

USAID REAP Public Opinion Survey Analysis

December 3, 2007

In October 2007, USAID REAP hired a professional public opinion research agency Prism Research to conduct a survey on behalf of the USAID REAP.

The purpose of the survey was to measure public awareness of energy issues at the beginning of the project. The survey results will be used as a benchmark to determine the effectiveness of the USAID REAP Public Outreach and Communication effort at the end of the project, when another survey is planned. The survey will also be used as a tool to create a public education campaign by using the results to explain various energy issues and send messages to the broader public.

The survey was conducted in November 2007, throughout Bosnia and Herzegovina, on a sample of 1,550 adults. The results were delivered in early December 2007.

With assistance from Prism Research, the USAID REAP developed a list of six questions:

- Who determines the electricity price for domestic consumption?
- Does the existing legal framework and regulations enable BiH citizens to influence the determination of electricity prices in any way?
- Which of the given options is in your opinion the best one for ensuring new investments into electricity sector?
- Should the Government protect the vulnerable categories of citizens in the case of electricity price increase?
- Is BiH a member of Energy Community of Southeast Europe?
- To which extent do you support abiding by the European regulations, legislation and directives when constructing new electricity capacity?

The conclusions from the survey results (see the PowerPoint presentation attached) are the following:

- The general knowledge of citizens on the energy sector is low.
- Citizens are unfamiliar with the functions and existence of the regulators; one third of respondents claimed not to know who determines the price of electricity, while almost two thirds had the wrong idea about how the price of electricity is determined. The results are almost identical in both entities.
- The majority of the population (81.1%) believes that the existing laws do not allow citizens to take part in the electricity price determination process (89.2% in RS and 75.6% in FBiH.) Less than six percent claimed to be aware of this opportunity.
- Over two thirds (73.4%) support foreign investments in electricity energy sector (78% in RS and 70.4% in FBiH). Some four percent believe that such investments should be financed through an electricity price increase.
- There is overwhelming support for the concept of the governments protecting vulnerable citizens in case of electricity price increase, 91.3% in total (96.4% in RS and 87.7% in FBiH.)

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- Most citizens do not know if BiH is a member of the Energy Community of South East Europe or not; less than 20% are aware of this fact (16.2% in RS and 21.5% in FBiH), while 15.4% believe that BiH is not the member of this association.
- Two thirds of citizens support abiding by the European regulations, legislation and directives when constructing new electricity capacities, while one third either does not know or has no opinion on this subject.



PRISM RESEARCH
Agency for marketing, media and social research
Public opinion survey for

USAID REAP

November 2007

Bosnia and Herzegovina (BiH) Regulatory and Energy Assistance Project (REAP)
USAID Contract No. EPP-I-00-03-00004-00, Task Order 5
Implemented by Advanced Engineering Associates International, Inc.



1

RESEARCH METHODOLOGY **Basic information on research**



RESEARCH METHODOLOGY

Basic data on research

<i>Time of research</i>	November 2007
<i>Data collection method</i>	Face to face (personal) interviews in domestic households
<i>Instruments</i>	Questions developed by Prism Research
<i>Sample size</i>	1550 respondents
<i>Selection method – household</i>	Method of accident walk / Random Walk Technique
<i>Selection method – respondent</i>	Technique of “Last birthday” / Last Birthday Technique
<i>Sample description</i>	Sample is valid at BiH and entity levels and include respondents of age 18 and up
<i>Maximum error of a sample</i>	+/- 2.4% for sample from n=1550 respondents at BiH level



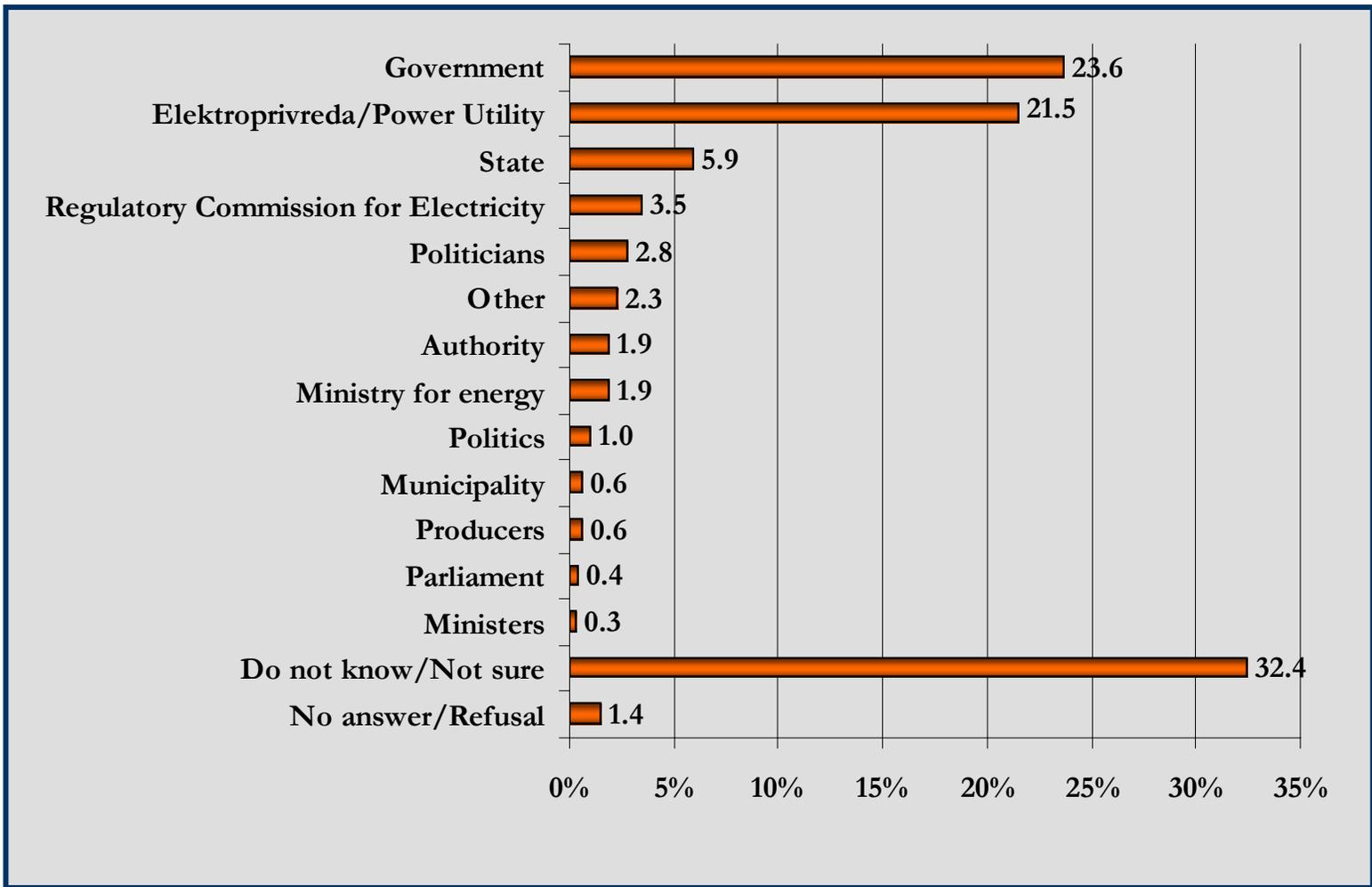
2

RESULTS REVIEW



Who determines the electricity price for domestic consumption? Total

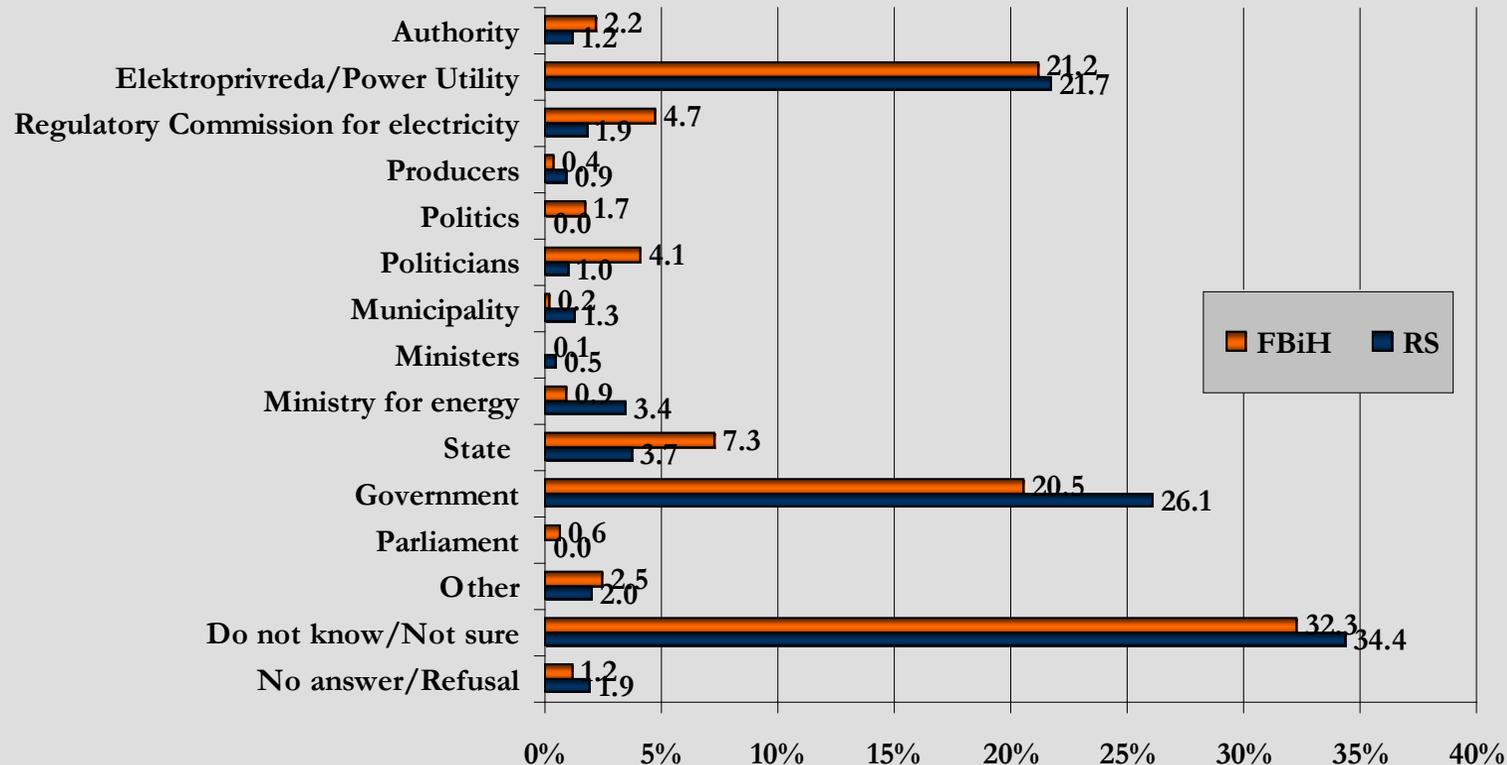
All respondents
N=1550





Who determines the electricity price for domestic consumption? Results by Entity

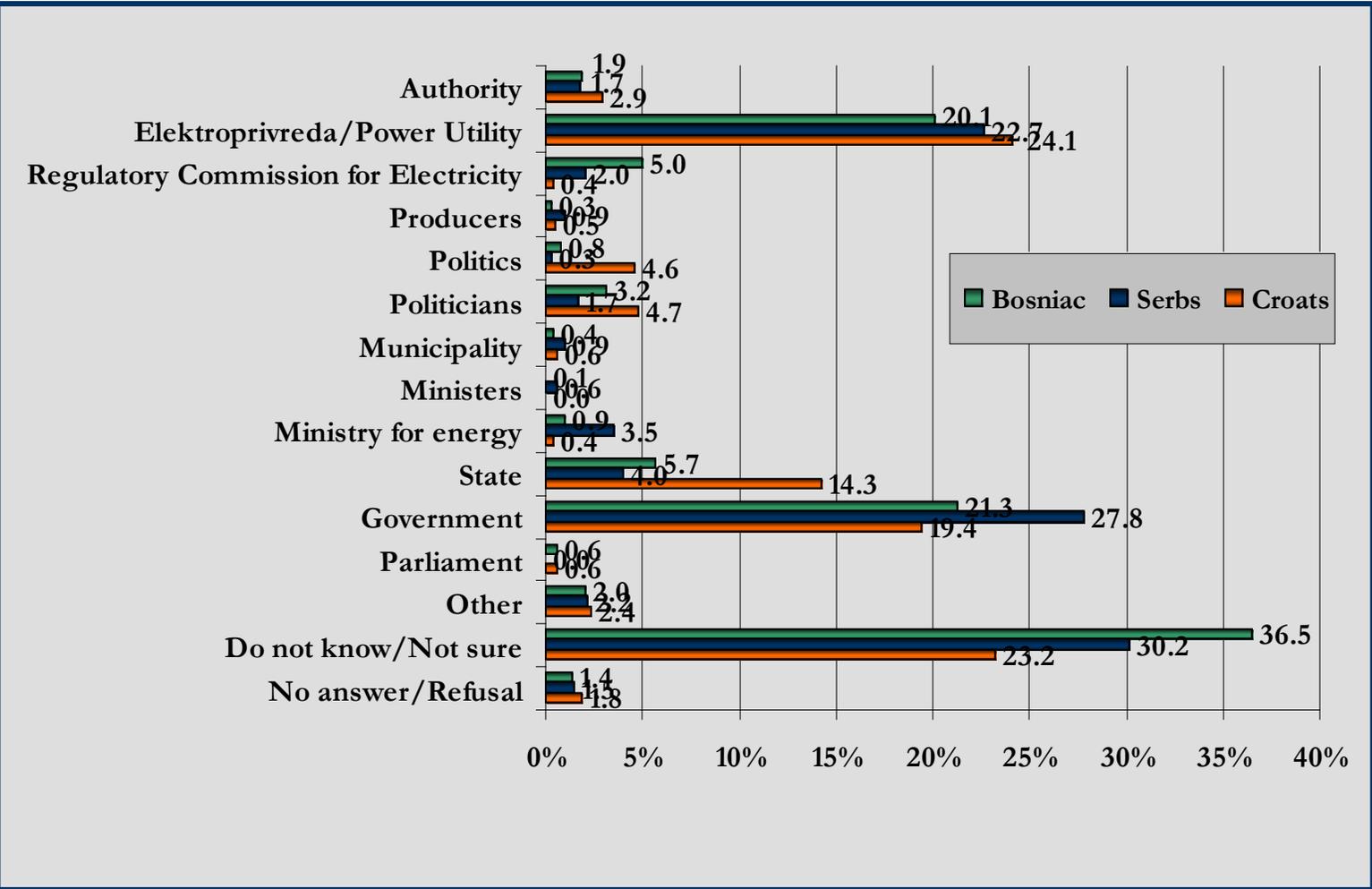
Only respondents
from F BiH and RS
N=1517





Who determines the electricity price for domestic consumption? Results by Nationality

Only Bosniacs,
Serbs and Croats
N=1514

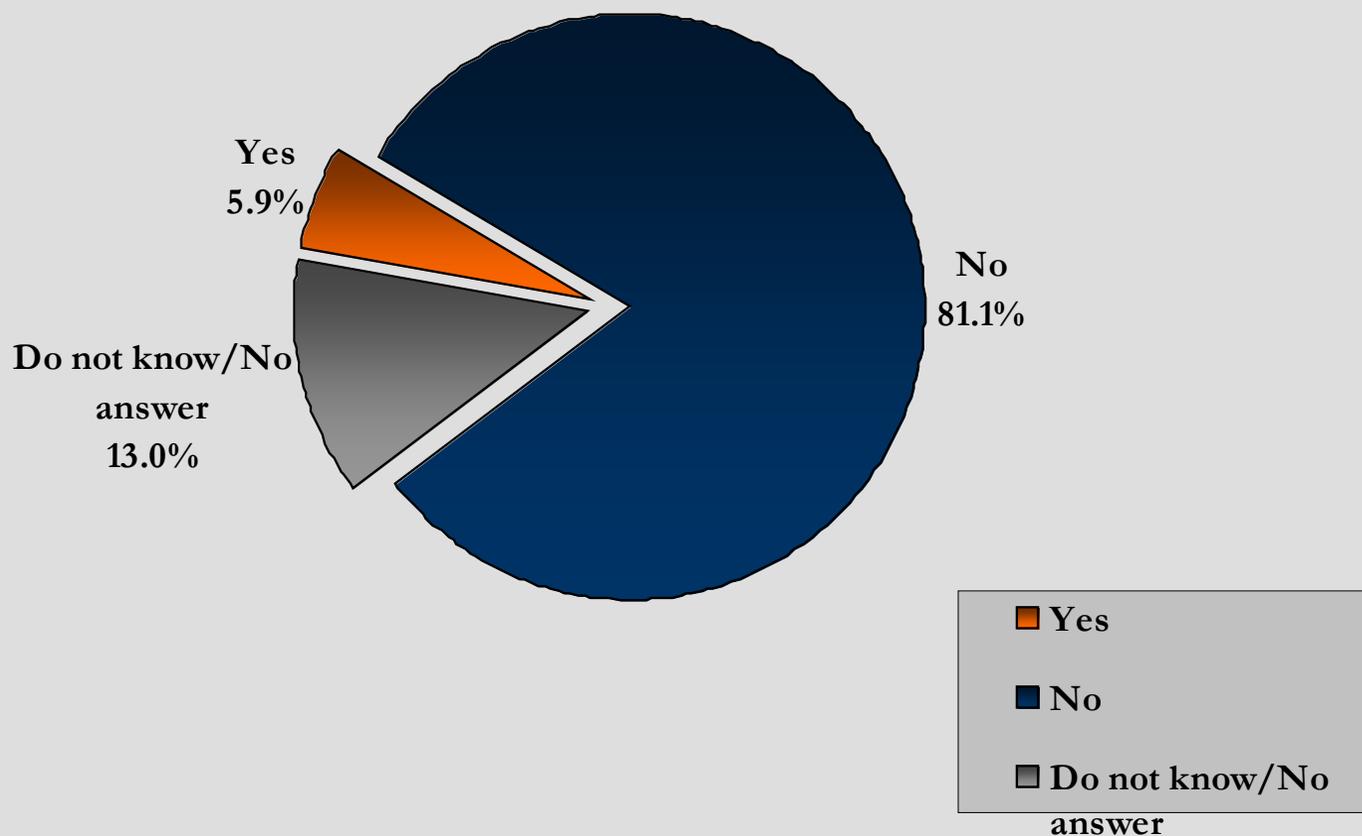




Does the existing legal framework and regulations enable BiH citizens to influence the determining of electricity prices in any way?

Total

All respondents
N=1550

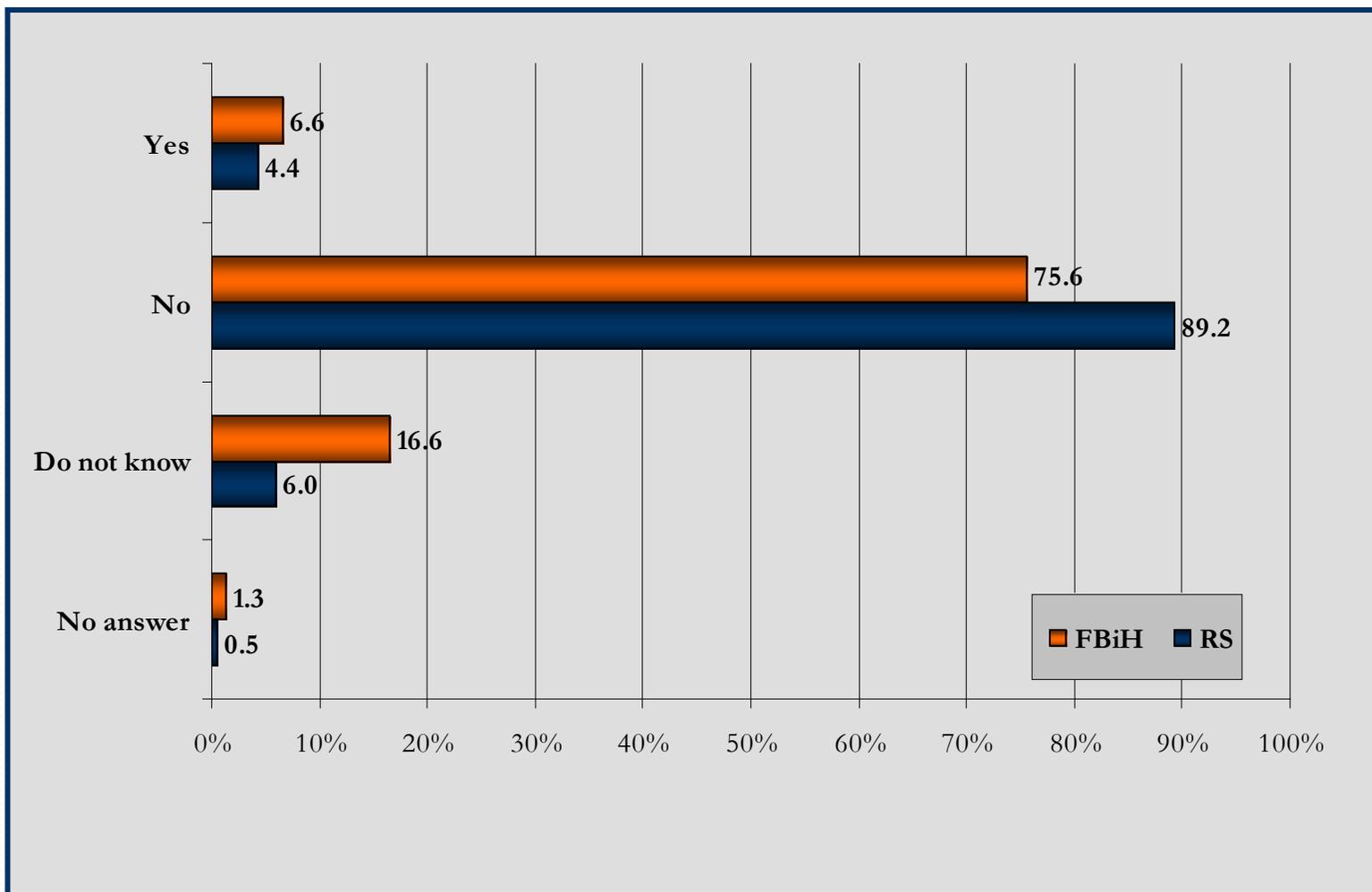




Does the existing legal framework enable BiH citizens to influence the determining of electricity prices in any way?

Results by Entity

Only respondents from F BiH and RS
N=1517



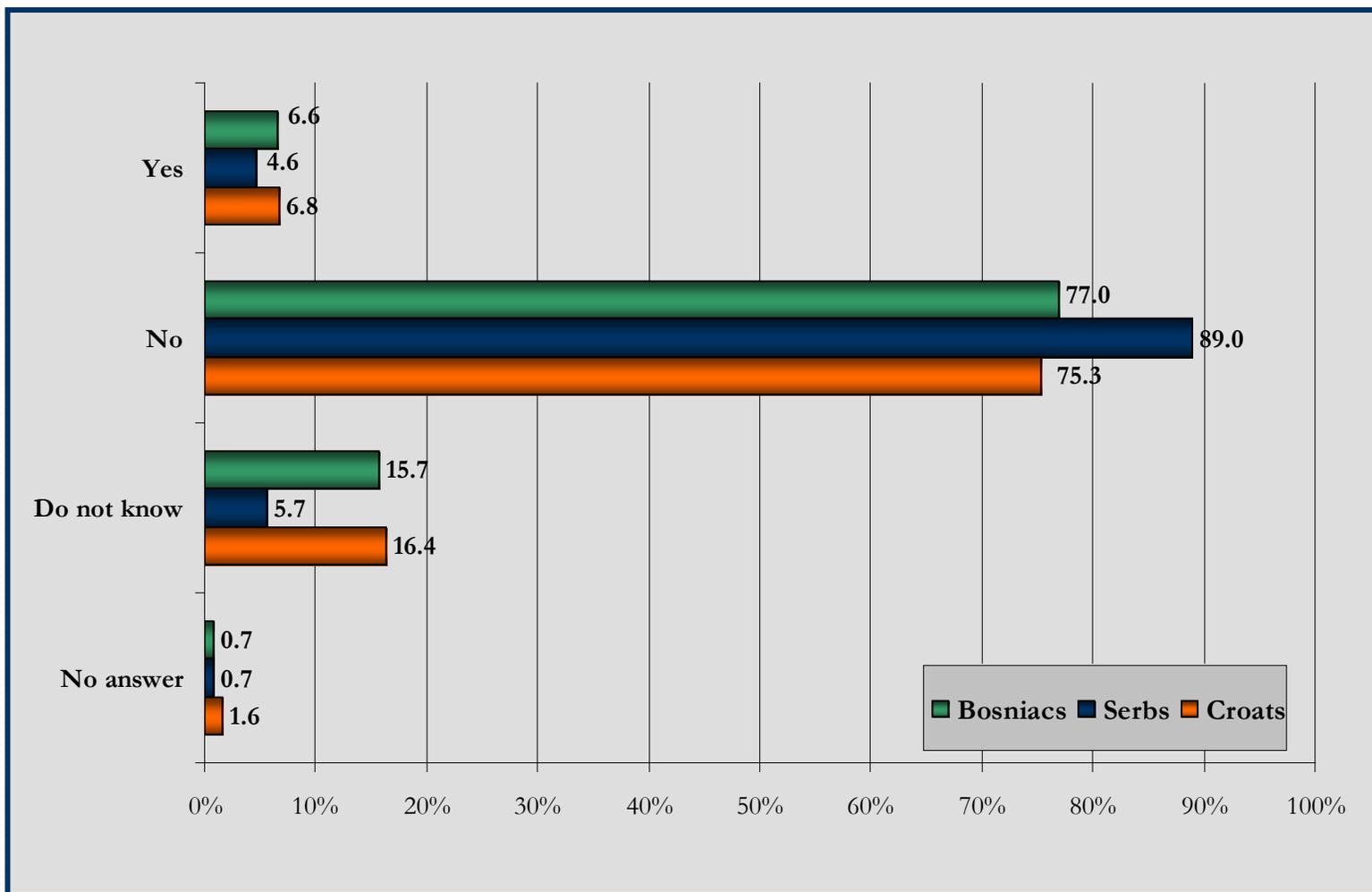


Does the existing legal framework and regulations enable BiH citizens to influence the determining of electricity prices in any way?

Results by Nationality

10

Only Bosniacs,
Serbs and Croats
N=1514



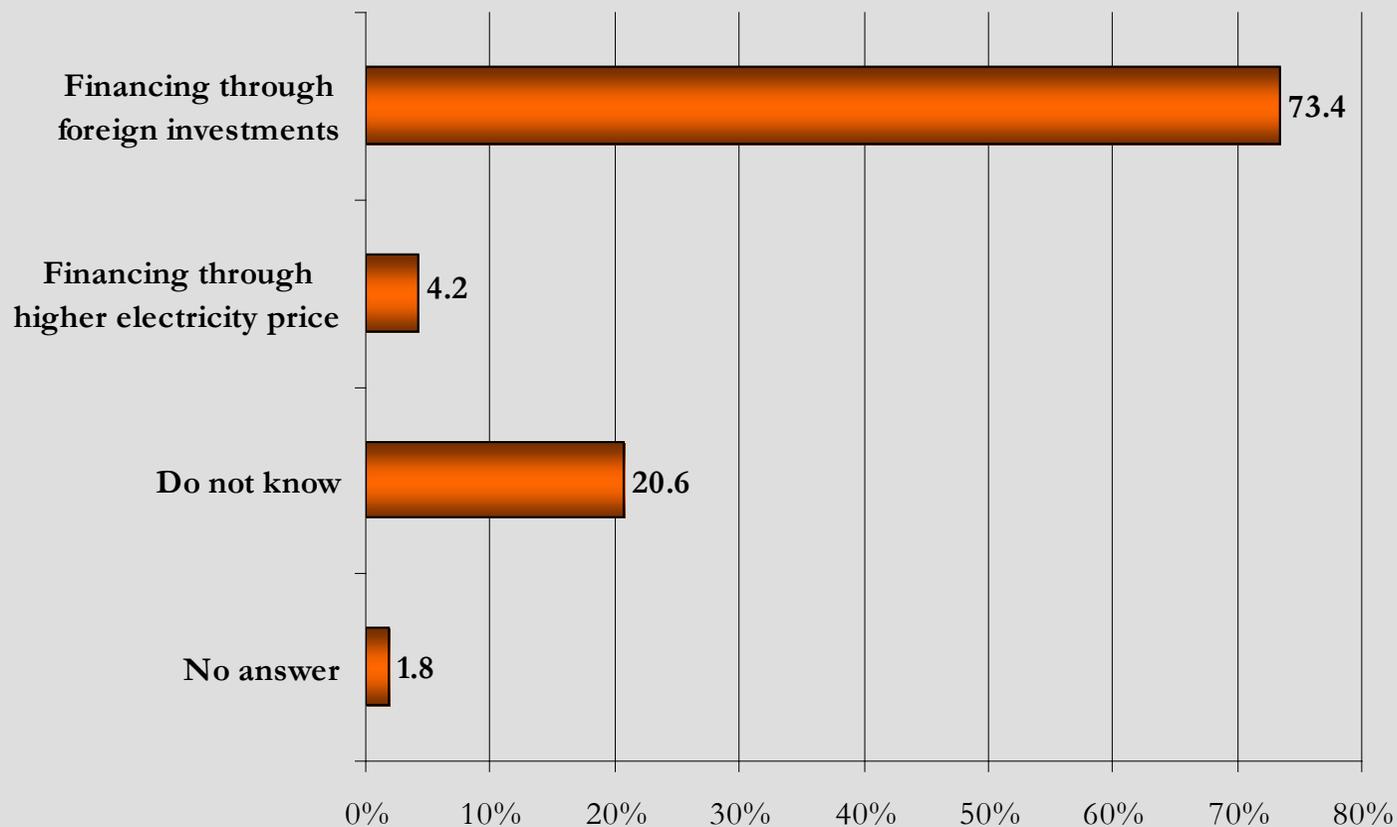


Which of the given options is to your opinion the best one for ensuring the new investments into electricity sector?

Total

11

All respondents
N=1550



Prism Research

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November 2007.

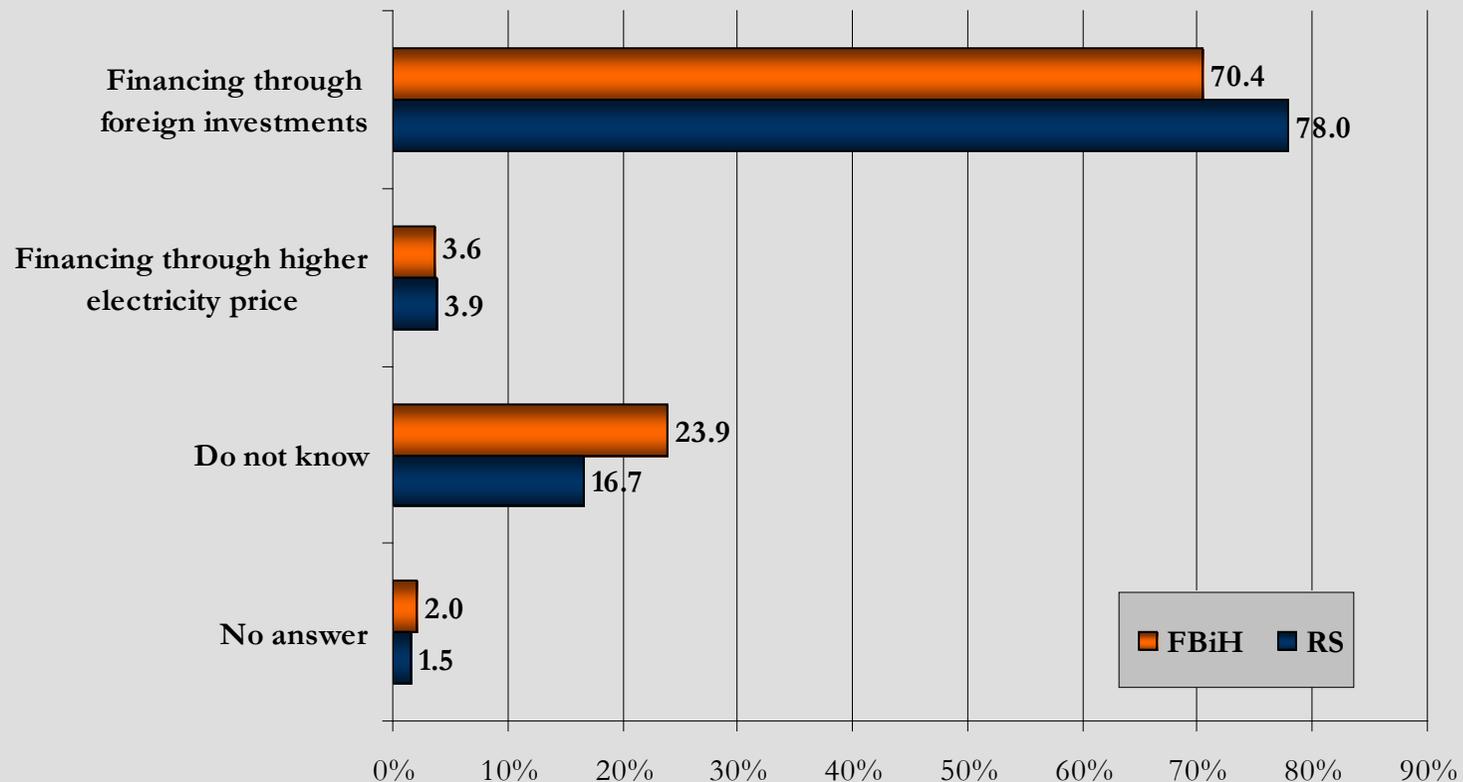


Which of the given options is to your opinion the best one for ensuring the new investments into electricity sector?

Results by Entity

12

Only respondents
from F BiH and RS
N=1517



Prism Research

USAID REAP

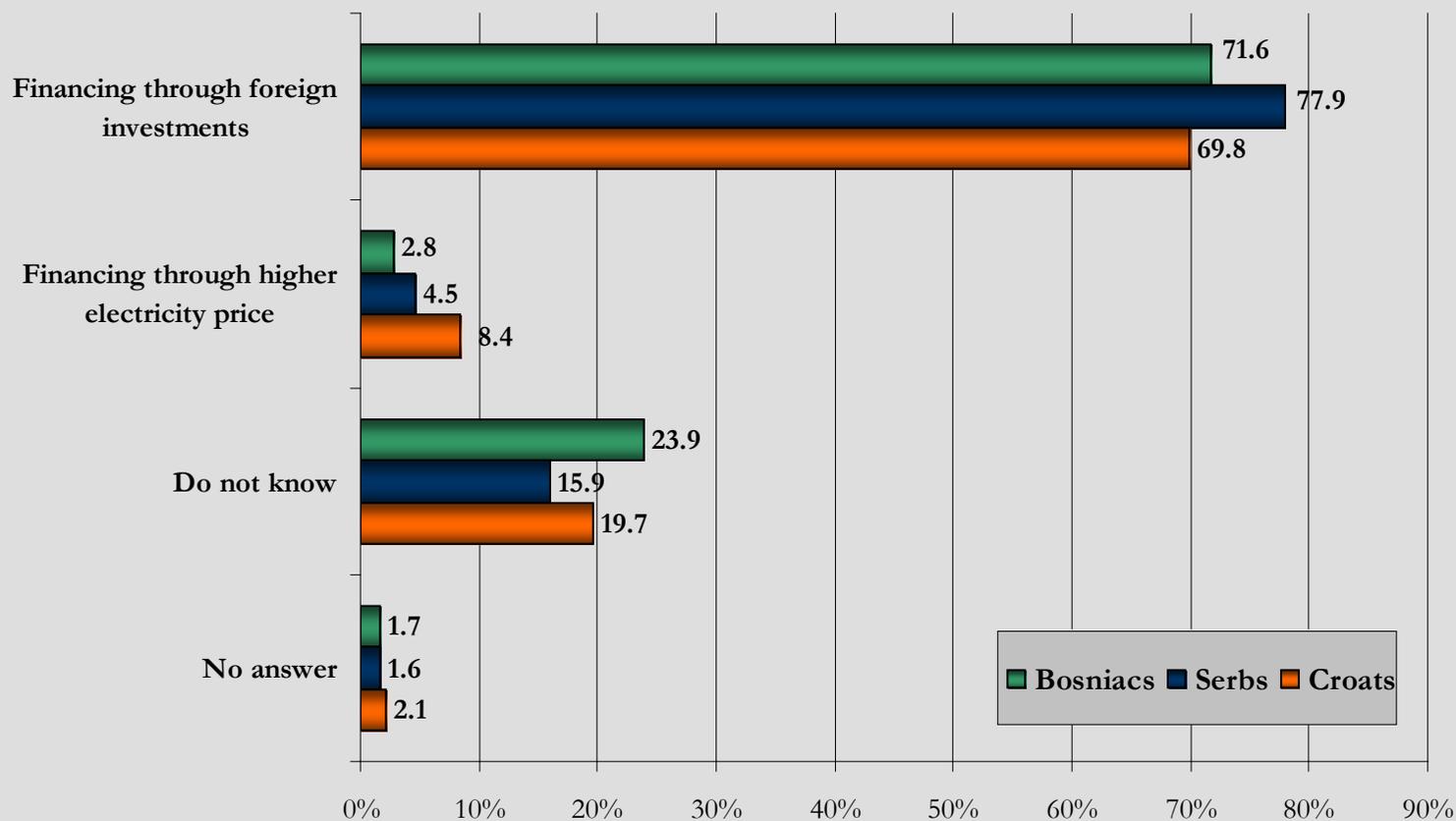
November 2007.



Which of the given options is to your opinion the best one for ensuring the new investments into electricity sector?

Results by Nationality

Only Bosniacs,
Serbs and Croats
N=1514



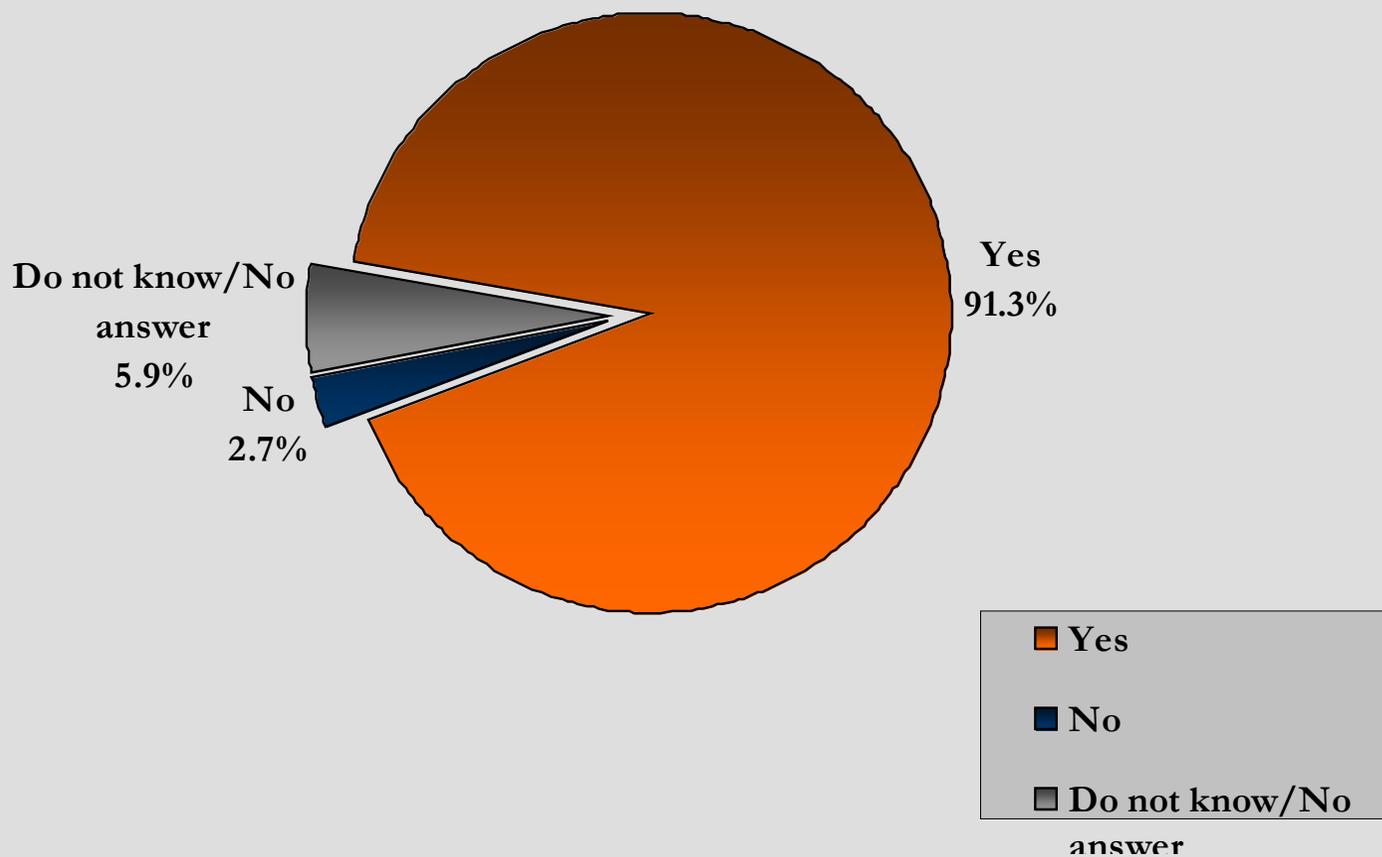


Should the Government protect the vulnerable categories of citizens in the case of electricity price increase?

Total

14

All respondents
N=1550



Prism Research

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November 2007.

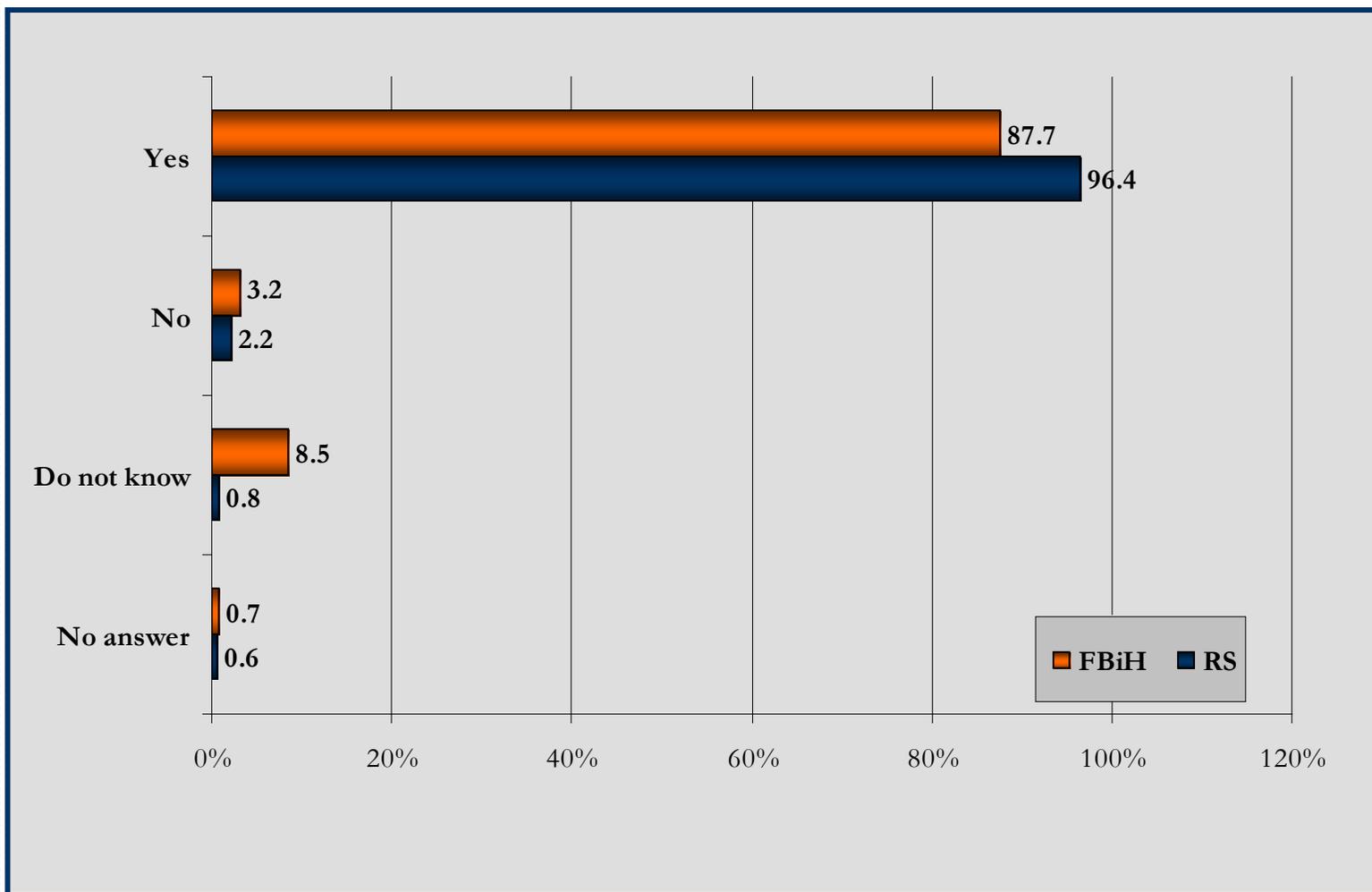


Should the Government protect the vulnerable categories of citizens in the case of electricity price increase?

Results by Entity

15

Only respondents from F BiH and RS
N=1517



Prism Research

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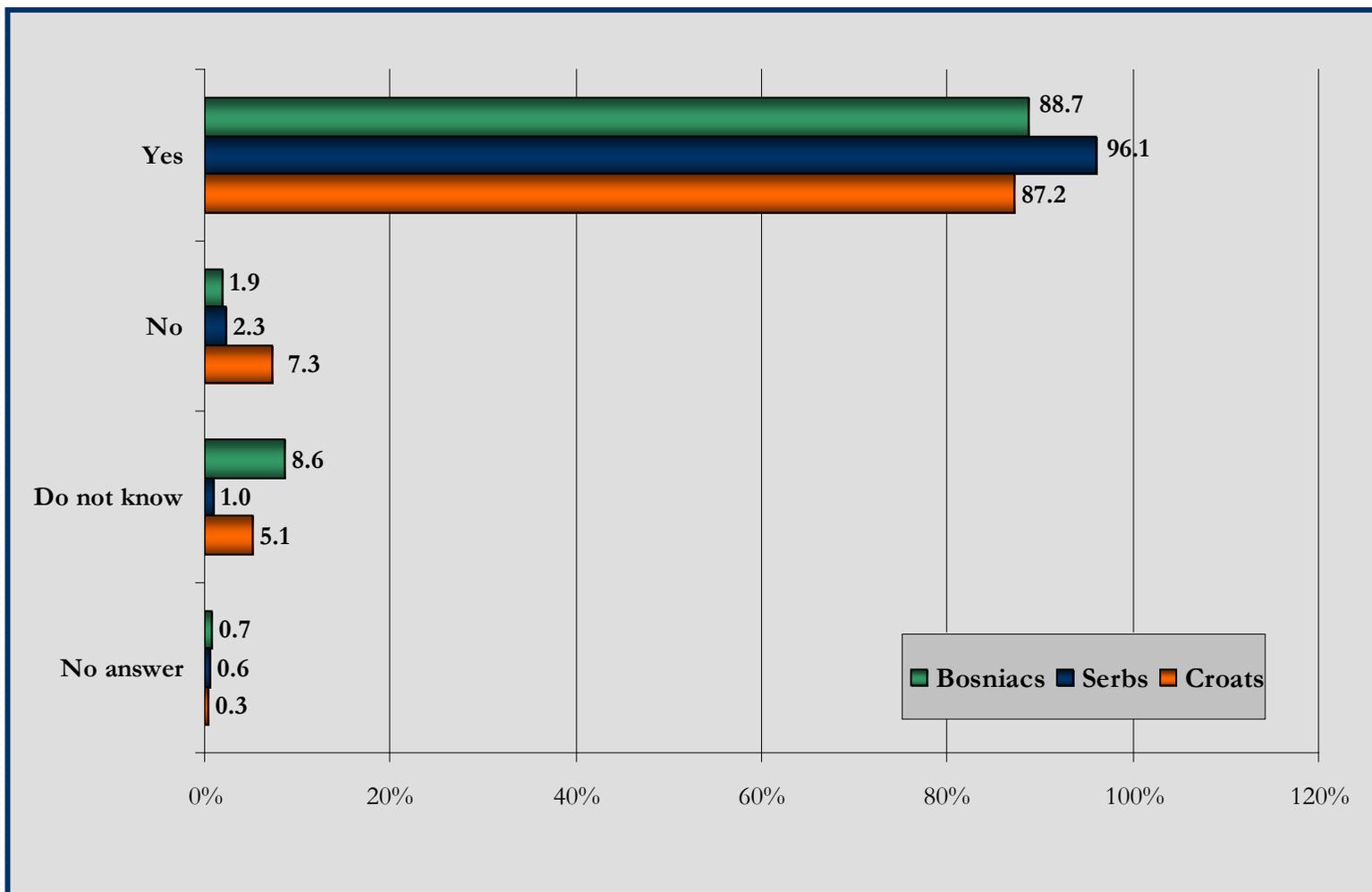
November 2007.



Should the Government protect the vulnerable categories of citizens in the case of electricity price increase?

Results by Nationality

Only Bosniacs,
Serbs and Croats
N=1514

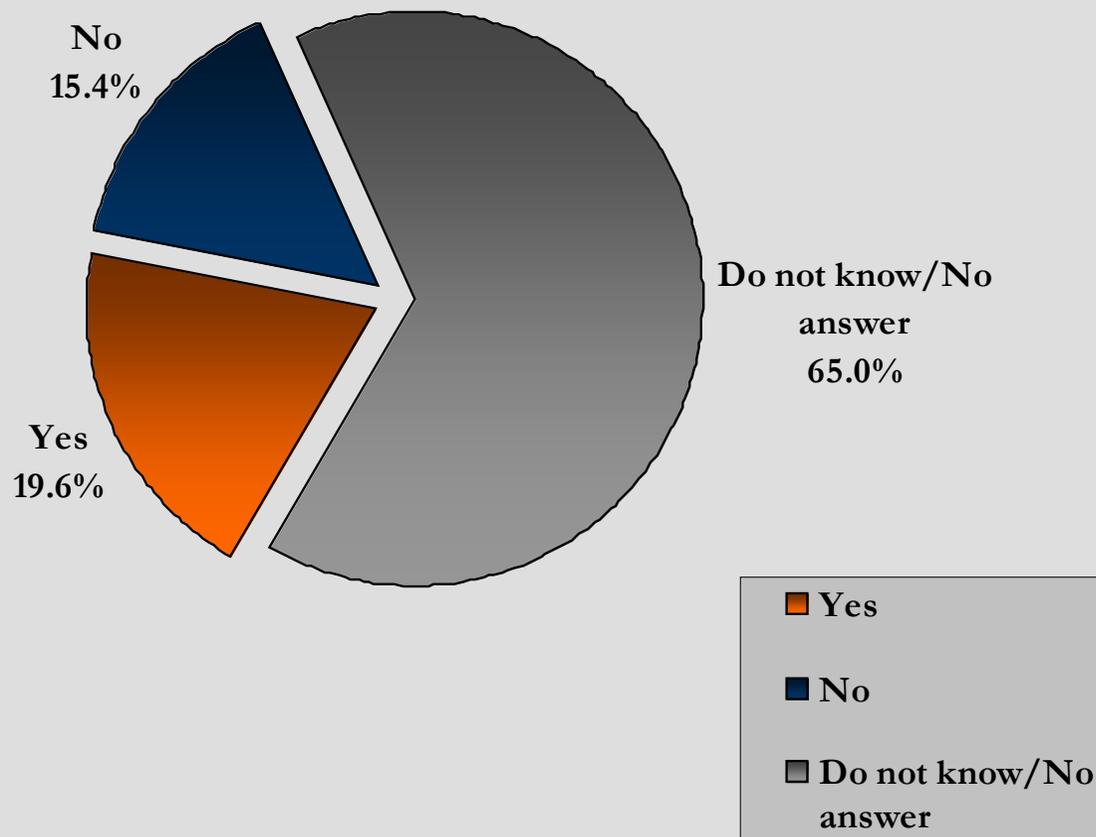




Is BiH a member of Energy Community of Southeast Europe? Total

17

All respondents
N=1550



Prism Research

USAID REAP

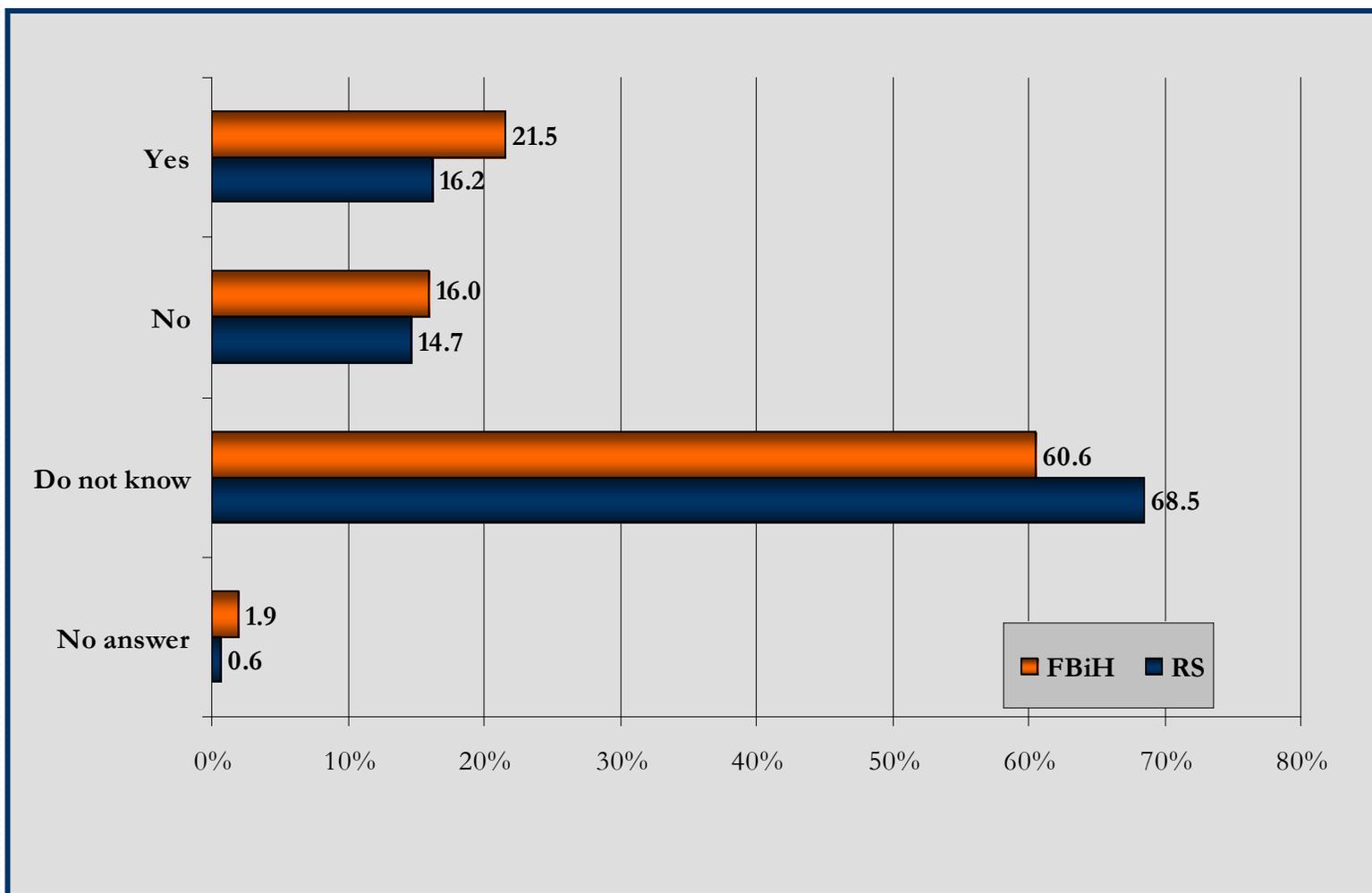
November 2007.



Is BiH a member of Energy Community of Southeast Europe? Results by Entity

18

Only respondents
from F BiH and RS
N=1517



Prism Research

USAID REAP

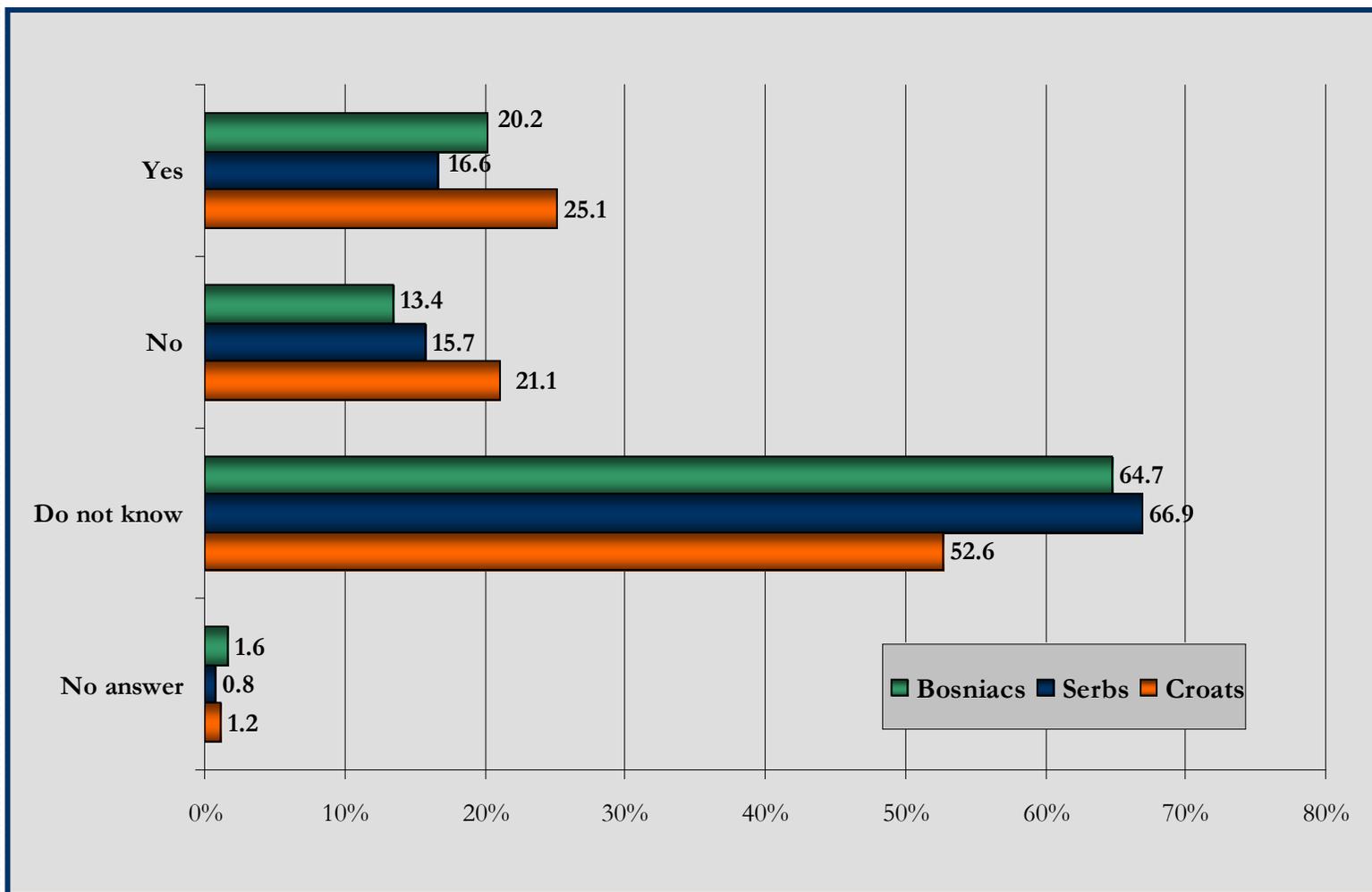
November 2007.



Is BiH a member of Energy Community of Southeast Europe? Results by Nationality

19

Only Bosniacs,
Serbs and Croats
N=1514



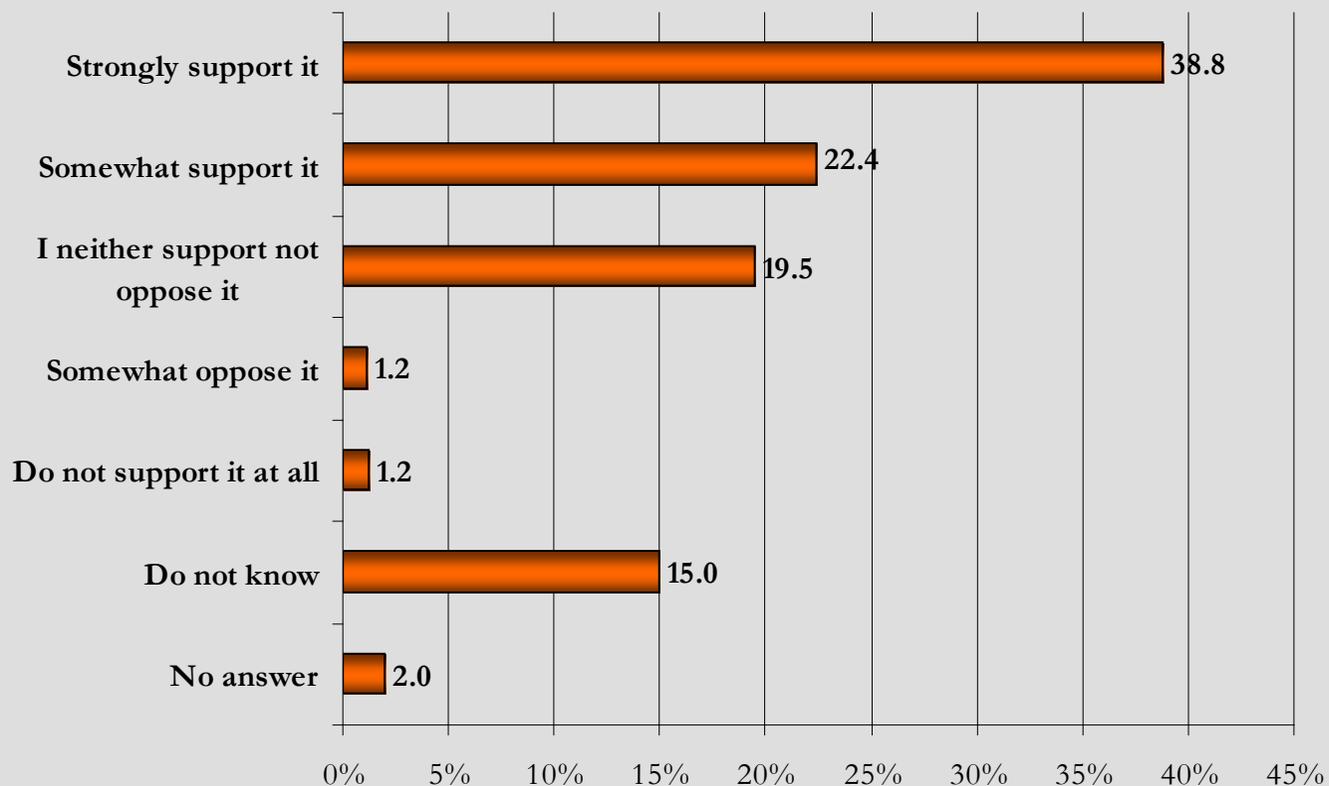


To which extent do you support abiding by the European regulations, legislation and directives when constructing new electrical energy capacities?

Total

20

All respondents
N=1550



Prism Research

USAID REAP

November 2007.

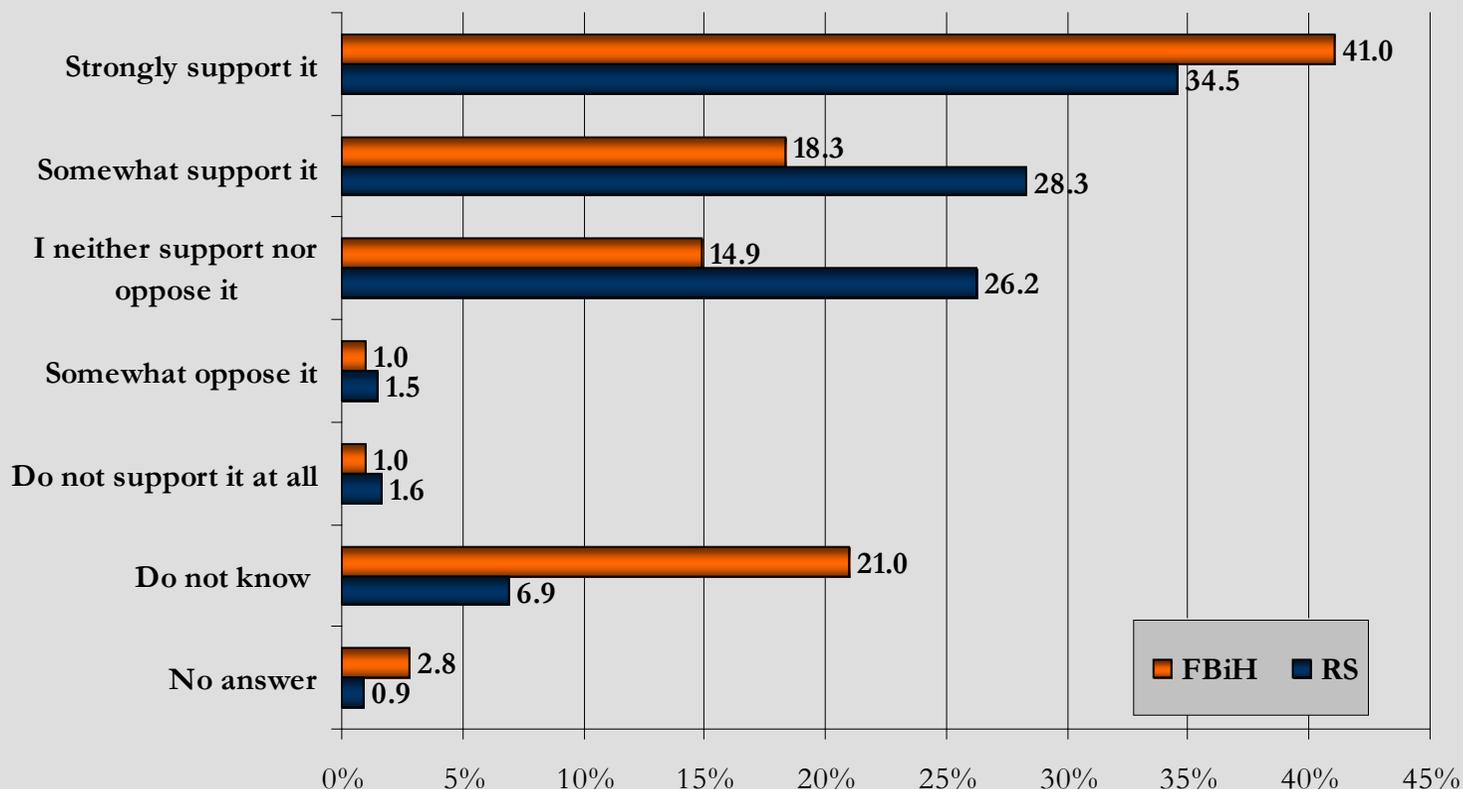


To which extent do you support abiding by the European regulations, legislation and directives when constructing new capacities?

Results by Entity

21

Only respondents
from F BiH and RS
N=1517





To which extent do you support abiding by the European regulations, legislation and directives when constructing new capacities?

Results by Nationality

Only Bosniaks,
Serbs and Croats
N=1514

