



Ipsos Strategic Marketing

Report

ATTITUDES TOWARD CAPITAL PUNISHMENT

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

September 2014

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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?

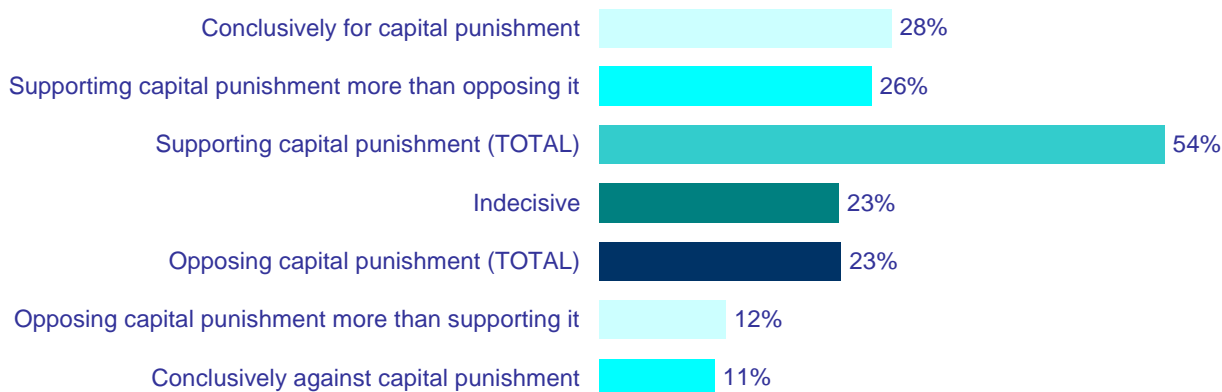
| | Total | Type | |
|------------------|-------|-------|-------|
| | | Urban | Other |
| N | 502 | 302 | 200 |
| Brand C | 97.8 | 98 | 98 |
| Brand A | 93.2 | 95 | 91 |
| Brand D | 39.1 | 41 | 36 |
| Brand B | 22.3 | 26 | 17 |
| Brand E | 22.1 | 19 | 27 |
| Other | 20.9 | 26 | 14 |
| I don't know any | 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 2014. **Percentages.**

Base: Total population 18+



| | 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 | DSS, SRS, Dveri | DS, NDS, LDP | Indecisive | Wouldn't vote | Rest | Refusal | Belgrade | Central Serbia | Vojvodina | Urban | Rural | | | | | | | | | | |
| N | 1000 | 482 | 518 | 186 | 174 | 165 | 256 | 218 | 276 | 563 | 161 | 264 | 54 | 30 | 66 | 272 | 227 | 63 | 24 | 226 | 506 | 268 | 590 | 410 | | | | | | | | | | |
| Conclusively for capital punishment | 27.9 | 29 | 27 | 21 | 21 | 27 | 31 | 36 | 37 | 25 | 22 | 30 | 40 | 16 | 21 | 21 | 33 | 28 | 45 | 24 | 26 | 35 | 25 | 32 | | | | | | | | | | |
| Supporting capital punishment more than opposing it | 26.0 | 29 | 23 | 24 | 28 | 27 | 27 | 24 | 26 | 28 | 19 | 26 | 33 | 22 | 19 | 31 | 31 | 30 | 21 | 25 | 30 | 20 | 28 | 23 | | | | | | | | | | |
| Supporting capital punishment (TOTAL) | 54.0 | 58 | 50 | 45 | 49 | 54 | 58 | 61 | 63 | 53 | 40 | 56 | 73 | 38 | 40 | 52 | 54 | 58 | 65 | 49 | 56 | 55 | 53 | 55 | | | | | | | | | | |
| Indecisive | 22.9 | 21 | 25 | 28 | 25 | 21 | 21 | 21 | 23 | 23 | 21 | 25 | 9 | 36 | 29 | 24 | 21 | 19 | 14 | 19 | 23 | 25 | 24 | 22 | | | | | | | | | | |
| Opposing capital punishment (TOTAL) | 23.1 | 21 | 25 | 27 | 26 | 25 | 21 | 19 | 14 | 23 | 39 | 19 | 18 | 25 | 31 | 25 | 25 | 22 | 20 | 32 | 21 | 20 | 23 | 23 | | | | | | | | | | |
| Opposing capital punishment more than supporting it | 12.1 | 11 | 13 | 14 | 14 | 11 | 11 | 11 | 9 | 12 | 17 | 12 | 5 | 12 | 6 | 15 | 12 | 14 | 10 | 15 | 12 | 9 | 12 | 13 | | | | | | | | | | |
| Conclusively against capital punishment | 11.0 | 9 | 13 | 13 | 12 | 14 | 10 | 8 | 5 | 11 | 22 | 6 | 13 | 14 | 25 | 10 | 13 | 8 | 11 | 16 | 9 | 11 | 11 | 11 | | | | | | | | | | |
| Total | | | | | | | | | | | | 100% | | | | | | | | | | | | | | | | | | | | | | |

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 2014. **Frequencies.**

Base: Total population 18+

| | 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 | DSS, SRS, Dveri | DS, NDS, LDP | Indecisive | Wouldn't vote | Rest | Refusal | Belgrade | Central Serbia | Vojvodina | Urban | Rural |
| N | 1000 | 482 | 518 | 186 | 174 | 165 | 256 | 218 | 276 | 563 | 161 | 264 | 54 | 30 | 66 | 272 | 227 | 63 | 24 | 226 | 506 | 268 | 590 | 410 |
| Conclusively for capital punishment | 279 | 140 | 139 | 40 | 36 | 44 | 80 | 79 | 103 | 141 | 35 | 79 | 22 | 5 | 14 | 57 | 74 | 18 | 11 | 54 | 131 | 95 | 150 | 129 |
| Supporting capital punishment more than opposing it | 260 | 141 | 120 | 45 | 49 | 45 | 69 | 53 | 71 | 159 | 30 | 69 | 18 | 7 | 13 | 83 | 48 | 19 | 5 | 57 | 151 | 52 | 165 | 95 |
| Supporting capital punishment (TOTAL) | 540 | 281 | 259 | 84 | 85 | 89 | 149 | 132 | 174 | 301 | 65 | 148 | 40 | 11 | 27 | 140 | 122 | 37 | 15 | 111 | 282 | 147 | 315 | 224 |
| Indecisive | 229 | 101 | 128 | 52 | 44 | 35 | 53 | 45 | 63 | 131 | 34 | 66 | 5 | 11 | 19 | 64 | 49 | 12 | 3 | 43 | 118 | 67 | 140 | 90 |
| Opposing capital punishment (TOTAL) | 231 | 100 | 131 | 50 | 45 | 42 | 54 | 41 | 38 | 131 | 62 | 50 | 10 | 8 | 21 | 68 | 57 | 14 | 5 | 72 | 106 | 54 | 135 | 96 |
| Opposing capital punishment more than supporting it | 121 | 55 | 66 | 26 | 24 | 18 | 29 | 24 | 26 | 68 | 27 | 33 | 3 | 3 | 4 | 40 | 27 | 9 | 2 | 35 | 62 | 24 | 69 | 52 |
| Conclusively against capital punishment | 110 | 46 | 65 | 24 | 21 | 24 | 25 | 17 | 13 | 62 | 35 | 17 | 7 | 4 | 17 | 28 | 30 | 5 | 3 | 37 | 44 | 30 | 66 | 44 |

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 population 18+

| Total | Wave | | | | | | | | | |
|---|------------|------------|--------------|---------------|---------------|---------------|----------------|------------|----------------|----------------|
| | March 2007 | April 2008 | Oktober 2008 | December 2009 | December 2010 | December 2011 | September 2012 | March 2013 | September 2013 | September 2014 |
| N | 1073 | 1070 | 1045 | 1039 | 1030 | 1041 | 1032 | 1006 | 1058 | 1000 |
| Conclusively for capital punishment | 17.6 | 20.3 | 22.5 | 20.4 | 19.1 | 18.8 | 21.1 | 20.3 | 18.8 | 27.9 |
| Supporting capital punishment more than opposing it | 15.3 | 18.1 | 16.9 | 18.0 | 21.3 | 19.3 | 17.9 | 24.9 | 24.5 | 26.0 |
| Supporting capital punishment (TOTAL) | 32.9 | 38.4 | 39.5 | 38.3 | 40.4 | 38.1 | 39.0 | 45.1 | 43.3 | 54.0 |
| Indecisive | 20.6 | 20.5 | 15.6 | 18.4 | 21.7 | 18.8 | 23.0 | 21.2 | 18.9 | 22.9 |
| Opposing capital punishment (TOTAL) | 41.8 | 35.4 | 43.6 | 41.9 | 35.3 | 43.0 | 38.0 | 33.7 | 37.8 | 23.1 |
| Opposing capital punishment more than supporting it | 15.3 | 12.8 | 14.4 | 15.4 | 17.8 | 17.1 | 17.6 | 16.3 | 16.4 | 12.1 |
| Conclusively against capital punishment | 26.5 | 22.6 | 29.2 | 26.4 | 17.5 | 25.9 | 20.3 | 17.4 | 21.4 | 11.0 |
| Don't know/Refusal | 04.7 | 05.6 | 01.4 | 01.4 | 02.5 | 00.1 | 0 | 0 | 0 | 0 |
| Total | 100% | | | | | | | | | |

Significant changes comparing to previous wave are highlighted.