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**WESTMINSTER  
FOUNDATION FOR  
DEMOCRACY**

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# **Public Opinion Survey on the youth perceptions and attitudes towards politics in Montenegro**

**TERM OF REFERENCE**

June 2019

## Introduction

Westminster Foundation for Democracy (WFD) is a non-departmental public body sponsored by the Foreign and Commonwealth Office (FCO). With over 25 years' experience of supporting democracy around the world, WFD's strategic plan elaborates our expertise and approach to supporting political parties, parliaments, civil society and electoral processes.

WFD is currently implementing a three-year CSSF funded project that operates in six countries: Albania, Bosnia and Herzegovina, Serbia, Montenegro, North Macedonia and Kosovo and is coordinated through a regional Western Balkans office based in Belgrade.

The regional programme titled: "Western Balkans Democracy Initiative" focused on three components of work:

- Strengthening Political Parties
- Strengthening Parliamentary Practice
- Strengthening Democratic Institutions and Culture

## 2. Objectives

After initial activities on the participation of youth in public and political life in Montenegro, Westminster Foundation for Democracy (WFD) is seeking to engage a company/organization to conduct a public opinion survey on the perception of politics of young voters and aging voters in Montenegro.

For that purpose, WFD is looking for a company/organisation to develop research methodology and prepare the public opinion survey.

## 3. Research target groups and questions to be covered in the public opinion survey

The survey should cover two target groups:

- Youth 16-28 years, a sample of 900 persons
- Population 55+, a sample of 500 persons

In order to complete the survey, it should provide answers to the following key questions:

- Who makes the strongest influence when forming attitudes towards the politics (for both groups);
- The role of family in creating or changing the attitudes of young people;
- General understanding of the politics (whether the two groups are only interested in the so-called "high politics");
- General questions about the Montenegrin political system (for both target groups),
- To which extent are both target groups relying on the programs of political parties and what are their expectations in this respect;
- Are there some political issues that are particularly interesting to both target groups and why?
- To which extent do both groups follow the campaigns in the pre-election period;
- What are the crucial factors for both groups when deciding in the voting process;

- For the youth: who encourages them to participate in the political life of the country.

Detailed questionnaire survey will be developed in coordination and cooperation with the WFD Country office in Montenegro.

#### 4. Timelines

Deadlines listed in the table below assume contracting is completed by June 24<sup>th</sup>. Research work should commence as early as June 30<sup>th</sup>, 2019. If contracting with the vendor/consultant/organisation is concluded after this date, the deadlines will be adjusted accordingly. The studies should be delivered and presented to WFD by the following deadlines:

Deliverable	Description	Deadline
Draft Public Opinion Survey on Youth Perceptions and Attitudes towards politics in Montenegro	The draft report with answers to all the relevant public survey questions, analysis and recommendations in English language to be prepared between June 30 <sup>th</sup> and July 31 <sup>st</sup> and delivered to WFD	July 31 <sup>st</sup> , 2019 (English version of document to be provided to <a href="mailto:emil.atanasovski@wfd.org">emil.atanasovski@wfd.org</a> and <a href="mailto:ana.milutinovic@wfd.org">ana.milutinovic@wfd.org</a> by COB on July 31 <sup>st</sup> , 2019)
WFD respond to comments and provides feedback on draft research	WFD will respond and provide comments to the draft research study by August 15 <sup>th</sup>	August 15 <sup>th</sup> , 2019
Finalisation of the Research	Final report with answers to all the relevant questions addressing comments and feedback from the WFD prepared and delivered to WFD by August 30 <sup>th</sup>	August 30 <sup>th</sup> , 2019

#### 5. Key Deliverables

The selected company/organisation is expected to prepare and deliver a public opinion survey on the perception of politics of young voters and aging voters in Montenegro as follows:

- Questionnaire to be used in the survey, in close co-operation with WFD;
- Report based on quantitative data collection(s) including main frequencies, statistically significant cross tabulations and regression analysis, with narrative analysis and explanations;
- Report on qualitative data collections;
- Power Point presentation for the purpose of presentation of the project results.

The company/organisation is expected to present the findings of the study to a relevant audience agreed with WFD country office in Montenegro at a time agreed with WFD Country Representative.

## 6. Offer and Payment terms

The offer for conducting the survey and the budget for preparing the public opinion survey should be inclusive of development of methodology, desk research, preparing the study, organisation of all and any relevant meetings, proofreading cost to English, translation and interpretation costs inclusive of VAT.

- The consultant/s travel expenses, meeting organisation costs, accommodation and boarding costs, draft report preparation, meal allowances and any incidentals for preparing the public opinion poll are the sole responsibility of the company/consultant. WFD will not be covering any of the above expenses and the budget provided is inclusive of these costs.
- 30% of the approved budget will be provided upon signing the contract to ensure effective execution of the tasks. 70% upon successful completion and delivery of the survey.

## 7. Application details

Interested companies/organisations should express their interest and provide an offer by providing a one-page proposal by June 21<sup>st</sup>, 2019. Interested organisations should provide a detailed methodological explanation of what type of methodology they will use for preparing the survey. For organisations/companies a one-page document listing the experience of the organisation/company relevant for this work should be prepared.

Track record of previous work with WFD under similar methodology and quick turnaround in delivering the task will be considered an additional asset. An email with your expression of interest and an offer with a proposed budget should be sent to the WFD Western Balkans Regional office at: [emil.atanasovski@wfd.org](mailto:emil.atanasovski@wfd.org) copying the Montenegro country office at: [ana.milutinovic@wfd.org](mailto:ana.milutinovic@wfd.org) by June 21<sup>st</sup> 2019.