

Methods in Detail

About the 2009 Pew Global Attitudes Survey

Results for the survey are based on telephone and face-to-face interviews conducted under the direction of Princeton Survey Research Associates International. All surveys are based on national samples except in Brazil, China, India, and Pakistan where the samples were disproportionately urban.

The table below shows the margin of sampling error based on all interviews conducted in that country. For results based on the full sample in a given country, one can say with 95% confidence that the error attributable to sampling and other random effects is plus or minus the margin of error. In addition to sampling error, one should bear in mind that question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of opinion polls.

Country: **Argentina**
Sample design: Probability
Mode: Face-to-face adults 18 plus
Languages: Spanish
Fieldwork dates: May 18 - June 3, 2009
Sample size: 800
Margin of Error: 3%
Representative: Adult population

Country: **Brazil**
Sample design: Probability
Mode: Face-to-face adults 18 plus
Languages: Portuguese
Fieldwork dates: May 18 - June 14, 2009
Sample size: 813
Margin of Error: 3%
Representative: Disproportionately urban (the sample is 95% urban, Brazil's population is 82% urban). Non-metro areas were under-represented. The sample represents roughly 44% of the adult population.

Country: **Britain**
Sample design: Probability
Mode: Telephone adults 18 plus
Languages: English
Fieldwork dates: May 26 - June 9, 2009
Sample size: 754
Margin of Error: 4%
Representative: Telephone households (including cell phone only households)

Country: **Canada**
Sample design: Probability
Mode: Telephone adults 18 plus
Languages: English, French
Fieldwork dates: May 19 - June 5, 2009
Sample size: 750
Margin of Error: 4%
Representative: Telephone households (including cell phone only households)

Country: **China**⁴
Sample design: Probability
Mode: Face-to-face adults 18 plus
Languages: Chinese (dialects: Mandarin, Beijngese, Cantonese, Sichuan, Hubei, Shanghaiese, Shanxi, Hebei, Henan, Yunan, Dongbei, Jiangxi)
Fieldwork dates: May 22 - June 10, 2009
Sample size: 3,169
Margin of Error: 2%
Representative: Disproportionately urban (the sample is 67% urban, China's population is 40% urban). Probability sample in eight cities, towns and villages covering central, east, and west China. The cities sampled were Shanghai, Beijing, Guangzhou, Wuhan, Zhengzhou, Changchun, Xi'an and Chengdu. The towns covered were Wuxi Jiangyin, Handan Wu'an, Qingdao Jimo, Xuchang Change, Changsha Liuyang, Taiyuan Gujiao, Weinan Hancheng, and Kunming Anning. Two or three villages near each of these towns were sampled. The sample represents roughly 42% of the adult population.

Country: **Egypt**
Sample design: Probability
Mode: Face-to-face adults 18 plus
Languages: Arabic
Fieldwork dates: May 24 - June 11, 2009
Sample size: 1,000
Margin of Error: 3%
Representative: Adult population

Country: **France**
Sample design: Quota
Mode: Telephone adults 18 plus
Languages: French
Fieldwork dates: May 29 - June 9, 2009
Sample size: 753
Margin of Error: 4%
Representative: Telephone households (including cell phone only households)

Country: **Germany**
Sample design: Probability
Mode: Telephone adults 18 plus
Languages: German
Fieldwork dates: May 25 - June 6, 2009
Sample size: 751
Margin of Error: 4%
Representative: Telephone households (excluding cell phone only households—less than 5%)

⁴ Data were purchased from Horizon Market Research based on their self-sponsored survey "Chinese People View the World."

Country: **India**
Sample design: Probability
Mode: Face-to-face adults 18 plus
Languages: Hindi, Telegu, Gujarati, Tamil, Bengali
Fieldwork dates: May 22 - June 13, 2009
Sample size: 2,038
Margin of Error: 2%
Representative: Disproportionately urban (the sample is 76% urban, India's population is 28% urban). Eight states were surveyed representing roughly 61% of the population – Uttar Pradesh and National Capital Territory of Delhi in the north, Tamil Nadu and Andhra Pradesh in the south, West Bengal and Bihar in the east, and Gujarat and Maharashtra in the west. Towns and villages were under-represented.

Country: **Indonesia**
Sample design: Probability
Mode: Face-to-face adults 18 plus
Languages: Bahasa Indonesia
Fieldwork dates: May 29 - June 5, 2009
Sample size: 1,000
Margin of Error: 3%
Representative: Adult population excluding Papua and remote areas or provinces with small populations (excludes 12% of population).

Country: **Israel**
Sample design: Probability with Arab oversample
Mode: Face-to-face adults 18 plus
Languages: Hebrew, Arabic
Fieldwork dates: May 18 - June 16, 2009
Sample size: 1,201 including an oversample of Arabs that brought the total number of Arab respondents to 527, the sample is weighted to be representative of the general population.
Margin of Error: 3%
Representative: Adult population

Country: **Japan**
Sample design: Probability
Mode: Telephone adults 18 plus
Languages: Japanese
Fieldwork dates: May 20 - June 10, 2009
Sample size: 700
Margin of Error: 4%
Representative: Telephone households (excluding cell phone only households—less than 5%)

Country: **Jordan**
Sample design: Probability
Mode: Face-to-face adults 18 plus
Languages: Arabic
Fieldwork dates: May 24 - June 11, 2009
Sample size: 1,000
Margin of Error: 3%
Representative: Adult population

Country: **Kenya**
Sample design: Probability
Mode: Face-to-face adults 18 plus
Languages: Kiswahili, English
Fieldwork dates: May 22 - May 30, 2009
Sample size: 1,002
Margin of Error: 3%
Representative: Adult population

Country: **Lebanon**
Sample design: Probability
Mode: Face-to-face adults 18 plus
Languages: Arabic
Fieldwork dates: May 20 - June 3, 2009
Sample size: 1,000
Margin of Error: 3%
Representative: Adult population

Country: **Mexico**
Sample design: Probability
Mode: Face-to-face adults 18 plus
Languages: Spanish
Fieldwork dates: May 26 - June 2, 2009
Sample size: 1,000
Margin of Error: 3%
Representative: Adult population

Country: **Nigeria**
Sample design: Probability
Mode: Face-to-face adults 18 plus
Languages: Hausa, Yoruba, Igbo, English, other local languages
Fieldwork dates: June 2-14, 2009
Sample size: 1,000
Margin of Error: 3%
Representative: Adult population

Country: **Pakistan**
Sample design: Probability
Mode: Face-to-face adults 18 plus
Languages: Urdu, Punjabi, Sindhi, Pashto, Sariki, Hindko, Balochi
Fieldwork dates: May 22 - June 9, 2009
Sample size: 1,254
Margin of Error: 3%
Representative: Disproportionately urban, excluding areas of instability particularly in the North West Frontier and Baluchistan (the sample is 55% urban, Pakistan's population is 33% urban). All four provinces of Pakistan are included in sample design. Towns and villages were under-represented. Sample covers roughly 90% of the adult population.

Country: **Palestinian territories**
Sample design: Probability
Mode: Face-to-face adults 18 plus
Languages: Arabic
Fieldwork dates: May 23 - June 11, 2009
Sample size: 1,204
Margin of Error: 3%
Representative: Adult population

Country: **Poland**
Sample design: Probability
Mode: Face-to-face adults 18 plus
Languages: Polish
Fieldwork dates: May 21 - June 8, 2009
Sample size: 750
Margin of Error: 4%
Representative: Adult population

Country: **Russia**
Sample design: Probability
Mode: Face-to-face adults 18 plus
Languages: Russian
Fieldwork dates: May 20 - June 9, 2009
Sample size: 1,001
Margin of Error: 3%
Representative: Adult population

Country: **South Korea**
Sample design: Probability
Mode: Face-to-face adults 18 plus
Languages: Korean
Fieldwork dates: May 25 - June 8, 2009
Sample size: 702
Margin of Error: 4%
Representative: Adult population

Country: **Spain**
Sample design: Probability
Mode: Telephone adults 18 plus
Languages: Spanish
Fieldwork dates: May 25 - June 9, 2009
Sample size: 750
Margin of Error: 4%
Representative: Telephone households (including cell phone only households)

Country: **Turkey**
Sample design: Probability
Mode: Face-to-face adults 18 plus
Languages: Turkish, Kurdish
Fieldwork dates: May 20 - June 15, 2009
Sample size: 1,005
Margin of Error: 3%
Representative: Adult population

Country: **United States**
Sample design: Probability
Mode: Telephone adults 18 plus
Languages: English
Fieldwork dates: May 27 - June 10, 2009
Sample size: 1,000
Margin of Error: 3%
Representative: Telephone household in continental U.S. (including cell phone only households).

Sources for urban population percentages are The World Bank Group World Development Indicators Online and Financial Times World Desk Reference.