

Technical Information

Colombia	2021	2,993	Weighted	March 19 th – May 26 th , 2021
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LAPOP Lab is a pioneer in survey research methods in the Latin America and Caribbean (LAC) region. LAPOP Lab's AmericasBarometer is a unique tool for assessing the public's experiences with democratic governance. The AmericasBarometer permits valid comparisons across individuals, regions, countries, and time, via a common core questionnaire and standardized methods.

The 2021 AmericasBarometer represents the 9th round of this comparative project. In 2020 and through 2021, for surveys in the LAC region, LAPOP Lab switched from its conventional data collection mode (Face-to-Face household surveys) to Computer-assisted Telephone Interviewing (CATI). We made this change in order to minimize risks associated with the COVID-19 pandemic.

This change affected our sampling strategy. LAPOP Lab has traditionally designed complex, area probability samples using censuses as sampling frames to select survey respondents¹. With the adoption of CATI, LAPOP Lab transitioned to Random-Digit Dialing (RDD) using mobile phone numbers as sampling frames. This sampling method has the advantage of covering a more dispersed sample of the population relative to Face-to-Face (FtF), although it only includes individuals who have access to functioning mobile phones. In addition, RDD can more easily incorporate certain hard-

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considered best practice in CATI studies. While this has been the case in the U.S., there is comparatively lower landline coverage in the LAC region. Data from the AmericasBarometer show that from 2004 to 2018/19, landline coverage in LAC households declined from 42 to 28%. In contrast, mobile phone coverage increased from 33 to 90

For the 2021 AmericasBarometer, LAPOP Lab collected data in 22 countries in the Americas, from January to August 2021. All country datasets and reports available for download for free at www.LapopSurveys.org.

This survey was carried out between March 19th and May 26th, 2021, as part of LAPOP's 2021 AmericasBarometer. It is a follow on to LAPOP's AmericasBarometer Colombia surveys of 2004, 2006, 2008, 2010, 2012, 2014, 2016, and 2018. The 2021 survey fieldwork was carried out by IPSOS Colombia on behalf of LAPOP. Key funding came from USAID, Vanderbilt University and the Inter-American Development Bank.

Questionnaire pretesting took place on March 1st and 2nd 2021, and interviewer training took place on March 10th and 11th, 2021. Pilot surveys were conducted between March 12th and March 13th. A full copy of the 2021 AmericasBarometer Colombia questionnaire can be found at LAPOP's website at www.LapopSurveys.org.

The survey collects information from a nationally representative sample of voting-age respondents, who are 18 years of age or older, are citizens or permanent residents of Colombia and have access to a functioning mobile phone. The study excludes individuals with no access to mobile phones or with only landline phones. Participation in the AmericasBarometer survey is voluntary.⁸ Eligible respondents who agree to participate in the survey are administered the questionnaire after giving their consent to interviewers.⁹

The sampling frame corresponds to all possible mobile phone numbers available in the country, drawn from the National Telephone Numbering System. A sample with 50,000 pre-validated numbers was purchased by the fieldwork firm to a third party.¹⁰ The survey firm used an automatic dialing system to call the pre-validated mobile phone numbers. LAPOP Lab approved a final dataset of 2,993 complete interviews. All calls were conducted in Spanish and data was collected with STG.

With a confidence level for the national unweighted sample at 95 percent, the estimated margin of error is 1.8 percent, assuming a 50/50 response distribution on dichotomous variables.

The mobile phone number is the final unit of selection. In other words, the survey is conducted with any eligible individual who answers the call. Interviewers calling mobile phone numbers

⁸ No incentives (cash or in-

screen informants who answer the call to determine their eligibility. The study excludes business-only mobile phones.¹¹

LAPOP Lab instructed interviewers to call during business hours and on weekends, except when the potential respondent requested an appointment outside that timeframe. Callbacks after unsuccessful attempts were staggered over times of day and days of the week to maximize the chance of contacting informants and to minimize nonresponse. If no one was available to answer our call, we instructed interviewers to call back at least 4 times before a final disposition was made for that number.

Mobile phone coverage and response rates vary across socio-demographic groups, introducing survey errors that can potentially lead to biased estimations. To mitigate these sources of error, LAPOP Lab used a "responsive design" strategy.¹² In this strategy, our team continuously monitors both collected data and para-data with the goal of reducing bias in survey estimates without significantly increasing the costs of the survey. More specifically, we pre-identify elements that can affect costs and errors of survey estimates, monitor those elements during the initial data collection stages, and adjust those elements while data collection is in progress. With the purpose of balancing our samples to mirror the distributions of high-quality benchmarks, we screen out individuals when necessary from overrepresented population group(s) during the final stages of data collection. Our goal in this approach is to keep the weighting effect below 1.5.

The dataset

18-25	372	525
26-35	772	743
36-45	789	666
46-55	625	614
56-65	316	323

Paraguay	1.2	1.4
El Salvador	4.2	5.8
Uruguay	1.4	1.4

For additional information on the survey design, contact Georgina Pizzolitto at Georgina.pizzolitto@vanderbilt.edu