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[Invited Lecture]

Perceptions and Attitudes Toward Temperature Trends and Climate Change in North Macedonia: A Survey-Based Analysis

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Abstract: Climate change represents one of the most significant scientific and societal challenges of the 21st century. Understanding public perceptions and attitudes is essential for assessing how societies recognize and respond to climate-related changes. This study investigates how citizens in North Macedonia perceive temperature trends and climate change using a survey-based approach. The questionnaire addressed three main dimensions: perceptions of temperature and climate conditions, knowledge of climate change, and attitudes toward its impacts. The survey was completed by 300 respondents representing different age groups, educational backgrounds, and living environments. The results indicate a high level of awareness, with 88% of respondents considering climate change a serious and real problem and 68% reporting a good understanding of the concept. A clear perception of warming was also evident among respondents, with 59% strongly agreeing that summers are warmer today than in the past, while 65% agreed or strongly agreed that winters are less cold. Furthermore, 81% agreed or strongly agreed that they increasingly observe temperature extremes. Despite this high level of awareness, only 40%

agreed or strongly agreed that their individual actions can contribute to addressing climate change. At the same time, 65% expressed a willingness to gain more information about climate change and its impacts. Overall, the findings suggest that the challenge lies not only in increasing awareness of climate change, but also in strengthening citizens' perceived capacity and willingness to translate awareness into action.

Keywords: temperature trends, climate change, public perceptions, survey, North Macedonia