

# ATTITUDES OF THE CITIZENS OF MONTENEGRO TOWARDS CORONAVIRUS

January 2022

**This public opinion poll in Montenegro was conducted by Ipsos with the support of European union and UNICEF Montenegro**



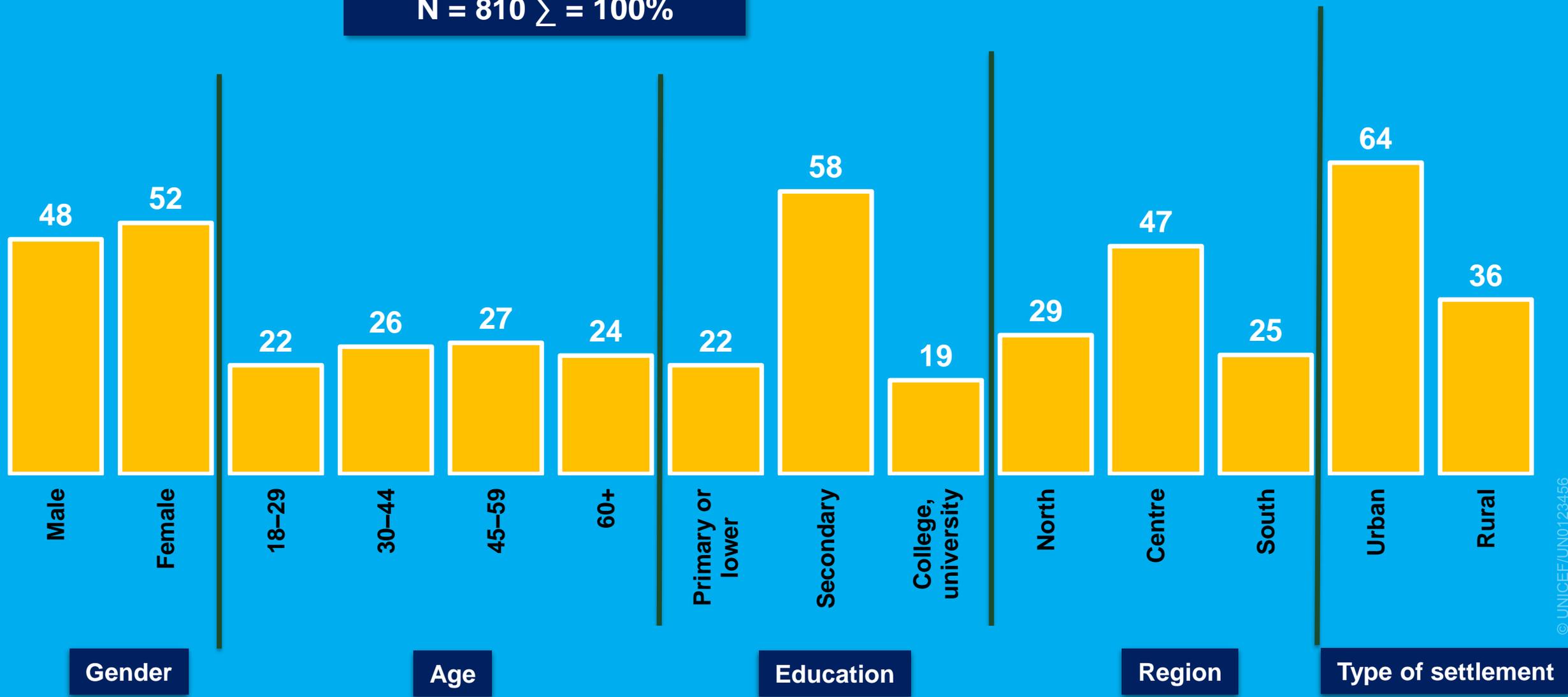
# METHODOLOGY

<b>Realization:</b>	<b>Data collection was conducted between 21 and 24 January 2022</b>
<b>Sample frame:</b>	<b>Population of Montenegro aged 18+</b>
<b>Sample size:</b>	<b>810 respondents</b>
<b>Type of sample:</b>	<b>Single-stage representative stratified sample</b> <b>Respondents in the household</b>
<b>Type of survey:</b>	<b>Telephone interview, average duration 11 minutes</b>
<b>Location:</b>	<b>24 municipalities in Montenegro: urban, suburban and rural</b>
<b>Post-stratification:</b>	<b>By gender, age</b>
<b>Error:</b>	<b>±1.55% for occurrences with an expected incidence of 5%</b> <b>±3.08% for occurrences with an expected incidence of 25%</b> <b>±3.56% for occurrences with an expected incidence of 50% (<i>marginal error</i>)</b>

# SAMPLE

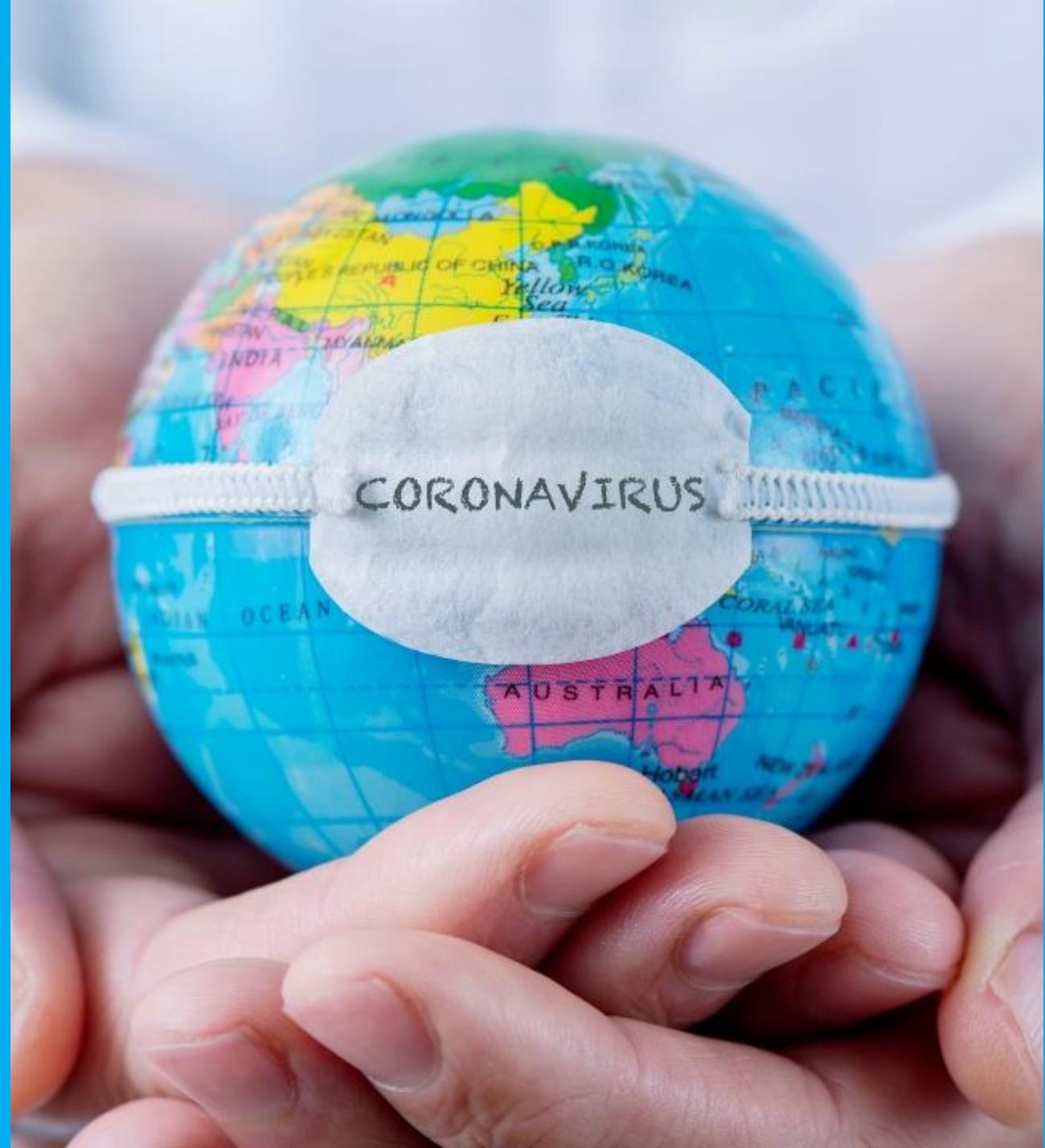
JANUARY 2022

N = 810  $\Sigma$  = 100%



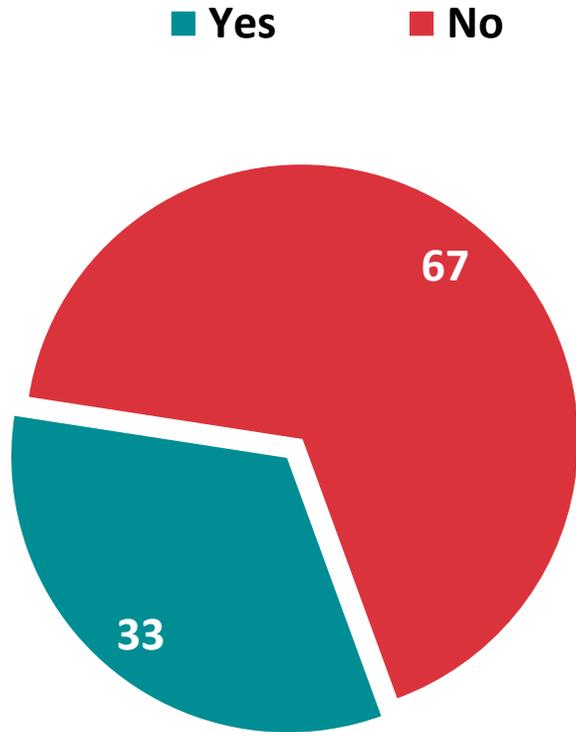
Base: Total target population, N=824

# SURVEY RESULTS



# PARENT/FOSTER PARENT STATUS

Data in %



Are you a parent or a foster parent of a child under 18 years of age, with whom you live in the same household?

Base: Total target population, N=810

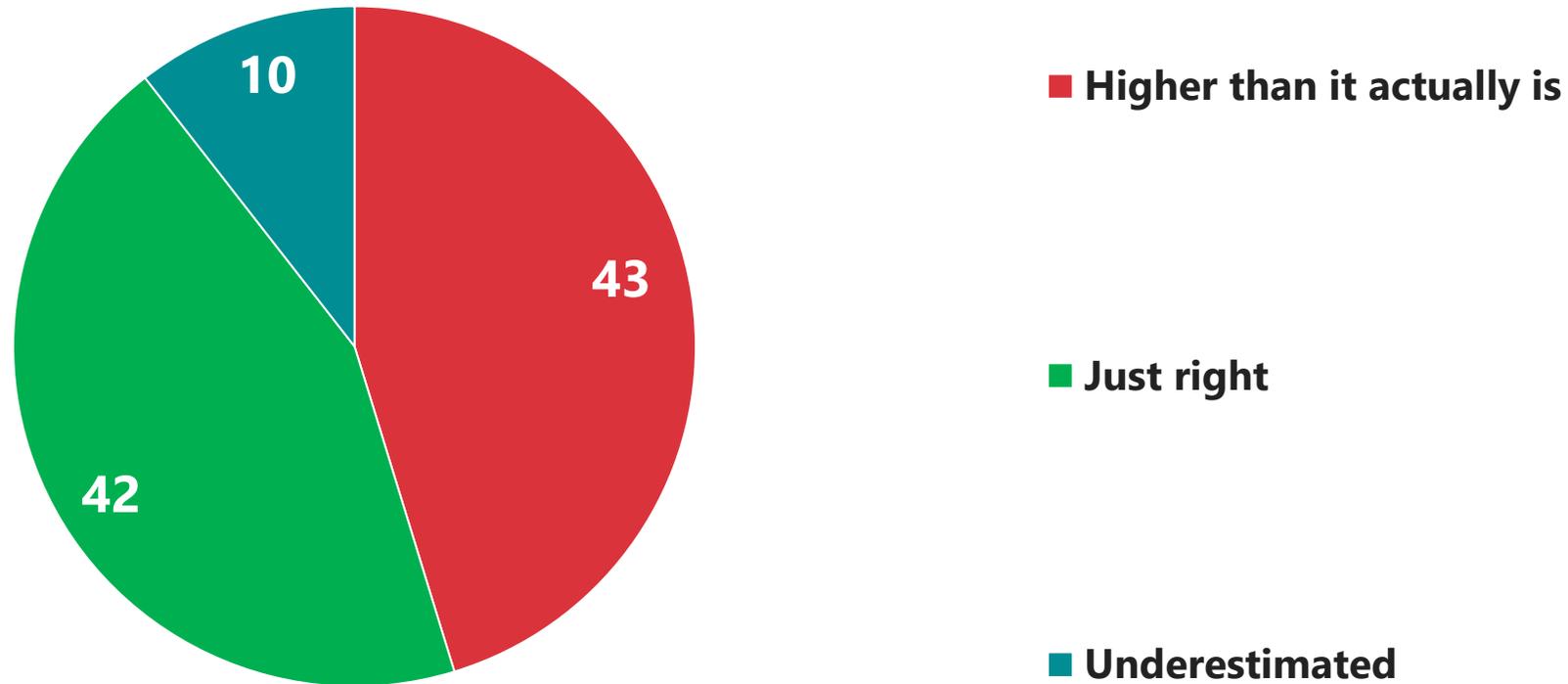
How many children do you have?

Base: Parents or foster parents of children under 18, with whom they share the household, N=268

# PRESENTATION OF THE RISK OF CORONAVIRUS IN THE MEDIA

The citizens of Montenegro do not have a uniform opinion in regard to the information about the risk of coronavirus being communicated by the media. Namely, about two fifths of citizens (43%) believe that the media is presenting the risk of coronavirus as being higher than it actually is, while a very similar share believe that the media is presenting it accurately. The young (18–29 years of age), the unvaccinated, those who oppose vaccination of children against infectious diseases, as well as those who are not very worried that their child may be severely ill from coronavirus, are more likely than average to believe that the media is presenting the risk of coronavirus as being higher than it actually is (57%, 59%, 57% and 58%, respectively).

Data in %



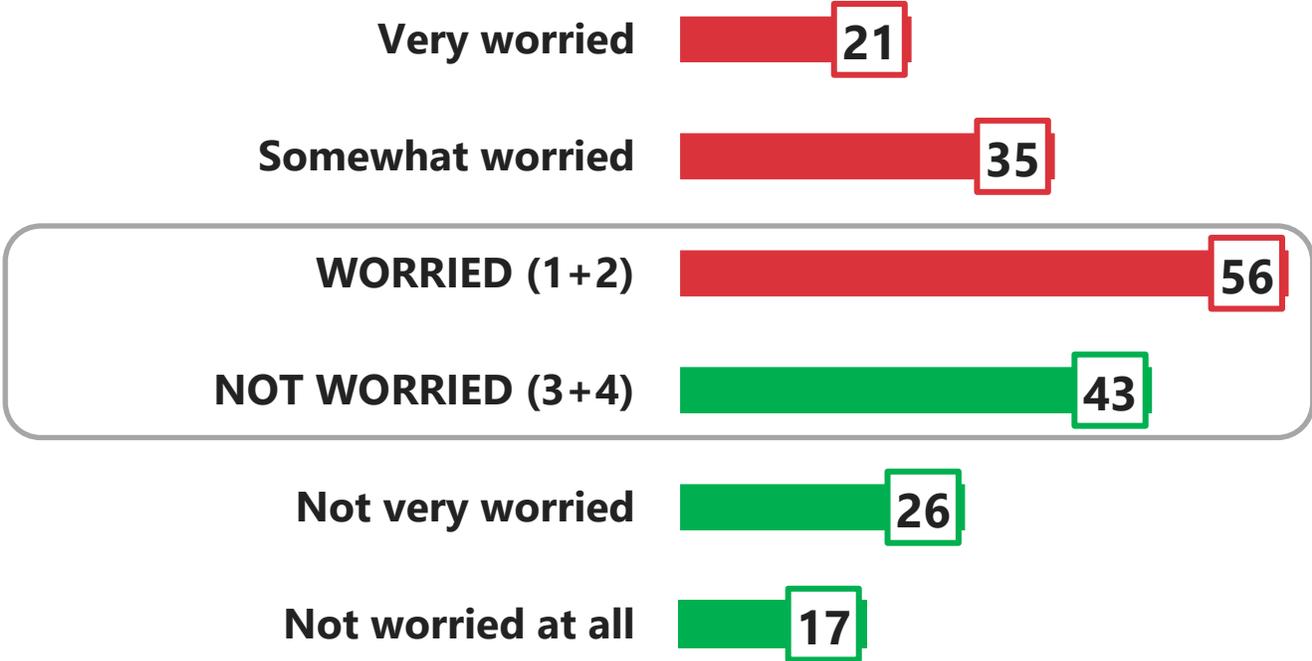
Do you think that the risk of coronavirus is presented in the media higher than it actually is, just right or is underestimated?

Base: Total target population, N=810

# CONCERN ABOUT THE CONSEQUENCES OF CORONAVIRUS ON CHILDREN

More than half (56%) of the parents or foster parents of children under 18 are worried that their children may get severely ill and suffer consequences, and one fifth of them are very worried. On the other hand, two fifths of parents and foster parents are not worried. Those who oppose vaccination of children against infectious diseases, as well as those who oppose vaccination against coronavirus, are more likely than average not to be worried at all (41% and 43%, respectively).

Data in %, answers "Refuse to answer" and "Don't know" not shown

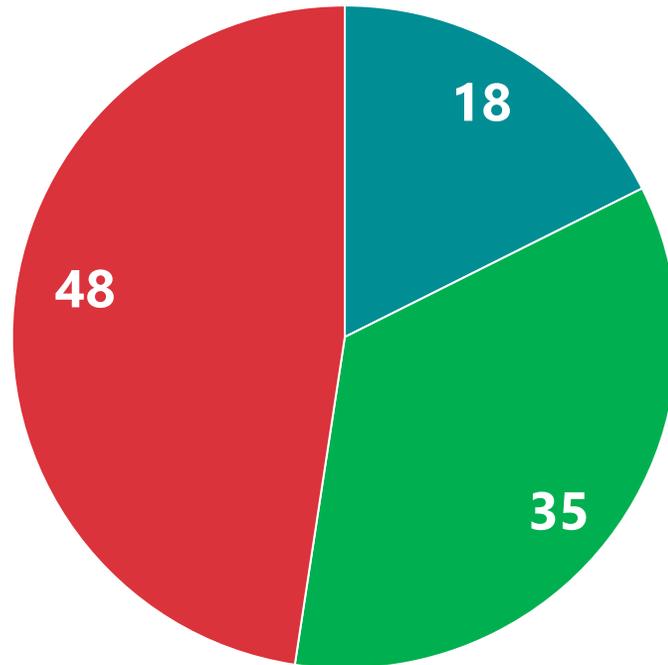


How worried are you that your child might get severely ill and suffer consequences?  
Base: Parents or foster parents of children under 18, with whom they share the household, N=268 (33% of total target population)

# WILLINGNESS TO GET ONE'S CHILDREN AGED 12–17 VACCINATED

Almost half of parents/foster parents of children aged between 12 and 17 years do not plan to get their children vaccinated against coronavirus. One third would like to wait a while and then make a final decision. On the other hand, one fifth are willing to have their children vaccinated now. Those unvaccinated against COVID-19 and those who are not worried about their children contracting coronavirus are much more likely than average not to get their children vaccinated (82% and 76%, respectively).

Data in %



■ Yes, I plan to get my child/children vaccinated now

■ I will wait a while and then decide

■ I won't get my child/children vaccinated

You may have heard that the Health Institute of Montenegro recommends vaccination of children aged between 12 and 17 years against coronavirus. Do you plan to have your child of this age vaccinated?

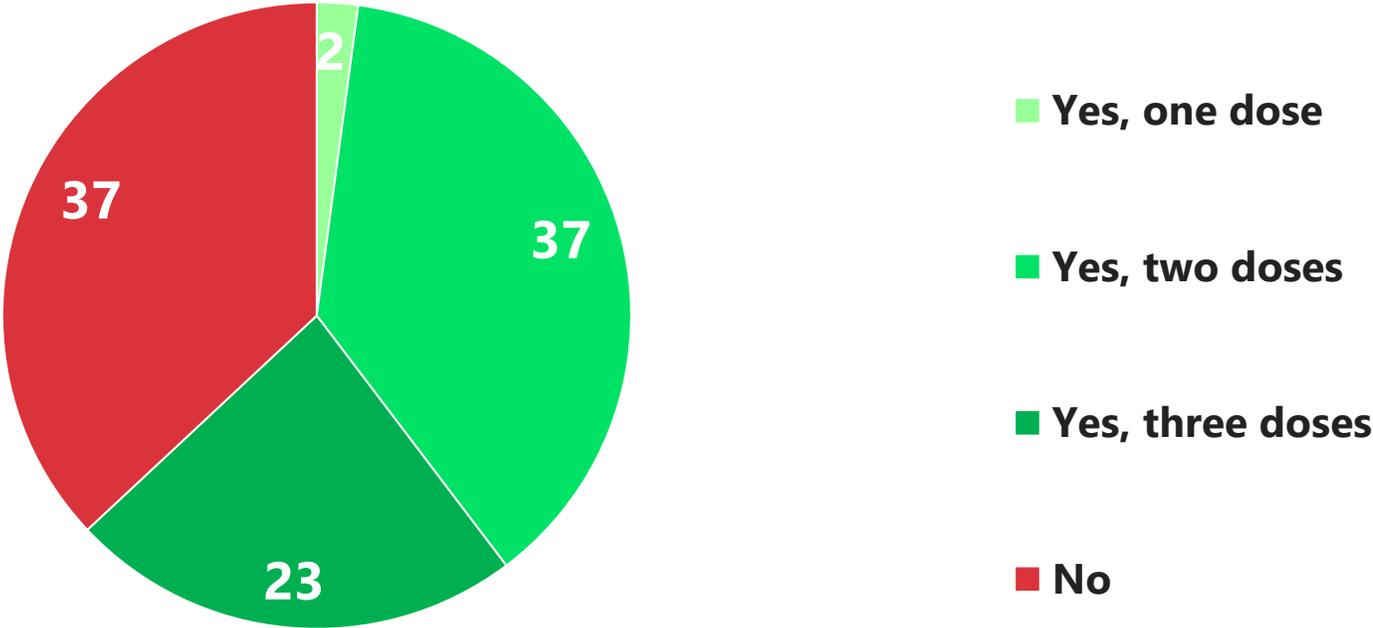
Base: Parents or foster parents of children aged between 12 and 17 years, with whom they share the household, N=98 (12% of total target population)

# VACCINATION AGAINST CORONAVIRUS

Six out of 10 citizens (62%) have been vaccinated at least once, 37% twice and 23% three times.

As for younger respondents (18–29), the share of those vaccinated with at least one dose is lower than average (42%). As for citizens older than 60 years and those with college or higher education, the vaccination rate with three doses is higher than average (48% and 34%, respectively). In addition, citizens who oppose vaccination of children against children’s infectious diseases and those who believe that the risk of coronavirus is presented in the media as being higher than it actually is are much more likely not to be vaccinated against coronavirus (52% and 51%, respectively).

Data in %

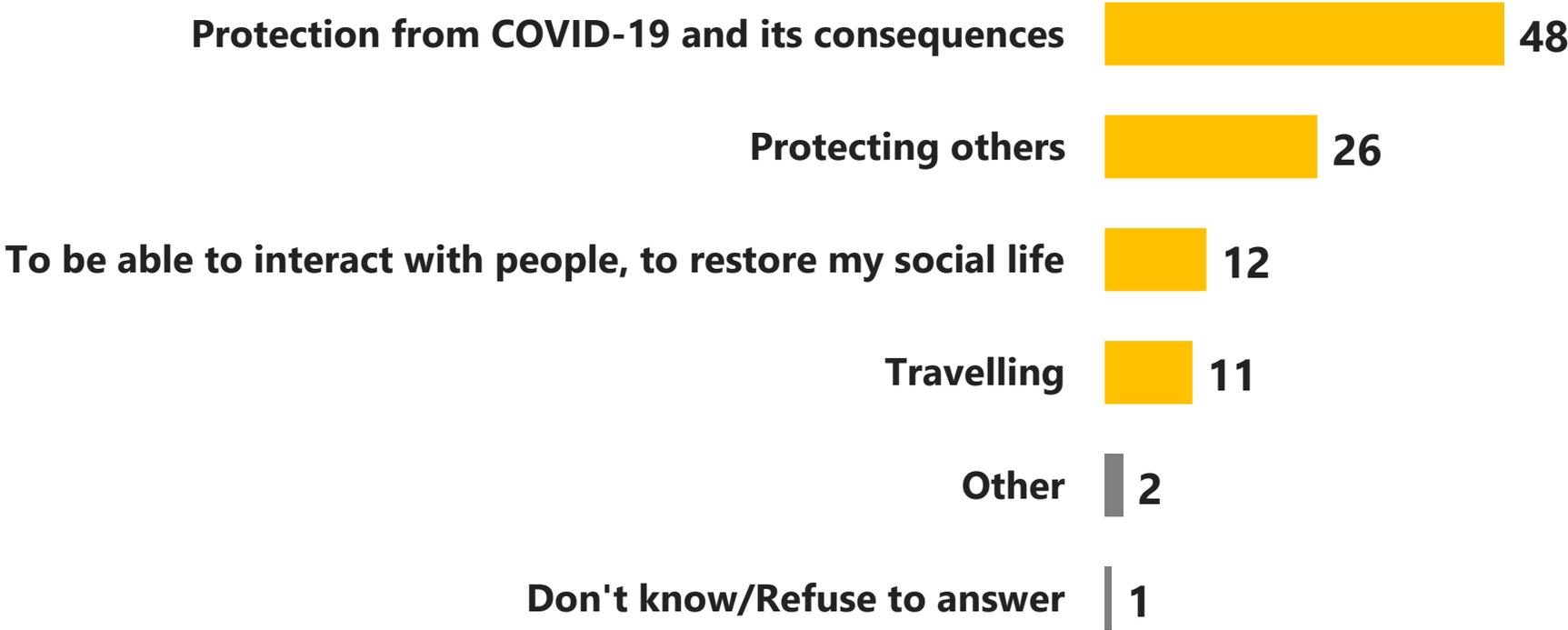


Have you been vaccinated against coronavirus?  
Base: Total target population, N=810

# REASONS FOR VACCINATION AGAINST CORONAVIRUS

Protection from COVID-19 infection and its consequences is the most common reason for vaccination. It is followed by not wanting to infect others. Travelling is the least important reason for vaccination against coronavirus. Those who believe that the risk of coronavirus is presented as being higher than it actually is were more likely to say that they had got vaccinated in order to be able to travel.

Data in %

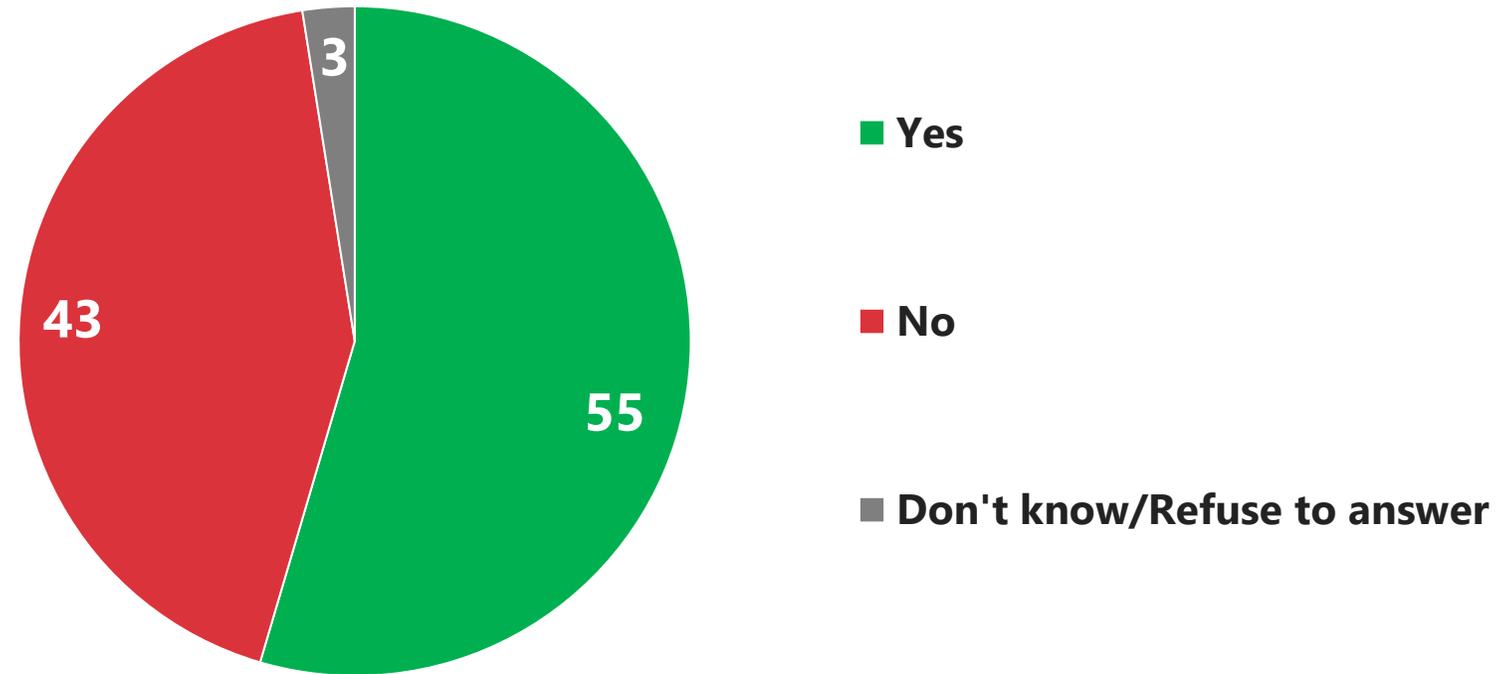


What motivated you most to get vaccinated?  
Base: Those vaccinated against coronavirus, N=508 (63% of total target population)

# MEDICINE AGAINST CORONAVIRUS

More than half of citizens of Montenegro said that they had heard or read about a medicine against coronavirus. Citizens with college and higher education were more likely than average to say that they were aware of it (69%).

Data in %



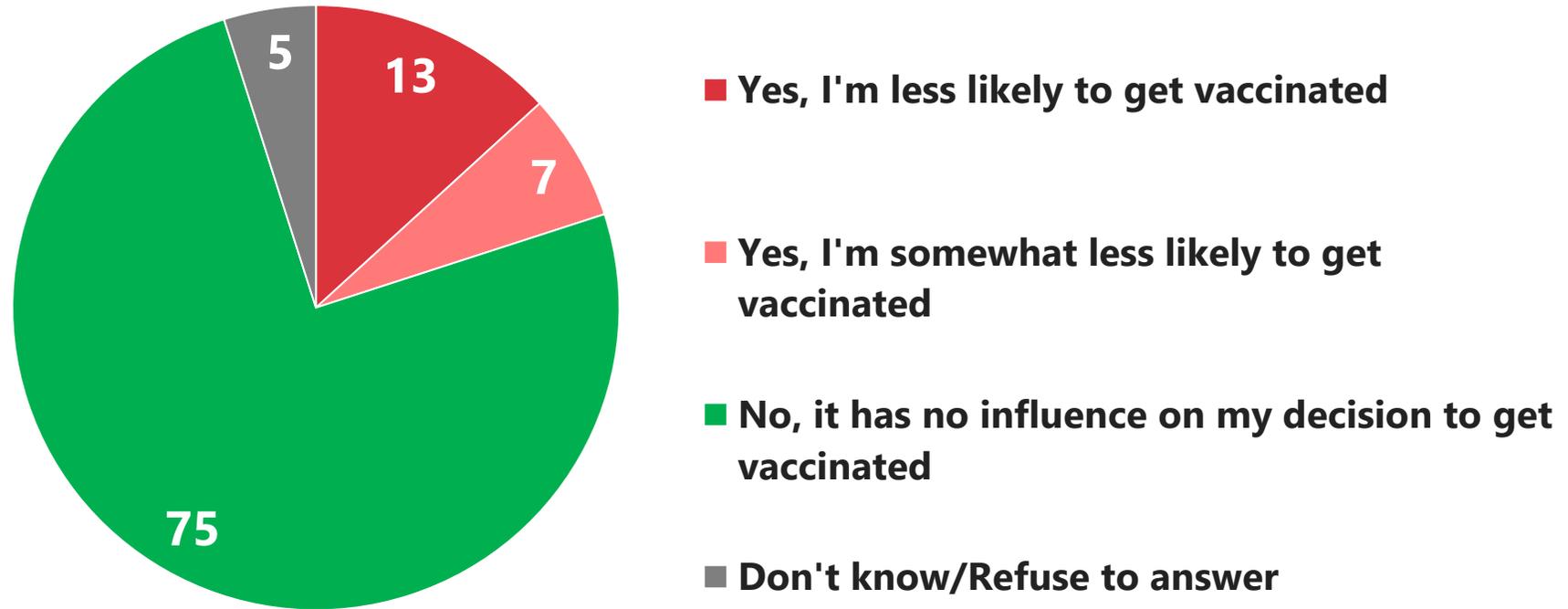
Have you heard or read that a medicine has been developed against coronavirus?

Base: Total target population, N=810

# INFLUENCE OF AVAILABILITY OF A MEDICINE AGAINST CORONAVIRUS ON DECISIONS ABOUT VACCINATION

The availability of a medicine against coronavirus does not influence the decision about vaccination in the case of three quarters of the unvaccinated citizens of Montenegro.

Data in %



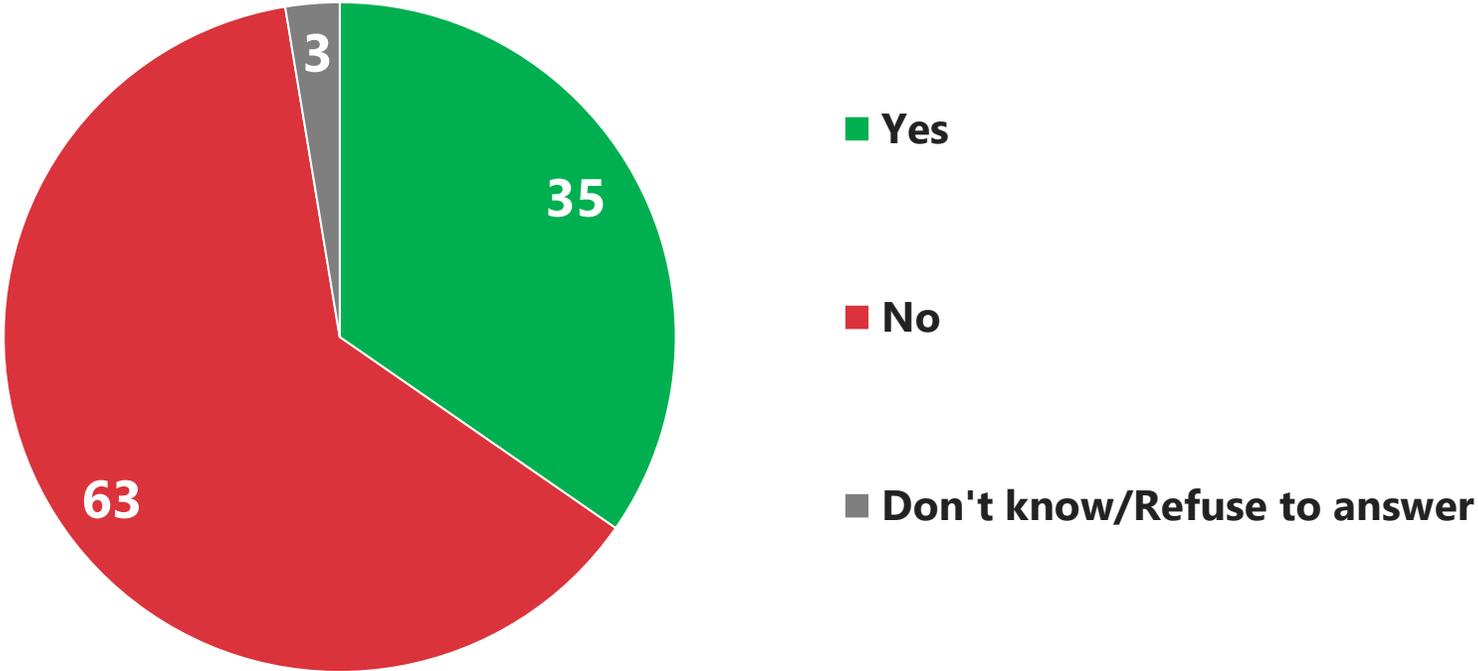
Would the availability of a medicine against coronavirus affect your decision about vaccination?

Base: Those who are not vaccinated, but have heard or read the news that a medicine against coronavirus has been developed, N=145 (18% of total target population)

# AWARENESS OF BILLBOARDS/POSTERS/POSTS WITH A CALL TO VACCINATE CHILDREN AGAINST MEASLES, MUMPS AND RUBELLA

This campaign has been noticed by somewhat more than one third of citizens. Those who oppose vaccination of children against children's infectious diseases were less likely than average to be aware of this campaign (20%).

Data in %

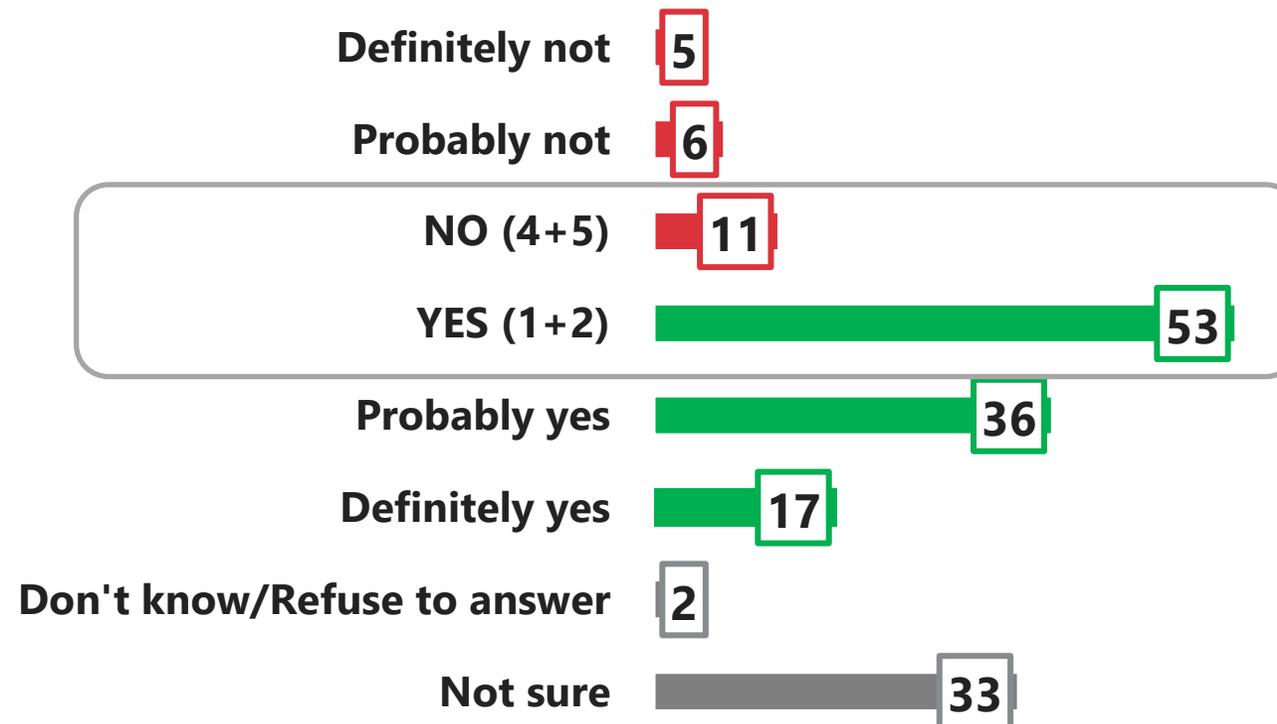


Have you noticed billboards, posters in kindergartens and schools, or posts on social media with a call to vaccinate children against measles, mumps and rubella?  
Base: Total target population, N=810

# EFFECTS OF THE CAMPAIGN AIMED AT VACCINATION OF CHILDREN AGAINST MEASLES, MUMPS AND RUBELLA

Half of the citizens aware of the campaign believe that the campaign will motivate parents to get their children vaccinated against measles, mumps and rubella. Younger citizens are less likely to believe that the campaign will motivate parents to get their children vaccinated (22%).

Data in %



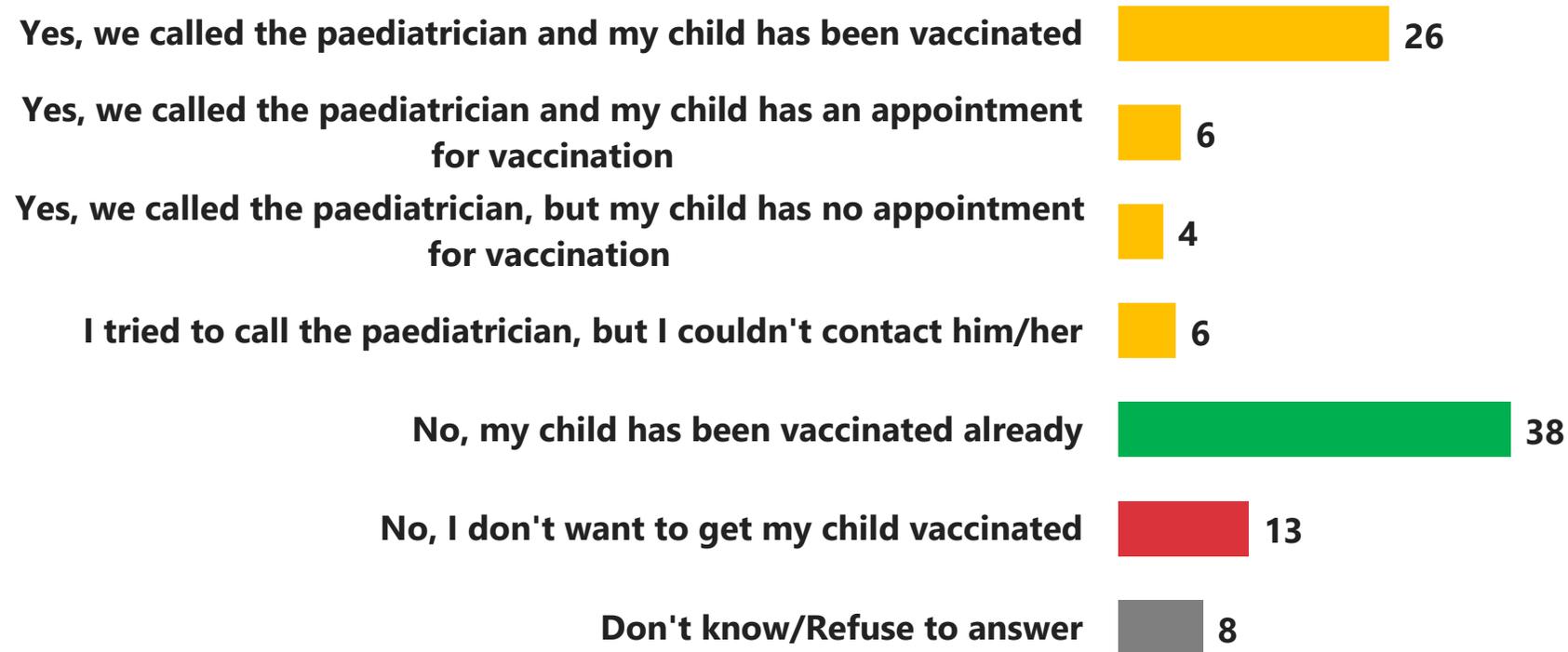
Do you think that posters and the whole campaign will motivate parents to get their children vaccinated against measles, mumps and rubella?

Base: Those who have noticed billboards, poster in kindergartens and schools, or posts on social media with a call to vaccinate children against measles, mumps and rubella, N=281 (35% of total target population)

# EFFECTS OF THE CAMPAIGN FOCUSED ON VACCINATION AGAINST MEASLES, MUMPS AND RUBELLA

Two fifths of parents or foster parents of 12-year-olds or younger children who are aware of the campaign have already had their children vaccinated. The campaign had an effect on one quarter of parents/foster parents and motivated them to see a paediatrician and get their children vaccinated.

Data in %

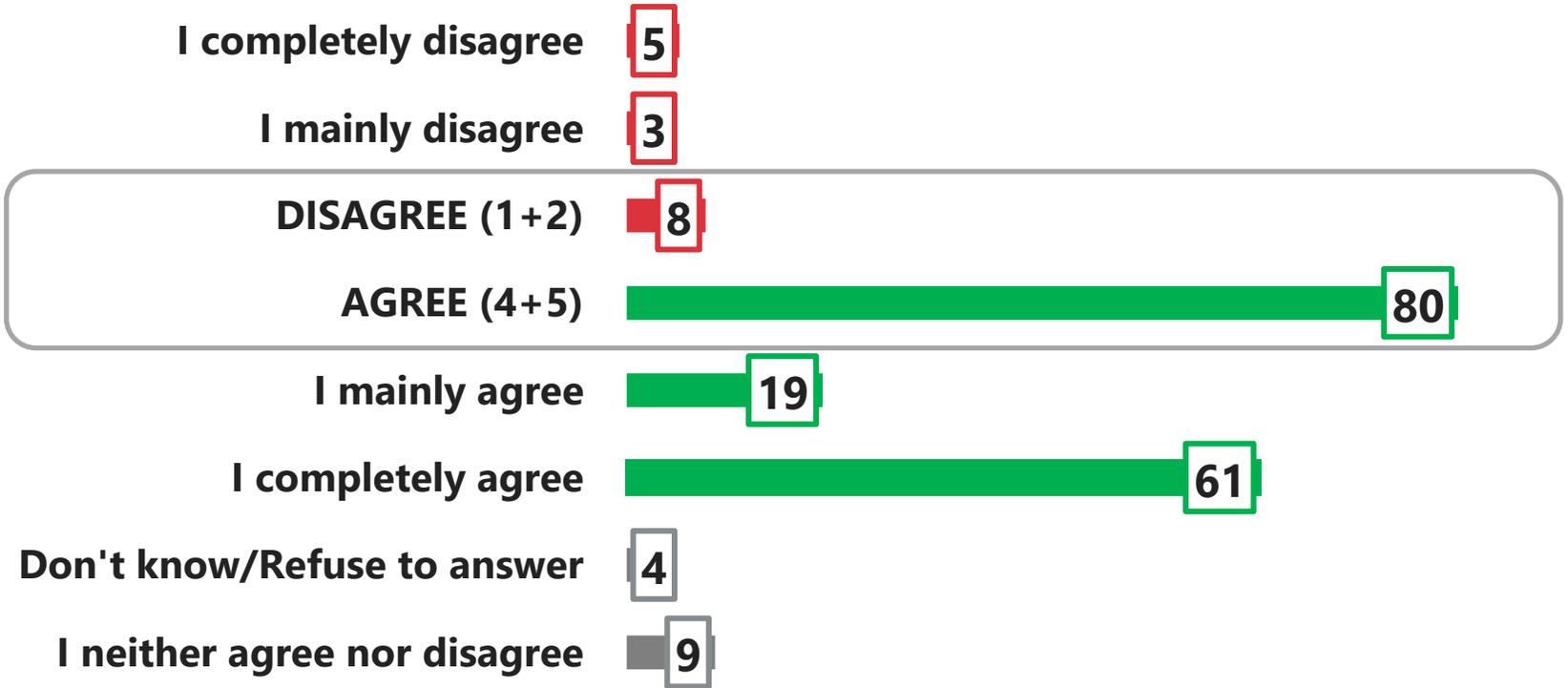


Were you motivated by the campaign focused on vaccination of children against measles, mumps and rubella (posters, social media posts or billboards) to make an appointment and get your child vaccinated?  
Base: Those who have noticed billboards, poster in kindergartens and schools, or posts on social media with a call to vaccinate children against measles, mumps and rubella and parents or foster parents of 12-year-olds and younger children with whom they share the household, N=85 (10% of total target population)

# ATTITUDES TOWARDS VACCINATION OF CHILDREN AGAINST MEASLES, MUMPS AND RUBELLA

The majority of citizens agree that children should be vaccinated against measles, mumps and rubella, and three out of five citizens agree completely.

Data in %



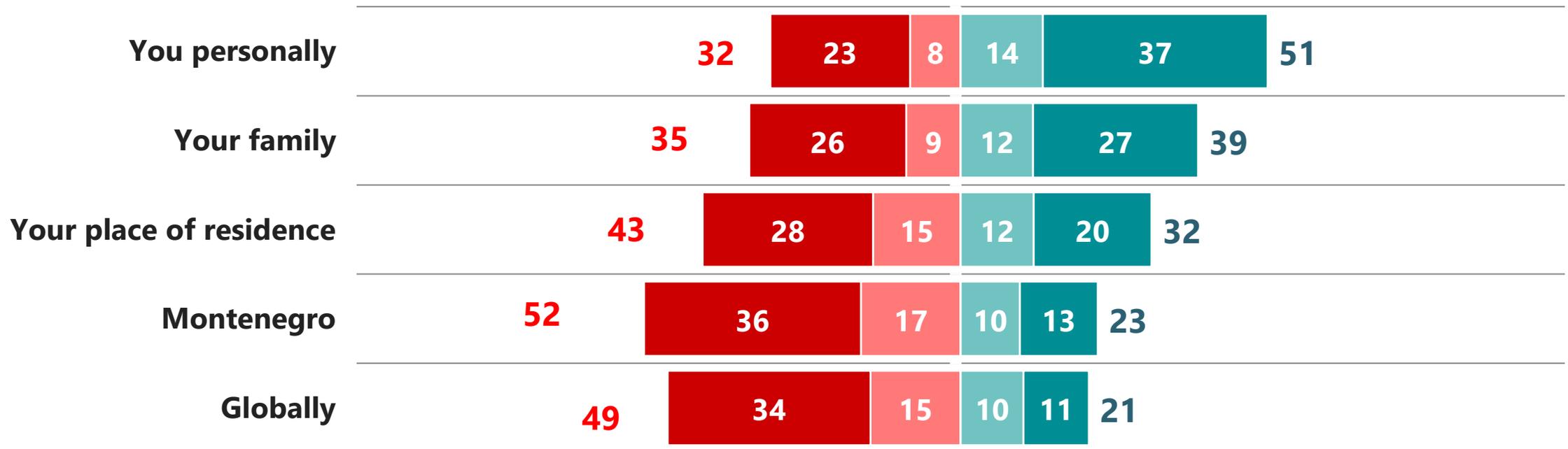
Do you agree or disagree with the following statement: "Children need to be vaccinated and thus protected from measles, mumps and rubella"?  
Base: Total target population, N=810

# CORONAVIRUS AS A THREAT TO...

One third of the citizens see coronavirus as a big threat to themselves, while half believe that the virus is a big threat to Montenegro and the world. Young people (aged 18–29) are less likely than average to believe that coronavirus poses a threat to them personally (21%), while citizens over the age of 60 are significantly more likely to have this opinion (47%). In addition, citizens with lower education, those who believe that the danger of coronavirus is accurately presented in the media more often than the average believe that coronavirus is a big threat to them personally (43% in both cases).

Data in %, answers “3” and “Don’t know” not shown

■ 4 ■ 5 – Very severe threat    **SEVERE THREAT (4+5)**    ■ 2    ■ 1 – Not a severe threat at all    **NOT A SEVERE THREAT (1+2)**



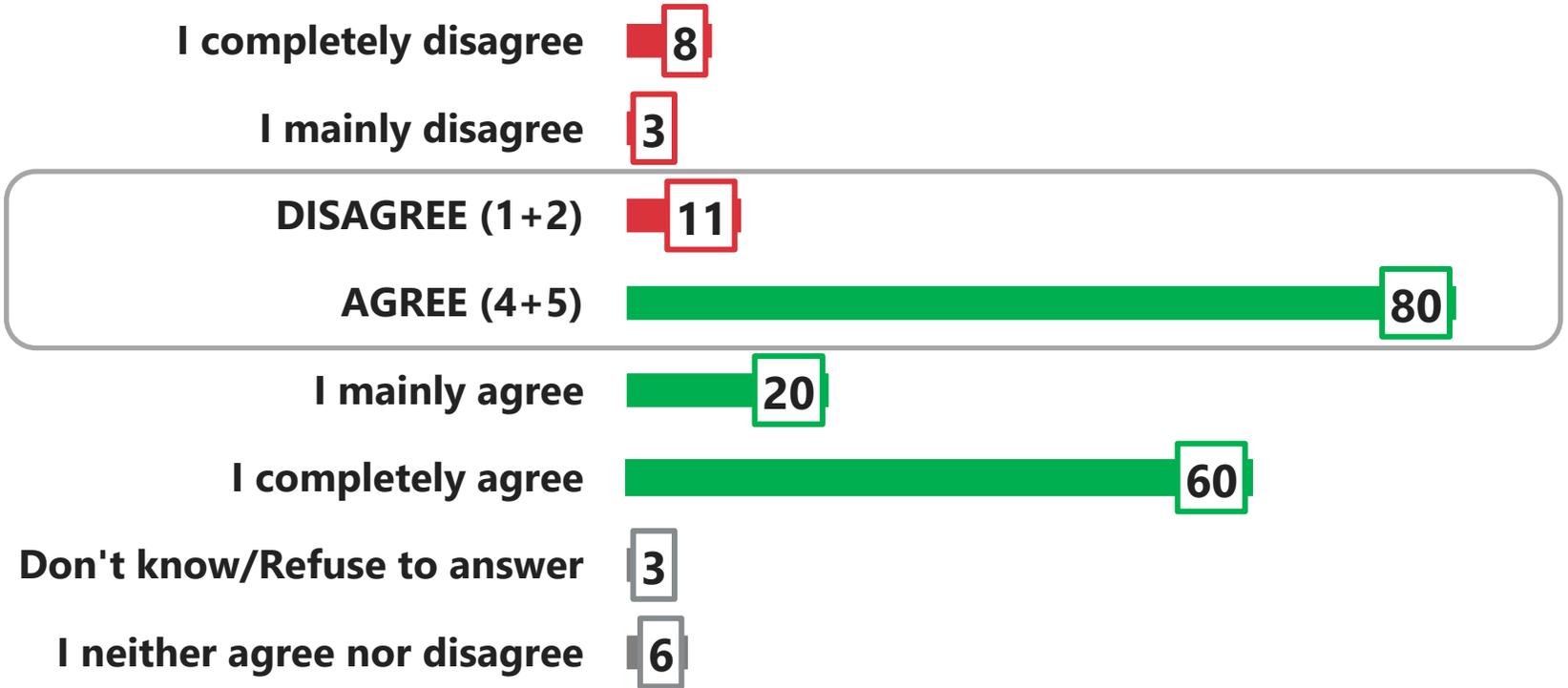
How big a threat do you think coronavirus is to...?

Base: Total target population, N=810

# ATTITUDES TOWARDS VACCINATION OF CHILDREN AGAINST MEASLES, MUMPS AND RUBELLA

The large majority of parents who believe that measles is not much of a threat to their children agree that children should be vaccinated against measles, mumps and rubella, and three out of five of these parents completely agree.

Data in %



Do you agree or disagree with the following statement: "Children need to be vaccinated and thus protected from measles, mumps and rubella"?  
Base: Those who believe that measles is not much of a threat to their children, N=305 (38% of total target population)

# MEASLES AS A THREAT TO...

More than one third of citizens perceive measles as a severe threat to the world and Montenegro, while one third of parents believe that it is a threat to their children as well. Citizens older than 60 years, as well as those with little formal schooling, generally understand measles to be a more severe threat than average. Citizens who oppose vaccination of children against children's infectious diseases are less likely than average to believe that measles is a big threat to Montenegro (20%), their place of residence (15%) and their families (11%).

Data in %, answers "3 – Not applicable" and "Don't know" not shown

■ 4 ■ 5 – Very severe threat    **SEVERE THREAT (4+5)**    ■ 2    ■ 1 – Not a severe threat at all    **NOT A SEVERE THREAT (1+2)**



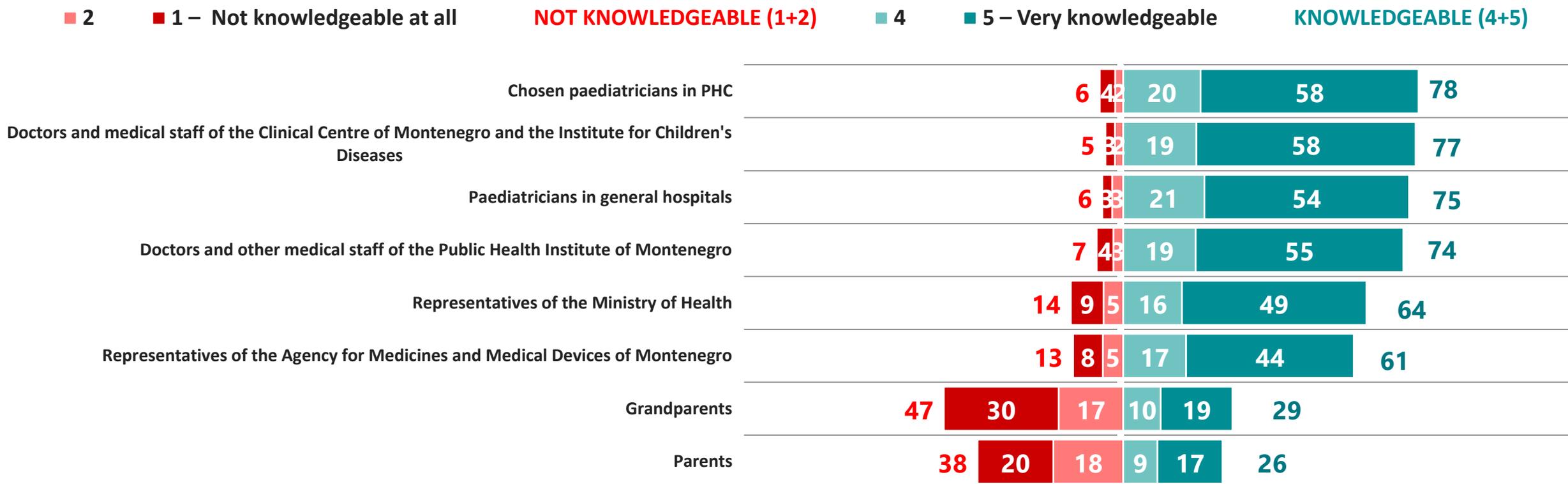
How big a threat do you think measles is to...?

Base: Total target population, N=810

# KNOWLEDGE AND EXPERTISE ABOUT VACCINES AGAINST CHILDREN'S INFECTIOUS DISEASES

Citizens find paediatricians, doctors in general and other medical staff to be most knowledgeable in regard to these vaccines. Parents and grandparents are considered to be least knowledgeable. However, women are more likely than average to think that grandparents are sufficiently knowledgeable about these diseases (35%). Those who oppose vaccination of children against children's infectious diseases are less likely than average to think that paediatricians and other medical staff have sufficient knowledge about these vaccines.

Data in %



How knowledgeable and skilled do you find the following to be about vaccines against children's infectious diseases?

Base: Total target population, N=810

**THIS PUBLIC OPINION POLL WAS CONDUCTED IN  
MONTENEGRO BY IPSOS, WITH THE SUPPORT OF  
EUROPEAN UNION AND UNICEF MONTENEGRO**

## ABOUT IPSOS

Ipsos is the third largest market research company in the world, present in 90 markets and employing more than 18,000 people.

Our research professionals, analysts and scientists have built up unique multi-specialist capabilities that provide powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 business solutions are based on primary data coming from our surveys, social media monitoring, and qualitative or observational techniques.

“Game Changers” – our tagline – summarizes our ambition to help our 5,000 clients to navigate more easily our deeply changing world.

Founded in France in 1975, Ipsos has been listed on the Euronext Paris since 1 July 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP  
[www.ipsos.com](http://www.ipsos.com)

## GAME CHANGERS

In our world of rapid change, the need for reliable information to make confident decisions has never been greater.

At Ipsos we believe our clients need more than a data supplier; they need a partner who can produce accurate and relevant information and turn it into actionable truth.

This is why our passionately curious experts not only provide the most precise measurement, but shape it to provide a True Understanding of Society, Markets and People.

To do this we use the best of science, technology and know-how and apply the principles of security, simplicity, speed and substance to everything we do.

So that our clients can act faster, smarter and bolder.  
Ultimately, success comes down to a simple truth:  
**You act better when you are sure.**