The population of the municipality of Bar is approximately 40,000, concentrated mostly in highly urbanised settlements. As villages are easily accessible by road, this is an extremely developed coastal and lake region. This area is known for its multi-ethnic and multi-confessional population structure with developed standards of tolerance between people. A good tradition of community life in this area, untypical for the Balkan region, has not been disturbed even by numerous state and political changes through history.

An interesting characteristic of the population in this area is the difference between smaller localities, which is especially visible through various features of the folklore. Thus, for example, the Bar area has a variety of traditional national costumes, which other parts of Montenegro can hardly match. Maybe, it is precisely the phrase "harmony created through differences" that can briefly describe population of the municipality of Bar.