Country-Specific Methodology

Pew Research Center's international surveys are largely conducted via telephone or face-to-face interviews, depending on the country. (The exceptions are the United States and Australia, where surveys are fielded via probability-based multimode panels.) Face-to-face designs are implemented via computer-assisted personal interviewing (CAPI), but historically pen-and-paper interviewing (PAPI) was used in some countries. Phone designs are implemented via computer-assisted telephone interviewing (CATI). The results are based on national samples, unless otherwise noted. The table below includes detailed information – such as mode of interview, sample design, margin of error and design effect – for each country we survey, organized by survey, country and year.

More general information on how we conduct our international survey research is also available.

The margin of sampling error reported is based on all interviews conducted in a country. The margin of error takes into account the design effect due to clustering and weighting, where applicable. For results based on the full sample in a given country, one can say with 95% confidence that the error attributable to sampling is plus or minus the margin of error. The margin of error is larger for results based on subsamples in the survey. Sample sizes and sampling errors for subgroups are available upon request. 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.

Canada survey methodology

Year	2025
Survey	Global Attitudes Survey
Sample design:	List-assisted random-digit-dial (RDD) probability sample of landline households (29% of sample) stratified by geographic area (provinces and three census metropolitan areas: Montreal, Toronto and Vancouver), and RDD probability sample of mobile phone users stratified by province (71% of sample). Up to five phone calls are made to complete the interview. Individuals within landline households are selected using the youngest male/female adult at home method, where male/female initially asked is randomized. Interviews in the mobile sample are conducted with the person who answers the phone, if age 18 or older and the phone owner.
Mode:	Telephone
Languages:	English, French
Fieldwork dates:	Feb. 19-April 15, 2025
Sample size:	1,024
Margin of error:	3.6
Representative:	Adult population ages 18 and older (excluding Northwest Territories, Nunavut and Yukon)
Primary vendor	Langer Research Associates
Weighting variables:	Gender, age, education, region and probability of selection of respondent
Design effects:	1.36

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France survey methodology

Year	2025
Survey	Global Attitudes Survey
Sample design:	Random-digit-dial (RDD) probability sample of landline households (34% of sample) stratified by region (NUTS2), and RDD probability sample of mobile phone users (66% of sample). Up to five phone calls are made to complete the interview. Individuals within landline households are selected using the Rizzo method. Interviews in the mobile sample are conducted with the person who answers the phone, if age 18 or older and the phone owner.
Mode:	Telephone
Languages:	French
Fieldwork dates:	Feb. 7-April 24, 2025
Sample size:	1,006
Margin of error:	4.0
Representative:	Adult population ages 18 and older (excluding overseas regions)
Primary vendor	Langer Research Associates
Weighting variables:	Gender, age, education, region and probability of selection of respondent
Design effects:	1.65

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Germany survey methodology

Year	2025
Survey	Global Attitudes Survey
Sample design:	List-assisted random-digit-dial (RDD) probability sample of landline households (35% of sample) stratified by region (NUTS2), and RDD probability sample of mobile phone users (65% of sample). Up to five phone calls are made to complete the interview. Individuals within landline households are selected using the Rizzo method. Interviews in the mobile sample are conducted with the person who answers the phone, if age 18 or older and the phone owner.
Mode:	Telephone
Languages:	German
Fieldwork dates:	Feb. 27-April 11, 2025
Sample size:	1,006
Margin of error:	3.6
Representative:	Adult population ages 18 and older
Primary vendor	Langer Research Associates
Weighting variables:	Gender, age, education, region and probability of selection of respondent
Design effects:	1.33

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Greece survey methodology

Year	2025
Survey	Global Attitudes Survey
Sample design:	Random-digit-dial (RDD) probability sample of landline households (41% of sample) stratified by region (NUTS2), and RDD probability sample of mobile phone users (59% of sample). Up to five phone calls are made to complete the interview. Individuals within landline households are selected using the Rizzo method. Interviews in the mobile sample are conducted with the person who answers the phone, if age 18 or older and the phone owner.
Mode:	Telephone
Languages:	Greek
Fieldwork dates:	Feb. 24-April 11, 2025
Sample size:	1,010
Margin of error:	4.3
Representative:	Adult population ages 18 and older
Primary vendor	Langer Research Associates
Weighting variables:	Gender, age, education, region and probability of selection of respondent
Design effects:	1.93

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Hungary survey methodology

Year	2025
Survey	Global Attitudes Survey
Sample design:	Random-digit-dial (RDD) probability sample of mobile phone users. Up to five phone calls are made to complete the interview. Interviews are conducted with the person who answers the phone, if age 18 or older and the phone owner.
Mode:	Telephone
Languages:	Hungarian
Fieldwork dates:	Feb. 18-April 1, 2025
Sample size:	1,020
Margin of error:	3.7
Representative:	Adult population ages 18 and older
Primary vendor	Langer Research Associates
Weighting variables:	Gender, age, education, region and probability of selection of respondent
Design effects:	1.48

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Italy survey methodology

Year	2025
Survey	Global Attitudes Survey
Sample design:	List-assisted random-digit-dial (RDD) probability sample of landline households (30% of sample) stratified by region (NUTS2), and RDD probability sample of mobile phone users (70% of sample). Nonworking numbers are screened from the sample prior to fieldwork. Up to five phone calls are made to complete the interview. Individuals within landline households are selected using the Rizzo method. Interviews in the mobile sample are conducted with the person who answers the phone, if age 18 or older and the phone owner.
Mode:	Telephone
Languages:	Italian
Fieldwork dates:	Feb. 7-April 26, 2025
Sample size:	1,007
Margin of error:	4.6
Representative:	Adult population ages 18 and older
Primary vendor	Langer Research Associates
Weighting variables:	Gender, age, education, region and probability of selection of respondent
Design effects:	2.18

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Netherlands survey methodology

Year	2025
Survey	Global Attitudes Survey
Sample design:	Random-digit-dial (RDD) probability sample of landline households (30% of sample) stratified by region (NUTS2), and RDD probability sample of mobile phone users (70% of sample). Up to five phone calls are made to complete the interview. Individuals within landline households are selected using the Rizzo method. Interviews in the mobile sample are conducted with the person who answers the phone, if age 18 or older and the phone owner.
Mode:	Telephone
Languages:	Dutch
Fieldwork dates:	Feb. 7-April 19, 2025
Sample size:	1,000
Margin of error:	3.9
Representative:	Adult population ages 18 and older
Primary vendor	Langer Research Associates
Weighting variables:	Gender, age, education, region and probability of selection of respondent
Design effects:	1.58

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Poland survey methodology

Year	2025
Survey	Global Attitudes Survey
Sample design:	Random-digit-dial (RDD) probability sample of mobile phone users. Up to five phone calls are made to complete the interview. Interviews are conducted with the person who answers the phone, if age 18 or older and the phone owner.
Mode:	Telephone
Languages:	Polish
Fieldwork dates:	Feb. 18-April 11, 2025
Sample size:	1,002
Margin of error:	3.9
Representative:	Adult population ages 18 and older
Primary vendor	Langer Research Associates
Weighting variables:	Gender, age, education, region and probability of selection of respondent
Design effects:	1.55

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Spain survey methodology

Year	2025
Survey	Global Attitudes Survey
Sample design:	Random-digit-dial (RDD) probability sample of landline households (35% of sample) stratified by region (NUTS2), and RDD probability sample of mobile phone users (65% of sample). Nonworking numbers are screened from the sample prior to fieldwork. Up to five phone calls are made to complete the interview. Individuals within landline households are selected using the Rizzo method. Interviews in the mobile sample are conducted with the person who answers the phone, if age 18 or older and the phone owner.
Mode:	Telephone
Languages:	Castilian Spanish
Fieldwork dates:	Feb. 7-April 18, 2025
Sample size:	1,001
Margin of error:	4.2
Representative:	Adult population ages 18 and older
Primary vendor	Langer Research Associates
Weighting variables:	Gender, age, education, region and probability of selection of respondent
Design effects:	1.80

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Sweden survey methodology

Year	2025
Survey	Global Attitudes Survey
Sample design:	List-assisted random-digit-dial (RDD) probability sample of landline households (10% of sample) stratified by region (NUTS2), and RDD probability sample of mobile phone users (90% of sample). Nonworking numbers are screened from the sample prior to fieldwork. Business numbers are removed from the landline frame as well. Up to five phone calls are made to complete the interview. Individuals within landline households are selected using the Rizzo method. Interviews in the mobile sample are conducted with the person who answers the phone, if age 18 or older and the phone owner.
Mode:	Telephone
Languages:	Swedish
Fieldwork dates:	Feb. 24-April 13, 2025
Sample size:	1,001
Margin of error:	3.8
Representative:	Adult population ages 18 and older
Primary vendor	Langer Research Associates
Weighting variables:	Gender, age, education, region and probability of selection of respondent
Design effects:	1.50

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United Kingdom survey methodology

Year	2025
Survey	Global Attitudes Survey
Sample design:	Random-digit-dial (RDD) probability sample of landline households (35% of sample) stratified by region (NUTS2), and RDD probability sample of mobile phone users (65% of sample). Up to five phone calls are made to complete the interview. Individuals within landline households are selected using the Rizzo method. Interviews in the mobile sample are conducted with the person who answers the phone, if age 18 or older and the phone owner.
Mode:	Telephone
Languages:	English
Fieldwork dates:	Feb. 7-April 13, 2025
Sample size:	1,006
Margin of error:	4.1
Representative:	Adult population ages 18 and older
Primary vendor	Langer Research Associates
Weighting variables:	Gender, age, education, region and probability of selection of respondent
Design effects:	1.78

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Australia survey methodology

Year	2025
Survey	Global Attitudes Survey
Sample design:	Using Life in Australia™ – a nationally representative panel – randomly recruited and selected Australians participated online (99%) or via telephone (1%). Panelists are initially recruited via phone (random-digit dialing or SMS) or their postal address (address-based sampling) to provide national coverage. Different methodologies are used to encourage response, including multiple contact attempts, small incentives and reminders.
Mode:	Mixed-mode probability panel
Languages:	English
Fieldwork dates:	March 17-31, 2025
Sample size:	1,829
Margin of error:	2.5
Representative:	Adult population ages 18 and older
Primary vendor	Social Research Centre
Weighting variables:	Gender, age, education, geographic location, household size, language spoken at home, probabilities of selection at recruitment and response propensity
Design effects:	1.21

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India survey methodology

Year	2025
Survey	Global Attitudes Survey
Sample design:	Multistage, area probability design. The sample includes an oversample of majority-Muslim subdistricts, but the data is weighted to reflect the national population of India. Primary sampling units (PSUs) are villages and wards stratified by region and urbanicity. The total number of PSUs is 350: 250 for the national sample and 100 for the oversample. Up to three contact attempts are made to complete the interview. Individuals within households are selected using computer randomization based on all people ages 18 and older living in the household.
Mode:	Face-to-face
Languages:	Assamese, Bengali, English, Gujarati, Hindi, Kannada, Malayalam, Marathi, Oriya, Punjabi, Tamil, Telugu
Fieldwork dates:	Feb. 7-April 21, 2025
Sample size:	3,545
Margin of error:	2.9
Representative:	Adult population ages 18 and older (excluding Andaman and Nicobar Islands, Lakshadweep, Manipur, Meghalaya, Mizoram, Nagaland, Sikkim, and any areas inaccessible due to inclement weather or insecurity)
Primary vendor	Langer Research Associates
Weighting variables:	Gender, age, education, region, urbanicity and probability of selection of respondent
Design effects:	3.20

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Indonesia survey methodology

Year	2025
Survey	Global Attitudes Survey
Sample design:	Multistage, area probability design. Primary sampling units (PSUs) are villages (kelurahan/desa), stratified by developmental region and urbanicity. The number of PSUs is 100. Up to three contact attempts are made to complete the interview. Individuals within households are selected using computer randomization based on all people ages 18 and older living in the household.
Mode:	Face-to-face
Languages:	Bahasa Indonesia
Fieldwork dates:	Jan. 8-Feb. 23, 2025
Sample size:	1,022
Margin of error:	4.6
Representative:	Adult population ages 18 and older (excluding regencies that are inaccessible due to remoteness, lack of infrastructure or insecurity)
Primary vendor	Langer Research Associates
Weighting variables:	Gender, age, education, region, urbanicity and probability of selection of respondent
Design effects:	2.23

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Japan survey methodology

Year	2025
Survey	Global Attitudes Survey
Sample design:	List-assisted random-digit-dial (RDD) probability sample of landline households (25% of sample) stratified by region, and list-assisted RDD probability sample of mobile phone users (75% of sample). Nonworking numbers are screened from the sample prior to fieldwork. Business numbers are removed as well. Up to five phone calls are made to complete the interview. Individuals within landline households are selected using the Rizzo method. Interviews in the mobile sample are conducted with the person who answers the phone, if age 18 or older and the phone owner.
Mode:	Telephone
Languages:	Japanese
Fieldwork dates:	Feb. 6-April 7, 2025
Sample size:	1,006
Margin of error:	3.7
Representative:	Adult population ages 18 and older
Primary vendor	Langer Research Associates
Weighting variables:	Gender, age, education, region and probability of selection of respondent
Design effects:	1.47

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South Korea survey methodology

Year	2025
Survey	Global Attitudes Survey
Sample design:	Random-digit-dial (RDD) probability sample of mobile phone users. Up to five phone calls are made to complete the interview. Interviews are conducted with the person who answers the phone, if age 18 or older and the phone owner.
Mode:	Telephone
Languages:	Korean
Fieldwork dates:	Feb. 28-March 29, 2025
Sample size:	1,042
Margin of error:	3.9
Representative:	Adult population ages 18 and older
Primary vendor	Langer Research Associates
Weighting variables:	Gender, age, education, region and probability of selection of respondent
Design effects:	1.65

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Israel survey methodology

Year	2025
Survey	Global Attitudes Survey
Sample design:	Multistage, area probability design. Primary sampling units (PSUs) are statistical areas stratified by ethnicity, district and urbanicity. The number of PSUs is 200. Up to three contact attempts are made to complete the interview. Individuals within households are selected using computer randomization based on all people ages 18 and older living in the household.
Mode:	Face-to-face
Languages:	Arabic, Hebrew
Fieldwork dates:	Feb. 5-March 11, 2025
Sample size:	998
Margin of error:	4.0
Representative:	Adult population ages 18 and older (excluding East Jerusalem and non-sanctioned outposts)
Primary vendor	Gallup
Weighting variables:	Gender by ethnicity, age by ethnicity, education, region, urbanicity and probability of selection of respondent
Design effects:	1.68

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Turkey survey methodology

Year	2025
Survey	Global Attitudes Survey
Sample design:	Multistage, area probability design. Primary sampling units (PSUs) are blocks of households stratified by region (NUTS2). The number of PSUs is 105. Within each PSU, addresses are selected at random from the address frame. Up to three contact attempts are made to complete the interview. Individuals within households are selected using computer randomization based on all people ages 18 and older living in the household.
Mode:	Face-to-face
Languages:	Turkish
Fieldwork dates:	Jan. 31-March 3, 2025
Sample size:	1,048
Margin of error:	4.4
Representative:	Adult population ages 18 and older (excluding areas in Gaziantep, Hatay and Malatya affected by the 2023 earthquake)
Primary vendor	Gallup
Weighting variables:	Gender, age, education, region, urbanicity and probability of selection of respondent
Design effects:	2.10

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Kenya survey methodology

Year	2025
Survey	Global Attitudes Survey
Sample design:	Multistage, area probability design. Primary sampling units (PSUs) are sub-locations (villages or neighborhoods) stratified by province and urbanicity. The number of PSUs is 105. Up to three contact attempts are made to complete the interview. Individuals within households are selected using computer randomization based on all people ages 18 and older living in the household.
Mode:	Face-to-face
Languages:	English, Swahili
Fieldwork dates:	Feb. 22-March 15, 2025
Sample size:	1,049
Margin of error:	4.7
Representative:	Adult population ages 18 and older (excluding sub-locations with low population sizes or unknown population density)
Primary vendor	Gallup
Weighting variables:	Gender, age, education, region, urbanicity and probability of selection of respondent
Design effects:	2.44

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Nigeria survey methodology

Year	2025
Survey	Global Attitudes Survey
Sample design:	Multistage, area probability design. Primary sampling units (PSUs) are local government areas stratified by geopolitical region. One PSU is selected with certainty based on population size. The number of PSUs is 105. Up to three contact attempts are made to complete the interview. Individuals within households are selected using computer randomization based on all people ages 18 and older living in the household.
Mode:	Face-to-face
Languages:	English, Hausa, Igbo, Yoruba
Fieldwork dates:	Feb. 21-April 10, 2025
Sample size:	1,037
Margin of error:	4.2
Representative:	Adult population ages 18 and older (excluding Adamawa, Borno, Yobe and disputed areas of Taraba due to security concerns)
Primary vendor	Gallup
Weighting variables:	Gender, age, region and probability of selection of respondent
Design effects:	1.90

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South Africa survey methodology

Year	2025
Survey	Global Attitudes Survey
Sample design:	Multistage, area probability design. Primary sampling units (PSUs) are census small areas stratified by province and urbanicity. The number of PSUs is 315. Up to three contact attempts are made to complete the interview. Individuals within households are selected using computer randomization based on all people ages 18 and older living in the household.
Mode:	Face-to-face
Languages:	Afrikaans, English, North Sotho, South Sotho, Xhosa, Zulu
Fieldwork dates:	Feb. 21-March 30, 2025
Sample size:	1,570
Margin of error:	3.4
Representative:	Adult population ages 18 and older
Primary vendor	Gallup
Weighting variables:	Gender, age, education, region, urbanicity, race and probability of selection of respondent
Design effects:	1.89

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Argentina survey methodology

Year	2025
Survey	Global Attitudes Survey
Sample design:	Multistage, area probability design. Primary sampling units (PSUs) are local governments stratified by region and population size classes, with the exception of seven large local governments (more than 500,000 inhabitants) that are treated as strata. Within these large local governments, PSUs are census radios. The number of effective PSUs is 142. Up to three contact attempts are made to complete the interview. Individuals within households are selected using computer randomization based on all people ages 18 and older living in the household.
Mode:	Face-to-face
Languages:	Spanish
Fieldwork dates:	Feb. 10-April 13, 2025
Sample size:	1,001
Margin of error:	4.1
Representative:	Adult population ages 18 and older (excluding local governments with low population sizes, areas outside the jurisdiction of any particular local government/with undetermined municipal status, and people living in collective households)
Primary vendor	Langer Research Associates
Weighting variables:	Gender, age, education, region and probability of selection of respondent
Design effects:	1.73

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Brazil survey methodology

Year	2025
Survey	Global Attitudes Survey
Sample design:	Multistage, area probability design. Primary sampling units (PSUs) are municipalities stratified by federal unit, with the exception of five large municipalities (Belo Horizonte, Fortaleza, Rio de Janeiro, Salvador and São Paulo) and the federal district, which are treated as strata. Within these strata, PSUs are census sectors. The number of effective PSUs is 86. Up to three contact attempts are made to complete the interview. Individuals within households are selected using computer randomization based on all people ages 18 and older living in the household.
Mode:	Face-to-face
Languages:	Portuguese
Fieldwork dates:	Feb. 20-April 7, 2025
Sample size:	1,053
Margin of error:	4.4
Representative:	Adult population ages 18 and older (excluding census sectors where the population only resides in collective or temporary housing)
Primary vendor	Langer Research Associates
Weighting variables:	Gender, age, education, region, urbanicity and probability of selection of respondent
Design effects:	2.12

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Mexico survey methodology

Year	2025
Survey	Global Attitudes Survey
Sample design:	Multistage, area probability design. Primary sampling units (PSUs) are electoral sections stratified by electoral region and urbanicity. The number of PSUs is 105. Up to three contact attempts are made to complete the interview. Individuals within households are selected using the Rizzo method.
Mode:	Face-to-face
Languages:	Spanish
Fieldwork dates:	Feb. 12-March 25, 2025
Sample size:	1,050
Margin of error:	4.4
Representative:	Adult population ages 18 and older
Primary vendor	Gallup
Weighting variables:	Gender, age, education, region, urbanicity and probability of selection of respondent
Design effects:	2.09

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