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PUBLIC OPINION ACTIVITY (POA)

Providing data and analysis about democratic governance in Colombia.

OVERVIEW

USAID's Public Opinion Activity (POA) provides data and analysis about democratic governance in Colombia to local and international stakeholders. POA informs USAID/Colombia's programs and policies to enhance local stakeholders' capacities to gather, understand and utilize data for public policy formation and advocacy. POA has national coverage and runs from January 2016 – July 2021.

POA uses rigorous analyses and interpretation to produce reliable democratic governance data. POA coordinates closely with Americas Barometer and uses a core subset of the questions included in Americas Barometer studies conducted by over the past 11 years. Therefore, POA's survey results can be compared over time and across the 34 countries included in Americas Barometer.

PHOTO BY USAID/COLOMBIA

COMPONENTS

CONDUCTING BIENNIAL, NATIONALLY REPRESENTATIVE SURVEYS

POA conducts surveys with voting-age adults to measure citizen behavior, perceptions, experiences and attitudes toward democratic values and institutions. POA surveys include questions about social values; the peace process; attitudes toward democracy and political institutions; political participation and civic engagement; reintegration of ex-combatants; perceptions of and experiences with crime and corruption; female empowerment; and more.

DISSEMINATING SURVEY RESULTS

POA survey results are disseminated through various means including public events, media tours, press conferences and meetings with government officials. POA also provides permanent, user-friendly access to survey data, analyses and interpretations to target audiences like the U.S. Government, the Government of Colombia (GOC), academia, civil society organizations and more.

RESULTS

- Mobilized over USD \$3 million in free press; and
- Increased local and international stakeholder access to high-quality survey data for public policy formulation, public discourse, advocacy, decision making and journalism activities.