



Ipsos Strategic Marketing

Report

JURISDICTIONAL TOPICS – CAPITAL PUNISHMENT

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HOW TO READ TABLES

Education-the last finished school:

	Total	Gender		Type	
		Male	Female	Urban	Other
N	1198	599	599	704	494
sig		0.00		0.00	
No formal education	1.8	2	2	1	2
1 to 7 grades of primary school	5.1	4	6	3	8
Primary school (completed, 8 grades)	19.4	17	22	14	27
One-two year vocational school	1.3	1	2	1	1
Three year vocational school	11.8	15	9	10	14
Four year vocational school	40.4	41	39	44	35
High school	4.6	4	6	6	3
College, first degree of university	6.3	8	5	7	5
Faculty, academy	8.8	8	10	12	4
Master's degree	0.3	0	0	1	
Doctorate	0.2	0		0	0
Total	100%				

- Title explains the variable whose relative frequencies are given in the table.
- Total in the first column shows percentages for each category of the tabulated.
- Each next column represents percentages of the given variable within some subpopulation.
- Row marked with **N** denotes size of the base, i.e., the size of (sub) sample on which the percentages are calculated.
- Row marked with **sig**, represents significance of Hi-square statistics of the observed variable and variable from columns, if hi-square is significant, significance is written in white letters.
- The last row in the table **100%** indicates that all values in columns are added up to 100, that is, that column percentages are given.

Above average			Average	Below average		
0.01	0.05	0.10		0.10	0.05	0.01

Cells of the table are colored in blue, or red, if values they contain are considerably above or below the average. Three shades of blue or red color are used for three degrees of significance, the lightest shades for deviations significant on the level 0.10, medium shades for the level 0.05 and the darkest shades of blue and red for the level 0.01.

Example of interpretation of data from the above table (structure of education):

- Significance of hi-square (significance of both hi-squares of statistics is lesser than 0.01) tells us that distribution of education by gender/ type of settlement differs significantly.
- Glimpse at the cells of the table shows that there are significantly more males with three year vocational school on the level of significance 0.05 (total number of respondents in the sample with this type of education is 11.8%, and among males 15%). Similarly, there are significantly less females with this type of education (on the level 0.05) 9%.
- There are significantly more respondents with faculty, academy (level 0.01) in urban settlements compared to entire population (12%), and significantly less in other types of settlements (the same level of significance 0.01) that is, 4%.

Please assess general situation in the country on the scale 1 to 5

	Total	Gender	
		Male	Female
N	1013	500	513
sig		0.13	
Grade 1	23.1	23	23
Grade 2	35.3	37	34
Sum -	58.4	59	57
Grade 3	35.1	35	36
Sum +	4.9	5	4
Grade 4	3.9	4	4
Grade 5	1.0	1	1
Refusal	0.5	1	0
Doesn't know	1.0	0	2
Total		100%	
Mean	2.23	2.24	2.23

- If tabulated variables represent the respondent's assessment on some scale 3 more rows are added.
- Row marked with **Sum -** represents the sum of percentages on negative.
- Row marked with **Sum +** represents the sum of percentages on positive grades.
- Rows below grades contain other non-specific answers of the respondents.
- Row marked with **Mean** represents arithmetic mean of the given grades.

Which brands do you know?

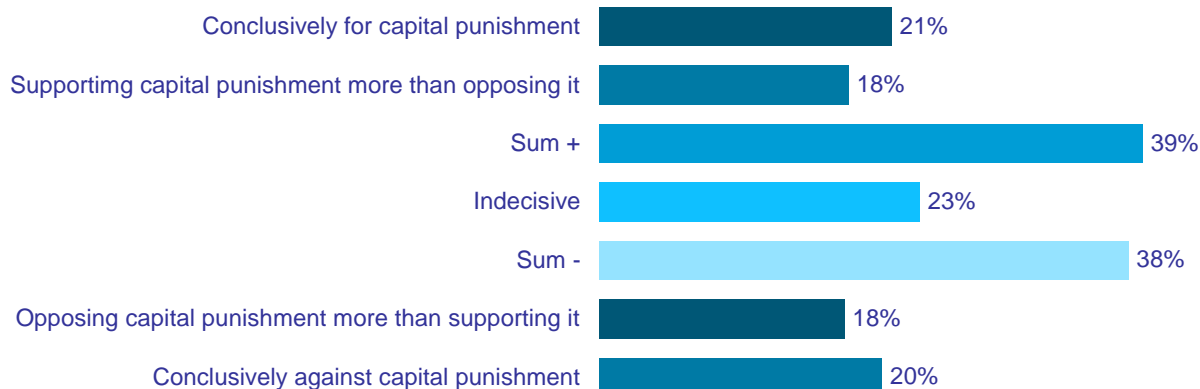
	Total	Type	
		Urban	Other
N	502	302	200
Brand C	97.8	98	98
Brand A	93.2	95	91
Brand D	39.1	41	36
Brand B	22.3	26	17
Brand E	22.1	19	27
Other	20.9	26	14
I don't know any	0.2	0	

- In case of multiple response (the respondent can give several valid answers, modalities) data in cells represent a percentage of (sub) population which mentions, that is, answers positively to given modality.
- Please note that row **100%** is missing – that is because percentages do not add up to 100%.

RESULTS

There are different opinions on capital punishment, and it’s inclusion in the judicial system of the Republic of Serbia. What do you think of capital punishment, should this punishment be included in our legal system or not?

Base: Total target population



	Total	Gender		Age					Education			Who they voted for on parliamentary elections 2012										Stratum			Type of settlement		
		Male	Female	18-29	30-39	40-49	50-65	66+	Primary and less	Secondary	Higher	DS	SRS	URS	LDP	SNS	DSS	SPS	DVERI	SVM	Other	Didn't vote	Vojvodina	Belgrade	Serbia	Urban	Other
N	1032	499	533	197	174	172	294	195	297	557	178	155	15	32	40	181	32	75	26	11	19	445	272	231	529	610	422
Conclusively for capital punishment	21.1	24	19	23	20	23	20	20	24	22	14	18	58	11	15	28	37	21	12	17	17	19	24	16	22	21	22
Supporting capital punishment more than opposing it	17.9	17	18	13	16	18	21	21	19	19	15	19		20	13	17		21	10		26	20	13	20	19	18	18
Sum -	39.0	41	37	35	36	41	41	41	43	40	29	37	58	31	27	45	37	41	22	17	43	39	36	36	42	39	39
Indecisive	23.0	22	24	25	22	24	22	22	25	21	25	18		37	6	20	10	29	49		21	26	14	26	26	22	24
Sum +	38.0	36	40	40	42	35	37	37	32	39	46	45	42	32	66	35	53	29	29	83	36	34	49	37	32	39	37
Opposing capital punishment more than supporting it	17.6	17	19	18	17	12	19	20	15	18	21	19		14	47	15	29	12	9	16	9	18	18	20	16	17	18
Conclusively against capital punishment	20.3	20	21	22	25	22	18	17	18	20	25	27	42	18	20	20	24	17	20	67	27	17	31	18	16	21	19
Total		100%																									
Mean	3.0	2.9	3.1	3.0	3.1	2.9	2.9	2.9	2.8	3.0	3.3	3.2	2.7	3.1	3.4	2.8	3.0	2.8	3.2	4.2	3.0	2.9	3.2	3.0	2.8	3.0	2.9

What do you think of capital punishment, should this punishment be included in our legal system or not?

COMPARISON of the results per waves

Base: Total target population

	Total	Talas						
		March 2007	April 2008	Oktober 2008	December 2009	December 2010	December 2011	September 2012
N	7330	1073	1070	1045	1039	1030	1041	1032
Conclusively for capital punishment	20.1	17.6	20.3	22.5	20.4	19.1	18.8	21.1
Supporting capital punishment more than opposing it	18.1	15.3	18.1	16.9	18.0	21.3	19.3	17.9
Sum -	38.5	32.9	38.4	39.5	38.3	40.4	38.1	39.0
Indecisive	19.8	20.6	20.5	15.6	18.4	21.7	18.8	23.0
Sum +	39.9	41.8	35.4	43.6	41.9	35.3	43.0	38.0
Opposing capital punishment more than supporting it	15.8	15.3	12.8	14.4	15.4	17.8	17.1	17.6
Conclusively against capital punishment	24.1	26.5	22.6	29.2	26.4	17.5	25.9	20.3
Don't know/Refusal	2.2	4.7	5.6	1.4	1.4	2.5	0.1	0
Total		100%						
Mean	3.1	3.2	3.0	3.1	3.1	2.9	3.1	3.0