

General Population Poll Full Fieldwork Methodological Report 2014

The General Population Poll in Serbia was conducted for the World Justice Project Rule of Law Index with sampling, fieldwork and data processing by MRP-EURASIA based in Moldova.

I. General Description:

1. What were the exact dates of fieldwork?	10 October – 10 November 2014
2. What was the mode of interviewing? (e.g. face-to-face interviews, by telephone, online)	Face-to-Face interviews
3. What was the achieved sample size?	1000 interviews
4. In what languages were the interviews conducted? If more than one language was used, how many interviews were conducted in each language?	Serbian 100%
5. What was the average length of each interview? What was the length of the longest interview? What was the length of the shortest interview?	38 minutes

II. Customization of Questionnaire:

6. Please list all final adaptations to the terminology of the questionnaire (e.g. q9a : Changed “President” to “Prime Minister” or q3 : Changed “Environmental Protection Authority” to “Department of Conservation”).	“Parliament” to “Скупштина”								
7. Please list the ethnic groups, religious preferences, and income brackets applied in the customization of the questionnaire’s demographic section.	<p>1. relig. religious preference</p> <table border="1"> <tr><td>Orthodox Church</td></tr> <tr><td>Catholic Church</td></tr> <tr><td>Slovačkao Evangelical Church</td></tr> <tr><td>Christian Reformed Church</td></tr> <tr><td>Evangelical Christian Church</td></tr> <tr><td>Islamic</td></tr> <tr><td>Jewish Community</td></tr> <tr><td>Other</td></tr> </table>	Orthodox Church	Catholic Church	Slovačkao Evangelical Church	Christian Reformed Church	Evangelical Christian Church	Islamic	Jewish Community	Other
Orthodox Church									
Catholic Church									
Slovačkao Evangelical Church									
Christian Reformed Church									
Evangelical Christian Church									
Islamic									
Jewish Community									
Other									

2. **etni.** racial-ethnic background

Serbian
Hungarian
Bosnian
Roma
The Yugoslav
Croatian
Montenegro
Other

3. **income.**

J	Low household income 0 – 252.9 USD
R	below the average household income 253 – 505.9USD
C	Average household income 506 - 758.8 USD
M	above the average household income 758.9 – 1264.7 USD
F	Highest household income 1264.8+ USD

8. Please list any other changes to the demographic section of the questionnaire.

NO changes

III. Survey Design:

9. What was the target population/sample universe for the survey?

National representative sample

- The sample was stratified by income level or socioeconomic status, divided proportionally based on each level's share of the country's population.

A gender quota of 50:50 (Male: Female) was applied.

10. After city, what was the primary sampling unit for the survey?

Zone (urban sector).

11. What sub-populations or stratum were used?

- Target age population for the Poll: 18 – 65+ y.o

Socio-demographic categories are specified also by urban regions (three largest cities by population) gender (50% -m, 50% - economic status (5 intervals), education level, ethnicity, and religion

12. Please describe, in detail, the stratifications or quotas that were applied during fieldwork. What variables were involved? (e.g. city, gender, age, socio-economic status, etc.) What questions/criteria were used to classify a respondent for each relevant stratum? What information source was used to set quotas or targets? (e.g. census data, population statistics, etc.) Please provide a link or attachment if possible.

Serbia Sex distribution: 50% - Male, 50% - women

N	The level of household income per annum (in each box below the specified level of income in USD based on each income level's respective share of the country's population)	Age (years old intervals)						SUMM, %
		18 - 25	26 - 35	36 - 45	46 - 55	56 - 65	65 +	
1,	Highest household income 1280+ USD							
	1-st city: Belgrade	8	12	10	13	11	12	66
	2-nd city: Novi Sad	2	3	2	3	2	2	14
	3-rd city: Niš	2	2	2	2	2	2	12
	Sub-total	12	17	14	18	15	16	92
2,	above the average household income 640 - 1279 USD							
	1-st city: Belgrade	17	24	21	24	21	22	129
	2-nd city: Novi Sad	4	5	4	5	4	5	27
	3-rd city: Niš	3	4	4	4	4	4	23
	Sub-total	24	33	29	33	29	31	179
3,	Average household income 448,4 - 639 USD							
	1-st city: Belgrade	23	34	30	33	29	31	180
	2-nd city: Novi Sad	5	7	6	7	6	5	36
	3-rd city: Niš	4	6	5	5	5	4	29
	Sub-total	32	47	41	45	40	40	245
4,	below the average household income 192,5 - 448 UDS							
	1-st city: Belgrade	29	42	37	41	36	38	222
	2-nd city: Novi Sad	6	9	8	8	7	7	45
	3-rd city: Niš	5	7	6	7	6	6	36
	Sub-total	39	57	50	56	49	52	303
5,	Low household income 0 - 192 USD							
	1-st city: Belgrade	17	24	22	24	21	23	131
	2-nd city: Novi Sad	4	5	4	5	4	5	27
	3-rd city: Niš	3	4	4	4	4	4	23
	Sub-total	24	33	30	33	29	32	181
	Total	131	187	164	185	162	171	1000

AGE	18 - 25	131
	26 - 35	187
	36 - 45	164
	46 - 55	185
	56 - 65	162
	65 +	171
RELIG	Orthodox Church	899
	Catholic Church	0
	Slovačkao Evangelical Church	0
	Christian Reformed Church	0
	Evangelical Christian Church	0
	Islamic	0
	Jewish Community	0
	Other	101
ETHNI	Serbian	959
	Hungarian	0
	Bosnian	0

	Roma	0
	The Yugoslav	21
	Croatian	0
	Montenegro	8
	Other	0
INCOME	J	181
	R	303
	C	245
	M	179
	F	92
EDU	None	0
	Elementary school diploma	0
	Middle school diploma	535
	High school diploma or equivalent	184
	Bachelor's degree	243
	Graduate degree (Masters, Ph.D.)	38
OCCUP	Independent professional (doctor, lawyer, architect, etc.) Business owner	12
	Salaried employee	288
	Self-employed informal	18
	Temporarily out of work	64
	Retired / pensioner	369
	Doesn't work / responsible for shopping and housework	154
	Student	95

We combined information from two sources in order to set the sample quotas. The first source taken into account Federal Statistical Office of Serbia (<http://webrzs.stat.gov.rs/WebSite/>), which provided us with the information about the average income in Serbia at the individual level, and the number of people living in each city. Next, we used internal statistical data from our previous projects where we had nationwide representative samples. We combined the age and income distribution for three biggest cities in Serbia and created the sample distribution quotas.

13. Please describe, in detail, how the sample was drawn. Were any external population statistics, census data, or other sources of information used to draw the sample? If yes, please provide a link to the source or an attachment if possible.

The sample was drawn based on the above described approach, along with other data we have collected from other surveys conducted for our clients at local level. Thus, the sample was drawn based on standard population distributions that we know to have an impact on data accuracy.

14. What were the three cities included in the fieldwork? In what region, province, and district is each of the three cities located?

Belgrade	728
Novi Sad	149
Niš	123

1st city: **Belgrade** is the capital and largest city of Serbia. It is located at the confluence of the Sava and Danube rivers, where the Pannonian Plain meets the Balkans. Its name translates to *White city*. The city has a population of 1.23 million, while over 1.65 million people live in its metro area (which encompass administrative limits of City of Belgrade). Belgrade has a special administrativestatus within Serbia^[10] and it is one of five statistical regions of Serbia. Its metropolitan territory covers 3.6% of Serbia's territory, and 22.5% of the country's population lives in the city. The city has been awarded many titles, and the nomination for European Capital of Culture. Belgrade is divided administratively into 10 districts.

2nd city **Novi Sad** is the second largest city in Serbia, the administrative seat of the province of Vojvodina and of the South Bačka District. It is located in the southern part of Pannonian Plain, on the border of the Bačka and Srem regions, on the banks of the Danube river, facing the northern slopes of Fruška Gora mountain. According to the 2011 census, the city has a population of 231,798, while the urban area of Novi Sad (with adjacent urban settlements of Petrovaradin, Sremska Kamenica, and Futog included) has 277,522 inhabitants. The population of the metropolitan area (the administrative area of the city) stands at 341,625 people.

3rd city: **Niš** (or *Nissa* in English) is the largest city of southern **Serbia** and the third-largest city in Serbia (after Belgrade and Novi Sad). It is the administrative center of the Nišava District. According to the 2011 census, the city has population of 183,164, while urban area of Niš (with adjacent urban settlement of Niška Banja included) has 187,544 inhabitants, and population of metro area stands at 260,237 people, while the total population of all cities and villages that are located in the Niš county is approximately 700,000 people. It is one of the oldest cities in the Balkans and Europe, and has from ancient times been considered a gateway between the East and the West.

15. Please describe, in detail, how neighborhoods/settlements were selected in each city.

Novi Sad and Niš both have only one city zone. Belgrade was divided into 10 zones based on the city structure and number of people living in each zone. The number of population in each zone is almost the same for each above mentioned city. Respondents were randomly selected from all zones, according to the age and household income criteria.

16. Please list the neighborhoods/settlements selected for the survey.

ZONA.		COD
1. Belgrade		1
Čukarica	1	11
Zemun	2	12
Palilula	3	13
Voždovac	4	14
Vračar	5	15
Zvezdara	6	16
Novi Beograd	7	17

Rakovica	8	18
Savski venac	9	19
Stari grad	10	10
2. : Novi Sad		2
Novi Sad		21
3. : Niš		3
Niš		31

17. Were any neighborhoods/settlements substituted due to interviewer safety, inaccessibility, or other logistical reasons? If yes, please list these neighborhoods/settlements and the reason, in detail, for the substitution.

Were did not observe such kind of problems

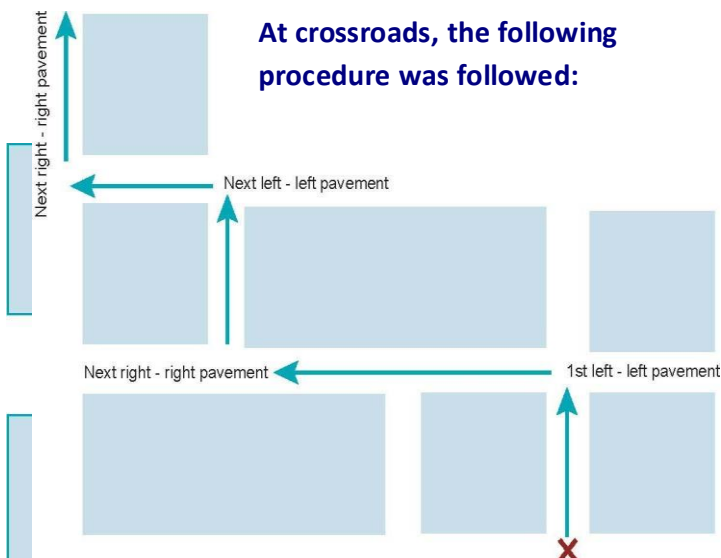
18. Describe, in detail, how households were selected in each neighborhood/settlement.

Random Walk (route) Procedure for this study

Interviewers had to follow strict instructions for identifying potential respondent-households: Office buildings, uninhabited/abandoned housing units, schools, hospitals, public buildings, factories, workshops, supermarkets and shops were excluded from the count. He/She rang the doorbell of every fifth housing unit (i.e. houses or apartments).

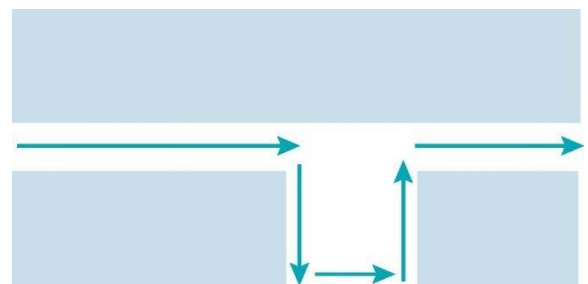
1.	2.	3.	4.	5.	6.	7.	8.	9.	10.	11.	12.	13.	14.	15.	16.
Start															
1 st contact					2 nd contact					3 rd contact					4 th contact

Facing the street, the interviewer went to the left. When turned at the end of the street, the interviewer did not stop counting housing units. If there was no other street (e.g. a park) at the end of the street, then the interviewer returned to the corner of the street where he/she changed direction and turns left if he/she previously turned right or vice versa.



At crossroads, the following procedure was followed:

At a dead-end street, the following procedure was followed:

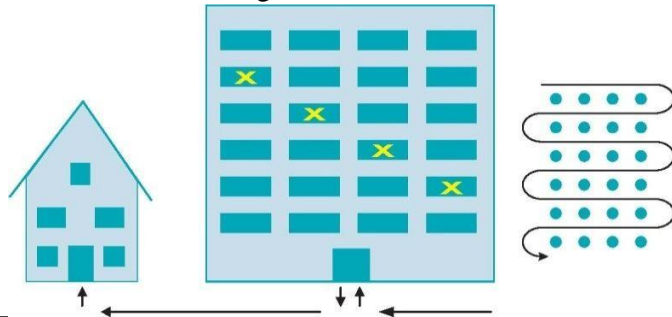


At a square or roundabout, the following procedure was followed:



In the case of multiple housing units (e.g. apartments), the following procedure had to follow: the interviewer considered every apartment as a separate housing unit and started at the top of the building, working

his/her way down. If there was no easy access to the building, the interviewer counted the doorbells starting at the top left end and ending at the bottom right. When leaving the apartment building, the interviewer continued with the first housing unit encountered next to the building.



IV. Respondent Selection

19. How were individual respondents selected within each household?

Random respondent selection

Respondents were selected based on the 'last birthday' method. With the help of the contact person, the interviewer selected the household member whose birthday comes next. According to the methodology only one interview per household had to be held.

20. Describe the procedure for respondent substitution. How many substitutions took place during the survey?

The substitution of the selected respondent was allowed only after three failed attempts (calls) to reach him/her. Our interviewers made 126 substitutions.

21. Describe the procedure for callbacks. How many attempts were made to reach a selected respondent?
In aggregate, what were the contact rates for each attempt?

Total attempts to reach respondent - 1126 . Unsuccessful / interrupted interviews – 126. Successfully implemented interviews - 1000

Nr	City	No appropriate respondent in a household	Refusal to be interviewed	Interrupted interview	Successfully completed interview	Total	IR %
1	Belgrade	66	10	6	728	810	89,88%
2	Novi Sad	23	3	3	149	178	83,71%
3	Niš	12	2	1	123	138	89,13%
	TOTAL	101	15	10	1000	1126	88,81%

22. Were any groups of individuals deliberately excluded from the survey?
(e.g. Government employees, police officers, market research professionals, etc.)

NO individuals were excluded

23. Please explain how respondents were randomly divided between the Treatment and Control questionnaires.

Since, according to the conditions experiment the sample was randomly divided into two groups, we used a simple principle "one-by-one" - each interviewer conducted its own count with alternating respondents from "Control" and "Treatment"

V. Supervision and Quality Control

24. How many interviewers worked on the project? Divided into how many teams? How many male and how many female interviewers?

The MRP-EURASIA interviewers are 25-35 years old, who graduated from university. 85% of them are specialists in sociology, economics, marketing and management and 60% of them are women.

Nr	City	Supervisors	Interviewers	Women	Men	Total	% Women	% Men
1	Belgrade	1	8	4	4	9	50,00%	50,00%
2	Novi Sad	1	4	2	2	5	50,00%	50,00%
3	Niš	1	3	2	1	4	66,67%	33,33%
TOTAL		3	15	8	7	18	53,33%	46,67%

25. Please describe how interviewers were trained for the project.

Supervisors and interviewers were trained on the questionnaire, the execution of field procedures, and the interviewing script and vocabulary. Interviewers were able to properly convey the meaning of each question. MRP EURASIA always is oriented to offer qualitative products and services. One of the component, which ensures this is professional development of the field staff. We did applied 2 various methods, including (1) distance learning elements (webinars with local field coordinators), because our branches are located in many countries and second stage – training in local offices for interviewers and supervisors, organized by local field coordinator. These trainings were focused on F2F PAPI polling methodology, quality control, effective communication techniques and the structure and content of the questionnaire, as well as the meaning of each question. Other training components were ensuring qualitative data entry, quota distribution and sampling. The central office prepares all necessary materials regarding methodology, manual and the schedule of the training sessions, taking into consideration the project specifics and requirements.

26. What was the process for back-checking interviews? How many interviews were conducted under direct supervision? How many interviews were checked through in-person or telephone back-checks by the supervisory team? How many back-checks were performed by the central office?

The main purpose of control was to identify non-genuine (deceptive), and low quality completed questionnaires, failure interviewers requirements on selection appropriate respondent.

Supervision work of interviewers was conducted in accordance with international standards of marketing and sociological research ICC / ESOMAR Code and the AMA ("Notes on how to apply the ICC / ESOMAR International Code of Marketing and Social Research Practice" (June, 2001).

Control of interviewers included the following components:

- Logical / visual
- Telephone
- Address

Verification work was implemented immediately upon receipt of the first completed questionnaires (concurrently with baseline survey). The questionnaires for checking were selected randomly.. The head and local offices involved respectively five and three employees for the local field team controlling. Below we are presenting controlling components:

- Visual control questionnaires for completeness and logic filling - 100%
- Visual control of route sheets to comply with the route, steps and logic filling - 100%
- Control field by supervisors (personal presence at interview) - 16%
- Control conducted interviews by back telephone calls respondents - 14%
- Control conducted interviews by a return visit to the household - 8%
- Control data entry by local office (database) - 100%

→ Control data entry by Head office (database) - 30%

27. Were any questionnaires rejected for quality-control reasons? If so, how many?

12 questionnaires were rejected due to: incomplete answers (4), error in logic of filling inter-connected questions (2), spoiled due bad weather conditions (6). All rejected questionnaires were replaced by other questionnaires (for this purpose have been conducted 12 substituted additional interviews).

28. Please describe the data entry process. How was the process supervised? How many questionnaires were selected for double-entry?

Data entry has been implemented immediately upon receipt the first completed questionnaires (during the baseline survey).

3 people were engaged in the data entry process.

2 people (including one IT specialist) visually checked the correctness of data entering (after entering each 5 questionnaires)

→ Control data entry by local office (database) - 100%

→ Control data entry by Head office (database) - 30%

29. What was the contact rate for the survey? What was the cooperation rate? What was the net response rate?

Nr	City	No appropriate respondent in a household	Refusal to be interviewed	Interrupted interview	Successfully completed interview	Total	IR %
1	Belgrade	66	10	6	728	810	89,88%
2	Novi Sad	23	3	3	149	178	83,71%
3	Niš	12	2	1	123	138	89,13%
	TOTAL	101	15	10	1000	1126	88,81%

30. What was the number of unsuccessful interviews? What was the reason for each unsuccessful interview? (e.g. There was no answer at the selected household, the respondent refused, the respondent could not speak the necessary language, etc.)

City	Refusal to be interviewed	Interrupted interview	Total number of unsuccessful interviews
Belgrade	10	6	16
Novi Sad	3	3	6
Niš	2	1	3
TOTAL	15	10	25

VI. Other

31. Please include any other comments you have on the design, implementation, and data processing for the survey.

No other comments