



Ipsos Strategic Marketing

Report

ATTITUDES TOWARD CAPITAL PUNISHMENT

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

November 2013

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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?

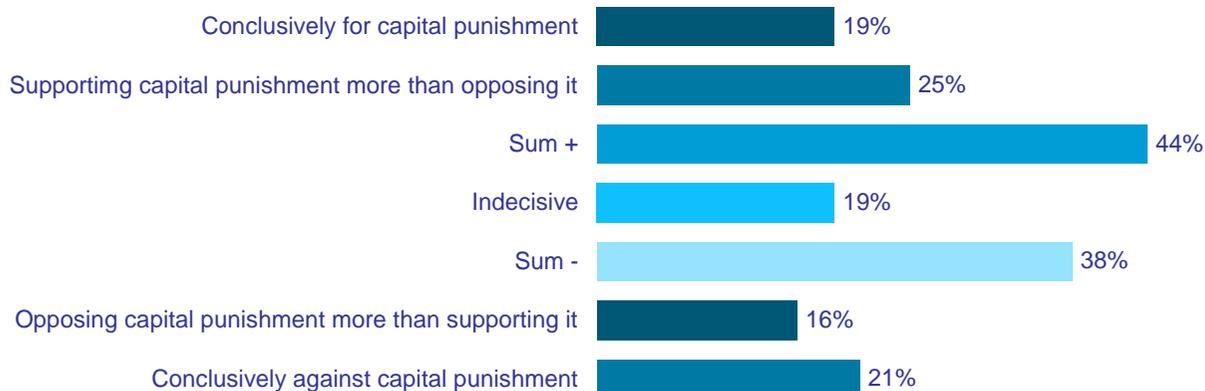
	Total	Type	
		Urban	Other
N	502	302	200
Brand C	97.8	98	98
Brand A	93.2	95	91
Brand D	39.1	41	36
Brand B	22.3	26	17
Brand E	22.1	19	27
Other	20.9	26	14
I don't know any	0.2	0	

- 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? – September 2013, percentages

Base: Total target population



	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	Wouldn't vote	Belgrade	Serbia	Vojvodina	Urban	Other
N	1058	506	552	201	189	167	294	208	269	605	185	72	246	68	26	31	156	115	254	248	530	281	624	434
Conclusively for capital punishment	19	23	14	14	19	18	20	22	22	17	18	20	21	24	1	30	8	22	21	10	22	21	14	26
Supporting capital punishment more than opposing it	25	23	25	26	22	24	26	24	21	26	24	23	27	27	12	17	24	16	25	27	26	20	25	24
Sum -	44	47	40	39	41	42	47	46	44	44	42	43	48	51	13	46	32	38	46	37	48	40	38	50
Indecisive	19	17	20	12	21	19	20	23	21	20	13	17	19	18	13	9	23	21	18	25	16	19	20	17
Sum +	38	36	40	49	39	39	33	31	35	37	45	40	32	31	74	45	44	41	36	38	36	41	41	33
Opposing capital punishment more than supporting it	16	15	18	22	18	15	13	15	15	15	23	20	14	12	28	23	21	22	12	18	17	14	17	16
Conclusively against capital punishment	21	21	22	27	21	23	20	16	20	21	22	19	18	19	45	22	24	20	24	20	19	27	25	16
Total																								
Mean	3.0	2.9	3.1	3.2	3.0	3.0	2.9	2.8	2.9	3.0	3.1	3.0	2.8	2.8	4.0	2.9	3.3	3.0	2.9	3.1	2.9	3.1	3.1	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? – September 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	Belgrade	Serbia	Vojvodina	Urban	Other
N	1059	507	552	201	189	166	293	208	269	605	184	246	72	67	26	31	179	116	248	530	281	623	433
Conclusively for capital punishment	199	119	80	27	36	30	60	46	59	105	34	52	14	16	0	9	13	25	26	115	58	85	113
Supporting capital punishment more than opposing it	259	119	141	51	41	39	78	50	58	158	44	67	17	18	3	5	37	19	66	139	55	154	105
Sum -	458	238	221	78	77	69	138	96	117	263	78	119	31	34	3	14	50	44	92	254	113	239	218
Indecisive	200	87	113	24	39	32	58	47	56	127	30	48	12	12	3	3	27	24	62	86	53	126	74
Sum +	400	182	218	99	73	65	97	65	95	222	83	79	29	21	20	14	69	48	94	190	115	258	141
Opposing capital punishment more than supporting it	174	77	97	44	33	26	39	31	40	92	42	34	15	8	8	7	32	25	44	90	39	103	70
Conclusively against capital punishment	226	105	121	55	40	39	58	34	55	130	41	45	14	13	12	7	37	23	50	100	76	155	71

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	Oktober 2008	December 2009	December 2010	December 2011	September 2012	March 2013	September 2013
N	9394	1073	1070	1045	1039	1030	1041	1032	1006	1058
Conclusively for capital punishment	19.8	17.6	20.3	22.5	20.4	19.1	18.8	21.1	20.3	18.8
Supporting capital punishment more than opposing it	19.5	15.3	18.1	16.9	18.0	21.3	19.3	17.9	24.9	24.5
Sum -	39.4	32.9	38.4	39.5	38.3	40.4	38.1	39.0	45.1	43.3
Indecisive	19.8	20.6	20.5	15.6	18.4	21.7	18.8	23.0	21.2	18.9
Sum +	38.9	41.8	35.4	43.6	41.9	35.3	43.0	38.0	33.7	37.8
Opposing capital punishment more than supporting it	15.9	15.3	12.8	14.4	15.4	17.8	17.1	17.6	16.3	16.4
Conclusively against capital punishment	23.0	26.5	22.6	29.2	26.4	17.5	25.9	20.3	17.4	21.4
Don't know/Refusal	1.7	4.7	5.6	1.4	1.4	2.5	0.1	0	0	0
Total		100%								
Mean	3.0	3.2	3.0	3.1	3.1	2.9	3.1	3.0	2.9	2.9