2015); Ivaldi et al. (2017); Lanzone and Woods (2015); Passarelli and Tuorto (2018); Kyle and Gultchin (2018)
Kosovo	Albin Kurti	Vetëvendosje	Yabancı (2015)
Macedonia	Nikola Gruevski	VMRO-DPMNE	Mudde (2007); Schmidt and Stegmaier (2014); Ordanoski (2014); Petkovski (2016); NN (2016b)*; Kyle and Gultchin (2018)
Mexico	Andrés Manuel López Obrador	National Regeneration Movement	Bruhn (2012); Cansino and Covarrubias (2015); Toro and Bosworth (2019)*; Müller (2014)
Montenegro	Milo Đukanović	Democratic Party of Socialists of Montenegro	Džankić and Keil (2017)
Nicaragua	Daniel Ortega	Frente Sandinista de Liberación Nacional	Waisbord (2011); Colburn and Cruz (2012); Weyland (2013); Kenny (2016); Kyle and Gultchin (2018)
Northern Ireland	Arlene Foster	Democratic Unionist Party	Price (1995); Fella (2008); Ganiel (2007)
Northern Ireland	Michelle O'Neill	Sinn Féin	McDonnell (2008); Van Kessel (2015); Mudde (2015)*; Suiter (2017)
Norway	Siv Jensen	Progress Party	Anderson (1996); Widfeldt (2000); Downs (2001); Oesch (2008); Mudde (2014); Mudde (2015); Van Kessel (2015); Jungar and Jupskås (2014)
Pakistan	Imran Khan	Pakistan Tehreek-e-Insaf	Evans (2012); Waraich (2018)*; Campbell (2018)
Russia	Vladimir Zhirinovskiy	LDPR	Mudde (2007); Korgunuyuk (2010); Eatwell (2016); Mudde and Rovira Kaltwasser (2014); Kyle and Gultchin (2018)
Russia	Gennady Zyuganov	Communist Party	Korgunuyuk (2010)
Russia	Vladimir Putin	People's Front / Independent	Robinson and Milne (2017); Lassila (2016); Oliker (2017); March (2017)
Serbia	Aleksandar Vučić	Serbian Progressive Party	Papović and Pejović (2015); Kyle and Gultchin (2018)
Sweden	Jimmie Åkesson	Sweden Democrats	Mudde (2007); Rydgren (2008) ; Hellström et al. (2012); Wodak et al. (2013); Jungar and Jupskås (2014); Norocel (2017)
The Netherlands	Geert Wilders	Party for Freedom	Lucardie (2008); Rooduijn and Pauwels (2011); Bos and Brants (2014); Rooduijn et al. (2014); Mudde (2015)*; Van Kessel (2015); Inglehart and Norris (2016); Dennison and Pardijs (2016); Ashkenas and Aisch (2016)*; Kenny (2016); Hameleers et al. (2017); Cormaic (2017)*; Silver (2017)*
Turkey	Recep Tayyip Erdoğan	Justice and Development Party	Diñçşahin (2012); Selçuk (2016); Yılmaz (2018); Bozkurt (2013); Aytac and Öniş (2014); Kyle and Gultchin (2018)
UK	Paul Nuttall	UK Independence Party	Fella (2008); Dolezal et al. (2012); Dennison and Pardijs (2016); Ashkenas and Aisch (2016)*; Stanyer et al. (2017); Silver (2017)*
USA	Donald Trump	Republican Party	Inglehart and Norris (2016); Kazin (2016); Kellner (2016); Eiermann (2016); Oliver and Rahn (2016); Ashkenas and Aisch (2016)*; Hirsh (2016)*; Mudde (2017)*; Kyle and Gultchin (2018)

Note: we do not claim this list to be exhaustive. * Non-academic publication

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Appendix D

Experts

Table D1. Average profile of experts, by election

Country	Election date	Average expert familiarity ^a	Average survey simplicity ^b	Percentage domestic experts	Average expert left-right ^c	Percentage female experts
Albania	25-Jun-17	7.20	6.60	0.71	4.60	0.60
Algeria	4-May-17	6.17	4.60	0.20	3.40	0.33
Argentina	22-Oct-17	8.42	7.75	0.93	5.08	0.50
Armenia	2-Apr-17	8.50	6.60	1.00	5.40	0.33
Australia	2-Jul-16	8.29	6.70	0.96	3.25	0.40
Austria	4-Dec-16	8.06	5.88	0.89	3.32	0.41
Austria	15-Oct-17	8.43	5.95	0.85	3.67	0.43
Brazil	7-Oct-18	7.86	6.50	0.70	3.91	0.32
Bulgaria	6-Nov-16	8.24	7.10	0.87	5.05	0.57
Bulgaria	26-Mar-17	7.60	6.50	0.87	5.30	0.40
Cameroon	7-Oct-18	8.38	7.13	0.63	5.75	0.00
Chile	19-Nov-17	8.89	7.78	0.73	4.56	0.11
Colombia	27-May-18	8.07	7.53	0.69	4.20	0.47
Costa Rica	4-Feb-18	8.61	7.58	0.90	4.06	0.21
Croatia	11-Sep-16	8.60	7.00	0.83	4.27	0.33
Cyprus	28-Jan-18	7.89	8.00	0.56	5.00	0.56
Czech Republic	20-Oct-17	7.29	5.00	0.91	6.35	0.11
Czech Republic	12-Jan-18	7.61	5.44	1.00	5.89	0.28
Ecuador	19-Feb-17	8.17	7.00	0.82	3.79	0.37
Fiji	14-Nov-18	7.67	7.83	0.50	3.83	0.33
Finland	28-Jan-18	8.06	6.63	0.94	3.65	0.18
France	23-Apr-17	8.37	5.88	0.59	4.31	0.15
France	11-Jun-17	8.55	6.09	0.67	4.36	0.18
Georgia	8-Oct-16	7.44	5.89	0.89	5.56	0.40
Georgia	28-Oct-18	8.07	7.07	0.90	5.40	0.20
Germany	24-Sep-17	7.50	5.42	0.68	4.16	0.18
Ghana	7-Dec-16	8.92	8.25	0.69	5.75	0.08
Hungary	8-Apr-18	7.90	6.40	0.67	3.90	0.40
Iceland	25-Jun-16	8.83	7.67	0.79	4.17	0.33
Iceland	29-Oct-16	8.09	6.27	0.71	3.91	0.45
Iceland	28-Oct-17	8.43	5.71	1.00	4.29	0.57
Iran	19-May-17	8.29	5.71	0.13	3.57	0.00
Italy	4-Mar-18	8.29	6.19	0.71	3.79	0.32
Japan	10-Jul-16	7.60	6.20	0.52	4.70	0.20
Japan	22-Oct-17	6.41	5.94	0.80	4.47	0.29
Kenya	8-Aug-17	7.33	7.33	0.33	3.33	0.67
Kosovo	11-Jun-17	7.80	6.93	1.00	4.53	0.13
Kyrgyzstan	15-Oct-17	6.33	7.67	0.80	4.33	0.67

Latvia	6-Oct-18	7.36	4.64	0.92	5.18	0.73
Lesotho	3-Jun-17	7.67	7.67	0.67	6.00	0.00
Lithuania	9-Oct-16	7.67	5.94	1.00	6.56	0.38
Macedonia	11-Dec-16	7.76	6.69	0.68	3.88	0.65
Madagascar	7-Nov-18	6.50	7.00	0.00	4.00	0.50
Malaysia	9-May-18	8.22	6.67	0.44	3.56	0.22
Malta	3-Jun-17	8.91	7.82	1.00	3.82	0.27
Mexico	1-Jul-18	8.59	7.73	0.56	3.43	0.23
Moldova	30-Oct-16	9.00	6.67	0.83	6.78	0.33
Mongolia	29-Jun-16	7.40	6.20	0.25	4.00	0.00
Montenegro	16-Oct-16	8.67	6.50	0.75	3.33	0.33
Montenegro	15-Apr-18	8.42	5.60	0.85	3.55	0.50
Morocco	7-Oct-16	6.83	6.83	0.40	4.67	0.50
New Zealand	23-Sep-17	8.67	7.08	0.94	2.64	0.42
Nicaragua	6-Nov-16	6.50	6.00	0.20	3.75	0.00
Northern Ireland	2-Mar-17	8.19	7.00	0.62	3.94	0.31
Norway	11-Sep-17	7.44	7.13	1.00	3.75	0.25
Pakistan	25-Jul-18	8.46	8.07	0.82	5.46	0.29
Romania	11-Dec-16	8.38	6.95	0.87	5.65	0.43
Russia	18-Sep-16	6.83	6.57	0.54	5.08	0.33
Russia	18-Mar-18	7.75	7.15	0.50	5.85	0.20
Rwanda	4-Aug-17	8.00	5.50	0.40	4.00	0.50
Serbia	2-Apr-17	8.00	6.78	0.50	3.56	0.44
Slovenia	3-Jun-18	7.00	6.40	0.80	3.50	0.50
Spain	26-Jun-16	8.38	7.00	0.89	4.15	0.31
Sweden	9-Sep-18	8.69	3.94	0.89	4.45	0.25
The Bahamas	10-May-17	7.77	7.31	0.79	4.38	0.69
The Netherlands	15-Mar-17	7.68	4.41	0.93	3.73	0.25
Timor Leste	20-Mar-17	7.00	8.00	0.33	5.67	0.33
Timor Leste	22-Jul-17	7.60	4.60	0.20	5.00	0.20
Turkey	24-Jun-18	8.48	6.64	0.58	3.56	0.48
UK	8-Jun-17	7.65	6.56	0.73	4.09	0.35
USA	8-Nov-16	8.97	7.44	0.81	3.60	0.29
Uzbekistan	4-Dec-16	8.17	6.25	0.67	4.60	0.67
Zimbabwe	30-Jul-18	9.20	7.67	0.64	4.33	0.10

^a Average score for variable measuring how familiar experts are with elections in the country surveyed (self-assessment); ranges between 0 'very low' and 10 'very high'.

^b Average score for variable measuring how easy or difficult it was for experts to answer questions in the survey (self-assessment); ranges between 0 'very difficult' and 10 'very easy'.

^c Average ideology of experts, based on self-assessed position of left-right scale (0-10).

Table D2. Candidates' Big Five traits by expert profile

	Extraversion			Agreeableness			Conscientiousness			Emotional stability			Openness		
	Coef	Se	Sig	Coef	Se	Sig	Coef	Se	Sig	Coef	Se	Sig	Coef	Se	Sig
Left-right ^a	-0.01	(0.02)		0.04	(0.02)	†	0.01	(0.02)		-0.01	(0.02)		0.01	(0.02)	
Familiarity ^b	-0.02	(0.02)		0.03	(0.02)		0.06	(0.02)	**	0.02	(0.02)		-0.03	(0.02)	
Simplicity ^c	0.01	(0.02)		0.02	(0.01)		0.01	(0.01)		0.01	(0.02)		0.02	(0.01)	†
Domestic	0.07	(0.08)		0.13	(0.08)		0.12	(0.08)		0.09	(0.09)		0.11	(0.08)	
Female	-0.04	(0.07)		0.02	(0.07)		0.04	(0.07)		-0.04	(0.08)		-0.00	(0.07)	
Intercept	2.42	(0.21)	***	1.14	(0.20)	***	2.04	(0.21)	***	2.05	(0.22)	***	1.91	(0.20)	***
N(candidates)	945			947			912			937			915		
N(elections)	73			73			73			73			73		
R2	0.001			0.016			0.014			0.005			0.005		
Model Chi2	2.442			13.34			12.66			2.985			5.885		

Note: All models are random-effect hierarchical linear regressions (HLM) where candidates are nested within elections. All dependent variables vary between 0 “very low” and 4 “very high”.

^a Self-assessed position of left-right scale (0-10).

^b Measures how familiar experts are with elections in the country surveyed (self-assessment) in the country sample; ranges between 0 ‘very low’ and 10 ‘very high’.

^c Measures how easy or difficult it was for experts to answer questions in the survey (self-assessment) in the country sample; ranges between 0 ‘very difficult’ and 10 ‘very easy’.

*** p<0.001, ** p<0.01, * p<0.05, † p<0.1

Table D2. Candidates' Dark Triad traits by expert profile

	Narcissism			Psychopathy			Machiavellianism		
	Coef	Se	Sig	Coef	Se	Sig	Coef	Se	Sig
Left-right ^a	-0.01	(0.02)		-0.01	(0.02)		0.01	(0.02)	
Familiarity ^b	0.01	(0.02)		-0.02	(0.02)		-0.01	(0.02)	
Simplicity ^c	0.01	(0.01)		-0.01	(0.02)		-0.00	(0.02)	
Domestic	-0.07	(0.08)		-0.07	(0.09)		-0.05	(0.09)	
Female	-0.08	(0.07)		-0.21	(0.09)	*	-0.19	(0.08)	*
Intercept	2.81	(0.20)	***	2.63	(0.24)	***	2.37	(0.22)	***
N(candidates)	924			883			892		
N(elections)	73			73			73		
R2	0.010			0.009			0.006		
Model Chi2	3.005			7.635			7.073		

Note: All models are random-effect hierarchical linear regressions (HLM) where candidates are nested within elections. All dependent variables vary between 0 “very low” and 4 “very high”.

^a Self-assessed position of left-right scale (0-10).

^b Measures how familiar experts are with elections in the country surveyed (self-assessment) in the country sample; ranges between 0 ‘very low’ and 10 ‘very high’.

^c Measures how easy or difficult it was for experts to answer questions in the survey (self-assessment) in the country sample; ranges between 0 ‘very difficult’ and 10 ‘very easy’.

*** p<0.001, ** p<0.01, * p<0.05, † p<0.1

Appendix E

Personality reputation of candidates

To measure how experts perceive the five socially desirable personality traits (Big Five) we rely on the Ten Items Personality Inventory (TIPI; Gosling et al. 2003). For each trait experts had to evaluate two statements (e.g., the candidate might be someone that is ‘critical, quarrelsome’) and the underlying personality trait exists as the average value for those statements. To keep the length of the questionnaire at bay, experts had to answer the following battery of questions regarding the Big Five for one randomly selected candidate only. The battery of questions used to measure the Big Five in our questionnaire is presented as follows:

Q. Here are a number of personality traits that may or may not apply to [candidate X]. Please indicate the extent to which you agree or disagree with the following statements. You should rate the extent to which the pair of traits applies to [candidate X], even if one characteristic applies more strongly than the other. In your opinion, [candidate X] might be someone who is...

- ... Extraverted, enthusiastic (c1)*
- ... Critical, quarrelsome (c2)*
- ... Dependable, self-disciplined (c3)*
- ... Anxious, easily upset (c4)*
- ... Open to new experiences, complex (c5)*
- ... Reserved, quiet (c6)*
- ... Sympathetic, warm (c7)*
- ... Disorganized, careless (c8)*
- ... Calm, emotionally stable (c9)*
- ... Conventional, uncreative (c10)*

[0 ‘disagree strongly’, 1 ‘disagree somewhat’, 2 ‘neither disagree nor agree’, 3 ‘agree somewhat’, 4 ‘agree strongly’]

The five personality traits exist as average values of pairs of statements, as follows (direction of some items reversed): extraversion (c1 and c6), agreeableness (c2 and c7), conscientiousness (c3 and c8), emotional stability (c4 and c9), and openness (c5 and c10).

The measure of the three “dark” personality traits (Dark Triad) follows the approach used above for the Big Five, where each trait is measured through two separate and independent components. We designed a battery of six items to measure the three “dark” traits, based on the principal component analyses described in Jonason and Webster (2010: 422). For each dark trait we identified the two items that correlate the highest with the trait, and used them as items in our battery. The battery of questions used to measure the Dark Triad in our questionnaire is presented as follows:

Q. Next, please indicate the extent to which you agree or disagree with the following statements, related to personality traits that may or may not apply to [candidate X]. In your opinion, [candidate X] might be someone who...

- ... Wants to be admired by others (c1)*
- ... Shows a lack of remorse (c2)*
- ... Might manipulate others to succeed (c3)*
- ... Wants attention from others (c4)*
- ... Tends to be callous or insensitive (c5)*
- ... Tends to use flattery to succeed (c6)*

[0 ‘disagree strongly’, 1 ‘disagree somewhat’, 2 ‘neither disagree nor agree’, 3 ‘agree somewhat’, 4 ‘agree strongly’]

As for the Big Five, the three “dark” personality traits exist as average values of pairs of statements, as follows: narcissism (c1 and c4), psychopathy (c2 and c5), and Machiavellianism (c3 and c6).

Tables E1 and E2 below present bivariate correlations across all components of benevolent and dark personality traits. Cells highlighted in grey represent combinations of two statements that are averaged to produce a measure for a given trait (e.g., for Table E1, c1 and c6 are averaged to create a measure of extraversion). Table E3 presents bivariate correlations for the eight personality traits.

Table E4 presents the standard deviation scores on the eight personality traits for all populist candidates. The standard deviation scores can be interpreted as coefficients of intercoder reliability – in this case, to what extent experts agreed on the personality profile of the candidates.

Finally, Table E5 presents excerpts of public persona or personality descriptions for a selection of 68 candidates as described independently in news media, reports and scientific publications. Although this does not represent a systematic test of external validity, all information gathered converges with one or several personality reputation traits in our data.

Table E1. Big Five – correlations across components

	c1	c2	c3	c4	c5	c6	c7	c8	c9	c10
c1	.									
c2	0.19*	.								
c3	0.10	-0.26**	.							
c4	0.02	0.44***	-0.51***	.						
c5	0.45***	-0.19*	0.48***	-0.34***	.					
c6	-0.59***	-0.41***	0.26**	-0.36***	-0.02	.				
c7	0.41***	-0.42***	0.45***	-0.45***	0.68***	0.13	.			
c8	0.04	0.26**	-0.65***	0.45***	-0.32***	-0.19*	-0.22**	.		
c9	-0.12	-0.56***	0.68***	-0.73***	0.43***	0.56***	0.57***	-0.55***	.	
c10	-0.59***	-0.23**	-0.06	-0.13	-0.48***	0.49***	-0.27***	0.02	0.19*	.

Note: coefficients are Pearson's R from bivariate correlations; N=152. The areas highlighted in grey refer to the combinations of components used for the measure of the five personality traits: extraversion (c1 and c6), agreeableness (c2 and c7), conscientiousness (c3 and c8), emotional stability (c4 and c9), and openness (c5 and c10). The 10 components in the battery of questions are as follows:

c1: Extraverted, enthusiastic

c2: Critical, quarrelsome

c3: Dependable, self-disciplined

c4: Anxious, easily upset

c5: Open to new experiences, complex

c6: Reserved, quiet

c7: Sympathetic, warm

c8: Disorganized, careless

c9: Calm, emotionally stable

c10: Conventional, uncreative

*** p<0.001, ** p<0.01, * p<0.05, † p<0.1

Table E2. Dark Triad – correlations across components

	c1	c2	c3	c4	c5	c6
c1	.					
c2	0.48***	.				
c3	0.61***	0.75***	.			
c4	0.74***	0.60***	0.73***	.		
c5	0.43***	0.80***	0.79***	0.63***	.	
c6	0.55***	0.51***	0.65***	0.59***	0.48***	.

Note: coefficients are Pearson's R from bivariate correlations; N=152. The areas highlighted in grey refer to the combinations of components used for the measure of the three "dark" personality traits: narcissism (c1 and c4), psychopathy (c2 and c5), and Machiavellianism (c3 and c6). The 6 components in the battery of questions are as follows:

c1: Wants to be admired by others

c2: Shows a lack of remorse

c3: Might manipulate others to succeed

c4: Wants attention from others

c5: Tends to be callous or insensitive

c6: Tends to use flattery to succeed

*** p<0.001, ** p<0.01, * p<0.05, † p<0.1

Table E3. Big Five and Dark Triad - correlations

	(Ex)	(A)	(C)	(Es)	(O)	(N)	(P)	(M)
Extraversion (Ex)	.							
Agreeableness (A)	-0.10	.						
Conscientiousness (C)	-0.12	0.40***	.					
Emotional stability (Es)	-0.33***	0.65***	0.66***	.				
Openness (O)	0.50***	0.33***	0.29***	0.15†	.			
Narcissism (N)	0.42***	-0.40***	-0.35***	-0.51***	-0.04	.		
Psychopathy (P)	0.11	-0.65***	-0.46***	-0.59***	-0.42***	0.61***	.	
Machiavellianism (M)	0.25	-0.41***	-0.43***	-0.44***	-0.27***	0.74***	0.75***	.

Note: Coefficients are Pearson's R. N=152

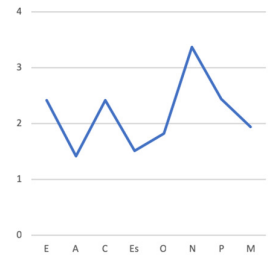

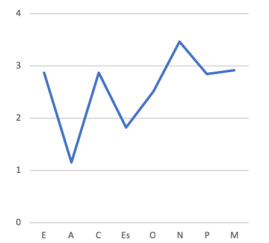
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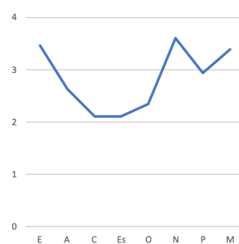
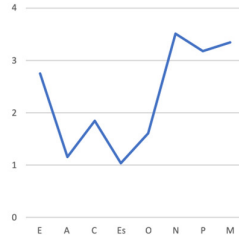
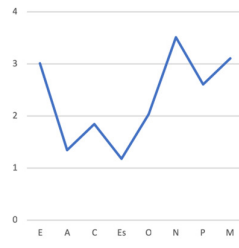
Table E4. Personality reputation of populists in our sample; standard deviations

		Big Five					Dark Triad		
		E	A	C	Es	O	N	P	M
Jimmie Åkesson	Sweden	0.95	0.61	0.96	1.26	0.88	1.11	0.58	0.65
Andrej Babiš	Czech Republic	0.96	0.95	1.05	1.36	0.99	0.80	1.42	1.32
Jair Bolsonaro	Brazil	1.19	1.18	1.27	1.04	1.03	0.85	1.33	0.99
Boyko Borisov	Bulgaria	0.96	0.96	1.75	1.17	0.81	1.12	1.25	1.12
Luigi Di Maio	Italy	1.07	1.21	0.71	1.11	1.02	0.68	1.40	1.03
Milo Đukanović	Montenegro	0.90	1.41	0.89	1.56	1.21	1.03	1.15	0.84
Iván Duque Márquez	Colombia	1.23	1.26	0.80	1.00	1.36	1.21	1.32	1.13
Recep Tayyip Erdoğan	Turkey	0.99	0.82	1.09	0.89	1.16	0.64	0.71	0.81
Arlene Foster	Northern Ireland	1.18	0.84	0.95	1.07	0.80	1.26	0.44	0.81
Alexander Gauland	Germany	1.29	0.57	0.90	0.92	1.15	0.80	0.61	1.16
Nikola Gruevski	Macedonia	1.49	1.33	1.46	1.00	1.10	0.41	0.39	1.22
Norbert Hofer	Austria	1.03	0.95	0.79	1.03	0.96	0.88	1.27	0.82
Siv Jensen	Norway	1.26	1.00	0.50	0.50	0.64	0.91	0.94	0.81
Imran Khan	Pakistan	1.48	1.70	1.66	1.81	1.05	1.68	1.42	1.38
Cristina Fernández de Kirchner	Argentina	0.77	0.26	0.96	0.77	1.12	1.36	1.36	1.43
Albin Kurti	Kosovo	0.58	1.81	0.58	0.93	0.54	1.63	1.92	1.15
Marine Le Pen	France	1.13	0.60	1.01	0.98	0.55	1.16	0.98	0.83
Andrés Manuel López Obrador	Mexico	1.16	1.04	1.10	1.13	1.04	0.64	0.99	1.13
Jean-Luc Mélenchon	France	1.06	0.89	0.98	0.83	1.11	1.15	1.33	1.29
Paul Nuttall	UK	0.89	1.28	0.75	1.01	0.99	0.89	0.35	0.80
Michelle O'Neill	Northern Ireland	0.88	1.09	0.88	0.75	0.72	0.72	1.01	0.90
Tomio Okamura	Czech Republic	0.84	0.58	1.51	1.13	0.74	0.48	0.63	1.02
Viktor Orbán	Hungary	0.84	0.89	0.52	1.05	1.14	0.58	0.70	0.66
Daniel Ortega	Nicaragua	1.05	0.58	2.04	1.15	1.15	0.79	0.58	0.50
Vladimir Putin	Russia	1.22	0.96	1.03	0.90	1.08	0.48	0.84	1.04
Matteo Salvini	Italy	0.85	1.59	1.13	0.50	1.39	1.44	1.44	1.78
Ivan Vilibor Sinčić	Croatia	1.16	0.89	1.36	1.22	1.22	0.58	0.96	0.91
Heinz-Christian Strache	Austria	0.29	0.29	0.79	1.34	1.00	0.75	1.00	1.10
Donald Trump	USA	0.61	0.46	0.94	0.79	1.17	0.32	0.95	0.74
Aleksandar Vučić	Serbia	1.73	1.26	1.18	1.25	1.15	0.58	1.15	0.87
Geert Wilders	The Netherlands	1.12	0.66	0.98	1.29	1.21	0.87	0.85	0.75
Vladimir Zhirinovsky	Russia	0.77	1.45	0.96	0.87	1.38	1.01	1.44	0.79
Gennady Zyuganov	Russia	1.12	0.65	0.77	0.92	1.10	1.00	0.77	1.23
Average standard deviation		1.03	0.97	1.04	1.05	1.03	0.90	1.01	1.00

Note: all standard deviations are computed on variables that can range between 0 ‘very low’ and 4 ‘very high’.
 E ‘Extraversion’; A ‘Agreeableness’; C ‘Conscientiousness’; Es ‘Emotional Stability’; O ‘Openness’; N
 ‘Narcissism’; P ‘Psychopathy’; M ‘Machiavellianism’

Table E5. Public persona or personality described in media or academic studies

Candidate	Quotes	In our data																		
Abe, Shinzō (Japan)	<p>“Because Prime Minister Shinzo Abe strongly backed the appointments of these people, it follows that he is the very symbol of immature narcissism.”ⁱⁱ</p> <p>“After winning election for Japan’s premiership four times in a row, Shinzo Abe has a reputation for arrogance.”ⁱⁱⁱ</p> <p>“Nagging political scandals, arrogance, loss of trust and tone deafness to voters’ everyday concerns at the expense of a nationalist agenda have clipped Abe’s wings.”ⁱⁱⁱ</p>	 <table><caption>Data for Shinzō Abe</caption><thead><tr><th>Category</th><th>Value</th></tr></thead><tbody><tr><td>E</td><td>2.5</td></tr><tr><td>A</td><td>1.5</td></tr><tr><td>C</td><td>2.5</td></tr><tr><td>Es</td><td>1.5</td></tr><tr><td>O</td><td>1.8</td></tr><tr><td>N</td><td>3.5</td></tr><tr><td>P</td><td>2.5</td></tr><tr><td>M</td><td>2.0</td></tr></tbody></table>	Category	Value	E	2.5	A	1.5	C	2.5	Es	1.5	O	1.8	N	3.5	P	2.5	M	2.0
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Ardern, Jacinda (New Zealand)	<p>“Charismatic [...], intriguing and trendy [...], with an ambitious trajectory.”^{iv}</p> <p>“[T]here hasn’t been a leader like Ardern before, a former DJ, political staffer and strong socialist revered by the young Left whose typically understated reaction — including her post appointment noodle celebration — will be a hallmark for her tenure as the country’s 40th prime minister. [...] For the charismatic Ardern, her appointment is the culmination of a remarkable rise that had her take over the party only in August.”^v</p> <p>“[...] hugely popular with the left, and especially the young left. Ardern’s campaign was focused like a heat-seeking missile on gathering them up behind her, especially those who had drifted to the Greens, or given up voting altogether. [...] Ardern has been described as inexperienced and untested, but she has almost a decade of parliamentary experience, having been elected in 2008. True, she was elected to the leadership seven weeks before the election was called by a party desperate for razzle-dazzle — anyone, or anything, to try to get a little traction — but she provides that, and more. Women’s magazines leapt at the opportunity to profile her, and the public liked what they saw. Ardern proved a natural on the commercial radio carousel, joshing along with popular hosts, and not taking herself too seriously.”^{vi}</p>	 <table><caption>Data for Jacinda Ardern</caption><thead><tr><th>Category</th><th>Value</th></tr></thead><tbody><tr><td>E</td><td>3.5</td></tr><tr><td>A</td><td>3.2</td></tr><tr><td>C</td><td>3.5</td></tr><tr><td>Es</td><td>3.5</td></tr><tr><td>O</td><td>3.5</td></tr><tr><td>N</td><td>2.5</td></tr><tr><td>P</td><td>0.5</td></tr><tr><td>M</td><td>1.0</td></tr></tbody></table>	Category	Value	E	3.5	A	3.2	C	3.5	Es	3.5	O	3.5	N	2.5	P	0.5	M	1.0
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Babiš, Andrej (Czech Republic)	<p>“The Czech Donald Trump or Silvio Berlusconi, maverick millionaire, political populist, mould breaker; these are all labels that have been tagged on to ANO leader Andrej Babiš. There’s little doubt that, in or out of office, the 63 year old Slovak born businessman has been the dominant figure on the Czech political scene over the last four years thanks to his divisive character and abrasive style and the fact he still dominates the party, or movement as he prefers to call it, he created in 2011. [...] Sometimes Babiš seems to simply enjoy stirring things up, such as when he told a meeting in Prague of the Alliance of European Liberals and Democrats attended by leader, Guy Verhofstadt, that he understood why the British had voted to leave the European Union.”^{vii}</p> <p>“The former finance minister has been compared to both Donald Trump and Italy’s Silvio Berlusconi, given his background in business and brand of politics.”^{viii}</p> <p>“People will vote for market populists like Berlusconi, Trump or Babis if they’re charismatic enough to frame the issue for them -- and if their rivals lack the necessary charisma.”^{ix}</p>	 <table><caption>Data for Andrej Babiš</caption><thead><tr><th>Category</th><th>Value</th></tr></thead><tbody><tr><td>E</td><td>2.5</td></tr><tr><td>A</td><td>1.5</td></tr><tr><td>C</td><td>2.5</td></tr><tr><td>Es</td><td>1.8</td></tr><tr><td>O</td><td>2.5</td></tr><tr><td>N</td><td>3.5</td></tr><tr><td>P</td><td>2.8</td></tr><tr><td>M</td><td>2.8</td></tr></tbody></table>	Category	Value	E	2.5	A	1.5	C	2.5	Es	1.8	O	2.5	N	3.5	P	2.8	M	2.8
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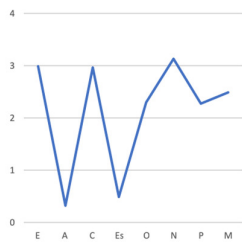
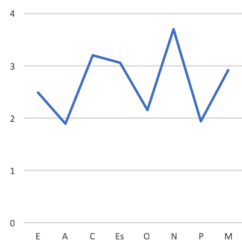
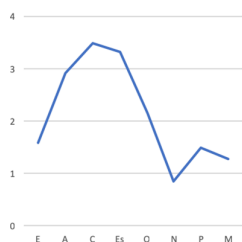
Berlusconi, Silvio (Italy)	<p>“The parallels between Berlusconi and Trump are striking. Both are successful businessmen who struggle with “murky” aspects linked to their companies – tax, accounting, offshore companies. Berlusconi was convicted of tax fraud in 2013, which effectively put an end to his political career. But business success and huge wealth was part of his political appeal, as they are for Trump. Beyond wealth, Berlusconi, like Trump, always painted himself as an outsider, as anti-establishment, even when he was prime minister. And, like Trump, Berlusconi’s appeal was populist and linked to his individual “personality”. So-called gaffes were a frequent part of Berlusconi’s political strategy – a dog-whistle strategy that included frequent recourse to sexist, homophobic and racist stereotypes, and reference to his belief that he was irresistible to women. He flaunted his Don Giovanni image, but also attempted to keep a parallel reputation as a family man, whose main concern was the welfare of his five children. His electoral campaigns were all about him. Nothing else mattered. He dominated the agenda from start to finish. [...] Silvio’s “gaffes” would usually be followed by claims that he had been “misunderstood” or was the victim of a “hostile media”. He was also reluctant to accept the verdict of the electorate as final when he lost. He would make frequent (and unsubstantiated) claims of electoral fraud and ballot-stuffing. Remind you of anyone?”^x</p> <p>“Once called himself the ‘Jesus Christ’ of Italian politics. He is prone to exaggeration.”^{xi}</p> <p>“But, after all this, what characterizes him most is his crooner personality: he’s an indefatigable—and cheap—Lothario. A dime-store Sinatra. A type. An Italian stereotype. His desires are hardly a secret. He’s a braggart, which is part of his charm—furtive isn’t his style. His wife first caught his eye doing nude stage shows. Her first public letter, written two years ago, was prompted by his voluble declaration that if he weren’t married he would run away to a desert island with one of the women in his Cabinet. This was followed by the publication of telephoto pictures of a seeming bacchanal at Berlusconi’s Sardinian mansion. To him this was less cognitive dissonance than positive demonstration: this 72-year-old man is living the dream and, he says with a stagy wink, the redhead and the blonde, with whom he was walking arm in arm, were just admiring his statues and fountains.”^{xii}</p>	 <table><tr><th>Time</th><th>Value</th></tr><tr><td>E</td><td>3.5</td></tr><tr><td>A</td><td>2.5</td></tr><tr><td>C</td><td>2.5</td></tr><tr><td>Es</td><td>2.5</td></tr><tr><td>O</td><td>2.5</td></tr><tr><td>N</td><td>3.5</td></tr><tr><td>P</td><td>3.0</td></tr><tr><td>M</td><td>3.5</td></tr></table>	Time	Value	E	3.5	A	2.5	C	2.5	Es	2.5	O	2.5	N	3.5	P	3.0	M	3.5
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Bolsonaro, Jair (Brazil)	<p>“On social networks, the former army officer Jair Bolsonaro is often referred to simply as “the thing”. To understand why Bolsonaro evokes such dread, consider some of the things he has said in the last few years: “I had four sons, but then I had a moment of weakness, and the fifth was a girl”; “I’m not going to rape you, because you’re very ugly” – to a female representative in Congress; “I’d rather have my son die in a car accident than have him show up dating some guy”; “I’m pro-torture, and the people are too”; “They don’t do anything. I don’t think they’re even good for procreation any more” – referring to quilombolas, the black descendants of rebel African slaves; “You can be sure that if I get there [the presidency], there’ll be no money for NGOs. If it’s up to me, every citizen will have a gun at home. Not one centimetre will be demarcated for indigenous reserves or quilombolas”; “You won’t change anything in this country through voting – nothing, absolutely nothing. Unfortunately, you’ll only change things by having a civil war and doing the work the military regime didn’t do. Killing 30,000, starting with FHC [former president Fernando Henrique Cardoso]. Killing. If a few innocent people die, that’s alright.” Bolsonaro has also said he will not accept the election result unless he is the winner – only to backtrack after a negative reaction.”^{xiii}</p> <p>“Bolsonaro is something like a Brazilian version of Donald Trump—slimmer and a decade younger, but just as mouthy—with a large dollop of the Philippines’ President Rodrigo Duterte thrown in. Bolsonaro’s rise has had a disquieting, inexorable quality to it, recalling Trump’s path to victory. As with Trump, it is Bolsonaro’s status as an outsider and a roguish prankster that has brought him into favor. [...] Bolsonaro and Trump may be uncannily similar in their world view and comportment, but they have led different lives. A lanky, floppy-haired sixty-three-year-old of Italian-immigrant stock, Bolsonaro went into Brazil’s Army academy from high school, in 1971, at the height of the country’s repressive right-wing military dictatorship, and served in the Army for seventeen years, leaving with a captain’s rank and a reputation for being “ambitious” and “aggressive.” He has remained both. [...] He has been unswerving in his role as a provocateur, prone to outrageous statements that insured headlines.”^{xiv}</p>	 <table><tr><th>Time</th><th>Value</th></tr><tr><td>E</td><td>2.5</td></tr><tr><td>A</td><td>1.5</td></tr><tr><td>C</td><td>2.5</td></tr><tr><td>Es</td><td>1.5</td></tr><tr><td>O</td><td>1.5</td></tr><tr><td>N</td><td>3.5</td></tr><tr><td>P</td><td>3.0</td></tr><tr><td>M</td><td>3.5</td></tr></table>	Time	Value	E	2.5	A	1.5	C	2.5	Es	1.5	O	1.5	N	3.5	P	3.0	M	3.5
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Borisov, Boyko (Bulgaria)	<p>“Apparently impulsive gesture” to resign^{xv}</p> <p>“Seasoned and wily player”^{xvi}</p> <p>“The endless television appearances, interviews and football adventures with his lower-tier team, Vitosha Bistritsa, did not stop when he took over running the Bulgarian government”. His “toughness, macho style and charisma have drawn him many fans. Drawing on excellent communication skills and street smartness, he has a gift for presenting even the most complicated political issues in an unsophisticated and understandable way, which helps him to portray himself as the ‘people’s man’”. Critics “say his actions often seem inconsistent and his policies fail to follow a clear strategy. [...] His legendary determination to take action and catch “the bad guys” has since created the image of a superhero with the ability to solve any problem. At the same time, he has become the character of myriad jokes concerning his supposedly supernatural powers”^{xvii}</p>	 <table><tr><th>Time</th><th>Value</th></tr><tr><td>E</td><td>3.0</td></tr><tr><td>A</td><td>1.5</td></tr><tr><td>C</td><td>2.0</td></tr><tr><td>Es</td><td>1.5</td></tr><tr><td>O</td><td>2.0</td></tr><tr><td>N</td><td>3.5</td></tr><tr><td>P</td><td>3.0</td></tr><tr><td>M</td><td>3.5</td></tr></table>	Time	Value	E	3.0	A	1.5	C	2.0	Es	1.5	O	2.0	N	3.5	P	3.0	M	3.5
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Christie, Perry (The Bahamas)	Charismatic ^{xxviii} A “a charismatic and stylish leader.” ^{xxix}	<table><tr><th>Category</th><th>Score</th></tr><tr><td>E</td><td>3.2</td></tr><tr><td>A</td><td>2.8</td></tr><tr><td>C</td><td>1.0</td></tr><tr><td>Es</td><td>1.8</td></tr><tr><td>O</td><td>1.5</td></tr><tr><td>N</td><td>3.5</td></tr><tr><td>P</td><td>2.5</td></tr><tr><td>M</td><td>3.0</td></tr></table>	Category	Score	E	3.2	A	2.8	C	1.0	Es	1.8	O	1.5	N	3.5	P	2.5	M	3.0
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Clinton, Hillary (USA)	<p>“If there is one cardinal trait for HC it would be her extremely high level of conscientiousness.”^{xxx}</p> <p>Experts in personality psychology rated Clinton as “normal” on extraversion and agreeableness, and “high” in both conscientiousness and openness. Clinton scores “low” on sentimentality, and her public persona “most closely resembles a Machiavellian personality”^{xxxi}.</p> <p>“Hillary Clinton answered by calling herself an “intro-extrovert”: Sometimes she likes being around people, and sometimes she prefers to be alone. [...] If you’ve read the definitions for introversion and extroversion and never fully identified with either, that’s likely because most people are ambiverts — that is, their personality lies somewhere in the middle of these extremes.”^{xxxii}</p>	<table><tr><th>Category</th><th>Score</th></tr><tr><td>E</td><td>2.0</td></tr><tr><td>A</td><td>2.0</td></tr><tr><td>C</td><td>3.5</td></tr><tr><td>Es</td><td>3.0</td></tr><tr><td>O</td><td>2.2</td></tr><tr><td>N</td><td>2.8</td></tr><tr><td>P</td><td>1.8</td></tr><tr><td>M</td><td>2.2</td></tr></table>	Category	Score	E	2.0	A	2.0	C	3.5	Es	3.0	O	2.2	N	2.8	P	1.8	M	2.2
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Corbyn, Jeremy (UK)	<p>“Jeremy Corbyn has one thing Theresa May lacks: a personality. [...] Corbyn is actually likable. He may not be the greatest orator, sometimes stressing the wrong word in a sentence or stumbling over his Autocue, and he may not deliver media-managed soundbites with the ease that the PM does, but he is good with the public. [...] He is a politician who isn’t driven by ego and ambition. [...] One thing he will certainly not be doing is hiding.”^{xxxiii}</p> <p>“Jeremy Corbyn hugs those he meets and says very little. When he does, his very lack of oratorical skill only goes to demonstrate his authenticity. He does informal. He speaks human. He is at ease. The images of him were natural and unspun – any press officer would be delighted by them. No tie, lots of sympathy.”^{xxxiv}</p> <p>“Despite, or perhaps because, of his unassuming, low-key style, he seemed able to inspire people who had lost faith in Labour during the Blair/Brown years and bring hope to young activists fired up by his anti-austerity message.”^{xxxv}</p>	<table><tr><th>Category</th><th>Score</th></tr><tr><td>E</td><td>1.5</td></tr><tr><td>A</td><td>2.0</td></tr><tr><td>C</td><td>2.5</td></tr><tr><td>Es</td><td>2.5</td></tr><tr><td>O</td><td>2.0</td></tr><tr><td>N</td><td>2.2</td></tr><tr><td>P</td><td>1.5</td></tr><tr><td>M</td><td>1.0</td></tr></table>	Category	Score	E	1.5	A	2.0	C	2.5	Es	2.5	O	2.0	N	2.2	P	1.5	M	1.0
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Di Maio, Luigi (Italy)	<p>“Di Maio differs from others within the Five Star Movement for his nicer and more open attitude towards journalists, a more ‘moderate’ tone.”^{xxxvi}</p> <p>“He is perfect because he is the ‘average man’, someone towards whom everyone can identify, understandable to each and every one. He has nothing of a charismatic leader. Zero charisma.”^{xxxvii}</p>	<table><tr><th>Category</th><th>Score</th></tr><tr><td>E</td><td>2.5</td></tr><tr><td>A</td><td>1.2</td></tr><tr><td>C</td><td>2.5</td></tr><tr><td>Es</td><td>1.8</td></tr><tr><td>O</td><td>1.5</td></tr><tr><td>N</td><td>2.8</td></tr><tr><td>P</td><td>1.8</td></tr><tr><td>M</td><td>2.2</td></tr></table>	Category	Score	E	2.5	A	1.2	C	2.5	Es	1.8	O	1.5	N	2.8	P	1.8	M	2.2
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Di Natale, Richard (Australia)	Honesty, compassion, common sense and “he passes the bullshit-detector test; [...] put an idea in his head and there’s no turning him from it.” ^{xxxviii}	<table><tr><th>Category</th><th>Score</th></tr><tr><td>E</td><td>2.5</td></tr><tr><td>A</td><td>2.8</td></tr><tr><td>C</td><td>3.2</td></tr><tr><td>Es</td><td>2.5</td></tr><tr><td>O</td><td>2.2</td></tr><tr><td>N</td><td>2.0</td></tr><tr><td>P</td><td>2.0</td></tr><tr><td>M</td><td>2.2</td></tr></table>	Category	Score	E	2.5	A	2.8	C	3.2	Es	2.5	O	2.2	N	2.0	P	2.0	M	2.2
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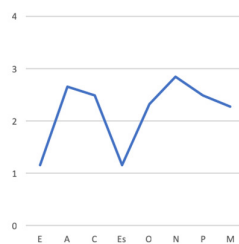
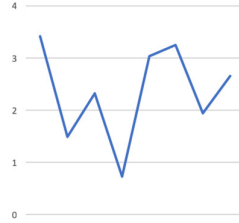
Dodon, Igor (Moldova)	<p>“This country’s leading presidential candidate, Igor Dodon, is a unique politician, for a post-Soviet republic. He actually admits that his goal is to fight democratic values. Full stop. No pretense. On the eve of the country’s presidential elections, Dodon told The Daily Beast he knows exactly what kind of president he wants to be: ‘A dictatorial leader, the same as Putin’.”^{xxxix}</p> <p>His rival Maia Sandu “is also unmarried and has no children. Dodon has raised these points himself, wondering aloud during the debate whether Sandu was ‘not only a supporter of LGBT rights, but among their ranks’. In several interviews, Dodon has also referred to his opponent as ‘domnișoară’, the Romanian term for ‘miss’, instead of the more respectful ‘doamna’.”^{xxxx}</p> <p>“It might be asked why Plahotniuc and others chose to support Dodon privately, while publically claiming to back Sandu. Although they may be from different parties, many are cut from the same cloth as Dodon: part of the post-Soviet elite who made their money in murky circumstances and whose commitment is to their bank balances first and foremost.”^{xxxi}</p>	<table><tr><th>Category</th><th>Score</th></tr><tr><td>E</td><td>2.0</td></tr><tr><td>A</td><td>1.0</td></tr><tr><td>C</td><td>1.5</td></tr><tr><td>Es</td><td>1.3</td></tr><tr><td>O</td><td>1.3</td></tr><tr><td>N</td><td>3.5</td></tr><tr><td>P</td><td>3.5</td></tr><tr><td>M</td><td>3.5</td></tr></table>	Category	Score	E	2.0	A	1.0	C	1.5	Es	1.3	O	1.3	N	3.5	P	3.5	M	3.5
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Dragnea, Liviu (Romania)	<p>Rules the country “with a iron hand”, both directly and behind the scene.”^{xxxii}</p>	<table><tr><th>Category</th><th>Score</th></tr><tr><td>E</td><td>1.5</td></tr><tr><td>A</td><td>1.3</td></tr><tr><td>C</td><td>2.5</td></tr><tr><td>Es</td><td>2.2</td></tr><tr><td>O</td><td>1.3</td></tr><tr><td>N</td><td>3.2</td></tr><tr><td>P</td><td>3.2</td></tr><tr><td>M</td><td>3.3</td></tr></table>	Category	Score	E	1.5	A	1.3	C	2.5	Es	2.2	O	1.3	N	3.2	P	3.2	M	3.3
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Đukanović, Milo (Montenegro)	<p>Milo Đukanović “seems to be the ideal example” of a “hypothetical Balkan Prince” the way Machiavelli would have described it.”^{xxxiii}</p> <p>Investigated and accused “of using power to massively enrich his own clique.”^{xxxiv}</p>	<table><tr><th>Category</th><th>Score</th></tr><tr><td>E</td><td>2.5</td></tr><tr><td>A</td><td>1.5</td></tr><tr><td>C</td><td>3.5</td></tr><tr><td>Es</td><td>2.2</td></tr><tr><td>O</td><td>1.5</td></tr><tr><td>N</td><td>3.0</td></tr><tr><td>P</td><td>3.0</td></tr><tr><td>M</td><td>2.8</td></tr></table>	Category	Score	E	2.5	A	1.5	C	3.5	Es	2.2	O	1.5	N	3.0	P	3.0	M	2.8
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Duque Márquez, Iván (Colombia)	<p>“A jovial figure lending a fresh face to traditional conservative politics. [...]While his supporters highlight his approachable personality - Mr Duque led a rock music band while in high school - critics say he lacks the political experience required to lead the Latin American nation.”^{xxxv}</p>	<table><tr><th>Category</th><th>Score</th></tr><tr><td>E</td><td>2.2</td></tr><tr><td>A</td><td>2.0</td></tr><tr><td>C</td><td>3.2</td></tr><tr><td>Es</td><td>3.0</td></tr><tr><td>O</td><td>1.2</td></tr><tr><td>N</td><td>2.5</td></tr><tr><td>P</td><td>1.8</td></tr><tr><td>M</td><td>1.8</td></tr></table>	Category	Score	E	2.2	A	2.0	C	3.2	Es	3.0	O	1.2	N	2.5	P	1.8	M	1.8
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English, Bill (New Zealand)	<p>“Experienced”^{xxxvi}</p> <p>“Despite being involved in politics for 26 years English is still something of an ‘enigma’, said Professor Raymond Miller, a political scientist from Auckland University. ‘The greatest strength English will provide to this government is continuity and his ability to keep the markets stable, and his great weakness is his defeat in 2002 and his seeming inability to excite the public,’ said Miller. [...] Don Brash, the former National leader who displaced English in 2003, said the ‘laconic’ southlander never displayed any bitterness towards him after he was rolled, and his dry sense of humour was sometimes lost on the general public and during speeches. ‘Bill is low-key and very self-deprecating, and he can cop some criticism for that which is unfair,’ said Brash.”^{xxxvii}</p>	<table><tr><th>Category</th><th>Score</th></tr><tr><td>E</td><td>1.2</td></tr><tr><td>A</td><td>1.3</td></tr><tr><td>C</td><td>3.2</td></tr><tr><td>Es</td><td>3.0</td></tr><tr><td>O</td><td>1.0</td></tr><tr><td>N</td><td>2.7</td></tr><tr><td>P</td><td>2.5</td></tr><tr><td>M</td><td>2.1</td></tr></table>	Category	Score	E	1.2	A	1.3	C	3.2	Es	3.0	O	1.0	N	2.7	P	2.5	M	2.1
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Erdogan, Recep Tayyip (Turkey)	<p>“Individuals such as Tayyip Erdogan, who have low conceptual complexity, tend to see the world in stark, black-and-white terms, with a low tolerance for ambiguity. They make strong distinctions between “us” and “them,” succumbing to categorical thinking on most matters. Lower conceptual complexity is also associated with failure to perceive relevant cues for a failing policy action and a proclivity to discount discrepant feedback from the environment. Low complexity scores are also taken as an indicator of the leaders’ preference for having like-minded advisors around them and their dislike for “out of the box” thinking. [...] Leaders such as Erdogan with high distrust scores perceive their environment as dangerous and threatening. [...] Erdogan’s tendency for confrontation, his inflammatory rhetoric and lack of restraint seem to play well with a certain segment of the electorate, but does not earn him much sympathy within the power-holding circles.”^{xxxviii}</p>	<table><tr><th>Category</th><th>Value</th></tr><tr><td>E</td><td>3.2</td></tr><tr><td>A</td><td>0.8</td></tr><tr><td>C</td><td>2.8</td></tr><tr><td>Es</td><td>0.8</td></tr><tr><td>O</td><td>1.8</td></tr><tr><td>N</td><td>3.8</td></tr><tr><td>P</td><td>3.5</td></tr><tr><td>M</td><td>3.0</td></tr></table>	Category	Value	E	3.2	A	0.8	C	2.8	Es	0.8	O	1.8	N	3.8	P	3.5	M	3.0
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Fillon, François (France)	<p>“Mr Fillon appears defiant and reluctant to bow out in favour of the next most credible conventional candidate, the centrist Emmanuel Macron.”^{xxxix}</p> <p>Ambitious, determined, inscrutable^{xl}</p> <p>“Discreet, sober, almost austere”^{xli}</p>	<table><tr><th>Category</th><th>Value</th></tr><tr><td>E</td><td>1.0</td></tr><tr><td>A</td><td>1.5</td></tr><tr><td>C</td><td>2.8</td></tr><tr><td>Es</td><td>2.5</td></tr><tr><td>O</td><td>1.5</td></tr><tr><td>N</td><td>2.5</td></tr><tr><td>P</td><td>3.0</td></tr><tr><td>M</td><td>1.8</td></tr></table>	Category	Value	E	1.0	A	1.5	C	2.8	Es	2.5	O	1.5	N	2.5	P	3.0	M	1.8
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Foster, Arlene (Northern Ireland)	<p>Has an “abrasive personality”^{xlii}</p> <p>“The Iron Lady of Unionism [...] with] a steely backbone”^{xliii}</p>	<table><tr><th>Category</th><th>Value</th></tr><tr><td>E</td><td>1.8</td></tr><tr><td>A</td><td>0.8</td></tr><tr><td>C</td><td>2.2</td></tr><tr><td>Es</td><td>1.5</td></tr><tr><td>O</td><td>1.2</td></tr><tr><td>N</td><td>3.5</td></tr><tr><td>P</td><td>3.8</td></tr><tr><td>M</td><td>2.8</td></tr></table>	Category	Value	E	1.8	A	0.8	C	2.2	Es	1.5	O	1.2	N	3.5	P	3.8	M	2.8
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Gauland, Alexander (Germany)	<p>“His tone became increasingly gloomy and pessimistic. [...] During last year's Euro 2016 football tournament, the AfD was forced to apologize after Gauland said Germans valued national player Jerome Boateng - whose father is from Ghana - as a sportsman but ‘would not want to live next door to someone like him’.”^{xliv}</p> <p>Often using an “inflammatory rhetoric.”^{xlv}</p> <p>“He's known for his controversial, headline-grabbing statements.”^{xlvi}</p>	<table><tr><th>Category</th><th>Value</th></tr><tr><td>E</td><td>2.2</td></tr><tr><td>A</td><td>0.5</td></tr><tr><td>C</td><td>2.5</td></tr><tr><td>Es</td><td>2.0</td></tr><tr><td>O</td><td>1.2</td></tr><tr><td>N</td><td>3.2</td></tr><tr><td>P</td><td>3.8</td></tr><tr><td>M</td><td>2.8</td></tr></table>	Category	Value	E	2.2	A	0.5	C	2.5	Es	2.0	O	1.2	N	3.2	P	3.8	M	2.8
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Gruevski, Nikola (Macedonia)	<p>“In February, Gruevski wrote on his Facebook page that “people have to stand up and defend Macedonian national interests, and not stay at home in their slippers.” The next day his supporters took to the streets. [...] On Thursday, the U.S. embassy in Macedonia condemned the violence as did the EU. Both see Khaferi's election as legitimate. Gruevski, who was in Vienna at the time parliament was stormed, issued a statement on Facebook in which he tried to condemn the protesters' violence but seemed to support their cause.”^{xlvii}</p> <p>In December, Gruevski blamed Soros for the ongoing unrest and called for a process of “de-Soros-ization.” Officially, VMRO-DPMNE is pro-Western, but Gruevski has welcomed Russian support in response to what he perceives as the U.S. Embassy siding with the left-wing opposition. On Feb. 1, he met with the Russian ambassador to Macedonia, who alluded to unnamed forces “spreading instability and uncertainty in the country”—presumably a reference to Soros. The Russian Foreign Ministry issued a statement a day later warning about “continuing foreign influence in Macedonia under pseudo-democratic slogans,” and expressed support for VMRO-DPMNE. Russia recently added personnel to its embassy in Macedonia. [...] Taking their cue from Gruevski, Chilimanov and two other right-wing media personalities formed Stop Operation Soros in January, receiving extensive coverage in Russian media.”^{xlviii}</p>	<table><tr><th>Category</th><th>Value</th></tr><tr><td>E</td><td>2.2</td></tr><tr><td>A</td><td>1.0</td></tr><tr><td>C</td><td>2.0</td></tr><tr><td>Es</td><td>1.2</td></tr><tr><td>O</td><td>1.2</td></tr><tr><td>N</td><td>3.8</td></tr><tr><td>P</td><td>3.8</td></tr><tr><td>M</td><td>3.2</td></tr></table>	Category	Value	E	2.2	A	1.0	C	2.0	Es	1.2	O	1.2	N	3.8	P	3.8	M	3.2
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Hofer, Norbert (Austria)	A “wolf in sheep’s clothing” that learned “how to play nice” ^{xxlix} During the campaign he “swapped his earlier gun-toting strongman persona for that of a gentler, cane-carrying character”; his public persona “shifted from a pistol-carrying hardliner to the walking-stick-wielding survivor of a 2003 paragliding accident” ^{xl}	<table><tr><th>Month</th><th>Score</th></tr><tr><td>E</td><td>2.5</td></tr><tr><td>A</td><td>1.5</td></tr><tr><td>C</td><td>3.2</td></tr><tr><td>Es</td><td>2.0</td></tr><tr><td>O</td><td>1.3</td></tr><tr><td>N</td><td>3.0</td></tr><tr><td>P</td><td>2.8</td></tr><tr><td>M</td><td>3.3</td></tr></table>	Month	Score	E	2.5	A	1.5	C	3.2	Es	2.0	O	1.3	N	3.0	P	2.8	M	3.3
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Jakobsdóttir, Katrín (Iceland)	“Young, skilled and popular.” ^{li} “Katrín Jakobsdóttir, chair of the opposition’s Left-Green Movement, towers above other politicians—47 percent of respondents in the poll think that she is an honest politician and 36 percent think she has charisma.” ^{lii}	<table><tr><th>Month</th><th>Score</th></tr><tr><td>E</td><td>3.2</td></tr><tr><td>A</td><td>3.0</td></tr><tr><td>C</td><td>3.5</td></tr><tr><td>Es</td><td>3.5</td></tr><tr><td>O</td><td>3.3</td></tr><tr><td>N</td><td>0.7</td></tr><tr><td>P</td><td>0.7</td></tr><tr><td>M</td><td>1.0</td></tr></table>	Month	Score	E	3.2	A	3.0	C	3.5	Es	3.5	O	3.3	N	0.7	P	0.7	M	1.0
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Janković, Saša (Serbia)	“Sasa Jankovic stands for the rational authority, rule of law and competent bureaucracy which is a backbone of every modern state.” ^{liii}	<table><tr><th>Month</th><th>Score</th></tr><tr><td>E</td><td>2.0</td></tr><tr><td>A</td><td>2.1</td></tr><tr><td>C</td><td>3.5</td></tr><tr><td>Es</td><td>3.2</td></tr><tr><td>O</td><td>2.8</td></tr><tr><td>N</td><td>2.1</td></tr><tr><td>P</td><td>0.9</td></tr><tr><td>M</td><td>1.5</td></tr></table>	Month	Score	E	2.0	A	2.1	C	3.5	Es	3.2	O	2.8	N	2.1	P	0.9	M	1.5
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Jónsdóttir, Birgitta (Iceland)	“Birgitta has vinyl-black hair and is wearing black Dr Martens boots painted with climbing roses: ‘Once a punk,’ she says, ‘always a punk’.” ^{liv}	<table><tr><th>Month</th><th>Score</th></tr><tr><td>E</td><td>3.0</td></tr><tr><td>A</td><td>2.0</td></tr><tr><td>C</td><td>3.2</td></tr><tr><td>Es</td><td>3.0</td></tr><tr><td>O</td><td>1.8</td></tr><tr><td>N</td><td>2.4</td></tr><tr><td>P</td><td>2.4</td></tr><tr><td>M</td><td>2.2</td></tr></table>	Month	Score	E	3.0	A	2.0	C	3.2	Es	3.0	O	1.8	N	2.4	P	2.4	M	2.2
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Kern, Christian (Austria)	“During the campaign, an internal SPÖ document prepared to brief Silberstein on the SPÖ’s situation was leaked to the press. It contained an assessment of Kern’s personality and called him unfit to lead, an emotional wreck and ‘a princess’, a nickname that would stick for the remainder of the campaign.” ^{lv} “The boss is Christian Kern. He was a top manager. Top managers must have their team under control. [...] Critics say that Kern relies too much on himself, he wants to do everything alone.” ^{lvi}	<table><tr><th>Month</th><th>Score</th></tr><tr><td>E</td><td>2.3</td></tr><tr><td>A</td><td>2.6</td></tr><tr><td>C</td><td>3.1</td></tr><tr><td>Es</td><td>2.3</td></tr><tr><td>O</td><td>2.4</td></tr><tr><td>N</td><td>2.4</td></tr><tr><td>P</td><td>1.1</td></tr><tr><td>M</td><td>1.4</td></tr></table>	Month	Score	E	2.3	A	2.6	C	3.1	Es	2.3	O	2.4	N	2.4	P	1.1	M	1.4
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Khan, Imran (Pakistan)	“Outspoken. [...] Khan’s rise to power is in line with global trends, where ‘maverick, unconventional, and shoot-from-the-hip national leaders’ are enjoying a renaissance. [...] In reality, there would be some considerable concerns about a Prime Minister Khan, ranging from his complete lack of experience in holding national power to his proud and stubborn personality.” ^{lvii}	<table><tr><th>Month</th><th>Score</th></tr><tr><td>E</td><td>3.0</td></tr><tr><td>A</td><td>1.8</td></tr><tr><td>C</td><td>2.4</td></tr><tr><td>Es</td><td>1.9</td></tr><tr><td>O</td><td>2.8</td></tr><tr><td>N</td><td>3.0</td></tr><tr><td>P</td><td>2.2</td></tr><tr><td>M</td><td>2.0</td></tr></table>	Month	Score	E	3.0	A	1.8	C	2.4	Es	1.9	O	2.8	N	3.0	P	2.2	M	2.0
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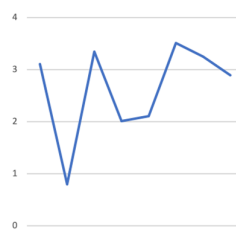
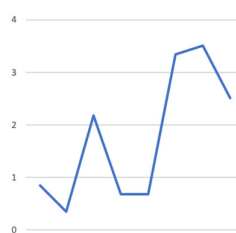
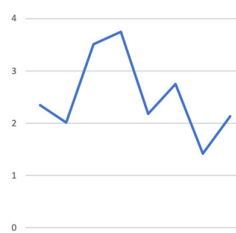
Kirchner, Cristina Fernández de (Argentina)	<p>“With her passionate public speeches, elaborate dressing and cosmopolitan glamour, Cristina Fernández de Kirchner evokes memories of Eva “Evita” Perón, who captured the world’s attention more than half a century ago. [...] Mrs Kirchner has a keen eye for detail and a reputation for sometimes being bossy and quick-tempered. ‘She’s an obsessive and impetuous person who likes everything to be just so,” Jose Angel Di Mauro, the author of a book about the first lady, told Reuters. “If you’re talking to her and you pick up a book from the coffee table, she’ll move it back to exactly where it was beforehand.’ [...] Mrs Kirchner’s heavy make-up and expensive clothes sometimes attract more attention than her policies, but she shrugs off criticism that she is overly image-conscious and flatly denies she has undergone plastic surgery.”^{lviii}</p> <p>“Many Argentines, however, see her as bossy and authoritarian. [...] She is also comfortable on the dais. In recent weeks she has spoken at a number of business forums, seeking to convince foreign investors that Argentina had put its financial house in order. On her recent trip to Germany she met with bankers and toured a Volkswagen car plant. [...] Mrs. Kirchner seems less interested in emulating Eva Perón, the powerful and beloved first lady of President Juan Perón, than she is her idol, Hillary Rodham Clinton. [...] Mrs. Kirchner might learn a lesson from Mrs. Clinton’s image makeover, said Mr. Shifter of Inter-American Dialogue. As first lady, Mrs. Clinton was seen by many as bossy and abrasive. Her experience on a “listening tour” in New York state during her Senate campaign, by some accounts, softened that image. “It was humbling and effective,” Mr. Shifter said. “Cristina could probably benefit from something like that. Humility is not her strength.”^{lix}</p>	 <table><tr><th>Point</th><th>Value</th></tr><tr><td>E</td><td>3.0</td></tr><tr><td>A</td><td>0.5</td></tr><tr><td>C</td><td>3.0</td></tr><tr><td>Es</td><td>0.5</td></tr><tr><td>O</td><td>2.5</td></tr><tr><td>N</td><td>3.2</td></tr><tr><td>P</td><td>2.5</td></tr><tr><td>M</td><td>2.8</td></tr></table>	Point	Value	E	3.0	A	0.5	C	3.0	Es	0.5	O	2.5	N	3.2	P	2.5	M	2.8
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Kurz, Sebastian (Austria)	<p>“Kurz, a stylish dresser and flashy orator who wrestled control of the once-stodgy People’s Party in May and quickly turned it into a vibrant movement, similar to that of France’s Emmanuel Macron, another young leader who molded his party largely on his own forceful personality.”^{lx}</p> <p>“Young and charismatic leader. [...]In a sense, he pulled a Macron: a young party insider who transforms himself through smoke and spin into a virtual outsider. Kurz did not jump totally outside his party as Macron did, but he transformed the ÖVP into a movement accented heavily by his own personality. He concentrated the campaign on himself as a young and outspoken leader, and at 31 years of age he will soon be the youngest head of government in Europe.”^{lxi}</p> <p>“But he also bears a certain resemblance to France’s Emmanuel Macron by rebranding the center-right People’s Party into a political “movement” and utilizing his youthfulness and charisma.”^{lxii}</p> <p>“It is no coincidence that Kurz, a political wunderkind who is expected to become the youngest head of government in Europe, emphasizes the word “movement” to describe the new manifestation of his decades-old political party. If elections across Europe this year have yielded any broad, overarching trend, it’s that conventional political parties are out and movements are in: One need only look at France’s Emmanuel Macron, who built his <i>En Marche</i> movement from scratch and won both the presidency and majorities in the French parliament this spring, to see that voters are increasingly disillusioned with existing government systems. [...] This kind of cult of personality is only possible because of Kurz, who occupies a rare space in Austrian politics. He is well-respected in political and media circles, and popular among Austrian voters. According to exit polling, this personality-driven strategy worked.”^{lxiii}</p> <p>“A political professional who hides his hunger for power behind meticulous manners and his tough core beneath his soft features. Kurz thinks several steps ahead, like a chess player, including the resonance he hopes to get in the media. [...] With his broad, boyish smile, tightly tailored suits and carefully gelled-back hair, Kurz always seems to be in a good mood, as though he has just jumped out of the shower. He pays close attention to whomever he is speaking to, leans forward, listens and gives people the feeling they are important.”^{lxiv}</p>	 <table><tr><th>Point</th><th>Value</th></tr><tr><td>E</td><td>2.5</td></tr><tr><td>A</td><td>2.0</td></tr><tr><td>C</td><td>3.2</td></tr><tr><td>Es</td><td>3.1</td></tr><tr><td>O</td><td>2.2</td></tr><tr><td>N</td><td>3.8</td></tr><tr><td>P</td><td>2.0</td></tr><tr><td>M</td><td>3.0</td></tr></table>	Point	Value	E	2.5	A	2.0	C	3.2	Es	3.1	O	2.2	N	3.8	P	2.0	M	3.0
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Kvirikashvili, Giorgi (Georgia)	<p>“Seen as a level-headed and competent manager.”^{lxv}</p> <p>“The choice of a competent economist to head the government is logical.”^{lxvi}</p>	 <table><tr><th>Point</th><th>Value</th></tr><tr><td>E</td><td>1.5</td></tr><tr><td>A</td><td>3.0</td></tr><tr><td>C</td><td>3.5</td></tr><tr><td>Es</td><td>3.4</td></tr><tr><td>O</td><td>2.0</td></tr><tr><td>N</td><td>1.0</td></tr><tr><td>P</td><td>1.5</td></tr><tr><td>M</td><td>1.3</td></tr></table>	Point	Value	E	1.5	A	3.0	C	3.5	Es	3.4	O	2.0	N	1.0	P	1.5	M	1.3
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Le Pen, Marine (France)	<p>During the campaign she displayed “a determined effort to seem gracious and cheerful [which was] very effective. [...] One of the reasons she is so private is that there is a big difference between the public Marine Le Pen, who is familiar to most, and the woman behind the façade. [...] She insisted she would not give up. Hers was, she said, the battle of an entire lifetime. It was her mission. So, although she pretends to be an ordinary politician, she is far removed from such a definition. She sees herself as a warrior -- fighting a battle that was started by her father. And now she's here to finish the job.”^{lxvii}</p> <p>“Some will arguably say that all she has done is to create the convincing illusion that she has detoxified and modernised the party. [...] As the skilled politician she is, Marine Le Pen has managed to use her gender to give the party a veneer of respectability, competence and modernity. If many French people can still see through the illusion, others, among them many women, have chosen to believe it.”^{lxviii}</p> <p>“‘If anything,’ she says, ‘I’m to the left of Obama.’ She cocks her head and smiles at me, gauging the effect of her audacious and deliberately misleading comparison. [...] With her talk of the price of pizza and school supplies, the twice-divorced mother of three could be the woman next door. [...] None-too-subtly identifying herself with the medieval warrior, Marine told a crowd last year that just as she had been criticized for wearing jeans, ‘Jeanne d’Arc was frowned upon for her masculine attire’.”^{lxix}</p>	<table><tr><th>Category</th><th>Value</th></tr><tr><td>E</td><td>3.0</td></tr><tr><td>A</td><td>1.0</td></tr><tr><td>C</td><td>2.5</td></tr><tr><td>Es</td><td>2.0</td></tr><tr><td>O</td><td>2.0</td></tr><tr><td>N</td><td>3.0</td></tr><tr><td>P</td><td>3.2</td></tr><tr><td>M</td><td>3.2</td></tr></table>	Category	Value	E	3.0	A	1.0	C	2.5	Es	2.0	O	2.0	N	3.0	P	3.2	M	3.2
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López Obrador, Andrés Manuel (Mexico)	<p>“Dolls, coffee mugs, pins and flags were plastered with his face. Homemade signs bore photos of his smile and there was endless admiring talk of his folksy, optimistic working-class style. As more than 100,000 Mexicans packed into the capital’s Zocalo square Sunday night to celebrate the historic landslide victory of Andres Manuel Lopez Obrador, I couldn’t escape one observation: The project is the man and the man is the project. [...] The project is built around bombast sustained by a cult of personality.”^{lxx}</p> <p>“There is of course the possibility that because of his political base and the widespread criticism of President Peña Nieto as being too meek vis-à-vis Trump’s incendiary rhetoric, and because of his own personality, AMLO and Trump may provoke each other into lobbing tit-for-tat rhetorical bombs.”^{lxxi}</p> <p>“Despite his long political resume, many observers considered the 64-year-old candidate an outsider and his anti-establishment stance has garnered comparisons to US President Donald Trump.”^{lxxii}</p>	<table><tr><th>Category</th><th>Value</th></tr><tr><td>E</td><td>2.5</td></tr><tr><td>A</td><td>1.5</td></tr><tr><td>C</td><td>2.0</td></tr><tr><td>Es</td><td>1.8</td></tr><tr><td>O</td><td>2.0</td></tr><tr><td>N</td><td>3.2</td></tr><tr><td>P</td><td>2.2</td></tr><tr><td>M</td><td>2.1</td></tr></table>	Category	Value	E	2.5	A	1.5	C	2.0	Es	1.8	O	2.0	N	3.2	P	2.2	M	2.1
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Macron, Emmanuel (France)	<p>“The 39-year-old looked more like a Hollywood president than a potential French one. The whole event felt like an Aaron Sorkin fantasy.” Macron formed the “En Marche!” (on the move) movement, which “from the start it had a whiff of a personality cult (note the initials). [...] He’s quite charismatic and good at pitching to an audience. He really knows how to mobilise a crowd. And he’s also quite politically savvy – he’s played every move very carefully, he’s made sure to keep his campaign squeaky clean.”^{lxxiii}</p> <p>“He bet big and kept his cards concealed for quite some time, maintaining a poker face until the very end. [...] Macron, though, helped create his own luck. [...] He is convinced of his educational abilities, but the truth is, he is a master of seduction. [...] He can tie a perfect Windsor without once glancing away from his conversation partner or losing his train of thought.”^{lxxiv}</p> <p>Has “undoubted charisma”^{lxxv}</p>	<table><tr><th>Category</th><th>Value</th></tr><tr><td>E</td><td>2.5</td></tr><tr><td>A</td><td>2.2</td></tr><tr><td>C</td><td>3.2</td></tr><tr><td>Es</td><td>2.8</td></tr><tr><td>O</td><td>3.0</td></tr><tr><td>N</td><td>3.5</td></tr><tr><td>P</td><td>2.0</td></tr><tr><td>M</td><td>2.5</td></tr></table>	Category	Value	E	2.5	A	2.2	C	3.2	Es	2.8	O	3.0	N	3.5	P	2.0	M	2.5
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May, Theresa (UK)	<p>“Lacks a personality. [...] Inconspicuous. [...] She has all the warmth of a wet weekend in Whitstable. May looks as if she would rather be anywhere but around real people. She may well be perfectly nice in real life but the Tories are keeping her locked away, only letting her out briefly to repeat her robotic mantras.”^{lxxvi}</p> <p>“Has the emotional intelligence of the Terminator.”^{lxxvii}</p> <p>“Lacks of personality and passion.”^{lxxviii}</p> <p>“Theresa May’s inability to show emotion to the public proves that she isn’t fit to be Prime Minister. Of course she has heart, but she doesn’t think it’s as important as a cool head in a crisis. [...] She finds it difficult to speak to folk she doesn’t know. [...] Shy, brittle, private, visibly ill at ease when invited to open up, unsympathetic: this politician isn’t a very good politician.”^{lxxix}</p>	<table><tr><th>Category</th><th>Value</th></tr><tr><td>E</td><td>0.8</td></tr><tr><td>A</td><td>1.0</td></tr><tr><td>C</td><td>1.8</td></tr><tr><td>Es</td><td>1.5</td></tr><tr><td>O</td><td>0.8</td></tr><tr><td>N</td><td>2.5</td></tr><tr><td>P</td><td>3.2</td></tr><tr><td>M</td><td>2.2</td></tr></table>	Category	Value	E	0.8	A	1.0	C	1.8	Es	1.5	O	0.8	N	2.5	P	3.2	M	2.2
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Medvedev, Dmitry (Russia)	<p>“But Medvedev’s real personality is an enigma. Observers agree that, having survived the shark-pool of Kremlin politics, first as Putin’s campaign manager during the 2000 presidential elections and then as his chief of staff, he is no patsy.”^{lxxx}</p> <p>Previous inhabitants of the Kremlin, whether it be Ivan the Terrible, Joseph Stalin or Vladimir Putin, have tended to inspire both awe and fear. Even with Boris Yeltsin in the late, vodka-infused years, there remained an aura of residual respect for someone who was essentially the most powerful person in the biggest country in the world. But with four days left of his four-year tenure as President, Dmitry Medvedev evokes rather different emotions in his citizens. [...] Mr Medvedev is met by many Russians with indifference at best, if not outright derision. On Twitter, users refer to him with the hashtag ‘the pitiful one’.”^{lxxxi}</p> <p>“Medvedev has dictatorial tendencies and his personality is quite different from the image he has in the West.”^{lxxxii}</p>	 <table><tr><th>Category</th><th>Value</th></tr><tr><td>E</td><td>1.2</td></tr><tr><td>A</td><td>2.7</td></tr><tr><td>C</td><td>2.6</td></tr><tr><td>Es</td><td>1.2</td></tr><tr><td>O</td><td>2.3</td></tr><tr><td>N</td><td>2.9</td></tr><tr><td>P</td><td>2.6</td></tr><tr><td>M</td><td>2.3</td></tr></table>	Category	Value	E	1.2	A	2.7	C	2.6	Es	1.2	O	2.3	N	2.9	P	2.6	M	2.3
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Mélenchon, Jean-Luc (France)	<p>During campaign meetings in 2012 he had the image of someone aggressive, cursing all the time, with a very bad temper, grouch, always in a bad mood. Interviewing him “was an ordeal for the journalists, because he tended to see each question as an act of aggression”. In 2017, however, he “metamorphosed” and tried to appear likeable.”^{lxxxiii}</p>	 <table><tr><th>Category</th><th>Value</th></tr><tr><td>E</td><td>3.5</td></tr><tr><td>A</td><td>1.5</td></tr><tr><td>C</td><td>2.3</td></tr><tr><td>Es</td><td>0.8</td></tr><tr><td>O</td><td>3.0</td></tr><tr><td>N</td><td>3.3</td></tr><tr><td>P</td><td>2.0</td></tr><tr><td>M</td><td>2.7</td></tr></table>	Category	Value	E	3.5	A	1.5	C	2.3	Es	0.8	O	3.0	N	3.3	P	2.0	M	2.7
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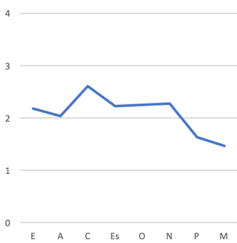
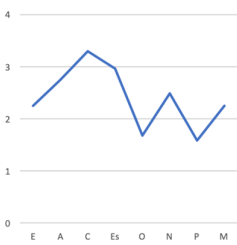
Merkel, Angela (Germany)	<p>“In terms of personality, Schulz is in many ways the ‘anti-Merkel.’ He’s a showman, loquacious, demonstrative, folksy, and empathetic — everything she isn’t. [...] Moreover, in striking contrast to the ever-cautious, dispassionate Merkel, Schulz speaks his mind forthrightly, often from the cuff. The chancellor’s patient, restrained response to U.S. President Donald Trump was classic Merkel. Her tough talk took the form of reminding Trump of the human rights content of the Geneva Conventions. [...] Schulz’s energy is another factor that distinguishes him from an Angela Merkel who is nearing the end of a third, grueling term. ‘Schulz is pure adrenaline compared to Merkel,’ one EU insider close to the think tank community told me. [...] Merkel, by contrast, appeared lethargic and worn-out when she declared her candidacy. Had you turned off the television’s sound, you might have thought she was reading her schedule for the following week. Her body language was tired. In fact, she had waited until just recently to announce because, insiders say, she was hesitant to run again.”^{lxccciv}</p> <p>Schulz is seen as “more credible and likeable” than Merkel.^{lxxxv}</p> <p>“Merkel was also elected for her trustworthiness. Schulz adds something essential that Merkel lacks: passion and an emphasis on feelings. His way of arguing in a passionate and eloquent way clearly puts him into sharp contrast with Merkel and her more technocratic and sober style of governance.”^{lxxxvi}</p> <p>“Merkel, on the other hand, essentially has no friends in politics and has always done well by keeping her distance from everyone. In contrast to Schulz, she tends to be very formal in her language, because she has learned that using more personal language often doesn’t mean much. [...] Friendship in politics? Merkel has already ended too many of them to still believe in those kinds of fairy tales: her mentor Helmut Kohl, with his arrogance; there was Roland Koch, the scheming erstwhile governor of the state of Hesse; and Friedrich Merz, an irascible and powerful former senior CDU politician. Ultimately, Merkel defeated them all. She is infinitely disciplined, only occasionally allowing herself a pinch of schadenfreude as a reward. [...] Merkel never complains about press coverage. In fact, she tends to treat articles about herself more like novels: They provide her with a bit of entertainment, but are largely irrelevant. In her universe, it is a mistake to admit even the slightest bit of vulnerability. Her strategy for getting back at those who would criticize her is to disregard them completely. [...] Furthermore, she seldom reveals anything about her private life. In every campaign, she’ll offer up a favorite cake recipe, but that’s about it. In this campaign, she revealed that she mashes rather than purées the potatoes she uses for the potato soup that she famously serves to guests and to her husband Joachim Sauer. [...] It’s Merkel’s old trick. Whenever people start saying that she is avoiding substance, she becomes ruthlessly substantive. This is a woman who wrote a Ph.D. thesis that is so complicated that nobody even understands its title. If she thinks a journalist is being stupid, she always has a detail up her sleeve that is sure to baffle all those around her. She loves the blank stares that result. [...] At the end of the day, the Germans have a choice between a chancellor who has proven her ability but who governs with an almost unlimited degree of self-contentedness. And a candidate who has yet to prove that he has the necessary desire for power.”^{lxxxvii}</p> <p>Merkel has an ‘Ikea appeal’ [...] ‘Merkel is viewed as the mother of the nation, even if that sounds over the top, said Oskar Niedermayer, professor of politics at Berlin’s Free University. ‘She’s seen to have a protective hand over everything. All she needs to do is gently point at what is going on elsewhere, even in neighbouring countries, and Germans realise how lucky they are. [...] She is reticent, can come across as shy on the big stage, and she doesn’t claim to be the most perfect person in the country.’”^{lxxxviii}</p>	<table><tr><th></th><th>E</th><th>A</th><th>C</th><th>Es</th><th>O</th><th>N</th><th>P</th><th>M</th></tr><tr><td>Value</td><td>0.5</td><td>3.8</td><td>3.9</td><td>1.8</td><td>1.9</td><td>2.0</td><td>1.8</td><td>1.5</td></tr></table>		E	A	C	Es	O	N	P	M	Value	0.5	3.8	3.9	1.8	1.9	2.0	1.8	1.5
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Milanović, Zoran (Croatia)	<p>“Lost in space, found in the underworld. [...] Incapable, unprincipled man of bad character.”^{lxxxix}</p> <p>“Bosnian and Serbian officials reacted angrily after audio was leaked of Croatian Social Democratic Party leader Zoran Milanovic saying Bosnia and Herzegovina is not a state and the Serbian government is arrogant and nationalist. [...] ‘Zoran Milanovic has really gone too far this time,’ Bosnian Foreign Minister Igor Crnadak told news agency FENA.”^{xc}</p> <p>He has an “arrogant and offensive communication style [and a] bad image.”^{xc1}</p>	<table><tr><th></th><th>E</th><th>A</th><th>C</th><th>Es</th><th>O</th><th>N</th><th>P</th><th>M</th></tr><tr><td>Value</td><td>3.0</td><td>0.5</td><td>1.5</td><td>0.8</td><td>2.5</td><td>3.5</td><td>2.0</td><td>2.0</td></tr></table>		E	A	C	Es	O	N	P	M	Value	3.0	0.5	1.5	0.8	2.5	3.5	2.0	2.0
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Minnis, Hubert (The Bahamas)	<p>“He may appear to lack the charisma of Sir Lynden Pindling, Perry Christie and Ingraham, but he has shown himself to be determined.”^{xcii}</p>	<table><tr><th></th><th>E</th><th>A</th><th>C</th><th>Es</th><th>O</th><th>N</th><th>P</th><th>M</th></tr><tr><td>Value</td><td>1.5</td><td>2.5</td><td>3.0</td><td>2.5</td><td>2.0</td><td>2.5</td><td>1.5</td><td>1.8</td></tr></table>		E	A	C	Es	O	N	P	M	Value	1.5	2.5	3.0	2.5	2.0	2.5	1.5	1.8
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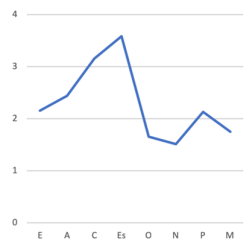
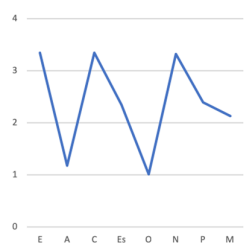

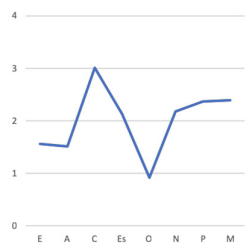
Moreno, Lenín (Ecuador)	A candidate with “nice-guy skills” ^{xciii} Has a “reputation for humour” ^{xciv} “Lacks Correa’s charisma” ^{xcv}	<table><tr><th>Category</th><th>Value</th></tr><tr><td>E</td><td>1.5</td></tr><tr><td>A</td><td>2.8</td></tr><tr><td>C</td><td>2.0</td></tr><tr><td>Es</td><td>2.5</td></tr><tr><td>O</td><td>1.0</td></tr><tr><td>N</td><td>2.8</td></tr><tr><td>P</td><td>2.2</td></tr><tr><td>M</td><td>2.8</td></tr></table>	Category	Value	E	1.5	A	2.8	C	2.0	Es	2.5	O	1.0	N	2.8	P	2.2	M	2.8
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Ninova, Korneliya (Bulgaria)	“Outspoken and combative. [...] Ninova admits smoking three packs of cigarettes a day and to becoming aggressive ‘when [her party] is under attack’.” ^{xci}	<table><tr><th>Category</th><th>Value</th></tr><tr><td>E</td><td>3.2</td></tr><tr><td>A</td><td>1.2</td></tr><tr><td>C</td><td>2.5</td></tr><tr><td>Es</td><td>2.0</td></tr><tr><td>O</td><td>2.2</td></tr><tr><td>N</td><td>2.2</td></tr><tr><td>P</td><td>1.8</td></tr><tr><td>M</td><td>1.8</td></tr></table>	Category	Value	E	3.2	A	1.2	C	2.5	Es	2.0	O	2.2	N	2.2	P	1.8	M	1.8
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O’Neill, Michelle (Northern Ireland)	“Michelle O’Neill is a hard-working minister, a real grafter on top of both her briefs. She is friendly but she’s no pushover. She can at times be sharp in her manner. [...] Michelle isn’t an independent thinker or strategist. That’s not to detract from her abilities because she is capable. But she’s very much a front of house woman” ^{xcvii}	<table><tr><th>Category</th><th>Value</th></tr><tr><td>E</td><td>3.0</td></tr><tr><td>A</td><td>2.5</td></tr><tr><td>C</td><td>3.2</td></tr><tr><td>Es</td><td>3.2</td></tr><tr><td>O</td><td>2.2</td></tr><tr><td>N</td><td>2.8</td></tr><tr><td>P</td><td>1.8</td></tr><tr><td>M</td><td>2.2</td></tr></table>	Category	Value	E	3.0	A	2.5	C	3.2	Es	3.2	O	2.2	N	2.8	P	1.8	M	2.2
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Oddsson, Davíð (Iceland)	“With his impish manner and unruly quiff of hair, David Oddsson, Iceland’s conservative prime minister, has the look of a bard. Fittingly so, since he moonlights as a playwright and short-story writer. The reviews of his work have been mixed. [...] Mr Oddsson is the polarising sort, the most liked and disliked politician in the island. ‘Oh yes, David likes his opinions,’ says a knitwear salesman.” ^{xcviii} Blamed for the country’s economic meltdown in 2008, he is considered “a hate figure.” ^{xcix} “Disliked by many Icelanders.” ^c	<table><tr><th>Category</th><th>Value</th></tr><tr><td>E</td><td>2.8</td></tr><tr><td>A</td><td>0.8</td></tr><tr><td>C</td><td>2.8</td></tr><tr><td>Es</td><td>1.8</td></tr><tr><td>O</td><td>1.8</td></tr><tr><td>N</td><td>3.8</td></tr><tr><td>P</td><td>3.8</td></tr><tr><td>M</td><td>3.5</td></tr></table>	Category	Value	E	2.8	A	0.8	C	2.8	Es	1.8	O	1.8	N	3.8	P	3.8	M	3.5
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Orbán, Viktor (Hungary)	<p>“Viktor Orbán is impossible to ignore, no easy feat for a leader of a Mitteleuropean state of 10 million souls with scarcely any natural resources. Love him or hate him — and most people do one or the other — you have to pay heed to him. Indifference is not an option. [...] He is an economic populist who carves out a strong role for the state, and also a social conservative. He invokes “Christian values,” and makes clear his contempt for the “corruption, sex and violence” of Western societies. His contempt is for “liberal elites,” the media and greedy bankers. [...] Orbánism resembles the other -isms taking root on Europe’s edges — in Russia (Putinism) and Turkey (Erdoğanism). [...] Like them, his confrontational style with his opponents, domestic and foreign, has strengthened his popular position at home. Orbán says his people prefer his stability and strong leadership to liberalism. [...] To his legion of critics he’s now the polar opposite of his younger self, metamorphosing from liberal to illiberal — but one with a sense of humor. Orbán laughed this summer when Jean-Claude Juncker, president of the European Commission, greeted him at a summit with, “Hello, dictator!” [...] His father was a disciplinarian prone to violence. He came from what he called an “uncultured” background and in his teens he was active in the Communist Young Pioneers. “I always had a bit of a schizophrenic tendency,” Orbán told an interviewer in 1989. “I was able to see myself totally from the outside. And I was always quite merciless, and I still am, with myself.”^{nci}</p> <p>“Under his right-wing, populist leadership, Hungary has seen the return of many past demons, including ethnic nationalism and deep-rooted corruption. Orbán has embarked on a sweeping concentration of power, eliminating constitutional safeguards, successfully reshaping the state in his own image, and posing a potential threat to even the future of the European Union. A multimillionaire, he’s presented himself as the standard-bearer for Hungary’s Christian identity and an architect of what he describes as an “illiberal democracy.” [...] Described, to quote the chairman of the European Stability Initiative think tank Gerald Knaus, as the “most dangerous man in the European Union” [...] Full of ambition, charisma, and tactical skill, Orbán, not yet 30, soon seized total control over Fidesz.”^{ncii}</p>	 <table><tr><th>Month</th><th>Value</th></tr><tr><td>E</td><td>3.0</td></tr><tr><td>A</td><td>1.0</td></tr><tr><td>C</td><td>3.2</td></tr><tr><td>Es</td><td>2.0</td></tr><tr><td>O</td><td>2.1</td></tr><tr><td>N</td><td>3.4</td></tr><tr><td>P</td><td>3.2</td></tr><tr><td>M</td><td>2.9</td></tr></table>	Month	Value	E	3.0	A	1.0	C	3.2	Es	2.0	O	2.1	N	3.4	P	3.2	M	2.9
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Ortega, Daniel (Nicaragua)	<p>“Ortega lacked a natural leader’s charisma, but he was wily and determined.”^{nciii}</p> <p>Ortega displays a strong “cult of personality. ‘This is Daniel Ortega’s great show — his biggest show of the year. It’s almost become a religious event,’ said former guerrilla leader and retired army general Hugo Torres, a Sandinista dissident who was a member of the revolutionary council of state in the 1980s. ‘Ortega is a messianic caudillo with fascist tendencies. He thinks he is illuminated and predestined to rule the country. He’s become crazy with power.’ Ortega showed some of that this week, claiming his return to power in 2007 was due to ‘the hand of God’.”^{nciv}</p> <p>“Ortega’s deputy in the Sandinista government, Sergio Ramirez, who later left to lead a dissident faction, describes Ortega as having ‘a prison personality. Lonely, solitary, mistrustful, hard’.”^{ncv}</p>	 <table><tr><th>Month</th><th>Value</th></tr><tr><td>E</td><td>0.8</td></tr><tr><td>A</td><td>0.4</td></tr><tr><td>C</td><td>2.1</td></tr><tr><td>Es</td><td>0.8</td></tr><tr><td>O</td><td>0.8</td></tr><tr><td>N</td><td>3.4</td></tr><tr><td>P</td><td>3.5</td></tr><tr><td>M</td><td>2.6</td></tr></table>	Month	Value	E	0.8	A	0.4	C	2.1	Es	0.8	O	0.8	N	3.4	P	3.5	M	2.6
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Plenković, Andrej (Croatia)	<p>Less known than his competitors, and with “lower charisma”^{ncvi}</p>	 <table><tr><th>Month</th><th>Value</th></tr><tr><td>E</td><td>2.3</td></tr><tr><td>A</td><td>2.0</td></tr><tr><td>C</td><td>3.5</td></tr><tr><td>Es</td><td>3.7</td></tr><tr><td>O</td><td>2.2</td></tr><tr><td>N</td><td>2.8</td></tr><tr><td>P</td><td>1.4</td></tr><tr><td>M</td><td>2.1</td></tr></table>	Month	Value	E	2.3	A	2.0	C	3.5	Es	3.7	O	2.2	N	2.8	P	1.4	M	2.1
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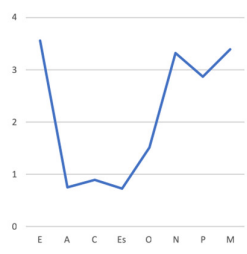
Putin, Vladimir (Russia)	<p>“Contempt, fear, and a disregard for normal social rules seem to characterise the mindset of Russia’s president. [...] Putin does not feel bound by the ordinary rules of civility. This, in turn, suggests that he may not be inclined to respect bigger rules. [...] German Chancellor Angela Merkel chided Putin that he should treat his cabinet ministers with respect rather than contempt. Contempt is the emotion reserved for those we regard as inferiors, and it is likely that Putin regards the West – particularly Western Europe – as inferior in many ways, not least militarily. [...] There is a third factor underlying Putin’s psychology: fear. A small, thin-skinned man who grew up in poverty in a Leningrad haunted by memories of starvation and death, he was personally witness to what was for him another catastrophe – the collapse of the Soviet Union. Undoubtedly he suffers the torment of all autocrats – the fear of losing power and the consequences which follow.”^{xcvii}</p> <p>“Even in the biographies, very little information about the Russian president is definitive, confirmable, or reliable. As a result, some observers have said that Putin has no face, no substance, no soul. He is a man from nowhere, who can appear to be anything to anybody. But Putin is a product of his environment — a man whose past experiences have clearly informed his present outlook. Indeed, Putin is best understood as a composite of multiple identities that stem from those experiences, and which help explain his improbable rise from KGB operative and deputy mayor of St. Petersburg to the pinnacle of Russian power. Of these multiple identities, six are most prominent: Statist, History Man, Survivalist, Outsider, Free Marketeer, and Case Officer. None of the single-word labels people usually attach to Putin — KGB thug, kleptocrat, autocrat — offer a satisfactory explanation for the phenomenon of his rule.”^{xcviii}</p>	<table><tr><th>Category</th><th>Value</th></tr><tr><td>E</td><td>2.2</td></tr><tr><td>A</td><td>2.0</td></tr><tr><td>C</td><td>3.0</td></tr><tr><td>Es</td><td>3.0</td></tr><tr><td>O</td><td>2.0</td></tr><tr><td>N</td><td>3.5</td></tr><tr><td>P</td><td>3.2</td></tr><tr><td>M</td><td>2.8</td></tr></table>	Category	Value	E	2.2	A	2.0	C	3.0	Es	3.0	O	2.0	N	3.5	P	3.2	M	2.8
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Radev, Rumen (Bulgaria)	<p>“General Radev might even end up aligning or at least co-operating with Borisov, a Major-General himself. Vain and macho”^{xcix}</p>	<table><tr><th>Category</th><th>Value</th></tr><tr><td>E</td><td>1.8</td></tr><tr><td>A</td><td>2.2</td></tr><tr><td>C</td><td>3.2</td></tr><tr><td>Es</td><td>3.0</td></tr><tr><td>O</td><td>2.2</td></tr><tr><td>N</td><td>2.1</td></tr><tr><td>P</td><td>1.8</td></tr><tr><td>M</td><td>1.8</td></tr></table>	Category	Value	E	1.8	A	2.2	C	3.2	Es	3.0	O	2.2	N	2.1	P	1.8	M	1.8
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Rajoy, Mariano (Spain)	<p>“With his grey beard and stiff manner, Rajoy always comes off worse in popularity polls when compared with his more relaxed opponent. [...] He is] an experienced politician with a stolid character.”^{cx}</p> <p>“Rajoy was not especially popular. He had a great memory but he was shy and tried to stay away from confrontations and difficult decisions. [...] Spain’s prime minister is the least-liked head of government in the country’s modern history. Before that, he was the least-liked opposition leader. [...] Mr Rajoy has been disliked, underestimated, ridiculed and written off for longer than anyone cares to remember.”^{cxii}</p> <p>A “quiet man [...] with an] enigmatic personality. [...] Lacking in public charisma, Mr Rajoy is said to be charming and witty in private. Although he lacks the belligerent streak of José María Aznar, his predecessor as PP leader and a previous prime minister, his persistence at the top of the party suggests a certain steeliness.”^{cxiii}</p>	<table><tr><th>Category</th><th>Value</th></tr><tr><td>E</td><td>0.5</td></tr><tr><td>A</td><td>1.5</td></tr><tr><td>C</td><td>2.5</td></tr><tr><td>Es</td><td>2.8</td></tr><tr><td>O</td><td>0.5</td></tr><tr><td>N</td><td>1.5</td></tr><tr><td>P</td><td>3.0</td></tr><tr><td>M</td><td>1.5</td></tr></table>	Category	Value	E	0.5	A	1.5	C	2.5	Es	2.8	O	0.5	N	1.5	P	3.0	M	1.5
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Renzi, Matteo (Italy)	<p>“Three weeks after what one senior diplomat described as Mr Renzi’s “semi-miraculous ascent”, the former boy scout calling himself a revolutionary is winning over public opinion. [...] In contrast with Elsa Fornero, the labour minister in Mr Monti’s technocrat government who burst into tears when presenting tough pension reforms in 2011, Mr Renzi projects the confident ebullience of a man in a hurry. He has promised “radical change” to a country long blocked by powerful lobbies, a suffocating bureaucracy and a discredited political elite. His favourite metaphor is of an Italy trapped in a palude, or quagmire. Drawing comparisons with a well known television salesman of cooking pans, Mr Renzi set out his economic and political agenda on Wednesday, illustrated by a rapid-fire PowerPoint presentation. Icons included a goldfish, a samurai sword and sprinters at the firing gun.”^{cxiiii}</p> <p>“His coming to power might be legal and legitimate, but the Italian people haven’t had a say in the matter, and even members of his own party are questioning whether Renzi has the political maturity to succeed.” [...] The Tony Blair of Italian politics. [...] His pledge to drag his party into the modern age earned him the nickname “Il Rottamatore” (the demolisher), and from then on Renzi was able to garner the support of artists, intellectuals and entrepreneurs, as well as earning him a larger fan base within the party, especially among the younger contingent. Distancing himself from the traditional flamboyance of Italian politics, Renzi prefers to present himself as a great communicator and a pragmatic policy-maker. He wants to be the change – the new voice of Italian politics who will wipe out the country’s old guard and restore the country to its pre-recession glory.”^{cxlv}</p>	<table><tr><th>Category</th><th>Value</th></tr><tr><td>E</td><td>3.0</td></tr><tr><td>A</td><td>1.8</td></tr><tr><td>C</td><td>2.0</td></tr><tr><td>Es</td><td>2.1</td></tr><tr><td>O</td><td>2.0</td></tr><tr><td>N</td><td>3.5</td></tr><tr><td>P</td><td>3.2</td></tr><tr><td>M</td><td>2.8</td></tr></table>	Category	Value	E	3.0	A	1.8	C	2.0	Es	2.1	O	2.0	N	3.5	P	3.2	M	2.8
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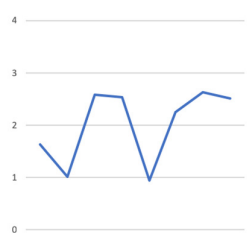
Rutte, Mark (The Netherlands)	<p>“Does his eternal smile hide a perhaps even jollier personality?”^{cxv}</p> <p>“Known for his upbeat character and his man-of-the-people habit of riding his bicycle to work, Rutte ‘wants to beat his opponents with positivity and optimism.’”^{cxvi}</p>	<table><caption>Estimated data for Mark Rutte</caption><thead><tr><th>Category</th><th>Value</th></tr></thead><tbody><tr><td>E</td><td>3.2</td></tr><tr><td>A</td><td>2.8</td></tr><tr><td>C</td><td>3.1</td></tr><tr><td>Es</td><td>3.1</td></tr><tr><td>O</td><td>2.5</td></tr><tr><td>N</td><td>2.8</td></tr><tr><td>P</td><td>2.1</td></tr><tr><td>M</td><td>2.9</td></tr></tbody></table>	Category	Value	E	3.2	A	2.8	C	3.1	Es	3.1	O	2.5	N	2.8	P	2.1	M	2.9
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Salvini, Matteo (Italy)	<p>“Matteo Salvini likes spreading Nutella on his morning bread. He winds down with a bowl of Barilla pasta and a glass of Barolo wine. He heeds the words of wisdom inside the wrappers of Perugina Bacio chocolates. He drinks Moretti beer. Italy knows these things because Mr. Salvini, the country’s hard-line interior minister, deputy prime minister and leader of the anti-migrant League party, shares them on his many social media feeds. Just about every day. But Mr. Salvini’s social media feeds are not really about product placement, or the musings of a proud culinary nationalist. Rather, say those who have worked closely with him, they are part of a carefully studied and remarkably successful strategy to sell his common-man brand in an anti-elite era. [...] Mr. Salvini expertly wields his wildly popular Facebook, Instagram and Twitter accounts for political attacks. He uses them to demonize opponents, stoke fears about marauding migrants and accuse bureaucrats in Brussels of every manner of sin. He appears on live-streamed videos and political stops wearing enough macho-macho man uniforms to make the Village People blush. But just as critical for Mr. Salvini’s success is maintaining an aura of authenticity, the political gold of this populist age. As part of that approach, he has hinted at a softer, more human side with pizza, pasta, kittens and a just-dumped relationship status. The result is a checkout line relatability (“Populists: They’re Just Like Us!”). It is an image that Mr. Salvini has sculpted over time — and one that has helped propel him from the political fringe to the center stage of Italian politics.”^{cxvii}</p> <p>“Within a government that has a share of eclectic personalities, including an undersecretary who believes the moon landing was a hoax, Salvini has stood out in part by setting the agenda in a way that focuses on issues he has control over.”^{cxviii}</p>	<table><caption>Estimated data for Matteo Salvini</caption><thead><tr><th>Category</th><th>Value</th></tr></thead><tbody><tr><td>E</td><td>3.0</td></tr><tr><td>A</td><td>1.5</td></tr><tr><td>C</td><td>2.0</td></tr><tr><td>Es</td><td>1.2</td></tr><tr><td>O</td><td>2.5</td></tr><tr><td>N</td><td>2.9</td></tr><tr><td>P</td><td>2.5</td></tr><tr><td>M</td><td>2.4</td></tr></tbody></table>	Category	Value	E	3.0	A	1.5	C	2.0	Es	1.2	O	2.5	N	2.9	P	2.5	M	2.4
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Sandu, Maia (Moldova)	<p>“A petite woman with big intelligent eyes, the 44-year-old Sandu says she wakes up at 3 a.m. every morning to check on the Internet what new blackmailing scandals the press came up with to discredit her.”^{cxix}</p>	<table><caption>Estimated data for Maia Sandu</caption><thead><tr><th>Category</th><th>Value</th></tr></thead><tbody><tr><td>E</td><td>2.6</td></tr><tr><td>A</td><td>2.5</td></tr><tr><td>C</td><td>2.8</td></tr><tr><td>Es</td><td>3.1</td></tr><tr><td>O</td><td>3.8</td></tr><tr><td>N</td><td>2.2</td></tr><tr><td>P</td><td>0.8</td></tr><tr><td>M</td><td>1.3</td></tr></tbody></table>	Category	Value	E	2.6	A	2.5	C	2.8	Es	3.1	O	3.8	N	2.2	P	0.8	M	1.3
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Sargsyan, Serzh (Armenia)	<p>“Those who have observed Serzh Sargsyan political career over the last two decades say that he is essentially a ‘soviet style military man who has understood the need for reform’. He has been able to manage expertly the rough and tumble of Armenia political life, managing first the transition from Ter Petrosyan to Kocharian, and later his own transition to the Presidency. He is well aware of Armenia’s challenges and limitations and is subsequently a pragmatist. [...] He embraced reform as a necessity. He pursued it cautiously but not without vigor.”^{cxx}</p>	<table><caption>Estimated data for Serzh Sargsyan</caption><thead><tr><th>Category</th><th>Value</th></tr></thead><tbody><tr><td>E</td><td>1.8</td></tr><tr><td>A</td><td>2.2</td></tr><tr><td>C</td><td>3.3</td></tr><tr><td>Es</td><td>2.8</td></tr><tr><td>O</td><td>1.8</td></tr><tr><td>N</td><td>2.2</td></tr><tr><td>P</td><td>2.2</td></tr><tr><td>M</td><td>2.0</td></tr></tbody></table>	Category	Value	E	1.8	A	2.2	C	3.3	Es	2.8	O	1.8	N	2.2	P	2.2	M	2.0
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Schulz, Martin (Germany)	<p>His entire political biography is anomalous. [...] He was a likeable, wily, gregarious man of the people with a penchant for doing battle in the political ring. He could talk and talk, and in multiple languages, too. [...] In terms of personality, Schulz is in many ways the ‘anti-Merkel.’ He’s a showman, loquacious, demonstrative, folksy, and empathetic — everything she isn’t. [...] And there’s a bit of populist in Martin Schulz from Würselen, too. He can shoot the breeze with the little man, and he appears to listen, too. [...] Moreover, in striking contrast to the ever-cautious, dispassionate Merkel, Schulz speaks his mind forthrightly, often from the cuff. The chancellor’s patient, restrained response to U.S. President Donald Trump was classic Merkel. Her tough talk took the form of reminding Trump of the human rights content of the Geneva Conventions. Schulz, on the other hand, opted for an in-his-face approach from the get-go, calling Trump an ‘irresponsible man’ and a threat to democracy. ‘Trump isn’t just a problem for the EU,’ he said, ‘but for the whole world.’ Schulz’s energy is another factor that distinguishes him from an Angela Merkel who is nearing the end of a third, grueling term. ‘Schulz is pure adrenaline compared to Merkel,’ one EU insider close to the think tank community told me.”^{cxxxi}</p> <p>Schultz is seen as “more credible and likeable” than Merkel.^{cxxxi}</p> <p>“Arguably, the most important factor is Schulz’s personality and his background. [...] He never graduated from high school, nor did he study. After a failed career in football, Schulz became depressed and turned to alcoholism in his mid-20s. Only with the help of friends and family did he later train to become a bookseller and opened his own bookshop. A few years later, at the age of 31, he started his political career by becoming the Mayor of Würselen. In 1994, he was elected member of the European Parliament and eventually became its President in 2012. Repeated over and over again by Schulz and the SPD, this success story seems to endow Schulz with what most politicians lack in the eyes of many past SPD leaders – authenticity and trustworthiness. He seems to know what he is talking about when he argues for more social justice. But this alone does not explain the enthusiasm he has sparked. Merkel was also elected for her trustworthiness. Schulz adds something essential that Merkel lacks: passion and an emphasis on feelings. His way of arguing in a passionate and eloquent way clearly puts him into sharp contrast with Merkel and her more technocratic and sober style of governance. Instead, Schulz openly refers to a feeling of existential economic fear that has spread not only among the most marginalised but also among parts of the middle class.”^{cxxxiii}</p> <p>“But like Steinbrück before him, Schulz can be something of a loose cannon. The sentences that come out of his mouth tend not to be as smooth as those imparted by Angela Merkel. [...] Schulz learned in Brussels that politics is a constant give and take, service between friends. There are few words that Schulz uses more often. Juncker is a “friend,” as is former French President François Hollande, his successor Emmanuel Macron and, of course, Sigmar Gabriel, from whom he inherited the role of SPD party chair. All are friends. [...] Merkel] in contrast to Schulz, she tends to be very formal in her language. [...] He has been portrayed in headlines as ‘Schulz the Spender’ and ‘Psycho Schulz.’ It has been written that he has ‘all the charm of a bank teller’ and that he ‘looks like a train conductor.’ Having never obtained his Abitur, Germany’s college-prep high school diploma, he is also sensitive to critics who say he isn’t well enough educated to be chancellor. [...] At the end of the day, the Germans have a choice between a chancellor who has proven her ability but who governs with an almost unlimited degree of self-contentedness. And a candidate who has yet to prove that he has the necessary desire for power.”^{cxxxiv}</p>	 <table><tr><th>Category</th><th>Value</th></tr><tr><td>E</td><td>2.2</td></tr><tr><td>A</td><td>2.1</td></tr><tr><td>C</td><td>2.7</td></tr><tr><td>Es</td><td>2.4</td></tr><tr><td>O</td><td>2.3</td></tr><tr><td>N</td><td>2.3</td></tr><tr><td>P</td><td>1.8</td></tr><tr><td>M</td><td>1.6</td></tr></table>	Category	Value	E	2.2	A	2.1	C	2.7	Es	2.4	O	2.3	N	2.3	P	1.8	M	1.6
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Shorten, Bill (Australia)	<p>“A serious candidate because he is also willing to lead the life it takes to reach the top: a life hostage at every point to public scrutiny, luck and the intrigue of his colleagues”; he is “good with people” and “doesn’t thrive on hostility” but “has to be loved.”^{cxxxv}</p>	 <table><tr><th>Category</th><th>Value</th></tr><tr><td>E</td><td>2.2</td></tr><tr><td>A</td><td>2.8</td></tr><tr><td>C</td><td>3.2</td></tr><tr><td>Es</td><td>3.0</td></tr><tr><td>O</td><td>1.8</td></tr><tr><td>N</td><td>2.5</td></tr><tr><td>P</td><td>1.6</td></tr><tr><td>M</td><td>2.2</td></tr></table>	Category	Value	E	2.2	A	2.8	C	3.2	Es	3.0	O	1.8	N	2.5	P	1.6	M	2.2
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Sinčić, Ivan Vilibor (Croatia)	<p>“Croatian Robin Hood or Rabble-Rouser?”^{cxxxvi}</p> <p>“Radical activist [...], newcomer in the mould of SYRIZA or Podemos, challenging the party-political status quo.”^{cxxxvii}</p> <p>“Radical and populist, combining left and right ideological components in a strong critique of political and economic elites, European union and capitalism. ‘Živi zid’ called upon ‘ordinary people’ or ‘impoverished Croats’ in the crunch of foreign big-money interests for its legitimacy. Ivan Vilibor Sinčić advocated the restoration of the semi-presidential system in Croatia and quoted Victor Orban and Vladimir Putin (thus displaying certain authoritarian tendencies) as influences, but also Mahatma Gandhi.”^{cxxxviii}</p>	 <table><tr><th>Category</th><th>Value</th></tr><tr><td>E</td><td>2.2</td></tr><tr><td>A</td><td>1.0</td></tr><tr><td>C</td><td>2.1</td></tr><tr><td>Es</td><td>1.3</td></tr><tr><td>O</td><td>2.8</td></tr><tr><td>N</td><td>2.9</td></tr><tr><td>P</td><td>1.5</td></tr><tr><td>M</td><td>2.2</td></tr></table>	Category	Value	E	2.2	A	1.0	C	2.1	Es	1.3	O	2.8	N	2.9	P	1.5	M	2.2
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Solberg, Erna (Norway)	<p>“Portraying herself as a steady figure who steered western Europe’s top oil and gas producer through a two-year slump in energy prices, Solberg has warned voters her defeat would mean a “red-green chaos” of socialists and environmentalists bent on raising taxes. Once known as “Iron Erna” for her tough stance on immigration, Solberg softened her image and broadened her appeal with a 2011 book emphasizing people’s needs over the Conservative Party’s traditional focus on fiscal prudence. Conservatives hope to capitalize on an easy-going personality that has made Solberg popular beyond her party, as seen in a Sept. 6 poll where 46.3 percent believed her best suited to be prime minister, against Stoere’s 39.1 percent. “There is an enormous focus on her as a person, which has given the party a real boost during the election campaign,” said Associate Professor Tore Bang at BI Norwegian Business School, an expert in public relations and political communication. “The hype around her is atypical for a leader of the Conservative Party. She is seen as a much more folksy politician and has a much broader appeal than Gahr Stoere.” [...] “The backdrop of this election is that the Norwegian economy is doing well again. There is no real sense of crisis anymore but people are still weary, so offering a stable and predictable Merkel-like leadership is a strategy that seems to have worked well.”^{cxxxix}</p>	 <table><thead><tr><th>Category</th><th>Value</th></tr></thead><tbody><tr><td>E</td><td>2.2</td></tr><tr><td>A</td><td>2.5</td></tr><tr><td>C</td><td>3.5</td></tr><tr><td>Es</td><td>3.2</td></tr><tr><td>O</td><td>1.8</td></tr><tr><td>N</td><td>1.6</td></tr><tr><td>P</td><td>2.1</td></tr><tr><td>M</td><td>1.8</td></tr></tbody></table>	Category	Value	E	2.2	A	2.5	C	3.5	Es	3.2	O	1.8	N	1.6	P	2.1	M	1.8
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Strache, Heinz-Christian (Austria)	<p>A cult of personality surrounds Strache, or “HC”. Last week he released a rap song entitled “Stand up if you’re for HC” sung by the leader dressed in leather jacket and sunglasses while party workers awkwardly dance and clap. A comic book of cautionary tales the FPÖ sent voters this week, featuring “HC Man” as a kind of superhero, urged: “Daham statt Islam” - “Homeland, not Islam” - and Strache has called burqa-clad Muslim women “female ninjas”. [...] The biggest threat to the FPÖ comes from the new party of 81-year-old industrialist Stronach, known as Team Stronach. The party has garnered up to 10 percent in opinion polls, largely at the FPÖ’s expense, triggering a peculiarly Austrian macho rivalry that culminated in the octogenarian and the 44-year-old Strache publishing topless pictures of themselves.”^{cxxx}</p>	 <table><thead><tr><th>Category</th><th>Value</th></tr></thead><tbody><tr><td>E</td><td>3.2</td></tr><tr><td>A</td><td>1.2</td></tr><tr><td>C</td><td>3.2</td></tr><tr><td>Es</td><td>2.5</td></tr><tr><td>O</td><td>1.0</td></tr><tr><td>N</td><td>3.2</td></tr><tr><td>P</td><td>2.5</td></tr><tr><td>M</td><td>2.2</td></tr></tbody></table>	Category	Value	E	3.2	A	1.2	C	3.2	Es	2.5	O	1.0	N	3.2	P	2.5	M	2.2
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Trump, Donald (USA)	<p>Experts in personality psychology rated Trump as “exceptionally low” on agreeableness, “high” on extraversion, and “low” on conscientiousness and openness. Trump also scores very low on sentimentality and his public persona “most closely resembles the Dark Triad traits of being both narcissistic and psychopathic.”^{cxxxi}</p> <p>“Across his lifetime, Donald Trump has exhibited a trait profile that you would not expect of a U.S. president: sky-high extroversion combined with off-the-chart low agreeableness. [...] On top of that, Steve Jobs was, in my opinion, every bit Trump’s equal when it comes to grandiose narcissism.”^{cxxxii}</p> <p>“According to my calculations, Trump clears the threshold at which professionals could present a diagnosis of psychopathy. [...] In short, our amateurs’ exercise with the very professional Hare Psychopathy Checklist suggests that if you were betting on it, you’d probably want to bet that Donald Trump couldn’t pass a sanity test—open book.”^{cxxxiii}</p> <p>“Trump’s behaviour on the phone is another large indicator of his malignant narcissism. ‘He has a messiah complex, no conscience, and lacks complete empathy,’ she told <i>The Independent</i>, adding that hanging up the phone is ‘just like a child having a tantrum’.”^{cxxxiv}</p> <p>Trump shows consistently traits of hostility, manipulateness, deceitfulness, callousness, impulsivity, irresponsibility, risk-taking, ego-centrism, self-direction, and lack of empathy.^{cxxxv}</p> <p>“You can’t help notice the way Trump protrudes and contorts his mouth. In fact, his lips appear to have an almost prehensile quality, as if they were an extra pair of hands, reaching out from his face to manipulate the world around him. [...] It is also conceivable that Trump’s exaggerated mouth movements are simply another example of a generalised strategy that involves using “supernormal stimuli” to attract attention to himself.”^{cxxxvi}</p>	 <table><thead><tr><th>Category</th><th>Value</th></tr></thead><tbody><tr><td>E</td><td>3.5</td></tr><tr><td>A</td><td>0.2</td></tr><tr><td>C</td><td>0.8</td></tr><tr><td>Es</td><td>0.4</td></tr><tr><td>O</td><td>0.5</td></tr><tr><td>N</td><td>3.8</td></tr><tr><td>P</td><td>3.5</td></tr><tr><td>M</td><td>3.5</td></tr></tbody></table>	Category	Value	E	3.5	A	0.2	C	0.8	Es	0.4	O	0.5	N	3.8	P	3.5	M	3.5
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Tsacheva, Tsetska (Bulgaria)	<p>Some might call her campaign “dreary, unimaginative and boring”^{cxxxvii}</p> <p>“Lacking Borisov’s charisma”^{cxxxviii}</p>	 <table><thead><tr><th>Category</th><th>Value</th></tr></thead><tbody><tr><td>E</td><td>1.5</td></tr><tr><td>A</td><td>1.5</td></tr><tr><td>C</td><td>3.0</td></tr><tr><td>Es</td><td>2.5</td></tr><tr><td>O</td><td>1.0</td></tr><tr><td>N</td><td>2.5</td></tr><tr><td>P</td><td>2.5</td></tr><tr><td>M</td><td>2.5</td></tr></tbody></table>	Category	Value	E	1.5	A	1.5	C	3.0	Es	2.5	O	1.0	N	2.5	P	2.5	M	2.5
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Turnbull, Malcolm (Australia)	Exhibits “classical narcissistic traits.” ^{xcxcix} “Turnbull is a supreme narcissist. Such people are incapable of genuinely repenting and changing their behavior.” ^{xccl} “He swapped political impatience for an odyssey of self-discipline. [...] Malcolm is the impatient, crash-through politician who learned to play the waiting game. [...] Everyone who wanted evidence-based policy and proper debate is about to get what they wished for.” ^{xccli}	<table><tr><th>Dimension</th><th>Score</th></tr><tr><td>E</td><td>3.0</td></tr><tr><td>A</td><td>1.5</td></tr><tr><td>C</td><td>3.2</td></tr><tr><td>Es</td><td>2.2</td></tr><tr><td>O</td><td>2.8</td></tr><tr><td>N</td><td>3.8</td></tr><tr><td>P</td><td>3.5</td></tr><tr><td>M</td><td>3.5</td></tr></table>	Dimension	Score	E	3.0	A	1.5	C	3.2	Es	2.2	O	2.8	N	3.8	P	3.5	M	3.5
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Van der Bellen, Alexander (Austria)	“Not a charismatic man” ^{xcxlii} “His professorial manner has become a familiar feature” ^{xcxliii}	<table><tr><th>Dimension</th><th>Score</th></tr><tr><td>E</td><td>1.0</td></tr><tr><td>A</td><td>2.2</td></tr><tr><td>C</td><td>3.2</td></tr><tr><td>Es</td><td>3.2</td></tr><tr><td>O</td><td>2.0</td></tr><tr><td>N</td><td>1.0</td></tr><tr><td>P</td><td>1.0</td></tr><tr><td>M</td><td>1.0</td></tr></table>	Dimension	Score	E	1.0	A	2.2	C	3.2	Es	3.2	O	2.0	N	1.0	P	1.0	M	1.0
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Vučić, Aleksandar (Serbia)	“Aleksandar Vucic represents a traditional political authority, a sort of authoritarian father who beats the hell out of everyone around the house in return for the promise of stability now, milk and honey later.” ^{xcxliv}	<table><tr><th>Dimension</th><th>Score</th></tr><tr><td>E</td><td>2.2</td></tr><tr><td>A</td><td>1.2</td></tr><tr><td>C</td><td>2.2</td></tr><tr><td>Es</td><td>1.0</td></tr><tr><td>O</td><td>1.5</td></tr><tr><td>N</td><td>3.8</td></tr><tr><td>P</td><td>2.8</td></tr><tr><td>M</td><td>2.5</td></tr></table>	Dimension	Score	E	2.2	A	1.2	C	2.2	Es	1.0	O	1.5	N	3.8	P	2.8	M	2.5
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Wilders, Geert (The Netherlands)	“Provocateur. [...] Netherlands’s most hated man. [...] Highly intelligent, very hard-working, deeply ambitious, and extremely attached to his convictions. [...] Two things had always held Wilders back: his humble academic background and his bizarre bouffant platinum hairdo. ‘Nobody knew when he started dyeing his hair or why he did it,’ Fennema said. ‘But he wouldn’t stop.’ Like Fortuyn, Wilders needed to be the star of his own show. [...] Wilders seems torn between his ambition to lead the Netherlands and his ambition to smash its political rules. [...] Like Fortuyn before him, Wilders has kept himself at the center of Dutch political life by testing the standards of permissible speech.” ^{xcxlv} “This January he repeated the statements, so it is clear he’s not trying at all to be agreeable.” ^{xcxvi} “Wilders is known as Captain Peroxide and Mozart because of his flamboyant blonde hair – described by Radio Netherlands as “the most famous bleach-blond since Marilyn Monroe”.” ^{xcxvii} “Wilders “usually crosses the line between clarity and rudeness [...] and displays a] controversial attitude and aberrant political style.” ^{xcxviii} “Right-wing rabble-rouser. [...] Wilders also managed to change the media’s attitude towards him. Skepticism toward him has largely disappeared over the years. Reporters are now eager to land his quotes. Wilders’ controversial statements tend to be a boon for ratings and clicks — and he knows that. [...] Investigative reports on the inner workings of the party show a distrustful party leader with little respect for his MPs, whom he often refers to as incompetent or crazy. The contrast with his public performances is striking. The electorate perceives him as a strong and confident leader. But in his party he is known as being too suspicious to build longstanding relations, even with his closest allies.” ^{xcxlix}	<table><tr><th>Dimension</th><th>Score</th></tr><tr><td>E</td><td>2.5</td></tr><tr><td>A</td><td>0.5</td></tr><tr><td>C</td><td>2.8</td></tr><tr><td>Es</td><td>1.5</td></tr><tr><td>O</td><td>1.5</td></tr><tr><td>N</td><td>3.2</td></tr><tr><td>P</td><td>3.8</td></tr><tr><td>M</td><td>2.0</td></tr></table>	Dimension	Score	E	2.5	A	0.5	C	2.8	Es	1.5	O	1.5	N	3.2	P	3.8	M	2.0
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Xenophon, Nick (Australia)	“A canny operator who spruiks protectionist, populist and simplistic solutions. [...] what he is offering is not a political party. It is a political personality cult with a clutch of votes” ^{cxcl} ----- in our data: Big Five: (Ex=2.50) (A=2.00) (C=3.25 (Es=3.00) (O=2.25) Dark Triad: (N=2.63) (P=1.38) (M=1.94)	<table><tr><th>Dimension</th><th>Score</th></tr><tr><td>E</td><td>2.5</td></tr><tr><td>A</td><td>2.0</td></tr><tr><td>C</td><td>3.2</td></tr><tr><td>Es</td><td>3.0</td></tr><tr><td>O</td><td>2.2</td></tr><tr><td>N</td><td>2.6</td></tr><tr><td>P</td><td>1.4</td></tr><tr><td>M</td><td>1.9</td></tr></table>	Dimension	Score	E	2.5	A	2.0	C	3.2	Es	3.0	O	2.2	N	2.6	P	1.4	M	1.9
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<p>Zhirinovsky, Vladimir (Russia)</p>	<p>Zhirinovsky “sounds like a serious person on paper. [...] But a quick Google search reveals that he’s earned his reputation as the insane clown prince of Russian politics. When he ran for prime minister in 1993, his campaign promises included free vodka for men and better underwear for women. He’s throttled newscasters and state officials, told world leaders to suck Russian dick, and pontificated about enslaving the planet. [...] And yet, even though he’s a belligerent, racist, sexist, homophobic, nationalist sociopath, you can’t help but admire his refusal to play politics as usual. With Zhirinovsky, you don’t get any fake smiles (or any smiles, period), or false promises, or two-faced diplomacy. He says what’s on his mind, even if what’s on his mind isn’t so much a political position as a violent, incoherent rant that can only be communicated through wild gestures. And that’s sort of endearing, in it’s own jaw-droppingly offensive kind of way.”^{clt}</p> <p>“Russia’s Trump [...], a Kremlin Clown.”^{clii}</p> <p>One of “the usual nut-jobs.”^{cliii}</p>	 <table> <tr> <th>Trait</th> <th>Score (approx.)</th> </tr> <tr> <td>E</td> <td>3.5</td> </tr> <tr> <td>A</td> <td>0.8</td> </tr> <tr> <td>C</td> <td>0.9</td> </tr> <tr> <td>Es</td> <td>0.7</td> </tr> <tr> <td>O</td> <td>1.5</td> </tr> <tr> <td>N</td> <td>3.2</td> </tr> <tr> <td>P</td> <td>2.8</td> </tr> <tr> <td>M</td> <td>3.2</td> </tr> </table>	Trait	Score (approx.)	E	3.5	A	0.8	C	0.9	Es	0.7	O	1.5	N	3.2	P	2.8	M	3.2
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<p>Zyuganov, Gennady (Russia)</p>	<p>“Then, as now, he was a shy, private man. He rarely appears in public with his wife; he answers tricky questions with a nervous chuckle; and during this campaign, he has never looked more awkward than when doing the things expected of Russian politicians running for office, such as folk dancing and smiling at children.”^{cliv}</p>	 <table> <tr> <th>Trait</th> <th>Score (approx.)</th> </tr> <tr> <td>E</td> <td>1.5</td> </tr> <tr> <td>A</td> <td>1.0</td> </tr> <tr> <td>C</td> <td>2.5</td> </tr> <tr> <td>Es</td> <td>1.0</td> </tr> <tr> <td>O</td> <td>2.2</td> </tr> <tr> <td>N</td> <td>2.5</td> </tr> <tr> <td>P</td> <td>2.2</td> </tr> <tr> <td>M</td> <td>2.5</td> </tr> </table>	Trait	Score (approx.)	E	1.5	A	1.0	C	2.5	Es	1.0	O	2.2	N	2.5	P	2.2	M	2.5
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E ‘Extraversion’; A ‘Agreeableness’; C ‘Conscientiousness’; Es ‘Emotional Stability’; O ‘Openness’; N ‘Narcissism’; P ‘Psychopathy’; M ‘Machiavellianism’

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