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Hungary – Croatia



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RenewMap

Što žene preferiraju u ulaganjima u obnovljive izvore energije i energetske učinkovitost? Uvidi iz ankete RenewMap

Milyen preferenciákkal rendelkeznek a nők a megújuló energiával és energiahatékonysággal kapcsolatban? Eredmények egy Renewmap lekérdezésből

What do Women Prefer in Renewable and Energy Efficiency Investments? Insights from the RenewMap Survey

A residential survey in the Hungarian–Croatian border region

PLIN 2026 Conference

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Osijek (Croatia)

Viktor Varjú (senior research fellow - IRS ELTE KRTK)

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Baseline position

- Renewmap project aims to **develop an application supporting** residents in decision making in: *renewable and energy efficiency* investments
- Survey: Revealing residents' *knowledge, attitudes and digital preferences*
- Special attention: Is there gender difference?

Research question

How are perceived energy knowledge, *institutional trust* and perceived barriers associated with support for the energy transition and household energy-improvement intentions in the Hungarian–Croatian border region, and **how do these relationships vary** by gender, socioeconomic position and country?

Theoretical frame

The adoption of energy technologies and measures is influenced by the following factors, among others:

- perceived benefits and risks;
- costs and barriers;
- trust in institutions and experts;
- perceived fairness;
- social and personal norms;
- perceived ability to act;
- support and intention to act.

Hungary – Croatia

Research design and target area

Hungary • N=400

Representative of the adult internet-using population in three participating counties.

Croatia • N=444

A sample covering the adult population of eight participating counties.

Marginal quotas + iterative weighting

Quota dimensions: gender, age (18–39; 40–59; 60+), settlement type and educational attainment. Targets: 2022 Hungarian and 2021 Croatian census data.



The sample is from the Ipsos Internet panel



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Strong support and perceived barriers, contrasting trust patterns

MEAN VALUES OF SEVEN SUMMARY INDICATORS · 1–5 SCALE



● Hungary
● Croatia

Key patterns:

- Support is strong in both countries;
- Croatia shows a higher intention to act but lower institutional and digital trust.



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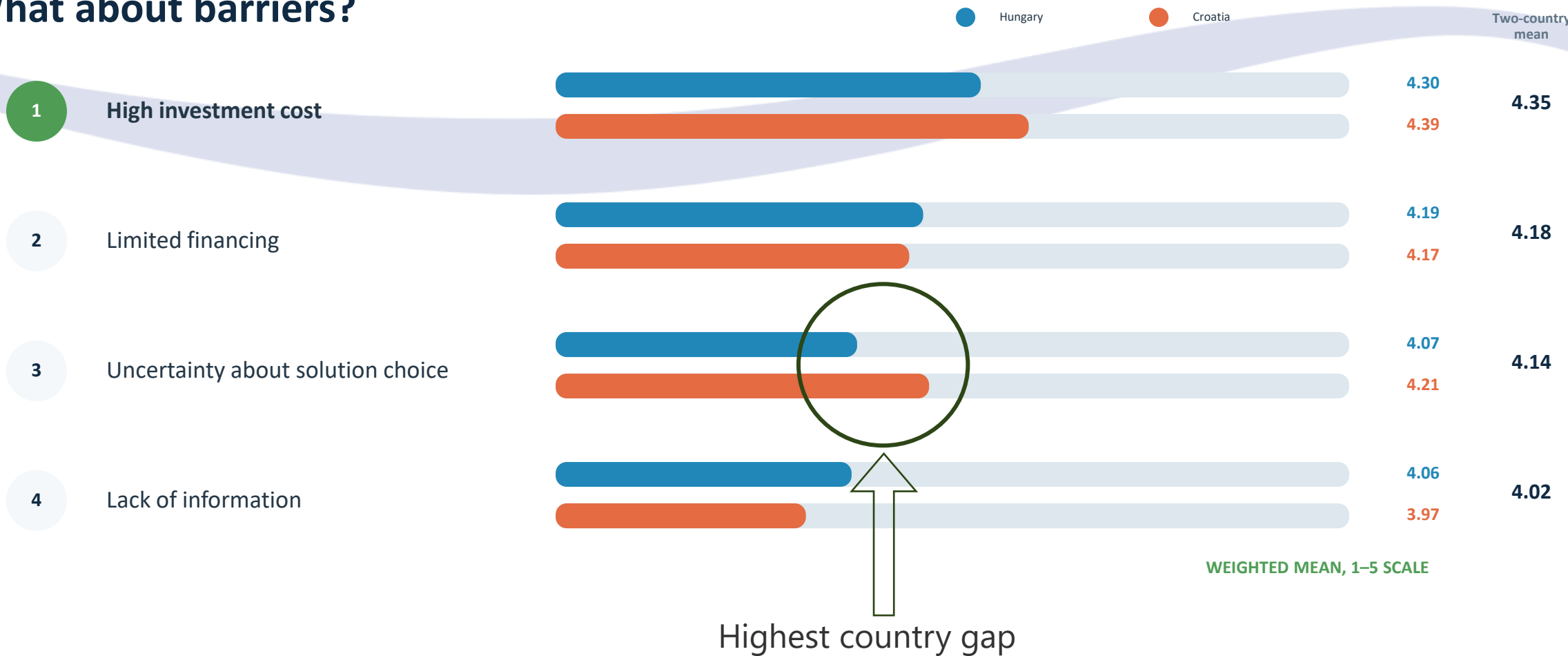
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What about barriers?





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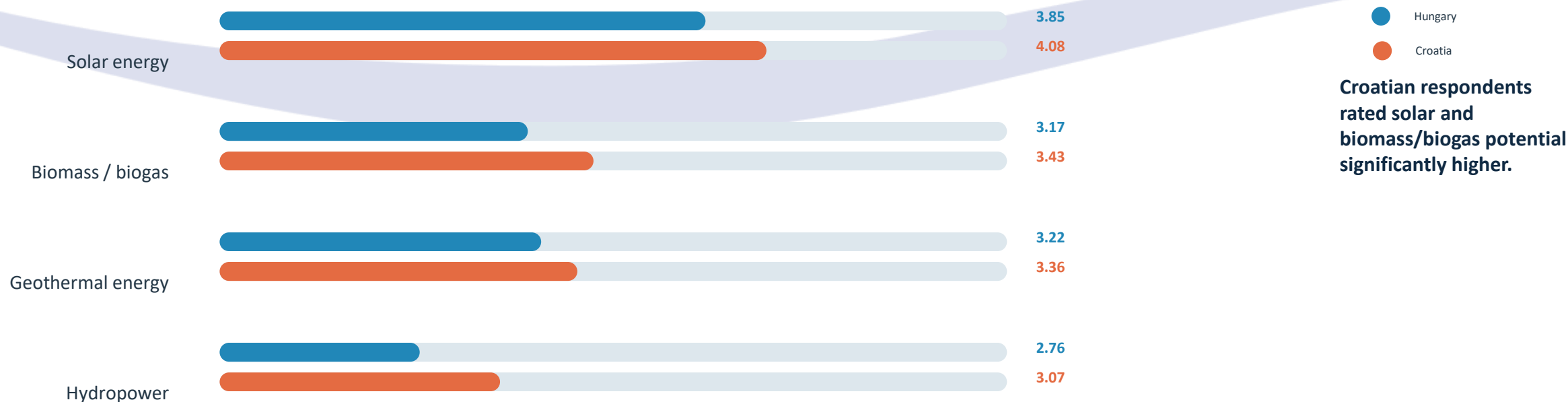
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Hungary – Croatia

Solar energy is perceived as the strongest local opportunity



2

4.08

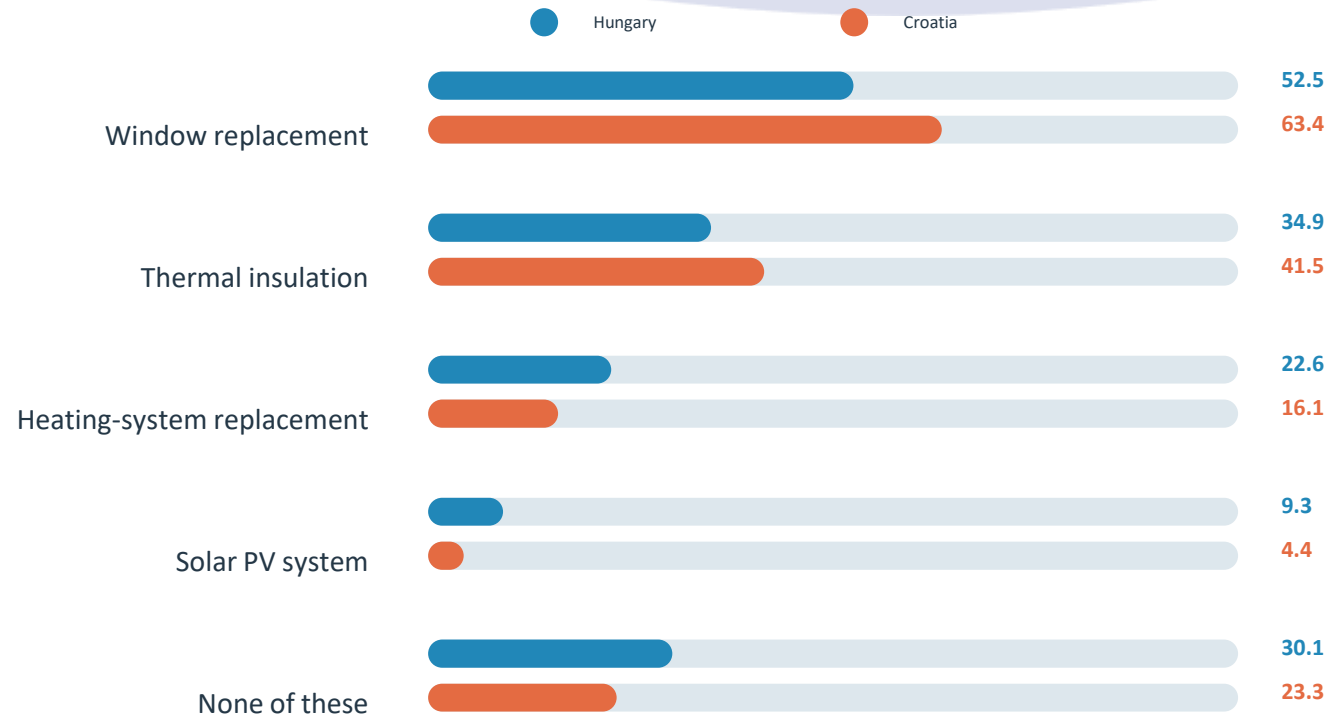
solar energy · HR

3.85

solar energy · HU

RENEWABLE-ENERGY POTENTIAL · WEIGHTED MEAN, 1–5 SCALE

PREVIOUS INVESTMENTS AND GROUP DIFFERENCES



Previous investment

Higher intention to act (+0.34 SD) and transition support (+0.32 SD).

Gender

Men: higher knowledge (+0.27 SD), but lower transition support (−0.22 SD).

Age

Older respondents show stronger transition support (+0.31 SD), barriers (+0.29 SD) and knowledge (+0.18 SD).

Renovation experience and age both matter



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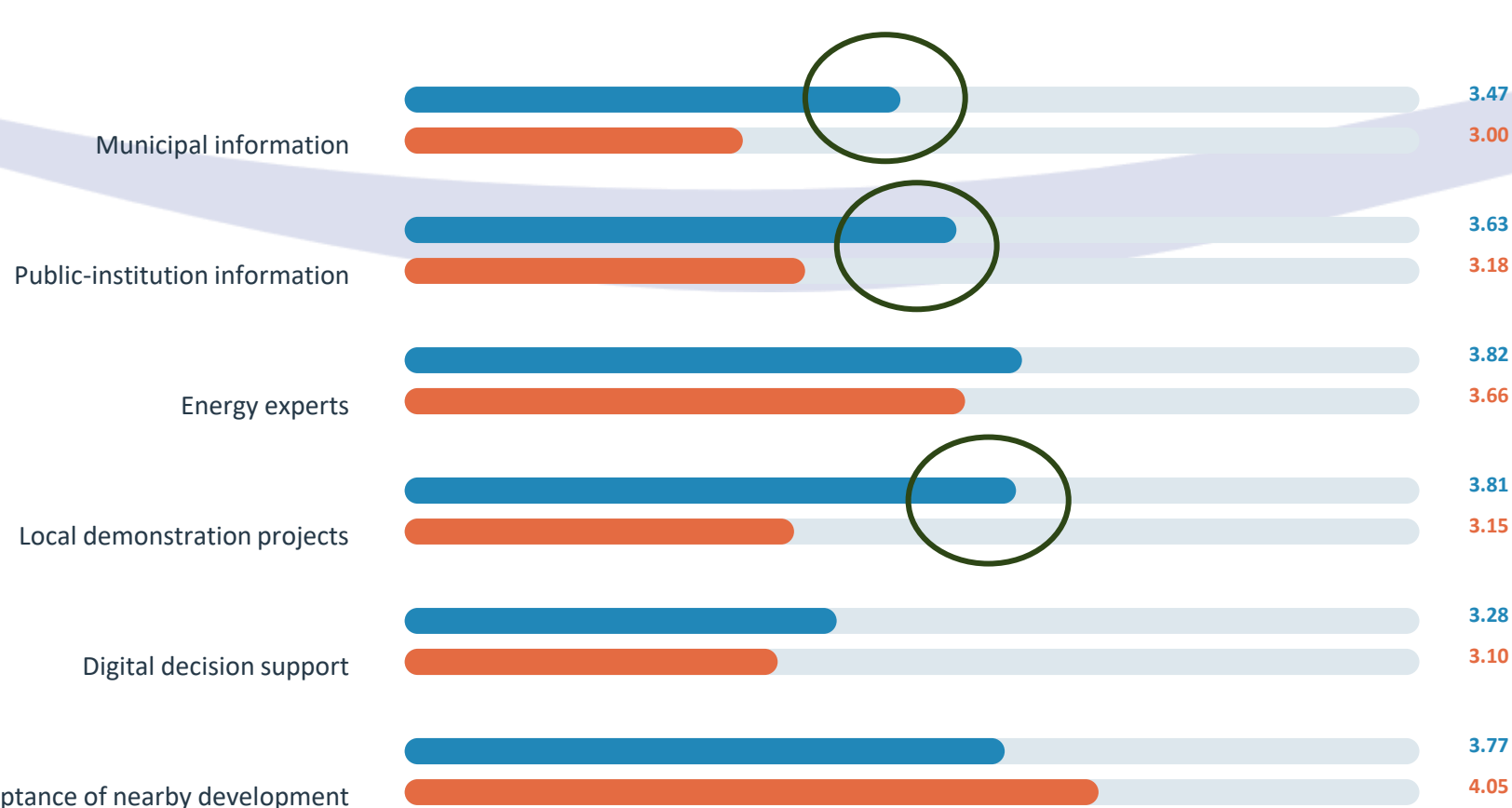
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TRUST AND OPENNESS · 1–5 SCALE

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● Hungary
● Croatia

Trust cannot be taken for granted: local evidence, expert validation and transparent methods are especially important on the Hungarian side.

Lower trust in Croatia, but stronger intention to act



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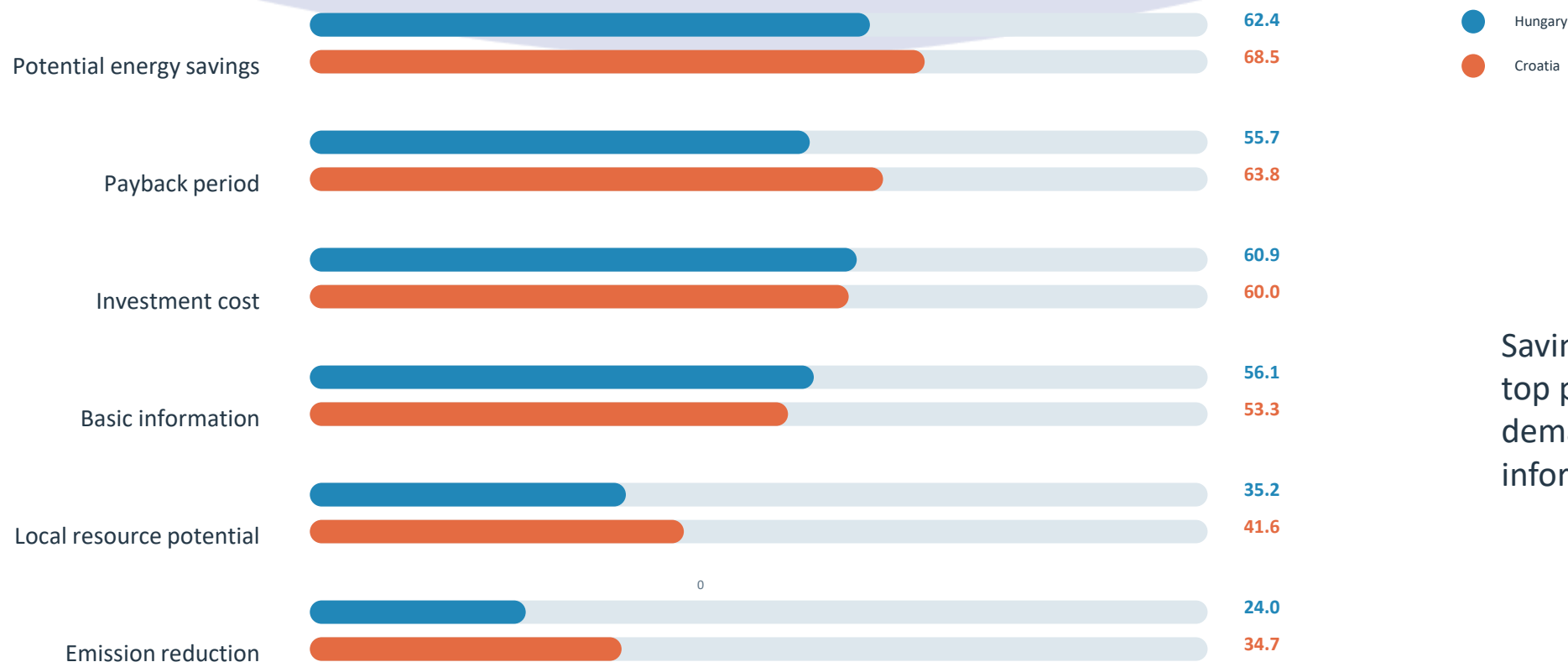
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The digital tool should answer financial questions first



Savings, costs and payback are the top priorities on both sides; demand for emission-reduction information is higher in HR.



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USEFULNESS AND PREFERRED COMMUNICATION FORMATS

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AI-assistant acceptance is moderate, but there is room for use

50.4%

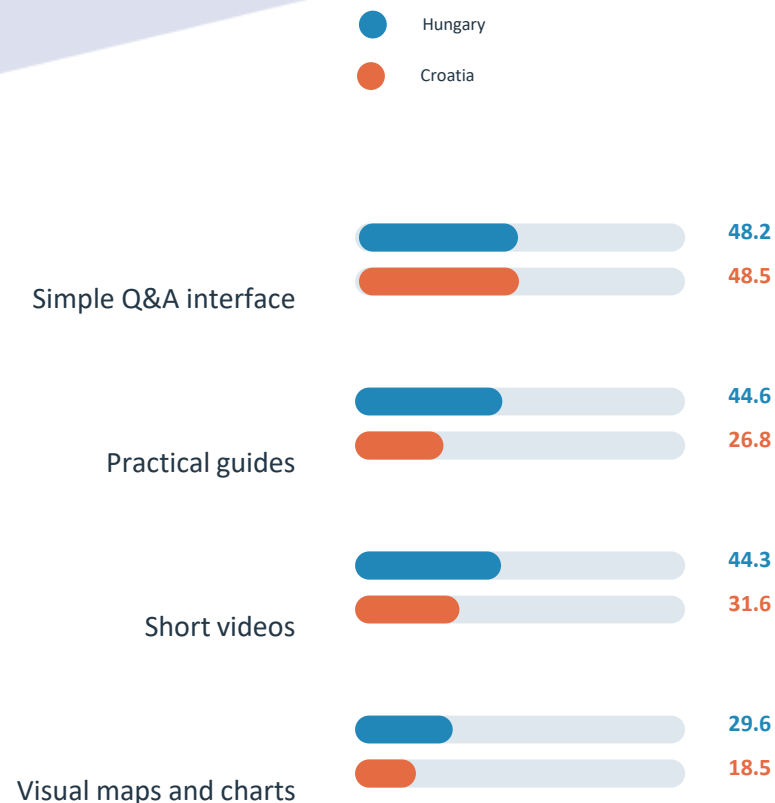
consider it useful · HU

40.4%

consider it useful · HR

Those who trusted
in digital
technologies
support the
strongest usefulness
of AI and chatbots

Communication should combine multiple formats.





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- Age and prior experience are the strongest demographic correlates
- Age is the most consistent one;
- Prior investment is associated with both attitudes and readiness to act.

A lower level of social status is associated with lower self-assessed knowledge and lower levels of trust in institutions and digital technology.

Age (/1SD)

Transition support	+0.31
Perceived barriers	+0.29
Energy knowledge	+0.18
Intention to act	+0.16
Institutional trust	+0.15

Previous investment

Intention to act	+0.34
Transition support	+0.32
Institutional trust	+0.28
Energy knowledge	+0.23

Men · ref. women

Energy knowledge	+0.27
Transition support	-0.22
Perceived barriers	-0.20

Lower social status (/1SD)

Energy knowledge	-0.14
Institutional trust	-0.12
Digital trust	-0.12



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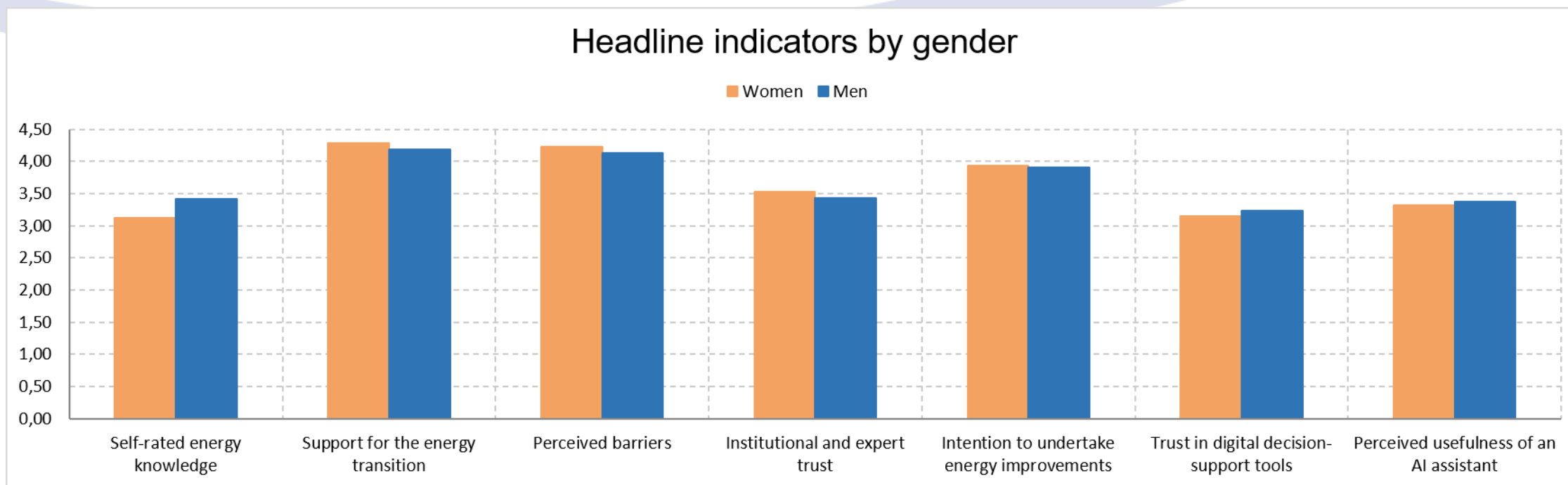


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There is no statistically significant difference by gender



Communication preferences differed in Croatia: *Men selected short practical guides 12.4 % more often and video tutorials 17.0 % more often than women.*

Some implications for RenewMap's digital tool

- **Financial first entry point:** Savings, investment cost and payback period should dominate the first screens;
- **Multiple formats, not only chat:** Q&A, practical guides, maps and short videos should work as complementary channels;
- **Targeted communication:** User pathways should reflect age, prior renovation experience, knowledge level and social position;
- **Gender:** No significant gender differences should be taken into account.



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Thank you for your attention!

Hvala vam na pažnji!

Köszönjük a figyelmet!

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