



Worlds of Journalism STUDY

Data and Sample Overview

COUNTRY	Popula- tion size	Sample size	Deviation from min. sample ¹	Response rate	Year of data collection	Interview method	Use of T7 ²	Deviation of codes ³	Missing Variables ⁴
<i>Albania</i>	≈1200	295		95%	2012	Mixed (FTF, phone, online)	multiple		
<i>Argentina</i>	5525	363		25.9%	2013-2015	Mixed (FTF, phone)	multiple	T5	
<i>Australia</i>	≈11,000	605		89.5%	2012-2013	Phone	single		
<i>Austria</i>	3816	818		28.8%	2014-2015	Mixed (phone, online)	multiple		
<i>Bangladesh</i>	3766	352		88.5%	2013	FTF	single		
<i>Belgium (Flanders)</i>	5082	592		N/A	2013-2014	Mixed (phone, mail/e-mail, online)	single		
<i>Belgium (Wallonia)</i>				36.9%	2012-2013	Mixed (FTF, phone)	single	O12	
<i>Bhutan</i>	114	90		84.2%	2012-2013	FTF	multiple		
<i>Botswana</i>	361	186		88.2%	2013-2015	Mixed (FTF, mail/e-mail)	multiple		
<i>Brazil</i>	44,915	376	- 1.31%	35.1%	2014-2016	Mixed (phone, mail, online)	single		
<i>Canada</i>	≈6500	354	- 3.03%	22%	2014-2016	Phone	single		
<i>Chile</i>	≈5000	491		45.1%	2014-2015	Mixed (FTF, phone, online)	single	C8	
<i>China (Print)</i>	≈258,000	652		N/A	N/A	N/A	N/A	O12	C8, C16N
<i>China (Broadcast)</i>				71.6%	2015-2016	FTF	single	T6	
<i>Colombia</i>	≈10,000	560		63%	2013-2014	Mixed (FTF, phone, mail/e-mail)	multiple		
<i>Croatia</i>	2797	561		20.8%	2013-2014	Mixed (mail/e-mail, online)	single	C15	
<i>Cyprus</i>	431	204		92%	2013-2014	Mixed (FTF, phone, mail/e-mail)	single		
<i>Czech Republic</i>	1050	291		64.8%	2012-2013	Mixed (FTF, phone, mail /e-mail, online)	single		
<i>Denmark</i>	7196	1362		18.9%	2015	Online	multiple	C16	C11, C18, C19
<i>Ecuador</i>	≈17,000	372	-1.06%	14%	2014-2015	Mixed (FTF, mail/e-mail, online)	single		
<i>Egypt</i>	≈10,000	400		95%	2012	FTF	single		
<i>El Salvador</i>	710	250		51.2%	2015	Mixed (FTF, online)	single	C17	
<i>Estonia</i>	905	274		93%	2012-2013	FTF	single		
<i>Ethiopia</i>	≈1600	350		85%	2013-2015	FTF	multiple		
<i>Finland</i>	7726	366		50-55%	2013	Mixed (phone, mail/e-mail)	single		
<i>France</i>	≈35,000	228	-40.00%	N/A	2014-2015	Mixed (FTF, phone, online)	single		
<i>Germany</i>	≈41,250	775		34.9%	2014-2015	Mixed (FTF, mail/e-mail)	multiple		
<i>Greece</i>	≈12,000	411		57.3%	2015	Mixed (FTF, mail/e-mail)	single	C17	T6
<i>Hong Kong</i>	11,554	471		58.8%	2012	Mail/e-mail	single		
<i>Hungary</i>	≈8000	389		42.2%	2014-2015	Mixed (FTF, phone, mail/e-mail, online)	multiple		
<i>Iceland</i>	350	187		53.4%	2012	Mixed (FTF, online)	single		
<i>India</i>	700,155	527		≈82%	2013-2015	Mixed (FTF, mail/e-mail)	single		
<i>Indonesia</i>	41,818	663		94.7%	2014-2015	Mixed (FTF, mail/e-mail)	single		
<i>Ireland</i>	≈1500	304	-0.65 %	29%	2014-2015	Mixed (online, mail/e-mail)	single		
<i>Israel</i>	≈3000	341		37%	2014-2015	Phone	single		
<i>Italy</i>	15,850	396		3.8%	2015	Online	single		



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Japan	N/A	N/A	N/A	33.9%	2013	Mail/e-mail	single		
Kenya	≈3000	341		60%	2014-2015	FTF	single		
Kosovo	≈300	206		73.4%	2014-2015	FTF	single		
Latvia	≈600	340		71.9%	2013-2014	Mixed (FTF, online)	multiple		
Malawi	≈330	182		48.2%	2014--2015	Mixed (FTF, phone, mail/e-mail)	multiple		
Malaysia	≈6000	368		95%	2014	FTF	single		
Mexico	≈18,400	377		57%	2013-2015	Mixed (FTF, phone)	single	C17	
Moldova	≈500	221		68.2%	2013	Mixed (FTF, phone, online)	single		
Netherlands	≈15,000	522		10%	2014	Online	multiple		T6
New Zealand	≈3000	539		23%	2015	Online	multiple		
Norway	7750	656		36%	2013	Online	single		
Oman	320	257		86%	2014-2015	Mixed (FTF, mail/e-mail)	single		
Philippines	≈3500	349		52%	2015	Online	single		
Portugal	5750	407		54.6%	2013-2014	Mail/e-mail	single		C12J
Qatar	≈800	412		68.2%	2012-2014	Mixed (FTF, phone, mail/e-mail)	single	C3, C23, C17	C18, C19
Romania	≈3000	341		54%	2014-2015	Mixed (FTF, phone, mail/e-mail, online)	multiple		
Russia	≈200,000	390		41%	2015	Mixed (FTF, phone, mail/e-mail, online)	multiple		
Serbia	≈8000	407		51%	2014	Mixed (FTF, phone, mail/e-mail, online)	multiple		
Sierra Leone	350	225		75%	2014-2015	Mixed (FTF, online)	multiple		
Singapore	≈1000	95	-65.83 %	25%	2014-2015	Mixed (phone, online)	single	O12	
South Africa	≈2500	371		16.9%	2014	Online	multiple		T6
South-Korea	N/A	N/A	N/A	N/A	N/A	N/A	N/A		
Spain	≈18,000	390		82.3%	2014-2015	Mixed (FTF, phone)	single		
Sudan	≈1000	277	-0.36%	84%	2013-2015	Mixed (FTF, mail/e-mail)	single		
Sweden	19,222	675		36%	2013-2014	Online	single	C17	C3, C14E, T6-T9
Switzerland RO/TI	≈10,000	909		RO:38% TI:43%	2014-2015	Mixed (mail/e-mail, online)	multiple		
Switzerland DE				22%	2014-2015	Online	multiple		
Tanzania	890	272		77.7%	2013-2014	FTF	single	O12	
Thailand	≈15,000	374		65%	2013-2016	Mixed (FTF, mail/e-mail)	single	C16	
Turkey	N/A	N/A	N/A	N/A	N/A	N/A	N/A		
UAE	≈600	237		70%	2013-2015	Mixed (FTF, mail/e-mail, online)	single	O12, C17	
UK	63,618	700		8%	2015	Online	multiple		
USA	91,410	414		68.5%	2013	Phone	single		

Notes: ¹ Deviation from required minimal sample size for a margin of error not larger than 5%.
² T7 ("medium") allowed for single answers in some countries and multiple answers on others.
³ Deviation of variable coding from master questionnaire.
⁴ Variables not asked in the survey.