

# WIRTLIN WORLDWIDE

DEMOCRACY AND HUMAN RIGHTS  
PREPARED FOR: USAID CAMBODIA  
JULY, 1998



Strategic imperatives for decision-makers  
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## ORGANIZATION OF THE REPORT

To aid the reader in using the Detailed Findings and the sections which follow, we present the report in the following sequence:

The **Research Methodology** describes how the research was designed and implemented, as well as how the sample was selected and validated.

The **Main Findings** highlights the key conclusions reached in the study.

The **Executive Summary** provides an overall summary of the results of the study.

The **Detailed Findings** provide a description and analysis of the results and are supplemented with key charts and tables.

The **Strategic Imperatives** provided the recommended course of action based on results emerging in the data.

The **Interview Schedule** (Section 2) reproduces the survey instrument, or questionnaire, as it was used in the interviewing.

The **Computer Output** (Section 3) shows the results of the data processing.



## RESEARCH METHODOLOGY

Wirthlin Worldwide Asia is pleased to present the results of this study to USAID in Cambodia.

Although the most sophisticated procedures have been used to collect and analyze the information presented here, it must be remembered that surveys are not predictions. They are designed to measure opinions within identifiable statistical limits of accuracy at specific points in time. This survey is in no way a prediction of opinion or action at any future point in time.

This study contains results from a random sample of 1,373 residents 18 years of age and older living in Cambodia. The sample was stratified so as to have an appropriate distribution of gender and age. Cambodia's three major geographic regions are included, namely Phnom Penh (35%), Siem Riep (18%), Kompong Som (12%), as well as three rural regions: Kampong Cham (20%), Battambang (9%), and Kampong Speu (7%). The data has been weighted to reflect 70% rural and 30% urban interviews. The data was gathered March to April 7, 1998, in addition to 300 rural interviews in June 1998.

**TABLE 1: SAMPLE STRATIFICATION**

<b>Stratification</b>	<b>Percentage of Sample</b>
<b>Total Sample</b>	100%
<b>Area</b>	
Phnom Penh	35%
Siem Reap	18%
Kompong Som	12%
Kampong Cham	20%
Battambang	9%
Kampong Speu	7%
<b>Gender</b>	
Male	48%
Female	52%
<b>Age</b>	
18-24 years	18%
25-34 years	30%
35-44 years	22%
45-54 years	15%
55+ years	15%



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The random sample of 1,373 adults includes the following:

- Nearly all (99%) are of Khmer ethnicity
- The majority are married (69%). Two-in-ten are single (20%), with the remainder widowed (9%), or divorced/separated (2%)
- More than half (53%) have some high school or above, including: some high school education (41%), high school graduates (9%), some college education (1%), college graduates (1%), technical/vocational education (1%). The remainder (47%) have primary education or below: primary education (23%), less than four years of schooling (13%), no education (11%). It is not surprising that significantly more men have higher education levels than do women, and that Cambodians living in urban areas are significantly more likely to have a higher level of education.
- In terms of occupations, 22% of the Cambodians included in the sample are in white collar positions, 23% are housewife/work in home, and 36% are in blue collar jobs. The rest of the sample includes government employees (7%), students (5%), and military/police (4%). Significantly more women work at home or are in white collar positions, compared to the men who are significantly more likely to be blue collar workers, government employees, military police, or students.
- The majority (86%) of Cambodians included in the sample do not have a secondary occupation. The secondary occupations that are identified include clerical/sales/secretary (4%), service worker/laborer (4%), farm laborer (3%), and craftsman/foreman (1%).

**TABLE 2: PRIMARY OCCUPATIONS**

Occupation	Percentage of Cambodians
<b>WHITE COLLAR</b>	<b>22%</b>
Clerical/Sales/Secretary	18%
Professional/lawyer/accountant	2%
Business/shop owner	1%
<b>WORK IN HOME</b>	<b>23%</b>
Work in home/housewife	23%
<b>BLUE COLLAR</b>	<b>36%</b>
Service worker/laborer	12%
Craftsman/foreman	3%
Farm laborer	20%
Fisherman	2%
Driver	1%
<b>GOVERNMENT EMPLOYEE</b>	<b>7%</b>
Government employee - national	4%
Government employee manager - national	1%
Government employee - provincial level	1%
Government employee - local level	1%
<b>MILITARY/POLICE</b>	<b>4%</b>
Civilian police	2%
Regular army (RCAF)	2%
<b>OTHER</b>	<b>8%</b>
Student	5%
Retired	1%
Unemployed	1%

(If less than 1% not shown in table)

Q71: What is your occupation?

The sample includes 15% (N=204) who say they are members of a political party, and 1% (N=16) who are members of a human-rights or democracy non-government organization. The specific NGOs identified are as follows:

**TABLE 3: NGO MEMBERSHIPS**

<b>NGO</b>	<b>Members</b>
Cambodian Volunteer for Development	16%
Organization Support Election Coffel	13%
Adhoc	13%
Khmer Institute for Democracy	9%
Cambodian Mine Action Center	9%
Enfant du Mekong	9%
History Support Community	3%
Khmer Intellectual Member Association	3%
Concern	3%
Agrisud	3%
UNDP	3%
Christian Churches	3%
Don't know / Refused	14%

Q76: Which group or groups are you a member?

Wirthlin Worldwide Asia typically uses qualitative (percentages or proportions) and quantitative (averages or means) measures in its survey designs.

In general, for a qualitative measure the margin of error for a sample size of 1,373 is  $\pm 2.6$  percentage points in 95 out of 100 cases. It should be understood, however, that this margin of error only applies to measuring a proportion based on the total sample. Margins of error will be different for comparisons between sub samples and for quantitative measures, such as means derived from ratings scales. Any variation in reported percentages of  $+ / - 1\%$  is due only to rounding.

Any questions relating to the findings presented in this summary should be directed to Bruce Blakeman, Managing Director or Cindy Lippman, Research Director at 65-331-5266.



## MAJOR FINDINGS

The major findings from this study are as follows.

1. Most Cambodians (86%) are aware there is an election this year. However, only 36% can correctly cite the 26 July election date.
2. Only 17% of the population can cite all four requirements to register to vote without prompting, namely to: 1) show proof of citizenship or bring two witnesses, 2) go to the registration station, 3) get a picture taken, and 4) receive a voter card.
3. However, aided awareness of the registration and voting process is much higher.
4. The vast majority (98%) of Cambodians believe the upcoming election is important to Cambodia. In addition, a majority (67%) of Cambodian citizens say they are likely to register and vote.
5. Overall, almost all Cambodians feel the election will be fair and the results will reflect the national sentiment.
6. When asked why they are likely to register and vote, Cambodians focus on choosing a good leader/party (47%), the good of the country (22%), peace/stability (19%), obligation (8%), and democracy/justice (4%).
7. A large majority of Cambodians (77%) say they regularly watch television. Four-in-ten (40%) say they regularly read a newspaper, and 68% of Cambodians say they listen to the radio, with Voice of America (19%) the most popular station.

There are some differences between rural and urban dwellers, where urban residents are more reliant on television than rural cohorts. Rural dwellers are more reliant on “word of mouth” than urban residents.

8. Both radio (36%) and television (37%) are used by Cambodians for news reports. Newspapers (7%) are a distant third to electronic media outlets. More people actually rely on people/family/friends (15%) than newspapers for their main news source.
9. A very small minority, only one-in-ten Cambodians (10%), believe “most” of what is reported in the news media. The majority (83%), however, believe “some” of what is reported. Only 3% believe “none of it at all”.



10. Overall, we find that only two political parties have significant awareness, the Cambodian Peoples' Party and Funcinpec. Unaided awareness of the Cambodian People's Party is 91%, followed by Funcinpec at 81%. Other parties mentioned include Sam Rainsy Party (30%), Lokta Son Sann Party (20%), and Buddhist Liberal Party (9%).
11. Most Cambodians (90%) are not able to describe the political party platforms and issue positions.
12. Cambodians do feel that voter and democracy education are important in order to teach people about democracy/procedures (42%), freedom/rights (33%), improve leadership (12%), and bring peace/unity (7%).
13. Media campaigns (60%) are by far the most popular suggestion, including television (47%), radio (39%), and print (12%) Cambodians identify as the most important thing NGOs can do to promote and protect human rights in Cambodia. In addition, Cambodians suggest doing a direct campaign to the community (39%), or teaching people in towns/rural areas/populated areas (7%).
14. Prostitution (98%), land disputes (94%), human trafficking (93%), human rights abuse (89%), and labor problems including child labor (72%) are viewed as problems in Cambodia.
15. The majority (89%) of Cambodians believe that women's rights is not a major issue in Cambodia, because women share the same rights as men.
16. Most (82%) Cambodian citizens say they have never had their own human rights violated. However, fully 17% say that their human rights have been violated. Among those who have had their human rights violated, less than half (45%) say they reported the violation, with 57% not reporting the violation. There is no difference between urban and rural cohorts as to the frequency of violations.
17. Cambodians are split in terms of how much trust they have in their judicial and legal system. Less than half (49%) of Cambodians say they trust their judicial system to get a fair hearing in court.



## EXECUTIVE SUMMARY

The results of this study show that Cambodians have high awareness of the upcoming national election to elect a new National Assembly. However, there is a need for voter education to inform Cambodians on how to register to vote, evaluate candidates and parties, participate in the election process, and understand their constitutional rights.

The most critical activities USAID/Cambodia can implement are:

- informing, teaching, and assisting people on how to register for the election;
- instructing people on how to operate and what is required of them in a democracy; and
- instructing people on how to evaluate different candidates and political parties.

This study shows that a large majority of Cambodians are aware that an election is being held this year. Specifically, eight-in-ten Cambodians (86%) say they are aware that a national election is scheduled some time in the future. Only 41% say they are not aware of an upcoming national election, while 9% did not answer.

In addition, knowledge about which elected office is going to be voted on in the upcoming election is fairly high. One half of Cambodians (56%) can identify the National Assembly as the office to be elected in the July 26 election.

However, less than four-in-ten (36%) can correctly cite the 26 July 1998 date.

In addition, Cambodians have only a sketchy idea of what they must do to participate in the upcoming election. The majority (71%) can identify the need to show proof of citizenship. In addition, there is some knowledge of the need to have a picture taken (51%), receive a voter card (42%), and go to a registration station (39%).

One disturbing finding, however, is that only 17% of the entire population can cite all four requirements, namely to 1) show proof of citizenship or bring two witnesses, 2) go to the registration station, 3) get a picture taken, and 4) receive a voter card without prompting. This is definite sign that it would be important to provide educational activities on what is required and how to register to vote.



However, when Cambodians are given a list of things they may be required to do to register to vote (aided awareness), awareness of required actions dramatically increases.

For instance, there is fairly good knowledge that citizens must go to register. Over half (58%) Cambodians say they must go to a registration site in their commune in order to register to vote. In addition, a full 98% of Cambodians say they need a voter registration card to vote in the upcoming election.

This is not to say that Cambodians do not have an interest in the elections. Quite the contrary, the vast majority (98%) of Cambodians believe the upcoming election is important to Cambodia. Opinions are strong and widespread on this question.

In addition, a majority (67%), of Cambodian citizens say they are likely to register and vote. There is a dramatic difference between urban and rural voters, where urban dwellers (99%) are much more likely to say they will register and vote than rural residents (53%).

When asked why they are likely to register and vote, Cambodians focus on choosing a good leader/party (47%), peace/stability (26%), the good of the country (22%), obligation (8%), and democracy/justice (6%).

Cambodians are divided as to what they feel they must do to participate in the elections as an informed voter. The vast majority of Cambodians say their responsibility is to vote on election day (99%), and to register to vote (99%). Fewer Cambodians (66%) say it is their responsibility to know about the different candidates and political parties, or to become a poll watcher (35%).

Overall, almost all Cambodians feel the election will be fair and their vote will reflect the national sentiment. We find nine-in-ten Cambodians (94%) believe that their individual vote will be counted and make a difference. In addition, the vast majority of Cambodians (96%) say that they believe who they vote for will be secret.

Despite their interest in the elections, the majority of Cambodians (55%) do not discuss the upcoming elections with their family, friends, or work colleagues. Four-in-ten Cambodians (44%) say they discuss the elections.

This makes workshops, paid media, and other forums a much more critical component of USAID's communications strategy.



The use of electronic and print media is very high. The vast majority of Cambodians (77%) say they regularly watch television. Four-in-ten Cambodians (40%) say they regularly read a newspaper.

In addition, 68% of Cambodians say they listen to the radio. Voice of America is most popular, with 19% of Cambodians saying they most often listen to this station.

There are significant differences in the frequency individuals use various media as their main source of news. Television is the most widely used source of information about current events going on in the country. Four-in-ten Cambodians (37%) say they get most of their news from television. Radio (36%) is equally as popular source of information, followed by other people/family/friends (17%), and newspapers (7%).

Like many people around the world, most Cambodians do not have total faith in what is reported in the media. A very small minority, only one-in-ten Cambodians (10%) believe “most” of what is reported in the news media. The majority (83%), however, believe “some” of what is reported. Only 3% believe “none of it at all”.

Cambodians are as likely to desire to be a candidate for a local election as a national election. A large majority (96%) of Cambodians have never run for elective office. However, 29% say they would consider being a candidate for the national election, and 25% have an interest in being a locally elected office candidate.

Being a poll watcher is of greater interest to Cambodians than being a candidate. Over four-in-ten Cambodians (46%) say they are interested in being a poll watcher.

The large majority of Cambodians (93%) agree that political parties are important to the functioning of the government. Opinions are intense on this issue, with 70% saying political parties are “very” important, and 24% saying they are “somewhat” important. Only 3% say that political parties are “not at all” important.

Overall, we find that awareness of political parties is centered around two parties, the Cambodian Peoples’ Party and Funcinpec. Unaided awareness of the Cambodian People’s Party is 91%, followed by Funcinpec at 81%. Other parties mentioned include Sam Rainsy Party (30%), Lokta Son Sann Party (20%), and Buddhist Liberal Party (9%).

This is critical because the first hurdle any political party has to overcome is awareness. Voters will automatically reject any party they are not aware of, even if that party best represents their views.



In addition, the survey demonstrates that people's knowledge of political parties' platforms is very low. The large majority of those who could name a political party could not cite a policy position or platform for a party that they are aware of in Cambodia.

More than four-in-ten (44%) say they have seen, read, or heard public messages about voter education or democracy. The majority of Cambodians (86%) say that such messages are important.

When asked why messages about voter education and democracy are important, Cambodians focus on procedures, knowledge, and freedom. In particular, they say that voter education and democracy are important in order to teach people about democracy/procedures (41%), freedom/rights (27%), improve leadership (16%), and bring peace/unity (6%).

To better understand the contextual framework in which Cambodians process information about democracy, we ask Cambodians to define what democracy means to them. For the plurality of Cambodians, democracy implies freedom of speech. Other definitions are freedom (42%), elections (30%), ownership (17%), politics (15%), freedom to petition government (7%), rule of law (5%), freedom to travel (1%), freedom of information (1%), and freedom of association (1%).

When presented with a list of various human rights problems, and asked if these are a problem in Cambodia we find that the clear majority view prostitution (98%), land disputes (94%), and human trafficking (93%) as problems in Cambodia. Other human rights issues which Cambodians feel are problems in their country are human rights abuse (89%), and labor problems including child labor (72%).

The majority of Cambodians believe that women's rights is not a major issue in Cambodia. When asked if they think that women have the same legal rights as men in Cambodia, 89% of Cambodians think women are equal, while only 5% do not.

One problem in particular, a woman's right to press charges against her husband if he seriously beats her or her children, has very high support. More than nine-in-ten Cambodians (93%) agree that women should be able to press legal charges under these circumstances.

To better understand attitudes toward the human rights situation in Cambodia, we present a list of rights guaranteed in the Cambodian Constitution, and ask if they feel they have these rights. Freedom of speech (80%), and freedom of association/right to join political parties (72%) are regarded as personal rights by the majority of Cambodians.



Equality before the law is another right which the majority of Cambodians (68%) feel they possess. Slightly more than half of Cambodians (55%) think they have the right to defense and due process.

Most (82%) Cambodian citizens say they have never had their own human rights violated. However, fully 17% say that their human rights have been violated. Among those who have had their human rights violated, less than half (43%) say they reported the violation, with 57% not reporting the violation.

Those Cambodians who did report a human rights violation, are most likely to have reported the incident to local officials (67%). Other people/organizations to whom the violations were reported include the police (20%), provincial/ district officials (24%), the court (4%), national political officials/government officials (2%), local NGOs (3%), and the United Nations (1%).

Among those who say they have reported a violation of their own human rights, the majority (53%) say that nothing happened after the report was filed. In addition, 3% of Cambodians say that local authorities do not care to find a solution, and 1% say they were afraid to file the case. However, in over four-in-ten (41%) of the violations reported, the case was solved.

Among those Cambodians who did not report the violation, the reasons vary from avoiding conflict (39%), to lack of interest on behalf of the authorities (34%), and fear that authorities may cause trouble (16%). Other reasons are lack of money (7%), do not know who to contact (3%), and live too far (1%).

Only one-third (35%) of Cambodians say they are aware of non-government organizations working for democracy and human rights in Cambodia. Two-thirds (65%) are not aware of such an organization.

Among those who are aware of an NGO working for human rights in Cambodia, a majority (56%) cannot identify the name of the organization. The NGOs identified include Cambodia League for Protection and Defense of Human Rights (38%), Adhoc (28%), Khmer Women Media Center of Cambodia (13%), and Cambodia Institute for Human Rights (10%).

The majority of Cambodians (87%) have never attended a training course in human rights and democracy. However, a full 13% of Cambodians say they have attended such a course.



Nearly all (99%) those who attended a training course in human rights and democracy say they found the course useful, including 89% that found it “very” useful, and 10% that found it “somewhat” useful.

We ask Cambodians to identify the most important thing NGOs can do to promote and protect human rights in Cambodia. Media campaigns are by far the most popular suggestion, including television (47%), radio (39%), and print (12%). In addition, Cambodians suggest conducting a campaign to train communities (39%), or teaching people in towns/rural areas/populated areas (7%).

When asked whether or not local authorities respect and listen to human rights NGOs, four-in-ten Cambodians (45%) agree that authorities do respect and listen to human rights NGOs. Over one-in-five (22%) disagree, however, and a further one-third (33%) say they do not know.

Cambodians are split in terms of how much trust they have in their judicial and legal system. Less than half (49%) of Cambodians say they trust their judicial system to get a fair hearing in court. However, the level of trust is moderate, as only 10% have a “great deal” of trust, compared to 39% that have “some” trust. Furthermore, 41% of Cambodians do not trust the judicial system, including 25% that have “not a lot” of trust, and 16% that have “no trust at all”.

Part of the uncertainty regarding trust in the judicial system is related to the lack of experience with that system. Only 2% (N=27) of Cambodians say they have ever engaged a lawyer to handle a legal problem on their behalf.

Nearly three-quarters (78%) of Cambodians currently, or have in the past, owned land or real estate, such as a house, shop, or farm. Nonetheless, only half (53%) of Cambodians are aware of laws that protect their right to personal property and labor rights. The rest are either not aware (41%) or say they do not know (7%).

Among those who do own real estate, nine-in-ten (92%) say their title or ownership of the property has never been challenged. However, 8% have had land ownership problem with their property.

When asked what they did to resolve the land ownership problem, the majority of Cambodians say they referred the matter to the authorities, in particular local authorities (51%), and in some cases to the Cabinet of Ministers (2%). Only 15% took court action, and 4% say they compromised peacefully to avoid any future problems. In one-quarter of the cases (23%) Cambodians did not take any action in the face of a land ownership dispute.

More often than not, the case was not resolved to the satisfaction of those involved in the dispute. One-fifth (21%) of Cambodians say the land was



confiscated by the authorities and given to the other rival involved in the conflict. A further 25% say that injustice was done and they lost the case. However, a fair number (30%) say they got back their possessions and won the case, while 1% say each party involved in the complaint received half the possessions. The remaining cases are still in process (13%) or there was no comment (8%).

The majority (62%) of Cambodians believe their village leaders are responsive to the needs of their community. However, opinions are moderate with 48% saying village leaders are “somewhat” responsive, compared to only 14% who say they are “very” responsive.

Despite these generally favorable approval ratings, most (62%) Cambodians have never met with officials such as their village chief, commune chief, district chief, or local police to discuss any problems they might have. Only 38% of Cambodians have participated in such a meeting.



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## DETAILED FINDINGS

### INTEREST IN CURRENT AFFAIRS

The majority of Cambodians say they are at least “somewhat” interested in what is taking place in their country. Specifically, eight-in-ten Cambodians (84%) say they are interested in politics, current events, and government. However, interest is moderate as the majority of Cambodians (63%) are only “somewhat” interested, compared to 21% who are “very” interested. One-in-eight Cambodians (15%) say they are “not at all” interested in politics, current events, and government.

Those significantly more likely to be interested in politics, current affairs, and government are:

Men

Ages 45-54

Blue collar workers, government employees, and military/police are more interested than white collar workers

Some high school to some college levels of education

Live in Siem Riep

Rural dwellers

Likely to register and vote in the upcoming election, know the date or month of the upcoming election

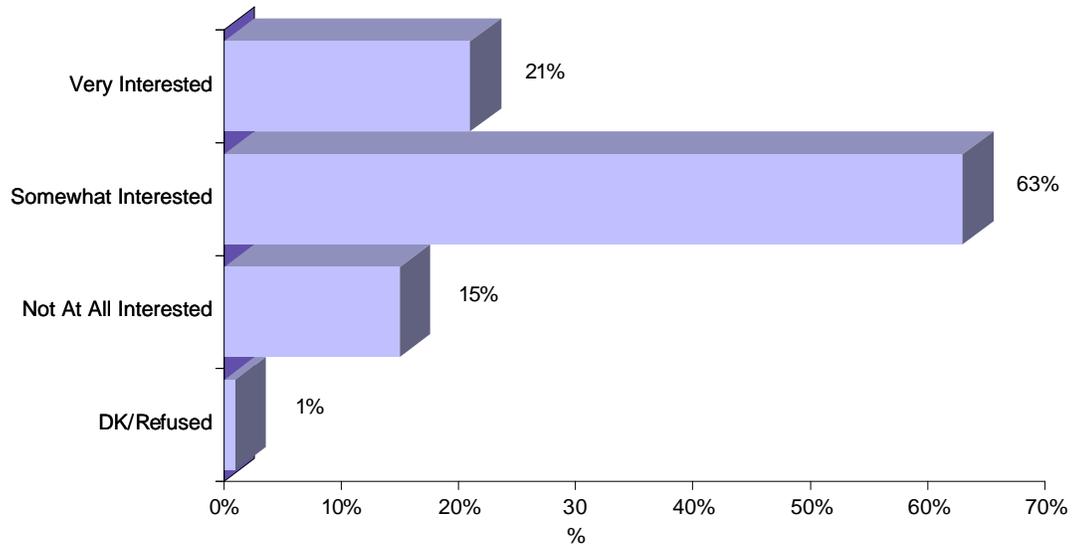
Own their own land or real estate

Listen to the radio, watch television, and read newspapers

Get most of their news from radio or television or word of mouth versus newspapers



## INTEREST IN COUNTRY'S CURRENT AFFAIRS



Q2. How interested are you, yourself in politics, current events, and government?

Are you extremely interested, very interested, somewhat interested not very interested or not at all interested?

## ATTITUDES TOWARD UPCOMING ELECTIONS

### AWARENESS OF UPCOMING ELECTIONS

Awareness of the upcoming elections is widespread among Cambodian citizens. Eight-in-ten Cambodians (86%) say they are aware that national elections are scheduled some time in the future. Only 4% say they are not aware of an upcoming national election, while 9% did not answer.

Rural dwellers (86%) are more likely to know there is an election in the near future than urban dwellers (75%). This is probably a function of the timing of the interviews. But what this does tell us is that awareness of the upcoming election is increasing at least in the rural areas, and that rural dwellers are just as aware of this as urban dwellers.

In addition, there are no regional differences in awareness. All regions have approximately 80% awareness and 20% unawareness.

Those who get most of their news through the newspapers (69% aware) are more likely to not be aware of the upcoming election as compared to those



who get their news mainly through other mediums, such as television (83%), and radio (86%).

White collar workers (24%) and women who work at home (17%) are the most likely to not be aware of an election. Students, police, and military have 15% unawareness of an election. The lowest level of unawareness is with blue collar and government employees (9%).

One fifth of divorced/separated Cambodians (18%) say they are unaware of the election or are unable to answer the question. Single (14%) and married (13%) people are equally likely to be unaware, followed by widows (14%). Cambodians with a primary education or lower (15%) are also most likely to say they are unaware of the upcoming election or be unable to answer the question. This is a higher percentage than those with some high school/high school (13%), college plus (9%), and some college/technical/vocational (6%).

Those significantly more likely to know that elections are scheduled in the future are:

Women and men aged 25-34 (87%)

Some high school or above

Interested in politics, current affairs and government, think political parties are important, likely to register and vote

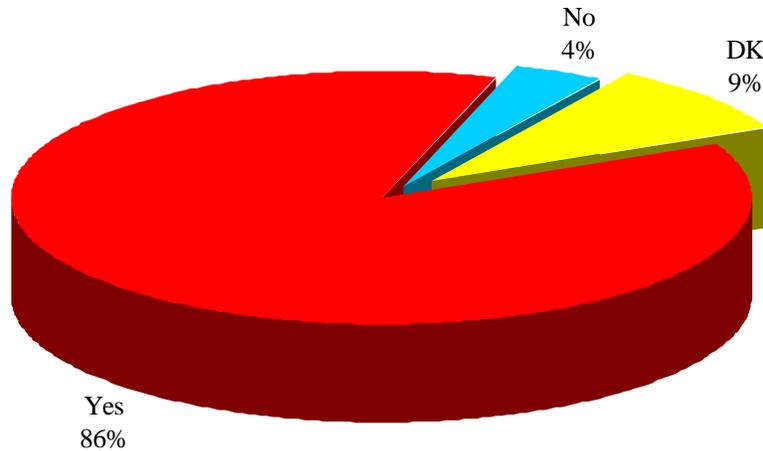
Aware of human rights NGOs

Believe most of the news they hear

Get most of their news from radio or television

Have attended a democracy training course

## AWARENESS OF UPCOMING ELECTIONS



Q3. To the best of your knowledge, are national elections scheduled any time in the future, or not?

### KNOWLEDGE OF UPCOMING ELECTION DATE

When asked to identify the proposed date of the upcoming election, only one-third of Cambodians (36%) identify the correct date of 26 July, 1998. A further 30% can identify the correct month, but are unsure as to the exact date. Six percent (6%) of Cambodians give an incorrect date, and another 28% say they do not know when the upcoming election will be held.

On average, six-in-ten (64%) Cambodians do not know when the election will be held or gave an incorrect date. Men (44%) are more likely than women (28%) to not know the correct date/month of the election. In particular, women aged 55 plus (19%), and 45-54 (23%) are least likely to be aware of the correct date. Women aged 18-24 (27%), 25-34 (32%), and women aged 35-44 (31%) also have low awareness of the correct date of the election.

Rural residents (40%) are actually more likely than urban residents (25%) to correctly know the date of the election. However, more urban dwellers are likely to cite "July" (38%).



With regard to the men, those aged 18-24 (36%) have the lowest awareness of the correct date/month of the upcoming election. All other male cohorts have higher than average knowledge of the election date, at least 42%.

Divorced/separated Cambodians (78%) and widows (69%) are more likely to be unaware of the date/month of the election than are either married (62%) or single (65%) people.

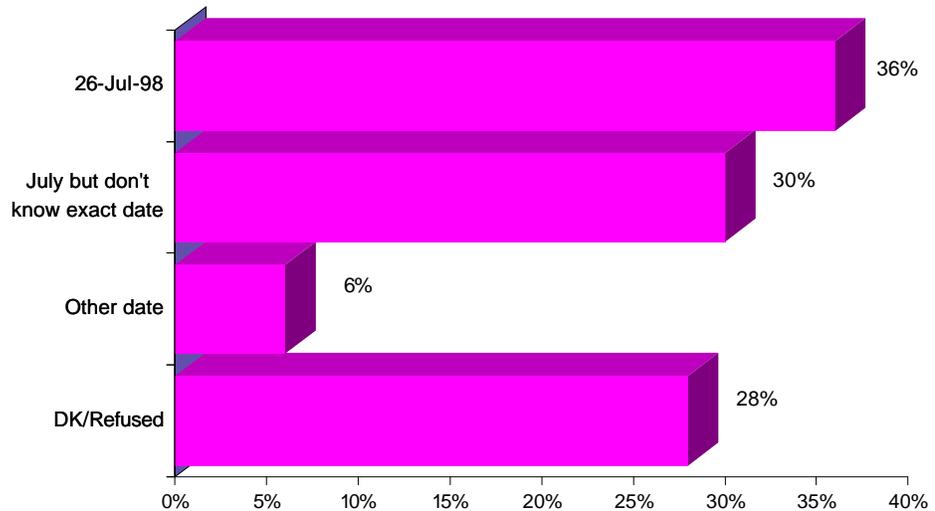
We also find that as education increases, so does the correct identification of the election date. Three-quarters of Cambodians with primary education or less (74%) do not know the correct date/month of the upcoming election. In comparison, those with some high school/high school (56%), some college/technical/vocational (53%), and college plus (32%) are significantly less likely to be unaware of the date.

In terms of occupation, government workers have the highest levels of correct knowledge of the election date at 64%. Those working at home/housewives (74% not aware), white collar workers (80%), students (65%), and blue collar workers (56%) have below average awareness of the correct date/month of the election.

Regionally, residents in the Phnom Penh region have the highest knowledge (33%), while those who live in the Siem Riep and Kompong Som regions have relatively low awareness at 14%.



## KNOWLEDGE OF UPCOMING ELECTIONS



Q4. As you may know, there are elections being held, to the best of your knowledge, what is the proposed date of that election?

Those most likely to identify the correct date are as follows:

Men

Rural residents

Some high school or above

Government employees, military/police, farmers, and retirees

Living in Phnom Penh

Very interested in politics, think political parties and the election are important

Aware of human rights NGO, have heard a human rights/democracy message

Listen to the radio and read newspaper

Get most of their news from the newspaper

Have attended democracy/election training course

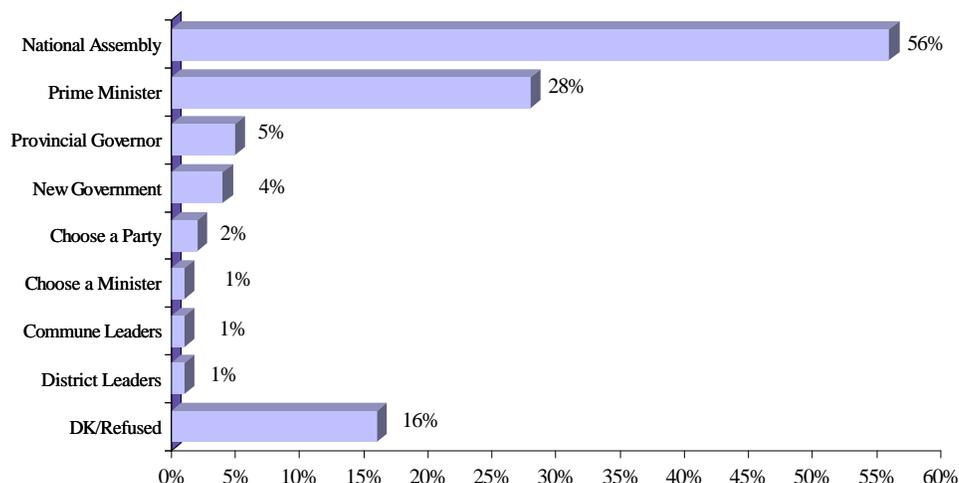


## OFFICE BEING VOTED ON

Knowledge about which elected office is going to be voted on in the upcoming election is fairly high. One half of Cambodians (56%) can identify the National Assembly as the office to be elected in the July 26 election. In addition, almost three-in-ten (28%) say the Prime Minister is the elected office to be voted on in the upcoming election.

Other answers given include: the Provincial Governor (5%), new government (4%), People representative (2%), Party (2%), District leaders (1%), Commune leaders (1%), and Minister (1%).

## ELECTION OFFICE(S) TO BE VOTED



Q12. To the best of your knowledge, what elected office or offices are going to be voted on in July 26 election?

Over six-in-ten men (63%) are able to identify the National Assembly as the office that will be voted on in the upcoming election. Significantly fewer women (49%) are able to identify the National Assembly. This means that more than half of Cambodian women (51%) are unable to identify the National Assembly as the elected office that will be voted on in the July 26 election.

In particular, women aged 55 plus (67%), 45-54 (51%), 35-44 (50%), 25-34 (45%), and 18-24 (49%), are unable to name the National Assembly as the elected office to be voted on.



Surprisingly, the majority of younger men aged 18-24 (47%) are also unable to identify the National Assembly as the office to be voted on in the upcoming election. All other male-age cohorts have over 62% awareness of the office being elected.

Six-in-ten Cambodians who are divorced/separated (60%) or widowed (59%) are unable to identify the National Assembly, compared to 48% of married people and 44% of single people.

There are no differences between urban and rural dwellers.

In terms of education, almost six-in-ten Cambodians with primary school or less (55%) do not know that the National Assembly will be voted on in the next election. Those with some high school/high school (65% aware), some college/vocational/technical (71%), and college plus (70%) are significantly more likely to know this information.

Only those working at home (47% aware) have a majority that are unable to identify the National Assembly as the office to be voted on in the election. White collar workers (54%), students (59%), government employees (71%), and military/police (66%) are more likely to know this information.

Three quarters of those living in Kompong Som (75%) are unable to name the National Assembly as the elected office to be voted on in the election. Significantly fewer Cambodians in Siem Riep (49%) and Phnom Penh (42%) are lacking this knowledge.

Those most likely to know that the National Assembly will be elected in the upcoming election are as follows:

Men

Ages 25 -34 versus 18-24 and 55 or more

Some college/college grad/technical/vocational education

Government employees, farm labor, retirees, and military/police

Phnom Penh or Siem Riep versus Kompong Som

Interested in politics, think political parties and the election are important, aware of election date, political party member

Single

Aware of human right/democracy NGO



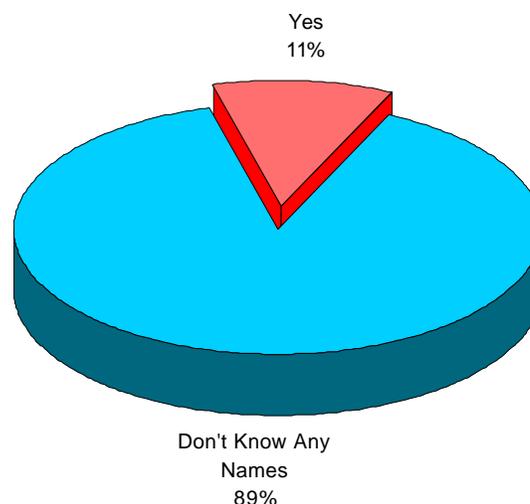
Listen to radio, watch television, read newspaper

Believe most of what is reported in the media

### AWARENESS OF LOCAL ASSEMBLY MEMBER

Awareness of local assembly members is very low. Only 11% say they know any of names of the National Assembly representatives from their province. Interestingly, those living in Kompong Som (16%) and Siem Riep (8%) are significantly more likely than residents of Phnom Penh (3%) to say that they can identify the name of a National Assembly representative from their province.

### AWARENESS OF NATIONAL ASSEMBLY REPRESENTATIVES



Q13. Do you know any of the names of the National Assembly representatives from this province, or not?

Among those who say they can name a National Assembly representative from their province, two-thirds (66%) give the correct answer, while one-third (34%) given an incorrect response. Interestingly, residents of Kompong Som (88%) and Siem Riep (76%) are much more likely to give a correct response than are residents of Phnom Penh (23%).

**TABLE 4: NATIONAL ASSEMBLY REPRESENTATIVES**

	Correct	Incorrect	% Correct
Kompong Som	29	4	88%
<i>Pou Sothirak</i>	29		
Siem Riep	22	7	76%
<i>Toan Chay</i>	7		
<i>Son Chhay</i>	6		
<i>Tea Banh</i>	5		
<i>Long Hib</i>	4		
Phnom Penh	5	22	23%
<i>Samdech Chea Sim</i>	2		
<i>Ahmad Yahya</i>	1		
<i>Samdech Krom Preah Norodom Ranariddh</i>			
<i>Mme. Prak Chantha</i>			

Q13A. Please tell me the name of one National Assembly Representative from this province.

#### IMPORTANCE OF UPCOMING ELECTIONS

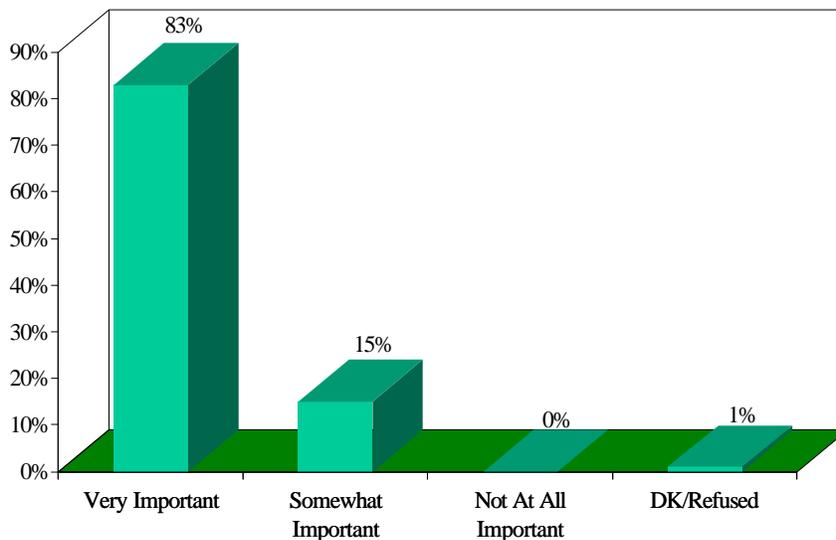
The vast majority (98%) of Cambodians say the upcoming elections are important to Cambodia, while virtually no Cambodians feel the elections are unimportant. Opinions are strong and widespread on this question. Eight-in-ten Cambodians (83%) believe the upcoming elections are “very” important, compared to one-in-eight who say the elections are “somewhat” important (15%).

There is no difference regarding the importance of the election between rural and urban residents.

The only group with less than 90% saying the election is important are those not likely to vote (76% say important).



## IMPORTANCE OF UPCOMING ELECTION TO INDIVIDUALS



Q5. Thinking about the up coming election, how important do you, yourself, think the elections are to Cambodia?  
Are they very important, somewhat important, or not important?

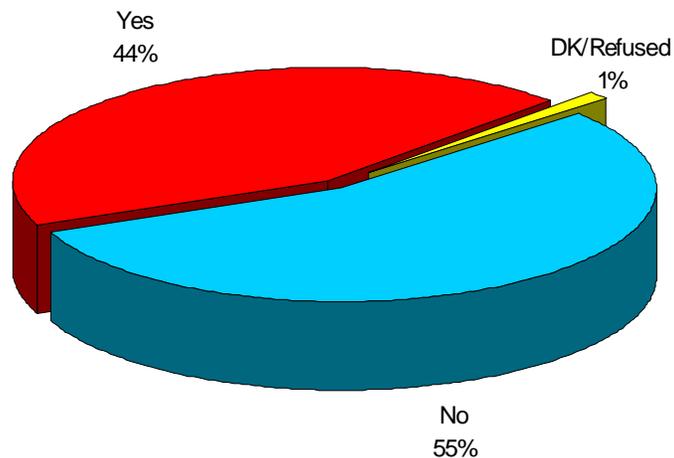
### DISCUSS POLITICS

Despite their interest in the elections, the majority of Cambodians (55%) do not discuss the upcoming elections with their family, friends, or work colleagues. Four-in-ten Cambodians (44%) say they do discuss the elections.

Interestingly, there is no difference between urban and rural dwellers. A majority of both do not discuss politics.



## DISCUSSION OF UPCOMING ELECTIONS



Q 23. Do you ever discuss the upcoming elections with your family, friends, or work colleagues, or not?

Those most likely to discuss the election with family/friends/colleagues are:

Men

Some high school or higher level of education

Government employees, students, and military/police

Live in Phnom Penh

Very interested in politics, think political parties are very important

Political party member

Know the date of the election

Aware of human rights NGO

Heard a human rights/democracy message

Have had a land dispute problem

Listen to radio or read newspaper



Get most of their news from newspaper

Believe most or none of the news they hear

On average, six-in-ten Cambodian women (59%) do not discuss the election with family/friends/colleagues. In particular, women aged 55 plus (64%) and 35-44 (64%) are most likely to say they do not discuss the election.

With men, those aged 55 plus (56%) and 18-24 (56%) are the most likely to refrain from discussing politics. Slightly fewer than half of men aged 25-34 (45%) and 35-44 (47%) say they do not discuss the election with family/friends/colleagues.

Seven-in-ten Cambodians living in Kompong Som (71%) do not discuss the elections, compared to 64% of those living in Siem Riep and 55% of those living in Phnom Penh.

In terms of education, over six-in-ten Cambodians with primary education or less (64%) do not engage in discussions about the election, compared to 47% of those with some high school/high school, 30% with college plus, and 38% with some college/vocational/technical.

## **FAITH IN THE ELECTION PROCESS**

### **SECRET BALLOT**

The vast majority of Cambodians (96%) believe that if they vote in the upcoming election, no one will know for whom they voted. Only 1% disagree with this statement.

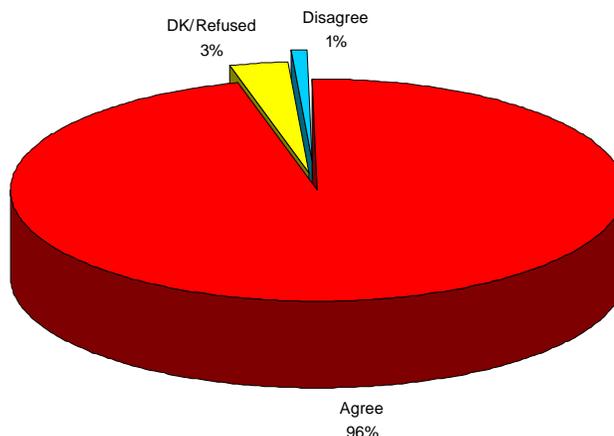
Levels of trust that voting will be kept secret are very high among all sub-groups examined in this study.

Those groups that have the least confidence in the voting process are those not aware of the election date, just 7% disagree.

There is no difference in attitudes between rural and urban dwellers.



## VOTING IS A SECRET BALLOT



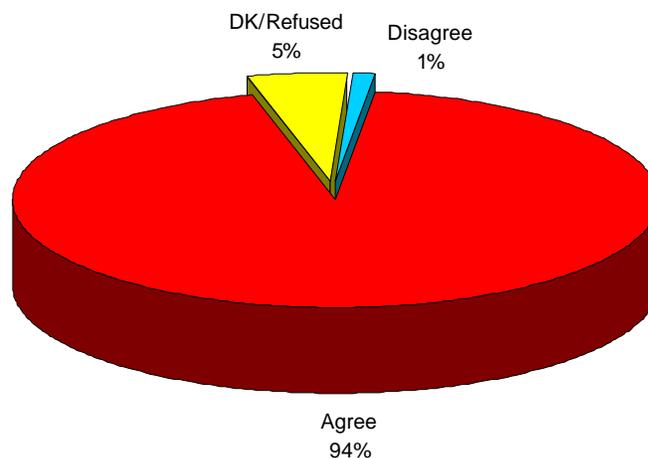
Q 21. Please tell me if you agree or disagree with this statement: If I vote in the election, my vote will be secret so that nobody will know who I vote

### MY VOTE COUNTS

This survey suggests that almost all Cambodians feel the election will be fair and the vote will reflect the national sentiment. Nine-in-ten Cambodians (94%) believe that their individual vote will be counted and make a difference. Only 1% disagree with this statement. In addition, there is no difference between rural and urban residents.

Men and women are equally likely (94%) to believe that their vote will count. However, there are differences across ages. Women 45-54 (98%) and men 18-24 (99%) have the most faith that their vote will count.

## EVERY VOTE MAKES A DIFFERENCE



Q22. Again, please tell me if you agree or disagree with this statement:  
If I vote in the upcoming elections, my vote will be counted and make a difference.

## PARTICIPATION IN UPCOMING ELECTIONS

### KNOWLEDGE OF HOW TO PARTICIPATE IN THE ELECTIONS

Cambodians have only a sketchy idea of what they must do to participate in the upcoming election. Only 17% could correctly identify all of the steps necessary to register to vote.

In our unaided, open-ended question, we ask Cambodians what they must do in order to vote on election day. The majority (71%) can identify the need to show proof of citizenship. In addition, there is some knowledge of the need to have a picture taken (51%), receive a voter card (42%), and go to a registration station (39%). Other criteria identified are bringing two witnesses to prove citizenship (13%), showing an identification card (2%), being 18 years or older (1%), and bringing a family book (1%).

The trends in the of knowing all steps to register are as follows:

There are no differences between men (17%) and (16%) women

Those ages 45-54 are significantly more likely to know all the steps than those who are 18-24



Males 45-54 (28%) are particularly more likely to know all the steps.

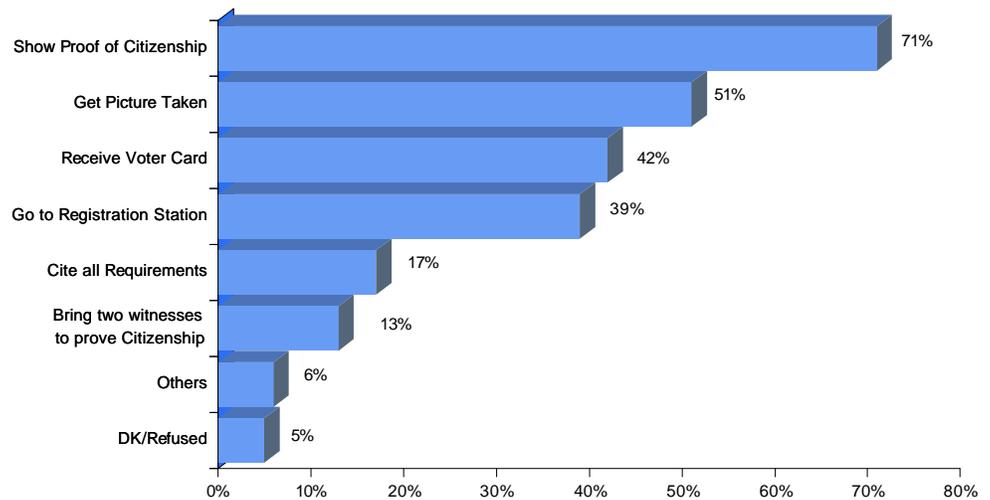
Rural residents (22%) are more likely than urban residents (5%)

Blue collar workers (25%), farm laborers (34%), and government employees (20%) have the highest levels of knowledge of the registration process

Those who know the election date (25%), those who are aware of NGO's messages (20%), and those who have heard democracy messages (28%) are more likely to know the proper steps for registration

Those who get most of their news from the radio (21%), believe most of what they hear in the media (27%), and do not read the newspaper (20%) are more informed on the registration process

## REQUIREMENTS TO VOTE



Q9. To the best of your knowledge, what is required of you to register to vote, that is, what do you physically need to do to register?

## VOTER REGISTRATION

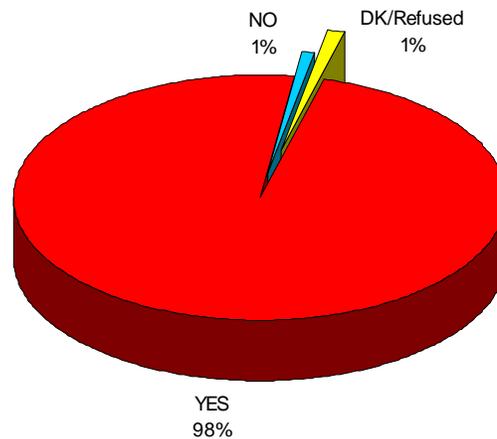
When asked directly if they need a voter registration card to vote, it is not surprising that most people are aware that they need this to participate in the election. A full 98% of Cambodians say they need a voter registration card to

vote in the upcoming election, while only 2% say this card is not required or they do not know.

Aided awareness of having to possess a voter registration card is almost universal. All subgroups but one have over 90% recognition that a registration card is needed to cast a ballot in the upcoming election.

In addition, when provided the list of steps required to register, rural residents are just as aware as urban dwellers that receiving a voter registration card is necessary to vote.

## VOTER REGISTRATION CARD



Q11: To the best of your knowledge, do you need a voter registration card to vote in the upcoming election?

## REGISTRATION LOCATION

Overall, most Cambodians have a fairly good idea that they must register at their commune. Specifically, 58% cite somewhere in their commune. In addition, 12% say it is up to the registration team to arrange a venue, 11% say it is at their school, 7% say their pagoda, and 3% say at their village office. This is 84% who feel that registration is somewhere in their local village or commune.

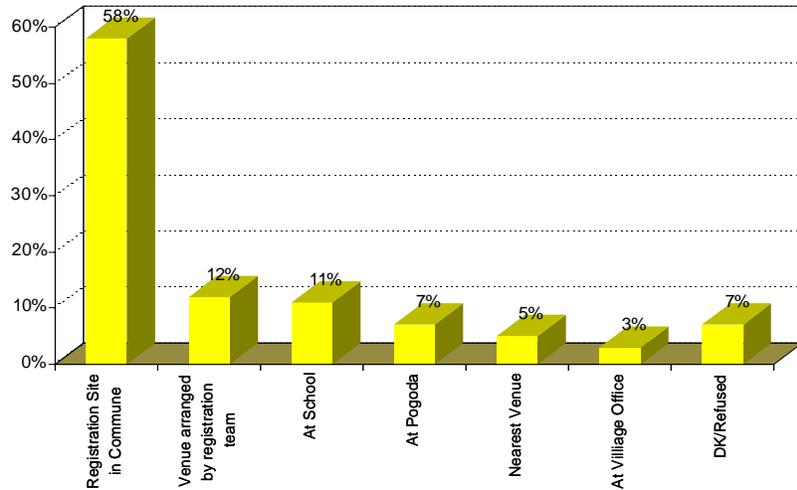
Just 7% say they do not know and another 5% give an unspecified "nearest venue."

The groups that are most likely to say they do not know where to register for the election are younger females, white collar workers, those who work at



home, those living in Siem Riep and Kompong Som, divorced, those very interested in public affairs, those who do not know the election date, those who get most of their news by word of mouth, those who do not believe any of the news they see, and clerks/salesman/secretaries.

### PLACE TO REGISTER FOR ELECTION



Q10: If you were to register to vote, where would you have to go to register?

### PLANS TO REGISTER AND VOTE

When asked specifically if they plan to register and vote in the upcoming elections or are already registered, almost every (99%) Cambodian says they are or will register to vote. At this time, 33% of Cambodians say they are registered and another 67% plan on registering for the election. Just 1% says they are not going to register and vote. In addition, of those who say they are going to register and vote (67%), 62 percentage points say they are “very likely” to register.

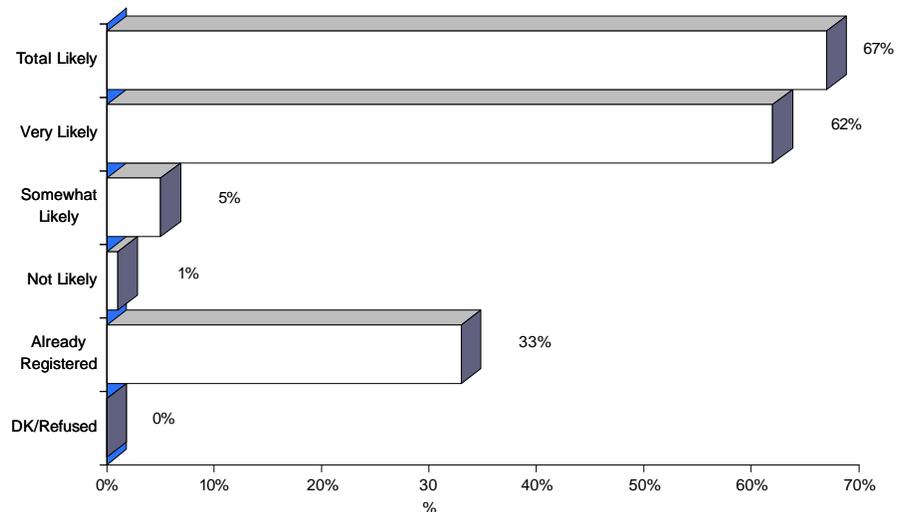
Only 1% say they are “not likely” to register and vote in the upcoming elections.

Registration efforts in the rural areas seem to be successful, with 47% of rural residents saying they are already registered. In addition, of the 300 additional interviews conducted in rural areas, 93% say they have already registered.



Other groups that have higher than normal registration rates are blue collar workers (58%), political party members (43%), those who know the election date (52%), those who have heard a democracy message (55%), those who do not read the newspaper (40%), and farm laborers (81%).

## PLANS TO REGISTER TO VOTE



Q7. As you may know, there are national elections scheduled for 26 July of this year. How likely are you, yourself, to register to vote in the upcoming elections? Are you very likely, somewhat likely, or not likely?

Those who are significantly more likely to say they are “very likely” to vote in the upcoming election include the following:

Urban residents (92%)

18-24 year olds (73%)

Students (81%), white collar workers (75%), military/police (79%)

Live in Siem Riep (96%)

Not political party members (63%)

Those not aware of the election (84%)

Those who do not know the date of the election (81%)

Those who have heard a democracy message (85%)

Those who do not own land (80%)



Those who get most of their news from the newspaper (83%)

## REASONS FOR VOTING

In an open unaided question, we ask Cambodian citizens why they are likely to register and vote. The reasons given for voting focus on choosing a good leader/party (47%), peace/stability (26%), the good of the country (22%), obligation (8%), and democracy/justice (6%).

**TABLE 5: REASONS WHY LIKELY TO REGISTER AND VOTE**

Reasons Likely to Register and Vote	Percent of Cambodians	
<b>CHOOSE GOOD LEADER / PARTY</b>	47%	
Right to choose good, competent leader		33%
Vote for one have confidence in / reliable		8%
Choose the right people representative		5%
Choose the party we like		1%
<b>PEACE / STABILITY</b>	26%	
Peace for people and political stability		19%
End the war		8%
For the nation reconciliation toward unity		1%
<b>GOOD OF THE COUNTRY</b>	22%	
For the development of the country		22%

Reasons Likely to Register and Vote	Percent of Cambodians	
<b>OBLIGATION</b>	8%	
Obligation of all our people		8%
<b>DEMOCRACY / JUSTICE</b>	6%	
Choose the right government with democracy		4%
Election will bring justice		1%
Put an end to corruption		1%
<b>OTHER</b>	14%	
One ballot may result in winning or losing		1%
<b>DON'T KNOW / REFUSED</b>	5%	

Q8a: Why are you likely to register and vote? That is, what makes the election important enough for you to register and vote?

Note: only responses with 1% or higher are shown here

The trends in the data are:



- all age and gender subgroups cite choosing the right leader and party as the frequent reason for participating in the election except females over age 55, where their top concern is peace and stability (33%).
- those aged 45-54 (57%), both male and female, are the most likely to say they will register and vote in order to choose a good leader/party and bring democracy/justice
- those aged 35-44 (32%) and women 55+ (33%) are more likely to register and vote in order to bring about peace/stability
- men ages 35 and above cite democracy and justice most frequently (10%)

Those most likely to cite choosing a good party and leader are ages 45-54 (both men and women), those with some college or more education, government employees, students, divorced, aware of NGO's, those who have attended a democracy training course, those who get most of their news from the newspaper, and those who do not believe any media reports.

Those most likely to be motivated to vote because of peace and stability are men aged 35-44, females over age 55, those with lower levels of education, Siem Riep region, widows, political party members, those who get their news by word of mouth, those who do not watch television, and farm workers.

Cambodians who are voting to help develop the country are females over age 55, singles, believe political parties are somewhat important, get most of their news from the television, and fishermen.

## **RESPONSIBILITY TO PARTICIPATE IN THE ELECTIONS**

Cambodians have mixed perceptions as to what they must do to participate in the election as informed voters. The vast majority of Cambodians say their responsibility is to vote on election day (99%), and to register to vote (99%). Fewer Cambodians (66%) say it is their responsibility to know about the different candidates and political parties, or to become a poll watcher (35%).

Demographically, there is no particular cohort that does not think registering is required to participate in the election. However, they can be identified attitudinally. Specifically those who say they are not likely to register and vote (67%) and those not aware of the election (5%) are most likely to say that registering is required to participate in the election.



As for voting on election day, the same trend exists. Two particular sub-groups do not think voting is required to participate in the electorate process, and it those who say they are not likely to register and vote (72%) and those not aware of the election (5%).

About two-thirds of Cambodians (66%) feel understanding the difference between the political parties is essential to be an informed voter. Another quarter (24%) feel this type of analysis is not essential and 10% do not know.

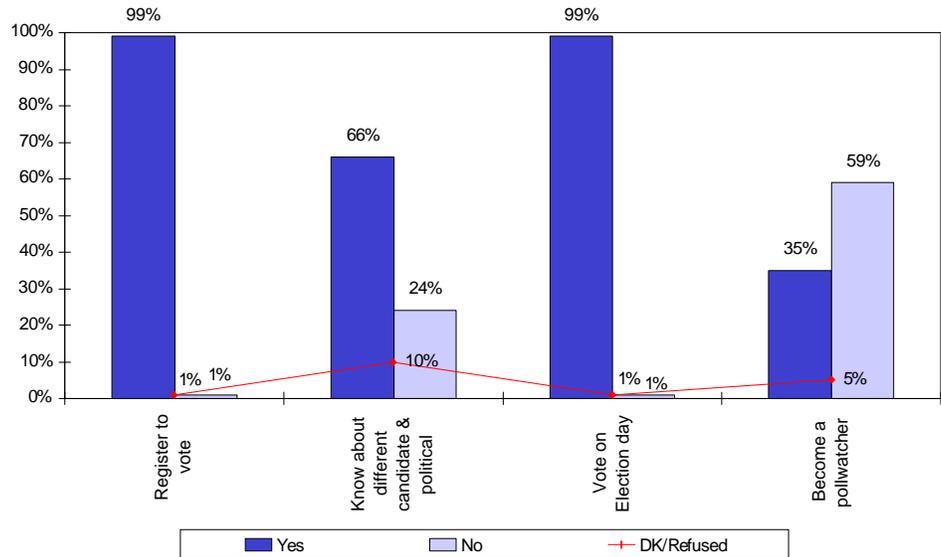
This section will concentrate on defining those who do not believe knowing the differences between the parties is critical for individuals to function in a democracy.

The groups that have at least 30% believing that they do need to know the party differences are:

- Males 35-44 (30%)
- Female 18-24 (31%)
- Female 55+ (31%)
- Urban dwellers (31%)
- Work at home (32%)
- Kampong Som (33%)
- Those who think political parties are somewhat important (37%)
- Those who think political parties are not important (40%)
- Those who feel the election is somewhat important (35%)
- Those who feel the election is not at all important (34%)
- Those who are just somewhat likely to register and vote (41%)
- Those who are not at all likely to register and vote (62%)
- Those who have not heard a democracy/human rights message (31%)
- Those who do not own property (35%)
- Civil police (37%)
- Fishermen (38%)



## RESPONSIBILITY TO PARTICIPATE IN ELECTIONS



Q6: I am going to read you a list of things you might do to participate in the election. For each item, please tell me if this something you feel you should or are required to do to participate and to be an informed voter.

Those most likely to feel they have a responsibility to be a poll watcher are:

Younger people (ages 18-34)

Men, in particular those aged 18-24

Rural residents

Some high school or some college education

Singles

Government employees, military/police, students

Very interested in politics, believe political parties and the election are

very important, political party members

Aware of the election date

Aware of human rights NGO, heard human rights/democracy message

Listen to radio, watch television, read newspaper



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Those who have attended a training course

**DESIRE TO PLAY A LEADING ROLE IN THE ELECTION**

A very large majority (96%) of Cambodians have never run for elective office. Only 3% say that they have ever been a candidate.

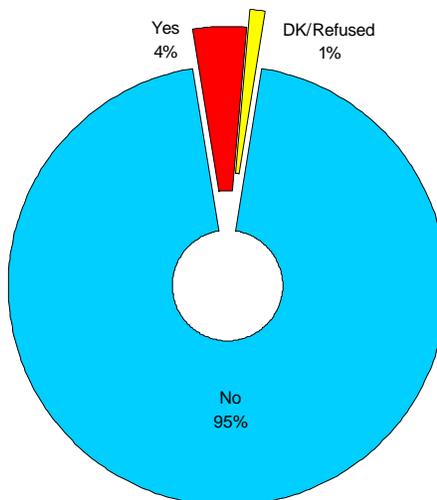
In addition, only 4% have ever considered running for elective office. This trend is very consistent with all subgroups. There are no particular subgroups that are significantly more likely to consider being a candidate.



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## RUNNING FOR ELECTIVE OFFICE



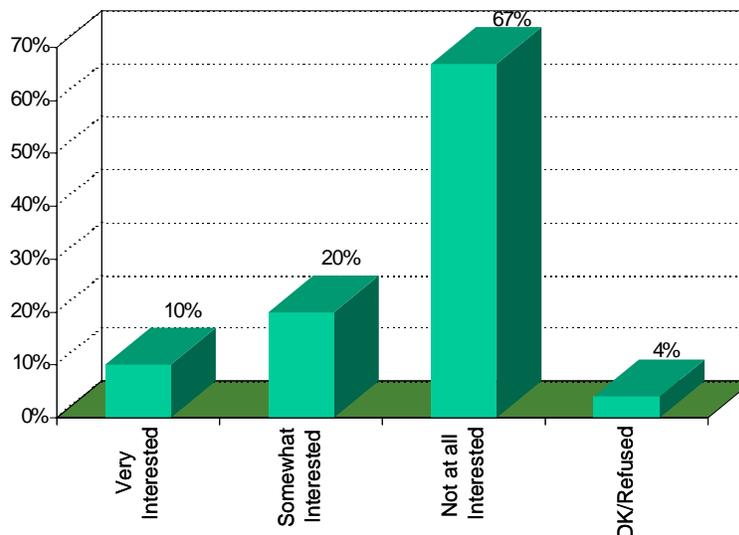
Q14. Have you, yourself, ever considered running for elective office, or not?

## RUNNING IN A NATIONAL ELECTION

Nearly three-in-ten Cambodians (29%) say they are interested in being a candidate in the upcoming national elections. Interest tends to be moderate, however, with 19% saying they are “somewhat” interested, and 10% “very” interested. Two-thirds of Cambodians (67%) are “not at all” interested in being a candidate in the upcoming national election.



## INTEREST IN BEING A CANDIDATE IN NATIONAL ELECTION



Q15. How interested are you, yourself, in being a candidate in the upcoming national election?

Those most likely to want to be a candidate in a national election are:

Males ages 18-34 (35%)

Males 45-54 (33%)

Those with some high school education or more

Government employees (45%)

Military/police (33%)

Students (35%)

Those very interested in politics (50%)

Those who feel political parties are important (33%)

Political party members (37%)

Those who do not trust the legal system (35%)

Those who have attended a training course (37%)

Those who do not believe the news (35%)



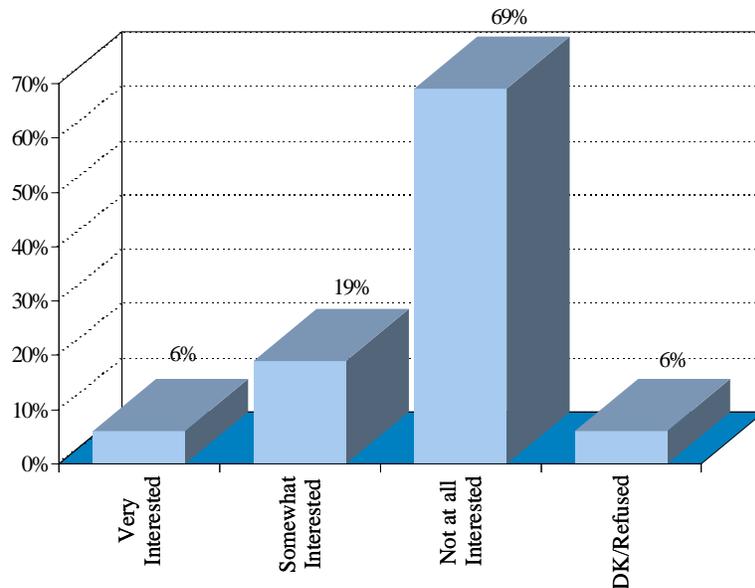
Rural residents are just as likely as urban dwellers to consider being a candidate in the upcoming national election.

### RUNNING IN A LOCAL ELECTION

Similar to the appeal of running for national office, we find a significant majority of Cambodians (69%) are “not at all” interested in being a candidate in the next local election. One quarter (25%) say they are interested in being a candidate in the upcoming local elections, with 6% “very” interested and 19% “somewhat” interested.

The groups that tend to be more interested in running for office at the local level are government employees (20% very interested), live in Siem Riep (11%), those who are very interested in politics (14%), those who feel political parties are not important (11%), those who have attended a human rights training course (11%), and professionals (18%).

### INTEREST IN BEING A CANDIDATE IN LOCAL ELECTION



Q16. How interested are you, yourself, in being a candidate in the next local election?

### POLL WATCHER

Being a poll watcher is of greater interest to Cambodians than being a candidate. Four-in-ten Cambodians (46%) say they are interested in being a poll watcher, including 18% who are “very” interested, and 28% who are



“somewhat” interested. However, half (47%) say they are “not at all” interested in being a poll watcher in the upcoming election.

Men are significantly more likely to be interested in being a poll watcher than women especially men aged 18-24 (64%). For both men and women in general, interest declines with age, with the exception of men aged 45 to 54 (60%) who express an above average interest.

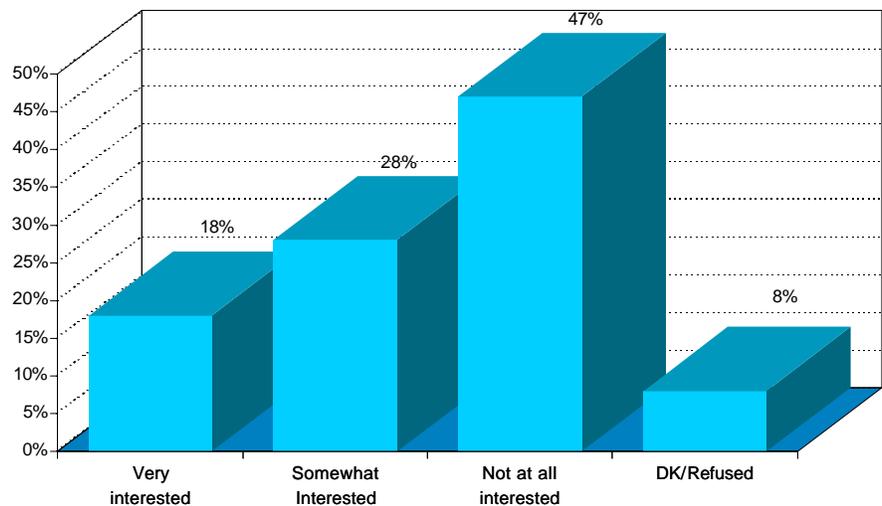
As education increases, so does interest in being a poll watcher.

Those aware of NGO’s (58%) or have heard a democracy message (55%) or attended a training course (67%) are more likely to be interested in being a poll watcher.

Single people (61%) are also significantly more likely to want to be a poll watcher, as are students (61%), members of political parties (53%), and read newspapers (54%).

There are no differences between rural and urban dweller interest in being a poll watcher.

## INTEREST BEING A POLL WATCHER



Q17. As you may know, a poll watcher is someone who monitors elections on behalf of non-government organizations. Knowing this, how interested are you in being a poll watcher in the upcoming election?

## ATTITUDES TOWARD POLITICAL PARTIES

### IMPORTANCE OF POLITICAL PARTIES

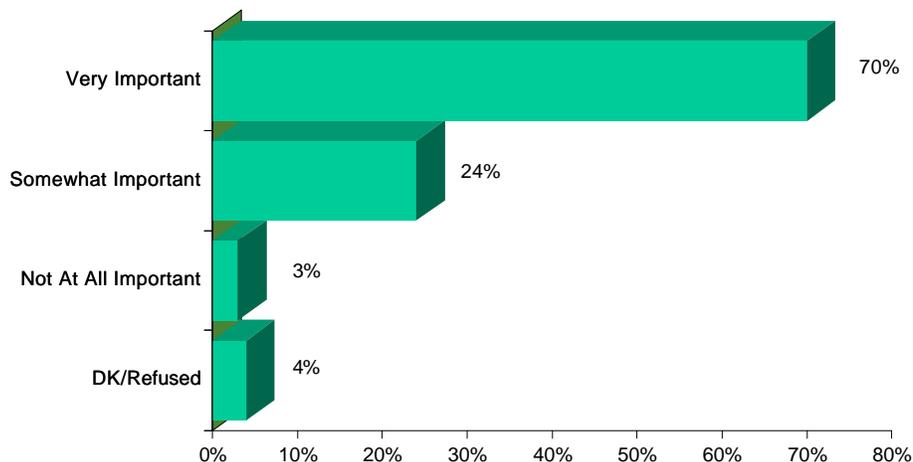


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The large majority of Cambodians (94%) agree that political parties are important to the functioning of the government. Opinions are intense on this issue, with 70% saying political parties are “very” important, and 24% saying they are “somewhat” important. Only 3% say that political parties are “not at all” important.



## IMPORTANCE OF POLITICAL PARTIES



Q18. Thinking about the election itself... How important, in your opinion, are political parties to the functioning of the government? Are they extremely important, very important, somewhat important, not very important, or not at all important?

The following are significantly more likely to believe that political parties are “very important”:

Men

25 to 34 year olds

At least some high school or more education

Students

Military and police

Living in Phnom Penh

Political party members

Those very interested in politics

Those who know the correct election date

Aware of human rights NGOs or have heard democracy messages

Those who have attended a training course



Read newspapers or listen to the radio

Get most of their news from newspapers

Women of all ages are significantly more likely to believe that political parties are “somewhat” or “not at all” important. Cambodians with a primary education or less, those working at home, and white collar workers are also significantly more likely to believe that political parties are “somewhat” or “not at all” important. Cambodians living in Kompong Som and Siem Riep are also more likely to fall in this category.

In addition, there are no differences of opinion between urban and rural residents.

#### AWARENESS OF DIFFERENT PARTIES

We ask Cambodians to name all the political parties of which they are aware in Cambodia.

**TABLE 6: POLITICAL PARTIES AWARENESS**

Party	Aware of Party
Cambodian People's Party	91%
Funcinpec	81%
Sam Rainsy Party	30%
Lokta Son Sann	20%
Buddhist Liberal Party	9%
Populism Party	7%
Khmer Citizens Party	4%
Molinaka	3%
New Society Party	3%
Liberal Democratic Party	2%
Sambok Khmom Democratic Party	1%
Free Development Republican Party	1%
Khmer National Congress Party	1%
Parti Democate	1%
Khmer Neutral Party	1%
Khmer National Party	1%
New Society Party	1%
Cambodian National Sustaining Party	1%
Sambok Khmom Democratic Society	1%
Cambodia National Sustaining Party	1%
Khmer National Party	1%
Parti Democate	1%



Don't Know	10%
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Q19: Please tell me the names of all the political parties you are aware of here in Cambodia.

Note: only parties with 1% or higher awareness are shown here.

The Cambodia People's Party (CCP) is by far the best known political party in the country with over nine-out-of-ten respondents (91%) able to cite this party unaided. This awareness is very high for all subgroups in the study. It has the highest level of awareness with all groups in this study.

There are a couple of interesting differences between subgroups. One is that rural dwellers (93%) are more likely than urban dwellers (88%) to cite the CPP. In addition, there is a slight regional difference where the CCP has higher levels of recall in Phnom Penh (91%) and Siem Riep (89%) than Kompong Som (75%).

Funcipec is the second most well known political party and only the party that can rival the CCP nationally at this time. Just over eight-in-ten (81%) Cambodians can recall this party. Again, this party's recall cuts across all subgroups. It's awareness is the same in urban (80%) and rural areas (81%). Funcipec also has the same recall trends as CCP where it is higher in Phnom Penh (81%) and Siem Riep (85%) and lower in Kompong Som (63%).

The political parties that are on the third tier of awareness are Sam Rainsy Party (30%) and Lokta Son Sann Party (20%).

The Sam Rainsey Party awareness trends are as follows:

Men (38%) are more aware than women (23%)

Rural dwellers (32%) are more aware than urban (26%)

Those with more than a primary education

Government employees (48%)

Better known in Phnom Penh (32%), than Siem Riep (16%) and Kompong Som (7%)

Singles (37%) more than married (30%)

Those who know the election date (48%), are aware of NGO's (42%), and have heard a democracy message (42%)



Higher with those who get most of their news from the newspaper (44%)

Lokta Son Sann Party (LSSP) has higher unaided recall with the following groups:

Higher with men (27%) than women (13%)

Higher with urban (25%) than rural (17%)

Higher with government employees (32%) and military/police (34%)

Weaker in Kompong Som (14%), than Phnom Pehn (22%) and Siem Riep (20%)

The fourth tier of political party awareness are:

Buddhist Liberal Party	9%
Populism Party	7%
Khmer Citizen's Party	4%
New Society Party	3%
Molinaka	3%
Liberal Democratic Party	2%

All other parties have 1% or less unaided recall.

## **POLITICAL PARTY UNAWARENESS**

In an effort to assist the USAID in its targeting of communications about the Cambodian election, the section below defines the subgroups that tend to show the lowest unaided recall of political parties.

Women (11%) are significantly less likely than men to be able to identify the name of at least one political party in Cambodia.

Other groups that tend to have higher levels of unawareness of political parties are those over age 55 (14%), urban dwellers (10%), working at home (14%), widows (16%), living in Kompong Som (24%), have a primary school education or less (12%), white collar workers (10%), don't listen to radio (14%), watch television (10%), or read newspapers (14%), not interested in politics (13%), somewhat likely to register and vote (20%), do not know the election date (14%), have not heard a democracy message (10%), .



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Being a member of a political party does not have a significant impact on the ability to identify the name of a political party. Non-party members (8%) are statistically as able to name a party compared to party members (5%).

## **PARTY PLATFORMS**

When asked to identify the issues associated with the platform of each party with which they are familiar, we see that knowledge about the various parties is fairly low. Table 7 demonstrates the percentage of Cambodians who have no response or don't know when asked about the issues associated with each Party's platform that they were able to name.

**TABLE7: NOT FAMILIAR WITH PARTY PLATFORMS**

Party	Party Platform - Don't Know / Refused
Khmer National Congress Party	100%
Parti Democrate	92%
Khmer Citizens Party	91%
Molinaka	89%
New Society Party	89%
Buddhist Liberal Democratic Party	84%
Free Development Republican Party	83%
Khmer National Party	82%
Lokta Son Sann	78%
Liberal Democratic Party	78%
Khmer Neutral Party	77%
Funcinpec	68%
Cambodian National Sustaining Party	66%
Populism Party	65%
Sambok Khmom Democratic Party	62%
Sam Rainsy Party	57%
Cambodian People's Party	54%

Q20. Please tell me what issues are associated in the platform of [party name]. Tables 8A,B,C show the issues associated with each Party platform (Note: only those Parties with awareness of 1% or more, and where don't know/no response is less than 100% are shown here).

**TABLE 8A: POLITICAL PARTY PLATFORMS**

	Cambo- dian Peo- ple's Party	Funcin- pec	Sam Rainsy Party	Lokta Son Sann	Buddhist Liberal Dem
Party awareness	91% N=1253	81% N=1111	30% N=413	20% N=271	9% N=118
Develop society, build toward peace	13%	7%	5%	4%	1%
Develop rural areas	12%	2%	1%	2%	1%
Help education, social, religious sectors	14%	3%	-	2%	2%
Help people find jobs	3%	1%	3%	2%	-
Economic reconstruction	3%	3%	3%	1%	4%
Bring real democracy	4%	8%	13%	6%	2%
National reconciliation, end war	2%	9%	3%	3%	3%
Stop violence and dictatorship	-	-	-	-	-
Security to society & nation	1%	1%	1%	1%	-
People rich before state	1%	1%	1%	-	-
No taxation	1%	-	-	-	-
End factory worker violations	-	-	7%	-	-
Neutral	-	-	1%	-	-
Justice and fairness in society	-	-	2%	-	-
Khmer help Khmer	-	-	-	-	-
Respect human rights	-	-	1%	-	-
Policy against geno- cide (Khmer Rouge)	1%	-	-	-	1%
Action against illegal immigrant (Vietnam- ese)	-	1%	2%	1%	-
End corruption, scams, fraud	-	2%	12%	1%	1%
Protect national sovereignty	-	3%	2%	4%	2%
Royalism	-	1%	-	1%	-
Don't know/refused	54%	68%	57%	78%	84%

Q20. Please tell me what issues are associated in the platform of [party name].

**TABLE 8B: POLITICAL PARTY PLATFORMS**

	Khmer Citizen's Party	Populism Party	Molinaka	Liberal Dem. Party	Sam- bok Khmom



					Dem. Party
Party awareness	4% N=57	7% N=92	3% N= 36	2% N=25	1% N=16
Develop society, build toward peace	-	6%	3%	6%	-
Develop rural areas	3%	3%	2%	-	7%
Help education, social, religious sectors	-	4%	-	-	-
Help people find jobs	-	2%	-	-	31%
Economic reconstruction	1%	-	2%	6%	-
Bring real democracy	1%	7%	4%	4%	7%
National reconciliation, end war	1%	5%	-	-	7%
Stop violence and dictatorship	1%	1%	-	-	-
Security to society & nation	-	1%	-	-	-
People rich before state	-	6%	-	-	-
No taxation	-	-	-	-	-
End factory worker violations	-	-	-	-	-
Neutral	-	-	-	-	-
Justice and fairness in society	-	-	-	-	-
Khmer help Khmer	-	3%	-	-	7%
Respect human rights	-	-	-	-	7%
Policy against genocide (Khmer Rouge)	1%	-	-	-	-
Action against illegal immigrant (Vietnamese)	-	-	2%	6%	-
End corruption, scams, fraud	1%	3%	-	-	-
Protect national sovereignty	1%	-	-	-	-
Royalism	-	-	-	-	-
Don't know/refused	91%	65%	57%	78%	62%

Q20. Please tell me what issues are associated in the platform of [party name].

**TABLE 8C: POLITICAL PARTY PLATFORMS**

	Khmer Neutral Party	Cambodian National Sustaining Party	Khmer National Party	Parti Democ-rate	Free Devpm't Republic
Party awareness	1% N=20	1% N=15	<1% N=8	<1% N=7	<1% N=6/7
Develop society, build toward peace	-	14%	-	-	-
Develop rural areas	-	-	-	-	-
Help education, social, religious sectors	-	-	-	-	-
End poverty by helping people find jobs	-	-	-	-	-
Economic reconstruction	8%	4%	-	-	8%
Bring real democracy	-	-	-	8%	8%
National reconciliation, end war	-	10%	-	-	-
Stop violence & dictatorship	-	-	-	-	-
Security to society & nation	-	-	-	-	-
People rich before state	-	-	-	-	-
No taxation	-	-	-	-	-
End violations on factory workers	-	-	18%	-	-
Neutral	8%	-	-	-	-
Justice and fairness in society	-	-	-	-	-
Khmer help Khmer	-	-	-	-	-
Respect human rights	-	-	-	-	-
Policy against genocide (Khmer Rouge)	-	-	-	-	-
Action against illegal immigrant (Vietnamese)	-	-	-	-	-
End corruption, scams, fraud	-	-	-	-	-
Protect national sovereignty	-	-	-	-	-
Royalism	-	-	-	-	-
Don't know/ refused	77%	66%	82%	92%	83%

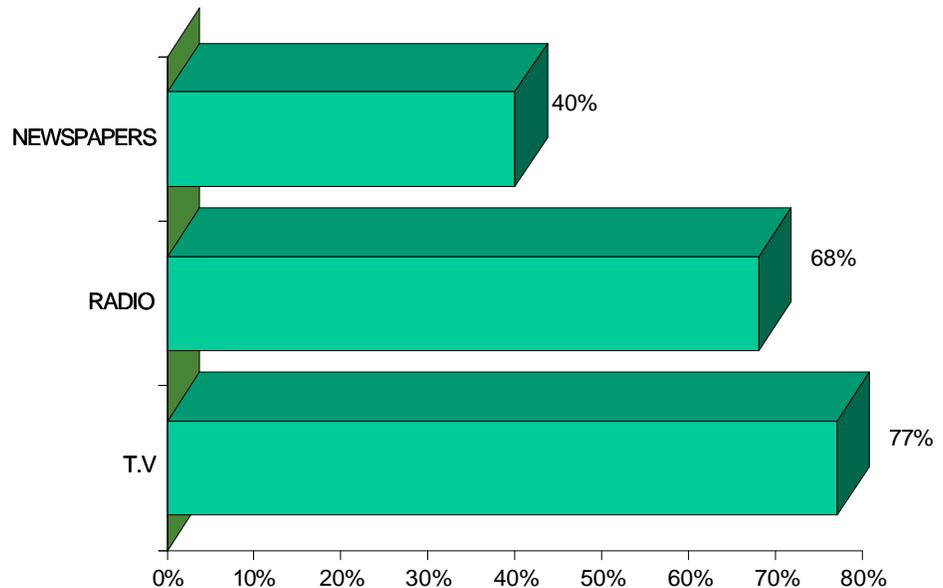
Q20. Please tell me what issues are associated in the platform of [party name]

### **MEDIA HABITS**



Television is the most popular media source among Cambodians. The majority of Cambodians say they regularly watch television (77%), and listen to the radio (68%). Only four-in-ten (40%) of Cambodians regularly read newspapers.

## MEDIA USAGE & HABITS



Q26: Do you ever listen to the radio, or not?

Q27: Do you regularly read a newspaper, or not?

Q28: Do you regularly watch television, or not?

There are some differences between urban and rural residents in media habits. Urban dwellers (87%) are more likely to watch TV than rural residents (72%). In addition, urban dwellers (55%) are more likely to read a newspaper (rural 34%). However, both are equally as likely to listen to the radio, (65% urban, 69% rural).

### TELEVISION VIEWERSHIP

There are several trends in television viewership:

Men (80%) are more likely to watch TV than women (74%)

As age increases, viewership decreases:

18-24      84%



25-34	78%
35-44	73%
45-54	79%
55+	67%

Higher educated people are more likely to view TV than those with just a primary education

Over 90% of government employees, military/police, and students watch TV

Viewership is higher in Phnom Penh(86%) than Siem Riep (79%) and Kompong Som (46%)

Those who are very interested in politics watch more TV

Those who are just somewhat likely (65%) or not likely to register (67%) and vote are the least likely to watch TV

81% of those who listen to radio and 88% of those who read the newspaper also watch TV

Those who are significantly more likely to regularly watch television include:

Male

Aged 18-24, both male and female

Single

Some high school education or above

White collar, government employee, military/police, student

Live in Phnom Penh

Urban residents

Very interested in politics

Aware of the election and election date/month

Aware of human rights NGO and human rights message

Those most likely to say they do not watch television/no answer are Cambodians age 55 plus (31%), women 25-34 (27%), women 55+ (37%), blue col-



lar workers 26%), work at home/housewife (25%), live in Kompong Som (54%), do not think election is important (43%), do not know the election date (31%), and do not listen to the radio.

### TELEVISION NEWS

The station watched most often for news is TV5 (36%), followed by National Television of Cambodia (11%), Municipal TV3 (10%), and Khmer TV9 (6%). Other stations Cambodians watch most often are, Krong Preah Sihanouk Television (5%). Apsara TV11 (3%), Bayon TV27 (2%), Battambang Station (1%), and CNN (under 1%).

**TABLE 9: TV STATIONS WATCHED MOST OFTEN FOR NEWS**

Television Station	Watched Most Often
TV5	36%
National Television of Cambodia (TVK)	11%
Municipal TV3	10%
Khmer TV9	6%
Krong Preah Sihanouk Television	5%
Aspara TV11	3%
Bayon TV27	2%
CNN	-
Total television stations watched most often	77%
Don't watch television	22%
Don't Know / Refused	1%

Q28: Do you regularly watch television, or not? If so, which station do you normally watch for news?

Table 10 shows which demographic groups are most likely to watch a particular television station.

**TABLE 10: TV STATIONS WATCHED MOST OFTEN – DEMOGRAPHIC BREAKDOWN**

Television Station	Demographic groups most likely to watch station
TV5	Ages 18-24, widows, some high school/high school, white & blue collar workers, live in Siem Riep. Get most of their news from TV
National Television of Cambodia (TVK)	Men, men aged 25-34, ages 55+, single, some college or vocational education, some college plus, students, military/police, live in Phnom Penh, read the newspaper



Municipal TV3	Urban, single, some college or vocational education, students, white collar workers, live in Phnom Penh, non-property owners, read the newspaper.
Khmer TV9	Ages 18-54, Some HS/HS grad, Phnom Pehn, single
Krong Preah Sihanouk Television	Live in Kompong Som, urban
Aspara TV11	Student, live in Phnom Penh, non-property owner, reads newspaper
Bayon TV27	Women 35-44, women 18-24, live in Phnom Penh
CNN	Military/police, urban

Q28: Do you regularly watch television, or not? If so, which station do you normally watch for news?

### RADIO LISTENERSHIP

In addition, 68% of Cambodians say they listen to the radio. Voice of America is most popular, with 19% of Cambodians saying they most often listen to this station. The second most popular station is National Radio of Cambodia (13%), followed by Municipal Radio (8%), and FM99 (7%).

There is no difference rural dwellers and urban residents in radio penetration.

The following are significantly more likely to listen to the radio:

Men

Some high school or above

Government employees, military/police, students

Single

Political party members

Living in Phnom Penh

Those who know the election date

Newspaper readers and get most of their news from the newspaper

Those who have attended a training course

**TABLE 11: RADIO STATIONS LISTENED TO MOST OFTEN**

Radio Station Listened to Most Often	% of Cambodians
Voice of America	19%
National Radio of Cambodia	13%
Municipal Radio (FM103)	8%
FM99	7%
FM Battambang	5%
Royal Cambodian Armed Force Radio (FM98)	4%
Apsara Radio (FM97)	3%
Sambok Khmom Radio (FM105)	2%
Bayon Radio (FM97)	2%
Voice of Khmer (FM88)	1%
Khmer Radio (FM107)	1%
Total Listen to Radio	64%
Don't Listen to Radio	33%
Don't Know /Refused	2%

Q26: Do you ever listen to the radio, or not? If so, which station do you listen to most often?

Women are significantly more likely to say they do not listen to radio/no answer. In addition, those with primary education or less, white collar workers, and those living in Kompong Som and Siem Riep are more likely to not listen to the radio.

Table 12 illustrates the demographic breakdown of which radio stations are listened to most often.

**TABLE 12: RADIO STATIONS LISTENED TO MOST OFTEN**

Radio Station Listened to Most Often	Demographic groups most likely to listen to station
Voice of America	Men ages 25 plus, single, some college and above, government employee, live in Kompong Som, live in Siem Riep, get most of their news from newspapers, attended a training course, urban
National Radio of Cambodia	Ages 18-24, men ages 35 plus, women aged 35-44 and 55+, students, live in Siem Riep
Municipal Radio (FM103)	Ages 18-24, single, some college/vocational, student, live in Phnom Penh
FM99	Ages 25-34, single, work at home/housewife, live in Phnom Penh
Royal Cambodian Armed Force Radio (FM98)	Women 18-24, government employee, military/police, live in Phnom Penh
Sambok Khmom Radio (FM105)	Urban, some college and above, student,



	white collar worker, live in Phnom Penh
Apsara Radio (FM97)	Women 45-54, rural, live in Phnom Penh
Bayon Radio (FM97)	Ages 25-34, rural, some high school/ vocational, live in Kompong Som, Phnom Penh
Voice of Khmer (FM88)	Women 18-24, some high school or more, live in Phnom Penh
Khmer Radio (FM107)	Students, some college/vocational, live in Phnom Penh

Q26: Do you ever listen to the radio, or not? If so, which station do you listen to most often?



## NEWSPAPER READERSHIP

Newspapers are another important source of information for Cambodians. Four-in-ten Cambodians (40%) say they regularly read a newspaper. Two-in-ten Cambodians (21%) say that Rasmei Kampuchea/Light of Cambodia is the newspaper they read most often. Other newspapers read most often include Popular Magazine (5%) and Koh Santepheap/Island of Peace (5%).

Men are significantly more likely to read the newspaper than are women. Furthermore, the likelihood of reading the newspaper on a regular basis decreases with age. Half (49%) of 18-24 year olds read the paper, while just 23% of those 55+ read the newspaper.

Urban dwellers (55%) are much more likely to read the newspaper than those who live in rural areas (34%).

It is not surprising that those with a high school education or above, and in particular those with some college or vocational education, are significantly more likely to read the newspaper. Less than one-in-five (19%) of those with a primary education read the newspapers.

Single people, government employees, military/police, students, and those living in Phnom Penh are also significantly more likely to regularly read the newspaper.

**TABLE 13: NEWSPAPERS READ MOST OFTEN**

Newspaper	Read Most Often
Ramsei Kampuchea / Light of Cambodia	21%
Koh Santepheap / Island of Peace	5%
Popular Magazine	5%
Oudomkatek Khmer / Khmer Idea	2%
Moneakseka Khmer / Khmer Conscience	2%
Samleng Yuvachom Khmer / Voice of Khmer Youth	1%
Ramsei Angkor / Light of Angkor	1%
Procheachun / The People	1%
Total read newspapers regularly	40%
Don't read newspapers	59%
Don't know / Refused	1%

Q27: Do you regularly read a newspaper, or not? If so, which one do you read most often?

Those least likely to regularly read a newspaper are men aged 55 plus (61%), and women aged 25 plus, married (61%), separated/divorced (73%), widows (82%), and rural dwellers (66%).



In addition, Cambodians with primary education or less are significantly less likely to read a newspaper, as are those working at home/housewife, blue collar workers, and white collar workers. Cambodians living in Kompong Som and Siem Riep are also less likely to read a newspaper.

Table 14 shows which demographic groups are most likely to read a given newspaper.

**TABLE 14: NEWSPAPERS READ MOST OFTEN – DEMOGRAPHIC BREAKDOWN**

Newspaper	Demographic groups most likely to read paper
Ramsei Kampuchea / Light of Cambodia	Men aged 18-44, women aged 18-34, single, some high school plus, student, military/police, government employee, white collar, student, live in Phnom Penh, Siem Riep, urban, very likely to vote, non-land owner, attended training course
Koh Santepheap/Island of Peace	Men, males age 18-24 and 45-54, urban, single, some high school to some college, military/ police, student, live in Phnom Penh, somewhat likely to vote
Popular Magazine	Women, women aged 18-44, single, some high school to some college, party member
Oudomkatek Khmer/Khmer Idea	Ages 45-54, male 45-54, some high school, student, live in Phnom Penh, Kompong Som
Moneakseka Khmer /Khmer Conscience	Ages 45-54, men 55+, women 45-54, some high school to some college, government employee, married, live in Phnom Penh
Samleng Yuvachom Khmer / Voice of Khmer Youth	Male, men 55 plus, party members
Ramsei Angkor / Light of Angkor	None
Procheachun / The People	Government employee

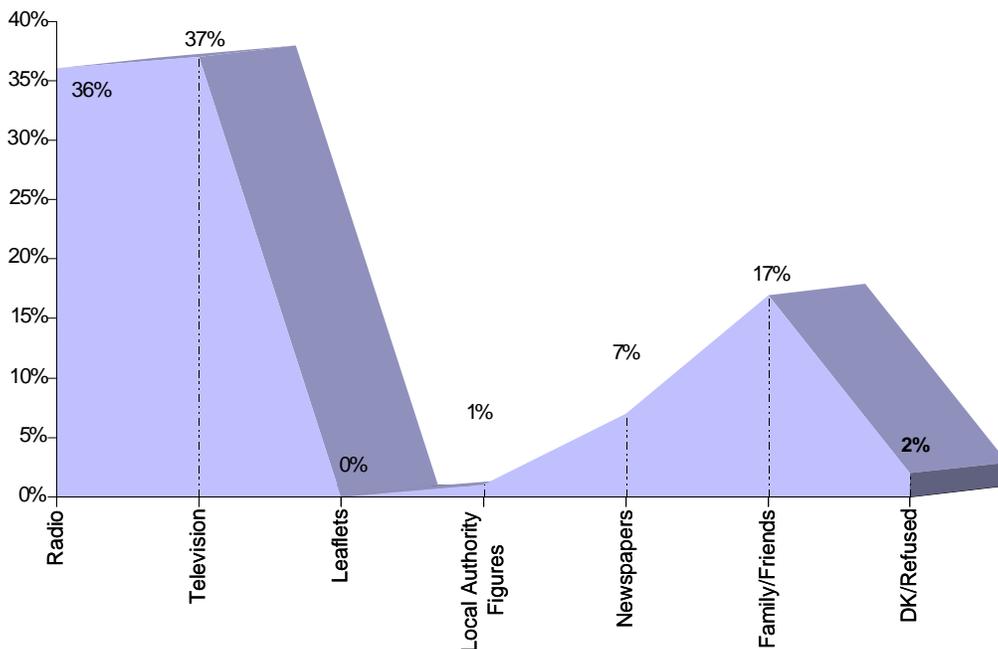
Q27: Do you regularly read a newspaper, or not? If so, which one do you read most often?

### **MOST IMPORTANT INFORMATION SOURCES**

Television and radio are the most frequent mediums Cambodians use to determine what is going on in the country. Four-in-ten Cambodians (37%) say they get most of their news about current events from television, while 36% rely on radio. This is followed by other people/family/friends (17%), and newspapers (7%).



## INFORMATION SOURCES



Q24. Where do you get most of your news about current events going on in the country?

Men are significantly more likely than women to use radio or newspapers as their main source of news. On the other hand, women are significantly more likely to rely on television or friends/neighbors/family to get most of their news about current events.

Older Cambodians, those over age 55, are the most likely to rely on word of mouth for their information, but significant parts of this age cohort also rely on TV and radio. Those ages 35 to 54 are the mostly likely to use the TV for information. No particular age cohort has a significant difference in either utilizing the newspaper or radio for information on current events.

It is not surprising that those with some high school education or above are significantly more likely than those with primary education or less to use newspapers as their main source of information.

Government employees, military/police, and students are also more likely to rely on newspapers. Blue collar workers (41%) are very likely to use the radio. White collar workers use the TV.

Regionally, residents of Phnom Penh are significantly more likely to use television and newspapers as their main news sources than are residents of



other regions. Alternatively, residents of Kompong Som and Siem Riep are significantly more likely than people living in Phnom Penh to rely on family/friends/neighbors as the main source of news. There are no significant differences in utilization of the radio for information.

While it is not true of television, people who use radio or newspapers as their main news sources are significantly more likely to be aware of human rights messages.

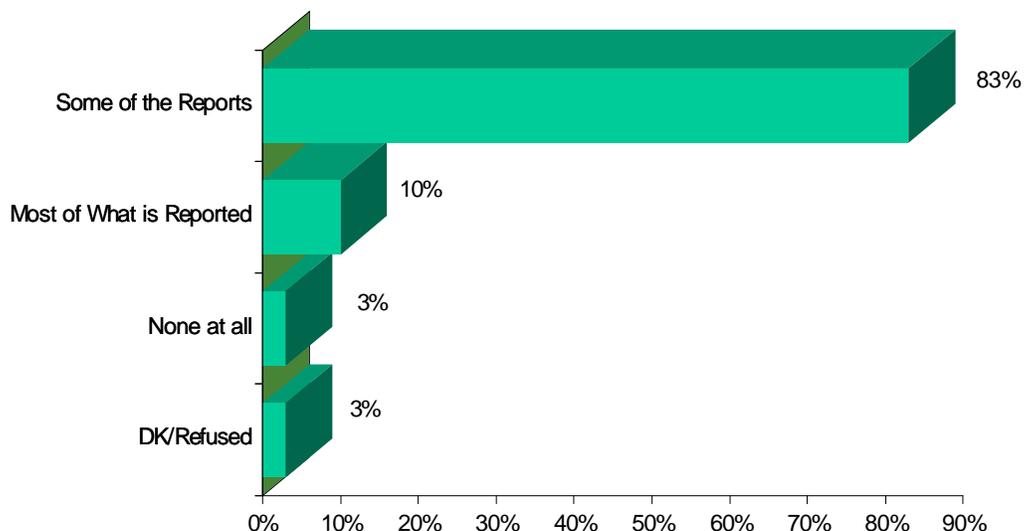
As seen above, urban residents (42%) are more likely to get their news from television than rural dwellers (35%). However, rural cohorts (18%) are more likely to rely on word of mouth and friends (18%) and the radio (39%) for information than urban dwellers (13%/30%) .

### **CREDIBILITY OF MEDIA SOURCES**

Like many people around the world, most Cambodians do not have total faith in what is reported in the media. Only one-in-ten Cambodians (10%) believe “most” of what is reported in the news media. The majority (83%), however, believe “some” of what is reported. Only 3% believe “none of it at all”.



## CREDIBILITY OF MEDIA SOURCES



Q25: When you read, see or hear news reports from any type of media, do you believe most of what is reported, some of the reports, or none of it at all?

Cambodians with some high school/high school are more likely than those with primary education or less to believe “some” of the reports, while those with primary or less are more likely to say they do not know. In addition, government employees are significantly more likely than blue and white collar workers to believe “most” of what is reported. Cambodians who are “very” interested in politics are significantly more likely to believe “most” of what is reported. Those aware of the date/month of the upcoming election, aware of human rights messages, and attended a training course are also more likely to believe “most” of what is reported in the news.

Cambodians who get most of their news from radio, newspaper or television are significantly more likely than those who rely mainly on family/friends/neighbors for news to believe “most” of what is reported. Those who listen to the radio are significantly more likely than those who do not listen to the radio to believe “most” of what is reported. In addition, Cambodians who read the newspaper are significantly more likely than those who do not regularly read a newspaper to believe “some” of what is reported in the news.



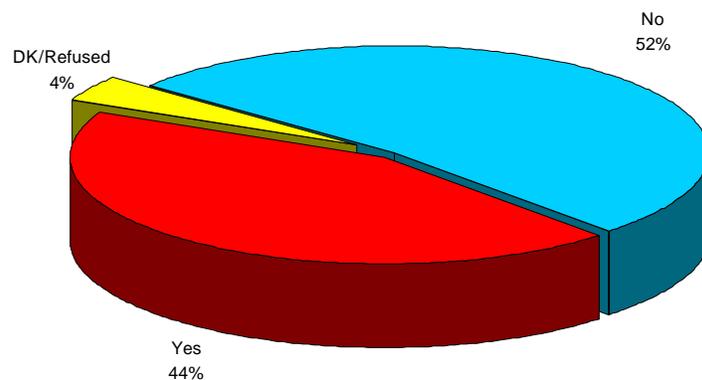
There are no significant differences in perception of media credibility related to where one lives in the country.

## VOTER EDUCATION AND DEMOCRACY

### MESSAGES ABOUT VOTER EDUCATION AND DEMOCRACY

More than four-in-ten Cambodians (44%) say they have seen, read, or heard public messages about voter education or democracy. However, slightly more than half (52%) have never seen, read, or heard such a public message.

### MESSAGES ABOUT VOTER EDUCATION & DEMOCRACY



Q29. Have you ever seen, read, or heard any public messages about voter education or democracy, or not?

Those significantly more likely to be familiar with public messages about voter education and democracy are as follows:

Men, especially men aged 55 plus

Some high school education or above

Government employees, military/police, students, blue collar

Live in Phnom Penh, Kompong Som, rural areas

Very interested in politics, think political parties and the election are



very important

Political party member

Know the date of the upcoming election

Aware of human rights NGO

Attended training course on democracy or human rights

Own land

Listen to radio, watch television, read newspaper

Those significantly more likely to say they have not heard a message about voter education and democracy are women, those with a primary education or less, working at home, white collar workers, living in Siem Riep, living in urban areas.

#### **MESSAGE RECALL**

To better understand Cambodians' familiarity with voter education and democracy messages, we ask people to describe the message they read, saw or heard, as well as where they saw, read, or heard the message, and which person or organization presented this message.

Among those who have seen, read, or heard a message about voter education and democracy, the two most prominent messages are justice/fair and secret vote (22%) and the right to vote without being forced to vote (21%).



**TABLE 15: RECALL OF MESSAGES ABOUT VOTER EDUCATION AND DEMOCRACY**

Message Seen, Read or Heard	Percentage of Cambodians Among those who have seen/read/heard message
Justice/fair and secret vote	22%
Right to vote without being forced to vote	21%
Have to go to register all together	8%
Democracy in society	7%
Have to go to vote to choose the representative	5%
Educate how to vote	5%
Legal/human rights, not against others' rights	4%
Freedom of speech	3%
Right to live and make a living	3%
26 July '98 is the exact schedule for election	3%
Able to choose a good leader we like	3%
Can go vote if have a registration card	2%
Can only choose one party	1%
Election important because contributes to reconciliation	1%
Treatment of people is most important issue	1%
Don't know / refused	19%

Q30: What was the message you heard about voter education and democracy?

Those living in rural areas are significantly more likely to have heard the following messages: have to go to register all together (10%), have to go vote to choose the representative (7%), educate how to vote (6%), able to choose leader we like (4%), can go vote if have registration card (2%). Cambodians living in urban areas are significantly more likely to have heard the following: treatment of people is the most important issue (2%), women and men are treated equally (2%). In addition, those living in urban areas are significantly more likely to say they do not know what message they heard about voter education/democracy (32%).

Those with some high school/high school are significantly more likely to have heard the message about right to vote without forcing to vote (26%). Blue collar workers are significantly more likely to have heard the message that you have to go to register all together (12%). Cambodians who get most of their news from newspapers are significantly more likely to have heard the message about having the right to vote without being forced to vote (5%), while those who get most of their news from television are more likely to have heard the message that you have to go vote to choose the representative (8%), as well as the right to live and make a living



(5%). Those who get most of their news from family/friends are significantly more likely to have heard a message about educating how to vote (13%).

## EDUCATION & DEMOCRACY MESSAGE SOURCES

Among those who have seen, read, or heard a message about voter education and democracy, the most popular sources of information are the newspaper (60%), followed by radio (45%), and television (13%). Other sources include leaflets (7%), friends/neighbors (3%), local authority figures (3%), magazines (2%), human rights publications (1%), magazine (1%), and National Election Committee (1%).

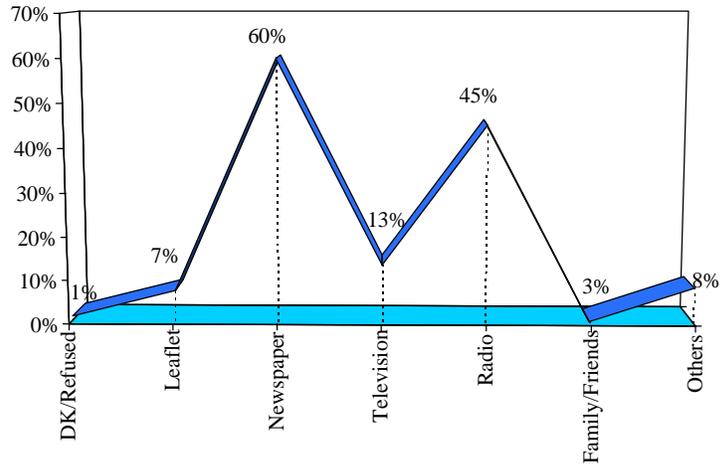
**TABLE 16: INFORMATION SOURCES ON VOTER EDUCATION AND DEMOCRACY**

Information Source	Percentage of Cambodians Among those who have seen/read/heard message
Newspaper	60%
Radio	45%
Television	13%
Leaflet	7%
Local authority figures	3%
Friends / neighbors	3%
Magazine	1%
Human rights publication	1%
National Election Committee	1%
Don't know / refused	1%

Q31: Where did you see, read, or hear this message? Did you read it in a newspaper, hear it on the radio, see it on television, or receive it in a leaflet, or what?



## MEDIA WHERE MESSAGE OF VOTERS EDUCATION IS RECEIVED



Q31: Where did you see, read or hear this message? Did you read it in a newspaper, hear it on the radio, see it on television, or receive it in a leaflet, or what ?

Interestingly, those who use television as their main news source are significantly more likely than those who rely mainly on radio or newspapers to say they learned about the human rights message in the newspaper. At the same time, those who use newspapers as their main news source are more likely than those who rely mainly on radio or television to have seen the human rights message on television. This implies that there is a possibility of communicating across various media sources as a significant number of Cambodians regularly use more than one media source.

However, for those who do not use a particular media source, a more targeted approach should be used. For instance, those who do not listen to the radio are more likely to have read about the message in the newspaper, while those who do not watch television are more likely to have heard the message on the radio.

In addition it should be noted that Cambodians aged 18-24 (70%) and 45-54 are significantly more likely to have read about the message in the newspaper or seen it on television (17%). Cambodians aged 25-34 are more likely to have heard the message on the radio (52%) or seen it on television (16%), while those aged 45-54 are more likely to have reads it in the newspaper (68%). Cambodians age 55 plus are significantly more likely to have heard the message on the radio (52%). Men are significantly more likely to say they saw the message on television (16%), while women are more likely to have heard it from family or friends (5%).

Television (30%) and newspaper (62%) are more likely to be sources for those living in Phnom Penh, while those living in Siem Riep are significantly



more likely to have heard the message on the radio (58%). Urban dwellers (23%) are significantly more likely than their rural cohorts (10%) to have seen the message on television.

Seven-in-ten (70%) Cambodians that have seen, read, or heard a message do not know which person or organization presented the message. The organizations that are identified are Khmer Women Media Center of Cambodia (12%), Coalition for Free and Fair Election (8%), Committee for Free and Fair Election (7%), Adhoc (7%), Cambodian Institute for Human Rights (5%), Khmer Women's Voice Center (4%), European Community (3%), LICADHO (2%), Khmer Institute for Democracy (2%), Local Authority Figures (1%), and UNICEF (1%).

**TABLE 17: PERSON / ORGANIZATION THAT DELIVERED MESSAGE**

Person / Organization	Percentage of Cambodians among those who have seen/read/heard message
Khmer Women's Media Center of Cambodia	12%
Coalition for Free and Fair Election (COFFEL)	8%
Committee for Free and Fair Election (COMFREL)	7%
Adhoc	7%
Cambodia Institute for Human Rights	5%
Khmer Women's Voice Center	4%
European Community	3%
LICADHO	2%
Khmer Institute for Democracy	2%
Local Authority Figures	1%
UNICEF	1%
Don't know / refused	73%

Q32: Which person or organization presented the message about voter education or democracy?

### IMPORTANCE OF VOTER EDUCATION AND DEMOCRACY

We ask Cambodians if they feel that messages about voter education and democracy are important to improve the political and human rights dialogue in Cambodia. The majority of Cambodians (86%) say that such messages are important, compared to only 1% who say they are not important.

Those who are significantly more likely to say that voter education and democracy messages are important include:



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Men

Ages 18-44 compared to 55+

Some high school education or higher

Student

Live in Phnom Penh or Siem Riep

Very interested in politics

Political parties and the election are very important

Aware of human rights / democracy NGO and message

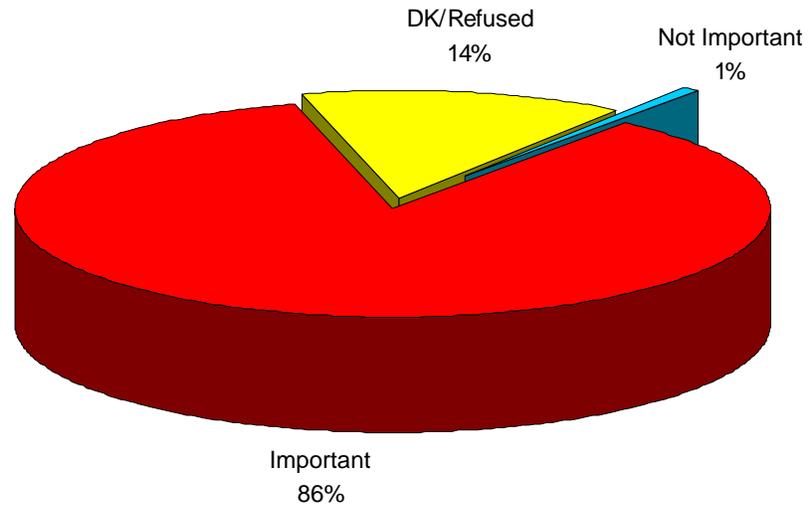
Attended training course in human rights or democracy

Listen to radio, watch television, read newspaper

Women and Cambodians aged 55 plus are least likely to say that messages about voter education and democracy are important. In addition, those with primary education or less, working at home/housewife, and living in Kompong Som are least likely to say such messages are important.



## IMPORTANCE OF VOTER EDUCATION & DEMOCRACY



Q33. Do you think that messages about voter education and democracy are important or not important to improve the political and human rights dialogue Cambodia?

When asked why messages about voter education and democracy are important, Cambodians focus on procedures, knowledge, and freedom. In particular, they say that voter education and democracy are important in order to teach people about democracy/procedures (35%), freedom/rights (35%), improve leadership (16%), and bring peace/unity (7%).



**TABLE 18: WHY MESSAGES ABOUT VOTER EDUCATION AND DEMOCRACY ARE IMPORTANT**

Reasons why Messages are Important	% of Cambodians
<b>TEACH ABOUT DEMOCRACY/PROCEDURES</b>	35%
Teach people about democracy procedures	22%
Know democracy procedures clearly to develop the country	12%
Few people know exactly what democracy means	1%
<b>FREEDOM/RIGHTS</b>	35%
Teach people about equal right to vote	17%
Educate people about law and human rights	8%
Can vote in the election without being frightened	5%
Human rights / freedom of speech	4%
Justice is done for people	1%
<b>IMPROVE LEADERSHIP</b>	16%
Able to choose good leader	15%
Can choose someone you like	3%
Improve leadership, attitude of the leader	1%
<b>BRING PEACE/UNITY</b>	7%
Bring peace, solve conflict, end war	4%
Unity leads to democracy	3%
<b>OTHER</b>	6%
Let us know vote is secret	1%
In the past Cambodia did not have a democracy	1%
<b>DON'T KNOW / REFUSED</b>	14%

Q34a: Why are messages about voter education and democracy important to you in Cambodia?

Women, in particular women aged 55 plus, are more likely to say that messages about voter education and democracy are important because of bringing peace to the country/solve conflict/end war. Cambodians living in rural areas, in Kompong Som, and having primary education or less are more likely to say that improving leadership is an important reason. Cambodians with some high school education or more as well as those who get most of their news from television are more likely to say freedom/rights is the reason that messages about voter education and democracy are important. In addition, those living in urban areas are significantly more likely to identify democracy/procedures as a reason.

Those who say voter education and democracy are not important (N=7), argue that the one who loses and the one who wins are all the same (16%), they never listened to the program (8%), and there is no clear way for people to get knowledge (8%). The majority (68%) of those who say messages about voter education and democracy are not important are unable to give a reason.



**TABLE 19: WHY MESSAGES ABOUT VOTER EDUCATION AND DEMOCRACY ARE NOT IMPORTANT**

Reasons why Messages are Not Important	Percentage of Cambodians (N=7)
One who loses and one who wins are the same	16%
Never listened to the program	8%
No clear way for people to get knowledge	8%
Don't know / refused	68%

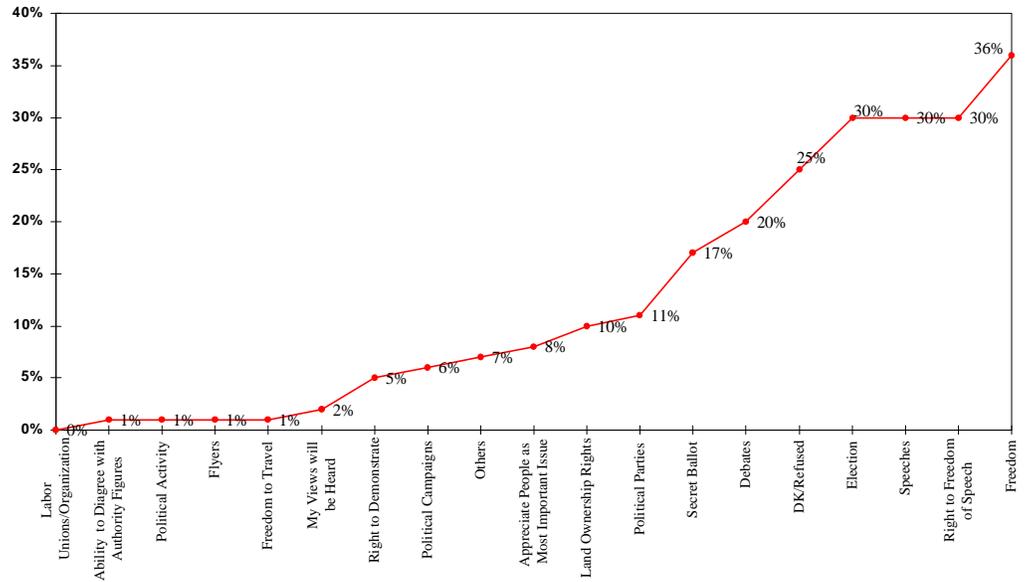
Q34b: Why are messages about voter education and democracy not important to you in Cambodia?

### MEANING OF DEMOCRACY

To better understand the framework in which Cambodians process information about democracy, we ask Cambodians to define what democracy means to them. For the plurality (42%), democracy implies freedom of speech. Other definitions are freedom (36%), elections (35%), speeches (30%), ownership (17%), politics (15%), rule of law (7%), freedom to petition government (7%), freedom to travel (1%), and freedom of information (1%).



## MEANING OF DEMOCRACY



Q35. Please define for me what democracy means to you.

**TABLE 20: MEANING OF DEMOCRACY**

What Does Democracy Mean to You?	% of Cambodians
<b>FREEDOM OF SPEECH</b>	<b>81%</b>
Right to freedom of speech	30%
Speeches	30%
Debates	20%
Ability to disagree with authority figures	1%
<b>FREEDOM</b>	<b>36%</b>
Freedom	36%
<b>ELECTIONS</b>	<b>35%</b>
Election	30%
Secret ballot	17%
<b>OWNERSHIP</b>	<b>17%</b>
Land ownership rights	10%
People are owners and decisions makers	8%
<b>SPEECHES</b>	<b>30%</b>
Speeches	30%



What Does Democracy Mean to You?	% of Cambodians
<b>POLITICS</b>	<b>15%</b>
Political parties	11%
Political campaigns	6%
Political activity	1%
<b>RULE OF LAW</b>	<b>7%</b>
Respect the law and not violate others' rights, equal rights	7%
<b>FREEDOM TO PETITION THE GOVMT</b>	<b>7%</b>
Right to demonstrate	5%
My view will be heard	2%
<b>FREEDOM TO TRAVEL</b>	<b>1%</b>
Freedom to travel	1%
<b>FREEDOM OF INFORMATION</b>	<b>1%</b>
Flyers	1%
<b>OTHERS</b>	<b>2%</b>
Neutralism	1%
<b>DON'T KNOW / REFUSED</b>	<b>25%</b>

Q35: Please define for me what democracy means to you.

Women are significantly more likely than men to say they do not know the definition of democracy. Those aged 55 plus, primary education or less, white collar, work at home, live in Kompong Som, rural areas, and married are also significantly more likely to not be able to give a definition of democracy. In addition, those not interested in politics, think political parties and the election are somewhat important, don't know election date, unaware of human rights NGO or message, and never experienced a human rights violation are significantly more likely to not have a definition of democracy.

In terms of media habits, people who don't watch television, listen to the radio, or read the newspaper, and who get most of their news from family/friends are significantly less likely to know the definition of democracy.

Area of residence is also a factor in people's understanding and definition of democracy. Urban residents are more likely to cite freedom of speech than rural residents. Rural residents on the other hand, are more likely to say elections, politics, and ownership.

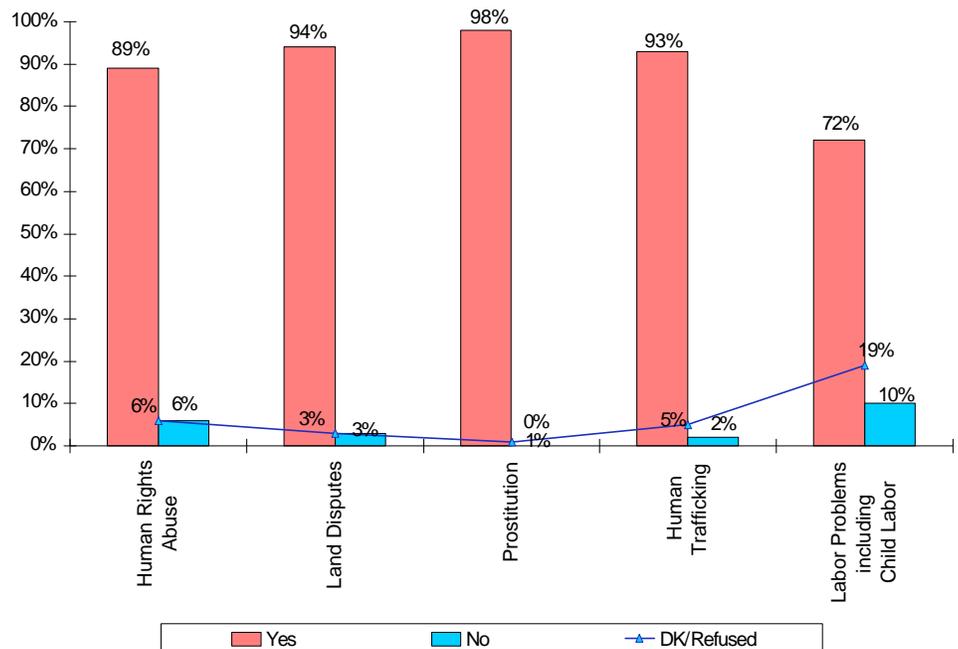


## THE HUMAN RIGHTS SITUATION

### ARE HUMAN RIGHTS A PROBLEM IN CAMBODIA?

When presented with a list of various human rights problems, and asked if these are a problem in Cambodia, the large majority of Cambodians identify nearly all problems as symptomatic of Cambodia. In particular, prostitution (98%), land disputes (94%), and human trafficking (93%) are viewed as problems in Cambodia. Other human rights issues which Cambodians feel are problems in their country are human rights abuse (89%), and labor problems including child labor (72%).

### ARE HUMAN RIGHTS A PROBLEM IN CAMBODIA



Q36: I am going to read you a list of problems that occur in some countries around the world. For each one of these problems, please tell me if you think this is a problem in Cambodia.

Younger people, aged 18-24 are significantly more likely to say that all the above are problems in Cambodia. On the other hand, Cambodians aged 55 plus are the least likely to recognize these as problems. When it comes to human rights abuse and labor problems specifically, citizens aged 18-24 and 45-54 are more likely to recognize these as problems. For land disputes, Cambodians aged 35-44 as well as those aged 18-24 are more likely to view this as a problem.



Single people are significantly more likely than married people to say that land disputes and human rights abuse are problems.

Those with some high school education or more are significantly more likely than those with primary school or less to recognize all the above as problems, with the exception of land disputes. In addition, Cambodians working at home are less likely to recognize the above as problems.

With regard to geography, there are no significant differences between urban and rural residents in recognizing the above as problems facing Cambodia. However, residents of Phnom Penh and Siem Riep are significantly more likely to say that human trafficking and labor problems are problems. Those living in Siem Riep are also more likely to say that human rights abuse is a problem facing Cambodia.

Those interested in politics are significantly more likely to agree that all the above are problems, with the exception of prostitution. Those aware of human rights NGOs and have experienced a human rights violation are also more likely to believe all the above are problems. Cambodian citizens aware of the election date and of human rights messages are significantly more likely to say that human trafficking, human rights abuse, and labor problems are problems. In addition, political party members are more likely to say that human rights abuse and human trafficking are problems.

With regard to media, those who read newspapers are more likely to recognize all the above as problems. The same is true for those who television, with the exception of land disputes. People who listen to the radio are significantly more likely to say human trafficking and labor problems are problems versus those who don't listen to the radio.



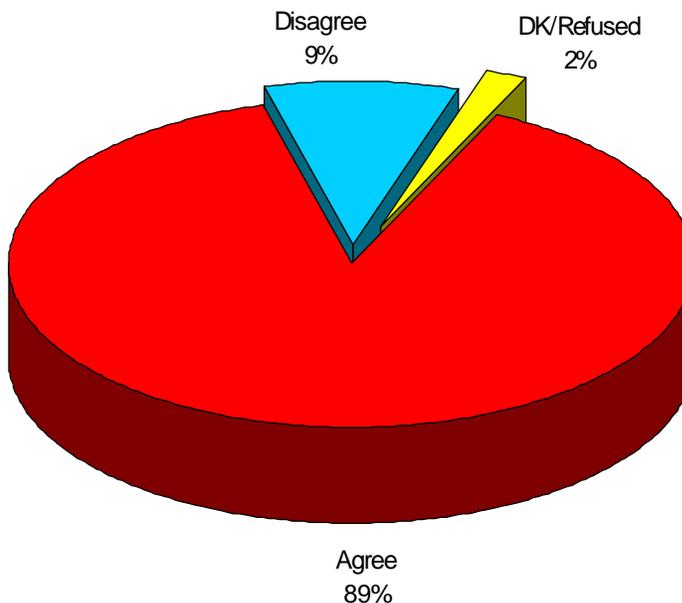
**TABLE 21: PERCENTAGE WHO THINK IS PROBLEM – DEMOGRAPHIC BREAKDOWN**

	Prostitution	Land Dispute	Human Trafficking	Human Rights Abuse	Labor Problem
<i>Total</i>	98%	94%	93%	89%	72%
Men	99%	94%	94%	91%	73%
Women	98%	94%	91%	87%	71%
18-24	100%	96%	94%	95%	72%
25-34	98%	93%	93%	86%	72%
35-44	98%	96%	94%	88%	72%
45-54	98%	94%	94%	94%	80%
55 plus	95%	89%	87%	84%	60%
Phnom Penh	98%	92%	94%	87%	73%
Kompong Som	98%	94%	82%	83%	51%
Siem Riep	98%	93%	91%	92%	68%
Urban	98%	93%	92%	90%	73%
Rural	98%	94%	93%	89%	71%
Watch TV	99%	94%	94%	90%	75%
Listen radio	99%	95%	94%	90%	74%
Read newspaper	99%	96%	97%	93%	78%

## WOMEN'S RIGHTS

The majority of Cambodians believe that women's rights are not a major issue in Cambodia. When asked if they think that women have the same legal rights as men in Cambodia, 89% of Cambodians think women are equal, while only 9% do not.

## WOMEN'S RIGHTS



Q37. Please tell me if you agree or disagree with this statement. Women have the same legal rights as men in Cambodia.

Overall, there is no significant difference between men and women on this issue. However, women aged 55 plus are significantly more likely to say they do not know.

Groups that are significantly more likely to agree that men and women have equal rights are as follows:

Live in Siem Riep

Aware of the election

Aware of human rights NGO

Watch television

Those living in Phnom Penh or Kompong Som, not interested in politics, unaware of the election and of human rights NGOs, and get most of their



news from family/friends, are more likely to disagree with the statement that men and women have equal rights.

There is no difference between rural and urban cohorts.

### **WOMEN'S RIGHT TO PRESS CHARGES**

One problem in particular, a woman's right to press charges against her husband if he seriously beats her or her children, has very high support. More than nine-in-ten Cambodians (93%) agree that women should be able to press legal charges under these circumstances.

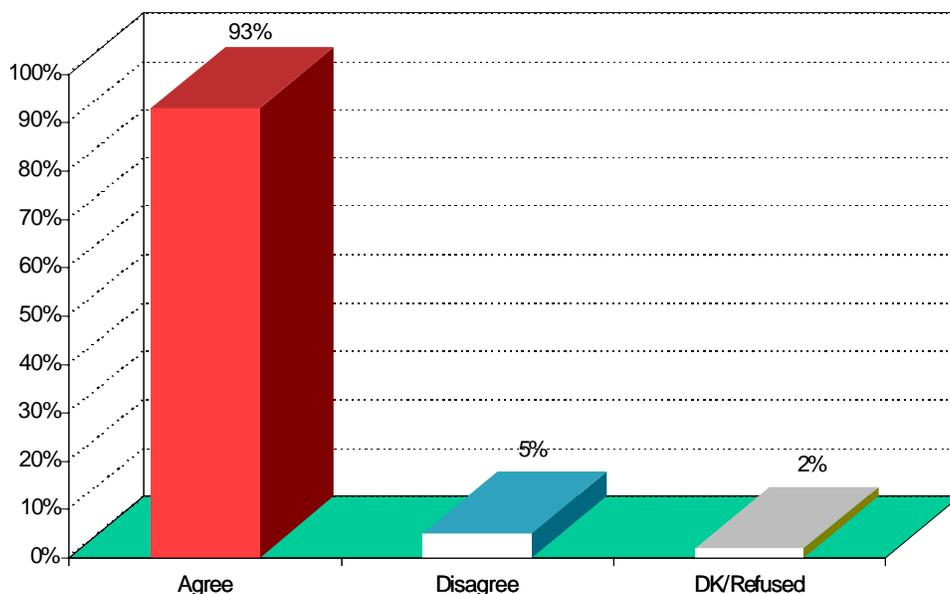
There is no difference between men and women, or between urban and rural on this issue. However, blue collar workers and those living in Siem Riep are more likely to agree that women should be able to press charges against her husband if he beats her or her children.

Others that are significantly more likely to agree are those interested in politics, believe political parties are important, own land, listen to the radio, and get most news from radio or television.

Cambodians living in Phnom Penh or Kompong Som, not interested in politics, unaware of the election, and get most news from family/friends are significantly more likely to disagree that a woman should be able to press charges against her husband.



## WOMEN'S RIGHT TO PRESS CHARGES



Q38: Please tell me if you agree or disagree with this statement. A woman should be able to press legal charges against her husband if he seriously beats her or their children.

### AUTHORITIES TREAT WOMEN EQUALLY

Most Cambodians (69%) also agree that authority figures treat women the same way they do men while two-in-ten (21%) disagree.

Military/police, those working at home, living in Kompong Som or Phnom Penh, not interested in politics, think the election is only somewhat important, somewhat likely to vote, and unaware of human rights NGOs are significantly more likely to disagree with this statement.

Those significantly more likely to agree that authority figures treat men and women the same way are:

Aged 25-34 and 45-54

Single

Live in Siem Riep, rural areas

Blue collar workers



Election and political parties are very important

Likely to vote

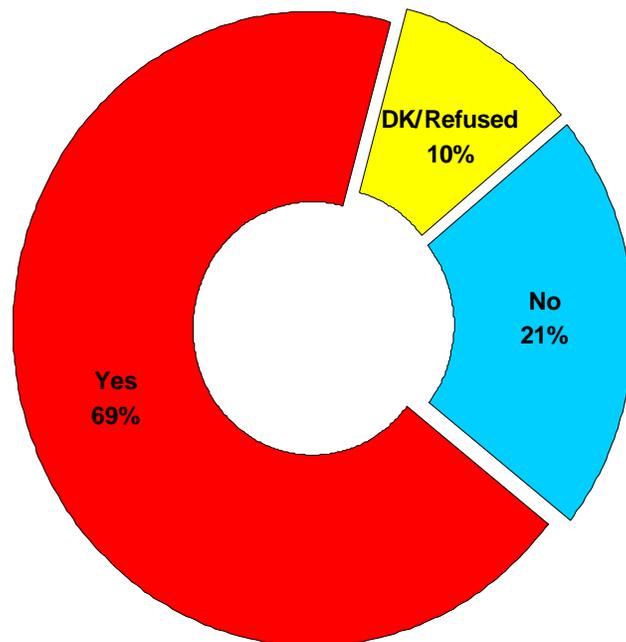
Aware of election date

Aware of human rights NGO and human rights/democracy message

Attended training course on human rights/democracy

Listen to the radio

## FAIR TREATMENT TOWARDS WOMEN



Q39. Do you think that authority figures in Cambodia treat women the same way they do men, or not?



## POSSESSION OF HUMAN RIGHTS

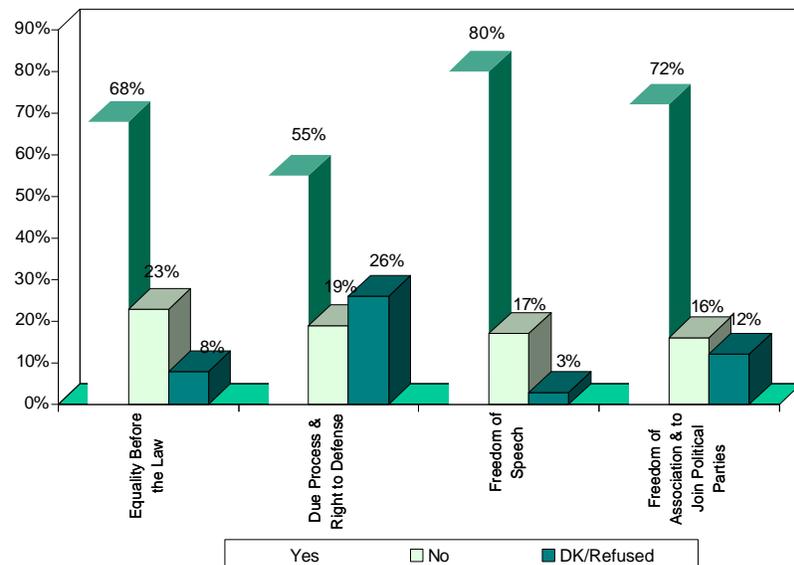
To better understand attitudes toward the human rights situation in Cambodia, we present a list of rights guaranteed in the Cambodian Constitution, and ask people if they feel they have these human rights.

Freedom of speech (80%), and freedom of association/right to join political parties (72%) are regarded as personal rights by the majority of Cambodians. Approximately two-in-ten, however, do not believe that they have freedom of speech (17%) or freedom of association/right to join political parties (16%).

Equality before the law is another right which the majority of Cambodians (68%) feel they possess. One quarter (23%) of Cambodians do not regard this as a personal right, while 8% do not know.

Due process and right to a defense are the rights Cambodians are least likely to believe they have. Slightly more than half of Cambodians (55%) think they have this right, while two-in-ten (19%) disagree, and one quarter (26%) of Cambodians do not know whether or not they have this right.

## HUMAN RIGHTS GUARANTEED IN CAMBODIA



Q47: The following are some of the rights guaranteed in the Cambodian Constitution: equality before the law, equal pay for equal work, due process and right to defense, freedom of speech, freedom of association and to join political parties, protection of legal private property. For each of these rights, do you feel you have this right or not?



Younger people and single people are more likely to say they possess the rights guaranteed under the Constitution than are older people. Those who know the election month or date, aware of human rights NGO and message, listen to the radio, read newspaper, and watch television are more likely to believe they possess most of these rights as well. Men, students, government employees, and those with some high school education or more are significantly more likely to say they possess freedom of association and the right to defense.

With regard to urban/rural difference, significantly more rural people believe they possess equality before the law. However, urbanites are significantly more likely to disagree that they possess the right to due process and defense.

Table 21 shows a demographic breakdown of those who do not believe they possess the various rights.

**TABLE 21: DO NOT FEEL HAVE RIGHT**

	Equality Before the Law	Due Process / Right to Defense	Freedom of Speech	Freedom of Association
<i>Total - don't have right</i>	23%	19%	17%	16%
Men	25%	19%	17%	16%
Women	22%	18%	17%	17%
18-24	21%	12%	12%	14%
25-34	21%	22%	16%	17%
35-44	25%	19%	17%	15%
45-54	31%	26%	23%	21%
55 plus	21%	13%	22%	16%
Phnom Penh	25%	19%	20%	17%
Kompong Som	22%	20%	22%	15%
Siem Riep	26%	20%	17%	18%
Watch TV	24%	19%	17%	16%
Listen radio	23%	19%	18%	16%
Read newspaper	28%	20%	18%	14%
Urban	28%	22%	18%	17%
Rural	21%	17%	17%	16%

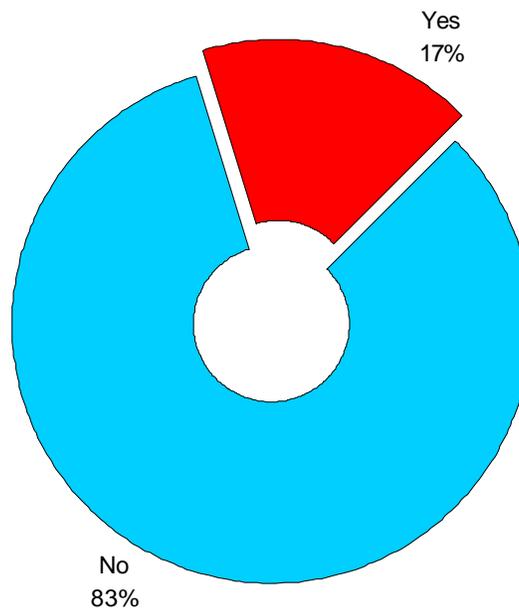


## VIOLATION OF INDIVIDUAL HUMAN RIGHTS

Most (82%) Cambodian citizens say they have never had their own human rights violated. However, a significant percentage (17%) say that their human rights have been violated.

Men aged 35-44 and women aged 45-54 are significantly more likely to say they have experienced a human rights violation. There are no differences between urban and rural cohorts on this issue. Those who have attended a training course on democracy/human rights are significantly more likely to have experienced a human rights violation.

## VIOLATION OF HUMAN RIGHTS

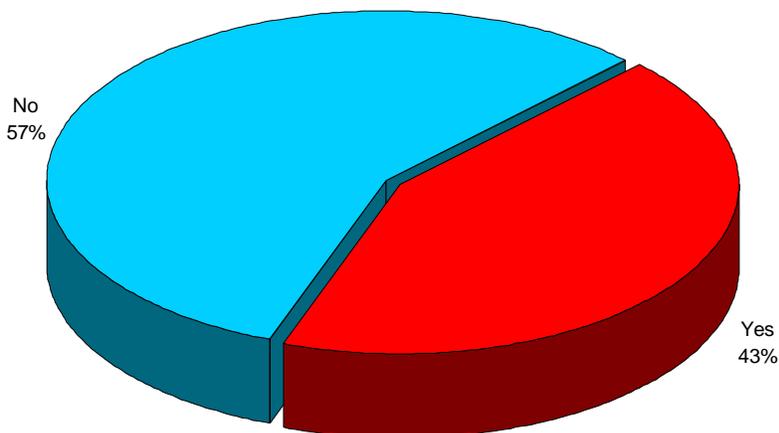


Q48. Have you, yourself, ever had your own human rights violated, or not?



Among those who have had their human rights violated, less than half (43%) say they reported the violation, with 57% not reporting the violation.

## REPORT OF VIOLATION

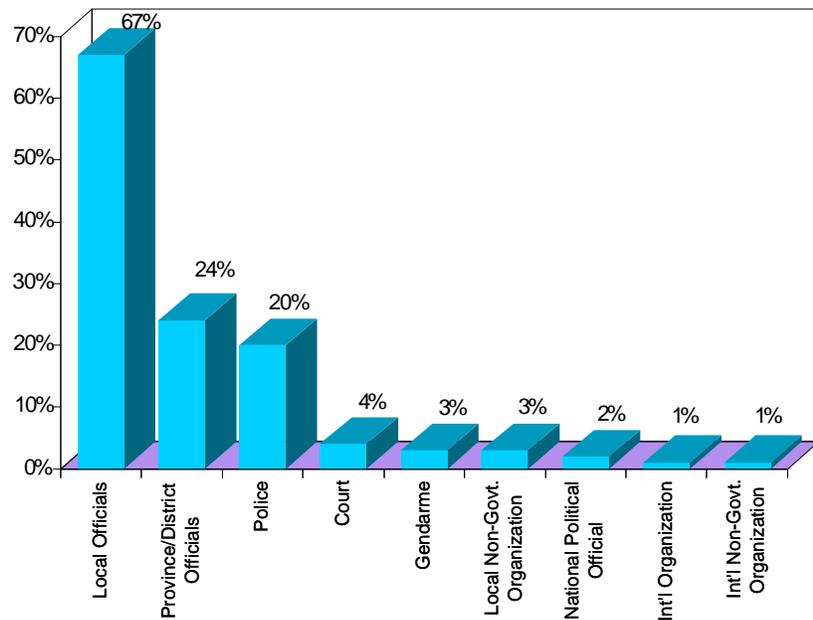


Q49: Did you report that violation, or not?

Among those Cambodians who did report a human rights violation, the majority reported the incident to local officials (67%). Other people/organizations to whom the violations were reported include provincial/district officials (24%), the police (20%), the court (4%), gendarme (3%), local NGOs (3%), national political officials/government officials (2%), militia (1%), international NGOs (1%), and the United Nations (1%).



## REPORT OF HUMAN RIGHTS VIOLATION



Q50: To whom did you report that violation?

Among those who say they have reported a violation of their own human rights, the majority (53%) say that nothing happened after the report was filed. In addition, 3% of Cambodians say that local authorities do not care to find a solution, and 1% say they were afraid to file the case. However, for four-in-ten (41%) of the violations reported, the case was solved. In one case (1%), the case was solved using force to surround the house and take hostages.

**TABLE 22: HUMAN RIGHT VIOLATION -- REPORTING & OUTCOME**

<b>Reported to</b>	<b>Total Cases Re-ported</b>	<b>Nothing done</b>	<b>Case solved</b>	<b>Local authorities don't care</b>	<b>Used force</b>	<b>Don't know/ Refused</b>
Local Officials	68	34	22	1	1	2
Provincial/ District Officials	24	7	6	2		
Police	20	10	8	-	-	2
Court	4	1	1			
Gendarme	3	2				
Local NGO	3		2			
National official	2		1			
Militia	2					
International NGO	2		2			
International organization/ United Nations	1		1			
<i>Total</i>	129	54	43	3	1	4

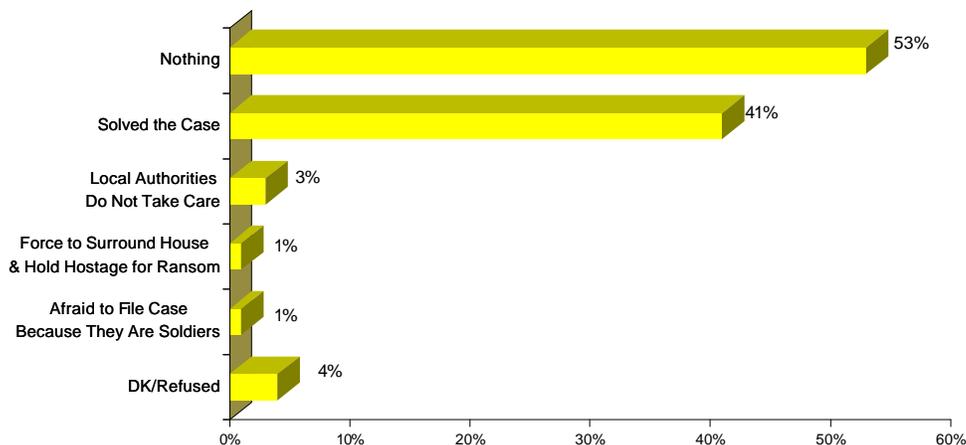
Q50: To who did you report this violation?

Q51: What happened after you reported it? That is, what actions were taken after your reported the violation?

Note: Although only 101 cases were reported, the total of reported cases is higher in this table, because some cases were reported to more than one authority.



## ACTIONS TAKEN AFTER REPORT OF VIOLATION



Q51: What happened after you reported it? That is, what actions were taken after you reported the violation?

Among those Cambodians who did not report the violation, the reasons vary from avoiding conflict (39%), to lack of interest on behalf of the authorities (34%), and fear that authorities may cause trouble (16%). Other reasons are lack of money (7%), do not know who to contact (3%), and live too far (1%).

**TABLE 23: REASONS TO NOT REPORT A HUMAN RIGHTS VIOLATION**

Why not report a human rights violation	Percentage of Cambodians (N=137)
Avoid conflict, don't want to make a long story out of a small issue	39%
No use to file a complaint as authorities are not interested	34%
Afraid to file a complaint, authorities may harm us	16%
No justice for those who don't have much money	7%
Do not know where to go to file a case	3%
Live far away from populated areas and authorities	1%
Don't know / refused	2%

Q52: Why did you not report the violation?



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## NON-GOVERNMENT ORGANIZATIONS WORKING FOR HUMAN RIGHTS

Only one-third (35%) of Cambodians say they are aware of non-government organizations working for democracy and human rights in Cambodia. Two-thirds (65%) are not aware of such an organization.

Those significantly more likely to be aware of a human rights NGO are:

Men

18-34

Single

Some high school or more

Government employees, military/police, and students

Believe elections and political parties are very important

Political party member

Know date of election

Aware of human rights message

Attended training course on human rights/democracy

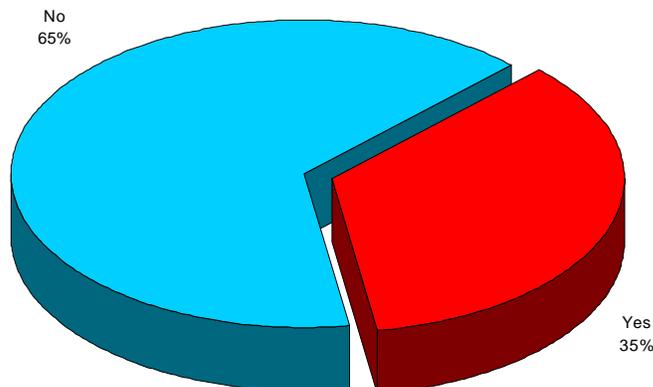
Listen to radio, read newspaper, watch television

Get most news from newspaper

Those least likely to be aware of human rights/democracy NGOs are women, ages 35 plus, married, primary education or less, work at home, white collar, and blue collar workers, get most news from family/friends or television, do not listen to the radio, watch television, or read the newspaper.

Geographically, there are no significant differences on this issue.

## AWARENESS OF NON-GOVERNMENT ORGANIZATIONS



Q40: Are you aware of any non-government organizations that currently work for democracy and human rights in Cambodia, or not?

### NGO RECALL

Among those who are aware of an NGO working for human rights in Cambodia, two-thirds (65%) can identify the name of the organization. The NGOs identified include Cambodia League for Protection and Defense of Human Rights (38%), Adhoc (28%), Khmer Women Media Center of Cambodia (13%), and Cambodia Institute for Human Rights (10%).

Other names of NGOs working for human rights in Cambodia include: Khmer Women's Voice Center (7%), Project Against Domestic Violence (7%), Khmer Institute for Democracy (6%), Center for Social Development (3%), UNDP (2%), Vigilance (2%). In addition, one percent of those aware of a human rights NGO identified the following: Khmer Kampuchea Drom Human Rights Association (1%), Khemara (1%), Japan International Cooperation Center (1%), UN (1%), New Family (1%), Women for Prosperity (1%), UNESCO (1%), and LYDA (1%).

We also asked people whether they know of any democracy and human rights organizations working in their area. More than half (56%) of those who are familiar with a human rights NGO are unable to identify one in their area. Once again, the most well-known organizations are Cambodia League for Protection and Defense of Human Rights (27%), Adhoc (17%), and Cambodia Institute for Human Rights (6%), and Project Against Domestic Violence (4%).



Khmer Women's Voice Center (2%), Khemara (1%), Khmer Women Media Center of Cambodia (1%), New Family (1%), UN (1%), ACLEDA (1%), JICE (1%), ILO (1%), and Khmer Institute for Democracy (1%) are other local NGOs identified.

**TABLE 24: NGOs WORKING FOR HUMAN RIGHTS**

Name of organization Base = Those Aware of NGO's	Working in Cambodia	Working in your area
Cambodia League for Protection and Defense of Human Rights (LICADHO)	38%	27%
Adhoc	28%	17%
Khmer Women Media Center of Cambodia	13%	1%
Cambodia Institute for Human Rights	10%	6%
Khmer Women's Voice Center	7%	2%
Project against Domestic Violence	7%	4%
Khmer Institute for Democracy	6%	1%
Center for Social Development	3%	1%
UNDP	2%	-
Vigilance	2%	-
Khmer Kampuchea Krom Human Rights Association	1%	-
Khemara	1%	1%
Japan International Cooperation Center	1%	1%
UN	1%	1%
New Family	1%	1%
Association of Cambodian Local Economic Development Agencies (ACLEDA)	1%	1%
Women for Prosperity	1%	-
Red Cross	1%	-
UNESCO	1%	1%
LYDA	1%	-
ILO	-	1%
Don't Know / Refused	35%	56%

Q41: Please tell me the names of the non-government organizations that currently work for democracy and human rights in Cambodia that you know about. What are the names of any democracy and human rights organizations that are working in your area?

## NGO TRAINING

The majority of Cambodians (86%) have never attended a training course in human rights and democracy. However, a full 13% of Cambodians say they have attended such a course.



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The following are significantly more likely to have attended a training course in human rights:

Men

Aged 18-34

Single

Some high school or more and in particular some college or more

Government employee, military/police, student

Urban residents

Very interested in politics, political parties and election very important

Political party member

Know the date of the election

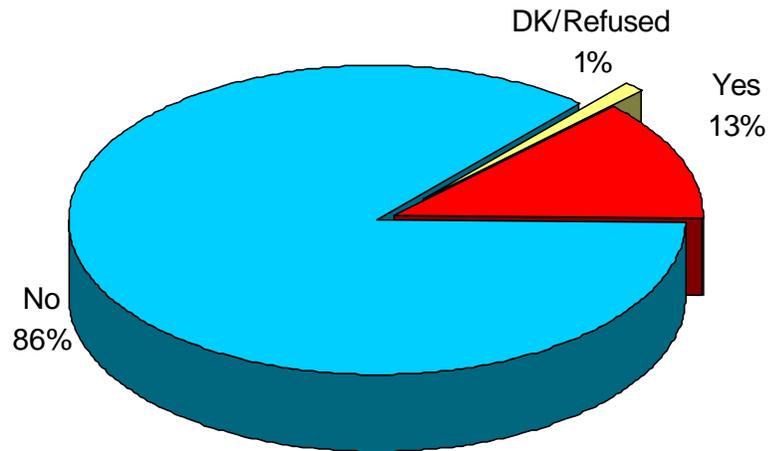
Aware human rights NGO and message

Have experienced a human rights violation

Listen to radio, watch television, read newspaper

Get most news from newspaper or to a lesser extent radio

## TRAINING COURSE IN HUMAN RIGHTS



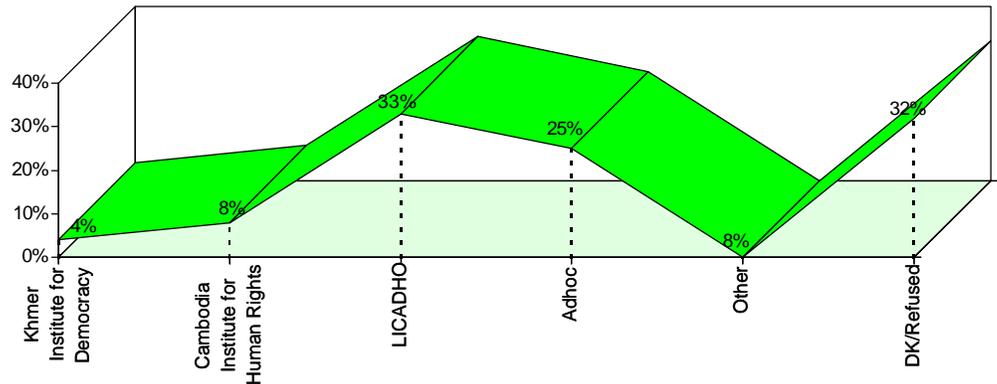
Q44: Have you ever attended a training course in human rights and democracy, or not?

Among those who have attended a human rights and democracy training course, in one third of the cases (33%), the course was organized by the Cambodia League for Protection and Defense of Human Rights (LICADHO). One quarter of participants (25%) attended a course organized by Adhoc.

Other organizers of training courses in human rights and democracy include: Cambodia Institute for Human Rights (8%), Khmer Institute for Democracy (4%), Vigilance (2%), Cambodian Health and Human Rights Alliance (2%), UNDP (1%), UN (1%), Khmer Women Media Center of Cambodia (1%), Project Against Domestic Violence (1%).



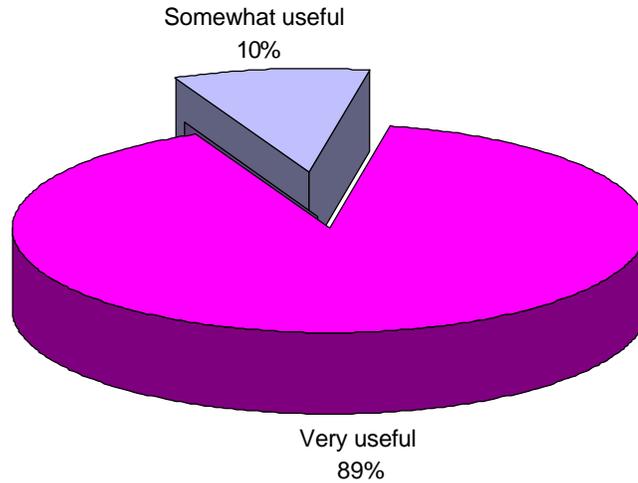
## ORGANIZER OF COURSE



Q45: Who organized the course that you attended?

Nearly all (99%) those who attended a training course in human rights and democracy say they found the course useful, including 89% that found it “very” useful, and 10% that found it “somewhat” useful.

## USEFULNESS OF TRAINING COURSE



Q46: How useful did you yourself find the course? Is that very useful, somewhat useful, or not at all useful?

The following are more likely to say they found the training course “some-what” useful: aged 35-44, white collar workers, work at home, students, widow, somewhat interested in politics and the election, think the election is somewhat important, do not know date of upcoming election, unaware of human rights NGO or message, get most news from family/friends, do not listen to radio or watch television (note that sample size for this segment, N=18, is very small and therefore the above differences are not statistically significant at a 95% confidence level).

### DESIRED NGO ACTIVITIES

To better understand what role Cambodians feel non-government organizations should play with regard to human rights, we ask Cambodians to identify the most important thing NGOs can do to promote and protect human rights in Cambodia. Media campaigns are by far the most popular suggestion, including television (47%), radio (39%), and print (ads, bulletins, booklet, magazine, leaflets) (12%). In addition, Cambodians suggest doing a direct campaign to the community (32%), or teaching people in towns/rural areas/populated areas (7%).

### TABLE 25: WHAT NGOS CAN DO TO PROMOTE DEMOCRACY AND HUMAN RIGHTS



What NGOs Should Do	% of Cambodians
<b>MEDIA CAMPAIGN</b>	<b>60%</b>
Media campaign through TV	47%
Media campaign through radio	39%
Media campaign through print ads or bulletin	7%
Spread campaign through leaflets and propaganda	3%
Campaign through booklets and magazine	2%
Widely spread the campaign	2%
<b>DIRECT TO COMMUNITY</b>	<b>39%</b>
Direct media campaign to the community	32%
Teach people in rural areas, populated areas, towns	7%
Campaigns through schools and colleges	1%
<b>DON'T KNOW / REFUSED</b>	<b>12%</b>

Q53: What is the most important thing non-government organizations can do to promote and protect democracy and human rights in Cambodia?

Support for a media campaign is significantly higher among younger Cambodians and urban dwellers. In particular, women aged 18-24 are more likely to support a television media campaign. Students, those some high school plus, and living in Phnom Penh are significantly more likely to support both a print and electronic media campaign. Government employees are more likely than blue collar workers and those working at home to vote for print a campaign. Rural residents are significantly more likely to support a radio campaign, while urban residents are more likely to support print ads or leaflets.

On the other hand, people living in rural areas are significantly more likely to support activities directed at the community than are their urban cohorts. In addition, those living in Siem Riep and aged 45 plus are more likely to support this type of activity. Blue collar workers, government employees, and military/police are more likely to support a campaign directed at the community than are white collar workers and those working at home.

Women, primary education or less, white collar workers, working at home, living in Kompong Som, Siem Riep, and urban areas are significantly more likely to say they do not know what is the most important thing NGOs can do to promote and protect democracy and human rights in Cambodia. Those who are aware of the election are significantly more likely to support a media campaign. However, those who know the date of the election and who think political parties are very important are more likely to support community-based activities. Cambodians who are aware of human rights/democracy messages are more likely to support both media and community approaches, while those who are unaware of human rights message are more likely to say they do not know what approach is best.



It is not surprising that Cambodians who get most of their news from television prefer a media campaign through television. Similarly, those who get most of their news from radio prefer a media campaign through radio and those who get most of their news from newspaper prefer a print media campaign. However, it is not just those who get most of their news from family/friends and do not watch television that are significantly more likely to support community based activities. Cambodians who rely mainly on newspapers for news also support this approach.

## NGOS AND AUTHORITIES

While most Cambodians encourage NGOs to engage in awareness/education campaigns to promote democracy and human rights, there is less certainty as to how NGOs are viewed by local authorities. When asked whether or not local authorities respect and listen to human rights NGOs, more than four-in-ten Cambodians (45%) say that authorities do respect and listen to human rights NGOs. Two-in-ten (22%) disagree, however, and a further one-third (33%) say they do not know.

Those significantly more likely to believe that authorities respect and listen to human rights NGOs are as follows:

Men

Ages 18-44 and 55 plus

Blue collar, government employee, military /police, students

Live in rural areas

Somewhat interested in politics

Political parties and election very important

Political party member

Likely to register and vote, know date of election

Aware of human rights NGO and message

Attended a training course in human rights and democracy

Listen to radio, read newspaper

Get most news from radio or television



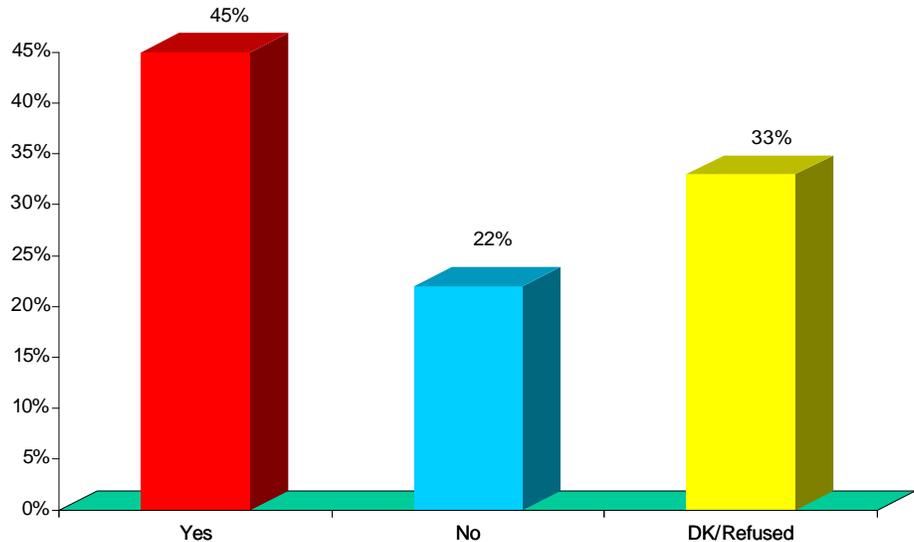
Cambodians who are aware of human rights NGOs are significantly more likely to say that local authorities respect and listen to human rights NGOs (57%), compared to those who are unaware of human rights NGOs (38%). However, those aware versus unaware of human right NGOs are equally likely to say that local authorities do not respect such NGOs (23% and 22% respectively).

Furthermore, Cambodians who have attended a training course in human rights and democracy are significantly more likely (55%) than those who have not attended such a course (43%) to say that authorities respect and listen to human rights NGOs. However, there are no significant differences between those who have received (27%) versus not received (22%) training when it comes to believing that local authorities do not respect NGOs.

Men aged 45-54, those living in urban areas, some high school plus, students, white collar, work at home, single, and get most news from newspaper are significantly more likely to disagree that local authorities respect and listen to human rights NGOs.



## LOCAL AUTHORITIES RESPECT NON-GOVERNMENT HUMAN RIGHTS ORGANIZATION



Q43: Do you, yourself, think that your local authorities respect and listen to non-government human rights organizations, or not?

## ATTITUDES TOWARD LEGAL SYSTEM

### TRUST IN LEGAL SYSTEM

Overall, the level of trust in the legal system is low. Less than half (49%) of Cambodians say they trust their judicial system to get a fair hearing in court. More indicative of Cambodians, the level of trust is that only 10% have a “great deal” of trust, compared to 39% that have “some” trust. Furthermore, 41% of Cambodians do not trust the judicial system, including 25% that have “not a lot” of trust, and 16% that have “no trust at all”.

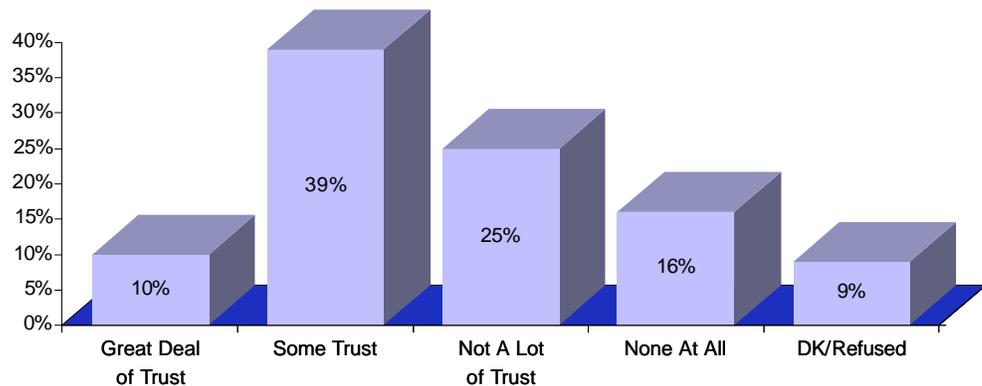
Those living in rural areas are significantly more likely to trust the judicial system. Similarly, those with primary education or less, blue collar, somewhat interested in politics, political party somewhat important, aware of election, and don’t read newspaper are more likely to trust versus distrust the legal system to get a fair hearing in court.

Those with some high school/high school, government employees, somewhat likely to register and vote, unaware of election, aware of election date, aware of human rights NGO and message, attended a human rights training



course, had a land ownership problem, and experienced a human rights violation are significantly more likely to not trust the judicial system. In addition, those who get most of their news from the newspaper, believe none of the news they hear, listen to the radio, and read a newspaper are significantly more likely to not trust the judicial system.

## TRUST IN LEGAL SYSTEM



Q54. How much trust do you have that Cambodia's judicial system will get you a fair hearing in court?  
Would you say you have a great deal of trust, some trust, not a lot of trust, or not trust at all?

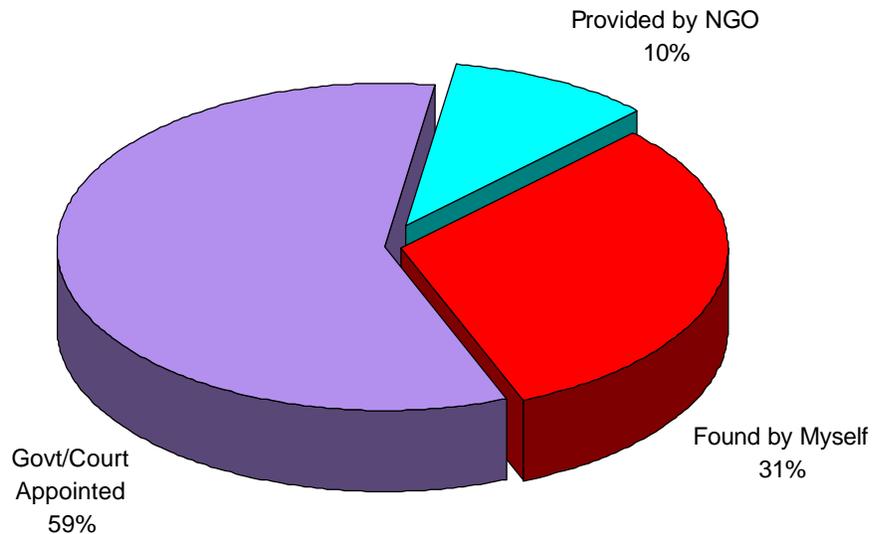
## EXPERIENCE WITH LEGAL SYSTEM

Part of the uncertainty regarding trust in the judicial system is related to the lack of experience with that system. Only 2% (N=25) of Cambodians say they have ever engaged a lawyer to handle a legal problem on their behalf.

Among those who have engaged a lawyer, the majority (65%) involved a civil case, while one-third (35%) involved a criminal case.

In terms of how the lawyer was found, the majority (59%) of Cambodians who have engaged a lawyer were appointed the lawyer by the government or court, while three-in-ten (31%) found the lawyer themselves. In only 10% of the cases was a lawyer provided by an NGO.

## GETTING A LAWYER



Q57: Where did you get your lawyer? That is, did you find the lawyer yourself, or was one appointed to you by the government or courts?

### COURT-APPOINTED DEFENDERS

Most Cambodians are not familiar with the concept of court-appointed lawyers. Only 22% say they have ever heard of lawyers that are appointed by the courts to defend people.

The following are more likely to be familiar with a court-appointed lawyer:

Men

Ages 18-44

Single

Some high school or above

Government employees, military/police, students

Political parties and election very important



Know date of the election

Aware of human rights NGO and message

Attended training course in human rights/democracy

Experienced a human rights violation

Watch television, listen to radio, read newspaper

Rural residents, those with primary education or less, white collar workers, working at home, married, political party members, and do not read newspaper are more likely to say that they have never heard of a public defender.

It is not surprising that the large majority (97%) of Cambodians have never used a court defender. Only 2% (N=31) say they have used a court defender.

Among those who have used a court defender, the majority (68%) feel that the defender did a good job in representing their case, versus one quarter (25%) who that say the defender did a bad job.

#### **REAL ESTATE OWNERSHIP**

The majority (78%) of Cambodians currently, or have in the past, owned land or real estate, such as a house, shop, or farm.

Those significantly more likely to own land or real estate are as follows:

Ages 35 and above

Married

Primary education or below

Blue collar/white collar/government employee

Live in Siem Riep, rural areas

Very interested in politics

Election very important, know date of election

Aware of human rights message



Do not read the newspaper.

Despite high ownership rates, only half (52%) of Cambodians are aware of laws that protect their right to personal property and labor rights. The rest are either not aware (41%) or say they do not know (7%).

The following are more likely to be aware of personal property and labor rights:

Men

Ages 25-54

Some high school and above

Live in Kompong Som

Blue collar, government employee, military/police, student

Believe political parties and the election are very important

Know the date of the election

Aware of human rights NGO and message

Attended training course on human rights / democracy

Own land

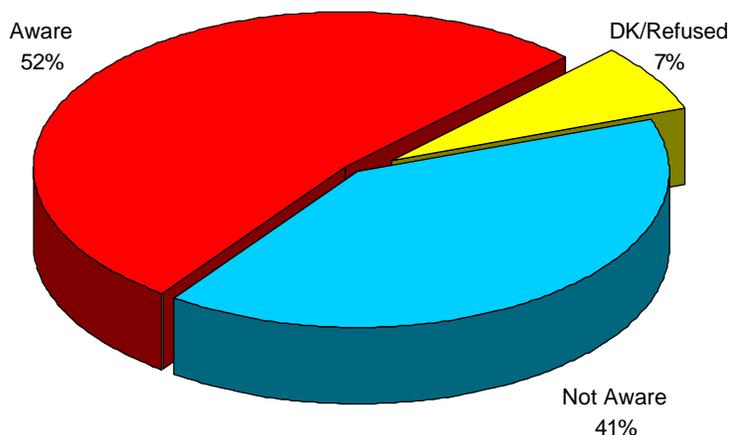
Listen to radio, read newspaper

Get most of news from radio or newspaper

Women, primary education or less, those working at home/housewives, white collar workers, living in Phnom Penh and Siem Riep are significantly less likely to be aware of personal property and labor rights laws. In addition, Cambodians who get most news from family/friends, don't listen to the radio, or read a newspaper are less likely to be aware of these laws.



## AWARENESS OF PROPERTY & LABOR RIGHTS



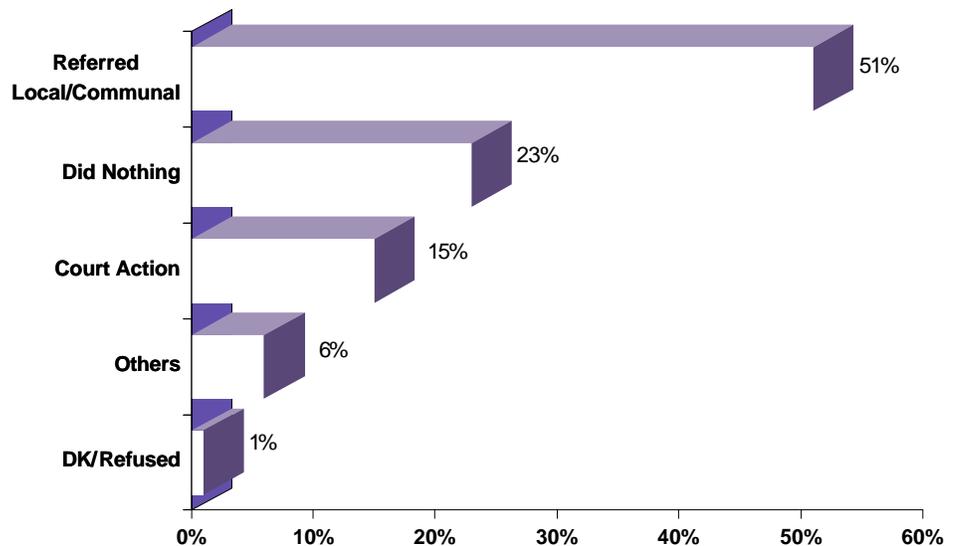
Q65: Are you aware or not aware of laws that protect your right to personal property and labor rights?

Among those who do own real estate, nine-in-ten (92%) say their title or ownership of the property has never been challenged. However, 8% have had a land ownership problem with their property.

When asked what they did to resolve the land ownership problem, the majority of Cambodians (53%) say they referred the matter to the authorities, in particular local authorities (51%), and in some cases to the Cabinet of Ministers (2%). Only 15% took court action. In one-quarter of the cases (23%) Cambodians did not take any action in the face of a land ownership dispute, or they compromised peacefully to avoid any problems in the future (4%).



## ACTION TAKEN TO RESOLVE PROBLEMS



Q63: What did you do to resolve the problem? That is, did you take the dispute to court or did you take some other course to resolve the matter?

More often than not, the case was not resolved to the satisfaction of those involved in the dispute. One-quarter of Cambodians (25%) say that injustice was done and they lost the case. A further two-in-ten (21%) say the land was confiscated by the authorities and given to the other rival involved in the conflict. However, a fair number (30%) say they got back their possessions and won the case, while 2% say they compromised peacefully to avoid future problems, and 1% say each party received half the possessions. The remaining cases are still in process (13%) or there was no comment (8%).



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## LOCAL GOVERNMENT OFFICIALS

The majority (62%) of Cambodians believe their village leaders are responsive to the needs of their community. However, opinions are moderate with 48% saying village leaders are “somewhat” responsive, compared to only 14% who say they are “very” responsive. Two-in-ten (19%) Cambodians say that village leaders are “not at all” responsive to the needs of their community.

In particular, those aged 55 plus, working at home/housewife, not political party members, and experienced a human rights violation are more likely to say that local authorities are “not at all” responsive.

Cambodians who are significantly more likely to say they find their village leaders responsive versus non-responsive are:

Some college education plus

Government employees, military/police

Live in Siem Riep

Very interested in politics, political party member, very likely to vote, election very important

Aware of human rights NGO and message

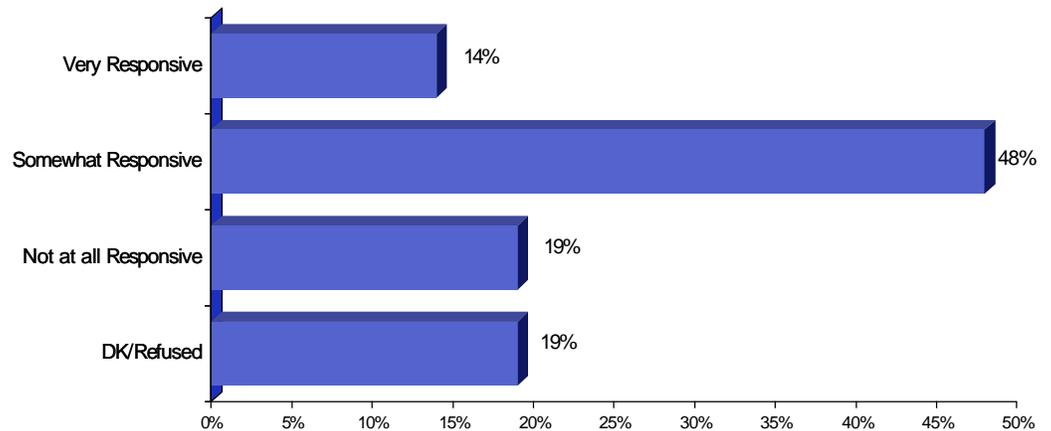
Attended training course on human rights/democracy

Own land/real estate

Read newspaper, watch television, listen to radio



## RESPONSIVENESS OF LOCAL GOVERNMENT OFFICIALS



Q67: How responsive are your village leaders to the needs of your community.  
Are they very responsive, somewhat responsive, or not at all responsive

Despite these generally favorable approval ratings, most (62%) Cambodians have never met with officials such as their village chief, commune chief, district chief, or local police to discuss any problems they might have. Only 38% of Cambodians have participated in such a meeting.

Cambodians most likely to have met with local government officials are:

Men, in particular those aged 45 plus

Some high school plus

Government employees

Live in Siem Riep

Very interested in politics

Believe political parties and election are very important

Very likely to register and vote, know date/month of election

Own land/real estate, have had land ownership problem



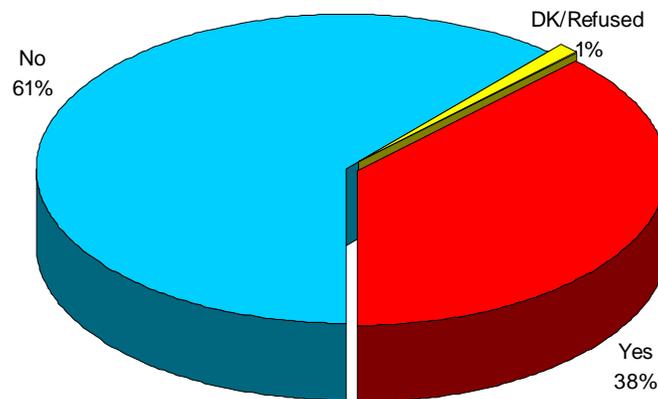
Aware of human rights/democracy message

Have experienced a human rights violation

Read the newspaper, listen to radio, watch television

Get most news from newspaper

## MEETING WITH LOCAL GOVERNMENT OFFICIALS



Q66: Have you ever met with your local government official, such as village chief, commune chief, district chief, or local police, to discuss any problems you might have?

Those most likely to say they have never met with local officials are:

Women

18-44 years old

Primary education or less

White collar/blue collar/students/ work at home

Live in Kompong Som

Somewhat/ not at all interested in politics, believe political parties and the election are somewhat important



Not political party member

Somewhat likely to vote, do not know date of election

Unaware of human rights message

Do not own their own land, never had a land ownership problem

Never experienced a human rights violation

Get most news from family/friends

Do not read the newspaper, listen to the radio or watch television.

When asked for an example of how their village leaders have been responsive to the needs of their community, the majority (55%) give a positive example, such as “solve all conflicts and other matters for people” (33%), “interfere in time when there is a problem” (8%). Some more specific positive examples given include: issue certificate for land registration and title (5%); participate in infrastructure improvement (3%); help if theft or robbery (3%), take care of health sector (1%), help develop water system (1%).

Only 6% of Cambodians say the involvement was negative or involved some form of bribery, such as local authorities do not take care of the problems (3%), collect gifts from local leaders (2%), only resolve the issue if they receive a bribe (1%). Four-in-ten (42%) Cambodians are unable to give an example of how their village leaders have been responsive.

**TABLE 26: EXAMPLES OF VILLAGE LEADERS' INVOLVEMENT**

Example	Percentage of Cambodians
<b>POSITIVE RESPONSE (NET)</b>	<b>55%</b>
Solve all conflicts and other matters for people	33%
Interfere in time when there is a problem	8%
Issue certificate for land registration and title	5%
Participate in infrastructure improvement	3%
Help in case of theft or robbery	2%
Take care of health sector/vaccination	1%
Help develop water system	1%
Go from house to house telling the news	1%
Have to go register all together	1%
<b>NEGATIVE RESPONSE (NET)</b>	<b>6%</b>
Police and local authorities do not take care of the problems	3%
Told to collect gifts from local leaders	2%
Local authorities will resolve the issue if give them a bribe	1%
Refused / don't know	42%

Q68: Do you have any examples of how your village leaders have been responsive to the needs of your community?

Those most likely to be able to give an example of their village leader's involvement are: under age 55, married, rural, government employee, military/police, very interested in politics, believe political parties and election are very important, political party member, very likely to vote, know date of election, trust the system to give a fair hearing, aware of human rights NGO and message, attended training course in democracy/human rights, own land, experienced human rights violation, read newspaper, and watch television.



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## URBAN VERSUS RURAL

Cambodians living in urban areas are very similar to their rural cohorts in terms of attitudes toward the elections, democracy, human rights, and NGOs. The differences that do exist between urban and rural dwellers tend to be behavioral in nature.

### *Election*

For instance, rural dwellers (89%) are more likely to say they are aware of the upcoming election than their urban cohorts (81%). Rural dwellers are also significantly more likely to know the date of the upcoming election (40% versus 25% for urban), although urban dwellers are more likely to know the month but not the date (38% versus 26% for rural). Rural dwellers are also more likely to be able to cite all requirements for voter registration (22% versus 5% for urban).

When asked where they have to go to register, urban residents are significantly more likely to say the following: registration site in commune, up to the registration team to arrange their venue, and register at the nearest venue. Rural residents are significantly more likely to say they must register at school, a pagoda, or the village office.

Regarding the office that will be voted on in the July 26 election, there is no significant difference between urban and rural dwellers in knowing that it is the National Assembly. However, when asked to identify the name of a National Assembly representative from their province, urban dwellers (64%) are significantly more likely than rural dwellers (16%) to cite a correct name.

While urban and rural residents are equally likely to be able to name a political party in Cambodia, urban residents are significantly more likely to identify the Lokta Son Sann Party, while rural dwellers are more likely to name the Cambodian People's Party, Sam Rainsy Party, Populism Party, and the New Society Party.

With regard to party platforms, rural dwellers are more likely to identify building roads and monasteries, as well as bring real democracy to the people as issues associated with the Cambodian People's Party. Urban dwellers are more likely to say they do not know what issues are associated with this party. In discussing the issues associated with FUNCINPEC's party platform, urban dwellers are likely to say reach national reconciliation, while rural dwellers are more likely to say bring real democracy to the people.

With regard to attitudes, rural dwellers are more likely to be "somewhat" interested (66%) in politics, current events, and government versus urban



dwellers (56%). Furthermore, urban dwellers (19%) are significantly more likely to be not at all interested in current events than rural dwellers (13%).

Rural dwellers and urban dwellers are equally likely to feel it is their responsibility to register, and to vote. In other areas of responsibility, rural dwellers (69%) are more likely to say they should know about the different candidates and political parties than urban dwellers (60%). Rural dwellers are also more likely to feel it is their responsibility to be a poll watcher (37% versus 31% for urban). However, when asked if they are interested in being a poll watcher, there is no significant difference between urban and rural residents.

When asked why they are more likely to register and vote, urban dwellers are more likely to say it is in order to vote for the one they love and have confidence in, while rural dwellers are more likely to say it is for the development of the country.

In addition, rural dwellers (97%) are more likely to believe their vote will be kept secret than urban dwellers (94%). Rural residents (95%) are also more likely to believe their vote will be counted and make a difference (91% for urban).

### *Media*

Urban dwellers are more likely to rely on television (42% versus 35% for rural), and newspapers (12% versus 5% for rural) as their main source of news. Cambodians living in rural areas are more likely to rely on radio (39% versus 30% for urban) and family/friends/neighbors (18% versus 13% for urban) as their main news source.

Along these lines, urban dwellers are significantly more likely to say they regularly watch television and read a newspaper. There are no differences between urban and rural with regard to radio as a media source.

**TABLE 27: MEDIA SOURCES - URBAN VERSUS RURAL**

	Urban	Rural
Television	87%	72%
Radio	65%	69%
Newspaper	55%	34%

Q26: Do you ever listen to the radio, or not?

Q27: Do you regularly read a newspaper, or not?

Q28: Do you regularly watch television, or not?

In terms of specific news sources, Cambodians living in rural areas are more likely to identify FM Battambang, Aspara Radio, and Bayon Radio as the radio station they listen to most often, while urban dwellers are more likely to identify Voice of America.

Urban dwellers are significantly more likely to name Rasmei Kampuchea/Light of Cambodia, and Koh Santepheap/Island of Peace as their newspaper of choice. Urban dwellers are also more likely to name Municipal TV3 and Krong Preah Sihanouk Television as the stations they normally watch for news, while those living in rural areas are more likely to identify Battambang as their main television news source.

### *Democracy*

There are no significant differences between urban and rural on the question of the importance that messages about voter education and democracy play in improving the human rights dialogue in Cambodia. However, when asked why such messages are important, urban residents are significantly more likely to say teach people about democracy procedures, know democracy procedures clearly to develop the country, human rights and freedom of speech, or they don't know. On the other hand, rural dwellers are more likely to say messages about voter education/democracy are important so they will be able to choose a good leader they like, and to educate people about law and human rights.

We also note that in providing a definition of democracy, urban dwellers are significantly more likely to say the right to freedom of speech, while rural dwellers are more likely to say elections and land ownership rights.

When asked if they have ever seen, read, or heard any messages about voter education or democracy, rural residents (49%) are significantly more likely to say they have compared to urban citizens (32%).

In terms of the message about voter education or democracy they have seen, read, or heard, rural residents are more likely to say the following:



have to go register all together (10%), have to go vote to choose the representative (7%), and educate how to vote (6%), able to choose a good leader we like (4%), and can go vote if we have a registration card (2%). Urban dwellers do not mention these reasons at all when asked to identify the message about voter education and democracy.

When asked where they saw, read or heard the message about voter education or democracy, urban dwellers (23%) are significantly more likely than rural dwellers (10%) to say television, while rural dwellers are more likely to say they heard the message via word of mouth (neighbors/friends/local authorities).

With regard to which person or organization presented the message about voter education or democracy, rural dwellers are more likely to identify the following: Khmer Women Media Center (14%), Coalition for Free and Fair Election (9%), Committee for Free and Fair Election (9%), and European Community (3%).

### *Human Rights*

On the human rights front, there are no significant differences between urban and rural dwellers in terms of believing that prostitution, land disputes, human trafficking, human rights abuse, and labor problems including child labor are problems in Cambodia.

When asked if they feel they possess certain rights guaranteed in the Cambodian Constitution, urban residents are more likely to say they do not have equality before the law (28% versus 21% for rural), the right to due process and defense (22% versus 17% for rural) . There are, however, no significant differences between urban and rural in terms of possessing the rights to freedom of speech or freedom of association.

There are also no statistical differences between the two groups in terms of believing that women have the same rights as men, or that women should be able to press charges against her husband. However, rural dwellers are significantly more likely to believe that authority figures treat men and women the same (71% versus 62% for urban). There are also no significant differences between urban and rural dwellers in terms of having experienced a human rights violation, or having any ownership problems with their property. It is not surprising that rural dwellers (81%) are more likely than urban dwellers (72%) to say they own or have owned land/real estate. There are no differences, however, in awareness of laws that protect the right to personal property and labor.

One area in which we find a difference in attitude is trust in the judicial system. Rural residents (52%) are more likely to have trust in the judicial system.



tem compared to urban dwellers (43%). However, rural residents (62%) are more likely than urban dwellers (56%) to be unaware of public defenders.

At the local level, urban and rural dwellers are equally likely to believe that their village leaders are responsive to the needs of their community, and are also equally likely to say they have met with their local officials. When asked for an example of how their village leaders have been responsive, there are no significant differences except that rural dwellers are more likely to say issuing a certificate for land registration, and told to collect gifts from local leaders. Urban dwellers are more likely to mention infrastructure improvement and taking care of the health sector.

### NGOs

Rural residents (47%) are more likely than urban residents (40%) to believe that local authorities respect and listen to human rights NGOs. However, urban residents (18%) are more likely than rural residents (11%) to have attended a training course on human rights and democracy.

There are no significant differences between Cambodians living in urban areas and rural areas in terms of being aware of an NGO working for democracy and human rights. However, when asked to identify the name of a human rights NGO, rural dwellers are more likely to name Khmer Women Media Center of Cambodia, and Center for Social Development. Urban dwellers are more likely to cite Cambodia League for Protection and Defense of Human Rights, Khmer Kampuchea Krom Human Rights Association, and Outreach.

In terms of human rights NGOs that work in their area, urban residents are more likely to name Cambodia League for Protection and Defense of Human Rights, Project Against Domestic Violence, and Khmer Women Media Center of Cambodia.

When asked what they feel is the most important thing NGOs can do to promote democracy and human rights, rural residents are more likely to say media campaigns through radio, and direct media campaign to the community. At the same time, urban residents are more likely to recommend print/bulletin ads, and leaflets.

### TARGETING

In analysing the level of awareness and understanding of Cambodians surrounding the elections, democracy, and human rights issues, we are able to identify trends in demographic orientations.



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Overall, we can divide the Cambodian population into four segments:

1. Very low awareness and understanding
2. Limited awareness and understanding
3. Some awareness and understanding
4. Good awareness and understanding

We find that certain demographic and media usage traits tend to fall in one of these four segments as indicated in the following table:



Segment 1 - Low Awareness & Understanding (44%)	Segment 2 - Limited Awareness & Understanding (93%)	Segment 3 - Some Awareness & Understanding (99%)	Segment 4 - Good Awareness & Understanding (10%)
Women	Women	Men of all ages, women ages 35-44	Men
Age 55 plus	Ages 35 plus	Ages 35-44	Ages 18-24
Widows, married	Married		Single
Primary education or less	High school or less	Some high school plus	Some college education or above
Work in home/housewife	White collar	White collar, blue collar, government employee, military/police, students	Government employees, students, military/police
Live in Kompong Som, Siem Riep	Live in Kompong Som	Live in Phnom Penh, Siem Riep	Live in Phnom Penh
			Urban
Get most news from family/friend	Get most news from television, radio	Get most news from television, radio	Get most news from newspaper
Don't listen to radio, read newspaper or watch television	Listen to radio, read newspaper, watch television	Listen to radio, read newspaper, watch television	Listen to radio, read newspaper, watch television

By looking at the demographic and media habit traits within each segment, we can estimate the number of Cambodian citizens that fall in each segment. We find that the bulk of the population falls in the middle two segments – limited awareness/understanding (93%) and some awareness/understanding (99%). (Note: there is overlap within and between segments, hence the total of the four segments is greater than one hundred percent).

Only 44% of Cambodians belong in segment 1 with low awareness and understanding, and even fewer (10%) fall into segment 4 with good awareness and understanding.

Once we have developed this segmentation, it is useful to examine the attitudes of each segment with regard to, elections, democracy, human rights, and NGOs.



### *Election*

Segment 4 is significantly more likely to be “very” interested in politics, current events, and government.

Segment 4 is significantly more likely than all the other segments to say the election is “very” important. In addition, segments 2 and 3 are significantly more likely than segment 1 to say the election is “very” important, while segment 1 is significantly more likely to say it is “somewhat” important.

Segments 3 and 4 are significantly more likely to feel it is their responsibility to know about the different candidates and political parties.

Segment 4 is also more likely than all the other segments to say they feel a responsibility to become a poll watcher, while segments 2 and 3 are more likely than segment 1 to say this is a responsibility. Similarly, segment 4 is more likely to say they are interested in being a poll watcher in the upcoming election, while segments 2 and 3 are more likely than segment 1 to say that this is something that interests them.

There are no significant differences among the segments in terms of the responsibility to register and vote, however, segment 4 is significantly more likely to say they are “very” likely to actually register and vote in the election.

Segment 4 is significantly more likely to cite democracy/justice and choose the right people’s representative as the reasons to register and vote. Segments 1,2, and 3 are more likely to give peace/stability as the reason for voting.

Segment 4 is significantly more likely to have run for elective office, and to be interested in being a candidate in the next local election.

Segment 4 is also significantly more likely than the other segments to discuss the upcoming election with family and friends, while segment 1 is significantly more likely than all the other segments to say they do not discuss the election.

### *Democracy*

Segment 4 is significantly more likely than the other segments to say that political parties are “very” important to the functioning of the government. Segment 1 and 2 are significantly more likely than segment 1 to say that political parties are “very” important.



Segment 1 is significantly more likely than all the other segments to be unable to identify the name of a political party in Cambodia. Segments 2 and 3 are significantly more likely than segment 4 to be unable to name a political party.

Segments 2 and 3 are significantly more likely than segment 1 to believe that their vote will be kept secret. Segment 4 is more likely to disagree with this statement.

Segment 1 is significantly more likely to have not seen, read or heard a message about voter education/democracy. Segment 1 is more likely to identify this message as having to vote to choose the representative, and educate how to vote. Segment 4 is more likely to say the message they have seen, read, or heard is right to make a living, you can only choose one party, and treatment of people is the most important issue.

Segments 1,2, and 3 are more likely to have heard a message about voter education/democracy on the radio. Segment 4 is more likely to have read the message in a human rights publication or to have seen it on television. Segment 4 is more likely to have seen, read or heard this message presented by ADHOC, Khmer Institute for Democracy, and UNICEF.

Segment 4 is significantly more likely than segments 1,2, and 3 to say that messages about voter education and democracy are important to improve the political and human rights dialogue in Cambodia. Segments 2 and 3 are more likely than segment 1 to say this is important.

When asked to define democracy, segment 4 is significantly more likely than the other segments to define democracy as freedom of speech, people are owners and decision makers, and do not violate others' rights. Segment 1 is significantly more likely to be unable to give a definition of democracy.

Segment 4 is significantly more likely to not trust the judicial system.

Segment 4 is more likely to have heard of public defenders, however, there are no significant differences among the segments in terms of experience using a court defender.

Segments 1, 2, and 3 are significantly more likely than segment 4 to own land or real estate. However, segment 4 is significantly more likely to have had a land ownership problem with their property. In



addition, segment 4 is significantly more likely to be aware of laws that protect their right to personal property and labor rights. Segments 2 and 3 are more likely than segment 1 to be aware of these rights as well.

Segment 4 is significantly more likely to have met with local government officials.

### *Human Rights*

Segment 4 is significantly more likely than the other segments to say that human trafficking and labor problems are problems in Cambodia.

There are no significant differences among the segments with regard to other perceived problems, including human rights abuse, prostitution, and land disputes.

There are no significant differences among the segments with regard to attitudes about women's rights in Cambodia.

Segment 4 is significantly more likely to feel they do not have the equality before the law, and freedom of speech. However, segment 4 is more likely to believe they have the right to due process and the right to defense. Segments 3 and 4 are significantly more likely than segment 1 to believe they have the right to freedom of association/joint political parties, while segment 1 is more likely to say they do not know. Segment 1 is also more likely to say they do not know if they have the equality before the law, and due process.

### *NGOs*

Segments 2 and 3 are significantly more likely than segment 1 to agree versus disagree that local authorities respect and listen to human rights NGOs. It is interesting to note that this does not hold true for Segment 4 because while segment 4 is slightly more likely than average to say that local authorities respect NGOs, they are also somewhat more likely to disagree with this statement.

When asked to identify the most important thing NGOs can do to promote and protect democracy and human rights in Cambodia, segment 4 is significantly more likely than the other segments to mention print ads or bulletin ads, booklet / magazine, leaflets, and widespread campaigning. Segment 3 is more likely than segment 1 to say a media campaign through radio, while both segments 2 and 3 are more likely than segment 1 to suggest a television media campaign. Segment 1 is significantly more likely to say they do not know what NGOs should do to promote democracy and human rights.



In developing a communications strategy, it is most effective to focus one's efforts on those who can be most easily converted to the desirable position. This means targeting communications efforts on segments 2 and 3 in order to gradually shift them towards a position of greater knowledge and awareness. For these segments, television, radio, and newspapers are effective tools. In particular, television has the widest reach for these targets.

	Segment 1	Segment 2	Segment 3	Segment 4
Watch television	67%	76%	78%	87%
Listen to radio	57%	66%	69%	80%
Read newspaper	27%	38%	40%	91%

In addition to media, community-level campaigns are also recommended to reach segments 2 and 3. This approach also has the advantage of reaching the individuals in segment 1. For the community approach, it is best to have "personally relevant" and credible role-models. As such, selected individuals in segment 4 who already have strong awareness and understanding, can help execute community-specific campaigns.

The communications campaign should use a combination of both media and community activities, and should target those in the best position to move most rapidly toward greater awareness and understanding.

Looking at the different communications media, the following table illustrates which medium is most effective for different segments of the population.



## MOST EFFECTIVE MEDIUM BY AUDIENCE

	Television	Radio	Newspaper	Community campaign
Men	x	x	x	
Women				x
Single	x	x	x	
Married				
Phnom Penh	x	x	x	
Kompong Som				x
Siem Riep	x			x
Urban	x		x	
Rural				
18-34 years	x		x	
35-54 years			x	
55 plus				x
Primary school or less				x
Some high school/ high school	x	x		
Some college/ technical/vocational	x	x	x	
College plus		x	x	
White collar	x		x	x
Blue collar		x		x
Government employee	x	x	x	
Military/police	x		x	
Student	x	x	x	
Work at home/housewife				x



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## STRATEGIC IMPERATIVES

1. A program needs to be developed to inform and assist people on how to register to vote.

At this time, Cambodians have an idea that they need to register and what is required to register, but the process and requirements need to be communicated with several different mediums and multiple times to maximize the number of registered voters in the country.

2. The election date should be part of all communications.
3. Cambodians need to be educated on what democracy is and how to operate in a democracy. Specifically, the USAID program should focus on:
  - telling people why it is important to vote
  - teaching people how to get information from the parties and candidates
  - how to evaluate parties and candidates
  - provide information on the parties and candidates
  - help parties get their platforms and issues positions out to the voters
  - how people and get involved with a party and what they can do for a political party
  - how to run a campaign and be a candidate
  - how to be a poll watcher
4. Use all mediums to get your information and instructions out to the people. However, target your messages and mediums in the most effective way.
5. In the more rural parts of the country, training workshops in the communes should be conducted. These residents are the least likely to have knowledge or interest in the campaign. They are also the least likely to get information via mass media. Taking the democracy message right to their villages will be the most effective way to increase participation and understanding.
6. Special emphasis should be placed on the following groups, because their participation is likely to lag behind other subgroups:
  - Women



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- Rural area residents
  - Those with lower levels of education
  - Older Cambodians
  - Those who do not view or read mass media
  - Older Cambodians (Age 55+)
7. Those that should be targeted for higher involvement in the election process, such as poll watching, being a candidate, assisting NGO's are:
- Some college education or higher
  - Read newspapers
  - Younger men (under age 54)
  - Students
  - Live in Phnom Penh or Siem Riep
8. There is a need for communications in two other areas outside of the election process that should be considered for communications activities. They are:
- knowledge of legal rights
  - property rights
  - public defenders
  - knowledge of constitutional rights