



Attitudes of citizens of Montenegro toward Non- Governmental organisations



October 2015



Project "Civil Society Decides Too" is financed by the Delegation of the European Union to Montenegro, IPA 2013 Civil Society Facility Montenegro Programme. The sole responsibility for the content of this document lies with the Centre for Development of Non-Governmental Organisations and it does, not in any way, reflect the opinion of the European Union.

Content:

Introduction.....	3
Public Perception and Attitudes toward Non-Governmental Organisations.....	4
Funding of the Non-Governmental Organisations.....	15
Scope of Work of the Non-Governmental Organisations.....	19
Summary.....	26
Methodology.....	28

Introduction

This report contains key findings of the public opinion survey „Attitudes of citizens of Montenegro toward Non-Governmental organisations“, conducted on the representative sample of citizens of Montenegro (n=1015) in the period 8 – 16 October 2015.

The main aim of the survey is to present the perceptions of citizens about Non-Governmental organisations in Montenegro.

The outcomes of the present survey make an integral part of the project "Civil Society Decides Too“, implemented by the Centre for Development of Non-Governmental Organisations (CRNVO). The project is financed by the European Union and is managed by the Delegation of the European Union in Montenegro.

The overall goal of this project, which is implemented by the CRNVO in cooperation with the Network of Institutes and Schools of Public Administration in Central and Eastern Europe (NISPAcee) and NGO Bonum, is to contribute to the increased participation of civil society organisations in the creation and implementation of public policies in Montenegro, while the specific goal is to improve cooperation between the Government and civil society organisations in the process of public policy-making and its implementation.

Attitudes and opinions presented in this survey do not necessarily match with those of the project partners.

All masculine terms in this report relate also to the same terms in feminine and vice versa.

Public Perception and Attitudes toward Non-Governmental Organisations

The key indicator of the citizens' attitude toward Non-Governmental organizations, trust, remained unchanged in comparison with previous two-year period. However, it is quite possible that, overall complexity, polarisation and confrontation within Montenegrin political scene, contributed to a higher level of indifference, which is the best indicator of the increase in number of those without an attitude toward Non-Governmental organisations and their work, compared with the previous period.

The opinion still prevails that non-government organisations are a good channel for non-party engagement and social action of individuals, in function of expressing clear social attitudes and initiatives. At the same time, there is a certain number of those who thinking that NGOs are the means in hands of capable individuals to reach certain social power, as well as those who stress that a part of NGO sector works in favour of interests of the political parties and government.

Taking into account these findings, so as a significant drop in percentage of the public who, a priori, supports the opinion that it is necessary to prohibit work of the NGOs, as they represents interests of the foreign countries, it may be concluded that there is a pacification of public in relation to NGO sector.

Such a perception toward NGO (which is unambiguously indicated by the data), is influenced by the activities of the NGOs themselves and their leaders, who, as per the part of the public, are appropriately represented in media reports. Moreover, it may be concluded that an indirect information about the work of the NGO (via reporting in media) is exactly a dominant form of raising awareness about the NGOs among general public, and that personal (direct and indirect) contacts with them are very limited.

What is significantly optimistic in general perception of the overall population about NGOs is the fact that around a half of the Montenegrin population thinks that the holistic action of the NGO sector is focused on the well-being of Montenegrin society and citizens.

However, what could be a „negative“ perceptive potential is the fact that an important part of the total population (almost a half), has recognised a relatively clear distinction between pro- and anti-government organisations of this kind. In fact, it divides them into those providing apparent support to political establishment and those opposing it. Furthermore, when it comes to the trust in Non-Governmental sector, general public of Montenegro is significantly polarised, almost identically as it is the case with government institutions. Specific issue here may be a tendency of “politisation” of the NGO sector, or its identification with different parts of political elite, which would make it lose its significant role in the context of the expected accumulation of the positive social changes.

The term „civil society organisation“, frequently used as an alternative term for the NGO, at this moment does not have a quality positioned content nor it has a developed connotative meaning with general public, and therefore, in that context, it is weakly differentiated with the whole Montenegrin population. More than one third of citizens is not able to list any association (35%), one fifth of citizens say that thinking on the idea of civil society organisation, nothing occurs to them (20%), while every tenth citizen admits that s/he is not familiar with this term (9%).

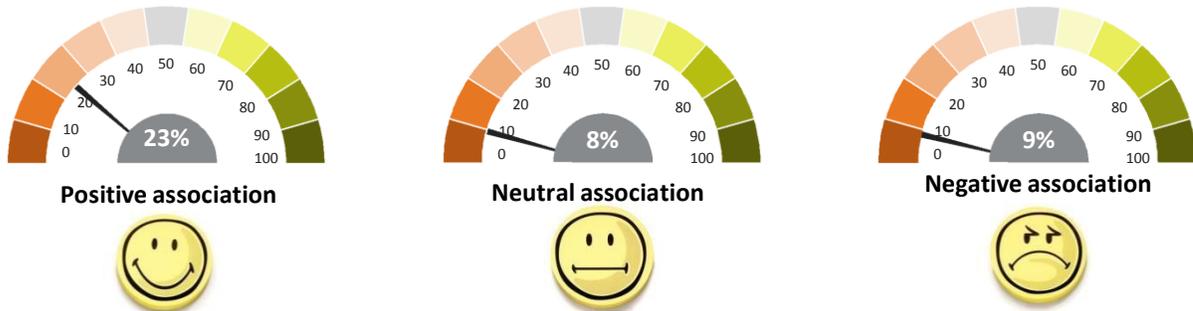
The most frequently mentioned associations are changes, willingness to strive for better life (6%), activity and fight for their attitudes (5%), positive thinking, good work, necessity for CSOs (4%), but also a disbelief in their work and distrust (4%).

Having considered and grouped all the aforesaid associations we came to a conclusion that **23% of citizens have positive associations about CSOs, 8% neutral, while 9% have negative associations on mentioning civil society organisation.**

Graph 1. Grouped spontaneous associations about civil society organisations

What is the first thing that occurs to you when you think about civil society organisations?

Database: Population 18+, spontaneous answers



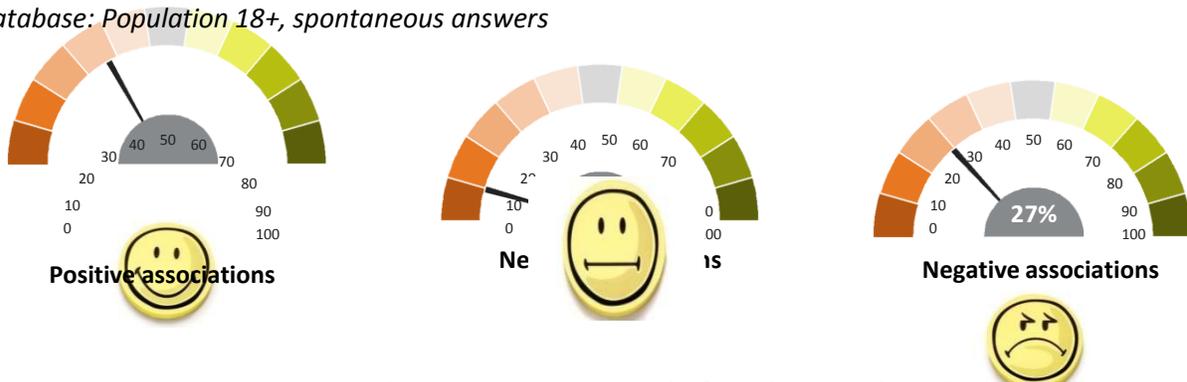
When it comes to associations about Non-Governmental organisations, the greater familiarity with this term is noticed – less than one third of citizens are not able to mention any association or say that nothing occurs

to them on the idea of NGO – 28%. **One third of citizens have positive association about Non-Governmental organisations (34%), but almost one third has negative associations about NGOs (27%).**

Graph 2. Grouped spontaneous associations about Non-Governmental organisations

What is the first thing that occurs to you when you think about non-governmental organisation?

Database: Population 18+, spontaneous answers



Spontaneous associations about Non-Governmental organisations are, primarily, fight for human rights, rights of women, children and minority rights and justice (8%), work in the interests of citizens, society, problem solving (6%), independence of Non-Governmental organisations from the government/political parties (6%), but also

theft and money laundering (5%), easy money (4%) and a lot of narration, but little work (3%). If we compare perception of citizens of Montenegro in 2015 with that of 2012, a slightly increased percentage noticed with associations about NGOs, mentions fight for human rights (8% in 2015 compared to 5% in 2012). Comparison of the shares of associations about Non-Governmental organisations of different

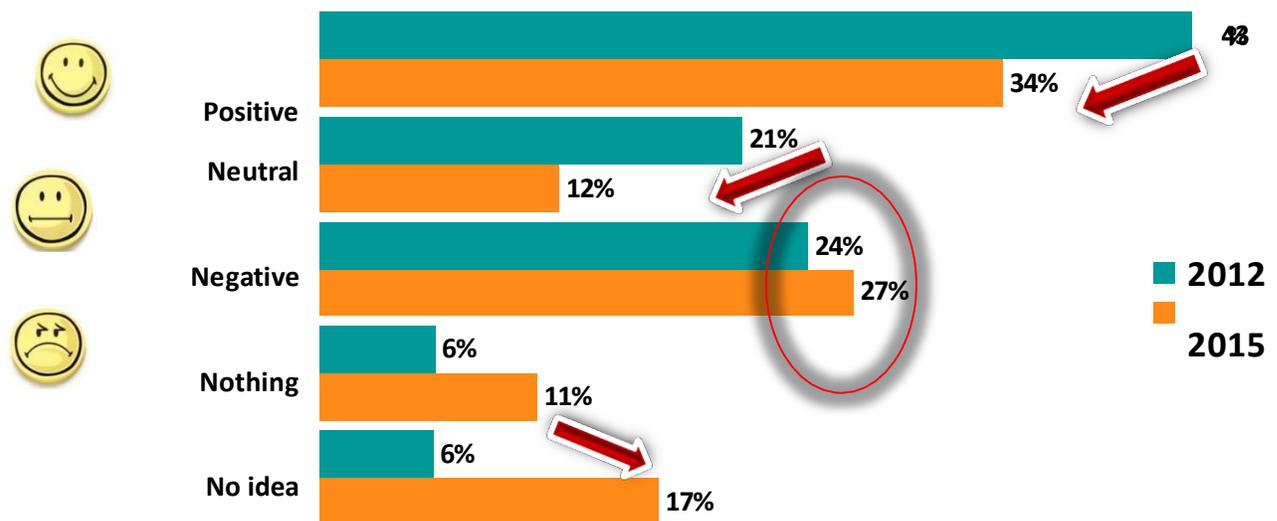
valences shows that significantly less percentage of citizens in 2015 has positive associations (34% in 2015 comparing to 43% in 2012), while the percentage of those with negative associations remained unchanged, at the same level (27% in 2015 and 24% in 2012). However, even though there is no rise in the share of negative associations, percentage of

citizens who were not able to mention any association about Non-Governmental organisations is higher this year (17% in 2015 in comparison with 6% in 2012).

Graph 3. Comparison between grouped spontaneous associations in 2015 and in 2012

What is the first thing that occurs to you when you think about non-governmental organisation?

Database: Population 18+, spontaneous answers



When speaking about assessment of various aspects of work of the Non-Governmental organisations, most of the citizens consider that NGOs provide opportunity to capable individuals, who are not politically engaged, to act publicly and present their attitudes (60%), so as that NGOs are a good chance for citizens to associate and organise themselves and thereby solve important social issues (57%). More than one third of Montenegrin population perceives the importance of having the NGOs, as they

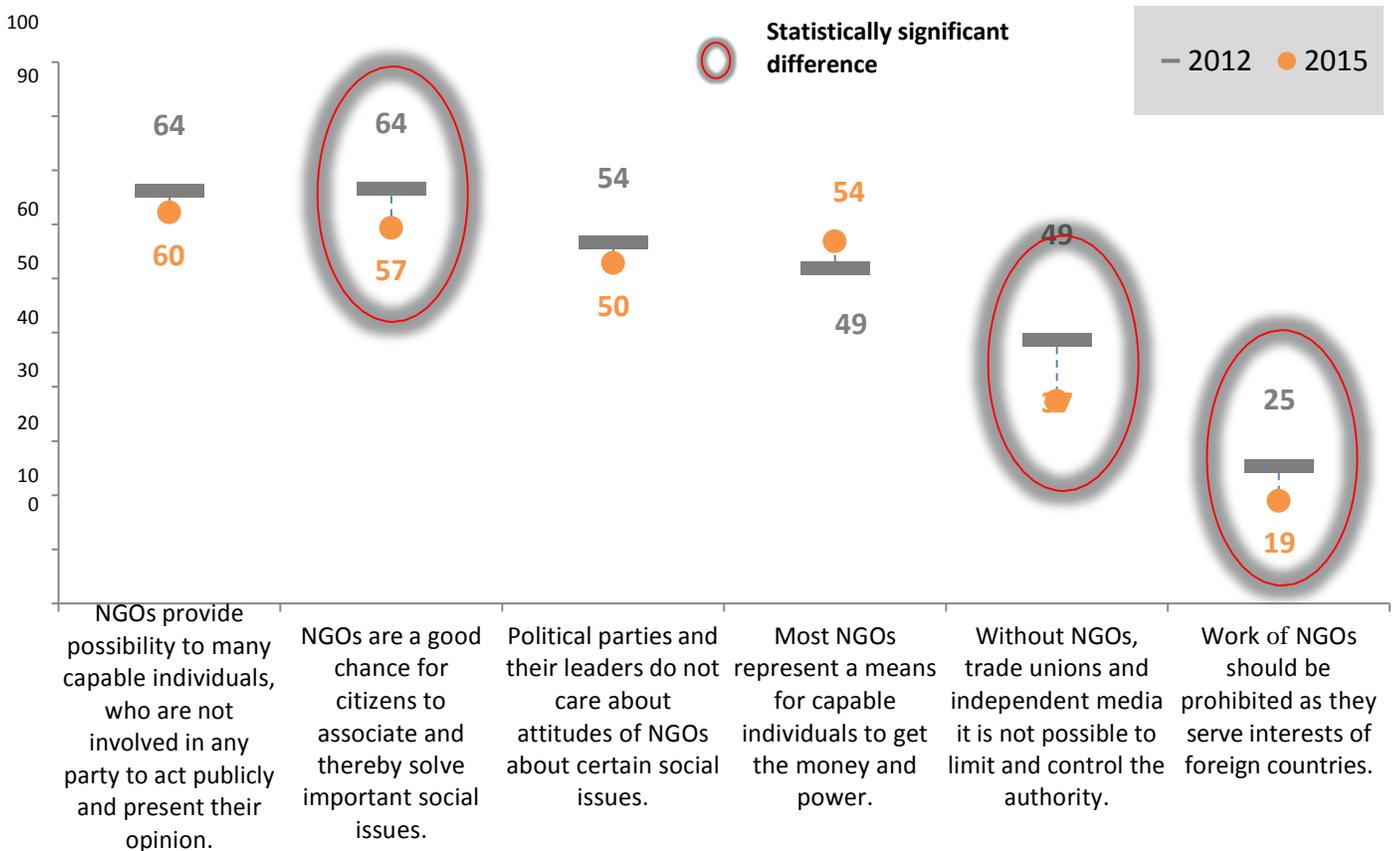
think, without them it would not be possible to limit and control the authority (37%), but on the contrary, every fifth citizen thinks that their work should be forbidden as they serve interests of foreign countries (19%).

Comparing to 2012 considerably less citizens are assured that NGOs are needed to control the authority (37% in 2015 in relation to 49% in 2012), but there is also smaller number of citizens who are assured that NGOs are a good opportunity for social engagement of citizens (57% in

2015 compared to 64% in 2012). On the other side, the number of those who think that NGOs should be prohibited as they serve interests of foreign countries significantly decreased (19% in 2015, 25% in 2012).

Graph 4. Attitude about NGOs

To what extent do you agree with the following? Database: Population 18+



When asked whose interest NGOs primarily serve, major part of the citizens, more precisely, slightly less than a half, mention that they serve to citizens and common well-being (44%), while around one fifth of them in this case mention that interests of NGO leaders are the primary goal of the NGOs (22%). The answers to follow are: NGOs serve to the government

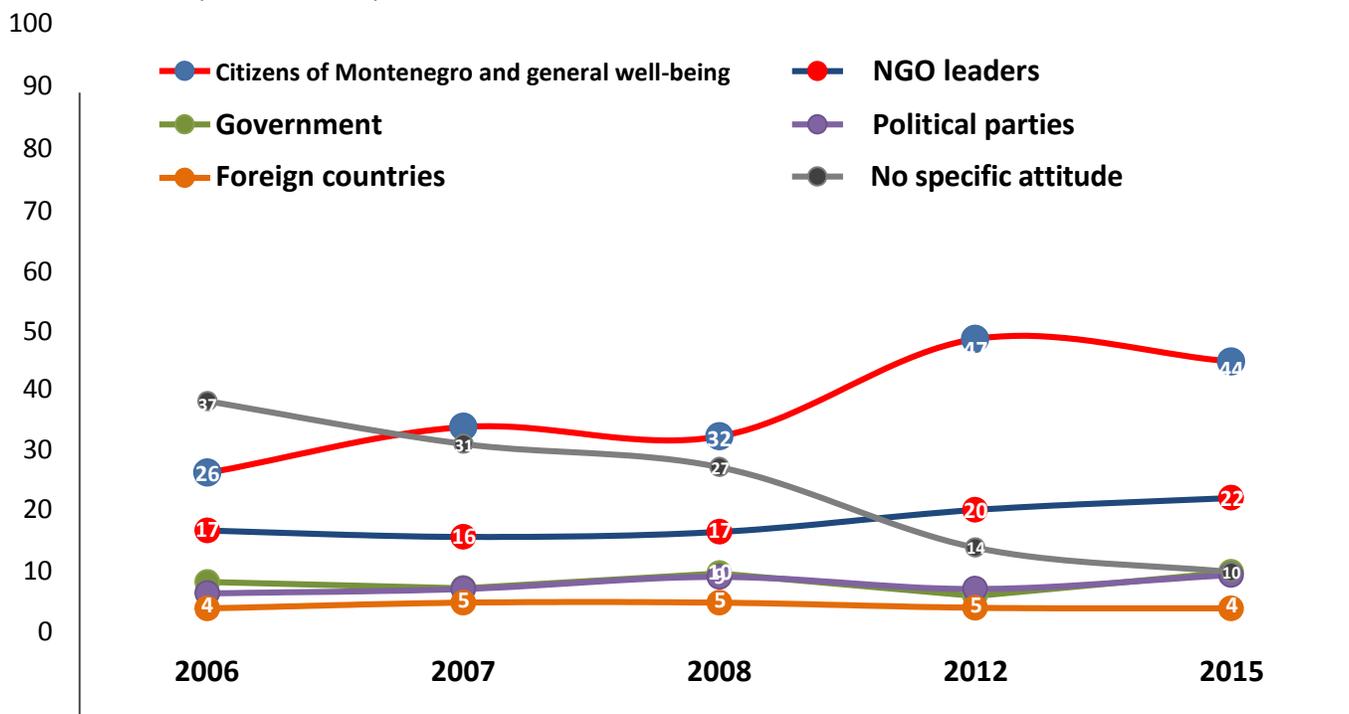
(10%) and political parties (10%), while every tenth citizen of Montenegro does not have a specific attitude about this issue. Comparing to the previous period, there is no specific change in the perception of the NGOs', except from the drop in number of those who cannot assess whose interests the Non-Governmental organisations in Montenegro primarily serve.



Graph 5. Interests which guide the Non-Governmental organisations

According to your opinion, whose interests do the Non-Governmental organisations primarily serve?

Database: Population 18+, spontaneous answers



One half of Montenegrin citizens recognise a dividing line between the Non-Governmental organisations supporting the work of the government and those strongly opposing the government policy. However, one third of the citizens think that Non-Governmental organisations in Montenegro cannot be divided in that manner. There are illustrative difference in attitudes of people employed in private and public sector, so as of those who know somebody who is employed in Non-Governmental sector – the least share of those employed in public sector think that Non-Governmental organisations cannot be split to those supporting the work of the government and those strongly opposing the government policy (34%), while this percentage is higher

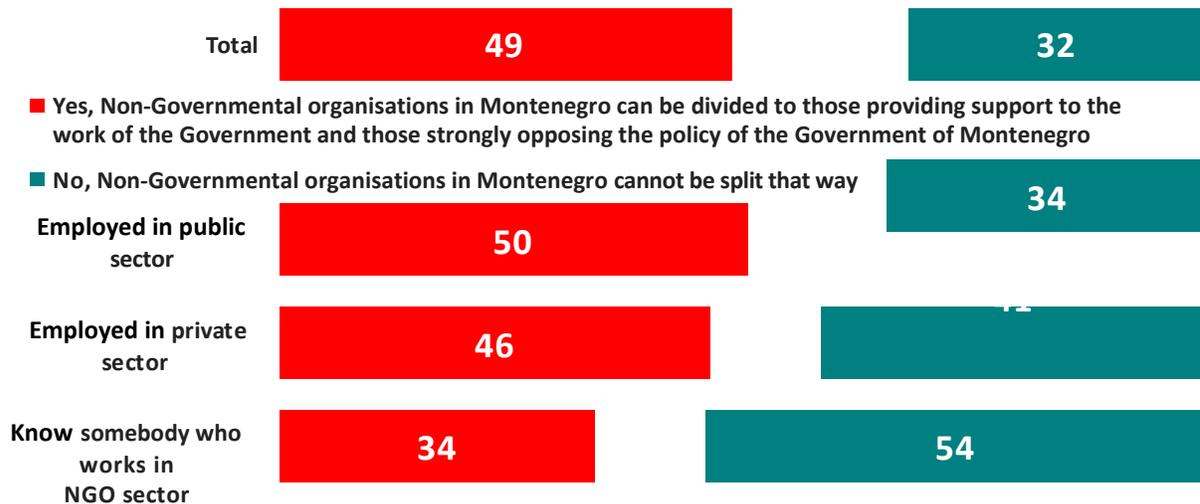
among those employed in private sector (41%), and it is the highest among citizens who know somebody who works in NGO sector (54%). Opinion of the part of the public believing that the NGO sector in Montenegro is divided to those providing obvious support to political establishment and those opposing it, is mostly influenced by the behaviour of the leaders and the employed in non-governmental organisations. On the other side, programmes and activities of the Non-Governmental organisations are critical for making impression about NGO sector with part of the public believing that there is no division within this sector.



Graph 6. The ratio between the NGOs supporting and NGOs opposing the policy of the Government of Montenegro

In your opinion, is it possible to divide Non-Governmental organisations in Montenegro to those supporting the work of the government and those strongly opposing the policy of the Government?

Database: Population 18+

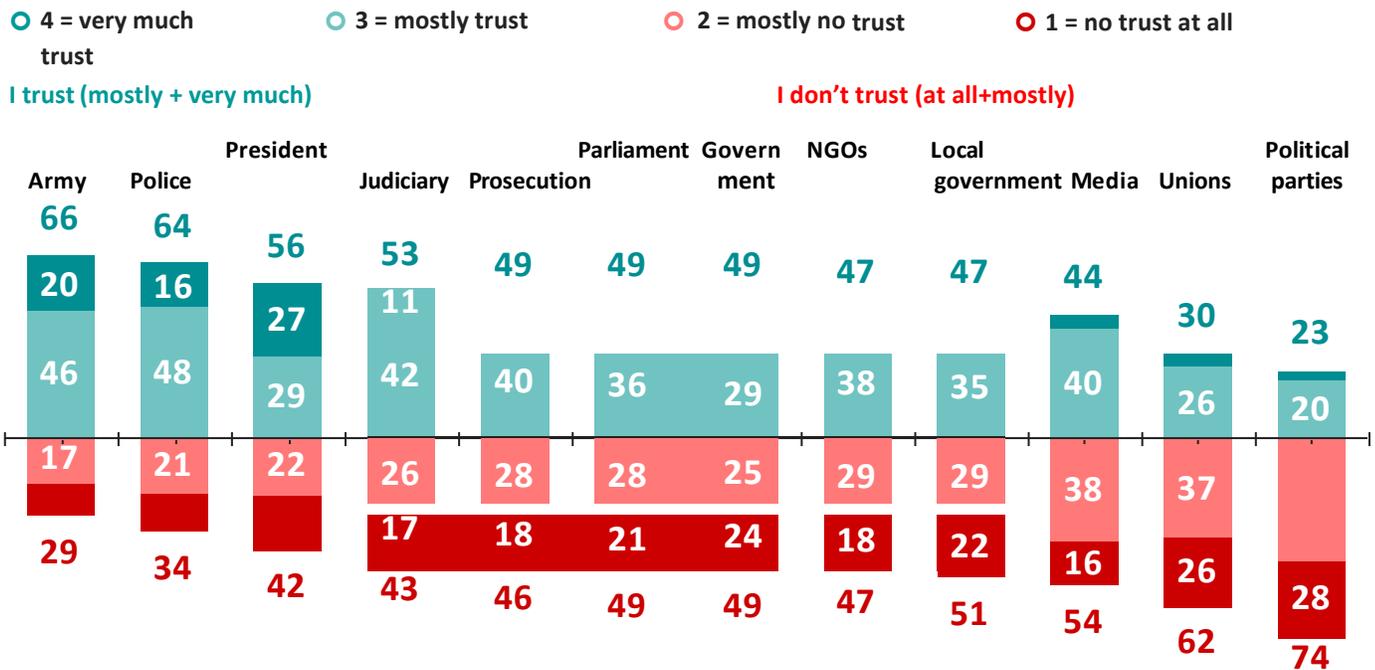


Citizens of Montenegro are polarised about the issue of trust in Non-Governmental organisations. The largest percentage of the citizens of Montenegro shows the trust in Army and Police (around two thirds of citizens), then in President of the country, judiciary, prosecution, Parliament and Government of Montenegro (around a half of the citizens of Montenegro), then in the

Non-Governmental organisations (47%) and media (44%), while the least trust of the citizens is indicated in trade unions and political parties (less than one third of the citizens).



Graph 7. Trust in institutions



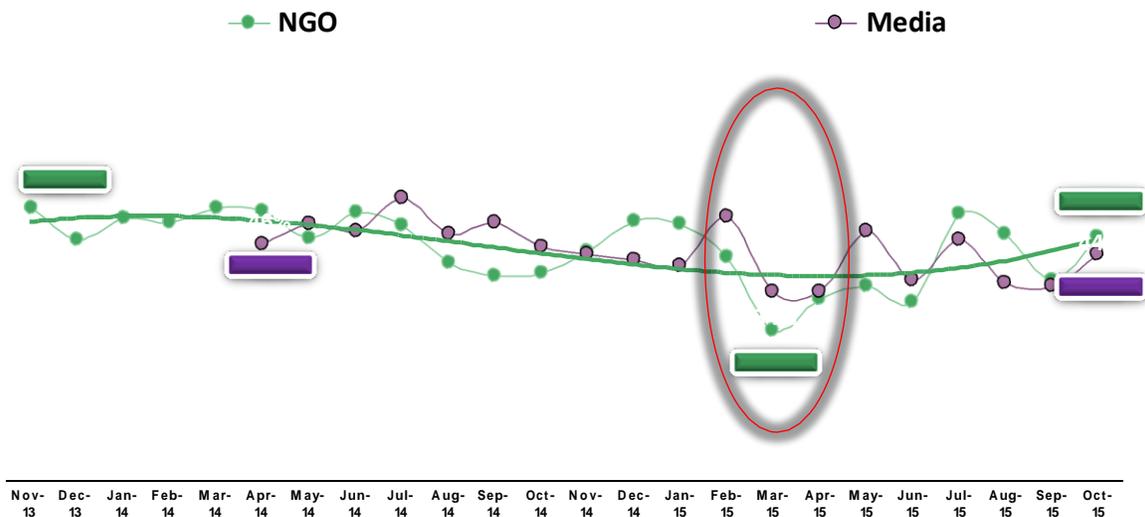
In relation to 2013, trust of the citizens in Non-Governmental sector is almost at the same level, while a sudden (and short) drop of the trust in NGOs and media was registered in the period from March until June 2014. During the observed period, a considerable growth of the trust of the citizens of Montenegro has been registered in Army (from 56% to 66%),

Police (from 55% to 64%), Judiciary (from 40% to 53%) and Prosecution (from 31% in December 2014 to 49% in October 2015). However, an important drop of the trust in political parties has also been noted (from 29% in February 2014 to 23% in October 2015).



Graph 8. Trend in trust

Now I would like to read the names of some institutions and I kindly ask you to tell me how much you trust each of them. Rate on a scale of 1 to 4, where 1 means that you have no trust in this institution, and 4 means you have very great trust in the institution. Database: Population 18+



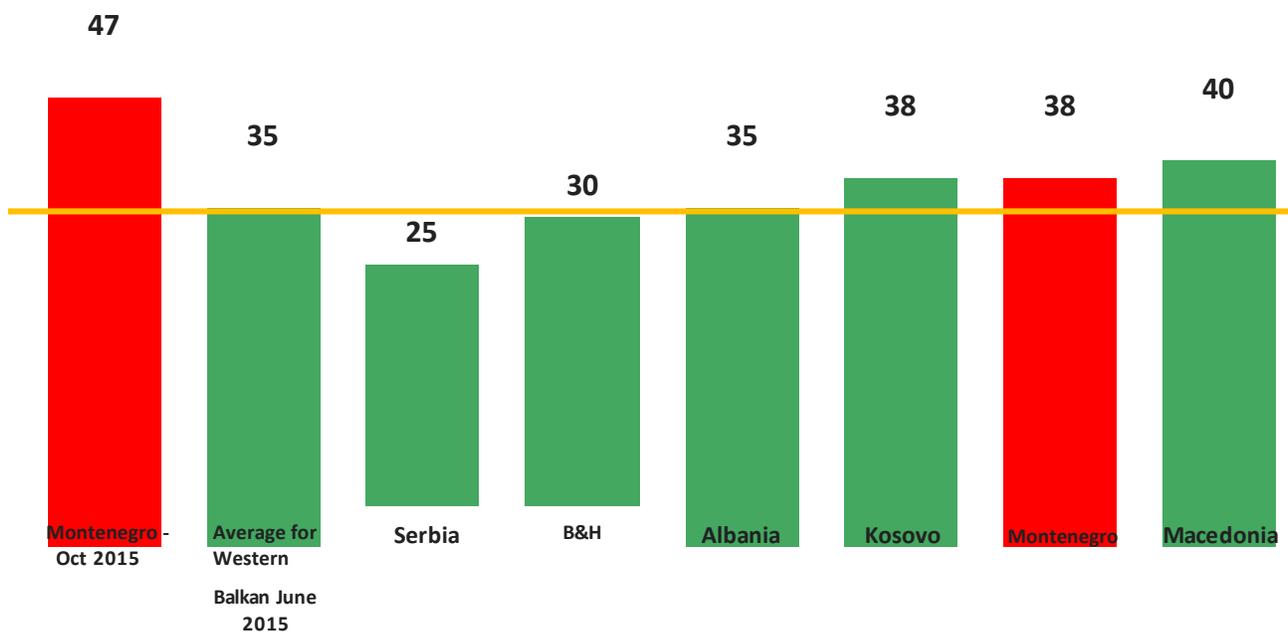
Montenegro is traditionally positioned in the group of the Western Balkan countries where there is a high level of trust in Non-Governmental sector. Even in the period when an important decrease of the trust in Non-Governmental organisations was registered, the trust in Montenegro was above average of the countries from our region. In last two years the lowest level of trust in NGO sector in Montenegro was registered in March

2015 at 34%. Four months were needed to reach the average value of trust in NGO sector for the two-year period and that only happened in July 2015, when the growth of trust in NGO sector of 12 percent was registered in comparison with June.



Graph 9. Trust in non-government organisations in Western Balkan countries

Now I would like to read the names of some institutions and I kindly ask you to tell me how much you trust each of them. Rate on a scale of 1 to 4, where 1 means that you have no trust in this institution, and 4 means you have very great trust in the institution. Database: Population 18+



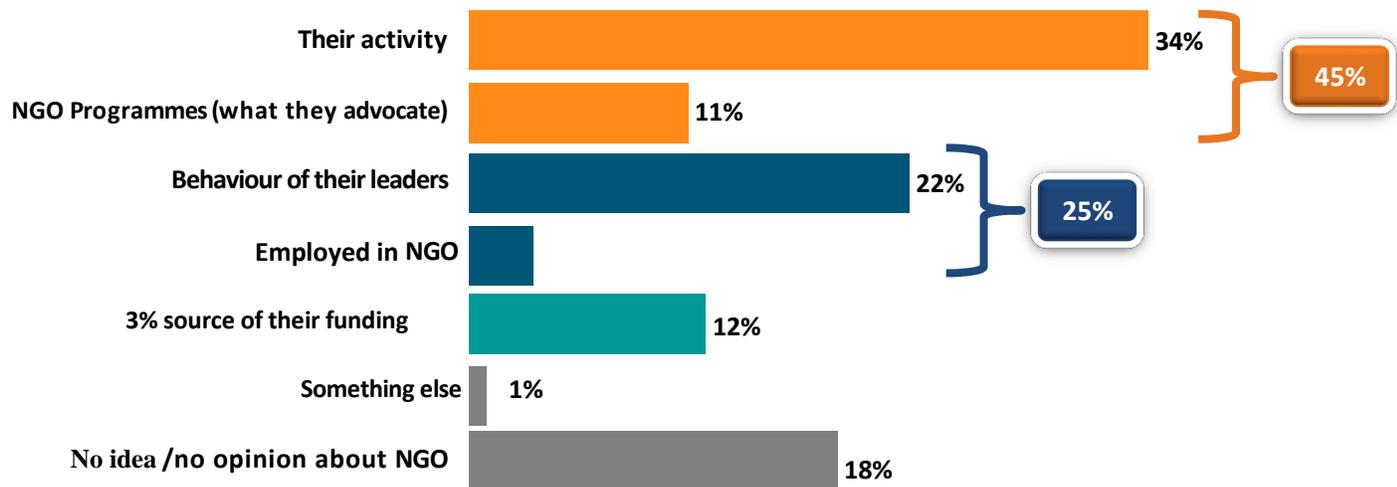
When it comes to the shaping of attitude toward Non-Governmental organisations, as stated by the citizens of Montenegro, it is mostly influenced by the activities implemented by the Non-Governmental organisations (34%), so as by programmes of the Non-Governmental organisations, i.e. by what they are going for (11%). However, there is a large share of those who also

mention behaviour of leaders of the Non-Governmental organisations and their employees (22% and 3%). Citizens also mention sources of their funding (12%), but it is worth mentioning that every fifth citizen does not know what made him/her think about NGO that way, or has no shaped opinion(18%).



Graph 10. Shaping opinion about Non-Governmental organisations

What influenced the most your opinion about Non-Governmental organisations? Database: Population 18+

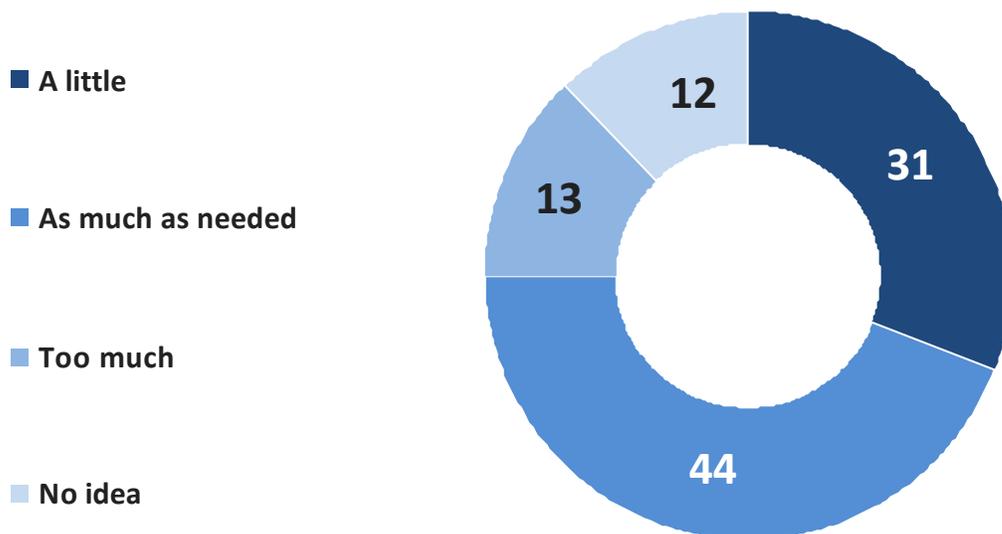


Attitude of citizens indicate that, when it comes to Non-Governmental sector, there is a room for improvement of reporting since less than a half of citizens consider that

media monitor NGO activities as much as needed, while almost one third thinks that media do not monitor activities of the NGOs to the necessary extent.

Graph 11. Media reporting about the Non-Governmental organisation

According to your opinion, to what extent do the media monitor activities of the NGOs?



Funding of the Non-Governmental organisations

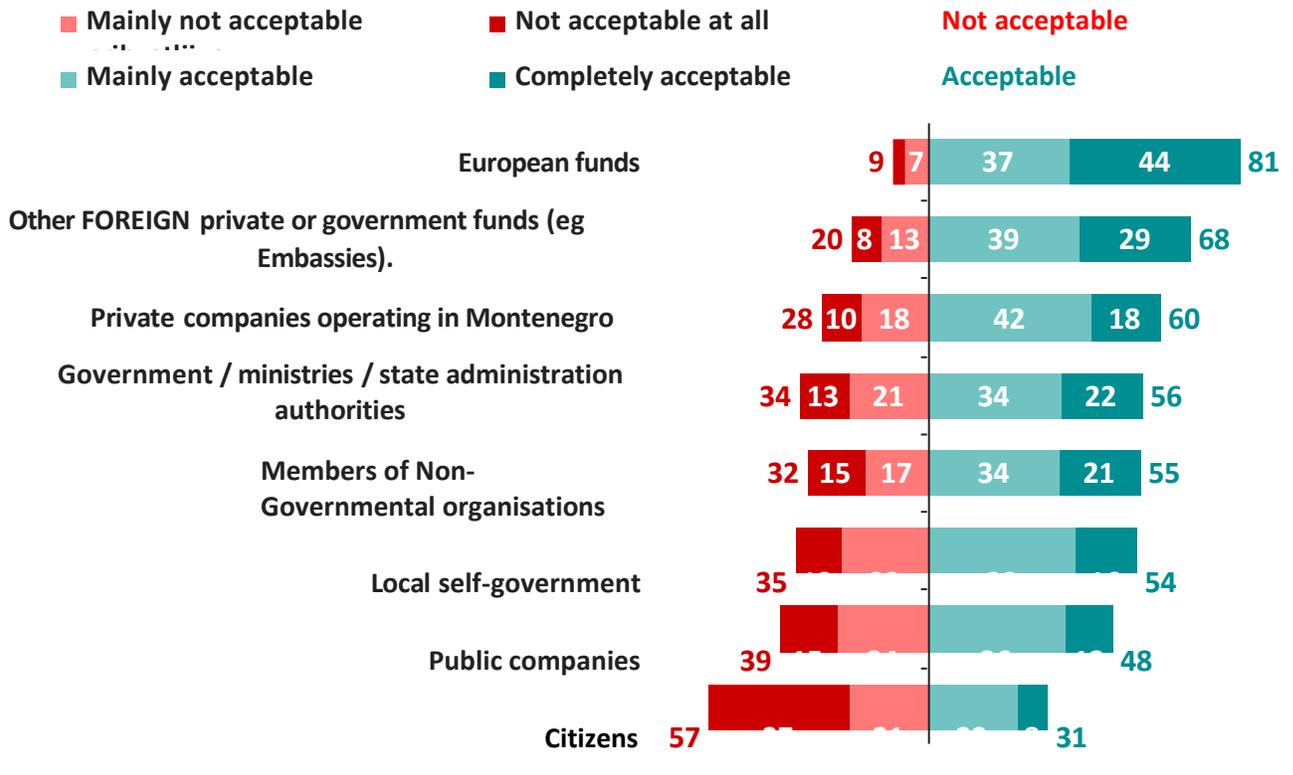
As far as the sources of funding of NGOs are concerned, the attitude of the general public is clear. European funds, foreign donors (governments and organisations), as well as private sectors are desirable and acceptable sources of funding of the activities of these organisations.

More than a half of the citizens (59%) considers that Non-Governmental organisations in Montenegro are mainly financed by the **European funds**, while foreign private or government funds are mentioned as significant funding sources by less than a half of the citizens (48%). Slightly smaller percentage of citizens think that public administration authorities (41%) and private companies (32%) are the main donors of these organisations, while local self-government and public companies are mentioned as significant source of funding of these organisations by 25%, i.e. 21%, respectively. To a significantly lesser extent, citizens think that the non-governmental organisations are mainly financed by private persons, or through donations of the members of Non-Governmental organisations themselves (18%), and citizens of Montenegro (14%).

On the other side, for a substantial part of the citizens (81%) **European funds** represent exactly the most acceptable sources of funding of the Non-Governmental organisations. At the same time, two thirds of Montenegrin citizens, as acceptable sources of funding, mention some other foreign private or government funds. More than a half of the citizens say that it is acceptable that administration authority at state or local level and representatives of Non-Governmental organisations be the sources of funding, while less than a half of the citizens support funding of Non-Governmental organisations by public companies. Funding of Non-Governmental organisations by the citizens themselves is unacceptable for almost two thirds of the citizens (57%), making this source of funding as the least acceptable by Montenegrin public.

Graph 12: Acceptability of funding of Non-Governmental organisations

To what extent is each of the mentioned sources of funding of non-governmental organisations acceptable for you? One answer; Database: Population 18+



Observing the ratio between acceptability of funding of Non-Governmental organisations and perception of citizens of Montenegro about the extent to which various funding sources support the activities of Non-Governmental sector in Montenegro, **foreign sources of funding, as well as private companies are considered as more acceptable and are more frequently**

measured as significant sources of financial support to Non-Governmental sector in Montenegro, while public administration authorities are considered less acceptable, but significant, compared to the average.

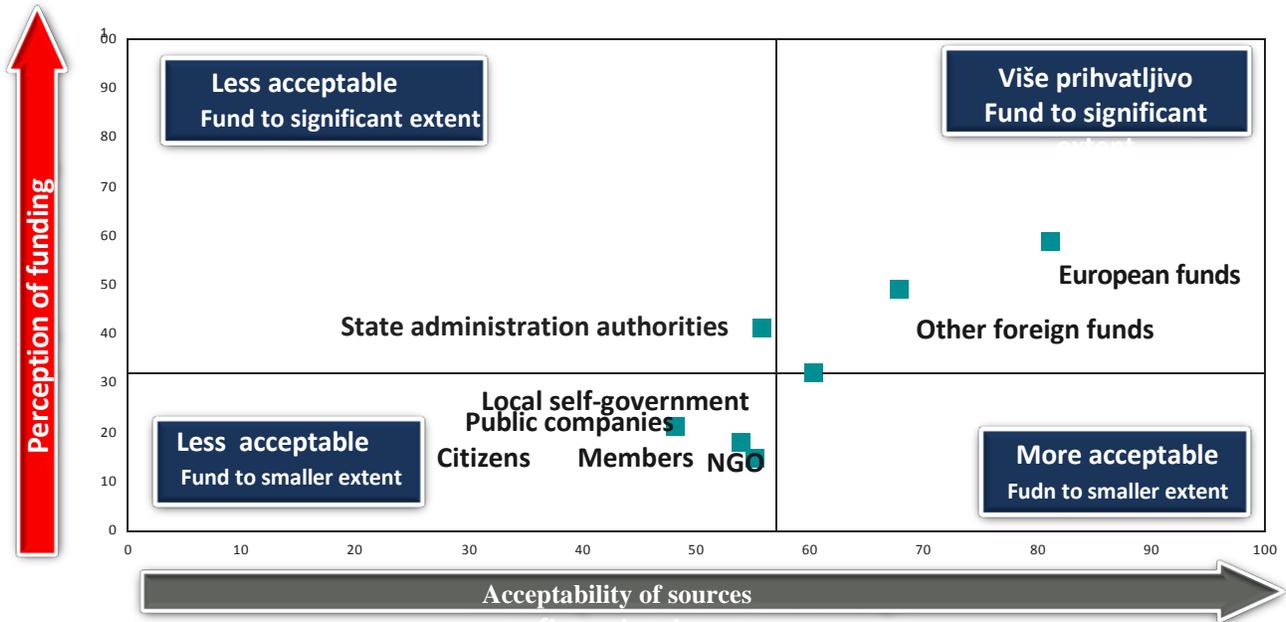
Also, according to the citizens, local self-government, public companies and private person are rarely seen as important sources of financial support to Non-Governmental sector, which is at the same time, acceptable for citizens of Montenegro.



Graph 13: Funding vs. acceptability of funding of Non-Governmental organisations

To what extent do the following sources provide funding for Non-Governmental organisations in Montenegro?

To what extent is each of the mentioned sources of funding of non-governmental organisations acceptable for you? One answer; Database: Population 18+



At the same time, for almost half of the citizens (47%) European funds represent donors who are perceived as a source which should provide financial support to Non-Governmental sector for Non-Governmental organisations to the greatest extent. Apart from European funds, in previous research conducted in 2012, international sources of funding are seen as one set, and that is when one third (34%) of citizens found them as the financial source, which should support the Non-Governmental sector to the greatest extent. Every tenth Montenegrin citizen (9%) says that another foreign source is expected to provide the most important

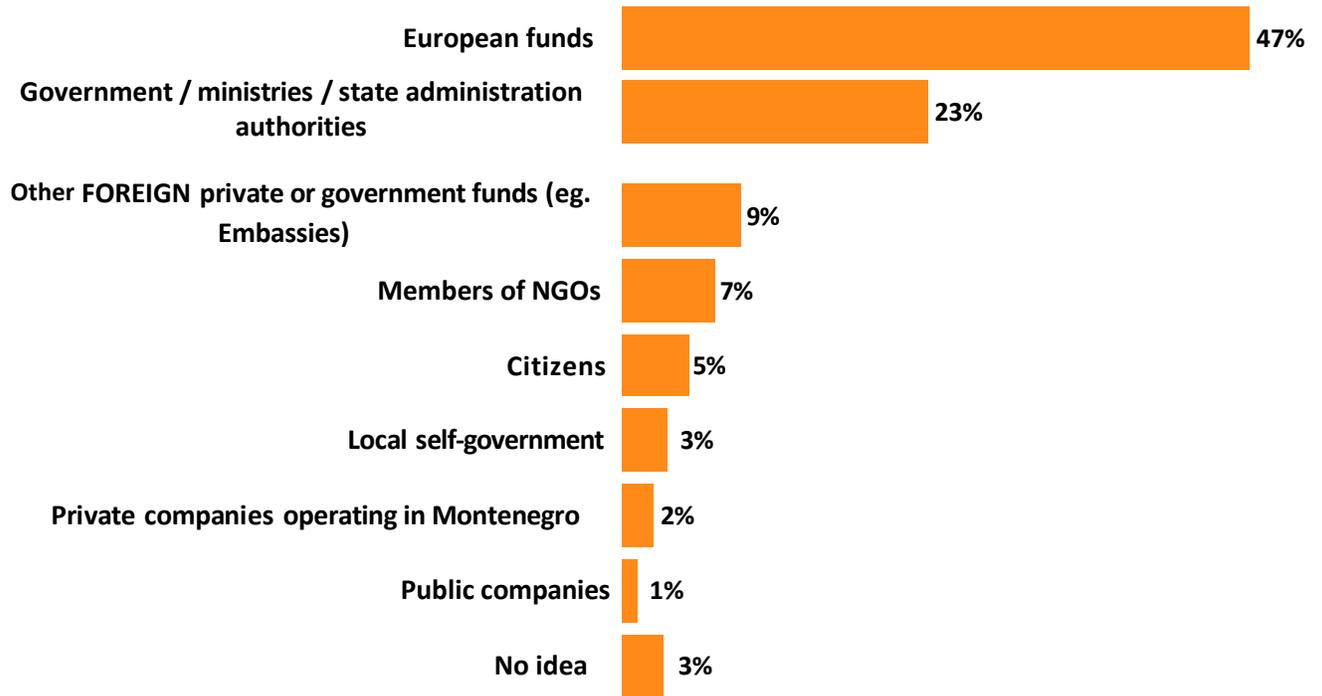
financial support to this sector. Almost one fourth of the citizens of Montenegro expects that the Government and state administration authority should be the most important support to Non-Governmental sector, and compared to 2012, no change has been registered in this percentage (22%). Other private and public companies, members of the Non-Governmental organisations, local authorities and citizens are less estimated as desirable donors to the Non-Governmental organisations, which is in accordance with the perception of citizens about acceptability of funding of the non-governmental organisations.



Graph 14: Desirability of funding of Non-Governmental organisations

Now I kindly ask you to carefully look into the list with the sources of funding of Non-Governmental organisations, and please tell me which of those should provide the greatest financial support to Non-Governmental organisations in Montenegro?

One answer; Database: Population 18+



Scope of work of the Non-Governmental organisations

As in the whole region, the public of Montenegro is mostly concerned with personal economic problems (unemployment, decrease of the standard of living, poverty...). The issue of existence, as per importance, exceeds all other issues, including political issues.

The public has recognised social fields and space for possible action of the NGO sector, wherein their engagement and influence should be more present and efficient. Among the fields where a clear need is required for greater involvement of Non-Governmental sector (focused on the needs of the general public), there are: improvement of education system, status and perspectives of young people, decrease of corruption and particularly poverty reduction.

Of course, one should not neglect the fact that one segment in the part of the action of the NGO sector, has not been recognised by the general public and valued in a proper manner. That is to say, its final impact on the economic areas and issues of existence in everyday life of Montenegrin society has not been recognised.

As in all other social areas, here it is also possible to apply the ROI principle (Relevance – Originality – Impact), which practically means that the level of impact, recognition, positive evaluation and support, proportionally increase as the field, domain and manner of involvement of the Non-Governmental organisations and their leaders are more relevant for the general public and as it is more original, but also understandable for the general population.

Based on the collected information, it could be concluded that there is no significant diversification of the activities of Non-Governmental organisations with a view of the focus of their selected field of work as well as with regard to communication with specific segment of the general public. This primarily relates to economically most vulnerable segments of society.



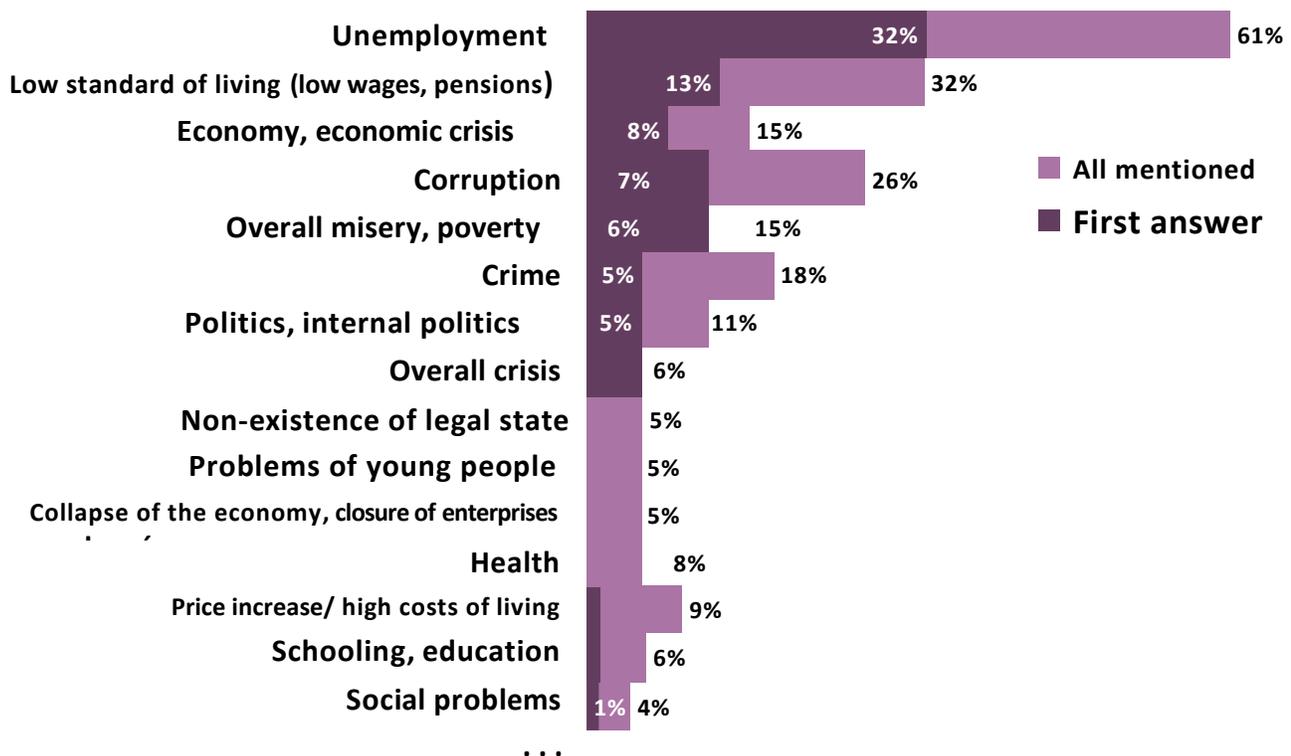
Spontaneously, Montenegrin citizens say that unemployment is a problem that Montenegro is facing at the moment. More precisely, every third citizen of Montenegro (32%) considers unemployment as the most important problem. In addition to unemployment, the citizens stress as also important another existence and economic issues like low standard of living (13%), economy and economic crisis (8%) and overall misery and poverty (6%). When observing three most important problems, unemployment is still at the first place. It is indicated by three fifths of Montenegrin citizens (61%), but

when they should decide for only one, the most important problem which is registered according to the citizens is the increased importance of the corruption issue (26%) and crime (18%).

Problems related to the politics are significantly less mentioned. Internal politics as one of the most important problems is stressed by only every tenth citizen of Montenegro (11%), while non-existence of legal state is mentioned by only 5% of the citizens. This, of course, says more about citizens' concern regarding the problem of existence than on significance assigned to politics and political issues.

Graph 15. The most important problems Montenegro is currently facing

In your opinion, what are the most important problems that Montenegro is currently facing, the ones that you are mostly worried about? Database: Population 18+ (spontaneous answers)



Considering the period from 2013 onward, there is a decreasing trend of perceiving corruption as one of three most important problems, but, on the other side, the perception of low living standard as one of the most important problem that Montenegro is currently facing has also been registered. In terms of the topics and issues of significance for Montenegro, a vast majority of citizens have assessed that each area covered by this survey is important for Montenegro. However, poverty reduction should be stressed, as

85% of the citizens said that it was really important. Apart from the poverty reduction, extremely important for Montenegro are also decrease of corruption (79%), rights of the employed (76%), protection of human rights (75%), so as status and perspectives of young people (74%). What is interesting is that, apart from the environment protection, EU accession is also stated as the least important topic for Montenegro, though it is reported as very important topic by every second citizen.

Graph 16. Assessment of the importance of topics and problems

To what extent are the following topics and problems important for Montenegro? Database: Population 18+



As the survey includes those areas that have been stressed as important for Montenegro, there is a need to establish attitudes of the citizens about the level of involvement of the Non-Governmental sector in reducing problems within these areas. The largest number of Montenegrin citizens thinks that non-governmental organisations are mostly active in the problem-solving within protection of human rights (67%), improvement of conditions for people with special needs (66%), so as in the area of EU accession (66%).

On the other side, the least portion of citizens considers NGO sector as active in problem-solving within poverty reduction (41%) and local community problem-solving (42%). Nevertheless, it is worth mentioning that, with exception of two mentioned areas, between one half and two thirds of the citizens of Montenegro believe that Non-Governmental organisations are active (at least to a certain extent) in alleviating problems within all surveyed areas.

Graph 17. Activity of Non-Governmental organisations on the reduction of problems

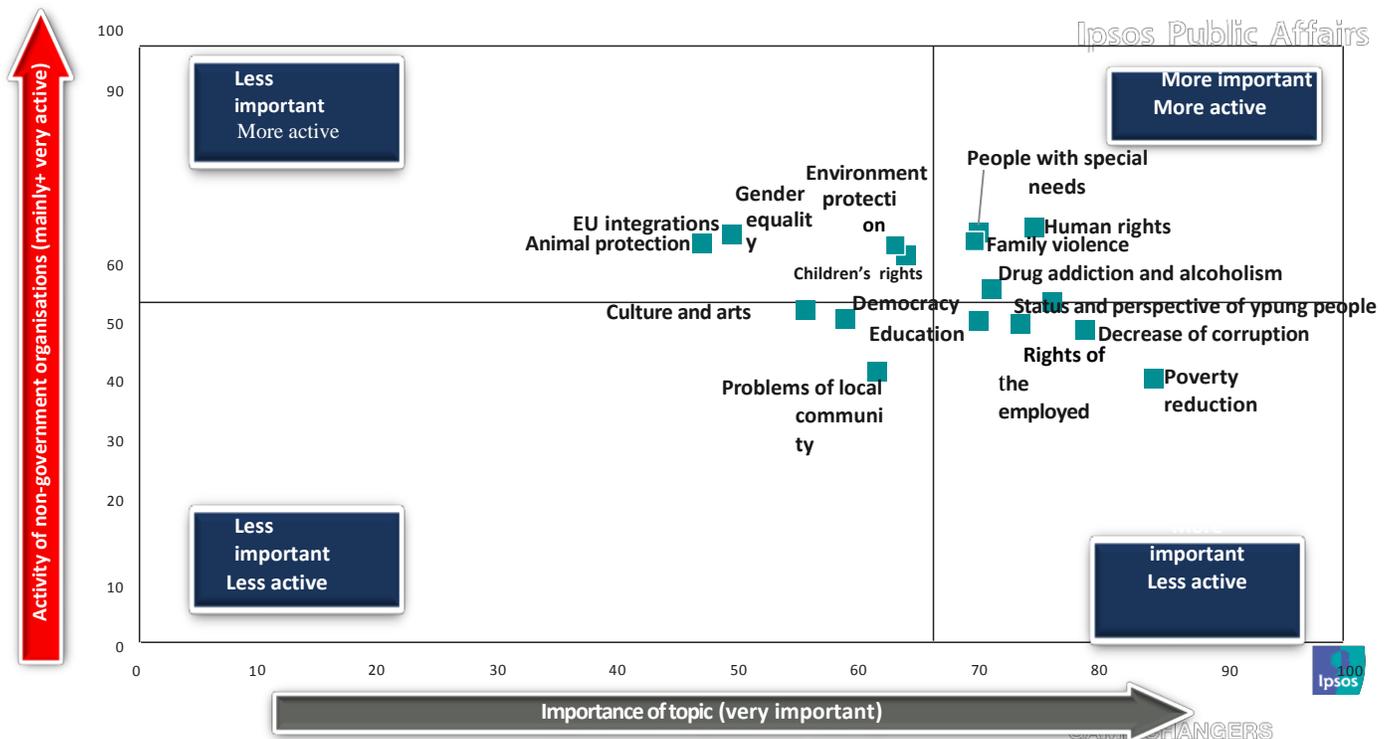
How much are the Montenegrin non-governmental organisations active in the reduction of problems within those areas? Database: Population 18

	Mainly yes	Very active	Yes
Protection of human rights	52	14	66
Improvement of conditions for people with special needs	48	19	66
EU accession	41	25	66
Gender equality	45	20	65
Reduction of family violence	46	18	64
Animal protection	45	19	64
Environment protection	49	14	64
Protection of the rights of the child	47	15	62
Fight against drug addiction and alcoholism	46	13	59
Improvement of democracy	42	12	54
Culture and arts	43	10	52
Improvement of education	41	10	51
Status and perspective of young people	40	11	50
Decrease of corruption	39	10	49
Rights of the employed (protection from all kind of abuse)	36	12	48
Problem-solving of local community	34	8	42
Poverty reduction	32	9	41

While areas assessed by the citizens as very important and areas wherein Non-Governmental organisations are seen as active match to some extent, situation in the areas of the protection of human rights, conditions for people with disabilities, reduction of family violence, as well as the fight against drug addiction and alcoholism, has been considered by the citizens as less dealt with by the non-governmental organisations, especially when it comes to the areas they assessed as very important. Hence poverty reduction (50%), rights of the unemployed (42%),

decrease of corruption (42%) and status and perspectives of young people (40%) are assessed by the majority of citizens as areas wherein NGO sector in Montenegro is not sufficiently active (lower right quadrant on the graph 17). These areas represent a specific type of target, as areas for which it is believed to be very important for Montenegro, but at the same time, as areas in which activity of the Non-Governmental sector is slightly less recognised in comparison with average values for all areas covered by the present survey.

Graph 17. Importance of topics and areas for Montenegrin citizens / Perception of the activities of Montenegrin Non-Governmental Organisations on the reduction of problems within these areas, Database: Population 18

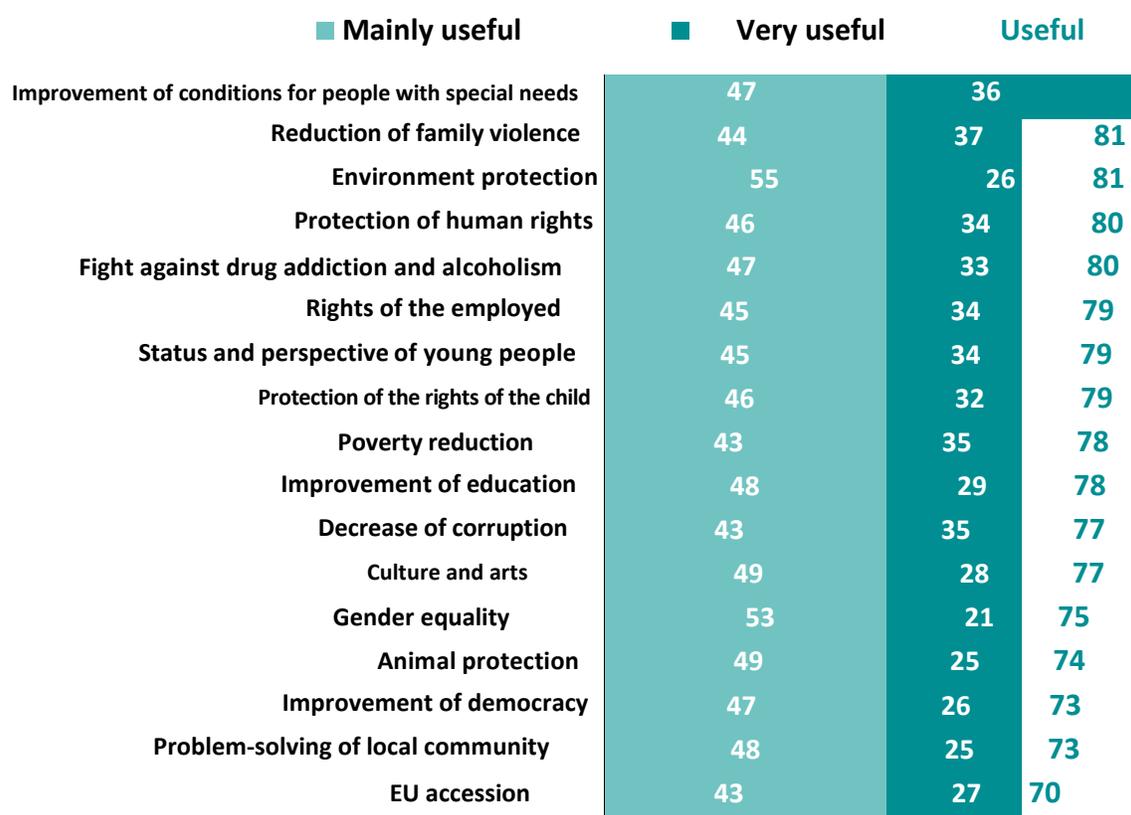


Regardless of whether the citizens consider specific topic as important or not, NGO involvement in those areas is perceived by vast majority of citizens as useful, which is

in accordance with already expressed attitude that Non-Governmental organisations represent a good opportunity for citizens to organise and thereby solve important social issues.

Graph 18. Assessment of usefulness of NGO involvement in problem-solving

Would you say that NGO involvement in problem-solving within mentioned areas is more harmful than it is useful? Database: Population 18



Apart from the fact that vast majority of citizens have assessed that activities of Non-Governmental organisations in all surveyed areas are useful, two areas are emphasised for their importance and the need of NGO sector involvement.

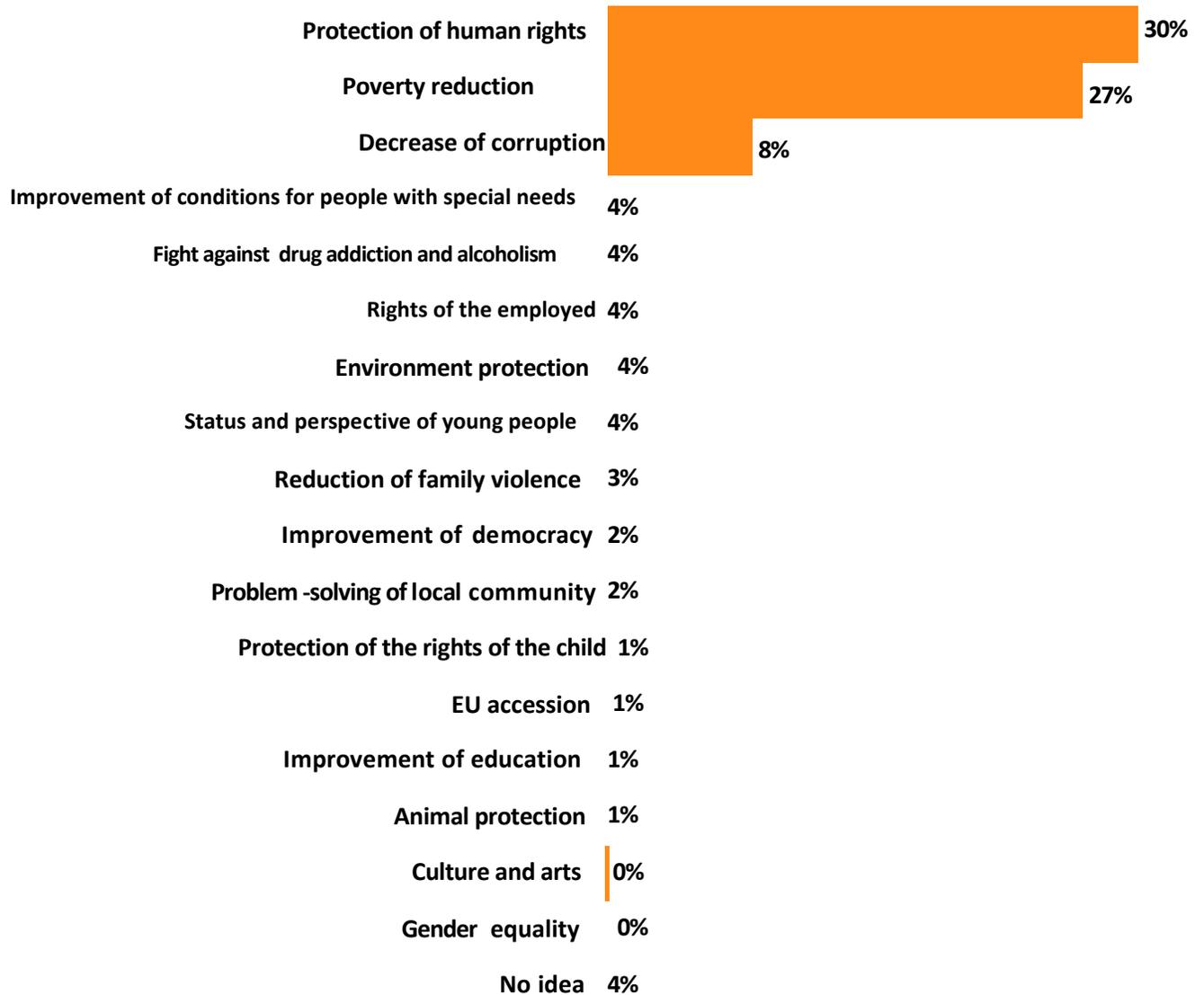
They are protection of human rights and poverty reduction for which every third citizen of Montenegro says they need interference of Non-Governmental Organisations. All other areas are mentioned to a significantly lesser extent.



Graph 19. Areas wherein involvement of the Non-Governmental organisation is most necessary

In what area is the involvement of the Non-Governmental organisations most necessary?

Database: Population 18



Summary

Perception and trust of the citizens:

Montenegro is traditionally placed in the group of Western Balkan countries wherein there is a high level of trust in the Non-Governmental sector. Even in the period when a significant drop of the trust in Non-Governmental organisations was registered, the trust in Montenegro was above average of the countries of our region.

The key indicator of the citizens' attitude toward Non-Governmental organizations, trust, remained unchanged. However, a slight increase of indifference was noted, which illustrates the best the increase of those without any attitude toward Non-Governmental organisations and their work. The opinion still prevails that Non-Governmental organisations are a good channel for non-party engagement and social action of an individual, in function of expressing clear social attitudes and initiatives.

Possible "negative" perceptive potential that every second Montenegrin citizen has, which in the future may have an adverse impact on the current positive image that Montenegrin public has about Non-Governmental sector, is a clear distinction of organisations between those providing obvious support to the political establishment and those opposing it. Specific issue here may be a tendency of "politisation" of the NGO sector, or its identification with different parts of political elite, which would make it lose

its significant role in the context of the expected accumulation of positive social changes.

In other words, what could be „negative“ perceptive potential is the fact that an important part of total population (almost a half), has recognised a relatively clear distinction between pro- and anti-government organisations of this kind.

Moreover, it may be concluded that an indirect information about the work of the NGO (via reporting in media) is exactly a dominant form of raising awareness about the NGOs among general public, and that personal (direct and indirect) contacts with them are very limited.

Funding:

There is a common opinion of the citizens that **European funds, foreign donors (governments and organisations), as well as private sectors are desirable and acceptable sources of funding of the activities of these organisations.**

Almost half of the citizens (47%) think that European funds represent donors who are perceived as a source which should provide financial support to Non-Governmental organisations to the greatest extent, while almost one fourth of Montenegrin citizens expect that the Government and state administration authorities should be the most significant support to Non-Governmental sector.

Scope of work of the Non-Governmental organisations:

As in the whole region, the public of Montenegro is mostly concerned with personal economic problems which for their importance, exceeds all other issues, including political issues.

Among the fields where a clear need is required for greater involvement of Non-Governmental sector there are: improvement of education system, status and perspectives of young people, decrease of corruption and particularly poverty reduction. The largest number of Montenegrin citizens thinks that non-governmental organisations are mostly active in the problem-solving within protection of human rights (67%), improvement of conditions for people with special needs (66%), so as in the area of EU accession (66%). Nevertheless, it is worth mentioning that between one half and two thirds of the citizens of Montenegro believe that

Non-Governmental organisations are active (at least to a certain extent) in alleviating problems within all surveyed areas.

On the other side it may be concluded that one segment in the part of the action of the NGO sector, has not been recognised by the general public and valued in a proper manner. That is to say, its final impact on the economic areas and issues of existence in everyday life of Montenegrin society has not been recognised.

However, based on the collected information, it could be concluded that citizens do not recognise significant diversification of the activities of Non-Governmental organisations with a view of the focus of their selected field of work as well as with regard to communication with specific segment of the general public. This primarily relates to economically most vulnerable segments of society.

Methodology

Face to face survey is probably one of the most popular and oldest methods of the survey data collection. What is characteristic for face-to-face survey is physical presence of interviewers in respondents' homes to ask questions and helped them to respond. Presence of the interviewers facilitate establishment of trust, which is especially important in studies exploring sensitive topics. This method of data collection is still the best when the number of non-response should be minimized and the quality of the data collected maximized. In addition, in a face-to-face interview visual aids can be used (eg. the so-called card or audio-visual test material) to assist the respondent in replying.

Thus, the survey on general population in this study was conducted using face-to-face method on a representative sample of Montenegrin citizens aged 18 years and over. In other words, the research includes citizens on the entire territory of the country, both those who live in cities and those living in rural settlements, citizens of both sexes, different ages, educational and financial status, so that structure of the sample accurately reflects the structure of total population.

The sample of 1015 respondents included both males and females in the proportion as it exists in total population. The size of the sample provided reliable assessments of measuring indicators (attitudes, perceptions, behavioral habits) for both male and female subpopulation. In addition, the average size and structure of the sample made it possible to obtain reliable results at the regional level, type of settlement, and nationality.

Conducting quantitative research¹ enabled **accurate measurement and quantification of relevant indicators** for different target groups or segments of the population. In addition, this quantitative study, conducted on the representative sample, in accordance with procedures for planning and realization of the sample allowed the **generalization of the results to the entire population.**

¹ In social sciences, quantitative research is systematic, empirical research of social phenomena using statistical, mathematical and computer techniques. The objective of quantitative research is to develop and use mathematical models, theories and/or hypotheses relating to the studied phenomenon. The measurement process is critical to quantitative research as it provides fundamental link between empirical observation and mathematical expression of quantitative connections.

So we can say the results of the survey about attitudes of citizens of Montenegro toward Non-Governmental organizations, obtained on a random representative sample, reflect the situation in the whole population; figuratively speaking, the obtained results reflect the opinions of the citizens of Montenegro rather than of the "respondents".

When it comes to the technical details of the conduction of this type of survey, it is necessary to stress that the sample, for its technical characteristics and sampling principles, is consisted of three phases and is stratified, random sample.

The sampling frame is made of polling stations. The stratification is done by region and type of settlement, and three phases, which ensure coincidence of sample, include: selection of sampling units, i.e the territory of polling stations involved in the study (the probability of selection proportional to the size of the polling station expressed in the number of registered voters), selection of household (the use of the so called Random Route Technique) and selection of the respondents (using Kish tables). The sample consisted 127 sampling points and data collection was conducted in October 2015.

Location	Montenegro
Method of data collection	Face-to-face survey in the household of the surveyed person
Sampling universe	Citizens of Montenegro of 18+ years of age, who are permanent residents of the territory of Montenegro
Statistical documentation used for sample design	2011 Census
Sampling frame	List of all polling stations
Parts of populations excluded from sample	Residents of difficult to access, remote parts of the country, 1.5% of population
Sample type Stratification, goal and method	<p>Three-stage random representative stratified sample</p> <p>Stratification is done by region (North, Center, South) and settlement type (urban, rural)</p> <p>First stage: selection of primary sample units - territory of polling stations</p> <p>Second stage: Selection of secondary sample units - households</p> <p>Third stage: Selection of tertiary sample units – surveyed people</p>



Definition, number and method of selection - PSU, SSU, TSU

Objective: Optimization of the sampling plan and reduction of sampling error. Sample allocation to strata was proportional to the size of strata (number of persons aged 18 and over).

PSU – Polling station unit

Definition: Territory of the polling station is defined according to the voters list. It includes the address where they live, voters who vote at a given polling station. It usually includes several adjacent streets; the average size of the territory of the polling station has 200 households.

Sampling type PSU: Probability proportional to the size

Selection method: Lahiri (cumulative)

Number of PSUs in sampling universe: 1.015

SSU - Household

Definition: A household includes people who live in the same area and share the costs for food

Sampling type SSU: Simple random sampling without replacement

Selection method: A systematic sample with random start point and the same step

Number of SSUs in sampling universe : 192.242

TSU – Surveyed person

Definition: Household member, 18+

Type of sampling of the surveyed person: Simple random sampling without replacement

Selection method: Kish tables

Number of TSUs in sampling universe: 474.903

Number of sampling points

With this approach one starting point is one sampling unit (PSU). For a sample size of 1015 and 8 surveyed people at the starting point, the number of starting points (PSUs) is 127.

Sampling error

± 1.33% for incidence of 5%

± 2.64% for incidence of 25%

± 3.05% for incidence of 50% (marginal error)

Dalmatinska 78, 81 000 Podgorica

Tel/Fax 020 219 121

E-mail: crnvo@crnvo.me

Facebook: Centar za razvoj NVO

Twitter: @crnvomne

www.crnvo.me



October 2015



Centar za razvoj
nevladinih organizacija



This project is funded
by the European Union.

