Ipsos Strategic Marketing

Report

ATTITUDES TOWARD CAPITAL PUNISHMENT

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

September 2015

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METHODOLOGY

Realization:	Field research conducted in the period from 25 September – 04 October 2015
Sample frame:	Population of Serbia (without Kosovo) 18+
Sample size:	10033 respondents
Type of sample:	Three-stage random representative stratified sample Unit of the first stage: Territory of polling place Unit of the second stage: Households (SRSWoR – random walk) Unit of the third stage: Respondents within a household (Kish tables)
Type of survey:	Omnibus, Field questionnaire – average duration 45 minutes
Place of survey:	67 municipalities from Serbia, 127 local communities, Central Serbia, suburban and Urban
Post-stratification:	By gender, age and region
Error:	±1.45% for the occurrences with the expected incidence of 5% ±2.86% for the occurrences with the expected incidence of 25% ±3.31% for the occurrences with the expected incidence of 50% (*marginal error*)

KEY FINDINGS

- **Every other citizen of Serbia (51%) supports the death penalty, while every third citizen (32%) states that death penalty should not be in our legislation. In addition, 17% of citizens are undecided on the issue of the death penalty.**
  - Among the citizens of Serbia who support the death penalty, there is almost the same number of citizens (24%) who strongly support this kind of punitive measures (Conclusively for capital punishment), as well as those who have somewhat more moderate stance (Supporting capital punishment more than opposing it) - 27%.
  - On the other hand, among the citizens of Serbia who oppose the death penalty, there are twice as many of those who strongly oppose this kind of punitive measures (20%) in relation to citizens who are somewhat less strongly opposed to the death penalty (12%).
- **When it comes to demographic and other characteristics of the population, association with the attitude towards the death penalty is only registered in relation to the region in which citizens live.**
  - Characteristics such as gender, age, level of education are not systematically associated with support or opposition towards death penalty.
  - Citizens who live in Belgrade have a significantly more negative attitude towards the question of the death penalty. That is, in Belgrade a significantly lower percentage of citizens who say they are decisively for the death penalty (13%) has been registered. On the other hand, a larger number of citizens in Belgrade opposes the death penalty in relation to the average for Serbia (43% at the level of Belgrade, versus 32% at the level of Serbia).
  - When it comes to political affiliation, no association with the attitude towards the death penalty has been registered.
- **Comparing the results of this survey with previous wave (September 2014), we can see a significant increase in the number of citizens who oppose the death penalty (32% as against 23% in September last year). It is interesting that on the other hand, the percentage of citizens who support the death penalty remains approximately at the same level (51% versus 54% previous year), but percentage of undecided citizens (17% versus 23% last year) has dropped.**
- **Considering all available data on the attitude towards the introduction of the death penalty in the legislation of Serbia (from March 2007 to September 2015), one can notice an increasing trend of support for the death penalty.**
  - Thus, in 2007 every third citizen of Serbia expressed a supportive attitude towards the death penalty (32%). About 40% of citizens supported the death penalty in the period between 2008 and 2012, while from 2013 support increases, so that now every other citizen (51%) supports the death penalty.
  - On the other hand, the percentage of citizens who are against the death penalty has fluctuated significantly over the years. In 2007 about 42% of citizens opposed the death penalty, while in 2009 number of those opposed reached 44%. Since then, with occasional spikes, percentage of citizens who are against the death penalty has been gradually reducing, and last year it fell to its lowest level since 2007, when every fourth citizen of Serbia (23%) was against the death penalty. As already mentioned, today every third citizen is against the death penalty (32%).

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?

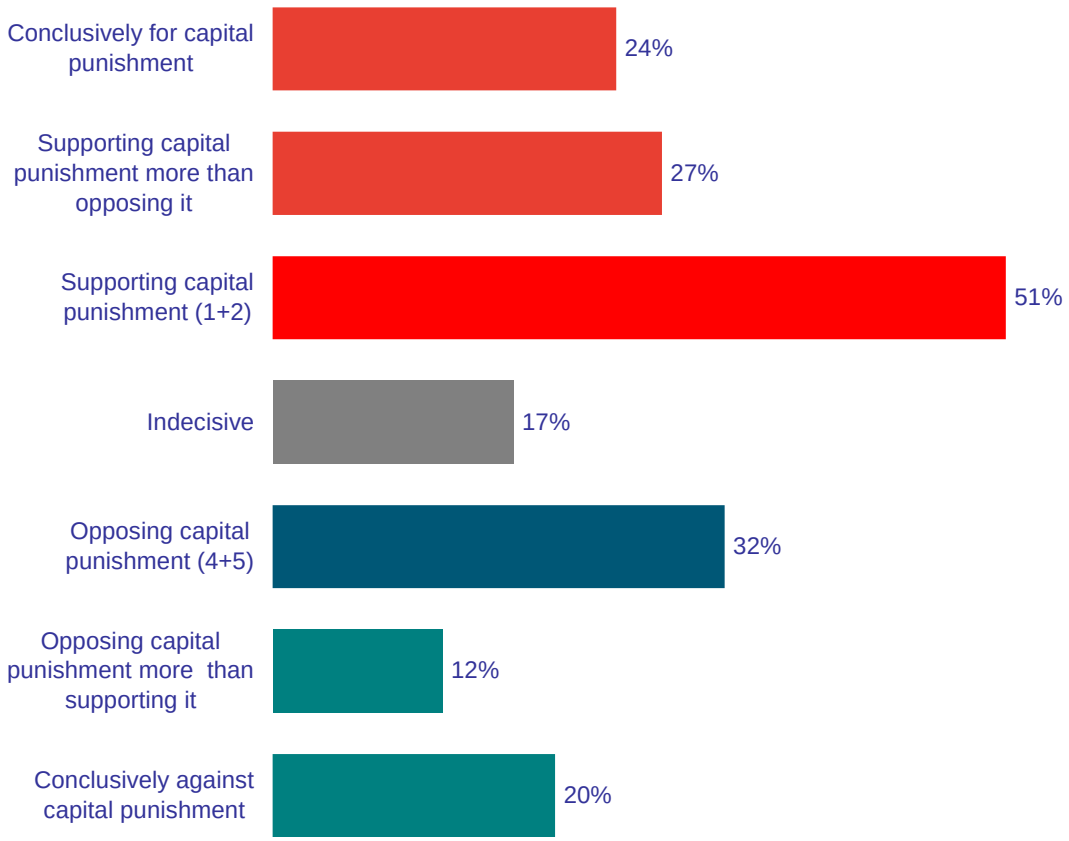
	Total	Type	
		Urban	Other
N	502	302	200
Brand C	97.8	98	98
Brand A	93.2	95	91
Brand D	39.1	41	36
Brand B	22.3	26	17
Brand E	22.1	19	27
Other	20.9	26	14
I don't know any	0.2	0	

- 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



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? (Percentages)

Base: Total target population

	Total	Gender		Age					Education			For whom would you vote?							Region			Type of settlement	
		Male	Female	18-29	30-39	40-49	50-64	65+	Primary and less	Secondary	Higher	SNS	SPS	DS	SRS	Others	Indecisive	Wouldn't vote	Belgrade	Central Serbia	Vojvodina	Urban	Rural
N	1033	496	537	193	178	168	261	232	279	568	186	293	49	27	33	144	285	201	237	519	276	601	432
Conclusively for capital punishment	24.1	27	21	27	24	20	27	21	19	26	25	24	35	23	27	21	20	28	13	26	30	24	25
Supporting capital punishment more than opposing it	27.3	28	27	24	34	24	24	31	29	26	29	28	20	21	23	35	28	23	30	29	23	26	29
Supporting capital punishment (1+2)	51.4	55	48	52	58	43	52	52	48	52	53	52	54	44	50	57	49	51	43	55	53	50	54
Indecisive	16.9	17	16	21	13	18	18	15	19	17	14	18	11	22	22	13	19	16	14	17	19	15	19
Opposing capital punishment (1+2)	31.7	28	35	27	29	39	30	34	33	31	32	30	34	34	28	31	33	33	43	28	28	35	27
Opposing capital punishment more than supporting it	11.9	11	13	9	9	18	14	8	8	13	13	12	11	17	16	13	10	12	16	10	11	14	9
Conclusively against capital punishment	19.8	17	22	18	20	21	16	25	24	18	19	19	23	17	12	17	23	21	27	18	17	22	17
Total	100%																						
Mean	2.8	2.6	2.9	2.7	2.7	3.0	2.7	2.9	2.9	2.7	2.7	2.7	2.7	2.8	2.6	2.7	2.9	2.7	3.1	2.7	2.6	2.8	2.7

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? (Frequencies)

Base: Total target population

	Total	Gender		Age					Education			For whom would you vote?							Region			Type of settlement	
		Male	Female	18-29	30-39	40-49	50-64	65+	Primary and less	Secondary	Higher	SNS	SPS	DS	SRS	Others	Indecisive	Wouldn't vote	Belgrade	Central Serbia	Vojvodina	Urban	Rural
N	1033	496	537	193	178	168	261	232	279	568	186	293	49	27	33	144	285	201	237	519	276	601	432
Conclusively for capital punishment	249	135	114	53	42	33	72	49	54	149	46	71	17	6	9	31	58	57	30	136	83	143	106
Supporting capital punishment more than opposing it	282	137	146	47	60	40	64	71	81	148	53	81	10	6	8	51	81	46	72	148	62	156	126
Supporting capital punishment (1+2)	531	272	259	100	103	73	136	120	135	297	99	152	27	12	17	82	139	103	102	284	145	299	232
Indecisive	174	86	88	40	24	29	47	34	53	95	26	51	6	6	7	18	54	32	34	88	53	90	84
Opposing capital punishment (1+2)	328	138	190	53	51	66	79	78	91	176	60	89	17	9	9	44	93	66	102	147	78	212	116
Opposing capital punishment more than supporting it	123	53	69	18	17	31	37	20	23	75	24	35	5	5	5	19	29	25	39	53	30	82	40
Conclusively against capital punishment	205	85	120	35	35	35	42	59	68	101	36	54	12	5	4	25	64	41	63	94	48	129	76
Mean	2.8	2.6	2.9	2.7	2.7	3.0	2.7	2.9	2.9	2.7	2.7	2.7	2.7	2.8	2.6	2.7	2.9	2.7	3.1	2.7	2.6	2.8	2.7

What do you think of capital punishment, should this punishment be included in our legal system or not? COMPARATION of the results per waves (*compared to average*)

Base: Total target population

	Total	Wave									
		March 2007	April 2008	October 2008	December 2009	December 2010	December 2011	September 2012	March 2013	September 2014	September 2015
N	10369	1073	1070	1045	1039	1030	1041	1032	1006	1000	1033
Conclusively for capital punishment	21.2	17.6	20.3	22.5	20.4	19.1	18.8	21.1	20.3	27.9	24.1
Supporting capital punishment more than opposing it	20.5	15.3	18.1	16.9	18	21.3	19.3	17.9	24.9	26	27.3
Supporting capital punishment (1+2)	41.7	32.9	38.4	39.5	38.3	40.4	38.1	39	45.1	54	51.4
Indecisive	20.0	20.6	20.5	15.6	18.4	21.7	18.8	23	21.2	22.9	16.9
Opposing capital punishment (1+2)	36.8	41.8	35.4	43.6	41.9	35.3	43	38	33.7	23.1	31.7
Opposing capital punishment more than supporting it	15.1	15.3	12.8	14.4	15.4	17.8	17.1	17.6	16.3	12.1	11.9
Conclusively against capital punishment	21.7	26.5	22.6	29.2	26.4	17.5	25.9	20.3	17.4	11	19.8
Don't know	1.6	4.7	5.6	1.4	1.4	2.5	0.1	0	0	0	0
Total	100%										
Mean	3.0	3.2	3.0	3.1	3.1	2.9	3.1	3.0	2.9	2.5	2.8

What do you think of capital punishment, should this punishment be included in our legal system or not? COMPARATION of the results per waves (*compared to the previous wave*)

Base: Total target population

	Total	Wave									
		March 2007	April 2008	October 2008	December 2009	December 2010	December 2011	September 2012	March 2013	September 2014	September 2015
N	10369	1073	1070	1045	1039	1030	1041	1032	1006	1000	1033
Conclusively for capital punishment	21.2	17.6	20.3	22.5	20.4	19.1	18.8	21.1	20.3	27.9	24.1
Supporting capital punishment more than opposing it	20.5	15.3	18.1	16.9	18	21.3	19.3	17.9	24.9	26	27.3
Supporting capital punishment (1+2)	41.7	32.9	38.4	39.5	38.3	40.4	38.1	39	45.1	54	51.4
Indecisive	20.0	20.6	20.5	15.6	18.4	21.7	18.8	23	21.2	22.9	16.9
Opposing capital punishment (1+2)	36.8	41.8	35.4	43.6	41.9	35.3	43	38	33.7	23.1	31.7
Opposing capital punishment more than supporting it	15.1	15.3	12.8	14.4	15.4	17.8	17.1	17.6	16.3	12.1	11.9
Conclusively against capital punishment	21.7	26.5	22.6	29.2	26.4	17.5	25.9	20.3	17.4	11	19.8
Don't know	1.6	4.7	5.6	1.4	1.4	2.5	0.1	0	0	0	0
Total	100%										
Mean	3.0	3.2	3.0	3.1	3.1	2.9	3.1	3.0	2.9	2.5	2.8