



BBC International Study in thirty countries



Russia and Putin as points of reference for Mexico

Mexicans have looked at Russia as a reference point since traveling intellectuals in the 1920s first grouped Mexico, Turkey and the Soviet Union together as countries to study and compare with regard to developmental questions. Russia in its new incarnation remains a point of interest for Mexico. We participated in the BBC World Service poll, coordinated by Globescan, in a thirty-country opinion study at the end of 2007. See www.globescan.com and www.worldpublicopinion.org for the full details.

Mexican opinion is interesting in comparison to an average of public opinion in the G-7 countries; both Mexico (see chart below) and the G-7 found the influence of Russia to be mainly negative by a similar margin. (Mexico has roughly similar opinion on a number of these questions with the other countries surveyed in Latin America).



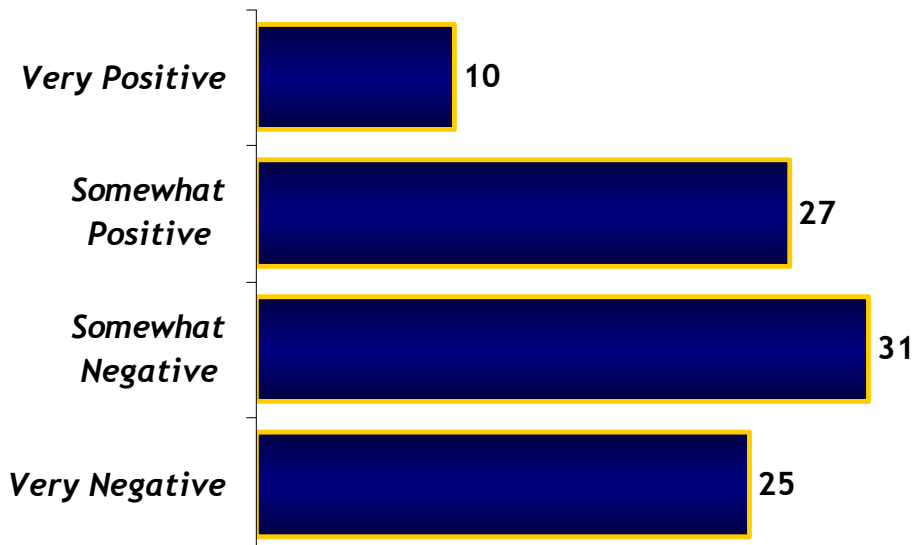
Public opinion in the G7 group found that the influence of Putin on the quality of life in Russia was on balance negative 44% to 39% positive; compare Mexico's 46% negative to 42% positive. The same is generally true for Putin's leadership on democracy and human rights in Russia: G7 56% negative (Mexico 56%); G7 26% positive (Mexico 37%).



Influence of President Putin's Leadership on the Quality of Life in Russia



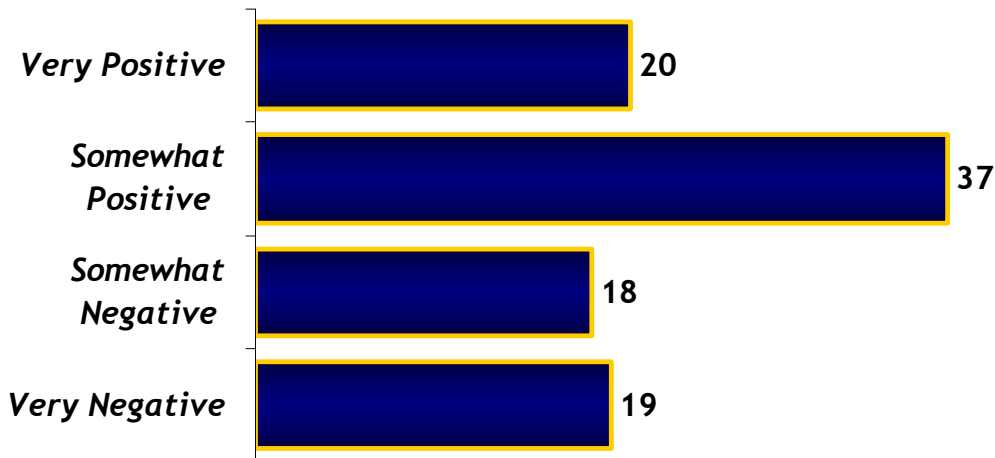
Influence of President Putin's Leadership on Democracy and Human Rights in Russia



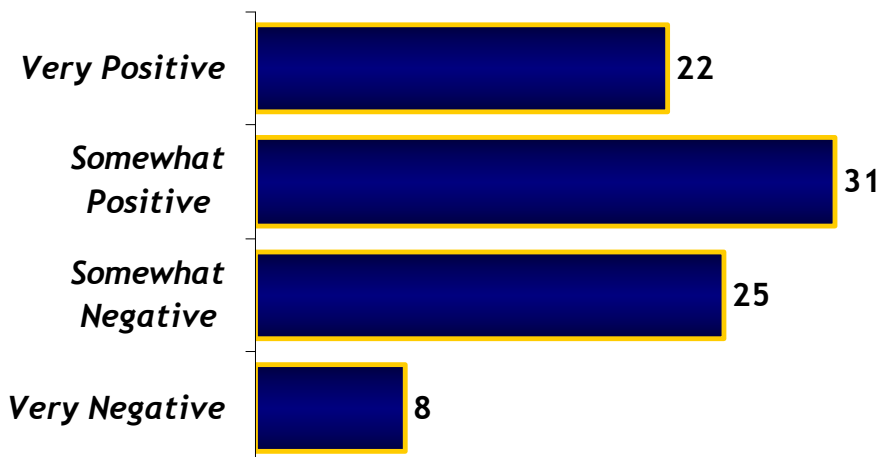


On the other hand, Mexico tends to be more positive than the G7 on Putin's international leadership (G7 45% positive, compared to Mexico's 57% positive), and on his making Russia reliable as an energy supplier (G7 37% positive, compared to Mexico's 53% positive).

Influence of President Putin's Leadership on Russia's Overall Relations with Other Countries



Influence of President Putin's Leadership on Russia's Reliability as a Supplier of Energy to Other Countries





Looking at and comparing what people think of another country is often a useful window into understanding what the same people think of their own country. A survey such as this BBC international study is a starting point for researching the media and the culture of each country surveyed. However the results are parsed, we have come a long way since the Cold War.

Dan Lund
President
The MUND Group
Mexico City

The bulletins of Opinion Report from MUND Américas are an independent commentary on our own and other polls, as well as public policy in general. MUND Américas is a Mexican commercial and public policy research center. The Opinion Reports are a publicly available service for those active in politics, diplomacy, journalism and business.

