

RTCG Brand Strength Research

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RTCG Brand Strength Research

June 2022

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01 Introduction

RTCG Brand Strength Research was conducted by the Public Opinion Research Agency DAMAR PLUS during June 2022. **The primary goal of the research is to obtain relevant information about the public awareness of the RTCG brand and perceptions of its program.**

The first of two national comprehensive surveys is focused on RTCG brand awareness, while the results will serve as a guide for changes that will occur in the future. After six months, the second round of public opinion polls will be realised to see how the changes have affected the public, and whether they have met the needs and expectations of the National Public Service.

The survey was conducted on a sample of 1000 citizens after harmonizing the methodology of public opinion polls with representatives of donors and RTCG.

The results of the research should serve as indicators for the Development Strategy, which RTCG will implement in cooperation with the OSCE Mission in Montenegro, and Action Plan, based on collected data, directed at improving brand perception and the program scheme RTCG scheme.

The research was implemented based on the methodology and results of the research from November 2020, but in objectively expressed different social conditions. The previous research was conducted only a few months after the significant socio-political events that happened in Montenegro, and that influenced changes in RTCG management structure and editorial policy. This research represents the first overview of the situation after the implementation of the new editorial policy, and as such provides empirical evidence of the results of the changes that occurred.

No significant external factors were observed that could affect the quality of the collected responses. The length of the questionnaire itself was an aggravating factor, however, this challenge was overcome by training the interviewers on the dynamics of the survey.

One of the possible external factors that should be taken into account when analysing the results is greater mobility and absence from home, primarily of the population in rural areas.

All activities during the research were carried out within the project **“Capacity Building in the Media Landscape in Montenegro”**, through which the OSCE Mission to Montenegro (Mission) supports the National Public Service and other media houses. The goal of this project is to improve skills and capacity in promoting reliable, ethical, gender-sensitive, and objective live reporting, as well as to improve specific journalistic skills, including interviewing, storytelling, writing, working with digital media, video content, social media and equipment for mobile journalism during the preparatory phase, production of live reporting and emergency events, and post-production.



Pattern design

Observing the estimated population from a sample-based survey requires that the sample has to be representative of the entire population. The best results are achieved by probabilistic sampling, with each unit having a known probability of selection. In this research, a random stratified multi-stage sample was used, in which census districts and polling stations were selected as units of the first phase, it is predetermined that households were selected as units of the second phase, and persons in the household were selected as units of the last stage (with Birthday Method).

Stratification and allocation

The framework for the selection of the sample is the 2011 Census and the Voter list for 2020.

Citizens over the age of 15 are the target population. As already described, a multi-step sample design was applied. The units are grouped into 6 strata (groups) according to the territorial division (North, Centre, South) and according to the type of settlement (urban and rural). The number of units of the first stage was selected by the probability method which is proportional to the number of persons aged 15 and over.

Households as units of the second phase were selected by a random sample, with a pre-defined step to ensure randomness by selecting 10 households at the polling station level.

The units of the last stage were persons in the household selected by the Last Birthday Method.

Sample size

1000 households and 1000 persons distributed on the entire territory of Montenegro.

Realization:	Data collection performed during the period from 31.05.2022 to 14.06.2022
Sample framework:	2020 Voter list and 2011 Census
Sample size:	1000
Sample type:	A three-stage, stratified sample
	First stage: Census circle/Polling station
	Second stage: Household
	Third stage: Household member
Type of research:	CAPI average length of 37 minutes
Error margin:	+/- 3.1% for occurrences with an incidence of 50%



03 Key Findings

- RTCG is the most popular TV station in Montenegro today and almost half of the citizens of Montenegro consider it a synonym for the term television.
- About 27% of citizens follow RTCG on a daily basis, which is an increase of 4% compared to the previous survey. Compared to other TV stations, RTCG is the second most frequently watched in Montenegro in all parameters.
- Just over 16% of respondents watch RTCG more today than a year ago.
- RTCG1 is recognized as a station that is not vulgar, that has a program of constant quality, that is a TV station with a long tradition, a TV station with a recognizable program, a TV station that is getting better and better, a TV station which is reminiscent of the world's greatest televisions and is showing the best that Montenegro can offer (guests, topics, events).
- Citizens believe that the morning, documentary, scientific, educational, cultural, and sports program is the best that RTCG can offer. Every fourth respondent believes that RTCG has the best informative program, which is an increase of 2% compared to the previous survey. On the other hand, citizens are not satisfied with the quality of the entertainment program on RTCG1.
- Compared to 2020, among all televisions, significantly the largest number of citizens noticed the biggest change on RTCG1. Among citizens who said that they had noticed some changes on RTCG1, 2/3 felt they were for the better.
- Statistically, confidence in the RTCG news program increased significantly, and distrust was further significantly reduced.
- This research, like the one before, shows that the citizens of Montenegro believe that RTCG1 lacks entertainment shows, films, and music programs.
- A significant majority of citizens know that RTCG broadcasts the Parliamentary Channel. However, more than half of the respondents very rarely follow the Parliamentary Channel or almost do not follow this Channel at all.
- Radio Crne Gore is in fifth place regarding listenership and popularity among the citizens of Montenegro.
- Although the number of listening hours decreased due to the higher competition among radio stations, the total number of Radio Crne Gore listeners increased by 1.8%.
- Compared to the previous survey, the RTCG website is visited daily by 14.5% of internet users, which is an increase of 3.5%.
- The main reasons why citizens most often visit the RTCG portal are: dealing with a wide range of topics, objectivity, and also because they share similar views.
- RTCG portal ranks third in trust and has an increase of 4.8% compared to the previous survey. In addition, the percentage of mistrust dropped significantly.
- YouTube is a platform that TV stations in Montenegro do not use enough to reach the audience, especially those citizens that are up to 30 years of age.

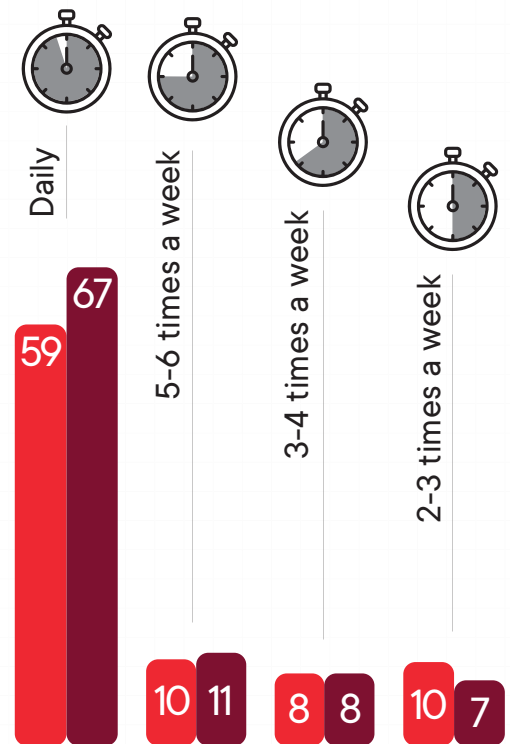
→ 04 RTCG

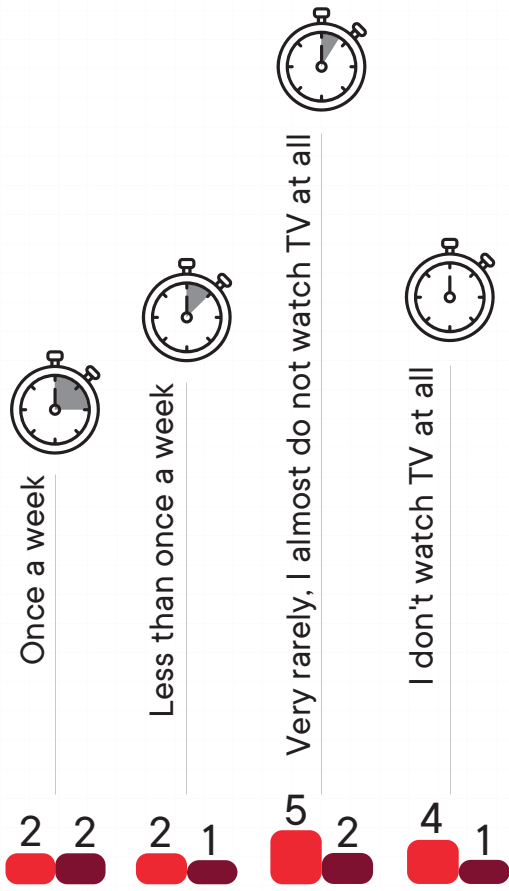
Almost 60% of Montenegrin citizens watch TV every day. Compared to the November 2020 survey, there is a slight decline in TV viewership on a weekly basis.

In relation to the socio-demographic structure of the respondents, there are certain differences, as follows:

- Although the frequency of watching TV on a weekly basis is similar among members of both sexes, men are slightly more likely to watch TV programs.
- The oldest citizens, as well as those between the ages of 30 and 45, watch TV more often than other categories.
- Citizens of lower education watch TV more often daily compared to higher and highly educated people, so with the increase in the level of education, the frequency of watching TV programs decreases.
- Citizens in the south of Montenegro are more likely to watch TV on a daily basis than residents of other regions.
- The frequency of watching TV programs is higher in urban than in rural areas. However, having in mind the period of realization of the research (June, when the mobility of the inhabitants of rural areas is higher), there is a possibility that this difference in the frequency of watching TV programs is because of that.

How often do you watch TV on a weekly basis?



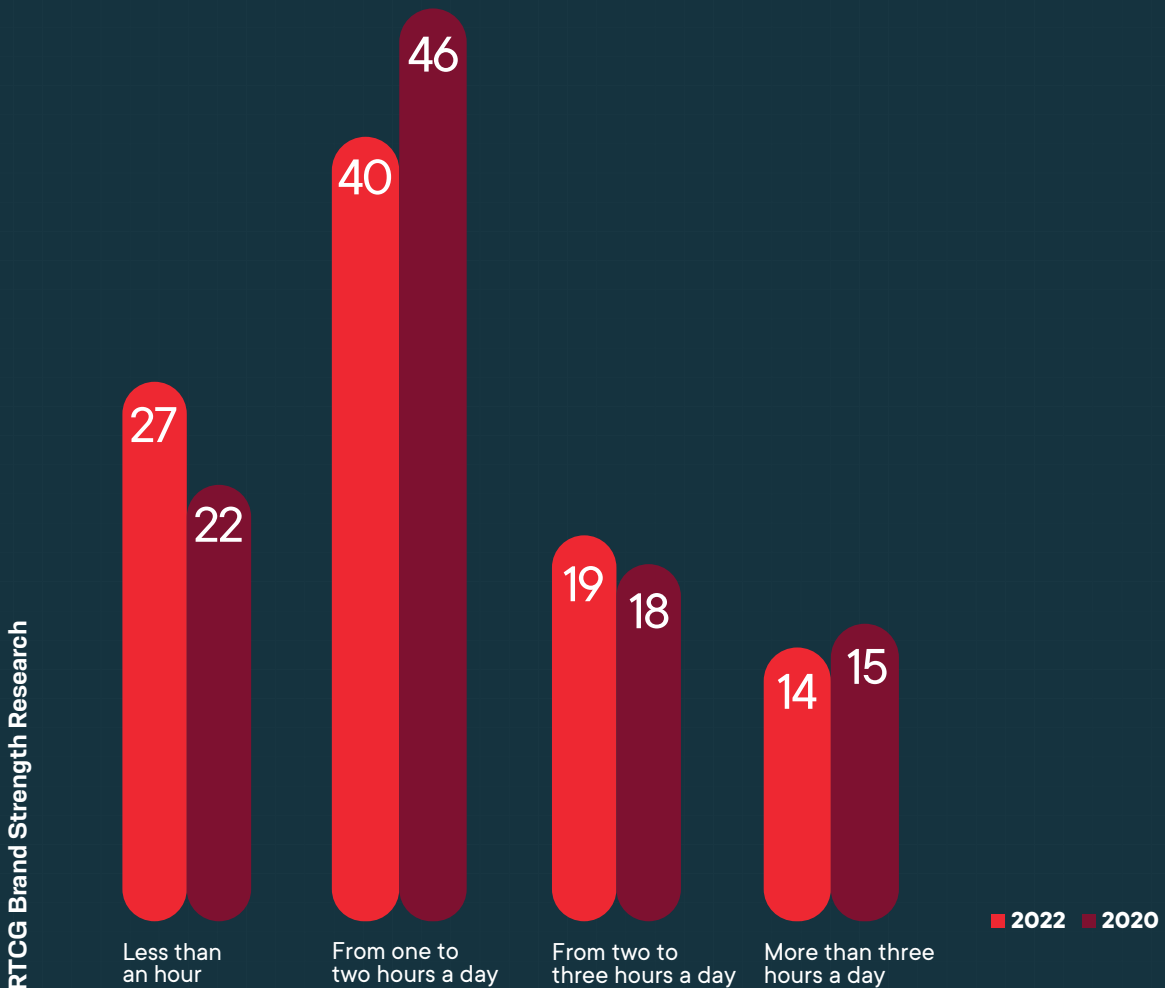


■ 2022 ■ 2020



The largest number of citizens, almost 40% of them, watch TV programs for an hour or two a day.

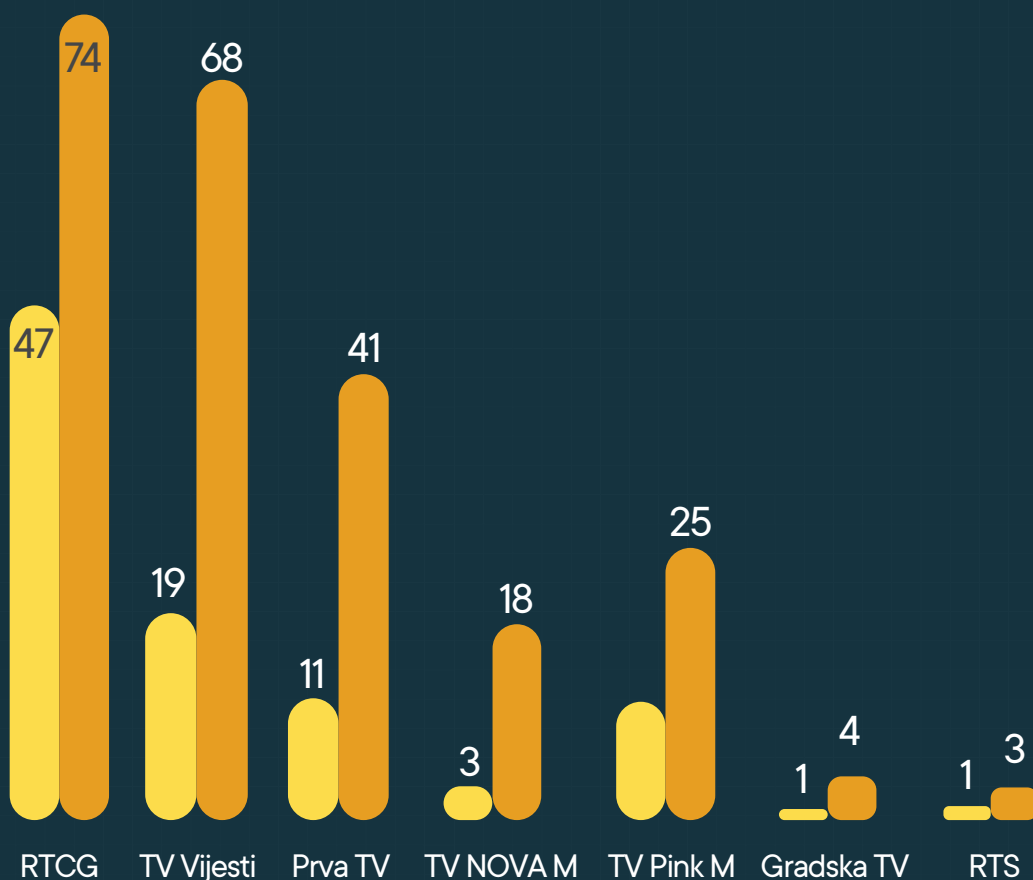
On average, how much do you watch TV during the day?



We asked the citizens to list the three stations that come to their mind when they hear the term television. The results show that for almost half of the citizens, RTCG is a synonym for television, because RTCG is the first mentioned TV station in 47% of cases. This TV station was mentioned by a total of 74% of respondents. In the 2020 survey, RTCG was the first mentioned TV in 34% of cases, and in total it was mentioned in 79% of cases.

Which domestic TV stations do you know about?

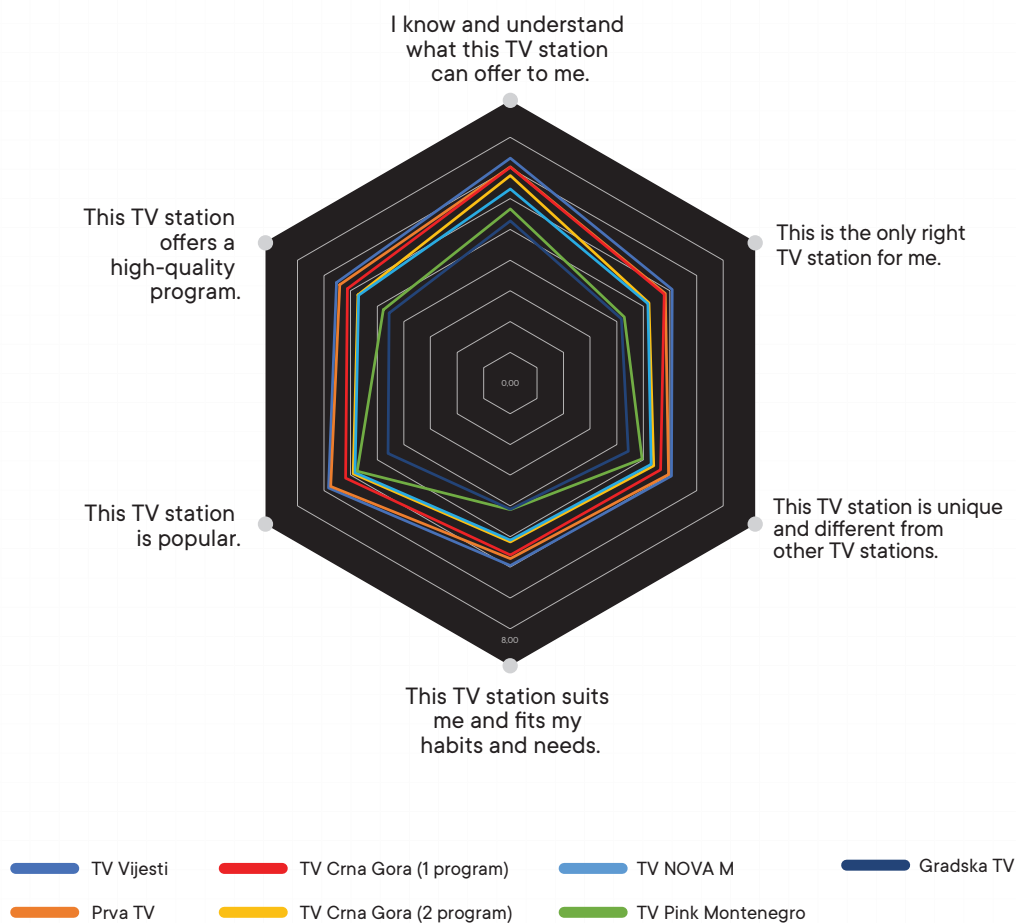
■ The first mentioned station ■ Among other mentioned stations





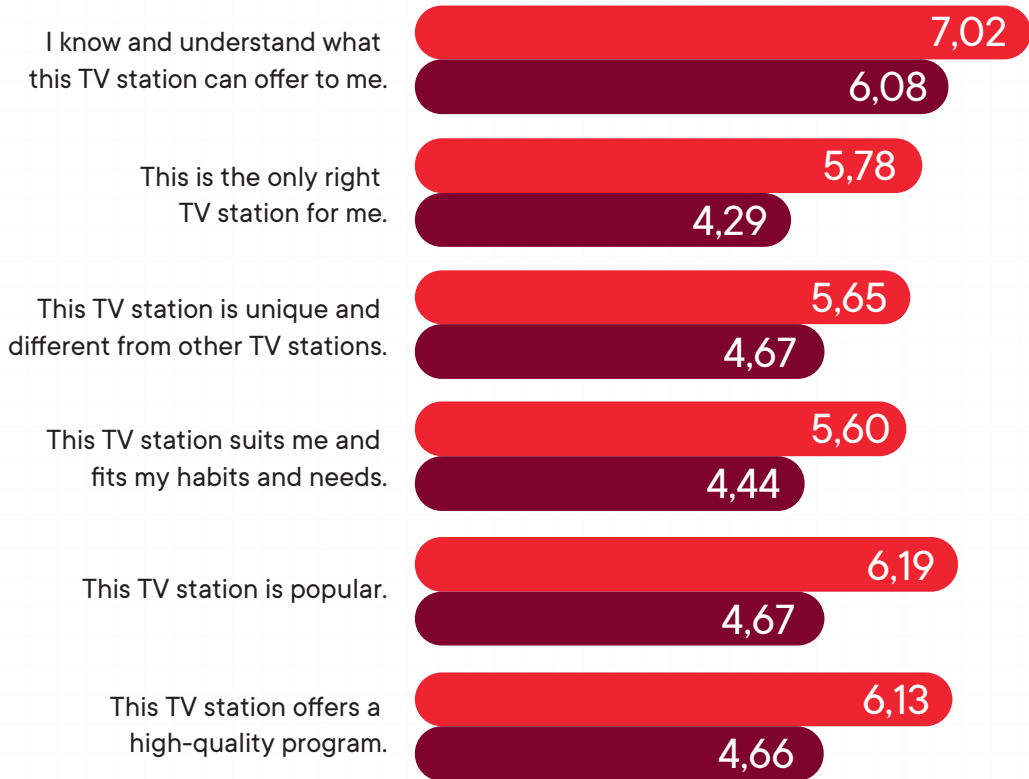
RTCG ranks third among citizens in terms of recognizability, choice, uniqueness, by the taste, needs, habits of viewers, the perception of popularity, and quality. In many categories, there is a statistically insignificant difference with the second-ranked TV station. Significantly, there is an increase in the perception of RTCG among viewers in all categories compared to previous research.

Please rate each statement from 1 to 10, based on your impressions of it, even if you are not familiar enough with the TV station.



Impression of RTCG

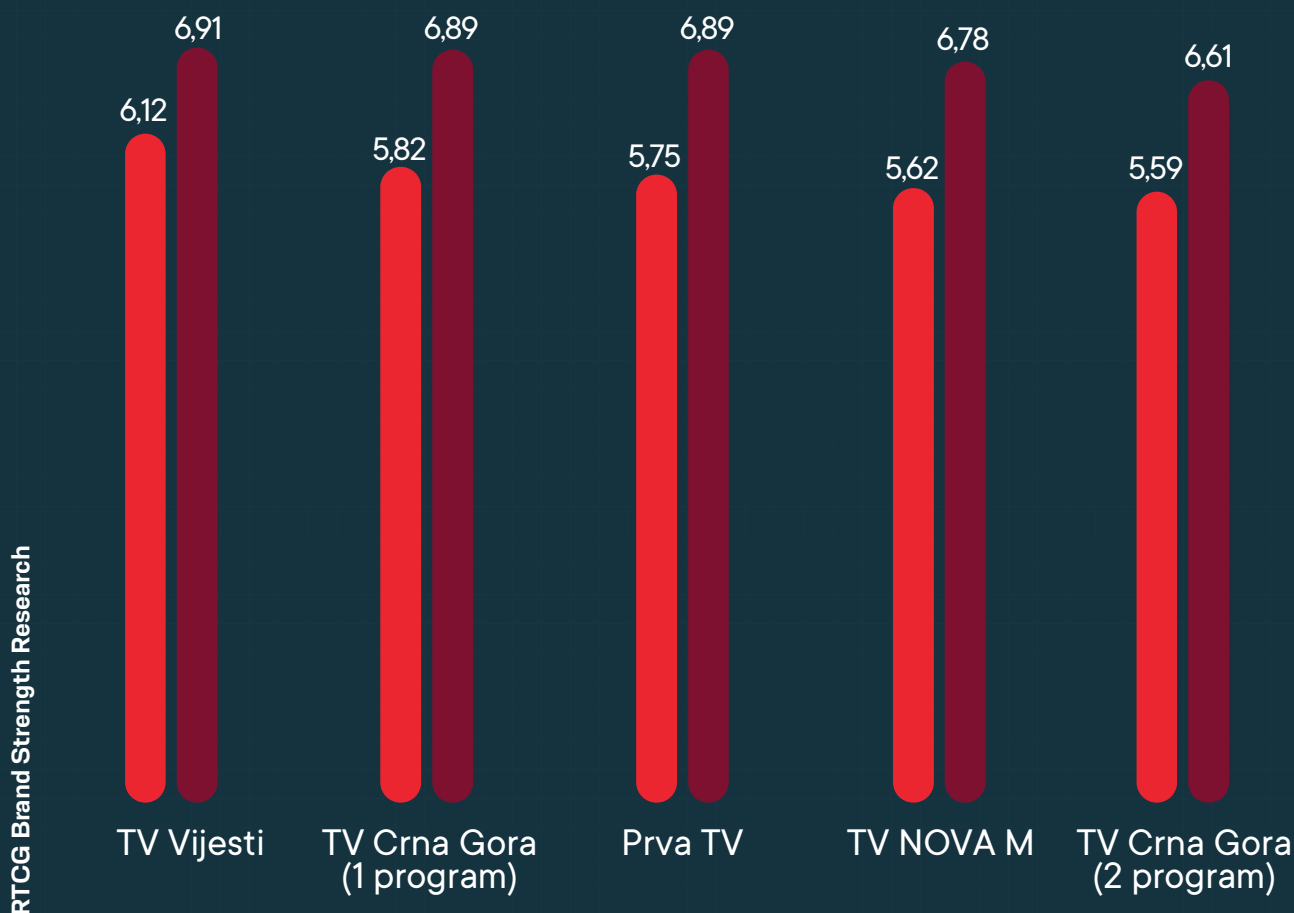
■ 2022 ■ 2020

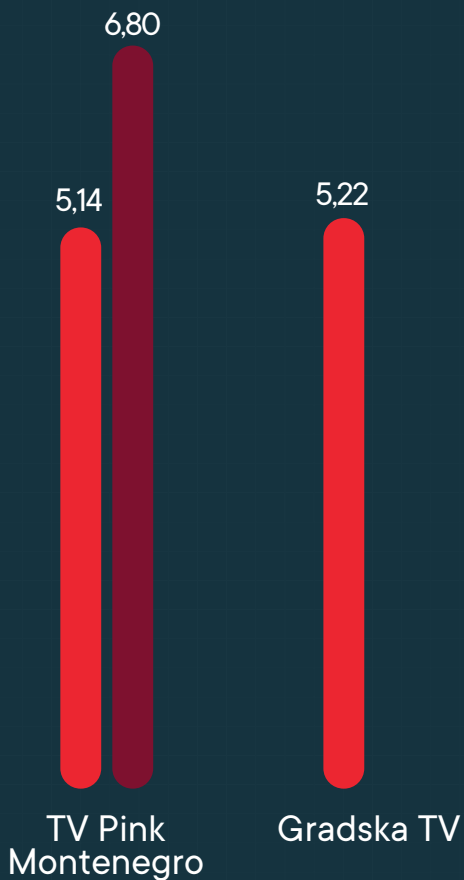




Citizens were asked the following question: “Imagine a situation where you pay a monthly subscription of 5 EUR to each of the national TV channels. What would you say about the following TV channels in such a situation? The price I pay for this TV channel is more than I expect to pay for the program that this channel broadcasts. Please rate from 1 to 10 (1-Strongly disagree, 10-Strongly agree).”

■ 2022 ■ 2020





According to the results of the research, the citizens still believe that the subscription of 5 euros would be more than what they expect to pay for the program that this channel broadcasts.

RTCG1 is recognized as a station that is not vulgar, has a program of constant quality, a TV station with a long tradition, a TV station with a recognizable program, a TV station that is getting better and better, a TV station that is reminiscent of the world's biggest televisions and is showing the best that Montenegro can offer (guests, themes, events).

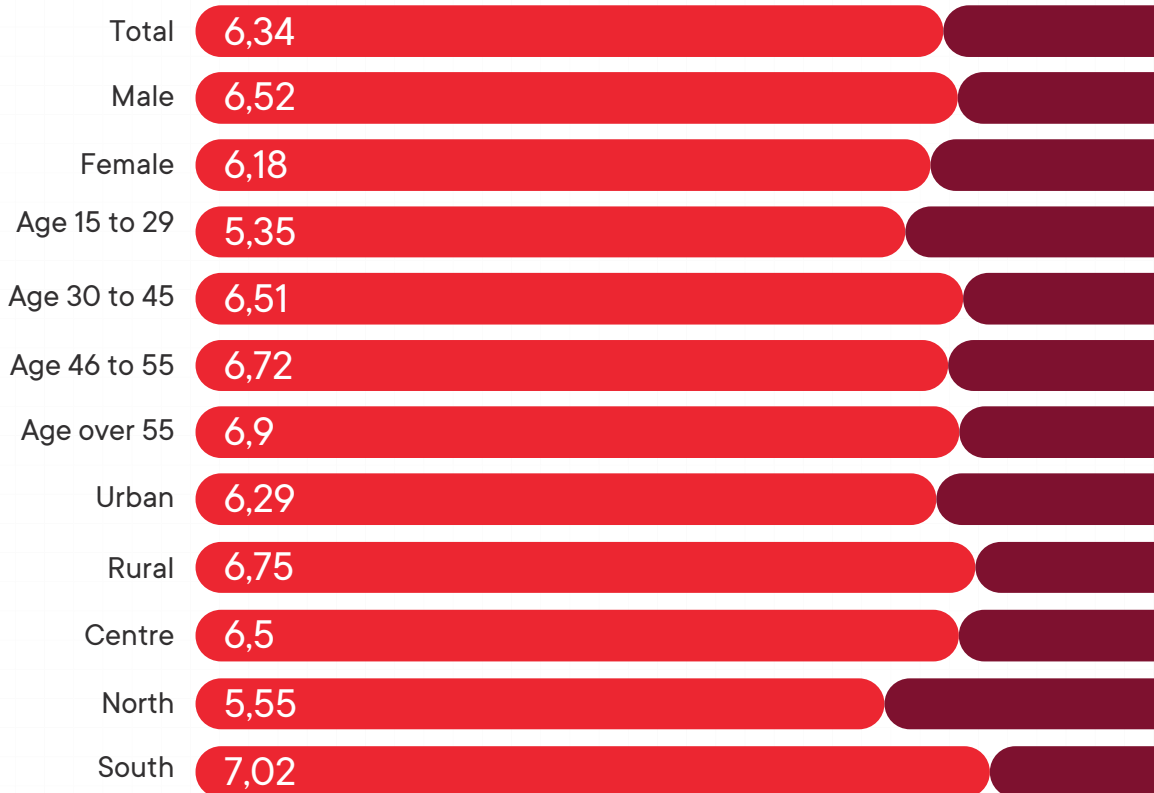
However, every fourth citizen believes that RTCG is a TV station that is under strong political influence.

Compared to the previous research, RTCG has improved in most parameters. (Table shown in the Annex to the Report).

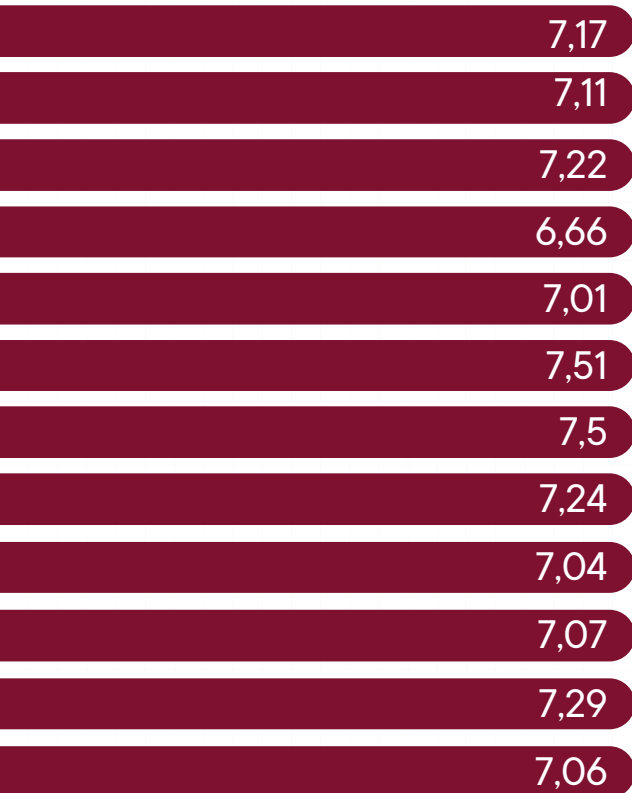


We asked the citizens how important it is for them personally which TV station they watch. **The average rating of importance on a scale from 1 to 10 is 6.34, which is a significant decrease compared to the average rating of 7.17 obtained by the previous research.**

How important is it to you personally which TV station you watch?



■ 2022 ■ 2020

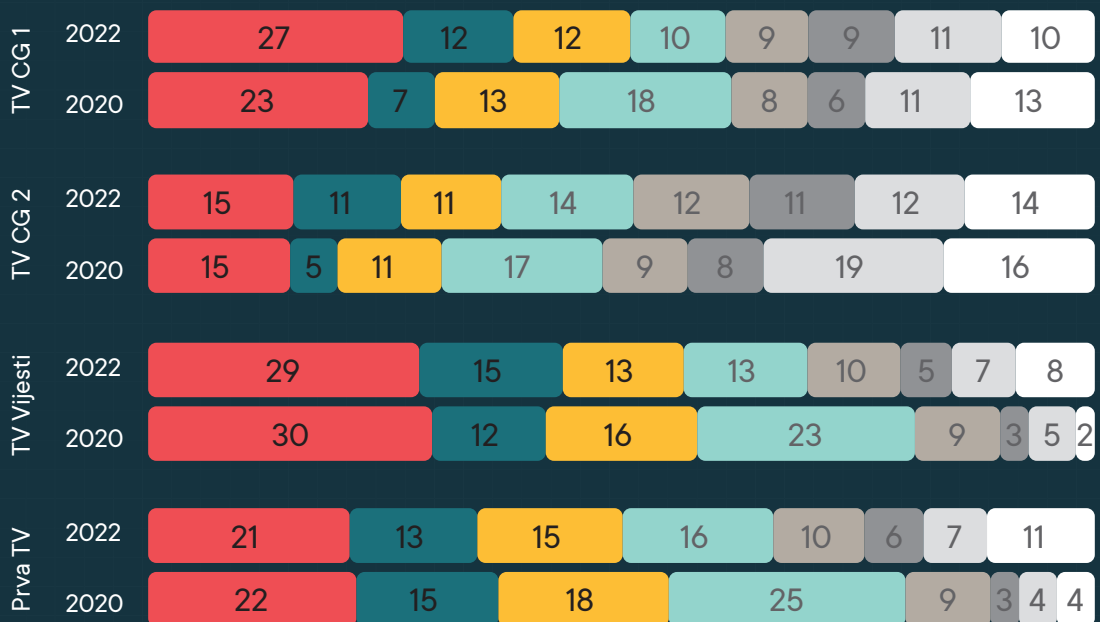


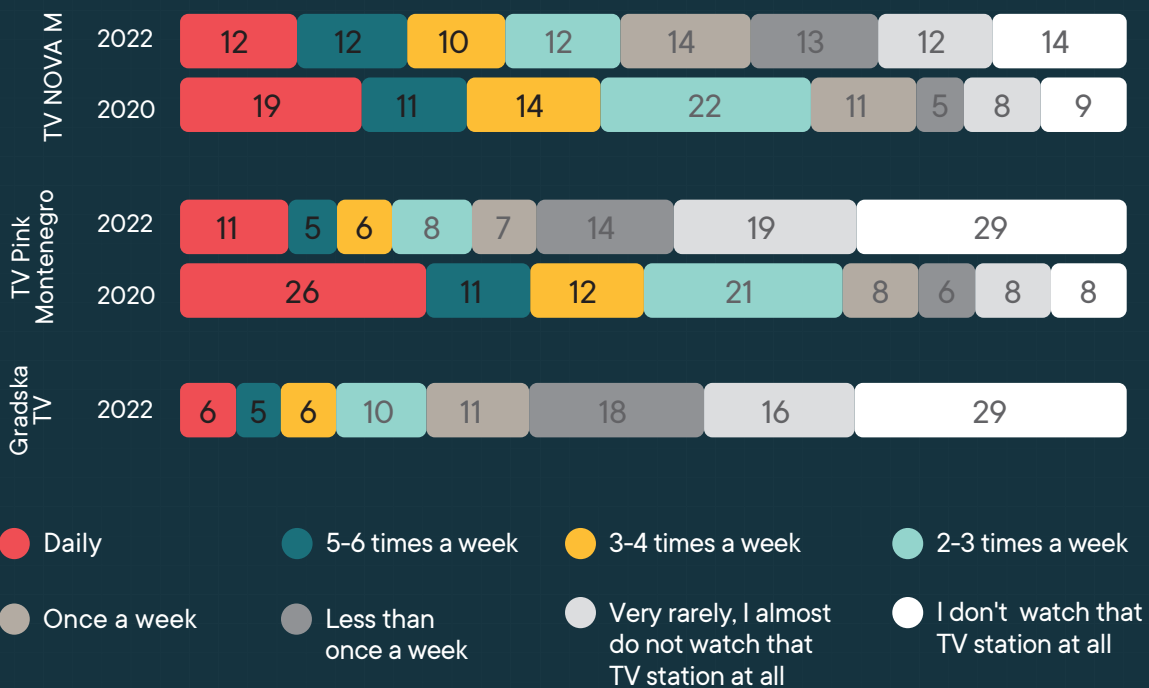
In relation to the socio-demographic structure of the respondents, the results are as follows:

- It is more important for men than for women which TV station they watch.
- The older the citizens are, the more important it is to them which TV station they watch.
- For citizens living in rural areas, it is more important which TV station they watch, compared to those who live in urban areas.
- For citizens in the south of Montenegro, it is more important about which TV station they watch than for the residents of other regions. Residents of the northern region care least about which TV station they watch.



About 27% of citizens follow RTCG on a daily basis, which is an increase of 4% compared to the previous research. Compared to other TV stations, RTCG is by all parameters the second most frequently watched TV station in Montenegro.

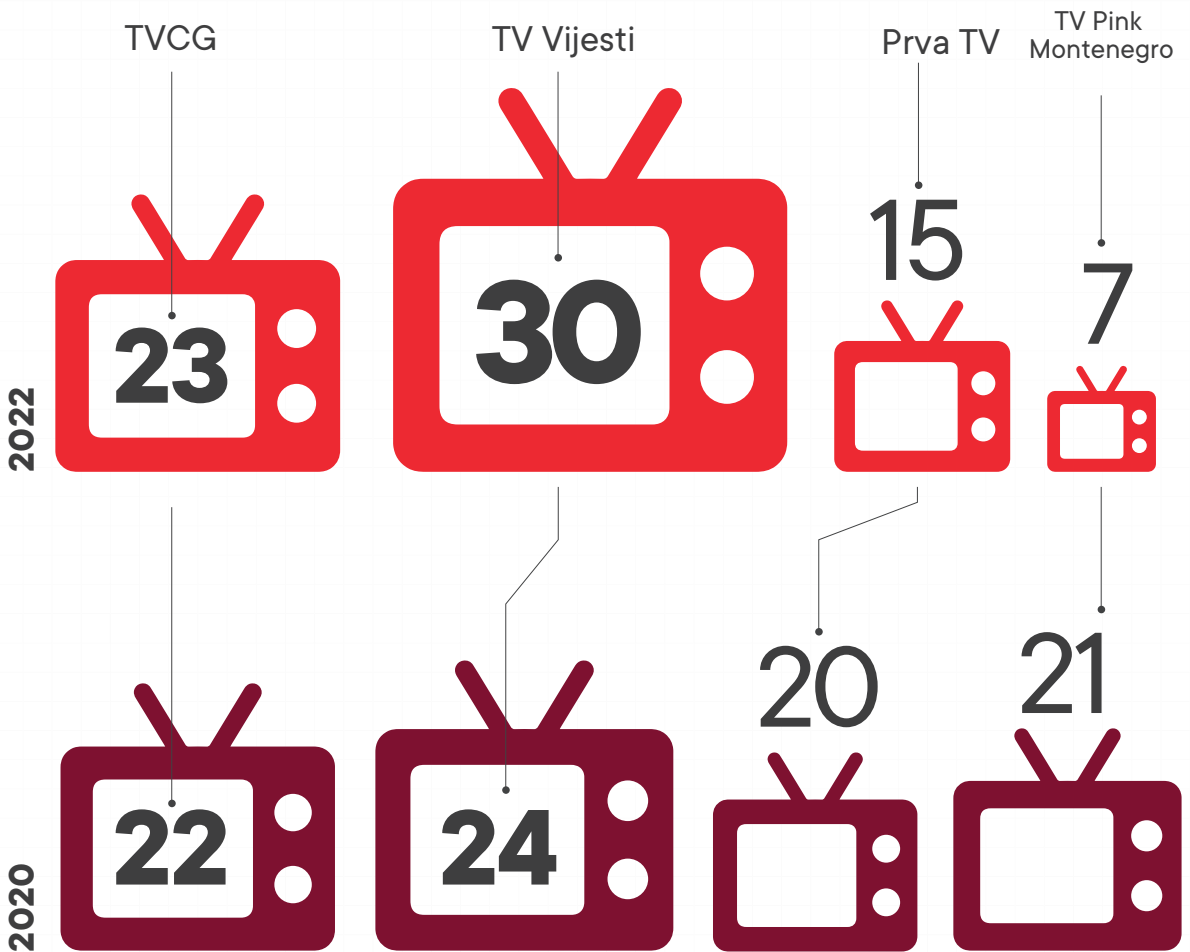


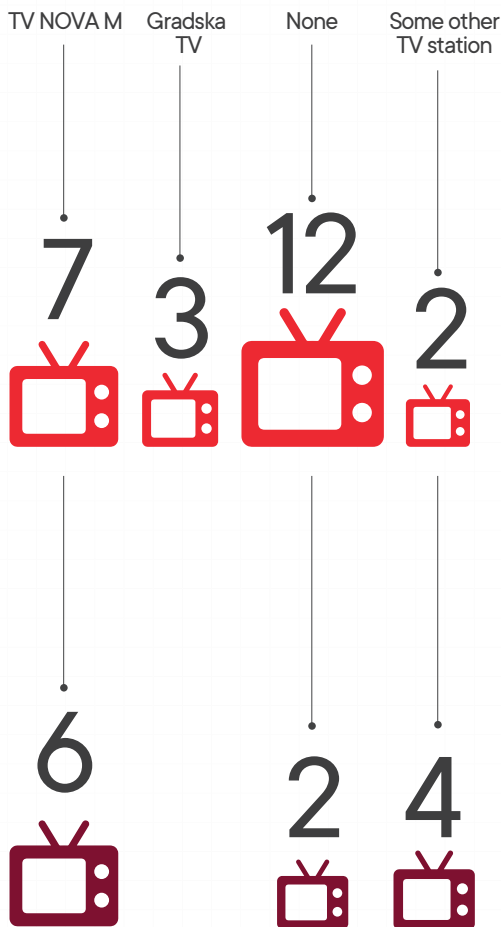




With 23%, TVCG1 is in second place as the TV station that Montenegrin citizens most often watch.

Which domestic TV station/ program do you watch the most?





In relation to the socio-demographic structure of the respondents, the results are as follows:

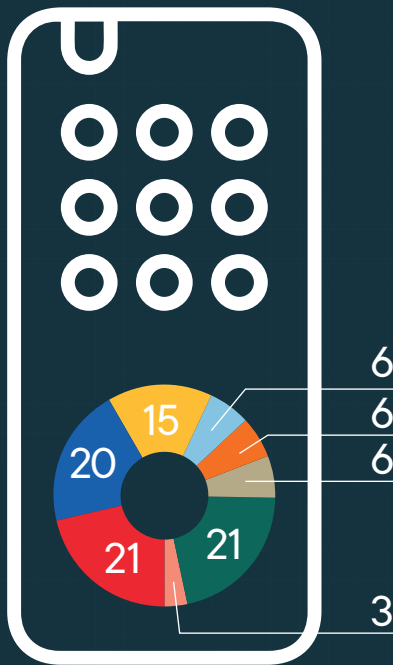
- TVCG is watched more often by men than women (25% vs 21%).
- The older the citizens are, the more often they watch TVCG.
- Citizens who have finished high school watch TVCG more often than others. Highly educated citizens watch it the least.
- Citizens living in rural areas watch TVCG more often than those living in urban areas.
- Residents of all three regions watch TVCG almost equally, but residents of the northern region watch this TV station a little more often than others.



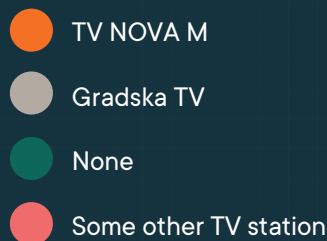
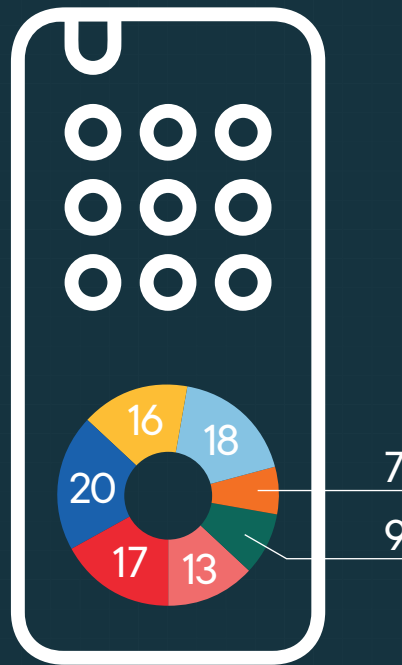
Almost 21% of respondents said that TVCG is their favourite TV station, and with that share, TVCG took the first place. This is an increase of 3.8% compared to the November 2020 survey.

What is your favorite TV station?

2022



2020



The main reasons why TVCG is most often watched are a diverse program, fast broadcasting of news and information, and the habits of viewers.

The same reasons are why TVCG is citizens' favourite TV station.

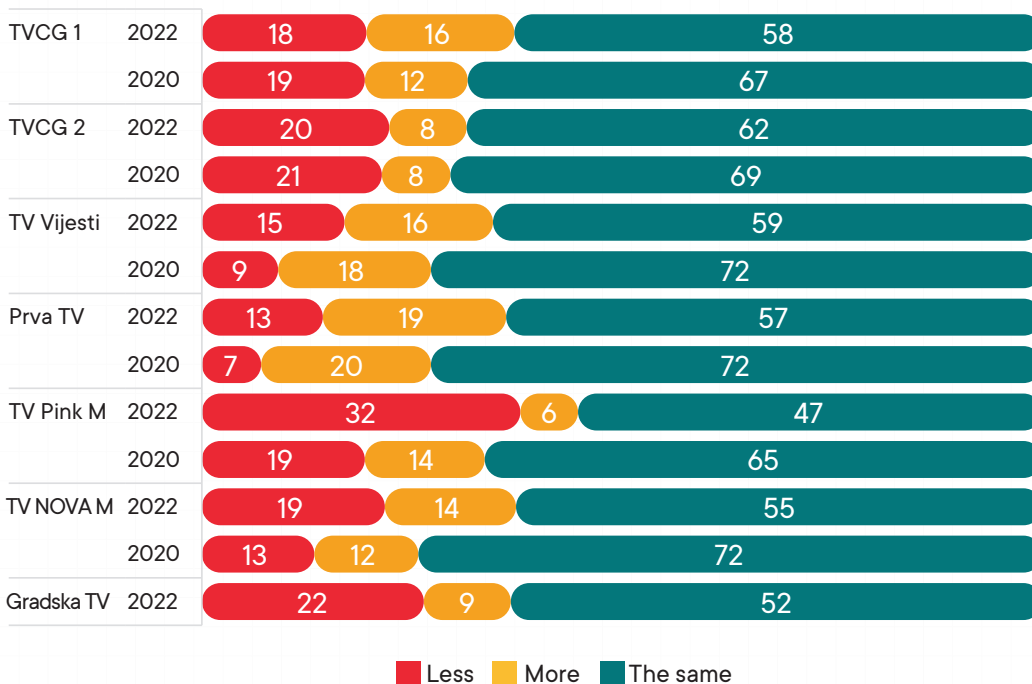
Reasons why RTCG is most watched





Just over 16% of respondents watch RTCG more today than a year ago.

For each of the following TV stations, please tell me whether you watch it less or more than a year ago?



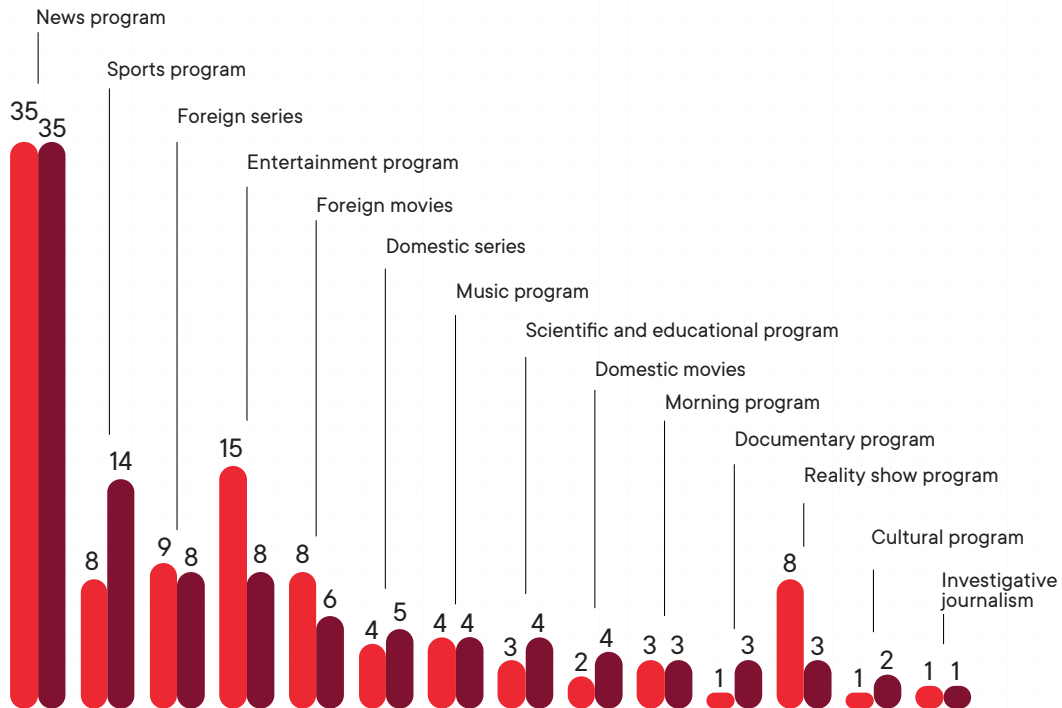


Informative programs and news are still the most important type of programs for the largest number of citizens.

Citizens believe that TVCG has the best morning, documentary, scientific, educational, cultural, and sports program. Every fourth respondent believes that TVCG has the best informative program, which is an increase of 2% compared to the previous survey. On the other hand, citizens are not satisfied with the quality of the entertainment program on TVCG1. (Table shown in the Annex to the Report)

What type of program is most important to you personally?

■ 2022 ■ 2020

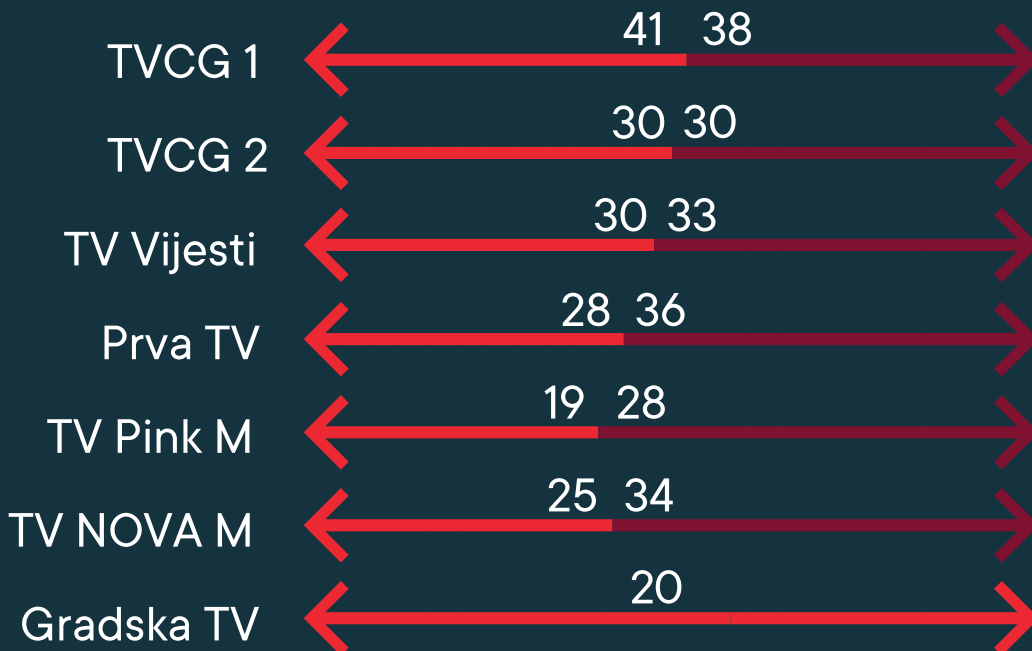




Compared to 2020, significantly the largest number of citizens noticed some changes on TVCG1.

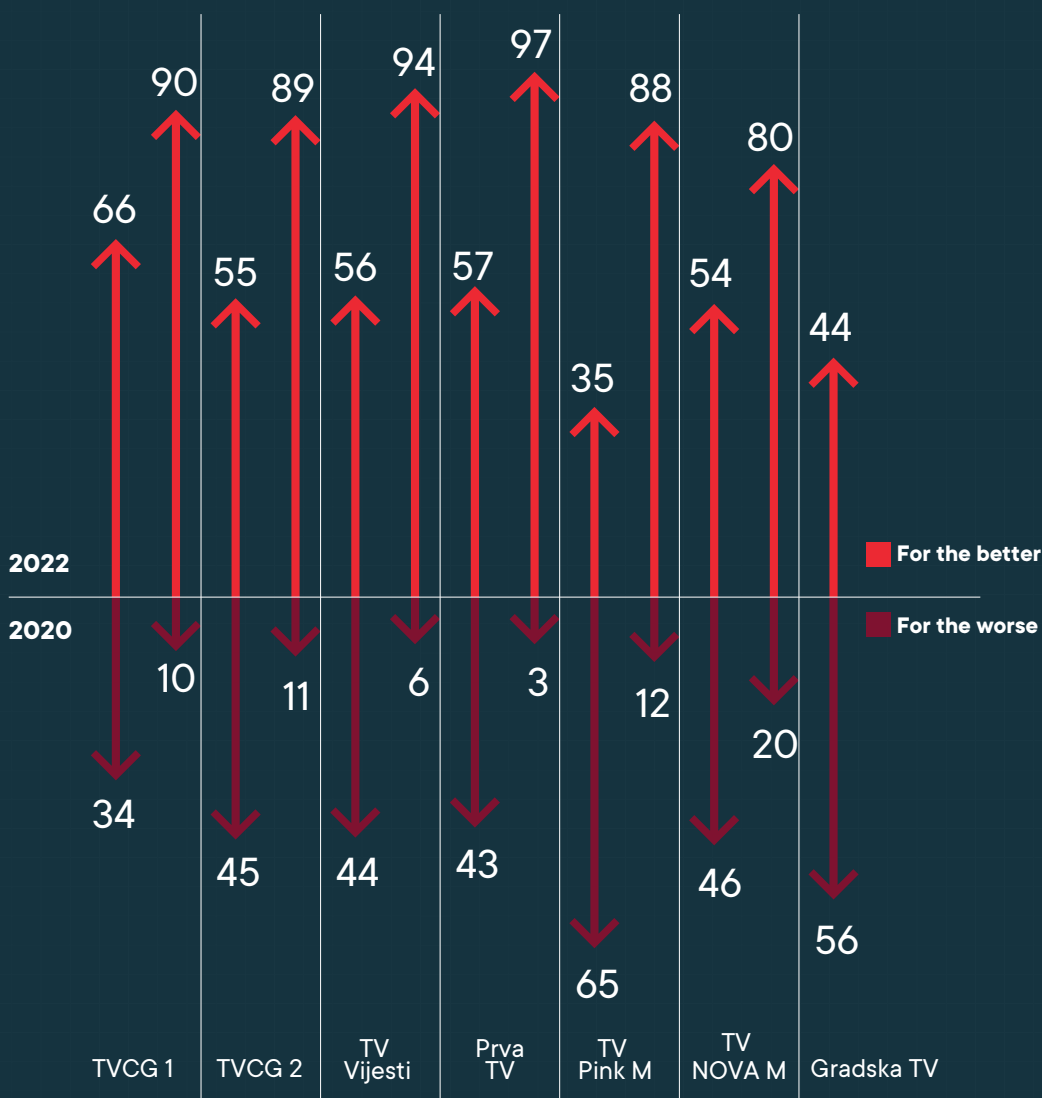
Have you noticed any changes in the following TV stations, whether for the better or for the worse?
% that responded with YES

2022 2020



Among citizens who said that they had noticed some changes on TVCG1, 2/3 felt they were for the better.

Are these changes for the better or for the worse?

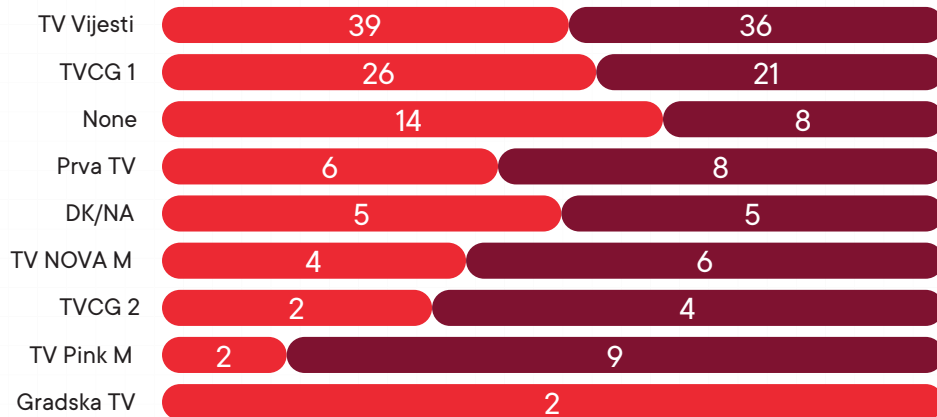




When there is an important event, Montenegrin citizens still most often watch TV Vijesti (39.1%), while TVCG1 is in second place (26.2%). However, compared to the research from November 2020, here we have an increase of more than 5% as well. Cumulatively, TVCG1 and TVCG2 cover 28.3%, which is an increase of 3.3%.

When an important event happens, which TV station is your first choice?

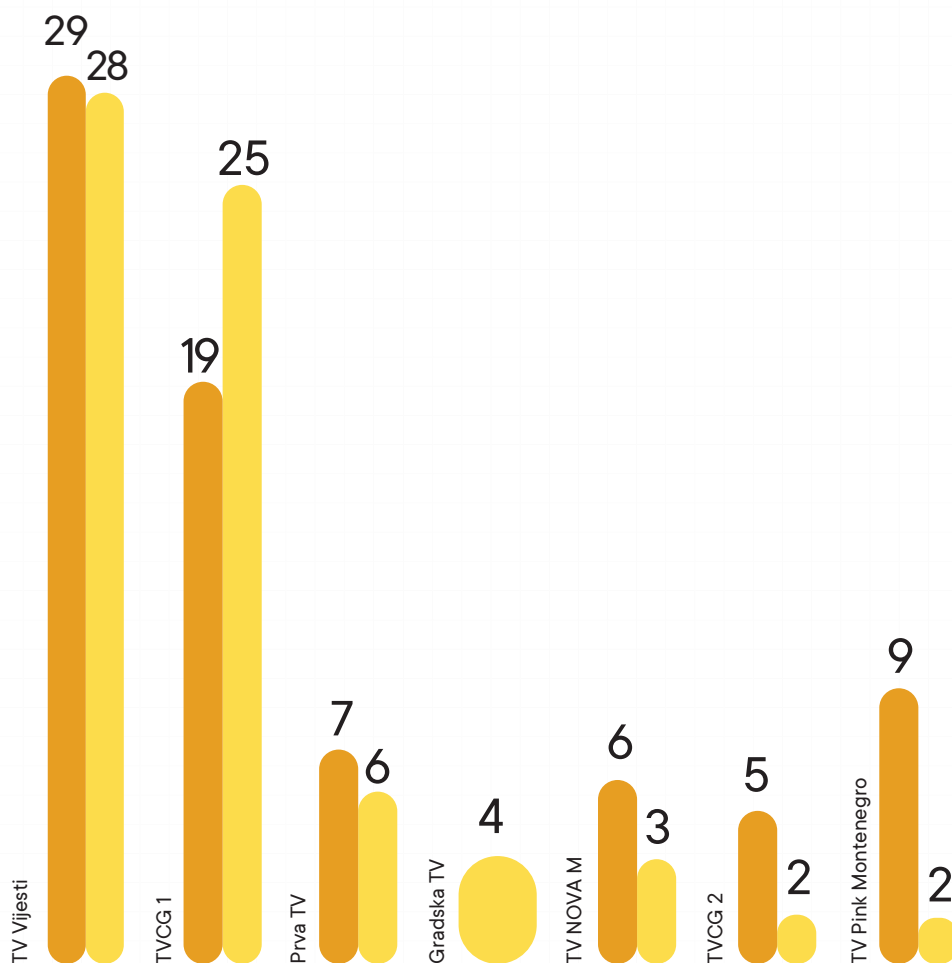
■ 2022 ■ 2020



TV Vijesti is the most trusted TV station with 28.4%, while TVCG1 is in second place with 25.4%, which is an increase of 6 percentage points compared to 2020.

Which TV station do you trust the most?

■ 2020 ■ 2022

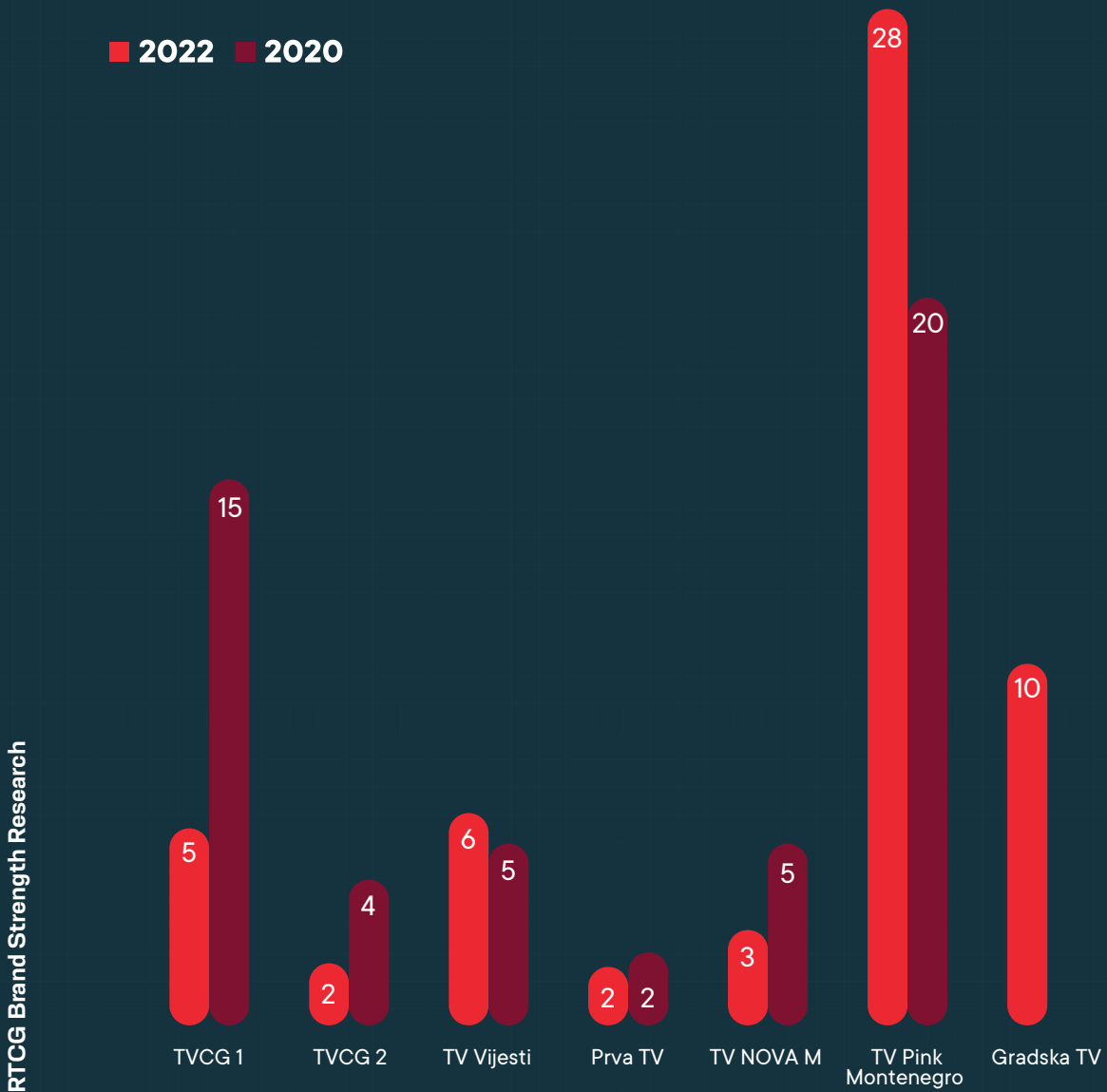




On the other hand, distrust in the TVCG1 and TVCG2 programs has been significantly reduced.

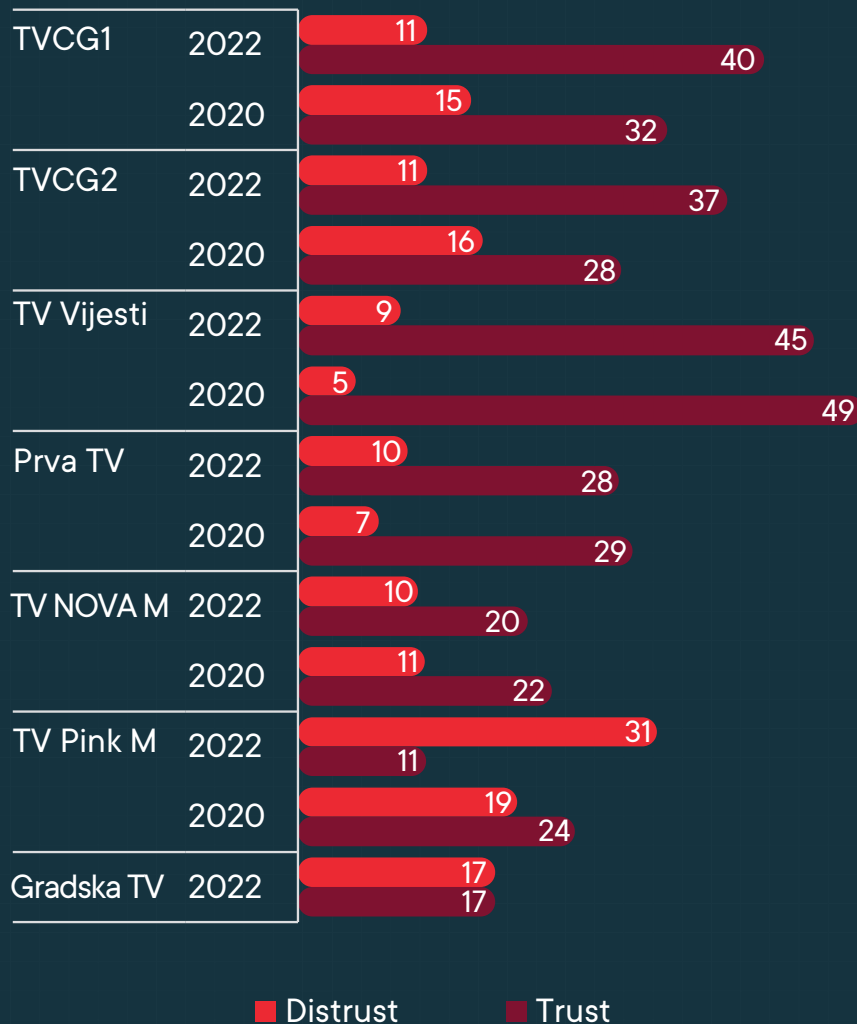
Which TV station do you trust the least?

■ 2022 ■ 2020



Cumulatively, 40.4% of respondents significantly believe in the accuracy and objectivity of the information that can be heard on TVCG1. Only TV Vijesti has more trust with 44.7% of respondents.

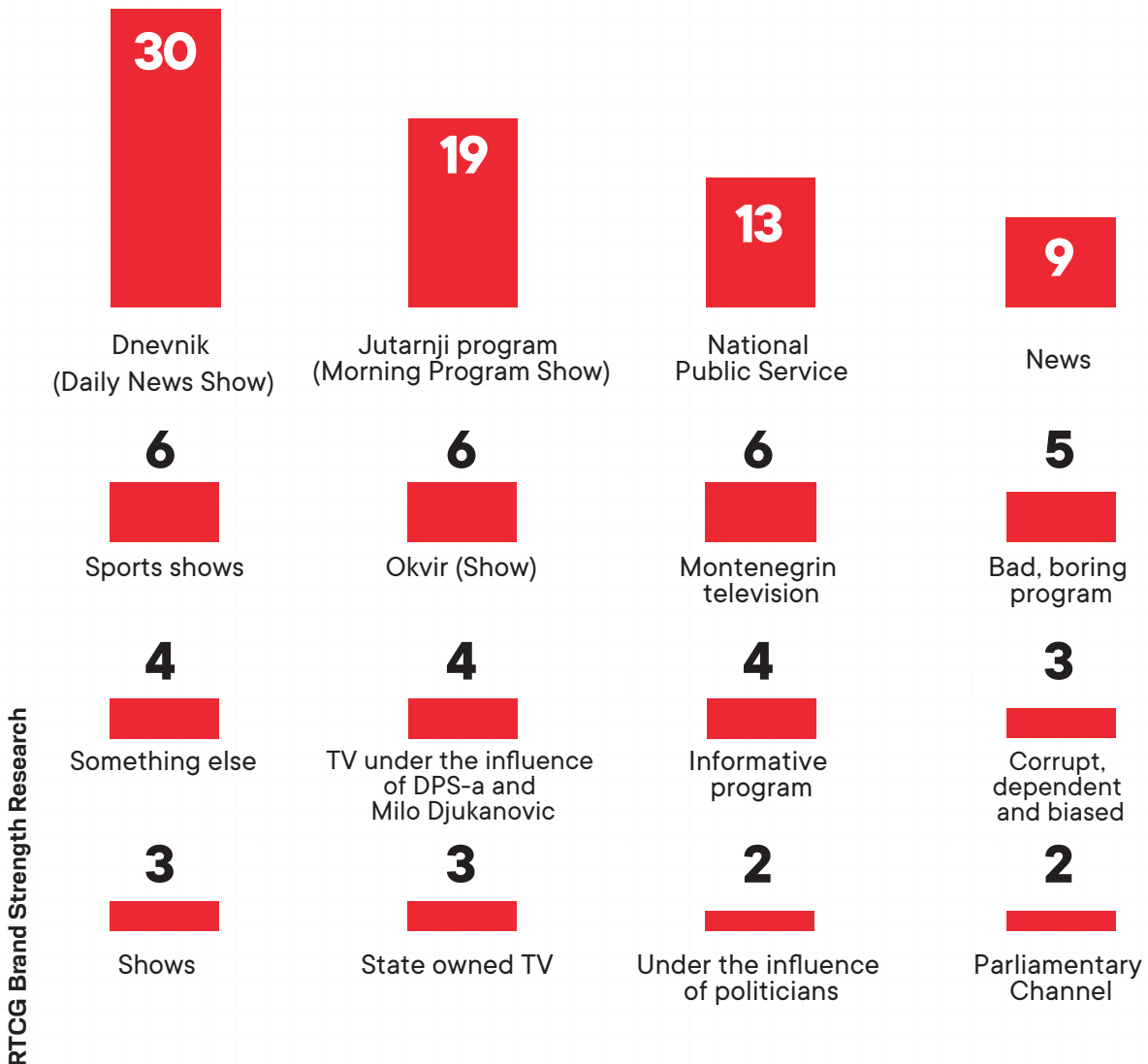
To what extent do you believe in the accuracy and objectivity of the information that can be heard on the following TV stations?





This research, as well as the one from 2020, shows that Dnevnik (Main Daily News Show) and Jutarnji program (Morning Program) are the first associations of Montenegrin citizens when they hear about TVCG1.

What is the first thing that comes to your mind when RTCG is mentioned?







According to the respondents Jutarnji Program (Morning Show Program), Centralni Dnevnik (Main Daily News Show) and Okvir (Political Show Program) represent the essence of the RTCG program offer. Compared to the previous research, viewers are divided into several shows, while certain new shows gained significant popularity.

What RTCG shows are the best products of this TV station?

RTCG Brand Strength Research



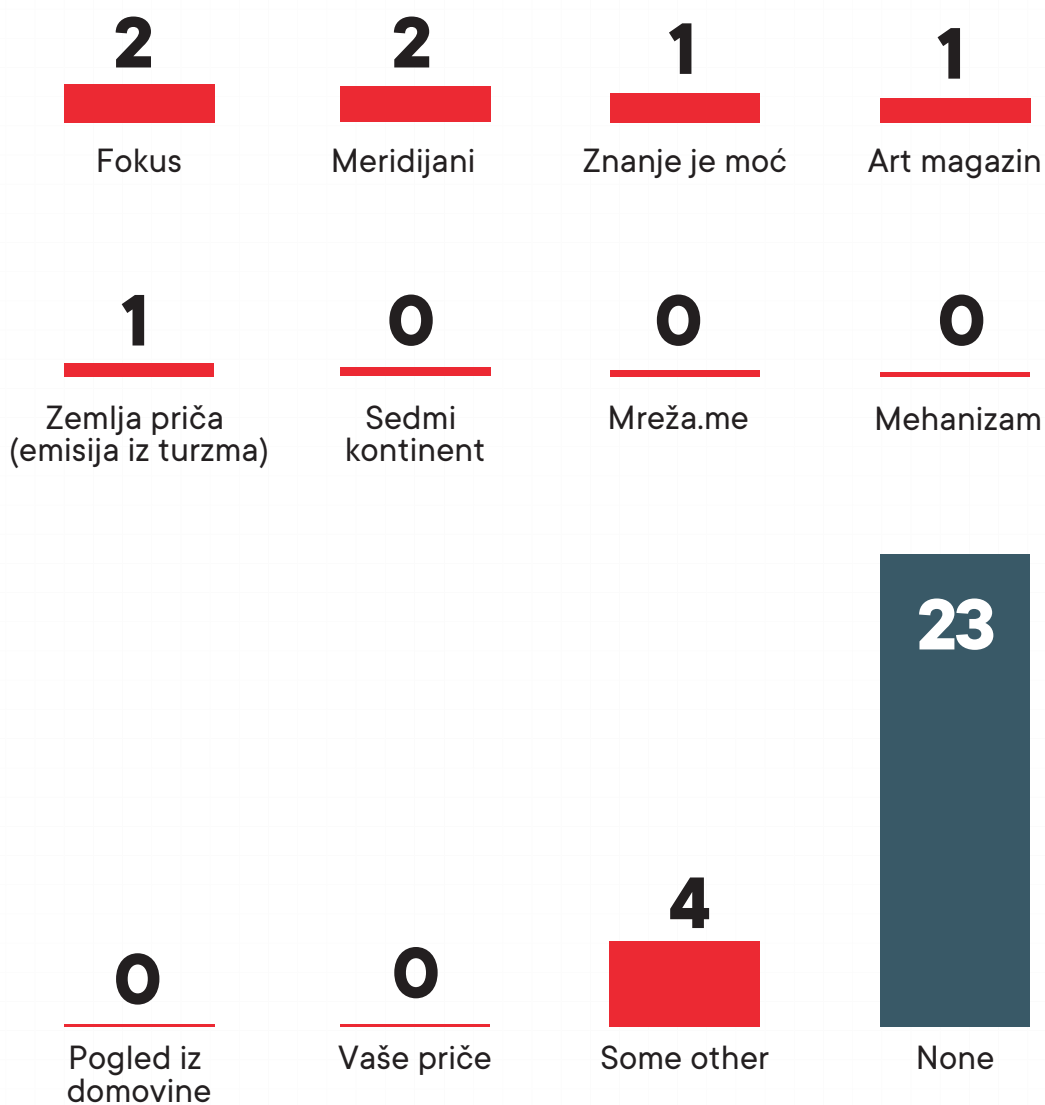




Respondents chose the same shows/programs when asked which show is their favourite.

Which of these RTCG shows is your favorite TV show?







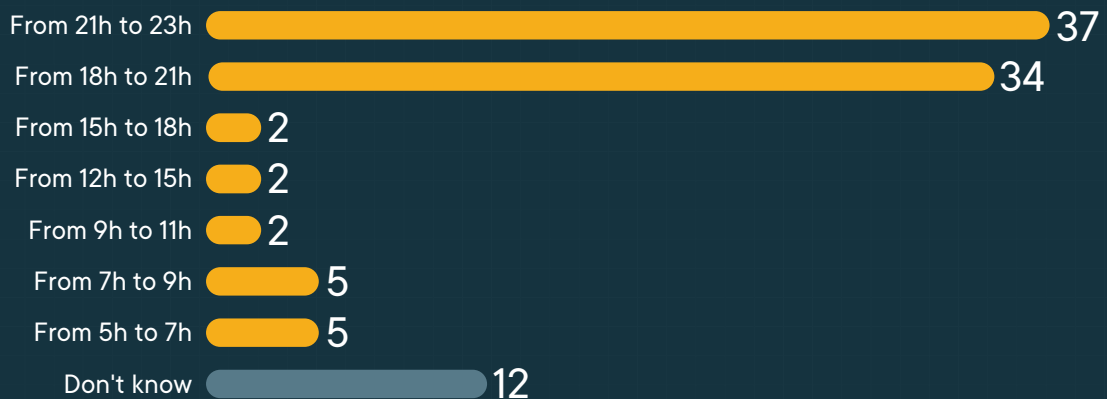
A significant majority of respondents believe that their favourite show broadcasting time is adequate.

Is the airing time of your favorite show adequate?



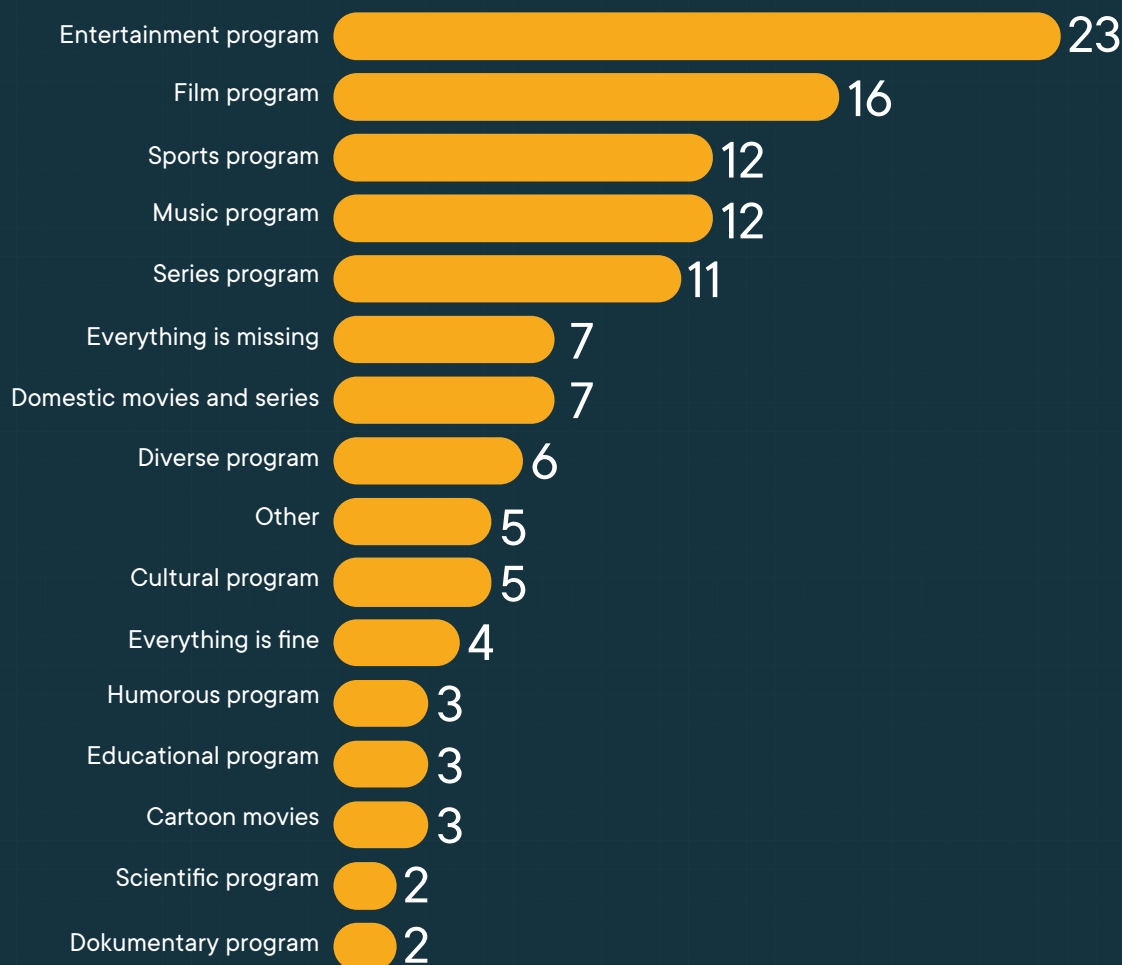
- Yes
- No

Preferred airing time of TV shows



This research, as well as the one before, shows that the citizens of Montenegro believe that RTCG1 lacks entertainment shows, films, and music programs.

In your opinion, what sort of program is missing when it comes to RTCG?

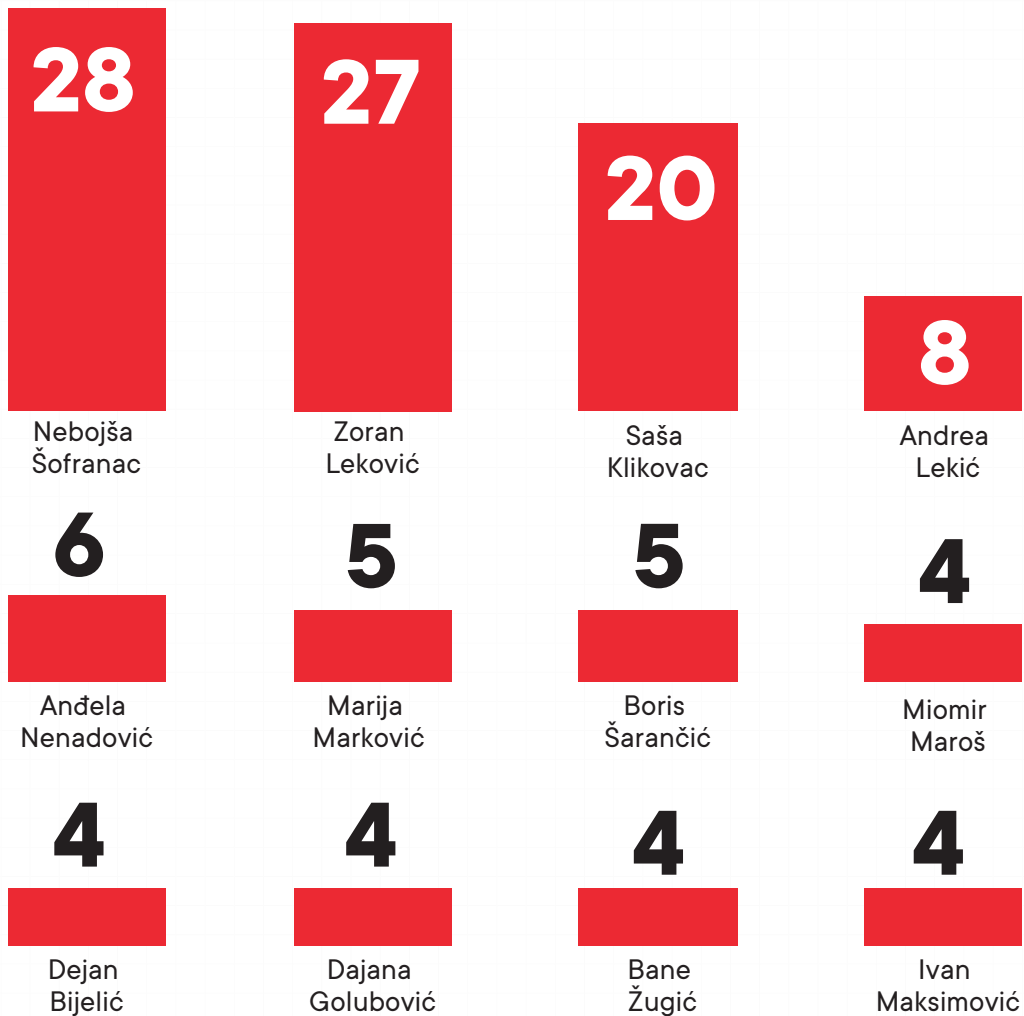




Citizens of Montenegro perceive journalists Nebojsa Sofranac and Zoran Lekovic as the most prominent RTCG1 personalities, Sasa Klikovac is in third place, while the others are much less represented.

Who is, in your opinion, the most prominent journalist or presenter of RTCG?

RTCG Brand Strength Research



3

Biljana
Stanković

3

Edin
Krnić

3

Sead
Sadiković

3

Tijana
Mišković

2

Vlado
Jovičević

2

Sabrija
Vulić

1

Maja
Kovačević

1

Bojan
Terzić

1

Isidora
Sekulić

1

Nebojša
Skenderi

1

Dragana
Lalević

1

Andrijana
Kadija

1

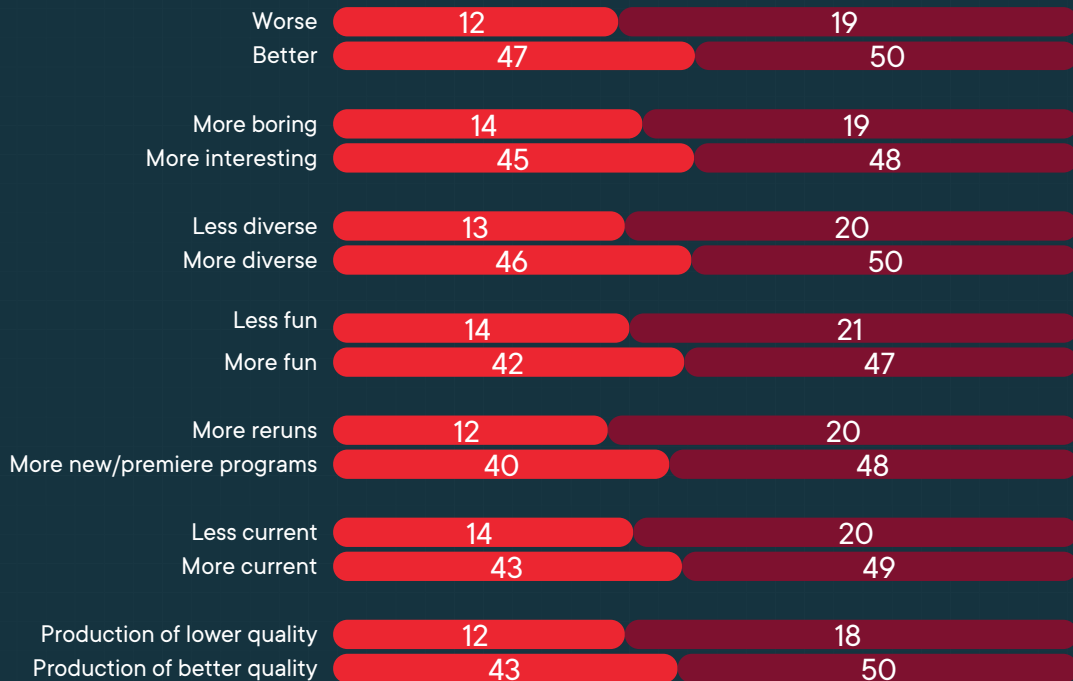
Vlado
Perović



More than 47% of citizens believe that the RTCG1 has higher quality program today than a year ago.

RTCG1 program is today.....than a year ago?

■ 2022 ■ 2020



Citizens recognize RTCG as a TV station that is watched the most by people in Montenegro, and most people consider it as a national TV station. The recognition of this TV station has increased by the following parameters: successful TV station (by 9.2%), a TV station that represents the true spirit of our people (8.9%), engaged TV station (by 7.9%), leading TV station in the country (by 7.9%).

In your opinion, to what extent is RTCG1...?

■ 2022 ■ 2020

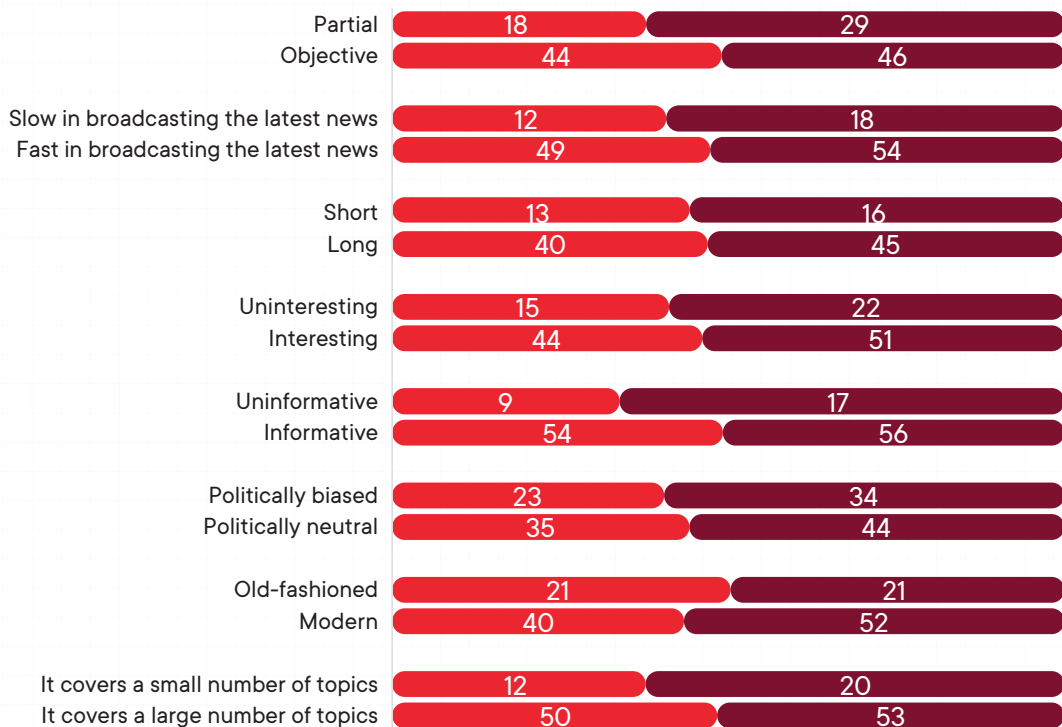




Dnevnik RTCG (Main Daily News Program) is recognized as objective, fast in transmitting news, long, interesting, informative, politically impartial, modern, and a program that covers a large number of topics. Compared to the research from November 2020, there is an improvement in the perception of objectivity, informativeness, the number of covered topics, but also a deterioration in the perception of modernity.

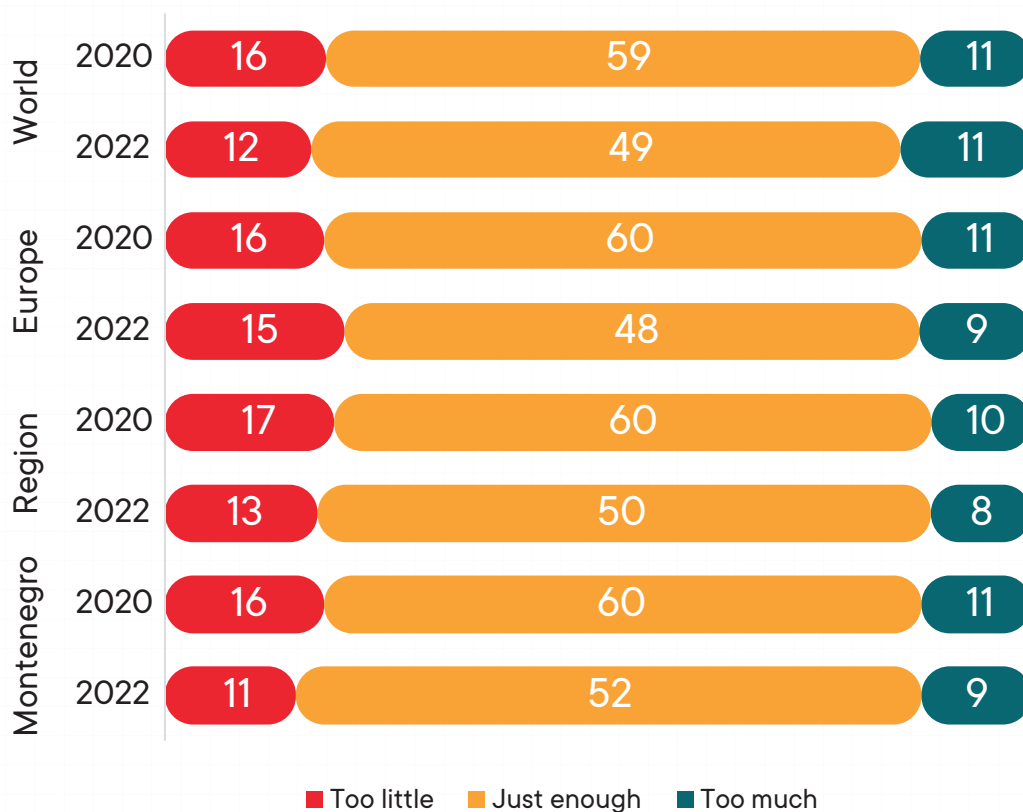
Using the following attribute pairs, try to describe the RTCG DNEVNIK (19:30 News)

■ 2022 ■ 2020



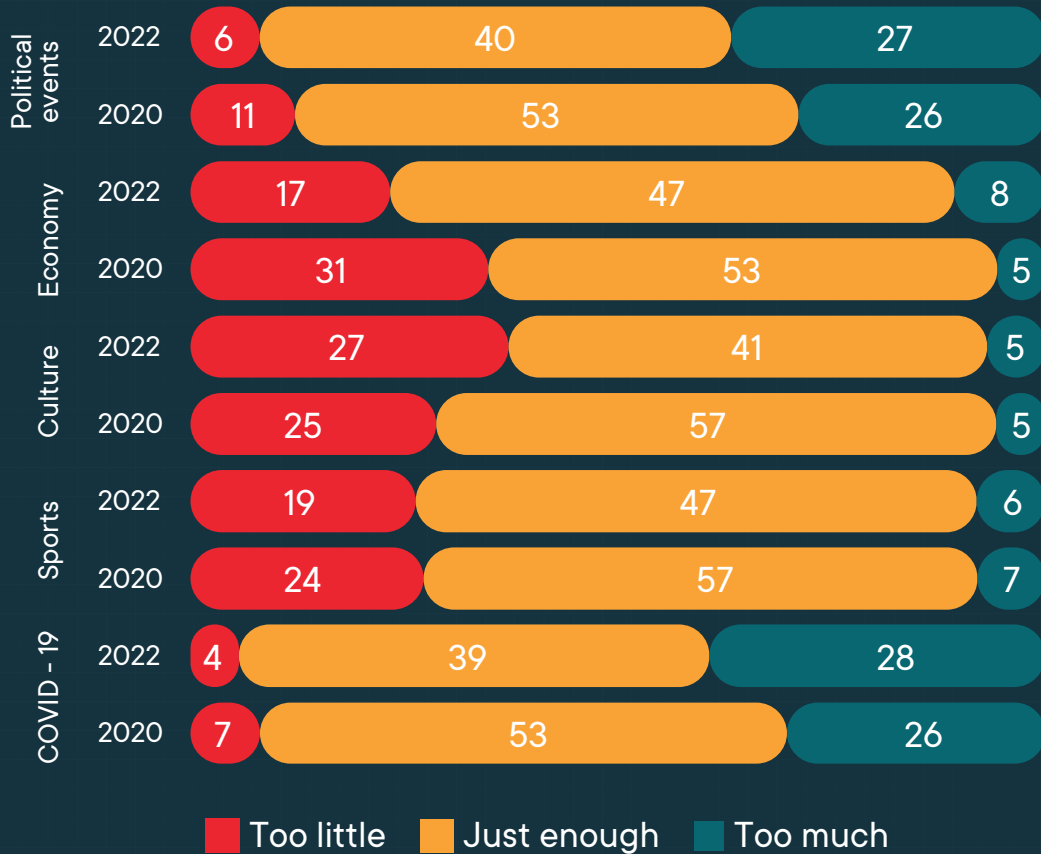
About half of the respondents believe that topics from Montenegro, the region, Europe, and from around the world are adequately represented.

Would you say that the RTCG DNEVNIK (19:30 News) has too little, too much, or just enough news from...





In relation to the previous research, it is statistically apparent that the citizens stated a lack of cultural content. Citizens once again said that there was too much content related to political events and COVID-19.

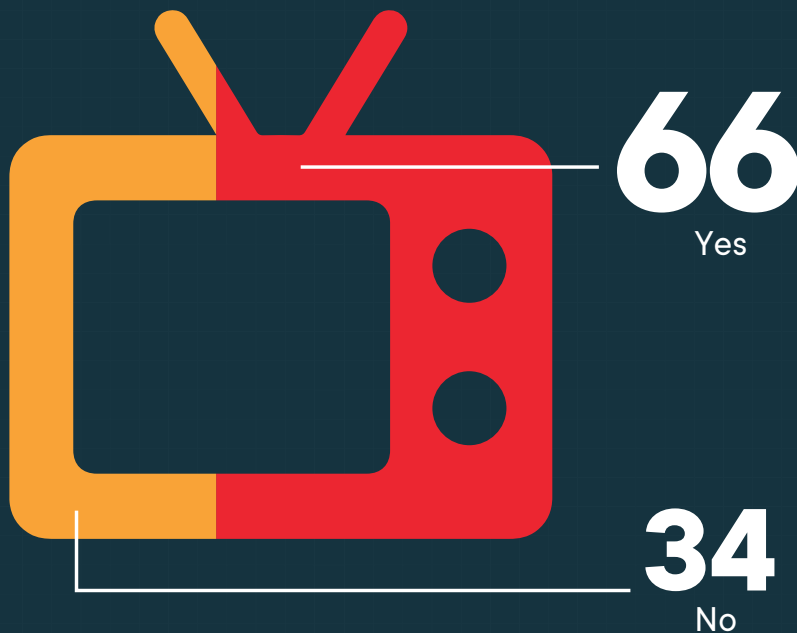


→ 05 Parliamentary channel

- A significant majority of citizens know that RTCG broadcasts the Parliamentary Channel.
- More than half of the respondents very rarely or almost do not follow the Parliamentary Channel at all.
- Citizens are divided on whether watching the Parliamentary Channel has increased their knowledge of the functioning of parliament.

Almost 2/3 of the respondents are aware of the fact that RTCG broadcasts the Parliamentary Channel.

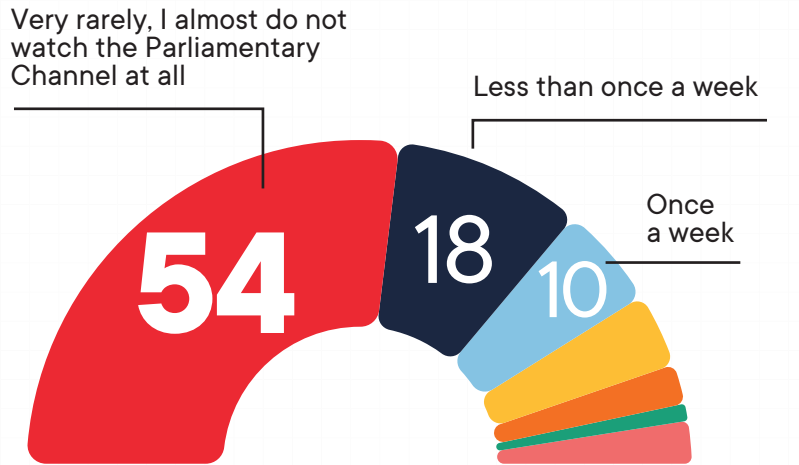
Are you aware that RTCG broadcasts the Parliamentary Channel?





54% of respondents very rarely or almost do not follow the Parliamentary Channel at all.

How often do you watch the Parliamentary Channel?



2-3 times a week



3-4 times a week



5-6 times a week



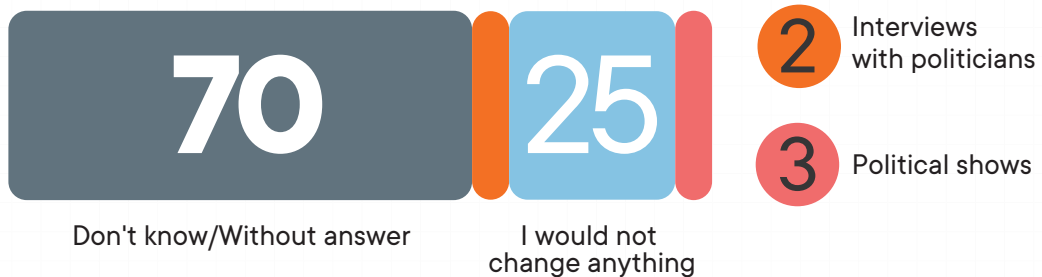
Daily

While 37% of respondents believe that watching the Parliamentary Channel has increased their knowledge about the functioning of the parliament, 39% of citizens have the opposite opinion.

Has watching the Parliamentary Channel increased your knowledge about the functioning of the Parliament?



What content would you like to see on the Parliamentary Channel?



→ 06 Radio

- Radio Crne Gore is in fifth place in terms of listenership and popularity among the citizens of Montenegro.
- Although the number of listening hours decreased due to the higher competition among radio stations, the total number of Radio Crne Gore listeners increased by 1.8%.
- Quality and diverse programs, playing music that listeners love, a program that relaxes and entertains listeners, as well as the habit of listening to this radio, are the main reasons why people are listening to Radio Crne Gore.

One-third of citizens listen to the radio program once a week or more often.

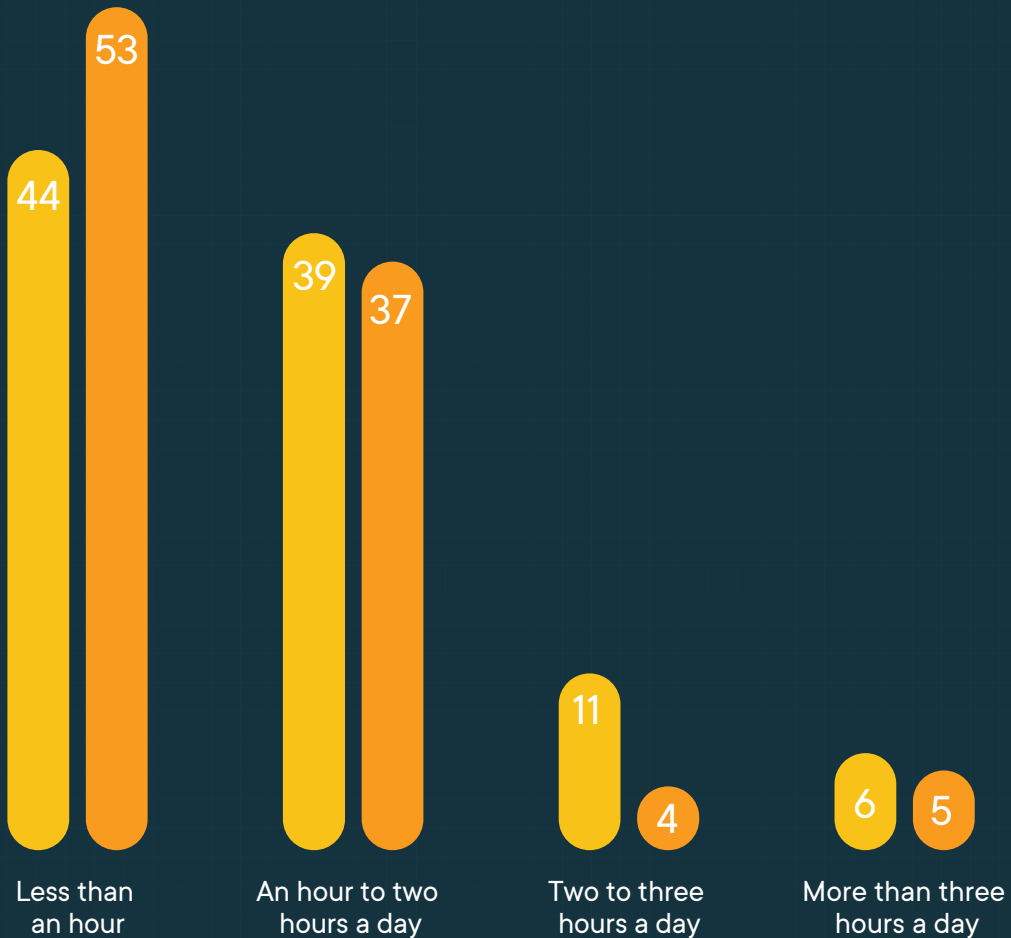
How often, on a weekly basis, do you listen to a radio program?



Among citizens who listen to the radio, there is a slight increase in the time they spend with this media.

On average, how much do you listen to a radio program during the day?

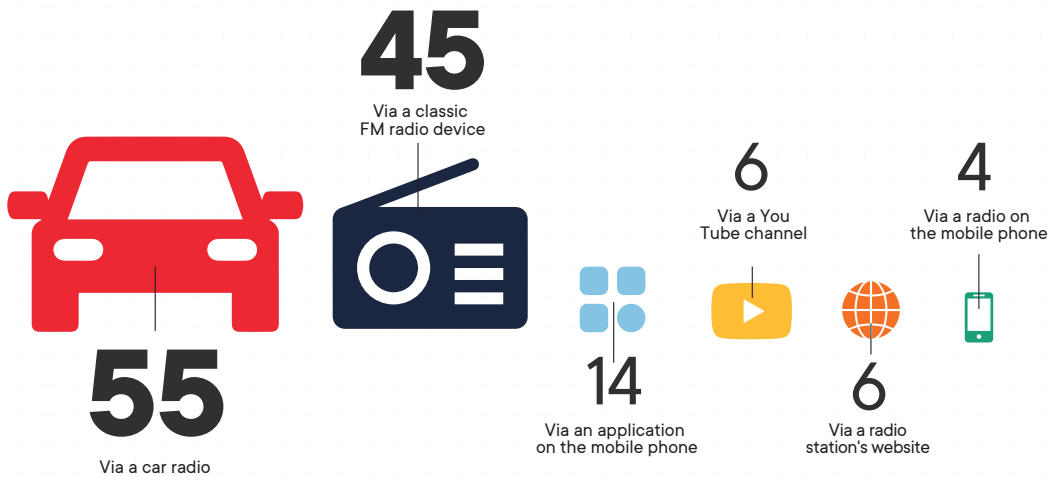
■ 2022 ■ 2020





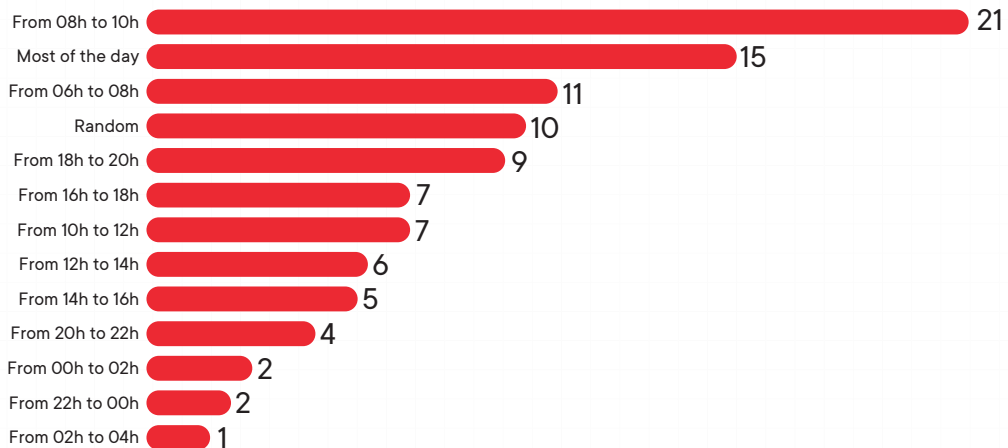
Citizens most often listen to the radio through their car radio device and through the classic FM radio.

Which device do you use when you listen to the radio program?



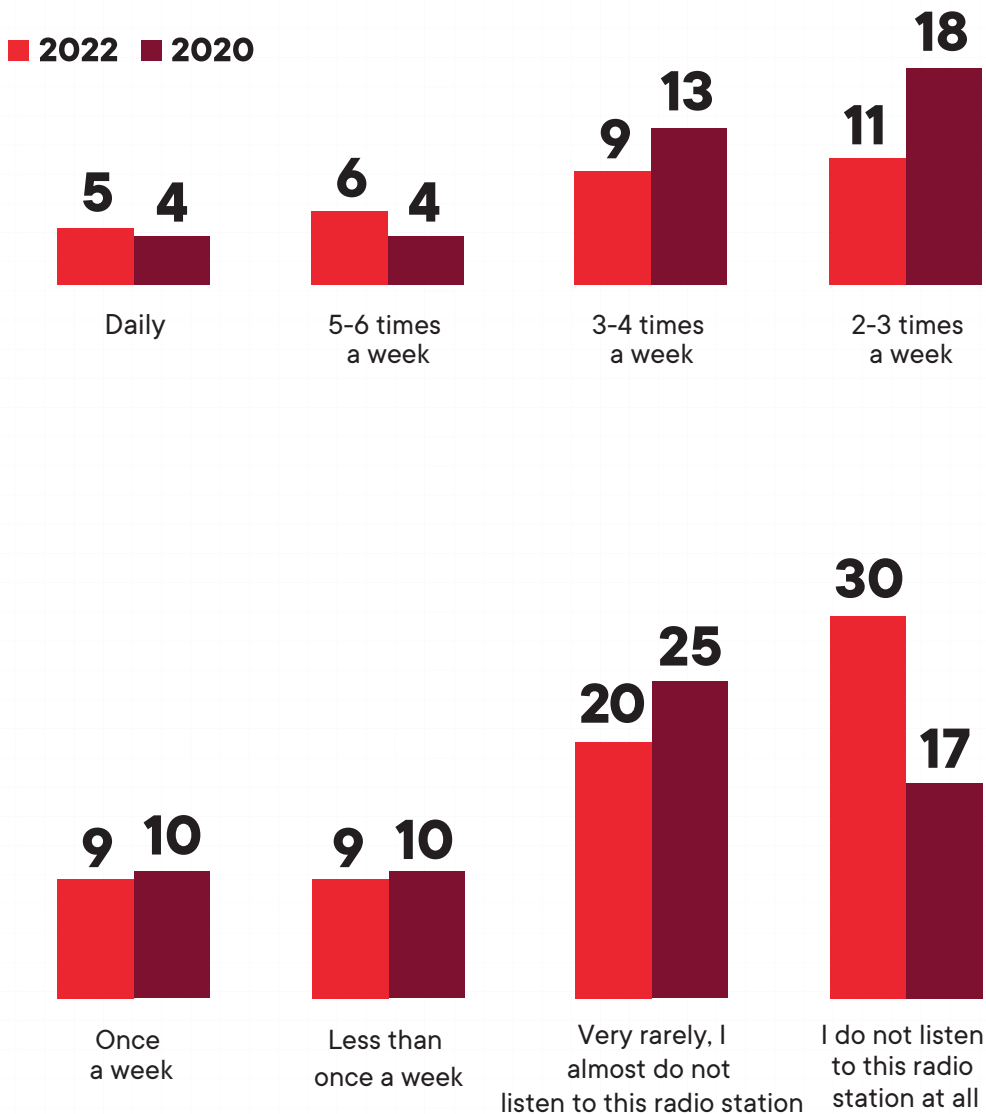
A significant number of citizens listen to the radio from the early morning until noon.

At what time do you most often listen to the radio program?



About 40% of listeners follow Radio CG once a week or more often. Compared to the research from November 2020, a cumulative decrease of 8% is noticeable due to the higher competition in the radio market.

How often do you listen to the Radio CG?

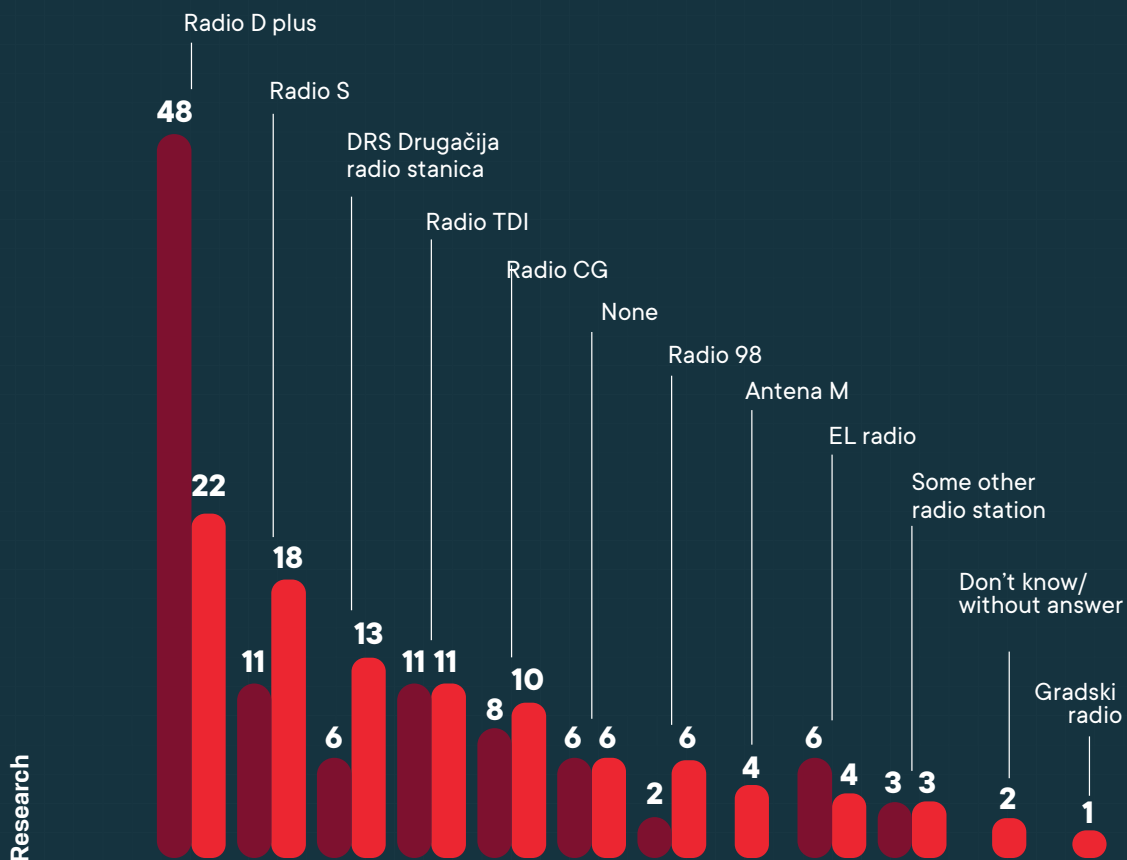




Radio D+ is still the most listened to radio station, while Radio CG is still in fifth place, with an overall increase in listeners of 1.7%.

Which domestic radio station do you listen to the most?

■ 2022 ■ 2020



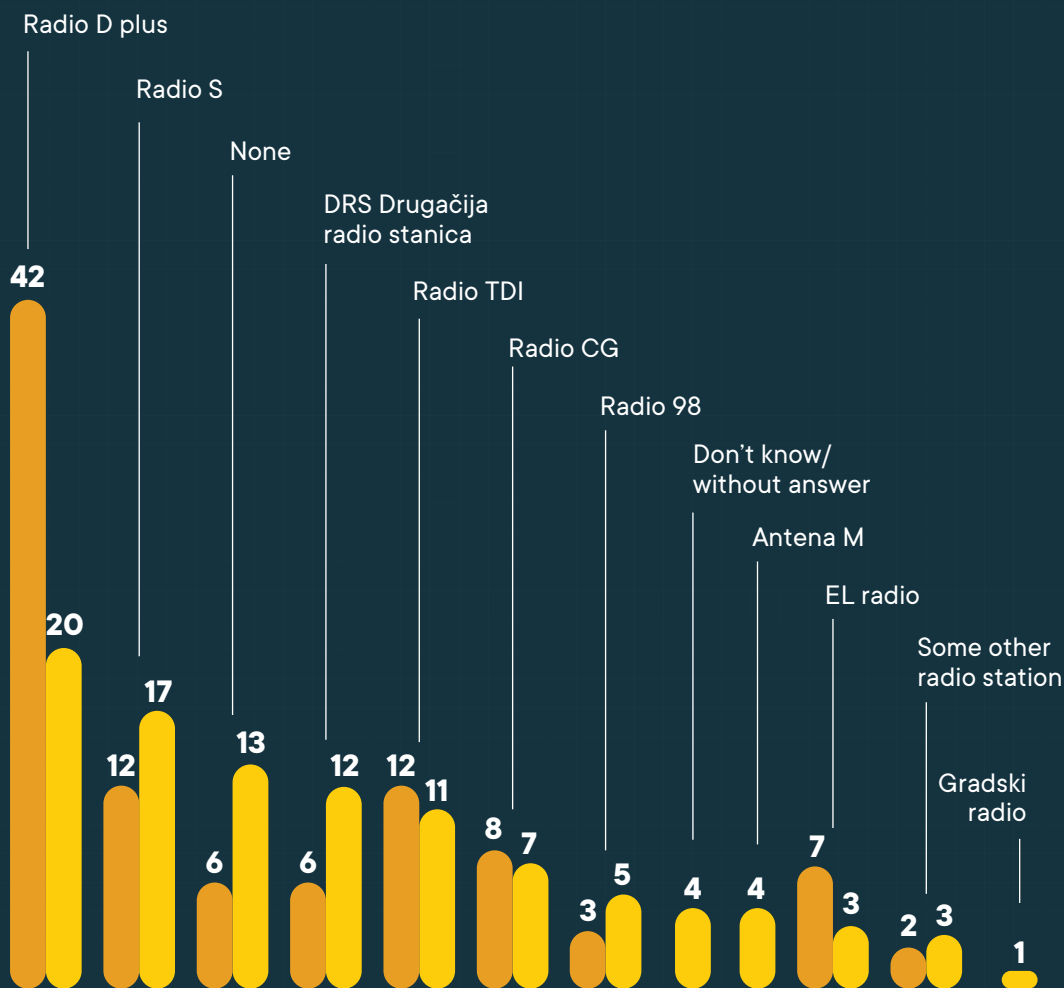
In relation to the socio-demographic structure of the respondents, the results are as follows:

- Radio CG is listened to more often by men than women (13% vs 8%).
- The older the citizens are, the more often they listen to Radio CG.
- Citizens living in rural areas listen to Radio CG more often than those living in urban areas.
- Residents of the southern region listen to Radio CG much more than others.

Radio CG is also in fifth place in terms of popularity among the citizens of Montenegro.

What is your favourite radio station?

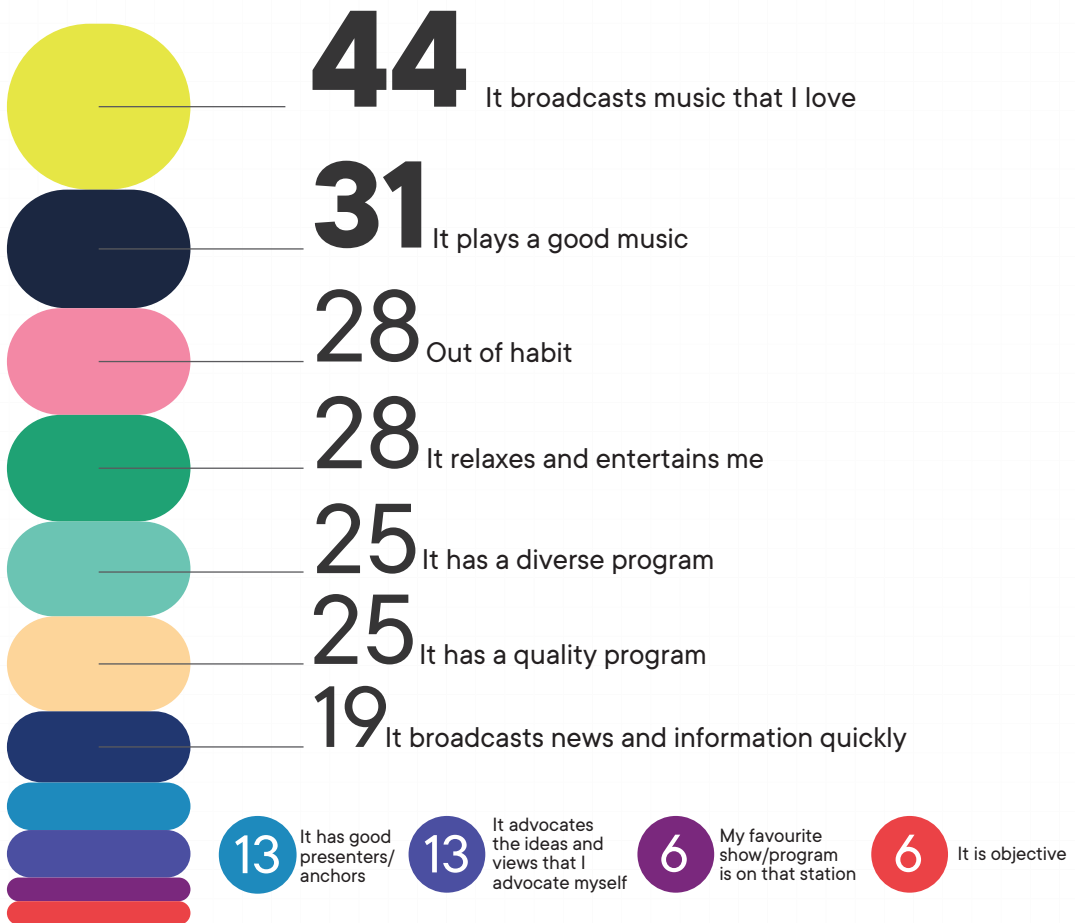
■ 2022 ■ 2020





The main reasons why citizens are listening to Radio CG are: playing music that they love, the program of this radio is relaxing and entertaining them, a habit of listening to this radio, the quality and diverse program.

Why do you listen to this station most often?



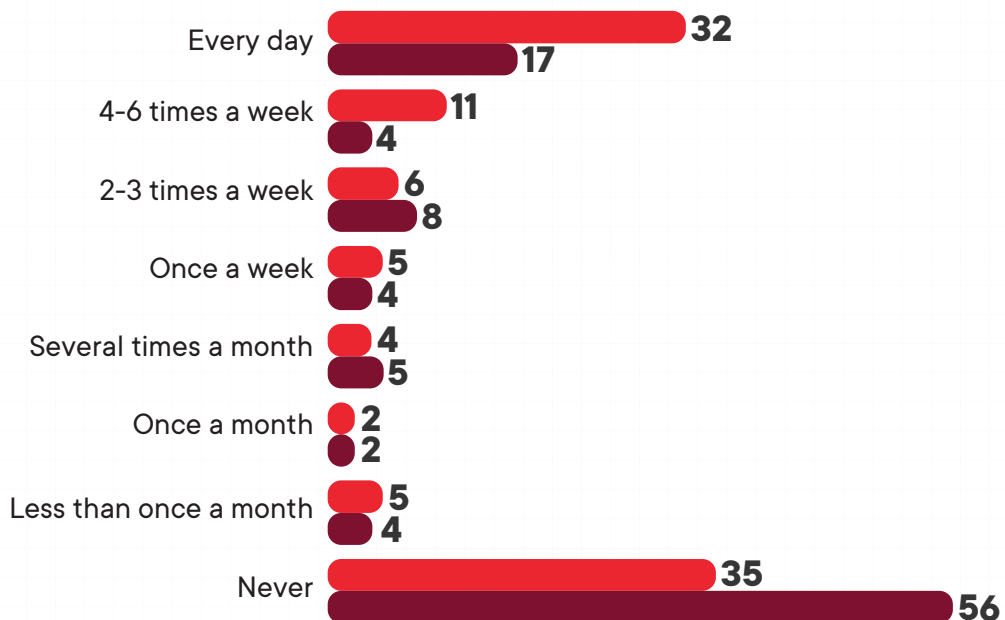
→ 07 Internet and web portals

- Compared to the previous survey, the RTCG website is visited daily by 14.5% of internet users, which is an increase of 3.5%.
- The main reasons why citizens most often visit the RTCG portal are: dealing with a wide range of topics, objectivity, but also because they are sharing similar views.
- RTCG portal ranks third in trust and has an increase of 4.8% compared to the previous survey. In addition, the percentage of mistrust dropped significantly.

Information web portals and web pages are visited daily by 32% of citizens, which is a significant increase compared to the previous research. For other sources of information, the results can be found in the *attached tables*.

How often do you visit information web portals and internet?

■ 2022 ■ 2020

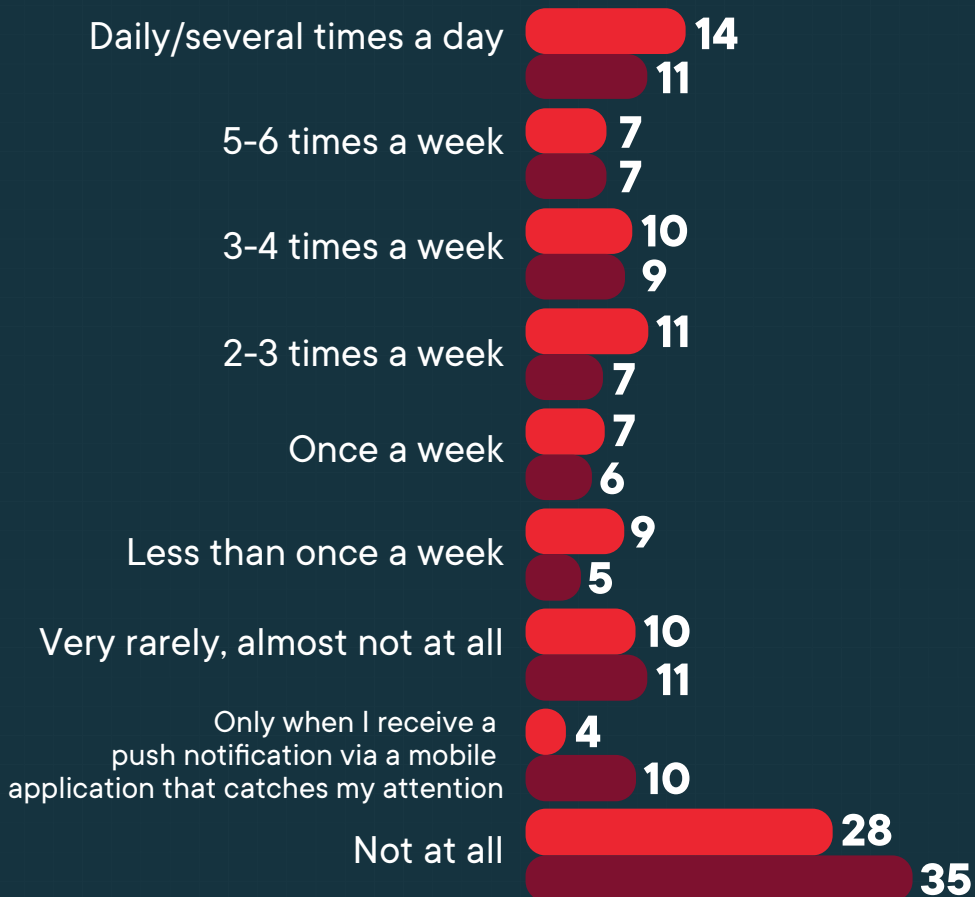




RTCG website is visited daily by 14.5% of internet users, which is an increase of 3.5% compared to the previous research.

How often do you follow RTCG website?

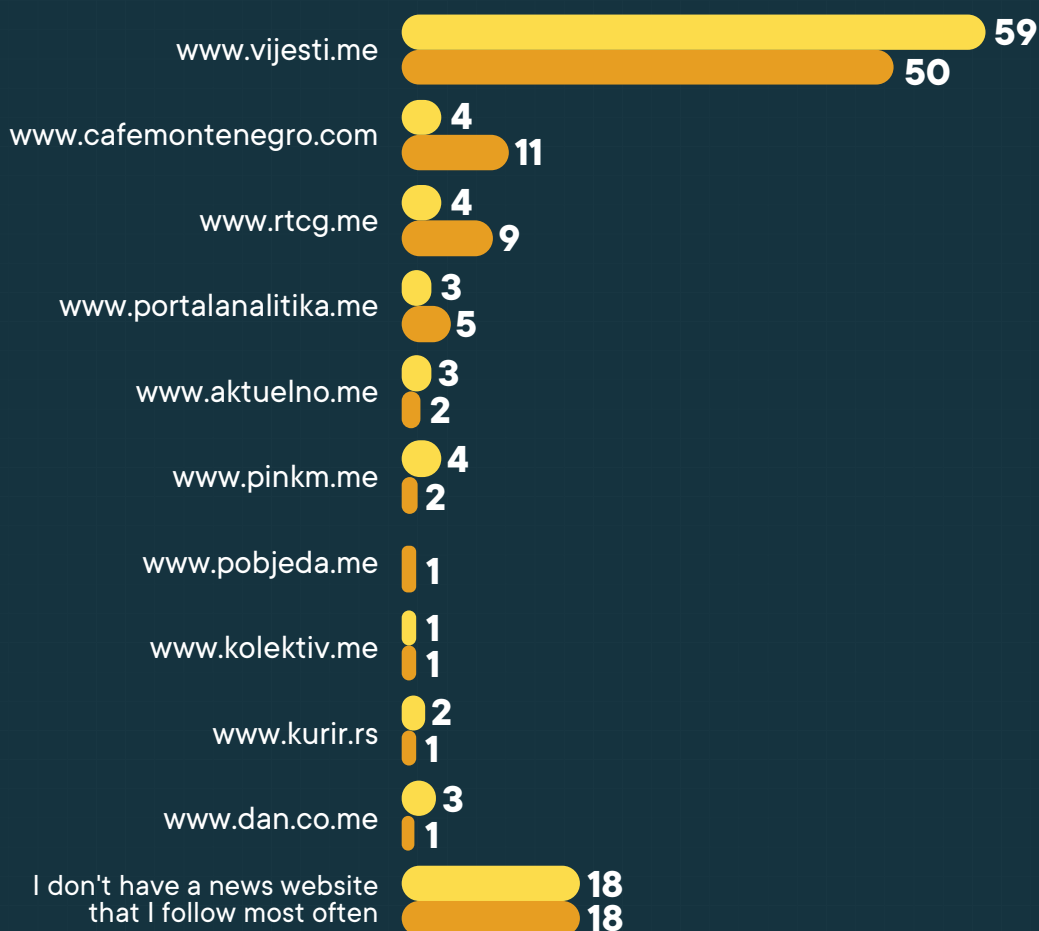
■ 2022 ■ 2020



Daily the largest number of internet users still visit the Vijesti website.

Which of the listed news websites do you visit most often?

■ 2020 ■ 2022



The RTCG portal is in third place in terms of traffic, however, an increase of 5 percentage points was noted compared to 2020.



The reasons why citizens most often visit the RTCG website are because this portal represents the same ideas and views as them, because it deals with a wide range of topics, and because it is objective.

Why do you follow RTCG website most often?

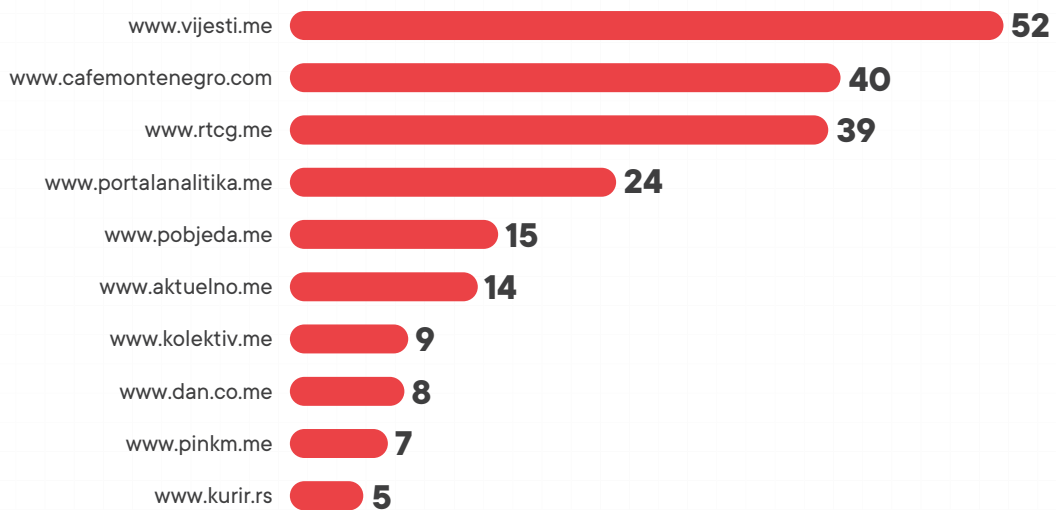


In addition to the primary information page, almost 3/4 of citizens visit another one. The RTCG portal ranks third with a secondary number of visits by 38.9% of Internet users.

In addition to this news website, are there any other websites that you visit very often?



Which website is it?

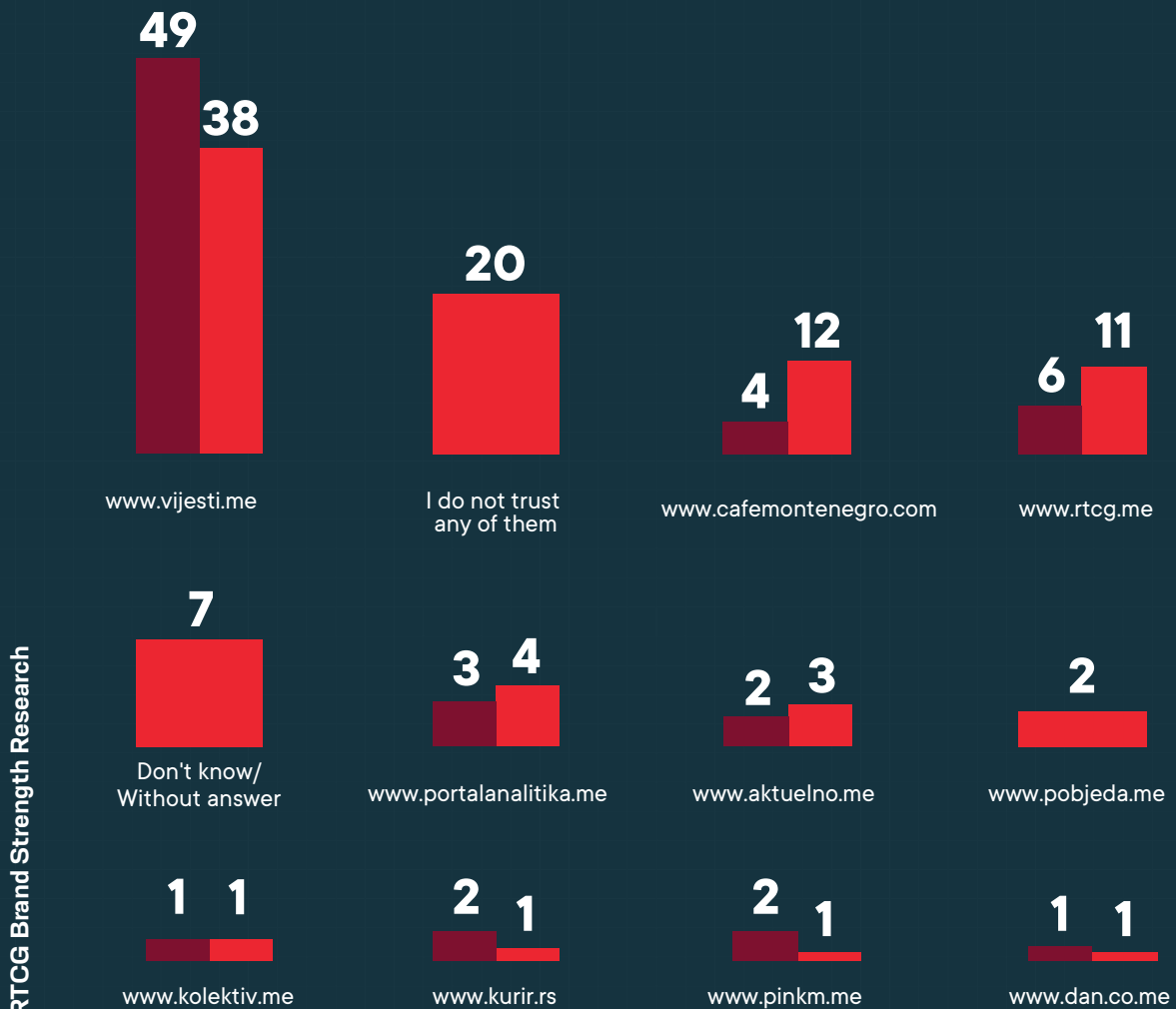




The RTCG portal ranks third in terms of trust and has an increase of 4.8% compared to the previous research. The percentage of mistrust has dropped significantly.

Which news website do you trust the most?

■ 2022 ■ 2020



Which news website do you trust the least?

■ 2022 ■ 2020

Don't know/Without answer



www.kurir.rs



www.pinkm.me



www.vijesti.me



www.portalanalitika.me



www.cafemontenegro.com



www.aktuelno.me



www.rtcg.me



www.dan.co.me



www.kolektiv.me



www.pobjeda.me

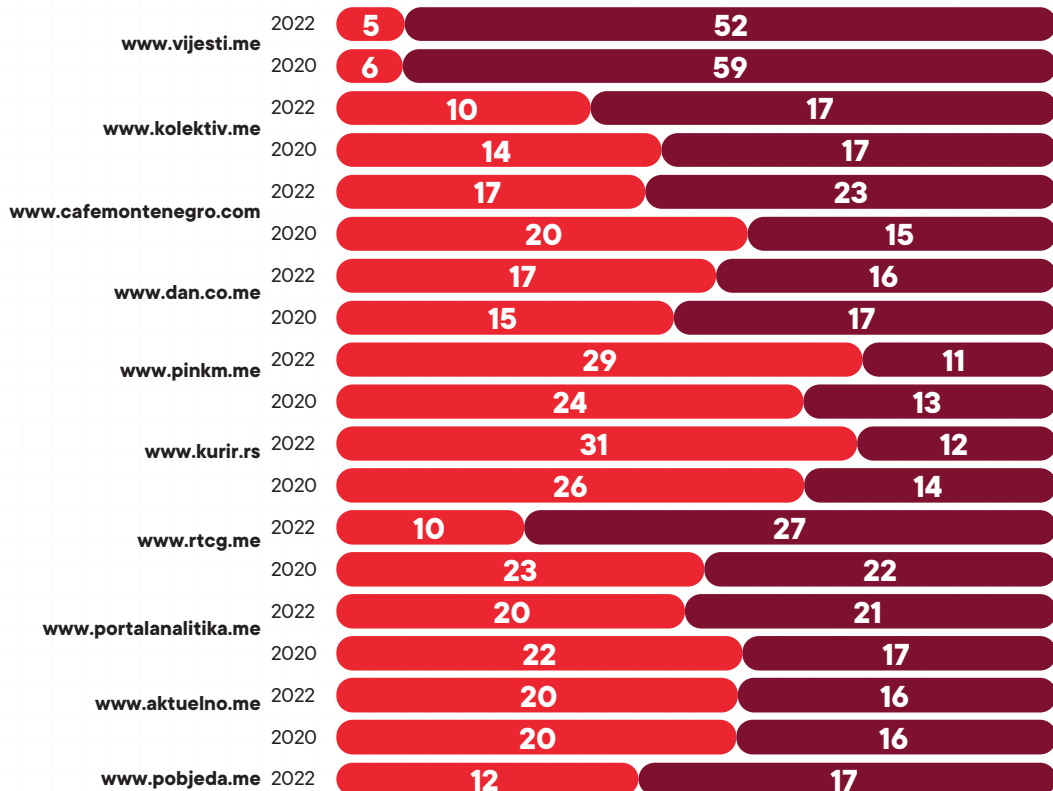




When asked to what extent they believe in the information that can be found on these websites, almost 27% of respondents expressed a high level of confidence in the information published on the RTCG website. In addition to the 5% increase in trust, the percentage of respondents who do not trust this portal has decreased significantly.

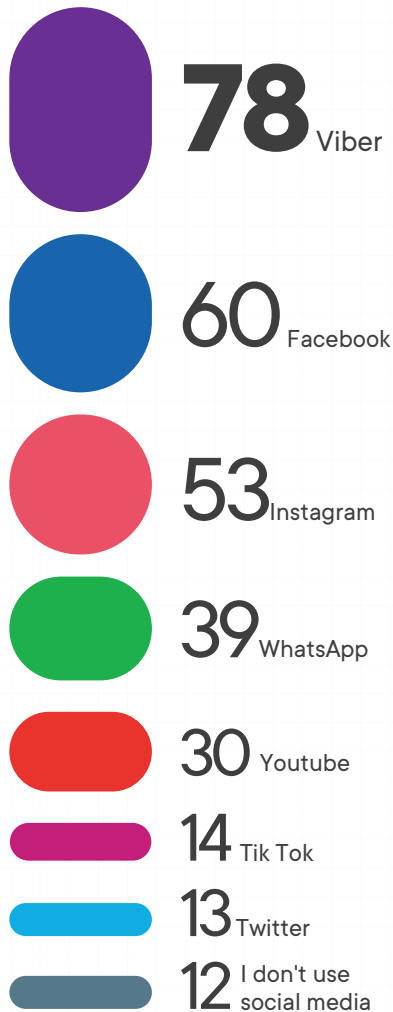
To what extent do you trust the information that can be found on the following news websites?

■ **Nepovjerenje** ■ **Povjerenje**

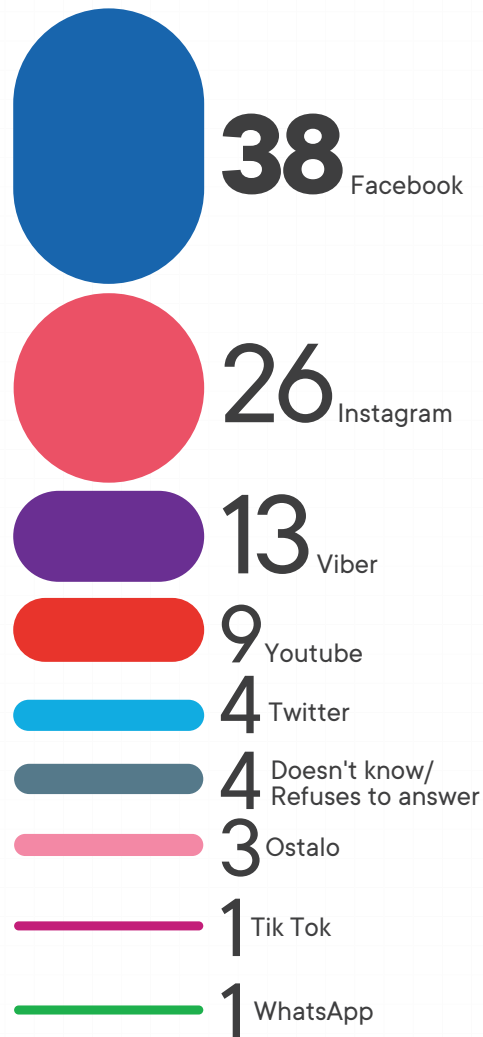


When we talk about social networks/communication applications, citizens mostly use Viber, Facebook, and Instagram.

On which of the following social networks/applications do you have a profile/account?



Which of the following social networks/applications do you use the most as a source of information?





Types of information like those from the world of entertainment, the city in which they live, humour, and sports, are mostly consumed through social networks.

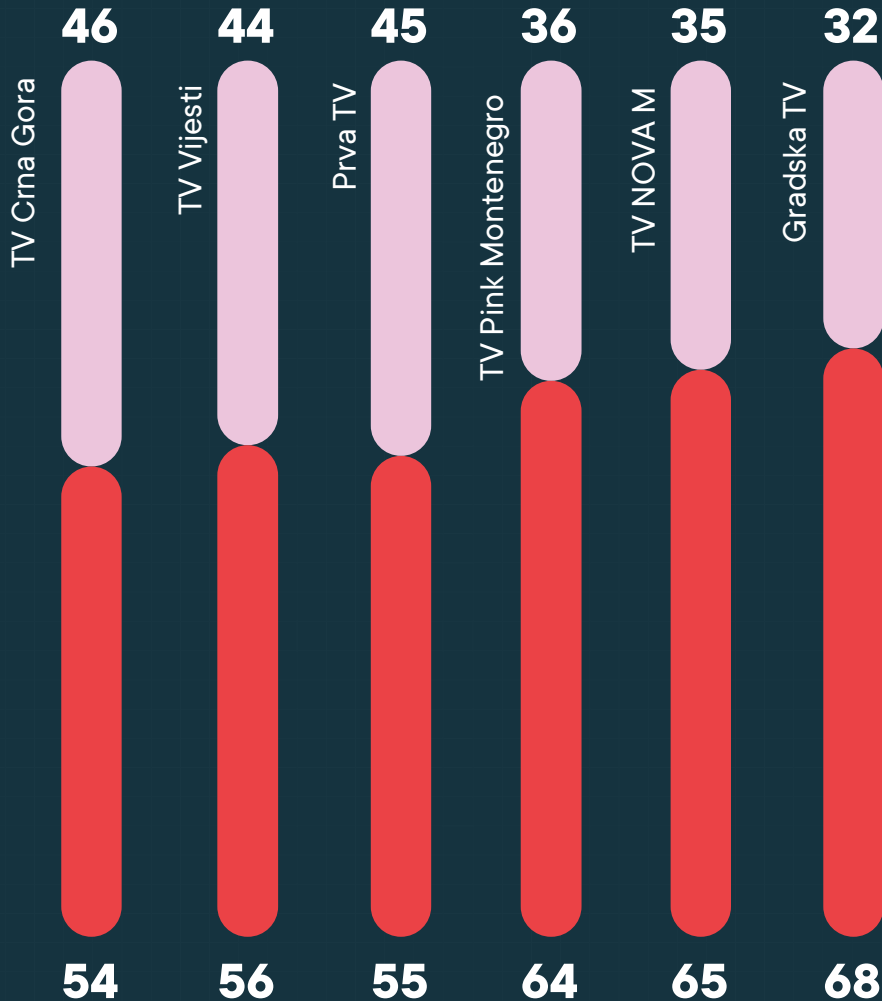
What type of information do you consume the most through social networks?



More than half of the respondents do not know that TVCG has its own YouTube channel.

Are you aware that the following TV stations have their own YouTube channel?

Yes No

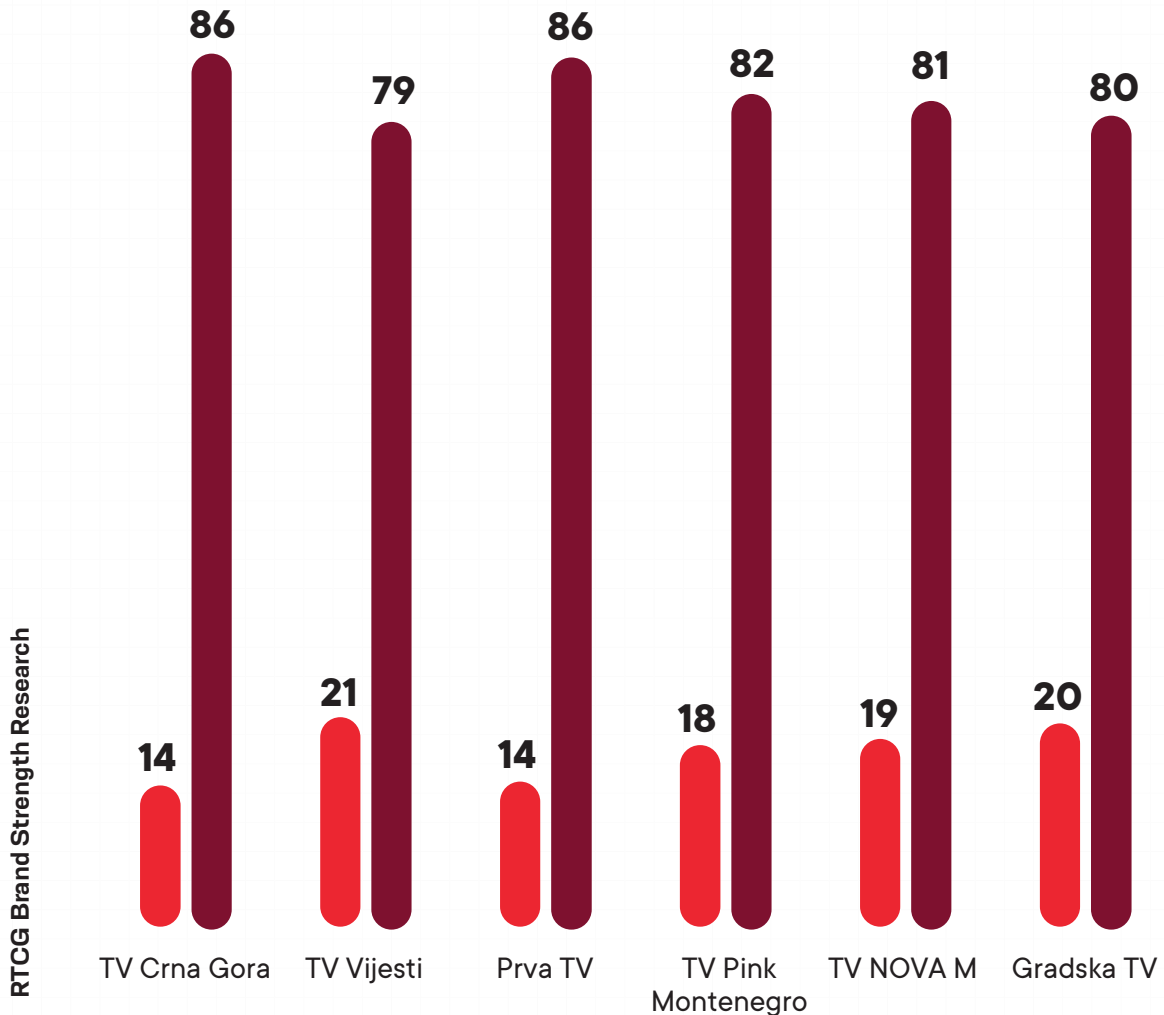




In addition, the vast majority of respondents do not follow the content of TVCG on its YouTube channel, neither the YouTube channels of other TV stations.

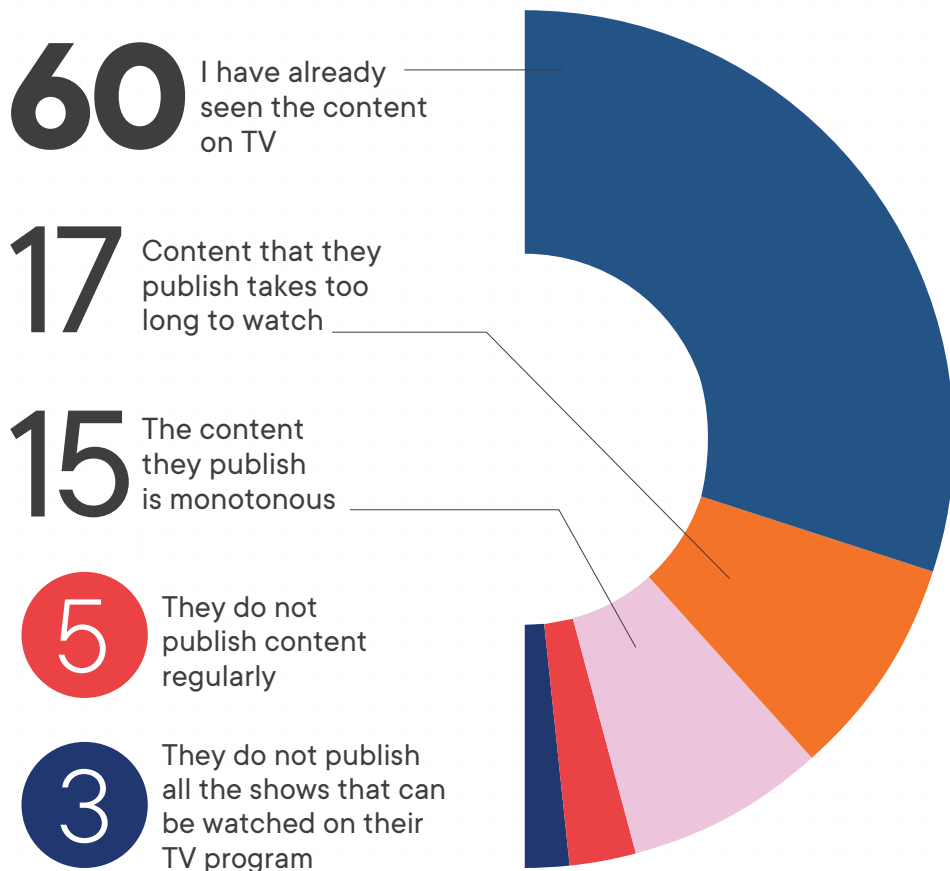
Do you follow the content of local TV stations on their YouTube channels?

Yes No



The primary reason for these results is that the respondents have already seen the content on the TV program.

If you do not follow the content of local TV stations on the YouTube channel, what is the main reason for that?





08 Recommendations

- There is a clear recognition of the quality of certain program units, as well as the impression of RTCG as a traditional and reputable media. However, viewers do not associate this quality with the entire brand, nor do they identify themselves with it.
- Although trust and satisfaction with the quality of the program, especially informative program, is growing significantly, there is no correlation with the speed of obtaining information. In this sense, it is imperative to create/emphasize digital services that will make this information more accessible.
- There is an opinion that RTCG does not provide enough original and competitive content, but also that there is a lack of attractive and entertaining programs. At the same time, the sudden popularity of shows that apply the new concept of presentation is noticeable. It would be objective to say that it takes time to create new, contemporary and original material. For that reason, the time gap can be bridged by a combination of present traditional quality and contemporary presentation.
- It is especially important that the recognized quality program must be significantly more adapted to young people.
- It is noticeable that citizens do not recognize RTCG for entertainment, serial, music, and film programs. However, excluding music and serial (domestic) programs, these contents are not significantly represented in other broadcasters. It is an objective conclusion that the production of domestic music and serial programs creates a significant presence on the market.
- A key challenge with broadcast programming is the fact that the best-rated programs either do not have noticeable ratings or there are not enough of them. This refers to the economical, scientific, educational and cultural program.
- As the primary audience in Montenegro is listening to the radio in the morning, it is recommended to create or put emphasis on a more informative/entertaining program.
- Regarding the presence on the YouTube platform, all broadcasters are currently in an equal starting position, and it is necessary to use the current situation to establish a dominant presence on this platform. The results indicate that viewers on this platform are demanding the originally created material in the shortest possible form.

→ 09 Attachments

Which TV station would you say is...?

		TV Crna Gora 1	TV Crna Gora 2	TV Vijesti	Prva TV	TV NOVA M	TV Pink Montenegro	Gradska TV	None	DK/NA
Entertaining TV station	2022	5.3	2.7	5.5	22.9	9.3	9.3	3.0	17.2	24.6
	2020	8.0	8.0	21.0	37.0	23.0	33.0		9.0	
Vulgar	2022	0.7	0.8	2.3	3.3	2.5	27.1	2.9	20.2	40.1
	2020	4.0	7.0	10.0	11.0	11.0	32.0		27.0	
Has a program of constant quality	2022	21.2	1.5	13.1	12.5	7.0	4.2	3.3	13.7	23.5
	2020	15.0	7.0	33.0	29.0	17.0	21.0		9.0	
Politically neutral TV station	2022	8.4	1.7	13.3	7.3	4.1	3.6	2.0	32.3	27.2
	2020	6.0	7.0	24.0	17.0	12.0	10.0		32.0	
TV station with a long tradition	2022	58.1	1.7	9.1	3.5	2.5	3.4	1.2	6.7	13.7
	2020	32.0	30.0	30.0	22.0	20.0	24.0		3.0	
Shows things from a different angle	2022	10.7	2.0	18.6	6.2	4.8	5.4	3.7	18.0	30.6
	2020	13.0	7.0	32.0	24.0	16.0	15.0		11.0	
TV station with a recognizable program	2022	28.7	2.2	14.3	10.9	6.1	8.2	2.4	10.3	16.9
	2020	21.0	9.0	33.0	30.0	17.0	32.0		3.0	
Modern TV station	2022	13.6	0.8	8.9	13.9	10.7	9.6	3.1	15.1	24.3
	2020	12.0	10.0	25.0	37.0	25.0	29.0		8.0	
It helps me relax	2022	7.1	2.1	9.7	20.1	10.5	6.3	2.8	21.6	19.7
	2020	10.0	8.0	23.0	34.0	21.0	27.0		17.0	
A TV station that raises socially important issues	2022	17.8	2.2	29.0	8.2	5.8	2.6	2.9	11.9	19.5
	2020	20.0	9.0	44.0	27.0	17.0	12.0		4.0	
A TV station that is getting better and better	2022	22.6	2.1	14.2	10.8	9.9	3.5	7.2	9.9	19.7
	2020	15.0	10.0	28.0	31.0	21.0	18.0		6.0	
I like to watch it with my family	2022	8.3	2.5	13.3	24.3	10.4	3.8	2.5	12.0	22.9
	2020	13.0	8.0	30.0	33.0	18.0	22.0		11.0	



Nastavak tablele

TV station that offers a variety of programs	2022	17.7	3.3	10.1	18.8	7.5	6.2	4.4	11.6	20.4
	2020	15.0	8.0	30.0	39.0	22.0	29.0		4.0	
TV station that provides accurate and timely information	2022	21.1	1.6	28.6	6.4	4.5	2.5	3.1	14.2	17.9
	2020	20.0	9.0	27.0	32.0	14.0	10.0		9.0	
A dynamic TV station	2022	8.5	1.4	10.6	16.2	8.2	6.4	3.5	16.0	29.1
	2020	11.0	7.0	27.0	32.0	19.0	23.0		7.0	
Its programs look cheap	2022	5.4	1.3	2.9	3.8	4.5	22.6	7.8	14.1	37.5
	2020	17.0	21.0	15.0	12.0	16.0	19.0		18.0	
A TV station reminiscent of the world's best televisions	2022	13.4	0.7	7.2	9.8	4.9	7.3	2.8	25.9	27.8
	2020	11.0	7.0	19.0	30.0	34.0	20.0		18.0	
A TV station that has a good ratio of news and entertainment programs	2022	12.2	2.4	11.8	15.2	10.7	5.4	2.5	14.8	25.1
	2020	13.0	7.0	30.0	34.0	20.0	23.0		7.0	
Nurtures the type of humour that suits me	2022	5.2	1.3	7.6	15.4	7.7	5.5	2.8	30.1	24.3
	2020	9.0	7.0	22.0	32.0	18.0	19.0		19.0	
TV station with prominent TV figures (stars)	2022	9.7	0.9	18.9	12.0	5.1	12.2	2.8	14.9	23.5
	2020	15.0	7.0	27.0	30.0	19.0	28.0		9.0	
Some parts of the program (shows) of this TV station are completely unacceptable to me	2022	2.5	1.2	4.7	3.0	3.3	22.4	3.0	18.1	41.7
	2020	10.0	10.0	12.0	14.0	14.0	31.0		18.0	
Shows the best that Montenegro has to offer (guests, topics, events)	2022	28.7	4.1	17.5	5.2	3.8	2.1	3.5	11.9	23.1
	2020	21.0	10.0	41.0	26.0	16.0	14.0		6.0	
TV station whose program is intended for women	2022	4.3	2.1	4.2	17.6	6.8	4.9	1.1	26.4	32.5
	2020	8.0	7.0	20.0	36.0	30.0	22.0		10.0	
An objective TV station	2022	13.4	1.6	18.2	7.2	5.9	2.6	3.0	24.4	23.6
	2020	13.0	7.0	38.0	19.0	16.0	11.0		14.0	
A TV station that usually shows only one side of the story	2022	16.2	3.0	12.0	5.1	4.2	5.7	5.6	11.1	37.1
	2020	22.0	11.0	10.0	9.0	11.0	17.0		8.0	
A TV station that is under strong political influence	2022	24.8	3.4	13.5	3.4	3.1	4.2	5.8	10.9	30.9
	2020	34.0	16.0	13.0	13.0	16.0	22.0		6.0	
TV station that works for the benefit of citizens and tries to help the vulnerable ones	2022	15.9	2.0	21.0	6.1	4.0	2.5	2.8	22.9	22.7
	2020	13.0	7.0	47.0	23.0	16.0	10.0		10.0	

Please think about TV station programs. For each type of program, choose only ONE OF THE LISTED TV STATIONS, which in your opinion, has the best, highest quality program of that kind.

		TVCG 1	TVCG 2	TV Vijesti	Prva TV	TV NOVA M	TV Pink M	Gradska TV	Don't know/ Without answer
Sports program	2022	17.6	16.6	15.8	3.9	5.4	1.1	1.3	38.3
	2020	20.0	22.0	24.0	9.0	7.0	7.0		
News program	2022	25.1	2.1	39.1	5.8	4.3	1.3	2.9	19.3
	2020	23.0	4.0	40.0	13.0	6.0	7.0		
Domestic movies	2022	9.1	4.4	6.9	18.1	5.3	4.8	1.6	49.6
	2020	14.0	5.0	14.0	20.0	10.0	20.0		
Foreign movies	2022	4.1	5.5	10.1	15.4	7.6	5.3	2.0	49.9
	2020	9.0	5.0	17.0	18.0	11.0	23.0		
Domestic series	2022	9.6	2.8	7.1	27.4	6.7	3.8	1.7	40.7
	2020	15.0	4.0	18.0	24.0	11.0	16.0		
Foreign series	2022	4.1	2.1	15.2	13.4	13.6	5.3	2.5	43.8
	2020	6.0	4.0	14.0	21.0	16.0	20.0		
Music program	2022	2.3	3.1	4.7	40.3	5.1	10.5	1.6	32.4
	2020	6.0	3.0	10.0	25.0	9.0	26.0		
Reality show program	2022	0.8	1.0	2.0	5.6	10.5	36.5	1.0	42.6
	2020	2.0	3.0	5.0	8.0	5.0	52.0		
Entertainment program	2022	2.5	1.4	5.6	28.9	11.8	11.5	2.7	35.6
	2020	8.0	4.0	12.0	23.0	10.0	26.0		
Cultural program	2022	28.2	7.9	9.5	5.8	5.9	1.0	2.1	39.4
	2020	33.0	5.0	21.0	15.0	8.0	9.0		
Scientific and educational program	2022	28.3	9.3	7.9	5.4	5.9	2.4	2.1	38.5
	2020	32.0	5.0	21.0	15.0	8.0	7.0		
Documentary program	2022	31.3	13.3	9.8	5.9	4.6	2.2	2.0	30.9
	2020	32.0	5.0	20.0	14.0	8.0	8.0		
Investigative journalism	2022	14.3	3.7	33.8	5.3	6.5	0.8	2.6	33.0
	2020	22.0	4.0	33.0	12.0	7.0	7.0		
Morning program	2022	40.8	1.7	21.9	4.2	4.1	4.4	1.9	20.9
	2020	30.0	3.0	30.0	13.0	6.0	10.0		



Now, please select ONE OF THE LISTED TV STATIONS, which in your opinion, has the worst program of that kind. For each of the listed types of programs, please select ONE TV STATION.

		TVCG 1	TVCG 2	TV Vijesti	Prva TV	TV NOVA M	TV Pink M	Gradska TV	Don't know/ Without answer
Sports program	2022	4.4	3.3	8.0	7.3	3.9	14.9	6.9	51.2
	2020	10.0	8.0	7.0	10.0	10.0	24.0		
News program	2022	5.7	3.1	7.8	3.6	5.2	19.3	7.7	47.4
	2020	13.0	10.0	5.0	8.0	12.0	30.0		
Domestic movies	2022	6.6	3.5	6.6	4.9	4.9	11.6	6.2	55.6
	2020	21.0	15.0	14.0	3.0	7.0	8.0		
Foreign movies	2022	9.3	4.8	5.9	3.7	5.4	10.8	5.9	54.1
	2020	25.0	13.0	10.0	8.0	7.0	9.0		
Domestic series	2022	7.2	3.0	6.5	5.8	5.2	11.7	7.2	53.3
	2020	23.0	14.0	8.0	4.0	6.0	8.0	14.0	
Foreign series	2022	9.2	5.1	5.1	3.2	6.0	11.0	6.8	53.5
	2020	25.0	19.0	4.0	4.0	5.0	9.0		
Music program	2022	13.0	4.1	7.6	4.8	4.7	11.9	6.5	47.3
	2020	26.0	18.0	10.0	5.0	5.0	8.0		
Reality show program	2022	9.4	3.2	6.0	2.6	4.8	17.2	5.7	51.0
	2020	24.0	15.0	14.0	10.0	6.0	9.0		
Entertainment program	2022	12.6	4.6	6.3	4.6	5.9	11.6	7.0	47.3
	2020	27.0	17.0	11.0	4.0	5.0	8.0		
Cultural program	2022	7.2	2.9	7.2	4.8	3.6	18.7	7.4	48.0
	2020	13.0	9.0	5.0	5.0	6.0	33.0		
Scientific and educational program	2022	5.6	3.0	7.1	5.8	5.6	17.0	6.3	49.4
	2020	12.0	10.0	6.0	4.0	6.0	34.0		
Documentary program	2022	6.0	3.7	6.5	4.9	6.2	13.8	8.6	50.2
	2020	13.0	9.0	5.0	4.0	7.0	33.0		
Investigative journalism	2022	8.4	1.9	7.2	3.8	7.2	17.1	5.6	48.6
	2020	15.0	10.0	7.0	11.0	11.0	22.0		
Morning program	2022	7.3	3.2	6.6	3.2	5.2	18.0	6.4	49.9
	2020	13.0	10.0	6.0	10.0	10.0	21.0		

Please tell me how often do you visit:

		Every day	4-6 times a week	2-3 times a week	Once a week	Few times a month	Once a month	Less than once a month	Never
Internet in general	2022	71	6	3	2	3	1	1	14
	2020	61	3	4	2	1	1	0	27
Web magazines	2022	6	5	3	6	7	9	13	50
	2020	4	3	6	6	5	3	9	65
Daily newspaper web-portals	2022	21	10	12	7	5	3	6	36
	2020	15	3	8	4	4	1	6	58
TV station web-portals	2022	12	5	6	4	6	5	11	52
	2020	8	2	3	3	4	1	9	69
Radio station web-portals	2022	3	0	1	2	2	2	16	74
	2020	1	1	2	2	4	2	9	79
News portals and websites	2022	32	11	6	5	4	2	5	35
	2020	17	4	8	4	5	2	4	56



Sample structure

