



Montenegro



KAP survey – Knowledge, Attitudes and Practices Survey on youth employment and participation



Montenegro, July 2013





This survey has been conducted by Ipsos Strategic Marketing for the purposes of the Joint UN Youth Programme. The attitudes and opinions expressed in this study do not necessarily reflect the attitudes and opinions of the UN System in Montenegro and the partners in the programme.



Table of contents

1. Introduction	5
1.1 Educational structure of Montenegrin citizens	6
1.2 Secondary and tertiary (university) education	8
1.3 Population of Montenegro according to activity	9
1.4 Demography of young people in Montenegro	10
Socio-economic background vs. education and employment	12
2. Survey methodology	13
3. Key findings	15
4. Life aspirations	19
5. Social and cultural norms	23
6. Social activism /participation in decision making	26
7. Education	37
8. Employment	44



1.1 Educational structure of Montenegrin citizens

The 2011 Census of Population also collected data about the highest completed school (level of education) for all persons except preschool children and elementary school children. The highest completed education stood for type of school by completion of which the person has acquired the highest level of his/her education. These data were collected based on citizens' statements. Figure 1 shows educational structure of Montenegrin population aged 15+ years.

Figure 1. Population of Montenegro aged 15+ by the highest finished school, 2011 Census of Population

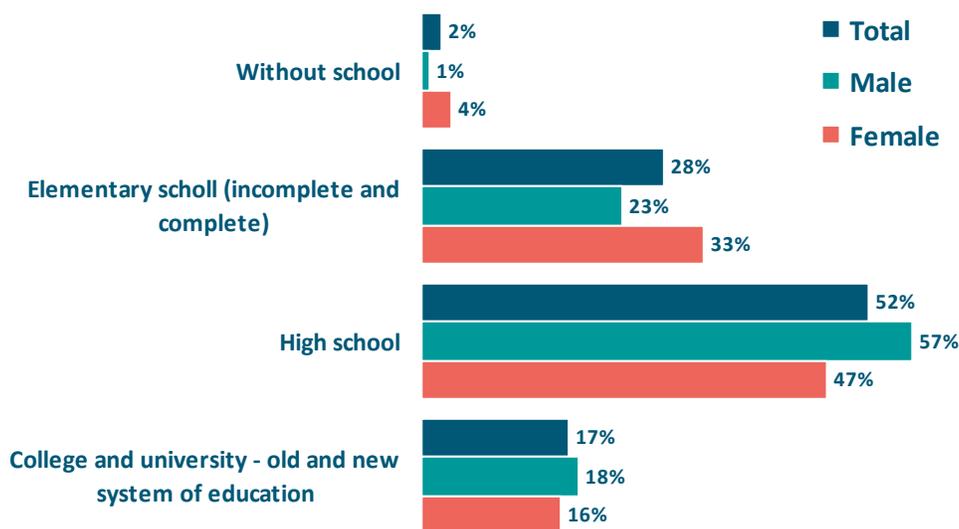




Figure 3 shows educational structure of population by age categories. The group which is singled out as the highest educated one is the group aged 25 to 29 years, in which 28% of population have completed college (undergraduate level) or university (graduate level).

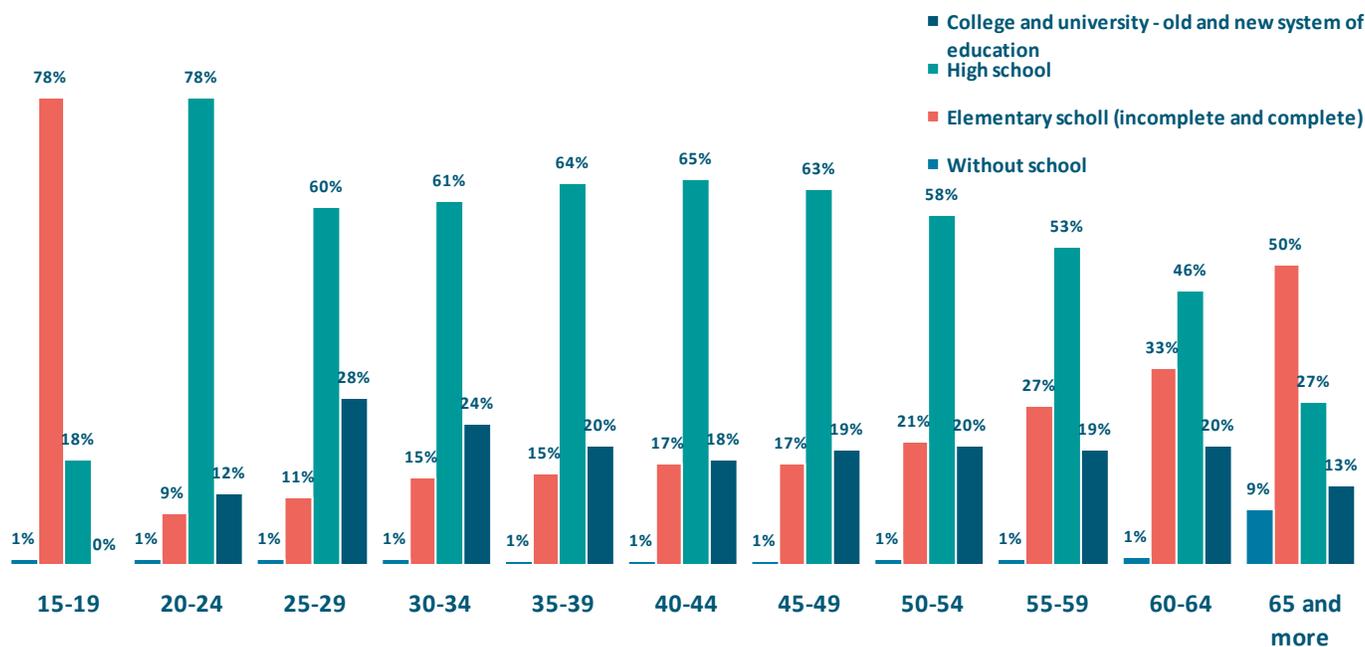


Figure 3. Educational structure of Montenegrin citizens aged 15+ years by age categories, 2011 Census

1.2 Secondary and tertiary (university) education

At the beginning of school year 2012/2013, 31 858 pupils were enrolled in **secondary schools** in Montenegro, of which 48,9% (or 15 584) are female pupils. When it comes to type of school, 32,6% of pupils (10 401) go to gymnasium, 16,7% (5 313) go to schools of economy, law and administration, 15,6% (4 968) go to schools for trade, catering and tourism, while the share of all other types of school together is 35,1%.

When it comes to enrolment in **faculties**, in winter semester of 2012/2013 academic year a total of 22 279 of students were enrolled in *undergraduate studies* in Montenegro of whom 53,3% were female students. 2 632 students were enrolled in *Postgraduate studies*, of whom 2 169 were enrolled to *specialist studies*, and 463 *master studies*. Share of female students is 58%. 54 students were admitted to *Doctoral studies*, of whom 44,4% were female.



During the year 2012 a total of 2 923 students *graduated* in institutions of higher education in Montenegro, of whom 60,5% were female and 39,5% were male. A total of 1 874 students finished *Postgraduate studies*, that is, 1 592 finished *specialist studies* and 282 finished *master studies*. Eight citizens acquired *doctorate*.

1.3 Population of Montenegro according to activity

In Montenegro a total of 232 010 citizens are active, or 46% of total population of Montenegro aged 15+ years. On the other hand, 268 288 of the citizens. or 54% of total population of Montenegro aged 15+ years are inactive. Economically active population in Montenegro consists of 56% male (130 839) and 44% of female citizens (101 171).

Share of the employed citizens in active population is 75,5% (or 175171), while the share of the unemployed is 24,5% (56 839). When it comes to inactive population, it is composed of 37,2% (99823) pensioners, 19,7% (52 925) children, pupils and students (aged 15 and more years) and 43,1% (115540) of housewives and other inactive citizens.

Figure 4 shows structure of active and inactive persons by age categories. The highest percentage of active persons (72%) belong to age group from 30 to 49 years. Age group from 15 to 29 years includes a high percentage of pupils and students who are mainly inactive, so in this group 44% of active persons are recorded. Age category 65+ is mainly composed of pensioners, so the rate of inactivity is 98%.

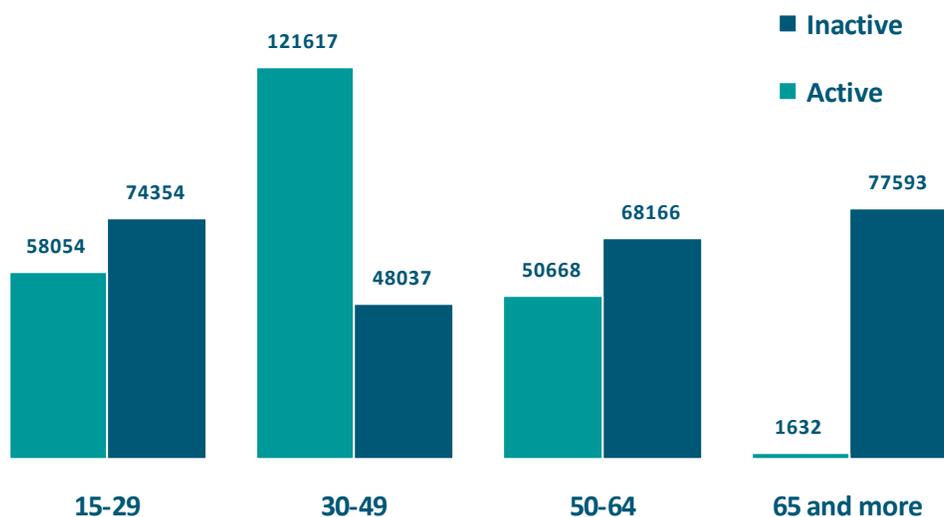
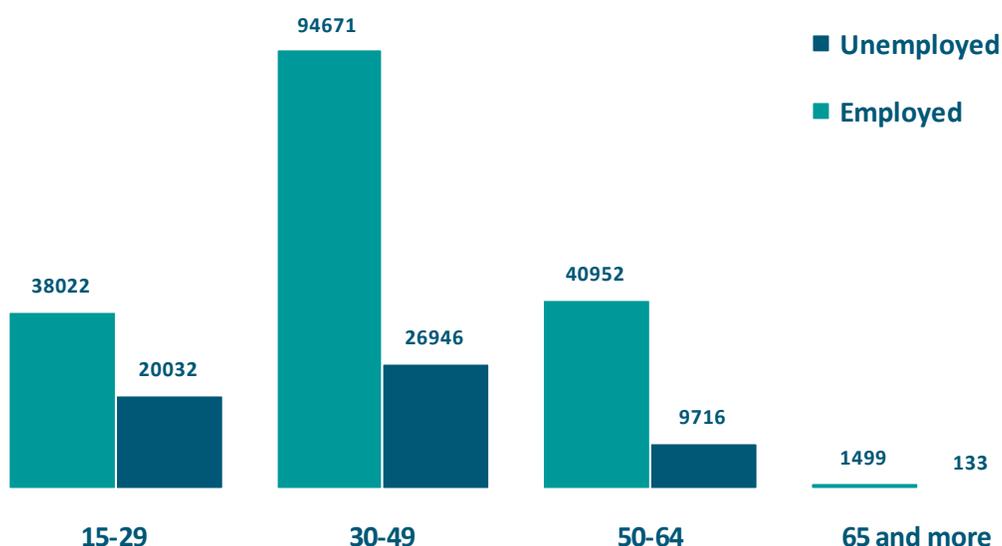


Figure 4. Age structure of active and inactive population, 2011 Census of Population



Number of employed and unemployed citizens by age categories is shown on Figure 5. The biggest number of employed persons is in the age category from 30 to 49 years.

Figure 5. Structure of employed and unemployed citizens by age categories, 2011 Census



Data obtained in this survey indicate the economic dependence of young people aged 15 to 30 years. Less than a third of them (27%) live apart from their parents, and only 18% live on their own income, without help of parents.

1.4 Demography of young people in Montenegro

The young Montenegrin population, aged 10 to 29 years constitutes of 45.7% of Montenegrins, 26% Serbs, 13.4% of Muslims / Bosniaks, 5.1% Albanians, and 9.9% goes to other nationalities. In terms of regional distribution, most young people aged 15 to 29 years lives in central Montenegro (48.8%), then in the north of the country (28.5%), while 22.8% of them inhabit the southern part of the country. Two-thirds of young people aged 15 to 29 years (66%) live in urban areas in Montenegro. (MONSTAT, Census 2011)

Compared to the average, the number of employees is smaller (14%), or there is currently more unemployed youth in the north of Montenegro (32%).



As can be seen in Table 1 and Table 2, employed young people rarely live with their parents and are more likely to live apart from them, while the reverse counts for the currently unemployed and pupils, and students. The financial independence of young people comes with the job, thus a small number of employed youth are supported by their parents or provide them with financial assistance compared to the unemployed and young people who are still in formal education.

Table 1. Relation between occupation and housing

		Who you live with?			
		With parents	Separate from parents	With cousins or custodian	Total
Occupation	Employed	53,1	45,7	1,2	100
	Currently unemployed	67,3	32,7		100
	Pupil/student	88,2	11,8		100
	Housewife/retired		100,0		100

Table 2. Relation between occupation and earning means for living

		In what way do you earn for living?				
		My parents support me	I support myself, but my parents help	I support myself without anyone's help	Other	Total
Occupation	Employed	7,3	39,0	52,4	1,2	100
	Currently unemployed	55,6	20,4	7,4	16,7	100
	Pupil/student	91,4	5,9	0,7	2,0	100
	Housewife/retired		28,6	57,1	14,3	100

Young people, from 15-24, compared to young people 25-30:

- are more likely to live with their parents (86% compared to 52%)
- are more likely to be supported by their parents (82% compared to 22%)
- are less likely to have job (15% compared to 59% on average)
- are more likely to be still in formal education system, and less likely to have job (9% compared to 58% on average)



Socio-economic background vs. education and employment

Logically, above average percentage of the young in whose households average income per household member exceeds 200 Euros report that they live separately from their parents (43% against 27% on average level). Also, higher percentage of them reported to have done some paid work during the preceding week (50%; average 32%), and, expectedly, that they support themselves (33% against 18% on average level). Higher percentage of them have faculty education (20%; 10% on average level), while lower percentage of them finished only elementary school (14% against 37% on average level).



2. Survey methodology

Method of data collection in KAP study, that is, Knowledge, Attitudes and Practices Survey of Montenegrin citizens on youth employment and participation was face-to-face field survey (F2F).

Face-to-face survey is probably the most popular and the oldest method of data collection. In face-to-face surveys the interviewer is physically present in respondent's household in order to ask questions and help the respondent answer them. This method of data collection is still the best one when we aim to minimize the number of non-responses and maximize the quality of collected data. Face-to-face interviews are often used as a method of data collection in studies which explore sensitive issues. The main advantage of F-2-F interviews is presence of interviewer which facilitates establishment of trust and confidence between the interviewer and respondent, and, at the same time, it can help the respondent answer some questions or clarification of some items from questionnaire. Besides that, in case of F2F interviews it is possible to use some visual aids (e.g. the so-called show cards or audio-visual test material) to help the respondent answer the questions.

This survey was conducted on general population using F2F method, on representative sample of Montenegrin citizens aged 15+ years. In other words, the survey covers citizens on the entire territory of Montenegro, both those from urban and rural settlements, male and female, of different age, education, and material status, and the aim was for sample structure to reflect accurately the structure of population.

Quantitative survey¹ made possible **exact measurement and quantification** of relevant indicators and **comparison** of results on these indicators for different target groups or segments of population. Besides that, quantitative surveys realized on representative sample that follow certain procedures for design and realization of the survey make possible **generalization of the obtained results on the entire population, which is also the case with this study**. Namely, we can claim with certain degree of certainty that results on the survey on employment and social participation obtained on random representative sample reflect

¹ In the social sciences, quantitative research is a systematic, empirical study of social phenomena using statistical, mathematical or computer techniques. The objective of quantitative research is to develop and use mathematical models, theories and / or hypotheses pertaining to the studied phenomenon. Process of measurement is of key importance for quantitative research because it provides fundamental connection between empirical observation and mathematical expression of quantitative relationship.



situation in the entire population; figuratively speaking, the obtained results are reflection of opinion of "citizens of Montenegro", and not "respondents".

Technical details of the field survey: the sample is representative for population of Montenegrin citizens aged 15+ years; it covers 1016 citizens; by its technical characteristics and principles it is a three-stage, stratified random sample. Sampling frame - polling place territories. Stratification was based on region and type of settlement. Three stages which ensure randomness of the sample are: selection of sampling points, or polling place territories included in the survey (selection probability is proportional to size of polling place expressed through number of voters), selection of household (by using the so-called random route technique) and selection of respondent (using Kish tables). Sample consisted of a total of 130 sampling points, and collection of data was realized in the period between 30th May and 5th June, 2013.



3. Key findings

Aspirations of the young are not particularly high – they expect things which are quite ordinary for western standards – to complete education process, find job, form a family... in a word, a decent life! What's more important, majority of them believe that they will fulfil their expectations, in Montenegro, and in their current place of residence. They are not even dissatisfied with their current life. On the contrary!

At least declaratively, the citizens of Montenegro and the young advocate correct social values – they see future in optimistic light, advocate social activism and believe that this could contribute to development of society. They also believe that active job hunting can lead to the desired result, and that there is solidarity among people and readiness to help others.

Nevertheless, some pessimistic attitudes are also voiced – doubts about better future, defeatism regarding contribution to development of society and possibility to find a job, impression that changes in society are beyond their control and any influence whatsoever.

It is important that the young are optimistic to a higher extent, and that higher percentage of them believe that they can change something, and that things are more or less in their hands.

The young are not familiar with the term social participation and activism either, although they are expected to be the initiators of social activities – just one out of five young people in Montenegro knows what participation is, and one out of four knows the meaning of activism! What's more, part of those who claim to know the meaning (approximately one fourth of them) are not able to explain these terms! In compliance with this is the attitude that an ordinary person cannot influence the work of state administration (2 out of 3 citizens of Montenegro share this attitude)!!

As mentioned before, social activism is insufficiently developed, even among the young. It is mainly reduced to online activities and social networks – activism in real world, such



as participation in public debates, pupils' or students' parliaments or political parties is very rare. Areas that the young are particularly interested in are at the same time the ones where the citizens believe they can contribute the most: human rights, ecology, culture and free time, economy and employment.

Although great majority of the citizens agree, at least declaratively, that the young should be consulted when making decisions in family, work / school / faculty, but also in public life, and that they should be given a chance, motivated to get more involved in social events, perception of inclusion of the young in decision making is different – except in family, in school and faculty, the young mainly aren't asked about anything! Their participation in decision making is lesser as the decision is more important and refers to a higher level! Perception of the young about their role in decision making is even more negative than perception of general population. As much as one third of the citizens of Montenegro think that the young are manipulated with, and only 5% of the citizens think that the young are included in decision making, and that their opinion is really respected – they are more a décor than participants in real sense of the word, they are given the roles instead of participating in their division. Even 70% of the citizens can not name a single institution or organization in Montenegro which deals with the young systematically, but most frequently mentioned are NGOs (just 10%).

4 out of 5 secondary school pupils in Montenegro plan to enrol in faculty after finishing secondary school; this information shouldn't be surprising considering the widespread opinion in Montenegro that people with university education can find job more easily. Possibility of finding a job and financial aspects of future job are important factors in choice of faculty, but interest in particular field is still a dominant factor when the young choose the faculty to enrol in – more than half of the citizens of Montenegro claim to have been led by personal interests.

70% of general population and 80% of the young believe that school and faculty successfully prepare the young for the world of work and capacitate them for future jobs. However, just somewhat more than one half of the citizens think that the young acquire theoretical knowledge necessary for performing the future job, and circa one third of the citizens believe that faculties provide practical knowledge that will be useful for their future work. Observed in general, insufficient practice is the most frequently mentioned shortcoming of formal education in Montenegro which one out of three



citizens mention; one fourth of the citizens do not know what the biggest shortcomings of formal education in Montenegro are.

The citizens are aware of how important are the additional knowledge and skills for finding a job in Montenegro (more than 90% of the citizens point to this), so they believe that more classes of computer skills, foreign languages and soft skills should be added to regular curriculum. Circa 50% of the young think that they speak English language, and circa 70% think that they possess sufficient computer skills.

Although one half of the young prefer to work in their own profession and in line with their level of education, or at least in line with their level of education, there are some conditions, primarily financial (good salary, possibility of work advancement, successful company) which would inspire the young to take up jobs below their level of education. Almost 70% of population (including the young) would rather accept the job outside of their profession for higher salary than a job in their profession for smaller salary!

Nevertheless, almost equal percentage of the citizens, circa 80%, think that there is a serious discrepancy between the number of educated cadres and real need for these cadres on the market! So to say, this is one of the biggest disadvantages of the young who seek jobs, together with lack of experience and lack of connections and personal contacts that would facilitate finding a job.

Process of finding a job depends on a number of factors – from efficiency of organizations and institutions which are supposed to resolve the problem of unemployment, needs of economy for cadres, training of candidates, and factors which the employers take into consideration when they select employees, etc.

Although the citizens think that the employers are willing to employ the young (circa 60% share this attitude), and that the young are generally willing to meet the requirements of employers in Montenegro (more than 80%), the general impression is that the unemployed do not have adequate support from state institutions and organizations (circa 60%).

The biggest disadvantage of the young looking for new job is lack of experience (circa 40% of population share this opinion). At the same time, this is the biggest obstacle to employment of the young, together with distrust in their expertise and qualifications for work. Global economic crisis and poor condition of economy also shouldn't be



discarded, because all these factors not only result in the fact that new jobs are not created, but the existing jobs are closed as well.

Almost one half of the citizens, including the young, are unable to specify a single institution or organization which deals with the problem of unemployment, but National Employment Service of Montenegro is by far the most frequently mentioned institution. Programs and services of these institutions are also insufficiently known.

Almost one half of citizens population and more than 40% of the young think that personal connections and contacts are the most important criteria for choice of candidates in private, but particularly in public enterprises. Personal experiences of the citizens corroborate these findings. Other factors such as recommendation, previous experience, impression that the candidate makes are also considered to be important, but not as important as personal connections and contacts (43% of the citizens state that this is the most important factor, more than 95% claim that it is important, while 77% claim that it is very important).

More than 60% of the young claim, at least declaratively, that they would prefer being self-employed than working for the employer. Nevertheless, not many of them dare to embark on entrepreneurship – because it is considered as an exceptionally risky undertaking and almost a half of the citizens think that they do not have the necessary knowledge, skills and other necessary characteristics to start up their own business. Hence, only 20% of population plans to start up own business.

If they have to work for the employer, more than half of the young would prefer working in state sector than in private sector, and the main reason is job security.

Just somewhat less than 10% of the young claim to prefer work in private sector, primarily because of salary.



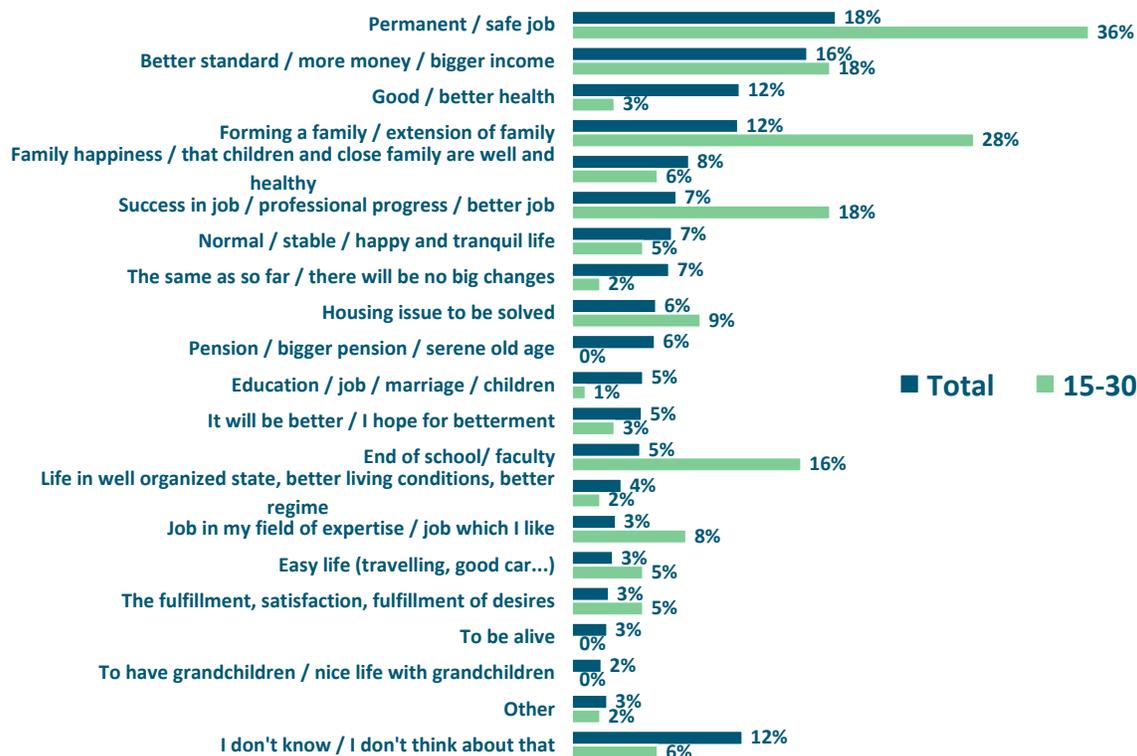
4. Life aspirations

Safe job, better living standard, good health and forming a family are the main aspirations of Montenegrin citizens. High percentage of them believes that they can fulfil them, through work, efforts, education and personal advancement. While two thirds of the citizens think that fulfilment of their life aspirations is possible in their place of residence, almost 80% of them believe that this is possible in Montenegro. Circa one half of the citizens express satisfaction with the quality of their life.

When it comes to **ideal life** of the citizens of Montenegro, the highest percentage of them aspire to have a **safe job** (18%), **better living standard** (16%), **good health** (12%) and to **form a family** (12%) (Figure 6). Younger citizens (15 – 30), considerably more frequently strive to find a safe job (36%), and form a family (28%). Also, higher percentage of the citizens from north of Montenegro than from south of Montenegro strive to have a safe job, better living standard and to form a family. In accordance with that, young people from north of the country are more likely to have secure job as primary life aspiration (53%; while average for young people is 36%).



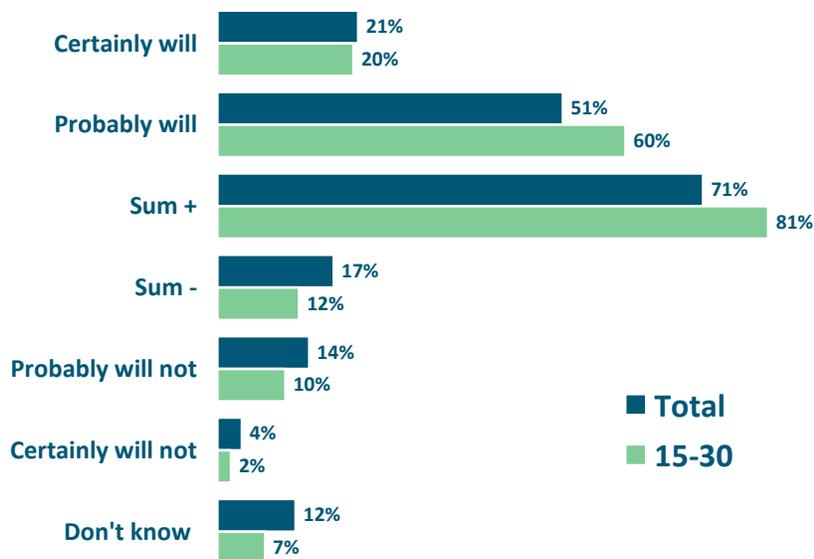
Figure 6. I know that it is not easy to think about future, but can you tell me how you would like your life to look like in 10 years?



Citizens of Montenegro express optimism when it comes to likelihood of fulfilling their aspirations: more than two thirds of them (71%) share the opinion that their aspirations will be fulfilled (Figure 7). Optimism is more frequently expressed by the young, aged 15 to 24 years, in comparison with the average: as much as 85% of them believe that they will be able to realize their aspirations.



Figure 7. Although I know that it is not easy to make such estimates, how likely is this to happen?



The highest percentage of Montenegrin citizens tries to realize their life ambitions through work and diligence (20%) (Figure 8), as well as through education and professional advancement (13%). Citizens who are socially active either through personal contacts or on Internet, resort more frequently to education and professional advancement in comparison with socially inactive citizens, which is logically also the path which young people take in realization of their life aspirations. Young people from the north of Montenegro are less likely to do all they can to achieve their life aspirations (4%; while average for young people is 14%).



Figure 8. What are you doing in order to realize your ideal life?



In compliance with the findings about optimism of the citizens when it comes to fulfilment of their life aspirations is also the finding that two thirds of the citizens think that it is possible to realize their life plans, objections and wishes in their place of residence, while even higher percentage of them (76%) believe that this is possible in Montenegro. The young (15 – 30) are somewhat more pessimistic: 58% of them believe that they can realize their aspirations in their place of residence. The young from north of the country are more optimistic: they are less likely to think that one cannot realize life aspirations in MNE (14%), while young people who live in the South are more likely to think that one cannot realize life aspirations in MNE (45%). There are no regional differences when they evaluate possibilities to achieve their aspirations in the town they live in. Approximately one half of the citizens (48%) are satisfied with quality of their life.



5. Social and cultural norms

Attitudes of the citizens of Montenegro regarding engagement in issues important for society differ to some extent. While majority of them agree that the world would become a better place for living if everyone got involved in development of society, significant percentage of them state that they neither have time nor will to fight for the issues important in the society. Citizens also believe that majority of people are motivated by personal interest alone. Although high percentage of the citizens expresses optimism regarding the future, almost half of them believe that things in the region can only become worse. Almost one out of two citizens doubts the possibility of finding a job regardless of efforts, but majority of them think, at least declaratively, that it is necessary to look for job actively instead of waiting for it (although some other findings from the study point to conclusion that practice is different from this attitude). Citizens of various ages mainly agree about the ideal time for finding a job, becoming independent and separating from family and forming a family.

When it comes to attitudes of Montenegrin citizens regarding social activism, **great majority of them (90%) agree that world would become a better place for living if everyone got involved in development of society** (Figure 9). However, high percentage of the citizens (82%) share the opinion that **9. Majority of people are motivated by personal interest alone**, and more than half of the citizens (58%) think that **No matter how hard one tries, one cannot influence important issues in the community/society one lives in**. Also, almost one half of the citizens (45%) states that they don't have time/will to fight for the issues important in the society. One third of the citizens (34%) agree with the statement ``Why would I try to help others, when everybody should be responsible for him/herself``. **It is easy to conclude that distance from the statement that world would become a better place for living if everyone got involved in development of society to active participation is very long, and that not many citizens are really willing to invest their time and effort for general welfare.**

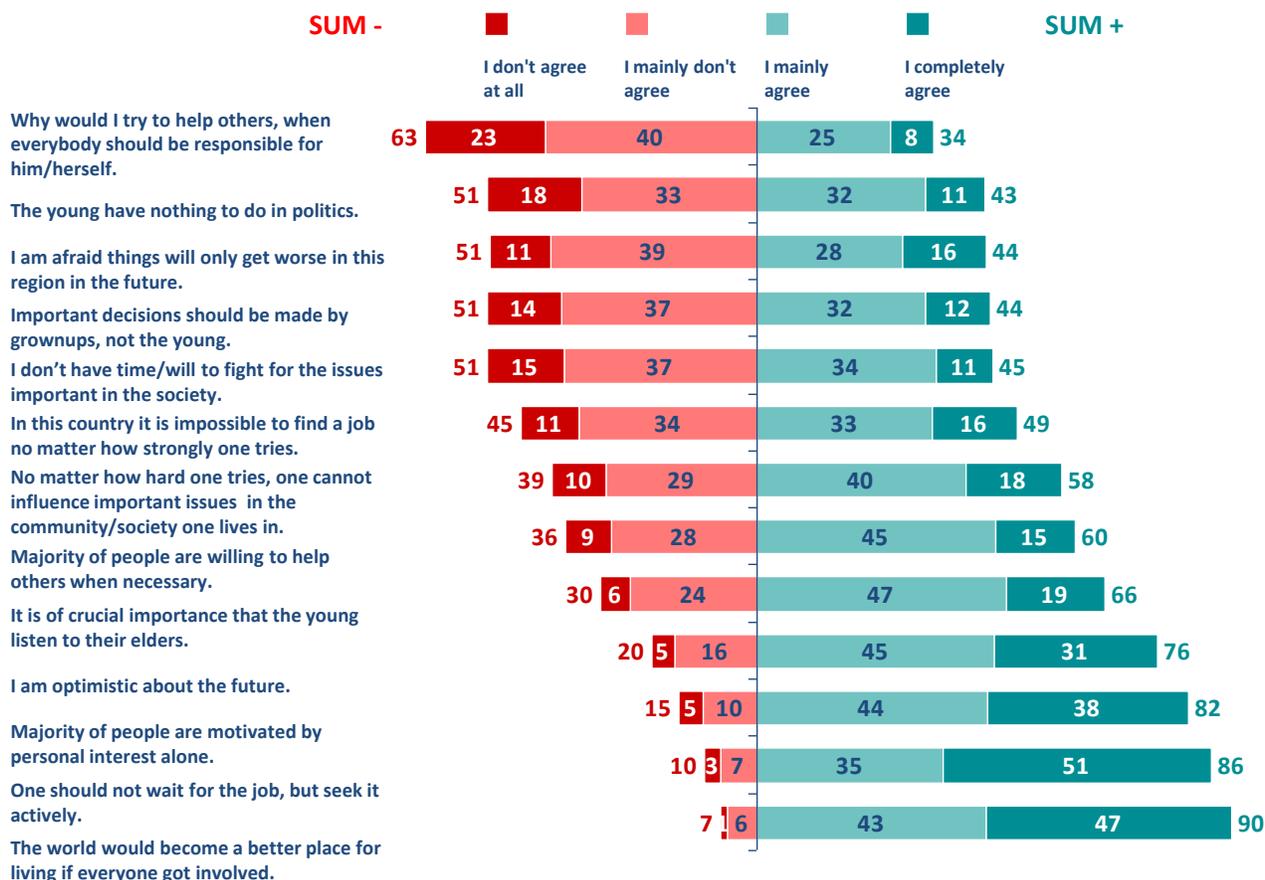
When it comes to perception of future, some discrepancies in the attitudes of Montenegrin citizens are visible: while almost 80% of them (76%) have an optimistic perception of future, almost one half (44%) fear that things will only get worse in this region in the future.



Although majority of the citizens (86%) think that one should not wait for the job, but seek it actively, almost one out of two citizens (49%) state that in Montenegro it is impossible to find a job no matter how strongly one tries. Numerous citizens rely to personal contacts and connections, thinking that pulling strings is a key to finding a job. Such perceptions definitely influence the readiness to make an additional effort in order to find a job, and provide excuse or alibi for current unemployment.

Two thirds of the citizens (66%) agree that It is of crucial importance that the young listen to their elders, while almost half of the citizens support the idea that Important decisions should be made by grownups, not the young, and that The young have nothing to do in politics.

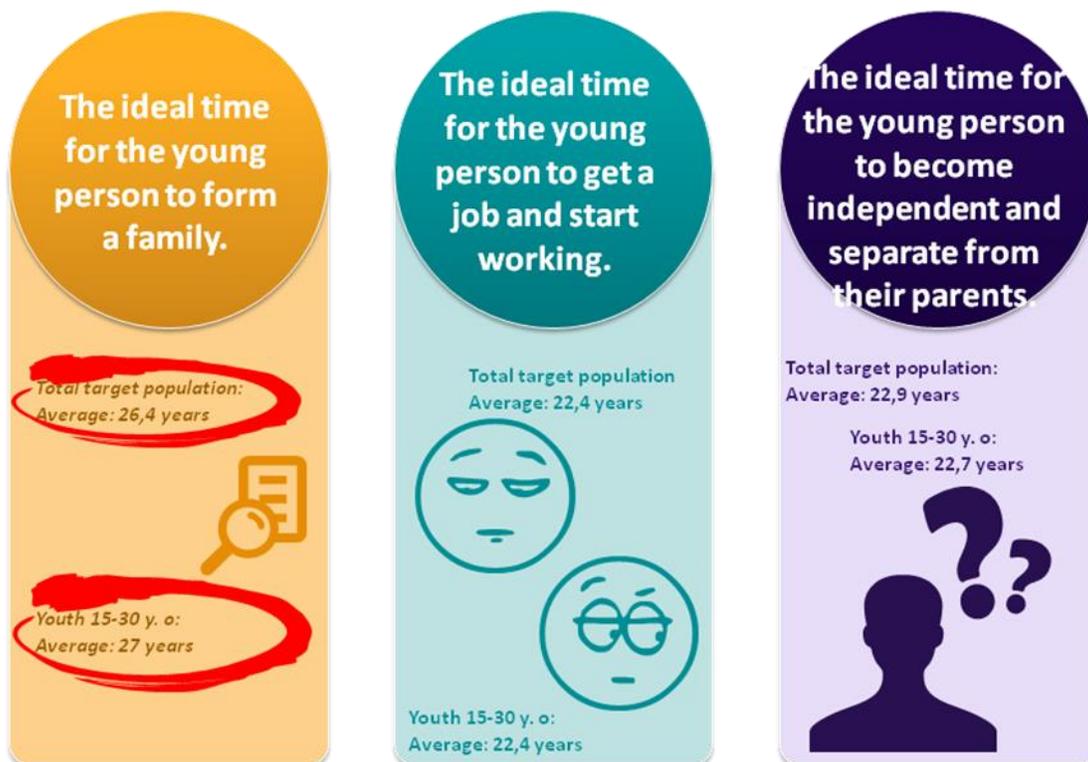
Figure 9. Degree of agreement with statements





Younger and older citizens of Montenegro mainly agree when it comes to ideal time for certain activities. Namely, it is generally thought that **the ideal time for the young person to get a job and start working** is around the age of 22 years (Figure 10). **The ideal time for the young person to become independent and separate from their parents** is around the age of 23, and **the ideal time for the young person to form a family** is around the age of 26 years. Higher percentage of the girls (20%) share the opinion that age up to 24 years is an ideal time to form the family, while only 7% of young men agree with this attitude.

Figure 10. The ideal time for different activities





6. Social activism /participation in decision making

Citizens of Montenegro are not familiar with terms of social activism and social participation: every fourth citizen knows what social activism implies, while every fifth is familiar with social participation. They consequently do not think that the young have influence on state bodies' decision making processes. When social engagement is in question, the young, in comparison with the elderly, are much more involved in online activities. However, social activism has not been sufficiently developed: the young seldom take part in public debates, pupils' or students' parliament or political party.

Even though citizens, declaratively again, agree that participation of the young is desirable, no matter which area we talk about, a significantly smaller number of them say that the society stimulates the young to take part in different areas. Culture and free time, ecology and human rights are areas where the young have been given most incentives to participate by the society. The more we move towards higher levels of power and more significant influence, the less participation of the young should be, citizens of Montenegro believe. Despite the fact that a great majority of citizens agree that young people's opinions should be taken into consideration when decisions are made at different levels, in family, at school, work place, town and the country, it is quite the opposite in real life, which is in line with previous findings. The young are involved in decision making in family, at school/university to a certain extent, while their opinion is hardly ever heard at higher levels. Family has a crucial influence on the young in terms of their active participation in development of the society.

Being asked to assess real situation in Montenegro, even one third of citizens holds that young people have been manipulated by, and a significant number of them does not believe any measures have been undertaken to offer possibilities to the young that are in place for the adults; they are only a decoration to organized activities. More than two third of citizens was not able to list an institution or organization dealing with the young in Montenegro.



Only one fifth of citizens of Montenegro (19%) are familiar with the term of social participation. As it was expected, a level of education is in positive correlation with the level of familiarization with this term: the higher level of education, the greater number of citizens claims to be familiar with the term of social participation. However, when asked to report which activities are involved in social participation, even one fifth was not able to do so, and most often mentioned ones include: influence on decisions on the society (28%), as well as involvement in all societal flows (15%).

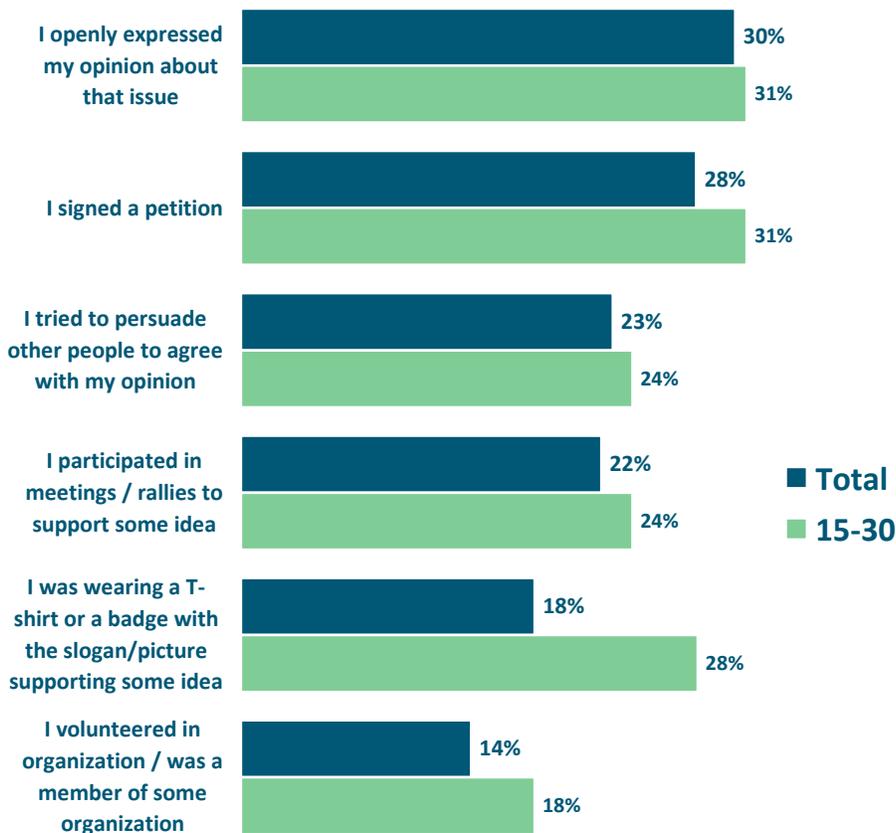
Situation is very much similar when it comes to **familiarization with the term social activism: only one fourth of citizens know** what this term means. It is again more often the often case with highly educated ones. The most often listed activities social activism implies are: joining all societal flows (24%), participation in problem solving, i.e. important social issues (16%), participation in development and improvement of the society (13%), as well as influence on making important decisions for the society itself (12%).

View on possible influence of the young correlates with this finding: **two third of Montenegrin citizens (67%) does not believe the young have any influence on the relevant state bodies decision making processes at local or national level.**

There are no significant differences when it comes to different forms of participation in organized activities (Figure 11). Around one third of the young (31%) openly expresses opinion on certain issues, and the same percentage (31%) admits to have taken part in socially relevant activities by signing a petition. Around one fourth wore a T-shirt or a badge with slogan or picture supporting an idea, took part in gatherings or rallies in order to support an idea or tried to persuade other people to agree with their opinions. The smallest percentage of the young (18%) volunteered or was a member of any organization. Interestingly enough, men more often claim to have taken part in almost all organized activities. Moreover, highly educated people, as well as those who positively assess their English language and computer skills, are more often socially active. When it comes to the young, age from 15 to 30, we notice that the young from central part of Montenegro are more likely to participate by openly saying what they think about social issues (40%), while young people in the north do that less (16%). Also, the young from north of the country less often mention taking part in all online organized activities (10% compared to 21% that is the average for the young).



Figure 11. Have you ever participated in any of the following organized activities... – live, in live contact

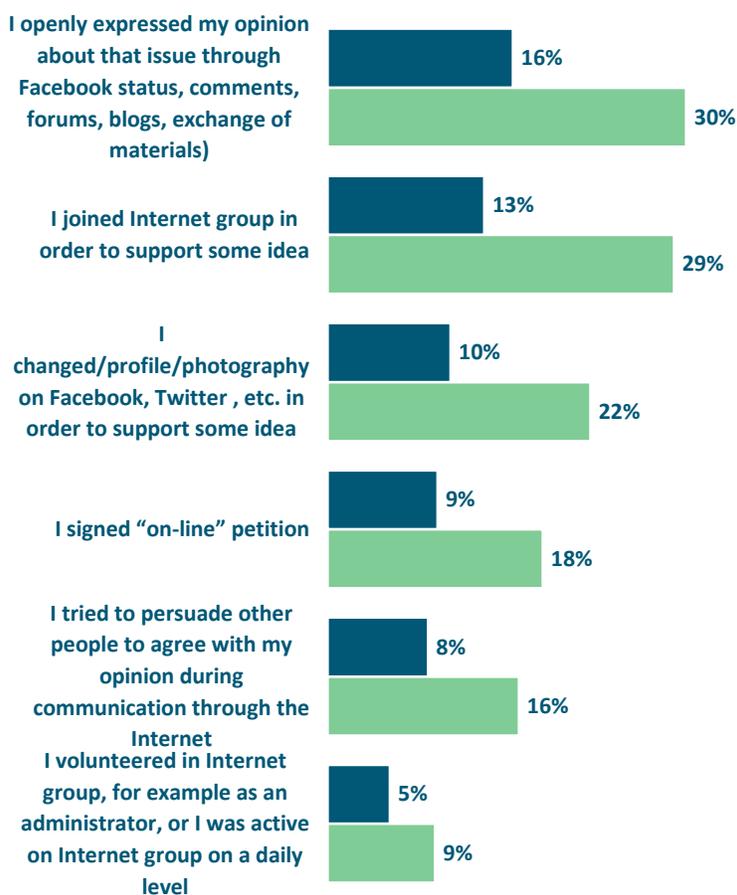


While there are no significant differences between younger and older Montenegrin citizens in terms of participation in organized activities in person, differences are much more present when it comes to social activism via Internet by younger population, as it was expected (Figure 7). This image related to the social activism in person among the young mainly reflects in activism via Internet, whereas, among elder citizens, 30 plus, participation in online social activities is as a rule lower in comparison with participation in social activities in person.

The most frequent form of participation of the young via Internet is open expression of opinion on a certain topic via Facebook status, comment, forum, etc. (30%), as well as joining Internet groups aiming at supporting an idea (29%) (Figure12). Around one fifth of the young changed a status or profile photo on their Facebook profile in order to support an idea (22%), signed online petition (18%) or tried to persuade other people via internet to agree with their opinion (16%). The smallest number of the young volunteered in an Internet group (only 9%).



Figure 12. Have you ever participated in any of the following organized activities... – on the internet, in the virtual world

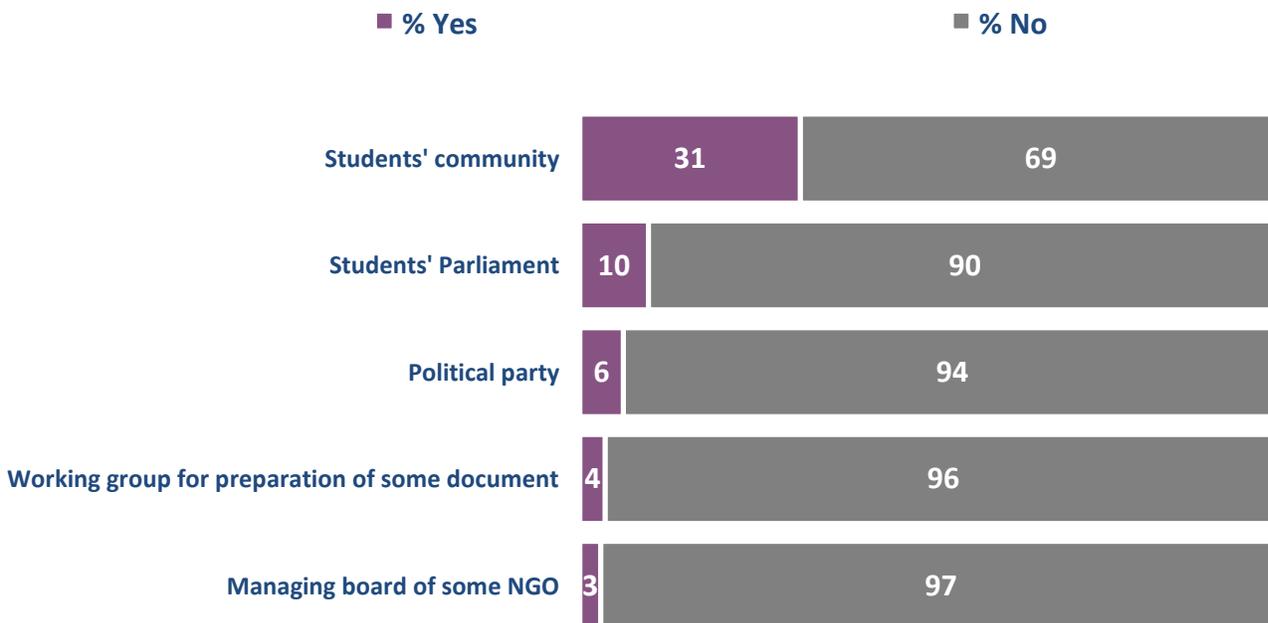


Human rights (26%), politics (25%), ecology (20%), as well as problem in local community and its development (19%) are listed as areas most Montenegrin citizens took part in. The young less often mention taking part in politics (14%). Citizens are mostly interested in employment (39%), human rights (38%), health system (24%), as well as economy (23%). The young are less often interested in employment and health system.

Participation in decision making by a membership in certain bodies is not often the case among the young (Figure 13). The highest percentage of them was a member of pupils' association (31%), while significantly lower number of them took part in students' parliament decision making process (10%), as a member of a political party (6%), working group for drafting a document (4%) or administrative board of an NGO (3%).



Figure 13. Do you participate now, or have you ever participated as a member in decision making in:

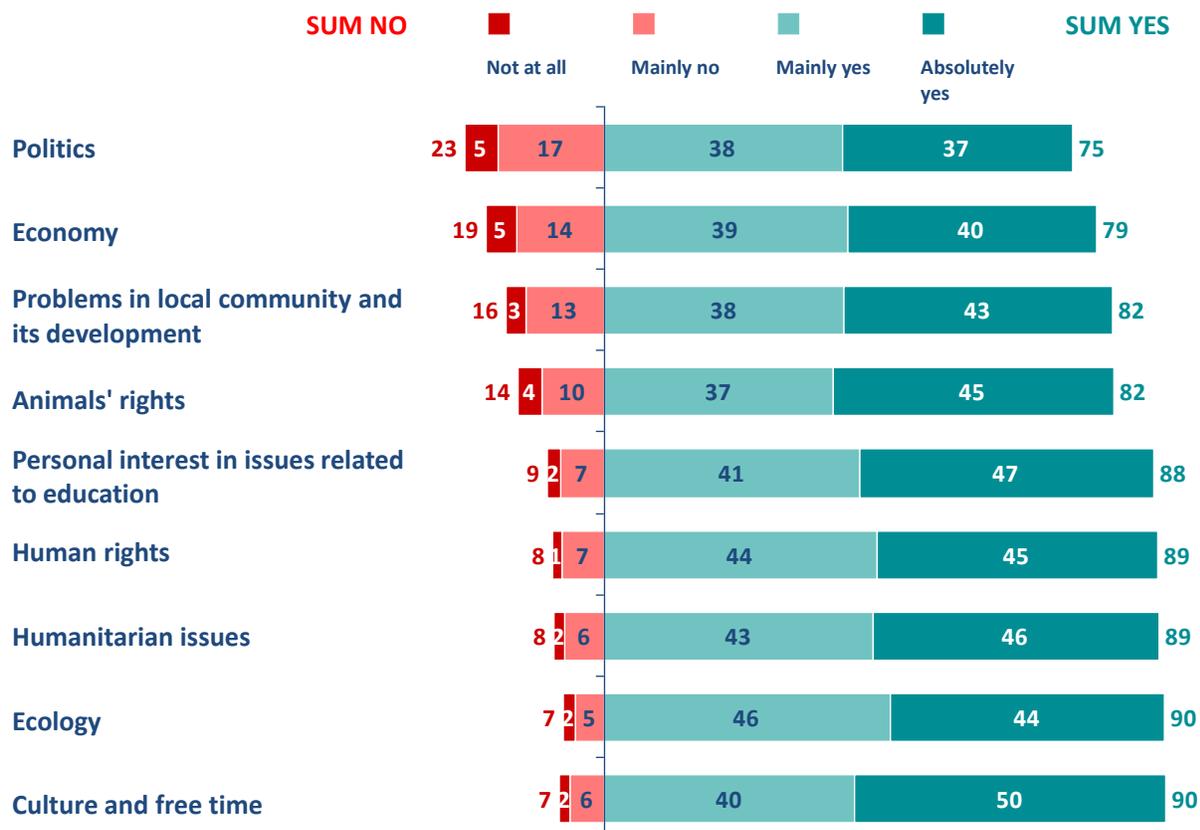


In line with these findings, **every tenth citizen of Montenegro took part in a public debate on laws, strategies, plans, local and national issues.** Men tend to more often take part in public debates than women. Most frequent motives for participation are: welfare, i.e. better life of the community (24%), as well as contribution to problem solving (15%). On the other hand, lack of interest (43%) and lack of time due to other responsibilities (19%) are the most common factors preventing citizens from joining public debates.

Citizens of Montenegro agree that **participation of the young may contribute to enhancements in all areas** (Figure 14). **The biggest contribution** is perceived in **culture and leisure time (90%), ecology (89%), humanitarian issues (89%), human rights (89%) and education related issues (88%).**



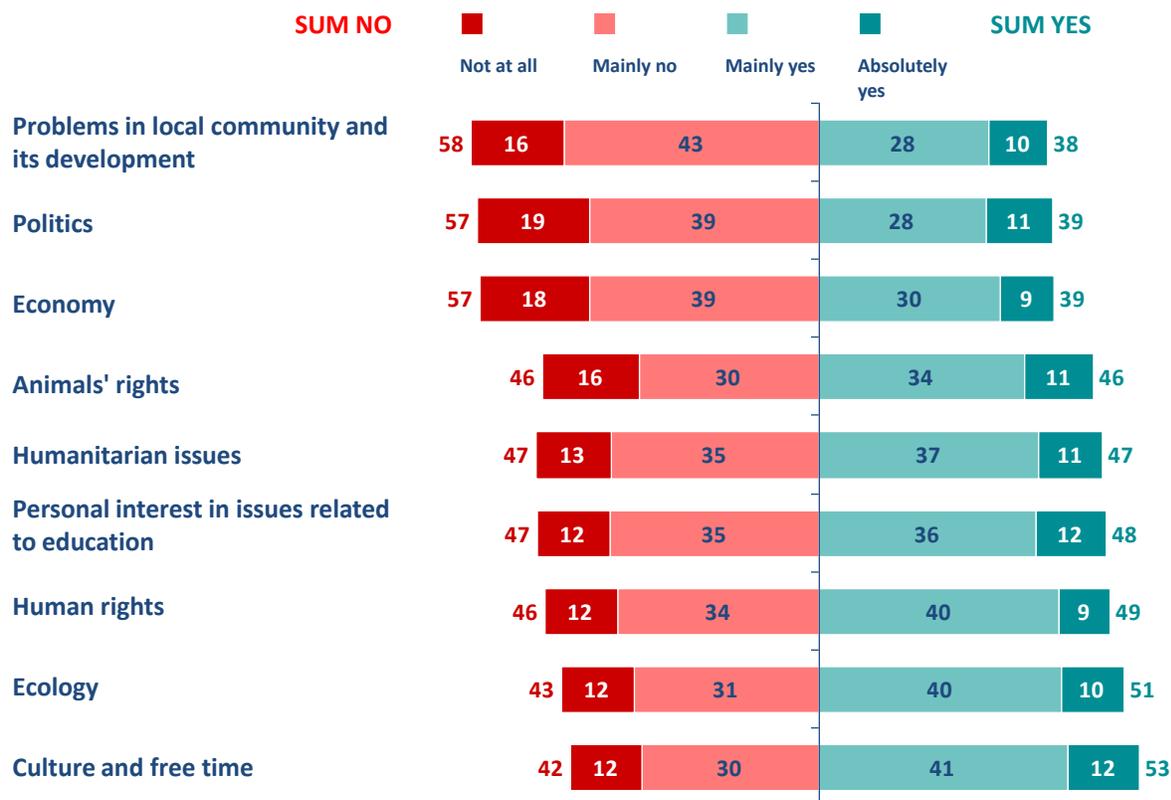
Figure 14. To what extent would participation of the young in Montenegro **CONTRIBUTE** to improvement of the following areas:



On the other hand, **citizens less often believe that the society stimulates the young to take part in abovementioned areas: a half or less believes that the society supports the young** (Figure 15). **The biggest incentive** by the society falls into **culture and leisure time areas (53%), ecology (51%),** and the smallest relates to local community related issues and its development (38%), politics (39%) and economic (39%), areas, in which contribution of the young is not perceived as significant one (and, which are as a rule assessed as very important ones).



Figure 15. And to what extent does society in general STIMULATE them to participate in the following areas:

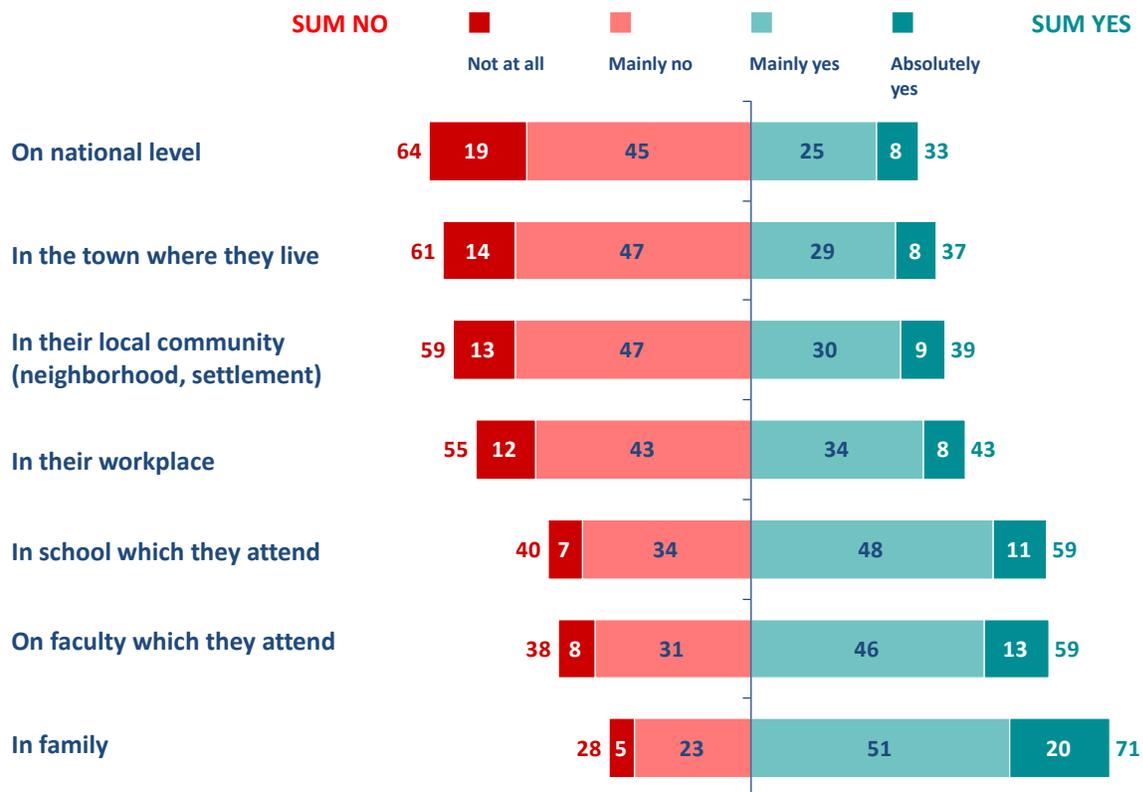


Family support is a dominant factor having impact on the young to become active participants in development of the society: family as the strongest factor of influence is chosen by almost half of Montenegrin citizens (45%). It is followed by support from the town they live in, i.e. city municipalities (15%), and their own initiative and interest (15%).

Participation of the young in decision making process declines from local to the global level, according to Montenegrin citizens (Figure 16). Thus, the largest share of citizens (71%) finds that the young take part in taking important decisions in family, and almost 60% of them perceive participation of the young at school (59%), i.e. at a faculty they attend (59%). On the other hand, less than half of them believes that the young take an active part in taking important decisions at their work places, while around one third perceives participation of the young in local community (39%), the town they live in (37%) and at national level (33%).



Figure 16. In your opinion, to what extent do the young in Montenegro PARTICIPATE when important decisions are made:

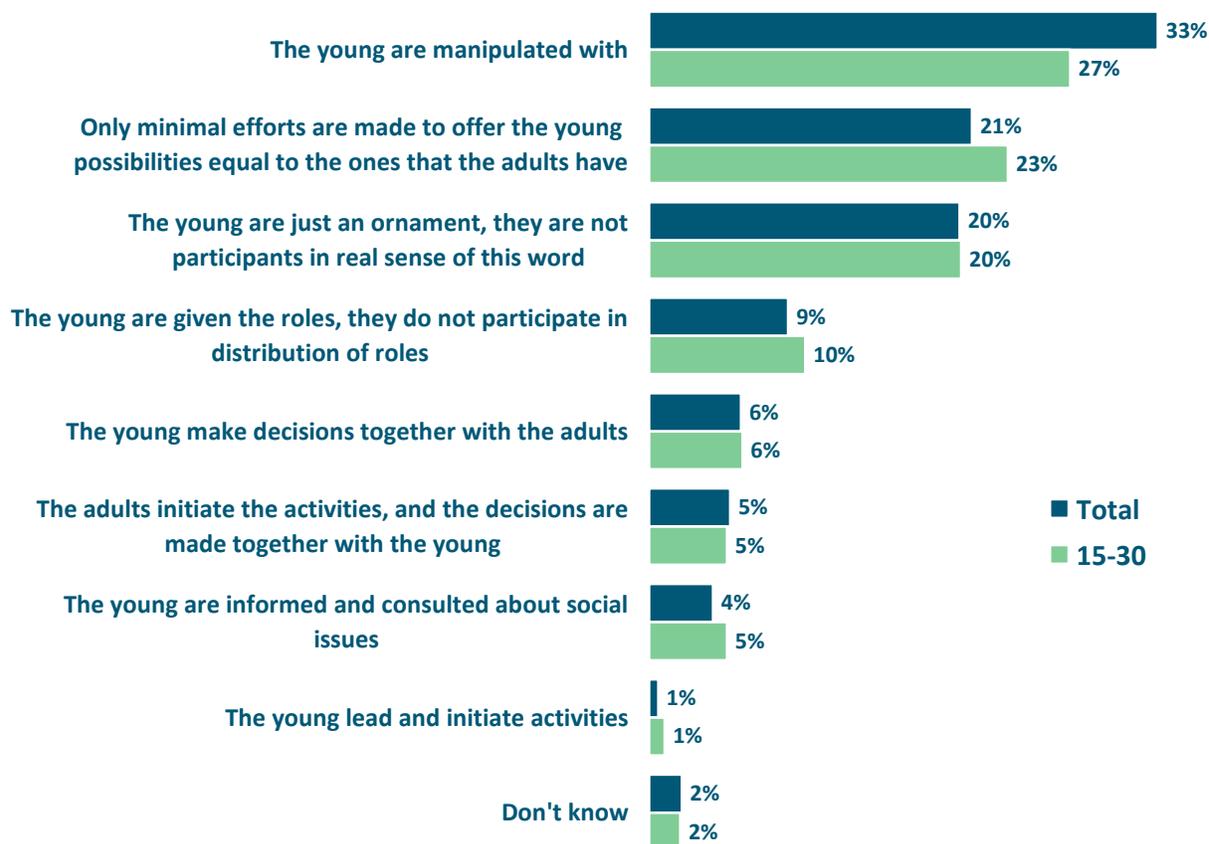


On the other hand, a large majority of citizens (around 90% or more) think, at least declaratively, that opinion of the young should be respected, whichever area they talk about. Elder citizens, 45 plus, more often say that opinion of the young should not be taken into consideration when important decisions are taken at national level, the town they live in and local community.

When we talk about real situation in Montenegro in terms of genuine participation of the young in decision making, the highest percentage of citizens believes that the young have been manipulated with (33%), that only very minor effort are made to offer equal opportunities to the young (21%), as well as that the young only act as a decoration to organized activities and are not real participants (20%) (Figure 17). In other words, when a real situation is reviewed, citizens of Montenegro realize that the young do not take an active part in social processes



Figure 17. What is the situation in Montenegro really like when it comes to participation of the young in decision making?

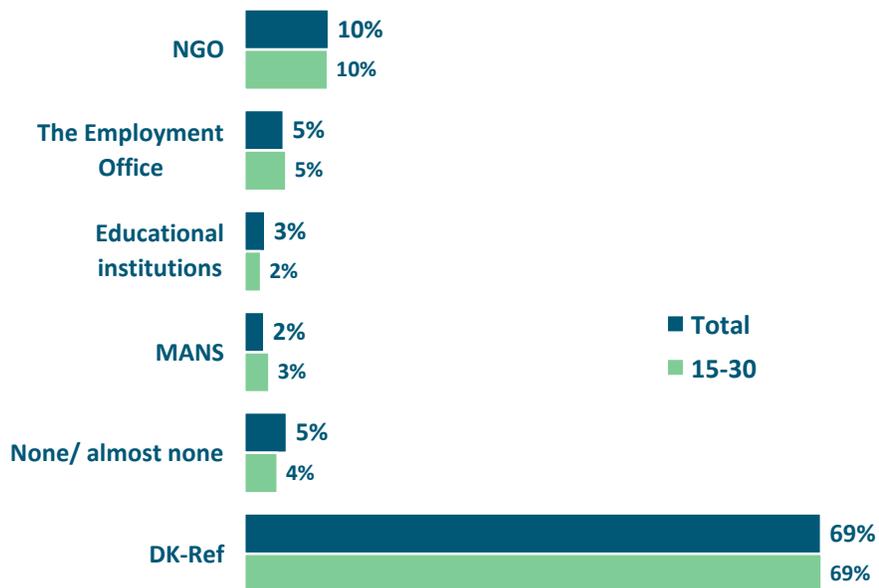


The largest portion of citizens (21%) thinks that the young should be given a chance to prove themselves, involve them in work of the community. Nonetheless, around one fifth of them (19%) cannot say in what way should participation of the young and their more active involvement in development of the society be improved.

When it comes to working with the young at local and national level, **more than two thirds (69%) were not able to name an institution or organization in Montenegro dealing with young people** (Figure 18). Every tenth citizen, **most often mentions NGOs, without naming any concrete organization.**



Figure 18. Could you tell me which institutions or organizations in Montenegro deal with the young on local or national level?



The most frequent sources of information on social topics are the media (62%), dominated by television, followed by Internet (26%). Situation is opposite among the young, hence the highest percentage admits being informed via Internet (57%), followed by the media (35%).



7. Education

Most secondary school pupils in Montenegro plan to continue their education at faculties, which is in line with opinion of more than a half of citizens saying that faculty graduates tend to find job more easily in Montenegro. The most important factor for choosing a faculty is an interest in a certain area, followed by employment opportunities and financial abilities. Even though citizens mainly agree that education system of Montenegro trains young people for their future jobs, only slightly more than a half thinks the young get necessary theoretic knowledge for performing their future jobs, and one third believes this goes for practical knowledge as well. This very lack of practice is perceived as the biggest disadvantage of education system, and every fifth citizen is not able to list shortcomings of education system in Montenegro. Most citizens see importance of additional training and skills; hence, aiming at enhancement of education system, they would like to see foreign language courses introduced as well as computer courses, and a number of modules offering practical skills. A half of the young assess their English language knowledge in positive way, more than two thirds does the same for their computer literacy.

Even though almost a half of citizens does not show any flexibility when choosing a job, saying they would apply only for jobs fitting their profiles and levels of education, good salary is a factor that would make them accept a job of a lower education level. This is underpinned by the finding that more than 70% of citizens would rather choose a job out their profession, but better paid, than vice versa. The young, from 15 to 30, are readier to retrain aiming at finding a job (70% of them), than the elder (60%).

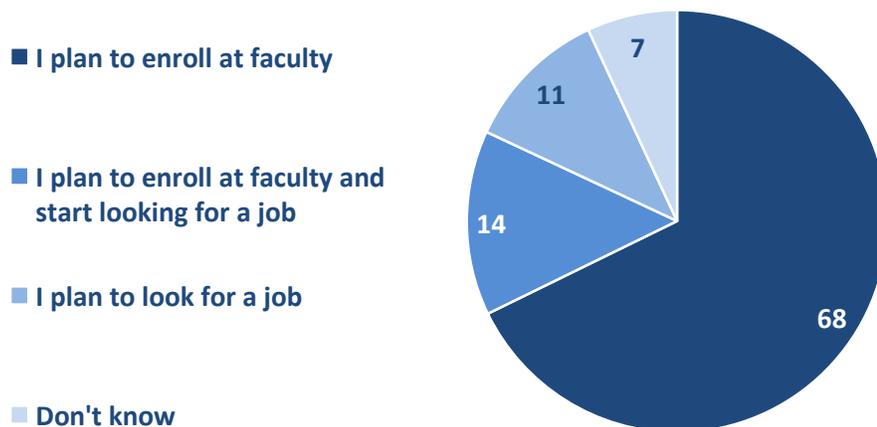
Most citizens (80%) notice a mismatch between a number of people of certain professions and a real need for them in the Montenegrin economy. This very large number of same professions competing for same jobs is the biggest hindrance to the young when looking for a job, followed by lack of experience and nonexistence of connections and personal contacts.



More than two third of current secondary school pupils in Montenegro (68%) plan to enrol at a faculty after the secondary school, 14% of them plans to study and look for a job at the same time, while every tenth school pupil plans to start looking for a job (11%) (Figure 19).



Figure 19. Plans of secondary school students after finishing the school



This finding coincides with the fact that **more than a half of citizens (55%) agrees that faculty graduates find job more easily than those who only completed secondary school.** Nonetheless, around one third of citizens (36%) believe that it is equally difficult for both categories to find employment.

Having interest in a certain area is a crucial factor when choosing a school, i.e. faculty for most Montenegrin citizens (45%). A significant number of citizens, one third of them (32%) mention employment opportunity after completing a school, i.e. faculty, and one fifth underlines financial situation (20%), as well as influence of the family (18%). Influence of friends (6%) is perceived as the least important.

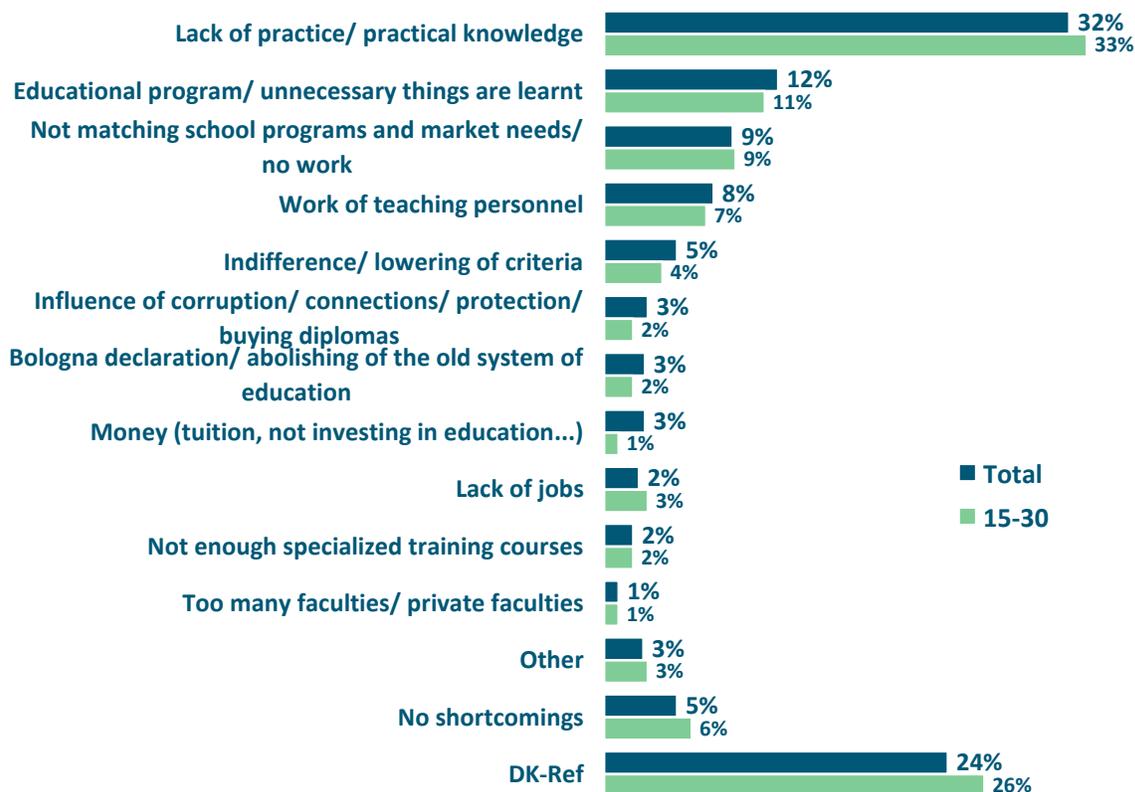
When it comes to quality of education system in Montenegro, **around two thirds agree that completed school, i.e. faculty trains young people for the job they studied for. However, only a half of them (52%) say that formal education provides for theoretical knowledge necessary for performance of the future job, and only one third (33%) believe that the young have all practical knowledge applicable in their future work.**

The young who live in the northern part of the country are more positive about quality of education in Montenegro, when it comes to the level of preparedness of young people for labor market.



In line with the previous finding, **lack of practical skills** is perceived as **the biggest disadvantage of education system in Montenegro** by most citizens (32%), (Figure 20). This is followed by curricula, i.e. programs implying learning unnecessary things (12%), as well as lack of balance between curriculum and market needs (9%). One fifth was not able to say what the biggest shortcoming of the Montenegrin education system is.

Figure 20. What is, in your opinion, the biggest shortcoming of formal education in Montenegro, that is, finished school / faculty?

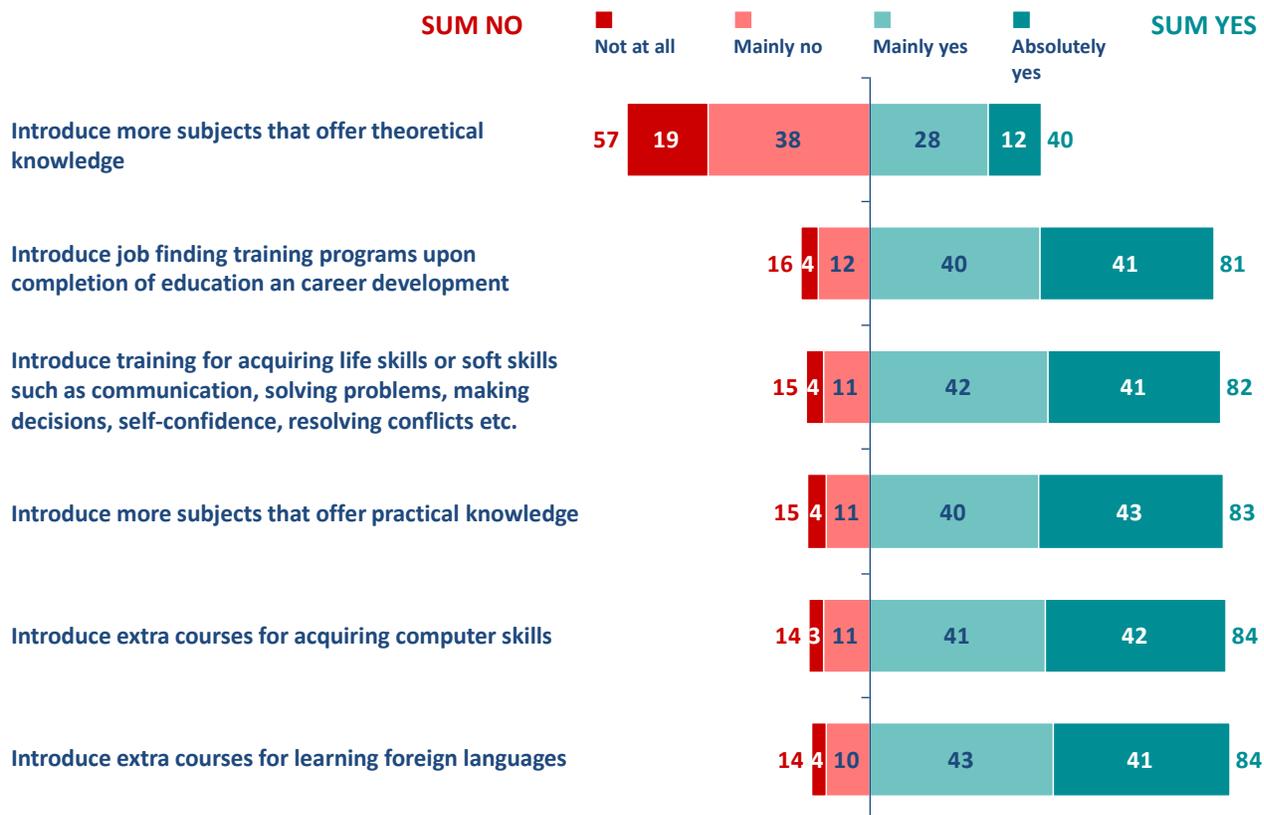


Mismatch between the number of people of certain professions and the need for those professions in the Montenegrin economy has been perceived by a large percentage of citizens (80%), when explicitly asked to comment.

A large percentage of citizens (around 80% or more) would, aiming at enhancement of education system of Montenegro and better employment opportunities, introduce additional foreign language courses, computer courses, more modules offering practical skills, as well a job specific programs and life skills training (Figure 21). The smallest percentage of citizens (40%) agrees that a large number of modules offering theoretical knowledge should be introduced aiming at enhancement of education system.



Figure 21. To what extent would you change the following elements in the educational system in Montenegro with the aim of its enhancement and facilitating easier employment?



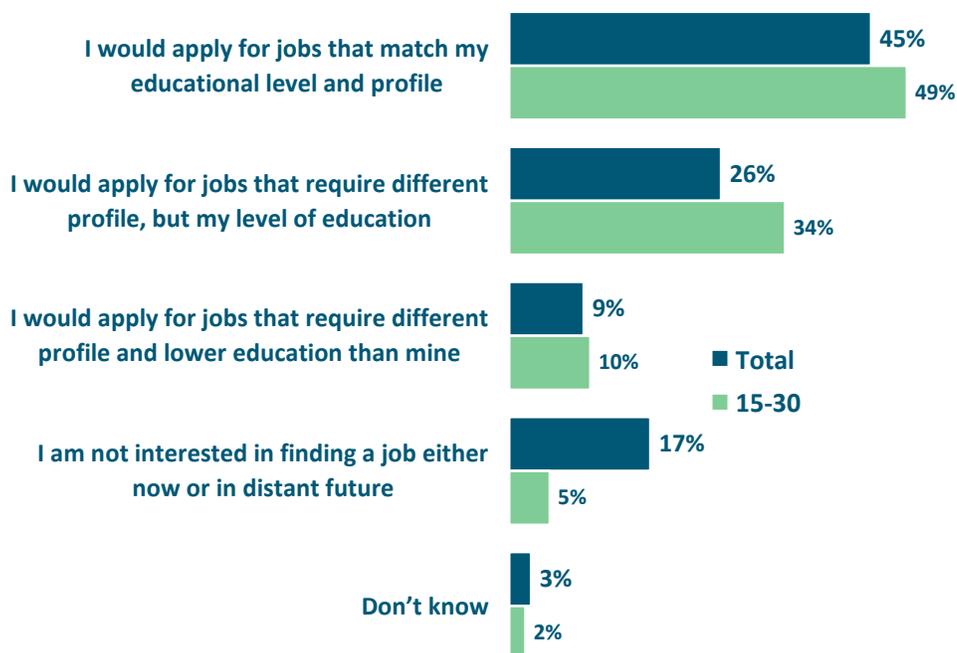
Additional knowledge and skills are perceived as important to a certain extent or crucial for finding a job by a large majority of Montenegrin citizens (92%). The young from north of the Montenegro give more significance to relevance of additional skills and knowledge for finding job. When we talk about additional skills and knowledge, only one fourth of general Montenegrin population (24%) assess their English language knowledge as good or very good. On the other hand, this applies to almost a half of the young, aged between 15 and 30 (48%). Even though a higher percentage of general population (35%) positively assesses their computer literacy, this percentage is again much higher among the young (68%). Also, girls give lower ratings when it comes to their computer literacy (3.7 compared to 3.9 in males).

Lifelong learning concept is supported by majority of Montenegrin citizens: 82% of them agree one should learn and improve whole life.



When it comes to selection of future jobs, almost half of citizens (45%) do not show any flexibility saying they would apply only for jobs that fit their education profile and level (Figure 22). Around one fourth of them (26%) show readiness to apply for jobs requiring a different profile, but at the same education level, while every tenth citizen (9%) would be ready to do a job requiring both a different profile and lower level of education.

Figure 22. If you applied for a job now, would you consider only jobs that matched your educational level and profile, or you would also apply for jobs that required different profile or lower education than your own?



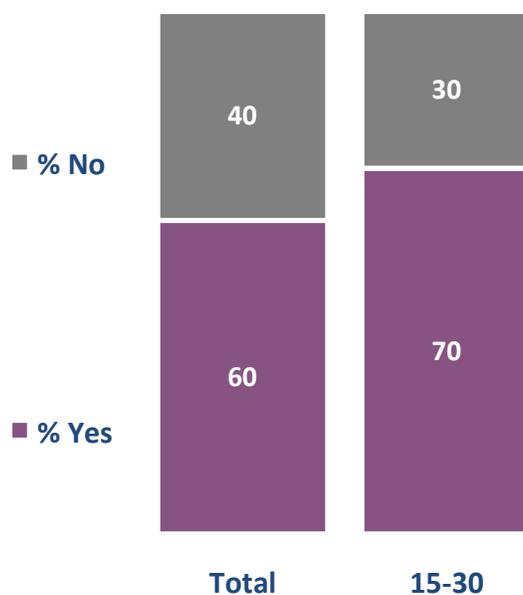
Good salary is a main prerequisite for accepting a lower education job requirement, as mentioned by more than two thirds of Montenegrin citizens (69%). Moreover, around one fourth of them say they would be ready to do so if there is a career and promotion opportunity (26%) or provided this is a successful company (22%). Thus, other requirements have to be met beside good salary.

Nonetheless, salary is still a very important factor in terms of employment, or even a crucial one. More than two thirds of Montenegrin citizens (72%) would go for a job out of their profession, but a better paid one. On the contrary, the young from the north of the country are more likely to choose working in their one profession, even if the salary is lower (41%; 28% on average for the young).



On the other hand, a smaller percentage of citizens, 60% of them, would be willing to retrain aiming at finding a job (Figure 23). In comparison with general population, the young, age 15 to 30, show greater readiness to retrain: 70% of them say they would be able to do so in order to find a job.

Figure 23. Would you be willing to accept retraining in order to find a job?



Too many people of the same education profile applying for the same jobs have been mentioned as the biggest shortcoming when looking for a job by most citizens (27%). In addition to this, serious disadvantages are: nonexistence of connections and personal contacts, quoted by almost every fifth citizen of Montenegro, followed by a lack of education and qualifications (13%), as well as a lack of experience (13%). The young more often mentioned larger competition, i.e. large number of people of the same education competing for the same jobs, as well as a lack of experience, while personal contacts and connections are less often reiterated.



8. Employment

Almost a half of the young is not able to list any institution or organization offering support to young people when looking for a job. Consequently, familiarization with programs and services is at a rather low level. The National Employment Office of Montenegro is an institution dealing with unemployment among the young, as majority of citizens are familiar with. Almost two thirds of citizens do not think that competent state institutions offer support to the young when looking for a job.

The young most often look for a job through the National Employment Office, and through friends and relatives. These are actually two most effective ways to find a job, citizens of Montenegro believe: firstly, through connections. This very existence of connections turned out to be the most important criterion for selection of candidates, both in private and state sector.

Around one third of citizens perceive a lack of readiness among employers to hire young people, most often due to a lack of work experience, followed by a lack of trust in abilities of the young, as well as a lack of jobs.

Almost two thirds of the young would rather be self-employed than work for an employer. Nonetheless, entrepreneurship is considered to be a risky option, hence only every fifth citizen thinks about starting his/her own business alone or with others. A large majority of Montenegrins prefer working in a state-run sector due to a secure job.

Only slightly more than one third of Montenegrin citizens (36%) think that the young in Montenegro are familiar with institutions, organizations, programs and services available when looking for a job. Hence, the level of familiarization of general population, having in mind that **almost one half (45%) was not able to list any organization or institution offering support to the young when looking for a job. The National Employment Office of Montenegro is best known institution, 41% of citizens say.** Consequently, almost 40% of those who were able to name an institution or organization were not able to list any concrete service or program they offer. Courses, seminars and workshops (17%) are most frequently mentioned services,



followed by seasonal employment (15%), assistance in finding a job (12%), as well as retraining and resettlement (10%).

Almost two thirds of Montenegrin citizens (63%) do not believe that competent state institutions offer any assistance to the young when looking for a job. The young, on average, give more positive scores for the work of relevant state institutions: 2,3 against 2,2 at national level.

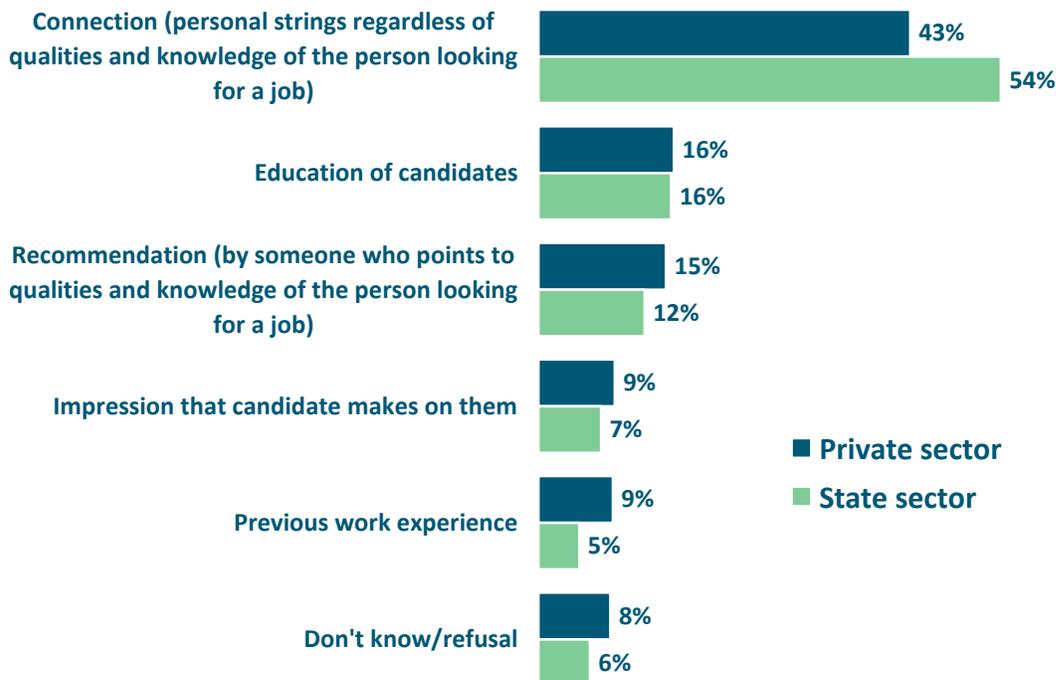
The National Employment Office is perceived as the most dominant way of looking for a job by the young (74%), followed by assistance of friends and relatives (64%). These are precisely two way citizens believe bring about the biggest chances of leading to a positive outcome, i.e. finding a job. **However, friends and relatives and their connections are in the first place**, as almost a half of citizens say (48%), followed by the National Employment office, mentioned by every fourth citizen (26%). While 13% of citizens believe the most efficient way is direct addressing of an employer, 17% of the young (15 to 30 years old) agree. Only 8% are likely to say that direct contact with employer can result in finding job.

The above mentioned way are the most frequent way of finding a job as those currently employed reiterate: 28% of them found a job by directly addressing the employer, 27% through the National Employment Office, and 25% through friends and relatives. Friendly and relatives' connections, as a way to find a job, were much more often mentioned by the young (36%).

Even though different criteria are assessed as influential and important, **when it comes to selection of candidates for a job in private sector, existence of connections was perceived to be the most important one by 43% of Montenegrin citizens** (Figure 24). This is followed by a significantly lower percentage of those who refer to job related level of education of a candidate (16%), as well as recommendations (15%). The youth from the north of Montenegro are more likely to say that connections and nepotism are key criteria when finding job in private sector (51%; 38% on average for the young). **Situation is the same when we talk about the state sector: even higher percentage of citizens (54%) admits connections are the most important criterion for selection of a candidate for a job.**



Figure 24. In your opinion, what is the most important criterion for employers' selection of candidates for jobs?



When we talk about readiness of employers to hire young people, **more than one third of citizens of Montenegro (39%) believe that employers fail to show readiness to employ young people.** While more than one fifth of them (22%) cannot name a reason for this, one fifth believes this is due to the lack of experience (20%), followed by a lack of trust in young people's abilities (16%), as well as shortage of jobs and vacancies (13%). On the other hand, most citizens (83%) agree that the young are ready to meet employers' requirements.

Main perceived advantages of employing young people are: greater willingness to work, enthusiasms and energy they are ready to invest (27%), followed by their knowledge and education (20%), as well as their strength and endurance (15%). Lack of experience and practice has been seen as the biggest disadvantage of the young (37%).

Most Montenegrin citizens agree that the young should possess varied skills aimed at finding and keeping a job: completed formal education, additional skills, such as knowledge of foreign languages and computer literacy, as well as, inevitably, contacts, connections and recommendations. Being a member of a political party is mentioned by slightly lower



percentage of citizens. Almost 80% of citizens say it is important that the young should have a healthy lifestyle to find and keep a job.

The biggest obstacle young people face when ‘entering the world of work’ is nonexistence of adequate jobs (65%) (Figure 25). A significant number of citizens mention a lack of experience (33%), a lack of readiness among employers to hire young people (20%), as well as insufficient knowledge and qualifications they have (16%).

Figure 25. What would you say, what are the obstacles that young people in Montenegro are faced with when leaving educational system and entering the “world of labor“?



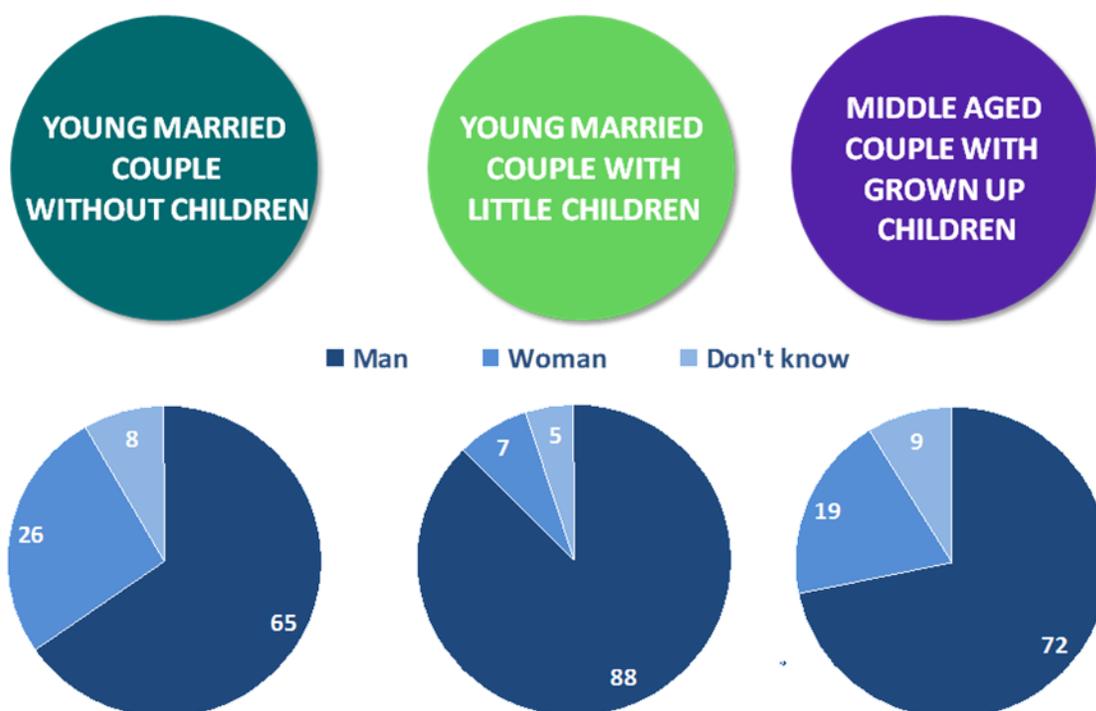
More jobs is the most frequently mentioned form of providing assistance to the young in Montenegro to join labour market (32%). However, one fifth of citizens (20%) are not able to list what could help the young in Montenegro find a job. The young people from the north of Montenegro are more likely to say that better situation in the country would help young people to integrate into labour market (22% compared to 10% on average for the young).

A large majority of citizens (over 85% of them) believes that implementation of different processes would help people looking for a job: more good jobs, specific job related education, training for general and life skills, as well as internship and practice, state assistance with housing issues and favourable loans for starting businesses.



When it comes to chances of finding a job, more than 60% of citizens agree that men are more likely to be employed if a man and a woman apply for the same job with same qualifications. Even though it is believed that men can easily find a job than women (assuming they are of the same age and same qualifications), men have the biggest advantage when we talk about a young married couple with small children (Figure 26). Almost 90% of Montenegrin citizens think that men would much more easily find a job in this case. Slightly more than two thirds of citizens (72%) reiterate this when we talk about a middle-aged married couple with grown-up children, and 65% if we talk about a young married couple with no children.

Figure 26. If wife and husband are of similar age and with same qualifications, who do you think will find a job more easily, the wife or the husband?



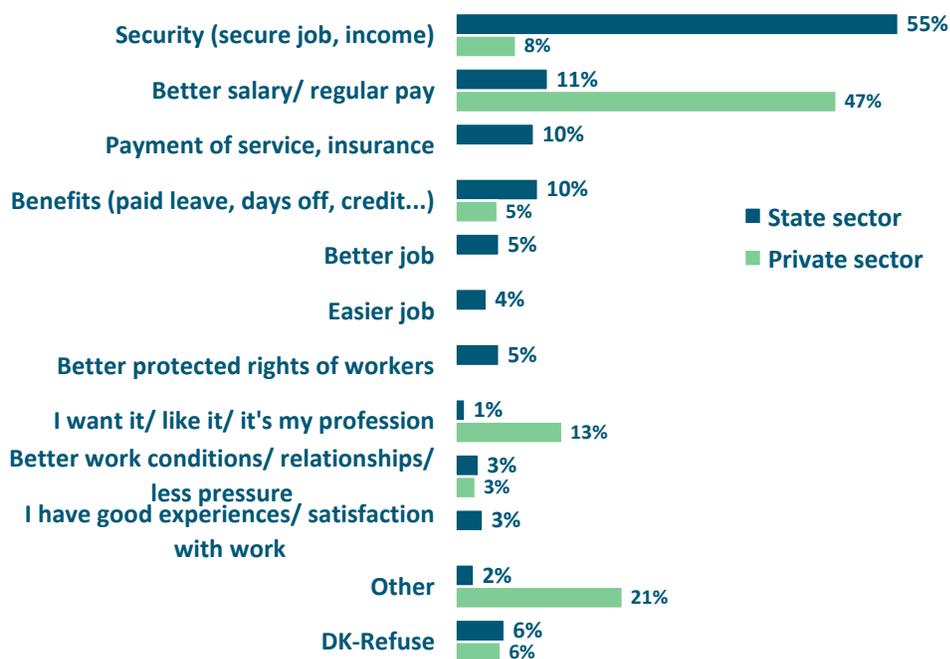
Every fifth citizen, currently looking for a job, reports discrimination (21%), while 8% of Montenegrins have been discriminated at work. One fifth of citizens (20%) was not able to say what was the reason for discrimination when looking for a job, almost one third of them (29%) mentioned corruption, connections and nepotism, almost one fourth (23%) political affiliations, and every tenth female citizen (10%) pregnancy, children and family issues. When it comes to discrimination at work, more than one fifth of citizens (23%) admitted being discriminated at workplace because of political affiliations.

In terms of job preferences, every second citizen of Montenegro (49%) says he/she would prefer working in a state-run sector, while 41% of them have no preferences regarding sector



they would like to find job in (Figure 27). **Secured job and earnings make state sector more attractive**, and this factor is mentioned by more than half of citizens (55%). On the other hand, better and regular salaries are biggest advantages of private sector, reasons mentioned by almost half of citizens (47%).

Figure 27. Why would you prefer to find a job in that sector?



Approximately two thirds of Montenegrin citizens (61%) would prefer being self-employed, while almost one third of them (29%) would either work for someone else or be self-employed. The young less often opt for self-employment (73%).

When it comes to views on entrepreneurship, **most Montenegrin inhabitants (78%) finds it is risky to start business in Montenegro**, and almost the same percentage (74%) agrees that entrepreneur business brings position and respect in the society. Knowledge, i.e. expertise and education (31%), as well as money (29%) are main preconditions for starting one's own business, citizens believe. The young from the north of contry are less likely to say that it is risky to start own business (12% compared to 25% on average for the youn) and are more likely to think that entrepreneurs in Montenegro enjoy good social reputation (18% compared to 14% on average for the young).

Around one half of them (43%) believe to have all characteristics necessary to start business. Nonetheless, only every fifth citizen (20%) thinks about starting business alone or with others,



while 7% of citizens are already working on this. The young more often (29%) mention they are thinking of starting their own business.

Inadequate age, i.e. they are too young or too old (28%), as well as lack of financial resources (20%) are main reasons for refraining from starting one's own business.

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

Ipsos Strategic Marketing
Gavrila Principa 8
Belgrade, Serbia
Tel. central: +381 11 328 40 75
Fax: +381 11 2626430
www.ipsos.rs



Follow us:



:<https://www.facebook.com/pages/Ipsos-Adria/123350914391435>



:<https://twitter.com/IpsosSerbia>



: <https://plus.google.com/113640245561922118513/posts>



: <http://www.youtube.com/user/IpsosSerbia/>



: <http://www.slideshare.net/IpsosStrategicMarketing>



: <skype:ipsos>