This survey was carried out between February and March of 2008, as part of the LAPOP AmericasBarometer 2008 wave of surveys. It is a follow up of the national surveys of 2001, 2004, and 2006 carried out by the Latin America Public Opinion Project (LAPOP). The 2008 survey was conducted by Vanderbilt University, with field work being carried out by CEDATOS under the direction of Dr. Angel Polibio Córdova. Funding came from the United States Agency for International Development (USAID).

The project used a national probability sample design of voting-age adults, with a total N of 3,000 people involving face-to-face interviews in Spanish, with some interviews in Quichua for monolingual speakers of that language. The data set can be best described as a complex sample design taking into account stratification, clustering, and weighting.

The sample is composed of six strata representing the three main regions in the country: coast, highlands and the Amazon. Each region was divided into urban and rural strata, and respondents were selected in clusters of 6-8 in urban areas and 10-12 in rural areas). Given the small size of the population in the Amazon region, a larger number of respondents were drawn as to provide sufficient cases for the analysis. The data set includes weights to compensate for this design.

The sample consists of 135 primary sampling units and 437 final sampling units which represent 23 provinces. The insular province of Galapagos is not included in the survey. The total number of respondents surveyed in urban areas is 1,832 and 1,168 in rural areas. The estimated margin of error for the survey is ± 1.79.

The complete report and the questionnaire can be found at Political Culture of Democracy in Ecuador, 2008: the Impact of Governance, written by Mitchell Seligson, Abby Córdova, Margarita Corral, Juan Carlos Donoso, Brian Faughnan, Daniel Montalvo and Diana Orcés. Readers can access the publication through a link on the LAPOP website: www.AmericasBarometer.org.