

Methods in Detail

About the Spring 2010 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 China, India, and Pakistan where the samples were disproportionately urban.

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: **Argentina**

Sample design: Multi-stage cluster sample with stratification by Metropolitan area and Interior of the country and proportional to population size, socio-economic status and urban/rural population

Mode: Face-to-face adults 18 plus

Languages: Spanish

Fieldwork dates: April 13 – May 4, 2010

Sample size: 803

Margin of Error: ± 4.0 percentage points

Representative: Adult population

Country: **Brazil**

Sample design: Multi-stage cluster sample stratified by all five regions and proportional to population size and urban/rural population

Mode: Face-to-face adults 18 plus

Languages: Portuguese

Fieldwork dates: April 10 – May 6, 2010

Sample size: 1,000

Margin of Error: ± 4.5 percentage points

Representative: Adult population

Country: **Britain**

Sample design: Random Digit Dial (RDD) probability sample representative of all telephone households (roughly 97% of all British households) and proportional to region size

Mode: Telephone adults 18 plus

Languages: English

Fieldwork dates: April 15 – May 2, 2010

Sample size: 750

Margin of Error: ± 4.0 percentage points

Representative: Telephone households (including cell phone only households)

- Country:** **China⁷**
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. Eight cities, towns and villages were sampled covering central, east, and west China. The cities sampled were Beijing, Shanghai, Guangzhou, Wuhan, Harbin, Taiyuan, Xian and Kunming. The towns covered were Conghua, Guangzhou, Guangdong; Pulandian, Dalian, Liaoning; Linan, Hangzhou, Zhejiang; Tengzhou, Zaozhuang, Shandong; Shangzhi, Harbin, Heilongjiang; Gaoping, Jincheng, Shanxi; Daye, Huangshi, Hubei; and Pengzhou, Chengdu, Sichuan. Two or three villages near each of these towns were sampled.
Mode: Face-to-face adults 18 plus
Languages: Chinese (Mandarin, Cantonese, Sichuan, Hubei, Shanxi, Shandong, Shanghai, Zhejiang, Yunnan, Beijing, Dongbei, and Shaanxi dialects)
Fieldwork dates: April 9 – April 20, 2010
Sample size: 3,262
Margin of Error: ± 2.5 percentage points
Representative: Disproportionately urban (the sample is 67% urban, China's population is 43% urban). The sample represents roughly 42% of the adult population.
- Country:** **Egypt**
Sample design: Multi-stage cluster sample stratified by all four regions (excluding Frontier governorates for security reasons – less than 2% of the population) proportional to population size and urban/rural population
Mode: Face-to-face adults 18 plus
Languages: Arabic
Fieldwork dates: April 12 – May 3, 2010
Sample size: 1,000
Margin of Error: ± 4.0 percentage points
Representative: Adult population
- Country:** **France**
Sample design: Random Digit Dial (RDD) sample representative of all telephone 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: April 15 – April 23, 2010
Sample size: 752
Margin of Error: ± 4.0 percentage points
Representative: Telephone households (including cell phone only households)
- Country:** **Germany**
Sample design: Random Last Two Digit Dial (RL(2)D) probability sample representative of roughly 95% of the German population proportional to population size
Mode: Telephone adults 18 plus
Languages: German
Fieldwork dates: April 15 – April 30, 2010
Sample size: 750
Margin of Error: ± 5.0 percentage points
Representative: Telephone households (excluding cell phone only households – roughly 5%)

⁷ Data were purchased from Horizon Market Research based on their self-sponsored survey "Chinese People View the World."

- Country:** **India**
Sample design: Multi-stage cluster sample in eight states and all four regions representing roughly 61% of the Indian 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 with disproportional sampling of the urban population
Mode: Face-to-face adults 18 plus
Languages: Hindi, Bengali, Tamil, Telugu, Gujarati
Fieldwork dates: April 9 – April 30, 2010
Sample size: 2,254
Margin of Error: ± 3.0 percentage points
Representative: Disproportionately urban (the sample is 77% urban, India's population is 28% urban); towns and villages are under-represented.
- Country:** **Indonesia**
Sample design: Multi-stage cluster sample representative of roughly 88% of the population (excluding Papua and remote areas or provinces with small populations) proportional to population size and urban/rural population
Mode: Face-to-face adults 18 plus
Languages: Bahasa Indonesia
Fieldwork dates: April 16 – April 29, 2010
Sample size: 1,000
Margin of Error: ± 4.0 percentage points
Representative: Adult population (excludes 12% of 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: April 9 – April 26, 2010
Sample size: 700
Margin of Error: ± 4.0 percentage points
Representative: Telephone households (excluding cell phone only households – less than 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: April 12 – May 3, 2010
Sample size: 1,000
Margin of Error: ± 4.0 percentage points
Representative: Adult population
- Country:** **Kenya**
Sample design: Multi-stage cluster sample stratified by all eight regions and proportional to population size and urban/rural population
Mode: Face-to-face adults 18 plus
Languages: Kiswahili, English
Fieldwork dates: April 9 – April 23, 2010
Sample size: 1,002
Margin of Error: ± 3.5 percentage points
Representative: Adult population

Country:	Lebanon
Sample design:	Multi-stage cluster sample stratified by Lebanon's six 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:	April 12 – May 3, 2010
Sample size:	1,000
Margin of Error:	±4.0 percentage points
Representative:	Adult population
Country:	Mexico
Sample design:	Multi-stage cluster sample stratified by Mexico's geographical regions and urban/rural population
Mode:	Face-to-face adults 18 plus
Languages:	Spanish
Fieldwork dates:	April 14 – April 20, 2010 (N=800) May 1– May 6, 2010 (N=500)
Sample size:	1,300
Margin of Error:	±4.0 percentage points
Representative:	Adult population
Country:	Nigeria
Sample design:	Multi-stage cluster sample stratified by all six geo-political regions and Lagos and the urban/rural population and proportional to population size
Mode:	Face-to-face adults 18 plus
Languages:	English, Hausa, Yoruba, Pidgin, Igbo
Fieldwork dates:	April 18 – May 7, 2010
Sample size:	1,000
Margin of Error:	±4.0 percentage points
Representative:	Adult population
Country:	Pakistan
Sample design:	Multi-stage cluster sample of all four provinces stratified by province (the FATA/FANA areas, Azad Jammu and Kashmir were excluded for security reasons as were areas of instability in Khyber Pakhtunkhwa [formerly the North-West Frontier Province] and Baluchistan – roughly 16% of the population) with disproportional sampling of the urban population
Mode:	Face-to-face adults 18 plus
Languages:	Urdu, Punjabi, Pashto, Sindhi, Saraiki, Balochi, Hindko
Fieldwork dates:	April 13 – April 28, 2010
Sample size:	2,000
Margin of Error:	±3.0 percentage points
Representative:	Disproportionately urban, (the sample is 55% urban, Pakistan's population is 33% urban). Sample covers roughly 84% 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:	April 9 – May 8, 2010 ⁸
Sample size:	750
Margin of Error:	±4.5 percentage points
Representative:	Adult population

⁸ Ten interviews were conducted on April 9. Interviewing was suspended April 10-13 due to the death of President Lech Kaczynski and resumed on April 14.

Country:	Russia
Sample design:	Multi-stage cluster sample stratified by Russia's seven 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:	April 7 – May 1, 2010
Sample size:	1,001
Margin of Error:	±3.5 percentage points
Representative:	Adult population
Country:	South Korea
Sample design:	Multi-stage cluster sample stratified by Korea's 15 regions (excluding Koreans living on small islands – less than 3% of the population) and proportional to population size and urban/rural population
Mode:	Face-to-face adults 18 plus
Languages:	Korean
Fieldwork dates:	April 11 – April 23, 2010
Sample size:	706
Margin of Error:	±4.5 percentage points
Representative:	Adult population
Country:	Spain
Sample design:	Random Digit Dial (RDD) probability sample representative of telephone households (except the autonomous cities of Ceuta and Melilla representing less 1% of the Spanish population) stratified by region and proportional to population size
Mode:	Telephone adults 18 plus
Languages:	Spanish
Fieldwork dates:	April 14 – May 4, 2010
Sample size:	755
Margin of Error:	±4.0 percentage points
Representative:	Telephone households (including cell phone only households)
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:	April 12 – April 30, 2010
Sample size:	1,003
Margin of Error:	±4.0 percentage points
Representative:	Adult population
Country:	United States
Sample design:	Random Digit Dial (RDD) probability sample representative of all telephone households in the continental U.S. stratified by county
Mode:	Telephone adults 18 plus
Languages:	English
Fieldwork dates:	April 15 – May 5, 2010
Sample size:	1,002
Margin of Error:	±4.0 percentage points
Representative:	Telephone households in continental U.S. (including cell phone only households)