



LGBTI PUBLIC OPINION POLL WESTERN BALKANS



METHODOLOGY

GENERAL POPULATION

Poll implemented
by IPSOS

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

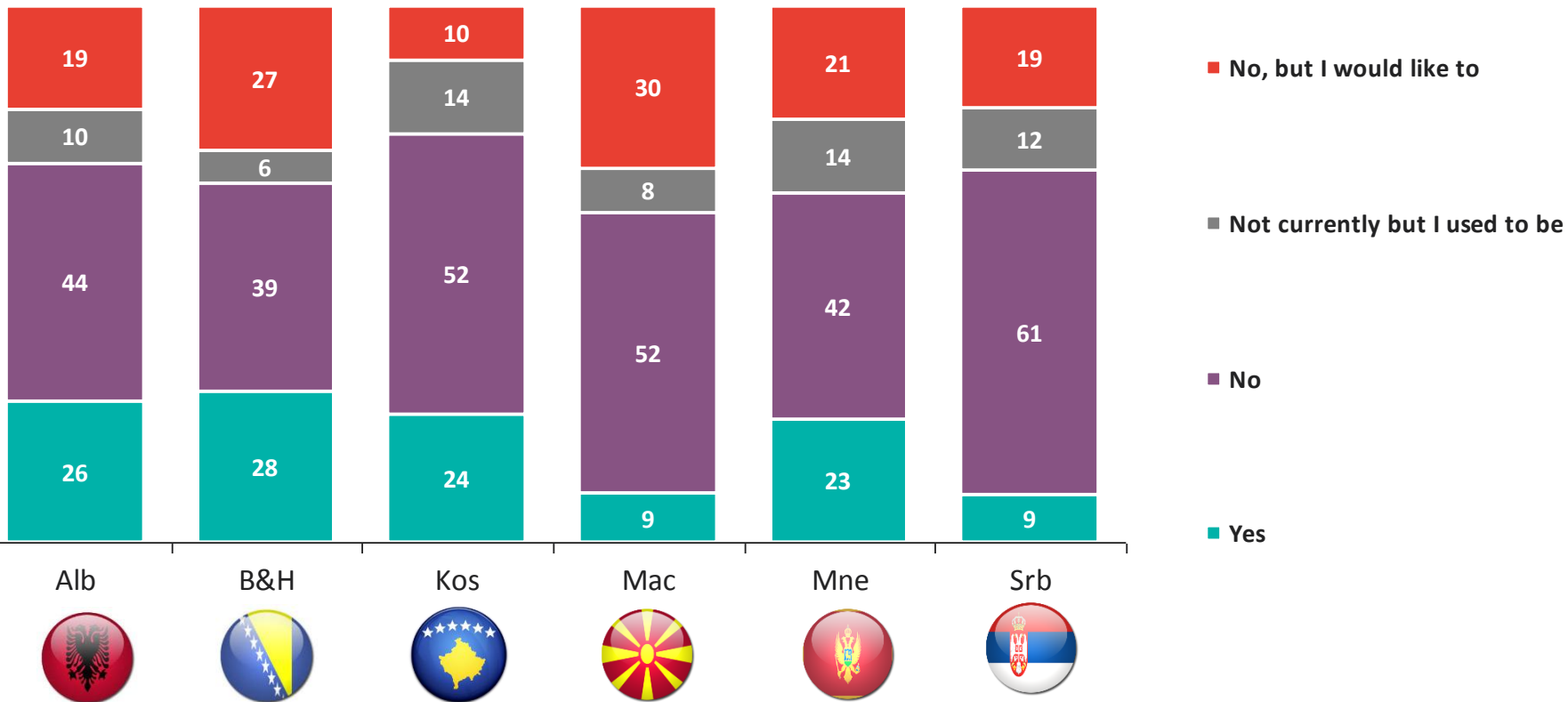
Implementation: August 2015.

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

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

LGBTI POPULATION, WESTERN BALKANS 2015

LGBTI sample – percentage of activists



INCLUSION AND INTEGRATION



HOMOPHOBIA & TRANSPHOBIA REDUCTION



AWARENESS, KNOWLEDGE AND UNDERSTANDING



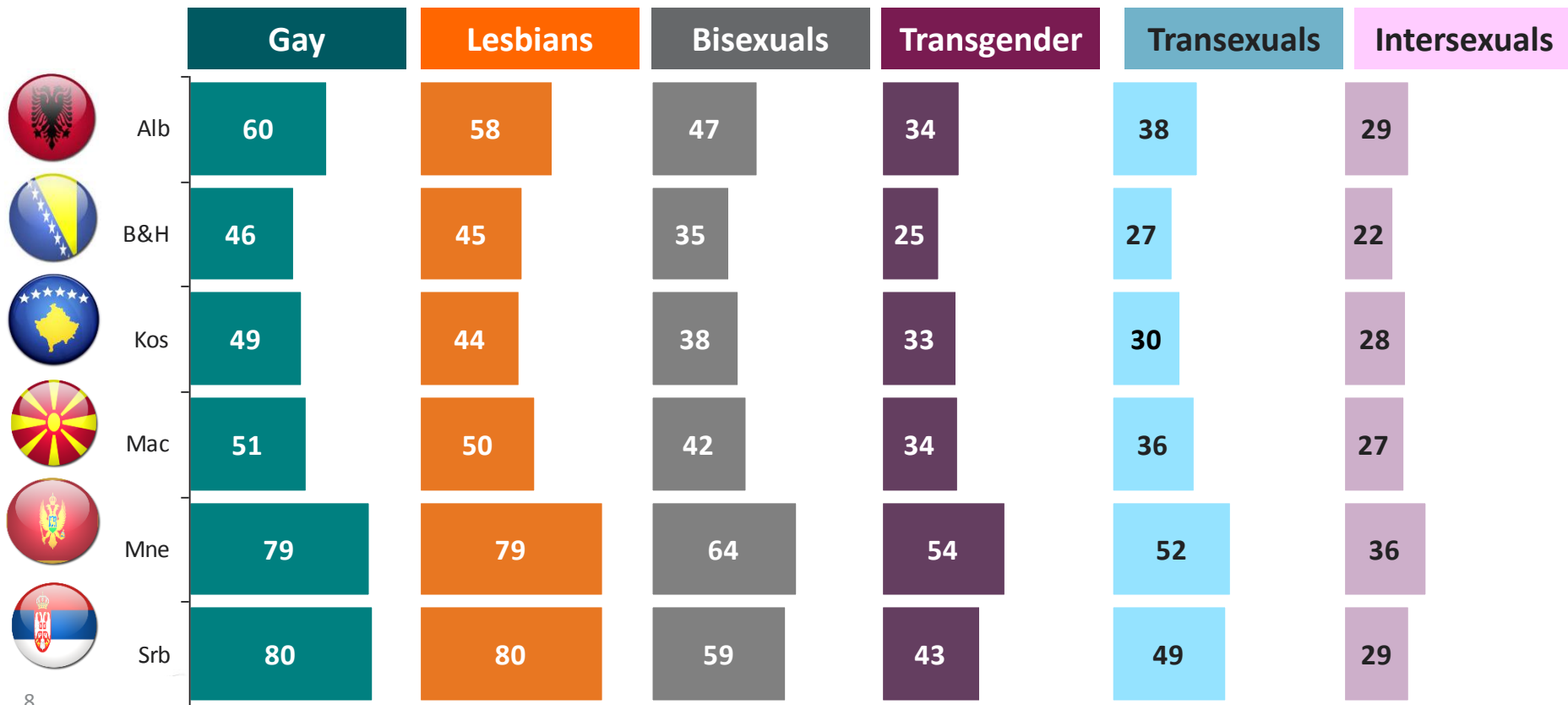
VISIBILITY & INTERACTION

LGBTI

GENERAL PERCEPTIONS

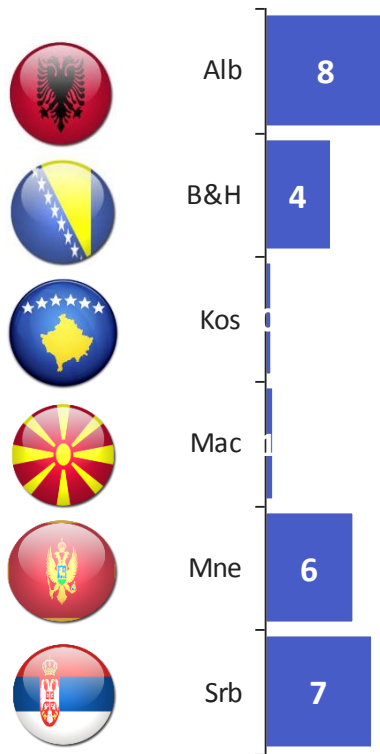
Level of knowledge about the LGBTI community

I will now show you a list of certain social groups. Please tell me if you consider them part of LGBTI group.



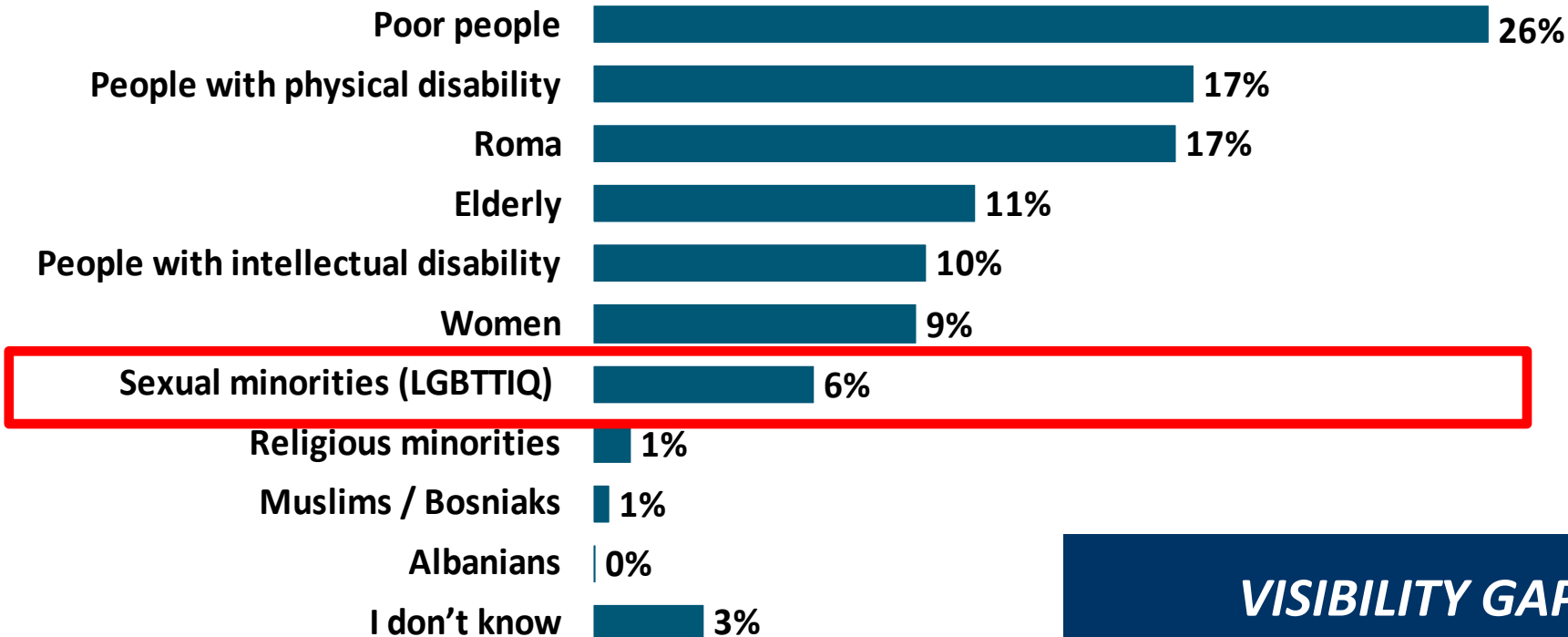
Level of knowledge about LGBTI community – respondents that gave correct answers only

I will now show you a list of certain social groups. Please tell me if you consider them part of LGBTI 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?

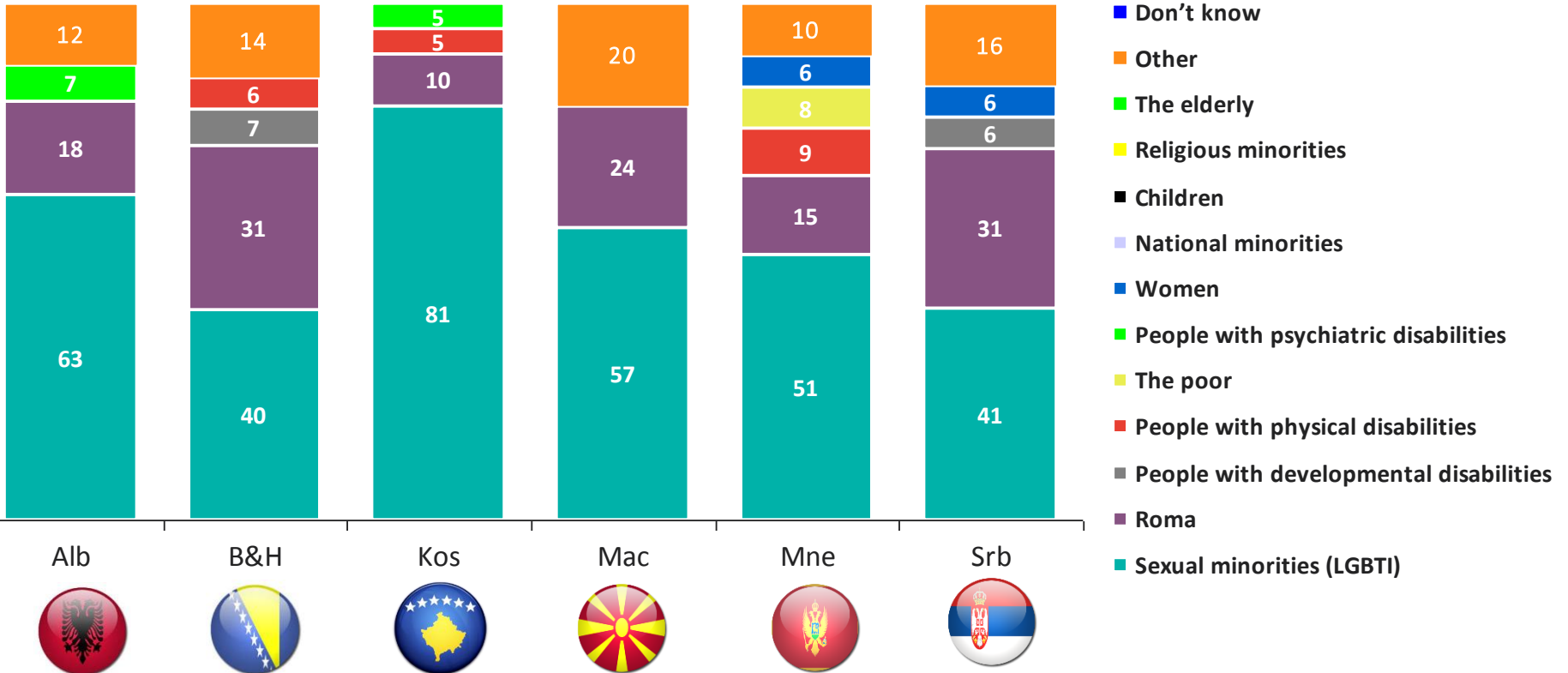


VISIBILITY GAP

LGBTI POPULATION, WESTERN BALKANS 2015

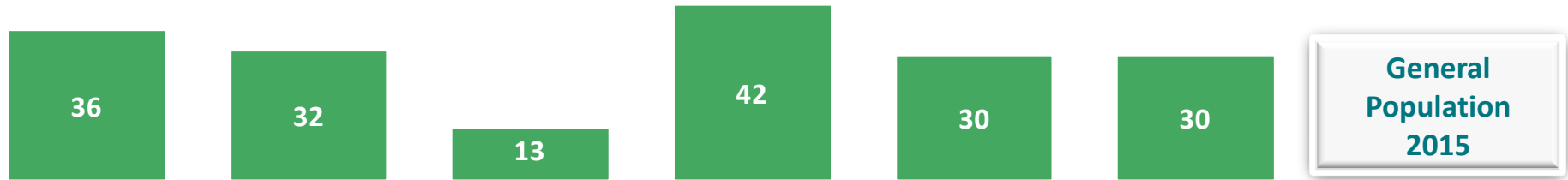
LGBTI people see themselves as most discriminated minority group

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

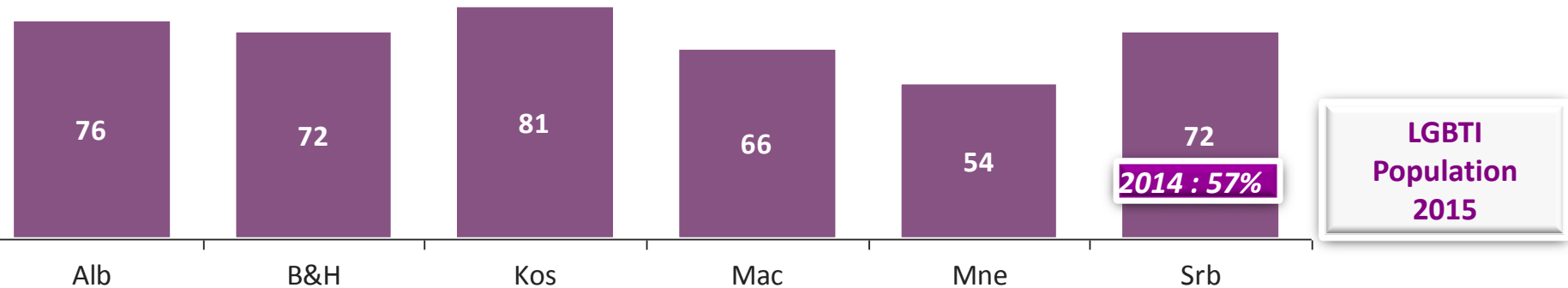


Exposure to psychological abuse and verbal harassment: General population perceptions vs. LGBTI reality don't match

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

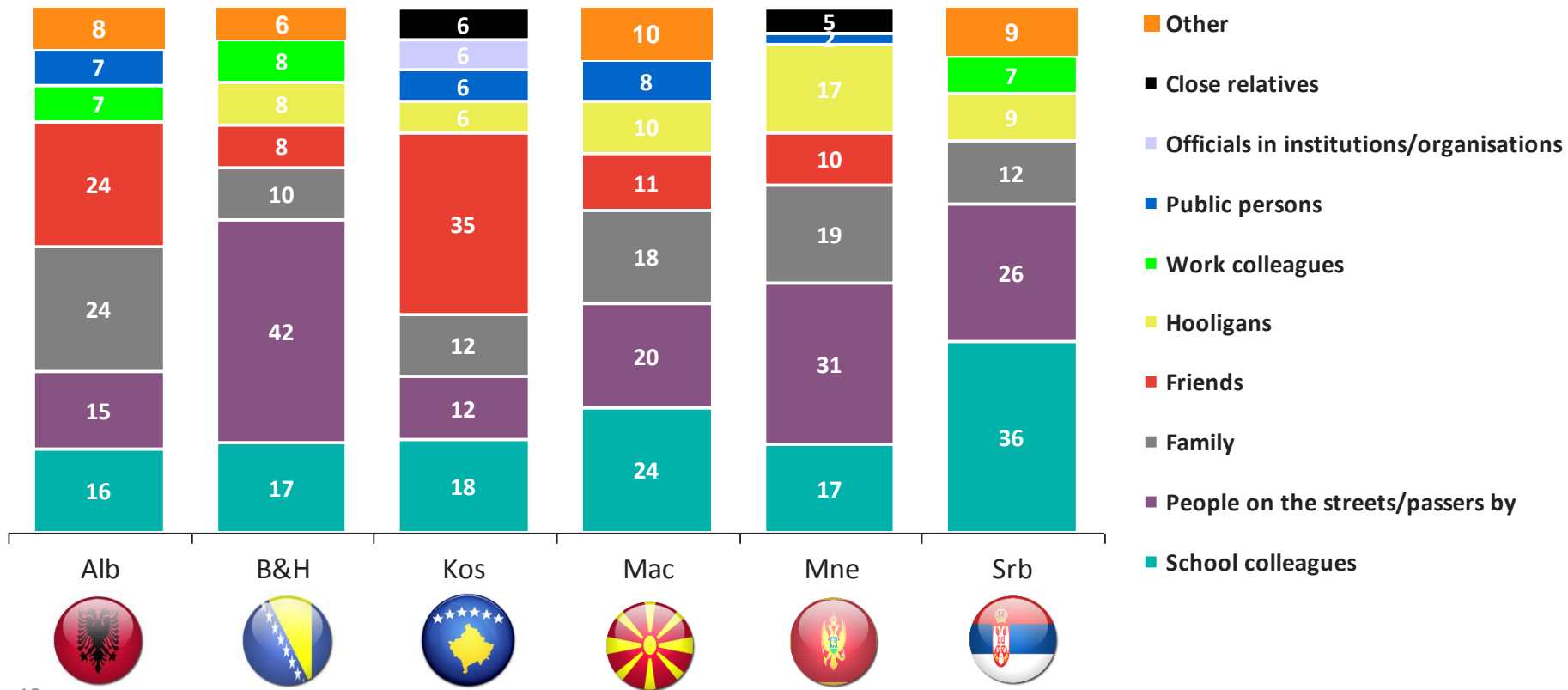


Have you personally ever been exposed to psychological abuse due to your SEXUAL ORIENTATION OR GENDER IDENTITY, e.g. cruel jokes and demeaning comments, insults, threats of physical violence, etc.



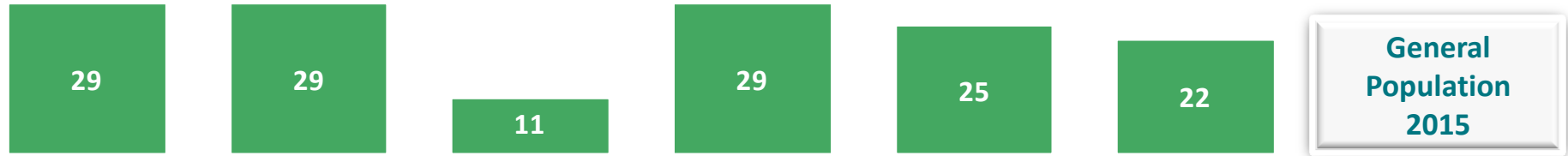
Perpetrators of psychological abuse and verbal harassment

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

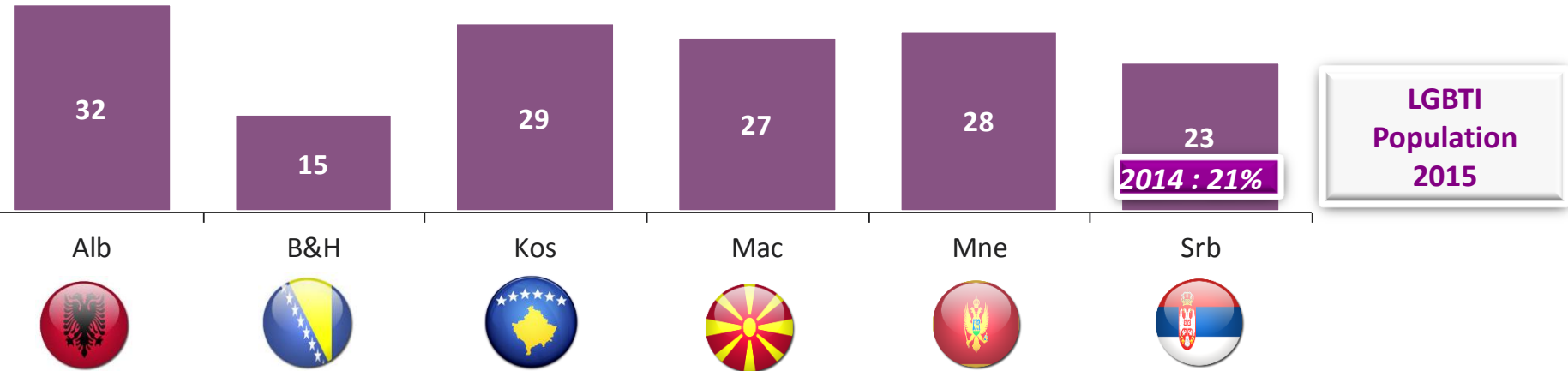


Exposure to physical violence: General population perceptions vs. LGBTI reality somewhat match

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?

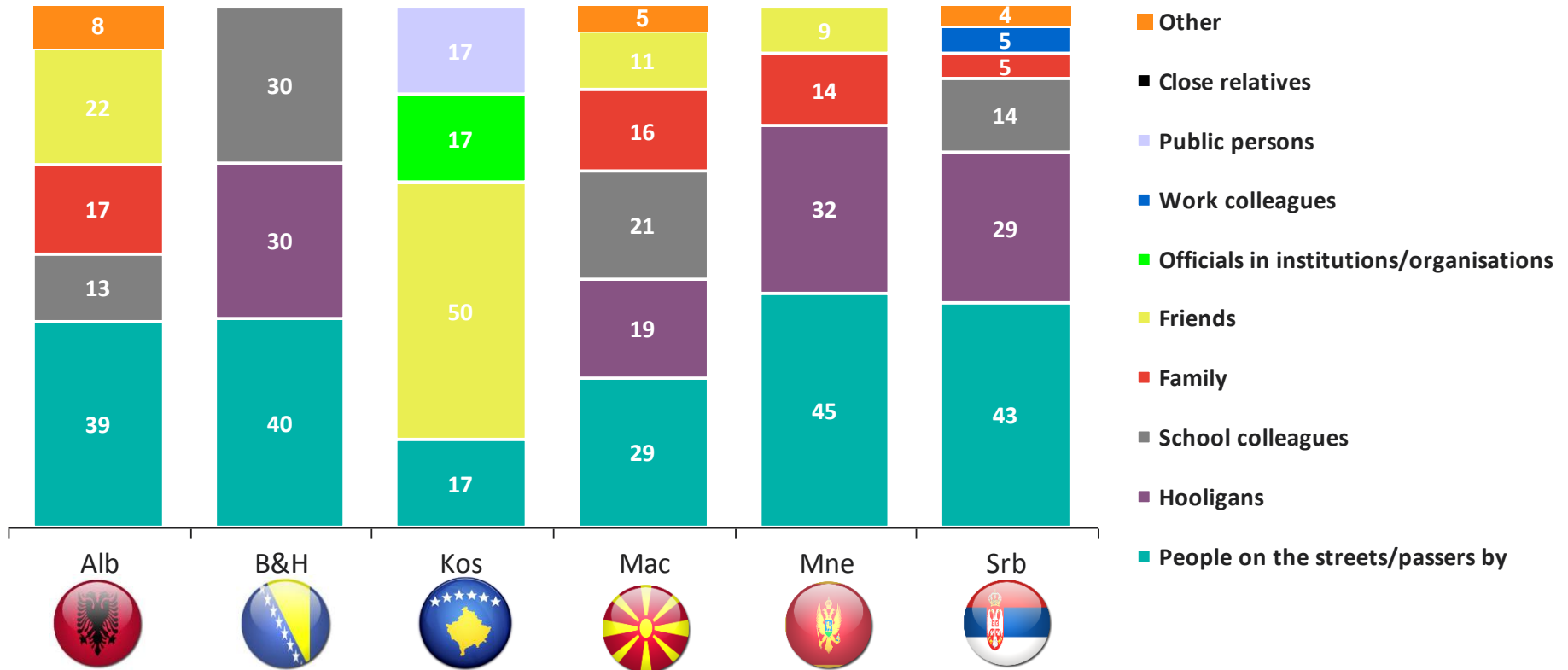


Have you personally ever been victimized by PHYSICAL violence due to YOUR SEXUAL ORIENTATION OR GENDER IDENTITY?



Main perpetrators of physical violence

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

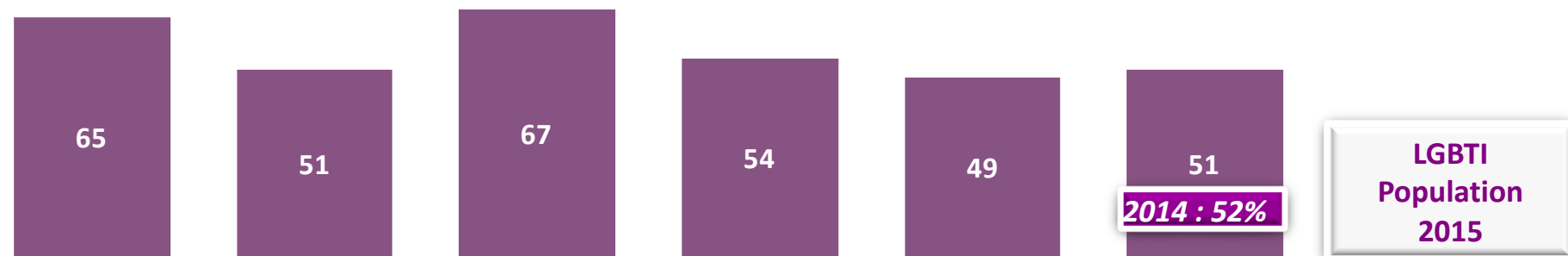


Exposure to discrimination: General population Perceptions vs. LGBTI Reality don't match

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

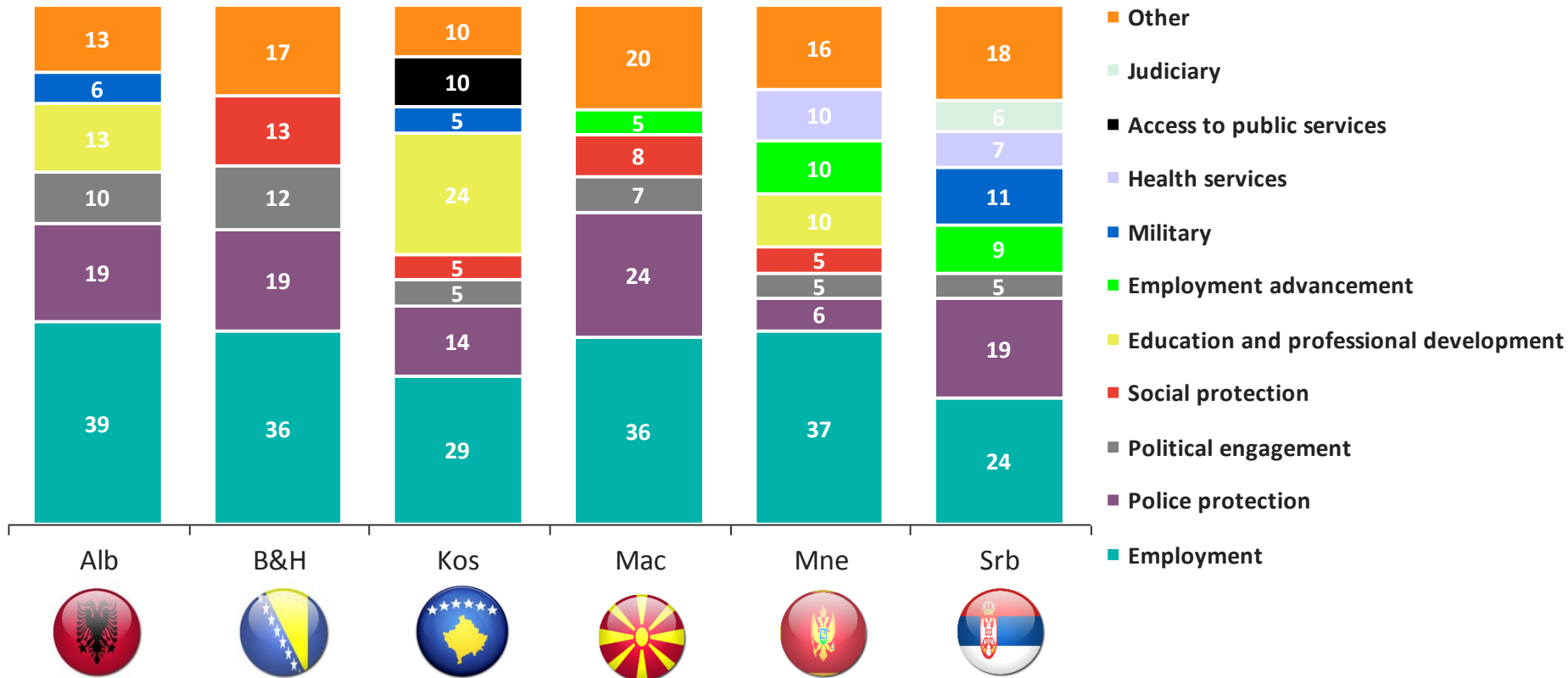


Srb



Main areas of discrimination

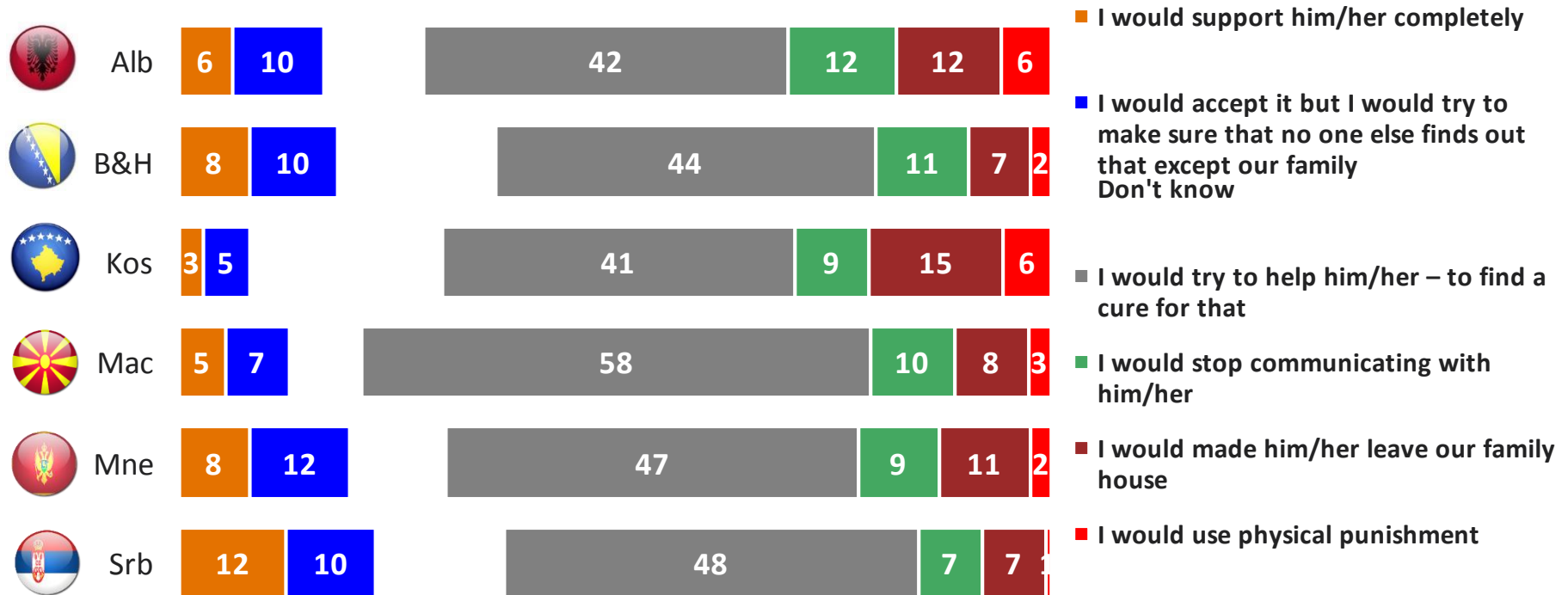
Based on your personal experience, in which area are LGBTI people most frequently exposed to discrimination?



GENERAL POPULATION/WESTERN BALKANS 2015

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

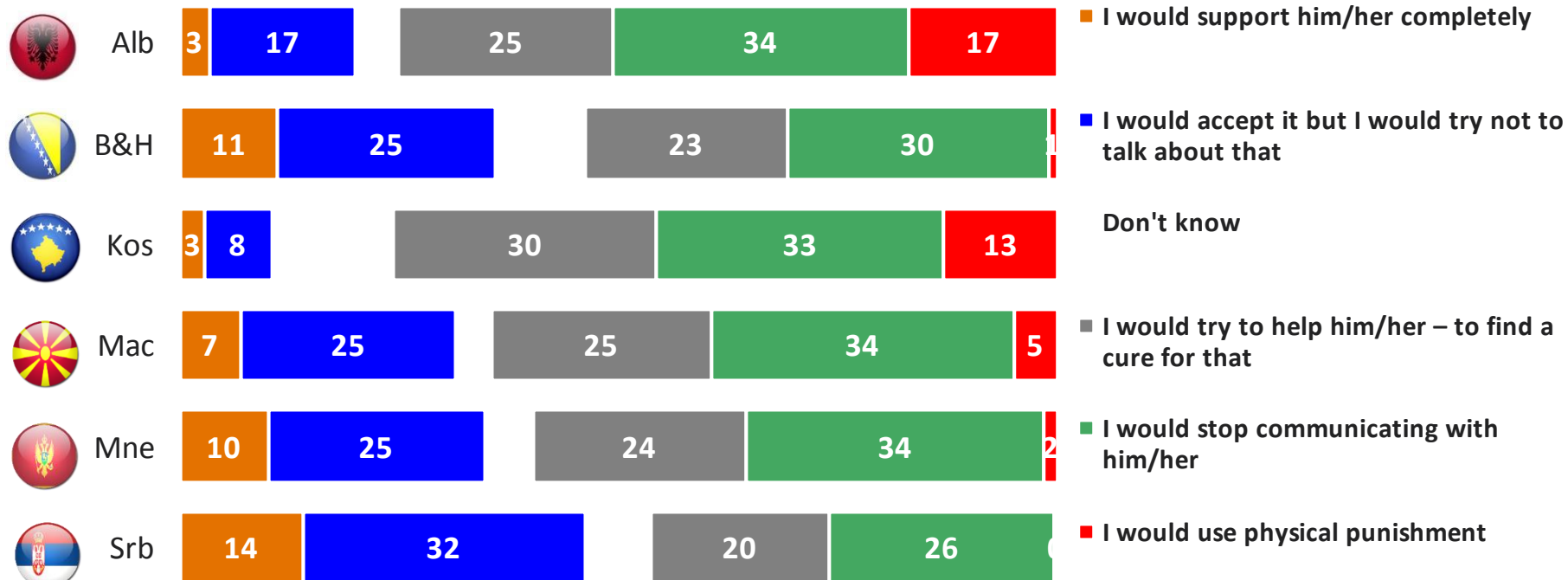
If you would find out that your child is homosexual (previously mentioned LGBTI person), how would you react?



GENERAL POPULATION/WESTERN BALKANS 2015

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

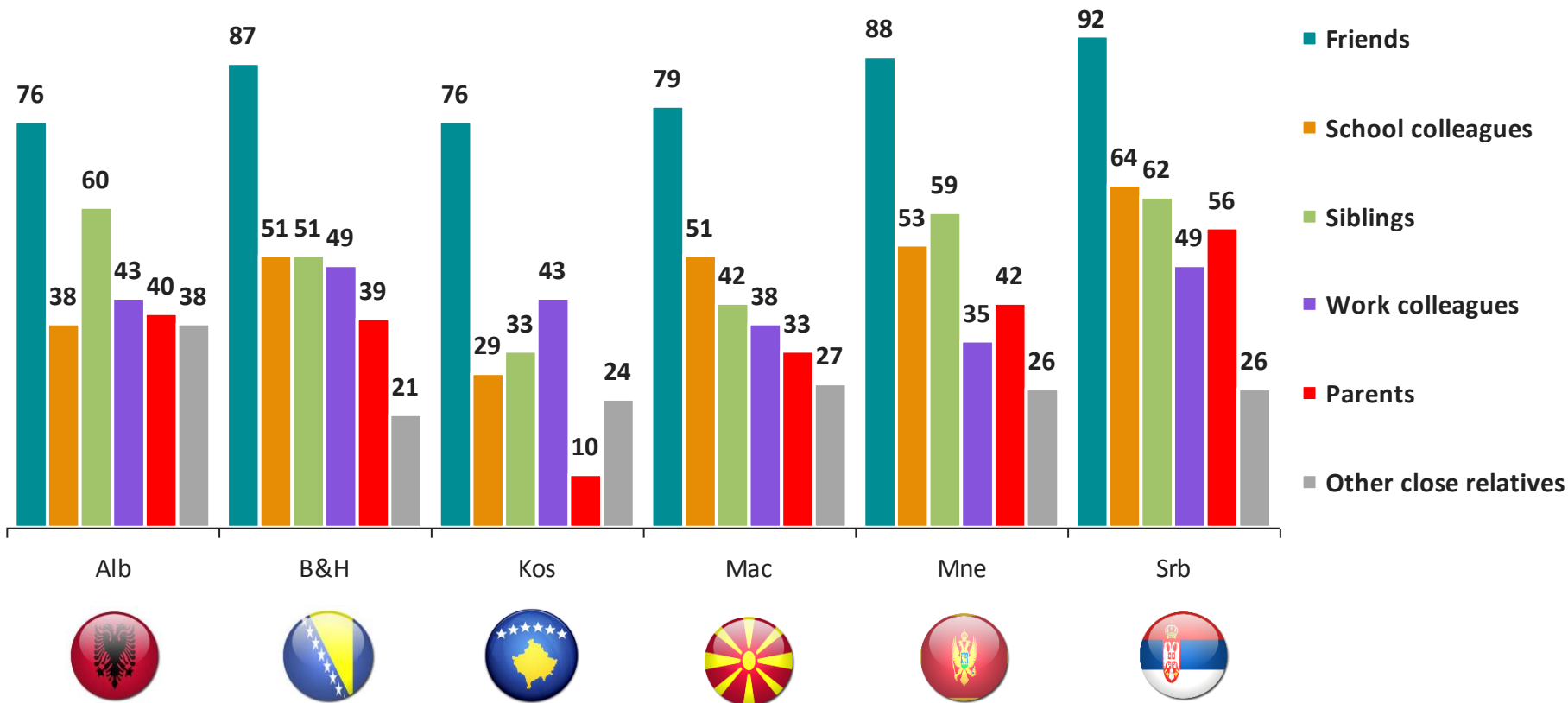
If you would find out that your friend/acquaintance/colleague or neighbor is homosexual (previously mentioned LGBTI person) how would you react?



LGBTI POPULATION/WESTERN BALKANS 2015

Parents are not first to know.

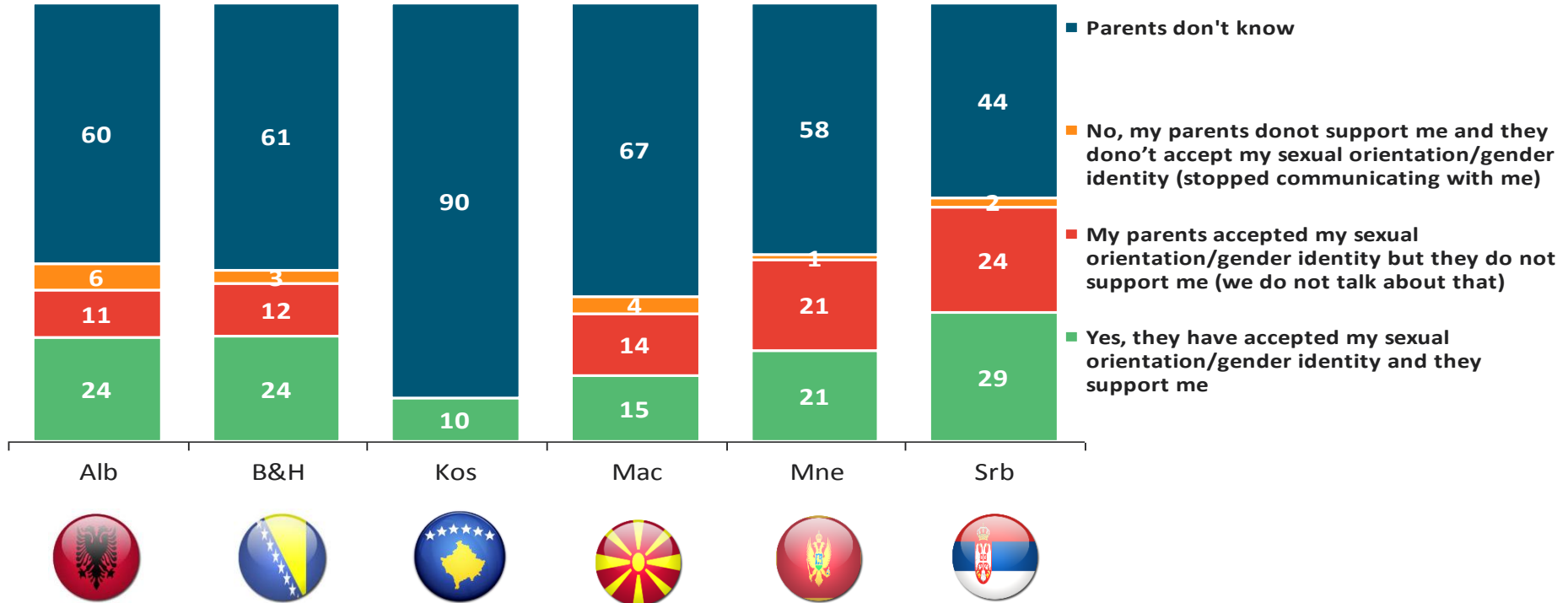
Who of the following people knows about your sexual orientation/gender identity? - percentage of YES answers



LGBTI POPULATION/WESTERN BALKANS 2015

Less than a quarter of LGBTI people in the Balkans has full support from their parents

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



THERE IS **FEAR OF COMING OUT**

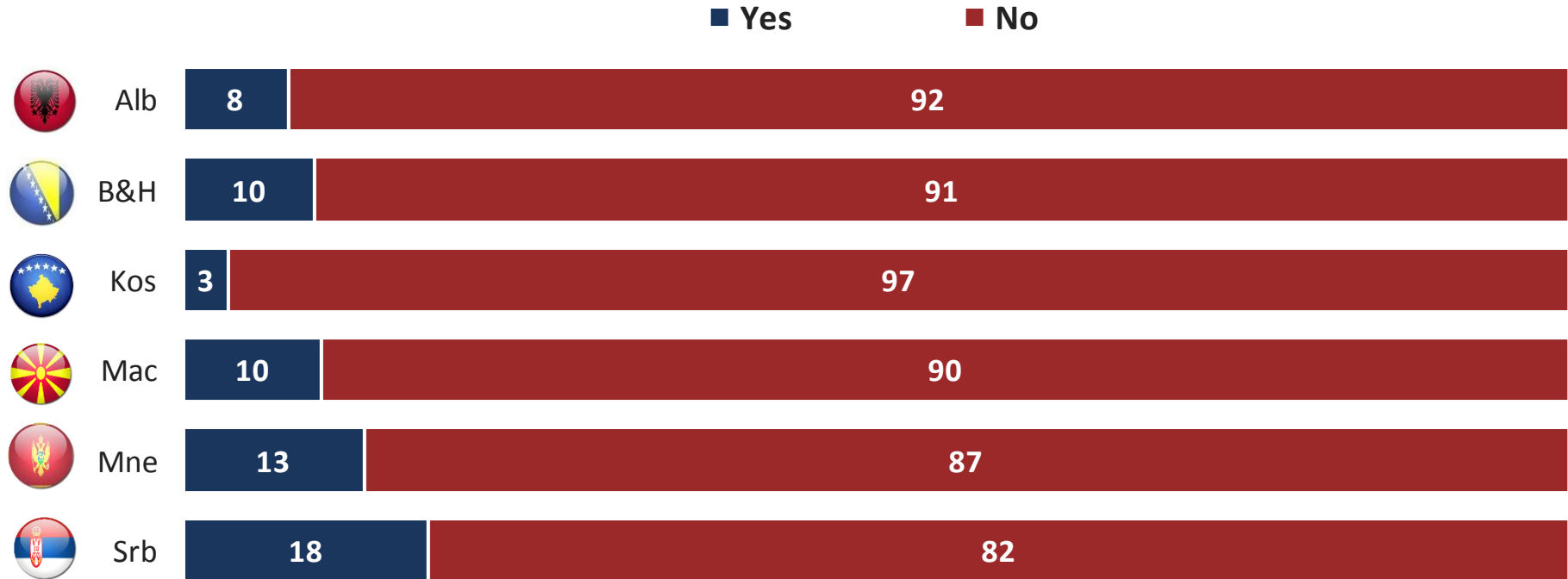
KNOWING PERSONALLY SOMEONE
(VISIBILITY&INTERACTION) WHO IS LGBTI REDUCES
PREJUDICE AND STEREOTYPES **(UNDERSTANDING)**!

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

GENERAL POPULATION/WESTERN BALKANS 2015

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

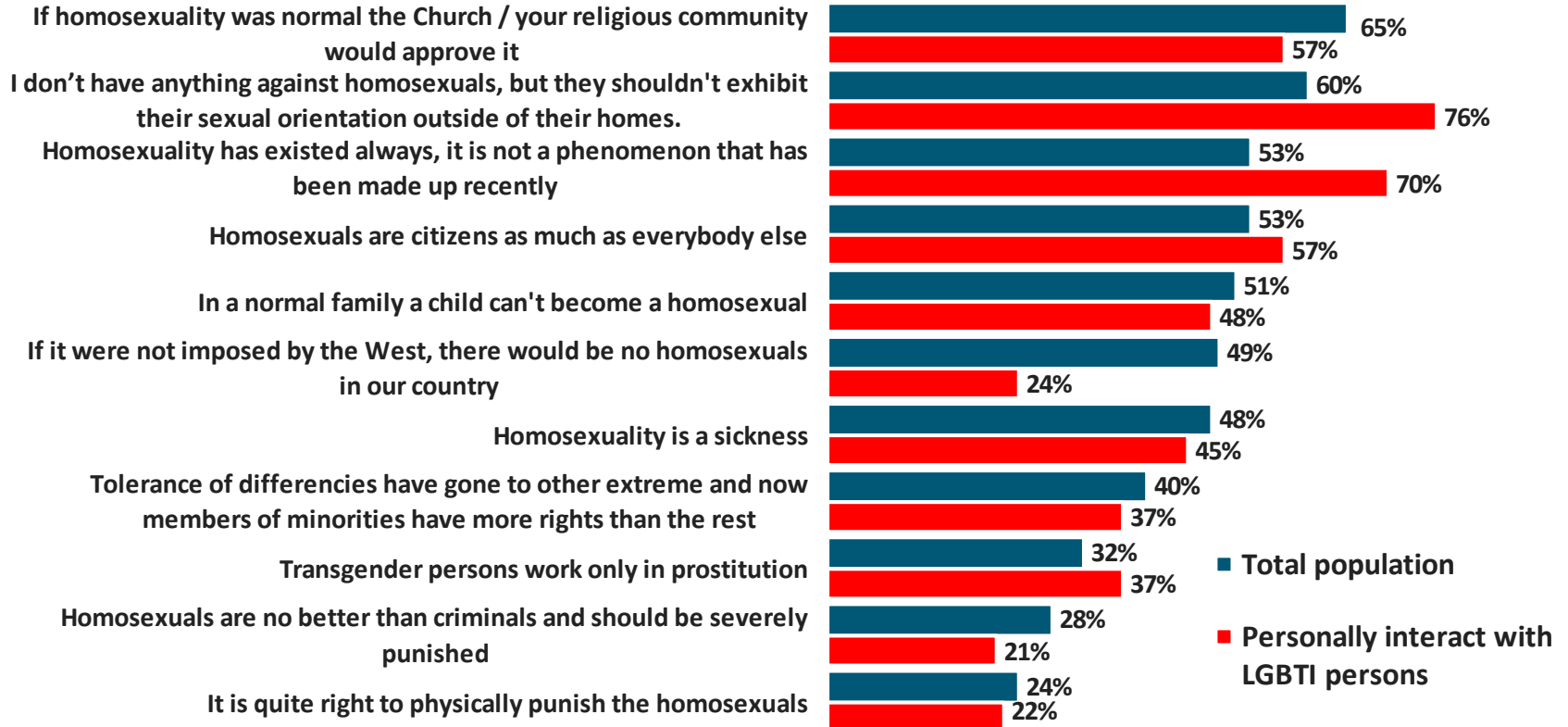
Do you personally interact with any person whom you know to be LGBTI?





Personal contact reduces prejudice and stereotypes

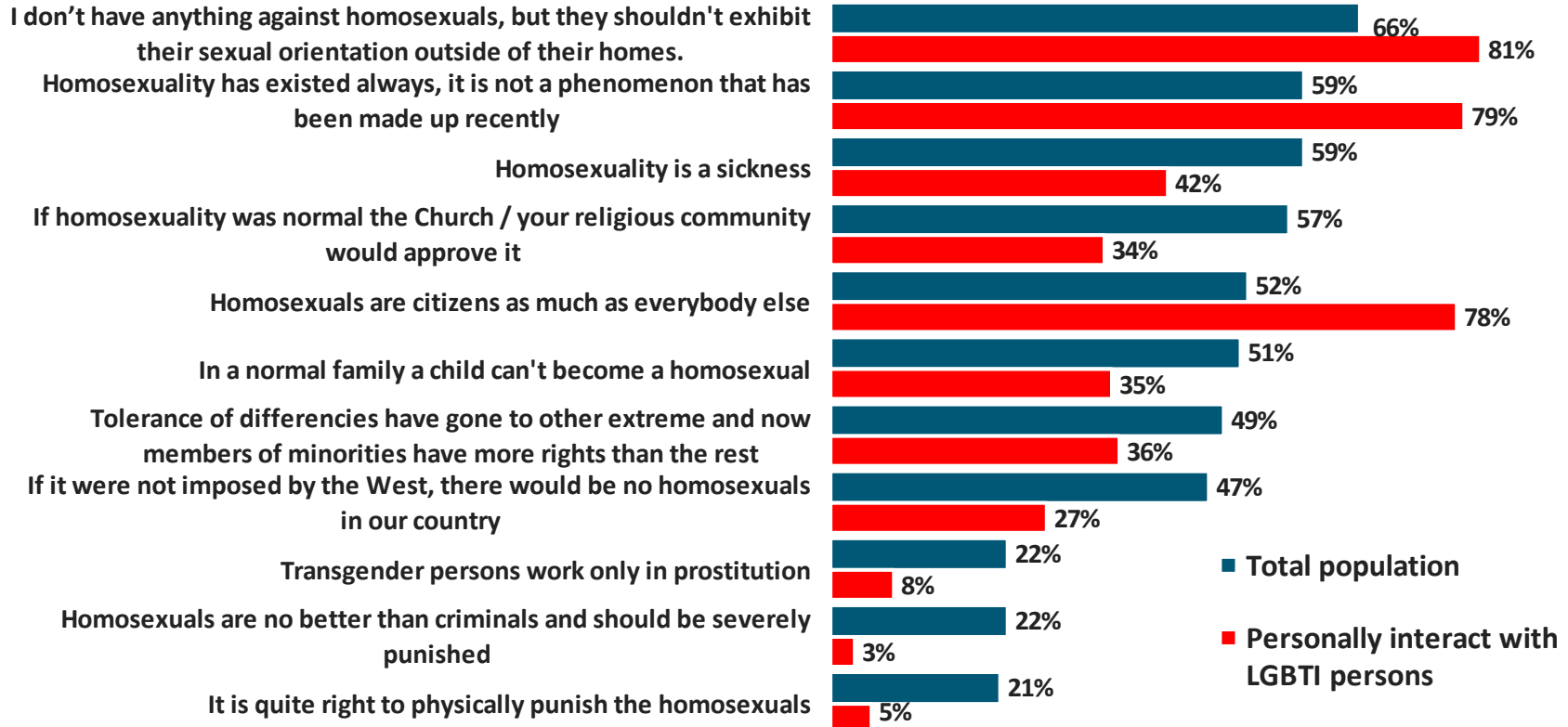
Now I am going to read to you some statements and I would like you to tell me to which extent you agree with each of them.





Personal contact reduces prejudice and stereotypes

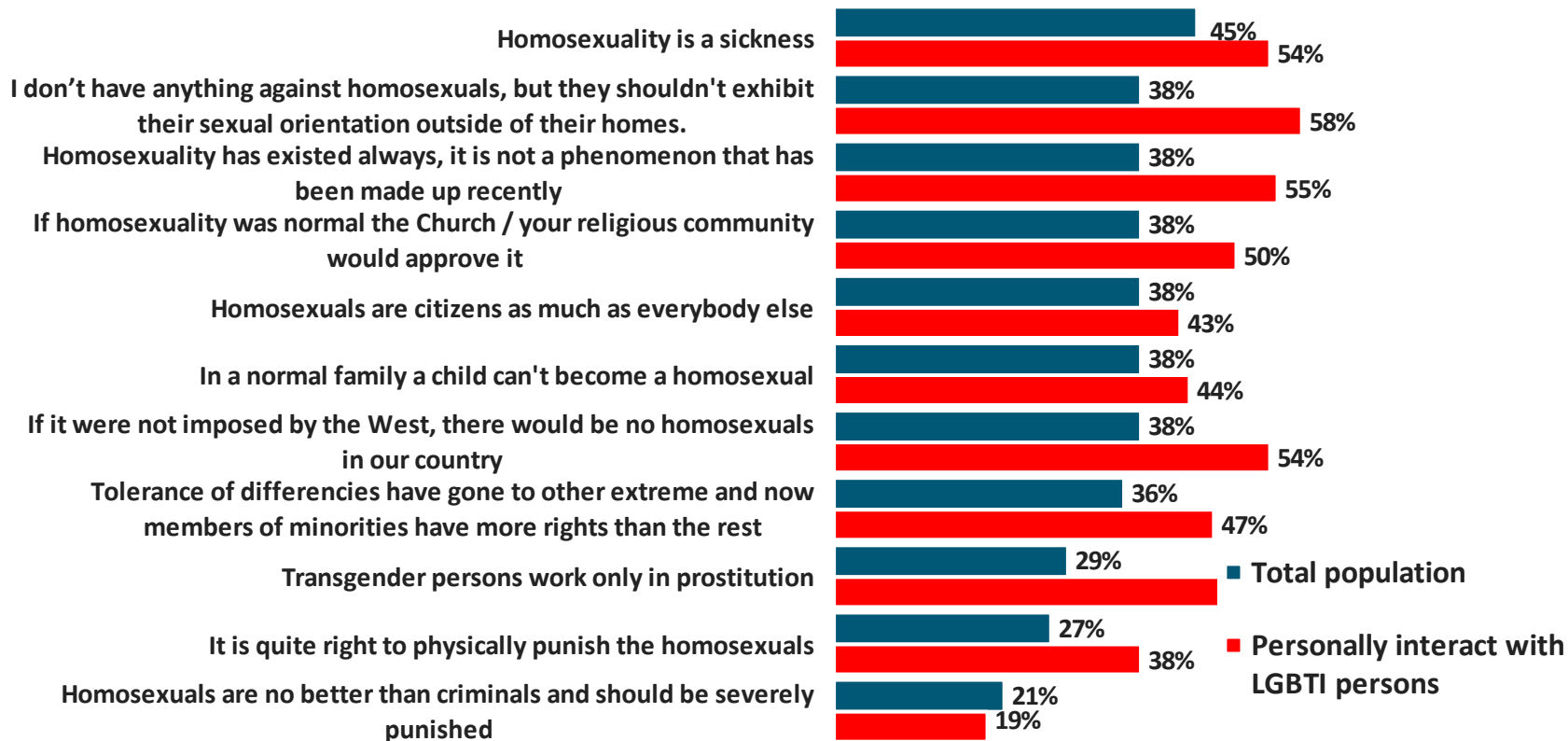
Now I am going to read to you some statements and I would like you to tell me to which extent you agree with each of them.





Personal contact reduces prejudice and stereotypes

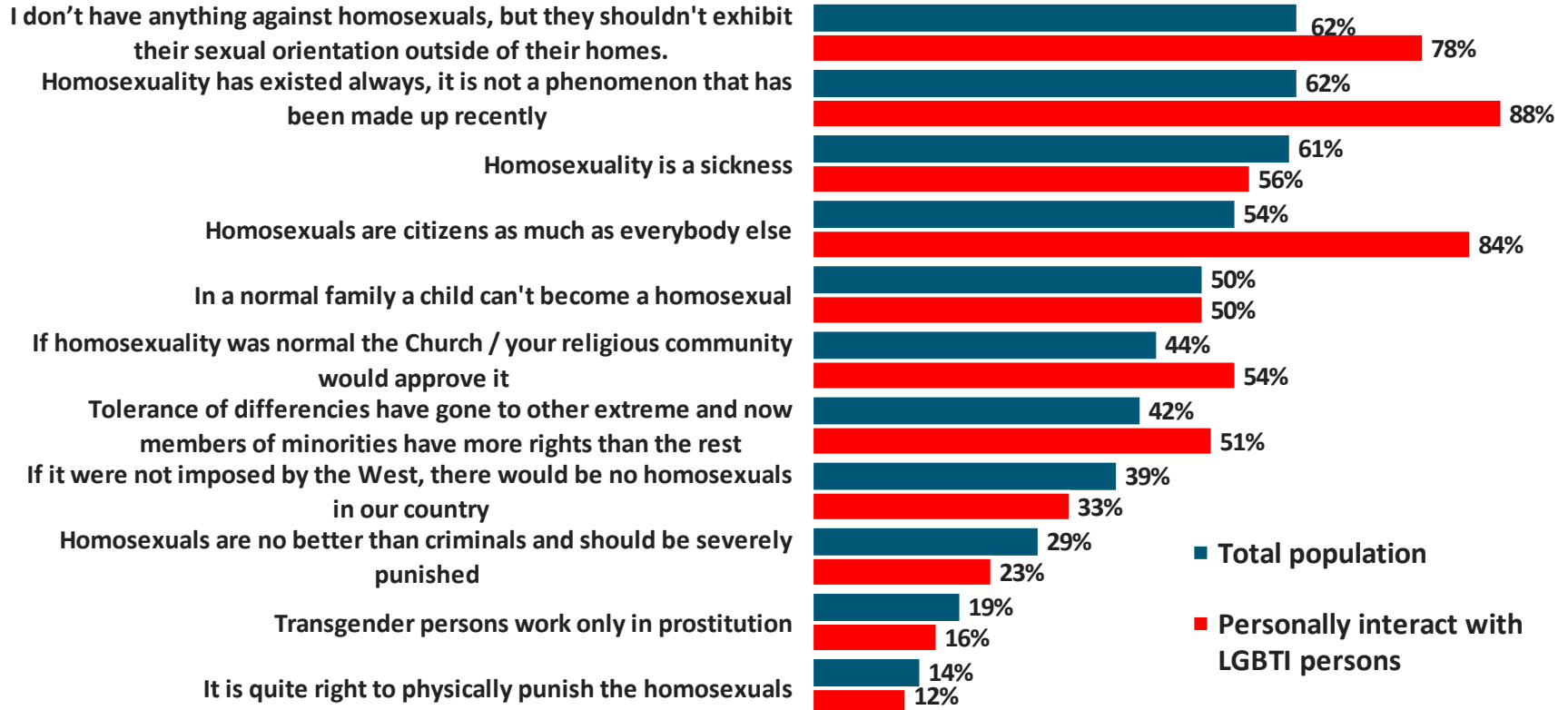
Now I am going to read to you some statements and I would like you to tell me to which extent you agree with each of them.





Personal contact reduces prejudice and stereotypes

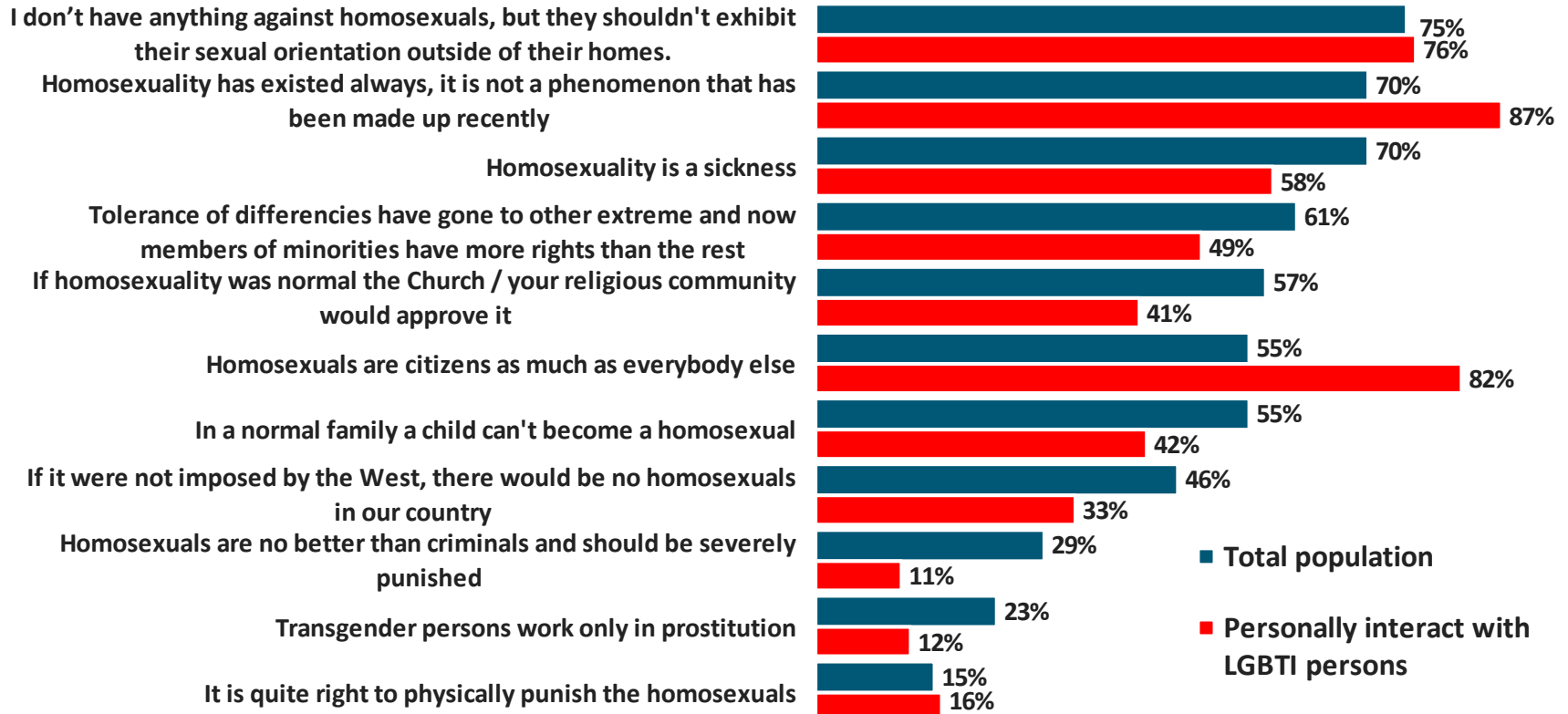
Now I am going to read to you some statements and I would like you to tell me to which extent you agree with each of them.





Personal contact reduces prejudice and stereotypes

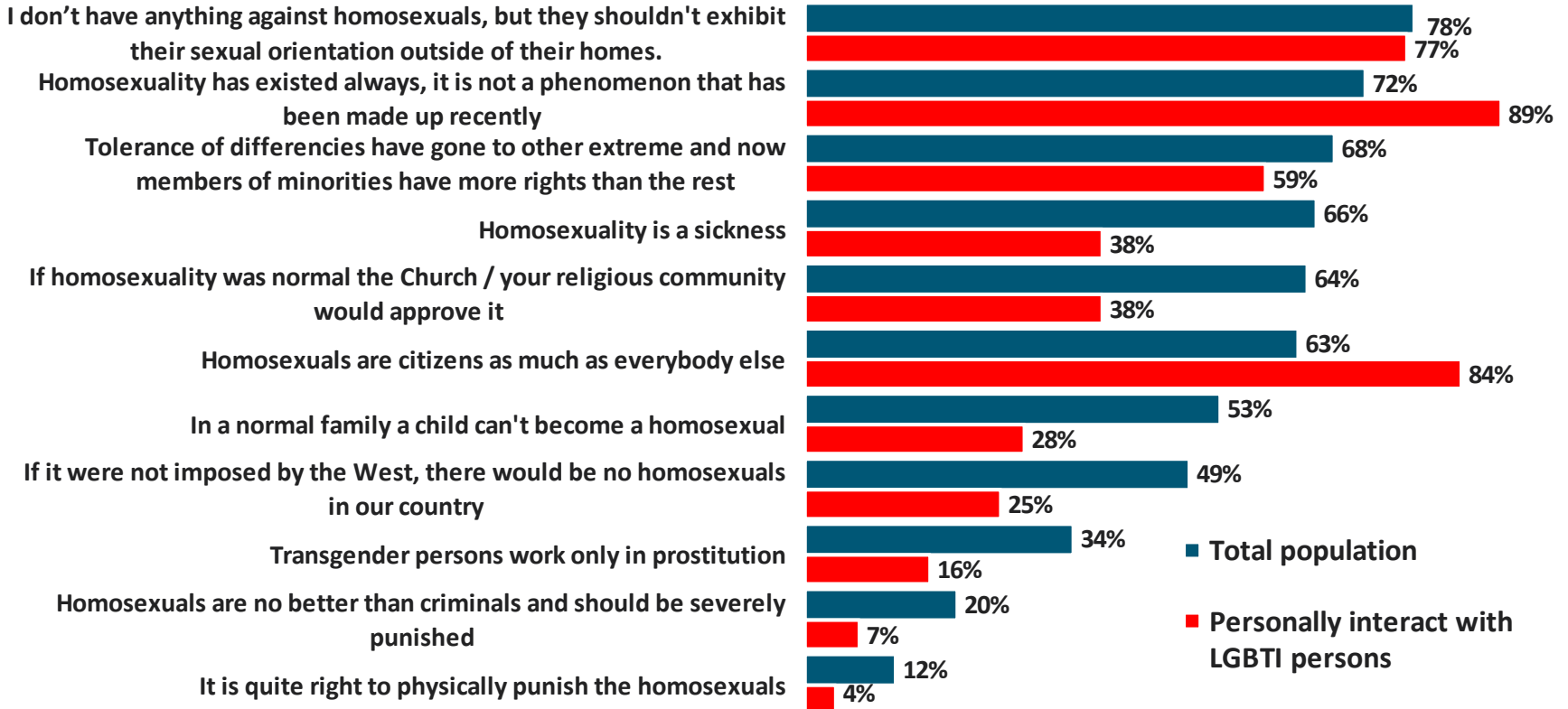
Now I am going to read to you some statements and I would like you to tell me to which extent you agree with each of them.





Personal contact reduces prejudice and stereotypes

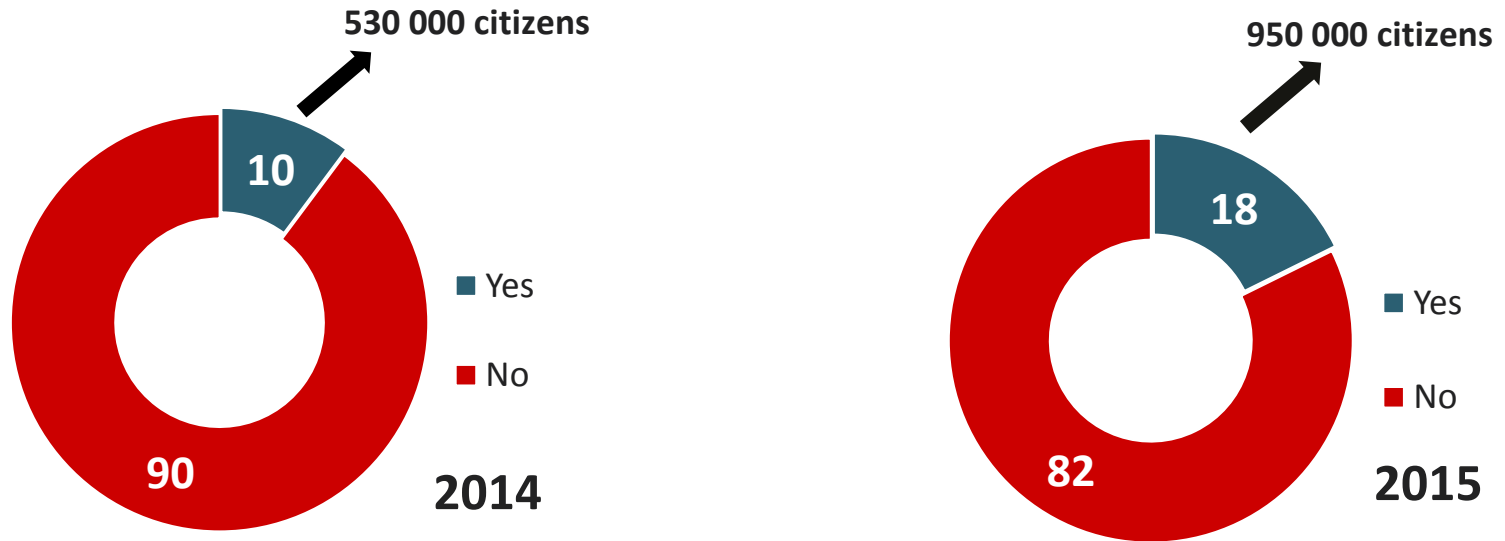
Now I am going to read to you some statements and I would like you to tell me to which extent you agree with each of them.



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

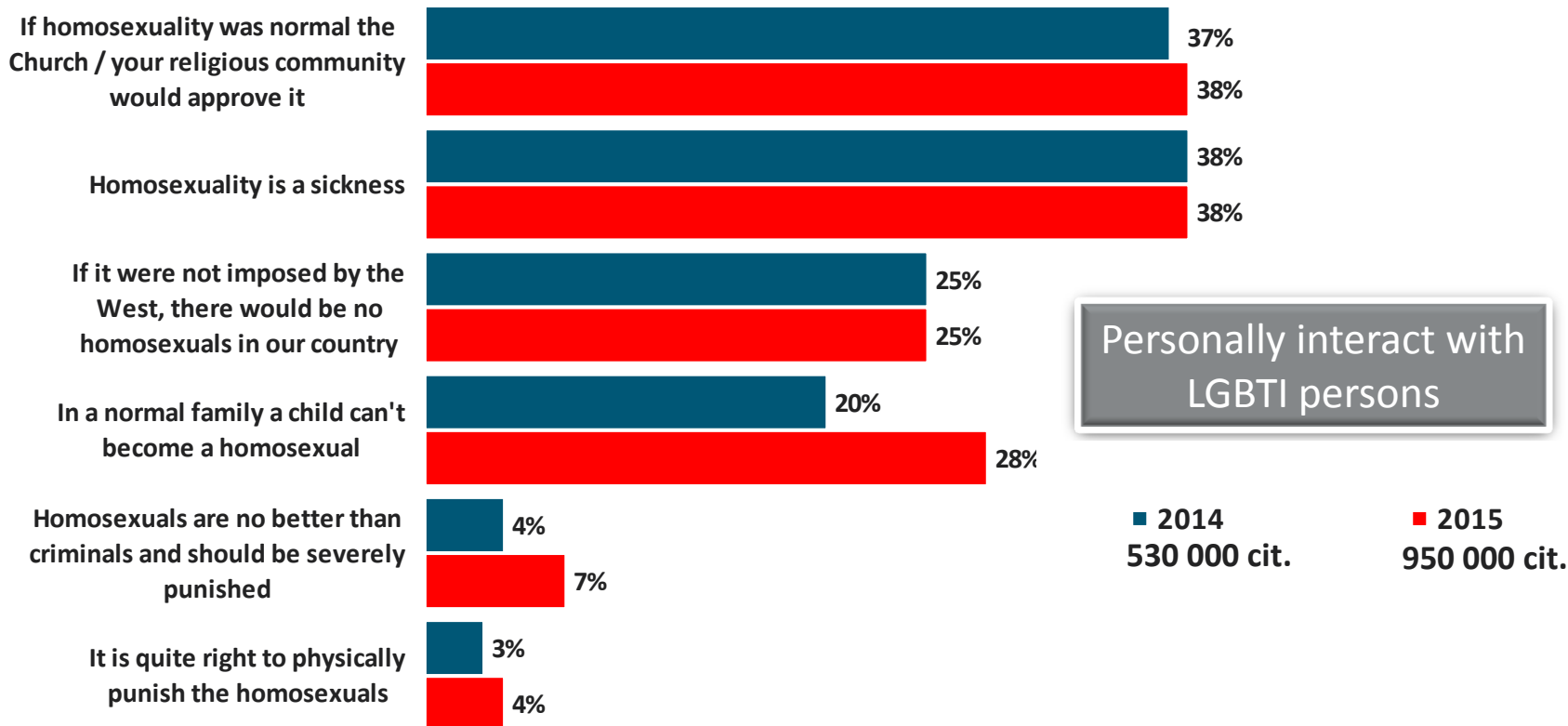
Do you personally interact with any person whom you know to be LGBTI (homosexual, lesbian, bisexual, transgender, transsexual, intersexual...)?



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

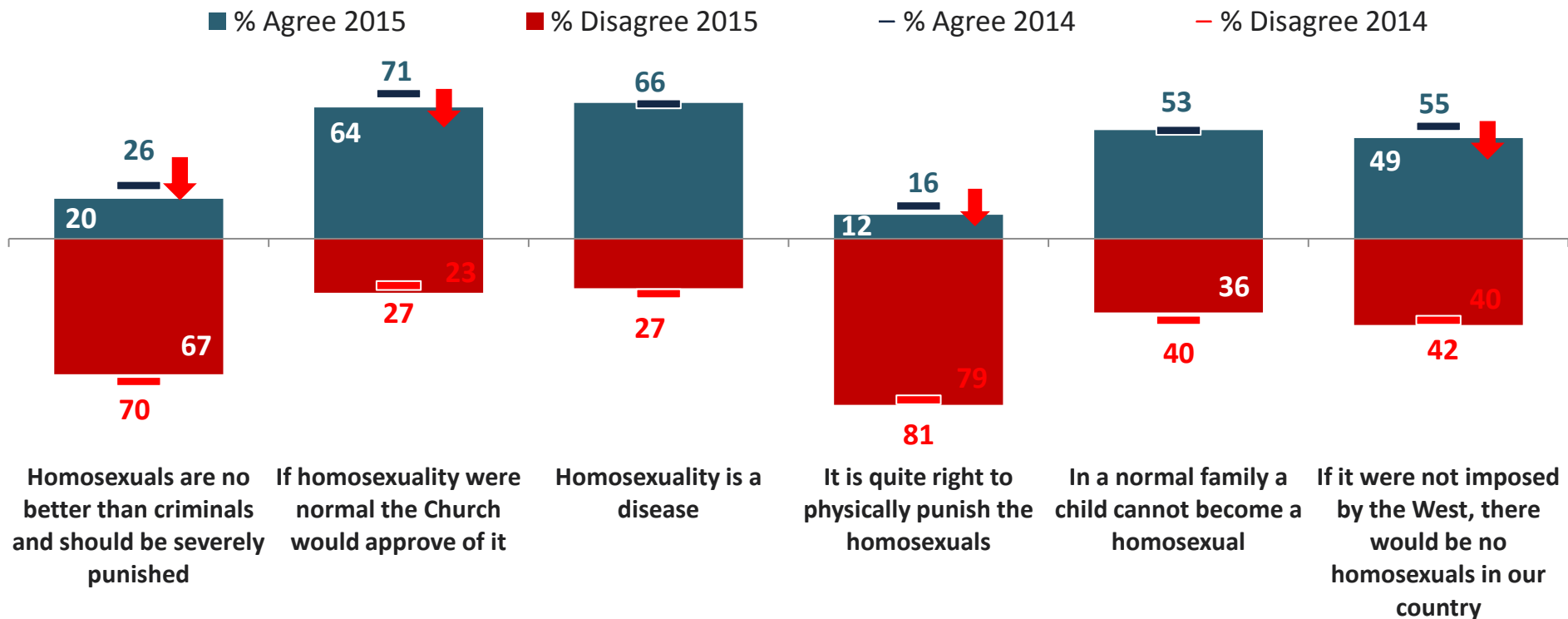
Now I am going to read to you some statements and I would like you to tell me to which extent you agree with each of them.



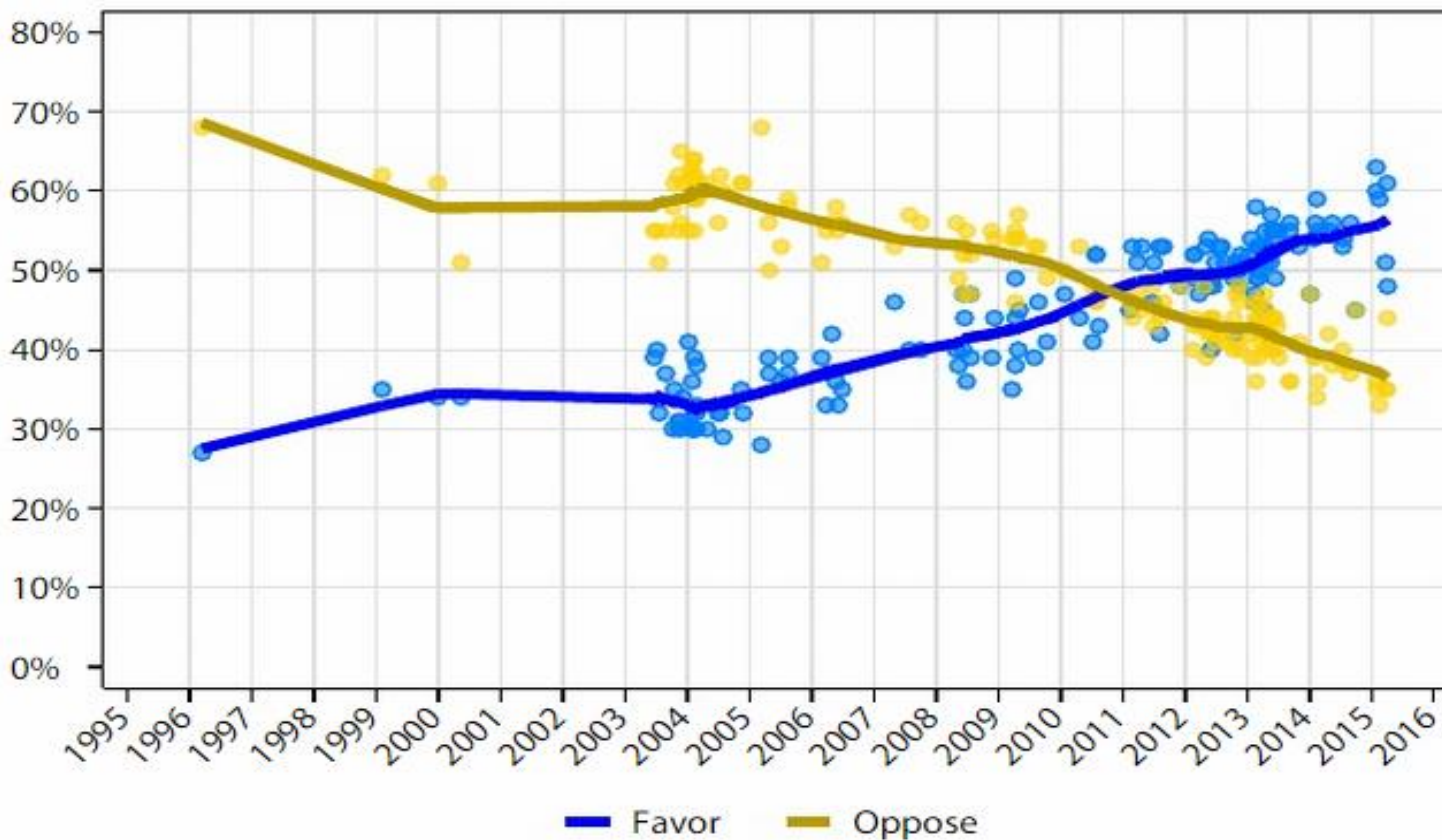
GENERAL POPULATION/SERBIA 2014 AND 2015

Changing attitudes: 2014-2015 while there is a progress prejudice and stereotypes are still there

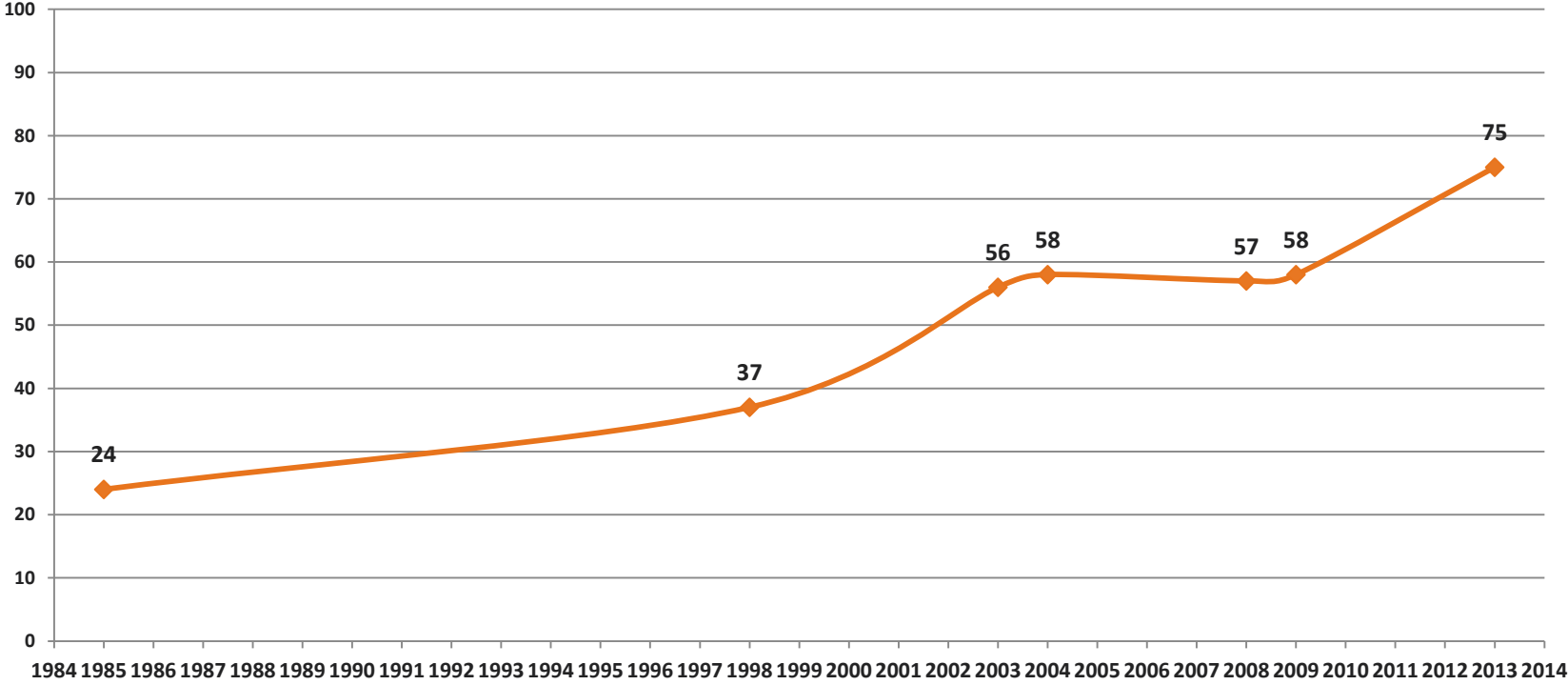
Now I am going to read to you some statements and I would like you to tell me to which extent you agree with each of them.



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



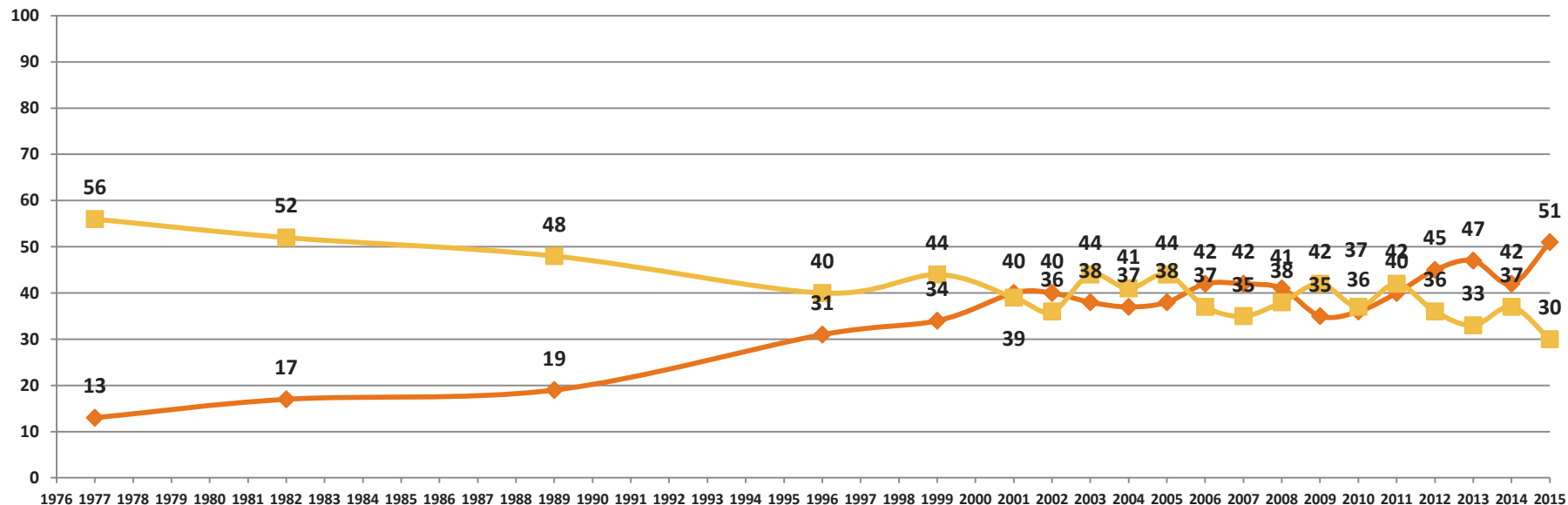
US Experience: More people today have gay or lesbian acquaintances, which is associated with acceptance of being gay and support for gay marriage

- **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

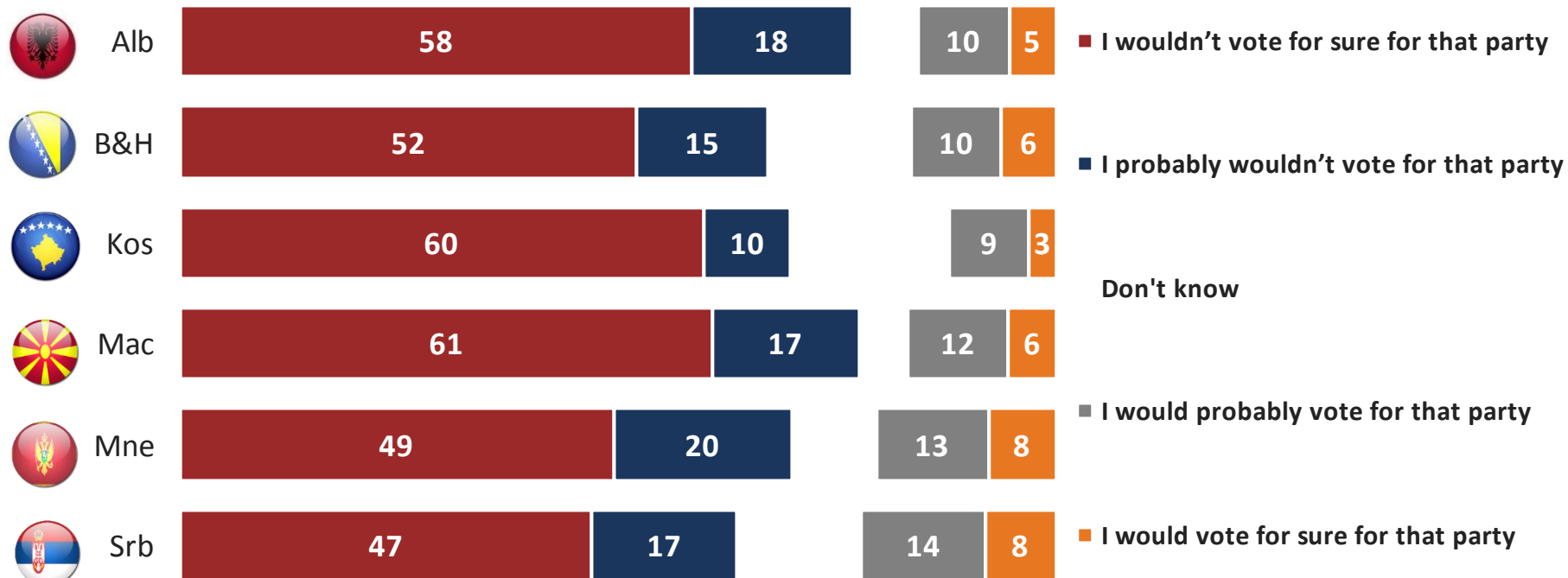
- Even though most LGBT adults say there has been significant progress toward social acceptance, relatively few (19%) say there is a lot of social acceptance for the LGBT population today. **A majority (59%) says there is some, and 21% say there is little or no acceptance today.**
- Surveys of the general 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

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

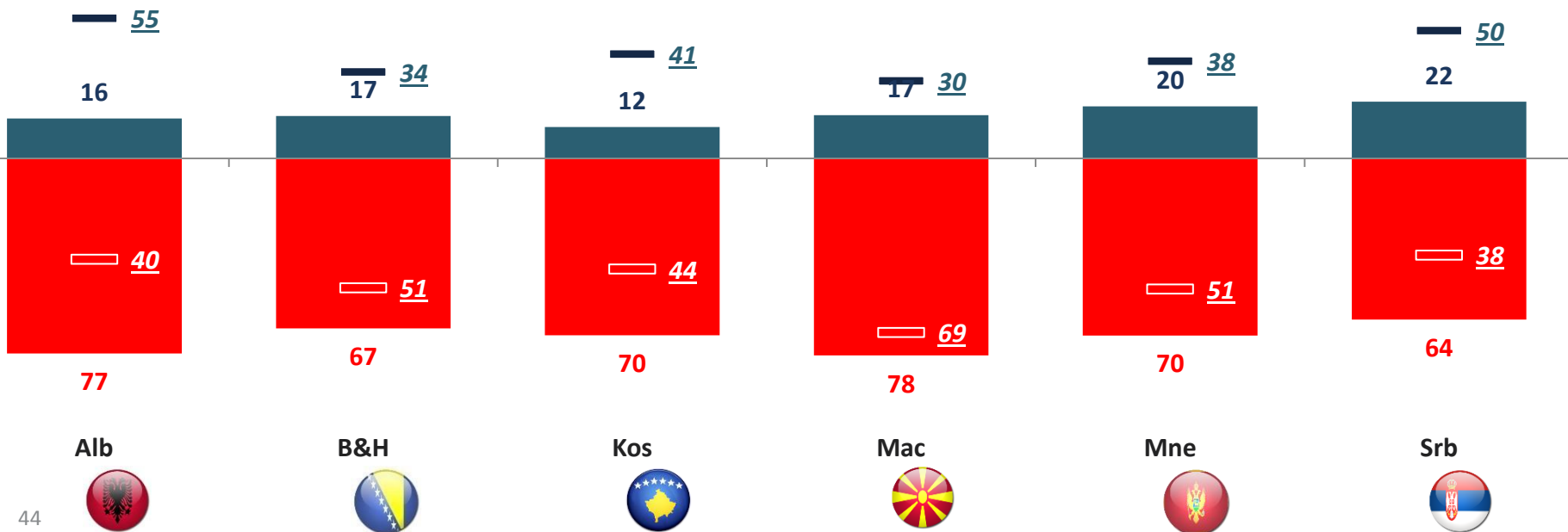
If there was a party that's priority is to actively deal with the most important problem in your country and at the same time is focused on protecting and promoting the rights of LGBTI citizens, would you vote for that party?

■ 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)

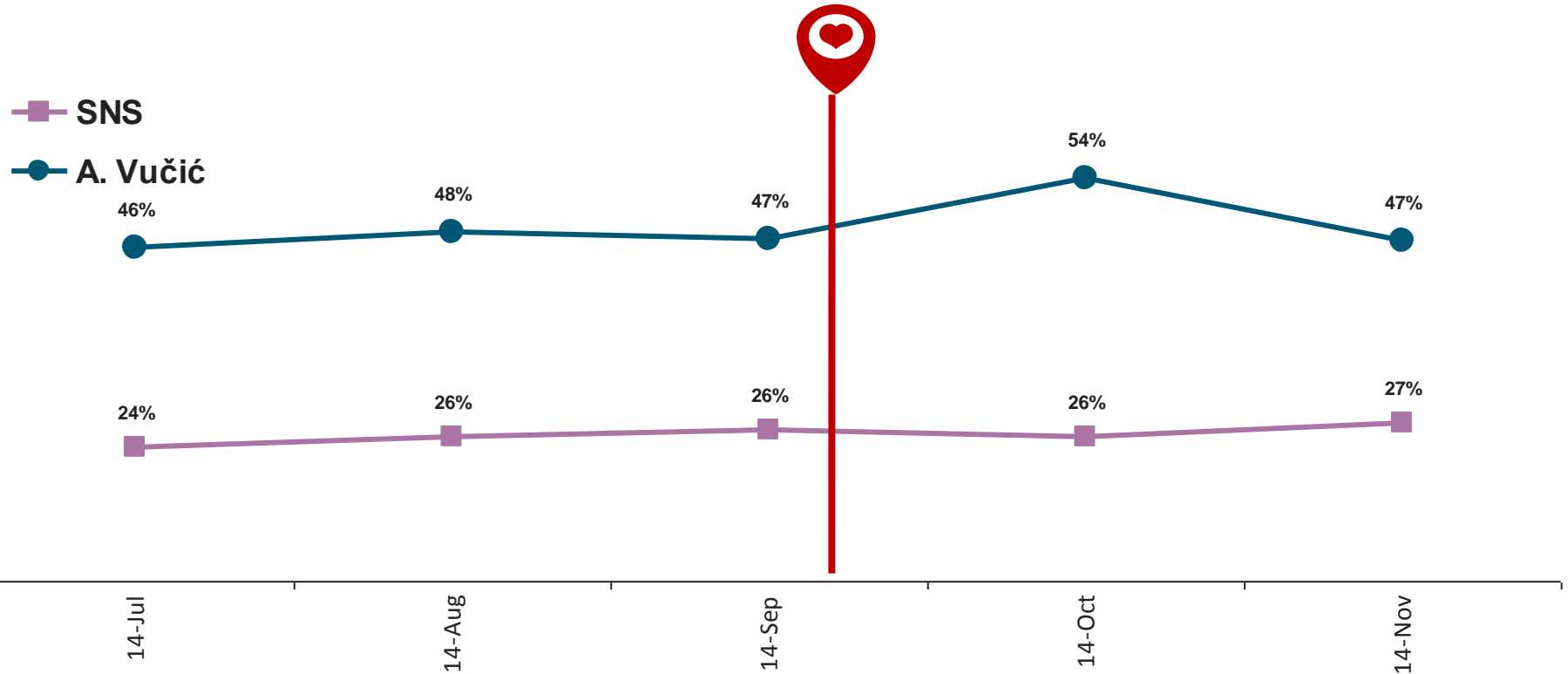


Economy and unemployment are the key issues for citizens across the region – **NO HUMAN RIGHTS!**

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?

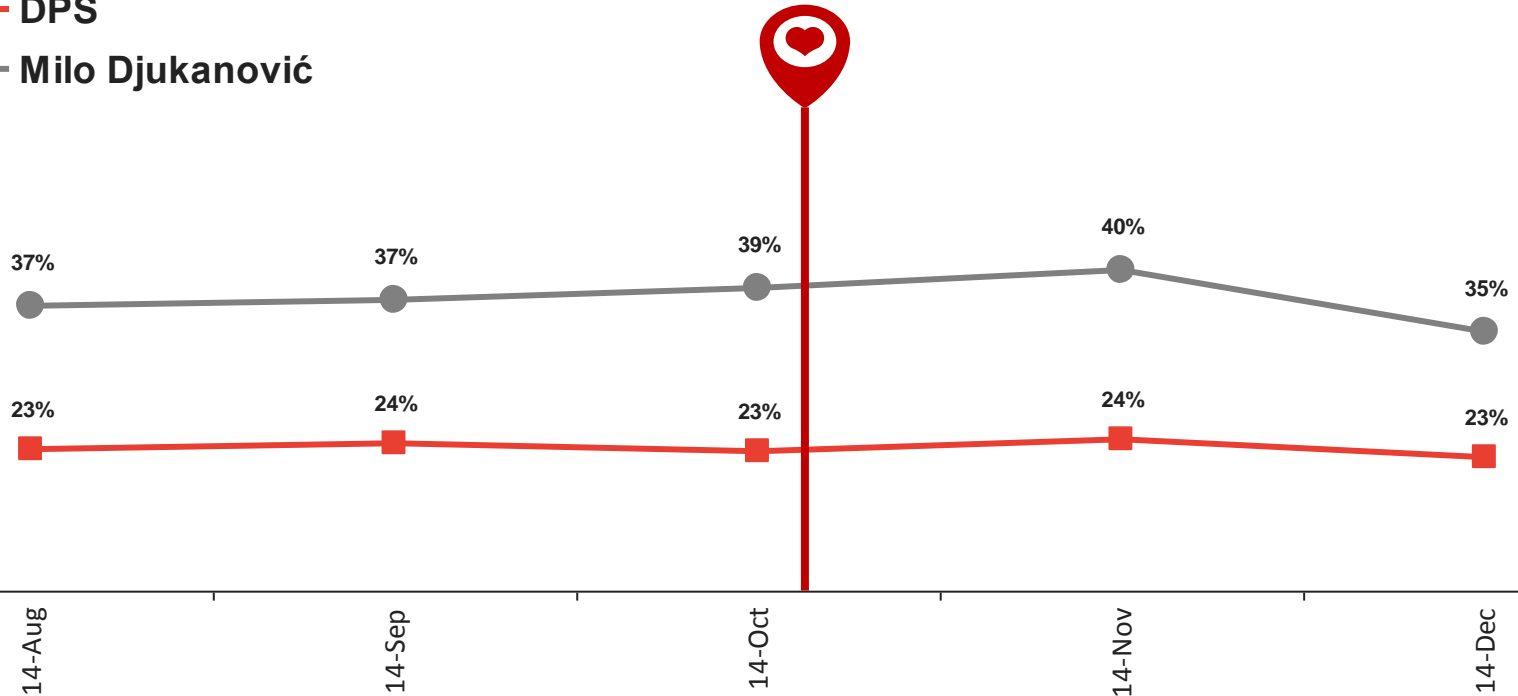
	Total	Albania	B&H	Montenegro	Kosovo	Macedonia	Serbia
Unemployment	47	49	55	40	54	35	45
Economy	8	11	5	6	9	10	8
Corruption	7	10	6	7	16	1	4
Low living standard	5	2	2	10		5	13
General poverty	4		4	7	4	5	4
Domestic politics	3		5	3	1	9	2
Criminal	3	6	3	4	3	1	3
Health care system	2	3	1	1	1	3	2
Political affairs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



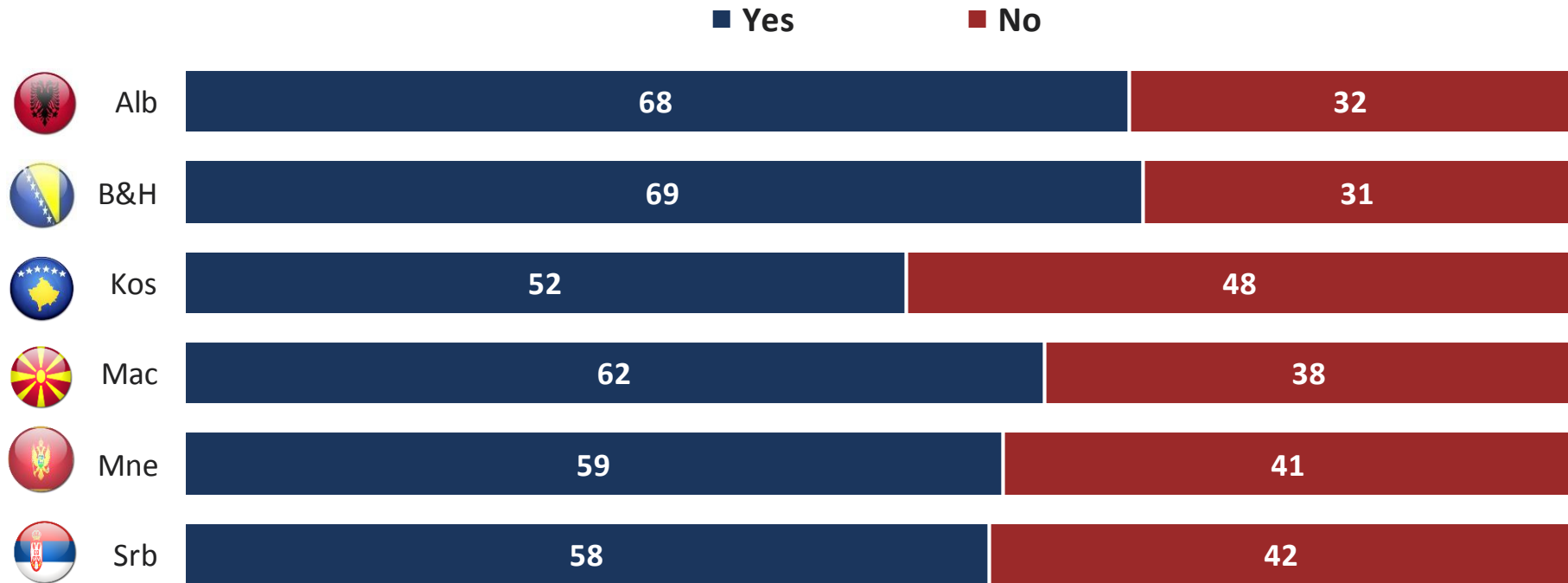
The leading party in Montenegro has the same number of supporters after Podgorica Pride. Montenegrin Prime Minister Milo Djukanovic maintained his popularity

■ DPS
● Milo Djukanović



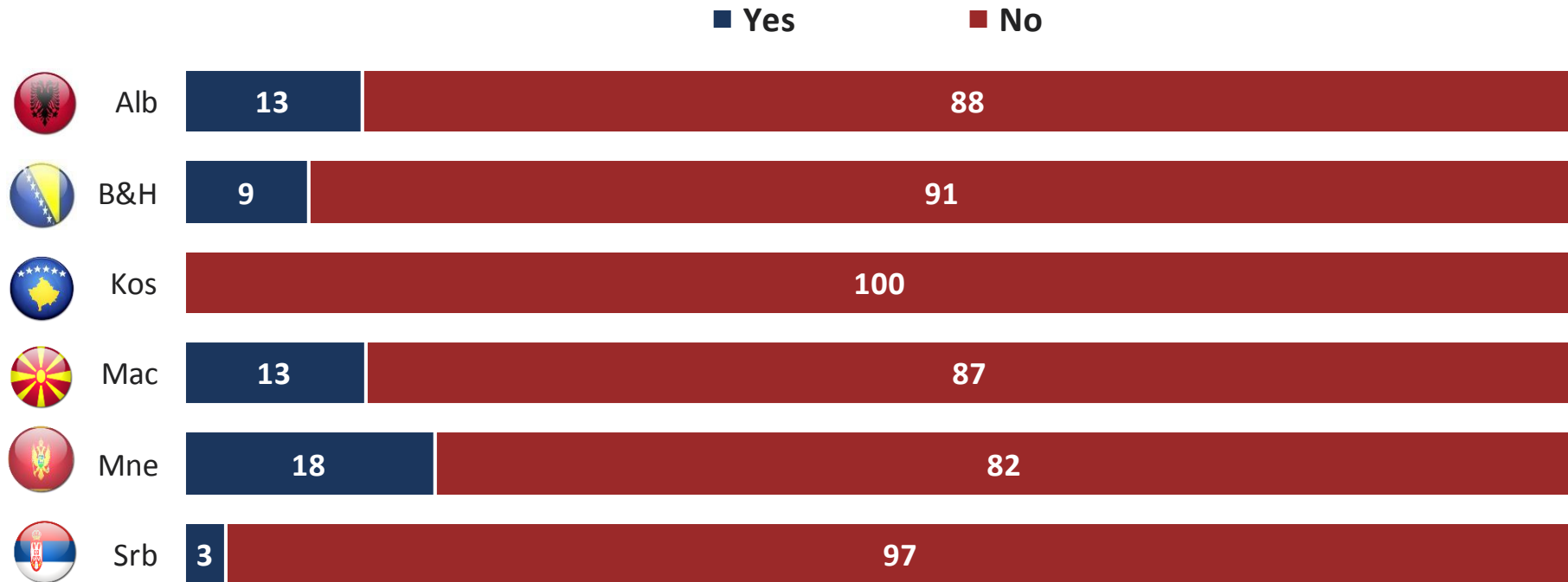
LGBTI people are active voters

Did you vote on last held Parliamentary election?



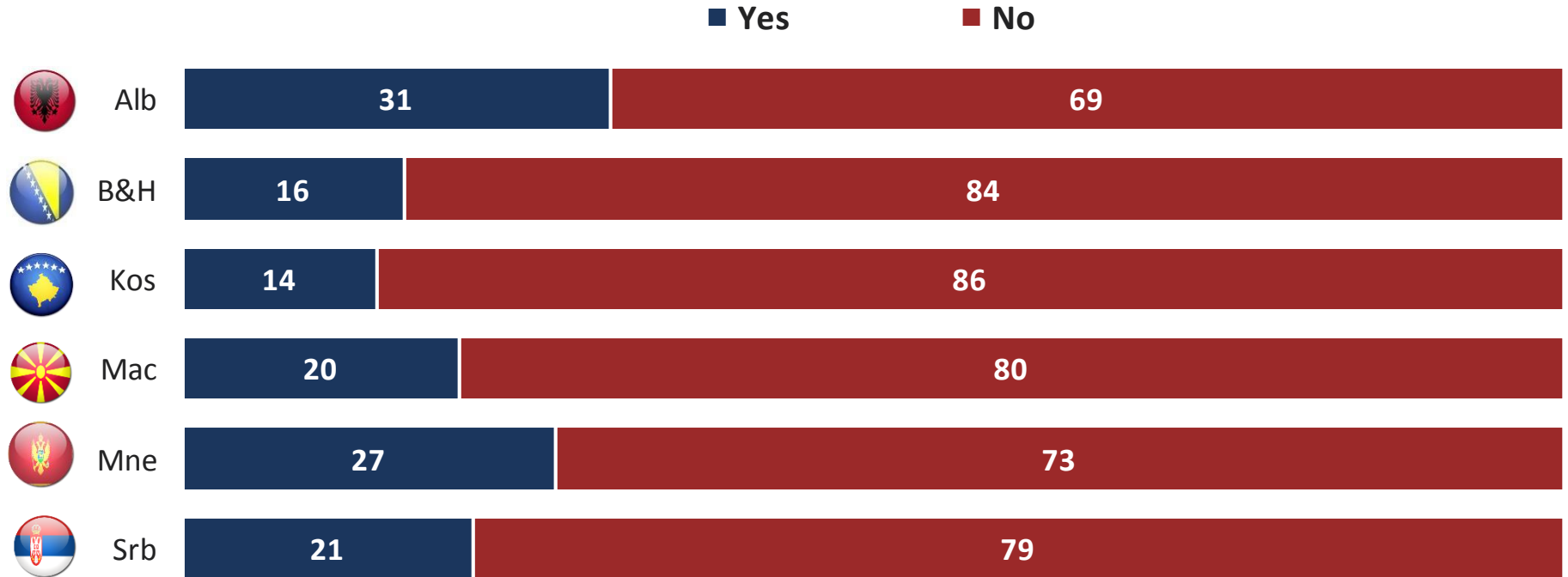
There is some LGBTI membership in political parties, especially in Montenegro

Are you a member of some political party?



LGBTI people are open to idea to enter politics

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

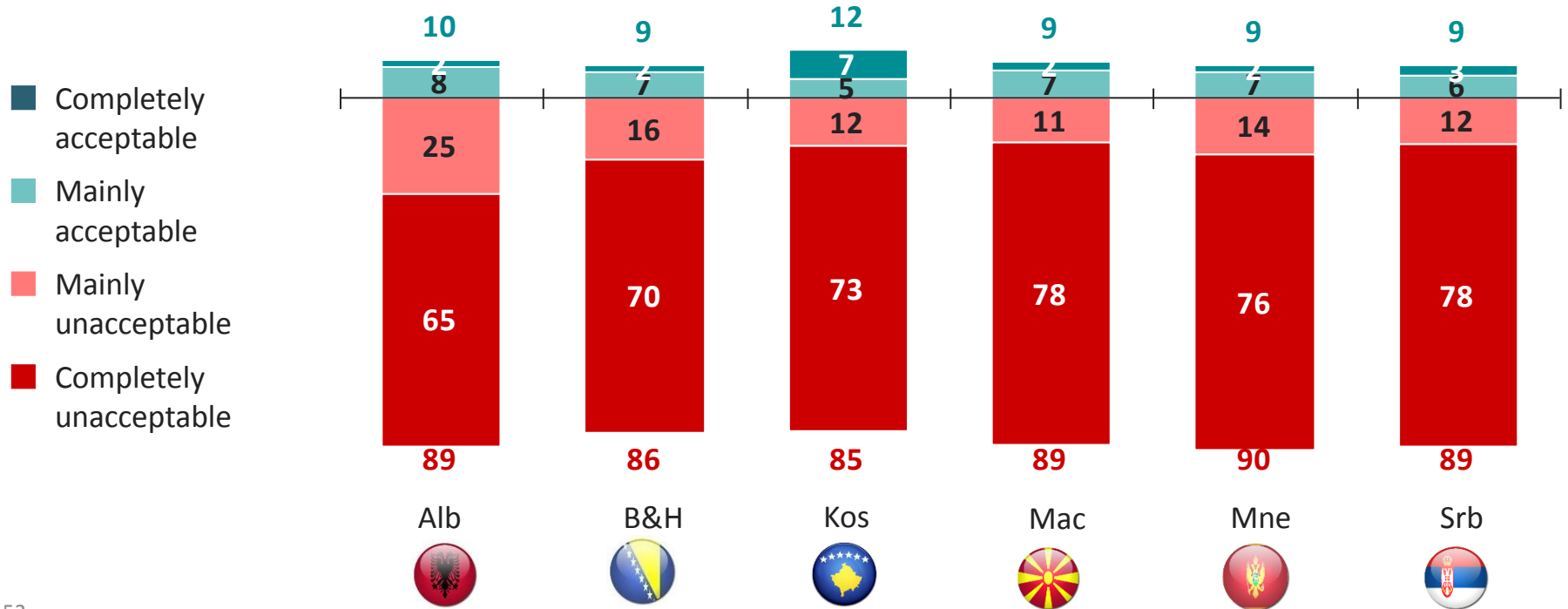


LGBTI

**SAME-SEX PARTNERSHIP
RIGHTS**

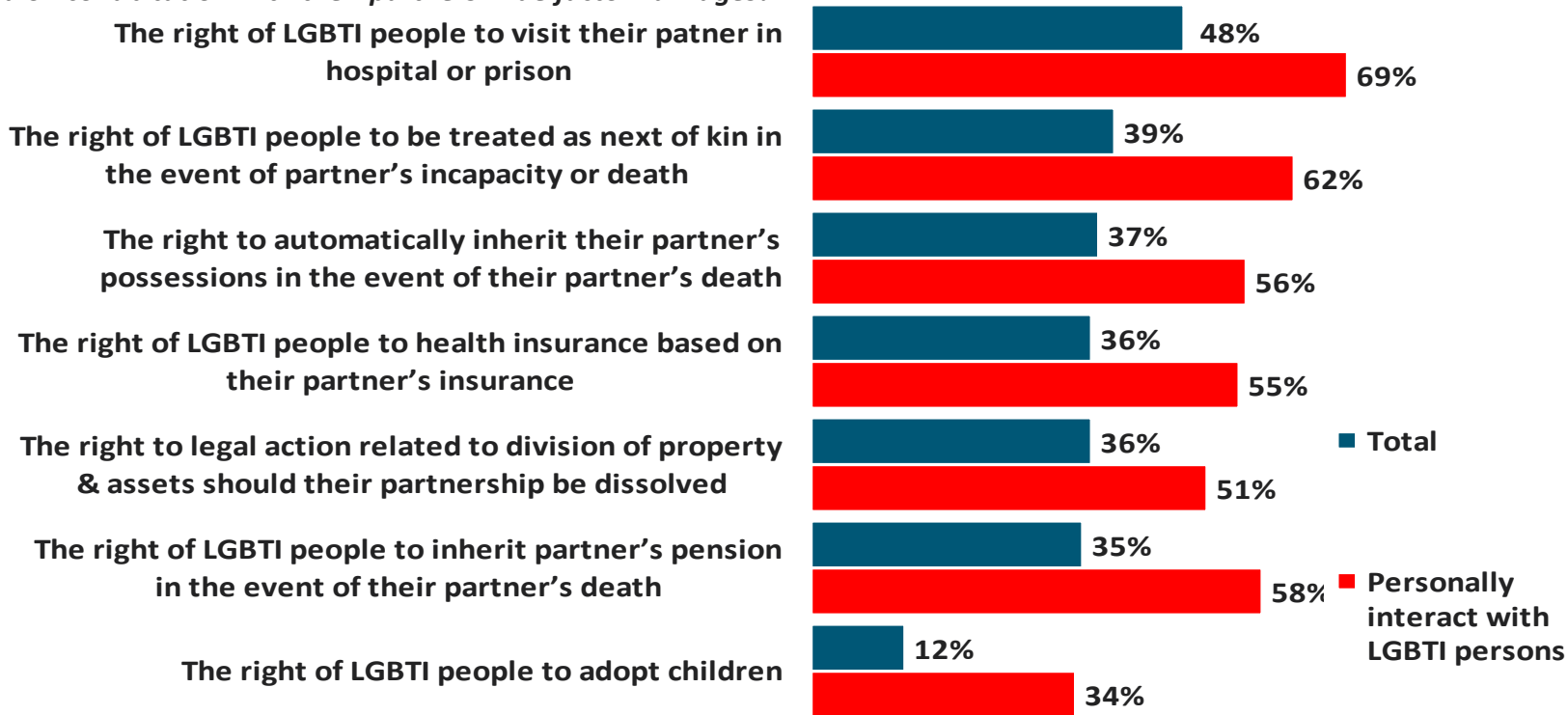
The majority of people in the Balkans finds same-sex marriages unacceptable

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?



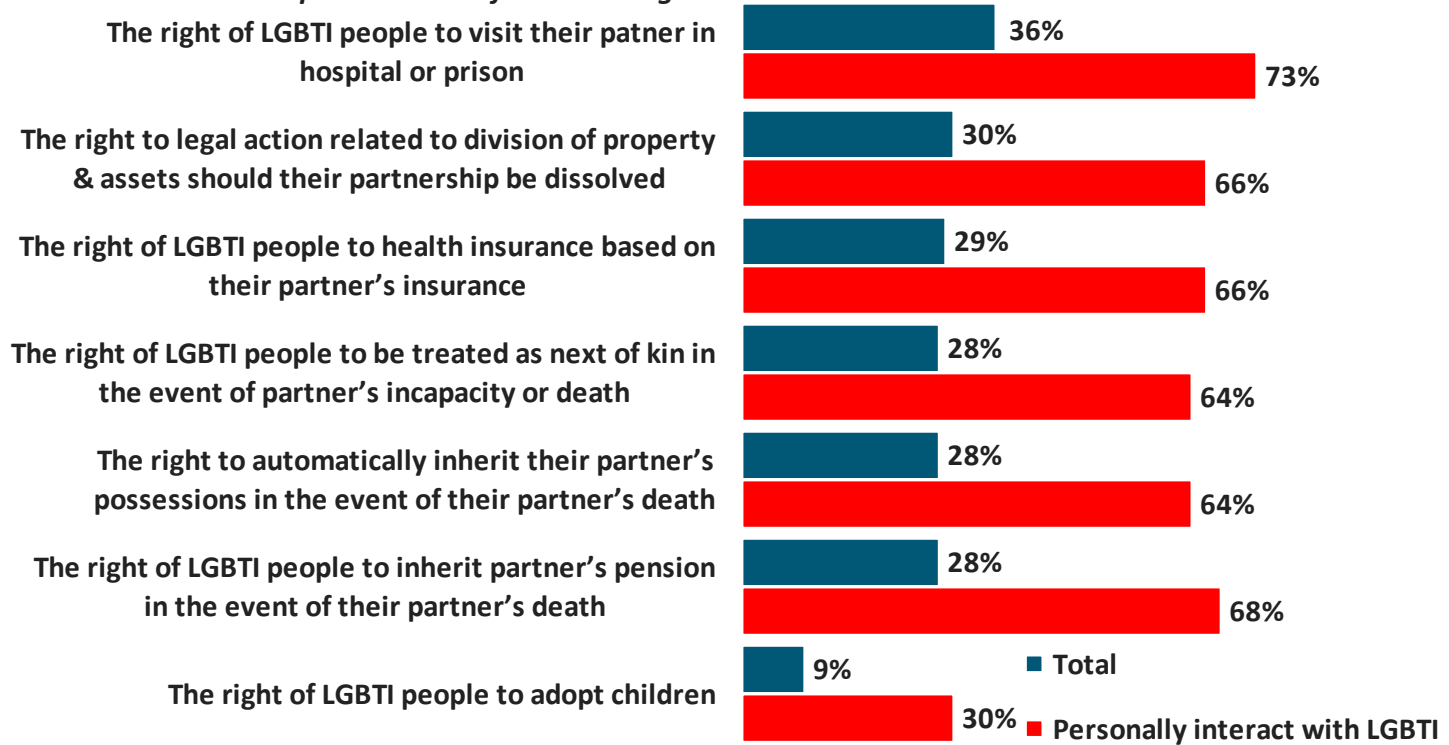
General population is significantly more tolerable towards all rights coming from registered marriages in context of same-sex partnerships except children adoption. Personal contact with LGBTI person boosts support.

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?



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.

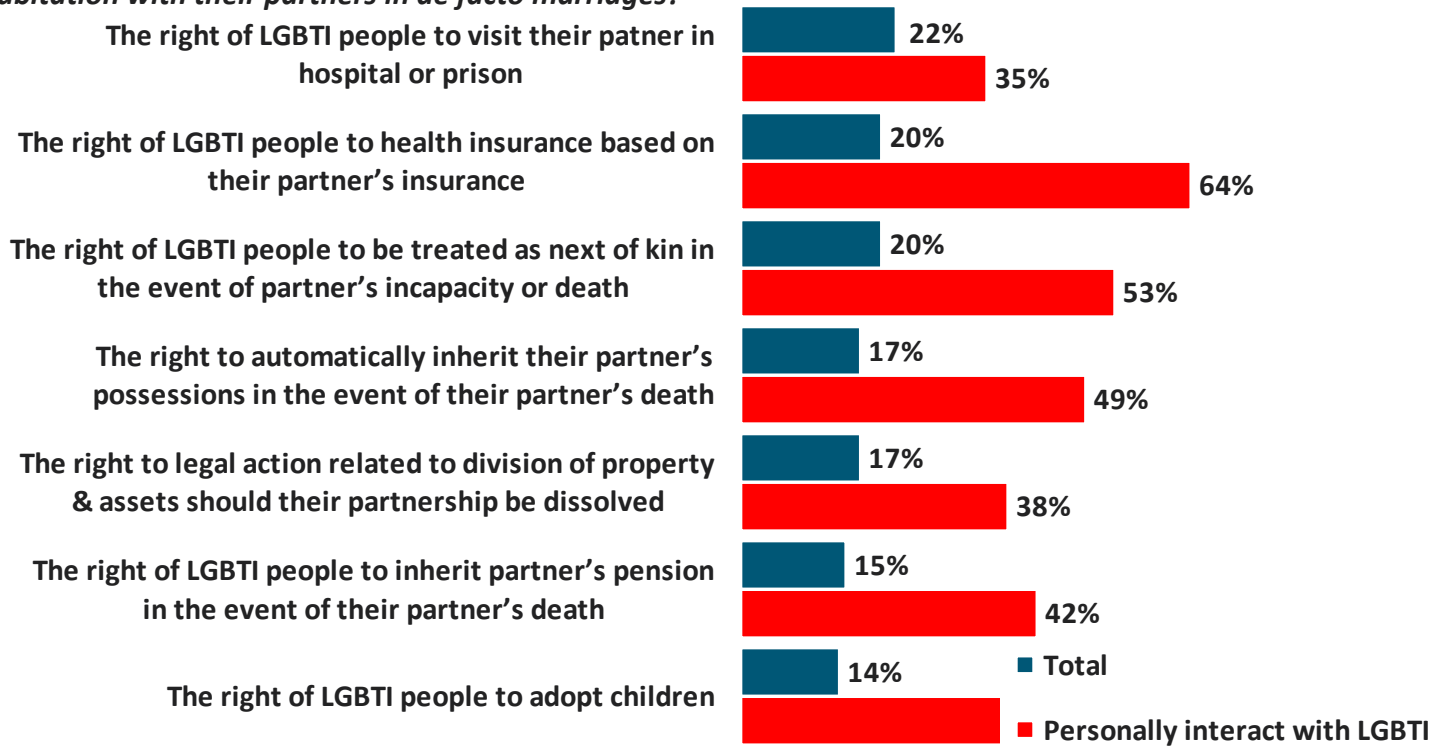
Now I will read to you some rights which men and women in insert country have on the basis of de facto or registered marriages. Please tell me for each of these rights whether you consider it acceptable for members of sexual minorities to be allowed to exercise these rights based on cohabitation with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





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.

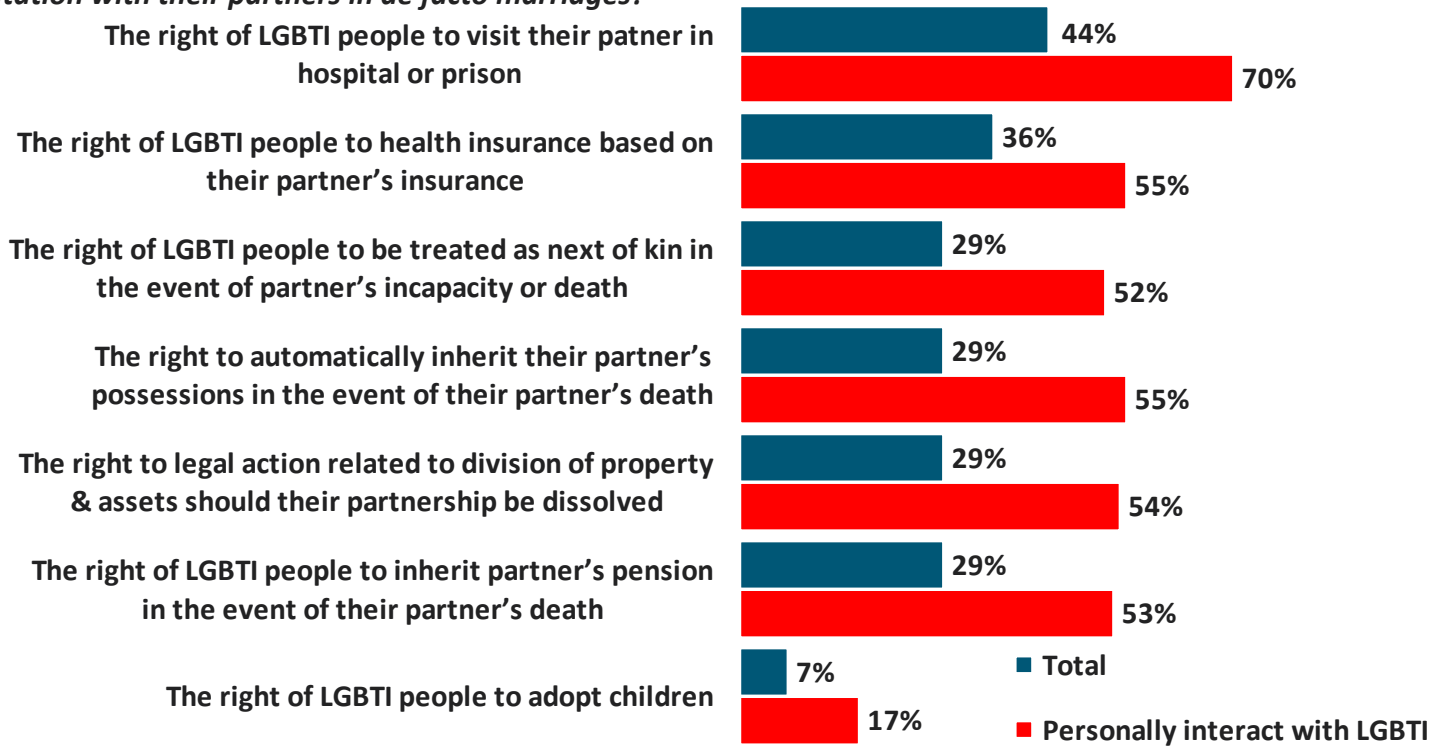
Now I will read to you some rights which men and women in insert country have on the basis of de facto or registered marriages. Please tell me for each of these rights whether you consider it acceptable for members of sexual minorities to be allowed to exercise these rights based on cohabitation with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





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.

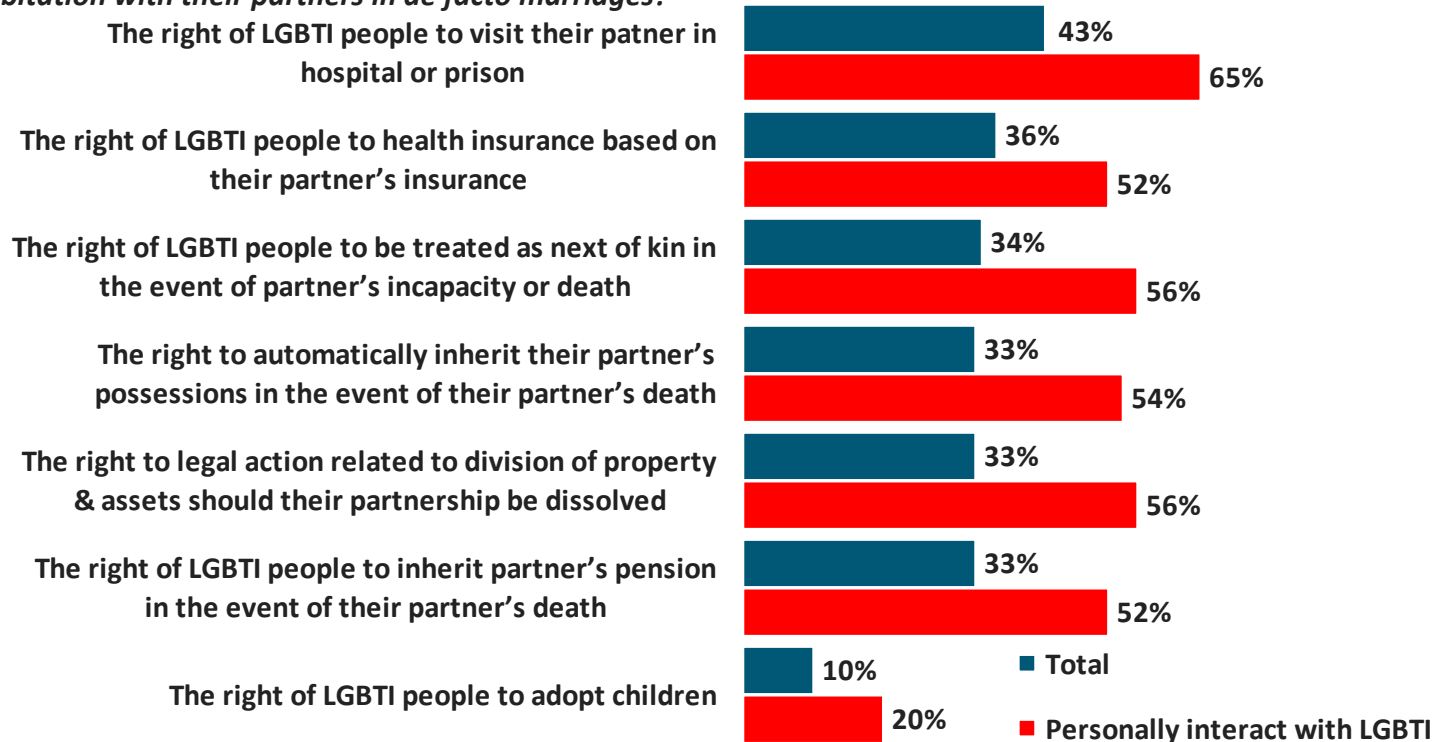
Now I will read to you some rights which men and women in insert country have on the basis of de facto or registered marriages. Please tell me for each of these rights whether you consider it acceptable for members of sexual minorities to be allowed to exercise these rights based on cohabitation with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





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.

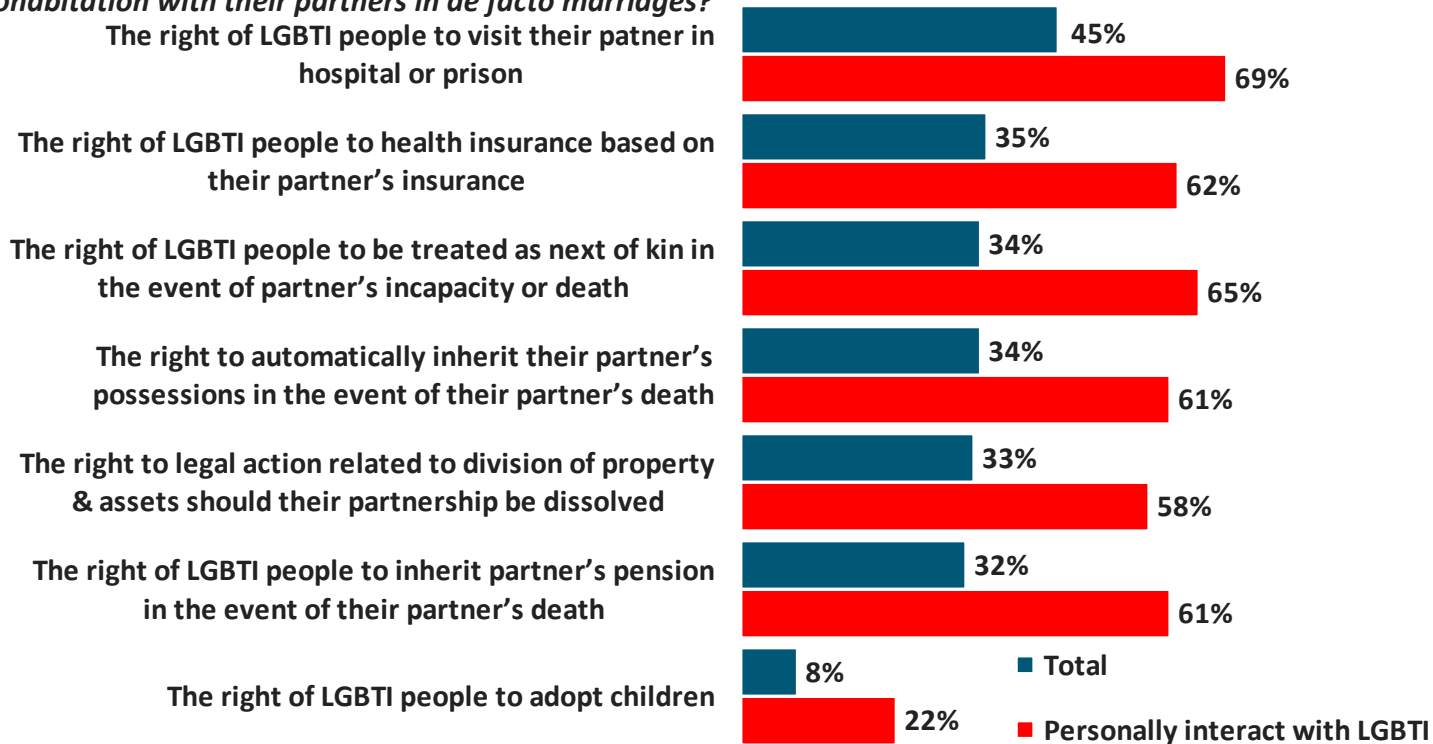
Now I will read to you some rights which men and women in insert country have on the basis of de facto or registered marriages. Please tell me for each of these rights whether you consider it acceptable for members of sexual minorities to be allowed to exercise these rights based on cohabitation with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





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?

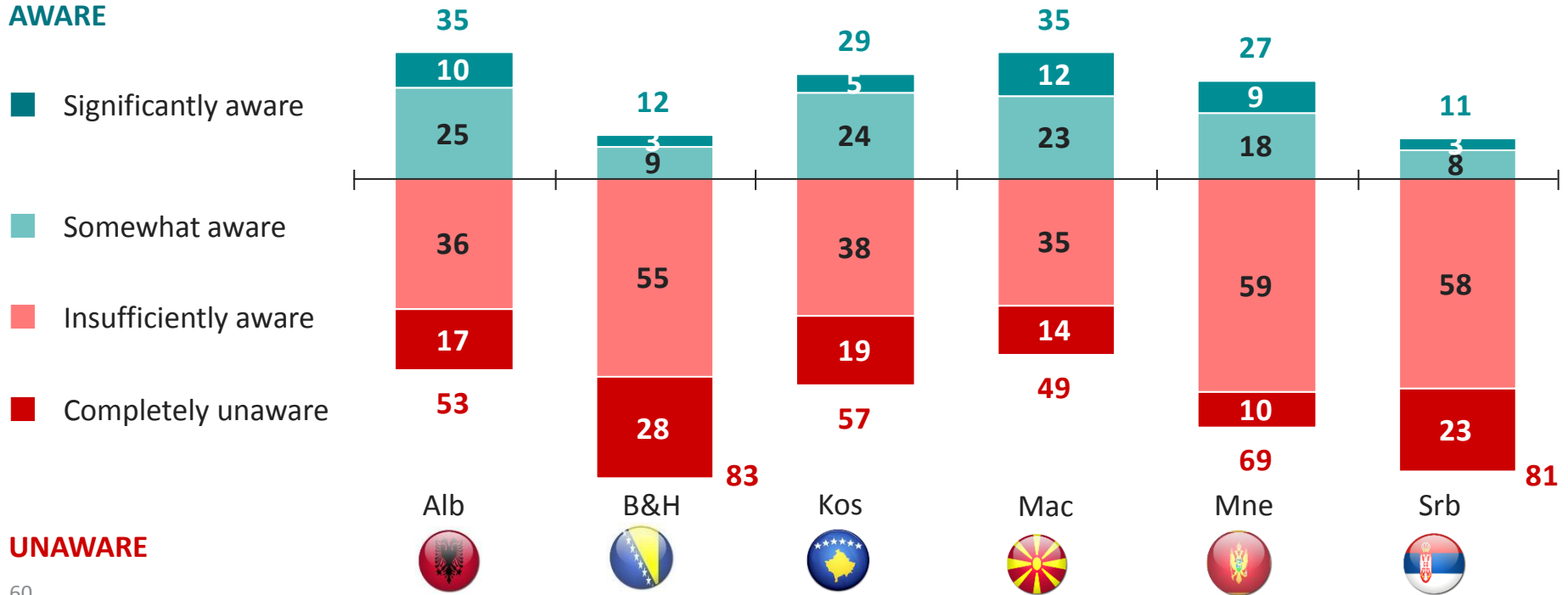


LGBTI

ACTIVISM

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)

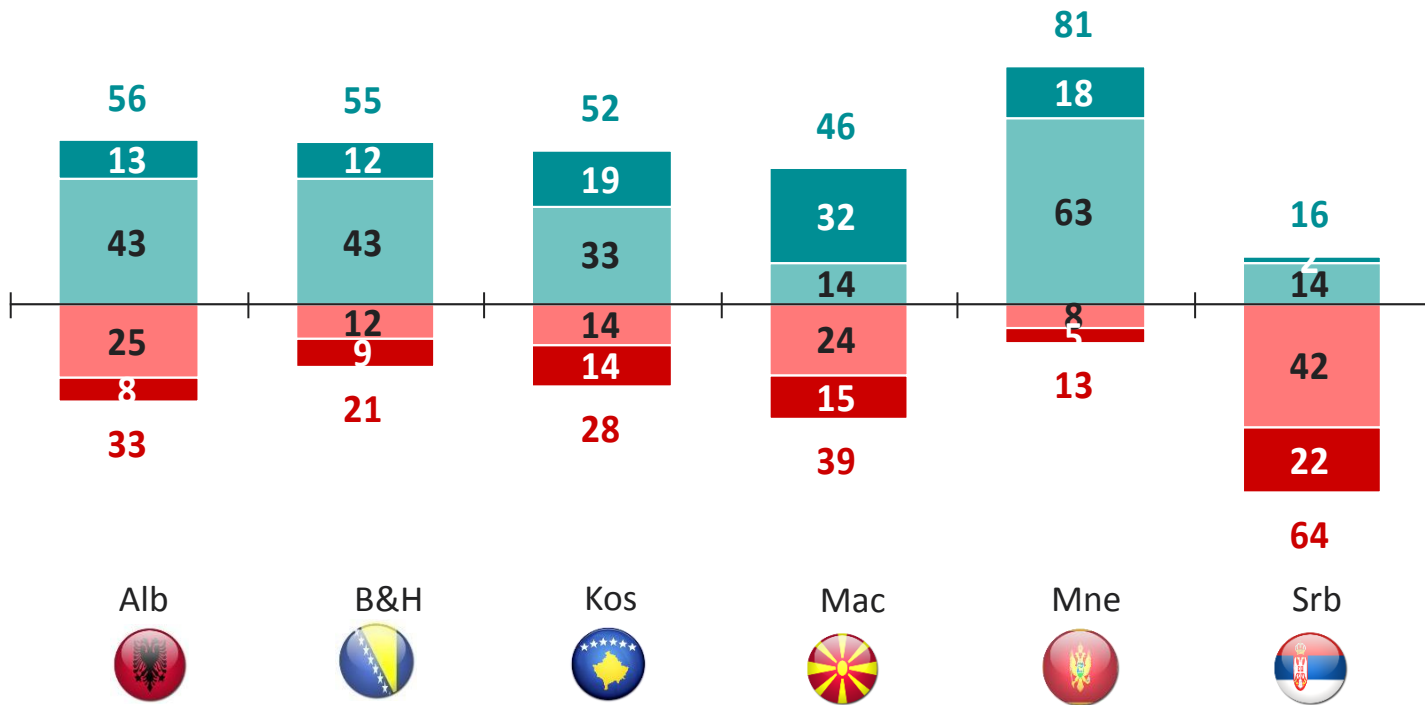


LGBTI persons from Serbia are the most dissatisfied with local LGBTI organizations.

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)

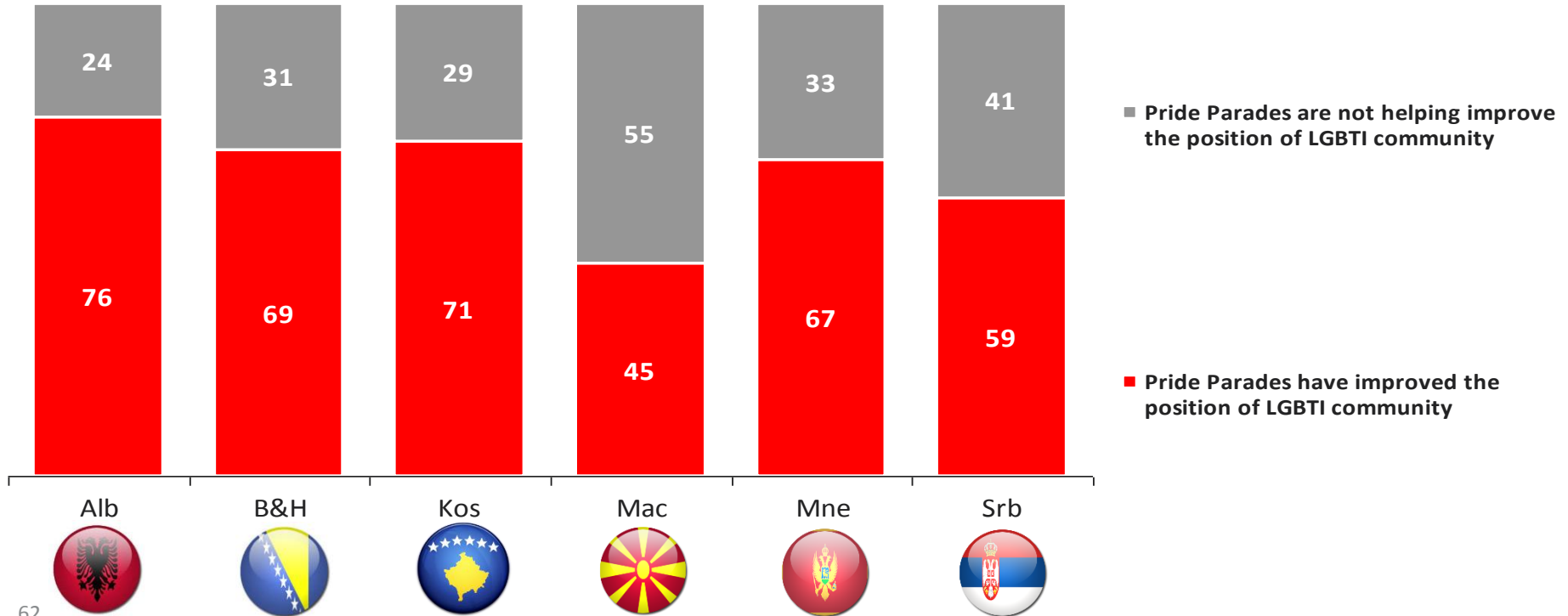
- 4 = Completely satisfied
- 3 = Mostly satisfied
- 2 = Mostly not satisfied
- 1 = Not satisfied at all



UNSATISFIED (1+2)

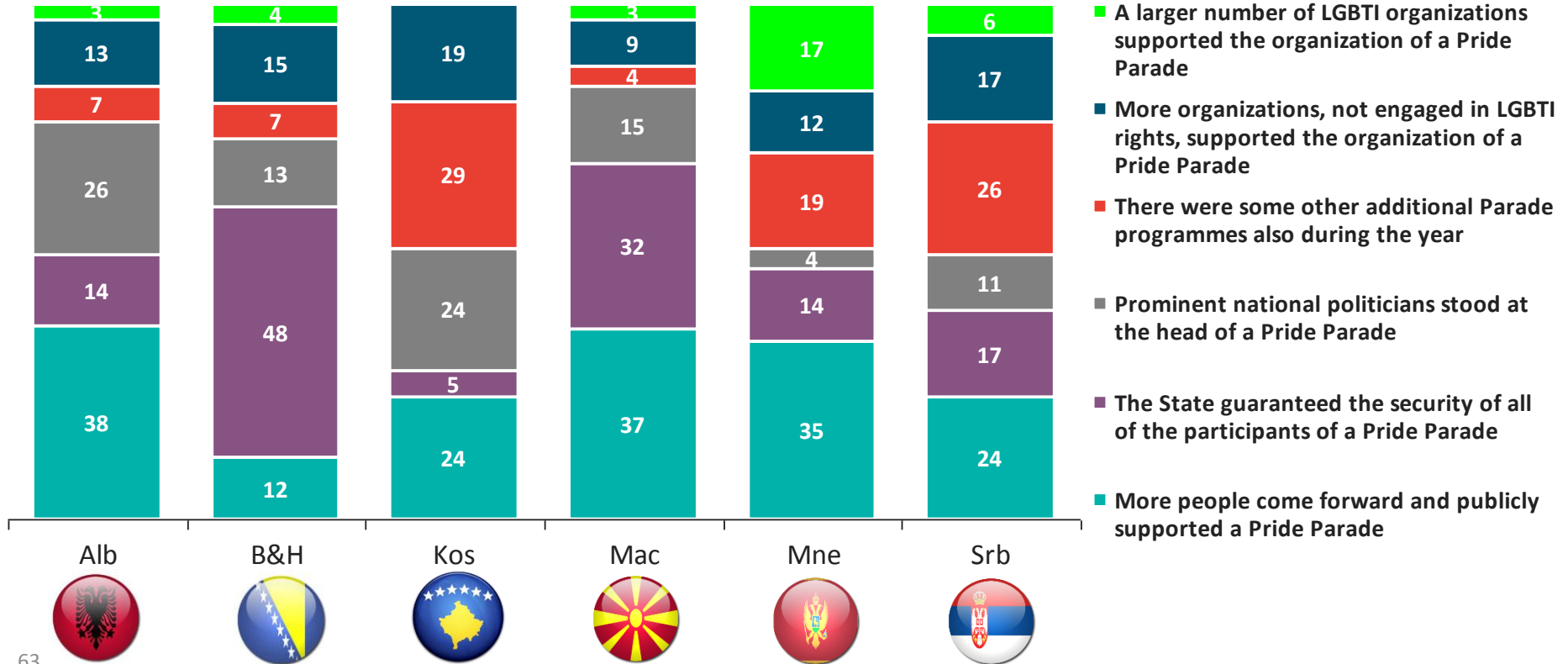


Majority of LGBTI persons from Western Balkan countries, except Macedonia, think that Pride Parade is a good way for improving the position of LGBTI community



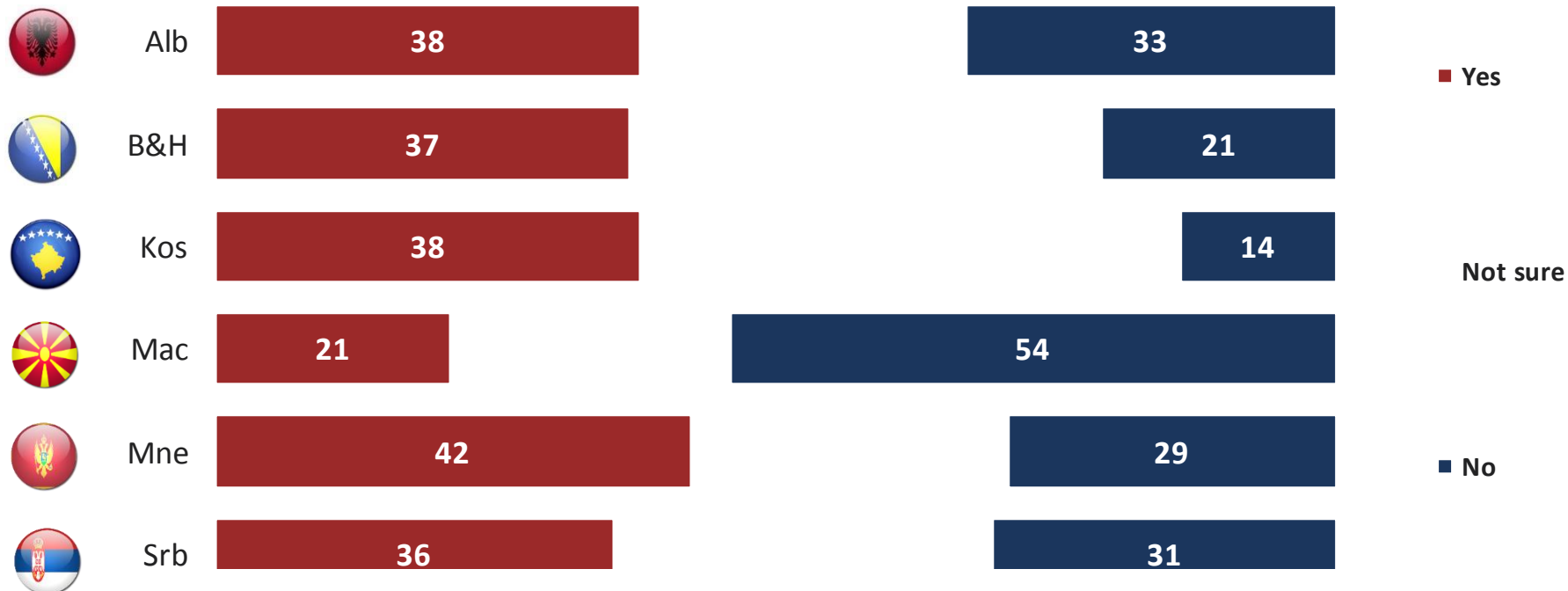
Guaranteed security, continual activity and non-LGBTI support would motivate pride participation

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



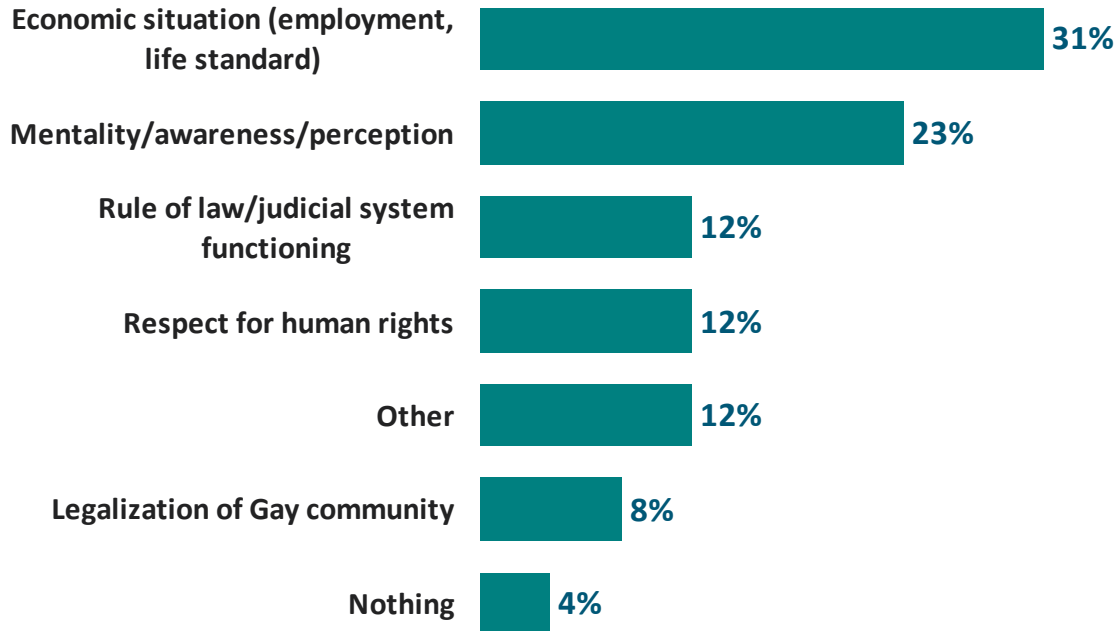
Significant number of LGBTI persons plans to leave their country in next two years

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

ABOUT IPSOS

Ipsos ranks third in the global research industry. With a strong presence in 87 countries, Ipsos employs more than 16,000 people and has the ability to conduct research programs in more than 100 countries. Founded in France in 1975, Ipsos is controlled and managed by research professionals. They have built a solid Group around a multi-specialist positioning – Media and advertising research; Marketing research; Client and employee relationship management; Opinion & social research; Mobile, Online, Offline data collection and delivery. Ipsos has been listed on the Paris Stock Exchange since 1999.

GAME CHANGERS

“Game Changers” is the Ipsos signature.

At Ipsos we are passionately curious about people, markets, brands and society.

We make our changing world easier and faster to navigate and inspire clients to make smarter decisions.

We deliver with security, speed, simplicity and substance. We are Game Changers.

Ipsos is listed on Eurolist - NYSE-Euronext. 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