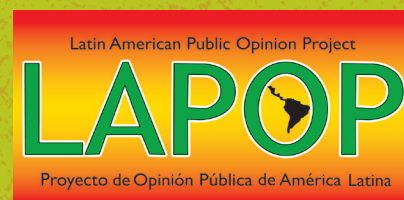




LAPPOP

Latin American Public Opinion Project
and the AmericasBarometer



LAPOP: Latin American Public Opinion Project

Department of Political Science
Vanderbilt University
PMB 0505
230 Appleton Place
Nashville, TN 37203 USA

PHONE: (615) 322-4033

WEB: LapopSurveys.org
AmericasBarometer.org



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LAPOP: AN OVERVIEW

The Latin American Public Opinion Project (LAPOP) is a leader in the development, implementation, and analysis of data on individual opinions and behavior. As a center for excellence in survey research, LAPOP uses “gold standard” approaches and innovative methods to carry out targeted and national surveys; conduct impact evaluation studies; and produce reports on individual attitudes, evaluations, and experiences.

LAPOP’s origins are grounded in research conducted by Dr. Mitchell Seligson in the 1970s on democratic values in Costa Rica. This pioneering effort took place during a time in which much of the rest of Latin America was caught in the grip of repressive regimes that widely prohibited studies of public opinion. As democratization expanded in Latin America, LAPOP grew in scope and size. Dr. Elizabeth Zechmeister, an expert in experimental methods and public opinion research, joined LAPOP in 2008 and, as of 2014, has assumed the role of LAPOP Director. Today, LAPOP conducts research in every country in Latin America, Canada, the United States, and much of the Caribbean.

LAPOP holds its surveys and studies to the highest standards of quality. This unparalleled quality control is inserted at each stage of the project: questionnaire and sample design; pre-testing; fieldwork oversight; expert data processing and analysis; and reporting.

LAPOP is housed at Vanderbilt University in Nashville, Tennessee. Vanderbilt is a research university that has been a leader in the study of Latin America

and the Caribbean for more than 60 years. At Vanderbilt, a dedicated team of faculty, staff, postdoctoral researchers, and students works year-round on the design and analysis of public opinion studies. This team also edits and publishes the bi-weekly *Insights* series, which features brief reports on individual facets of public opinion.

LAPOP’s network extends across the Americas. LAPOP functions as a consortium, working in partnership with numerous academic and nongovernmental institutions and individuals.

These partners provide country-specific feedback on survey content and work with LAPOP to disseminate the results of the public opinion surveys to the citizens of participating countries.

Through years of polling an expanding set of countries using sophisticated techniques, LAPOP has developed a tremendous amount of high quality data on citizens’ views and behaviors across the Americas. As a pioneer in cutting-edge methods, LAPOP is a resource for all those interested in public opinion data of the highest quality.



LAPOP HAS CONDUCTED SURVEYS IN THE FOLLOWING COUNTRIES IN THE AMERICAS:

Argentina	Colombia	Haiti	Suriname
Bahamas	Costa Rica	Honduras	Trinidad and Tobago
Barbados	Dominican Republic	Jamaica	United States
Belize	Ecuador	Mexico	Uruguay
Bolivia	El Salvador	Nicaragua	Venezuela
Brazil	Guatemala	Panama	
Canada	Guyana	Paraguay	
Chile		Peru	

LAPOP: WHAT WE PRODUCE

AmericasBarometer

LAPOP’s AmericasBarometer regional survey is the only scientifically rigorous comparative survey that covers all of the mainland independent countries in North, Central, and South America, as well as a significant number of countries in the Caribbean. With the AmericasBarometer, LAPOP measures values, behaviors, and socio-economic conditions in the Americas using national probability samples of voting-age adults. Standardization of methods across the national surveys and a common core questionnaire permits valid comparisons across countries and time, allowing the AmericasBarometer to serve as a valid “barometer” of levels and shifts in individual opinions and behaviors. Stratified sample designs, available on LAPOP’s website, permit complex analyses of individuals nested within sub-regions. In addition to a common core, individual questionnaires contain country-specific modules that allow experts to assess topics of particular relevance to the country.

The AmericasBarometer series begins in 2004 and includes 28 countries and more than 228,000 interviews.

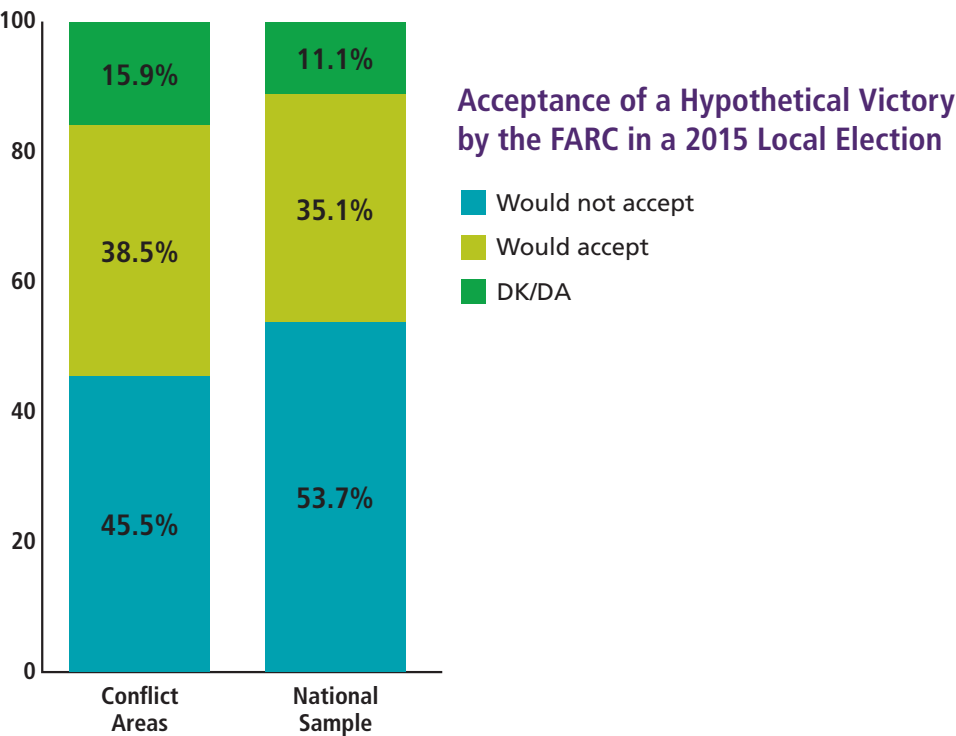
Insights

The *Insights* series provides short, pithy analyses of key, policy-relevant data gathered by the AmericasBarometer. Normally released every two weeks, the studies are written mainly by LAPOP faculty and researchers and are published in both English and Spanish. The studies are accessible at vanderbilt.edu/lapop/insights.php. Subscription is free and available by emailing your name to insight@mail.americasbarometer.org.

A sample of the topics researched by LAPOP faculty, graduate students, and former students within the *Insights* series and other LAPOP reports includes, but is not limited to, the following:

- Trust in institutions
- Electoral engagement
- Democratic governance
- Economic well-being
- Policy preferences
- Crime and violence
- Health and happiness

One example of some of the interesting work presented in our *Insights* series is shown in the graph below, from a recent report on Colombia titled “Acceptance of a Hypothetical Victory by the FARC in a 2015 Local Election.”



Source: AmericasBarometer by LAPOP, 2013; Colombia v1.

Country and Comparative Studies

LAPOP and its partner scholars write extensive, book-length country and comparative studies for each round of the AmericasBarometer. These studies include:

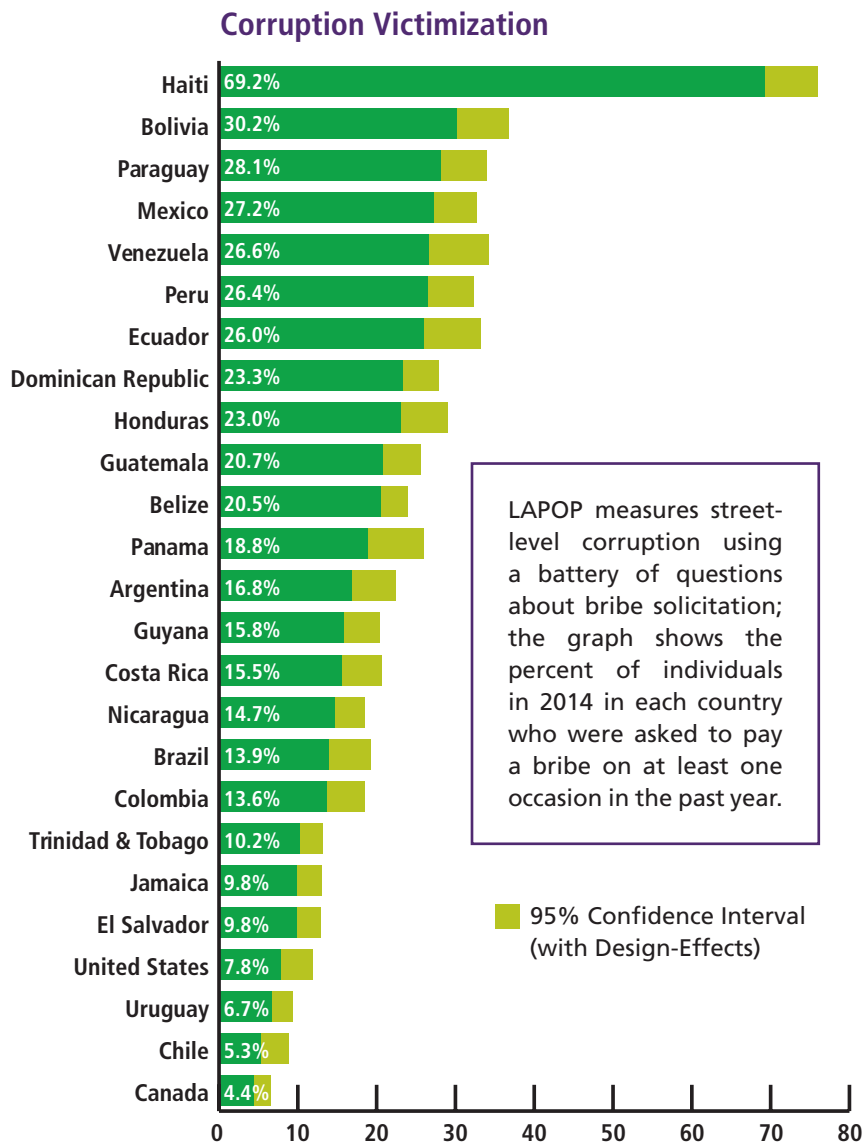
- Coverage of a wide range of topics
- Fully illustrated graphs and charts
- Information on the sample design
- The complete version of the questionnaire

These studies are published locally, donated to libraries around the world, and are also available as PDFs at no charge on our website. All studies may be downloaded at LapopSurveys.org.

Special Purpose Studies and Consultancies

Through its state-of-the-art methods and wide-ranging capabilities, LAPOP is at the forefront of research on public opinion. LAPOP can provide:

- Customized briefings and reports on public opinion within and across Latin America and the Caribbean
- Special studies on critical topics such as corruption and crime victimization, economic sentiment, political stability, judicial trust, and law enforcement
- Multi-method research (focus groups, elite interviews, experiments, and surveys) and impact evaluation studies
- Assistance with and advice on specialized approaches to public opinion research in any region of the world



Source: AmericasBarometer by LAPOP, 2014; v.GM14_0912

LAPOP: METHODS AND PRACTICES

Each country survey is implemented based on a national probability design. In some cases, oversamples are collected to allow precise analysis of opinion within sub-national regions. Survey participants are voting-age adults interviewed face to face in their households, except in Canada and the United States where the interviews are Web-based.

Cutting-edge methods and transparent practices ensure that data collected by LAPOP are of the highest quality. These methods and practices include the following:

Pre-Survey

- Solicitation of input from a vast network of academics, practitioners, and policymakers
- Use of Vanderbilt University's experimental research lab to test new items
- Extensive in-country pre-testing of survey items
- Translation of surveys into several languages spoken in the Americas
- Expert design of national probability samples
- Approval from Vanderbilt University's Institutional Review Board for the protection of human subjects



Implementation

- Rigorous training of all interviewers using guidelines published in detailed training manuals
- Partnerships with reputable survey organizations in the region
- Widespread use of electronic handheld devices and specialized software by LAPOP to allow multilingual interviews and extensive validity checks

Post-Survey

- Use of cutting-edge statistical programs and methods to audit, process, and analyze the datasets
- Clear, user-friendly graphs featured in reports
- Public dissemination in surveyed countries
- Posting of survey design and methods on the LAPOP website
- Uploading of data onto LAPOP's website and into LAPOP's free interactive data analysis program



LAPOP DATA: USE AND ACCESS

The AmericasBarometer datasets feature a common core set of questions that has been asked from 2004 to present day. In addition, LAPOP has datasets that date back to the 1970s. Questionnaires and information on each dataset are available on LAPOPS's website at LapopSurveys.org.

Who uses LAPOP data?

- Academic researchers
- The United States Agency for International Development
- The World Bank
- The Inter-American Development Bank
- The United Nations Development Programme
- The Organization of American States
- Several governments across Latin America
- And many more

LAPOP also has provided seed funding for researchers at several institutions who are using its data to support research on public opinion in Latin America and the Caribbean. These small grants have resulted in research papers that provide additional insight into democratic politics in the region.

How can I access LAPOP data?

The LAPOP website, LapopSurveys.org, includes a free and publicly available, interactive program in both English and Spanish that allows analyses from simple tabulations through complicated multivariate analysis of all AmericasBarometer data sets. The website further identifies all surveys and allows free access to all questionnaires and technical manuals.

In addition, LAPOP's raw data files are available through three channels:

1. Any individual worldwide can access individual datasets via LAPOP's website free of charge

2. Individuals and institutions can become premium access subscribers and receive the following additional benefits:

- Access to merged databases (cross-time, cross-country)
- Single files with data for all countries for a given survey wave
- Access to LAPOP-created Stata code to present statistical analyses in user-friendly graphs
- Access to LAPOP technical support

3. Institutions can purchase datasets to create enduring data repositories

The LAPOP Website

Our website provides access to publications, subscription information, survey data, and much more! Please visit our site and browse our exciting information at LapopSurveys.org.

For subscription information including packages and pricing, click on the **Subscribers/Become a Subscriber** tab.

For information on survey data, click the **Survey Data** tab.

For access to our various reports, click on the **Publications** tab.



LAPOP CENTRAL

Faculty



Elizabeth J. Zechmeister

Director of LAPOP
Associate Professor of Political Science
Faculty Affiliate of the Research on
Individuals, Politics, and Society Lab
Ph.D. in Political Science, Duke University
liz.zechmeister@vanderbilt.edu



Mitchell A. Seligson

LAPOP Founder and Senior Advisor
Centennial Professor of Political Science
Professor of Sociology
m.seligson@vanderbilt.edu

Staff



Rubí Esmeralda Arana (El Salvador)

LAPOP Program and Subscription
Coordinator
B.A. in Computer Science,
Central American University
"José Simeón Cañas"
rubi.e.arana@vanderbilt.edu



Nicole Hinton (United States)

LAPOP Research Coordinator
M.A. in Economics, Vanderbilt University
nicole.l.hinton@vanderbilt.edu



Tonya G. Mills (United States)

LAPOP Grants Manager
B.A. in History, Winthrop University
tonya.mills@vanderbilt.edu



Jorge Daniel Montalvo (Ecuador)

LAPOP Program Manager
Ph.D. in Political Science,
Vanderbilt University
daniel.montalvo@vanderbilt.edu



Ana María Montoya (Colombia)

LAPOP Research Assistant
M.A. in Political Science, Universidad de los
Andes, Bogotá, Colombia
ana.m.montoya@vanderbilt.edu



Georgina Pizzolitto (Argentina)

LAPOP Coordinator of Special Studies
M.A. in International and Development
Economics, Yale University
M.A. in Economics, National
University of La Plata (Argentina)
georgina.pizzolitto@vanderbilt.edu



Mariana Rodríguez (Venezuela)

LAPOP Program Coordinator
Ph.D. in Political Science,
Vanderbilt University
mariana.rodriguez@vanderbilt.edu



Emily C. Saunders (United States)

LAPOP Research Outreach Coordinator
Ph.D. in Political Science,
Claremont Graduate University
M.T.S. Religion, Ethics, and Politics,
Harvard University
emily.c.saunders@vanderbilt.edu



Carole J. Wilson (United States)

LAPOP Research Analyst
Ph.D. & M.A. in Political Science, University
of North Carolina at Chapel Hill
c.j.wilson@vanderbilt.edu

LAPOP Research Consultant



María Fernanda Boidi (Uruguay)

LAPOP Consultant
Ph.D. in Political Science,
Vanderbilt University
fernandaboidi@gmail.com

Faculty Fellows



Susan Berk-Seligson

Research Professor of Spanish Linguistics
Coordinator of CARSI Qualitative Research
Ph.D. in Linguistics, University of Arizona
susan.berk-seligson@vanderbilt.edu



Jonathan T. Hiskey

Associate Professor of Political Science
Ph.D. in Political Science,
University of Pittsburgh
j.hiskey@vanderbilt.edu



Cecilia Mo

Assistant Professor of Political Science
Ph.D. in Political Economics,
Stanford University
cecilia.h.mo@vanderbilt.edu



Efrén O. Pérez

Assistant Professor of Political Science
Ph.D. in Political Science, Duke University
efren.o.perez@vanderbilt.edu



Kristin Michelitch

Assistant Professor of Political Science
Ph.D. in Political Science,
New York University
kristin.michelitch@vanderbilt.edu

Current Graduate Students

Fred Batista, Brazil

Gabriel N. Camargo-Toledo, Colombia

Kaitlen Cassell, United States

Oscar Castorena, United States

Mollie Cohen, United States

Claire Evans, United States

Adrienne Girone, United States

Matthew Layton, United States

Whitney Lopez-Hardin, United States

Trevor J. G. Lyons, United States

Arturo Maldonado, Peru

Juan Camilo Plata Caviedes, Colombia

Guilherme Russo, Brazil

Facundo Salles Kobilanski, Argentina

Laura M. Sellers, United States

Bryce Williams-Tuggle, United States

Daniel Zizumbo-Colunga, Mexico

LAPOP also has many esteemed alumni who have gone on to take prestigious positions at universities, NGOs, and governments around the world.

International Advisors

LAPOP frequently consults and collaborates with experts on public opinion, survey, and related research areas. A group of esteemed researchers from around the globe advises LAPOP projects, in particular the AmericasBarometer.

LAPOP is committed to capacity building, training, and exchange. LAPOP provides a platform for graduate students to contribute to the design, implementation, and analysis of policy-relevant research projects. Students acquire hands-on experiences that create a foundation for their own research efforts during and after graduate school. LAPOP's Undergraduate Research Fellow Program allows college students the opportunity to hone transferable skills and develop reports circulated in LAPOP's *Insights* series. On occasion LAPOP hosts visiting scholars for the purpose of learning and collaboration. For more information on any of these opportunities, please contact the Director of LAPOP, Liz Zechmeister, by email at liz.zechmeister@vanderbilt.edu.

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ALGONQUIN
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EMBAJADA DE SUECIA



LAPOP operates as an academic consortium of partners. The current partnerships are as follows:
LAPOP opera como un consorcio de socios académicos. Las sociedades actuales son las siguientes:

Mexico and Central America México y Centroamérica

Costa Rica



Honduras



Mexico
México



El Salvador



Guatemala



Nicaragua



Panama
Panamá



Caribbean/Caribe

Bahamas



Belize

Belice



Dominican Republic
República Dominicana



Guyana



Haiti
Haïti



Jamaica



Suriname



Trinidad & Tobago
Trinidad y Tobago



Andean/Southern Cone Andes y Cono Sur

Argentina



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Uruguay



Venezuela



Canada and the United States Canadá y Estados Unidos

Canada
Canadá



United States
Estados Unidos



PERLA

