

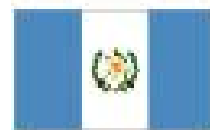
TECHNICAL DETAILS

Date of fieldwork:	July 8 th to 20 th , 2004.
Type of interview:	Personal, one per household.
Number of interviews:	1,280
Margin of error:	±2.8 points in the study's total results.
Respondent:	Guatemalan adult, resident in the country during the time of the study.
Type of sample:	Random. Representative of the country's adult population residing in private households.
Geographic area:	Entire country excluding Petén.

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Public opinion survey
GUATEMALA #40
July, 2004



PRESENTATION

CID Gallup is proud to present the results of its national Public Opinion Survey #40 in Guatemala. The present study is the most recent in a series of public opinion polls that have been conducted in the entire Central American region. One of the objectives of the series is to evaluate changes in attitudes and opinions about politics, government, and public personalities, among others. This is made possible because the same methodology has been employed in all of the measurements carried out in the region since 1977. The principal objective of this survey is to probe the opinions and attitudes adult Guatemalans have about their lives and their country at the moment the study took place.



To present date, a little more than 50,000 Guatemalans have been interviewed in CID-Gallup public opinion studies.

The study was conducted the study present between July 8th and 20th, 2004, polling 1,280 adult Guatemalans who reside in the entire national territory – excluding Petén- (total results have a margin of error of ± 2.8 points, calculated at a 95% confidence level) – see Summary Table. A total of 120 randomly selected segments were visited in the geographical area under study and only one interview per household was conducted. Some of the results allow the presentation

of trends, when compared with previous results of CID surveys.

CID Latin America is an international firm that specializes in marketing research and public opinion studies. It finances its opinion polling by selling the final reports of the studies it produces through the rigorous application of scientific research methods. In Guatemala, the reports are available for purchase by whichever organization wishes to acquire them, including embassies, educational organizations, companies, public institutions, and political parties.



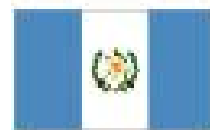
Table A:
Summary table: Characteristics of the study's sample.
n= 1,280 ^{a) b) c)}

<i>Characteristics</i>	<i>%</i>	<i>Characteristics</i>	<i>%</i>
<u>Residence</u>	<u>100</u>	<u>Respondent's education level</u>	<u>100</u>
Guatemala Metro	16	None	12
Other cities	10	Incomplete/compl primary	37
Rest of country	74	Incomplete/compl.high sch	39
		University	12
<u>Speaks indigenous tongue</u>	<u>100</u>		
Yes	25	<u>Age</u>	<u>100^(c)</u>
No	75	18 – 24	26
		25 – 39	37
<u>Gender</u>	<u>100</u>	40 and over	37
Male	50		
Female	50		

a) n = 1,280 for all graphs and tables presented in the report unless otherwise stated.

b) Data are weighted to reflect real population values for gender and region.

c) Results may add up to “99” or “101” due to rounding. This is true for all graphs and tables presented in the document.

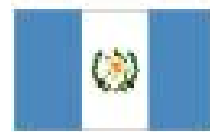


I. EXECUTIVE SUMMARY

The “honeymoon” of the current administration is over. This is made clear by a fall in the presidential evaluation index of 30 points, and results in an index of 10 negative points –only 16% of respondents have a positive opinion of the administration’s job performance: Óscar Berger has not been able to maintain the optimism he inspired during the elections. At the same time, he is upsetting public opinion by making pacts with the FRG and Efraín Ríos Montt to approve projects of his interest in Congress –pacts that are extensively rejected by the population. Berger is saddled with the worst presidential beginning when compared to Alfonso Portillo, Álvaro Arzú, Elías Serrano or Vinicio Cerezo.

The negative evaluation of Berger’s job performance has also strongly affected GANA. Although it continues to be the largest political force, it has seen its electoral support decrease considerably when compared to three months ago. Despite this, no other party has increased its support during this period, and the PAN, as well as UNE and FRG, maintain somewhat low support numbers. Three out of five respondents indicate not sympathizing with any political organization. Also, pessimism again pervades the country, with a large proportion of Guatemalans considering that the nation is “on the wrong track,” that their families are worse financially than one year ago and that they will be worse in the coming year. These are times when violence and crime are increasing, unemployment affects a great part of the country’s families, and salaries do not keep up with the cost of living. This appears to be behind the four out of five respondents who know someone who has gone to the United States because of not finding work in the country.

On topics outside of politics, the majority of the population is not aware of the Free Trade Agreement with the United States. Those who are aware tend to consider it will bring benefits to the country. Furthermore, slightly more than half of the population considers the members of the “patrullas de autodefensa civil” should be paid. However, the opposition to this idea among those that have a university education is overwhelming.



II. PRINCIPAL FINDINGS

1. The country is in the wrong track: as considered by two thirds of the participants in the study.
2. Four in five (77%) of Guatemalan adults indicate that the cost of living has increased “a great deal” in the last four months.
3. In general, respondent’s families are “worse off” financially than one year ago.
4. Two thirds of respondents say they are currently working for a fixed income. Despite this, a large portion of those who have a low level of education work in the informal sector.
5. There is a negative attitude toward the families’ financial situation in the coming year. A large part considers they will be “worse”.
6. “Violence and crime” are the principal problem the country faces at the moment. This is followed by “lack of employment,” the “use and traffic of drugs,” and the “high cost of living.”
7. In one out of four homes lives someone who has been a victim of a robbery or assault in the last four months.
8. In general, the study’s participants sympathize with the workers that were recently on strike.
9. To resolve the problem of, as well as to avoid, strikes the administration must promote dialogue and seek actions to help the workers.
10. Slightly less than one out of every three people consider at least a small probability that the National Soccer Team will qualify for the World Cup.
11. Four out of very five participants know someone who has emigrated to the United States in search for work.
12. Three out of five (58%) of the adults in the country agree with the payment of the ex-members of the “patrullas de autodefensa civil”.



13. One in four of respondents have heard at least something about the Free Trade Agreement with the United States –CAFTA–.
14. The majority of those who have heard about CAFTA consider it will bring benefits to the country.
15. Three out of five adults currently do not sympathize with a political party.
16. GANA, with 21% as its supporters, continues to be the largest political party, although it has decreased 13 points with respect to the previous measurement three months ago. It is followed by UNE with 9%, PAN with 5%, and FRG with 4%.
17. Among the political personalities evaluated, Álvaro Arzú is the one that has the greatest number of favorable mentions (51%). He is followed by Óscar Berger (48%), Jorge Britz (24%), and Eduardo Stein (23%). On the contrary, those who have more unfavorable opinions are Efraín Ríos Montt (64%) and Óscar Berger (36%).
18. The evaluation the residents of Guatemala City give their mayor, Álvaro Arzú, is positive. He receives an index of 26 positive points.
19. The majority does not believe Óscar Berger will fulfill his campaign promises.
20. In general, Óscar Berger receives an index of evaluation of ten negative points, decreasing in 40 points with respect to March of this year.
21. Only 47% of respondents mention achievements of the current administration, while 78% point out failures.
22. The presidential evaluation tends to be lower for economic issues (cost of living and the country's economy), and less grave when considering infrastructural works like roads and highways.
23. Two thirds of the respondents “strongly disagree” with establishing of agreements between Óscar Berger and Efraín Ríos Montt to approve legislations in Congress.
24. Óscar Berger still maintains credibility of fighting against corruption. Respondents consider he is doing his best effort to reduce this problem.



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 (excluding the Petén department). What follows is a detail of the sample's distribution and what it covers.

1. Sample specifications:

a) Description of Sample Frame:

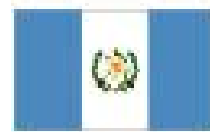
The sample frame used for Guatemala, was created by CID based on information provided by the “Instituto Nacional de Estadística y Censo de Guatemala”, updated with the results of the “Censo de Población y Vivienda” conducted by that institution in 2002. The sample frame contains the municipalities for the entire country and is divided in the 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 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 household (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 and gender 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 individuals:

Individuals that were to be interviewed are selected through gender and age 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, 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 ± 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. In specific cases, the sampling error is indicated.