

Methods in Detail

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.²

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.

Argentina

Sample design:	Probability
Mode:	Face-to-face adults 18 plus
Languages:	Spanish
Fieldwork dates:	March 25 - April 3, 2008
Sample size:	801
Margin of Error:	3%
Representative:	Adult population

Australia

Sample design:	Probability
Mode:	Telephone adults 18 plus
Languages:	English
Fieldwork dates:	March 20 - April 4, 2008
Sample size:	700
Margin of Error:	4%
Representative:	Adult population

Brazil

Sample design:	Probability
Mode:	Face-to-face adults 18 plus
Languages:	Portuguese
Fieldwork dates:	March 20 - April 8, 2008
Sample size:	1,000
Margin of Error:	3%
Representative:	Disproportionately urban (the sample is 92% urban, Brazil's population is 82% urban). Non-metro areas were under-represented. The sample represents roughly 44% of the adult population.

² Sources for urban population percentages are The World Bank Group World Development Indicators Online and Financial Times World Desk Reference.

Britain

Sample design: Probability
Mode: Telephone adults 18 plus
Languages: English
Fieldwork dates: March 17 - April 6, 2008³
Sample size: 753
Margin of Error: 4%
Representative: Telephone households (excluding cell phones)

China⁴

Sample design: Probability
Mode: Face-to-face adults 18 plus
Languages: Chinese (dialects: Mandarin, Beijingers, Cantonese, Sichuan, Hubei, Shanghaiese, Zhjiang, Shanxi, Hebei, Henan, Hunan, Dongbei, Jiangxi, Guizhou, Guangxi, Anhui)
Fieldwork dates: March 28 - April 19, 2008
Sample size: 3,212
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, Changsha, Harbin, Xi'an and Chongqing. The towns covered were Hangzhou Lin'an, Tangshan Qian'an, Dalian Pulandian, Zhengzhou Dengfeng, Lvliang Xiaoyi, Jingdezhen Leping, Guiyang Qingzhen, and Yulin Beiliu. Two or three villages near each of these towns were sampled. The sample represents roughly 42% of the adult population.

Egypt

Sample design: Probability
Mode: Face-to-face adults 18 plus
Languages: Arabic
Fieldwork dates: March 19 - April 7, 2008
Sample size: 1,000
Margin of Error: 3%
Representative: Adult population

France

Sample design: Quota
Mode: Telephone adults 18 plus
Languages: French
Fieldwork dates: March 31 - April 8, 2008
Sample size: 754
Margin of Error: 4%
Representative: Telephone households (excluding cell phones)

³ Fieldwork put on hold during Easter holiday.

⁴ Data were cited from Horizon Market Research's self-sponsored survey "Chinese People View the World."

Germany

Sample design: Probability
Mode: Telephone adults 18 plus
Languages: German
Fieldwork dates: March 25 - April 9, 2008
Sample size: 750
Margin of Error: 4%
Representative: Telephone households (excluding cell phones)

India

Sample design: Probability
Mode: Face-to-face adults 18 plus
Languages: Hindi, Telegu, Gujarati, Tamil, Bengali, English
Fieldwork dates: April 1-16, 2008
Sample size: 2,056
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.

Indonesia

Sample design: Probability
Mode: Face-to-face adults 18 plus
Languages: Bahasa Indonesia, Palembang, Javanese, Banjar, Minang, Batak, Manado, Sunda, Sasak, Melayu
Fieldwork dates: March 29 - April 14, 2008
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)

Japan

Sample design: Probability
Mode: Telephone adults 18 plus
Languages: Japanese
Fieldwork dates: March 19 - April 13, 2008
Sample size: 708
Margin of Error: 4%
Representative: Adult population

Jordan

Sample design: Probability
Mode: Face-to-face adults 18 plus
Languages: Arabic
Fieldwork dates: March 18 - April 6, 2008
Sample size: 1,000
Margin of Error: 3%
Representative: Adult population

Lebanon

Sample design: Probability
Mode: Face-to-face adults 18 plus
Languages: Arabic
Fieldwork dates: March 19 - April 7, 2008
Sample size: 1,000
Margin of Error: 3%
Representative: Adult population

Mexico

Sample design: Probability
Mode: Face-to-face adults 18 plus
Languages: Spanish
Fieldwork dates: March 18-31, 2008
Sample size: 805
Margin of Error: 3%
Representative: Adult population

Nigeria

Sample design: Probability
Mode: Face-to-face adults 18 plus
Languages: Hausa, Yoruba, Igbo, English, other local languages
Fieldwork dates: April 8-21, 2008
Sample size: 1,000
Margin of Error: 3%
Representative: Adult population

Pakistan

Sample design: Probability
Mode: Face-to-face adults 18 plus
Languages: Urdu, Punjabi, Sindhi, Pashto, Sariki, Hindko, Brahvi, Balochi
Fieldwork dates: April 1-19, 2008
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.

Poland

Sample design: Probability
Mode: Face-to-face adults 18 plus
Languages: Polish
Fieldwork dates: March 26 - April 14, 2008
Sample size: 750
Margin of Error: 4%
Representative: Adult population

Russia

Sample design: Probability
Mode: Face-to-face adults 18 plus
Languages: Russian
Fieldwork dates: March 18 - April 4, 2008
Sample size: 1,000
Margin of Error: 3%
Representative: Adult population

South Africa

Sample design: Probability
Mode: Face-to-face adults 18 plus
Languages: Zulu, Afrikaans, South Sotho, North Sotho, Xhosa, Tswana, English, other local languages
Fieldwork dates: March 18 - April 4, 2008
Sample size: 1,001
Margin of Error: 3%
Representative: Adult population

South Korea

Sample design: Probability
Mode: Face-to-face adults 18 plus
Languages: Korean
Fieldwork dates: March 20-27, 2008
Sample size: 714
Margin of Error: 4%
Representative: Adult population

Spain

Sample design: Probability
Mode: Telephone adults 18 plus
Languages: Spanish
Fieldwork dates: March 17 - April 17, 2008⁵
Sample size: 752
Margin of Error: 4%
Representative: Adult population

Tanzania

Sample design: Probability
Mode: Face-to-face adults 18 plus
Languages: Kiswahili
Fieldwork dates: March 31 - April 16, 2008
Sample size: 704
Margin of Error: 4%
Representative: Adult population

⁵ Fieldwork put on hold during Easter holiday.

Turkey

Sample design: Probability
Mode: Face-to-face adults 18 plus
Languages: Turkish, Kurdish
Fieldwork dates: March 31 - April 21, 2008
Sample size: 1,003
Margin of Error: 3%
Representative: Adult population

United States

Sample design: Probability
Mode: Telephone adults 18 plus
Languages: English
Fieldwork dates: April 9-17, 2008
Sample size: 1,000
Margin of Error: 3%
Representative: Telephone household in continental U.S. (excluding cell phones)