

# RTCG Brand Strength Research

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# **RTCG Brand Strength Research**

November 2022

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# 01 Introduction

The second RTCG Brand Strength Research was conducted by the Public Opinion Research Agency DAMAR PLUS in November 2022. Same as in the first research, **the primary goal of the second nationwide comprehensive research was to obtain relevant information about the public awareness of the RTCG brand and perceptions of its program.**

This research was realised six months after the first survey, with the goal of determining how successful were the changes that were made after the first research and whether they met the needs and expectations of the National Public Service.

The survey was conducted on a sample of 1009 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 Communication Strategy and Action Plan which are, based on the collected data, directed at improving brand perception and the RTCG program scheme. Also, these results should help in mapping the main areas of improvement that should be part of the RTCG Communication Strategy and Action Plan.

The research was implemented based on the methodology and results of the research from June 2022 and November 2020. This research represents the second 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 the intensification of socio-political tensions in relation to the first research. We believe that these tensions cannot significantly affect the change of perception of RTCG, but they can have an impact on changing the perception of certain competitors.

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 predefined 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.

<b>Realization:</b>	Data collection performed during the period from 27.10. to 05.11.2022.
<b>Sample framework:</b>	2020 Voter list and 2011 Census
<b>Sample size:</b>	1009
<b>Sample type:</b>	A three-stage, stratified sample
	First stage: Census circle/Polling station
	Second stage: Household
	Third stage: Household member
<b>Type of research:</b>	CAPI average length of 37 minutes
<b>Error margin:</b>	+/- 3.1% for occurrences with an incidence of 50%



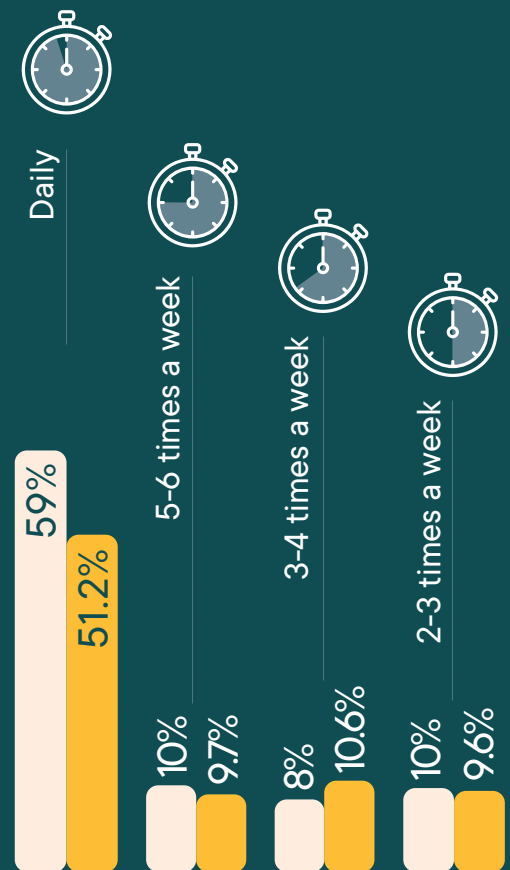
## 03 Key Findings

- The majority of citizens still consider RTCG as a synonym for the term television.
- About 24% of citizens follow RTCG on a daily basis, which represents a slight drop of 3 percentage points compared to the previous survey. Compared to other TV stations, RTCG is the second most frequently watched TV station in Montenegro in all parameters.
- However, when we ask respondents directly, RTCG takes the first place in terms of frequency of television viewing and popularity among the citizens of Montenegro.
- The trend of increasing the percentage of citizens who watch TVCG continues, while the number of those who don't watch this TV station often is decreasing.
- In the previous survey, every fourth citizen believed that RTCG is a TV station that is under strong political influence. This perception had the biggest change and fell from 24.9% to 8.9%. Additionally, the perception that RTCG is a TV station that "shows only one side" dropped from 16.2% to 9.3%. Finally, the perception of objectivity increased from 13.4% to 17.4% and currently ranks first.
- The trend of increasing the percentage of citizens who notice changes for the better in the work of TVCG continues.
- On the key question of which TV station you trust the most, TV Vijesti and TVCG now share the first place with 27% of support.
- Since June, there has been an increase of 8 percentage points in the accuracy and objectivity of the information that can be heard on TVCG.
- Compared to the June survey, the percentage of citizens who do not follow the Parliamentary Channel at all dropped by 8 percentage points.
- Since the summer, the cumulative percentage of citizens who believe that watching the Parliamentary Channel has increased their knowledge about the functioning of parliament has increased from 43% to 54%.
- When we compare these research results with the previous ones, we can see that the percentage of citizens who do not listen to Radio CG has decreased, while the number of those who listen to this medium several times a week has increased.
- Radio CG is still in fifth place regarding listenership and popularity among the citizens of Montenegro.
- RTCG portal visit intensity is increasing according to all parameters compared to the June survey.
- RTCG portal is in third place with 14% of the trust. This is an increase of 3 percentage points compared to the June survey.

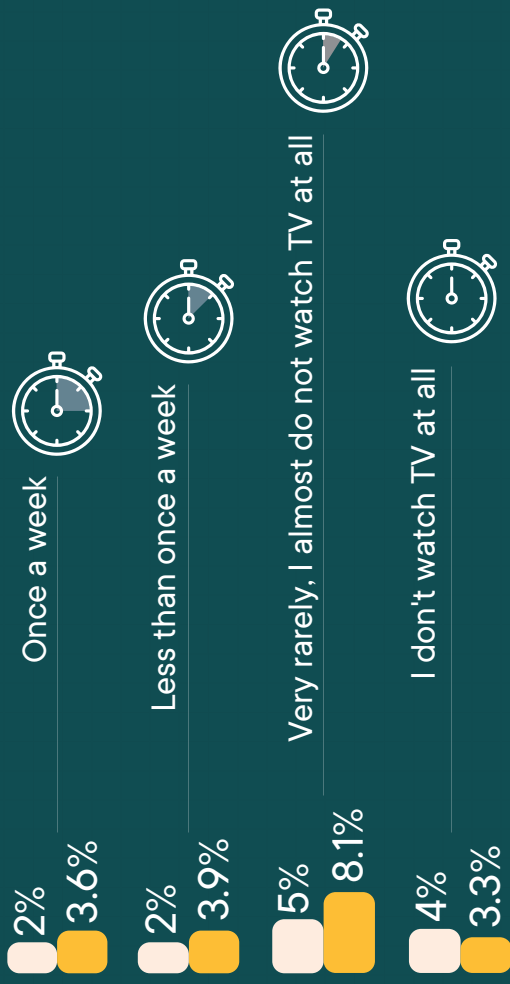


We can see that there was a relative decline in viewership of TV programs on a weekly basis in the period between the two surveys. While in June almost 60% of Montenegrin citizens watched TV programs every day, in November that number dropped significantly to 51.2%. TV program viewership distribution on a weekly basis is in a clear decline and it is going from more regular to less frequent.

## How often do you watch TV on a weekly basis?





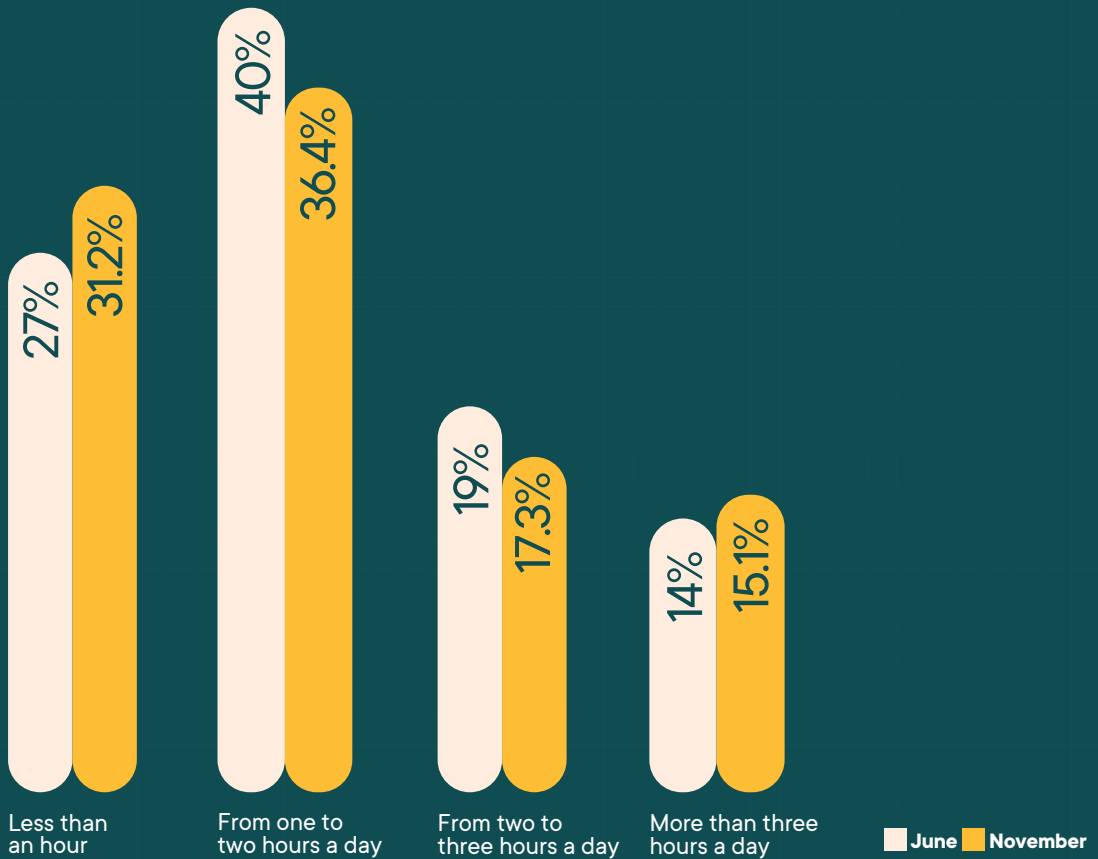


June
  November



The largest number of citizens, 36.4% 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 this time as well to specify the three TV stations that come to their mind when they hear the term television. For 39.4% of respondents, RTCG is still a synonym for television, despite the objective decline according to this parameter compared to the June survey. In total, this TV station is mentioned by over 74% of respondents.

## Which domestic TV stations do you know about?

■ The first mentioned TV station ■ Among other mentioned TV stations

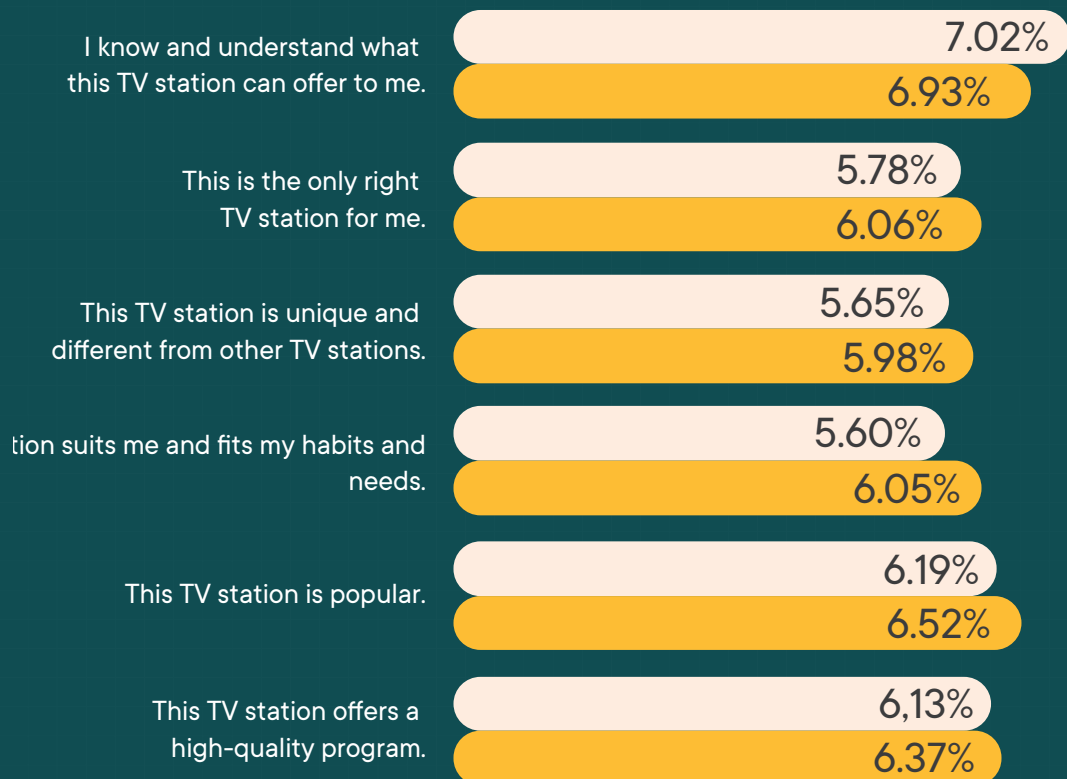




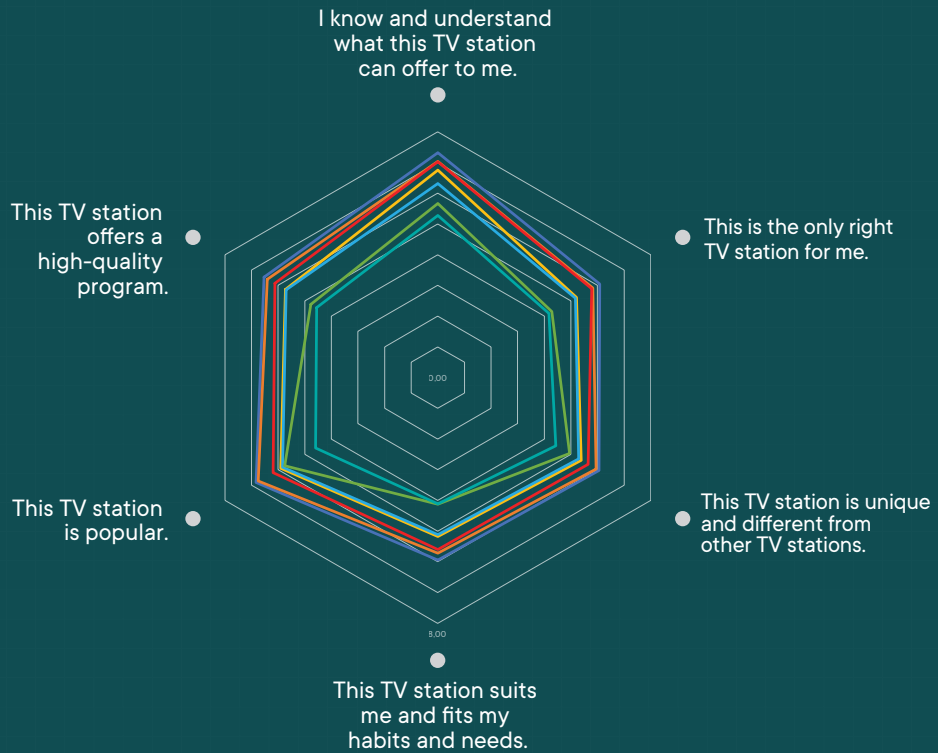
RTCG is in first place according to the needs and habits of the viewers. It is ranked second in terms of recognizability, viewers' personal connection with it, uniqueness, perception of popularity and quality of the program. In many categories, there is a statistically insignificant difference with the second-ranked TV station. It is important to point out that there is an increase in the perception of RTCG among viewers in all categories compared to previous research.

## Impression of RTCG

■ June ■ November



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.



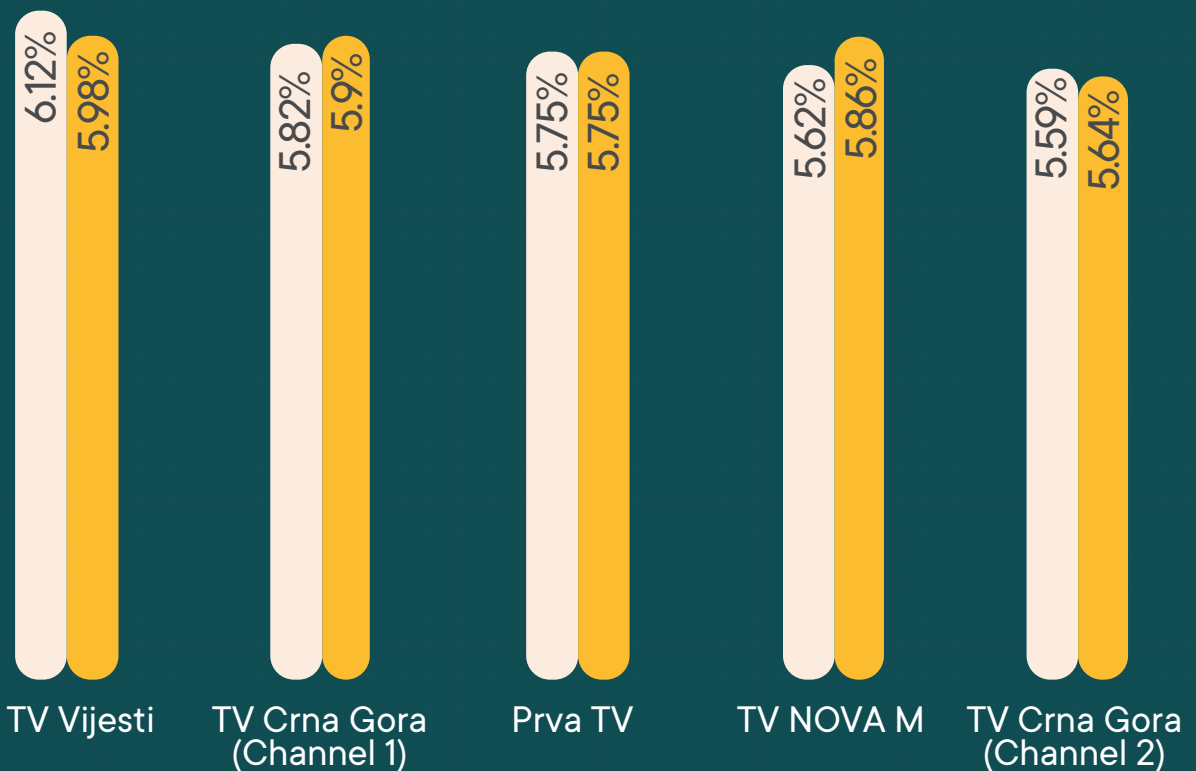
- TV Vjesti
- TV Cma Gora (1 program)
- TV NOVA M
- Gradska TV
- Prva TV
- TV Cma Gora (2 program)
- TV Pink Montenegro

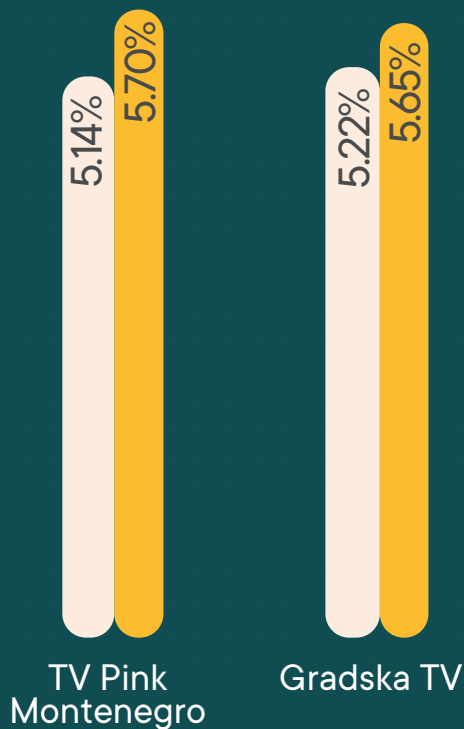


Citizens were asked the following question: “Imagine a situation where you pay a monthly subscription of 5 EUR to each of the national TV channels. What would you say about the following TV channels in such a situation? The price I pay for this TV channel is more than I expect to pay for the program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

## Willingness to pay a subscription of 5 euros?

■ June ■ November





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. There is a slight, statistically insignificant change in this category.

RTCG 1 is recognized as a TV station that is not vulgar, that has a program of constant quality, that it is a TV station with a long tradition, TV station with a recognizable program, TV station that is getting better and better, that is reminiscent of the world's biggest televisions and that is showing the best that Montenegro can offer (guests, themes, events). There are slight oscillations regarding the perception of these claims.

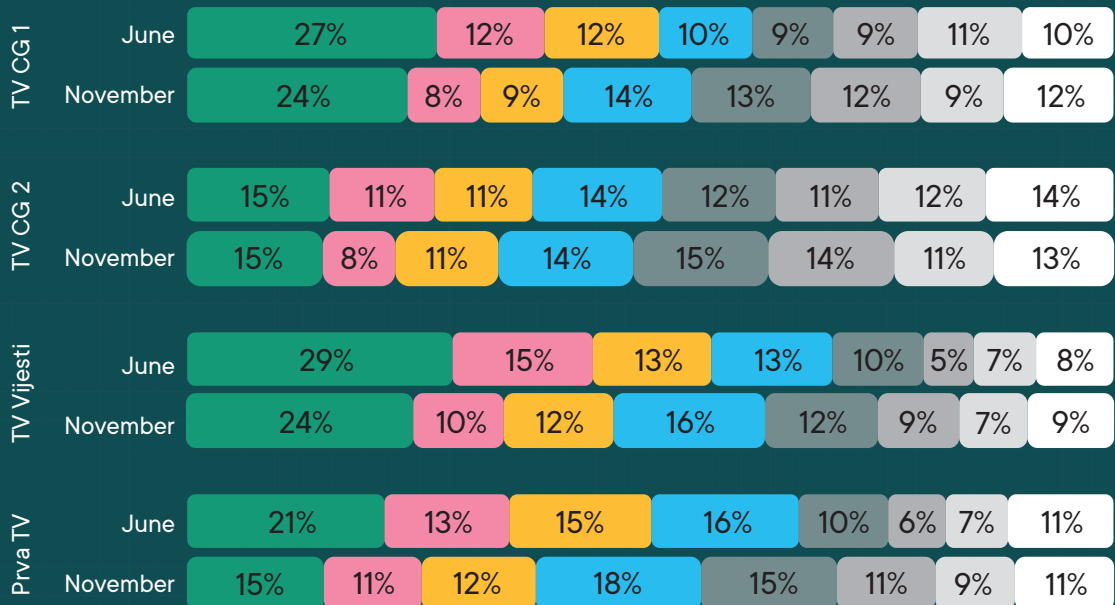
In the previous research, every fourth citizen believed that TVCG is a TV station that is under strong political influence. This perception had the biggest change and fell from 24.9% to 8.9%.

Additionally, the perception that RTCG is a TV station that "shows only one side" dropped from 16.2% to 9.3%. Finally, the perception of objectivity increased from 13.4% to 17.4% and RTCG currently ranks first in this category.

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

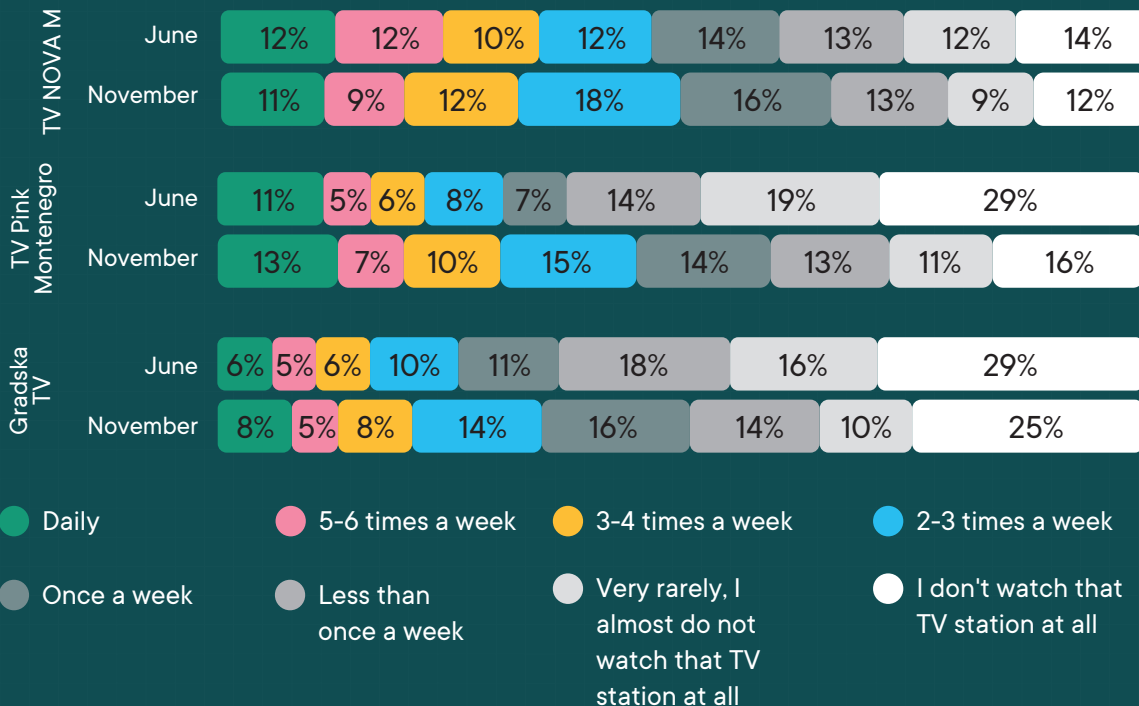


We asked the citizens how important it is for them personally which TV station they watch. **The average rating of importance on a scale from 1 to 10 was 6.34 in June, while in November it is 6.04. This represents a continuation of the decline in the importance of TV stations among citizens.**





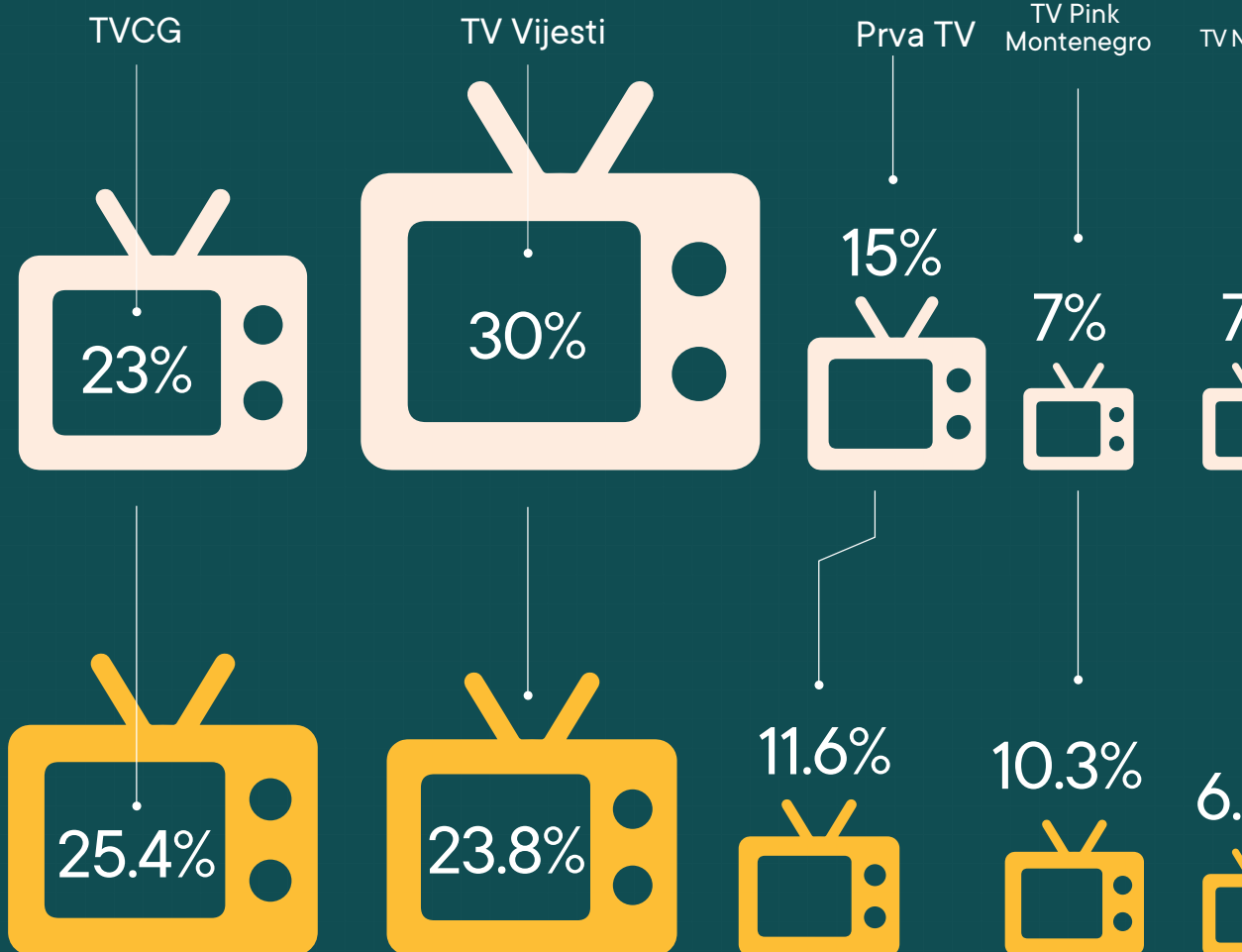
About 24% of citizens follow RTCG on a daily basis, which is a slight decrease of 3 percentage points compared to the previous research. Compared to other TV stations, RTCG is by all parameters the second most frequently watched TV station in Montenegro.

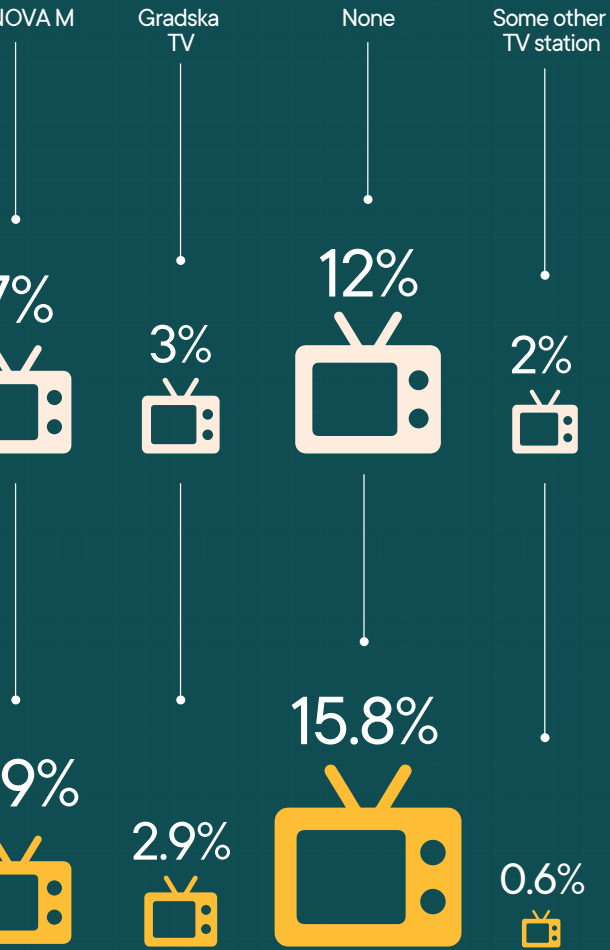




## Which domestic TV station/ program do you watch the most?

■ June ■ November





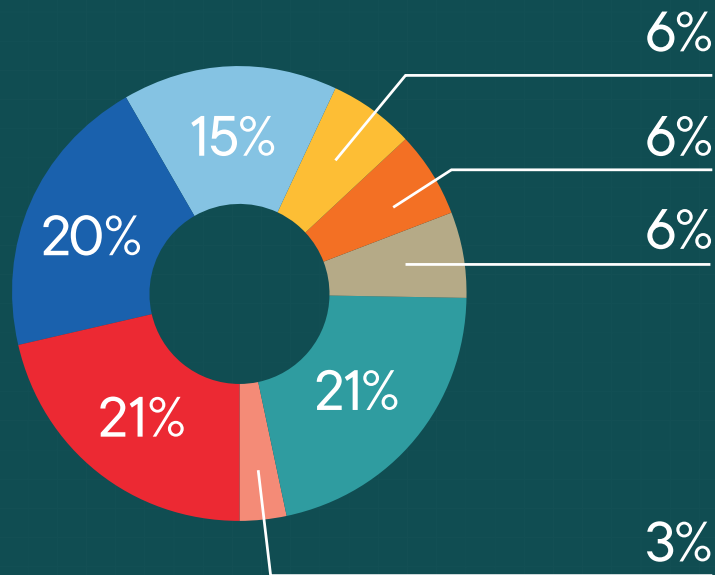
When asked which TV station/program they watch the most, 25.4% of citizens stated that it is TVCG. This represents an increase of 2.4 percentage points compared to the previous survey, and due to the viewership drop of their closest competitor, RTCG ranks first according to this parameter.



Also, more than 23.3% of respondents said that TVCG is their favourite TV station, and with that share, TVCG took first place. This is an increase of 2.3 percentage points compared to the June 2022 survey.

## What is your favorite TV station?

### June

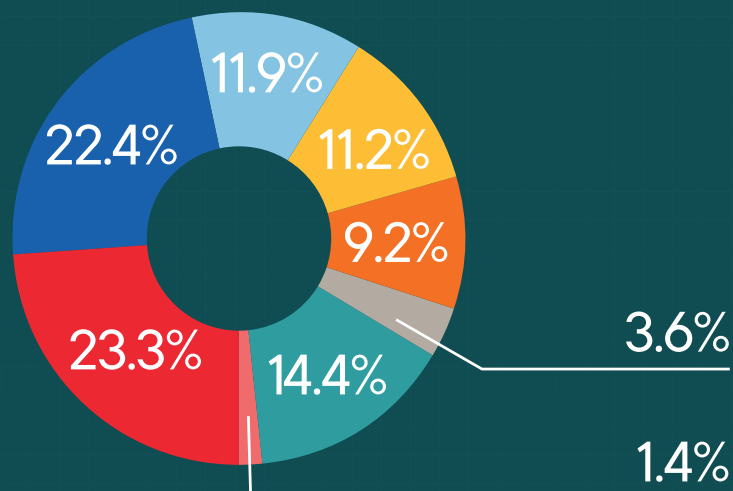


The main reasons why TVCG is most often watched are a diverse program, fast broadcasting of news and information, and the habits of viewers.

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

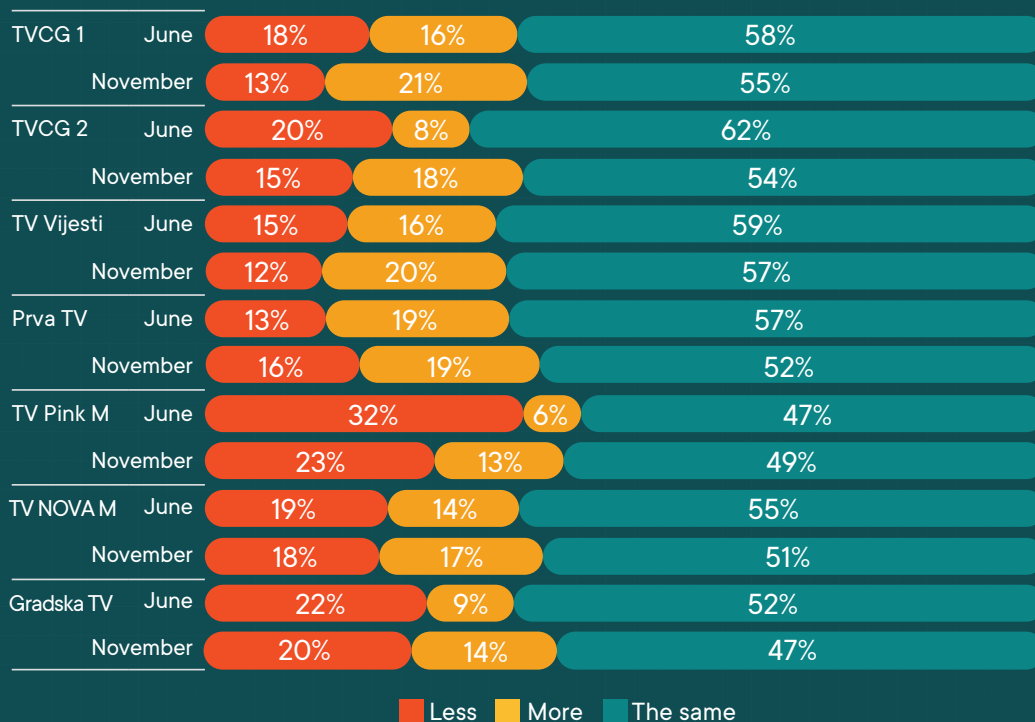
The trend of increasing the percentage of citizens who watch TVCG continues, while the number of those who don't watch this TV station often is decreasing.

## November





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





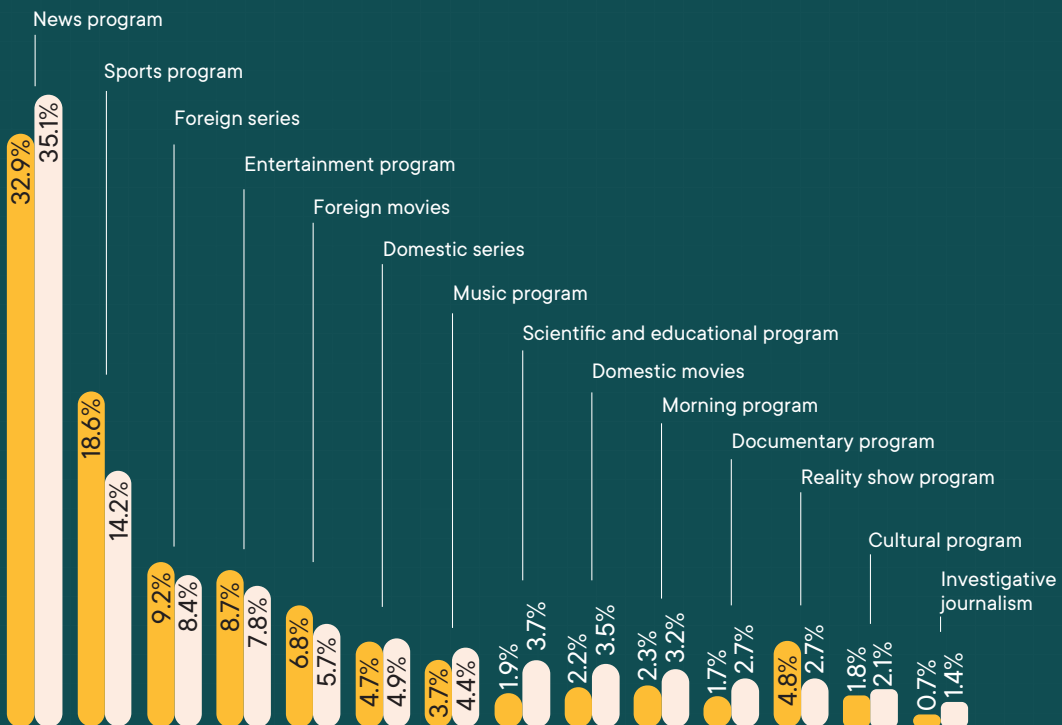
Informative programs and news are still the most important type of programs for the largest number of citizens, although the importance of this part of the program decreased by a little over 2 percentage points.

Citizens believe that TVCG has the best morning, documentary, scientific, educational, cultural, and sports programs. According to this research, TVCG also has the best investigative journalism. Compared to the June survey, there is an increase of 6 percentage points in this segment.

On the other hand, citizens are not satisfied with the quality of the entertainment program on TVCG, although an improvement was noticed in this segment as well. (Table shown in the Annex to the Report)

## What type of program is most important to you personally?

■ June ■ November

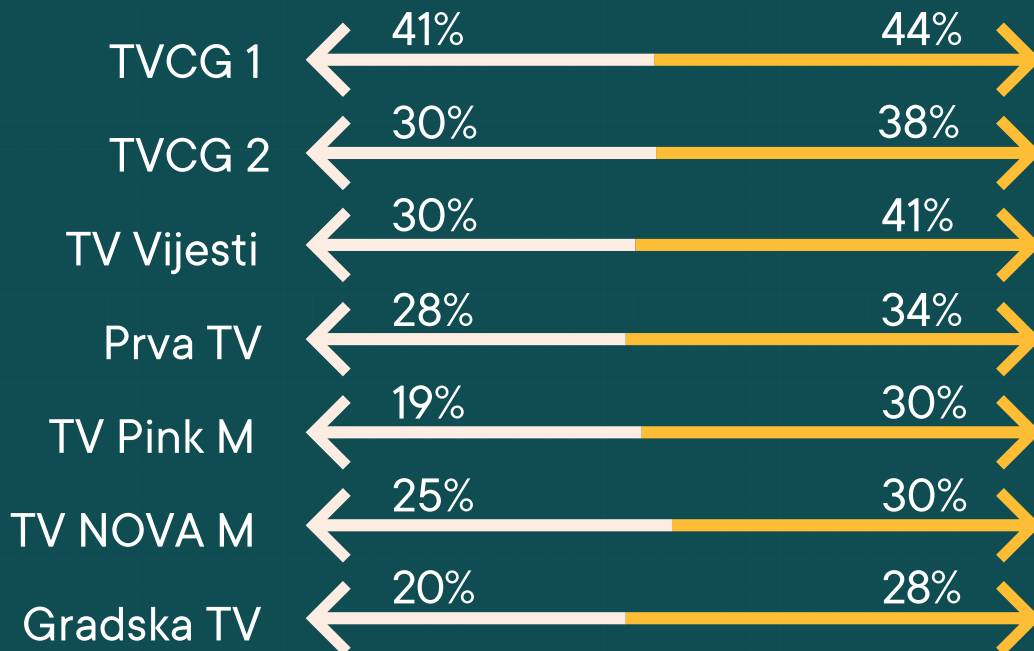




When we compare these results with the ones from 2020, as well as with those from the June survey, the largest number of citizens noticed some changes on TVCG 1.

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

■ June ■ November

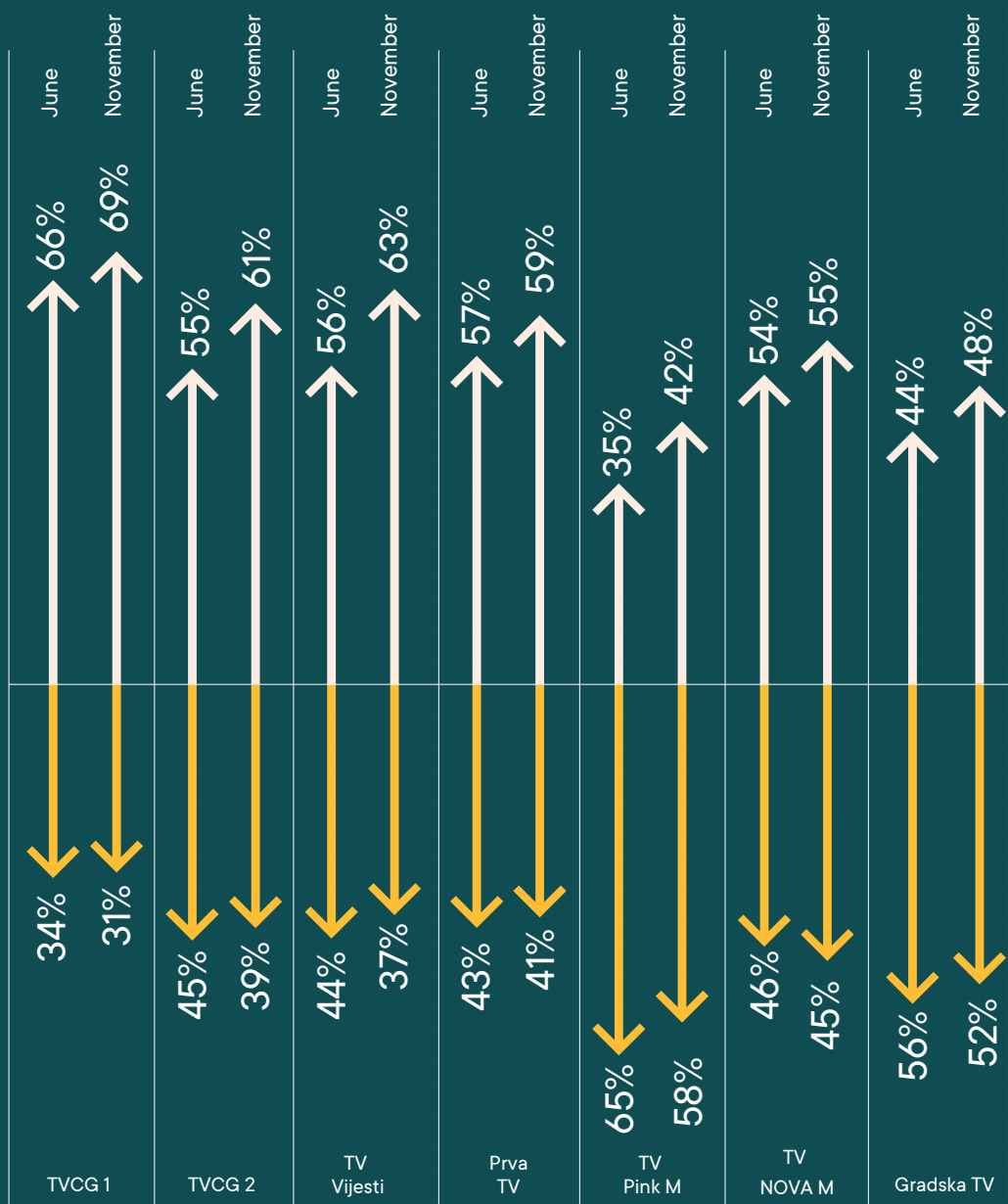




Among citizens who said that they had noticed some changes on TVCG, 69% felt they were for the better, which is an increase of 3 percentage points compared to the June survey.

## Are these changes for the better or for the worse?

■ For the better ■ For the worse

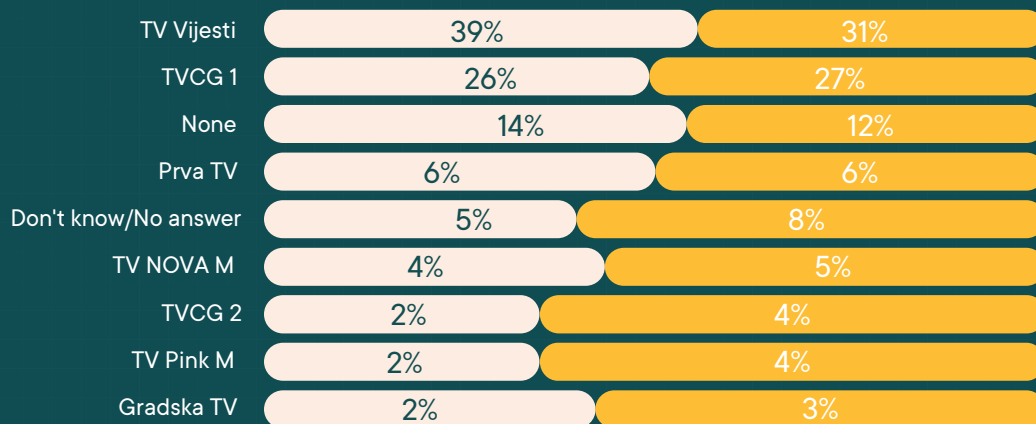




When there is an important event, Montenegrin citizens still most often watch TV Vijesti (31%), while TVCG 1 is in second place (27%). According to this parameter, the trend of reducing the difference between TV Vijesti and TVCG continued, and the same was noted during the previous research.

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

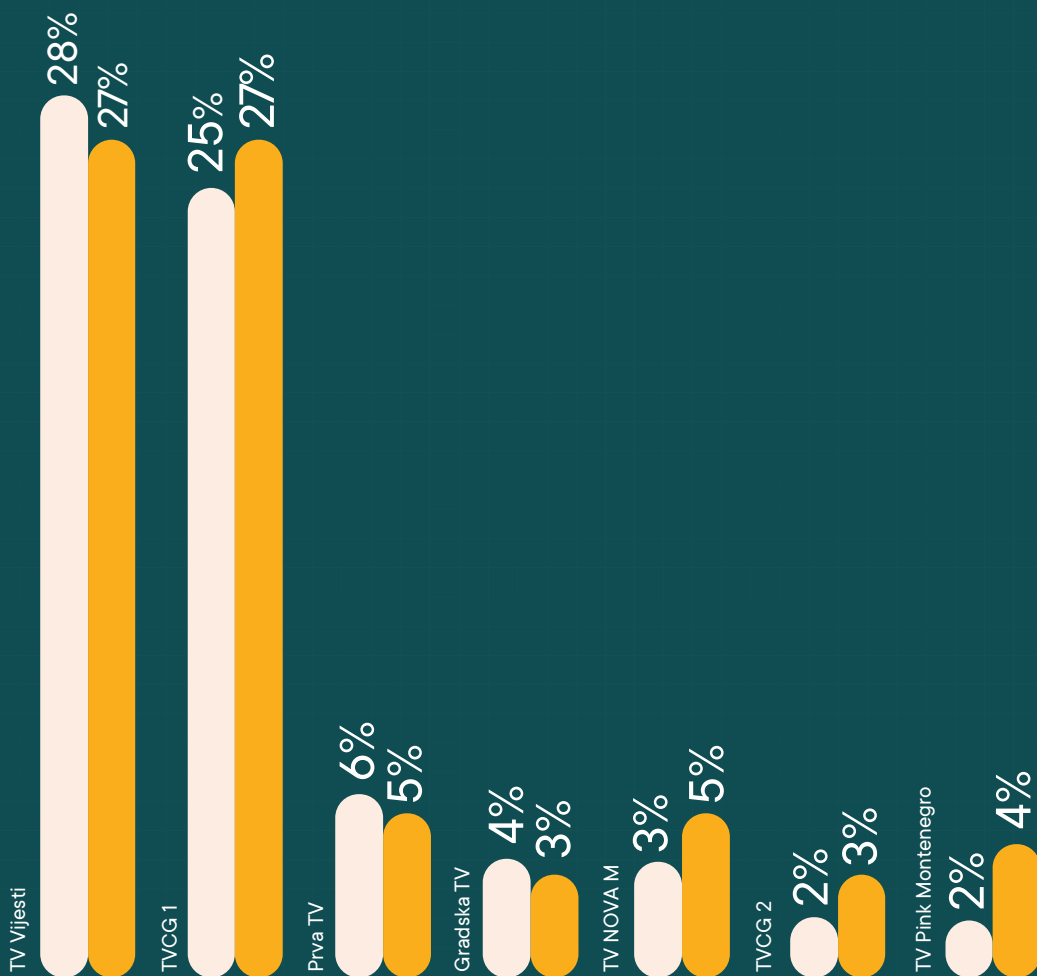
■ June ■ November



On the key question, which TV station do you trust the most, TV Vijesti and TVCG now share the first place with 27% of the trust. Compared to the June survey, TV Vijesti lost 1 percentage point, while RTCG gained 2 percentage points.

## Which TV station do you trust the most?

■ June ■ November

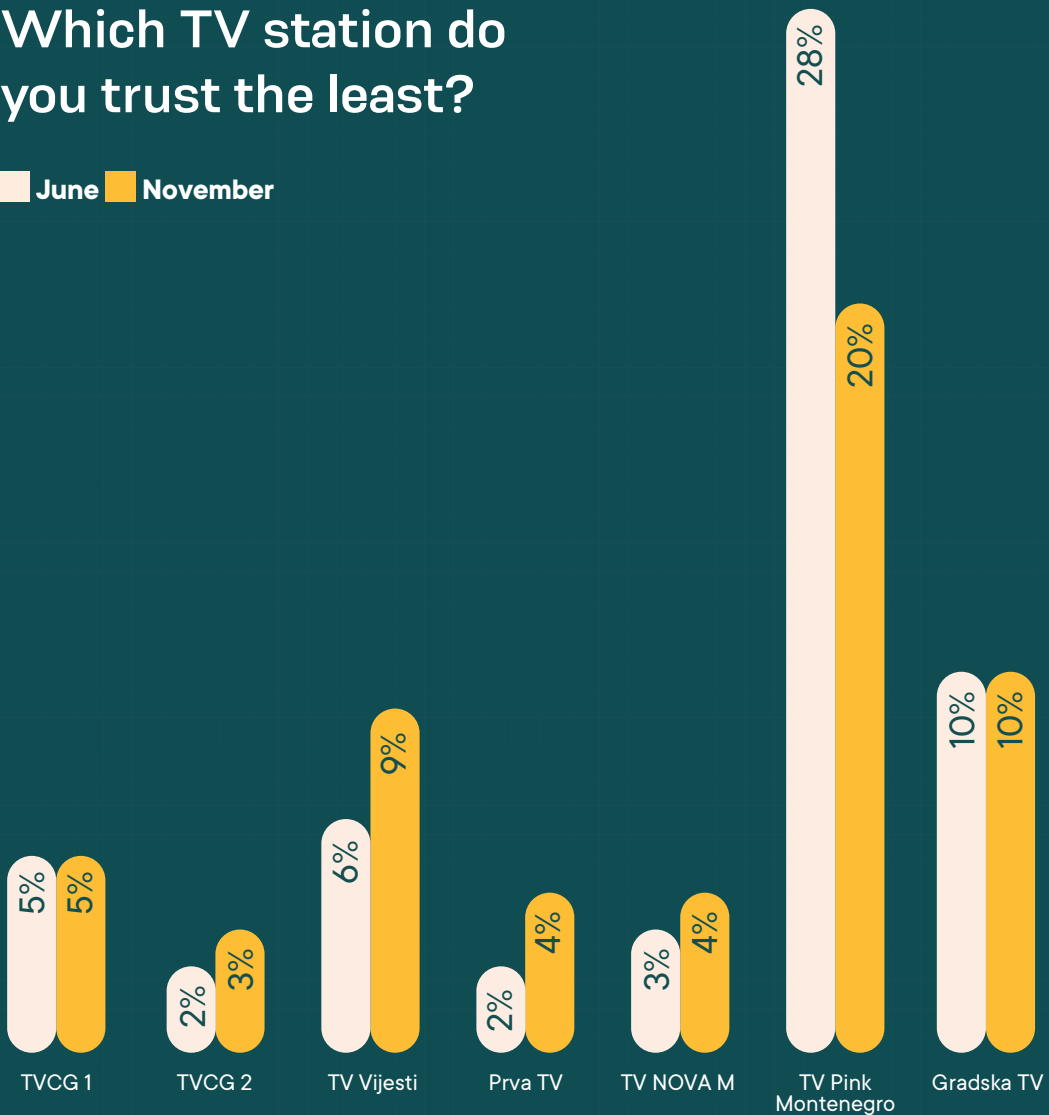




On the other hand, distrust in the TVCG 1 and TVCG 2 programs remained relatively the same, at the same level as in June 2022, unlike the situation from 2020 when we had a drop from 15% to 5%.

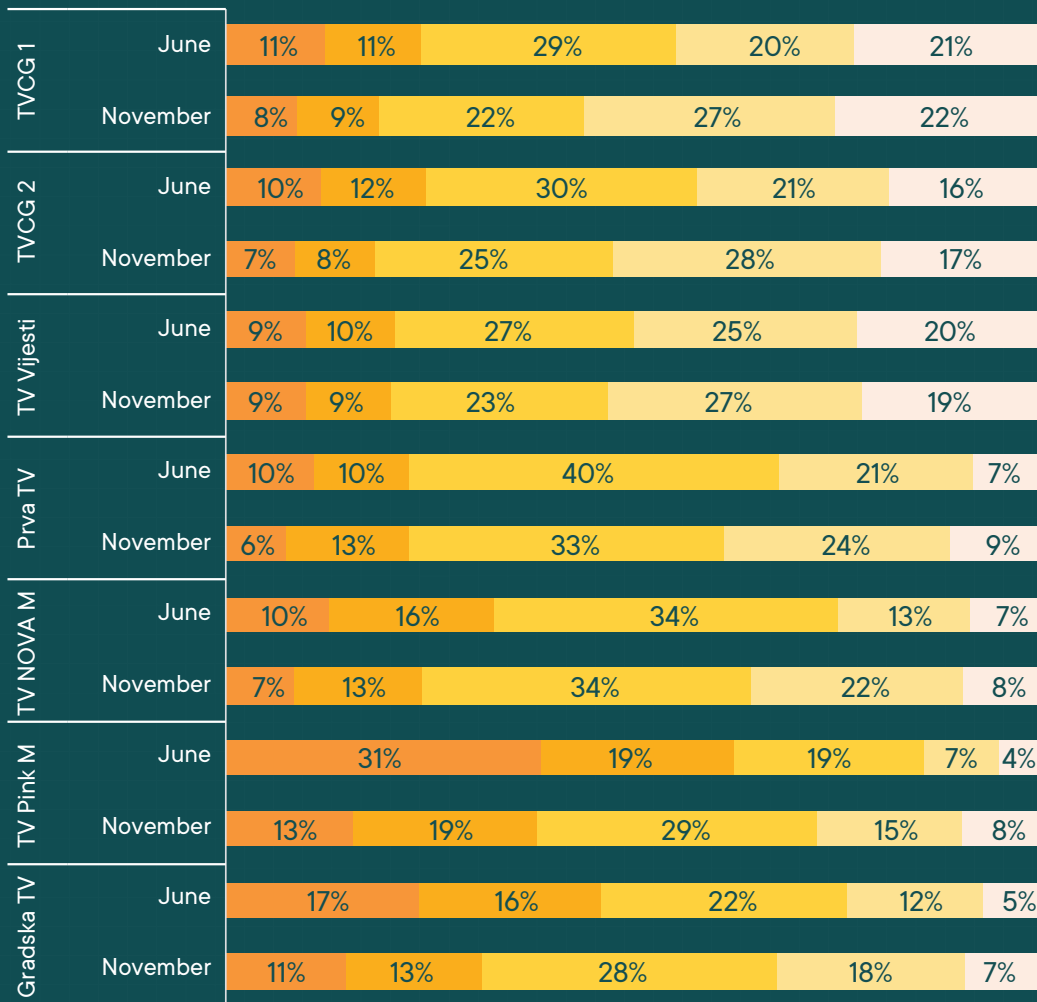
## Which TV station do you trust the least?

■ June ■ November



Cumulatively, 49% of respondents to a large extent believe in the accuracy and objectivity of the information that can be heard on TVCG 1. This represents an increase of 8 percentage points compared to June and positions TVCG in the first place.

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

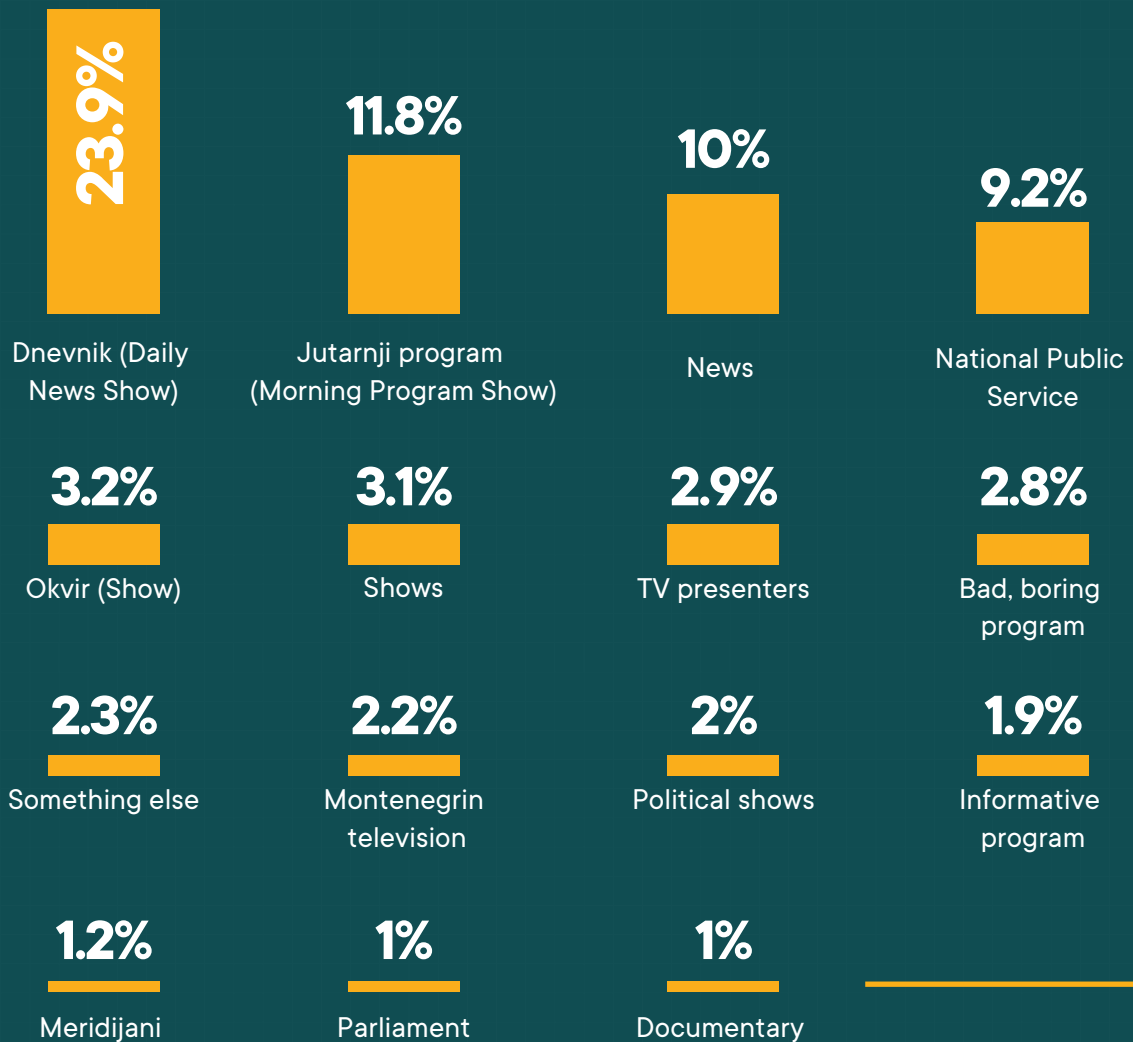


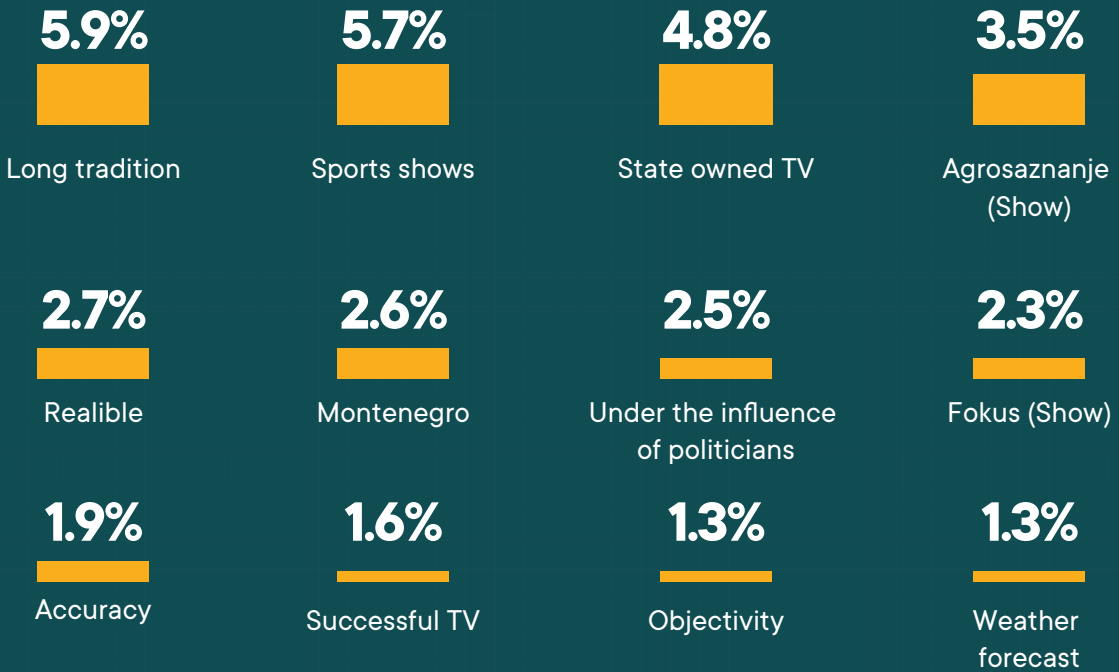
● Not at all ● Very little ● To a medium extent ● Pretty much ● Very much



There is a continuing trend that Dnevnik (Main Daily News Show) and Jutarnji Program (Morning Program) are still the first associations of Montenegrin citizens when they hear about TVCG1.

## What is the first thing that comes to your mind when RTCG 1 is mentioned?

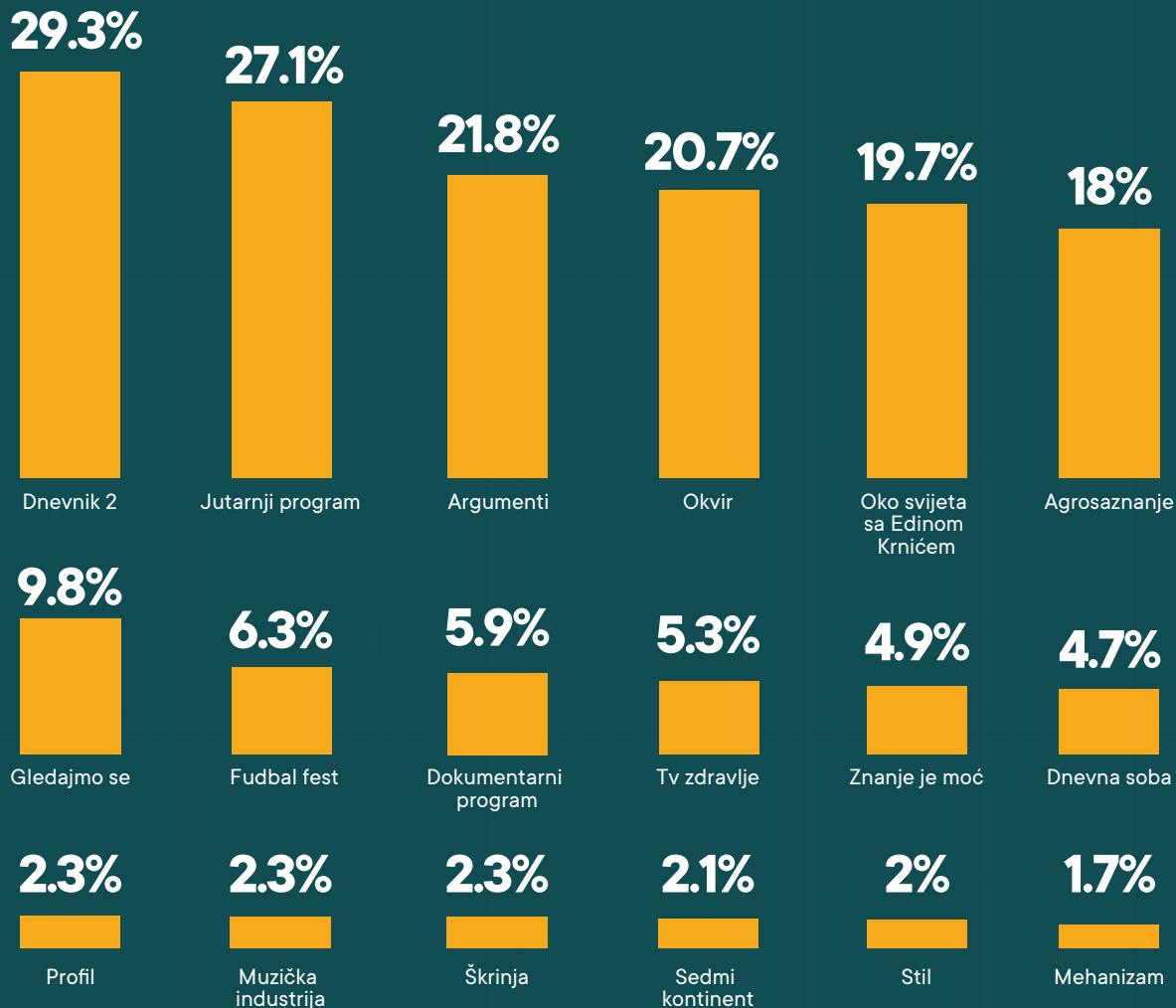




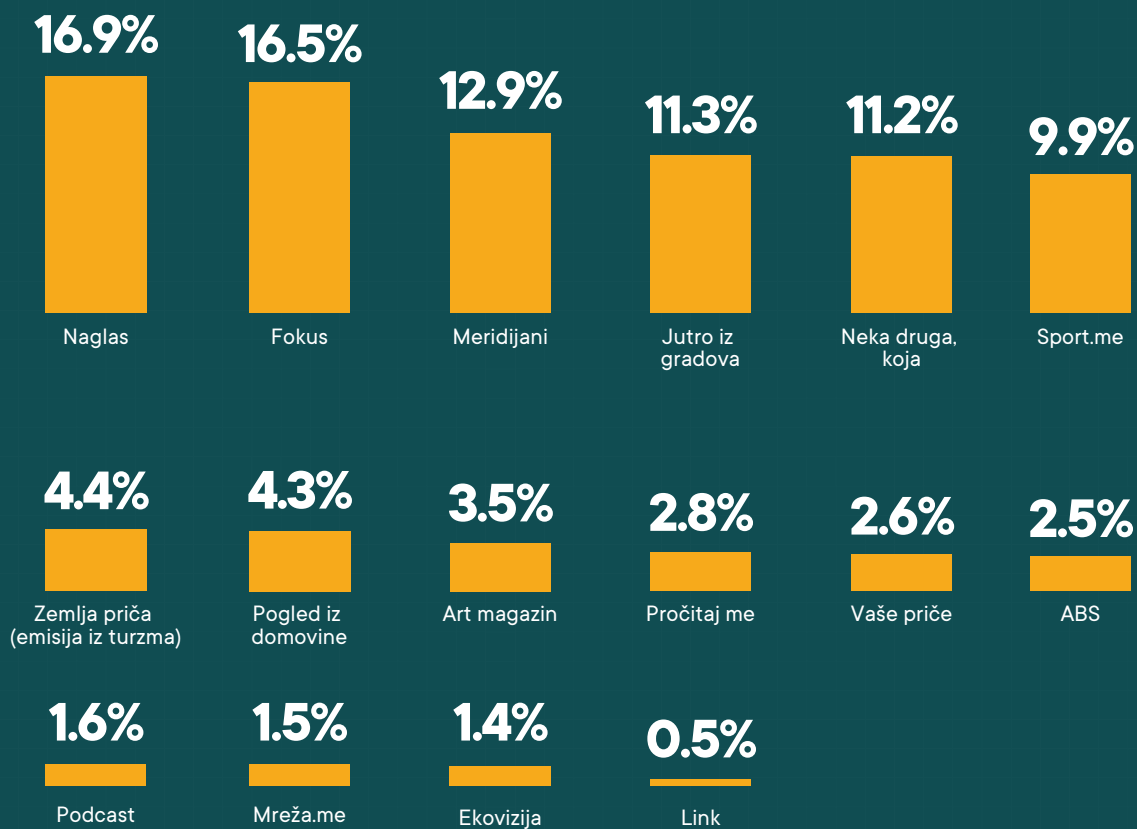


Respondents stated that Centralni Dnevnik (Main Daily News Show), Jutarnji Program, political show programs like Argumenti and Okvir, as well as travel show Oko Svijeta Sa Edinom Kričićem are shows/programs that represent the essence of the RTCG program offer. Compared to the June survey, Centralni Dnevnik took first place from Jutarnji Program, and Argument took the position of Okvir.

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





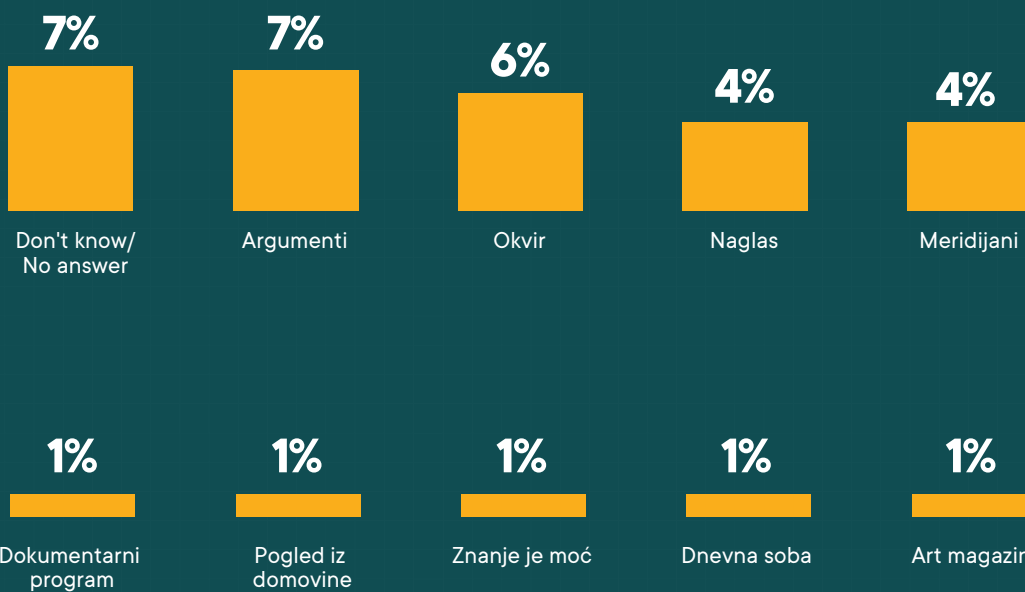




The travel show *Oko Svijeta Sa Edinom Krnićem* is the favourite TV show of every tenth citizen of Montenegro.

## Which of these RTCG shows is your favorite?



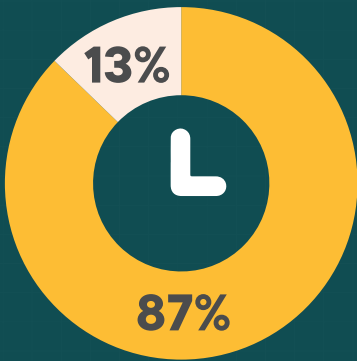




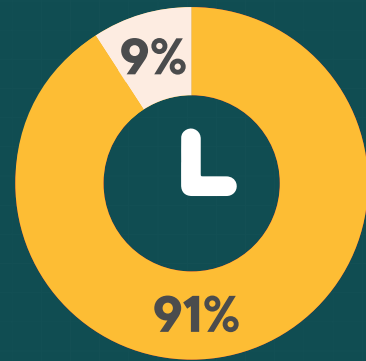
A significant majority of respondents believe that the broadcast time of their favourite show is adequate.

## Is the airing time of your favorite show adequate?

June



November

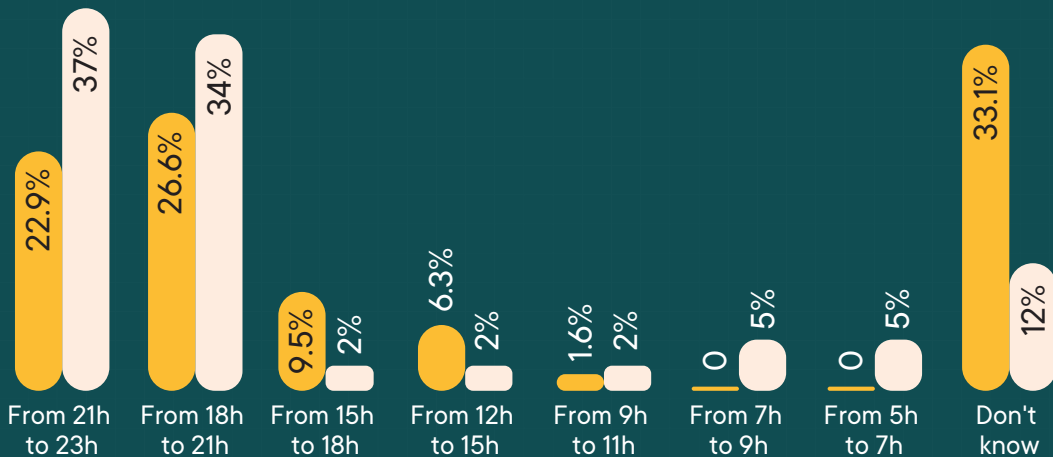


No Yes

Almost 1/3 of respondents do not have a specific preferred time for broadcasting.

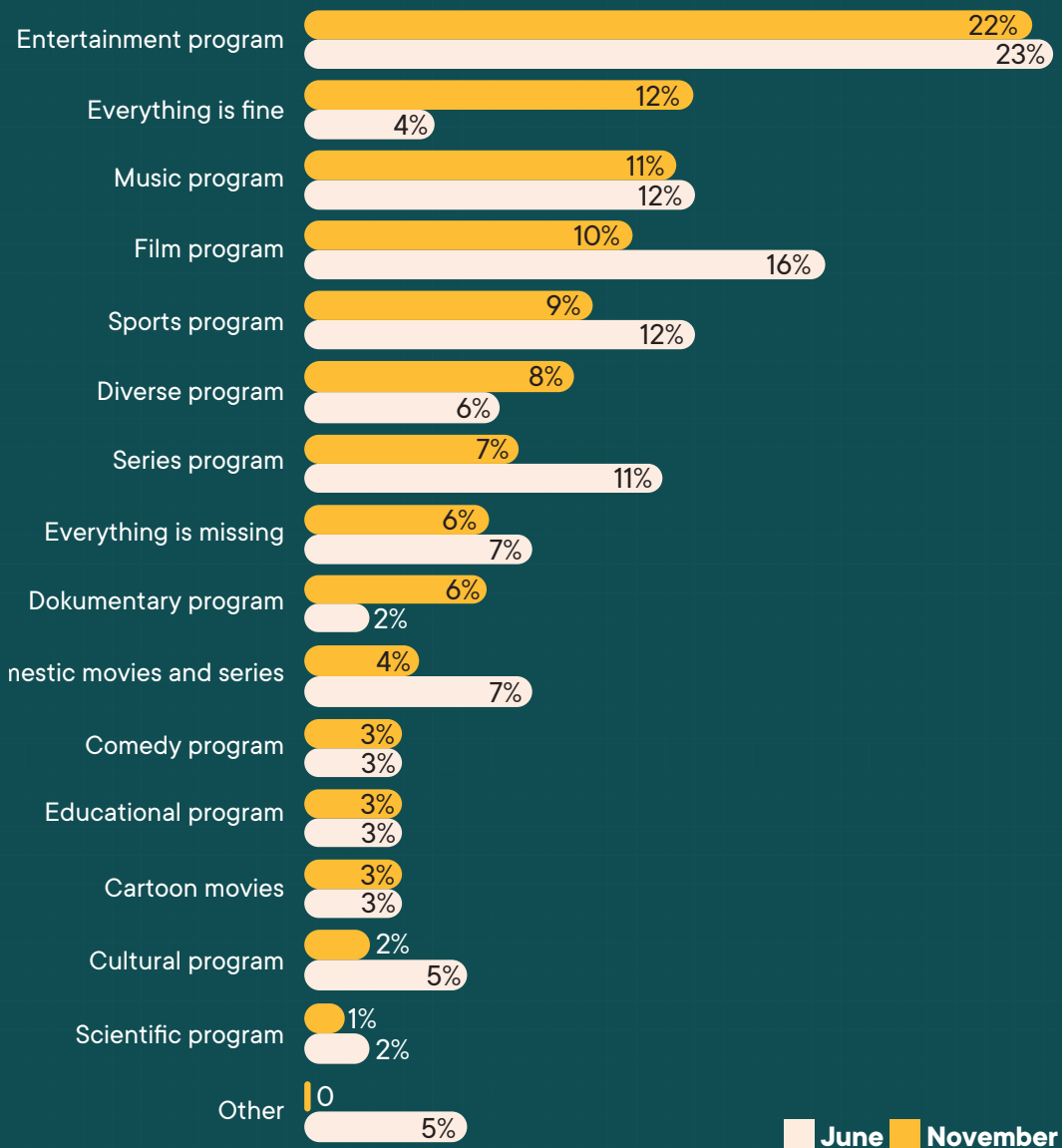
## Preferred airing time of TV shows:

June November



The majority of citizens still believe that RTCG 1 lacks the entertainment program the most. It is noticeable that according to most parameters, the percentage of citizens who said that they lack some certain type of program is decreasing, while the percentage of citizens who think that everything is fine has increased three times.

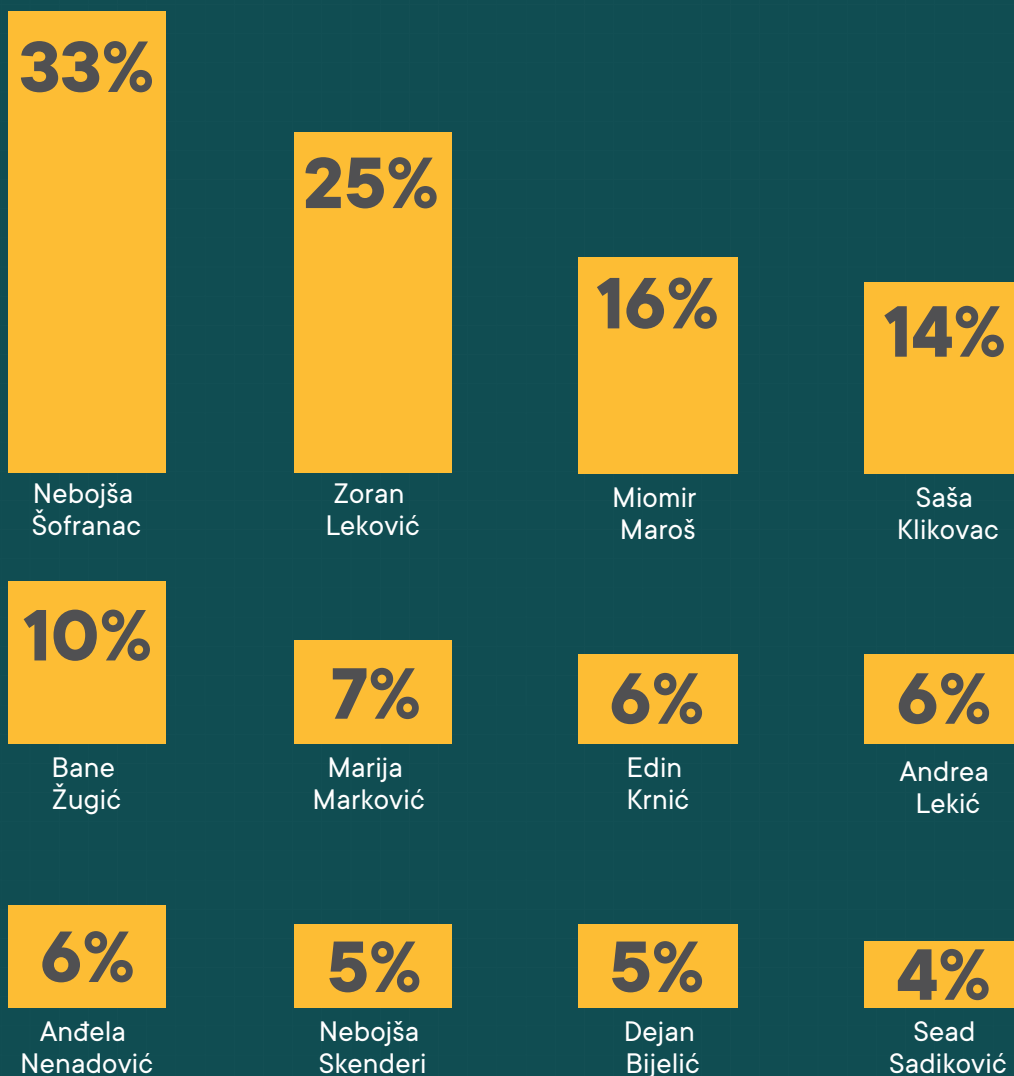
## In your opinion, what sort of programs is missing when it comes to RTCG 1?





Citizens of Montenegro perceive journalists Nebojsa Sofranac and Zoran Lekovic as the most prominent RTCG1 personalities, while in third place is Mimir Maros who replaced Sasa Klikovac.

## Who is, in your opinion, the most prominent journalist or presenter of RTCG 1?



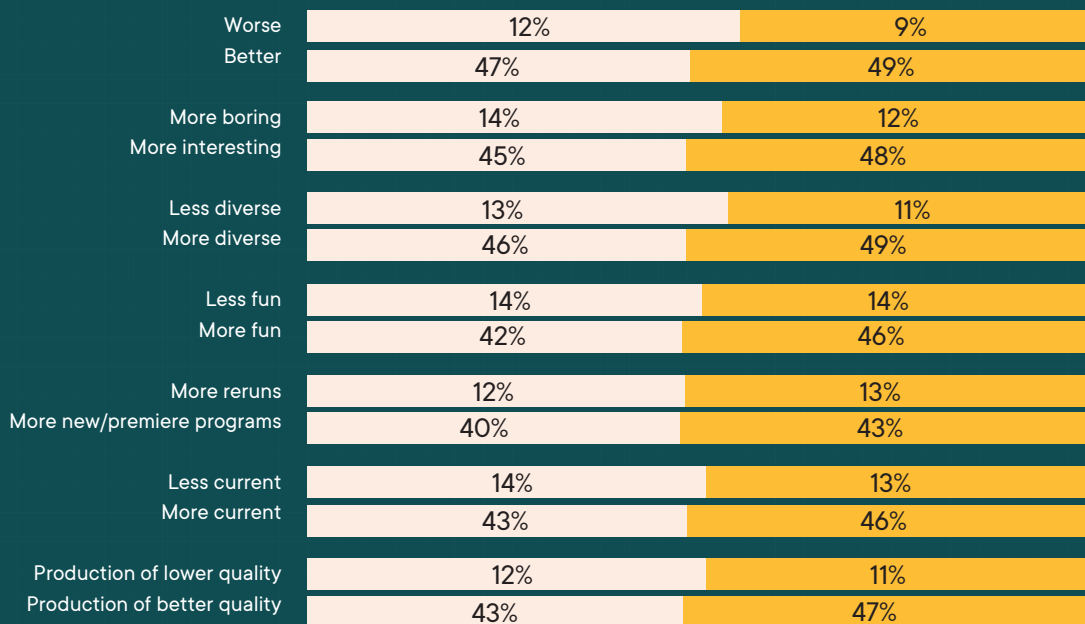
**4%**Ivan  
Maksimović**3%**Duška  
Pejović**3%**Sabrija  
Vulić**2%**Biljana  
Stanković**2%**Milica  
Stijepović**2%**Isidora  
Sekulić**2%**Boris  
Šarančić**2%**Sandra  
Rmuš Gegović**2%**Tijana  
Mišković**1%**Dajana  
Golubović**1%**Damir  
Ramović**1%**Maja  
Kovačević**1%**Dragana  
Mrkić**1%**Danijel  
Garić**1%**Bojan  
Terzić



When we compare these results with those from June, we can see that 49% of respondents believe that the RTCG 1 has higher quality program today than a year ago, which is 2 percentage points more than before. Additionally, the percentage of citizens who consider the program to be worse decreased from 12% to 9%.

## RTCG 1 program is today..... than a year ago?

■ June ■ November

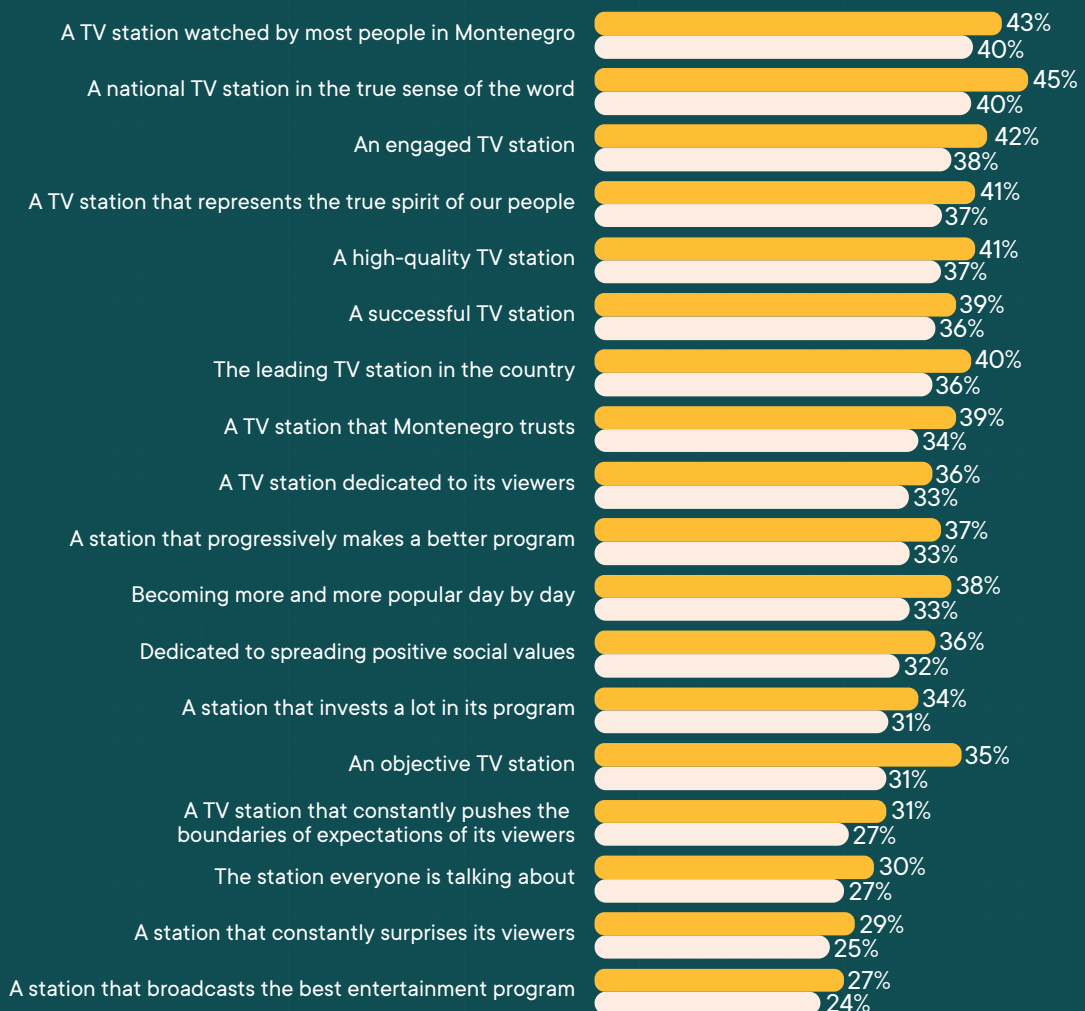




Citizens recognize RTCG as a TV station that is watched by most people in Montenegro, and the majority of them consider it a national TV station. The perception of this TV station has improved by 3 to 5 percentage points according to all mentioned parameters. (Most parameters in 2020 ranged between 25% and 30%)

## In your opinion, to what extent is RTCG 1...?

■ June ■ November

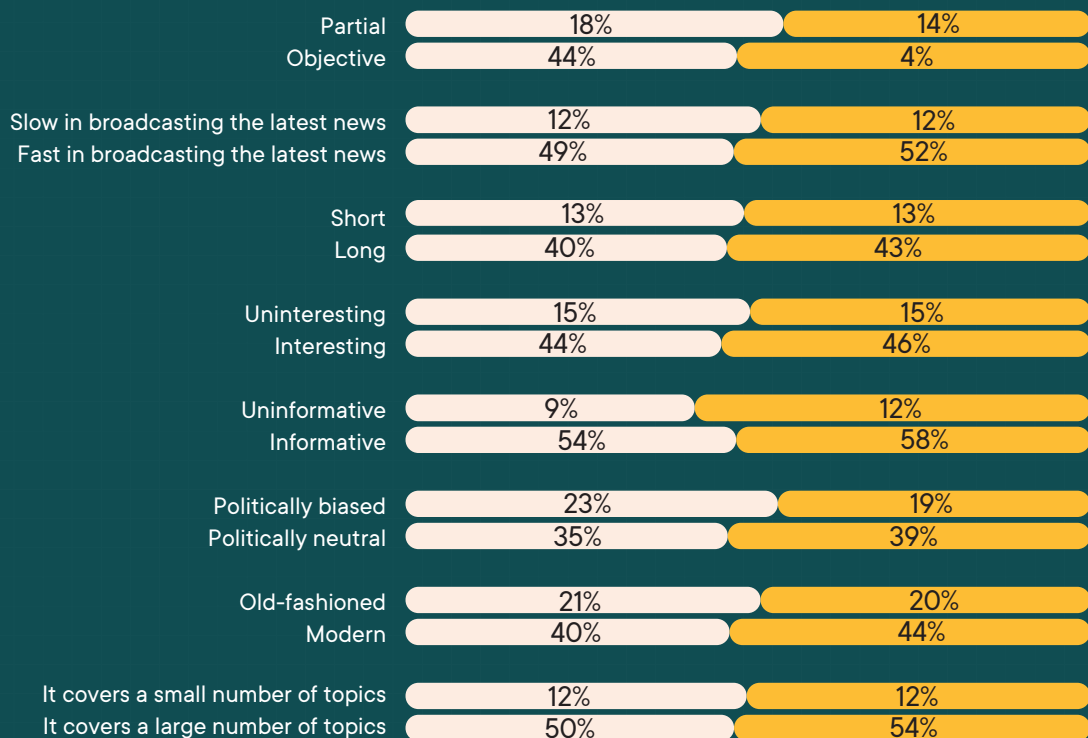




Dnevnik RTCG (Main Daily News Program) is recognized as objective, fast in transmitting news, long, interesting, informative, politically impartial, modern, and a program that covers a large number of topics. Compared to the research from June 2022, there is an improvement in the perception of all parameters.

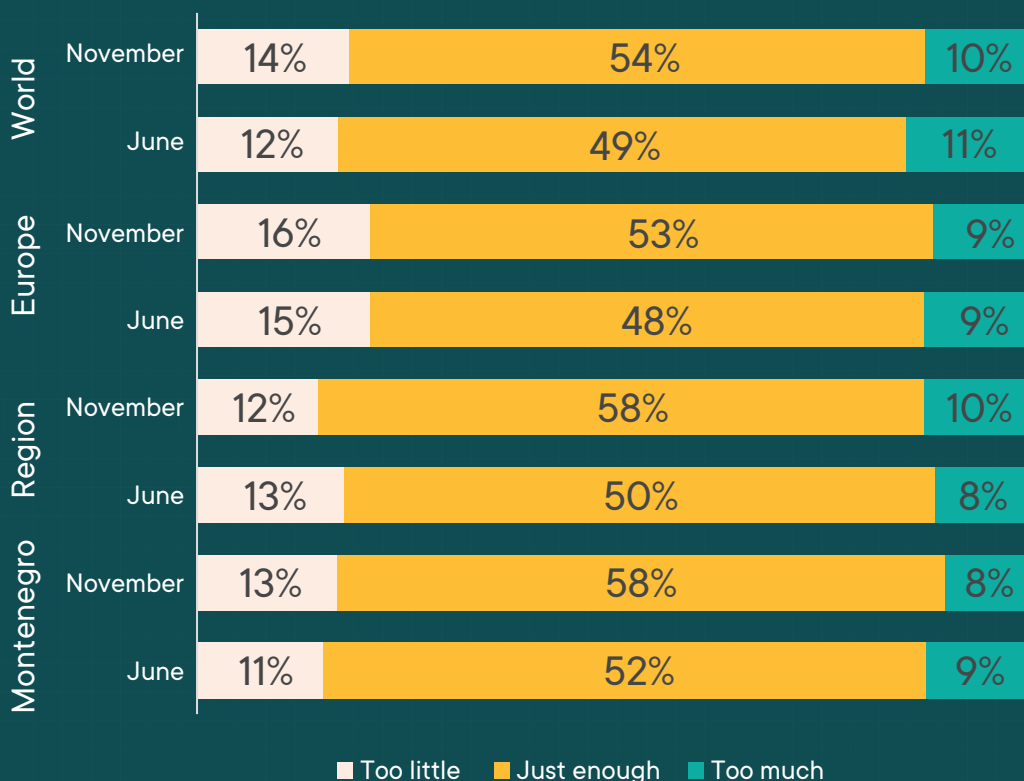
## Using the following attribute pairs, try to describe the RTCG DNEVNIK

■ June ■ November



Statistically, the percentage of citizens who believe that topics from Montenegro, the region, Europe and from around the world are adequately represented has increased significantly, with a relatively slight increase of those who want more world-related news and news from Montenegro.

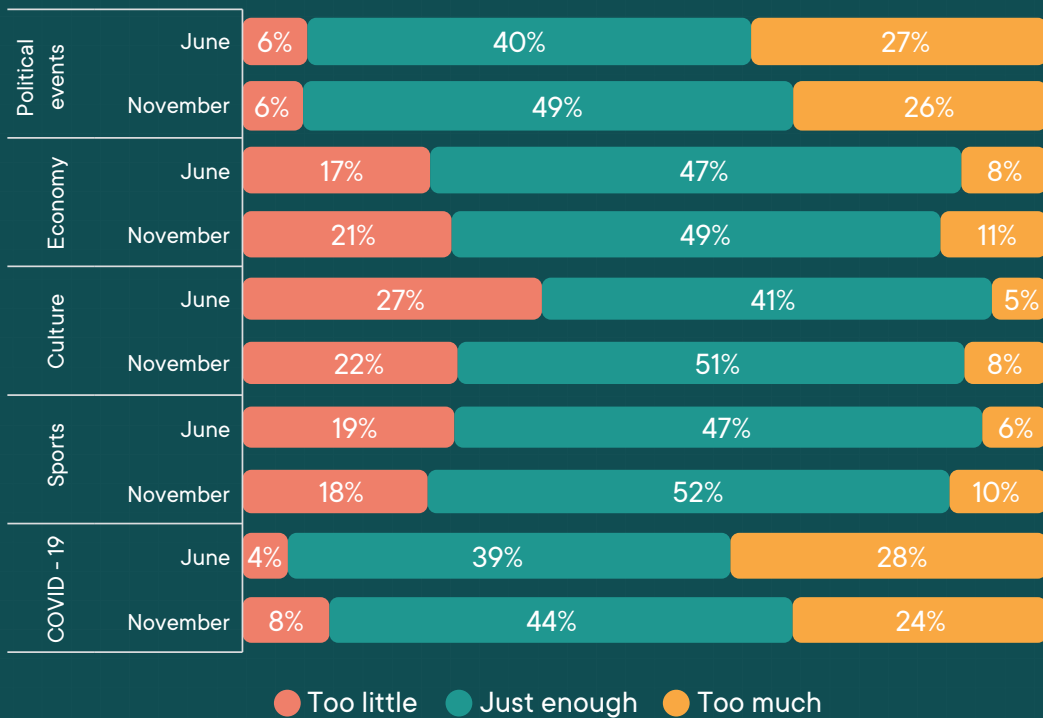
## Would you say that the RTCG DNEVNIK has too little, too much, or just enough news from...





In relation to the previous research, it is statistically apparent that the citizens stated that content related to politics, culture and sports has been adjusted.

## Would you say that it has too little, too much, or just enough news from...

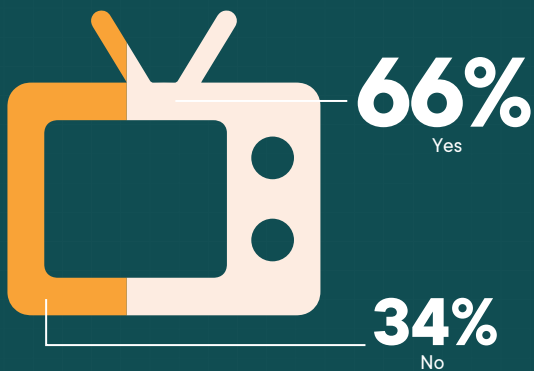


## → 05 Parliamentary Channel

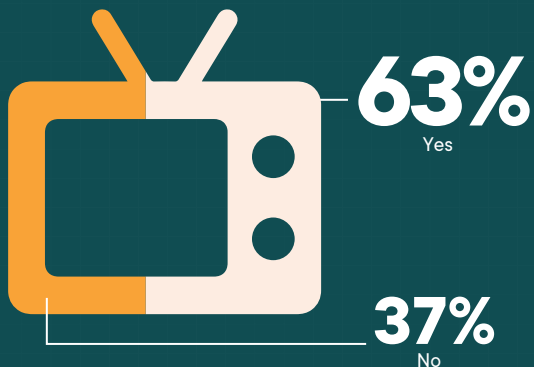
The citizens' familiarity with the fact that RTCG broadcasts the Parliamentary channel remained relatively the same.

### Are you aware that RTCG broadcasts the Parliamentary Channel?

June



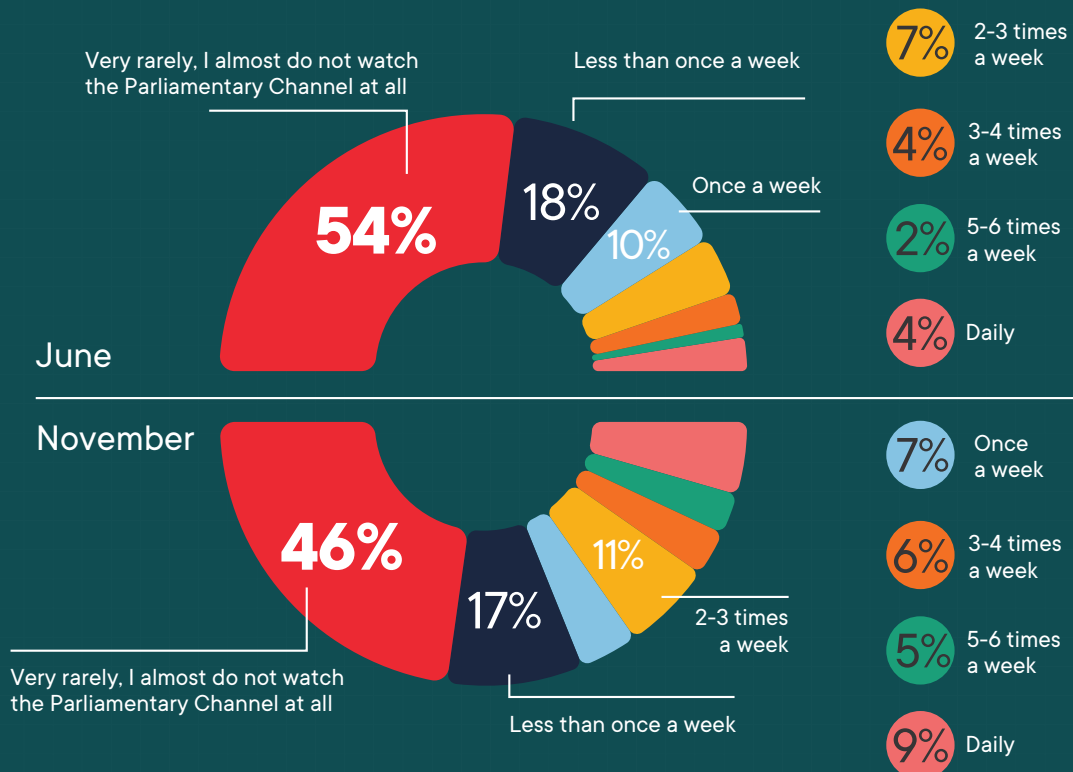
November





Regarding the research from June, the percentage of citizens who do not follow the parliamentary channel at all dropped by 8 percentage points. In addition, the number of citizens who follow this program daily and several times a week has increased.

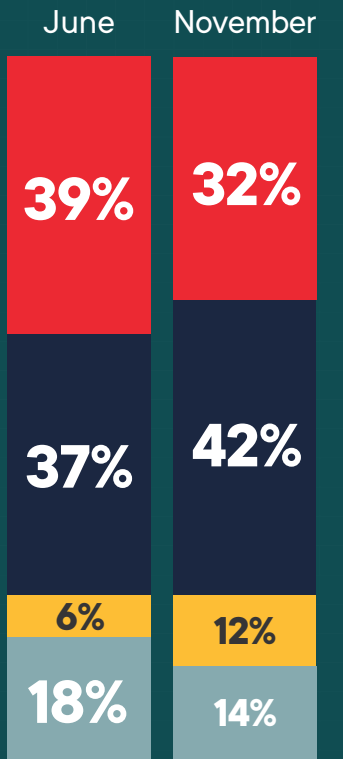
## How often do you watch the Parliamentary Channel?



Since the summer, the percentage of citizens who do not think that watching the Parliamentary Channel has increased their knowledge about the functioning of the parliament has decreased from 39% to 32%, and the cumulative percentage of citizens who have a positive attitude towards this issue has increased from 43% to 54%.

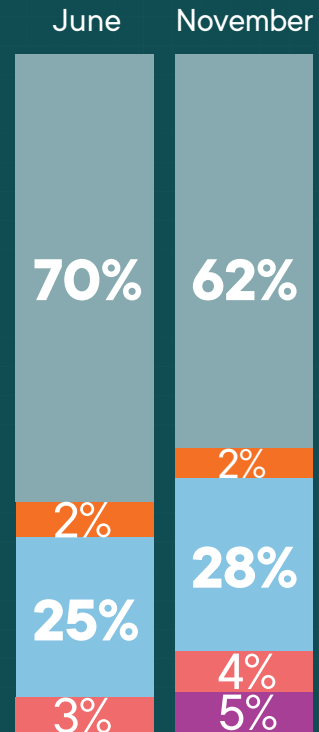
While 62% of respondents do not have an opinion on what they would like to see on the Parliamentary Channel, 28% would not change anything and 5% would like to see broadcasts of the Government of Montenegro sessions.

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



- Not at all
- Yes, moderately
- Yes, to a large extent
- Don't know/Don't want to answer

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



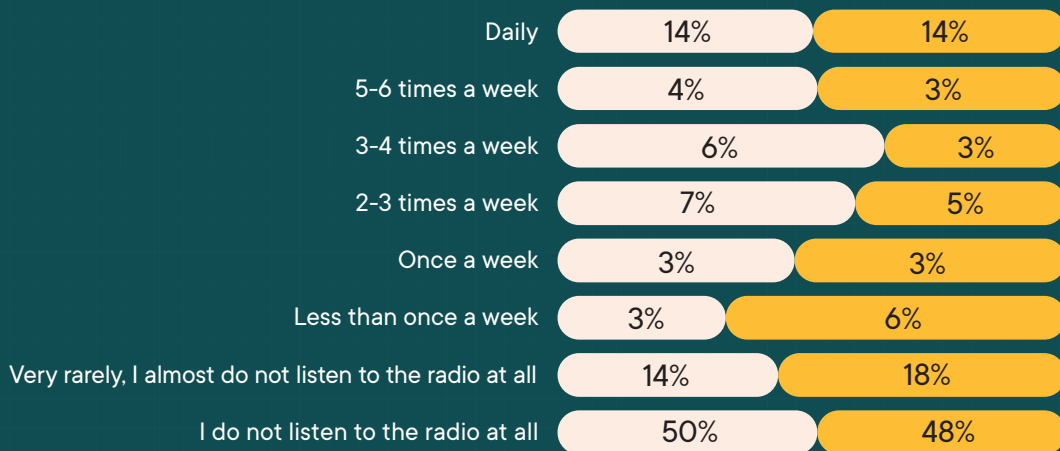
- Don't know/Without answer
- Interviews with politicians
- I would not change anything
- Political shows
- Government sessions

## → 06 Radio

In the past six months, it can be noticed that the intensity of listening to the radio among the citizens of Montenegro is in a slight decline. In November, less than a 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?

■ June ■ November

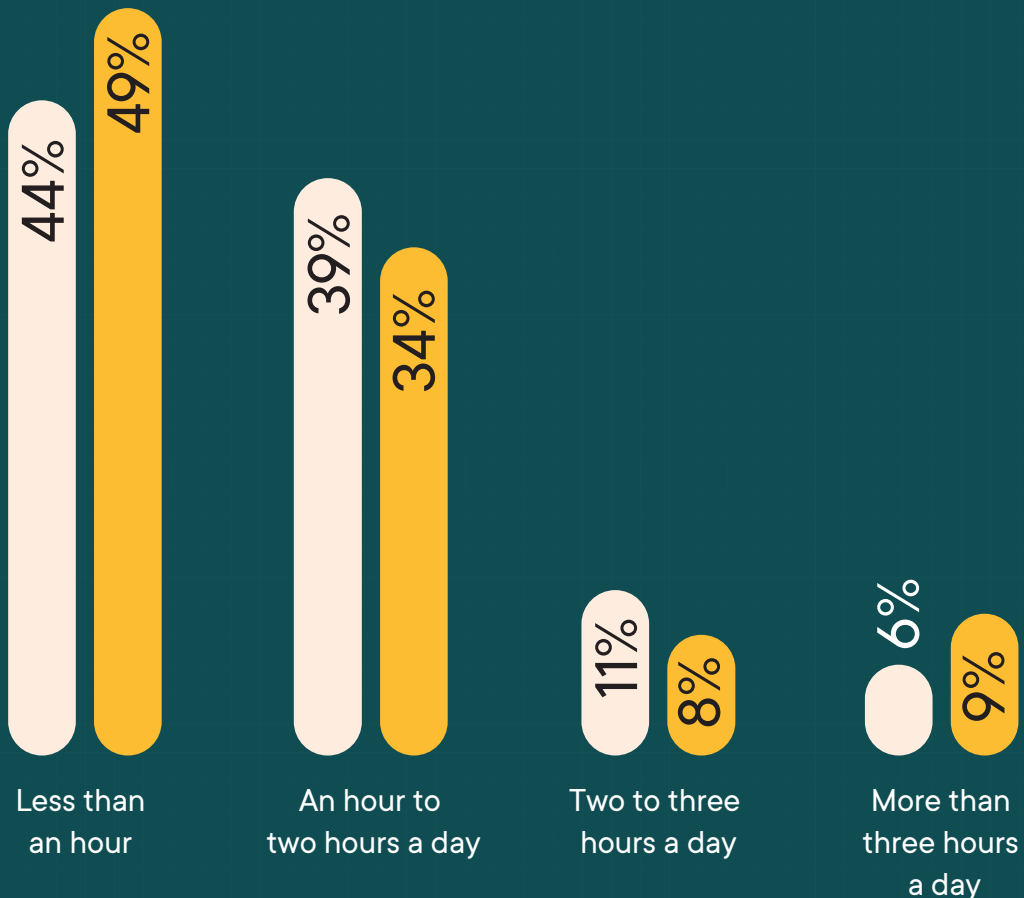




Among citizens who listen to the radio, there is a slight increase in the time they spend with this media.

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

■ June ■ November

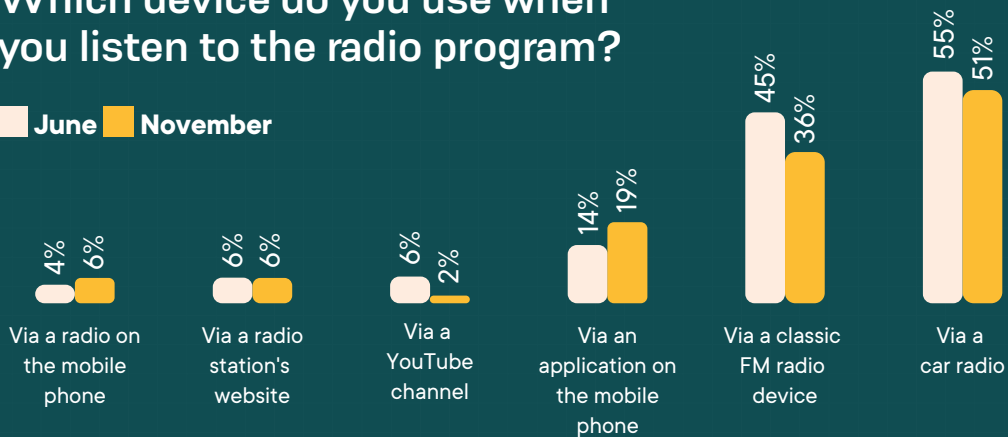




Citizens still most often listen to the radio through their car radio device and through the classic FM radio.

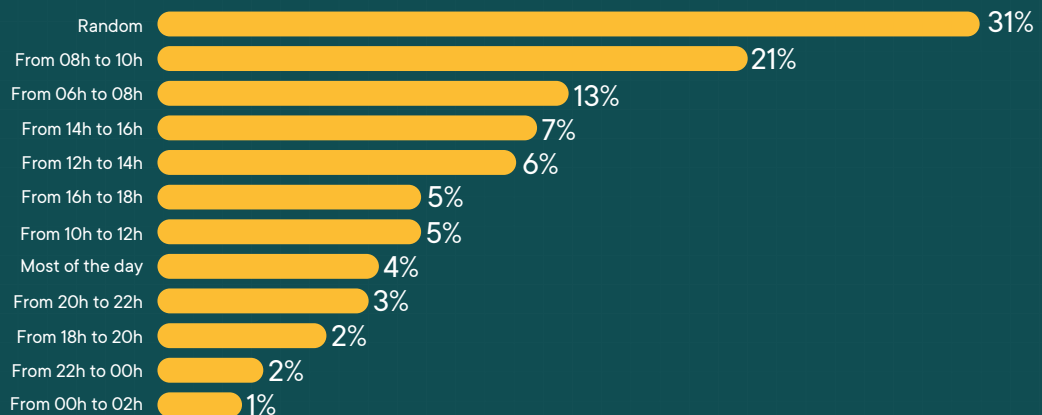
## Which device do you use when you listen to the radio program?

■ June ■ November



Almost 1/3 of citizens do not have a specific time for listening to the radio, while nearly 40% of them listen to the radio by noon at the latest.

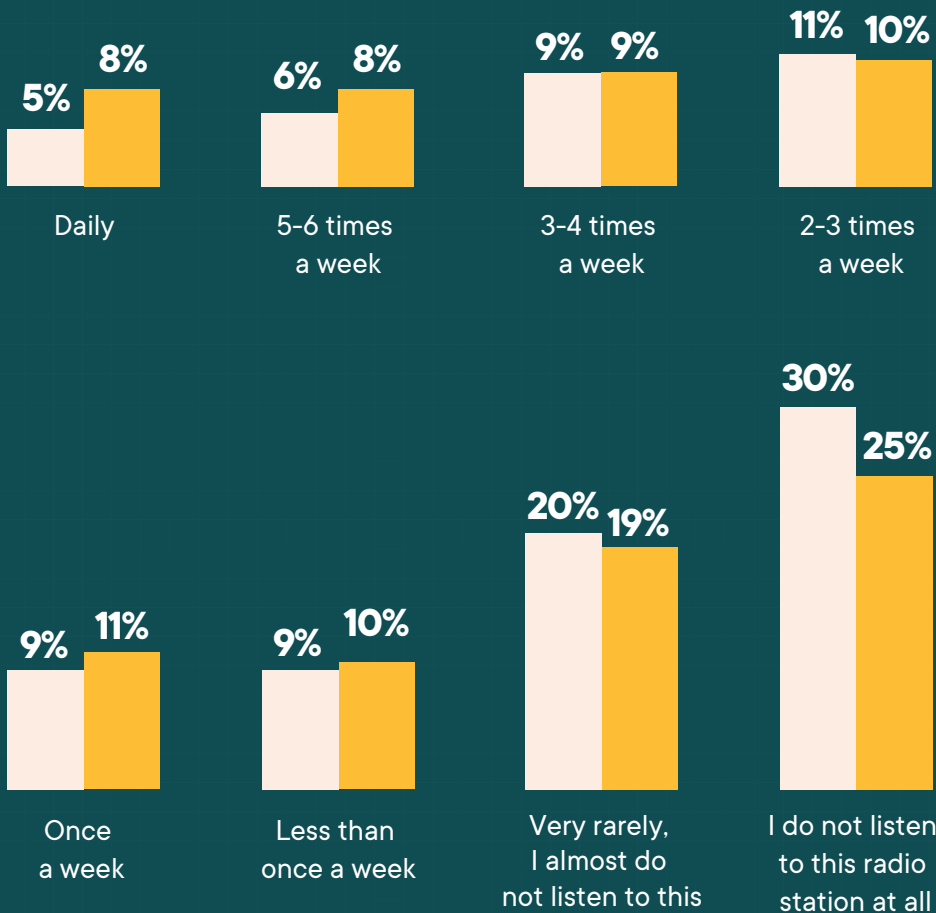
## At what time do you most often listen to the radio program?



When we compare these research results with the previous ones, we can see that the percentage of citizens who do not listen to Radio CG has decreased, while the number of those who listen to this medium several times a week has increased.

## How often do you listen to the Radio CG?

■ June ■ November

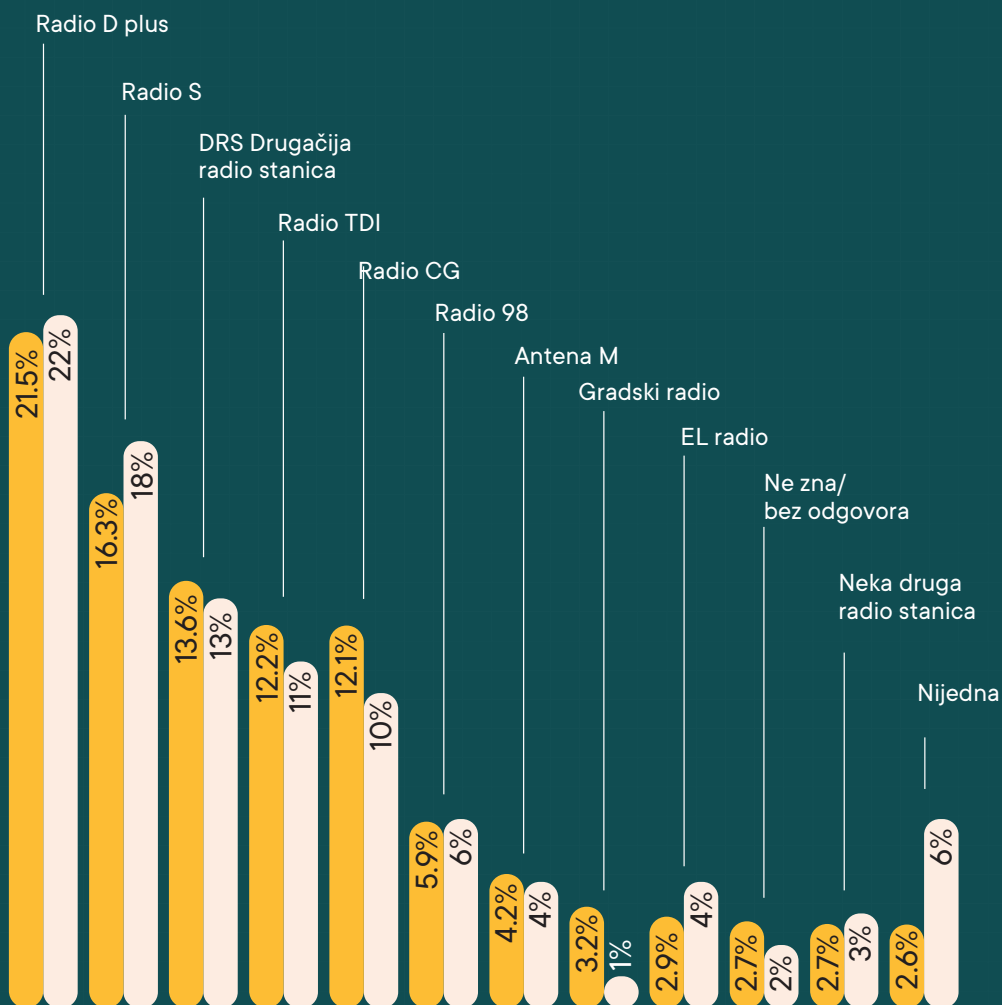




Radio D+ is still the most listened radio station, while Radio CG remained in fifth place with an overall increase in listeners of 2.1 percentage points. This is the second consecutive time that the Radio CG listenership has increased.

## Which domestic radio station do you listen to the most?

■ June ■ November

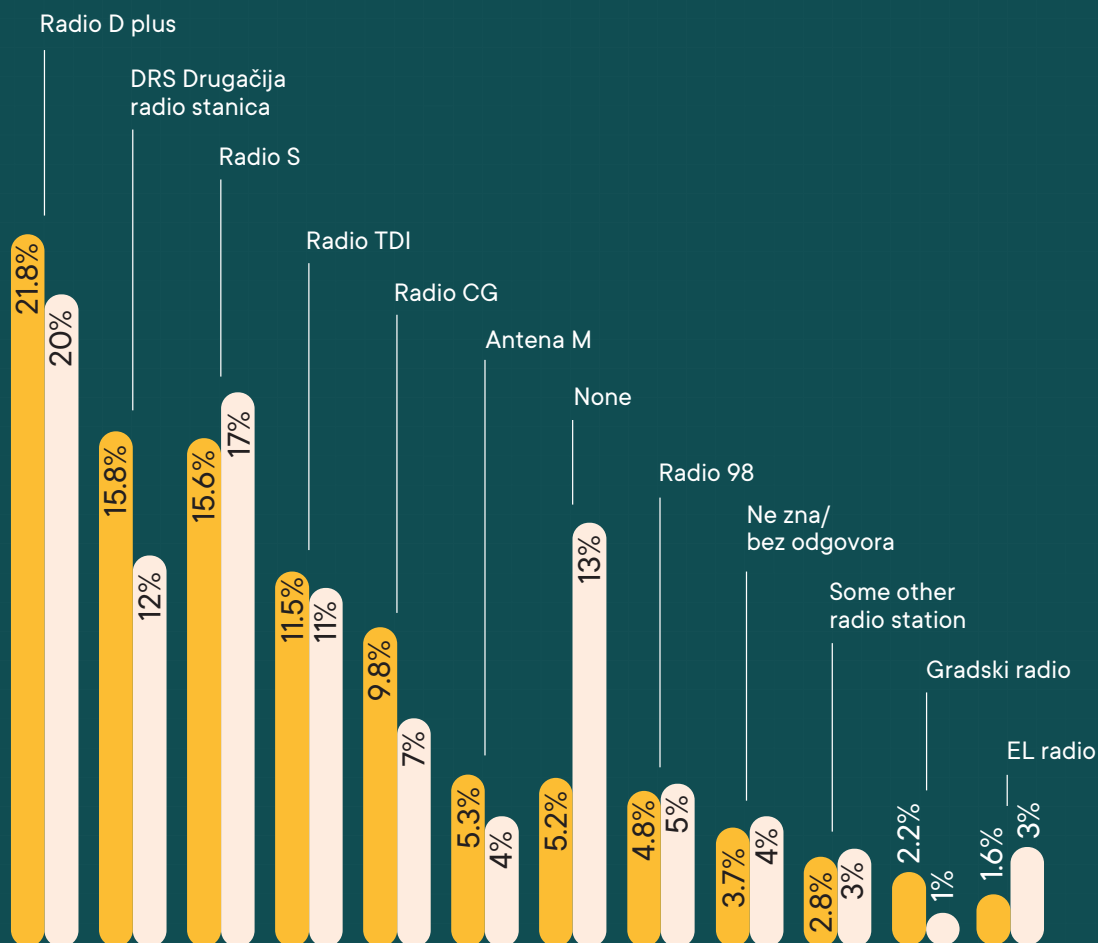


Radio CG is also in fifth place in terms of popularity among the citizens of Montenegro. An increase of 2.8 percentage points was noted in this category.

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

## What is your favourite radio station?

■ June ■ November



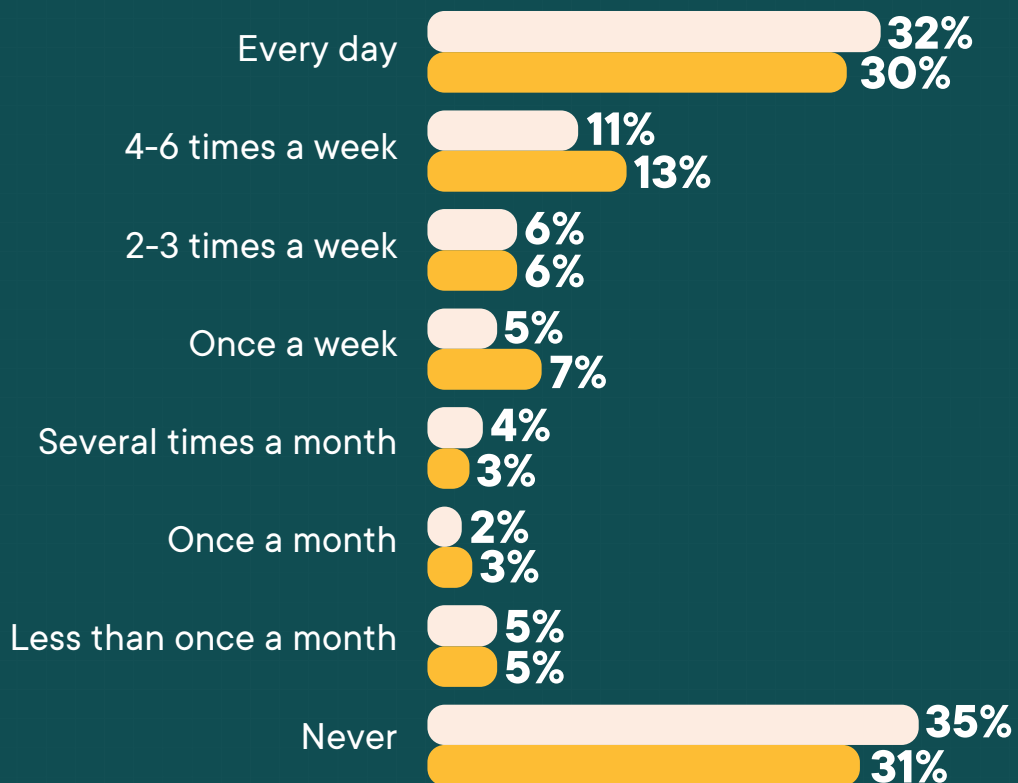


## 07 Internet and web portals

Information web portals and web pages are visited daily by 30% of citizens, which is a relatively similar result 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?

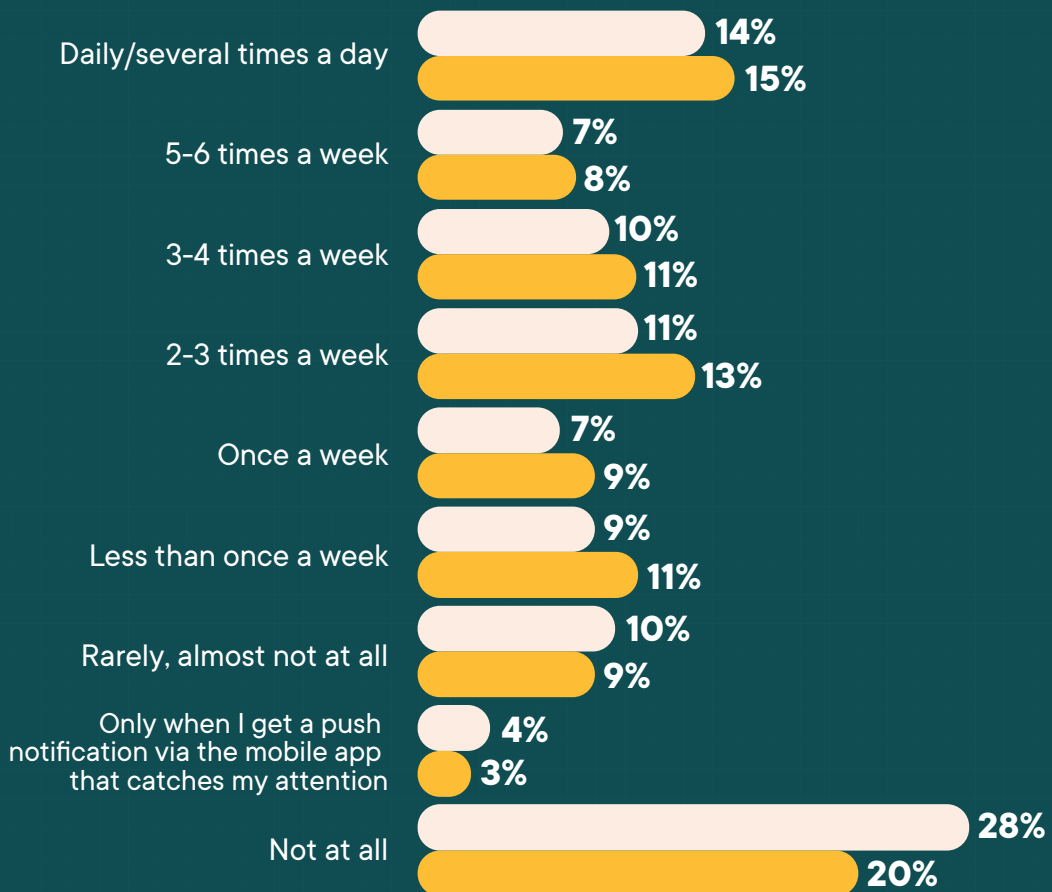
■ June ■ November



RTCG portal visit intensity is increasing according to all parameters compared to the June survey. The key difference can be seen when looking at the number of citizens who do not visit this web portal at all. The percentage of these citizens dropped from 28% to 20%.

## How often do you follow RTCG website?

■ June ■ November

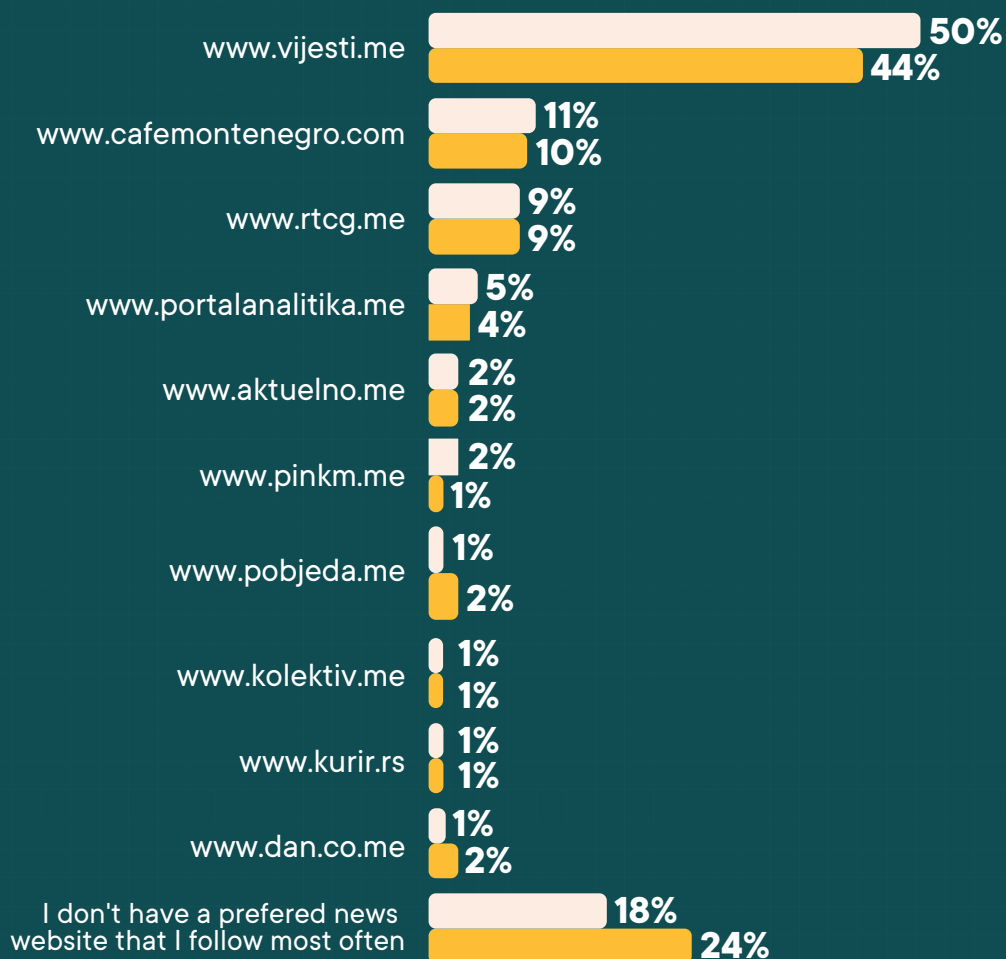




The largest number of internet users still visit the Vijesti website every day. RTCG remained in third place and this web portal is visited most often by almost every tenth citizen of Montenegro.

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

■ June ■ November



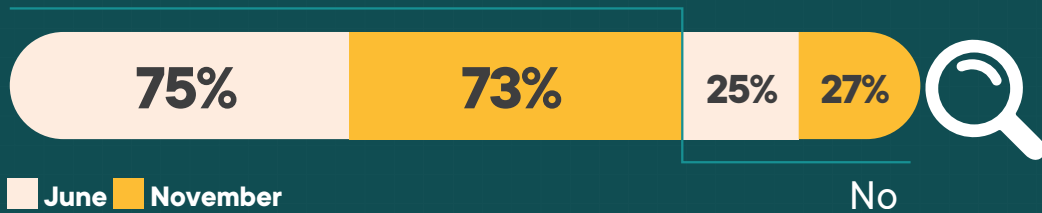
The reasons why citizens most often visit the RTCG website are because this portal represents the same ideas and views as them, it deals with a wide range of topics and it is objective.



In addition to the primary information web page, almost 3/4 of citizens visit some other web portal. The RTCG portal ranks second with a secondary number of visits by 35% of internet users.

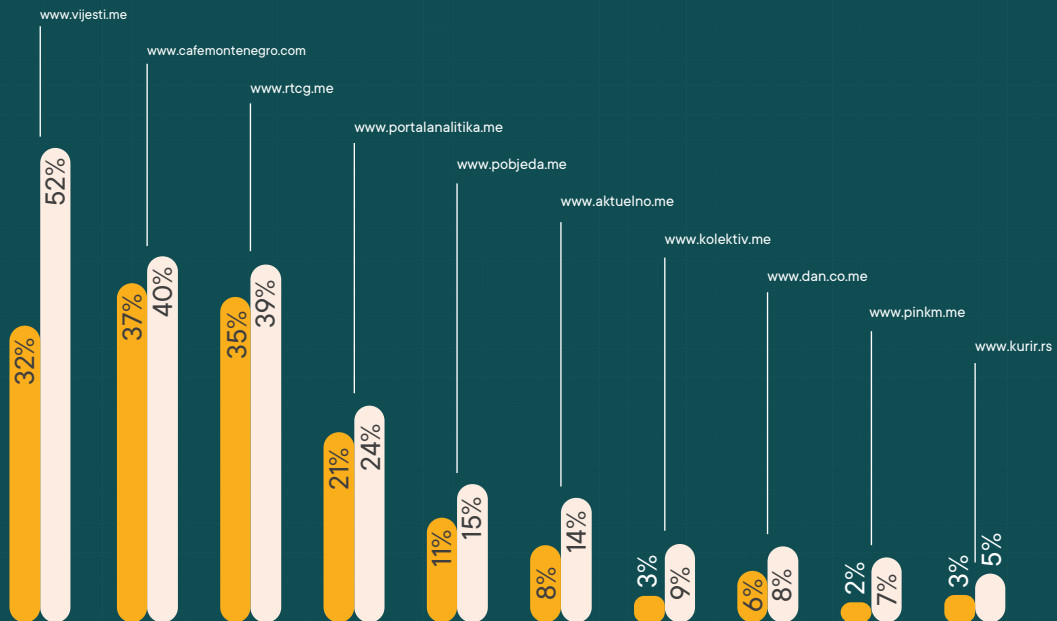
## In addition to this news website, are there any other websites that you visit very often?

Yes



## What website is it?

June November

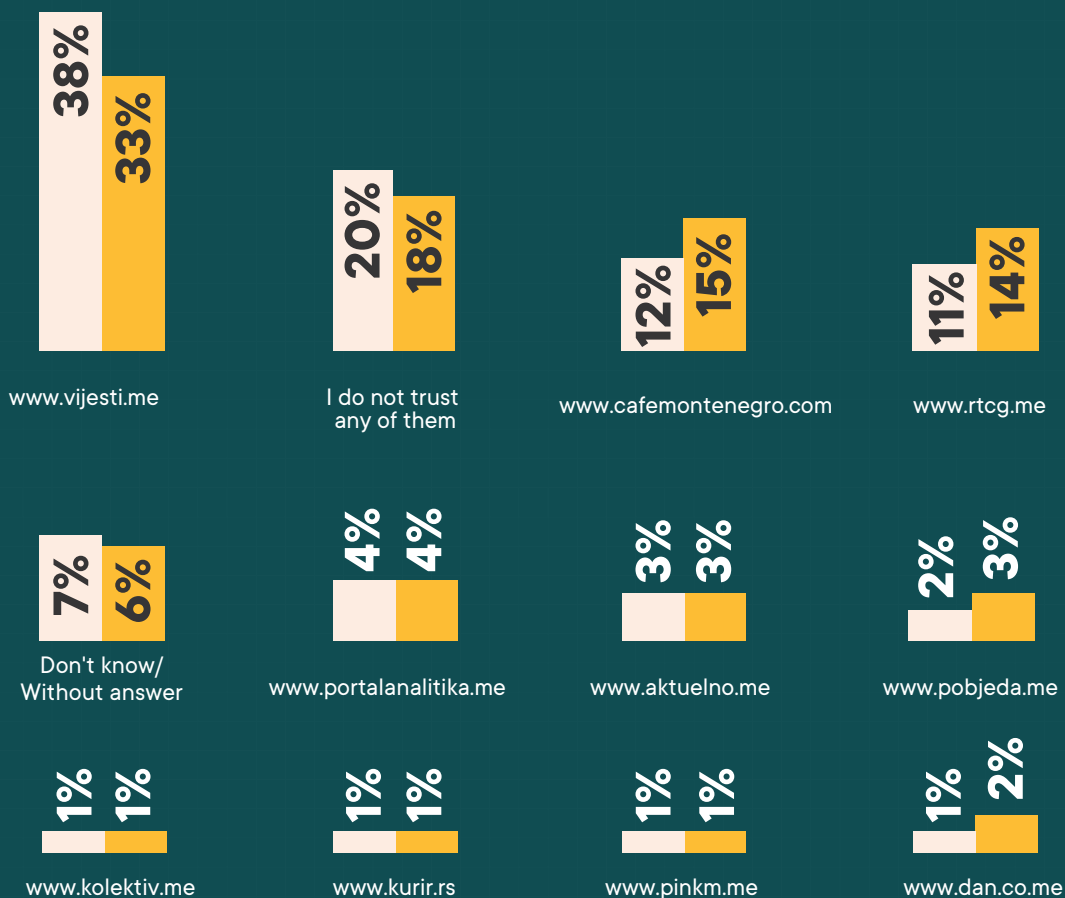




The RTCG portal ranks third with 14% of trust among the citizens of Montenegro. This represents an increase of 3 percentage points compared to the June survey.

## Which news website do you trust the most?

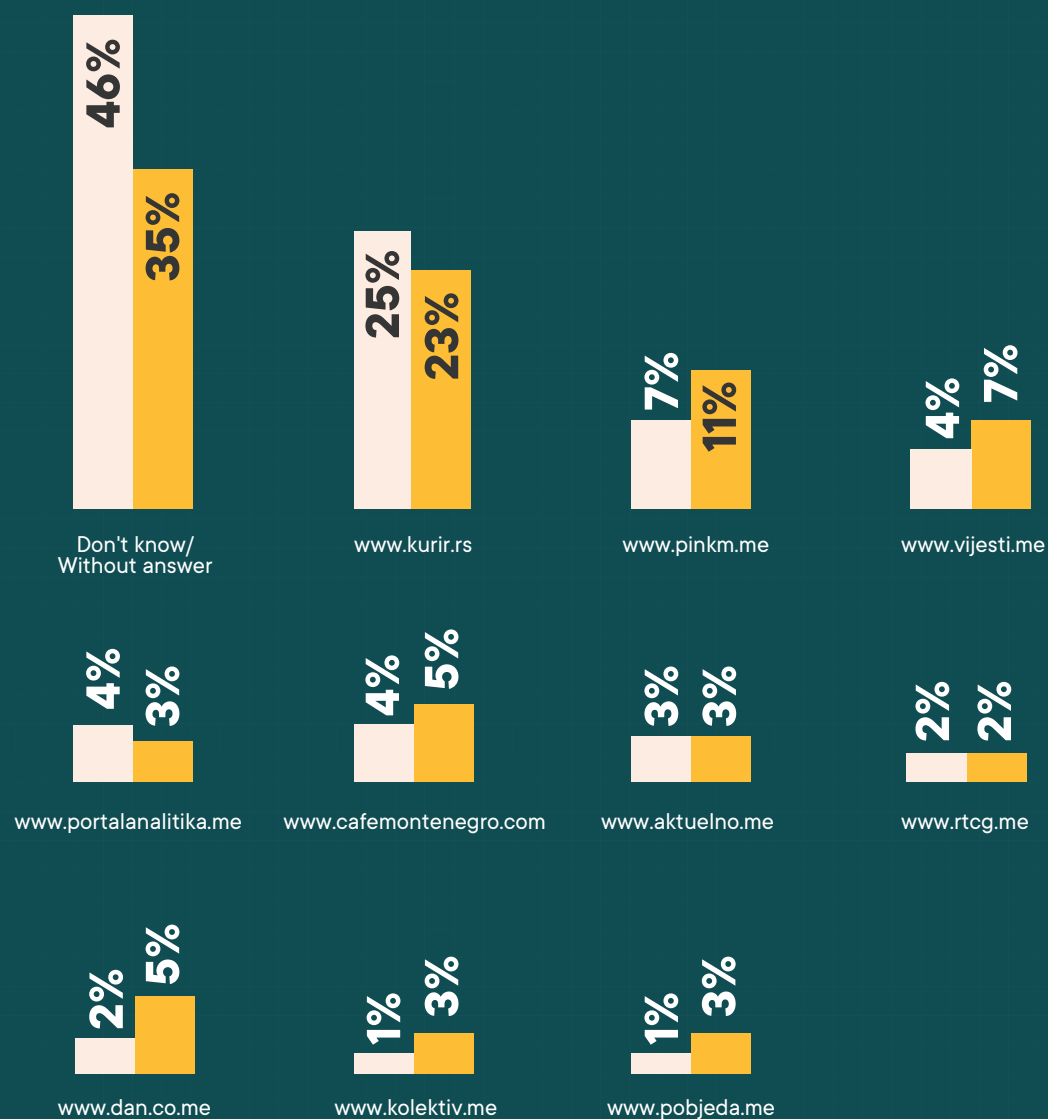
■ June ■ November



The percentage of mistrust is still at a low level.

## Which news website do you trust the least?

June November

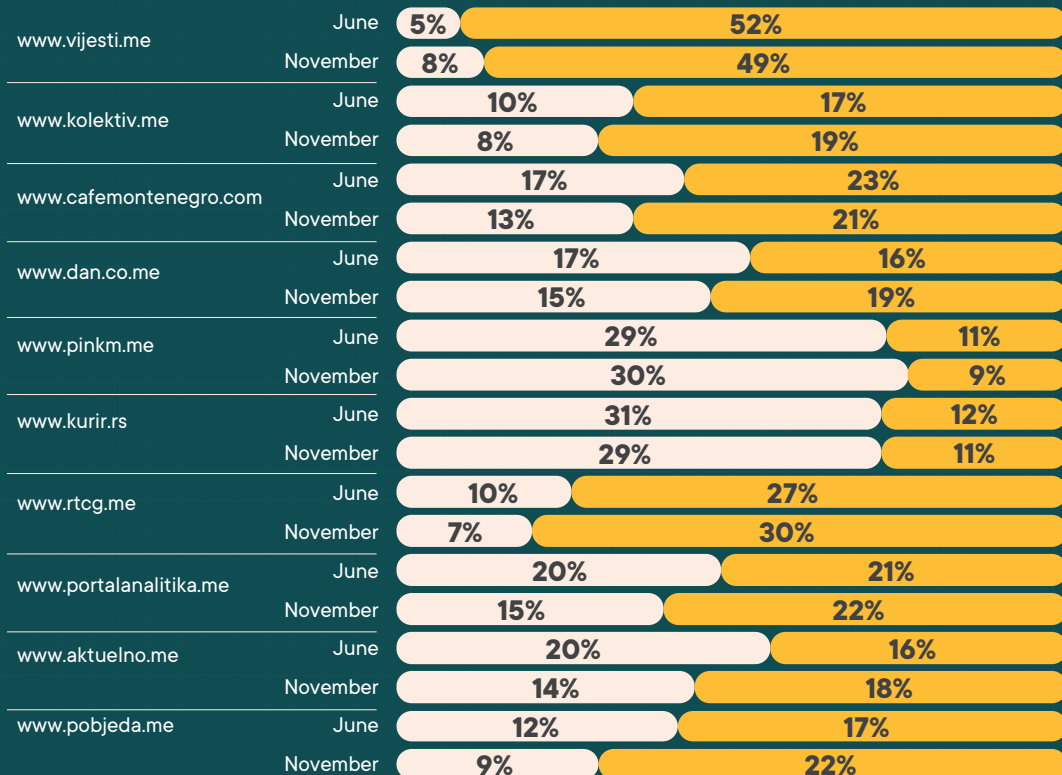




When asked to what extent they believe in the information that can be found on these websites, 30% of respondents expressed a high level of confidence in the information published on the RTCG website. In addition to a new 3 percentage points increase in trust, the percentage of respondents who do not trust this portal has decreased by the same amount.

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

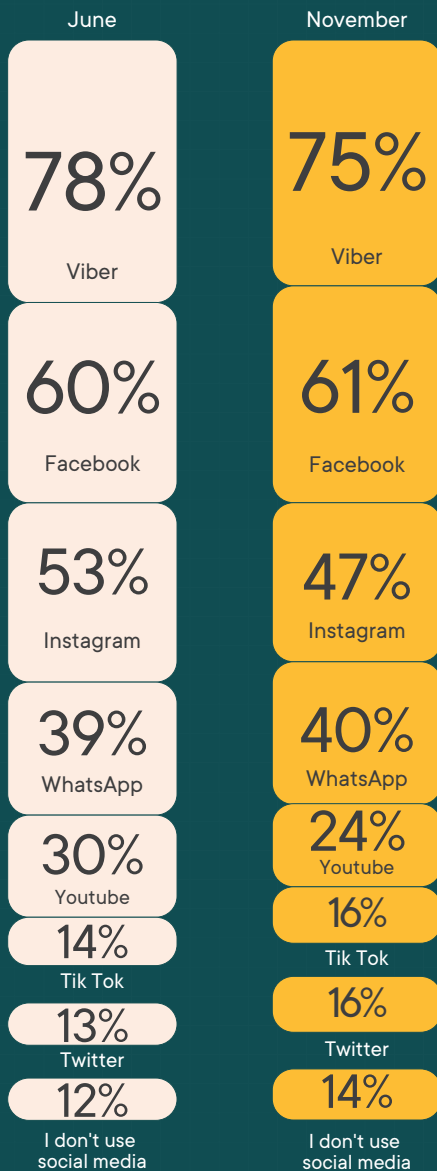
■ Distrust ■ Trust





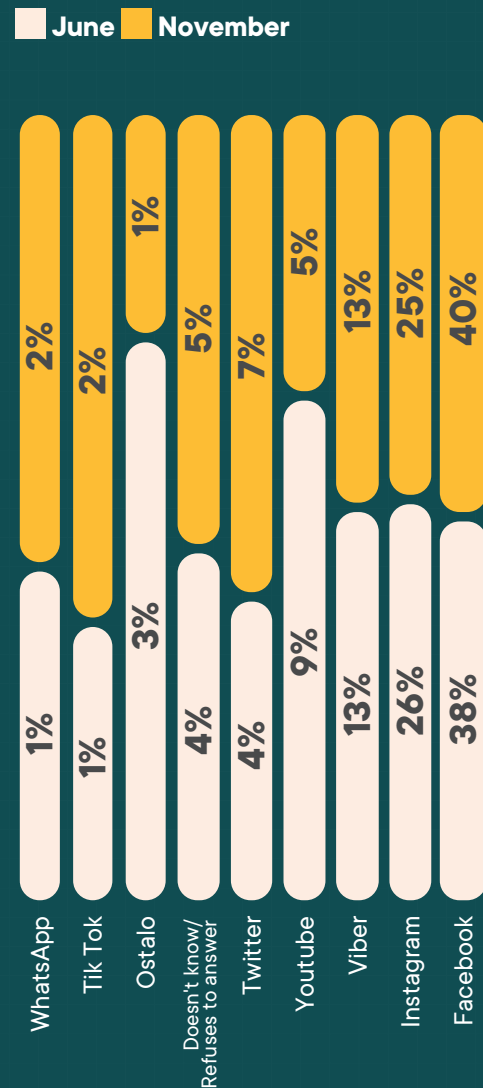
When we talk about social networks/communication wapplications, citizens still mostly use Viber, Facebook and Instagram.

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



Out of the social networks/communication applications, as a source of information citizens mainly use Facebook and Instagram.

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



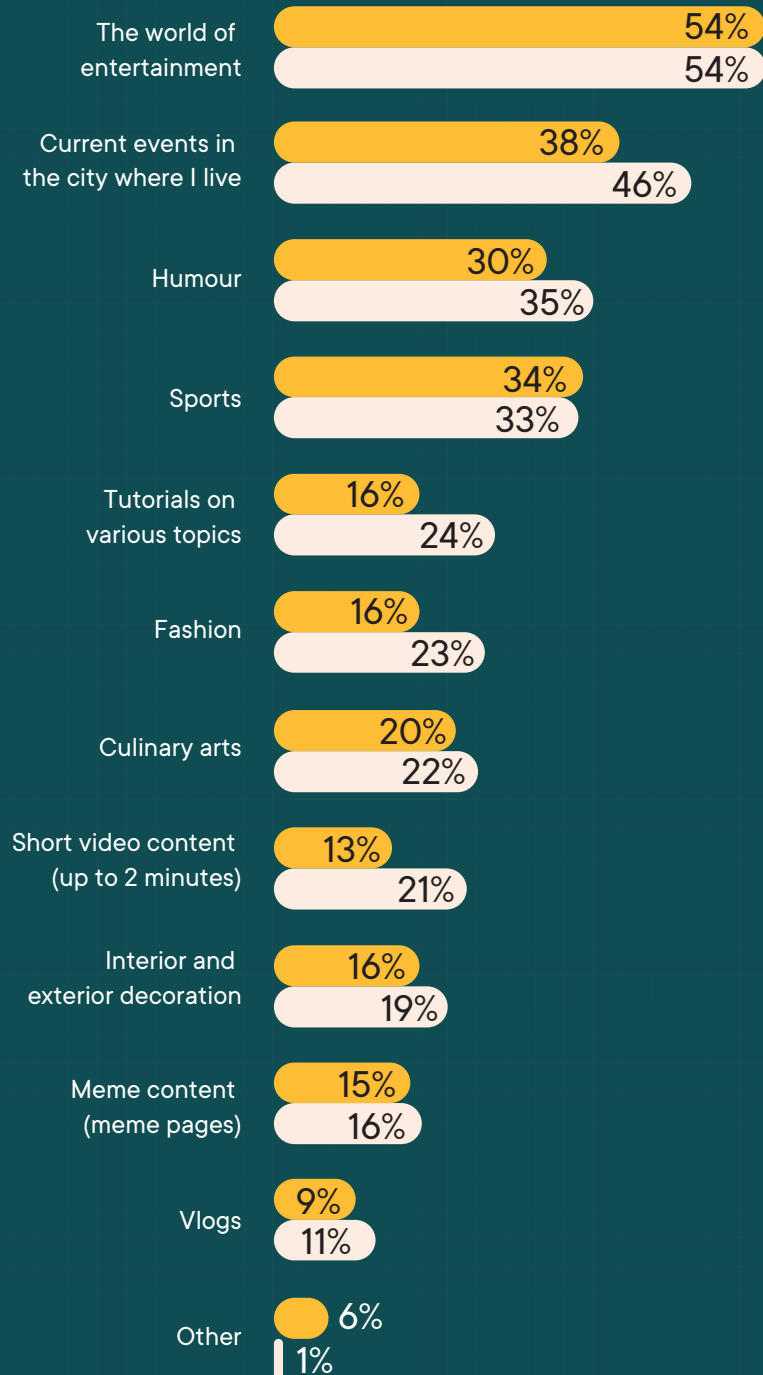


## What type of information do you consume the most through social networks?

■ June ■ November



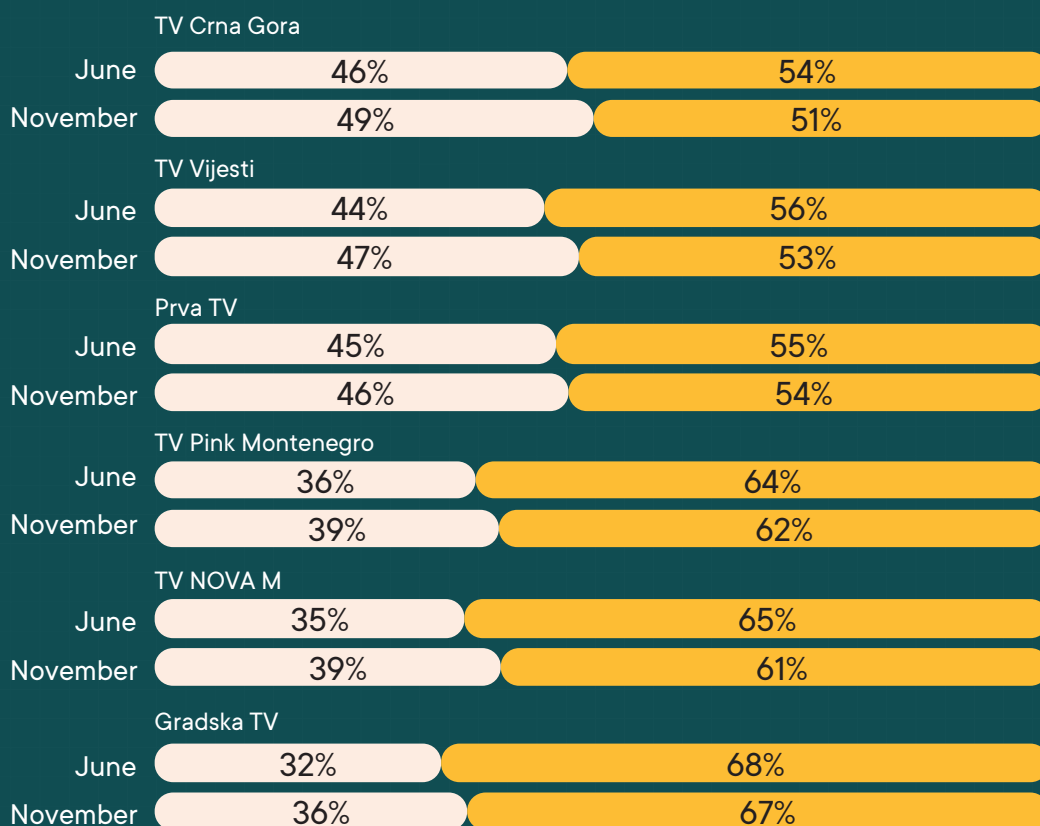
Information about the world of entertainment, the city in which they live, humour and sports are mostly consumed through social networks.



Still, 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, nor do they follow the YouTube channels of other TV stations.

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

Yes No

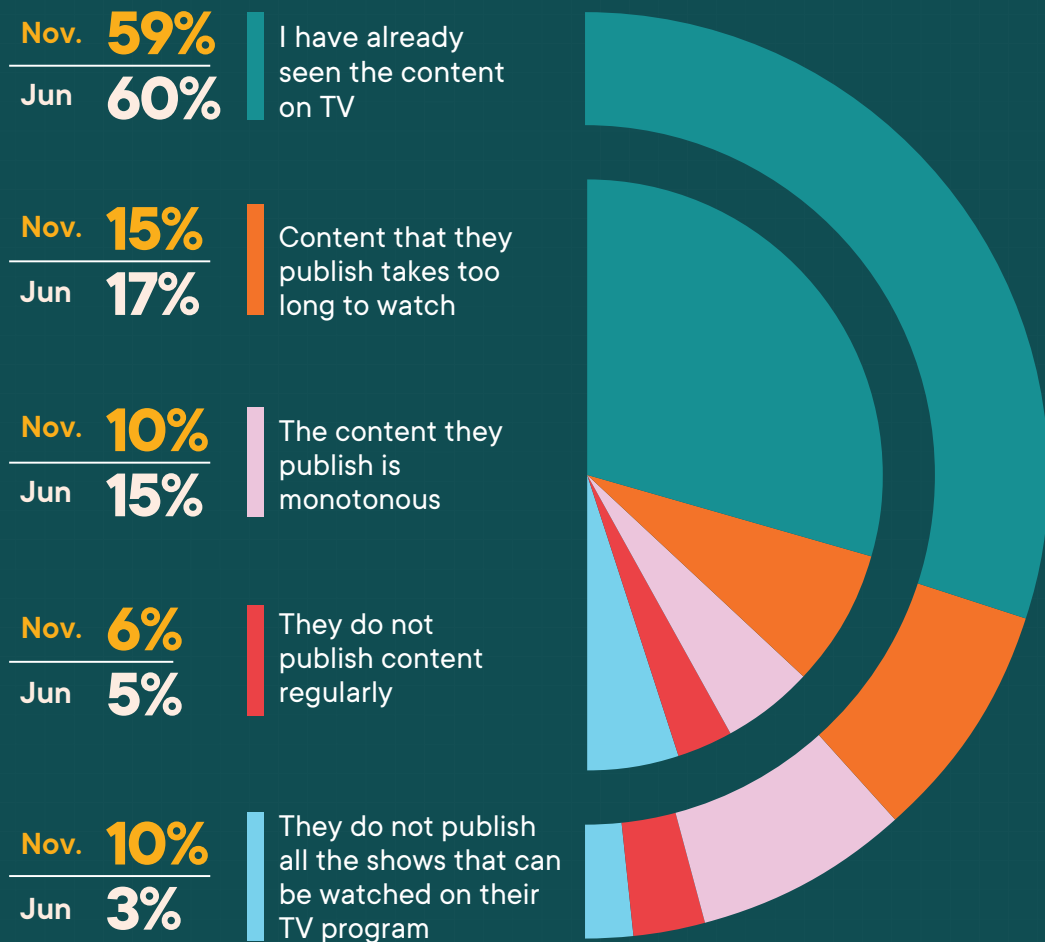




## If you do not follow the content of local TV stations on the YouTube channel, what is the main reason for that?



The primary reason for these results is that the respondent has already seen this content on a TV program.





## 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 the 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 by 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 audience in Montenegro is primary 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, so 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	Nijedna	DK/NA
<b>Entertaining TV station</b>	June	5.3	2.7	5.5	22.9	9.3	9.3	3.0	17.2	24.6
	Nov.	7.4	4.0	11.7	17.2	13.5	14.6	4.7	6.2	20.8
<b>Vulgar</b>	June	0.7	0.8	2.3	3.3	2.5	27.1	2.9	20.2	40.1
	Nov.	1.0	1.5	7.8	3.7	4.2	29.7	4.4	16.4	31.3
<b>Has a program of constant quality</b>	June	21.2	1.5	13.1	12.5	7.0	4.2	3.3	13.7	23.5
	Nov.	17.0	3.4	19.7	10.4	10.0	7.3	4.1	6.3	21.8
<b>Politically neutral TV station</b>	June	8.4	1.7	13.3	7.3	4.1	3.6	2.0	32.3	27.2
	Nov.	10.6	2.6	9.4	8.6	8.5	6.0	4.0	16.6	33.7
<b>TV station with a long tradition</b>	June	58.1	1.7	9.1	3.5	2.5	3.4	1.2	6.7	13.7
	Nov.	55.9	3.1	10.6	4.2	3.6	6.1	1.7	3.4	11.3
<b>Shows things from a different angle</b>	June	10.7	2.0	18.6	6.2	4.8	5.4	3.7	18.0	30.6
	Nov.	8.6	2.7	16.2	11.4	8.2	7.7	4.9	10.5	29.9
<b>TV station with a recognizable program</b>	June	28.7	2.2	14.3	10.9	6.1	8.2	2.4	10.3	16.9
	Nov.	22.4	3.9	16.2	9.2	8.7	11.3	3.3	5.6	19.4
<b>Modern TV station</b>	June	13.6	0.8	8.9	13.9	10.7	9.6	3.1	15.1	24.3
	Nov.	13.1	2.7	14.4	15.4	13.8	11.2	6.1	5.6	17.7
<b>It helps me relax</b>	June	7.1	2.1	9.7	20.1	10.5	6.3	2.8	21.6	19.7
	Nov.	9.6	3.9	12.8	16.3	13.3	11.9	3.7	7.0	21.6
<b>A TV station that raises socially important issues</b>	June	17.8	2.2	29.0	8.2	5.8	2.6	2.9	11.9	19.5
	Nov.	17.9	4.6	23.3	12.0	7.8	5.1	4.9	5.8	18.7
<b>A TV station that is getting better and better</b>	June	22.6	2.1	14.2	10.8	9.9	3.5	7.2	9.9	19.7
	Nov.	22.1	3.4	15.3	13.2	10.5	6.0	5.5	6.5	17.5
<b>I like to watch it with my family</b>	June	8.3	2.5	13.3	24.3	10.4	3.8	2.5	12.0	22.9
	Nov.	13.9	3.1	17.9	13.7	11.6	8.1	4.3	6.3	21.1



↓										
<b>TV station that offers a variety of programs</b>	June	17.7	3.3	10.1	18.8	7.5	6.2	4.4	11.6	20.4
	Nov.	14.2	4.4	14.5	16.9	11.2	9.4	4.1	5.3	20.0
<b>TV station that provides accurate and timely information</b>	June	21.1	1.6	28.6	6.4	4.5	2.5	3.1	14.2	17.9
	Nov.	21.4	2.5	24.1	7.9	7.9	6.0	5.1	6.3	18.9
<b>A dynamic TV station</b>	June	8.5	1.4	10.6	16.2	8.2	6.4	3.5	16.0	29.1
	Nov.	11.2	4.0	15.8	11.5	10.7	9.7	5.0	6.9	25.2
Its programs look cheap	June	5.4	1.3	2.9	3.8	4.5	22.6	7.8	14.1	37.5
	Nov.	3.4	3.3	9.1	5.2	6.5	21.0	6.7	12.5	32.3
A TV station reminiscent of the world's best televisions	June	13.4	0.7	7.2	9.8	4.9	7.3	2.8	25.9	27.8
	Nov.	13.7	2.7	11.3	12.6	8.0	7.2	4.2	12.1	28.3
A TV station that has a good ratio of news and entertainment programs	June	12.2	2.4	11.8	15.2	10.7	5.4	2.5	14.8	25.1
	Nov.	14.2	3.1	19.7	15.2	9.9	8.8	3.7	5.2	20.2
Nurtures the type of humour that suits me	June	5.2	1.3	7.6	15.4	7.7	5.5	2.8	30.1	24.3
	Nov.	9.4	2.5	11.5	14.0	12.0	12.0	3.9	9.8	24.9
TV station with prominent TV figures (stars)	June	9.7	0.9	18.9	12.0	5.1	12.2	2.8	14.9	23.5
	Nov.	12.4	2.3	15.9	11.1	9.4	12.7	5.1	6.7	24.4
Some parts of the program (shows) of this TV station are completely unacceptable to me	June	2.5	1.2	4.7	3.0	3.3	22.4	3.0	18.1	41.7
	Nov.	3.7	3.1	10.6	6.2	6.2	23.8	4.8	11.9	29.6
Shows the best that Montenegro has to offer (guests, topics, events)	June	28.7	4.1	17.5	5.2	3.8	2.1	3.5	11.9	23.1
	Nov.	24.3	4.8	18.8	9.3	7.4	5.8	3.9	5.9	19.9
TV station whose program is intended for women	June	4.3	2.1	4.2	17.6	6.8	4.9	1.1	26.4	32.5
	Nov.	4.5	2.4	9.7	13.9	12.8	11.6	3.2	11.3	30.6
An objective TV station	June	13.4	1.6	18.2	7.2	5.9	2.6	3.0	24.4	23.6
	Nov.	17.4	3.2	15.1	9.7	9.7	7.6	3.7	10.1	23.5
A TV station that usually shows only one side of the story	June	16.2	3.0	12.0	5.1	4.2	5.7	5.6	11.1	37.1
	Nov.	9.3	2.8	13.0	8.1	7.0	9.2	6.8	7.8	36.2
A TV station that is under strong political influence	June	24.8	3.4	13.5	3.4	3.1	4.2	5.8	10.9	30.9
	Nov.	8.9	3.5	16.6	5.8	7.3	6.7	5.2	8.6	37.3
TV station that works for the benefit of citizens and tries to help the vulnerable ones	June	15.9	2.0	21.0	6.1	4.0	2.5	2.8	22.9	22.7
	Nov.	16.1	4.9	19.5	8.4	8.3	6.6	3.0	8.2	24.9

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	DK/NA
Sports program	June	17.6	16.6	15.8	3.9	5.4	1.1	1.3	38.3
	Nov.	18.5	16.5	16.4	8.6	7.5	4.1	2.1	26.3
News program	June	25.1	2.1	39.1	5.8	4.3	1.3	2.9	19.3
	Nov.	24.3	4.8	32.9	9.6	8.0	2.0	2.4	15.9
Domestic movies	June	9.1	4.4	6.9	18.1	5.3	4.8	1.6	49.6
	Nov.	11.2	7.0	13.8	16.4	12.1	8.4	1.2	29.8
Foreign movies	June	4.1	5.5	10.1	15.4	7.6	5.3	2.0	49.9
	Nov.	5.7	3.5	14.2	19.2	14.4	10.3	2.0	30.6
Domestic series	June	9.6	2.8	7.1	27.4	6.7	3.8	1.7	40.7
	Nov.	13.1	7.0	12.8	18.3	11.4	9.3	1.7	26.4
Foreign series	June	4.1	2.1	15.2	13.4	13.6	5.3	2.5	43.8
	Nov.	7.3	3.0	15.9	15.1	16.4	11.9	2.1	28.1
Music program	June	2.3	3.1	4.7	40.3	5.1	10.5	1.6	32.4
	Nov.	5.5	3.5	11.2	17.9	11.1	18.1	2.3	30.5
Reality show program	June	0.8	1.0	2.0	5.6	10.5	36.5	1.0	42.6
	Nov.	2.7	1.5	5.2	7.8	7.4	40.1	0.9	34.4
Entertainment program	June	2.5	1.4	5.6	28.9	11.8	11.5	2.7	35.6
	Nov.	6.8	4.7	12.5	18.0	14.9	17.7	2.8	22.6
Cultural program	June	28.2	7.9	9.5	5.8	5.9	1.0	2.1	39.4
	Nov.	24.5	11.1	12.5	11.7	8.5	5.0	2.5	24.2
Scientific and educational program	June	28.3	9.3	7.9	5.4	5.9	2.4	2.1	38.5
	Nov.	26.4	8.0	13.0	9.7	9.8	4.5	1.7	27.0
Documentary program	June	31.3	13.3	9.8	5.9	4.6	2.2	2.0	30.9
	Nov.	26.2	11.1	13.5	10.7	8.1	4.0	1.9	24.5
Investigative journalism	June	14.3	3.7	33.8	5.3	6.5	0.8	2.6	33.0
	Nov.	20.3	7.5	18.6	10.2	10.0	4.0	1.8	27.7
Morning program	June	40.8	1.7	21.9	4.2	4.1	4.4	1.9	20.9
	Nov.	38.1	0.9	21.6	8.7	5.9	5.7	1.6	17.5



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	DK/NA
Sports program	June	4.4	3.3	8.0	7.3	3.9	14.9	6.9	51.2
	Nov.	4.4	4.2	11.6	5.6	8.2	13.4	6.2	46.4
News program	June	5.7	3.1	7.8	3.6	5.2	19.3	7.7	47.4
	Nov.	6.1	3.3	11.3	4.7	8.3	15.3	6.7	44.3
Domestic movies	June	6.6	3.5	6.6	4.9	4.9	11.6	6.2	55.6
	Nov.	6.2	3.7	11.4	7.4	6.9	10.1	7.6	46.8
Foreign movies	June	9.3	4.8	5.9	3.7	5.4	10.8	5.9	54.1
	Nov.	7.7	5.5	9.2	6.3	6.7	11.3	6.8	46.6
Domestic series	June	7.2	3.0	6.5	5.8	5.2	11.7	7.2	53.3
	Nov.	5.6	3.5	12.4	6.1	5.9	12.4	6.7	47.5
Foreign series	June	9.2	5.1	5.1	3.2	6.0	11.0	6.8	53.5
	Nov.	8.0	4.6	9.6	5.3	8.3	10.8	7.5	45.9
Music program	June	13.0	4.1	7.6	4.8	4.7	11.9	6.5	47.3
	Nov.	8.3	4.9	12.0	6.5	7.6	11.6	6.2	43.0
Reality show program	June	9.4	3.2	6.0	2.6	4.8	17.2	5.7	51.0
	Nov.	7.8	3.8	9.4	5.6	6.1	18.2	6.8	42.3
Entertainment program	June	12.6	4.6	6.3	4.6	5.9	11.6	7.0	47.3
	Nov.	6.8	4.9	11.4	6.4	7.8	11.7	7.1	44.0
Cultural program	June	7.2	2.9	7.2	4.8	3.6	18.7	7.4	48.0
	Nov.	5.4	4.0	9.9	5.6	8.2	16.5	6.8	43.6
Scientific and educational program	June	5.6	3.0	7.1	5.8	5.6	17.0	6.3	49.4
	Nov.	5.4	3.7	10.8	5.7	7.6	17.1	5.8	43.9
Documentary program	June	6.0	3.7	6.5	4.9	6.2	13.8	8.6	50.2
	Nov.	5.9	3.9	9.7	6.0	9.4	16.2	6.1	42.7
Investigative journalism	June	8.4	1.9	7.2	3.8	7.2	17.1	5.6	48.6
	Nov.	5.1	3.1	10.6	6.2	8.0	16.1	5.8	45.0
Morning program	June	7.3	3.2	6.6	3.2	5.2	18.0	6.4	49.9
	Nov.	6.5	2.6	8.8	5.3	9.9	13.4	7.6	45.8

Please tell me how often 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	June	71	6	3	2	3	1	1	14
	Nov.	68	7	4	3	3	3	2	9
Web magazines	June	6	5	3	6	7	9	13	50
	Nov.	8	7	4	8	9	7	10	46
Daily newspaper web-portals	June	21	10	12	7	5	3	6	36
	Nov.	19	11	13	8	5	5	6	33
TV station web-portals	June	12	5	6	4	6	5	11	52
	Nov.	10	6	8	7	9	6	11	43
Radio station web-portals	June	3	0	1	2	2	2	16	74
	Nov.	2	0	2	3	2	3	19	69
News portals and websites	June	32	11	6	5	4	2	5	35
	Nov.	30	13	6	7	3	3	5	31







