This paper describes one large multi-annual research project—CaliBRANDO—about subjective wellbeing in a developing country. CaliBRANDO is a life satisfaction measurement system implemented in Cali, the third largest city in Colombia, South America. Data have been collected annually since 2014 and aim at collecting comprehensive temporal information about individual-level subjective wellbeing and its relationship with government performance. CaliBRANDO is the only study in Colombia that measures subjective wellbeing in a large city in this way. This paper presents the methodology followed in the study and discusses the relevance of the data collected.

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Value of the data

- CaliBRANDO data allow measurement and tracking of individual life satisfaction ratings in a large metropolitan area in Colombia. Data collected are comparable with international data about subjective wellbeing.
- It is possible to link life satisfaction with government performance in several domains. Data also allow the construction of valid indexes to proxy government performance and citizens’ perceptions in different domains.
- Data allow the establishment of individual factors that affect life satisfaction. Information at the individual level includes variables such as education, income, employment, savings, health condition, and living standards.
- CaliBRANDO system gathers data about health condition. It uses a widely known health index (CDC5) which proxies for perceived general health condition and number of days feeling physically or mentally unwell. The survey also measures weight, height, and abdominal circumference of each respondent to facilitate the reporting of reliable data on overweight people and obesity rates. All health measures are comparable with international data.

1. Data

CaliBRANDO is a survey conducted annually by the Observatory of Public Policies (POLIS) of Universidad Icesi since 2014. This survey measures life satisfaction and is the only study in Colombia created with the main objective of measuring subjective wellbeing. CaliBRANDO is representative in terms of the city’s gender distribution, socioeconomic strata and race/ethnicity composition. Surveys are conducted via face-to-face interviews with adults (18 and older) by trained pollsters in 53 locations across the city. To ensure data quality, during fieldwork there are four pollsters’ supervisors present. Informants are randomly selected. Respondents are approached by explaining the objective of the study, assuring confidentiality, and emphasizing that the data will be used for academic purposes. In addition, it is made clear to respondents that they could stop the survey at any time and participation is voluntary. Respondents are measured during the survey in terms of their weight, height and abdominal circumference. For this purpose, each pollster has an electronic scale and a meter tape.

CaliBRANDO uses a stratified multi-stage sampling system; every year about 1200 surveys are completed. Information is collected in eight areas: sociodemographic information, life satisfaction, educational attainment and expectations, employment and job quality, income and living standards, health, satisfaction with government performance, and satisfaction with personal domains. The next section explains each area in detail.

This study follows local and international rules for empirical research and is approved by the Institutional Review Board of Universidad Icesi. Likewise, respondents provide verbal consent before survey commencement. CaliBRANDO data are available at: www.icesi.edu.co/polis/. There is a yearly policy brief displaying principal findings, available in Spanish and English [1].

CaliBRANDO data are used for three purposes:

1. Produce academic research.
2. Generate a yearly policy brief aimed at disseminating academic research on life satisfaction to a broader array of stakeholders beyond academia, including the public.
3. Provide information to local government about life satisfaction and its relationships with government performance.

2. Experimental design, materials and methods

The CaliBRANDO survey is structured in eight sections. Each section is composed of different questions that facilitate the creation of composite indexes. The structure presented below (Table 1)
### Table 1
Calibrando survey structure.

| **Sociodemographic information**                              |                                                                                           |
|----------------------------------------------------------------|--------------------------------------------------------------------------------------------|
| **Year of birth**                                              |                                                                                           |
| **Neighborhood of residence**                                 |                                                                                           |
| **Gender**                                                     |                                                                                           |
| **Socioeconomic strata of household**                         |                                                                                           |
| **Race/ethnicity**                                            |                                                                                           |
| **Literacy**                                                   |                                                                                           |
| **Educational attainment**                                    |                                                                                           |
| **Number of people in the household**                         |                                                                                           |
| **Household role or position**                                |                                                                                           |
| **Have children**                                              |                                                                                           |
| **Number of children**                                        |                                                                                           |
| **Age of first child**                                        |                                                                                           |
| **Plan on having more children**                              |                                                                                           |
| **Marital status**                                            |                                                                                           |
| **Living in rented or paid household**                        |                                                                                           |
| **Ownership of any type of property**                         |                                                                                           |
| **Owns a motorcycle or car**                                  |                                                                                           |
| **Type of public transportation used the most**                |                                                                                           |
| **Average income**                                            |                                                                                           |

| **Life satisfaction**                                          |                                                                                           |
| **On a scale of 1–10, 1 being the lowest and 10 the highest,**| **how satisfied are you living in the city?**                                             |
| **On a scale of 1–10, 1 being the poorest area and 10 the richest,** | **where do you consider your household is located?**                                    |
| **On a scale of 1–10, 1 being the lowest and 10 the highest,** | **how satisfied are you with your life?**                                                 |
| **What do you need to be completely satisfied with your life?** |                                                                                           |

| **Educational attainment and expectations**                    |                                                                                           |
| **Currently studying**                                        |                                                                                           |
| **Type of study**                                             |                                                                                           |
| **Plan to continue studying**                                |                                                                                           |
| **Reasons for not continuing studying**                      |                                                                                           |

| **Employment and job quality**                                |                                                                                           |
| **Main economic/labor activity**                             |                                                                                           |
| **Unemployment**                                              |                                                                                           |
| **Average hours worked last week**                           |                                                                                           |
| **Satisfied with current occupation/job**                    |                                                                                           |
| **Type of job contract**                                     |                                                                                           |
| **Satisfied with type of job contract**                      |                                                                                           |
| **Contribution to health and retirement**                    |                                                                                           |
| **Benefits under current job contract**                      |                                                                                           |

| **Income and living standards**                               |                                                                                           |
| **Poverty perception**                                        |                                                                                           |
| **Perception of economic improvement in household during last year** |                                                                                           |
| **Perception of being better off economically in the near future** |                                                                                           |
| **Perception of being better off economically than parents** |                                                                                           |
| **Satisfied with living standards**                          |                                                                                           |
| **What is necessary to be completely satisfied with your living standards** |                                                                                           |
| **Have savings to live at least three months in case of unemployment** |                                                                                           |
| **Required income to live without economic hardships**        |                                                                                           |
| **Actions taken to ensure a stable retirement**               |                                                                                           |

| **Health**                                                    |                                                                                           |
| **General health condition**                                  |                                                                                           |
| **Number of days during last month that physical health was not good** |                                                                                           |
| **Number of days during last month that mental health was not good** |                                                                                           |
| **Height**                                                    |                                                                                           |
| **Weight**                                                    |                                                                                           |
| **Satisfied with current weight**                             |                                                                                           |
| **Abdominal circumference**                                   |                                                                                           |
| **Physical activity – exercise**                             |                                                                                           |
| **Frequency of physical activity – exercise**                 |                                                                                           |
reflects the 2016 survey when new questions were added compared to the 2015 and 2014 versions of the questionnaire.

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Annexure 1

| CaliBRANDO descriptive statistics 2014–2016 |
|---------------------------------------------|
|                                            |
| **Gender**                                 |
| Men                                        |
| 50,2%                                      |
| 49,7%                                      |
| 49,4%                                      |
| 49,9%                                      |
| Women                                      |
| 49,8%                                      |
| 50,3%                                      |
| 50,1%                                      |
| 50,1%                                      |
| **Average age (years)**                    |
| Men                                        |
| 40                                         |
| 39                                         |
| 36                                         |
| 38                                         |
| Women                                      |
| 38                                         |
| 37                                         |
| 36                                         |
| 37                                         |
| **Educational attainment**                 |
| Elementary school                          |
| 10,2%                                      |
| 10,0%                                      |
| 11,9%                                      |
| 10,7%                                      |
| High school                                |
| 40,4%                                      |
| 48,2%                                      |
| 46,8%                                      |
| 45,1%                                      |
| Any level of higher education              |
| 49,5%                                      |
| 41,8%                                      |
| 41,4%                                      |
| 44,2%                                      |
| **Income**                                 |
| Less than the minimum monthly wage         |
| 22,9%                                      |
| 27,8%                                      |
| 25,1%                                      |
| 25,3%                                      |

* In Colombia, households are classified into socioeconomic strata on a scale of 1–6. One represents the poorest, six the richest. This classification helps determine households with similar social and economic features, according to the external physical characteristics of the household and its environment. This information is then used to direct welfare policies.

* In 2017 the answer scale for this question was changed to 0–10 to facilitate international comparisons.
| Category                                      | Obs 1206 | Obs 1204 | Obs 1206 | Obs 3616 |
|----------------------------------------------|----------|----------|----------|----------|
| Between 1 and 2 × minimum monthly wage       | 51.6%    | 56.0%    | 54.0%    | 53.9%    |
| Between 2 and 4 × minimum monthly wage       | 17.8%    | 11.0%    | 14.3%    | 14.6%    |
| More than 4 × minimum monthly wage           | 7.8%     | 5.3%     | 6.5%     | 6.5%     |
| **Average monthly income (US dollars)**       | $385     | $343     | $364     | $363,00  |
| **Employment**                               |          |          |          |          |
| Formal employment                            | 53.79%   | 49.07%   | 50.68%   | 51.2%    |
| Informal employment                          | 46.21%   | 50.93%   | 49.32%   | 48.8%    |
| **Marital status**                           |          |          |          |          |
| Single                                       | 44.14%   | 47.46%   | 50.30%   | 64.3%    |
| Married/cohabitation                         | 49.39%   | 44.32%   | 43.16%   | 44.6%    |
| Divorced                                     | 6.47%    | 8.22%    | 6.54%    | 9.6%     |
| **Socioeconomic strata**                     |          |          |          |          |
| Low (poverty)                                | 49.83%   | 51.04%   | 50%      | 50.3%    |
| Medium (middle class)                        | 40.13%   | 39.47%   | 40.05%   | 39.9%    |
| High (rich)                                  | 10.03%   | 9.49%    | 9.95%    | 9.8%     |
| **Has children**                             |          |          |          |          |
| Men                                          | 45.88%   | 45.74%   | 44.83%   | 57.30%   |
| Women                                        | 54.12%   | 54.13%   | 55.17%   | 68.40%   |
| **Life satisfaction score (1–10 scale)**     | 8.3      | 8.7      | 8.5      | 8.6      |
| **Obs**                                      |          |          |          |          |

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**Transparency document. Supporting information**

Transparency data associated with this article can be found in the online version at http://dx.doi.org/10.1016/j.dib.2017.06.038.

**Appendix A. Supporting information**

Supplementary data associated with this article can be found in the online version at http://dx.doi.org/10.1016/j.dib.2017.06.038.

**Reference**

[1] Observatorio de Políticas Públicas—POLIS. Life satisfaction: measurement and its implications for public policy formulation. POLIS Policy Brief, Universidad Icesi, Cali–Colombia, 17, 2017, pp. 5–21.