ARGENTINA, BRAZIL, CHILE, COLOMBIA, MEXICO

LATAM PULSE OCT 2024

1. PRESIDENTIAL APPROVAL

2. POLITICAL RISK

3. SOCIAL POLARIZATION

4. CONSUMER CONFIDENCE

5. ECONOMIC LIBERALISM

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About Latam Pulse

Latam Pulse is a collaborative initiative by AtlasIntel and Bloomberg, **providing monthly data on the political, social, and economic landscapes** of five key Latin American countries: Argentina, Brazil, Chile, Colombia, and Mexico.

The Latam Pulse report is composed of two modules. The permanent module features key indicators essential for tracking and analyzing trends over time, including presidential approval ratings, government evaluation, AtlasIntel's Political Risk Index, Social Polarization Index, Consumer Confidence Index (CCI), Inflation Index, and Economic Liberalism Index. Together, these indicators offer a consistent view of the region's structural and emerging dynamics, informing stakeholders on the trajectory of governance, economic sentiment, and social cohesion across countries.

The variable module addresses relevant and timely topics each month, adapting its focus to capture region-specific trends and emerging challenges.

This flexible approach allows Latam Pulse to contextualize critical shifts within Latin American countries, comparing these trends to uncover regional patterns and unique national developments.

Leveraging Bloomberg's reach and AtlasIntel's precision, Latam Pulse represents a commitment to delivering accurate, high-frequency insights with relevance and depth. The partnership draws on Bloomberg's extensive media influence and AtlasIntel's advanced analytical capabilities to offer an unparalleled source of intelligence for those engaged in Latin American markets, policy, and social analysis.

AtlasIntel   **Bloomberg**

Indicators

APPROVAL RATINGS

Comparative approval and disapproval ratings of Latin American presidents and the image of major political leaders.

POLITICAL RISK

Potential for political turmoil in each country based on a 3-dimension index that looks at institutional instability, social protest, and the prevalence of violent crime.

KEY ISSUES

Evolution of the public opinion on key issues anchoring political and public policy debates in each country.

INFLATION

Perceptions on the current level of prices and the evolution of inflation over the next year.

CONSUMER CONFIDENCE

Consumer assessment of the current and future state of the economy, family spending, and job market.

ECONOMIC LIBERALISM

The pulse of the population on the role of the state in the economy, economic competition, price setting, deregulation, and taxes.

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Indexes Summary

	Presidential Approval	Political Risk	Social Polarization	Economic Liberalism	Consumer Confidence	Expected Inflation
Argentina	43%	56	46	53	-34.7	49.6%
Brazil	40%	38	59	54	4.2	5.2%
Chile	39%	49	52	56	-18.3	5.6%
Colombia	51%	48	52	55	-5.2	5%
Mexico	67%	51	49	64	2.7	5.4%

0% 100%   0 100   0 100   0 100   -100 0 +100

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Sample Profiles Summary

	SAMPLE SIZE	MARGIN OF ERROR	POLLING PERIOD
ARGENTINA	1,839	±2 p.p.	10/10/2024–10/15/2024
BRAZIL	2,371	±2 p.p.	10/10/2024–10/14/2024
CHILE	1,877	±2 p.p.	10/10/2024–10/15/2024
COLOMBIA	2,034	±2 p.p.	10/10/2024–10/14/2024
MEXICO	1,803	±2 p.p.	10/10/2024–10/14/2024

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Methodology: Atlas RDR

Atlas Random Digital Recruitment [RDR] is a methodology developed by AtlasIntel to calibrate robust samples, representative of the target population. The method seeks to address sources of bias and possible over-or underrepresentation of specific demographic groups.

Respondents are recruited organically during routine web browsing in geolocated territories on any device (smartphones, tablets, laptops or PCs).
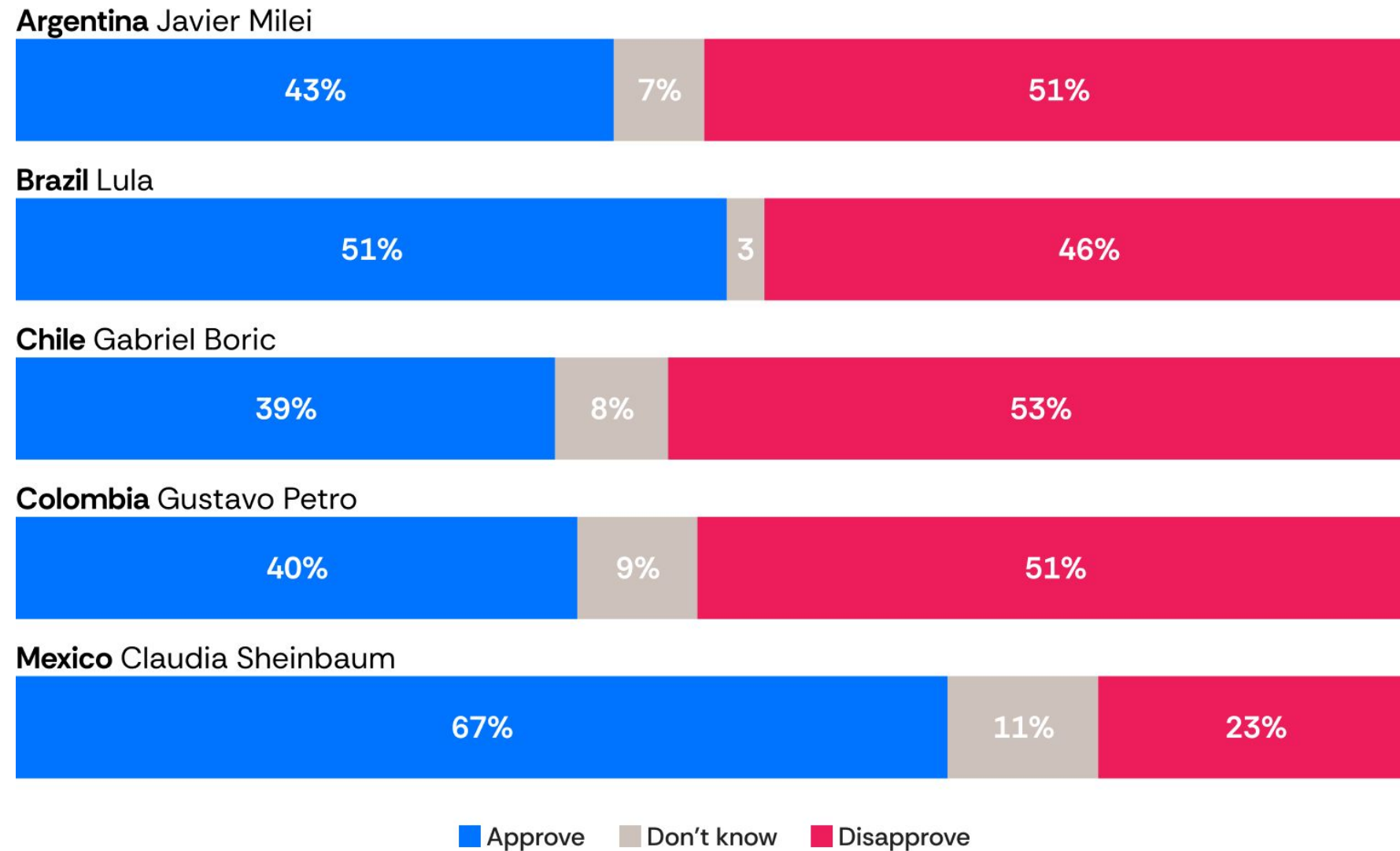
Compared to face-to-face surveys, **RDR avoids the possible psychological impact of human interaction on the respondent at the time of the interview**: the respondent can answer the questionnaire under conditions of full anonymity, without fear of causing a negative impression to the interviewer or to people who may eventually be listening to the answers shared during the interview.

Compared to telephone surveys based on Random Digit Dialing (RDD), **the RDR method allows for granular mapping of non-response patterns**, so that biases arising from variable non-response rates can be adequately addressed during the process of building each sample.

To ensure representativeness at the national level, the AtlasIntel samples are post-stratified using an iterative algorithm on a minimum set of target variables: gender, age group, education level, income level, region, and previous electoral behavior. The samples resulting from the post-stratification process match the profile of the US adult population and that of likely voters.
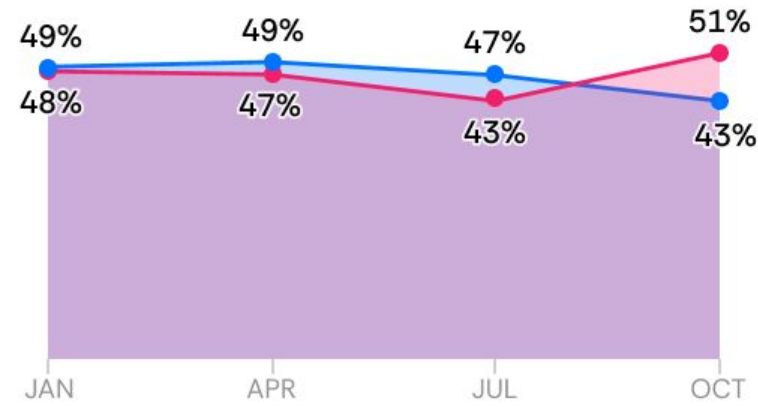
1 Presidential and Government Approval

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Presidential approval

Argentina Javier Milei

| 43% | 7% | 51% |

Brazil Lula

| 51% | 3 | 46% |

Chile Gabriel Boric

| 39% | 8% | 53% |

Colombia Gustavo Petro

| 40% | 9% | 51% |

Mexico Claudia Sheinbaum

| 67% | 11% | 23% |

■ Approve   ■ Don't know   ■ Disapprove

Only the presidents of Mexico (67%) and Brazil (51%) currently hold majority approval ratings. Claudia Sheinbaum begins her term benefiting from a positive legacy left by AMLO, achieving the highest approval and lowest disapproval among the five largest economies in Latin America.
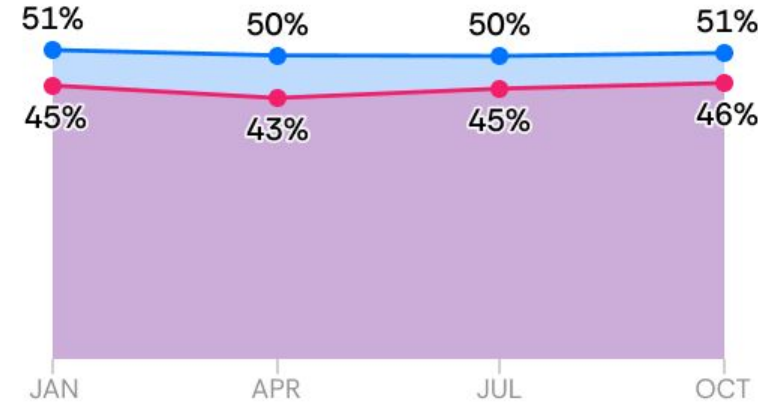
Meanwhile, the presidencies of Argentina, Chile, and Colombia show similar trends, with majority disapproval and approval ratings ranging between 39% and 43%. Gabriel Boric, now entering his third year in office, sustains an approval level comparable to that of Javier Milei and Gustavo Petro, both of whom have only recently assumed their mandates.

AtlasIntel   **Bloomberg**
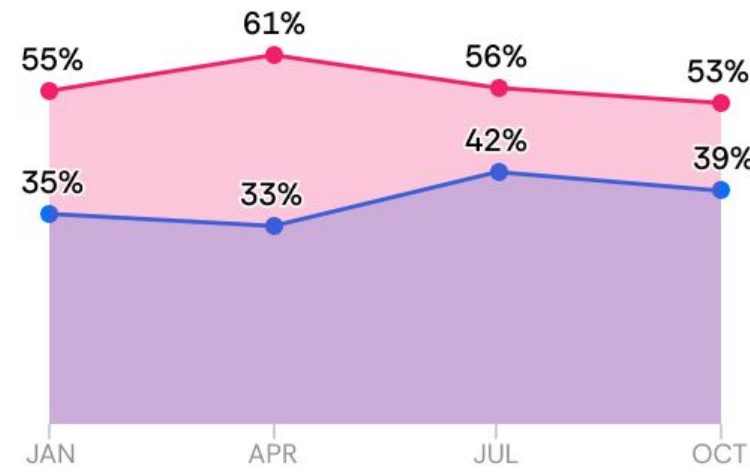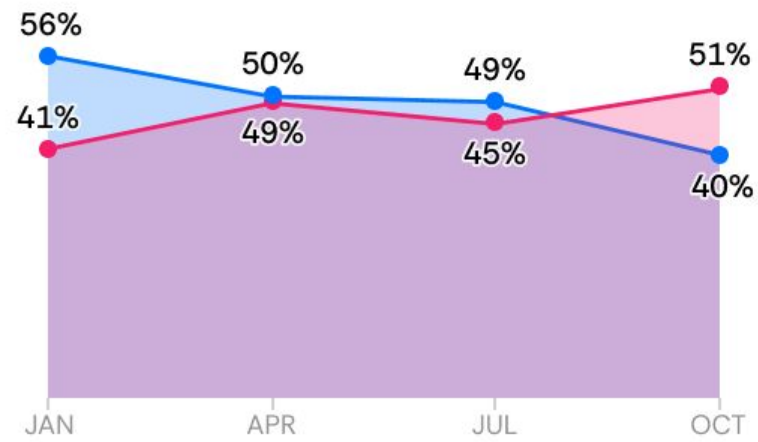
Presidential approval 2024

Argentina

Brazil

Chile

Colombia

Mexico

■ Approve ■ Disapprove

AtlasIntel   **Bloomberg**

Government approval

Argentina Javier Milei

| 35% | 17% | 49% |

Brazil Lula

| 42% | 18% | 40% |

Chile Gabriel Boric

| 24% | 32% | 44% |

Colombia Gustavo Petro

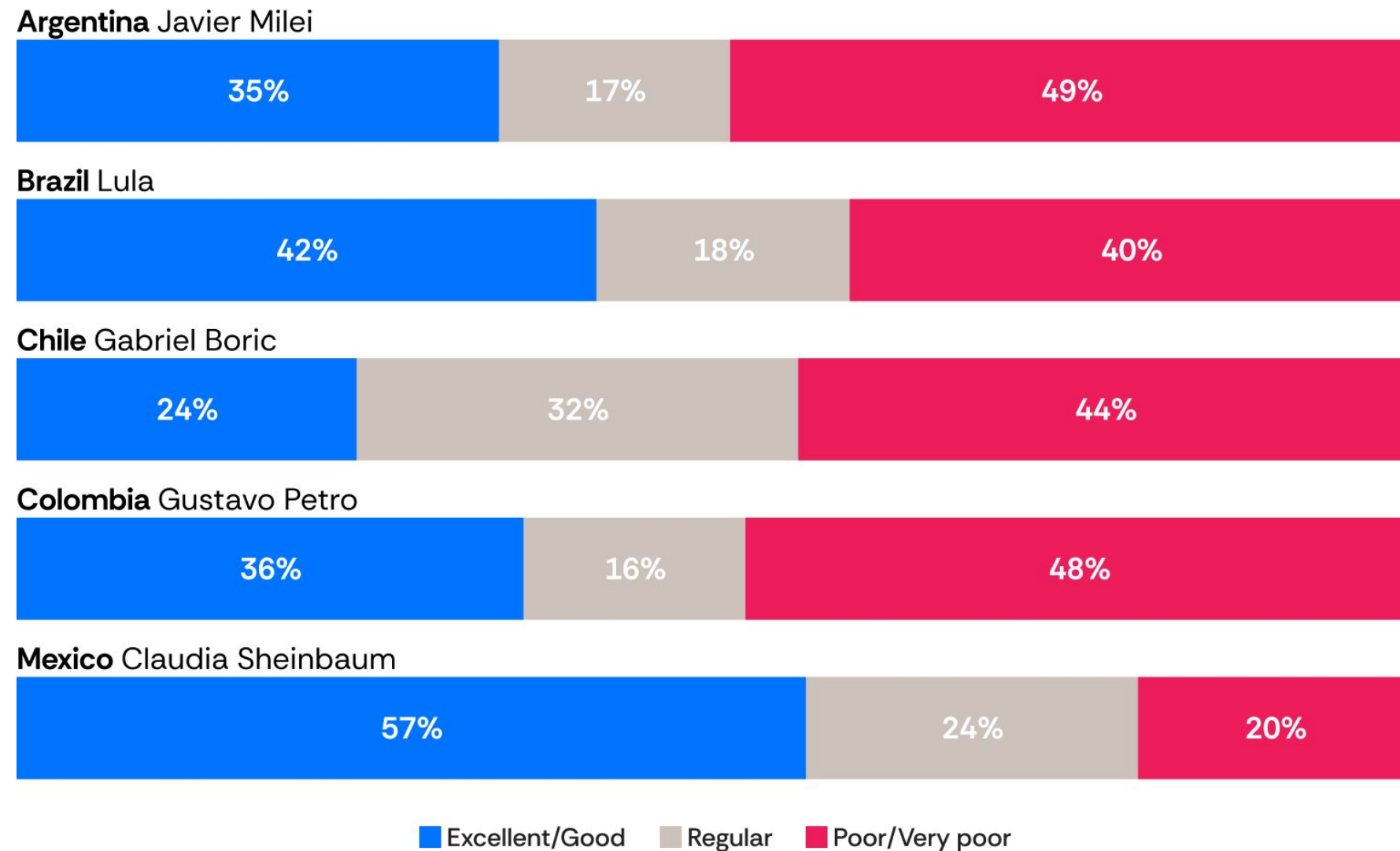| 36% | 16% | 48% |

Mexico Claudia Sheinbaum

| 57% | 24% | 20% |

■ Excellent/Good   ■ Regular   ■ Poor/Very poor
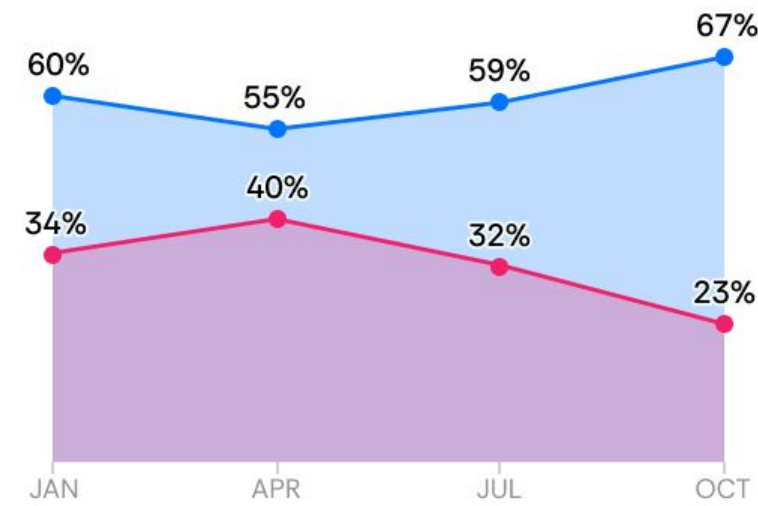
A comparative analysis of government approval data reveals a nearly widespread trend across the region—of which only Mexico appears to be an exception—toward high levels of disapproval for the national executive's performance. Four out of the five governments analyzed face explicit disapproval from at least 40% of the population. In contrast, the recently inaugurated continuity government in Mexico stands apart with a disapproval rate of just 20%, a significant departure from what appears to be the prevailing trend in the region's major countries.

Chile, which ranks in the middle in terms of negative evaluation, is unique in that the percentage of citizens holding a neutral view (32%) exceeds those with a positive one (24%).

This reflects a degree of public distrust, fatigue, and difficulty in generating popular enthusiasm following the rejection of two proposed constitutional drafts intended to address the "social outburst" of 2019 through a political response.

The close alignment between leader disapproval and the negative perception of the executive's work, observed in all countries in question, tends to distort incentives tied to the political project's electoral viability, whether in the pursuit of reelection or the succession of the incumbent. Incumbents thus navigate an uncomfortable political landscape where opportunities for popularity gains may be constrained by a hardened ceiling on public approval. This reality often leads to governments more vulnerable to negative fluctuations in approval ratings, making them less likely to pursue necessary but unpopular measures.

2 Political Risk

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Political Risk Index

The Political Risk Index is designed to assess the stability and predictability of a political environment.

It captures the underlying vulnerabilities that might disrupt governance, weaken institutions, and increase uncertainty for decision-makers. The index uses a 0–100 scale, where 0 represents no risk at all, indicating a stable and secure environment, and 100 indicates the highest level of risk, suggesting imminent danger of political instability or breakdown. The Political Risk Index is composed of three key indicators:

Institutional Stability
Institutional stability reflects the resilience and reliability of a country's political and legal frameworks. It measures the effectiveness of governance, the independence and functionality of public institutions, and the predictability of political processes.
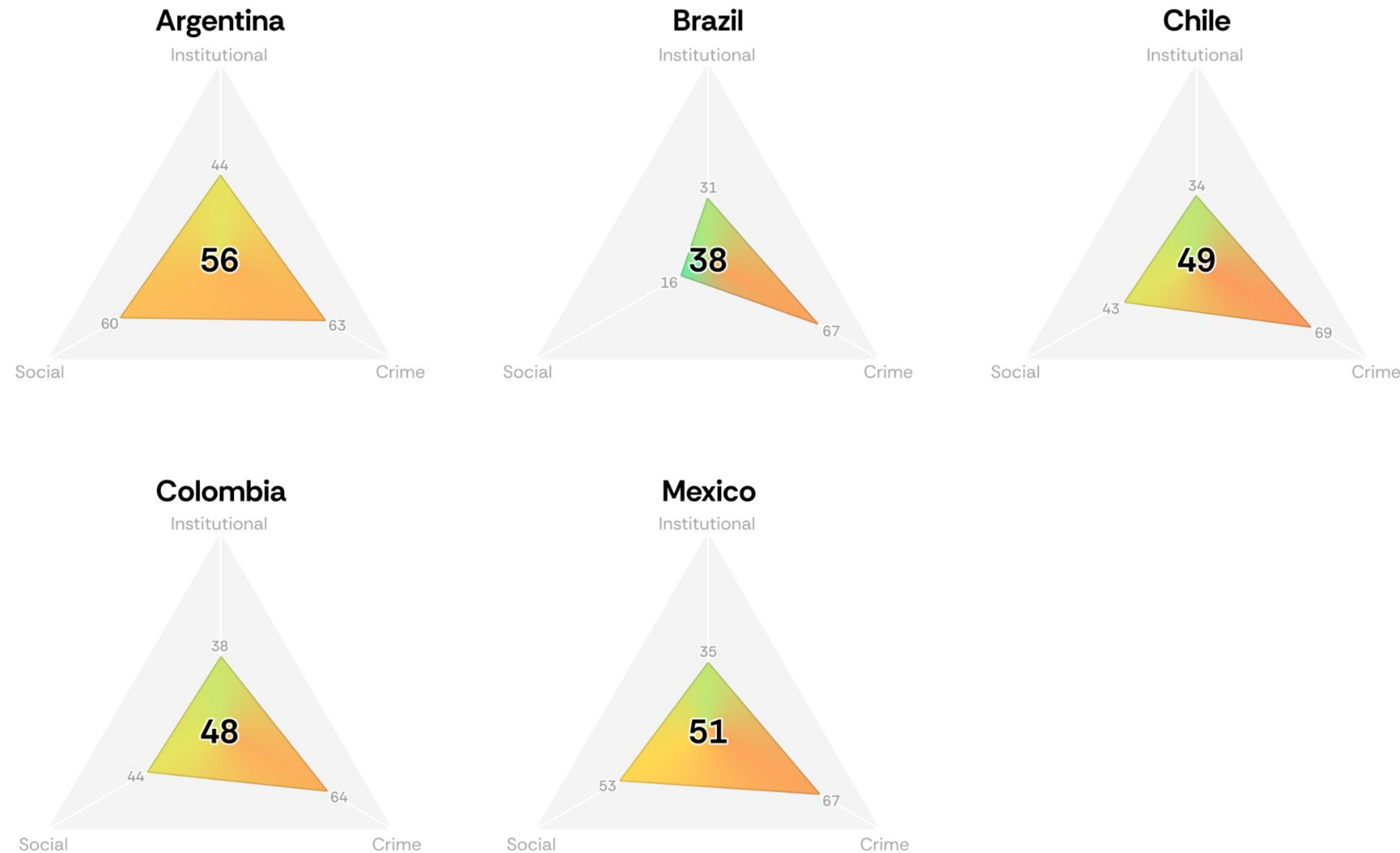
Crime Perception
The crime perception indicator measures the prevalence and intensity of organized crime, corruption, and violent crime. It reflects the capacity of the state to enforce public order and secure property rights.

Social Strife
The social strife indicator gauges the frequency, intensity, and spread of protests, strikes, civil unrest, and mass mobilizations. It highlights the population's trust—or lack thereof—in the political system to address grievances.
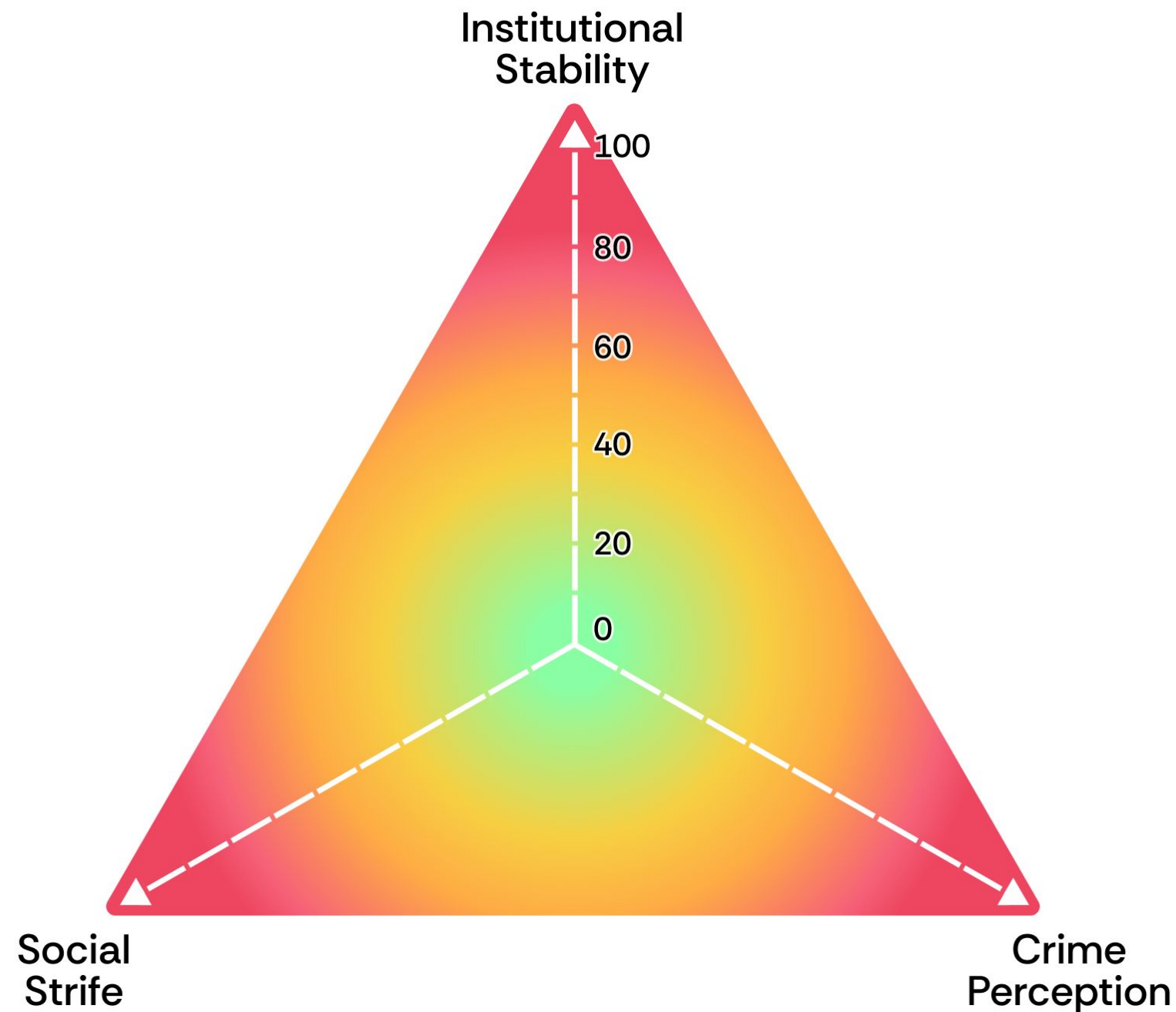
Crime levels represent the greatest political risks across all Latin American countries analyzed in this study

Argentina
Institutional
44
56
60
63
Social
Crime

Brazil
Institutional
31
38
16
67
Social
Crime

Chile
Institutional
34
49
43
69
Social
Crime

Colombia
Institutional
38
48
44
64
Social
Crime

Mexico
Institutional
35
51
53
67
Social
Crime

Criminality emerges as the principal political risk factor common to all Latin American countries analyzed in this study. The widespread perception of insecurity, coupled with the state's inability to maintain public order and assert territorial control, significantly undermines citizens' trust in government and can adversely impact economic activity.

Argentina (56) and Mexico (51) exhibit the highest levels of political risk according to the Political Risk Index. Risk levels associated with crime and social unrest are particularly pronounced in both countries. In Argentina, these risks are compounded by a lack of confidence in the political class and the country's economic management over the past decade, with hyperinflation eroding citizens' purchasing power.
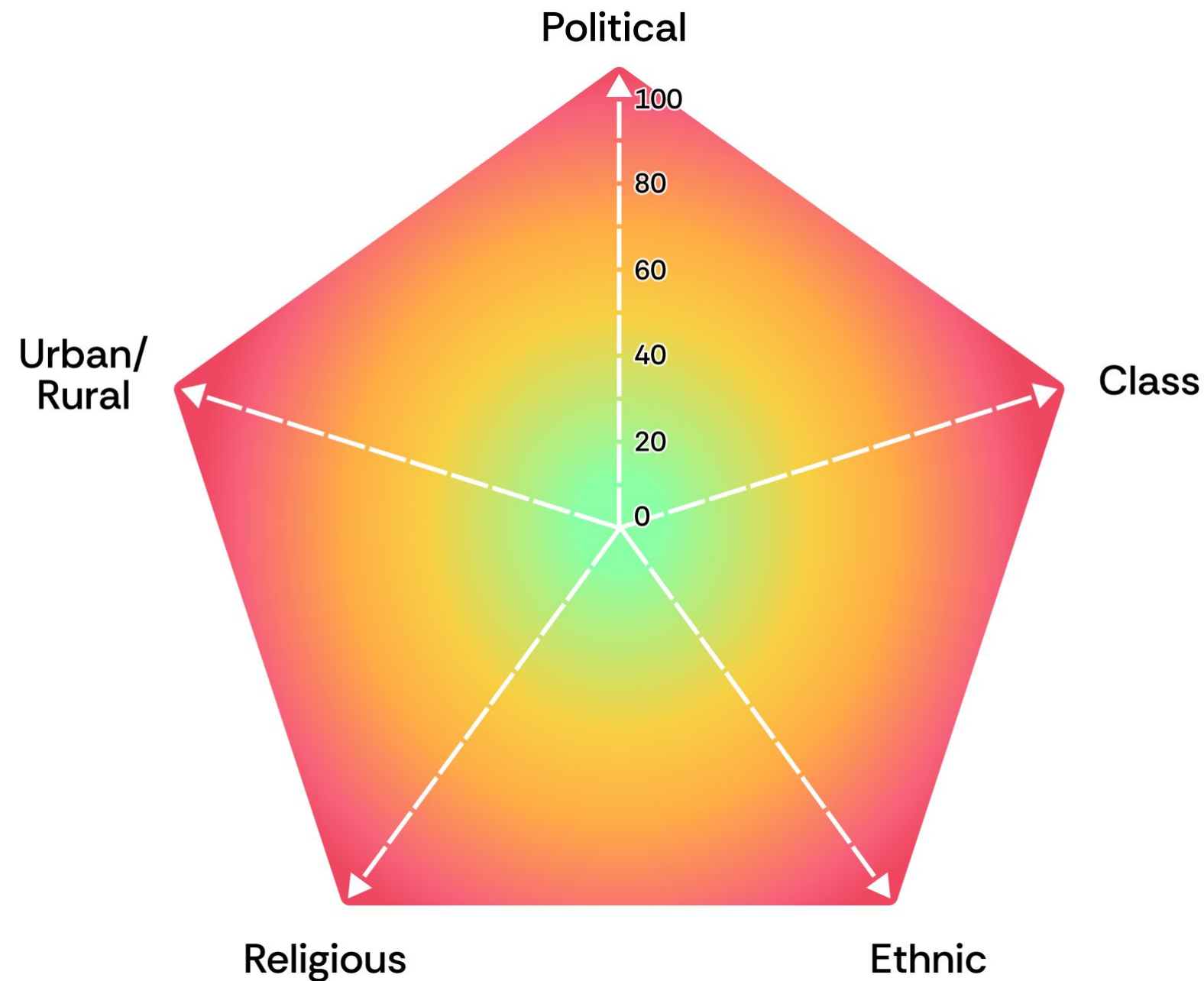
Institutional risks, by contrast, have remained controlled and below average across all countries studied. Notably, Brazil stands out with the lowest social risk rates among all countries, leaving behind the unrest created by the January 8th 2023 attacks on public buildings, namely the presidential palace and the Supreme Court, followed by a rigid response by the judiciary.

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Political Risk Index

Argentina

56

Brazil

38

Chile

49

Colombia

48

Mexico

51
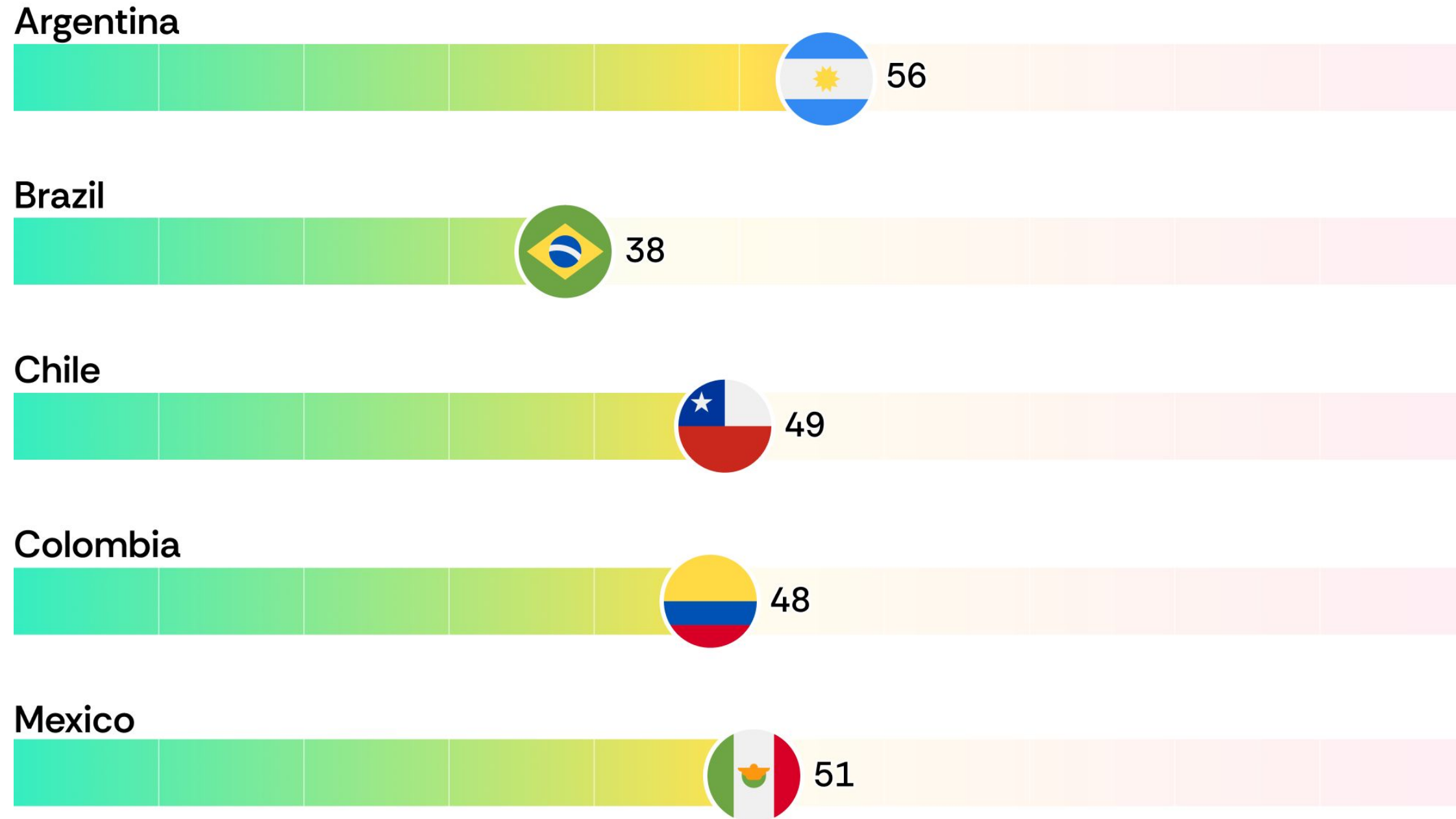
3 Social Polarization

Social Polarization Index

The Social Polarization Index examines tensions within the social fabric, identifying triggers that could ignite public unrest.

Its insights allow policymakers to anticipate societal fractures and mitigate their impact. The index uses a 0–100 scale, in which 100 means the highest level of social polarization. It is composed of five dimensions:

1. Political Polarization
This dimension captures the degree to which political ideologies or parties diverge sharply, leading to antagonism and gridlock.

2. Class Polarization
Class polarization assesses the growing economic divides between different social groups, manifesting in unequal access to wealth, services, and opportunities.

3. Ethnic Polarization
Ethnic polarization reflects the extent to which ethnic identity becomes a dominant axis of political competition and conflict.

4. Religious Polarization
Religious polarization tracks divisions among communities along faith–based lines, often driven by policies that favor one group over another or broader cultural cleavages.

5. Urban/Rural Polarization
Urban/rural polarization captures the disconnect between the interests, priorities, and political preferences of urban and rural populations.

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Political polarization stands out as the most prominent factor across all Latin American countries analyzed in this study

Argentina

Political 65
Class 58
Ethnic 36
Religious 31
Urban/Rural 39
46

Brazil

Political 66
Class 61
Ethnic 61
Religious 64
Urban/Rural 40
59

Chile

Political 65
Class 65
Ethnic 56
Religious 36
Urban/Rural 38
52

Colombia

Political 69
Class 59
Ethnic 45
Religious 40
Urban/Rural 45
52

Mexico

Political 47
Class 56
Ethnic 47
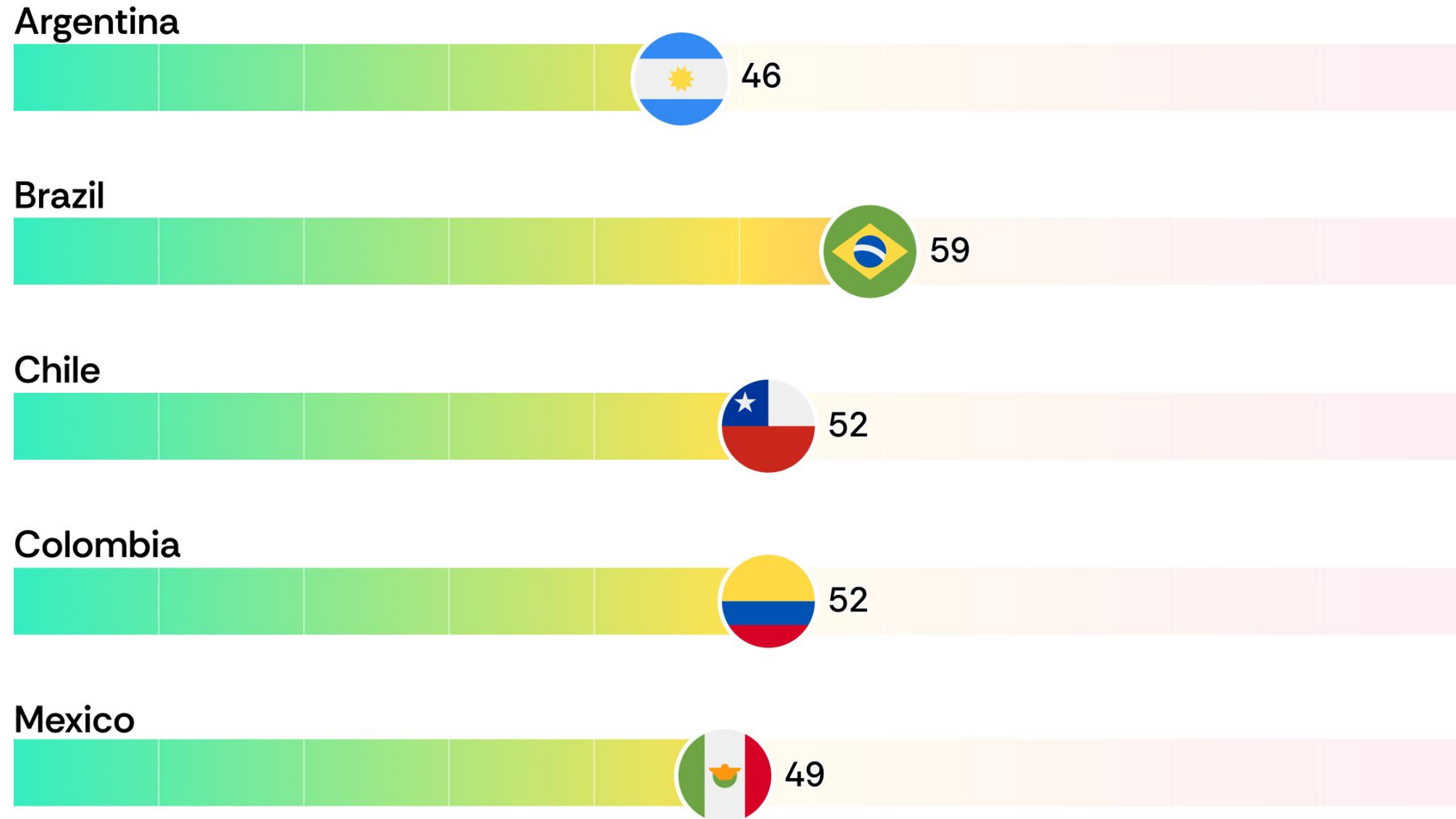Religious 47
Urban/Rural 48
49

Brazil registers the highest level of social polarization according to the Social Polarization Index (SPI), scoring 59 on a 0–100 scale. Of the five indicators monitored, Brazil exhibits elevated levels in four; only the urban–rural divide has minimal influence.

In addition to Brazil, Chile and Colombia are the other two countries with SPI scores exceeding 50. In both nations, political and class polarization emerge as the most pronounced sources of internal conflict. In the case of Chile, ethnic polarization also surfaces as a relevant secondary factor. Mexico, on the other hand, presents moderate levels of social conflict across all indicators.

Religious polarization is particularly prominent in Brazil, where evangelicals are the backbone of right-wing partisanship, making religious beliefs play a crucial role in the public debate and election nationwide.

17

Social Polarization Index

Argentina — 46

Brazil — 59

Chile — 52

Colombia — 52

Mexico — 49

AtlasIntel   Bloomberg

4

Consumer Confidence

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Consumer Confidence Index

The Consumer Confidence Index (CCI) is represented by the arithmetic mean of the seven standardized indicators that make up both the Current Situation Index (CSI) and Expectations Index (EI). The CSI is calculated by the arithmetic mean of standardized indicators that reflect perceptions of the present situation.

The EI is calculated by the arithmetic mean of standardized indicators that address expectations for the near future (six months). Scores above 100 points will be considered favorable (satisfaction or optimism); scores below 100 points, unfavorable (dissatisfaction or pessimism).

ASSESSMENT OF THE CURRENT SITUATION (CSI - CURRENT SITUATION INDEX)

1 Current Local Economic Situation

2 Current Financial Situation of Households

3 Current Labor Market Situation

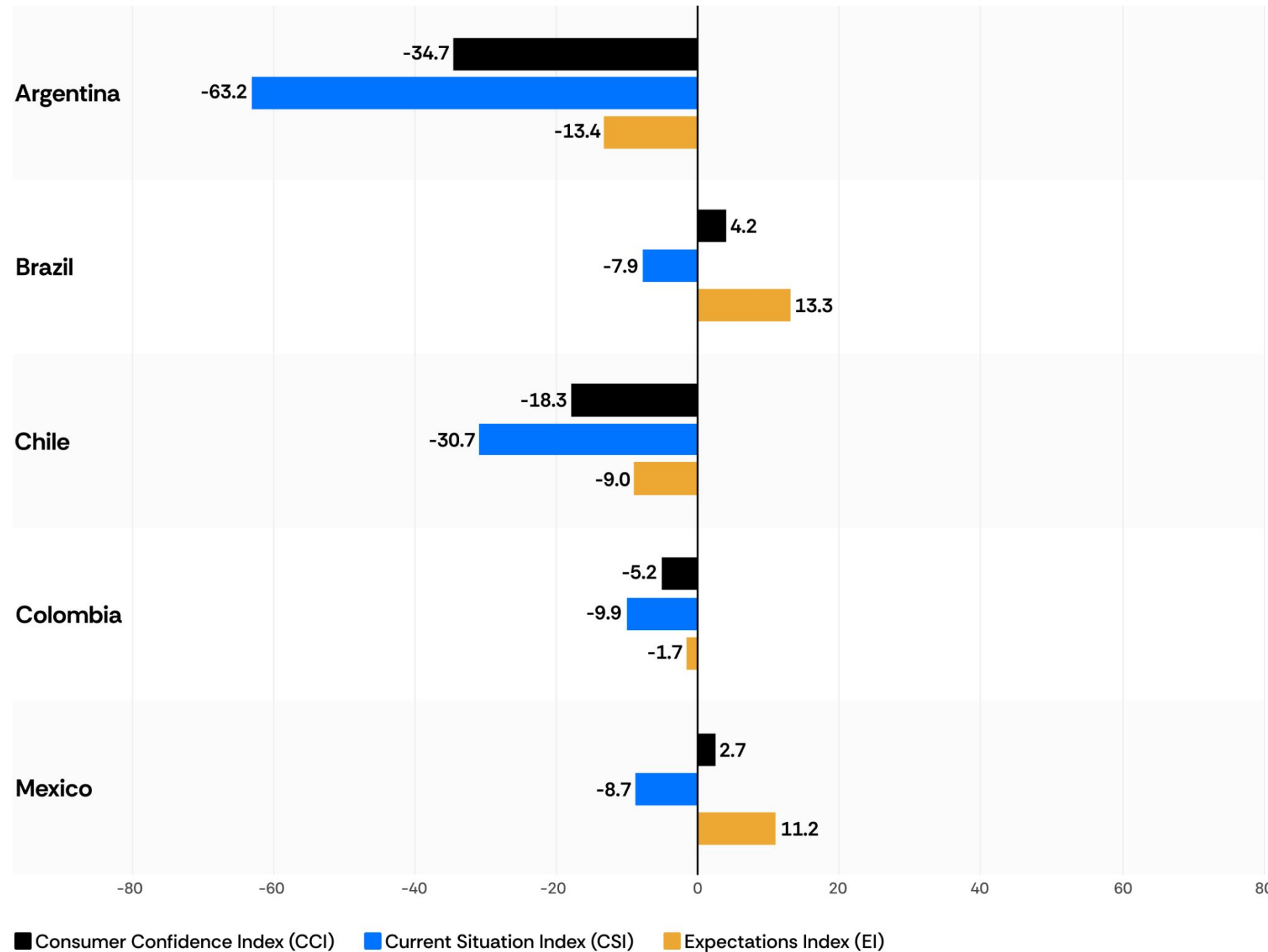**PREDICTIONS FOR THE NEAR FUTURE (EI - EXPECTATIONS INDEX)**

4 Future Local Economic Situation

5 Future Financial Situation of Households

6 Future Labor Market Situation

7 Expected Expenditures on Durable Goods

Consumer Confidence Index *

- ■ Consumer Confidence Index (CCI)
- ■ Current Situation Index (CSI)
- ■ Expectations Index (EI)

The Consumer Confidence Index (CCI) for Brazil, Argentina, Chile, Colombia, and Mexico reveals distinct variations in consumer sentiment across these countries. Brazil and Mexico stand out with CCI scores of 4.2 and 2.7, respectively, indicating overall optimism. In these countries, consumers are feeling confident about both the current situation and the future, though the Current Situation Index (CSI) for both (–7.9 for Brazil and –8.7 for Mexico) suggests that there is some mild dissatisfaction with present conditions. However, the positive Expectations Index (EI) for both countries reflects strong optimism regarding the economic outlook for the next six months.

In contrast, Colombia and Chile exhibit a more cautious consumer sentiment, with negative CCI scores (–5.2 and –18.3, respectively). This suggests a slight pessimism among consumers, especially in Chile, where confidence is weaker.

The CSI for Colombia (–9.9) and Chile (–30.7) further confirms that consumers are dissatisfied with current economic conditions, particularly in Chile. However, expectations for the future are somewhat brighter in both countries, with Chile's EI at –9.0 and Colombia's at –1.7, reflecting cautious optimism about the months ahead.

Argentina, however, presents a stark contrast to the other countries, with the lowest overall confidence. Its CCI is just –34.7, signaling a highly pessimistic outlook. This is reflected in the extremely low CSI score of –63.2, showing that consumers in Argentina are deeply dissatisfied with the current economic situation. While the EI of –13.4 indicates that expectations for the future are slightly more hopeful than the present, the overall outlook remains significantly more negative compared to the other countries in the group.

*We've subtracted 100 from the original values of the CCI, CSI and EI indexes for graphical simplification.

5 Economic Liberalism

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Economic Liberalism Index

The Economic Liberalism Index is a measure designed to evaluate how open and free–market oriented a country's economy is. It considers five key dimensions, such as the extent of private enterprise, the level of taxation, price setting, competition, and fiscal responsibility.

The higher the index value (closer to 100), the more the economy is perceived as liberal by its citizens. The index provides a comparative tool to assess the degree of market freedom across different countries, offering insights into their economic policies and structures.
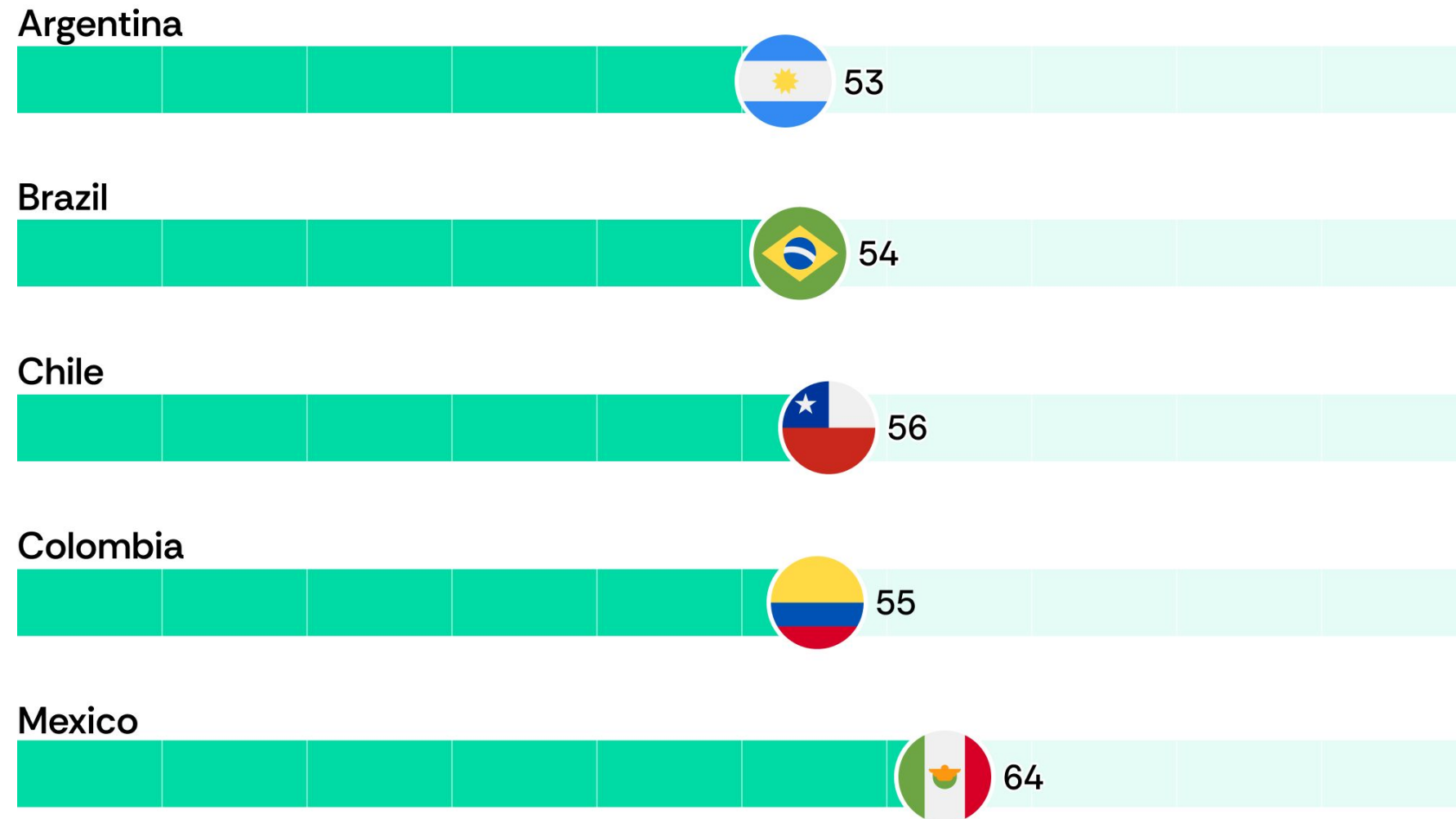
INDICATORS

1 Private Enterprise

2 Taxation

3 Price Setting

4 Free Competition

5 Fiscal Responsibility

Economic Liberalism Index

Argentina
53

Brazil
54

Chile
56

Colombia
55

Mexico
64

Brazil, Argentina, Chile, and Colombia are clustered within the 53 to 56 range, suggesting that while they have relatively liberal economies, they are far from being extreme examples of economic liberalism. Mexico, on the other hand, stands out with a higher score (64), indicating that its economy is perceived as more liberal compared to the others.

This situation could be explained by various factors. Mexico, for instance, has a very close economic relationship with the United States, which encourages more open trade policies and stronger integration into the global market, as well as direct influences on its regulatory and fiscal framework. Mexico's participation in NAFTA (now USMCA) is an example of how these relationships have shaped a more favorable environment for free competition and private enterprise.

In contrast, the South American countries (Brazil, Argentina, Chile, and Colombia) have historically alternated between periods of greater state intervention and market liberalization. Although Chile and Colombia show slightly higher scores, this may reflect their efforts to implement pro-market reforms, such as trade liberalization and privatizations, while Argentina and Brazil often face economic instability and cycles of stronger state intervention, which affects their perceived levels of economic liberalism.

Although all countries except Mexico are relatively close in terms of economic liberalism, Mexico's greater openness can be seen as a direct reflection of its economic relationships with liberal powers and its more consistent structural reforms.

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6 Inflation Expectation

Inflation Expectation Indexes

The inflation indexes (current and expected) are calculated from respondents' answers about how they perceive inflation and how they think it will evolve. The current index reflects respondents' perception of inflation experienced over the past six months, capturing the impact of recent price changes on everyday life.

The expected index measures respondents' expectations for inflation over the next six months, providing insights into how the population anticipates price trends in the near future. These indicators help understand public sentiment regarding inflation, complementing official data and offering insights into people's confidence in economic stability.

INDEXES

1 Current Inflation Expectation

2 Expected Inflation Expectation

Inflation Expectation Indexes

Argentina

- Current Inflation: 68.2%
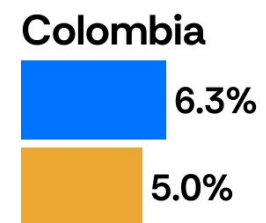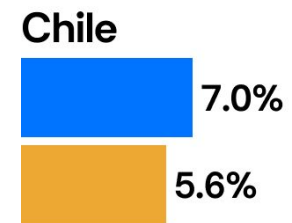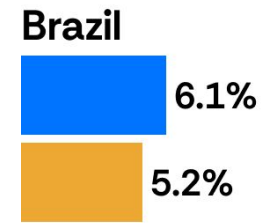- Expected Inflation: 49.6%

Brazil

- Current Inflation: 6.1%
- Expected Inflation: 5.2%

Chile

- Current Inflation: 7.0%
- Expected Inflation: 5.6%

Colombia

- Current Inflation: 6.3%
- Expected Inflation: 5.0%

Mexico

- Current Inflation: 6.6%
- Expected Inflation: 5.4%
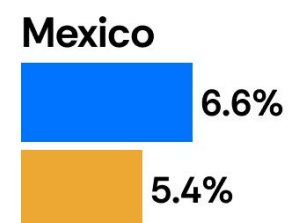
■ Current Inflation   ■ Expected Inflation

In terms of perceived inflation, Argentina shows the highest value, with 68.2%, far exceeding the other countries, which are very similar, hovering around 6.1 – 7.0%. Argentina's higher levels of current and expected inflation reflects the country's chronic economic instability. In contrast, the other countries exhibit perceptions of inflation that align with more controlled and stable economic conditions. We also note that current inflation measurements tend to be higher than the latest official data on the yearly inflation, except for Argentina, which faced a 209% yearly inflation in September.

For inflation expectations over the next six months, Argentina still shows a high inflation expectation of 49.6% although lower than the current perception (68.2%) and latest official figures (209%). For the other remaining countries, expected inflation is lower than the current figures (15% to 25% lower).

The lower values in the expected inflation indices suggest a sense of optimism across most of the countries analyzed. This indicates that respondents anticipate inflationary pressures to ease in the coming months. For countries like Brazil, Chile, Colombia, and Mexico, the relative alignment with official data reinforces confidence in stable price control moving forward. Even in Argentina, despite its high inflation, the expected index is notably lower than the current one, hinting at hope for some moderation of inflation in the near future.

Overall, these figures reflect a more positive outlook and the belief that inflation will remain manageable or even decrease in the near term.

It is worth noting that these figures align with consumer confidence scores, as respondents tend to be more optimistic about the future than the present.

AtlasIntel

Bloomberg

7

Geopolitical Influences

AtlasIntel   **Bloomberg**

Brazil and Argentina have the highest levels of familiarity with BRICS while Mexicans are mostly unfamiliar

Argentina

| 39% | 35% | 26% |

Brazil

| 44% | 45% | 11% |

Chile

| 11% | 30% | 59% |

Colombia

| 23% | 24% | 53% |

Mexico

| 5% | 25% | 70% |

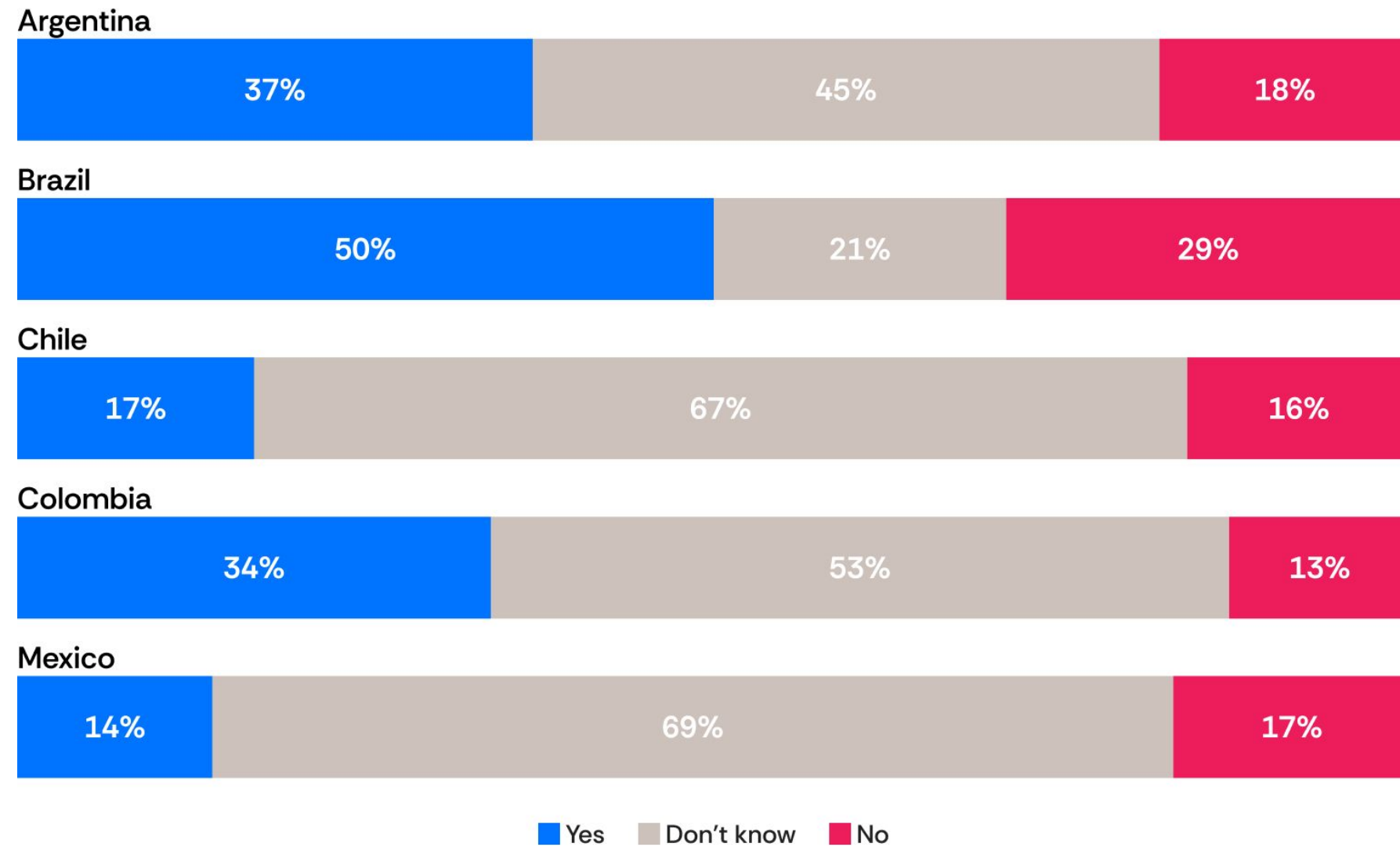■ Know well   ■ Know somewhat   ■ Don't know
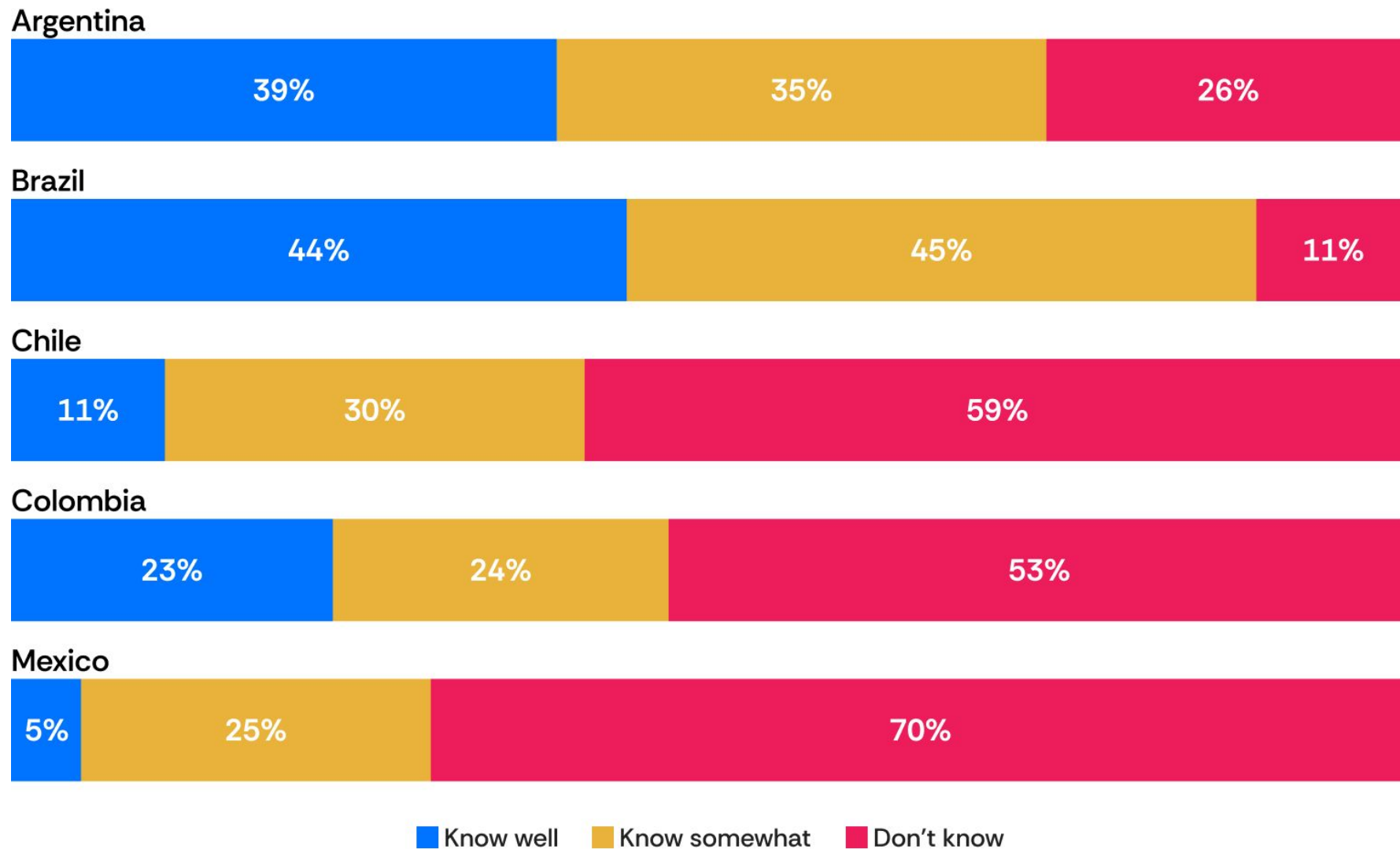
Brazilians demonstrate the highest familiarity with BRICS among the surveyed countries, with a significant portion (44%) indicating they know BRICS well. This proportion decreases in Argentina (39%) and further in Colombia (23%), with even lower familiarity observed in Chile (11%) and Mexico (5%).

Chile and Mexico report the highest percentages of respondents stating they lack knowledge of BRICS. In Mexico, in fact, a majority (70%) indicate they are unfamiliar with the bloc. Similarly, 59% of respondents in Chile and 53% in Colombia report limited awareness of BRICS.

The proportion of respondents expressing partial familiarity with BRICS varies between 25% and 45% across countries, with Mexico and Colombia at the lower end (25% and 24%, respectively) and higher levels observed in Chile (30%), Argentina (35%), and Brazil (45%).

When assessing overall BRICS familiarity (including respondents who indicated either strong or partial knowledge), Brazil and Argentina emerge as the countries with the greatest overall awareness—89% in Brazil and 74% in Argentina.

How familiar are you with the block of countries known as BRICS?

AtlasIntel   **Bloomberg**

Brazil had both the highest percentage of optimism and pessimism regarding BRICS' potential to challenge Western economic dominance

Argentina

37%	45%	18%

Brazil

50%	21%	29%

Chile

17%	67%	16%

Colombia

34%	53%	13%

Mexico

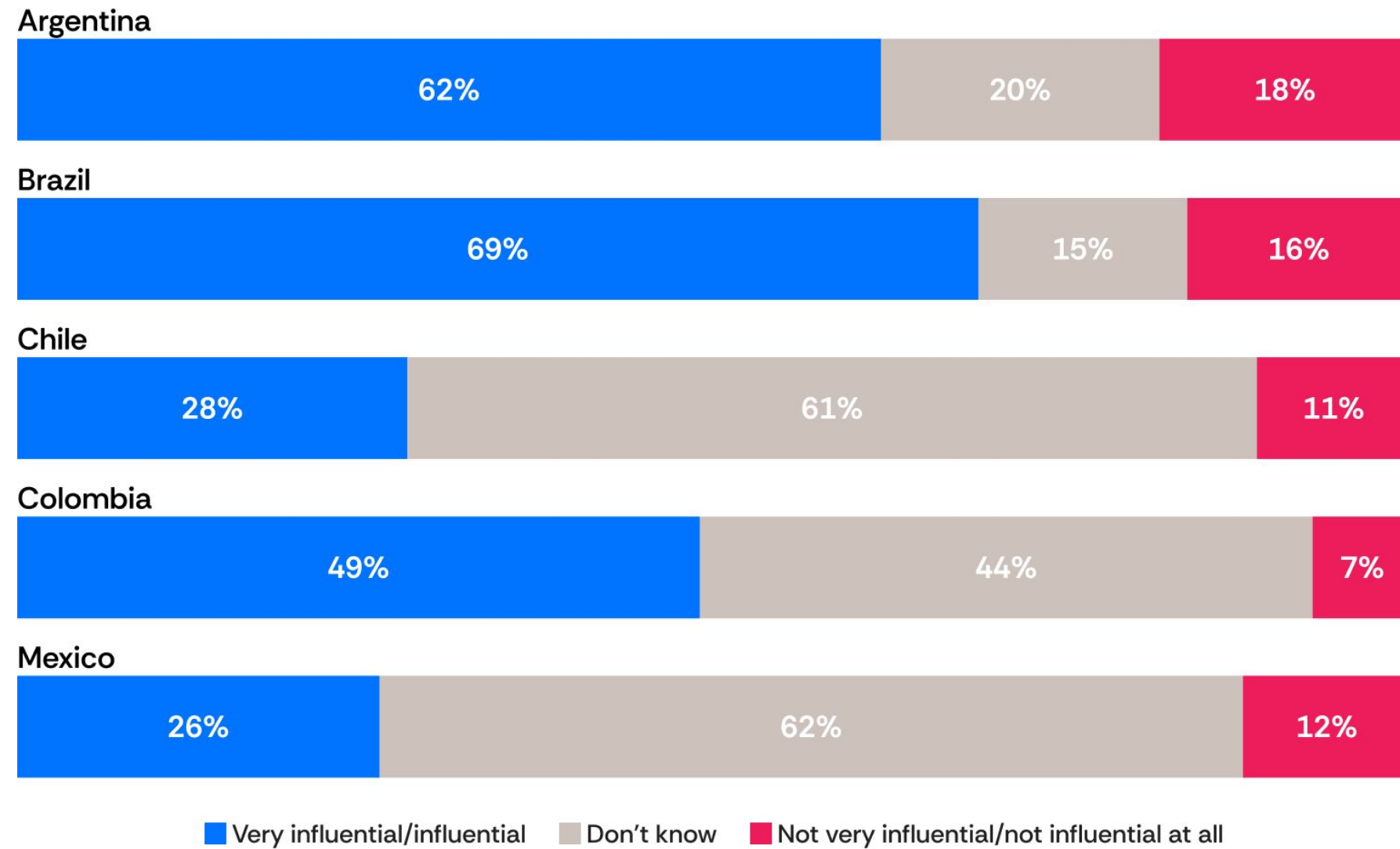|		
14%	69%	17%

■ Yes   ■ Don't know   ■ No

When asked about BRICS' potential to challenge Western economic dominance, a significant proportion of respondents indicated uncertainty. The share of undecided respondents is highest in Mexico (69%), Chile (67%), and Colombia (53%), while lower levels of uncertainty are observed in Argentina (45%) and Brazil (21%).

Brazilians, however, are the most optimistic about BRICS' potential; half of the Brazilian respondents (50%) believe BRICS can effectively challenge the West's economic influence. Optimism is also notable, though comparatively lower, in Argentina (37%) and Colombia (34%). In contrast, optimism levels are much lower in Chile (17%) and Mexico (14%).

While Brazil has the lowest percentage of undecided respondents (21%) and the highest level of optimism regarding BRICS' potential (50%), it also records the highest share of pessimists. In Brazil, 29% of respondents believe BRICS will not succeed in challenging Western economic dominance.

Pessimism varies only slightly across the other countries: 18% in Argentina, 17% in Mexico, 16% in Chile, and 13% in Colombia.

Do you believe that the BRICS have the potential to challenge the economic dominance of the West?

AtlasIntel   **Bloomberg**

Brazilians and Argentinians have the highest level of respondents who regard BRICS as very influential or influential on the world economy

Argentina

| 62% | 20% | 18% |

Brazil

| 69% | 15% | 16% |

Chile

| 28% | 61% | 11% |

Colombia

| 49% | 44% | 7% |

Mexico

| 26% | 62% | 12% |

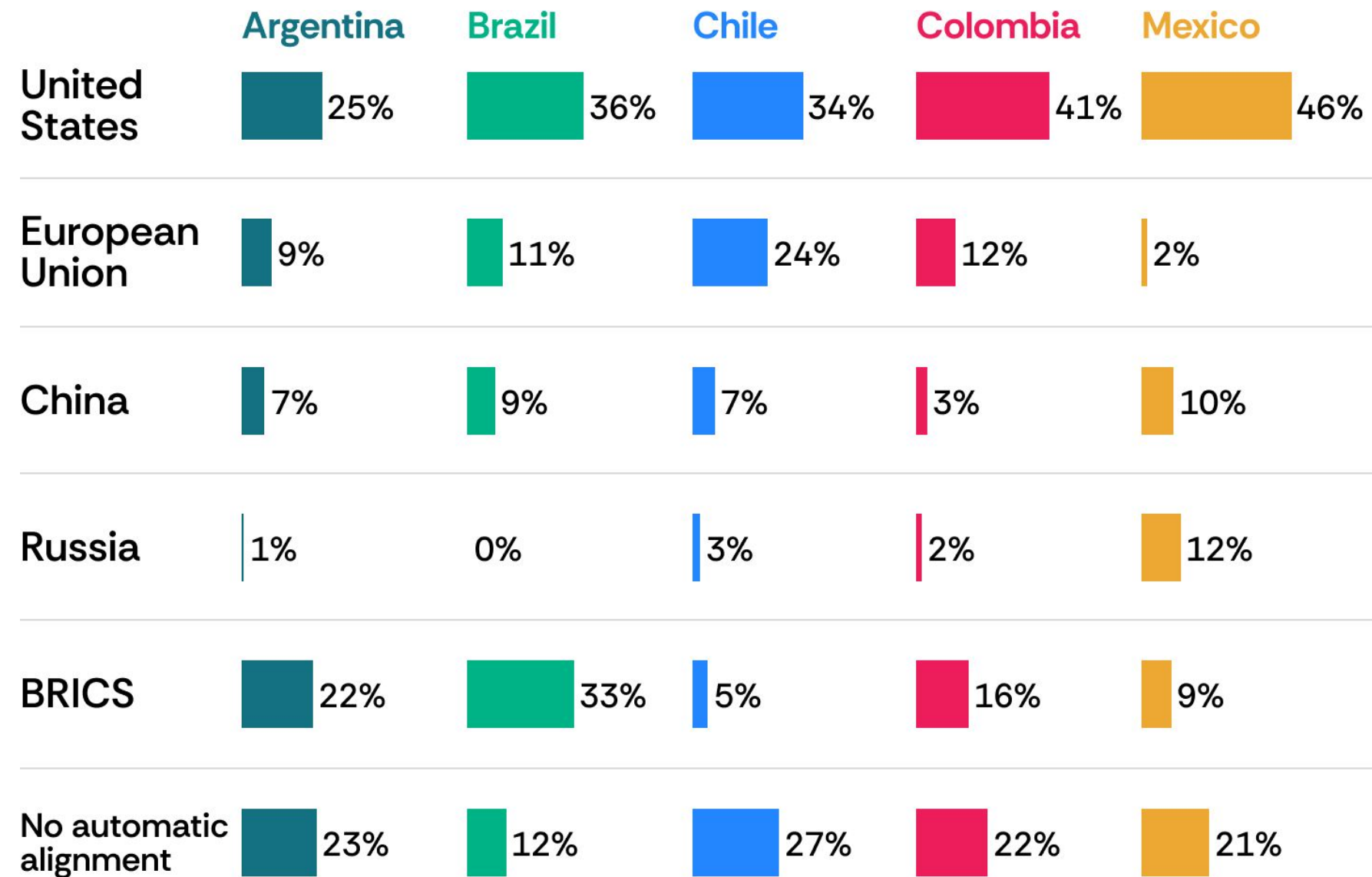■ Very influential/influential   ■ Don't know   ■ Not very influential/not influential at all

A majority of Brazilians and Argentinians perceive BRICS as highly influential or influential in the global economy, with 69% and 62%, respectively, holding this view. In Argentina, 20% of respondents indicated uncertainty, while only 18% consider BRICS to be either not very influential or lacking influence altogether. Similarly, in Brazil, 15% reported uncertainty, and 16% believe BRICS are not very influential or lack influence.

In Mexico, Chile, and Colombia, a substantial proportion of respondents expressed uncertainty regarding BRICS' influence, with 61%, 62%, and 44% respectively indicating they "don't know."

Among these three countries, Colombia has the highest share of respondents who regard BRICS as influential or highly influential (49%), followed by Chile (28%) and Mexico (26%).

Lastly, these countries show the smallest percentages of respondents who view BRICS as lacking influence. Colombia registers the lowest level of skepticism at 7%, followed by Chile at 11%, and Mexico at 12%.

How do you perceive the influence of the BRICS on the world economy?

Argentina and Brazil have the highest percentage of respondents that think that their country should align more closely with BRICS

	Argentina	Brazil	Chile	Colombia	Mexico
United States	25%	36%	34%	41%	46%
European Union	9%	11%	24%	12%	2%
China	7%	9%	7%	3%	10%
Russia	1%	0%	3%	2%	12%
BRICS	22%	33%	5%	16%	9%
No automatic alignment	23%	12%	27%	22%	21%

Latin American countries should align themselves more closely with:

Across all five countries, respondents generally indicate a preference for alignment with the United States. Nearly half of Mexican respondents (46%) believe their country should align more closely with the U.S., a sentiment also significant in Colombia (41%), with smaller percentages in Chile (34%), Brazil (36%), and Argentina (25%).
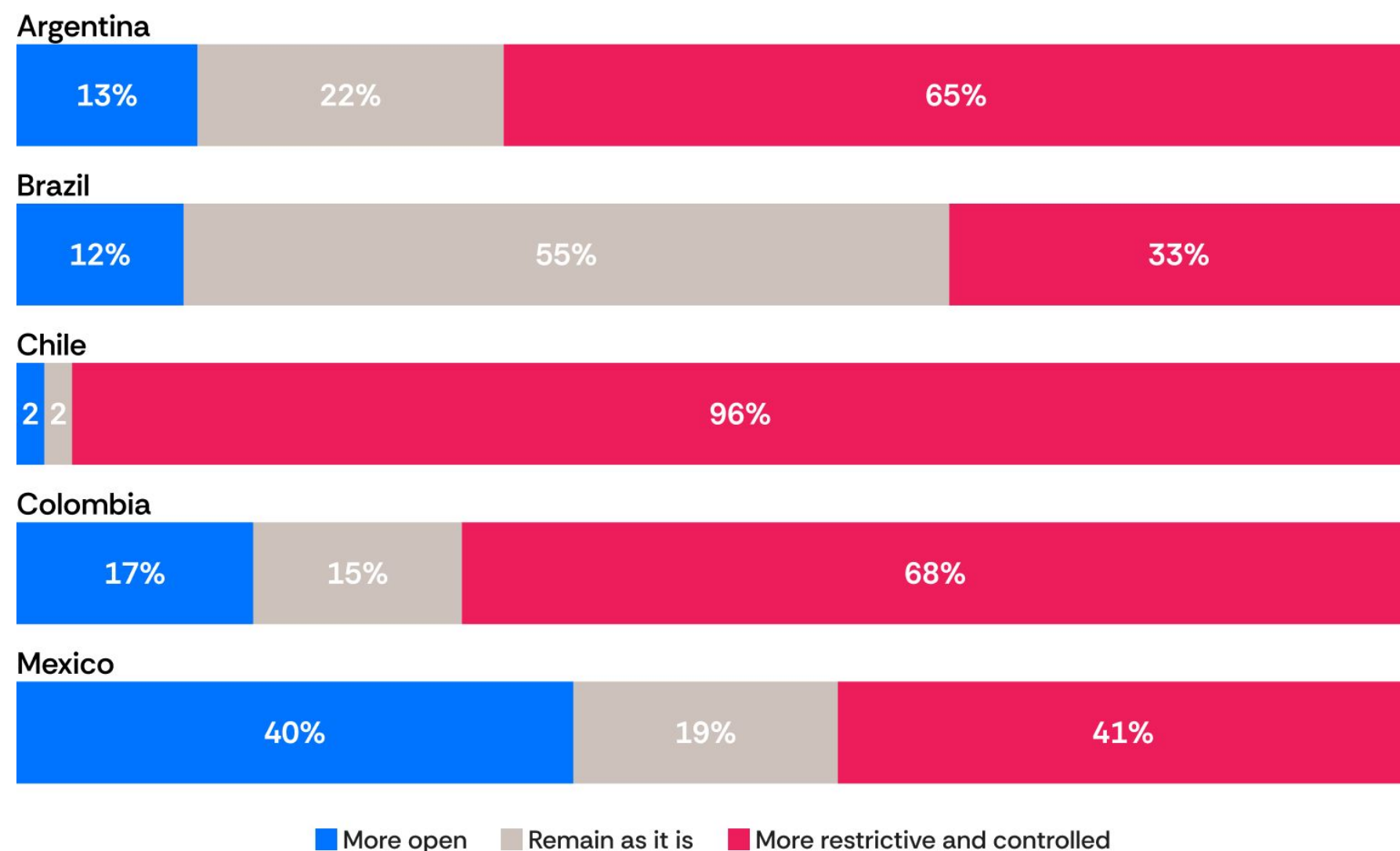
A notable proportion of respondents support avoiding automatic alignment with any major power, with this view most prevalent in Chile (27%) and Argentina (23%). Lower levels of support for non-alignment were seen in Colombia (22%) and Mexico (21%), while Brazil recorded the lowest proportion of such responses (12%). Those who favor closer alignment with BRICS are most prominent in Brazil (33%) and Argentina (22%), with lesser support in Colombia (16%), Mexico (9%), and Chile (5%).

Regarding potential alignment with the European Union, Chile shows the highest proportion of respondents favoring alignment with the EU (24%), followed by Colombia (12%) and Brazil (11%). Smaller proportions were seen in Argentina (9%) and Mexico (2%). In Argentina, Brazil, Colombia, and Mexico, more respondents favor alignment with BRICS over the EU, whereas Chile is the only country where the preference leans toward the EU.

A smaller percentage of respondents advocate alignment with China, with the highest levels in Mexico (10%), followed by Brazil (9%) and then Chile and Argentina (both 7%). Meanwhile, the highest proportion favoring closer alignment with Russia is observed in Mexico (12%).

AtlasIntel   **Bloomberg**

Most respondents in Chile, Colombia, and Argentina believe immigration policies should be more restrictive in their countries

Argentina

| 13% | 22% | 65% |

Brazil

| 12% | 55% | 33% |

Chile

| 2 | 2 | 96% |

Colombia

| 17% | 15% | 68% |

Mexico

| 40% | 19% | 41% |

■ More open   ■ Remain as it is   ■ More restrictive and controlled

In Chile, Colombia, and Argentina, a majority of respondents express support for more restrictive immigration policies in their respective countries.

In Chile, nearly all respondents (96%) share this view. In Colombia, 68% of respondents favor more restrictive immigration policies, while in Argentina, 65% support this stance.

Meanwhile, 17% of Colombians advocate for more open immigration policies, with only 15% preferring the status quo. In Argentina, 22% of respondents favor maintaining current policies, and just 13% support more open immigration.

In Mexico, public opinion is more evenly divided, with 40% of respondents supporting more open immigration policies and 41% favoring greater restrictions. Only 19% believe the policies should remain unchanged.

Lastly, in Brazil, the majority of respondents (55%) support maintaining the current immigration framework, while one-third (33%) advocate for more restrictive measures. A smaller portion of Brazilians (12%) favor more open immigration policies.

Do you believe that immigration policies in your country should be...

8 Sample profiles

Sample Profile: Argentina

TARGET POPULATION
Argentine adult population

SAMPLE SIZE
1,839 respondents

METHODOLOGY
Random Digital Recruitment (Atlas RDR)

MARGIN OF ERROR
±2 p.p.

CONFIDENCE LEVEL FOR ESTIMATION OF MARGIN OF ERROR
95%

POLLING PERIOD
10/10/2024-10/15/2024

GENDER

Female	51.3%
Male	48.7%

AGE

16–24	15.1%
25–34	19.9%
35–44	20.2%
45–59	24.7%
60–100	20.1%

EDUCATIONAL LEVEL

Primary education	12.5%
Secondary education	47.6%
College degree or higher	39.9%

FAMILY INCOME

Below $100.000	18.3%
$100.000 – $150.000	16.2%
$150.000 – $200.000	18.5%
$200.000 – $350.000	23.0%
Above $500,000	8.5%

Sample Profile: Brazil

TARGET POPULATION

Brazilian adult population

SAMPLE SIZE

2,371 respondents

METHODOLOGY

Random Digital Recruitment (Atlas RDR)

MARGIN OF ERROR

±2 p.p.

CONFIDENCE LEVEL FOR ESTIMATION OF MARGIN OF ERROR

95%

POLLING PERIOD

10/10/2024-10/14/2024

GENDER

Female	55.3%
Male	44.7%

AGE

16–24	11.7%
25–34	21.7%
35–44	20.6%
45–59	24.9%
60–100	21.2%

EDUCATIONAL LEVEL

Primary education	33.8%
Secondary education	42.0%
College degree or higher	24.2%

FAMILY INCOME

Below R$ 2.000	34.1%
R$ 2.000 a R$3.000	17.8%
R$ 3.000 a R$5.000	21.4%
R$ 5.000 a R$10.000	17.3%
Above R$ 10.000	9.4%

Sample Profile: Chile

TARGET POPULATION

Chilean adult population

SAMPLE SIZE

1,877 respondents

METHODOLOGY

Random Digital Recruitment (Atlas RDR)

MARGIN OF ERROR

±2 p.p.

CONFIDENCE LEVEL FOR ESTIMATION OF MARGIN OF ERROR

95%

POLLING PERIOD

10/10/2024-10/15/2024

GENDER

Female	52.7%
Male	47.3%

AGE

16–24	10.2%
25–34	16.9%
35–44	20.1%
45–59	27.6%
60–100	25.2%

EDUCATIONAL LEVEL

Primary education	11.1%
Secondary education	50.2%
College degree or higher	38.7%

FAMILY INCOME

Below $400.000	20.5%
$400.000 – $600.000	19.0%
$600.000 – $1.000.000	27.8%
$ 1.000.000 – $ 2.000.000	21.0%
Above $2.000.000	11.8%

Sample Profile: Colombia

TARGET POPULATION

Colombian adult population

SAMPLE SIZE

2,034 respondents

METHODOLOGY

Random Digital Recruitment (Atlas RDR)

MARGIN OF ERROR

±2 p.p.

CONFIDENCE LEVEL FOR ESTIMATION OF MARGIN OF ERROR

95%

POLLING PERIOD

10/10/2024-10/14/2024

GENDER

Female	52.9%
Male	47.1%

AGE

16–24	9.7%
25–34	19.0%
35–44	21.6%
45–59	27.3%
60–100	22.4%

EDUCATIONAL LEVEL

Primary or secondary education	61.4%
College degree or higher	38.6%

FAMILY INCOME

Below $ 400.000	11.6%
$ 400.000 – $ 900.000	14.6%
$ 900.000 – $ 2.000.000	37.6%
$ 2.000.000 – $ 4.000.000	24.4%
Above $ 4.000.000	11.8%

Sample Profile: Mexico

TARGET POPULATION

Mexican adult population

SAMPLE SIZE

1,803 respondents

METHODOLOGY

Random Digital Recruitment (Atlas RDR)

MARGIN OF ERROR

±2 p.p.

CONFIDENCE LEVEL FOR ESTIMATION OF MARGIN OF ERROR

95%

POLLING PERIOD

10/10/2024-10/14/2024

GENDER

Female	53.9%
Male	46.1%

AGE

16–24	13.9%
25–34	20.7%
35–44	24.4%
45–59	22.3%
60–100	18.8%

EDUCATIONAL LEVEL

Primary education	30.7%
Secondary education	32.9%
Preparatory or technical	19.1%
Bachelor's or postgraduate	17.3%

FAMILY INCOME

Below 10,000 pesos	56.8%
10,000 – 15,000 pesos	15.5%
15,000 – 25,000 pesos	15.5%
25,000 – 50,000 pesos	7.4%
Above $ 50,000 pesos	4.9%

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LATAM PULSE ARGENTINA
AtlasIntel Bloomberg

OUTUBRO 2024
LATAM PULSE BRASIL
AtlasIntel Bloomberg

OCTUBRE 2024
LATAM PULSE CHILE
AtlasIntel Bloomberg

OCTUBRE 2024
LATAM PULSE COLOMBIA
AtlasIntel Bloomberg

OCTUBRE 2024
LATAM PULSE MEXICO
AtlasIntel Bloomberg