



Public Opinion Poll
Bosnia and Herzegovina (BiH)
August 2010



Methodology

- q Quantitative research using face-to-face method within household
- q Sample size n=2000 respondents aged 18+
- q Two-stage stratified random sample (stratification by region and settlement type)

- q Randomization
 - q Random selection of the type of settlement
 - q Random selection of the HH using the “random route” technique
 - q Random selection of the respondent within HH using Kish tables

- q Data collection timing: August 2-11, 2010.
- q Sampling error for the full sample is +/-2.2%; findings that pertain to subgroups are subject to a higher margin of error.
- q Ballot tests and party ratings were conducted using the “secret ballot” method.
- q Note: Due to a technical problem with the ballot for question 34, (“*If the election for RS President were being held next weekend, for whom would you vote?*”) this question was re-asked he using the CATI (computer-assisted telephone interviewing) method. On August 19, 2010, 747 supplemental interviews were conducted, the results of which were used for the analysis of this question.
- q ***Polling results do not and are not intended to predict future election results.***

GLOSSARY PRINCIPAL POLITICAL PARTIES

- q **BPS – Bosnian-Herzegovinian Patriotic Party**
- q **DP – Democratic Party**
- q **HDZ 1990 – Croatian Democratic Union 1990**
- q **HDZ BiH – Croatian Democratic Union of Bosnia and Herzegovina**
- q **Nasa Stranka (or NS) – Our Party**
- q **NSP – New Socialist Party**
- q **NSRZB – People’s Party of Work for Progress**
- q **PDP – Party for Democratic Progress**
- q **SBB BiH – Alliance for a Better Future for Bosnia and Herzegovina**
- q **SBiH (or Stranka za BiH) – Party for Bosnia and Herzegovina**
- q **SDA – Party of Democratic Action**
- q **SDP – Social Democratic Party**
- q **SDS – Serb Democratic Party**
- q **SNSD – Alliance of Independent Social Democrats**
- q **SP – Socialist Party of the Republika Srpska**



- ü General Attitudes
- ü Campaign Information
- ü Government Performance
- ü Voter Preferences
- ü EU / NATO Integration
- ü Territorial Arrangement

GENERAL ATTITUDES

- q An overwhelming majority feel that BiH is moving in the wrong direction.
 - q Almost nine-in-ten citizens (87%) say that things in BiH are moving in the wrong direction, a slightly higher percentage than observed in earlier waves of research conducted in October 2009 and April 2010.
 - q The percentage of the population thinking things are moving in the right direction is much higher in the northern Republika Srpska (RS) and Brcko District (26%) than in other regions of the country.

- q Only one citizen in 10 (12%) report that their lives have improved over the last 4 years.
 - q More than one half of citizens (54%) think that their lives have deteriorated; one-third say that their lives have not changed (34%).
 - q The percentage of those who say their lives have improved is slightly higher in northern RS (20%), whereas the residents of central Bosnia overwhelmingly think that their living conditions are worse than before (75%).

- q Expectations for the year ahead are split, but are not optimistic:
 - q 23% expect life to improve for themselves and their families, 39% think that it will stay the same, and 37% think that their lives will further deteriorate.

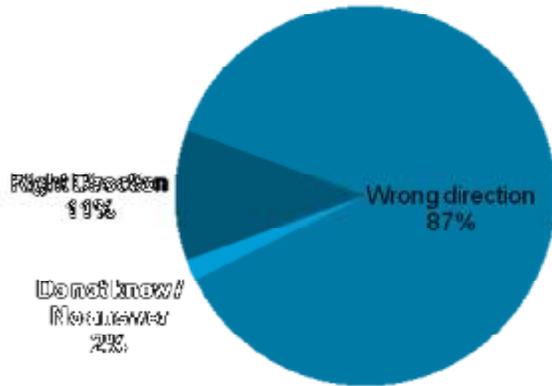
GENERAL ATTITUDES

- q The above assessments are deeply connected to individual and family finances.
 - q Only 14% of respondents report improvement in their household financial situation over the last 12 months.
 - q More than eight in 10 say that their household financial position has either stagnated (43%) or deteriorated (41%).

- q By an overwhelming margin, survey respondents think that the major problem in BiH is unemployment.
 - q In an open ended question, 41% cite unemployment first when asked the top three problems faced by BiH, while the next two problems – corruption and crime are mentioned first by 13% and 6%, respectively.
 - q In addition to unemployment, other economic issues – poverty, living standards, salaries, pensions etc. are mentioned by many respondents, making it very clear that the stagnant economy and household finances are driving public attitudes and framing this election in the minds of voters.
 - q A subsequent closed question reiterates this point – out of seven choices, 51% cite economic development and employment as most important for improving the lives of BiH citizens.

Generally speaking, do you think that things in BiH are moving in the right or wrong direction?

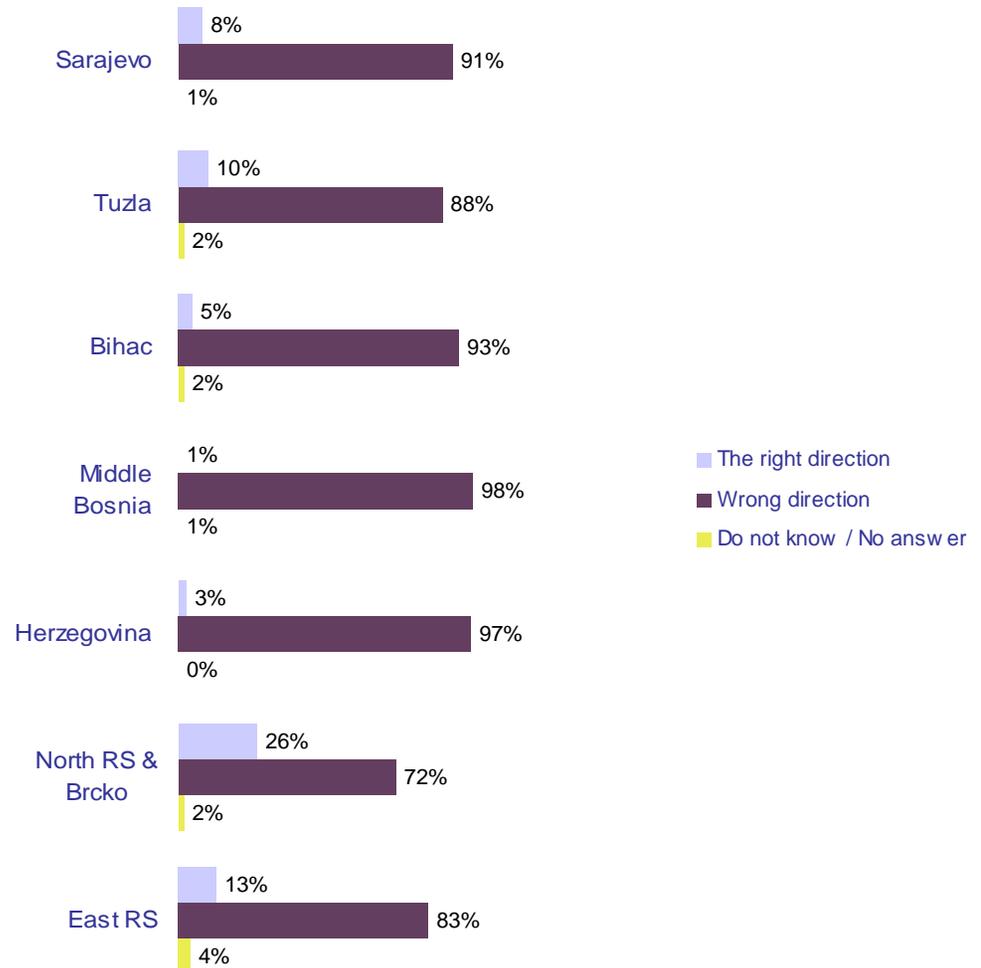
Base: Total Target Population



Things are moving in the “wrong direction”:

August 2010	87%
April 2010	82%
October 2009	83%

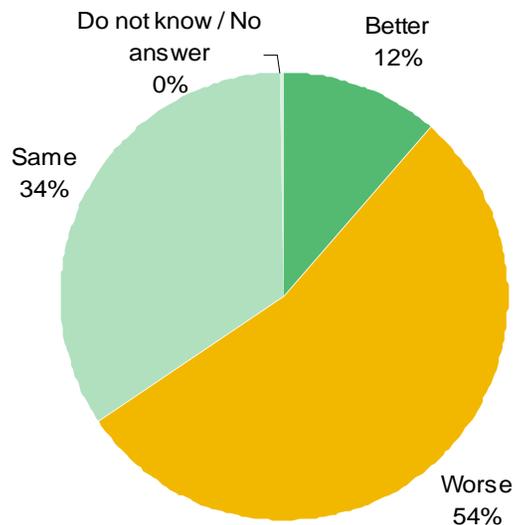
By Region



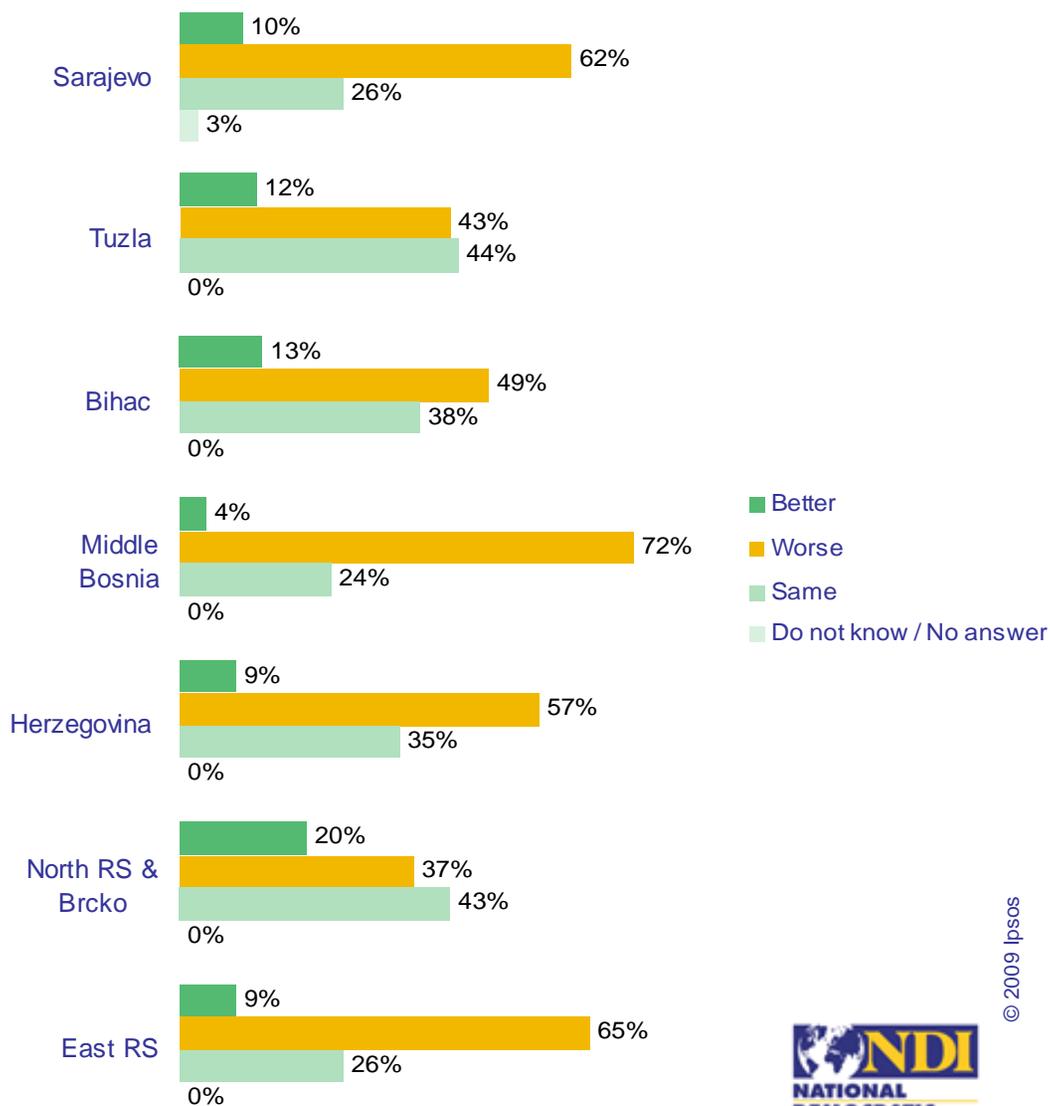


...Do you think that your own life and the life of your family members has improved, worsened, or is about the same, in the last 4 years?

Base: Total Target Population

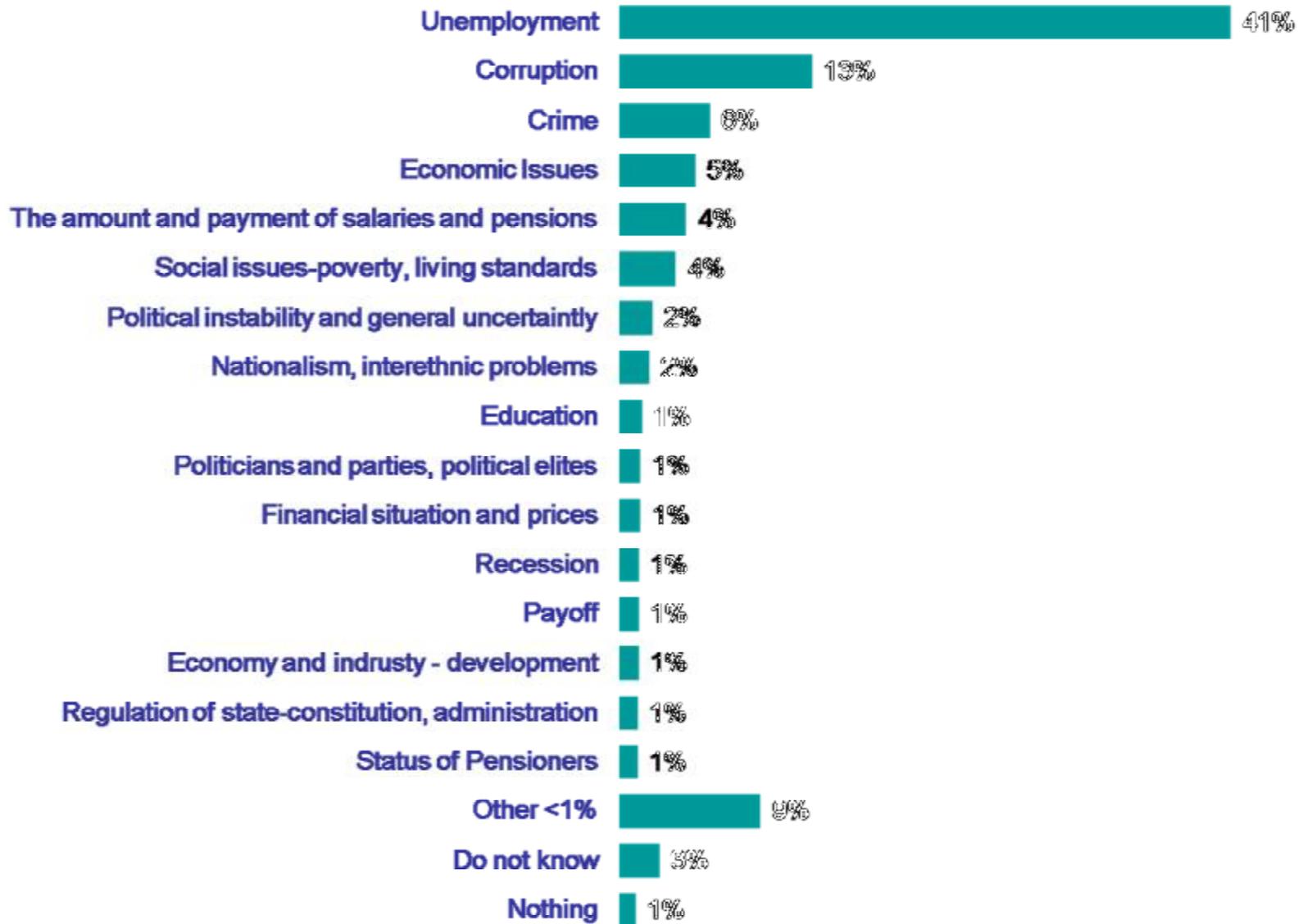


By Region





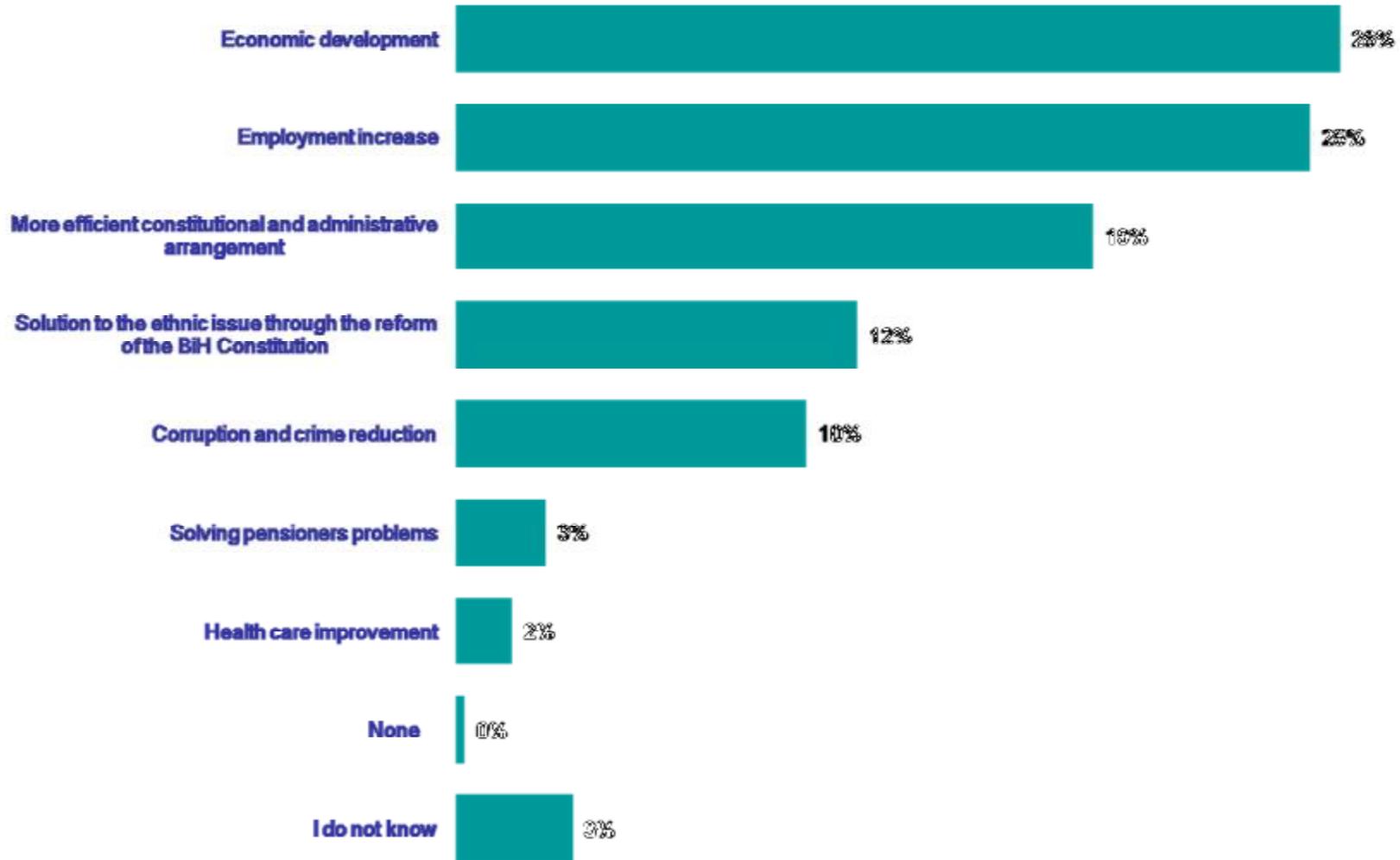
What three problems would you name as the biggest problems facing BiH today? (Top responses)





In your opinion, what is most important for improving the lives of citizens in BiH, out of the following?

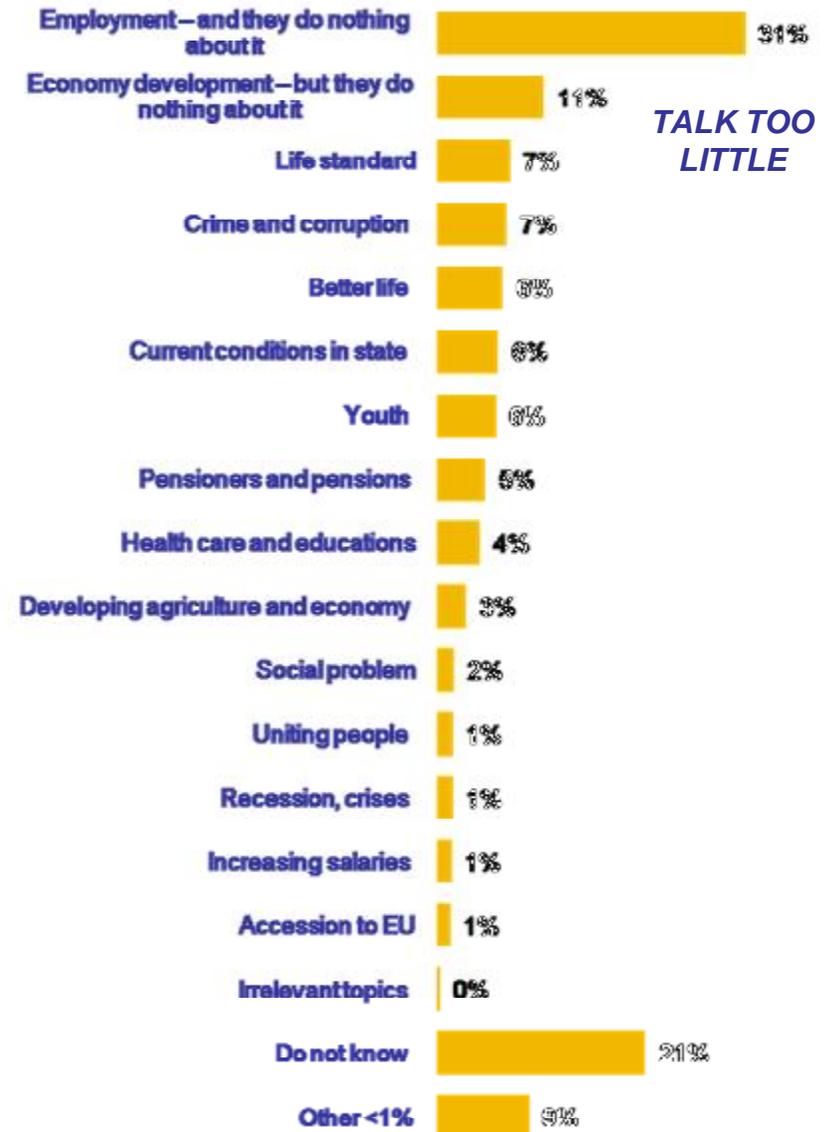
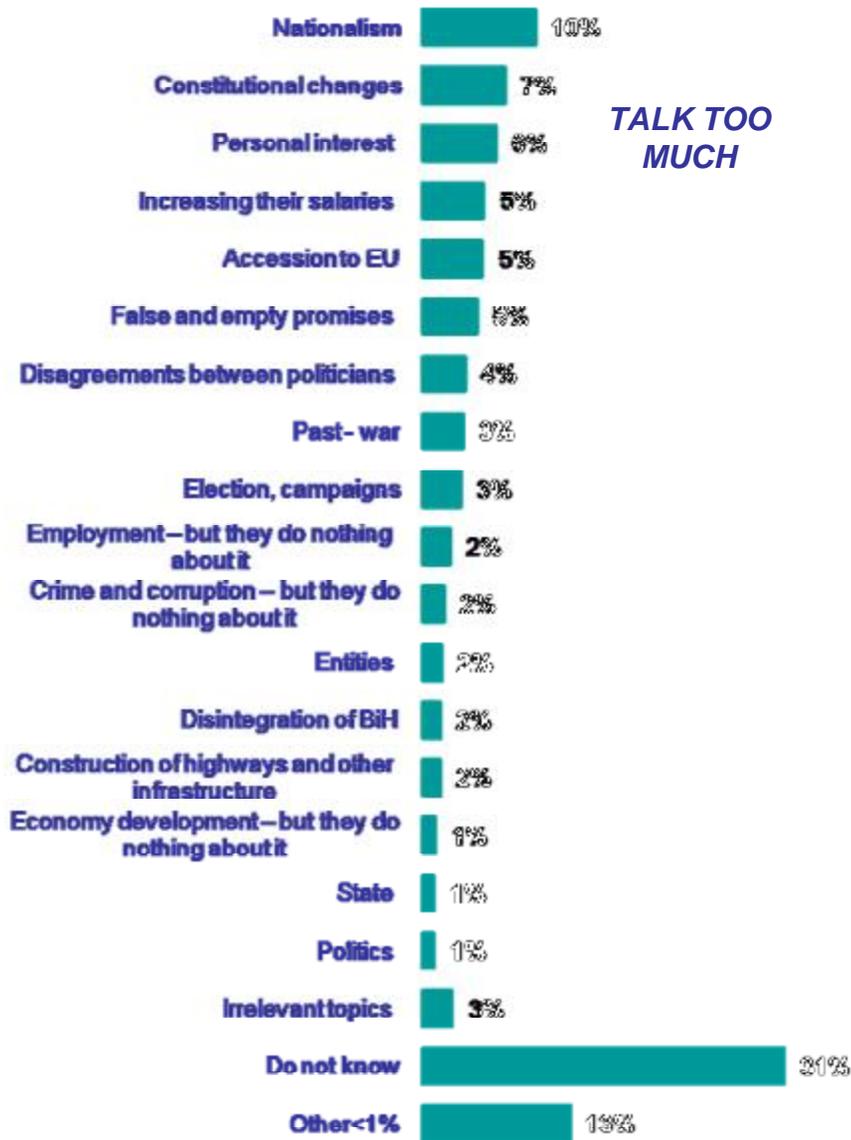
Base: Total Target Population



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What issues, topics or problems do you think that BiH politicians talk too much and too little about?



* Multiple answers accepted

- ü General Attitudes
- ü Campaign Information**
- ü Government Performance
- ü Voter Preferences
- ü EU / NATO Integration
- ü Territorial Arrangement



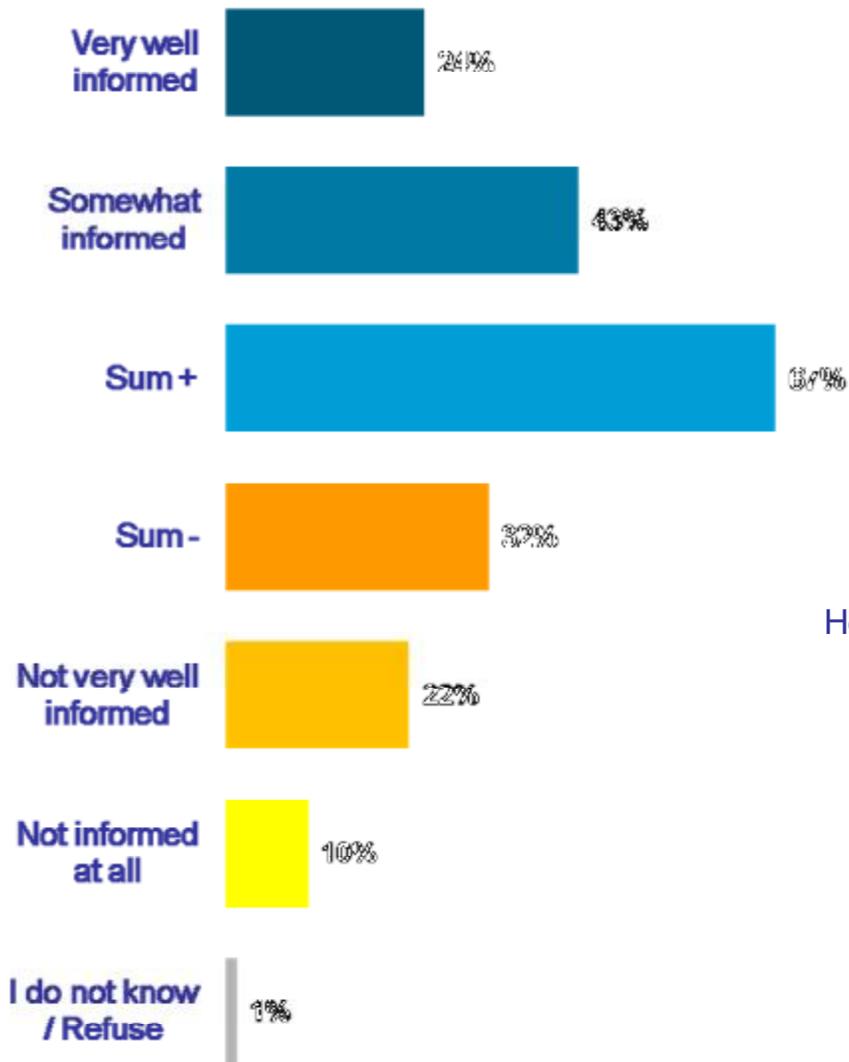
CAMPAIGN INFORMATION

- q Two thirds (67%) of respondents consider themselves at least somewhat informed about the coming general elections – the candidates, party platforms, policy plans, etc.
 - q Overall, 24% say they are “very well informed” and 43% “somewhat informed”, compared to just one in ten who say that they are “not informed at all” and 22% who are “not very well informed” about the campaign.
- q Television is, by far, the main source of information about the campaign (86%).
 - q However, newspapers, radio and person-to-person contact are also important conduits for election-related information, and may be more effective.
- q More than two thirds (69%) of survey respondents would like to see televised debates where candidates and party officials would address public problems and offer their plans and solutions. Voters in Herzegovina (86%) and central Bosnia (76%) are most enthusiastic about debates.
- q Most important, almost six in 10 (58%) say that these debates would be important in helping them decide whom to vote for in the coming elections. The more likely a person is to vote, the more important the debates will be for him/her.

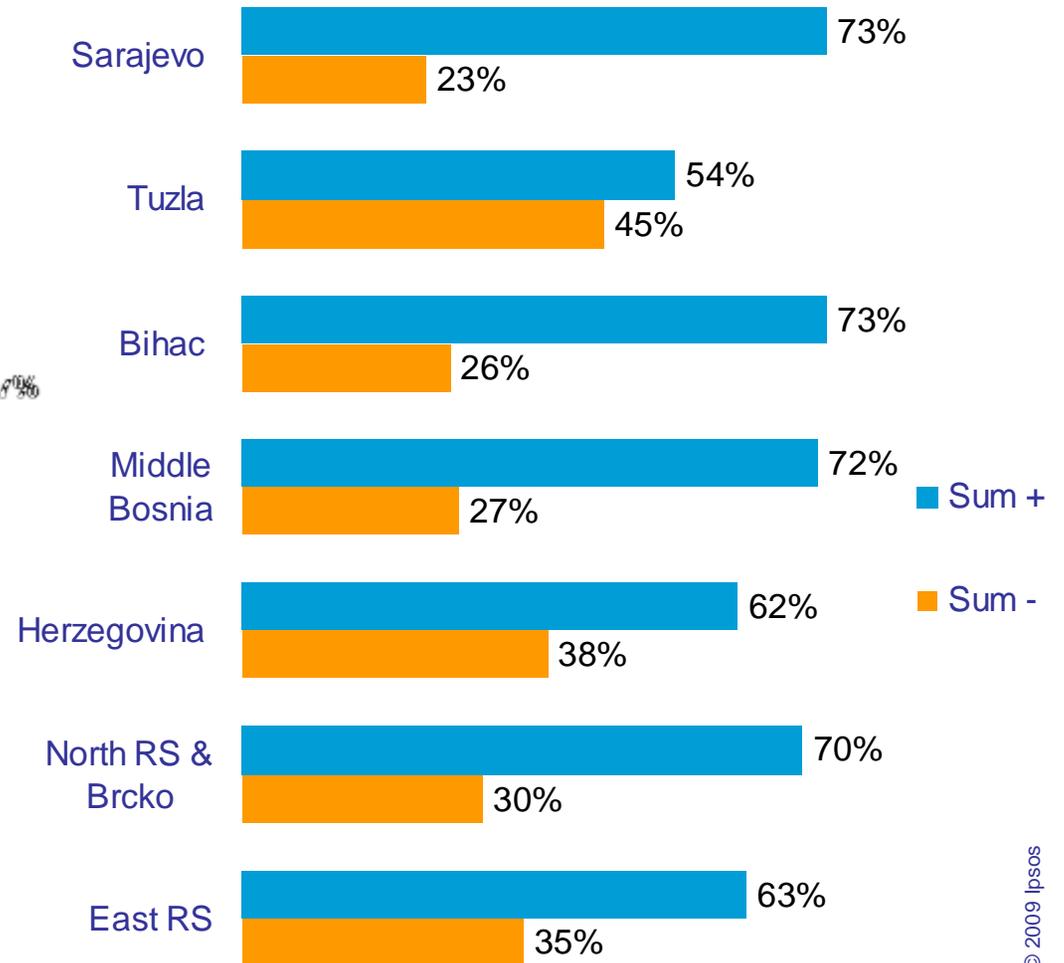


How well informed do you consider yourself to be about the upcoming general elections - the candidates and party platforms, policy plans etc?

Base: Total Target Population



By Region



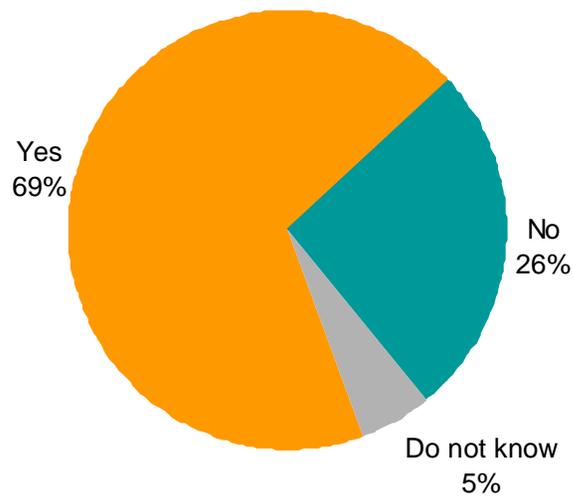
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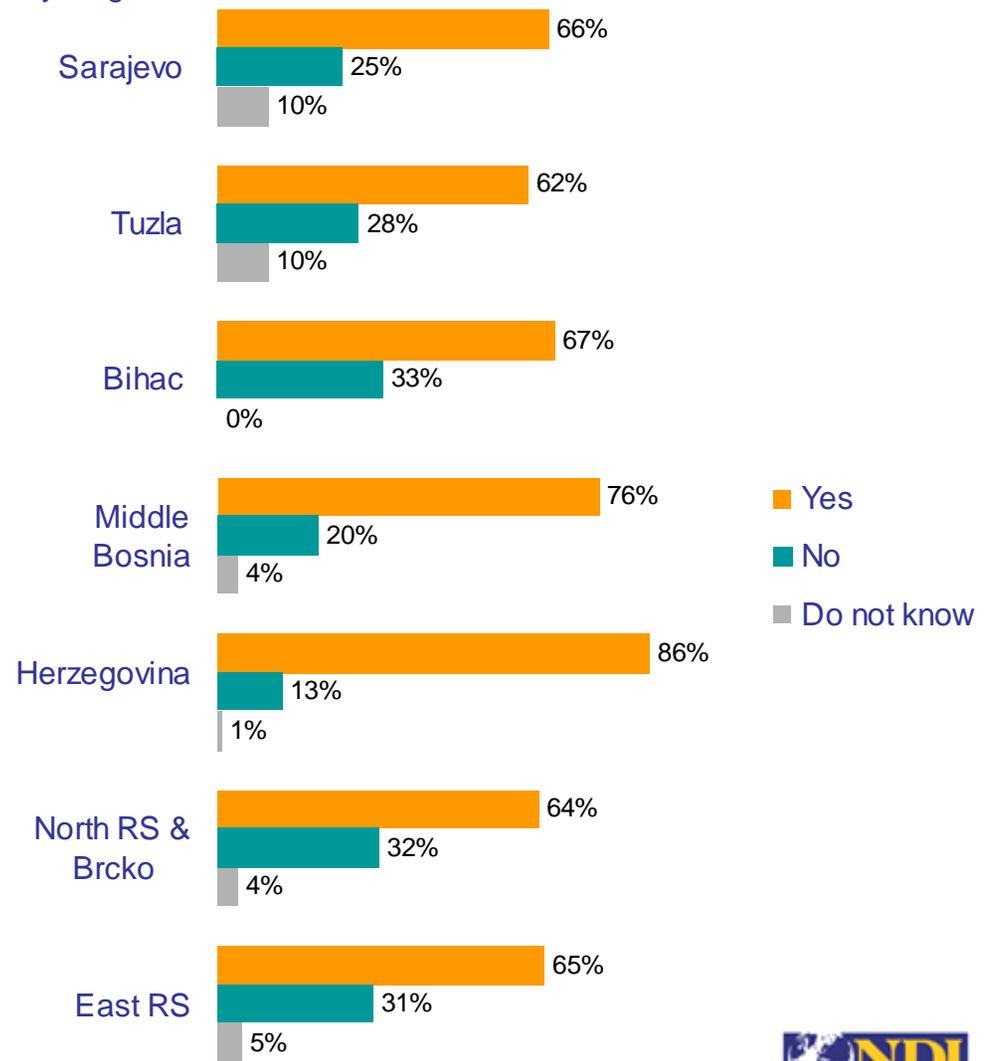


Would you like to see televised debates among candidates and parties, where they address BiH problems and offer solutions if elected?

Base: Total Target Population



By Region

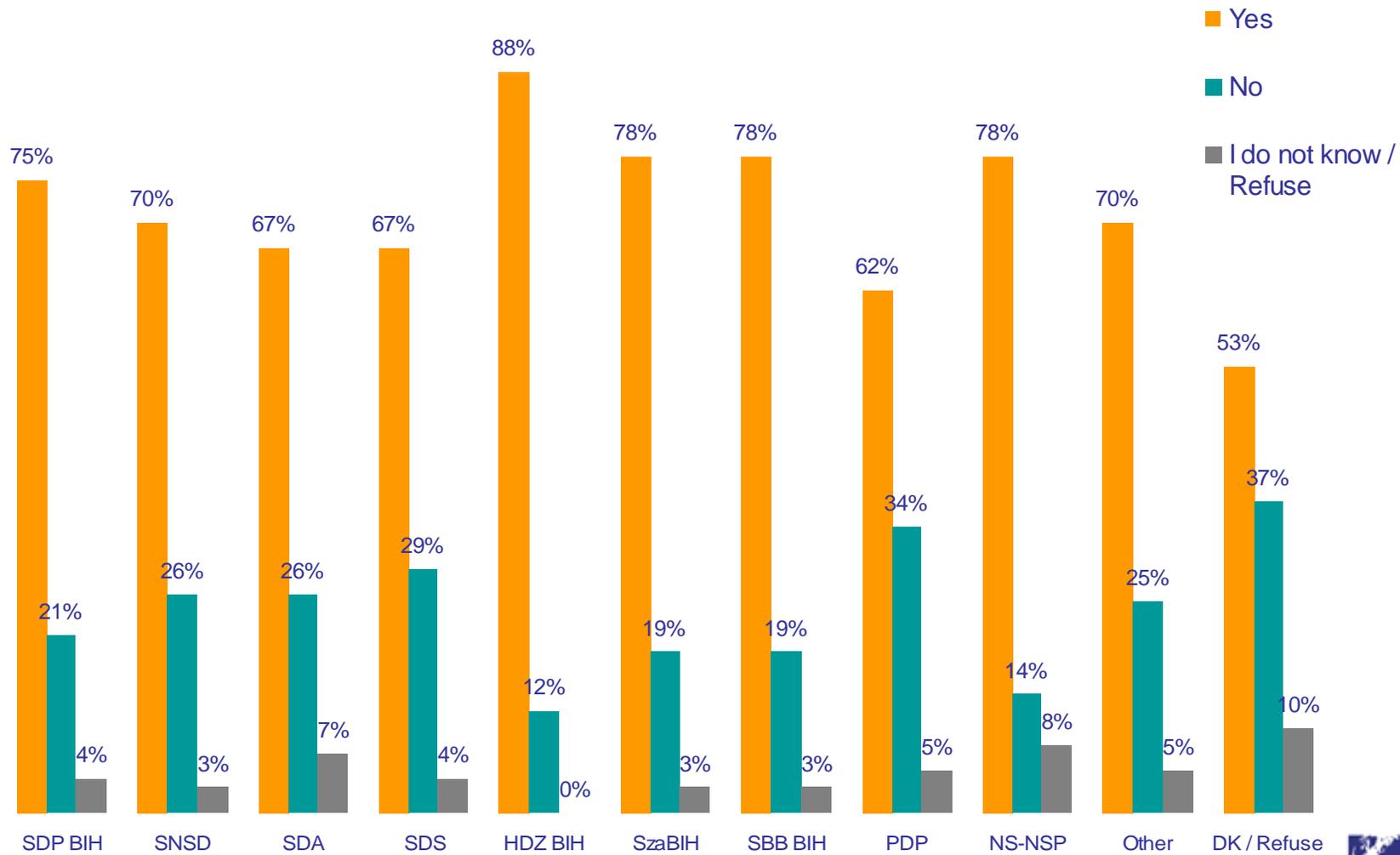


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Would you like to see televised debates among candidates and parties, where they address BiH problems and offer solutions if elected?

Base: Total Target Population by Party Support



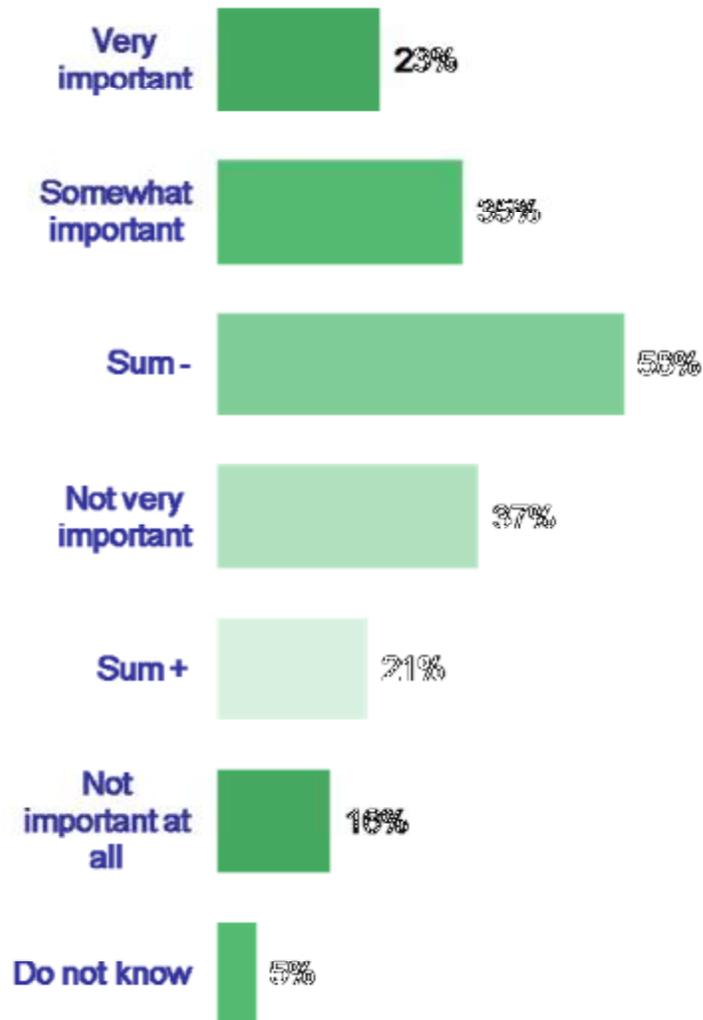
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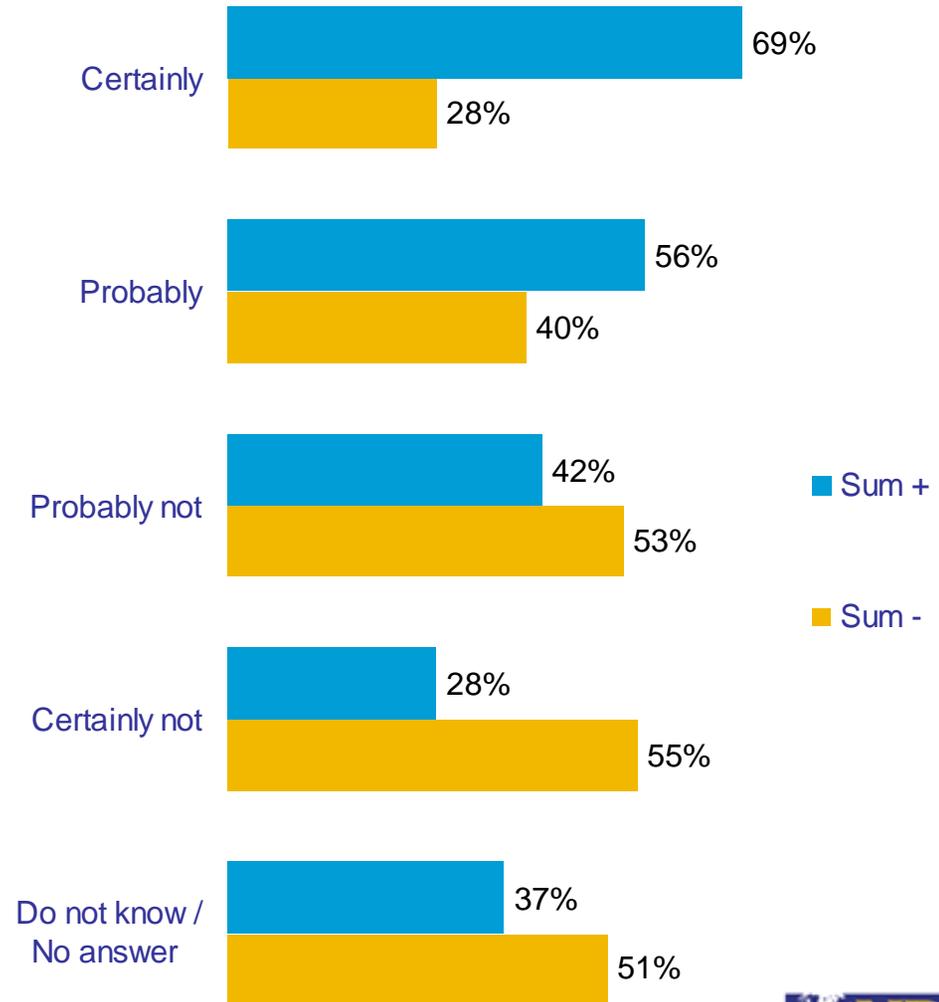


How important would such debates be to you in deciding what candidates and parties or coalitions to vote for?

Base: Total Target Population



By Likelihood of Voting



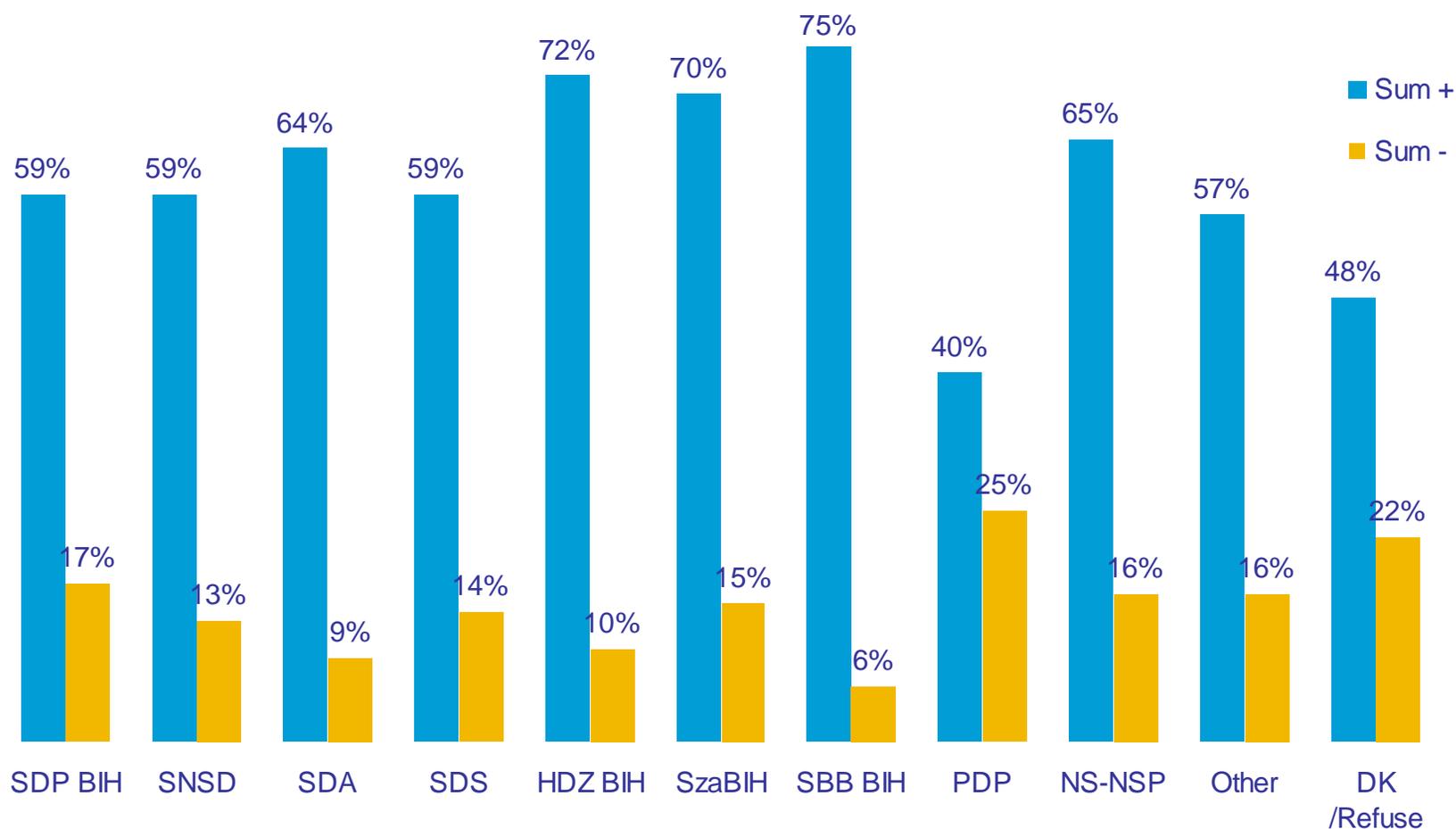
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How important would such debates be to you in deciding what candidates and parties or coalitions to vote for?

Base: Total Target Population by Party Support



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- ü General Attitudes
- ü Campaign Information
- ü Government Performance**
- ü Voter Preferences
- ü EU / NATO Integration
- ü Territorial Arrangement



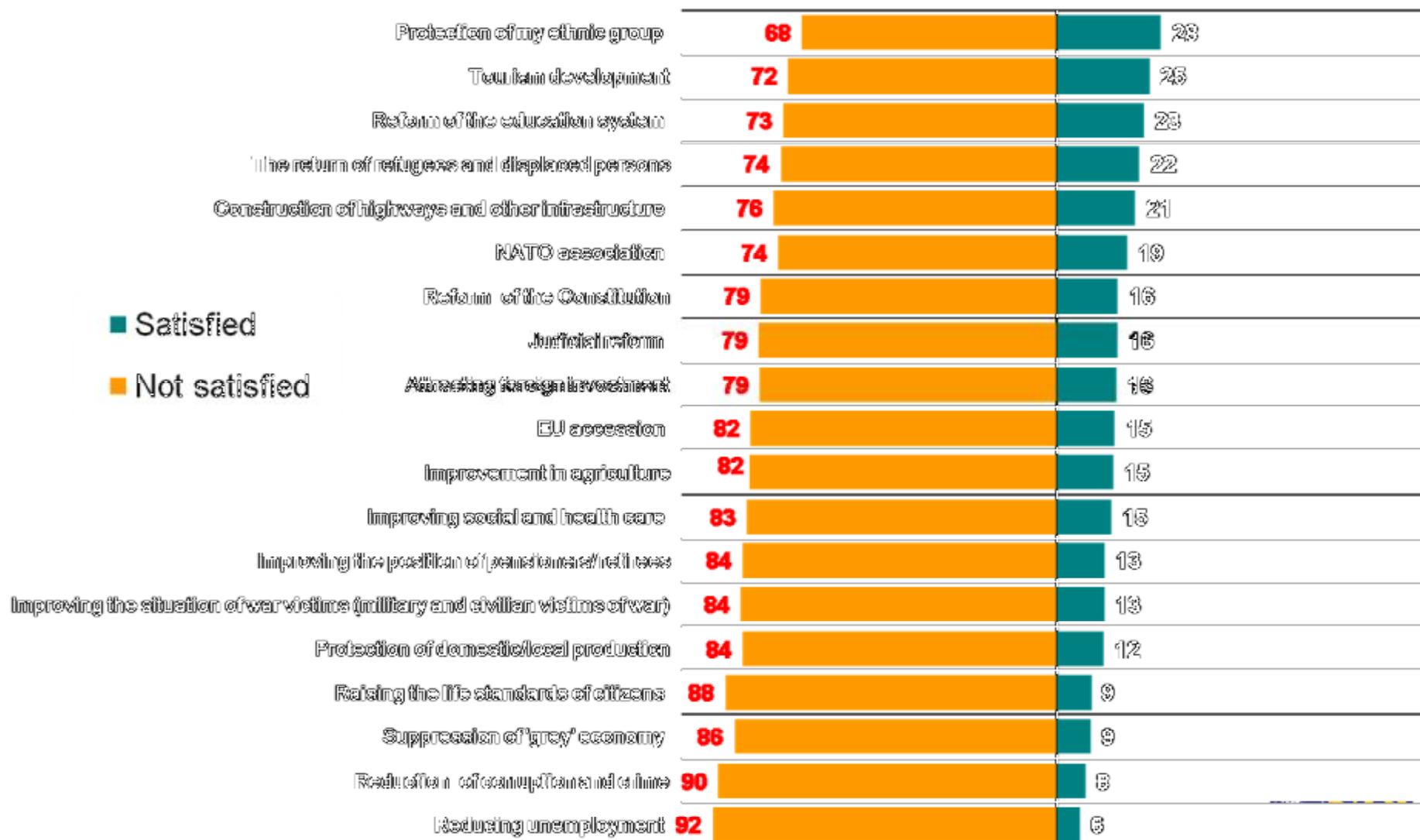
GOVERNMENT PERFORMANCE

- q When asked to list the top 5 priorities to be addressed by the government, 70% of respondents included reducing unemployment and confronting corruption and crime, while improving citizens' standard of living was close behind at 55%.
- q As for government performance in dealing with the country's problems, dissatisfaction is palpable. Roughly nine in 10 respondents describe themselves as dissatisfied with government attempts to address the three major problems mentioned above.
- q Citizens are most satisfied with the government's work in protecting their ethnic group (28% satisfied), development of tourism (25%), and reform of the educational system (24%). But even on these issues, large majorities find government performance lacking.



How satisfied are you with the current government's way of solving the following issues?

Base: Total target population



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- ü General Attitudes
- ü Campaign Information
- ü Government Performance
- ü Voter Preferences**
- ü EU / NATO Integration
- ü Territorial Arrangement



VOTER PREFERENCES

- q 8 out of 10 citizens interviewed say they would vote if general elections were held “next weekend.”
 - q Those most likely to vote have the following characteristics:
 - q Between 45 and 59 years of age;
 - q Better educated, professionals (managers, experts);
 - q Citizens of the Sarajevo Canton.

- q Among survey respondents, the most common motivations to vote for a particular party are:
 - q This party deals with the most important problems (27%);
 - q I always vote for this party (26%) and
 - q This party stands for the same values as I do (21%).
 - q SDS, HDZ BiH and SNSD have the most loyal voters who “always vote for their party.”

- q SDP is the first choice for the Parliament of FBiH with 29% of the vote, followed by SDA with 9% and HDZ BiH with 7%.

- q SNSD is the leading party in RS (38%), with the biggest number of votes for the National Assembly of RS, followed by SDS with 17% and PDP with 6%.

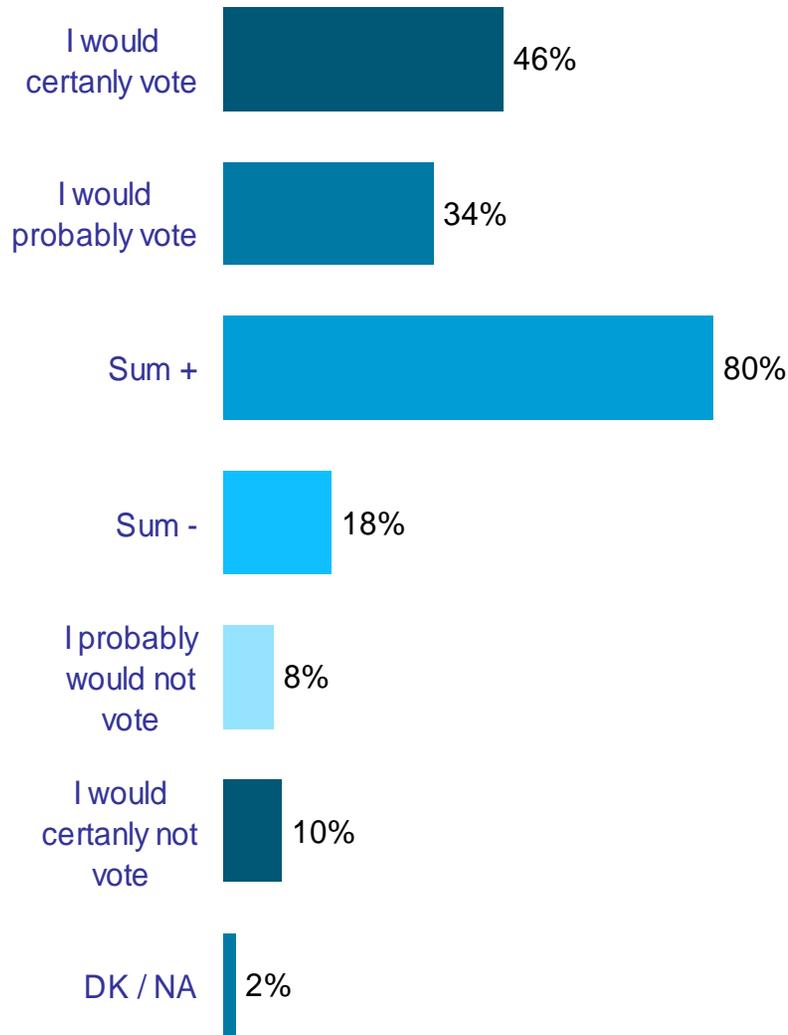
- q Most respondents who declare a first choice do not declare a second choice (64%), suggesting a relatively static electorate.

- q One voter in 10 says that they might change their vote to their second choice if that party’s leader and program are sufficiently compelling.

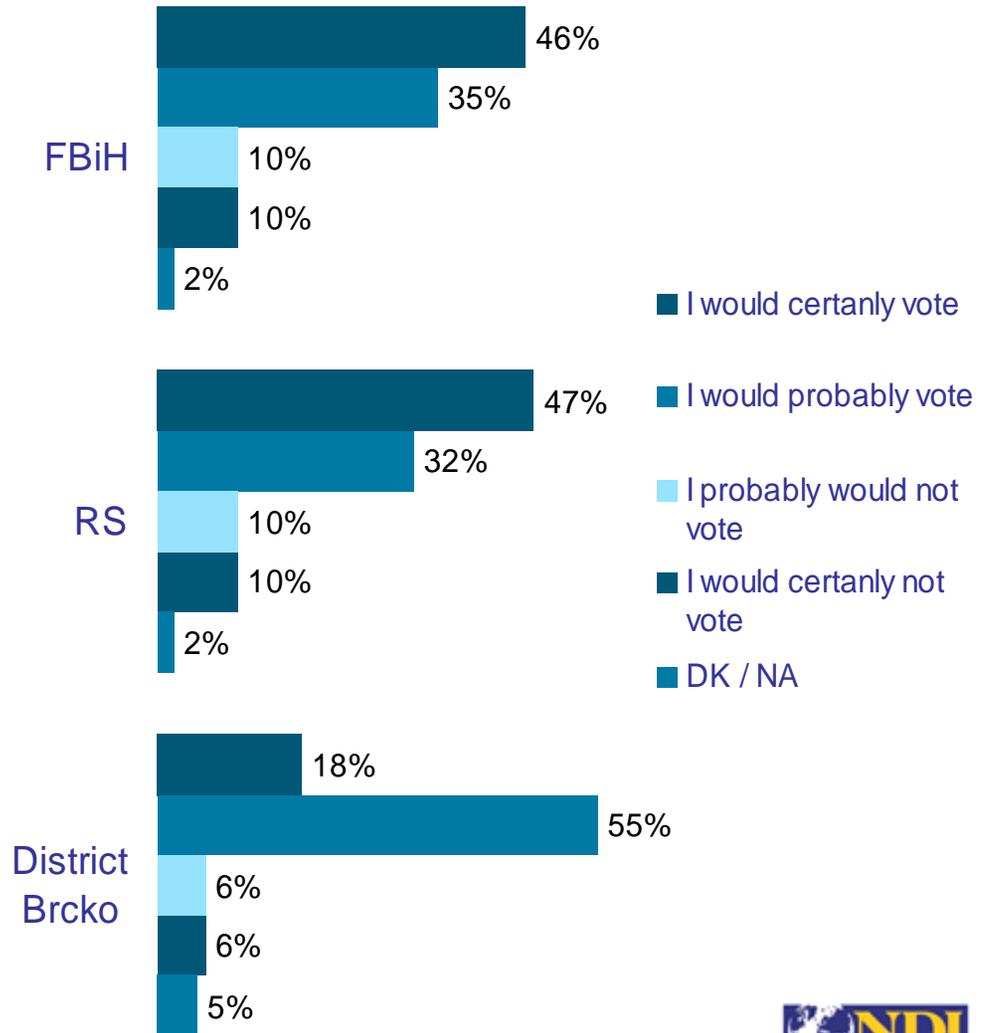


If general elections were held next weekend, how likely is it that you would vote?

Base: Total Target Population



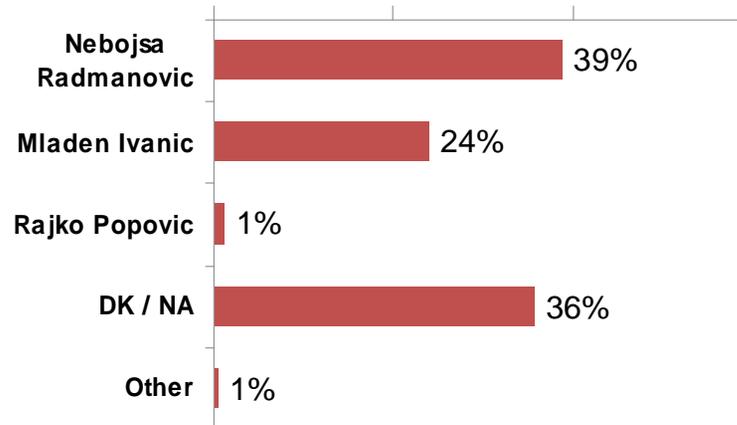
By Entity



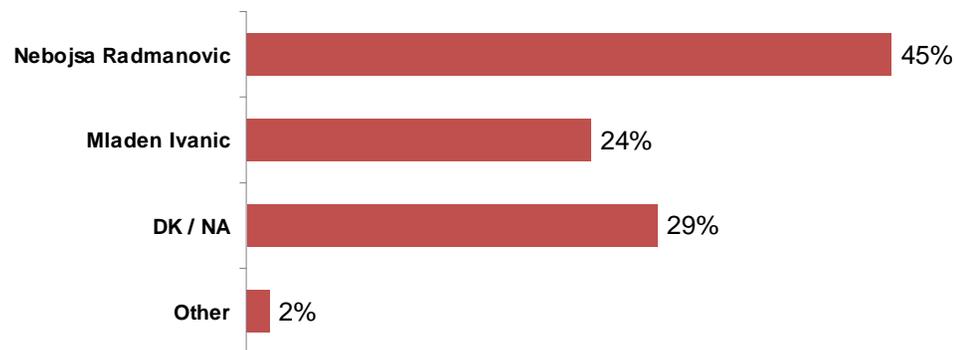


If the election for (the Serb member of the) BiH Presidency were being held next week, for whom would you vote?

Base: Total Target Population/RS



Base: Certain voters, RS





If the election for (the Bosniak and Croat members of the) BiH Presidency were being held next week, for whom would you vote?

Base: Total Target Population, FBiH

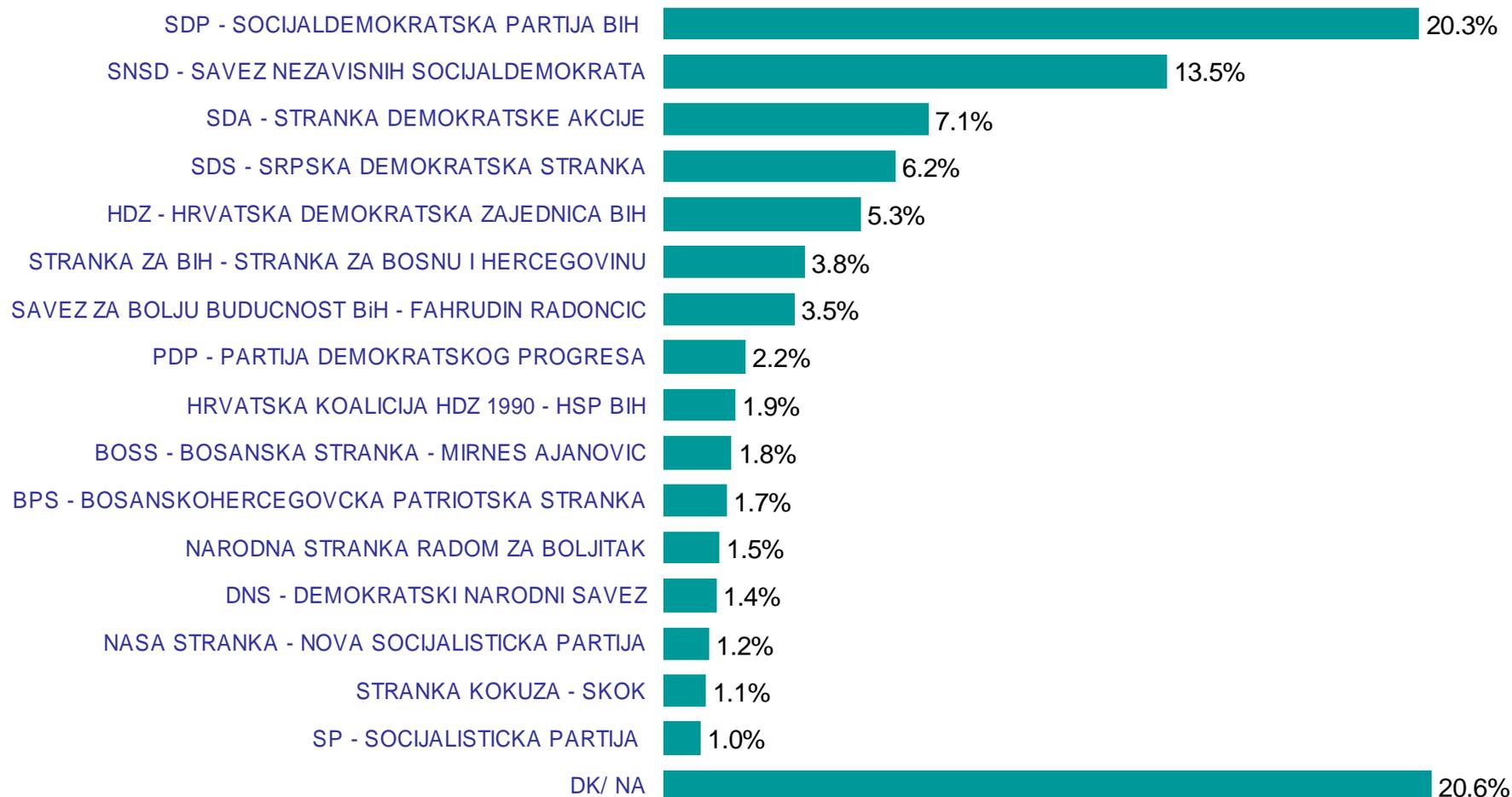


Base: Certain Voters, FBiH



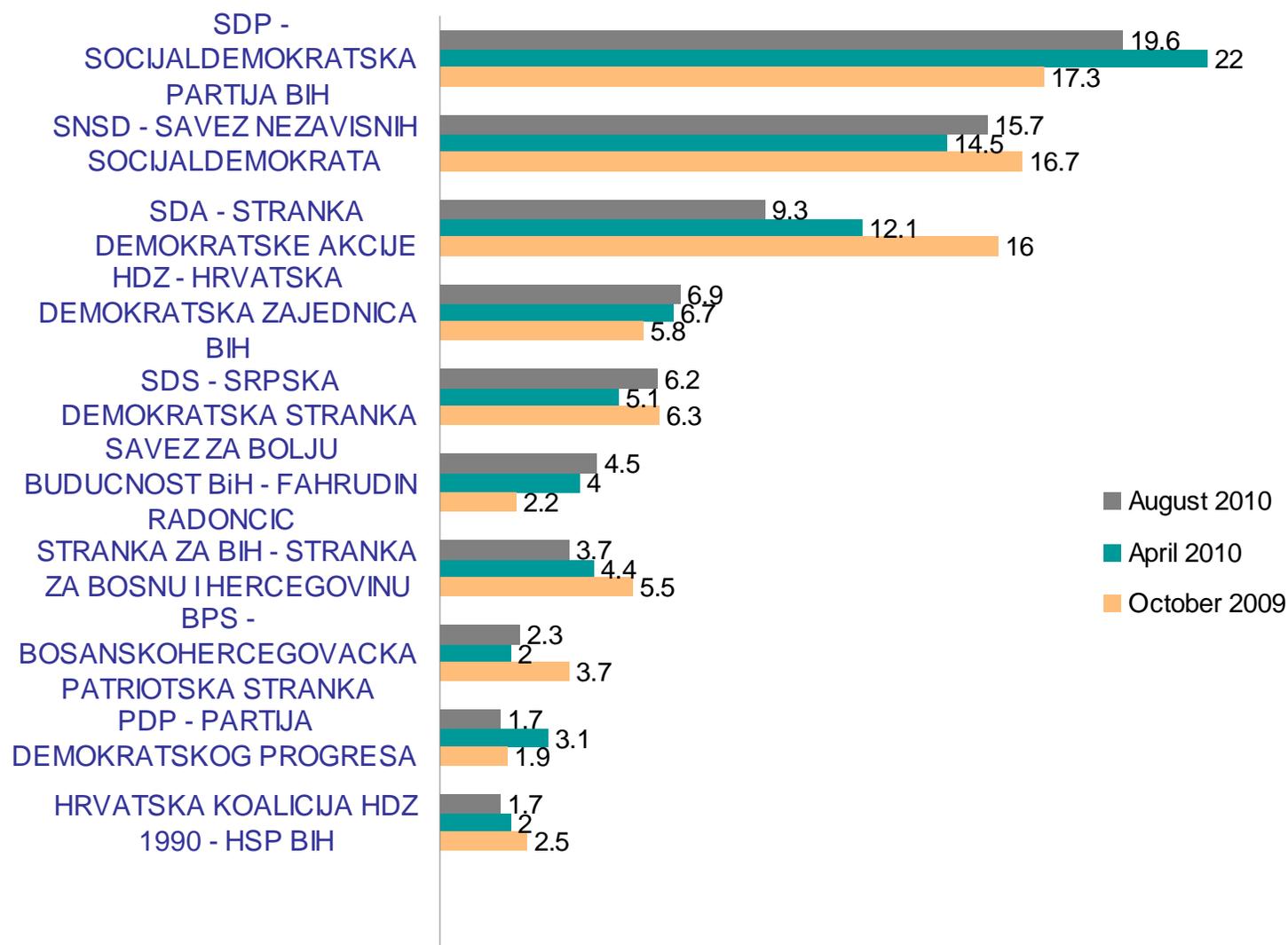
Parliamentary Assembly of BiH

Base: Total target population



Parliamentary Assembly of BiH

Base: Certain Voters / Comparison with previous waves



■ August 2010
■ April 2010
■ October 2009

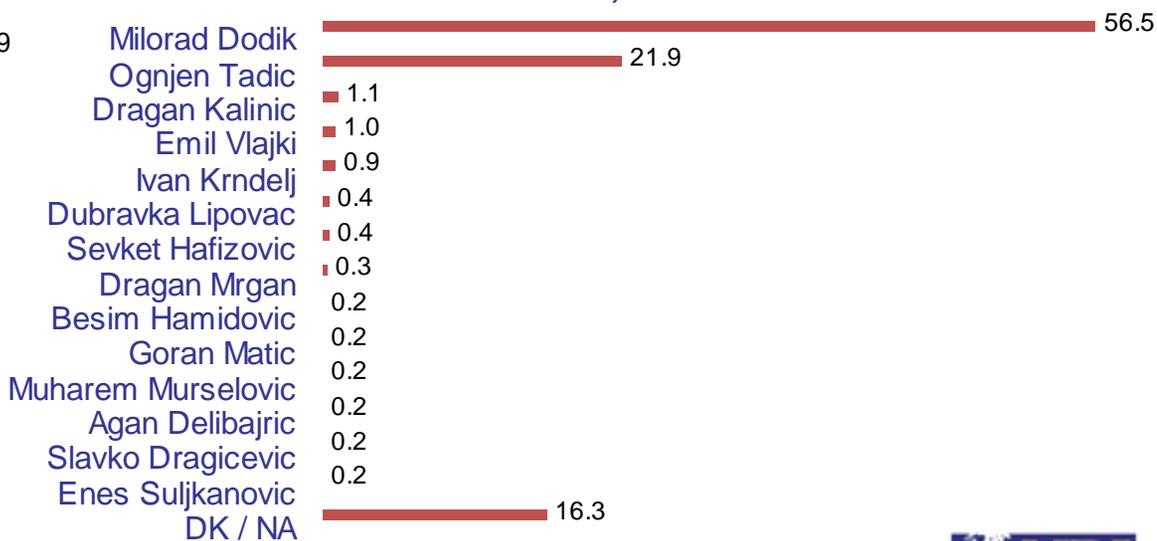


If the election for RS President were being held next week, for whom would you vote?

Base: Total Target Population, RS

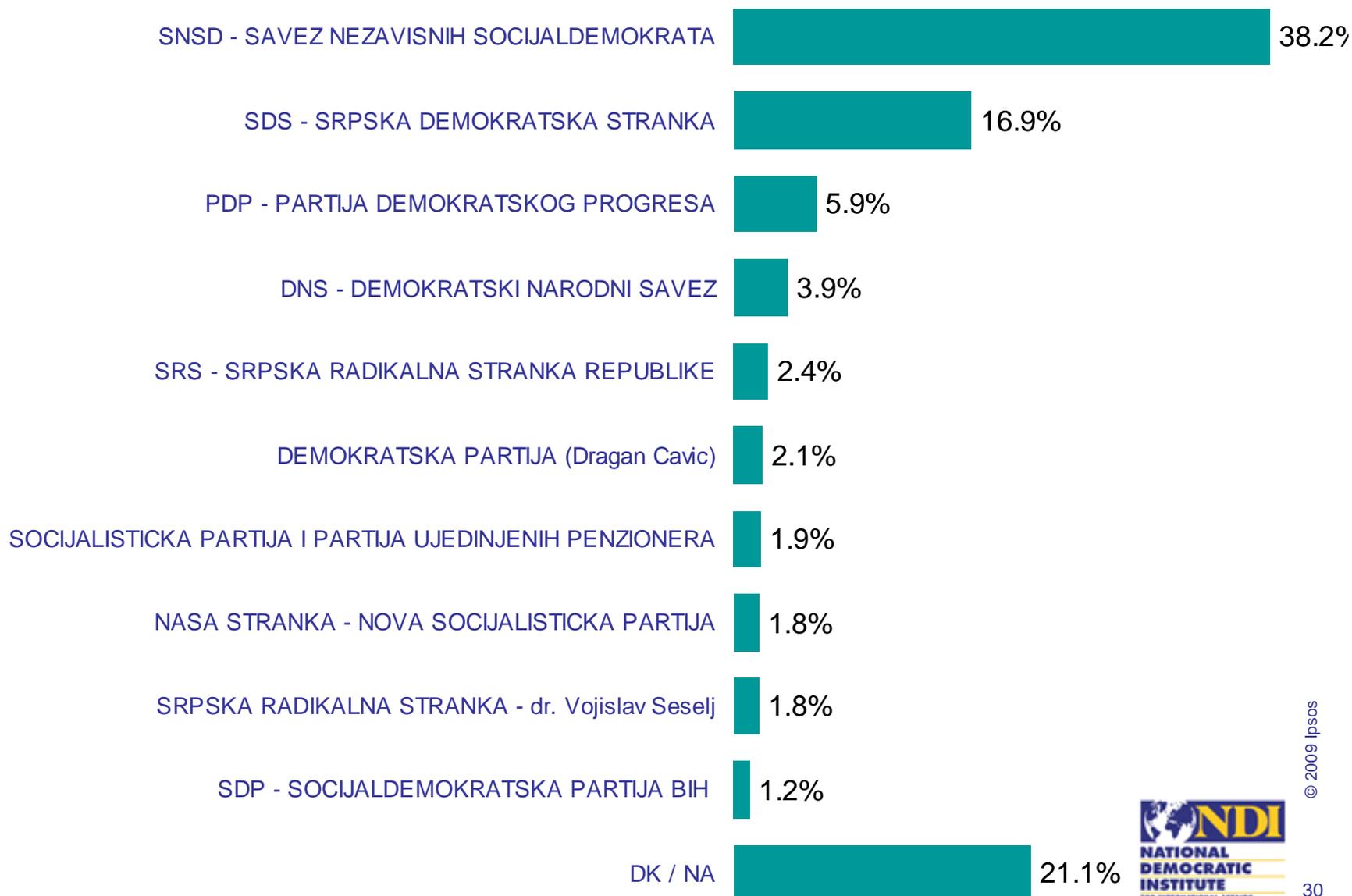


Base: Certain Voters, RS



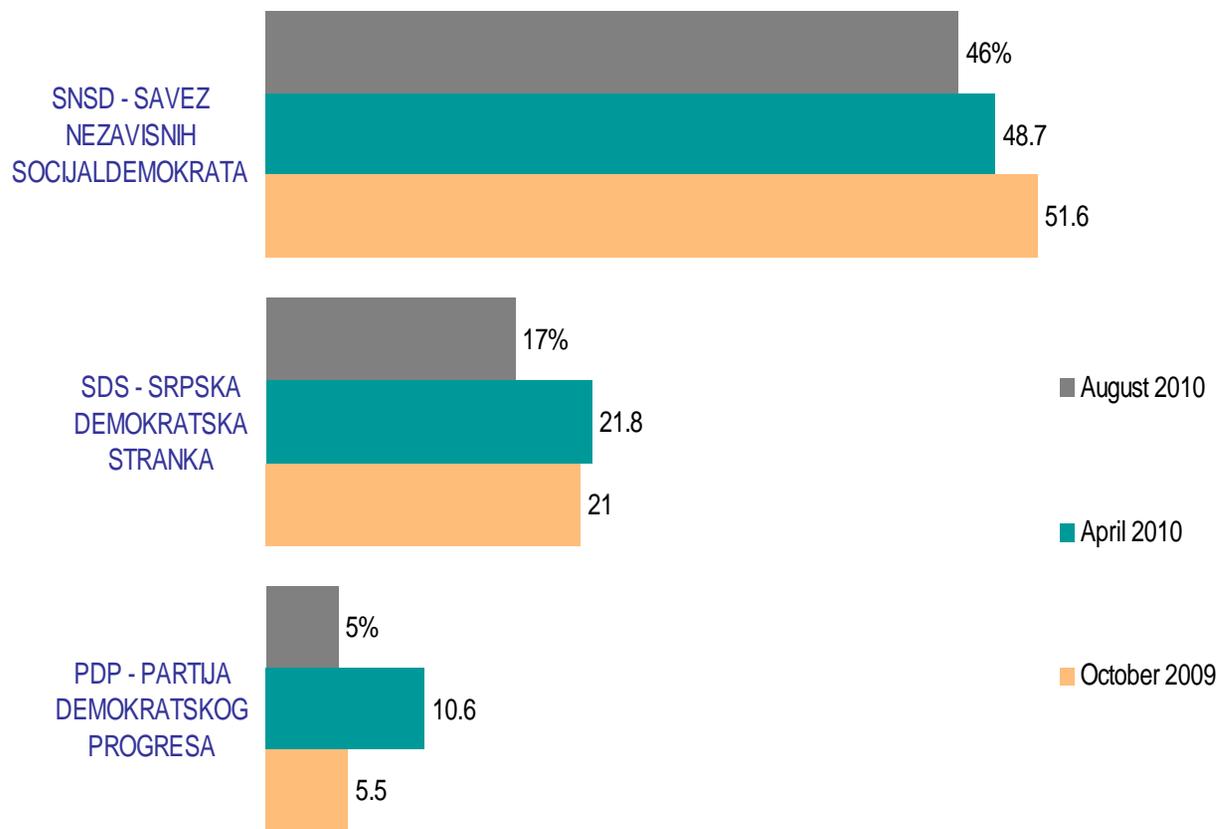
Parliament of the Republika Srpska

Base: Total target population RS



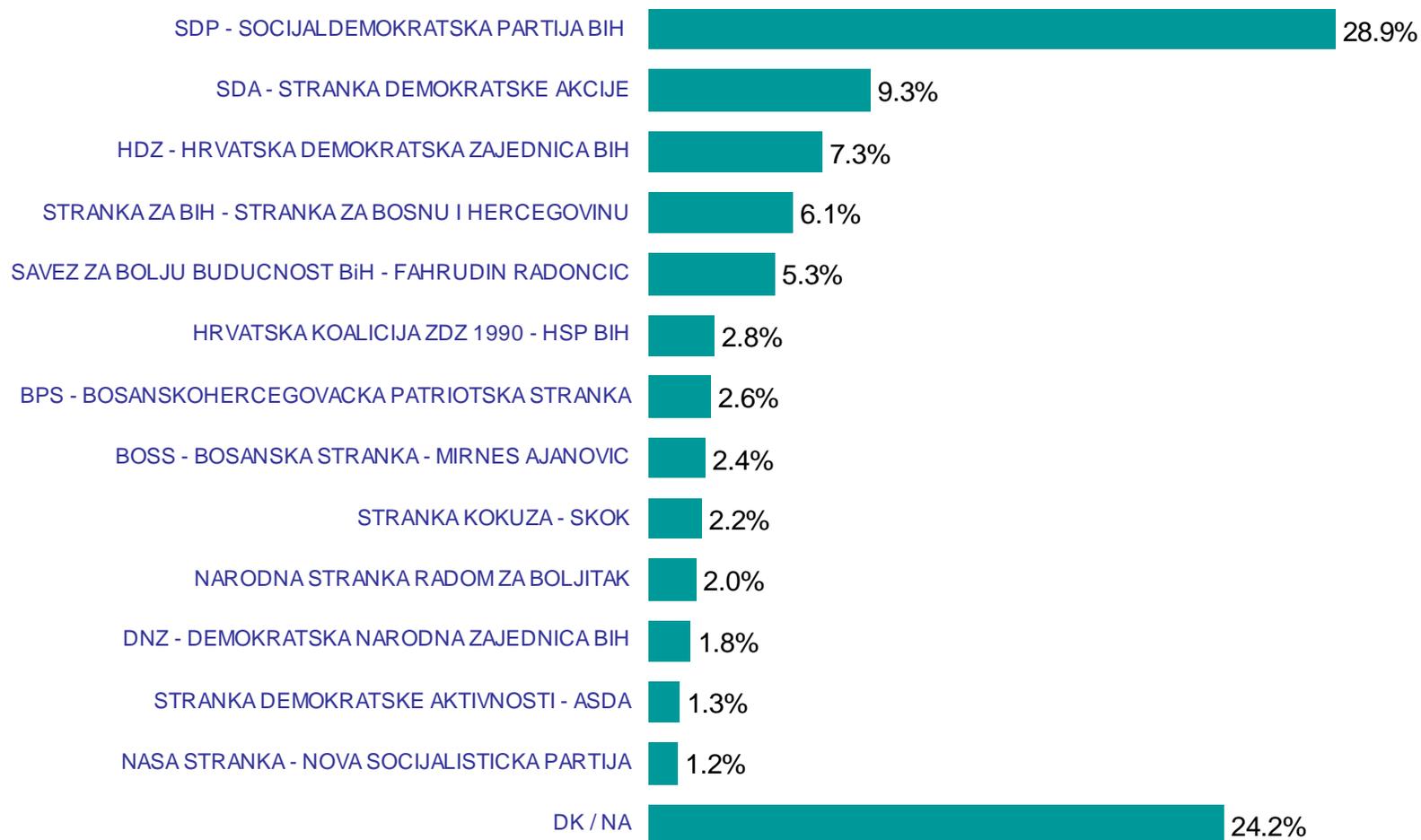
Parliament of the Republika Srpska

Base: Certain Voters RS / Comparison with previous waves



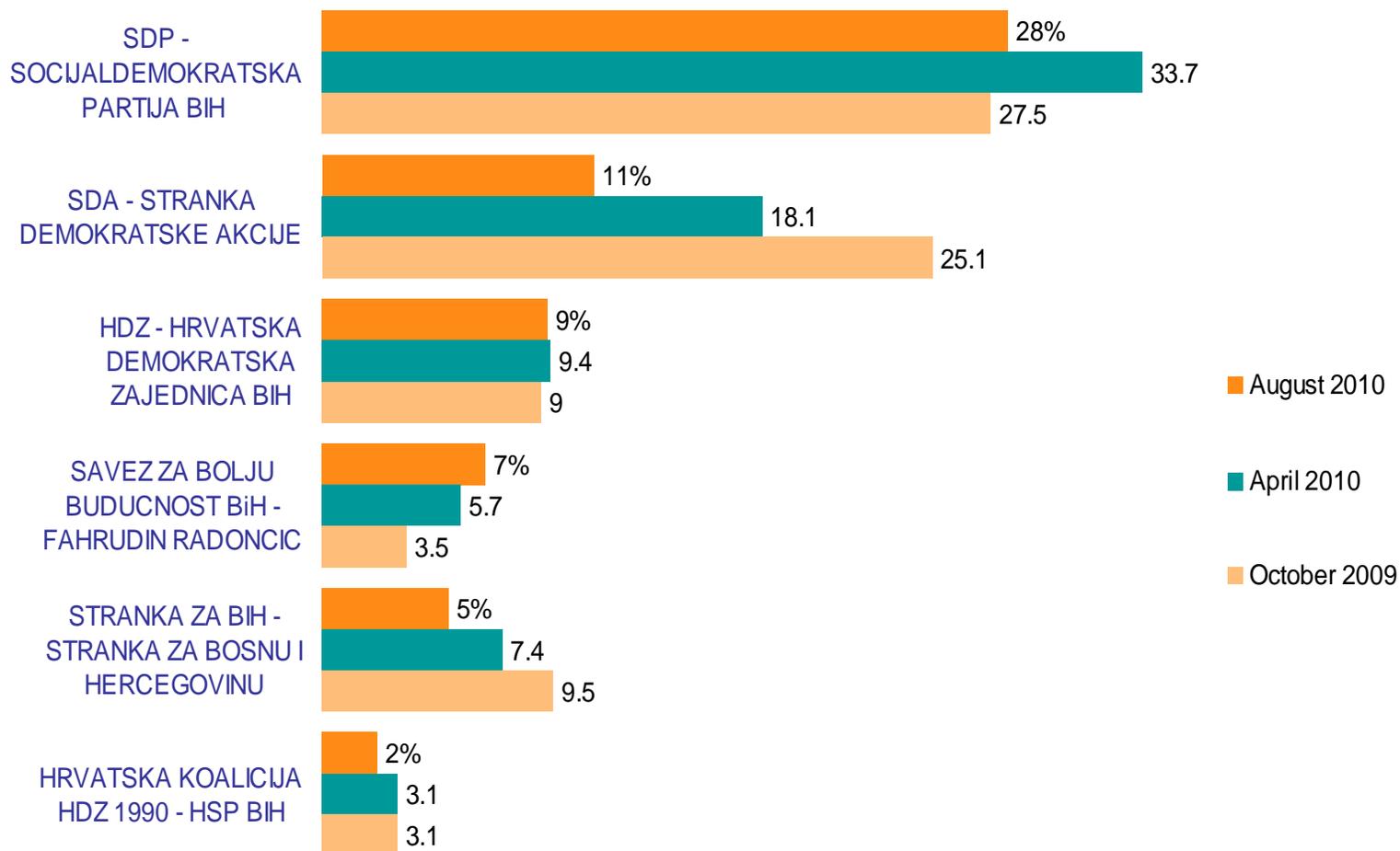
Parliament of the Federation BiH

Base: Total target population FBiH



Parliament of the Federation BiH

Base: Certain Voters FBiH / Comparison with previous waves





- ü General Attitudes
- ü Campaign Information
- ü Government Performance
- ü Voter Preferences
- ü **EU / NATO Integration**
- ü Territorial Arrangement

EU/NATO INTEGRATION

- q Consistent with findings from earlier surveys, almost nine in 10 citizens (86%) support the accession of BiH to the EU.
 - q Citizens of FBiH are more in favor of EU accession than the citizens of RS.

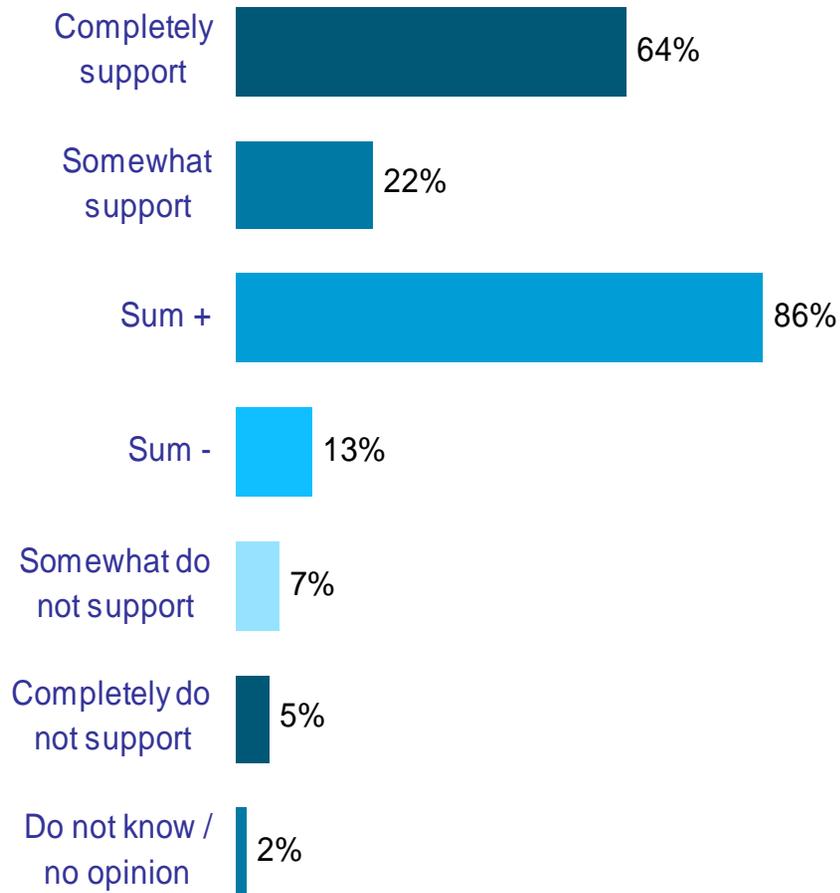
- q More than two thirds (70%) support the accession of BiH to NATO.
 - q On joining NATO, the split between attitudes in FBiH and RS is pronounced, as only 33% of respondents in the RS are for this option, compared to 90% in FBiH.

- q Almost two thirds (62%) of citizens support the presence of the Office of the High Representative (OHR) in BiH.
 - q Again, significantly fewer people in the RS (22%) react favorably to the OHR, than in FBiH (84%).

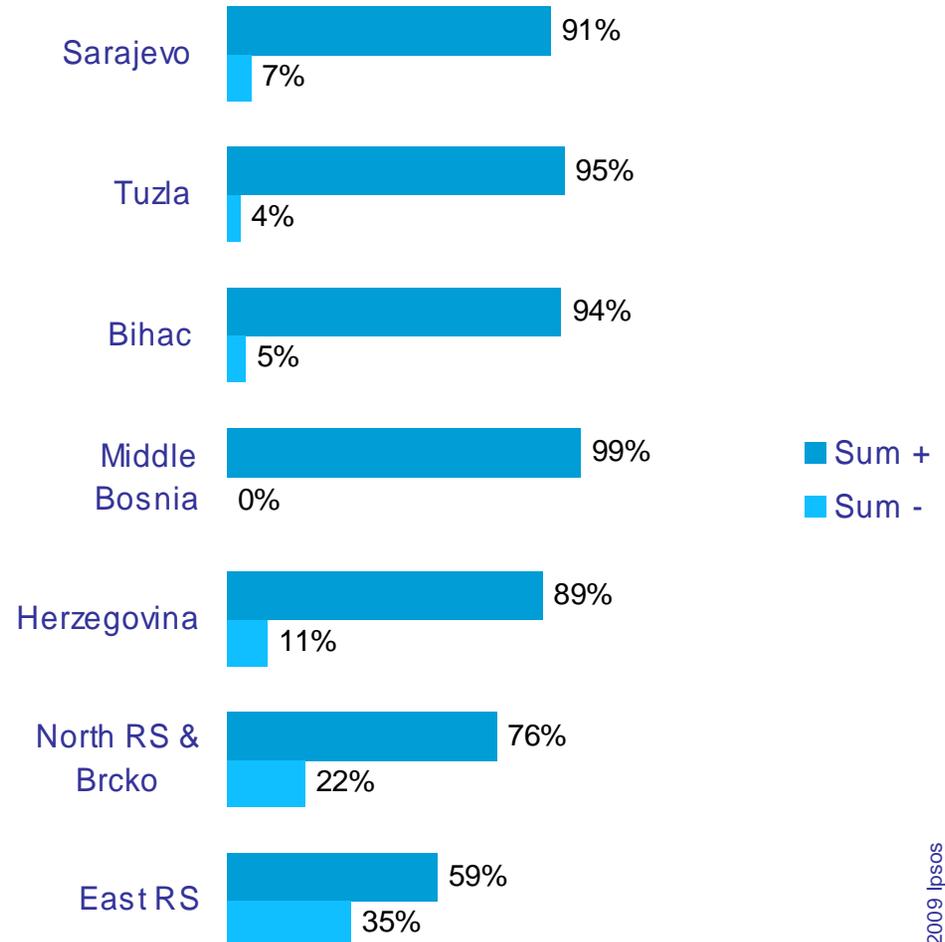


Do you personally support or oppose BiH accession to EU?

Base: Total Target Population



By Region



■ Sum +
■ Sum -

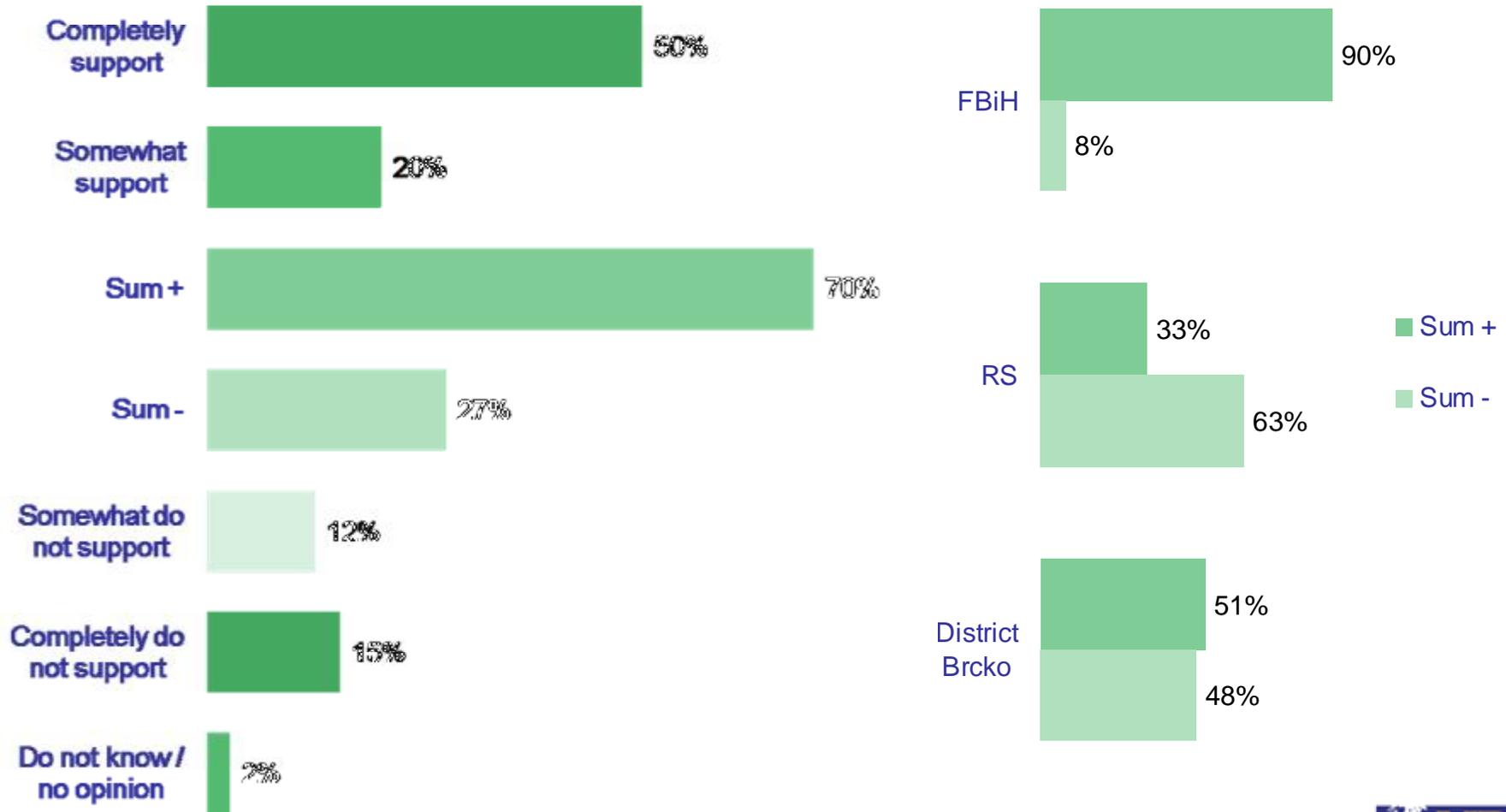
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Do you personally support or oppose joining of BiH to NATO?

Base: Total Target Population

By Entity

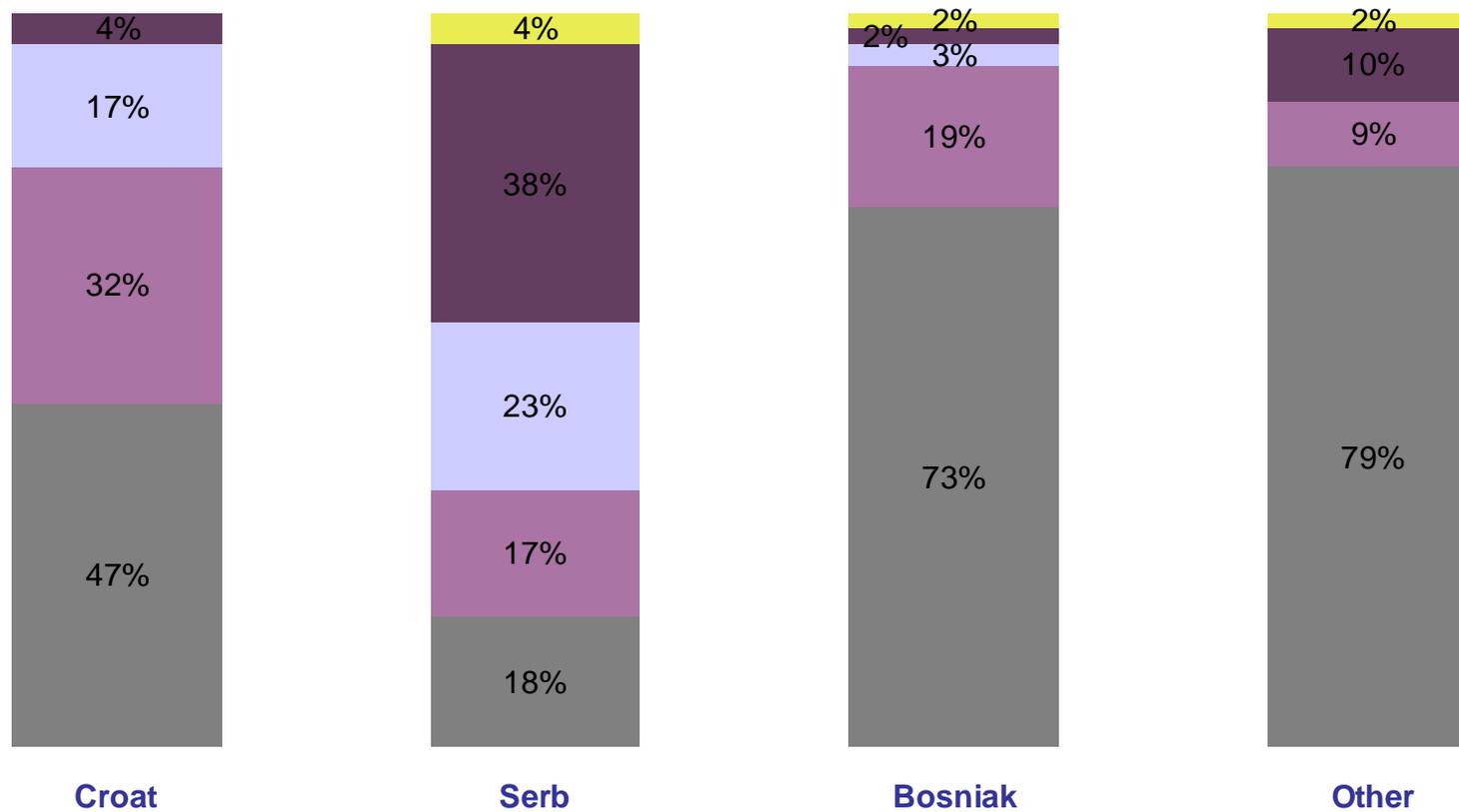




Do you personally support or oppose joining of BiH to NATO?

Base: Total Target Population by Ethnicity

- Completely support
- Somewhat support
- Somewhat do not support
- Completely do not support
- Do not know / no opinion



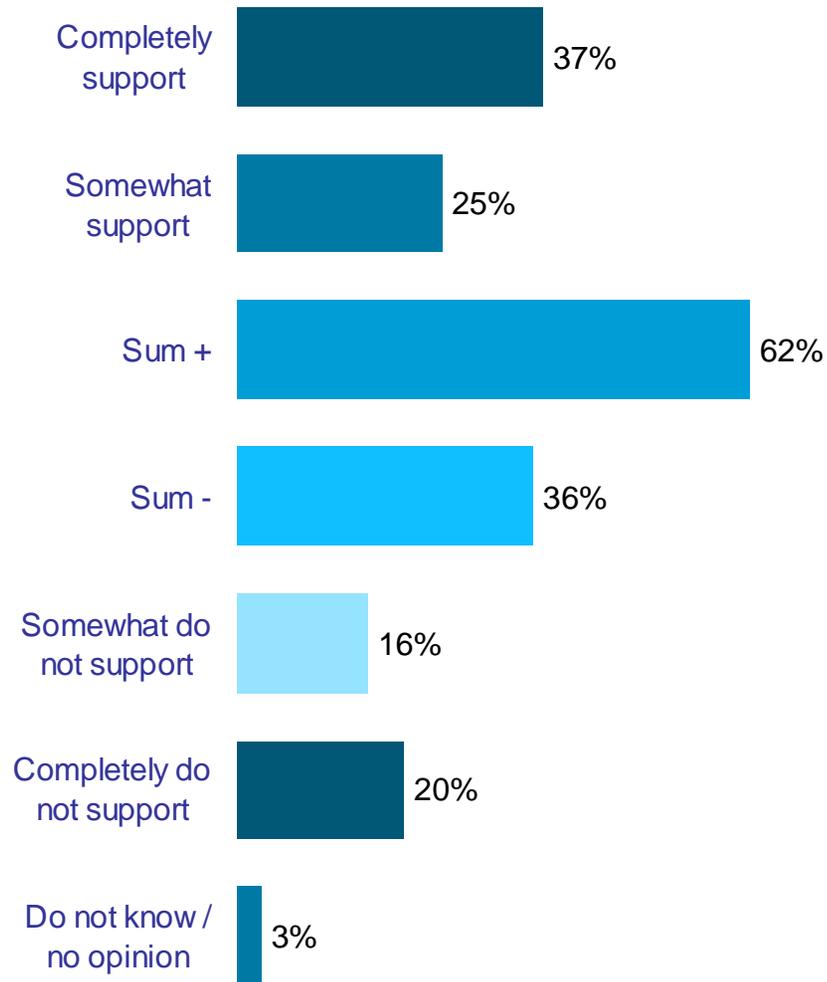
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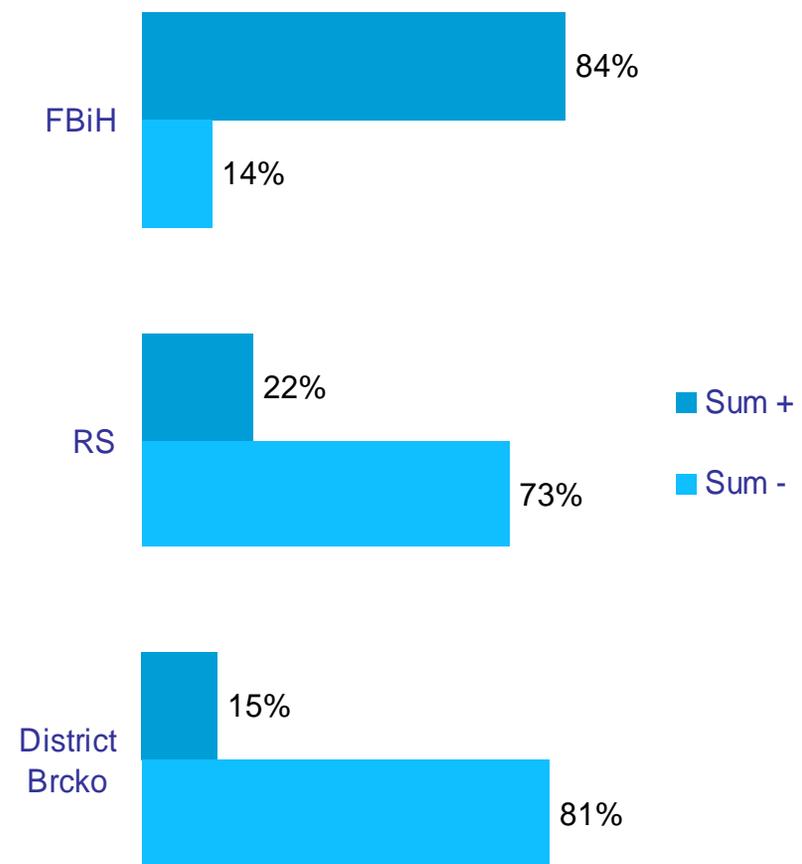


Do you personally support or oppose the OHR's presence in BiH?

Base: Total Target Population



By Entity



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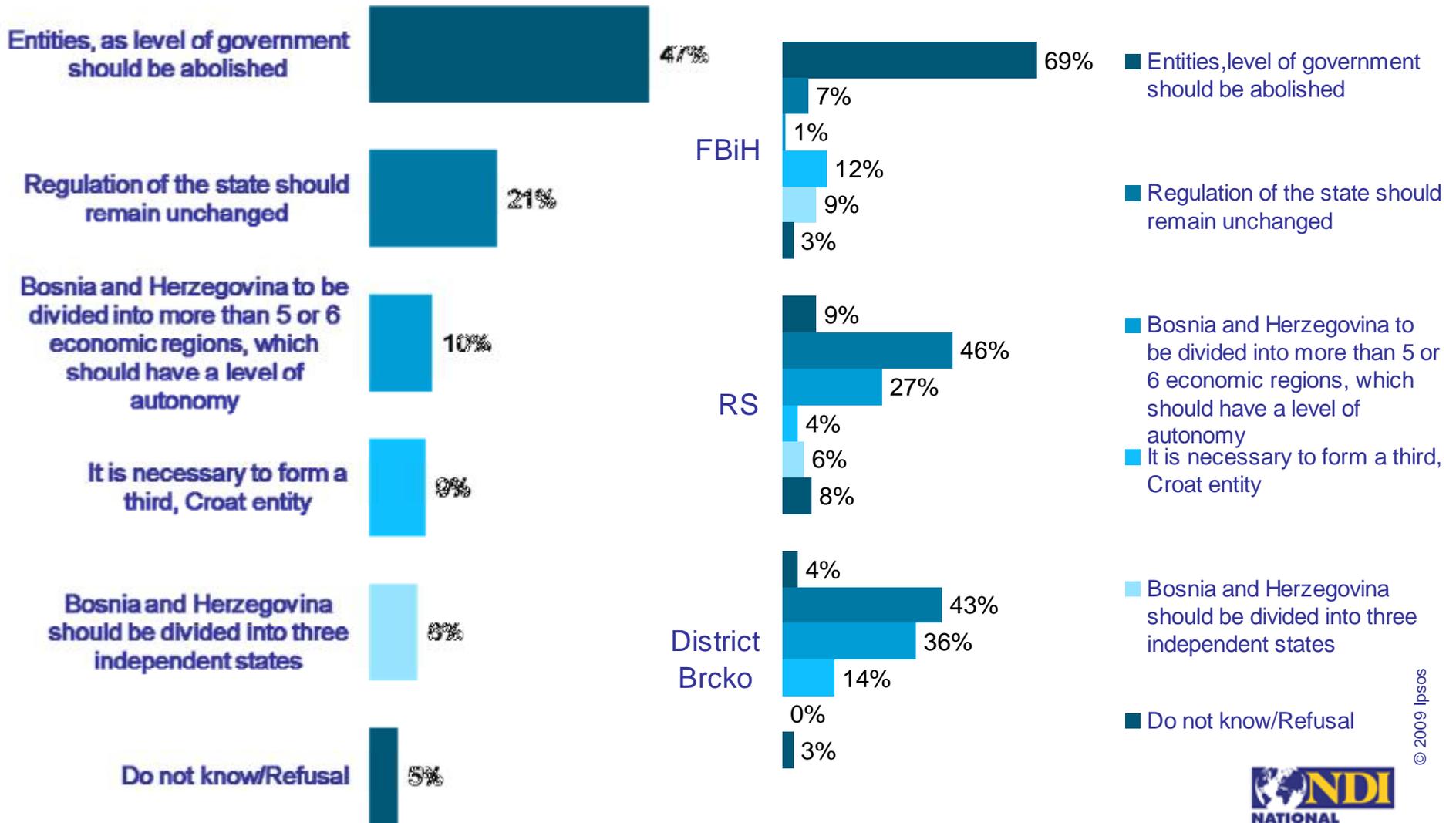
- ü General Attitudes
- ü Campaign Information
- ü Government Performance
- ü Voter Preferences
- ü EU / NATO integration
- ü Territorial Arrangement**



Which of the following best describes your attitude about the territorial arrangement of BiH?

Base: Total Target Population

By Entity



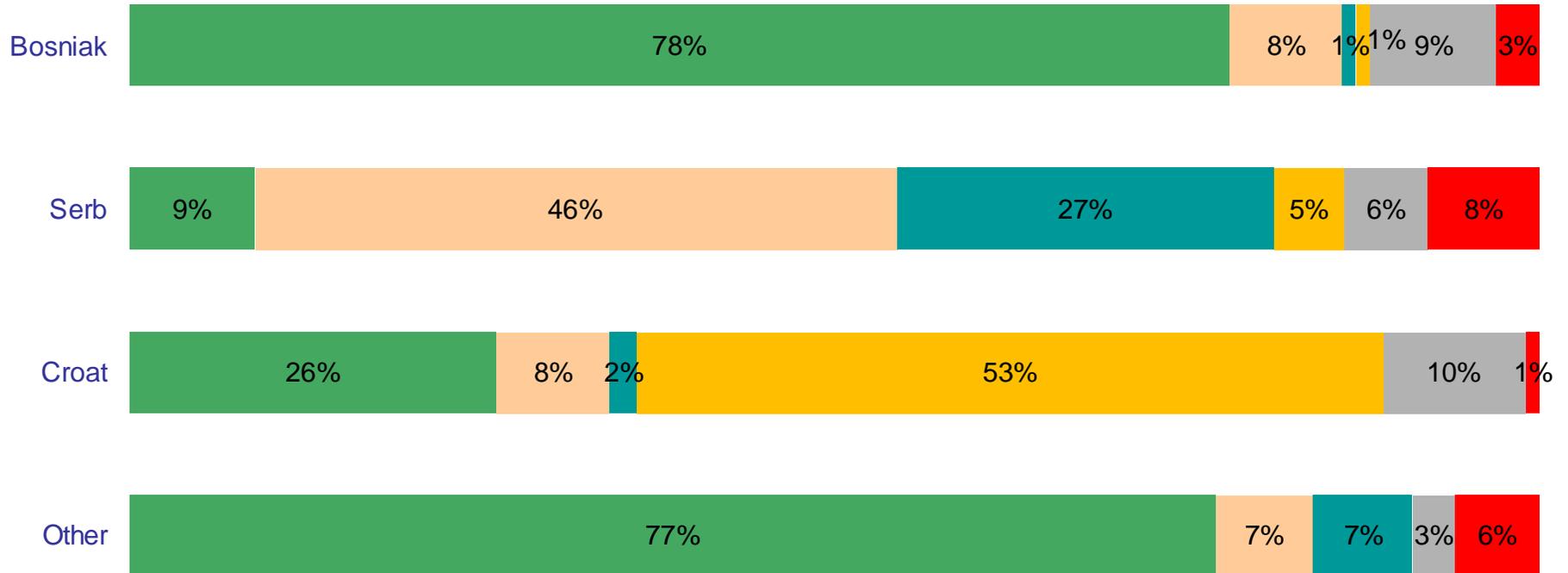
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Which of the following best describes your attitude about the territorial arrangement of BiH?

Base: Total Target Population by Ethnicity



- Entities, as level of government should be abolished
- Regulation of the state should remain unchanged
- Bosnia and Herzegovina to be divided into more than 5 or 6 economic regions, which should have a level of autonomy
- It is necessary to form a third, Croat entity
- Bosnia and Herzegovina should be divided into three independent states
- Do not know/Refusal



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