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The Attitudes of the Citizens of Montenegro Towards the Non-Governmental Organizations





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Introduction

This report contains the key findings of a public opinion research The Attitudes of citizens of Montenegro towards the non-governmental organizations, conducted on a representative sample of citizens of Montenegro (n=851) during September 2012.

The main purpose of this research is to provide insight into the most relevant changes in terms of visibility and attitudes of citizens on CSOs in Montenegro. In order to monitor possible changes, the methodology of this research has been designed to be in accordance with the previous examinations of public opinion, conducted in Montenegro on similar topic.

The results of this research are part of the project “Capacity Building of Civil Society in IPA countries and territories (Albania, Bosnia and Hercegovina, Croatia, Former Yugoslav Republic of Macedonia, Kosovo, Montenegro, Serbia and Turkey)”, aimed at strengthening of the overall capacities and responsibilities of civil society organizations (CSO) within IPA beneficiaries and ensuring quality guarantee of service of CSO and sustainable role of CSOs in the democratic process.

The main objectives of this project are:

- increase and improvement of the capacity and activities of CSOs
- improvement of democratic role of Civil Society Organizations

Attitudes and opinions introduced in this research do not necessarily correspond to the attitudes and opinions of partners within the programme.

All terms in this report given in masculine gender refer to the same terms in feminine gender and vice versa

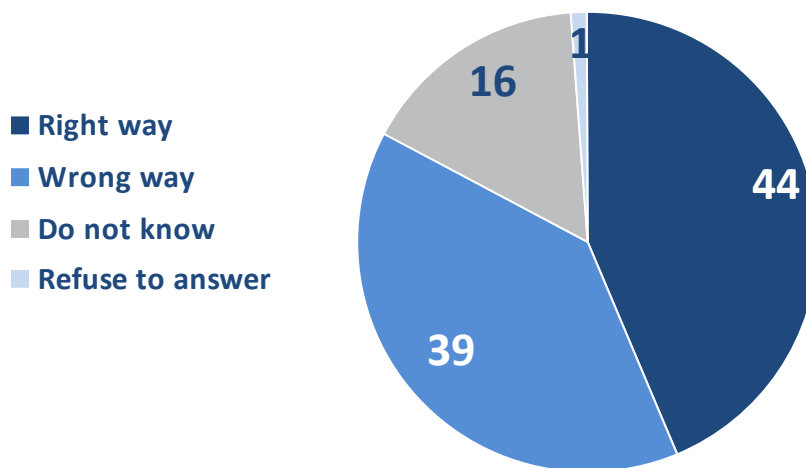


Assesment of the Current situation in Montenegro and Trust in Institutions

MONTENEGRO AND ITS CITIZENS ARE FACING MANY SIGNIFICANT PROBLEMS: UNEMPLOYMENT, ECONOMIC CRISIS AND POVERTY, CORRUPTION, LOW STANDARD OF LIVING. THEREFORE, THERE IS A DISAGREEMENT WITH AN ASSESSMENT WHETHER MONTENEGRO IS ON THE RIGHT TRACK OR NOT. HOWEVER, TRUST IN STATE INSTITUTIONS, MEDIA AND NON-GOVERNMENTAL ORGANIZATIONS IS FAIRLY HIGH, TAKING INTO ACCOUNT THE SITUATION IN THE SURROUNDINGS.

The citizens of Montenegro are quite divided in the evaluation of the current direction of the country they live in. Unlike the former optimism among citizens, very noticeable after proclamation of independence, nowadays 44% of population believes that Montenegro is on the right way, while 39% of them represent different attitude evaluating the chosen path as bad. Montenegrins and Bosnians are more inclined to positive evaluation as well as employed in the state sector and voters of ruling coalition. On the other hand, negative attitude dominates among Serbs, whose income is below average, as well as among opposition voters.

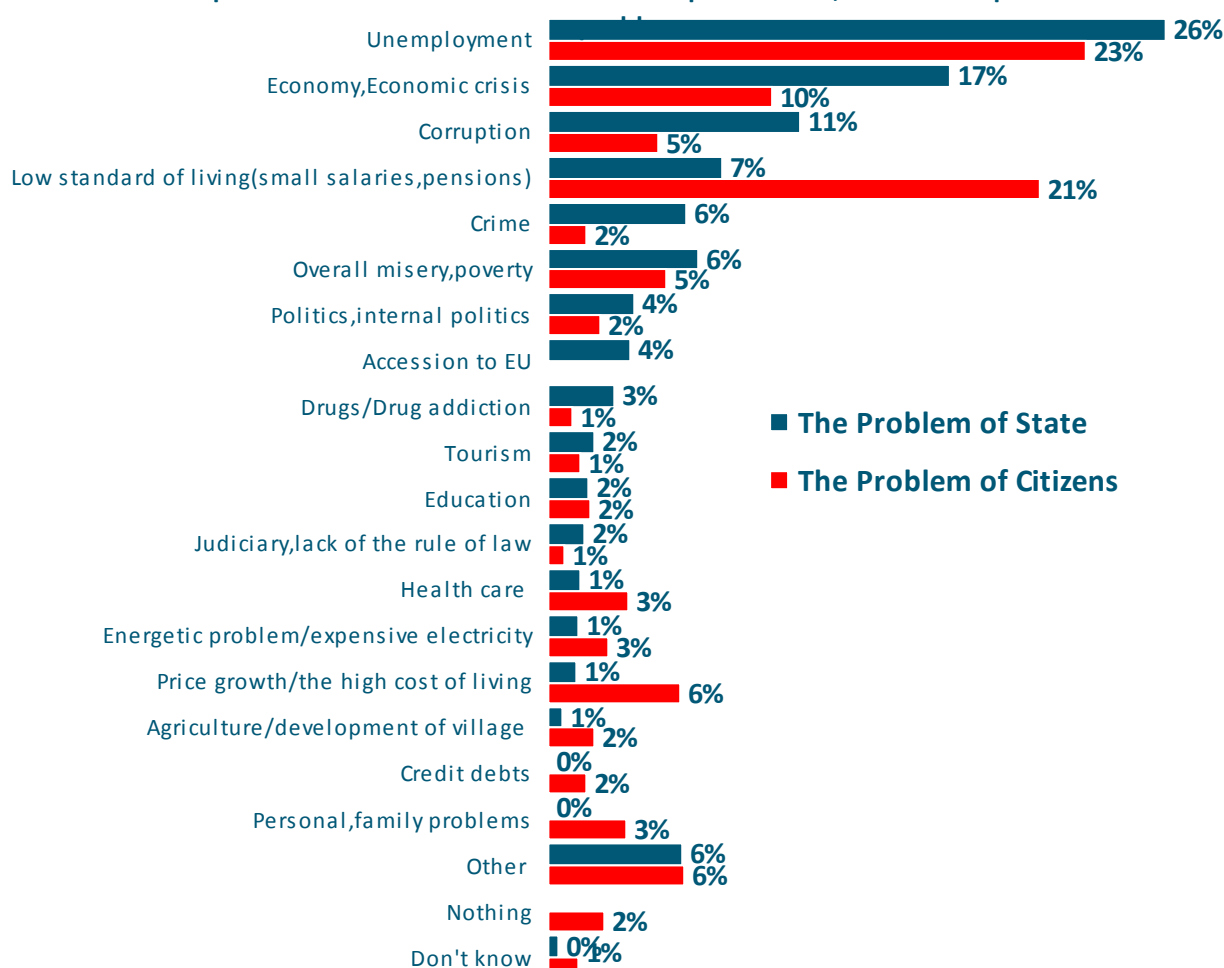
Graph 1: The current path of Montenegro



Currently, Montenegro is hardly hit by many significant problems such as: **unemployment, global economic crisis and poverty**. The high rate of unemployment is recognized by 1/4 of population as the most significant problem for the future of Montenegro. Beside high rate of unemployment there is a problem of economic crisis, as expected, which was recognized by 17% of population. Also, it is very important the existence of a corruption problem (11% see it as the most important problem), crime (6% as the most important) and low standard of living (7% the most significant).

All problems that Montenegro faces have negative effects on its citizens as well. Thus, these days **the citizens of Montenegro** are most worried about **unemployment** (23% first mentioned) and in relation to the unemployment **low standard of living** (21% first mentioned), then **economic crisis** (10% first mentioned) and **price growth** (6% first mentioned), and **corruption** (5% first mentioned)

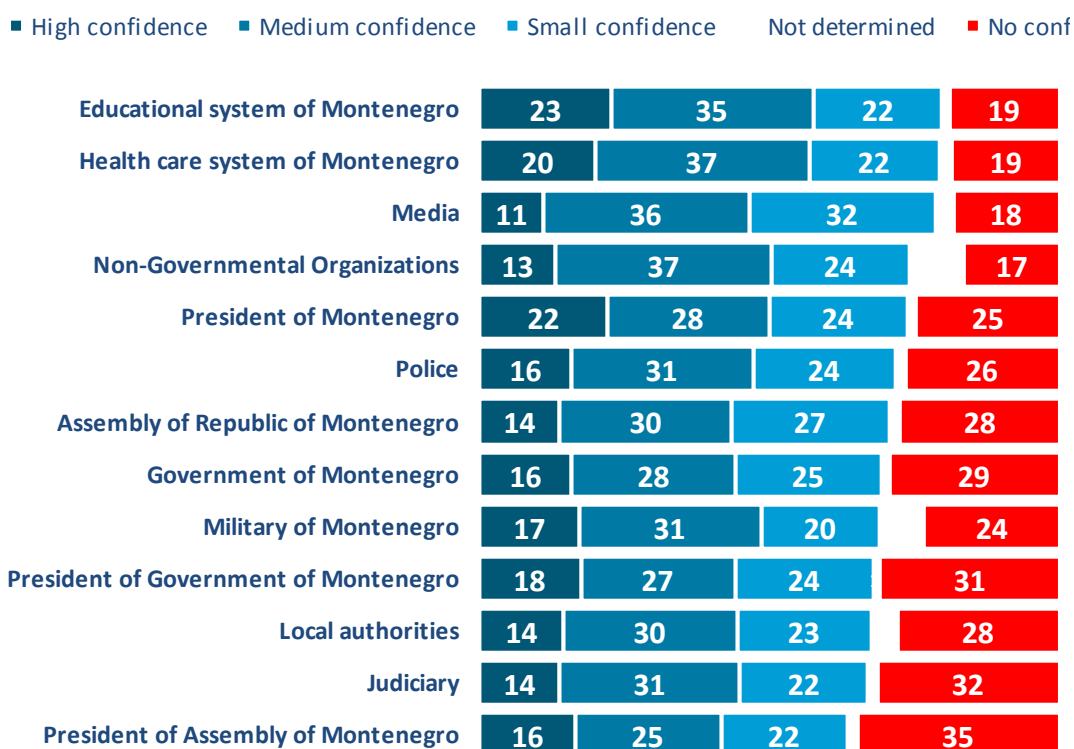
Graph 2: THE MOST IMPORTANT PROBLEM-spontaneous, one most important



Almost all of problems that citizens mention spontaneously as important for the future of Montenegro are very important for their own future as well. It is a very interesting fact, that beside low standard of living, price growth/high cost of living, health problems and expensive electricity, almost all other problems are spontaneously more often mentioned as important ones for the future of Montenegro than for their own future.

Despite the fact that public is divided on the issue about current path of Montenegro, all important institutions enjoy the reputation of citizens since that more than 60% of population give them positive ratings. The level of confidence was measured by a simple ordinal scale in the same way it was performed in 2006 and 2008. In the terms of confidence, educational and health care system are excelled as well as media, 8 out of 10 citizens trust to media, then to President of Montenegro and non-governmental organizations with 74% of positive ratings. Positive ratings for NGOs, more often than average were given by the persons who believe that Montenegro is on the right track.

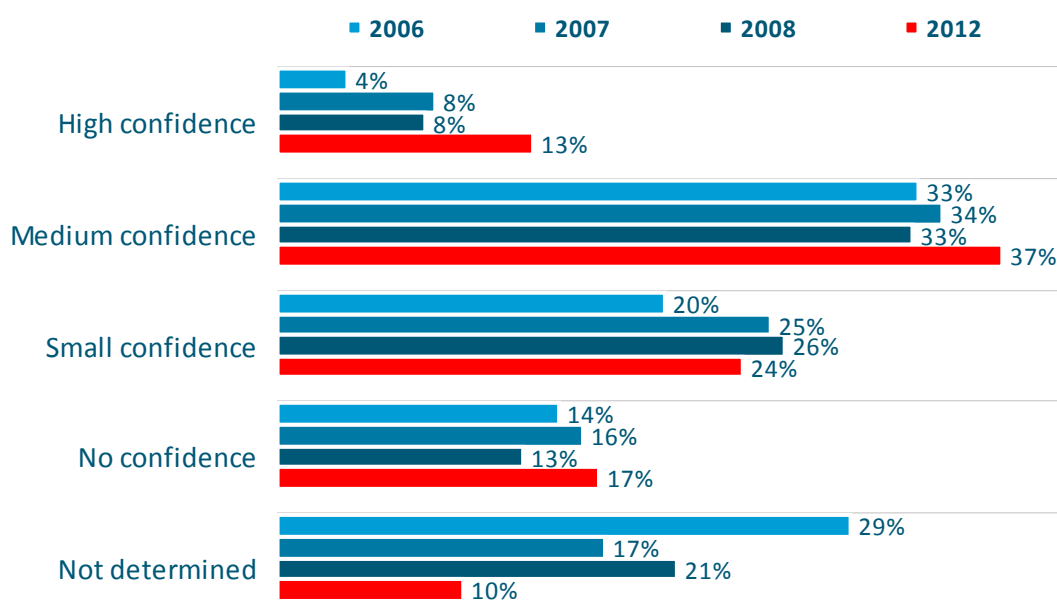
Graph 3: Confidence in institutions and organizations



The level of confidence toward non-governmental organizations has not changed significantly in comparison to 2008. The most of citizens still have medium (37% of them) or small confidence(24%), but the percentage of those who predominantly believe in non-governmental organizations has slightly increased (from 8% to 13%). Positive finding is, that having been observed since 2006. until now ,there is a constant decrease in number of people who do not have determined/ clear attitude toward non-government sector and now it is 10 % of population, which is a positive finding.¹.

Besides that, citizens who claim that an activity (or project) of some non-governmental organization directly influenced on their interests, significantly more often than average, have more confidence in non-governmental organizations.

Graph 4.: Confidence in NGO



1 2008:The Attitudes of citizens of Montenegro towards the non-governmental organization, CRNVO, USAID/ORT, CEDEM. 2007:The Attitudes of citizens of Montenegro towards the non-governmental organizations, CRNVO, CEDEM. 2006 : The Attitudes of citizens of Montenegro towards the non-governmental organizations, CRNVO, DAMAR.

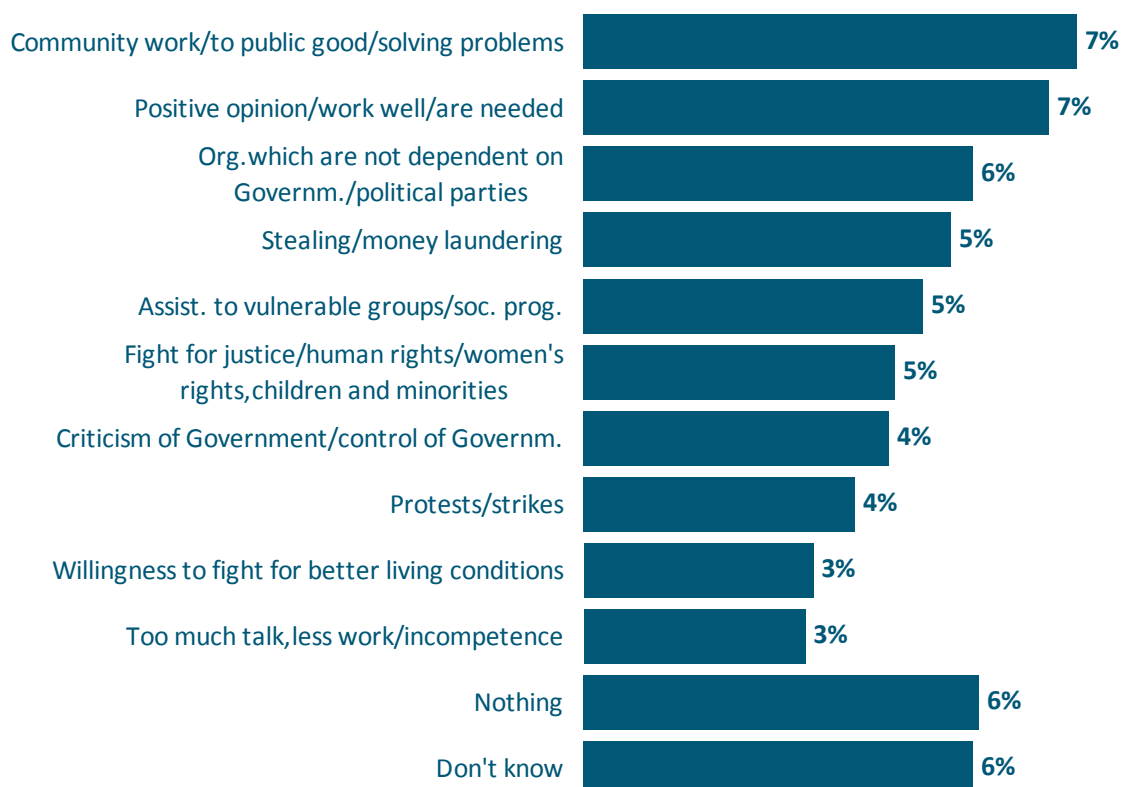


Citizens' Awareness Towards the Non-Governmental Organizations / Spontaneous Associations

IN MOST CASES NON-GOVERNMENT ORGANIZATIONS EVOKE POSITIVE ASSOCIATIONS AMONG CITIZENS SUCH AS: WORK WHICH SERVES TO PUBLIC GOOD, NOT DEPENDENT ON POLITICAL PARTIES AND GOVERNMENT, ASSISTANCE TO VULNERABLE GROUPS. AWARENESS CONCERNING NON-GOVERNMENTAL SECTOR HAS DECREASED DURING YEARS, BUT IT IS SUGGESTED THAT MEDIA SHOULD PAY MORE ATTENTION ON THIS ISSUE.

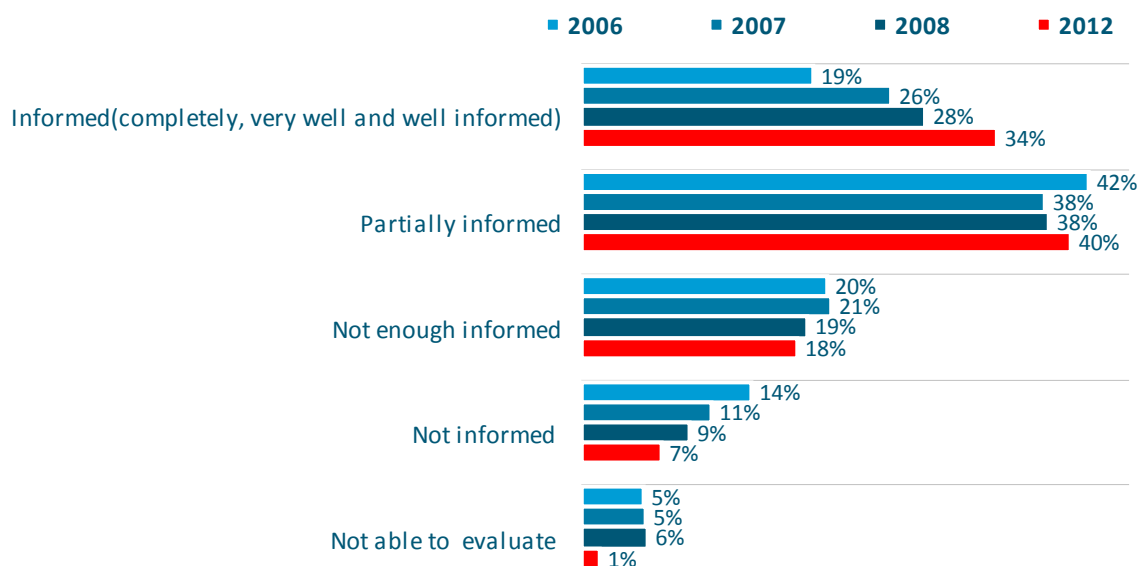
Predominantly, citizens of Montenegro have positive association on **non-governmental organizations** and in the first place they are perceived as organizations which realize the interests of society and are active in the process of solving problems (7%), not dependent on authority and political parties (6%), provide assistance to vulnerable groups (5%) and fight for human rights (5%). Negative associations connect NGO with crime and money laundering (5%), influence of foreign countries and incompetence (spontaneous answers – an open question).

Graph 5: The first spontaneous association on NGO, >3%



Awareness of citizens of Montenegro toward activities of non-governmental organizations has increased during years. Nowadays, there are more citizens who claim that are well informed on this topic, compared to 2008, but still they make only one third of population while 2/5 of population is partially informed. As expected, better informed are citizens with higher level of education.

Graph 6.: Awareness towards NGO's



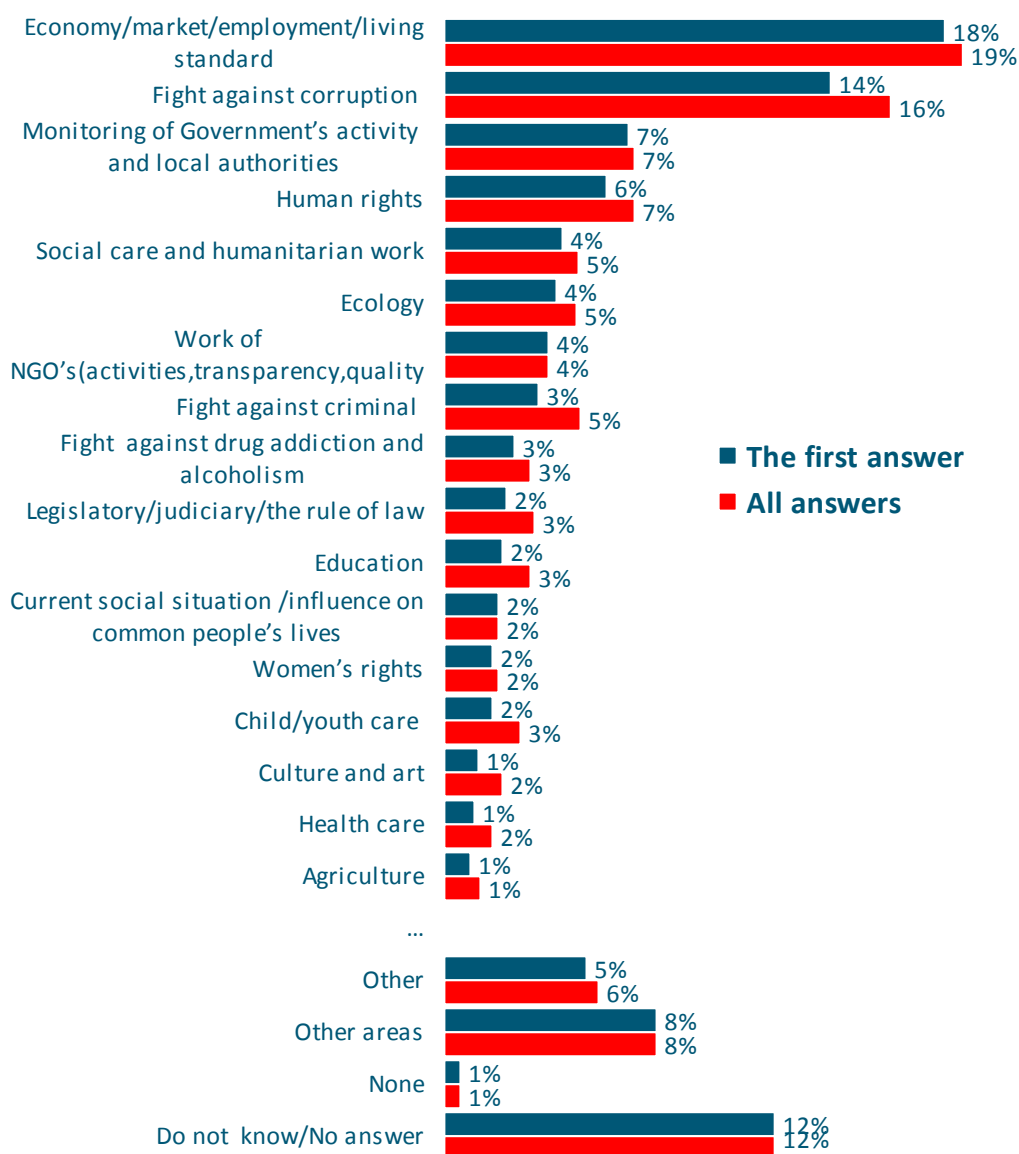
Awareness of citizens significantly, depend on broadcasting of media and representation of certain issues in media. Attitudes of citizens show, that, when it comes to non-government sector, there is a space for broadcasting improvement considering the fact, that 62% of them believe that media should pay more attention on activities of non-governmental organizations, while only 27% of citizens do not agree with this suggestion. For more media coverage, intercedes, more or less, citizens between 50 and 59 years old as well as those who believe that NGO has influence on people's lives in Montenegro.

Among areas about activities of non-governmental organizations which should be more broadcasted, the citizens mention in the first place their greatest problems related to economy, low standard of living, employment, fight against corruption then supervision of Government's activities and local municipalities, human rights, social care and humanitarian work, ecology...



Graph 7: NGOs topics that the media should pay more attention

Base: those who think that the media should pay more attention to the activities of non-governmental organizations, 62% of the target population



The Operation and the Influence of Institutions on Society Welfare

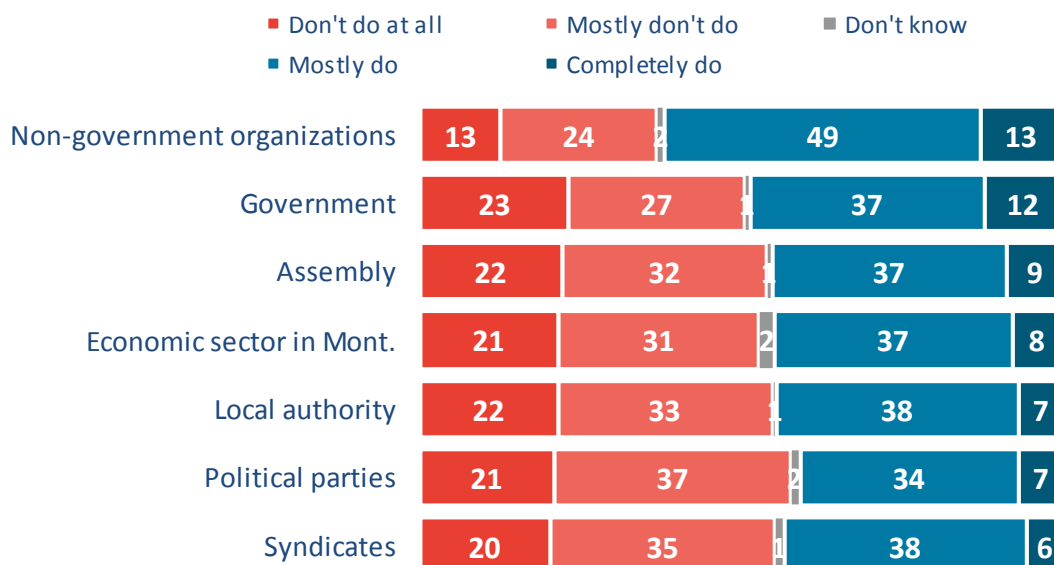
MOST OF CITIZENS EXPECT FROM ALL INSTITUTIONS INCLUDING NON-GOVERNMENTAL ORGANIZATIONS TO BE RESPONSIBLE FOR THE WELFARE OF SOCIETY. HOWEVER, MOST OF CITIZENS ONLY FOR NGO'S BELIEVE TO REALIZE THE INTERESTS OF SOCIETY AND OF CITIZENS AS THEIR MAIN GOAL. NON GOVERNMENT SECTOR IS EXPECTED TO DEAL WITH IMPORTANT PROBLEMS, AS IT MOSTLY DOES , BUT IN THE FIRST PLACE TO MONITOR AND CONTROL GOVERNMENT.

All important institutions in Montenegro such as Government, Parliament, local authority, as well as economic sector ,syndicates and non-governmental organizations **should be responsible for the welfare of whole society**, according to the opinion of most citizens of Montenegro.**It is expected most from state institutions of Government and Assembly** since more than 90% of population stated such expectations, (thereof, more than 2/3 stated that they should be "completely responsible" what is slightly less than in the case of non-governmental organizations where 8 out of 10 citizens believe they should be responsible for society welfare.

Despite the fact that demands toward activities of **NGOs** are insignificantly less than toward below mentioned institutions, the highest percentage of citizens believe that they **really realize interests to public good (62%)**, while for others there is a clear division in the evaluation of whose interests they serve. In fact , when it comes to work of Government of Montenegro the attitudes are completely polarized: the half of citizens think that its work serves to public good while another half does not agree with such evaluation. The polarization of attitudes is characteristic for other institutions as well, such as Parliament, economic sector, local authority, syndicates and political parties. However, there are more citizens who give negative ratings and believe that below mentioned institutions do not realize the interests of citizens. Those citizens who positively evaluate current path of Montenegro and have average salaries, as well as those of Montenegrin and Bosnian nationality, are more inclined to evaluate the work of institutions and organizations in positive manner and to believe that their work serve to public good.



Graph 8. Public interest work



Responses to direct question “whose interests serve non-governmental organizations” confirm previous finding that non-governmental organizations are predominantly perceived as **organizations which realize the interests of citizens and serve to public good**. The most mentioned answer to this question was exactly “to the interests of citizens of Montenegro and to public good.” This response was given by 47% of population, mostly citizens of Podgorica, persons who stated that they are well informed about non-governmental organizations and logically have positive opinion to their influence. One fifth of the population believes that non-governmental organizations fulfill the interests of their leaders, while 14% admits that do not have certain attitude concerning this issue. However, compared to the previous research, now citizens of Montenegro significantly more positively perceive the role of non-governmental organizations. As a proof for this statement is the fact that in this wave of survey the percentage of citizens who believe that non-governmental organizations realize the interests of citizens and serve to public good, has increased from 32% to 47% (relative change 47%). Furthermore, it has increased the percentage of those who believe that non-governmental organizations serve to the interests of their leaders, but at the same time it has decreased the percentage of those who are convinced that NGO’s serve to the interests of Government, political parties, and foreign countries. Besides that, it was registered a significant decrease of citizens who do not have the attitude on this issue.

Graph 9: Whose interests serve NGOs

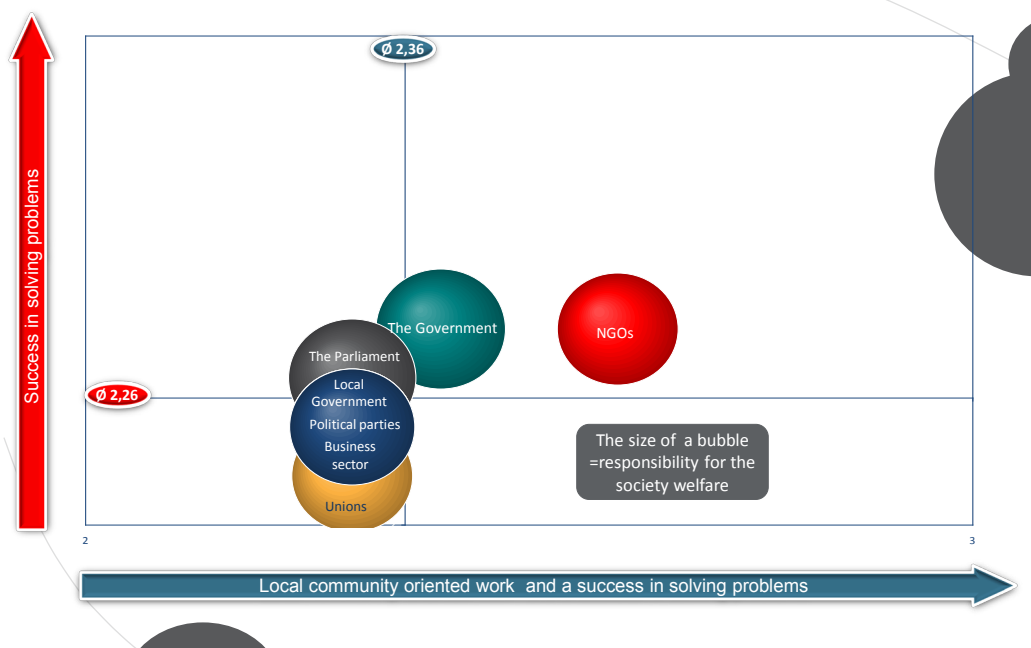


In accordance with grades of work in the interest of society, the grades of a success of solving problems that Montenegro faces are strongly polarized in the case of non-governmental organizations, Government and Assembly. Thus, 50% of citizens of Montenegro believe that non-governmental organizations are successful in solving daily problems that Montenegro faces. They are followed by Government, 46% of citizens believe that Government successfully solves problems and Assembly (45%). On the other hand, slightly less successful in this segment are perceived economic sector, local authority, syndicates and political parties where dominate negative grades, while slightly more than 1/3 of population perceives their solving of problems as successful.

Graph 9. illustrates the position of non-governmental organizations to other institutions and subjects in accordance with perceived responsibility and work in the interest of society, as well as a success in solving problems that Montenegro faces. The citizens of Montenegro have the most positive attitude concerning non-governmental organizations and Government of Montenegro, because they are positioned in the quadrant of below average perception of successful solving problems and realization of interests to public good. Assembly of Montenegro is positioned above average when it comes to successful solving problems in Montenegro, perceived by citizens, but below average when it comes to work in the interest of whole society. Economic sector, local authority, syndicates and political parties are positioned in the quadrant which is defined as below average according to the grades of citizens on the issue of successful solving problems and realization of interests to public good by these below mentioned institutions.

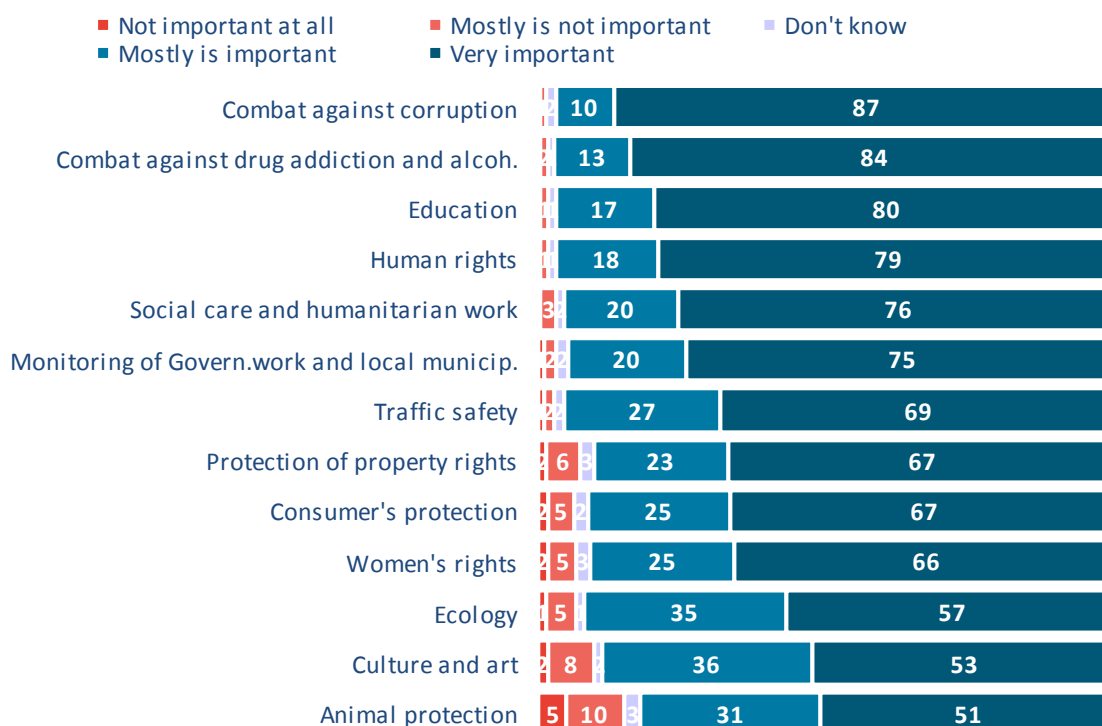


Graph 10.: Local community oriented work and a success in solving problems



Almost all of actual social problems are evaluated as important ones since they were perceived by more than 90% of citizens (slightly less in the case of animal protection). The difference in the level of importance shows that citizens of Montenegro think that among all examined problems, the problem of corruption is the most important, for which 9 out of 10 of them evaluated as very important, then combat against drug addiction and alcoholism (84% very important), education (80%), human rights (79%), social care and humanitarian work (76%), monitoring of work of Government and local authority (75%). Slightly less important in fact, less evaluated as very important, are traffic safety (69% very important), protection of property rights (67%), consumers' protection (67%), women's rights (66%), ecology (57%), culture and art (53%) and animal protection (51%).

Graph 11: The importance of problems and subjects

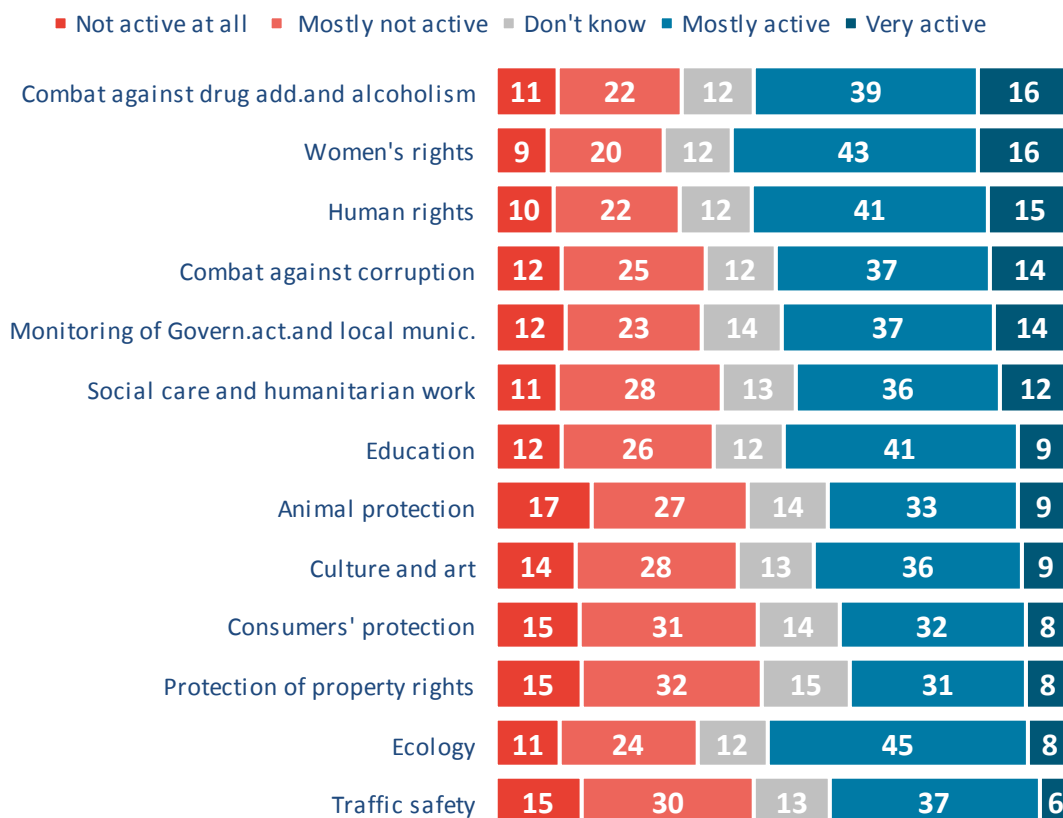


The most of citizens perceived the activity of non-governmental organizations in the field of women's rights (59%) and ecology (53%). Also it is noticeable the activity in the field of human rights (56% believes they are active), combat against drug addiction and alcoholism (55%), combat against corruption (51%), as well as in the field of monitoring of Government's activities and local municipalities (51%), then education (50%), and social care (48%).

Higher percentage of citizens think that non-governmental organizations are not so active in the fields of animal protection, traffic safety, consumers' protection and environment protection. Beside these four above mentioned fields, non-governmental organizations are active in the fields of social care and humanitarian work, culture and art, according to the evaluation of less than 50% of citizens.



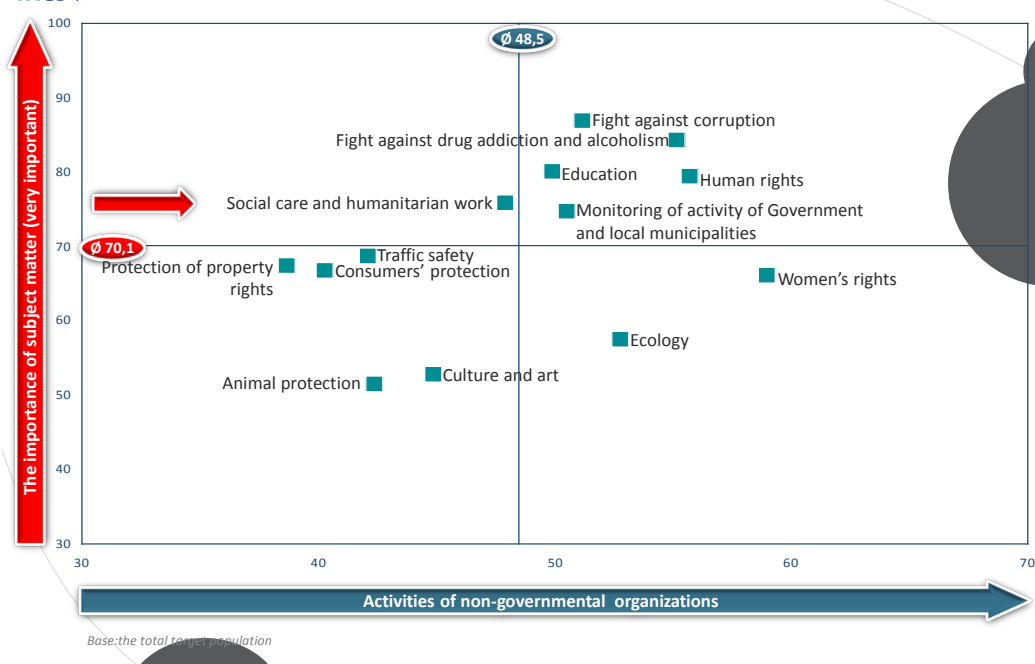
Graph 12.: Activity of NGOs



On graph 11. are shown all examined fields according to its perceived importance for Montenegro by citizens and in comparison with perceived activity of non-governmental organizations within those fields.

It can be noticed that fields such as combat against corruption, combat against drug addiction and alcoholism, human rights, education and monitoring of Government activities and local municipalities are perceived as very important and the activity of non-governmental organizations in the below mentioned fields is highly perceived. It is important to point out that citizens of Montenegro evaluate the field of social care and humanitarian work as very important, but the activity of non-governmental organizations is perceived as below average compared to other fields.

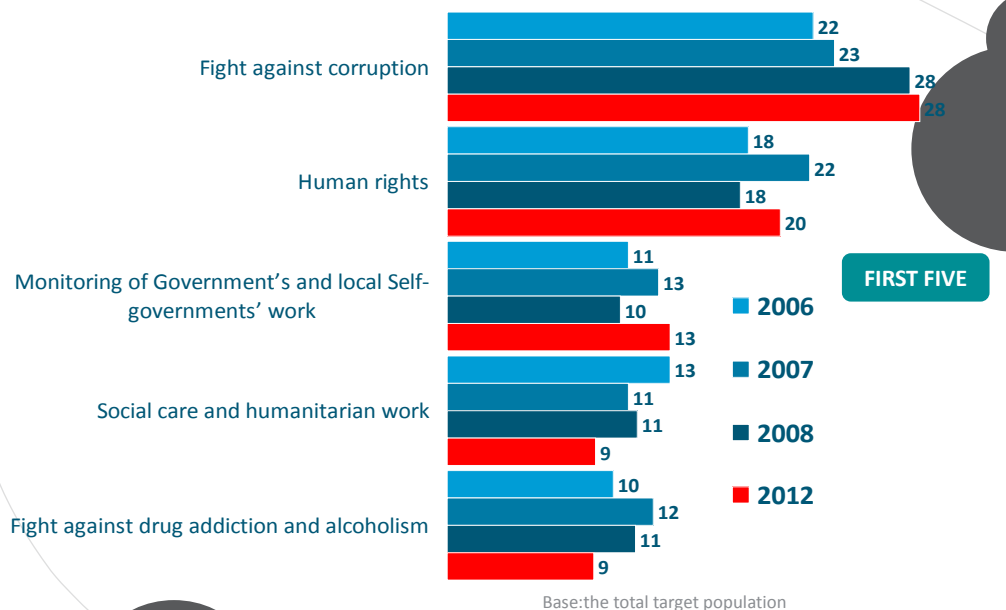
Graph 13.: The importance of subject matter and activities of NGO ratio-general population



In the context of above mentioned, significant problems that Montenegro faces, the position of non-governmental sector perceived by citizens, should be the position of "an independent observer who monitors but also participate actively in the work of most important fields and corrects the moves of Government". The engagement of non-governmental organizations is the most required in the field of combat against corruption, as well as in the field of human rights, and monitoring of activities within Government and local authority. Slightly more than ¼ of an adult population (28%) thinks that the activity of non-government sector should be focused on combat against corruption. Another important field is human rights, that was stated by 1/5 of population, mostly by citizens of Podgorica, persons aged between 40 and 49 years old and opposition voters. The third field, that was targeted by 13% of population, is monitoring of activities of Government and local authorities.

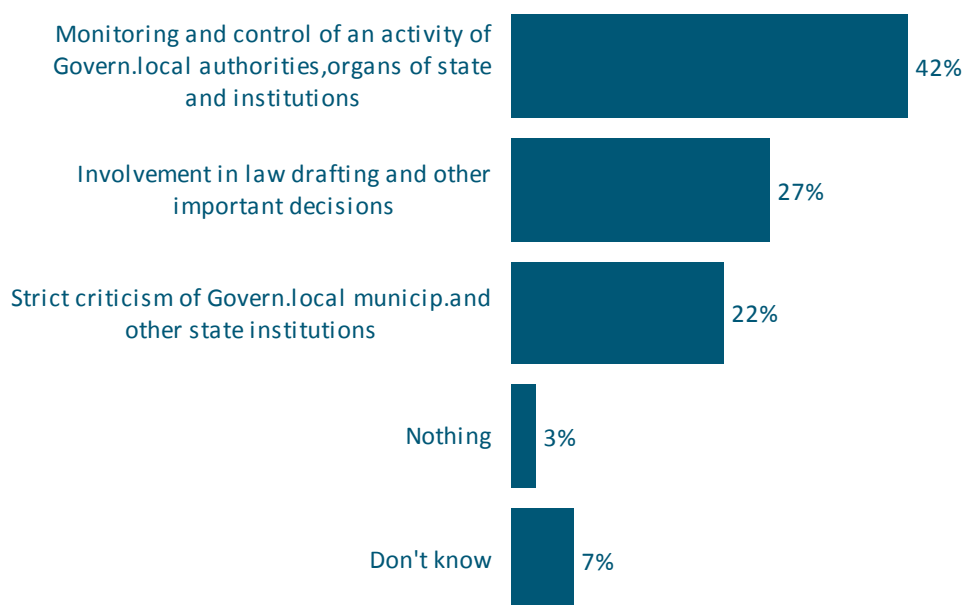
Compared to the previous wave of the survey there were not statistically significant differences, except in the field of traffic safety.

Graph 14. : In what field of life the engagement of non-governmental organizations is most required?



When they asked to name the most important role of non-government sector, citizens were predominantly perceived NGO as a controller of Government. In fact, the most frequent answer stated in 42% of cases, was monitoring and control of activities of Government, local municipalities, organs of state and institutions. Rarely, non-government organizations are perceived as participants in law drafting and of other important decisions (27%) or as a strict critic of Government and other institutions.

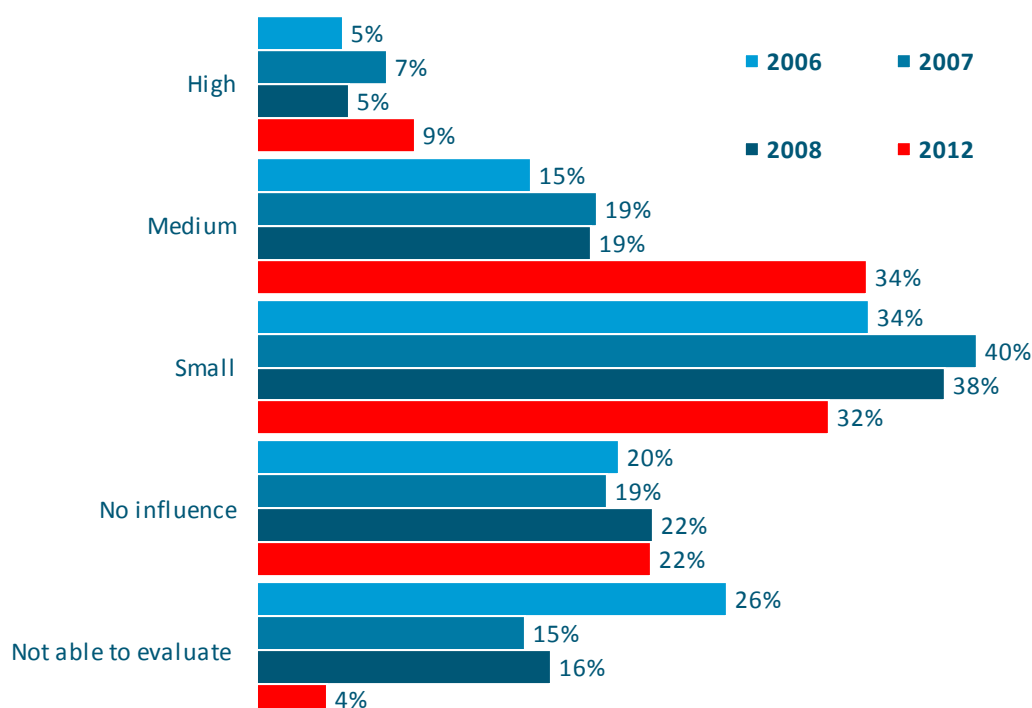
Graph 15.: The most important role of NGO's



Non-governmental organizations are active in the most fields which are perceived as important, but according to the opinion of citizens do not have great impact on solving important problems in Montenegro. No matter of the fact that their contribution is mostly perceived as (34%) or small (31%), it is far from the statement that they do not exist at all as it is perceived by 1/5 of population. The power of influence of non-governmental sector is perceived more positively by citizens of Podgorica and citizens who are convinced that Montenegro is on the right track.

In comparison with the previous wave, significant differences were noticed. In fact, in this round of research, significantly increased the percentage of citizens who believe that non-governmental organizations have great influence on solving crucial social problems in Montenegro as well as those who perceive that influence as medium. At the same time, there is a significant decrease in the percentage of those citizens who are convinced that non-governmental organizations have small influence on solving key problems as well as those who are not able to evaluate the influence of non-governmental organizations in the process of solving key problems in Montenegro.

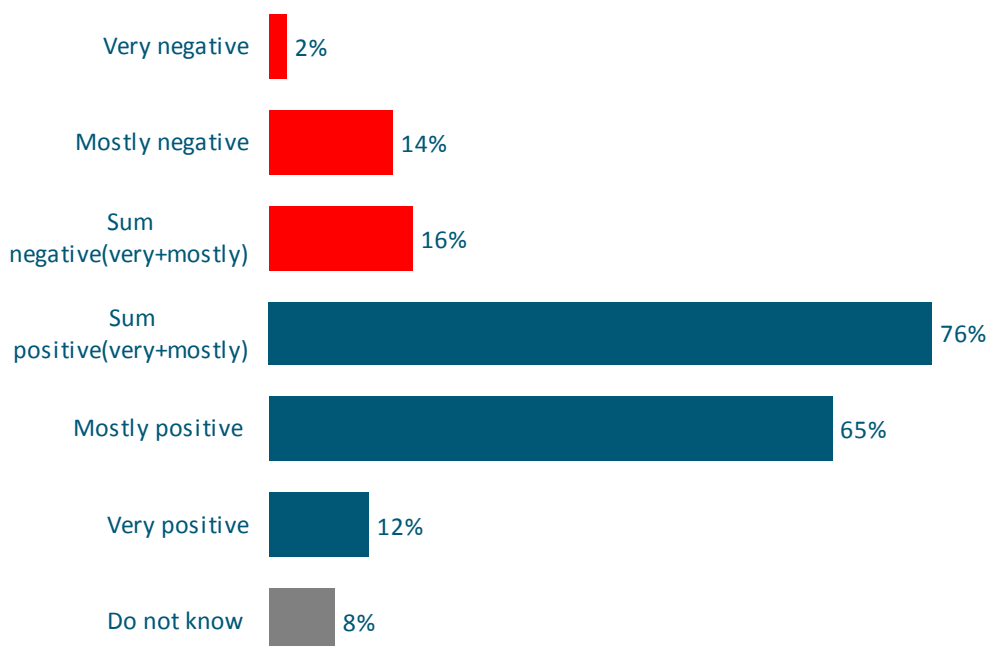
Graph 16.: Influence of NGO in solving key social problems in Montenegro



Perceived influence is mostly evaluated as positive contribution to the citizens' lives. Only 16% of citizens of Montenegro who think that influence is negative, insignificant or small. Mainly, those are older people (over 60 years), persons with basic level of education and those who stated that are not informed on non-government organizations. On the other hand, 76% of citizens evaluate this contribution positively.

Graph 17. : The influence of NGOs on people's lives in Montenegro

Base: Those who stated that NGO sector has influence in solving crucial social problems in Montenegro(78% of target population)



The Perception and Attitudes of Citizens Towards the Non-Governmental Organizations

ACCORDING TO THE ATTITUDES OF CITIZENS, NON-GOVERNMENTAL ORGANIZATIONS ARE PREDOMINANTLY PERCEIVED AS A FORM OF ASSOCIATION OF CITIZENS WHICH ENABLE PEOPLE WHO ARE NOT POLITICALLY ENGAGED TO EXPRESS THEIR ATTITUDE AND PARTICIPATE IN SOLVING PROBLEMS. ALSO, THEY SHOW THAT ONE PART OF CITIZENS HAVE NEGATIVE STEREOTYPES TOWARD NGO'S AND PERCEIVE THEM AS A TOOL FOR MAKING MONEY AND REALIZING INTERESTS OF FOREIGN COUNTRIES.

Equal percentage of population in Montenegro, 64% of them are agreeable to the claims that non-governmental organizations are good opportunity for citizens to organize themselves, to solve important social issues and to provide the possibility to many skillful individuals who are not politically engaged to act and express their attitudes in public. As expected, persons who believe in positive influence of engagement of these organizations more often than average population are agreeable to these claims. On the other hand, the third of population expressed disagreement to the below mentioned claims.

On the other hand, half of the population believes that majority of non-governmental organizations serve to the clever individuals to get hold of money and influence. However 2/5 of population does not believe to this claim.

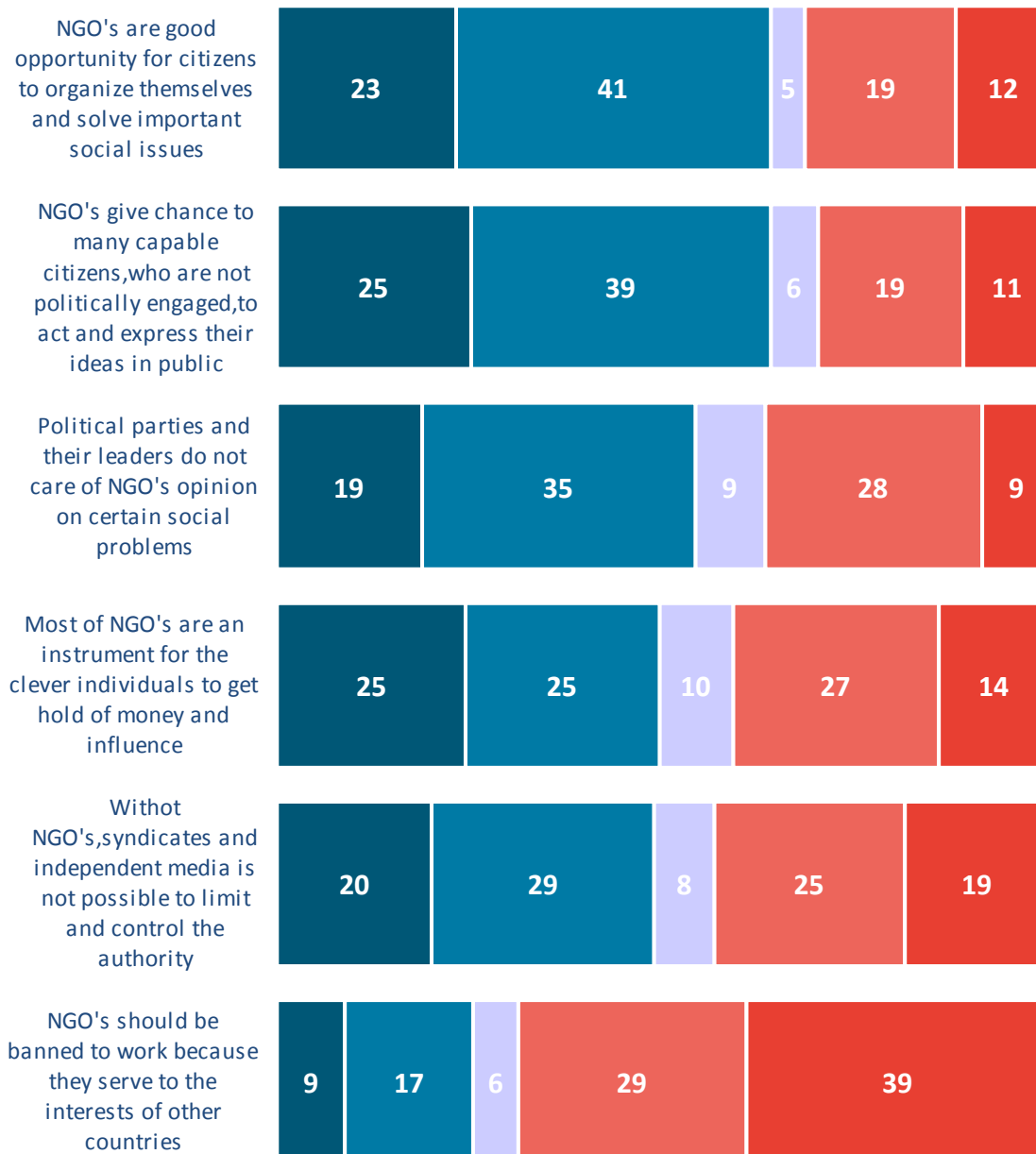
The public is divided when it comes to attitude toward a possibility for non-government sector to be controller of the Government but most believe that political leaders do not take into account the views of this segment of society. While 49% of citizens agree with the statement, that without non-governmental organizations, syndicates, and independent media, it is not possible to limit and control Government, 44 % of citizens do not agree with this statement. When it comes to the relation between political parties and authority toward NGO's, slightly more than half of population (54%) thinks that parties and leaders do not take into account the attitudes of non-governmental organizations regarding certain social issues.

Regardless of the attitude toward non-government sector, most of citizens do not agree with an abolition of these organizations. But, a quarter of population would ban their activities, believing that through non-governmental organizations are achieved the interests of foreign countries. Such an extreme attitude more often than average is expressed by the persons with basic level of education, those who think that influence of NGO is negative and that Montenegro is on wrong track.



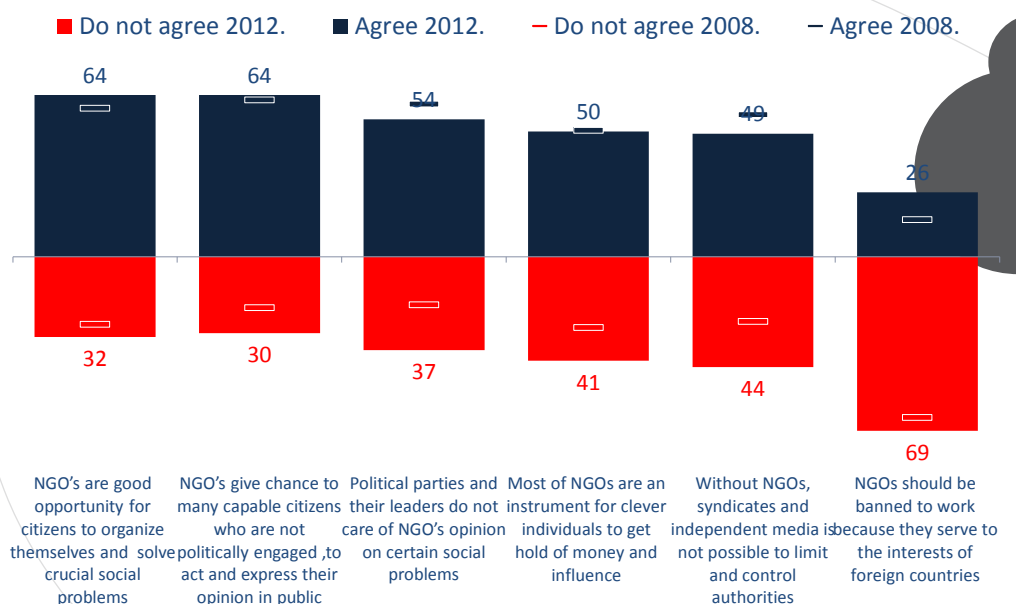
Graph 18.: Attitudes toward NGO

■ Completely agree ■ Mostly agree ■ Not determined ■ Mostly not agree ■ Don't agree at all



Generally, compared to the previous research conducted in 2008.² there are less citizens who are not determined, but more of those who express disagreement with before mentioned statements. Small, but statistically significant difference is noticed , in the increased percentage of those who should ban NGO's to work, and in the decrease of number of citizens who believe that without NGO's, syndicates, and independent media is not possible to control authorities.

Graph 19.: Attitudes toward NGO



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² Attitudes of citizens of Montenegro concerning non-government organizations, CRNVO, US-AID/ORT, CEDEM



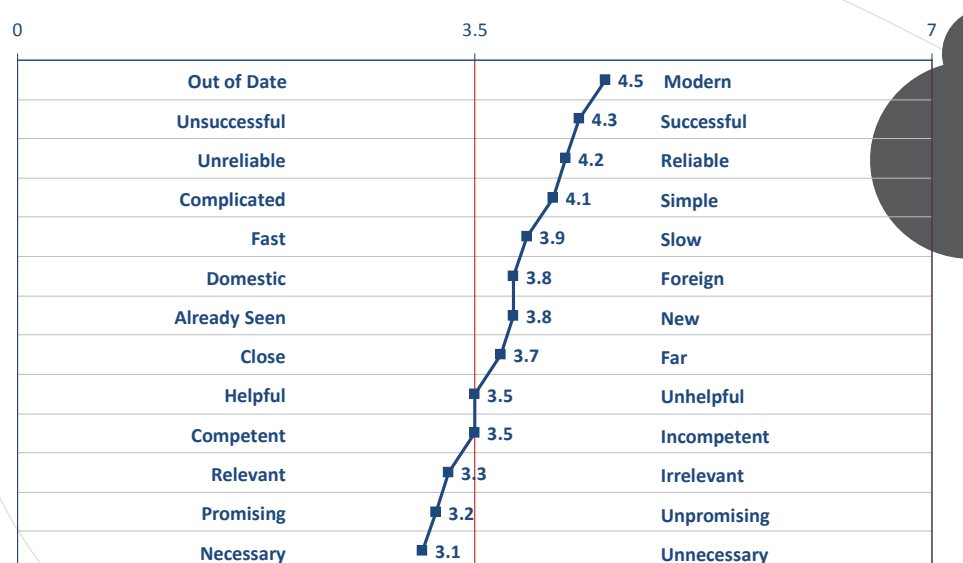
The Image of the Non-Governmental Organizations

THE NON-GOVERNMENTAL ORGANIZATIONS ARE PRIMARELY PERCEIVED AS NECESSARY AND RELEVANT, COMPETENT, SUCCESSFUL, MODERN, HELPFUL AND PROMISING

On the basis of the analysis of attributes used to describe them it could be said that the existing non-governmental organizations observed as a whole have a good image amongst the citizens of Montenegro. The civic sector organizations are primarily perceived as necessary and relevant, as well as promising, considering that they have been described as such by almost 60% of citizens. Furthermore, they have also been perceived as competent organizations, which are helpful, successful and modern (about a half of the population has opted for above-mentioned attributes).

Within this question the respondents have chosen one out of two attributes of opposite meaning. Within all pairs the positive attribute has been chosen in a greater percentage, but as for some attributes (reliable, simple, fast, domestic, new, close) that has been less than a half of population. Negative characteristics which indicate that non-governmental organizations are complicated, unsuccessful and out of date more often than average have been given by persons of the lowest level of education. Although on that basis it could be concluded that awareness of civic sector has certain impact on perception, too, the differences based on awareness self-assessment of the respondents have not proved to be relevant. On the other hand, totally expectably, persons who assess the contribution of the NGOs as positive more often than average choose positive attributes, whereas those sharing an opposite attitude more often have opted for the negative ones.

 **Graph 20: The Image of the Non-Governmental Organizations, Average Grades**



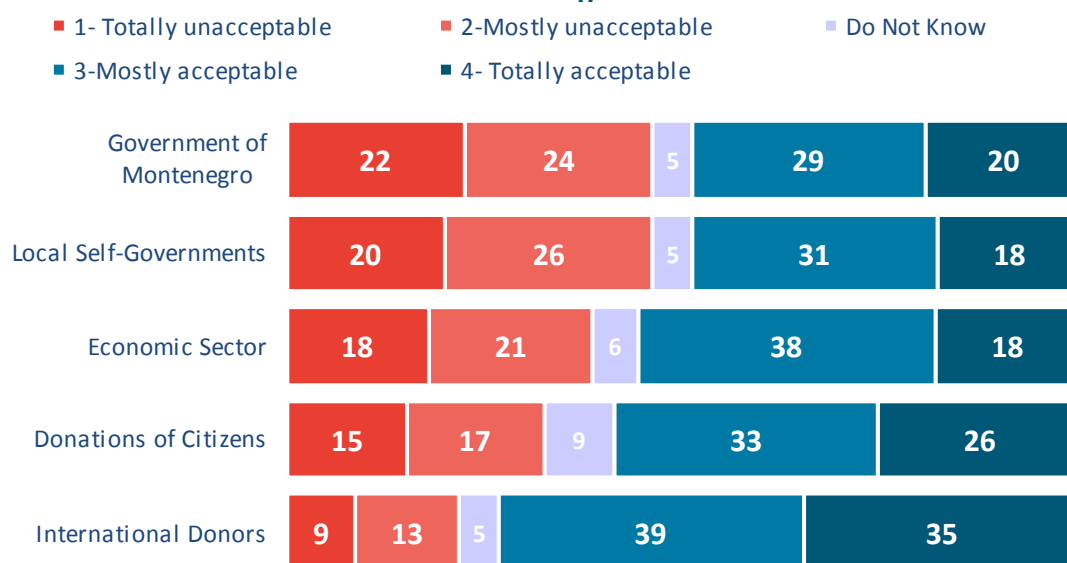
The Attitudes Towards the NGO Funding

WHEN IT COMES TO FINANCIAL ASSISTANCE TO NON-GOVERNMENTAL SECTOR IT HAS BEEN PRIMARILY ASSOCIATED WITH INTERNATIONAL DONATIONS AS THE MOST ACCEPTABLE SOURCE OF FINANCE, AND ALSO FOR THE OTHER DONORS WHO ARE NOT A PART OF THE AUTHORITIES (CITIZENS AND ECONOMIC SECTOR). OPINIONS REGARDING THE DONATIONS OF THE GOVERNMENT AND LOCAL AUTHORITIES HAVE BEEN DIVIDED.

International donors are the most desirable source of the NGO funding for citizens considering that this source has been assessed as acceptable by $\frac{3}{4}$ of the population. Citizens and economic sector are acceptable financiers in a smaller percentage, but then again they have been more often assessed as such than as the unacceptable (over 50% of respondents have assessed them as acceptable, and around $\frac{1}{3}$ of respondents as unacceptable). A clear polarization of attitudes is noticeable when it comes to the participation of the governing structures, that is to say the Government of Montenegro and local self-governments in funding projects of the non-governmental organizations: for one half of the respondents it is acceptable, while for the second half it is not acceptable.

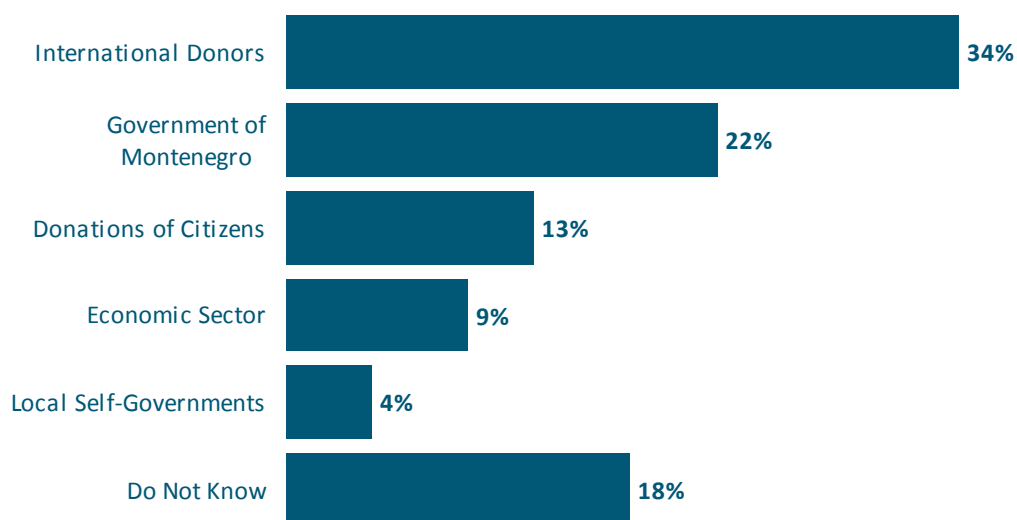
The citizens who do not believe in existence of the impact of non-governmental organizations on the life of the citizens and who see the path of Montenegro as wrong tend more to assess the above-mentioned sources of finance as unacceptable. On the other hand, citizens who have a positive opinion on NGO work assess them as acceptable more often than average.

Graph 21: The Acceptability of Sources of Finance of the Non-Governmental Organizations



Also, when asked to state one institution/organisation which in their opinion should provide the non-governmental sector with financial assistance to the greatest extent most citizens, 34% of them, have opted for international organisations, whereas almost 1/5 of them has not known the answer to this question. Although the opinions on acceptability of funding are divided, the next most frequently chosen source of finance is the Government of Montenegro (22% of citizens). Economic sector and local self-governments have been the answers given more frequently than average by the population of the coastal areas as well as those aged from 50 to 59, while the citizens of Podgorica have more frequently opted for the donations of citizens as a preferable source of non – governmental sector financing.

Graph 22: Who Should Financially Assist the NGOs



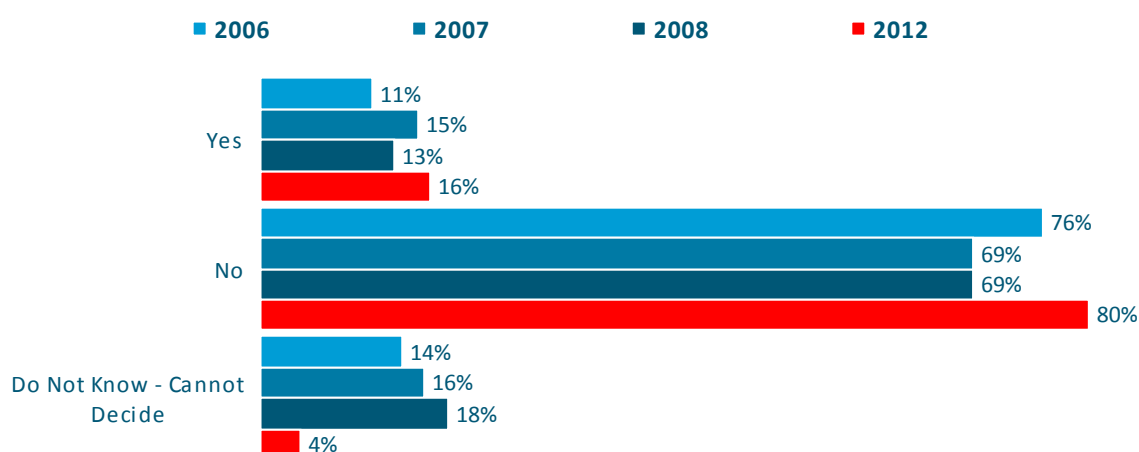
Experience with NGOs and Willingness to Support

THE SCOPE OF IMPACT OF THE NON-GOVERNMENTAL SECTOR IS PRETTY SMALL: LESS THAN ONE FIFTH OF POPULATION HAS HAD SOME SORT OF EXPERIENCE WITH NON-GOVERNMENTAL ORGANIZATIONS, BUT THEREFORE THE POTENTIAL FOR INVOLVEMENT OF CITIZENS IS CONSIDERABLY GREATER. MOST CITIZENS HAVE SHOWN THE WILLINGNESS TO PARTICIPATE IN ACTIONS OF THE BROADER SOCIAL SIGNIFICANCE IN SOME WAY, THROUGH ACTIVITY OR FINANCIAL ASSISTANCE

Until now only 16% of citizens have had an opportunity to be included in the activity or project of a non-governmental organization, that is to say that the said organization(activity) directly affect them or their interests. It is noticeable that there is a relationship between the experience with NGO(s) and attitudes towards the impact of NGOs on the life of citizens. Namely, persons who have a positive attitude towards the impact of the civic sector on society more frequently than average have had an experience with non-governmental organizations. Unfortunately, this level of analysis does not provide an insight into the nature of that relationship, that is to say it cannot determine whether the experience with NGO(s) affected formation of attitude, or simply the people who have a positive attitude towards the NGO(s) due to that fact are more inclined to engage themselves in their activities.

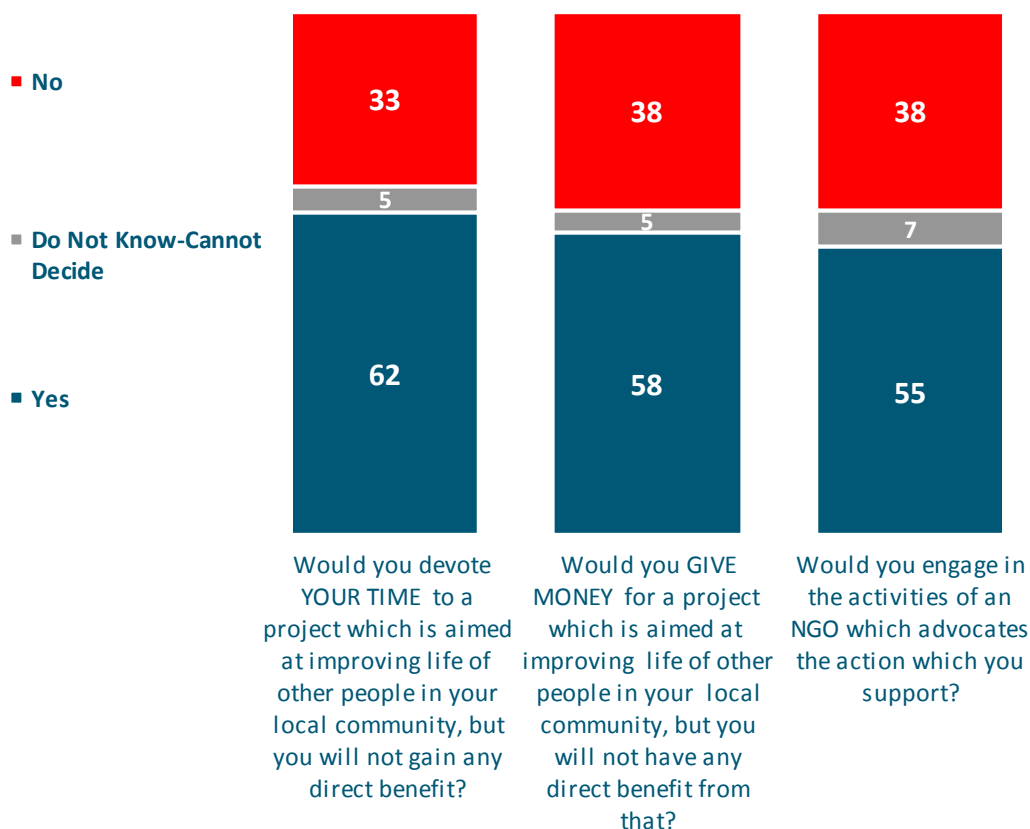
Compared to the previous waves of survey, the percentage of citizens who could not determine whether the activities and projects of a non-governmental organization have had a direct impact on them has significantly decreased this time. By that very fact the percentage of both those who say that activities and projects of non-governmental organizations have not had an impact on them personally, and those who have experienced that impact has significantly increased.

Graph 23: The Direct Impact of the NGOs on Citizens



Six out of ten citizens(62%) are willing to devote their time to a project which has an aim to improve life of other people in their local community, even though it would not bring them any direct benefit. Similar percentage of citizens is willing to make a cash donation(57%) for that purpose or to directly engage in activities of a non-governmental organization advocating an action which they support. The citizens who see the path of Montenegro and the impact of the non-governmental sector positively are more willing to involve themselves in this form of engagement, whereas the oldest citizens of Montenegro as well as those whose incomes are below average are less willing to do that. However, these results should be taken with reserve, having in mind that a number of citizens has given the socially desirable answers.

Graph 24: The Willingness to Support



Conclusions

Unlike the strongly expressed optimism after the proclamation of independence, at the moment the citizens of Montenegro are divided in assessment of the course the country they live in is currently taking. This is the direct consequence of the economic crisis which Montenegro could not avoid too. In addition to that, due to economic crisis, the most important problems the citizens are faced with are associated with their existence. The following problems are dominant: **unemployment, low standard of living** related to it, as well as **the economic crisis and poverty**, and only after those **corruption**, and at the end, **rising prices**.

TRUST IN INSTITUTIONS

Institutions, which have been included in this survey enjoy the trust of citizens, considering that positive grades have been given to them by more than 60% of population. As for the confidence, the educational and health care systems have been particularly distinguished, as well as the media, and those are followed by the President of Montenegro and non-governmental organizations.

The level of confidence in non-governmental organizations has not been changed considerably compared to 2008. Most citizens still have medium or small confidence, but the percentage of those who greatly trust in non-governmental organizations has slightly increased. Positive finding is the fact that observed from 2006 onwards the percentage of citizens who do not have determined/clear attitude toward the non-governmental sector has constantly decreased, and now it is only 10% of population.

Trends in other surveys which have dealt with the issue of confidence of citizens in institutions in Montenegro in a longer period say that during the last two years a decline of confidence in institutions occurred.

THE ATTITUDES TOWARDS THE NGOS

In most cases the citizens of Montenegro have a **positive association with non-governmental organizations** and primarily see them as **organizations which act in the interest of society and work on the issue of problem-solving, which are independent of the government and political parties, and which assist vulnerable groups and fight for human rights**. Negative associations, which are present in a considerably smaller number than positive ones, connect NGOs to **theft and money laundering, foreign influences and incompetence**.

On the basis of the analysis of attributes used to describe them it could be said that among the citizens of Montenegro the existing non-governmental organizations observed as a whole enjoy a good image. The civic sector organizations are primarily perceived as **necessary and relevant, and also as promising ones**, considering that they have been described in that way by almost 60% of citizens. Also, they have been perceived as **competent** organizations which are **helpful, successful** and **modern** (around a half of the population has chosen above-mentioned attributes).

The attitudes of citizens suggest that non-governmental organizations are primarily perceived as a form of self-association of citizens which enables people who are not politically engaged to express their attitude and affect problem-solving; nevertheless, they also show that a part of



citizens still nurtures negative stereotypes regarding NGOs as an instrument for making money and implementing the ideas of other countries.

ACTIVITY

In comparison to local self-government, trade unions, the Assembly, political parties and commercial sector, the citizens of Montenegro have the most favourable opinion about **non-governmental organizations and the Government of Montenegro**, because only those are positioned within the quadrant of above average perception of **successful problem-solving and advocating the best interest of the whole society**.

Although the expectations from activities of **NGOs** are somewhat smaller in comparison to other above-mentioned institutions, they are actually assessed by the highest percentage of citizens as those which **really work in the best interest of the whole society (62%)**.

Answers to the direct question „the fulfilment of whose interests the non-governmental organizations do primarily serve to“ also confirm the previous finding that **non-governmental organizations are predominately perceived as organizations in service of citizens and society**.

A significantly larger percentage of citizens thinking that the impact of the non-governmental organizations on solving key social problems in Montenegro is great as well as those who assess this impact as medium has been registred in this round of research. At the same time, both the percentage of those who believe that non-governmental organizations have minor impact on solving the most important problems, and the percentage of those who cannot assess the impact of non-governmental organisations on problem-solving in Montenegro has been reduced considerably. In addition to that, the perceived impact has been mostly assessed as a positive contribution to lives of the citizens.

The citizens perceive the non-governmental sector as „**an independent observer who monitors as well as participates actively in the most important fields and corrects the moves of the Government** “. When it comes to the fields which are perceived by citizens as those in which further engagement of NGOs is most needed, the following fields have been highlighted: **fight against corruption, field of human rights and monitoring the work of the Government and local self-government**. These are at the same time the fiels which are perceived as exception-ally important by citizens and which are a part of the list of the major problems in the country.

In addition to the stated fields, the field of **social care and humanitarian work has been assessed as extremely important** by the citizens of Montenegro, **whereas at the same time the activity of non-governmental organizations in these areas has been perceived as below average** – in comparison to other fields.

Existential problems of citizens of Montenegro, caused by increasingly difficult employment providing, the decline in standard of living as well as the growth of poverty are the reasons for identifying precisely these fields as very important ones in which the activities of the non-governmental organizations lack.

AWARENESS

Awareness of the citizens of Montenegro regarding activities of non-governmental organizations in the country has increased over the years.

Therefore, now in comparison to 2008 there are considerably more persons who claim to be

informed on this subject, but still they make only one third of the population, whereas 2/5 of the population is partially informed.

Awareness of citizens significantly depends on media coverage and the space which is given to a certain subject or field in media. Attitudes of citizens show that, when it comes to civic sector, there is a room for coverage improvement considering that 62% of respondents believe that media should dedicate more attention to activities of non-governmental organizations. As fields which the media should cover more extensively within the activities of non-governmental organizations, the citizens primarily state those fields which represent their greatest problems as well, and those are, in the first place, economy, a low standard of living, commerce, employment, fight against corruption, then monitoring the Government and local administration work, human rights, social care and humanitarian work, ecology...

FUNDING

For citizens the most desirable source of the NGO funding are international donors considering that this source has been assessed as acceptable by $\frac{3}{4}$ of population. Citizens donations and economic sector are acceptable financiers for a smaller percentage of respondents, but then again more frequently assessed as such than as unacceptable (over 50% of respondents assess them as acceptable, and around 1/3 of respondents as unacceptable). A clear polarization of attitudes regarding the participation of ruling structures that is to say the Government of Montenegro and local self-governments in non-governmental sector funding is noticeable: to one half of the respondents that is acceptable, whereas to the other half it is not acceptable. The NGO sector financing by the state could be acceptable only if there is a clear conviction at the side of the citizens that by that means the state will not „put the NGOs under control“, that is to say that the non-governmental organizations, in spite of being financed by budget, will remain a constructive critic and controller of the governing structures.

When asked to name one institution/organisation which in their opinion should provide the non-governmental sector with financial assistance to the greatest extent most citizens, 34% of them, have opted for international organizations, while almost 1/5 of them has not known the answer to this question. Although the opinions on acceptability of funding have been divided, the next most frequently chosen source of finance has been the Government of Montenegro(22% of citizens).

Modern
Successful
Promising
Reliable
Necessary **Relevant**



Methodology

The opinion poll on general population in this study has been conducted by usage of the face-to-face method, on the representative sample of the 18+ citizens of Montenegro. In other words, this survey has covered the citizens from the whole territory of Montenegro, both those living in towns and population of the rural settlements, with respondents of both genders, various age and educational and material status, with an aim that structure of the sample truly reflects structure of the population. Realised sample of 851 respondents has included the male and female citizens in ratio existing in population.

Quantitative research³ has provided us with **accurate measurements and quantification** of relevant indicators and **comparison** of results on these indicators for various target groups or segments of population, as well as the comparisons with previously conducted surveys. In addition to that, quantitative researches realised on the representative sample according to certain procedures for planning and realising the sample enable a **generalisation of obtained results to the entire population, which is the case with this study as well**. Namely, we can say with a degree of certainty that results of the survey on the subject of attitudes of citizens of Montenegro towards non-governmental organizations, obtained on the random representative sample, reflect the state in the population as a whole; figuratively speaking, results obtained are reflection of opinion of “the citizens of Montenegro” rather than “the respondents”.

As for the technical details of conducting the field opinion poll, it should be emphasized that the sample is representative for the population of adult citizens of Montenegro, that 851 (male/female) respondents have been included in it and that in terms of its technical characteristics and principles of sampling the sample is a three-stage stratified random sample. Sampling frame has been comprised of the polling station territories. Stratification has been made by region and the type of settlement, and three stages, which ensure the randomness of the sample, represent: the selection of sample points, that is to say the territories of polling stations included in the surveys (probability of selection proportional to the size of the polling station expressed through the number of registered voters), the selection of a households(so-called Random Route sampling technique used) and the selection of respondents(Kish tables used). The sample has been consisted of a total of 107 sample points, and the data collection was carried out during the month of September 2012.

Face-to-face interview is probably the most popular and the oldest method of survey data collection. In the face-to-face interview the pollster is physically present in the household of the respondent in order to ask questions and assist

3 In social sciences quantitative research is systematic, empirical investigation of social phenomena using statistical, mathematical or computational techniques. The objective of quantitative research is developing and using mathematical models, theories and/or hypotheses referring to the researched phenomenon. The measurement process is the key one for quantitative research since it provides a fundamental connection between empirical observation and mathematical expression of quantitative relations.

respondents in answering those. That method of data collection is still the best when one want to minimise number of no-answers and maximise the quality of collected data. Face-to-face interviews are frequently used for data collection in studies researching sensitive topics. Fundamental advantage of the F-2-F interview is a presence of the pollster, which facilitate establishing the trust between pollster and respondent, while at the same time it can make it easier for respondent to answer certain questions or to clarify certain items in the questionnaire. Apart from that, in the face-to-face interview visual aids (e.g. so-called cards or audio-visual test material) can be used in order to assist respondent in answering.

Data Collection Method	Face-to-face interview in the home of the respondents
Basic Collection of Samples	18+ population of Montenegro; the 2011 census data and the estimate of the population dynamics
Sample Type	Three-stage, random, representative, stratified sample
Stages	First-stage unit – polling station territory – approximate size of about 200 HH (PPS with a probability proportional to size) Second-stage unit – households selected by the Random Route method starting from the given addresses (SRSWoR) Third-stage unit – household members selected with the same probability (SRSWoR) – Kish tables
Stratification, Purpose and Method	By: Type of Settlement – urban/rural 4 geo-economical regions
Post Stratification	By: gender, age, type of settlement, geo-economical regions
Sample Size	851 (with 107 sample points)
Confidence Intervals	95% confidence interval for phenomena with an incidence of 5% is (3.4%, 6.6%) 95% confidence interval for phenomena with an incidence of 20% is (17.1%, 22.9%) 95% confidence interval for phenomena with an incidence of 40% is (36.4%, 43.6%)
Field Work	From 30 th June to 9 th July 2012.



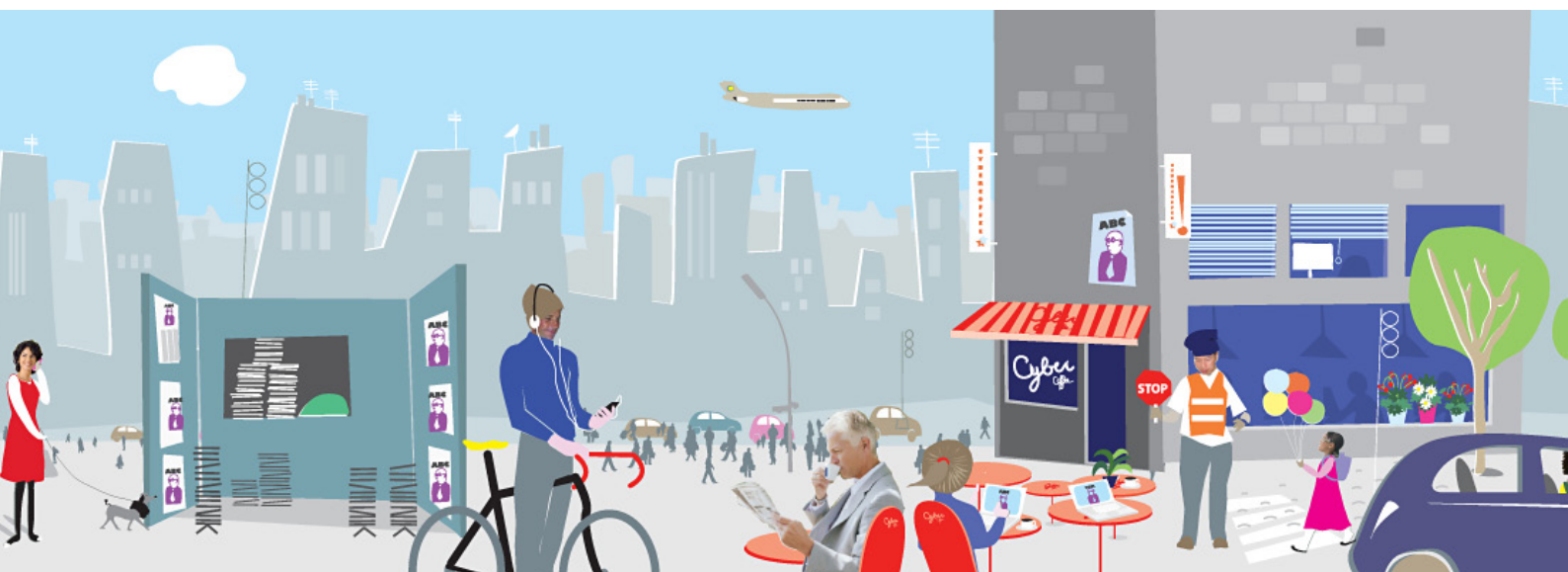


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Ipsos Strategic Puls
Rimski trg 50, PC Kruševac
Podgorica, Crna Gora
Tel. centrala: +382 20 411 610
Fax: +382 20 411 610
www.ipsos.com



CRNVO - Centar za razvoj nevladinih organizacija
Dalmatinska 78, 20 000 Podgorica, Crna Gora
Telefon/Fax:
(+382 20) 219-120
crnvo@crnvo.me
www.crnvo.me



TACSO Montenegro Office
Dalmatinska 78
81 000 Podgorica
Montenegro
t: +382 20 219 121, 219 122, 219 123
info.me@tacso.org

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