

*PUBLIC OPINION RESEARCH
IN COVID19 TIMES -
LATIN AMERICA*

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Covid19 accelerated change in methods






**F2F was already not the main
paradigm in Latin America even
before Covid**






The industry migrated, due mainly to economic reasons, to telephone and on-line surveys (some of reasonable quality, some not)






**Only a few companies remained
conducting high quality F2F
interviews**





This is the case of large international comparative projects like Latinobarometro, World Values Survey, Gallup World Poll, or LAPOP





**Stimulated by international
organizations that value high
quality standards**





**Those companies conducting
F2F stopped operations
immediately**


**Companies using CATI moved to
“home CATI” and/or on-line**






**The question in this situation is:
is it possible to maintain high
quality standards?**






In some countries and circumstances, maybe the answer is YES. But probably not in every country.





Different methods used in LatAm nowadays:

- CATI - cell phone
 - CATI - landline phone
 - IVR - Robopolls
 - Web based non-probability
(recruited through social media)
 - Web based probability
- 



Some relevant issues to discuss






The coverage of landlines, cell phones, and social media, is highly heterogeneous in Latin America




LANDLINE, CELL-PHONE AND SOCIAL MEDIA COVERAGE

	Cell-Phone	Landline	Facebook	Instagram	Twitter
Argentina	93%	50%	67%	29%	12%
Bolivia	90%	20%	56%	12%	9%
Brasil	93%	33%	59%	27%	6%
Chile	95%	31%	68%	27%	16%
Colombia	93%	33%	61%	20%	13%
Costa Rica	97%	42%	77%	32%	10%
Rep. Dominicana	93%	36%	73%	41%	21%
Ecuador	92%	52%	69%	26%	14%
El Salvador	84%	26%	60%	20%	11%
Guatemala	82%	19%	50%	14%	9%
Honduras	88%	15%	51%	14%	9%
México	83%	35%	58%	16%	15%
Nicaragua	83%	11%	38%	6%	3%
Panamá	90%	32%	52%	40%	15%
Paraguay	84%	10%	47%	16%	9%
Perú	83%	29%	57%	15%	9%
Uruguay	94%	57%	67%	28%	12%
Venezuela	87%	45%	70%	29%	24%
AVERAGE	89%	32%	60%	23%	12%

Source: Latinobarómetro 2018



And there is not only a matter of coverage: also the frequency of use affects probability of answering





Question wording should be adapted to different methods






**Example. Telephone surveys
tend to produce more polarized
distributions**







**In telephone is not possible to
use images or cards**







**Apparently, some portions of
people don't understand well an
abstraction of 1 - 10 scale
without a visual tool**







In a telephone survey, these questions had different results. In a F2F or on-line, with visual tools, similar ones







**The length of questionnaire
have different effects. For
example, in the % of interrupted
interviews**






Training interviewers is also a key issue. Changing F2F to telephone requires an adaptation process





**Weighting is a powerful tool.
But more biased samples
requires more precision, and
more assumptions**





**Will F2F be back after
pandemic?**





**Maybe. But some changes will
persist**

**Tension between quality,
economic and health protection**





**THANK YOU,
AND TAKE CARE!**

