

# What are Latin America's perceptions on the European Union?

Highlighted results of the survey carried out by Latinobarómetro, Nueva Sociedad, and the Friedrich Ebert Foundation regarding Latin American perceptions on the European Union.

[This document shows a partial version of the findings of the survey.](#)

# Work team

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# Index

## I. Global aspects

- › Global problems perceived in Latin America
- › Concerns regarding the environment
- › Digital technology
- › Opinions on the global agenda
- › Responses to the pandemic
- › Preferent place to live
- › Preferent place to live (five main countries)

## II. The European Union's image

- › Europe's image
- › Knowledge about the European Union
- › Leading countries in the European Union
- › The European Union as a model for integration: opinions in the different subregions
- › The European Union as a model for integration: opinions in different generations

## III. Comparative advantages and disadvantages

- › The European Union's global influence in the next five years
- › Strategic preference of the European Union
- › World leadership
- › Opinion on countries
- › Democracy
- › Development model
- › Development model in Europe
- › Treatment of migrants

## IV. Cooperation agenda

- › Preferred region to have links with
- › Relationship between Latin America and the European Union
- › Greater economic influence
- › Foreign investment
- › Sectorial preferent partnership
- › Areas of cooperation with the European Union
- › Areas of cooperation with the European Union for each country

## V. Image of Russia

- › Democracy in Russia: Opinion per Subregion
- › Democracy in Russia: Opinion per Generation
- › Preferred Development model (US, Russia, Germany, China)
- › Development model in Russia: Opinion of different subregions

# Methodological note

This study is based on a representative sample of the population in ten Latin American countries (with an average representativeness of 87%). The surveys were conducted in Spanish and Portuguese.

## Sample

12.000 surveys in 10 different countries of the region (Argentina, Bolivia, Brazil, Chile, Colombia, Costa Rica, Guatemala, Mexico, Uruguay and Venezuela).

## Confidence level

95%, with an error margin of 3%.

## Target population

Individuals of legal age with secondary education or higher, residents in Latin America.

## Data collection

10th of September to 4th of October 2021.

## Description of the surveyed population

Stratum	High and medium high: 967	Medium: 5638	Low and medium low: 4812	
Gender	Women: 6119	Men: 5878	Other: 3	
Age	< 30: 4039	30 - 49: 5411	50 - 64: 2056	65 and above: 494
Schooling	Secondary education: 884	Secondary/ Middle complete: 4380	Higher education: 2588	Higher complete: 4188

# Explanatory note

This document is a first thematic report extracted from survey “Latin America – European Union: perceptions, agendas, and expectations.”

It is focused on the relative importance and the place held by Europe and the European Union in the connections, interests and perceptions of Latin American societies regarding the dominant issues in the international agenda.

# Global aspects

- › Global problems perceived in Latin America
- › Concerns regarding the environment
- › Digital technology
- › Opinions on the global agenda
- › Responses to the pandemic
- › Preferent place to live
- › Preferent place to live (five main countries)

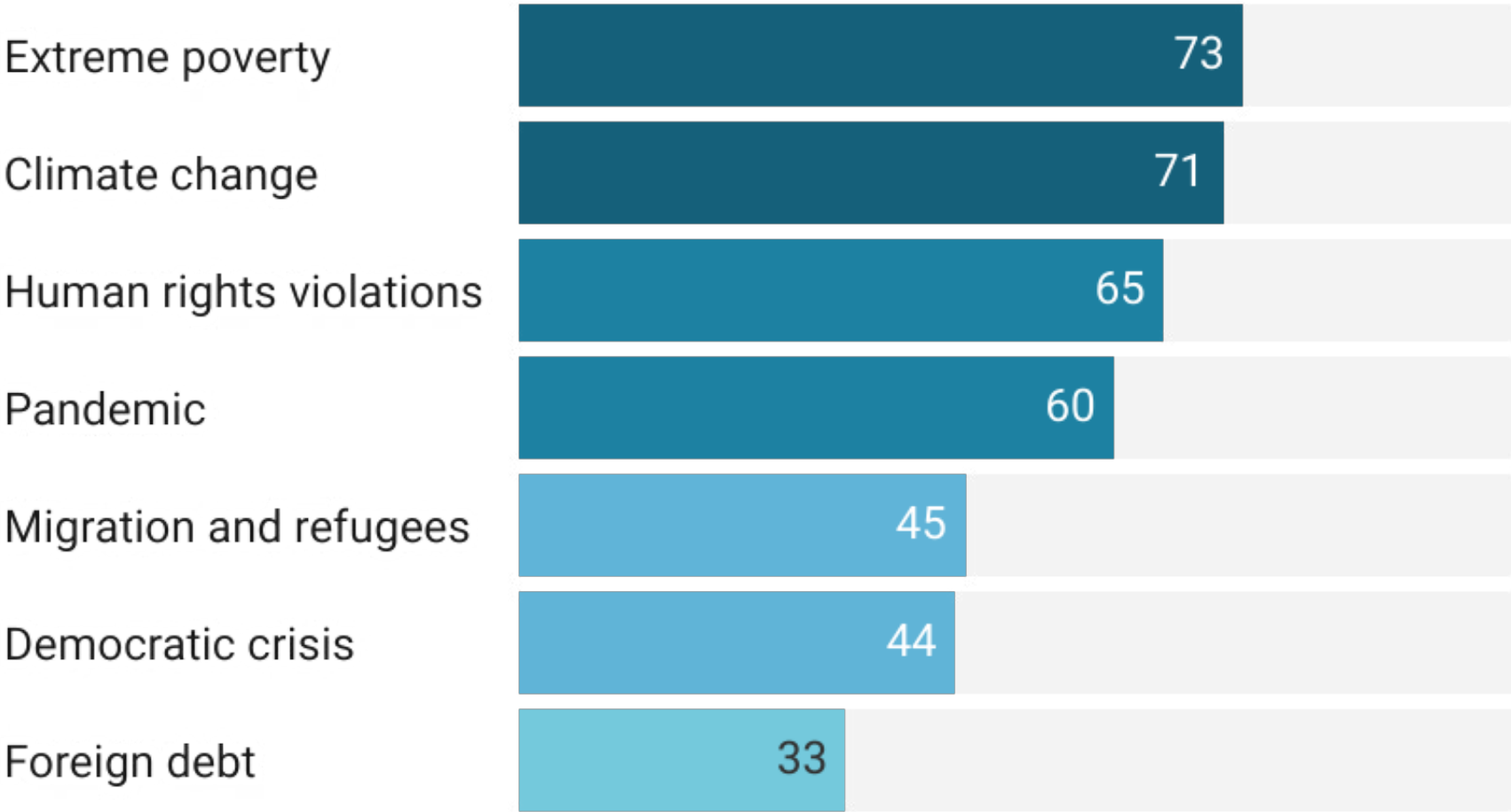


# Global problems perceived in Latin America

- › Global aspects
- The European Union's image
- Comparative advantages and disadvantages
- Cooperation agenda
- Image of Russia

Which global problems worry you the most? (%)

There is a **regional consensus** regarding the two main global concerns: **extreme poverty and climate change**

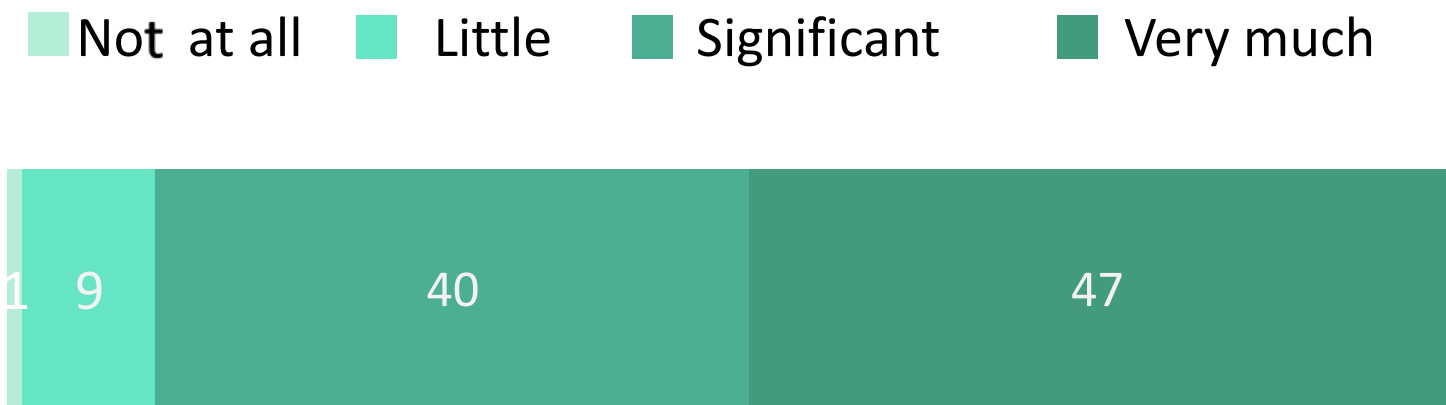


# Concerns regarding the environment

- Global aspects
- The European Union's image
- Comparative advantages and disadvantages
- Cooperation agenda
- Image of Russia

How worried are you about the environment? (%)

Concern with the environment is **generalised** across countries and social strata





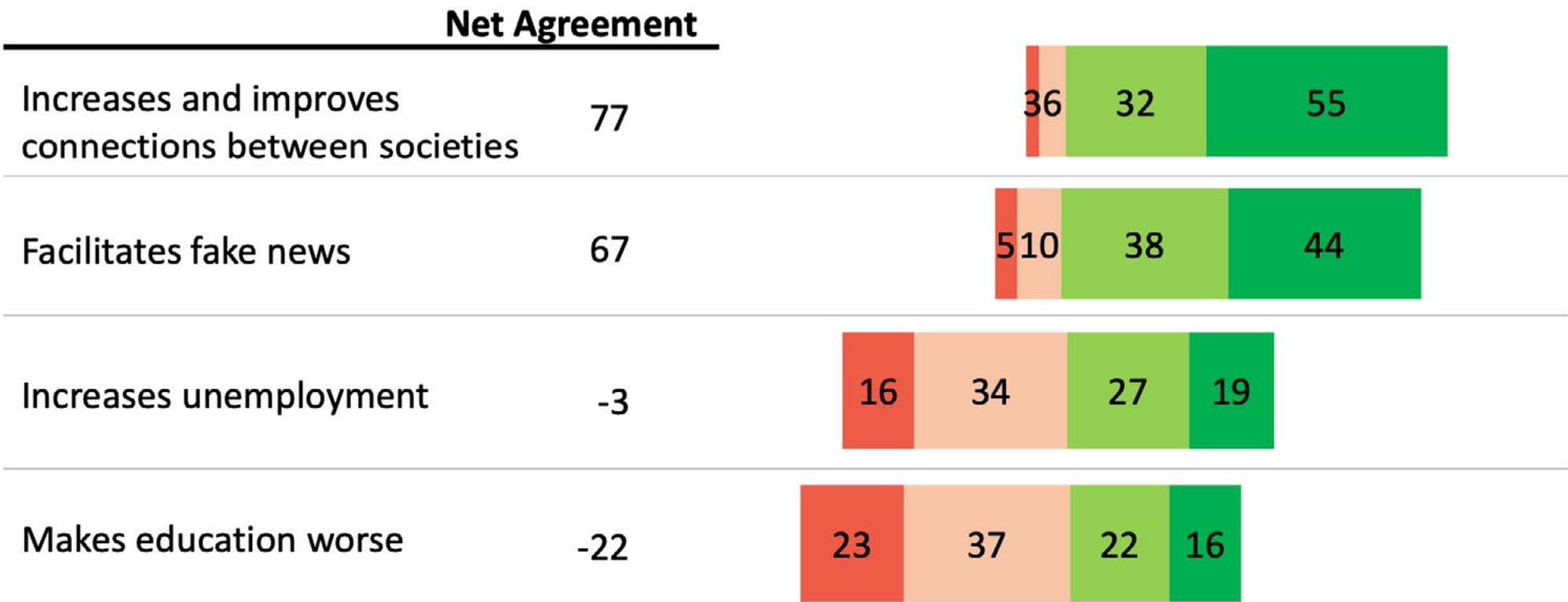
# Digital technology

- Global aspects
- The European Union's image
- Comparative advantages and disadvantages
- Cooperation agenda
- Image of Russia

State whether you are very much in agreement, in agreement, in disagreement , or very much in disagreement with these affirmations on digital technology (%)

There is a **very positive perception** of the effects of digital technology as a tool for **advancement** and **access** that promotes **equal opportunities**

Very much in disagreement   In disagreement   In agreement   Very much in agreement

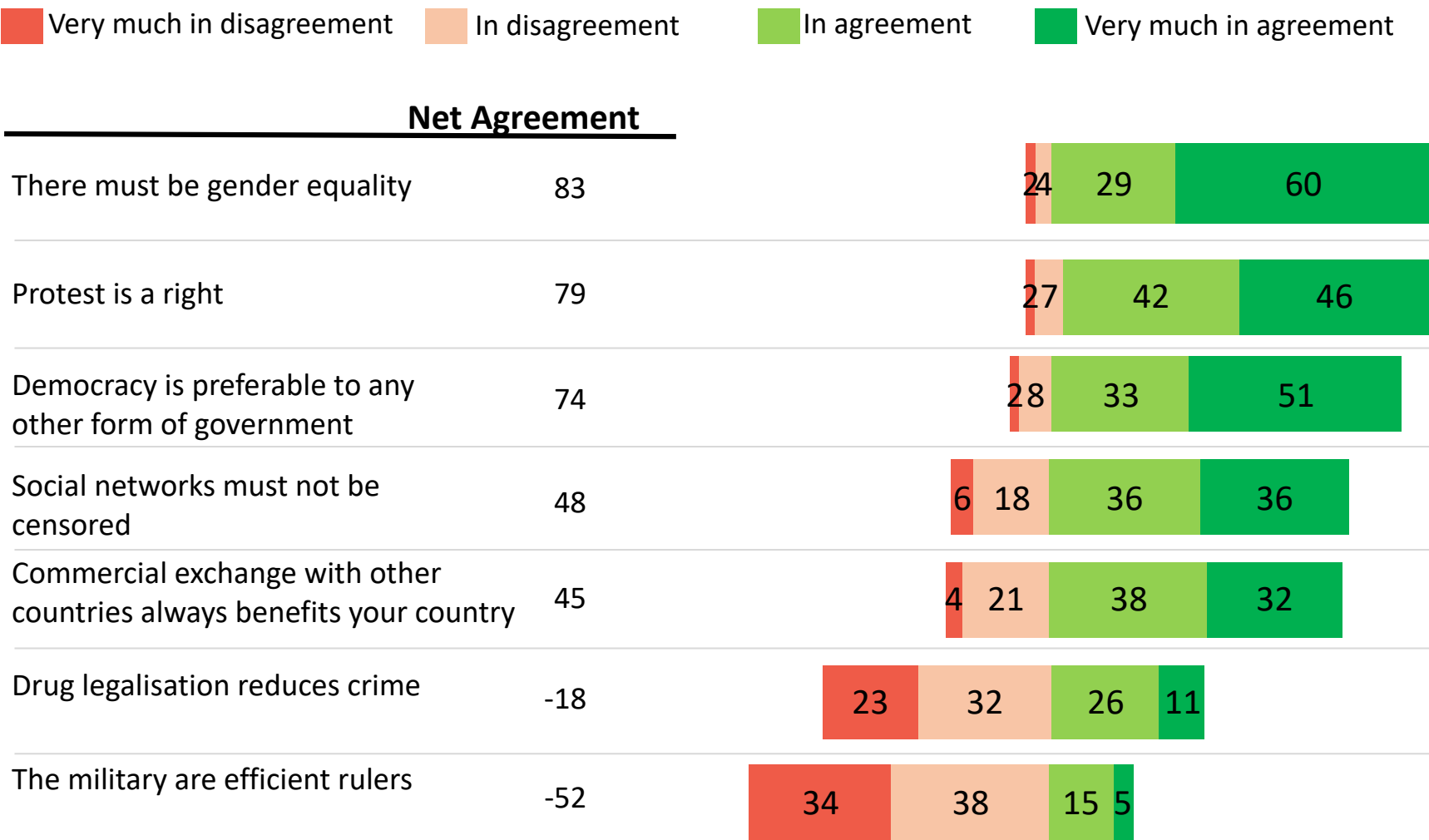


# Opinions on the global agenda

State whether you are very much in agreement, in agreement, in disagreement, or very much in disagreement with these affirmations (%)

- Global aspects
- The European Union's image
- Comparative advantages and disadvantages
- Cooperation agenda
- Image of Russia

The region opposes **authoritarian responses** that **limit** political life, social rights, and trade opportunities



# Responses to the pandemic

How do you think your country must face the pandemic in the future? (%)

› Global aspects

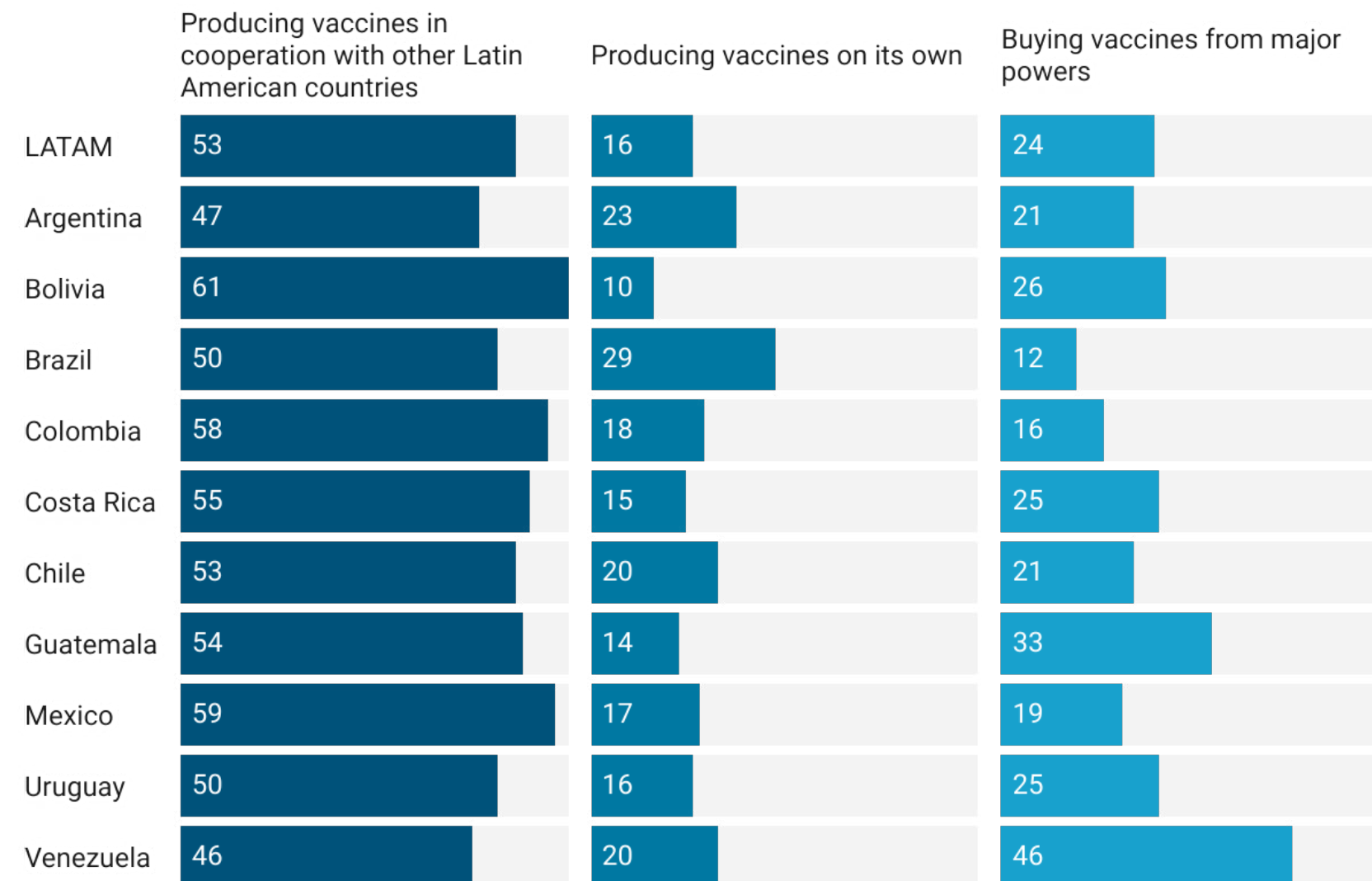
The European Union's image

Comparative advantages and disadvantages

Cooperation agenda

Image of Russia

Latin America prefers **regional responses** to face the **pandemic**.

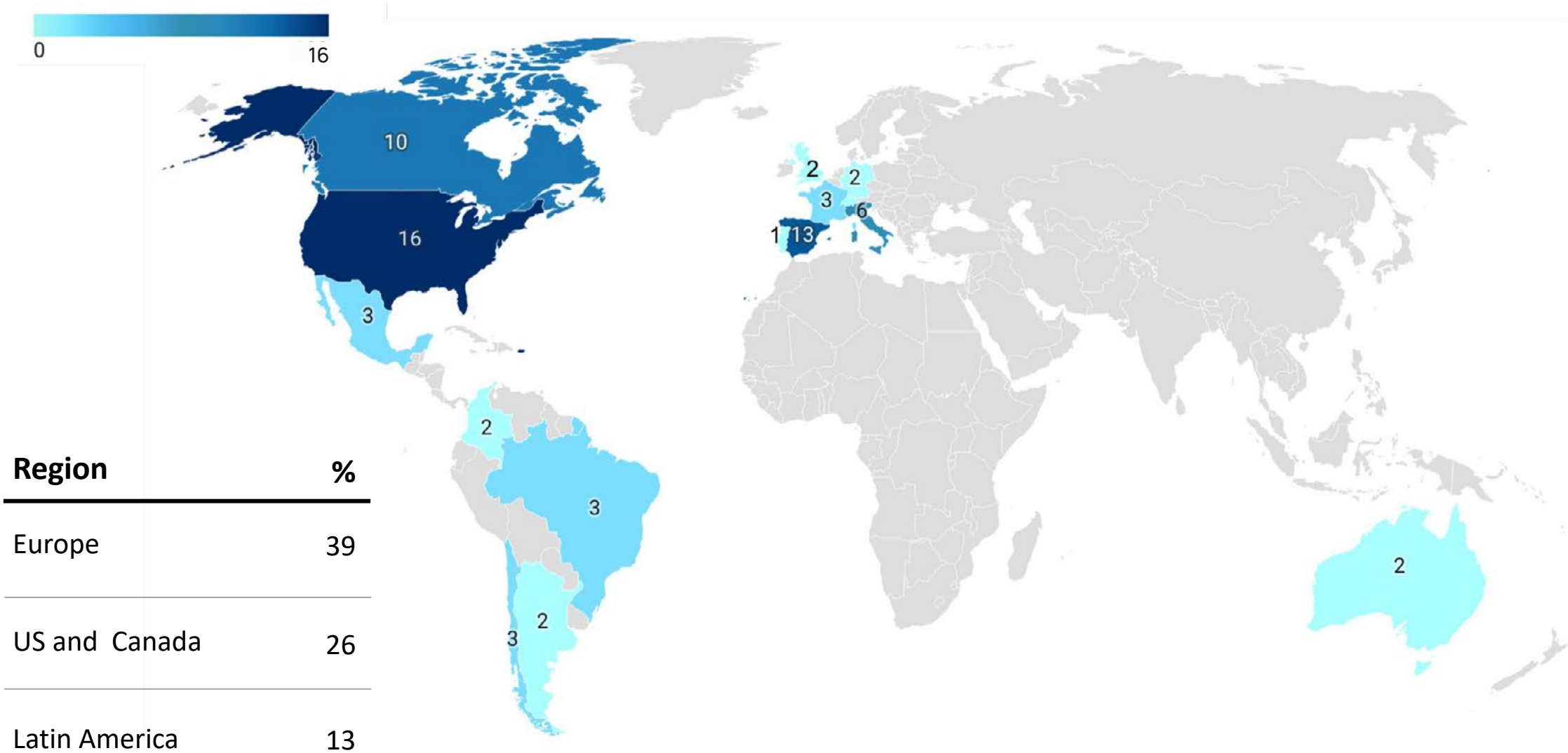


# Choice of place to live

- Global aspects
- The European Union's image
- Comparative advantages and disadvantages
- Cooperation agenda
- Image of Russia

Besides your own country, what other country would you like to live in? (%)

In the interviewees' worldview, **Europe** stands out above **any other** as their place of choice to live.



# Choice of place to live (five main countries)

› Global aspects

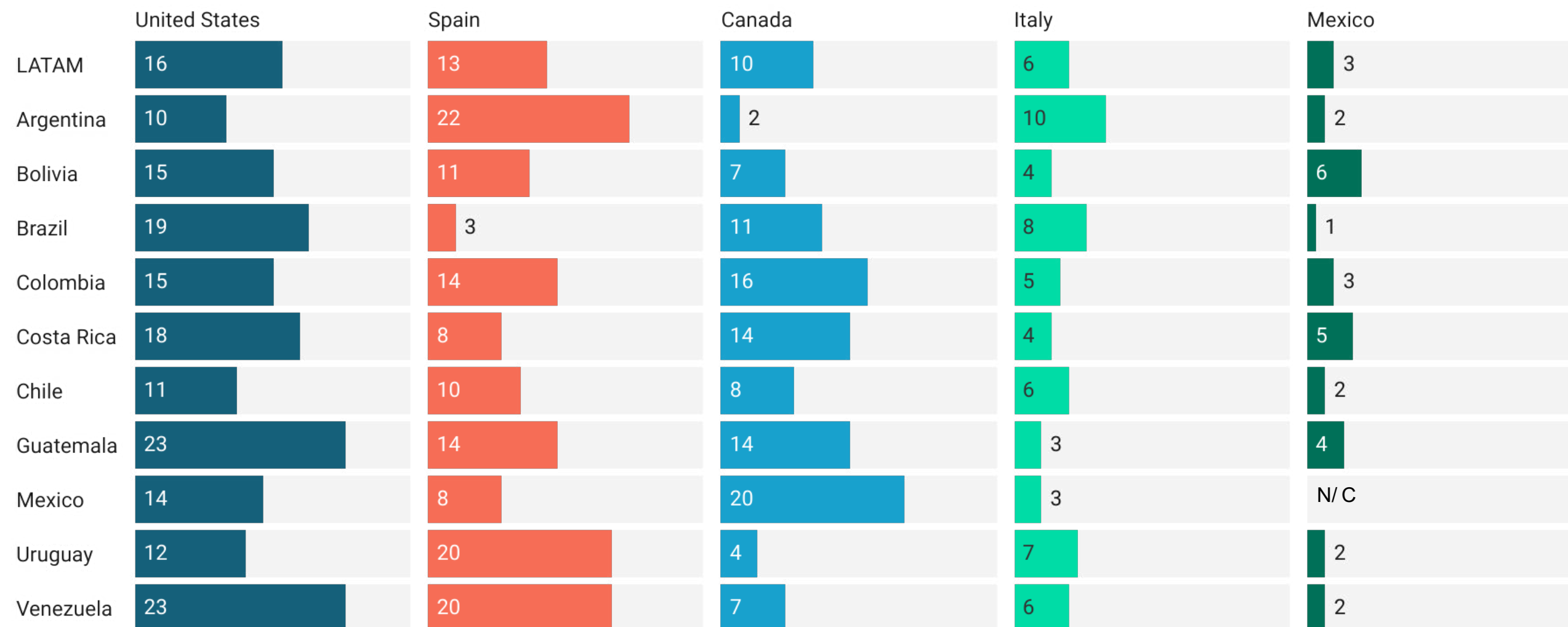
The European Union's image

Comparative advantages and disadvantages

Cooperation agenda

Image of Russia

Besides your own country, what other country would you like to live in? (%)



# The European Union's image

- › Europe's image
- › Knowledge about the European Union
- › Leading countries in the European Union
- › The European Union as a model for integration:  
opinions in the different subregions and generations





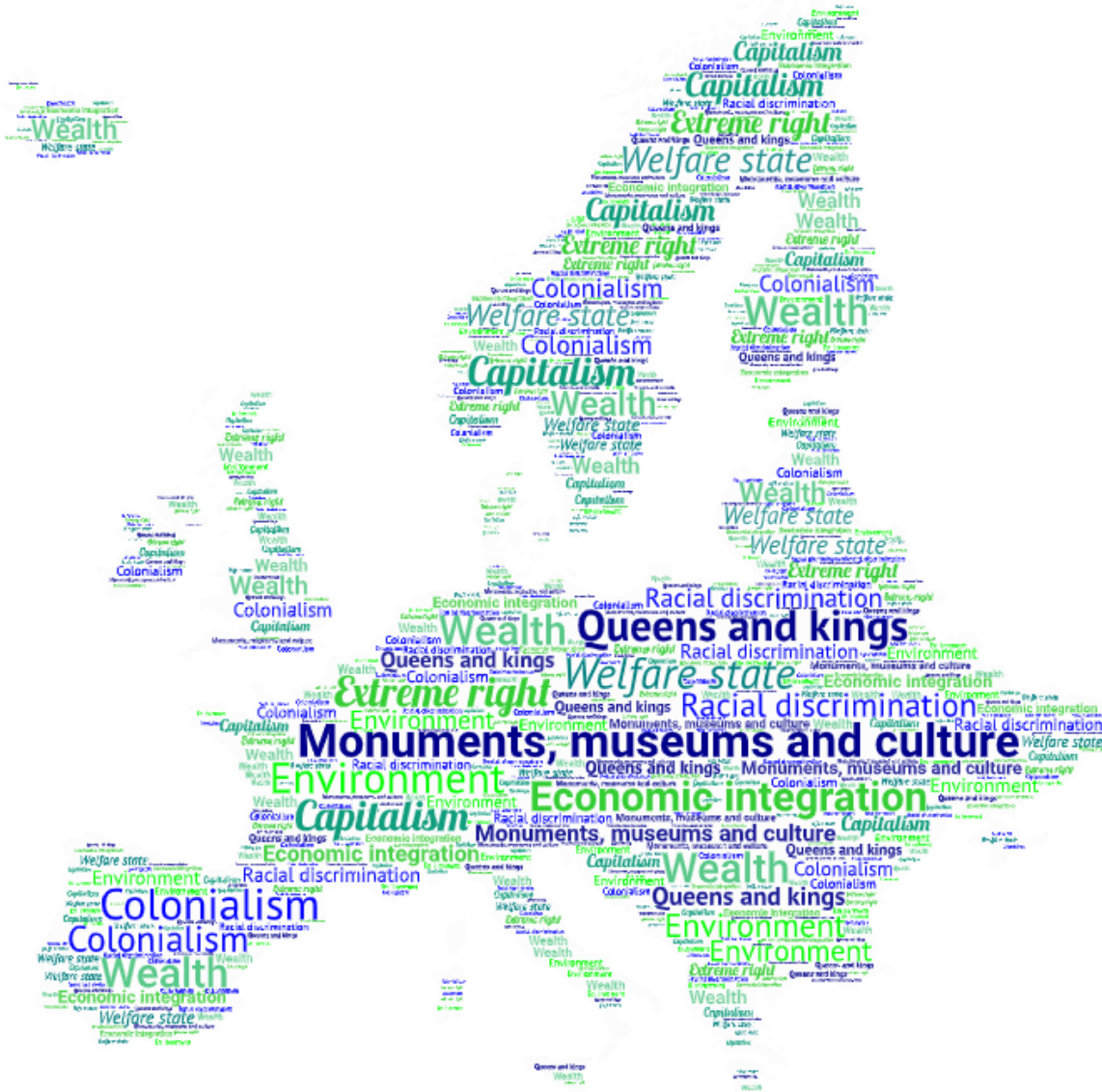
# Europe's image

- Global aspects
  - › The European Union's image
- Comparative advantages and disadvantages
- Cooperation agenda
- Image of Russia

Which of these words do you associate with Europe? (%)

Europe has a **positive image** in the region, as a result of its **cultural, media, and symbolic attributes**.

Words	%
Monuments, museums, and culture	62
Economic integration	46
Welfare state	44
Queens and kings	44
Wealth	33
Capitalism	28
Environment	26
Racial discrimination	12
Colonialism	10
Extreme right	4



# Knowledge of the European Union

As far as you know or have heard, which of the following countries would you say are members of the European Union? (Germany, France, Great Britain, and Switzerland)

Global aspects

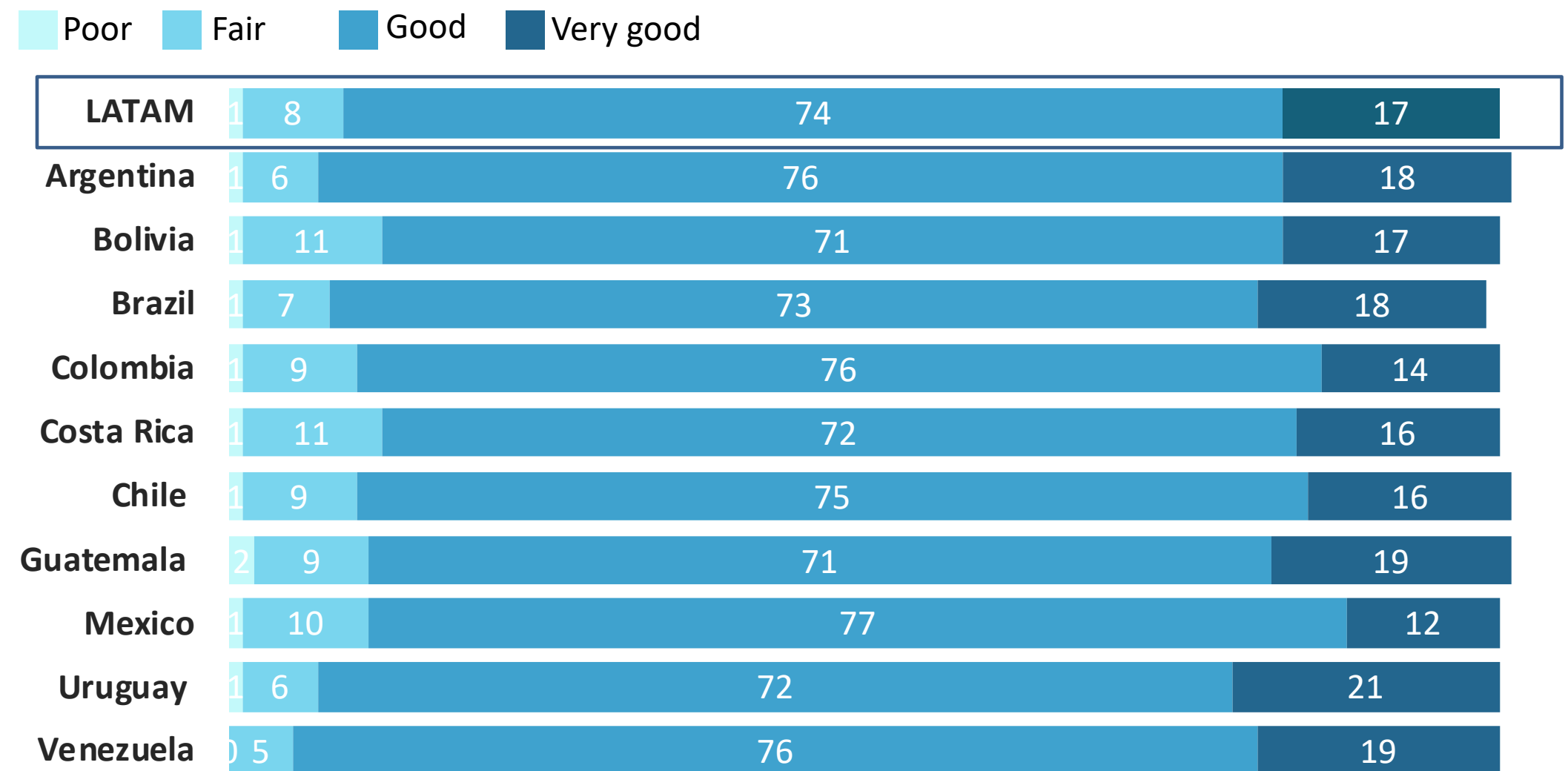
› The European Union's image

Comparative advantages and disadvantages

Cooperation agenda

Image of Russia

In Latin America there is a **remarkable level** of knowledge regarding the European Union as an institution





# Leading countries in the European Union

Which countries do you think have a higher degree of leadership in the European Union? (%)

Global aspects

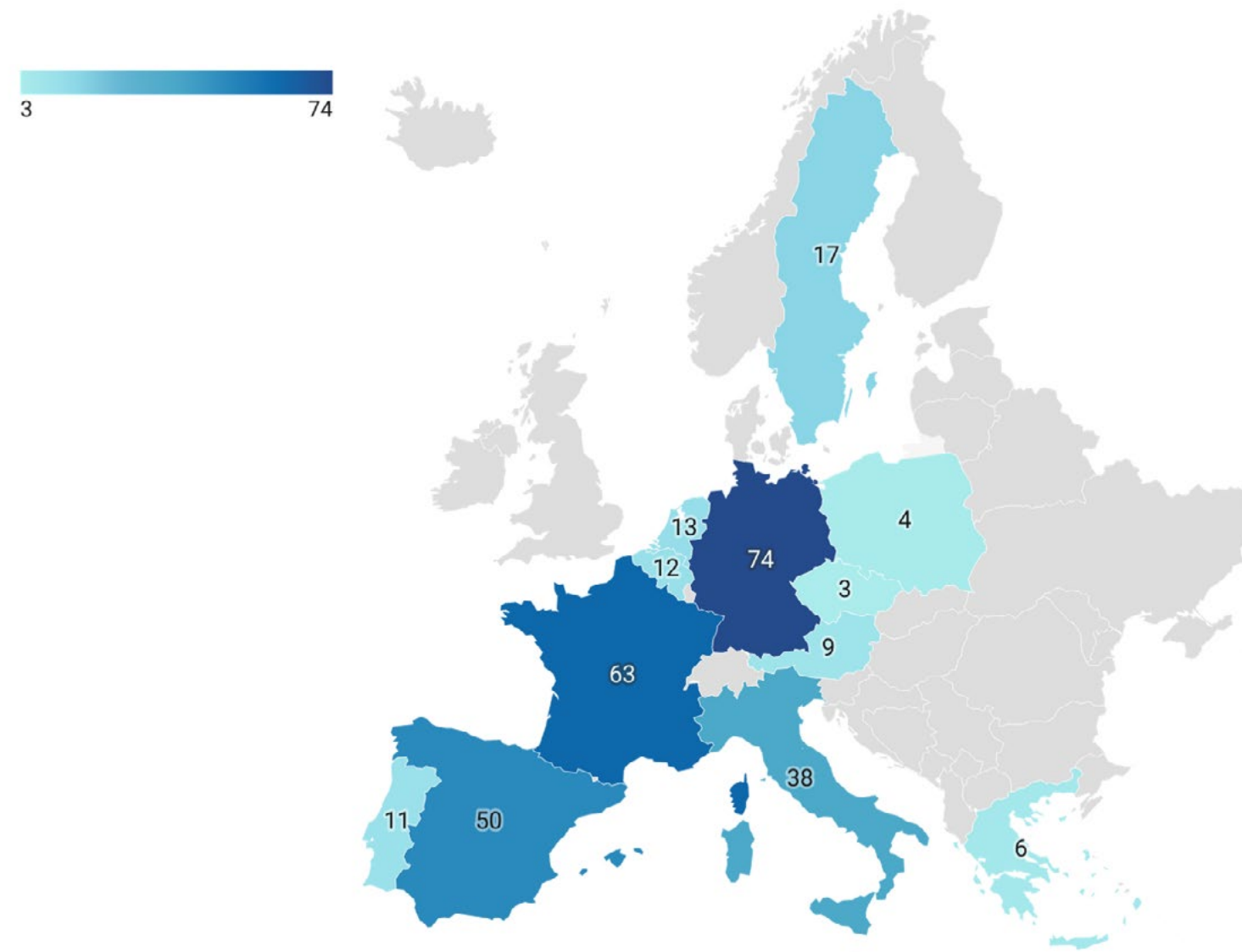
› The European Union's image

Comparative advantages and disadvantages

Cooperation agenda

Image of Russia

In Latin America there are **clear differences in perception** regarding leadership within European Union

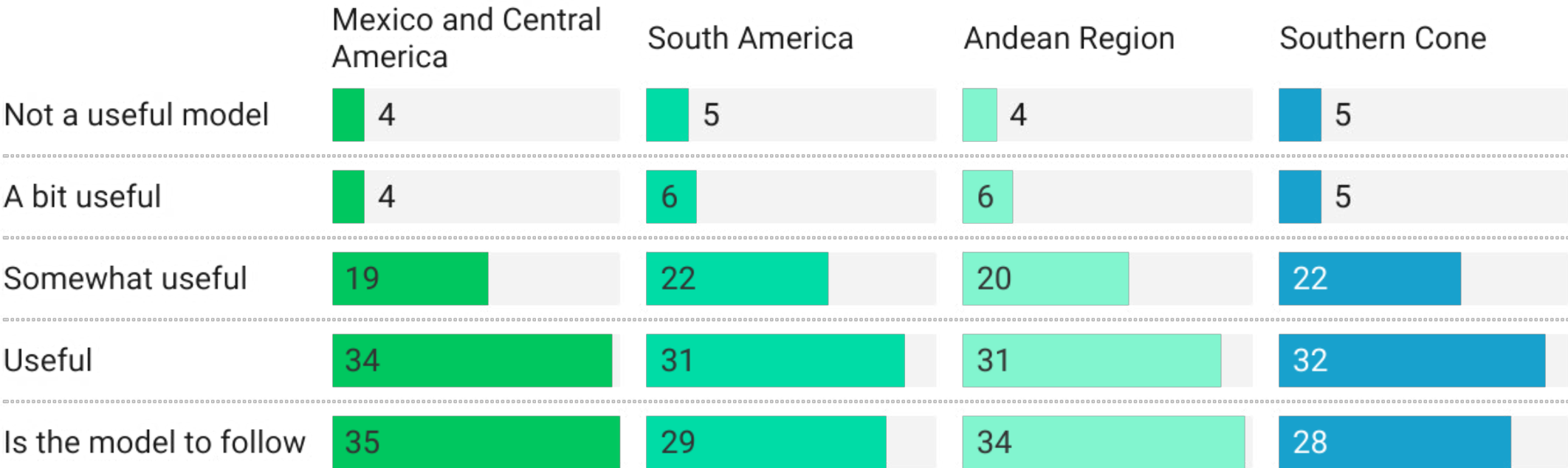


# The European Union as model of integration

Do you consider that European integration serves as a model for Latin America? On a scale from 1 to 10, in which 1 is “it is not a useful model” and 10 “It is the model to follow” (%)

- Global aspects
  - › The European Union’s image
- Comparative advantages and disadvantages
- Cooperation agenda
- Image of Russia

## Opinions in the different subregions

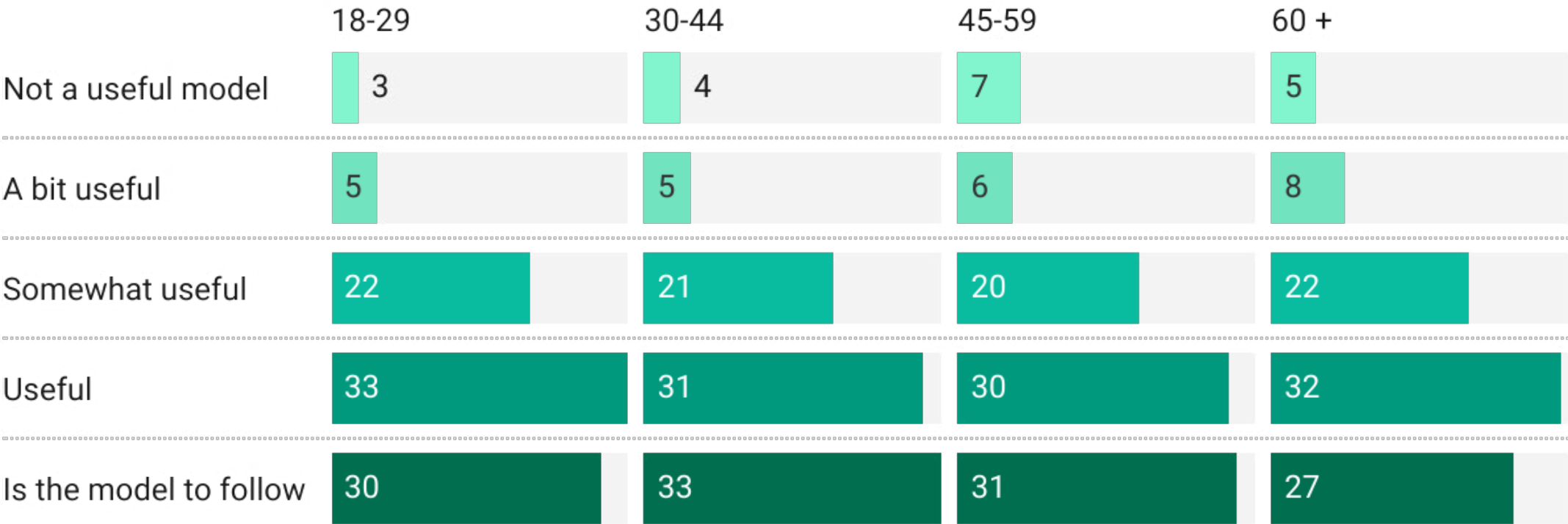


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- Global aspects
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## Opinions in different generations



# Comparative advantages and disadvantages

- › The European Union's global influence in the next five years
- › Strategic preference of the European Union
- › World leadership
- › Opinion on countries
- › Democracy
- › Development model
- › Development model in Europe
- › Treatment of migrants



# The European Union global influence over the next five years

In your opinion, how much influence will the EU exercise over the rest of the world in the next five years? (%)

Global aspects

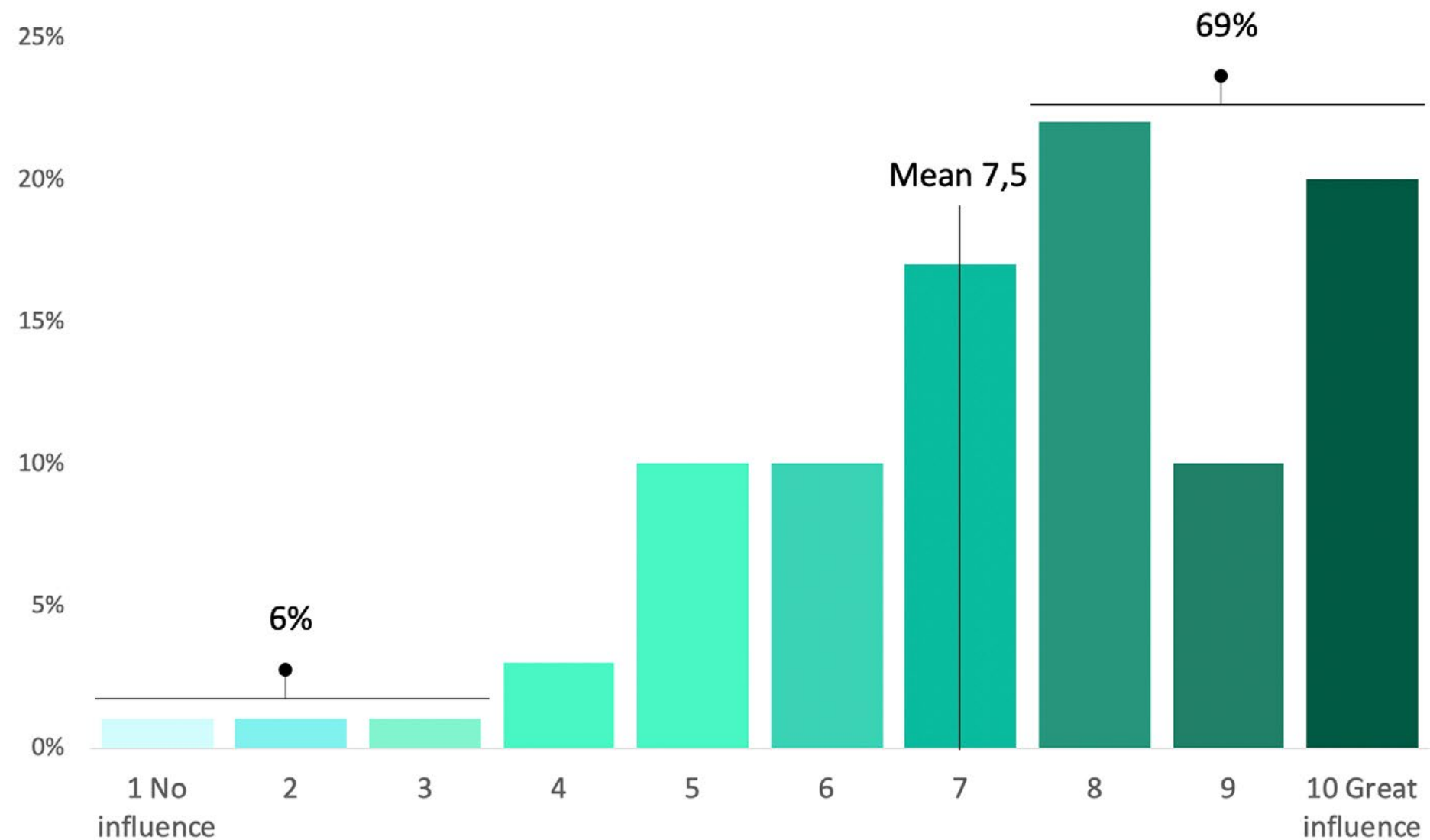
The European Union's image

› Comparative advantages and disadvantages

Cooperation agenda

Image of Russia

In Latin America the **European Union** is perceived as an **influential actor**.

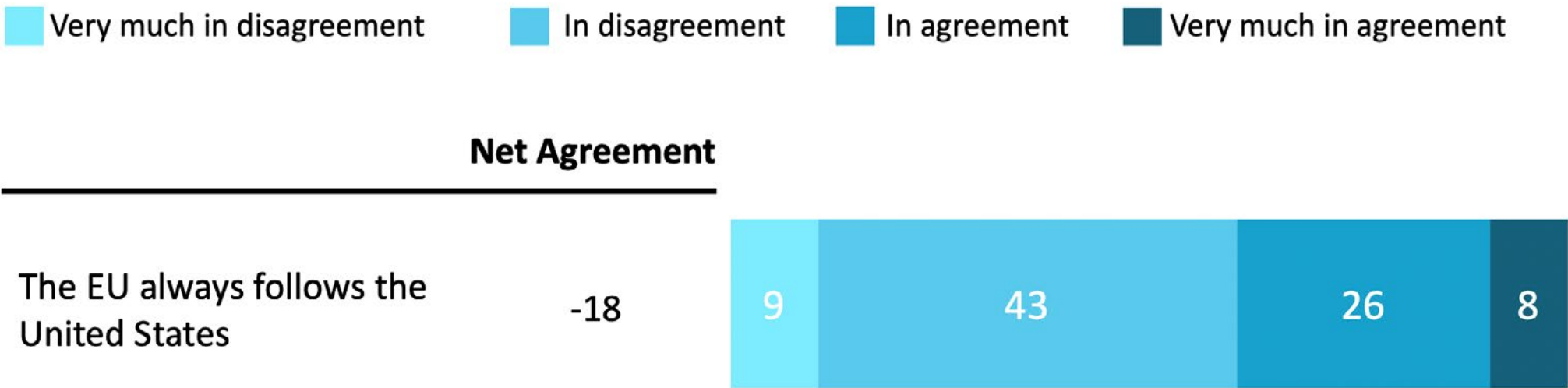


# Strategic preference of the European Union

Please state whether you are very much in disagreement, in disagreement, in agreement, or very much in agreement with this phrase (%)

- Global aspects
- The European Union's image
  - › Comparative advantages and disadvantages
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- Image of Russia

In general terms, the opinion prevails that the EU **does not follow** the United States.

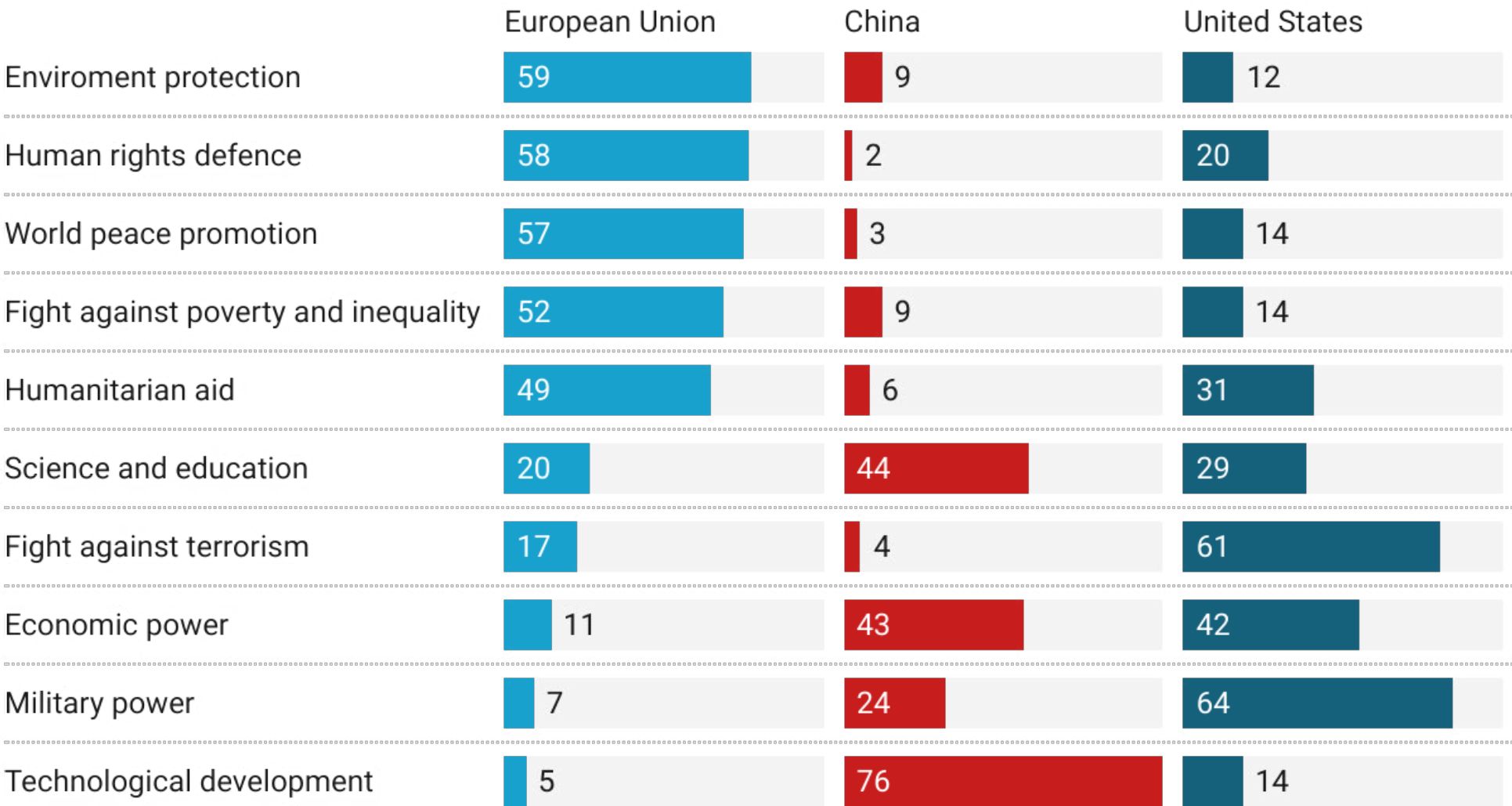


# World leadership

- Global aspects
- The European Union's image
  - › Comparative advantages and disadvantages
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- Image of Russia

Who would you say is the world leader in each of these areas? (%)

The European Union's world leadership stands out in regulatory and social issues



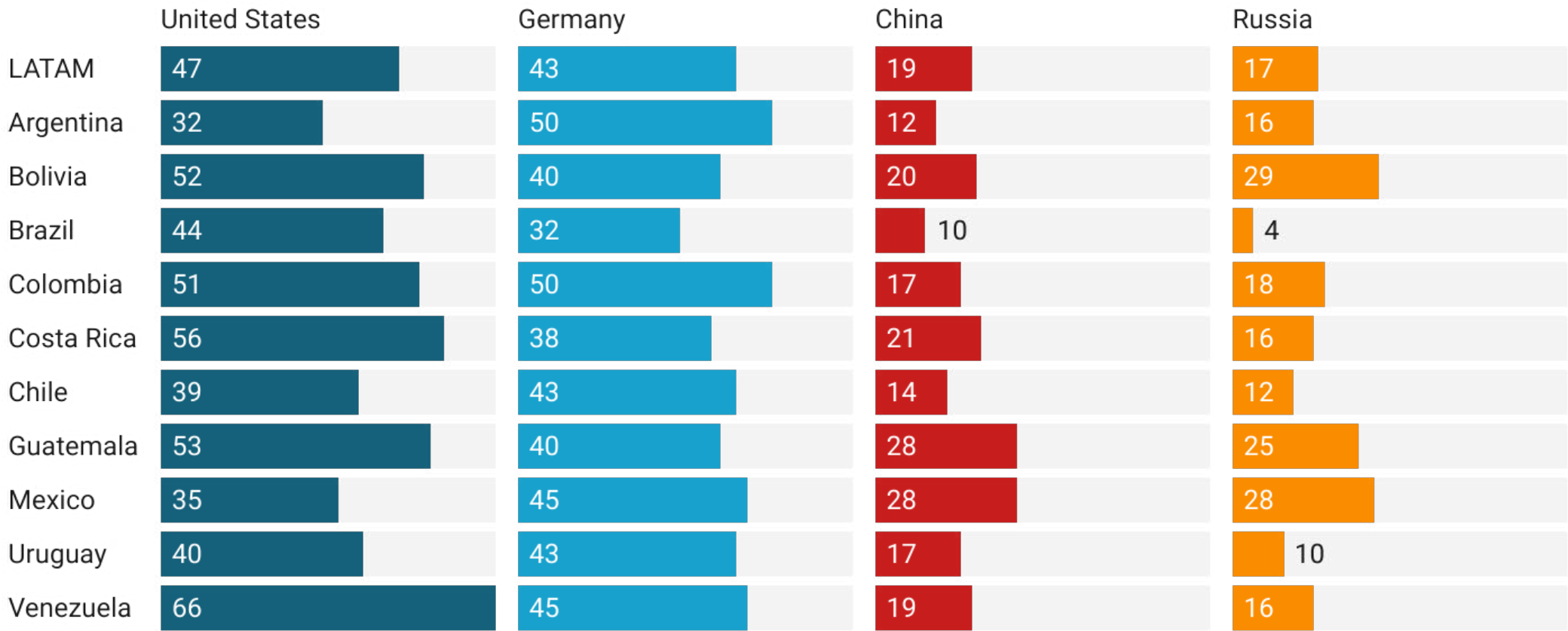


# Opinion on countries

- Global aspects
- The European Union's image
- › Comparative advantages and disadvantages
- Cooperation agenda
- Image of Russia

Of which of these countries do you have the best opinion? (%)

Latin Americans rank **Germany** and the **United States** first in their general opinion on world powers





# Democracy

Global aspects

The European Union's image

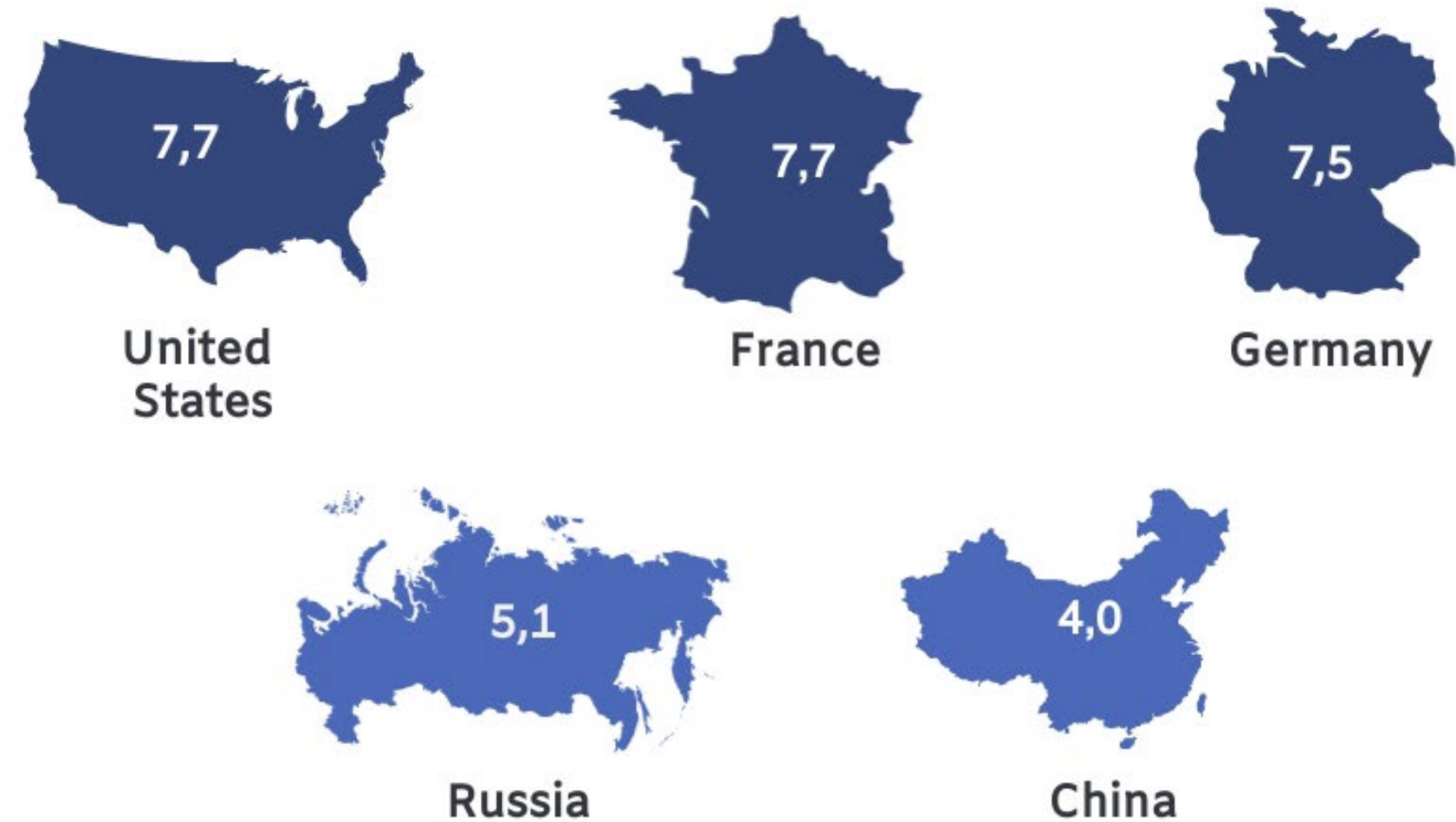
› Comparative advantages and disadvantages

Cooperation agenda

Image of Russia

On a scale of 1 to 10, where 1 is “it is not a democracy” and 10 is “it is a full democracy”, how would you rank each one of these countries ? (Average)

In Latin America, **democracy** is identified with major **North Atlantic countries**



# Development model

Global aspects

The European Union's image

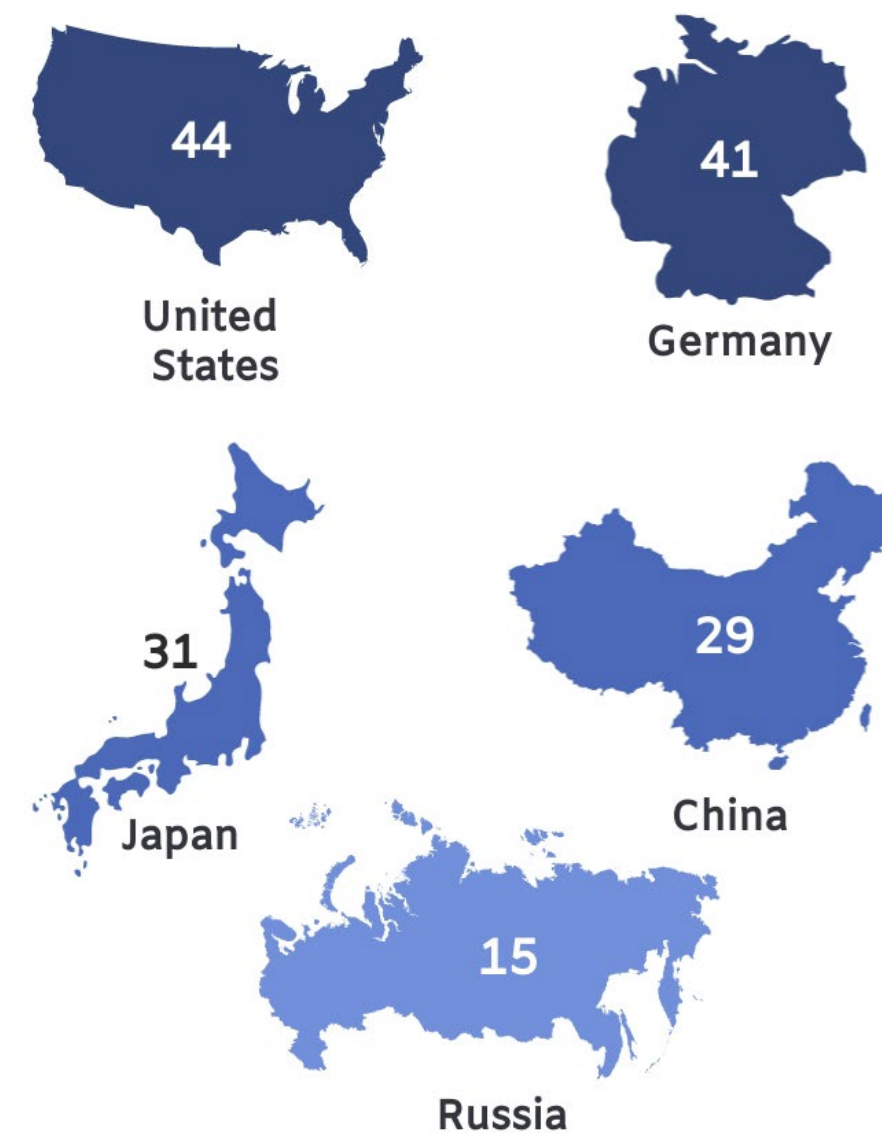
› Comparative advantages and disadvantages

Cooperation agenda

Image of Russia

In terms of the future, which of these countries do you think would be the best development model for your country? (%)

For Latin Americans, the **Western development** models enjoy the highest degree of preference.

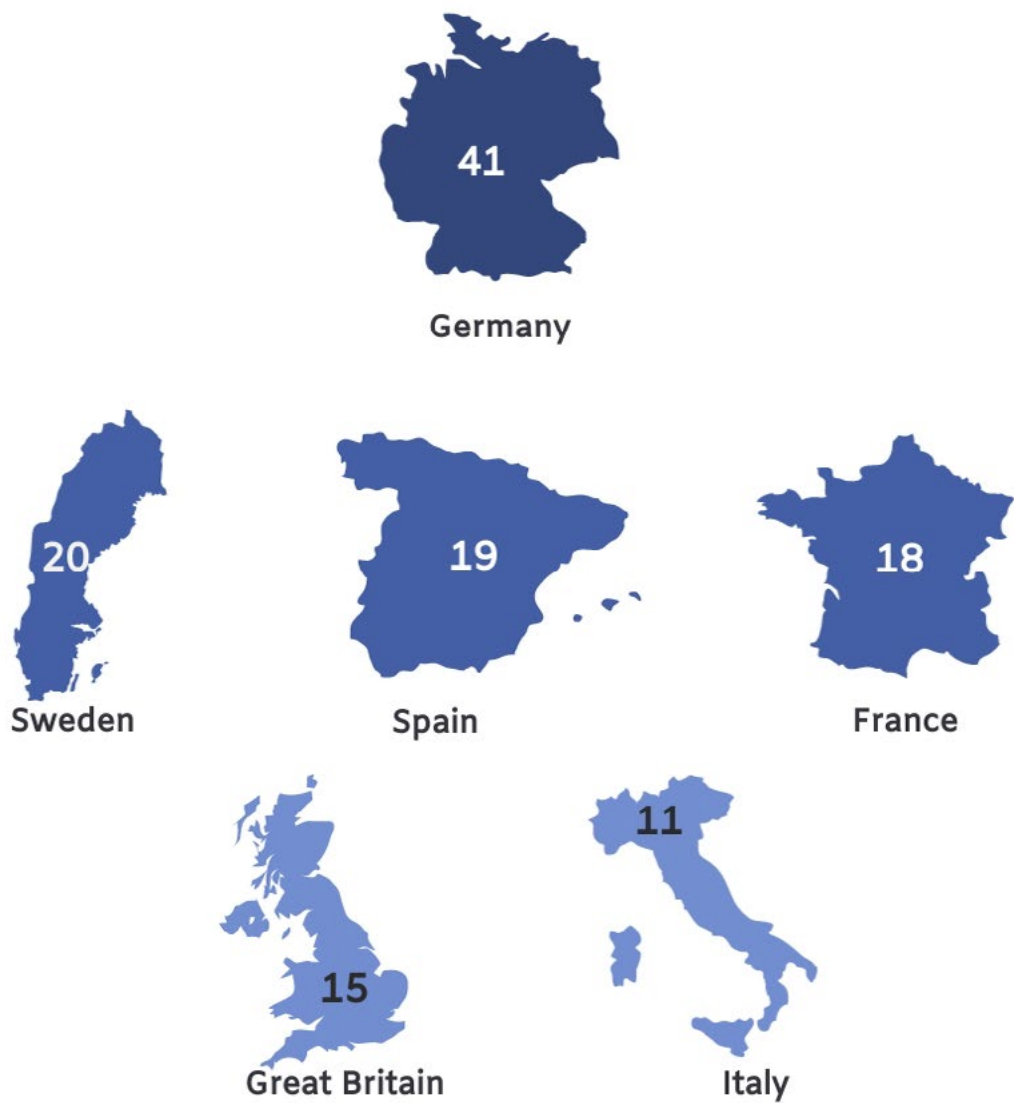


# Development model in Europe

In terms of the future, which of these countries do you think would be the best development model for your country? (%)

- Global aspects
- The European Union's image
  - › Comparative advantages and disadvantages
- Cooperation agenda
- Image of Russia

For Latin Americans, within the **European context**, **Germany** is perceived as the best **development model**.



# Treatment of migrants

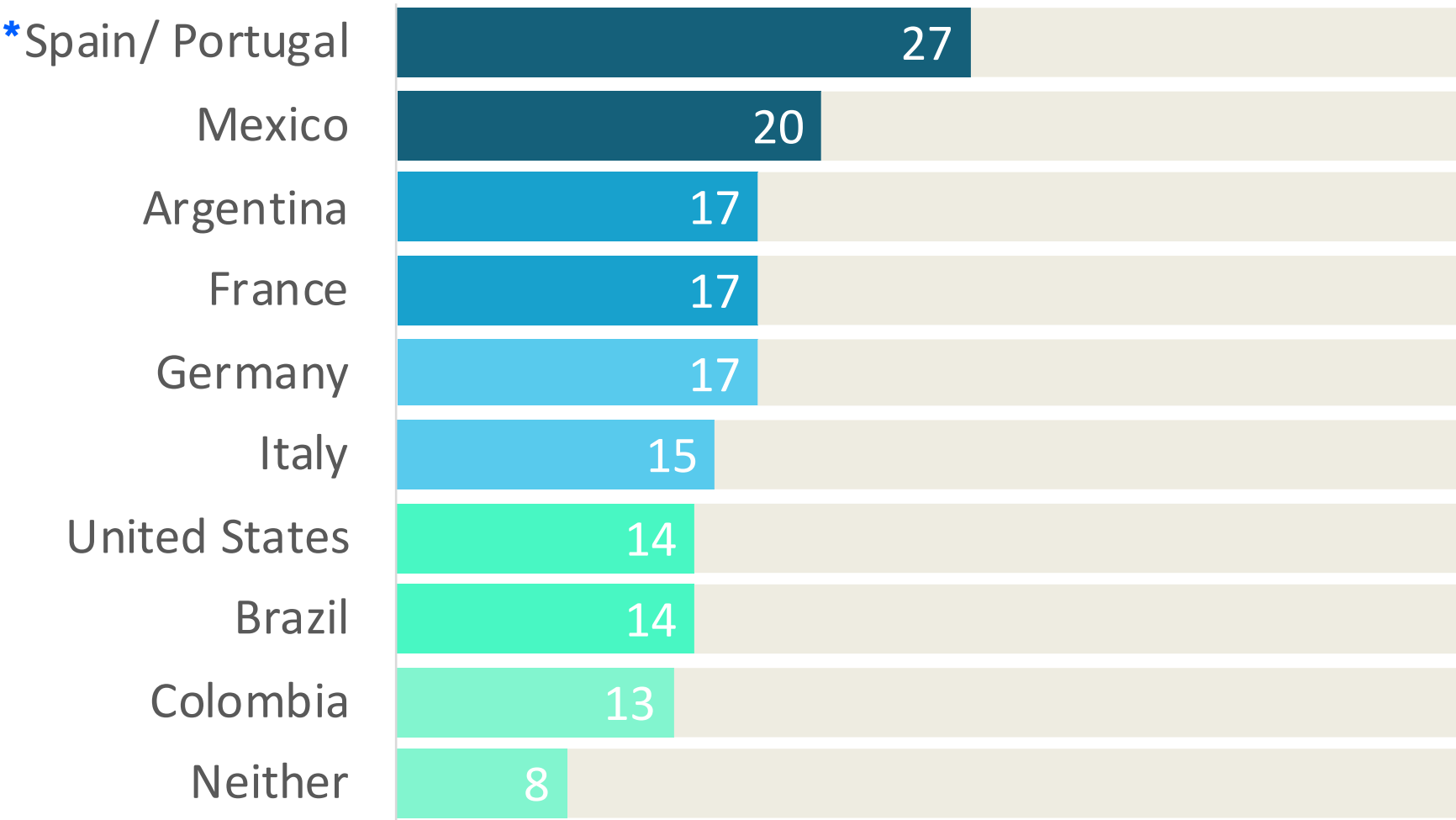
- Global aspects
- The European Union's image
- › Comparative advantages and disadvantages
- Cooperation agenda
- Image of Russia

Which would you say are the countries where immigrants are given better treatment? (%)

\* In the case of Brazil, the question was related to Portugal; for the remaining countries, it was related to Spain.

Latin Americans share different perceptions regarding the treatment of migrants by European countries.

In the region, **Argentina** and **Mexico** have a better image than the **United States** in terms of the treatment of migrants.



# Cooperation agenda

- › Preferred region to have links with
- › Relationship between Latin America and the European Union
- › Greater economic influence
- › Foreign investment
- › Sectorial preferent partnership
- › Areas of cooperation with the European Union
- › Areas of cooperation with the European Union for each country



# Preferred region for partnership

Global aspects

The European Union's image

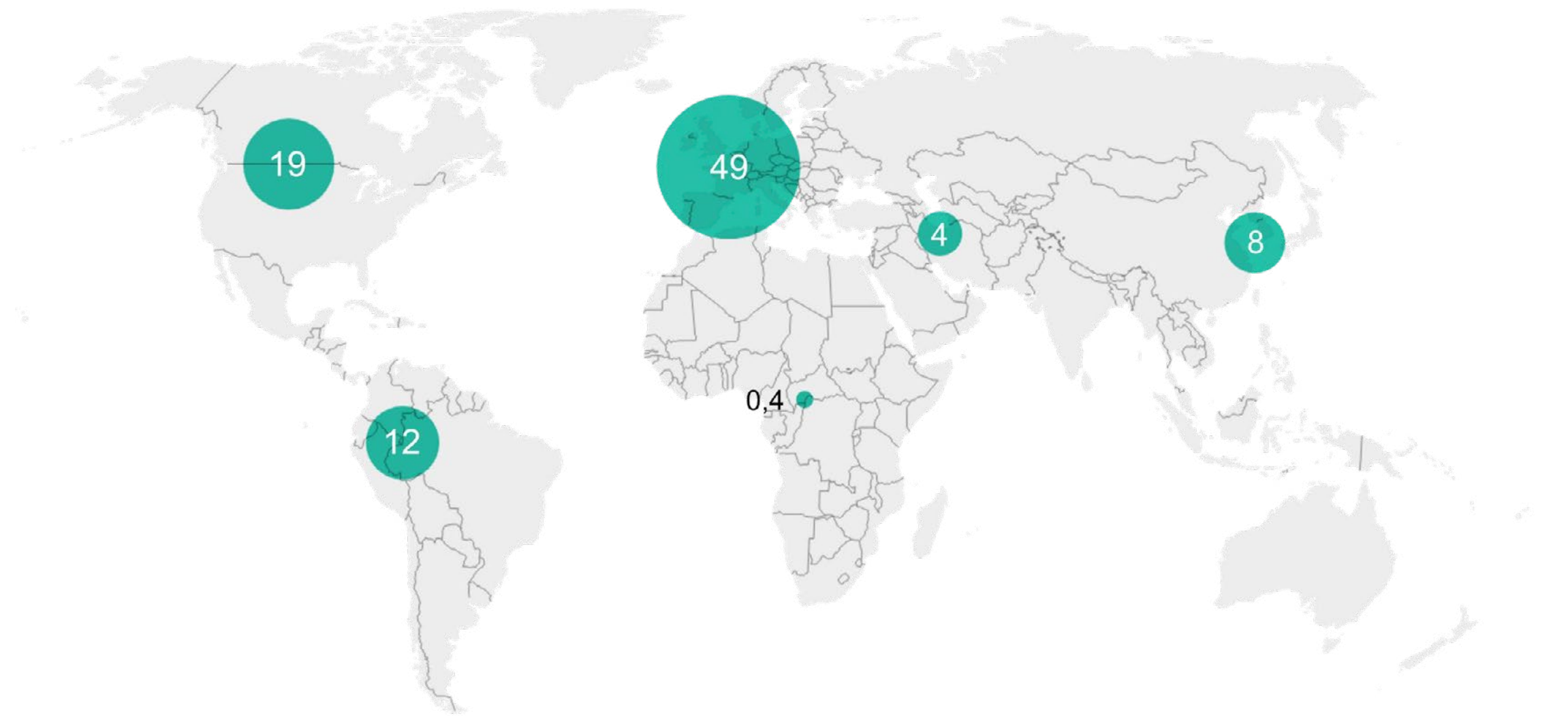
Comparative advantages and disadvantages

› Cooperation agenda

Image of Russia

Which region would your country benefit more from having links with?

Almost half the interviewees choose **Europe** as the best partner.



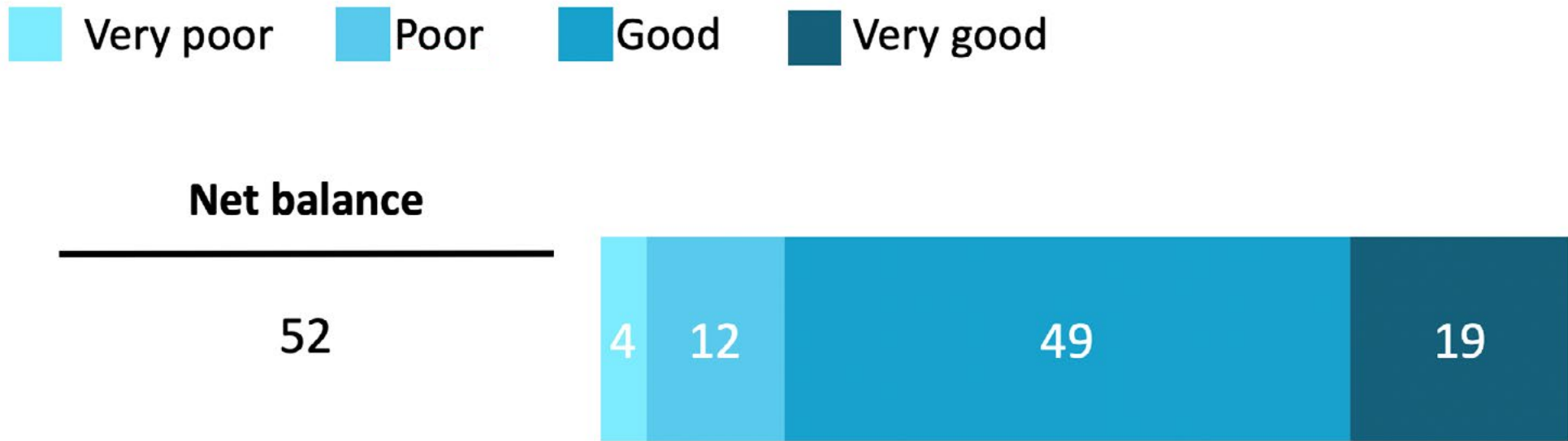


# Relationship between Latin America and the European Union

How would you qualify the relationship between your country and the European Union?

- Global aspects
- The European Union's image
- Comparative advantages and disadvantages
- › Cooperation agenda
- Image of Russia

Most Latin Americans have a **positive vision** of their country's relationship with the European Union

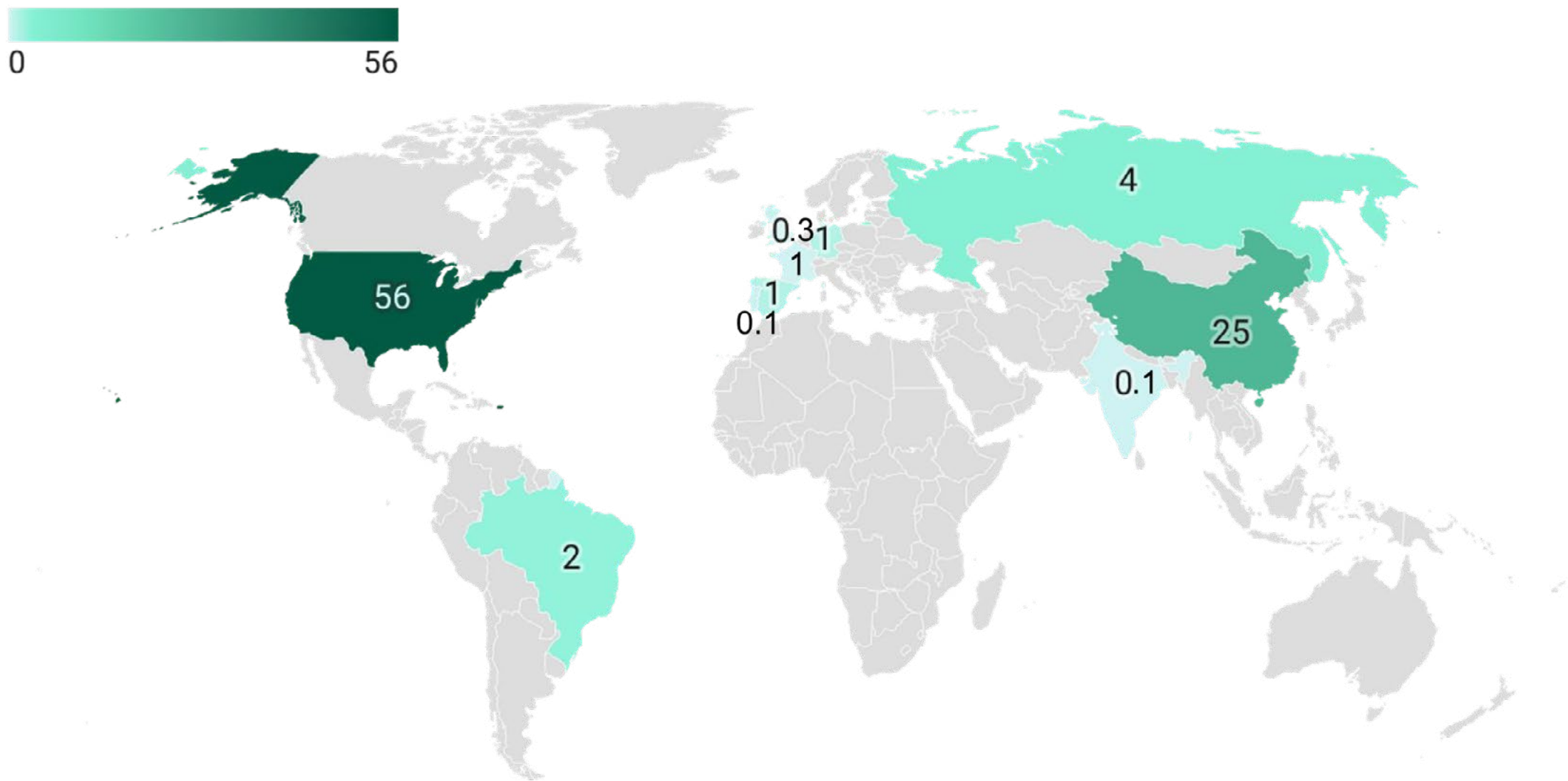


# Greater economic influence

- Global aspects
- The European Union's image
- Comparative advantages and disadvantages
- › Cooperation agenda
- Image of Russia

Who exercises greater economic influence in your country? (%)

The **European Union's economic influence** is less important than that of the **United States and China**.





# Foreign Investment

Global aspects

The European Union's image

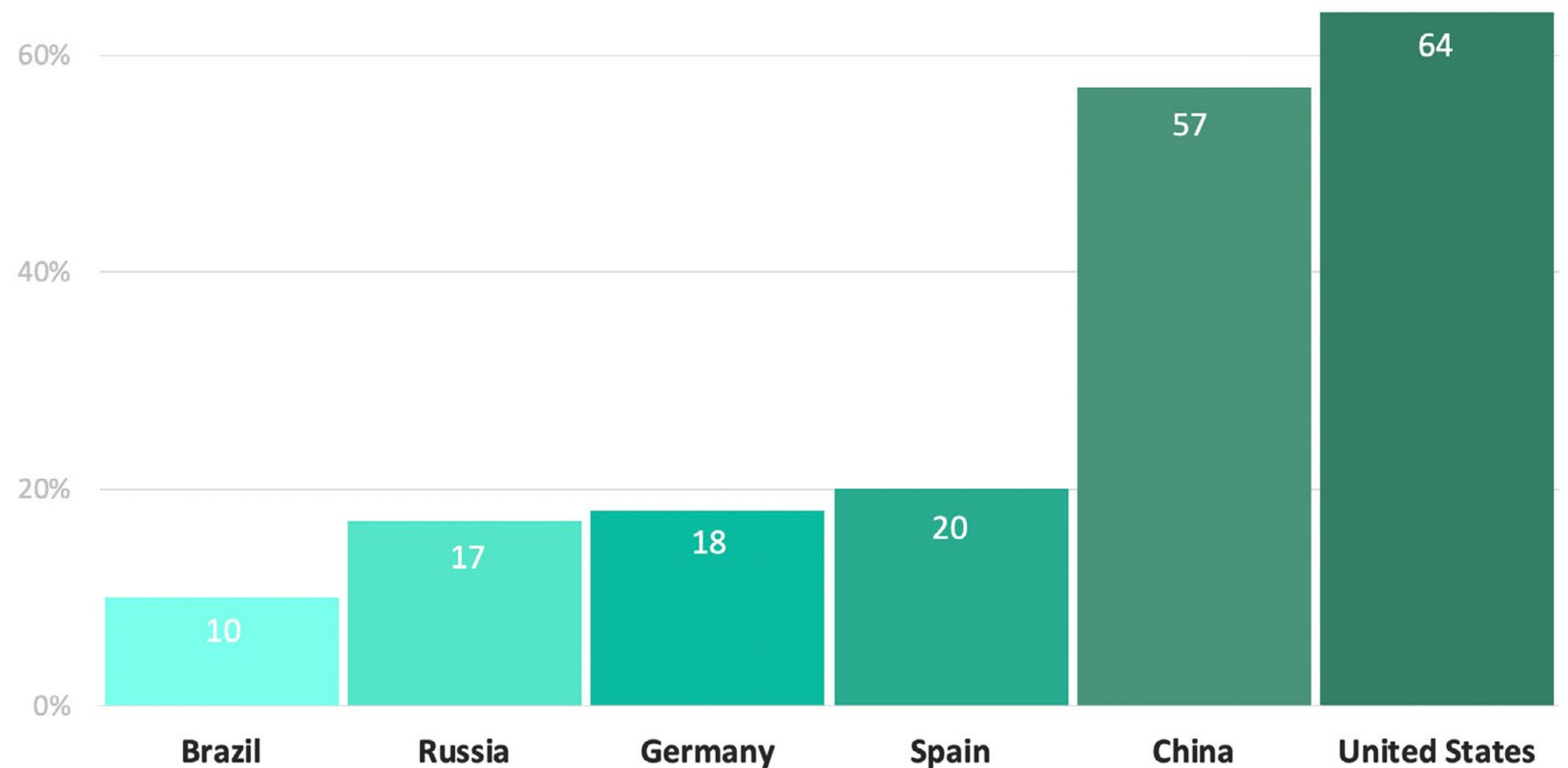
Comparative advantages and disadvantages

› Cooperation agenda

Image of Russia

Which foreign investment is more beneficial for your country? (%)

The perceived benefits from **European** countries are less important than those coming from the **United States and China**.

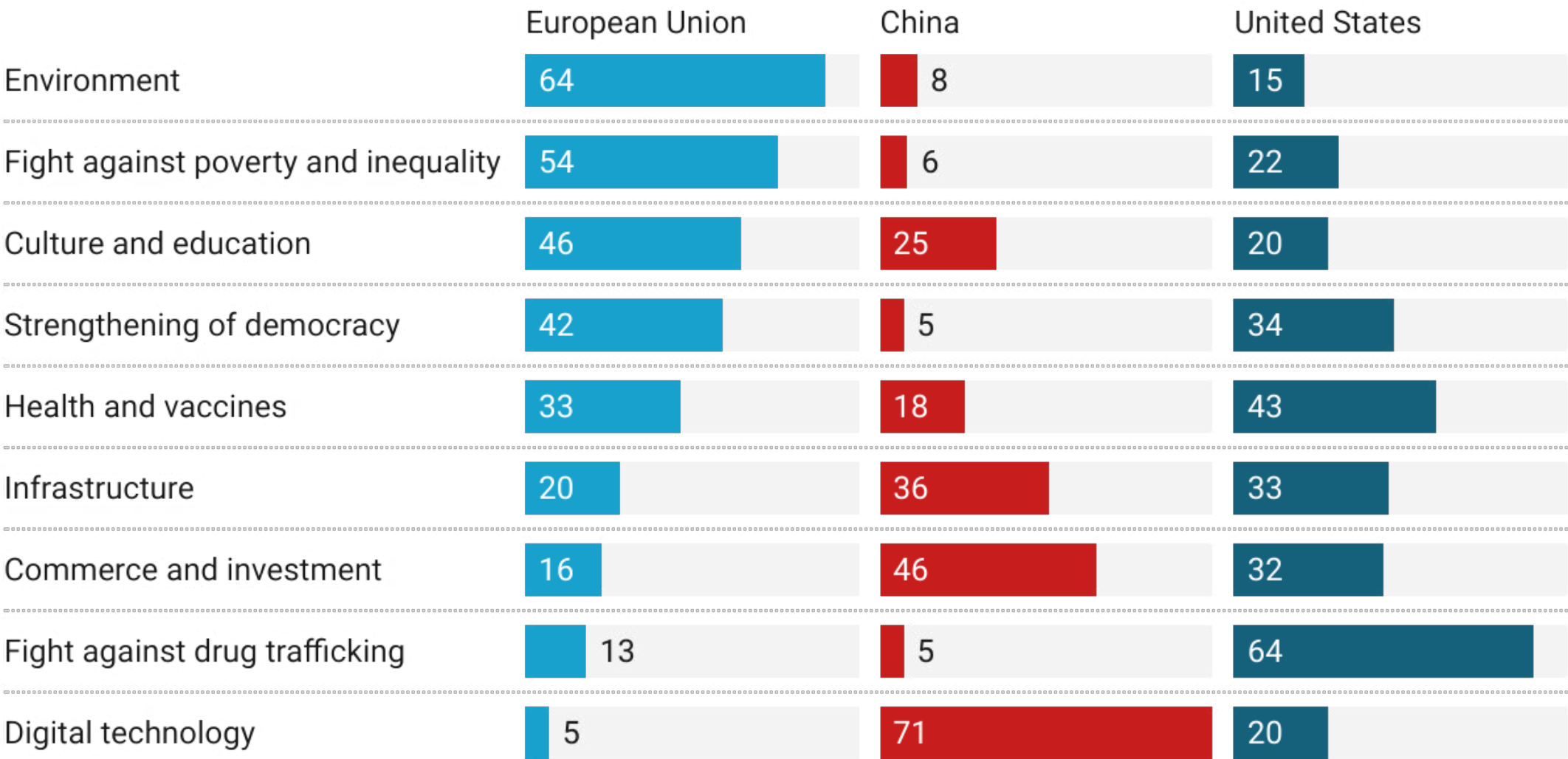


# Best partner in the following areas

- Global aspects
- The European Union's image
- Comparative advantages and disadvantages
- › Cooperation agenda
- Image of Russia

Who will be the best partner for your country in these areas? (%)

The European Union shows limited power regarding **technological competition**; however, it is perceived as the best partner in the areas of the **environment** and the fight against **inequality**.

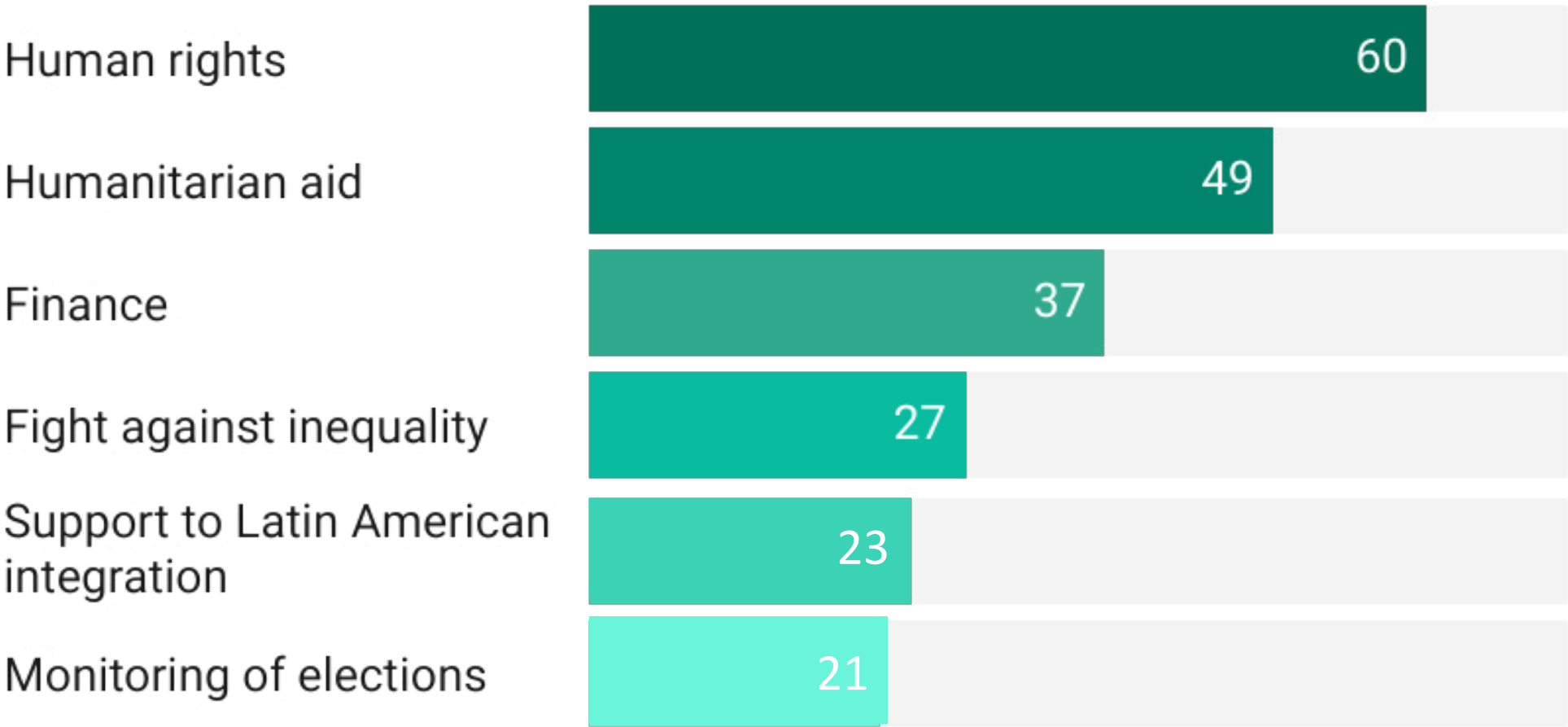


# Areas of cooperation LATAM-EU

- Global aspects
- The European Union's image
- Comparative advantages and disadvantages
- › Cooperation agenda
- Image of Russia

Which areas do you consider most important for your country?

Human rights and humanitarian aid are the most valued areas for cooperation with the European Union.



# Areas of cooperation with the European Union for each country

- Global aspects
- The European Union's image
- Comparative advantages and disadvantages
- › Cooperation agenda
- Image of Russia

Which areas do you consider most important for your country?

	Argentina	Bolivia	Brazil	Colombia	Costa Rica	Chile	Guatemala	Mexico	Uruguay	Venezuela
Human rights	44	61	49	73	61	55	58	61	55	80
Humanitarian aid	35	49	39	65	52	35	66	45	40	67
Finance	47	41	32	30	47	31	39	37	45	19
Fight against inequality	23	19	44	27	23	31	28	35	22	16
Support to Latin American integration	25	21	11	20	26	28	25	28	31	18
Monitoring of elections	17	33	14	21	14	18	15	12	17	51

# Image of Russia



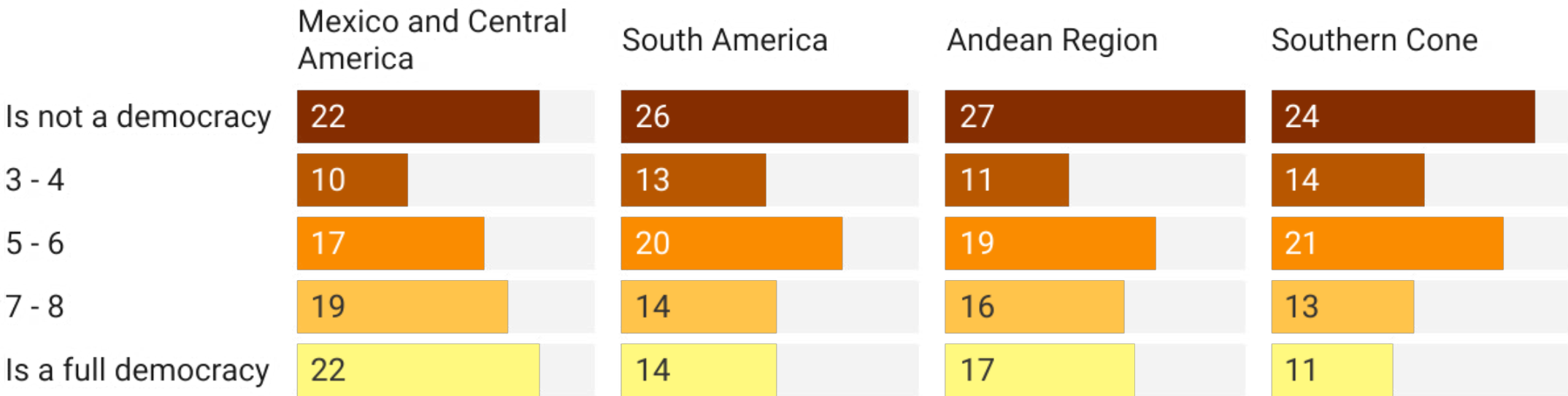
- › Democracy in Russia: Opinion per Subregion
- › Democracy in Russia: Opinion per Generation
- › Preferred Development model (US, Russia, Germany, China)
- › Development model in Russia: Opinion of different subregions

# Democracy in Russia

- Global aspects
- The European Union's image
- Comparative advantages and disadvantages
- Cooperation agenda
- › Image of Russia

On a scale of 1 to 10, where 1 is "not a democracy" and 10 is "a full democracy", where would you rank Russia? (Average)

Scoring for the level of democracy in Russia for the **different subregions**

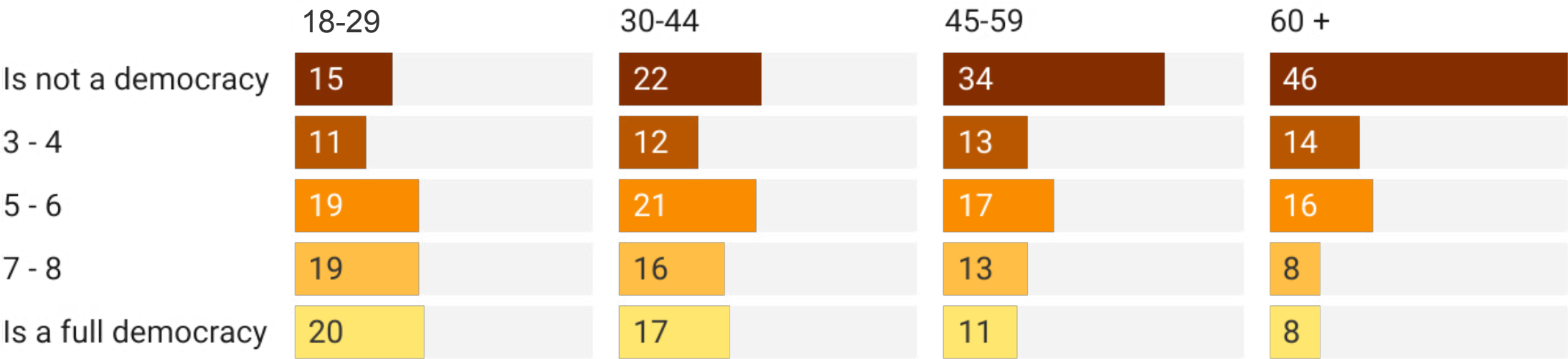


# Democracy in Russia

- Global aspects
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On a scale of 1 to 10, where 1 is "not a democracy" and 10 is "a full democracy", where would you rank Russia? (Average)

Scoring for the level of democracy in Russia in the **different generations**



# Development model

Global aspects

The European Union's image

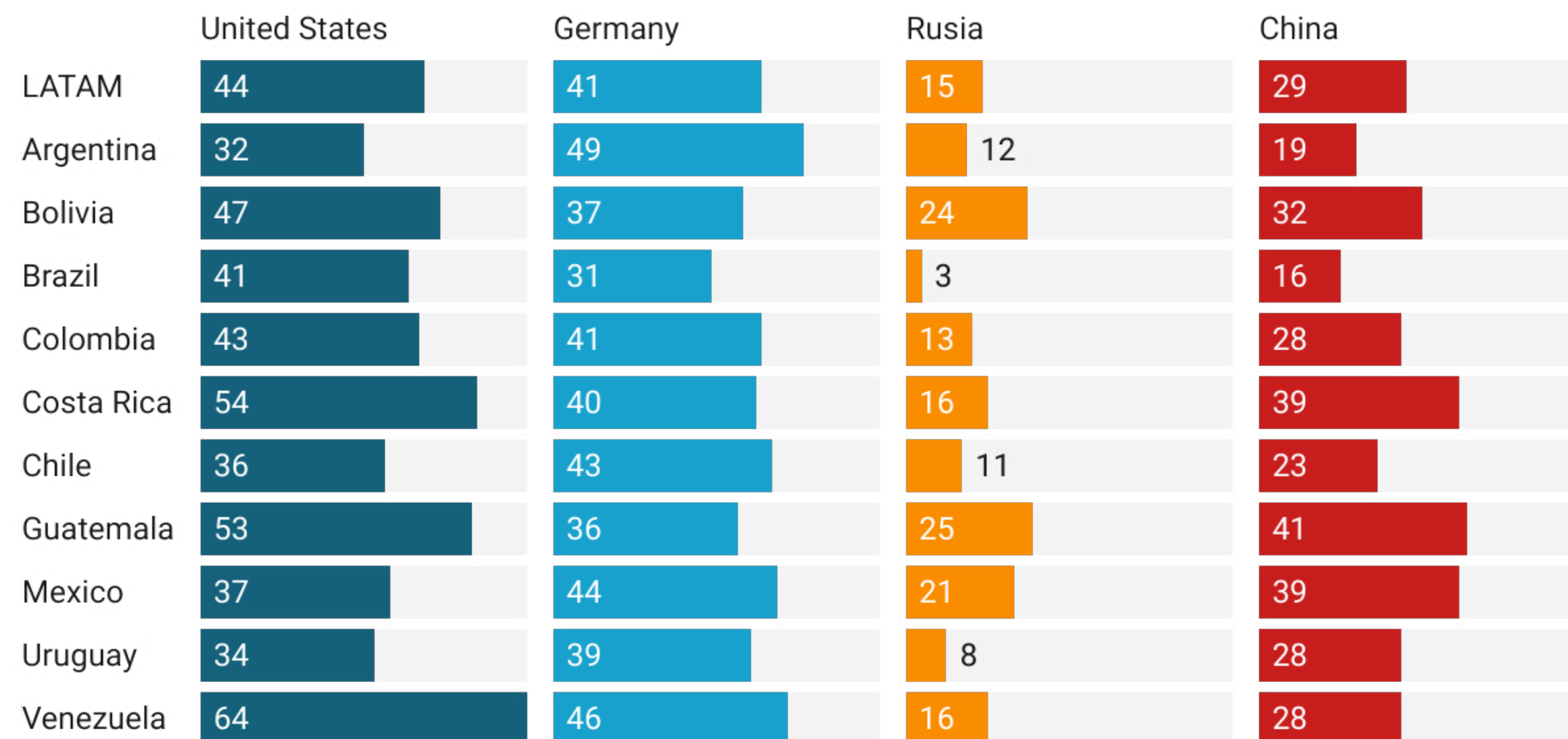
Comparative advantages and disadvantages

Cooperation agenda

› Image of Russia

Thinking about the future, which countries do you think would be the best development model for your country? (%)

Comparison between development models.



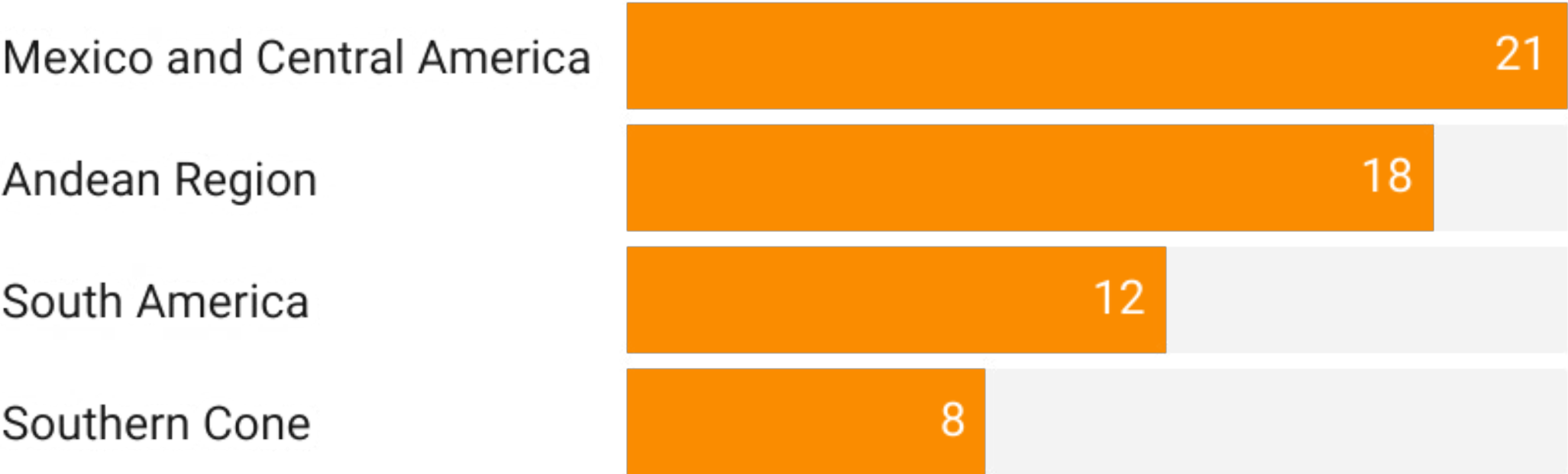


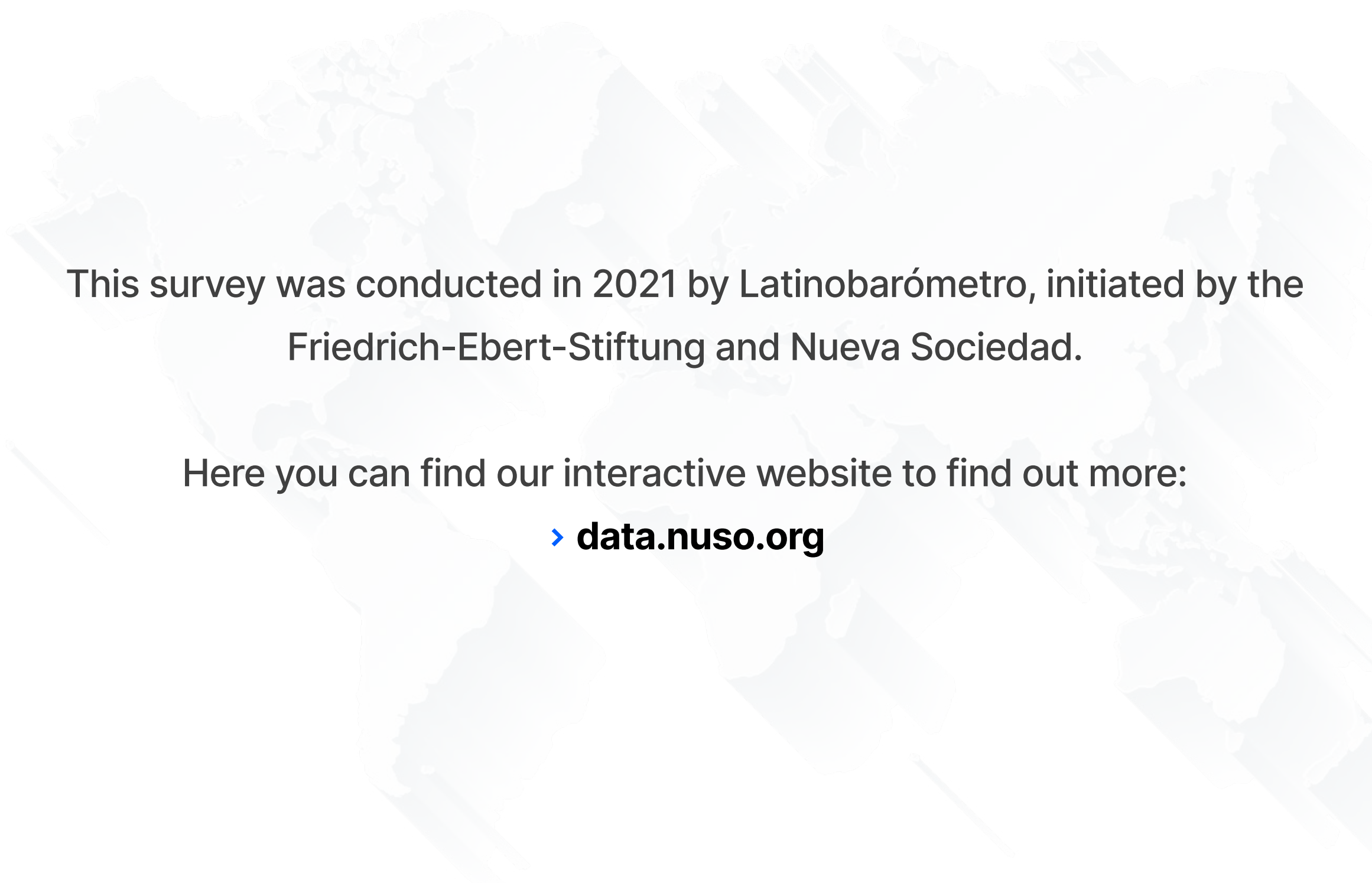
# Development model

Thinking about the future, which countries do you think would be the best development model for your country? (%)  
(Results for affirming opinions on the development model of Russia only)

- Global aspects
- The European Union's image
- Comparative advantages and disadvantages
- Cooperation agenda
- › Image of Russia

Opinion on Russia between the Latin American subregions





This survey was conducted in 2021 by Latinobarómetro, initiated by the Friedrich-Ebert-Stiftung and Nueva Sociedad.

Here you can find our interactive website to find out more:

› [\*\*data.nuso.org\*\*](https://data.nuso.org)