

2004-2005 Bolivia Media Study

Technical Information

Country	Year	Sample Size	Weighted/Unweighted
Bolivia	2004- 2005	Public: 3,070 Media: 856	Weighted

This study was carried out in 2004 and 2005. The firm of Encuestas y Estudios under the direction of Dr. Luis Quiroga was responsible for the fieldwork. The study was funded by a grant from the United States Agency for International Development (USAID).

The major share of the dataset is the national sample, based on a national probability design, with a total N of 3,070 and an approximate margin of error of ± 2.0 . It was conducted in 2004. That national sample was stratified into nine strata, one for each Department and then again into levels of urbanization: cities with over 20,000, small cities with between 2,000 and 20,000, small rural areas and dispersed rural areas.

The media sample, conducted in 2005 (N of 856), is stratified into four strata: newspapers (N of 221), radio (N of 298), television (N of 235) and the public sector (N of 102). Interviews were conducted in each of the nine departments. However, the sample of the media is not a representative sample. The survey was carried out predominantly in Spanish, but in the mass sample, monolingual speakers of Quechua and Spanish were administered versions of the questionnaire in those languages.

The complete report and questionnaire can be found at www.vanderbilt.edu/lapop/bolivia.php. The report, “Los medios de comunicación y la democracia en Bolivia: 2005”, was written by Mitchell Seligson, Clemente Quiñones, Fernanda Boidi, Vivian Schwarz-Blum and Daniel Moreno. It was published with the support of USAID.

Containing data gathered in 2004 and 2005, this survey report analyzes the attitudes of the mass public, media industries, and members of public-sector media, towards democracy, corruption, media and relevant policy topics.