March **2016** 

# IPSOS VIEWS



# **Briefing**: The Economic Situation in Latin America

The Opinion of the Latin American Media



### LATIN AMERICA: Contrasts between the current and future economic situation

An assessment of the Latin American countries' economies shows a series of contrasts between the assessment of the current situation and the future outlook in the perceptions of journalists and opinion leaders surveyed by Ipsos.

Chile and Uruguay are the two countries which came out on top of the ranking for the best current economic situation, while Argentina and Cuba lead the perceptions of countries with the best 12 month outlook. In the case of Chile and Uruguay, it's possible that the strength that their economies have shown in the last decade, and not merely in the last year, have influenced their responses. While in Argentina and Cuba, favourable expectations about the future may have derived from decisions taken recently; the election of Mauricio Macri in Argentina and the normalisation of relations between Cuba and the United States.

In general, the present and future of the Pacific Alliance countries' economies - Chile, Colombia, Peru and Mexico - received a more favourable assessment, and those surveyed were more critical of Atlantic states. As expected, Venezuela is the country whose economy is viewed with the greatest concern and which received the most negative outlook, but Brazil, Central America and the Caribbean were also negatively viewed.

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# **FACT SHEET**

#### **SAMPLE**

**Universe:** Notable journalists and analysts who regularly disseminate their points of view in the Latin American media and, as a result, are considered

opinion leaders.

**Sample:** 286 respondents from 16 Latin American countries

Media which respondents regularly engage with:

	%
Newspaper	63
Webpage	30
Radio	28
Free-to-air television	18
Magazine	17
Cable television	13
Blog	10
News agency	6
Other	3

### **SCOPE**

**Technical:** Online survey to journalists

Period of application: From 18 November 2015 to 8 January 2016

#### **ASSESSMENT SCALE BY HEADING**

#### **Questions:**

How would you describe the current economic situation in each of the following countries?

What do you think the **economic** situation in each of the following countries will be in 12 months' time?

**Scale:** Scoring for these questions is separated into the following ranges to classify the assessment of the current economic situation

Score	Summary	Score	Summary
Very Good Good	Good	Much improved Improved	Improved
Very Poor Poor	Poor	Much worse Worse	Worse



# CONTENT

Summary: Assessment of the current and future economic situation

Assessment of the economic situation in Chile

Assessment of the economic situation in Uruguay

Assessment of the economic situation in Colombia

Assessment of the economic situation in Peru

Assessment of the economic situation in Bolivia

Assessment of the economic situation in Mexico

Assessment of the economic situation in Ecuador

Assessment of the economic situation in Central America and the Caribbean

Assessment of the economic situation in Brazil

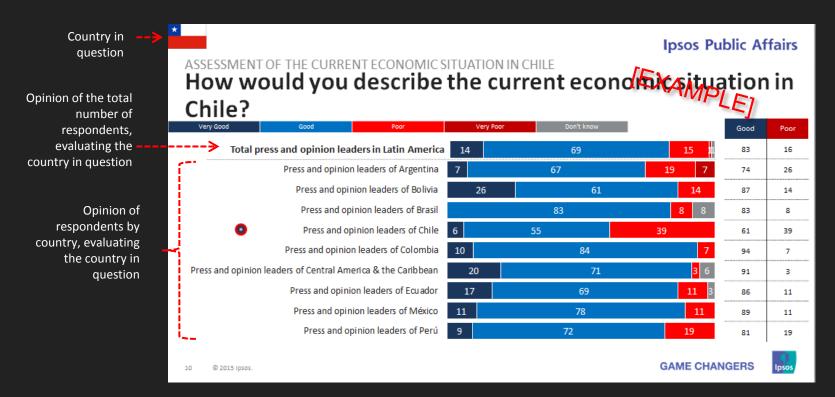
Assessment of the economic situation in Argentina

Assessment of the economic situation in Cuba

Assessment of the economic situation in Venezuela



# **HOW TO READ THE RESULTS**





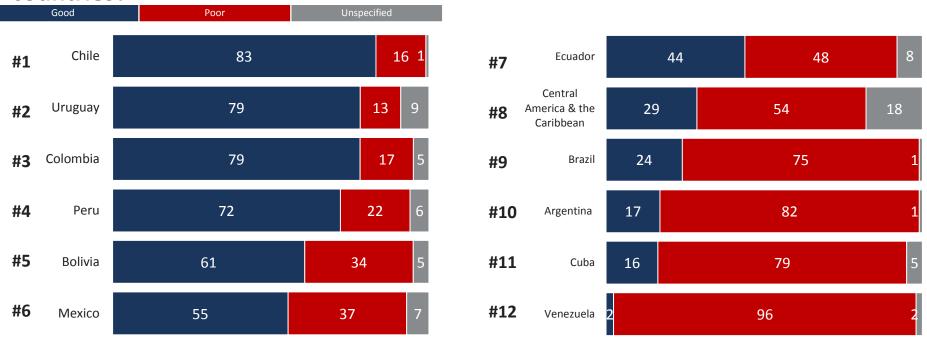


**SUMMARY: ASSESSMENT OF** THE CURRENT **ECONOMIC SITUATION AND** THE SITUATION **IN 12 MONTHS'** TIME



ASSESSMENT RANKING OF THE CURRENT ECONOMIC SITUATION

# How would you describe the current economic situation in each of the following countries?





IMPROVED: MUCH IMPROVED + IMPROVED

WORSE: MUCH WORSE + WORSE

# What do you think the economic situation in each of the following countries will be in 12 months' time?

	Improved	The		/orse	Don't know					
#1	Argentina	49	29	19 2	#7	Mexico	20	54	17	9
#2	Cuba	36	43	17 4	#8	Brazil	20	43	35	2
#3	Chile	34	52	11 3	#9	Bolivia	18	63		14 4
#4	Uruguay	29	59	4 8	#10	Ecuador	18	50	23	9
#5	Colombia	29	54	10 7		Central merica & the Caribbean	12	50	19	20
#6	Peru	26	56	11 7	#12	Venezuela	6 19	7	<b>'</b> 2	4

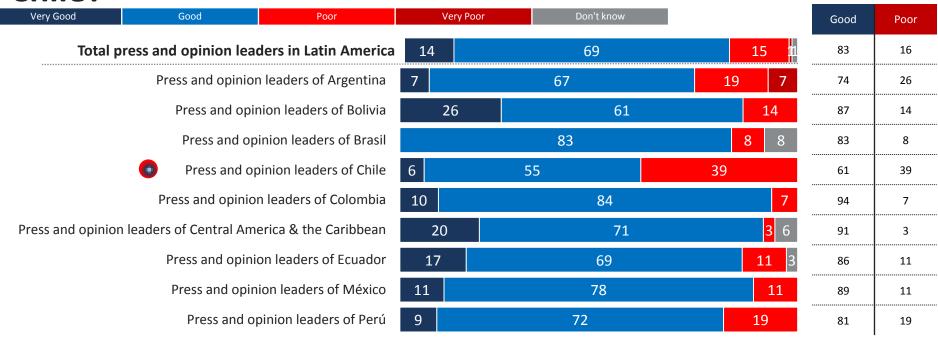


**ASSESSMENT OF** THE CURRENT **ECONOMIC** SITUATION AND THE SITUATION **IN 12 MONTHS'** TIME -BY COUNTRY-



#### ASSESSMENT OF THE CURRENT ECONOMIC SITUATION IN CHILE

# How would you describe the current economic situation in Chile?





#### ASSESSMENT OF THE ECONOMIC SITUATION IN 12 MONTHS' TIME IN CHILE

## What do you think the economic situation in Chile will be in 12 months' time?

Much improved Somewhat imp	roved The same	Somewhat	worse	Much worse	Don't know	I		
							Improv	ed Worse
Total press and	opinion leaders in Lat	in America	4	30	52	10	3 34	11
Pre	ss and opinion leaders o	of Argentina	4	30	52	7 4	4 34	11
	Press and opinion leade	rs of Bolivia	4	33	49	10	4 37	10
	Press and opinion lead	ers of Brazil	8	17	58	8 8	25	8
	Press and opinion lead	ders of Chile		33	33	30	3 33	33
Pre	ess and opinion leaders	of Colombia	7	32	5.	5	39	7
Press and opinion leaders	of Central America & the	e Caribbean	6	34	46	3 11	40	3
Pi	ress and opinion leaders	of Ecuador	6	33	53	3 6	3 39	6
F	Press and opinion leader	rs of Mexico	2	22	78		22	-
	Press and opinion lead	ders of Peru		26	61	14	26	14







#### ASSESSMENT OF THE CURRENT ECONOMIC SITUATION IN URUGUAY

# How would you describe the current economic situation in Uruguay?

Very Good Good	Poor	Very Poor	Don't know		Good	Poor
Total press and opinion lead	lers in Latin America	10	69	<b>12</b> 1 9	79	13
Press and opinion	leaders of Argentina	7	67	22 4	74	26
Press and opin	ion leaders of Bolivia	16	69	<mark>4</mark> 12	85	4
Press and opi	nion leaders of Brazil	17	67	17	84	17
Press and op	inion leaders of Chile	9	70	<b>12</b> 9	79	12
Press and opinion	leaders of Colombia	3	81	7 3 7	84	10
Press and opinion leaders of Central Ame	erica & the Caribbean	14	54	20 3 9	68	23
Press and opinion	on leaders of Ecuador	6	69	17 8	75	17
Press and opini	on leaders of Mexico	6	72	11 11	78	11
Press and op	pinion leaders of Peru	9	70	7 14	79	7







#### ASSESSMENT OF THE ECONOMIC SITUATION IN 12 MONTHS' TIME IN URUGUAY

# What do you think the economic situation in Uruguay will be in 12 months' time?

time.							
Much improved Somewhat improved	The same Somew	nat worse	Much worse	Don't know		Improved	Worse
Total press and opinion	leaders in Latin Americ	a 2	27	59	4 8	29	4
Press and o	pinion leaders of Argentin	a 4	30	48	11 4 4	34	15
Press an	d opinion leaders of Bolivi	a 6	28	51	4 12	34	4
Press a	nd opinion leaders of Braz	il 17	7	75	8	17	8
Press a	and opinion leaders of Chil	e 15		82	3	15	-
Press and c	pinion leaders of Colombi	a 3	23	65	3 7	26	3
Press and opinion leaders of Centr	al America & the Caribbea	n	37	46	3 14	37	3
Press and	opinion leaders of Ecuado	r	31	58	3 8	31	3
Press and	d opinion leaders of Mexic	0 11	11	67	11	22	-
Press	and opinion leaders of Per	u	33	58	2 7	33	2

ASSESSMENT OF THE CURRENT ECONOMIC SITUATION IN COLOMBIA.

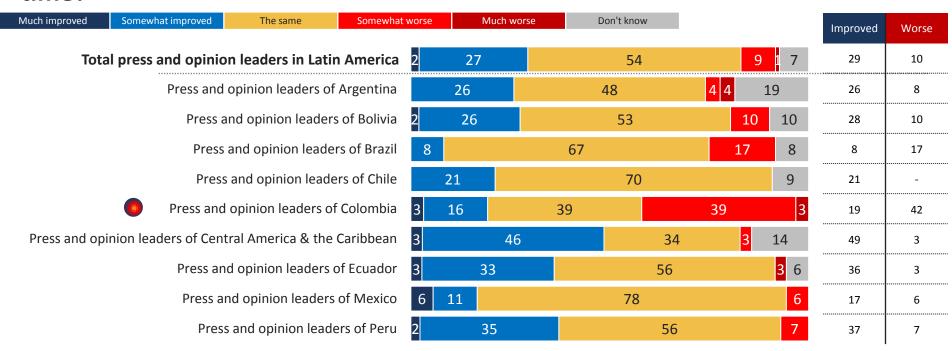
# How would you describe the current economic situation in Colombia?

Very Good	Good	Poor	Very Poor	Don't know				Good	Poor
Total p	oress and opinion lea	ders in Latin America	6	73		15	2 5	79	17
	Press and opinio	4	52	19	7 1	9	56	26	
	Press and opi	nion leaders of Bolivia	6	78		12	2 22	84	14
	Press and op	inion leaders of Brazil		75		25		75	25
	Press and o	pinion leaders of Chile		76		15	9	76	15
	Press and opinio	n leaders of Colombia	3	74		23		77	23
Press and opinion	n leaders of Central Am	erica & the Caribbean	11	66		14	9	77	14
	Press and opinion leaders of Ecuador			.1 75			.1 3	86	11
	Press and opinion leaders of Mexico			78		11	6	84	17
	Press and opinion leaders of Peru			77			2	86	14



#### ASSESSMENT OF THE ECONOMIC SITUATION IN 12 MONTHS' TIME IN COLOMBIA

# What do you think the economic situation in Colombia will be in 12 months' time?



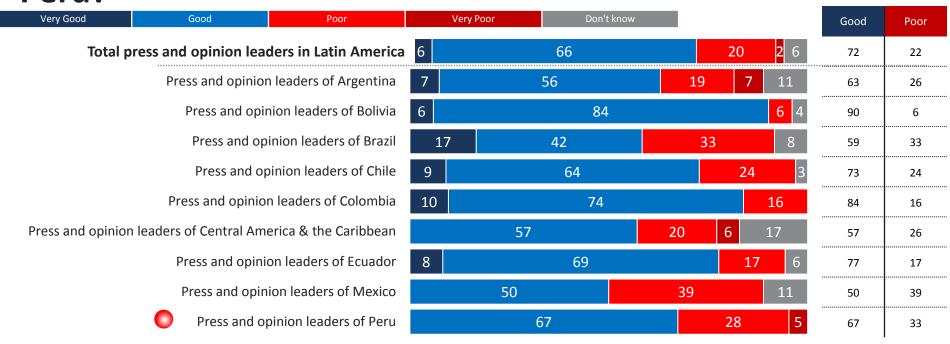


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#### ASSESSMENT OF THE CURRENT ECONOMIC SITUATION IN PERU

# How would you describe the current economic situation in Peru?



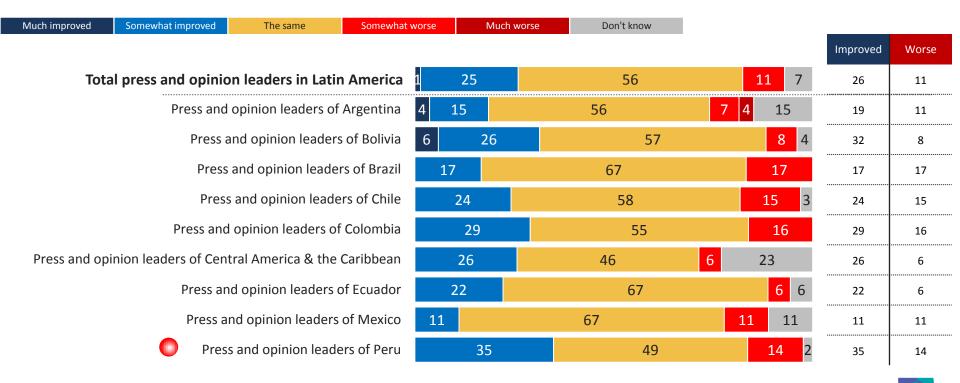






#### ASSESSMENT OF THE ECONOMIC SITUATION IN 12 MONTHS' TIME IN PERU

### What do you think the economic situation in Peru will be in 12 months' time?

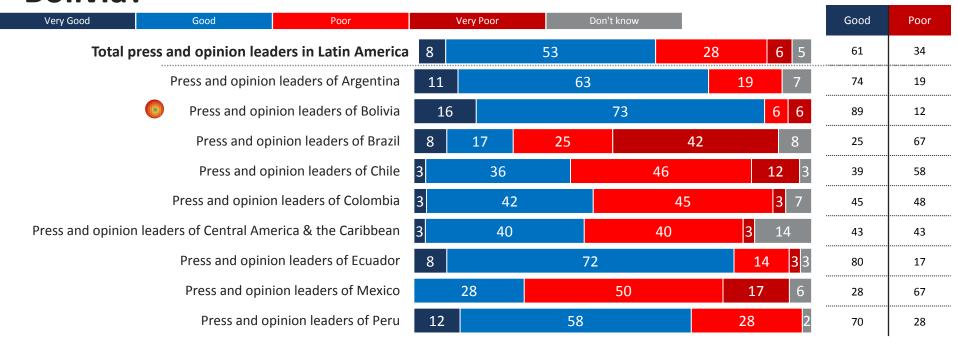




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#### ASSESSMENT OF THE CURRENT ECONOMIC SITUATION IN BOLIVIA

# How would you describe the current economic situation in Bolivia?





#### ASSESSMENT OF THE ECONOMIC SITUATION IN 12 MONTHS' TIME IN BOLIVIA

## What do you think the economic situation in Bolivia will be in 12 months' time?

Much improved Somewhat improved Somewhat worse Don't know The same Much worse **Improved** Worse Total press and opinion leaders in Latin America Press and opinion leaders of Argentina Press and opinion leaders of Bolivia Press and opinion leaders of Brazil Press and opinion leaders of Chile Press and opinion leaders of Colombia Press and opinion leaders of Central America & the Caribbean 6 3 Press and opinion leaders of Ecuador 6 6 Press and opinion leaders of Mexico Press and opinion leaders of Peru 

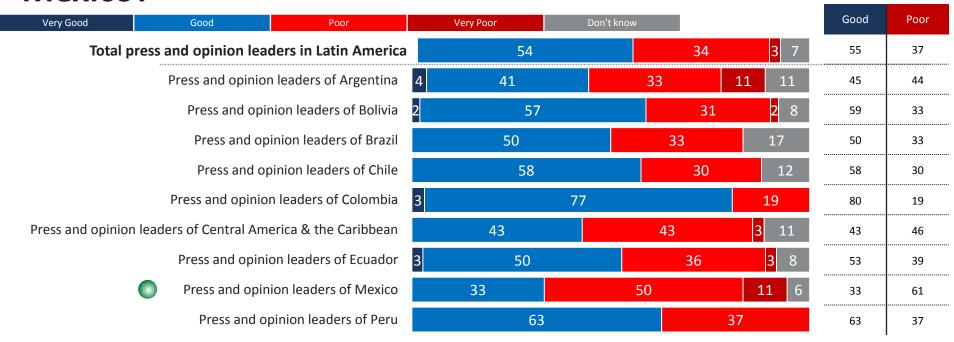






#### ASSESSMENT OF THE CURRENT ECONOMIC SITUATION IN MEXICO

# How would you describe the current economic situation in Mexico?







# 

#### ASSESSMENT OF THE ECONOMIC SITUATION IN 12 MONTHS' TIME IN MEXICO

## What do you think the economic situation in Mexico will be in 12 months' time?

Much improved Somewhat improved Somewhat worse Much worse Don't know The same **Improved** Worse Total press and opinion leaders in Latin America Press and opinion leaders of Argentina Press and opinion leaders of Bolivia Press and opinion leaders of Brazil Press and opinion leaders of Chile Press and opinion leaders of Colombia Press and opinion leaders of Central America & the Caribbean Press and opinion leaders of Ecuador Press and opinion leaders of Mexico Press and opinion leaders of Peru 

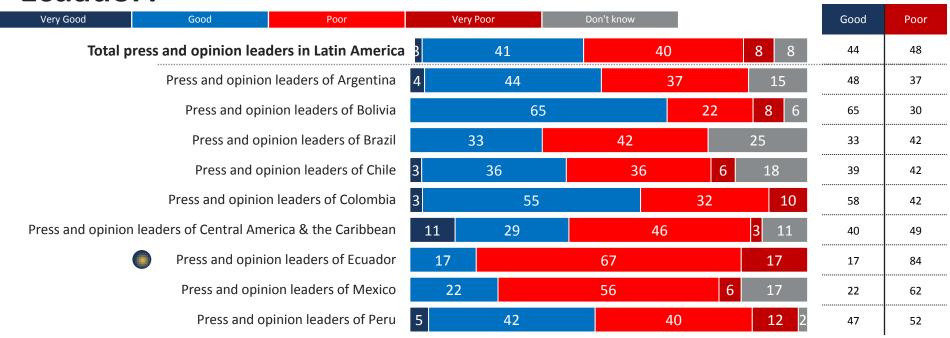






#### ASSESSMENT OF THE CURRENT ECONOMIC SITUATION IN ECUADOR

# How would you describe the current economic situation in Ecuador?

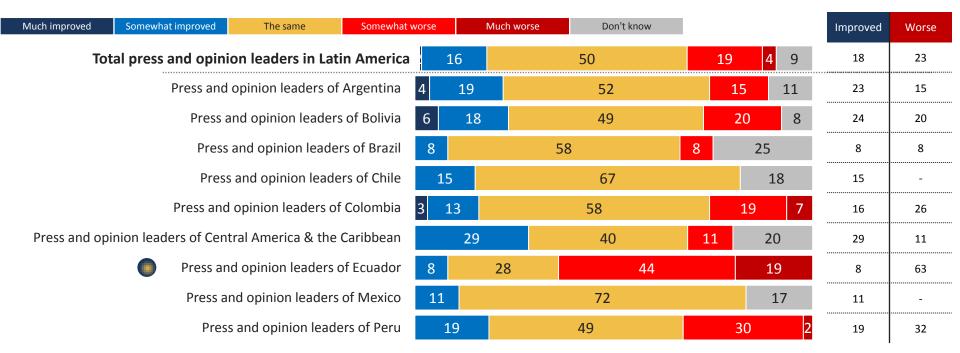






#### ASSESSMENT OF THE ECONOMIC SITUATION IN 12 MONTHS' TIME IN ECUADOR

# What do you think the economic situation in Ecuador will be in 12 months' time?







ASSESSMENT OF THE CURRENT ECONOMIC SITUATION IN CENTRAL AMERICA AND THE CARIBBEAN

How would you describe the current economic situation in Central America and the Caribbean?

Very Good Good Poor			Very Poor			Don't know						Good	Poor
Total p	ress and opinion lead	lers in Latin America	29				46		8		18	29	54
	Press and opinion	leaders of Argentina	11 37				22		30			11	59
	Press and opinion leaders of Bolivia				13	26			29			45	26
	Press and opinion leaders of Brazil								8 25		;	-	75
	Press and opinion leaders of Chile			1		39		9		30		21	48
	Press and opinior	leaders of Colombia	36			52		2		3	10	36	55
Press and opinion	leaders of Central Ame	erica & the Caribbean	43		3			51			6	43	57
	Press and opinion leaders of Ecuador		28			53		53		8	11	28	61
	Press and opinion leaders of Mexico		11			61				22	6	11	83
	Press and opinion leaders of Peru			28			51		!	5	16	28	56



## Ipsos Public Affairs ASSESSMENT OF THE ECONOMIC SITUATION IN CENTRAL AMERICA AND THE CARIBBEAN IN 12 MONTHS' TIME

What do you think the economic situation in Central America and the Caribbean will be in 12 months' time?

Much improved	Somewhat improved	The same	Somewhat	worse	Much worse		Don't know				Improved	Worse
Tota	l press and opinio	n leaders in Lat	in America	11		50		17	2	20	12	19
	Press and	opinion leaders o	f Argentina	4	48		7 4		37		4	11
	Press a	and opinion leade	rs of Bolivia	4 14	1	39	1	6	28		18	16
	Press	and opinion lead	ers of Brazil	8	33		33		2.	5	8	33
	Press	and opinion lead	ers of Chile	6	46		18		30		6	18
	Press and	opinion leaders of	of Colombia	7		65			19	10	7	19
Press and opin	nion leaders of Cent	tral America & the	e Caribbean	2	26		49		17	3 6	26	20
	Press an	d opinion leaders	of Ecuador	14		50		14	6	17	14	20
	Press a	nd opinion leader	s of Mexico			72			28		-	28
	Press	s and opinion lead	ders of Peru	9		54		16	2	19	9	18

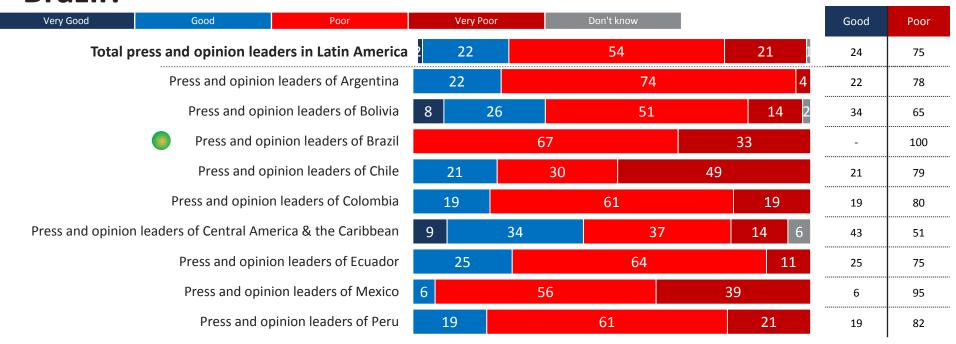






ASSESSMENT OF THE CURRENT ECONOMIC SITUATION IN BRAZIL

# How would you describe the current economic situation in Brazil?









#### ASSESSMENT OF THE ECONOMIC SITUATION IN 12 MONTHS' TIME IN BRAZIL

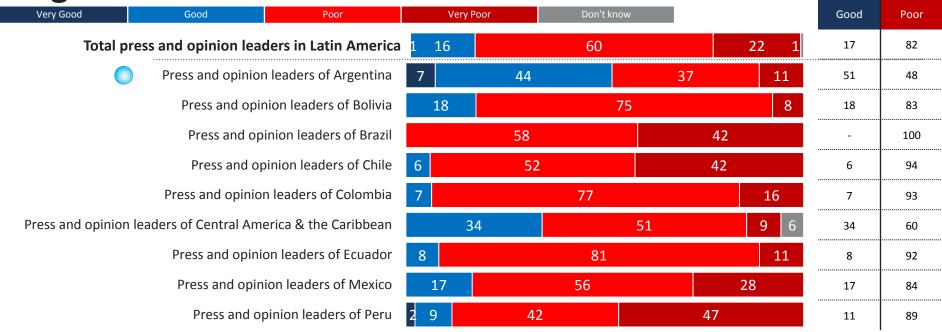
### What do you think the economic situation in Brazil will be in 12 months' time?

Much improved Somewhat improved The same Somewhat worse Much worse Don't know **Improved** Worse Total press and opinion leaders in Latin America Press and opinion leaders of Argentina Press and opinion leaders of Bolivia Press and opinion leaders of Brazil 3 3 Press and opinion leaders of Chile Press and opinion leaders of Colombia Press and opinion leaders of Central America & the Caribbean Press and opinion leaders of Ecuador Press and opinion leaders of Mexico Press and opinion leaders of Peru 



#### ASSESSMENT OF THE CURRENT ECONOMIC SITUATION IN ARGENTINA

# How would you describe the current economic situation in Argentina?





#### ASSESSMENT OF THE ECONOMIC SITUATION IN 12 MONTHS' TIME IN ARGENTINA

# What do you think the economic situation in Argentina will be in 12 months' time?

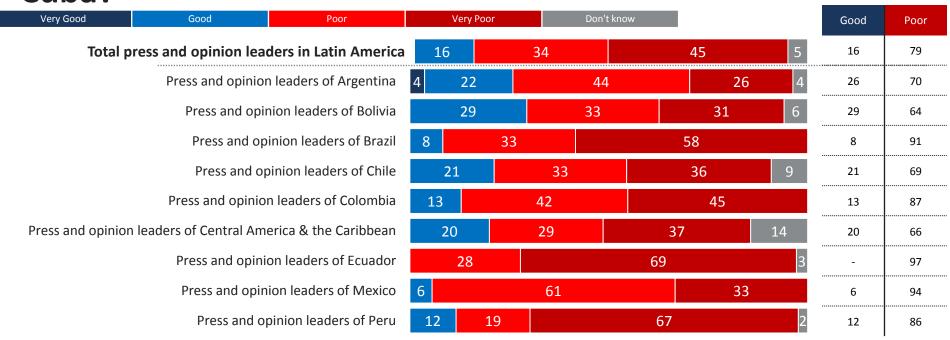
Much improved	Somewhat improved	The same	Somewhat	worse	Much worse	[	Don't know				Improved	Worse
Tota	press and opinio	n leaders in Lat	in America	4	46			29	15	4 2	50	19
	Press and	opinion leaders o	of Argentina	4	41		19		26	11	45	37
	Press a	nd opinion leade	rs of Bolivia	2	35		41		2	2.0	37	22
	Press	and opinion lead	ers of Brazil		50			25	17	8	50	25
	Press	and opinion lead	lers of Chile	12		58			18	6 6	70	12
	Press and	opinion leaders of	of Colombia		45			45		10	45	10
Press and opin	nion leaders of Cent	ral America & the	e Caribbean		40		23		26	11	40	26
	Press an	d opinion leaders	of Ecuador	3	56			25		11 33	59	14
	Press ar	nd opinion leader	s of Mexico		44			44		6 6	44	12
	Press	and opinion lead	ders of Peru	7	49			23	14	7	56	21





#### ASSESSMENT OF THE CURRENT ECONOMIC SITUATION IN CUBA

# How would you describe the current economic situation in Cuba?









#### ASSESSMENT OF THE ECONOMIC SITUATION IN 12 MONTHS' TIME IN CUBA

### What do you think the economic situation in Cuba will be in 12 months' time?

Much improved Somewhat improved Somewhat worse Much worse Don't know The same **Improved** Worse 5 4 Total press and opinion leaders in Latin America Press and opinion leaders of Argentina Press and opinion leaders of Bolivia Press and opinion leaders of Brazil 3 3 Press and opinion leaders of Chile Press and opinion leaders of Colombia Press and opinion leaders of Central America & the Caribbean Press and opinion leaders of Ecuador Press and opinion leaders of Mexico Press and opinion leaders of Peru 



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ASSESSMENT OF THE CURRENT ECONOMIC SITUATION IN VENEZUELA

# How would you describe the current economic situation in Venezuela?

Very Good	Good	Poor	Ver	y Poor	Don't know	l	Good	Poor
Total press	and opinion lead	ders in Latin America	13		83	2	2	96
	Press and opinion	leaders of Argentina	11	19	70		11	89
	Press and opin	ion leaders of Bolivia	2 18		78	2	2	96
	Press and opi	nion leaders of Brazil	17		83		-	100
	Press and op	inion leaders of Chile	3 12		82	3	3	94
	Press and opinior	n leaders of Colombia	10		90		-	100
Press and opinion lead	ders of Central Ame	erica & the Caribbean	3 11		80	6	3	91
	Press and opinic	on leaders of Ecuador	11		86	3	-	97
	Press and opini	on leaders of Mexico	6 6		83	6	6	89
	Press and op	oinion leaders of Peru	9		88	2	-	97





### <u>®</u> .\*\*\*\*\*.

#### ASSESSMENT OF THE ECONOMIC SITUATION IN 12 MONTHS' TIME IN VENEZUELA

# What do you think the economic situation in Venezuela will be in 12 months' time?

Much improved	Somewhat improved	The same	Somewhat	worse	Mı	uch worse		Don't know				Improved	Worse
Tota	I press and opinio	n leaders in Lati	n America	1 5	19		30			41	4	6	72
	Press and	opinion leaders o	f Argentina	4 4	19			44		22	7	8	66
	Press a	and opinion leader	s of Bolivia	6	26		22			47		6	69
	Press and opinion leaders of Bra				50					2	8	-	92
	Press	and opinion lead	ers of Chile	9		27		24		36	3	9	60
	Press and	opinion leaders o	f Colombia	7	23			71				-	94
Press and opi	nion leaders of Cent	tral America & the	Caribbean	3	17		46			23	11	3	69
	Press an	d opinion leaders	of Ecuador	8	14	19	9		5	8		8	77
	Press a	nd opinion leaders	s of Mexico	6	:	33		39		11	11	6	50
	Press	s and opinion lead	ers of Peru	2 7	16		30			42	2	9	72





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