



SINUS Study for the Friedrich-Ebert-Stiftung

Social-ecological transformation

Country report Serbia

**FRIEDRICH
EBERT
STIFTUNG**

sinus:

Heidelberg, September 2023

Teil der INTEGRAL-SINUS-OPINION Gruppe

Task and objectives

Empirical survey to identify opposing and advocating groups of the social-ecological transformation

- The world is undergoing far-reaching changes. There seems to be no end to reports of record heat, storms and forest fires. Climate policy has been dodged for a long time; progress must be made quickly in phasing out fossil fuels and building up an energy supply and industrial production based on renewable energy.
- At the same time, the pressure for change increasingly affects citizens directly. The path to a climate-neutral economy is associated with enormous technological, economic and social challenges: The accelerated expansion of renewable energy, the heat and transport transition, and the structural change of the economy - all of this will increasingly affect citizens.
- Against this background, the SINUS Institute conducted a large-scale population survey in Europe and North America on behalf of the Competence Centre for Climate and Social Justice of the Friedrich-Ebert-Stiftung: across 19 countries, the research delved into the perceptions, interests, and concerns that individuals associate with the social-ecological transformation. The survey's primary objective was twofold: first, to provide an encompassing overview of attitudes towards climate policy, and second, to explore the degree of receptivity among various social segments toward climate policies. To achieve the latter, the survey design incorporated the Sinus-Meta-Milieus target group model.
- The study results are intended to stimulate public discussions and provide an in-depth analysis of the conditions under which the climate-neutral transformation of national economies can succeed and be supported by broad public acceptance. Based on these analyses, developing country- and milieu-specific communication strategies that address the population's different interests and fears and appropriately address them through suitable forms of communication is essential.

Table of contents

01 Method and sample

02 Problem awareness

- Importance of environmental, nature and climate protection
- Relevance of environmental policy fields of action
- Relevance of climate change as a topic
- Attitudes towards climate change
- Consequences of climate change - Anxiety scale

03 Climate and environmentally-conscious behaviour

- Attitudes towards climate and environmentally-conscious behaviour
- Barriers to climate and environmentally-conscious behaviour
- Motivators of climate and environmentally-conscious behaviour

04 Changing way of living and economies

- Assessment of the need for change
- Attribution of responsibility
- Attitudes towards policies
- Attitudes towards the energy and heat transition

05 Interest in information and level of knowledge

- Interest in information and level of knowledge: Climate change
- Interest in information and level of knowledge: Policies

06 Appendix: Communication

- Topic interest in general
- Consumer interests
- Media use
- Communication expectations



1

Method and sample

Methodology and sample



Method

Standardised online survey (CAWI)

Quota sample (gender, age, education and region)

The interviews were conducted in the national language.



Data collection

Ø Interview duration: 26 minutes

The data collection was carried out by Sociotrend GmbH.



Target group

Resident population aged from 18 to 69 years



Sample size

1,201 persons



Survey period

27.06. - 28.07.2023

Survey contents

- Awareness of environmental, nature and climate protection topics
- Climate and environmentally-conscious behaviour: Attitudes, barriers and motivators
- Attitudes towards change in our way of living and doing business
Necessity of change, attribution of responsibility and policies
- Interest in information and level of knowledge: Climate change change, ecological contexts and political measures

Methodology and sample

Evaluation of the survey results

- This report presents the survey results for Serbia. The key findings are presented in graphs and diagrams. For better readability and comprehensibility, the percentages have been rounded to whole numbers.
- The data set was examined for differences in the response behaviour of different population groups and presented in tabular form. The socio-demographic characteristics gender, age, education and net equivalent income were taken into account.
 - Gender: female, male
(The answer category „non-binary" was taken into account in the survey, but not evaluated due to too small a number of cases).
 - Age groups: 18- to 29-year-olds, 30- to 39-year-olds, 40- to 49-year-olds, 50- to 59-year-olds, 60- to 69-year-olds
 - Education groups: low: "(Ипак) није школско или стручно образовање" or "Основна школа" or "Средња стручна школа, 1-2 године" or "Средња техничка школа, 1-2 године"; medium: "Средња стручна школа, 3 године" or "Средња техничка школа, 3 године" or "Средња техничка школа, 3 године" or "Средња усмерена школа [1978-1988]" or "Матура, гимназија или средња стручна/техничка школа" or "Учитељска школа, 5 година [раније]"; UP: "Виша школа након средње школе, 2 - 3 године" or "Универзитет / Високо образовање"
 - Net equivalent income*: low: less than 60% of median income; medium: 60 to 140% of median income; high: more than 140% of the median income

* The net equivalent income is a net income weighted according to the number and age of persons living in the household. To calculate the net equivalent income, the net household income is divided by the number of persons weighted according to the OECD scale. This results in a means-weighted per capita net income. The calculated equivalised income was divided into three groups (below 60 %, 60-140 %, above 140 % of the median income) using the median values available at Eurostat (2021).

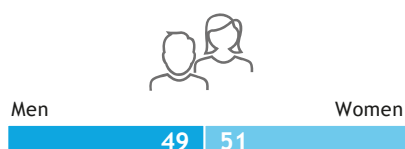
Methodology and sample

Evaluation of the survey results

- In addition to the differentiation according to socio-demographic characteristics, the data was analysed according to the milieu affiliation of the respondents. By evaluating the findings according to the **Sinus-Meta-Milieus**, the socio-demographic analysis is supplemented by lifestyle and value components.
 - The milieu perspective does not replace the study of socio-demographic characteristics, but complements and refines them by taking into account basic values that determine lifestyle and life goals as well as everyday attitudes to family, work, leisure and consumption.
- Established test procedures of empirical social research were used to examine the statistical significance of survey results. The differences in the response behaviour of the analysed population groups were checked by means of a chi-square test (e.g. age group of 18 to 29 years compared to the average). This is based on a confidence interval of 95% or 99%, which is customary for social science purposes.
 - The examined characteristics are interpreted as overrepresented or underrepresented in the sample if the probability of this is at least 95%. Characteristics are considered to be strongly overrepresented or strongly underrepresented if a probability of 99% is applied.
 - The result of the significance test always depends on the group size. The larger the group (e.g. group of people with high educational qualifications), the more likely it is that even weak over- and under-representations can be shown to be significant. For this reason, it can happen in individual cases that identical numerical values are presented as differently over- or under-represented.

Demographic structure of the sample

Gender



Age ø 44.3 years

18 to 29 years	19
30 to 39 years	20
40 to 49 years	21
50 to 59 years	19
60 to 69 years	21

Marital status

Single	21
In partnership, living separately	7
In partnership, living together	14
Married / registered partnership	45
Living in separation / divorced	9
Widowed	4

Persons in the household

1 person	10
2 persons	24
3 persons	25
4 persons	25
5 persons	10
6 persons and more	6

Educational qualification

Low	5
Medium	73
High	22

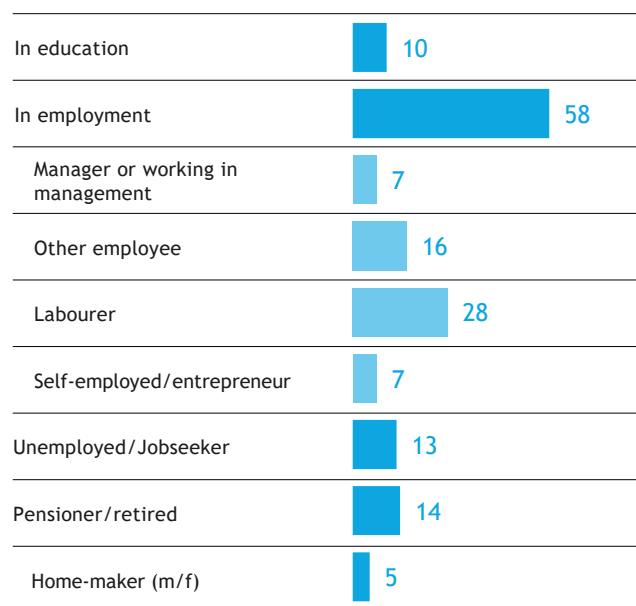
Children in the household

YES	55
Yes, children aged 0-5 years	14
Yes, children aged 6-13	17
Yes, children aged 14-17	13
Yes, children aged 18 and over (adult children)	24
There are no children living in my household	45

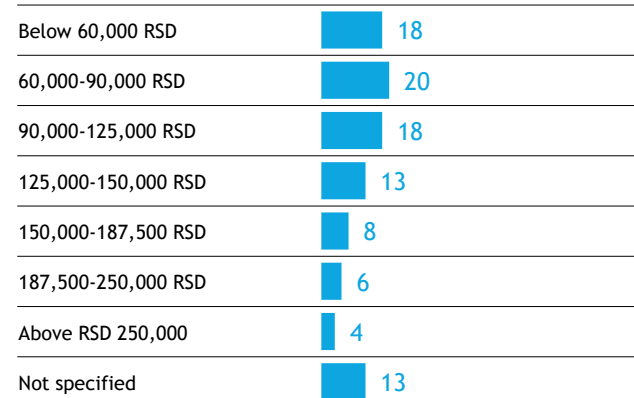
Basis: 1,201 cases, total sample; figures in %.

Demographic structure of the sample

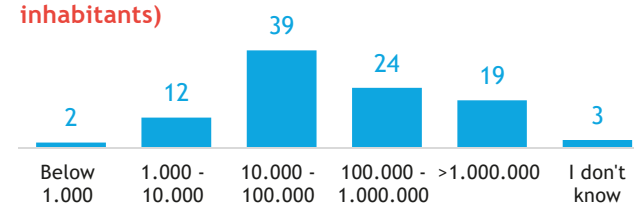
Occupational status



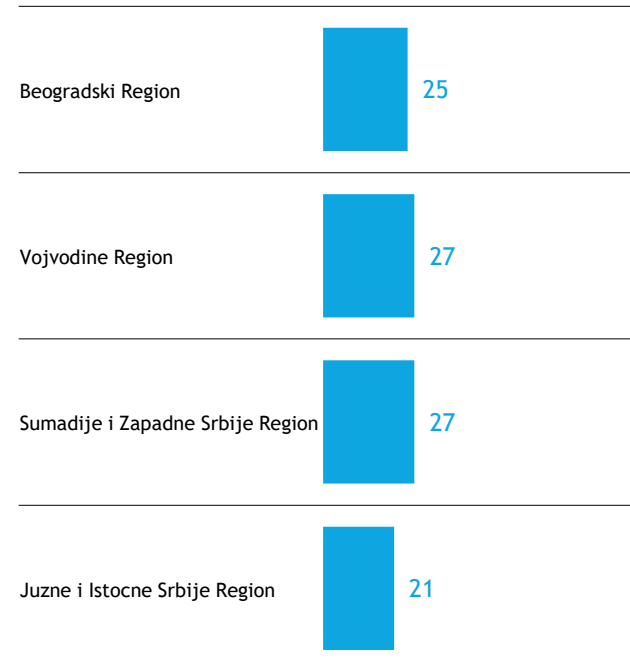
Net household income



Size of residency (number of inhabitants)



Region



Basis: 1,201 cases, total sample; figures in %.

The Sinus-Meta-Milieus[®] in Serbia

18 - 69 year olds

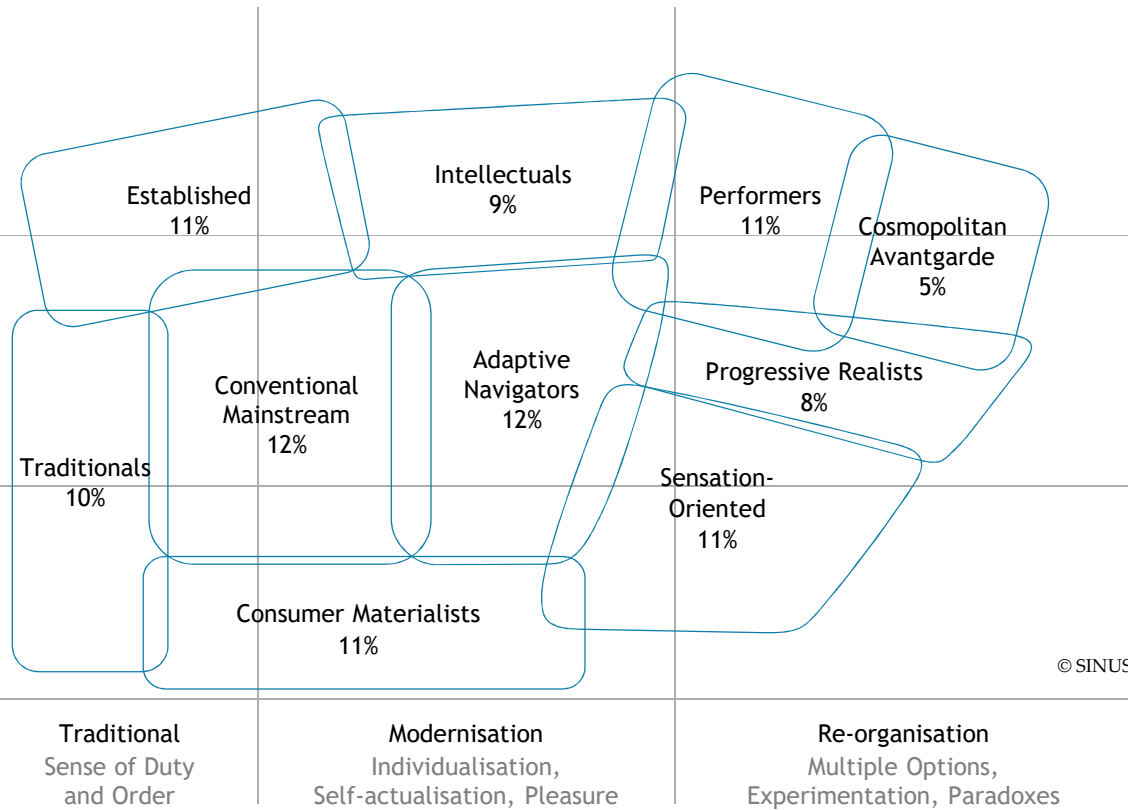
Social status ↓



Higher

Middle

Lower



Basic Values →

Traditional
Sense of Duty
and Order

Modernisation
Individualisation,
Self-actualisation, Pleasure

Re-organisation
Multiple Options,
Experimentation, Paradoxes

The Sinus-Milieus

Short summary

Established	Status-driven conservative elite: High self-confidence, traditional responsibility and performance ethics, exclusivity and status claims, acceptance of social order	Adaptive Navigators	Modern mainstream: Flexible pragmatists, young modern middle class, high willingness to adapt and perform, modern lifestyle, digital affinity, reliable and loyal, open to new - but tested and verified - things
Intellectuals	Academic elite with post-material beliefs: High affinity for enjoyment, sensuality, art and culture, critical of globalisation, advocate for justice and public welfare, taking responsibility for oneself and others, affinity for education and high quality of life	Sensation-Oriented	Materialistic- and entertainment-focused lower middle-class: Hedonistic, with focus on today, conspicuous consumption, unconcerned, open to risks, anti-bourgeois yet materialistic lifestyle, rejection of political correctness and conventions, looking for fun, action, entertainment, stimulation
Performers	Efficiency- and progress-oriented modern elite: Global economic and liberal thinking, affinity for higher consumption, modern design, adopting, interest in technology and digital, competitive and career-oriented, networker, open to change	Conventional Mainstream	Harmony-seeking older middle-class: Desire for secure circumstances, fear of losing achievements, search for community, cohesion, social life, neighbourly support, distrust towards elites, feeling of being left out in favour of other groups, down to earth
Cosmopolitan Avantgarde	Ambitious and individualistic avant-garde: Cosmopolitan, urban, mobile and flexible, digital nomads, lifestyle vanguards, pronounced self-expression, postmodern lifestyle elite, anti-mainstream, desire to stand out, joie de vivre, ambitious and success-oriented	Traditionals	Order-seeking older generation: Petty bourgeois world, traditional working-class culture, desire for social security, harmony, consistency, voluntarily disconnection from modern lifestyle and digital culture, desire for simple, safe, down to earth
Progressive Realists	Drivers of social transformation: Sustainable lifestyle but without renunciation, driving the global social transformation, progressive, optimistic, ease of dealing with contradictions, party and protest, seriousness and entertainment	Consumer-Materialists	Lower class striving for validation: Precarious living conditions, undemanding adaptation to necessities, desire for consumption standard of the middle class, defiant cohesion within their own community, fear of speed of change and being left behind



2

Problem awareness

Main findings

Problem awareness

Importance of environmental, nature and climate protection

- With 53% of mentions, public health service and care is most frequently counted among the five most important political topics - closely followed by the "Inflation and declining purchasing power" (52%), "Education, schools and universities" (50%), "Rule of law, fight against corruption" (49%), "Criminality, internal security" (48%) and "more social justice" (46%). The area of environmental, nature and climate protection only ranks seventh, but with 40% mentions, 13% apart from the most important topic.

Relevance of environmental policy fields of action

- Among the top five challenges to sustaining our livelihoods, respondents most frequently rank water pollution/quality (76%), air pollution and air quality (74%) and waste in the environment (63%). The state of the oceans is least frequently seen as a priority area for environmental policy action (12%).

Relevance of climate change as a topic

- A clear majority of the population considers climate change to be a (very) important topic for Serbia: On a scale from 0 "completely irrelevant" to 10 "absolutely important", 68% of the respondents choose the scale points 8 to 10, another 17% the scale points 6 to 7. In contrast, it is only 3% of the respondents who choose the scale points 0 to 2. The scale average is 7.9.

Main findings

Problem awareness

Attitudes towards climate change

- 97% of respondents believe that the destruction of nature endangers people and their livelihoods (highest level of agreement "Fully agree": 76%). At the same time, 78% say they are afraid of the consequences of climate change (highest level of agreement: 33%), yet 43% think that many things are very exaggerated when it comes to the consequences of climate change (highest level of agreement: 12%). When asked if there are more important problems than climate change in their country, 72% agree (highest level of agreement: 26%) while 28% disagree. Furthermore, 53% think that we should rather focus on adapting to the consequences of climate change instead of putting climate protection in the foreground (highest level of agreement: 13%).

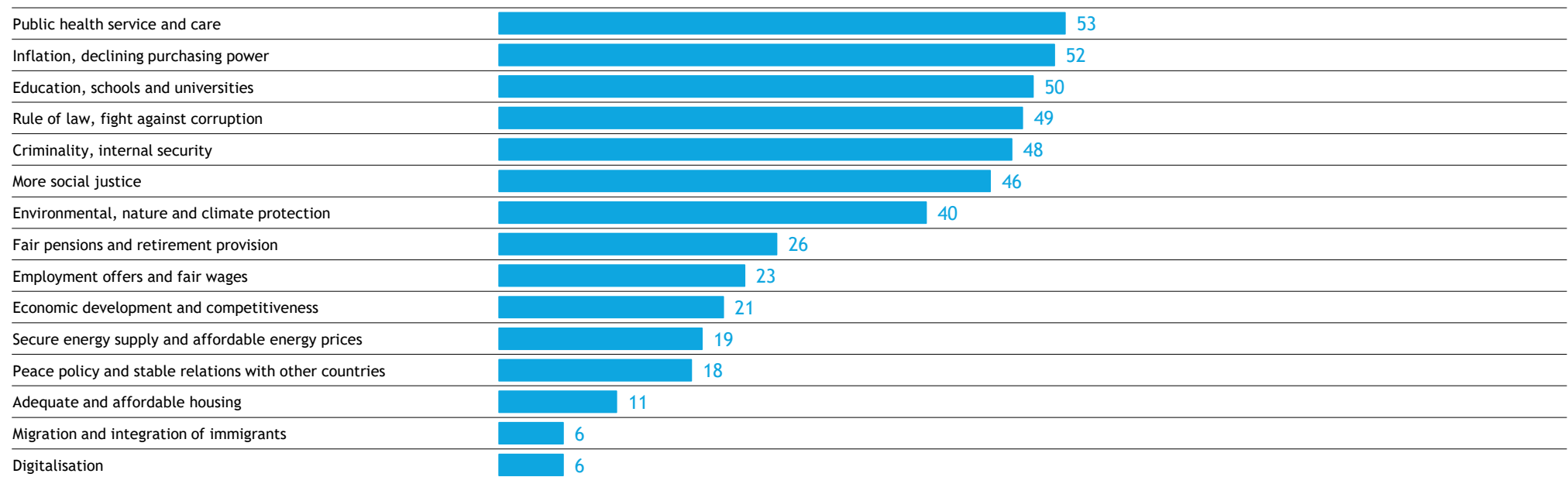
Consequences of climate change

- The increase in extreme weather events and the lack of water in everyday life are the most frightening for the population: Two thirds of the respondents each put the increase in extreme weather events and the lack of water in everyday life among the five consequences of climate change that frighten them the most. Species extinction in the animal and plant world is named third most often (50%), military conflicts over raw materials and water fourth (48%) and the increase in humanitarian crises fifth (45%). Significantly fewer respondents are afraid of increased immigration and migration (10%) as a result of climate change.

Importance of environmental, nature and climate protection

Which of the following topics do you think are the most important for politicians in Serbia to take care of? Please select up to 5 topics.

Politically relevant topics



Basis: 1,201 cases, total sample; figures in %.

Importance of environmental, nature and climate protection

Which of the following topics do you think are the most important for politicians in Serbia to take care of? Please select up to 5 topics.

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Public health service and care	53	56	55	44	51	53	56	62	61	50	42
Inflation, declining purchasing power	52	54	56	47	60	53	46	52	61	53	46
Education, schools and universities	50	53	53	48	52	50	55	50	46	46	47
Rule of law, fight against corruption	49	40	64	41	37	49	60	45	52	46	49
Criminality, internal security	48	44	54	43	42	52	48	47	49	48	54
More social justice	46	44	44	37	48	42	48	54	58	40	50
Environmental, nature and climate protection	40	44	53	40	36	33	40	38	36	37	45
Fair pensions and retirement provision	26	36	15	21	13	24	36	26	32	29	18
Employment offers and fair wages	23	19	16	20	26	22	23	24	23	29	28
Economic development and competitiveness	21	20	22	30	17	22	14	22	18	23	18
Secure energy supply and affordable energy prices	19	22	13	24	21	24	21	17	15	16	18
Peace policy and stable relations with other countries	18	25	15	20	28	18	13	15	14	15	17
Adequate and affordable housing	11	10	12	15	10	9	15	8	3	12	17
Migration and integration of immigrants	6	4	4	8	16	6	1	5	6	7	6
Digitalisation	6	8	4	5	10	5	2	9	1	4	10

Basis: 1,201 cases, total sample; figures in %.

EST = Established
 INT = Intellectuals
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strongly overrepresented
 overrepresented
 strongly underrepresented
 underrepresented

Importance of environmental, nature and climate protection

Which of the following topics do you think are the most important for politicians in Serbia to take care of? Please select up to 5 topics.

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Public health service and care	53	46	60	51	58	59	51	48
Inflation, declining purchasing power	52	52	53	54	55	57	52	43
Education, schools and universities	50	46	54	56	48	51	50	45
Rule of law, fight against corruption	49	57	41	39	41	55	56	52
Criminality, internal security	48	48	48	43	42	53	48	55
More social justice	46	45	48	43	44	50	48	47
Environmental, nature and climate protection	40	40	40	46	38	38	40	38
Fair pensions and retirement provision	26	23	29	13	21	21	28	47
Employment offers and fair wages	23	24	22	29	26	22	24	13
Economic development and competitiveness	21	23	19	14	16	18	26	28
Secure energy supply and affordable energy prices	19	20	18	19	20	14	19	24
Peace policy and stable relations with other countries	18	17	17	12	14	16	20	24
Adequate and affordable housing	11	9	13	18	14	10	5	9
Migration and integration of immigrants	6	5	6	10	10	4	3	2
Digitalisation	6	8	3	5	5	7	4	6

Basis: 1,201 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Importance of environmental, nature and climate protection

Which of the following topics do you think are the most important for politicians in Serbia to take care of? Please select up to 5 topics.

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<24,064 RSD)	Medium 60-140% (24,064-56,148 RSD)	High >140% (>56,148 RSD)
Public health service and care	53	45	54	54	49	52	56
Inflation, declining purchasing power	52	47	52	56	52	56	49
Education, schools and universities	50	35	48	60	41	48	55
Rule of law, fight against corruption	49	33	48	56	35	45	56
Criminality, internal security	48	35	48	51	38	48	52
More social justice	46	52	48	39	58	51	38
Environmental, nature and climate protection	40	29	42	37	44	38	41
Fair pensions and retirement provision	26	38	26	25	27	31	22
Employment offers and fair wages	23	28	24	16	24	22	23
Economic development and competitiveness	21	8	20	26	21	20	22
Secure energy supply and affordable energy prices	19	14	20	19	21	18	20
Peace policy and stable relations with other countries	18	18	16	24	20	17	18
Adequate and affordable housing	11	15	12	9	4	11	12
Migration and integration of immigrants	6	8	7	2	7	6	6
Digitalisation	6	10	5	6	11	5	6

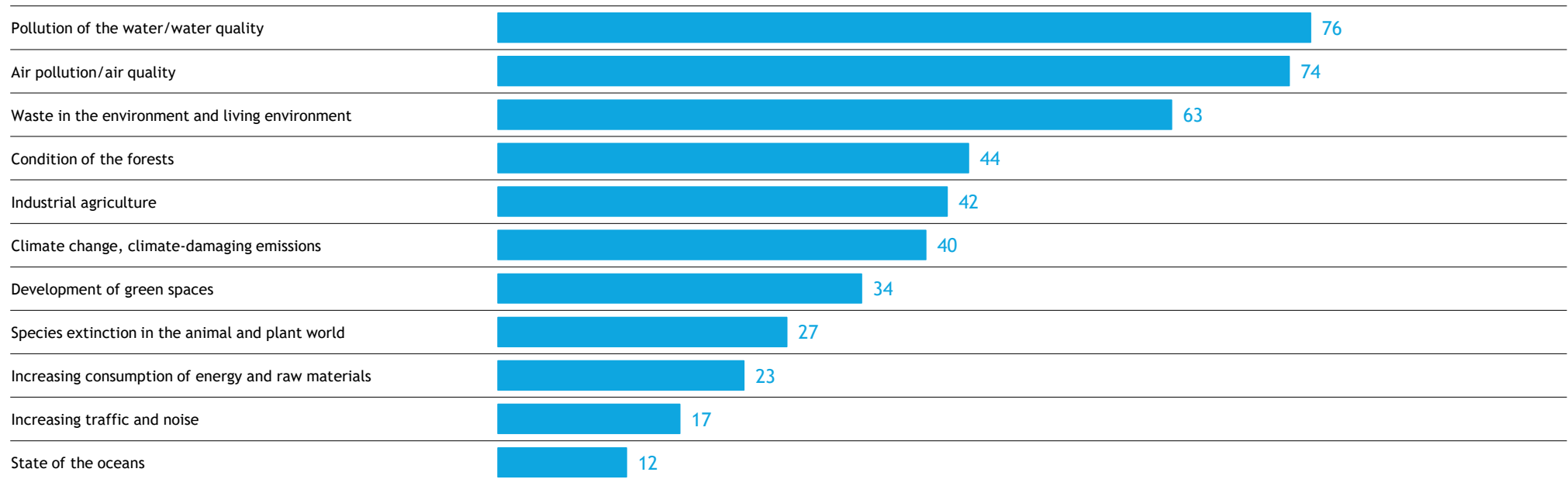
Basis: 1,201 cases, total sample; figures in %.

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Relevance of environmental policy fields of action

In your opinion, which of the following topics are among the greatest challenges to sustaining our livelihoods? Please select up to 5 from the list below.

Environmental policy fields of action



Basis: 1,201 cases, total sample; figures in %.

Relevance of environmental policy fields of action

In your opinion, which of the following topics are among the greatest challenges to sustaining our livelihoods? Please select up to 5 from the list below.

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Pollution of the water/water quality	76	75	78	68	77	80	76	83	80	71	73
Air pollution/air quality	74	68	79	72	84	77	73	70	77	75	75
Waste in the environment and living environment	63	71	74	59	66	64	67	57	58	54	63
Condition of the forests	44	38	49	43	43	35	46	57	50	37	47
Industrial agriculture	42	47	44	41	41	40	48	40	40	41	39
Climate change, climate-damaging emissions	40	52	44	31	35	38	43	30	39	39	41
Development of green spaces	34	32	38	37	40	27	37	33	33	36	30
Species extinction in the animal and plant world	27	28	31	23	10	26	23	38	34	30	21
Increasing consumption of energy and raw materials	23	23	16	31	26	31	20	12	23	25	23
Increasing traffic and noise	17	14	9	25	10	14	21	12	20	18	20
State of the oceans	12	10	12	13	14	12	12	14	9	11	11

Basis: 1,201 cases, total sample; figures in %.

EST = Established
 INT = Intellectuals
 PER = Performers
 COS = Cosmopolitan Avantgarde
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 CMA = Consumer Materialists
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 PRO = Progressive Realists

strongly overrepresented
 overrepresented
 strongly underrepresented
 underrepresented

Relevance of environmental policy fields of action

In your opinion, which of the following topics are among the greatest challenges to sustaining our livelihoods? Please select up to 5 from the list below.

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Pollution of the water/water quality	76	77	75	73	76	80	76	75
Air pollution/air quality	74	72	76	81	70	72	73	77
Waste in the environment and living environment	63	61	65	63	56	62	67	67
Condition of the forests	44	46	42	40	43	42	49	45
Industrial agriculture	42	42	43	25	41	45	49	50
Climate change, climate-damaging emissions	40	37	42	42	32	36	40	48
Development of green spaces	34	31	37	30	36	32	35	36
Species extinction in the animal and plant world	27	27	27	28	29	30	30	21
Increasing consumption of energy and raw materials	23	24	22	20	23	25	22	24
Increasing traffic and noise	17	16	17	17	23	18	11	14
State of the oceans	12	11	12	15	11	10	14	8

Basis: 1,201 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
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Relevance of environmental policy fields of action

In your opinion, which of the following topics are among the greatest challenges to sustaining our livelihoods? Please select up to 5 from the list below.

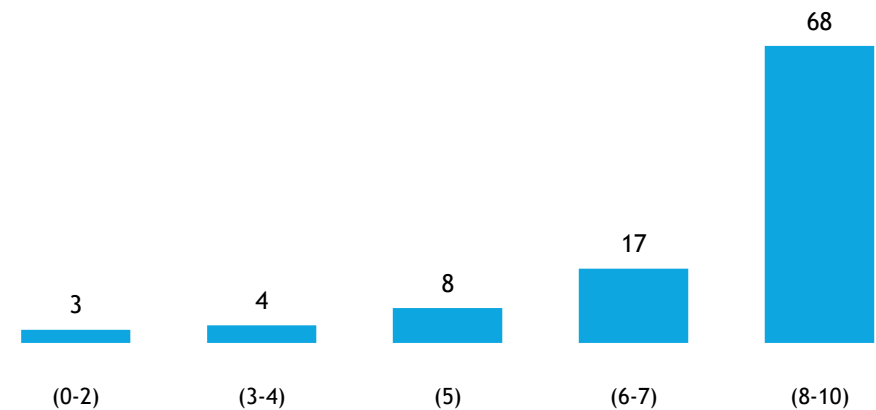
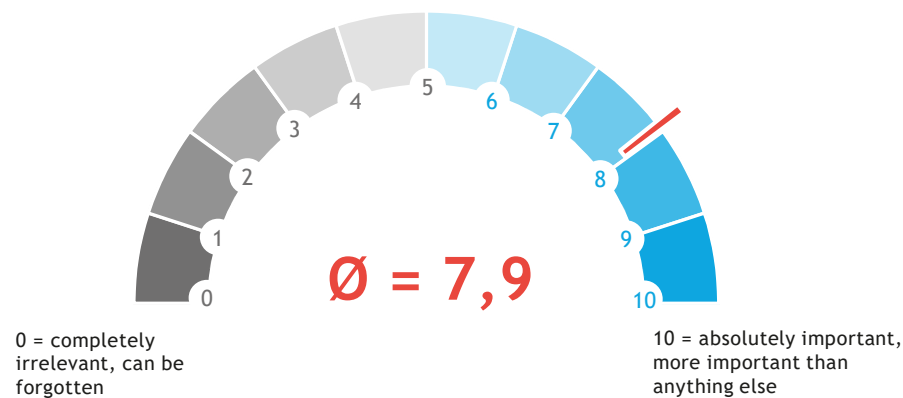
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Pollution of the water/water quality	76	78	75	79	81	77	73
Air pollution/air quality	74	65	74	76	74	73	74
Waste in the environment and living environment	63	47	61	72	64	63	64
Condition of the forests	44	41	46	40	45	44	44
Industrial agriculture	42	34	42	46	30	44	45
Climate change, climate-damaging emissions	40	23	41	39	32	43	39
Development of green spaces	34	48	33	34	35	32	33
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Increasing consumption of energy and raw materials	23	32	22	24	28	22	24
Increasing traffic and noise	17	20	16	18	19	17	17
State of the oceans	12	14	11	13	7	12	11

Basis: 1,201 cases, total sample; figures in %.

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Relevance of climate change as a topic

There are always discussions about climate change, i.e. global warming, which leads to environmental changes and changes in the everyday life of every individual (e.g. energy prices). How important do you personally consider this topic for Serbia?



Basis: 1,201 cases, total sample; figures in %.

Relevance of climate change as a topic

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	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
10=Absolutely important, more important than anything else	26	35	25	27	24	18	16	23	19	31	40
9	23	26	25	21	29	20	32	24	18	22	20
8	19	16	31	15	25	25	20	16	23	10	17
7	12	13	9	13	8	13	9	11	17	14	7
6	5	1	3	6	6	6	8	4	8	5	1
5	8	4	3	11	4	10	9	8	10	8	8
4	2	2	1	2	2	1	2	1	3	2	1
3	2	1	2	3	-	3	1	3	1	5	1
2	1	-	1	2	2	2	1	3	-	-	2
1	1	1	-	-	-	2	-	1	-	2	1
0=Totally irrelevant, can be forgotten	2	0	-	1	-	0	2	7	2	2	1
Average	7,9	8,4	8,3	7,8	8,3	7,5	7,7	7,3	7,6	7,8	8,3

Basis: 1,201 cases, total sample; figures in %.

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	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
10=Absolutely important, more important than anything else	26	20	32	29	24	26	27	22
9	23	22	24	19	27	24	21	25
8	19	22	17	24	18	17	19	19
7	12	11	12	13	14	8	13	12
6	5	6	4	4	6	5	4	6
5	8	9	7	5	7	12	9	8
4	2	2	1	2	1	1	2	2
3	2	3	1	3	2	2	2	2
2	1	1	1	-	1	2	0	2
1	1	1	0	-	0	1	3	-
0=Totally irrelevant, can be forgotten	2	3	0	2	1	3	1	1
Average	7,9	7,5	8,3	8,0	8,0	7,7	7,8	7,8

Basis: 1,201 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Relevance of climate change as a topic

There are always discussions about climate change, i.e. global warming, which leads to environmental changes and changes in the everyday life of every individual (e.g. energy prices). How important do you personally consider this topic for Serbia?

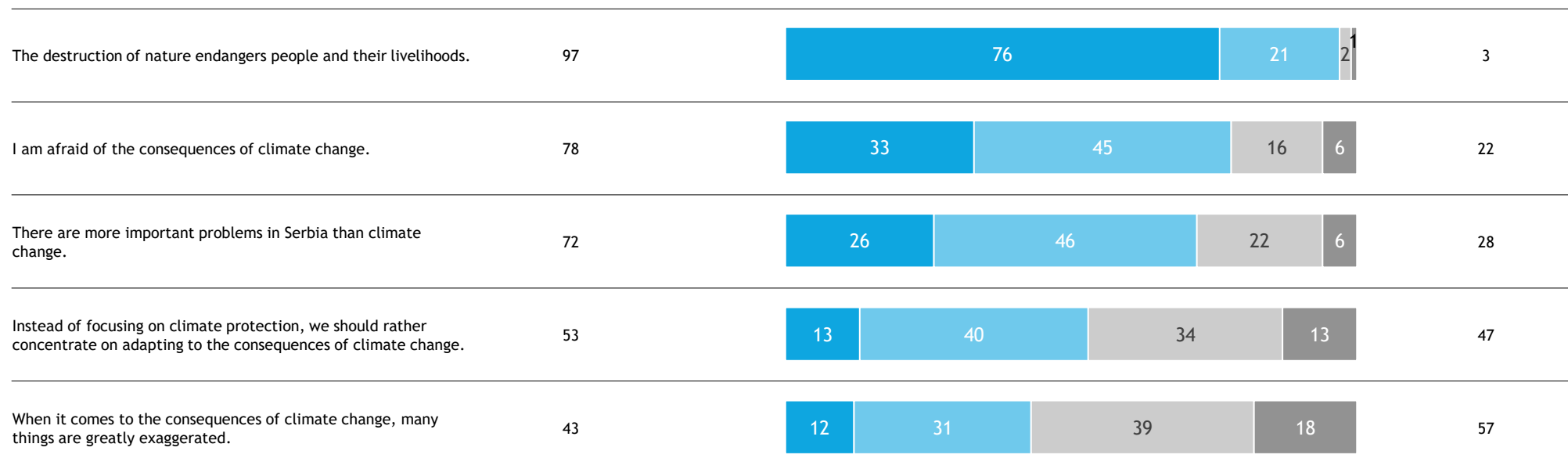
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<24,064 RSD)	Medium 60-140% (24,064-56,148 RSD)	High >140% (>56,148 RSD)
10=Absolutely important, more important than anything else	26	29	26	22	31	27	23
9	23	21	23	24	21	24	24
8	19	15	19	21	16	18	20
7	12	12	12	11	14	12	12
6	5	2	5	6	3	6	6
5	8	16	7	8	8	7	8
4	2	-	2	2	3	1	2
3	2	-	2	2	-	2	3
2	1	1	1	1	2	0	2
1	1	1	1	1	2	0	0
0=Totally irrelevant, can be forgotten	2	2	2	2	-	2	2
Average	7,9	7,8	7,9	7,8	8,0	8,0	7,8

Basis: 1,201 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Attitudes towards climate change

If you now think about the topic of environment and climate. To what extent do you agree with the following statements?



Basis: 1,201 cases, total sample; figures in %.

■ Fully agree ■ Somewhat disagree
■ Somewhat agree ■ Completely disagree

Attitudes towards climate change

If you now think about the topic of environment and climate. To what extent do you agree with the following statements?

Response category: "Fully agree / Somewhat agree"

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
The destruction of nature endangers people and their livelihoods.	97	98	98	96	98	97	98	98	98	93	98
I am afraid of the consequences of climate change.	78	87	87	75	79	77	81	69	73	68	88
There are more important problems in Serbia than climate change.	72	67	67	74	66	73	75	75	77	74	66
Instead of focusing on climate protection, we should rather concentrate on adapting to the consequences of climate change.	53	62	33	54	53	56	48	49	52	66	52
When it comes to the consequences of climate change, many things are greatly exaggerated.	43	34	19	51	35	48	39	46	45	66	37

Basis: 1,201 cases, total sample; figures in %.

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Attitudes towards climate change

If you now think about the topic of environment and climate. To what extent do you agree with the following statements?

Response category: "Fully agree / Somewhat agree"

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
The destruction of nature endangers people and their livelihoods.	97	96	98	97	98	97	96	96
I am afraid of the consequences of climate change.	78	72	84	77	79	81	77	77
There are more important problems in Serbia than climate change.	72	74	69	73	74	70	71	71
Instead of focusing on climate protection, we should rather concentrate on adapting to the consequences of climate change.	53	54	52	50	53	52	53	57
When it comes to the consequences of climate change, many things are greatly exaggerated.	43	48	38	41	49	43	40	43

Basis: 1,201 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Attitudes towards climate change

If you now think about the topic of environment and climate. To what extent do you agree with the following statements?

Response category: "Fully agree / Somewhat agree"

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<24,064 RSD)	Medium 60-140% (24,064-56,148 RSD)	High >140% (>56,148 RSD)
The destruction of nature endangers people and their livelihoods.	97	98	97	98	94	97	97
I am afraid of the consequences of climate change.	78	77	78	78	79	78	79
There are more important problems in Serbia than climate change.	72	72	70	77	72	70	73
Instead of focusing on climate protection, we should rather concentrate on adapting to the consequences of climate change.	53	68	54	48	63	56	47
When it comes to the consequences of climate change, many things are greatly exaggerated.	43	60	44	38	48	45	40

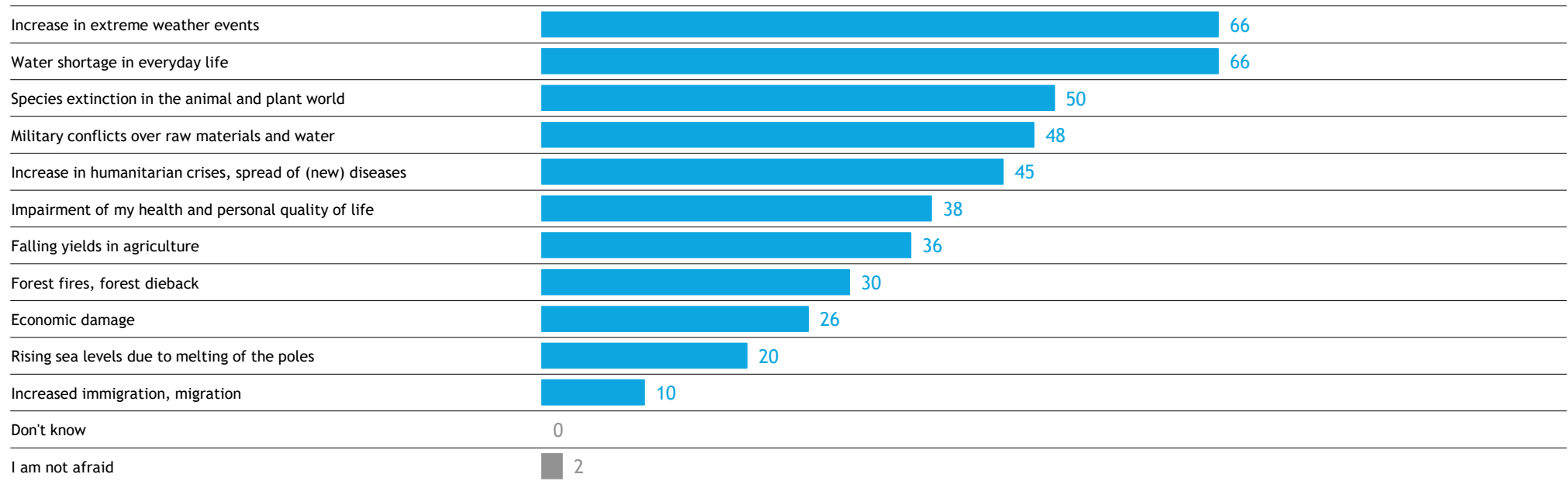
Basis: 1,201 cases, total sample; figures in %.

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■ overrepresented ■ underrepresented

Consequences of climate change - Anxiety scale

When you think about the consequences of climate change, what scares you the most? Please select up to 5 answer options from the following list.

Consequences of climate change



Basis: 1,201 cases, total sample; figures in %.

Consequences of climate change - Anxiety scale

When you think about the consequences of climate change, what scares you the most? Please select up to 5 answer options from the following list.

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Increase in extreme weather events	66	72	79	62	65	64	72	63	67	51	61
Water shortage in everyday life	66	73	76	55	59	66	70	66	70	56	64
Species extinction in the animal and plant world	50	55	60	41	43	43	58	52	46	46	56
Military conflicts over raw materials and water	48	50	55	45	46	42	49	50	54	48	43
Increase in humanitarian crises, spread of (new) diseases	45	38	48	45	55	48	47	35	52	44	46
Impairment of my health and personal quality of life	38	37	27	34	45	45	37	31	34	44	48
Falling yields in agriculture	36	35	40	42	30	39	31	34	32	39	30
Forest fires, forest dieback	30	30	28	32	32	26	26	32	23	36	34
Economic damage	26	26	20	24	29	28	21	20	27	33	31
Rising sea levels due to melting of the poles	20	25	24	23	16	17	18	17	13	19	24
Increased immigration, migration	10	5	7	14	12	9	11	9	11	13	15
Don't know	0	-	-	-	-	-	-	-	2	-	-
I am not afraid	2	2	-	3	-	2	2	4	4	3	-

Basis: 1,201 cases, total sample; figures in %.

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Consequences of climate change - Anxiety scale

When you think about the consequences of climate change, what scares you the most? Please select up to 5 answer options from the following list.

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Increase in extreme weather events	66	58	72	57	61	68	70	71
Water shortage in everyday life	66	60	72	62	68	71	67	62
Species extinction in the animal and plant world	50	46	54	52	56	51	47	44
Military conflicts over raw materials and water	48	56	41	45	42	48	51	55
Increase in humanitarian crises, spread of (new) diseases	45	42	48	41	39	47	51	48
Impairment of my health and personal quality of life	38	37	39	40	45	39	35	31
Falling yields in agriculture	36	34	37	34	34	39	36	35
Forest fires, forest dieback	30	27	32	29	31	28	27	33
Economic damage	26	27	25	21	28	19	28	33
Rising sea levels due to melting of the poles	20	19	20	22	19	20	18	18
Increased immigration, migration	10	12	9	10	11	9	9	12
Don't know	0	0	-	-	-	-	0	1
I am not afraid	2	3	1	2	0	2	2	3

Basis: 1,201 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Consequences of climate change - Anxiety scale

When you think about the consequences of climate change, what scares you the most? Please select up to 5 answer options from the following list.

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<24,064 RSD)	Medium 60-140% (24,064-56,148 RSD)	High >140% (>56,148 RSD)
Increase in extreme weather events	66	58	64	72	59	66	67
Water shortage in everyday life	66	48	67	67	60	63	70
Species extinction in the animal and plant world	50	43	51	47	48	50	50
Military conflicts over raw materials and water	48	37	48	53	45	48	53
Increase in humanitarian crises, spread of (new) diseases	45	46	44	48	43	45	48
Impairment of my health and personal quality of life	38	38	39	36	37	36	40
Falling yields in agriculture	36	31	35	37	35	38	33
Forest fires, forest dieback	30	26	30	29	32	30	28
Economic damage	26	31	24	29	28	27	24
Rising sea levels due to melting of the poles	20	17	19	21	12	21	20
Increased immigration, migration	10	11	11	9	8	12	10
Don't know	0	2	0	-	-	0	0
I am not afraid	2	5	2	1	2	2	1

Basis: 1,201 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented



3

Climate and environmentally-conscious behaviour

Main findings

Climate and environmentally-conscious behaviour

Attitudes towards climate and environmentally-conscious behaviour

- 97% of respondents believe that we all have to become active ourselves and start changing the way we live in order to maintain a liveable environment for us and the generations that follow (highest level of agreement "Fully agree": 66%).
- Furthermore, 94% of respondents would be willing to do more for environmental and climate protection if the resulting costs were distributed in a socially just manner (highest level of agreement: 50%).
- Slightly fewer, but still more than three quarters (79%) claim to actively contribute to changing society (highest level of agreement: 30%).

Barriers to Climate and environmentally-conscious behaviour

- 94% of respondents believe that we should be willing to change our way of living for the benefit of the environment (highest level of agreement "Fully agree": 55%). However, 61% say they are only willing to do something to protect the environment if it does not affect their own standard of living (highest level of agreement: 21%).

Main findings

Climate and environmentally-conscious behaviour

- 87% would be willing to do more to protect the environment if everyone did so (highest level of agreement: 41%). However, 41% say that others should take the first step before contributing to climate protection themselves (highest level of agreement: 12%). Furthermore, 30% do not believe that they can contribute significantly to environmental protection with their own behaviour (highest level of agreement: 8%).
- 82% say they are annoyed when others try to tell them how to live (highest level of agreement: 40%). In addition, 34% complain that they will soon not be able to do anything at all if there are even more regulations for climate and environmental protection (highest approval rating: 10%).
- 82% think that the poor infrastructure makes it difficult to give up the car (highest level of agreement: 42%). In addition, 38% of respondents say they find it difficult to shape their own lives in an environmentally and climate-friendly way (highest level of agreement: 8%), and 37% say they cannot see changing their own behaviour for something that may happen in the future (highest level of agreement: 11%).
- 60% say they lack the financial means to do something for climate protection (highest level of agreement: 24%). Almost as many respondents (56%) consider climate and environmental protection measures to be socially unjust, as they burden low-income earners in particular (highest level of agreement: 20%). Furthermore, 51% fear that a fundamental change in our way of living and doing business is associated with high personal costs (highest approval rating: 14%).

Main findings

Climate and environmentally-conscious behaviour

- 51% say that businesses that need a lot of energy for their production cannot implement strict climate protection requirements (highest level of agreement: 17%). Furthermore, 32% say that preserving jobs is more important than climate and environmental protection (highest level of agreement: 6%). 25% think that combating climate change is detrimental to our businesses (highest approval rating: 7%).
- 46% think that businesses know best how to implement the necessary change (highest level of agreement: 11%). Only 24% think that science and technology will solve the problem of climate change without us having to fundamentally change our way of living.

Motivators of climate and environmentally-conscious behaviour

- 97% of respondents say that spending time in nature significantly improves their quality of life (highest level of agreement "Fully agree": 72%). Furthermore, 92% feel a strong connection with nature (highest level of agreement: 43%).
- According to 97% of respondents, environmental protection is a matter of decency and civic duty (highest level of agreement: 67%). In addition, 97% believe that each individual has a responsibility to ensure that we leave a liveable environment for future generations (highest approval rating: 70%). 97% agree that more environmental protection meansh better quality of life and health. 77% feel personally responsible for the preservation of nature and the environment (highest approval rating: 31%).

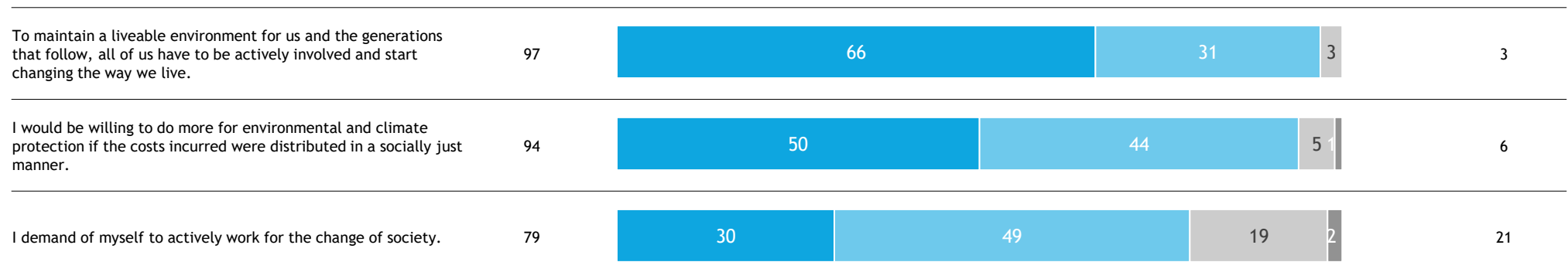
Main findings

Climate and environmentally-conscious behaviour

- 90% see the industrialised countries as having a special responsibility for climate protection, as they have been the main cause of climate change (highest level of agreement: 50%). In addition, 84% say they feel better when they buy products that have less impact on the environment and climate (highest level of agreement: 36%).
- 87% believe that our businesses must become more climate-friendly, otherwise there is a threat of economic damage (highest level of agreement: 36%). 83% believe that a consistent policy to protect the environment will have a positive impact on the competitiveness of businesses in the future (highest approval rating: 31%). Furthermore, 76% believe that switching to environmentally and climate-friendly products and production processes offers great employment opportunities (highest approval rating: 22%).

Attitudes towards climate and environmentally-conscious behaviour

Below you can see some statements. How much do you agree with the following statements?



Basis: 1,201 cases, total sample; figures in %.

 Fully agree

 Somewhat agree

 Somewhat disagree

 Completely disagree

Attitudes towards climate and environmentally-conscious behaviour

Below you can see some statements. How much do you agree with the following statements?

Response category: "Fully agree / Somewhat agree"





	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
To maintain a liveable environment for us and the generations that follow, all of us have to be actively involved and start changing the way we live.	97	100	99	98	98	97	94	97	95	91	98
I would be willing to do more for environmental and climate protection if the costs incurred were distributed in a socially just manner.	94	99	90	90	93	92	95	94	94	91	94
I demand of myself to actively work for the change of society.	79	90	87	88	85	75	73	76	63	76	86

Response category: "Fully agree"

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
To maintain a liveable environment for us and the generations that follow, all of us have to be actively involved and start changing the way we live.	66	78	84	71	64	49	64	68	54	55	78
I would be willing to do more for environmental and climate protection if the costs incurred were distributed in a socially just manner.	50	53	51	47	50	38	53	55	43	48	61
I demand of myself to actively work for the change of society.	30	34	29	50	43	19	20	22	17	32	49

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Attitudes towards climate and environmentally-conscious behaviour

Below you can see some statements. How much do you agree with the following statements?

Response category: "Fully agree / Somewhat agree"

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
To maintain a liveable environment for us and the generations that follow, all of us have to be actively involved and start changing the way we live.	97	95	98	98	97	96	95	97
I would be willing to do more for environmental and climate protection if the costs incurred were distributed in a socially just manner.	94	91	95	91	95	93	91	96
I demand of myself to actively work for the change of society.	79	80	78	83	79	79	80	75

Response category: "Fully agree"

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
To maintain a liveable environment for us and the generations that follow, all of us have to be actively involved and start changing the way we live.	66	61	70	69	67	63	66	62
I would be willing to do more for environmental and climate protection if the costs incurred were distributed in a socially just manner.	50	49	49	48	52	46	53	48
I demand of myself to actively work for the change of society.	30	30	30	47	32	24	27	21

Basis: 1,201 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
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Attitudes towards climate and environmentally-conscious behaviour

Below you can see some statements. How much do you agree with the following statements?

Response category: "Fully agree / Somewhat agree"

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<24,064 RSD)	Medium 60-140% (24,064-56,148 RSD)	High >140% (>56,148 RSD)
To maintain a liveable environment for us and the generations that follow, all of us have to be actively involved and start changing the way we live.	97	88	97	96	96	96	97
I would be willing to do more for environmental and climate protection if the costs incurred were distributed in a socially just manner.	94	89	94	93	94	94	92
I demand of myself to actively work for the change of society.	79	78	78	83	84	78	81

Response category: "Fully agree"

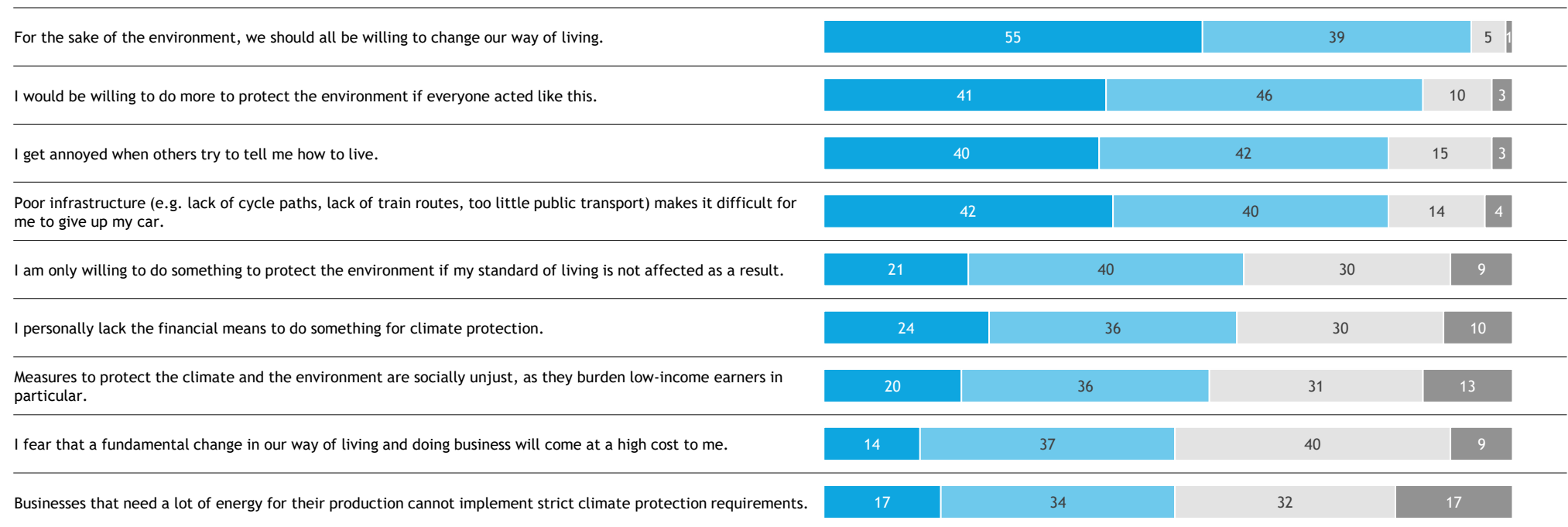
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<24,064 RSD)	Medium 60-140% (24,064-56,148 RSD)	High >140% (>56,148 RSD)
To maintain a liveable environment for us and the generations that follow, all of us have to be actively involved and start changing the way we live.	66	46	66	69	58	64	67
I would be willing to do more for environmental and climate protection if the costs incurred were distributed in a socially just manner.	50	42	50	48	46	48	52
I demand of myself to actively work for the change of society.	30	38	30	29	35	29	33

Basis: 1,201 cases, total sample; figures in %.

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Barriers to climate and environmentally-conscious behaviour (1)

Here are some statements on the topic of environmental and climate protection. To what extent do you agree with the following statements?

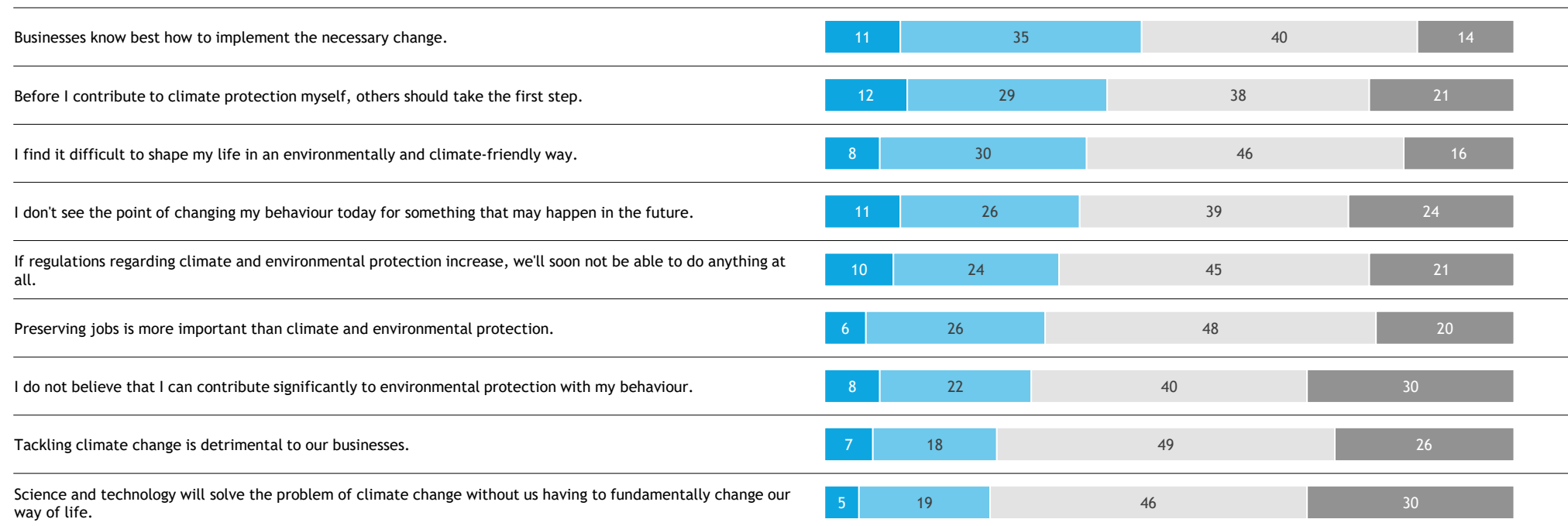


Basis: 1,201 cases, total sample; figures in %.

■ Fully agree ■ Somewhat agree ■ Somewhat disagree ■ Completely disagree

Barriers to climate and environmentally-conscious behaviour (2)

Here are some statements on the topic of environmental and climate protection. To what extent do you agree with the following statements?



Basis: 1,201 cases, total sample; figures in %.

■ Fully agree ■ Somewhat disagree
■ Somewhat agree ■ Completely disagree

Barriers to climate and environmentally-conscious behaviour (1)

Here are some statements on the topic of environmental and climate protection. To what extent do you agree with the following statements?

Response category: "Fully agree / Somewhat agree"

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
For the sake of the environment, we should all be willing to change our way of living.	94	97	98	93	96	95	93	95	91	85	98
I would be willing to do more to protect the environment if everyone acted like this.	87	95	78	88	89	86	90	82	87	88	90
I get annoyed when others try to tell me how to live.	82	82	71	82	84	81	86	84	88	83	79
Poor infrastructure (e.g. lack of cycle paths, lack of train routes, too little public transport) makes it difficult for me to give up my car.	82	88	82	77	84	85	85	72	83	75	89
I am only willing to do something to protect the environment if my standard of living is not affected as a result.	61	67	40	61	61	68	61	55	57	78	65
I personally lack the financial means to do something for climate protection.	60	55	46	46	64	69	62	64	67	66	68
Measures to protect the climate and the environment are socially unjust, as they burden low-income earners in particular.	56	47	42	54	52	63	57	55	66	64	62
I fear that a fundamental change in our way of living and doing business will come at a high cost to me.	51	51	36	46	46	58	57	38	54	61	58
Businesses that need a lot of energy for their production cannot implement strict climate protection requirements.	51	51	36	47	48	53	53	48	50	62	52

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Barriers to climate and environmentally-conscious behaviour (2)

Here are some statements on the topic of environmental and climate protection. To what extent do you agree with the following statements?

Response category: "Fully agree / Somewhat agree"

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Businesses know best how to implement the necessary change.	46	56	30	56	52	41	44	43	42	55	49
Before I contribute to climate protection myself, others should take the first step.	41	40	20	37	24	59	41	28	46	52	45
I find it difficult to shape my life in an environmentally and climate-friendly way.	38	34	27	35	39	45	33	36	45	44	43
I don't see the point of changing my behaviour today for something that may happen in the future.	37	28	20	33	25	51	36	34	42	58	26
If regulations regarding climate and environmental protection increase, we'll soon not be able to do anything at all.	34	31	15	38	24	38	30	41	32	56	28
Preserving jobs is more important than climate and environmental protection.	32	31	22	31	27	44	31	21	38	41	28
I do not believe that I can contribute significantly to environmental protection with my behaviour.	30	27	14	26	25	42	34	25	32	37	28
Tackling climate change is detrimental to our businesses.	25	27	7	25	14	27	20	28	28	42	22
Science and technology will solve the problem of climate change without us having to fundamentally change our way of life.	24	22	14	31	28	24	15	19	16	42	27

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Barriers to climate and environmentally-conscious behaviour (1)

Here are some statements on the topic of environmental and climate protection. To what extent do you agree with the following statements?

Response category: "Fully agree / Somewhat agree"

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
For the sake of the environment, we should all be willing to change our way of living.	94	92	95	91	95	95	92	95
I would be willing to do more to protect the environment if everyone acted like this.	87	88	87	90	85	88	88	86
I get annoyed when others try to tell me how to live.	82	83	81	82	85	79	80	85
Poor infrastructure (e.g. lack of cycle paths, lack of train routes, too little public transport) makes it difficult for me to give up my car.	82	83	81	81	80	85	82	82
I am only willing to do something to protect the environment if my standard of living is not affected as a result.	61	64	60	63	64	61	60	62
I personally lack the financial means to do something for climate protection.	60	66	55	57	62	59	61	64
Measures to protect the climate and the environment are socially unjust, as they burden low-income earners in particular.	56	62	52	59	66	55	51	54
I fear that a fundamental change in our way of living and doing business will come at a high cost to me.	51	54	49	55	53	51	48	49
Businesses that need a lot of energy for their production cannot implement strict climate protection requirements.	51	55	46	47	53	48	54	50

Basis: 1,201 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
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Barriers to climate and environmentally-conscious behaviour (2)

Here are some statements on the topic of environmental and climate protection. To what extent do you agree with the following statements?

Response category: "Fully agree / Somewhat agree"

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Businesses know best how to implement the necessary change.	46	41	52	48	45	42	45	53
Before I contribute to climate protection myself, others should take the first step.	41	44	38	35	42	40	41	44
I find it difficult to shape my life in an environmentally and climate-friendly way.	38	40	37	34	35	40	41	41
I don't see the point of changing my behaviour today for something that may happen in the future.	37	42	32	31	37	35	42	39
If regulations regarding climate and environmental protection increase, we'll soon not be able to do anything at all.	34	38	30	32	35	34	35	35
Preserving jobs is more important than climate and environmental protection.	32	34	31	35	36	30	33	28
I do not believe that I can contribute significantly to environmental protection with my behaviour.	30	34	26	29	28	30	28	34
Tackling climate change is detrimental to our businesses.	25	28	22	28	22	23	25	27
Science and technology will solve the problem of climate change without us having to fundamentally change our way of life.	24	27	20	26	21	21	27	25

Basis: 1,201 cases, total sample; figures in %.

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Barriers to climate and environmentally-conscious behaviour (1)

Here are some statements on the topic of environmental and climate protection. To what extent do you agree with the following statements?

Response category: "Fully agree / Somewhat agree"

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<24,064 RSD)	Medium 60-140% (24,064-56,148 RSD)	High >140% (>56,148 RSD)
For the sake of the environment, we should all be willing to change our way of living.	94	92	94	94	93	93	94
I would be willing to do more to protect the environment if everyone acted like this.	87	90	87	88	89	90	84
I get annoyed when others try to tell me how to live.	82	80	83	81	85	83	79
Poor infrastructure (e.g. lack of cycle paths, lack of train routes, too little public transport) makes it difficult for me to give up my car.	82	83	82	80	75	83	82
I am only willing to do something to protect the environment if my standard of living is not affected as a result.	61	70	63	56	73	66	56
I personally lack the financial means to do something for climate protection.	60	77	63	48	70	67	51
Measures to protect the climate and the environment are socially unjust, as they burden low-income earners in particular.	56	67	56	55	66	58	54
I fear that a fundamental change in our way of living and doing business will come at a high cost to me.	51	63	51	50	58	57	44
Businesses that need a lot of energy for their production cannot implement strict climate protection requirements.	51	62	51	46	66	52	46

Basis: 1,201 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Barriers to climate and environmentally-conscious behaviour (2)

Here are some statements on the topic of environmental and climate protection. To what extent do you agree with the following statements?

Response category: "Fully agree / Somewhat agree"

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<24,064 RSD)	Medium 60-140% (24,064-56,148 RSD)	High >140% (>56,148 RSD)
Businesses know best how to implement the necessary change.	46	69	47	41	59	49	40
Before I contribute to climate protection myself, others should take the first step.	41	58	41	35	52	43	35
I find it difficult to shape my life in an environmentally and climate-friendly way.	38	55	38	34	42	42	32
I don't see the point of changing my behaviour today for something that may happen in the future.	37	58	37	33	51	39	30
If regulations regarding climate and environmental protection increase, we'll soon not be able to do anything at all.	34	56	34	30	46	37	28
Preserving jobs is more important than climate and environmental protection.	32	45	31	32	35	35	28
I do not believe that I can contribute significantly to environmental protection with my behaviour.	30	39	29	30	33	34	24
Tackling climate change is detrimental to our businesses.	25	40	25	21	27	27	22
Science and technology will solve the problem of climate change without us having to fundamentally change our way of life.	24	38	22	25	28	24	24

Basis: 1,201 cases, total sample; figures in %.

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■ overrepresented ■ underrepresented

Barriers to climate and environmentally-conscious behaviour (1)

Here are some statements on the topic of environmental and climate protection. To what extent do you agree with the following statements?

Response category: "Fully agree"

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
For the sake of the environment, we should all be willing to change our way of living.	55	73	74	55	55	42	50	52	42	42	74
Poor infrastructure (e.g. lack of cycle paths, lack of train routes, too little public transport) makes it difficult for me to give up my car.	42	43	32	44	47	36	45	35	46	43	55
I would be willing to do more to protect the environment if everyone acted like this.	41	49	38	43	37	33	37	43	37	37	57
I get annoyed when others try to tell me how to live.	40	39	26	46	45	28	38	42	44	52	44
I personally lack the financial means to do something for climate protection.	24	18	16	17	22	23	26	26	32	33	27
I am only willing to do something to protect the environment if my standard of living is not affected as a result.	21	21	11	27	25	16	21	18	18	30	28
Measures to protect the climate and the environment are socially unjust, as they burden low-income earners in particular.	20	17	10	22	12	13	19	23	22	29	28
Businesses that need a lot of energy for their production cannot implement strict climate protection requirements.	17	16	12	20	15	13	14	13	22	25	24
I fear that a fundamental change in our way of living and doing business will come at a high cost to me.	14	11	8	18	14	14	15	9	16	23	10

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Barriers to climate and environmentally-conscious behaviour (2)

Here are some statements on the topic of environmental and climate protection. To what extent do you agree with the following statements?

Response category: "Fully agree"

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Before I contribute to climate protection myself, others should take the first step.	12	14	6	10	11	13	6	13	11	20	16
I don't see the point of changing my behaviour today for something that may happen in the future.	11	6	9	13	-	9	12	15	9	23	10
Businesses know best how to implement the necessary change.	11	10	7	20	8	4	14	10	10	17	10
If regulations regarding climate and environmental protection increase, we'll soon not be able to do anything at all.	10	6	2	17	1	7	7	11	12	22	12
I do not believe that I can contribute significantly to environmental protection with my behaviour.	8	7	2	4	10	11	8	4	9	12	9
I find it difficult to shape my life in an environmentally and climate-friendly way.	8	6	4	12	4	7	6	4	12	12	12
Tackling climate change is detrimental to our businesses.	7	7	1	11	5	4	5	9	5	13	8
Preserving jobs is more important than climate and environmental protection.	6	6	2	8	12	4	5	2	5	9	8
Science and technology will solve the problem of climate change without us having to fundamentally change our way of life.	5	4	2	8	7	3	4	2	2	9	10

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Barriers to climate and environmentally-conscious behaviour (1)

Here are some statements on the topic of environmental and climate protection. To what extent do you agree with the following statements?

Response category: "Fully agree"

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
For the sake of the environment, we should all be willing to change our way of living.	55	52	58	58	52	54	54	56
Poor infrastructure (e.g. lack of cycle paths, lack of train routes, too little public transport) makes it difficult for me to give up my car.	42	45	40	45	49	44	39	34
I would be willing to do more to protect the environment if everyone acted like this.	41	44	38	47	43	40	42	32
I get annoyed when others try to tell me how to live.	40	43	38	41	48	36	38	37
I personally lack the financial means to do something for climate protection.	24	27	22	23	27	24	26	23
I am only willing to do something to protect the environment if my standard of living is not affected as a result.	21	24	19	22	23	22	22	17
Measures to protect the climate and the environment are socially unjust, as they burden low-income earners in particular.	20	24	16	22	25	19	16	16
Businesses that need a lot of energy for their production cannot implement strict climate protection requirements.	17	23	12	20	17	15	24	12
I fear that a fundamental change in our way of living and doing business will come at a high cost to me.	14	17	12	16	20	11	12	13

Basis: 1,201 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Barriers to climate and environmentally-conscious behaviour (2)

Here are some statements on the topic of environmental and climate protection. To what extent do you agree with the following statements?

Response category: "Fully agree"

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Before I contribute to climate protection myself, others should take the first step.	12	12	12	9	15	11	12	13
I don't see the point of changing my behaviour today for something that may happen in the future.	11	14	8	13	10	10	12	12
Businesses know best how to implement the necessary change.	11	12	11	13	12	8	11	14
If regulations regarding climate and environmental protection increase, we'll soon not be able to do anything at all.	10	12	8	12	11	10	9	9
I do not believe that I can contribute significantly to environmental protection with my behaviour.	8	10	6	11	6	6	7	8
I find it difficult to shape my life in an environmentally and climate-friendly way.	8	9	7	9	10	6	10	6
Tackling climate change is detrimental to our businesses.	7	7	6	11	7	6	6	5
Preserving jobs is more important than climate and environmental protection.	6	7	4	7	7	8	5	2
Science and technology will solve the problem of climate change without us having to fundamentally change our way of life.	5	6	4	5	5	5	4	5

Basis: 1,201 cases, total sample; figures in %.

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Barriers to climate and environmentally-conscious behaviour (1)

Here are some statements on the topic of environmental and climate protection. To what extent do you agree with the following statements?

Response category: "Fully agree"

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<24,064 RSD)	Medium 60-140% (24,064-56,148 RSD)	High >140% (>56,148 RSD)
For the sake of the environment, we should all be willing to change our way of living.	55	52	54	57	52	56	55
Poor infrastructure (e.g. lack of cycle paths, lack of train routes, too little public transport) makes it difficult for me to give up my car.	42	44	44	36	38	42	44
I would be willing to do more to protect the environment if everyone acted like this.	41	34	41	40	33	42	42
I get annoyed when others try to tell me how to live.	40	47	41	34	50	40	35
I personally lack the financial means to do something for climate protection.	24	38	27	14	39	28	17
I am only willing to do something to protect the environment if my standard of living is not affected as a result.	21	22	22	20	26	24	17
Measures to protect the climate and the environment are socially unjust, as they burden low-income earners in particular.	20	28	20	17	28	20	19
Businesses that need a lot of energy for their production cannot implement strict climate protection requirements.	17	19	18	14	27	17	17
I fear that a fundamental change in our way of living and doing business will come at a high cost to me.	14	19	14	12	18	16	11

Basis: 1,201 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Barriers to climate and environmentally-conscious behaviour (2)

Here are some statements on the topic of environmental and climate protection. To what extent do you agree with the following statements?

Response category: "Fully agree"

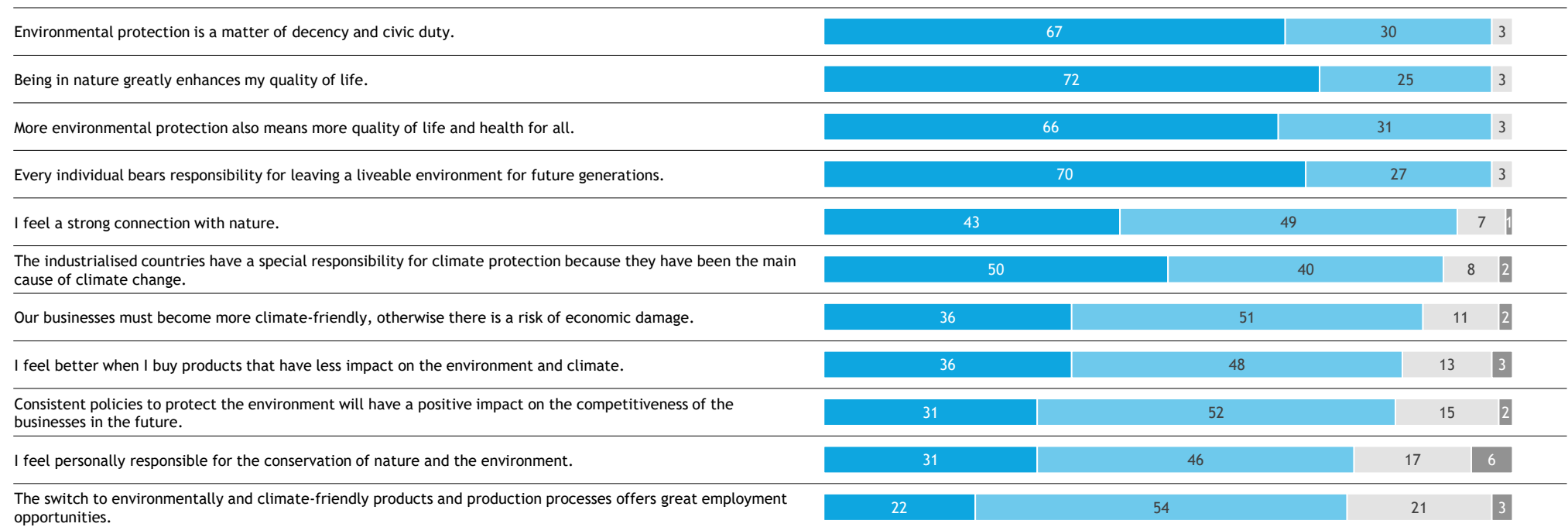
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<24,064 RSD)	Medium 60-140% (24,064-56,148 RSD)	High >140% (>56,148 RSD)
Before I contribute to climate protection myself, others should take the first step.	12	18	12	9	20	14	7
I don't see the point of changing my behaviour today for something that may happen in the future.	11	15	12	9	14	13	9
Businesses know best how to implement the necessary change.	11	20	11	10	18	12	9
If regulations regarding climate and environmental protection increase, we'll soon not be able to do anything at all.	10	16	10	8	13	10	9
I do not believe that I can contribute significantly to environmental protection with my behaviour.	8	10	8	7	8	8	6
I find it difficult to shape my life in an environmentally and climate-friendly way.	8	15	9	5	12	10	5
Tackling climate change is detrimental to our businesses.	7	13	7	6	12	7	6
Preserving jobs is more important than climate and environmental protection.	6	7	6	5	9	7	4
Science and technology will solve the problem of climate change without us having to fundamentally change our way of life.	5	9	4	6	10	5	5

Basis: 1,201 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
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Motivators of climate and environmentally-conscious behaviour

Here are some statements on the topic of environmental and climate protection. To what extent do you agree with the following statements?



Basis: 1,201 cases, total sample; figures in %.

■ Fully agree
 ■ Somewhat agree
 ■ Somewhat disagree
 ■ Completely disagree

Motivators of climate and environmentally-conscious behaviour

Here are some statements on the topic of environmental and climate protection. To what extent do you agree with the following statements?

Response category: "Fully agree / Somewhat agree"

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
environmental protection is a matter of decency and civic duty.	97	99	100	99	100	95	96	98	95	93	98
Being in nature greatly enhances my quality of life.	97	98	100	98	95	96	98	96	97	91	95
More environmental protection also means more quality of life and health for all.	97	100	100	98	98	95	97	96	95	90	98
Every individual bears responsibility for leaving a liveable environment for future generations.	97	99	99	98	99	96	97	100	95	88	96
I feel a strong connection with nature.	92	96	96	96	95	88	92	94	88	87	92
The industrialised countries have a special responsibility for climate protection because they have been the main cause of climate change.	90	97	89	85	92	90	93	89	91	90	80
Our businesses must become more climate-friendly, otherwise there is a risk of economic damage.	87	94	93	88	97	81	83	82	83	85	93
I feel better when I buy products that have less impact on the environment and climate.	84	94	94	83	83	82	78	83	75	79	88
Consistent policies to protect the environment will have a positive impact on the competitiveness of the businesses in the future.	83	90	89	87	88	81	87	71	82	76	88
I feel personally responsible for the conservation of nature and the environment.	77	84	86	81	78	74	69	78	65	71	79
The switch to environmentally and climate-friendly products and production processes offers great employment opportunities.	76	81	82	83	84	76	70	59	68	75	80

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Motivators of climate and environmentally-conscious behaviour

Here are some statements on the topic of environmental and climate protection. To what extent do you agree with the following statements?

Response category: "Fully agree / Somewhat agree"

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Environmental protection is a matter of decency and civic duty.	97	96	98	96	98	96	97	99
Being in nature greatly enhances my quality of life.	97	96	97	93	96	98	97	98
More environmental protection also means more quality of life and health for all.	97	95	98	97	97	96	95	97
Every individual bears responsibility for leaving a liveable environment for future generations.	97	96	97	93	98	98	95	98
I feel a strong connection with nature.	92	91	93	91	90	92	94	94
The industrialised countries have a special responsibility for climate protection because they have been the main cause of climate change.	90	88	91	84	88	87	94	96
Our businesses must become more climate-friendly, otherwise there is a risk of economic damage.	87	84	90	88	86	84	88	90
I feel better when I buy products that have less impact on the environment and climate.	84	80	87	83	82	83	84	86
Consistent policies to protect the environment will have a positive impact on the competitiveness of the businesses in the future.	83	80	86	84	82	84	83	84
I feel personally responsible for the conservation of nature and the environment.	77	75	77	81	80	76	75	69
The switch to environmentally and climate-friendly products and production processes offers great employment opportunities.	76	72	78	73	76	72	77	78

Basis: 1,201 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
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Motivators of climate and environmentally-conscious behaviour

Here are some statements on the topic of environmental and climate protection. To what extent do you agree with the following statements?

Response category: "Fully agree / Somewhat agree"

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<24,064 RSD)	Medium 60-140% (24,064-56,148 RSD)	High >140% (>56,148 RSD)
Environmental protection is a matter of decency and civic duty.	97	97	97	97	94	98	96
Being in nature greatly enhances my quality of life.	97	95	96	97	96	97	96
More environmental protection also means more quality of life and health for all.	97	94	96	97	95	97	95
Every individual bears responsibility for leaving a liveable environment for future generations.	97	96	96	98	94	97	96
I feel a strong connection with nature.	92	88	93	90	91	92	91
The industrialised countries have a special responsibility for climate protection because they have been the main cause of climate change.	90	87	89	93	87	90	90
Our businesses must become more climate-friendly, otherwise there is a risk of economic damage.	87	84	86	91	85	90	86
I feel better when I buy products that have less impact on the environment and climate.	84	84	83	85	88	85	82
Consistent policies to protect the environment will have a positive impact on the competitiveness of the businesses in the future.	83	74	84	85	80	83	84
I feel personally responsible for the conservation of nature and the environment.	77	64	76	78	70	77	79
The switch to environmentally and climate-friendly products and production processes offers great employment opportunities.	76	68	76	74	72	75	76

Basis: 1,201 cases, total sample; figures in %.

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Motivators of climate and environmentally-conscious behaviour

Here are some statements on the topic of environmental and climate protection. To what extent do you agree with the following statements?

Response category: "Fully agree"

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Being in nature greatly enhances my quality of life.	72	83	84	74	74	56	75	71	64	66	76
Every individual bears responsibility for leaving a liveable environment for future generations.	70	81	83	71	73	50	68	78	67	53	82
Environmental protection is a matter of decency and civic duty.	67	72	86	75	77	48	63	67	61	52	82
More environmental protection also means more quality of life and health for all.	66	78	80	72	65	51	70	66	53	53	72
The industrialised countries have a special responsibility for climate protection because they have been the main cause of climate change.	50	53	48	51	51	37	52	56	51	55	52
I feel a strong connection with nature.	43	48	48	50	43	26	37	45	34	44	58
Our businesses must become more climate-friendly, otherwise there is a risk of economic damage.	36	38	47	41	42	28	31	31	20	39	53
I feel better when I buy products that have less impact on the environment and climate.	36	52	48	45	36	20	31	30	24	31	49
Consistent policies to protect the environment will have a positive impact on the competitiveness of the businesses in the future.	31	33	39	41	30	22	28	24	23	32	45
I feel personally responsible for the conservation of nature and the environment.	31	38	40	42	34	19	18	29	23	29	39
The switch to environmentally and climate-friendly products and production processes offers great employment opportunities.	22	25	27	34	33	15	11	11	16	29	34

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Motivators of climate and environmentally-conscious behaviour

Here are some statements on the topic of environmental and climate protection. To what extent do you agree with the following statements?

Response category: "Fully agree"

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Being in nature greatly enhances my quality of life.	72	68	75	73	70	71	72	71
Every individual bears responsibility for leaving a liveable environment for future generations.	70	68	71	70	73	67	71	66
Environmental protection is a matter of decency and civic duty.	67	66	67	70	73	66	64	60
More environmental protection also means more quality of life and health for all.	66	61	70	71	67	59	68	63
The industrialised countries have a special responsibility for climate protection because they have been the main cause of climate change.	50	53	48	42	45	48	56	60
I feel a strong connection with nature.	43	45	40	36	39	44	48	45
Our businesses must become more climate-friendly, otherwise there is a risk of economic damage.	36	36	36	44	34	33	36	32
I feel better when I buy products that have less impact on the environment and climate.	36	31	41	36	41	32	38	32
Consistent policies to protect the environment will have a positive impact on the competitiveness of the businesses in the future.	31	34	29	36	30	30	34	26
I feel personally responsible for the conservation of nature and the environment.	31	29	32	41	31	30	31	19
The switch to environmentally and climate-friendly products and production processes offers great employment opportunities.	22	23	22	28	24	19	25	15

Basis: 1,201 cases, total sample; figures in %.

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Motivators of climate and environmentally-conscious behaviour

Here are some statements on the topic of environmental and climate protection. To what extent do you agree with the following statements?

Response category: "Fully agree"

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<24,064 RSD)	Medium 60-140% (24,064-56,148 RSD)	High >140% (>56,148 RSD)
Being in nature greatly enhances my quality of life.	72	60	73	70	64	71	75
Every individual bears responsibility for leaving a liveable environment for future generations.	70	59	70	70	60	70	71
Environmental protection is a matter of decency and civic duty.	67	43	68	68	56	67	69
More environmental protection also means more quality of life and health for all.	66	48	65	70	53	68	66
The industrialised countries have a special responsibility for climate protection because they have been the main cause of climate change.	50	42	50	54	47	49	54
I feel a strong connection with nature.	43	39	43	40	43	40	46
Our businesses must become more climate-friendly, otherwise there is a risk of economic damage.	36	37	36	35	37	37	37
I feel better when I buy products that have less impact on the environment and climate.	36	24	37	35	26	36	39
Consistent policies to protect the environment will have a positive impact on the competitiveness of the businesses in the future.	31	19	31	33	26	30	35
I feel personally responsible for the conservation of nature and the environment.	31	32	30	33	28	28	34
The switch to environmentally and climate-friendly products and production processes offers great employment opportunities.	22	19	24	18	20	22	24

Basis: 1,201 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
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4

Changing our way of living and doing
business

Main findings

Changing our way of living and doing business

Assessing the need for change

- When asked whether a fundamental change in our way of living and doing business is necessary in Serbia, a clear majority answered "Yes, definitely" (58%) or "rather yes" (35%). This contrasts with 5% who (rather) do not think fundamental change is necessary.

Attribution of responsibility - Which actors do too little?

- 91% of respondents say political parties are doing (much) too little to address climate change. 90% think the same of Serbian local governments and 88% of the national government. 86% of respondents each want more responsibility from trade unions, businesses and local citizens. Non-governmental organisations and the scientific community are less likely to be expected to increase their efforts with 63% and 61%.

Main findings

Changing our way of living and doing business

Attribution of responsibility - Which actors can contribute most to crisis management?

- When it comes to addressing the climate and environmental crisis, the national government (64%) is by far the most frequently cited as one of the three most influential actors. The scientific community ranks second with 43% mentions. Local citizens in their area are considered influential by 38% of respondents, local governments by 35%, businesses by 30% and the European Union, even if Serbia is not a member yet, by 28%. They are followed by NGOs (15%), political parties (14%) and trade unions (3%).

Attitudes towards policies

- 95% are in favour of providing more financial support to people with low incomes if the costs of electricity and heating or mobility increase due to climate protection measures (highest level of agreement "Fully agree": 60%). Furthermore, 94% believe that politicians should pay much more attention to a socially just shaping of the change in our way of living and doing business (highest level of agreement: 53%). At the same time, 58% feel uneasy about the idea of a fundamental change, as they know from experience that many people will be worse off afterwards than before (highest level of agreement: 18%).
- 94% support a more consistent switch to renewable energy (highest approval rating: 49%).

Main findings

Changing our way of living and doing business

- 93% are in favour of support programmes that help businesses to switch to climate-friendly production processes and products (highest approval rating: 52%). 91% think that businesses need clear guidelines from the state in order to become climate-neutral (highest approval rating: 44%). 83% think that politicians should exert much more pressure on businesses to achieve climate-friendly production methods (highest approval rating: 42%). Furthermore, 58% believe that politicians in Romania follow the guidelines of industry and businesses too closely (highest approval rating: 20%).
- 86% agree that low-income, ethnic or other minorities should not be affected by environmental pollution more than other population groups (highest level of agreement: 52%).
- 91% think that, above all, strict and consistent laws are needed to preserve an environment worth living in for us and future generations (highest level of agreement: 52%). However, 72% also say that there are already enough guidelines for a fundamental change in our way of living and doing business, and that if these were also implemented, we would be on the right track (highest approval rating: 24%).
- 45% believe that structural change measures should be enforced even if jobs are lost as a result (highest level of agreement: 12%). 74% however also say that jobs affected by structural change should be preserved as long as possible if there are no suitable alternatives (highest level of agreement: 17%).

Main findings

Changing our way of living and doing business

Assessment of measures in nature, environmental and climate protection

- **Mobility**: 94% of respondents support a reduction in the price of public transport (highest level of agreement "I fully support": 64%). More charging stations for electric or hybrid vehicles are supported by 88% (highest approval rating: 51%). 86% are in favour of expanding the transport network and the frequency of local public transport (highest approval rating: 48%). 85% support the promotion of electric vehicles (highest approval rating: 49%), 62% support the introduction of a carbon tax on airline tickets (highest approval rating: 26%) and 53% support the introduction of a car toll (so that people who drive a lot also have to pay more) (highest approval rating: 23%).
- **Energy**: 91% of respondents support the construction of more wind turbines (highest approval rating: 61%). 91% are in favour of mandatory solar for public buildings and new private buildings (highest approval rating: 51%) and 88% approve of membership in an energy community as one of the best measures for climate protection.
- **Technology/innovation/businesses**: 94% of respondents are in favour of the development of climate-friendly products and technologies (highest level of agreement: 56%). 91% are in favour of labelling climate-friendly products (highest approval rating: 50%). 78% support the reduction of subsidies harmful to the climate (highest approval rating: 36%) and 67% support making products that are harmful to the climate more expensive (highest approval rating: 28%).

Main findings

Changing our way of living and doing business

- **Education:** 97% support an improvement of school education in the field of environmental and climate protection (highest level of agreement: 69%). 92% support training or further training (or retraining) for workers in jobs that will no longer be needed in the future (highest level of support: 58%).
- **Housing:** 96% support state support for the renovation of buildings for thermal insulation (highest approval rating: 67%). Likewise, 96% support state subsidies for private households if they use renewable energy (highest approval rating: 69%). 96% agree with financial support for cost-efficient heating systems (e.g. heat pumps) (highest approval rating: 63%), and 85% agree with legal regulations on the energy efficiency of electrical household appliances (highest approval rating: 46%).

Attitudes towards the energy and heat transition

- 98% of respondents agree that workers affected by the switch of electricity and heat supply to renewable energy (e.g. job loss) should be supported in retraining for alternative jobs (highest level of agreement "Fully agree": 71%). Furthermore, 97% think that the affected employees should be supported financially (compensation payments, severance payments, etc.) (highest level of agreement: 69%).

Main findings

Changing our way of living and doing business

- 97% of respondents think that private households that want to use renewable energy (e.g. solar electricity, solar heating or heat pump) should be financially supported (highest level of agreement: 78%). In addition, 96% agree that the development of energy communities should be supported by the government (highest level of agreement: 65%).
- According to 91% of the respondents, regions and municipalities affected by the conversion of electricity and heat supply to renewable energy (e.g. coal mining, natural gas, oil regions) should receive financial support (highest level of agreement: 56%). Furthermore, 90% think that new industries should be actively established in the affected regions and municipalities (highest level of agreement: 50%).
- 94% of respondents believe that citizens should participate in public and political life (e.g. citizens' forums, planning advisory boards) in order to help shape the community (highest level of agreement: 58%).
- 84% of respondents can imagine taking an active part in shaping their community's energy supply, with 36% saying they could "definitely" imagine doing so. Asked whether they could imagine generating their own energy, 4% say they already do, 75% say they can "definitely" imagine it and 14% say they can "rather" imagine it.

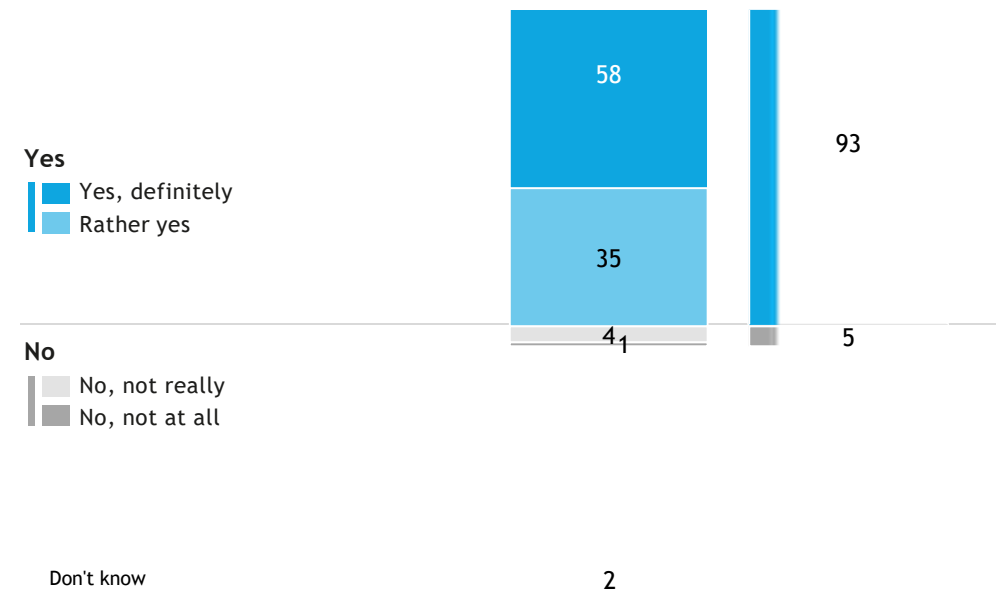
Main findings

Changing our way of living and doing business

- 74% would "approve" of the construction of a solar park in their community if the profits generated by it benefited the community. Another 24% would accept it, 2% would oppose it. The construction of a wind park in their community would be "approved" by 68%. Another 26% would accept it, 6% would oppose it.
- Four out of five respondents think the heating transition should be done through more public subsidies for climate-neutral technologies and the replacement of heating. On the other hand, 6% support bans and 3% higher prices for oil, gas and coal. 12% of respondents are not in favour of any of the options mentioned.
- When asked whether renewable energy has become more important since the outbreak of the Russia-Ukraine conflict, 30% answer "yes, renewable energy has become more important" Another 30% answer with "rather yes" In contrast, 23% answered with "rather no" and 17% with "no, renewable energy has not become more important,,.

Assessing the need for change

In your opinion, is there a need for fundamental change in our way of living and doing business in Serbia?



Basis: 1,201 cases, total sample; figures in %.




Assessing the need for change

In your opinion, is there a need for fundamental change in our way of living and doing business in Serbia?

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
YES	93	95	97	88	95	92	95	91	94	91	99
Yes, definitely	58	63	64	58	48	50	55	54	58	57	76
Rather yes	35	32	32	30	46	41	40	37	36	34	23
NO	5	3	2	10	1	5	3	6	4	6	1
No, not really	4	3	2	8	1	5	1	5	3	5	1
No, not at all	1	-	-	1	-	-	2	1	1	1	-
Don't know	2	2	1	3	4	3	2	3	2	3	-

Basis: 1,201 cases, total sample; figures in %.

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 PRO = Progressive Realists

 strongly overrepresented
 overrepresented
 strongly underrepresented
 underrepresented

Assessing the need for change

In your opinion, is there a need for fundamental change in our way of living and doing business in Serbia?

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
YES	93	93	93	93	94	93	95	91
Yes, definitely	58	57	59	59	65	59	56	52
Rather yes	35	36	34	34	29	34	39	39
NO	5	5	4	4	4	4	4	6
No, not really	4	4	4	3	4	4	2	5
No, not at all	1	1	0	1	-	0	1	1
Don't know	2	2	3	3	2	2	2	3

Basis: 1,201 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Assessing the need for change

In your opinion, is there a need for fundamental change in our way of living and doing business in Serbia?

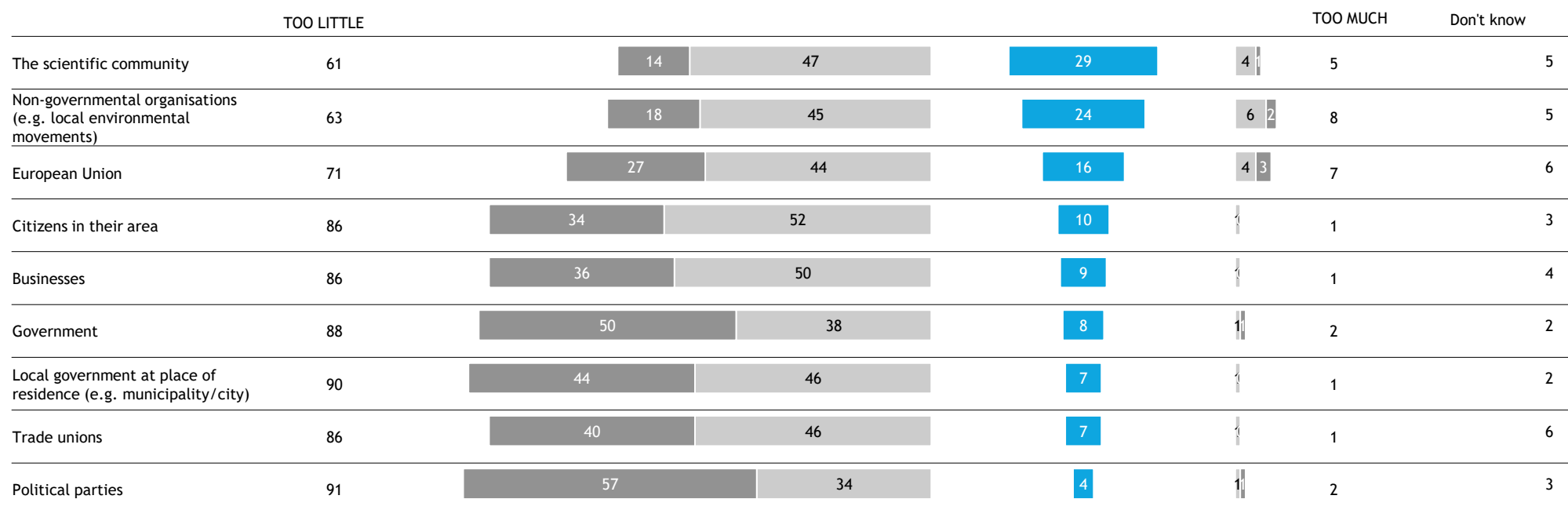
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<24,064 RSD)	Medium 60-140% (24,064-56,148 RSD)	High >140% (>56,148 RSD)
YES	93	88	94	93	92	94	94
Yes, definitely	58	65	60	51	58	59	58
Rather yes	35	23	34	42	34	35	35
NO	5	8	4	5	4	4	4
No, not really	4	5	3	4	3	3	4
No, not at all	1	2	1	1	1	1	0
Don't know	2	4	2	2	4	2	2

Basis: 1,201 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Attribution of responsibility

What do you think: Are the following actors doing too much or too little to address climate change?



Basis: 1,201 cases, total sample; figures in %.

Way too little
Too little

Just right

Way too much
Too much

Attribution of responsibility (1)

What do you think: Are the following actors doing too much or too little to address climate change?

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Businesses											
Way too much/too much	1	1	1	2	1	1	-	-	1	1	-
Just right	9	5	4	17	15	8	3	11	7	15	8
Too little/way too little	86	89	92	78	80	86	96	85	81	78	90
Local government at place of residence (e.g. municipality/city)											
Way too much/too much	1	1	-	1	1	2	-	0	1	-	4
Just right	7	8	4	13	11	8	5	7	3	11	1
Too little/way too little	90	90	95	84	85	90	95	88	89	86	95
European Union											
Way too much/too much	7	5	4	9	6	6	6	11	8	6	4
Just right	16	15	20	21	27	17	12	9	15	18	14
Too little/way too little	71	74	68	67	63	71	77	76	68	67	77

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 strongly underrepresented
 underrepresented

Attribution of responsibility (2)

What do you think: Are the following actors doing too much or too little to address climate change?

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Government											
Way too much/too much	2	1	-	5	1	3	2	3	2	3	-
Just right	8	14	4	13	10	8	3	12	7	8	6
Too little/way too little	88	81	96	81	85	88	95	83	87	87	93
Citizens in their area											
Way too much/too much	1	2	-	4	-	1	1	3	2	1	2
Just right	10	8	8	12	9	11	6	11	8	17	7
Too little/way too little	86	89	90	84	90	85	91	83	83	77	90
Trade unions											
Way too much/too much	1	2	1	1	1	0	1	3	2	1	4
Just right	7	3	5	14	12	9	4	9	3	10	3
Too little/way too little	86	89	89	79	78	86	93	80	90	84	84

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Attribution of responsibility (3)

What do you think: Are the following actors doing too much or too little to address climate change?

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Political parties											
Way too much/too much	2	2	1	3	-	2	-	3	4	4	1
Just right	4	2	-	8	12	2	2	3	3	10	-
Too little/way too little	91	93	96	87	83	91	97	90	90	83	95
Non-governmental organisations (e.g. local environmental movements)											
Way too much/too much	8	10	6	11	7	9	8	14	6	4	5
Just right	24	18	30	23	38	17	21	24	25	26	29
Too little/way too little	63	67	61	63	47	67	66	59	62	64	61
The scientific community											
Way too much/too much	5	3	4	7	3	7	2	6	5	8	4
Just right	29	32	27	32	34	29	30	21	21	32	28
Too little/way too little	61	62	62	56	56	59	63	68	69	58	62

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Attribution of responsibility (1)

What do you think: Are the following actors doing too much or too little to address climate change?

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Businesses								
Way too much/too much	1	1	1	3	0	-	1	-
Just right	9	11	8	10	9	10	8	9
Too little/way too little	86	86	86	79	86	86	89	88
Local government at place of residence (e.g. municipality/city)								
Way too much/too much	1	1	1	3	0	1	1	-
Just right	7	8	7	9	7	6	6	7
Too little/way too little	90	89	90	85	91	90	92	91
European Union								
Way too much/too much	7	9	4	6	4	7	6	9
Just right	16	18	15	21	14	17	15	15
Too little/way too little	71	70	72	66	74	71	73	72

Basis: 1,201 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Attribution of responsibility (2)

What do you think: Are the following actors doing too much or too little to address climate change?

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Government								
Way too much/too much	2	3	1	3	1	2	2	3
Just right	8	8	8	4	6	9	8	15
Too little/way too little	88	87	88	91	91	87	89	81
Citizens in their area								
Way too much/too much	1	2	2	3	1	1	1	3
Just right	10	11	8	10	10	12	11	6
Too little/way too little	86	84	87	85	86	85	84	88
Trade unions								
Way too much/too much	1	2	1	3	1	1	0	2
Just right	7	8	6	6	5	10	6	8
Too little/way too little	86	86	86	81	86	85	91	85

Basis: 1,201 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Attribution of responsibility (3)

What do you think: Are the following actors doing too much or too little to address climate change?

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Political parties								
Way too much/too much	2	3	1	2	0	3	2	4
Just right	4	4	3	6	2	5	4	3
Too little/way too little	91	90	92	87	94	89	93	91
Non-governmental organisations (e.g. local environmental movements)								
Way too much/too much	8	10	6	8	6	9	8	9
Just right	24	24	24	35	20	21	20	24
Too little/way too little	63	63	63	52	66	65	68	63
The scientific community								
Way too much/too much	5	6	4	7	3	6	4	6
Just right	29	29	28	32	30	27	21	33
Too little/way too little	61	61	63	54	61	64	72	58

Basis: 1,201 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Attribution of responsibility (1)

What do you think: Are the following actors doing too much or too little to address climate change?

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<24,064 RSD)	Medium 60-140% (24,064-56,148 RSD)	High >140% (>56,148 RSD)
Businesses							
Way too much/too much	1	6	0	0	2	0	1
Just right	9	12	9	9	11	9	10
Too little/way too little	86	75	86	88	78	87	86
Local government at place of residence (e.g. municipality/city)							
Way too much/too much	1	6	1	0	1	1	1
Just right	7	1	7	9	10	6	7
Too little/way too little	90	88	90	90	84	91	90
European Union							
Way too much/too much	7	9	6	9	8	7	7
Just right	16	13	17	17	16	17	16
Too little/way too little	71	72	72	70	69	72	72

Basis: 1,201 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Attribution of responsibility (2)

What do you think: Are the following actors doing too much or too little to address climate change?

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<24,064 RSD)	Medium 60-140% (24,064-56,148 RSD)	High >140% (>56,148 RSD)
Government							
Way too much/too much	2	6	2	2	5	2	2
Just right	8	10	8	10	12	10	6
Too little/way too little	88	79	88	88	81	87	90
Citizens in their area							
Way too much/too much	1	4	2	2	2	2	2
Just right	10	2	10	10	12	10	9
Too little/way too little	86	86	85	87	80	86	87
Trade unions							
Way too much/too much	1	2	1	2	6	1	2
Just right	7	7	6	9	8	6	9
Too little/way too little	86	80	87	85	78	88	85

Basis: 1,201 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Attribution of responsibility (3)

What do you think: Are the following actors doing too much or too little to address climate change?

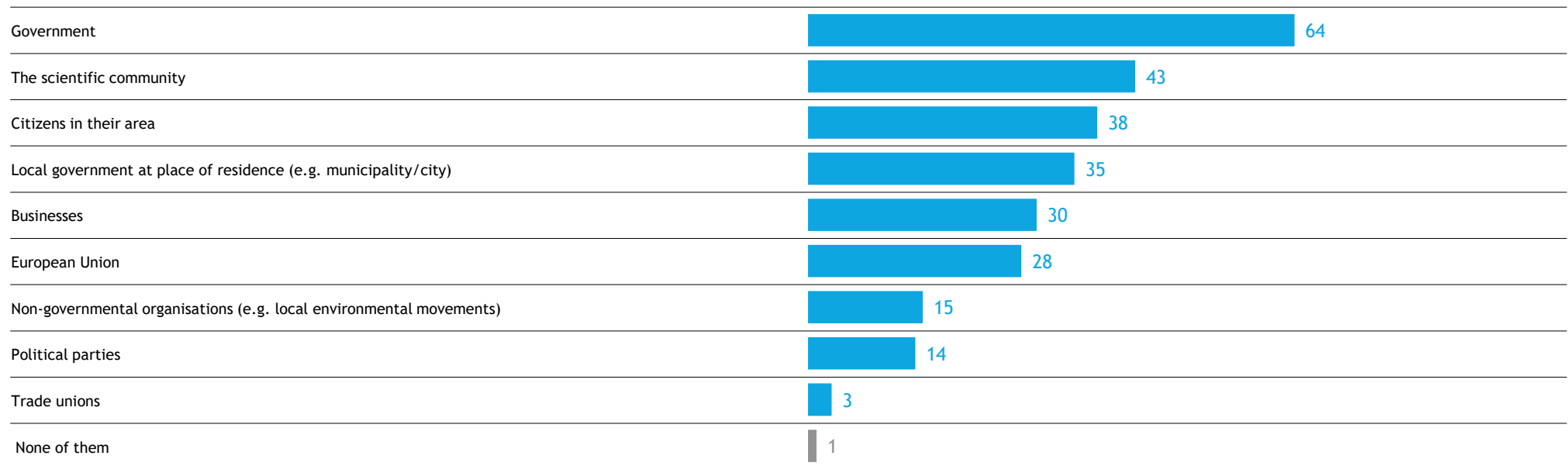
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<24,064 RSD)	Medium 60-140% (24,064-56,148 RSD)	High >140% (>56,148 RSD)
Political parties							
Way too much/too much	2	5	2	2	3	2	2
Just right	4	8	4	4	8	3	3
Too little/way too little	91	82	91	92	82	92	93
Non-governmental organisations (e.g. local environmental movements)							
Way too much/too much	8	7	7	11	9	7	9
Just right	24	13	26	20	17	24	25
Too little/way too little	63	72	62	64	70	65	60
The scientific community							
Way too much/too much	5	5	5	5	4	4	5
Just right	29	12	29	29	33	28	30
Too little/way too little	61	74	61	63	59	64	60

Basis: 1,201 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Attribution of responsibility

And when it comes to tackling the climate and environmental crisis, which of the following actors do you think can contribute most to tackling the crisis? Please state up to three parties you regard as being most influential.



Basis: 1,201 cases, total sample; figures in %.

Attribution of responsibility

And when it comes to tackling the climate and environmental crisis, which of the following actors do you think can contribute most to tackling the crisis? Please state up to three parties you regard as being most influential.

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Government	64	72	70	59	56	61	71	63	61	63	57
The scientific community	43	43	48	40	42	44	49	37	36	49	40
Citizens in their area	38	37	35	42	45	38	31	46	39	31	41
Local government at place of residence (e.g. municipality/city)	35	38	40	29	36	28	36	32	40	36	34
Businesses	30	30	29	34	28	33	36	27	29	26	21
European Union	28	28	31	30	25	31	26	19	28	32	30
Non-governmental organisations (e.g. local environmental movements)	15	8	18	15	24	13	13	13	14	15	25
Political parties	14	13	8	21	20	15	13	13	12	12	16
Trade unions	3	2	2	3	3	3	2	2	5	6	2
None of them	1	1	1	-	2	2	1	5	1	2	-

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Attribution of responsibility

And when it comes to tackling the climate and environmental crisis, which of the following actors do you think can contribute most to tackling the crisis? Please state up to three parties you regard as being most influential.

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Government	64	63	65	56	60	67	67	69
The scientific community	43	46	40	41	36	44	46	47
Citizens in their area	38	37	39	43	47	38	29	33
Local government at place of residence (e.g. municipality/city)	35	30	40	31	30	31	40	42
Businesses	30	31	29	26	32	28	30	33
European Union	28	33	23	26	26	28	31	29
Non-governmental organisations (e.g. local environmental movements)	15	11	19	21	16	14	12	12
Political parties	14	15	13	18	15	16	11	11
Trade unions	3	4	2	5	3	3	2	2
None of them	1	1	2	1	1	1	2	1

Basis: 1,201 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Attribution of responsibility

And when it comes to tackling the climate and environmental crisis, which of the following actors do you think can contribute most to tackling the crisis? Please state up to three parties you regard as being most influential.

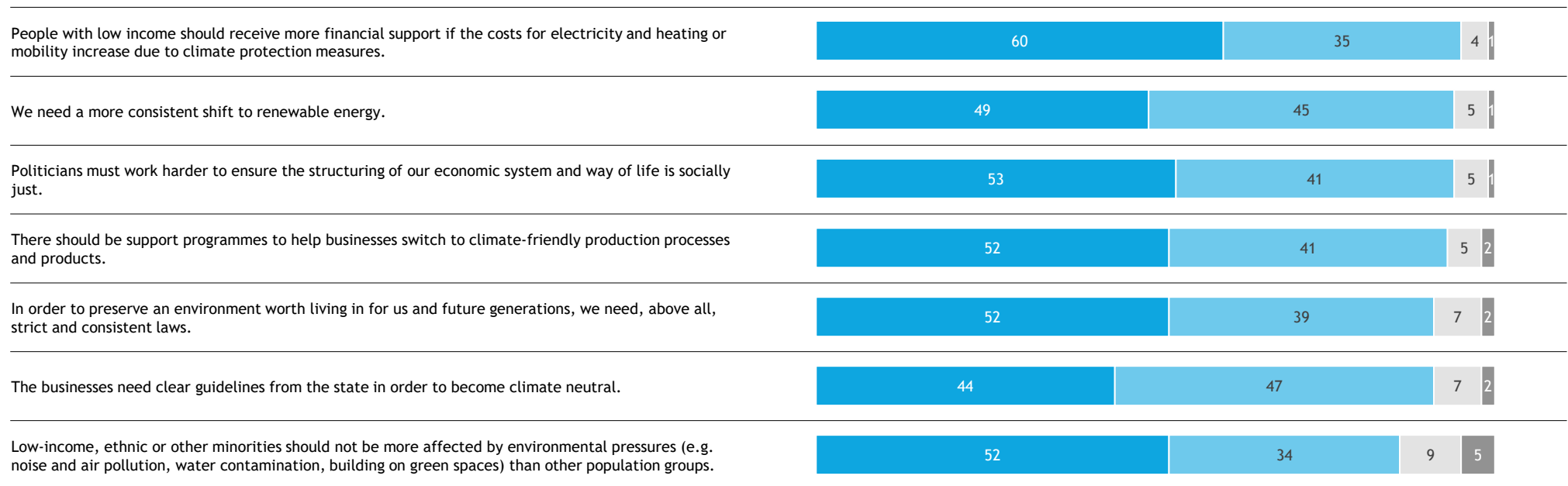
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<24,064 RSD)	Medium 60-140% (24,064-56,148 RSD)	High >140% (>56,148 RSD)
Government	64	46	64	68	50	68	61
The scientific community	43	25	43	46	36	42	46
Citizens in their area	38	39	38	37	33	36	40
Local government at place of residence (e.g. municipality/city)	35	39	34	38	33	35	37
Businesses	30	28	29	32	18	30	30
European Union	28	20	28	30	24	32	30
Non-governmental organisations (e.g. local environmental movements)	15	12	16	13	22	14	13
Political parties	14	21	14	12	16	14	13
Trade unions	3	7	3	1	6	2	4
None of them	1	4	1	1	3	1	1

Basis: 1,201 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Attitudes towards policies (1)

To what extent do you agree with the following statements?

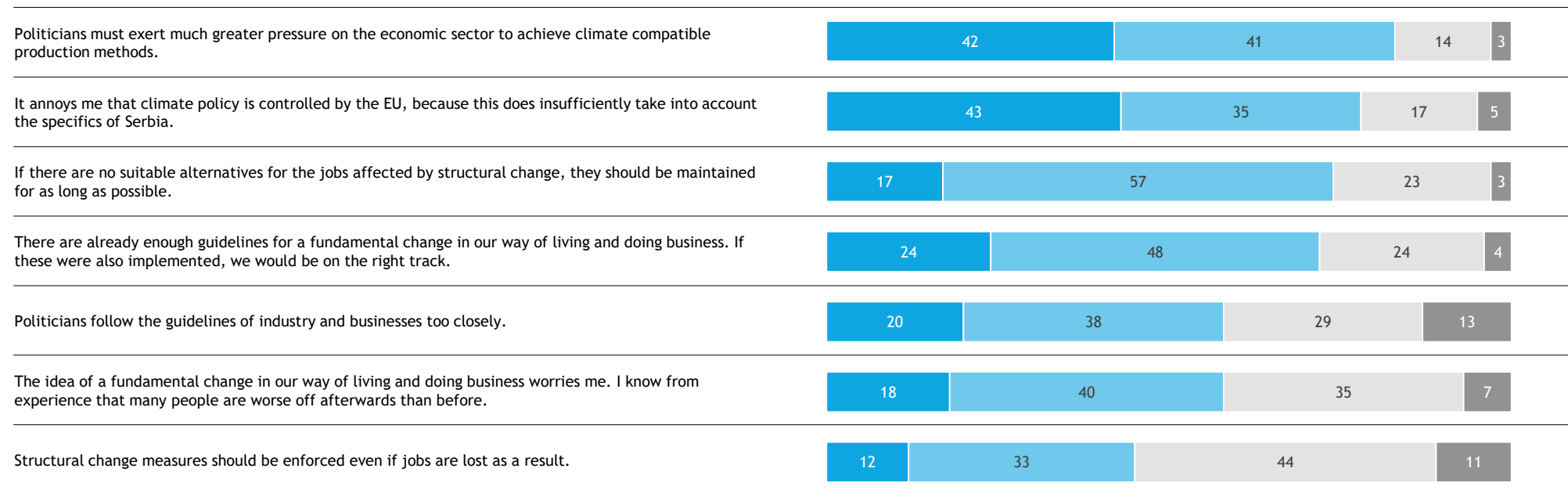


Basis: 1,201 cases, total sample; figures in %.

■ Fully agree
 ■ Somewhat agree
 ■ Somewhat disagree
 ■ Completely disagree

Attitudes towards policies (2)

To what extent do you agree with the following statements?



Basis: 1,201 cases, total sample; figures in %.

■ Fully agree ■ Somewhat disagree
■ Somewhat agree ■ Completely disagree

Attitudes towards policies (1)

To what extent do you agree with the following statements?

Response category: "Fully agree / Somewhat agree"

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
People with low incomes should receive more financial support if the costs for electricity and heating or mobility increase due to climate protection measures.	95	97	94	94	98	92	96	95	98	93	95
We need a more consistent shift to renewable energy.	94	95	95	96	100	95	95	90	94	87	95
Politicians must work harder to ensure the structuring of our economic system and way of life is socially just.	94	96	94	96	96	94	97	92	93	86	99
There should be support programmes to help businesses switch to climate-friendly production processes and products.	93	95	96	93	92	95	94	89	95	88	95
In order to preserve an environment worth living in for us and future generations, we need, above all, strict and consistent laws.	91	93	92	88	92	92	97	88	87	90	98
The businesses need clear guidelines from the state in order to become climate neutral.	91	94	95	93	94	91	98	87	88	83	95
Low-income, ethnic or other minorities should not be more affected by environmental pressures (e.g. noise and air pollution, water contamination, development of green spaces) than other population groups.	86	90	93	85	80	83	92	85	88	76	88

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Attitudes towards policies (2)

To what extent do you agree with the following statements?

Response category: "Fully agree / Somewhat agree"

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Politicians must exert much greater pressure on the economic sector to achieve climate compatible production methods.	83	87	91	80	82	87	87	72	80	75	91
It annoys me that climate policy is controlled by the EU, because this does insufficiently take into account the specifics of Serbia.	78	83	54	76	86	75	84	81	84	82	74
If there are no suitable alternatives for the jobs affected by structural change, they should be maintained for as long as possible.	74	81	62	79	69	74	74	74	74	77	66
There are already enough guidelines for a fundamental change in our way of living and doing business. If these were also implemented, we would be on the right track.	72	77	63	84	56	68	75	66	70	73	76
Politicians follow the guidelines of industry and businesses too closely.	58	61	61	57	57	52	58	54	59	58	59
The idea of a fundamental change in our way of living and doing business worries me. I know from experience that many people are worse off afterwards than before.	58	54	41	52	48	57	57	62	61	75	66
Structural change measures should be enforced even if jobs are lost as a result.	45	48	64	49	45	39	38	39	37	49	47

Basis: 1,201 cases, total sample; figures in %.

EST = Established
 INT = Intellectuals
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 COS = Cosmopolitan Avantgarde
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 TRA = Traditionals
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 SEN = Sensation-Oriented
 PRO = Progressive Realists

strongly overrepresented
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Attitudes towards policies (1)

To what extent do you agree with the following statements?

Response category: "Fully agree / Somewhat agree"

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
People with low incomes should receive more financial support if the costs for electricity and heating or mobility increase due to climate protection measures.	95	95	95	94	95	95	93	98
We need a more consistent shift to renewable energy.	94	93	95	96	94	96	92	92
Politicians must work harder to ensure the structuring of our economic system and way of life is socially just.	94	94	94	94	92	94	97	94
There should be support programmes to help businesses switch to climate-friendly production processes and products.	93	92	94	89	93	94	95	95
In order to preserve an environment worth living in for us and future generations, we need, above all, strict and consistent laws.	91	90	93	89	90	93	92	94
The businesses need clear guidelines from the state in order to become climate neutral.	91	90	94	91	89	89	94	95
Low-income, ethnic or other minorities should not be more affected by environmental pressures (e.g. noise and air pollution, water contamination, development of green spaces) than other population groups.	86	84	88	84	82	85	89	92

Basis: 1,201 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
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Attitudes towards policies (2)

To what extent do you agree with the following statements?

Response category: "Fully agree / Somewhat agree"

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Politicians would have to exert much stronger pressure on businesses to achieve climate-friendly production methods.	83	82	84	77	81	78	89	89
It annoys me that climate policy is controlled by the EU, because this does insufficiently take into account the specifics of Serbia.	78	73	83	75	79	76	83	78
If there are no suitable alternatives for the jobs affected by structural change, they should be maintained for as long as possible.	74	75	72	72	74	72	76	75
There are already enough guidelines for a fundamental change in our way of living and doing business. If these were also implemented, we would be on the right track.	72	71	73	65	69	75	70	79
Politicians follow the guidelines of industry and businesses too closely.	58	59	56	58	58	55	64	53
The idea of a fundamental change in our way of living and doing business worries me. I know from experience that many people are worse off afterwards than before.	58	59	57	56	59	57	56	61
Structural change measures should be enforced even if jobs are lost as a result.	45	48	41	47	43	45	44	45

Basis: 1,201 cases, total sample; figures in %.

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Attitudes towards policies (1)

To what extent do you agree with the following statements?

Response category: "Fully agree / Somewhat agree"

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<24,064 RSD)	Medium 60-140% (24,064-56,148 RSD)	High >140% (>56,148 RSD)
People with low incomes should receive more financial support if the costs for electricity and heating or mobility increase due to climate protection measures.	95	92	95	94	88	97	95
We need a more consistent shift to renewable energy.	94	97	94	92	95	94	94
Politicians must work harder to ensure the structuring of our economic system and way of life is socially just.	94	90	93	98	95	93	96
There should be support programmes to help businesses switch to climate-friendly production processes and products.	93	96	92	95	94	94	93
In order to preserve an environment worth living in for us and future generations, we need, above all, strict and consistent laws.	91	88	91	94	87	92	92
The businesses need clear guidelines from the state in order to become climate neutral.	91	93	91	93	91	92	90
Low-income, ethnic or other minorities should not be more affected by environmental pressures (e.g. noise and air pollution, water contamination, building on green spaces) than other population groups.	86	81	86	88	88	86	87

Basis: 1,201 cases, total sample; figures in %.

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Attitudes towards policies (2)

To what extent do you agree with the following statements?

Response category: "Fully agree / Somewhat agree"

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<24,064 RSD)	Medium 60-140% (24,064-56,148 RSD)	High >140% (>56,148 RSD)
Politicians would have to exert much stronger pressure on businesses to achieve climate-friendly production methods.	83	85	82	86	78	85	84
It annoys me that climate policy is controlled by the EU, because this does insufficiently take into account the specifics of Serbia.	78	84	78	75	81	78	75
If there are no suitable alternatives for the jobs affected by structural change, they should be maintained for as long as possible.	74	82	74	71	71	77	70
There are already enough guidelines for a fundamental change in our way of living and doing business. If these were also implemented, we would be on the right track.	72	67	71	75	71	73	72
Politicians follow the guidelines of industry and businesses too closely.	58	60	59	52	59	57	58
The idea of a fundamental change in our way of living and doing business worries me. I know from experience that many people are worse off afterwards than before.	58	79	58	53	68	59	54
Structural change measures should be enforced even if jobs are lost as a result.	45	38	44	49	41	45	46

Basis: 1,201 cases, total sample; figures in %.

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Attitudes towards policies (1)

To what extent do you agree with the following statements?

Response category: "Fully agree"

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
People with low incomes should receive more financial support if the costs for electricity and heating or mobility increase due to climate protection measures.	60	64	60	58	59	41	69	64	66	53	76
Politicians must work harder to ensure the structuring of our economic system and way of life is socially just.	53	50	55	53	58	40	60	56	52	46	70
In order to preserve an environment worth living in for us and future generations, we need, above all, strict and consistent laws.	52	59	59	57	45	34	60	53	48	44	70
There should be support programmes to help businesses switch to climate-friendly production processes and products.	52	55	64	63	64	35	54	45	48	44	62
Low-income, ethnic or other minorities should not be more affected by environmental pressures (e.g. noise and air pollution, water contamination, development of green spaces) than other population groups.	52	62	60	54	42	36	56	57	53	46	56
We need a more consistent shift to renewable energy.	49	45	58	60	54	43	50	37	40	47	70
The businesses need clear guidelines from the state in order to become climate neutral.	44	41	51	51	48	32	49	43	37	35	66

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Attitudes towards policies (2)

To what extent do you agree with the following statements?

Response category: "Fully agree"

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
It annoys me that climate policy is controlled by the EU, because this does insufficiently take into account the specifics of Serbia.	43	50	30	46	35	25	50	51	46	52	40
Politicians must exert much greater pressure on the economic sector to achieve climate compatible production methods.	42	41	54	45	44	31	49	35	35	35	58
There are already enough guidelines for a fundamental change in our way of living and doing business. If these were also implemented, we would be on the right track.	24	25	20	34	17	13	26	22	22	24	34
Politicians follow the guidelines of industry and businesses too closely.	20	21	22	27	12	13	16	19	23	20	22
The idea of a fundamental change in our way of living and doing business worries me. I know from experience that many people are worse off afterwards than before.	18	13	11	20	9	15	14	18	24	28	26
If there are no suitable alternatives for the jobs affected by structural change, they should be maintained for as long as possible.	17	18	16	25	9	12	16	11	16	26	16
Structural change measures should be enforced even if jobs are lost as a result.	12	7	16	19	8	10	11	10	10	20	15

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Attitudes towards policies (1)

To what extent do you agree with the following statements?

Response category: "Fully agree"

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
People with low incomes should receive more financial support if the costs for electricity and heating or mobility increase due to climate protection measures.	60	61	60	61	67	55	62	58
Politicians must work harder to ensure the structuring of our economic system and way of life is socially just.	53	54	53	52	51	56	57	50
In order to preserve an environment worth living in for us and future generations, we need, above all, strict and consistent laws.	52	51	54	50	52	50	55	55
There should be support programmes to help businesses switch to climate-friendly production processes and products.	52	49	55	51	58	48	54	50
Low-income, ethnic or other minorities should not be more affected by environmental pressures (e.g. noise and air pollution, water contamination, development of green spaces) than other population groups.	52	48	56	49	49	48	55	60
We need a more consistent shift to renewable energy.	49	48	50	48	52	48	51	48
The businesses need clear guidelines from the state in order to become climate neutral.	44	43	46	42	45	42	47	46

Basis: 1,201 cases, total sample; figures in %.

■ strongly overrepresented
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■ overrepresented
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Attitudes towards policies (2)

To what extent do you agree with the following statements?

Response category: "Fully agree"

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
It annoys me that climate policy is controlled by the EU, because this does insufficiently take into account the specifics of Serbia.	43	42	44	41	46	43	46	40
Politicians would have to exert much stronger pressure on businesses to achieve climate-friendly production methods.	42	42	42	40	42	40	46	40
There are already enough guidelines for a fundamental change in our way of living and doing business. If these were also implemented, we would be on the right track.	24	23	24	23	26	21	25	24
Politicians follow the guidelines of industry and businesses too closely.	20	21	18	26	22	20	22	10
The idea of a fundamental change in our way of living and doing business worries me. I know from experience that many people are worse off afterwards than before.	18	20	16	23	16	18	17	16
If there are no suitable alternatives for the jobs affected by structural change, they should be maintained for as long as possible.	17	19	15	22	17	15	18	13
Structural change measures should be enforced even if jobs are lost as a result.	12	14	11	13	13	11	15	11

Basis: 1,201 cases, total sample; figures in %.

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Attitudes towards policies (1)

To what extent do you agree with the following statements?

Response category: "Fully agree"

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<24,064 RSD)	Medium 60-140% (24,064-56,148 RSD)	High >140% (>56,148 RSD)
People with low incomes should receive more financial support if the costs for electricity and heating or mobility increase due to climate protection measures.	60	53	63	55	58	65	57
Politicians must work harder to ensure the structuring of our economic system and way of life is socially just.	53	52	53	54	52	52	56
In order to preserve an environment worth living in for us and future generations, we need, above all, strict and consistent laws.	52	60	52	52	46	54	53
There should be support programmes to help businesses switch to climate-friendly production processes and products.	52	40	52	56	51	50	54
Low-income, ethnic or other minorities should not be more affected by environmental pressures (e.g. noise and air pollution, water contamination, development of green spaces) than other population groups.	52	57	51	54	49	52	56
We need a more consistent shift to renewable energy.	49	43	49	51	48	47	53
The businesses need clear guidelines from the state in order to become climate neutral.	44	40	45	44	44	42	46

Basis: 1,201 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
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Attitudes towards policies (2)

To what extent do you agree with the following statements?

Response category: "Fully agree"

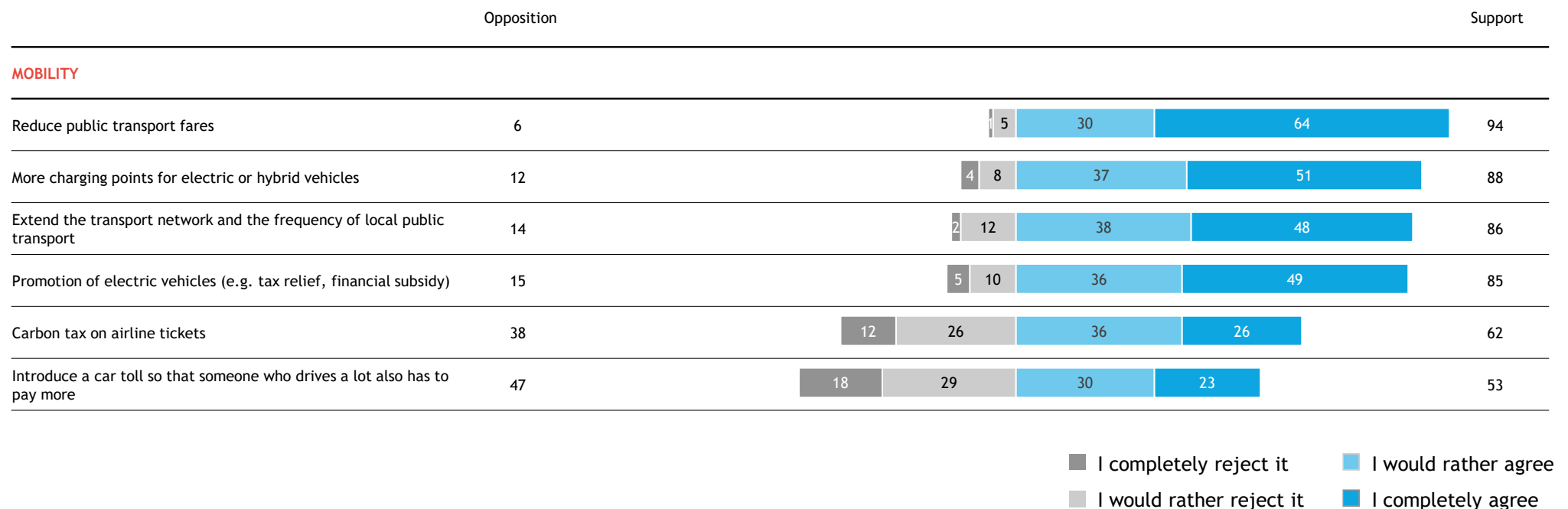
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<24,064 RSD)	Medium 60-140% (24,064-56,148 RSD)	High >140% (>56,148 RSD)
It annoys me that climate policy is controlled by the EU, because this does insufficiently take into account the specifics of Serbia.	43	49	45	37	41	44	41
Politicians must exert much greater pressure on the economic sector to achieve climate compatible production methods.	42	36	42	41	36	38	47
There are already enough guidelines for a fundamental change in our way of living and doing business. If these were also implemented, we would be on the right track.	24	23	24	23	28	24	22
Politicians follow the guidelines of industry and businesses too closely.	20	20	21	17	20	20	21
The idea of a fundamental change in our way of living and doing business worries me. I know from experience that many people are worse off afterwards than before.	18	36	18	16	23	18	18
If there are no suitable alternatives for the jobs affected by structural change, they should be maintained for as long as possible.	17	19	18	13	19	17	16
Structural change measures should be enforced even if jobs are lost as a result.	12	19	13	10	18	12	11

Basis: 1,201 cases, total sample; figures in %.

■ strongly overrepresented
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Assessment of measures in nature, environmental and climate protection (1)

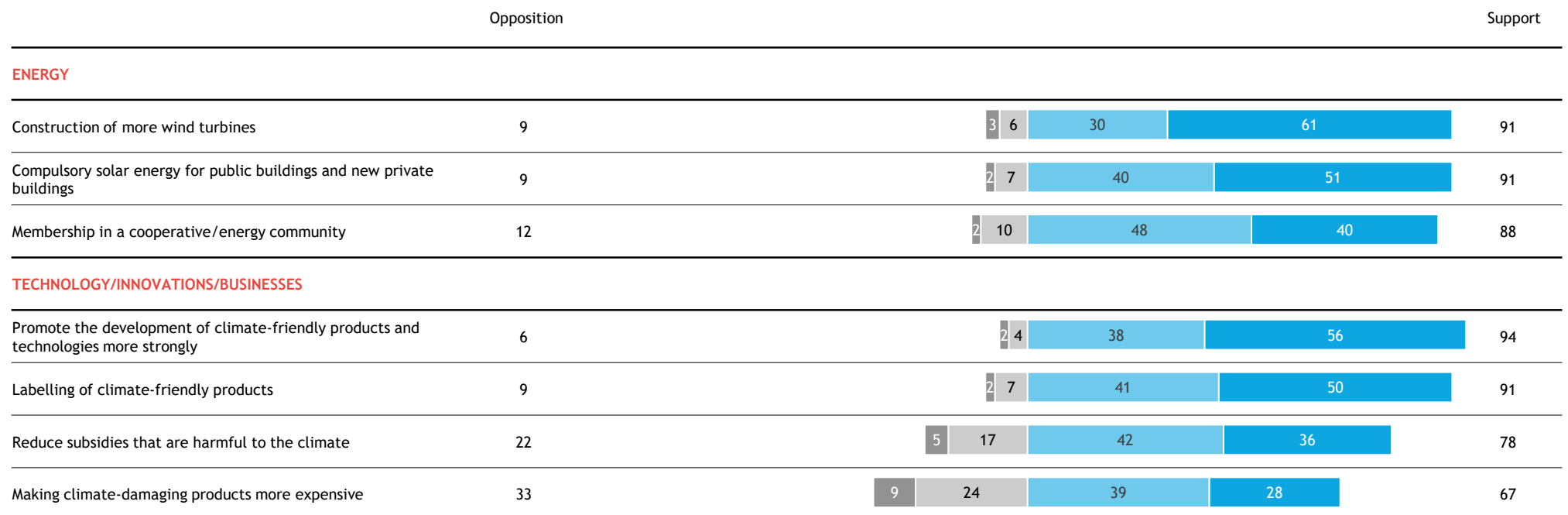
There are various proposals to advance climate and environmental protection. To what extent do you support the following measures?



Basis: 1,201 cases, total sample; figures in %.

Assessment of measures in nature, environmental and climate protection (2)

There are various proposals to advance climate and environmental protection. To what extent do you support the following measures?

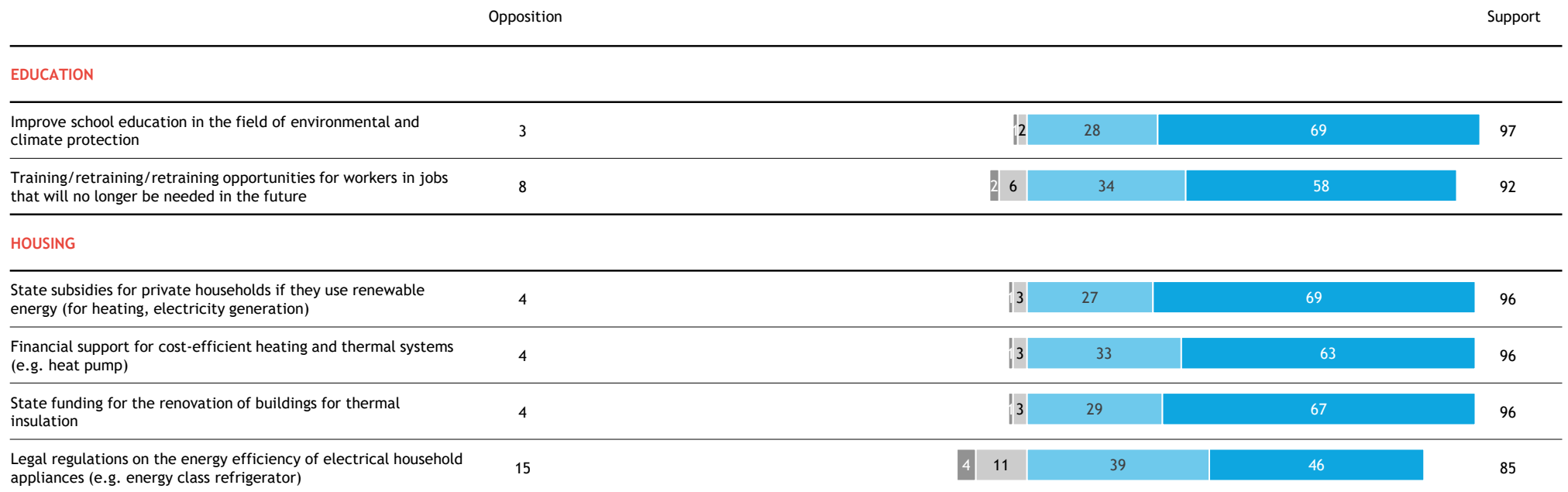


Basis: 1,201 cases, total sample; figures in %.

I completely reject it
 I would rather reject it
 I would rather agree
 I completely agree

Assessment of measures in nature, environmental and climate protection (3)

There are various proposals to advance climate and environmental protection. To what extent do you support the following measures?



Basis: 1,201 cases, total sample; figures in %.

I completely reject it
 I would rather agree
 I would rather reject it
 I completely agree

Assessment of measures in nature, environmental and climate protection (1)

There are various proposals to advance climate and environmental protection. To what extent do you support the following measures?

Response category: "I completely / would rather agree"

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
MOBILITY											
Reduce public transport fares	94	92	96	93	95	93	94	94	96	90	93
More charging points for electric or hybrid vehicles	88	92	93	87	95	89	88	84	86	84	93
Extend the transport network and the frequency of local public transport	86	85	85	87	87	86	93	80	85	84	86
Promotion of electric vehicles (e.g. tax relief, financial subsidy)	85	91	88	81	89	88	87	73	80	80	92
Carbon tax on airline tickets	62	66	68	61	72	58	60	59	56	58	61
Introduce a car toll so that someone who drives a lot also has to pay more	53	57	64	57	60	50	49	49	44	57	56

Basis: 1,201 cases, total sample; figures in %.

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Assessment of measures in nature, environmental and climate protection (1)

There are various proposals to advance climate and environmental protection. To what extent do you support the following measures?

Response category: "I completely / would rather agree"

Response category: "I completely / would rather agree"		Gender		Age (years)				
		Total	Male	Female	18-29	30-39	40-49	50-59
MOBILITY								
Reduce public transport fares	94	93	94	92	94	96	96	89
More charging points for electric or hybrid vehicles	88	87	90	86	86	88	91	91
Extend the transport network and the frequency of local public transport	86	87	85	85	85	87	86	87
Promotion of electric vehicles (e.g. tax relief, financial subsidy)	85	83	87	85	82	83	84	90
Carbon tax on airline tickets	62	61	61	55	59	61	64	66
Introduce a car toll so that someone who drives a lot also has to pay more	53	54	53	46	53	53	57	59

Basis: 1,201 cases, total sample; figures in %.

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Assessment of measures in nature, environmental and climate protection (1)

There are various proposals to advance climate and environmental protection. To what extent do you support the following measures?

Response category: "I completely / would rather agree"

Response category: "I completely / would rather agree"		Education			Net equivalent income (HH/month)		
	Total	Low	Medium	High	Low <60% (<24,064 RSD)	Medium 60-140% (24,064-56,148 RSD)	High >140% (>56,148 RSD)
MOBILITY							
Reduce public transport fares	94	93	94	92	96	95	92
More charging points for electric or hybrid vehicles	88	85	88	92	87	90	87
Extend the transport network and the frequency of local public transport	86	75	86	88	78	86	87
Promotion of electric vehicles (e.g. tax relief, financial subsidy)	85	83	84	87	81	87	84
Carbon tax on airline tickets	62	56	62	59	61	62	60
Introduce a car toll so that someone who drives a lot also has to pay more	53	61	53	55	56	53	56

Basis: 1,201 cases, total sample; figures in %.

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Assessment of measures in nature, environmental and climate protection (1)

There are various proposals to advance climate and environmental protection. To what extent do you support the following measures?

Response category: "I completely / would rather reject it"

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
MOBILITY											
Introduce a car toll so that someone who drives a lot also has to pay more	47	43	36	43	40	50	51	51	56	43	44
Carbon tax on airline tickets	38	34	32	39	28	42	40	41	44	42	39
Promotion of electric vehicles (e.g. tax relief, financial subsidy)	15	9	12	19	11	12	13	27	20	20	8
Extend the transport network and the frequency of local public transport	14	15	15	13	13	14	7	20	15	16	14
More charging points for electric or hybrid vehicles	12	8	7	13	5	11	12	16	14	16	7
Reduce public transport fares	6	8	4	7	5	7	6	6	4	10	7

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Assessment of measures in nature, environmental and climate protection (1)

There are various proposals to advance climate and environmental protection. To what extent do you support the following measures?

Response category: "I completely / would rather reject it"

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
MOBILITY								
Introduce a car toll so that someone who drives a lot also has to pay more	47	46	47	54	47	47	43	41
Carbon tax on airline tickets	38	39	39	45	41	39	36	34
Promotion of electric vehicles (e.g. tax relief, financial subsidy)	15	17	13	15	18	17	16	10
Extend the transport network and the frequency of local public transport	14	13	15	15	15	13	14	13
More charging points for electric or hybrid vehicles	12	13	10	14	14	12	9	9
Reduce public transport fares	6	7	6	8	6	4	4	11

Basis: 1,201 cases, total sample; figures in %.

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Assessment of measures in nature, environmental and climate protection (1)

There are various proposals to advance climate and environmental protection. To what extent do you support the following measures?

Response category: "I completely / would rather reject it"

Response category: "I completely / would rather reject it"	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<24,064 RSD)	Medium 60-140% (24,064-56,148 RSD)	High >140% (>56,148 RSD)
MOBILITY							
Introduce a car toll so that someone who drives a lot also has to pay more	47	39	47	45	44	47	44
Carbon tax on airline tickets	38	44	38	41	39	38	40
Promotion of electric vehicles (e.g. tax relief, financial subsidy)	15	17	16	13	19	13	16
Extend the transport network and the frequency of local public transport	14	25	14	12	22	14	13
More charging points for electric or hybrid vehicles	12	15	12	8	13	10	13
Reduce public transport fares	6	7	6	8	4	5	8

Basis: 1,201 cases, total sample; figures in %.

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Assessment of measures in nature, environmental and climate protection (2)

There are various proposals to advance climate and environmental protection. To what extent do you support the following measures?

Response category: "I completely / would rather agree"

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
ENERGY											
Construction of more wind turbines	91	92	96	92	93	92	90	82	96	87	93
Compulsory solar energy for public buildings and new private buildings	91	95	95	91	97	94	94	88	84	82	91
Membership in a cooperative/energy community	88	95	96	86	90	90	85	81	87	84	91
TECHNOLOGY/INNOVATIONS/BUSINESSES											
Promote the development of climate-friendly products and technologies more strongly	94	99	99	93	97	95	97	92	91	90	93
Labelling of climate-friendly products	91	94	91	91	95	88	94	86	87	86	92
Reduce subsidies that are harmful to the climate	78	84	82	82	75	74	74	71	76	77	79
Making climate-damaging products more expensive	67	74	80	66	70	65	71	63	63	57	72

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Assessment of measures in nature, environmental and climate protection (2)

There are various proposals to advance climate and environmental protection. To what extent do you support the following measures?

Response category: "I completely / would rather agree"

Response category: "I completely / would rather agree"		Gender		Age (years)				
	Total	Male	Female	18-29	30-39	40-49	50-59	60-69
ENERGY								
Construction of more wind turbines	91	89	93	88	92	93	91	92
Compulsory solar energy for public buildings and new private buildings	91	90	92	92	88	90	90	94
Membership in a cooperative/energy community	88	87	90	83	82	93	92	91
TECHNOLOGY/INNOVATIONS/BUSINESSES								
Promote the development of climate-friendly products and technologies more strongly	94	93	96	90	94	95	96	97
Labelling of climate-friendly products	91	88	92	89	89	91	90	92
Reduce subsidies that are harmful to the climate	78	78	78	75	75	77	80	81
Making climate-damaging products more expensive	67	66	69	59	61	70	72	76

Basis: 1,201 cases, total sample; figures in %.

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Assessment of measures in nature, environmental and climate protection (2)

There are various proposals to advance climate and environmental protection. To what extent do you support the following measures?

Response category: "I completely / would rather agree"

Response category: "I completely / would rather agree"		Education			Net equivalent income (HH/month)		
		Total	Low	Medium	High	Low <60% (<24,064 RSD)	Medium 60-140% (24,064-56,148 RSD)
ENERGY							
Construction of more wind turbines	91	83	92	92	88	91	91
Compulsory solar energy for public buildings and new private buildings	91	89	90	93	82	92	92
Membership in a cooperative/energy community	88	82	88	90	82	88	90
TECHNOLOGY/INNOVATIONS/BUSINESSES							
Promote the development of climate-friendly products and technologies more strongly	94	91	94	96	93	97	93
Labelling of climate-friendly products	91	91	90	92	90	89	91
Reduce subsidies that are harmful to the climate	78	79	78	77	73	77	80
Making climate-damaging products more expensive	67	65	66	74	60	69	69

Basis: 1,201 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Assessment of measures in nature, environmental and climate protection (2)

There are various proposals to advance climate and environmental protection. To what extent do you support the following measures?

Response category: "I completely / would rather reject it"

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
ENERGY											
Membership in a cooperative/energy community	12	5	4	14	10	10	15	19	13	16	9
Construction of more wind turbines	9	8	4	8	7	8	10	18	4	13	7
Compulsory solar energy for public buildings and new private buildings	9	5	5	9	3	6	6	12	16	18	9
TECHNOLOGY/INNOVATIONS/BUSINESSES											
Making climate-damaging products more expensive	33	26	20	34	30	35	29	37	37	43	28
Reduce subsidies that are harmful to the climate	22	16	18	18	25	26	26	29	24	23	21
Labelling of climate-friendly products	9	6	9	9	5	12	6	14	13	14	8
Promote the development of climate-friendly products and technologies more strongly	6	1	1	7	3	5	3	8	9	10	7

Basis: 1,201 cases, total sample; figures in %.

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strongly overrepresented
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Assessment of measures in nature, environmental and climate protection (2)

There are various proposals to advance climate and environmental protection. To what extent do you support the following measures?

Response category: "I completely / would rather reject it"

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
ENERGY								
Membership in a cooperative/energy community	12	13	10	17	18	7	8	9
Construction of more wind turbines	9	11	7	12	8	7	9	8
Compulsory solar energy for public buildings and new private buildings	9	10	8	8	12	10	10	6
TECHNOLOGY/INNOVATIONS/BUSINESSES								
Making climate-damaging products more expensive	33	34	31	41	39	30	28	24
Reduce subsidies that are harmful to the climate	22	22	22	25	25	23	20	19
Labelling of climate-friendly products	9	12	8	11	11	9	10	8
Promote the development of climate-friendly products and technologies more strongly	6	7	4	10	6	5	4	3

Basis: 1,201 cases, total sample; figures in %.

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Assessment of measures in nature, environmental and climate protection (2)

There are various proposals to advance climate and environmental protection. To what extent do you support the following measures?

Response category: "I completely / would rather reject it"

Response category: "I completely / would rather reject it"		Education			Net equivalent income (HH/month)		
	Total	Low	Medium	High	Low <60% (<24,064 RSD)	Medium 60-140% (24,064-56,148 RSD)	High >140% (>56,148 RSD)
ENERGY							
Membership in a cooperative/energy community	12	18	12	10	18	12	10
Construction of more wind turbines	9	17	8	8	12	9	9
Compulsory solar energy for public buildings and new private buildings	9	11	10	7	18	8	8
TECHNOLOGY/INNOVATIONS/BUSINESSES							
Making climate-damaging products more expensive	33	35	34	26	40	31	31
Reduce subsidies that are harmful to the climate	22	21	22	23	27	23	20
Labelling of climate-friendly products	9	9	10	8	10	11	9
Promote the development of climate-friendly products and technologies more strongly	6	9	6	4	7	3	7

Basis: 1,201 cases, total sample; figures in %.

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Assessment of measures in nature, environmental and climate protection (3)

There are various proposals to advance climate and environmental protection. To what extent do you support the following measures?

Response category: "I completely / would rather agree"

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
EDUCATION											
Improve school education in the field of environmental and climate protection	97	99	99	97	98	96	98	96	97	94	97
Training/retraining/retraining opportunities for workers in jobs that will no longer be needed in the future	92	94	96	90	93	94	93	90	92	88	93
HOUSING											
State subsidies for private households if they use renewable energy (for heating, electricity generation)	96	98	100	97	96	94	98	92	98	91	98
Financial support for cost-efficient heating and thermal systems (e.g. heat pump)	96	99	100	97	95	95	98	89	93	93	95
State funding for the renovation of buildings for thermal insulation	96	98	95	95	100	94	99	96	98	93	98
Legal regulations on the energy efficiency of electrical household appliances (e.g. energy class refrigerator)	85	89	91	83	89	86	90	81	79	80	82

Basis: 1,201 cases, total sample; figures in %.

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Assessment of measures in nature, environmental and climate protection (3)

There are various proposals to advance climate and environmental protection. To what extent do you support the following measures?

Response category: "I completely / would rather agree"

Response category: "I completely / would rather agree"		Gender		Age (years)				
	Total	Male	Female	18-29	30-39	40-49	50-59	60-69
EDUCATION								
Improve school education in the field of environmental and climate protection	97	96	98	97	98	96	98	96
Training/retraining/retraining opportunities for workers in jobs that will no longer be needed in the future	92	92	92	88	91	94	96	92
HOUSING								
State subsidies for private households if they use renewable energy (for heating, electricity generation)	96	96	97	95	96	95	98	97
Financial support for cost-efficient heating and thermal systems (e.g. heat pump)	96	95	96	95	94	96	96	96
State funding for the renovation of buildings for thermal insulation	96	95	98	93	95	96	99	99
Legal regulations on the energy efficiency of electrical household appliances (e.g. energy class refrigerator)	85	83	87	79	82	87	86	89

Basis: 1,201 cases, total sample; figures in %.

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Assessment of measures in nature, environmental and climate protection (3)

There are various proposals to advance climate and environmental protection. To what extent do you support the following measures?

Response category: "I completely / would rather agree"

Response category: "I completely / would rather agree"		Education			Net equivalent income (HH/month)		
	Total	Low	Medium	High	Low <60% (<24,064 RSD)	Medium 60-140% (24,064-56,148 RSD)	High >140% (>56,148 RSD)
EDUCATION							
Improve school education in the field of environmental and climate protection	97	94	98	96	94	98	96
Training/retraining/retraining opportunities for workers in jobs that will no longer be needed in the future	92	92	92	93	87	94	92
HOUSING							
State subsidies for private households if they use renewable energy (for heating, electricity generation)	96	98	96	97	93	98	95
Financial support for cost-efficient heating and thermal systems (e.g. heat pump)	96	96	95	99	87	96	97
State funding for the renovation of buildings for thermal insulation	96	96	96	98	94	98	95
Legal regulations on the energy efficiency of electrical household appliances (e.g. energy class refrigerator)	85	74	85	88	80	86	84

Basis: 1,201 cases, total sample; figures in %.

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Assessment of measures in nature, environmental and climate protection (3)





There are various proposals to advance climate and environmental protection. To what extent do you support the following measures?

Response category: "I completely / would rather reject it"

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
EDUCATION											
Training/retraining/retraining opportunities for workers in jobs that will no longer be needed in the future	8	6	4	10	7	6	7	10	8	12	7
Improve school education in the field of environmental and climate protection	3	1	1	3	2	4	2	4	3	6	3
HOUSING											
Legal regulations on the energy efficiency of electrical household appliances (e.g. energy class refrigerator)	15	11	9	17	11	14	10	19	21	20	18
State subsidies for private households if they use renewable energy (for heating, electricity generation)	4	2	-	3	4	6	2	8	2	9	2
Financial support for cost-efficient heating and thermal systems (e.g. heat pump)	4	1	-	3	5	5	2	11	7	7	5
State funding for the renovation of buildings for thermal insulation	4	2	5	5	-	6	1	4	2	7	2

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Assessment of measures in nature, environmental and climate protection (3)

There are various proposals to advance climate and environmental protection. To what extent do you support the following measures?

Response category: "I completely / would rather reject it"

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
EDUCATION								
Training/retraining/retraining opportunities for workers in jobs that will no longer be needed in the future	8	8	8	12	9	6	4	8
Improve school education in the field of environmental and climate protection	3	4	2	3	2	4	2	4
HOUSING								
Legal regulations on the energy efficiency of electrical household appliances (e.g. energy class refrigerator)	15	17	13	21	18	13	14	11
State subsidies for private households if they use renewable energy (for heating, electricity generation)	4	4	3	5	4	5	2	3
Financial support for cost-efficient heating and thermal systems (e.g. heat pump)	4	5	4	5	6	4	4	4
State funding for the renovation of buildings for thermal insulation	4	5	2	7	5	4	1	1

Basis: 1,201 cases, total sample; figures in %.

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Assessment of measures in nature, environmental and climate protection (3)

There are various proposals to advance climate and environmental protection. To what extent do you support the following measures?

Response category: "I completely / would rather reject it"

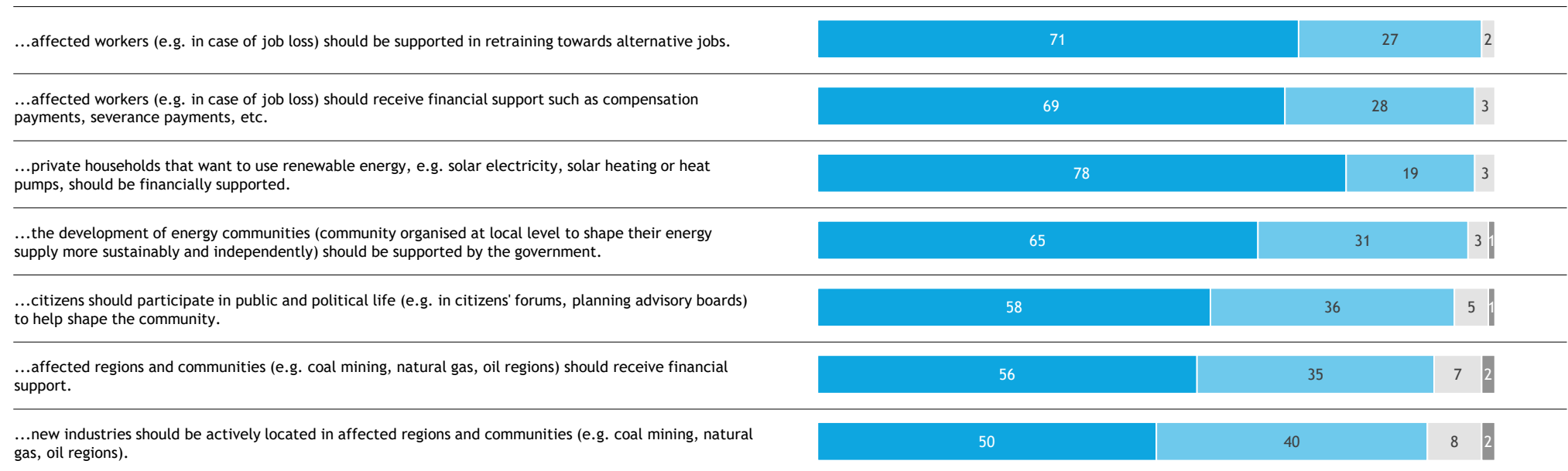
Response category: "I completely / would rather reject it"		Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<24,064 RSD)	Medium 60-140% (24,064-56,148 RSD)	High >140% (>56,148 RSD)
EDUCATION							
Training/retraining/retraining opportunities for workers in jobs that will no longer be needed in the future	8	8	8	7	13	6	8
Improve school education in the field of environmental and climate protection	3	6	2	4	6	2	4
HOUSING							
Legal regulations on the energy efficiency of electrical household appliances (e.g. energy class refrigerator)	15	26	15	12	20	14	16
State subsidies for private households if they use renewable energy (for heating, electricity generation)	4	2	4	3	7	2	5
Financial support for cost-efficient heating and thermal systems (e.g. heat pump)	4	4	5	1	13	4	3
State funding for the renovation of buildings for thermal insulation	4	4	4	2	6	2	5

Basis: 1,201 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Attitudes towards the energy and heat transition

In the conversion of the electricity and heat supply to renewable energy, such as solar, wind, etc....



Basis: 1,201 cases, total sample; figures in %.

■ Fully agree
 ■ Somewhat agree
 ■ Somewhat disagree
 ■ Completely disagree

Attitudes towards the energy and heat transition

In the conversion of the electricity and heat supply to renewable energy, such as solar, wind, etc....

Response category: "Fully agree / Somewhat agree"

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
...affected workers (e.g. in case of job loss) should be supported in retraining towards alternative jobs.	98	98	100	98	100	95	99	97	98	95	100
...affected workers (e.g. in case of job loss) should receive financial support such as compensation payments, severance pay, etc.	97	99	97	95	95	95	99	99	98	97	97
...private households that want to use renewable energy, e.g. solar electricity, solar heating or heat pumps, should be financially supported.	97	100	100	96	95	96	99	92	99	93	97
...the development of energy communities (community organised at local level to shape their energy supply more sustainably and independently) should be supported by the government.	96	99	99	96	100	94	98	95	97	91	98
...citizens should participate in public and political life (e.g. in citizens' forums, planning advisory boards) to help shape the community.	94	95	93	95	90	94	96	95	93	90	95
...affected regions and communities (e.g. coal mining, natural gas, oil regions) should receive financial support.	91	98	93	89	90	90	92	84	91	90	95
...new industries should be actively located in affected regions and communities (e.g. coal mining, natural gas, oil regions).	90	89	96	88	89	95	93	87	92	83	91

Basis: 1,201 cases, total sample; figures in %.

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Attitudes towards the energy and heat transition

In the conversion of the electricity and heat supply to renewable energy, such as solar, wind, etc....

Response category: "Fully agree / Somewhat agree"

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
...affected workers (e.g. in case of job loss) should be supported in retraining towards alternative jobs.	98	98	98	98	98	98	99	97
...affected workers (e.g. in case of job loss) should receive financial support such as compensation payments, severance pay, etc.	97	97	98	93	98	98	99	99
...private households that want to use renewable energy, e.g. solar electricity, solar heating or heat pumps, should be financially supported.	97	96	97	91	98	98	98	98
...the development of energy communities (community organised at local level to shape their energy supply more sustainably and independently) should be supported by the government.	96	96	97	94	95	99	97	98
...citizens should participate in public and political life (e.g. in citizens' forums, planning advisory boards) to help shape the community.	94	93	94	91	92	94	97	95
...affected regions and communities (e.g. coal mining, natural gas, oil regions) should receive financial support.	91	90	92	89	91	93	94	90
...new industries should be actively located in affected regions and communities (e.g. coal mining, natural gas, oil regions).	90	88	93	84	87	94	94	92

Basis: 1,201 cases, total sample; figures in %.

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Attitudes towards the energy and heat transition

In the conversion of the electricity and heat supply to renewable energy, such as solar, wind, etc....

Response category: "Fully agree / Somewhat agree"

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<24,064 RSD)	Medium 60-140% (24,064-56,148 RSD)	High >140% (>56,148 RSD)
...affected workers (e.g. in case of job loss) should be supported in retraining towards alternative jobs.	98	97	98	98	99	98	97
...affected workers (e.g. in case of job loss) should receive financial support such as compensation payments, severance pay, etc.	97	95	97	98	97	98	96
...private households that want to use renewable energy, e.g. solar electricity, solar heating or heat pumps, should be financially supported.	97	94	96	98	95	98	96
...the development of energy communities (community organised at local level to shape their energy supply more sustainably and independently) should be supported by the government.	96	94	96	97	94	97	96
...citizens should participate in public and political life (e.g. in citizens' forums, planning advisory boards) to help shape the community.	94	90	93	96	92	95	93
...affected regions and communities (e.g. coal mining, natural gas, oil regions) should receive financial support.	91	78	91	94	90	91	91
...new industries should be actively located in affected regions and communities (e.g. coal mining, natural gas, oil regions).	90	84	90	93	84	91	91

Basis: 1,201 cases, total sample; figures in %.

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Attitudes towards the energy and heat transition

In the conversion of the electricity and heat supply to renewable energy, such as solar, wind, etc....

Response category: "Fully agree"

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
...private households that want to use renewable energy, e.g. solar electricity, solar heating or heat pumps, should be financially supported.	78	82	83	81	81	65	86	74	79	68	86
...affected workers (e.g. in case of job loss) should be supported in retraining towards alternative jobs.	71	73	79	80	77	59	80	70	63	56	85
...affected workers (e.g. in case of job loss) should receive financial support such as compensation payments, severance pay, etc.	69	70	73	69	70	59	72	69	72	62	82
...the development of energy communities (community organised at local level to shape their energy supply more sustainably and independently) should be supported by the government.	65	74	74	74	68	54	67	66	55	54	79
...citizens should participate in public and political life (e.g. in citizens' forums, planning advisory boards) to help shape the community.	58	60	66	71	53	46	57	56	52	54	73
...affected regions and communities (e.g. coal mining, natural gas, oil regions) should receive financial support.	56	63	56	66	58	45	63	50	47	49	72
...new industries should be actively located in affected regions and communities (e.g. coal mining, natural gas, oil regions).	50	51	65	56	39	43	53	44	45	44	62

Basis: 1,201 cases, total sample; figures in %.

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Attitudes towards the energy and heat transition

In the conversion of the electricity and heat supply to renewable energy, such as solar, wind, etc....

Response category: "Fully agree"

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
...private households that want to use renewable energy, e.g. solar electricity, solar heating or heat pumps, should be financially supported.	78	78	78	70	81	76	78	84
...affected workers (e.g. in case of job loss) should be supported in retraining towards alternative jobs.	71	69	74	70	74	72	75	65
...affected workers (e.g. in case of job loss) should receive financial support such as compensation payments, severance pay, etc.	69	67	71	66	70	72	74	65
...the development of energy communities (community organised at local level to shape their energy supply more sustainably and independently) should be supported by the government.	65	66	66	61	65	67	68	68
...citizens should participate in public and political life (e.g. in citizens' forums, planning advisory boards) to help shape the community.	58	61	56	54	62	53	62	61
...affected regions and communities (e.g. coal mining, natural gas, oil regions) should receive financial support.	56	53	60	51	58	59	61	52
...new industries should be actively located in affected regions and communities (e.g. coal mining, natural gas, oil regions).	50	49	51	44	51	53	53	51

Basis: 1,201 cases, total sample; figures in %.

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Attitudes towards the energy and heat transition

In the conversion of the electricity and heat supply to renewable energy, such as solar, wind, etc....

Response category: "Fully agree"

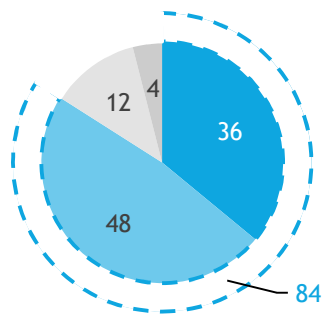
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<24,064 RSD)	Medium 60-140% (24,064-56,148 RSD)	High >140% (>56,148 RSD)
...private households that want to use renewable energy, e.g. solar electricity, solar heating or heat pumps, should be financially supported.	78	64	79	79	74	78	80
...affected workers (e.g. in case of job loss) should be supported in retraining towards alternative jobs.	71	68	72	69	72	73	70
...affected workers (e.g. in case of job loss) should receive financial support such as compensation payments, severance pay, etc.	69	62	70	66	67	73	67
...the development of energy communities (community organised at local level to shape their energy supply more sustainably and independently) should be supported by the government.	65	56	67	63	69	64	69
...citizens should participate in public and political life (e.g. in citizens' forums, planning advisory boards) to help shape the community.	58	54	59	57	50	60	60
...affected regions and communities (e.g. coal mining, natural gas, oil regions) should receive financial support.	56	40	56	61	50	56	60
...new industries should be actively located in affected regions and communities (e.g. coal mining, natural gas, oil regions).	50	34	49	57	48	48	54

Basis: 1,201 cases, total sample; figures in %.

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■ overrepresented ■ underrepresented

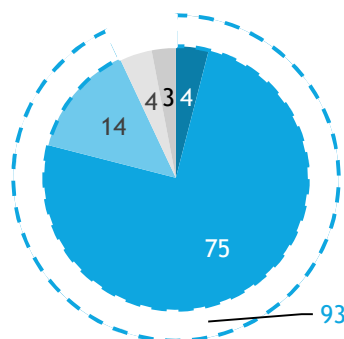
Attitudes towards the energy and heat transition

Could you imagine being actively involved in shaping your community's energy supply?



Yes, definitely
Somewhat, yes
No, not really
No, not at all

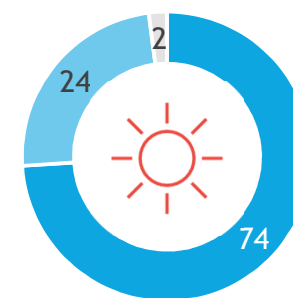
Could you imagine generating your own energy?



I already generate my own energy
Yes, definitely
Somewhat, yes
No, not really
No, not at all

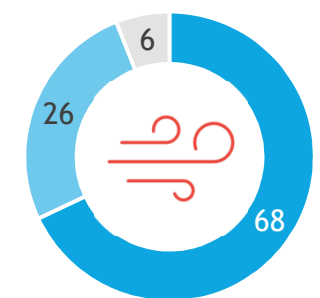
How would you evaluate the construction of a solar or a wind park in your community if the profits it generates benefit the community?

Solar park



I think that would be good
I would accept it
I would reject it

Wind park



Basis: 1,201 cases, total sample; figures in %.

Attitudes towards the energy and heat transition

Could you imagine taking an active part in shaping the energy supply of your community (e.g. by joining/membership of an energy cooperative, financial participation or via a project in your community)?

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
YES	84	94	88	88	88	85	76	87	73	77	95
Yes, definitely	36	37	35	54	36	25	30	36	20	40	49
Somewhat, yes	48	56	53	34	52	60	46	50	53	38	46
NO	16	6	12	12	12	15	24	13	27	23	5
No, not really	12	6	8	11	10	12	14	9	19	16	5
No, not at all	4	-	3	1	3	3	10	4	8	6	-

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Attitudes towards the energy and heat transition

Could you imagine taking an active part in shaping the energy supply of your community (e.g. by joining/membership of an energy cooperative, financial participation or via a project in your community)?

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
YES	84	87	82	82	83	88	88	81
Yes, definitely	36	40	31	37	40	38	35	28
Somewhat, yes	48	47	51	46	43	50	53	52
NO	16	13	18	18	17	12	12	19
No, not really	12	10	13	16	12	8	9	13
No, not at all	4	3	5	2	4	4	3	6

Basis: 1,201 cases, total sample; figures in %.

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Attitudes towards the energy and heat transition

Could you imagine taking an active part in shaping the energy supply of your community (e.g. by joining/membership of an energy cooperative, financial participation or via a project in your community)?

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<24,064 RSD)	Medium 60-140% (24,064-56,148 RSD)	High >140% (>56,148 RSD)
YES	84	78	84	86	82	84	89
Yes, definitely	36	31	34	40	30	33	43
Somewhat, yes	48	47	50	46	52	51	45
NO	16	22	16	14	18	16	11
No, not really	12	19	12	10	15	12	9
No, not at all	4	3	4	4	3	4	2

Basis: 1,201 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented





Attitudes towards the energy and heat transition

Could you imagine generating your own energy?

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
YES	89	92	88	92	89	94	89	88	87	82	92
Yes, definitely	75	76	79	80	80	76	71	78	73	67	82
Somewhat, yes	14	16	9	12	9	18	19	11	15	14	10
NO	7	4	5	5	5	5	10	6	11	9	2
No, not really	4	2	4	4	5	4	2	4	6	4	1
No, not at all	3	2	1	1	-	1	8	2	5	5	2
I already generate my own energy	4	4	8	4	6	1	1	6	2	9	5

Basis: 1,201 cases, total sample; figures in %.

EST = Established
 INT = Intellectuals
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 SEN = Sensation-Oriented
 PRO = Progressive Realists

 strongly overrepresented  strongly underrepresented
 overrepresented  underrepresented

Attitudes towards the energy and heat transition

Could you imagine generating your own energy (e.g. by installing solar panels on the roof or balcony)?

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
YES	89	89	89	84	89	92	92	88
Yes, definitely	75	78	73	68	78	82	76	72
Somewhat, yes	14	11	16	16	11	10	16	17
NO	7	6	8	8	7	5	5	8
No, not really	4	3	4	6	4	4	2	2
No, not at all	3	2	4	2	2	2	4	6
I already generate my own energy	4	5	3	8	4	2	3	4

Basis: 1,201 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Attitudes towards the energy and heat transition

Could you imagine generating your own energy (e.g. by installing solar panels on the roof or balcony)?

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<24,064 RSD)	Medium 60-140% (24,064-56,148 RSD)	High >140% (>56,148 RSD)
YES	89	92	90	87	88	91	89
Yes, definitely	75	73	76	76	69	75	79
Somewhat, yes	14	19	14	12	19	16	10
NO	7	3	7	6	7	7	6
No, not really	4	3	4	3	6	3	3
No, not at all	3	-	3	3	1	4	3
I already generate my own energy	4	4	3	7	5	2	6

Basis: 1,201 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
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Attitudes towards the energy and heat transition

How would you evaluate the construction of a solar park or a wind park in your community if the profits it generates benefit the community?

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Solar											
I think that would be good	74	72	84	75	85	74	72	67	65	67	87
I would accept it	24	28	16	21	12	24	26	30	32	28	13
I would reject it	2	-	-	4	2	2	3	4	2	4	-
Wind											
I think that would be good	68	71	72	74	75	67	66	57	62	65	74
I would accept it	26	27	24	20	22	29	25	33	34	25	23
I would reject it	6	2	4	6	3	5	9	10	4	10	2

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Attitudes towards the energy and heat transition

How would you evaluate the construction of a solar park or a wind park in your community if the profits it generates benefit the community?

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Solar								
I think that would be good	74	79	68	73	77	75	72	71
I would accept it	24	18	30	22	20	23	26	28
I would reject it	2	3	2	4	3	2	2	1
Wind								
I think that would be good	68	71	65	64	74	70	65	66
I would accept it	26	23	30	27	22	25	30	29
I would reject it	6	7	5	9	4	5	5	5

Basis: 1,201 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
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Attitudes towards the energy and heat transition

How would you evaluate the construction of a solar park or a wind park in your community if the profits it generates benefit the community?

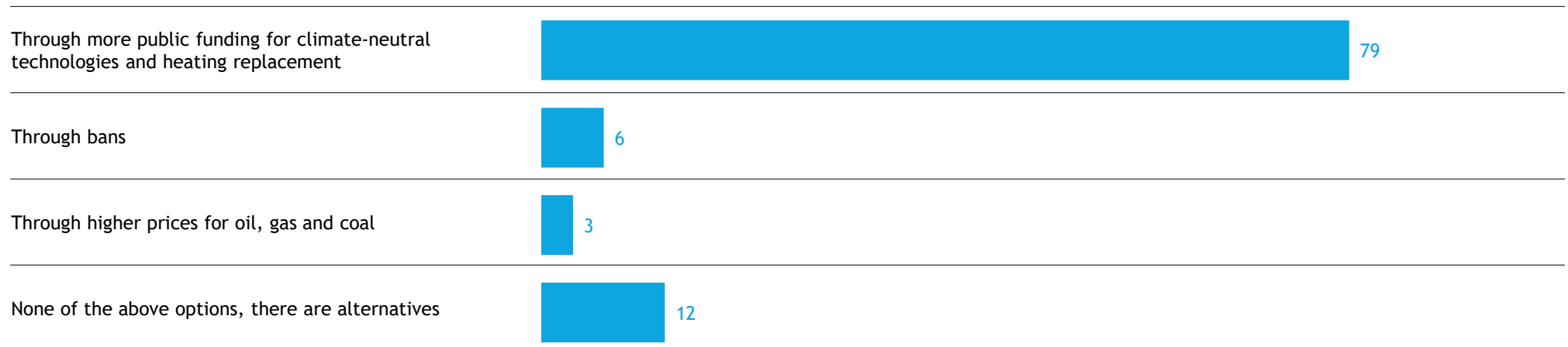
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<24,064 RSD)	Medium 60-140% (24,064-56,148 RSD)	High >140% (>56,148 RSD)
Solar							
I think that would be good	74	61	74	74	75	69	81
I would accept it	24	34	23	24	22	28	17
I would reject it	2	5	2	2	3	3	2
Wind							
I think that would be good	68	63	67	72	69	64	74
I would accept it	26	34	27	22	26	30	21
I would reject it	6	3	6	6	6	7	5

Basis: 1,201 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
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Attitudes towards the energy and heat transition

For the fight against climate change, it is necessary to heat differently in the coming years. How should this be done?



Basis: 1,201 cases, total sample; figures in %.

Attitudes towards the energy and heat transition

For the fight against climate change, it is necessary to heat differently in the coming years. How should this be done?

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Through more public funding for climate-neutral technologies and heating replacement	79	83	84	74	90	82	81	65	80	70	87
Through bans	6	5	5	7	6	5	1	8	5	11	6
Through higher prices for oil, gas and coal	3	4	4	2	2	3	2	2	3	1	3
None of the above options, there are alternatives	12	8	7	16	2	10	16	25	13	18	4

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Attitudes towards the energy and heat transition

For the fight against climate change, it is necessary to heat differently in the coming years. How should this be done?

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Through more public funding for climate-neutral technologies and heating replacement	79	76	81	67	78	80	84	84
Through bans	6	7	5	11	8	3	3	4
Through higher prices for oil, gas and coal	3	3	2	6	3	2	2	1
None of the above options, there are alternatives	12	14	12	16	12	14	11	10

Basis: 1,201 cases, total sample; figures in %.

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Attitudes towards the energy and heat transition

For the fight against climate change, it is necessary to heat differently in the coming years. How should this be done?

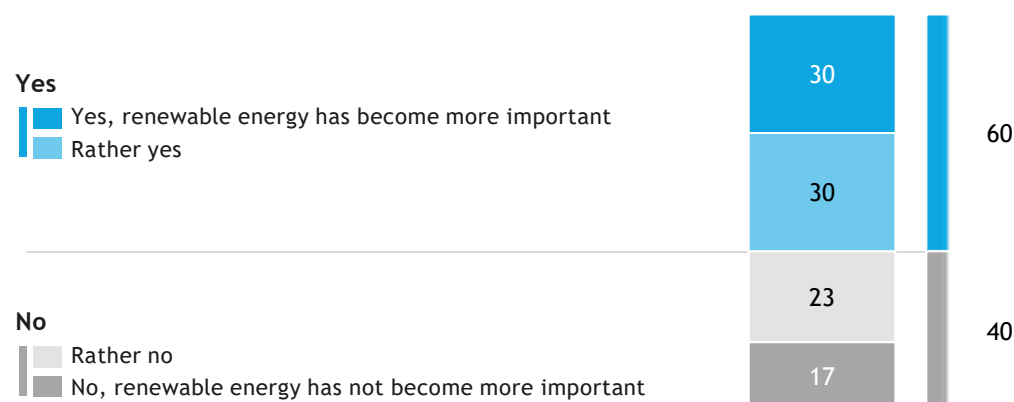
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<24,064 RSD)	Medium 60-140% (24,064-56,148 RSD)	High >140% (>56,148 RSD)
Through more public funding for climate-neutral technologies and heating replacement	79	63	79	83	66	81	80
Through bans	6	16	6	4	6	4	6
Through higher prices for oil, gas and coal	3	6	3	2	9	2	3
None of the above options, there are alternatives	12	15	13	12	19	12	11

Basis: 1,201 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
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Attitudes towards the energy and heat transition

Has renewable energy (solar, wind, etc.) become more important for you since the outbreak of the Russia-Ukraine conflict?



Basis: 1,201 cases, total sample; figures in %.

Attitudes towards the energy and heat transition

Has renewable energy (solar, wind, etc.) become more important for you since the outbreak of the Russia-Ukraine conflict?

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
YES	60	64	64	60	66	59	59	50	56	57	69
Yes, renewable energy has become more important	30	32	32	31	34	29	32	22	23	32	33
Rather yes	30	32	32	29	32	30	27	28	32	25	36
NO	40	36	36	40	34	41	41	50	44	43	31
Rather no	23	22	23	17	21	28	22	22	25	25	24
No, renewable energy has not become more important	17	13	13	23	13	13	19	28	19	17	7

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Attitudes towards the energy and heat transition

Has renewable energy (solar, wind, etc.) become more important for you since the outbreak of the Russia-Ukraine conflict?

		Gender		Age (years)				
	Total	Male	Female	18-29	30-39	40-49	50-59	60-69
YES	60	62	58	65	62	58	58	58
Yes, renewable energy has become more important	30	33	27	32	34	30	27	27
Rather yes	30	29	31	33	28	28	31	31
NO	40	38	42	35	38	42	42	42
Rather no	23	20	26	23	21	23	26	24
No, renewable energy has not become more important	17	18	16	13	17	20	16	18

Basis: 1,201 cases, total sample; figures in %.

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■ overrepresented ■ underrepresented

Attitudes towards the energy and heat transition

Has renewable energy (solar, wind, etc.) become more important for you since the outbreak of the Russia-Ukraine conflict?

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<24,064 RSD)	Medium 60-140% (24,064-56,148 RSD)	High >140% (>56,148 RSD)
YES	60	65	62	52	70	58	61
Yes, renewable energy has become more important	30	30	31	28	36	27	34
Rather yes	30	35	31	24	34	31	27
NO	40	35	38	48	30	42	39
Rather no	23	19	23	26	15	25	22
No, renewable energy has not become more important	17	17	15	22	15	17	17

Basis: 1,201 cases, total sample; figures in %.

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5

Interest in information and level of
knowledge

Main findings

Interest in information and level of knowledge

Interest in information and level of knowledge: Climate change

- 81% of respondents express a fundamental interest in the topic of climate change. 33% are "very" interested. Less interest was expressed by 16% and no interest at all by 3%.
- 63% rate their level of knowledge about ecological interrelationships and environmental problems (e.g. forest dieback, biodiversity, etc.) as (rather) high. However, only 7% rate their level of knowledge as "very high,,. A (rather) low level of knowledge is attested by 37%, with 2% saying they know very little.

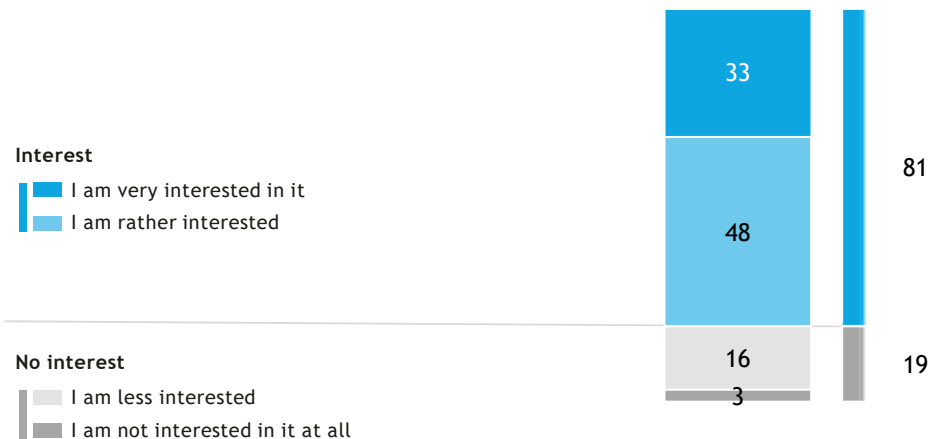
Interest in information and level of knowledge: Policies

- Only 4% of respondents feel "very well" informed about policies for a change towards a more climate and environmentally friendly economy. 30% feel "rather well" informed. This compares to 60% who feel "rather not well" informed and 6% who feel "not at all well" informed.
- 84% of respondents think that policies for a change towards a more climate and environmentally friendly economy are insufficiently explained and clarified. Only 16% disagree.

Interest in information and level of knowledge: Climate change

There are always discussions about climate change, i.e. global warming, which will lead to environmental changes and changes in everyday life in the coming decades. How interested are you personally in this topic?

How high do you rate your level of knowledge about ecological interrelationships and environmental problems (forest dieback, species extinction, pollution of the oceans, extreme weather, etc.)?



Basis: 1,201 cases, total sample; figures in %.

Interest in information and level of knowledge: Climate change

There are always discussions about climate change, i.e. global warming, which will lead to environmental changes and changes in everyday life in the coming decades. How interested are you personally in this topic?

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
INTERESTED	81	88	95	77	84	83	87	78	63	69	92
I am very interested in it	33	48	40	42	25	19	30	31	25	23	52
I am rather interested	48	40	55	35	59	64	57	47	38	46	39
NOT INTERESTED	19	12	5	23	16	17	13	22	37	31	8
I am less interested	16	11	5	21	15	16	10	19	32	25	6
I am not interested in it at all	3	1	-	2	1	1	3	3	5	6	2

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Interest in information and level of knowledge: Climate change

There are always discussions about climate change, i.e. global warming, which will lead to environmental changes and changes in everyday life in the coming decades. How interested are you personally in this topic?

		Gender		Age (years)				
	Total	Male	Female	18-29	30-39	40-49	50-59	60-69
INTERESTED	81	79	83	83	80	83	84	75
I am very interested in it	33	34	33	33	34	34	34	31
I am rather interested	48	45	50	50	45	49	50	44
NOT INTERESTED	19	21	17	17	20	17	16	25
I am less interested	16	17	16	14	19	16	13	21
I am not interested in it at all	3	4	2	3	2	2	2	4

Basis: 1,201 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
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Interest in information and level of knowledge: Climate change

There are always discussions about climate change, i.e. global warming, which will lead to environmental changes and changes in everyday life in the coming decades. How interested are you personally in this topic?

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<24,064 RSD)	Medium 60-140% (24,064-56,148 RSD)	High >140% (>56,148 RSD)
INTERESTED	81	76	80	84	75	82	83
I am very interested in it	33	30	32	37	28	30	40
I am rather interested	48	46	48	48	47	53	43
NOT INTERESTED	19	24	20	16	25	18	17
I am less interested	16	17	17	14	20	15	16
I am not interested in it at all	3	6	3	2	4	3	2

Basis: 1,201 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Interest in information and level of knowledge: Climate change

How high do you rate your level of knowledge about ecological interrelationships and environmental problems (forest dieback, species extinction, pollution of the oceans, extreme weather, etc.)?

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
INTERESTED	63	73	65	64	58	54	60	61	52	66	80
I am very interested in it	7	6	4	12	8	11	3	2	4	11	12
I am rather interested	56	67	61	52	49	43	58	58	48	55	68
NOT INTERESTED	37	27	35	36	42	46	40	39	48	34	20
I am less interested	35	26	35	34	41	45	34	37	47	30	18
I am not interested in it at all	2	1	-	2	1	1	5	2	1	3	3

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Interest in information and level of knowledge: Climate change

How high do you rate your level of knowledge about ecological interrelationships and environmental problems (forest dieback, species extinction, pollution of the oceans, extreme weather, etc.)?

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
HIGH	63	70	57	63	52	64	66	70
Very high	7	9	6	10	7	8	4	6
Rather high	56	61	51	53	45	56	61	63
LOW	37	30	43	37	48	36	34	30
Rather low	35	29	41	34	46	33	34	29
Very low	2	2	2	3	2	3	0	2

Basis: 1,201 cases, total sample; figures in %.

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Interest in information and level of knowledge: Climate change

How high do you rate your level of knowledge about ecological interrelationships and environmental problems (forest dieback, species extinction, pollution of the oceans, extreme weather, etc.)?

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<24,064 RSD)	Medium 60-140% (24,064-56,148 RSD)	High >140% (>56,148 RSD)
HIGH	63	53	63	65	64	64	64
Very high	7	9	6	10	10	7	8
Rather high	56	44	57	56	54	57	56
LOW	37	47	37	35	36	36	36
Rather low	35	46	35	34	30	35	35
Very low	2	1	2	1	6	2	1

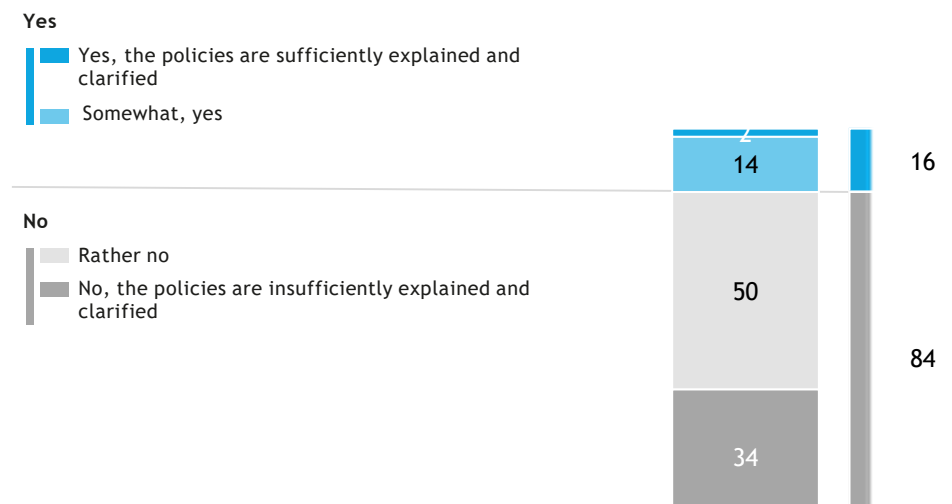
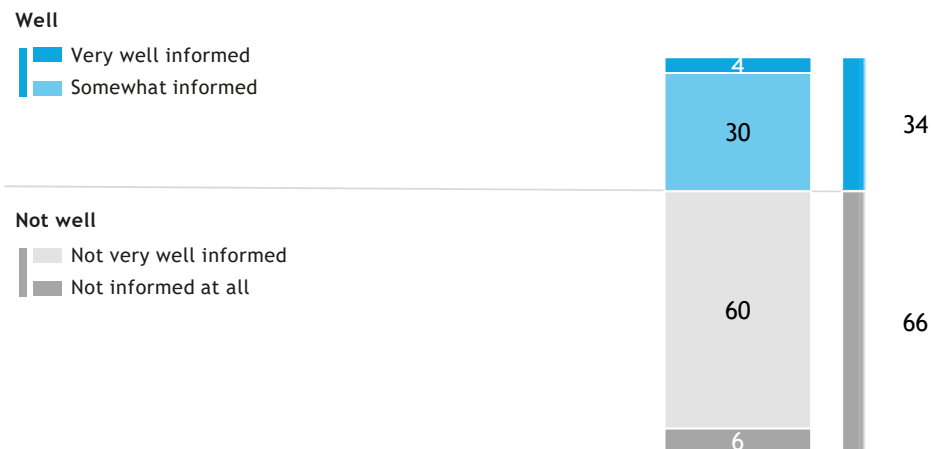
Basis: 1,201 cases, total sample; figures in %.

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Interest in information and level of knowledge: Policies

How well informed do you feel about policies for a more climate and environmentally-friendly economy?

In your opinion, are policies for a more climate and environmentally-friendly economy sufficiently explained and clarified?



Basis: 1,201 cases, total sample; figures in %.

Interest in information and level of knowledge: Policies

How well informed do you feel about policies for a more climate and environmentally-friendly economy?

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
HIGH	34	44	36	41	33	37	28	28	21	38	40
Very high	4	7	4	4	4	3	1	2	1	7	4
Rather high	30	36	32	38	29	34	27	25	20	30	36
LOW	66	56	64	59	67	63	72	72	79	62	60
Rather low	60	53	60	50	62	57	64	70	68	58	57
Very low	6	3	4	8	6	6	8	3	11	4	3

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Interest in information and level of knowledge: Policies

How well informed do you feel about policies for a more climate and environmentally-friendly economy?

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
INFORMED	34	42	28	33	27	38	34	40
Very well informed	4	4	3	5	2	5	2	5
Somewhat informed	30	37	24	29	25	33	32	35
NOT INFORMED	66	58	72	67	73	62	66	60
Not very well informed	60	53	67	60	67	56	63	54
Not at all informed	6	6	6	7	6	6	3	6

Basis: 1,201 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
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Interest in information and level of knowledge: Policies

How well informed do you feel about policies for a more climate and environmentally-friendly economy?

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<24,064 RSD)	Medium 60-140% (24,064-56,148 RSD)	High >140% (>56,148 RSD)
INFORMED	34	32	33	41	35	36	34
Very well informed	4	2	3	6	2	4	4
Somewhat informed	30	31	30	35	33	33	30
NOT INFORMED	66	68	67	59	65	64	66
Not very well informed	60	53	62	54	52	58	62
Not at all informed	6	14	5	5	12	5	4

Basis: 1,201 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
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Interest in information and level of knowledge: Policies

In your opinion, are policies for a more climate and environmentally-friendly economy sufficiently explained and clarified?

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
YES	16	18	7	22	13	19	9	13	7	23	21
Yes, the policies are sufficiently explained and clarified	2	1	-	4	4	1	1	3	1	3	3
Somewhat, yes	14	17	7	18	10	19	8	9	6	20	18
NO	84	82	93	78	87	81	91	87	93	77	79
No, not really	50	56	58	43	60	53	45	54	53	48	41
No, the policies are insufficiently explained and clarified	34	25	35	35	27	28	46	34	40	28	38

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Interest in information and level of knowledge: Policies

In your opinion, are policies for a more climate and environmentally-friendly economy sufficiently explained and clarified?

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
YES	16	17	14	21	15	14	14	15
Yes, the policies are sufficiently explained and clarified	2	2	2	3	2	1	1	3
Somewhat, yes	14	15	12	18	13	12	13	12
NO	84	83	86	79	85	86	86	85
No, not really	50	50	52	54	46	49	54	52
No, the policies are insufficiently explained and clarified	34	33	34	25	39	38	32	34

Basis: 1,201 cases, total sample; figures in %.

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Interest in information and level of knowledge: Policies

In your opinion, are policies for a more climate and environmentally-friendly economy sufficiently explained and clarified?

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<24,064 RSD)	Medium 60-140% (24,064-56,148 RSD)	High >140% (>56,148 RSD)
YES	16	22	15	16	22	15	17
Yes, the policies are sufficiently explained and clarified	2	9	1	2	1	2	2
Somewhat, yes	14	14	14	13	20	13	14
NO	84	78	85	84	78	85	83
No, not really	50	40	51	53	40	55	50
No, the policies are insufficiently explained and clarified	34	38	34	32	38	30	34

Basis: 1,201 cases, total sample; figures in %.

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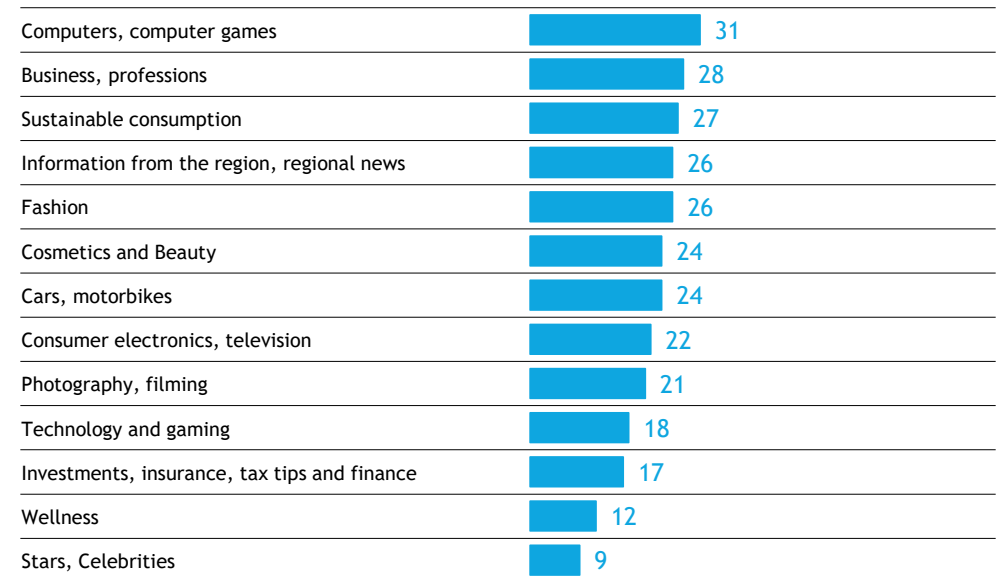
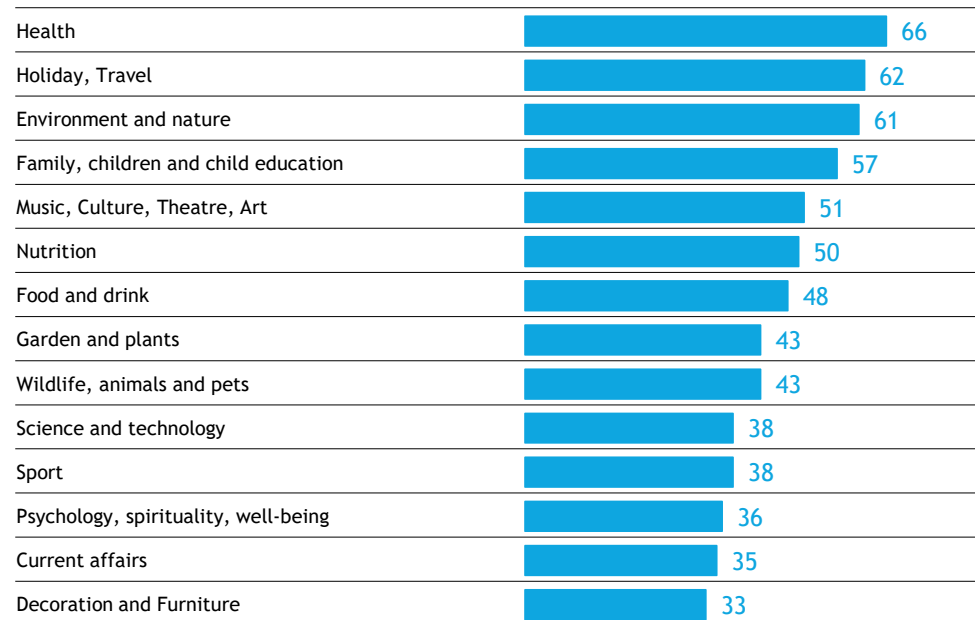
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6

Appendix: Communication

Topic interest in general

Which of the following topics are you interested in? You can select all the topics in which you are personally interested.



Basis: 1,201 cases, total sample; figures in %.

Topic interest in general (1)

Which of the following topics are you interested in? You can select all the topics in which you are personally interested.

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Health	66	75	68	63	74	64	67	67	64	58	72
Holiday, Travel	62	63	63	64	65	61	68	56	51	66	64
Environment and nature	61	68	79	51	53	58	66	67	51	50	69
Family, children and child education	57	63	59	57	44	52	62	61	57	48	58
Music, Culture, Theatre, Art	51	49	65	48	45	42	62	44	50	47	54
Nutrition	50	56	60	50	63	49	44	54	44	36	50
Food and drink	48	55	50	50	45	45	46	45	44	39	59
Garden and plants	43	47	52	42	32	41	46	43	43	35	45
Wildlife, animals and pets	43	40	58	38	34	39	40	51	46	34	49
Science and technology	38	41	46	44	40	42	37	36	23	33	44
Sport	38	39	43	41	40	38	40	32	31	38	43
Psychology, spirituality, well-being	36	40	51	36	40	28	32	43	29	26	44
Current affairs	35	35	46	32	37	34	32	34	37	23	51
Decoration and Furniture	33	31	42	35	35	31	31	36	26	29	38

Basis: 1,201 cases, total sample; figures in %.

EST = Established
 INT = Intellectuals
 PER = Performers
 COS = Cosmopolitan Avantgarde
 ADA = Adaptive Navigators
 CMS = Conventional Mainstream
 TRA = Traditionals
 CMA = Consumer Materialists
 SEN = Sensation-Oriented
 PRO = Progressive Realists

strongly overrepresented
 overrepresented
 strongly underrepresented
 underrepresented

Topic interest in general (2)

Which of the following topics are you interested in? You can select all the topics in which you are personally interested.

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Computers, computer games	31	28	36	36	27	35	25	30	22	33	42
Business, professions	28	32	25	32	32	25	25	25	29	23	33
Sustainable consumption	27	29	40	28	25	17	28	29	24	21	39
Information from the region, regional news	26	26	32	26	34	20	24	23	29	19	32
Fashion	26	31	31	30	38	31	19	23	16	21	29
Cosmetics and Beauty	24	29	30	24	37	22	20	24	12	24	25
Cars, motorbikes	24	23	19	37	18	22	19	16	21	31	34
Consumer electronics, television	22	17	22	31	12	23	17	20	16	24	38
Photography, filming	21	18	26	26	29	18	20	16	16	22	28
Technology and gaming	18	16	20	30	16	19	15	13	11	20	20
Investments, insurance, tax tips and finance	17	17	22	26	22	15	7	10	12	17	28
Wellness	12	12	17	10	20	11	11	9	6	14	19
Stars, Celebrities	9	10	8	10	15	9	7	5	7	11	15

Basis: 1,201 cases, total sample; figures in %.

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strongly overrepresented
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Topic interest in general (1)

Which of the following topics are you interested in? You can select all the topics in which you are personally interested.

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Health	66	57	76	62	60	65	67	78
Holiday, Travel	62	57	67	61	59	66	66	58
environment and nature	61	60	62	54	59	61	65	66
Family, children and child education	57	52	61	42	63	61	54	62
Music, Culture, Theatre, Art	51	49	53	49	44	53	50	57
Nutrition	50	43	56	46	44	50	46	60
Food and drink	48	45	50	52	51	48	46	41
Garden and plants	43	33	53	32	41	43	46	52
Wildlife, animals and pets	43	40	45	42	47	42	42	43
Science and technology	38	50	27	44	33	45	38	32
Sport	38	53	24	42	31	44	36	39
Psychology, spirituality, well-being	36	28	44	43	36	32	35	34
Current affairs	35	38	32	31	28	38	38	40
Decoration and Furniture	33	20	46	35	30	33	33	34

Basis: 1,201 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Topic interest in general (2)

Which of the following topics are you interested in? You can select all the topics in which you are personally interested.

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Computers, computer games	31	44	19	33	32	36	26	30
Business, professions	28	30	26	25	30	32	28	24
Sustainable consumption	27	26	28	26	25	28	27	30
Information from the region, regional news	26	29	22	23	18	28	30	29
Fashion	26	12	40	34	26	24	20	26
Cosmetics and Beauty	24	6	40	37	29	19	18	17
Cars, motorbikes	24	38	10	25	27	26	25	18
Consumer electronics, television	22	31	14	21	23	27	23	17
Photography, filming	21	21	22	27	18	22	18	20
Technology and gaming	18	28	8	25	22	19	15	10
Investments, insurance, tax tips and finance	17	19	15	25	18	16	14	12
Wellness	12	7	17	16	10	15	12	9
Stars, Celebrities	9	8	10	16	10	8	7	5

Basis: 1,201 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Topic interest in general (1)

Which of the following topics are you interested in? You can select all the topics in which you are personally interested.

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<24,064 RSD)	Medium 60-140% (24,064-56,148 RSD)	High >140% (>56,148 RSD)
Health	66	56	66	70	64	66	67
Holiday, Travel	62	35	63	64	44	60	66
environment and nature	61	52	61	65	51	61	64
Family, children and child education	57	55	55	62	56	56	60
Music, Culture, Theatre, Art	51	24	50	57	45	52	50
Nutrition	50	44	48	58	42	49	51
Food and drink	48	39	48	50	42	44	51
Garden and plants	43	45	43	44	46	44	42
Wildlife, animals and pets	43	36	44	42	50	43	40
Science and technology	38	22	38	42	33	38	44
Sport	38	23	38	41	32	37	45
Psychology, spirituality, well-being	36	27	35	40	42	32	37
Current affairs	35	21	34	44	23	38	37
Decoration and Furniture	33	22	32	38	21	31	36

Basis: 1,201 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Topic interest in general (2)

Which of the following topics are you interested in? You can select all the topics in which you are personally interested.

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<24,064 RSD)	Medium 60-140% (24,064-56,148 RSD)	High >140% (>56,148 RSD)
Computers, computer games	31	27	32	28	34	32	33
Business, professions	28	19	27	32	18	28	31
Sustainable consumption	27	24	27	29	20	28	30
Information from the region, regional news	26	21	26	27	16	26	31
Fashion	26	16	25	31	18	26	27
Cosmetics and Beauty	24	18	23	26	15	25	21
Cars, motorbikes	24	20	25	22	19	23	28
Consumer electronics, television	22	17	24	19	21	22	24
Photography, filming	21	17	22	21	22	21	20
Technology and gaming	18	11	19	15	18	17	21
Investments, insurance, tax tips and finance	17	14	16	20	9	17	20
Wellness	12	6	12	15	8	12	12
Stars, Celebrities	9	7	10	7	7	10	9

Basis: 1,201 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Consumer interests

For which of the following products/items are you willing to spend more money than average? Whether you buy the products for yourself or for another person as a gift, e.g. as a reward or for a special occasion.

Holidays and travel	54
PC/Tablet/Smartphone	29
Cars	22
Clothing/Fashion	17
Furniture	17
Eating out (restaurants)	16
Coffee/tea	16
Cosmetics/Perfume	15
Delicatessen - high quality food	15
Kitchen furniture and equipment	14
Do-it-yourself / garden tools	14
Donations for charitable purposes	14
Bicycle	13

(Wrist)Watches	9
Beer	9
High-end hi-fi equipment	8
Antiques	7
High quality jewellery	6
Exclusive accessories	6
Wine/Champagne	5
Handbags	5
High quality spirits/whisky	4
Porcelain / Glasswork	2
Costume jewellery	1
None of these products	17

Basis: 1,201 cases, total sample; figures in %.

Consumer interests (1)

For which of the following products/items are you willing to spend more money than average? Whether you buy the products for yourself or for another person as a gift, e.g. as a reward or for a special occasion.

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Holidays and travel	54	59	53	59	60	57	51	48	44	58	60
PC/Tablet/Smartphone	29	32	31	33	34	36	17	27	20	26	45
Cars	22	29	12	38	21	21	12	15	17	26	35
Clothing/Fashion	17	19	11	22	30	19	9	12	12	19	23
Furniture	17	30	13	20	15	15	10	9	14	17	29
Eating out (restaurants)	16	22	11	19	25	17	13	13	12	20	16
Coffee/tea	16	12	20	18	22	15	10	15	13	21	13
Cosmetics/Perfume	15	24	12	13	23	17	10	16	8	18	16
Delicatessen - high quality food	15	18	16	18	16	11	8	13	12	22	20
Kitchen furniture and equipment	14	22	14	18	12	14	7	16	10	11	20
Do-it-yourself / garden tools	14	16	22	20	11	13	12	14	10	11	12
Donations for charitable purposes	14	21	20	18	13	7	8	15	19	9	14
Bicycle	13	12	16	15	11	16	11	10	10	16	15

Basis: 1,201 cases, total sample; figures in %.

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Consumer interests (2)

For which of the following products/items are you willing to spend more money than average? Whether you buy the products for yourself or for another person as a gift, e.g. as a reward or for a special occasion.

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
(Wrist) Watches	9	12	10	12	7	8	4	9	5	10	10
Beer	9	6	8	14	17	7	7	9	7	8	11
High-end hi-fi equipment	8	5	6	9	8	11	4	10	3	11	12
Antiques	7	8	5	8	8	5	6	5	8	7	9
High quality jewellery	6	11	2	9	12	2	4	4	4	6	7
Exclusive accessories	6	8	4	8	5	5	4	6	3	7	5
Wine/Champagne	5	4	6	10	1	3	3	5	4	6	6
Handbags	5	9	3	6	4	9	3	5	3	5	3
High quality spirits/whisky	4	3	4	9	6	4	1	3	2	4	7
Porcelain / Glasswork	2	4	-	1	-	2	1	1	2	4	1
Costume jewellery	1	-	2	2	1	-	1	0	1	3	1
None of these products	17	14	15	12	7	16	25	20	26	15	9

Basis: 1,201 cases, total sample; figures in %.

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Consumer interests (1)

For which of the following products/items are you willing to spend more money than average? Whether you buy the products for yourself or for another person as a gift, e.g. as a reward or for a special occasion.

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Holidays and travel	54	50	59	61	50	54	55	52
PC/Tablet/Smartphone	29	36	22	35	27	30	30	24
Cars	22	30	14	27	26	21	24	14
Clothing/Fashion	17	14	19	27	15	16	14	13
Furniture	17	13	21	22	20	15	16	13
Eating out (restaurants)	16	18	14	22	16	16	13	15
Coffee/tea	16	14	16	18	12	15	12	20
Cosmetics/Perfume	15	10	21	22	15	14	13	12
Delicatessen - high quality food	15	17	13	15	14	13	12	21
Kitchen furniture and equipment	14	10	19	17	15	12	16	12
Do-it-yourself / garden tools	14	17	11	12	13	17	15	13
Donations for charitable purposes	14	12	17	20	13	11	16	13
Bicycle	13	17	10	10	12	14	14	17

Basis: 1,201 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Consumer interests (2)

For which of the following products/items are you willing to spend more money than average? Whether you buy the products for yourself or for another person as a gift, e.g. as a reward or for a special occasion.

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
(Wrist)Watches	9	11	6	15	10	7	8	4
Beer	9	15	3	12	10	11	5	7
High-end hi-fi equipment	8	14	2	4	8	9	10	10
Antiques	7	7	6	9	7	7	5	7
High quality jewellery	6	4	8	11	5	3	5	5
Exclusive accessories	6	5	6	8	6	4	4	6
Wine/Champagne	5	5	4	9	4	4	2	5
Handbags	5	1	10	6	4	4	4	7
High quality spirits/whisky	4	7	2	6	5	2	4	4
Porcelain/Glasswork	2	2	2	1	2	1	2	4
Costume jewellery	1	0	2	2	0	0	1	2
None of these products	17	16	17	10	17	17	20	19

Basis: 1,201 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Consumer interests (1)

For which of the following products/items are you willing to spend more money than average? Whether you buy the products for yourself or for another person as a gift, e.g. as a reward or for a special occasion.

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<24,064 RSD)	Medium 60-140% (24,064-56,148 RSD)	High >140% (>56,148 RSD)
Holidays and travel	54	36	54	61	32	53	61
PC/Tablet/Smartphone	29	32	30	26	27	30	30
Cars	22	24	23	19	16	21	28
Clothing/Fashion	17	9	18	15	15	15	20
Furniture	17	11	18	17	13	17	19
Eating out (restaurants)	16	14	16	17	13	14	20
Coffee/tea	16	21	16	13	20	17	14
Cosmetics/Perfume	15	10	15	17	7	15	17
Delicatessen - high quality food	15	19	15	15	11	15	16
Kitchen furniture and equipment	14	11	15	13	9	14	16
Do-it-yourself / garden tools	14	10	15	12	6	13	17
Donations for charitable purposes	14	9	16	11	21	15	13
Bicycle	13	11	14	12	19	14	12

Basis: 1,201 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Consumer interests (2)

For which of the following products/items are you willing to spend more money than average? Whether you buy the products for yourself or for another person as a gift, e.g. as a reward or for a special occasion.

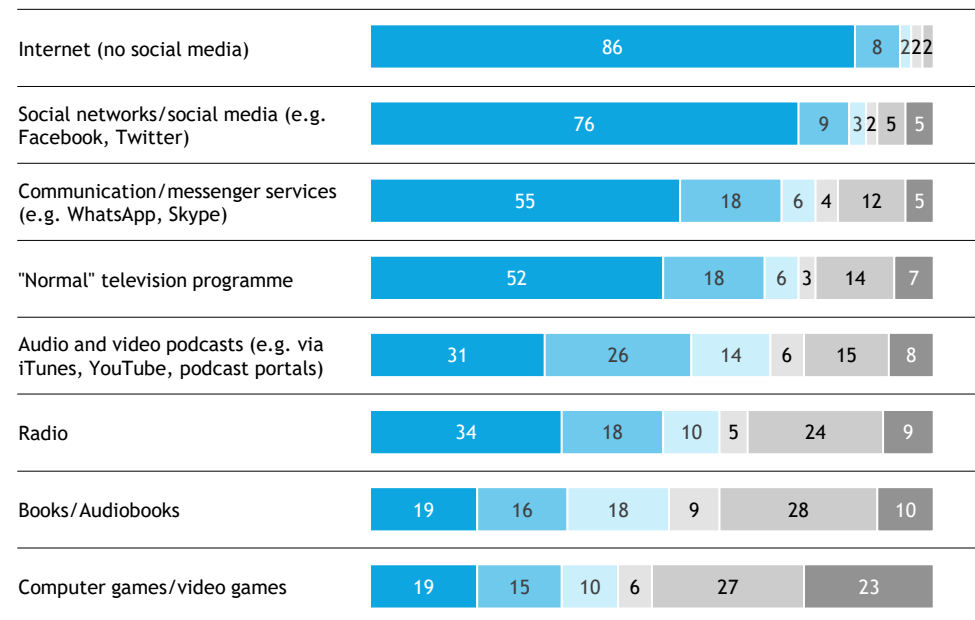
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<24,064 RSD)	Medium 60-140% (24,064-56,148 RSD)	High >140% (>56,148 RSD)
(Wrist) Watches	9	6	9	8	6	5	14
Beer	9	12	9	7	3	8	11
High-end hi-fi equipment	8	10	8	8	6	9	9
Antiques	7	1	8	5	8	6	6
High quality jewellery	6	4	6	7	3	6	7
Exclusive accessories	6	1	6	7	1	6	7
Wine/Champagne	5	5	4	7	4	4	6
Handbags	5	1	5	8	3	6	5
High quality spirits/whisky	4	3	4	4	2	4	5
Porcelain / Glasswork	2	1	1	3	1	1	3
Costume jewellery	1	4	1	0	1	2	1
None of these products	17	22	16	17	29	16	14

Basis: 1,201 cases, total sample; figures in %.

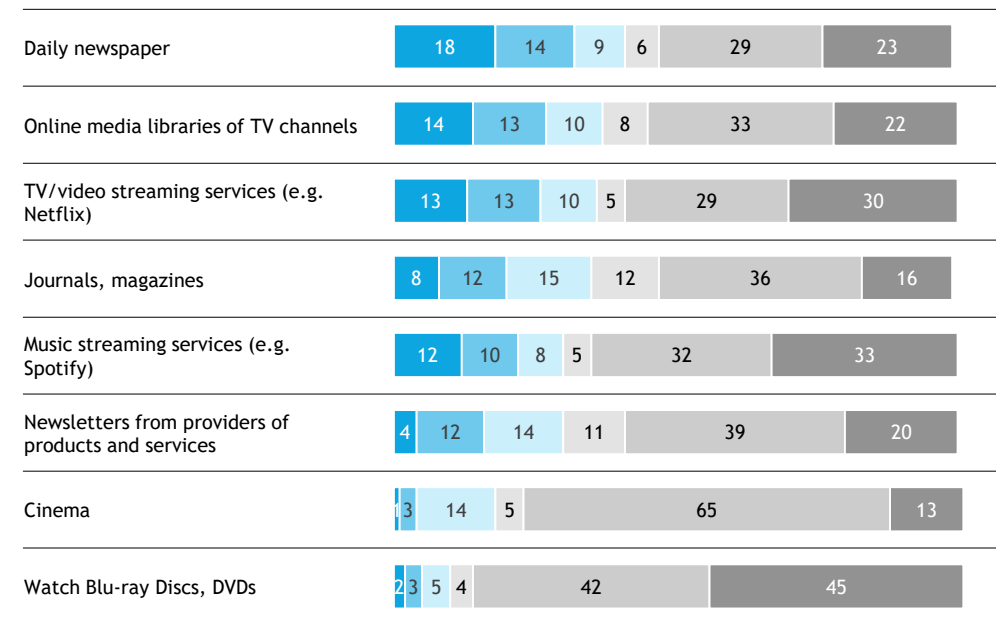
■ strongly overrepresented ■ strongly underrepresented
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Media use

Now we would like to know your habits and ways of using media. How often do you read, watch, listen to or use the following media/offers, regardless of whether you use them analogue/offline or digital/online?



Basis: 1,201 cases, total sample; figures in %.



Media use

How often do you read, watch, listen to or use the following media/offers, regardless of whether you use them analogue/offline or digital/online.

Response category: "At least several times a month"

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
Internet (no social media)	96	96	99	98	97	95	97	97	95	98	93
Social networks/social media (e.g. Facebook, Twitter)	88	91	84	87	98	87	86	81	83	96	90
Communication/messenger services (e.g. WhatsApp, Skype)	79	87	86	83	86	72	81	77	76	72	83
"Normal" television programme	76	85	66	71	74	80	74	77	74	75	73
Audio and video podcasts (e.g. via iTunes, YouTube, podcast portals)	71	72	78	68	79	73	62	73	66	71	78
Radio	62	67	56	66	56	65	59	55	56	74	60
Books/Audiobooks	53	57	64	53	52	46	52	57	49	44	56
Computer games/video games	44	41	41	46	55	40	42	39	34	56	46
Daily newspaper	41	52	40	42	30	43	36	44	35	44	42
Online media libraries of TV channels	37	42	30	39	44	44	33	32	33	42	41
TV/video streaming services (e.g. Netflix)	36	37	46	39	35	36	27	19	31	44	49
Journals, magazines	35	41	31	41	31	35	24	39	36	34	34
Music streaming services (e.g. Spotify)	30	26	35	37	39	32	24	21	24	27	47
Newsletters from suppliers of products and services	30	44	30	36	29	27	25	34	23	24	26
Cinema	18	25	16	18	18	16	14	19	11	19	20
Watch Blu-ray Discs, DVDs	10	7	7	20	7	12	5	7	6	14	8

Basis: 1,201 cases, total sample; figures in %.

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strongly overrepresented
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 underrepresented

Media use

How often do you read, watch, listen to or use the following media/offers, regardless of whether you use them analogue/offline or digital/online.

Response category: "At least several times a month"

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
Internet (no social media)	96	97	95	96	95	98	96	97
Social networks/social media (e.g. Facebook, Twitter)	88	85	90	92	89	89	88	81
Communication/messenger services (e.g. WhatsApp, Skype)	79	76	83	89	84	78	75	73
"Normal" television programme	76	75	75	60	69	81	83	82
Audio and video podcasts (e.g. via iTunes, YouTube, podcast portals)	71	71	71	76	73	71	68	67
Radio	62	62	63	53	66	73	59	58
Books/Audiobooks	53	43	62	54	46	53	55	54
Computer games/video games	44	48	39	44	47	49	39	38
Daily newspaper	41	41	42	24	38	45	51	48
Online media libraries of TV channels	37	39	37	36	39	41	39	35
TV/video streaming services (e.g. Netflix)	36	35	37	52	38	33	32	26
Journals, magazines	35	34	36	27	33	40	39	36
Music streaming services (e.g. Spotify)	30	31	30	50	30	26	24	22
Newsletters from suppliers of products and services	30	26	34	20	25	31	38	35
Cinema	18	16	19	23	18	20	11	15
Watch Blu-ray Discs, DVDs	10	13	6	11	12	9	9	7

Basis: 1,201 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Media use

How often do you read, watch, listen to or use the following media/offers, regardless of whether you use them analogue/offline or digital/online.

Response category: "At least several times a month"

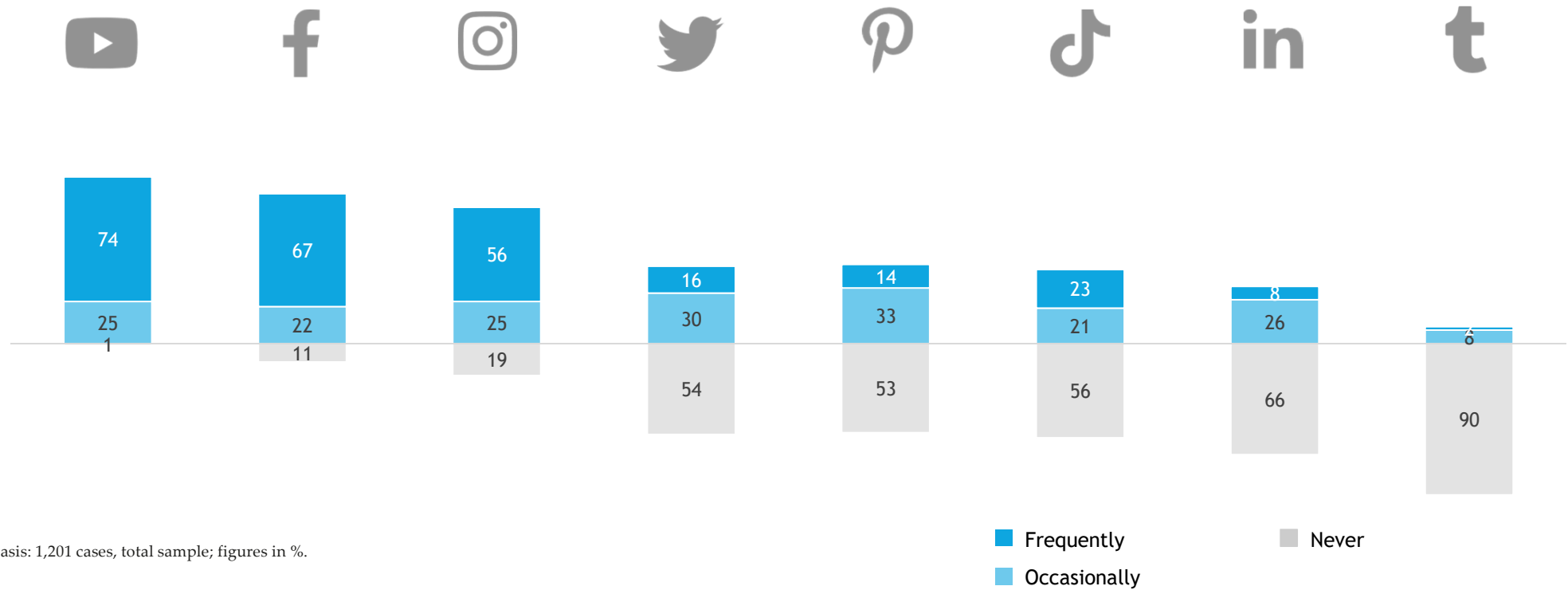
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<24,064 RSD)	Medium 60-140% (24,064-56,148 RSD)	High >140% (>56,148 RSD)
Internet (no social media)	96	84	97	98	94	96	98
Social networks/social media (e.g. Facebook, Twitter)	88	86	89	85	82	88	90
Communication/messenger services (e.g. WhatsApp, Skype)	79	67	82	76	62	79	85
"Normal" television programme	76	74	74	78	72	78	74
Audio and video podcasts (e.g. via iTunes, YouTube, podcast portals)	71	70	72	69	68	72	71
Radio	62	62	61	64	44	61	66
Books/Audiobooks	53	40	51	62	41	50	56
Computer games/video games	44	52	46	34	40	46	43
Daily newspaper	41	32	38	53	32	40	44
Online media libraries of TV channels	37	43	37	38	30	39	39
TV/video streaming services (e.g. Netflix)	36	32	37	35	24	31	46
Journals, magazines	35	31	33	41	27	33	38
Music streaming services (e.g. Spotify)	30	38	32	22	24	28	34
Newsletters from suppliers of products and services	30	34	28	34	20	32	30
Cinema	18	19	17	18	12	15	23
Watch Blu-ray Discs, DVDs	10	17	10	8	12	8	13

Basis: 1,201 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Media use

How often do you personally use the following platforms or social media (whether professionally or privately and regardless of the device)?



Basis: 1,201 cases, total sample; figures in %.

Media use





How often do you personally use the following platforms or social media (whether professionally or privately and regardless of the device)?

Response category: „Frequently“

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
YouTube	74	74	72	80	78	72	68	74	73	76	83
Facebook	67	71	56	61	56	66	74	62	68	81	60
Instagram	56	63	52	62	68	58	48	42	50	60	64
TikTok	23	20	13	34	31	24	14	14	19	30	42
Twitter	16	9	16	25	15	16	9	12	14	27	19
Pinterest	14	15	15	10	18	14	10	14	12	16	16
LinkedIn	8	8	12	12	3	8	3	6	4	8	13
Tumblr	2	1	3	2	2	3	-	1	1	2	4

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 PRO = Progressive Realists

 strongly overrepresented
 overrepresented
 strongly underrepresented
 underrepresented

Media use

How often do you personally use the following platforms or social media (whether professionally or privately and regardless of the device)?

Response category: „Frequently“

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
YouTube	74	80	69	80	79	75	69	70
Facebook	67	64	69	45	70	70	74	74
Instagram	56	46	66	80	62	57	45	37
TikTok	23	22	25	44	25	19	15	15
Twitter	16	20	12	14	13	17	18	19
Pinterest	14	7	21	18	12	9	14	15
LinkedIn	8	8	8	8	9	7	10	5
Tumblr	2	2	2	4	2	1	1	2

Basis: 1,201 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Media use

How often do you personally use the following platforms or social media (whether professionally or privately and regardless of the device)?

Response category: „Frequently“

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<24,064 RSD)	Medium 60-140% (24,064-56,148 RSD)	High >140% (>56,148 RSD)
YouTube	74	75	76	71	76	74	76
Facebook	67	69	66	67	63	69	66
Instagram	56	49	58	50	48	55	57
TikTok	23	35	25	14	23	23	24
Twitter	16	16	17	15	18	17	15
Pinterest	14	11	14	15	12	12	15
LinkedIn	8	12	6	13	6	6	10
Tumblr	2	4	2	2	3	1	2

Basis: 1,201 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Media use

How often do you personally use the following platforms or social media (whether professionally or privately and regardless of the device)?

Response category: „At least occasionally“

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
YouTube	99	98	100	100	100	100	98	98	98	99	100
Facebook	89	88	86	90	88	93	87	85	86	93	88
Instagram	81	84	81	86	90	82	72	73	68	86	91
Pinterest	47	51	49	50	51	44	43	41	45	41	55
Twitter	46	44	44	48	52	57	36	42	41	58	44
TikTok	44	42	31	54	53	47	37	34	35	54	62
LinkedIn	34	38	43	34	34	42	30	24	27	33	34
Tumblr	10	5	10	15	14	10	6	7	5	11	13

Basis: 1,201 cases, total sample; figures in %.

EST = Established
INT = Intellectuals
PER = Performers
COS = Cosmopolitan Avantgarde
ADA = Adaptive Navigators
CMS = Conventional Mainstream
TRA = Traditionals
CMA = Consumer Materialists
SEN = Sensation-Oriented
PRO = Progressive Realists

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strongly underrepresented
underrepresented

Media use

How often do you personally use the following platforms or social media (whether professionally or privately and regardless of the device)?

Response category: „At least occasionally“

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
YouTube	99	99	99	99	99	99	99	99
Facebook	89	86	91	85	90	88	93	87
Instagram	81	76	85	97	82	78	76	71
Pinterest	47	38	55	56	39	42	47	48
Twitter	46	54	40	39	37	49	54	53
TikTok	44	43	46	59	46	39	38	40
LinkedIn	34	36	32	29	31	36	39	34
Tumblr	10	10	9	15	10	8	7	8

Basis: 1,201 cases, total sample; figures in %.

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Media use

How often do you personally use the following platforms or social media (whether professionally or privately and regardless of the device)?

Response category: „At least occasionally“

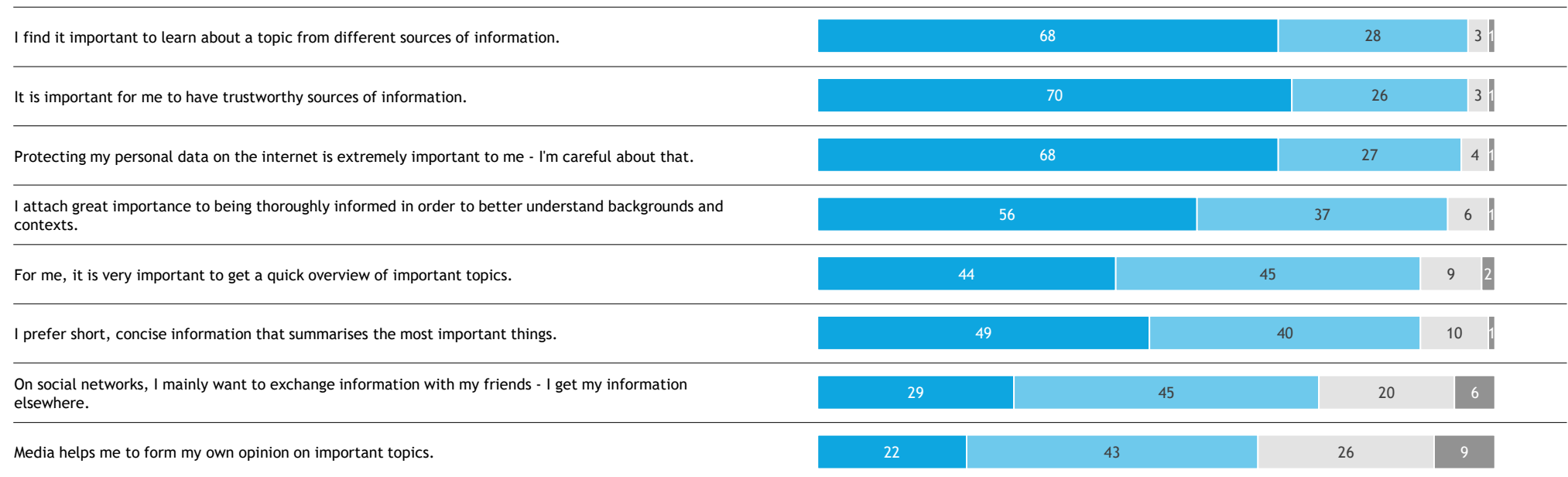
	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<24,064 RSD)	Medium 60-140% (24,064-56,148 RSD)	High >140% (>56,148 RSD)
YouTube	99	100	99	100	97	99	100
Facebook	89	94	89	87	87	90	88
Instagram	81	79	82	75	79	80	80
Pinterest	47	43	46	50	43	42	50
Twitter	46	45	48	43	49	49	45
TikTok	44	55	46	36	41	46	44
LinkedIn	34	25	31	47	28	31	41
Tumblr	10	14	10	7	9	8	11

Basis: 1,201 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented

Communication expectations

When you think about what you use media for, e.g. newspapers, magazines, Internet, television, radio etc. and what you expect from it, which of the statements below apply to you?



Basis: 1,201 cases, total sample; figures in %.

■ Applies completely

■ Doesn't apply completely

■ Mostly doesn't apply

■ Doesn't apply at all

Communication expectations

If you think about what you use media such as newspapers, magazines, internet, TV, radio etc. for and what you expect from them, which of the statements below apply to you?

Response category: „Applies completely / Somewhat applies“

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
I find it important to learn about a topic from different sources of information.	96	100	96	99	99	96	98	97	94	93	99
It is important for me to have trustworthy sources of information.	96	99	99	98	98	97	96	94	92	93	100
Protecting my personal data on the internet is extremely important to me - I'm careful about that.	95	98	96	97	98	95	98	95	92	92	95
I attach great importance to being thoroughly informed in order to better understand backgrounds and contexts.	93	98	97	98	94	90	93	93	88	91	95
For me, it is very important to get a quick overview of important topics.	89	97	89	88	93	92	87	85	86	88	93
I prefer short, concise information that summarises the most important things.	89	89	83	88	87	92	95	86	88	91	80
On social networks, I mainly want to exchange information with my friends - I get my information elsewhere.	74	82	64	75	84	82	77	64	62	75	74
Media help me to form my own opinion on important topics.	65	71	60	65	76	74	57	53	64	65	67

Basis: 1,201 cases, total sample; figures in %.

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Communication expectations

If you think about what you use media such as newspapers, magazines, internet, TV, radio etc. for and what you expect from them, which of the statements below apply to you?

Response category: „Applies completely / Somewhat applies“

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
I find it important to learn about a topic from different sources of information.	96	96	97	94	96	99	98	97
It is important for me to have trustworthy sources of information.	96	97	96	96	96	97	96	98
Protecting my personal data on the internet is extremely important to me - I'm careful about that.	95	93	98	94	94	96	97	96
I attach great importance to being thoroughly informed in order to better understand backgrounds and contexts.	93	94	92	93	92	96	95	92
For me, it is very important to get a quick overview of important Topics.	89	89	90	83	89	89	94	92
I prefer short, concise information that summarises the most important things.	89	85	92	83	86	87	91	95
On social networks, I mainly want to exchange information with my friends - I get my information elsewhere.	74	72	76	78	72	74	74	73
Media help me to form my own opinion on important topics.	65	64	65	54	54	63	75	79

Basis: 1,201 cases, total sample; figures in %.

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■ overrepresented ■ underrepresented

Communication expectations

If you think about what you use media such as newspapers, magazines, internet, TV, radio etc. for and what you expect from them, which of the statements below apply to you?

Response category: „Applies completely / Somewhat applies“

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<24,064 RSD)	Medium 60-140% (24,064-56,148 RSD)	High >140% (>56,148 RSD)
I find it important to learn about a topic from different sources of information.	96	93	97	98	93	98	97
It is important for me to have trustworthy sources of information.	96	94	96	98	89	98	97
Protecting my personal data on the internet is extremely important to me - I'm careful about that.	95	98	95	96	96	97	93
I attach great importance to being thoroughly informed in order to better understand backgrounds and contexts.	93	90	94	94	88	93	96
For me, it is very important to get a quick overview of important topics.	89	93	90	88	86	92	89
I prefer short, concise information that summarises the most important things.	89	89	88	90	88	92	84
On social networks, I mainly want to exchange information with my friends - I get my information elsewhere.	74	73	75	70	74	78	69
Media helps me to form my own opinion on important topics.	65	68	64	66	70	68	63

Basis: 1,201 cases, total sample; figures in %.

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■ overrepresented ■ underrepresented

Communication expectations





If you think about what you use media such as newspapers, magazines, internet, TV, radio etc. for and what you expect from them, which of the statements below apply to you?

Response category: "Applies completely"

	Total	EST	INT	PER	COS	ADA	CMS	TRA	CMA	SEN	PRO
It is important for me to have trustworthy sources of information.	70	76	72	77	83	60	72	68	60	62	90
Protecting my personal data on the internet is extremely important to me - I'm careful about that.	68	74	60	76	67	58	73	74	67	64	75
I find it important to learn about a topic from different sources of information.	68	72	75	80	73	52	66	64	61	64	86
I attach great importance to being thoroughly informed in order to better understand backgrounds and contexts.	56	65	63	63	74	43	56	53	38	50	76
I prefer short, concise information that summarises the most important things.	49	58	37	52	42	41	54	43	49	49	54
For me, it is very important to get a quick overview of important topics.	44	51	35	48	50	42	43	39	34	45	64
On social networks, I mainly want to exchange information with my friends - I get my information elsewhere.	29	40	18	36	36	24	31	19	21	33	34
Media help me to form my own opinion on important topics.	22	26	16	28	12	22	14	17	21	27	30

Basis: 1,201 cases, total sample; figures in %.

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Communication expectations

If you think about what you use media such as newspapers, magazines, internet, TV, radio etc. for and what you expect from them, which of the statements below apply to you?

Response category: "Applies completely"

	Total	Gender		Age (years)				
		Male	Female	18-29	30-39	40-49	50-59	60-69
It is important for me to have trustworthy sources of information.	70	70	71	73	71	64	72	72
Protecting my personal data on the internet is extremely important to me - I'm careful about that.	68	64	74	71	72	68	67	66
I find it important to learn about a topic from different sources of information.	68	68	68	71	68	66	73	65
I attach great importance to being thoroughly informed in order to better understand backgrounds and contexts.	56	57	56	64	58	56	52	52
I prefer short, concise information that summarises the most important things.	49	43	54	44	50	42	51	54
For me, it is very important to get a quick overview of important topics.	44	41	48	41	43	41	51	46
On social networks, I mainly want to exchange information with my friends - I get my information elsewhere.	29	26	32	34	27	27	29	28
Media help me to form my own opinion on important topics.	22	21	22	17	17	22	24	27

Basis: 1,201 cases, total sample; figures in %.

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Communication expectations

If you think about what you use media such as newspapers, magazines, internet, TV, radio etc. for and what you expect from them, which of the statements below apply to you?

Response category: "Applies completely"

	Total	Education			Net equivalent income (HH/month)		
		Low	Medium	High	Low <60% (<24,064 RSD)	Medium 60-140% (24,064-56,148 RSD)	High >140% (>56,148 RSD)
It is important for me to have trustworthy sources of information.	70	49	70	75	63	70	73
Protecting my personal data on the internet is extremely important to me - I'm careful about that.	68	67	69	68	68	74	63
I find it important to learn about a topic from different sources of information.	68	54	68	72	62	71	69
I attach great importance to being thoroughly informed in order to better understand backgrounds and contexts.	56	39	56	60	44	56	59
I prefer short, concise information that summarises the most important things.	49	42	47	53	48	52	46
For me, it is very important to get a quick overview of important topics.	44	36	43	50	39	44	46
On social networks, I mainly want to exchange information with my friends - I get my information elsewhere.	29	20	30	29	28	31	29
Media helps me to form my own opinion on important topics.	22	29	21	22	19	24	23

Basis: 1,201 cases, total sample; figures in %.

■ strongly overrepresented ■ strongly underrepresented
■ overrepresented ■ underrepresented



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