



## Consultoría Interdisciplinaria en Desarrollo S. A.

### *TECHNICAL DATA*

Date of fieldwork:	December 1 <sup>st</sup> through 8 <sup>th</sup> , 2004.
Type of interview:	Personal, one per household.
Number of interviews:	1,246.
Sampling error:	±2.8 points.
Respondent:	Adult Guatemalan, resident in the country during the period the poll was conducted.
Type of sample:	Random. Representative of the country's adult population.
Geographical area:	Entire country excluding Petén.

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## PRESENTATION

CID/Gallup presents the results of its Guatemala national public opinion poll #41. The current poll is the latest in the longest running series of public opinion studies conducted in Guatemala. CID/Gallup has applied the same tried and tested research methodologies and systems since the first measurement in the 1980s, a fact which has allowed it to evaluate and historically track changes concerning the public's attitudes and opinions about public life and their leaders. The principal objectives of the program are to probe opinions and perspectives adult Guatemalans have about their lives, the current administration, and other issues at the time of the poll.

In order to meet these objectives a total of 1,246 adult Guatemalans residing in the entire national territory –excluding Peten— were surveyed between December 1<sup>st</sup> and 8<sup>th</sup>, 2004 (the study's total results have a margin of error of  $\pm 2.8$  percentage points, calculated at a 95% confidence level). Only one interview per household was conducted and a total of 120 randomly-selected census segments were visited.

CID Latinoamérica is a marketing and opinion research firm that finances its public opinion surveys through the sale of the information it collects with scientific rigor. In Guatemala, the complete opinion survey reports are on sale to whoever wishes to purchase them: regular subscribers include embassies, academic institutions, private and public companies, and political parties.

The present document is a special summary of the most recent Guatemala poll and is destined for publication only on the website [www.cidgallup.com](http://www.cidgallup.com). It includes an Executive Summary and the Principal Findings of the study, as well as a detail of the methodology employed. Any query can be directed at [info@cidgallup.com](mailto:info@cidgallup.com).



**Table A:**  
**Summary of Sample Characteristics**  
**n= 1,246 <sup>a) b) c)</sup>**

<i>Characteristic</i>	<i>%</i>	<i>Characteristic</i>	<i>%</i>
<b><u>Residence</u></b>	<b><u>100</u></b>	<b><u>Respondent education</u></b>	<b><u>100</u></b>
Guatemala Metro	15	None	10
Other cities	10	Incomplete /comp. primary	36
Rest of country	75	Incomplete /comp. high sc.	42
		University	12
<b><u>Speaks a native tongue</u></b>	<b><u>100</u></b>		
Yes	31	<b><u>Age</u></b>	<b><u>100<sup>(c)</sup></u></b>
No	69	18 – 24	26
		25 – 39	36
<b><u>Gender</u></b>	<b><u>100</u></b>	40 and over	38
Male	50		
Female	50		

a) Sample size n= 1,246 is maintained in all graphs and tables of the final report, unless it is otherwise stated there.

b) Data is weighted to reflect real population values in terms of gender and region of residence.

c) Results may add up to “99” or “101” due to rounding.



## I. EXECUTIVE SUMMARY

As 2004 comes to an end, Guatemala finds itself immersed in a deep morass of pessimism: a majority of respondents report that their families are now financially “the same” or “worse off” than one year ago, and that the country is heading in the wrong track. This appears with be associated to the fact that the Guatemalan public perceives the cost of living expenses has been growing faster than salary increases, and that crime and violence are hitting homes more frequently today than was observed in previous polls. There also exists widespread disillusion towards political leaders, and political parties are losing supporters at a rapid rate.

Furthermore, President Óscar Berger has been unable to capitalize on the sense of optimism existent in the Guatemalan public at the beginning of his term almost one year ago. He has also not been capable to maintain a high number of sympathizers in the GANA alliance, which brought him to office. President Berger has not achieved viable solutions to problems –such as crime and violence— that appear to worsen every day. Similarly, his cabinet ministers have not gained the public’s confidence in terms of the job they are doing. All of this has meant a sharp drop in Berger’s job performance ratings and today more respondents believe he is doing a poor job as president than those who state the opposite view. The only exception to this is that Berger is positively evaluated in his work on public infrastructure.

The year 2005 presents a challenge for the country and the public appears in need of a heavy dose of optimism. It is up to the government and its leader, Óscar Berger, to improve the country’s economic outlook. It is up to political parties to gain back the trust lost by the electorate. And it is up to the National Soccer Team to classify for the 2006 World Cup. This last point is one of the few factors injecting optimism among respondents: they believe the team will be among the world’s 32 best in Germany in 2006.



*The National Soccer Team is one of the few factors injecting optimism in the Guatemalan Public.*



## II. PRINCIPAL FINDINGS

1. There is widespread pessimism in the country: the majority of respondents (62%) believe Guatemala is currently “heading in the wrong direction.”
2. The cost of living has increased “a great deal” in the past four months, according to three out of four respondents.
3. It is perceived that the financial situation of Guatemalan families has deteriorated in the past twelve months, and respondents believe this situation will continue to worsen in the coming year.
4. A majority of respondents indicate that violence and crime, as well as a lack of good-paying jobs, are the two principal problems currently facing Guatemala.
5. In 28% of Guatemalan households, someone has been the victim of crime or violence in the four months prior to the survey.
6. More than half of respondents (51%) indicate that strikes must be solved through dialogue between the government and the groups being affected: the use of force (police or otherwise) must be avoided.
7. Thirty per cent of respondents believe that the National Soccer Team will be in the next World Cup of Germany, 2006.
8. A majority of participants in the study (69%) indicate they know “little” or “nothing at all” about the Free Trade Agreement between Central America and the United States (CAFTA).
9. Those aware of the free trade agreement with the United States tend to believe that Guatemala will benefit from this treaty.
10. The Guatemalan public is disillusioned with the country’s political parties: two out of three respondents indicate they support no specific political organization.



11. The GANA alliance is the largest political party in the country in terms of sympathizers (17%). However, it continues to experiment a decreasing trend in support.
12. Álvaro Arzú is the best-evaluated public personality in the country: he receives 52% of favorable responses from participants in the study. He is followed by Óscar Berger (46%) and Jorge Britz (24%).
13. Efraín Ríos Montt receives 65% of unfavorable responses: he is the worst-rated personality and is followed by Óscar Berger (43%).
14. Álvaro Arzú receives a favorable job performance index –as mayor of Guatemala City— of 31 positive points.
15. The Guatemalan public is losing its faith in President Berger and every measurement shows an increasing proportion of respondents who assure he will not be able to keep his campaign promises.
16. In general terms, Óscar Berger is considered to be doing a “poor job” as president. This is reflected in a poor job performance index: he places at negative eight percentage points.
17. When evaluated in different areas of work, Óscar Berger tends to be better-evaluated on infrastructure. However, President Berger is heavily criticized in terms of the country’s economy, especially with regards to cost of living and unemployment.



## METHODOLOGY

### SAMPLE

The sample used in the poll is representative of the country's population aged 18 and over, and covers 96.7% of the Guatemalan population (excludes the Petén department). What follows is a detail of the sample's distribution and what it covers.

*Sample specifications:*

***a) Description of Sample Frame:***

The sample frame used for Guatemala, was created by CID based on information provided by the “Instituto Nacional de Estadística y Censo de Guatemala”, updated with the results of the “Censo de Población y Vivienda” conducted by that institution in 2002. The sample frame contains the municipalities for the entire country and is divided in three previously established strata. The sample of each of these strata is obtained independently.

***b) Stages of Sample Design:***

It is important to define several concepts before explaining the stages of sample design. They are:

**Geographic Area:** Entire National Territory except for the Petén department. For purposes of analysis, this is divided into three regions: Guatemala Metropolitan Area, Cities with a population over de 10,000; and Rest of country.

**Primary Sampling Unit:** Selection of municipalities inside the departments.

**Secondary Sampling Unit:** Census segments, which correspond to the colonies or neighborhoods inside the municipalities.

**Tertiary Sampling Unit:** Households inside the census segments.



**Final Sampling Unit:** Guatemalan male or female over 18, resident in a private household.

**Unit of Information:** In this case, it is the same as the final sampling unit.

Sampling design is conducted in four stages, which are detailed below:

**First stage:** Independently of each of the three strata selected according to the political distribution of Guatemala, a random selection is conducted by the probability proportional to size of municipalities. These strata are defined as:

**Guatemala Metropolitan Area:** Corresponds to zones 1 through 19 and zone 25, and the municipalities of Villa Nueva, Amatitlán, Santa Catarina, Chinautla, Mixto, and Antigua Guatemala.

**Cities with a population of 10,000 and more:** Correspond to those municipalities of Guatemala that have a population over 10,000. These are generally head of departments, and have a high proportion of urban population.

**Rest of Country:** This stratum includes all municipalities not included in the previous regions. Therefore, areas with a predominantly rural population are included here –excluding the Petén department.

**Second stage:** The conglomerate of households (colonies/neighborhoods/villages) is randomly sampled inside the municipalities that will be visited.

**Third stage:** The supervisor and the head of fieldwork - following a predetermined route - select households. To establish the route, each housing conglomerate is divided, taking into consideration the four cardinal points (north, south, east and west). Conglomerates are assigned a consecutive number. In the first conglomerate, interviewers begin north, and walk through it following a clockwise direction. The second conglomerate begins east, the third south, and the fourth begins by the west. Each follows a clockwise direction. The fifth conglomerate begins by the north again, the sixth by the east, and so on until all conglomerates in the sample have been selected.

**Fourth stage:** The selection of adults to be interviewed is conducted through age, gender, and education quotas, to reflect real population values. The exact number of interviews to be conducted is determined before going to the field.



## **DESIGN, SELECTION AND DISTRIBUTION:**

### **Sampling Units employed: Municipalities.**

**Design:** The country is divided into three previously established strata: Guatemala Metropolitan Area, Cities with a population of 10,000 and more, and Rest of Country (all defined above).

**Selection:** The primary sampling units – municipalities – are selected through the probability proportional to its size. The neighborhoods/colonies are randomly selected, and the households are visited following a predetermined route.

**Distribution:** In Guatemala, a total of 120 census segments were visited.

### **Method of selection of respondents:**

Potential respondents are selected through gender, age and education quotas that reflect real population values.

### **Details about control of rejected interviews and substitution of interviews on each stage in the sample:**

Replacements will be carried out after a randomly selected household has been visited at least three times. The replacement will be another person who shares the original's sociodemographic characteristics (gender, age, education, and place of residence). Previous experience has shown that an average of 5.5 households needs to be contacted in order to carry out an effective interview.

### **Sampling error:**

The study has a margin of error of  $\pm 2.8$  percentage points –calculated at a 95% confidence level— for total results. This varies according to the variability of estimators and internally between subgroups.