

Methods in Detail

About the 2012 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. Survey results are based on national samples except in China. For further details on sample designs, see below.

The descriptions below show 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:	Brazil
Sample design:	Multi-stage cluster sample stratified by Brazil's five regions and size of municipality
Mode:	Face-to-face adults 18 plus
Languages:	Portuguese
Fieldwork dates:	March 18 – April 19, 2012
Sample size:	800
Margin of Error:	±5.1 percentage points
Representative:	Adult population
Country:	Britain
Sample design:	Random Digit Dial (RDD) probability sample representative of all landline and cell phone-only households (roughly 98% of all British households)
Mode:	Telephone adults 18 plus
Languages:	English
Fieldwork dates:	March 19 – April 15, 2012
Sample size:	1,018
Margin of Error:	±3.3 percentage points
Representative:	Landline and cell phone-only households (roughly 98% of all British households)

Country:	China
Sample design:	Multi-stage cluster sample stratified by China's three regional-economic zones (which include all provinces except Tibet, Xinjiang, Hong Kong and Macao) with disproportional sampling of the urban population. Twelve cities, 12 towns and 12 villages were sampled covering central, east, and west China. The cities sampled were Beijing, Shanghai, Qingdao, Nanjing, Haikou, Qinhuangdao, Wuhan, Shangqui, Xiangtan, Neijiang, Guilin, Chongqing. The towns covered were Zhangjiagang, Suzhou, Jiangsu; Dashiqiao, Yingkou, Liaoning; Jimo, Qingdao, Shandong; Gaoan Yichun, Jiangxi; Dali, DaliState, Yunnan; Shaowu, Nanping, Fujian; Xintai, Taian, Shandong; Gaobeidian, Baoding, Hebei; Ji'an, Tonghua, Jilin; Zaoyang, Xiangyang, Hubei; Guiping, Guigang, Guangxi; Yicheng, Xiangyang, Hubei. Two or three villages, on average, near each of these towns were sampled.
Mode:	Face-to-face adults 18 plus
Languages:	Chinese (Mandarin, Hubei, Shandong, Chongqing, Hebei, Liaoning, Guangxi, Shanghai, Jilin, Jiangxi, Sichuan, Henan, Yunnan, Jiangsu, Hunan, and Hainan dialects)
Fieldwork dates:	March 18 – April 15, 2012
Sample size:	3,177
Margin of Error:	±4.3 percentage points
Representative:	Disproportionately urban (the sample is 55% urban, China's population is 50% urban). The sample represents roughly 64% of the adult population.
Note:	Data cited are from the Horizon Consultancy Group.
Country:	Czech Republic
Sample design:	Random Digit Dial (RDD) sample representative of all adults who own a cell phone (roughly 91% of adults age 18 and older)
Mode:	Telephone adults 18 plus
Languages:	Czech
Fieldwork dates:	March 17 – April 2, 2012
Sample size:	1,000
Margin of Error:	±3.4 percentage points
Representative:	Adults who own a cell phone (roughly 91% of adults age 18 and older)

Country: **Egypt**
Sample design: Multi-stage cluster sample stratified by governorates (excluding Frontier governorates for security reasons – about 2% of the population) proportional to population size and urban/rural population
Mode: Face-to-face adults 18 plus
Languages: Arabic
Fieldwork dates: March 19 – April 10, 2012
Sample size: 1,000
Margin of Error: ± 4.2 percentage points
Representative: Adult population (excluding Frontier governorates or about 2% of the population)

Country: **France**
Sample design: Random Digit Dial (RDD) sample representative of all landline and cell phone-only households (roughly 99% of all French households) with quotas for gender, age and occupation and proportional to region size and urban/rural population
Mode: Telephone adults 18 plus
Languages: French
Fieldwork dates: March 20 – March 31, 2012
Sample size: 1,004
Margin of Error: ± 3.5 percentage points
Representative: Landline and cell phone-only households (roughly 99% of all French households)

Country: **Germany**
Sample design: Random Last Two Digit Dial (RL(2)D) probability sample representative of all landline telephone households (roughly 91% of all German households) stratified by administrative districts proportional to population size and community size
Mode: Telephone adults 18 plus
Languages: German
Fieldwork dates: March 19 – April 2, 2012
Sample size: 1,000
Margin of Error: ± 4.0 percentage points
Representative: Landline telephone households (excluding cell phone-only households [8%] and households without telephones [1%])

Country:	Greece
Sample design:	Multi-stage cluster sample stratified by region and proportional to population size and urban/rural population excluding the islands in the Aegean and Ionian Seas (roughly 6% of the population)
Mode:	Face-to-face adults 18 plus
Languages:	Greek
Fieldwork dates:	March 20 – April 9, 2012
Sample size:	1,000
Margin of Error:	±3.7 percentage points
Representative:	Adult population (excluding the islands in the Aegean and Ionian Seas – roughly 6% of the population)
Country:	India
Sample design:	Multi-stage cluster sample in 13 of the 15 most populous states (Kerala and Assam were excluded), plus the Union Territory of Delhi (86% of the adult population); disproportional sampling of the urban population (sample 50% urban/population 28% urban)
Mode:	Face-to-face adults 18 plus
Languages:	Hindi, Bengali, Tamil, Kannad, Telugu, Gujarati, Marathi, Oriya
Fieldwork dates:	March 19 – April 19, 2012
Sample size:	4,018
Margin of Error:	±3.9 percentage points
Representative:	Disproportionately urban. The data was weighted to reflect the actual urban/rural distribution in India. Sample covers roughly 86% of the Indian population.
Country:	Italy
Sample design:	Multi-stage cluster sample stratified by four regions and proportional to population size and urban/rural population
Mode:	Face-to-face adults 18 plus
Languages:	Italian
Fieldwork dates:	March 19 – April 10, 2012
Sample size:	1,074
Margin of Error:	±4.4 percentage points
Representative:	Adult population

Country: **Japan**
Sample design: Random Digit Dial (RDD) probability sample representative of all landline telephone households stratified by region and population size
Mode: Telephone adults 18 plus
Languages: Japanese
Fieldwork dates: March 20 – April 12, 2012
Sample size: 700
Margin of Error: ± 4.1 percentage points
Representative: Landline telephone households (excluding cell phone-only households [roughly 9%] and households with no telephones [roughly 5%])

Country: **Jordan**
Sample design: Multi-stage cluster sample stratified by region and Jordan's 12 governorates and proportional to population size and urban/rural population
Mode: Face-to-face adults 18 plus
Languages: Arabic
Fieldwork dates: March 19 – April 10, 2012
Sample size: 1,000
Margin of Error: ± 4.8 percentage points
Representative: Adult population

Country: **Lebanon**
Sample design: Multi-stage cluster sample stratified by Lebanon's seven major regions (excluding a small area in Beirut controlled by a militia group and a few villages in the south Lebanon, which border Israel and are inaccessible to outsiders) and proportional to population size and urban/rural population
Mode: Face-to-face adults 18 plus
Languages: Arabic
Fieldwork dates: March 19 – April 10, 2012
Sample size: 1,000
Margin of Error: ± 4.2 percentage points
Representative: Adult population

Country: **Mexico**
Sample design: Multi-stage cluster sample stratified by region and proportional to population size and urban/rural population
Mode: Face-to-face adults 18 plus
Languages: Spanish
Fieldwork dates: March 20 – April 2, 2012
Sample size: 1,200
Margin of Error: ± 3.8 percentage points
Representative: Adult population

Country: **Pakistan**
Sample design: Multi-stage cluster sample of all four provinces stratified by province and the urban/rural population. (The Federally Administered Tribal Areas, Gilgit-Baltistan, Azad Jammu and Kashmir were excluded for security reasons, as were areas of instability in Baluchistan and Khyber Pakhtunkhwa [formerly the North-West Frontier Province] – roughly 18% of the population.)
Mode: Face-to-face adults 18 plus
Languages: Urdu, Pashto, Punjabi, Sindhi, Hindko, Saraiki, Brahvi, Balochi
Fieldwork dates: March 28 – April 13, 2012
Sample size: 1,206
Margin of Error: ± 4.2 percentage points
Representative: Sample is disproportionately urban, but data are weighted to reflect the actual urban/rural distribution in Pakistan. Sample covers roughly 82% of the adult population.

Country: **Poland**
Sample design: Multi-stage cluster sample stratified by Poland's 16 provinces and proportional to population size and urban/rural population
Mode: Face-to-face adults 18 plus
Languages: Polish
Fieldwork dates: March 24 – April 16, 2012
Sample size: 1,001
Margin of Error: ± 3.7 percentage points
Representative: Adult population

Country:	Russia
Sample design:	Multi-stage cluster sample stratified by Russia's eight regions (excluding a few remote areas in the northern and eastern parts of the country and Chechnya) and proportional to population size and urban/rural population
Mode:	Face-to-face adults 18 plus
Languages:	Russian
Fieldwork dates:	March 19 – April 4, 2012
Sample size:	1,000
Margin of Error:	±3.6 percentage points
Representative:	Adult population
Country:	Spain
Sample design:	Random Digit Dial (RDD) probability sample representative of landline and cell phone-only households (about 97% of Spanish households) stratified by region and proportional to population size
Mode:	Telephone adults 18 plus
Languages:	Spanish/Castilian
Fieldwork dates:	March 20 – April 2, 2012
Sample size:	1,000
Margin of Error:	±3.2 percentage points
Representative:	Landline and cell phone-only households (about 97% of Spanish households)
Country:	Tunisia
Sample design:	Multi-stage cluster sample stratified by governorate and proportional to population size and urban/rural population
Mode:	Face-to-face adults 18 plus
Languages:	Tunisian Arabic
Fieldwork dates:	March 22 – April 20, 2012
Sample size:	1,000
Margin of Error:	±3.9 percentage points
Representative:	Adult population

Country:	Turkey
Sample design:	Multi-stage cluster sample in all 26 regions (based on geographical location and level of development [NUTS 2]) and proportional to population size and urban/rural population
Mode:	Face-to-face adults 18 plus
Languages:	Turkish
Fieldwork dates:	March 20 – April 11, 2012
Sample size:	1,001
Margin of Error:	±5.2 percentage points
Representative:	Adult population
Country:	United States
Sample design:	Random Digit Dial (RDD) probability sample representative of all landline and cell phone-only households (about 98% of U.S. households) stratified by county
Mode:	Telephone adults 18 plus
Languages:	English, Spanish
Fieldwork dates:	March 20 – April 4, 2012
Sample size:	1,011
Margin of Error:	±3.5 percentage points
Representative:	Landline and cell phone-only households (about 98% of U.S. households)