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Yugoslav Public Opinion in Serbia 1998
The field work for this media-post/election study was conducted in the period from 1st to 13th July 1998 by the members of the Permanent network of field associates – the interviewers of the Center for Political Studies and Public Opinion Research, Institute of Social Sciences, Belgrade. They interviewed 1559 respondents from Serbia without the Province of Kosovo (same research was done by the Center simultaneously in Montenegro). A model of three-stage stratified proportional sample was constructed for this purpose. At the first stage demographic regions were differentiated and proportionally included. At the second stage municipalities were randomly selected inside demographic regions using the procedure of cumulative frequencies of adult citizens (those 18 years old and above), favouring more numerous municipalities. At the third stage the same procedure was applied inside selected municipalities to identify local communities where twenty respondents were interviewed in each. Based on a system of the four quota criteria, mutually independent, the interviewers selected the persons who would participate in research. Each checking point (sampling unit in local community) had specific quota elements depending on characteristic structure of voters in the place. The accomplished sample represented population of voters very well, not only with respect to controlled quotas but also concerning some other important characteristics of population. The rate of total non-response was 15%, that is, exactly about average non-response rate during the period 2000-2003. Standard error for simple probabilistic sample of comparable number of cases tends to be about 2.5%. 