



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% | 2013-2014 | 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>Bulgaria</i> | 5800 | 263 | -26.9% | 28.3% | 2016-2017 | Online | multiple | | |
| <i>Canada</i> | 3353 | 352 | | 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 | | 64.1% | N/A | Mail/E-mail | single | 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> | 1191 | 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, C18-19 |
| <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 (phone, online) | 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 | | |
| <i>Japan</i> | 25,200 | 747 | | 33.9% | 2013 | Mail/e-mail | single | O2 | C3, C11, C14J, C16J/L/N, T6 |



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|-------------------|----------------------|----------------|--|------------------|----------------------------|---|------------------------|------------------------------------|-----------------------------------|
| 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 | 29000 | 355 | -4.31 | N/A | 2014 | Mixed (FTF, phone, mail/e-mail, online) | single | | |
| 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 | | C8, T6 |
| 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 | | | | 12% | 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 | 14,415 | 95 | -74.6 | N/A | 2014-2015 | Mixed (FTF, online) | single | O4-7, C20-21 | |
| 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.