



Ipsos Strategic Marketing

Report

ATTITUDES TOWARD CAPITAL PUNISHMENT

For: Association of Citizens "Serbia against the death penalty"

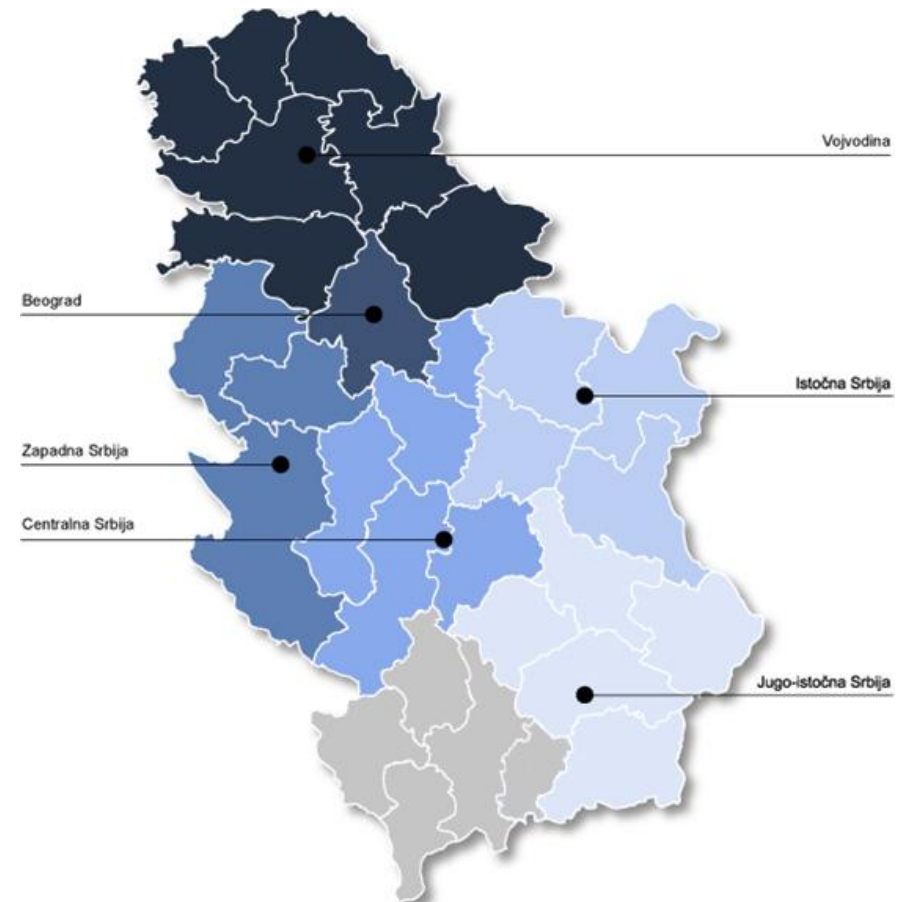
March 2013

CONTENTS

Methodology	3
How to read tables	4
Results	5

METHODOLOGY

- “Face-to-face” public opinion survey (Omnibus)
- Nationally representative sample
 - Serbia
 - 18+
 - Urban and “other” settlements
- Sample type: Three stage random representative stratified sample
 - First level unit: Polling station territories
 - Second level unit: Households (random route technique)
 - Third level unit: Household members (Kish scheme)
- Realized sample: 1006 respondents
- Fieldwork: March 10th to March 21th, 2013



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?

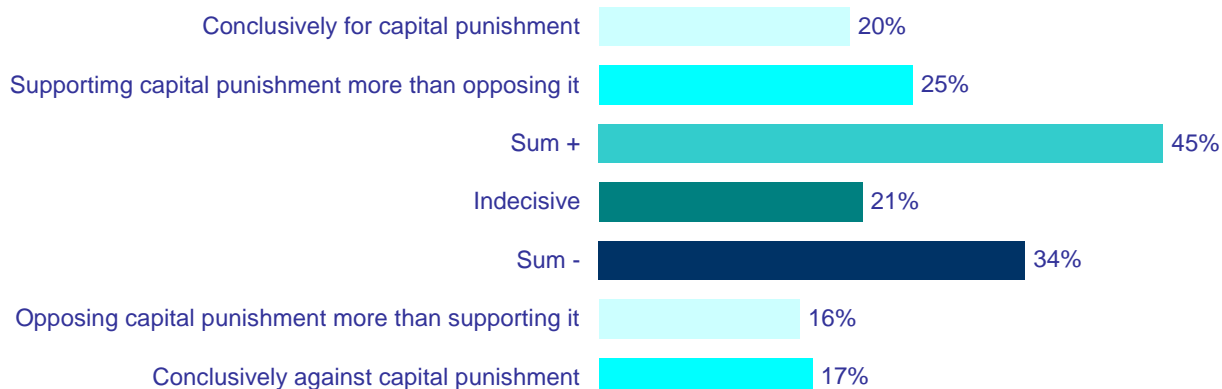
	Total	Type	
		Urban	Other
N	502	302	200
Brand C	97.8	98	98
Brand A	93.2	95	91
Brand D	39.1	41	36
Brand B	22.3	26	17
Brand E	22.1	19	27
Other	20.9	26	14
I don't know any	0.2	0	

- 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 its 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? – March 2013, percentages

Base: Total target population



	Total	Gender		Age					Education			For whom would you vote?						Stratum			Settlement								
		Male	Female	18-29	30-39	40-49	50-65	66+	Primary and less	Secondary	Higher	SNS	DS	SPS	LDP	DSS	Indecisive	Refusal	Vojvodina	Belgrade	Serbia	Urban	Other						
N	1006	499	533	197	174	172	294	195	297	557	178	246	66	56	13	12	179	127	272	231	529	610	422						
Conclusively for capital punishment	20.3	22	18	21	17	22	22	18	17	21	22	20	24	18	23	33	13	16	24	18	22	21	19						
Supporting capital punishment more than opposing it	24.9	26	24	25	22	29	23	28	28	25	21	26	24	29	23	42	21	20	21	26	25	25	24						
Sum -	45.1	48	42	46	39	51	45	46	45	46	43	46	48	46	46	75	33	35	45	44	47	46	44						
Indecisive	21.2	20	22	22	25	14	21	24	22	22	17	17	21	25	15		23	30	22	22	20	21	21						
Sum +	33.7	32	36	32	36	35	34	30	33	32	41	37	30	29	38	25	43	35	33	34	33	33	35						
Opposing capital punishment more than supporting it	16.3	16	17	15	21	16	17	13	18	15	18	18	11	14	23	9	26	13	16	19	12	15	18						
Conclusively against capital punishment	17.4	16	19	18	16	18	17	17	14	17	23	19	20	14	15	17	17	21	17	15	21	18	17						
Total												100%																	
Mean	2.9	2.9	3.1	3.0	3.1	2.9	2.9	2.9	2.8	3.0	3.3	2.9	2.8	2.8	2.8	2.3	3.1	3.0	3.2	3.0	2.8	3.0	2.9						

There are different opinions on capital punishment, and its 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? – March 2013, frequencies

	Total	Gender		Age					Education			For whom would you vote?						Stratum			Type of settlement		
		Male	Female	18-29	30-39	40-49	50-65	66+	Primary and less	Secondary	Higher	SNS	DS	SPS	LDP	DSS	Indecisive	Refusal	Vojvodina	Belgrade	Serbia	Urban	Other
N	1006	495	511	205	180	173	317	131	255	571	180	246	66	56	13	12	179	127	213	520	273	596	410
Conclusively for capital punishment	204	110	94	43	30	38	70	23	44	120	40	50	16	10	3	4	23	20	51	93	60	124	80
Supporting capital punishment more than opposing it	250	127	123	51	40	50	72	37	71	142	37	63	16	16	3	5	37	25	45	136	69	151	99
Sum -	454	237	217	94	70	88	142	60	115	262	77	113	32	26	6	9	60	45	96	229	129	275	179
Indecisive	213	101	112	45	45	24	67	32	56	127	30	41	14	14	2		42	38	46	113	54	125	88
Sum +	339	157	182	66	65	61	108	39	84	182	73	92	20	16	5	3	77	44	71	178	90	196	143
Opposing capital punishment more than supporting it	164	77	87	30	37	27	53	17	47	85	32	44	7	8	3	1	47	17	34	98	32	90	74
Conclusively against capital punishment	175	80	95	36	28	34	55	22	37	97	41	48	13	8	2	2	30	27	37	80	58	106	69

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	Wave							
		March 2007	April 2008	October 2008	December 2009	December 2010	December 2011	September 2012	March 2013
N	8336	1073	1070	1045	1039	1030	1041	1032	1006
Conclusively for capital punishment	20.0	17.6	20.3	22.5	20.4	19.1	18.8	21.1	20.3
Supporting capital punishment more than opposing it	18.9	15.3	18.1	16.9	18.0	21.3	19.3	17.9	24.9
Sum -	38.9	32.9	38.4	39.5	38.3	40.4	38.1	39.0	45.1
Indecisive	19.9	20.6	20.5	15.6	18.4	21.7	18.8	23.0	21.2
Sum +	39.1	41.8	35.4	43.6	41.9	35.3	43.0	38.0	33.7
Opposing capital punishment more than supporting it	15.8	15.3	12.8	14.4	15.4	17.8	17.1	17.6	16.3
Conclusively against capital punishment	24.1	26.5	22.6	29.2	26.4	17.5	25.9	20.3	17.4
Don't know/Refusal	23.2	4.7	5.6	1.4	1.4	2.5	0.1	0	0
Total		100%							
Mean	3.0	3.2	3.0	3.1	3.1	2.9	3.1	3.0	2.9