Survey Methods in Detail

<u>About the 2007 Pew Global Attitudes Survey</u>

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 Bolivia, Brazil, China, India, Ivory Coast, Pakistan, South Africa, and Venezuela where the samples were disproportionately or exclusively 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:	April 13-23, 2007
Sample size:	800
Margin of Error:	3%
Representative:	Adult population

Country:	**Bangladesh**
Sample design:	Probability
Mode:	Face-to-face adults 18 plus
Languages:	Bengali
Fieldwork dates:	April 11-30, 2007
Sample size:	1,000
Margin of Error:	3%
Representative:	Adult population

Country:	**Bolivia**
Sample design:	Probability
Mode:	Face-to-face adults 18 plus
Languages:	Spanish
Fieldwork dates:	April 14 - May 1, 2007
Sample size:	834
Margin of Error:	3%
Representative:	Disproportionately urban (the sample is 92% urban, Bolivia's population is 64% urban). All nine departments in Bolivia were included in sample design. Small communities were under-represented. The sample represents roughly 62% of the adult population.

Country:	**Brazil**
Sample design:	Probability
Mode:	Face-to-face adults 18 plus
Languages:	Portuguese
Fieldwork dates:	April 12 - May 5, 2007
Sample size:	1,000
Margin of Error:	3%
Representative:	Disproportionately urban (the sample is 93% urban, Brazil's population is 84% 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:	April 21 - May 6, 2007
Sample size:	1,002 (Form A=502, Form B=500)
Margin of Error:	3% total sample, 4% each form
Representative:	Telephone households (excluding cell phones)

Country:	**Bulgaria**
Sample design:	Probability
Mode:	Face-to-face adults 18 plus
Languages:	Bulgarian
Fieldwork dates:	April 13 - May 7, 2007
Sample size:	500
Margin of Error:	4%
Representative:	Adult population

Country: **Canada**
Sample design: Probability
Mode: Telephone adults 18 plus
Languages: English and French
Fieldwork dates: April 16-26, 2007
Sample size: 1,004 (Form A=501, Form B=503)
Margin of Error: 3% total sample, 4% each form
Representative: Telephone households (excluding cell phones)

Country: **Chile**
Sample design: Probability
Mode: Face-to-face adults 18 plus
Languages: Spanish
Fieldwork dates: April 18-27, 2007
Sample size: 800
Margin of Error: 3%
Representative: Adult population

Country: **China**[2]
Sample design: Probability
Mode: Face-to-face adults 18 plus
Languages: Chinese (dialects: Mandarin, Beijingese, Cantonese, Sichun, Hubei, Shanghaiese, Zhjiang, Shanxi, Hebei, Henan, Hunan, Dongbei)
Fieldwork dates: April 20-30, 2007
Sample size: 3,142
Margin of Error: 2%
Representative: Disproportionately urban (the sample is 74% 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 Chengdu. The towns covered were Shaoxing Zhuji, Baoding Gaobeidian, Jinzhou Beining, Yueyang Linxiang, Zhengzhou Xinzheng, Yuncheng Hejin, Weinan Hancheng, Chongqing Hechuan. Two or three villages near each of these towns were sampled.

Country: **Czech Republic**
Sample design: Probability
Mode: Telephone adults 18 plus
Languages: Czech
Fieldwork dates: April 11 - May 4, 2007
Sample size: 900 (Form A=450, Form B=450)
Margin of Error: 3% total sample, 4% each form
Representative: Telephone households (including cell phones)

Country: **Egypt**
Sample design: Probability
Mode: Face-to-face adults 18 plus
Languages: Arabic
Fieldwork dates: April 9 - May 7, 2007
Sample size: 1,000
Margin of Error: 3%
Representative: Adult population

Country: **Ethiopia**
Sample design: Probability
Mode: Face-to-face adults 18 to 64
Languages: Amharic, Oromic
Fieldwork dates: April 27 - May 7, 2007
Sample size: 710
Margin of Error: 4%
Representative: Adult population excluding areas of instability particularly along the Somali border

Country: **France**
Sample design: Quota
Mode: Telephone adults 18 plus
Languages: French
Fieldwork dates: April 13-18, 2007
Sample size: 1,004 (Form A=502, Form B=502)
Margin of Error: 3% total sample, 4% each form
Representative: Telephone households (excluding cell phones)

Country: **Germany**
Sample design: Probability
Mode: Telephone adults 18 plus
Languages: German
Fieldwork dates: April 16-30, 2007
Sample size: 1,000 (Form A=500, Form B=500)
Margin of Error: 3% total sample, 4% each form
Representative: Telephone households (excluding cell phones)

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

Country: **Ghana**
Sample design: Probability
Mode: Face-to-face adults 18 plus
Languages: Akan, Dagare, Dagbani, Ewe, Ga,
                Hausa, English
Fieldwork dates: April 25 - May 3, 2007
Sample size: 707
Margin of Error: 4%
Representative: Adult population

Country: **India**
Sample design: Probability
Mode: Face-to-face adults 18 plus
Languages: Hindi, Telegu, Gujarati, Tamil,
                Bengali, English
Fieldwork dates: April 20 - May 17, 2007
Sample size: 2,043
Margin of Error: 2%
Representative: Disproportionately urban (the
                sample is 73% urban, India's
                population is 29% 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, Palembang,
                Java, Banjar, Dayak, Madura,
                Minang
Fieldwork dates: April 18-28, 2007
Sample size: 1,008
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
Mode: Face-to-face and telephone adults
                18 plus
Languages: Hebrew and Arabic
Fieldwork dates: April 20 - May 11, 2007
Sample size: 900
Margin of Error: 3%
Representative: Adult population

Country: **Italy**
Sample design: Probability
Mode: Face-to-face adults 18 plus
Languages: Italian
Fieldwork dates: April 18 - May 23, 2007
Sample size: 501
Margin of Error: 4%
Representative: Adult population

Country: **Ivory Coast**
Sample design: Probability
Mode: Face-to-face adults 18 plus
Languages: French and local languages
Fieldwork dates: April 12-16, 2007
Sample size: 700
Margin of Error: 4%
Representative: Disproportionately urban excluding
                areas of instability in northern part
                of the country (the sample is 70%
                urban, Ivory Coast's population is
                45% urban). Small communities
                were under-represented. The
                sample represents roughly 52% of
                the adult population.

Country: **Japan**
Sample design: Probability
Mode: Face-to-face adults 18 plus
Languages: Japanese
Fieldwork dates: April 6 - May 23, 2007
Sample size: 762
Margin of Error: 4%
Representative: Adult population

Country: **Jordan**
Sample design: Probability
Mode: Face-to-face adults 18 plus
Languages: Arabic
Fieldwork dates: April 9 - May 7, 2007
Sample size: 1,000
Margin of Error: 3%
Representative: Adult population

Country: **Kenya**
Sample design: Probability
Mode: Face-to-face adults 18 to 64
Languages   Kiswahili, English
Fieldwork dates: April 20-30, 2007
Sample size: 1,000
Margin of Error: 3%
Representative: Adult population

Country: **Kuwait**
Sample design: Probability
Mode: Face-to-face and telephone adults
                    18 plus
Languages   Arabic
Fieldwork dates: April 15 - May 10, 2007
Sample size: 500
Margin of Error: 4%
Representative: Adult population (excluding non-
                    Arab expatriates – 8-12%
                    population)

Country: **Lebanon**
Sample design: Probability
Mode: Face-to-face adults 18 plus
Languages: Arabic
Fieldwork dates: April 9 - May 7, 2007
Sample size: 1,000
Margin of Error: 3%
Representative: Adult population

Country: **Malaysia**
Sample design: Probability
Mode: Face-to-face adults 18 plus
Languages: Malay, Chinese, English
Fieldwork dates: April 13 - May 9, 2007
Sample size: 700
Margin of Error: 4%
Representative: Adult population excluding Sabah
                    and Sarawak (more than half of
                    Sarawak's population and two-
                    thirds of Sabah's are indigenous
                    groups)

Country: **Mali**
Sample design: Probability
Mode: Face-to-face adults 18 plus
Languages: Bambara, French
Fieldwork dates: April 7-18, 2007
Sample size: 700
Margin of Error: 4%
Representative: Adult population

Country: **Mexico**
Sample design: Probability
Mode: Face-to-face adults 18 plus
Languages: Spanish
Fieldwork dates: April 13-27, 2007
Sample size: 828
Margin of Error: 3%
Representative: Adult population

Country: **Morocco**
Sample design: Probability
Mode: Face-to-face adults 18 plus
Languages: Arabic, French
Fieldwork dates: April 20 - May 10, 2007
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: April 23-May 29, 2007
Sample size: 1,128
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, Brahvi, Balochi,
                    Persian
Fieldwork dates: April 18 - May 10, 2007
Sample size: 2,008
Margin of Error: 2%
Representative: Disproportionately urban,
                    excluding areas of instability
                    particularly in the North West
                    Frontier and Balochistan (the
                    sample is 50% urban, Pakistan's
                    population is 35% urban). All four
                    provinces of Pakistan are included
                    in sample design. Towns and
                    villages were under-represented.
                    Sample covers roughly 84% of the
                    adult population.

Country: **Palestinian territories**
Sample design: Probability
Mode: Face-to-face adults 18 plus
Languages: Arabic
Fieldwork dates: April 21-30, 2007
Sample size: 808
Margin of Error: 3%
Representative: Adult population

Country: **Peru**
Sample design: Probability
Mode: Face-to-face adults 18 plus
Languages: Spanish, Quechua
Fieldwork dates: April 13-29, 2007
Sample size: 800
Margin of Error: 3%
Representative: Adult population

Country: **Poland**
Sample design: Probability
Mode: Face-to-face adults 18 plus
Languages: Polish
Fieldwork dates: April 12-26, 2007
Sample size: 504
Margin of Error: 4%
Representative: Adult population

Country: **Russia**
Sample design   Probability
Mode: Face-to-face adults 18 plus
Languages: Russian
Fieldwork dates: April 10-24, 2007
Sample size: 1,002
Margin of Error: 3%
Representative: Adult population

Country: **Senegal**
Sample design: Probability
Mode: Face-to-face adults 18 plus
Languages: Wolof, French
Fieldwork dates: April 14-19, 2007
Sample size: 700
Margin of Error: 4%
Representative: Adult population

Country: **Slovakia**
Sample design: Probability
Mode: Telephone adults 18 plus
Languages: Slovak
Fieldwork dates: April 11 - May 6, 2007
Sample size: 900 (Form A=450, Form B=450)
Margin of Error: 3% total sample, 4% each form
Representative: Telephone households (including cell phones)

Country: **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: April 20 - May 20, 2007
Sample size: 1,000
Margin of Error: 3%
Representative: Urban (the sample is 100% urban, South Africa's population is 59% urban). Communities under 250,000 were not included in sample design. The sample represents 35% of the adult population.

Country: **South Korea**
Sample design: Probability
Mode: Face-to-face adults 18 plus
Languages: Korean
Fieldwork dates: April 9-24, 2007
Sample size: 718
Margin of Error: 4%
Representative: Adult population

Country: **Spain**
Sample design: Probability
Mode: Face-to-face adults 18 plus
Languages: Spanish, other local languages
Fieldwork dates: April 18 - May 15, 2007
Sample size: 500
Margin of Error: 4%
Representative: Adult population

Country: **Sweden**
Sample design: Probability
Mode: Telephone adults 18 plus
Languages: Swedish
Fieldwork dates: April 18 - May 9, 2007
Sample size: 1,000 (Form A=500, Form B=500)
Margin of Error: 3% total sample, 4% each form
Representative: Telephone households (including cell phones)

Country: **Tanzania**
Sample design: Probability
Mode: Face-to-face adults 18 plus
Languages: Kiswahili
Fieldwork dates: April 21 - May 14, 2007
Sample size: 704
Margin of Error: 4%
Representative: Adult population

Country: **Turkey**
Sample design: Probability
Mode: Face-to-face adults 18 plus
Languages: Turkish, Kurdish
Fieldwork dates: April 10 - May 3, 2007
Sample size: 971
Margin of Error: 3%
Representative: Adult population

Country: **Uganda**
Sample design: Probability
Mode: Face-to-face adults 18 plus
Languages: Alur, Ateso, Luganda, Lugbara, Lumasaaba, Lwo, Runyankore, Rukiga, Runyoro, English
Fieldwork dates: April 15-24, 2007
Sample size: 1,122
Margin of Error: 3%
Representative: Adult population

Country: **Ukraine**
Sample design: Probability
Mode: Face-to-face adults 18 plus
Languages: Ukrainian and Russian
Fieldwork dates: April 13-24, 2007
Sample size: 500
Margin of Error: 4%
Representative: Adult population

Country: **United States**
Sample design: Probability
Mode: Telephone adults 18 plus
Languages: English
Fieldwork dates: April 23 - May 6, 2007
Sample size: 2026 (Form A=1,018, Form B=1,008)
Margin of Error: 2% total sample, 3% each form
Representative: Telephone household in continental US (excluding cell phones)

Country: **Venezuela**
Sample design: Probability
Mode: Face-to-face adults 18 plus
Languages: Spanish
Fieldwork dates: April 22 - May 21, 2007
Sample size: 803
Margin of Error: 3%
Representative: Disproportionately urban (the sample is 93% urban, Venezuela's population is 87% urban). All regions of Venezuela included in sample design, excluding the sparsely populated Guiana Highlands in the south. Communities under 10,000 were under-represented. Sample covers roughly 58% of the adult population.

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