



# LGBTI PUBLIC OPINION POLL WESTERN BALKANS



# METHODOLOGY

# GENERAL POPULATION

Poll implemented  
by IPSOS

<b>Implementation:</b>	Research conducted in June 2015.
<b>Sample framework:</b>	General population, adults 18+ Three-stage stratified random representative sample
<b>Sample type:</b>	First stage: The territory of polling stations Second stage: Households (SRSSoR – random steps) Third stage: Respondents within households (Kish grid)
<b>Sample size:</b>	<b>Serbia: 1025</b> <b>Macedonia: 1044</b> <b>Bosnia and Herzegovina: 1052</b> <b>Kosovo: 1221</b> <b>Albania: 1044</b> <b>Montenegro: 1050</b>
<b>Research type:</b>	Field survey – Face to face; average interview length 25 min
<b>Post-stratification:</b>	By gender, age and region
<b>Error margins:</b>	±1.4 % with the incidence of 5% ±2.8 % with the incidence of 25% ±3.3 % with the incidence of 50%



# LGBTI COMMUNITY – Online Survey

**Implementation:** Research conducted in the end of June and early July 2015.

**Sample framework:** Online LGBTI Population

**Serbia: 180**

**Macedonia: 237**

**Montenegro: 78**

**Sample size:**

**Bosnia & Herzegovina: 67**

**Kosovo: 21**

**Albania: 72**

**Sample type:** Convenient sample

**Research type:** Online questionnaire; average response time 20 min

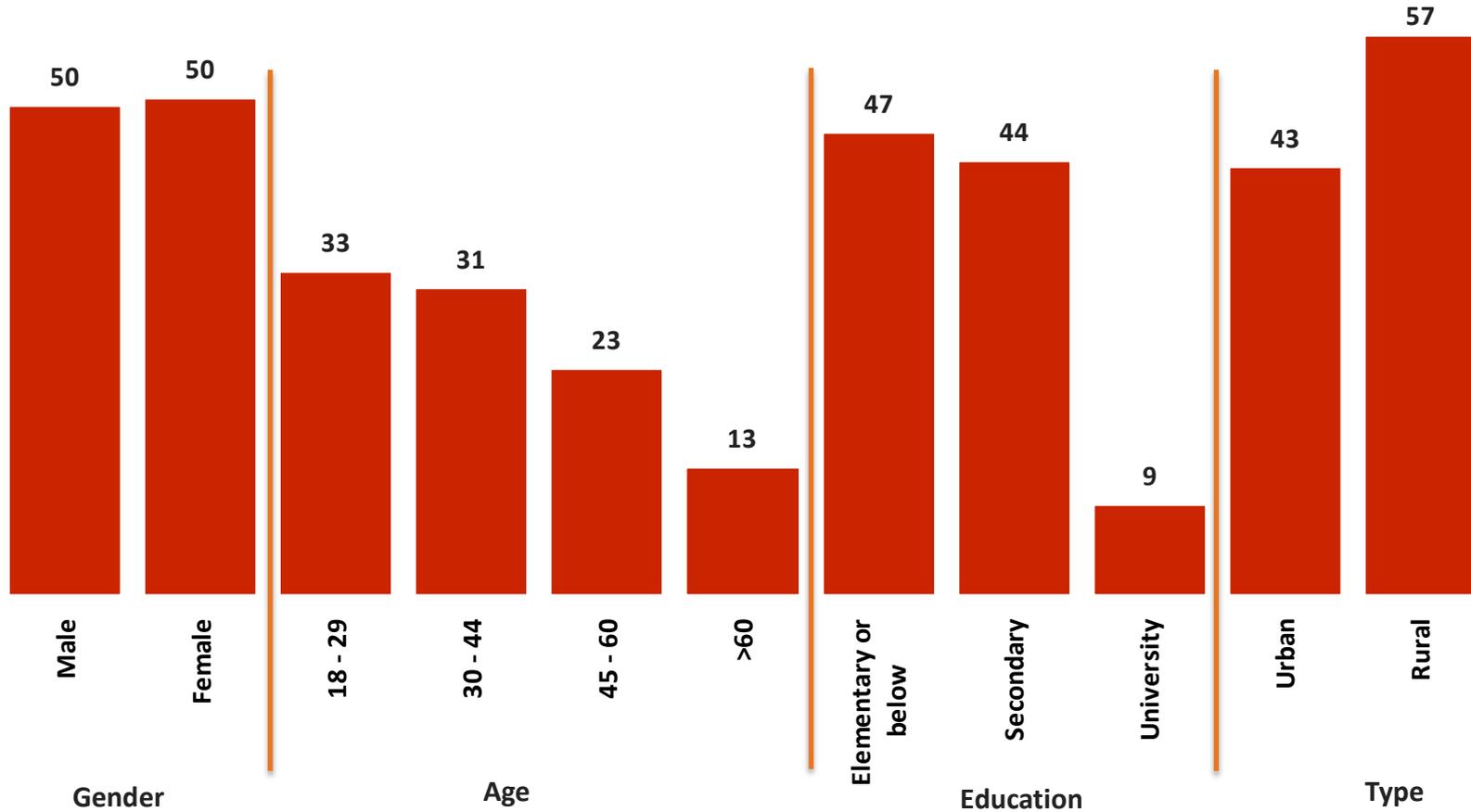
## FOCUS GROUPS

**Implementation:** August 2015.

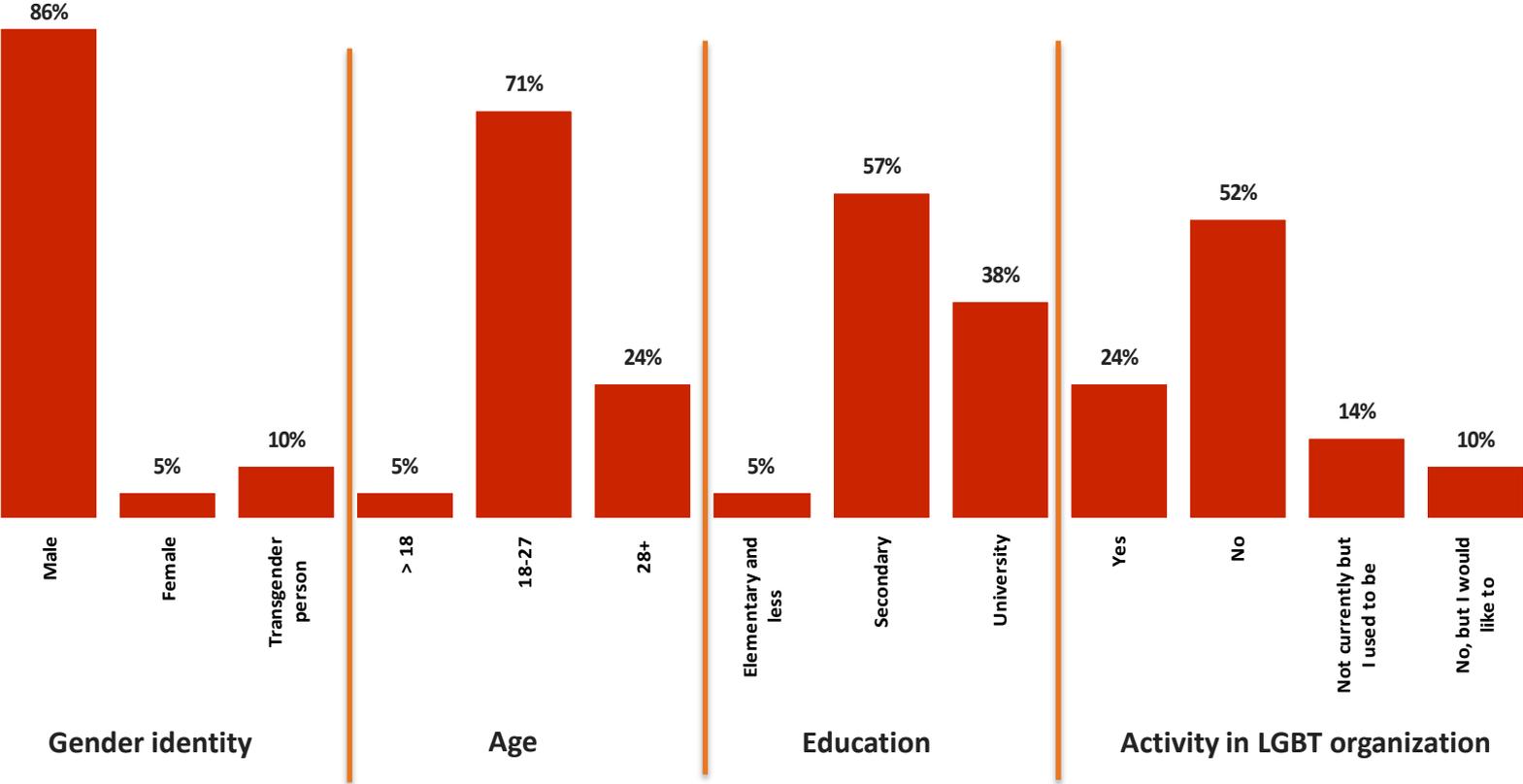
**Group number:** 3 in each country (2 with general population and 1 with LGBTI population)

**Location:** Belgrade, Podgorica, Pristina, Sarajevo, Skopje, Tirana

# Sample – General population/Kosovo



# Sample – LGBTI population/Kosovo



**INCLUSION AND INTEGRATION**



**HOMOPHOBIA & TRANSPHOBIA REDUCTION**



**AWARENESS, KNOWLEDGE AND UNDERSTANDING**



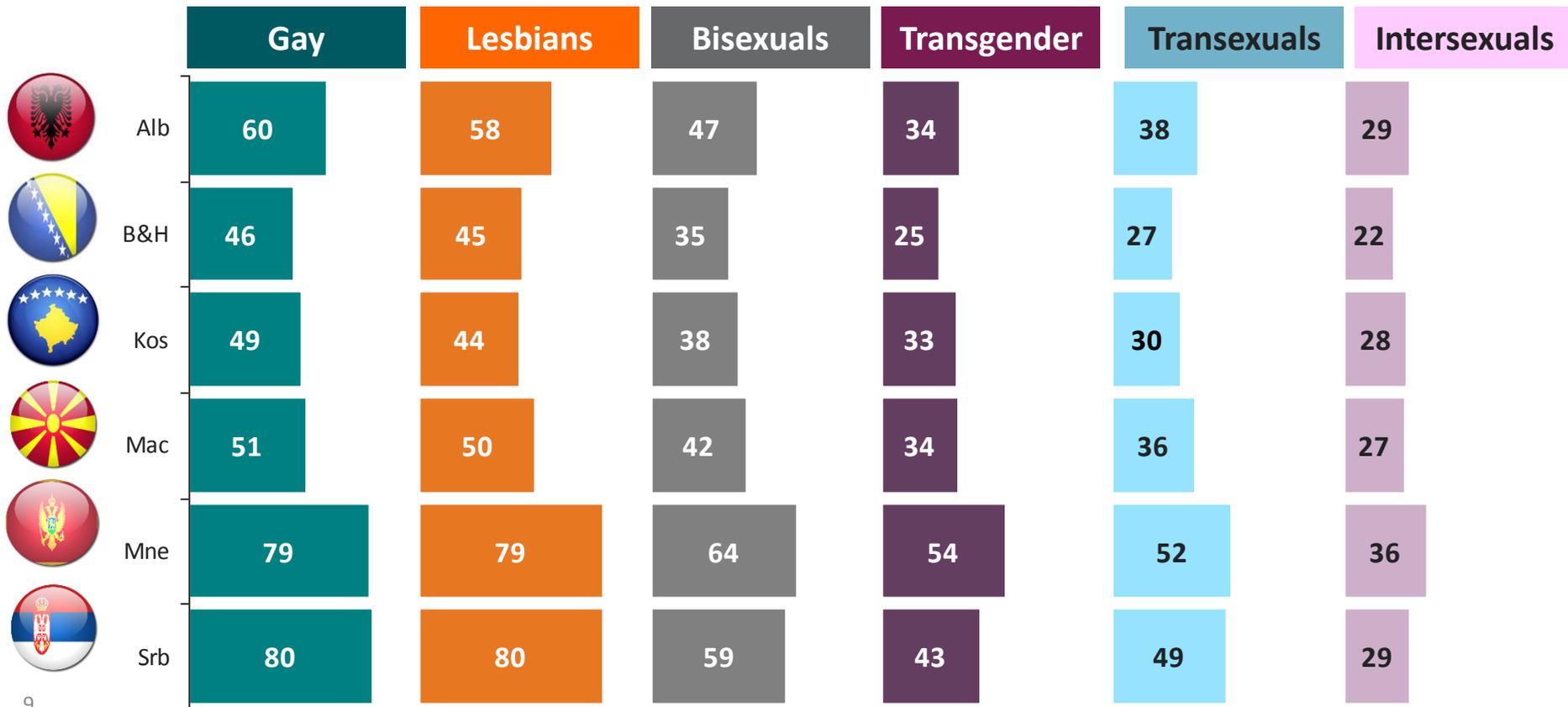
**VISIBILITY & INTERACTION**

LGBTI

GENERAL PERCEPTIONS

## Level of knowledge about LGBTI community

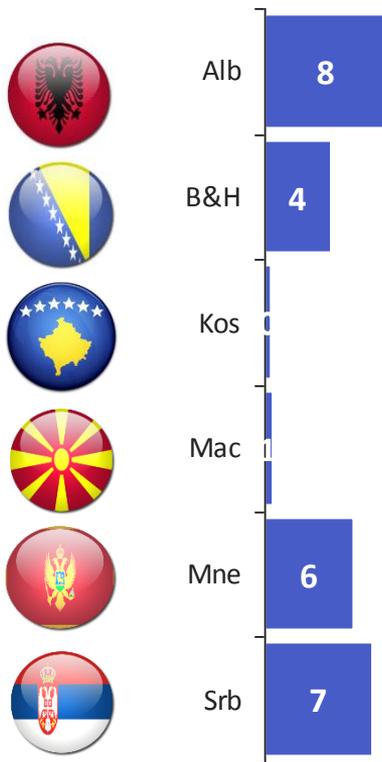
*I will now show you the list of certain social groups. Please tell me do you consider them as part of LGBTI group*



# GENERAL POPULATION, WESTERN BALKANS 2015

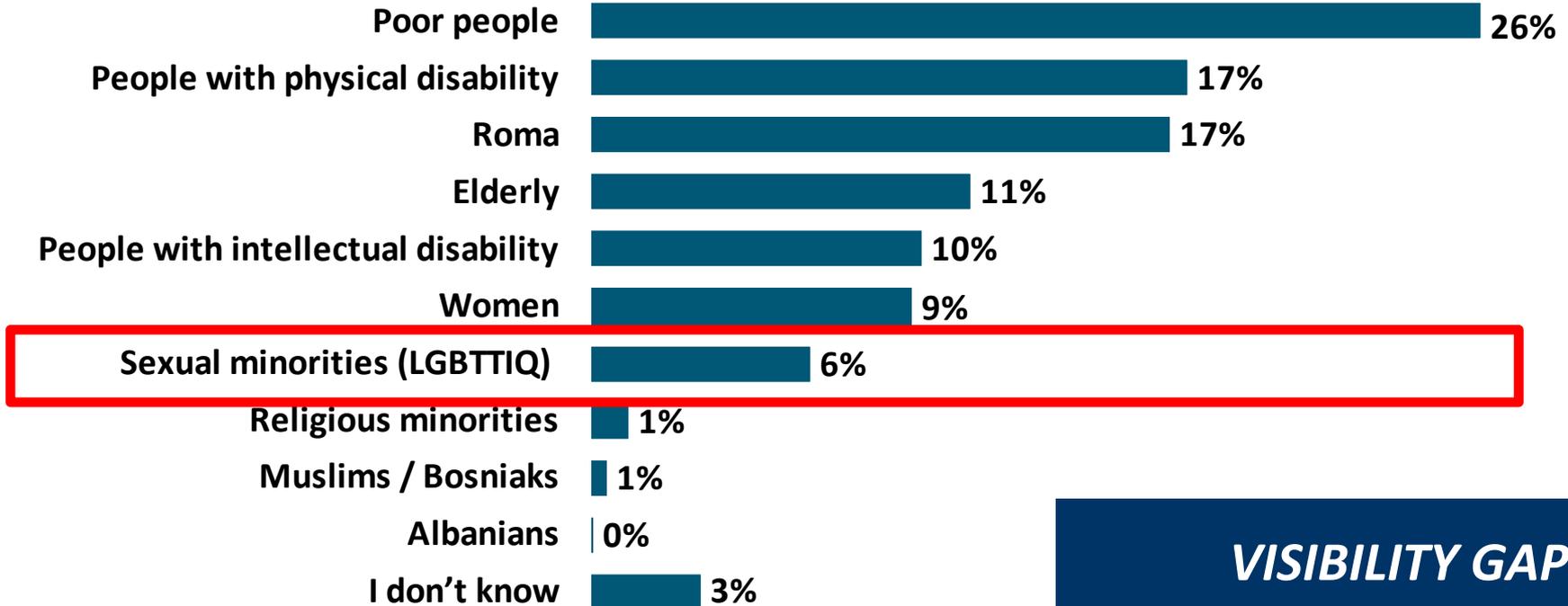
## Level of knowledge about LGBTI community – – respondents that gave correct answers only

*I will now show you the list of certain social groups. Please tell me do you consider them as part of LGBT group*



## Many don't see LGBTI citizens as the most discriminated minority group

*Which of the following groups would you say face the most discrimination in Serbia?*

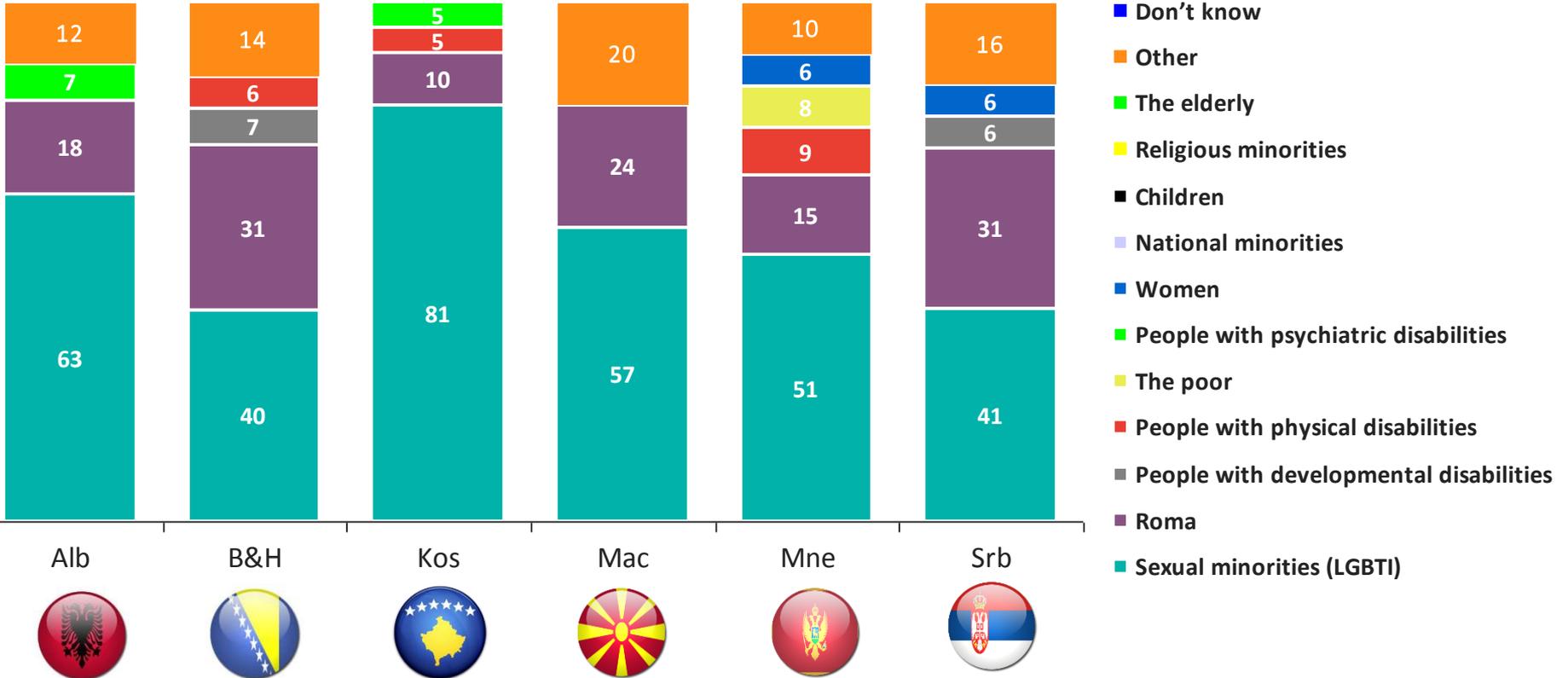


**VISIBILITY GAP**

# LGBTI POPULATION, WESTERN BALKANS 2015

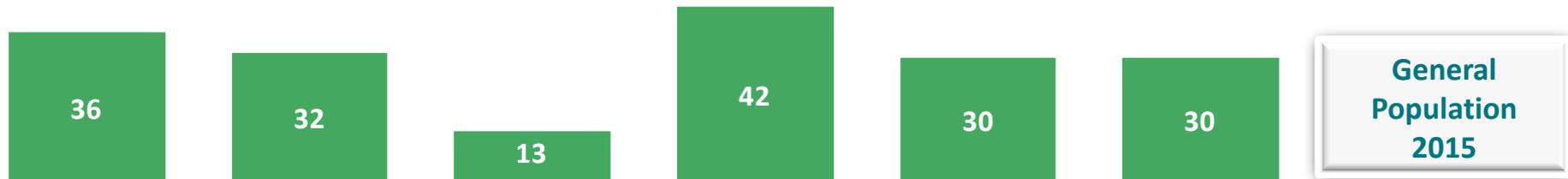
## LGBTI people see themselves as most discriminated minority group

*Which of the following groups would you say are the most exposed to discrimination in your country?*

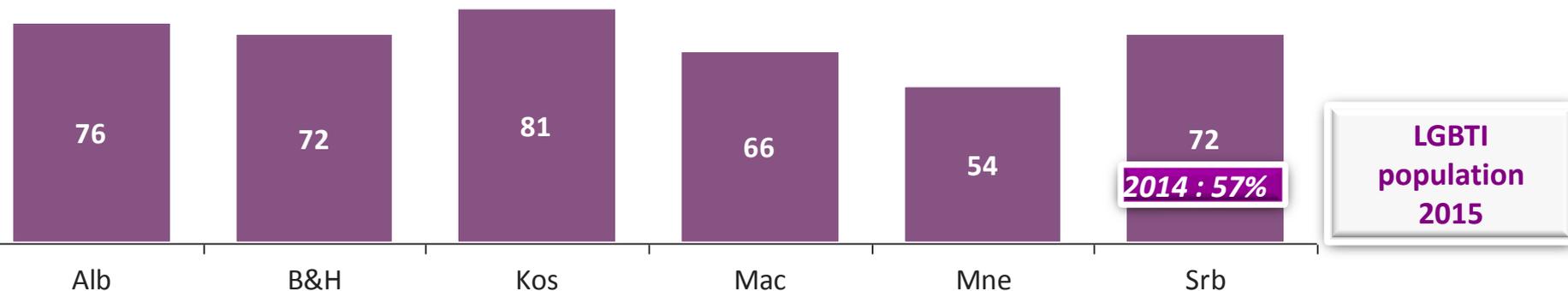


# Exposure to psychological abuse and verbal harassment: General population Perceptions vs. LGBTI Reality don't match

*Thinking about LGBTI persons, how often are they denigrated by family, friends and/or colleagues?*



*Have you personally ever been exposed to psychological abuse due to your SEXUAL ORIENTATION OR GENDER IDENTITY, e.g. cruel jokes and demeaning comments, insults, threats of physical violence, etc.*



Alb



B&H



Kos



Mac



Mne

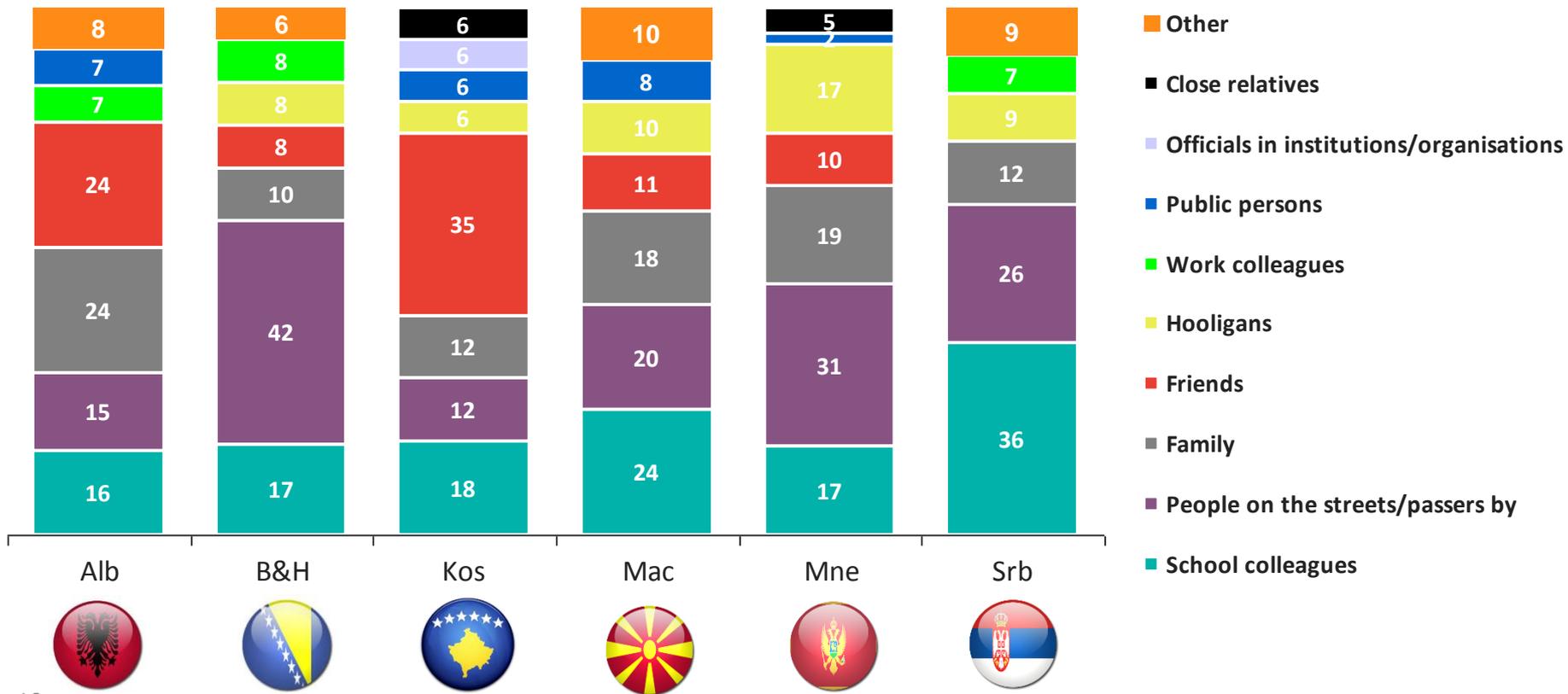


Srb



## Perpetrators of psychological abuse and verbal harassment

Which following groups were MAIN perpetrators of psychological abuse in most cases?

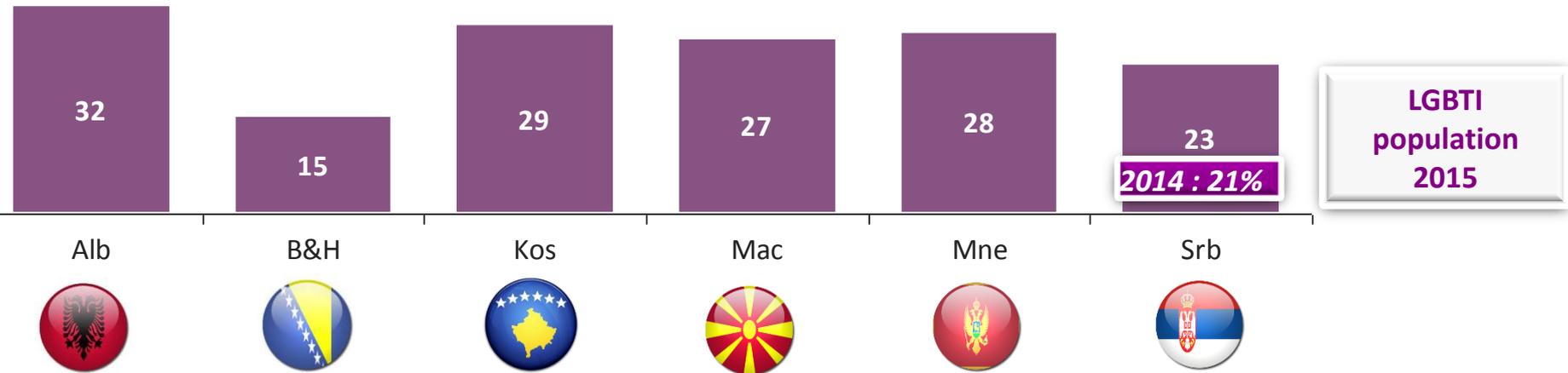


# Exposure to physical violence: General population Perceptions vs. LGBTI Reality somewhat match

*When it comes to physical violence, how often were people suspected or known to belong to the LGBT population exposed to physical violence of by family, friends, schoolmates, colleagues and/or strangers?*

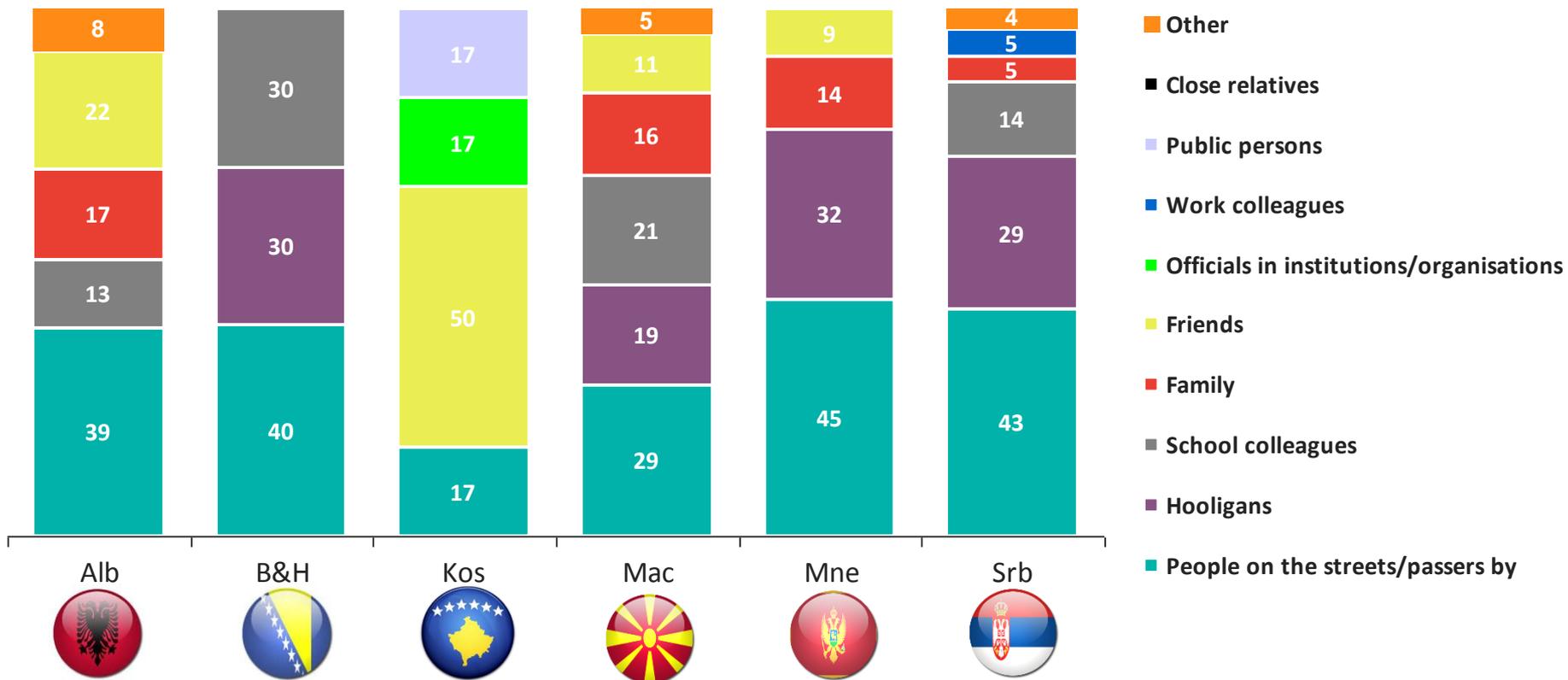


*Have you personally ever been victimized by PHYSICAL violence due to YOUR SEXUAL ORIENTATION OR GENDER IDENTITY?*



## Main perpetrators of physical violence

Which of the following groups were MAIN perpetrators of PHYSICAL violence in most cases?

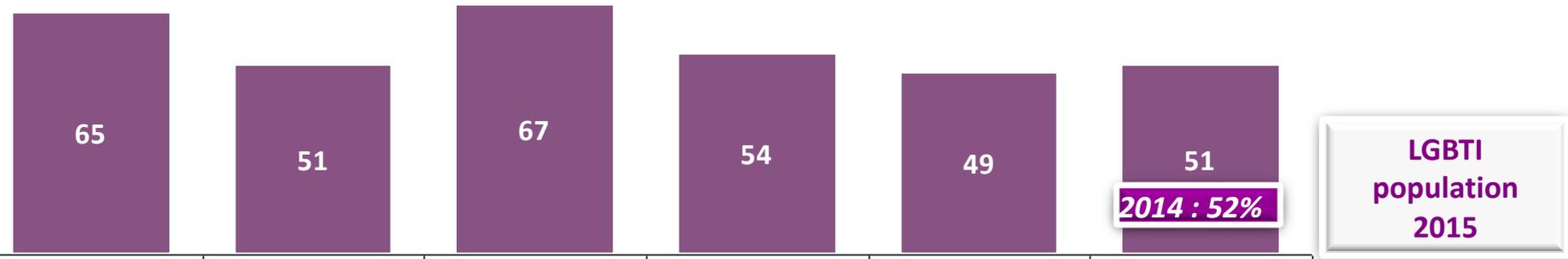


# Exposure to discrimination: General population Perceptions vs. LGBTI Reality don't match

*How often do you believe that people receive worse treatment than others because they belong to the LGBTI population?*



*Have you personally ever been exposed to the discrimination due to your sexual orientation or gender identity?*



Alb



B&H



Kos



Mac



Mne



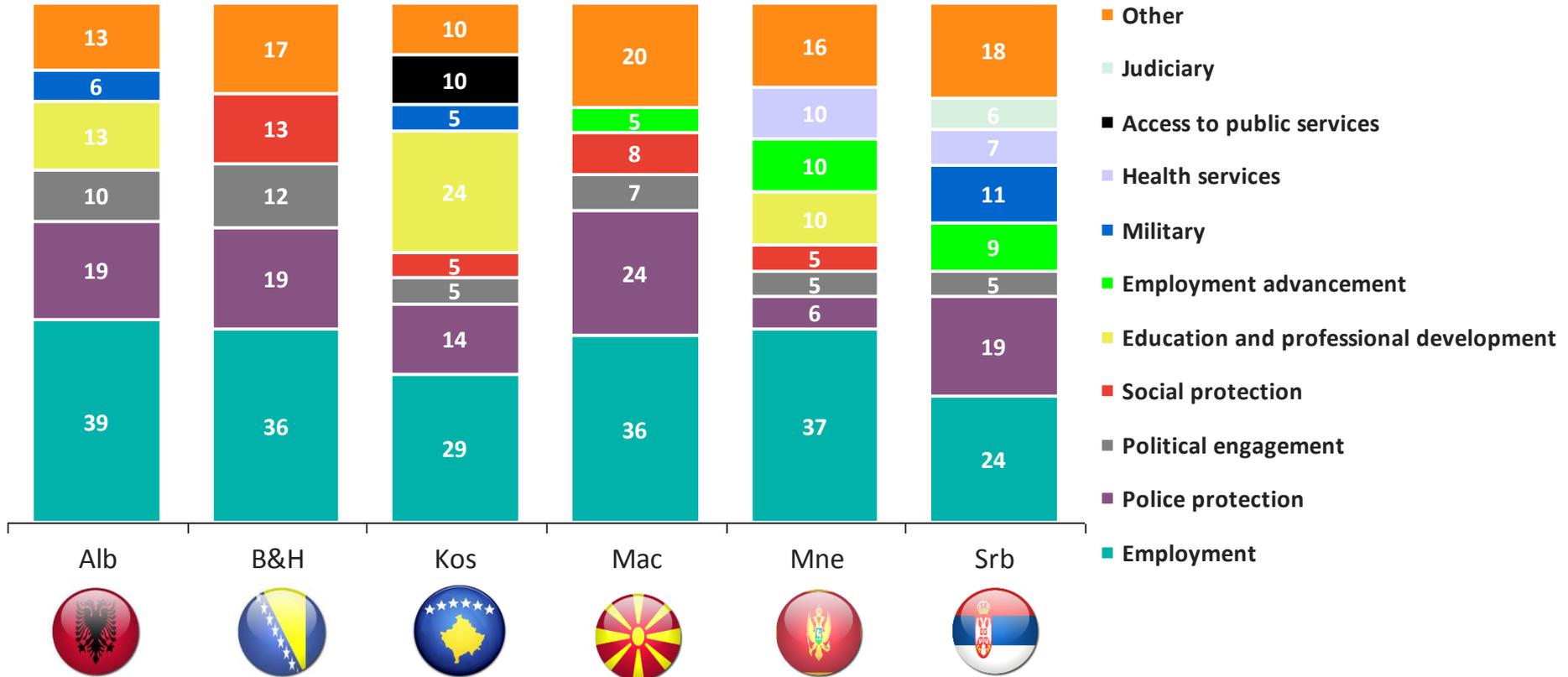
Srb



# LGBTI POPULATION/WESTERN BALKANS 2015

## Main areas of discrimination

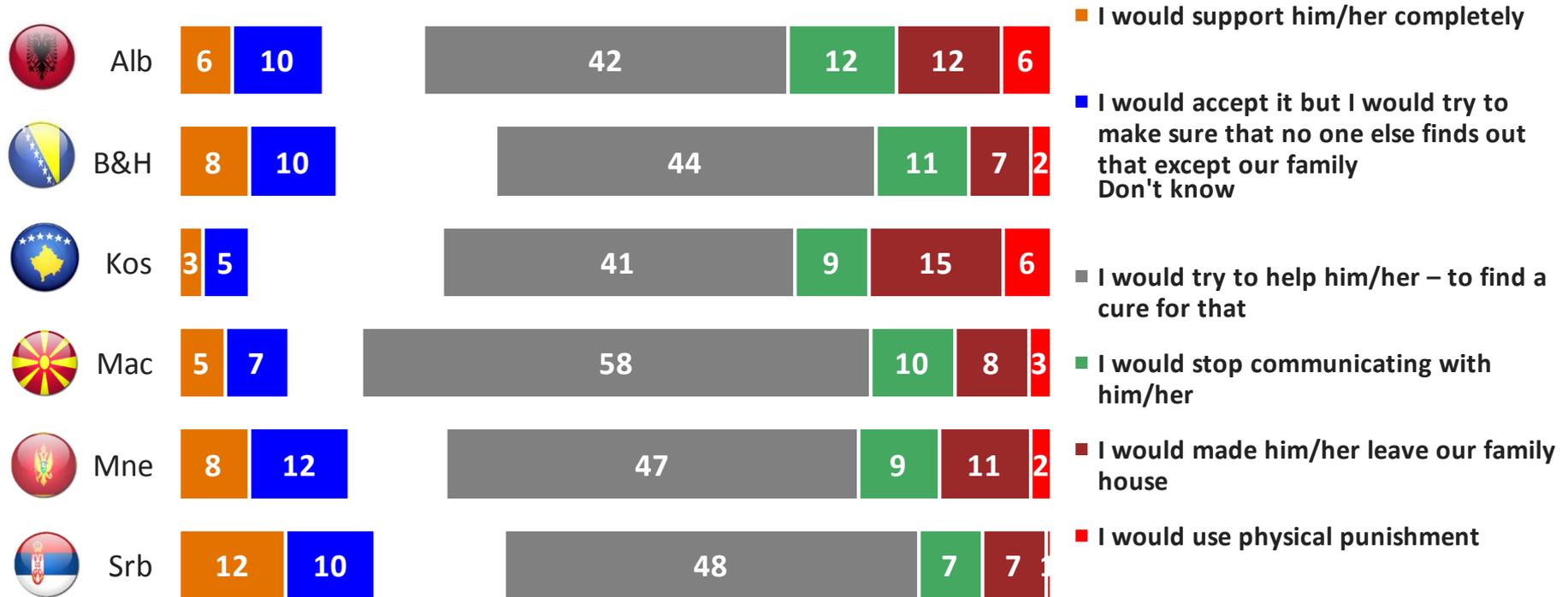
Based on your personal experience, in which area are LGBTI people most frequently exposed to discrimination?



# GENERAL POPULATION/WESTERN BALKANS 2015

## When finding out that his/her child is LGBTI, great majority of citizens would try to “cure” them.

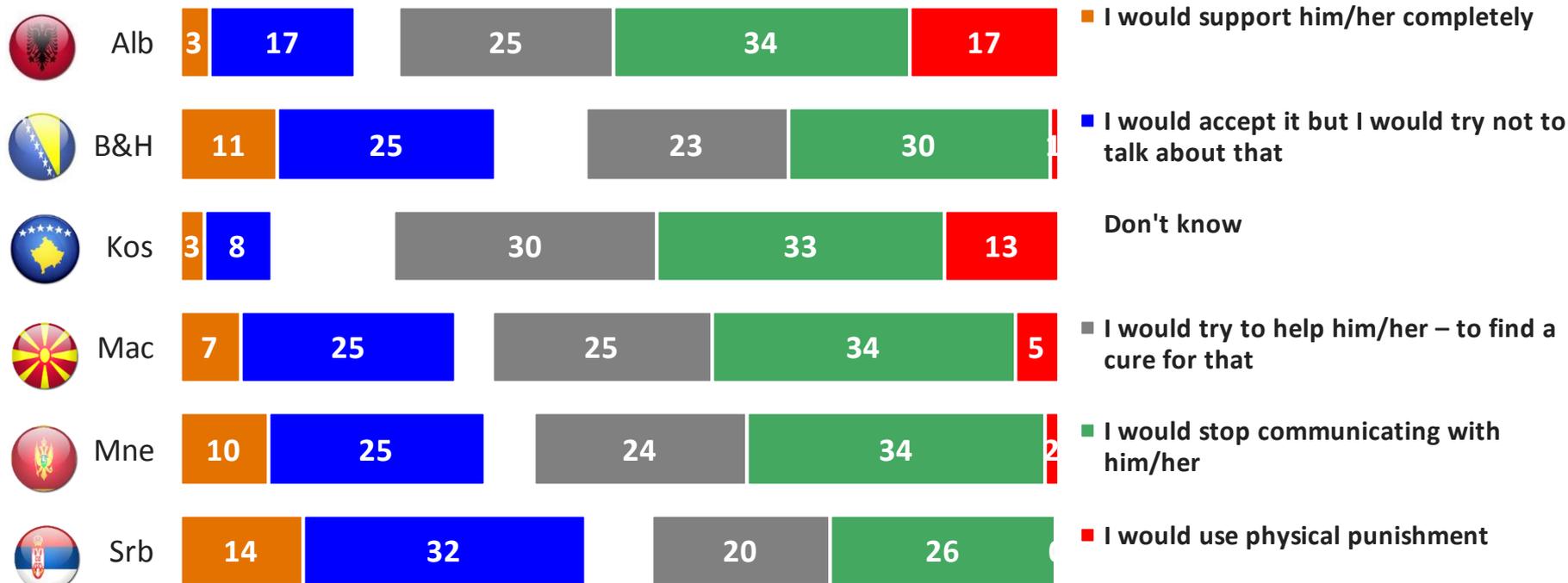
*If you would find out that your child is homosexual (previously mentioned LGBTI person), how would you react?*



# GENERAL POPULATION/WESTERN BALKANS 2015

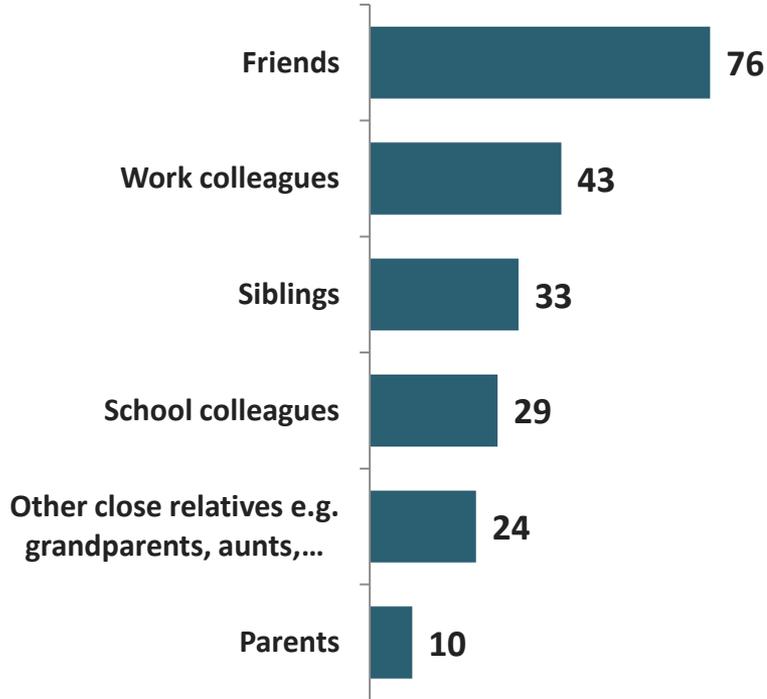
## When finding out that their friend/acquaintance/colleague or neighbor is LGBTI person, great majority of citizens from the Balkans would stop communication

*If you would find out that your friend/acquaintance/colleague or neighbor is homosexual (previously mentioned LGBTI person) how would you react?*

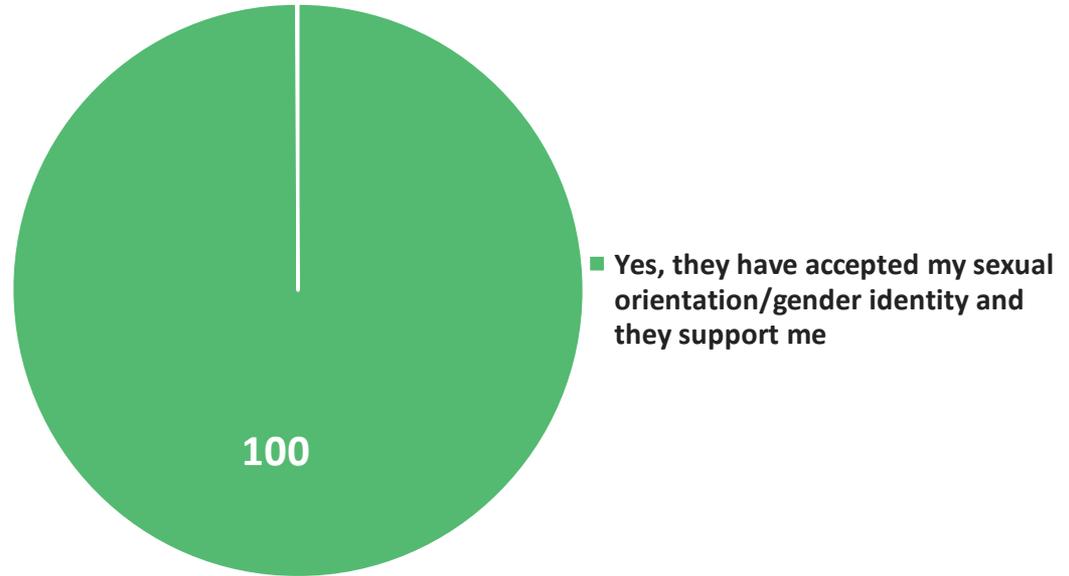


## Parents are not first to know

*Who of the following people knows for your sexual orientation/gender identity? - percentage of YES answers*



*You said that your parents do know about your sexual orientation/gender identity. Do they support you?*



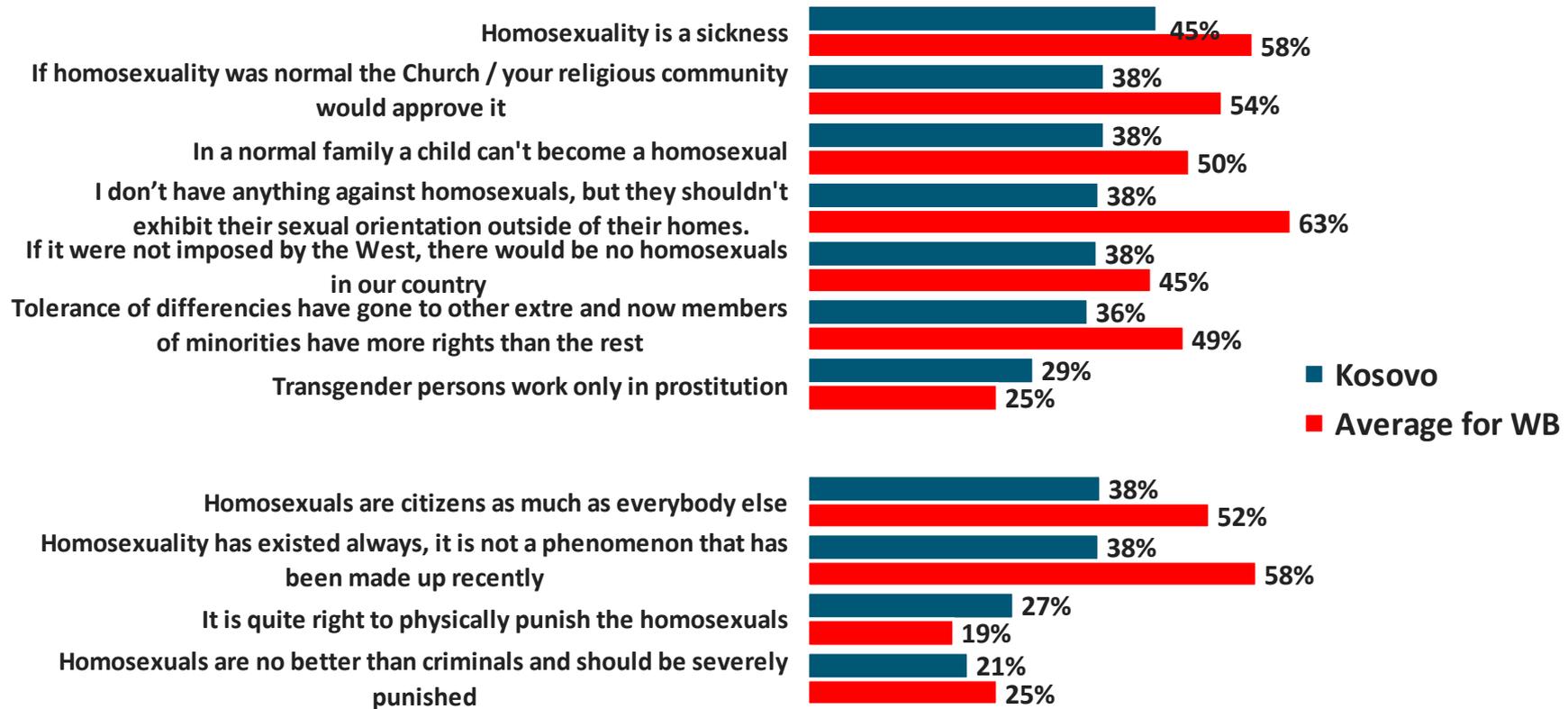
THERE IS **FEAR OF COMING OUT**

KNOWING PERSONALLY SOMEONE  
**(VISIBILITY&INTERACTION)** WHO IS LGBTI REDUCES  
PREJUDICE AND STEREOTYPES **(UNDERSTANDING)!**

DESPITE DEEP PREJUDICE AND STEREOTYPES  
**VIOLENCE IS NOT ACCEPTABLE** AND IF MADE  
KNOWN, BOOSTS EMPATHY!

## Prejudice and stereotypes are deep and widespread!

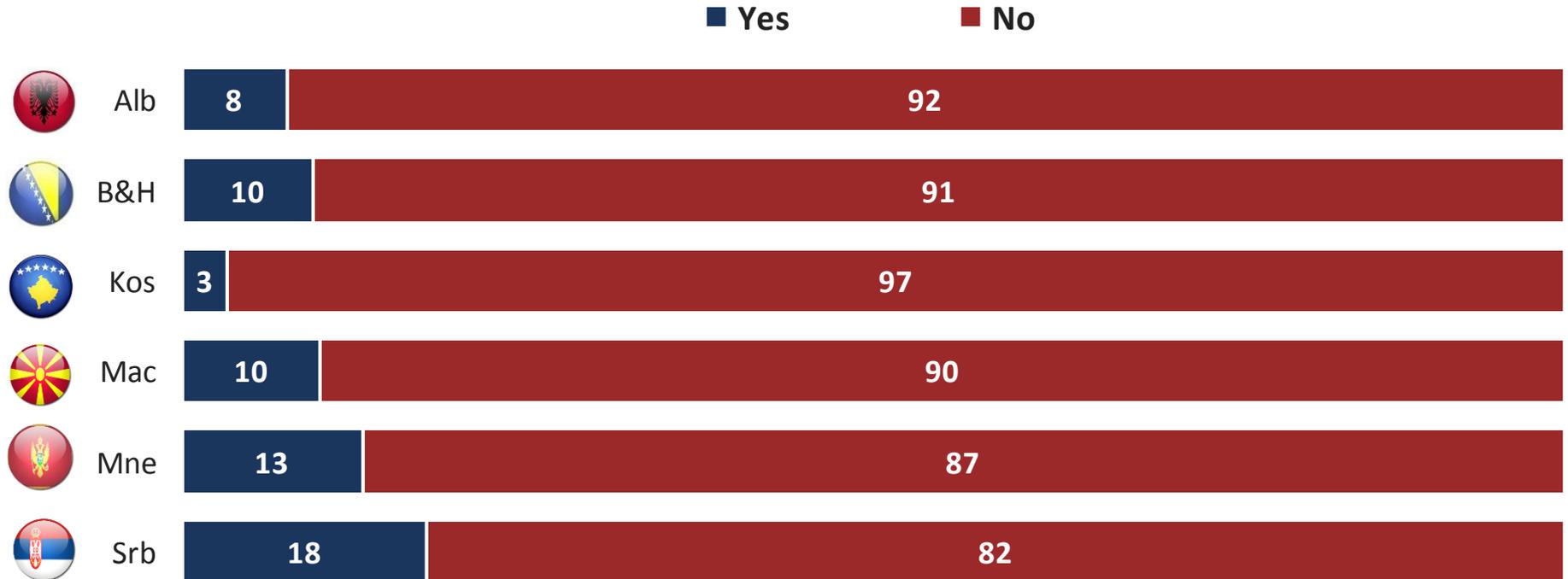
*Now I am going to read to you some statements and I would like you to tell me to which extent you agree with each of them.*



## GENERAL POPULATION/WESTERN BALKANS 2015

**On average, 1 in 10 people in the Balkans personally interacts with someone whom they know to be LGBTI**

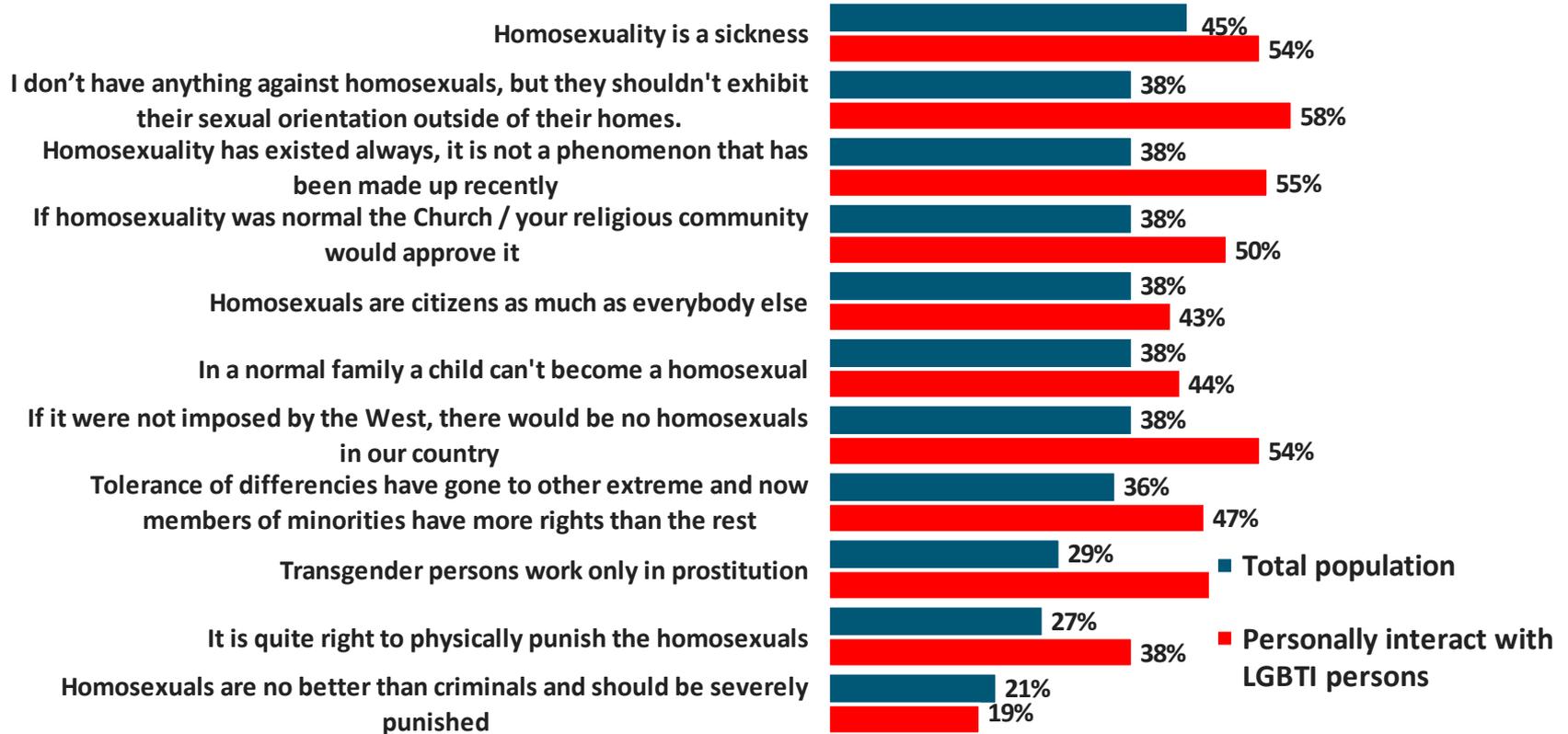
*Do you personally interact with any person whom you know to be LGBTI?*





## Personal contact reduces prejudice and stereotypes

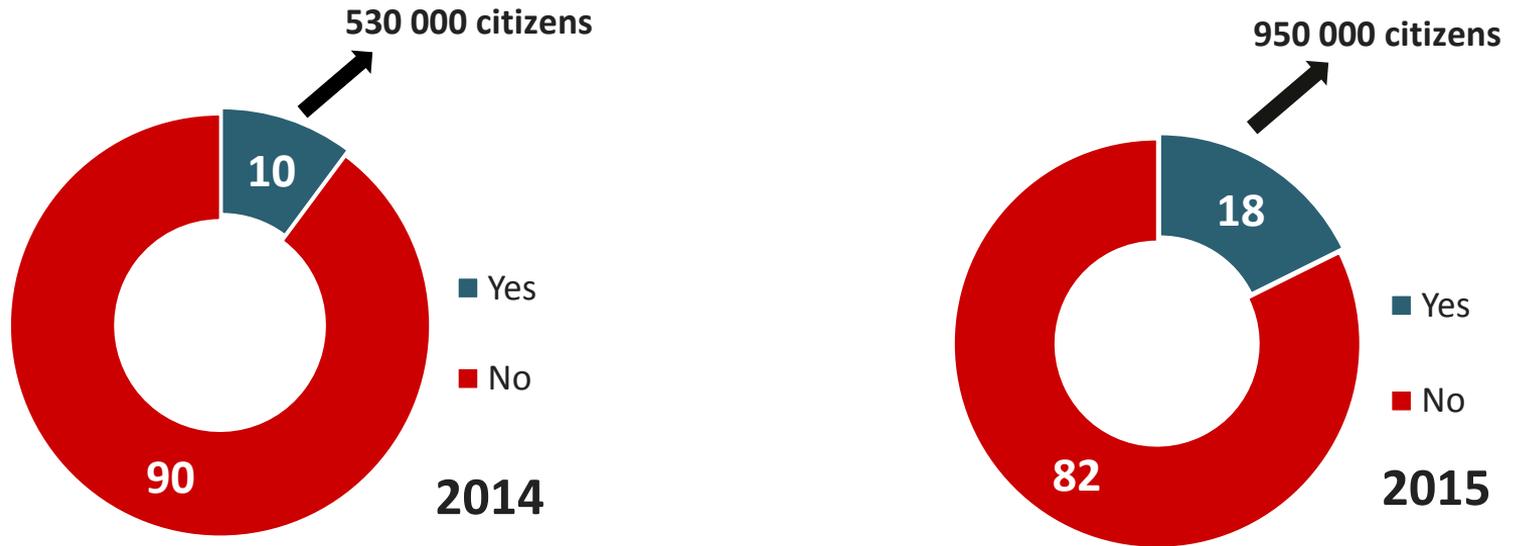
*Now I am going to read to you some statements and I would like you to tell me to which extent you agree with each of them.*



## GENERAL POPULATION, SERBIA 2014 AND 2015

### In Serbia, personal interaction of general population with someone they know to be LGBTI almost doubled within a year

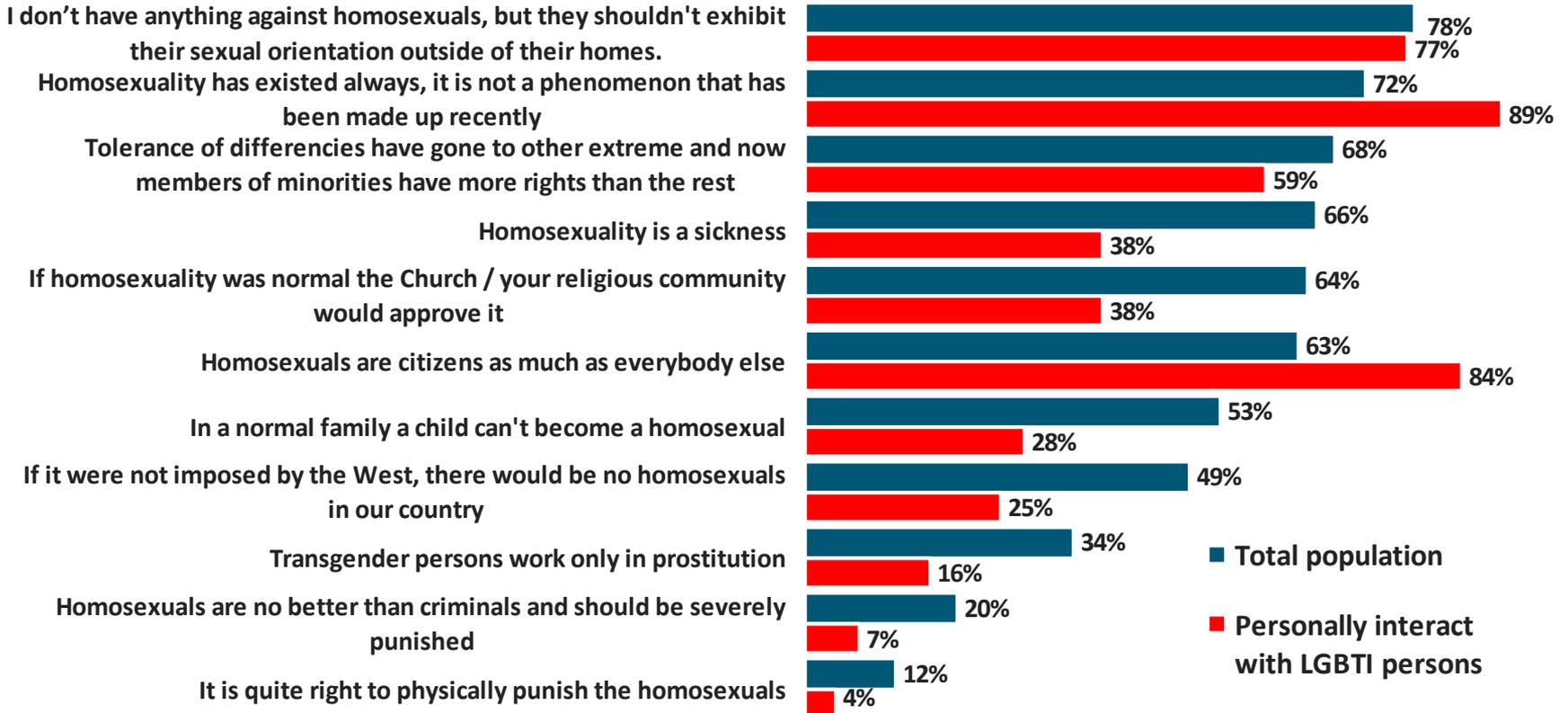
*Do you personally interact with any person whom you know to be LGBTI (homosexual, lesbian, bisexual, transgender, transsexual, intersexual...)?*





## Personal contact reduces prejudice and stereotypes

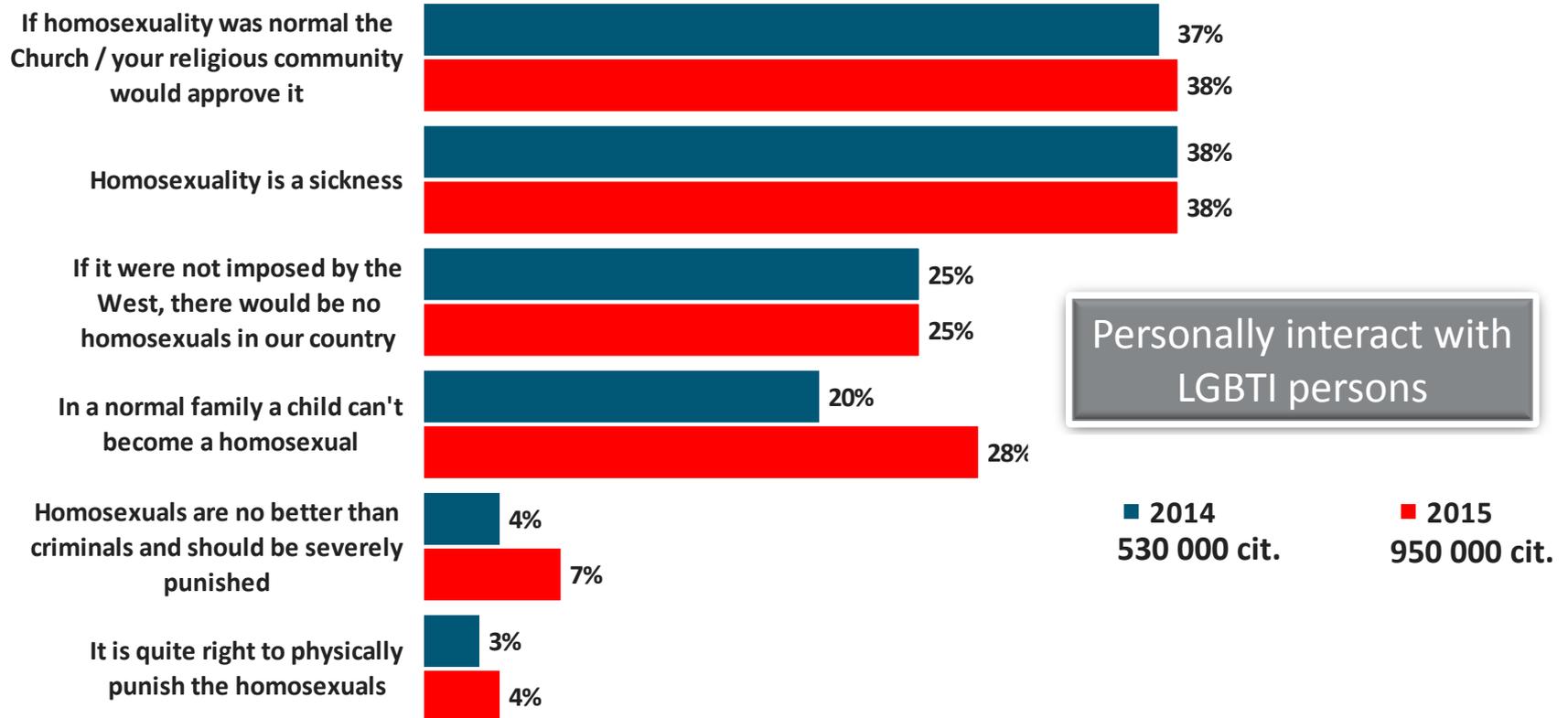
*Now I am going to read to you some statements and I would like you to tell me to which extent you agree with each of them.*



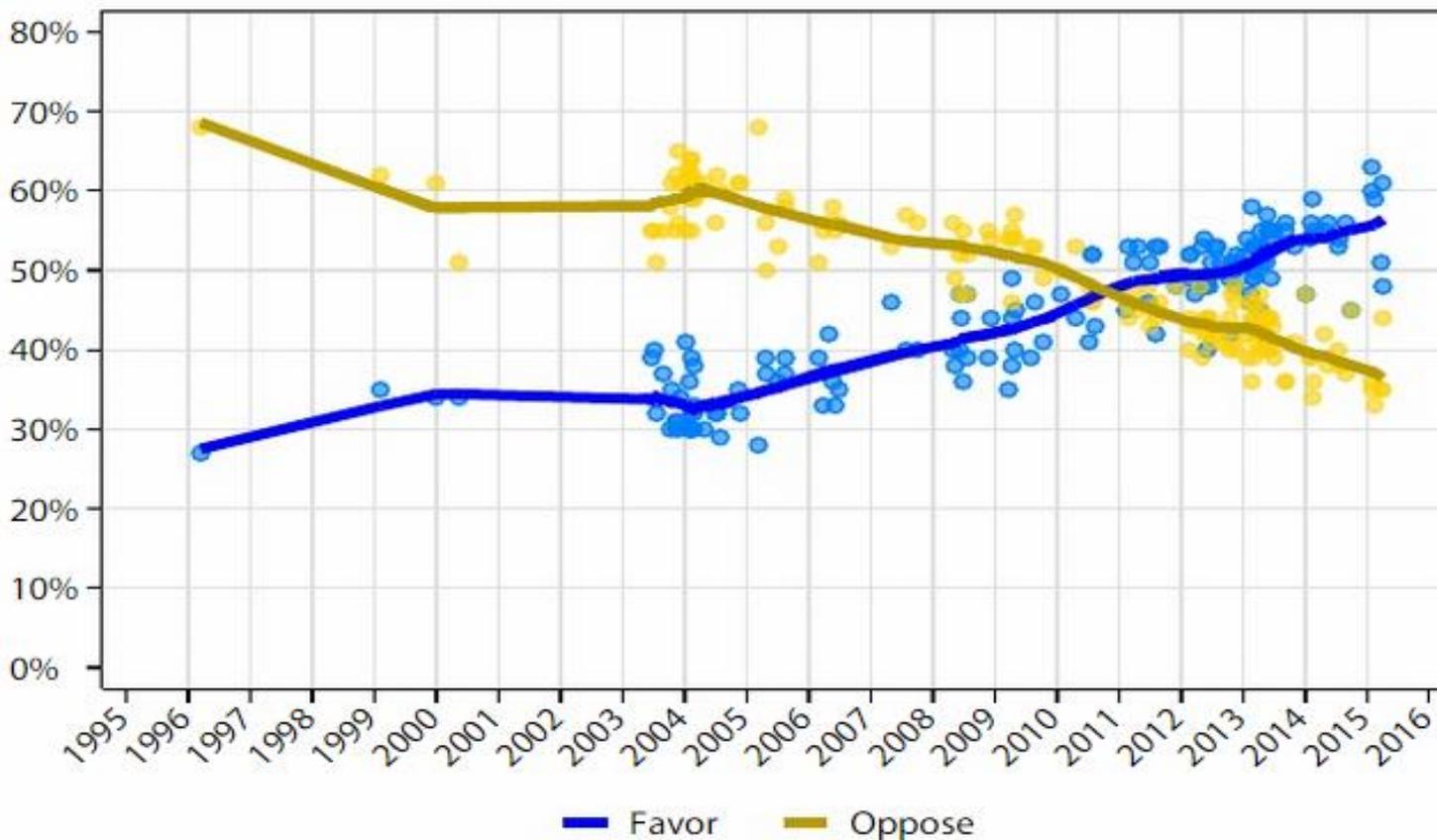
# GENERAL POPULATION, SERBIA 2014 AND 2015

## Changing attitudes: 2014-2015 growth of LGBTI/non-LGBTI personal contact keeps similar trend in terms of prejudice and stereotypes

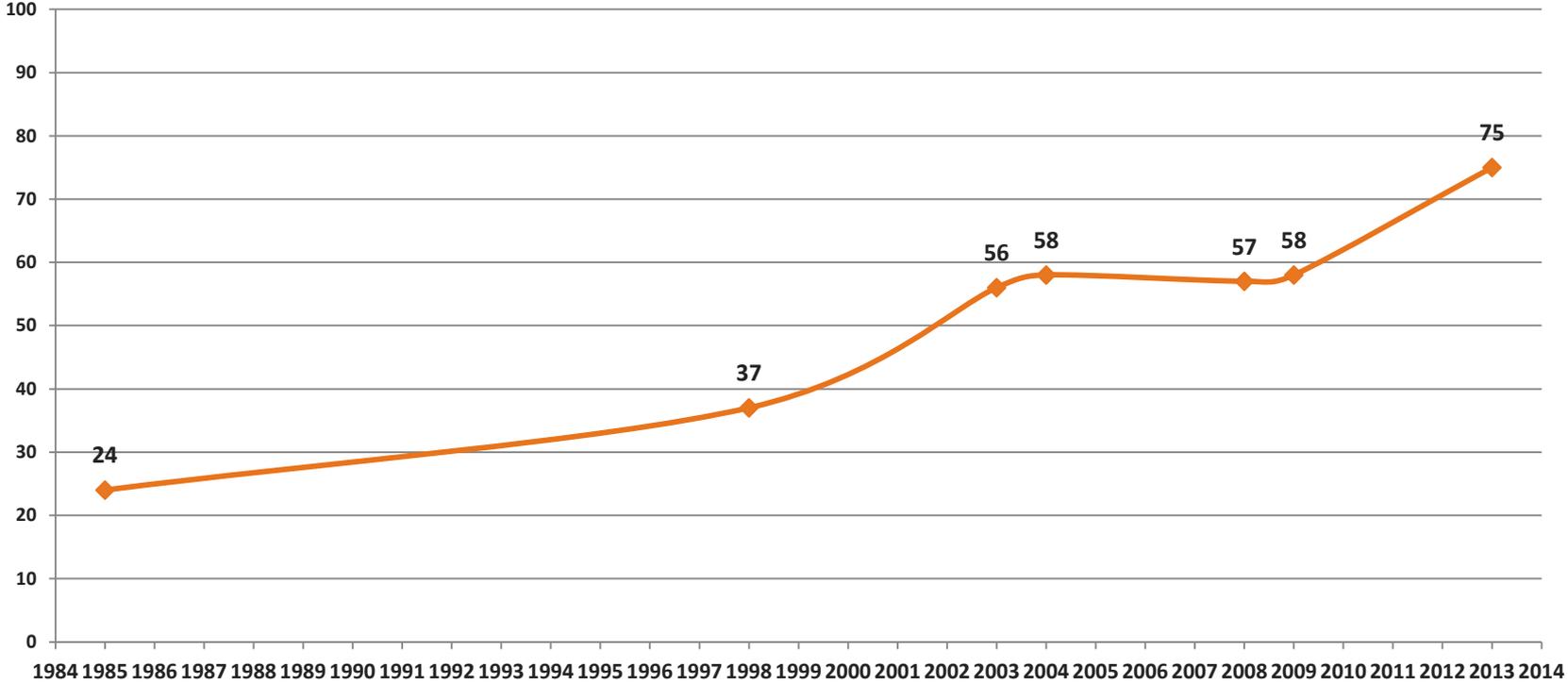
Now I am going to read to you some statements and I would like you to tell me to which extent you agree with each of them.



## US Experience: Support for same-sex marriage went over the opposing attitudes only few year ago



# US Experience: 51 point shift in knowing someone who is gay or lesbian from 1985 to 2013



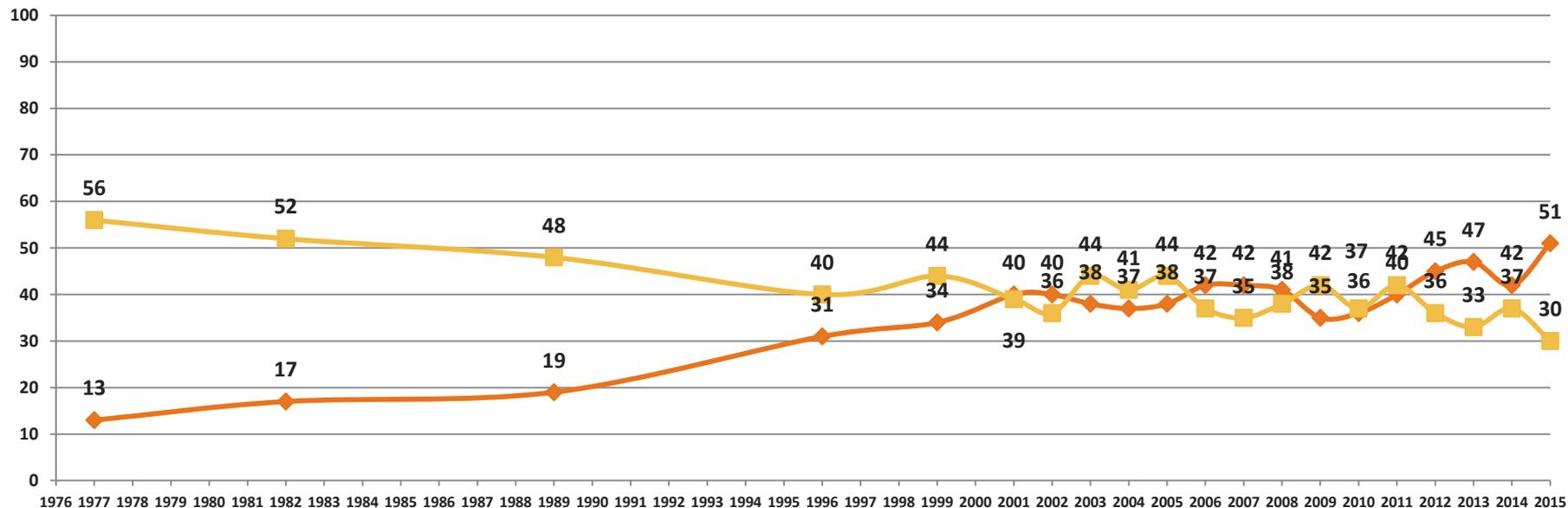
**US Experience: More people today have gay or lesbian acquaintances, which is associated with acceptance of being gay and support for gay marriage**

- **Nearly nine-in-ten Americans (87%) personally know someone who is gay or lesbian (up from 61% in 1993).**
- **About half (49%) say a close family member or one of their closest friends is gay or lesbian.**
- **About a quarter (23%) say they know a lot of people who are gay or lesbian, and 31% know a gay or lesbian person who is raising children.**

# US Experience: Only in 2015 there is significant difference in awareness that being Gay or lesbian means its something you are born with

*In your view, is being gay or lesbian something a person is born with, or due to factors such as upbringing and environment?*

- ◆ Born with
- Upbringing and environment



### US Experience: Social acceptance – still requires work

- Even though most LGBT adults say there has been significant progress toward social acceptance, relatively few (19%) say there is a lot of social acceptance for the LGBT population today. **A majority (59%) says there is some, and 21% say there is little or no acceptance today.**
- Surveys of the general public show that societal acceptance is on the rise. **More Americans now say they favor same-sex marriage and fewer say homosexuality should be discouraged, compared with a decade ago.**
- These changing attitudes may be due in part to the fact that a growing share of all adults say they personally know someone who is gay or lesbian—87% today, up from 61% in 1993.

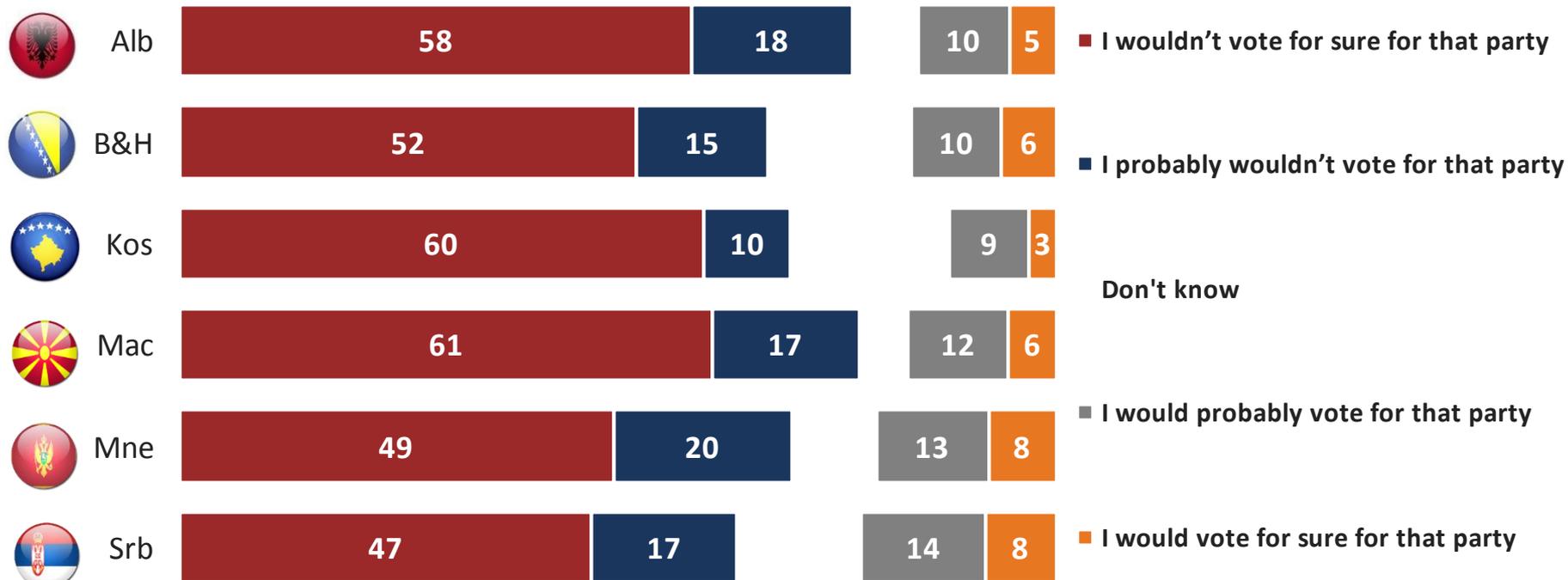
**LGBTI**

**POLITICS**

# GENERAL POPULATION/WESTERN BALKANS 2015

## Majority of Western Balkan voters would not vote for a political party that at the same time actively deals with the most important problems in the country but also focuses on supporting rights of LGBTI citizens

*If there was a party that's priority is to actively deal with the most important problem in your country and at the same time is focused on protecting and promoting the rights of LGBTI citizens, would you vote for that party?*



# Personal contact with LGBTI person/s boosts likelihood to vote for a political party that at the same time actively deals with the most important problems in the country but also focuses on supporting rights of LGBTI citizens

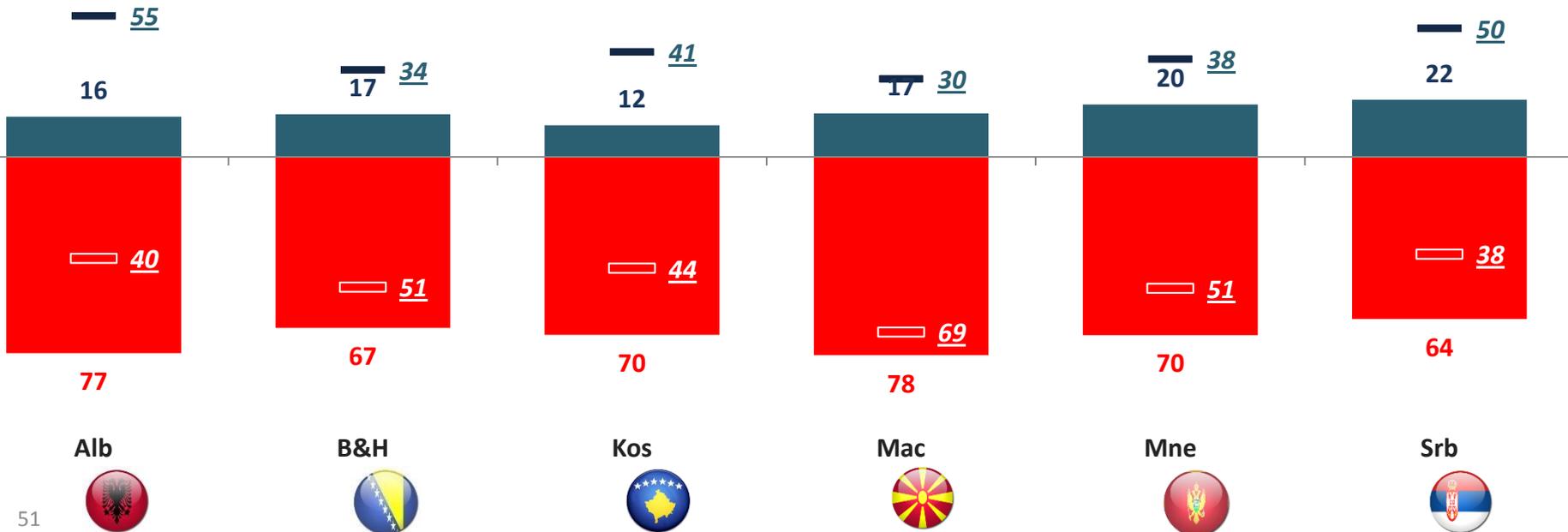
*If there was a party that's priority is to actively deal with the most important problem in your country and at the same time is focused on protecting and promoting the rights of LGBTI citizens, would you vote for that party?*

■ GP Would vote (3+4)

■ GP Wouldn't vote (1+2)

— Know someone who is LGBTI Would vote (3+4)

— Know someone who is LGBTI Wouldn't vote (1+2)

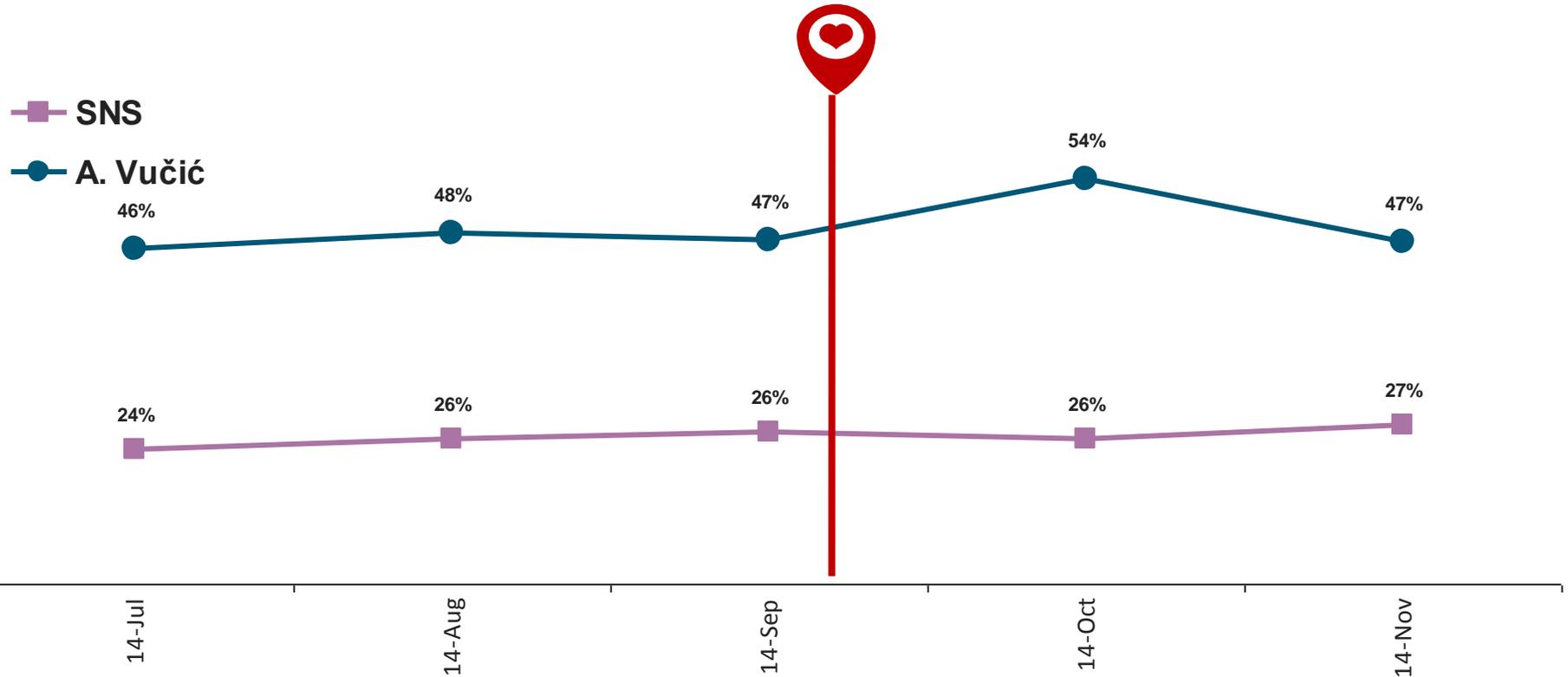


## Economy and unemployment are the key issues for citizens across the region – **NO HUMAN RIGHTS!**

*In your opinion, what is the most important problem that your country is facing at this moment, the problems that you personally are the most concerned about?*

	Total	Albania	B&H	Montenegro	Kosovo	Macedonia	Serbia
Unemployment	47	49	55	40	54	35	45
Economy	8	11	5	6	9	10	8
Corruption	7	10	6	7	16	1	4
Low living standard	5	2	2	10		5	13
General poverty	4		4	7	4	5	4
Domestic politics	3		5	3	1	9	2
Criminal	3	6	3	4	3	1	3
Health care system	2	3	1	1	1	3	2
Political affairs & conflicts	2	1	5			4	
Pensions	1	2	3			1	3

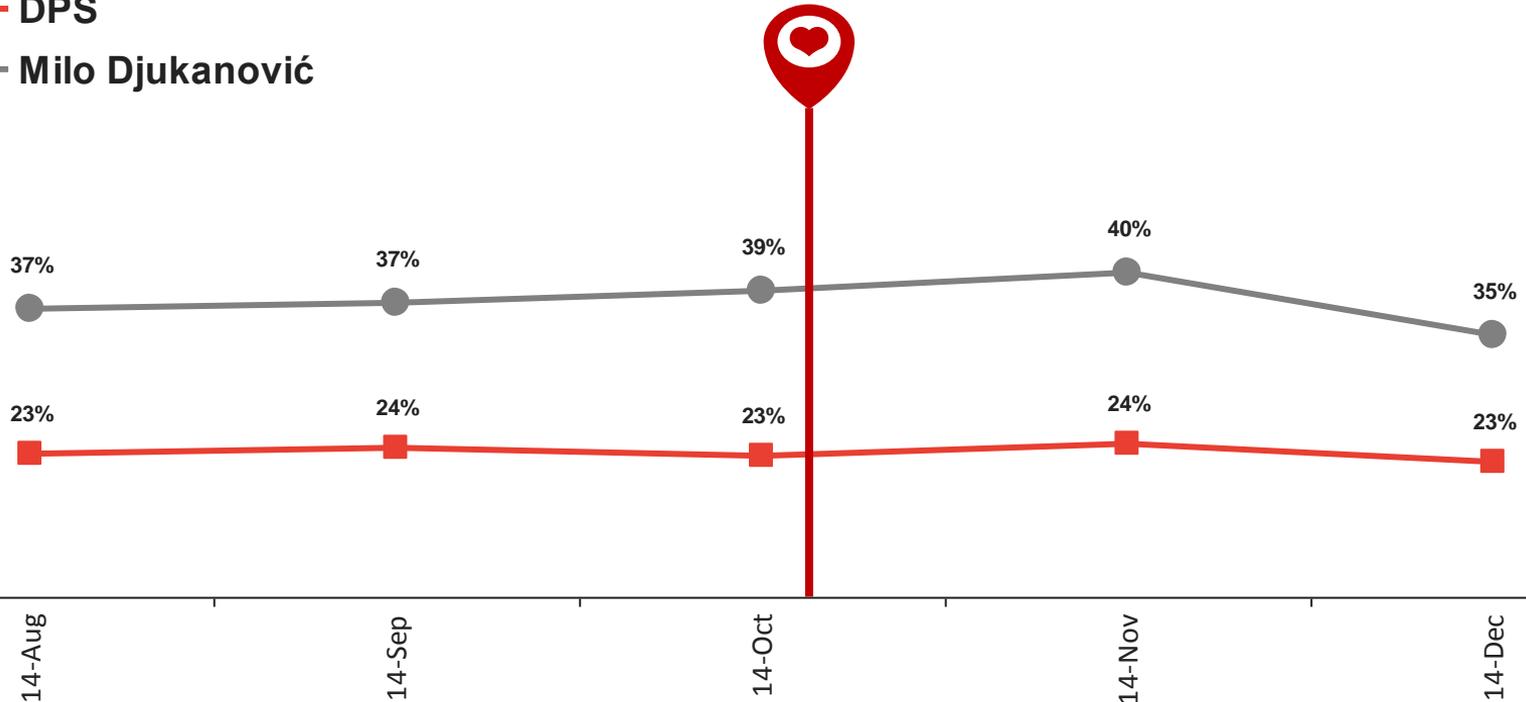
## The Leading party in Serbia did not lose their supporters due to focus on LGBTI issues, neither did Serbian Prime Minister Aleksandar Vucic



The leading party in Montenegro has the same number of supporters after Podgorica Pride. Montenegrin Prime Minister Milo Djukanovic maintained his popularity

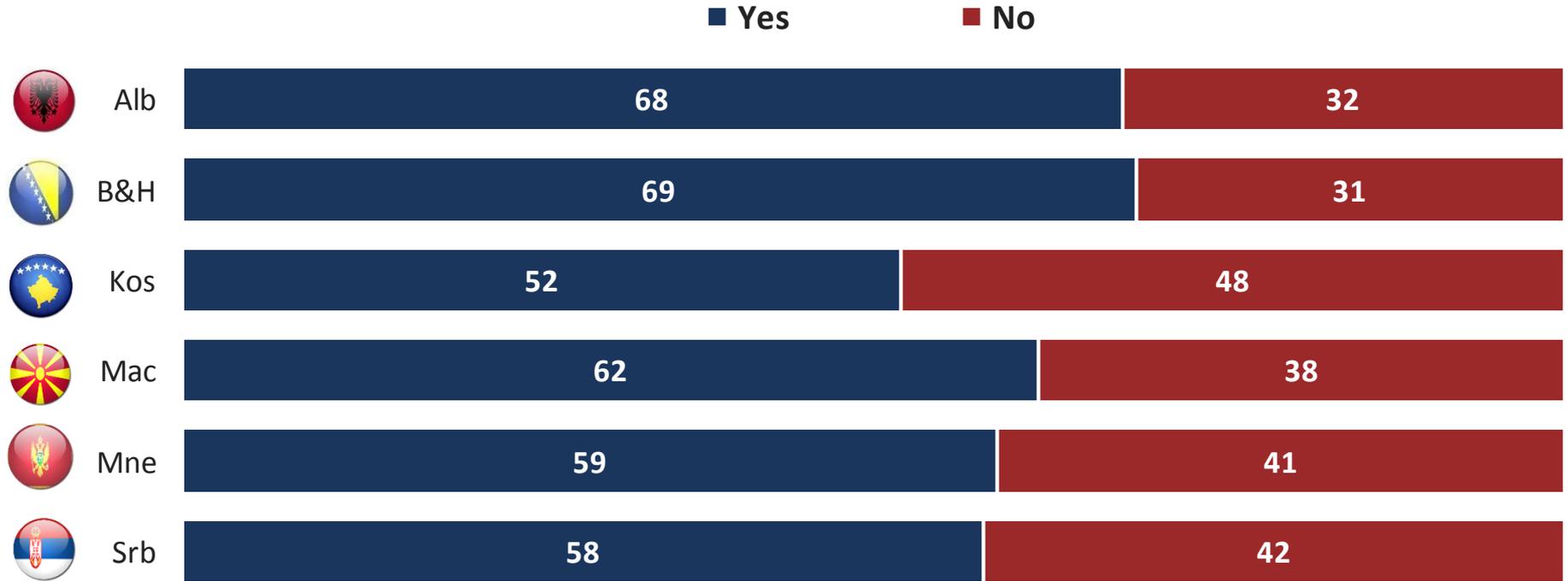
■ DPS

● Milo Djukanović



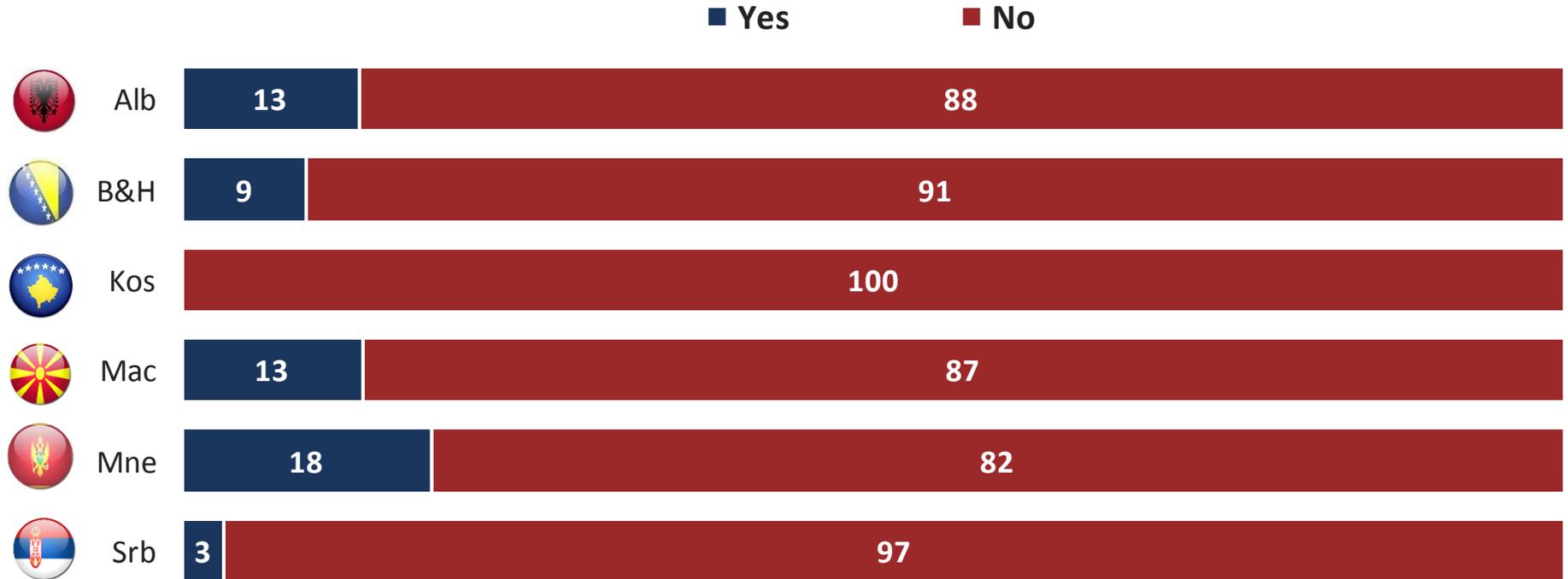
## LGBTI people are active voters

*Did you vote on last held Parliamentary election?*



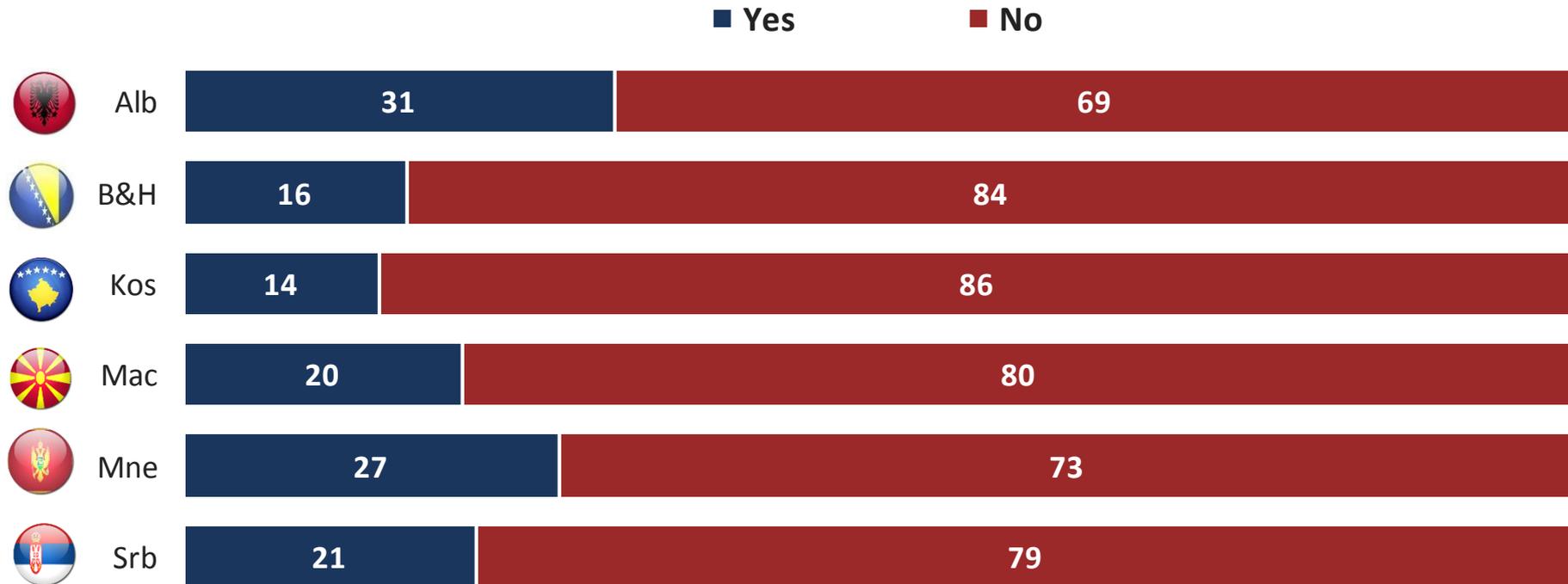
## There is some LGBTI membership in political parties, especially in Montenegro

*Are you a member of some political party?*



## LGBTI people are open to idea to enter politics

*Would you personally candidate for a political function in your party/municipality/city/state?*

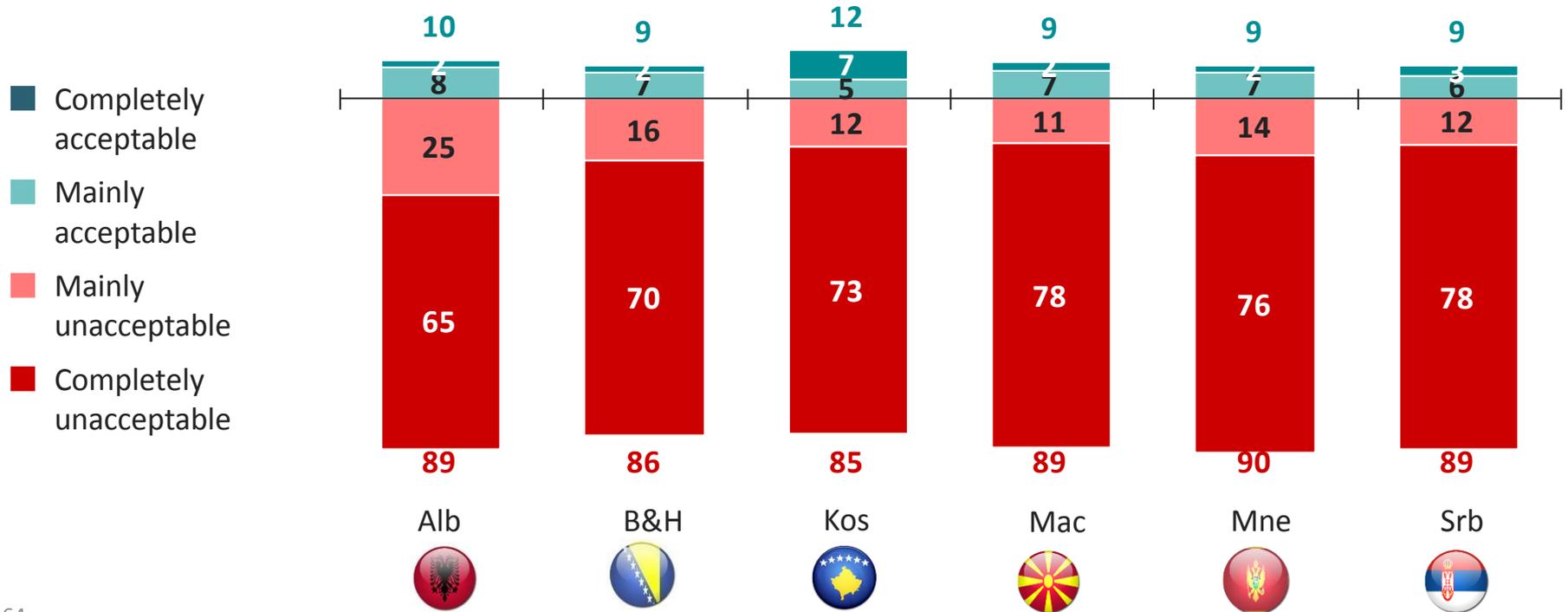


LGBTI

**SAME-SEX PARTNERSHIP  
RIGHTS**

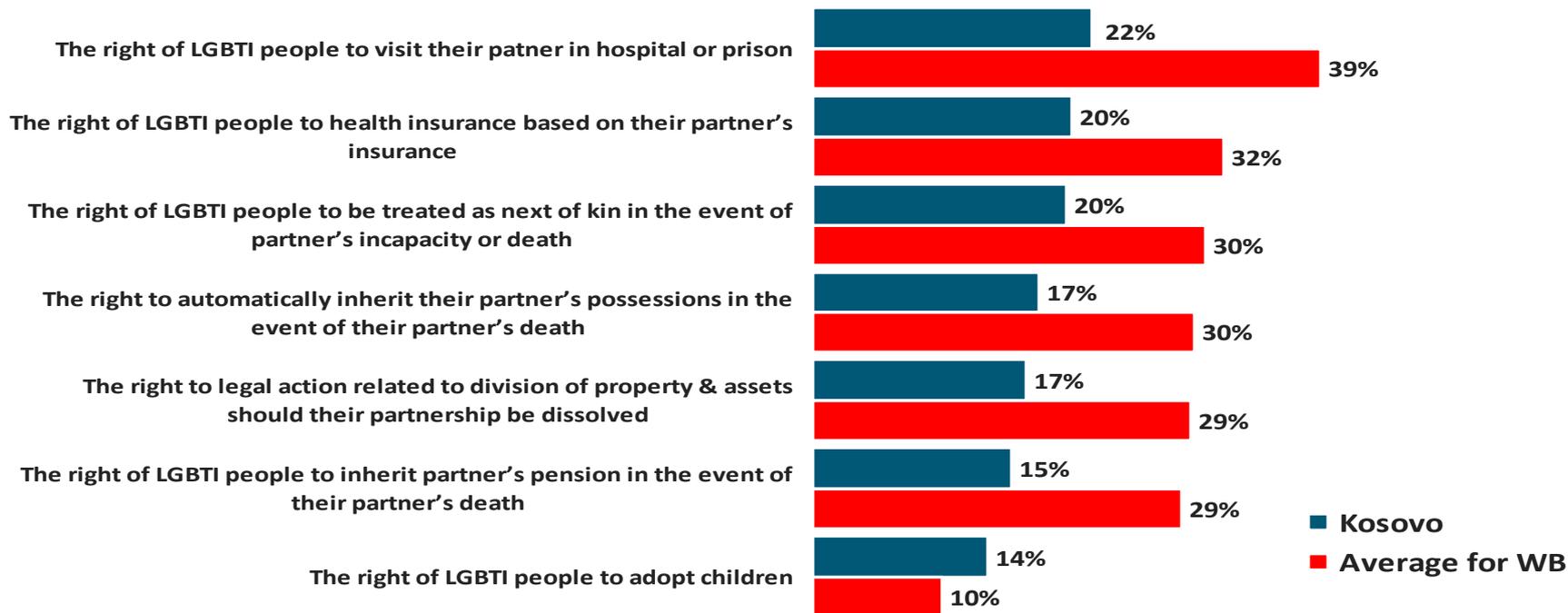
## The majority of people in the Balkans finds same-sex marriages unacceptable

*Thinking about same-sex marriages (man with man or woman with woman), to what extent would it be acceptable to you if sexual minorities were allowed to get married?*



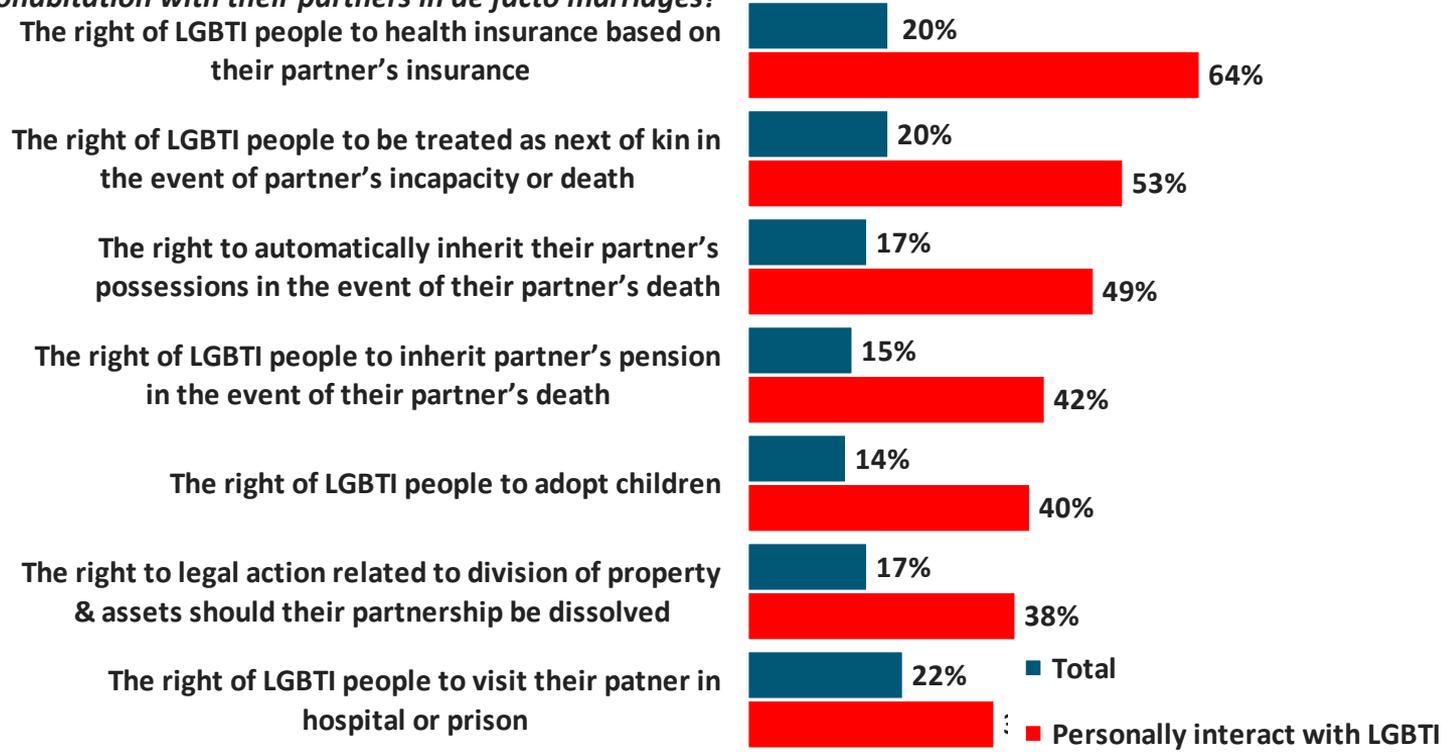
## Kosovo general population is significantly more tolerable towards all rights coming from registered marriages in context of same-sex partnerships except children adoption

*Now I will read to you some rights which men and women in insert country have on the basis of de facto or registered marriages. Please tell me for each of these rights whether you consider it acceptable for members of sexual minorities to be allowed to exercise these rights based on cohabitation with their partners in de facto marriages?*



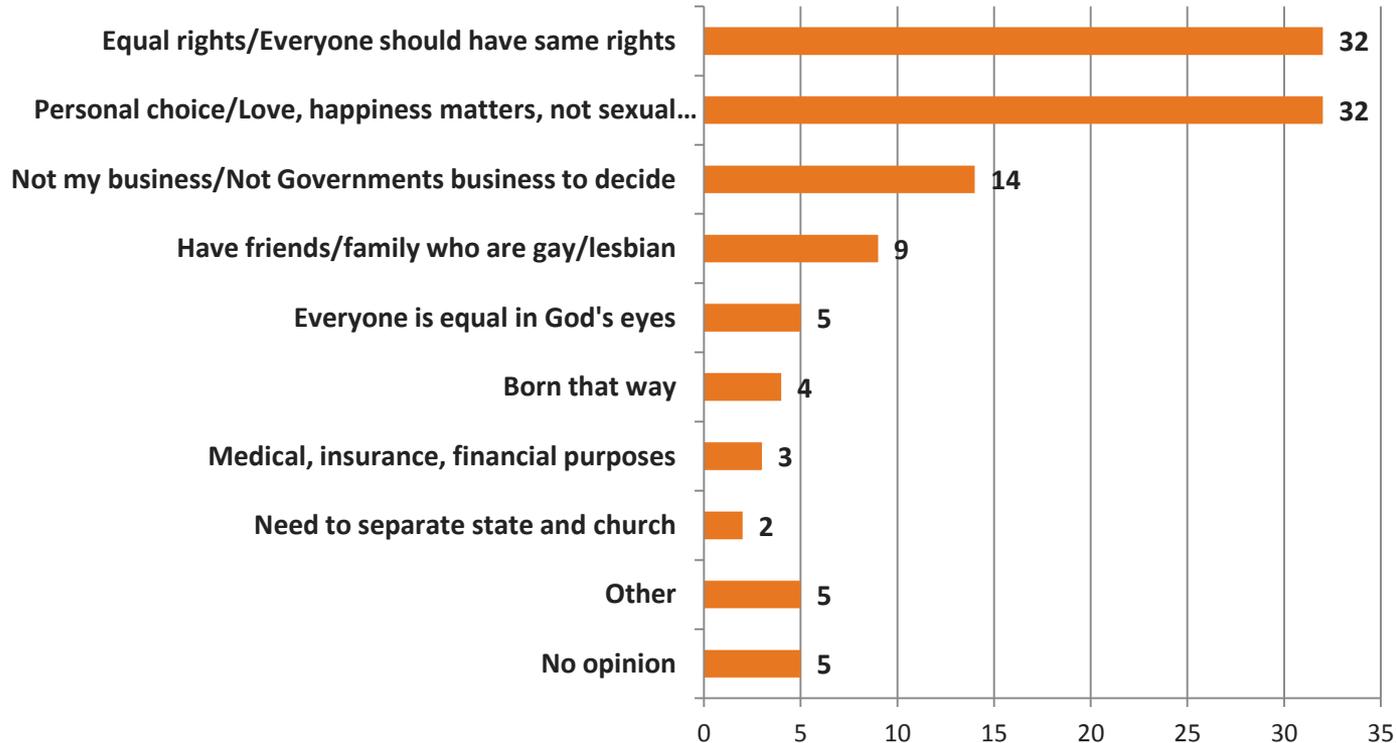
# General population is significantly more tolerable towards all rights coming from registered marriages in context of same-sex partnerships except children adoption. Personal contact with LGBTI person boosts support.

*Now I will read to you some rights which men and women in insert country have on the basis of de facto or registered marriages. Please tell me for each of these rights whether you consider it acceptable for members of sexual minorities to be allowed to exercise these rights based on cohabitation with their partners in de facto marriages?*



## US Experience: Marriage rights were achieved based on a discrimination and fairness framework

*What are the reasons why you favor same-sex marriages? (OPEN ENDED – population that favors same-sex marriages)*



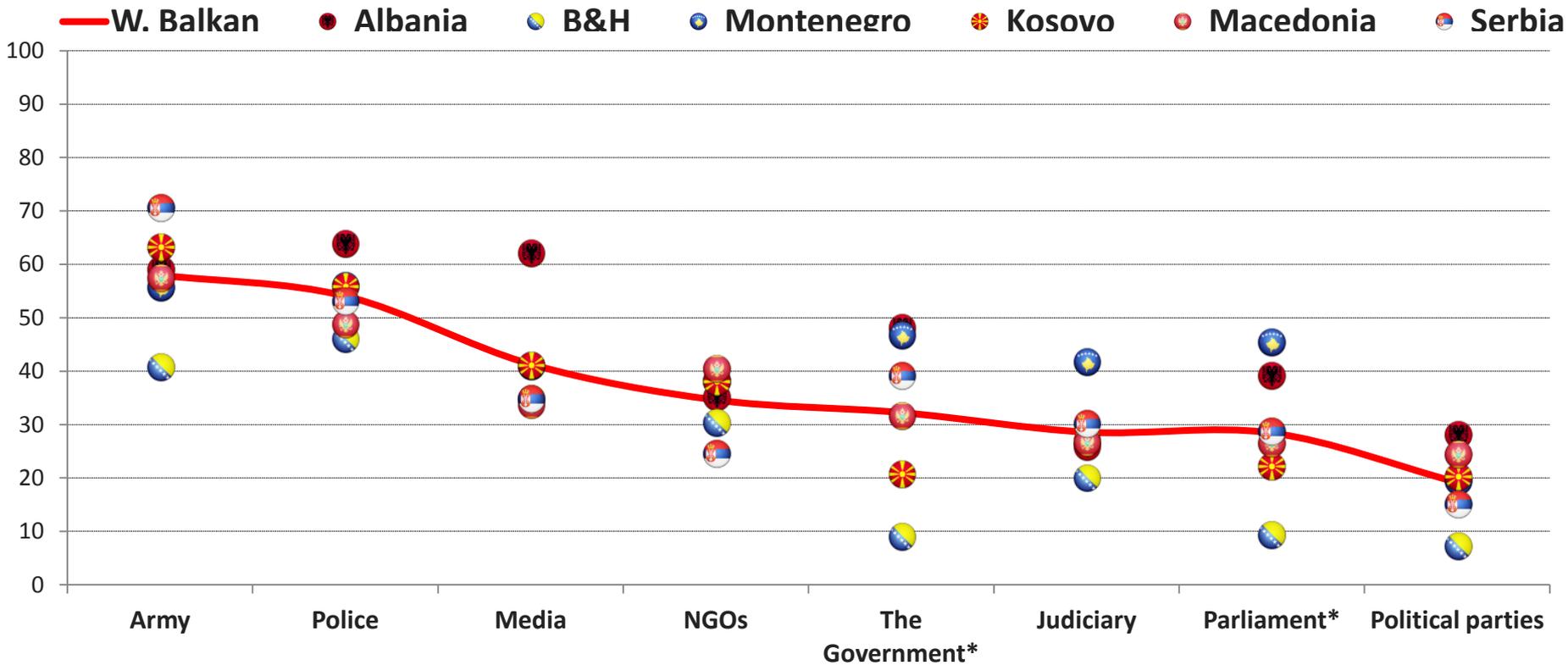
**LGBTI**

**ACTIVISM**

# GENERAL POPULATION/WESTERN BALKANS 2015

## Trust in various institutions

Please rate on a scale from 1 to 5 how much do you trust in the each of the following institutions?

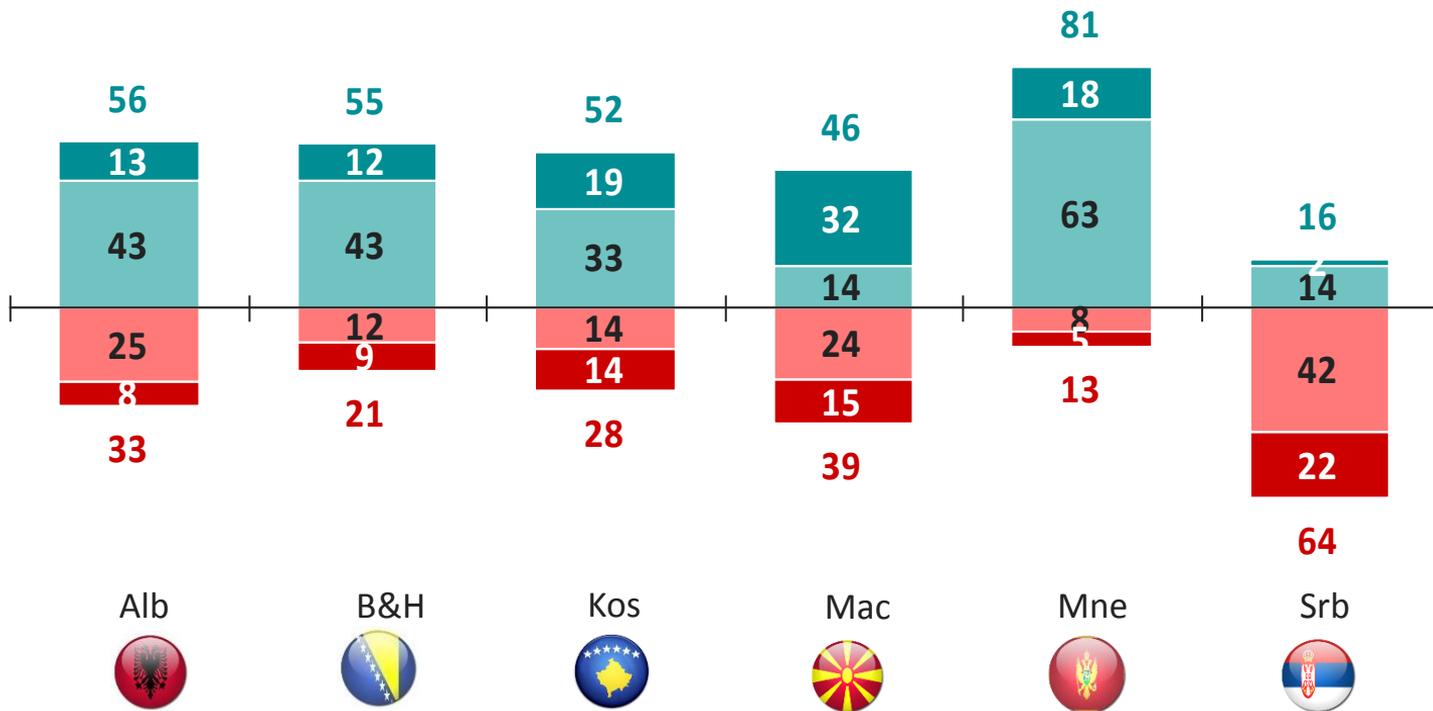


## LGBTI persons from Serbia are the most dissatisfied with local LGBTI organizations.

*If you think about NGO organizations who are engaged in LGBTI rights in insert country, to what extent are you personally satisfied with their work?*

### SATISFIED (3+4)

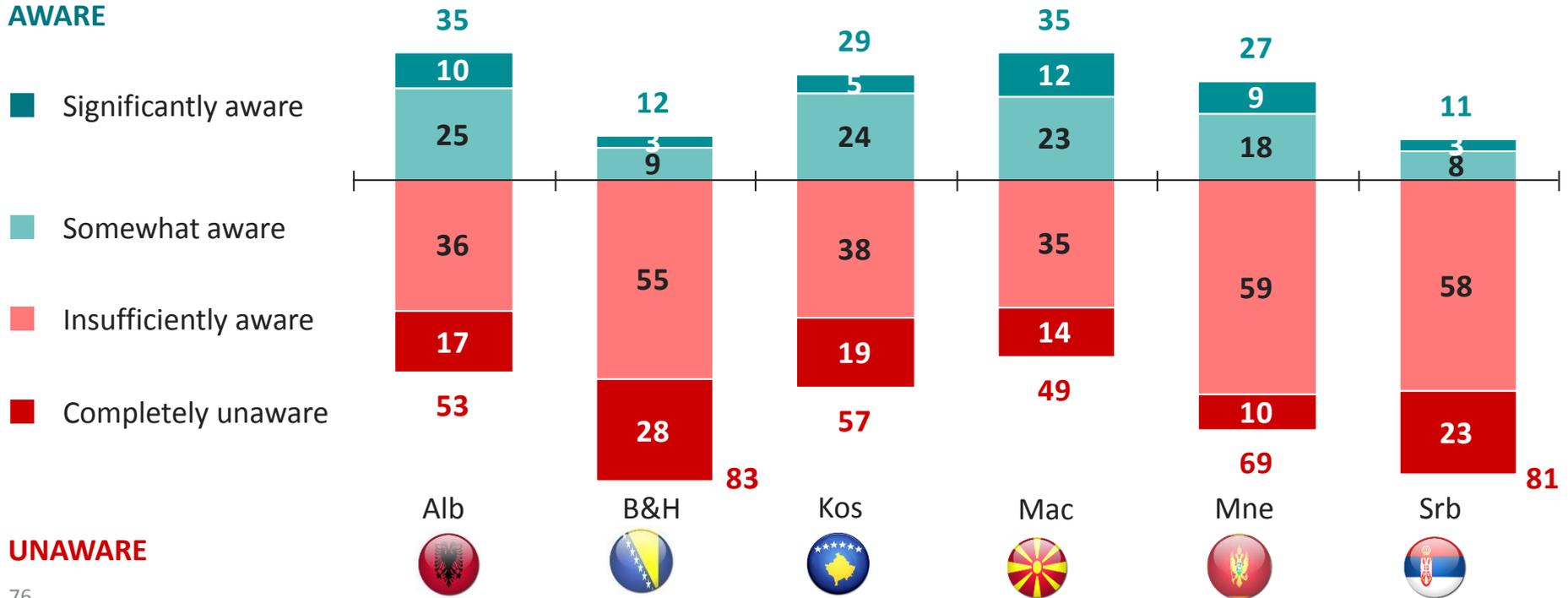
- 4 = Completely satisfied
- 3 = Mostly satisfied
- 2 = Mostly not satisfied
- 1 = Not satisfied at all



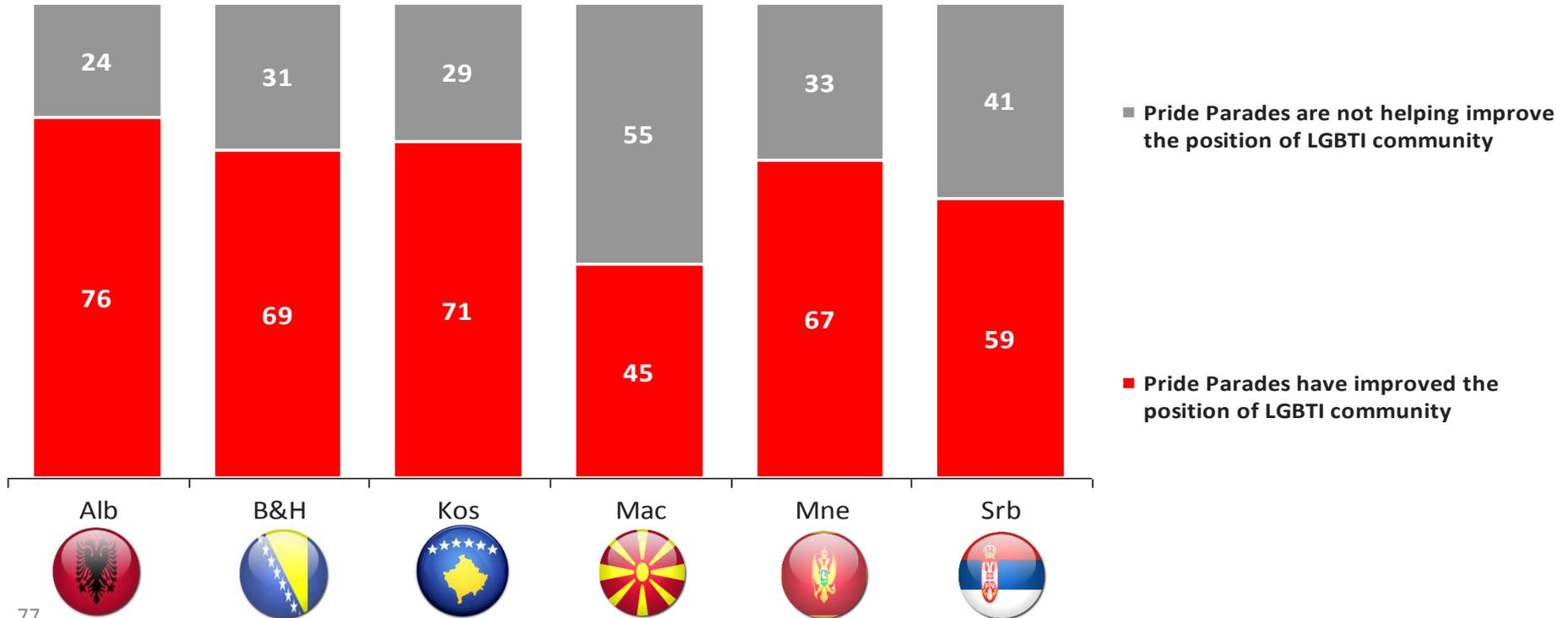
### UNSATISFIED (1+2)

## Third of LGBTI sample, except in Serbia and B&H see public events throughout the year, aimed to interact with general public

*According to your personal opinion, to what extent public events which aim to direct public attention to violation of rights of LGBTTIQ population are represented in your country? (except Pride in Mne, Srb, Alb and Mac)*

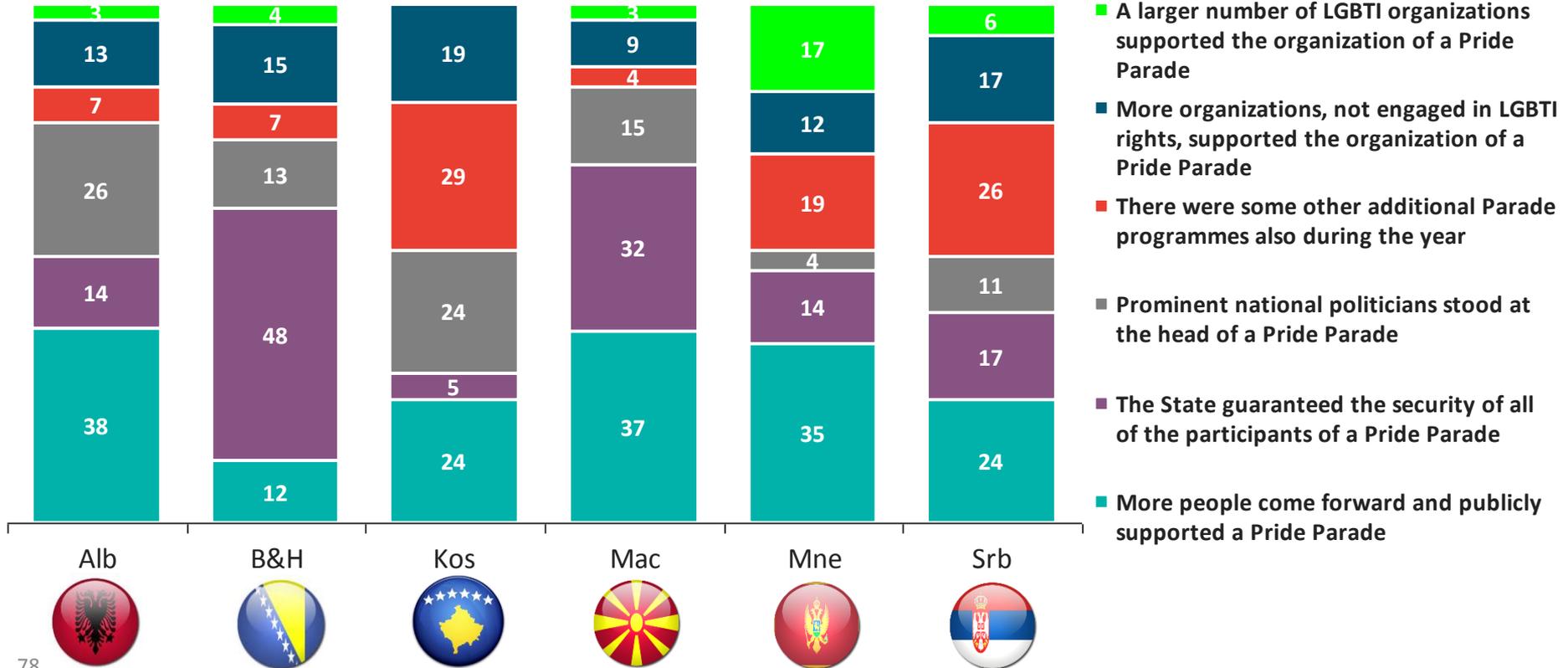


## Majority of LGBTI persons from Western Balkan countries, except Macedonia, think that Pride Parade is a good way for improving the position of LGBTI community



## Guaranteed security, continual activity and non-LGBTI support would motivate pride participation

Please rank the top three reasons which would motivate you to support a Pride Parade?

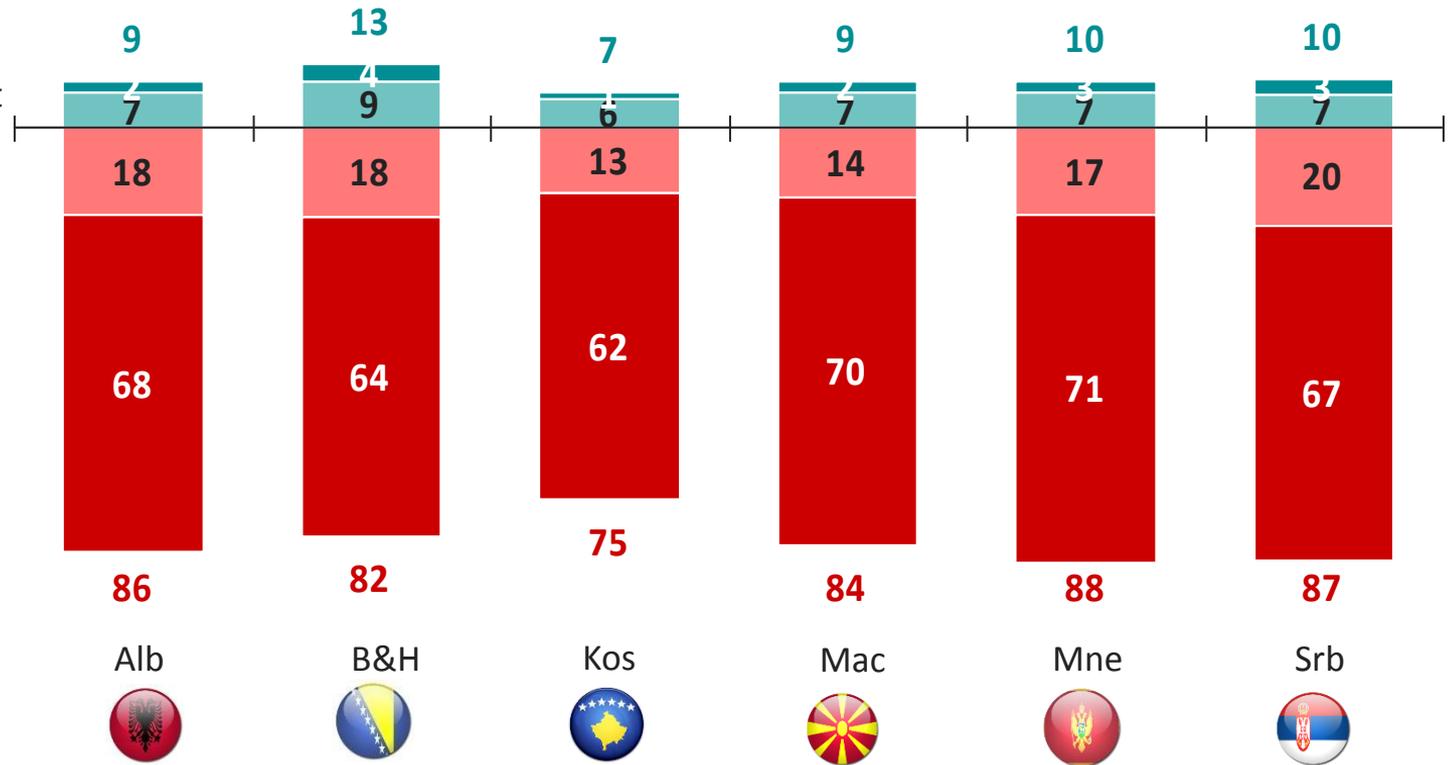


## A solid majority of citizens does not support the Pride Parade.

*Organization of Pride Parade is a topic which is brought up in our region over and over each year. Would you personally support organization of Pride Parade in your country ?*

### SUPPORT IT

-  I completely support it
-  Mainly support it
-  Mainly not support it
-  I don't support it at all



### NOT SUPPORT IT

Alb



B&H



Kos



Mac



Mne



Srb



# Personal contact with LGBTI person/s increases support for Pride Parade.

*Organization of Pride Parade is a topic which is brought up in our region over and over each year. Would you personally support organization of Pride Parade in your country ?*

## Support

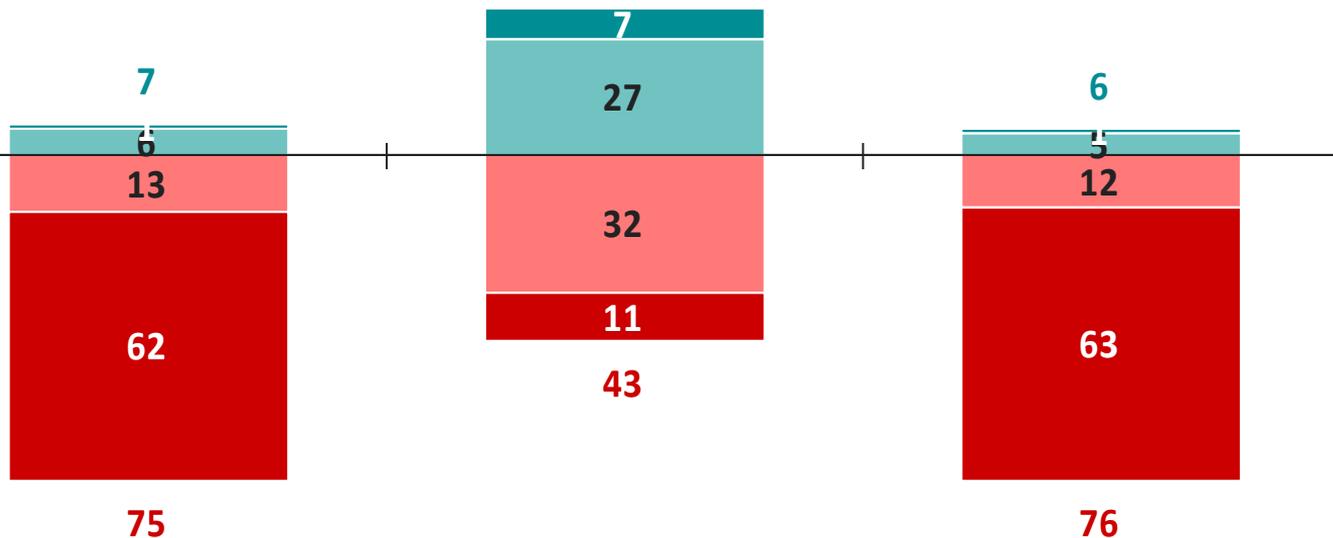
- I completely support it
- I mainly support it
- I mainly don't support it
- I don't support it at all

General population

Personally interact with any someone for whom they know to be LGBTI

Yes

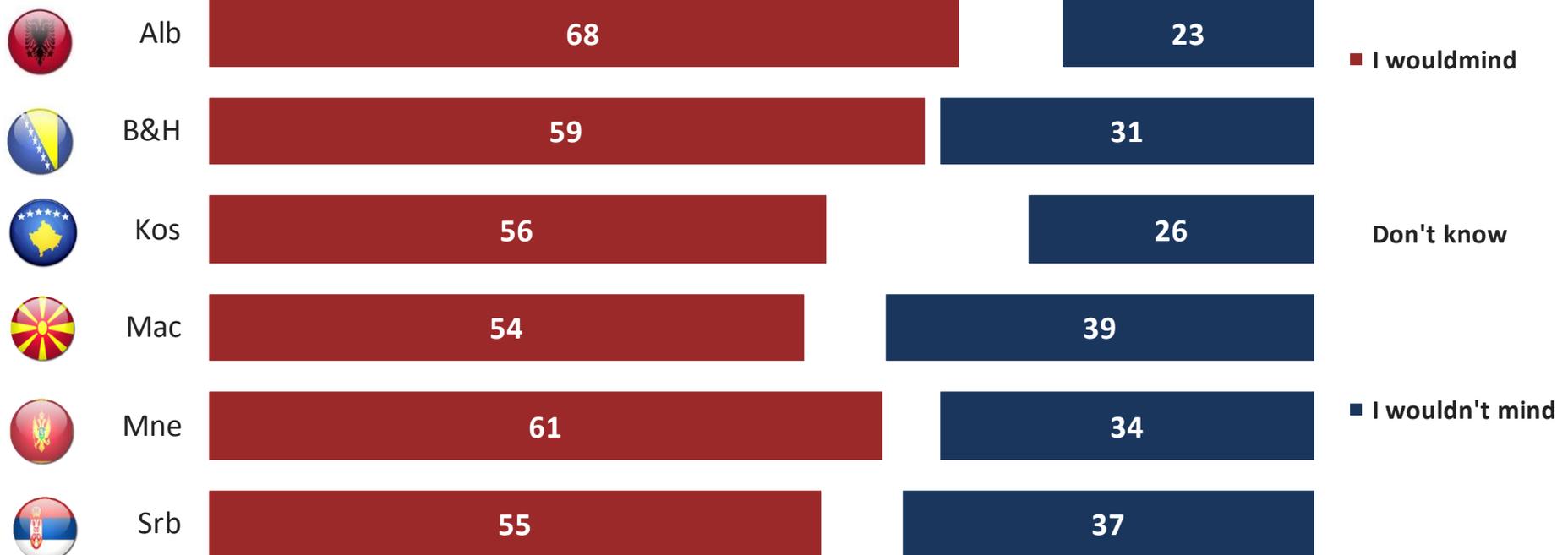
No



## GENERAL POPULATION/WESTERN BALKANS 2015

**...and a potential reason is association with violence – when asked about peaceful walk of LGBT persons, significantly more citizens would not mind it.**

*Regardless of your personal opinion about LGBTI people, would you mind if this social group peacefully walked through the (capital city of the country)?*

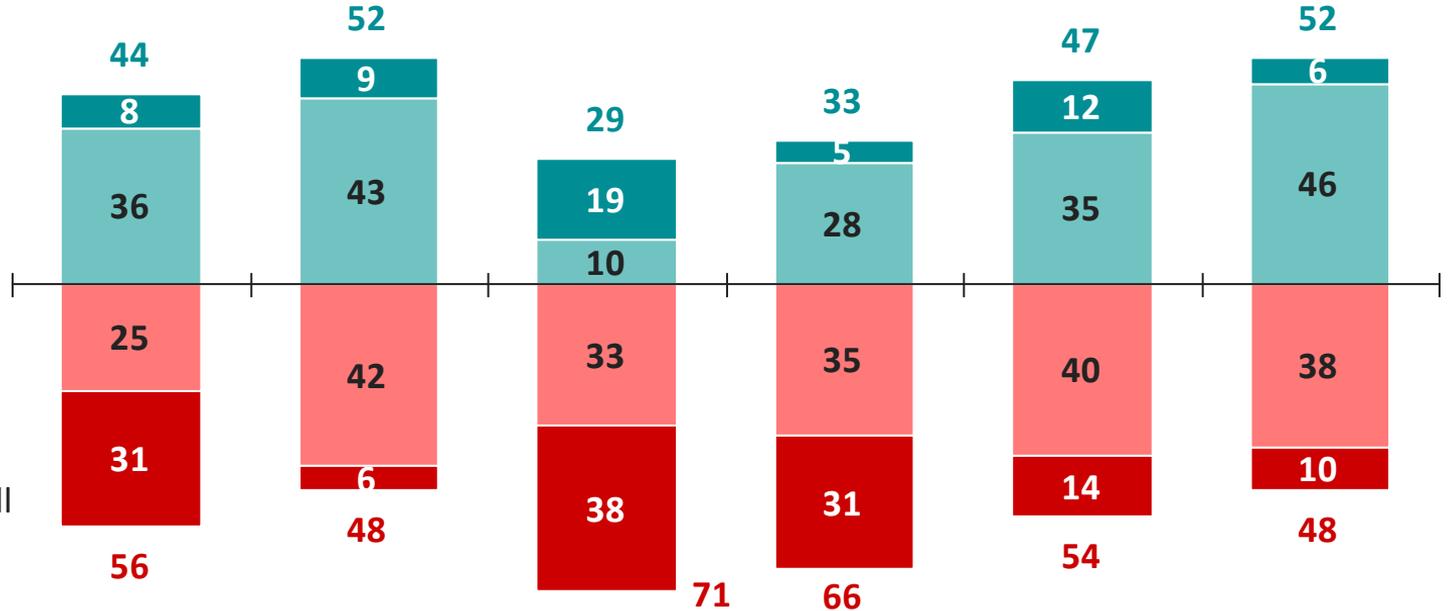


## LGBTI persons do not feel safe in their communities.

*In general, how safe do you feel as a member of LGBTI community in your city?*

### FEEL SAFE

- I feel completely safe
- I feel mostly safe
- I mostly don't feel safe
- I don't feel safe at all



### DON'T FEEL SAFE

Alb



B&H



Kos



Mac



Mne

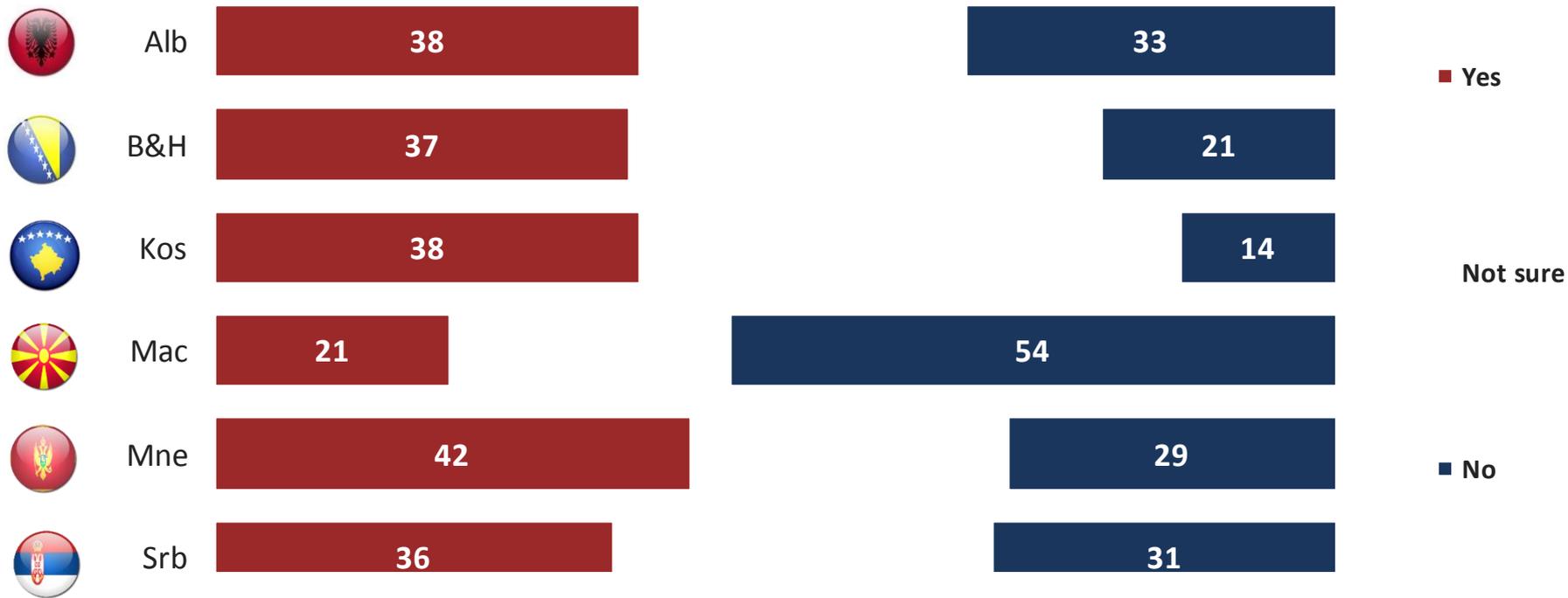


Srb



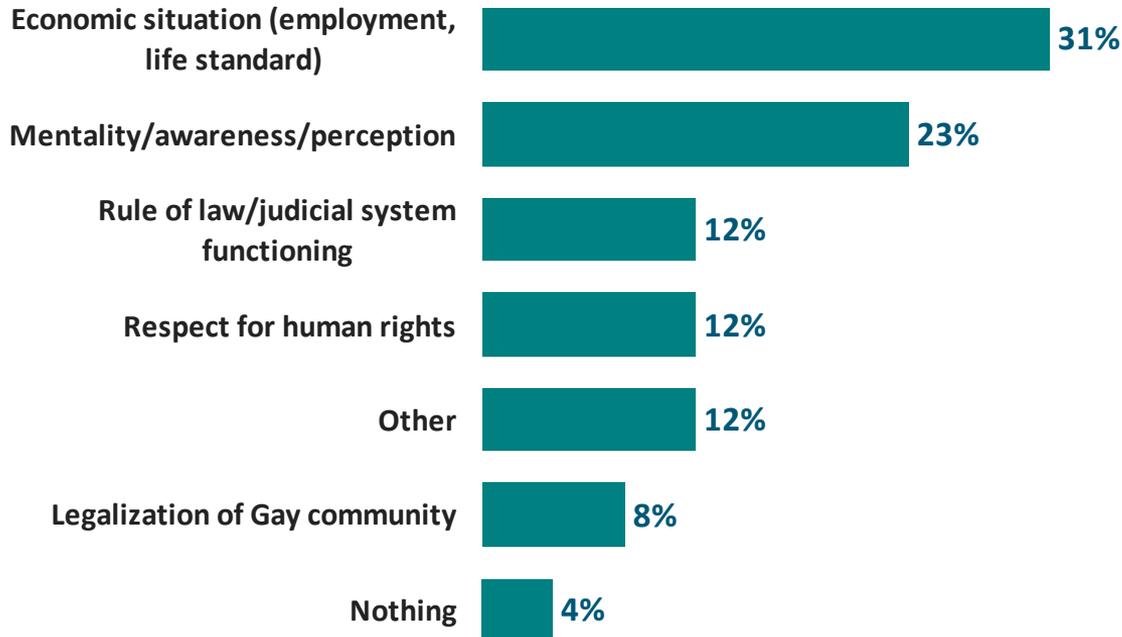
## Significant number of LGBTI persons plans to leave their country in next two years

*Taking everything into account, do you see yourself living in your country after the next 2 years?*



## Preconditions for staying in Serbia are economic growth and reduction of homophobia and transphobia

*What is the most important thing that has to change for you to decide to stay in Serbia? Spontaneous answer*



# NDI's work in the LGBTI domain

## NDI APPROACH

- Understanding that political participation is a fundamental means of addressing the social and economic inequities associated with marginalization, NDI works to increase the participation of LGBTI groups so they can have a voice in the political process and achieve a greater level of equality.
- NDI's approach has been to involve members of marginalized communities in mainstream political activities, such as election observation or issue advocacy, alongside other citizens while encouraging political parties, legislatures and government institutions to reach out to these populations and take their specific interests into account.
- NDI also works directly with organizations and networks representing LGBTI populations to help them address exclusionary institutions, laws and processes.

# NDI's work in the LGBTI domain

## EXAMPLES

- Strategic polling data utilization for educating LGBTI CSOs programming and external communication strategies in Serbia and rest of Western Balkans
- Portal for mapping instances of LGBTI HR violations as an advocacy tool
- Building skills of LGBTI activists to carry out programming activities as part of their strategies in particular in domain of strategic external communication

## ADDED VALUE

- Globally accumulated know-how in advocacy efforts aimed toward scaling prejudice and stereotypes about marginalized groups and their wider inclusion in respective societies
- NDI institutional background in building bridges in between Government representatives, state institutions and political parties
- NDI background in providing CSOs with technical assistance to implement their strategies and helping them form influential coalitions and partnerships

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