



THE ATTITUDES TOWARD NGO

Analyses of public opinion results



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Dear all,

Center for Development of NGO sector in cooperation with the Center for Democracy and Human Rights, and with financial support of the USAID/ORT, realized the research concerning attitudes toward NGO sector in Montenegro.

Having in mind that, there are over 3800 registered NGO's and foundations in Montenegro which deal with the different issues in society, CRNVO is continuously observing the attitudes Montenegrin citizens have toward NGO's, wishing to recognize the key problems within the NGO sector which at the same time have influence on forming the public opinion toward NGO sector. Therefore, this research is being performed for second year in a row, which enabled the comparative analyses of attitudes toward NGO's, too.

Sincerely,

Center for Development of NGO sector

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INTRODUCTION

NGO's in Montenegro have become integral part of socio - political life. Today, in Montenegro is almost impossible to find the area of social life where one or more NGO's does not have influence. Except, they differ by areas of social acting, between NGO's exists number of other differences. The key difference probably, is level of social penetration and influence that NGO's are making. In other words, some NGO's have great influence on entire public, special institutions and social circles, where on the other hand is certain that one part of NGO's doesn't have this kind of influence, therefore their influence ends somewhere on the margins of public life. Also, within NGO sector important differences are between some NGO's from aspect of professionalism and expertise, and again in this aspect some NGO's have very high level, while some are on the "other side" of professionalism. Surely, there are important organizational differences within NGO's. While for some of them is characteristic good organization and great number of individuals, work of the others is often "one man show", and without aspirations that such individualization of organization transforms in some collective form of acting. Beside the mentioned differences, there are other differences in NGO sector. The painful one is nature of financing and interests of certain social groups that are represented by NGO's. Finally it's very important to mention the differences between specific social groups.

Therefore, NGO sector isn't something unique, integral and coherent. It is more likely that NGO sector is one complex structure where significant differences could be found, as in other areas of social life. Basic question, from this point of view, is in what way does public perceps NGO's work? Is public making differences that we mentioned or perceps the NGO sector as one entity? Further on, what is really perception concerning NGO sector and what kind of influence does the NGO make on entire public life of society? These were the main goals of the research we are presenting in following pages. Therefore, the main goal of the research was to identify citizens opinion concerning Non Government Organizations. Beside this our research had two specific tasks also. First of all, whereas this research is compatible with previous one that was realized in 2006, our task also was to compare citizens attitude from viewpoint of basic trends. Second, with this research we wanted to find out the factors on which depends citizens perception concernig NGO's, i.e. to demonstrate the attitudes in analitical lite from specific socio – economic citizens characteristics point of view . The third, and last, this research has one sinthetic goal, and that is forming the unique index of NGO's, that consists out of large number of elements which have the role to form unique indicator that we will follow trough time and in that way we will have qualitative and precise insight about trends when we talk about opinion concerning NGO's.

The importance of goals and tasks justifies the research it self. Public and NGO sector need precise and quantified analitical insight in problematic we are dealing with. The research will, in that sence of meaning, no doubt indicate the importance of NGO sector in public life of society, and it will for shure set a certain directives and manuals for further NGO work, in citizens interest and in interest of Montenegrin society overall.

SAMPLE AND STRUCTURE OF RESEARCH

The sample that was used in this research represents twofold stratified multi-level sample with random selection of examinees in final units applied. Number of final census circles fluctuated from 4 to 8 depending from complexity and total structure of final units applied. As corrective factor were applied easy ponders after finishing research on field(post-stratification sample wights)in order to get full complementary based on gender, national structure, and age.

Research included 1032 of examinees, where 47.1% were male and 52,9% female. There is slight disbalance in favor of female part of population. Sample structure by age is in accordance with charateristics of population, to be precise, 33,5% examinees are age between 18-34, 38,1% age between 35 and 54 years and 28.5% who are older than 55 years. National structure : 45,6 Montenegriens, 34% Serbs , 4,4% Bosnians, 5,1 Albanians, 6,7 Muslims and 4,4% member other national groups. Further, 15,2 testees live at countryside, 28,3 in suburban and 56,5 in urban areas. Finally sample included 32,4 of testees from north region, 44,8 from central, and from seaside area 22,8 examinees. All mentioned categories of examinees are in accordance with characteristics of population. Standard statistic error of the sample is 1%.

According to the structure, research and therefore this report consists of several parts. Beside the set of independent variables, on which we already gave certain basic informations, research consited of following segments:

1. Citizens awarness concerning NGO activities
2. Confidence in NGO's
3. Attitudes concerning character, potencial, role and place of NGO's
4. NGO (political background and priorities)
5. NGO's influence

Finally based on all items used in research we formed special NGO INDEX which in summarizing way measures NGO activism, influence and attitudes concerning NGO sector. This index is usefull for sumarizing point of view by social chategories of citizens, and it is especially usefull for weighting from the perspective of trend, or in other words, it is possible to follow through the time course of INDEX and therefore to comparatively evaluate the influence, place, and role which NGO sector has in social life of Montenegro.

RESEARCH RESULTS

1 Citizens awareness concerning NGO activities

Citizens awareness concerning NGO activities is measured by a simple question : *How do you evaluate Your awareness concerning NGO activities?* The same question was asked in previous research and here is comparative demonstration of answer distribution:

Table 1: Citizens awareness concerning NGO activities

Awareness	DAMAR 2006 %	CEDEM 2007 %
Informed (totally , very good, well informed)	19.1	25.5
Partially informed	41.7	38.1
Not enough informed	20.2	20.6
Non informed	13.9	10.6
Not able to evaluate	5.1	5.2

First of all we can see that a little over $\frac{1}{4}$ of *examinees is informed about activities concerning NGO's, which is comparatively in relation to previous research and increased by more than 5%(table 1)*. When we talk about awareness concerning NGO activities of different social categories of citizens we can conclude that:

- Gender differences, are not statistically significant from awareness point view.
- Citizens younger than 30 and older than 60 are less informed compared to the other categories.
- The higher level of education citizens have, grader gets the level of awareness.
- Those who live in urban areas are better informed about activities compared to those who live in suburban areas but they are better informed than those living at countryside.
- There are no differences in awareness when observed regionally.
- It is interesting to note, when talking about material status of citizens point of view, the citizens located in “middle”, i.e. those who do not belong in category of low nor high material status are better informed about NGO activities compared to the other two categories.

Table1.2: Awareness and social characteristics of examinees

		INFORMED	PARTIALY INFORMED	INSUFFICIENT	UNINFORMED	NOT ABLE TO EVALUATE	χ^2
Gender	Male	29.3%	36.6%	20.4%	9.1%	4.6%	8,08 Df = 4
	Female	22.2%	38.9%	21.1%	12.0%	5.7%	
Age	from 18 to 29 years	23.9%	35.0%	22.2%	10.7%	8.1%	45,78 * Df = 20
	from 30 to 39 years	24.9%	44.6%	16.4%	11.7%	2.3%	
	from 40 to 49 years	28.4%	43.2%	16.3%	10.0%	2.1%	
	from 50 to 59 years	29.1%	37.9%	21.8%	8.3%	2.9%	
	over 60 years	23.0%	28.7%	27.0%	11.8%	9.6%	
Education	No education	0.0%	20.0%	10.0%	60.0%	10.0%	58,75 * Df = 16
	Primary	17.6%	34.1%	24.2%	16.5%	7.7%	
	Secondary	22.5%	38.4%	22.1%	11.6%	5.4%	
	Higher	34.4%	38.7%	16.6%	6.1%	4.3%	
	High	37.4%	35.9%	17.6%	5.3%	3.8%	
Tipe of settlement	Countryside	19.7%	35.0%	26.8%	13.4%	5.1%	23,42 * Df = 8
	Suburban	22.5%	36.9%	21.2%	15.4%	4.1%	
	Urban	28.5%	39.5%	18.7%	7.5%	5.8%	
Region	North	25.1%	37.0%	22.4%	9.9%	5.7%	7,2 Df = 8
	Central	26.2%	39.6%	20.3%	8.9%	5.0%	
	South	24.6%	36.4%	19.1%	14.8%	5.1%	
Material status	Low	23.9%	39.2%	19.7%	12.5%	4.7%	23,48 * Df = 8
	Middle	27.0%	41.3%	21.0%	6.2%	4.4%	
	High	24.7%	30.3%	22.1%	15.6%	7.4%	

*Statistics: $p < 0, 05$

2. Trust in NGO

Level of confidence was measured by simple four level ordinary scale, in same way it was performed in 2006. The question was: *How would you evaluate your confidence in Non-Government Organizations?*

Table 2: Confidence in NGO's

LEVEL OF TRUST	DAMAR 2006 %	CEDEM 2007 %
High	3.6	8.1
Medium	32.8	34.1
Small	19.8	25.3
No trust	14.4	15.7
Not determined	29.4	16.8

The information's we obtained, are demonstrating that confidence has grown by 4,5% compared to year 2006, when speaking about highest level of confidence, and insignificantly when speaking about medium level of confidence. Main difference, however, matched with previous research is significantly decreasing percentage of those examinees who are not determined. This data goes in favor to visibility of NGO sector or in other words, increasing of those who have the attitude, which goes in favor of premise that in public there is larger number of those who have contact with NGO sector. If we match confidence of examinees (table 2.2) of different social categories, we can bring out these conclusions:

- Gender differences are significant, i.e. in some degree woman have more confidence in NGO when compared to men, but also significantly larger number of woman do not have the attitude concerning this issue.
- Older categories of examinees trust more NGO's compared to younger ones.
- The differences in education aren't statistically important.
- Differences by type of settlement, are not statistically important
- Citizens living in northern area have more confidence when compared to those who live in central or seaside region.
- Differences in trust by material status are statistically important, and data are showing that citizens with higher status have the most trust, than those who belong to low class. It's interesting that the least trust is expressed by citizens belonging to middle class. This fact is interesting, knowing that exactly this category of examinees (middle class) is the best informed one about the NGO activities, as we saw in the previous part of research.

Tabela 2.2: Awareness and social characteristics of examinees

		INFORMED	PARTIALY INFORMED	INSUFFICIENT	UNINFORMED	NOT ABLE TO EVALUATE	χ^2
Gender	Male	7.9%	31.9%	28.5%	19.0%	12.7%	20,17* Df = 4
	Female	8.1%	36.1%	22.8%	12.6%	20.4%	
Age	from 18 to 29	5.6%	32.2%	22.3%	19.3%	20.6%	37,13* Df = 20
	from 30 to 39	5.1%	34.1%	29.4%	15.0%	16.4%	
	from 40 to 49	8.4%	39.5%	22.6%	13.7%	15.8%	
	from 50 to 59	11.3%	40.7%	24.0%	10.8%	13.2%	
	over 60	11.9%	23.2%	28.8%	18.6%	17.5%	
Education	No education	0.0%	20.0%	60.0%	20.0%	0.0%	24,03 Df = 16
	Primary	5.4%	27.2%	31.5%	20.7%	15.2%	
	Secondary	9.8%	32.3%	24.1%	15.7%	18.0%	
	Higher	5.5%	39.9%	22.1%	17.2%	15.3%	
	High	6.8%	40.2%	25.8%	11.4%	15.9%	
Type of settlement	Countryside	5.7%	31.8%	22.3%	22.3%	17.8%	12,40 Df = 8
	Suburban	6.5%	34.5%	24.2%	15.7%	19.1%	
	Urban	9.6%	34.5%	26.6%	13.9%	15.3%	
Region	North	11.4%	36.0%	18.6%	18.0%	15.9%	28,57* Df = 8
	Central	6.3%	31.1%	32.2%	14.5%	16.0%	
	South	6.8%	37.6%	21.4%	14.5%	19.7%	
Material status	Low	8.6%	36.9%	23.1%	13.9%	17.5%	32,62* Df = 8
	Middle	6.2%	38.2%	28.1%	13.1%	14.3%	
	High	9.9%	22.0%	24.1%	22.8%	21.1%	

* Statistics: $p < 0,05$

3. Attitudes concerning character, potential, place and role of NGO sector

The integral part of research were attitudes toward NGO in some key segments treated by public opinion. Network of items, used is identical to the one in previous research, therefore it is possible to compare data (table 3).

Table 3: Attitudes concerning NGO

ATTITUDE	AGREES		DISAGREES		NO OPINION	
	2006.	2007.	2006.	2007.	2006.	2007.
NGO's are unprofitable and non party oriented	36.2	40.8	28.2	36.5	35.6	22.6
NGO's are good opportunity for the citizens to organize them selves and in that way to solve important social questions.	59.2	59.6	14.3	26.6	26.5	13.8
NGO's should be banned from work because they serve to the interest of other countries.	20.6	15.3	54.0	62.9	25.4	21.7
Without NGO's, syndicates and independent medias isn't possible to control the authorities	57.6	55.3	18.3	26.5	24.1	18.2
NGO's make possible for capable individuals who aren't politically engaged to act, and to give opinion in public	68.1	62.5	10.4	19.6	21.5	17.9
Political parties and their leaders do not care about NGO's opinion on certain social problems	61.0	54.9	11.1	23.0	27.8	22.1
Most of NGO's are an instrument for vise individuals to get money and influence.	66.7	45.5	13.7	32.7	19.6	21.9

First premise is: *NGO's in Montenegro are nonprofit and non-party oriented* in fundament it measures the level of agreeing with thesis, which represents operacionalization of NGO definition by itself. In our research with this thesis in lesser or grader level agreed 40.8% of examinees (36,2% in 2006). With the same premise do not agree 36,5% of examinees (28,2 2006), while there is 22,6 % of those with no attitude (35,6% in 2006). Comparatively, basic conclusion is that the number of those without attitude decreased, **and this goes in favor to thesis that NGO's are becoming an important and integral part of social and political being in total**, also the number of citizens with attitude toward NGO's is increasing constantly. Exactly because of the less number of those without attitude rises up the number of those who agree that NGO's are nonprofit and non party oriented, also of those who do not agree with this premise.

Second premise is: *NGO's are good opportunity for citizens to organize themselves and in that manner solve crucial social issues*, and this premise also operates with one of the key roles that NGO's should have. With this attitude agrees 59, 6% of

examinees, which is on the last year level, while with this premise disagrees 26, 5% of examinees **which is significant increasing compared to research conducted in 2006** (14, 3). The key difference, again, is in number of those without attitude, i.e. only 13, 8% of examinees do not have an attitude unlike to 26, 5% of examinees with no attitude in 2006. Therefore, decreasing the number of those without attitude led to increasing the number of those who do not agree that NGO's are good opportunity for citizens.

Third premise is: *Work of NGO's should be banned because these organizations serve to other countries interests*, this is also one negatively intoned premise, but also the premise that can be heard in public from those who generally have negative attitude concerning NGO's. In our research the number of those who agree with this opinion is 15.3% (20.6% 2006), while 62.9% disagrees (54.0% in 2006), while the number of those without opinion is 21,7%(25,4% 2006). So, when we talk about this indicator, it is undoubtedly that image in public towards NGO improved, because percent of those who believe that NGO's are serving to foreign interests is smaller.

Fourth premise is: **Without NGO's syndicates and independent medias isn't possible to control the authorities** and this premise also operates with one of important NGO roles. With this opinion agrees 55,3% of citizens (57.6% 2006), while 26,5% disagrees (18.3% 2006). Finally 18,2% is without opinion on this issue unlike 24,1% of citizens with no opinion on this matter in 2006. So, speaking about this indicator we are weighing mild negative trend.

Fifth premise is: *NGO's are giving an opportunity to many capable individuals, who aren't politically engaged, to act in public and to bring out their opinion*. With this thesis agreed 62,5% of examinees (68,1% 2006), while 19,6% disagreed (10.4% in 2006). Finally, on this issue there is 17, 9% of examinees without attitude unlike the 21,5% in year 2006. Therefore, by this indicator also exists negative trend, whereby not only that decreased number of those without opinion but also the redistribution of those who agree and the ones who disagree with this premise was done.

Sixth premise is **Political parties and their leaders do not care about NGO's opinion on certain social problems**: this premise also measures indirectly NGO's influence on political life in Montenegro. With this premise agrees 54,9% examinees, and that is smaller number than 61.0% in 2006 but still more than half compared to total sample. Further on, with premise didn't agree 23.0% of examinees, that is more comparing to 11% in 2006, while number of those without attitude is 22.1% on this issue, and again smaller in relation to 27.8% (2006). So, here is being measured positive trend, or in other words **public considers that influence of NGO's on political parties is higher**, but great majority of citizens considers it still too small.

Last premise in this in this set of items is: **Most of NGO's are an instrument for vise individuals to get money and influence**. This attitude measure negative relation toward NGO's. With this premise in our research is agreeing 45.5% of examinees, which is significantly smaller number compared to 66.7% in previous research in 2006. Consequent, 32, 7% examinees do not agree and that is significantly higher number than 13,7% in 2006. The opinion on this issue do not have 21, 9% of citizens, which is slightly more comparing to previous research (19.6% in 2006). Therefore, we are **noticing**

the strong positive trend seeing that number of those who see NGO's as instrument for earning money and individual influence is smaller for 5 percent

Therefore, the trends are ambivalent in a way. In certain aspects we are measuring positive but in some ways negative trends. Still, methodologically the praxis showed that comparing on level of individual items is generally insecure. This is because the values on items are of ordinary type and is including evaluation, and the evaluation values not just trough time but also depends out all sequence of marginal and situation variables. In praxis of social researches, much better way to follow trends in this meaning is forming of **scales**, which represent summarization of attitudes referring on single dimension, this time **attitudes concerning NGO's**. In this way, we get synthetic indicators of attitudes toward NGO's in total and the individual variation by items are getting less relevant and weighing gets more reliable. Exactly, the scale we formed on the base of this research, and it will serve us as the base from weighing trends, and by using this scale, we will weigh the differences, which exist between different socio – demographic categories of citizens.

Attitudes towards NGO were measured by scale that consists of following premises:

- NGO's in Montenegro are non-profit and non party-oriented
- NGO's are good opportunity for citizens to organize themselves and in that manner to solve crucial social issues
- Without NGO's, syndicates and independent medias isn't possible to control the authorities
- NGO's make it possible for capable individuals that aren't politically engaged to act, and give opinion in public

First here are the averages by all items (table 4) formed by using a four level ordinal scale, therefore, the grater value of average is, the examinees more agree with the premise given.

Table 4: Attitudes toward NGO –Averages by items

	N	A.S.	S.D.	Skew ness
NGO's in Montenegro are non-profit and non party-oriented	799	2.54	.952	-.074
NGO's are good opportunity for the citizens to organize them selves and in that way to solve important social questions.	890	2.86	.882	-.421
Without NGO's, syndicates and independent medias isn't possible to control the authorities	844	2.82	.959	-.457
NGO's make possible for capable individuals that aren't politically engaged to act, and give opinion in public	848	2.97	.842	-.606

For weighing inter consistency of scale we used correlation matrix and Cronbach's Alpha coefficient. On the base of weighing of inter structure (table 5), there could be seen that all the chosen items are in coherent relation, and that this structure lets us make unique scale. Further on, Cronbach's Alpha coefficient for the whole scale is 0,73 and therefore, we can tell that the scale fulfills all the reliability criteria's (ALPHA > 0,70), or in other words, these four items together, in a very reliable way, are weighing the **attitude toward NGO's in total**.

Table 5: Correlation matrix attitudes towards NGO's

	NGO's in Montenegro are non-profit and non party-oriented	NGO's are good opportunity for citizens to organize themselves and on that manner solve crucial social issues	Without NGO's, syndicates and independent medias isn't possible to control the authorities	NGO's make it possible for capable individuals that aren't politically engaged to act, and give opinion in public
NGO's in Montenegro are non-profit and non party-oriented	1.000	.500	.323	.276
NGO's are good opportunity for citizens to organize themselves and on that manner solve crucial social issues		1.000	.469	.469
Without NGO's, syndicates and independent medias is not possible to control the authorities			1.000	.416
NGO's make it possible for capable individuals that aren't politically engaged to act, and give opinion in public				1.000

Further, on, the scale is formed as average of items out of which is consisted. In other words, every examinee got its score on the bases of answer on all four items that scale is consisted of. Table, 6 is demonstrating distribution of scores of scale of attitudes toward NGO's.

Table 6: Distribution of the values on the scale: Attitude toward NGO's

	N	%
1.00	37	3.8
1.25	4	0.4
1.33	3	0.3
1.50	12	1.2
1.67	14	1.5
1.75	24	2.5
2.00	109	11.2
2.25	53	5.4
2.33	26	2.7
2.50	80	8.2
2.67	30	3.1
2.75	90	9.2
3.00	207	21.2
3.25	57	5.9
3.33	34	3.5
3.50	68	6.9
3.67	14	1.4
3.75	44	4.5
4.00	69	7.0
Total:	975	100.0

Further on, in table no. 7 are given the basic statistic characteristics of scale, which indicates attitude toward NGO's. So, on the scale from 1 to 4, average is 2, 78 and median is 3. Therefore, this data by it self, tells us that **positive attitude toward NGO's is predominant in public opinion**. As controlling index also could be used the data which indicates skewness of distribution (negative sign mark) which affirms afore mentioned thesis. Then, this synthetic data is showing us public opinion concerning NGO's as a whole, also by using this data we can trace throughout time if the public opinion changed and in which direction. This method of weighing, we repeat, is far more reliable when speaking about following the trends rather than following them by single items (statements).

Table 7: Basic characteristics of the scale: Attitude toward NGO's

		Statistics
Average		2.78
95% Interval of trust	From	2.73
	To	2.82
Median		3.00
Variance		0.53
Standard deviation		0.73
Minimum		1.00
Maximum		4.00
Range		3.00
Skewness		-0.39
Kurtosis		-0.19

Further on, by using the synthetic score on the scale of attitude toward NGO's we can weigh the differences, which exist from different socio – demographic categories of population point of view. The data shown in the table no. 8 indicate these conclusions:

- Women have more positive attitude toward NGO's than men do.
- The differences in attitude toward NGO's concerning age of examinees exist and statistically are important, but only in light of the fact that examinees old between 50 and 59 years have more positive attitude toward NGO's in relation to other age categories, while the differences between other categories are not important.
- When education is concerned, the differences in attitude toward NGO's are not statistically important.
- The differences in attitude toward NGO's, also, are not statistically important when we compare the scores depending on type of settlement.
- Regional differences in attitude toward NGO's are significant, i.e., the most positive attitude have the inhabitants who live in seaside area, on the other side the most negative attitude is expressed by inhabitants of central region.
- Concerning material status of examinees, there are not statistically important differences between those who belong to lower, middle or upper class.

Table 8: Socio – demographic differences in attitude toward NGO's

		AVERAGE	F test
Gender	Male	2.72	4,18 * Df = 1
	Female	2.82	
Age	from 18 to 29 years	2.67	3,44 * Df = 4
	from 30 to 39 years	2.71	
	from 40 to 49 years	2.79	
	from 50 to 59 years	2.92	
	over 60 years	2.76	
Education	No education	2.95	1,07 Df = 4
	Primary	2.66	
	Secondary	2.79	
	Higher	2.82	
	High	2.71	
Type of settlement	Countryside	2.88	2,11 Df = 2
	Saburban area	2.73	
	City	2.77	
Region	North	2.80	12,53 * Df = 2
	Central	2.66	
	South	2.96	
Material status	Lower	2.74	0,29 Df = 2
	Middle	2.78	
	Higher	2.79	

* Statistics: $p < 0,05$

4. NGO influence (political background and priorities)

In this part of research, we used two questions, which are different by its nature, but which in light, a few important aspects of public opinion. First question in this set was: *NGO's serve to achieve interests of which groups?*

Table 9: Whose interests realize NGO?

INTERESTS	DAMAR 2006 %	CEDEM 2007 %
Montenegrin citizens and public good	26.0	33.3
NGO leaders	16.8	15.8
Government	8.6	7.6
Political parties	6.8	7.5
Foreign states	4.4	5.3
Can't tell	37.4	30.6

When compared the data we got from the previous research (2006), the information's we got this time indicate a positive trend (table 9). Particularly, the number of those who do not have the attitude lessened for almost 7 per cent, i.e. also by this indicator we weigh grater familiarization of citizens with the NGO's operations in total. Then, **the number of citizens who think that NGO's realize the interests of the citizens of Montenegro and also serve to public good is grader** for 7,3 per cent, while all the other differences are marginal even in the line of standard statistic mistake. By analyzing the data from the different socio – demographic examinees point of view it could be concluded (table 9, 2):

- Between men and women there are statistically important differences, primarily because man predominantly think that NGO's fulfill the interests of the NGO's leaders and political parties when compared to women. In addition, women in many cases are not determined concerning this matter.
- The differences concerning age of examinees are not statistically important.
- Examinees who have completed high school in grater level think that NGO's do realize the interests of citizens, when compared to other categories. Examinees who have completed university predominantly think that NGO's serve for NGO leader's interest. Examinees with elementary education predominantly think that the NGO's serve to fulfill the political parties interests. The citizens who belong in this category, also, more often do not have the attitude concerning this question when compared to others.

Table 9.2 Premises about the interests NGO's fulfill and social attributes of examinees

SOCIAL ATTRIBUTES OF EXAMINEES		NON GOVERNMENT ORGANIZATIONS ARE THERE TO FULFILL THE INTERESTS OF						
		1*	2*	3*	4*	5*	6*	χ^2
Gender	Male	32.0	17.5	8.9	10.6	6.0	24.9	27,01* Df = 5
	Female	34.0	14.4	6.3	4.6	4.8	35.9	
Age	from 18 to 29 years	28.8	17.6	7.3	8.2	5.6	32.6	20,40 Df = 20
	from 30 to 39 years	30.7	14.4	8.4	4.7	8.4	33.5	
	from 40 to 49 years	38.4	15.3	5.8	8.4	4.7	27.4	
	from 50 to 59 years	35.1	18.0	8.3	7.3	2.0	29.3	
	over 60 years	33.9	14.1	7.9	9.6	5.6	28.8	
Education	No education	60.0	10.0	20.0	0.0	0.0	10.0	42,16* Df = 20
	Primary	27.5	15.4	7.7	13.2	2.2	34.1	
	Secondary	35.4	13.1	6.7	5.6	5.7	33.4	
	Higher	30.7	20.2	7.4	9.8	4.9	27.0	
	High	25.2	25.2	9.2	9.9	7.6	22.9	
Type of settlement	Countryside	28.5	18.4	6.3	2.5	5.7	38.6	18,32* Df = 10
	Suburban	37.1	12.7	8.2	8.6	3.4	29.9	
	City	32.6	16.8	7.5	8.2	6.0	28.8	
Region	North	36.5	13.8	9.0	7.2	5.4	28.1	22,45* Df = 10
	Central	27.8	19.4	7.8	8.8	5.0	31.3	
	South	39.7	11.5	5.1	5.1	5.6	32.9	
Material status	Low	32.1	17.2	7.5	8.0	6.6	28.5	24,53* Df = 10
	Middle	34.1	17.3	6.0	4.4	5.1	33.2	
	High	32.8	11.6	10.8	12.1	3.9	28.9	

- **Statistics: $p < 0,05$**

Legend: 1*/ Montenegrin people and common good; 2*/ NGO leaders; 3*/ Government; 4*/ Political parties; 5*/ Foreign states; 6*/ Can't tell

- Examinees who live in suburban area predominantly believe that the NGO's realize citizens interests, while those who live at countryside are mostly convinced that the NGO's serve to the interests of NGO leaders. Those who belong in this category, also, more often do not have opinion concerning this question when compared to other categories.

- Citizens who live in central region believe less, when compared to the rest, that NGO's realize citizen's interests, and also just to mention that they predominantly believe that NGO's fulfill its leaders interests.
- Examinees who have higher material status believe lesser that NGO's realize its leader's interest, but predominantly think that NGO's fulfill the government and political party's interests when compared to other categories of examinees.

The second question in this set was: Which area of life needs NGO's engagement the most? The information's are comparative with the previous survey and they indicate (table 10) **that there are no significant differences in comparsing with the last year scoop.**

Table 10. Areas of NGO influence.

Areas of influence / priorities(rank)	DAMAR 2006. %	CEDEM 2007. %
1. Combat against corruption	22.0	23.3
2. Human rights	18.1	21.8
3. Social care and humanitarian work	13.4	10.9
4. Government and local municipalities monitoring	10.9	12.7
5. Combat against drugs and alcoholism.	10.0	12.4
6. Something else (all specified areas)	7.4	2.4
7. Ecology	6.4	4.5
8. Women rights	3.6	5.4
9. Safety in traffic	2.5	2.3
10. Education	1.7	0.8
11. Consumer protection	1.6	0.6
12. Culture and art	1.1	1.5
13. Private property protection	0.7	0.6
14. Animal protection	0.7	0.6

Particularly, majority of examinees (23.3%) think that **combat against corruption** is the most important area of affect of NGO's, and than they emphasize the combat for **human rights** (21.8%). Out of remaining areas public also thinks that are very important: **Government and local municipalities monitoring** (12, 7), **combat against drugs and alcoholism** (12, 4%), **social care, and humanitatian work** (10, 9%). If we observe from the different socio – demographic caractereistic point of wiew (table 10.2) we can bring out analitical conclusions:

- Man insist more that women on combat against corruption as on the NGO's need to monitor Government and local municipalities, while women predominately when compared to man insist on all other areas.

- The youngest category of examinees insist on combat against drug and alcoholism. The older between 30 and 39 years insist more, in comparing to the others categories, on the area of Government and local municipalities monitoring, while the category between 40 and 49 years a little more than the others insists on combat against corruption and criminal. Finally, the two oldest categories more than the others insist on social care and humanitarian work.
- There are no statistically important differences by education.

Table 10.2 Areas of NGO influence and social attributes of examinees

SOCIAL ATTRIBUTES OF EXAMINEES		AREAS OF NGO INFLUENCE						
		1*	2*	3*	4*	5*	6*	χ^2
Gender	Male	29.7	19.7	16.6	9.5	8.3	16.2	43,74 * Df = 5
	Female	18.2	23.7	8.7	14.8	13.2	21.3	
Age	from 18 to 29	23.6	21.9	10.3	17.6	8.6	18.0	33,08 * Df = 20
	from 30 to 39	23.3	24.2	15.8	9.3	8.4	19.1	
	from 40 to 49	26.3	15.3	11.1	14.7	11.1	21.6	
	from 50 to 59	24.5	22.5	11.8	11.8	15.2	14.2	
	over 60	18.1	23.2	14.1	7.9	13.6	23.2	
Education	No education	10.0	40.0	10.0	-	10.0	30.0	28,15 Df = 20
	Primary	18.7	12.1	6.6	15.4	17.6	29.7	
	Secondary	24.9	22.0	12.1	13.0	10.5	17.5	
	Higher	22.8	22.8	16.0	8.6	9.9	19.8	
	High	20.6	25.2	12.2	13.7	9.9	18.3	
Type of settlement	Countryside	24.8	29.9	5.1	10.8	11.5	17.8	19,01 * Df = 10
	Suburban	21.3	21.6	11.3	14.4	11.7	19.6	
	City	23.8	19.9	15.2	11.8	10.4	18.8	
Region	North	21.8	20.3	9.9	11.6	12.8	23.6	43,07 * Df = 10
	Central	25.3	17.1	16.0	15.1	10.8	15.8	
	South	21.4	33.3	10.3	8.1	8.5	18.4	
Material status	Low	22.2	25.3	12.8	13.1	8.6	18.1	18,19 Df = 10
	Middle	21.9	21.9	13.2	13.6	10.9	18.5	
	High	28.1	16.0	11.7	8.2	14.7	21.2	

- **Statistics: $p < 0,05$**

Legend: 1*/ Combat against corruption 2*/ Human rights; 3*/ Government and local municipalities monitoring; 4*/ Combat against drugs and alcoholism; 5*/ Social care and humanitarian work; 6*/ other

- Examinees who live at countryside insist more on human rights than the others, while those who live in suburban areas more than the others insist on combat against drugs and alcoholism. Finally, those who live in the city more than the others do insist on Government and local municipalities monitoring.

- Looking from the regional point of view, inhabitants from the north insist more on humanitarian and social work, while the inhabitants of central region more than the others insist on Government and local municipalities monitoring and combat against drugs and alcoholism, while the citizens who live at seaside insist more on human rights protection.
- The differences by material status are not statistically important when speaking about priority areas of NGO work.

5. *Influence NGO's make*

The influence NGO's have in society was weighed by the two last questions in survey. First question was: *What influence do NGO's have on solving the key social problems in Montenegro?* The data from the last year and this year research is in table 11.

Table 11: The influence NGO's make

INFLUENCE	DAMAR 2006. %	CEDEM 2007. %
High	4.8	7.2
Medium	15.2	18.8
A little	33.9	39.9
Small	20.1	19.4
Can't tell	26.0	14.8

Indicators are pointing that there is a **mild positive trend concerning there are grader number of those who think that NGO's have high and a little influence**. It is also indicative that this time there is smaller percentage of those who cannot judge about the influence NGO's make. Looking from the different socio – demographic characteristics of examinees point of view we can conclude that:

- Women consider that NGO's make grader influence than men do.
- Older examinees between 30 and 50 years of age think that NGO's have less influence when compared to the other age categories.
- Examinees with high education consider that NGO's make less influence when compared to the other educational categories.
- Inhabitants of countryside areas think that NGO's have higher influence when compared to inhabitants of city and suburban areas.
- Northern areas inhabitants believe that NGO's make bigger influence if we compare them with the inhabitants of other regions.
- Examinees who have low material status think that NGO's make grater influence when compared the other two categories of material status.

Table 11.2 The influence NGO's make and socio – demographic attributes

SOCIAL ATTRIBUTES OF EXAMINEES		BIG	MIDDLE	SMALL	NONE	Cant tell	χ^2
Gender	Male	7.5	16.8	42.4	24.3	8.9	35,44 * Df = 4
	Female	6.8	20.5	37.5	15.2	20.0	
Age	from 18 to 29	7.7	21.9	33.9	19.3	17.2	28,97 * Df = 16
	from 30 to 39	3.3	20.1	41.1	21.5%	14.0	
	from 40 to 49	5.3	17.4	39.5	20.5%	17.4	
	from 50 to 59	8.3	20.1	47.5	15.2%	8.8	
	Over 60	11.2	14.0	38.2	20.2%	16.3	
Education	None	0.0	20.0	20.0	10.0%	50.0	33,55 * Df = 16
	Primary	6.6	12.1	39.6	17.6	24.2	
	Secondary	8.5	19.0	38.0	19.3	15.2	
	Higher	6.7	20.9	42.3	17.8	12.3	
	High	3.0	18.2	42.4	28.0	8.3	
Type of settlement	Countryside	5.8	18.6	34.0	14.7	26.9	25,98 * Df = 8
	Suburban	6.9	20.3	37.8	22.7	12.4	
	City	7.6	18.2	42.6	19.1	12.5	
Region	North	11.4	23.7	29.3	15.0	20.7	52,46 * Df = 8
	Central	4.5	16.8	45.4	22.7	10.6	
	South	6.4	15.7	44.3	19.1	14.5	
Material status	Low	8.6	24.7	36.1	18.9	11.7	40,62 * Df = 8
	Middle	4.2	18.0	45.0	16.2	16.6	
	High	9.9	11.6	35.3	27.2	15.9	

statistics: $p < 0,05$

The second question that weighs the influence NGO was: Did any activity or project of an NGO directly influence You and Your interests? Therefore, this question directly refers on individual experience that citizens had when NGO work is concerned: Comparative data are given in table 12

Table 12: Direct NGO influence on individual

INFLUENCE	DAMAR 2006. %	CEDEM 2007. %
Yes	10.8	15.3
No	75.5	68.8
Don't know/can't tell	13.6	15.8

The information's are simple and with one meaning, the number of citizens who directly felt the influence of some NGO has increased by 50%. Still, their number in generally is not that high and it is on the level of about 15%. Looking form the different socio – economic categories (table 12.2) point of view we can conclude:

- There are no gender differences regarding direct NGO influence.
- The differences by age, also, are not statistically important.
- NGO's have made more influence on individuals with higher or high education than on those with primary or secondary education.
- NGO's have had more influence on individuals who live in city than on those who live in suburban areas.
- Regionally, the differences concerning this question are not statistically important.
- When the material status of examinees is concerned, NGO's work had more influence on individuals who have high material status when compared to those who belong to middle or lower class.

Table 12.2: Direct NGO influence on individuals demonstrated by social attributes

SOCIAL ATRIBUTES OF EXAMINEES/PERMISE%		YES	NO	CAN'T TELL	χ^2
Gender	Male	15.6	69.9	14.6	0,99 Df = 2
	ŽensFemale	15.3	67.8	16.8	
Age	from 18 to 29	12.0	66.1	21.9	11,01 Df = 8
	from 30 to 39	16.8	68.7	14.5	
	from 40 to 49	15.3	71.6	13.2	
	from 50 to 59	16.0	69.4	14.6	
	Over 60	18.2	68.8	13.1	
Education	No education	10.0	80.0	10.0	23,27 * Df = 8
	Primary	10.9	66.3	22.8	
	Secondary	13.1	71.4	15.5	
	Higher	21.5	60.7	17.8	
	High	25.0	64.4	10.6	
Type of settlement	Country side	12.1	63.1	24.8	31,50 * Df = 4
	Suburban	8.9	72.3	18.8	
	City	19.4	68.6	12.0	
Region	North	13.8	70.7	15.6	7,13 Df = 4
	Central	15.1	71.1	13.8	
	South	17.8	62.3	19.9	
Meterial status	Low	12.8	72.5	14.7	20,78 * Df = 4
	Middle	12.5	71.1	16.4	
	High	24.2	58.9	16.9	

Statistics: $p < 0, 05$

SEARCHING FOR THE FINAL INDICATORS

One of the goals of research was **forming of the INDEX of public opinion of NGO sector**. This INDEX represents a final summary indicator, which in its base weighs NGO's activism through the public perception. Index was made out of four elements:

- Attitude toward NGO's(the scale was formed on the basis of four above mentioned items)
- Information's about NGO work.
- Influence that NGO's realize.
- Trust in NGO's.

Therefore, by summarization of these for aspects we got the simple INDEX which weighs total perception of NGO, which therefore is consisted of attitude toward NGO's,

information's about its work, trust in NGO, and the influence NGO's makes. INDEX consistency was checked with inter correlations and Cronbach's ALPHA coefficient. Based on correlation matrix (table 13) there can be seen that we are talking about solid

structure, and Cronbach's ALPHA coefficient for INDEX is 0,73 and this indicator justifies forming of the INDEX.

Table 13: Correlation matrix of items of NGO INDEX

	Being informed	Trust	Influence	Premises	Cronbach's Alpha
Being informed	1.000	.426	.302	.217	0,726
Trust	.426	1.000	.483	.518	
Influence	.302	.483	1.000	.437	
Premises	.217	.518	.437	1.000	

Score summarization was performed by optimization of values from 10 to 100, or in other words, these are marginal values of INDEX (theoretically minimum and maximum values). Score distribution can be seen on graph no.1 and statistic characteristics of INDEX can be seen in table no.14. These indicators are pointing that it is a solid distribution and that comparative values of median and average indicate that middle values can be used as summary indicator of the score in total. Further, on, INDEX's average is 57,46, which is a little under half of the score in total and this data confirms positively, skewed distribution (skewnees). Therefore, NGO INDEX value at this time in Montenegro is a little lesser than the average value, i.e. **attitude toward NGO's in global is a little more negative than positive.**

Grafikon 1 INDEX NVO

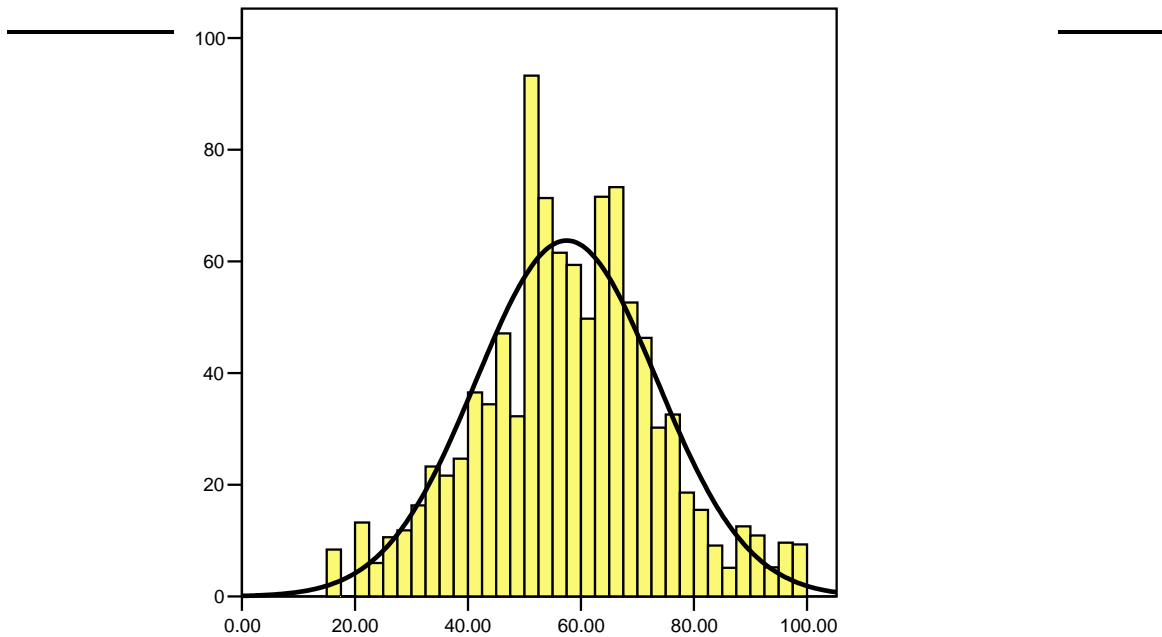


Table 14: Basic statistic characteristics or NGO INDEX

		Statistics
Average		57.46
95%Interval of trust	FROM	56.48
	TO	58.45
Median		57.36
Variance		256.84
Standard deviation		16.03
Minimum		16.67
Maximum		100.00
Range		83.33
Skewness		0.031
Kurtosis		0.093

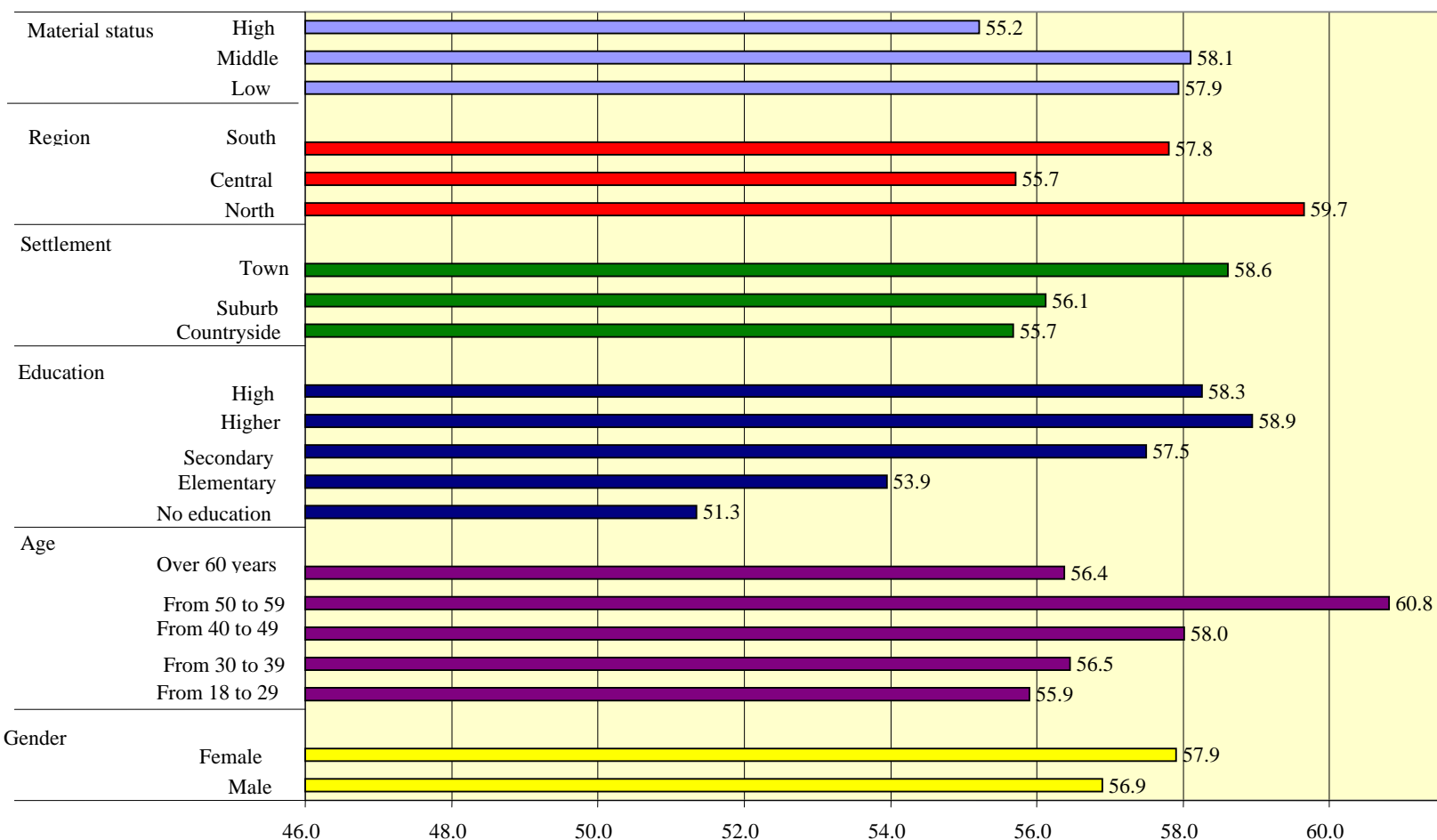
Basic value of INDEX, however, is to be traced through the time and in that way by using the same methodology we will be able to identify trends, and to find out in what direction NGO's are moving, even when the perception of public is concerned. Further on, the values of INDEX are the best possible summary indicator when talking about the different categories of citizens on the base of socio – demographic attributes (graph no. 2). The data are showing that there are significant differences in NGO perception in terms of socio - demographic attributes of examinees. All the differences are given in table 15 with the F – test as a measure of statistical significance of deduced differences in values of INDEX.

Table 15. NGO INDEX: socio – demographic differences

SOCIAL ATTRIBUTES OF EXAMINEES		INDEX	F Test
Gender	Male	56.9	0,98 Df = 1
	Female	57.9	
Age	from 18 to 29	55.90	3,26 * Df = 4
	from 30 to 39	56.45	
	from 40 to 49	58.01	
	from 50 to 59	60.81	
	over 60	56.38	
Education	No education	51.3494	1,86 Df = 4
	Primary	53.9487	
	Secondary	57.4942	
	Higher	58.9455	
	High	58.2531	
Type of settlement	Countryside	55.6723	3,48 * Df = 2
	Suburban	56.1209	
	City	58.6106	
Region	North	59.6563	5,98 * Df = 2
	Central	55.7071	
	South	57.8026	
Material status	Low	57.9385	2,76 Df = 2
	Middle	58.1075	
	High	55.2158	

Statistics: $p < 0,05$

Graphic 2 NGO INDEX and Socio demographic- activities



Based on analyze of the values of INDEX in the perspective different socio – demographic characteristics of examinees it can be analytically concluded*:

- The differences between men and women are not statistically important, therefore, it cannot be said that women percept NGO's better than men and the other way around.
- NGO's are the best percept by the citizens of between 50 and 59 years of age, compared to the other categories, while we cannot say that the differences between other age categories are important.
- The differences in education exist, but they are important only when comparing the values of INDEX for the citizens who have primary education with the other categories (data indicating citizens with no education are not reliable). Therefore, it can be said that citizens who have primary education percept NGO in worst way

* Beside the F test – in order to weigh the differences we used also Lavens test for weighing the equality of variance and LSD Post hoc test.

that the other categories who have higher level of education, whereby the differences between secondary, high and the highest level of education are not statistically important.

- NGO perception in city area is better when compared to perception in suburban area and countryside area, whereby the differences between suburban and countryside area are not statistically important.
- NGO perception is the best in northern region, it is worse at the seaside and the worst in central region of Montenegro.
- The differences in NGO perception between citizens who belong to middle and those who belong to lowest material status categories are not statistically important, but the perception of citizens who belong in category of high standard is worse if compared with the perception of the remaining two categories.

TEN RECOMMENDATIONS FOR STRENGTHENING THE NGO SECTOR

All the key analytical conclusions are already given in the above text, by all segments of research, following at the same time the goals of research. Therefore, in this place we won't deal with summarization of afore mentioned conclusions, but we will try to give one set of recommendations on the base of the analyze in total and all the information's we got during this research. Thereby, all the recommendations are based, only on the results of the research and therefore it is quite possible they do not validate some aspects of reality that have to do with the NGO's. The main goal of recommendations is the possibility of better image of non-government organizations in public. Whereby, of course, we think that it is not necessary to justify the need for improving the image of NGO sector, considering that relying upon public is the only function and the since of NGO existing. The recommendations with the analytical comments are following:

1. Although we have the positive trend in regard of information's citizens have about the work of NGO sector, still only the ¼ of the population claims to be enough informed about the work of NGO sector. Therefore, it is very significant the number of people who are informed about the NGO sector work. In this sense it is possible to think about using the alternative canals of informing (flyers, notes, etc.) in order that the information's which come from "up above" could more effectively reach the citizens. Concerning this special attention must be paid to the citizens who have lower level of education, as on those who live at countryside areas.
2. When the trust in NGO's is concerned we note the positive trend, but still the number of those who completely trust in NGO's is small, considering that not even every 10 th citizen trusts them significantly. There has to be paid special attention on increasing the level of trust in NGO's within younger categories of citizens. The problem, still, reflects in question: How to increase the trust? The answer is of course: by realization of concrete project which are in interest of the citizens and by dissemination of these projects with the accent on benchmarking.
3. When the attitudes about the NGO's is concerned, they represent the reflects of overall NGO acting and for the time being, there could be said that the attitude by it self is positive and that it should be simply followed through the time and eventually identify the nucleus of negative attitude toward NGO's. Concerning this, the attention should be paid that we have more negative attitude within the younger categories of citizens than within those who live in central region, therefore, exactly in this segments the effort should be made for the NGO image improving.

4. One third of citizens think that NGO's serve to citizen's interest and common good, that's extremely positive trend, which is very important. Thereby, it seems that in this segment we found the good receipt and that this path should be followed in future.
5. When the area of work is about, it is obvious that the citizens demand the NGO intervention in those areas where problem are stressed the most, and equally in those areas where the state is not demonstrating enough efficiency. To be more precise, the citizens think that the NGO's have to focus on the areas in this order: combat against corruption, human rights protection, Government and local municipalities monitoring, combat against drugs and alcoholism, and social care and humanitarian work. It is unnecessary to emphasize that better focus on these areas will have beneficially and positive effect on the other aspects (trust in NGO's for ex.)
6. The influence the NGO's make, in the citizen's opinion is not satisfying, even though in this regard we are detecting mild positive trend. Or the NGO's really do not have enough influence on social life, or there has not been enough done on NGO activities promotion. In first case, focus should be on concrete and the problems that are important to citizens, and in the other, the activity on NGO promotion should be improved.
7. NGO work had direct influence on relatively small number of citizens (about 15 %). Still, even though this percentage is small in comparesing to the one we got in 2006 it is increased by 50%! Therefore, it seems that we are talking about very positive trend of involving more citizens in NGO activities, and exactly this is on of the most important assignments NGO' s must do, so, to involve as many citizens in its activities and to avoid the autism and NGO leaders promotions.
8. Summarized, on the base of INDEX perception, we can say that there is more than enough space for improvements in the NGO sector. First, it is necessary to work more with younger categories of citizens. The information that the perception within younger categories is worse that the older does not necessary mean that NGO's work more in the interest of older people. This can equally mean that younger people have more grater expectations out of NGO's. Anyway, younger categories need to be more involved in the NGO work, and it is extremely important to deal with the topics and questions that are close to interests and expectations of younger population. Further, on, it is very important to improve NGO work at countryside areas, because we have significantly worst perception there. Therefore, NGO's are no exclusively reserved for the people who live in city, and therefore it should be worked on strengthening the NGO sector in countryside areas. Finally, it is interesting that the NGO perception is the worst in central region, whereby the NGO's is the most active in this area. This goes in favor, of statement that specific number of NGO's really works in the way that produces negative attitude in public, and it would be more than important to identify the reasons of negative attitude toward NGO's within the citizens who no doubt have information's and experience when the NGO work is concerned.

9. In order to produce the effect of strengthening the NGO and to get them closer to the citizens, it is very important to follow the trends systematically and the happenings in the NGO sector. Thereby, inside the NGO sector would be very good to find the organizational mechanisms for systematical following of happenings in the NGO sector and not just on the base of perception of public opinion but also on the base of using objective indicators, where it would complementary to INDEX of perception would be used one objective NGO INDEX of activism which would include weighing of all the key objective indicators which reflect the activates, work and effect of action and projects of NGO's.
10. It is necessary to improve inside communication and organization of NGO's it self. Particularly, it is the fact that no matter how complex the NGO's are appearing in public as one totality i.e. one sector. By improving the inside organization and by enhancing the relationships between NGO's two very important effects are being accomplished, first of all, complementary NGO's will achieve their goals more effectively and faster which are within common field of acting, and secondly the public will for sure react positively on these processes because there will be sent a strong and positive message that all the NGO's work in the interest of citizens and common good.

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