

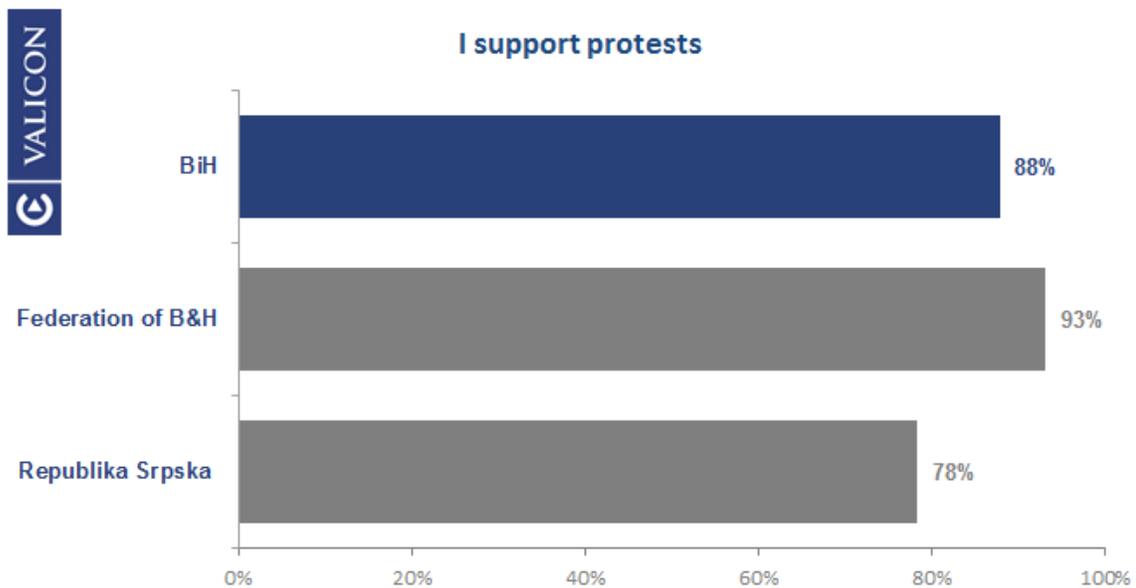
date ► February 12th 2014

PRESS RELEASE

Valicon, marketing consulting and research company, conducted a research among B&H citizens on their attitudes regarding protests.

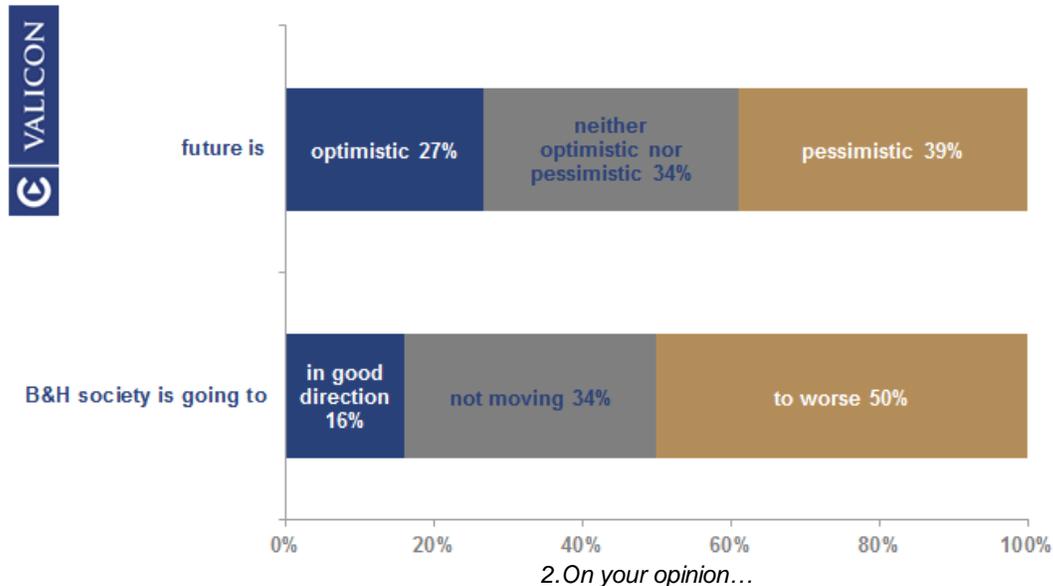
Bosnia and Herzegovina: Big majority of citizens support protests, but violence represents too high price of changes

text ► Protests are result of widespread dissatisfaction of citizens. Strong support to protests has united the society as it is largely supported in both entities, in Federation of B&H and in Republic of Srpska as well. If protests would continue to be violent, support would decline, most probably below 50%. Protests, in general, represent insurgence against general social conditions. However, only half of respondents feel that these protests would cause any major change.



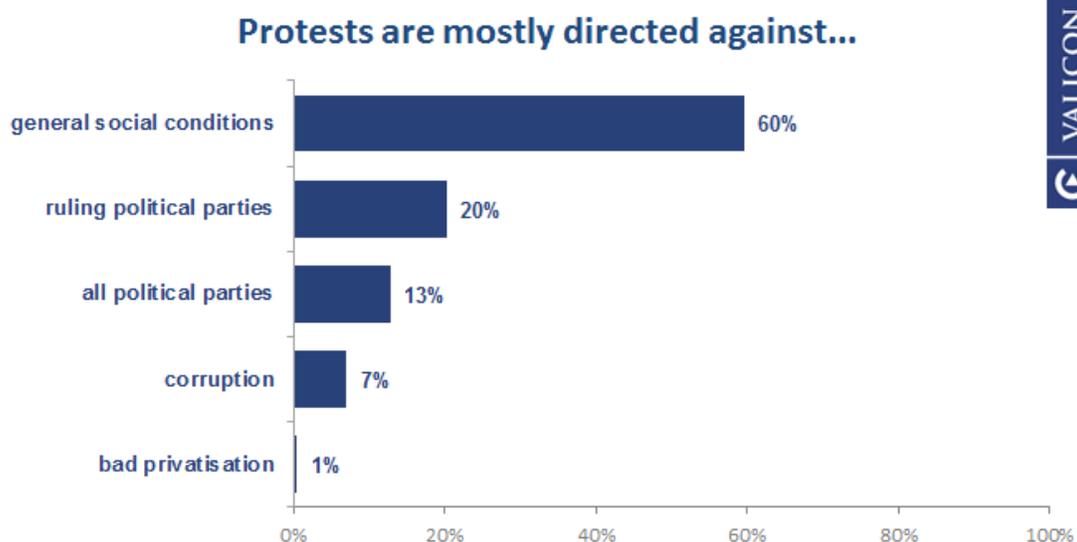
1. In the last 7 days, there were many protests in towns across Bosnia and Herzegovina. In general, what is your attitude towards protests in B&H? Do you support them?

Background of the protests is general dissatisfaction in society, which is with very little or no positive trends: almost two-thirds of respondents is personally dissatisfied, with 90% of those who are dissatisfied with society they live in. When added facts that more than half of respondents consider that "state is going wrong way" and that one-third thinks "state is not moving" is added, one can easily understand why **large majority of respondents supports protests.**



Almost half of citizens (**47%**) **fully supports** protests, while **general support** of protests accounts for **88% of citizens** of Bosnia and Herzegovina. Share of those who support protests keeps on the level of large majority even when analyzed by subgroups: in **FB&H it is over 90%**, while in **RS it is somewhat lower than 80%**. Almost half of respondents expressed support with some reserve, which is explained with the fact that **they don't support violence**. Most of those who do not give full support to protests, are explaining it with their disagreement with violence.

Citizens see these protests mostly (60%) as **insurgence against general social conditions**. Smaller shares of respondents see protests as against **political parties in power** (20%) and against **all political parties** (13%). Protests were least qualified as against corruption and bad privatization.



3. Protests were mostly directed against...?

In this survey, citizens were asked to assess their agreement with some statements. Most of different assessments were in case of statement that **violence is price too high for a change** (*If violence would be the only way to make a change, it is better not to change anything at all*). Half of respondents doesn't agree with this statement. However, on the opposite, almost one third agrees on this statement. This shows clear sign that public support to protests would decline if protests would continue violently.

However, citizens are divided regarding expectations that protests would cause radical changes. Somewhat more than half of citizens think that protests would cause radical, fundamental changes, while other half thinks it would not. That shows kind of apathy regarding politics.

Methodology: research is conducted by Valicon, marketing consulting and research company, from 10th till 11th of February 2014, on the sample of 525 respondents aged between 18-65. Sample is representative, meaning it responds to population structure by age, sex and regional distribution.

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Valicon

Valicon is one of the leading marketing consulting and research companies, mostly active in the region of South-Eastern Europe. The company specialises in small markets and offers customised solutions, advanced methodologies, and in-depth insights into the client industries. The company's core business is marketing consulting based on market research. The knowledge and skills of Valicon's employees extend to fields such as brand management, management consulting, innovation, media, trend prediction, online strategies and data mining. Valicon offers services across the entire former Yugoslavia and, through its chosen partner, also in other parts of the South-Eastern Europe.

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