



NATIONAL PUBLIC OPINION STUDY

November 26 – December 9, 2009



METHODOLOGY



1. **RESEARCH FIRM:** Investigacion y Asesoría de Mercado (INVAMER/GALLUP)
2. **TYPE OF STUDY:** National Public Opinion Study
3. **TARGET GROUP:** Men and women older than 18 years and residents of different Colombian municipalities, excluding municipalities in the previously-designated national territories of San Andrés and Providencia Islands, and in jungle territories or territories difficult to access.
4. **KIND OF INTERVIEW:** The interview was conducted personally in homes.
5. **ERROR MARGIN:** The total results have a 2.53 percent error margin and a confidence level of 95 percent.
6. **FIELD WORK:** The field work was carried out between November 26 - December 9, 2009. Interviewers were all required to undergo rigorous training prior to the execution of the poll; 20 percent of their field work was supervised.

7. SAMPLE SIZE: A total of 1,500 surveys were carried out, of which 1,200 were urban and 300 were rural.

Four Large Cities: Bogotá, Medellín, Cali and Barranquilla

Other Capital Cities: Cartagena, Riohacha, Santa Marta, Valledupar, Tunja, Bucaramanga, Cúcuta, Florencia, Villavicencio, Armenia, Pereira, Sincelejo, Pasto.

Cities with more than 20,000 residents, City (Department): Soledad (Atlántico), Lorica (Córdoba), Soacha (Cundinamarca), Bello (Antioquia), Envigado (Antioquia), Palmira (Valle del Cauca), San Pablo (Bolívar), Ayapel (Córdoba), Fonseca (La Guajira), El Paso (Cesar), La Unión (Valle del Cauca), Facatativá (Cundinamarca), Cajicá (Cundinamarca), La Plata (Huila), Espinal (Tolima), Girón (Santander), Pamplona (Santander), Caucasia (Antioquia), Sabaneta (Antioquia), Santa Rosa de Osos (Antioquia), Chinchiná (Caldas), La Virginia (Risaralda), Zarzal (Valle del Cauca), Samaniego (Nariño), Gaudalajara de Buga (Valle del Cauca), Santander de Quilichao (Cauca).

Cities with less than 20,000 residents, City (Department): Candelaria (Atlántico), San Sebastián de Buenavista (Magdalena), Subachoque (Cundinamarca), Gama (Cundinamarca), Villa de Leyva (Boyacá), Oicatá (Boyacá), Venadillo (Tolima), Landázuri (Santander), Salgar (Antioquia), Mutatá (Antioquia), Belmira (Antioquia), Acandí (Chocó), Eltambo (Nariño), Buenos Aires (Cauca).

8. SAMPLE SELECTION

URBAN: A random, probabilistic and systematic sample, having a sex quota, was utilized in the following manner:

1. The municipalities of each Department were arranged from the greatest to smallest population.
2. The sampling interval was established and sampling points were selected according to the resulting interval.
3. Systematic at-random selection of 75 sampling points in the whole country.
4. Selection of five blocks per sampling point.
5. Systematic and at random selection of four households per four hours per each block, to complete a total of 20 interviews per sampling point.
6. A simple at random selection of a house member, according to the quota per sex (50 percent men and 50 percent women).



SAMPLE SELECTION CONT'D

RURAL: To complete the rural sample, the 30 smallest towns or settlements were chosen from the points selected in the sample, where 10 urban and 10 rural interviews were made. At these points, the pollster would take the two paths out of the town or settlement and would walk five kilometers (about three miles) on the way out, completing five interviews on each way out. At the even households, women were interviewed and at the uneven households men were interviewed.

DEMOGRAPHICS/WEIGHING FACTOR

In order to adjust the results to the real weight, the following factors were used as weighing factors:

<u>ZONE</u>	POPULATION	% POPULATION	SAMPLE	% SAMPLE	FACTORS
BOGOTA	7,243,698	21.83%	240	20.00%	1.0915060
NORTH/CARIBBEAN	6,960,896	20.98%	270	22.50%	0.9323488
EAST - CENTRAL	7,207,194	21.72%	260	21.67%	1.0024665
COFFEE	6,724,069	20.26%	240	20.00%	1.0132064
SOUTHWEST	<u>5,046,270</u>	<u>15.21%</u>	<u>190</u>	<u>15.83%</u>	<u>0.9604923</u>
TOTAL	33,182,127	100.00%	1,200	100.00%	

<u>SIZE</u>	POPULATION	% POPULATION	SAMPLE	% SAMPLE	FACTORS
4 GREAT CITIES	12,882,796	38.82%	420	35.00%	1.1092715
OTHER CAPITAL CITIES	6,647,026	20.03%	280	23.33%	0.8585120
> THAN 20,000 RESIDENTS	11,058,472	33.33%	360	30.00%	1.1108864
< THAN 20,000 RESIDENTS	<u>2,593,833</u>	<u>7.82%</u>	<u>140</u>	<u>11.67%</u>	<u>0.6700250</u>
TOTAL	33,182,127	100.00%	1,200	100.00%	

<u>AGES</u>	POPULATION	% POPULATION	SAMPLE	% SAMPLE	FACTORS
18 - 25 YEARS	6,767,079	22.17%	225	18.75%	1.1826292
26 - 35 YEARS	7,475,673	24.50%	240	20.00%	1.2248105
36 - 45 YEARS	6,506,617	21.32%	251	20.92%	1.0193220
46 - 60 YEARS	6,333,235	20.75%	303	25.25%	0.8218884
OLDER THAN 60 YEARS	<u>3,435,067</u>	<u>11.26%</u>	<u>181</u>	<u>15.08%</u>	<u>0.7462537</u>
TOTAL	30,517,671	100.00%	1,200	100.00%	



POLITICAL PARTIES



I will name a series of municipal, departmental and national institutions or authorities. I want you to evaluate them on a scale of one to 10, where one means that the rating you give is very bad and 10 means that it is very good.

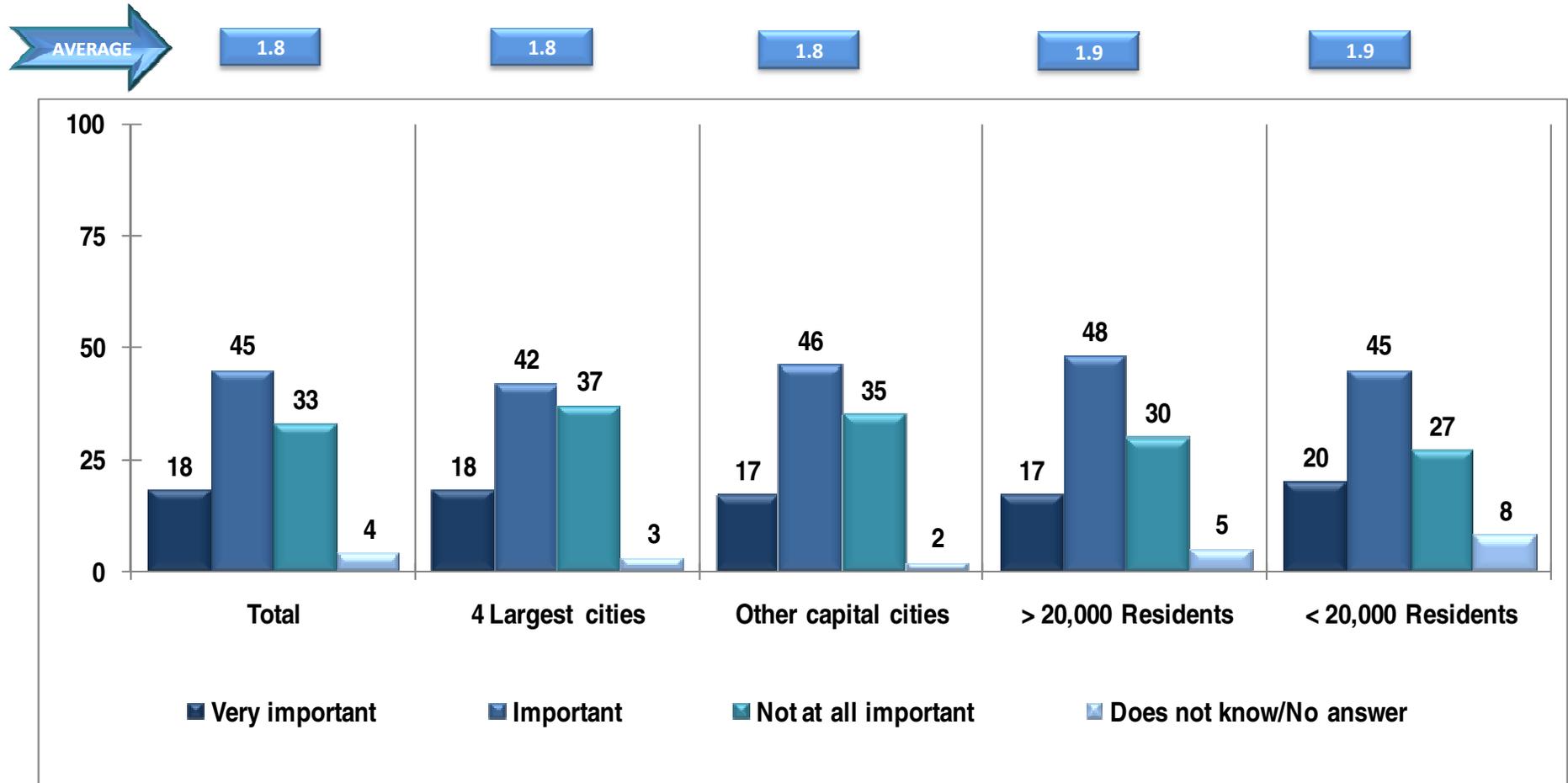
Institution/Authority	TOTAL
President of the Republic	7
Armed forces	6.8
National government	6.3
Media (channels, newspapers, or local radio stations)	6.3
Public utility companies	5.9
National registry	5.9
Attorney General's office	5.8
Solicitor General's office	5.8
Your department's government	5.8
Comptroller General's office	5.6
Your municipality's police	5.6
Supreme Court of Justice	5.5
Your municipality's Mayor's office	5.3
Your department's assembly	5.3
Municipal judges	5.2
Congress of the Republic	5.1
Municipal council	4.9
Political parties	4.4



I will name some topics of your municipality. I want you to evaluate them on a scale of one to 10, where one means that your municipality in this aspect is very bad and 10 means that it is very good.

LEVEL OF IMPORTANCE	MUNICIPAL ISSUES
<p style="text-align: center;">First (responses with a rating of 1-3)</p>	Employment
	Public corruption
	Poverty
	Working class housing
<p style="text-align: center;">Second (responses with a rating of 4-6)</p>	Road mobility
	Road and transport infrastructure
	Leisure time spaces
	Citizen security
	Economic development
<p style="text-align: center;">Third (responses with a rating of 7-10)</p>	Public works
	Armed conflict
	Forced displacement
	Narco-trafficking
	Environment and pollution management
	Social or racial discrimination
	Public lighting
	Tourism
	Education
	Health
	Electricity
	Potable water
Sewage system	
Cleaning and garbage collection	

How important do you consider the political parties to improving democracy in Colombia? (by size of region)

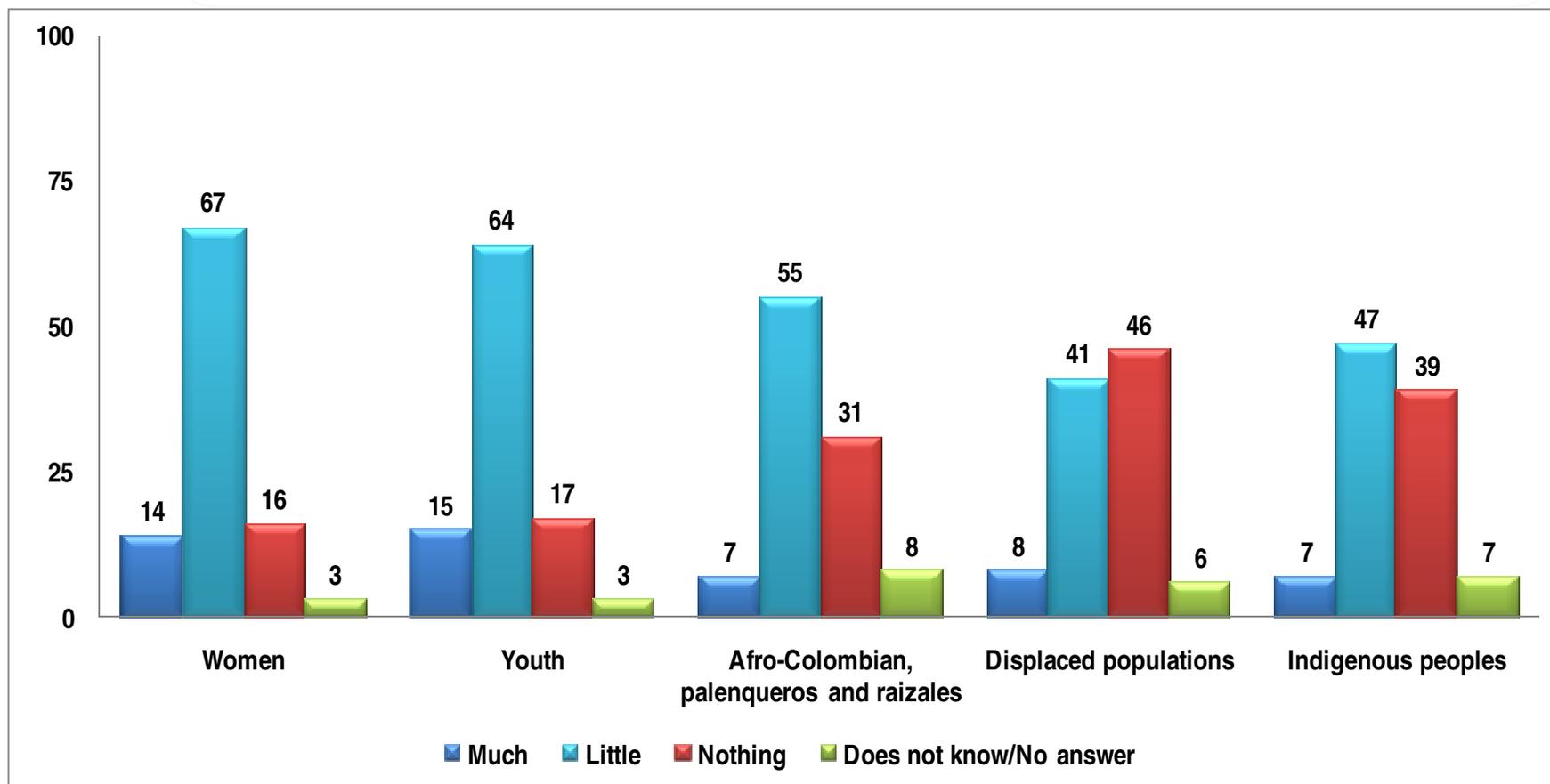


NOTE: The average is given on a scale where one means not at all important and three means very important. The figures in the graph are expressed in percentages.

What are the main problems for political parties?
How can those problems be solved?

LEVEL OF IMPORTANCE	PROBLEMS FOR POLITICAL PARTIES	RECOMMENDATION FOR POLITICAL PARTIES
First	Lack of interest/They do not pay attention to the priorities of the population	Provide incentives for greater affiliation
	Lack of communication with the community	
Second	They do not generate opportunities for citizen participation	Fight against corruption
	Lack of transparency/Corruption	
	Promote a political system based on patronage	
	They do not propose solutions to the country's problems	
Third	Lack clear ideology	Fulfill their promises
	They promise and do not fulfill	
	They are not inclusive	

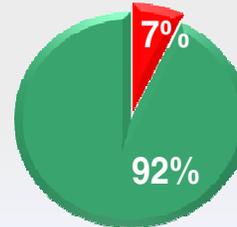
How much do you consider that political parties promote and guarantee the inclusion of each of the following minority groups? Much, little, nothing, or do not know?



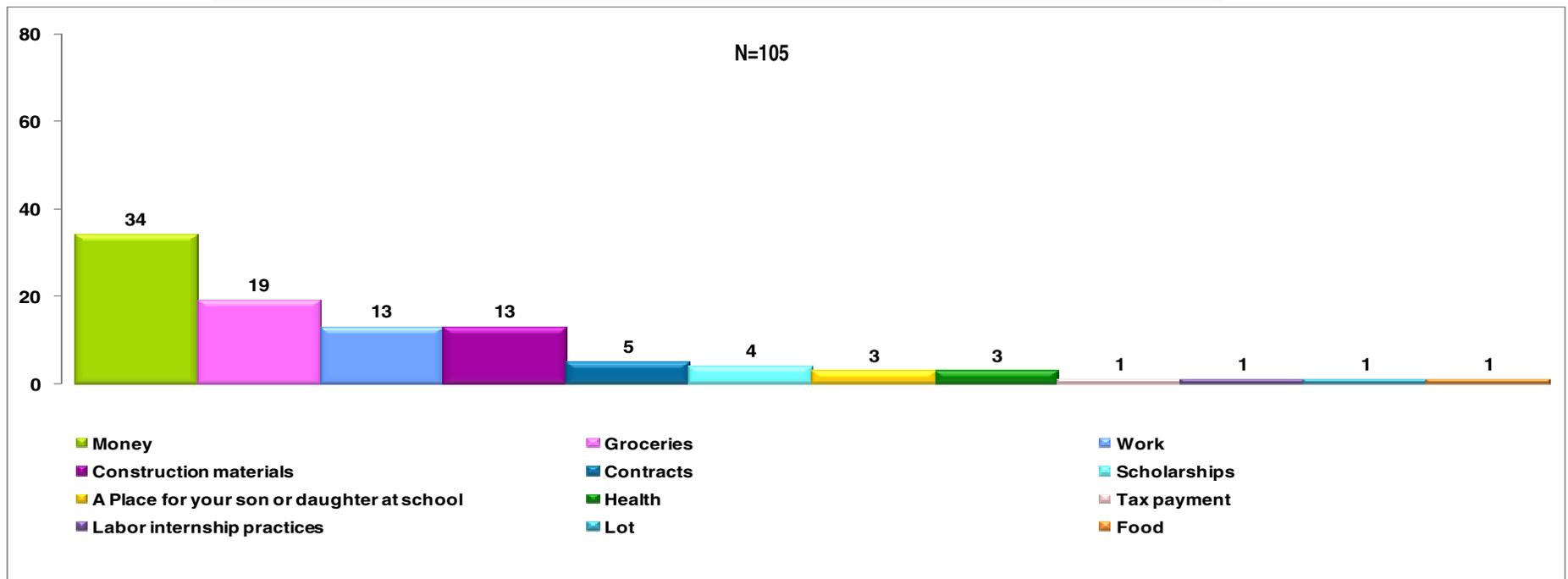
NOTE: Figures are expressed in percentages.

Have you ever received anything as a gift from a politician in exchange for your vote?

Yes
No

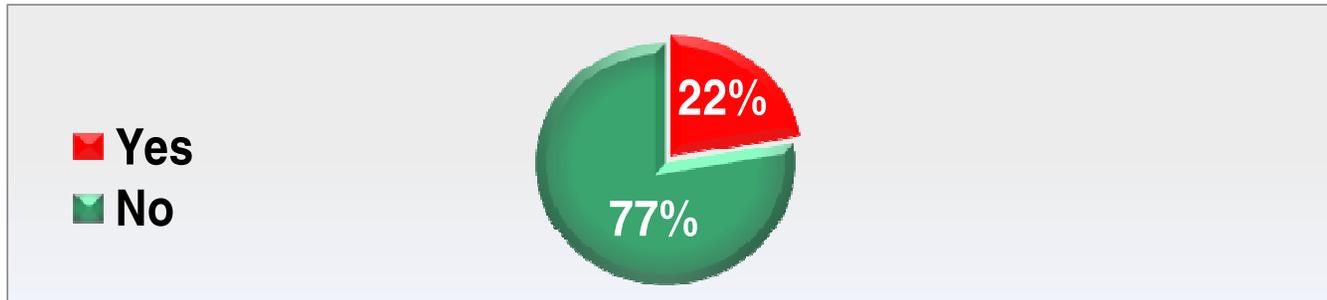


What were you given?

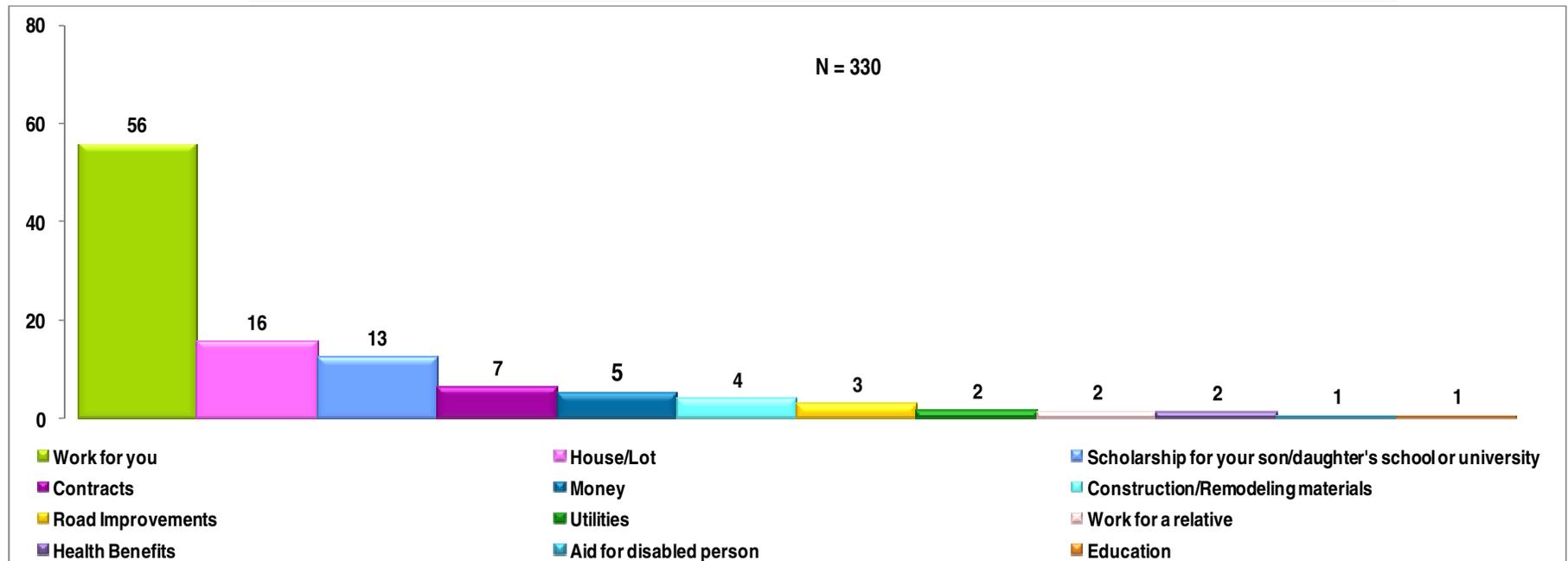


NOTE: Figures are expressed in percentages.

Have you ever been promised anything by a politician in exchange for your vote?



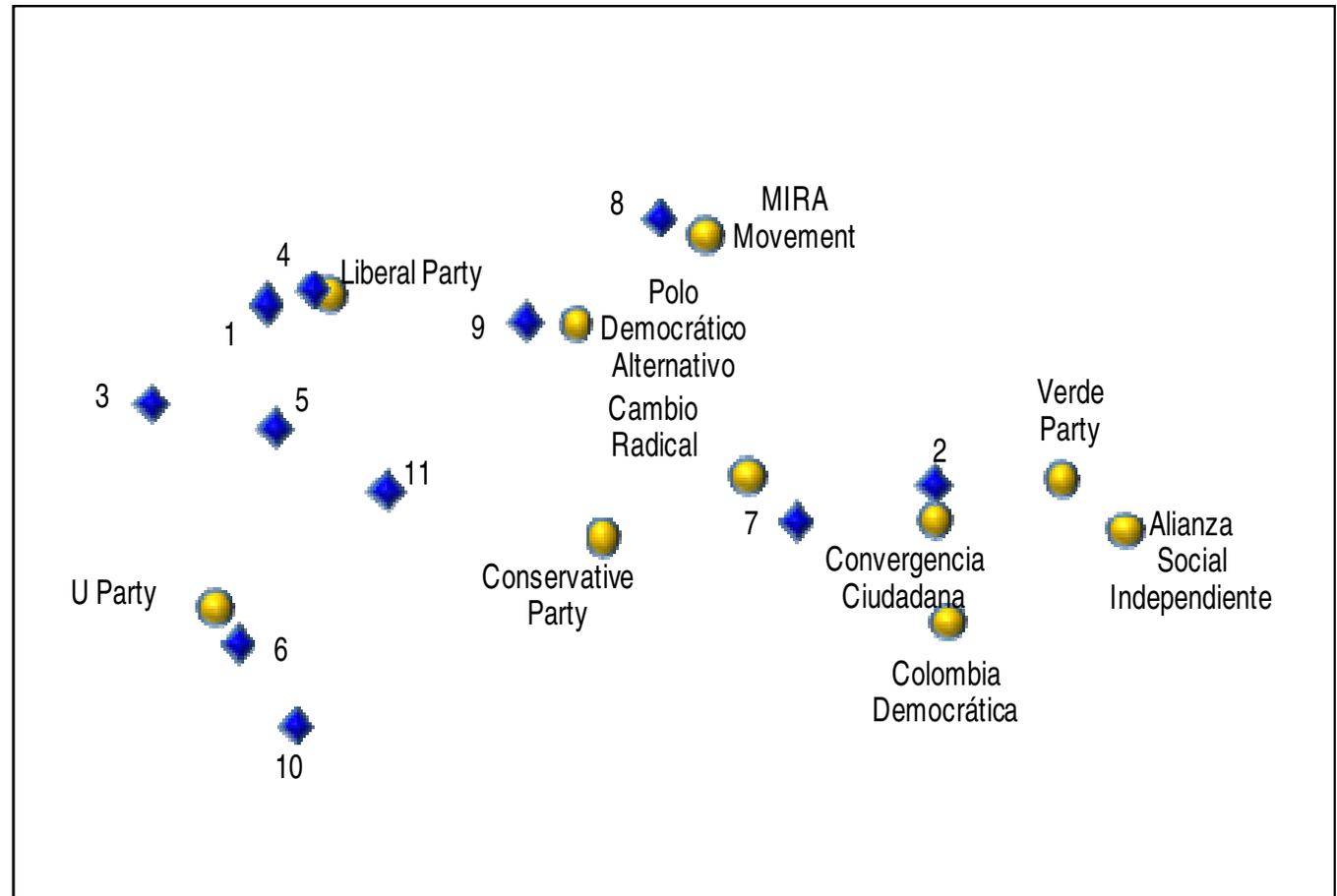
What were you promised?



NOTE: Figures are expressed in percentages.

I am going to read a series of phrases or words for you to associate them with a political party. Which political party suits best this description?

- 1. It represents people like you
- 2. There is corruption
- 3. It does what it promises to do
- 4. Fights against poverty
- 5. It worries about economic growth and employment
- 6. It seeks law enforcement
- 7. It has links with illegal groups
- 8. It favors the inclusion of minority groups
- 9. It promotes human rights
- 10. It worries about security
- 11. It promotes justice and peace



NOTE: Diamonds signify attributes. Circles signify political parties.

What are the attributes you associate with Colombian political parties?

- Fights against poverty
- Represents people like you
- Fulfills what promises to do
- Is concerned about economic growth and employment



- Promotes human rights
- Promotes the inclusion of minority groups



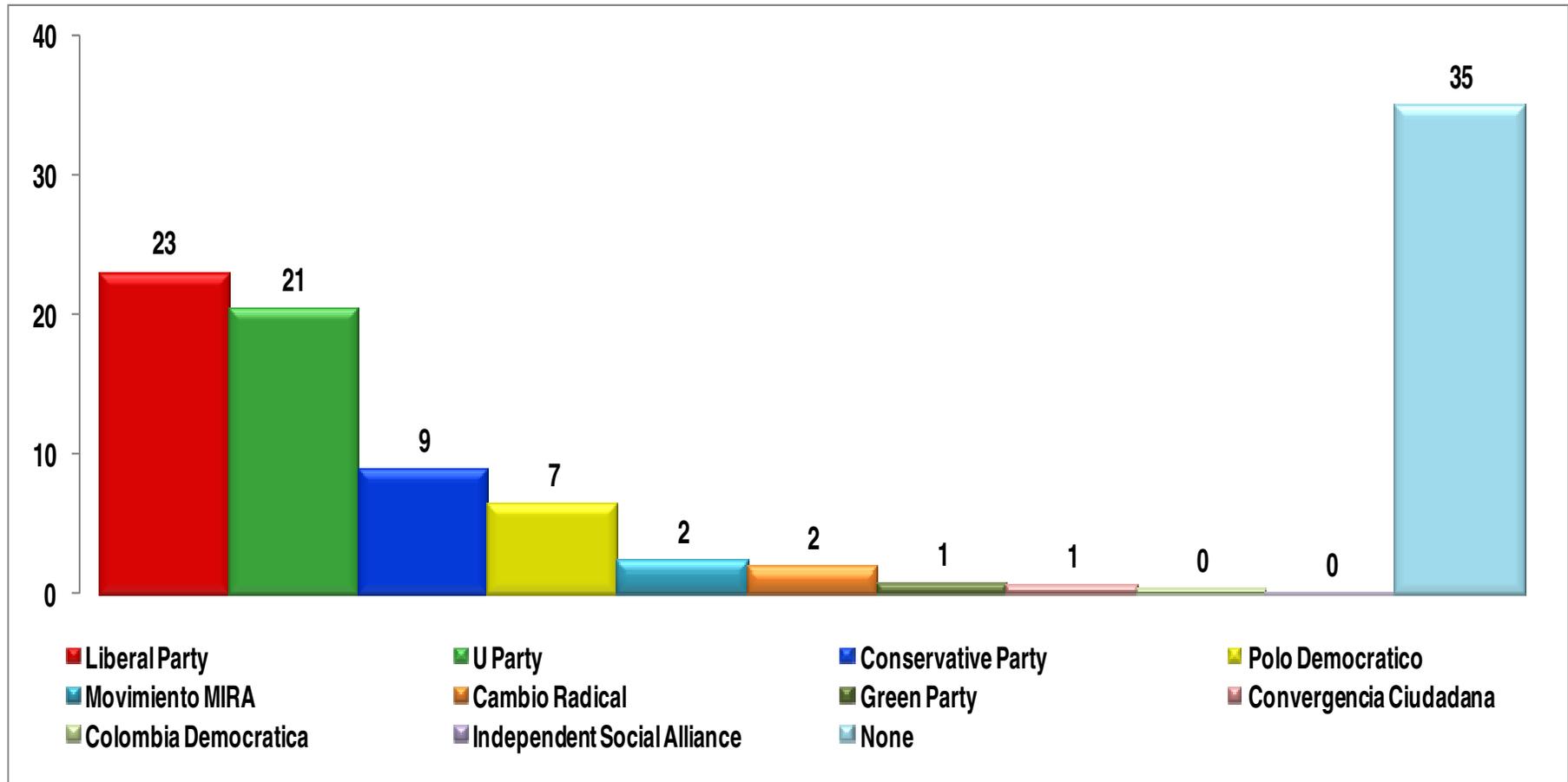
- Seeks law enforcement
- Is concerned about security
- Promotes justice and peace



- Has links with illegal groups
- Is influenced by corruption



With which of the following political parties or movements are you most closely affiliated?



NOTE: The figures are expressed in percentages.