



**Global Attitudes  
Towards Immigration  
EOY 2015**

# AMERICAS



**IBOPE**  
inteligência



**Embargoed until 00:01 Greenwich Mean Time on February 25<sup>th</sup>, 2016**

## **WIN Global Poll Shows the World is divided on Immigration**

WIN, the world's leading association in market research and polling, has published its 39th Annual Survey exploring the outlook, expectations, views and beliefs of 68595 people from 69 countries across the globe. The poll shows that of the 69 countries, popular opinion in 42 countries is opposed to immigration, while it is favourable in 27 countries.

Globalization and the possibilities of travel and relocation divide the world into three groups of countries: the Poor countries where the majority supports immigration, the Middle and Upper Income countries where the majority is in opposition to immigration and the Rich whose majorities are divided between supporting and opposing nations. Among the 18 Poor countries, where the average per capita annual income is less than 10,000 USD, the majority is opposed in only 3 of them. Among the Middle and Upper Income countries, that have an average annual per capita income of between 10,000 USD and 35,000 USD, the views held by the majorities are exactly the opposite: only 3 are in favour while 31 are opposed. Interestingly in the Rich countries with incomes above 35,000 USD, the majorities are divided: In 8 of the 17 countries polled, 9 were in favour of and 8 were opposed to immigration.

<b>RICH COUNTRIES</b>	
<b>Annual per capita income &gt; 35,000 USD</b>	
<b>COUNTRY NAME</b>	<b>NET SUPPORT</b>
Iceland	+39%
Saudi Arabia	+39%
Finland	+35%
Sweden	+27%
Canada	+11%
Japan	+7%
Ireland	+7%
Germany	+5%
United States	+5%
Denmark	-11%
Austria	-12%
United Kingdom	-21%
Australia	-22%
Hong Kong	-23%
Netherlands	-28%
France	-37%

<b>Belgium</b>	<b>-49%</b>
<b>MIDDLE INCOME COUNTRIES</b>	
<b>Annual per capita income between 10,000 USD and 35,000 USD</b>	
<b>COUNTRY NAME</b>	<b>NET SUPPORT</b>
<b>China</b>	<b>+74%</b>
<b>Mexico</b>	<b>+10%</b>
<b>Peru</b>	<b>+8%</b>
<b>Argentina</b>	<b>-3%</b>
<b>Spain</b>	<b>-5%</b>
<b>Portugal</b>	<b>-10%</b>
<b>Brazil</b>	<b>-11%</b>
<b>Panama</b>	<b>-11%</b>
<b>Korea, Rep (South)</b>	<b>-15%</b>
<b>Russian Federation</b>	<b>-17%</b>
<b>South Africa</b>	<b>-24%</b>
<b>Indonesia</b>	<b>-25%</b>
<b>Romania</b>	<b>-26%</b>
<b>Latvia</b>	<b>-33%</b>
<b>Azerbaijan</b>	<b>-33%</b>

<b>Colombia</b>	-34%
<b>Turkey</b>	-35%
<b>Poland</b>	-38%
<b>Czech Republic</b>	-39%
<b>Serbia</b>	-40%
<b>Tunisia</b>	-41%
<b>Italy</b>	-44%
<b>Greece</b>	-45%
<b>Macedonia</b>	-46%
<b>Lebanon</b>	-50%
<b>Bulgaria</b>	-51%
<b>Algeria</b>	-51%
<b>Bosnia and Herzegovina</b>	-53%
<b>Ecuador</b>	-53%
<b>Slovenia</b>	-55%
<b>Mongolia</b>	-58%
<b>Iran</b>	-59%
<b>Iraq</b>	-62%

<b>Thailand</b>	<b>-65%</b>
<b>POOR COUNTRIES</b>	
Annual per capita income < 10,000 USD	
<b>COUNTRY NAME</b>	<b>NET SUPPORT</b>
<b>Pakistan</b>	+65%
<b>Ethiopia</b>	+55%
<b>Vietnam</b>	+47%
<b>Congo</b>	+46%
<b>Ghana</b>	+45%
<b>Nigeria</b>	+44%
<b>Bangladesh</b>	+40%
<b>Fiji</b>	+38%
<b>India</b>	+28%
<b>Philippines</b>	+24%
<b>Ukraine</b>	+22%
<b>Afghanistan</b>	+19%
<b>Morocco</b>	+13%
<b>Papua New Guinea</b>	+13%
<b>Armenia</b>	+10%
<b>Palestinian territories (West Bank and Gaza)</b>	<b>-20%</b>
<b>Georgia</b>	<b>-21%</b>

Kosovo	-42%
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### **OTHER HIGHLIGHTS FROM GLOBAL FINDINGS**

There are important differences in attitudes towards immigration across age and income groups. The Young, under Age 35 are globally more favourable than the older population towards immigration, the net support among them is +30%, compared to over Age 55, among whom the net support drops to +15%. Among the Bottom Income quintile, the net support globally is only +2%, but among the top quintile it is +53%. Thus globally as well as within regions, the Poor are more opposed to immigration than the Rich in the same societies.

### **REGIONAL OBSERVATIONS (AMERICAS)**

It comes as a surprise that attitudes towards immigration are net favourable in Canada and USA, both of whom receive migrant workers. On the other hand attitudes are net unfavourable in 5 of the 7 countries polled in Latin America, even though Latin America is on the whole seen as a labour exporting rather than a labour importing area. Except for Mexico (net support of +10%) and Peru (net support of 8%), attitudes in all other Latin American countries are net unfavourable: Argentina (-3%), Brazil (-11%), Columbia (-34%), Ecuador (-53%) and Panama (-11%)

## REGIONAL INTERPRETATIONS (AMERICAS)

On the one hand, the **USA** has important roots in immigration from all over the world, and today is the country that most attracts immigration because it is perceived as the “country of opportunities”. In addition, they believe that their progress is linked to immigrants, new culture, new ideas...

On the other hand, USA is closed to countries with several problems, poverty, drug trafficking, civil war, etc. generating important immigration movements (Mexico, Colombia, Central American countries ...)

Currently, there are around 11 million illegal immigrants in the USA and the question remains to “what extent this brings some benefit to the country?” This question is being strongly exploited by Donald Trump, presidential candidate of the USA. Maybe, that’s why Americans are divided in their responses with only 5% net support.

With respect to **Canada**, the results are really surprising, since it is a country extremely open to immigration and only gets 11% of net support.

Concerning **Brazil**, although it is also a country with strong roots in immigration, more recently there was no migration to Brazil. Instead, Brazil currently exports more labor than it imports.

Perhaps the benefits brought by Italian, Portuguese, Japanese, German, etc. have been lost in time, leaving only the feeling of inferiority (less educated people) and only causing the perception of loss of job opportunities (Brazil net support = -11%).



**Argentina** has also important roots in immigration although coming from different sources of people. However, the internal crisis they went through in the last years turned the immigration issue completely negligible, with about the same number of people thinking good or bad.

(Argentina net support = -3%).

Regarding **Panama**, on the one hand, they have a dollarized economy, so Panamanians tend not to migrate to other countries. On the other hand, they have become a hub for many Latin American multinationals that have special laws for hiring foreign. Therefore, Panama has received a high number of foreigners in recent years, generating in Panamanian a sense of loss of jobs (Panama net support = -11%)

**Ecuador** (net support = -53%)

Possibly this negative reaction has to do with the bad performance of multinational oil companies that completely neglected the environment and the population.

In addition, nowadays, there are migratory waves of Cubans going to Ecuador as an alternative pathway to USA.

**Colombia** (net support = -34%)

In the recent past, there were too many expulsions of Colombian citizens from Venezuela and that caused a humanitarian crisis in Colombia. This painful expulsion from a country that Colombian considers brother may explain the

low percentage of support to immigration. Besides, Colombia did not have any support from their neighbors when the country asked for a meeting to discuss the issue of Expulsion of his citizens in the OEA.

In addition, similar to Ecuador and Panama, two neighbor countries, both with the dollar as official currency, Colombia has suffered restriction to its commerce because of the 30% loss of value of its currency. All these problems may have influenced in a negative way the public opinion concerning immigration.

### **Mexico** (net support = +10%)

It is a two-way street, the same way a great proportion of Mexican want to migrate to the USA, they tend to accept the immigration of foreigners workers in their country.

Mexico sees in a positive way the arrival of foreigners. Mexico is a developing country and foreigners are seen as well prepared people that bring good things to the companies and the country. In addition, nowadays, there is more investments of foreign companies in Mexico, generating new sources of employment and providing both labor and technological knowledge.

### **Peru** (net support = +8%)

The immigration in Peru has taken place since the time of Virreynato, with Spanish and African over his Republican era and even today, with the most important migratory movements of Italy and Asia (mainly from China after Japan, Korea ).

Chinese and Japanese left both positive and negative marks. In the case of the Chinese, the welcome cheap labor turned slowly into anti-Chinese feelings with serious consequences between the two peoples. The Japanese, in turn, also initially welcome, ended in USA camps, soon after World War II. That is probably why the net support is not so high.

Nowadays, foreign workers share their knowledge and help local workers to improve their skills. This differs from other countries that might receive workers with a lower educational level, therefore, Peruvians don't feel threatened by immigrants.

Table 1:

**Results in alphabetical order**

**Question:** Generally speaking do you think the immigration of foreign workers is a good thing or a bad thing for [insert your country]?

*Percent of Respondents*

	All					Net Support
	Unweighted Count	Col%	A good thing	A bad thing	I don't know / I prefer not to answer	4=2-1
			1	2	3	
<b>Global average</b>	<b>68896</b>	<b>100.00</b>	<b>56%</b>	<b>32%</b>	<b>12%</b>	<b>25%</b>
<b>Argentina</b>	977	.72	39%	42%	19%	-3%
<b>Brazil</b>	2985	3.44	39%	50%	11%	-11%
<b>Canada</b>	1010	.68	48%	37%	14%	11%
<b>Colombia</b>	991	.65	31%	64%	5%	-34%
<b>Ecuador</b>	948	.23	16%	69%	15%	-53%
<b>Mexico</b>	1002	.53	51%	41%	8%	10%
<b>Panama</b>	1200	.05	41%	53%	6%	-11%
<b>Peru</b>	1000	.40	49%	40%	11%	8%
<b>United States</b>	1000	5.96	42%	37%	21%	5%

Weighted according to Adult Population 18+  
SOURCE :WIN Annual Global Poll/ EOY, December 2015

\*figures rounded off to the nearest whole number

\*COMPARATIVE PICTURE; global sample

Table 2:

**Net Indicator in Rank Order**

**Question:** Generally speaking do you think the immigration of foreign workers is a good thing or a bad thing for [insert your country]?

*Percent of Respondents*

		<b>Net Support</b>
<b>Global average</b>		<b>25%</b>
	<b>Canada</b>	11%
	<b>Mexico</b>	10%
	<b>Peru</b>	8%
	<b>United States</b>	5%
	<b>Argentina</b>	-3%
	<b>Brazil</b>	-11%
	<b>Panama</b>	-11%
	<b>Colombia</b>	-34%
	<b>Ecuador</b>	-53%
Weighted according to Adult Population 18+ SOURCE :WIN Annual Global Poll/ EOY, December 2015		
*figures rounded off to the nearest whole number *COMPARATIVE PICTURE; global sample		

Table 3:

**Regional Results (Americas)**

**Question:** Generally speaking do you think the immigration of foreign workers is a good thing or a bad thing for [insert your country]?

	Unweighted Count	Col%	A good thing	A bad thing	I don't know / I prefer not to answer	NET SUPPORT
			1	2	3	4=2-1
<b>ALL AMERICA</b>	<b>11113</b>	<b>100.00</b>	<b>41%</b>	<b>42%</b>	<b>17%</b>	<b>-1%</b>
North America sub region	2010	52.45	43%	37%	20%	6%
Latin America sub region	9103	47.55	39%	50%	11%	-11%
<b>North America sub region</b>	<b>2010</b>	<b>52.45</b>	<b>43%</b>	<b>37%</b>	<b>20%</b>	<b>6%</b>
United States	1000	47.08	42%	37%	21%	5%
Canada	1010	5.37	48%	37%	14%	11%
<b>Latin America sub region</b>	<b>9103</b>	<b>47.55</b>	<b>39%</b>	<b>50%</b>	<b>11%</b>	<b>-11%</b>
Brazil	2985	27.17	39%	50%	11%	-11%
Mexico	1002	4.18	51%	41%	8%	10%
Colombia	991	5.15	31%	64%	5%	-34%
Argentina	977	5.66	39%	42%	19%	-3%
Peru	1000	3.14	49%	40%	11%	8%
Ecuador	948	1.84	16%	69%	15%	-53%
Panama	1200	.42	41%	53%	6%	-11%
<b>Weighted according to Adult Population 18+</b> <b>SOURCE :WIN Annual Global Poll/ EOY, December 2015</b>						
<small>*figures rounded off to the nearest whole number  *COMPARATIVE PICTURE; global sample</small>						

Table 4:

**Demographics-wise results (Americas)**

**Question:** Generally speaking do you think the immigration of foreign workers is a good thing or a bad thing for [insert your country]?

		Unweighted Count	Col%	A good thing	A bad thing	I don't know / I prefer not to answer	NET SUPPORT 4=2-1
				1	2	3	
<b>Gender</b>		11113	100.00	41%	42%	17%	-1%
<b>D1. Gender</b>	<b>Male</b>	5446	48.43	46%	42%	12%	4%
	<b>Female</b>	5667	51.57	37%	43%	21%	-6%
<b>Age</b>		11113	100.00	41%	42%	17%	-1%
<b>D2A. Age.</b>	<b>Under 34</b>	4478	38.19	49%	34%	17%	15%
	<b>35 - 54</b>	4084	35.22	39%	45%	16%	-6%
	<b>55+</b>	2551	26.59	35%	48%	17%	-13%
<b>Monthly Household Income</b>		11113	100.00	41%	42%	17%	-1%
<b>D3. Income</b>	<b>Low</b>	4839	39.20	38%	42%	20%	-4%
	<b>Medium</b>	2724	29.03	41%	46%	13%	-5%
	<b>High</b>	2638	19.90	53%	37%	10%	16%

	<b>DK/NR</b>	912	11.87	32%	39%	29%	-7%
<b>Education</b>		11113	100.00	41%	42%	17%	-1%
<b>D4. Education: Highest attained</b>	<b>Low</b>	2422	14.71	41%	41%	18%	0%
	<b>Medium</b>	5054	39.89	37%	47%	16%	-10%
	<b>High</b>	3588	44.15	45%	39%	16%	7%
	<b>DK/NR</b>	49	1.25	18%	32%	50%	-14%
<b>Religion</b>		11113	100.00	41%	42%	17%	-1%
<b>D6. Do you consider yourself:</b>	<b>All christian</b>	9018	70.54	38%	48%	14%	-9%
	<b>Muslims</b>	30	.65	69%	3%	28%	65%
	<b>Others religion</b>	709	10.51	49%	28%	23%	21%
	<b>No religion</b>	863	11.75	54%	30%	16%	24%
	<b>DK/NR</b>	493	6.54	31%	34%	35%	-3%

**Weighted according to Adult Population 18+**  
**SOURCE :WIN Annual Global Poll/ EOY, December 2015**

\*figures rounded off to the nearest whole number  
\*COMPARATIVE PICTURE; global sample



Table 5:

**National Income-Wise Results**

**Question:** Generally speaking do you think the immigration of foreign workers is a good thing or a bad thing for [insert your country]?

*Percent of Respondents*

	<b>GNI per capita, PPP (current international \$)</b>	<b>Net Support</b>
<b>United States</b>	55,860	5%
<b>Canada</b>	43,400	11%
<b>Panama</b>	19,930	-11%
<b>Argentina</b>	17,250	-3%
<b>Mexico</b>	16,500	10%
<b>Brazil</b>	15,590	-11%
<b>Colombia</b>	12,900	-34%
<b>Peru</b>	11,440	8%
<b>Ecuador</b>	11,170	-53%

**Weighted according to Adult Population 18+**  
**SOURCE :WIN Annual Global Poll/ EOY, December 2015**

\*figures rounded off to the nearest whole number  
\*COMPARATIVE PICTURE: global sample

## METHODOLOGY & CONTACT SHEET (AMERICAS)

	Country	Company name	Method	Sample	Coverage	Population	Pop. represented by sample	Field Dates	Weighting factors
1	<b>ARGENTINA</b>	Voices! Research & Consultancy	F2F	1000	National	41 446 246	28 000 000	October 30- November 7, 2015	Yes
2	<b>BRAZIL</b>	IBOPE Inteligência	F2F/Online	2002	National	201 400 000	149 224 231	October 15-19, 2015	No
3	<b>CANADA</b>	Leger	Online	1000	National	34 482 779	26 579 045	October 27- November 8, 2015	Yes
4	<b>COLOMBIA</b>	Centro Nacional de Consultoría	CATI	1000	Urban	46 581 823	25 489 171	October 26- November 6, 2015	Yes
5	<b>ECUADOR</b>	CEDATOS	F2F	1000	Urban	16 278 844	10 965 256	October 26- November 6, 2015	Yes
6	<b>MEXICO</b>	BRAIN	F2F	1000	National	112 336 538	20 673 368	October 19-31, 2015	Yes
7	<b>PANAMA</b>	Dichter & Neira	F2F	1224	National	3 405 813	2 067 459	October 15- 18, 2015	No
8	<b>PERU</b>	DATUM Internacional	F2F	1000	National	27 412 157	15 523 831	October 16-21, 2015	No
9	<b>USA</b>	Leger USA	Online	1000	National	313 000 000	233 000 000	October 27- November 8, 2015	Yes

**FOR FURTHER INFORMATION PLEASE CONTACT THE FOLLOWING SPOKESPERSONS:**

Jean-Marc Leger, President WIN  
Email: [jmleger@leger360.com](mailto:jmleger@leger360.com)



**OPINION RESEARCH COMMITTEE MEMBERS (WIN):**

Ijaz Shafi Gilani (Chair)  
Email: [gilani@gallup.com.pk](mailto:gilani@gallup.com.pk)



Marita Carballo  
Email: [maritacarballo@voicesconsultancy.com](mailto:maritacarballo@voicesconsultancy.com)



Johnny Heald  
Email: [jheald@orb-international.com](mailto:jheald@orb-international.com)



**REGIONAL SPOKESPERSON (AMERICAS):**

Laure Castelnau  
Email: [laure.castelnau@ibopeinteligencia.com](mailto:laure.castelnau@ibopeinteligencia.com)



## OPINION RESEARCH COMMITTEE COORDINATOR AND LOGISTICS:

Natacha Vanasse

Email: [nvanasse@wingia.com](mailto:nvanasse@wingia.com)

Misha Raza

Email: [misha.raza@gallup.com.pk](mailto:misha.raza@gallup.com.pk)

**Please Note:** In case of any unintended error, misrepresentation or omissions please write to Misha Raza and CC to Natacha Vanasse (both listed above with contact details).



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