



Green Agenda for the Western Balkans

Public opinion poll report

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Methodology



Survey performed by	CeSID Opinion Polling Agency in collaboration with UNDP Serbia.
Fieldwork	26 December, 2022 to 11 January 2023
Sample type and size	Random, representative sample of 2055 citizens of Serbia over 18 years of age
Sampling frame	Polling station catchment areas as the most reliable registration units
Selection of households	Random sampling without replacement: every other street address from starting point for each polling station catchment area
Selection of respondents by household	Random sampling without replacement: respondents selected by date of first birthday in relation to survey date
Survey method	Face to face (F2F)
Survey instrument	95-item questionnaire

Sample description

Based on the methodology established during the implementation of this research, the following categories of respondents are included:

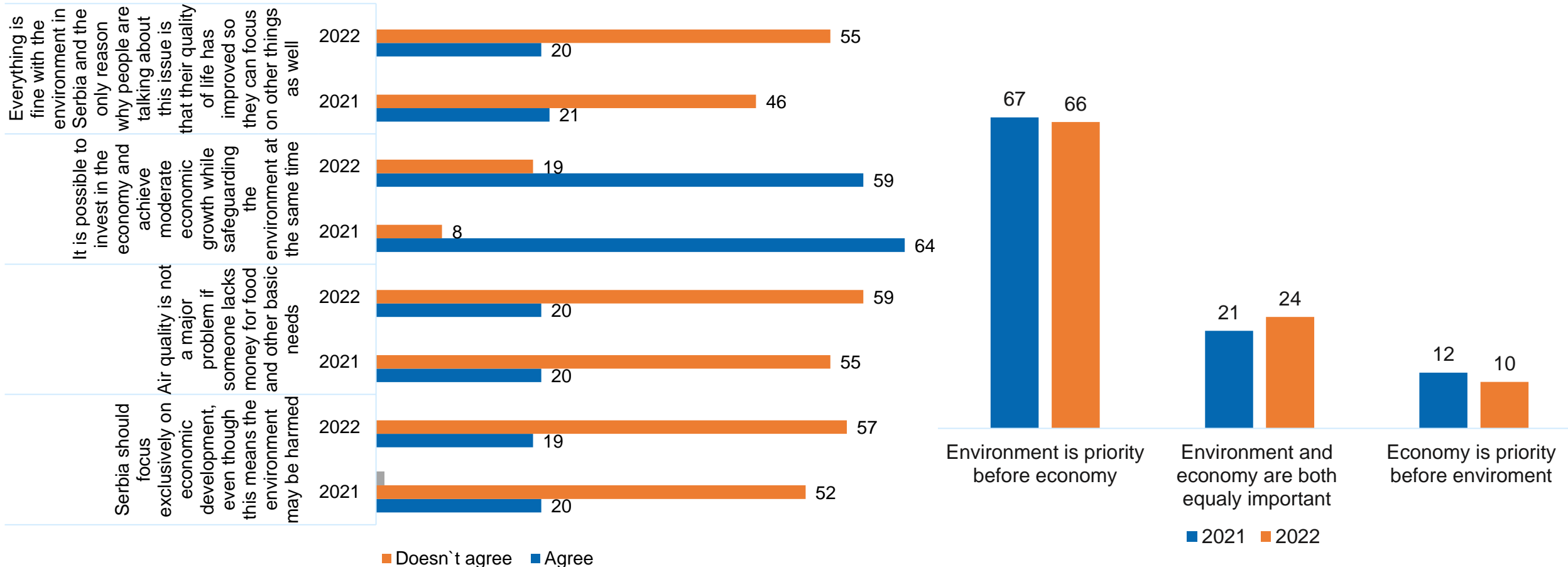
Gender: 52% women i 48% men

- **Age:** 18-29: 18%, 30-39: 17%, 40-49: 16%, 50-64: 28%, more than 65 years 21%
- **The average age of the participants in the research is 48 years** (the youngest respondent is 18 years old, the oldest is 90 years old).
- **Education:** Primary education or lower 25%, secondary education 50%, college/university 25%
- **Employment status:** employed in state or local administration 11%, employed in the private sector 35%, owner of a company or firm 3%, employed in the civil society sector 1%, unemployed 14%, inactive (retired, incapable of work) 22%, pupil / student 7 %, farmer 8%
- **Type of settlement:** urban 59%, rural 41%
- **Region:** Belgrade 23%, Vojvodina 27%, Western Serbia with Šumadija 28%, Southern and Eastern Serbia 22%



Perception of Serbian citizens about the threat to the environment

Ecology or economy? What is priority for Serbia citizens? (in%)

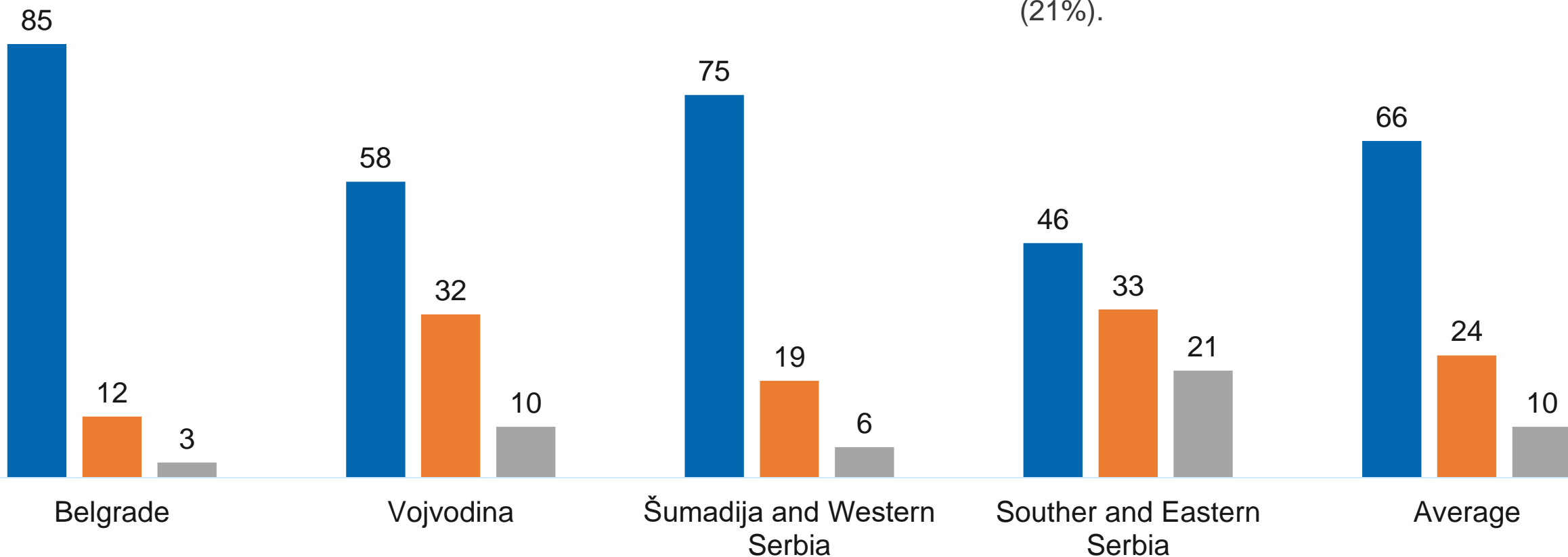


Similar to the previous research cycle, two thirds of citizens (66%) belong to the group that believes that ecology should have primacy over economy in Serbia. Every fourth citizen (24%) believes that there should be a balance between economy and ecology, while 12% of those who are more inclined to believe that economy is more important than ecology.

Ecology or economy? What is priority for Serbia citizens?

(in % by region)

Citizens in the most developed region of Serbia - Belgrade (85%) give priority to ecology over the economy. Most of those who prefer the economy to the environment are found in the least developed region of the country - Southern and Eastern Serbia (21%).



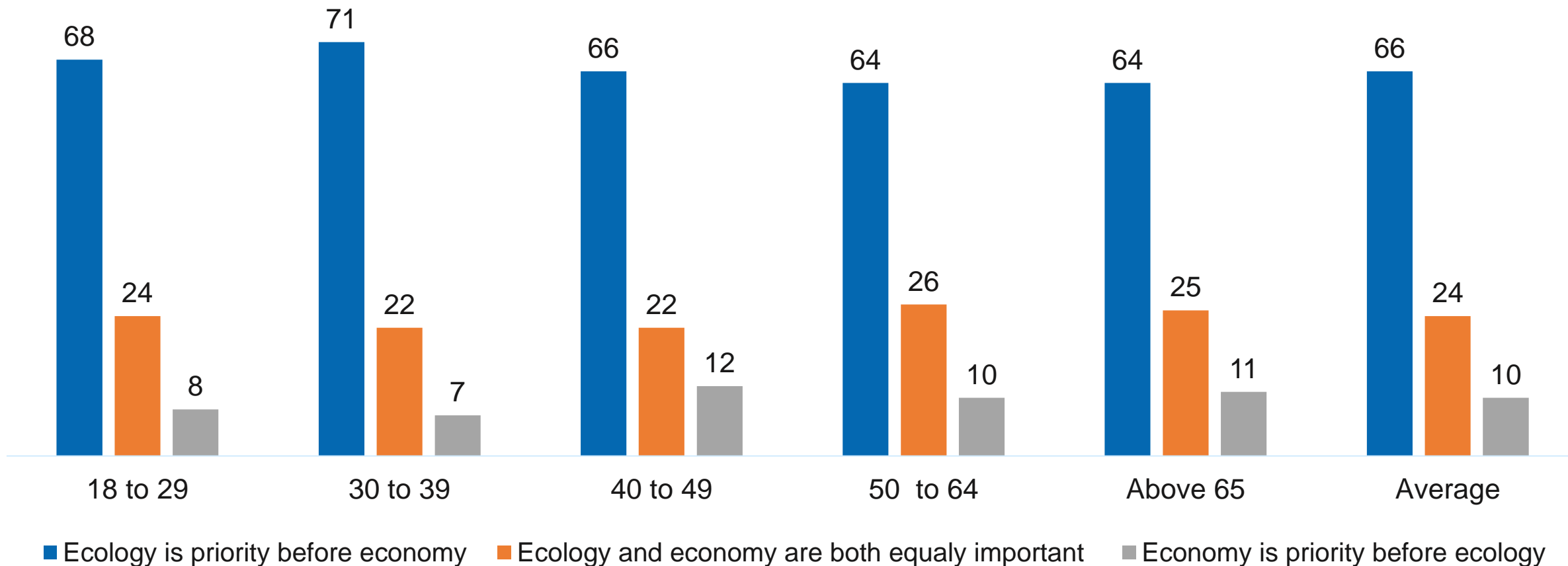
■ Ecology is priority before economy ■ Ecology and economy are both equally important ■ Economy is priority before ecology

Ecology or economy? What is priority for Serbia citizens?

(in % by age)



Preference to ecology over economy is given by members of all age groups, mostly by those between 30 and 39 years of age.

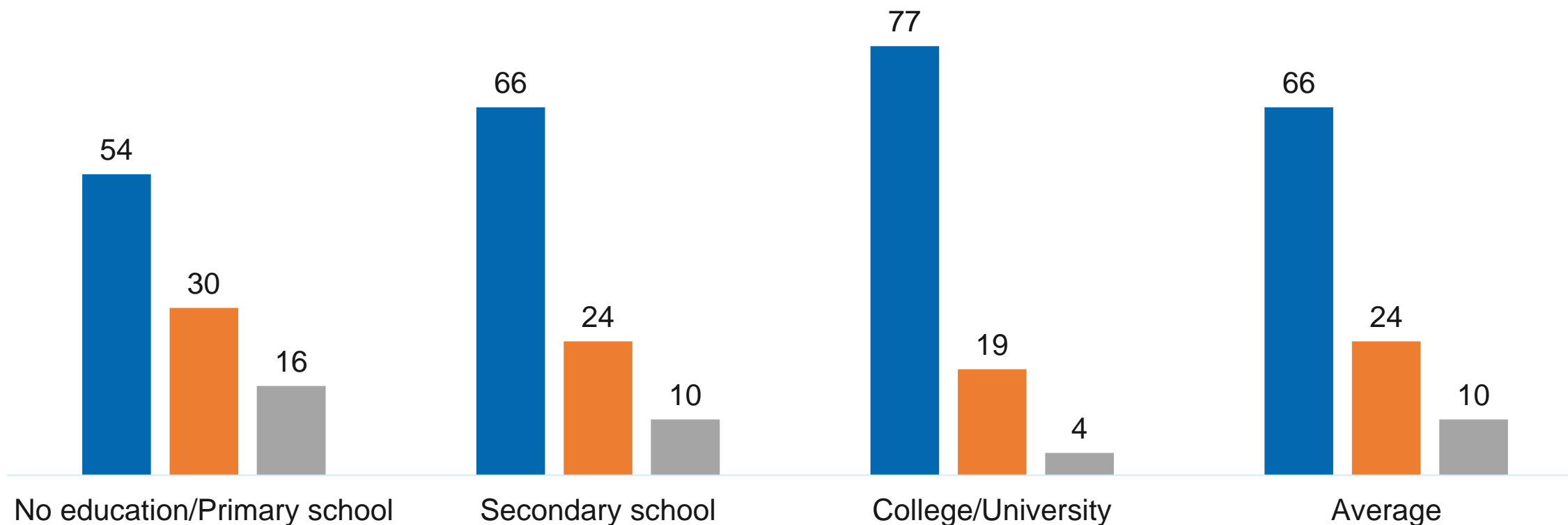


Ecology or economy? What is priority for Serbia citizens?

(in % by education)



Concern for environmental protection is more present among respondents with a higher level of education. Respondents with primary school (16%) above average believe that economy must take precedence over ecology.



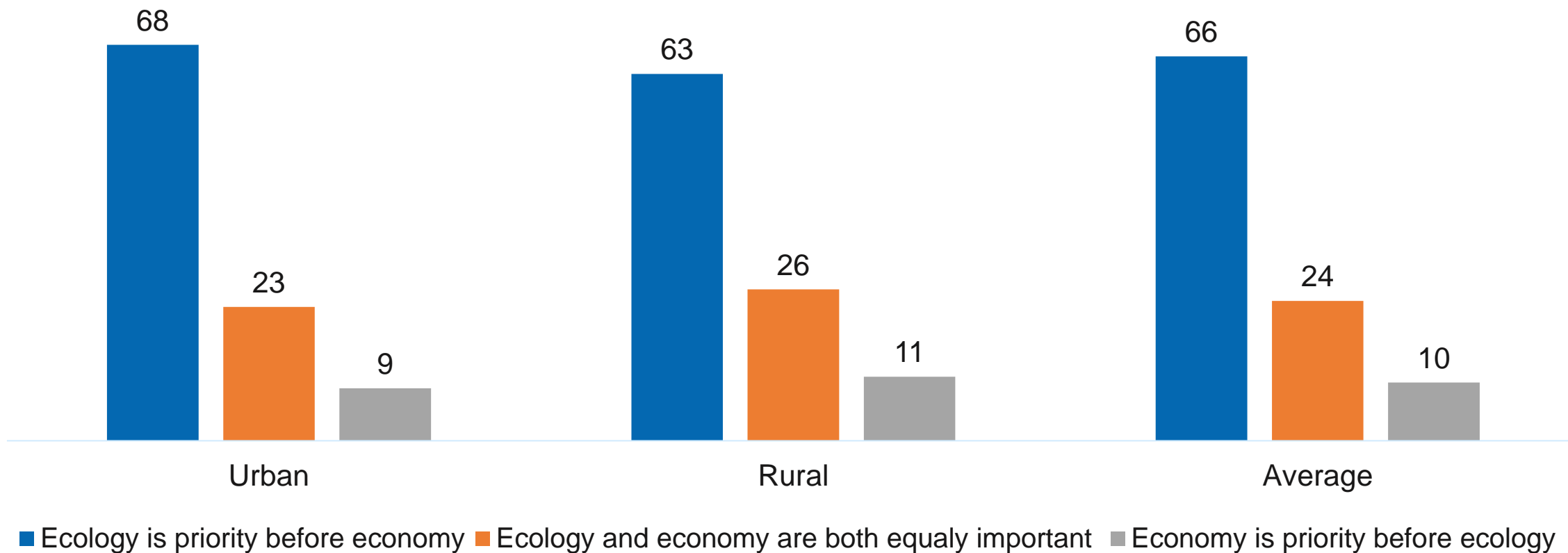
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Ecology or economy? What is priority for Serbia citizens?

(in % by place of residence)

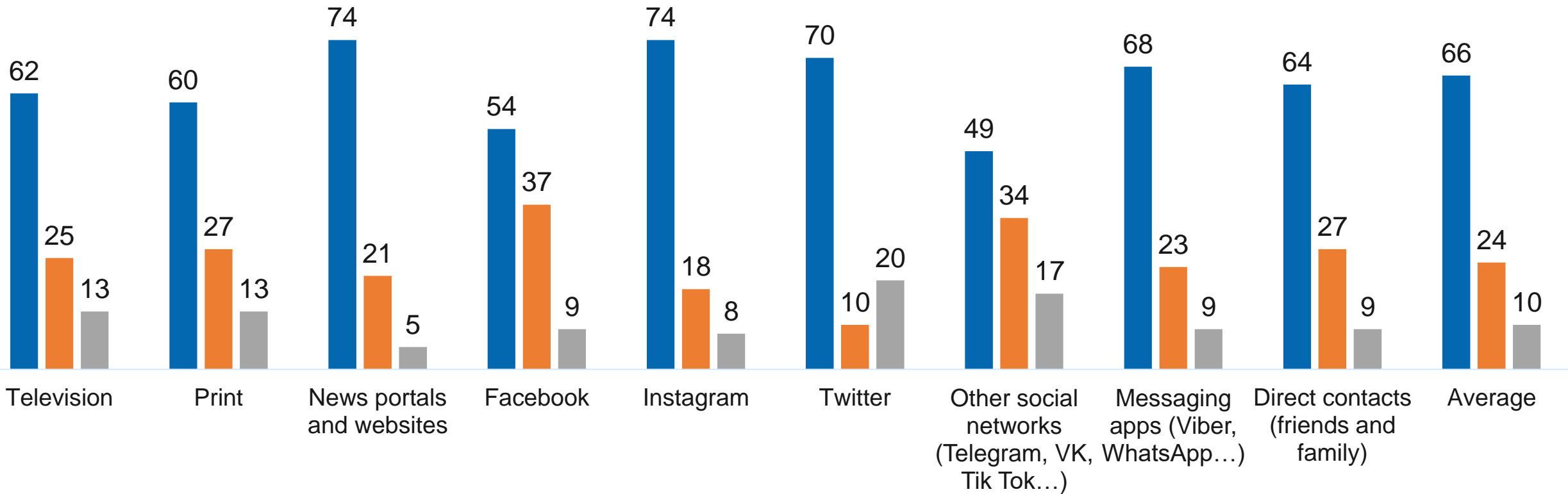


Residents of urban settlements believe that ecology must have an advantage over the economy over those coming from rural parts of Serbia.



Ecology or economy? What is priority for Serbia citizens?

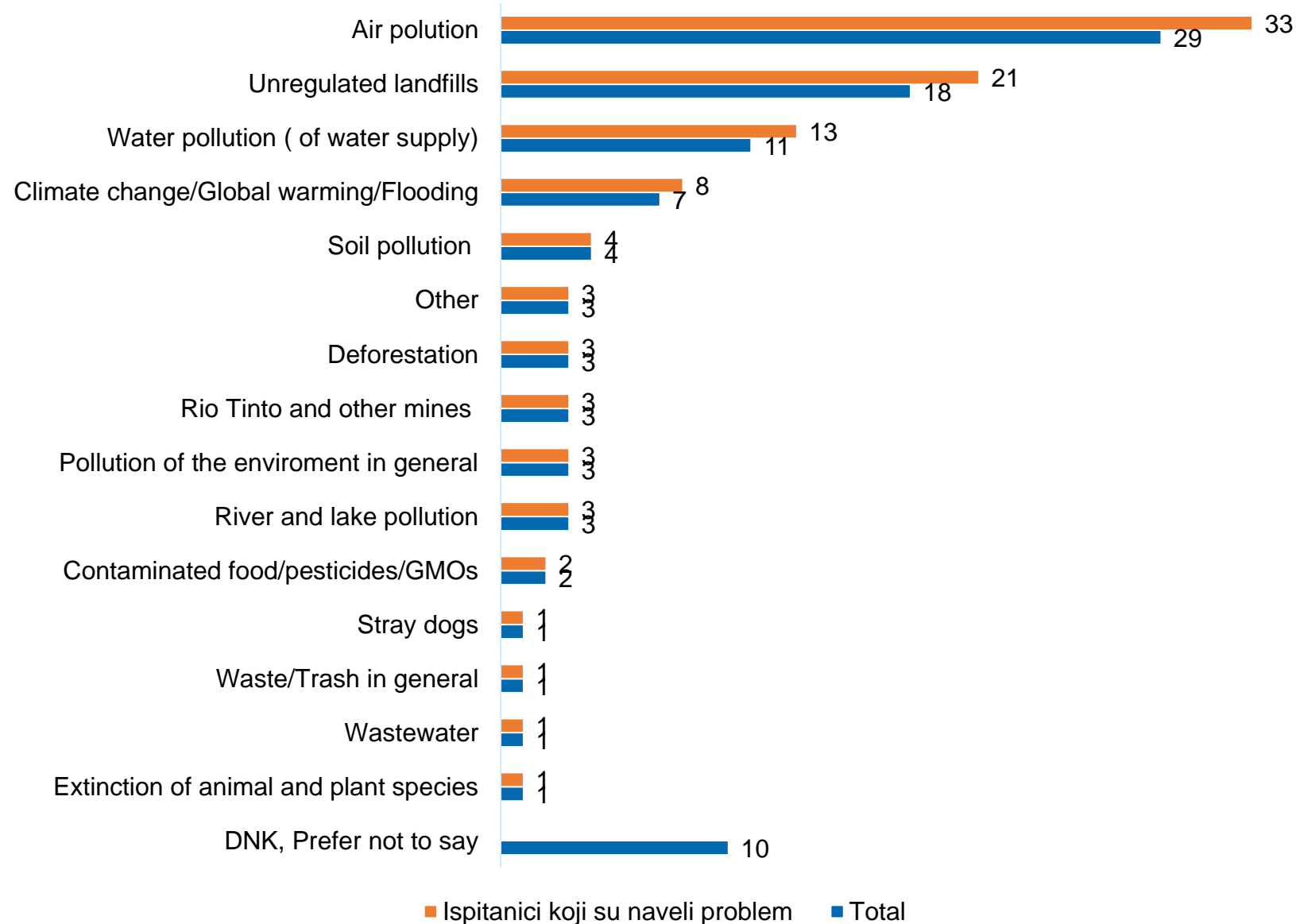
(in % by news access)



■ Ecology is priority before economy ■ Ecology and economy are both equally important ■ Economy is priority before ecology

Citizens who get information through internet portals (74%), Instagram (74%), Twitter (70%), as well as those who use communication applications (68%), are more inclined to give priority to environmental protection over the economic development of the country.

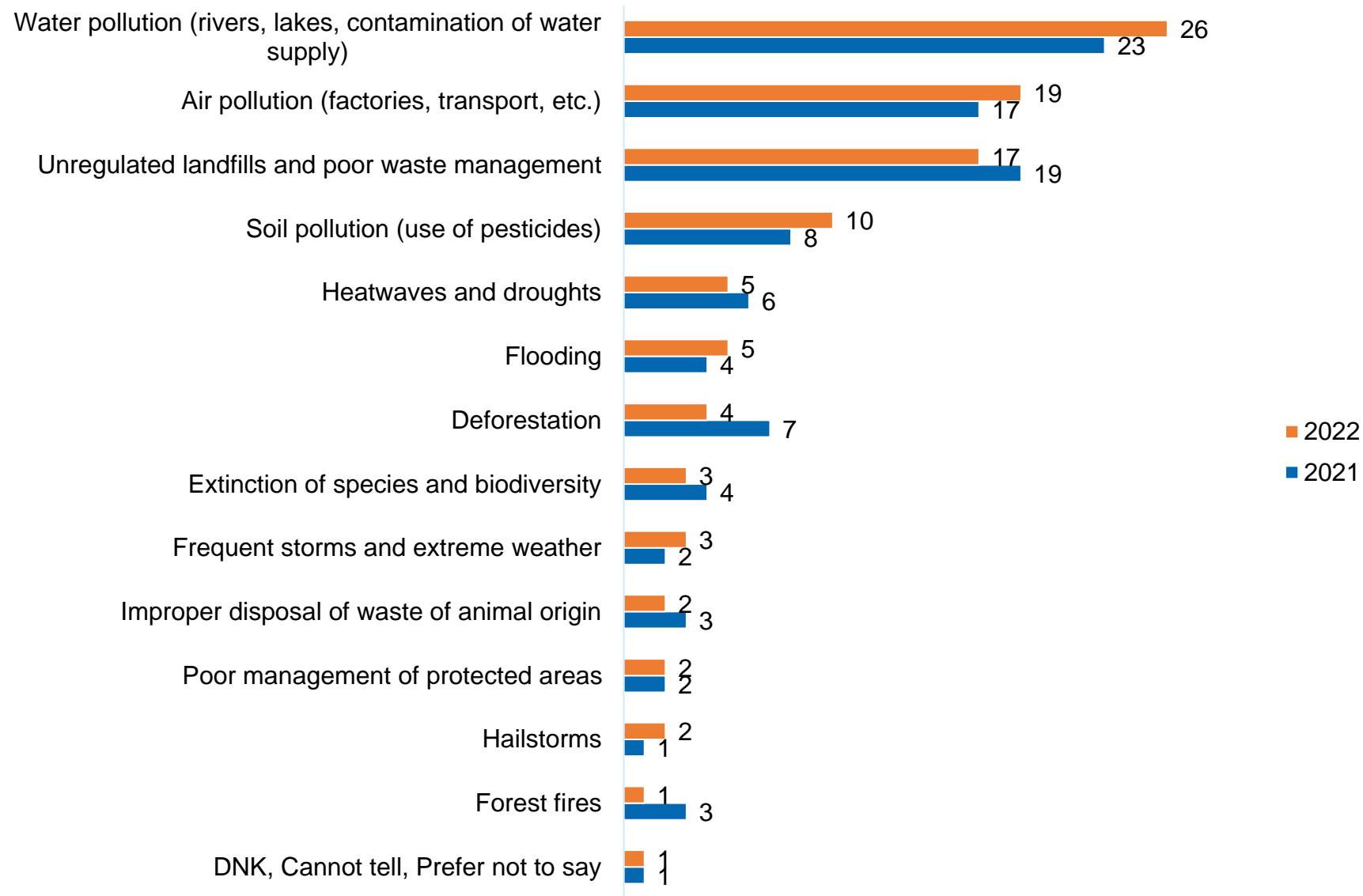
Wich environmental issue you personally are the most concerned about? (in %, open-end question)



Among the problems in environmental protection that concern citizens, just like in the previous research cycle, the first is air pollution, by one in three respondents (33%) who answered this question.

The second problem highlighted by every fifth citizen citizens in Serbia is illegal landfills (21%), while in water pollution (13%) is in third place.

List two more environmental issues that concern you (in %, two answers)



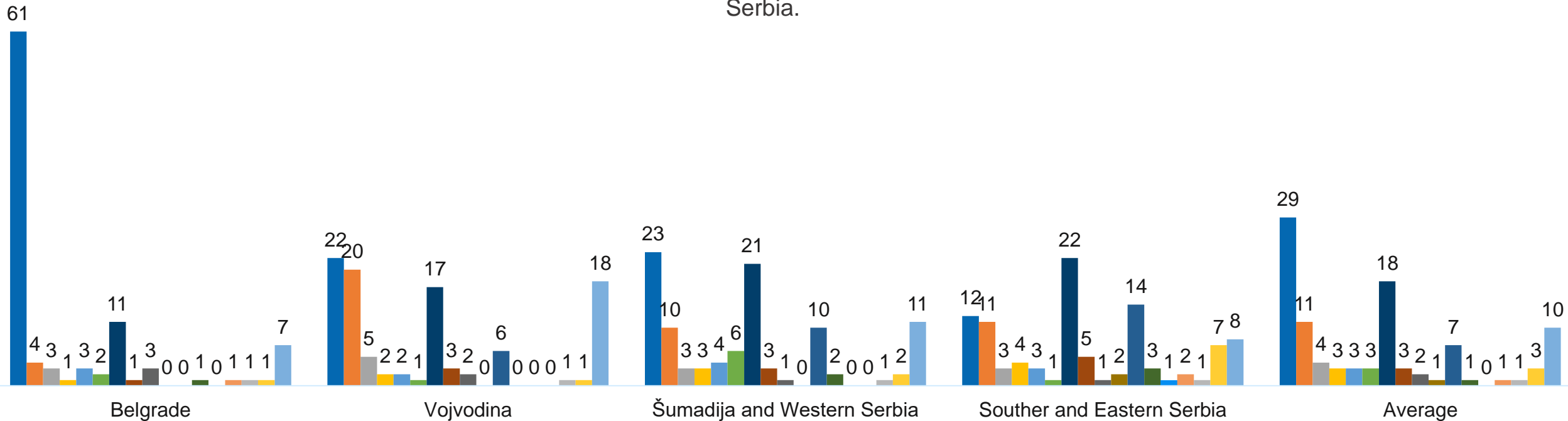
The three environmental problems that dominate in Serbia, according to citizens, are: polluted air, water, and wild landfills.

In addition to the fact that these three problems were mentioned in the previous (open ended) question by the respondents, their position as dominant environmental disasters in Serbia was also confirmed through the next question.

Wich environmental issue you personally are the most concerned about? (in %, by region)

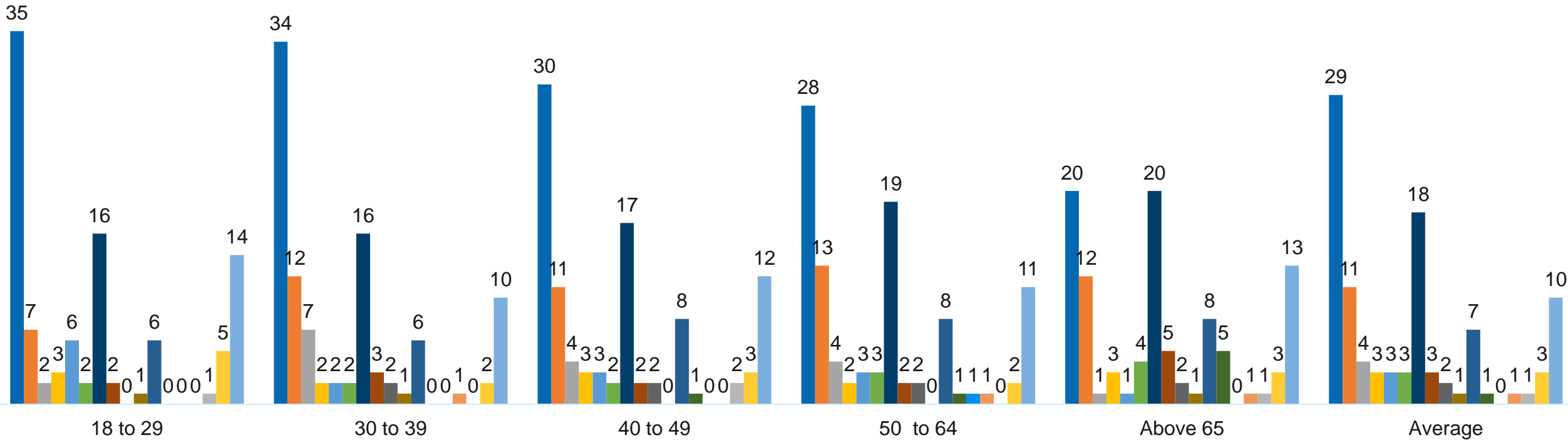


Air pollution is above-average emphasized by the citizens of Belgrade, who are also concerned about illegal landfills. On the other hand, the percentage of those who worry about the Rio Tinto mine is decreasing in Belgrade region. As expected, water pollution is a problem that worries the residents of Vojvodina to the greatest extent. Wild landfills, as an environmental problem, are highly positioned in all four regions of Serbia.



- Air pollution
- Water pollution (of water supply)
- Soil pollution
- River and lake pollution
- Pollution of the enviroment in general
- Rio Tinto and other mines
- Unregulated landfills
- Deforestation
- Contaminated food/pesticides/GMOs
- Extinction of animal and plant species
- Climate change/Global warming/Flooding
- Wastewater
- Infectious diseases, viruses and bacteria
- Waste/Trash in general
- Stray dogs
- Other
- DNK, Prefer not to say

Wich environmental issue you personally are the most concerned about? (in %, by age)

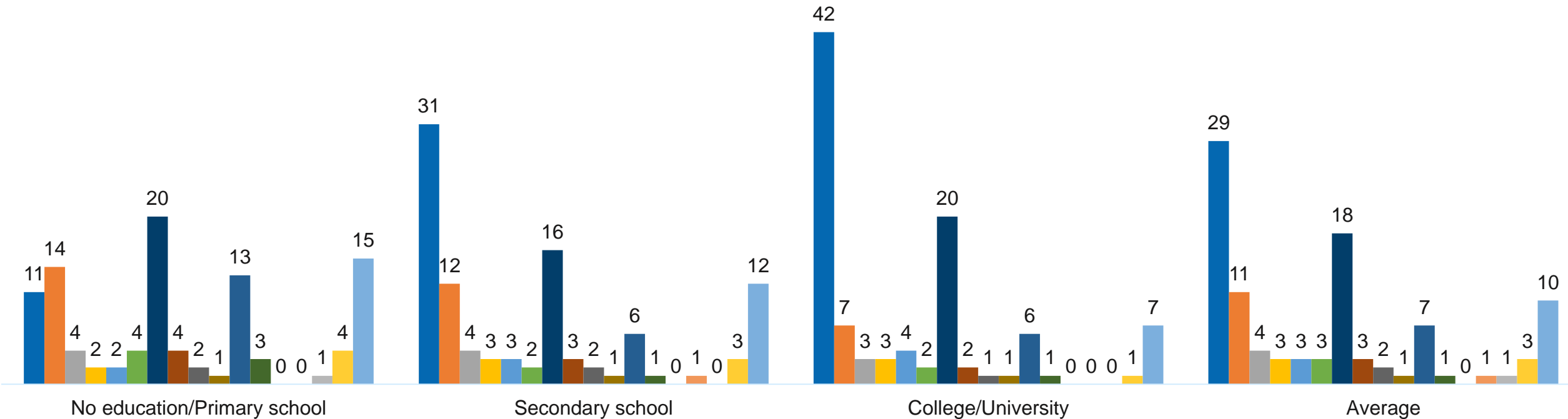


- Air pollution
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- Climate change/Global warming/Flooding
- Wastewater
- Infectious diseases, viruses and bacteria
- Waste/Trash in general
- Stray dogs
- Other
- DNK, Prefer not to say

Wich environmental issue you personally are the most concerned about? (in %, by education)



High-educated respondents are most concerned about air quality and illegal landfills. Climatic changes, weather changes and the consequences that follow them (hail, drought, fires, floods...) are of greatest concern to people who have (not) finished primary school.

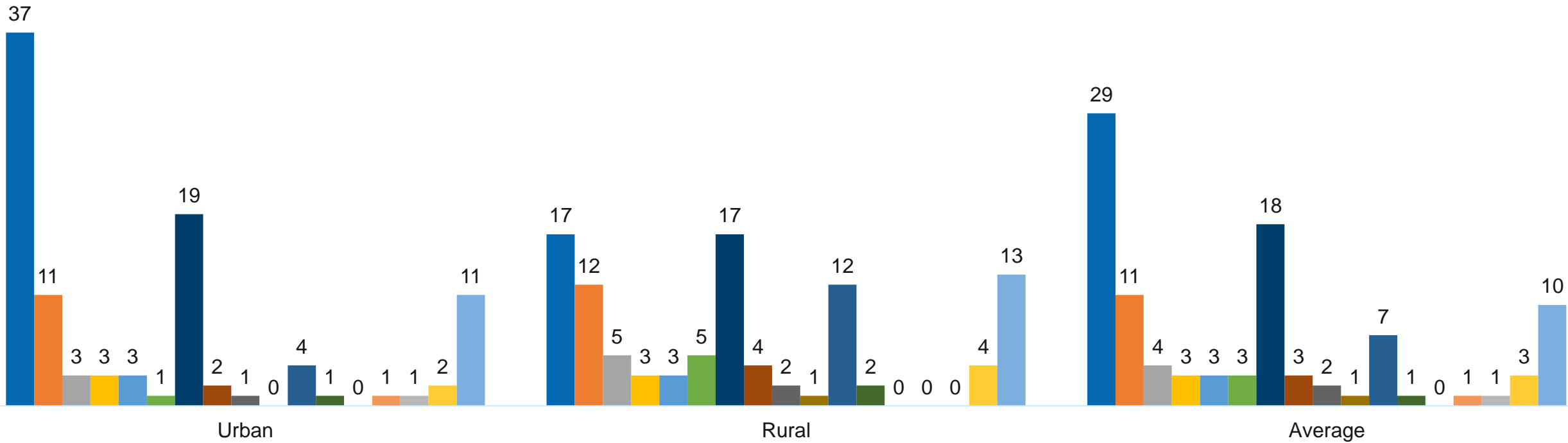


- Air polution
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- Infectious diseases, viruses and bacteria
- Waste/Trash in general
- Stray dogs
- Other
- DNK, Prefer not to say

Wich environmental issue you personally are the most concerned about? (in %, by place of residence)



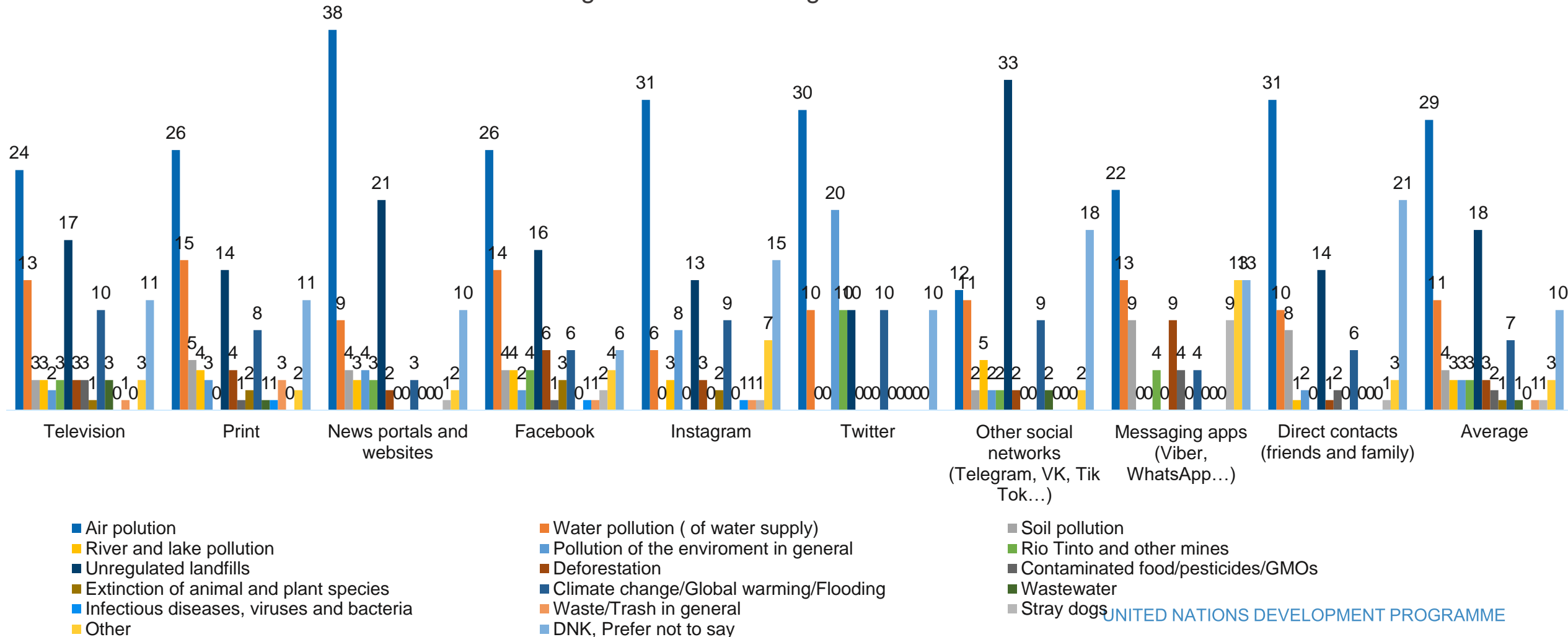
Air quality and illegal landfills are a concern for citizens of urban settlements compared to rural ones. Residents of rural settlements are more concerned about the consequences of climate and weather change.



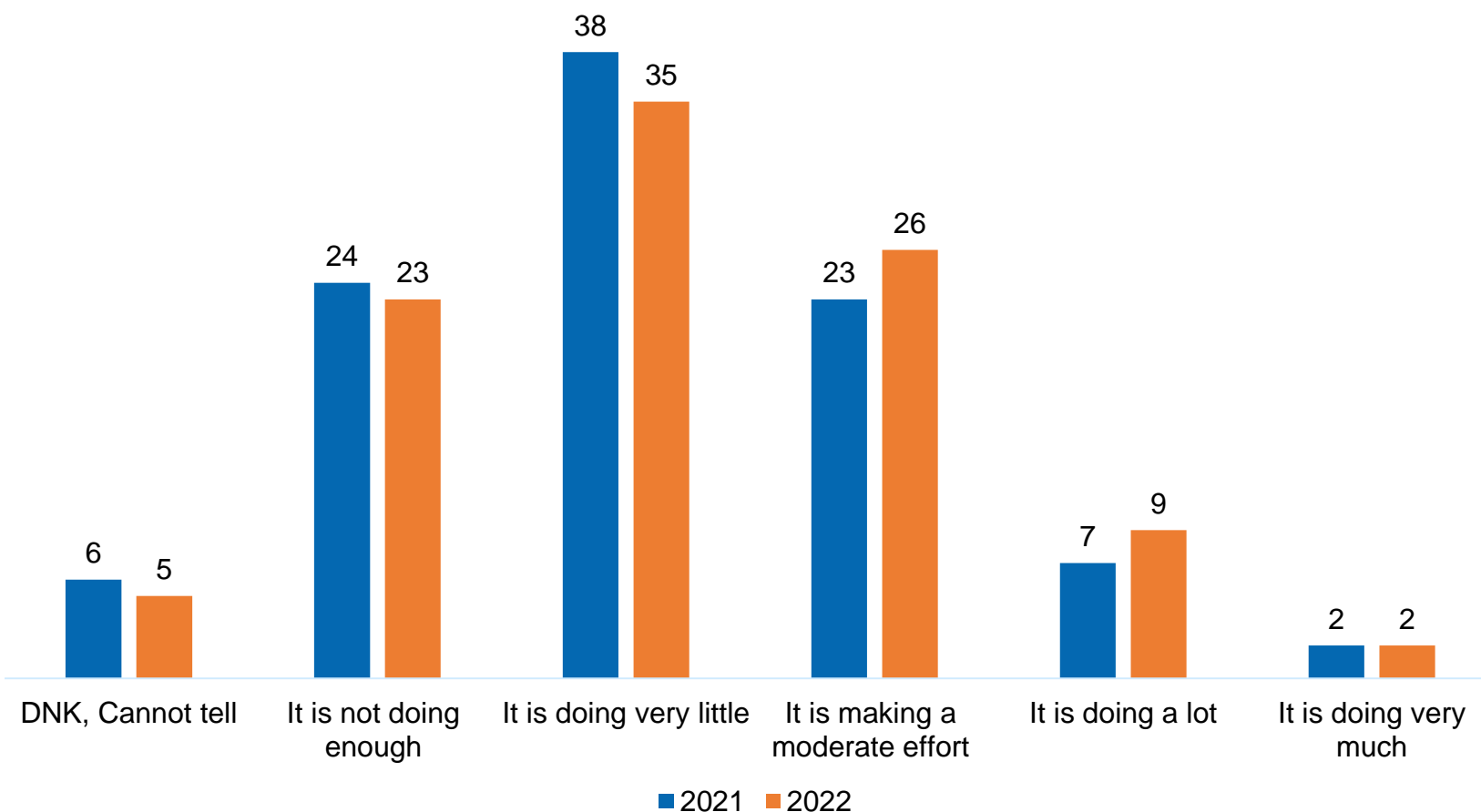
- Air pollution
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- Extinction of animal and plant species
- Climate change/Global warming/Flooding
- Wastewater
- Infectious diseases, viruses and bacteria
- Waste/Trash in general
- Stray dogs
- Other
- DNK, Prefer not to say

Wich environmental issue you personally are the most concerned about? (in %, by news access)

Air quality is emphasized by those respondents who get information via Internet portals and websites (38%), but also by those who use Instagram (31%) and Twitter (30%) as source of information. Other social networks are dominated by concern about increasing the number of illegal landfills in Serbia.



Is the government doing enough to prevent the problems you mentioned? (in %)

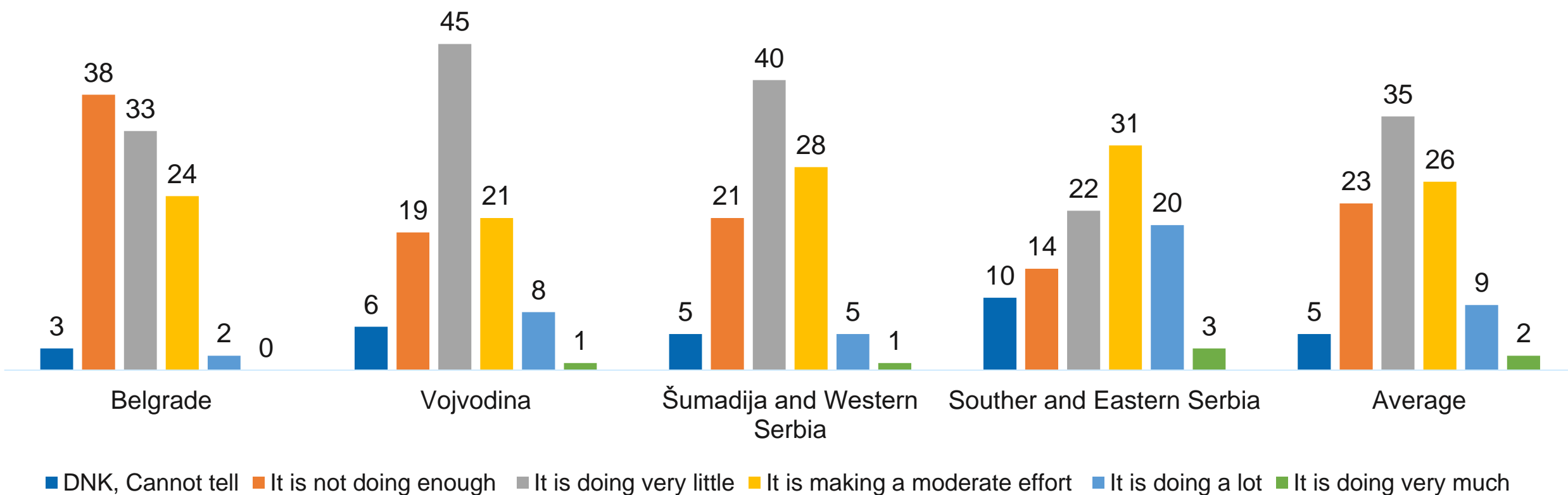


There are no major changes in the perception of the activities carried out by the state to prevent environmental problems. There are still slightly less than a quarter of the respondents (23%) believe that the state of Serbia is not doing anything to solve the environmental problems that the citizens are facing.

A little more than one third (35%) believe that the state's efforts in this matter are not sufficient. In total, we have found 58% of citizens who are not satisfied with the way the state solves problems that affect the quality of the environment in Serbia.

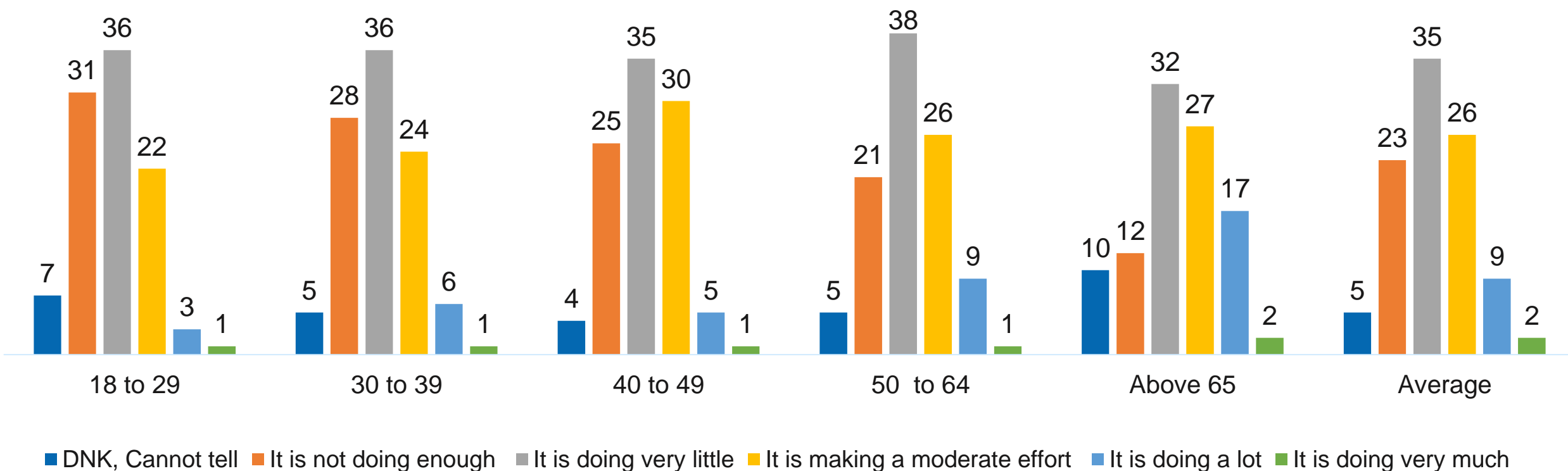
Is the government doing enough to prevent the problems you mentioned? (in %, by region)

Belgrade residents are most critical of the state's activities to prevent environmental problems.



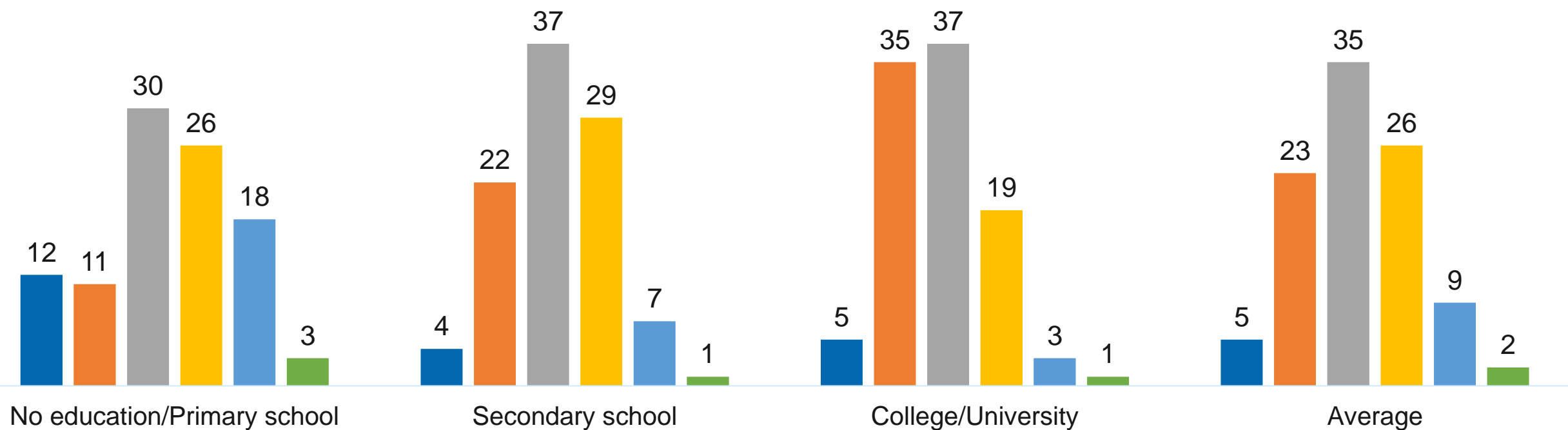
Is the government doing enough to prevent the problems you mentioned? (in %, by age)

There is a clear division between citizens who are more or less critical of the state's readiness to face environmental problems. Among respondents younger than 49, we note significantly more pronounced criticism of citizens towards the state's activities in this field. Citizens over the age of 50 are above average convinced that the state is doing a lot and very much to prevent environmental problems, but these percentages are still low and do not exceed 20%.



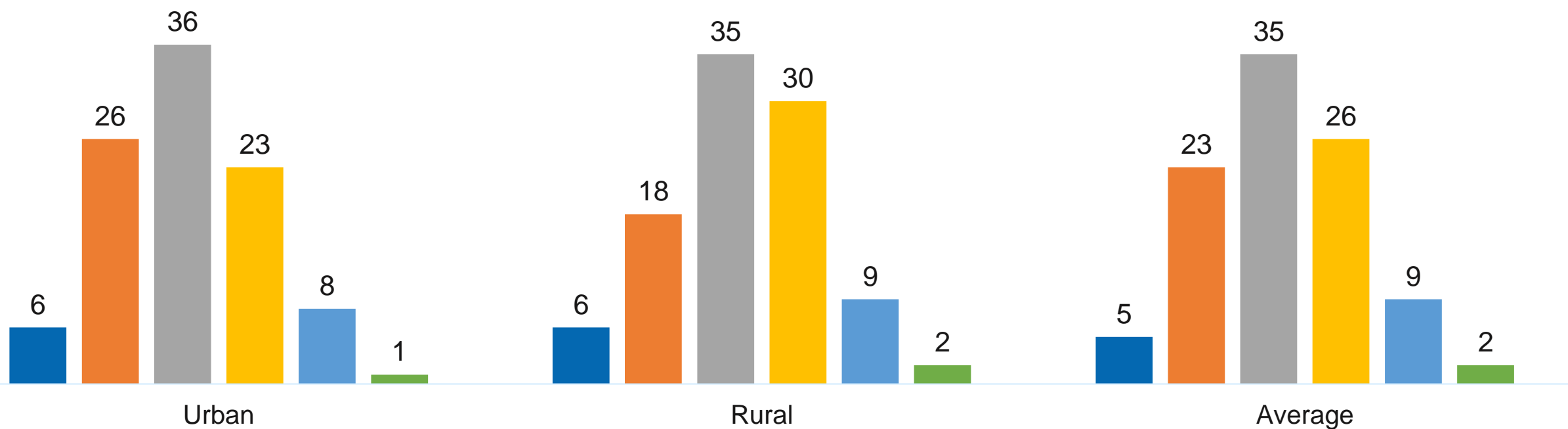
Is the government doing enough to prevent the problems you mentioned? (in %, by education)

Criticism of the state regarding its engagement in preventing environmental problems is most pronounced in the category of highly educated citizens of Serbia. More than two-thirds of respondents from this category believe that the state does nothing or does very little to protect the environment.



■ DNK, Cannot tell ■ It is not doing enough ■ It is doing very little ■ It is making a moderate effort ■ It is doing a lot ■ It is doing very much

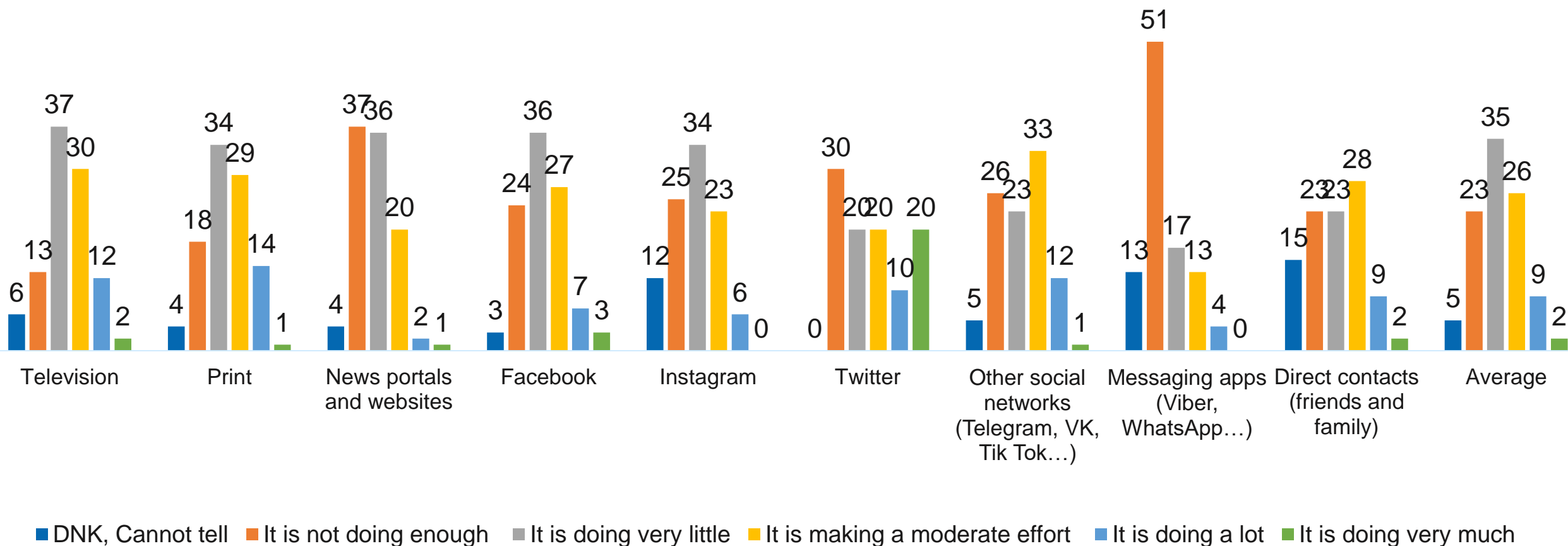
Is the government doing enough to prevent the problems you mentioned? (in %, by place of residence)



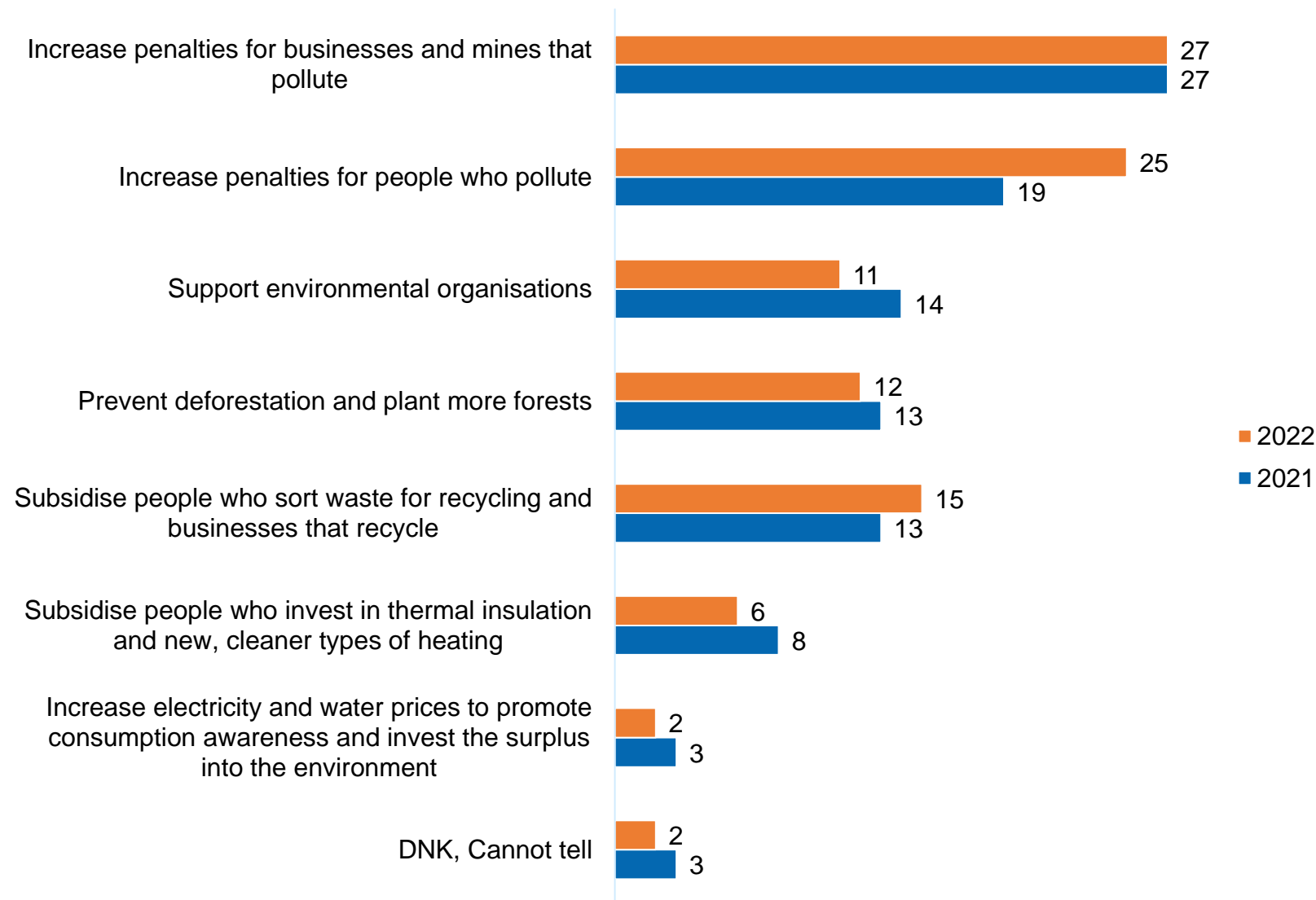
■ DNK, Cannot tell ■ It is not doing enough ■ It is doing very little ■ It is making a moderate effort ■ It is doing a lot ■ It is doing very much

Is the government doing enough to prevent the problems you mentioned? (in %, by news access)

Citizens who follow online media, portals, websites, and social networks (Instagram, Facebook, Twitter) believe that the state is not doing enough to prevent environmental problems they face.



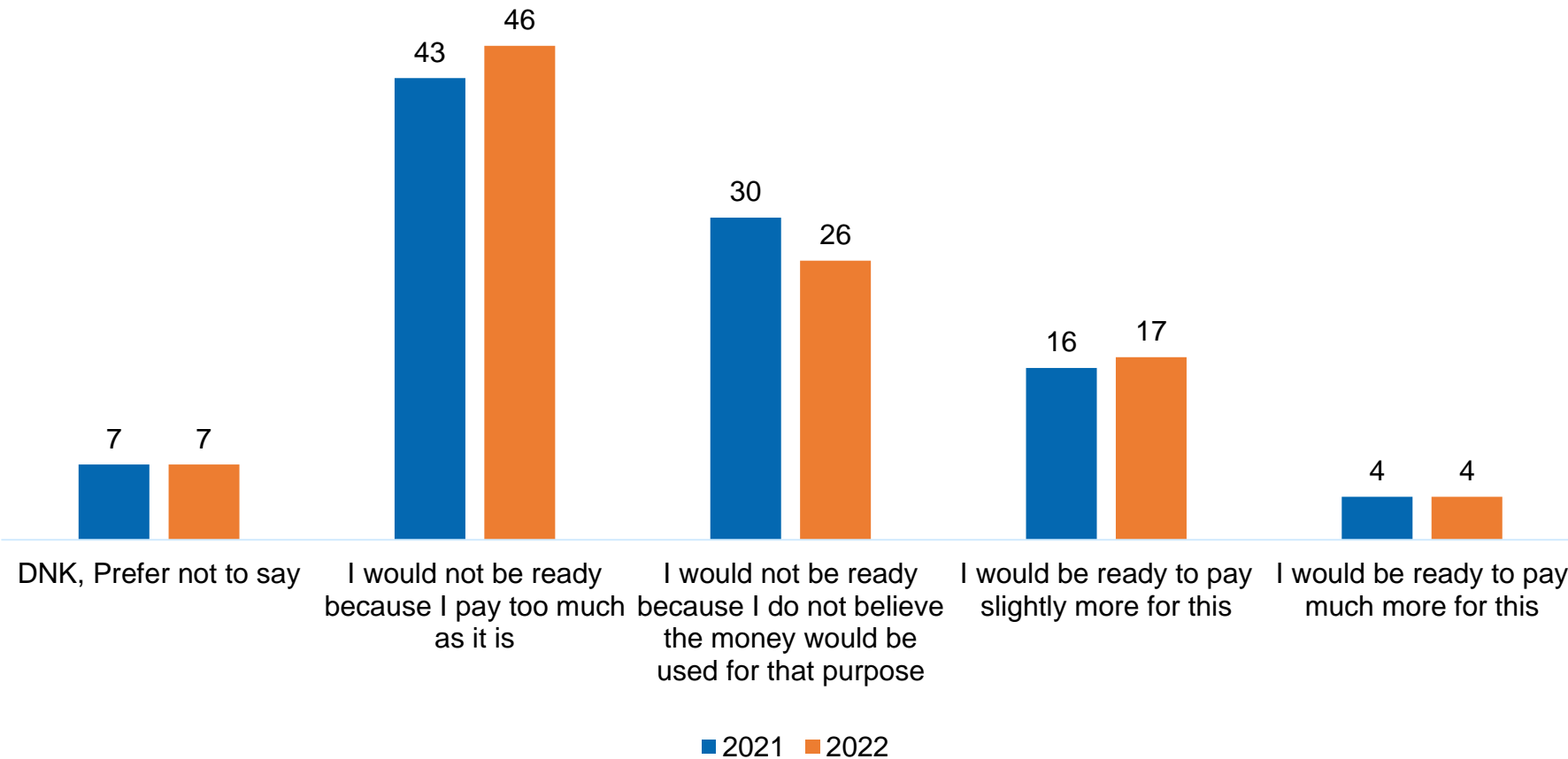
Which TWO THINGS should the government do to prevent harm to the environment in Serbia? (in %, two answers)



Slightly more than a quarter of respondents (27%) expect the state to increase fines for businesses, companies and mines that pollute the environment in Serbia. The same percentage of respondents pointed out fines for companies that pollute in the previous research cycle as well. We noted that the percentage of respondents who believe that punishment should be aimed at citizens who pollute the environment is also increasing, from 19% to 25%.

In comparison to last year, slightly fewer percentage of respondents support prevention than sanctions. Prevention through support for organizations dealing with environmental protection is given by 11% of citizens, while 12% of those who would work to prevent deforestation and further afforestation of Serbia

Would you personally be prepared to pay more for water, electricity, or waste disposal, or pay a dedicated annual tax if the proceeds were to be invested in environmental protection in Serbia? (in %)



There is no change in the awareness of citizens regarding the sharing of the burden of the costs of protecting the life of the environment through an increase in bills for electricity, water and other utilities.

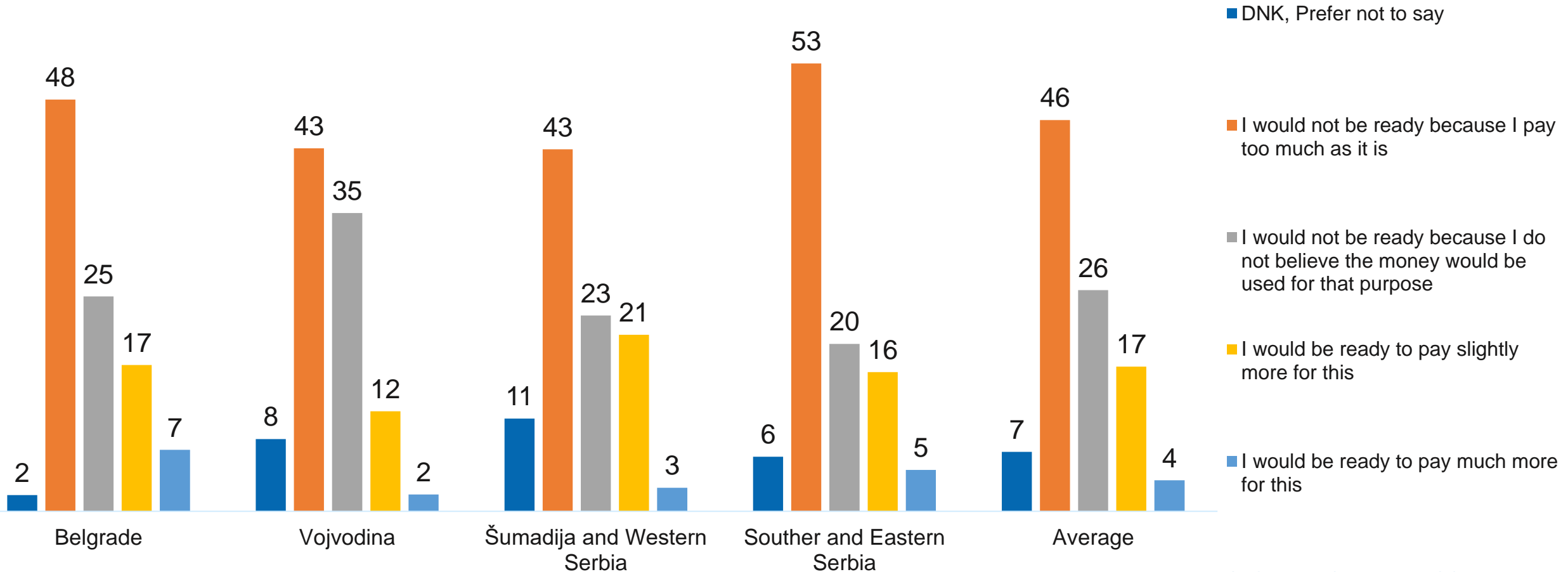
The largest percentage (46%) believes that they are still paying too much, while a quarter of those believe that the money would not go to the intended purpose.

Only about one-fifth of respondents (like last year) want to invest in the environment in Serbia by paying extra.

Would you personally be prepared to pay more for water, electricity, or waste disposal, or pay a dedicated annual tax if the proceeds were to be invested in environmental protection in Serbia? (in %, by region)



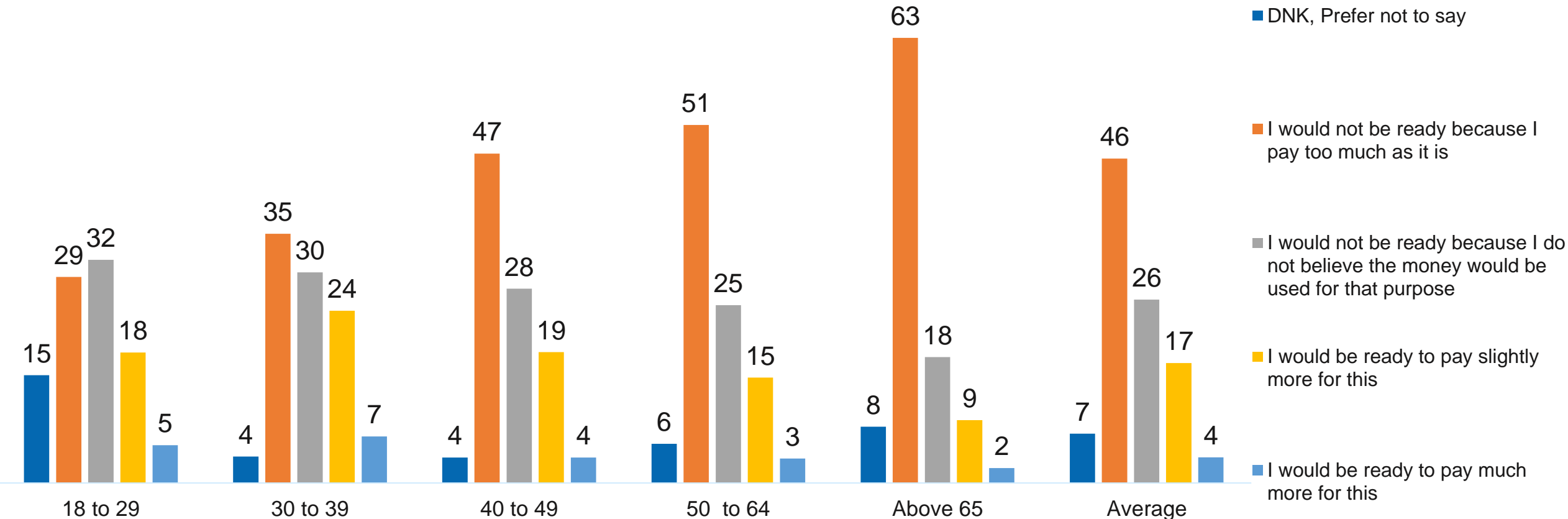
The weakest resistance to higher bills that would require greater investments in environmental protection is found in Šumadija and Western Serbia and to some extent in the Belgrade region.



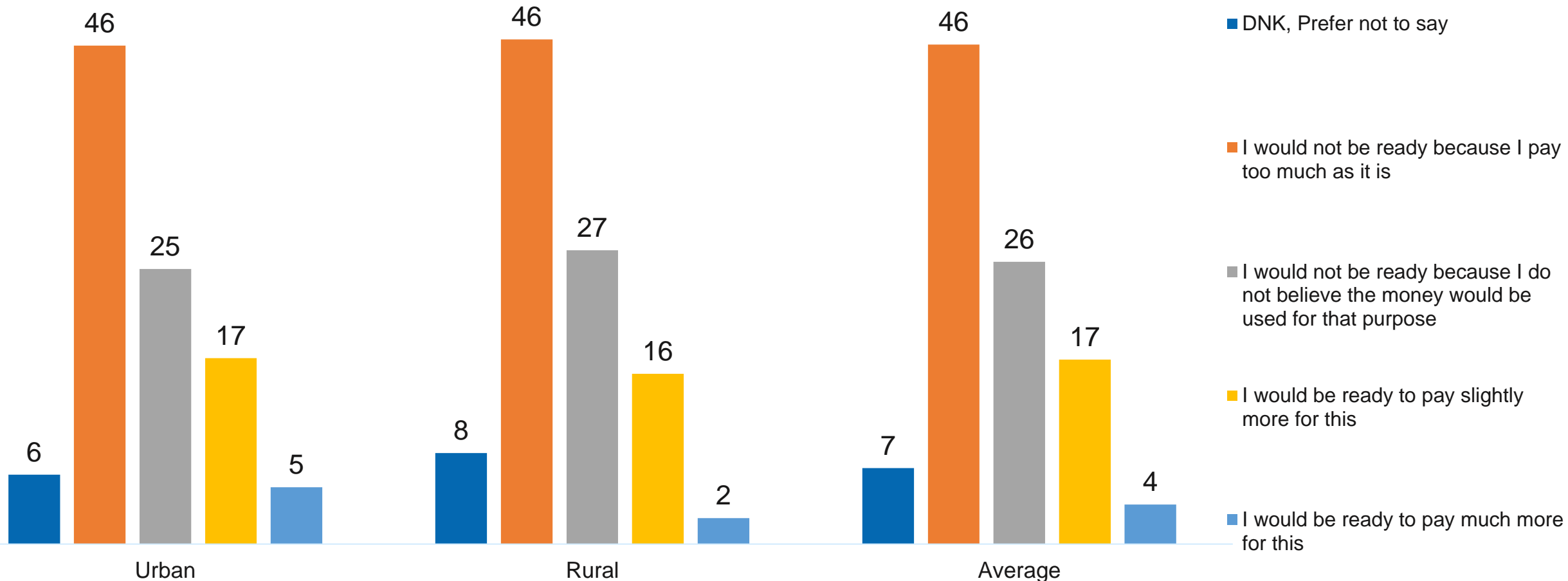
Would you personally be prepared to pay more for water, electricity, or waste disposal, or pay a dedicated annual tax if the proceeds were to be invested in environmental protection in Serbia? (in %, by age)



As the respondents age, their enthusiasm for higher utility bills decreases. This can be connected to their relatively modest incomes. Readiness for larger issues is present among respondents in the 30 to 39 age category.



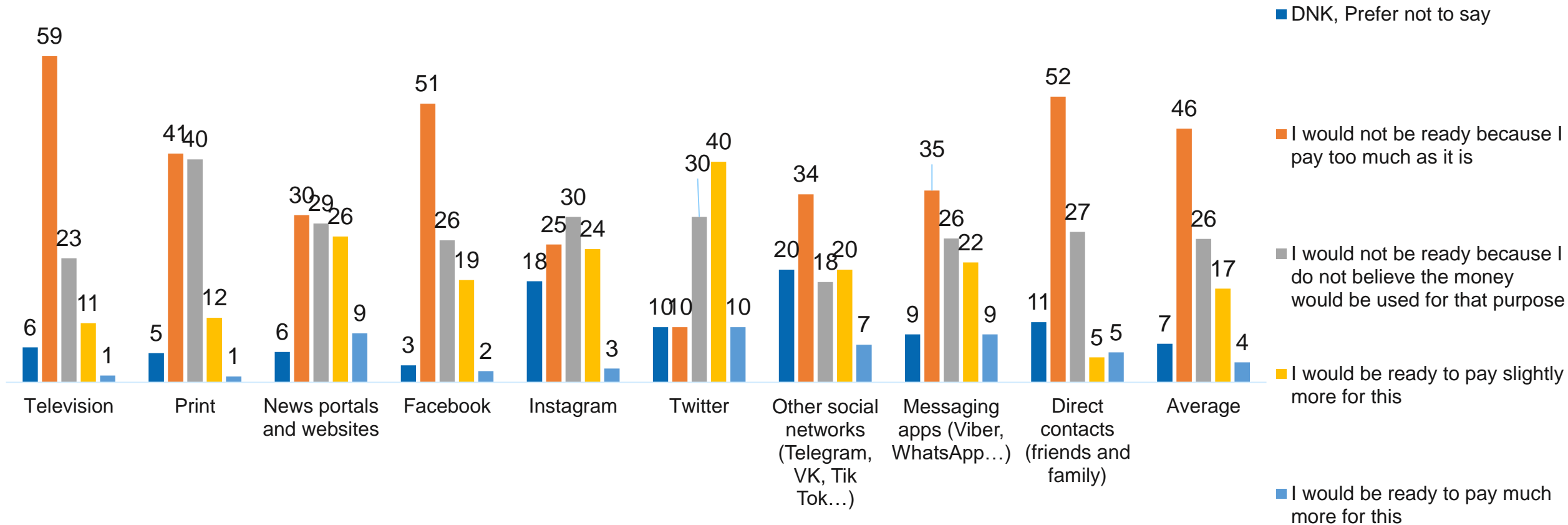
Would you personally be prepared to pay more for water, electricity, or waste disposal, or pay a dedicated annual tax if the proceeds were to be invested in environmental protection in Serbia? (in %, by place of residence)



Would you personally be prepared to pay more for water, electricity, or waste disposal, or pay a dedicated annual tax if the proceeds were to be invested in environmental protection in Serbia? (in %, by news access)



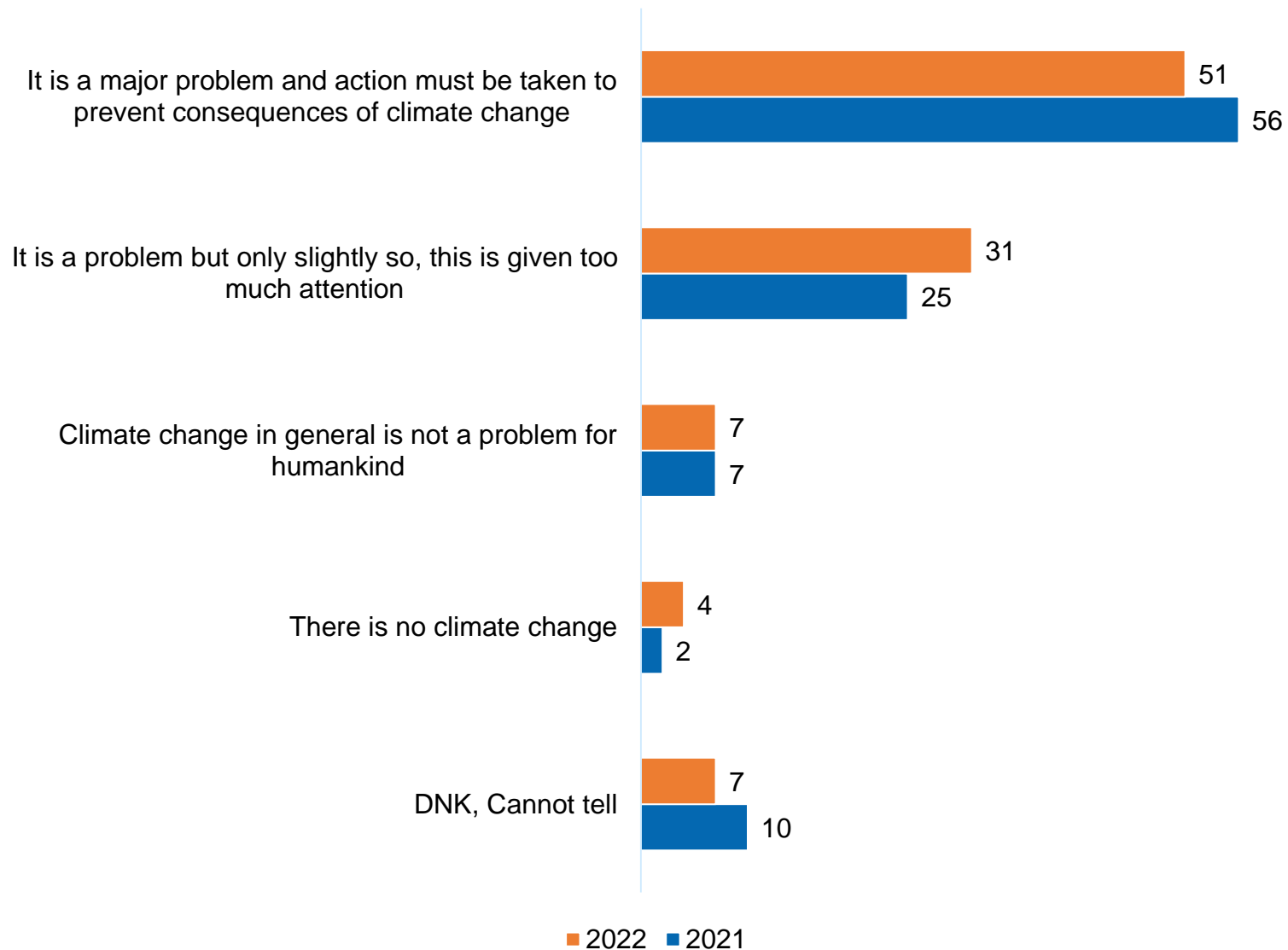
Television viewers, and those citizens who are informed through personal contacts and friends, show the greatest resistance to increased utility bills. Among users of internet portals and websites we find more than a quarter of those who are ready for smaller or larger expenses for the sake of environmental protection.





Climate change and natural resources

Do you believe climate change is a problem for humankind? (in %)



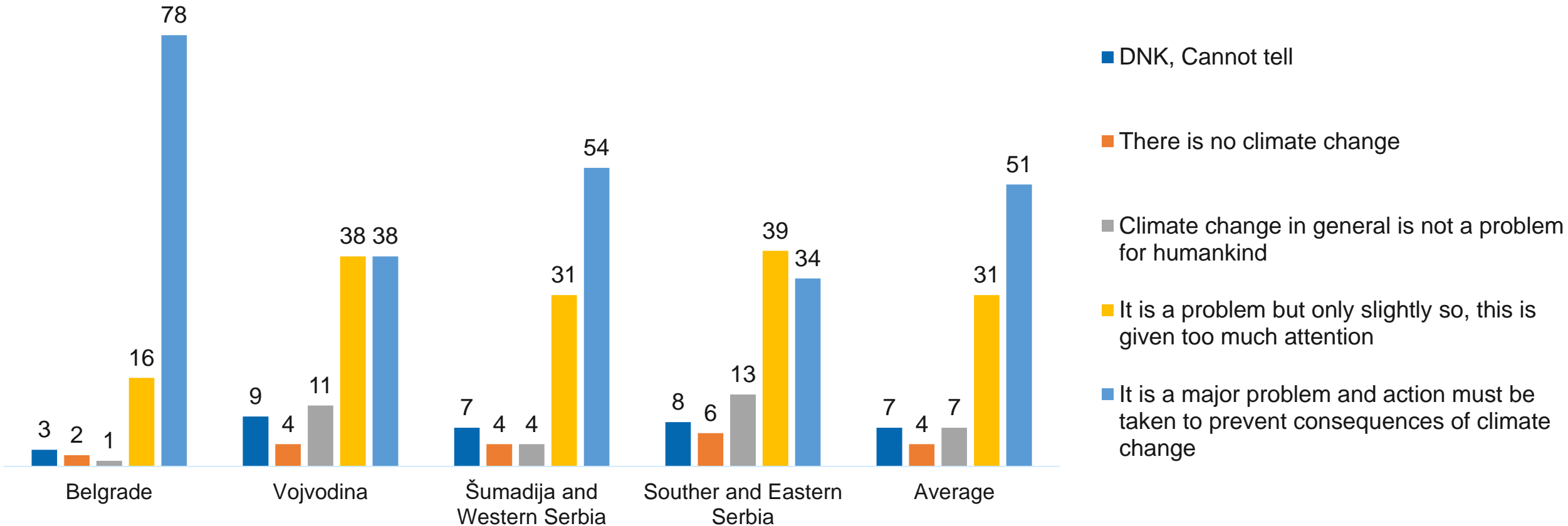
More than half of Serbian citizens (51%) are aware of the dangers of climate change. Although this is large portion of citizens, it is still 6 percentage points lower than in 2021. Every ninth respondent (11%) believes that climate change does not exist or does not represent a problem for humanity.

In relation to the year 2021, we also note a slight increase in the percentage of respondents who believe that the subject of climate change is being given too much attention.

Do you believe climate change is a problem for humankind? (in %, by region)



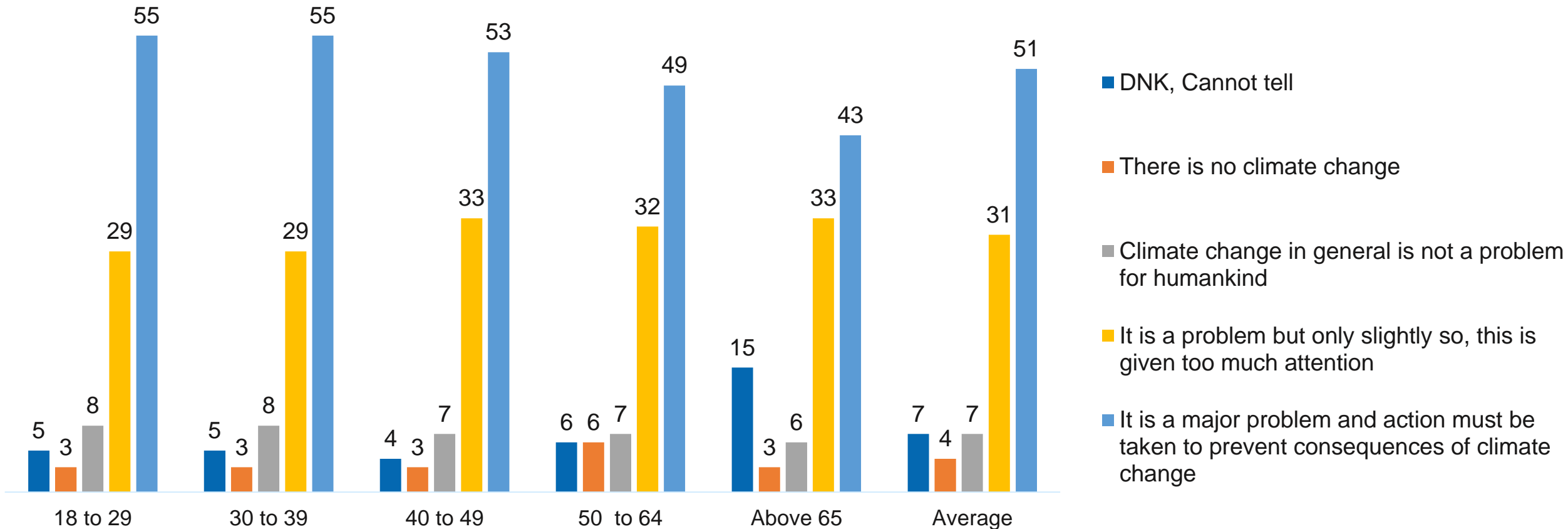
Residents of Belgrade and Western Serbia and Šumadija above average believe in the danger of climate change. On the other hand, those living in Southern and Eastern Serbia, as well as those living in Vojvodina, are more suspicious about this subject.



Do you believe climate change is a problem for humankind? (Do you believe climate change is a problem for humankind? (in%, by age)



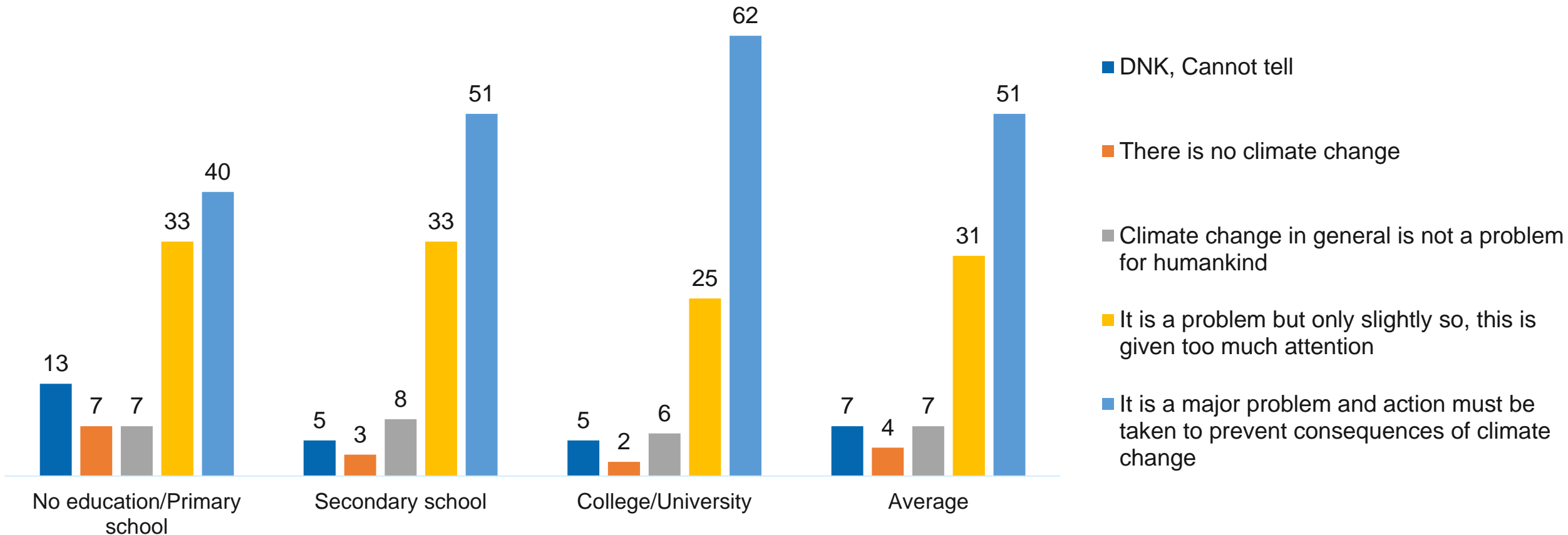
Climate change was perceived to a somewhat greater extent as a problem in the 18 to 49 age group. Doubt about climate change and its consequences is more common among older respondents.



Do you believe climate change is a problem for humankind? (in %, by education)



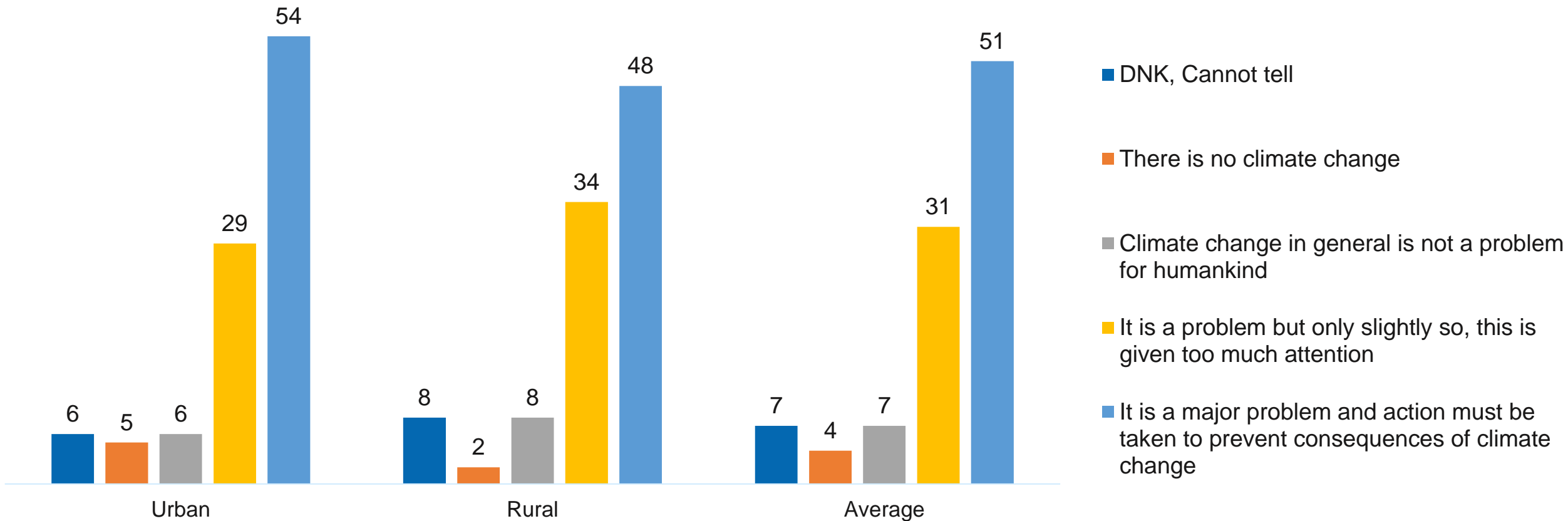
Awareness of the danger of climate change is most pronounced among the highly educated part of the population. Among citizens who have completed elementary school, the threat of climate change is pointed out by two quarters of respondents.



Do you believe climate change is a problem for humankind? (in %, by place of residence)



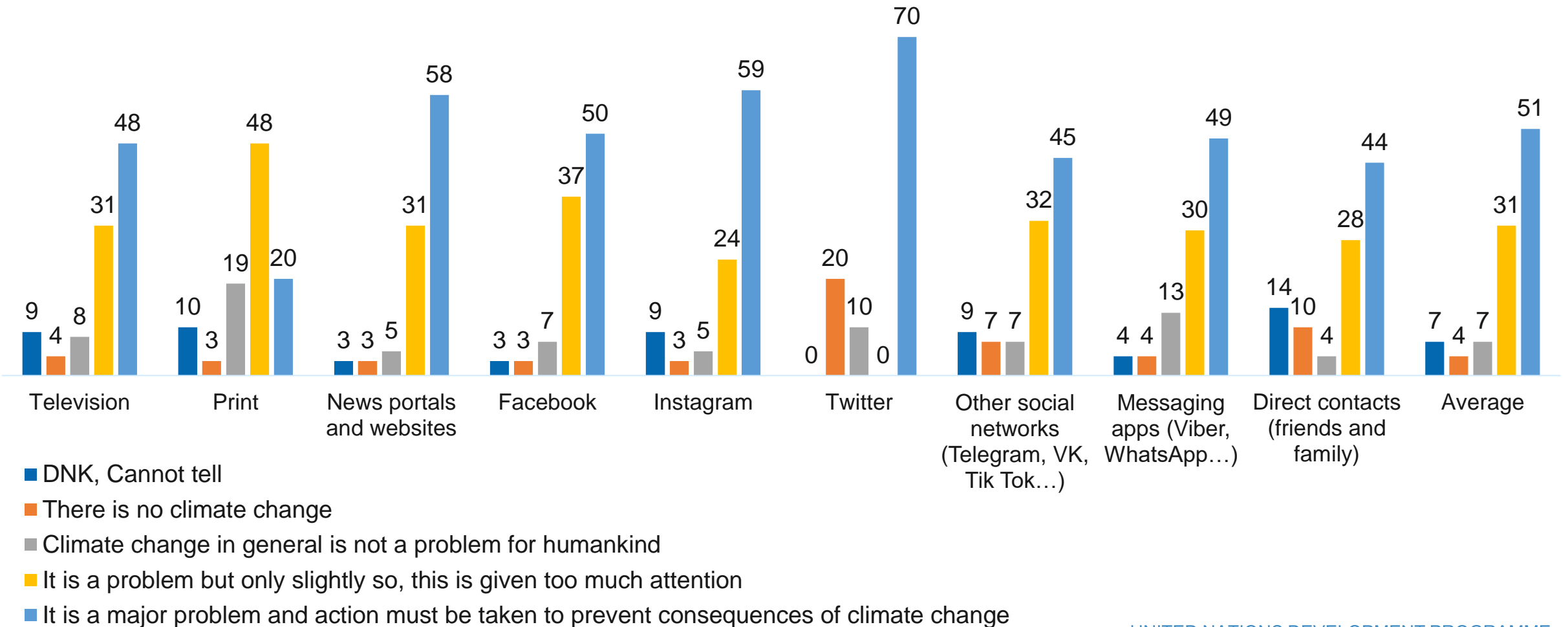
The population from urban areas has shown a slightly higher level of awareness of the consequences of climate change compared to those coming from rural areas.



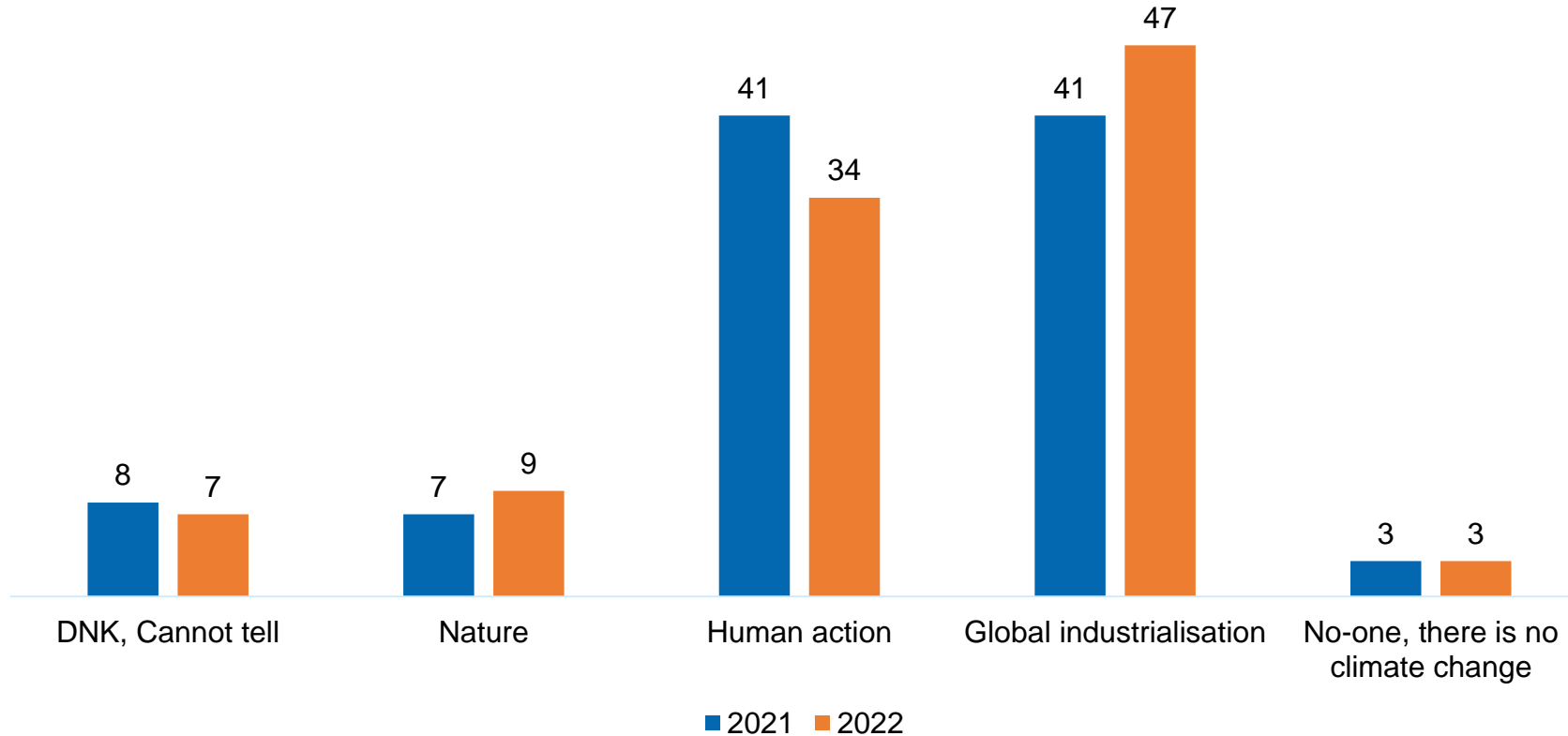
Do you believe climate change is a problem for humankind? (in %, by news access)



Consumers of internet portals and websites, Twitter, and Instagram believe that the danger of climate change is real and that it is necessary to introduce changes that would prevent their consequences.



Who is mainly to blame for climate change? (in %)

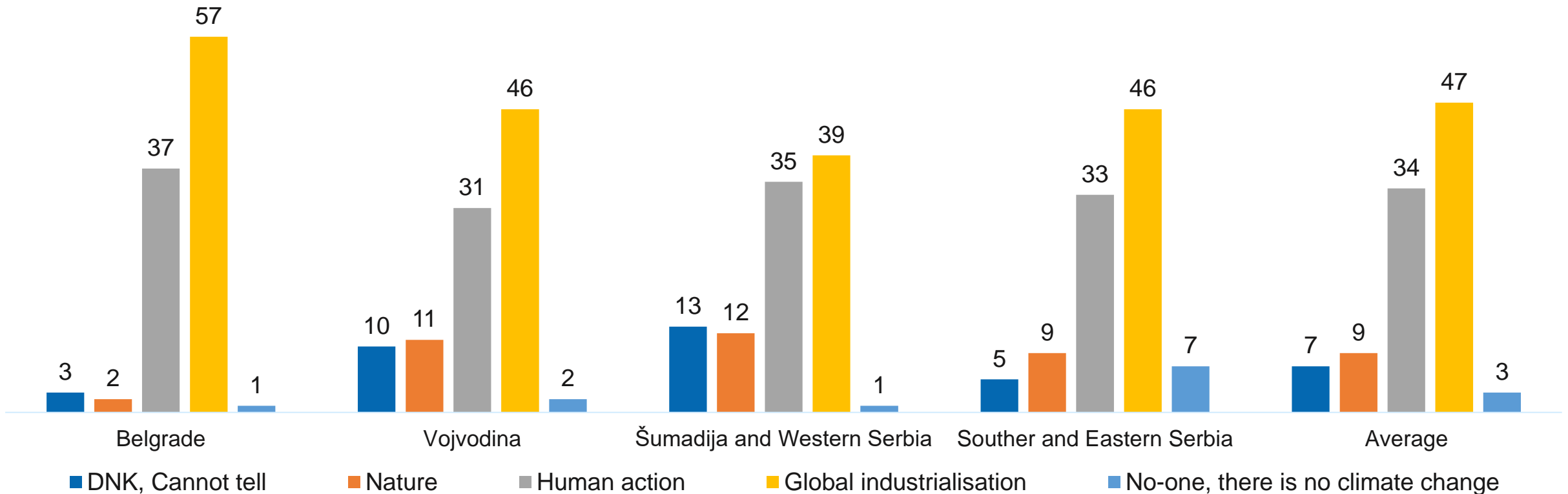


The development of world industry is the main culprit for climate change in the world. Almost half of respondents (47%) agree with this.

One-third believe that climate change is largely driven by human actions.

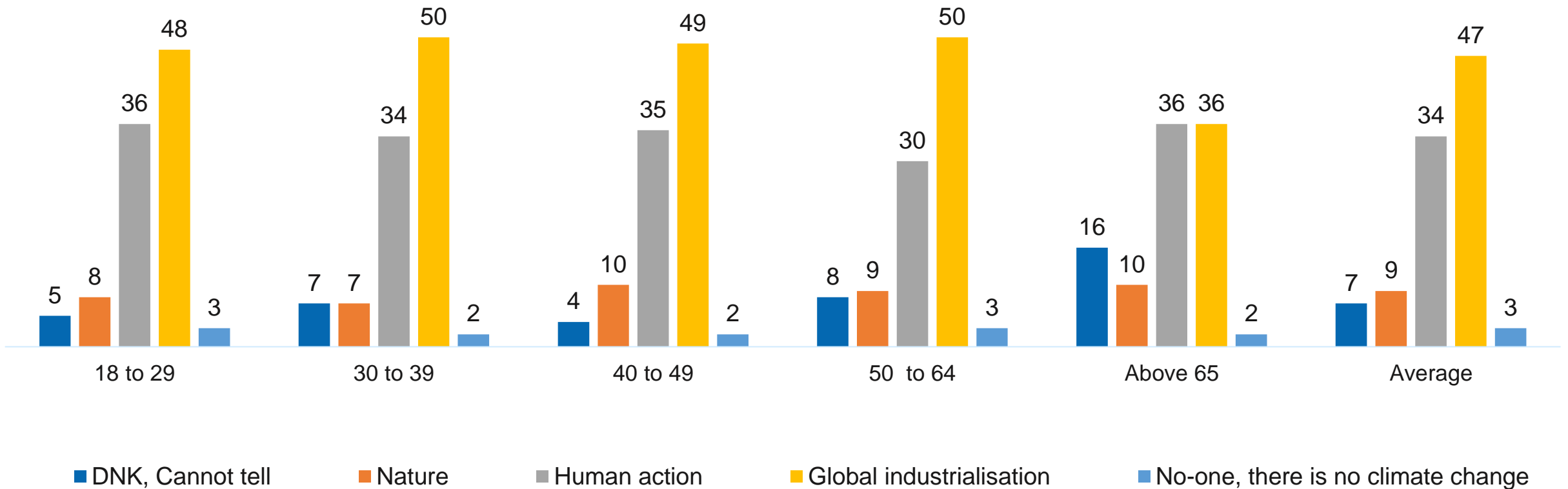
Who is mainly to blame for climate change? (in %, by region)

Residents of Belgrade above average singled out the development of global industry and human action as the culprits for climate change. In Šumadija and Western Serbia, as well as in Vojvodina, a slightly higher percentage of citizens who believe that climate change is a consequence of natural events is noticeable. We encounter the most doubts about the existence of climate change in Southern and Eastern Serbia.



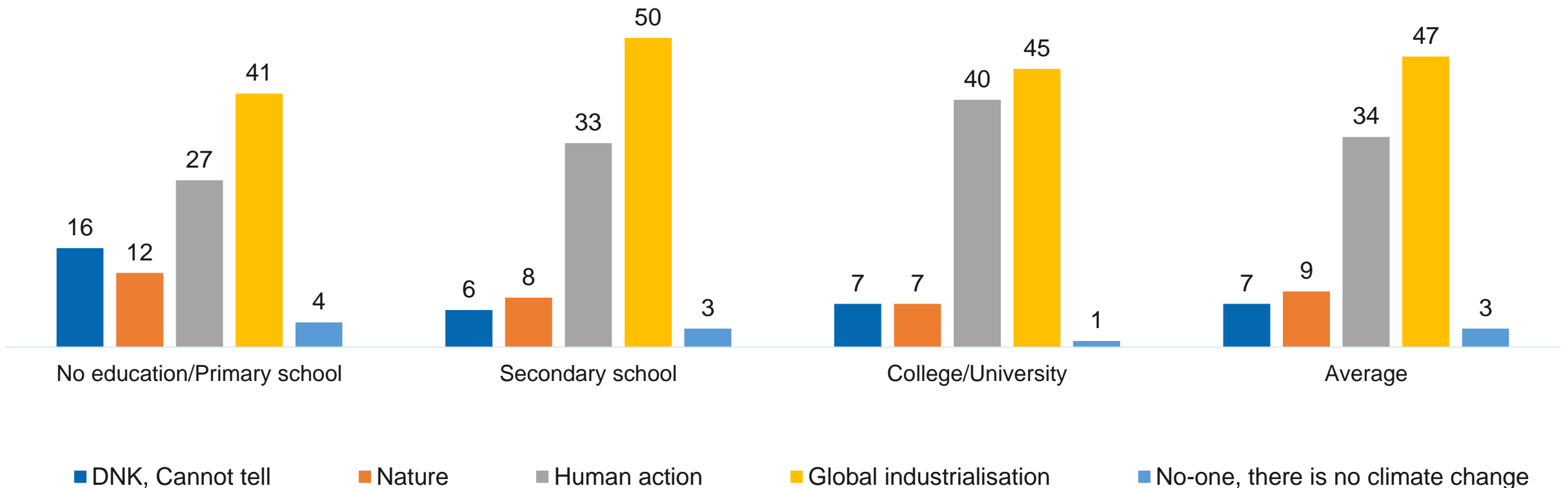
Who is mainly to blame for climate change? (in %, by age)

Older citizens are less aware of the existence and consequences of climate change.

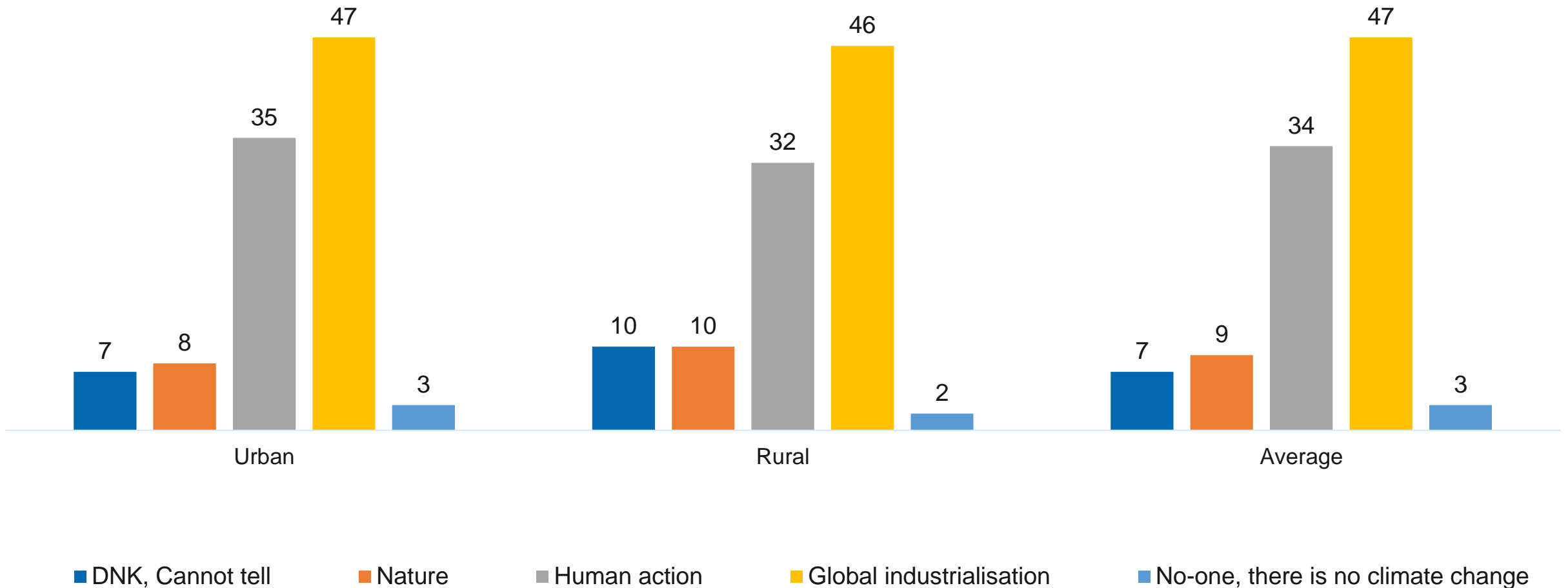


Who is mainly to blame for climate change? (in %, by education)

Highly educated citizens represent the category within which the highest percentage of citizens believe that people and are the main culprits for climate change on the planet. Among the respondents with high school education, the main culprit is the development of world industry.

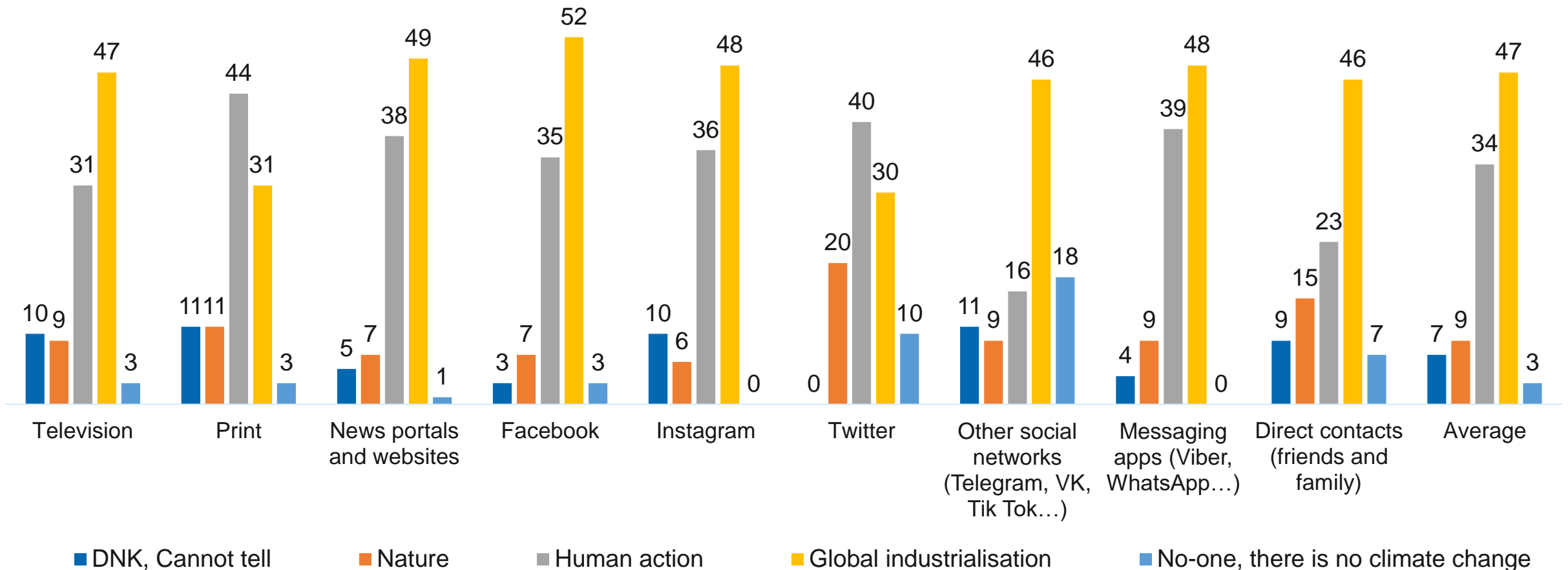


Who is mainly to blame for climate change? (in %, by place of residence)

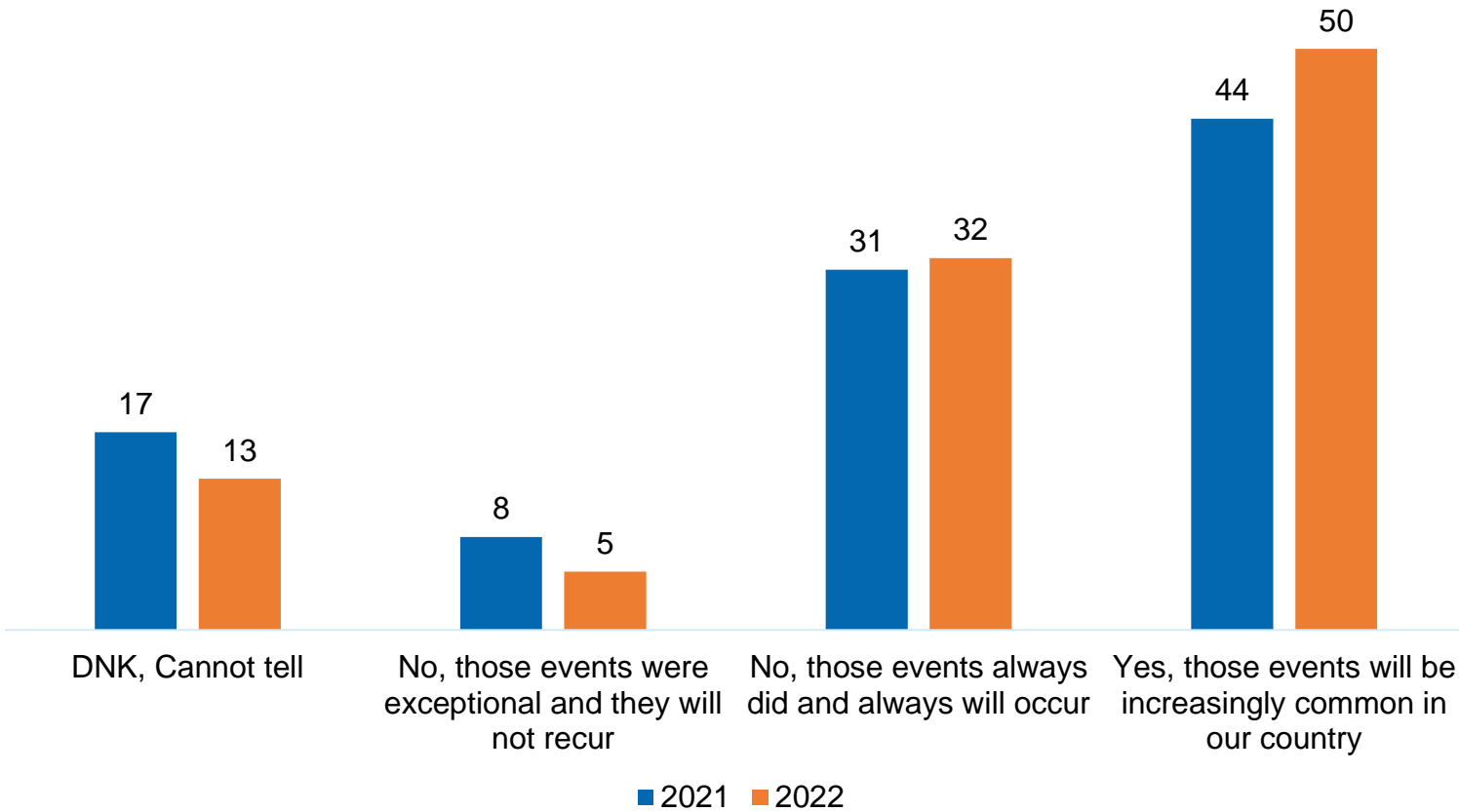


Who is mainly to blame for climate change? (in %, by news access)

Facebook users singled out the development of world industry as the main culprit for climate change. Nature is cited as the driver of climate change by those who are informed via Twitter, the press and via personal contacts.



Do you think natural disasters (like floods in 2014. and droughts in 2017.) will occur more frequently in the future? (in %)

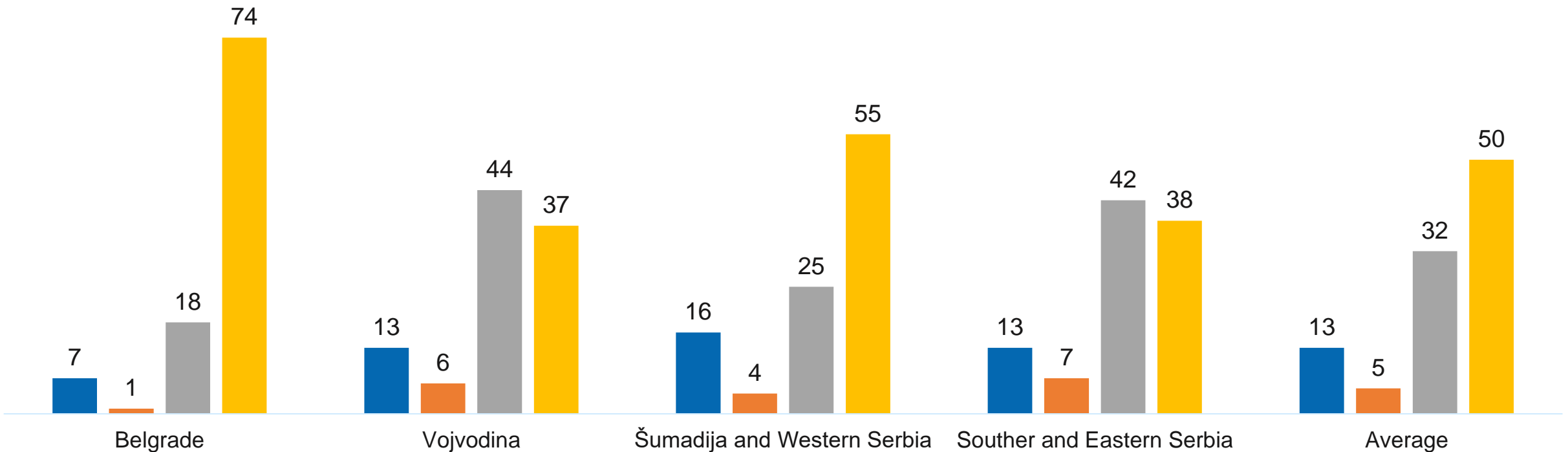


The awareness that weather disasters (such as the floods of 2014 and the drought of 2017) are inevitable is encountered by one half of the citizens of Serbia (50%).

One third of citizens (32%) believe that such phenomena are something that has always happened and will happen in the future.

Do you think natural disasters (like floods in 2014. and droughts in 2017.) will occur more frequently in the future? (in %, by region)

In the regions of Belgrade and Western Serbia and Šumadija, we find the most citizens who believe that weather disasters will be more and more frequent in the future.



■ DNK, Cannot tell

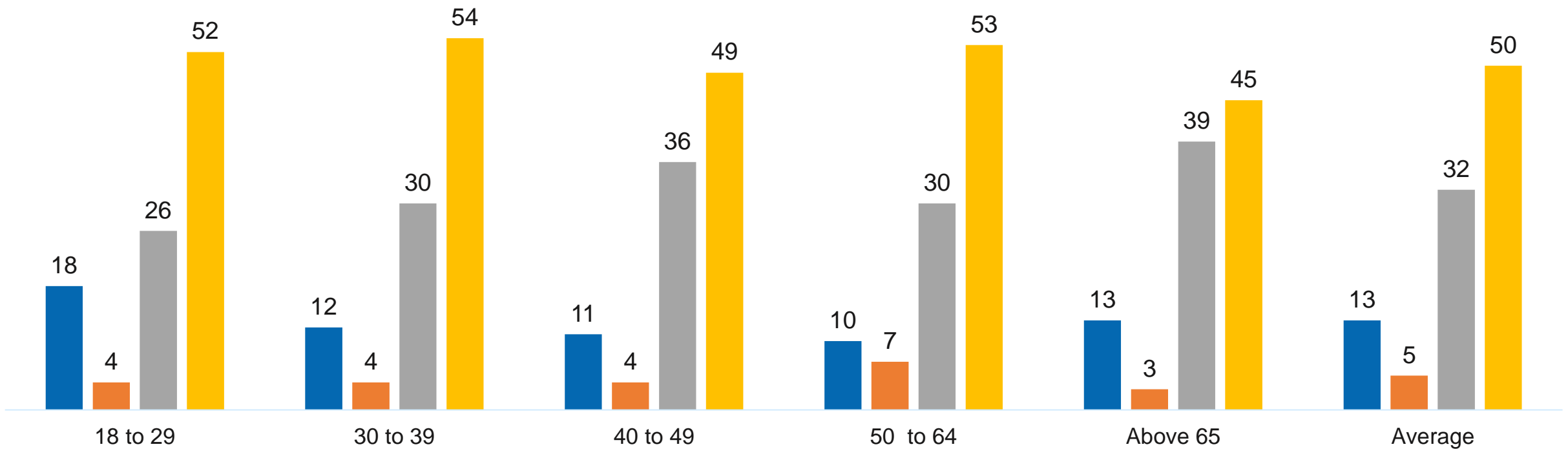
■ No, those events always did and always will occur

■ No, those events were exceptional and they will not recur

■ Yes, those events will be increasingly common in our country

Do you think natural disasters (like floods in 2014. and droughts in 2017.) will occur more frequently in the future? (in %, by age)

Among respondents from the age category of 18 to 29 years and those who are 30 to 39 years old, we find an above-average number of citizens who believe that weather disasters in Serbia will become more frequent.



■ DNK, Cannot tell

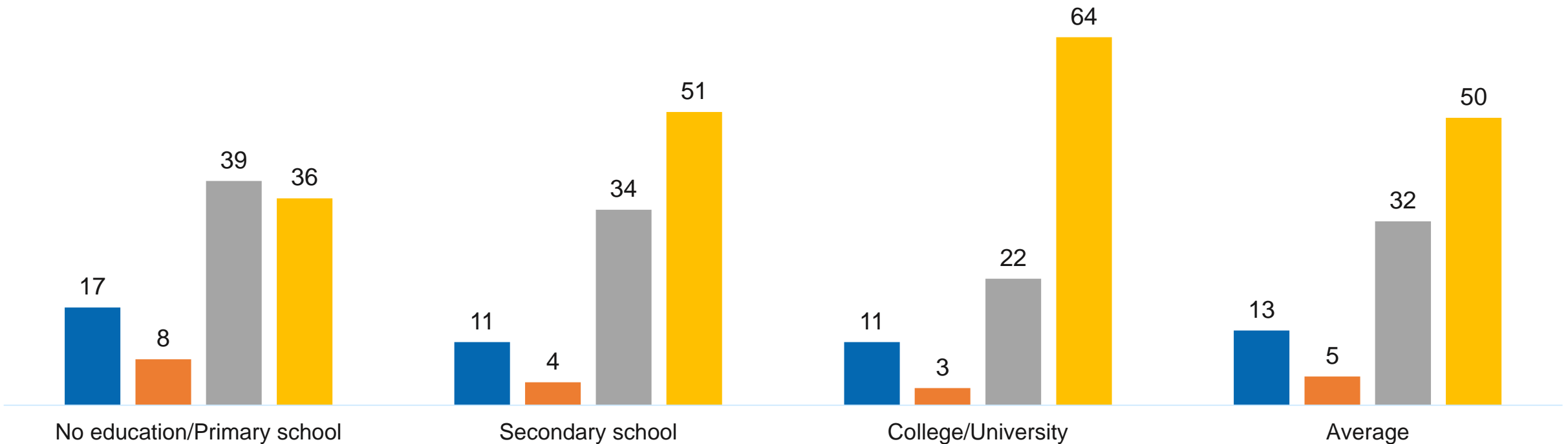
■ No, those events always did and always will occur

■ No, those events were exceptional and they will not recur

■ Yes, those events will be increasingly common in our country

Do you think natural disasters (like floods in 2014. and droughts in 2017.) will occur more frequently in the future? (in %, by education)

The percentage of respondents who believe that the frequency of weather disasters in Serbia is inevitable increases with the level of education of respondents.



■ DNK, Cannot tell

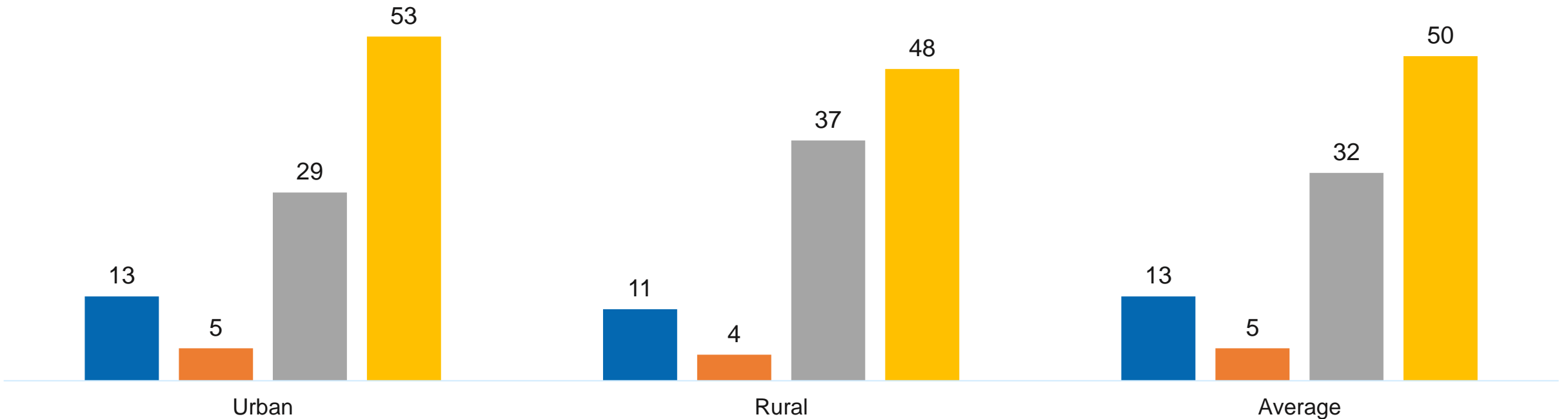
■ No, those events always did and always will occur

■ No, those events were exceptional and they will not recur

■ Yes, those events will be increasingly common in our country

Do you think natural disasters (like floods in 2014. and droughts in 2017.) will occur more frequently in the future? (in %, by place of residence)

Respondents from urban regions show more awareness of the possibility for the development of weather disasters in Serbia.



■ DNK, Cannot tell

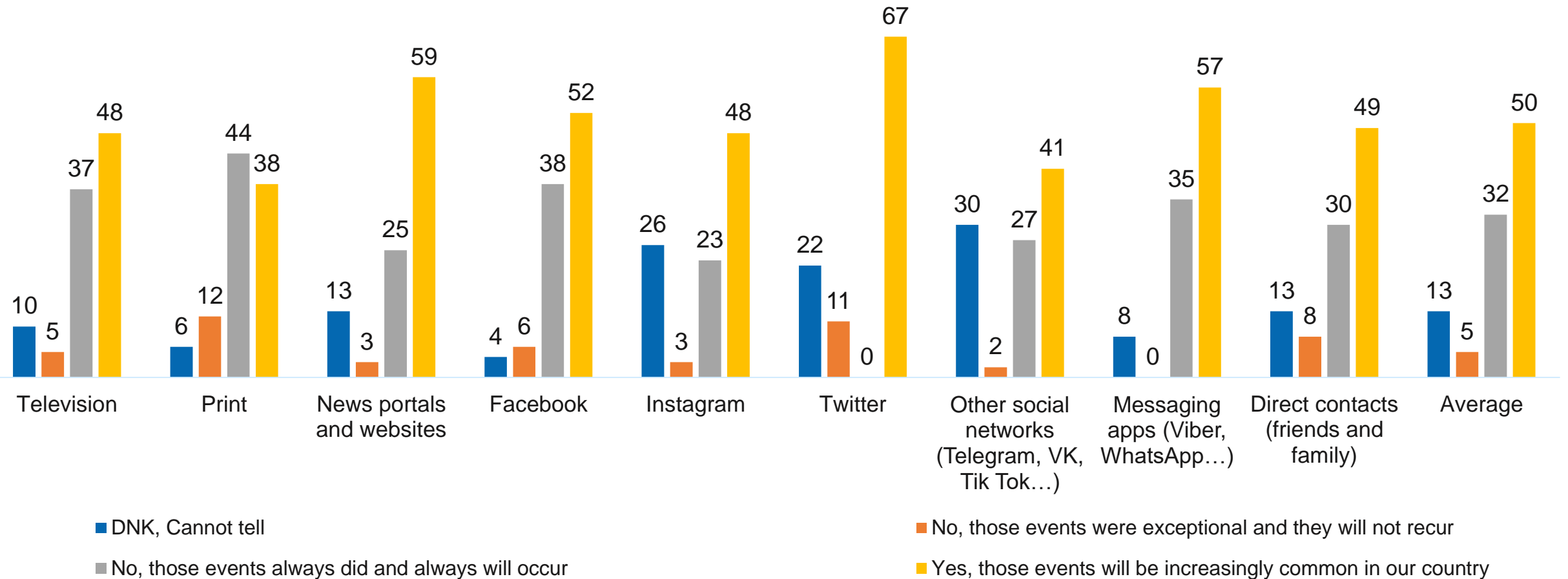
■ No, those events always did and always will occur

■ No, those events were exceptional and they will not recur

■ Yes, those events will be increasingly common in our country

Do you think natural disasters (like floods in 2014. and droughts in 2017.) will occur more frequently in the future? (in %, by news access)

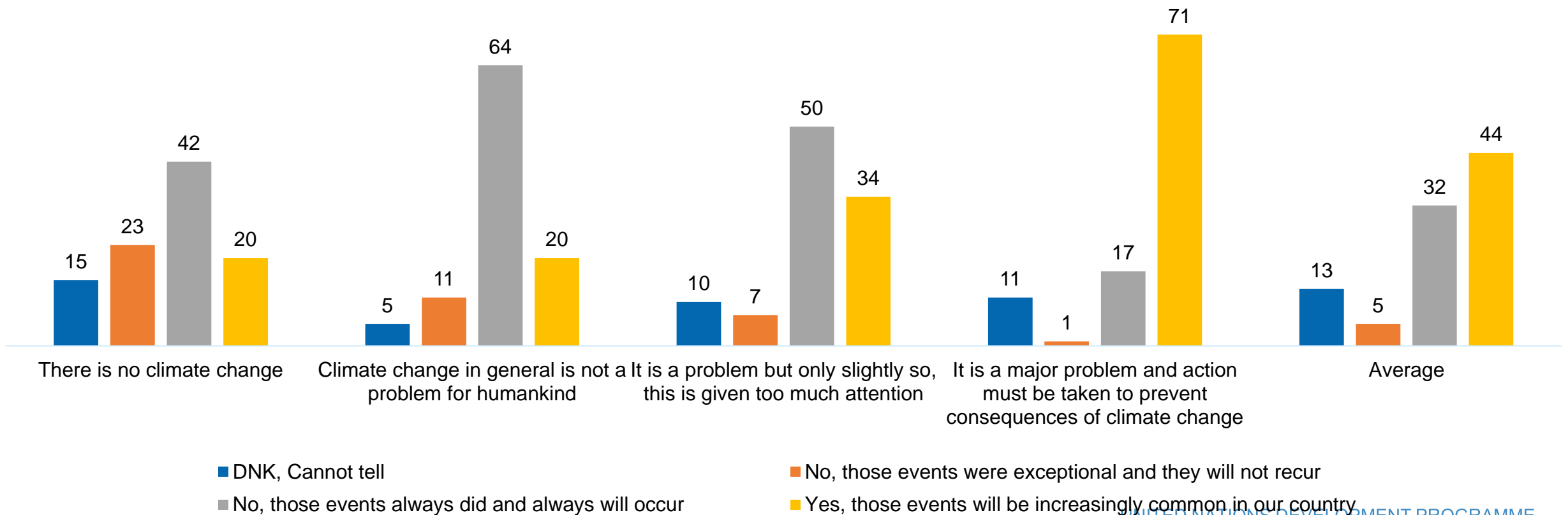
The attitude that weather disasters in Serbia will be more frequent is above average among users of Internet sites, Twitter, and also those who get information from messaging apps.



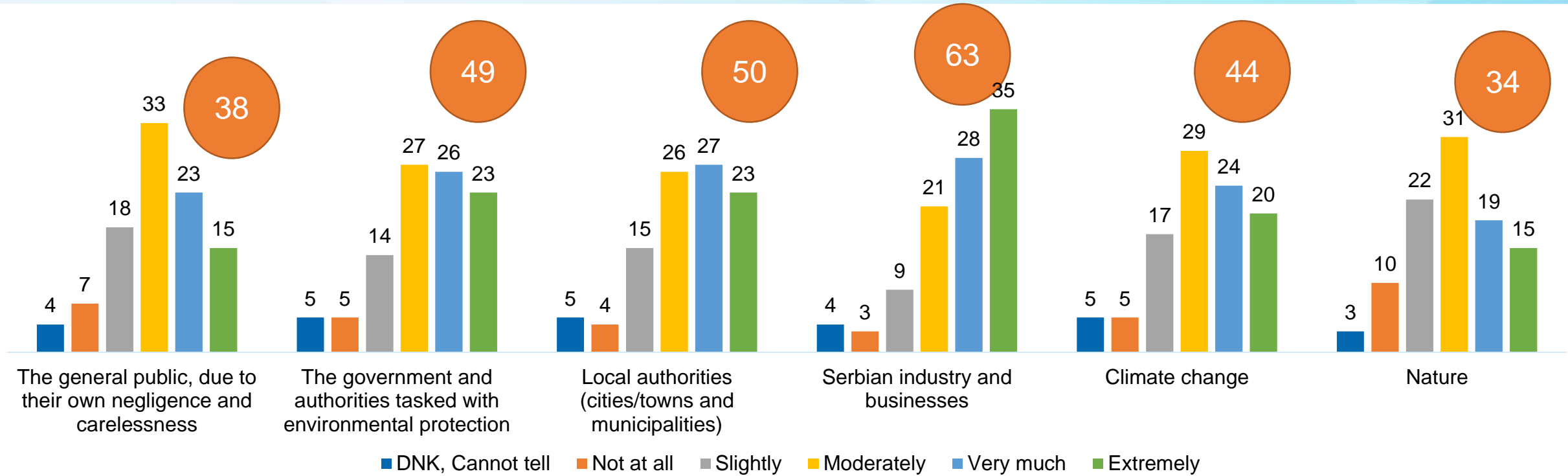
Attitude towards climate change in correlation with weather disasters (in %)

The majority of respondents who are convinced of the inevitability of more frequent weather disasters are those citizens who are aware that climate change is a major problem facing humanity and Serbia.

Among the respondents who told us that climate change is a big problem and that it is necessary to introduce changes that would prevent its further consequences, 71% believe that weather disasters in Serbia are inevitable in the future

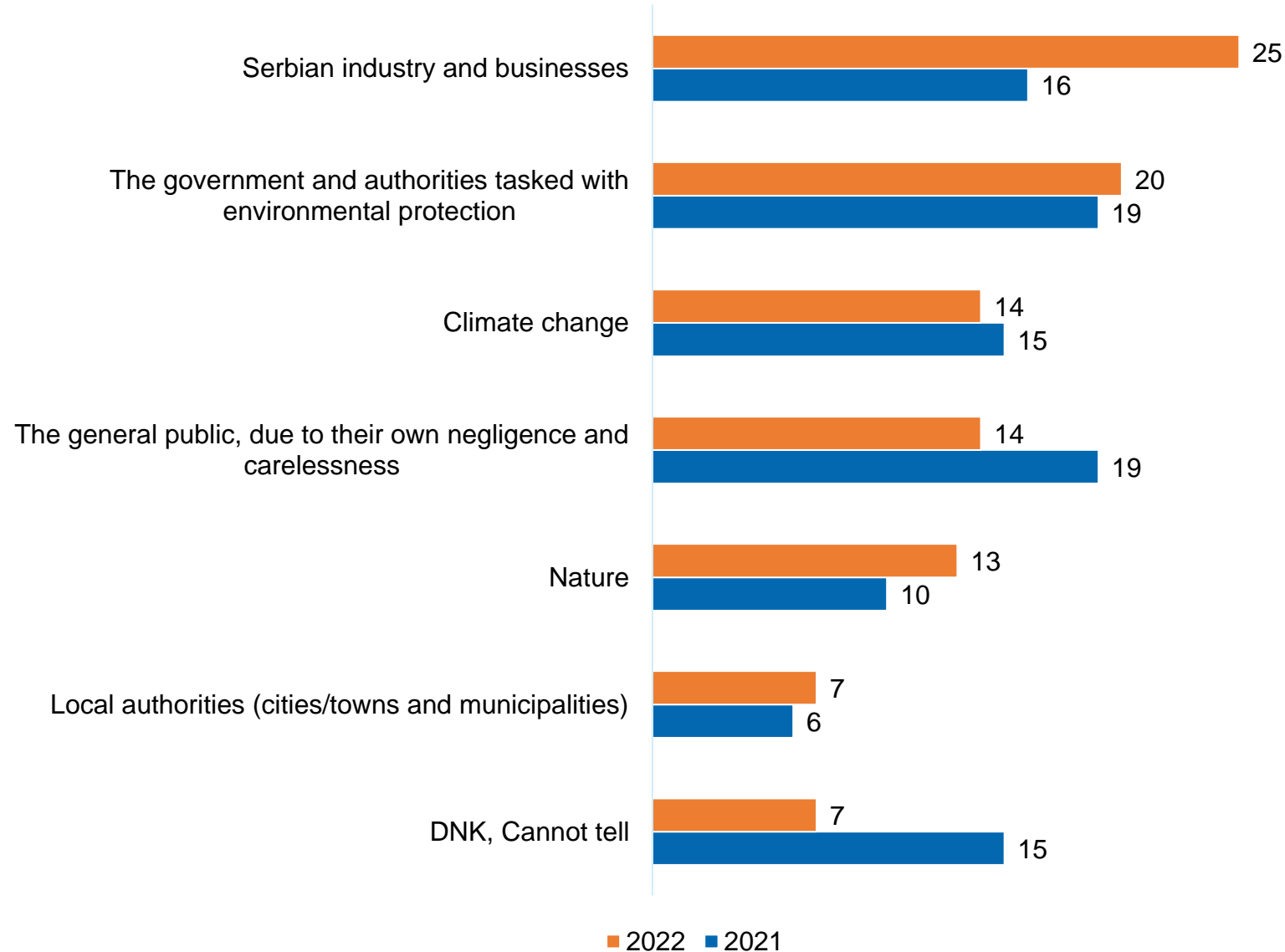


In your opinion, to what extent are the following actors responsible for the consequences of natural disasters such as droughts and floods in Serbia? (in %)



In the first place of those responsible for the consequences of weather disasters in Serbia is the Serbian economy (industry and companies) with 63% of those citing it as a key factor in weather disasters. Local governments follow with 50%, and state with its institutions and bodies dealing with environmental protection with 59%.

Who is the most responsible for the consequences of natural disasters in Serbia? (in %)



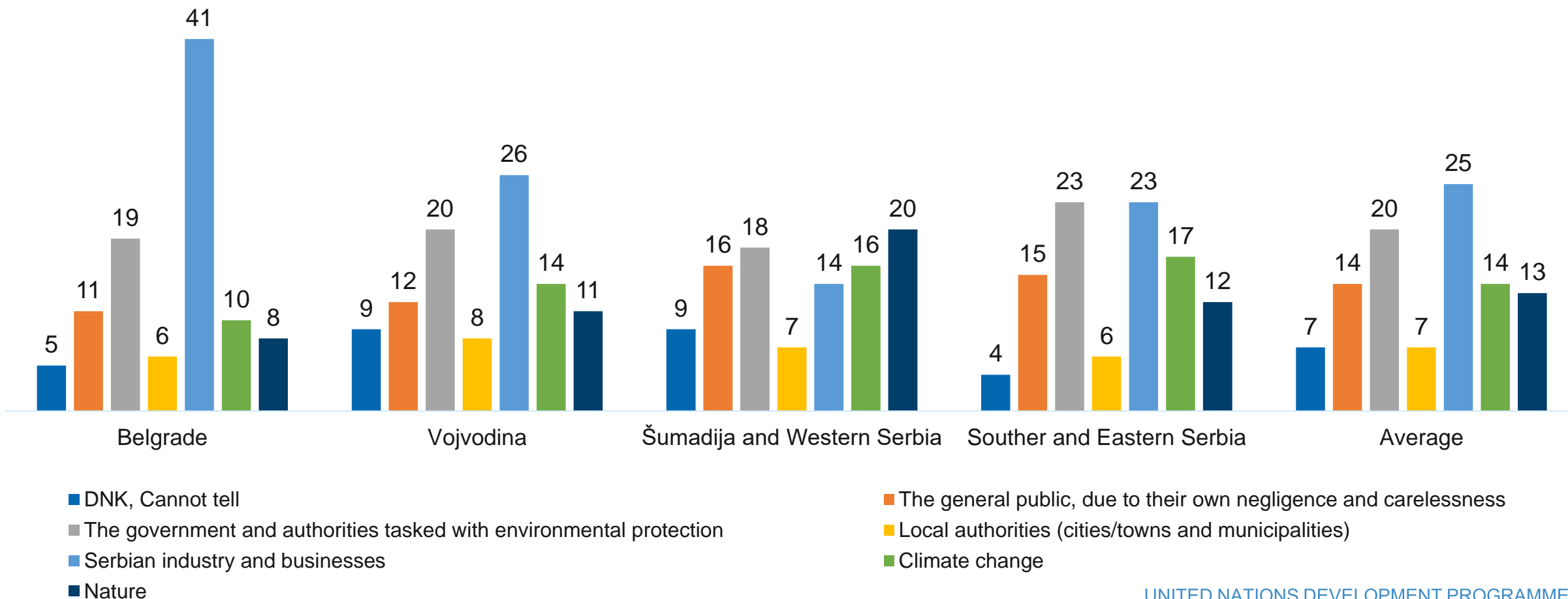
The Serbian economy stands out as the factor most responsible for the consequences of weather disasters in Serbia.

Compared to 2021, 9 percentage points more citizens singled out this factor as the key cause of weather disasters.

State and its institutions are in the second place, followed by climate change and citizens who instigate disasters through their negligence and behavior.

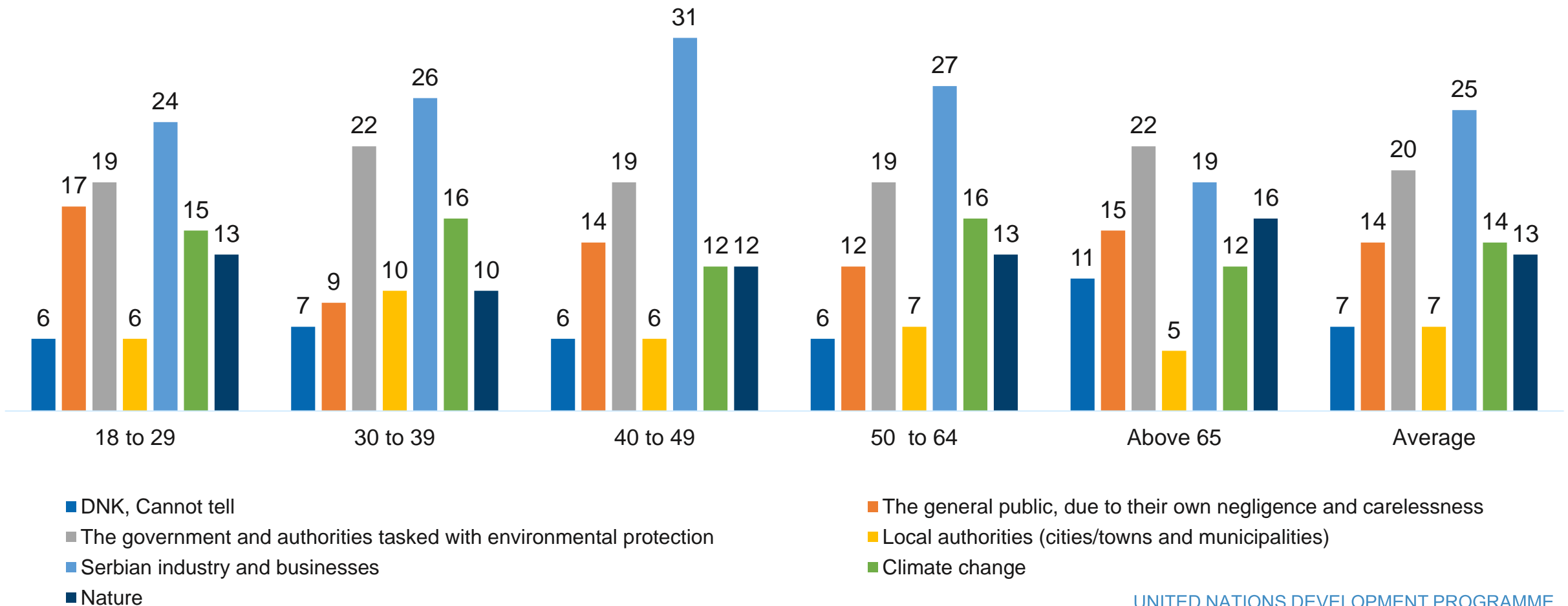
Who is the most responsible for the consequences of natural disasters in Serbia? (in %, by region)

Belgraders believe that the Serbian industry is most responsible for the consequences of weather disasters. Residents of Western Serbia, and Sumadija are shifting the responsibility to the nature.



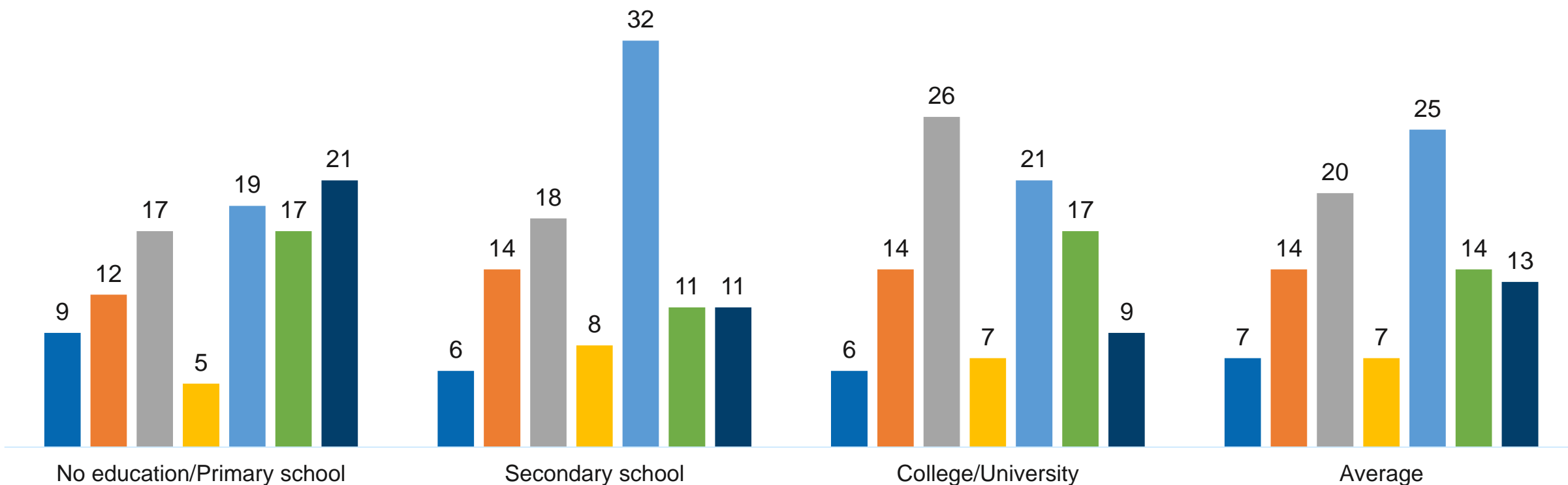
Who is the most responsible for the consequences of natural disasters in Serbia? (in %, by age)

The responsibility of the economy to weather disasters is most pronounced among respondents who fall into the age category of 40 to 49 years, while people are above average considered responsible for natural disaster consequences within the youngest population (18 - 29 years).



Who is the most responsible for the consequences of natural disasters in Serbia? (in %, by education)

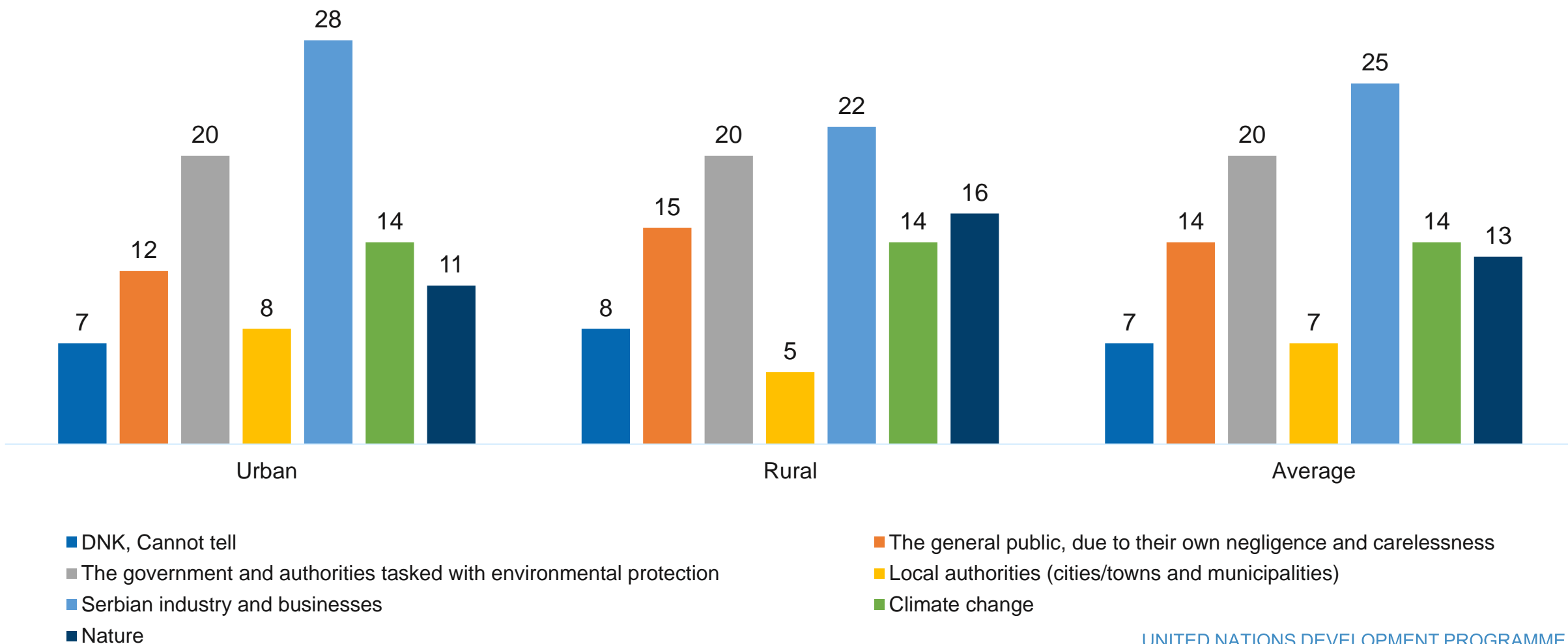
Citizens with a university degree seek responsibility for natural weather disasters in the state.
High school students mostly blame economy for this problem.



- DNK, Cannot tell
- The government and authorities tasked with environmental protection
- Serbian industry and businesses
- Nature

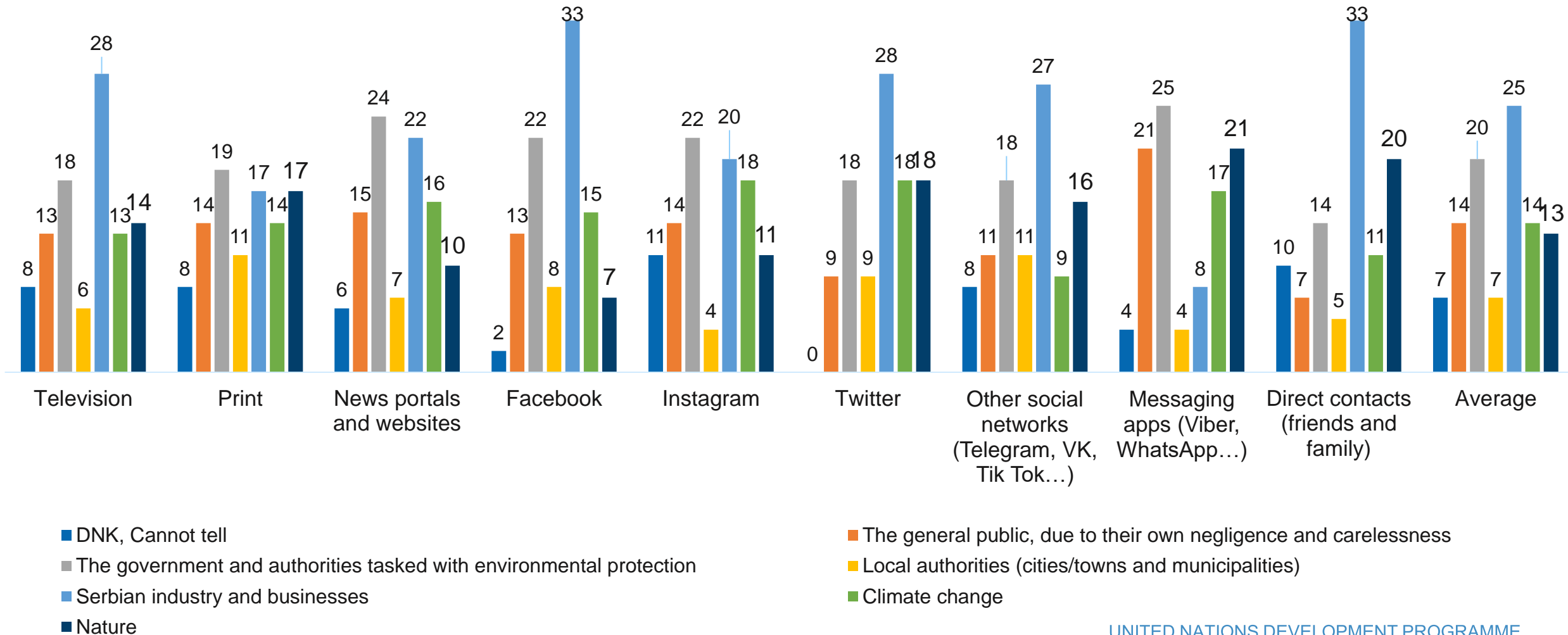
- The general public, due to their own negligence and carelessness
- Local authorities (cities/towns and municipalities)
- Climate change

Who is the most responsible for the consequences of natural disasters in Serbia? (in %, by place of residence)

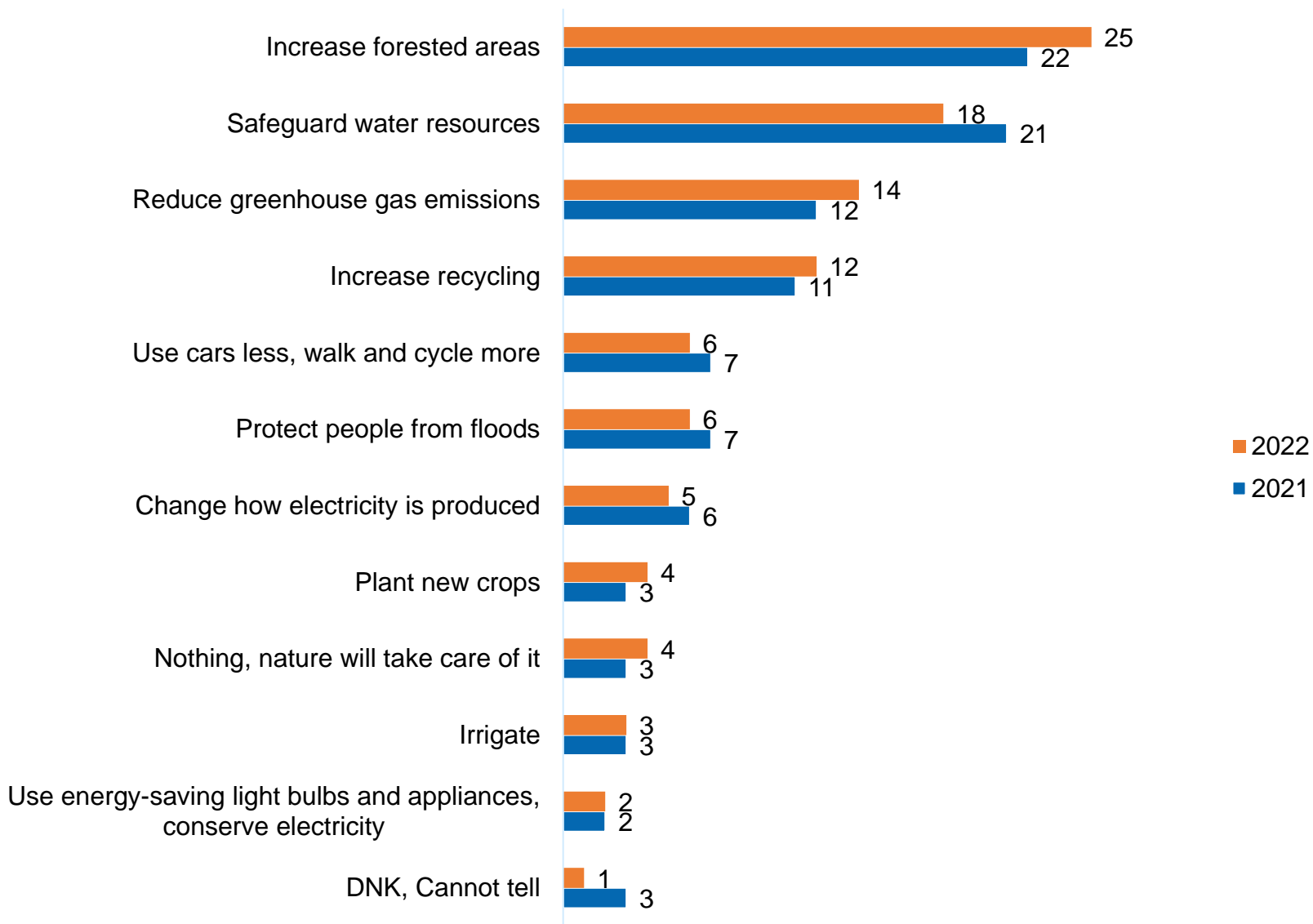


Who is the most responsible for the consequences of natural disasters in Serbia? (in %, by news access)

Users of Facebook, Twitter and those who are informed through personal contact recognize the economy as the main culprit for the consequences of weather disasters.



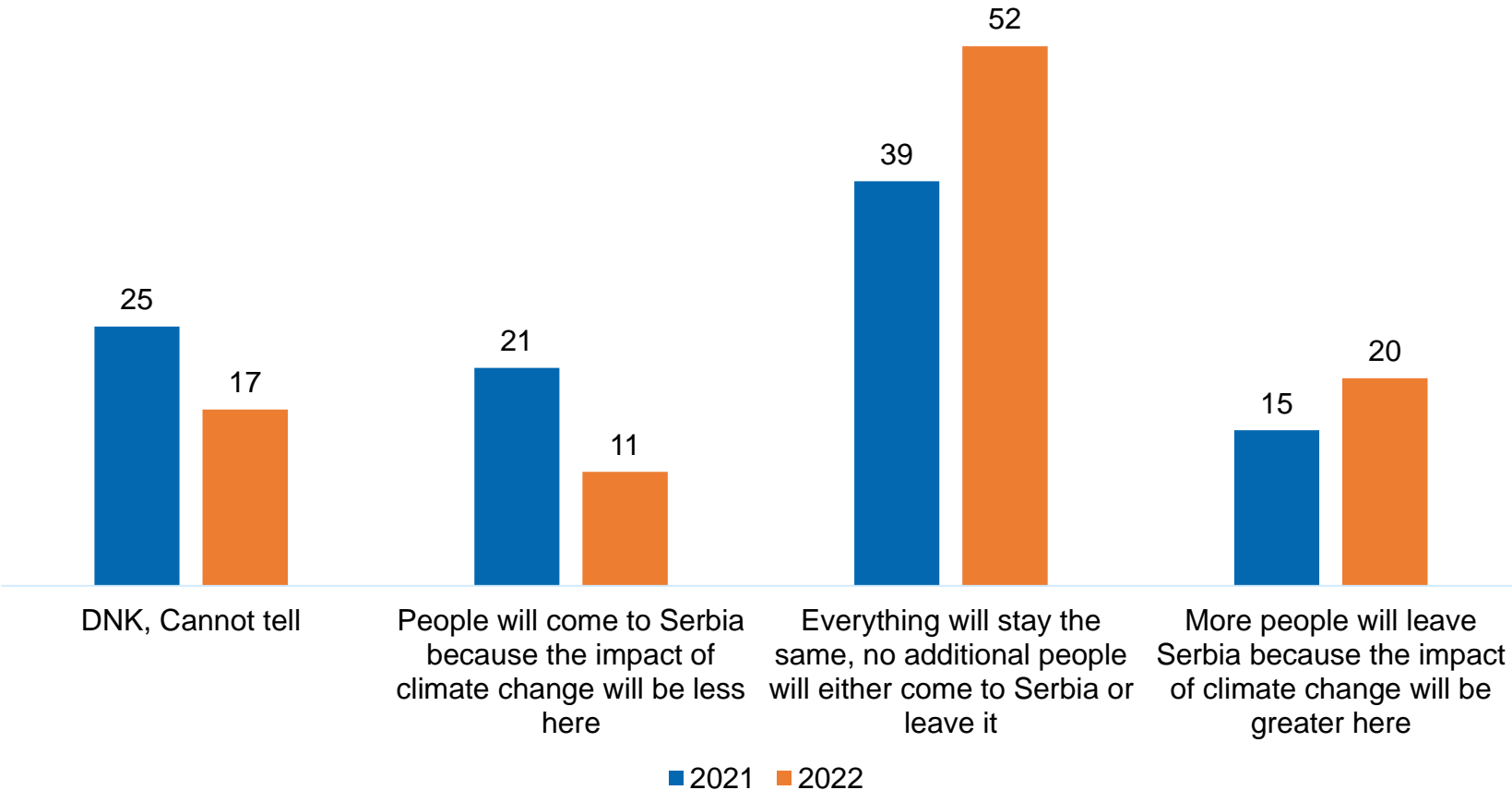
What should the government and the public do about climate change? (in %, two answers)



One quarter of citizens (25%) believe that the preservation of forests and additional afforestation of Serbia would help prevent the consequences of climate change. This is 3 percentage points better result than in 2021.

18% of respondents are in favor of water conservation, and 14% believe that reducing the greenhouse effect would have a significant impact on neutralizing climate change.

Do you believe climate change will make people come to Serbia or leave Serbia for other countries? (in %)

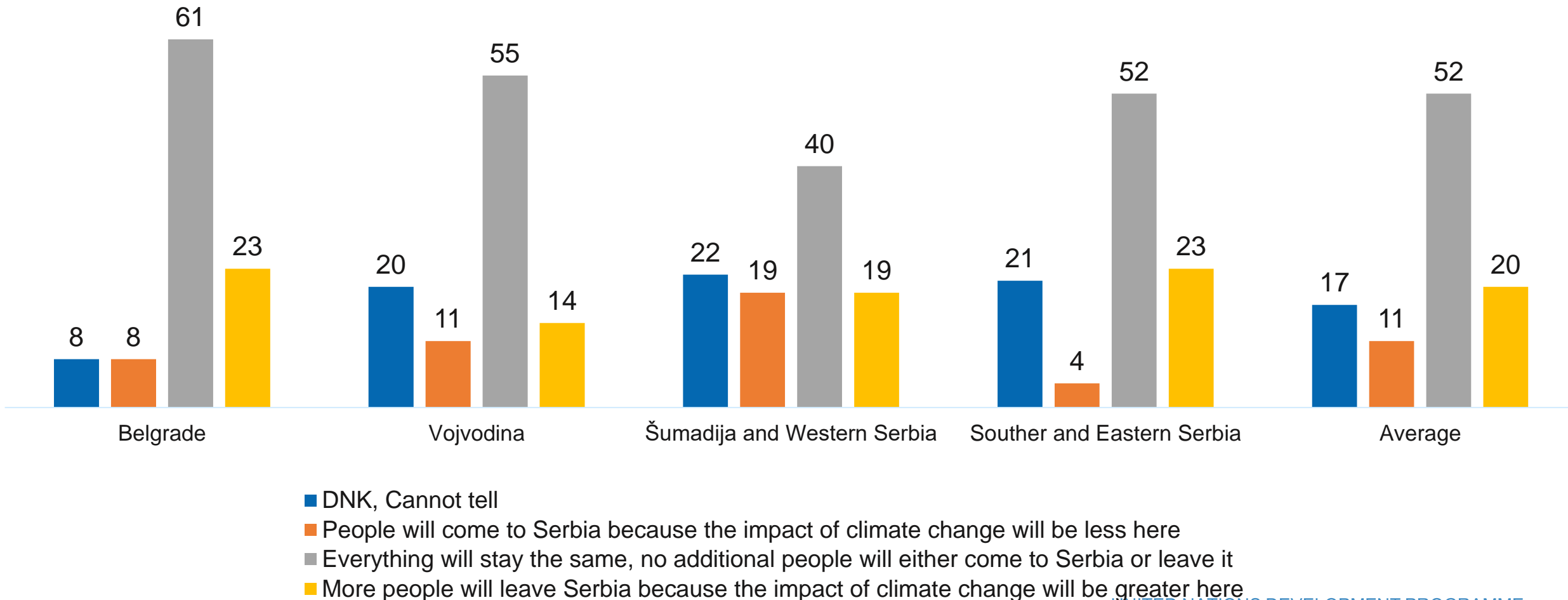


The percentage of citizens who believe that there will be no significant migration in the event of climate change has increased by 12 percentage points. More than half of respondents (52%) are convinced that there will be no migration regardless of climate change.

On the other hand, the number of citizens who believe that in the event of climate change there would be a migration of people to Serbia has decreased by 10 percentage points, and the percentage of respondents who believe that people will leave Serbia in that case has increased by 5 percentage points.

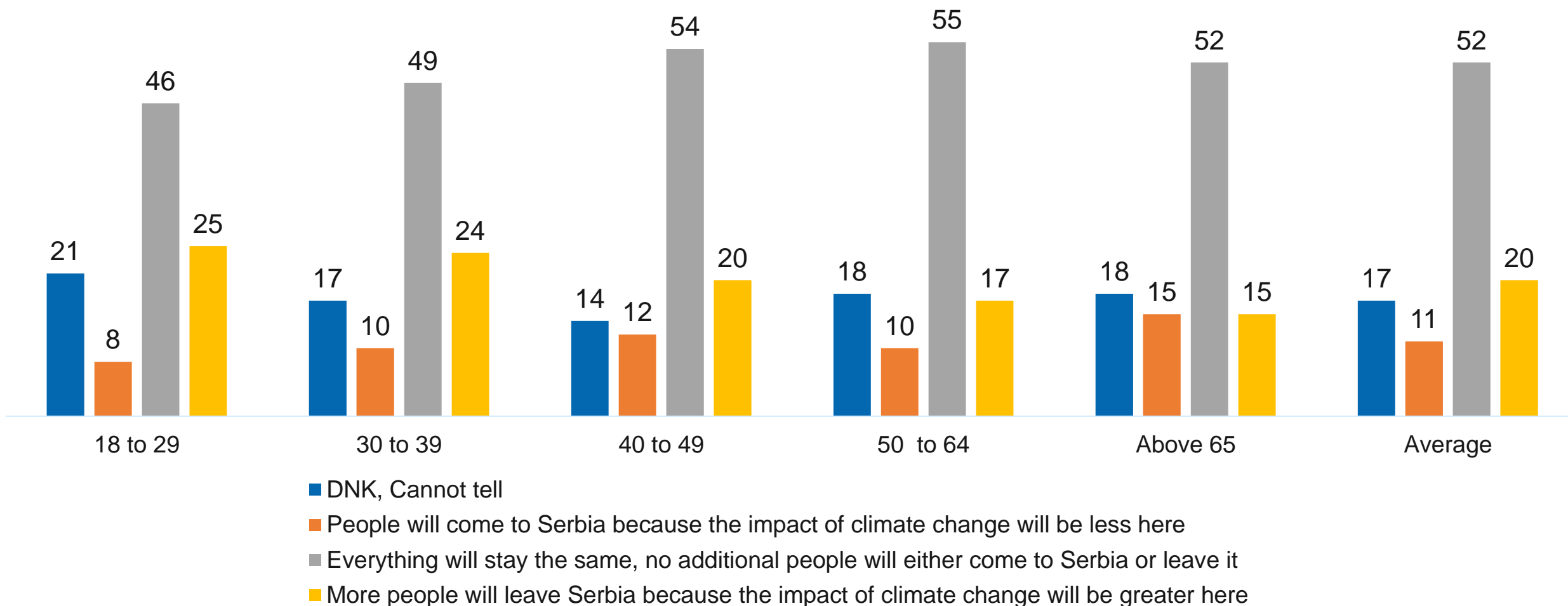
Do you believe climate change will make people come to Serbia or leave Serbia for other countries? (in %, by region)

Among the residents of Belgrade, we find most of those who believe that climate change will not affect migration. In Western Serbia, we notice the largest number of those who are convinced that climate change would cause people to come to Serbia from abroad.

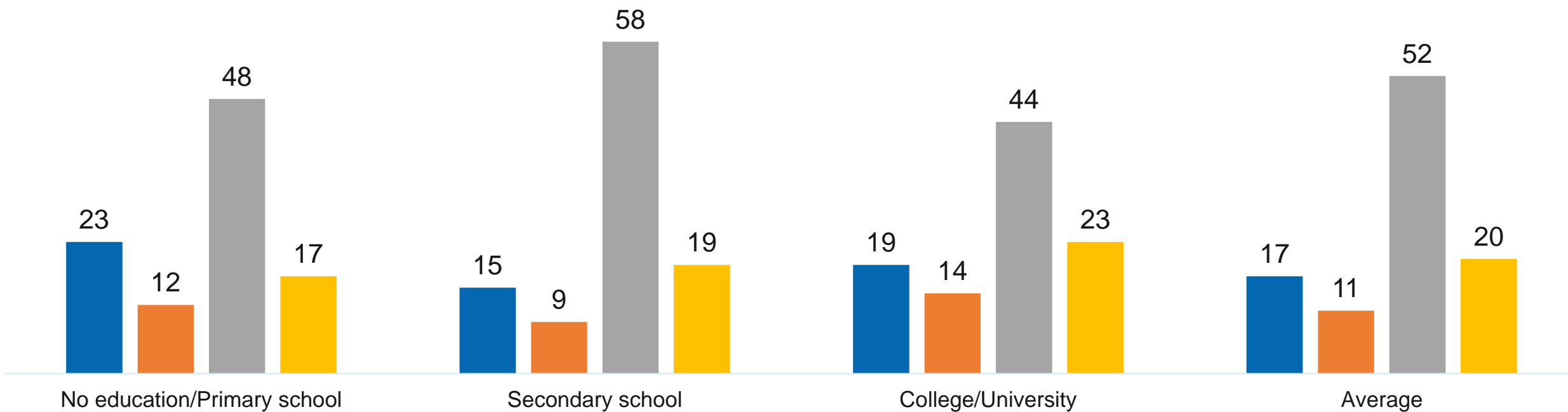


Do you believe climate change will make people come to Serbia or leave Serbia for other countries? (in %, by age)

Among the youngest respondents, we find the highest percentage of those who believe that more people will leave Serbia due to the consequences of climate change.



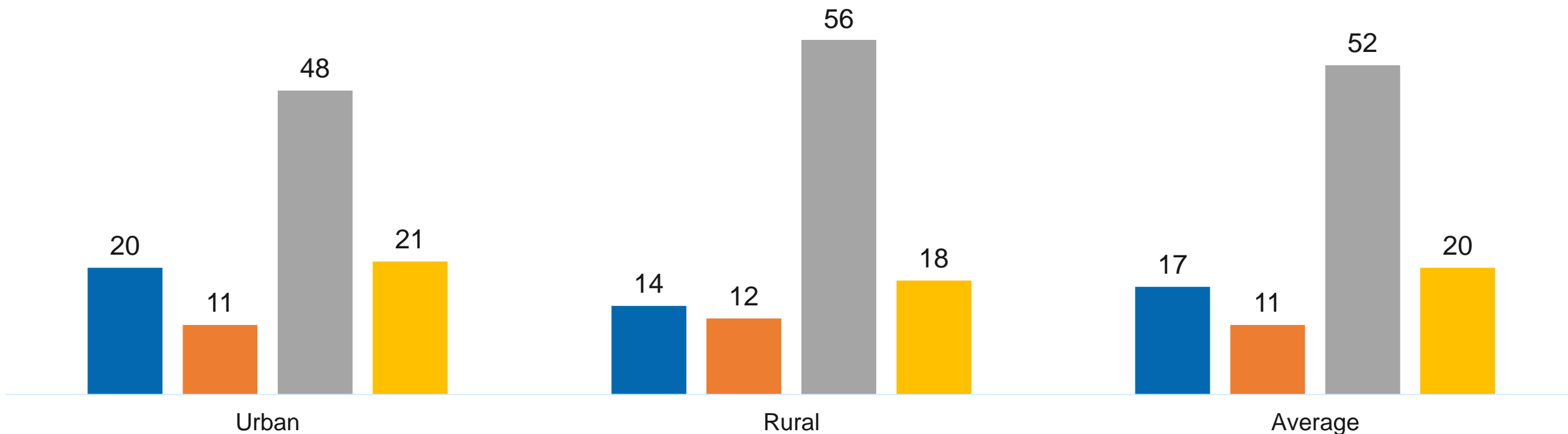
Do you believe climate change will make people come to Serbia or leave Serbia for other countries? (in %, by education)



- DNK, Cannot tell
- People will come to Serbia because the impact of climate change will be less here
- Everything will stay the same, no additional people will either come to Serbia or leave it
- More people will leave Serbia because the impact of climate change will be greater here

Do you believe climate change will make people come to Serbia or leave Serbia for other countries? (in %, place of residence)

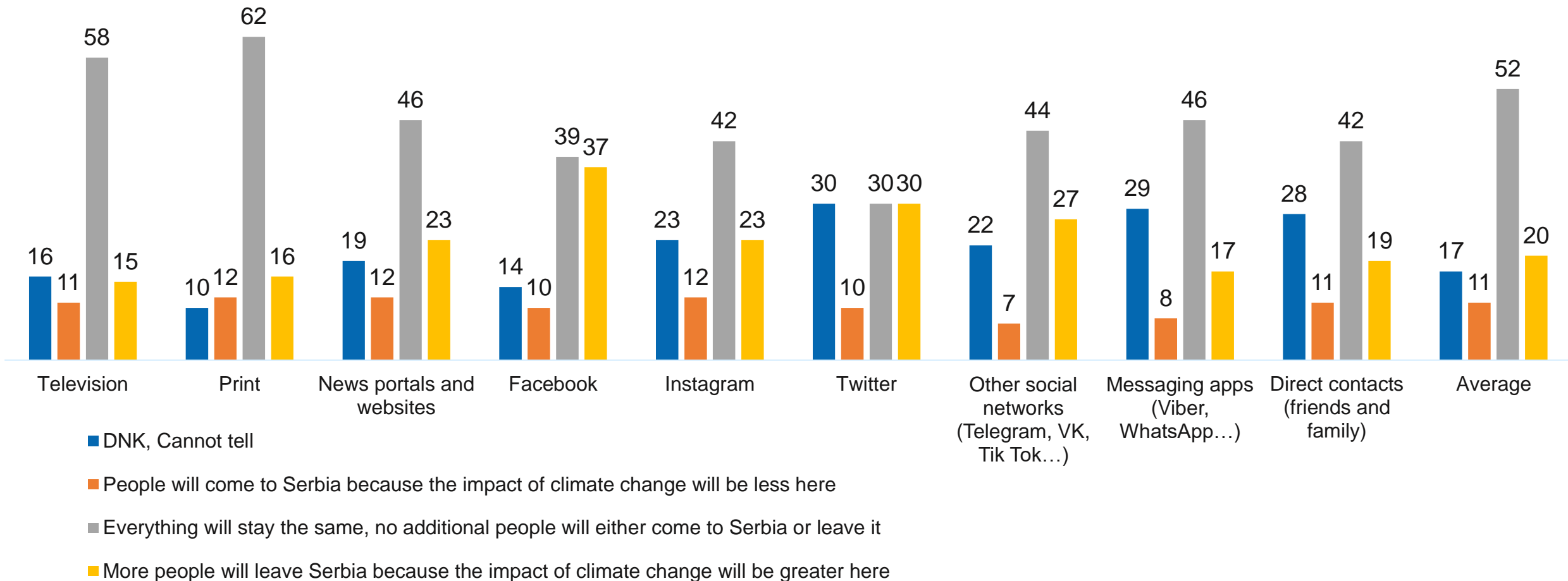
Citizens living in rural settlements above the average believe that, even in case of climate change, everything will remain the same in terms of eventual migration of people to and from Serbia.



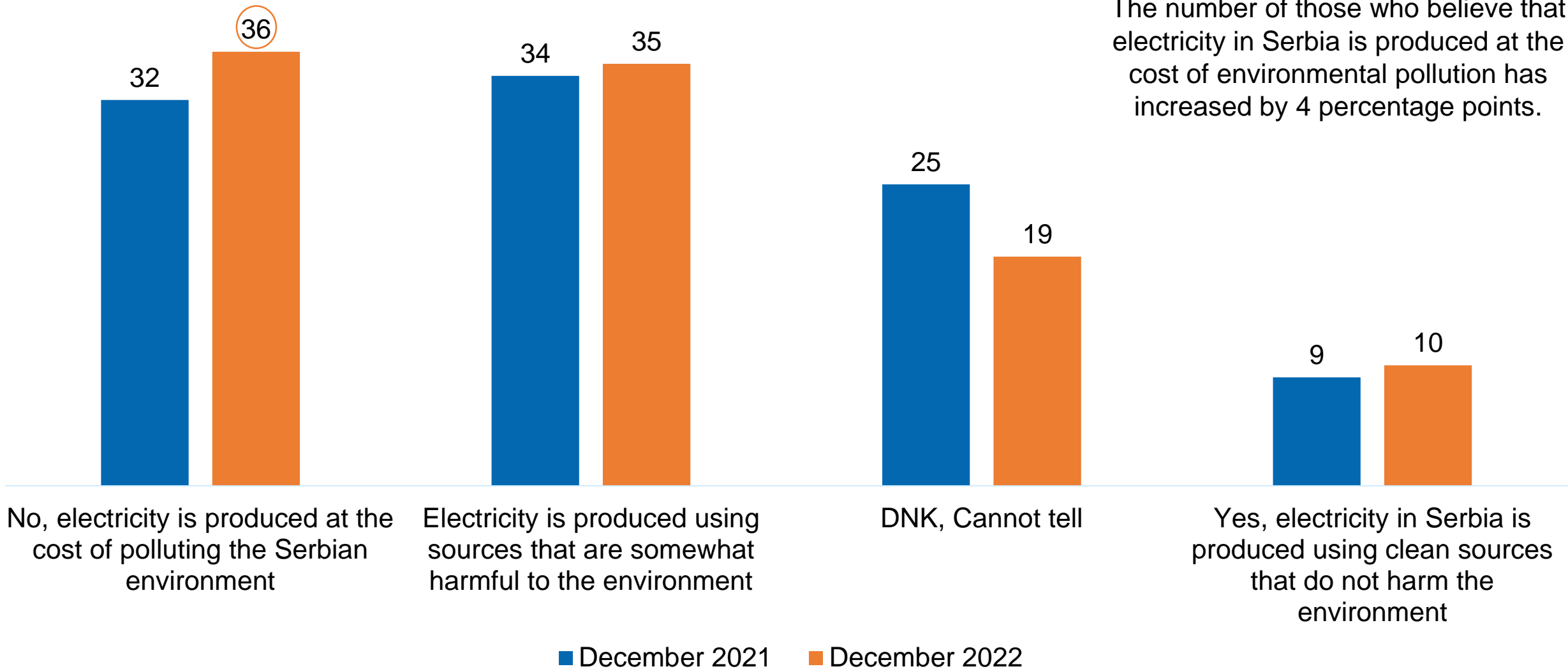
- DNK, Cannot tell
- People will come to Serbia because the impact of climate change will be less here
- Everything will stay the same, no additional people will either come to Serbia or leave it
- More people will leave Serbia because the impact of climate change will be greater here

Do you believe climate change will make people come to Serbia or leave Serbia for other countries? (in %, by news access)

Users of social networks Facebook, Instagram and Twitter believe that people will leave Serbia in case of climate change. Respondents who are informed through traditional media believe that there will be no serious migration to, or from Serbia in the case of climate change.



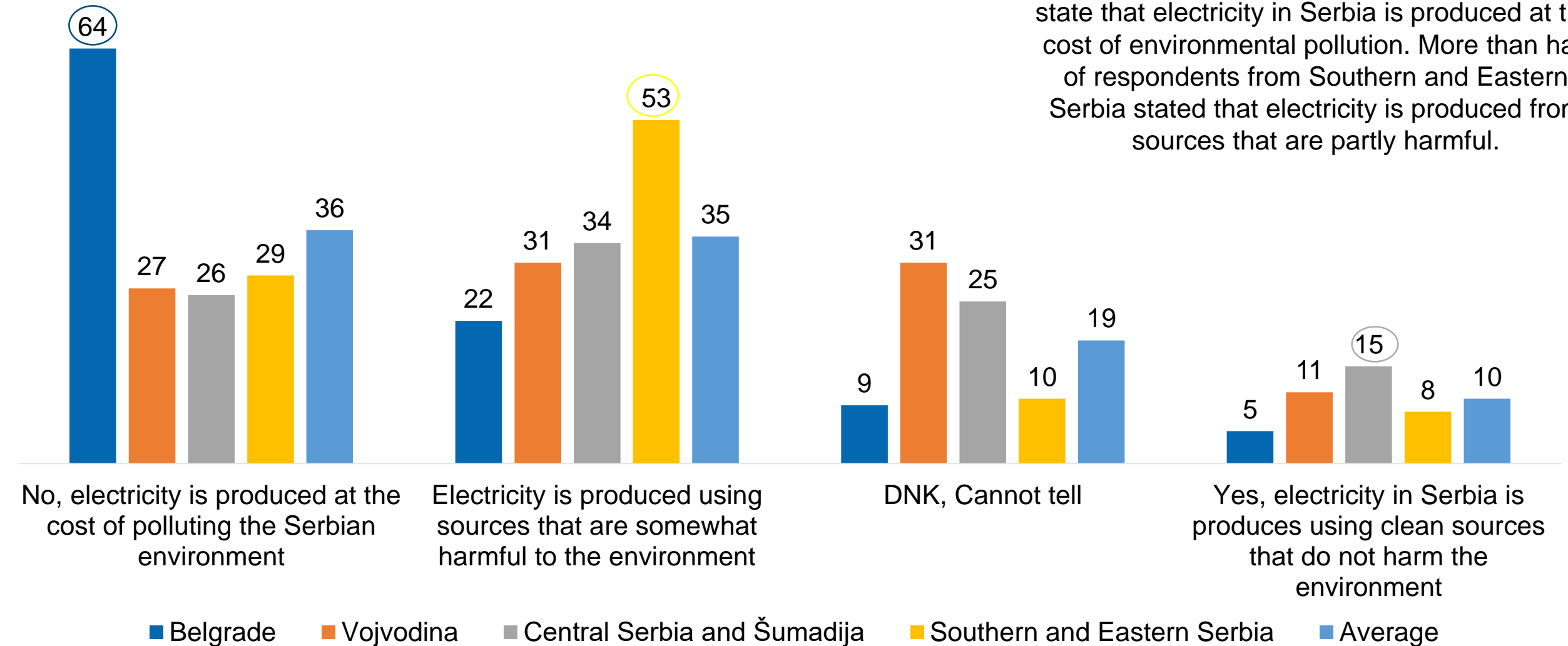
Is electricity in Serbia produced using environmentally friendly sources that do not harm the environment and generate no pollution? (in %)



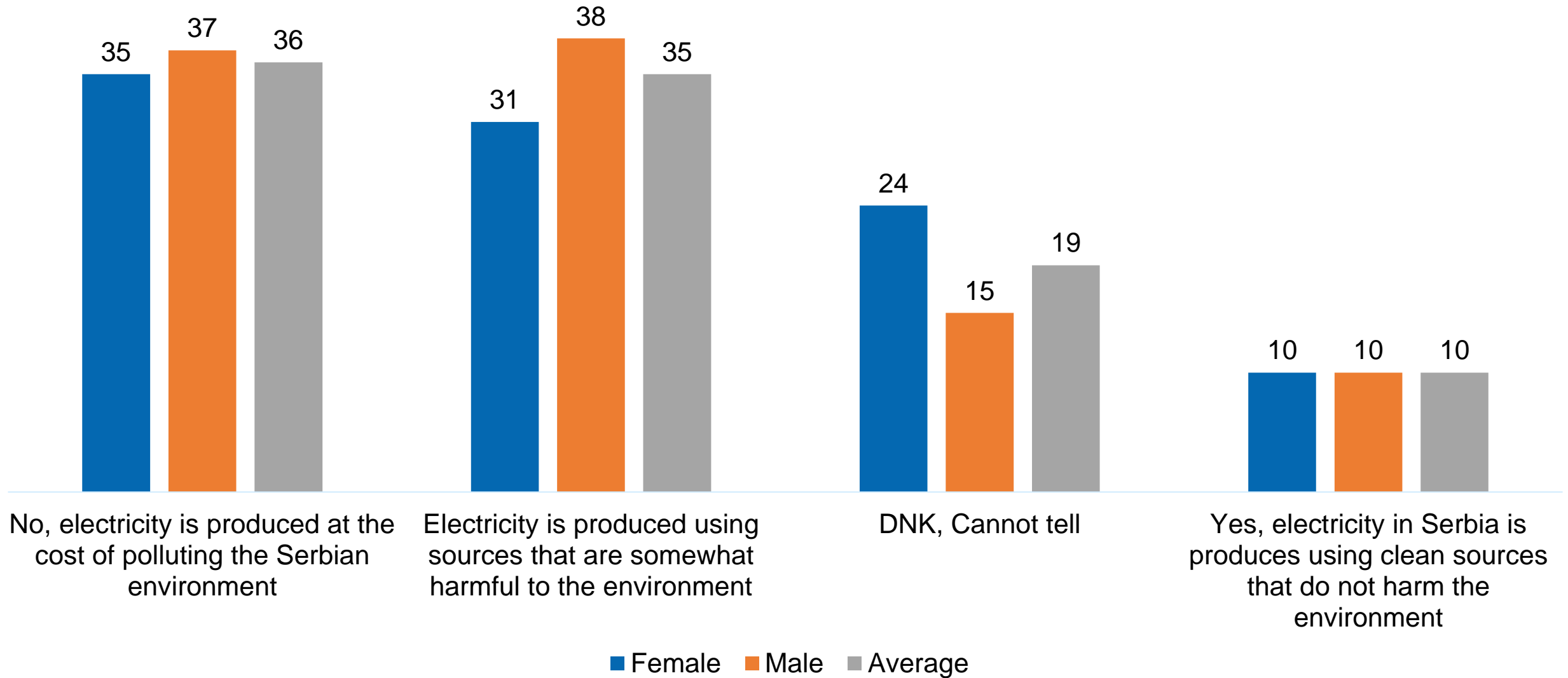
The number of those who believe that electricity in Serbia is produced at the cost of environmental pollution has increased by 4 percentage points.

Is electricity in Serbia produced using environmentally friendly sources that do not harm the environment and generate no pollution? (in %, by region)

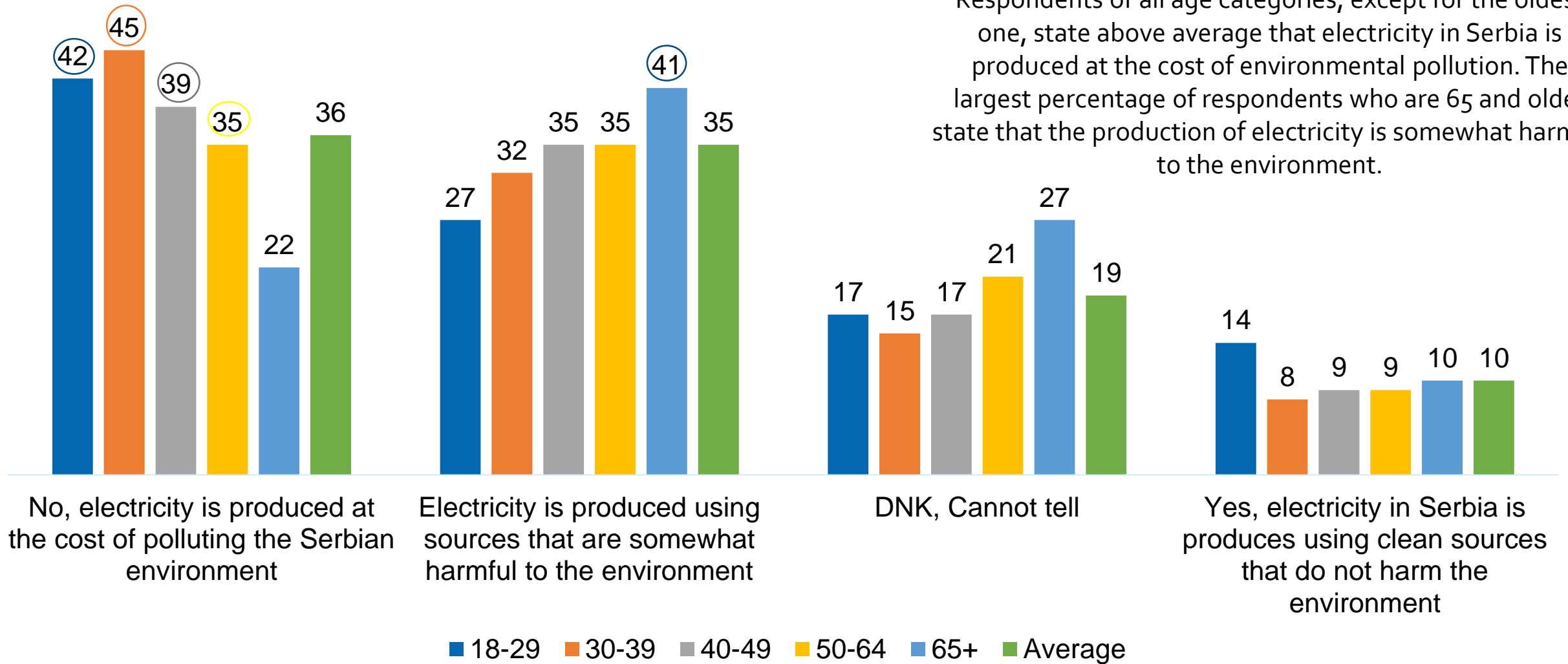
Almost two-thirds of respondents from Belgrade state that electricity in Serbia is produced at the cost of environmental pollution. More than half of respondents from Southern and Eastern Serbia stated that electricity is produced from sources that are partly harmful.



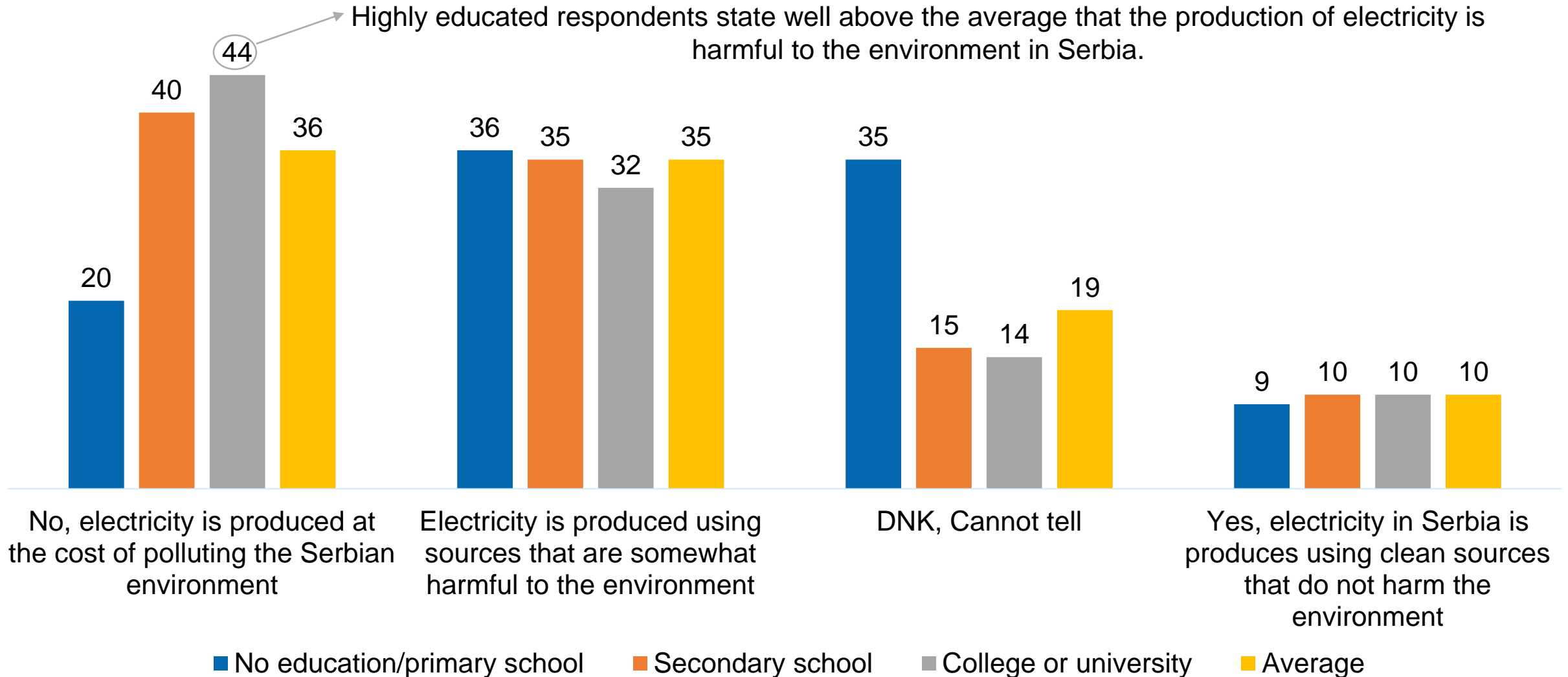
Is electricity in Serbia produced using environmentally friendly sources that do not harm the environment and generate no pollution? (in %, by gender)



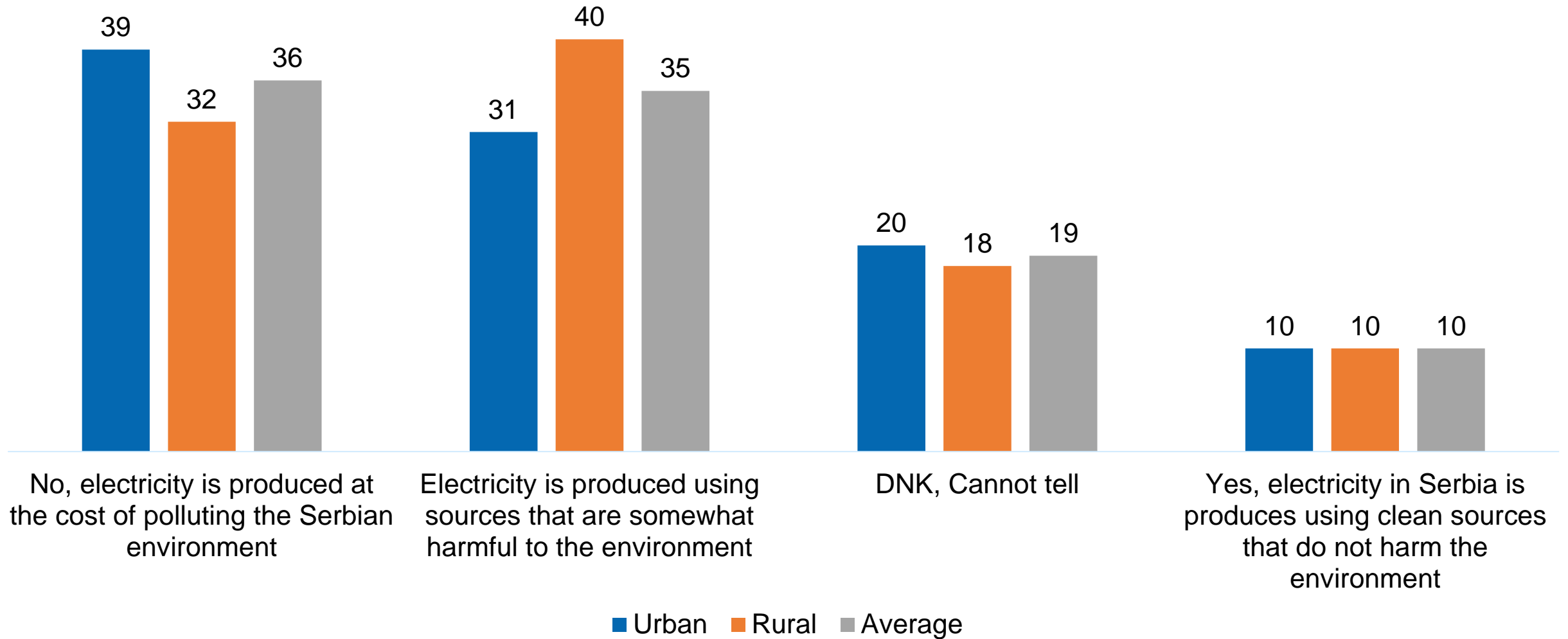
Is electricity in Serbia produced using environmentally friendly sources that do not harm the environment and generate no pollution? (in %, by age)



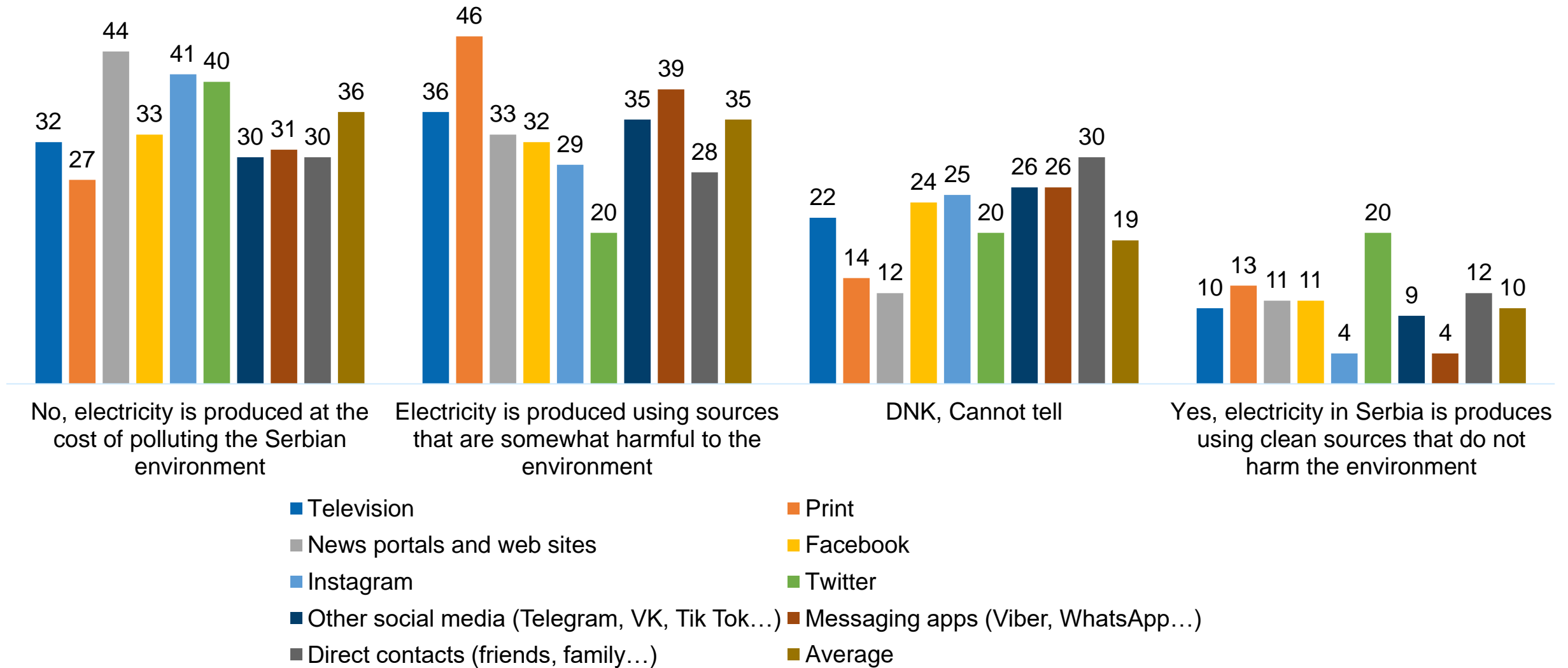
Is electricity in Serbia produced using environmentally friendly sources that do not harm the environment and generate no pollution? (in %, by education)



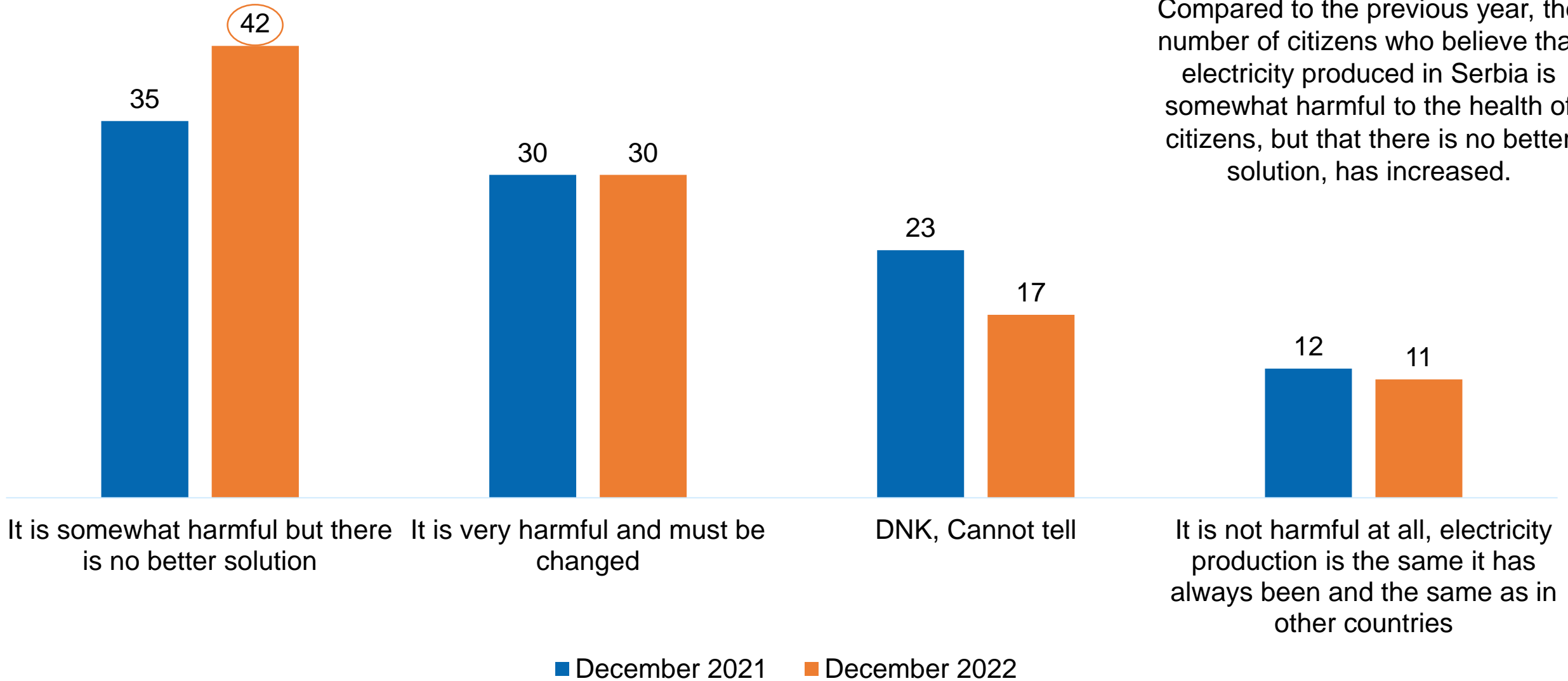
Is electricity in Serbia produced using environmentally friendly sources that do not harm the environment and generate no pollution? (in %, by place of residence)



Is electricity in Serbia produced using environmentally friendly sources that do not harm the environment and generate no pollution? (in %, by news access)

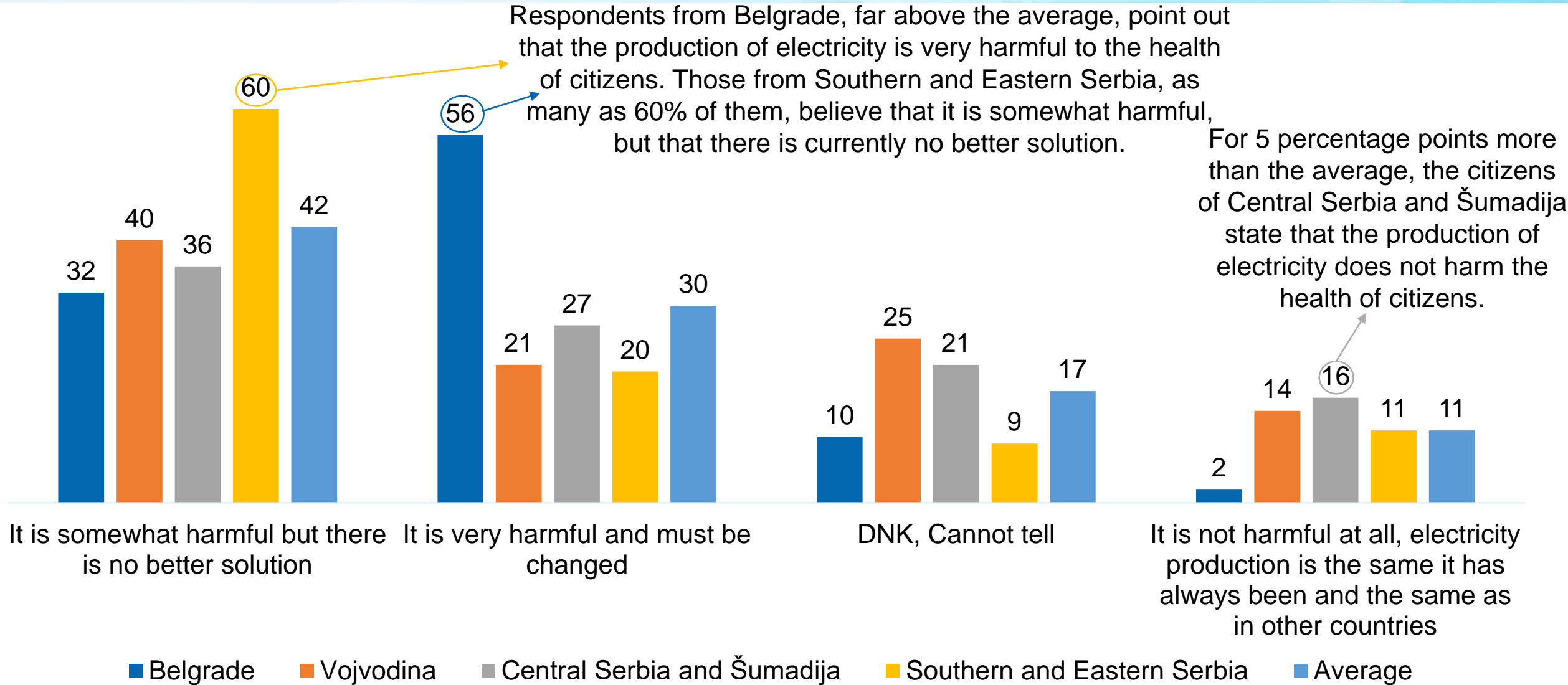


Do you believe the way in which electricity is currently produced in Serbia is harmful for health? (in %)

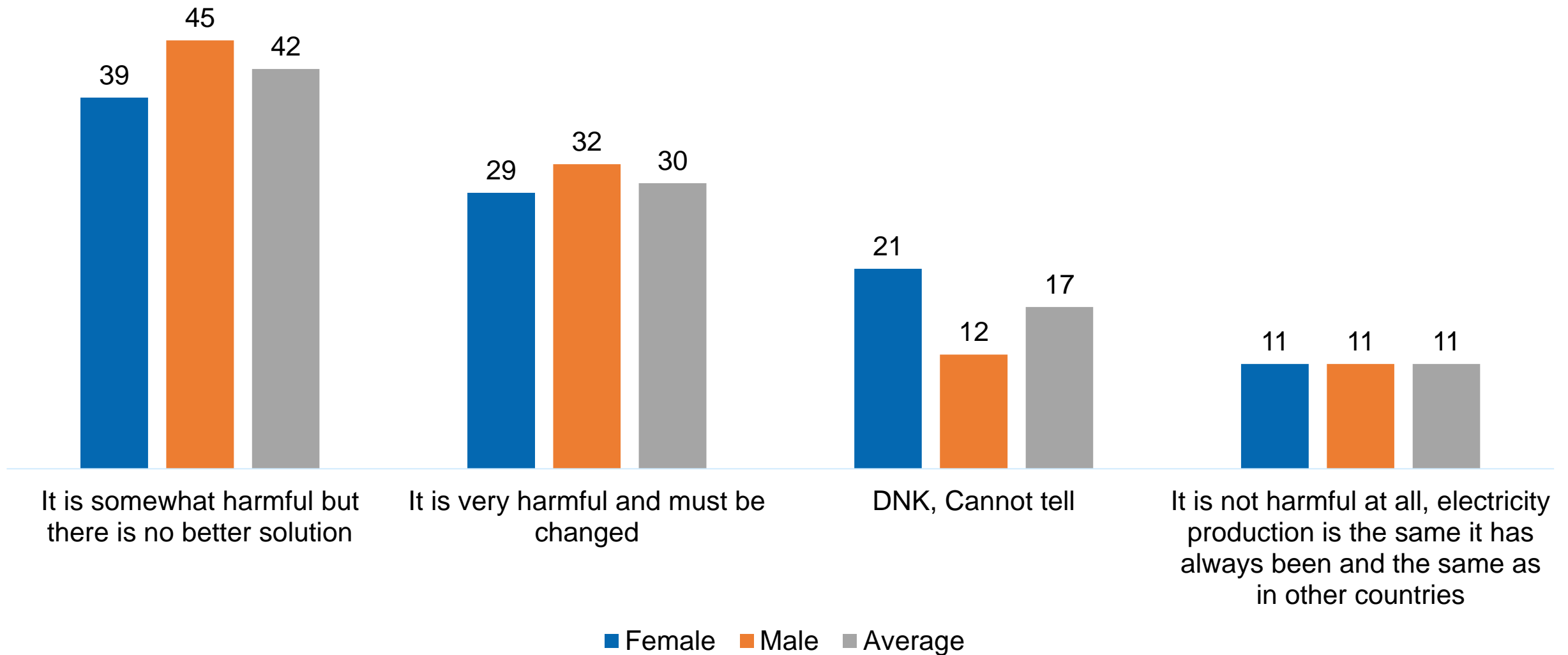


Compared to the previous year, the number of citizens who believe that electricity produced in Serbia is somewhat harmful to the health of citizens, but that there is no better solution, has increased.

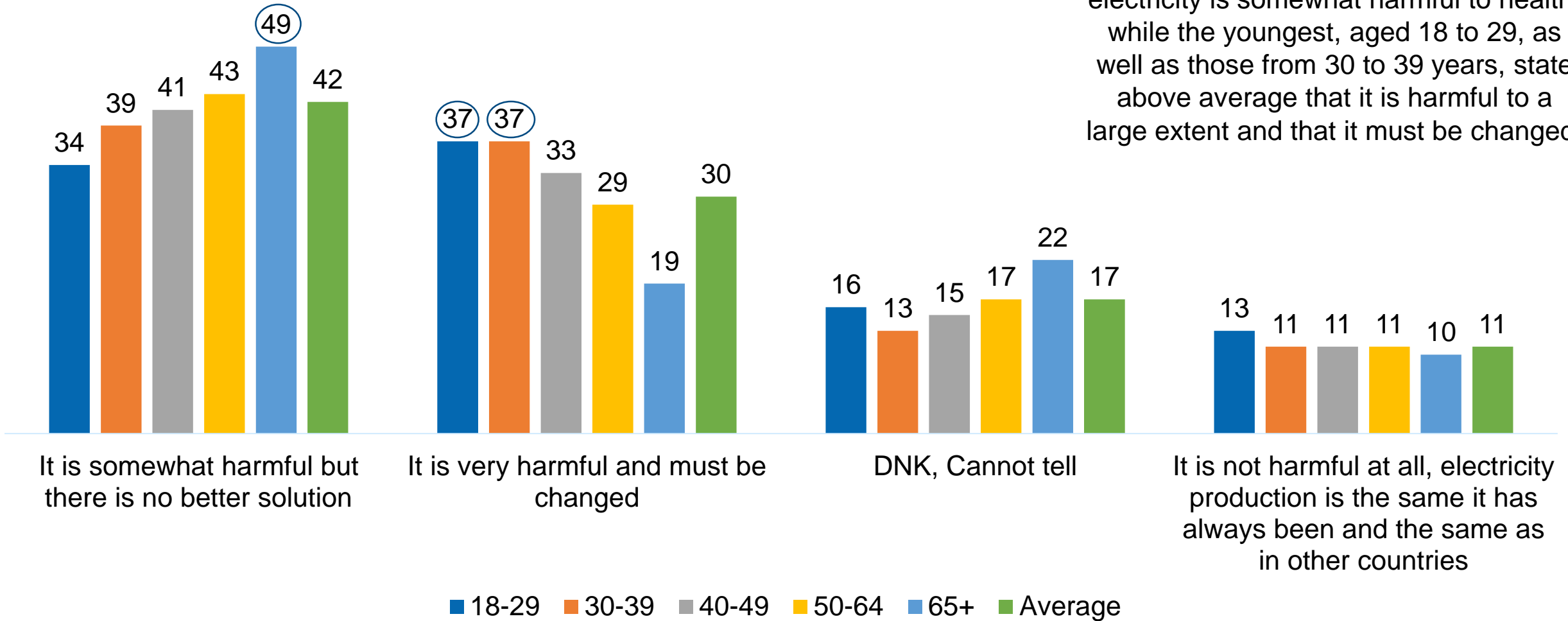
Do you believe the way in which electricity is currently produced in Serbia is harmful for health? (in %, by region)



Do you believe the way in which electricity is currently produced in Serbia is harmful for health? (in %, by gender)

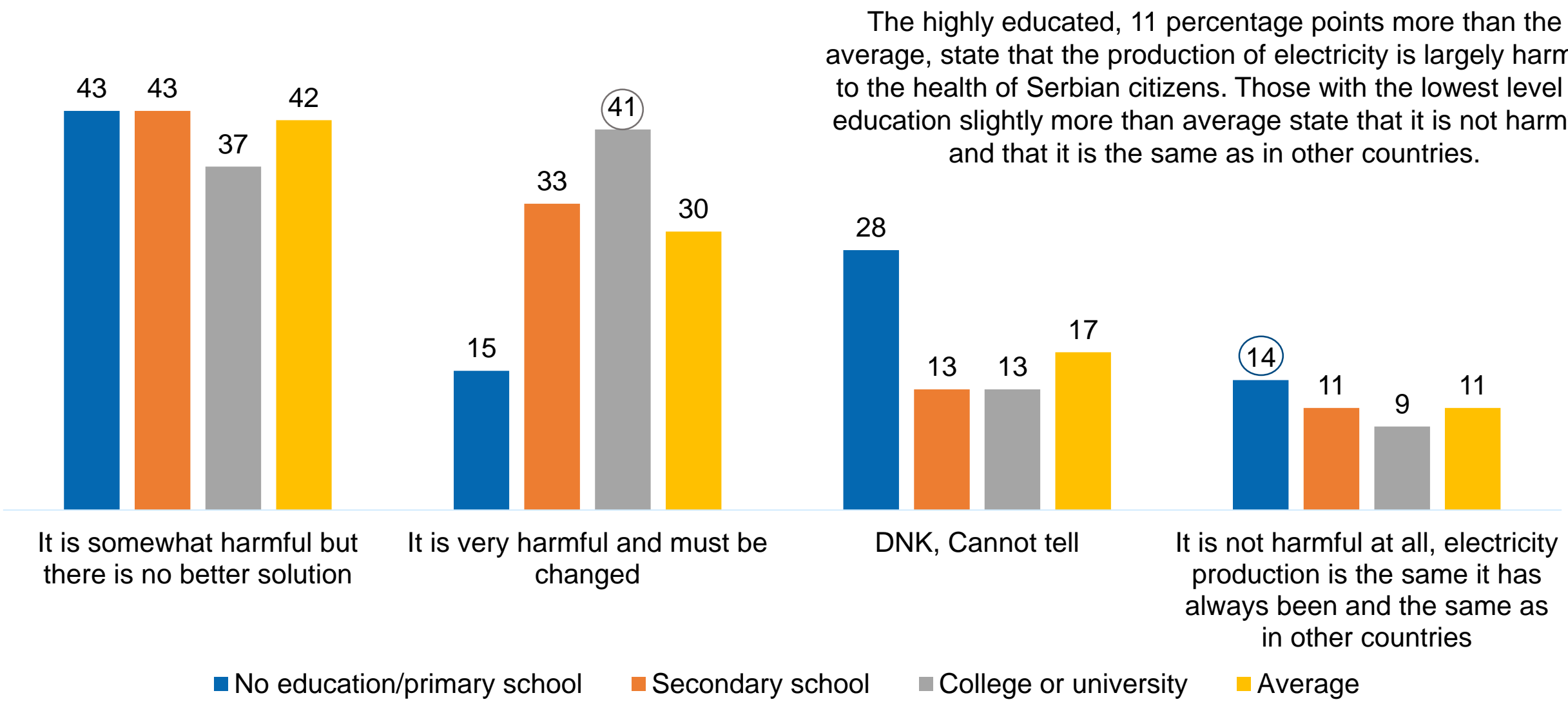


Do you believe the way in which electricity is currently produced in Serbia is harmful for health? (in %, by age)



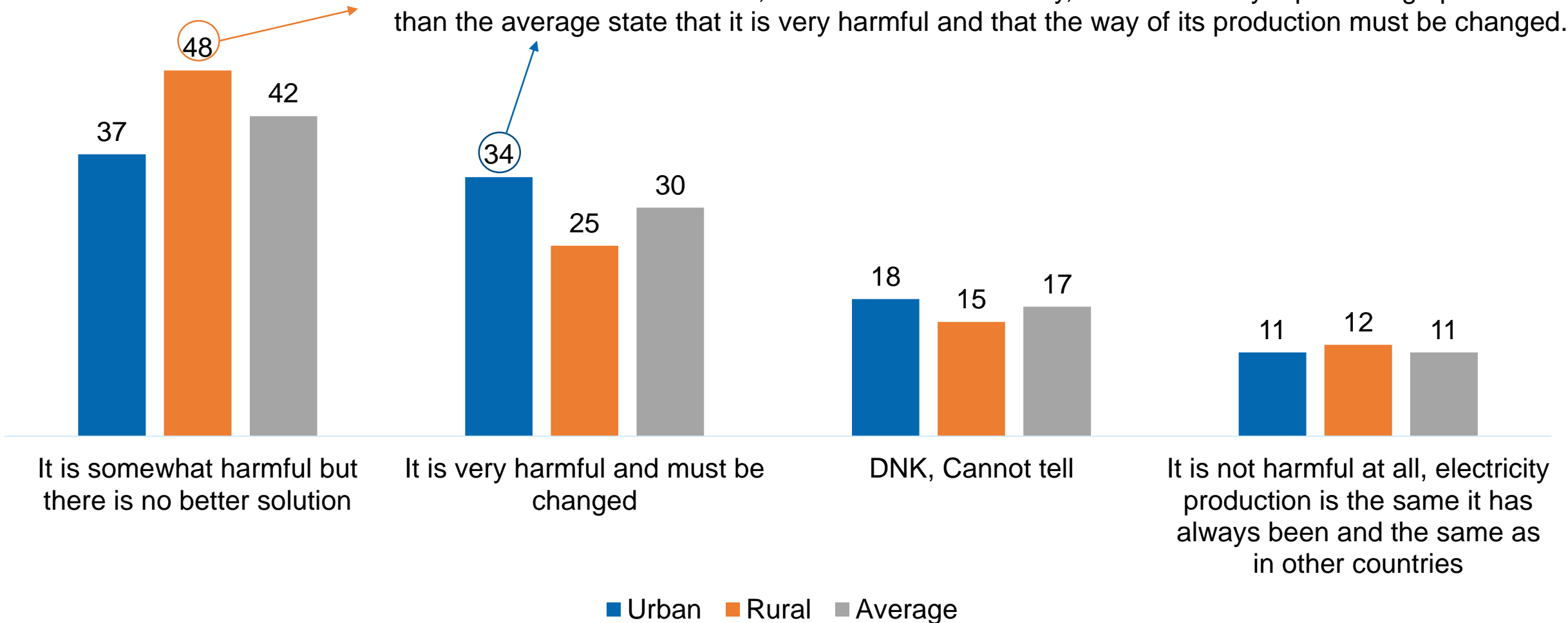
The oldest respondents stand out with the answer that the production of electricity is somewhat harmful to health, while the youngest, aged 18 to 29, as well as those from 30 to 39 years, state above average that it is harmful to a large extent and that it must be changed.

Do you believe the way in which electricity is currently produced in Serbia is harmful for health? (in %, by education)

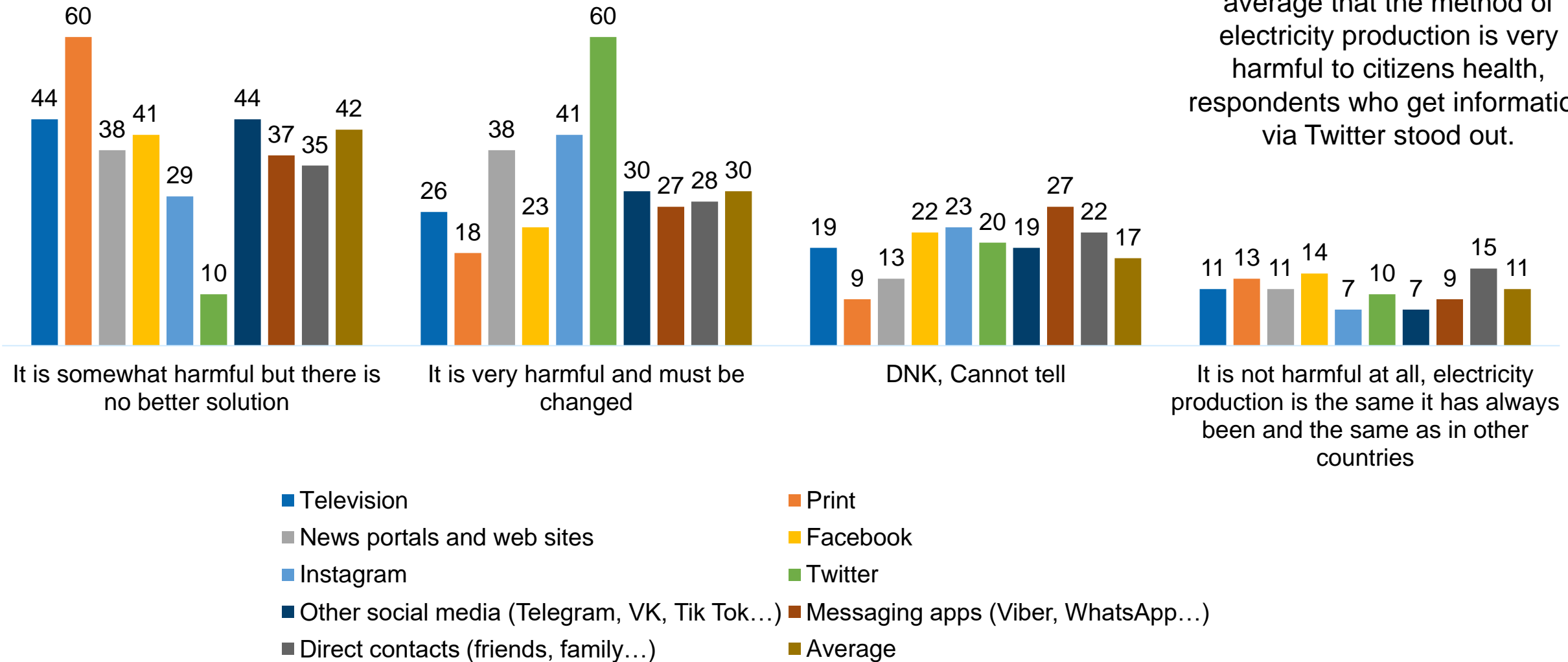


Do you believe the way in which electricity is currently produced in Serbia is harmful for health? (in %, by place of residence)

Respondents from rural areas state above the average that the production of electricity is somewhat harmful to the health of citizens, while those from the city, urban areas by 4 percentage points more than the average state that it is very harmful and that the way of its production must be changed.

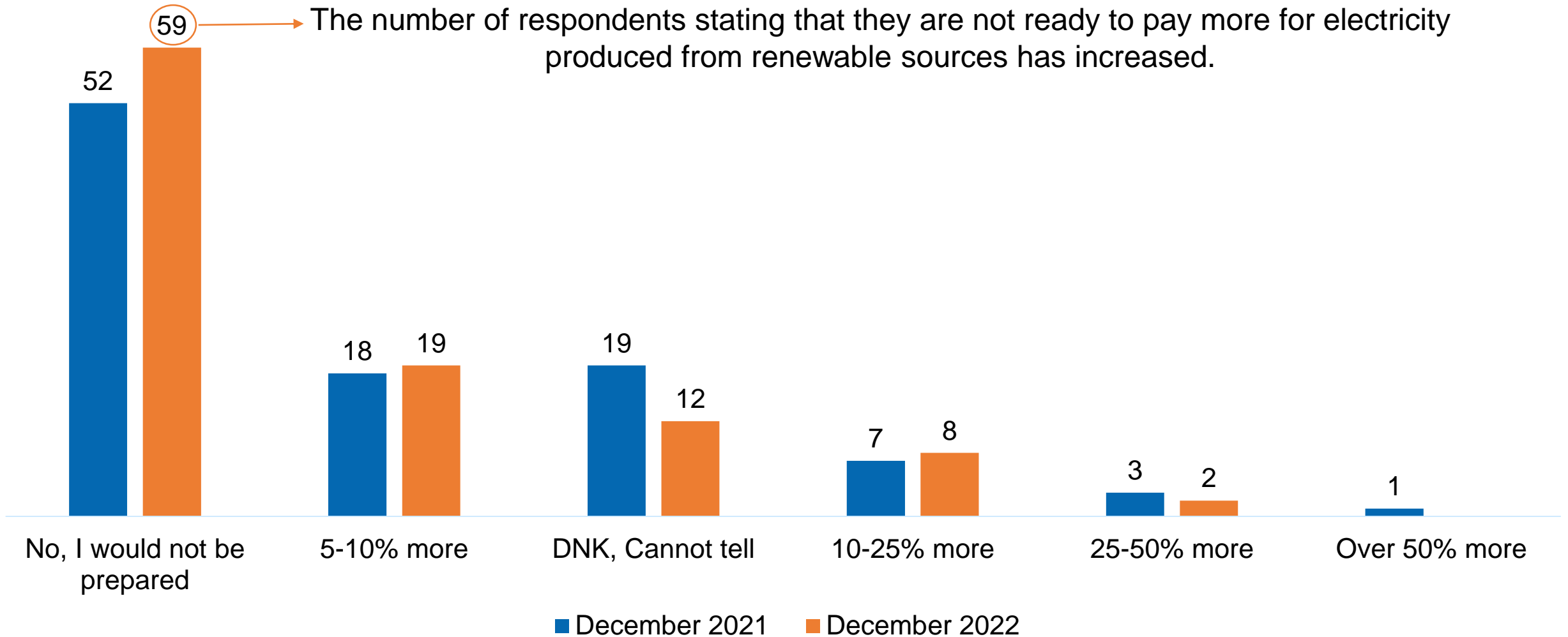


Do you believe the way in which electricity is currently produced in Serbia is harmful for health? (in %, by news access)

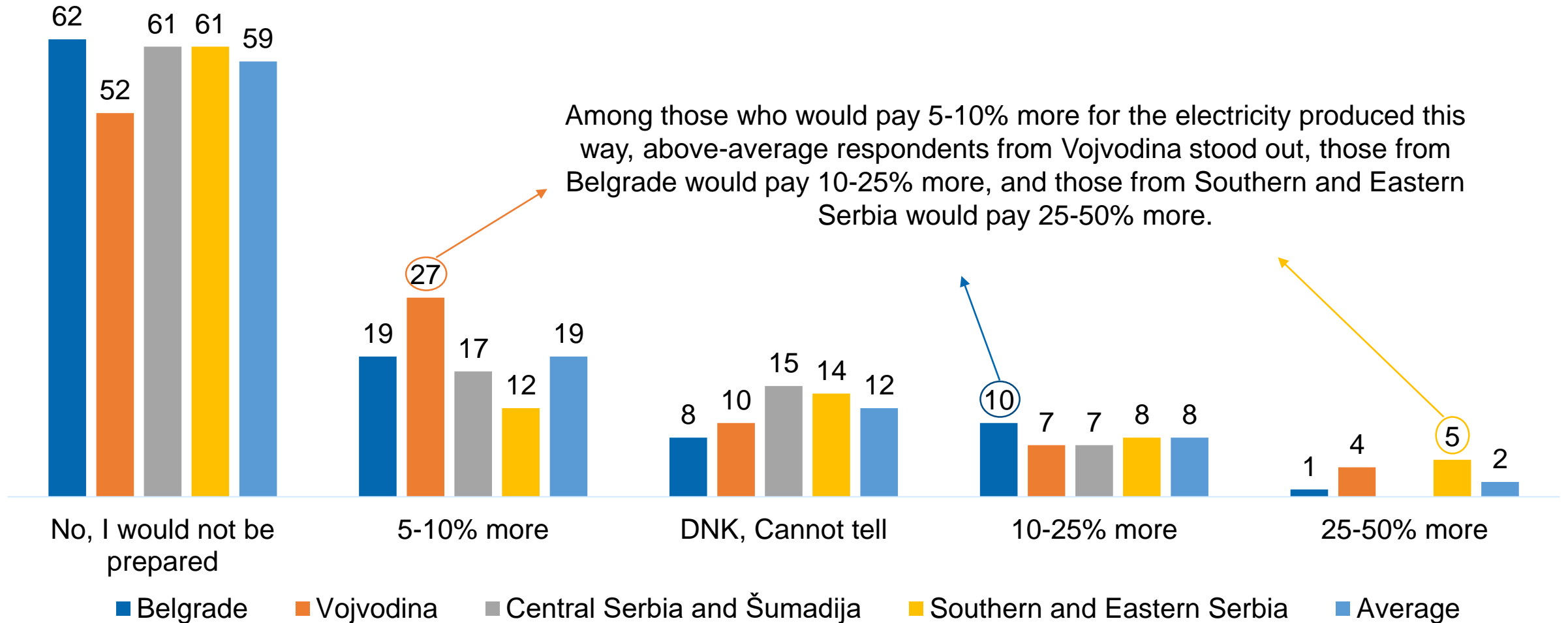


Among those who stated above average that the method of electricity production is very harmful to citizens health, respondents who get information via Twitter stood out.

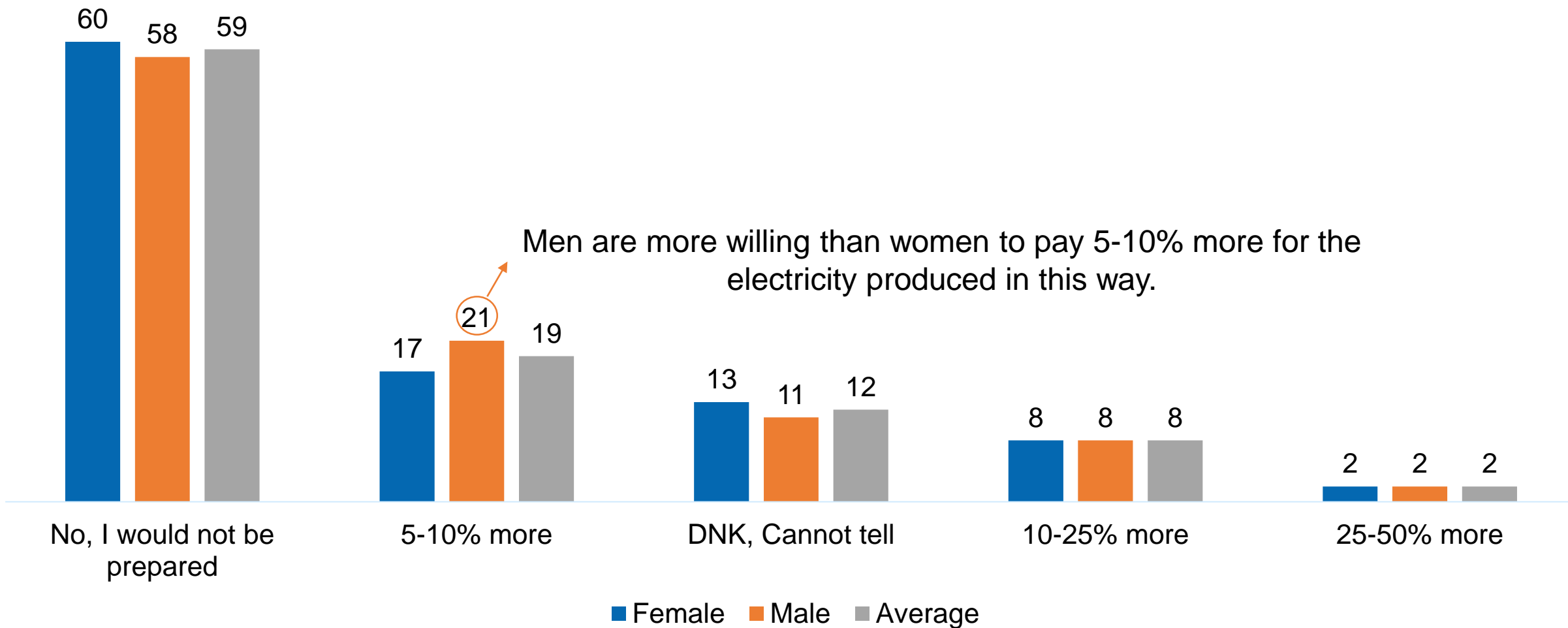
Would you be prepared to pay more for wind/solar/geothermal electricity (electricity produced using renewable sources) to help change the way in which electricity is generated? (in %)



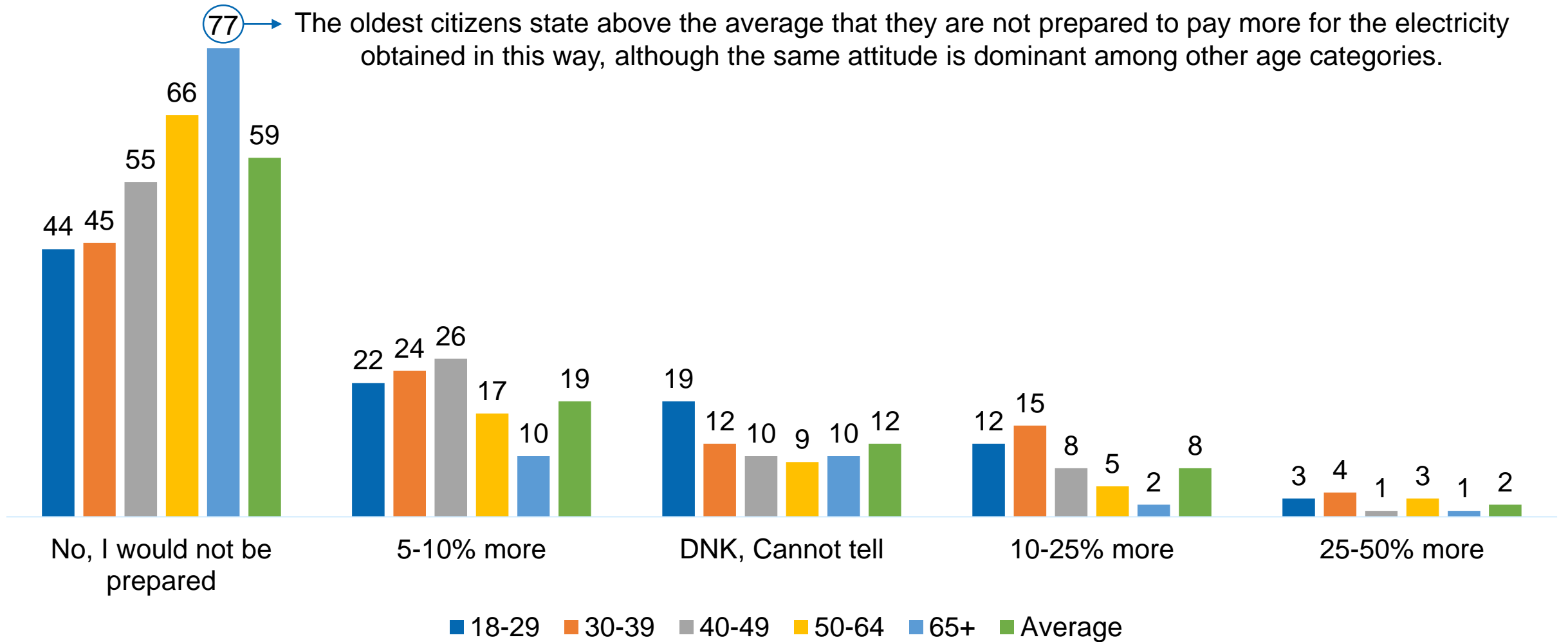
Would you be prepared to pay more for wind/solar/geothermal electricity (electricity produced using renewable sources) to help change the way in which electricity is generated? (in %, by region)



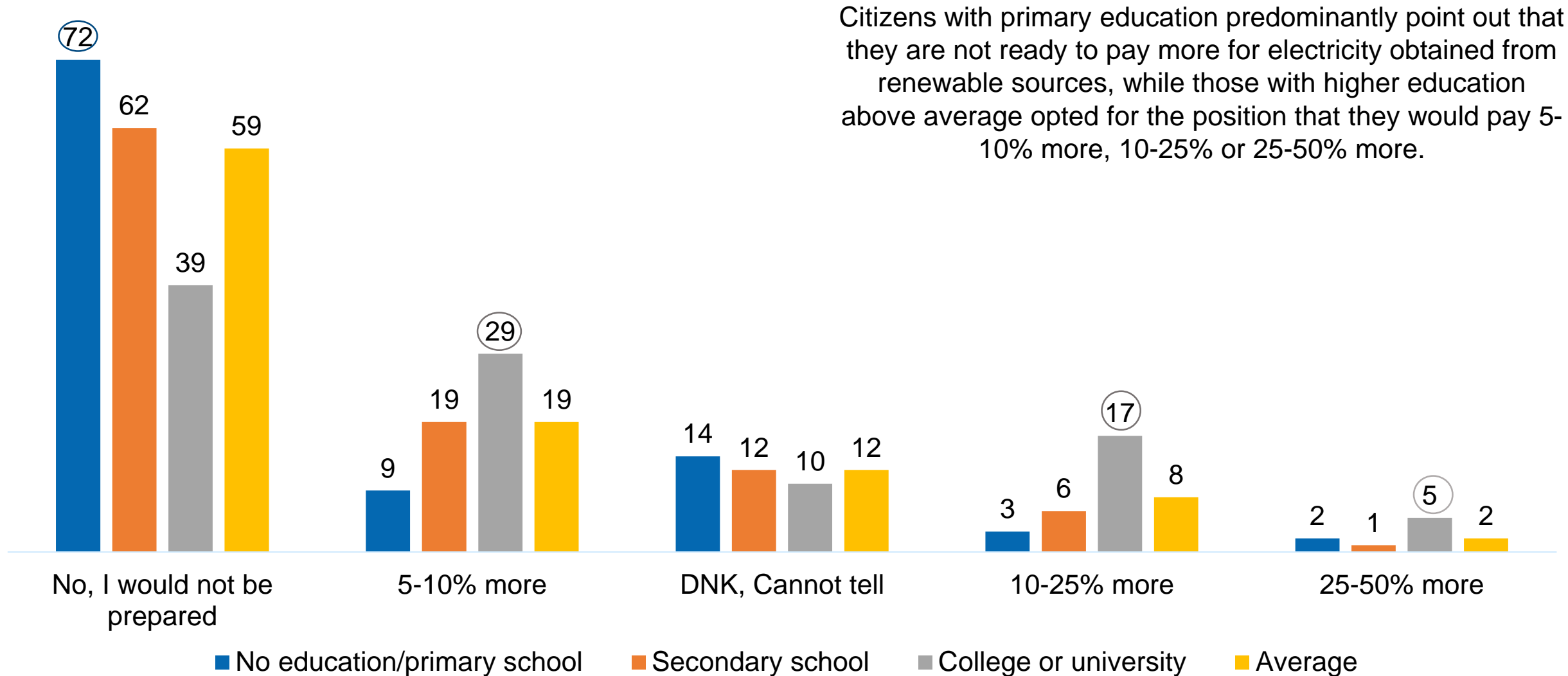
Would you be prepared to pay more for wind/solar/geothermal electricity (electricity produced using renewable sources) to help change the way in which electricity is generated? (in %, by gender)



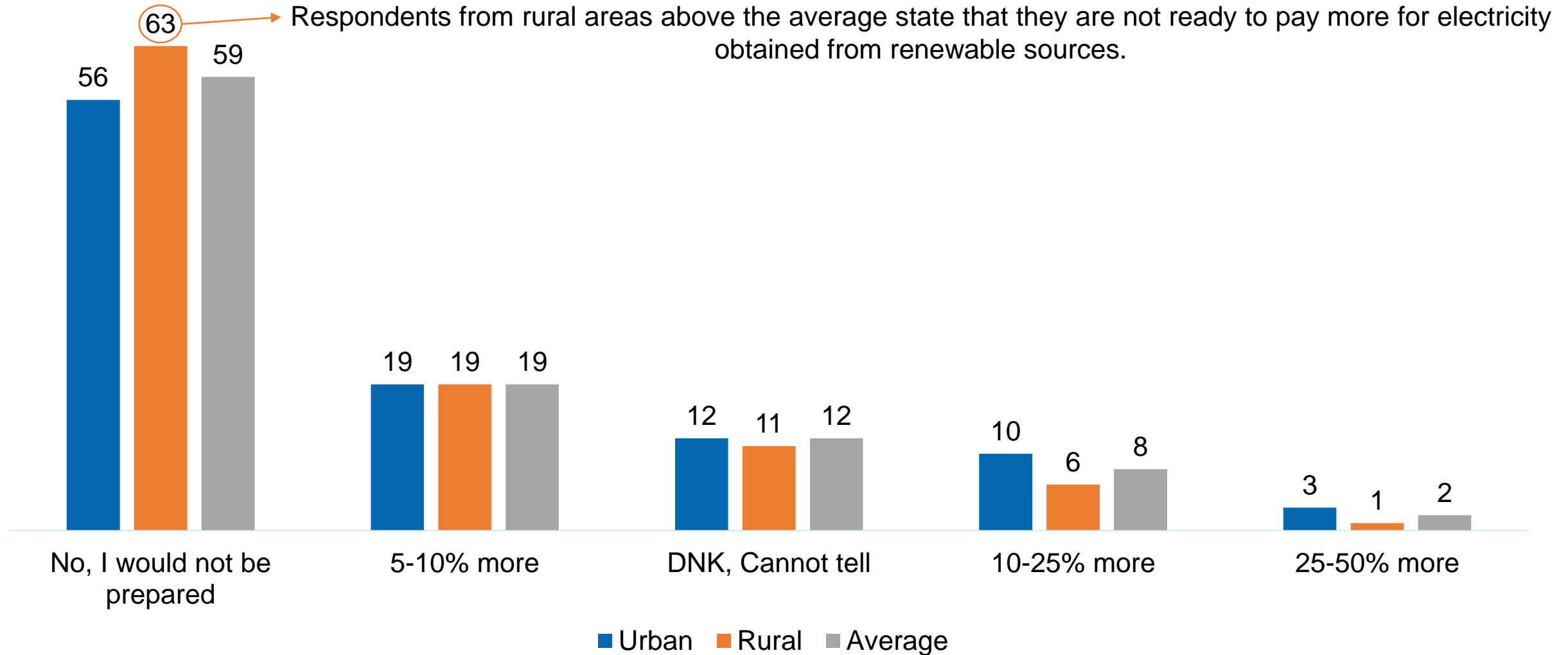
Would you be prepared to pay more for wind/solar/geothermal electricity (electricity produced using renewable sources) to help change the way in which electricity is generated? (in %, by age)



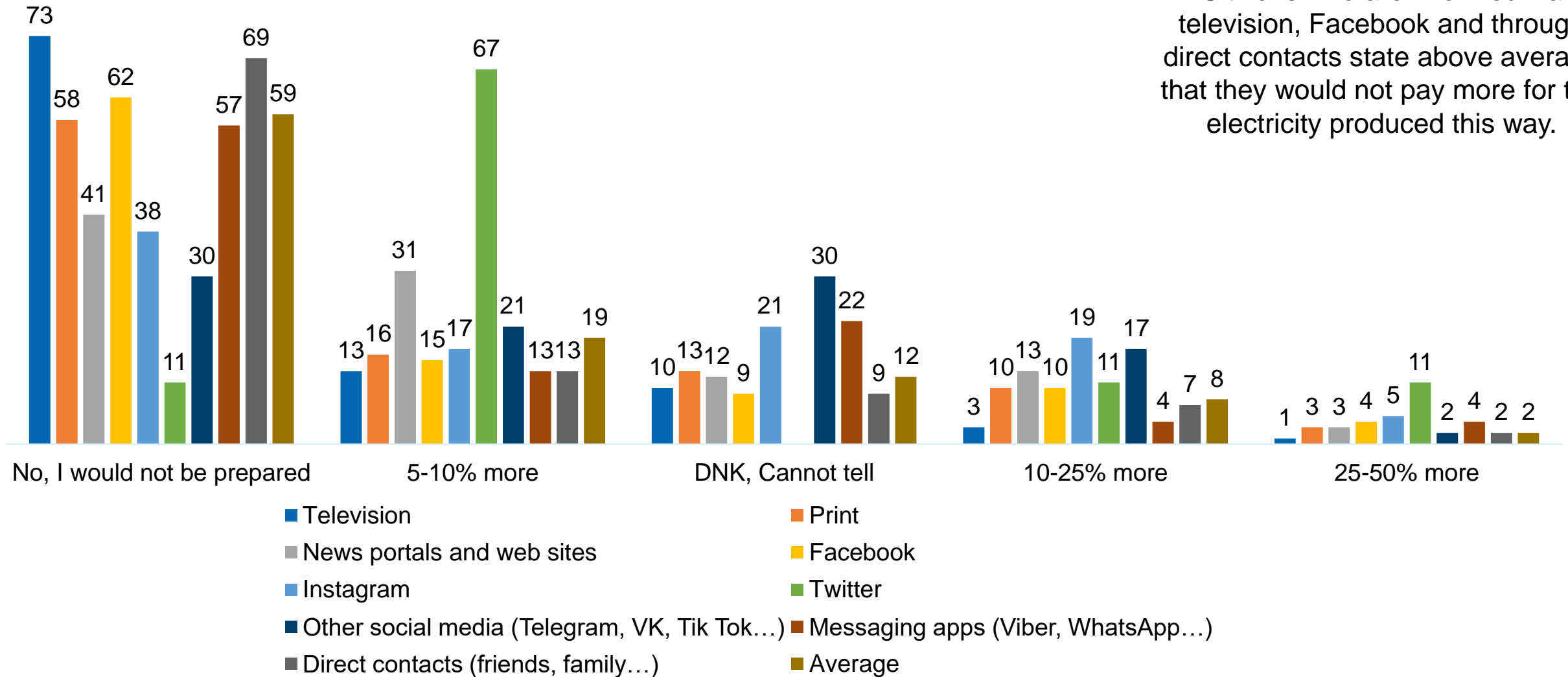
Would you be prepared to pay more for wind/solar/geothermal electricity (electricity produced using renewable sources) to help change the way in which electricity is generated? (in %, by education)



Would you be prepared to pay more for wind/solar/geothermal electricity (electricity produced using renewable sources) to help change the way in which electricity is generated? (in %, by place of residence)



Would you be prepared to pay more for wind/solar/geothermal electricity (electricity produced using renewable sources) to help change the way in which electricity is generated? (in %, by news access)



Citizens who are informed via television, Facebook and through direct contacts state above average that they would not pay more for the electricity produced this way.

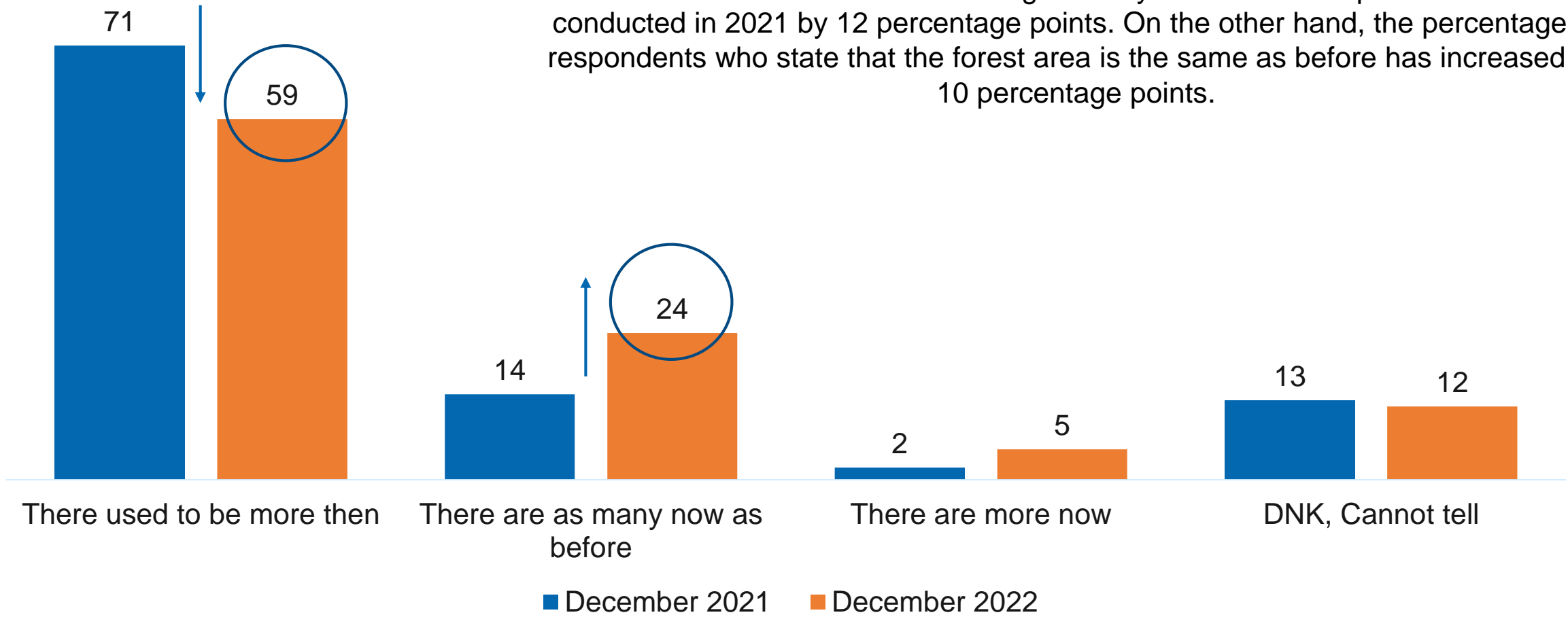


Forest and forest resources

In your opinion, are there as many forests in the place where you grew up now as there were when you were a child? (comparison with December 2021, in %)

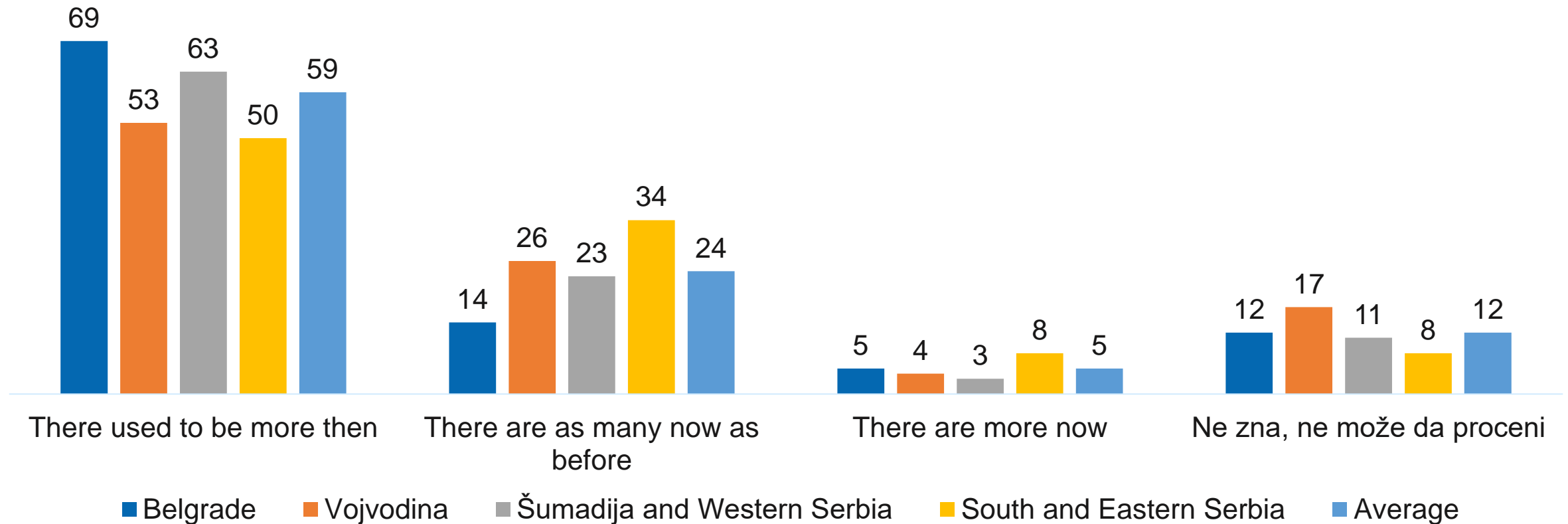


The percentage of citizens who state that the place where they grew up has fewer areas under forest than before has significantly decreased compared to the survey conducted in 2021 by 12 percentage points. On the other hand, the percentage of respondents who state that the forest area is the same as before has increased by 10 percentage points.

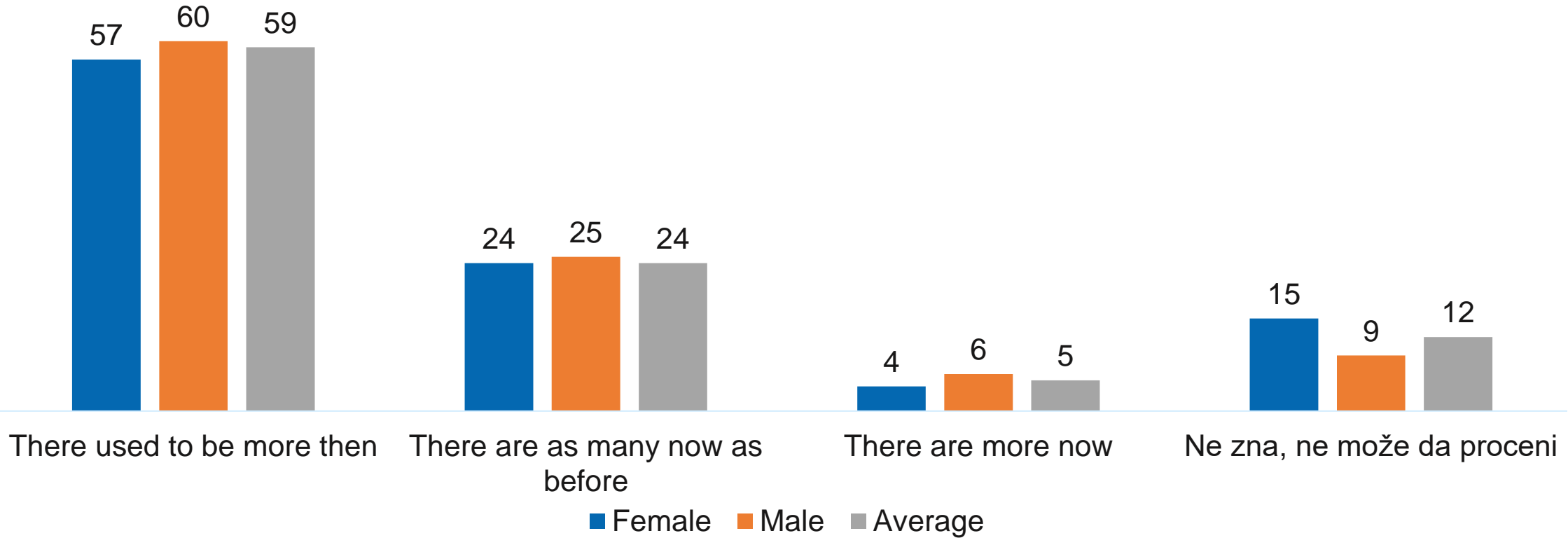


In your opinion, are there as many forests in the place where you grew up now as there were when you were a child? (% , by region)

Respondents from Belgrade are above average of the opinion that forests area have less than before, while respondents from South and Eastern Serbia above average state that there are the same as before.



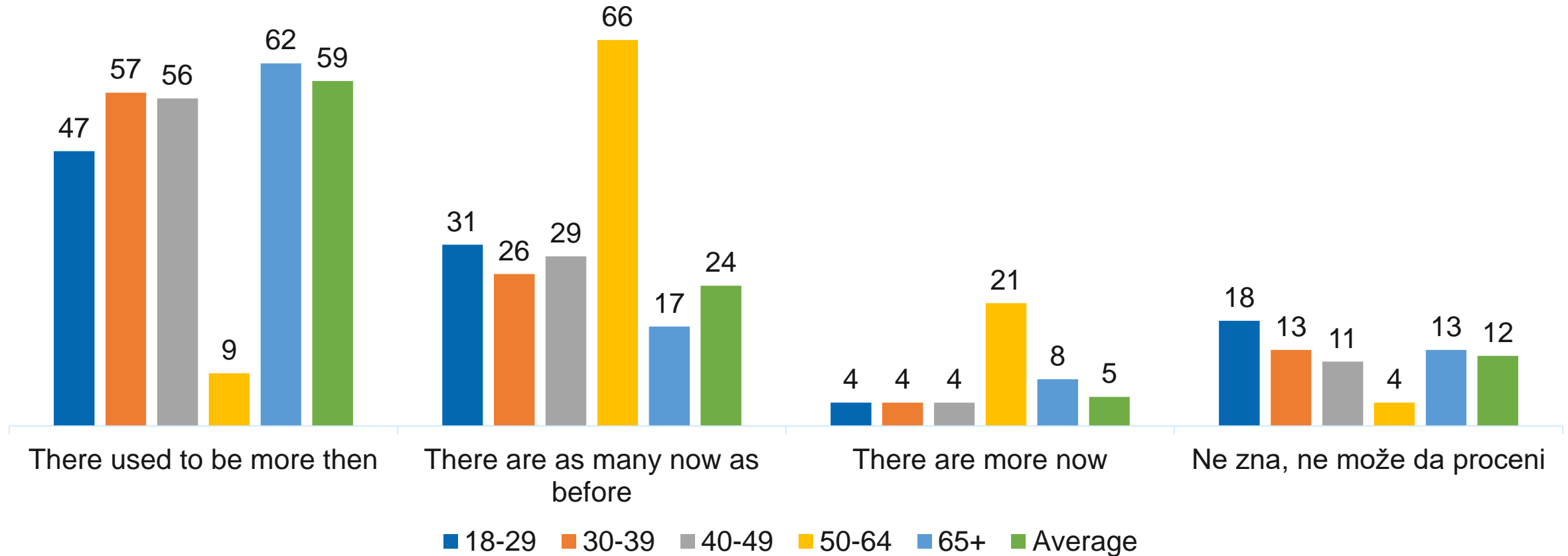
In your opinion, are there as many forests in the place where you grew up now as there were when you were a child? (% , by gender)



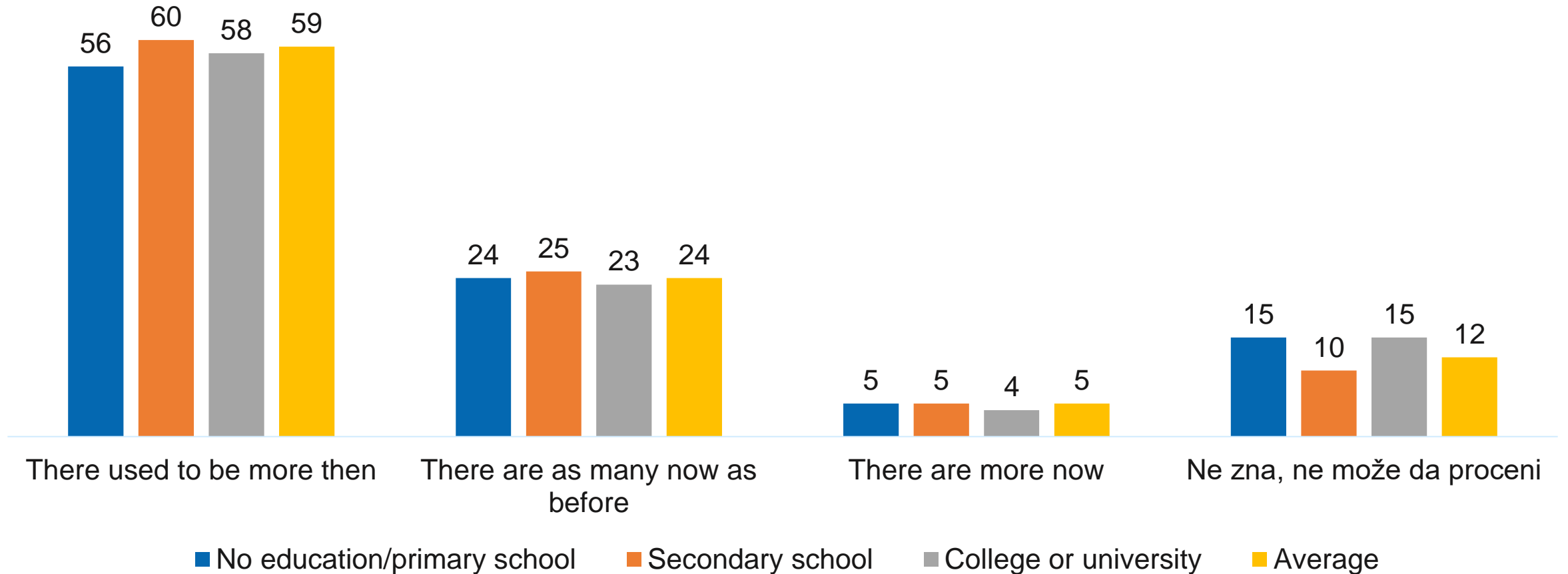
In your opinion, are there as many forests in the place where you grew up now as there were when you were a child? (% , by age)



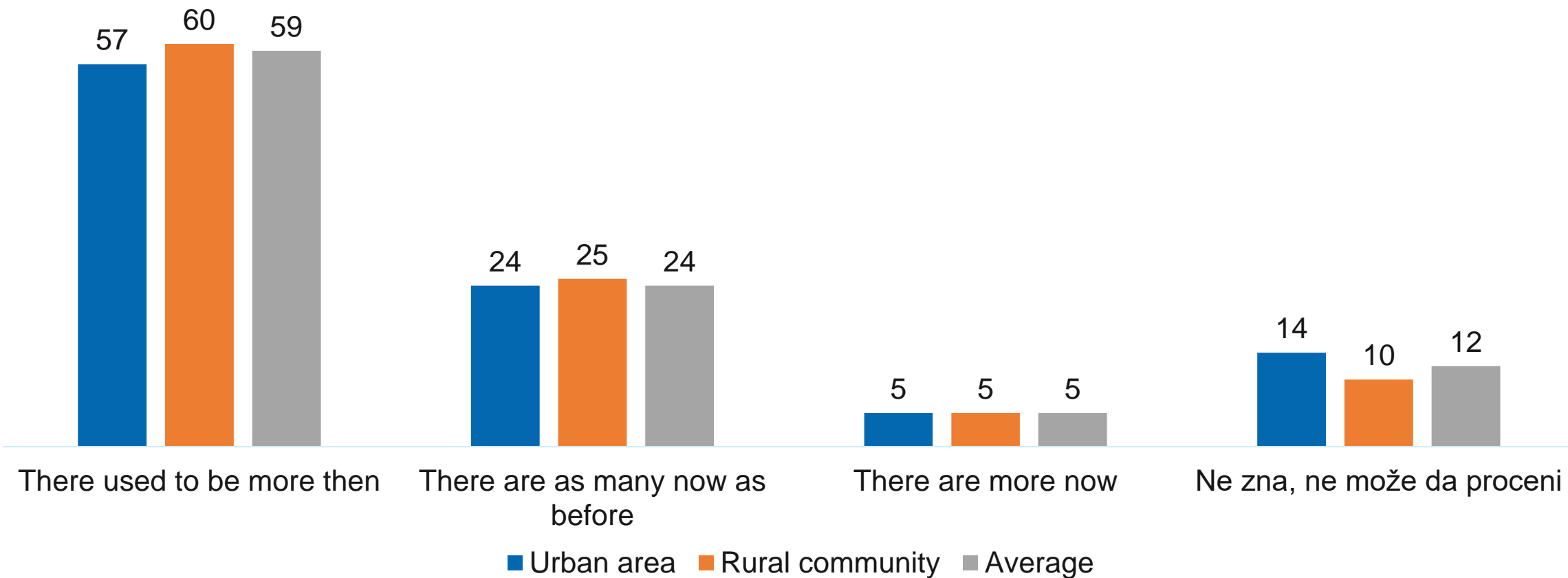
That the forest has more than before above average was stated by respondents who are between 50 and 64 years old. Also, this group of respondents above average stated that the forest has the same as before.



In your opinion, are there as many forests in the place where you grew up now as there were when you were a child? (% , by education)



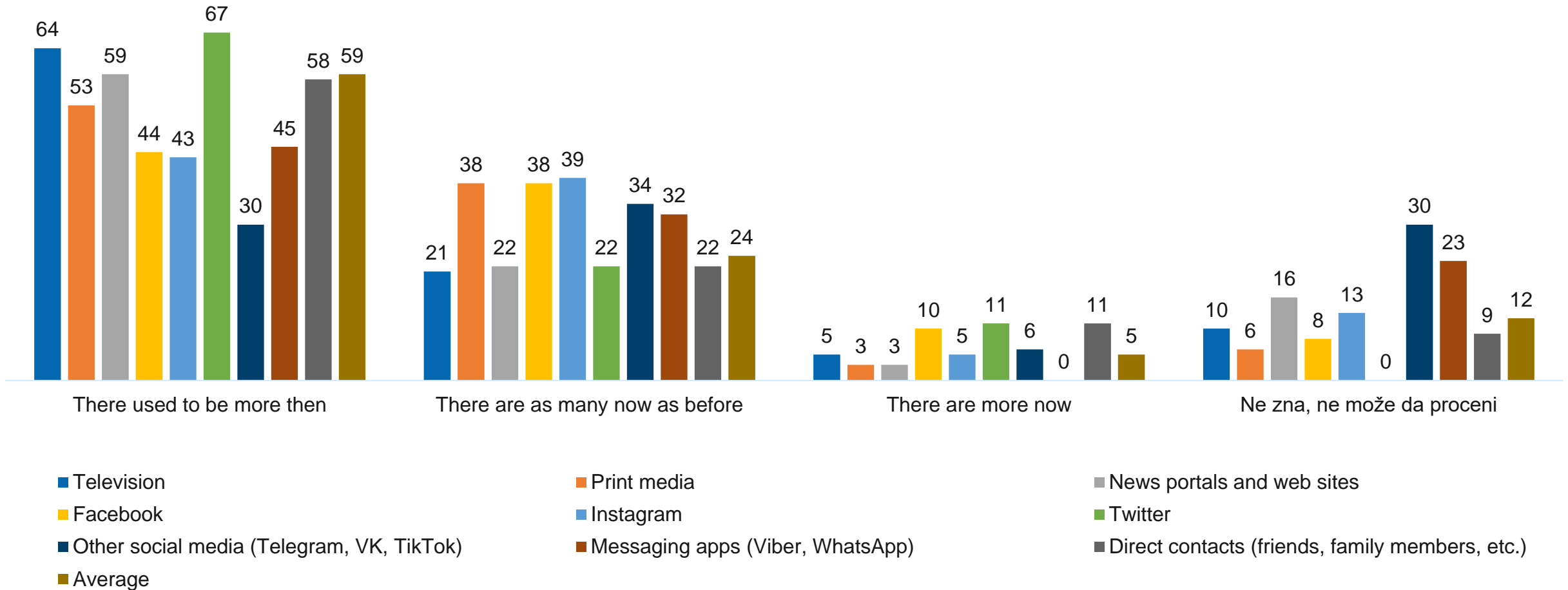
In your opinion, are there as many forests in the place where you grew up now as there were when you were a child? (% by place residents)



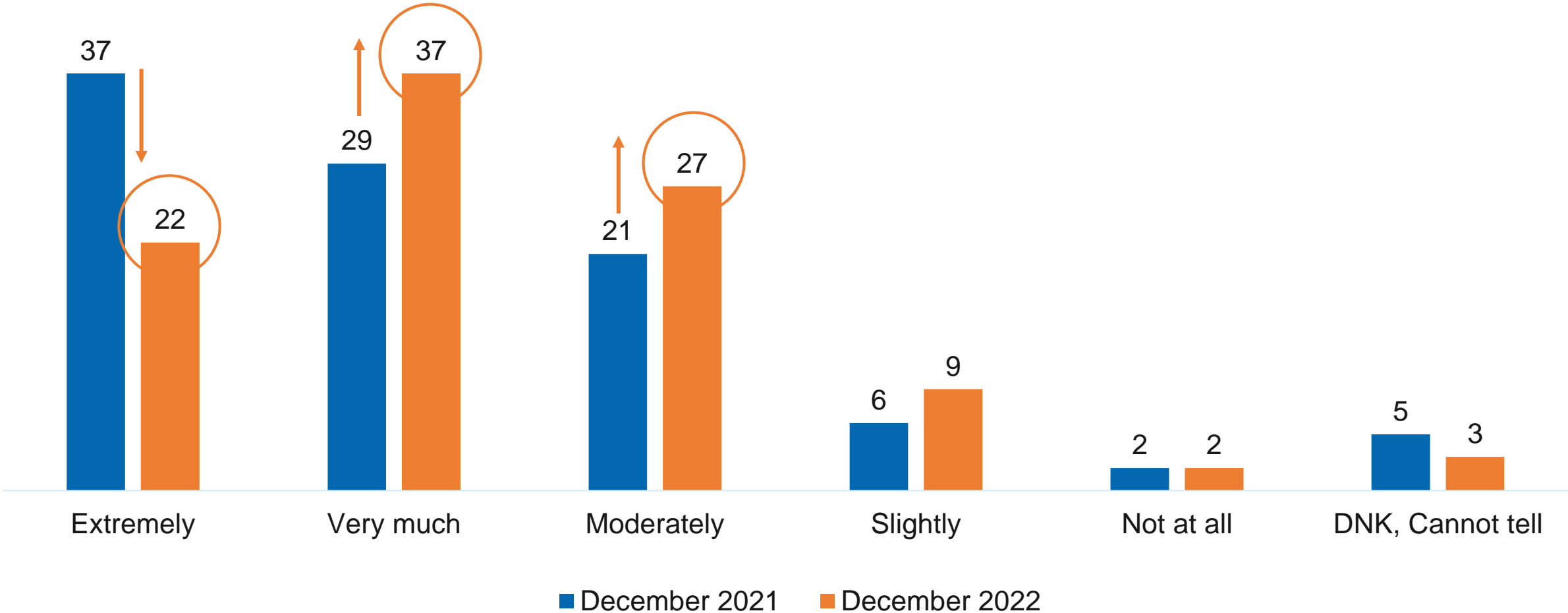
In your opinion, are there as many forests in the place where you grew up now as there were when you were a child? (% , according to the way of informing)



Those who are most often informed through the Press, Facebook and Instagram above average state that the forest has the same as before.



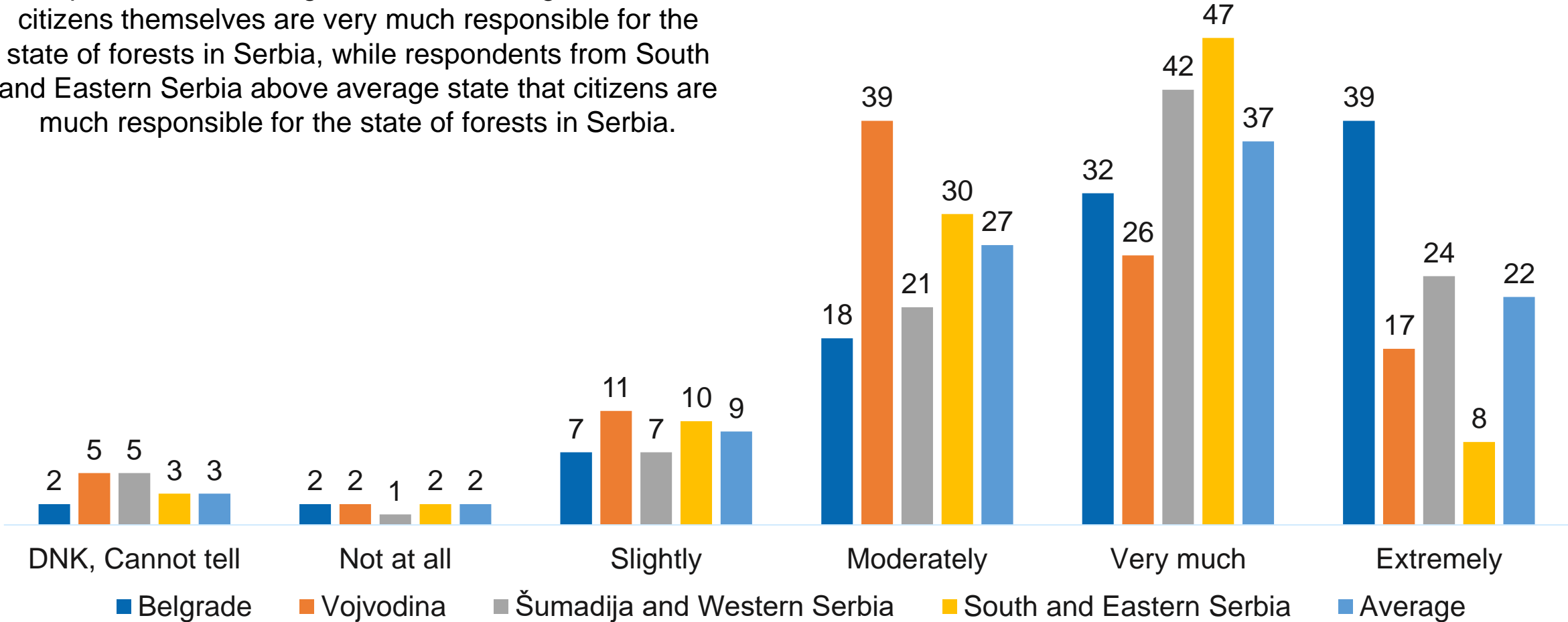
In your opinion, to what extent are the citizens themselves responsible for the state of forests in Serbia through their actions, uncontrolled logging and burning? (comparison with December 2021, in %)



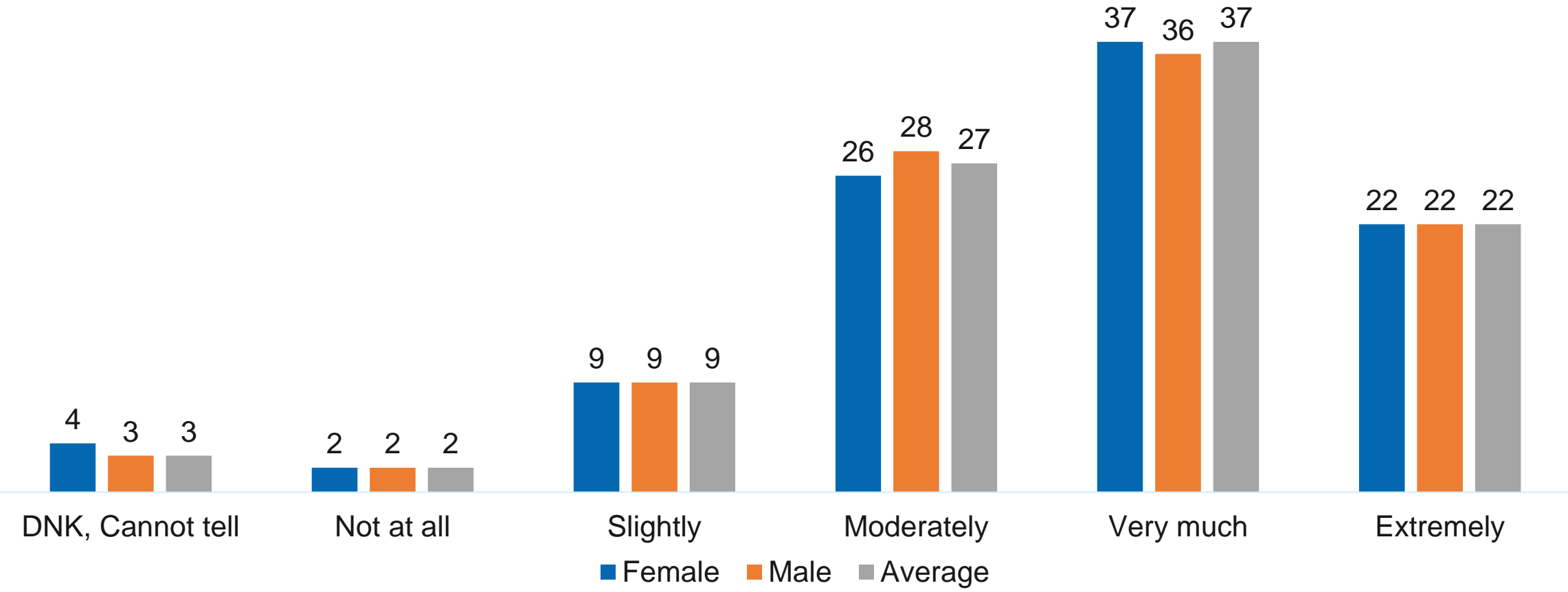
In your opinion, to what extent are the citizens themselves responsible for the state of forests in Serbia through their actions, uncontrolled logging and burning? (% , by region)



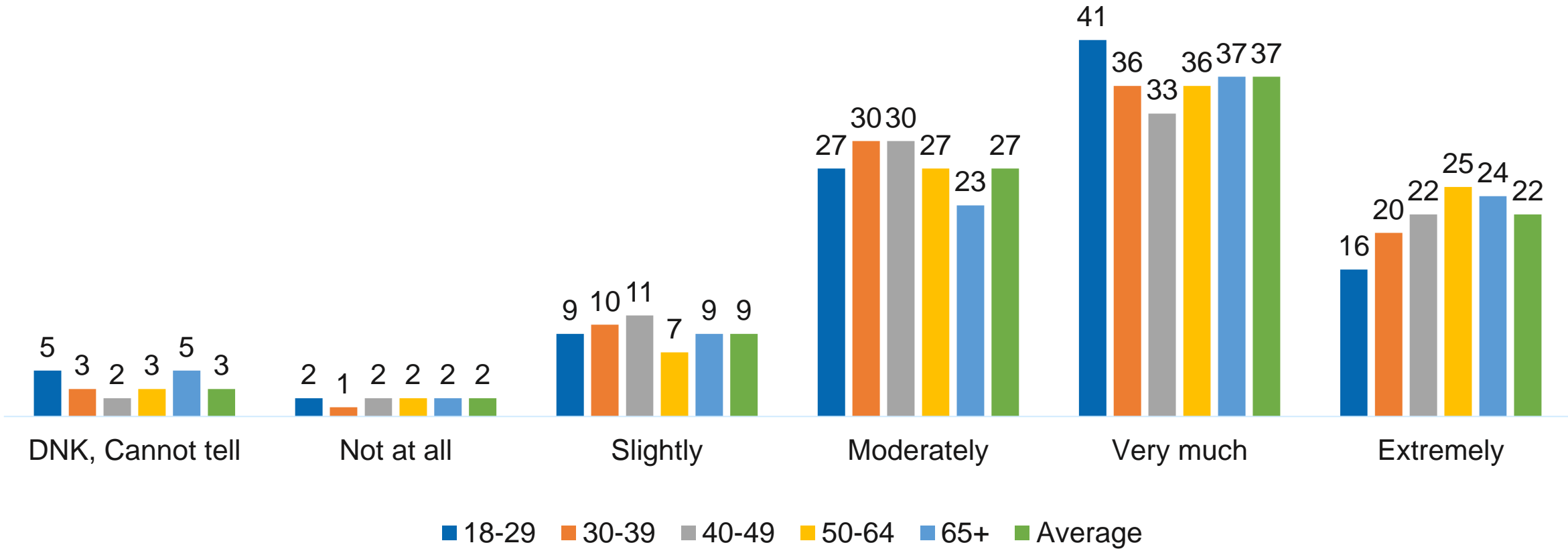
Respondents from Belgrade above average state that citizens themselves are very much responsible for the state of forests in Serbia, while respondents from South and Eastern Serbia above average state that citizens are much responsible for the state of forests in Serbia.



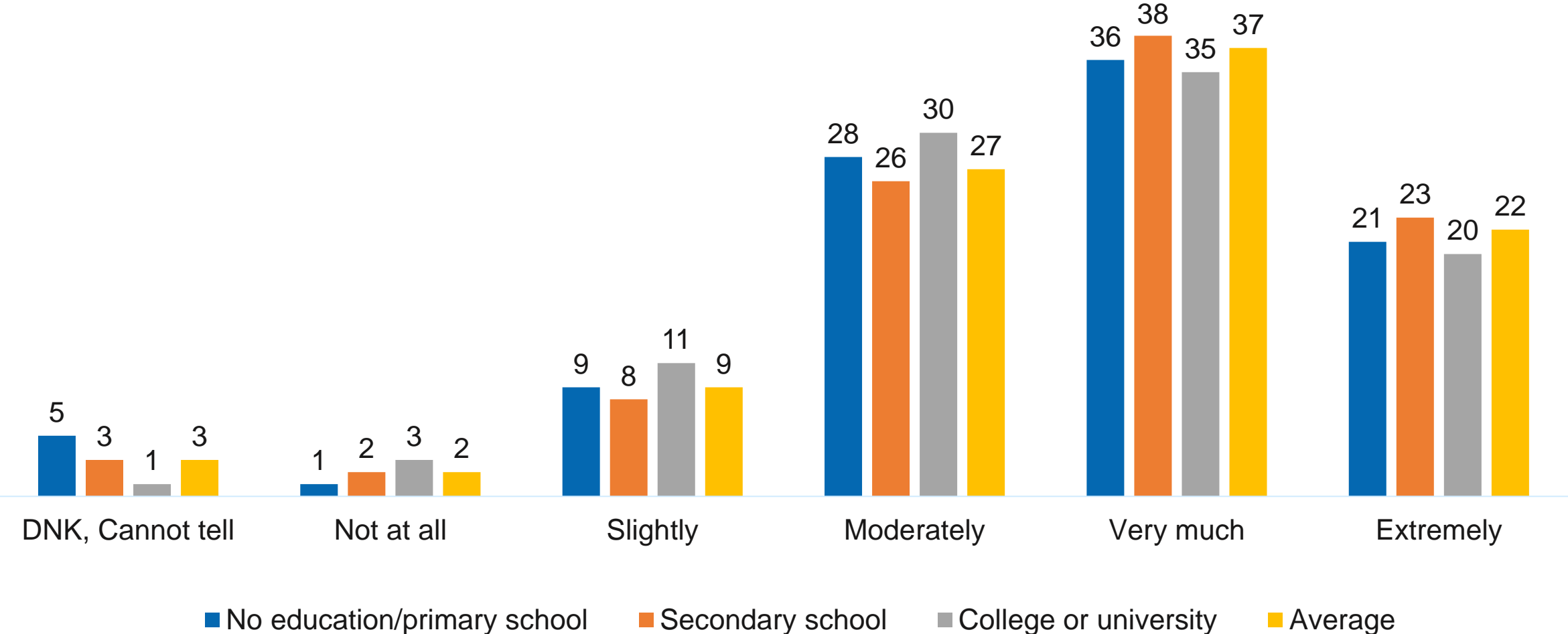
In your opinion, to what extent are the citizens themselves responsible for the state of forests in Serbia through their actions, uncontrolled logging and burning? (% by gender)



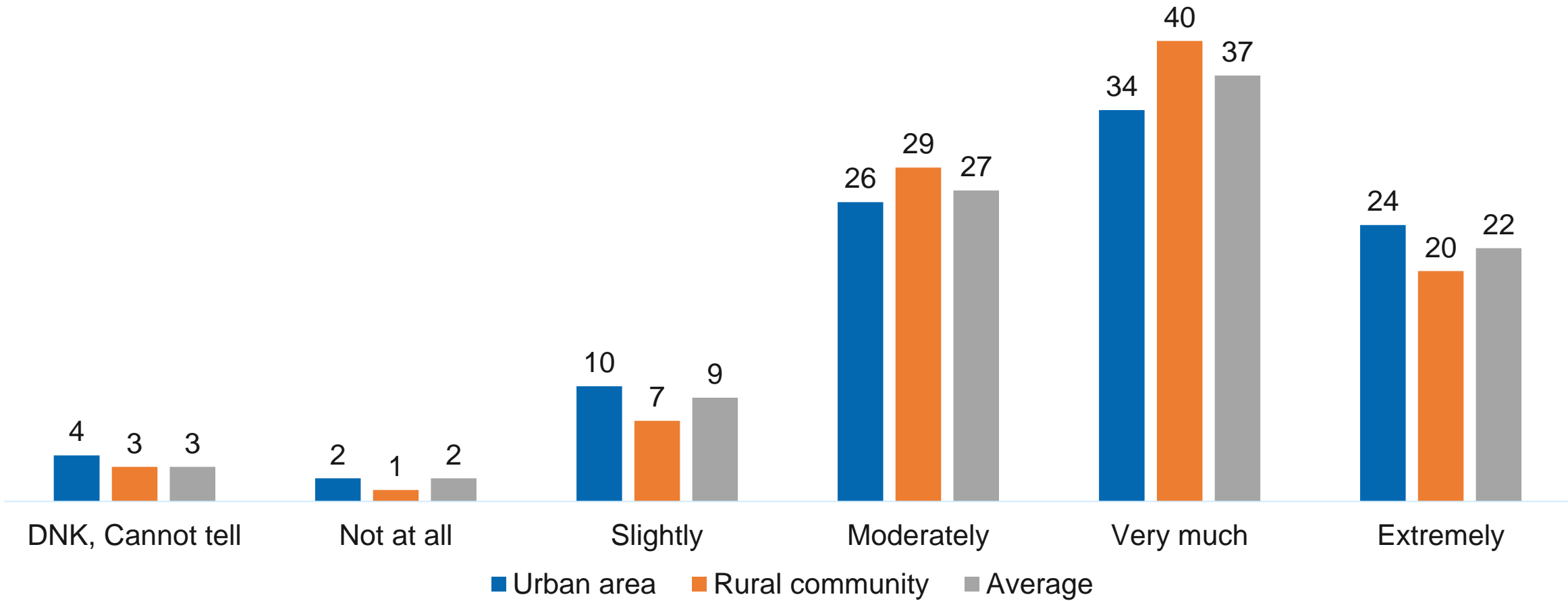
In your opinion, to what extent are the citizens themselves responsible for the state of forests in Serbia through their actions, uncontrolled logging and burning? (% by age)



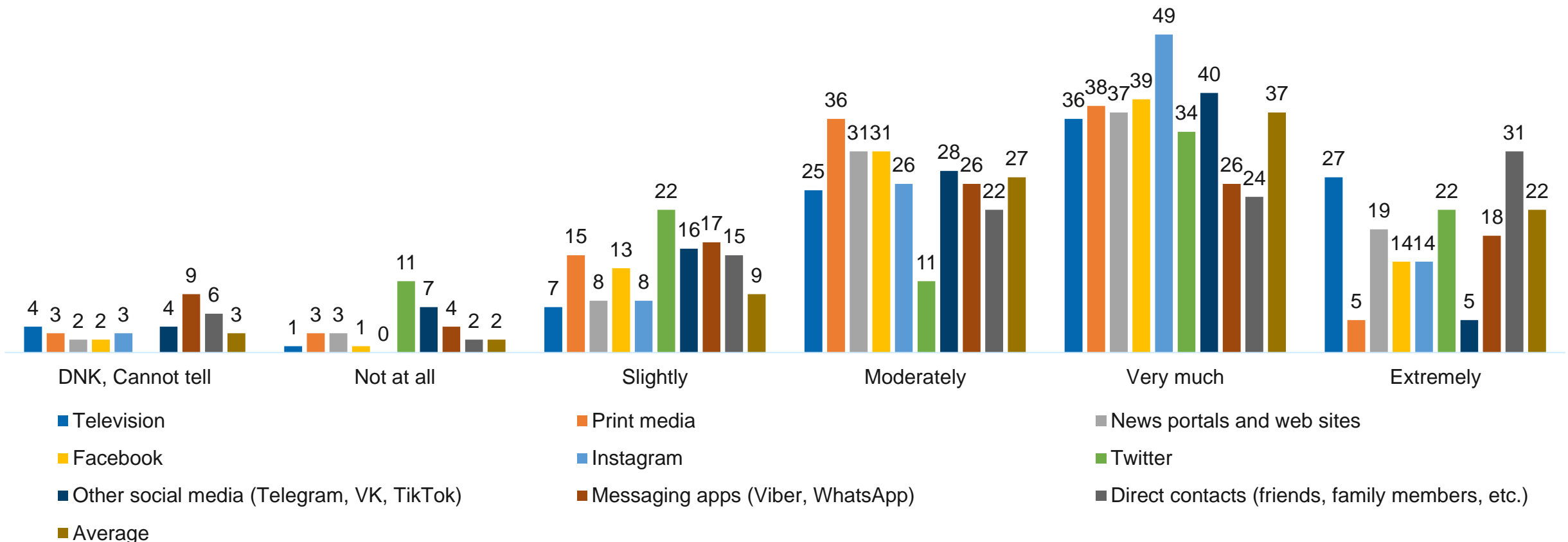
In your opinion, to what extent are the citizens themselves responsible for the state of forests in Serbia through their actions, uncontrolled logging and burning? (% by education)



In your opinion, to what extent are the citizens themselves responsible for the state of forests in Serbia through their actions, uncontrolled logging and burning? (% by place residents)



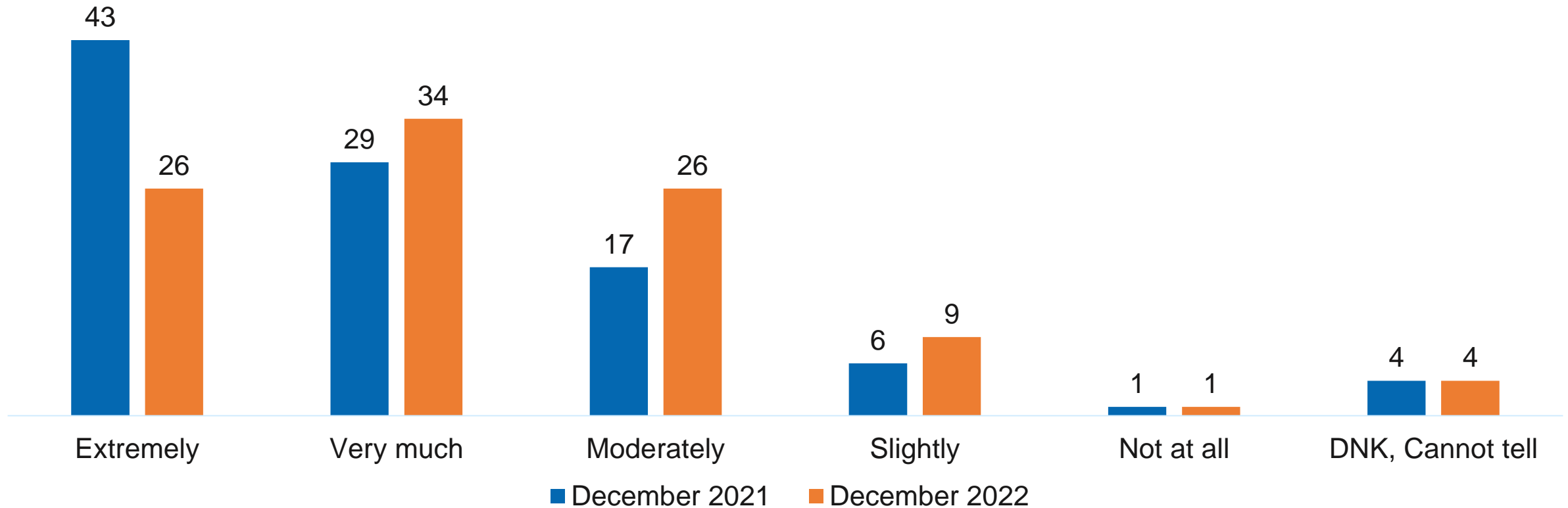
In your opinion, to what extent are the citizens themselves responsible for the state of forests in Serbia through their actions, uncontrolled logging and burning? (% , according to the way of informing)



In your opinion, to what extent are the state of Serbia and its bodies that have forest protection and management in their job descriptions - Srbijašume responsible for the state of forests in Serbia? (comparison with December 2021, in %)

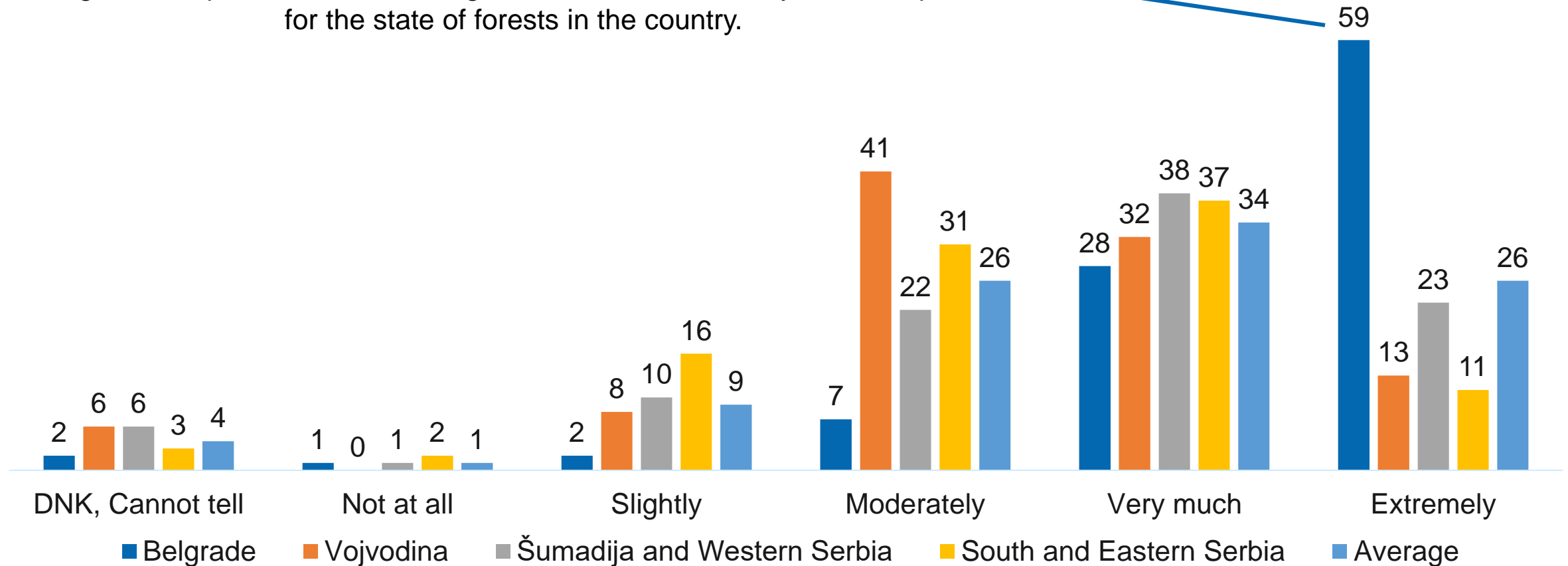


In the research cycle conducted in 2022, 34% of respondents believe that the state of Serbia and Srbijašume are much responsible for the state of forests in Serbia, compared to the previous research cycle, the percentage of these respondents increased by 5 percentage points. On the other hand, we notice a great jump in those respondents who believe that the state of Serbia and Srbijašume are mediocrely responsible for the state of forests in Serbia.

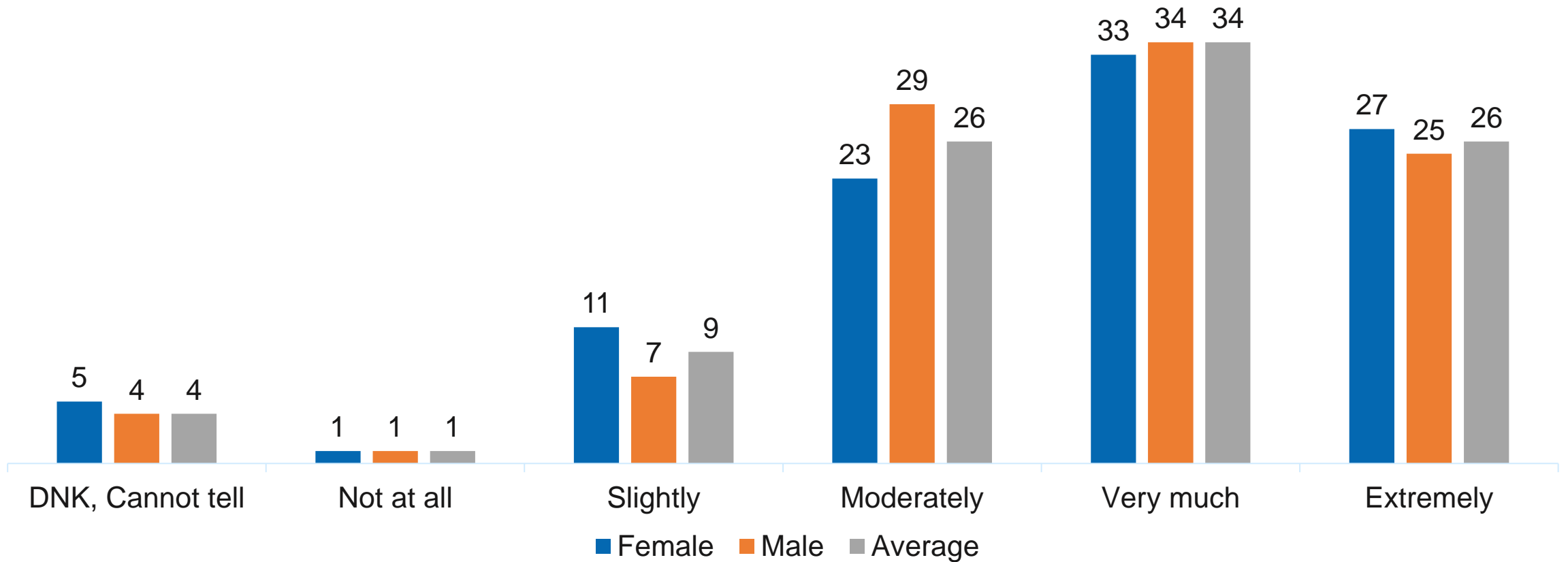


In your opinion, to what extent are the state of Serbia and its bodies that have forest protection and management in their job descriptions - Srbijašume responsible for the state of forests in Serbia? (% , by region)

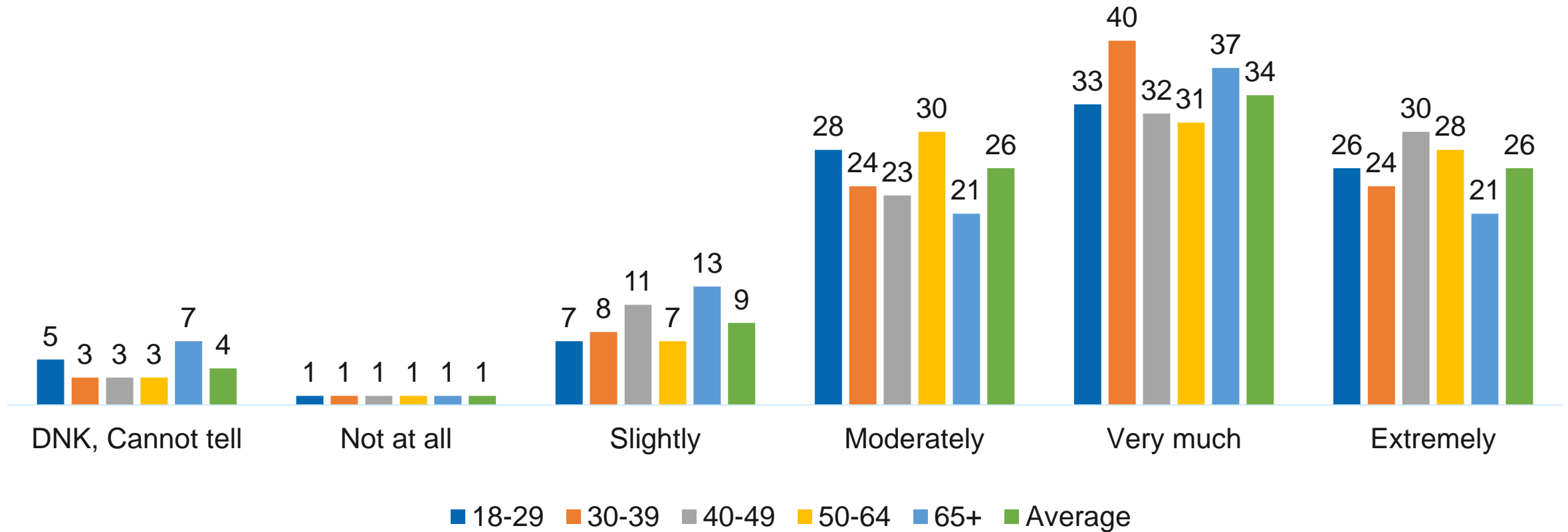
Respondents from Belgrade above average state that Serbia and the authorities dealing with the protection and management of forests are very much responsible for the state of forests in the country.



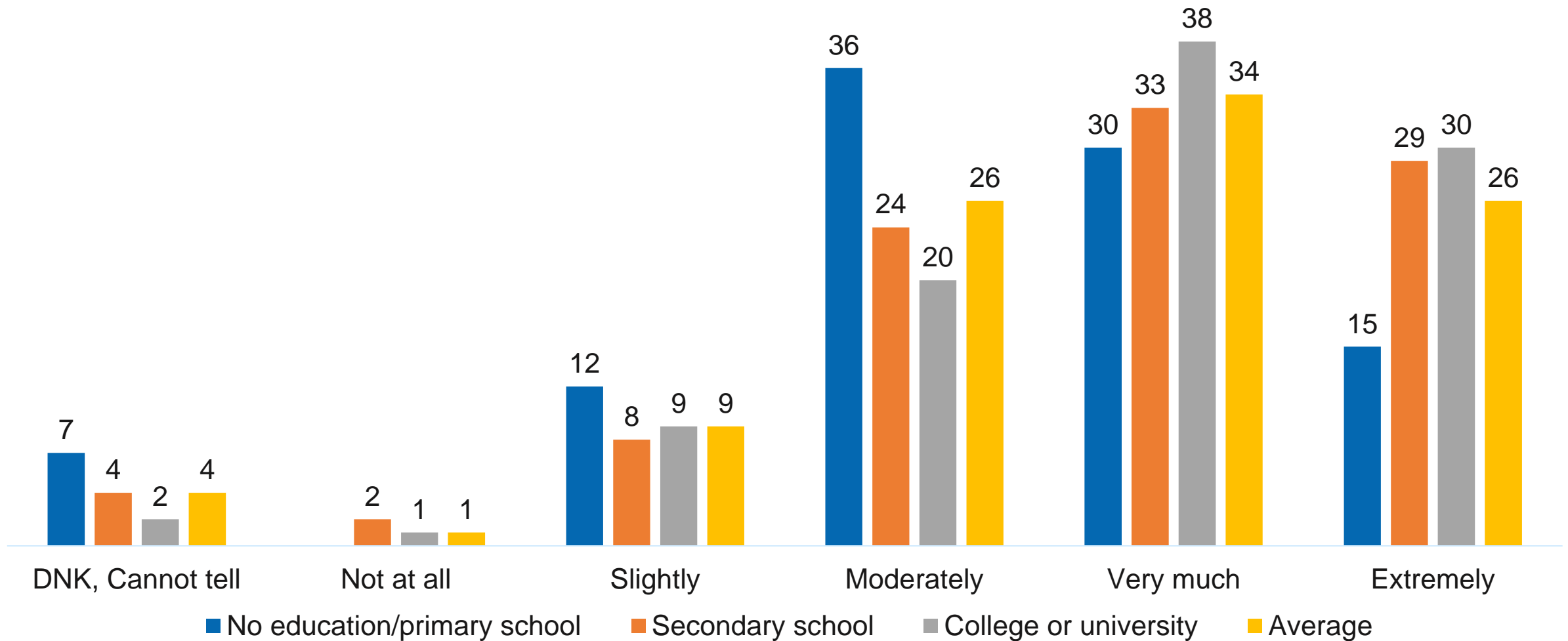
In your opinion, to what extent are the state of Serbia and its bodies that have forest protection and management in their job descriptions - Srbijašume responsible for the state of forests in Serbia? (% , by gender)



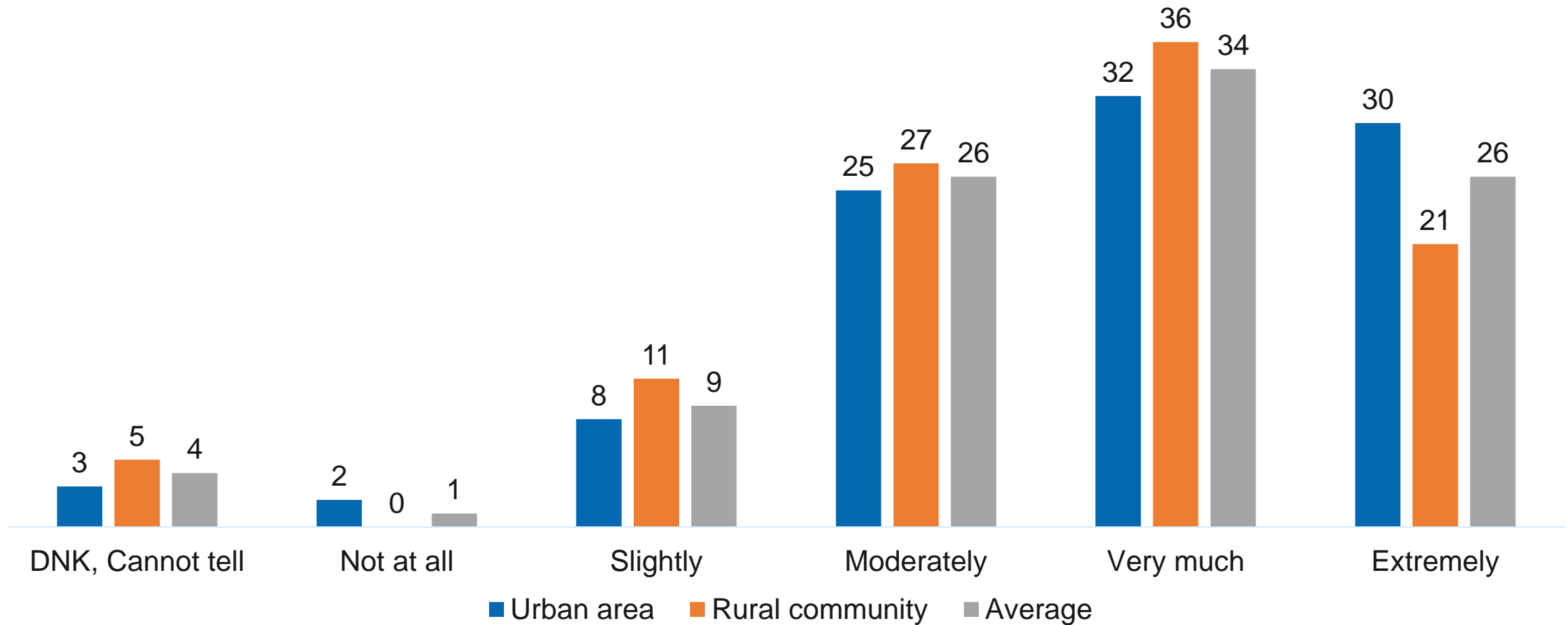
In your opinion, to what extent are the state of Serbia and its bodies that have forest protection and management in their job descriptions - Srbijašume responsible for the state of forests in Serbia? (% , by age)



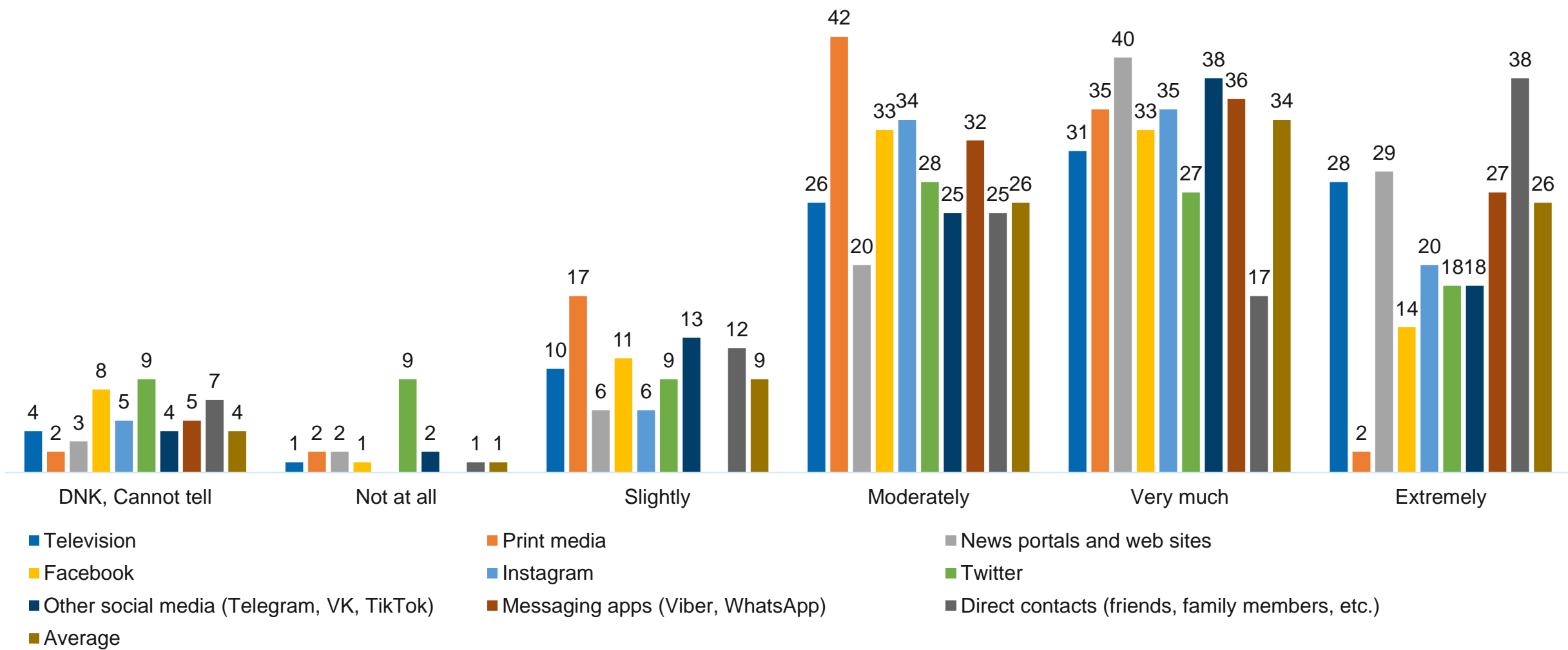
In your opinion, to what extent are the state of Serbia and its bodies that have forest protection and management in their job descriptions - Srbijašume responsible for the state of forests in Serbia? (% , by education)



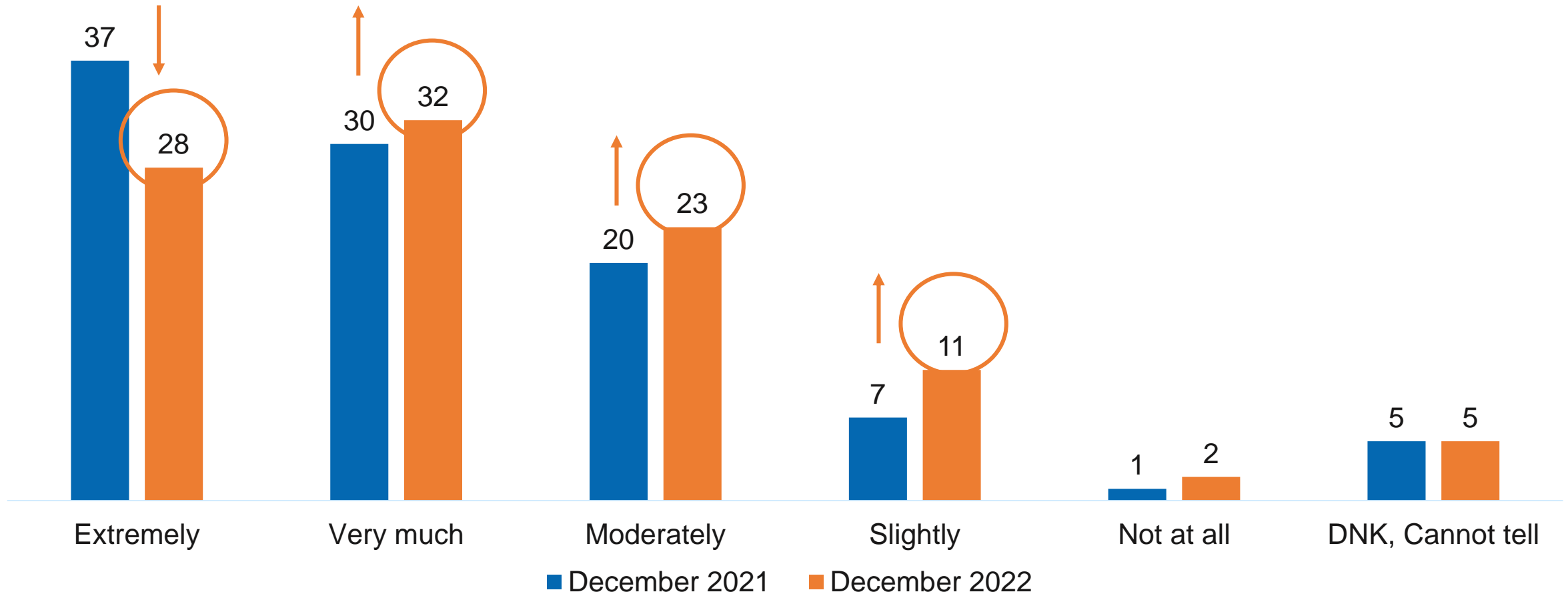
In your opinion, to what extent are the state of Serbia and its bodies that have forest protection and management in their job descriptions - Srbijašume responsible for the state of forests in Serbia? (% , by place residents)



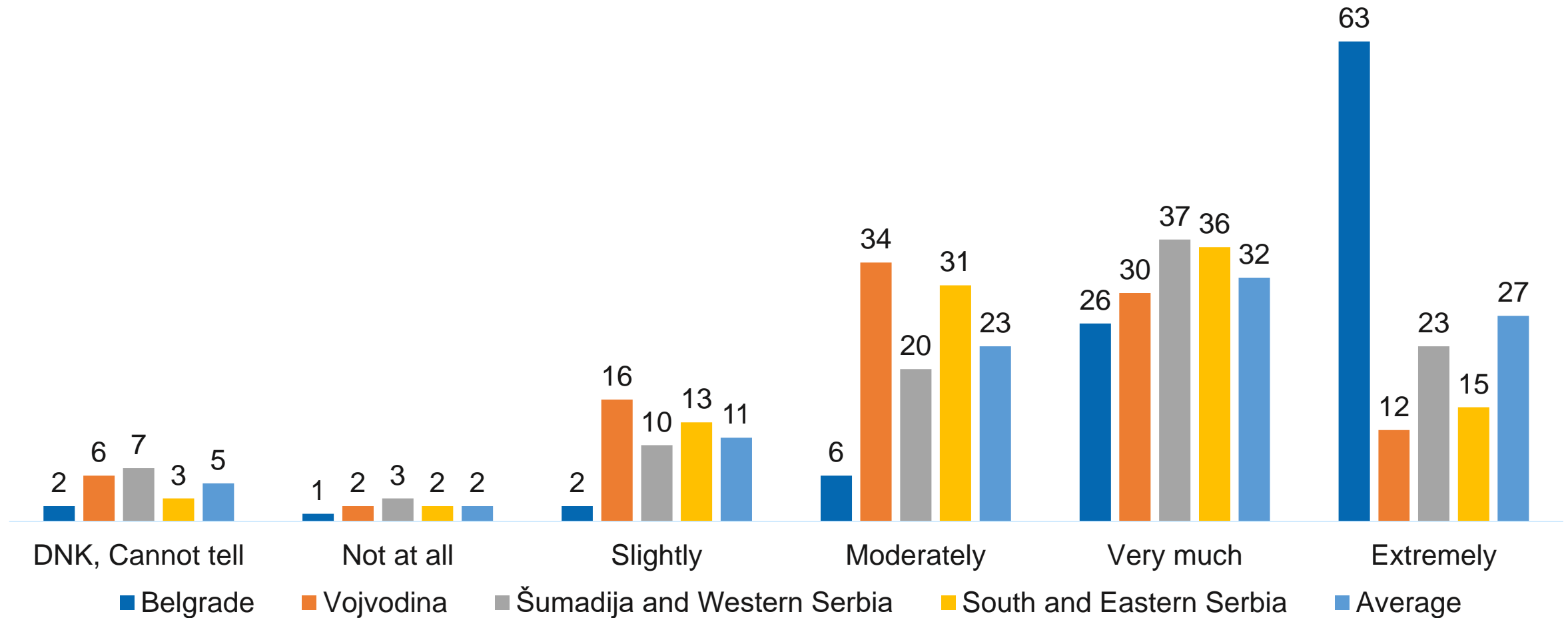
In your opinion, to what extent are the state of Serbia and its bodies that have forest protection and management in their job descriptions - Srbijašume responsible for the state of forests in Serbia? (% , according to the way of informing)



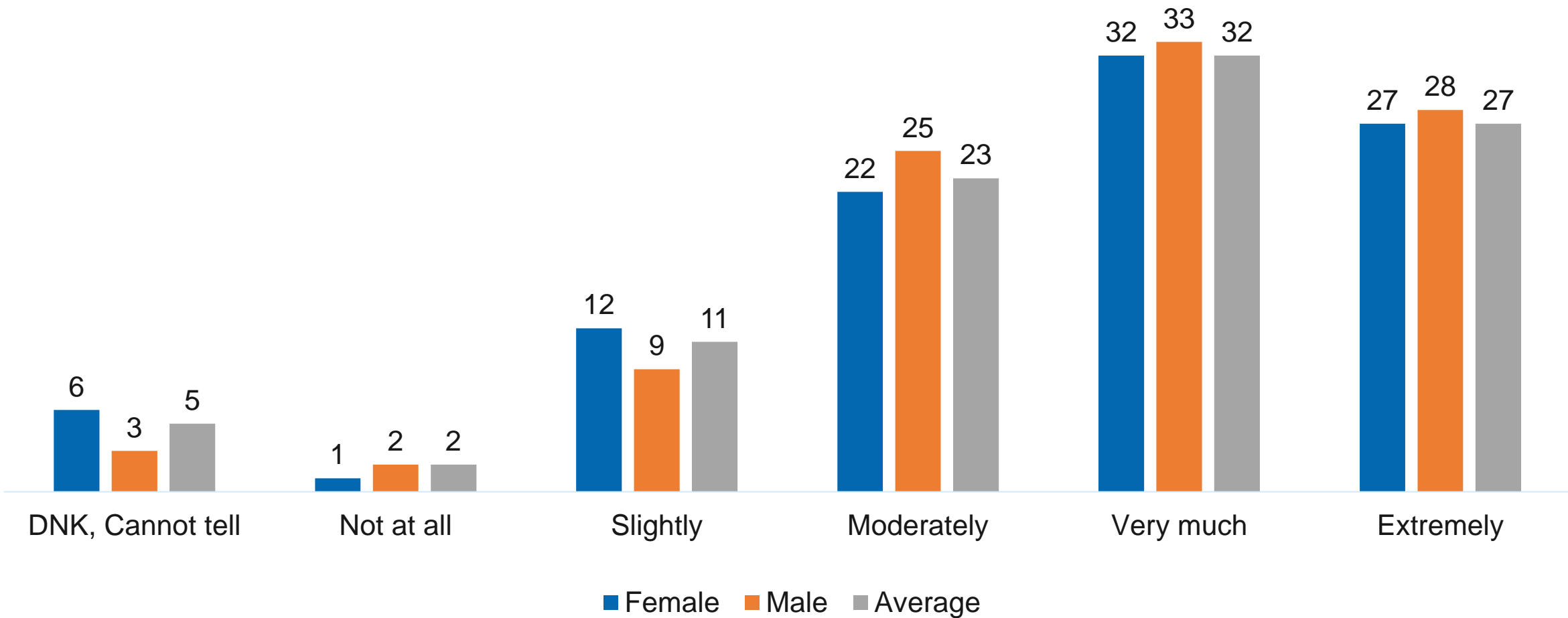
In your opinion, to what extent are local governments (cities and municipalities) that do not take care of forests on their territory responsible for the state of forests in Serbia? (comparison with December 2021, in %)



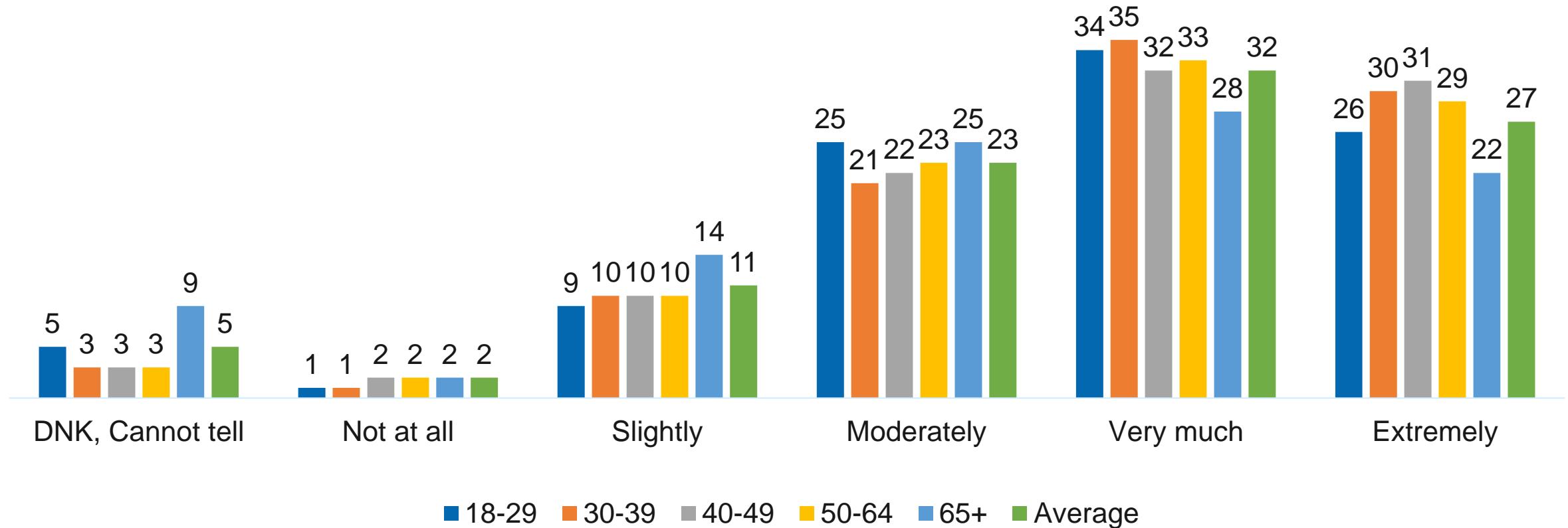
In your opinion, to what extent are local governments (cities and municipalities) that do not take care of forests on their territory responsible for the state of forests in Serbia? (% , by region)



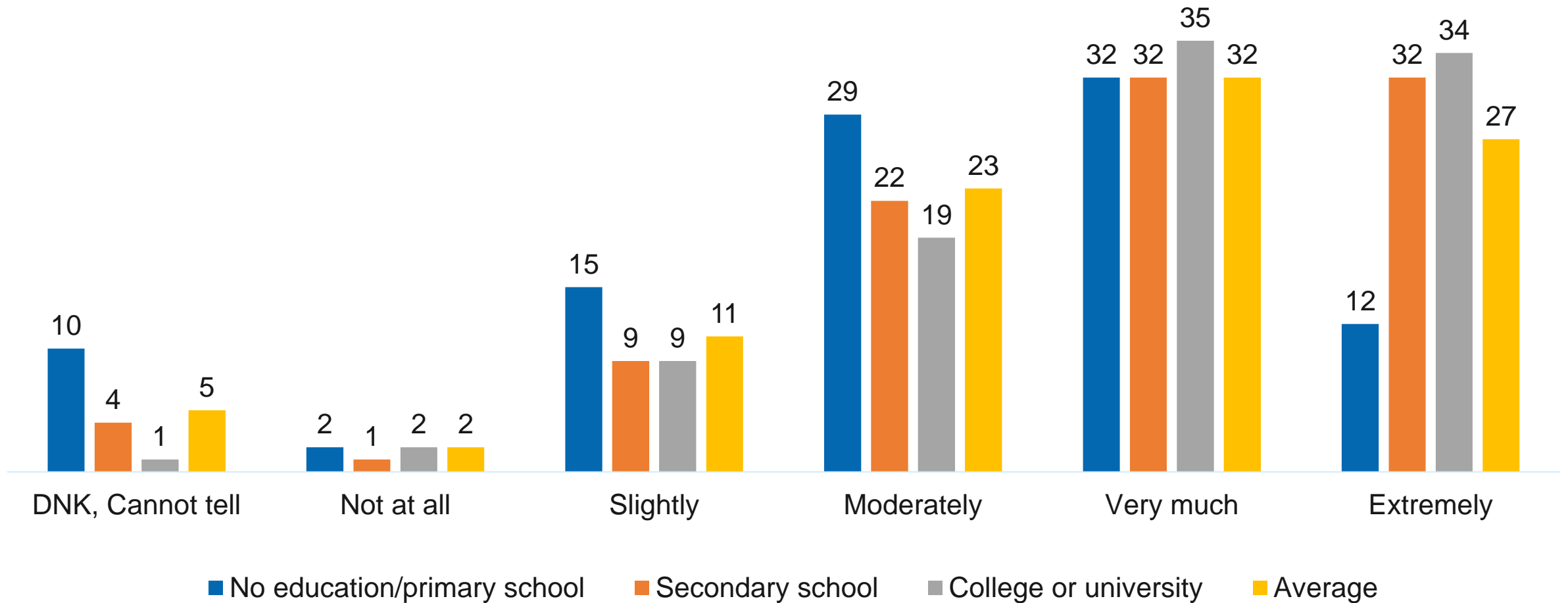
In your opinion, to what extent are local governments (cities and municipalities) that do not take care of forests on their territory responsible for the state of forests in Serbia? (% , by gender)



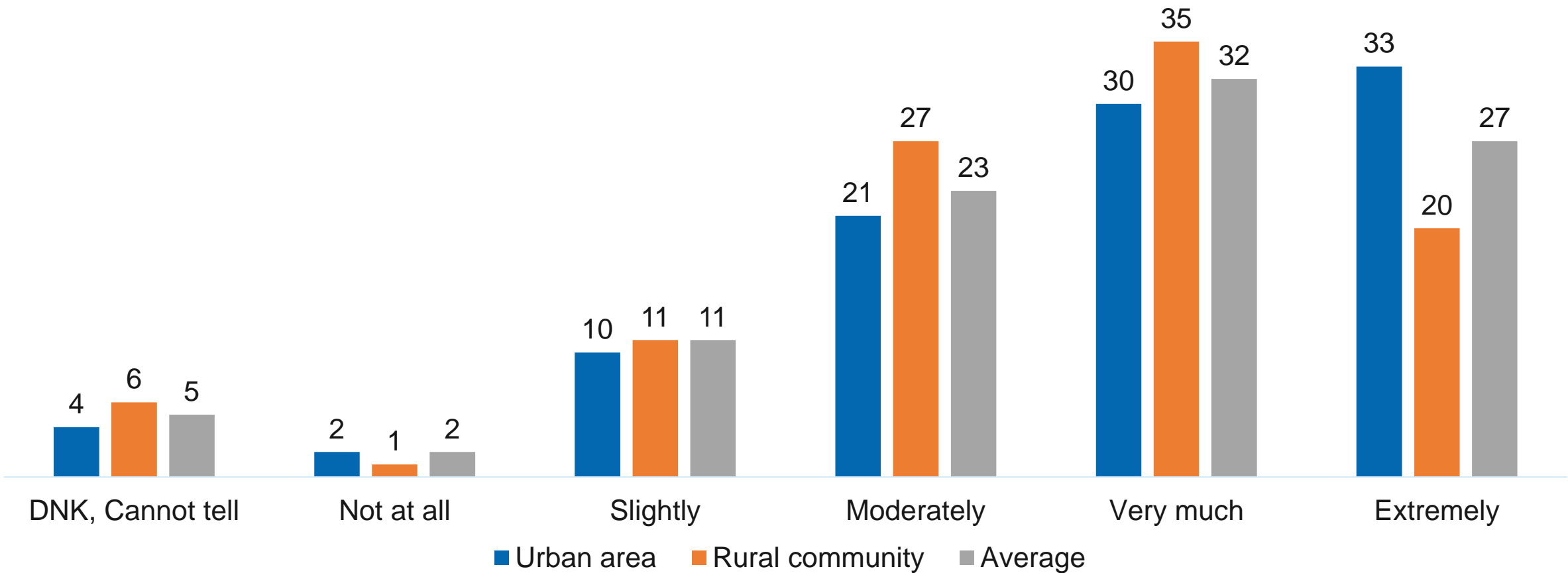
In your opinion, to what extent are local governments (cities and municipalities) that do not take care of forests on their territory responsible for the state of forests in Serbia? (% , by age)



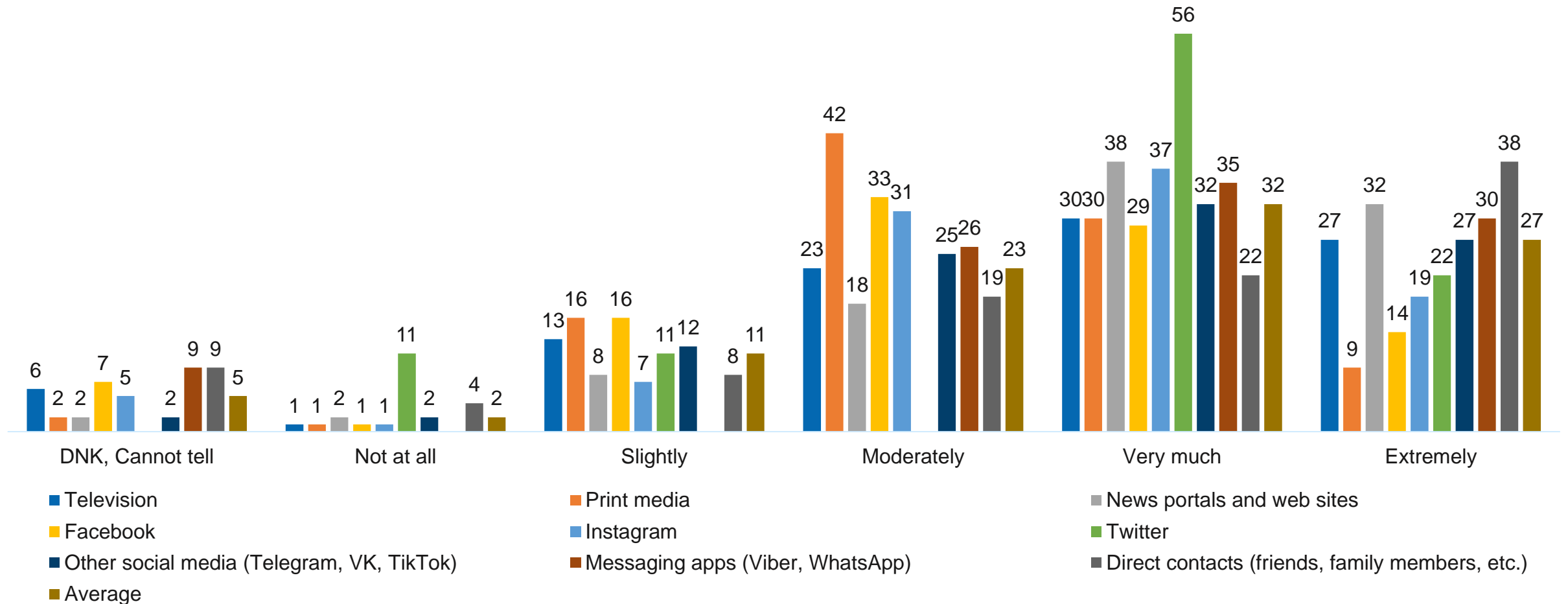
In your opinion, to what extent are local governments (cities and municipalities) that do not take care of forests on their territory responsible for the state of forests in Serbia? (% , by education)



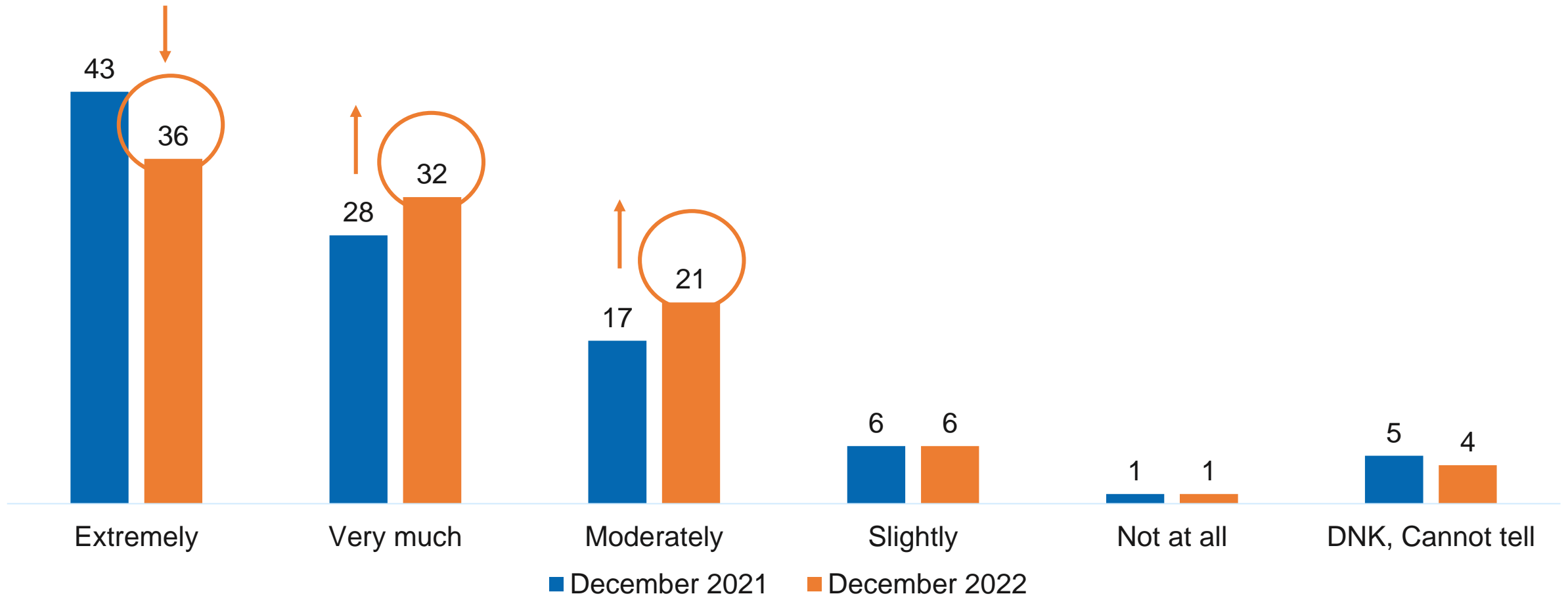
In your opinion, to what extent are local governments (cities and municipalities) that do not take care of forests on their territory responsible for the state of forests in Serbia? (% , by place residents)



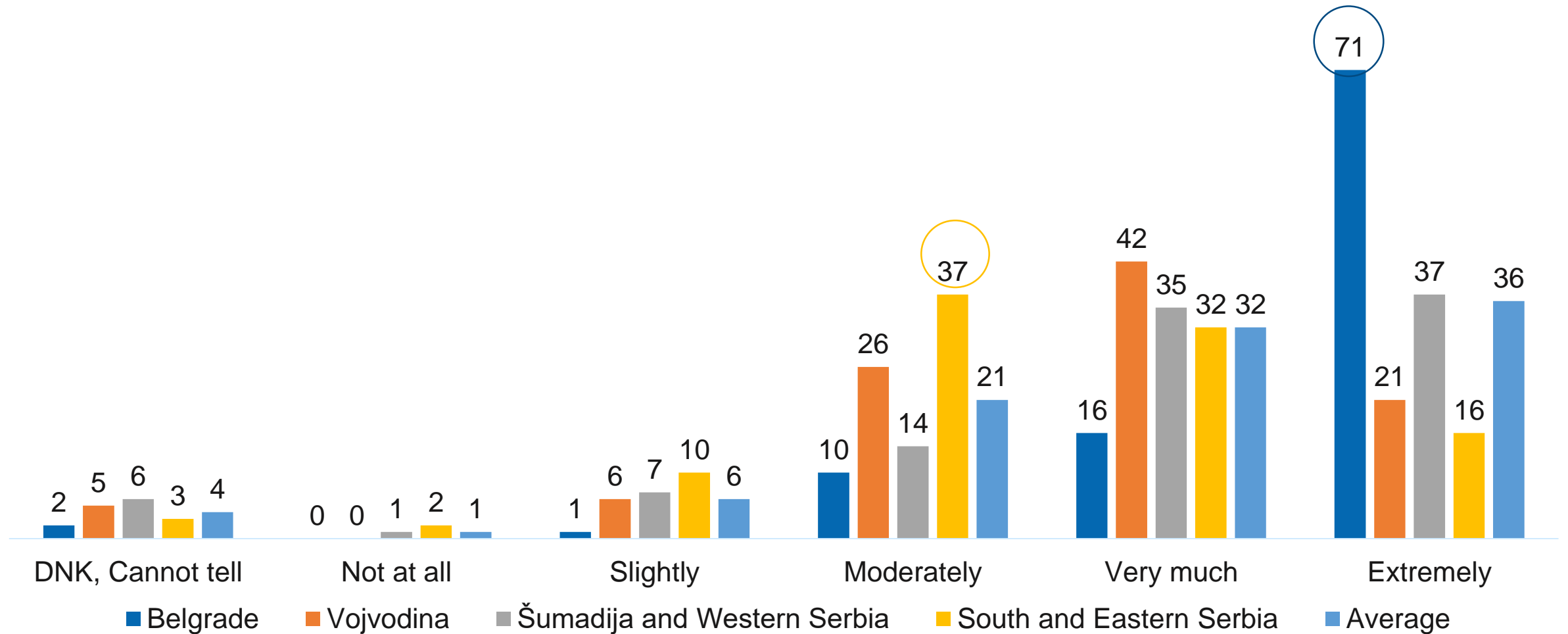
In your opinion, to what extent are local governments (cities and municipalities) that do not take care of forests on their territory responsible for the state of forests in Serbia? (% , according to the way of informing)



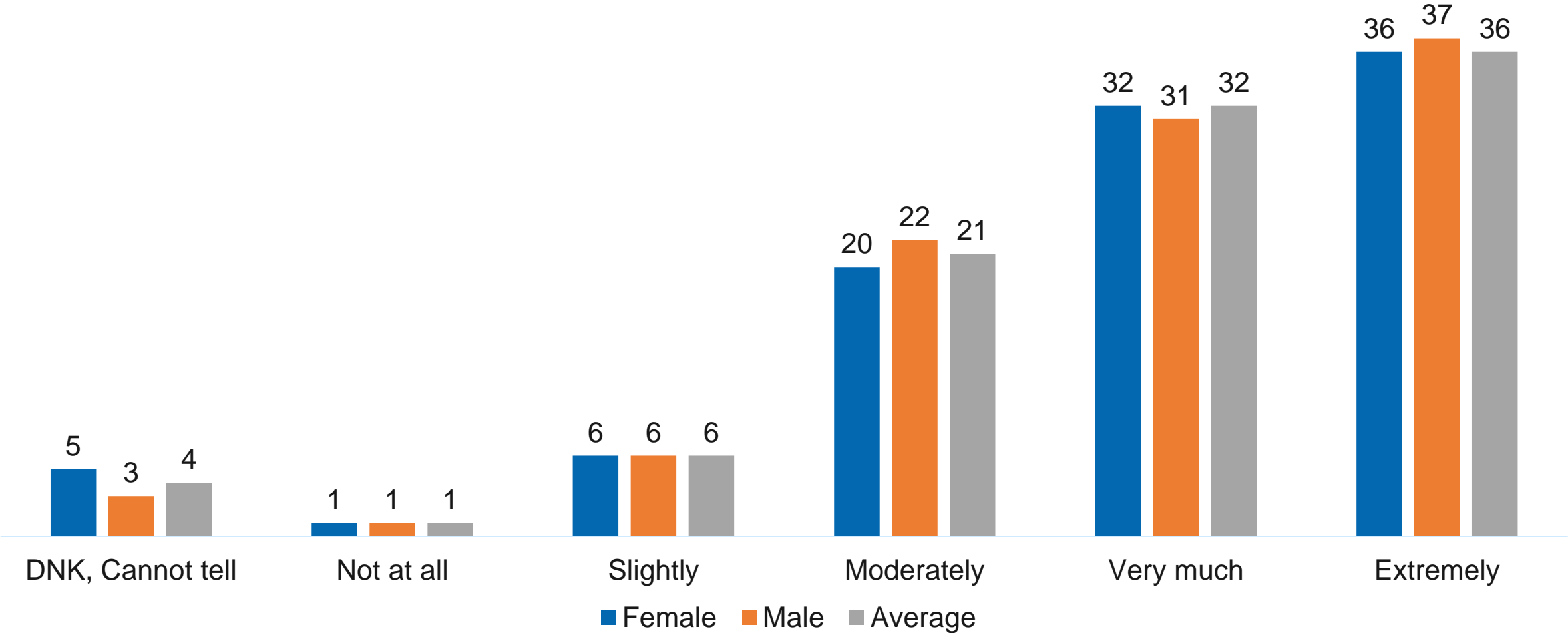
In your opinion, to what extent is the Serbian economy, industry and companies responsible for the state of forests in Serbia? (comparison with December 2021, in %)



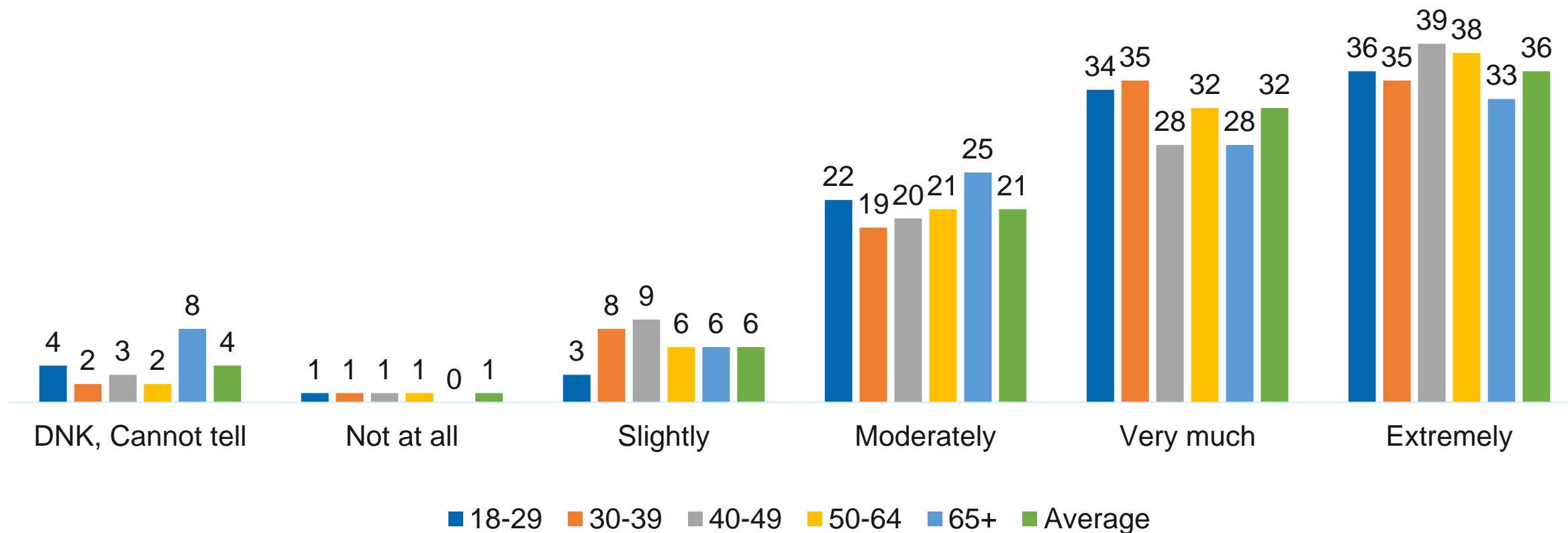
In your opinion, to what extent is the Serbian economy, industry and companies responsible for the state of forests in Serbia? (% , by region)



In your opinion, to what extent is the Serbian economy, industry and companies responsible for the state of forests in Serbia? (% , by gender)



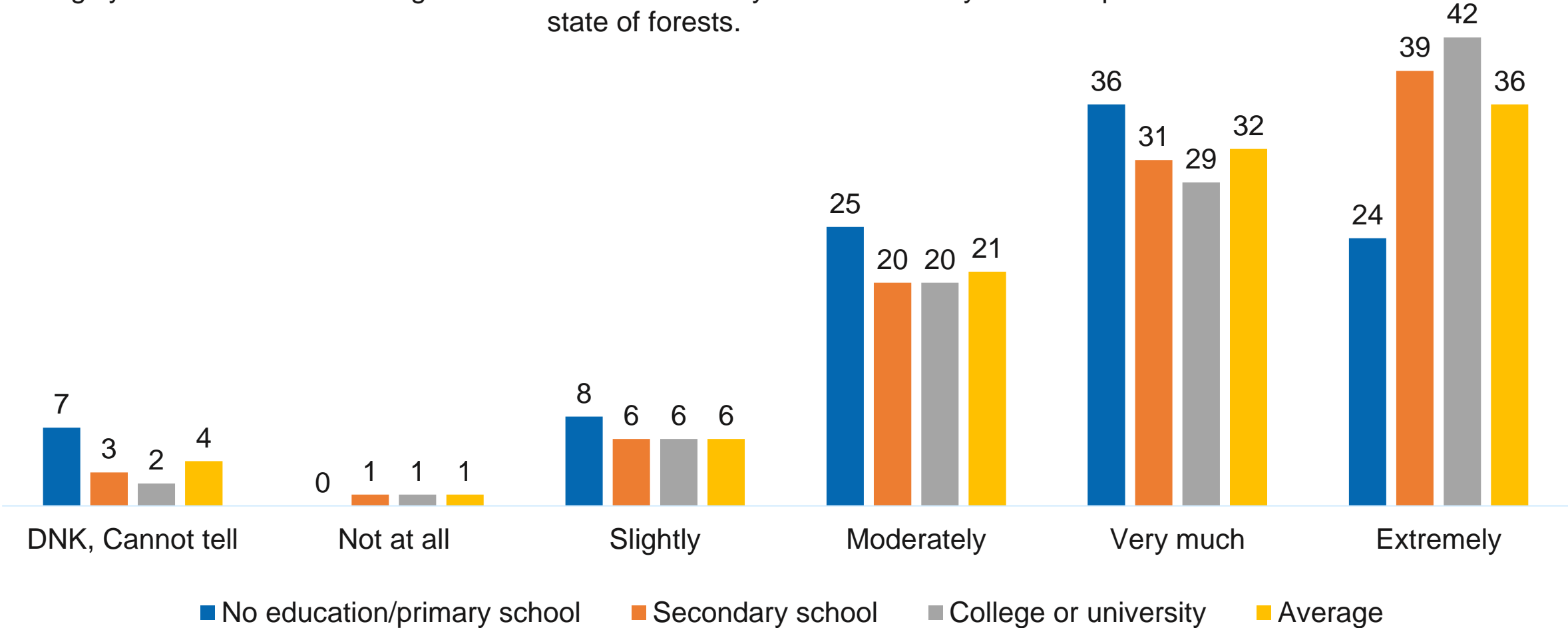
In your opinion, to what extent is the Serbian economy, industry and companies responsible for the state of forests in Serbia? (% , by age)



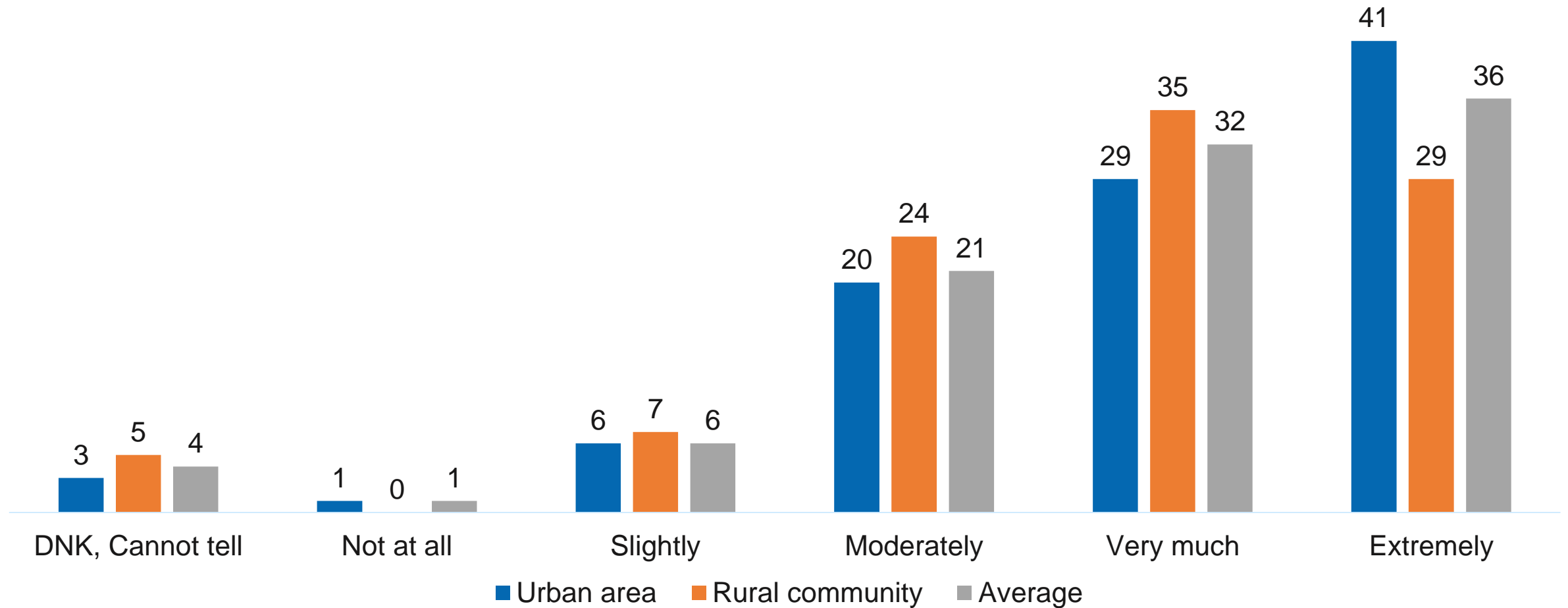
In your opinion, to what extent is the Serbian economy, industry and companies responsible for the state of forests in Serbia? (% , by education)



The highly educated above average believe that the economy of Serbia is very much responsible for the state of forests.



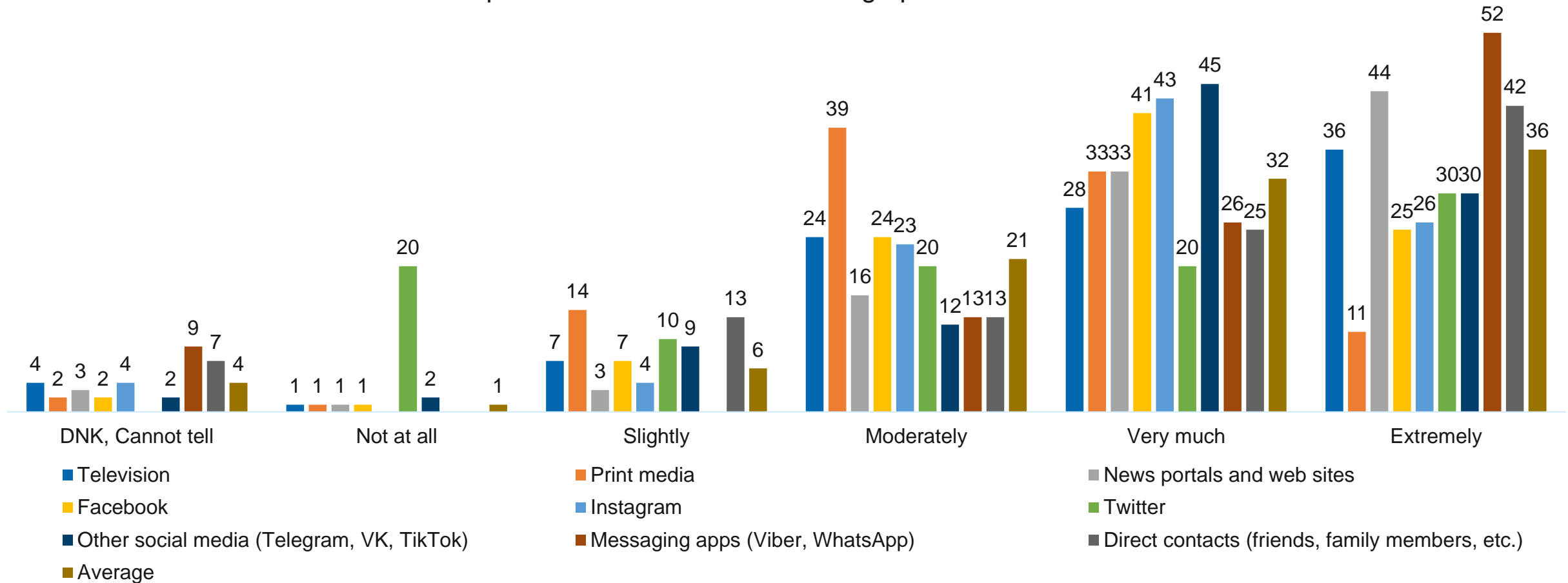
In your opinion, to what extent is the Serbian economy, industry and companies responsible for the state of forests in Serbia? (% , by place residents)



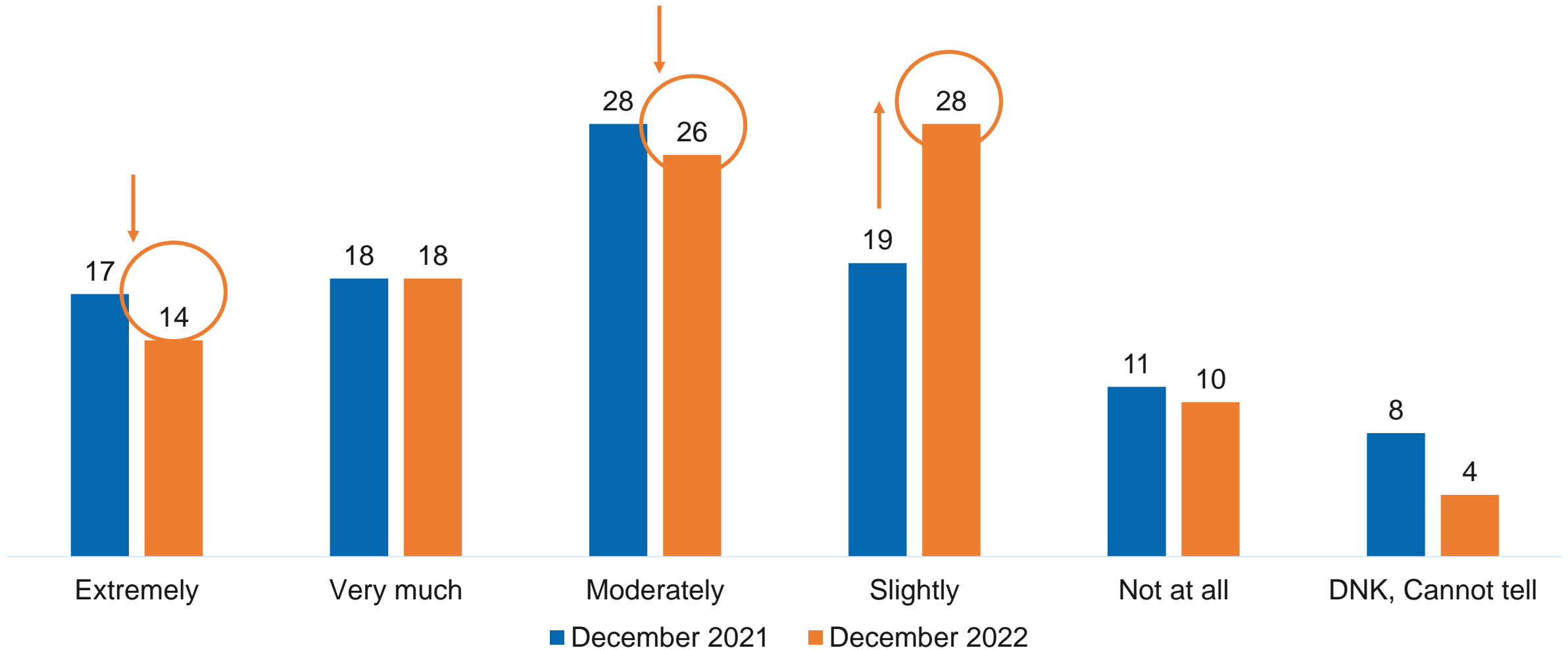
In your opinion, to what extent is the Serbian economy, industry and companies responsible for the state of forests in Serbia? (% , according to the way of informing)



The economy as the biggest culprit for the state of forests above average is cited by those who are informed through Internet portals and websites and through personal contacts.



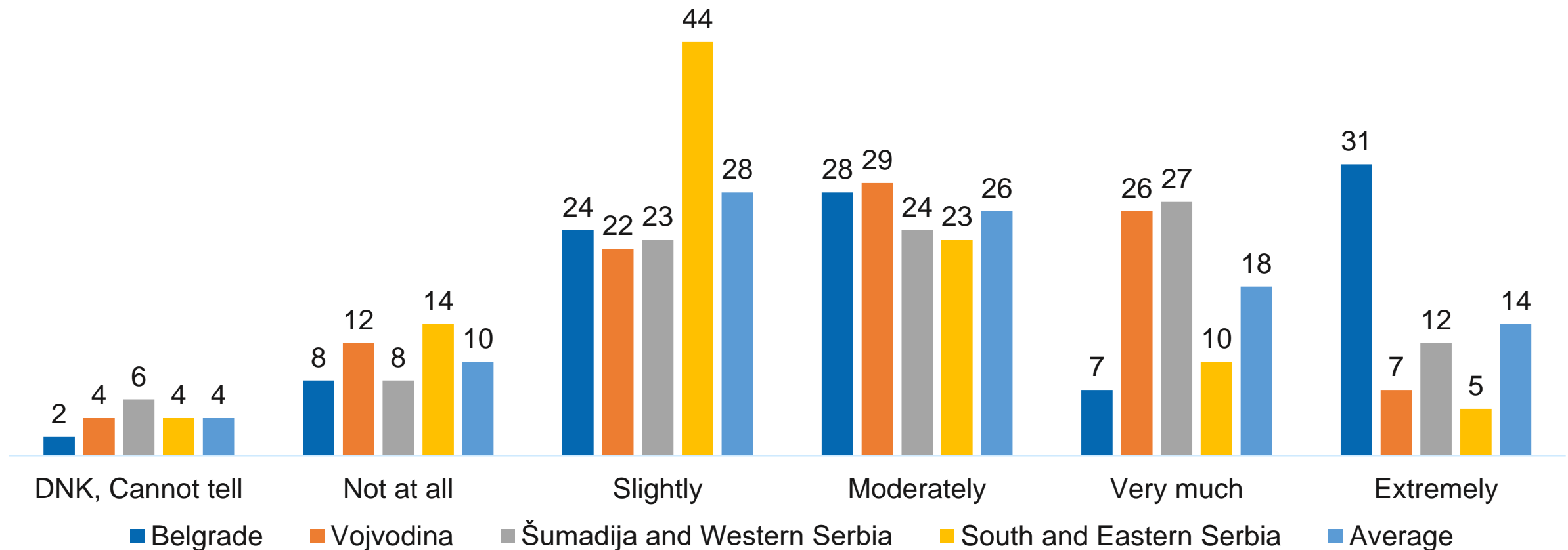
In your opinion, to what extent are nature itself, pests, forest fires and storms responsible for the state of forests in Serbia? (comparison with December 2021, in %)



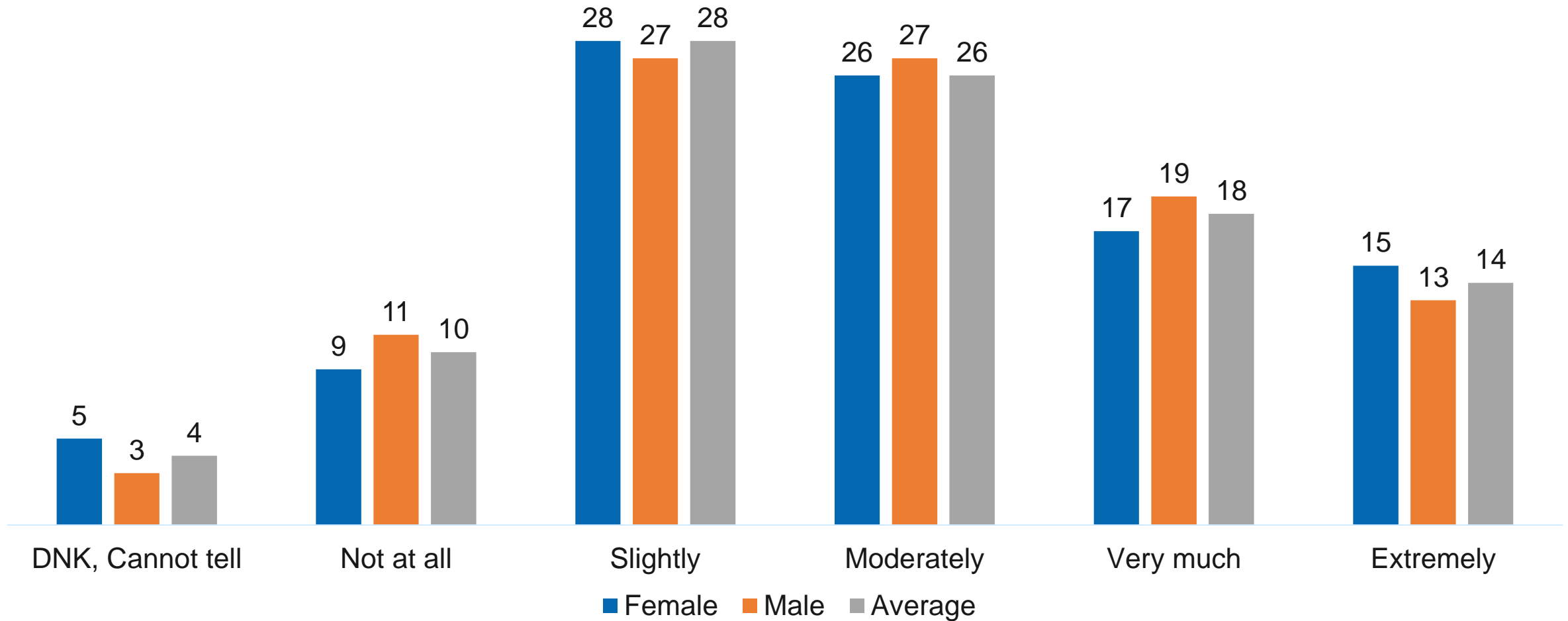
In your opinion, to what extent are nature itself, pests, forest fires and storms responsible for the state of forests in Serbia? (% , by region)



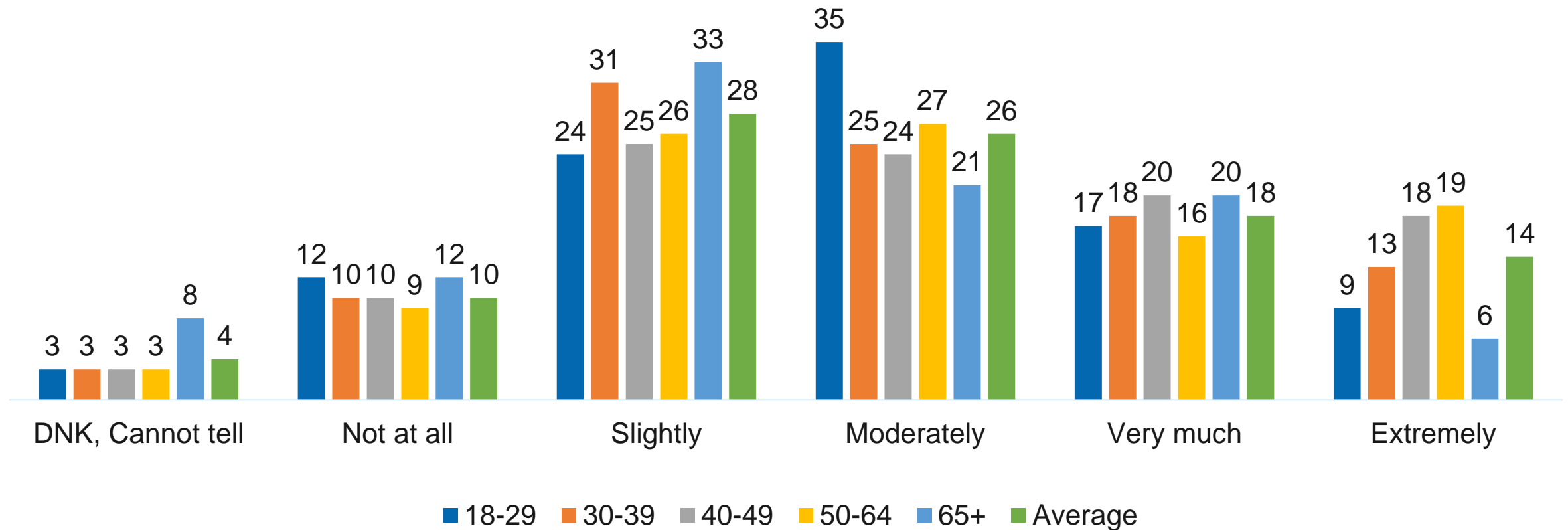
Respondents from Southern and Eastern Serbia above average state that nature itself is little responsible for the state of forests in the country, while respondents from Belgrade above average state that nature itself is very responsible for the state of forests.



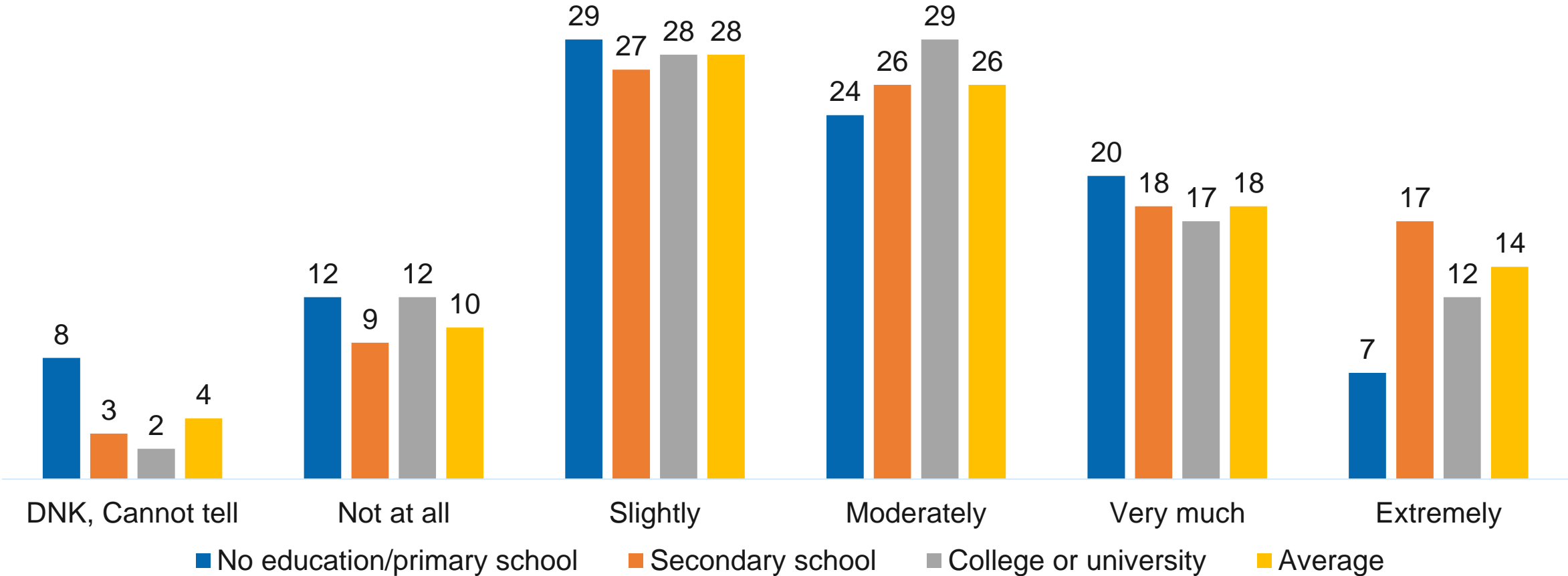
In your opinion, to what extent are nature itself, pests, forest fires and storms responsible for the state of forests in Serbia? (% , by gender)



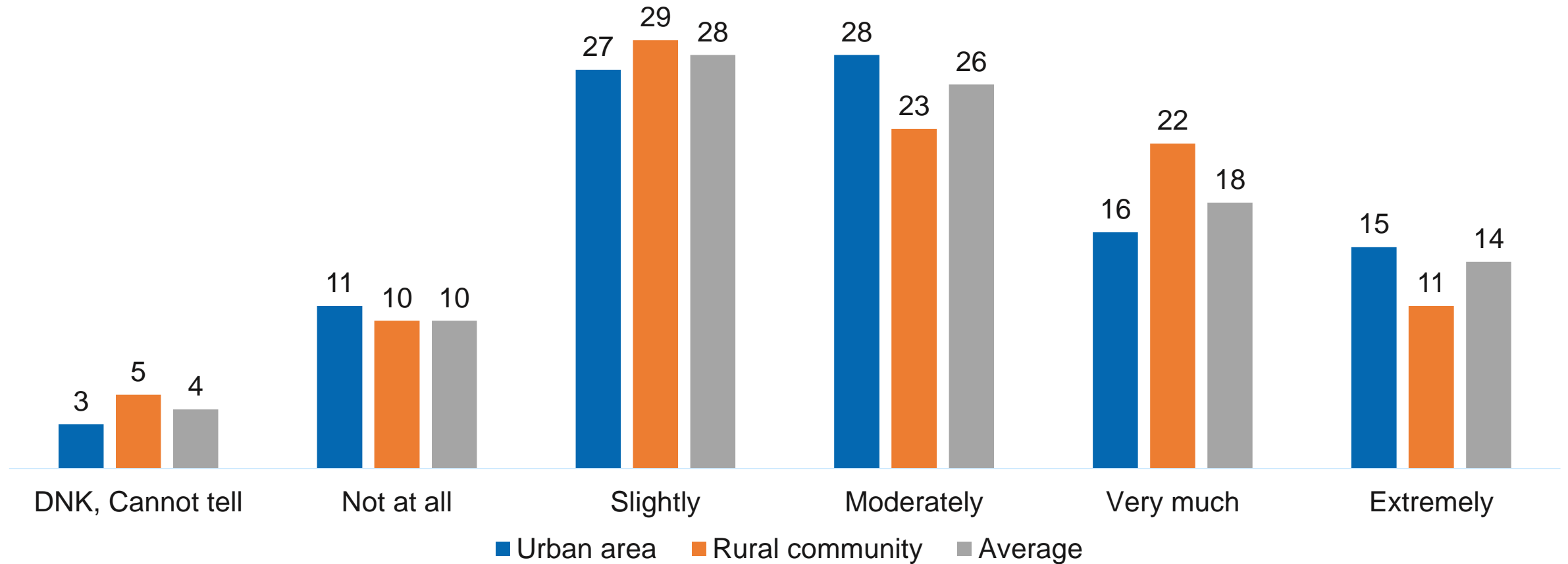
In your opinion, to what extent are nature itself, pests, forest fires and storms responsible for the state of forests in Serbia? (% , by age)



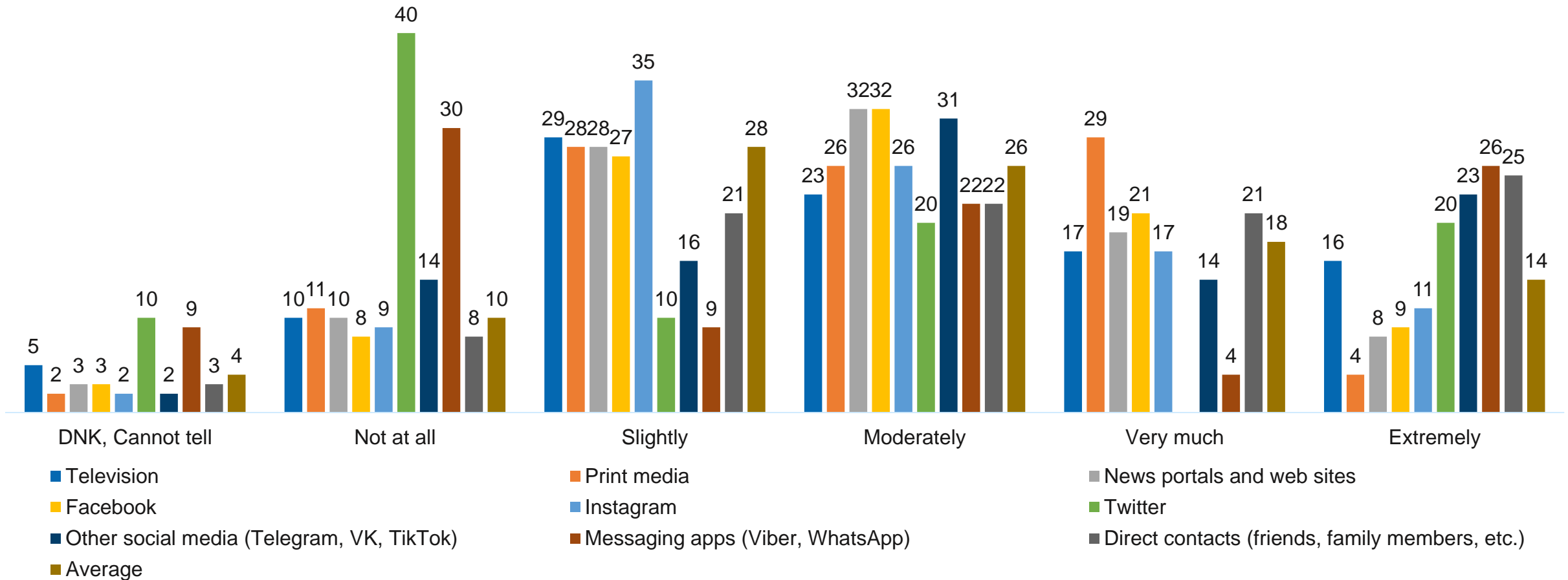
In your opinion, to what extent are nature itself, pests, forest fires and storms responsible for the state of forests in Serbia? (% by education)



In your opinion, to what extent are nature itself, pests, forest fires and storms responsible for the state of forests in Serbia? (% by place residents)

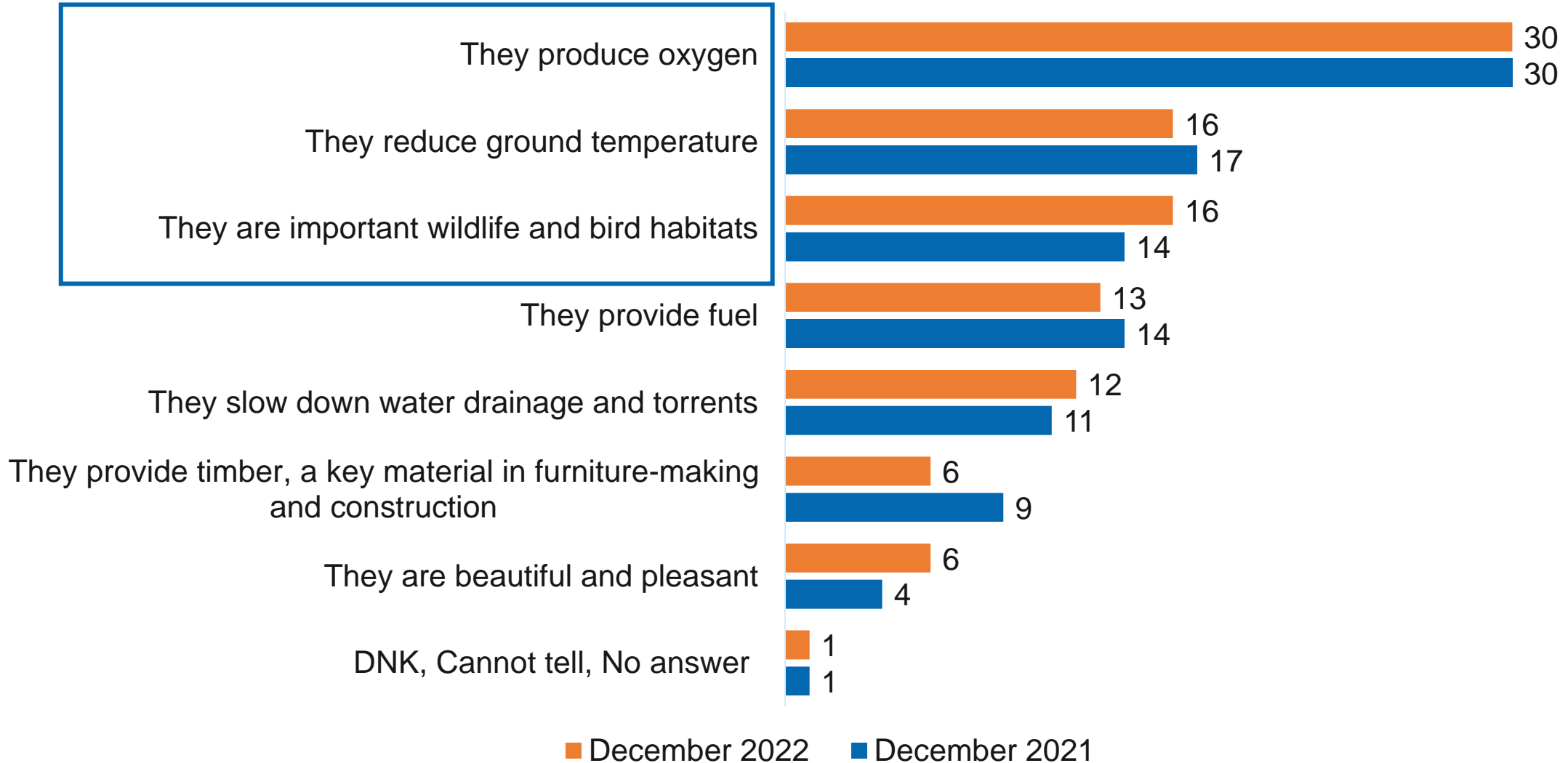


In your opinion, to what extent are nature itself, pests, forest fires and storms responsible for the state of forests in Serbia? (% according to the way of informing)

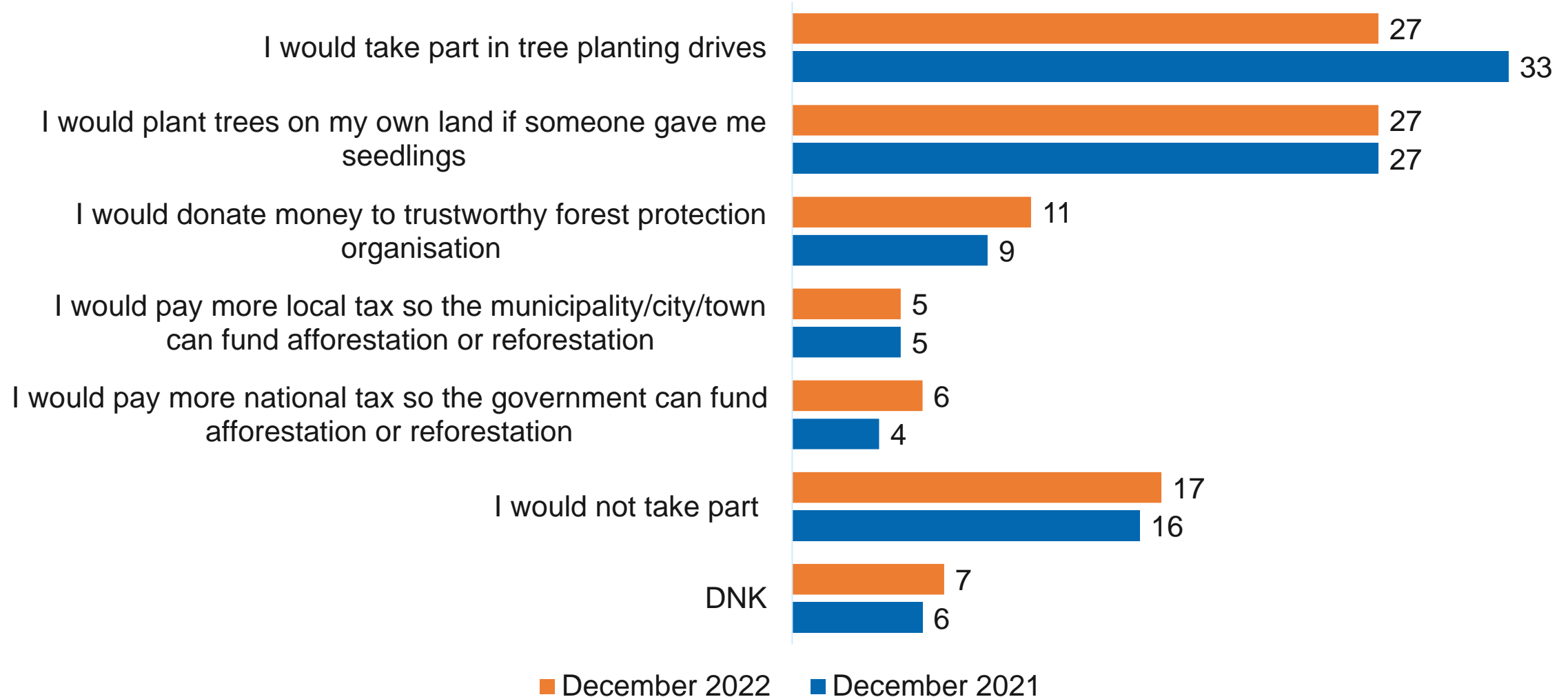


Please list UP TO THREE reasons why you believe forests matter?

(comparison with December 2021, in %, possible three answers)



How would you take part in afforestation or reforestation efforts? (comparison with December 2021, in %, multiple choose)

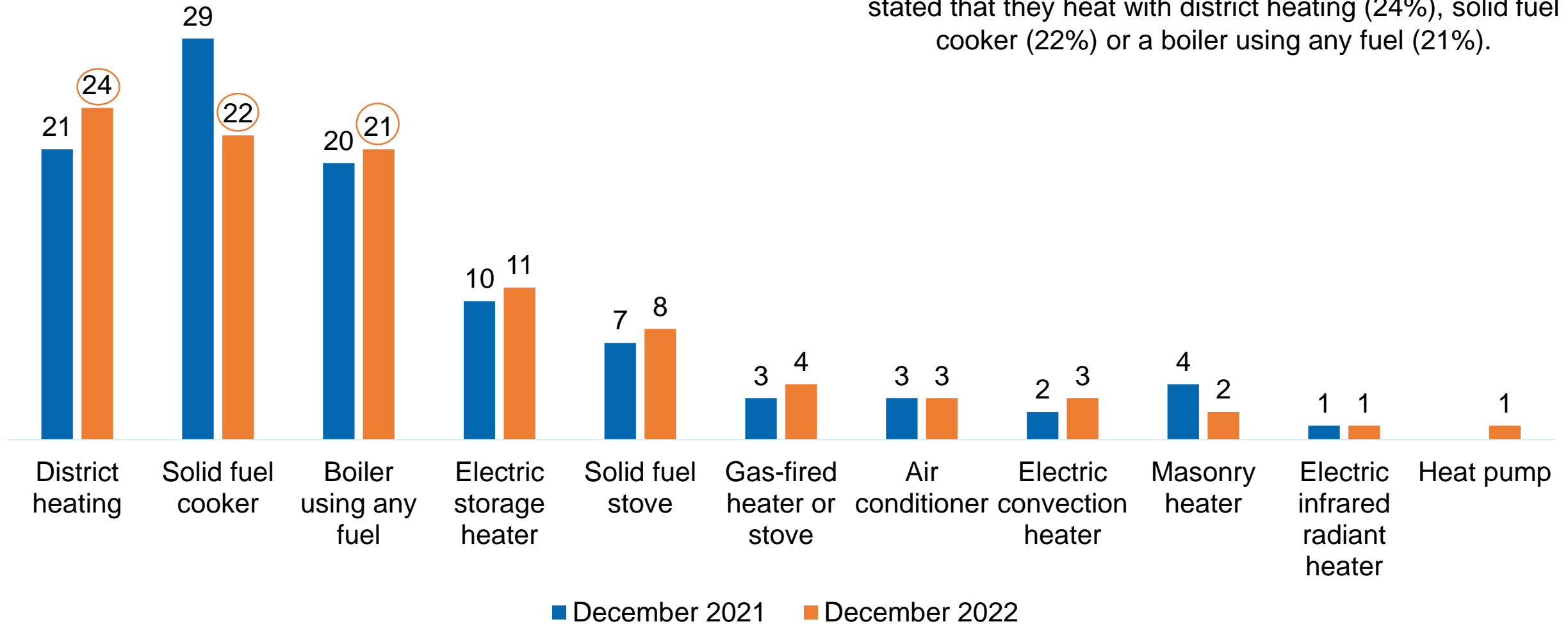




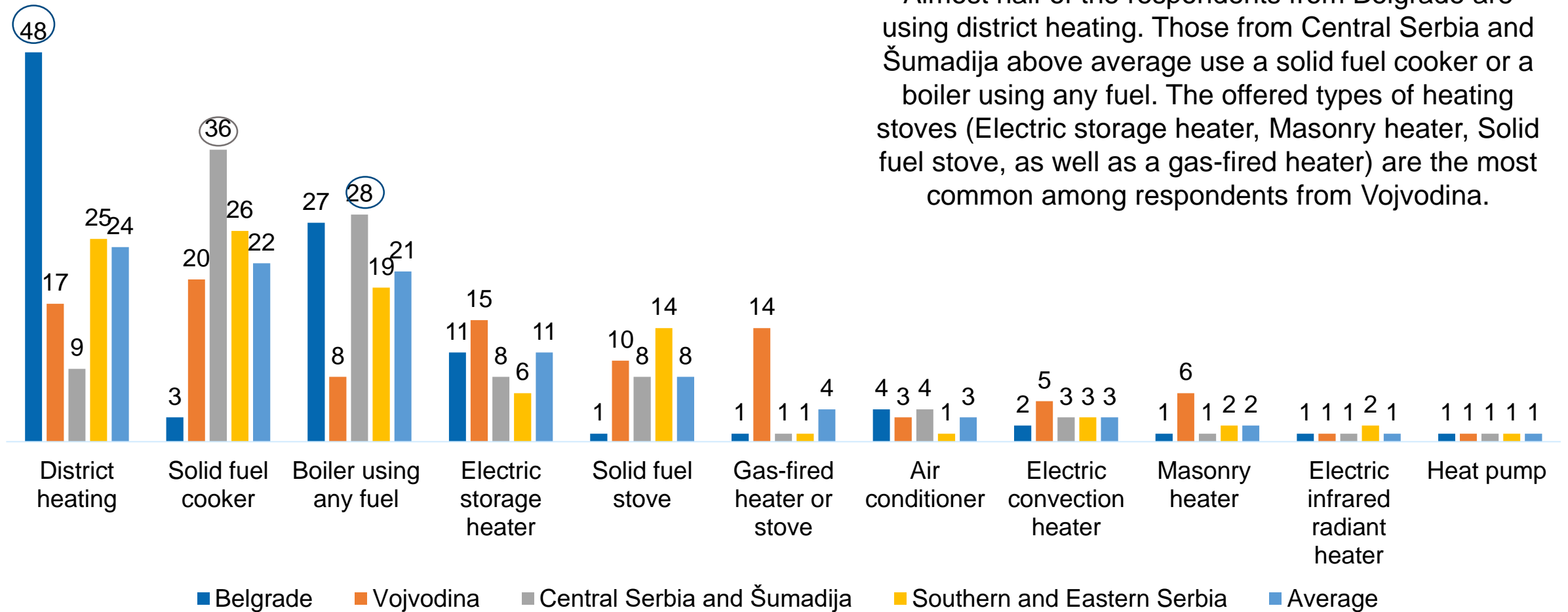
Energy and energy poverty

What is your primary heating device? (in %)

In this research cycle, the largest share of respondents stated that they heat with district heating (24%), solid fuel cooker (22%) or a boiler using any fuel (21%).

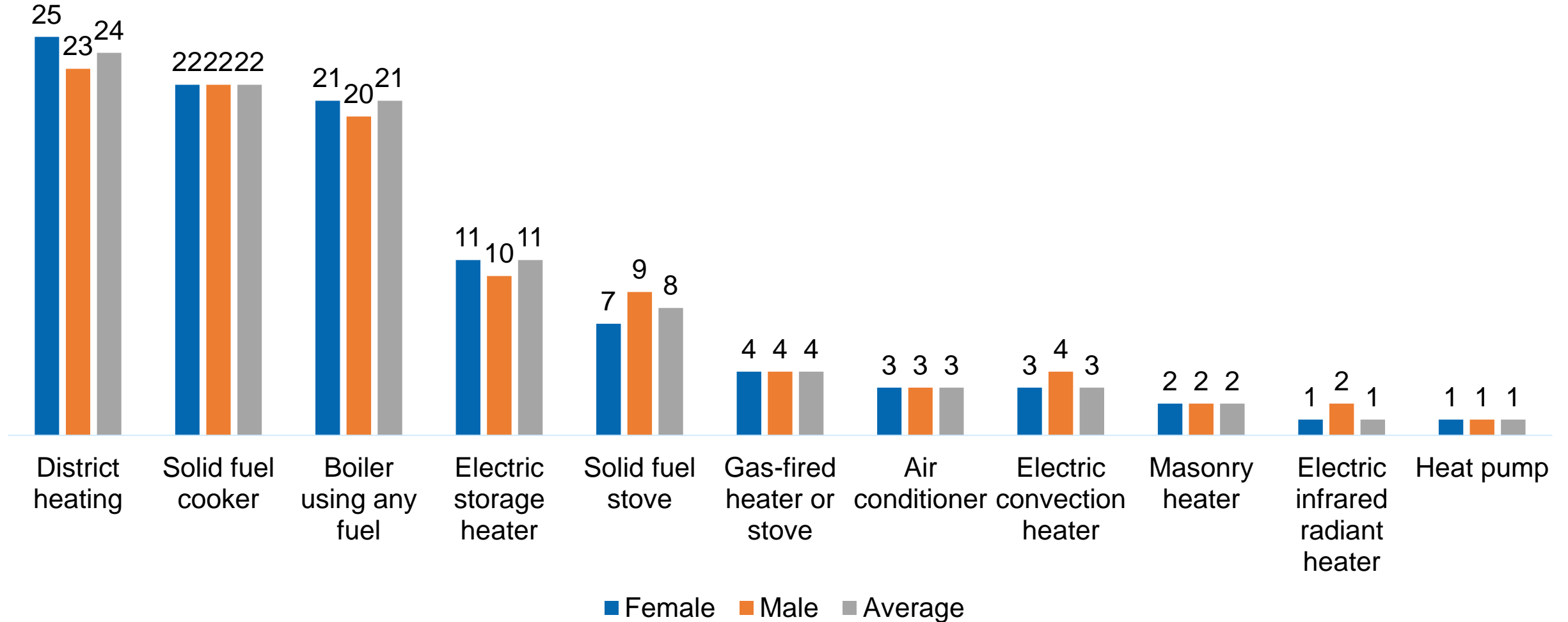


What is your primary heating device? (in %, by region)

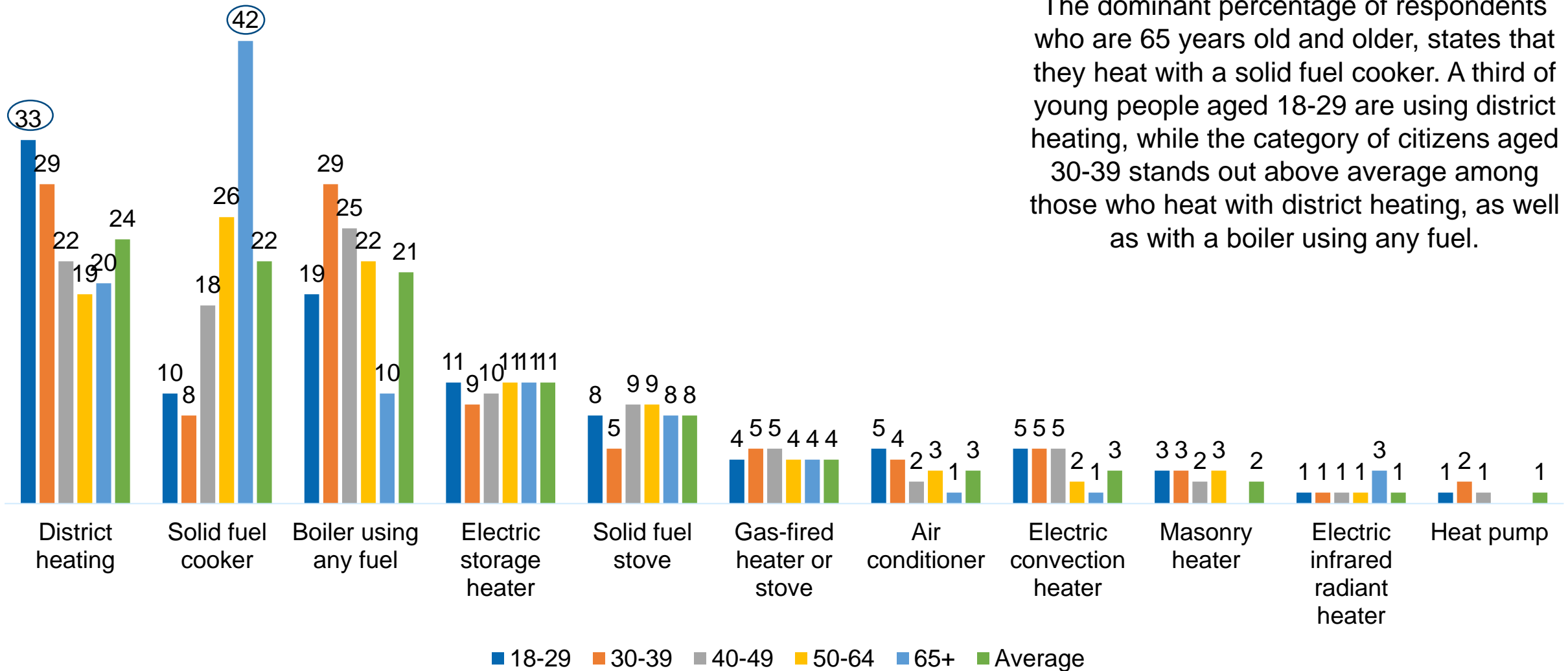


Almost half of the respondents from Belgrade are using district heating. Those from Central Serbia and Šumadija above average use a solid fuel cooker or a boiler using any fuel. The offered types of heating stoves (Electric storage heater, Masonry heater, Solid fuel stove, as well as a gas-fired heater) are the most common among respondents from Vojvodina.

What is your primary heating device? (in %, by gender)

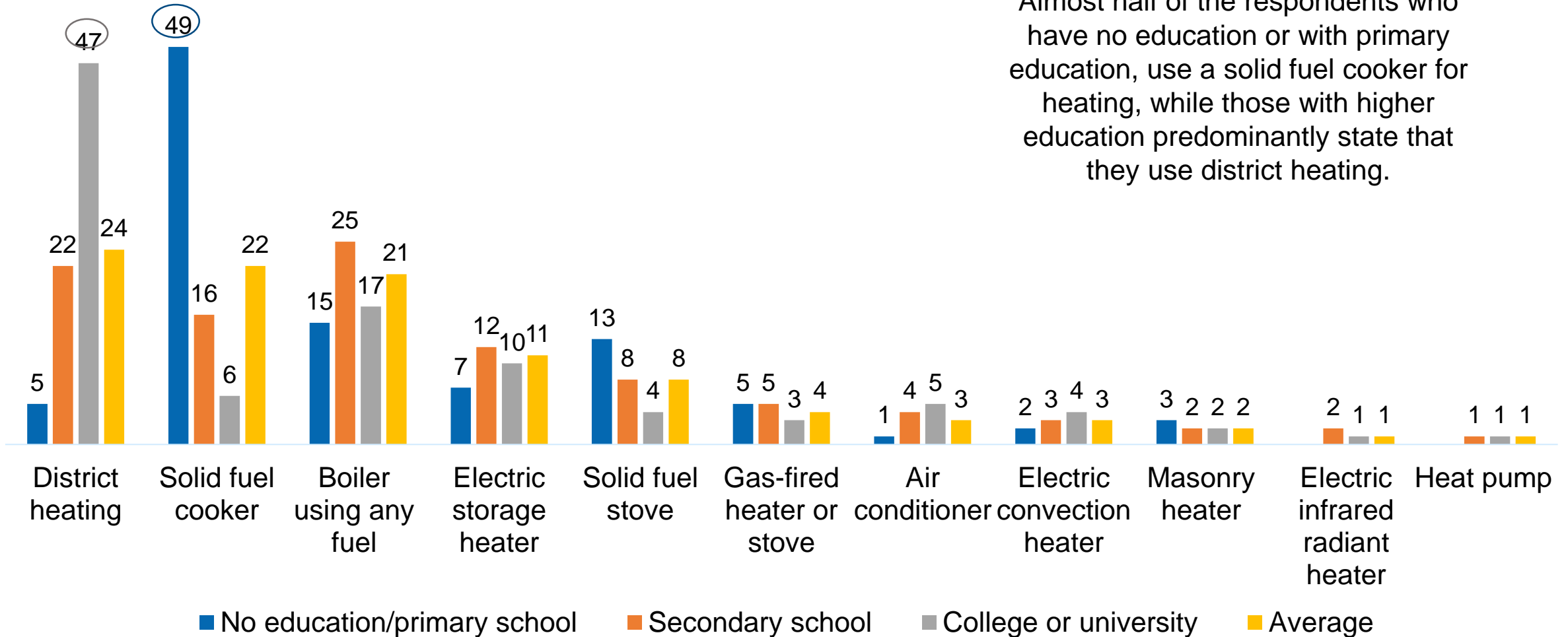


What is your primary heating device? (in %, by age)



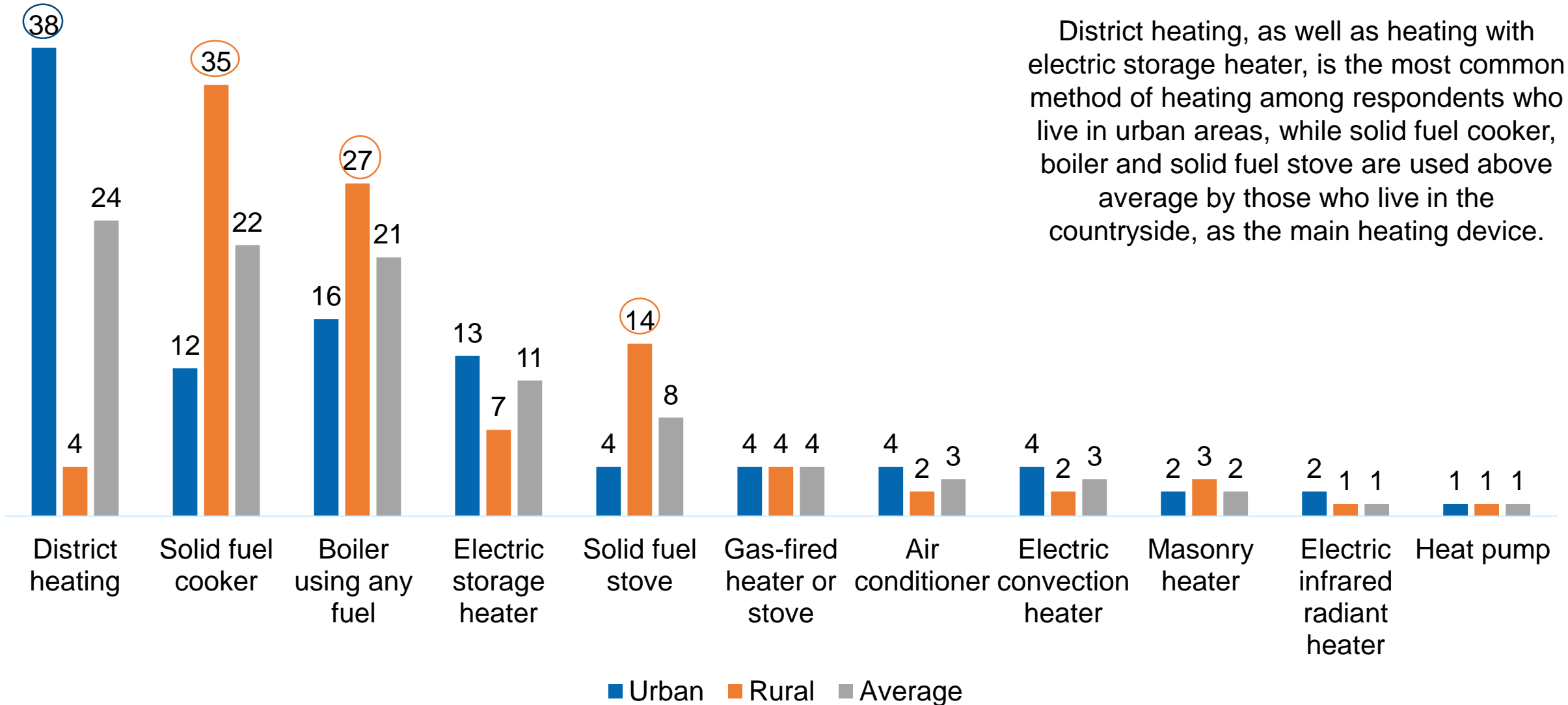
The dominant percentage of respondents who are 65 years old and older, states that they heat with a solid fuel cooker. A third of young people aged 18-29 are using district heating, while the category of citizens aged 30-39 stands out above average among those who heat with district heating, as well as with a boiler using any fuel.

What is your primary heating device? (in %, by education)

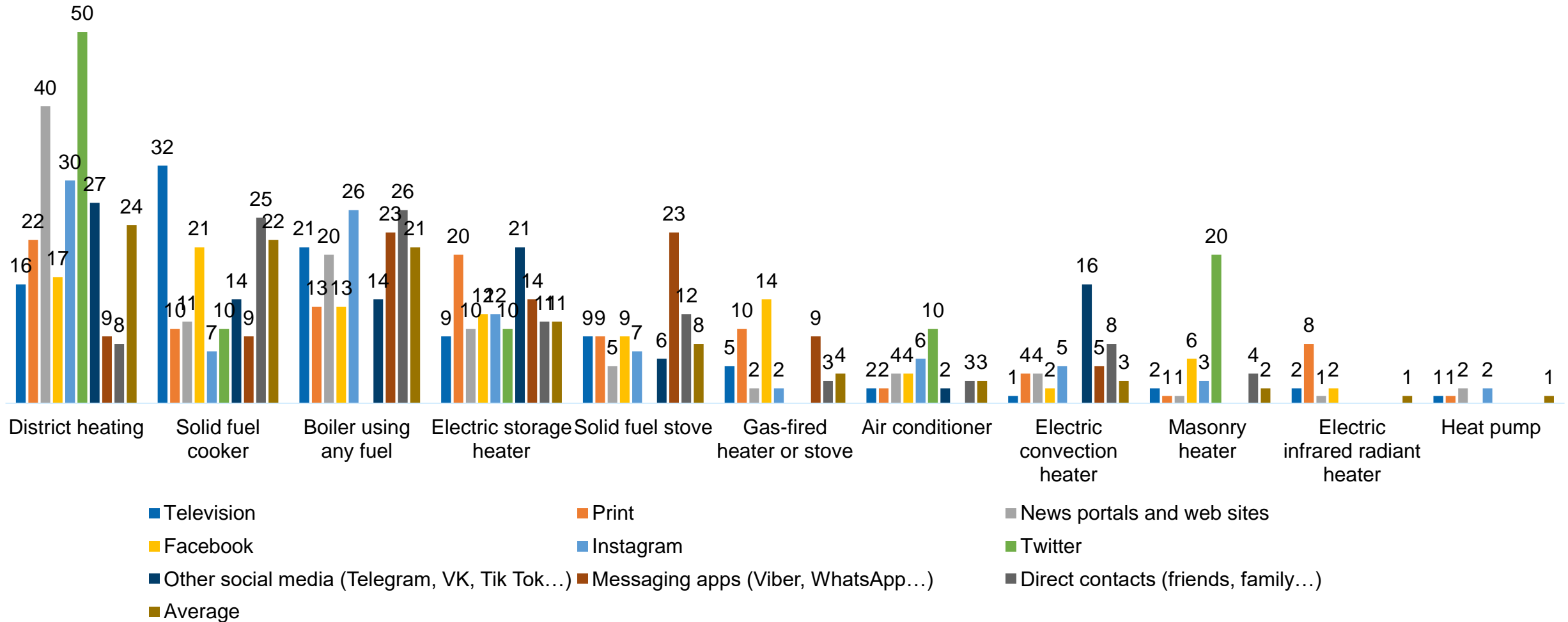


Almost half of the respondents who have no education or with primary education, use a solid fuel cooker for heating, while those with higher education predominantly state that they use district heating.

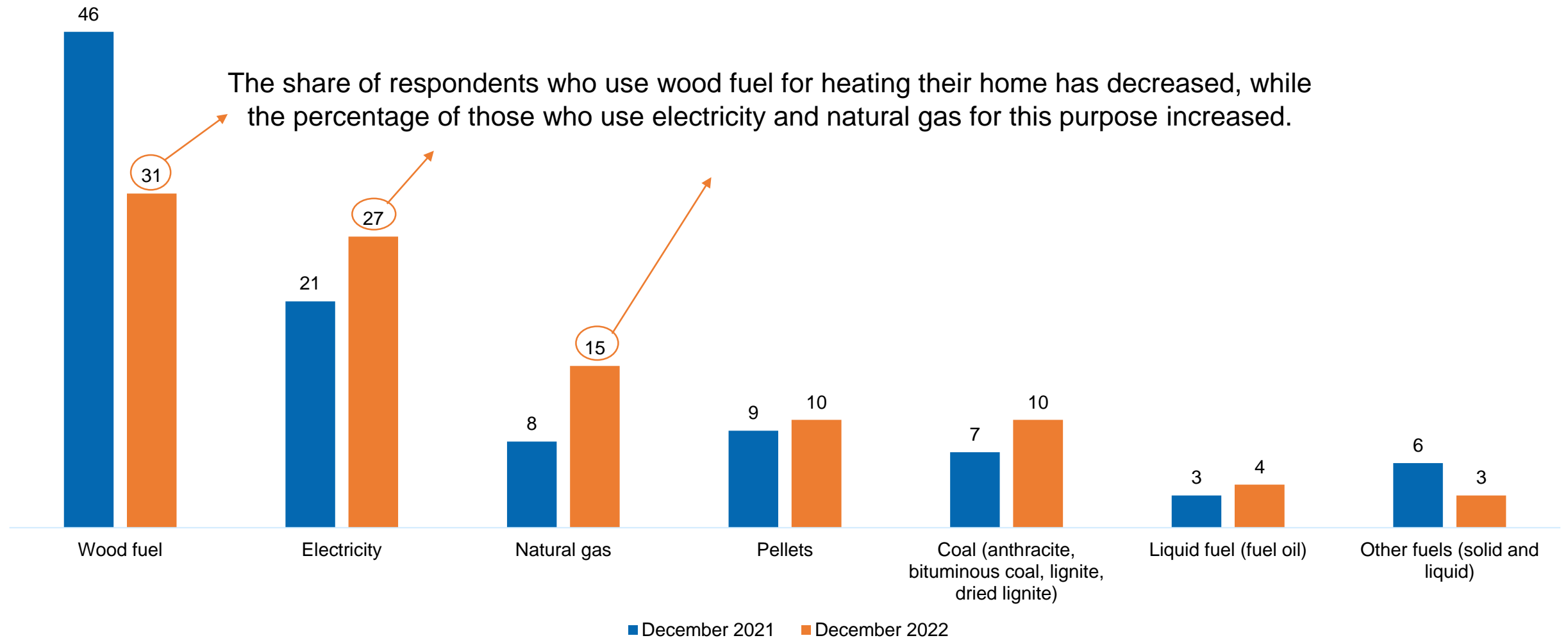
What is your primary heating device? (in %, by place of residence)



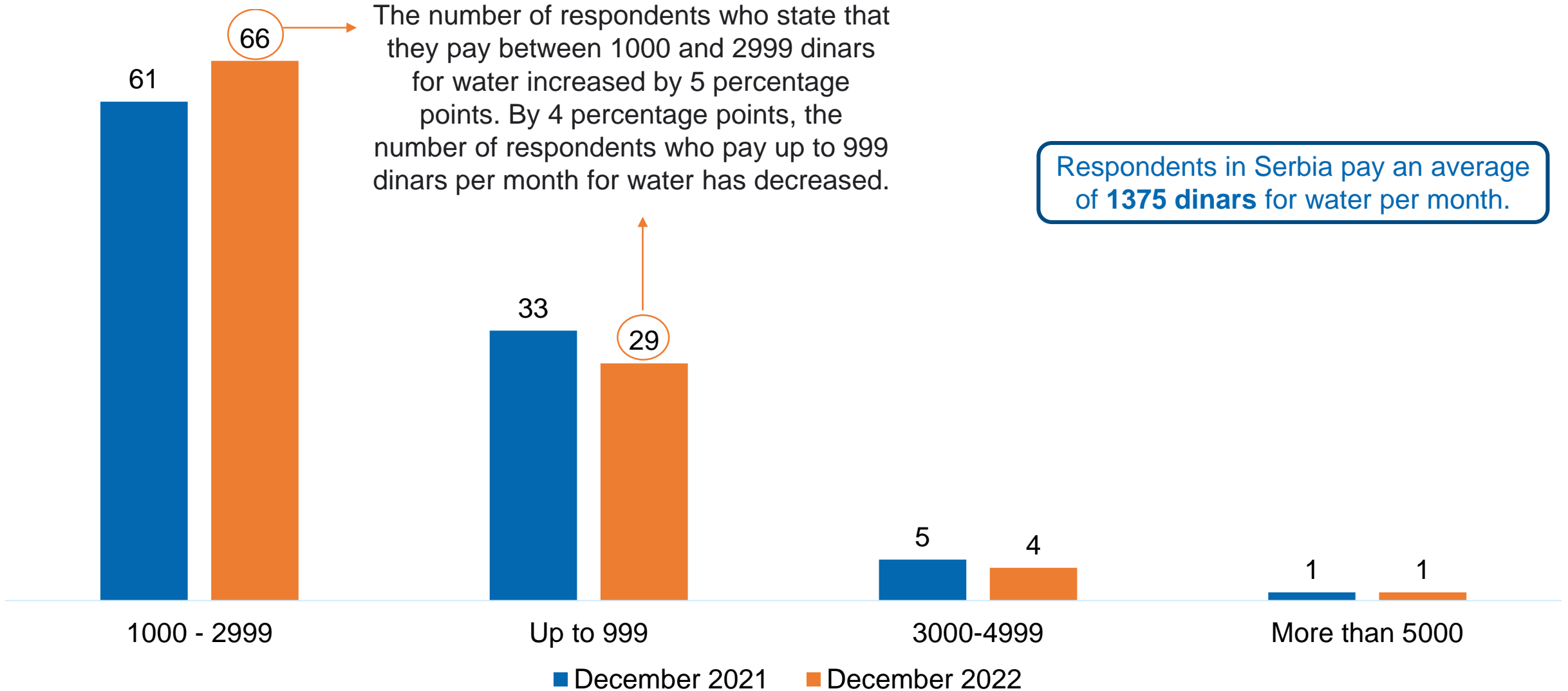
What is your primary heating device? (in %, by news access)



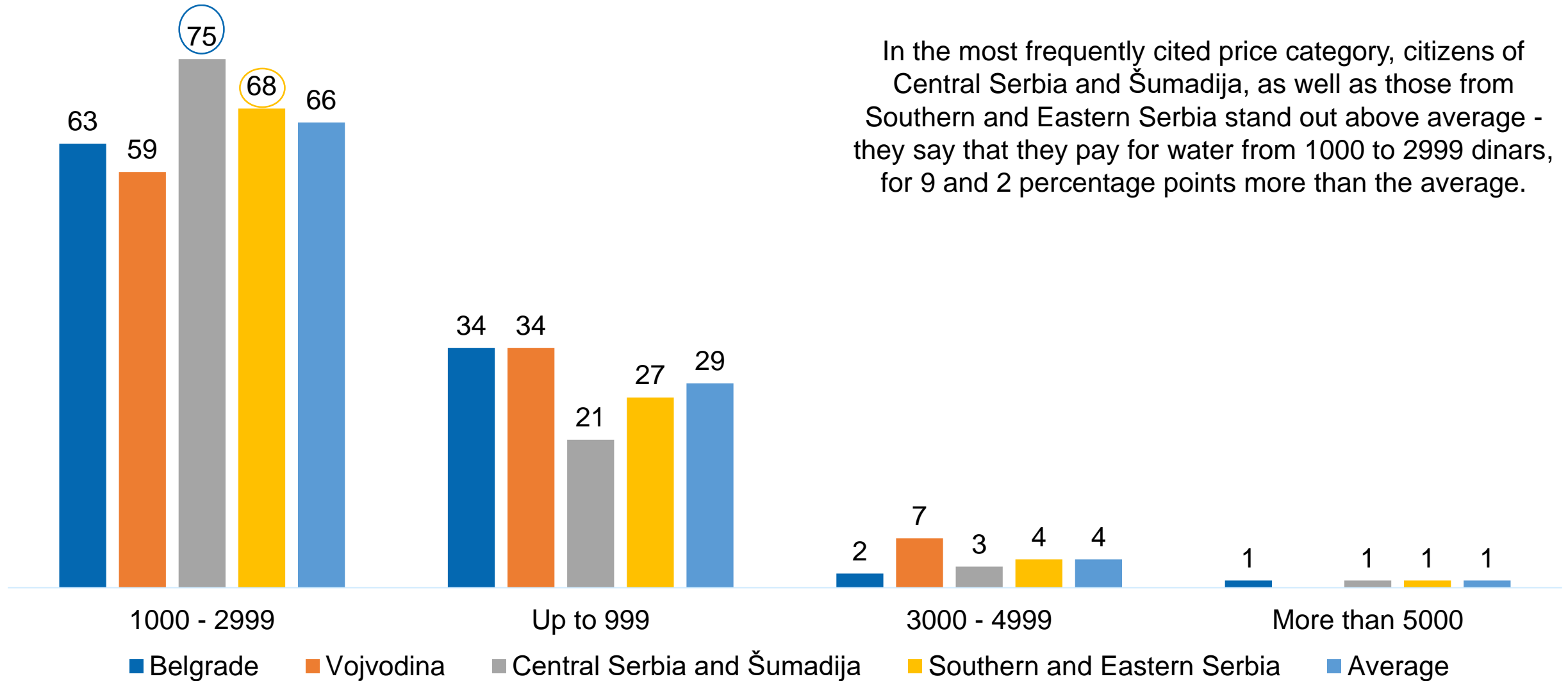
What types of fuel do you use to heat your home? (in %, multiple answers possible)



On average, how high are your monthly utility bills (for water)? (in %)

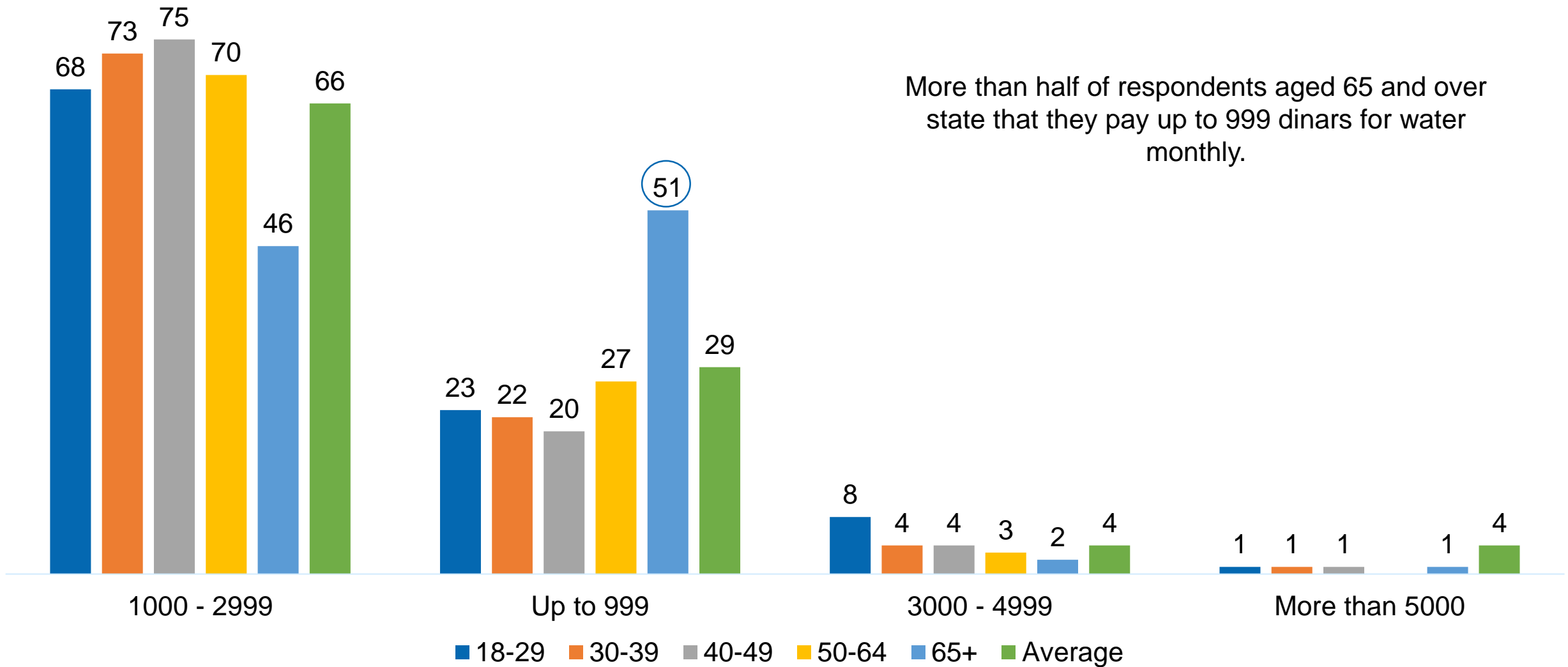


On average, how high are your monthly utility bills (for water)? (in %, by region)

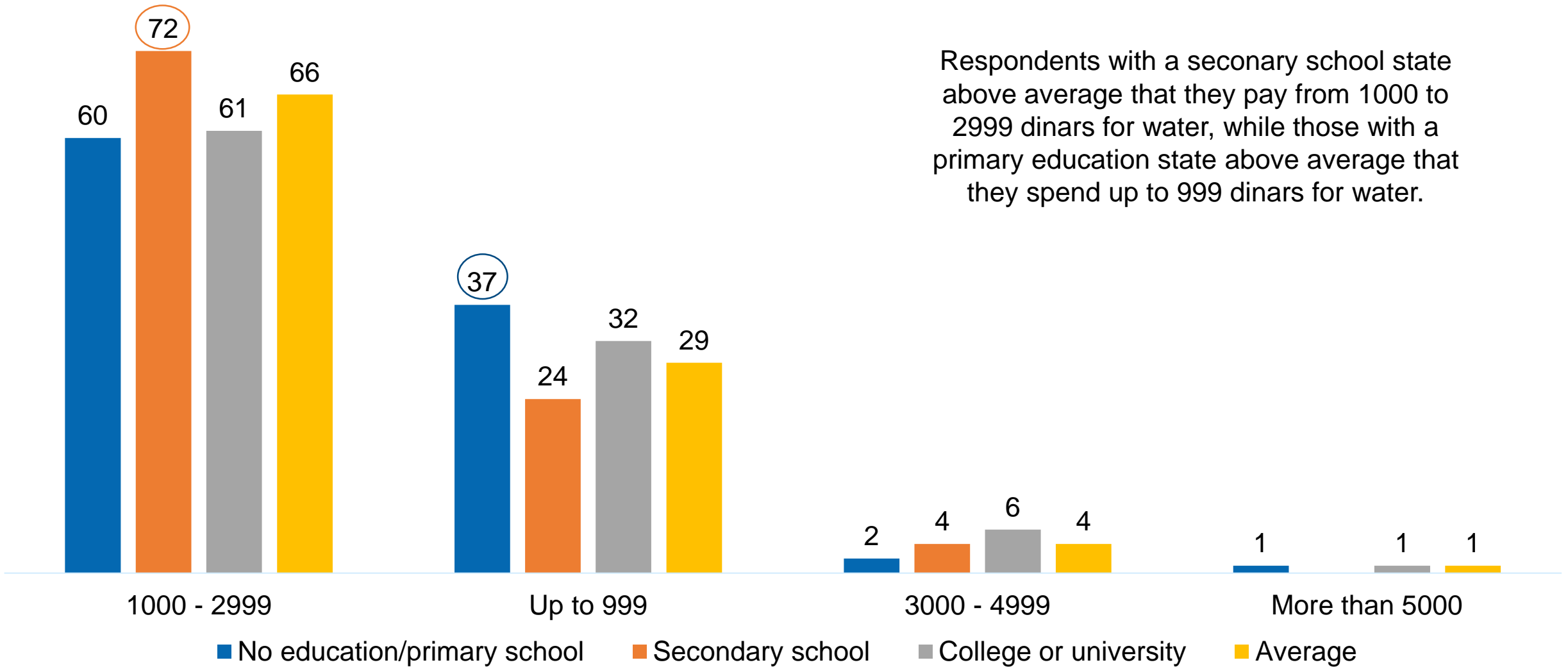


In the most frequently cited price category, citizens of Central Serbia and Šumadija, as well as those from Southern and Eastern Serbia stand out above average - they say that they pay for water from 1000 to 2999 dinars, for 9 and 2 percentage points more than the average.

On average, how high are your monthly utility bills (for water)? (in %, by age)

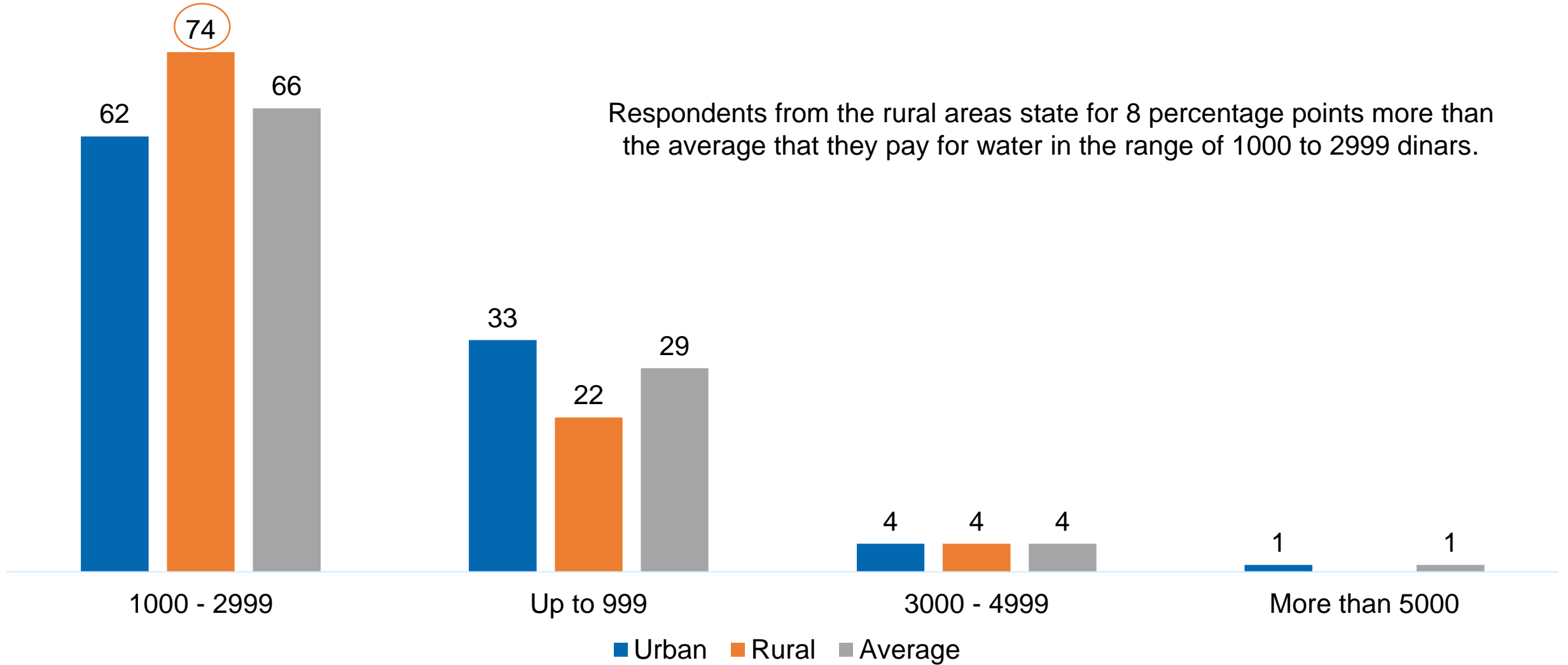


On average, how high are your monthly utility bills (for water)? (in %, by education)

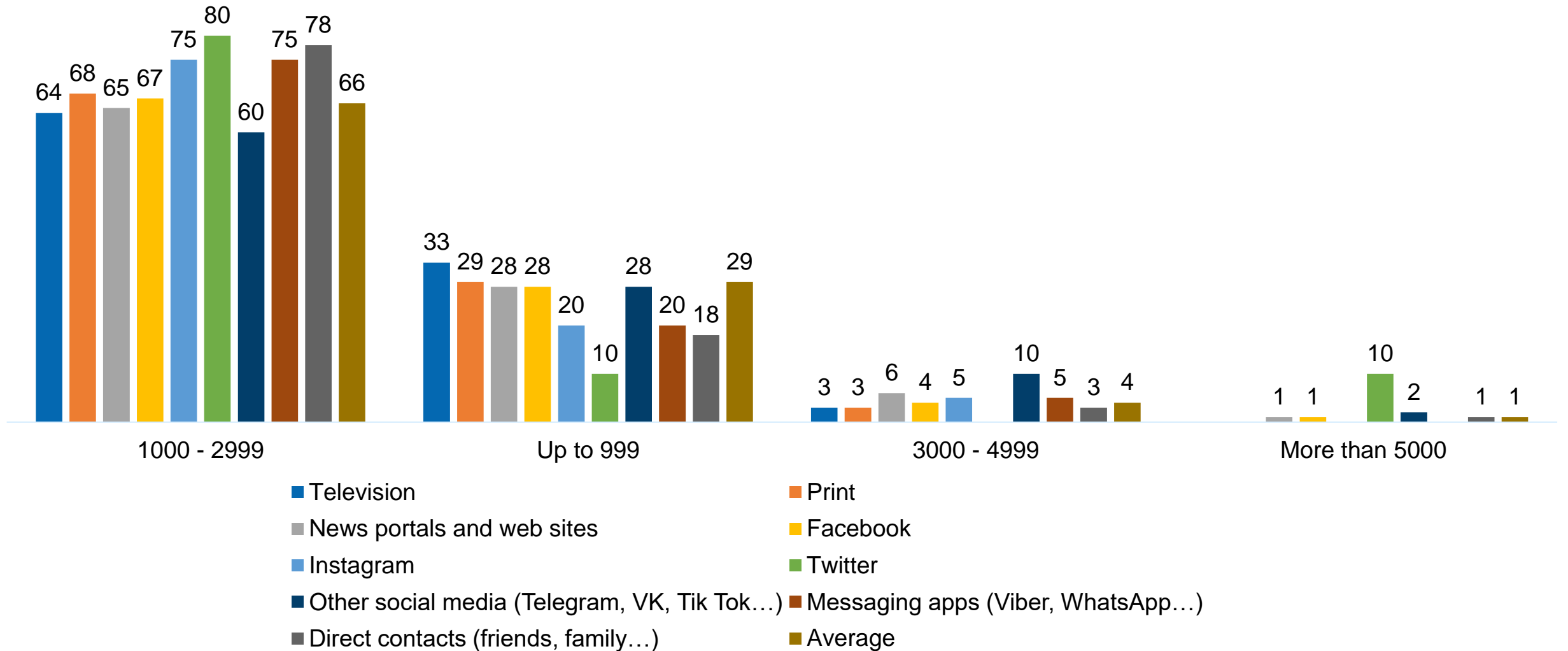


Respondents with a secondary school state above average that they pay from 1000 to 2999 dinars for water, while those with a primary education state above average that they spend up to 999 dinars for water.

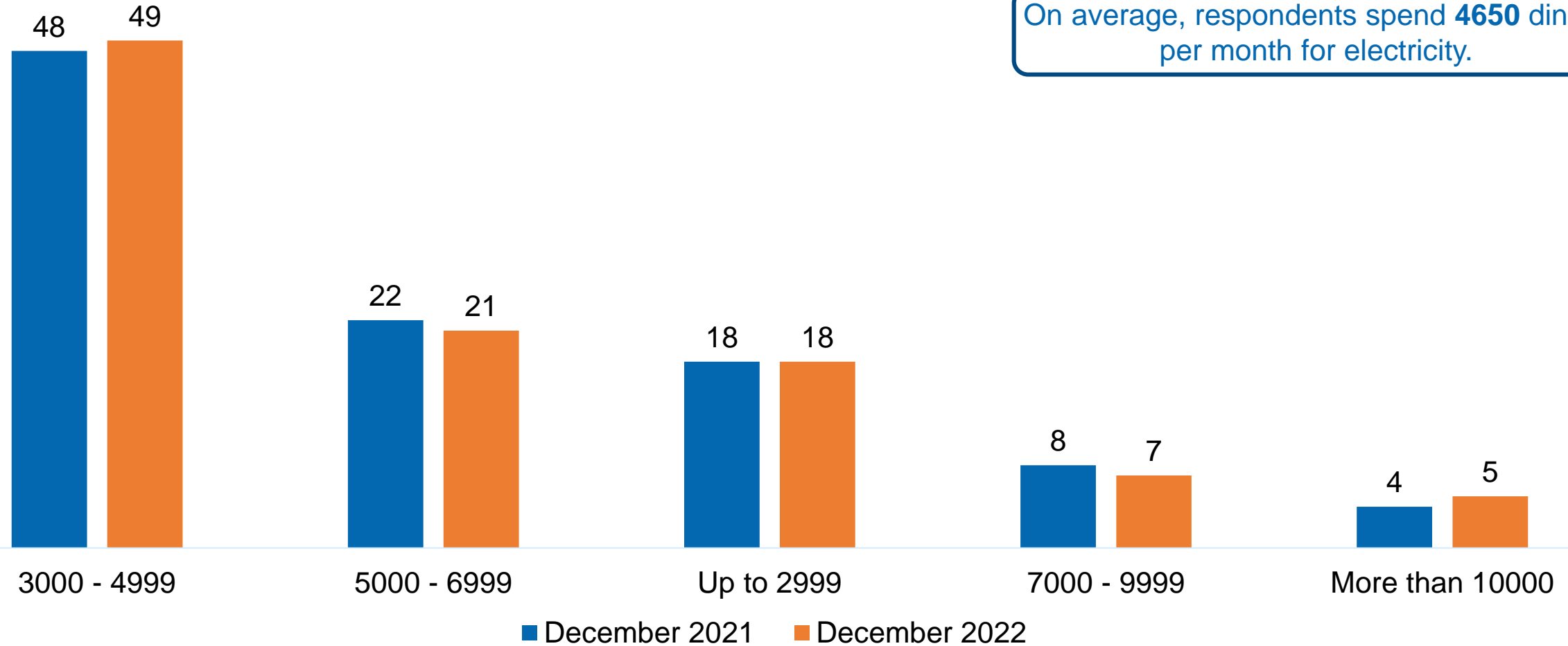
On average, how high are your monthly utility bills (for water)? (in %, by place of residence)



On average, how high are your monthly utility bills (for water)? (in %, by news access)

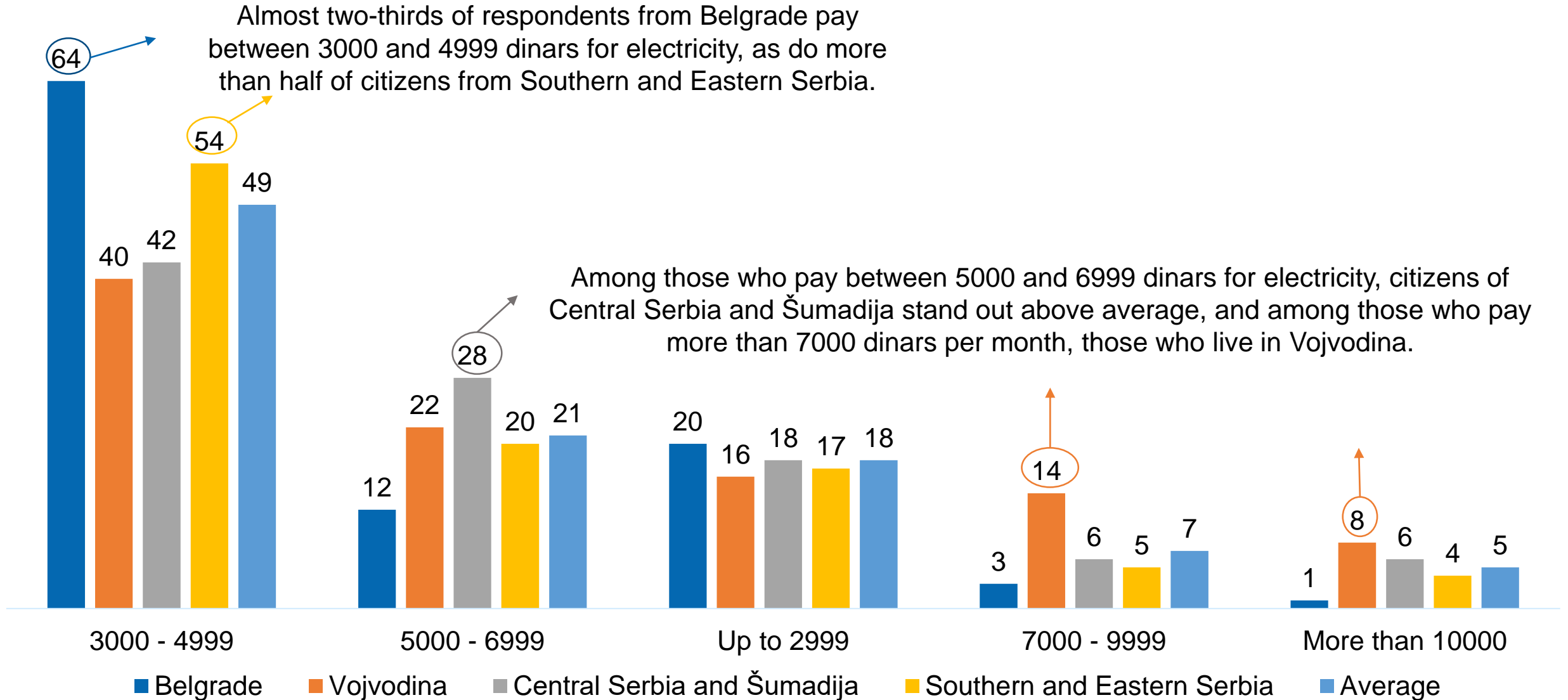


On average, how high are your monthly utility bills (for electricity)? (in %)

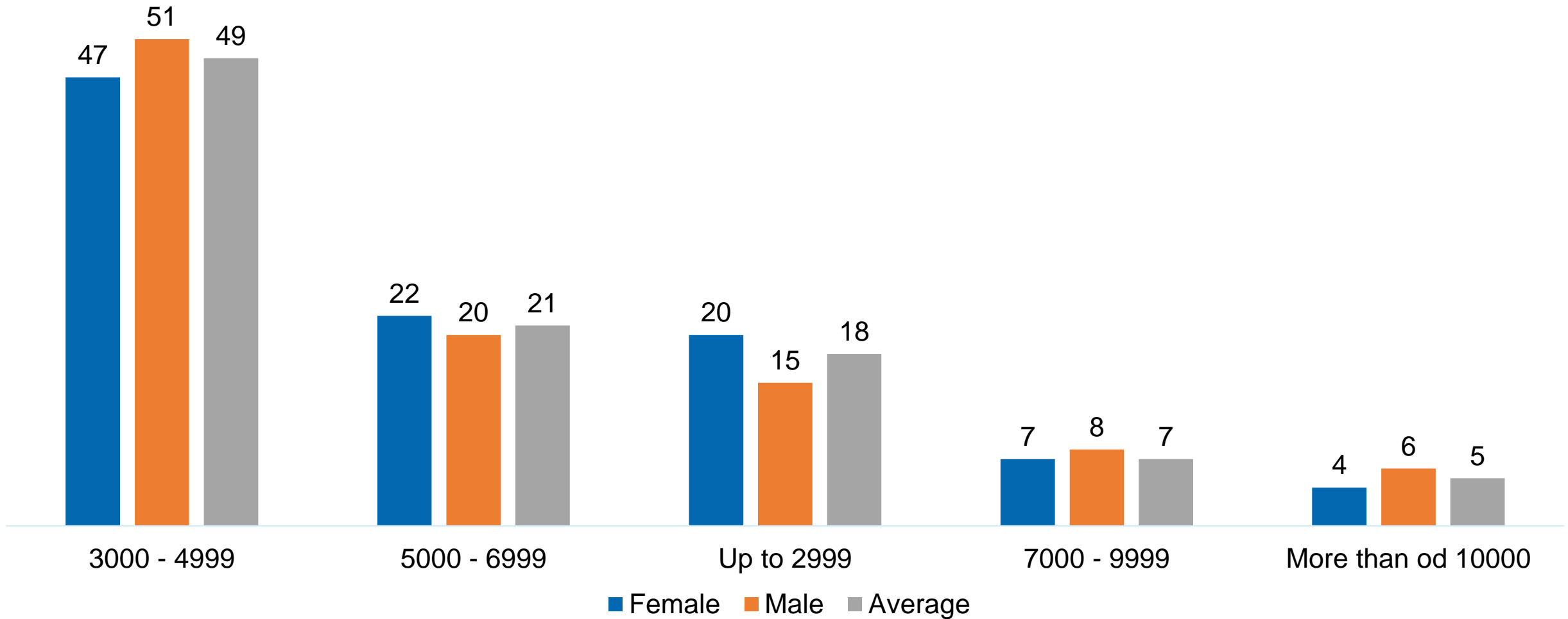


On average, respondents spend **4650** dinars per month for electricity.

On average, how high are your monthly utility bills (for electricity)? (in %, by region)

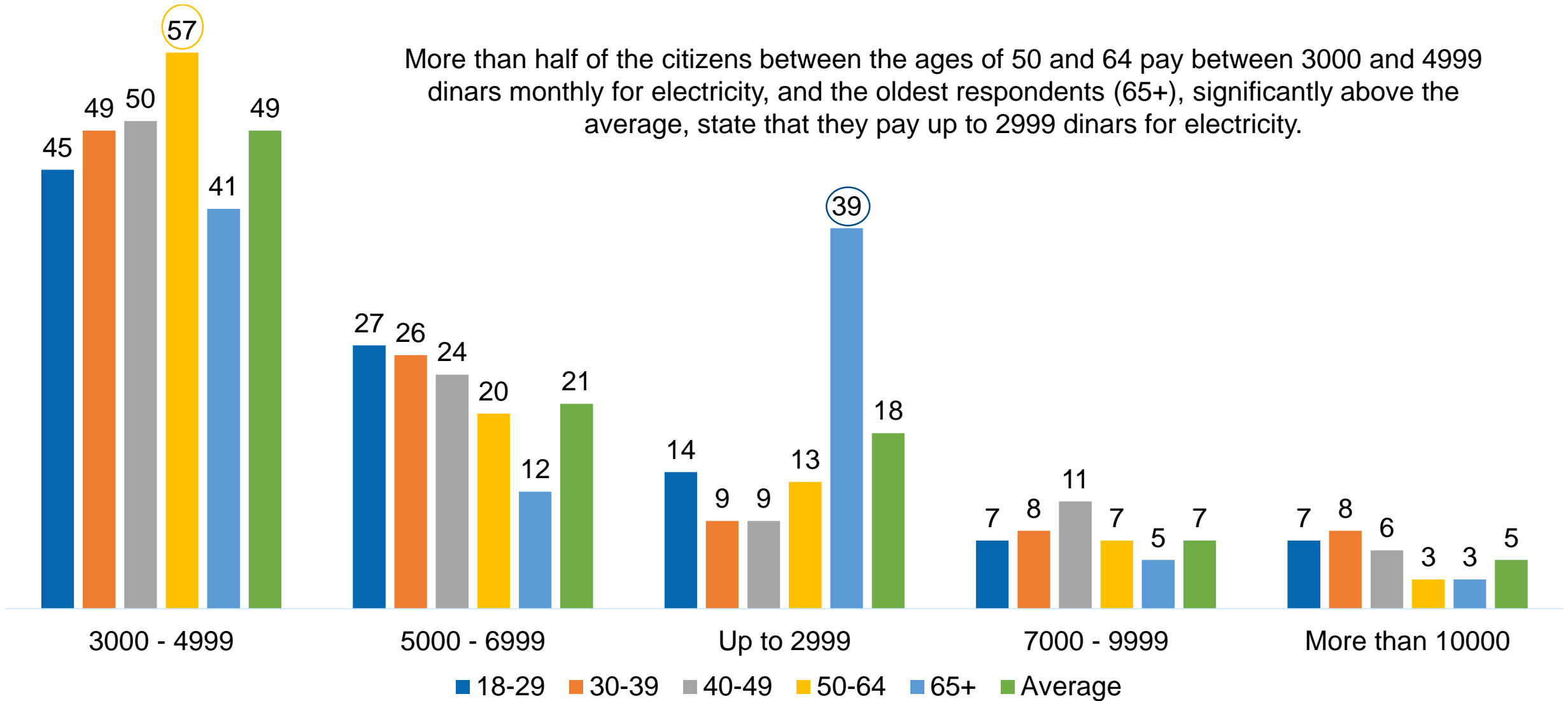


On average, how high are your monthly utility bills (for electricity)? (in %, by gender)

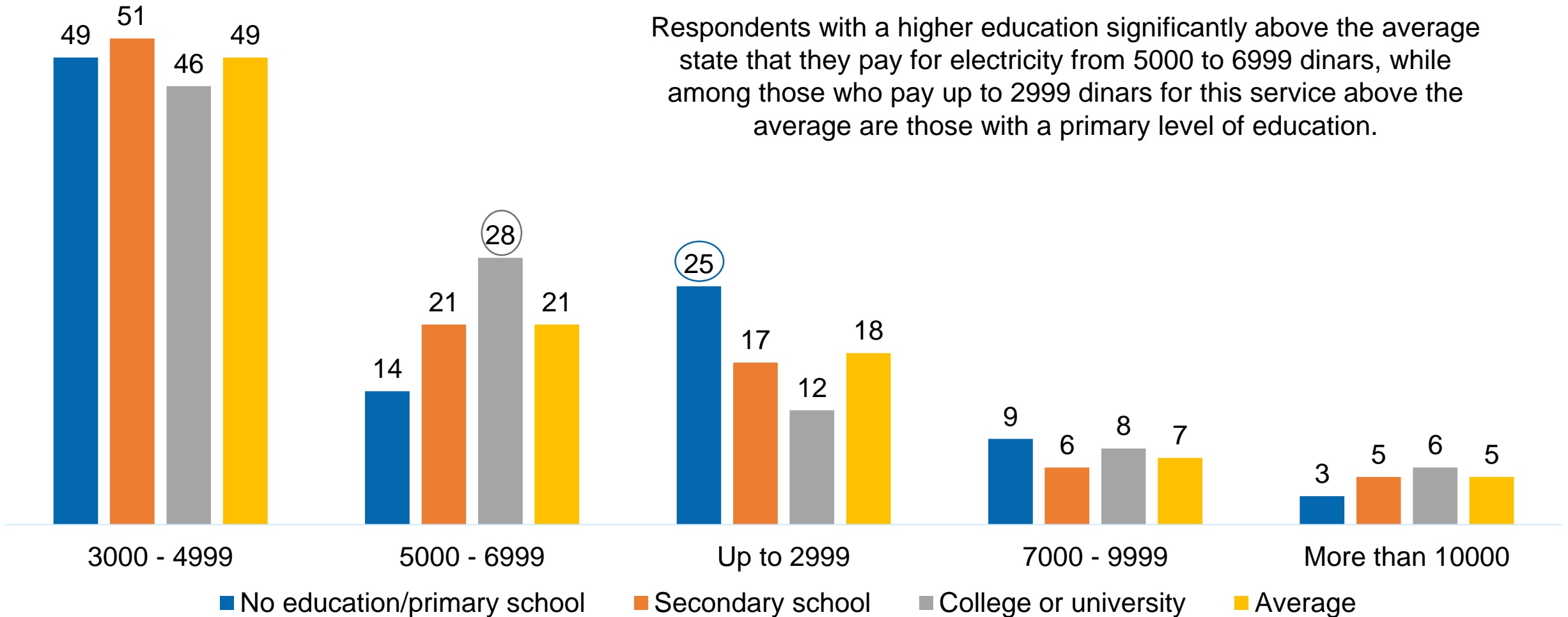


On average, how high are your monthly utility bills (for electricity)? (in %, by age)

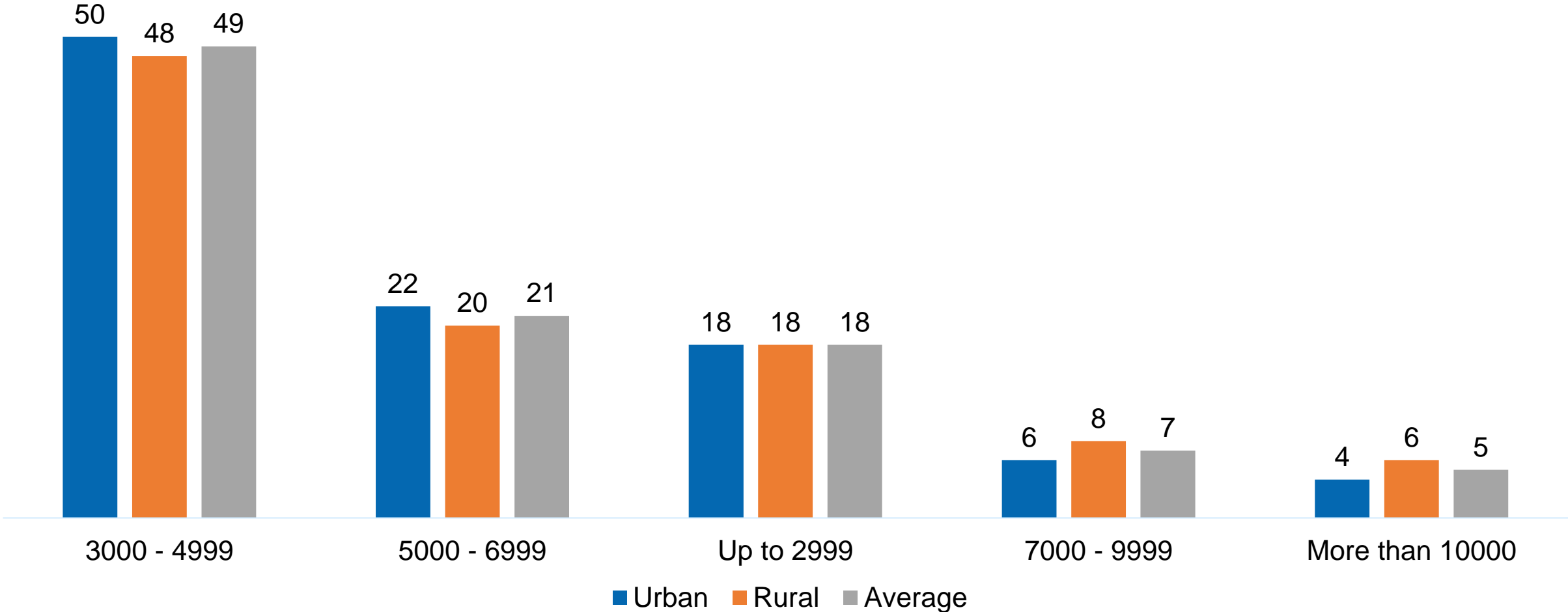
More than half of the citizens between the ages of 50 and 64 pay between 3000 and 4999 dinars monthly for electricity, and the oldest respondents (65+), significantly above the average, state that they pay up to 2999 dinars for electricity.



On average, how high are your monthly utility bills (for electricity)? (in %, by education)

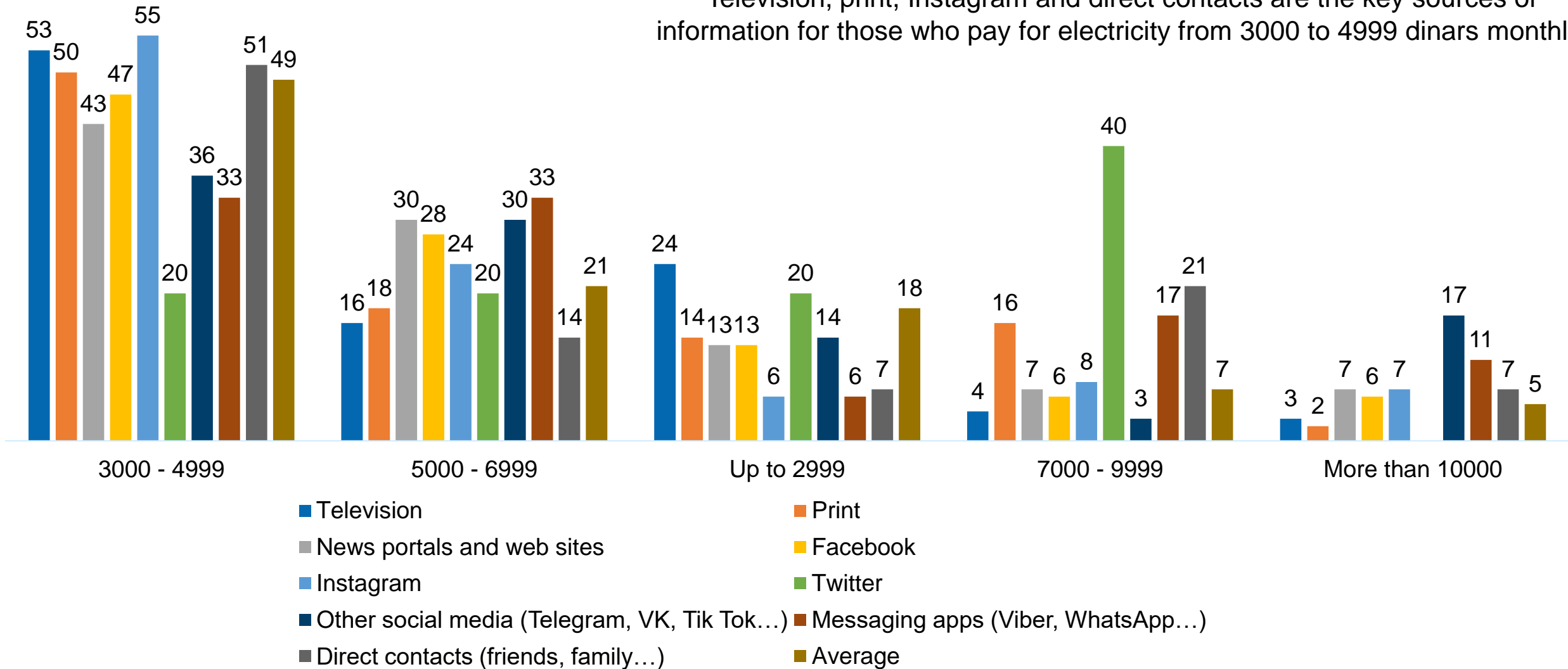


On average, how high are your monthly utility bills (for electricity)? (in %, by place of residence)



On average, how high are your monthly utility bills (for electricity)? (in %, by news access)

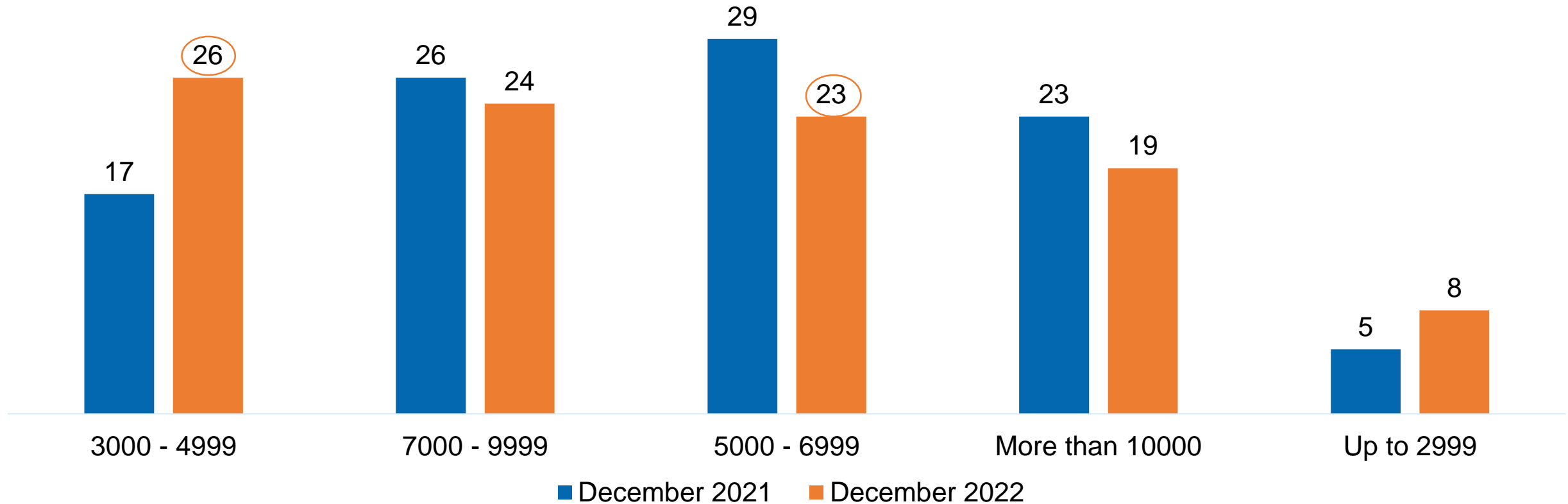
Television, print, Instagram and direct contacts are the key sources of information for those who pay for electricity from 3000 to 4999 dinars monthly.



On average, how high are your monthly utility bills (for heating)? (in %)

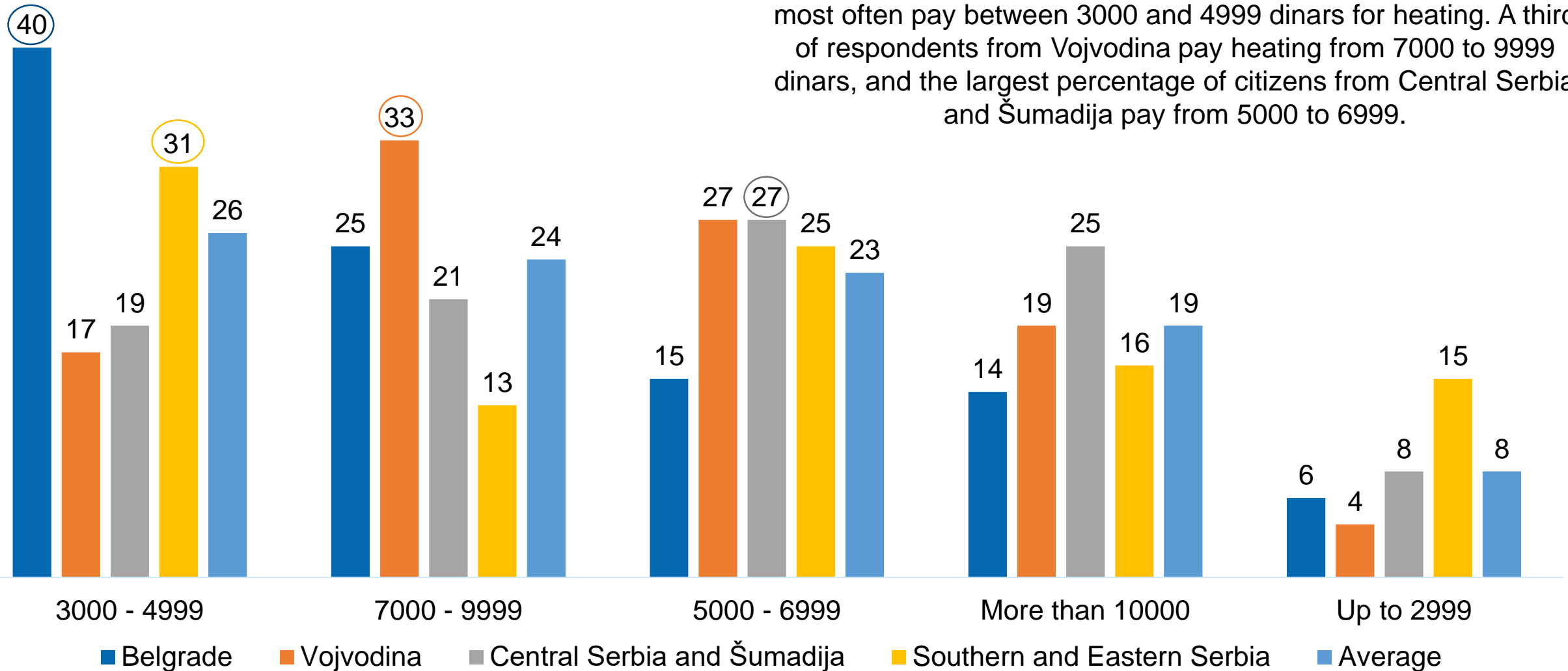
Compared to last year, the number of respondents who pay for heating from 5000 to 6999 dinars decreased, and the number of respondents who pay for heating from 3000 to 4999 dinars increased by 9 percentage points.

The average price of heating per household in Serbia is **7220** dinars.

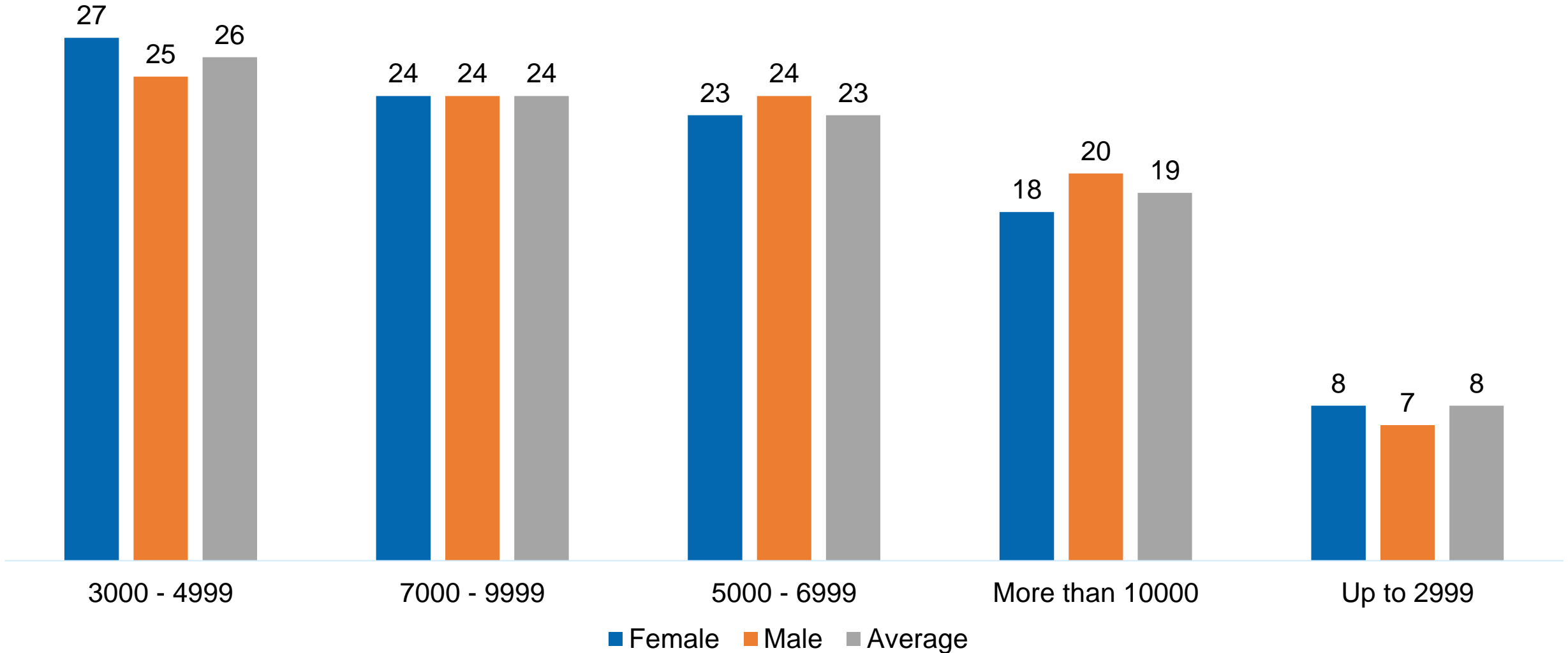


On average, how high are your monthly utility bills (for heating)? (in %, by region)

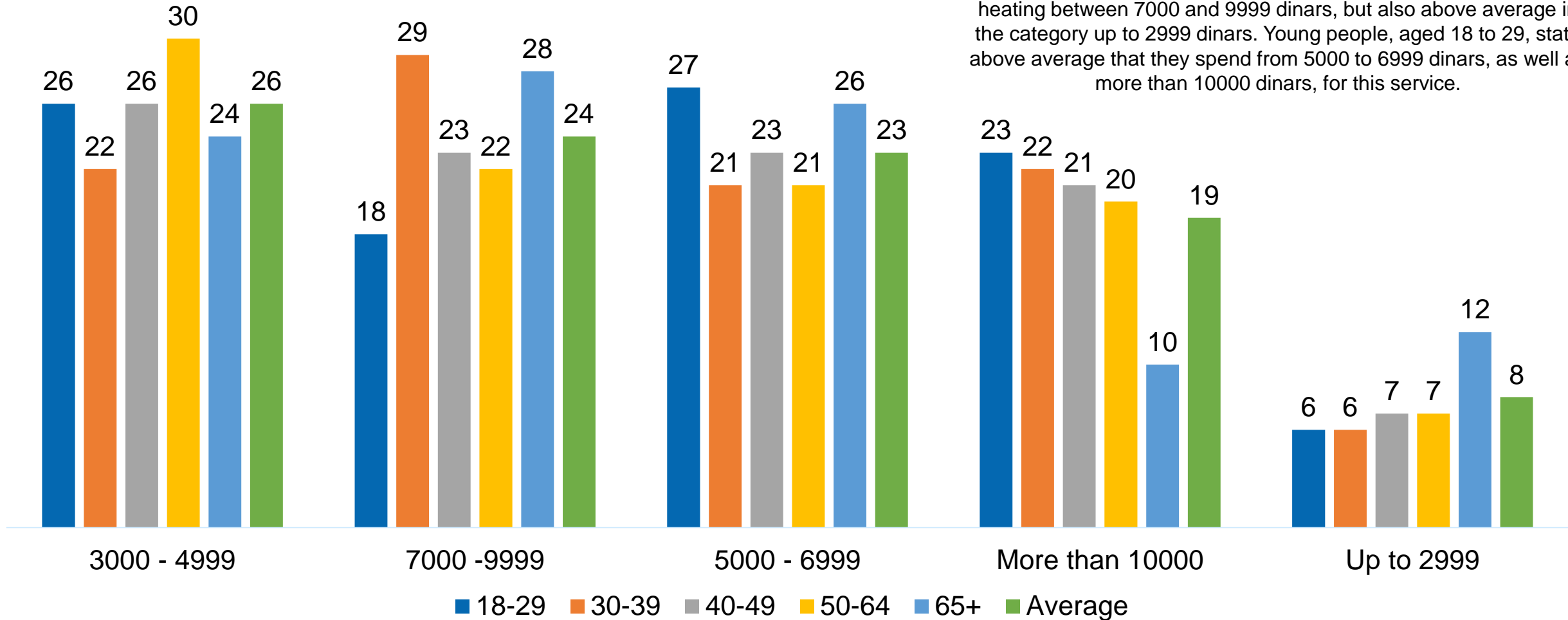
Respondents from Belgrade and Southern and Eastern Serbia most often pay between 3000 and 4999 dinars for heating. A third of respondents from Vojvodina pay heating from 7000 to 9999 dinars, and the largest percentage of citizens from Central Serbia and Šumadija pay from 5000 to 6999.



On average, how high are your monthly utility bills (for heating)? (in %, by gender)



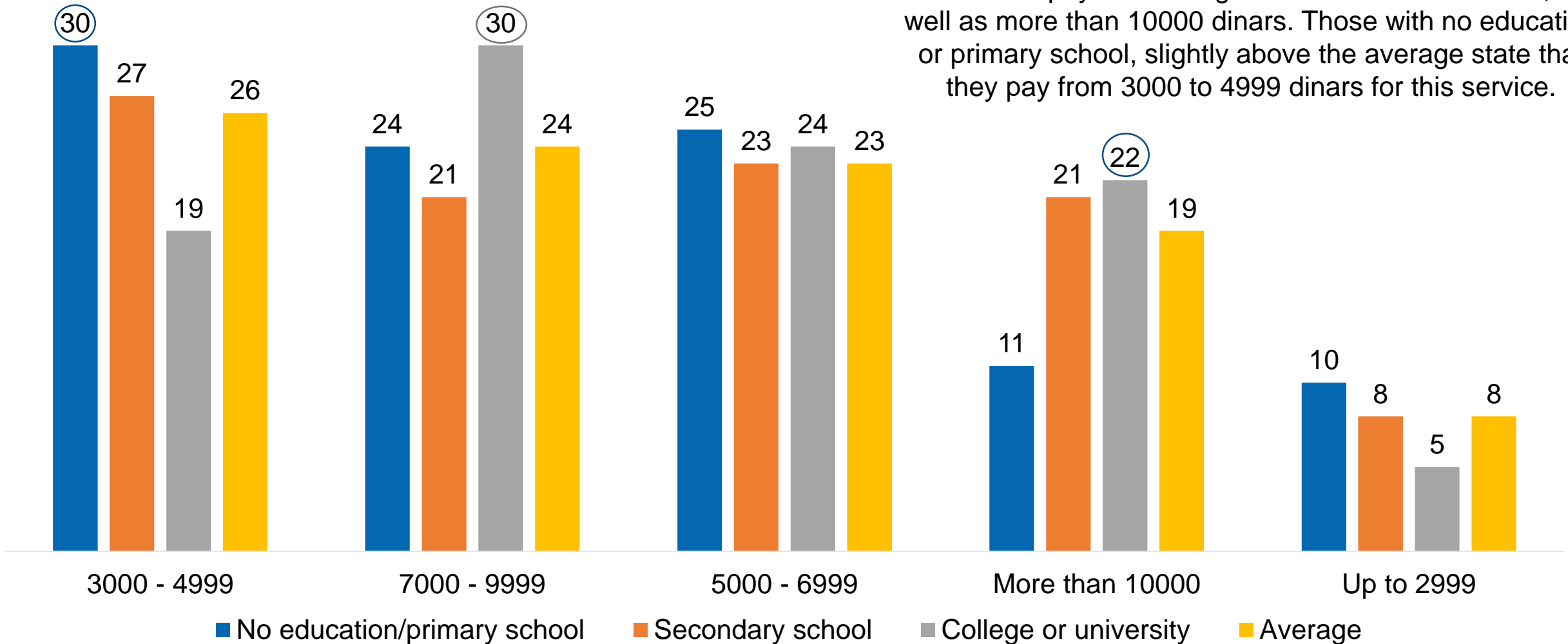
On average, how high are your monthly utility bills (for heating)? (in %, by age)



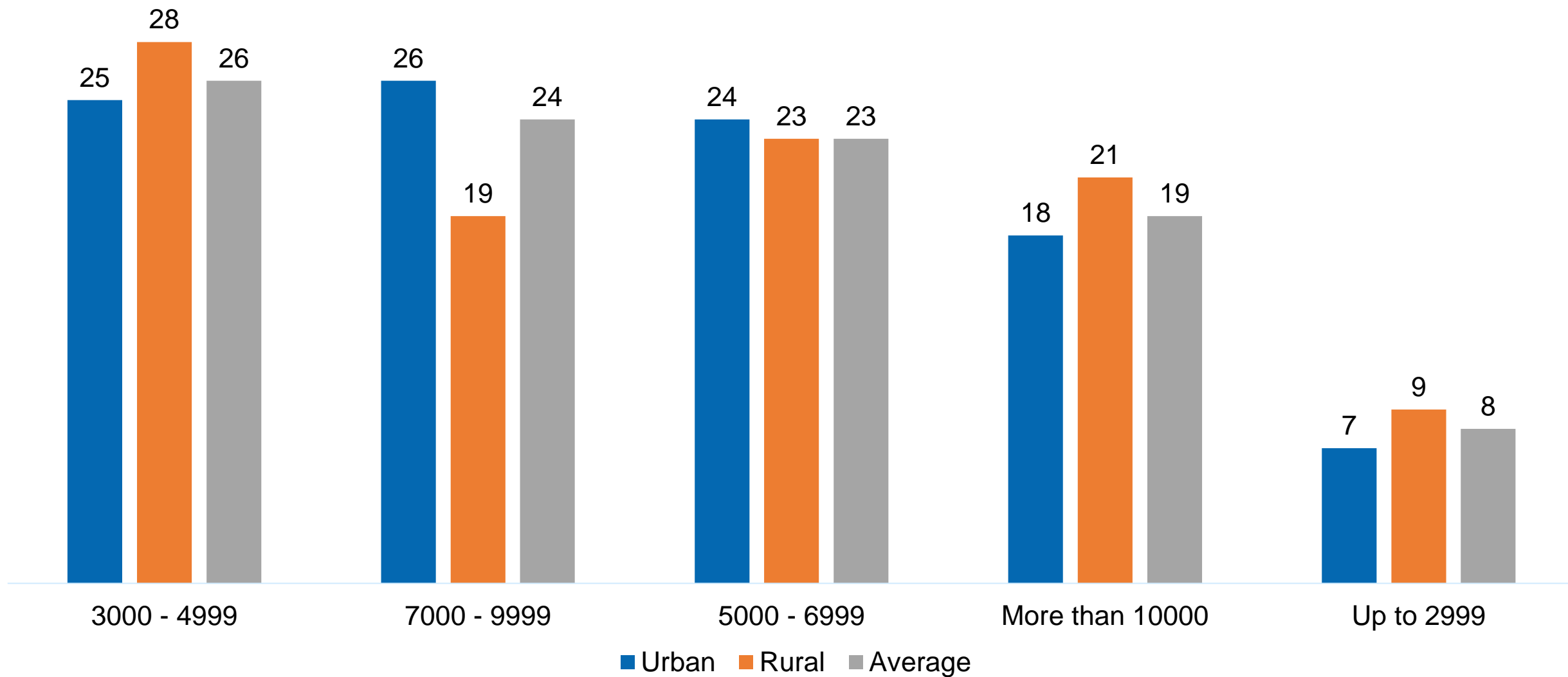
In the category of those who pay between 3000 and 4999 dinars for heating, respondents aged 50 to 64 stand out above the average, while the largest number of the oldest, over 65 years, pay for heating between 7000 and 9999 dinars, but also above average in the category up to 2999 dinars. Young people, aged 18 to 29, state above average that they spend from 5000 to 6999 dinars, as well as more than 10000 dinars, for this service.

On average, how high are your monthly utility bills (for heating)? (in %, by education)

Highly educated citizens stand out above average among those who pay for heating from 7000 to 9999 dinars, as well as more than 10000 dinars. Those with no education or primary school, slightly above the average state that they pay from 3000 to 4999 dinars for this service.



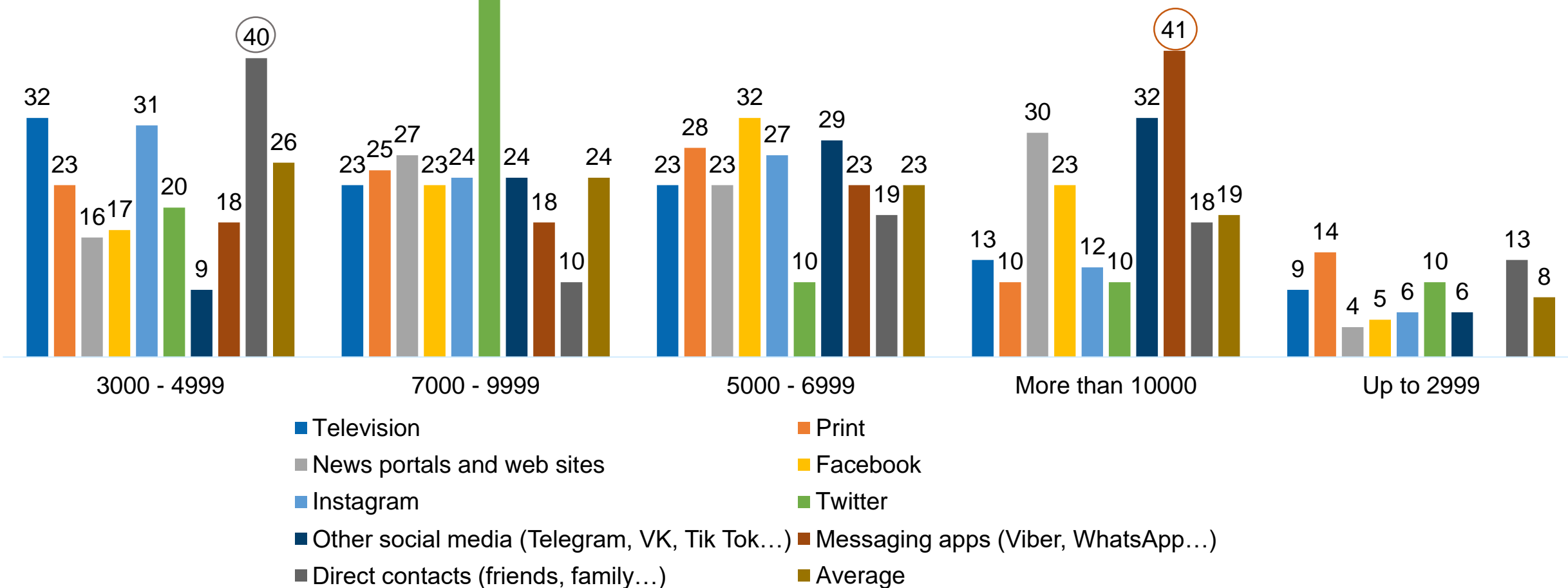
On average, how high are your monthly utility bills (for heating)? (in %, by place of residence)



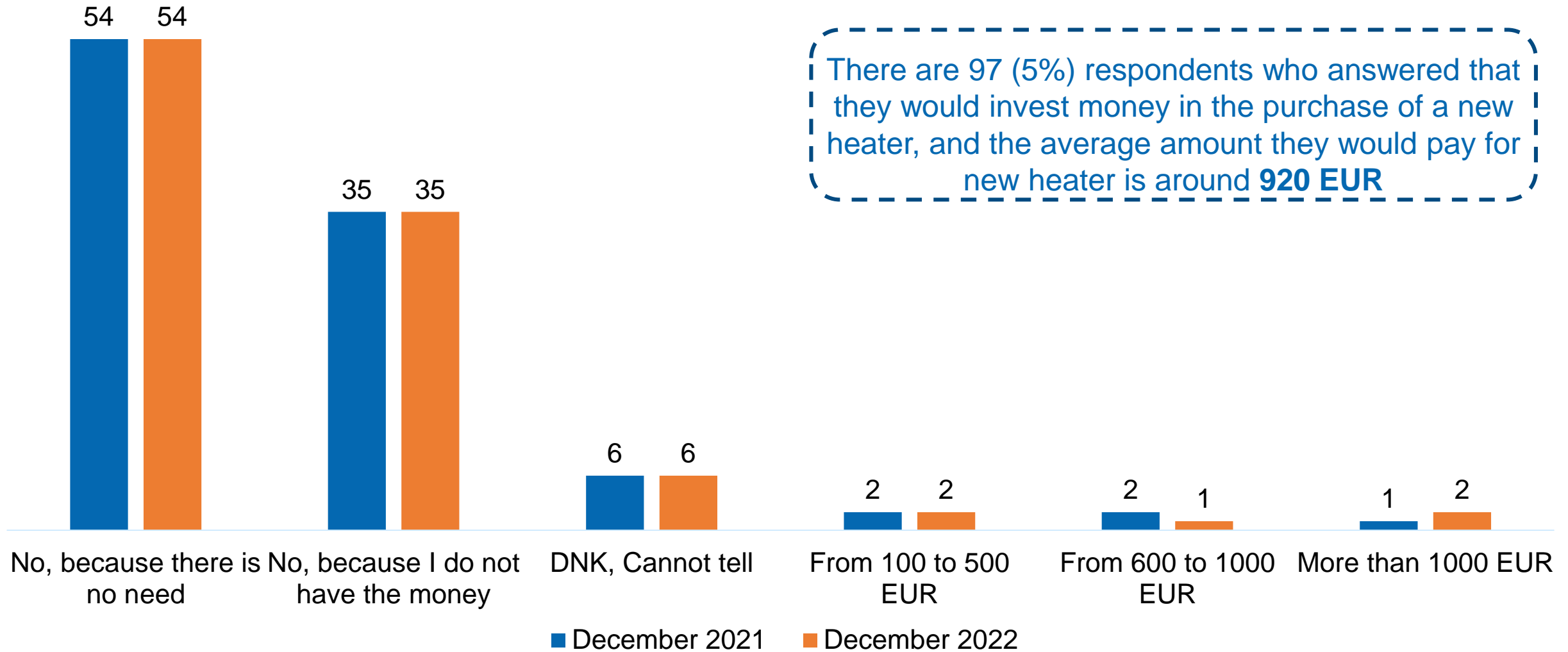
On average, how high are your monthly utility bills (for heating)? (in %, by news access)



For those who pay more than 10000 dinars for heating, the dominant source of information are communication applications, and for those who pay for heating from 3000 to 4999, personal contacts stand out above the average as a key source of information.

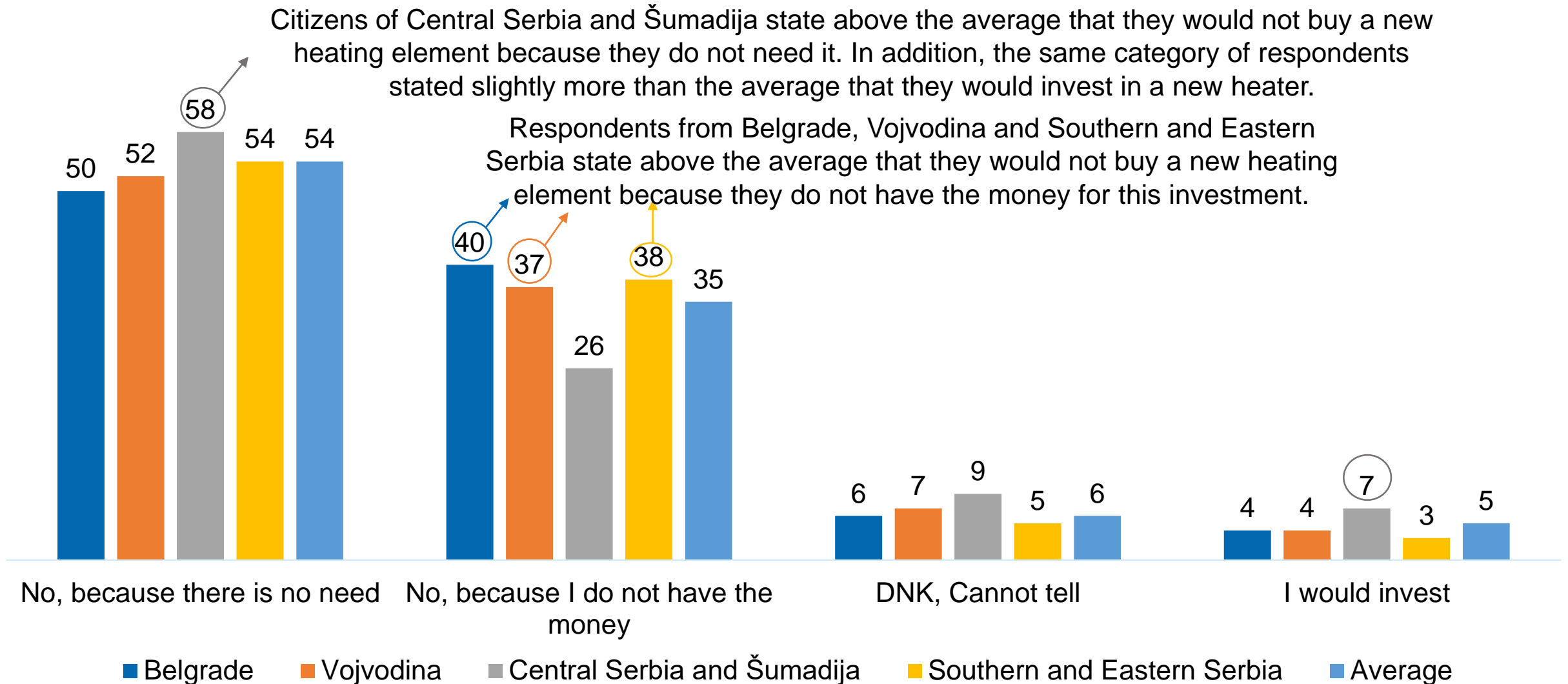


Would you invest in a new heater, and, if so, how much? (in %)

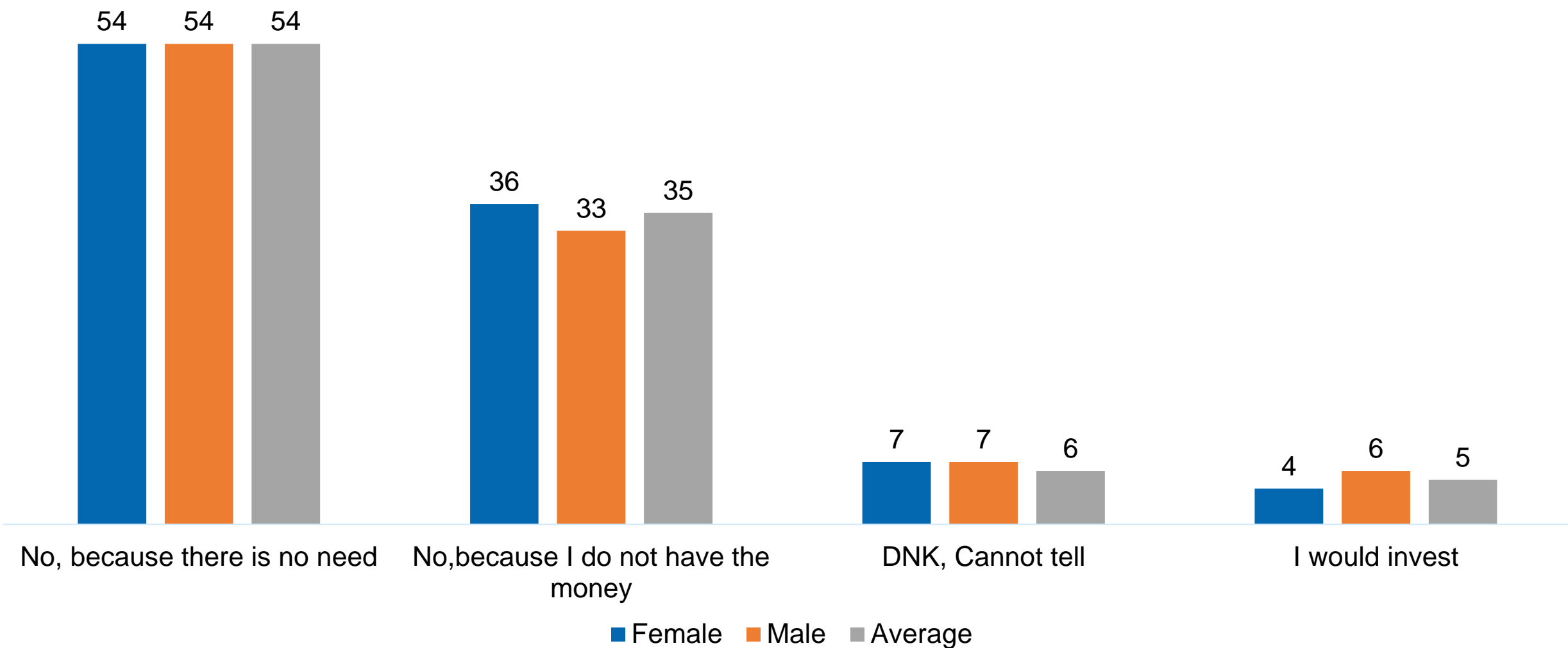


There are 97 (5%) respondents who answered that they would invest money in the purchase of a new heater, and the average amount they would pay for new heater is around **920 EUR**

Would you invest in a new heater, and, if so, how much? (in %, by region)



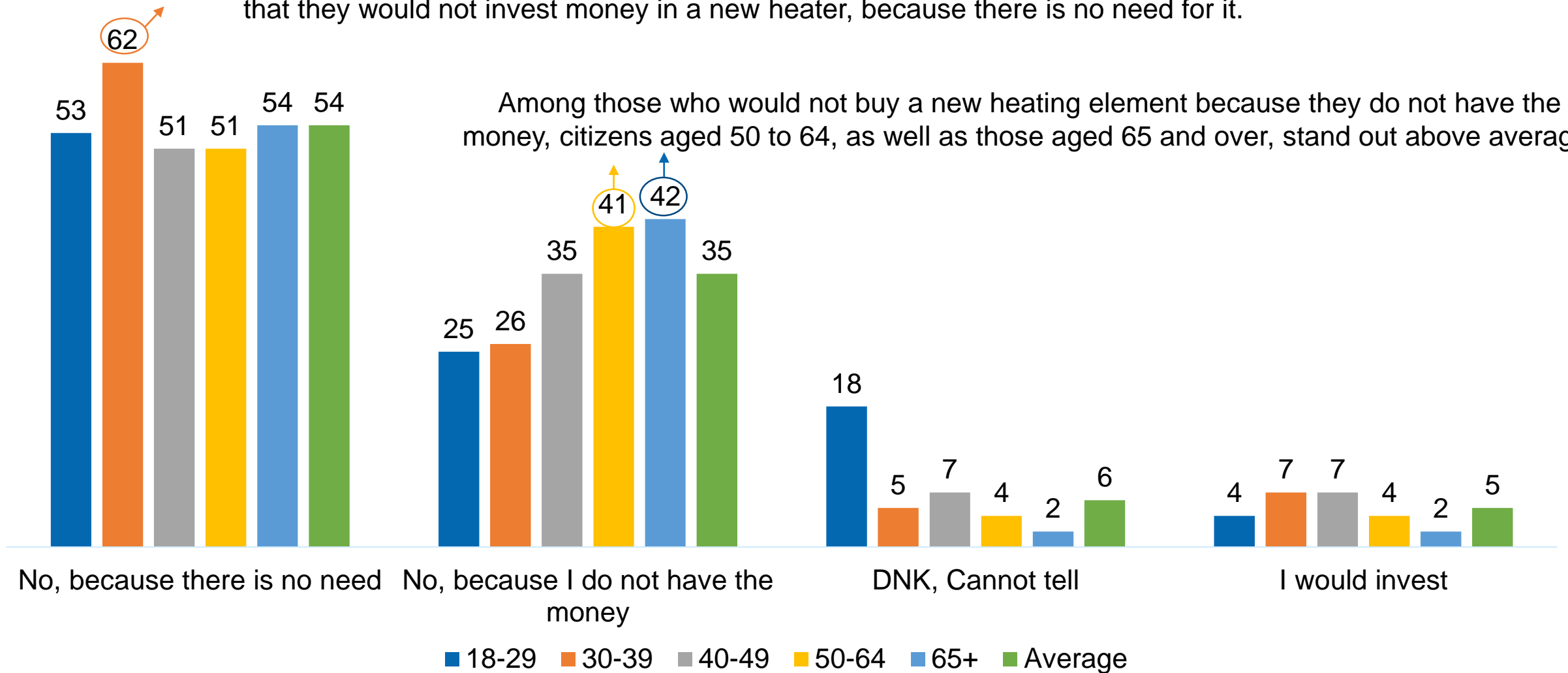
Would you invest in a new heater, and, if so, how much? (in %, by age)



Would you invest in a new heater, and, if so, how much? (in %, by age)

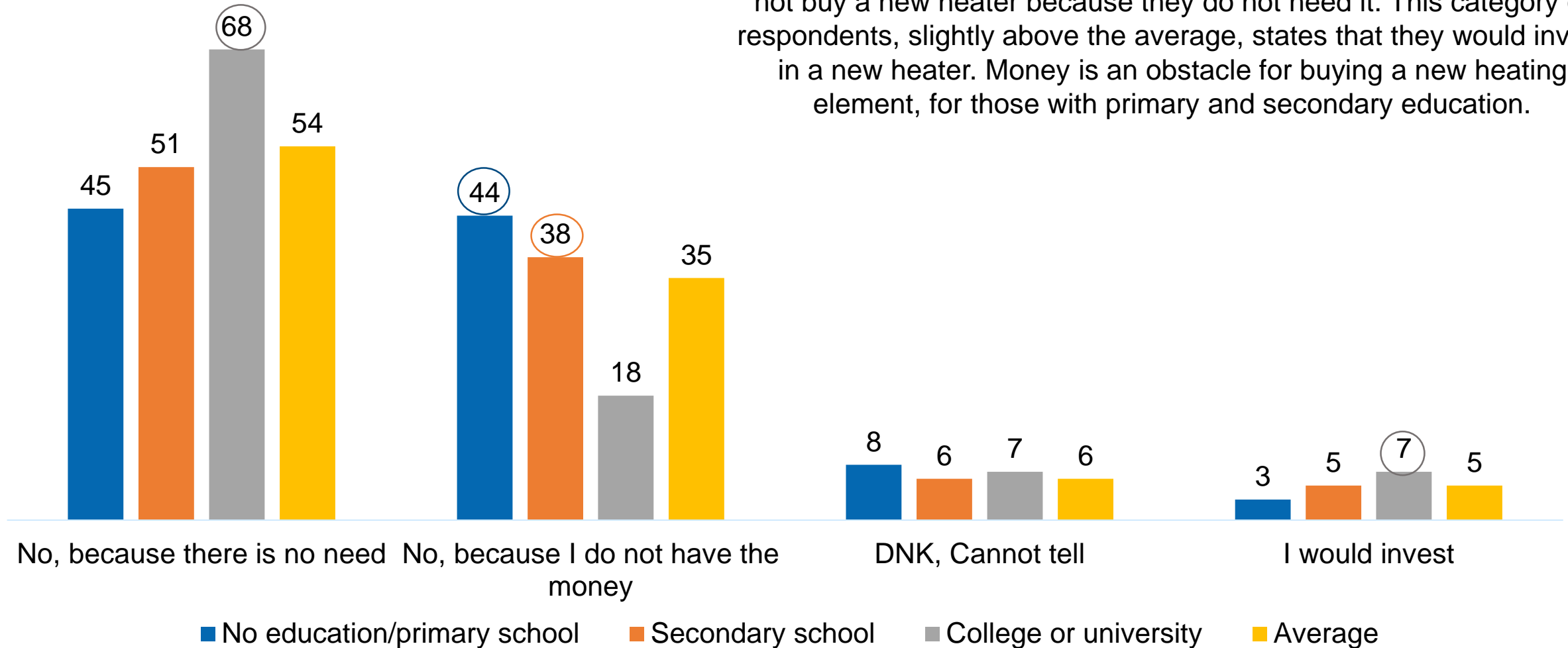
The majority and above-average age category of respondents from 30 to 39 years old, states that they would not invest money in a new heater, because there is no need for it.

Among those who would not buy a new heating element because they do not have the money, citizens aged 50 to 64, as well as those aged 65 and over, stand out above average.

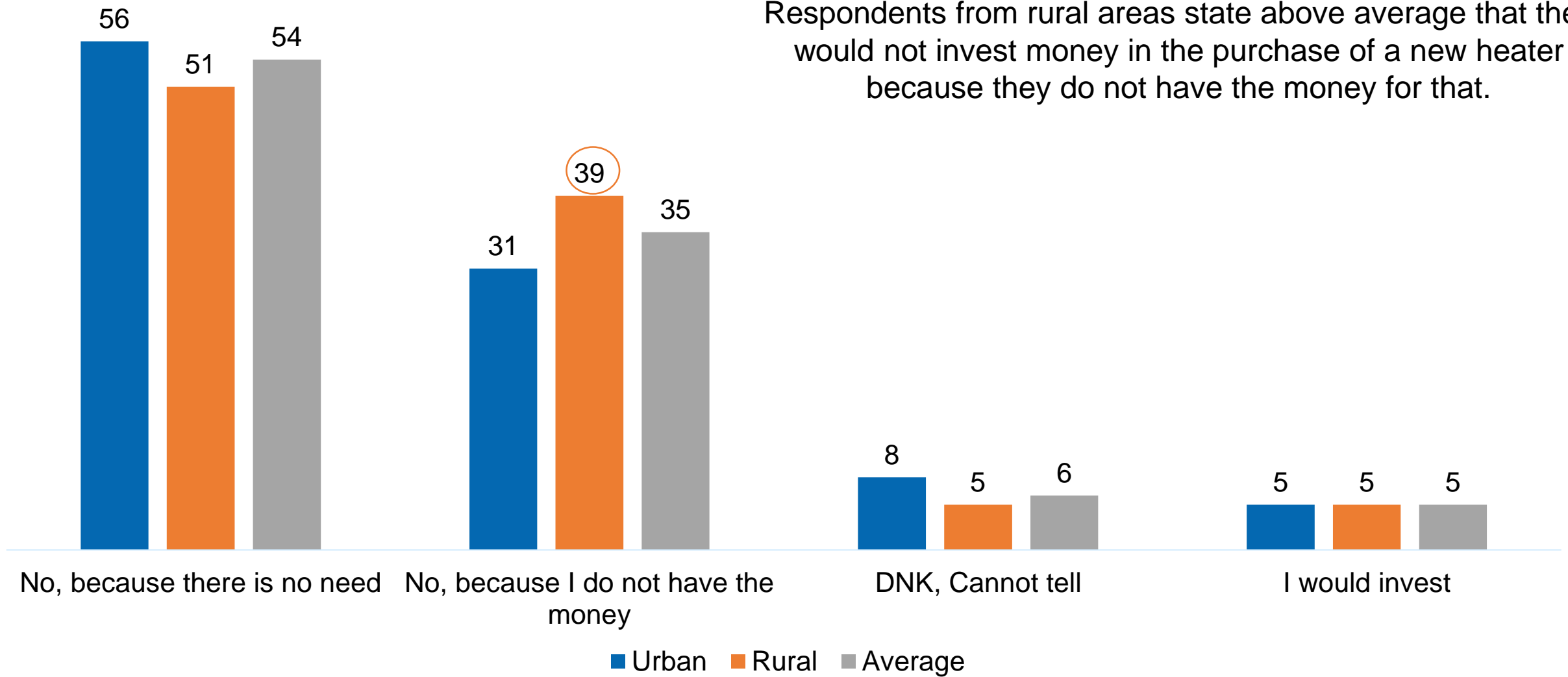


Would you invest in a new heater, and, if so, how much? (in %, by education)

The highly educated respondents state above average that they would not buy a new heater because they do not need it. This category of respondents, slightly above the average, states that they would invest in a new heater. Money is an obstacle for buying a new heating element, for those with primary and secondary education.

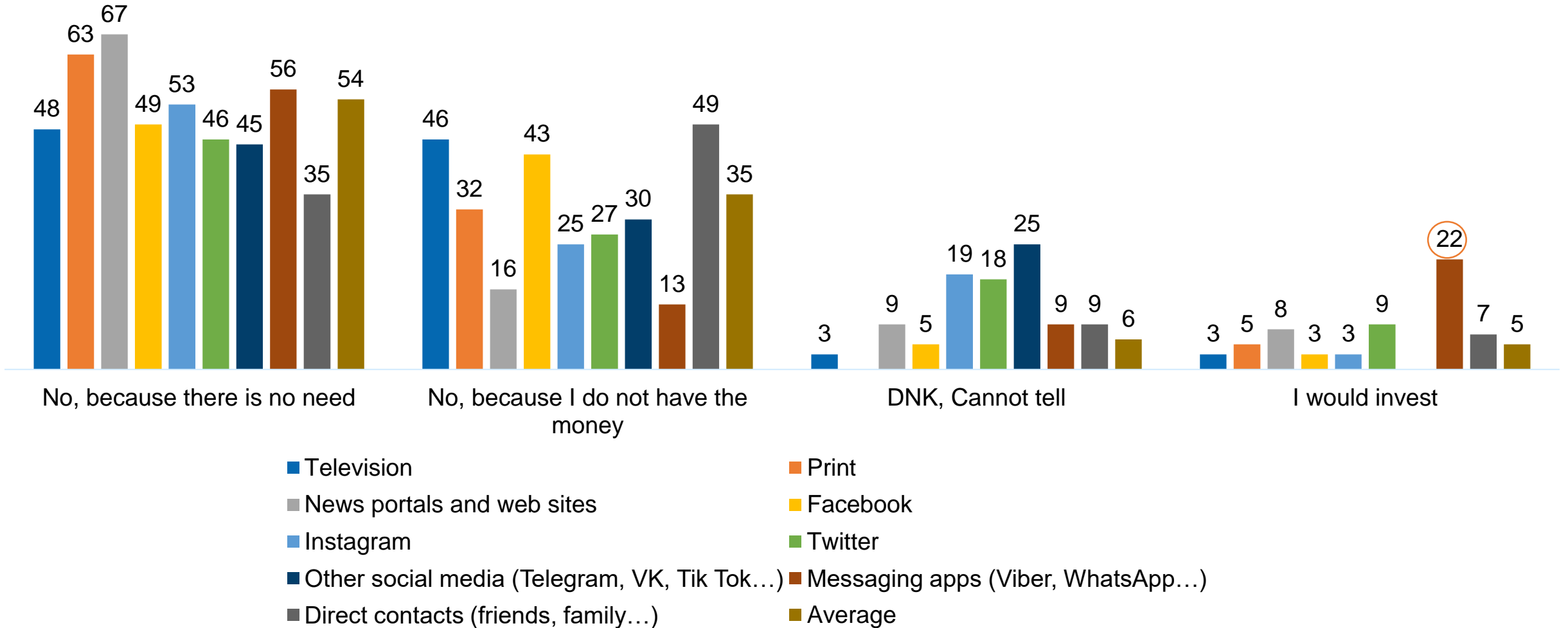


Would you invest in a new heater, and, if so, how much? (in %, by place of residence)



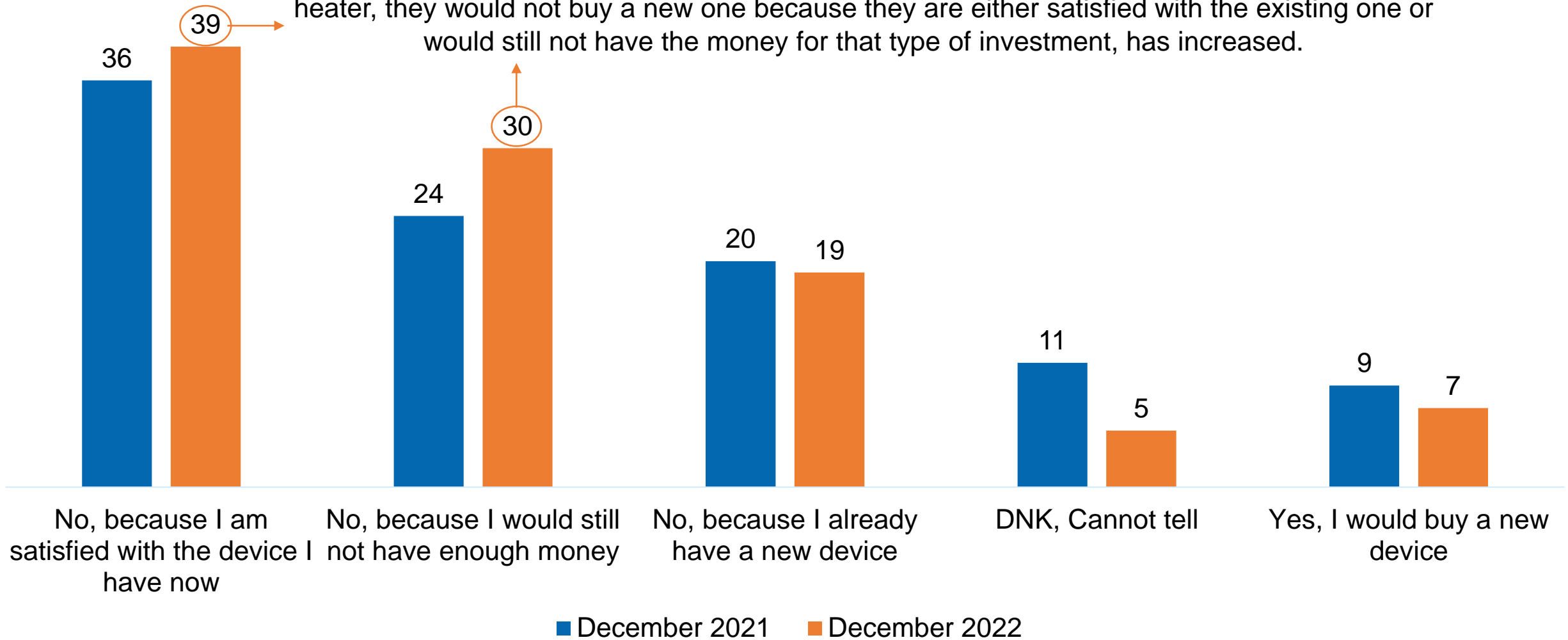
Respondents from rural areas state above average that they would not invest money in the purchase of a new heater because they do not have the money for that.

Would you invest in a new heater, and, if so, how much? (in %, by news access)

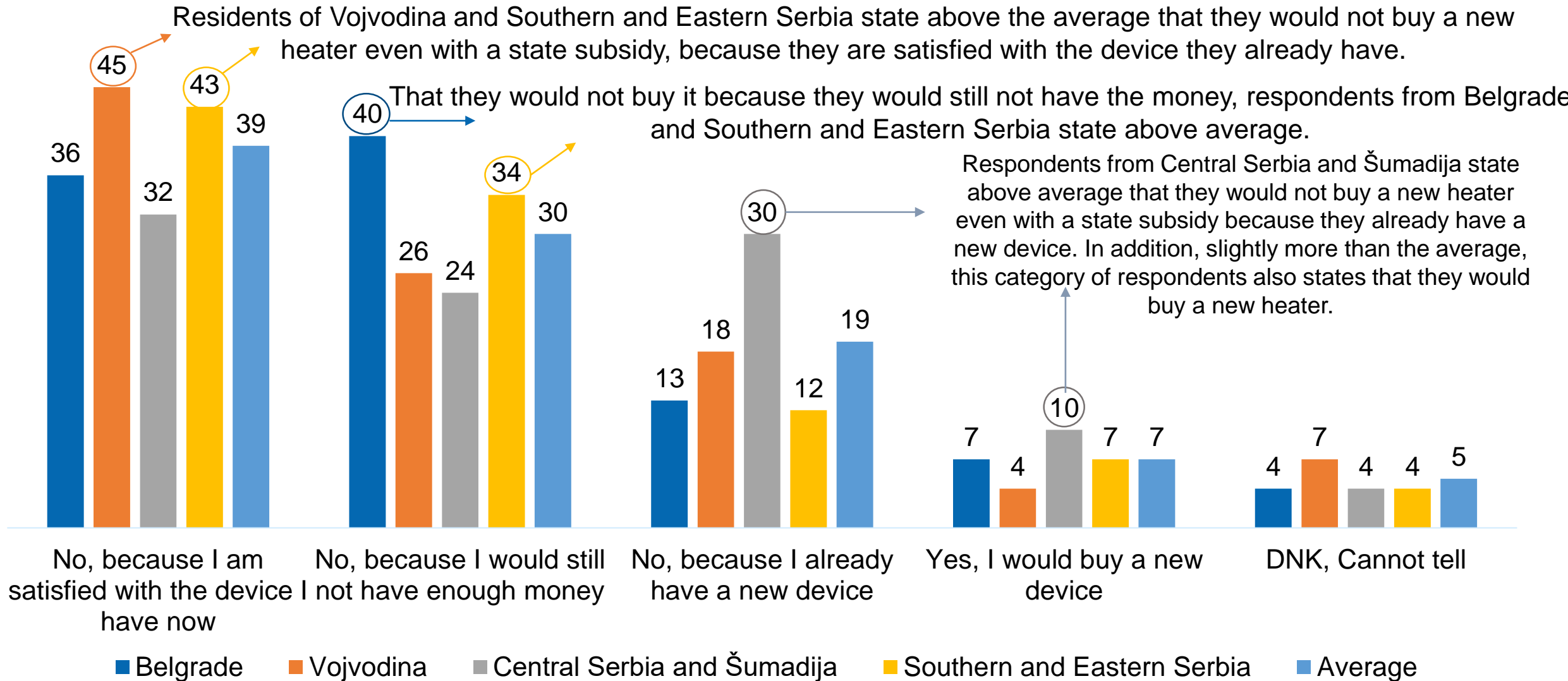


And, if the government subsidised 30% of the cost of the new heater for your home, would you then be prepared to buy a new, more modern device? (in %)

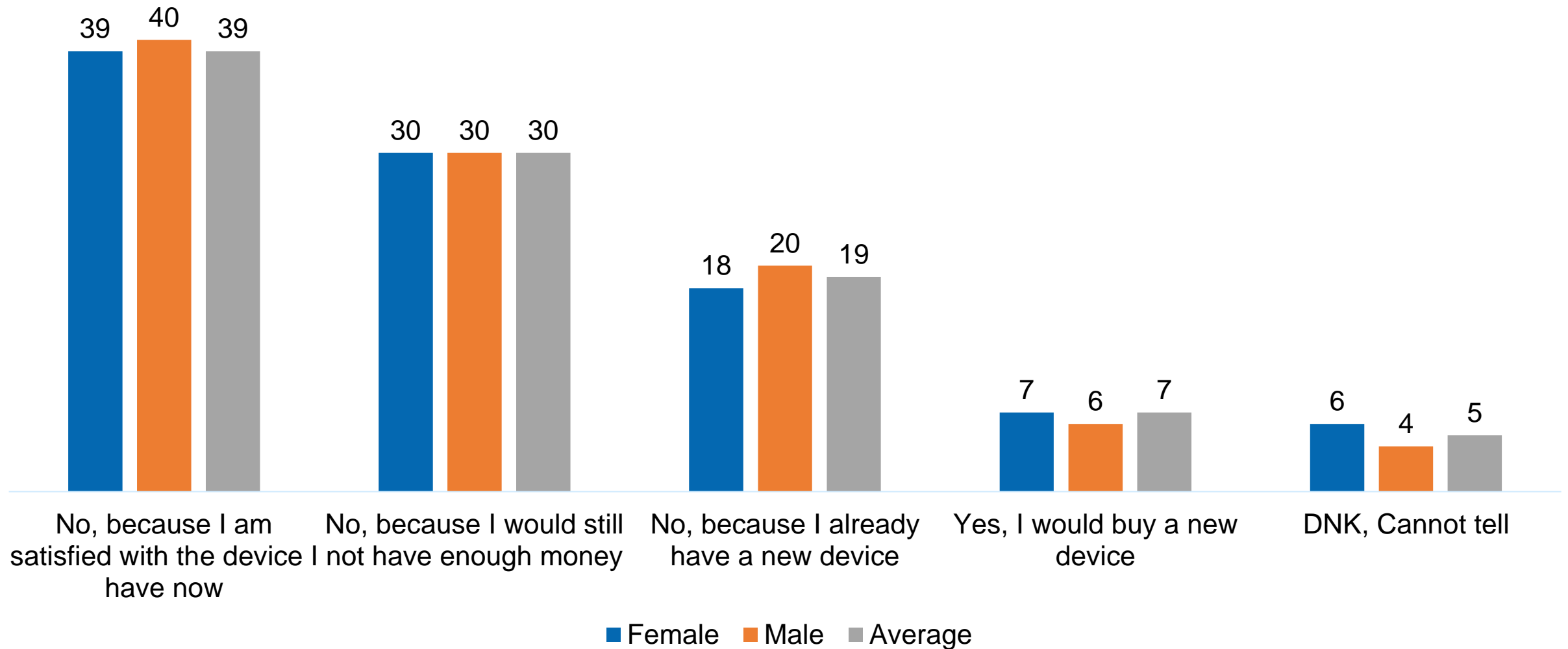
The percentage of respondents who stated that even with a subsidy for the purchase of a new heater, they would not buy a new one because they are either satisfied with the existing one or would still not have the money for that type of investment, has increased.



And, if the government subsidised 30% of the cost of the new heater for your home, would you then be prepared to buy a new, more modern device? (in %, by region)

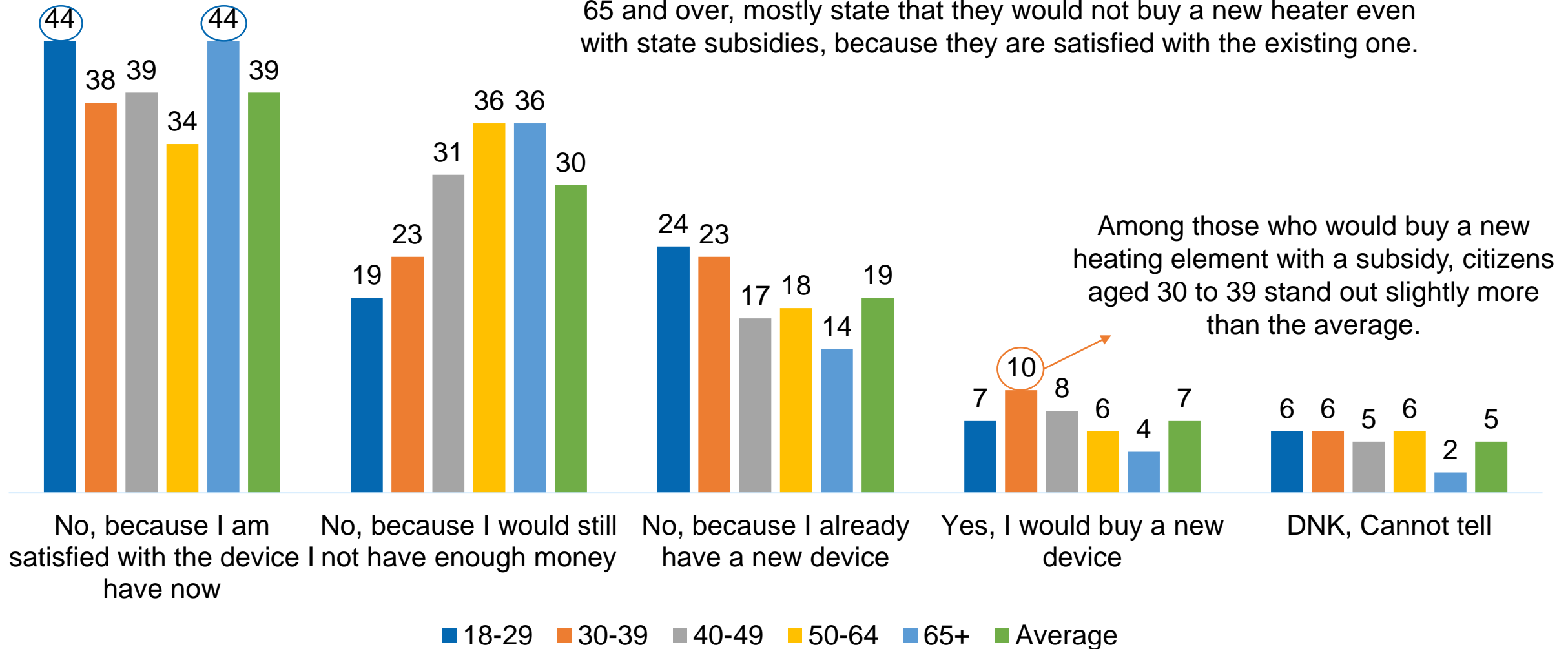


And, if the government subsidised 30% of the cost of the new heater for your home, would you then be prepared to buy a new, more modern device? (in %, by gender)

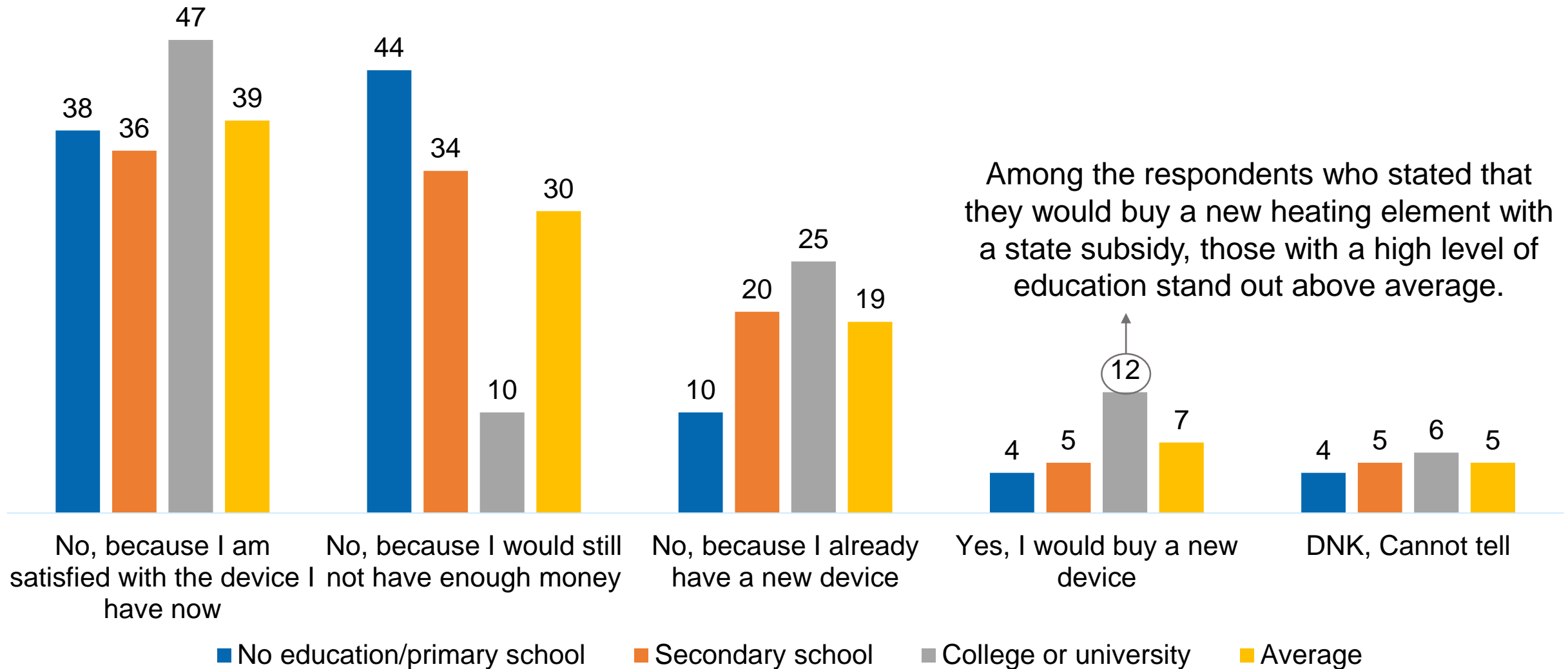


And, if the government subsidised 30% of the cost of the new heater for your home, would you then be prepared to buy a new, more modern device? (in %, by age)

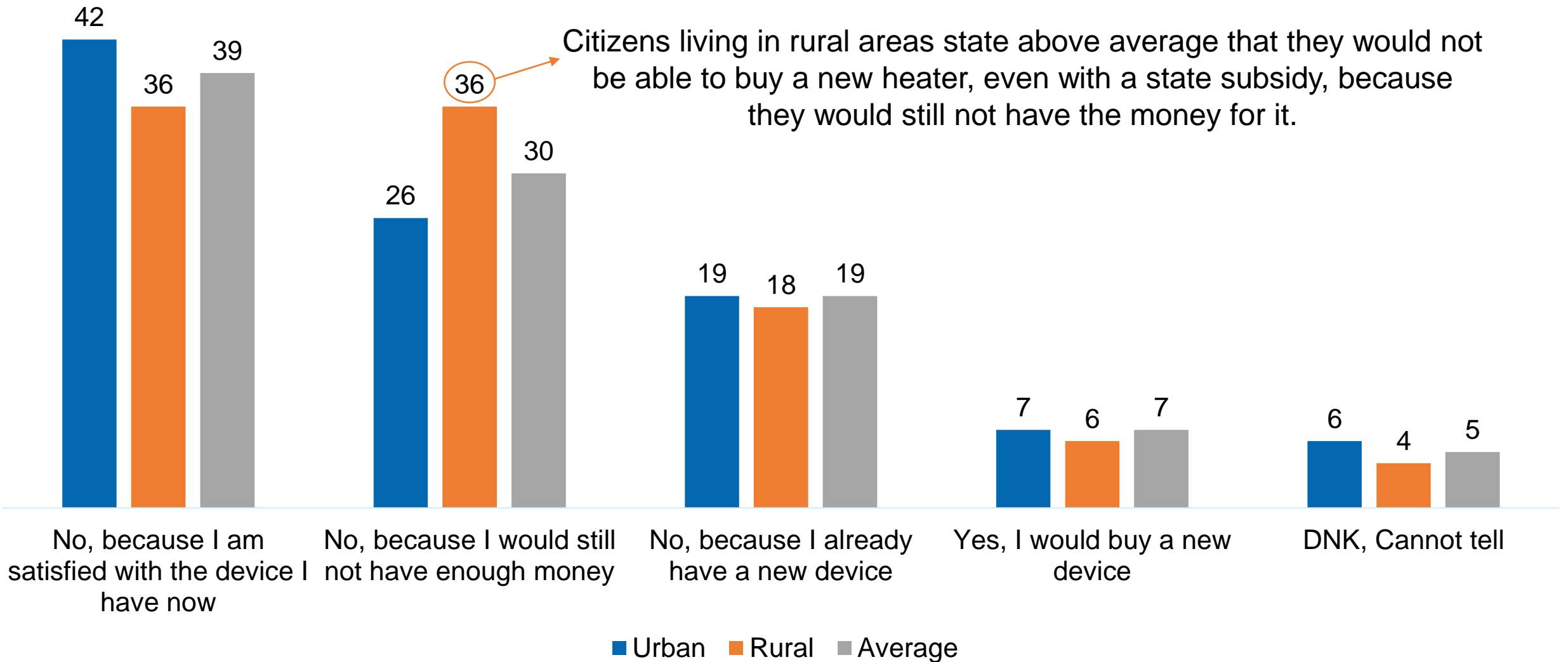
The youngest respondents, aged 18 to 29, as well as the oldest, aged 65 and over, mostly state that they would not buy a new heater even with state subsidies, because they are satisfied with the existing one.



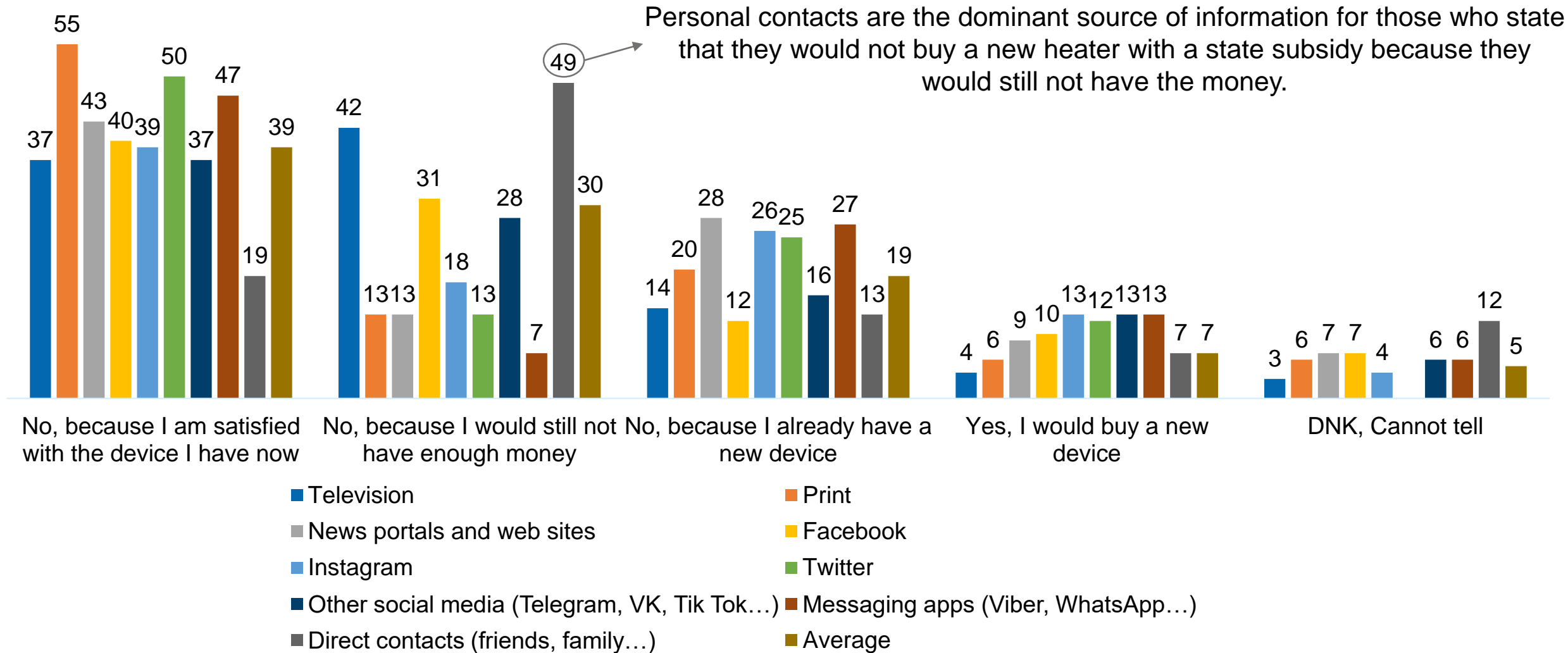
And, if the government subsidised 30% of the cost of the new heater for your home, would you then be prepared to buy a new, more modern device? (in %, by education)



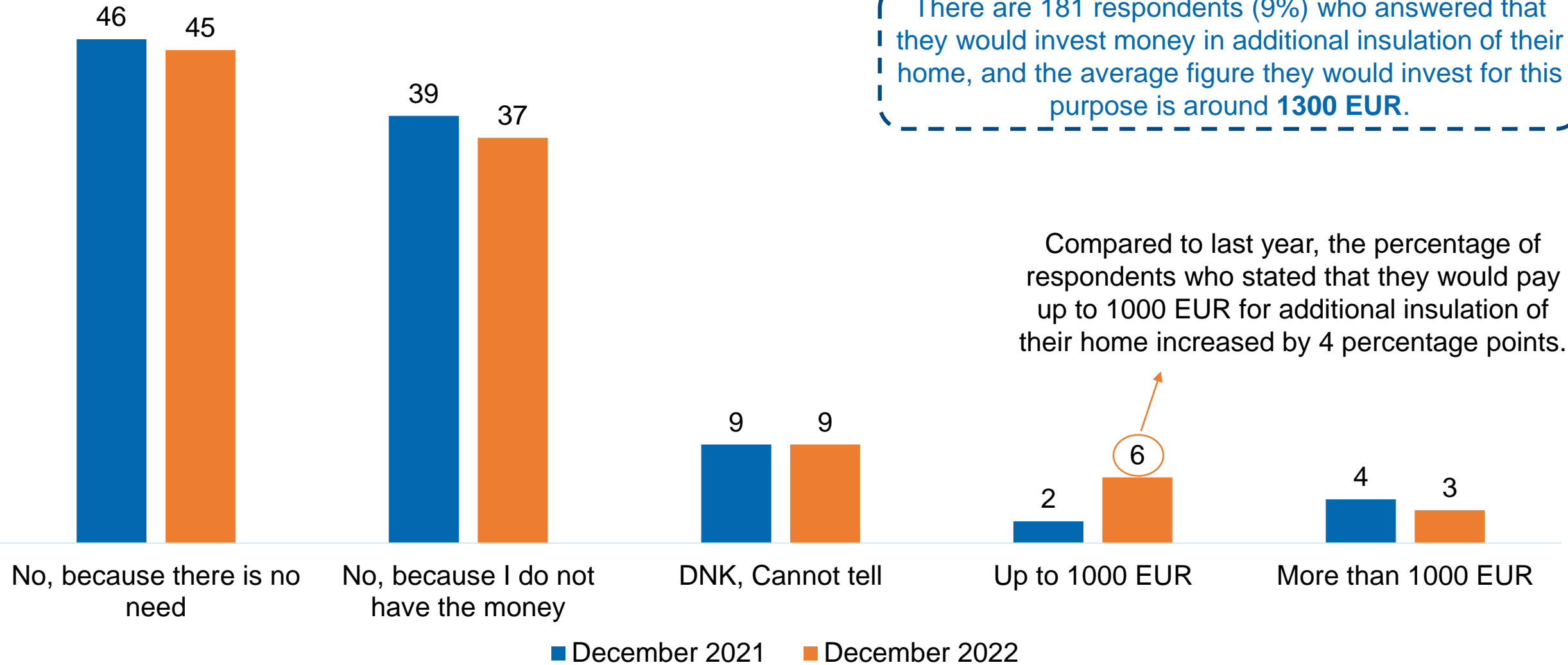
And, if the government subsidised 30% of the cost of the new heater for your home, would you then be prepared to buy a new, more modern device? (in %, by place of residence)



And, if the government subsidised 30% of the cost of the new heater for your home, would you then be prepared to buy a new, more modern device? (in %, by news access)



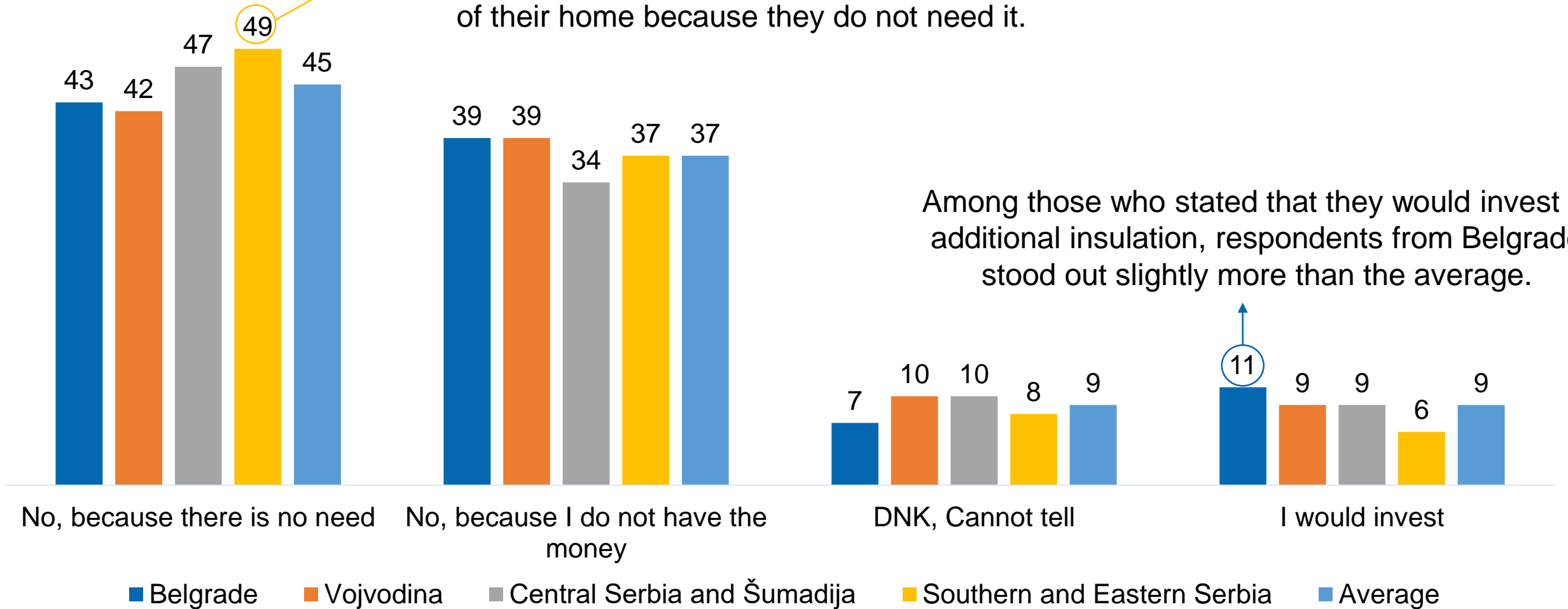
Would you invest in additional insulation for your home, and, if so, how much? (in %)



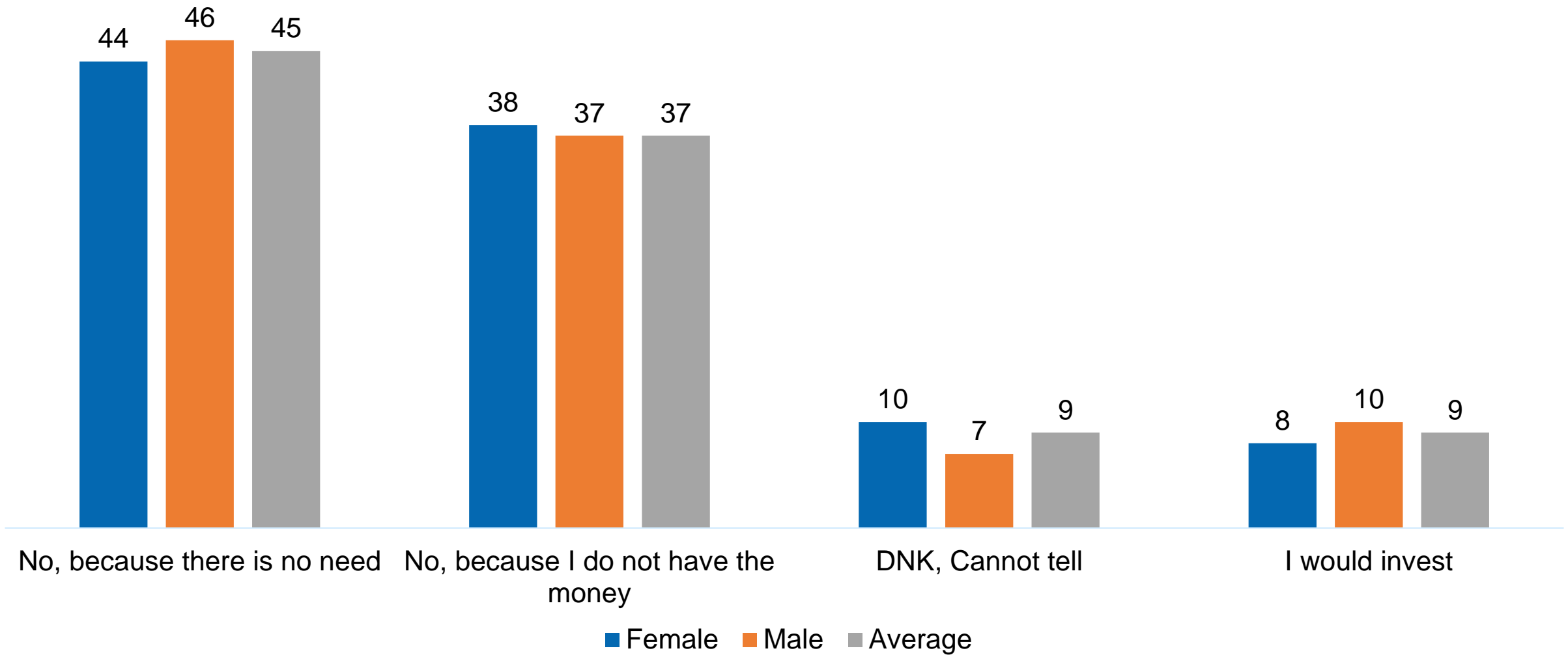
Would you invest in additional insulation for your home, and, if so, how much? (in %, by region)

Almost half of the respondents from Southern and Eastern Serbia state that they would not invest in additional insulation of their home because they do not need it.

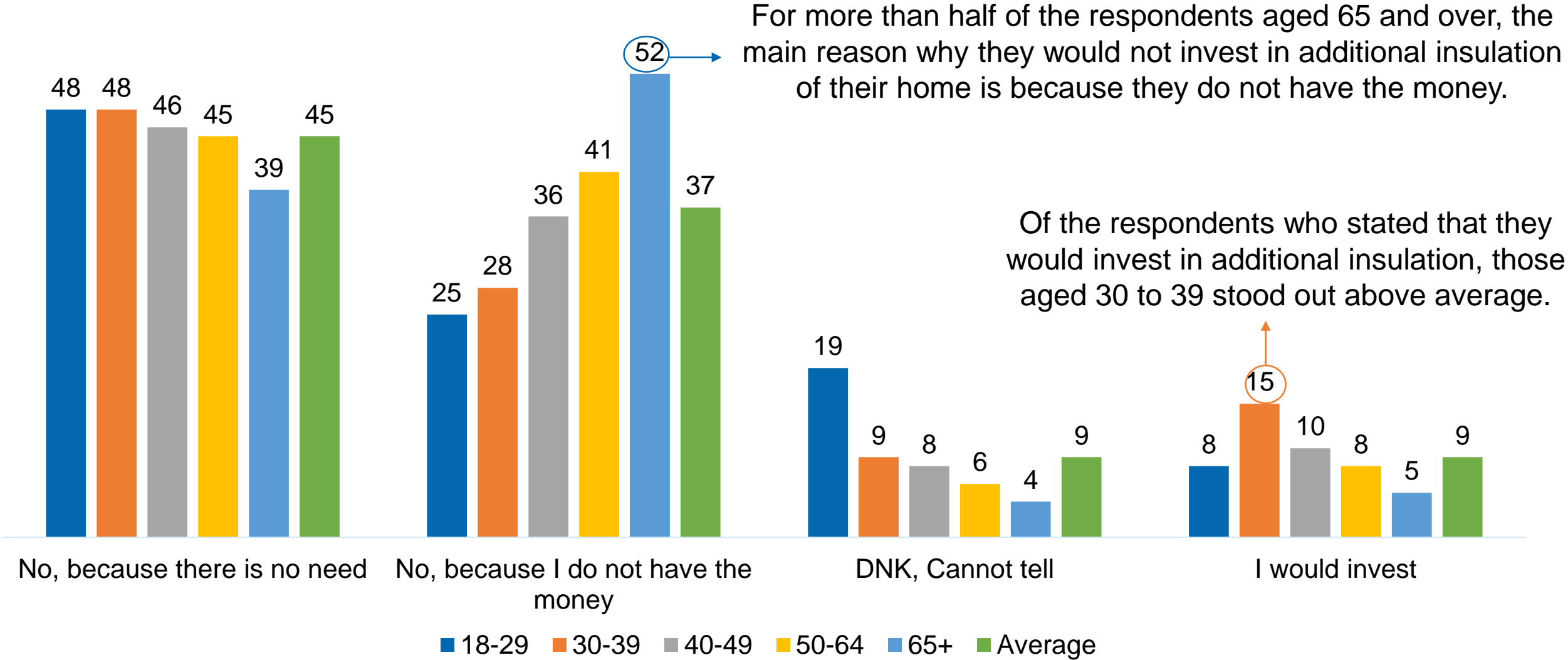
Among those who stated that they would invest in additional insulation, respondents from Belgrade stood out slightly more than the average.



Would you invest in additional insulation for your home, and, if so, how much? (in %, by gender)

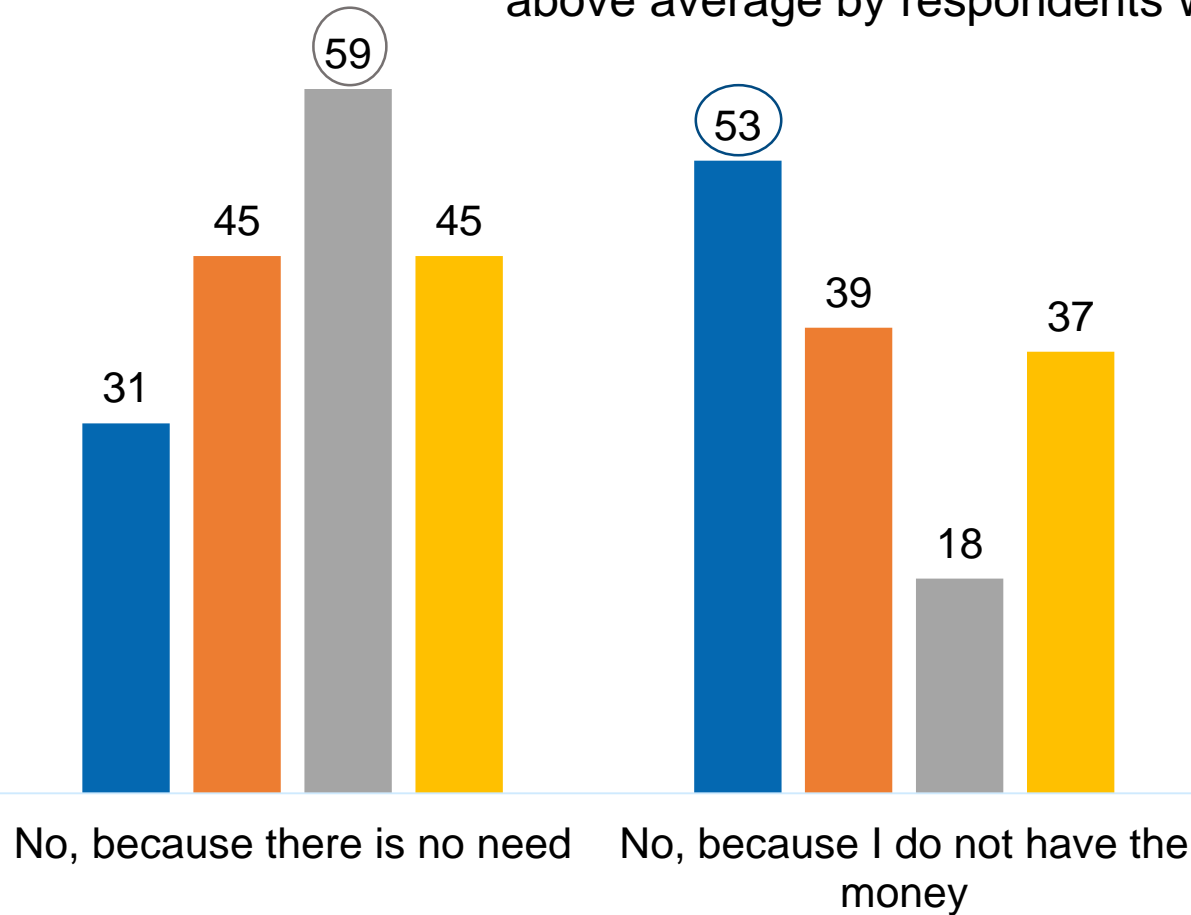


Would you invest in additional insulation for your home, and, if so, how much? (in %, by age)

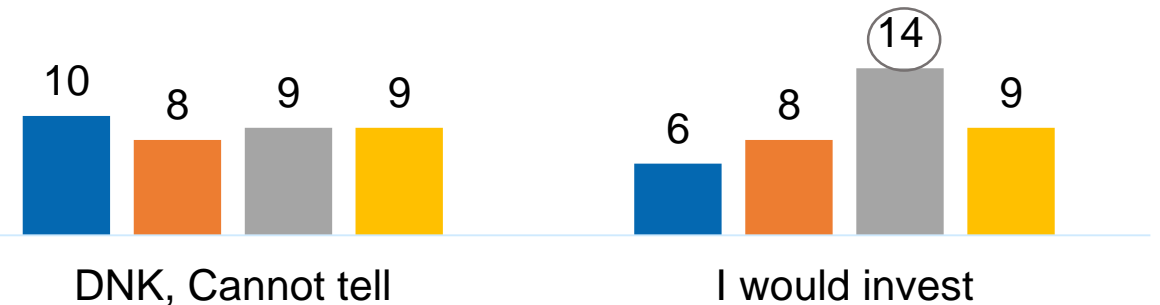


Would you invest in additional insulation for your home, and, if so, how much? (in %, by education)

That money is an obstacle for this type of investment is stated above average by respondents with primary education.

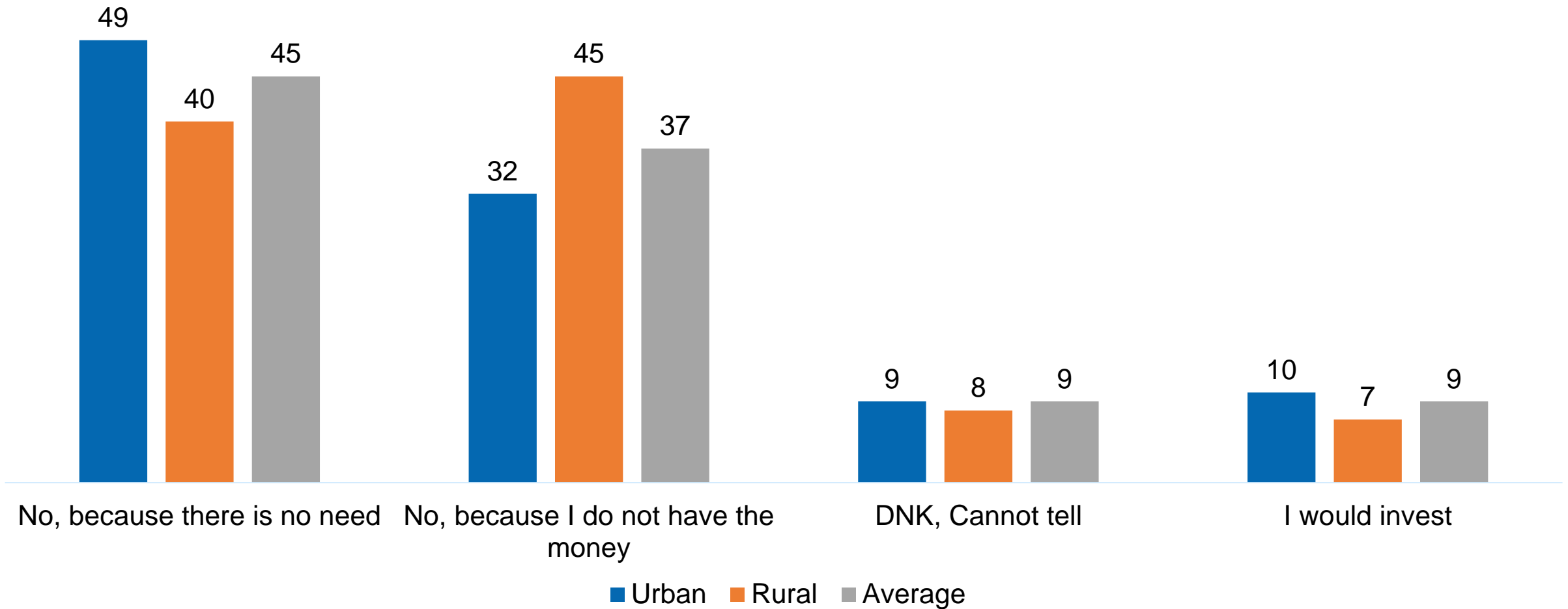


The highly educated stand out above average in their answers that they would not invest in additional insulation of their home because they do not need it, as well as among the group of respondents who said that they would invest in such a thing.

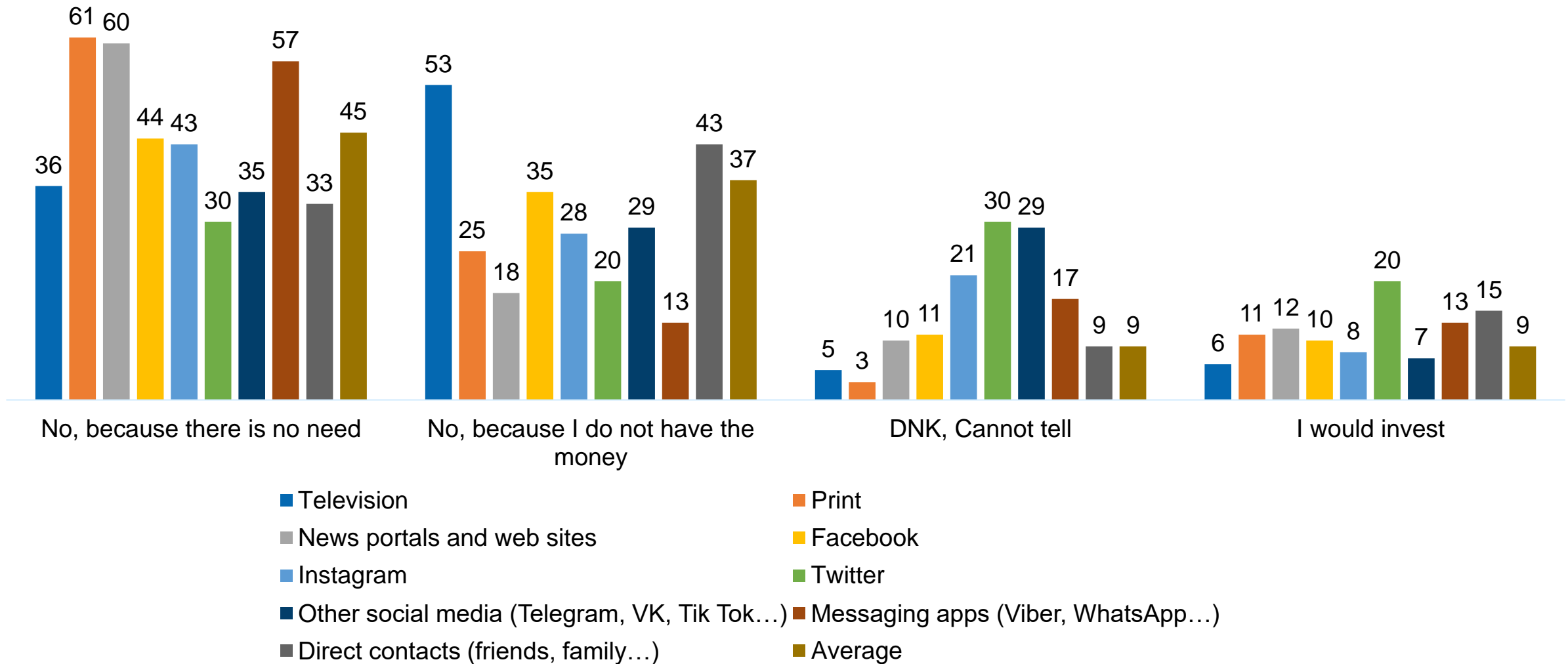


■ No education/primary school ■ Secondary school ■ College or university ■ Average

Would you invest in additional insulation for your home, and, if so, how much? (in %, by place of residence)

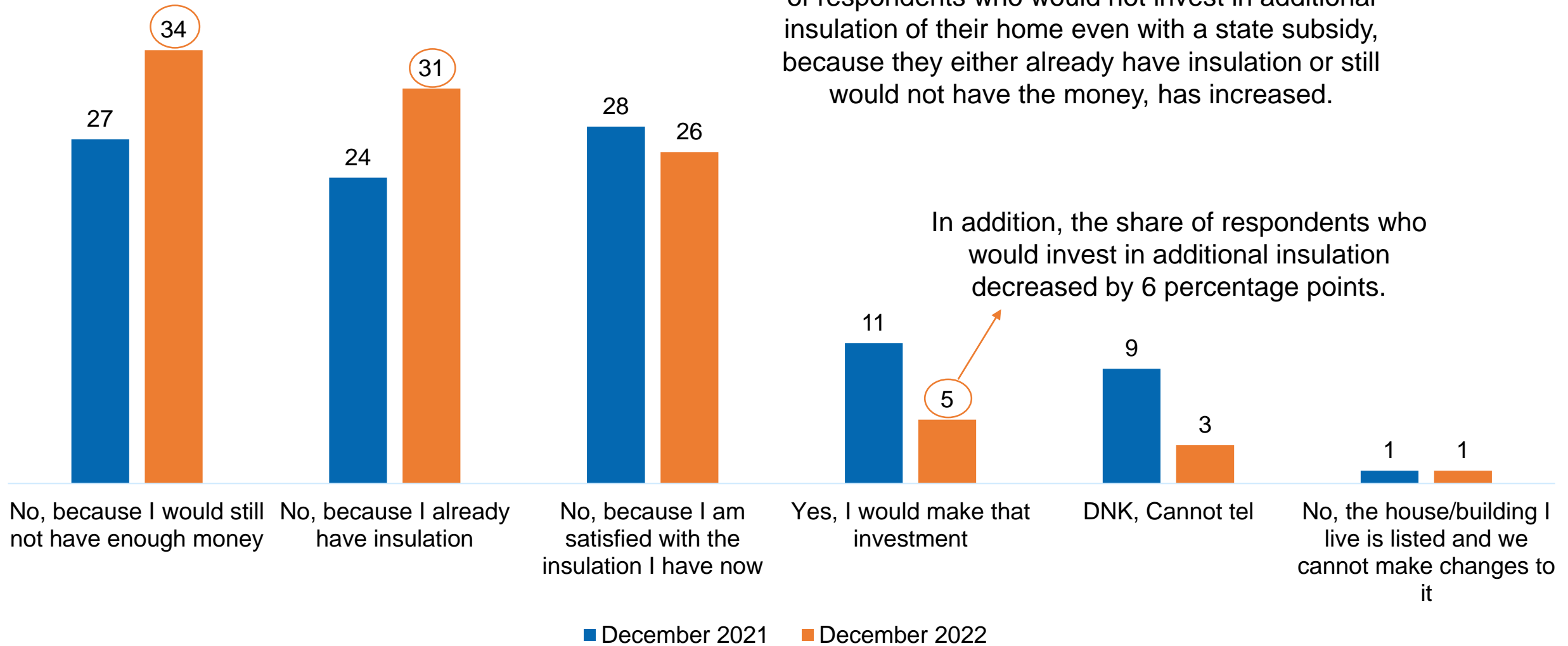


Would you invest in additional insulation for your home, and, if so, how much? (in %, by news access)

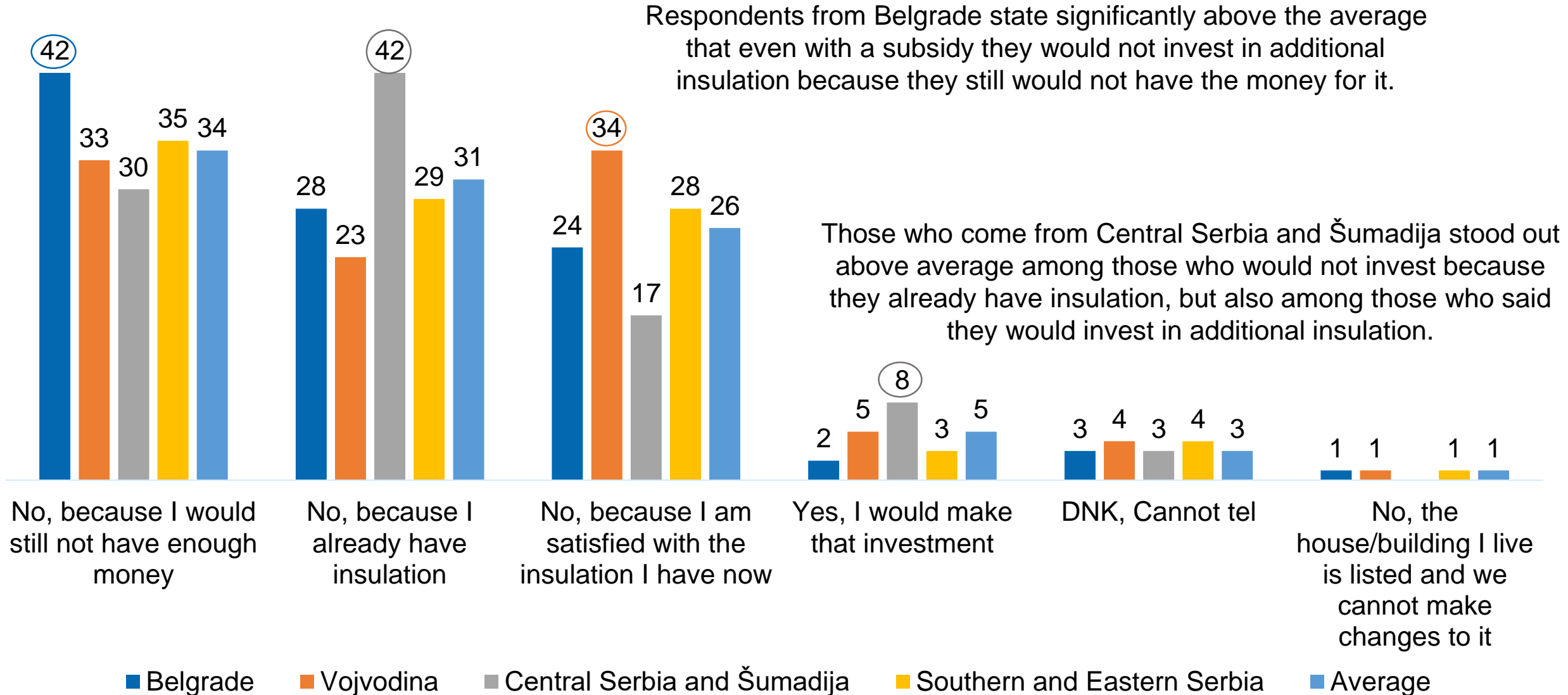


And, if the government subsidised 30% of the cost of insulation for your home, would you then be prepared to make that investment? (in %)

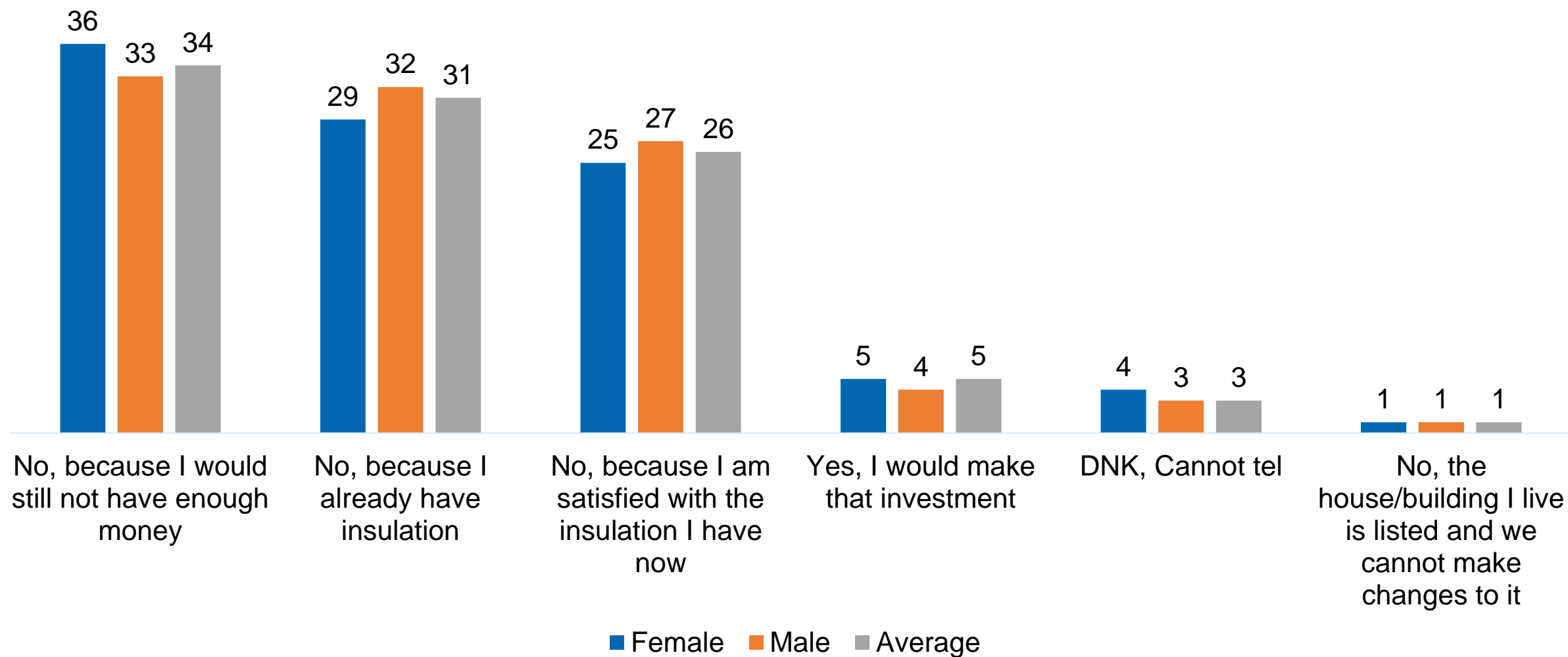
Compared to the last research cycle, the percentage of respondents who would not invest in additional insulation of their home even with a state subsidy, because they either already have insulation or still would not have the money, has increased.



And, if the government subsidised 30% of the cost of insulation for your home, would you then be prepared to make that investment? (in %, by region)

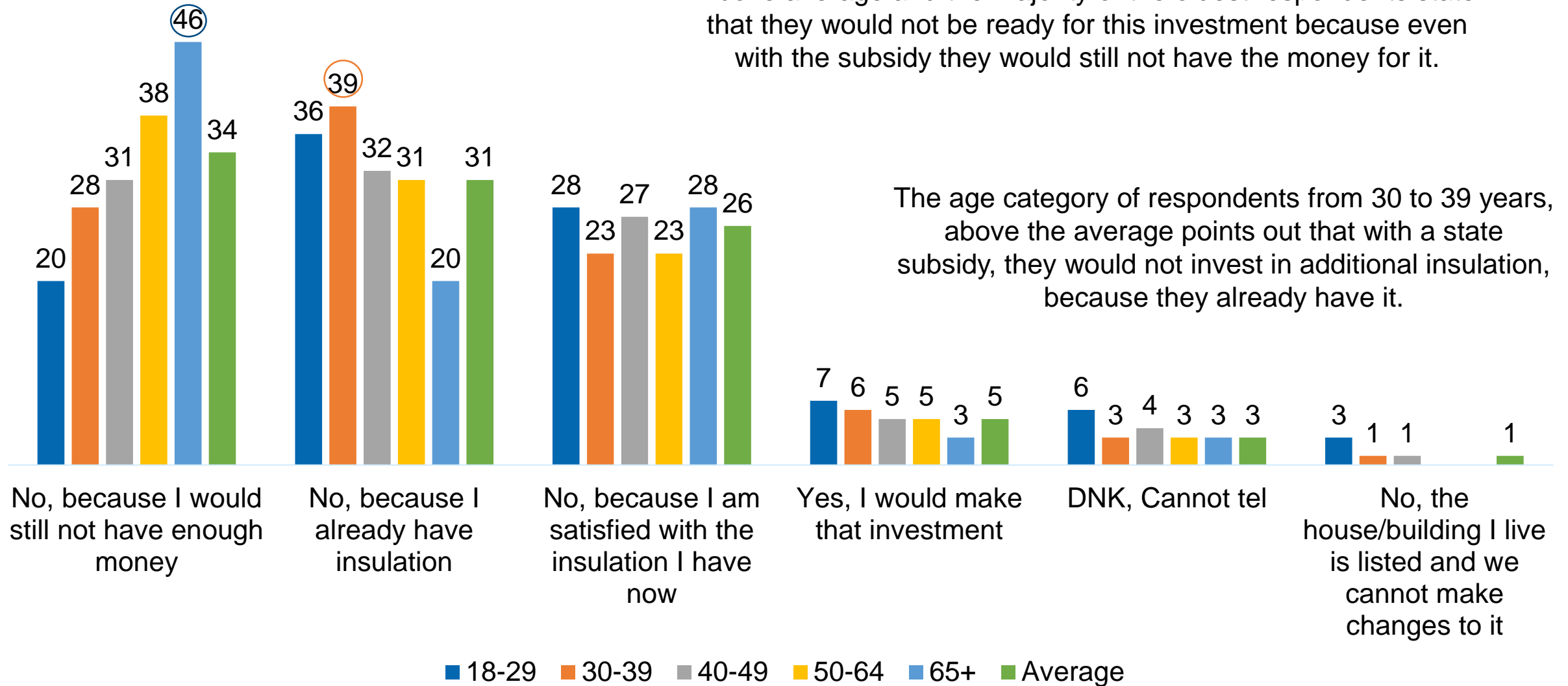


And, if the government subsidised 30% of the cost of insulation for your home, would you then be prepared to make that investment? (in %, by gender)



And, if the government subsidised 30% of the cost of insulation for your home, would you then be prepared to make that investment? (in %, by age)

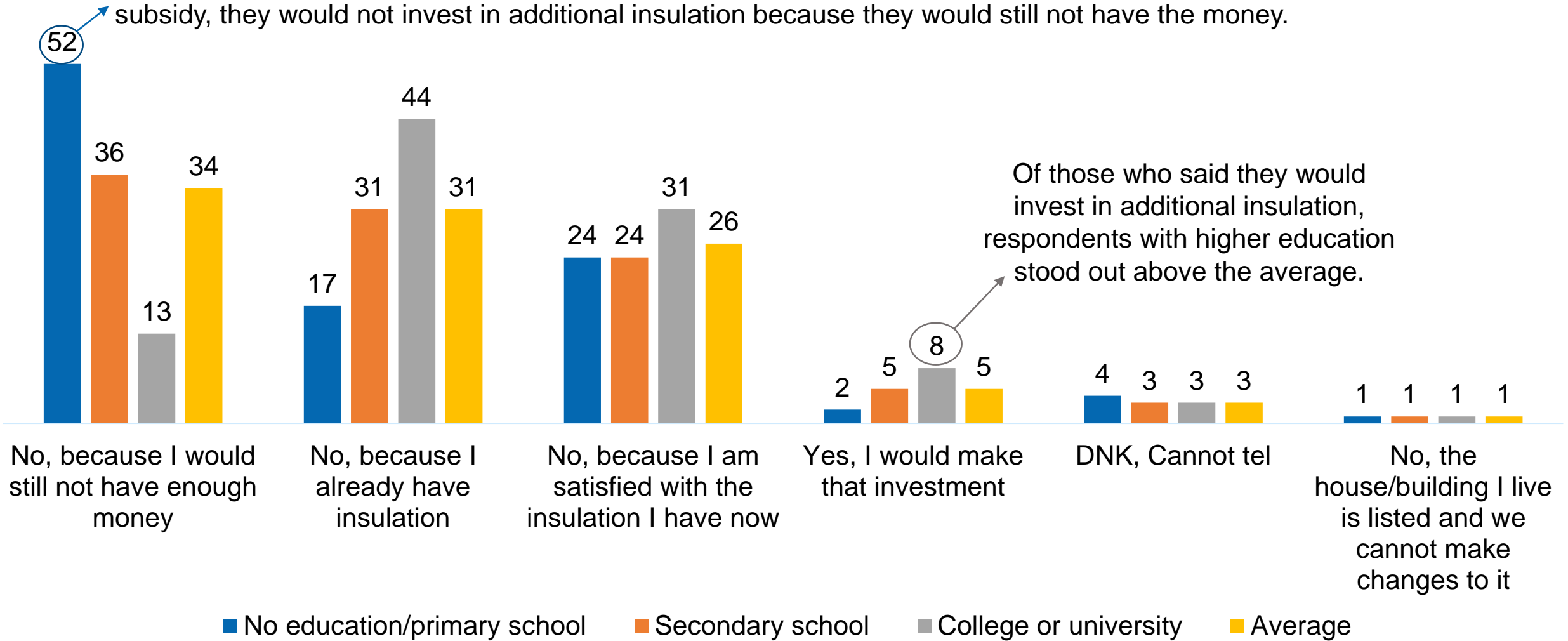
Above average and the majority of the oldest respondents state that they would not be ready for this investment because even with the subsidy they would still not have the money for it.



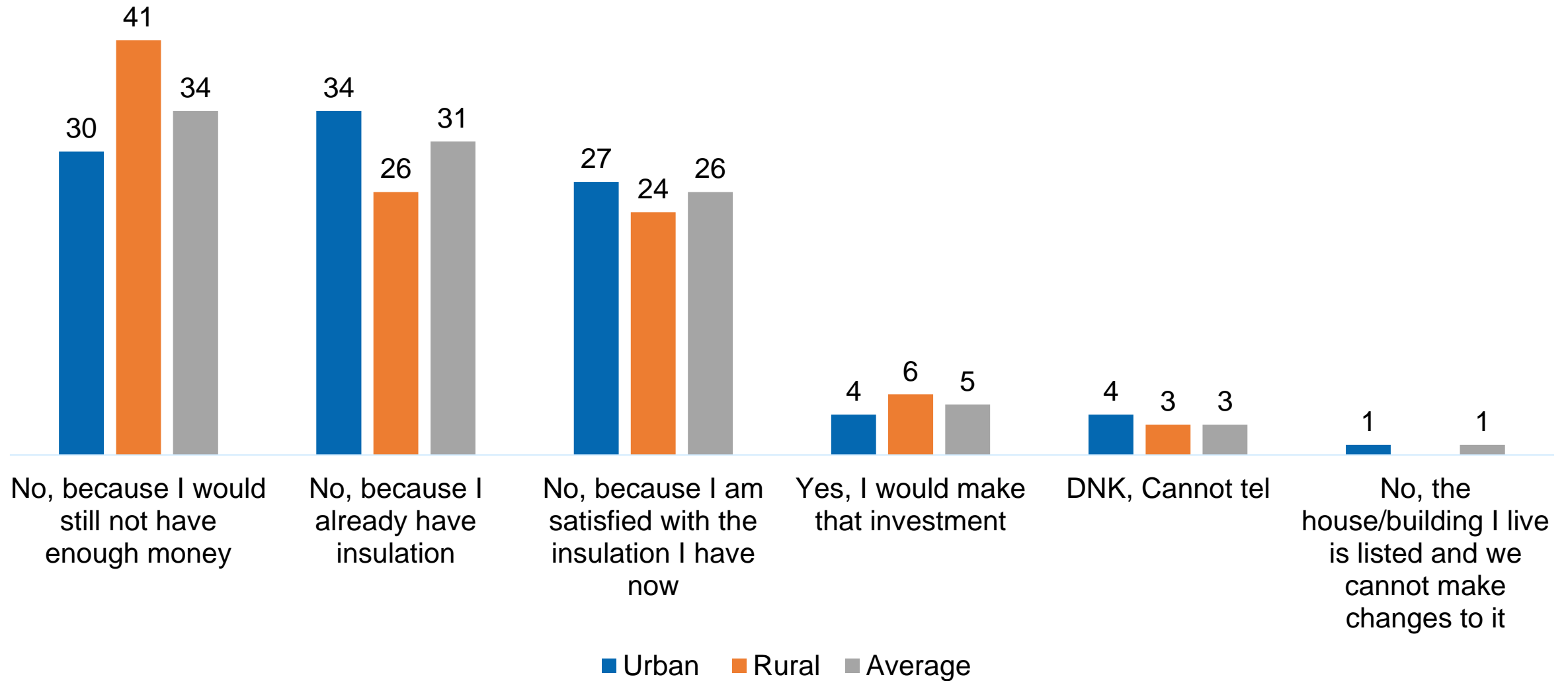
The age category of respondents from 30 to 39 years, above the average points out that with a state subsidy, they would not invest in additional insulation, because they already have it.

And, if the government subsidised 30% of the cost of insulation for your home, would you then be prepared to make that investment? (in %, by education)

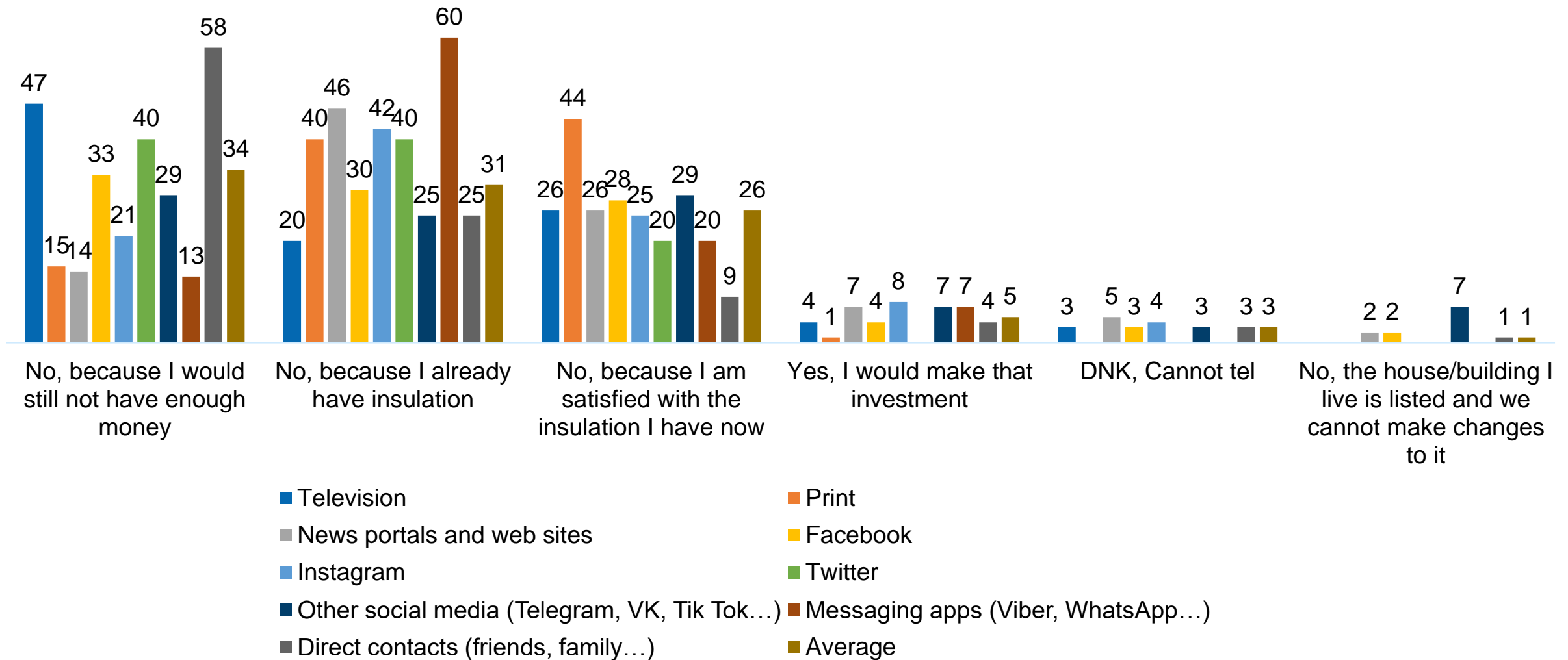
More than half of those respondents who have a primary education stated that even with a state subsidy, they would not invest in additional insulation because they would still not have the money.



And, if the government subsidised 30% of the cost of insulation for your home, would you then be prepared to make that investment? (in %, by place of residence)



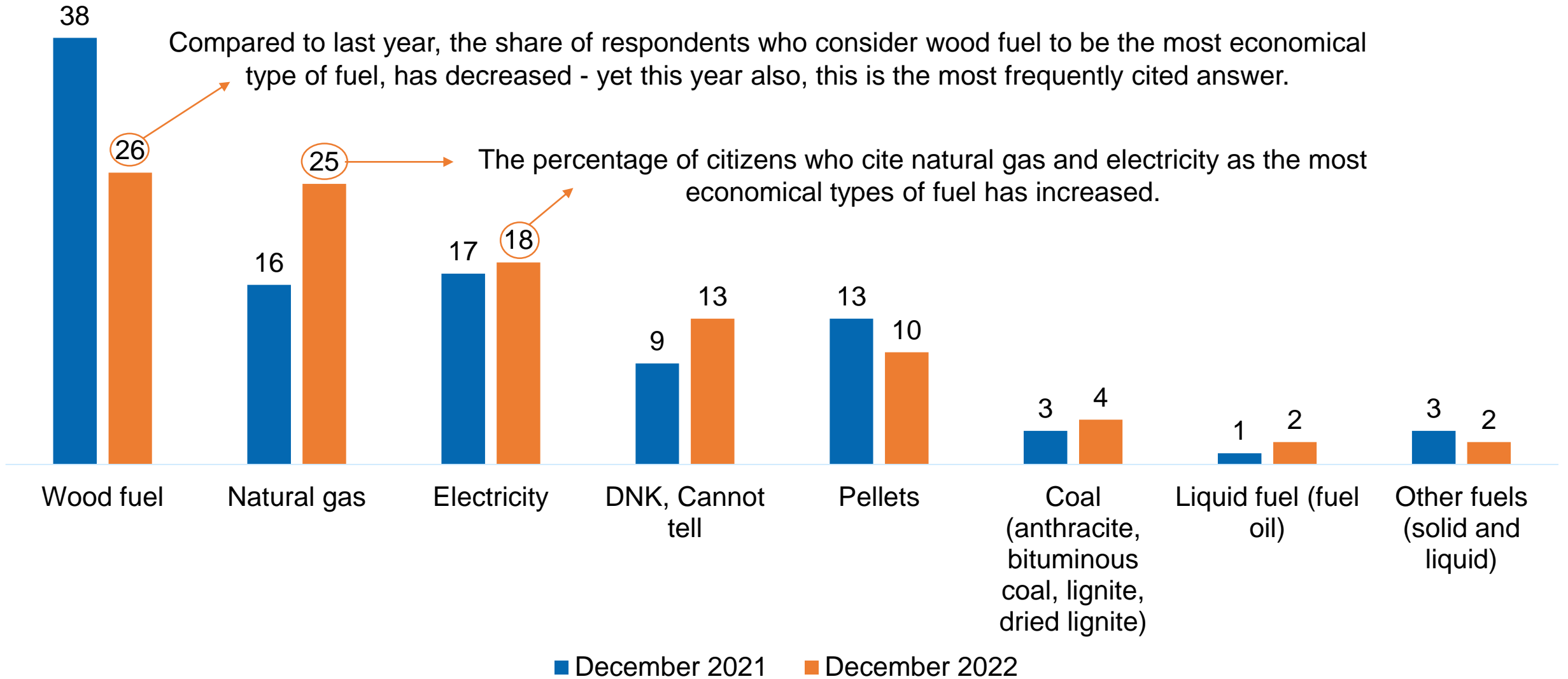
And, if the government subsidised 30% of the cost of insulation for your home, would you then be prepared to make that investment? (in %, by news access)



What type of fuel do you believe is the most cost-effective for your needs? (in %)

Compared to last year, the share of respondents who consider wood fuel to be the most economical type of fuel, has decreased - yet this year also, this is the most frequently cited answer.

The percentage of citizens who cite natural gas and electricity as the most economical types of fuel has increased.

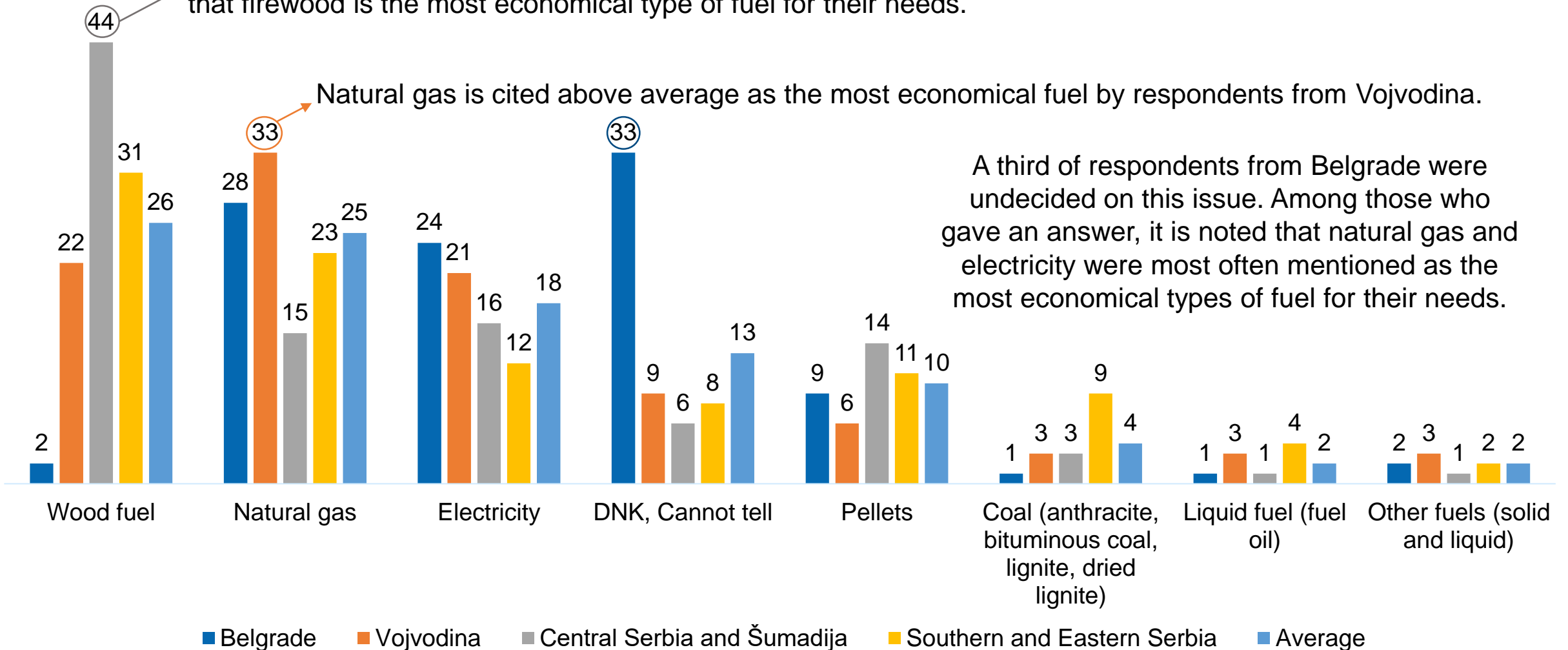


What type of fuel do you believe is the most cost-effective for your needs? (in %, by region)

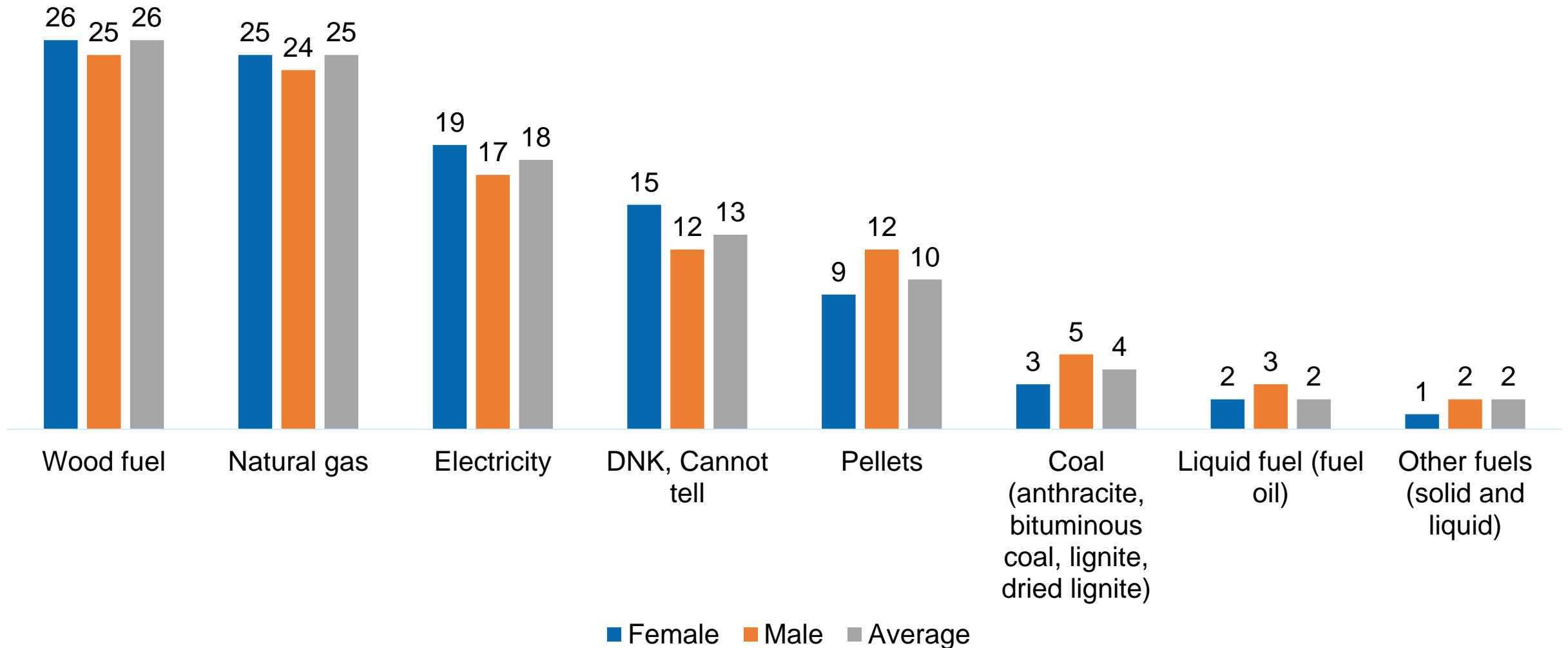
As many as 44% of respondents from Central Serbia and Šumadija stated that firewood is the most economical type of fuel for their needs.

Natural gas is cited above average as the most economical fuel by respondents from Vojvodina.

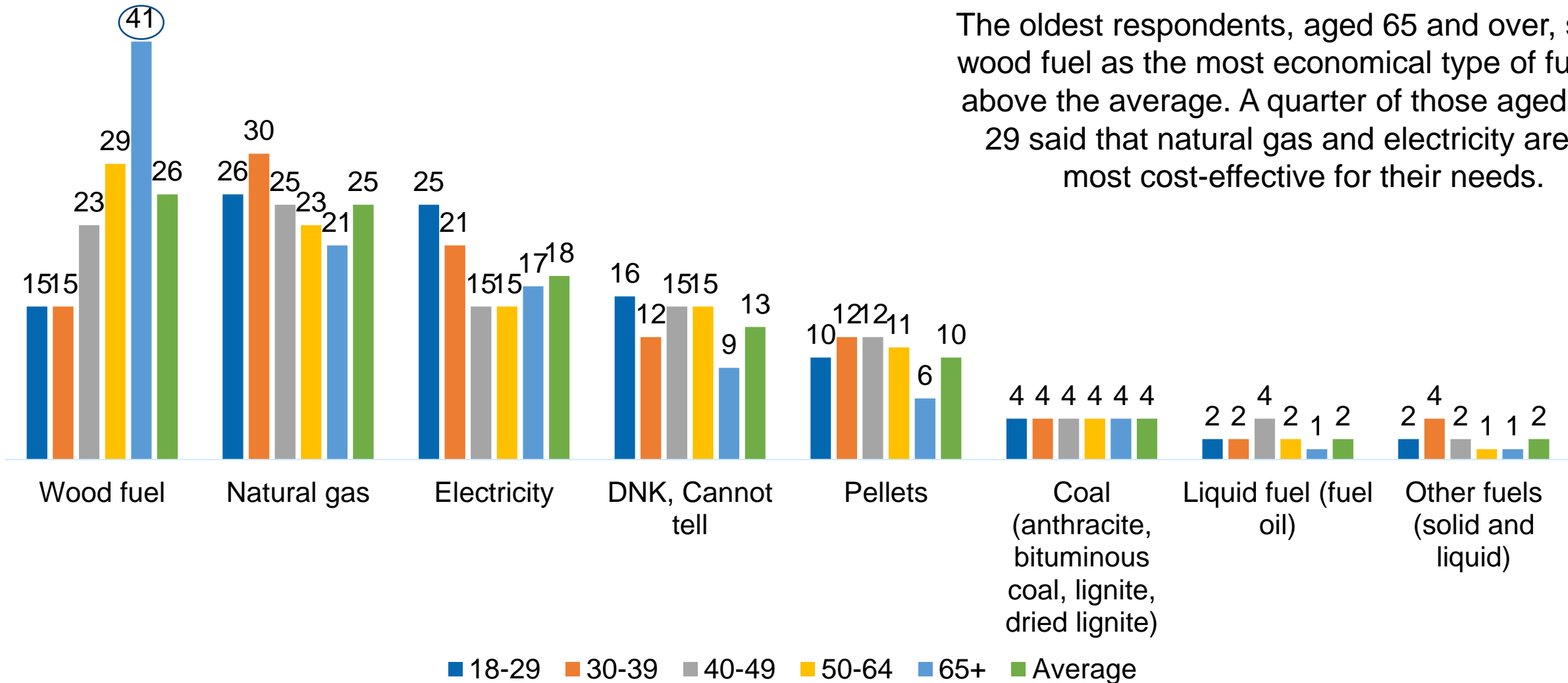
A third of respondents from Belgrade were undecided on this issue. Among those who gave an answer, it is noted that natural gas and electricity were most often mentioned as the most economical types of fuel for their needs.



What type of fuel do you believe is the most cost-effective for your needs? (in %, by gender)

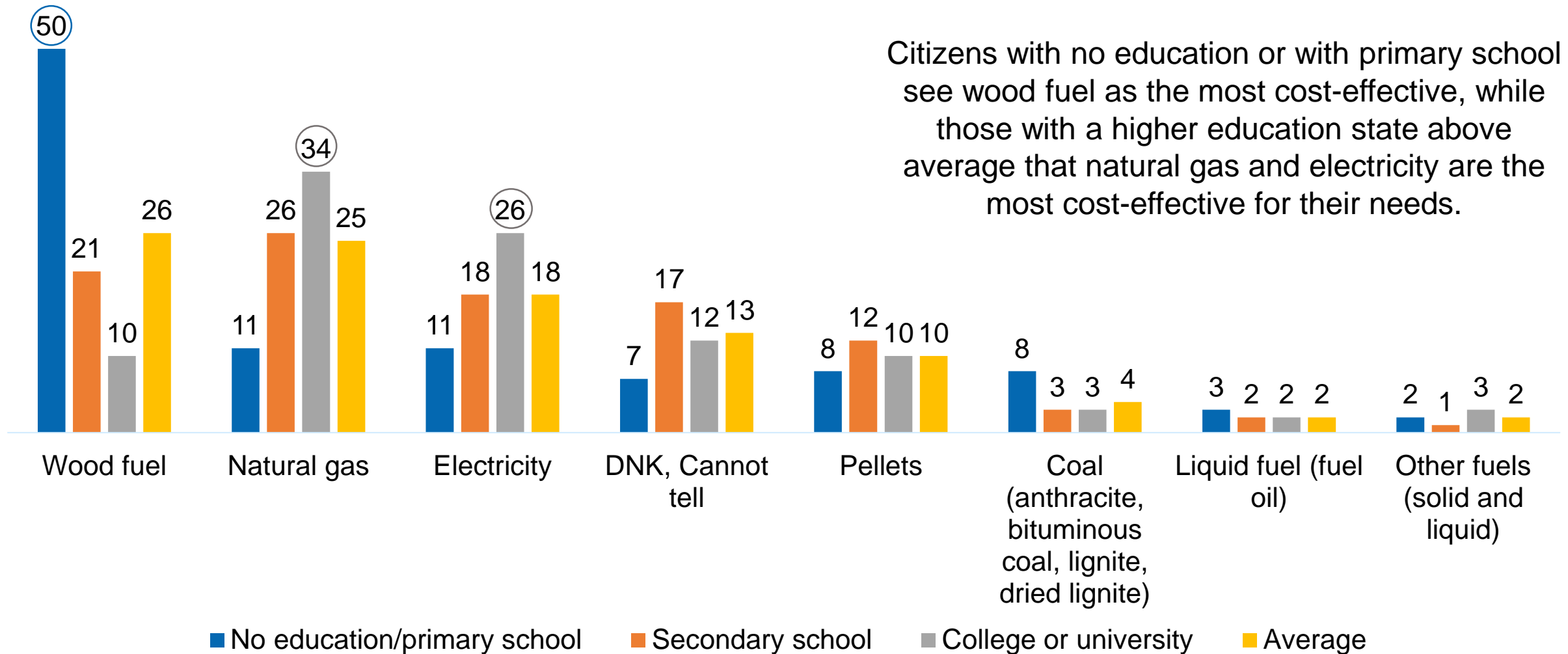


What type of fuel do you believe is the most cost-effective for your needs? (in %, by age)

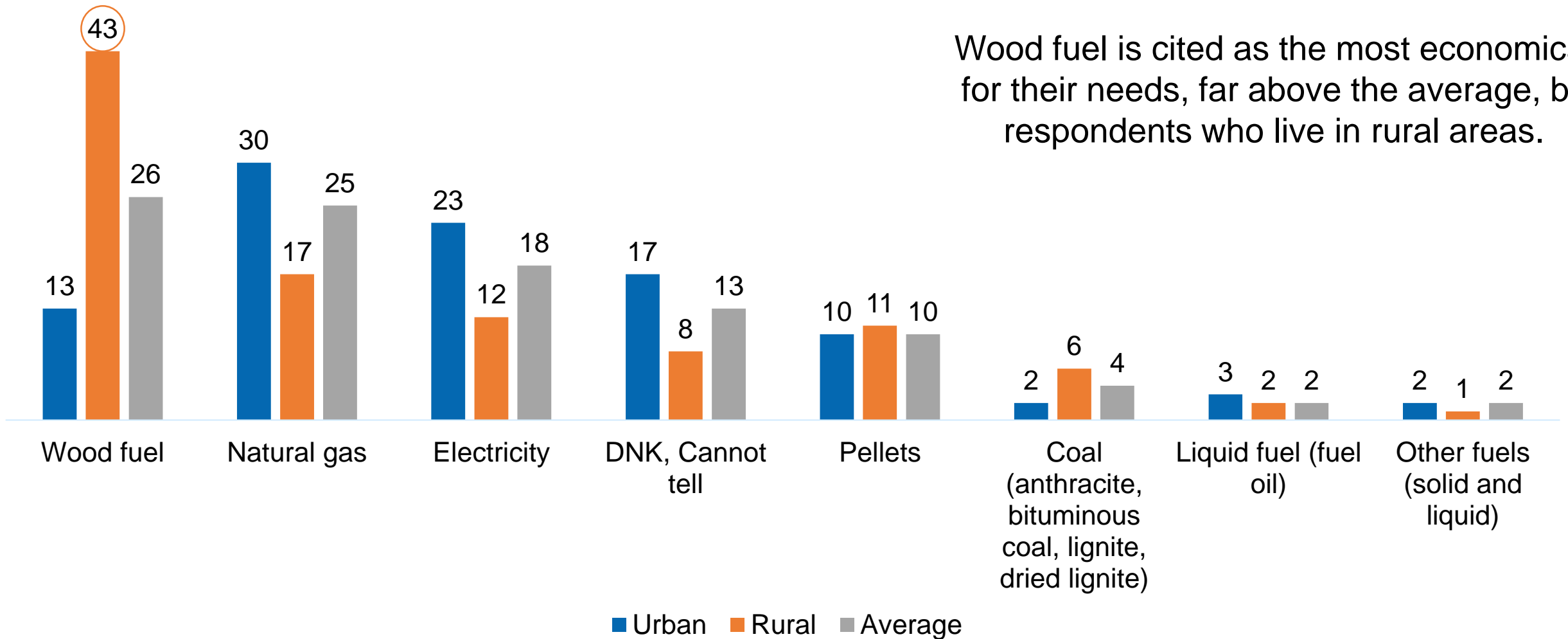


The oldest respondents, aged 65 and over, stated wood fuel as the most economical type of fuel, far above the average. A quarter of those aged 18 to 29 said that natural gas and electricity are the most cost-effective for their needs.

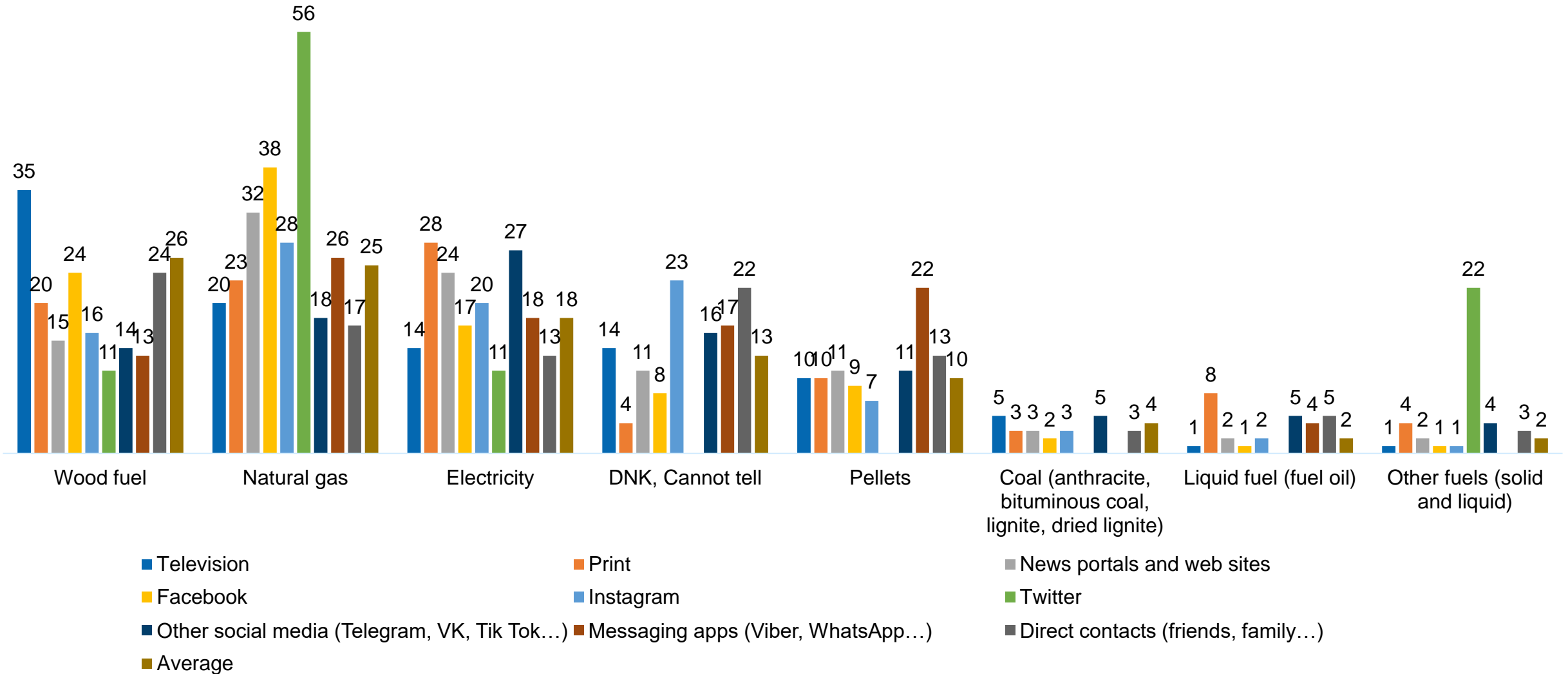
What type of fuel do you believe is the most cost-effective for your needs? (in %, by education)



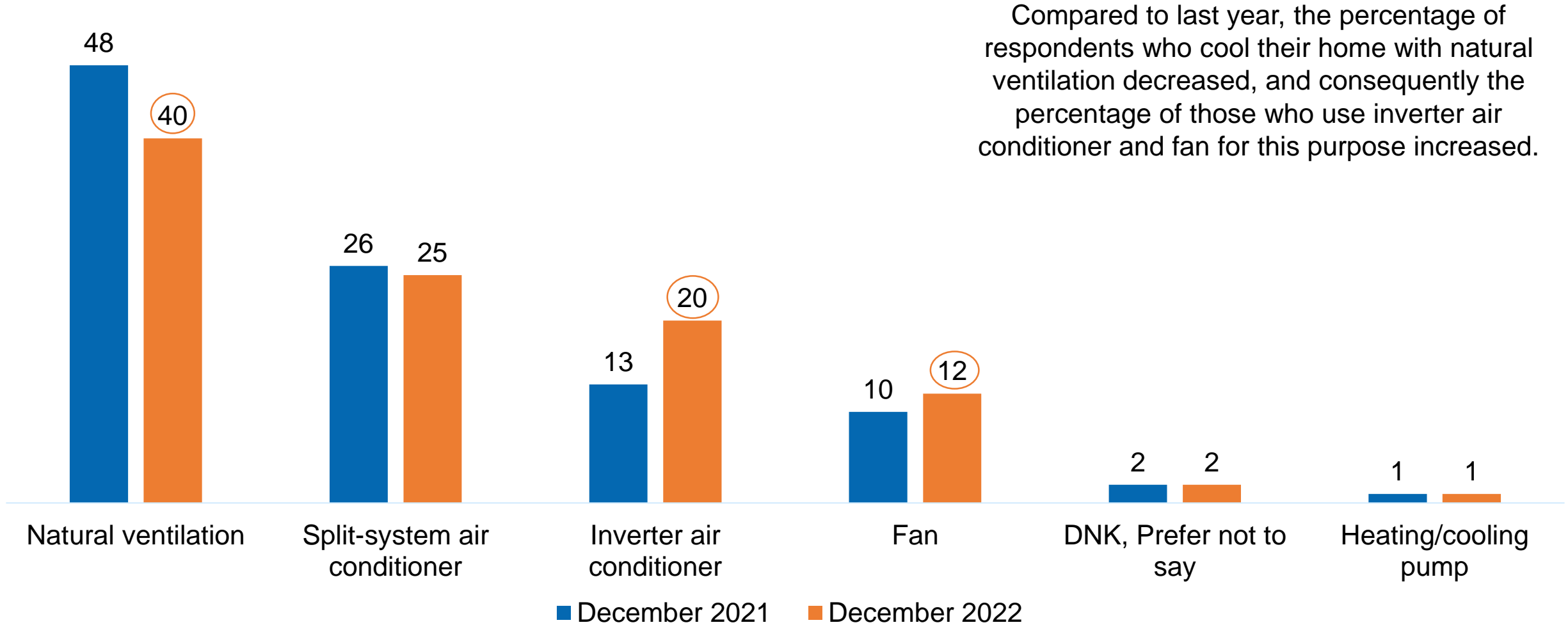
What type of fuel do you believe is the most cost-effective for your needs? (in %, by place of residence)



What type of fuel do you believe is the most cost-effective for your needs? (in %, by news access)

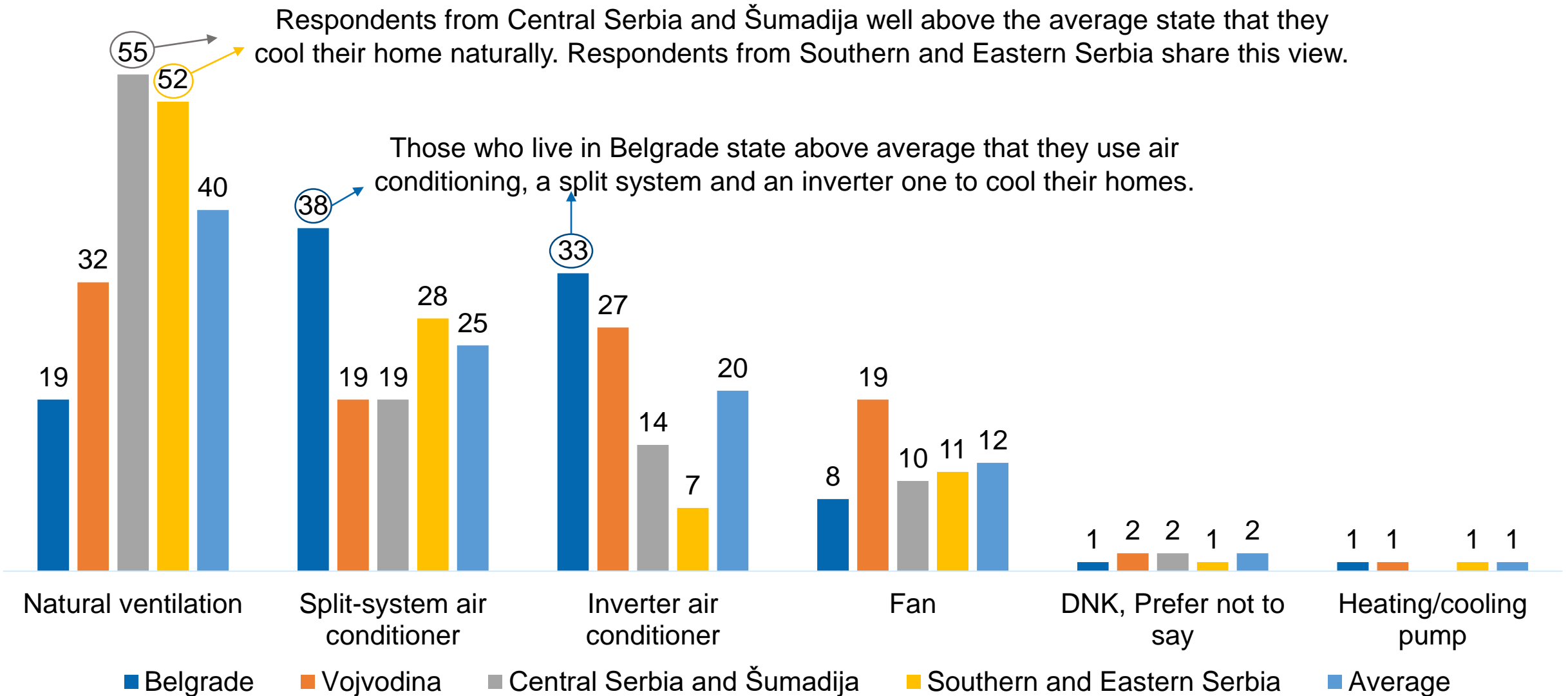


How do you cool your home? (in %)

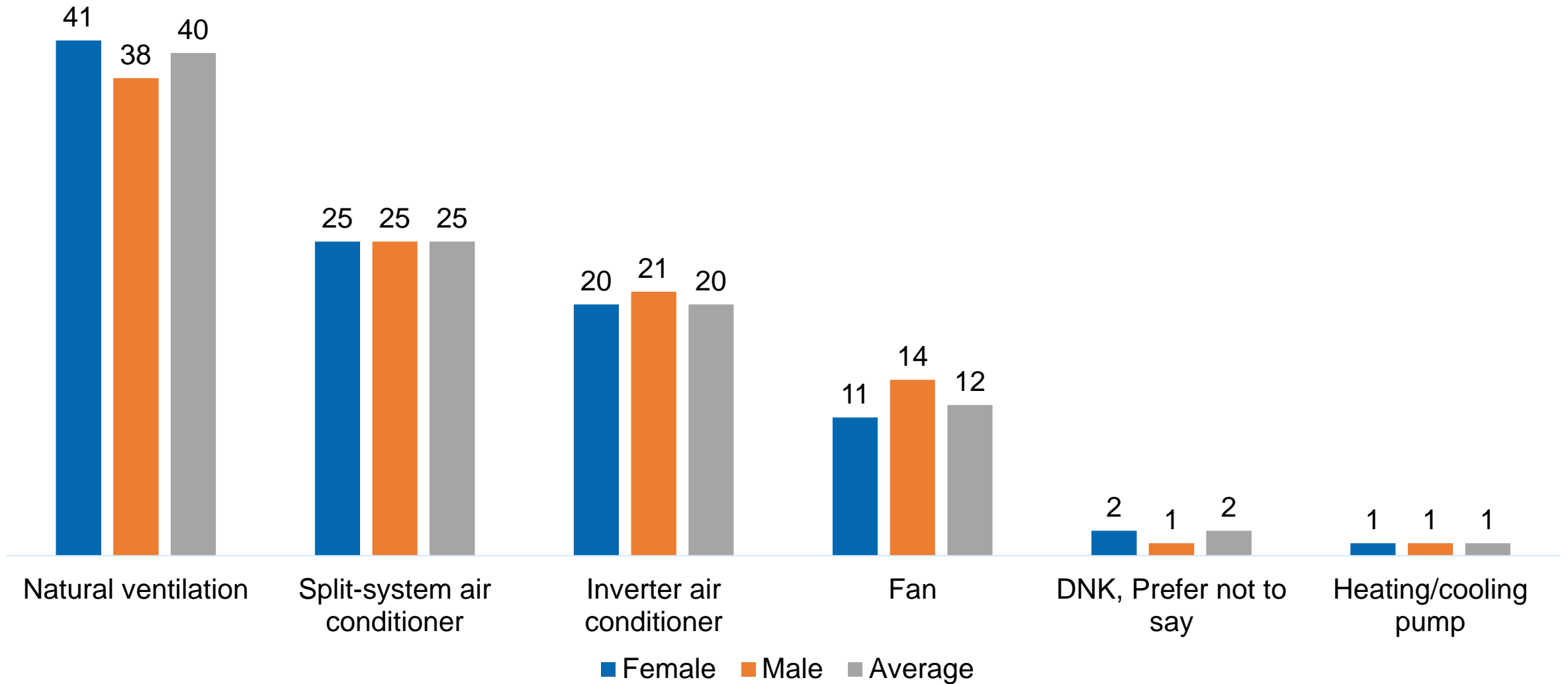


Compared to last year, the percentage of respondents who cool their home with natural ventilation decreased, and consequently the percentage of those who use inverter air conditioner and fan for this purpose increased.

How do you cool your home? (in %, by region)



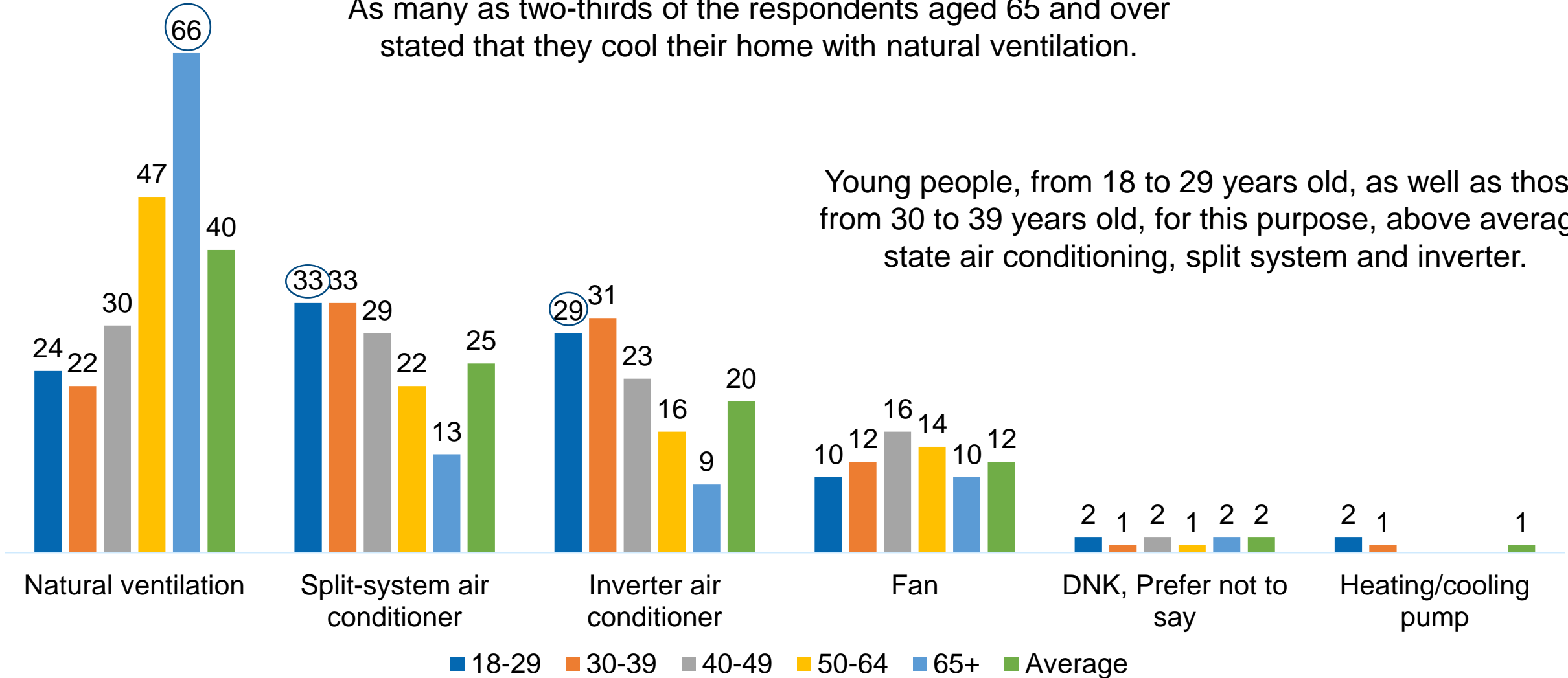
How do you cool your home? (in %, by gender)



How do you cool your home? (in %, by age)

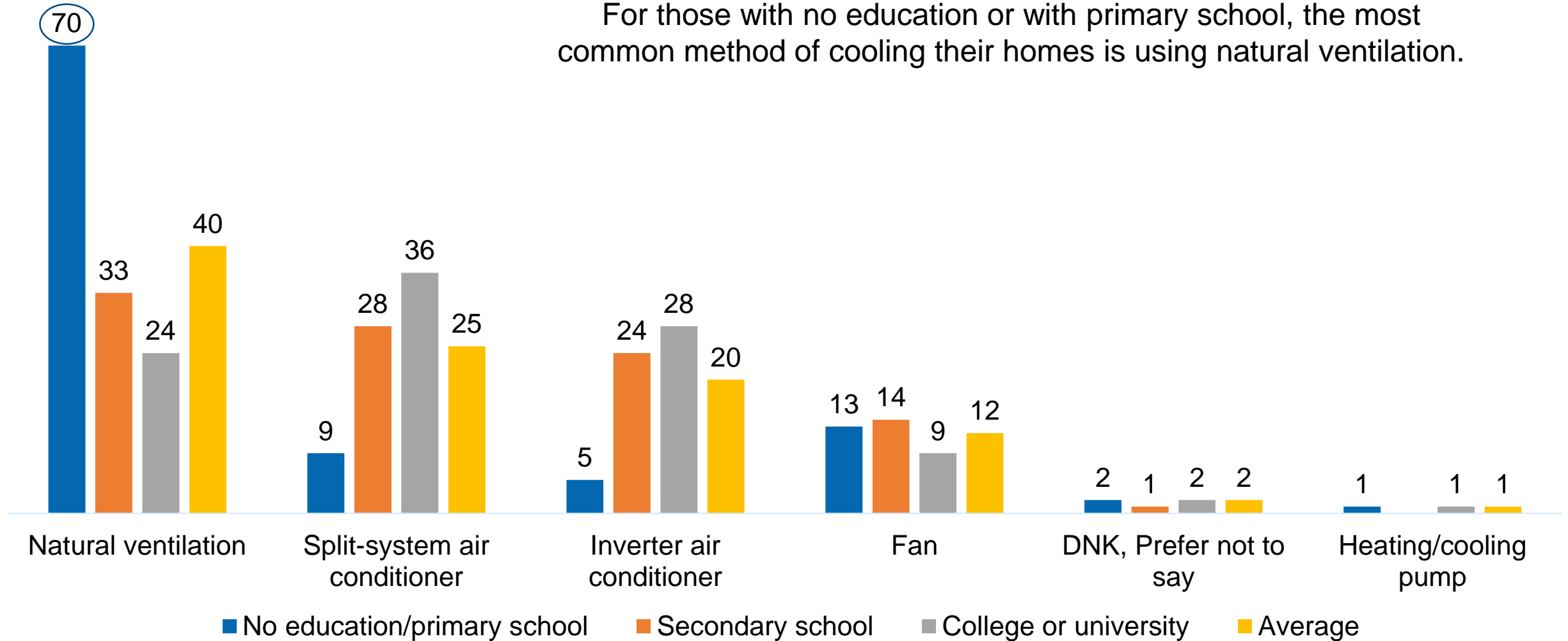
As many as two-thirds of the respondents aged 65 and over stated that they cool their home with natural ventilation.

Young people, from 18 to 29 years old, as well as those from 30 to 39 years old, for this purpose, above average state air conditioning, split system and inverter.



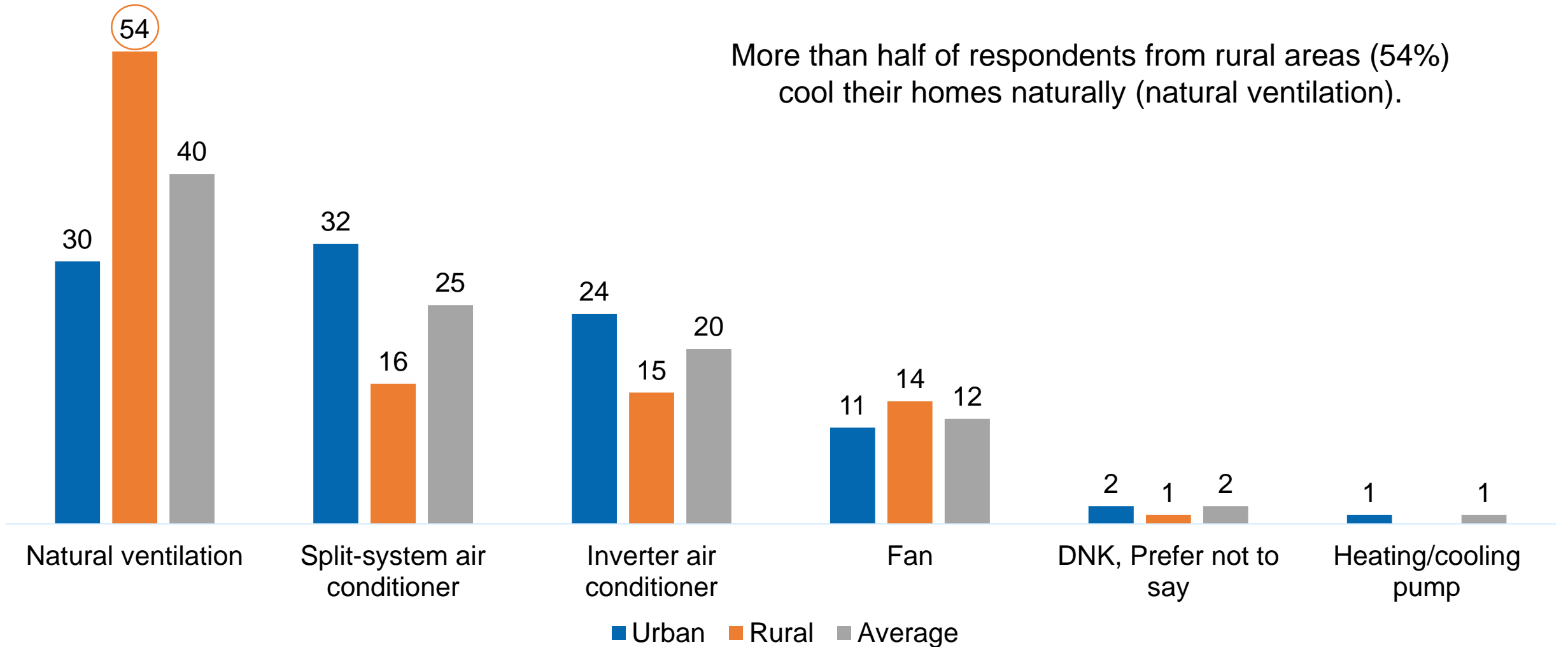
How do you cool your home? (in %, by education)

For those with no education or with primary school, the most common method of cooling their homes is using natural ventilation.

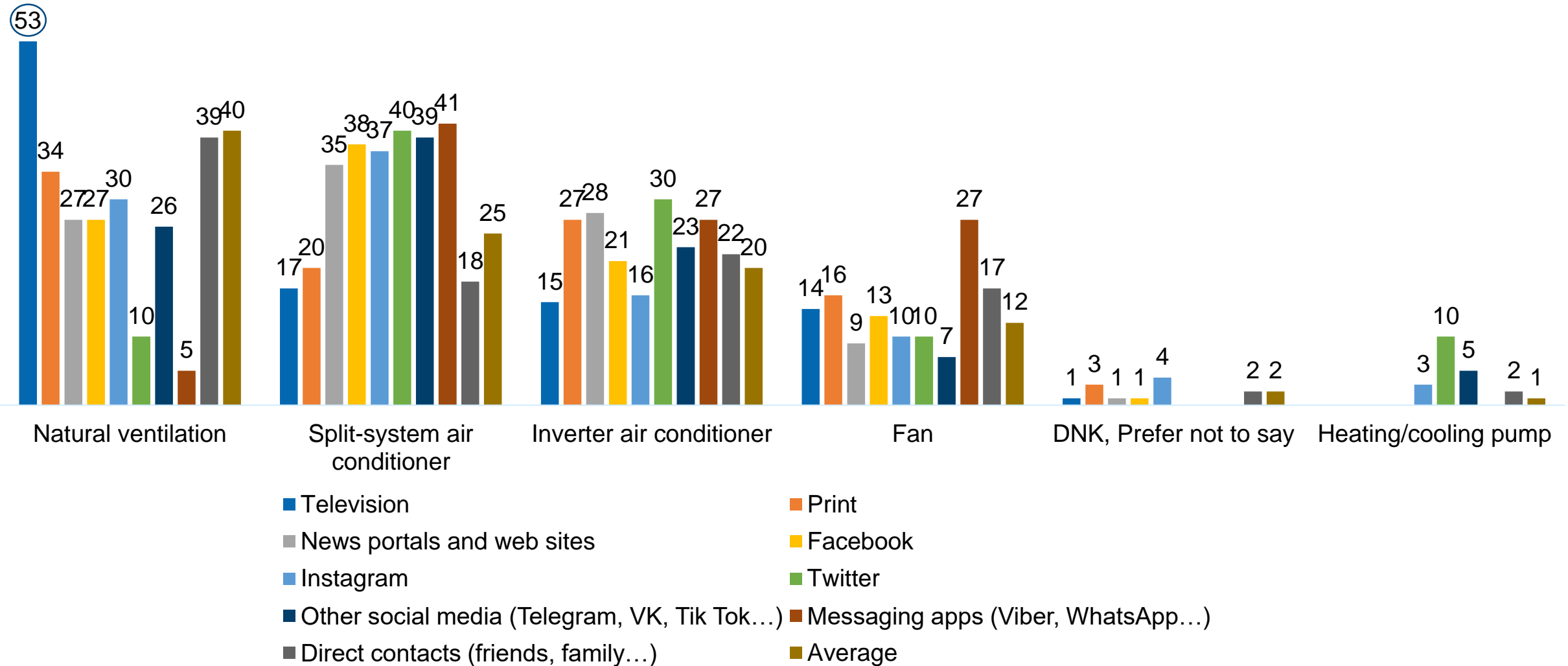


How do you cool your home? (in %, by place of residence)

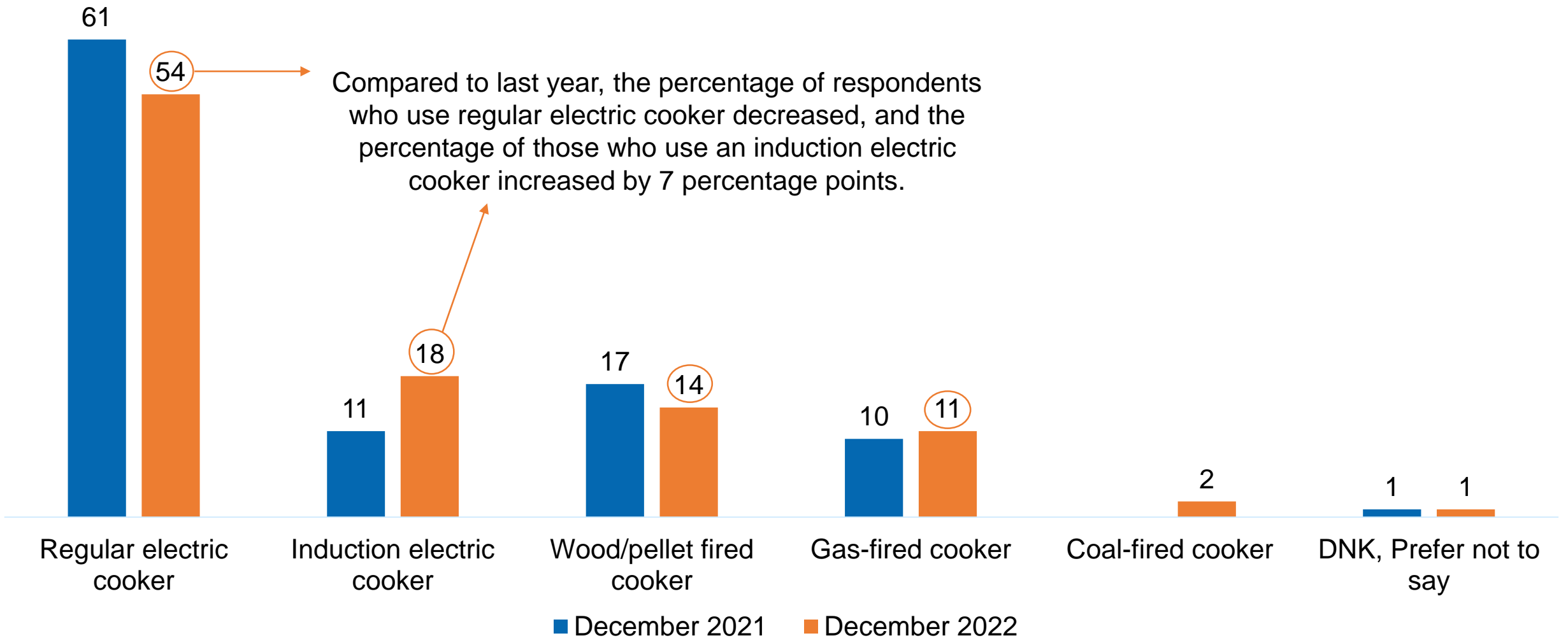
More than half of respondents from rural areas (54%) cool their homes naturally (natural ventilation).



How do you cool your home? (in %, by news access)

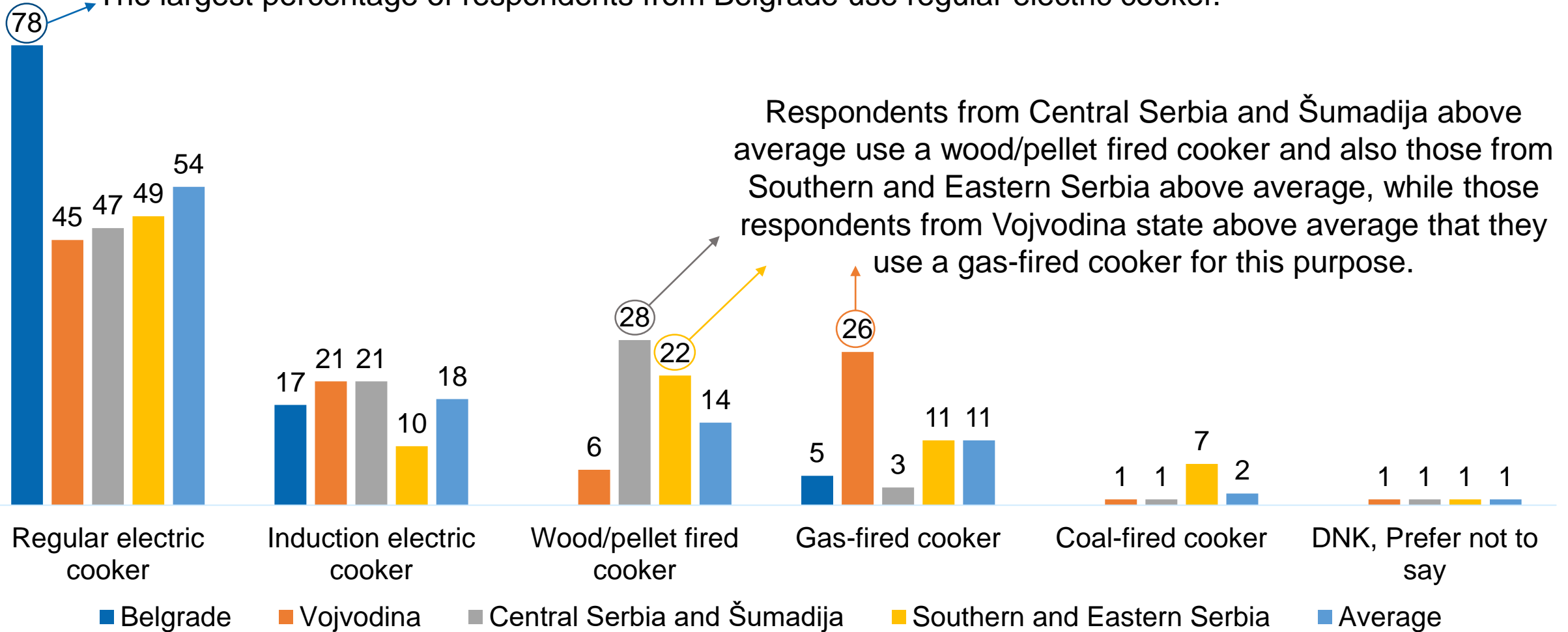


What type of cooker do you generally use? (in %)

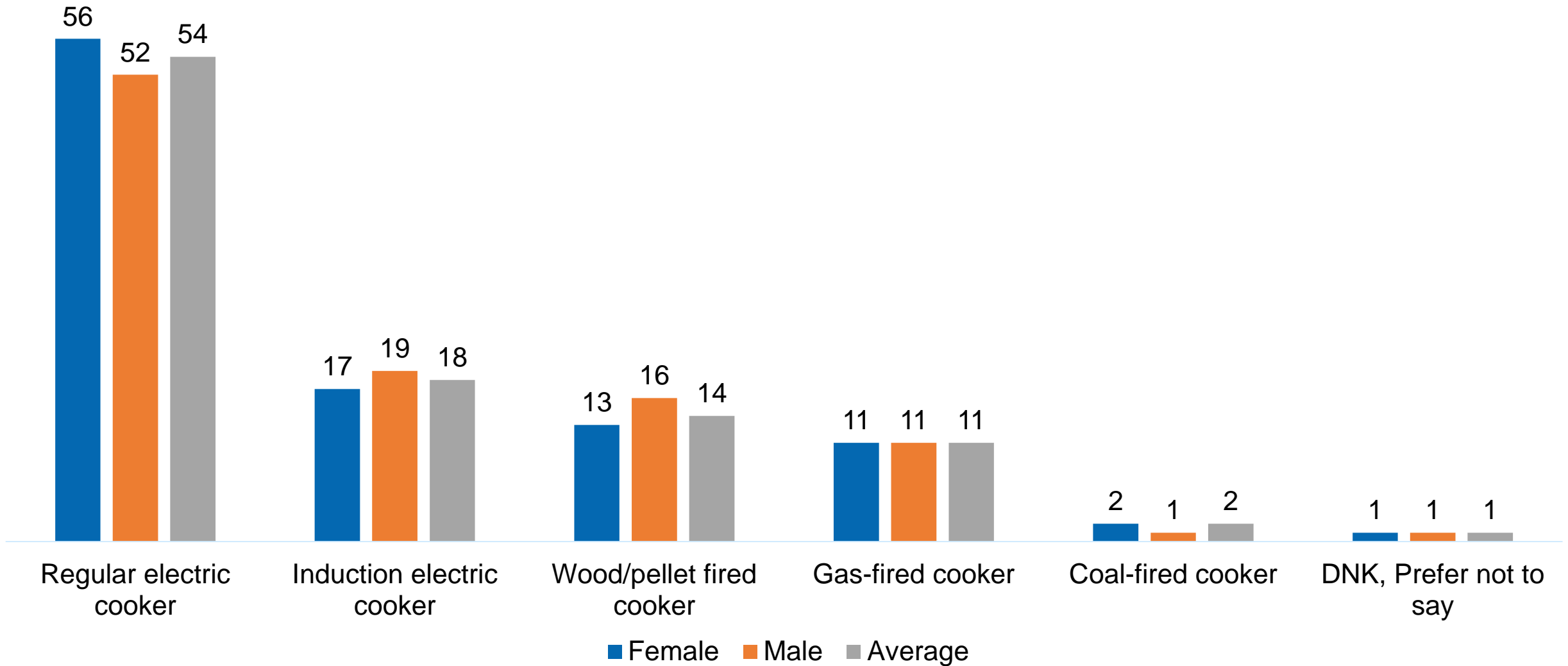


What type of cooker do you generally use? (in %, by region)

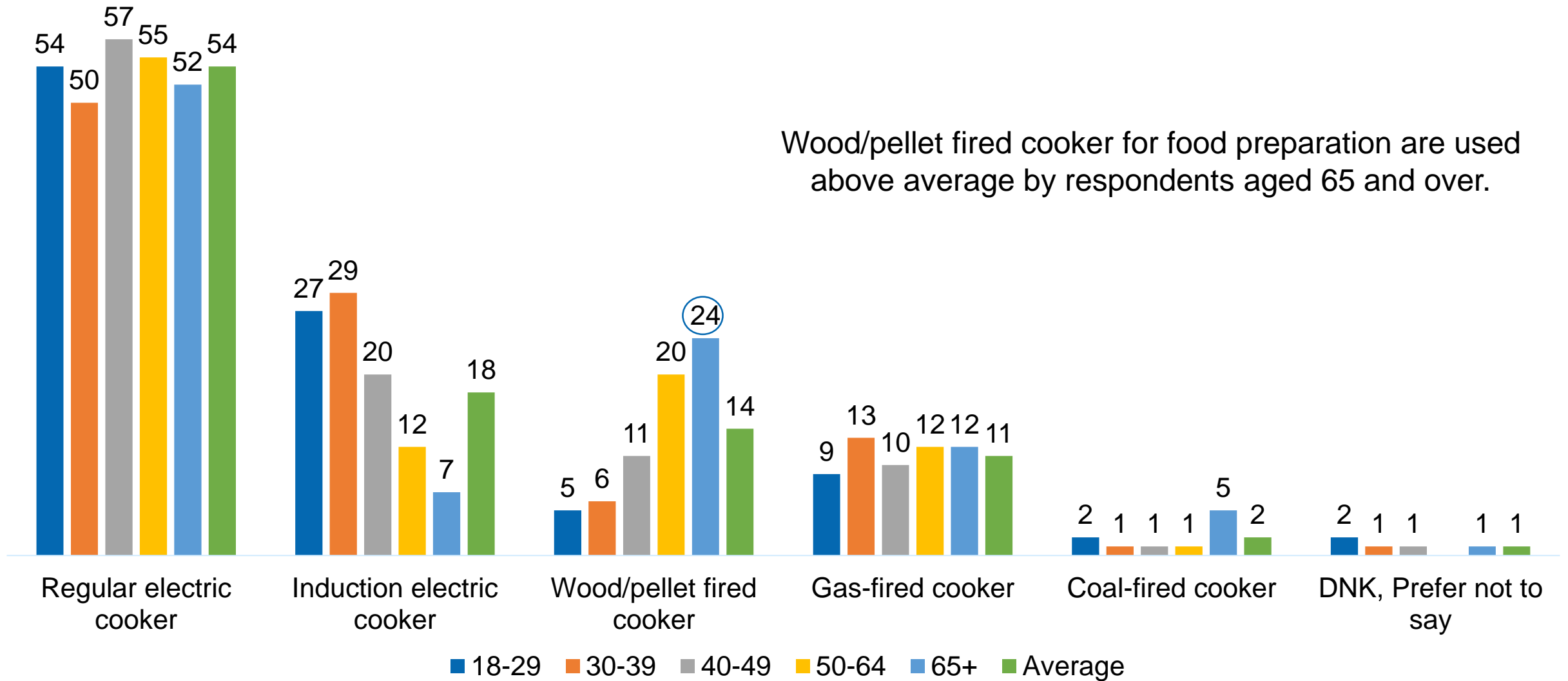
The largest percentage of respondents from Belgrade use regular electric cooker.



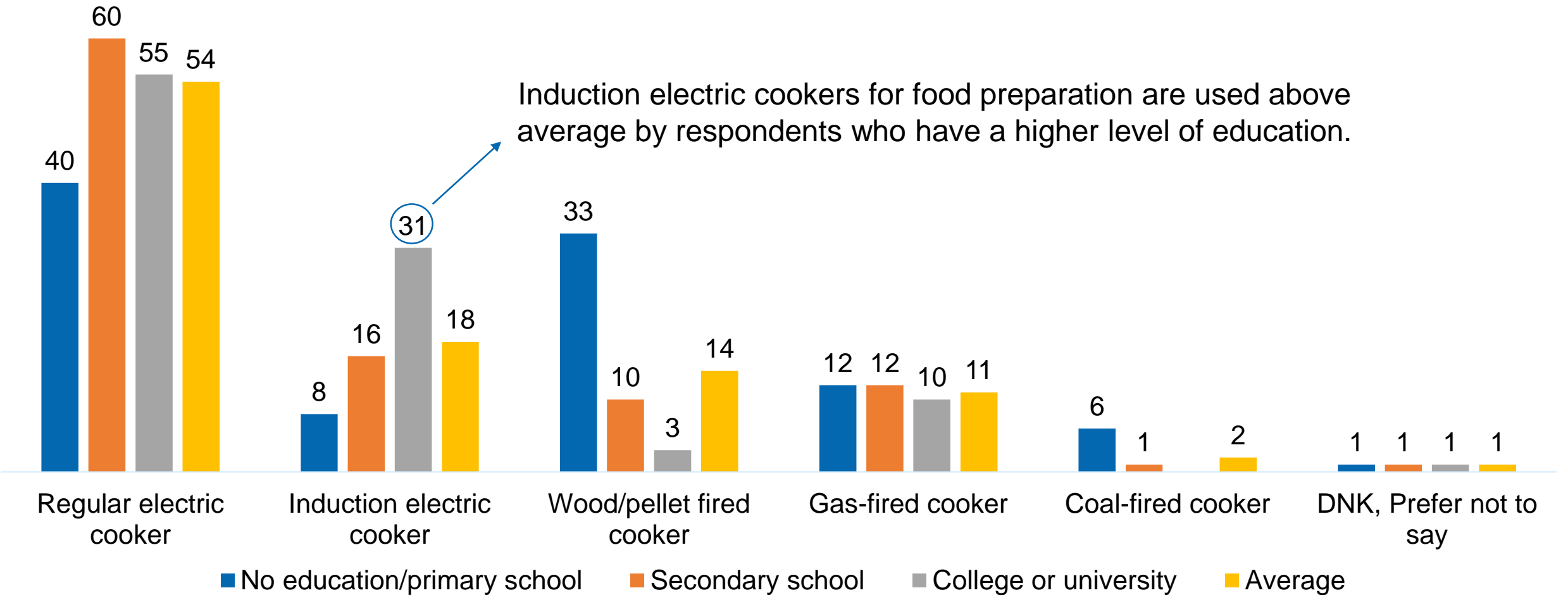
What type of cooker do you generally use? (in %, by gender)



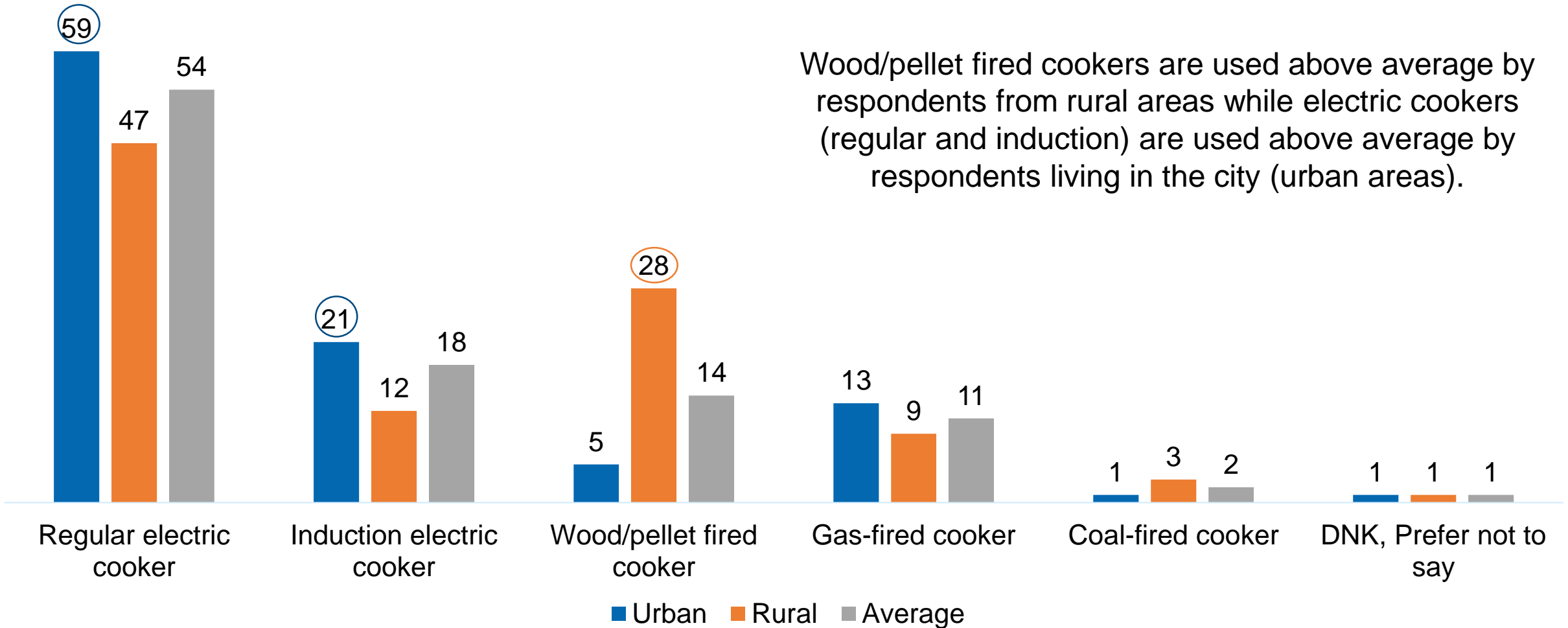
What type of cooker do you generally use? (in %, by age)



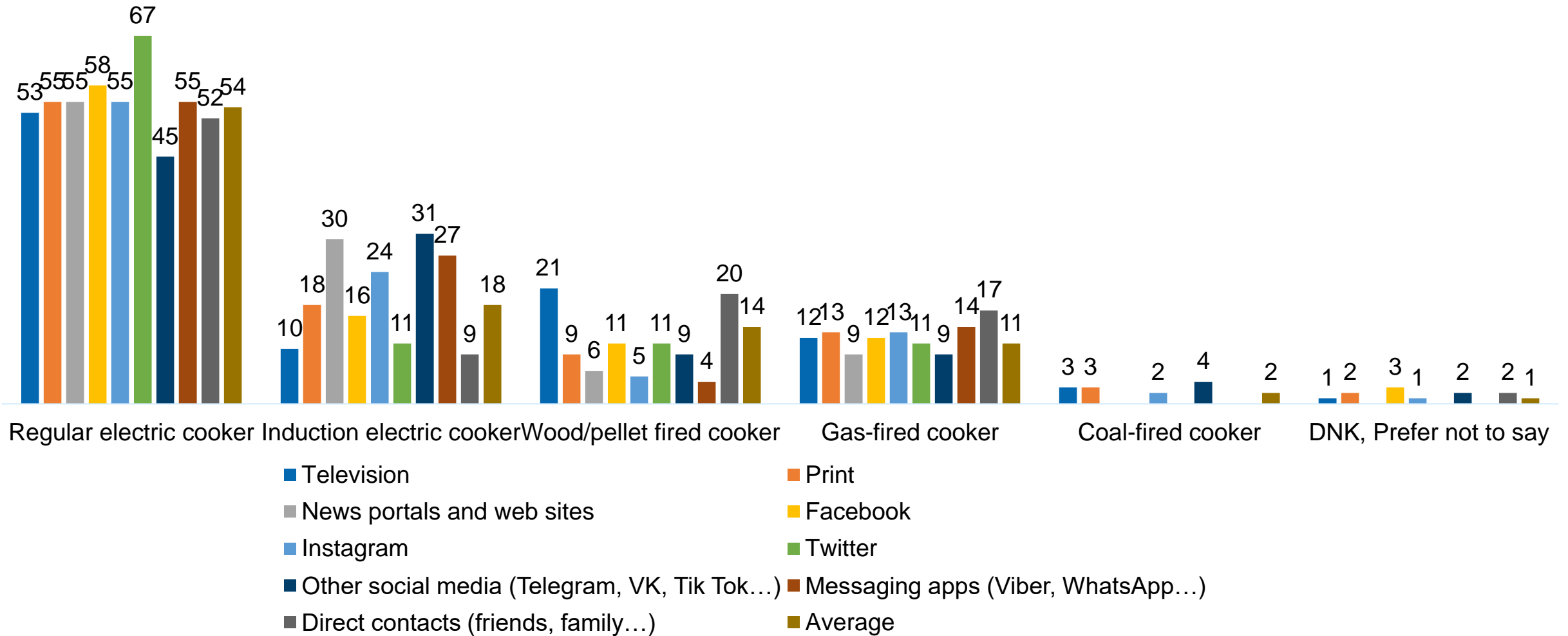
What type of cooker do you generally use? (in %, by education)



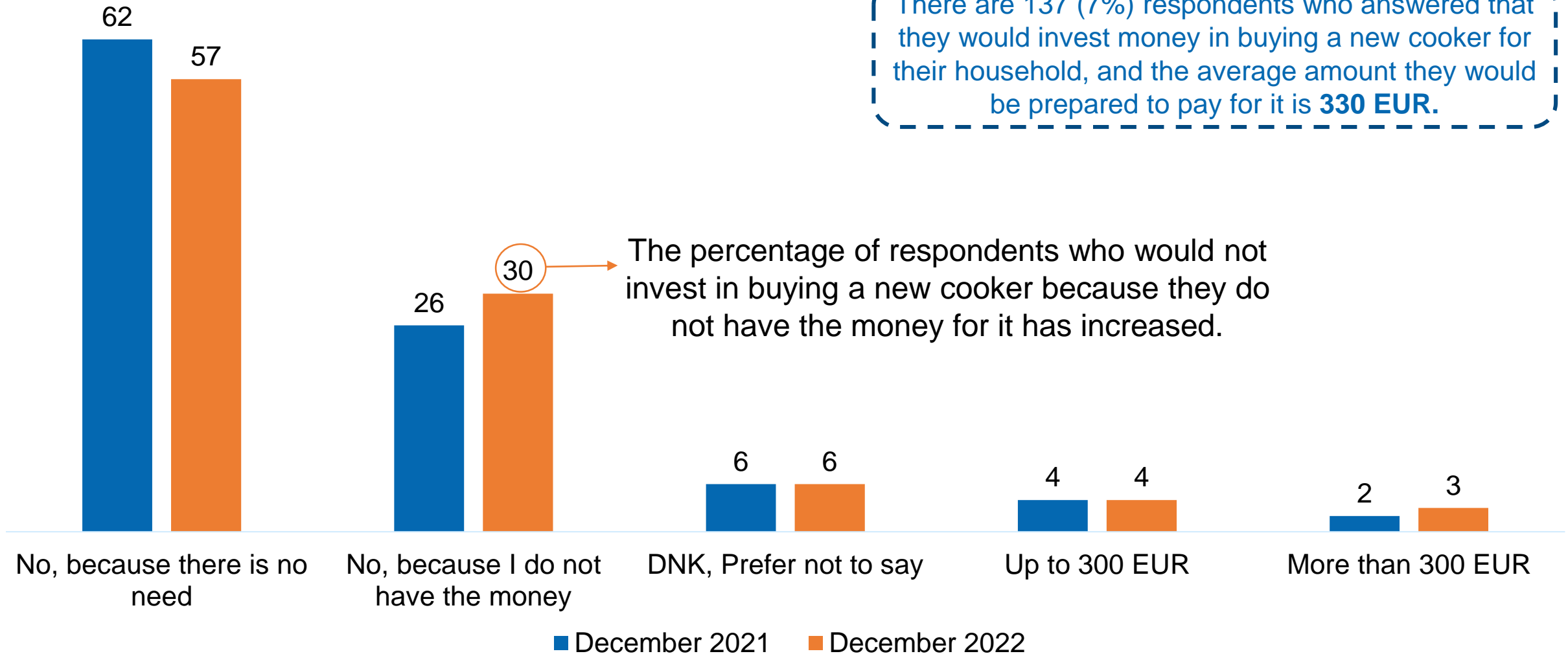
What type of cooker do you generally use? (in %, by place of residence)



What type of cooker do you generally use? (in %, by news access)

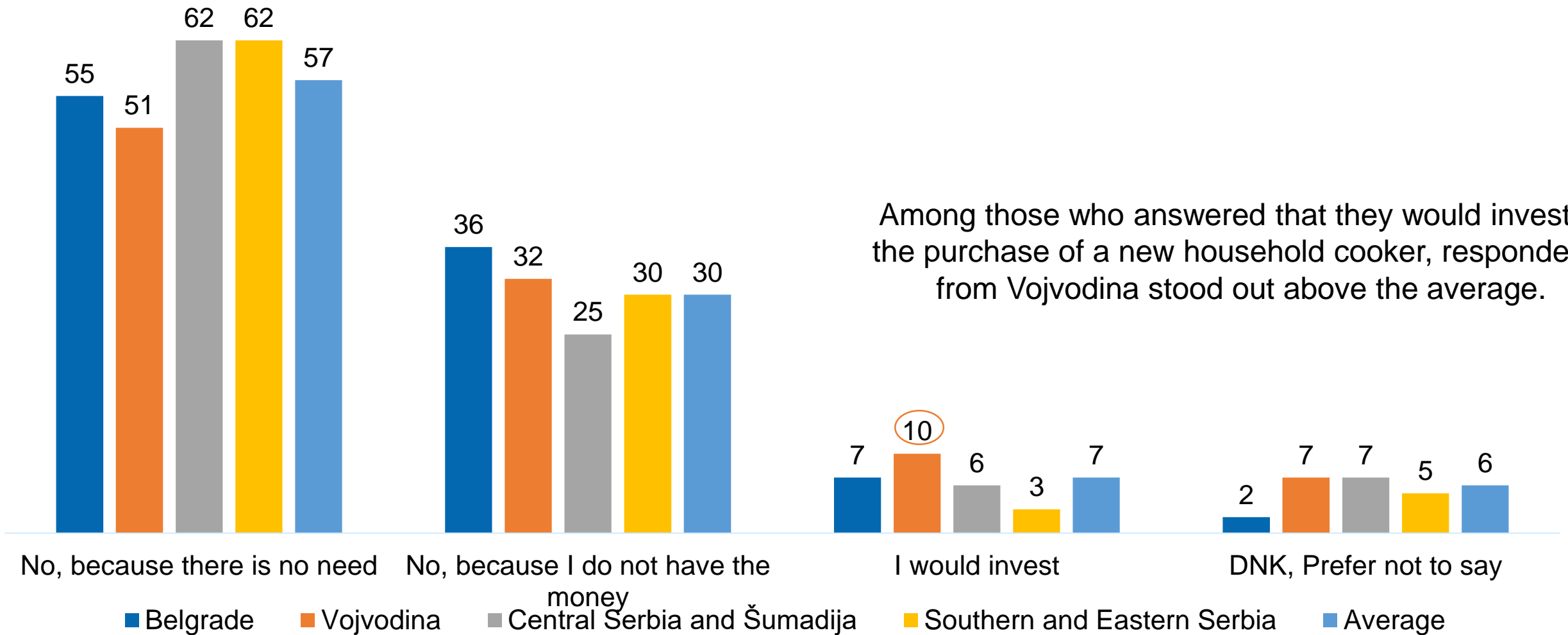


Would you buy a new cooker for your home, and, if so, how much would you be prepared to pay for it? (in %)

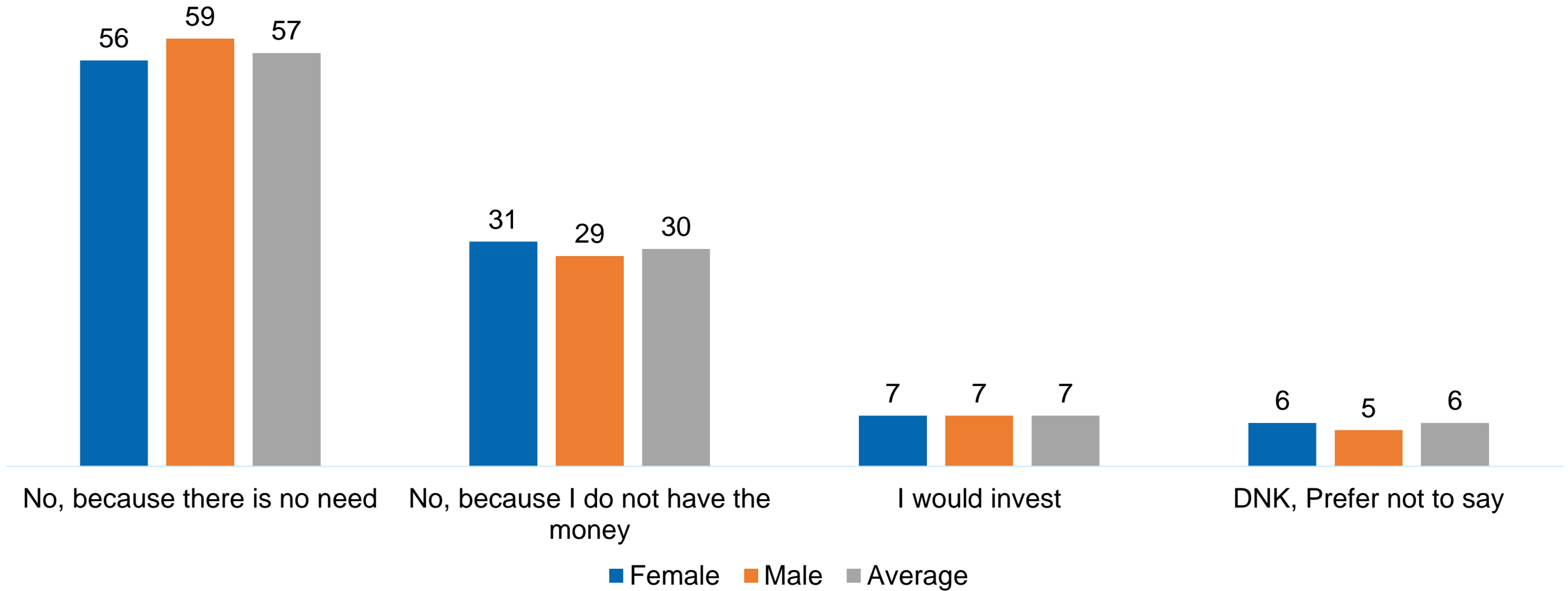


There are 137 (7%) respondents who answered that they would invest money in buying a new cooker for their household, and the average amount they would be prepared to pay for it is **330 EUR**.

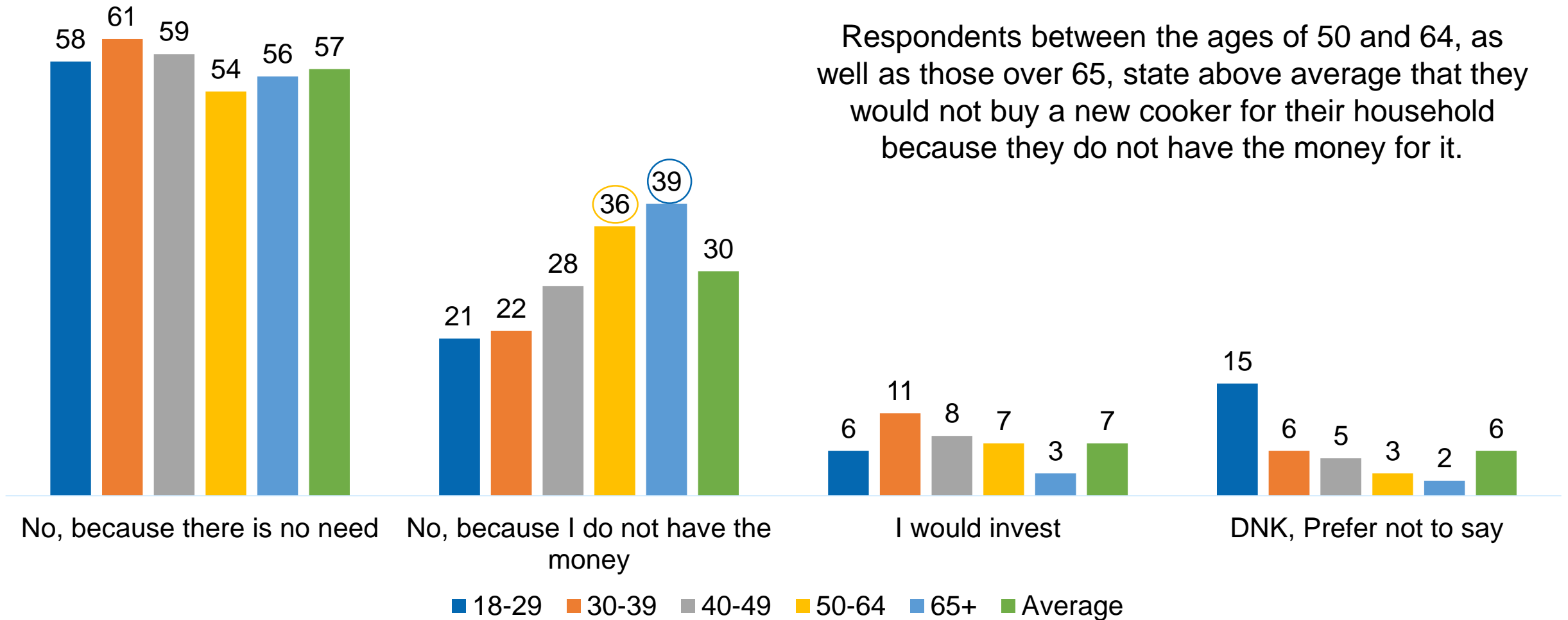
Would you buy a new cooker for your home, and, if so, how much would you be prepared to pay for it? (in %, by region)



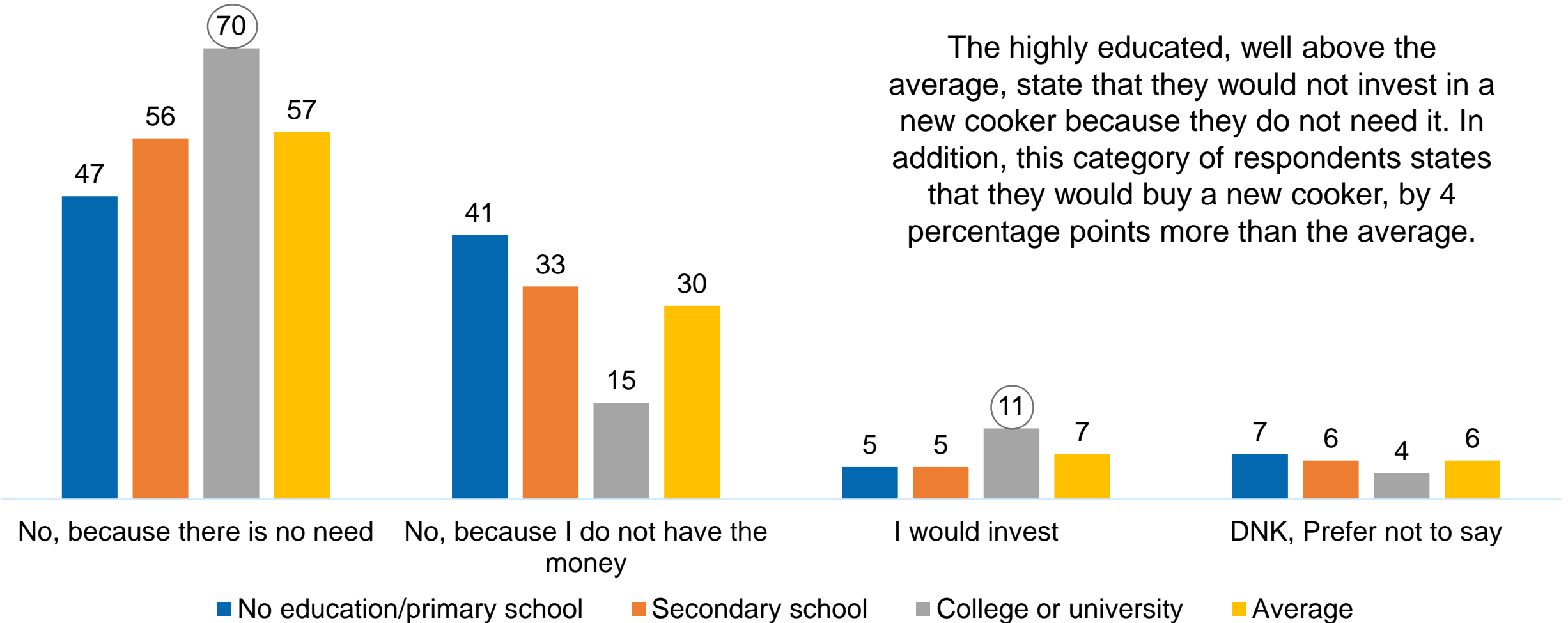
Would you buy a new cooker for your home, and, if so, how much would you be prepared to pay for it? (in %, by gender)



Would you buy a new cooker for your home, and, if so, how much would you be prepared to pay for it? (in %, by age)

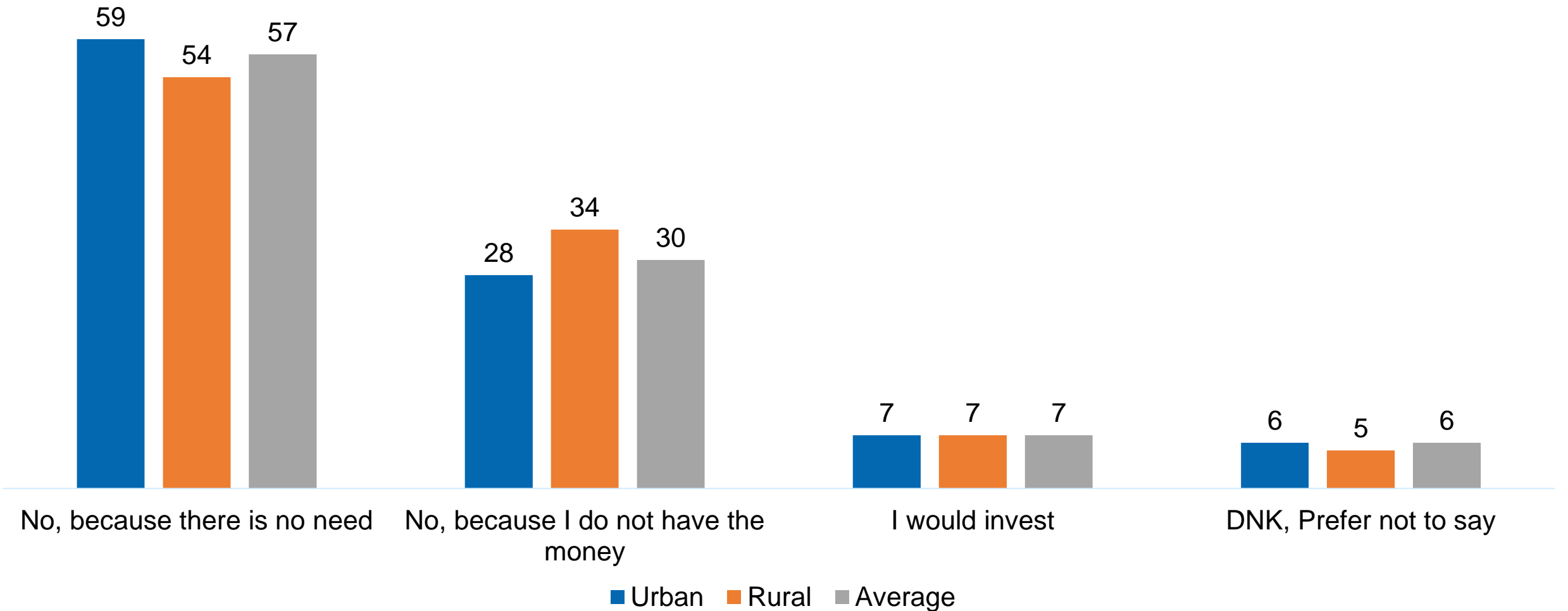


Would you buy a new cooker for your home, and, if so, how much would you be prepared to pay for it? (in %, by education)

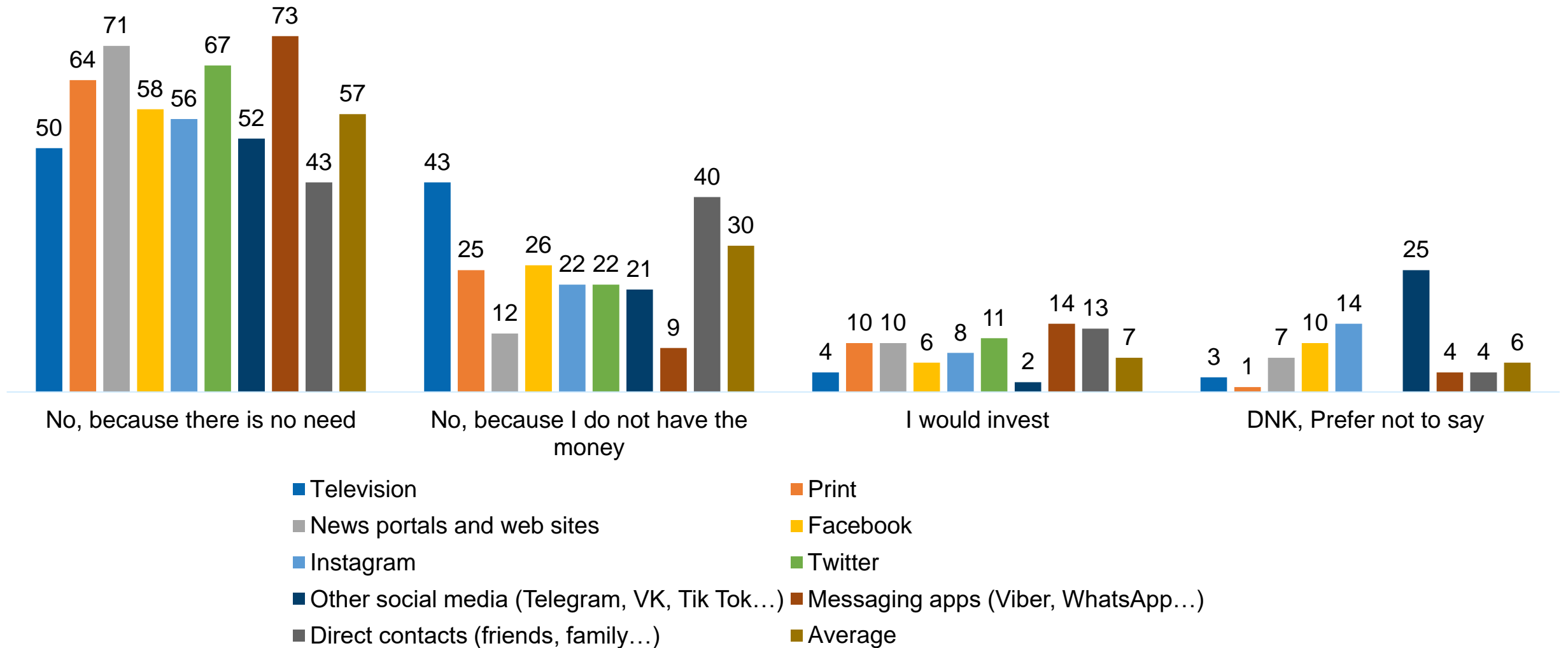


The highly educated, well above the average, state that they would not invest in a new cooker because they do not need it. In addition, this category of respondents states that they would buy a new cooker, by 4 percentage points more than the average.

Would you buy a new cooker for your home, and, if so, how much would you be prepared to pay for it? (in %, by place of residence)



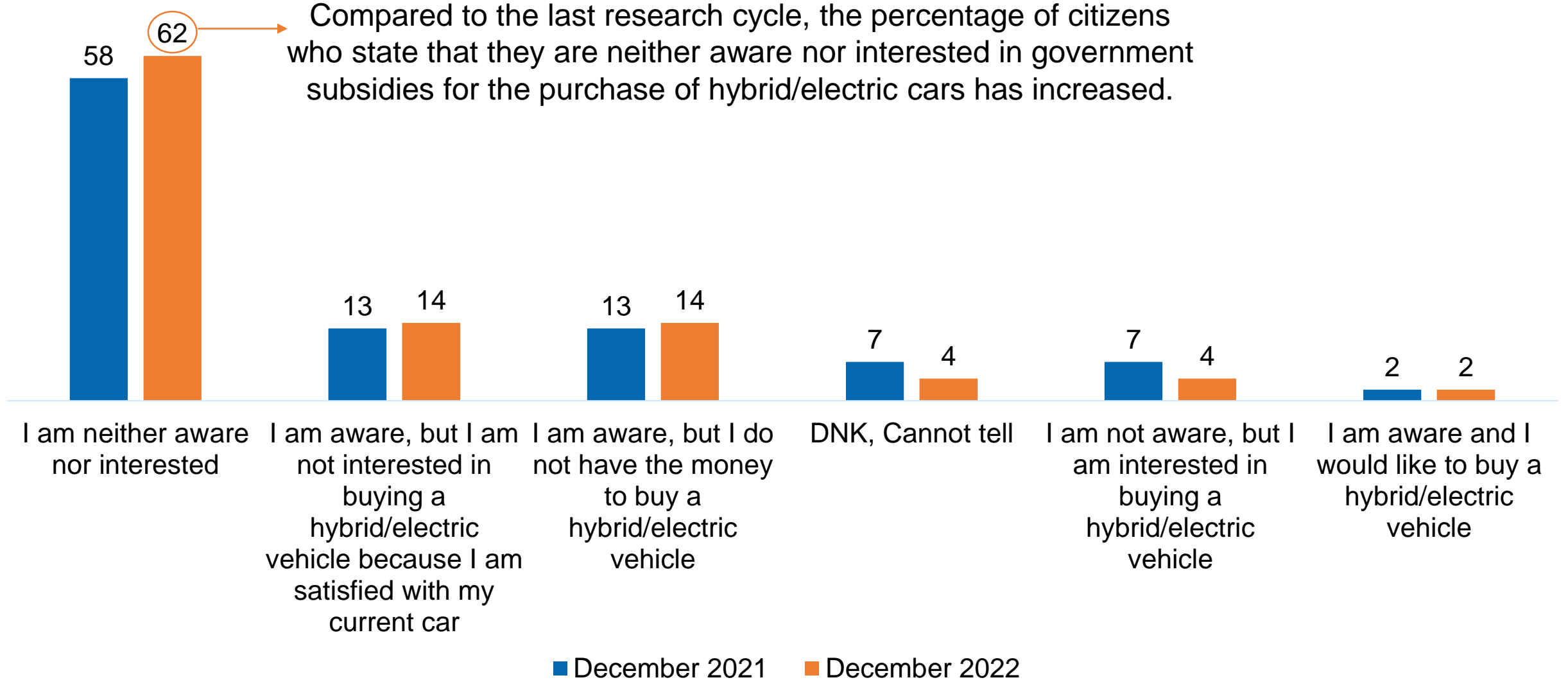
Would you buy a new cooker for your home, and, if so, how much would you be prepared to pay for it? (in %, by news access)





Transport

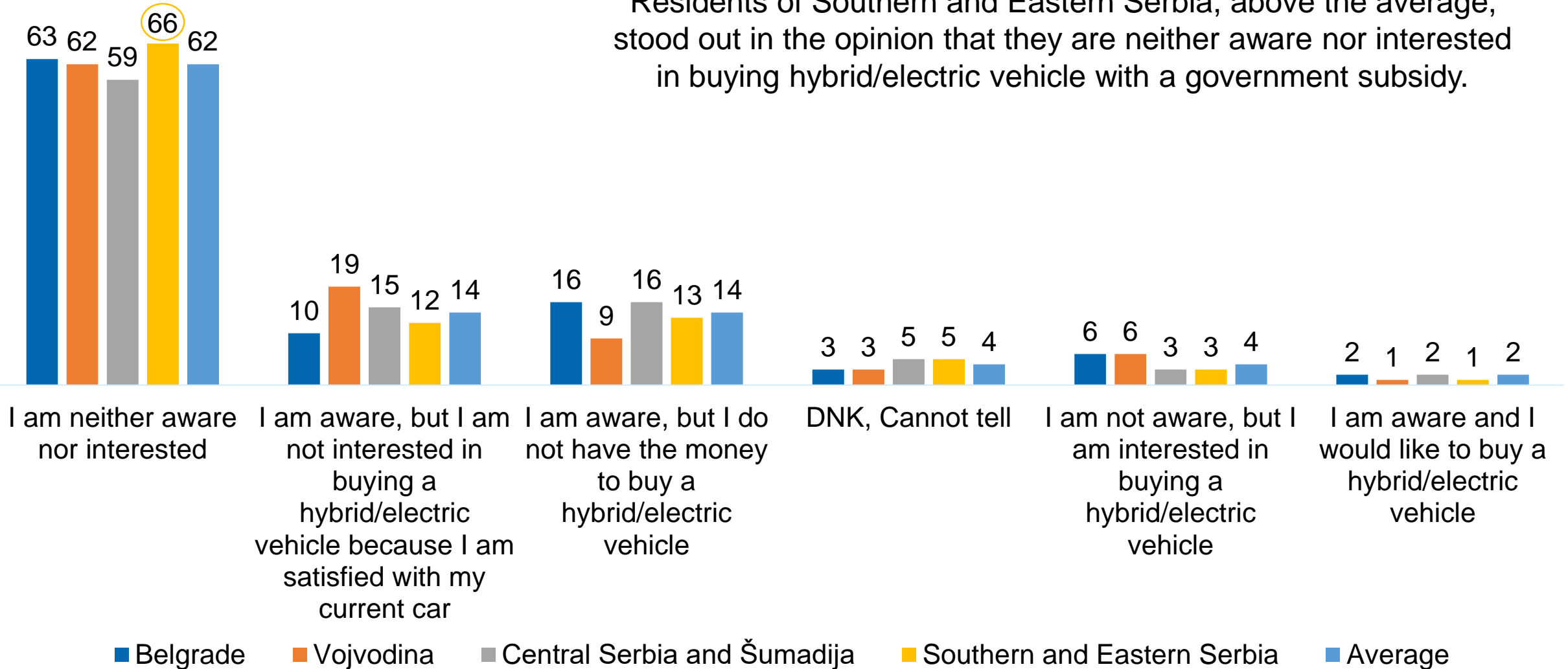
Are you aware of government subsidies for hybrid/electric vehicles, and, if so, are you interested in buying one? (in %)



Are you aware of government subsidies for hybrid/electric vehicles, and, if so, are you interested in buying one? (in %, by region)

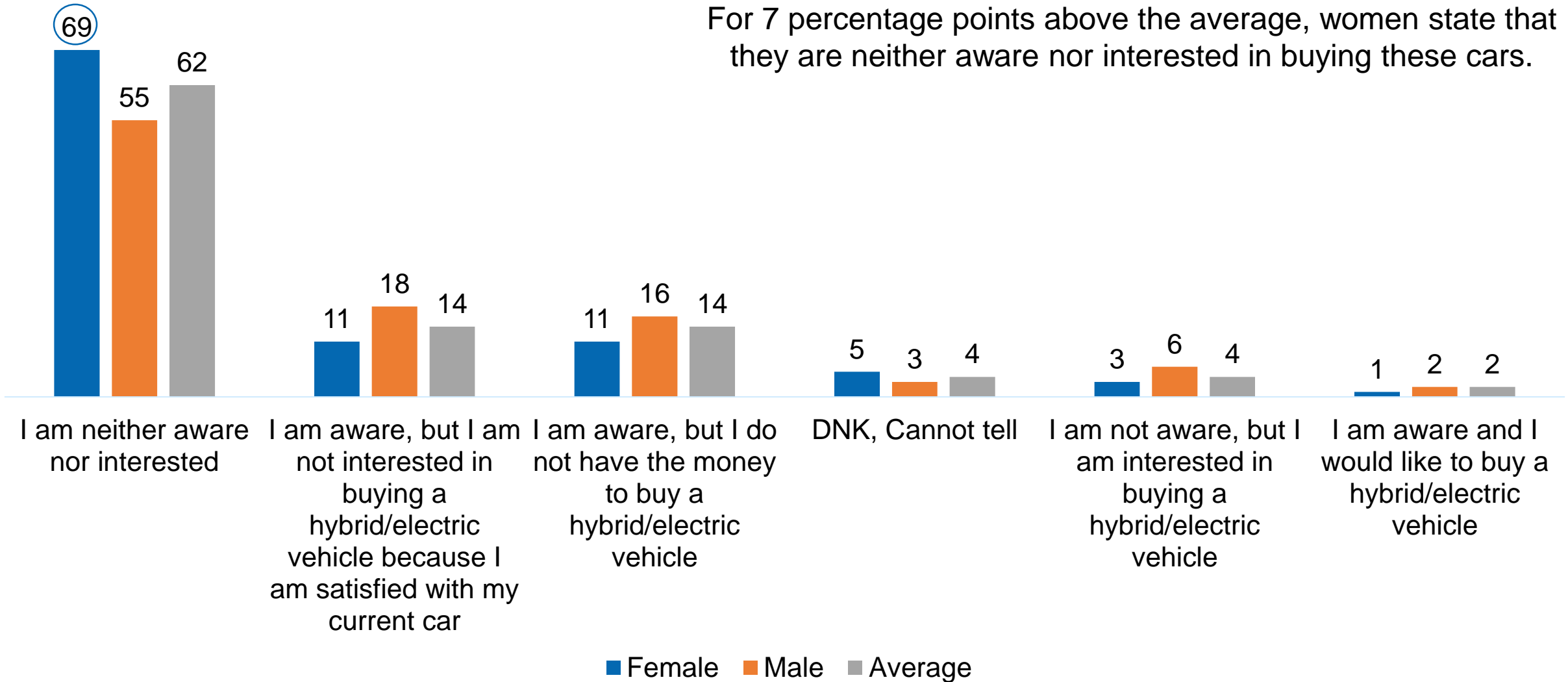


Residents of Southern and Eastern Serbia, above the average, stood out in the opinion that they are neither aware nor interested in buying hybrid/electric vehicle with a government subsidy.

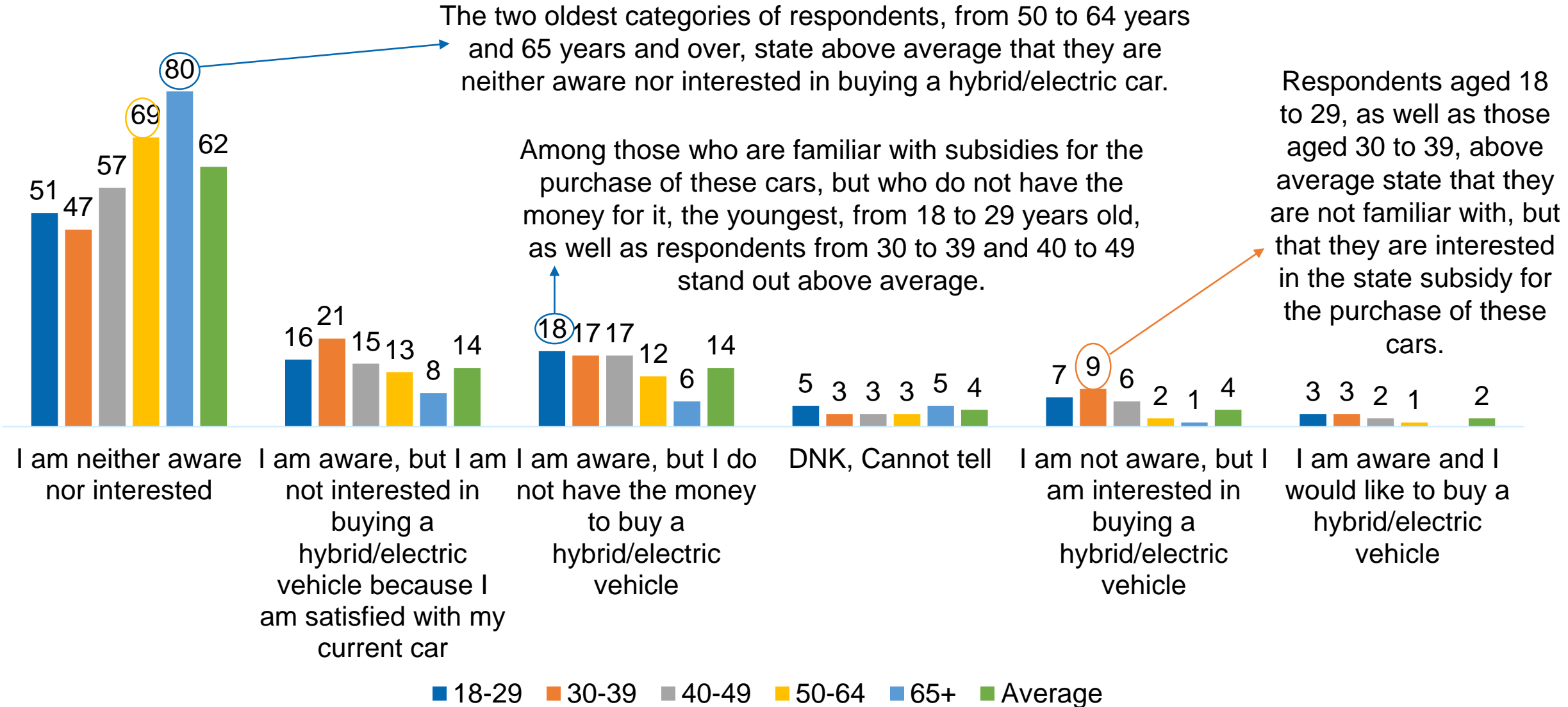


Are you aware of government subsidies for hybrid/electric vehicles, and, if so, are you interested in buying one? (in %, by gender)

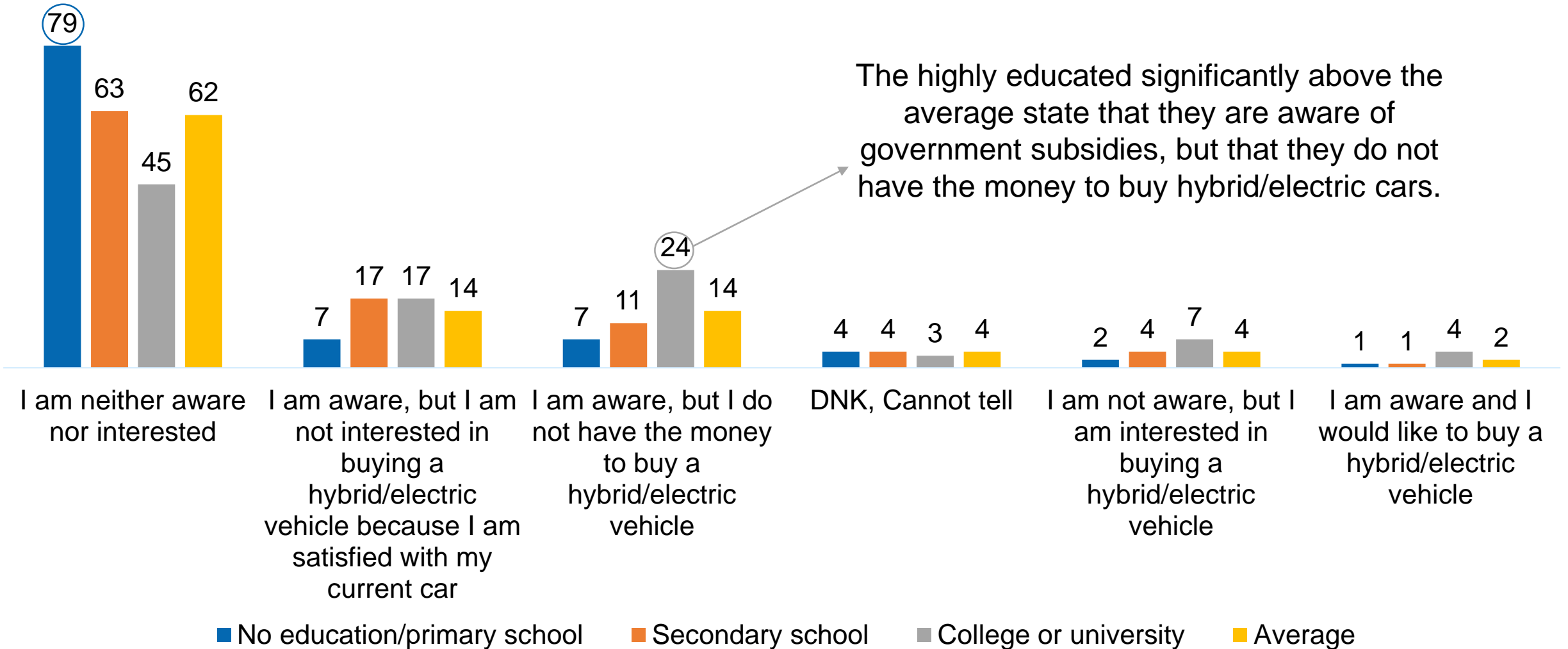
For 7 percentage points above the average, women state that they are neither aware nor interested in buying these cars.



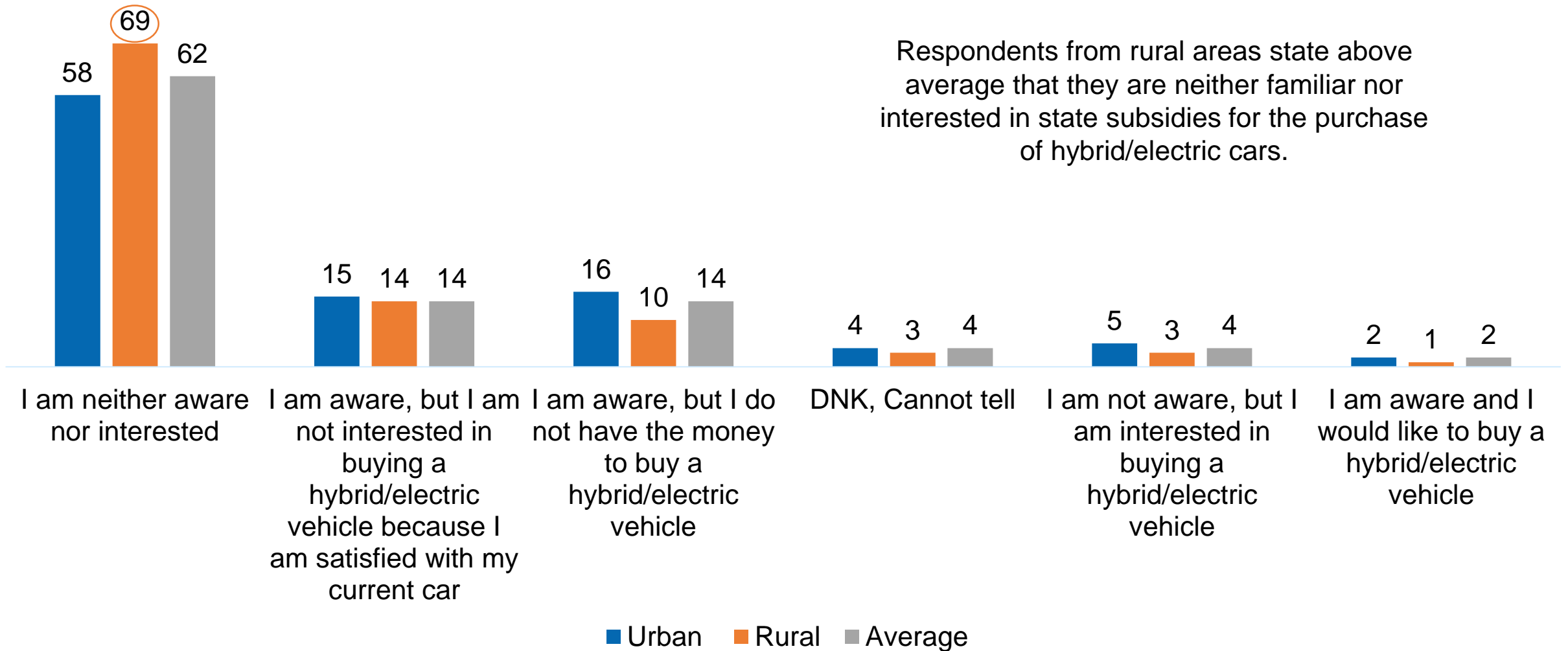
Are you aware of government subsidies for hybrid/electric vehicles, and, if so, are you interested in buying one? (in %, by age)



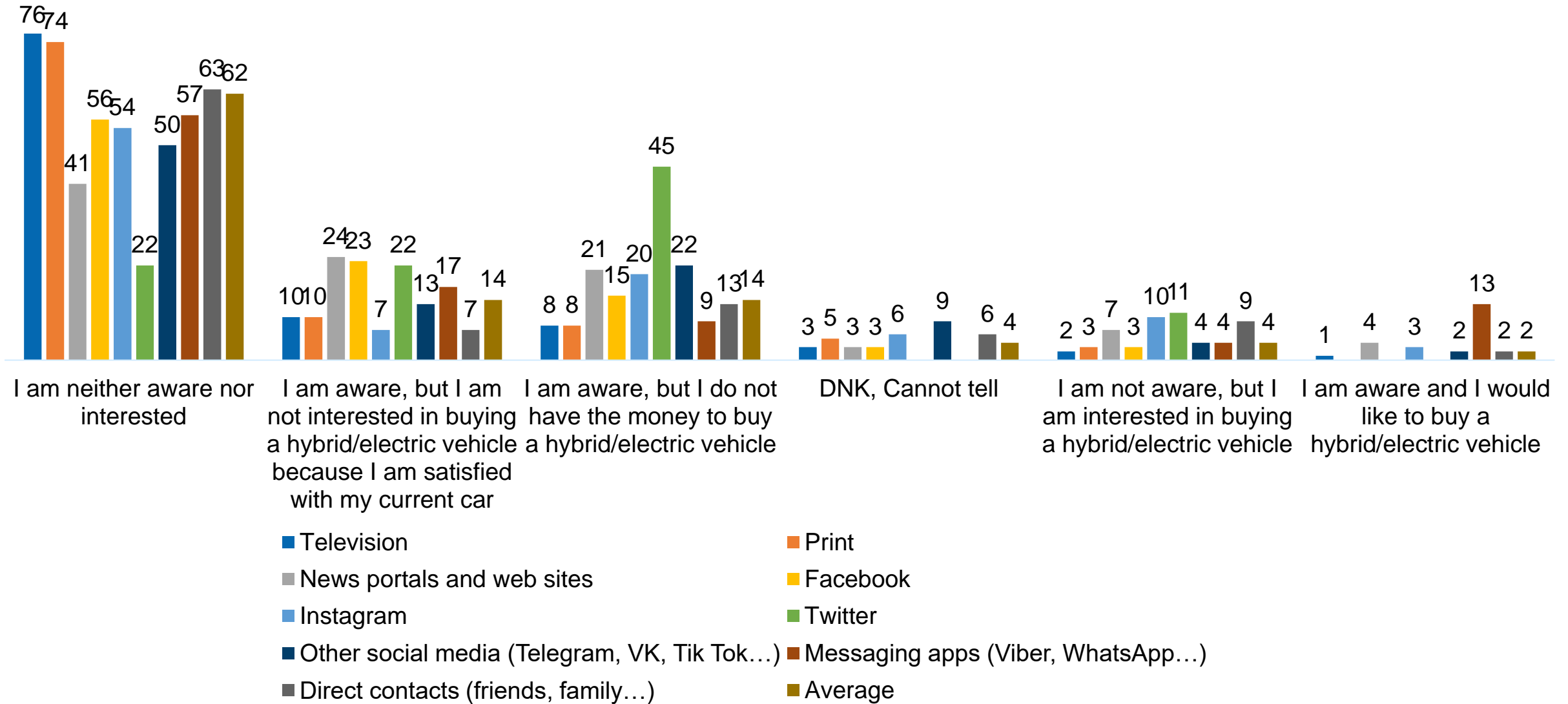
Are you aware of government subsidies for hybrid/electric vehicles, and, if so, are you interested in buying one? (in %, by education)



Are you aware of government subsidies for hybrid/electric vehicles, and, if so, are you interested in buying one? (in %, by place of residence)



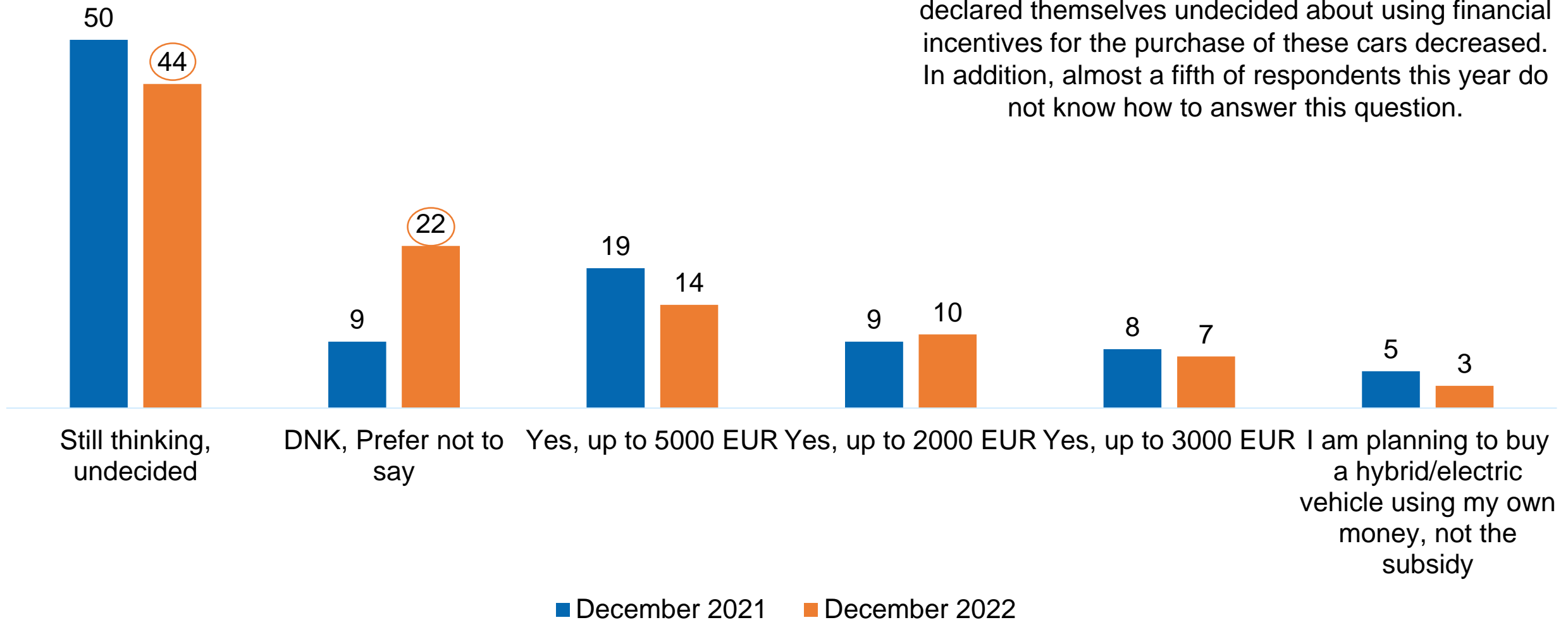
Are you aware of government subsidies for hybrid/electric vehicles, and, if so, are you interested in buying one? (in %, by news access)



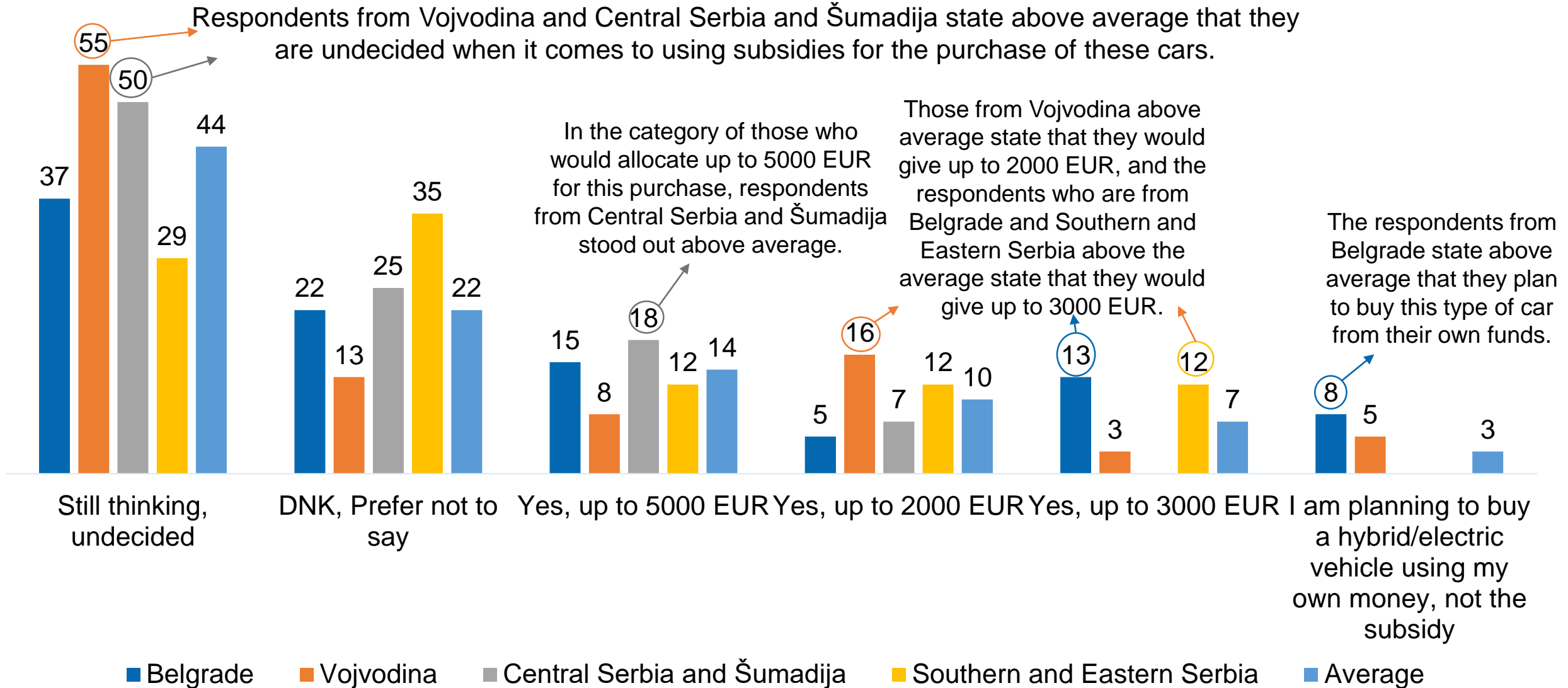
Given that the government is providing financial incentives for buying hybrid/electric vehicles, are you planning to use them? (in %)



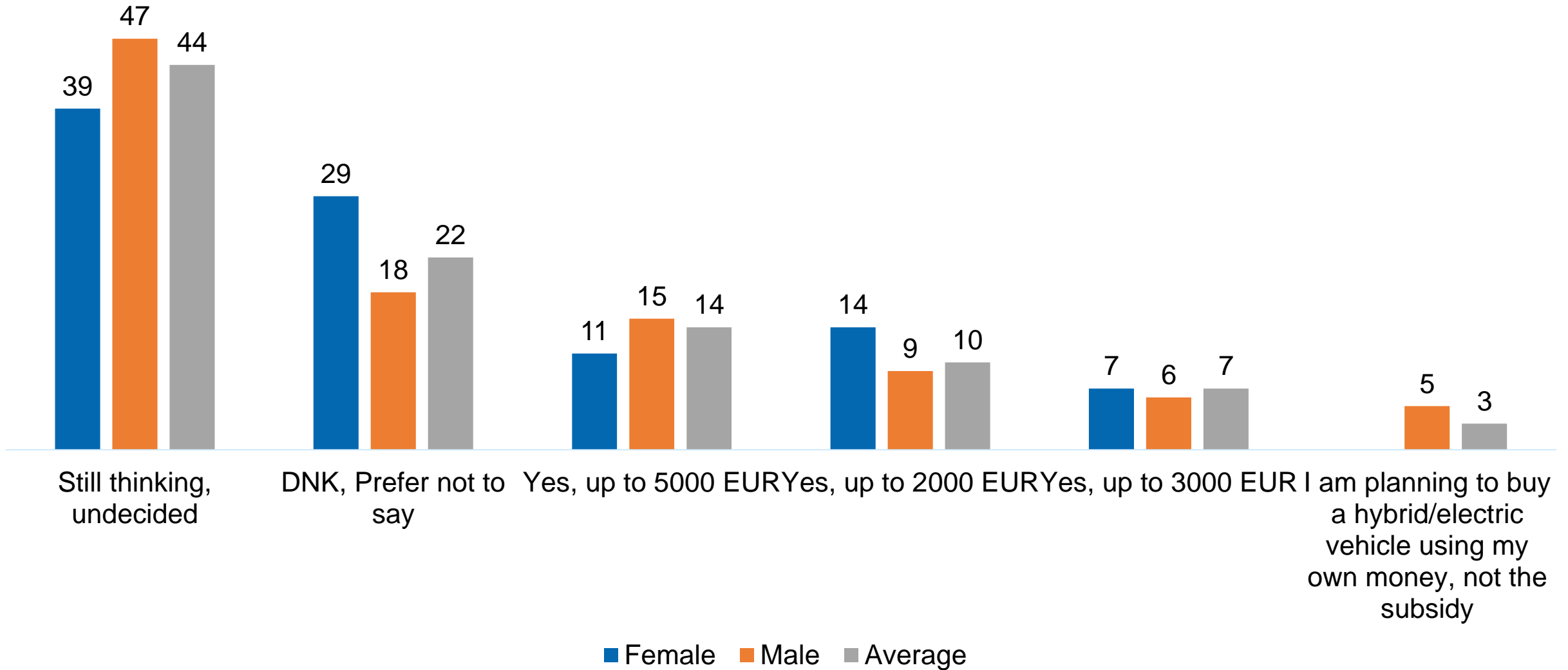
Compared to last year, the share of respondents who declared themselves undecided about using financial incentives for the purchase of these cars decreased. In addition, almost a fifth of respondents this year do not know how to answer this question.



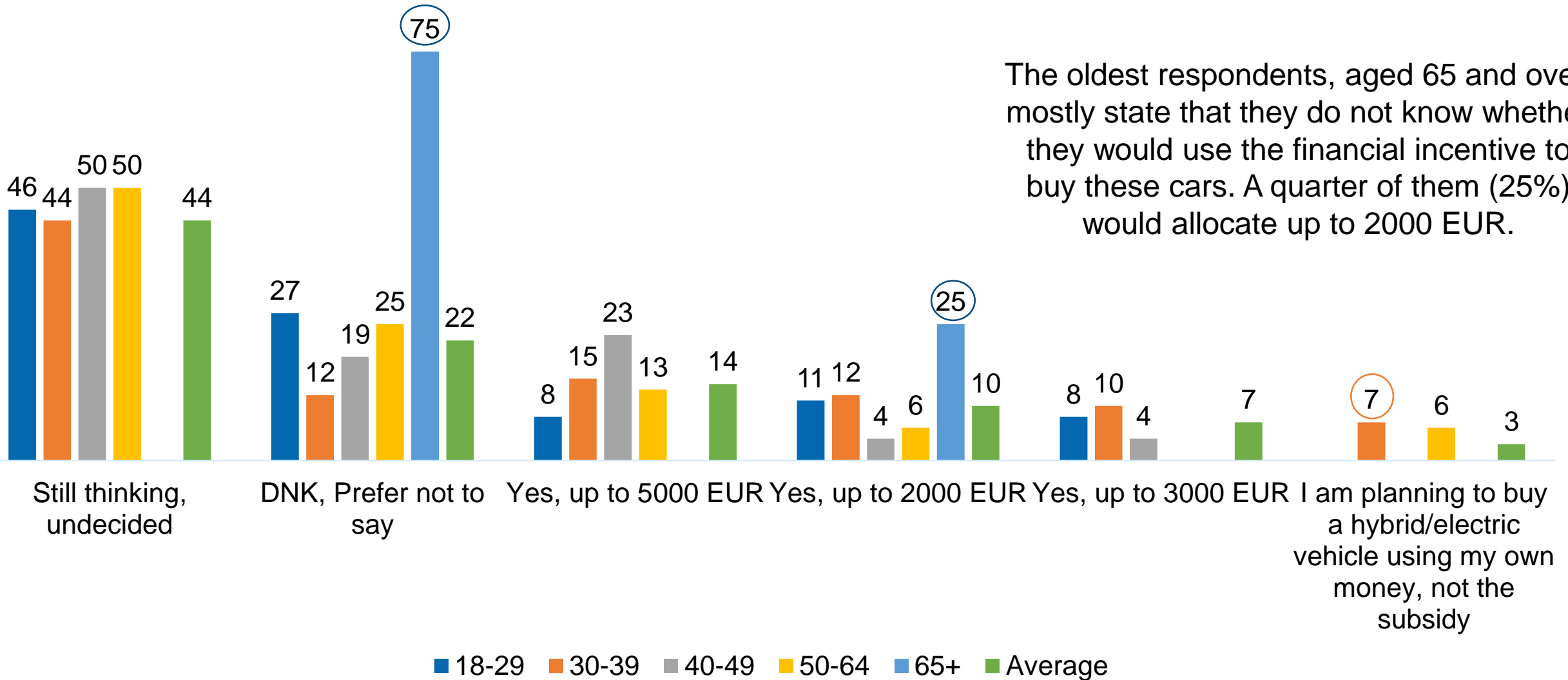
Given that the government is providing financial incentives for buying hybrid/electric vehicles, are you planning to use them? (in %, by region)



Given that the government is providing financial incentives for buying hybrid/electric vehicles, are you planning to use them? (in %, by gender)

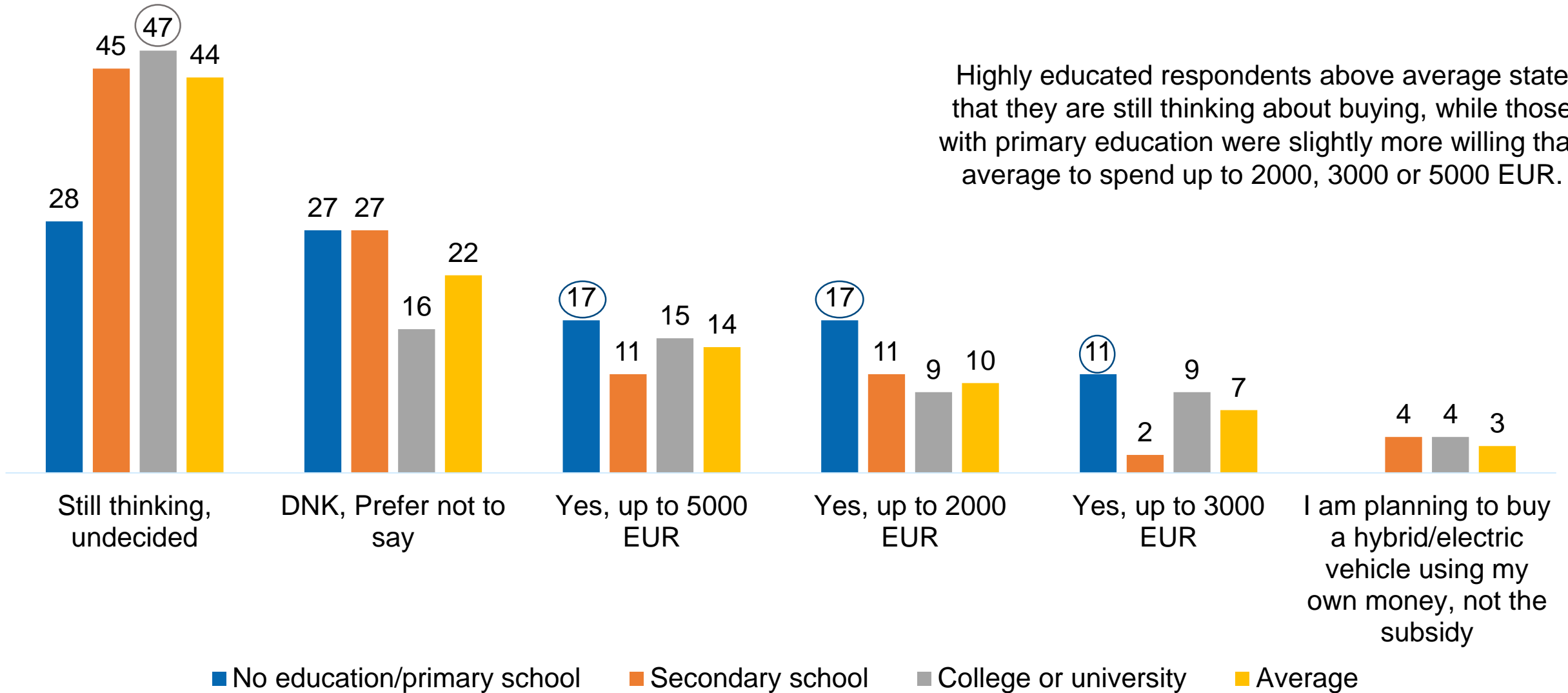


Given that the government is providing financial incentives for buying hybrid/electric vehicles, are you planning to use them? (in %, by age)

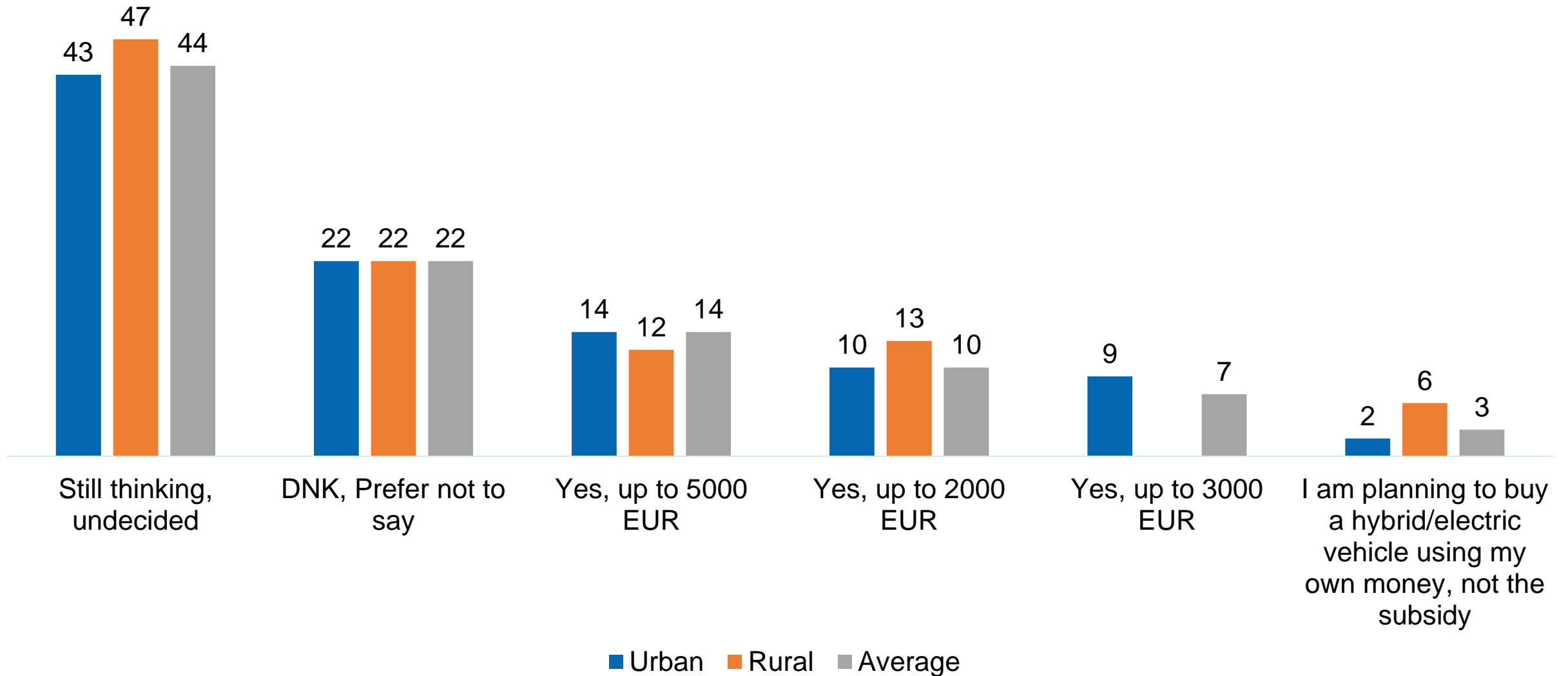


The oldest respondents, aged 65 and over, mostly state that they do not know whether they would use the financial incentive to buy these cars. A quarter of them (25%) would allocate up to 2000 EUR.

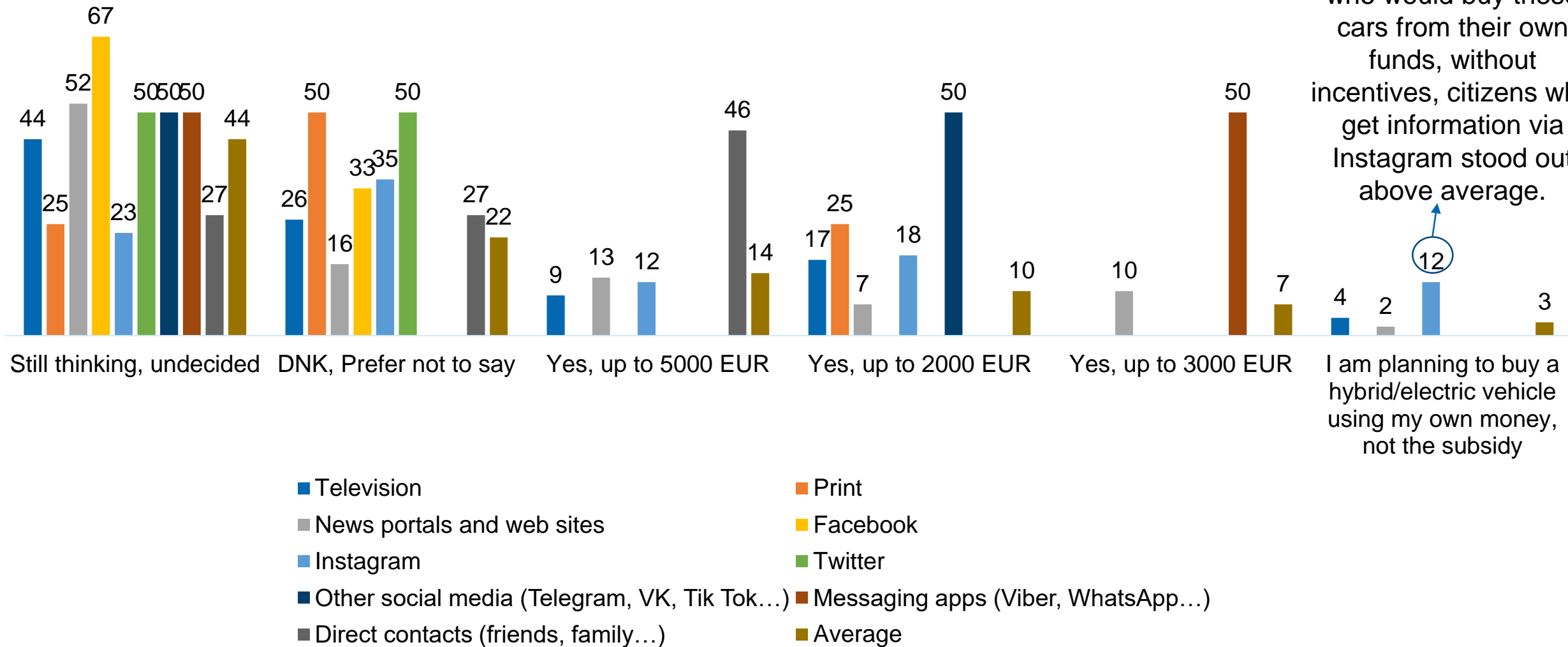
Given that the government is providing financial incentives for buying hybrid/electric vehicles, are you planning to use them? (in %, by education)



Given that the government is providing financial incentives for buying hybrid/electric vehicles, are you planning to use them? (in %, by place of residence)

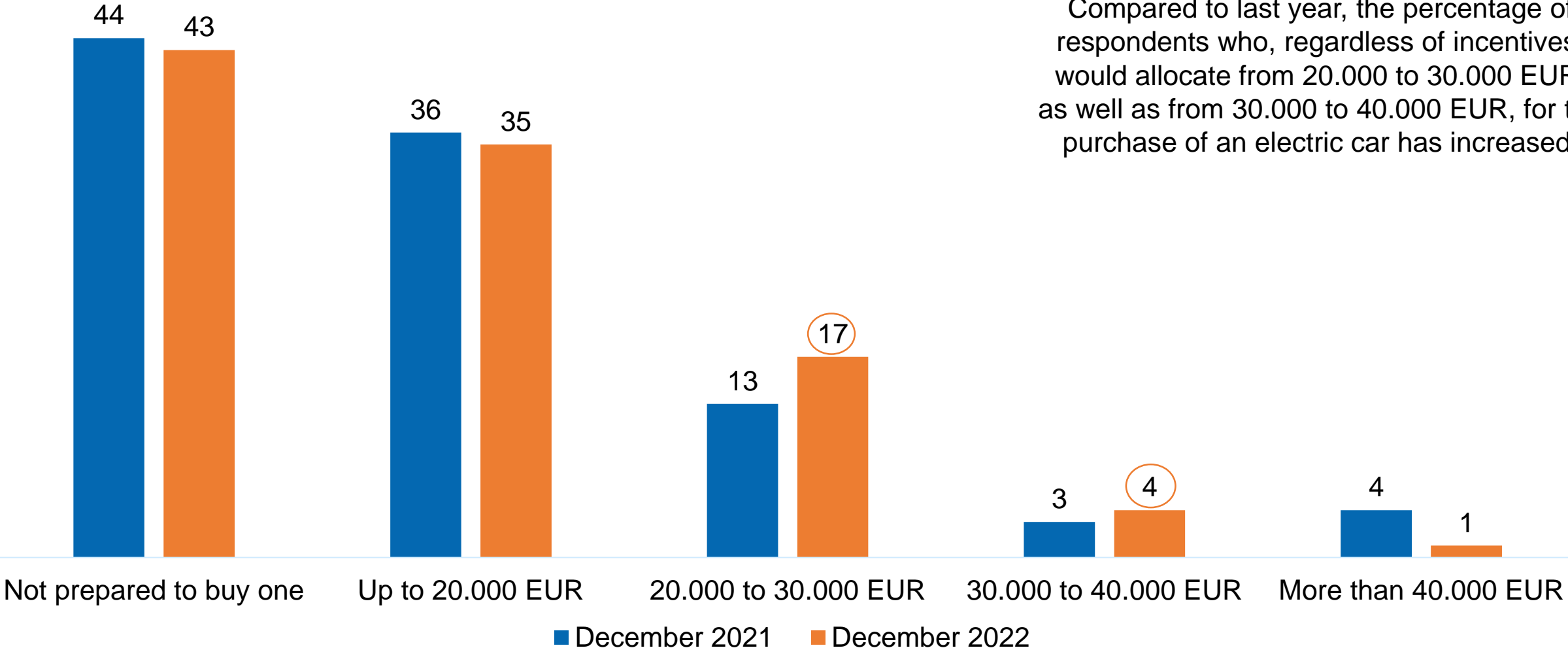


Given that the government is providing financial incentives for buying hybrid/electric vehicles, are you planning to use them? (in %, by news access)



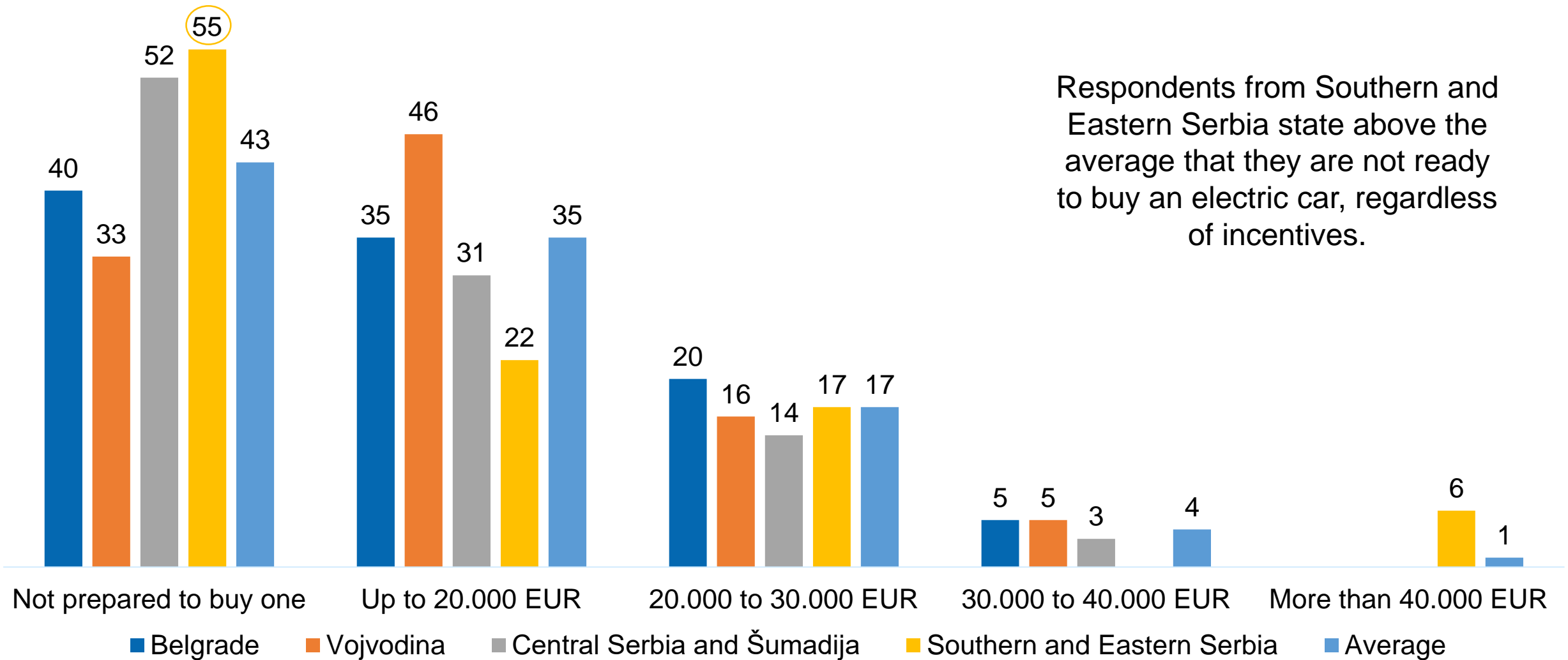
In the category of those who would buy these cars from their own funds, without incentives, citizens who get information via Instagram stood out above average.

How much would you be prepared to pay for an electric vehicle, regardless of any subsidy (incentive)? (in %)



Compared to last year, the percentage of respondents who, regardless of incentives, would allocate from 20.000 to 30.000 EUR, as well as from 30.000 to 40.000 EUR, for the purchase of an electric car has increased.

How much would you be prepared to pay for an electric vehicle, regardless of any subsidy (incentive)? (in %, by region)

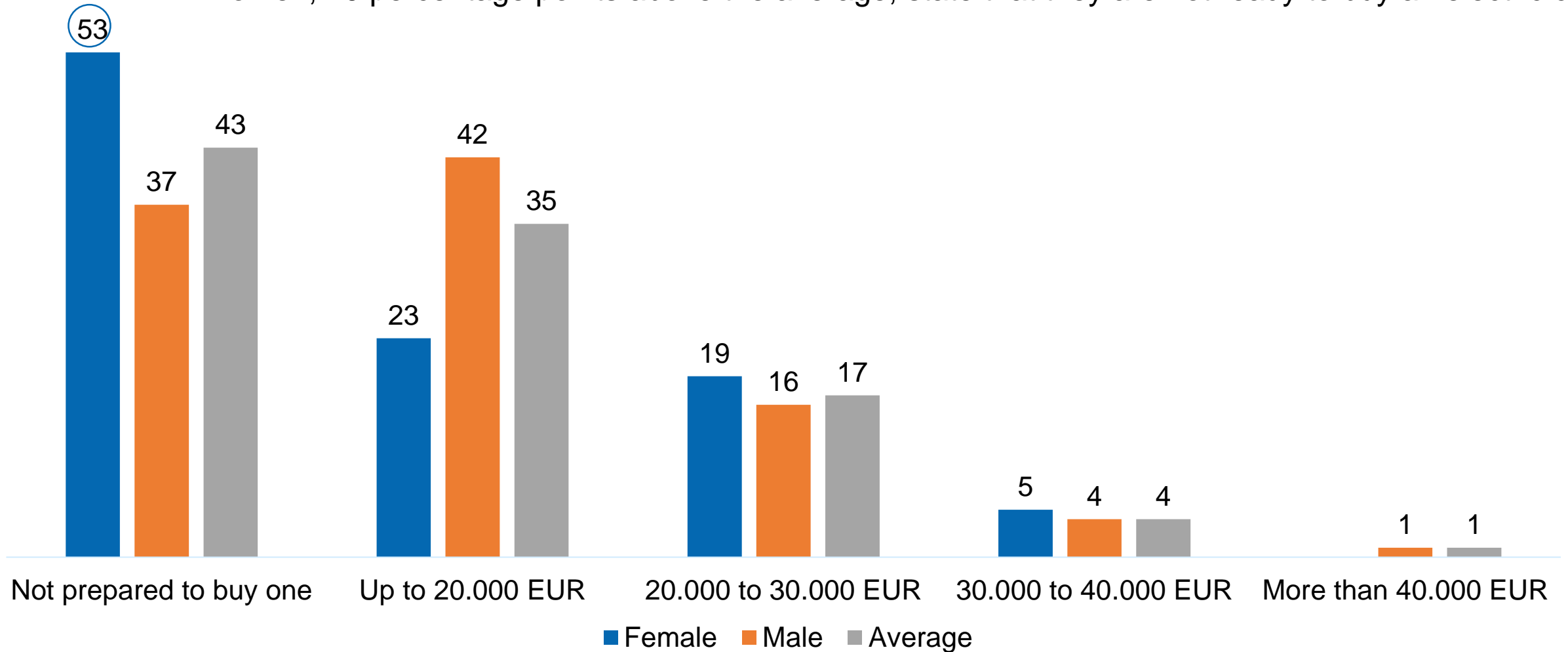


Respondents from Southern and Eastern Serbia state above the average that they are not ready to buy an electric car, regardless of incentives.

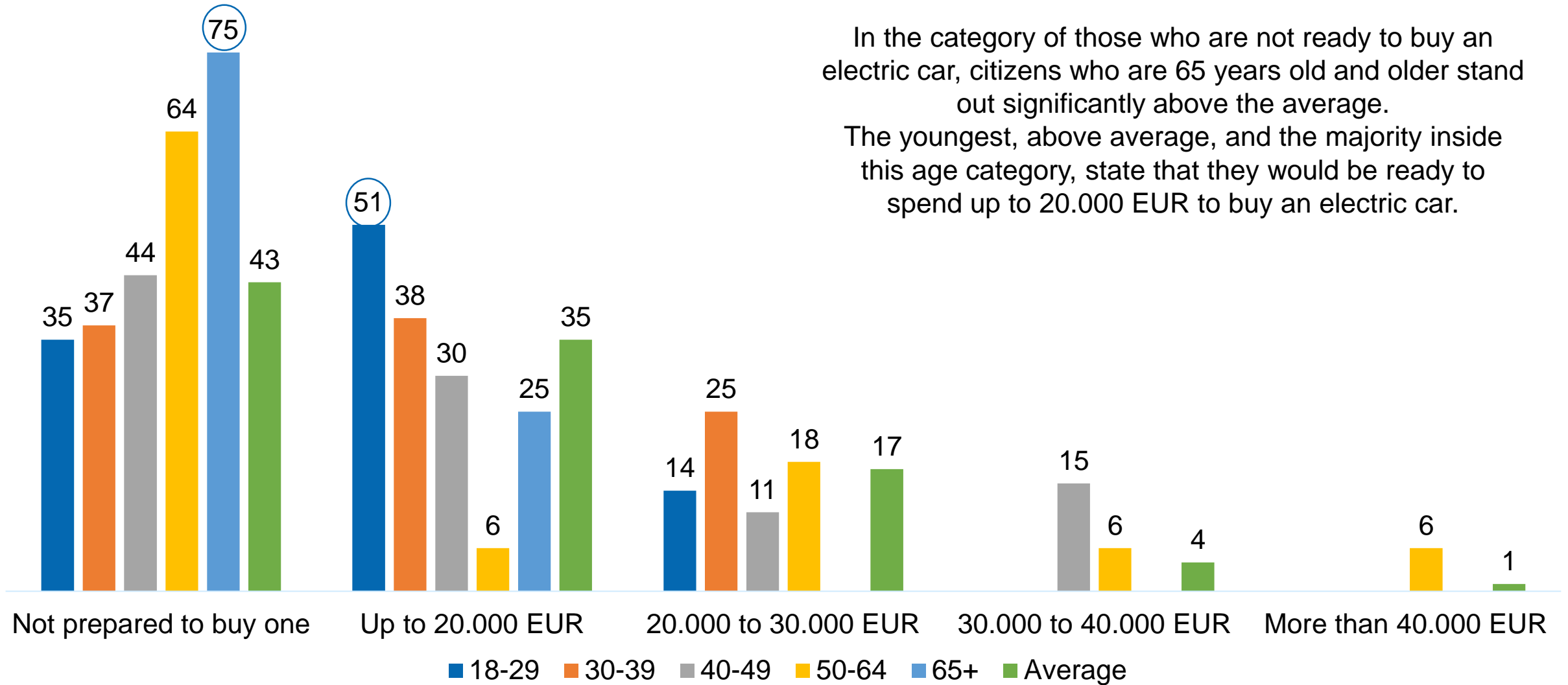
How much would you be prepared to pay for an electric vehicle, regardless of any subsidy (incentive)? (in %, by gender)



Women, 10 percentage points above the average, state that they are not ready to buy an electric car.

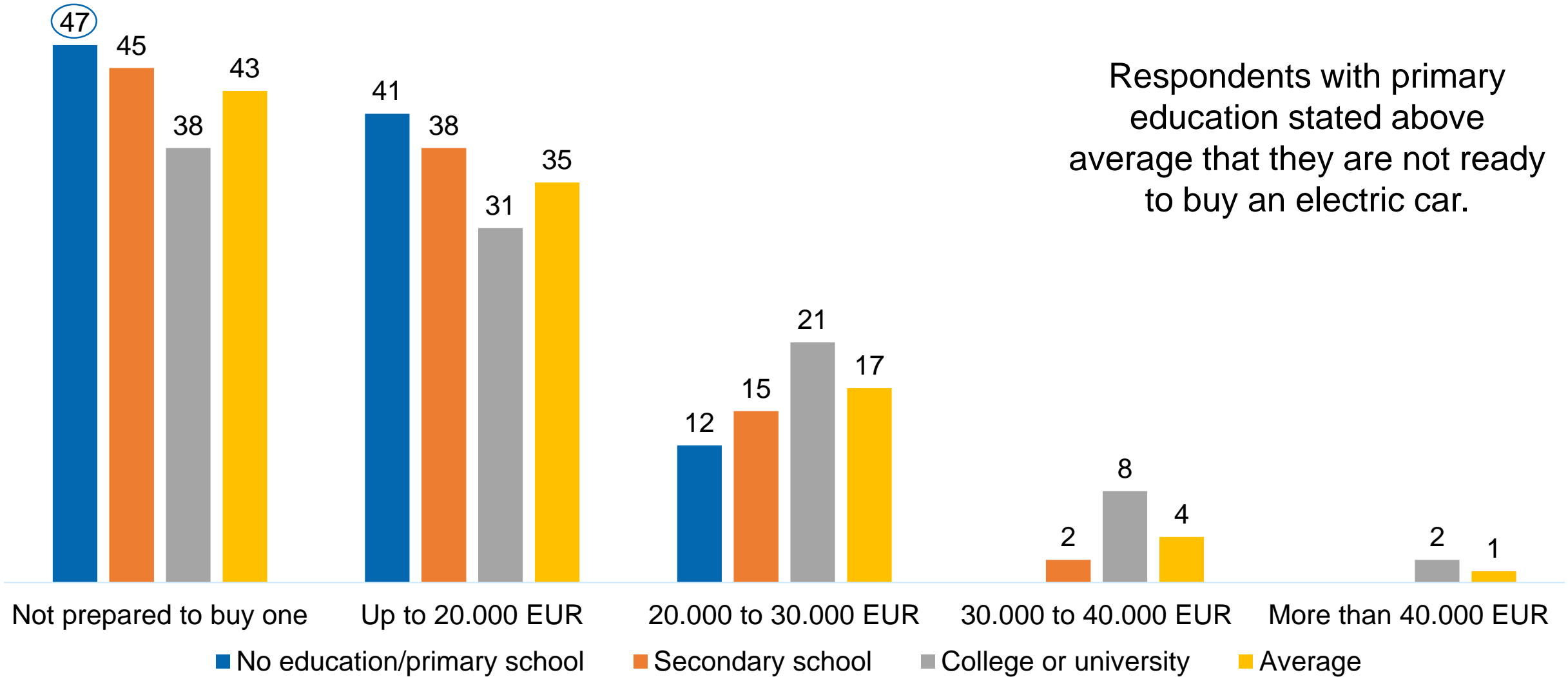


How much would you be prepared to pay for an electric vehicle, regardless of any subsidy (incentive)? (in %, by age)

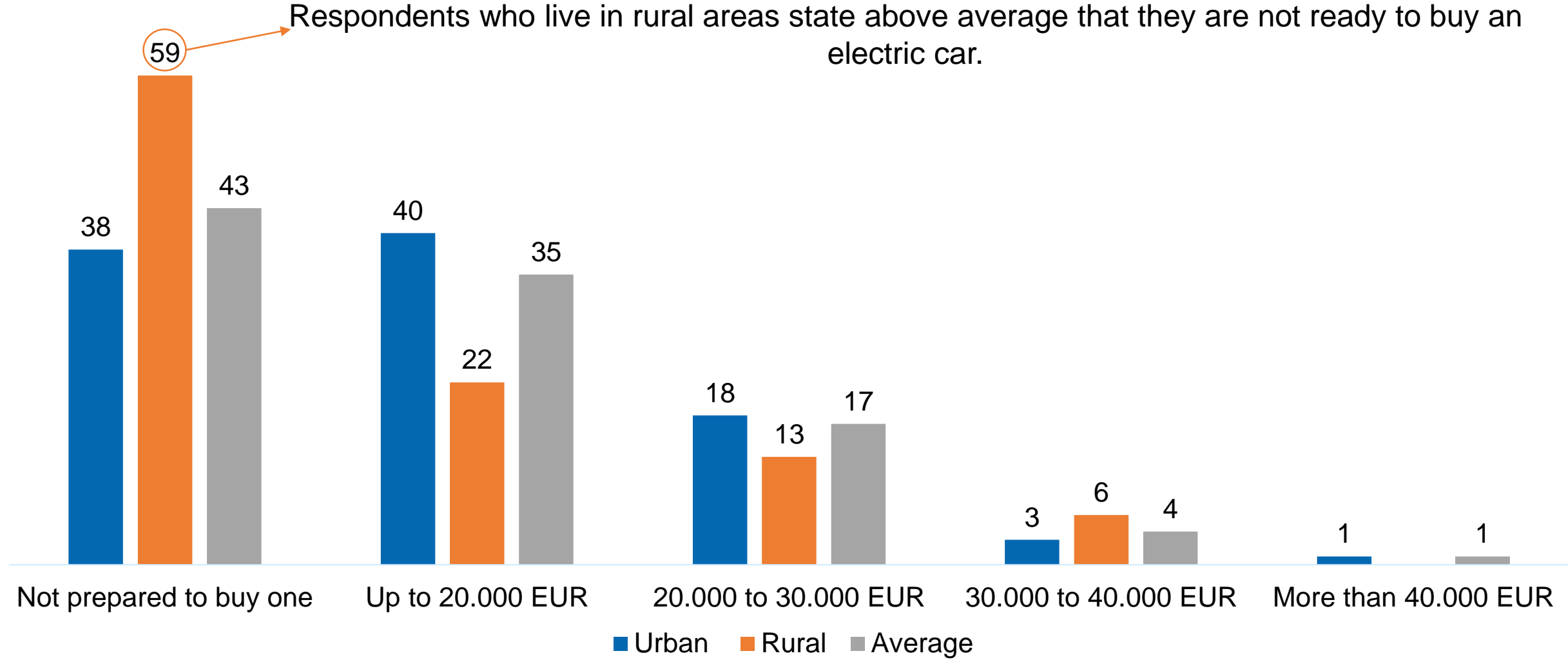


In the category of those who are not ready to buy an electric car, citizens who are 65 years old and older stand out significantly above the average. The youngest, above average, and the majority inside this age category, state that they would be ready to spend up to 20.000 EUR to buy an electric car.

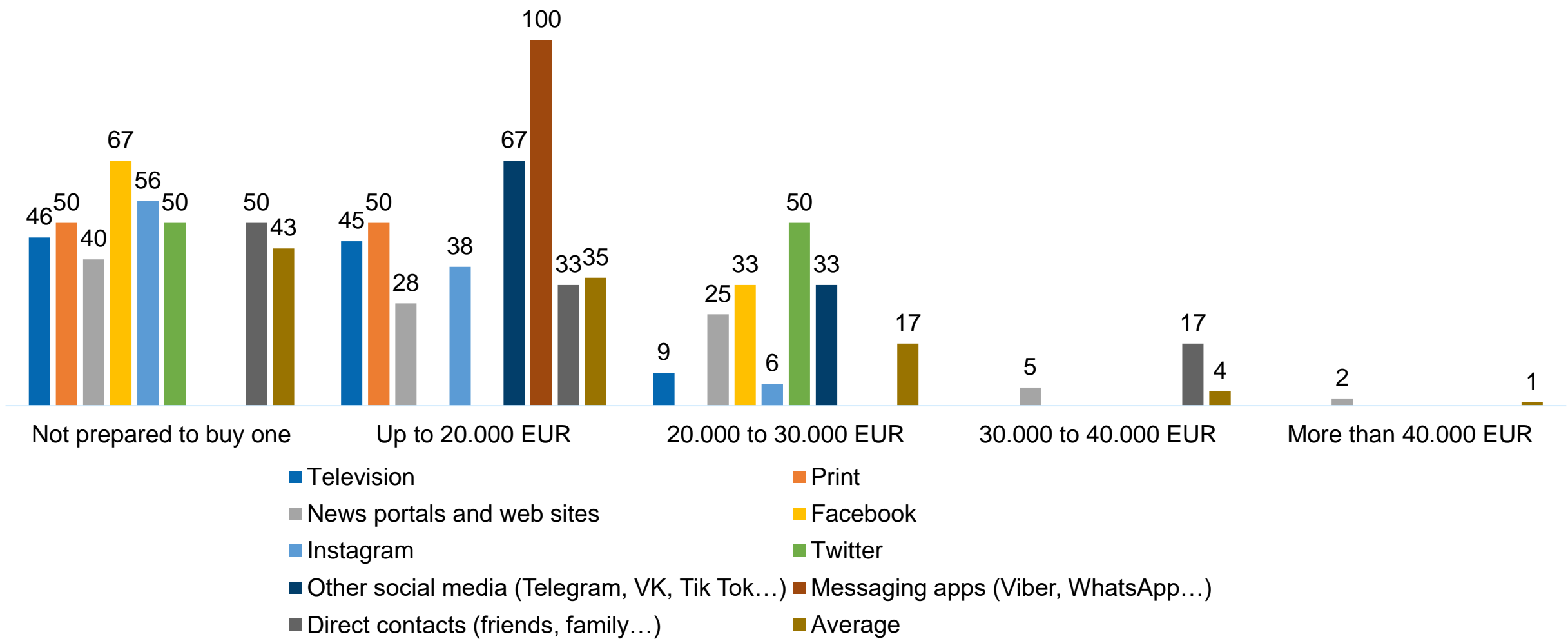
How much would you be prepared to pay for an electric vehicle, regardless of any subsidy (incentive)? (in %, by education)



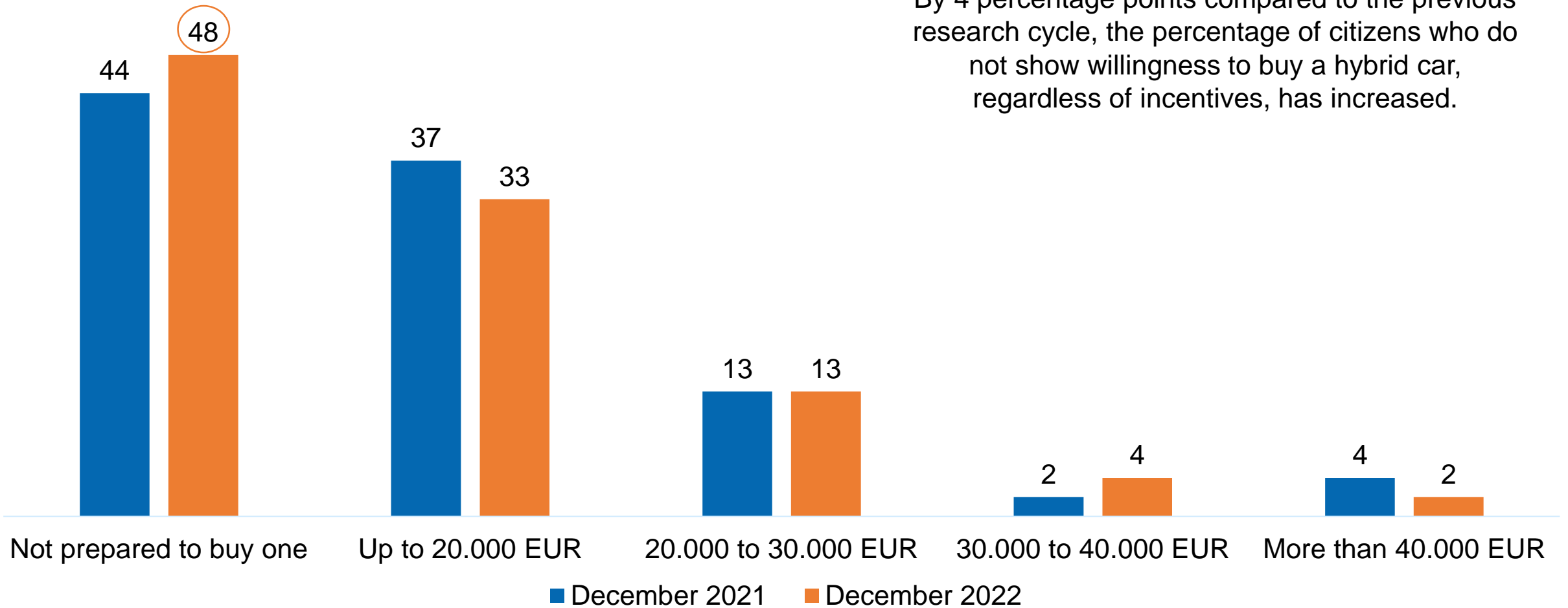
How much would you be prepared to pay for an electric vehicle, regardless of any subsidy (incentive)? (in %, by place of residence)



How much would you be prepared to pay for an electric vehicle, regardless of any subsidy (incentive)? (in %, by news access)

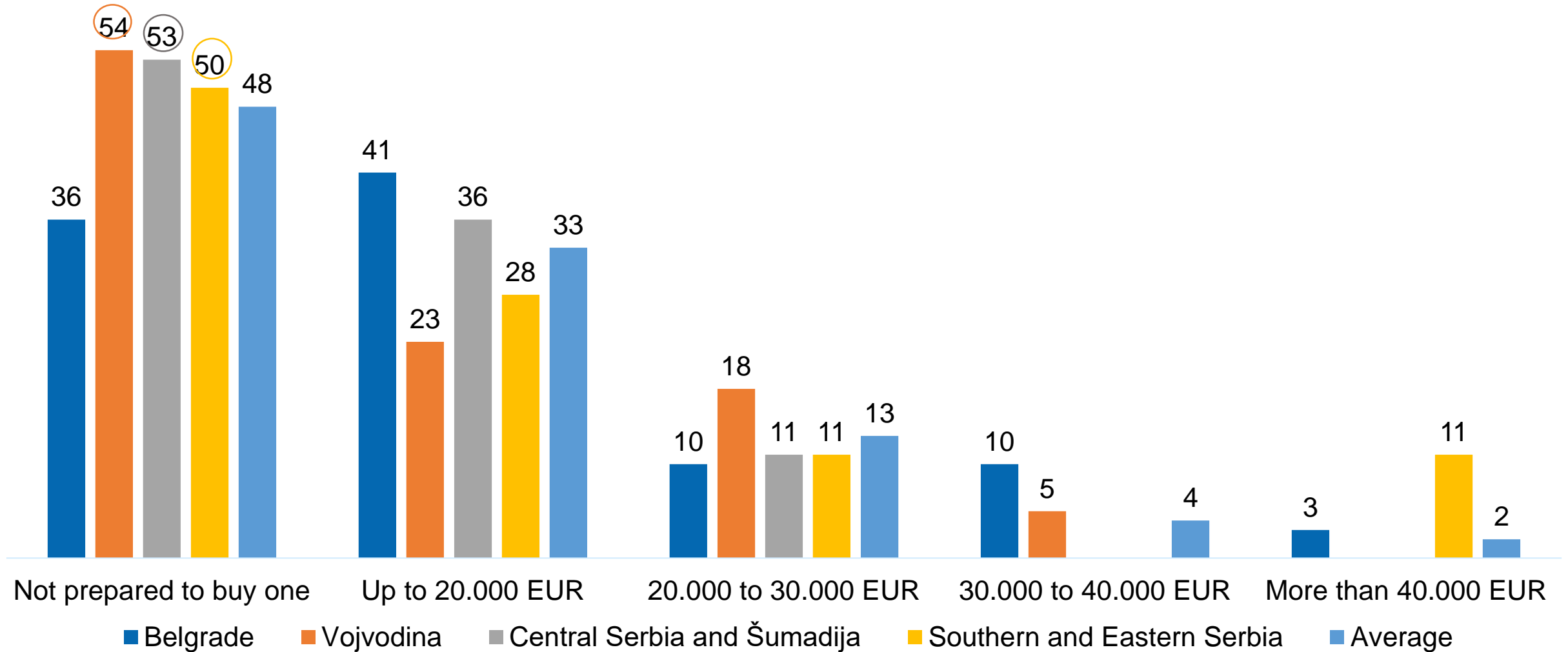


How much would you be prepared to pay for a hybrid vehicle, regardless of any subsidy (incentive)? (in %)



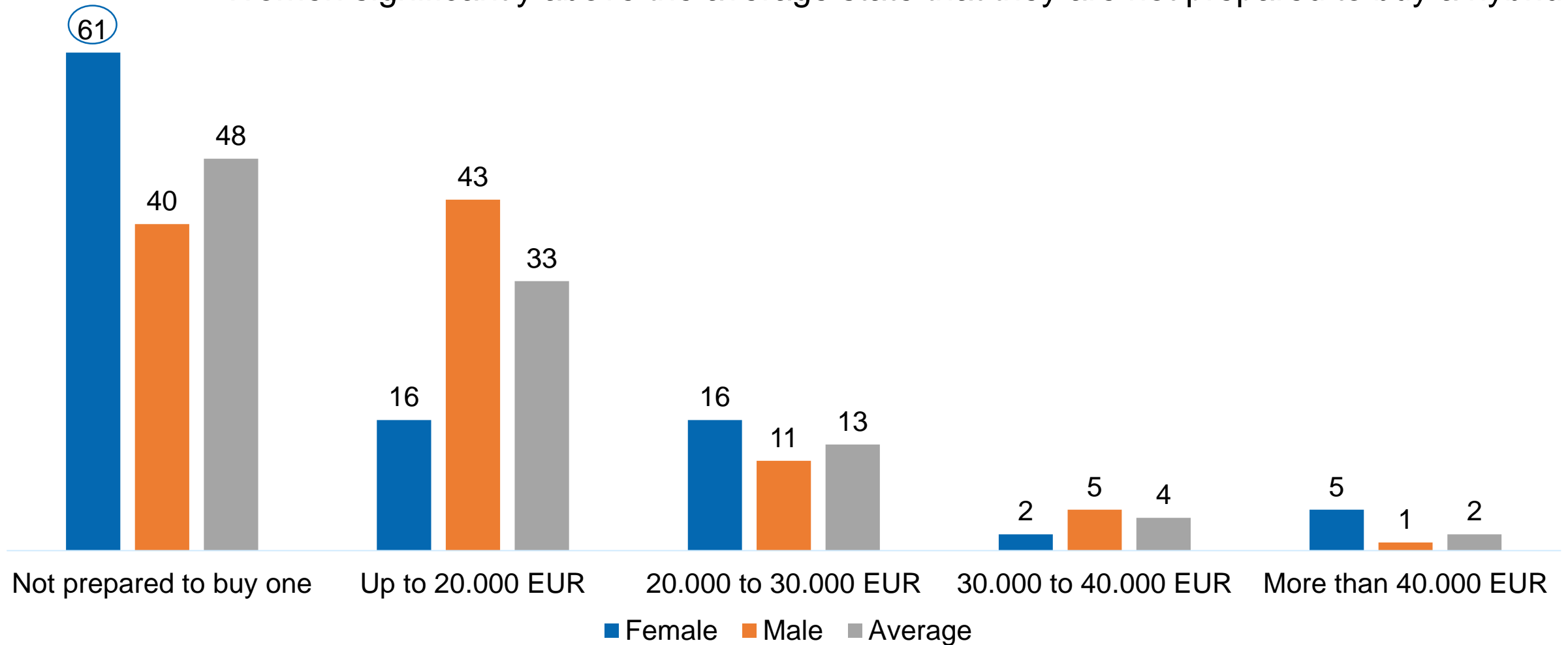
By 4 percentage points compared to the previous research cycle, the percentage of citizens who do not show willingness to buy a hybrid car, regardless of incentives, has increased.

How much would you be prepared to pay for a hybrid vehicle, regardless of any subsidy (incentive)? (in %, by region)

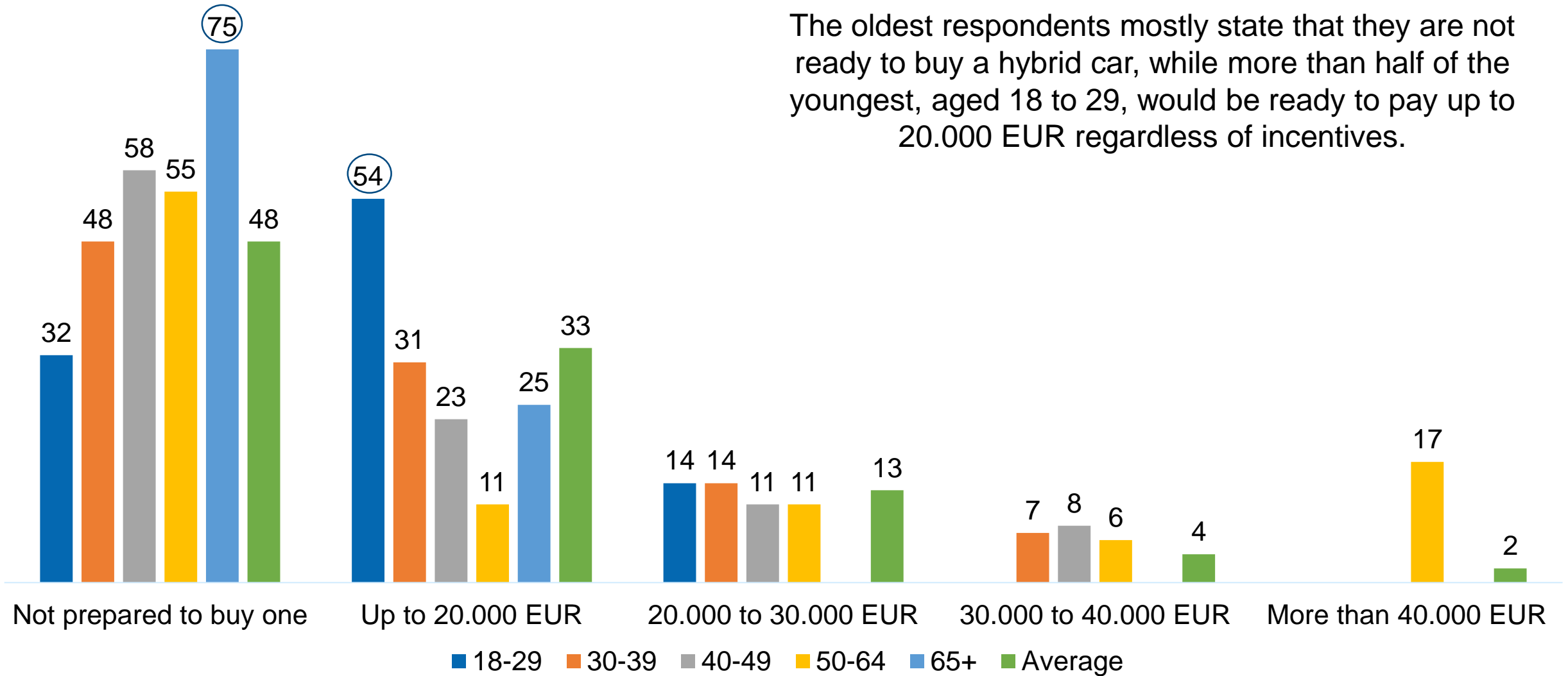


How much would you be prepared to pay for a hybrid vehicle, regardless of any subsidy (incentive)? (in %, by gender)

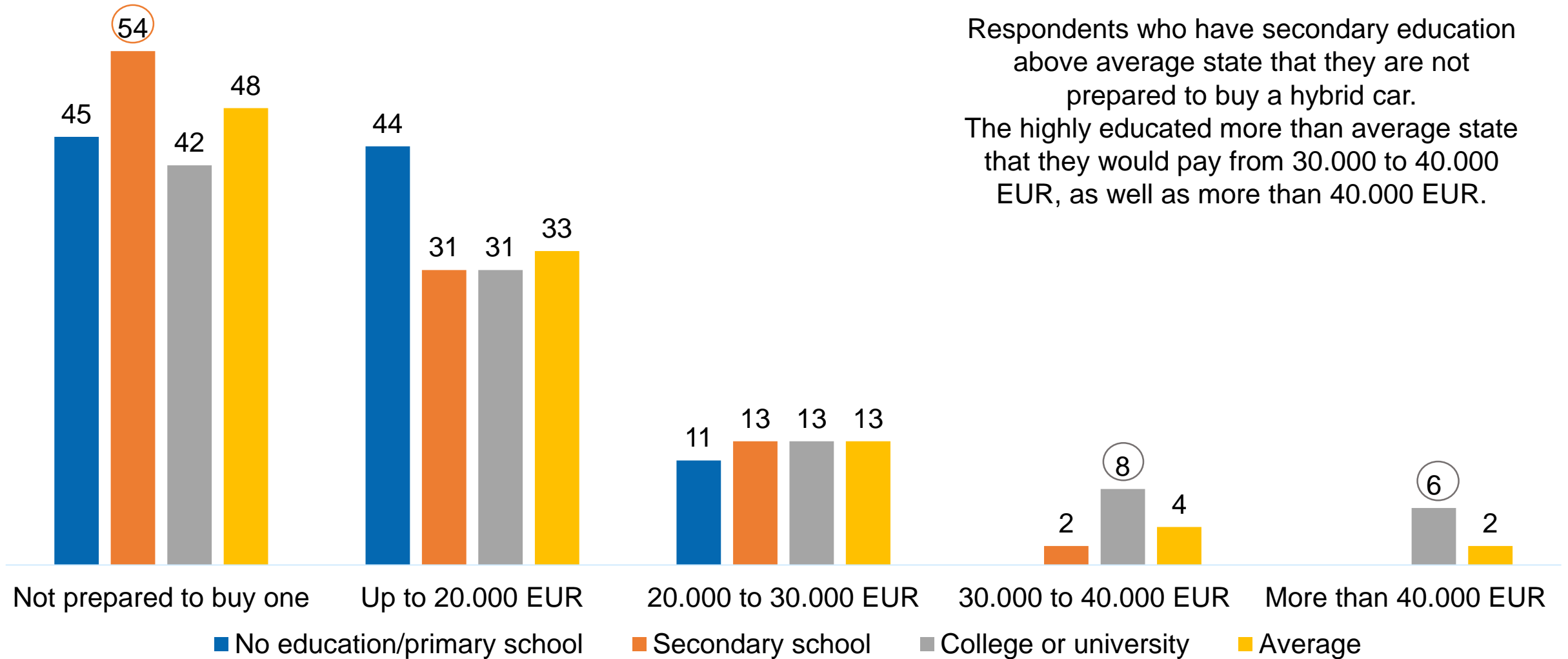
Women significantly above the average state that they are not prepared to buy a hybrid car.



How much would you be prepared to pay for a hybrid vehicle, regardless of any subsidy (incentive)? (in %, by age)

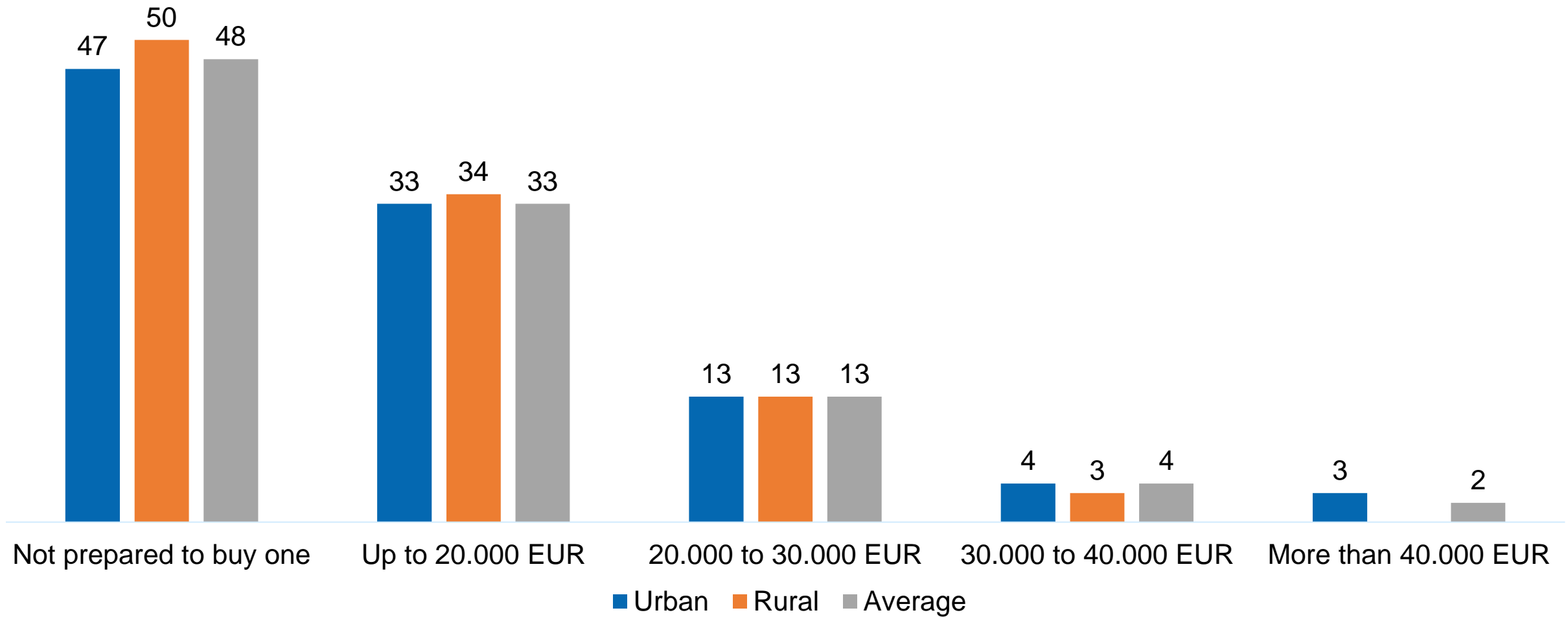


How much would you be prepared to pay for a hybrid vehicle, regardless of any subsidy (incentive)? (in %, by education)

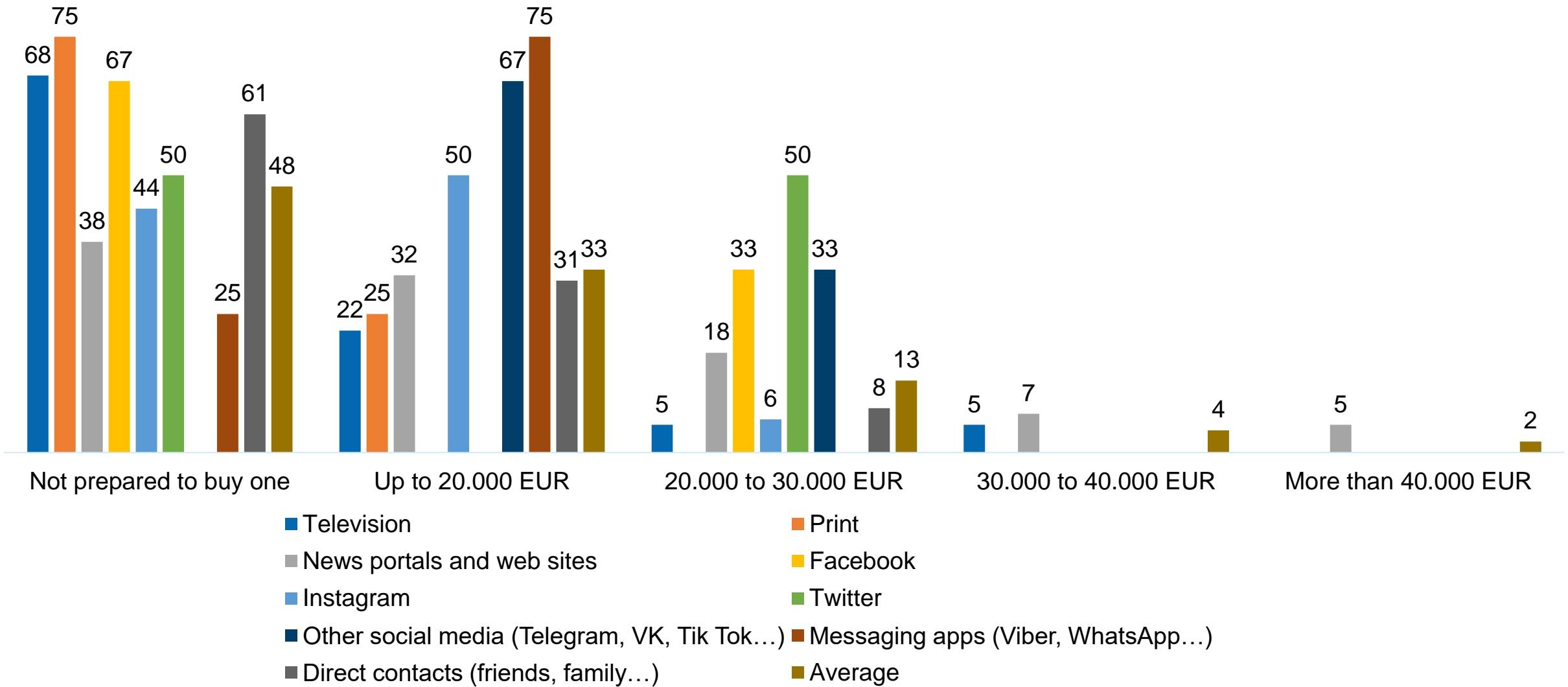


Respondents who have secondary education above average state that they are not prepared to buy a hybrid car. The highly educated more than average state that they would pay from 30,000 to 40,000 EUR, as well as more than 40,000 EUR.

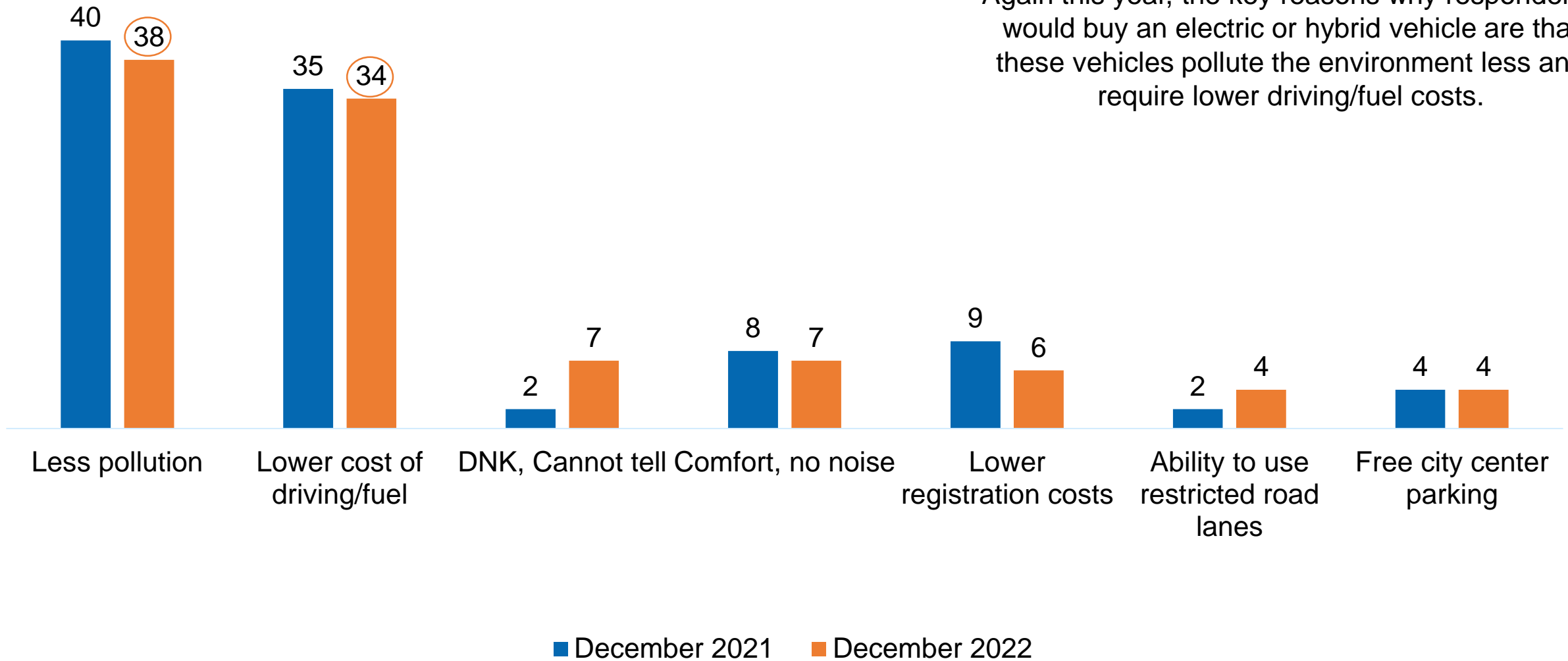
How much would you be prepared to pay for a hybrid vehicle, regardless of any subsidy (incentive)? (in %, by place of residence)



How much would you be prepared to pay for a hybrid vehicle, regardless of any subsidy (incentive)? (in %, by news access)



What are the two primary reasons why you would buy an electric/hybrid vehicle? (in %, two answers)



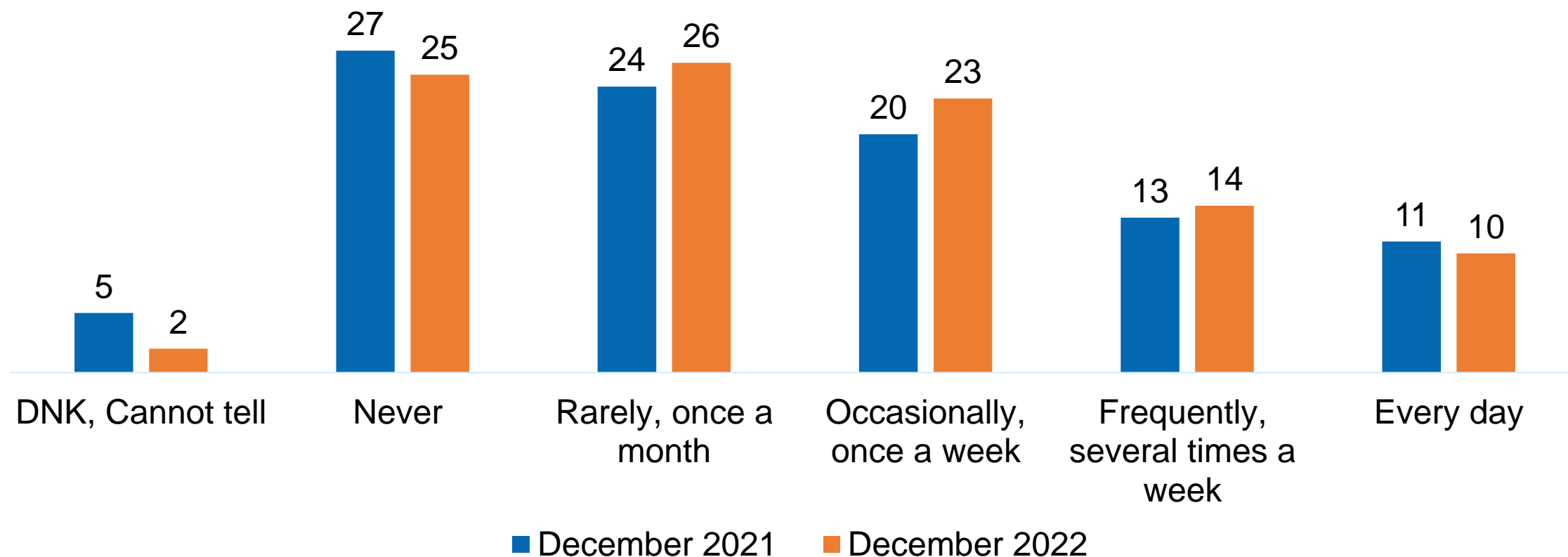
Again this year, the key reasons why respondents would buy an electric or hybrid vehicle are that these vehicles pollute the environment less and require lower driving/fuel costs.



Air pollution

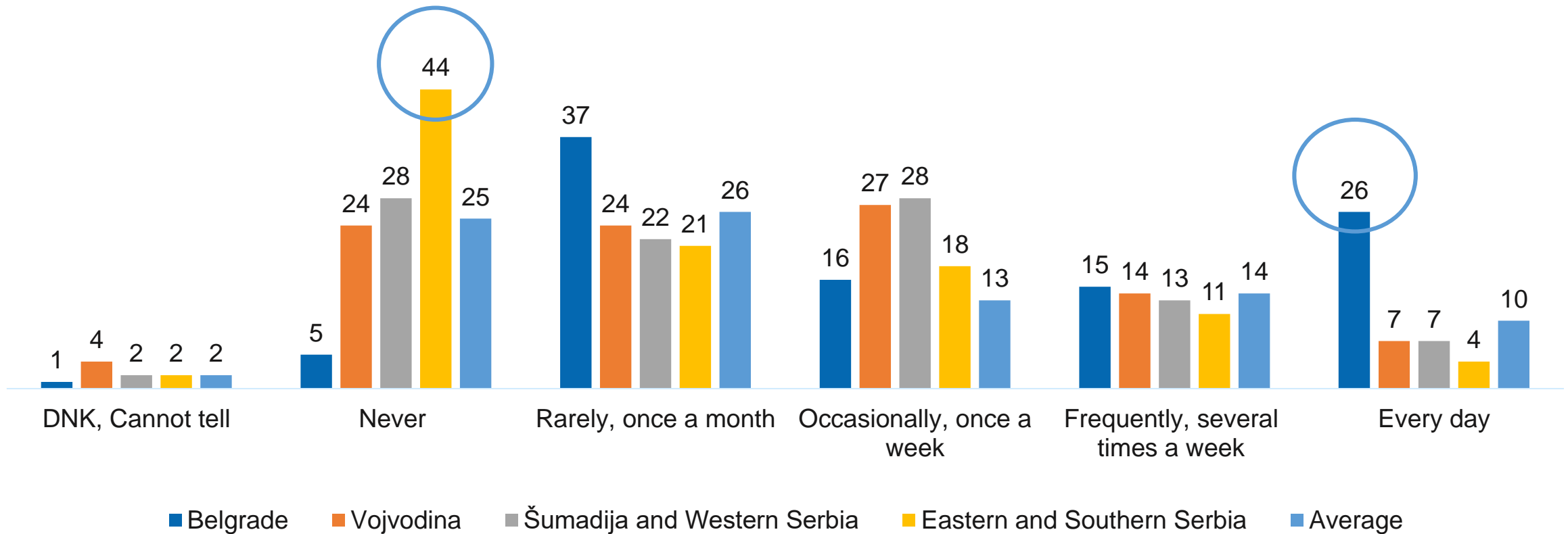
How often do you monitor air quality information for the place you live? (in %)

The highest percentage of respondents - 27%, never monitor the information on air quality in the local environment, and 24% rarely do so. Daily monitoring of air quality information was pointed out by 11% of respondents.

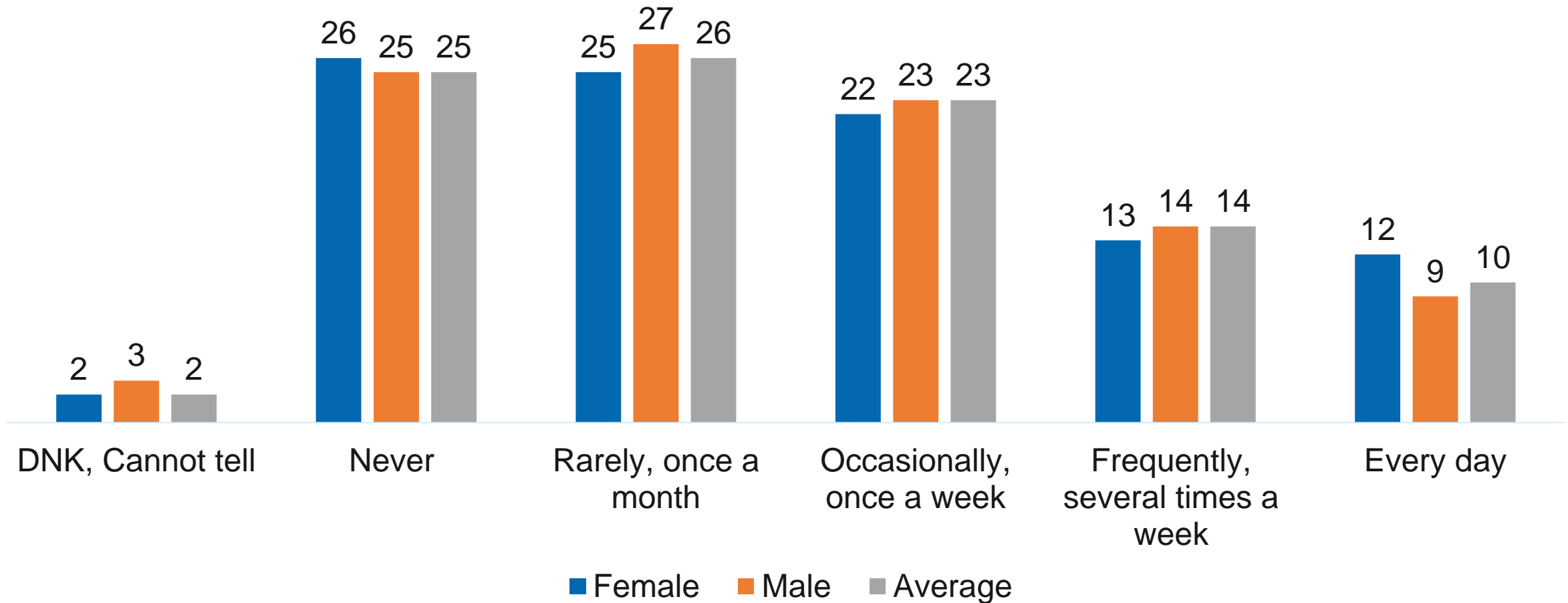


How often do you monitor air quality information for the place you live? (in %, by region)

Respondents from Belgrade above average state that they monitor the information about air quality on a daily basis (26%), while respondents from Southern and Eastern Serbia are above average never informed about this topic (44%)



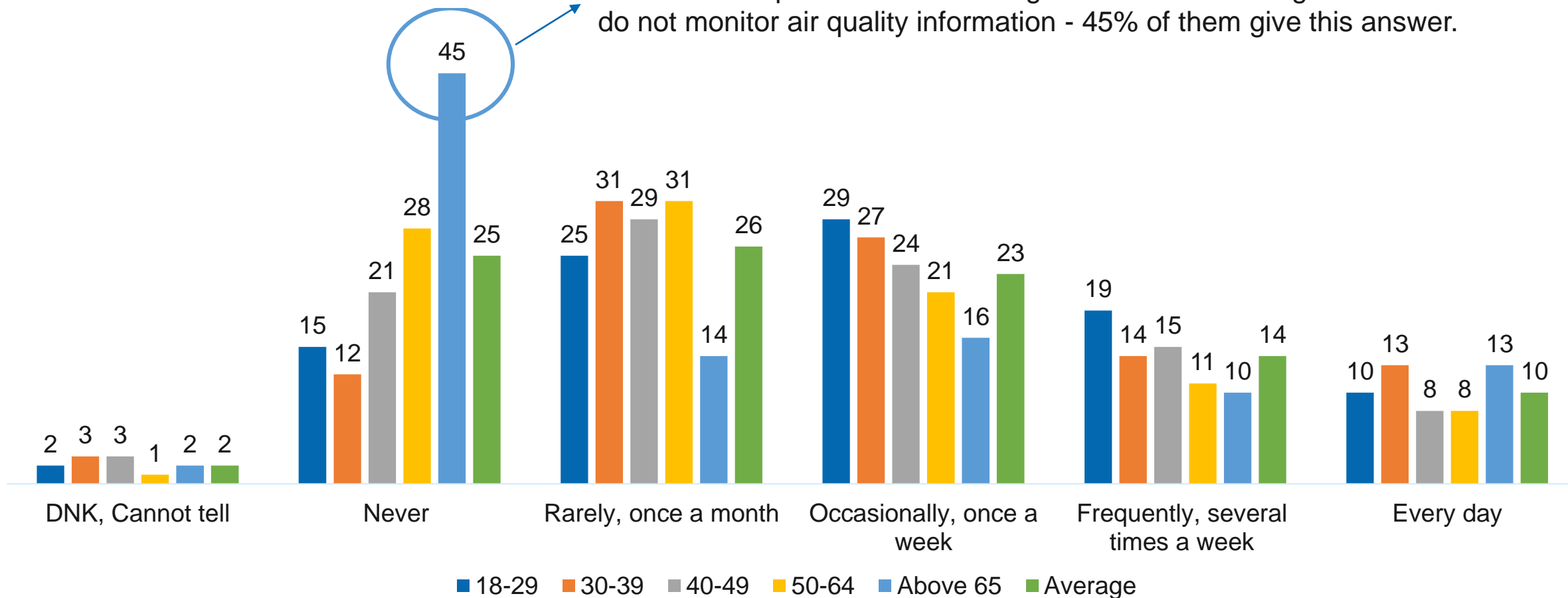
How often do you monitor air quality information for the place you live? (in %, by gender)



How often do you monitor air quality information for the place you live? (in %, by age)

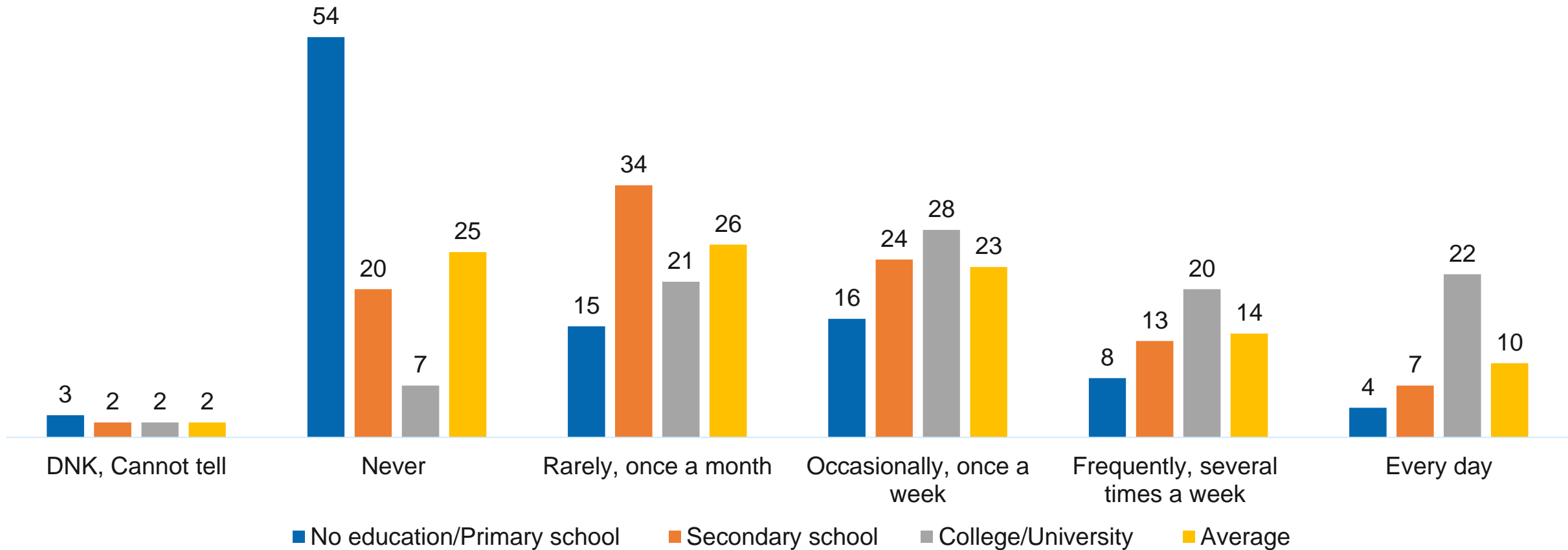


Respondents over the age of 65 above average do not monitor air quality information - 45% of them give this answer.



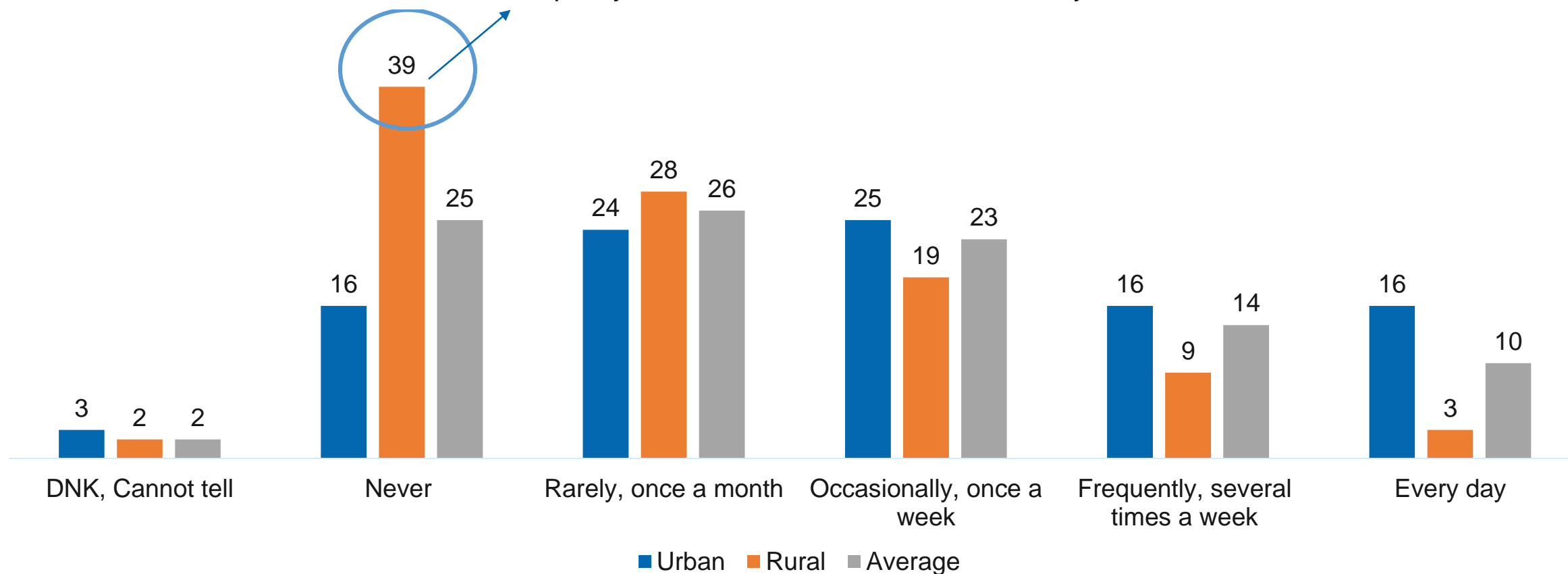
How often do you monitor air quality information for the place you live? (in %, by education)

More than half of respondents who have no formal education, or who have only completed elementary school, state that they never follow information on air quality - 54%. On the other hand, highly educated respondents above the average do it every day - 22%.



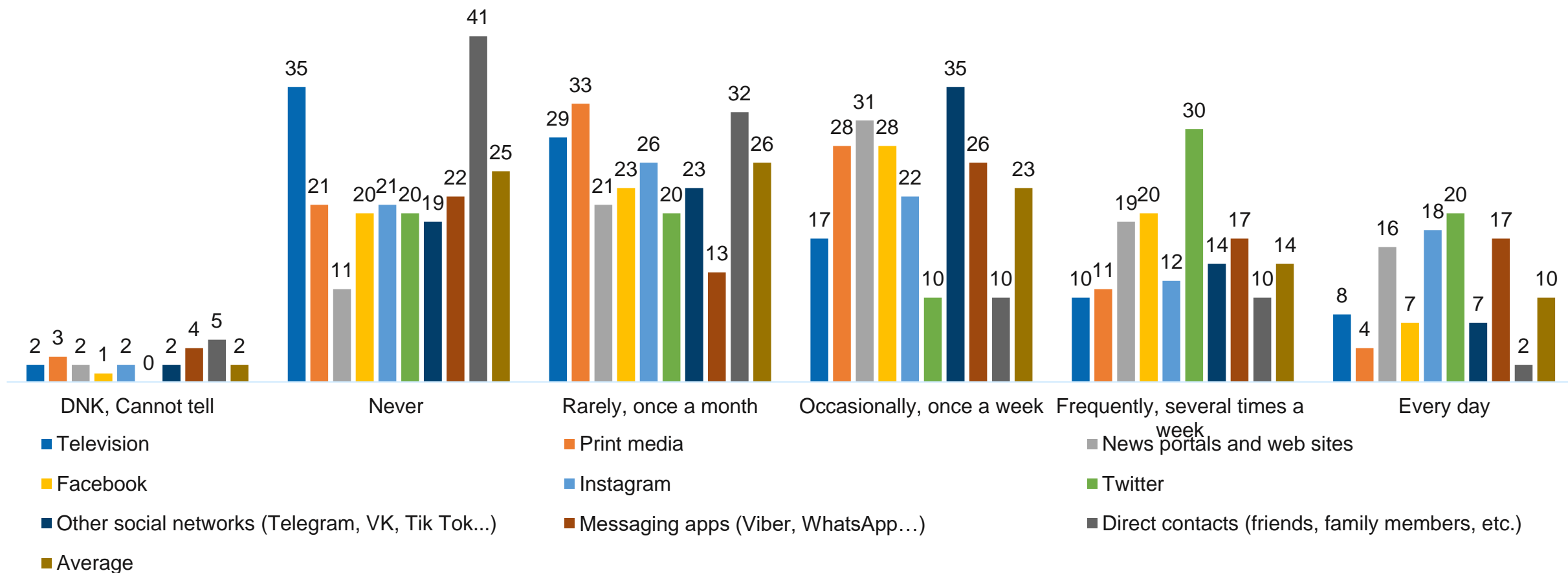
How often do you monitor air quality information for the place you live? (in%, by place of residence)

Respondents who come from rural areas above the average state that they never monitor information about air quality in the local environment where they live.



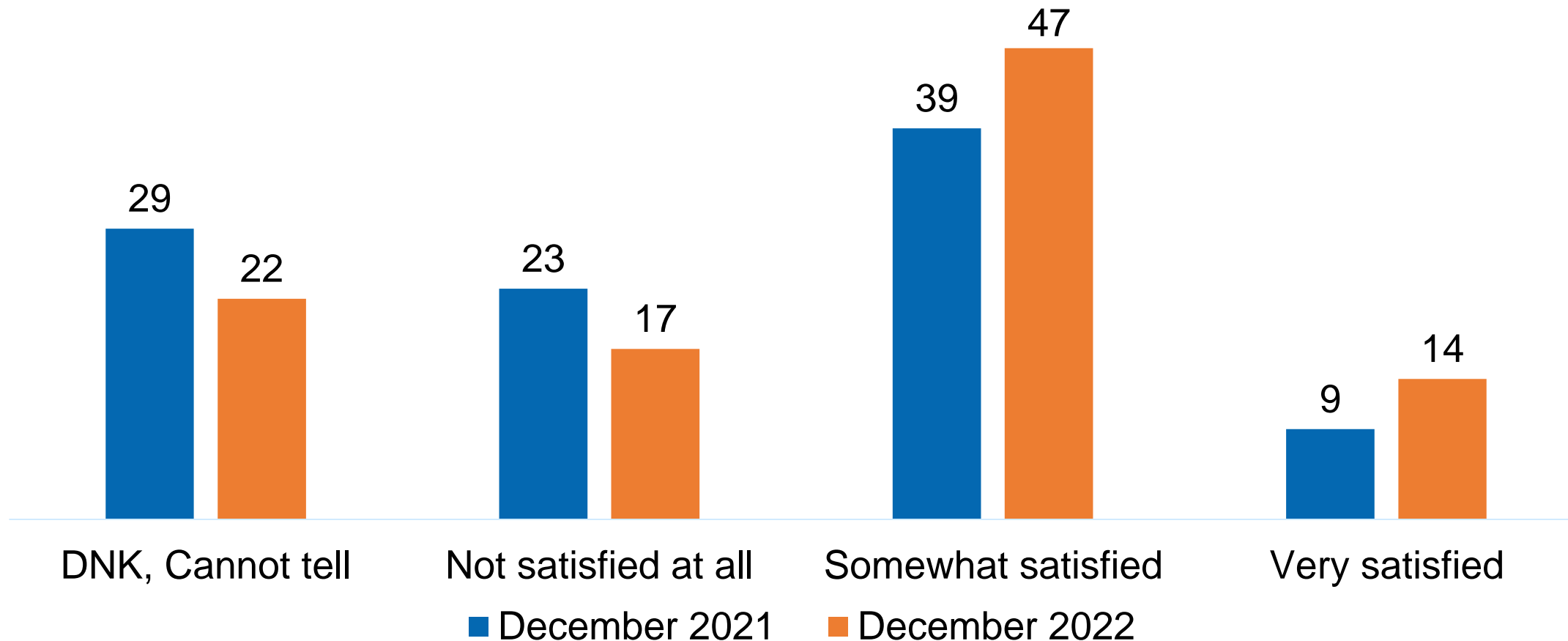
How often do you monitor air quality information for the place you live? (in %, by news access)

Respondents who are primarily informed through television, but also through personal contacts, state above average that they never follow information about air quality in local self-government.



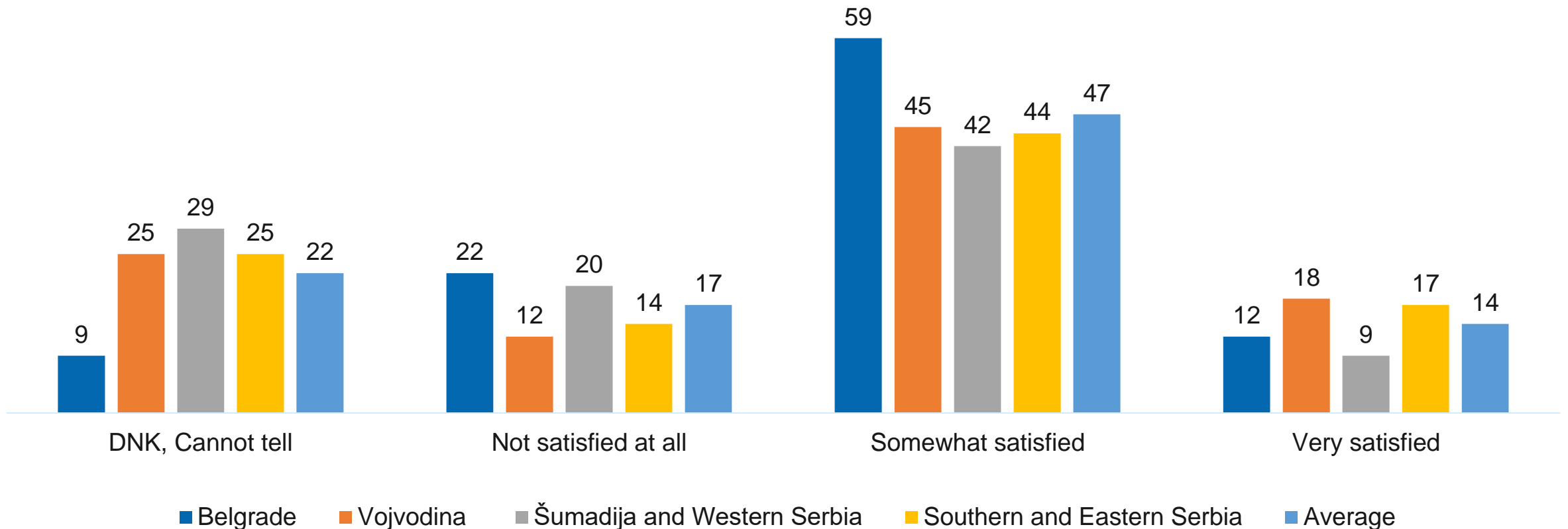
How satisfied are you with media reporting about air pollution in the place you live? (in %)

Compared to the previous research cycle, there is an increase in the percentage of respondents who say that they are somewhat (47%) or very satisfied (14%) with information they receive through the media about air pollution in their local environment.



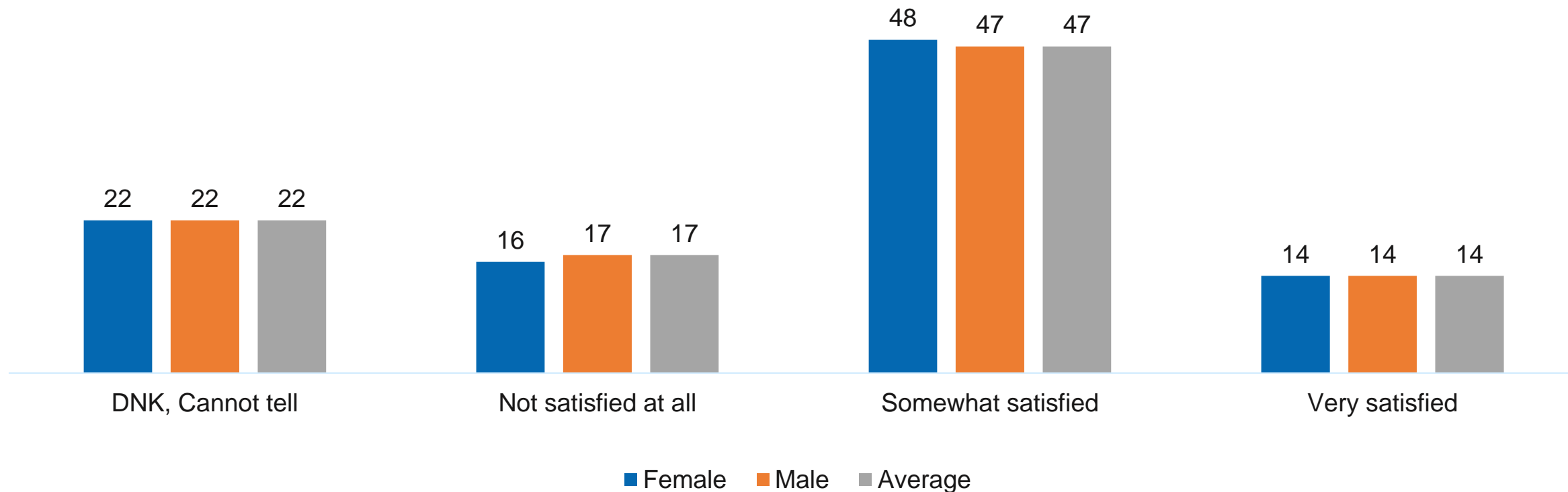
How satisfied are you with media reporting about air pollution in the place you live? (in %, by region)

Respondents from Belgrade state above average that they are somewhat satisfied with the information they receive through the media on air pollution in the local environment.



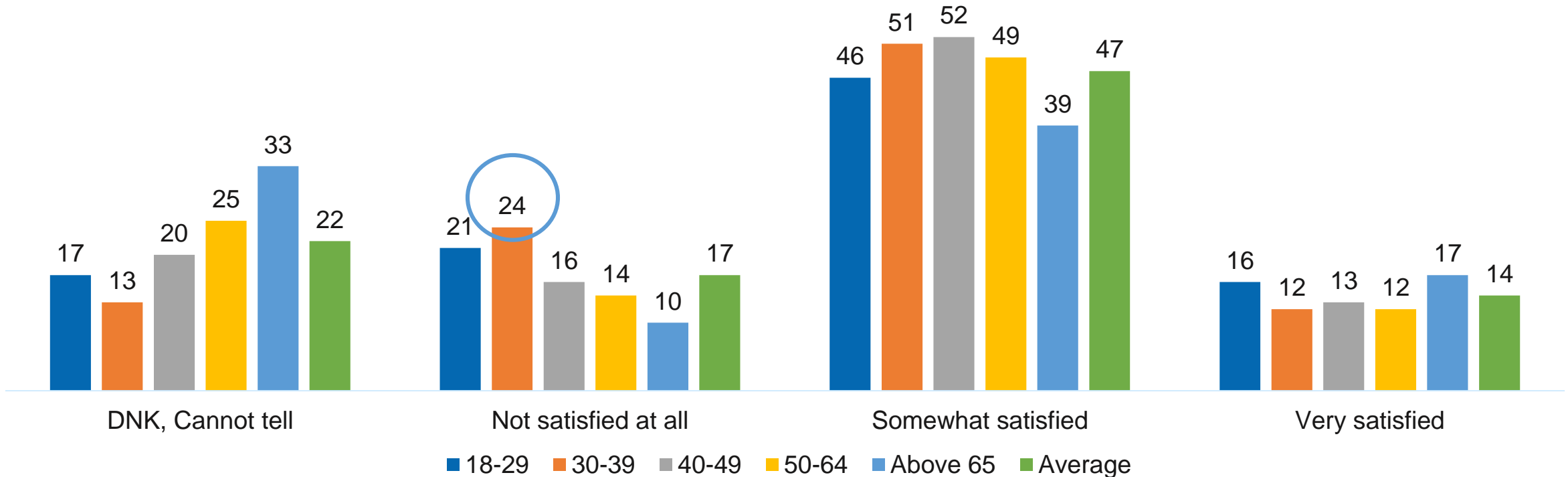
How satisfied are you with media reporting about air pollution in the place you live? (by %, by gender)

There are no statistically significant differences in the responses of women and men when it comes to answering the question on satisfaction with information.



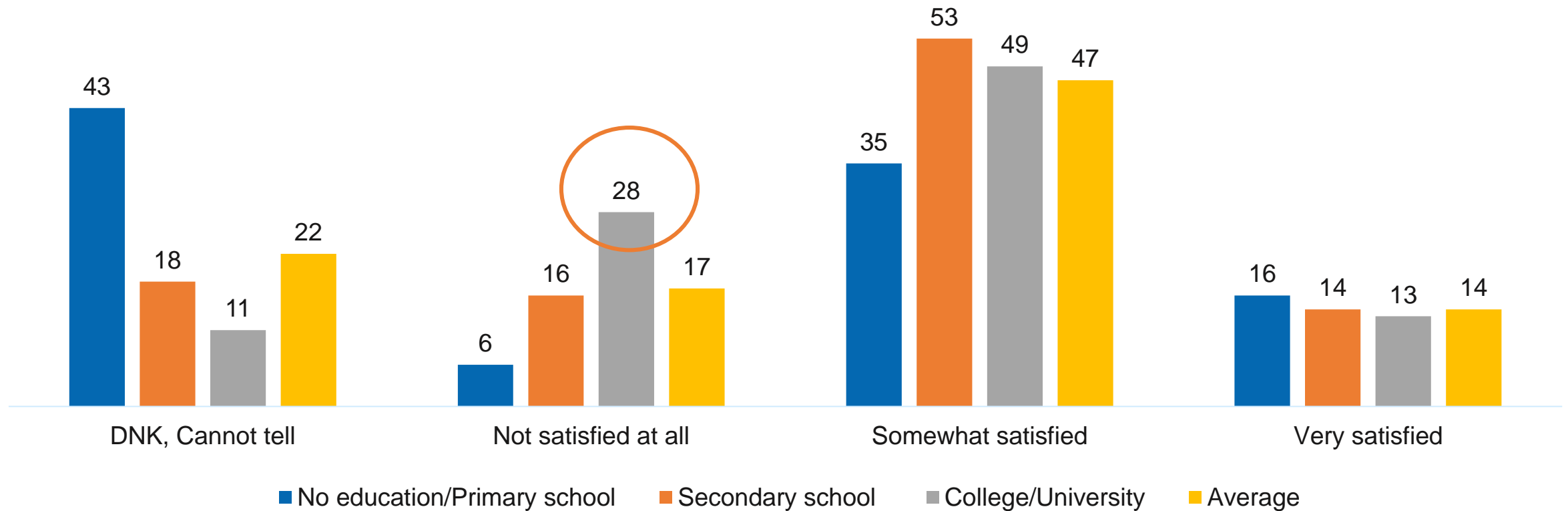
How satisfied are you with media reporting about air pollution in the place you live? (in %, by age)

The largest percentage of respondents who state that they are not at all satisfied with the information they receive through the media is between 30 and 39 years old - 24%.



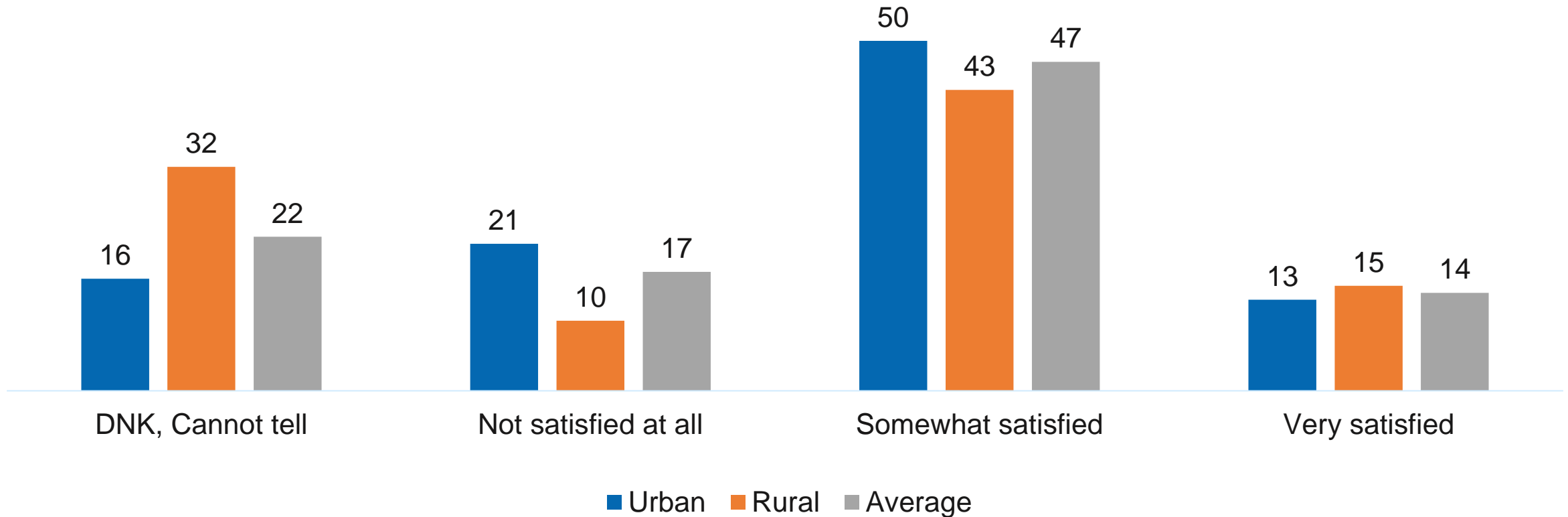
How satisfied are you with media reporting about air pollution in the place you live? (in %, by education)

Participants in the research who graduated college and university above the average state that they are not at all satisfied with what they received from the media about air pollution.



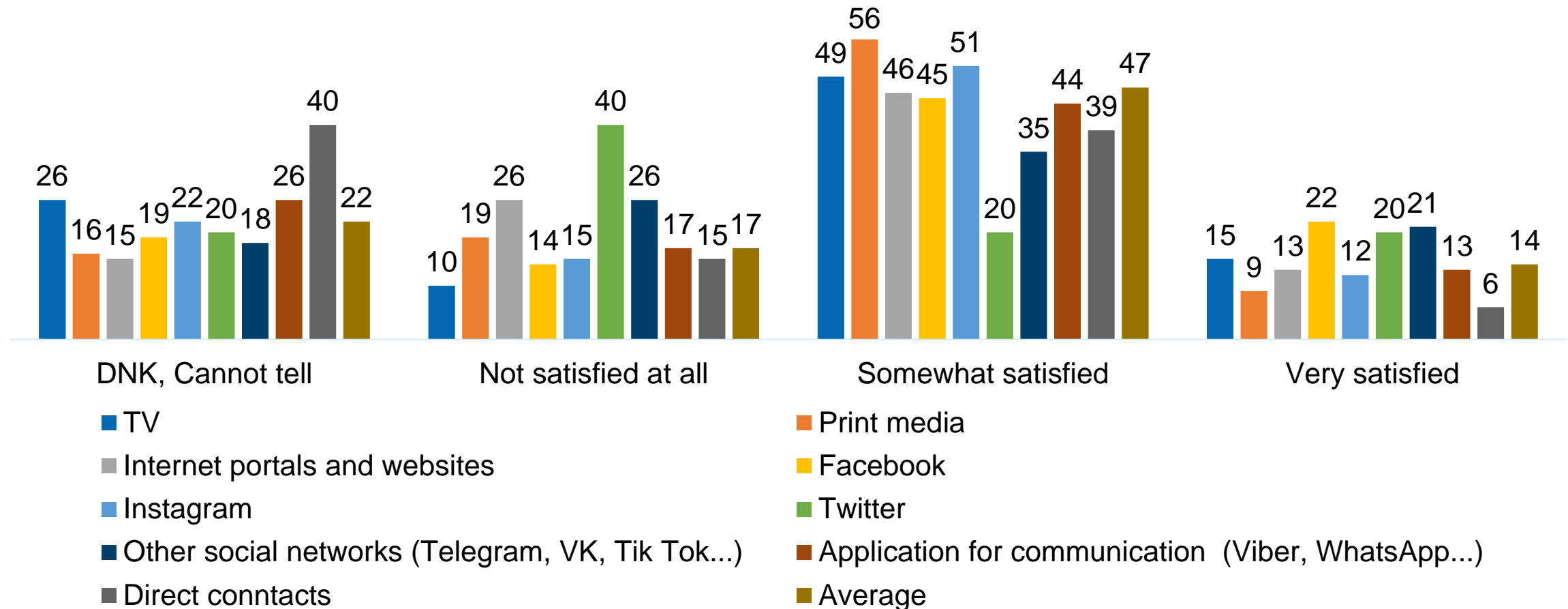
How satisfied are you with media reporting about air pollution in the place you live? (in %, by place of residence)

Every fifth respondent from urban areas is not at all satisfied with the information they receive from the media about air pollution in the local environment where they live, while every tenth respondent in rural areas states the same.



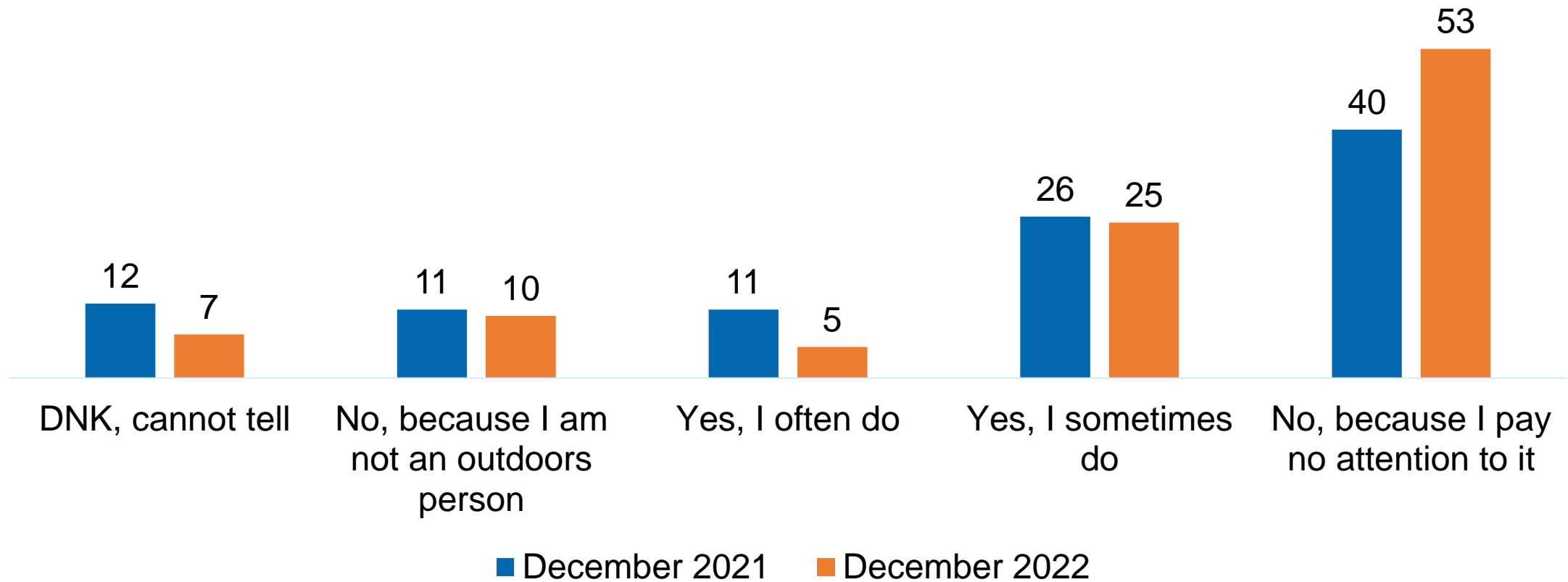
How satisfied are you with media reporting about air pollution in the place you live? (in %, by news access)

Twitter users are above average not satisfied with the information they receive from the media about air pollution - 40% of Twitter users give this answer.



Do you ever decide not to engage in outdoor activities (such as sports, recreation, walking, hiking, and the like) due to air pollution in the place where you live? (in %)

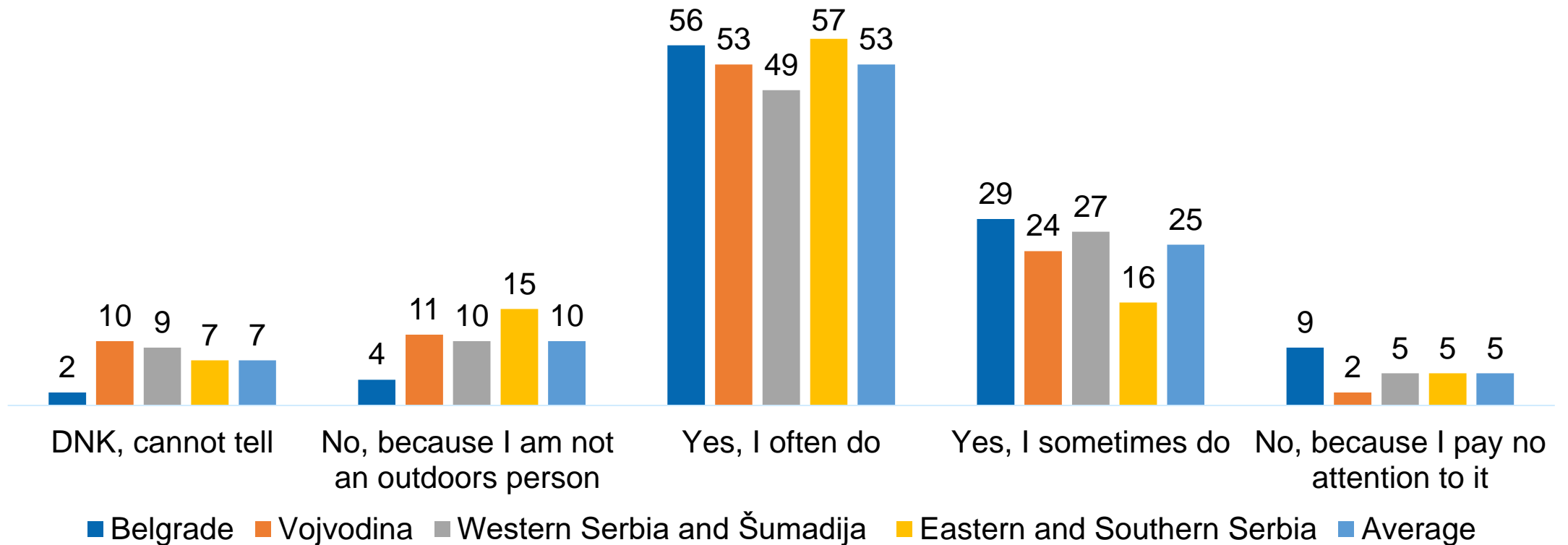
More than half of the citizens of Serbia say that it never happens to them to give up activities that take place outside because of polluted air because they do not pay attention to pollution - 53%.



Do you ever decide not to engage in outdoor activities (such as sports, recreation, walking, hiking, and the like) due to air pollution in the place where you live? (in %, by region)

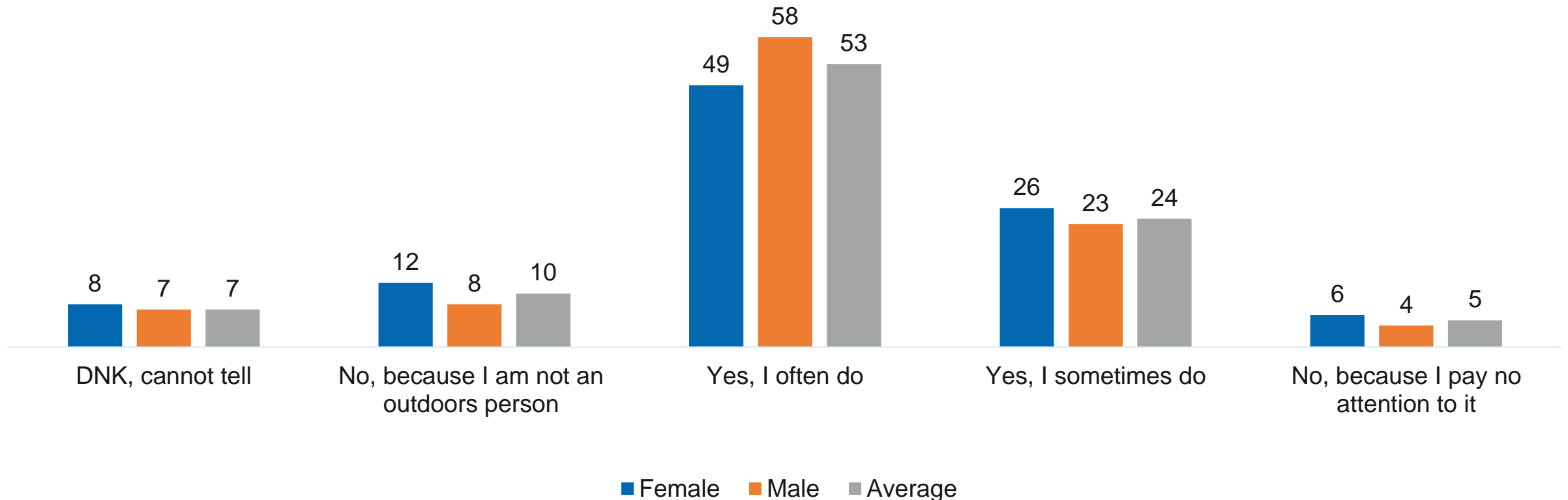


Participants in the research from Belgrade state above the average that it often happens to them that due to polluted air give up activities that take place outside -9%.



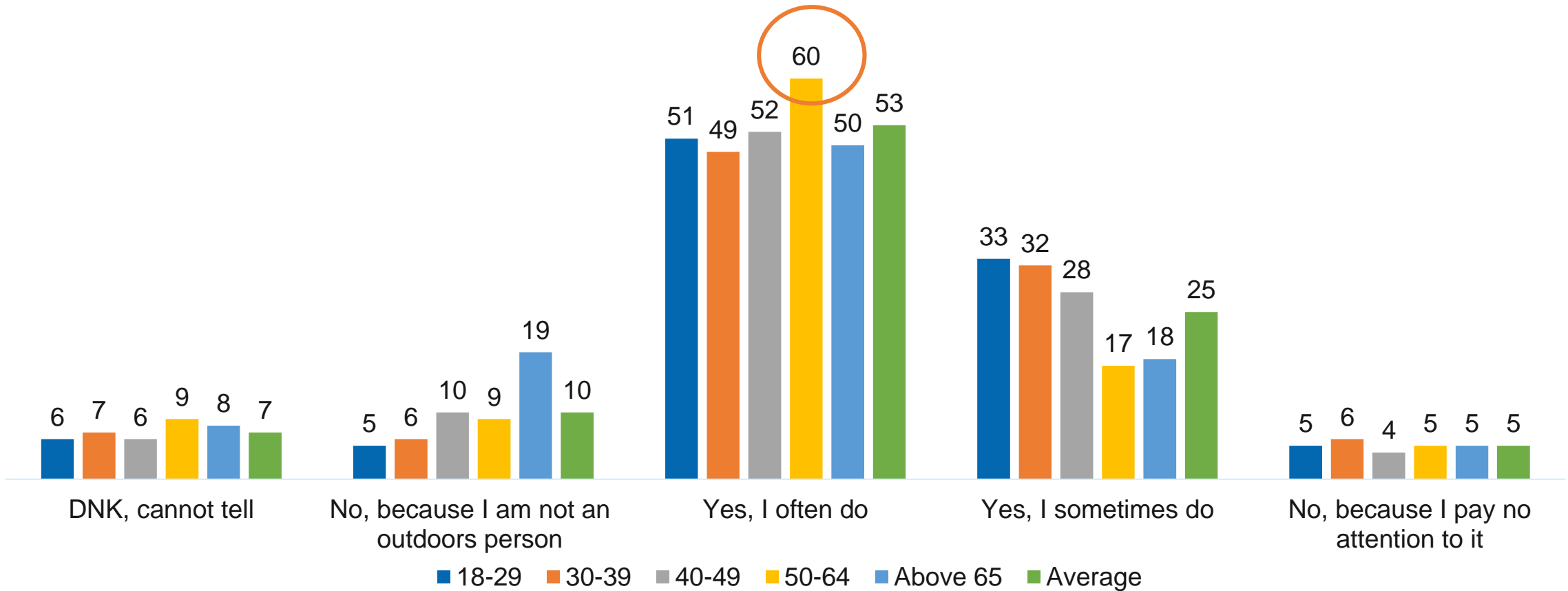
Do you ever decide not to engage in outdoor activities (such as sports, recreation, walking, hiking, and the like) due to air pollution in the place where you live? (in %, by gender)

Men above the average answer that they do not give up outdoor activities because of air pollution they generally do not pay attention to it - 47% of men and 33% of women stated this answer.



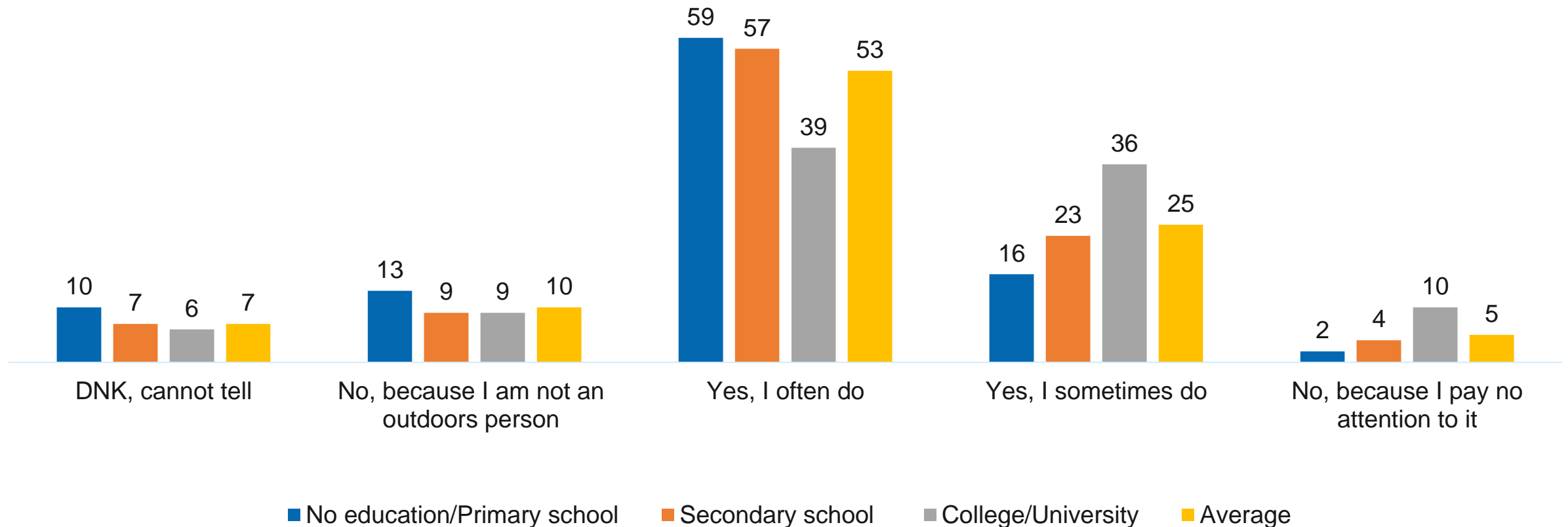
Do you ever decide not to engage in outdoor activities (such as sports, recreation, walking, hiking, and the like) due to air pollution in the place where you live? (in %, by age)

Respondents aged 50 to 64 above average state that they do not pay attention to air quality when they decide to do outdoor activities.



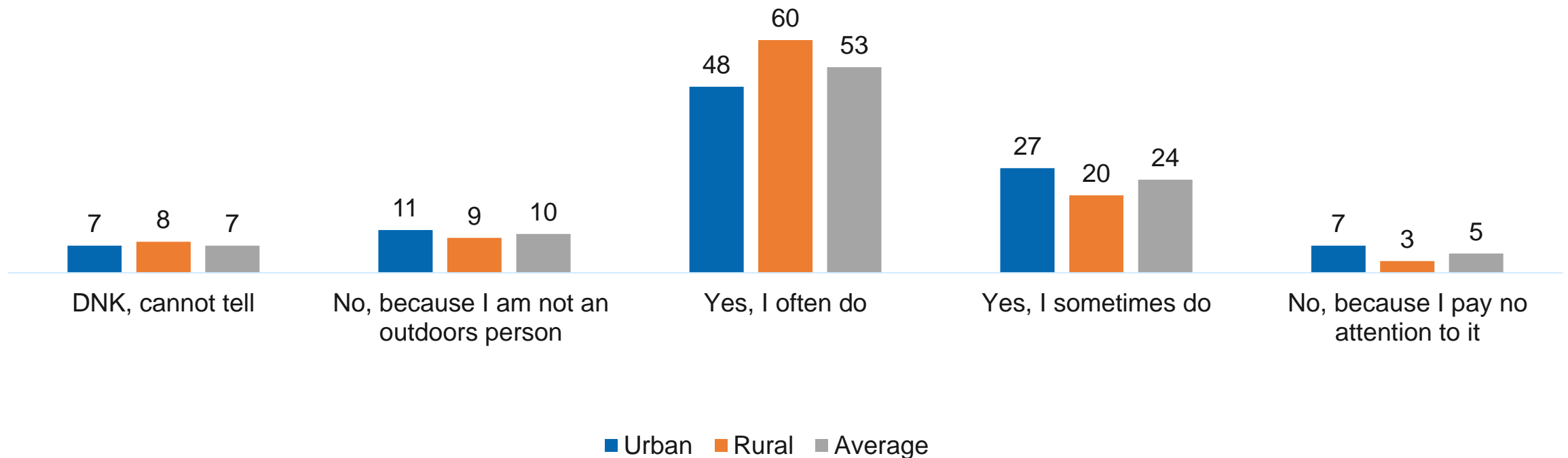
Do you ever decide not to engage in outdoor activities (such as sports, recreation, walking, hiking, and the like) due to air pollution in the place where you live? (in %, by education)

The respondents who have finished university and college above average stated affirmative answer to this question.

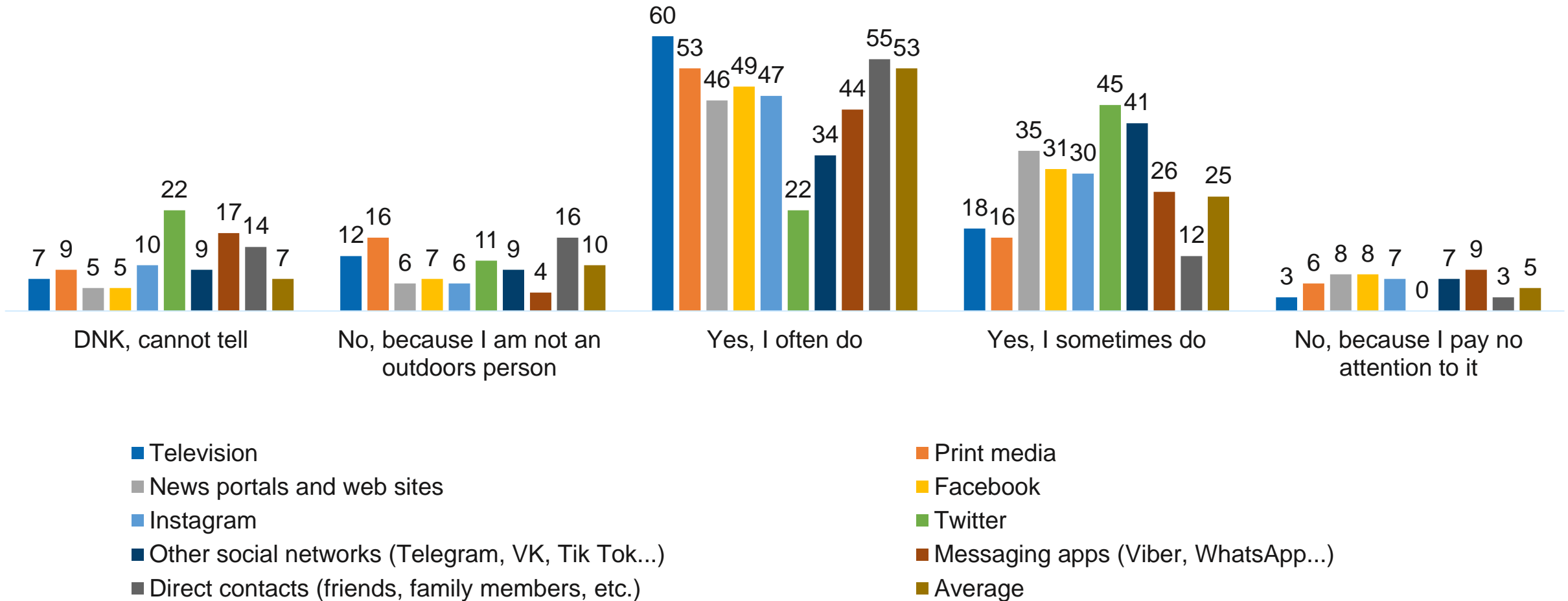


Do you ever decide not to engage in outdoor activities (such as sports, recreation, walking, hiking, and the like) due to air pollution in the place where you live? (in %, by place of residence)

Respondents who answered yes to the question above average are found in urban areas.

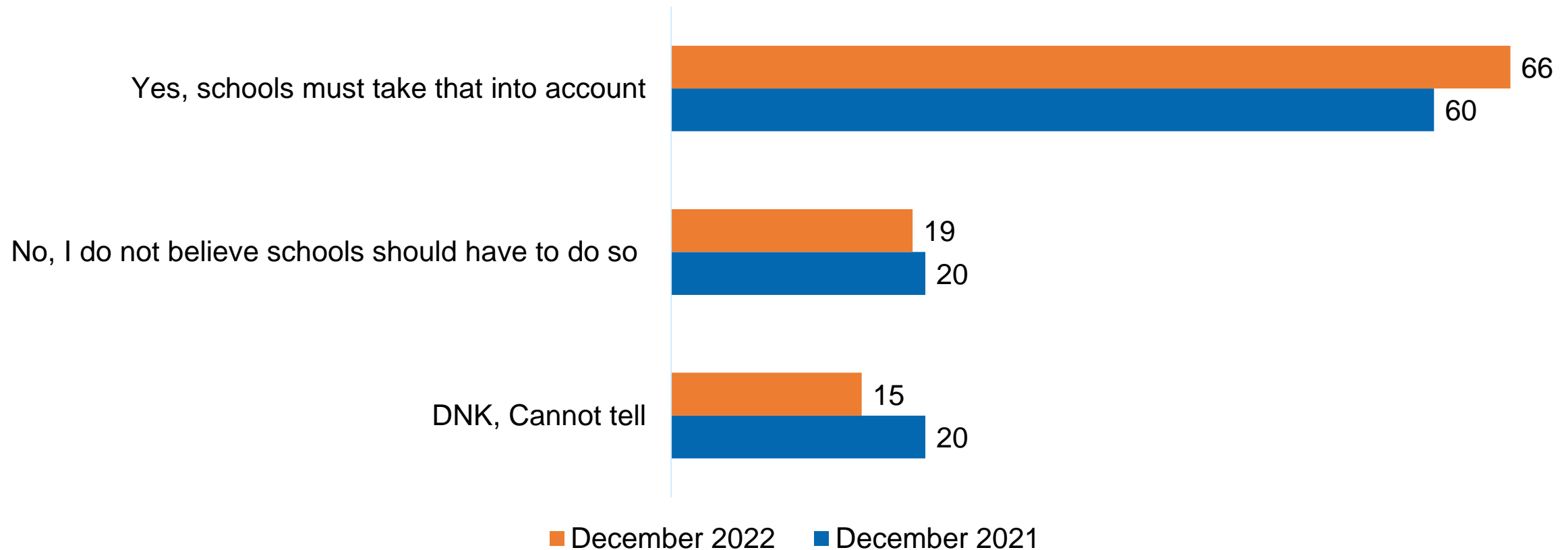


Do you ever decide not to engage in outdoor activities (such as sports, recreation, walking, hiking, and the like) due to air pollution in the place where you live? (in %, by news access)

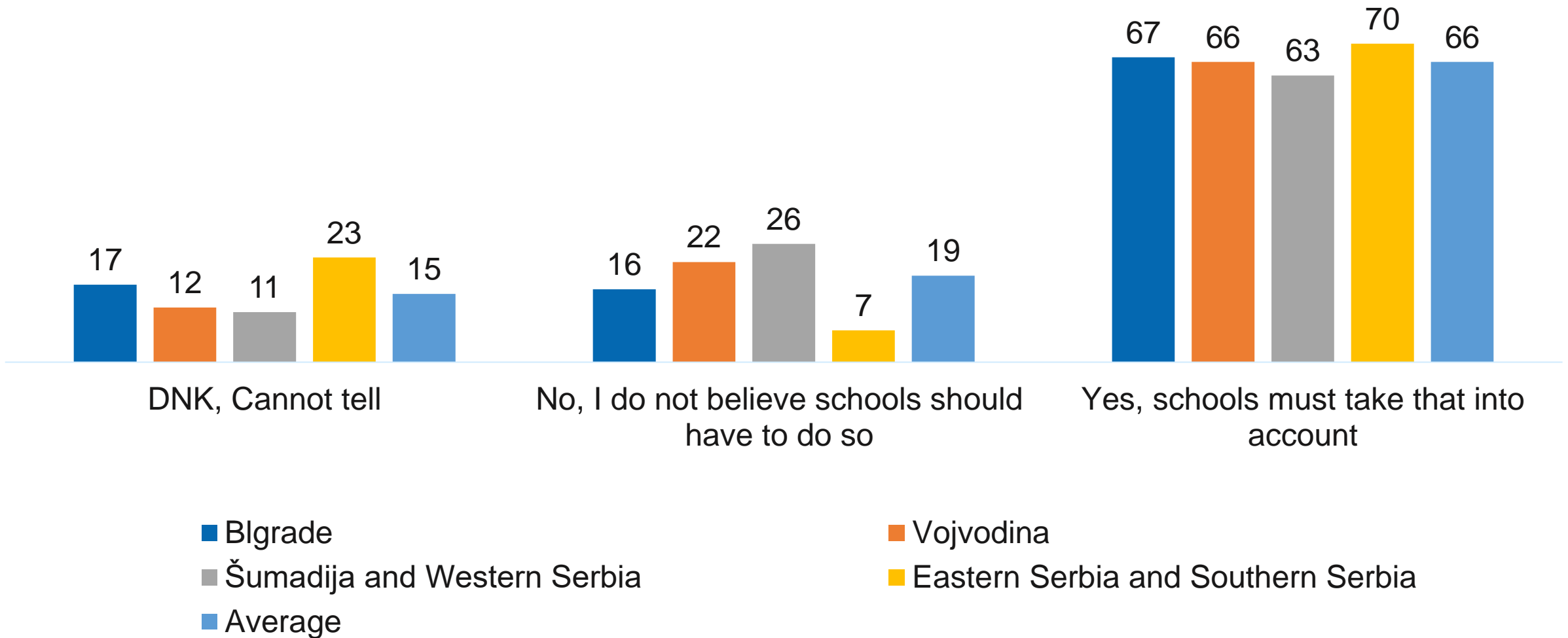


Do you believe that schools and nursery schools should monitor air pollution information and use it to decide whether to allow children to take part in outdoor activities? (in %)

Two-thirds of respondents (66%) say that schools should necessarily monitor air pollution information and adjust children's activities outside.



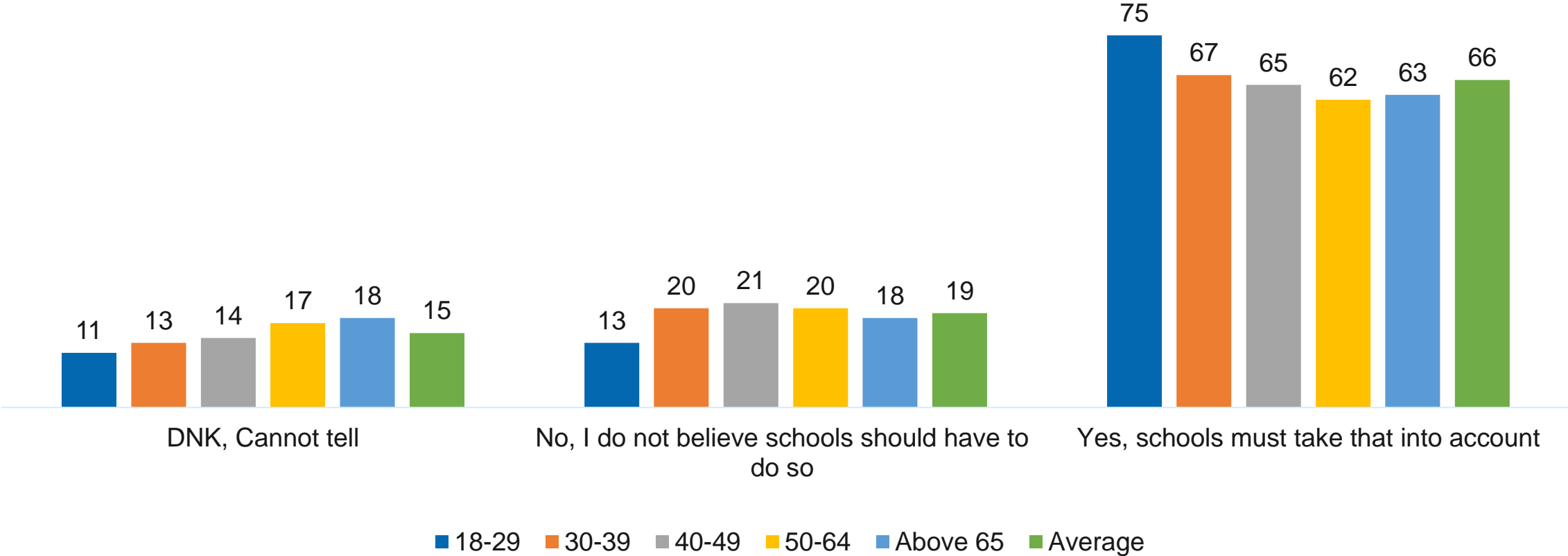
Do you believe that schools and nursery schools should monitor air pollution information and use it to decide whether to allow children to take part in outdoor activities? (in %, by region)



Do you believe that schools and nursery schools should monitor air pollution information and use it to decide whether to allow children to take part in outdoor activities? (in%, by age)



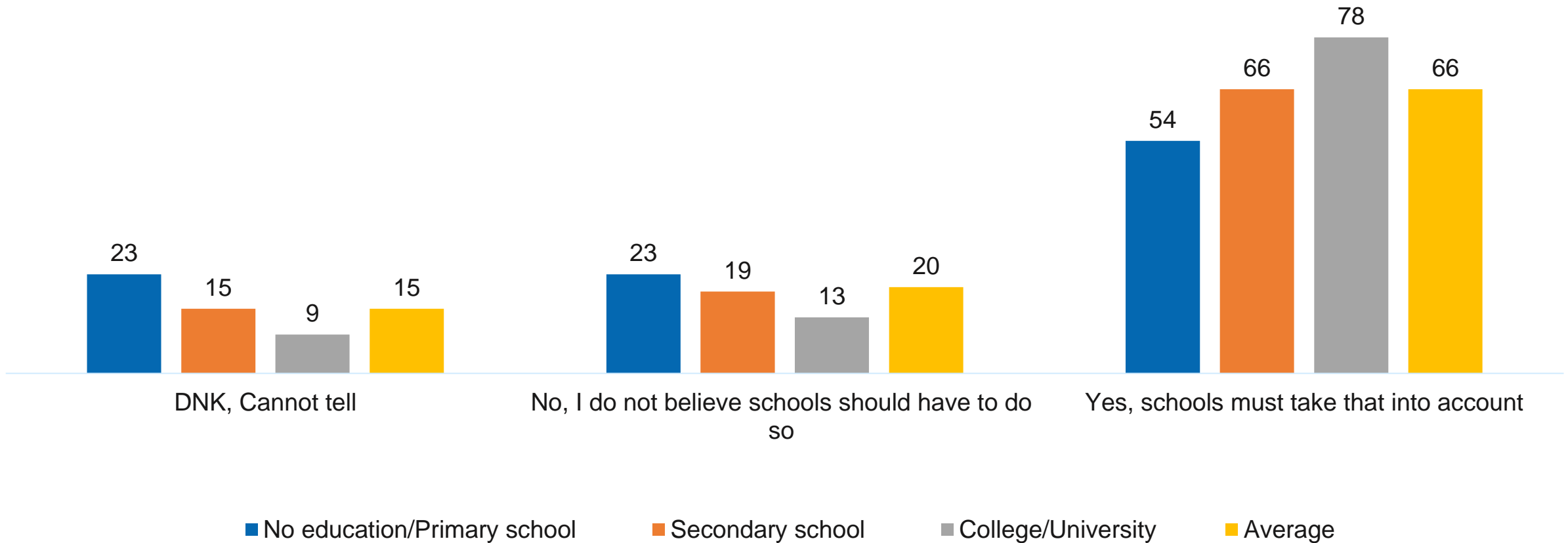
The youngest respondents, up to 30 years old, point out above the average that schools should monitor information about pollution air - 75%



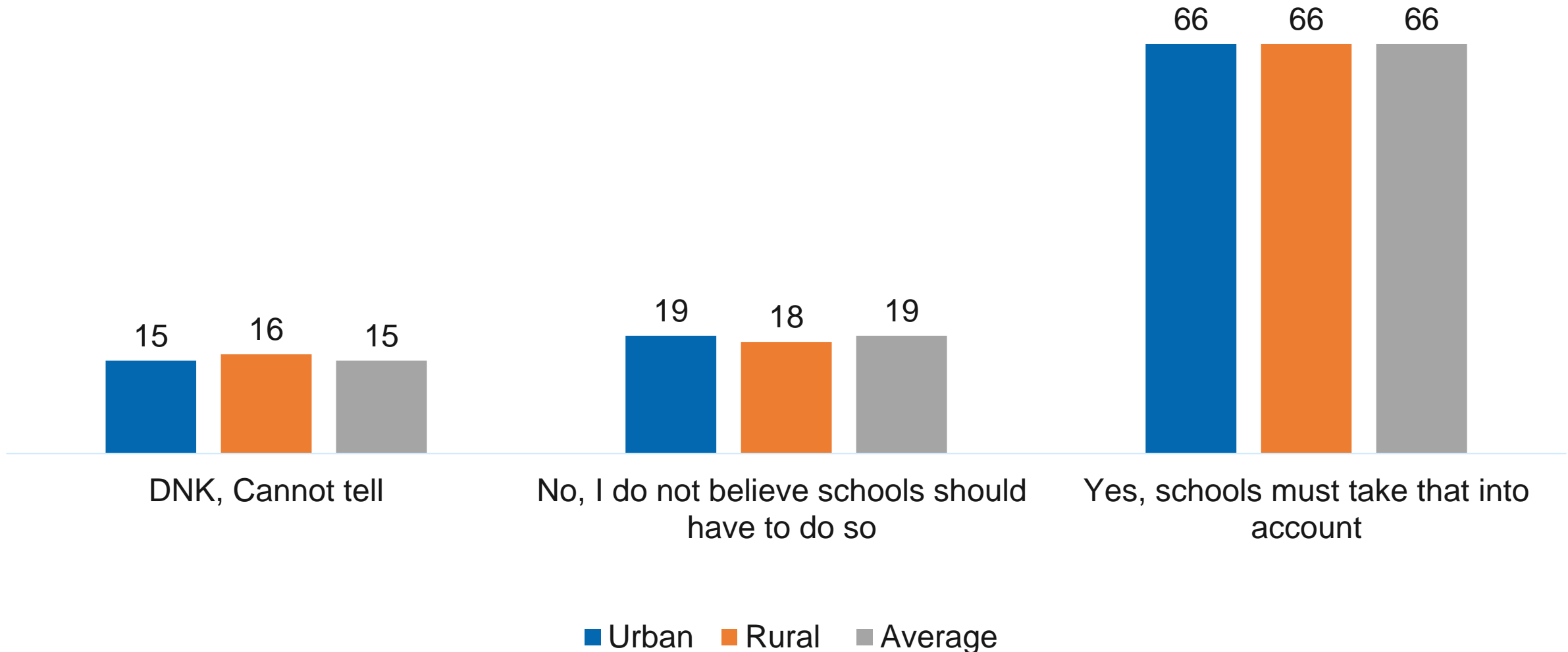
Do you believe that schools and nursery schools should monitor air pollution information and use it to decide whether to allow children to take part in outdoor activities? (in %, by education)



Citizens of Serbia who graduated from college or university above the average say that schools should necessarily monitor information about air pollution and adjust children's activities - 78%.



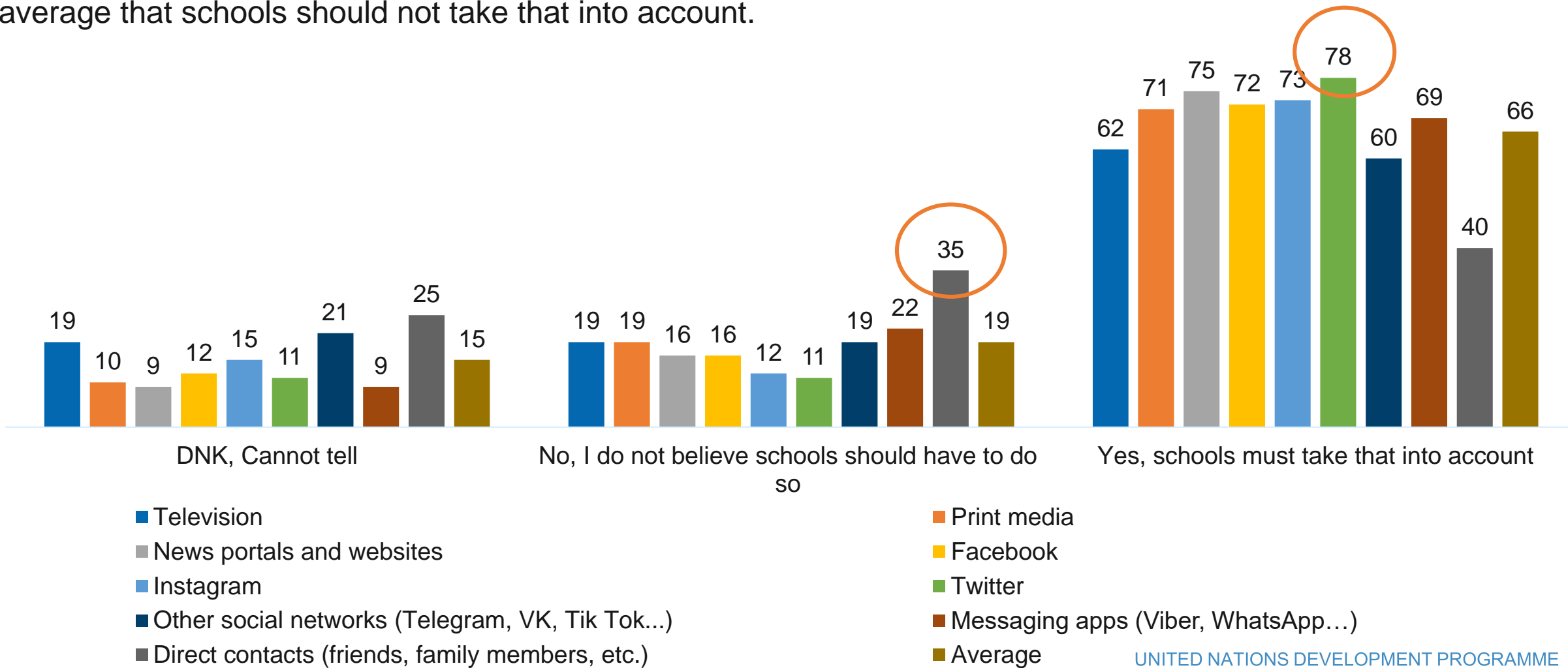
Do you believe that schools and nursery schools should monitor air pollution information and use it to decide whether to allow children to take part in outdoor activities? (in %, by place of residence)



Do you believe that schools and nursery schools should monitor air pollution information and use it to decide whether to allow children to take part in outdoor activities? (in%, by news access)



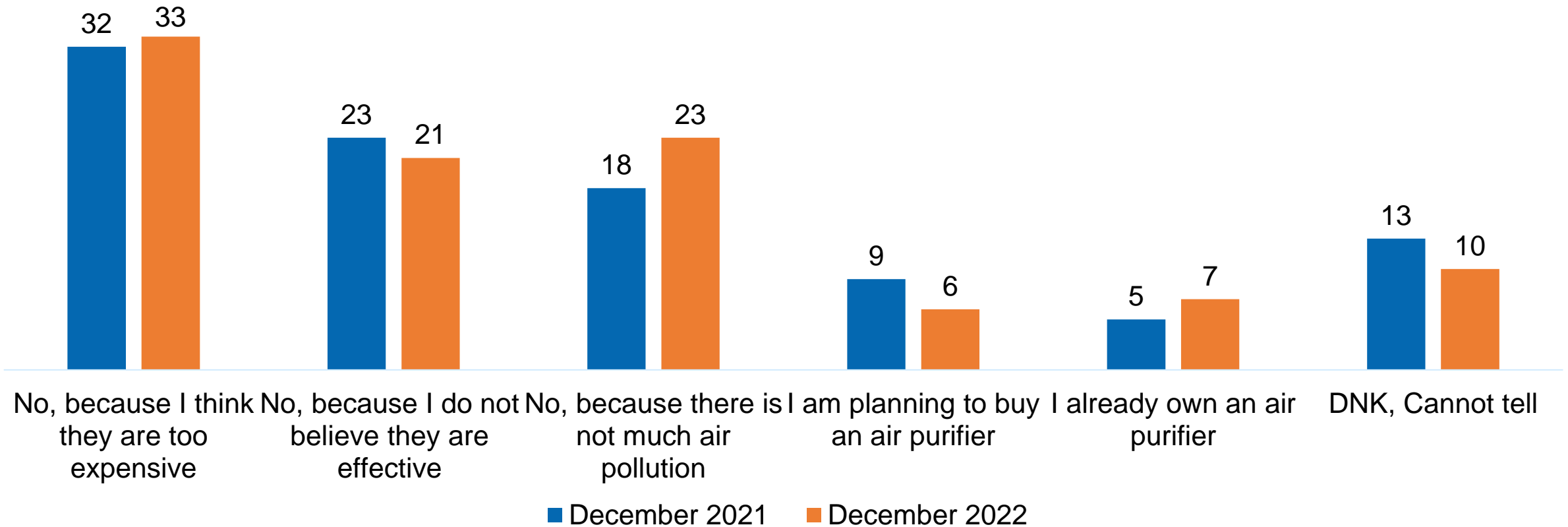
Respondents who are primarily informed via Twitter state above average that schools should necessarily take into account the air quality, while respondents who are primarily informed through personal contacts believe average average that schools should not take that into account.



Do you already own or are you planning to buy an air purifier for your home or office? (in%)

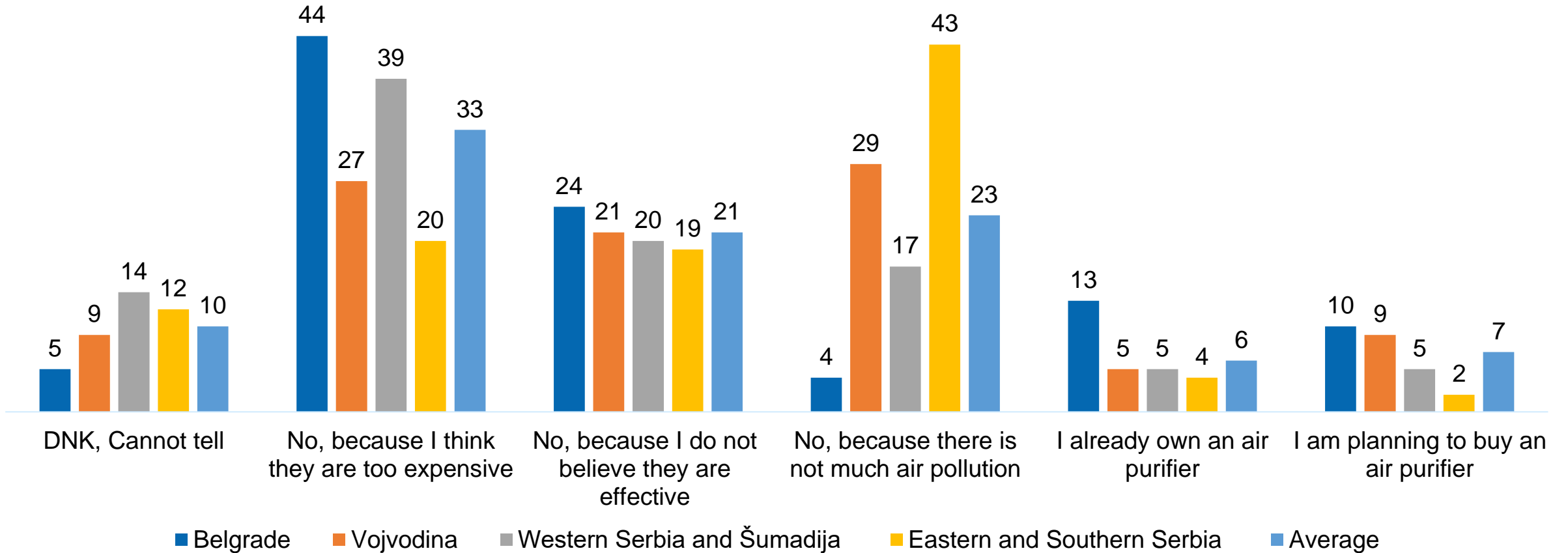


One third of those surveyed do not plan to buy an air purifier because they think they are too expensive, while another fifth - 21%, states that they are not effective.



Do you already own or are you planning to buy an air purifier for your home or office? (in %, by region)

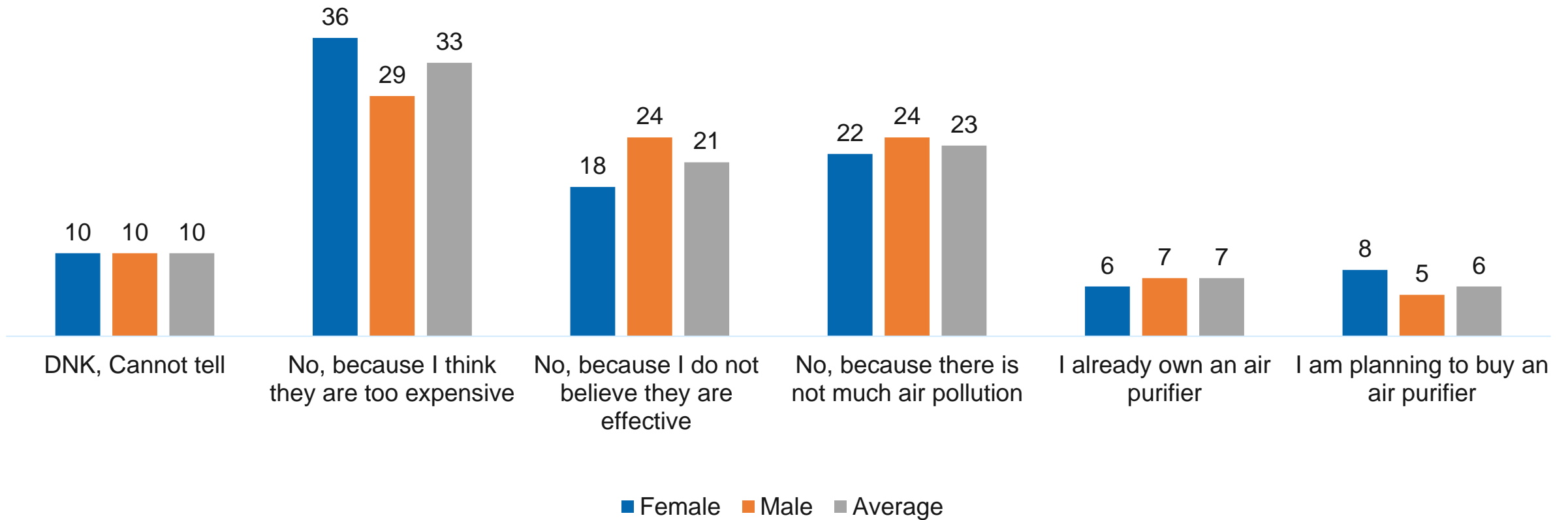
The perception of lack of air pollution in the local environment is most pronounced in Southern and Eastern Serbia, where 43% state that they would not buy an air purifier because the air is not that polluted.



Do you already own or are you planning to buy an air purifier for your home or office? (in %, by gender)

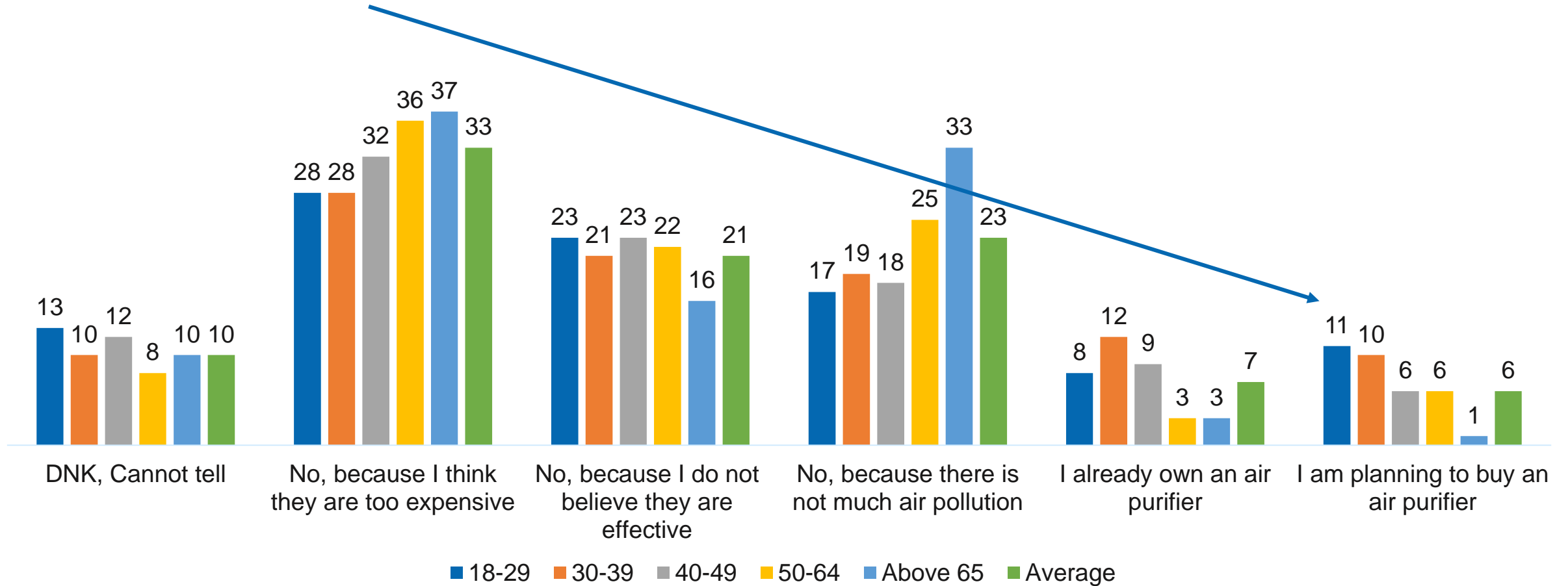


Among women, above average, we find the answer that they do not plan to buy air purifier because the product is too expensive, while men above average believe that the product is not effective.



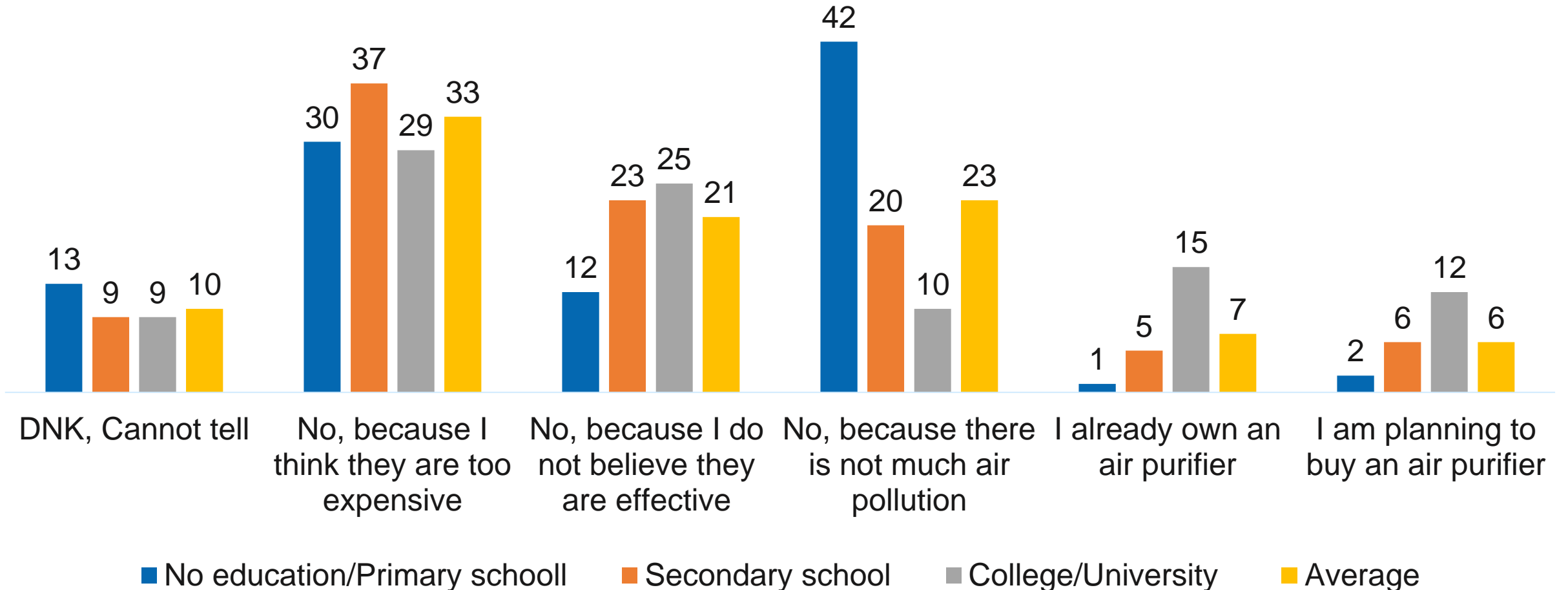
Do you already own or are you planning to buy an air purifier for your home or office? (in %, by age)

Among the respondents under the age of 40, we find above average the answer that they plan to buy an air purifier.



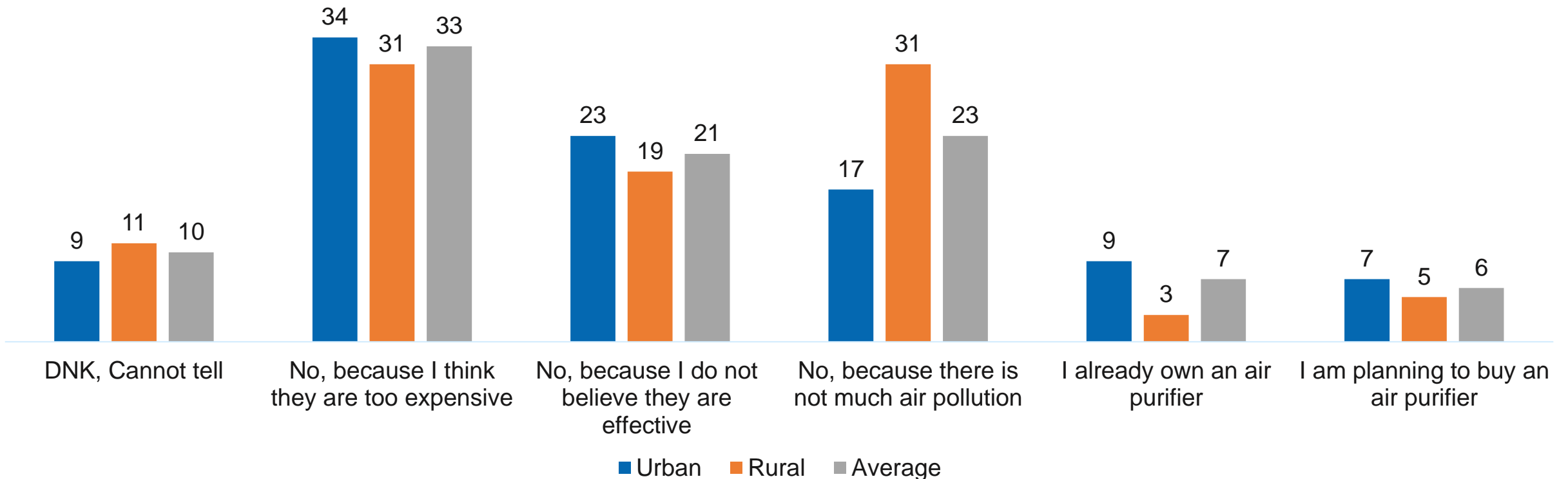
Do you already own or are you planning to buy an air purifier for your home or office? (in %, by education)

With the increase in education, the percentage of answers about having already bought an air purifier, but also planning to buy it, is increasing.

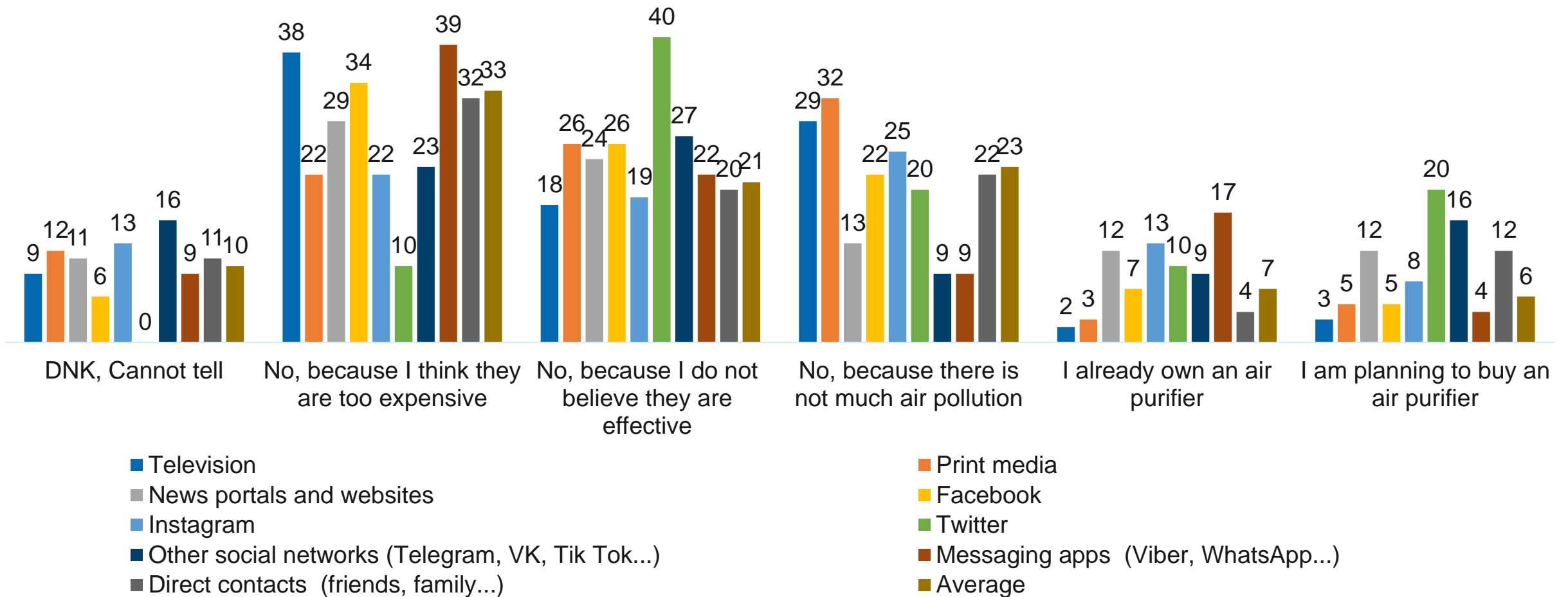


Do you already own or are you planning to buy an air purifier for your home or office? (in%, by place of residence)

Respondents from rural areas above the average state that they do not plan to buy a purifier because the air is not so polluted (31%). On the other hand, in urban areas, we often find an affirmative answer when it comes to owning a device, but also planning a purchase own.



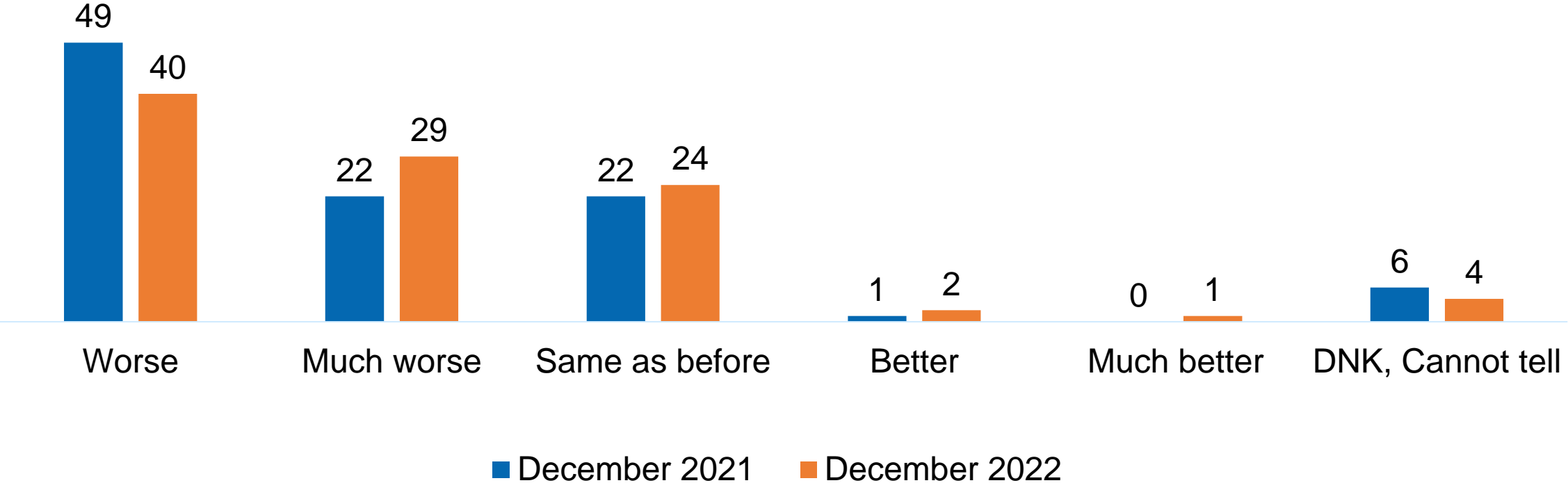
Do you already own or are you planning to buy an air purifier for your home or office? (in %, by news access)



Do you believe air quality is better or worse than ten years ago? (in %)

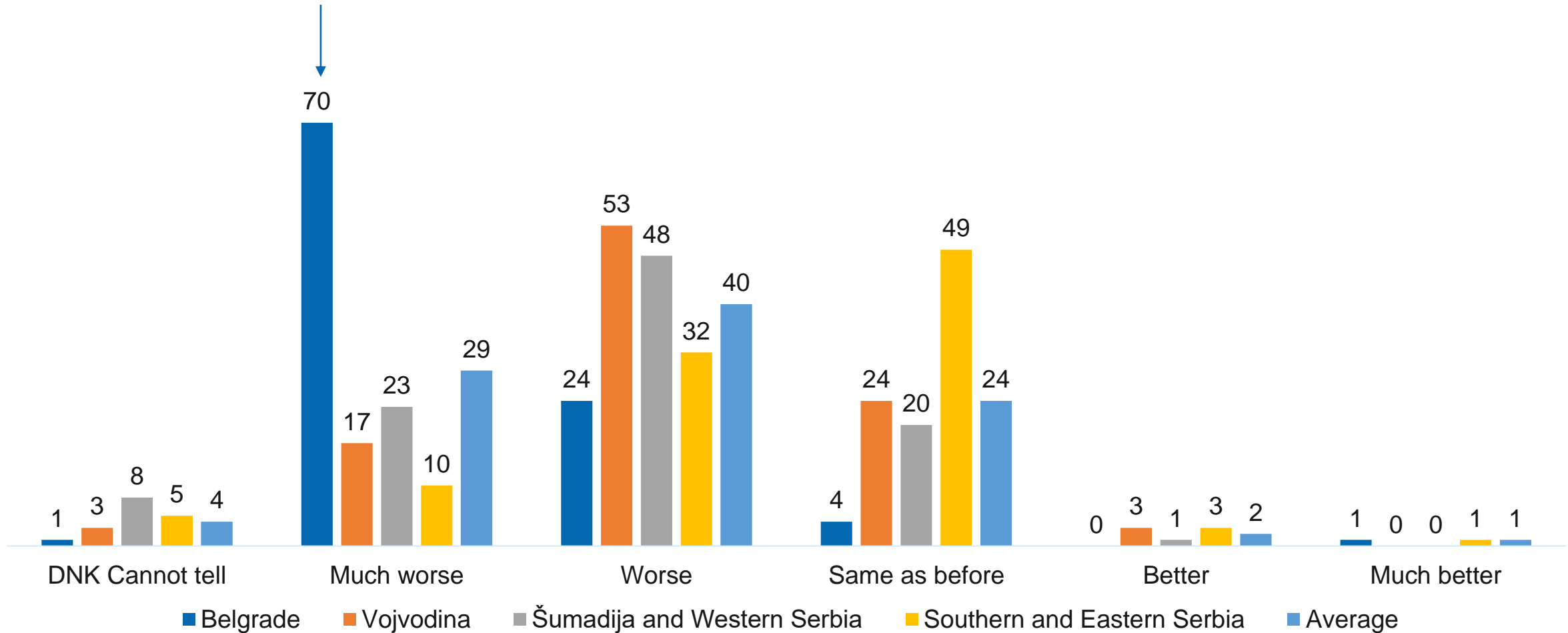


A total of 69% of respondents state that the air is worse or much worse compared to ten years ago.

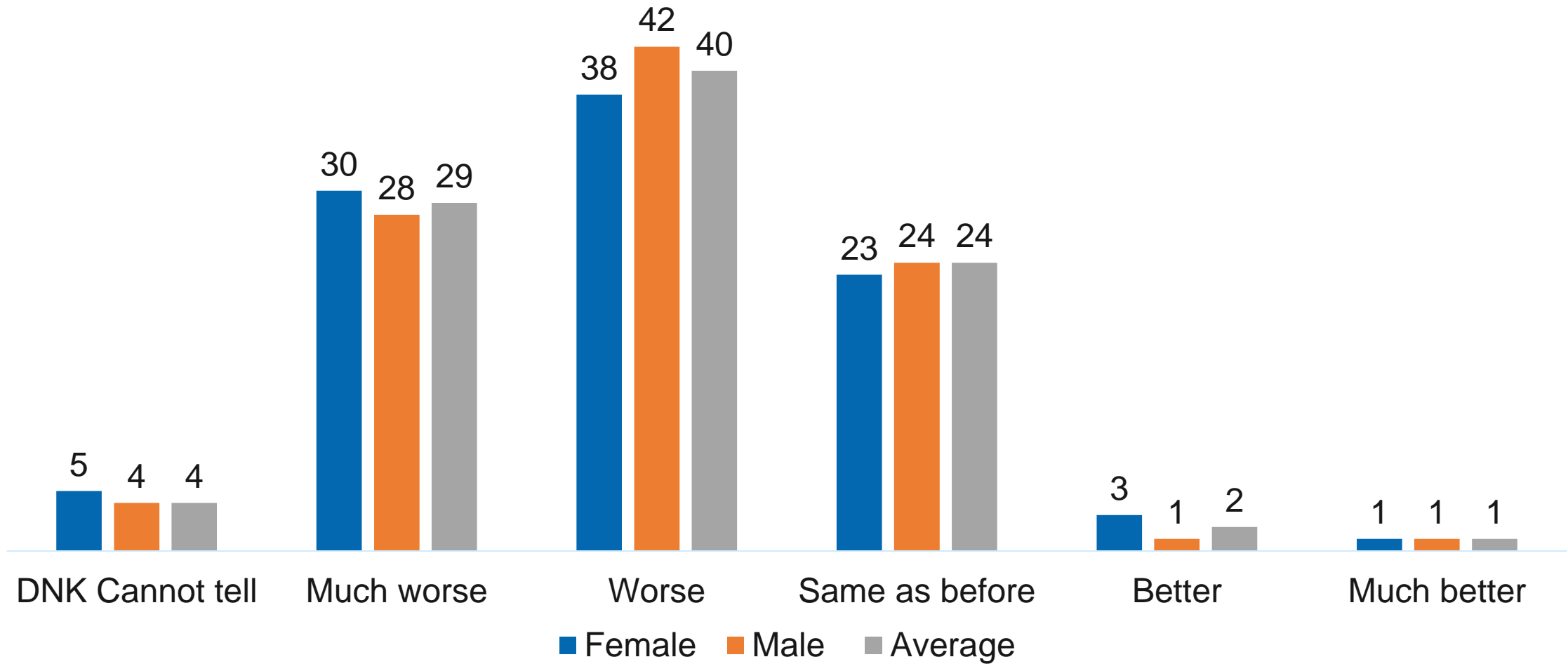


Do you believe air quality is better or worse than ten years ago? (in %, by region)

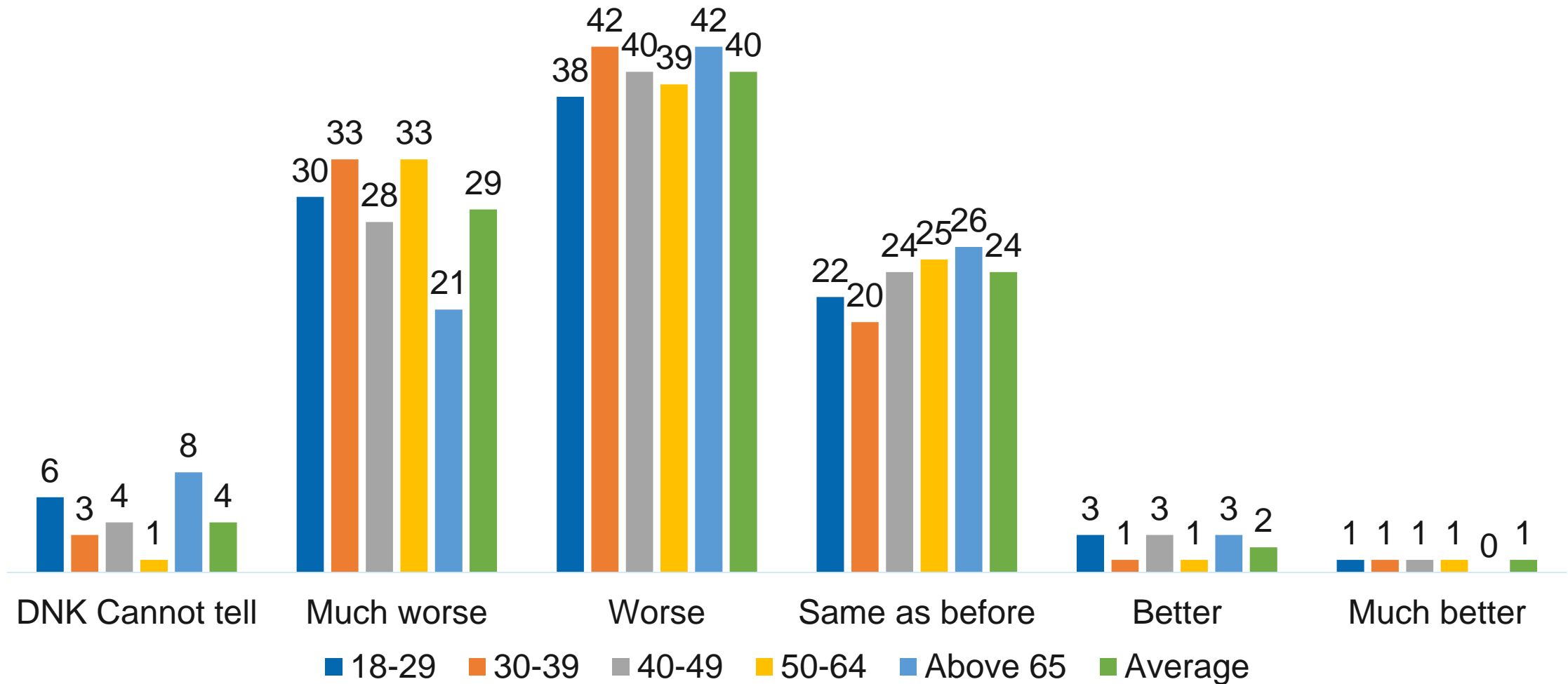
The perception that the air is much worse today is the most pronounced in Belgrade (70%).



Do you believe air quality is better or worse than ten years ago? (in %, by gender)



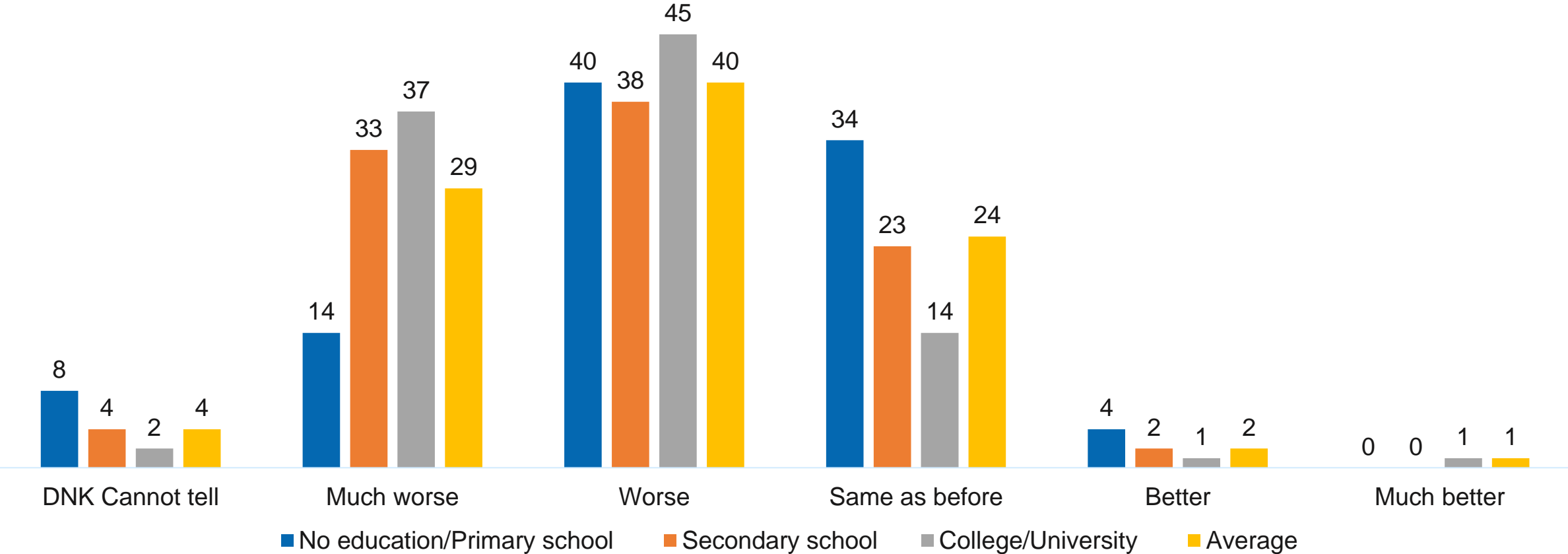
Do you believe air quality is better or worse than ten years ago? (in %, by age)



Do you believe air quality is better or worse than ten years ago? (in %, by education)



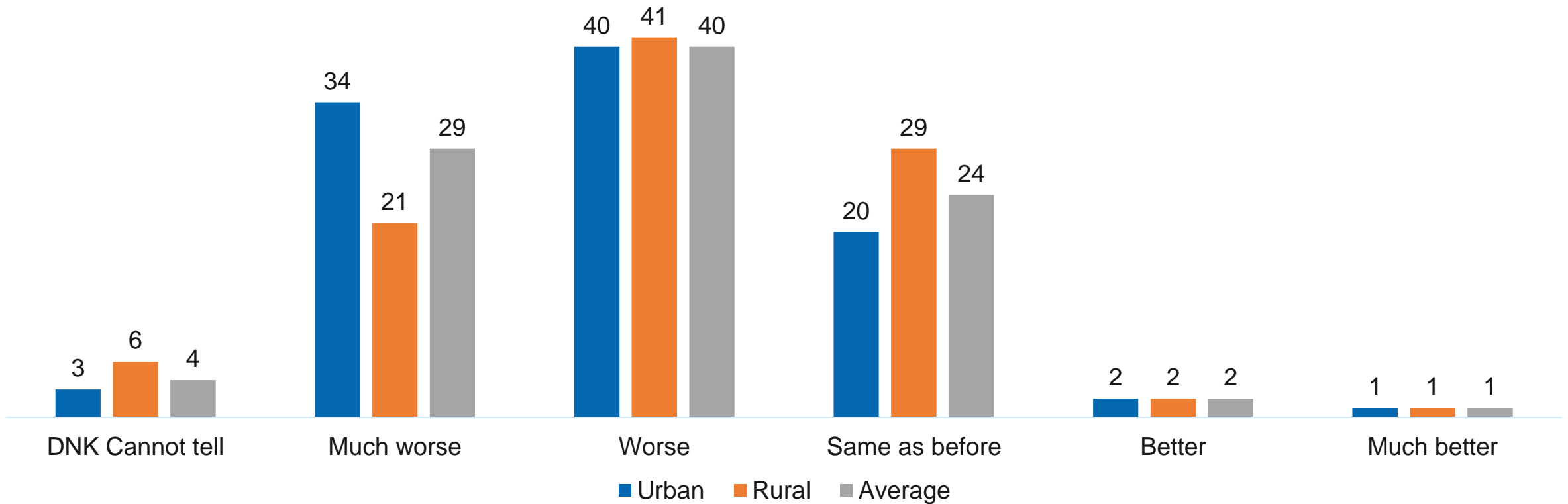
The perception that the air today is much worse today than ten years ago is the most pronounced among respondents who have completed university or college - 37%.



Do you believe air quality is better or worse than ten years ago? (in %, by place of residence)

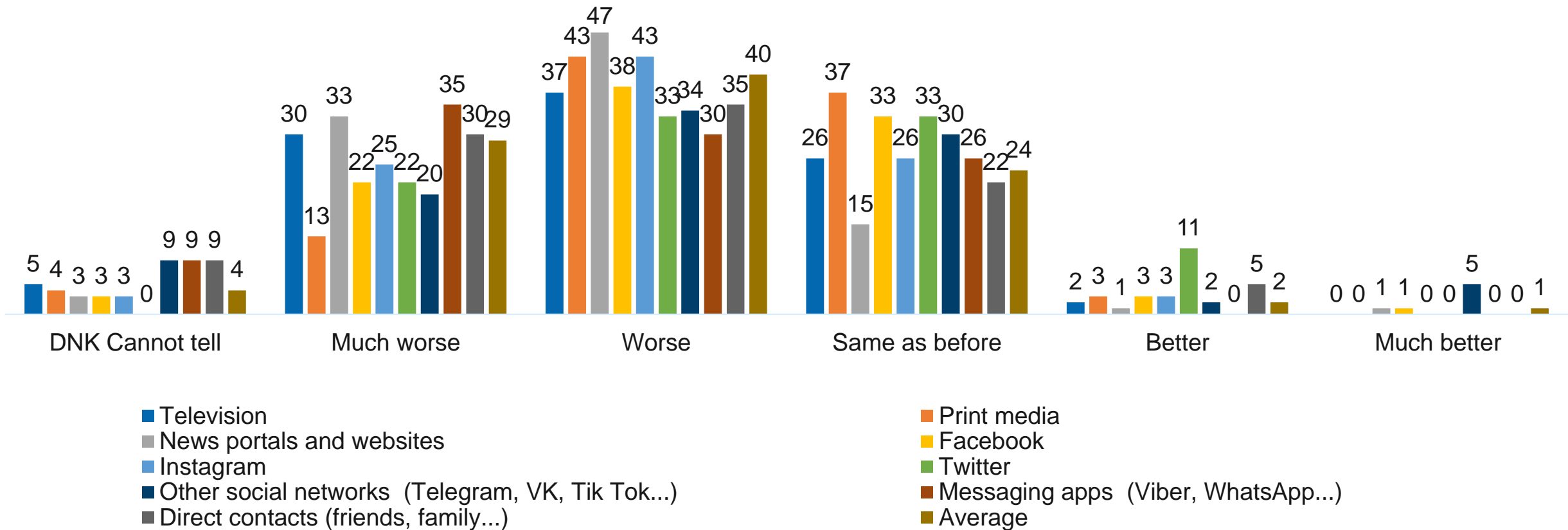


The perception of the air today as much worse than 10 years ago is above average present among the urban population (34% urban, 21% rural).



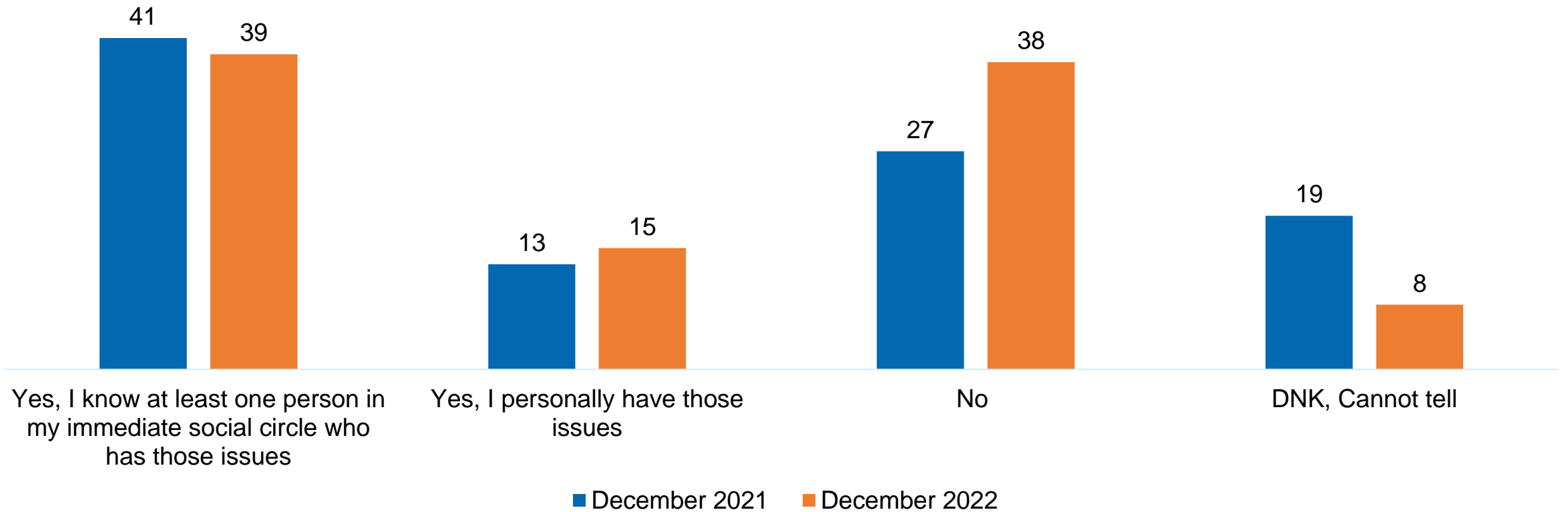
Do you believe air quality is better or worse than ten years ago? (in %, by news access)

An above-average perception of worse air is noted among users of internet portals and websites, but also among respondents who are most often informed through communication applications.



Do you or a person close to you have medical issues due to air pollution? (in %)

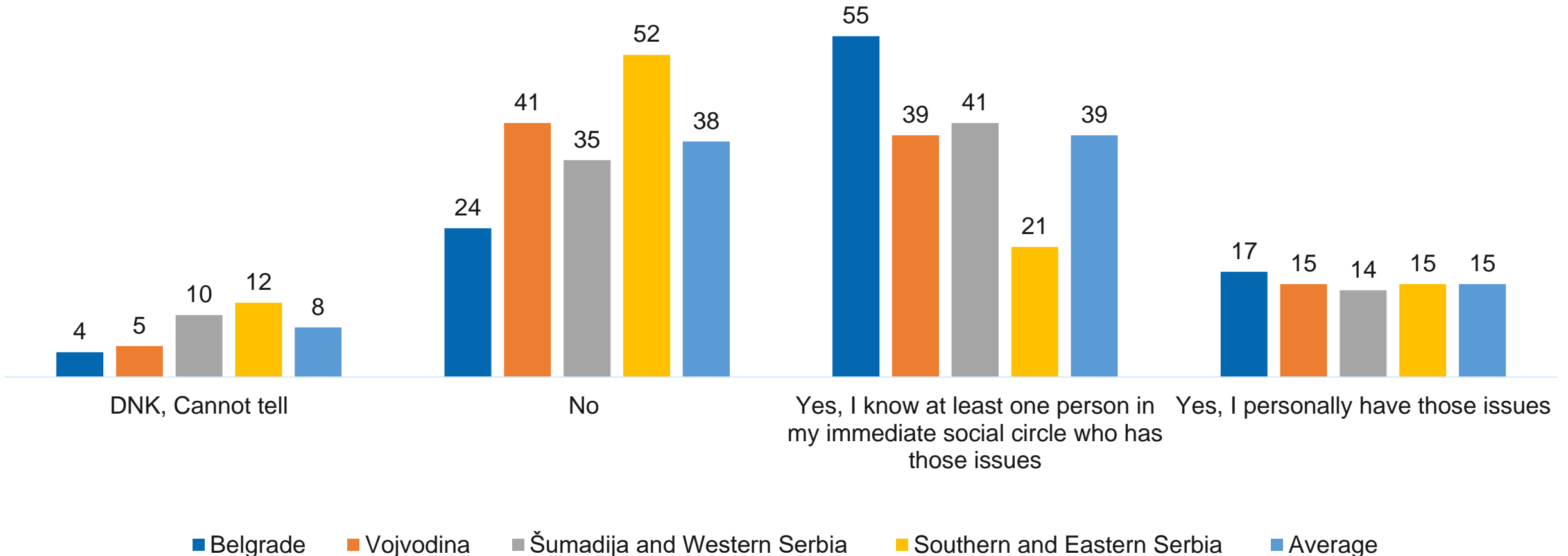
As in last year's research cycle, the largest percentage of respondents – 39%, stated that they know at least one person from the environment who feels the health consequences of polluted air.



Do you or a person close to you have medical issues due to air pollution? (in%, by region)



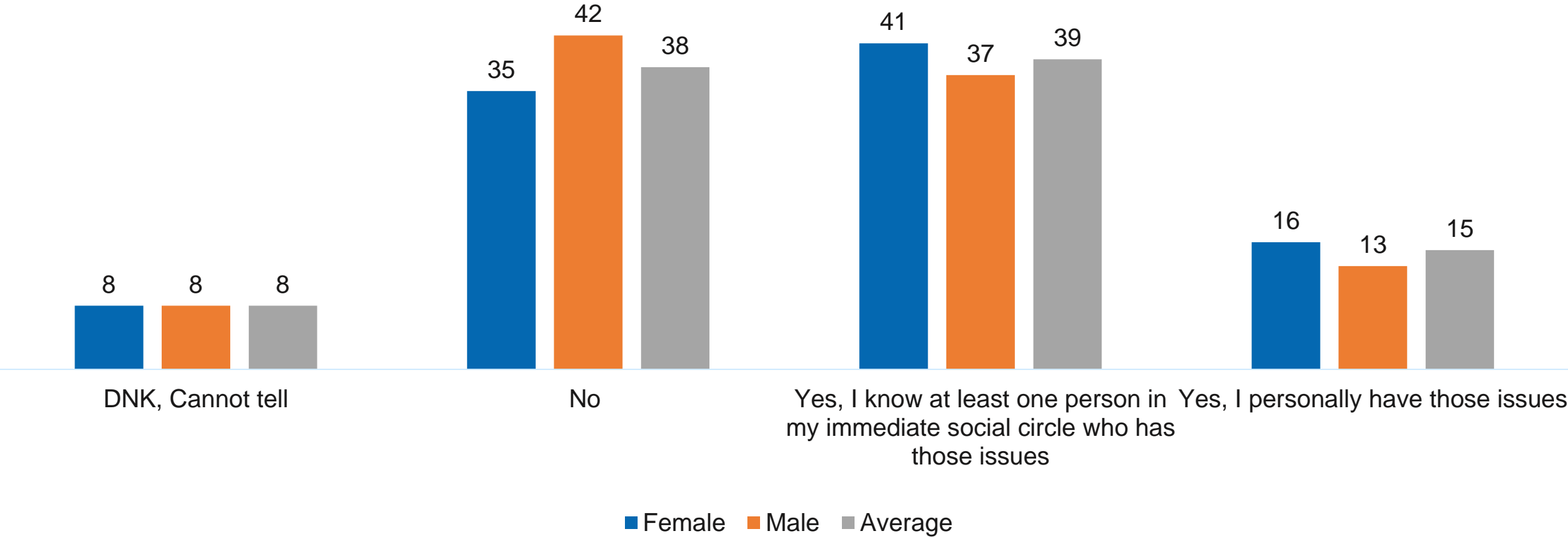
55% of respondents from Belgrade state that they know at least one person from the environment who has problems due to polluted air.



Do you or a person close to you have medical issues due to air pollution? (in %, by gender)

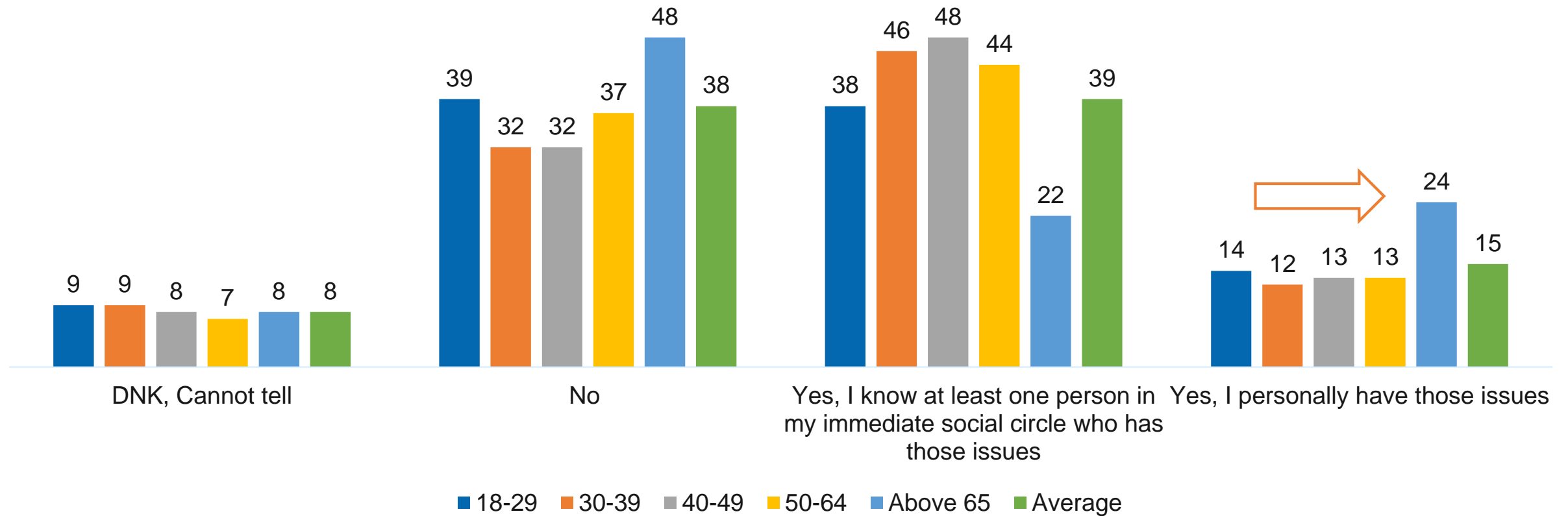


Female respondents above the average state that they personally have problems due to polluted air.



Do you or a person close to you have medical issues due to air pollution? (in %, by age)

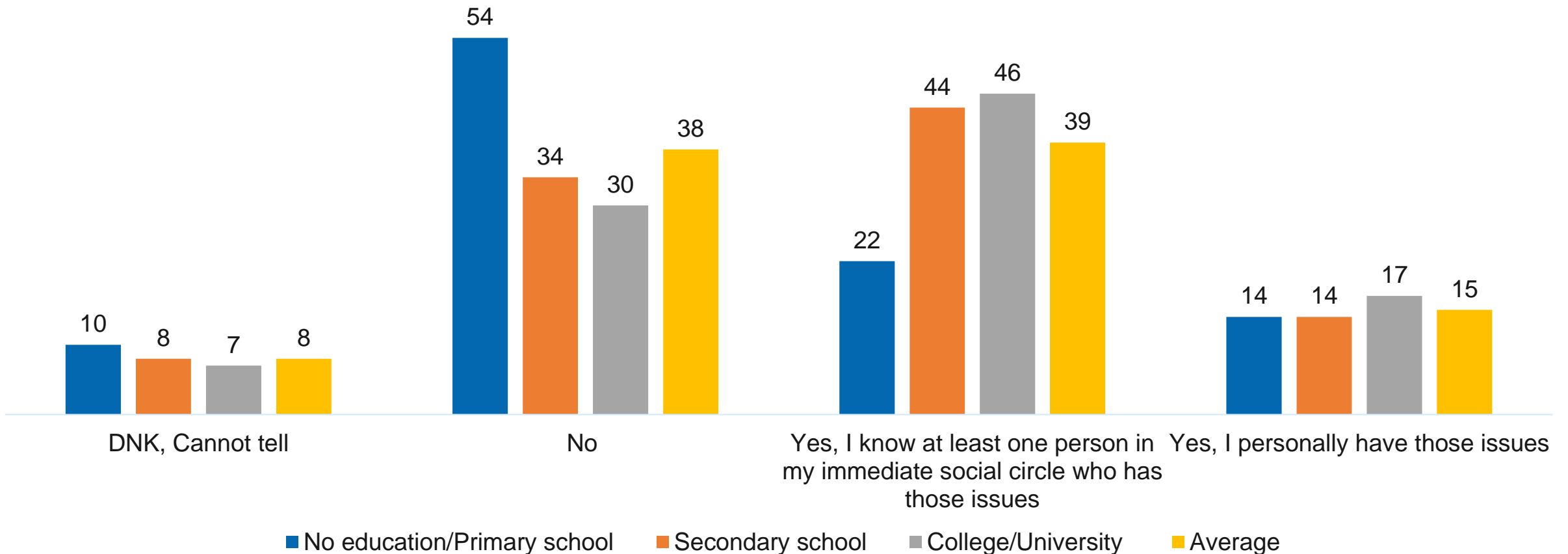
Respondents over the age of 65 have above average stated having personal health problems due to polluted air.



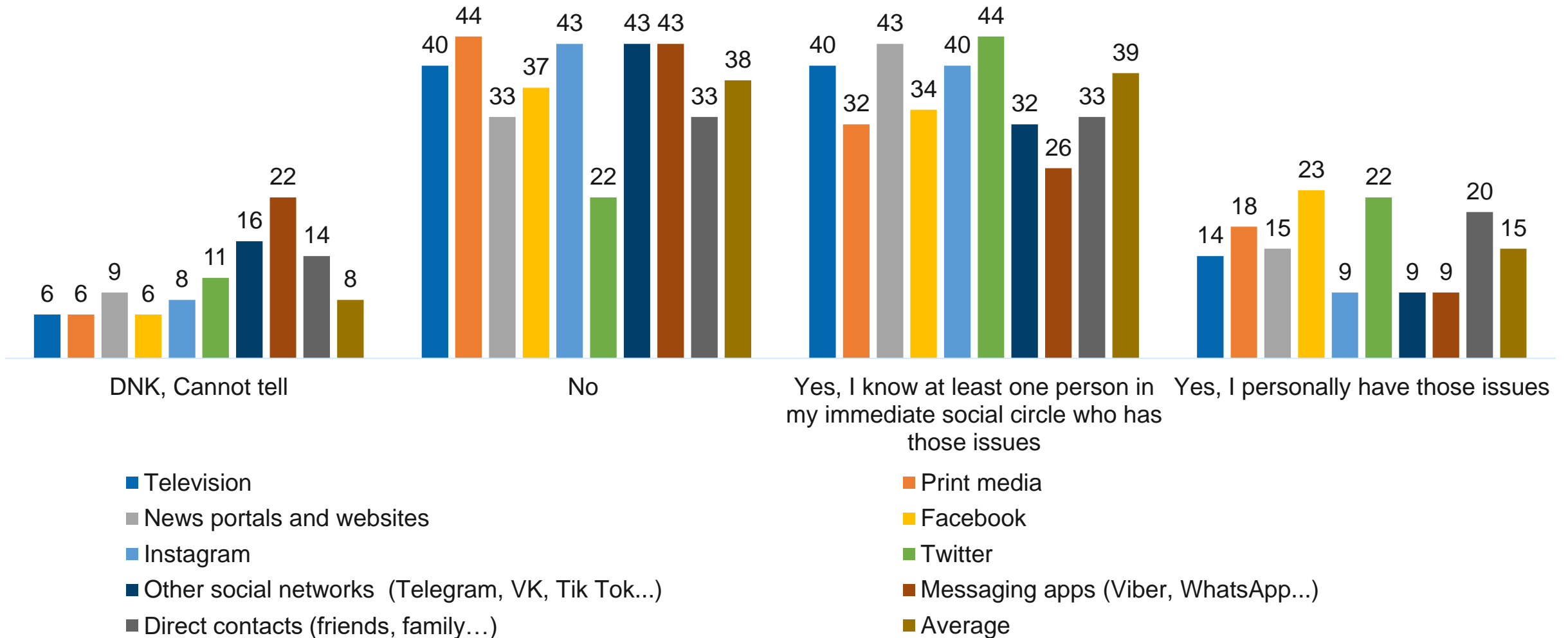
Do you or a person close to you have medical issues due to air pollution? (in %, by education)



More than half of respondents who have completed primary school or have no formal education say that neither they nor someone close to them do not feel health consequences due to polluted air - 54%.

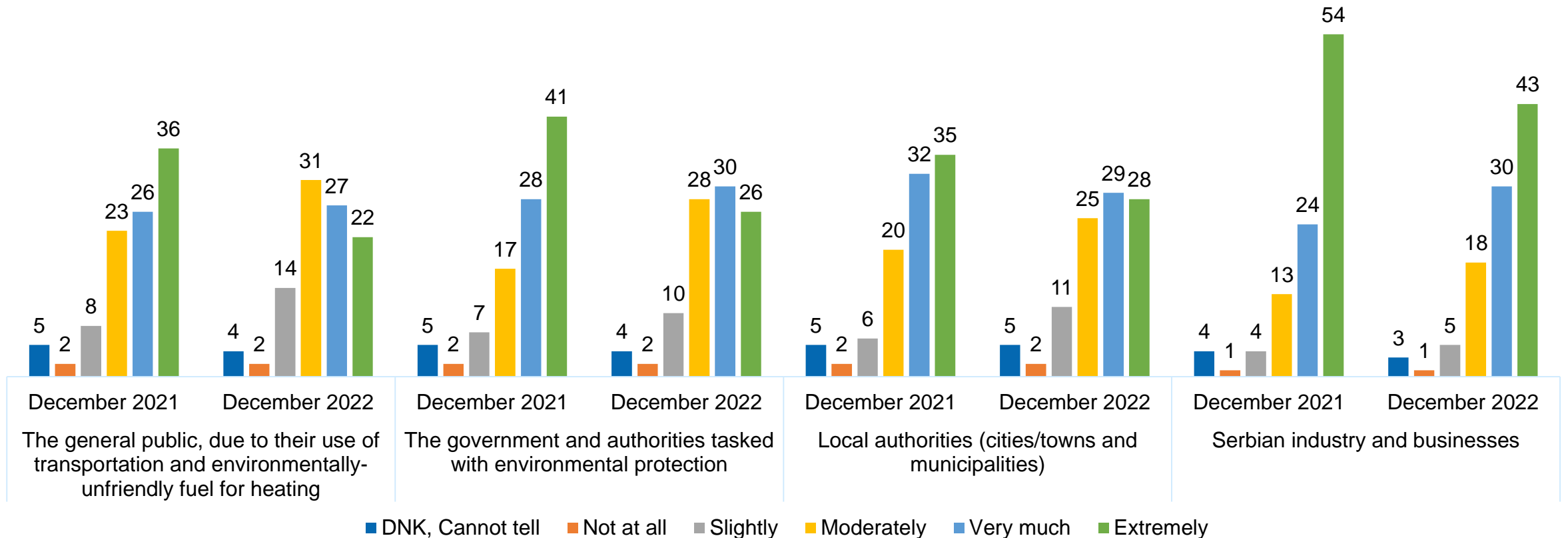


Do you or a person close to you have medical issues due to air pollution? (in %, by news access)



In your opinion, to what extent are the following actors responsible for air pollution? (in %)

According to the opinion of the citizens of Serbia, the biggest "culprit" for polluted air is the economy in Serbia, industry and businesses. In this research cycle, 73% of the respondents see the fault of this actor (very much and extremely), while a year ago this answer was given by 78% of the respondents.



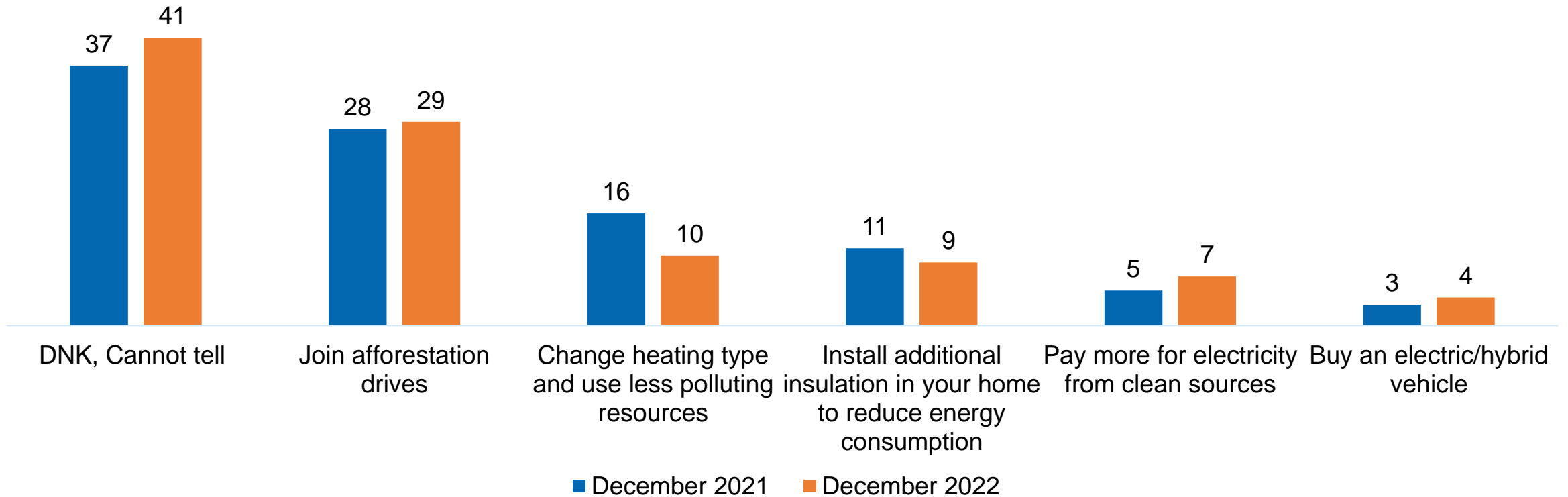
In your opinion, to what extent are the following actors responsible for air pollution? (demographic characteristics)



- ❑ Citizens' responsibility is noted above average by citizens from Belgrade, highly educated citizens, respondents from urban areas, but also those surveyed who are primarily informed through VK, Telegram and TikTok.
- ❑ Similarly, the responsibility of the government and authorities is above average recognized in Belgrade (87% of respondents from Belgrade recognize the state as the main culprit), among citizens of Serbia between the ages of 30 and 39, highly educated respondents, those participants in the research who are employed in the private sector, work in the non-governmental sector or are pupils/students, and are informed through internet portals and websites.
- ❑ Respondents who primarily see the responsibility of local governments when it comes to air pollution have a very similar profile.
- ❑ At the very end, those surveyed who see the industry and business's responsibility above average come from Belgrade or Vojvodina, and are highly educated.

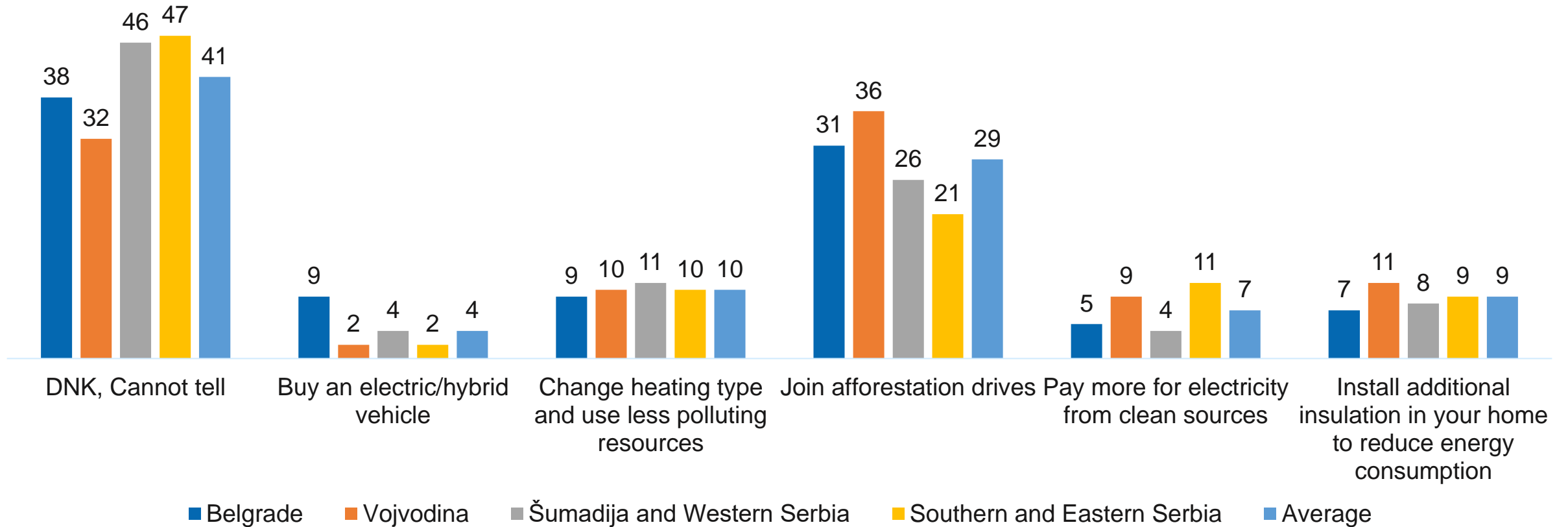
What would you personally be prepared to do to improve air quality? (in %)

Compared to last year's research cycle, we see more respondents who are ready to pay more expensive energy from clean sources (from 5% to 7%), but also those citizens of Serbia who would be ready to buy an electric/hybrid car.

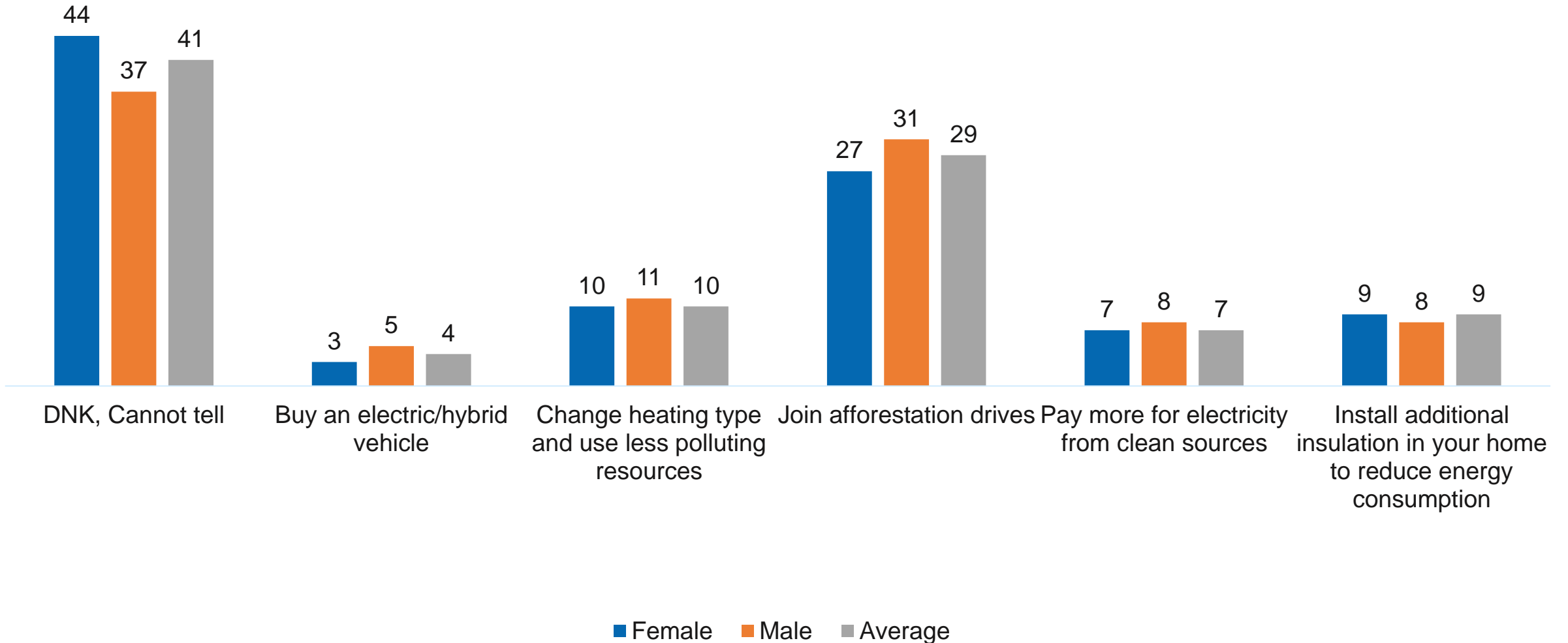


What would you personally be prepared to do to improve air quality? (in %, by region)

Respondents from Vojvodina are the most willing to join afforestation drives - 36%, while participants in the research from Belgrade state above average that they would buy an electric/hybrid vehicle - 9%.

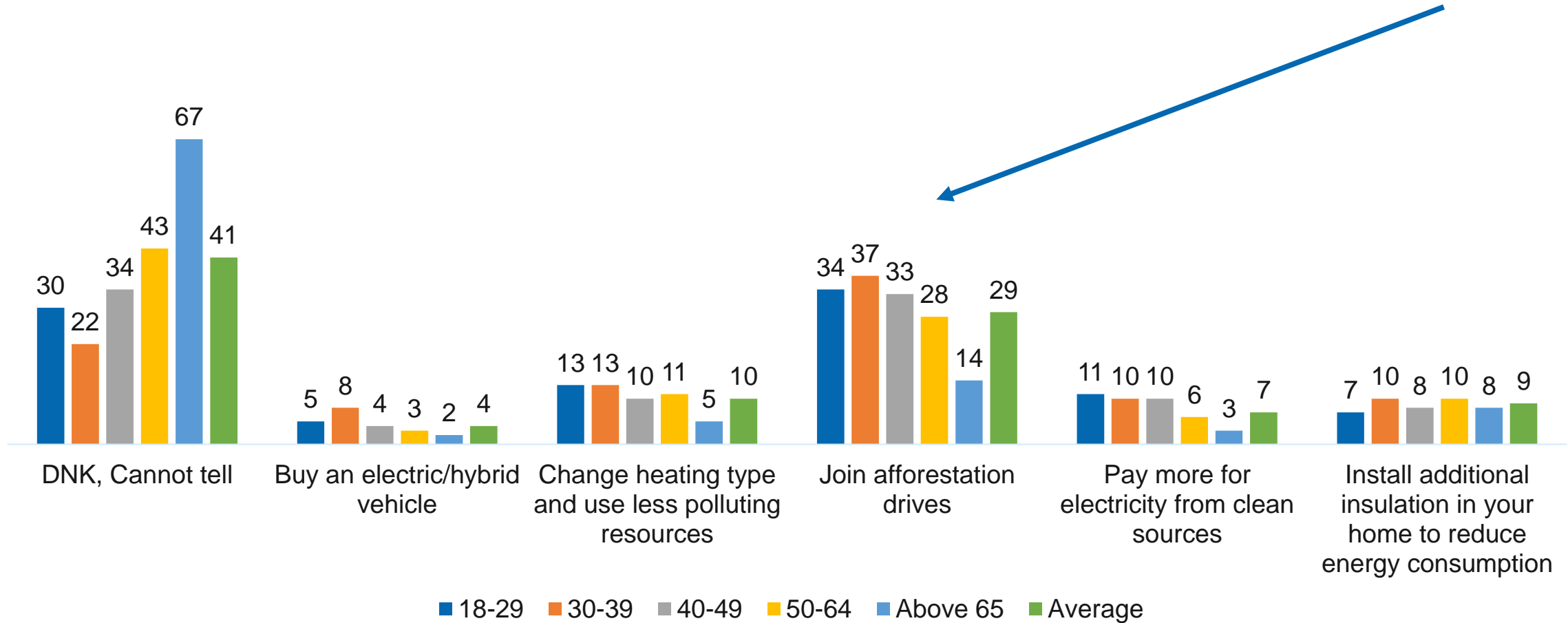


What would you personally be prepared to do to improve air quality? (in %, by gender)

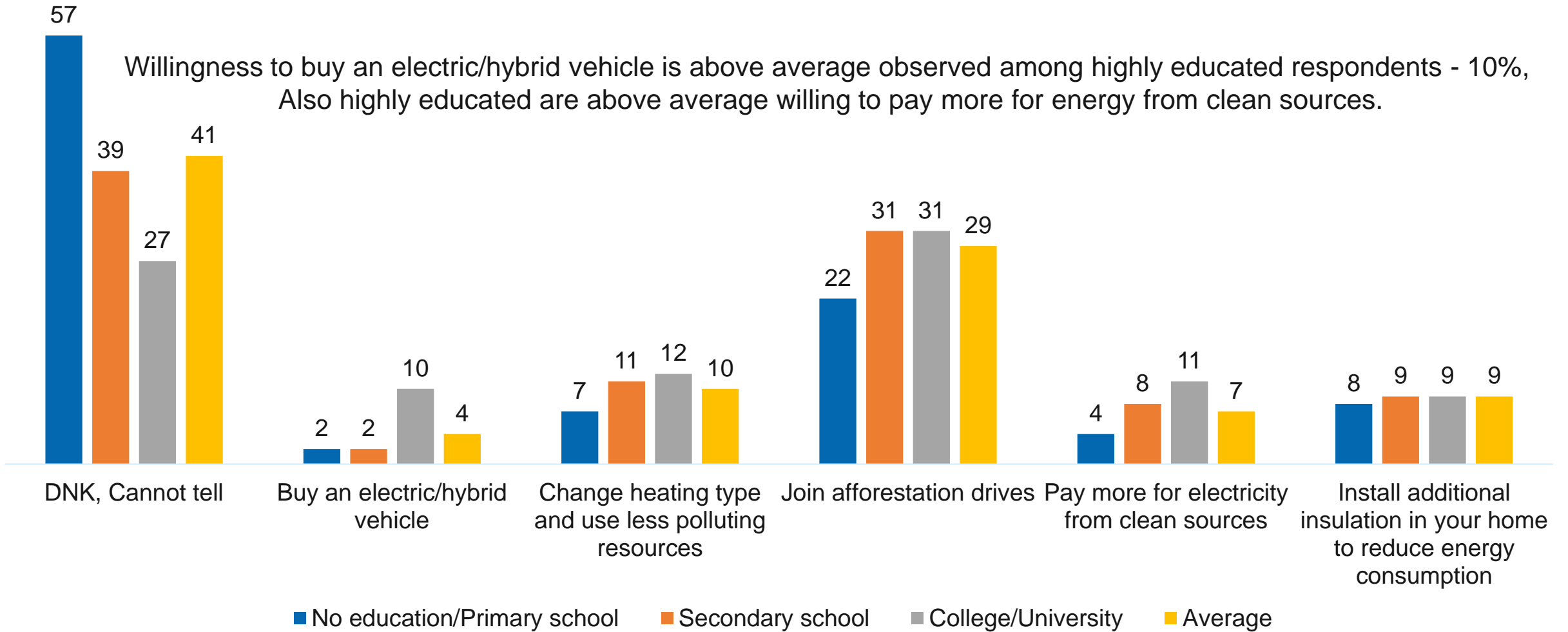


What would you personally be prepared to do to improve air quality? (in%, by age)

Respondents aged 30 to 39 are above average ready to take part in afforestation actions - 37%.

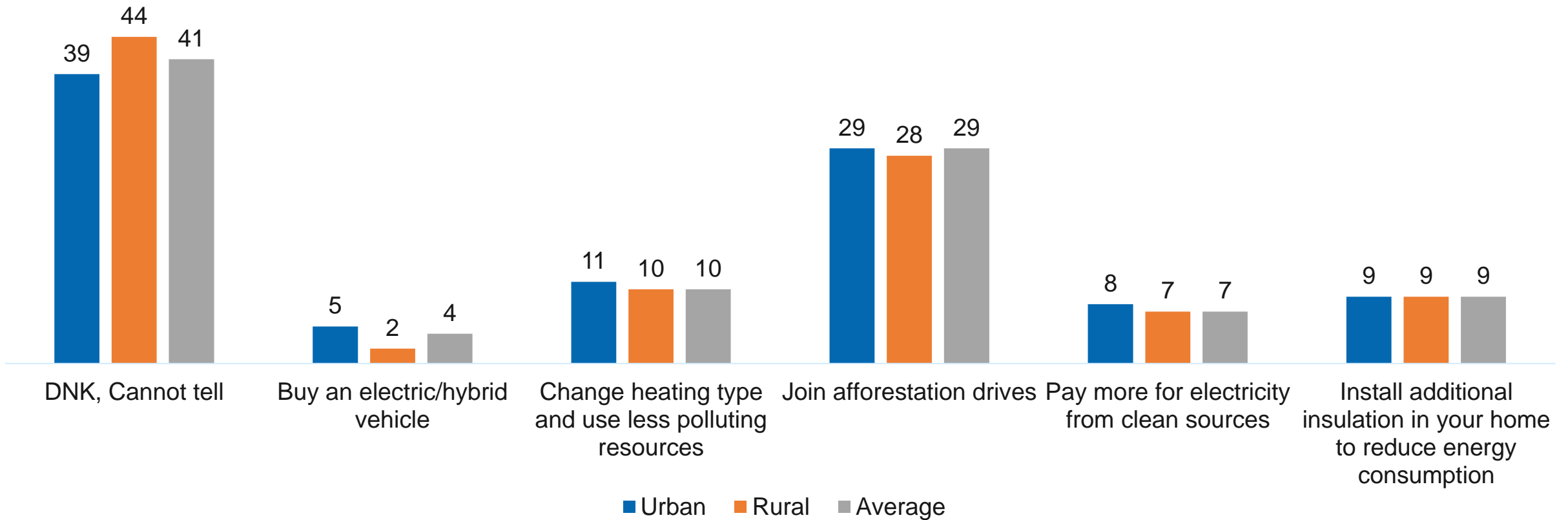


What would you personally be prepared to do to improve air quality? (in %, by education)

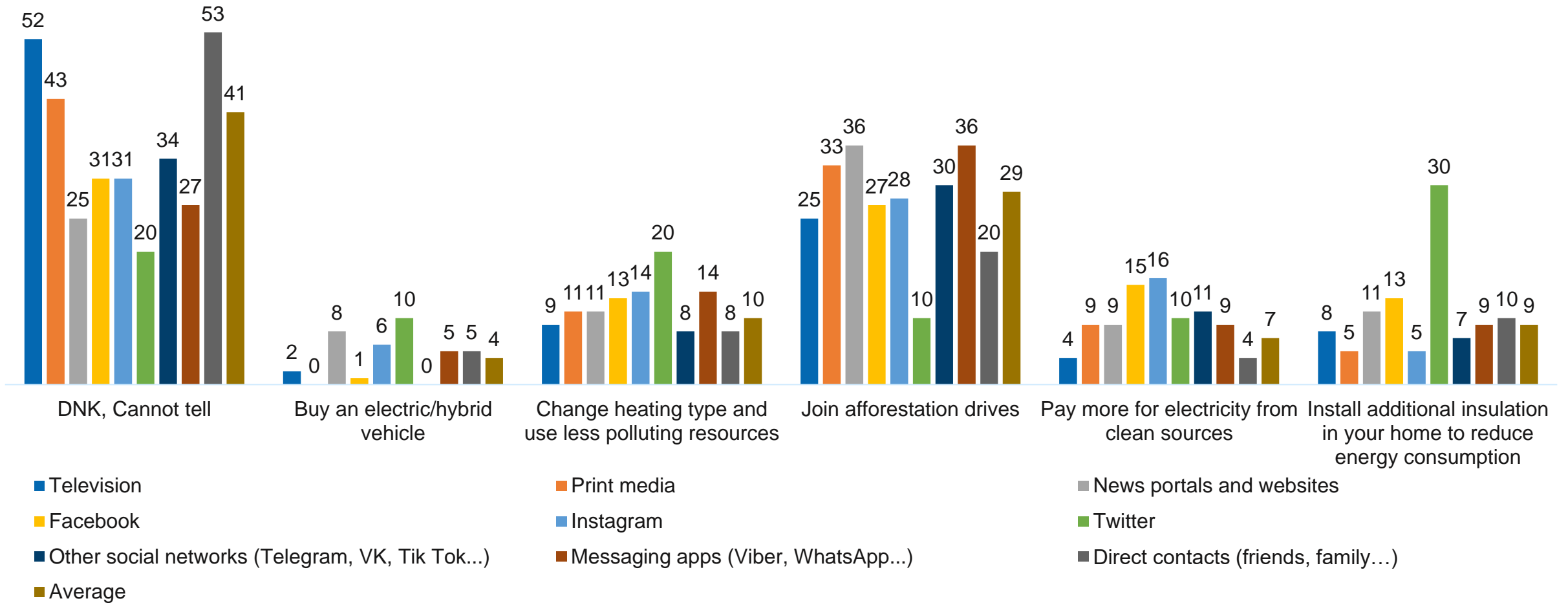


What would you personally be prepared to do to improve air quality? (in %, by place of residence)

The willingness to buy electric/hybrid vehicle is above average observed in urban areas - 5%.



What would you personally be prepared to do to improve air quality? (in %, by news access)

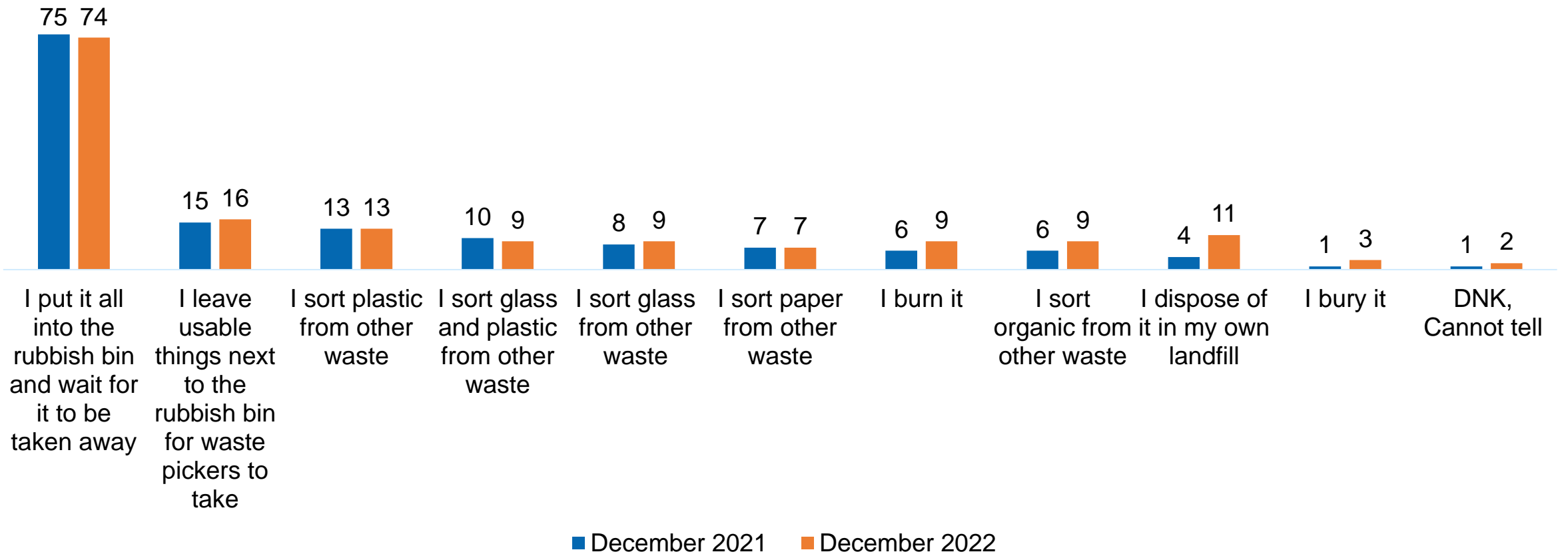




Circular economy, waste, and recycling

What do you do with your waste? (in %, multiple answers)

The largest percentage of citizens state that they put waste in containers and wait for the services in charge to take be taken away - 74% (the finding is simliar to the one from 2021).



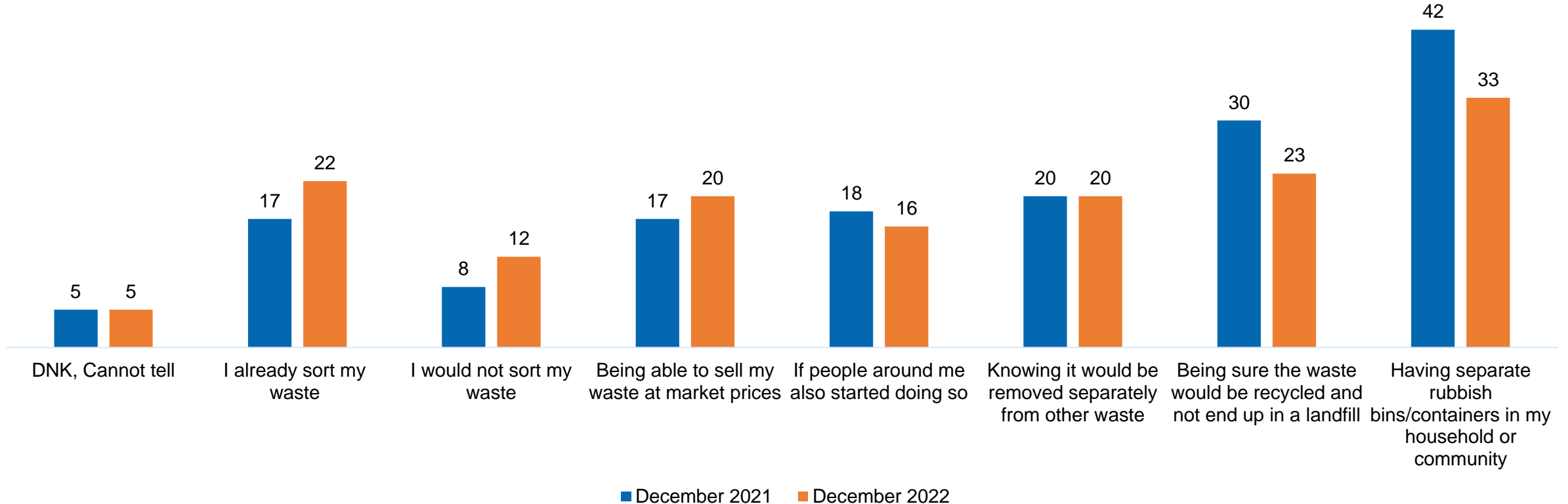
What do you do with your waste? (demographic characteristics)



- Respondents from Vojvodina, citizens of Serbia who have completed primary school or have no formal education, as well as respondents from rural areas, state that they bury waste in the ground above average.
- Disposing of waste in one's own landfill, but also burning waste, was cited above average by respondents from Southern and Eastern Serbia, the oldest respondents, citizens from rural areas, but also respondents who had no formal education or only primary school.
- Respondents from Belgrade and Vojvodina and respondents from urban areas say above average that they dispose the waste in container.

What would it take for you to sort your waste? (in %, multiple answers)

Compared to the survey from december 2021, we have by five percentage points more respondents who say that they already sort waste - 22%.



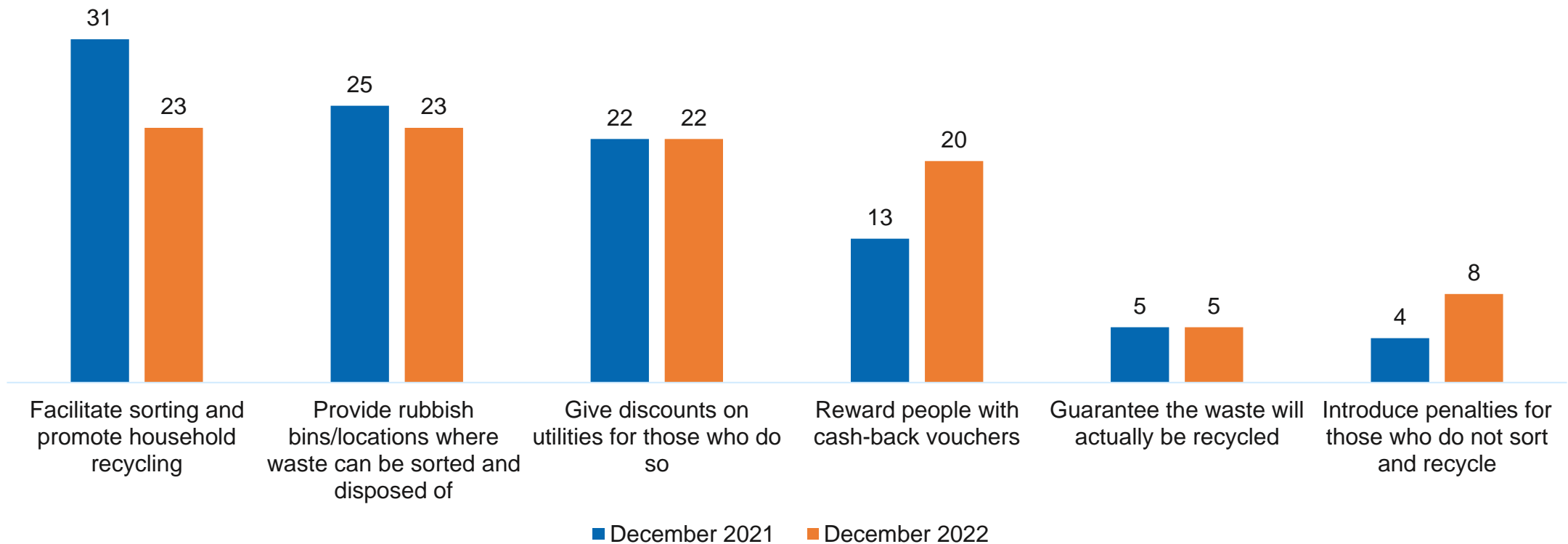
What would it take for you to sort your waste? (demographic characteristics)



- ❑ Respondents from Vojvodina state above the average that they already sort waste (27%), but so do highly educated respondents - 28%, and respondents who come from urban areas. As many as 56% of those who are primarily informed via Twitter say that they already sort waste.
- ❑ Generally speaking, respondents from Belgrade and Vojvodina, as well as highly educated respondents, give above-average affirmative answers when it comes to sorting waste under certain conditions.
- ❑ The profile of respondents who state that they would not sort waste is: person who primarily comes from Southern and Eastern Serbia (23% of respondents from this region would not sort waste compared to the average value of 12%), someone who is over 65 years old, who has completed elementary school or has no formal education, and above average informed through personal contacts or the press.

What should the government do to motivate people to sort and recycle their waste? (in %)

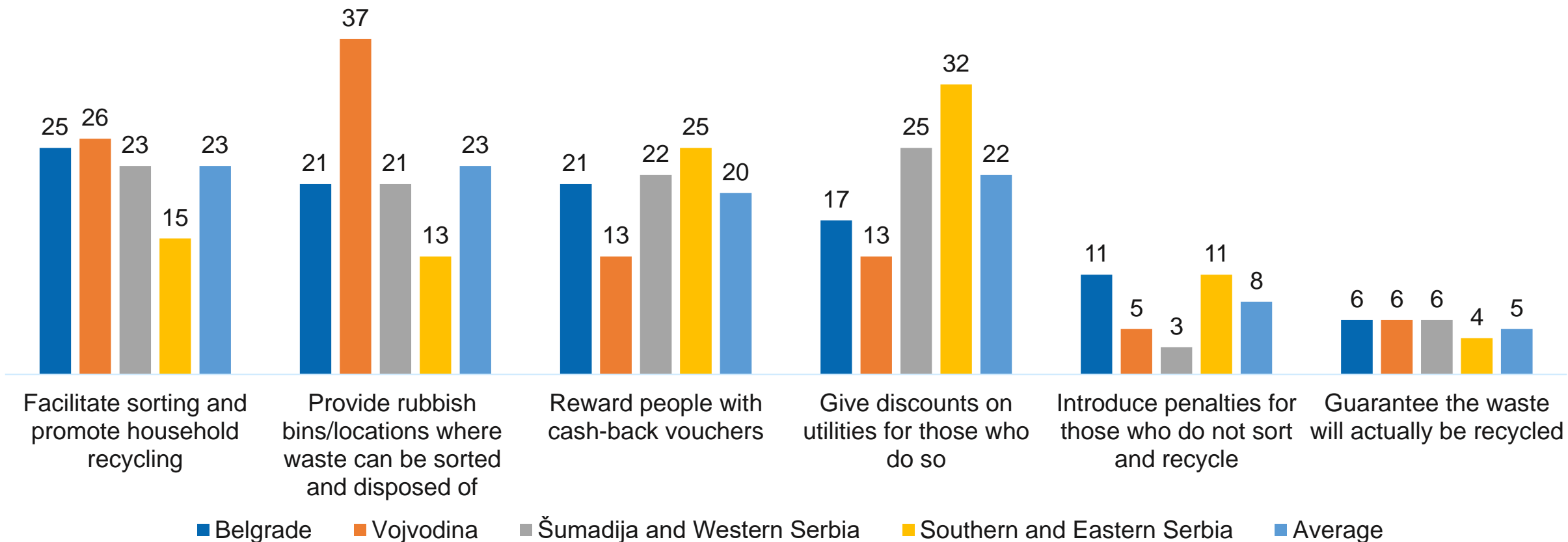
Every fifth citizen of Serbia believes that the state should reward citizens with money-back vouchers in order to encourage the sorting and recycling of waste - an increase of 7 percentage points compared to last year's survey.



What should the government do to motivate people to sort and recycle their waste? (in %, by region)

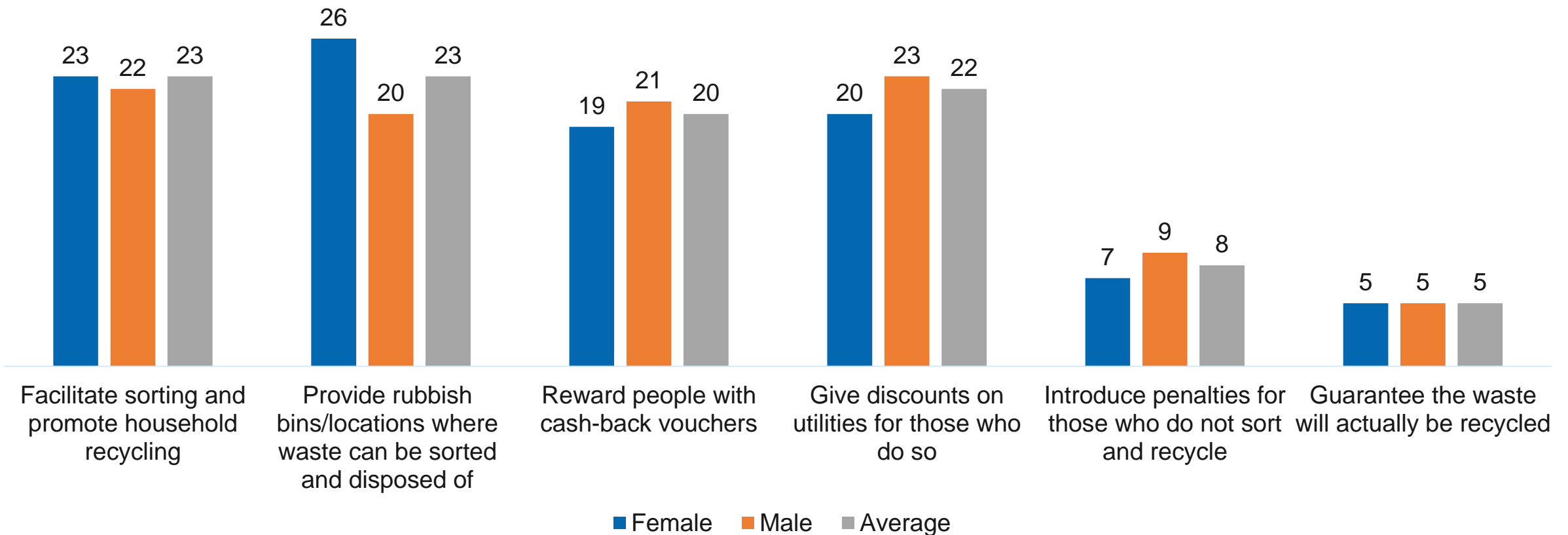


Respondents from Vojvodina state above the average that the state should provide containers and places for waste disposal and sorting - 37%. 32% of respondents from Southern and Eastern Serbia say that the state should provide discounts for communal services for those who sort waste.

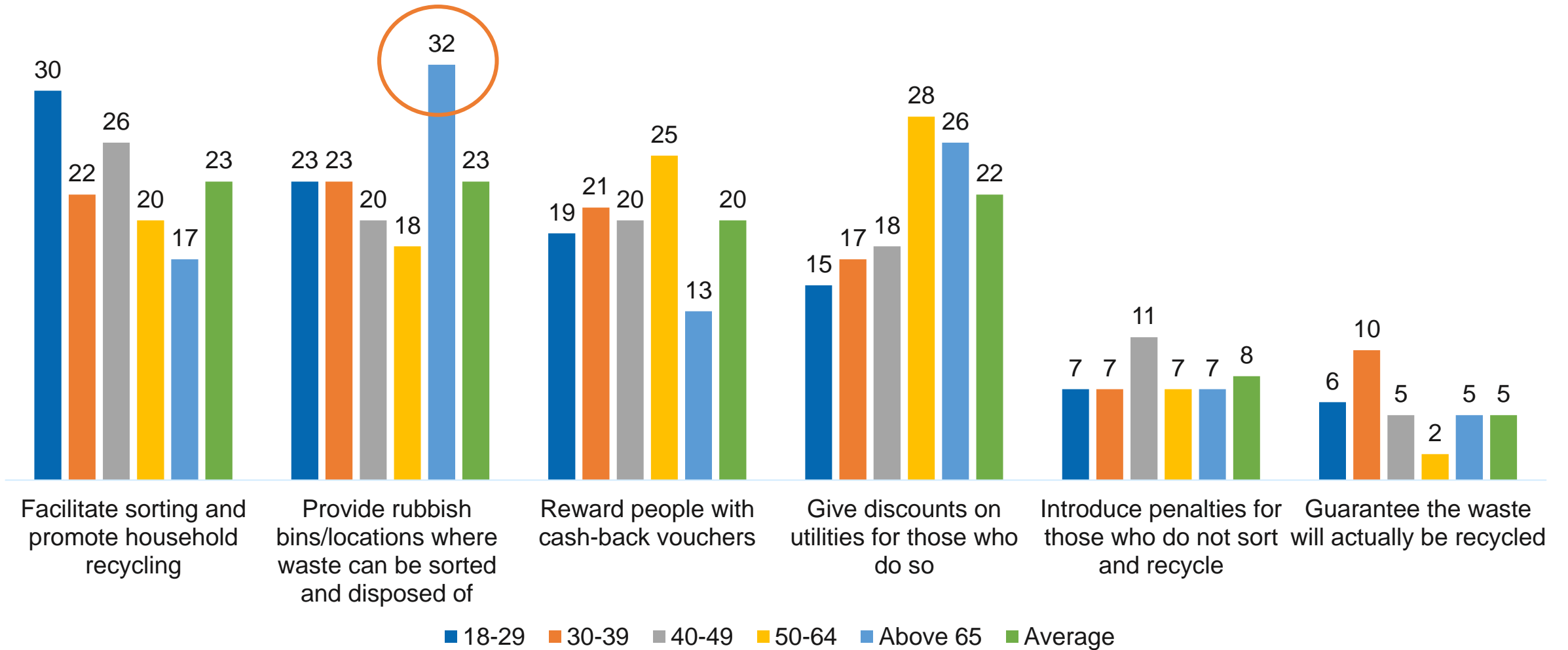


What should the government do to motivate people to sort and recycle their waste? (in%, by gender)

Women believe above average that the state should provide containers and places for waste disposal and sorting.

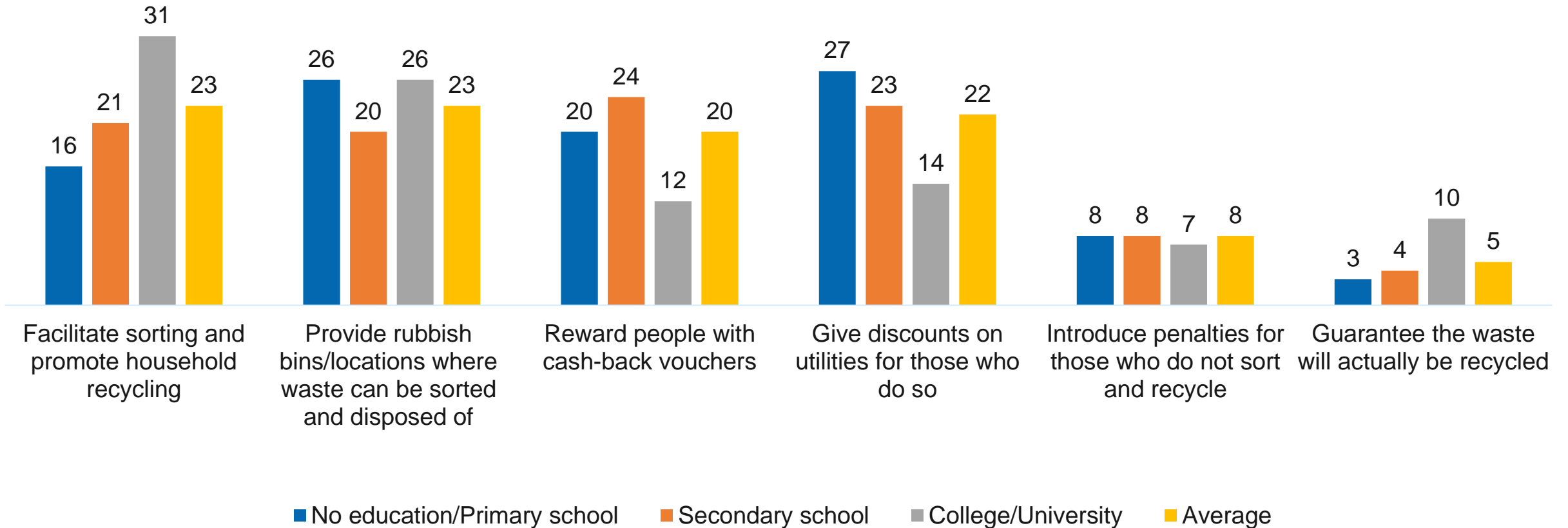


What should the government do to motivate people to sort and recycle their waste? (in %, by age)



What should the government do to motivate people to sort and recycle their waste? (in %, by education)

With the increase in the respondents' education, the percentage of answers that the state should provide conditions for sorting and encourage household recycling also increases.

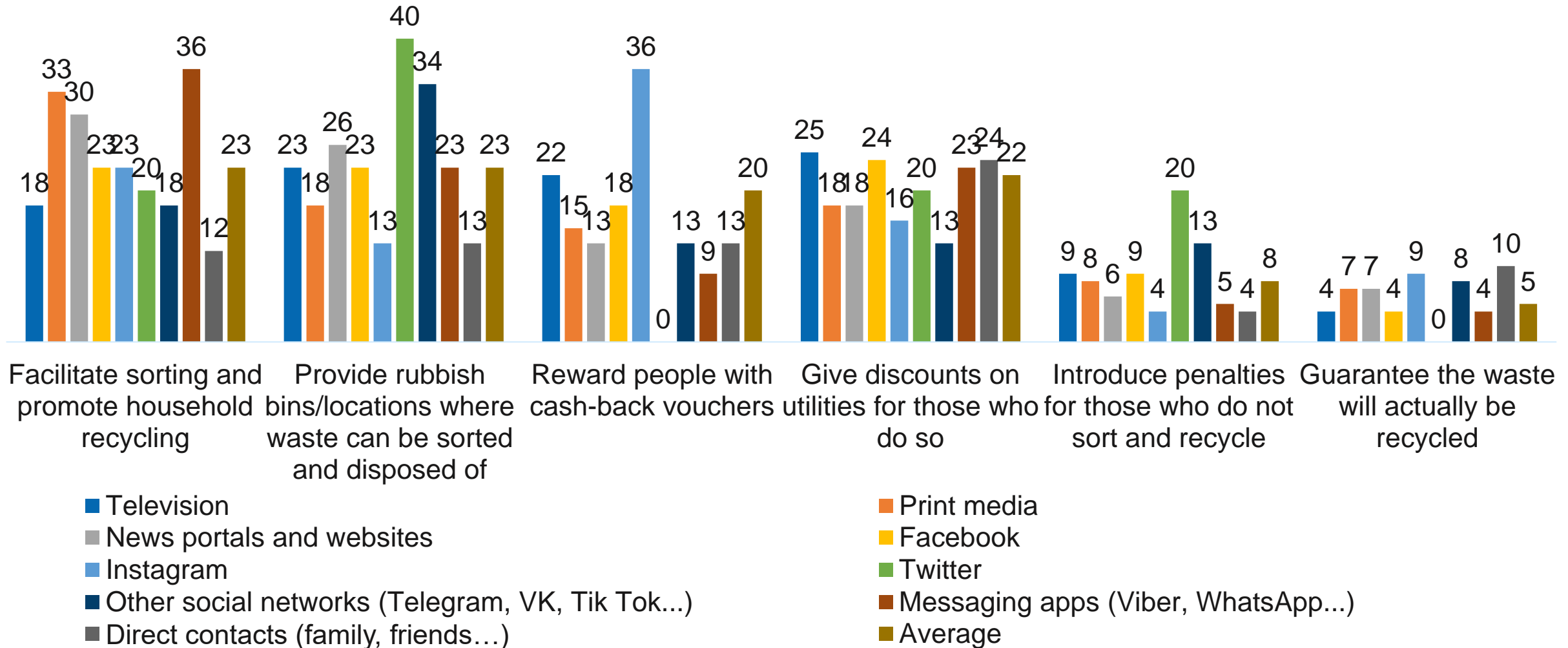


What should the government do to motivate people to sort and recycle their waste? (in %, by place of residence)

Respondents from rural areas note above the average that the state should provide discounts on utility services for those who already sort and recycle waste.

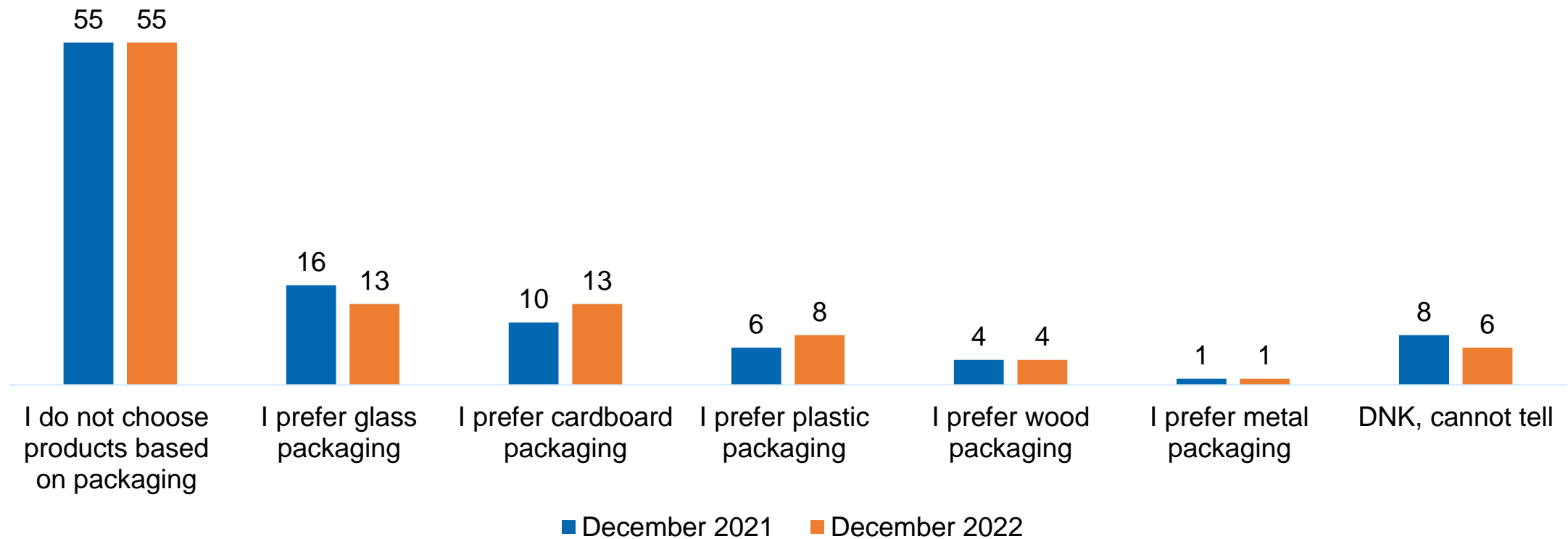


What should the government do to motivate people to sort and recycle their waste? (in %, by news access)



When shopping, do you pay attention to product packaging? (in %)

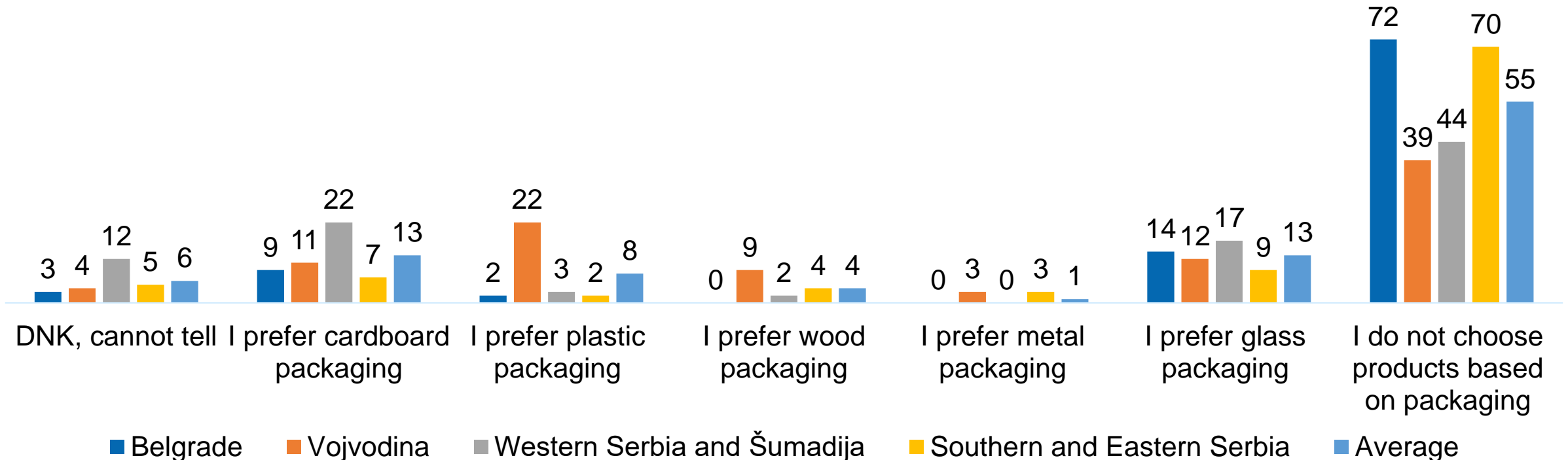
When buying a product, citizens of Serbia generally do not take into account the packaging in which the product is placed. More than half of the respondents - 55%, in this research cycle stated that they do not choose products according to the packaging. 13% of them say that they prefer glass packaging, and the same number of them prefer products that are in cardboard packaging.



When shopping, do you pay attention to product packaging? (in %, demographic characteristics)

Respondents from Vojvodina above average give preference to products in plastic packaging - 22% of respondents from Vojvodina gave this answer. On the other hand, respondents from Šumadija and Western Serbia state above average that they prefer cardboard packaging - 22%.

Respondents who graduated from university or college stated below the average that they do not choose products based on packaging.

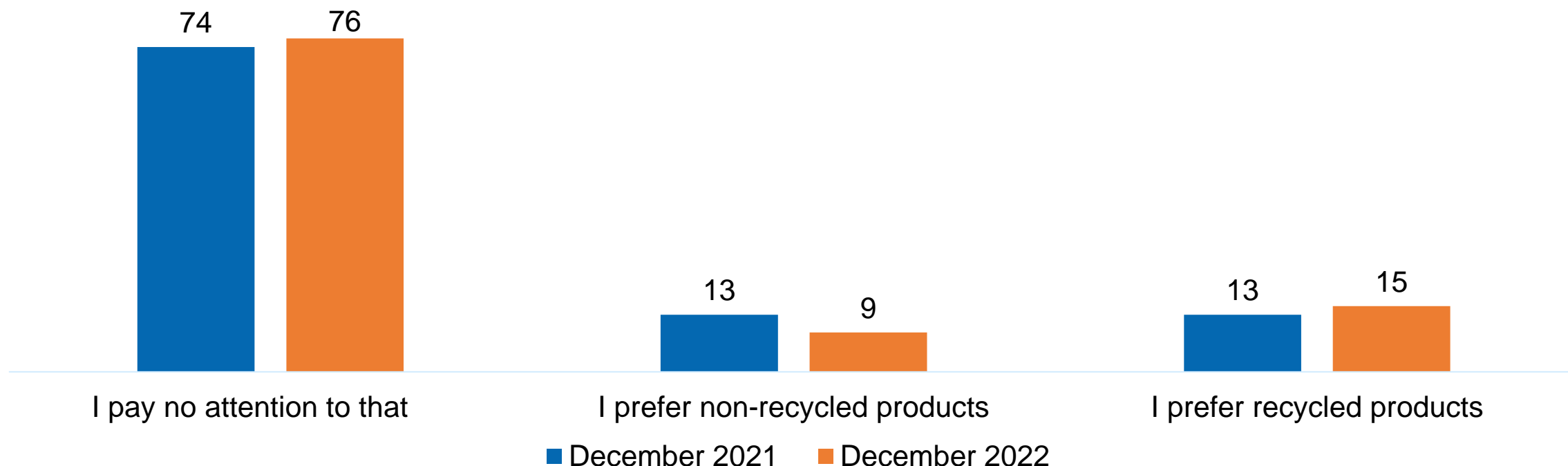


Do you rather buy products made of recycled materials or those which are not? (in %)



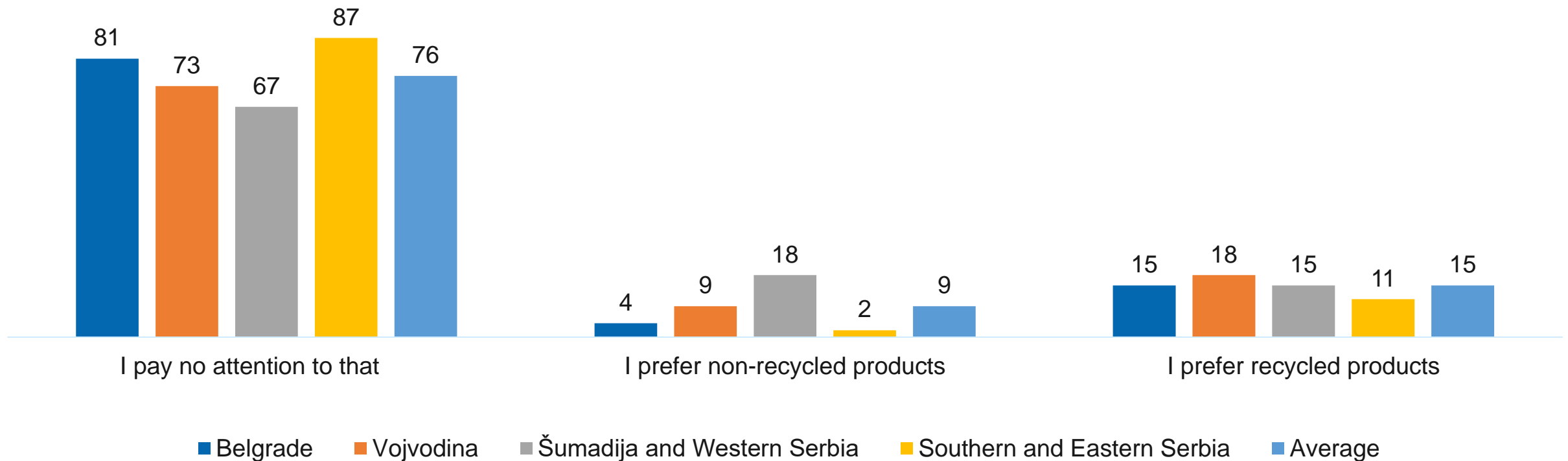
The conclusion that emerges from this research is that the citizens of Serbia generally do not pay attention to whether the products they buy are made of recycled materials or not - 76% say that they do not pay attention to it.

9% of respondents prefer non-recycled materials, while the same number, 15%, say they prefer recycled materials.



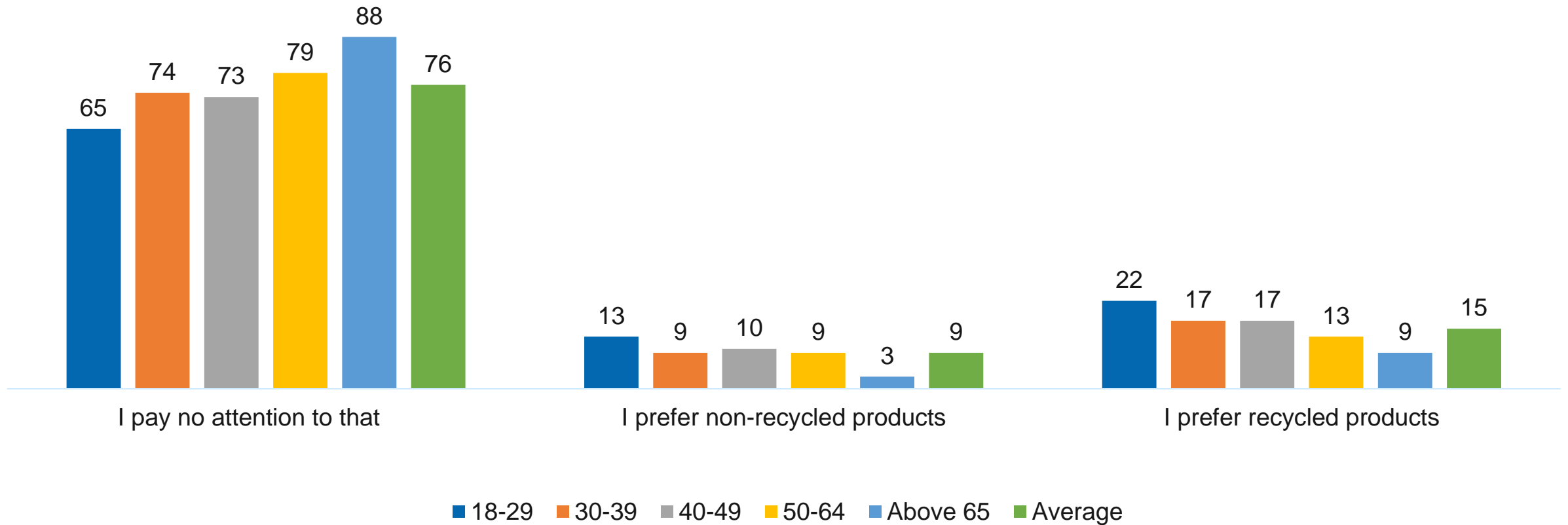
Do you rather buy products made of recycled materials or those which are not? (in%, by region)

Participants in the survey from Šumadija and Western Serbia state above the average that they prefer to buy non-recycled materials - 18%.



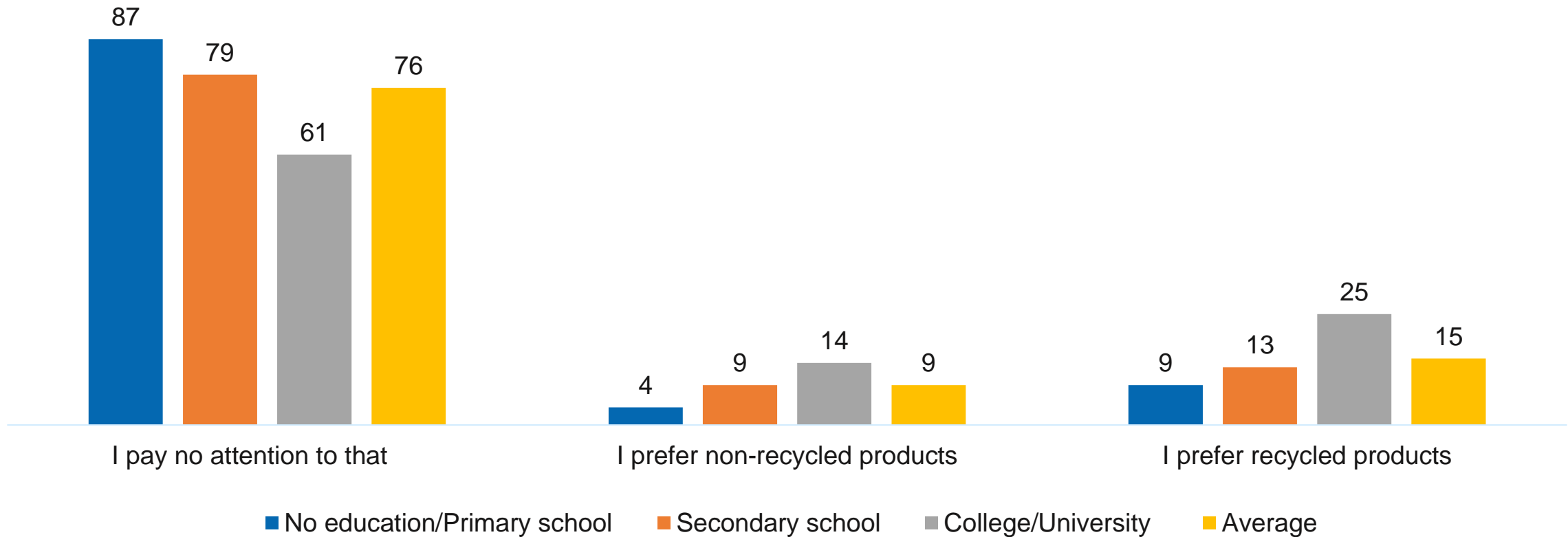
Do you rather buy products made of recycled materials or those which are not? (in%, by age)

The choice of recycled materials is above average among the youngest respondents.

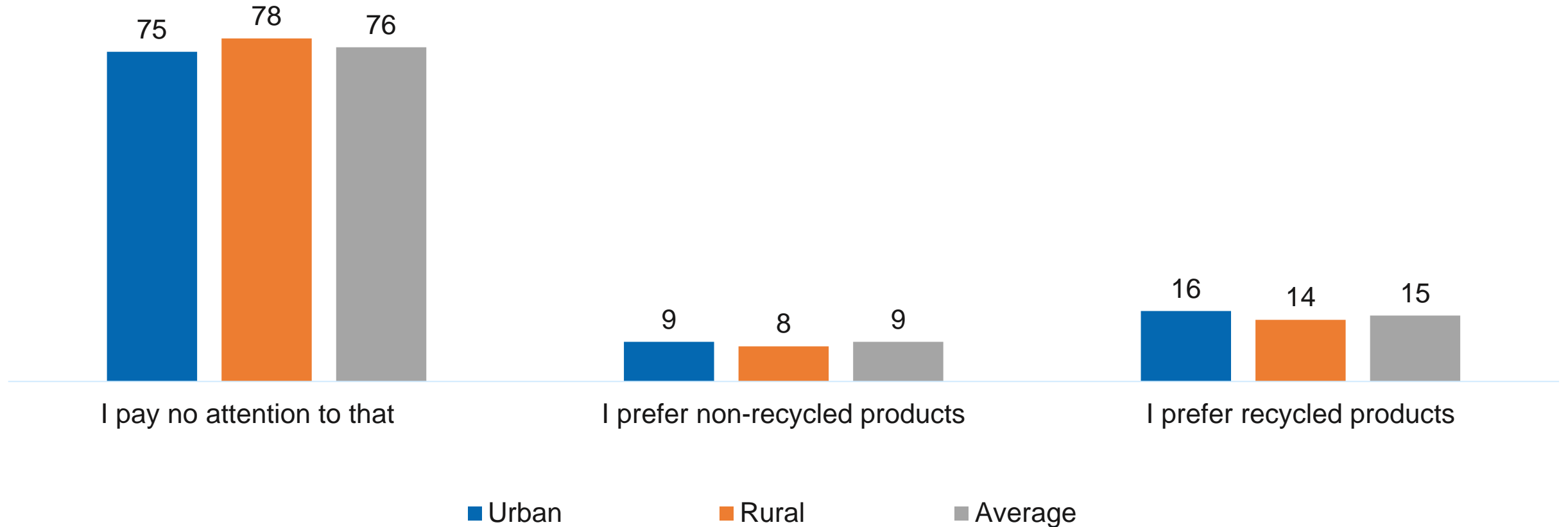


Do you rather buy products made of recycled materials or those which are not? (in %, by education)

25% of respondents who are highly educated state that they prefer to choose recycled materials, while 9% of those surveyed with primary school or without formal education say the same.



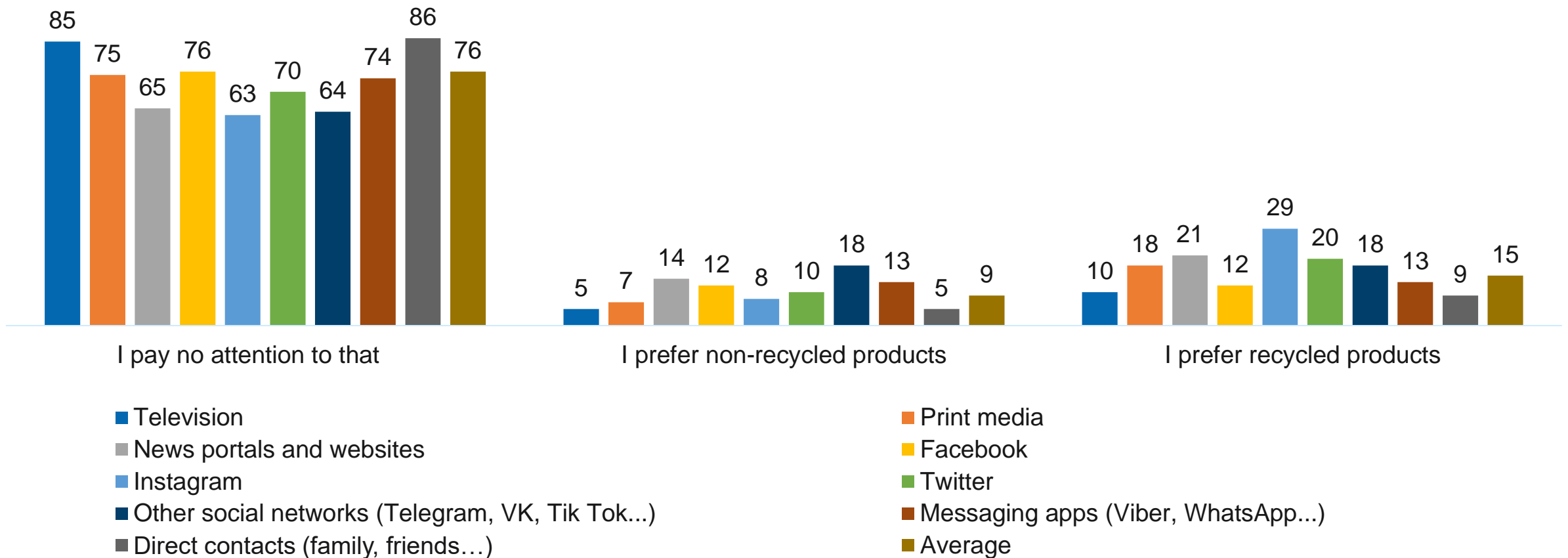
Do you rather buy products made of recycled materials or those which are not? (in %, by place of residence)



Do you rather buy products made of recycled materials or those which are not? (in %, by news access)



Research participants who are informed via Instagram most often say that they choose recycled materials when purchasing products.

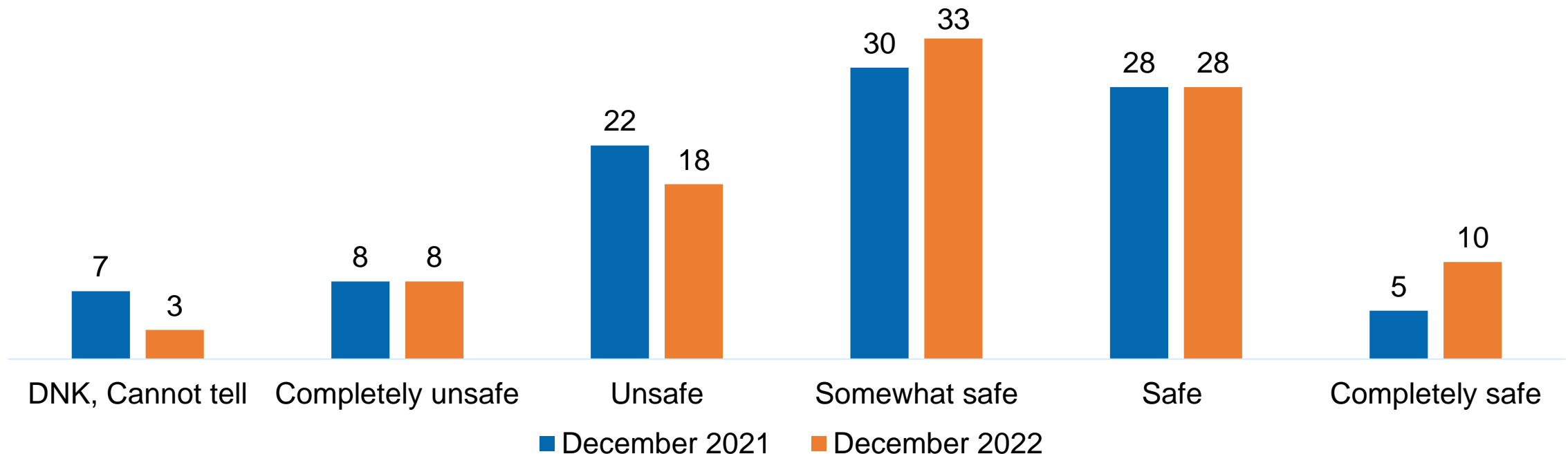




Drinking water

Do you believe the water you drink is generally safe and suitable for use? (in %)

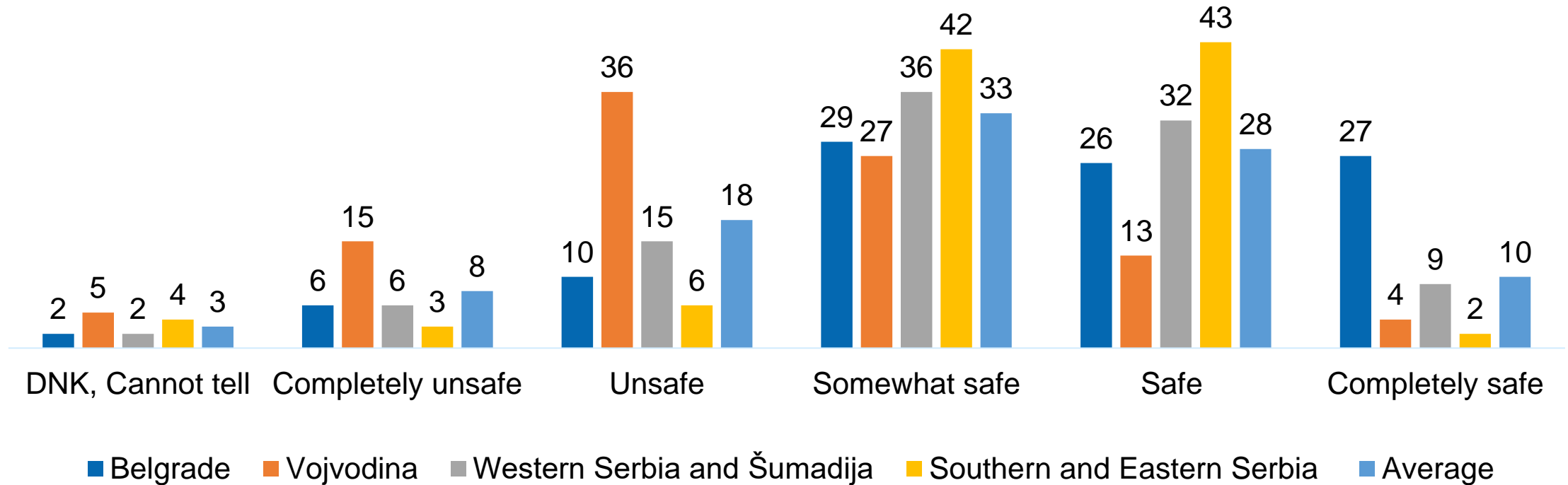
The perception of the citizens of Serbia regarding the safety of the water they drink is very divided. The largest percentage of participants in the research say that the water they use for drinking and consumption is somewhat safe - 33%. Then we have 28% of respondents who state that the water is safe, and every tenth respondent believes that the water is completely safe. A total of 26% of the participants in the survey point out that the water is not suitable for drinking and use (where 18% say that the water is unsafe, another 8% that the water is completely unsafe).



Do you believe the water you drink is generally safe and suitable for use? (in %, by region)



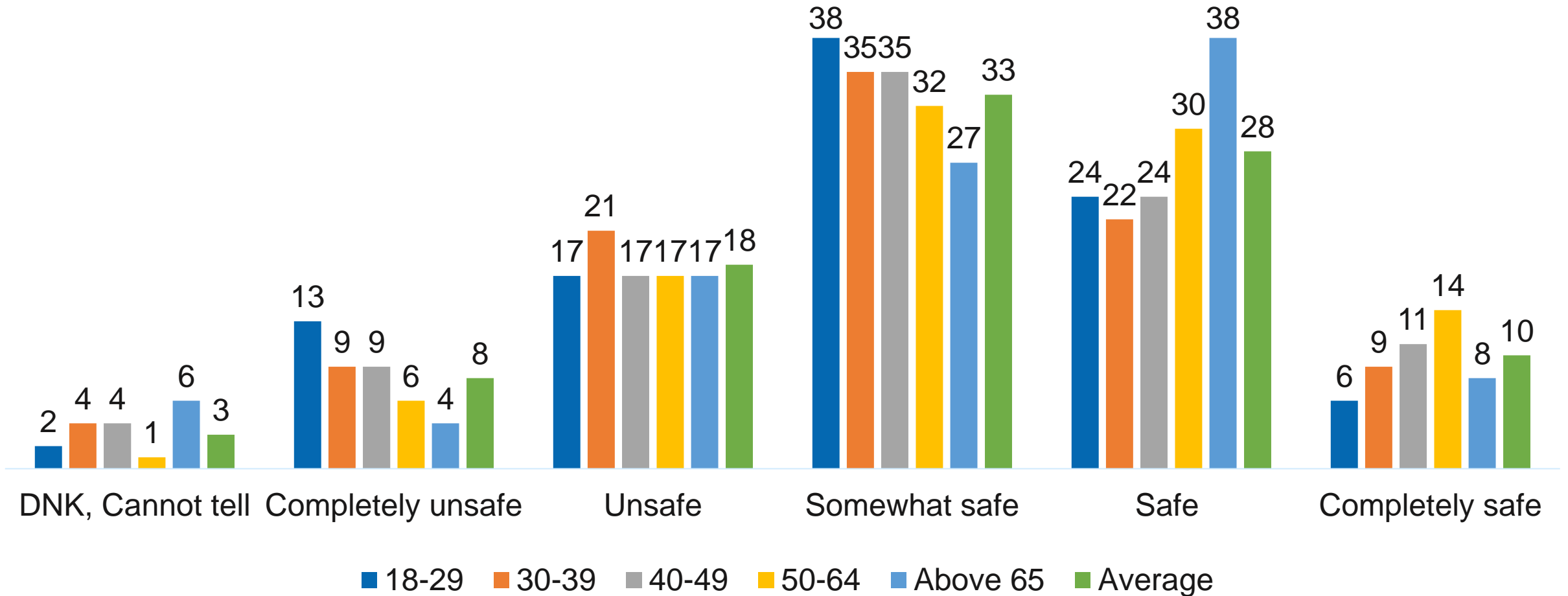
The respondents' perception of the unsafety of water for drinking and use is the highest in Vojvodina. More than half of the respondents from Vojvodina think that the water is not suitable for drinking and use (the sum of the answers completely unsafe and unsafe). Respondents in Central Serbia (Šumadija and Western Serbia and Southern and Eastern Serbia) state above average that the water is completely safe.



Do you believe the water you drink is generally safe and suitable for use? (in %, by age)

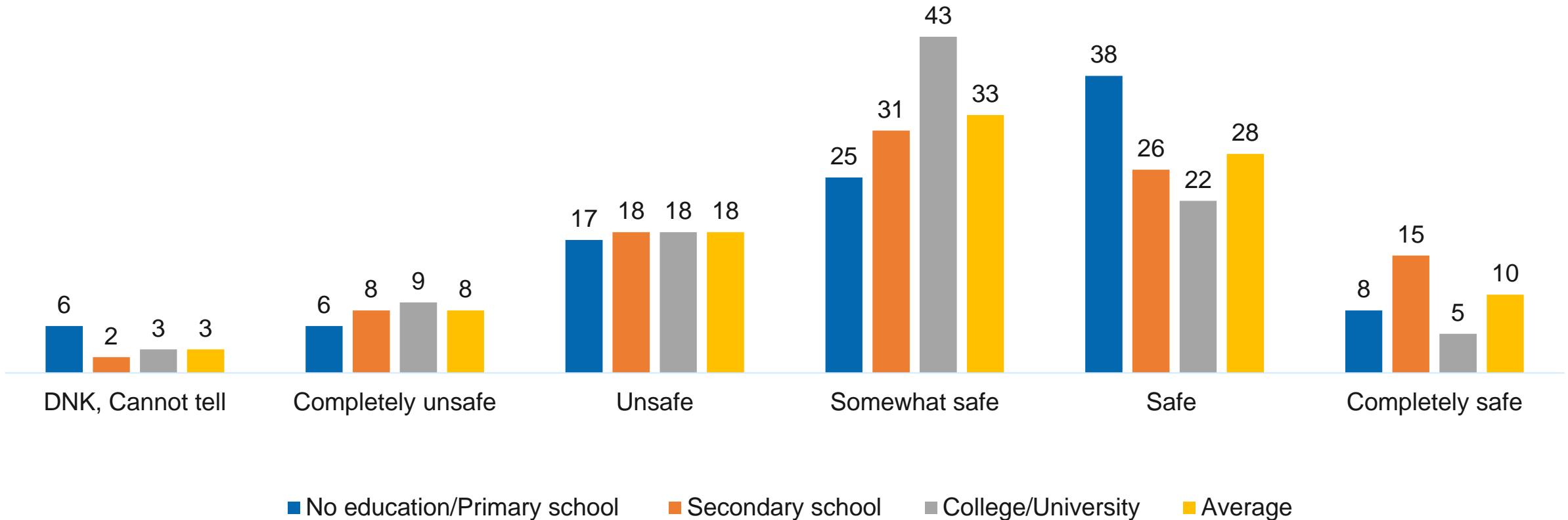


The perception of safety of the drinking water is the highest among the oldest respondents.



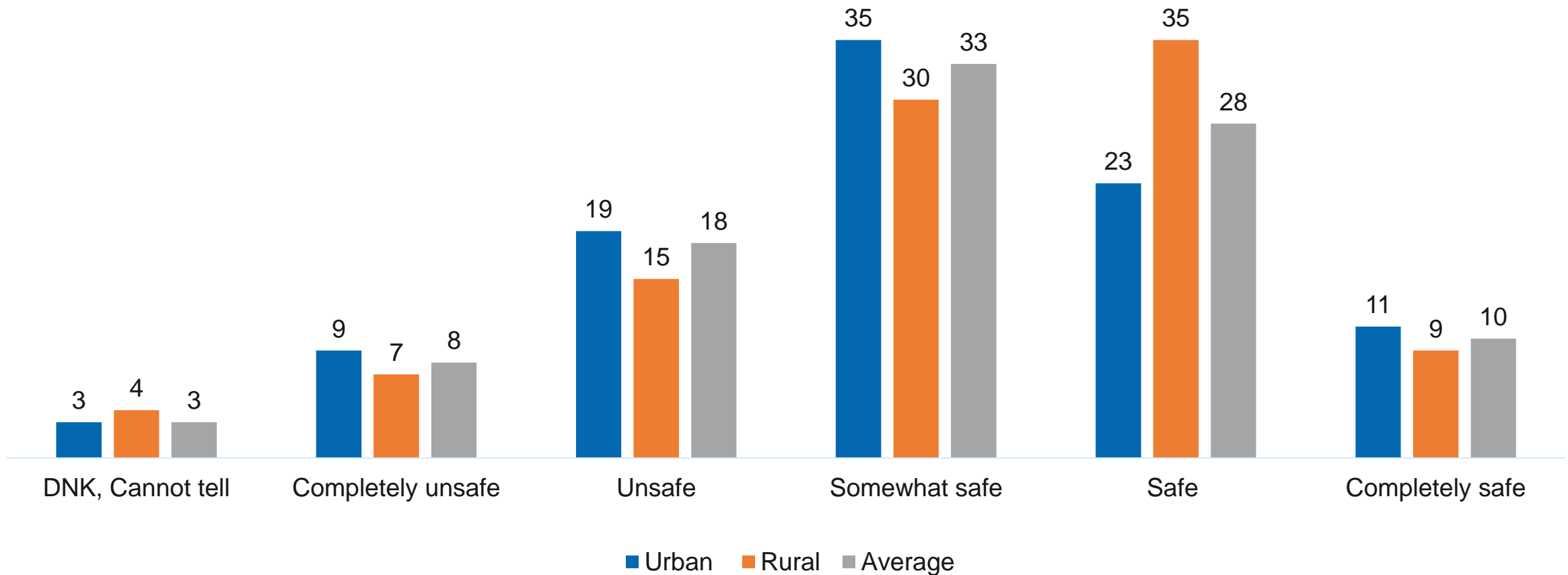
Do you believe the water you drink is generally safe and suitable for use? (in %, by education)

Participants in the survey without formal education or only with primary school stated above average that drinking water is safe for usage.

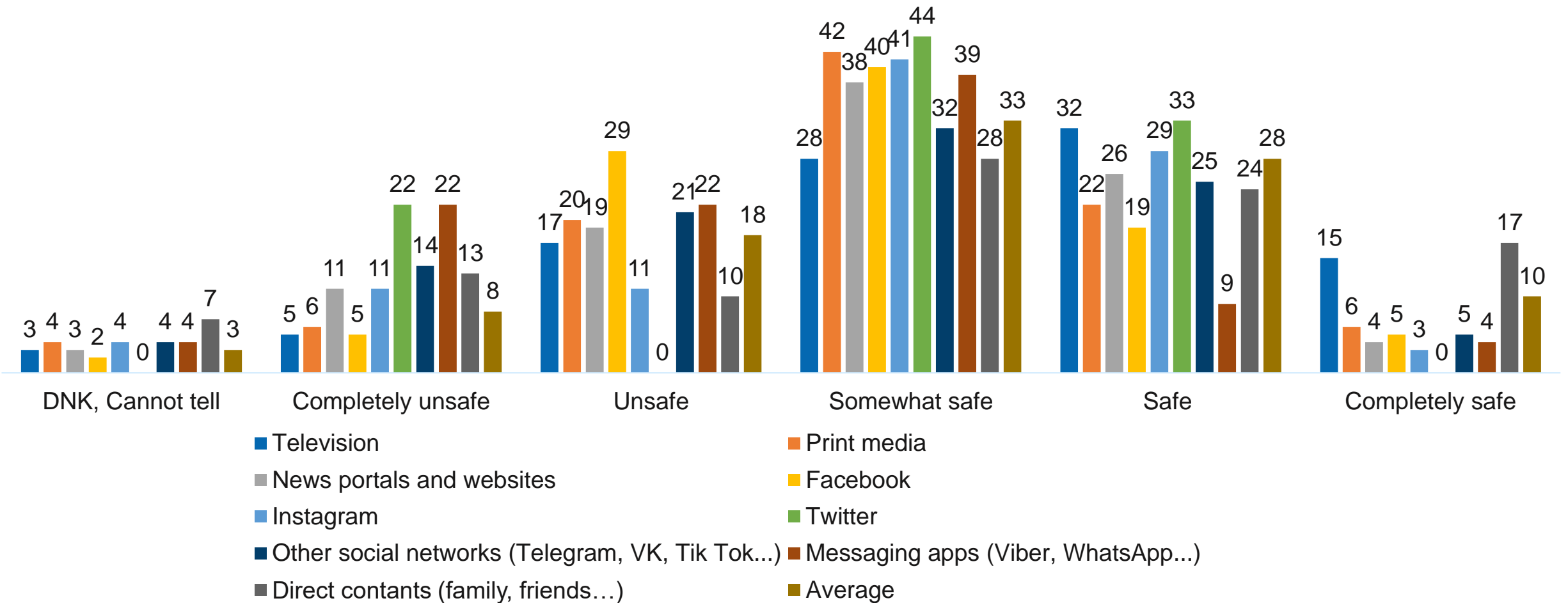


Do you believe the water you drink is generally safe and suitable for use? (in %, by place of residence)

Respondents in rural areas say in 35% of cases that the water they drink is safe, while 23% of respondents in urban areas state the same.

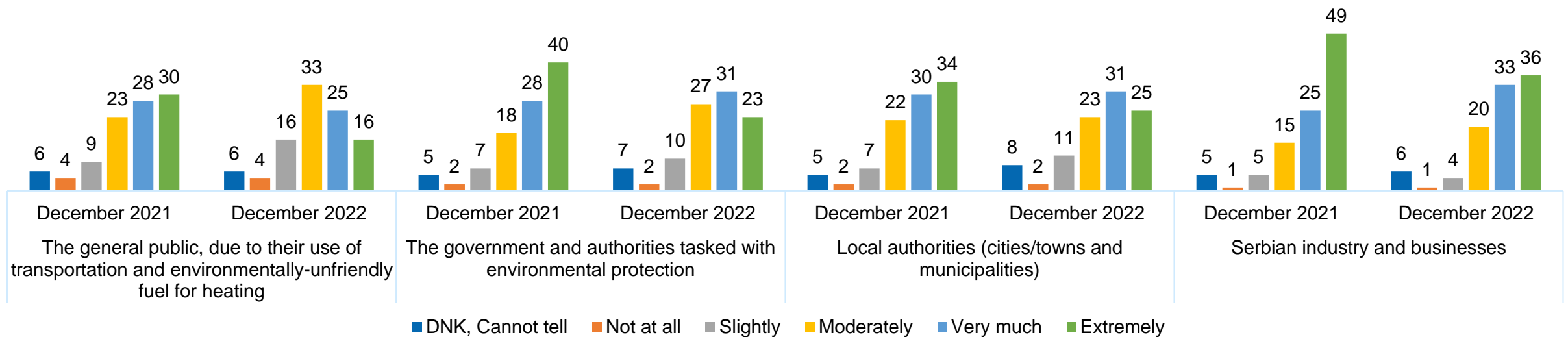


Do you believe the water you drink is generally safe and suitable for use? (in %, by news access)



In your opinion, to what extent are the following actors responsible for the poor quality of drinking water? (in%)

As with air quality, the largest percentage of Serbian citizens believe that the economy in Serbia is the one most responsible for poor water quality. A total of 75% of respondents say that industry and companies are very much and extremely responsible for poor water quality. The responsibility of the state is highlighted by 54% of those surveyed (very much and extremely), while slightly more, or 56%, of Serbian citizens believe that local governments are very much and extremely responsible for poor water quality. Citizens see their own fault for the poor water quality the least - 41% of respondents say that the citizens themselves are very much and extremely "to blame" for the poor water quality through traffic and the use of non-ecological fuels.



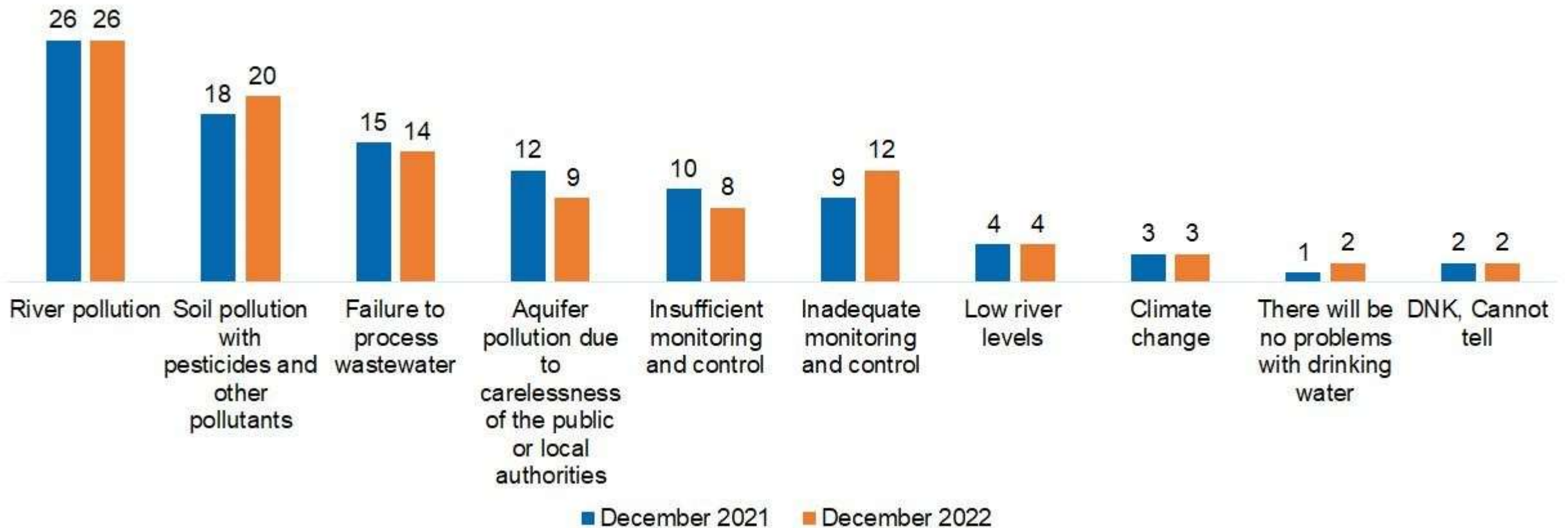
In your opinion, to what extent are the following actors responsible for the poor quality of drinking water? (demographic characteristics)



- ❑ Respondents from Western Serbia with Šumadija (54%), as well as those from Belgrade (61%) state above average that the citizens themselves are responsible for poor water quality, while the lowest percentage of respondents who have this attitude was observed in Eastern and Southern Serbia (27%).
- ❑ As many as 78% of respondents who come from Belgrade say that the state and authorities whose job description includes environmental protection are the ones who are extremely or very much responsible for poor water quality. Respondents who are highly educated, or have less than 40 years old, live in urban areas and are primarily informed through social networks and internet portals and websites think similarly.
- ❑ The participants in the research who refer above average to the responsibility of the state are mostly men. Those citizens of Serbia who point above the average to the responsibility of local self-governments when it comes to the state of water quality have the same characteristics.
- ❑ Finally, the respondents who above average say that the economy in Serbia is responsible for the worse quality of water above average come from Belgrade, are highly educated, have under 40 years and are informed via Twitter and internet portals and websites.

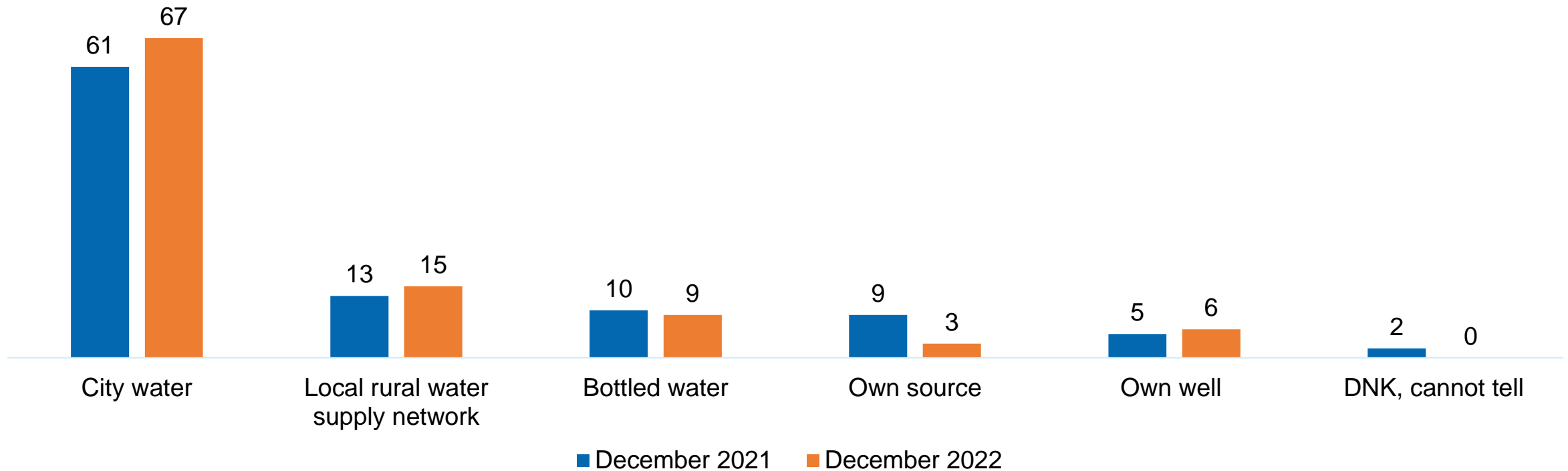
Problems with drinking water will persist or emerge in Serbia due to... (in %, multiple answers)

River pollution and soil pollution with pesticides and other pollutants are in this research cycle the two reasons why Serbian citizens most often believe that the problem with drinking water in Serbia will either appear in the future or that it already exists.



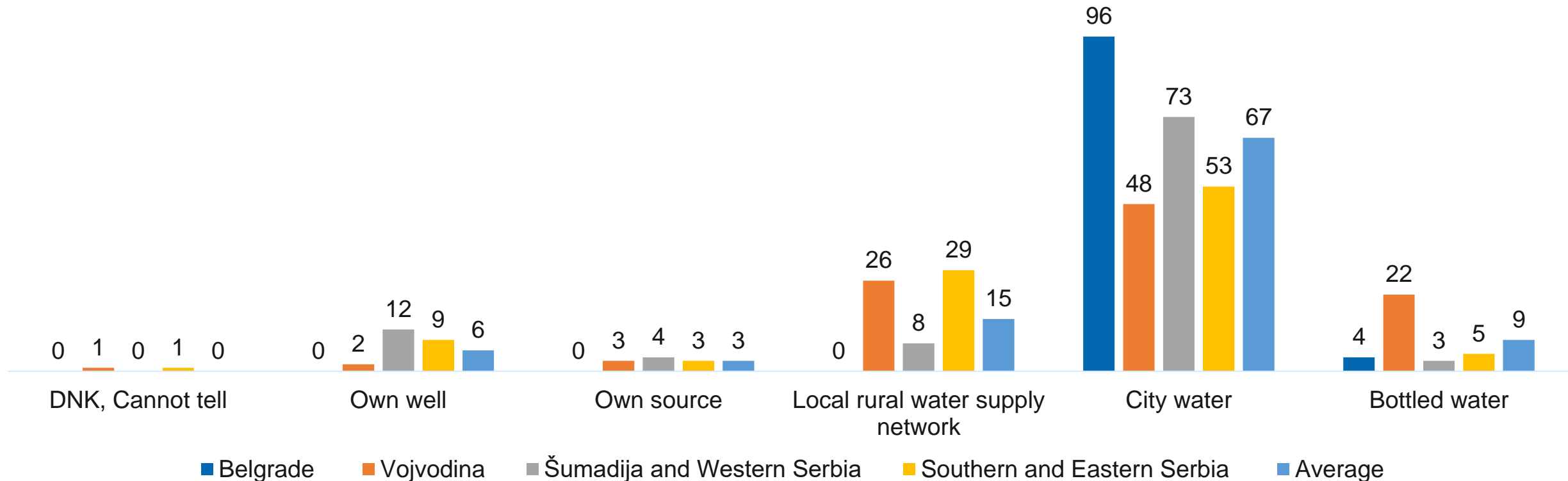
Where do you get the water you use for your daily needs? (in %)

The percentage of respondents who use city water for daily use increased from 61% in 2021 to 67% in 2022. One tenth stated that they buy water, and 15% say that they use water from local village waterworks.

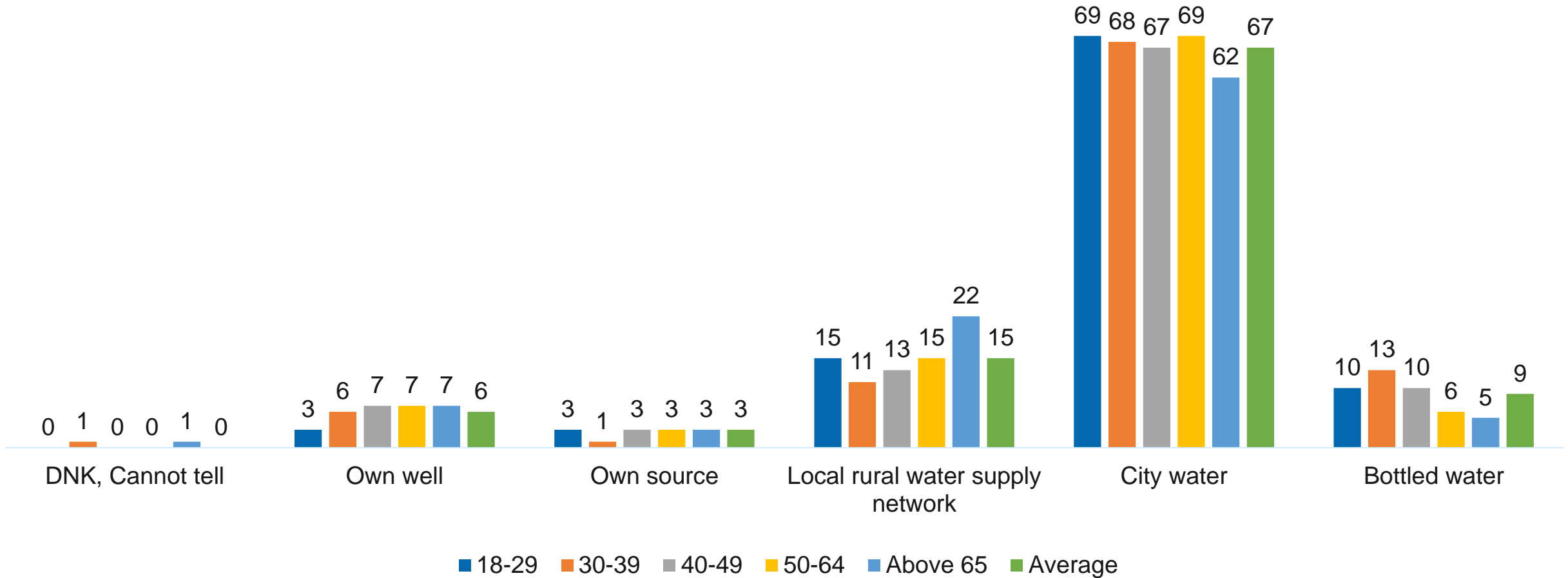


Where do you get the water you use for your daily needs? (in %, by region)

As expected, as many as 87% of Belgraders use city water. Respondents from Vojvodina above average state that they buy water - 28%, while respondents in Šumadija and Western Serbia have above-average either their own source of water or well.

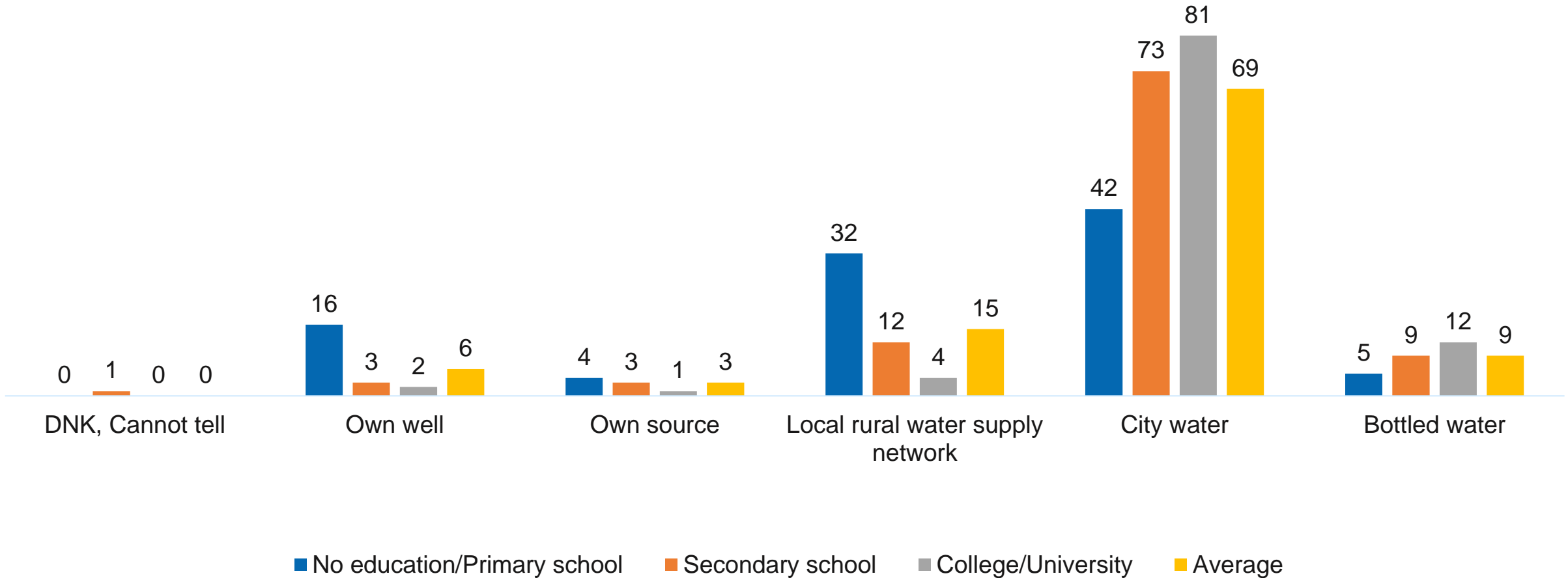


Where do you get the water you use for your daily needs? (in %, by age)



Where do you get the water you use for your daily needs? (in %, by education)

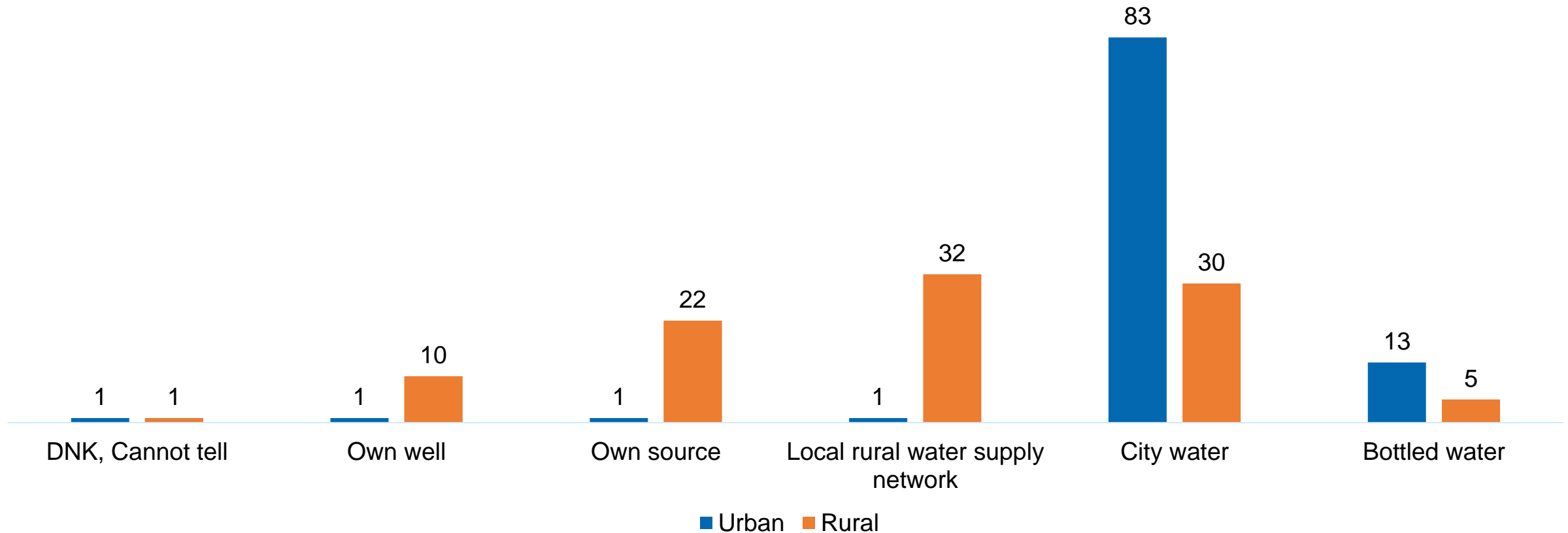
We observe an above-average response that they use water from their own wells, sources or local rural water supply networks among respondents who have no formal education or have completed only elementary school.



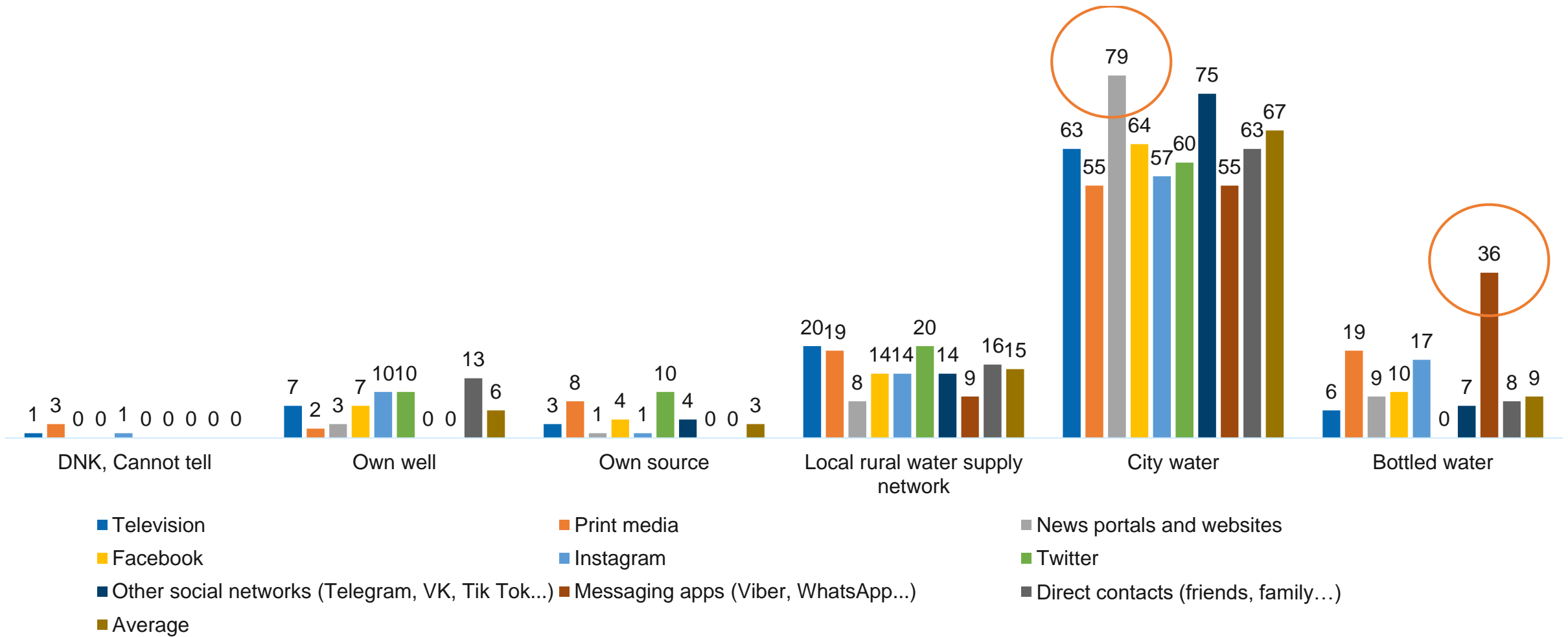
Where do you get the water you use for your daily needs? (in %, by place of residence)



Participants in the research who come from rural areas above average use water from their own wells - 13%, their own sources - 5%, or local village waterworks - 35%.

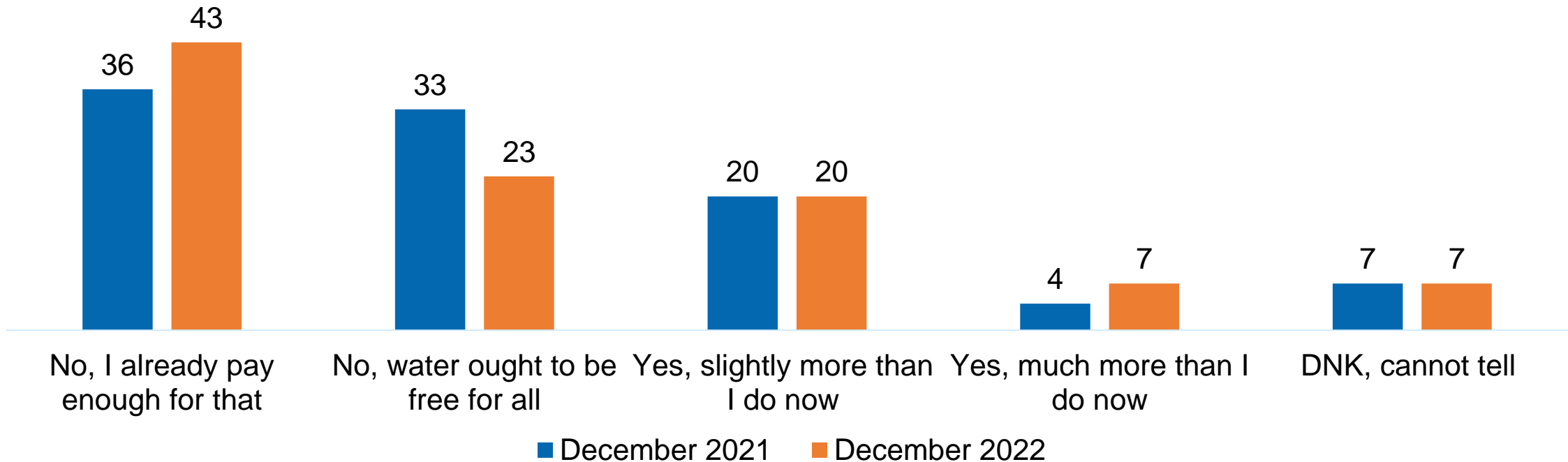


Where do you get the water you use for your daily needs? (in %, by news access)



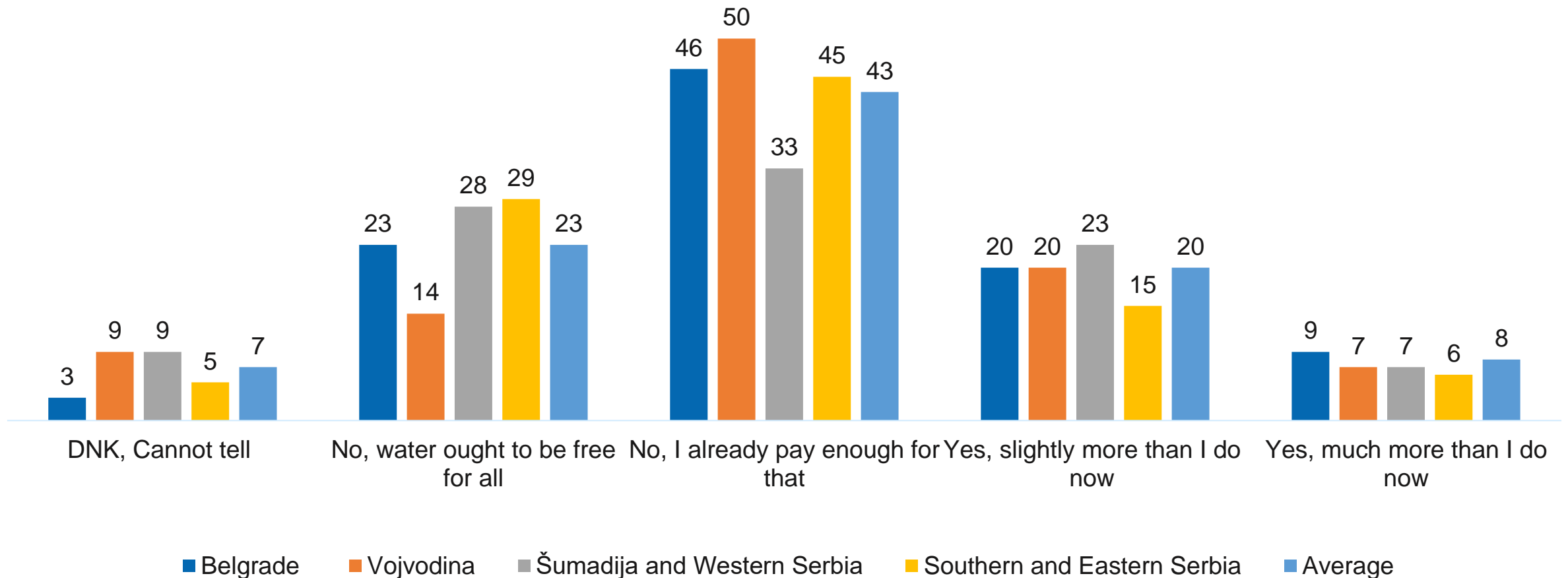
Would you be prepared to pay extra for the water you use if it were clean and suitable for use without any additional filtration on your part? (in %)

The citizens of Serbia would not be ready to pay extra for the water they use if it is clean and suitable for drinking without any additional filters. 43% of respondents state that they would not be ready because they already pay enough for water, and another 23% say that they would not be ready because water should be free for everyone.



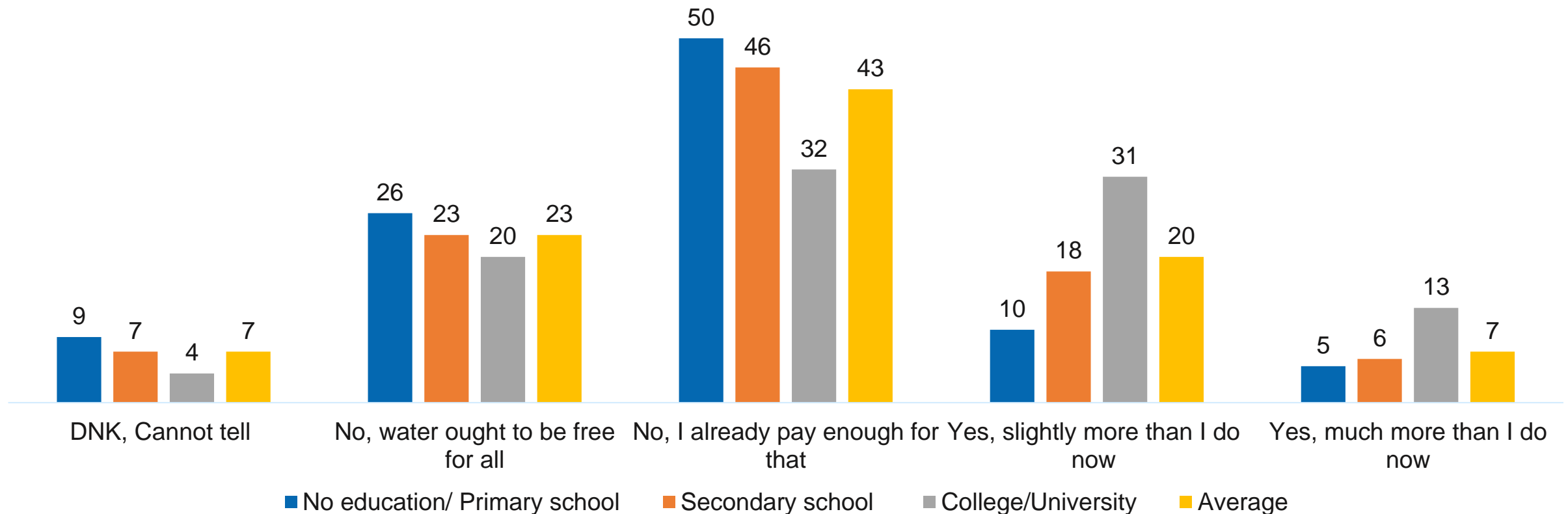
Would you be prepared to pay extra for the water you use if it were clean and suitable for use without any additional filtration on your part? (in %, by region)

Respondents from Vojvodina stated above average that they already pay enough for water.



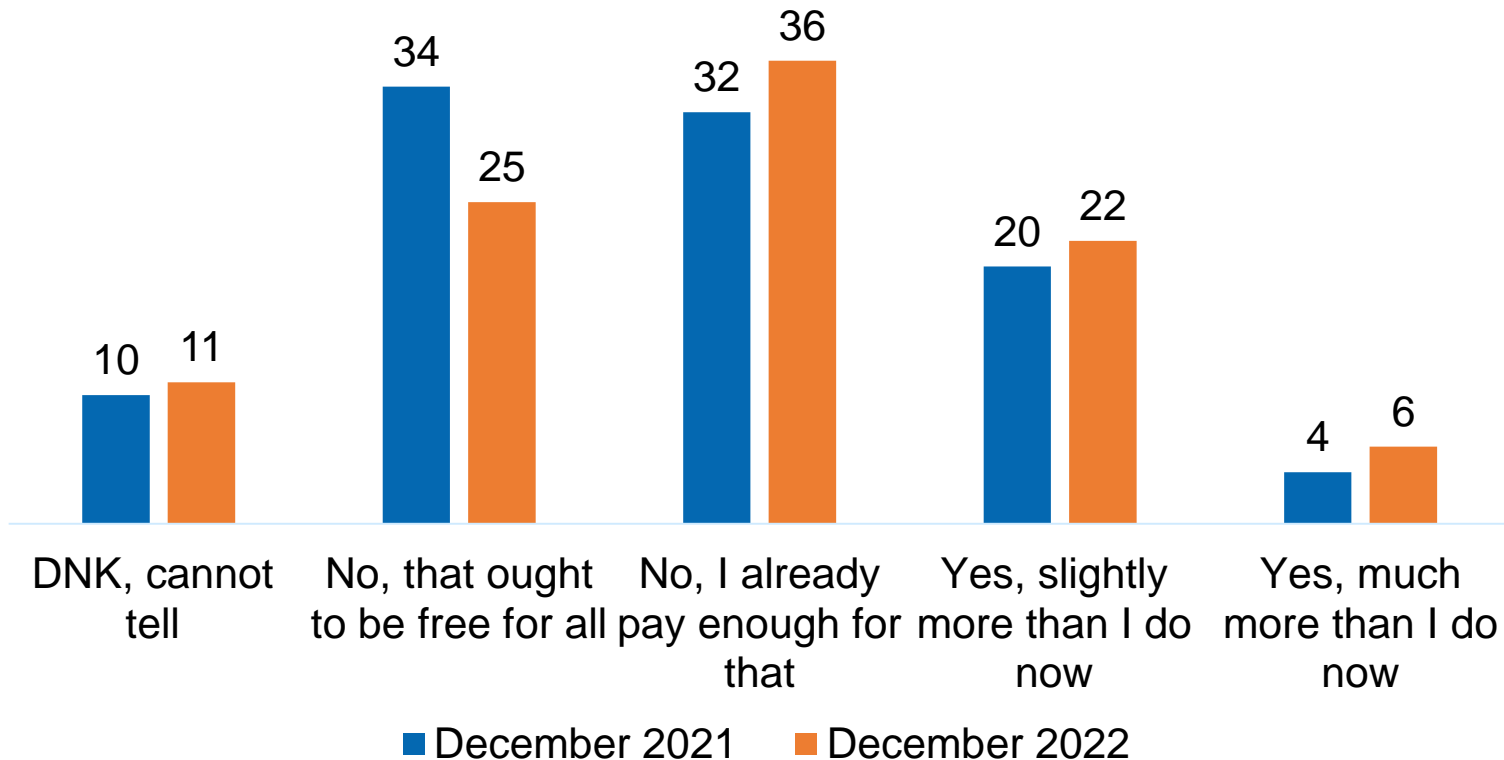
Would you be prepared to pay extra for the water you use if it were clean and suitable for use without any additional filtration on your part? (in %, by education)

Willingness to pay extra for water that would be clean and suitable for use without any filters is above average noticeable among respondents who have completed college or university.



If you knew wastewater released back into the environment was really clean, would you be prepared to pay extra for that? (in%)

Compared to last year's survey, there is an increase in the percentage of respondents who are willing to pay more for waste water disposal (from 24% to 28%). As with the previous question, the largest percentage of respondents still believe that it should either be free (25%) or that they already pay enough for waste water disposal (36%).

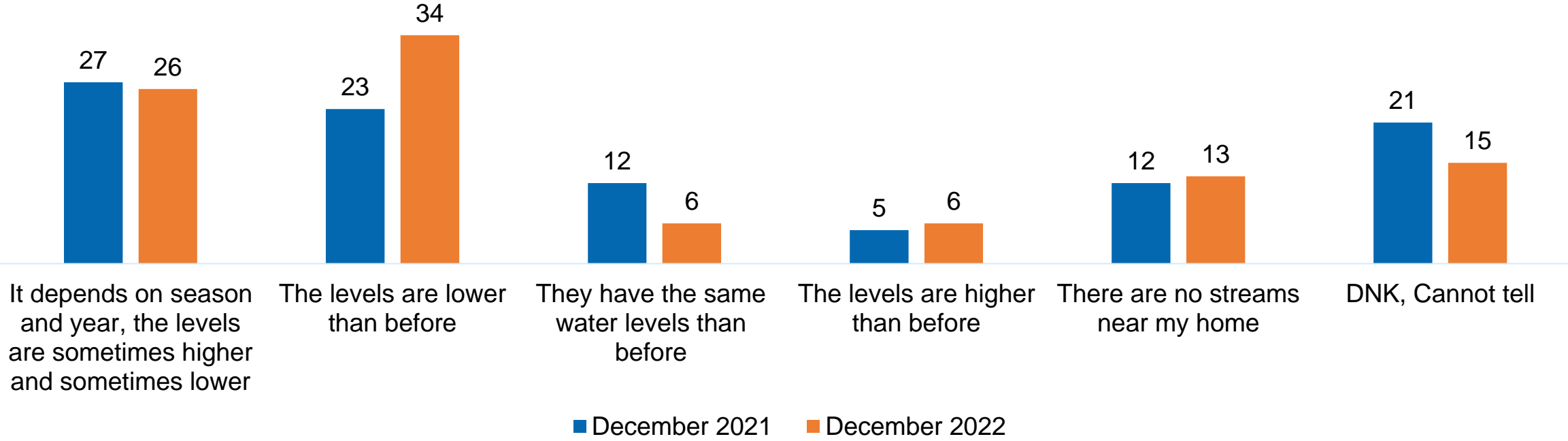


Willingness to pay extra for waste water disposal is the highest in Belgrade, among highly educated respondents, as well as among respondents who are between 30 and 39 years old. Similarly, respondents who are primarily informed through internet portals and websites, as well as via Twitter, report readiness above the average.

In your opinion, do rivers and streams near your home now have the same water levels throughout the year as they did 15 to 20 years ago? (in %)

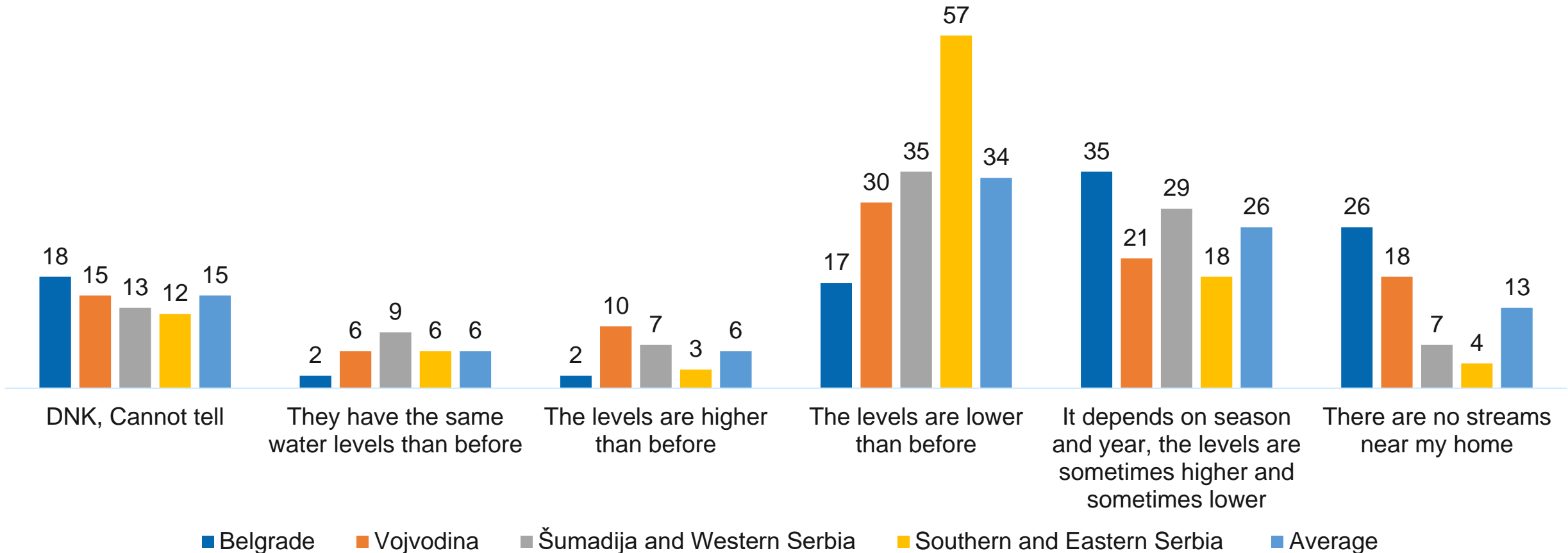


The dependence of the water level on the season and the year itself (so rivers and streams sometimes have a higher and sometimes a lower level than before) was stated by 26% of those surveyed, which is the same percentage as last year. Compared to the previous research cycle, we have 11 percentage points more respondents who believe that rivers and streams near their house have a lower level than 15 or 20 years ago - from 23% to 34%.

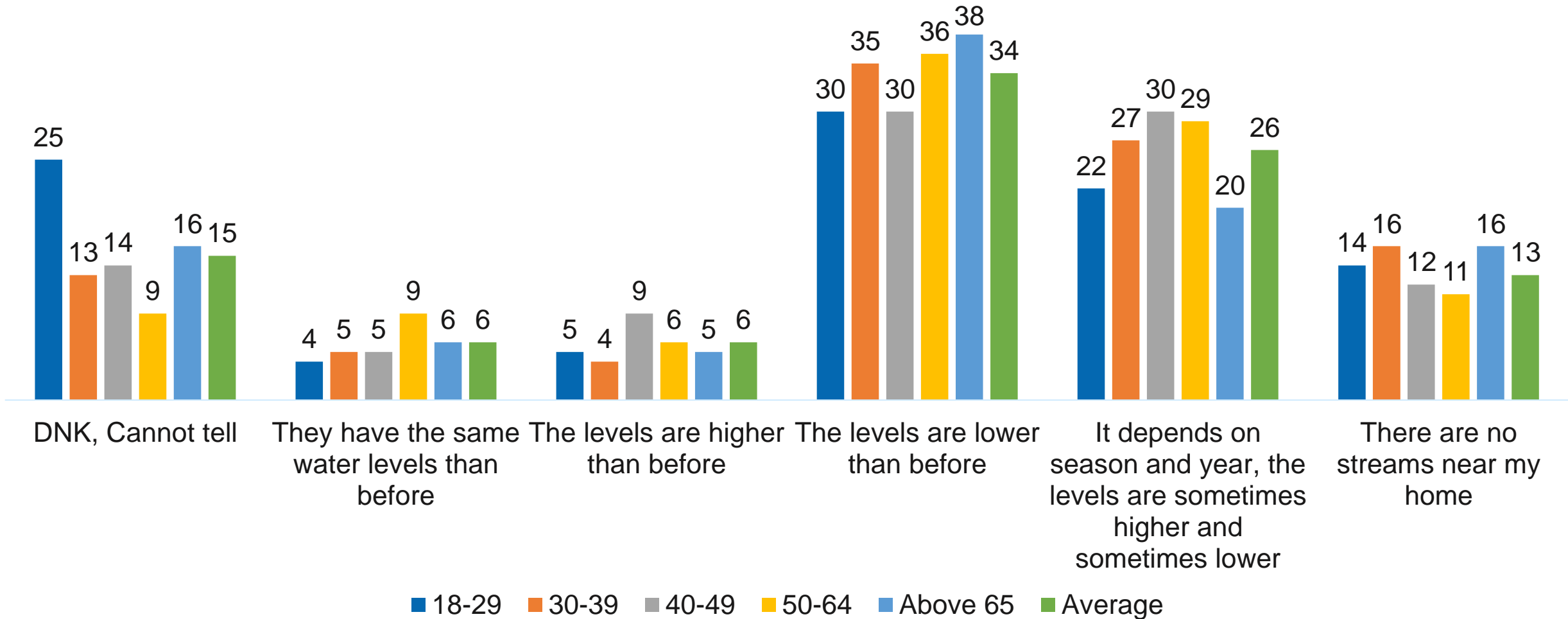


In your opinion, do rivers and streams near your home now have the same water levels throughout the year as they did 15 to 20 years ago? (in %, by region)

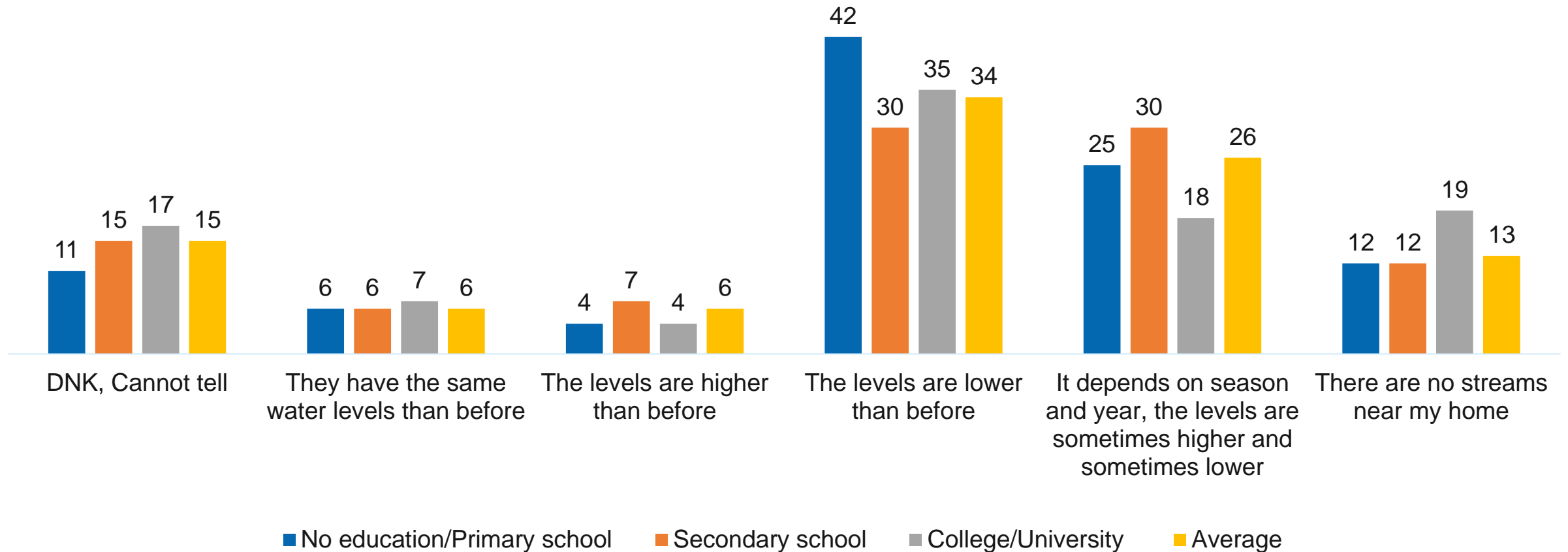
Citizens of Serbia who come from Southern and Eastern Serbia state above the average that the rivers and streams in the surrounding area have a lower level than before - 57% of those surveyed in this region have this attitude.



In your opinion, do rivers and streams near your home now have the same water levels throughout the year as they did 15 to 20 years ago? (in %, by age)



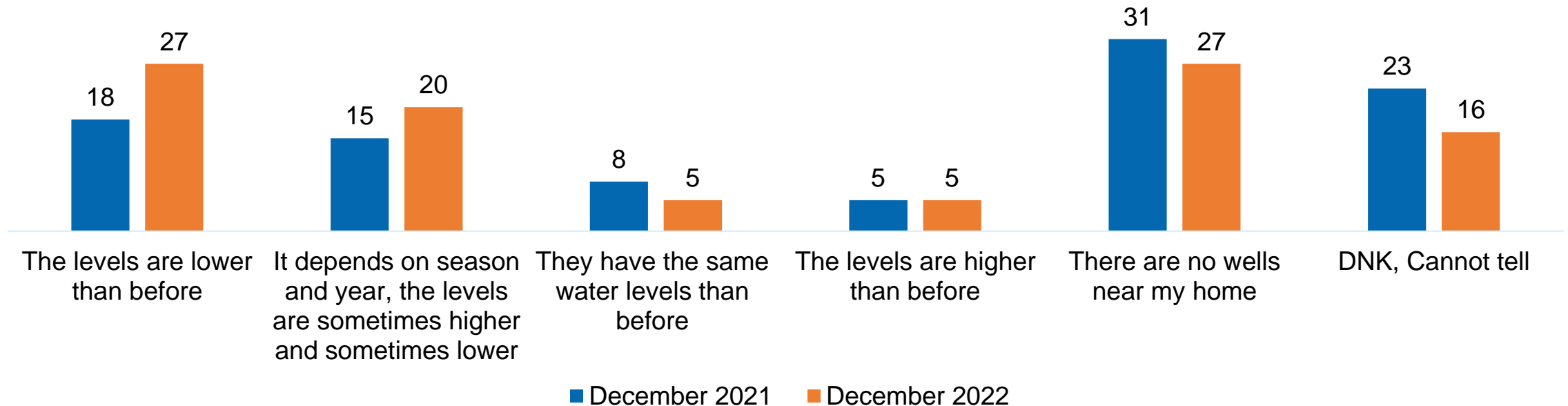
In your opinion, do rivers and streams near your home now have the same water levels throughout the year as they did 15 to 20 years ago? (in %, by education)



The lower level of streams and rivers above the average is reported by respondents who have completed elementary school or have no formal education - 42%.

In your opinion, do wells near your home now have the same water levels throughout the year as they did 15 to 20 years ago? (in %)

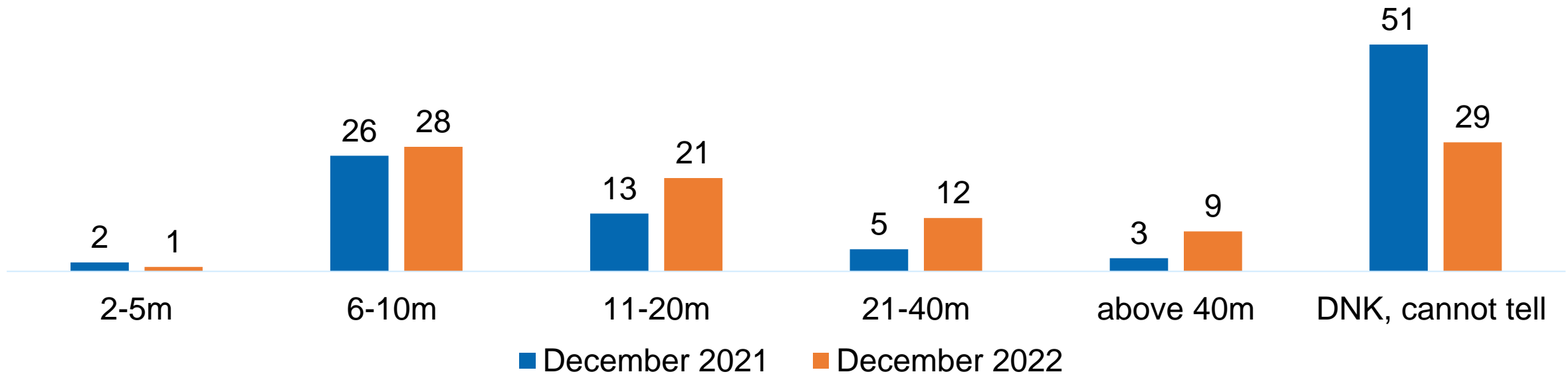
Every fourth respondent states that there is no well nearby (27%), while 16% could not assess whether the wells have a lower, same or higher level than 15 to 20 years ago. A lower level in this research cycle is reported by 27% of respondents, and 20% say that it depends on the season and the year itself.



As in the case of the lower level of rivers and streams, respondents who report a lower level of wells come from Southern and Eastern Serbia, they are above average without formal education or have completed primary school, they live in rural areas.

How deep is the well used by your household? (in%)

Every fourth respondent state that there is no well nearby (27%), while 16% could not assess whether the wells have a lower, same or higher level than 15 to 20 years ago. A lower level in this research cycle is reported by 27% of respondents, and 20% say that it depends on the season and the year itself.

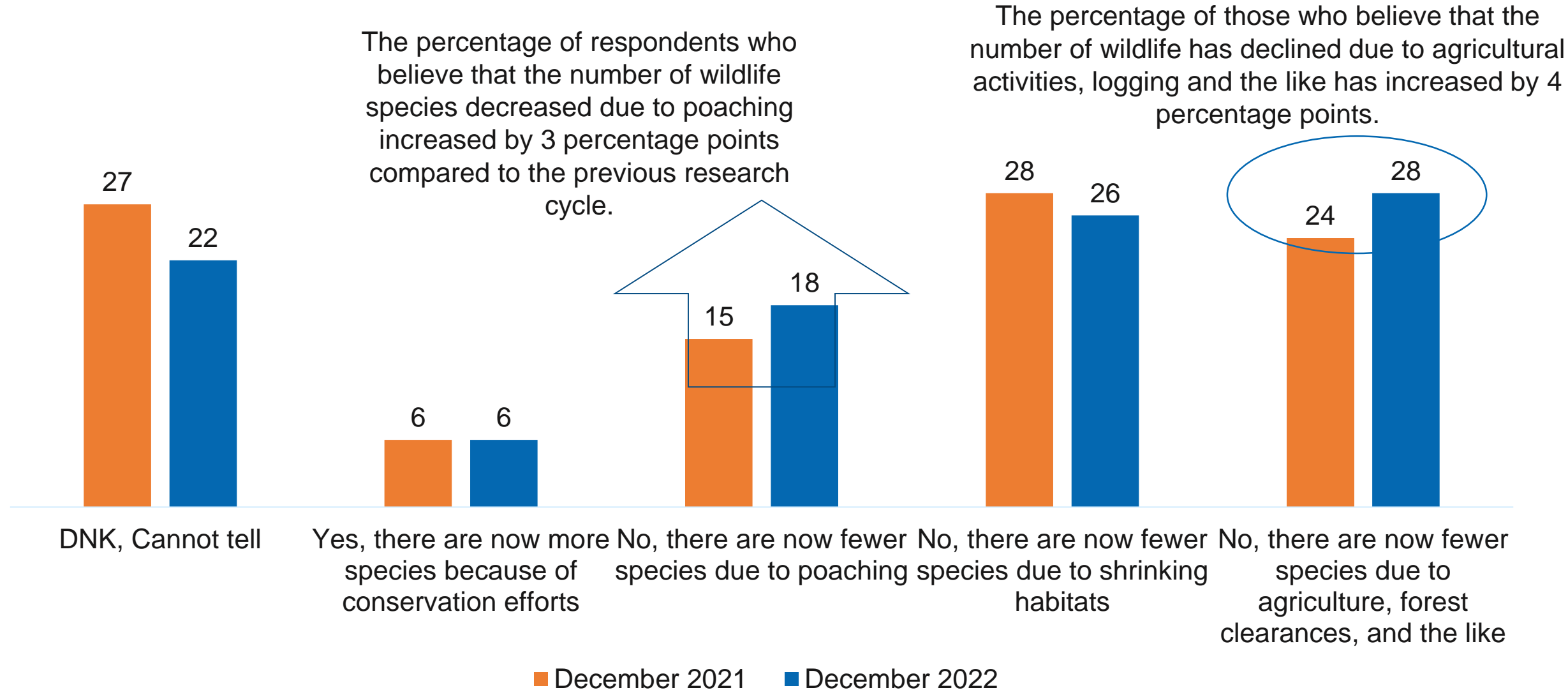


As in the case of the lower level of rivers and streams, respondents who report a lower level of wells come from Southern and Eastern Serbia, they are above average without formal education or have completed primary school, and live in rural areas.



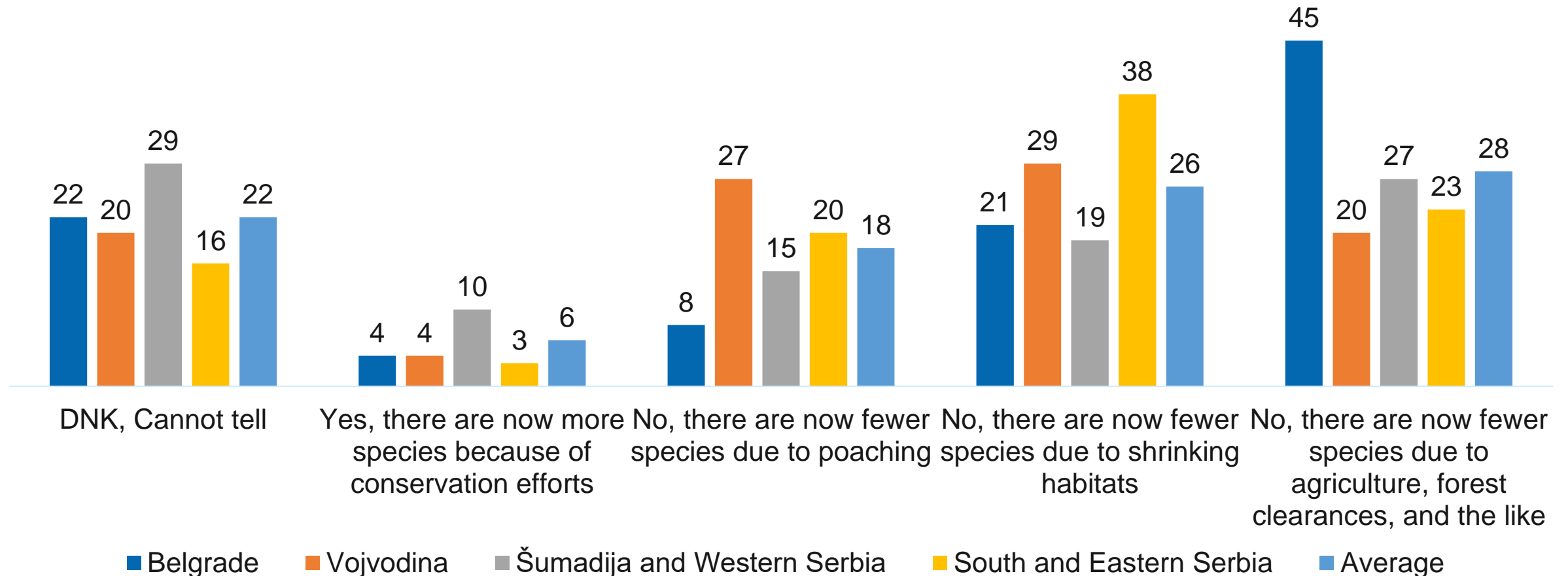
Biodiversity

In your opinion, are there now more species of wildlife in Serbia than when you were a child? (comparison with December 2021, in %)

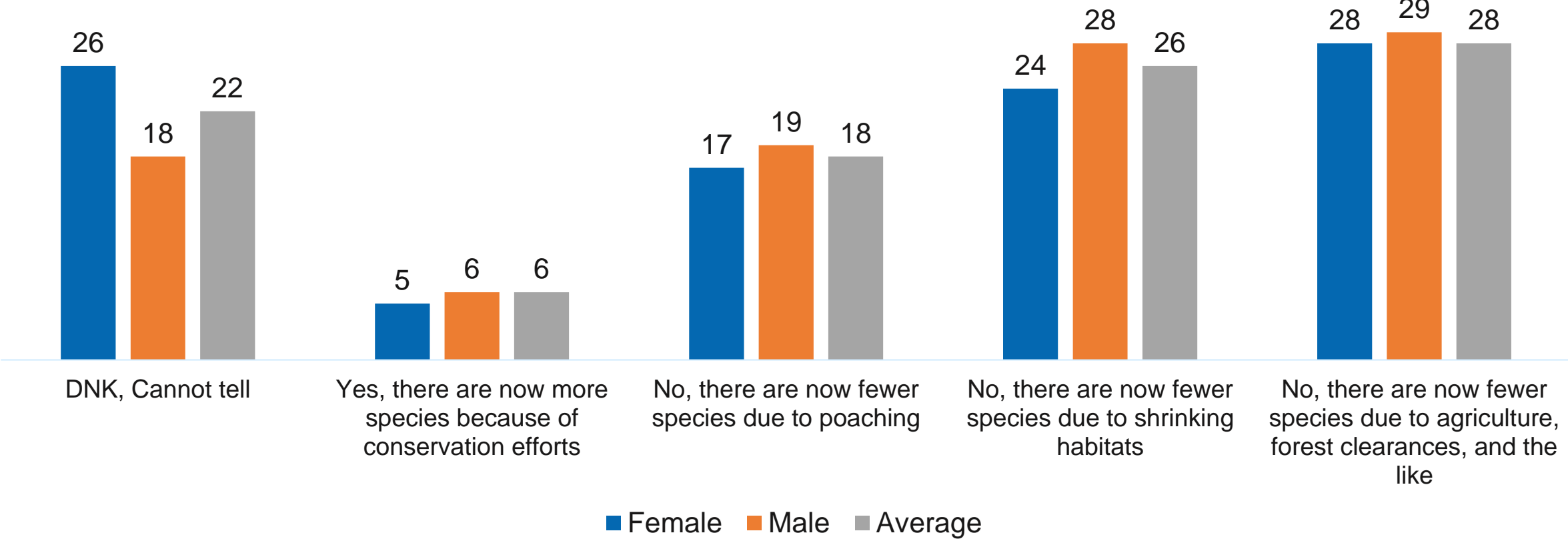


In your opinion, are there now more species of wildlife in Serbia than when you were a child? (% , by region)

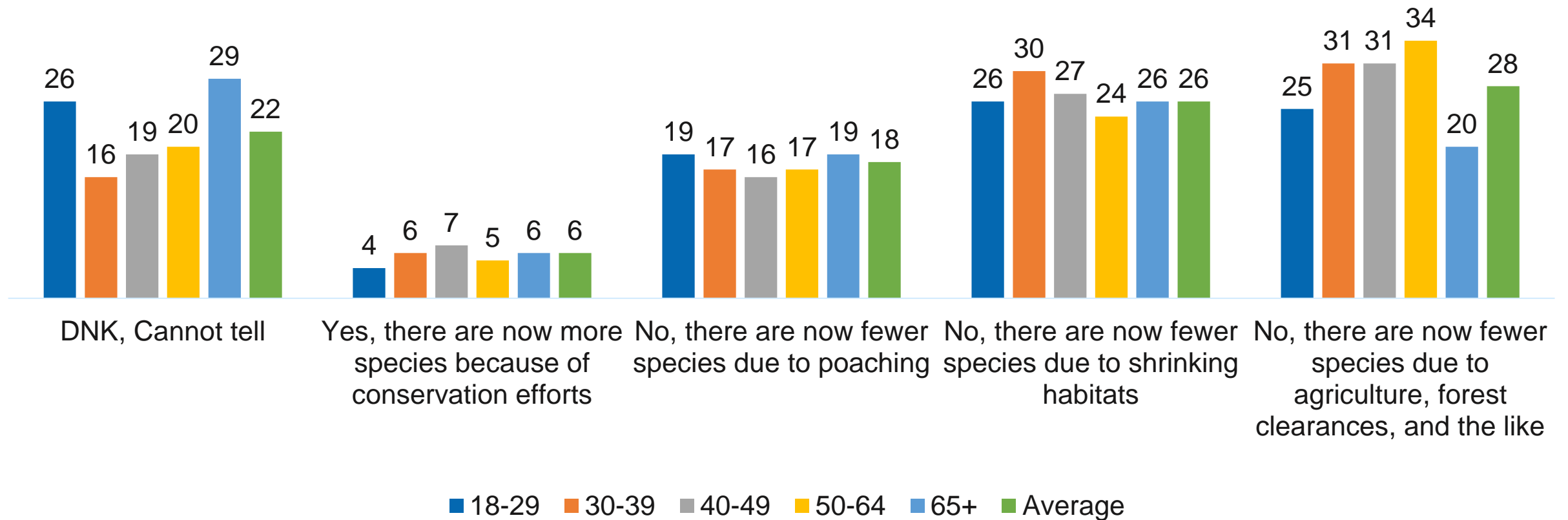
Respondents from Vojvodina believe that the number of wild animals decreased compared to the previous due to poaching, while that it decreased due to agricultural activities above average, according to respondents from Belgrade.



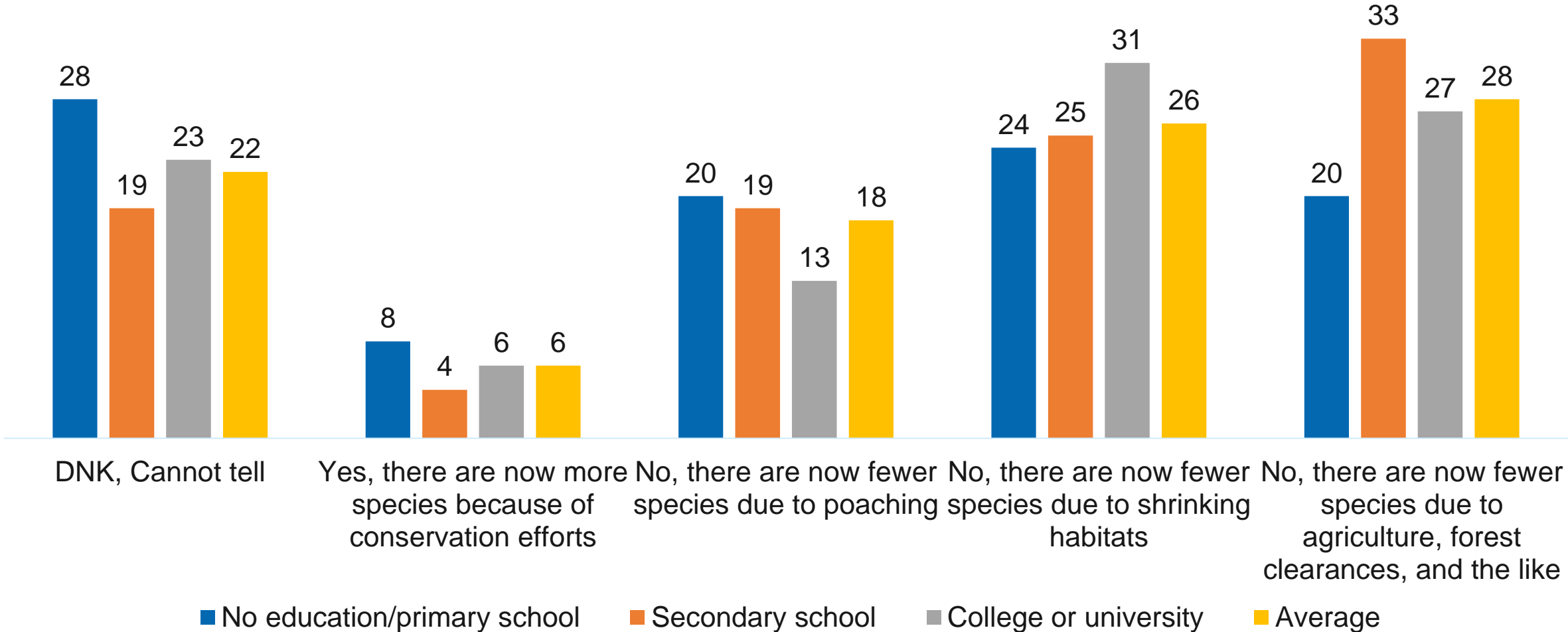
In your opinion, are there now more species of wildlife in Serbia than when you were a child? (% by gender)



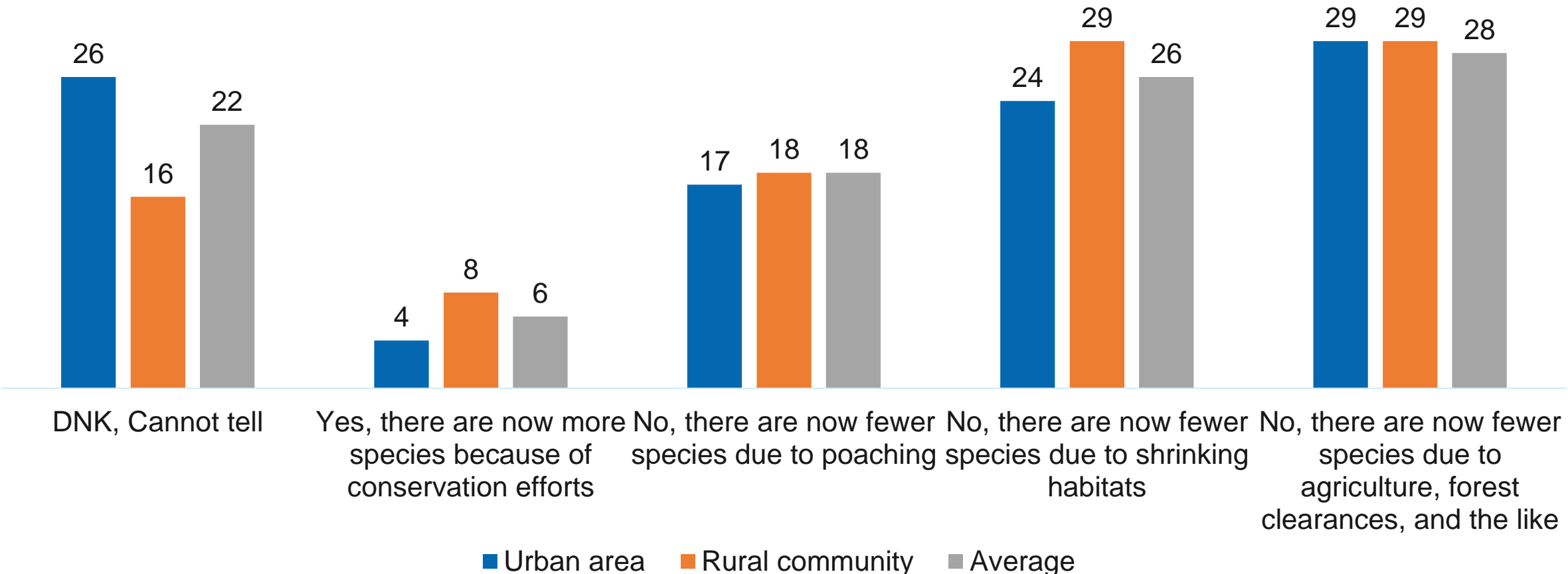
In your opinion, are there now more species of wildlife in Serbia than when you were a child? (% , by age)



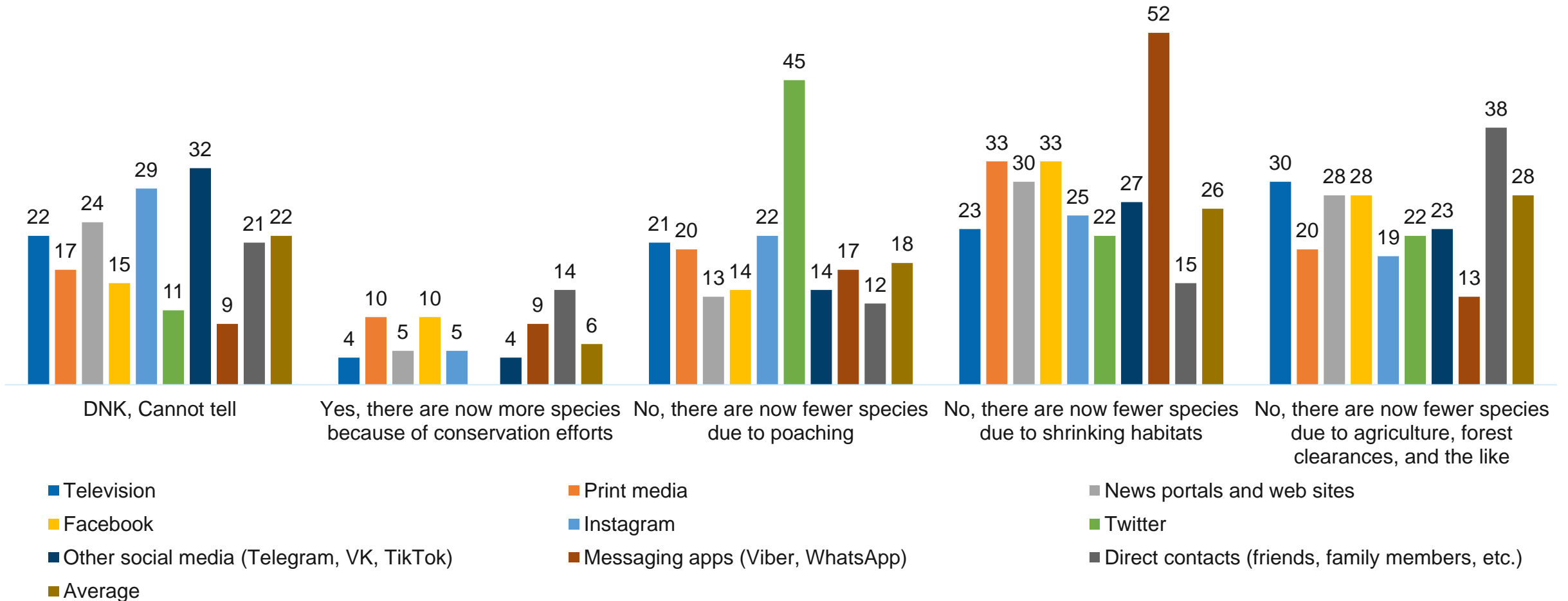
In your opinion, are there now more species of wildlife in Serbia than when you were a child? (% by education)



In your opinion, are there now more species of wildlife in Serbia than when you were a child? (% by place of residence)



In your opinion, are there now more species of wildlife in Serbia than when you were a child? (% , according to the way of informing)

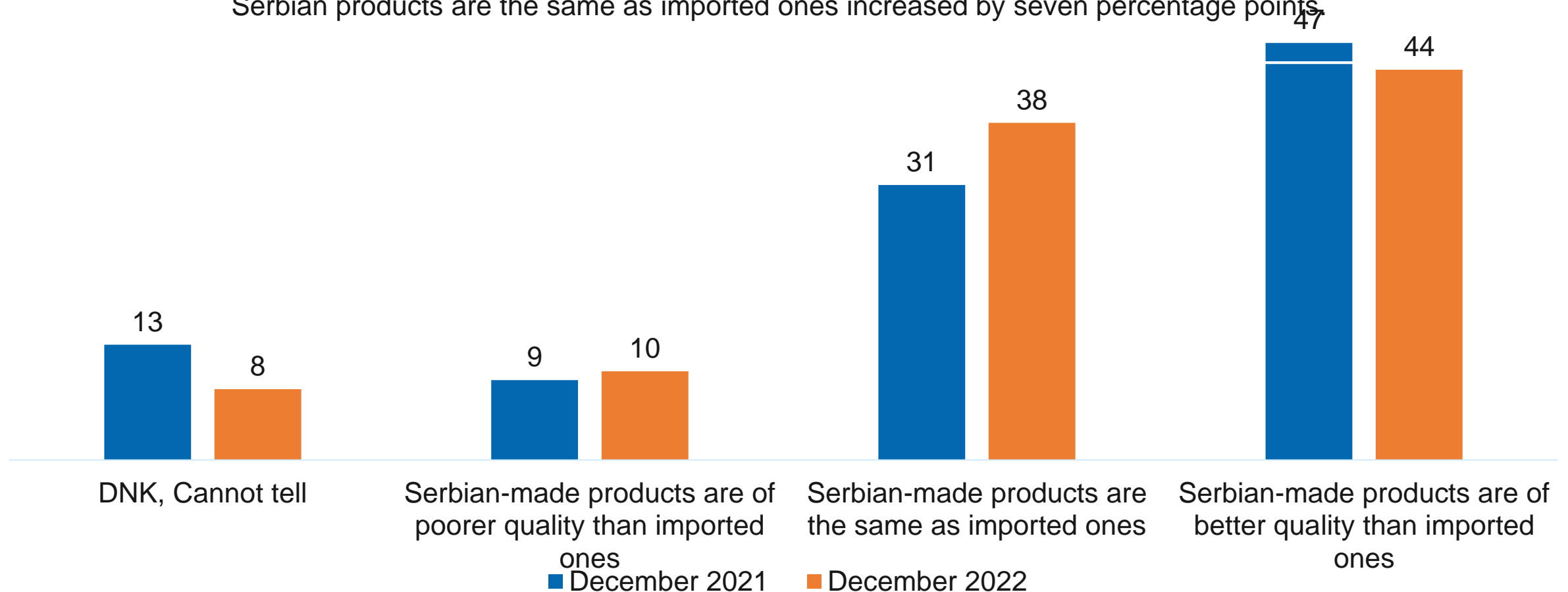




Food and sustainable food value chains

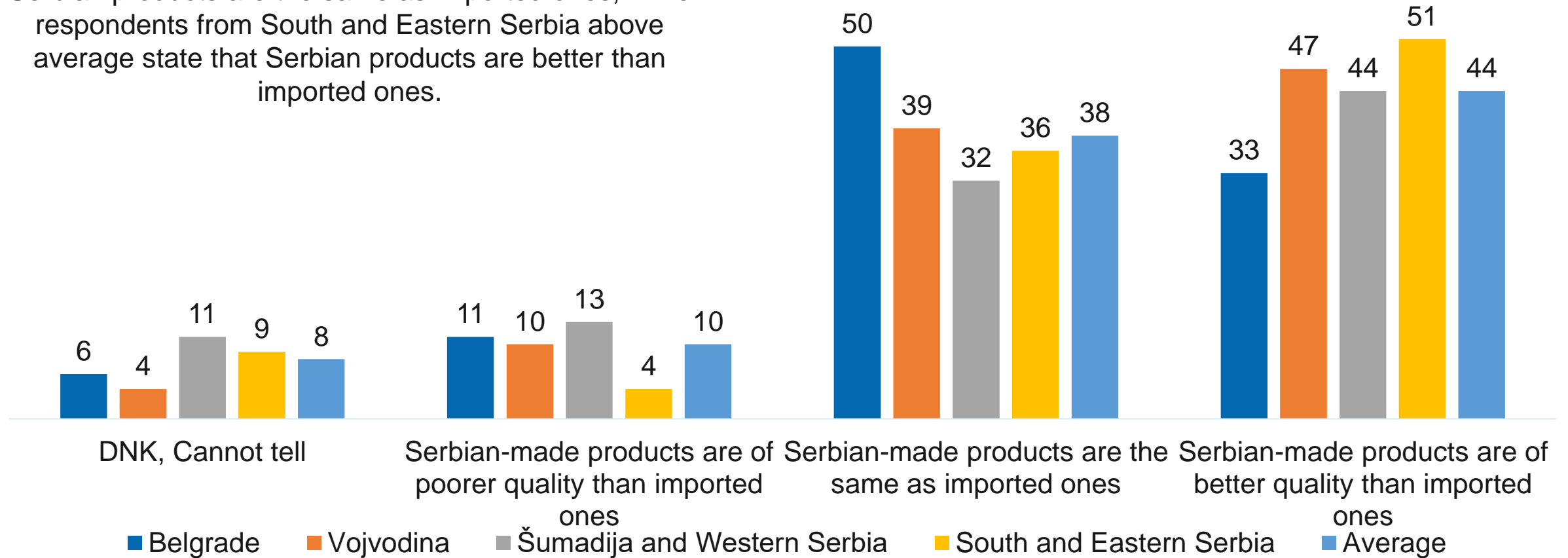
How would you rate food produced in Serbia in comparison with imported food? (comparison with December 2021, in %)

Compared to the previous research cycle, we note that the number of respondents who say that Serbian products are better than imported ones decreased by three percentage points, while the percentage of those respondents who believe that Serbian products are the same as imported ones increased by seven percentage points.

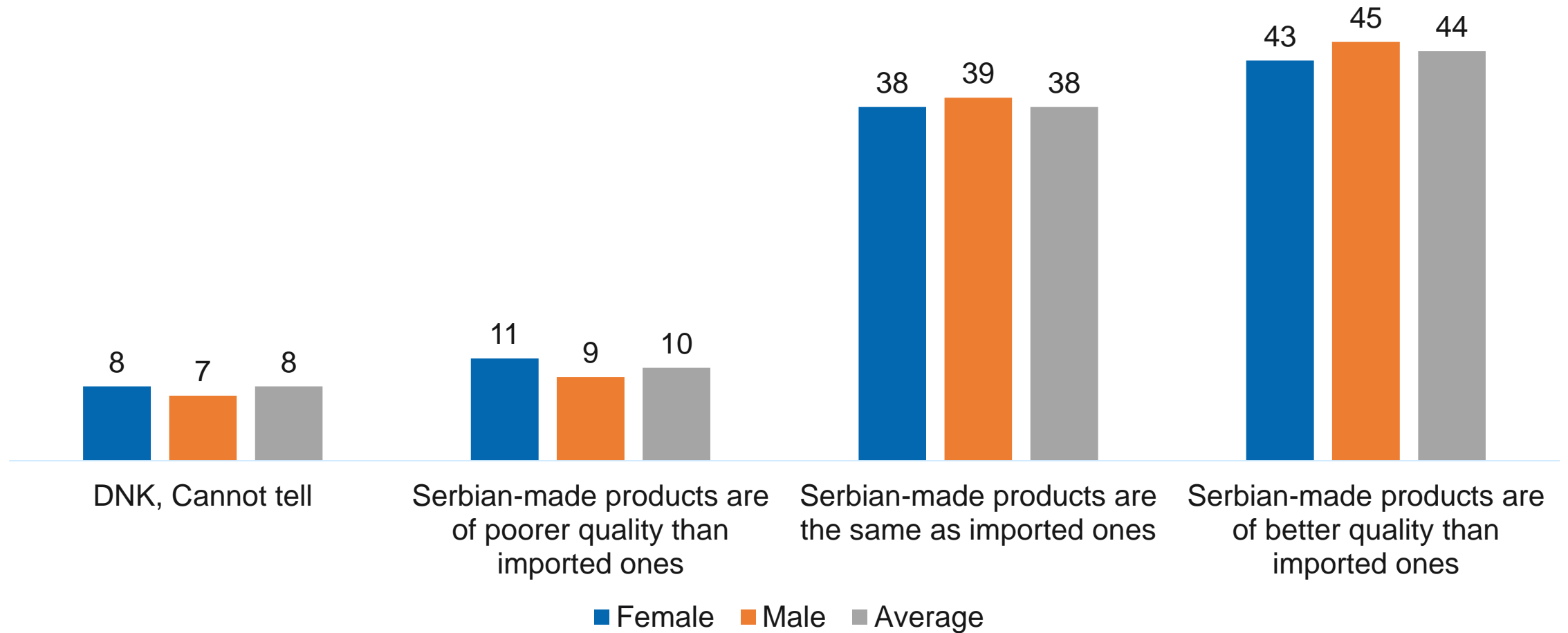


How would you rate food produced in Serbia in comparison with imported food? (% , by region)

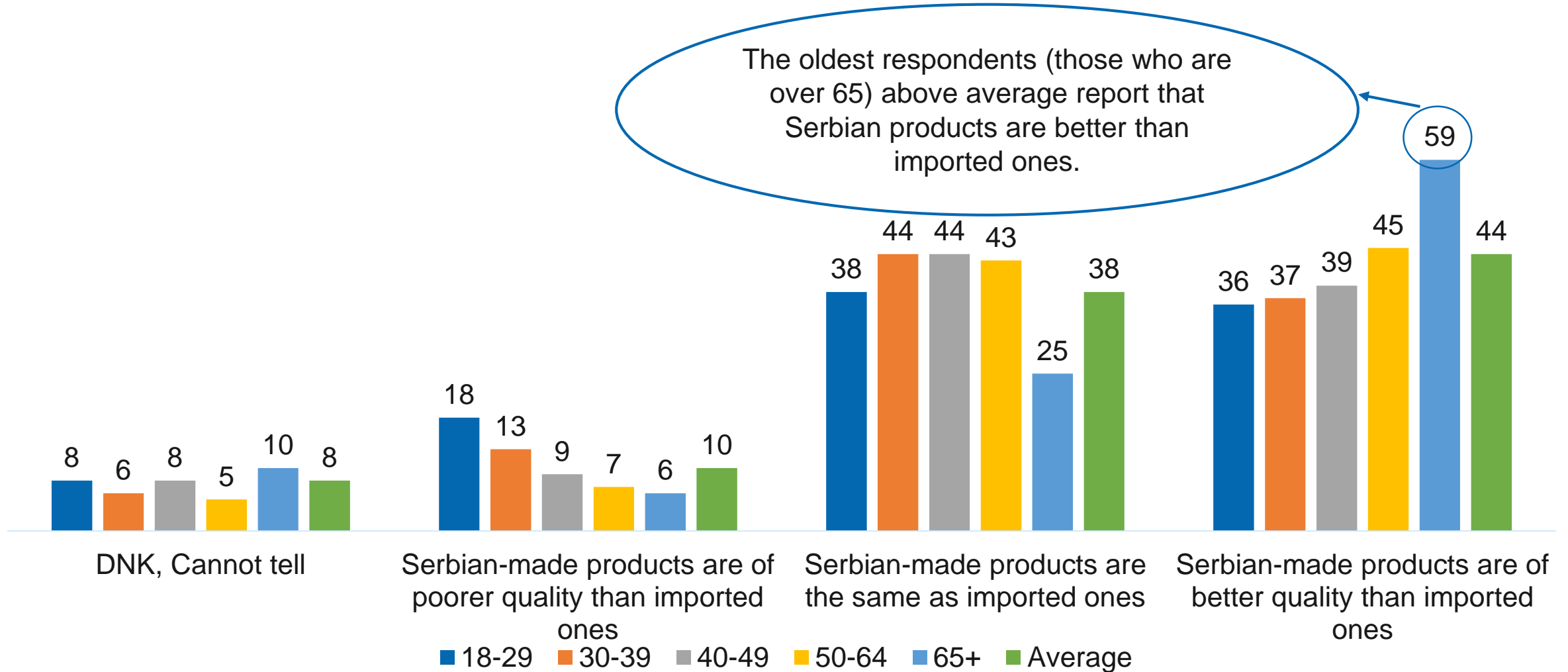
Respondents from Belgrade above average state that Serbian products are the same as imported ones, while respondents from South and Eastern Serbia above average state that Serbian products are better than imported ones.



How would you rate food produced in Serbia in comparison with imported food? (% , by gender)

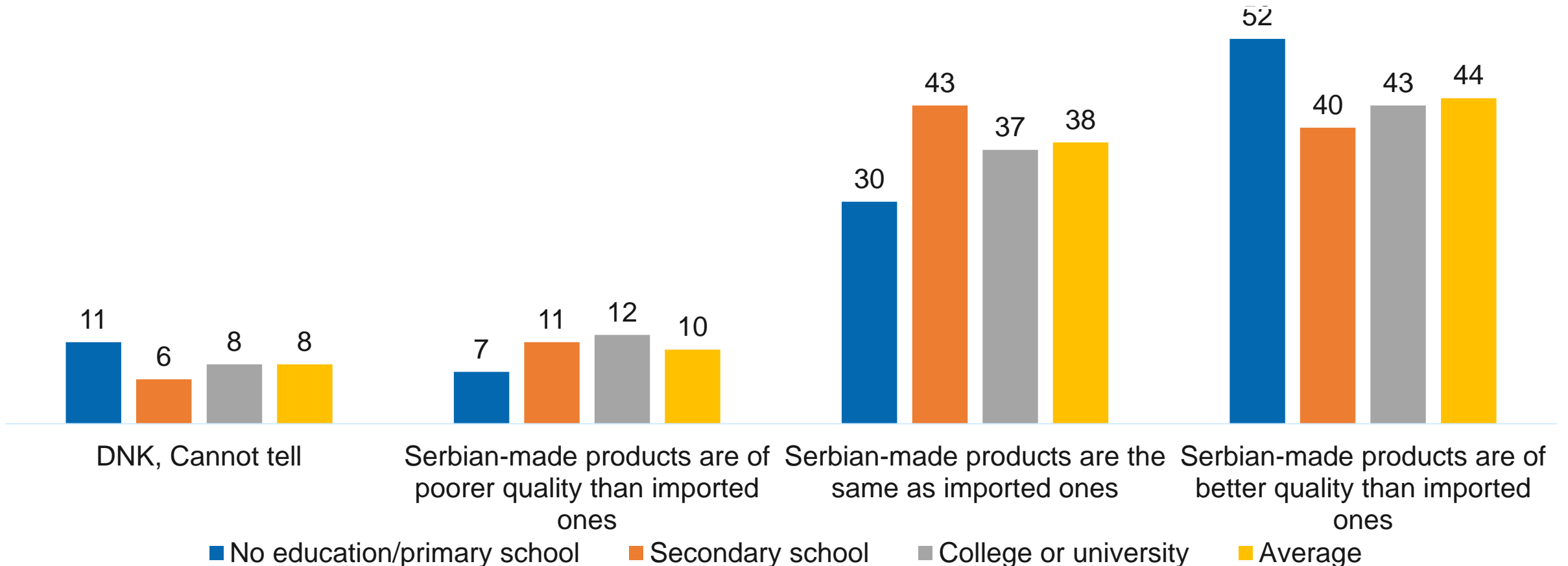


How would you rate food produced in Serbia in comparison with imported food? (% , by age)

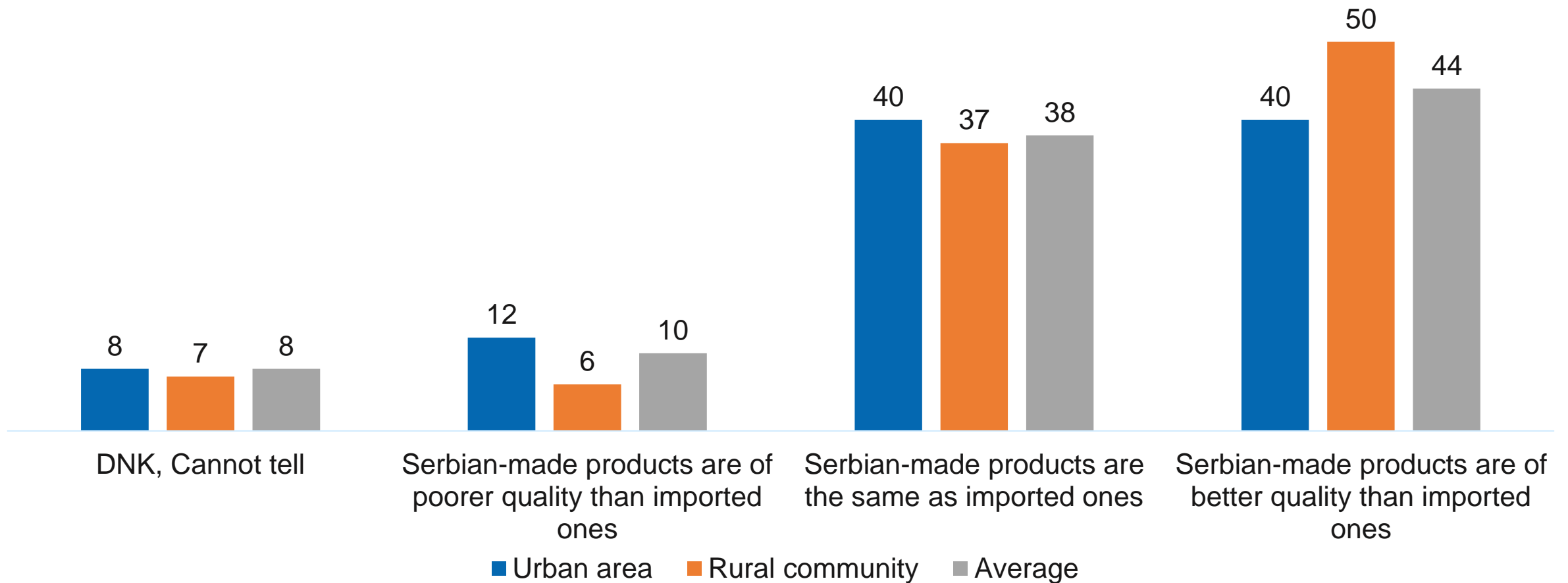


How would you rate food produced in Serbia in comparison with imported food? (% , by education)

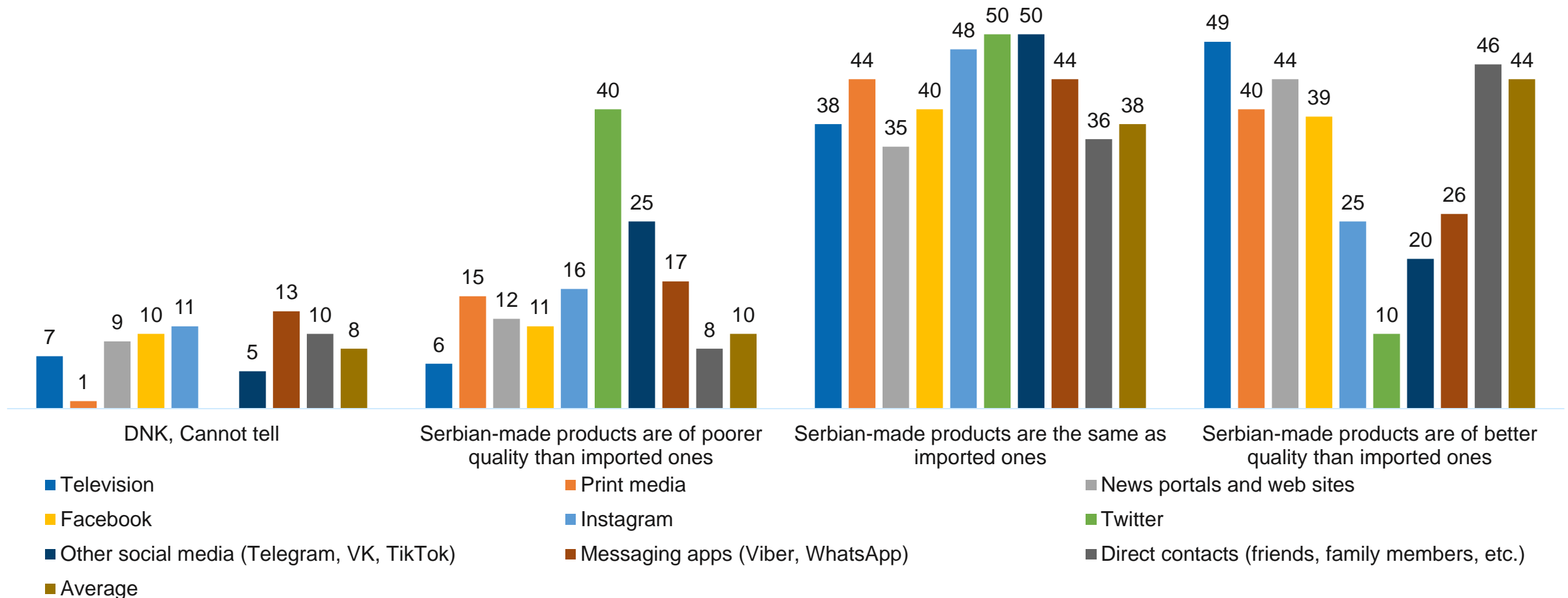
Respondents with a high school diploma are above average of the opinion that Serbian products are of the same quality as imported ones, while those with or without primary school graduates above average state that Serbian products are better than imported ones.



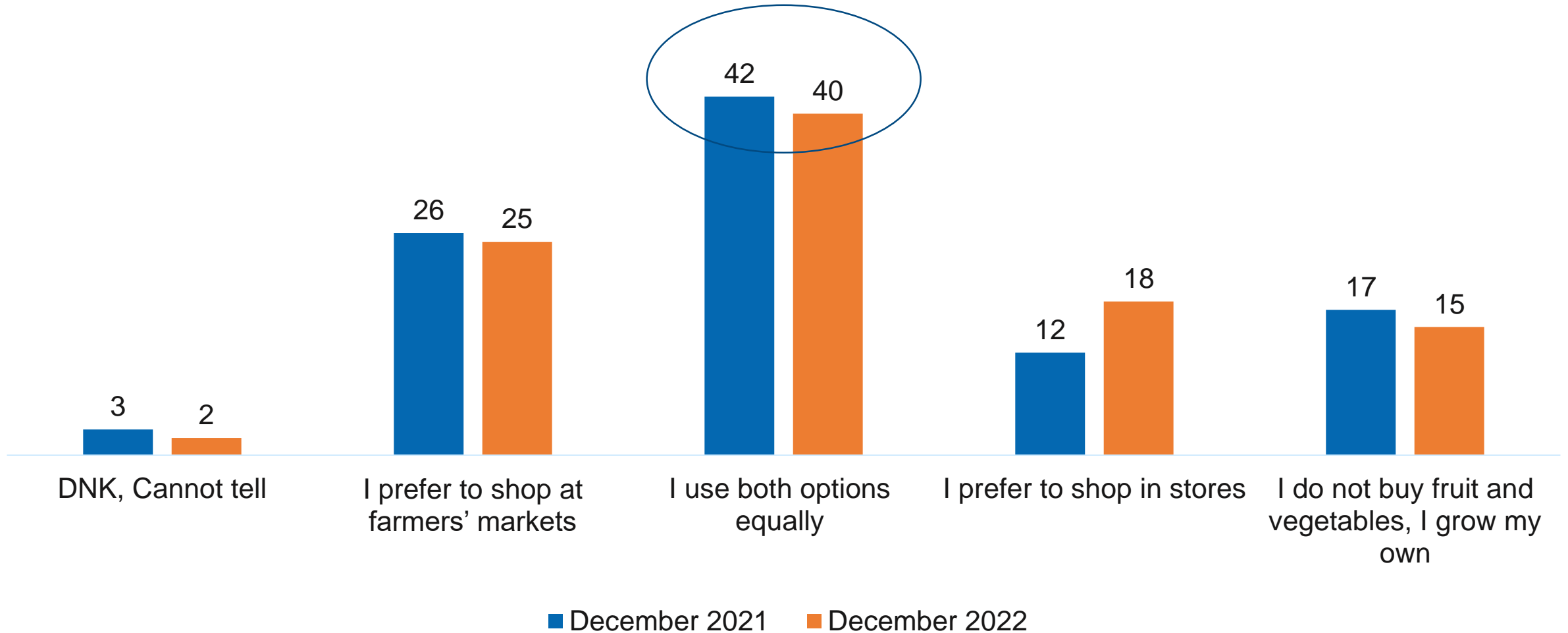
How would you rate food produced in Serbia in comparison with imported food? (% , by place of residence)



How would you rate food produced in Serbia in comparison with imported food? (% , according to the way of informing)



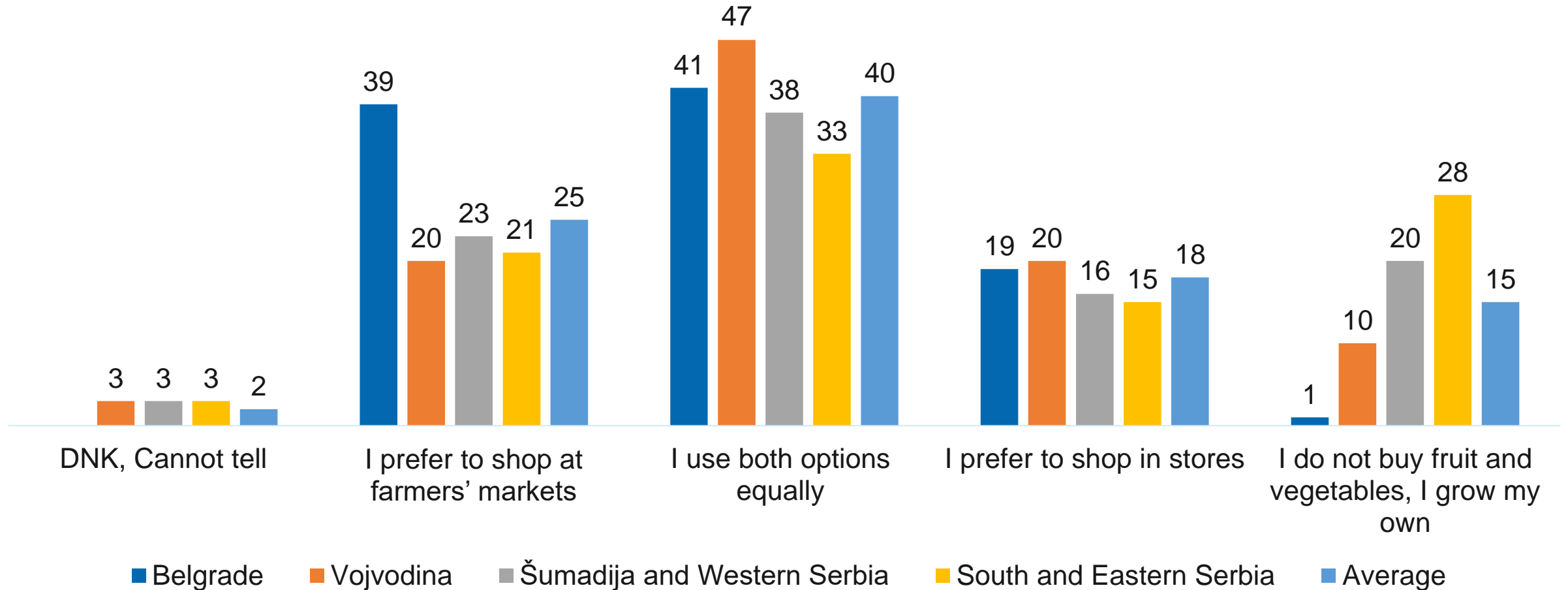
Do you prefer to buy fruit and vegetables at farmers' markets or in stores or super/hypermarkets? (comparison with December 2021, in %)



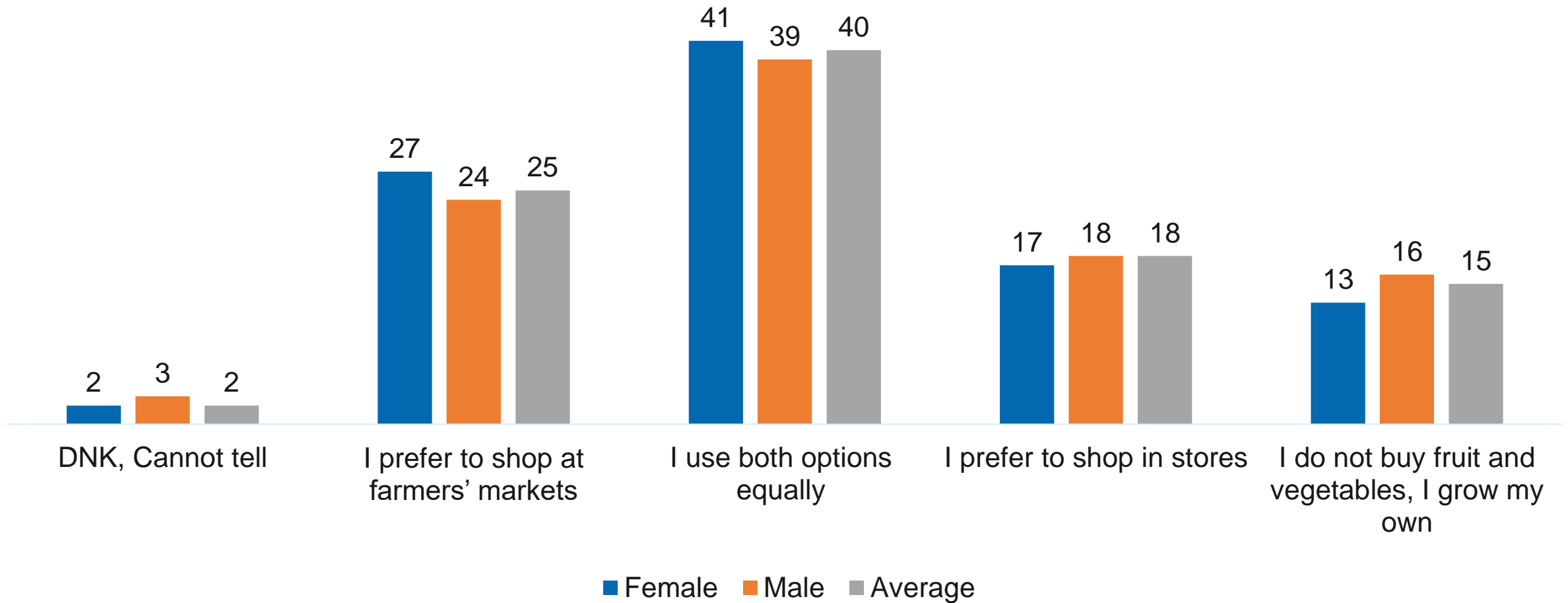
Do you prefer to buy fruit and vegetables at farmers' markets or in stores or super/hypermarkets? (% , by region)



Demographically speaking, belgrade respondents say above average that they prefer to buy fruits and vegetables at markets. On the other hand, respondents from Southern and Eastern Serbia above average state that they produce fruits and vegetables themselves.



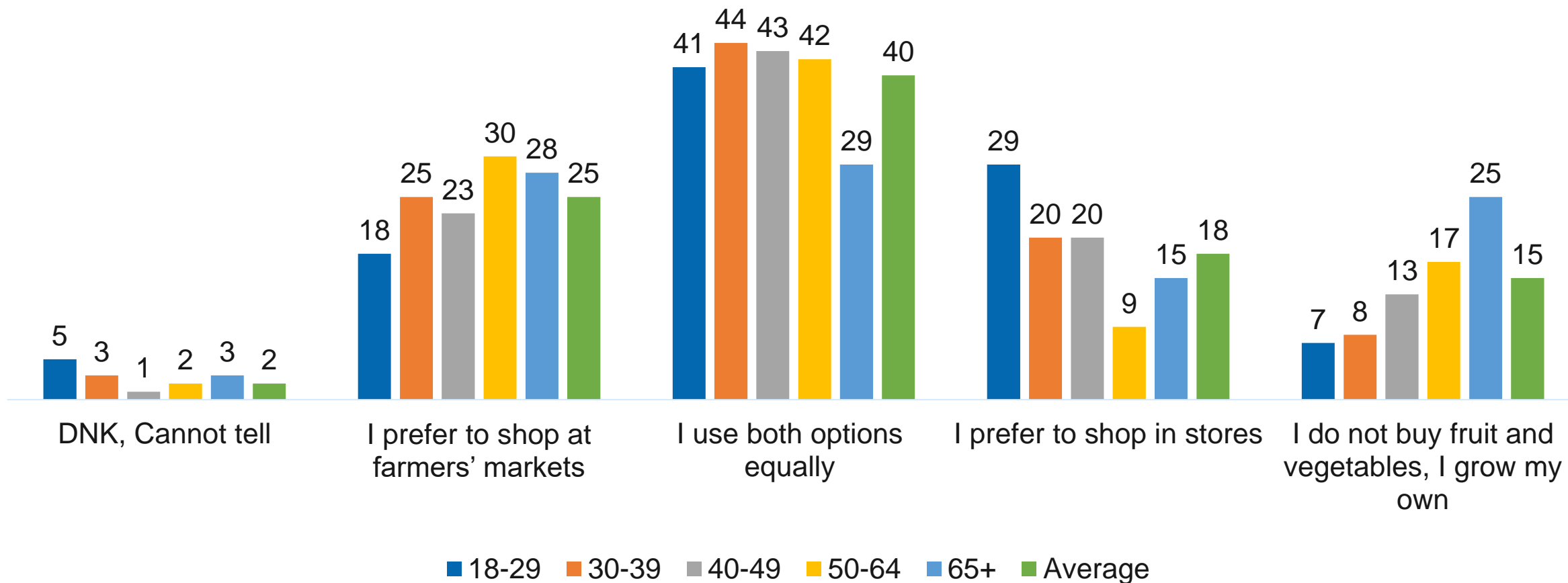
Do you prefer to buy fruit and vegetables at farmers' markets or in stores or super/hypermarkets? (% , by gender)



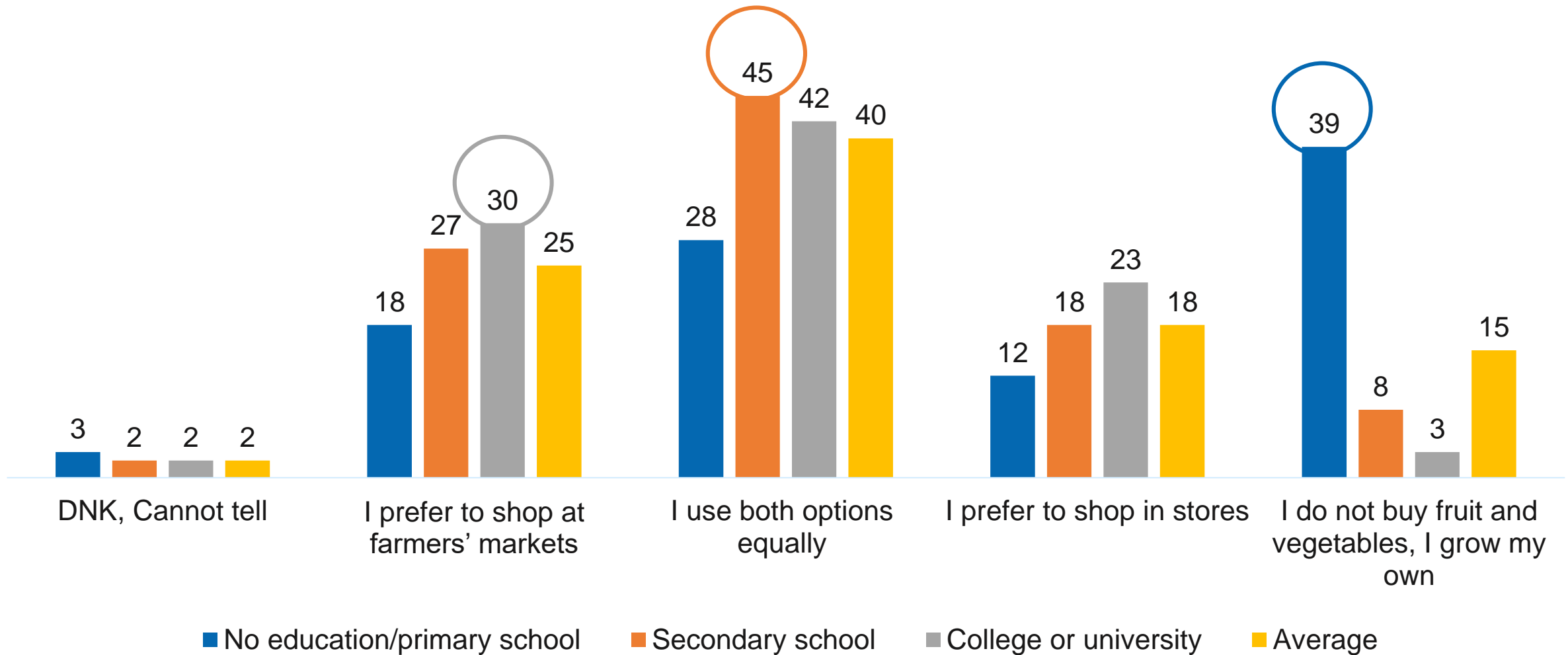
Do you prefer to buy fruit and vegetables at farmers' markets or in stores or super/hypermarkets? (% by age)



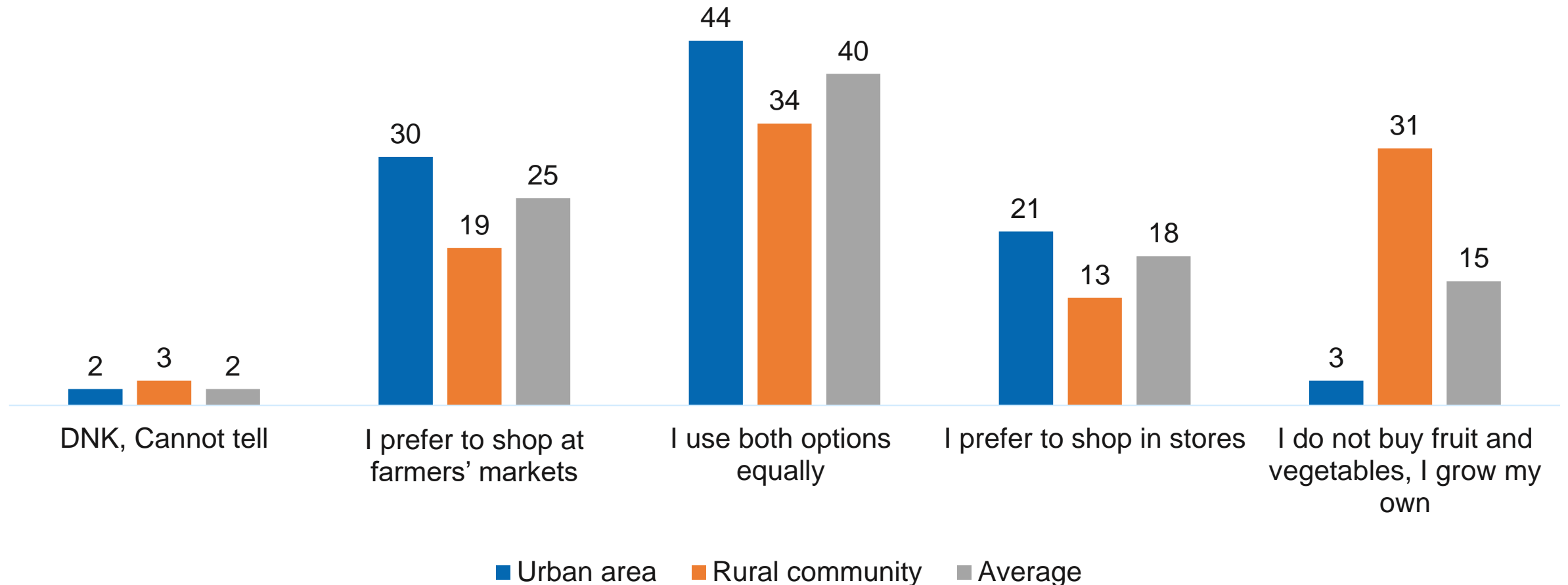
The youngest respondents (aged 18 to 29) report that they prefer to buy fruits and vegetables in stores, while respondents aged between 50 and 64 say that they prefer to buy fruits and vegetables at markets.



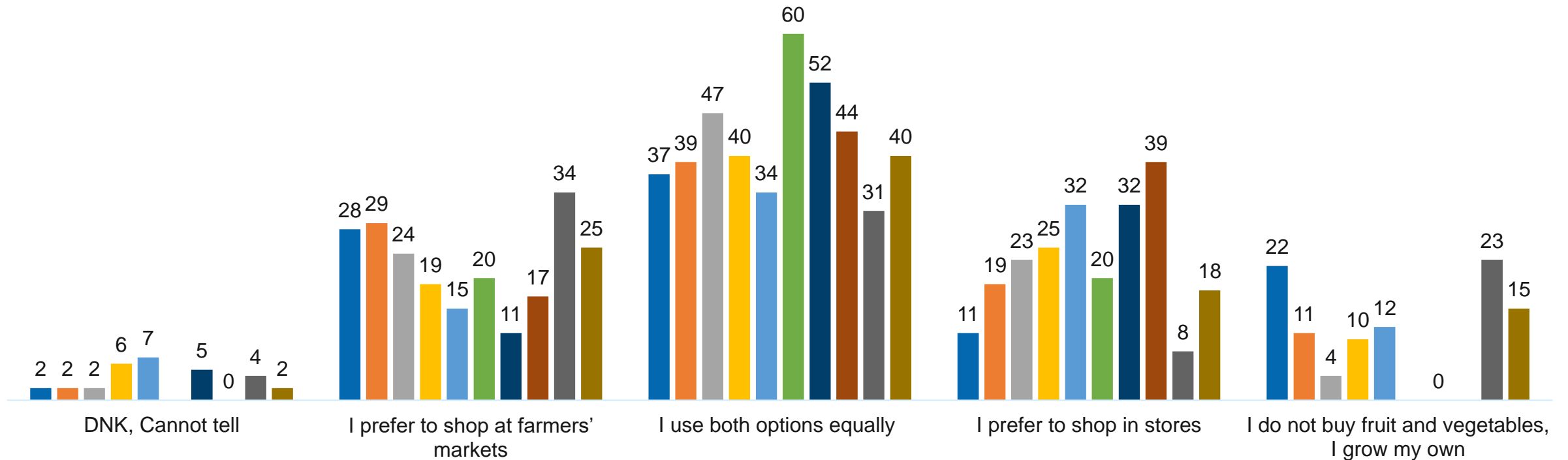
Do you prefer to buy fruit and vegetables at farmers' markets or in stores or super/hypermarkets? (% by education)



Do you prefer to buy fruit and vegetables at farmers' markets or in stores or super/hypermarkets? (% , by place of residence)



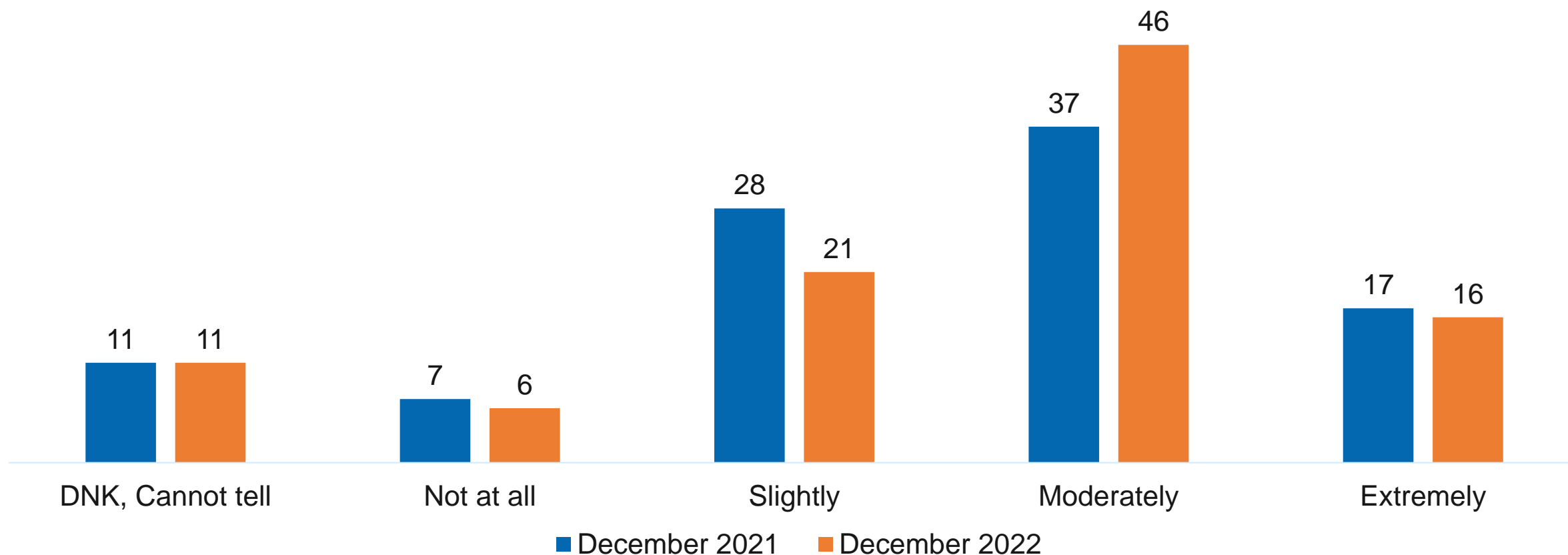
Do you prefer to buy fruit and vegetables at farmers' markets or in stores or super/hypermarkets? (% , according to the way of informing)



- Television
- Print media
- News portals and web sites
- Facebook
- Instagram
- Twitter
- Other social media (Telegram, VK, TikTok)
- Messaging apps (Viber, WhatsApp)
- Direct contacts (friends, family members, etc.)
- Average

In your opinion, to what extent do Serbian food producers make sure their food is safe to use? (comparison with December 2021, in %)

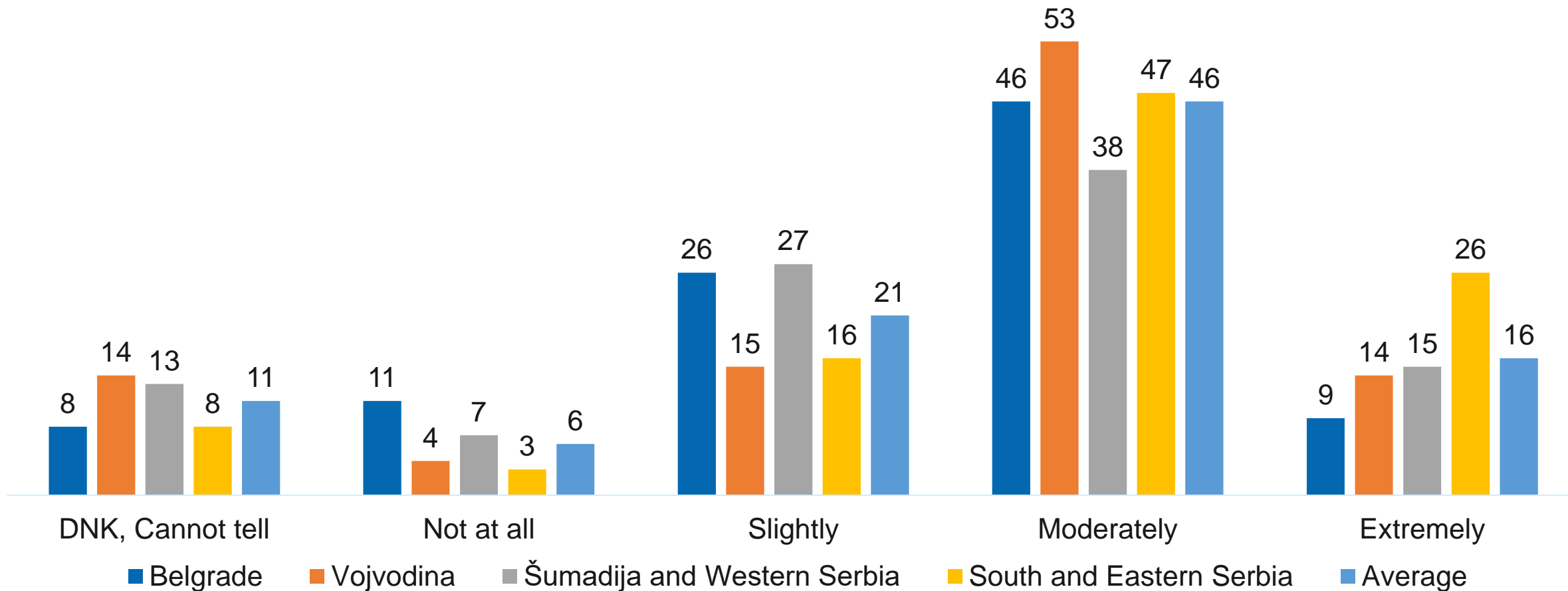
According to the opinion of 46% of respondents, domestic food producers mediocly take care of sanitary safety of food, which is higher by 9 percentage points compared to the previous survey. On the other hand, 21% of respondents say that food producers take little account of its sanitary safety, which is 7 percentage points less than in the previous research cycle.



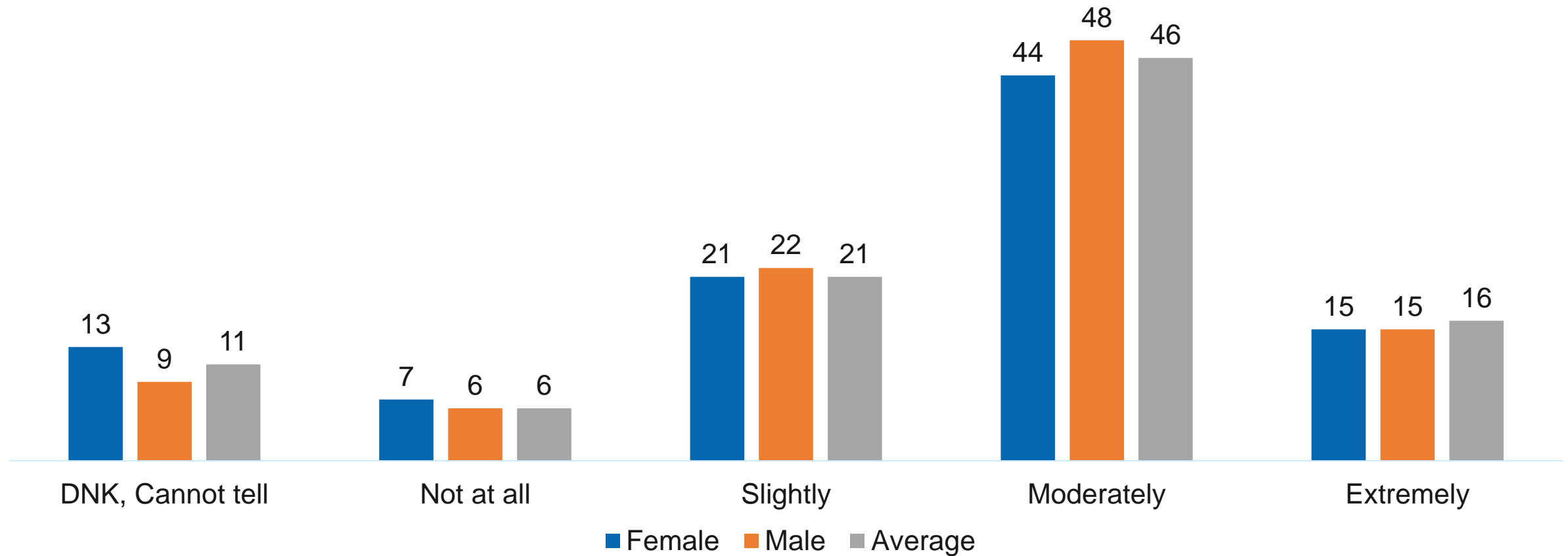
In your opinion, to what extent do Serbian food producers make sure their food is safe to use? (% , by region)



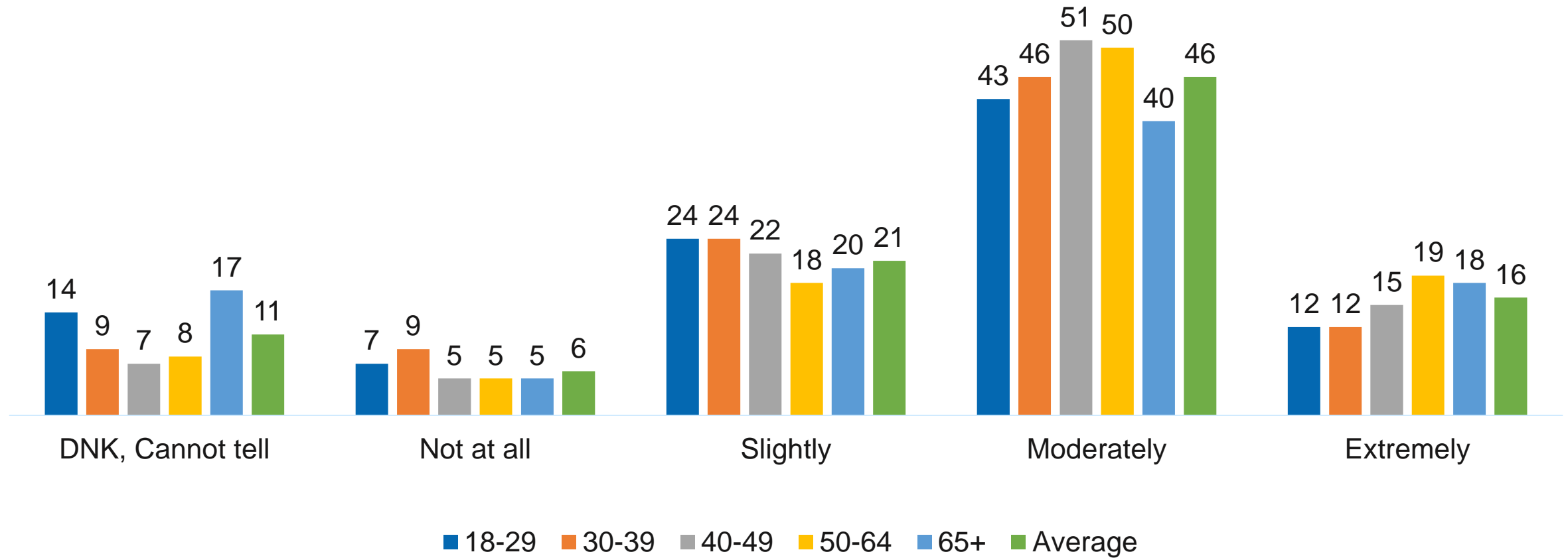
Respondents from Vojvodina are above average of the opinion that producers in Serbia take into account the sanitary safety of the food they produce, while respondents from Southern and Eastern Serbia above average state that producers largely take care of sanitary safety.



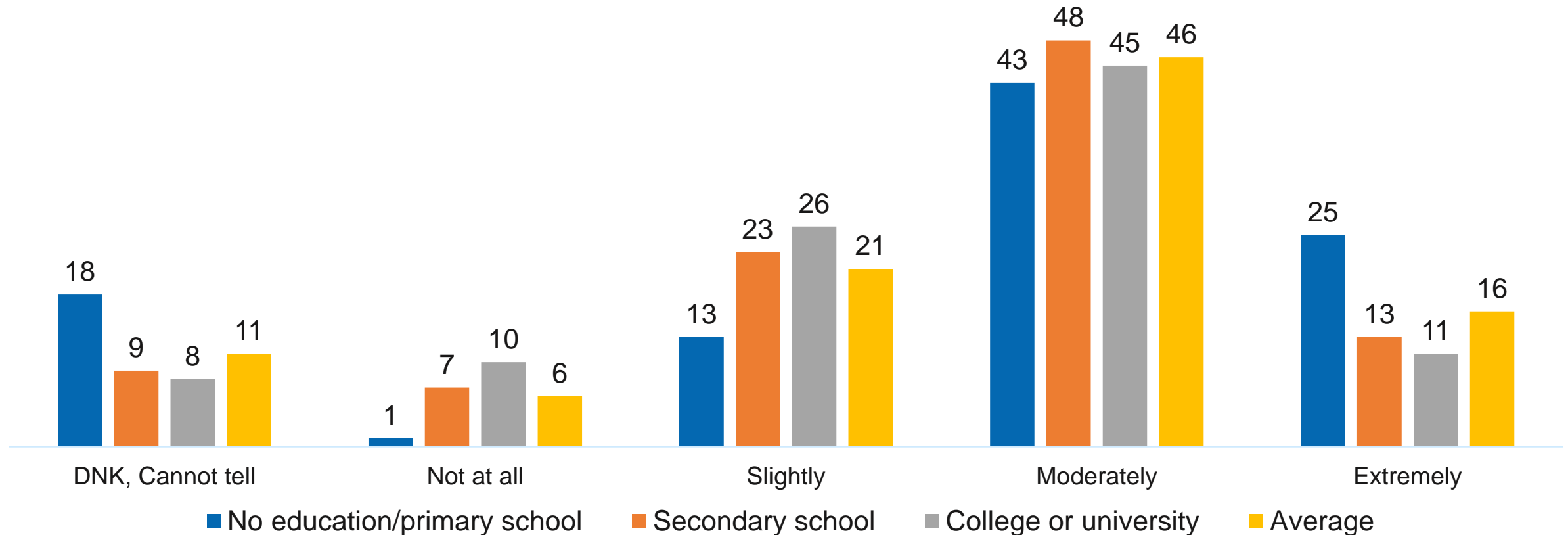
In your opinion, to what extent do Serbian food producers make sure their food is safe to use? (% , by gender)



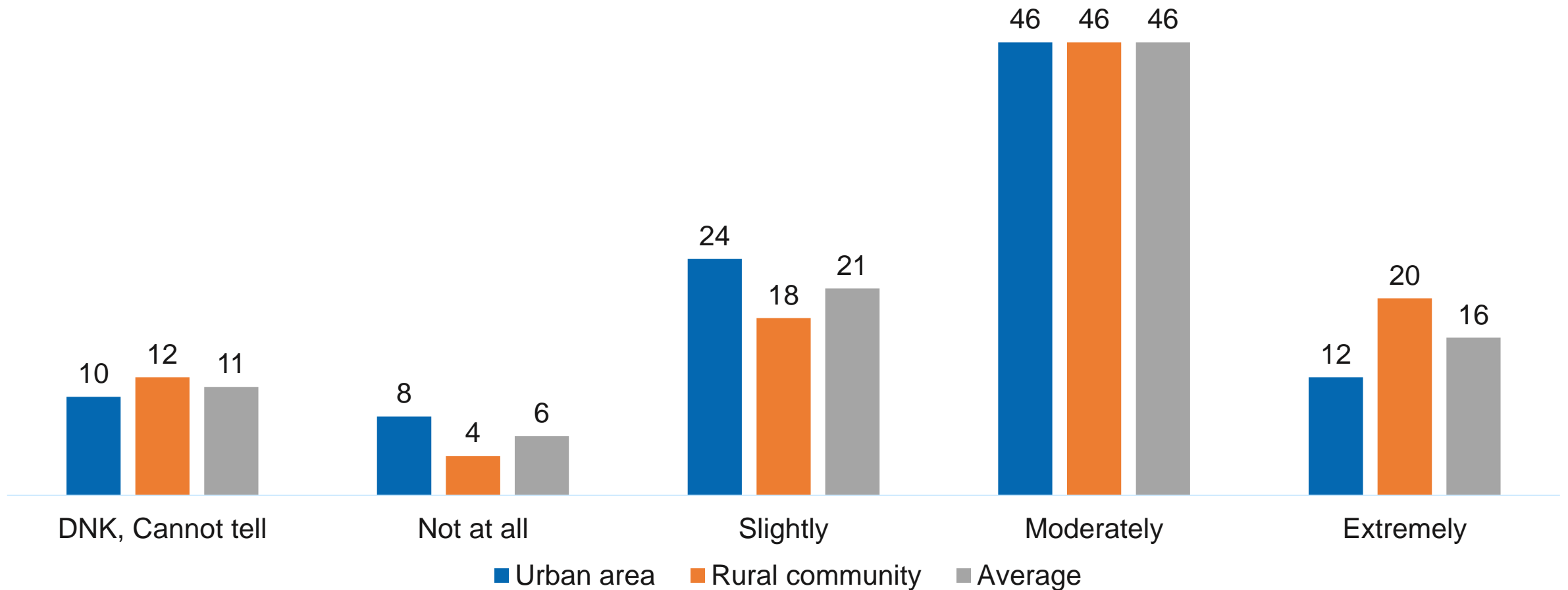
In your opinion, to what extent do Serbian food producers make sure their food is safe to use? (% , by age)



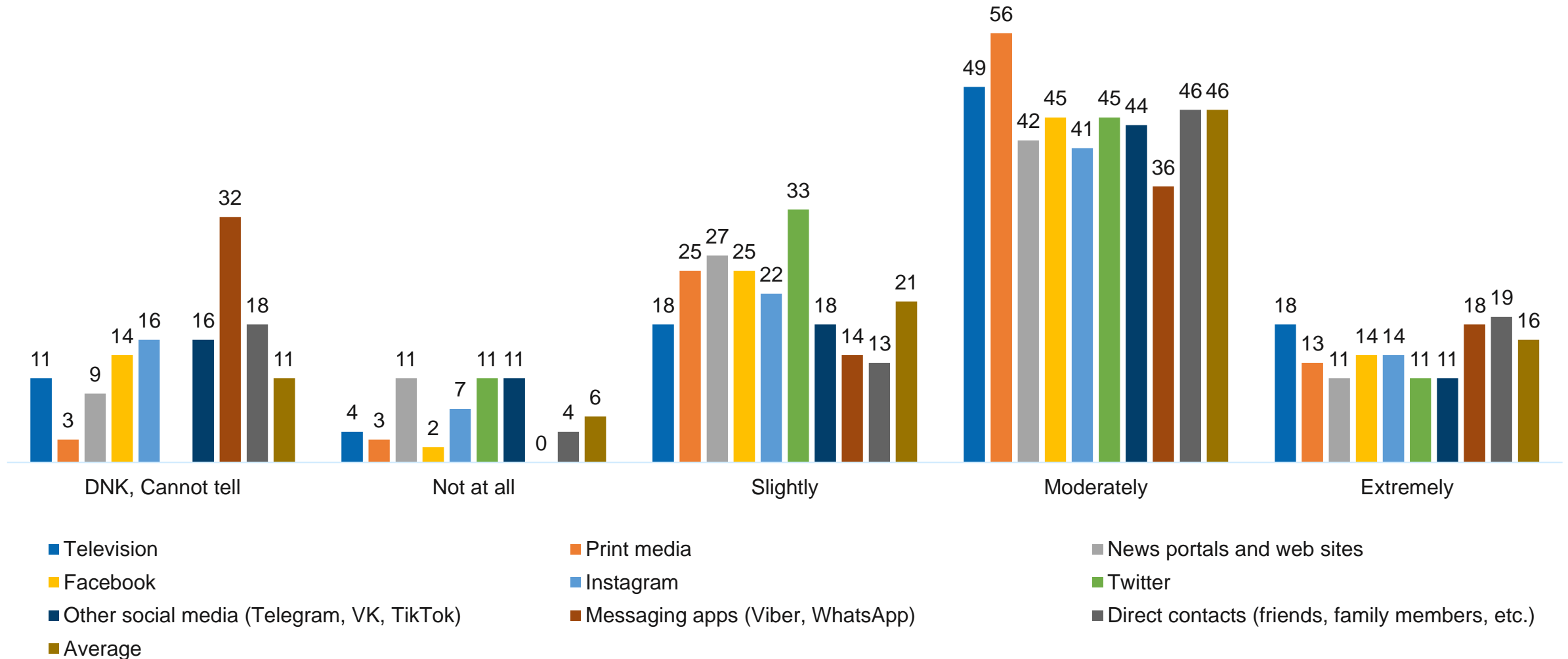
In your opinion, to what extent do Serbian food producers make sure their food is safe to use? (% , by education)



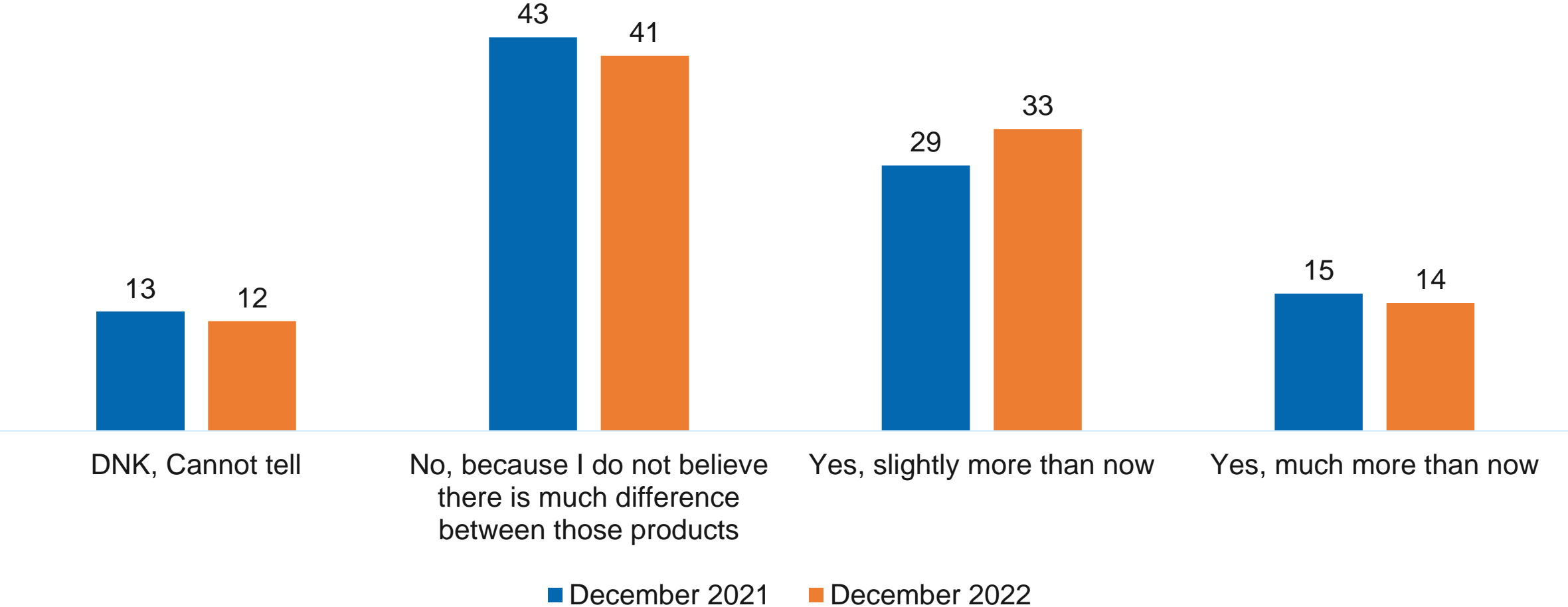
In your opinion, to what extent do Serbian food producers make sure their food is safe to use? (% , by place of residence)



In your opinion, to what extent do Serbian food producers make sure their food is safe to use? (% , according to the way of informing)



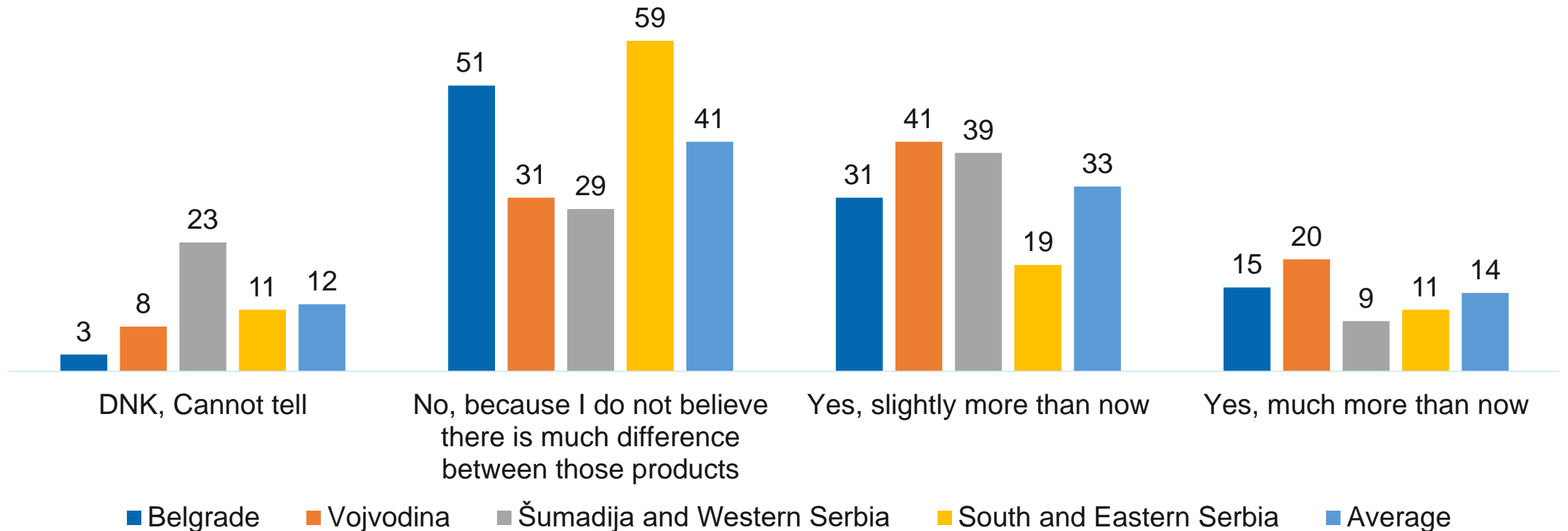
Would you be prepared to pay more for a product you knew was healthier and trustworthy than for one that was not? (comparison with December 2021, in %)



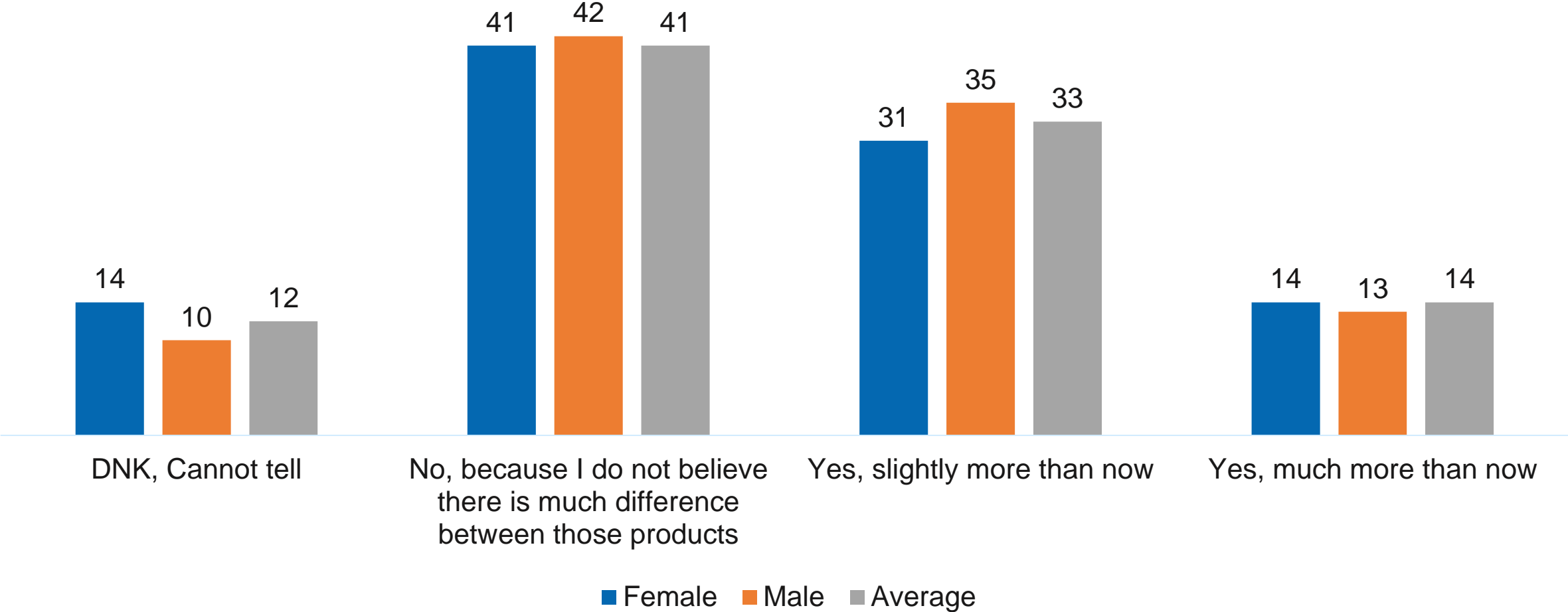
Would you be prepared to pay more for a product you knew was healthier and trustworthy than for one that was not? (% , by region)



Respondents from Belgrade, South and Eastern Serbia above average state that they would not pay more for products because they believe that there is not a big difference between products.



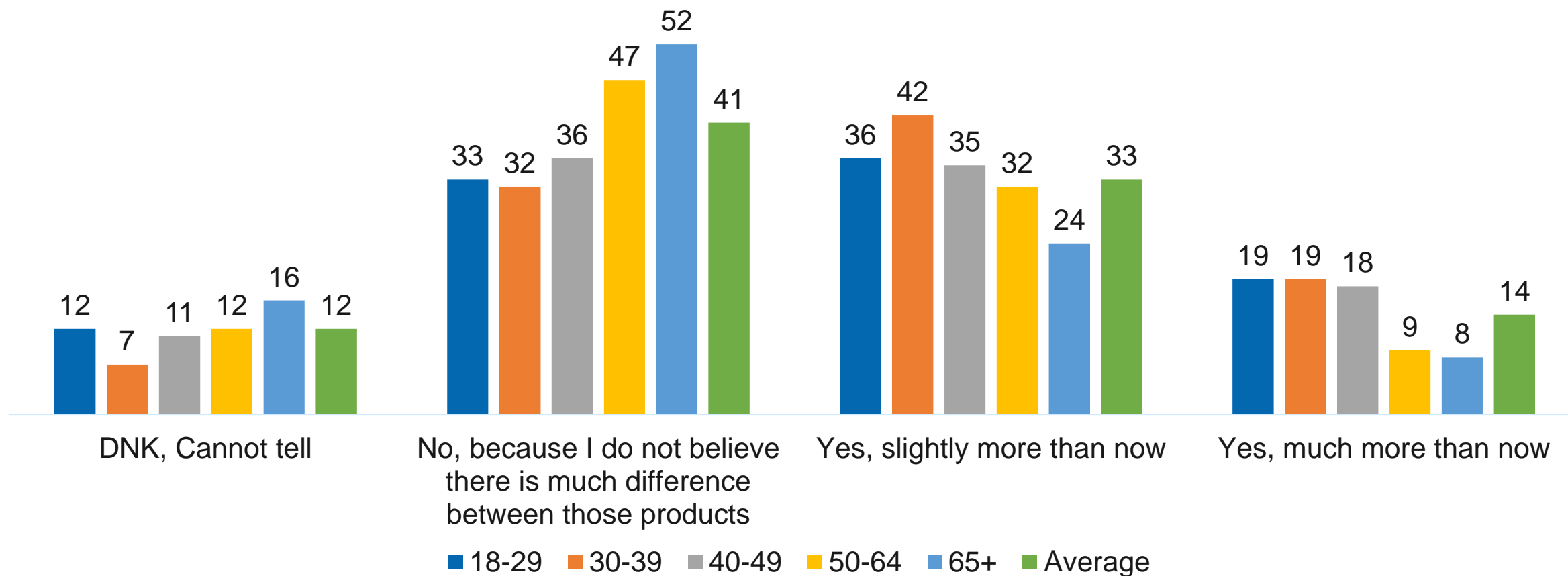
Would you be prepared to pay more for a product you knew was healthier and trustworthy than for one that was not? (% , by gender)



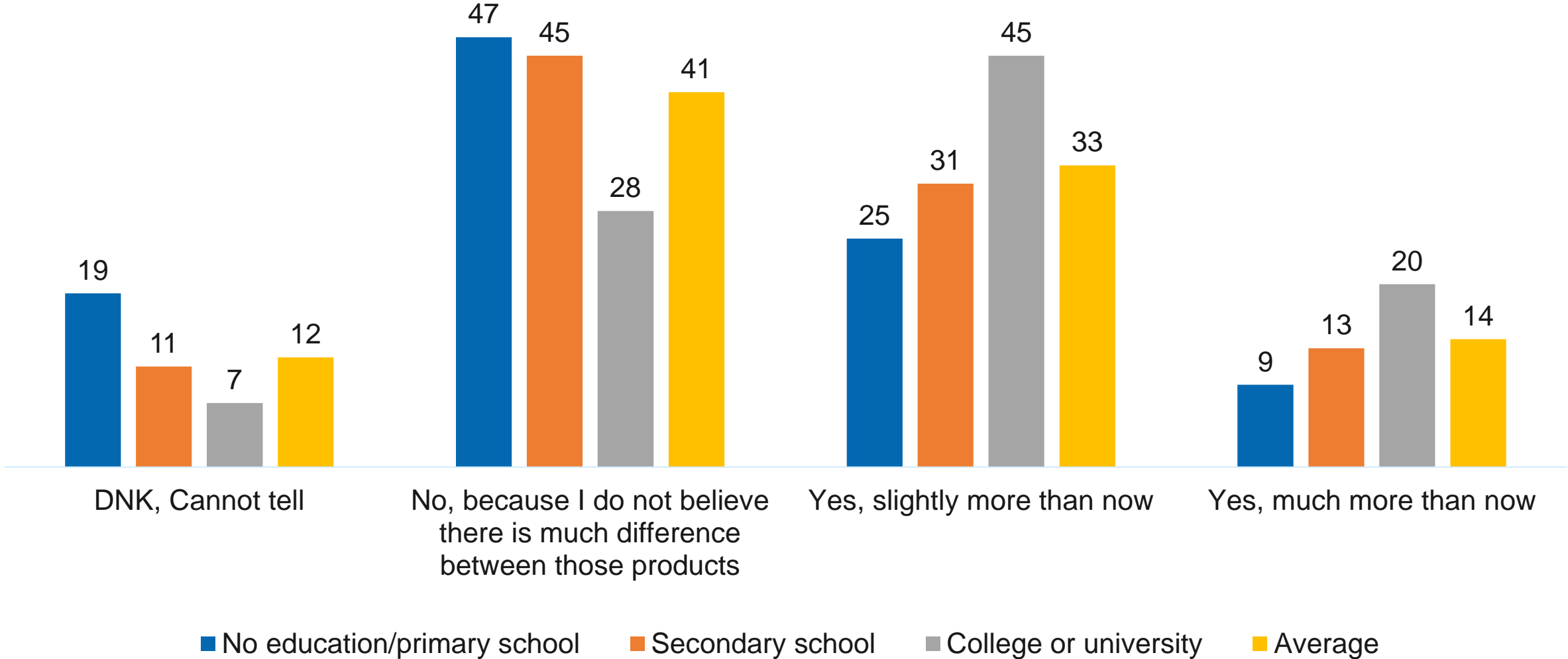
Would you be prepared to pay more for a product you knew was healthier and trustworthy than for one that was not? (% , by age)



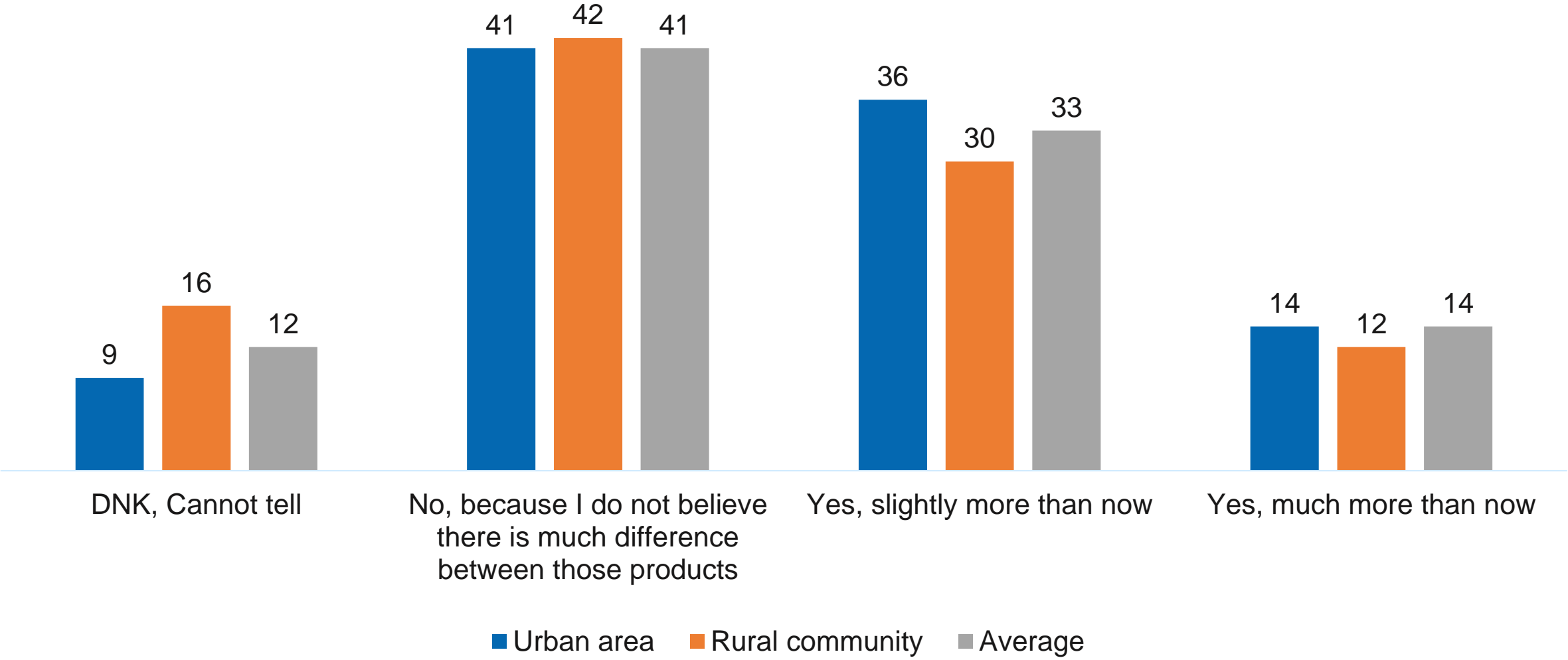
The oldest group of respondents (65+ years old) above average stated that they would not pay more for products because there is no big difference between products, while respondents who are between 30 and 39 years old above average state that for products they know are healthier they would pay slightly more than they pay.



Would you be prepared to pay more for a product you knew was healthier and trustworthy than for one that was not? (% , by education)



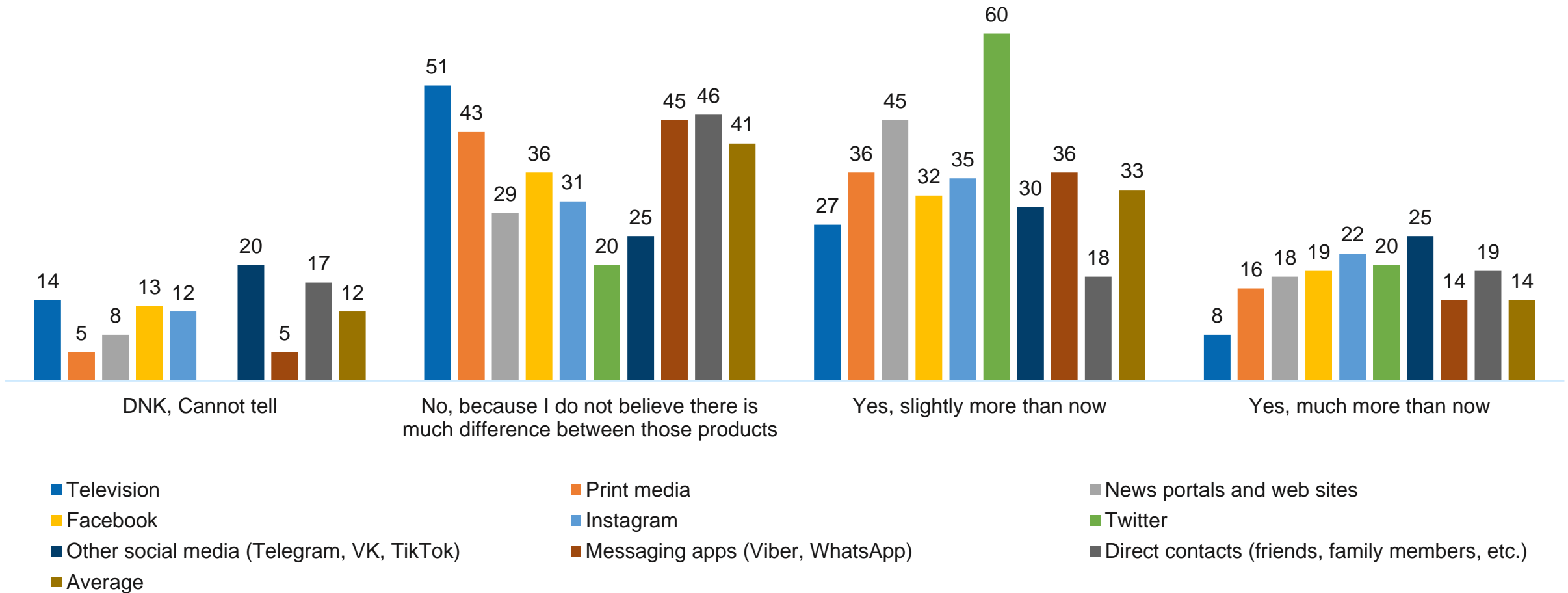
Would you be prepared to pay more for a product you knew was healthier and trustworthy than for one that was not? (% , by place of residence)



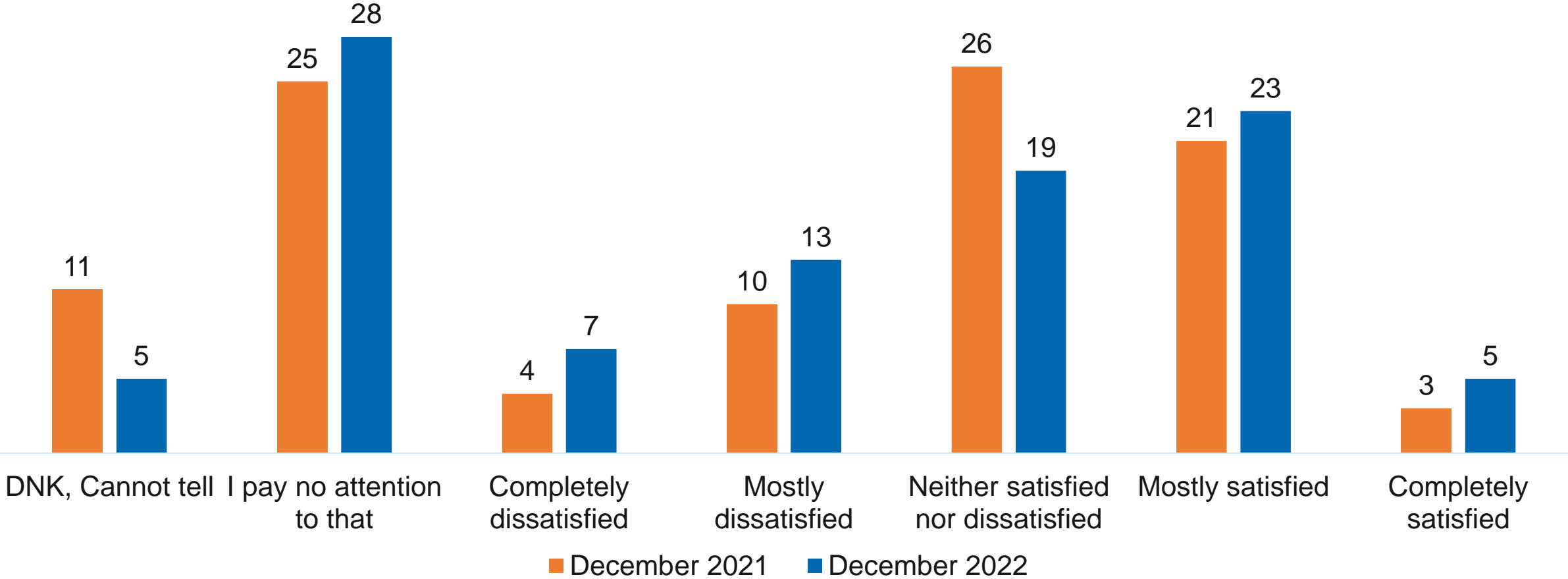
Would you be prepared to pay more for a product you knew was healthier and trustworthy than for one that was not? (% , according to the way of informing)



Respondents who are most often informed via TV would not pay for a healthier product more, while those who are informed through internet portals and websites state that they would pay slightly more for such a product.

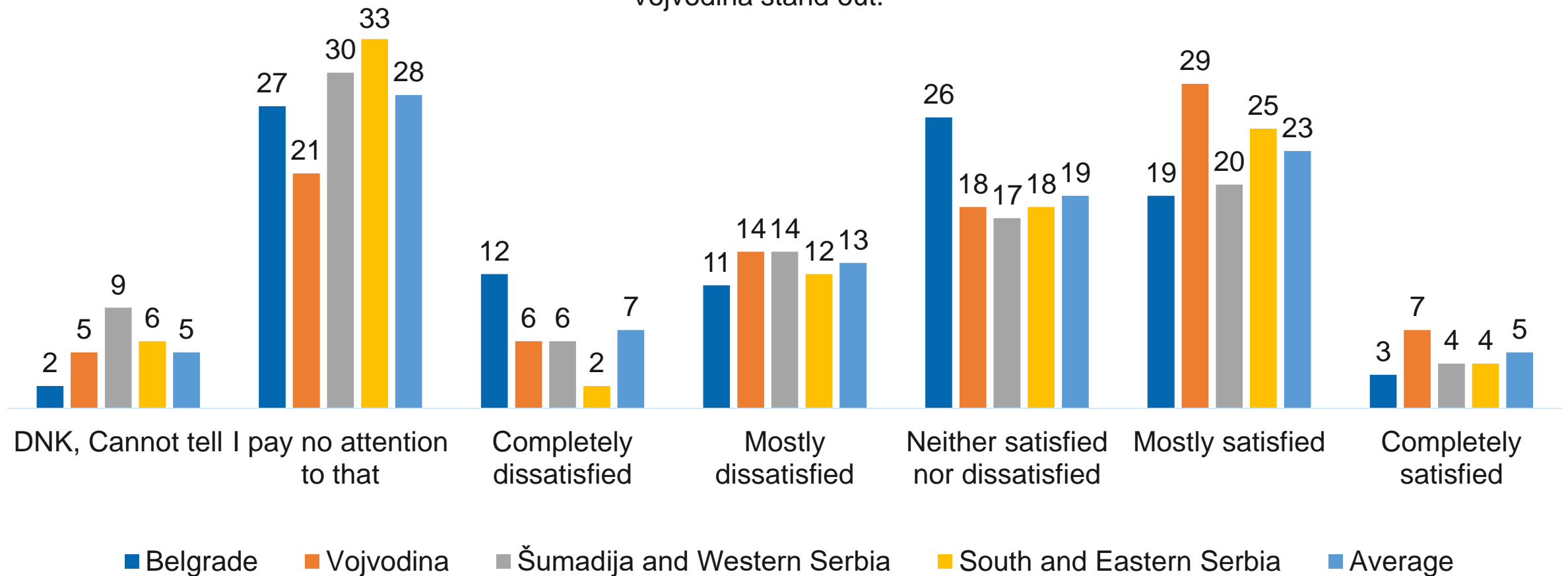


Are you satisfied with the quantity of information you receive when purchasing food (nutritional value, ingredients, expiration date, origin, and the like)? (comparison with December 2021, in %)

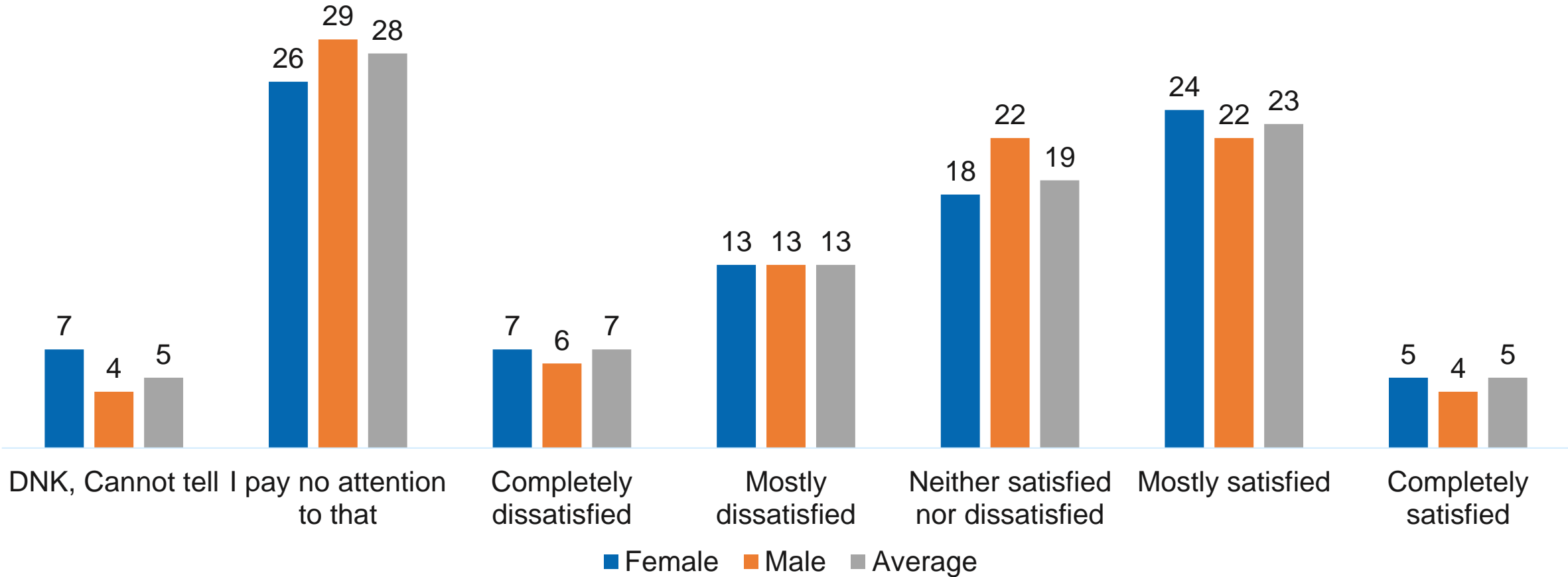


Are you satisfied with the quantity of information you receive when purchasing food (nutritional value, ingredients, expiration date, origin, and the like)? (% , by region)

Among the respondents who do not pay attention to the amount of information they receive when buying food products, the most stand out are respondents from Southern and Eastern Serbia. On the other hand, among those who state that they are mostly and completely satisfied with the information they receive when they buy a frozen product, those respondents from Vojvodina stand out.

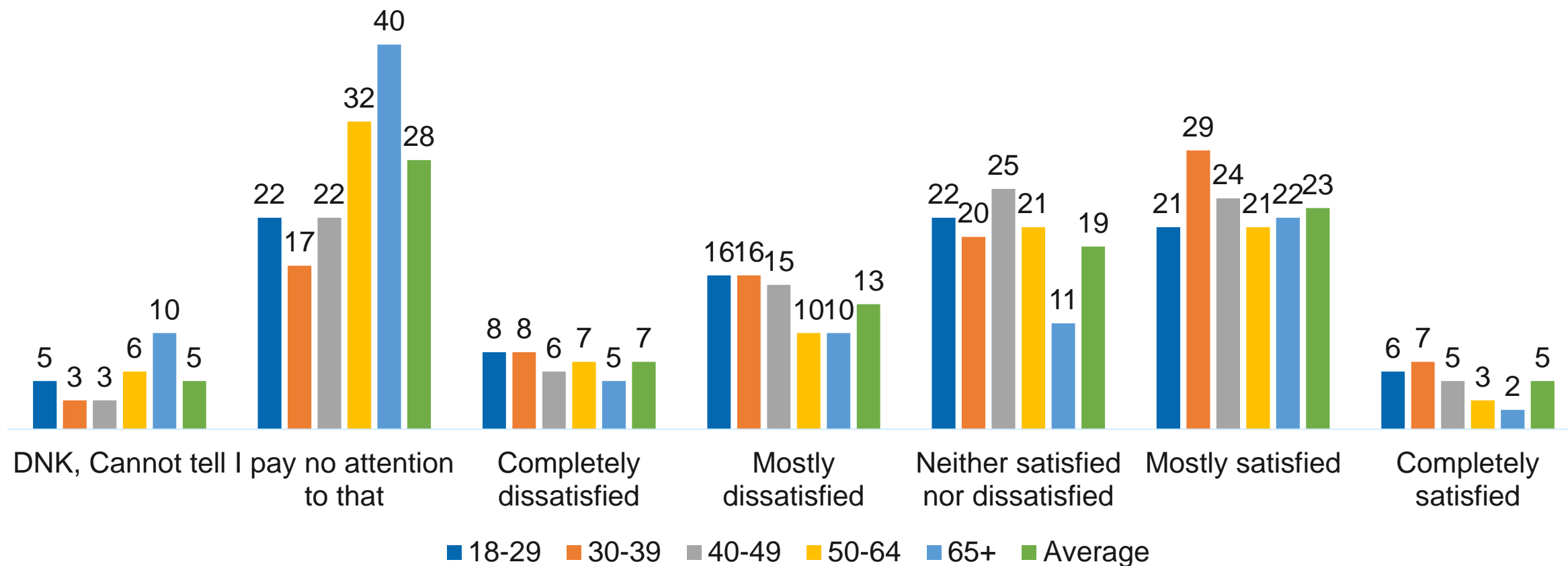


Are you satisfied with the quantity of information you receive when purchasing food (nutritional value, ingredients, expiration date, origin, and the like)? (% , by gender)

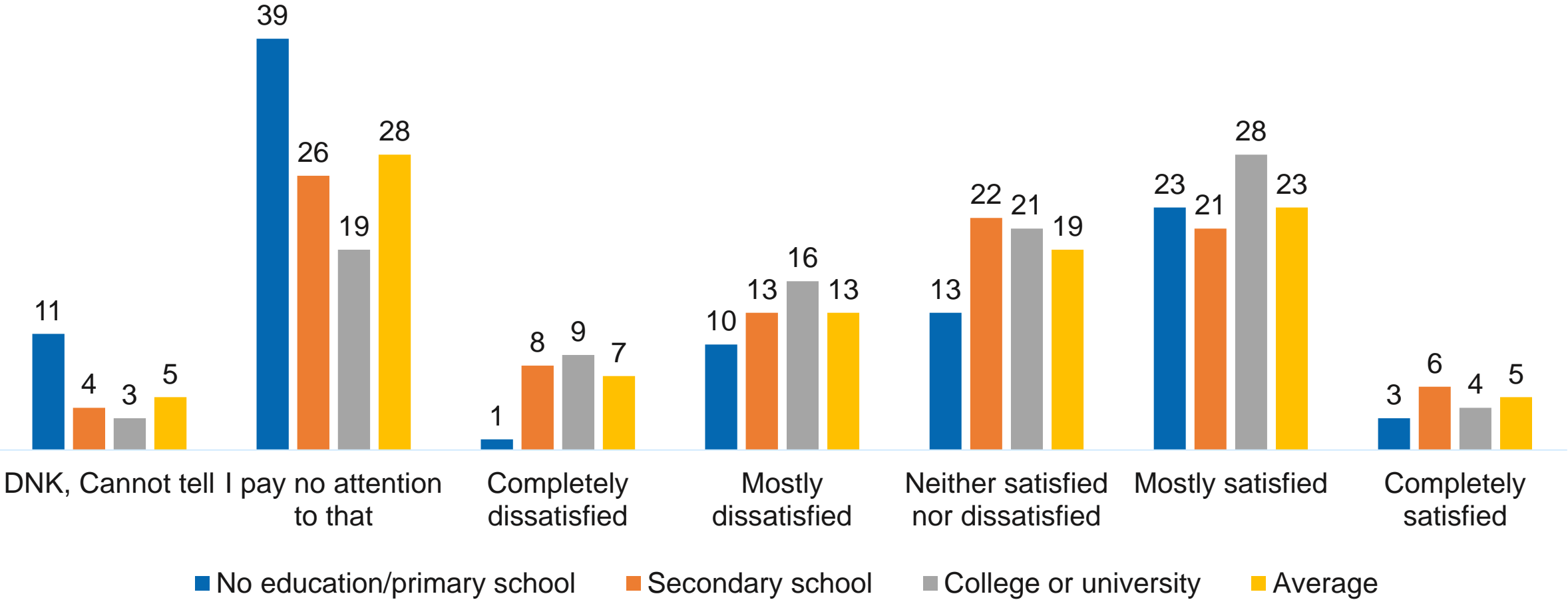


Are you satisfied with the quantity of information you receive when purchasing food (nutritional value, ingredients, expiration date, origin, and the like)? (% , by age)

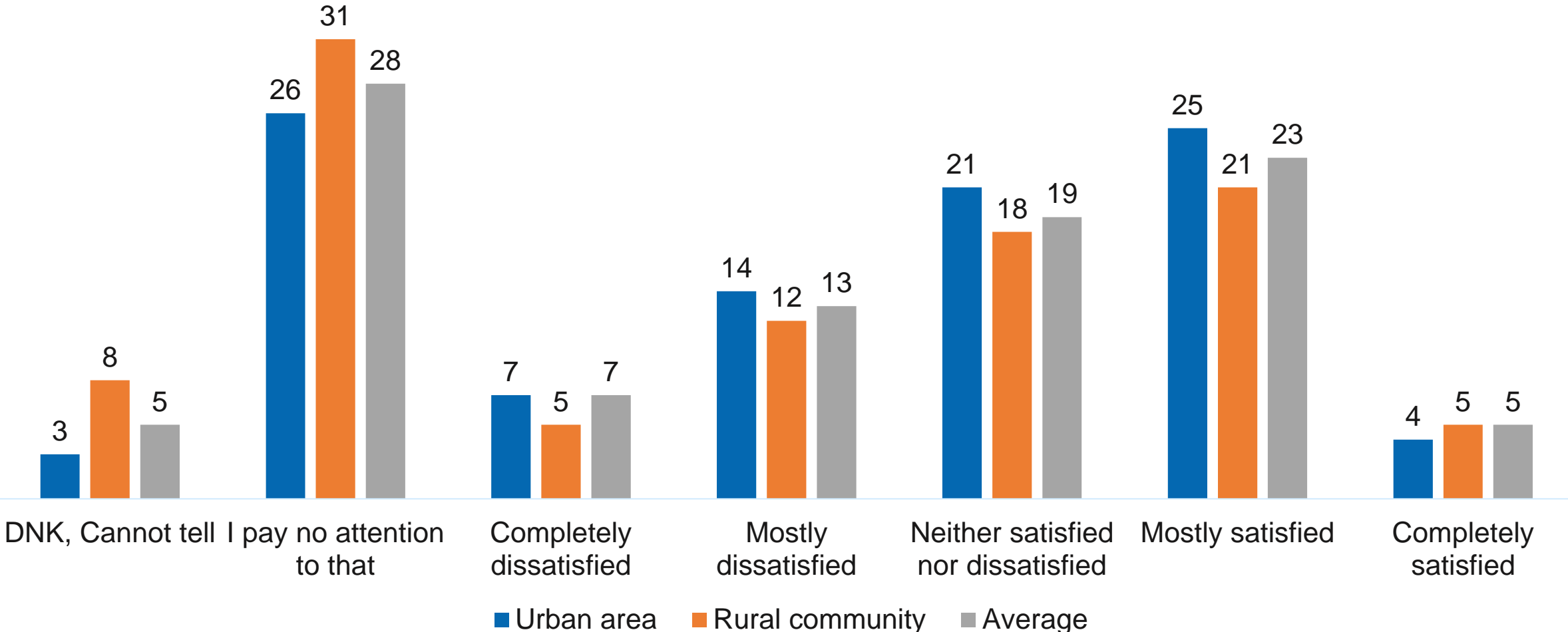
That he does not pay attention to the amount of information he receives when purchasing food above average is stated by the oldest respondents (65+ years old), while that he is mostly satisfied with the information about the food product above average is cited by respondents from 30 to 39 years.



Are you satisfied with the quantity of information you receive when purchasing food (nutritional value, ingredients, expiration date, origin, and the like)? (% by education)

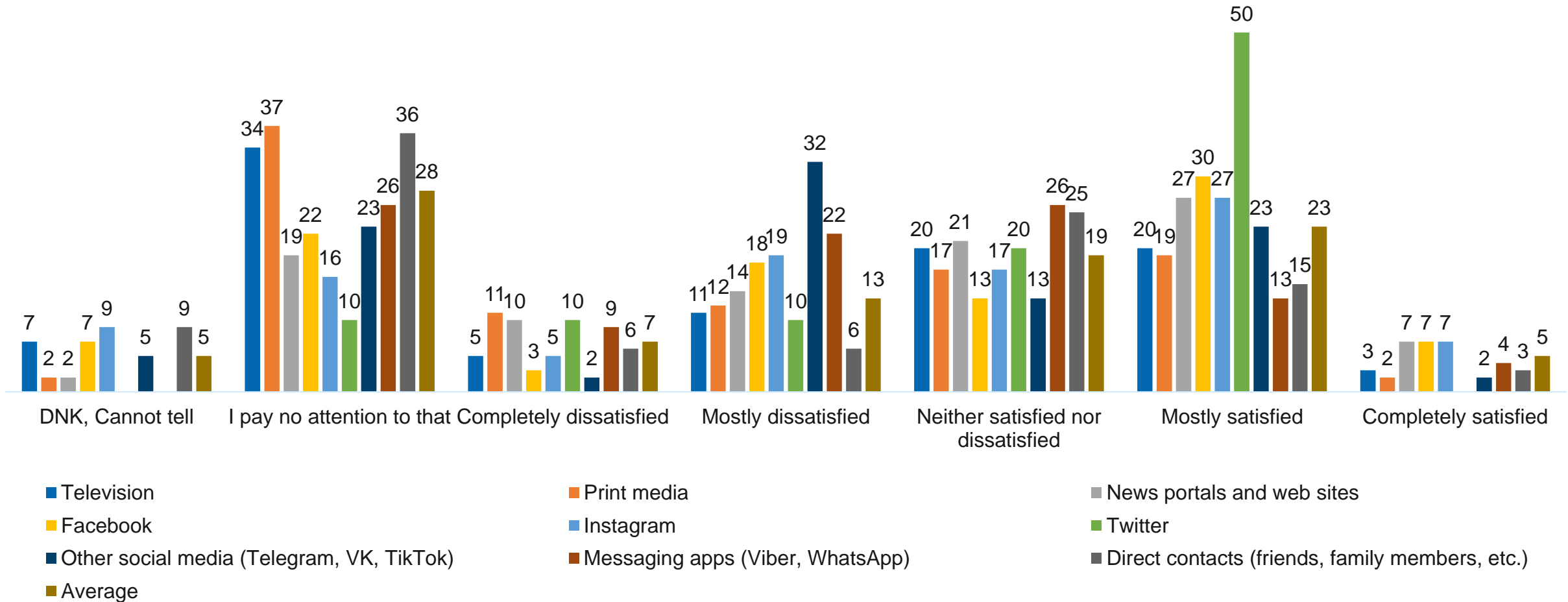


Are you satisfied with the quantity of information you receive when purchasing food (nutritional value, ingredients, expiration date, origin, and the like)? (% , by place of residence)

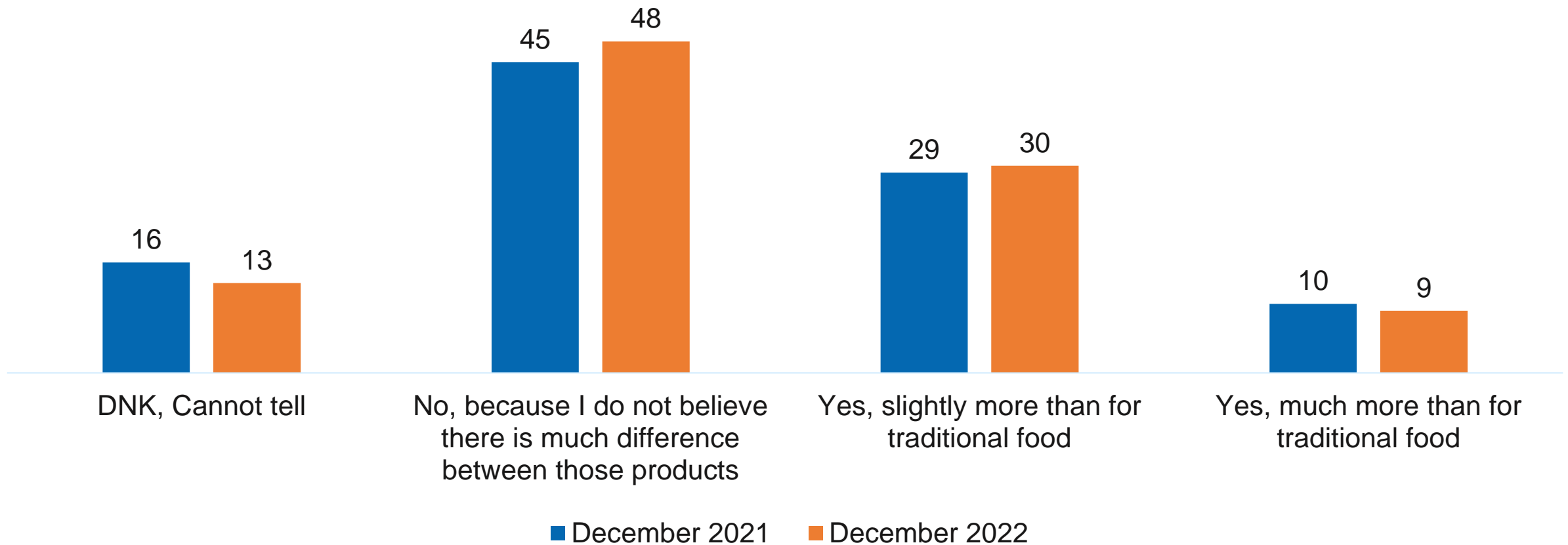


Are you satisfied with the quantity of information you receive when purchasing food (nutritional value, ingredients, expiration date, origin, and the like)? (% , according to the way of informing)

That he does not pay attention to the amount of information he has when buying above average is stated by those respondents who are most often informed through television.

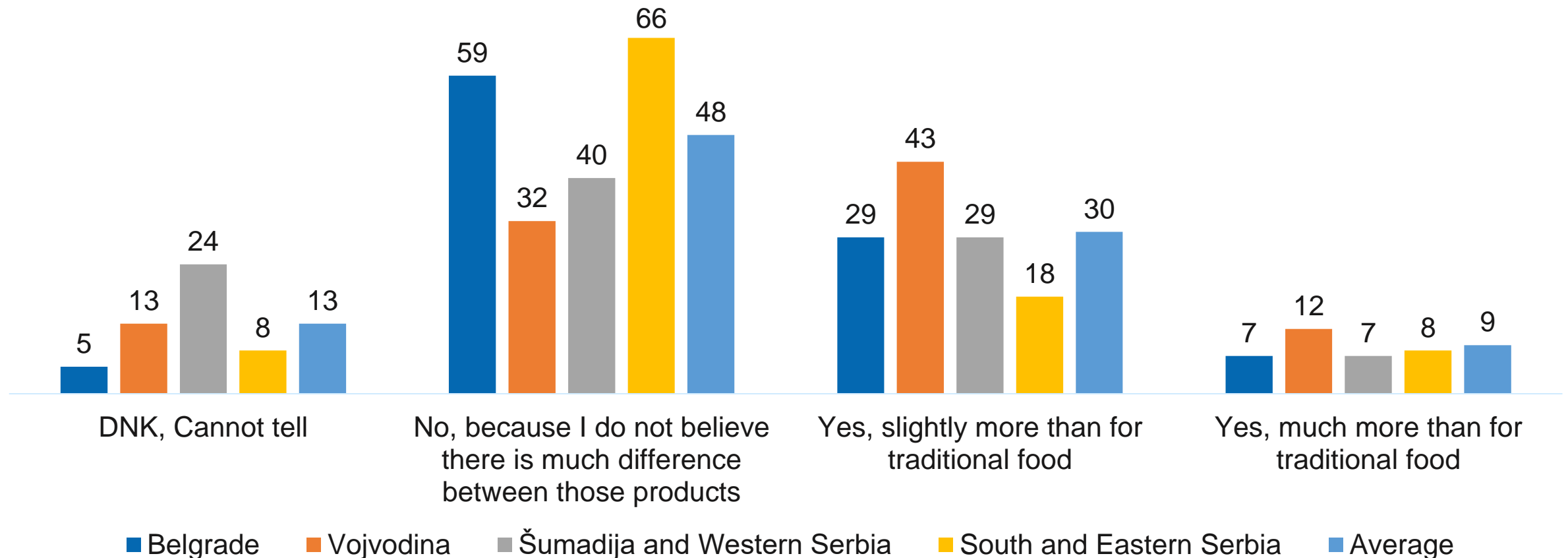


Would you be prepared to pay more for organic than for traditional food? (comparison with December 2021, in %)

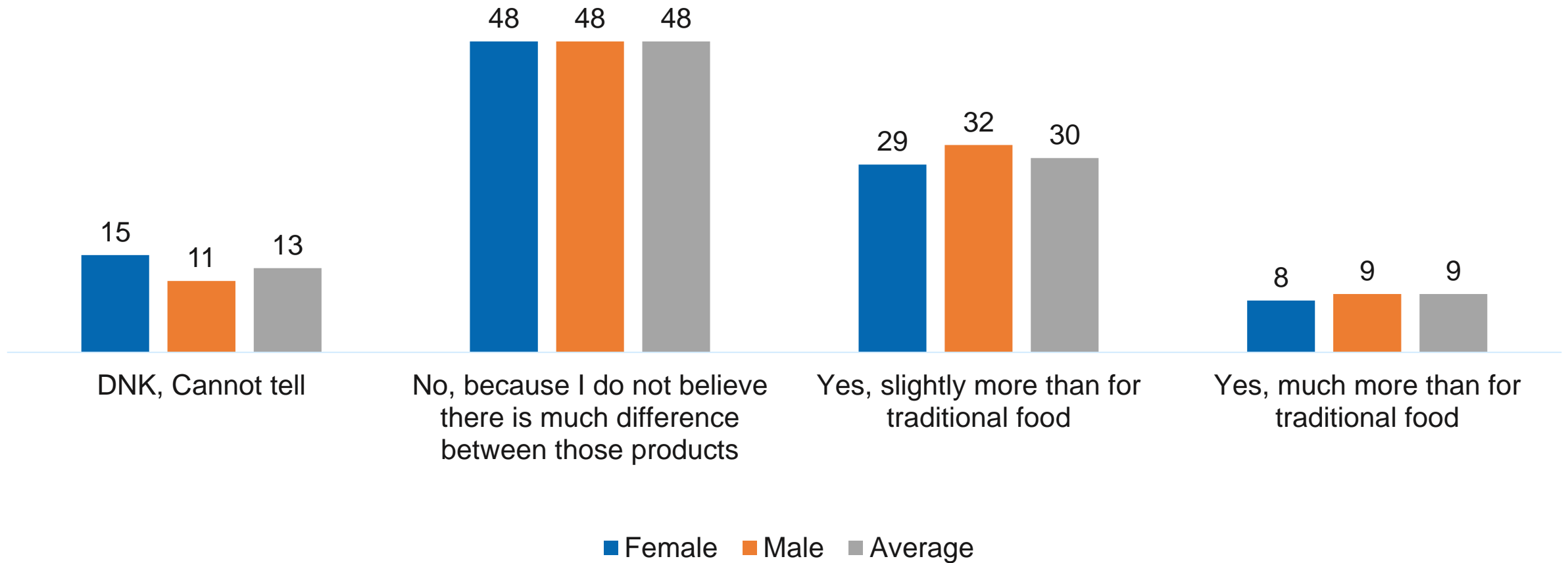


Would you be prepared to pay more for organic than for traditional food? (%, by region)

Respondents from Vojvodina above average state that they would be willing to pay slightly more for organic products than standard producers, while respondents from Belgrade, South and Eastern Serbia above average state that they would not pay for organic products anymore because they believe that there is not a big difference between products.

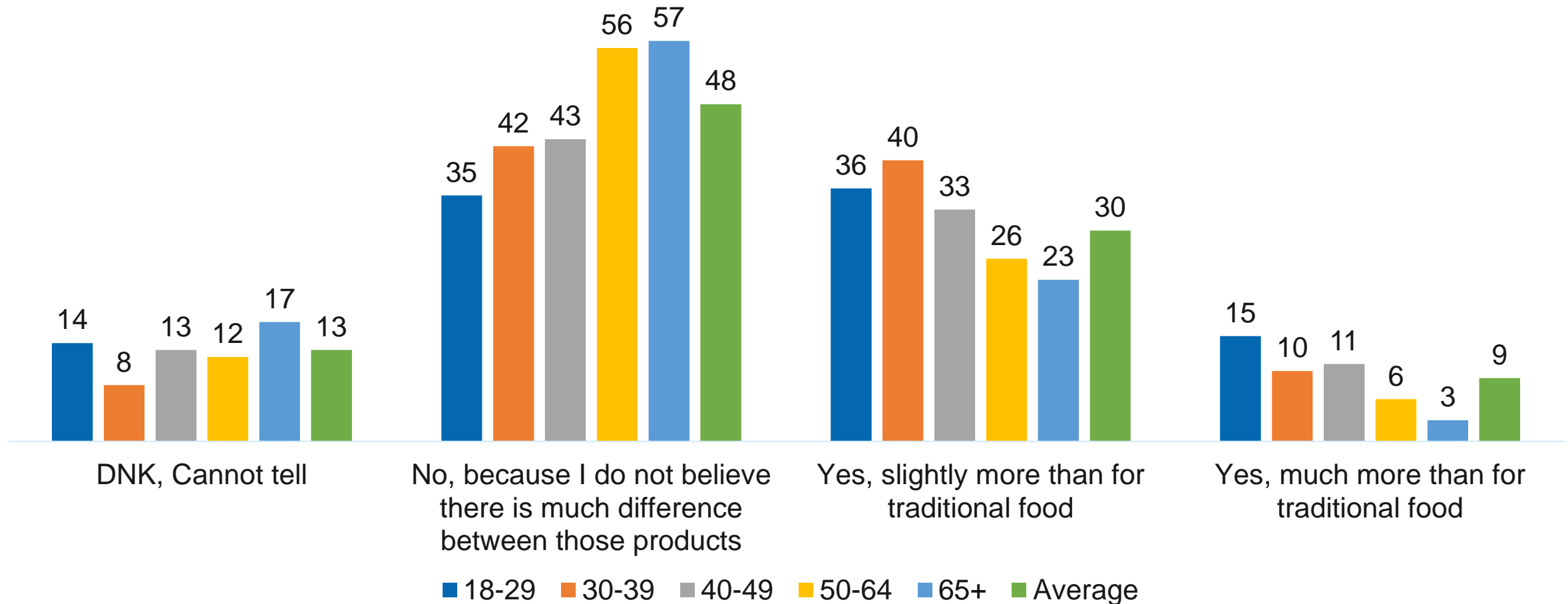


Would you be prepared to pay more for organic than for traditional food? (%, by gender)

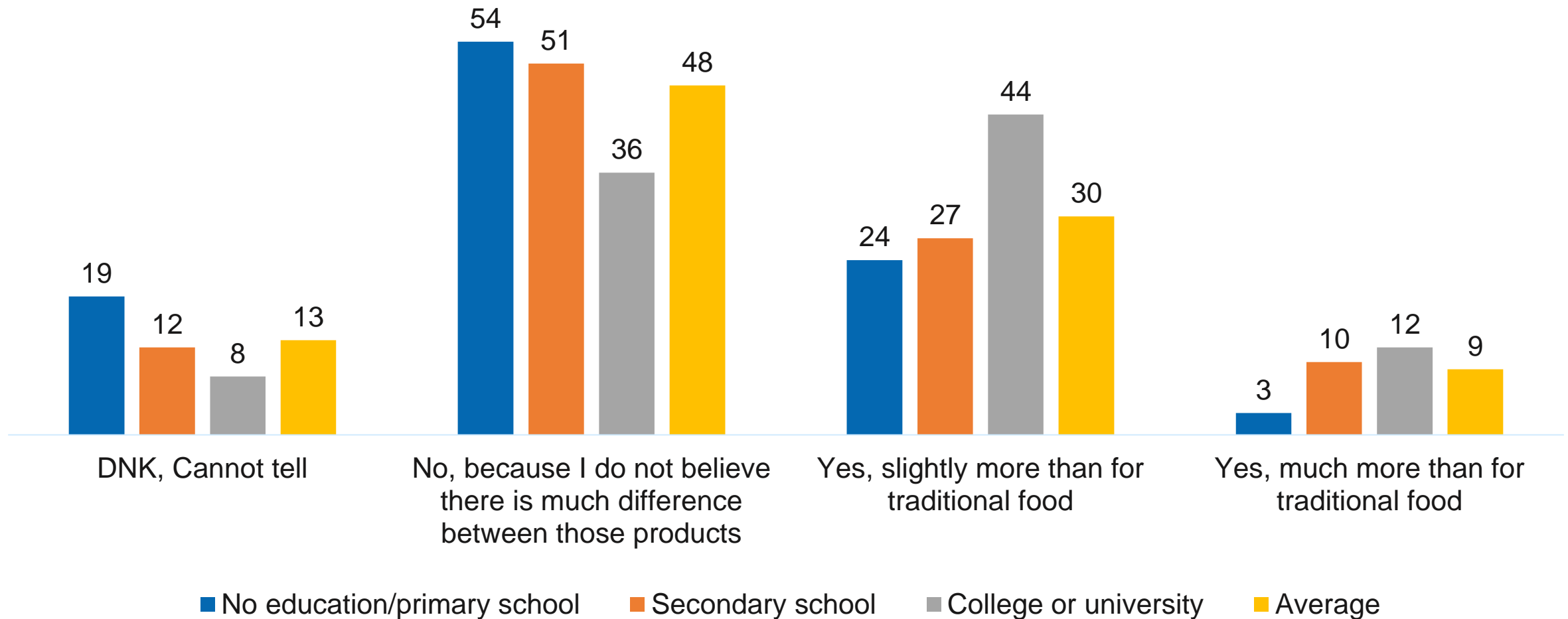


Would you be prepared to pay more for organic than for traditional food? (%, by age)

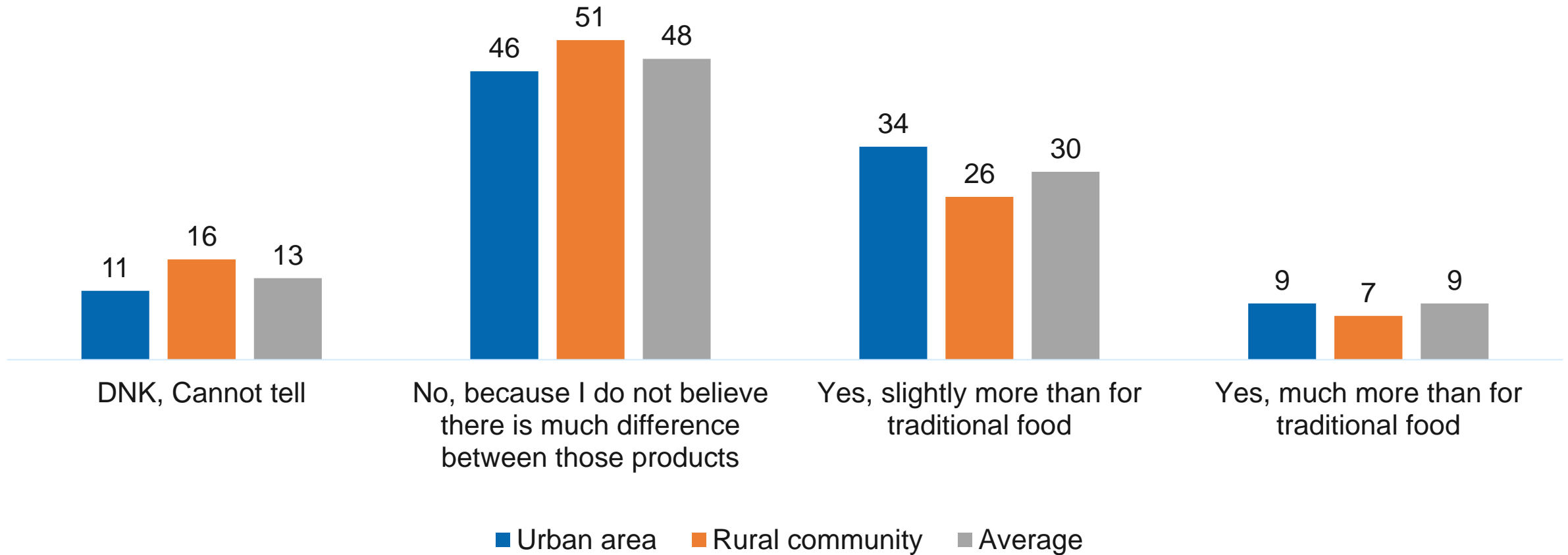
The youngest respondents above average report that they would pay significantly more for organic products than standard ones. On the other hand, the oldest respondents state that they would not pay for organic products more than standard products.



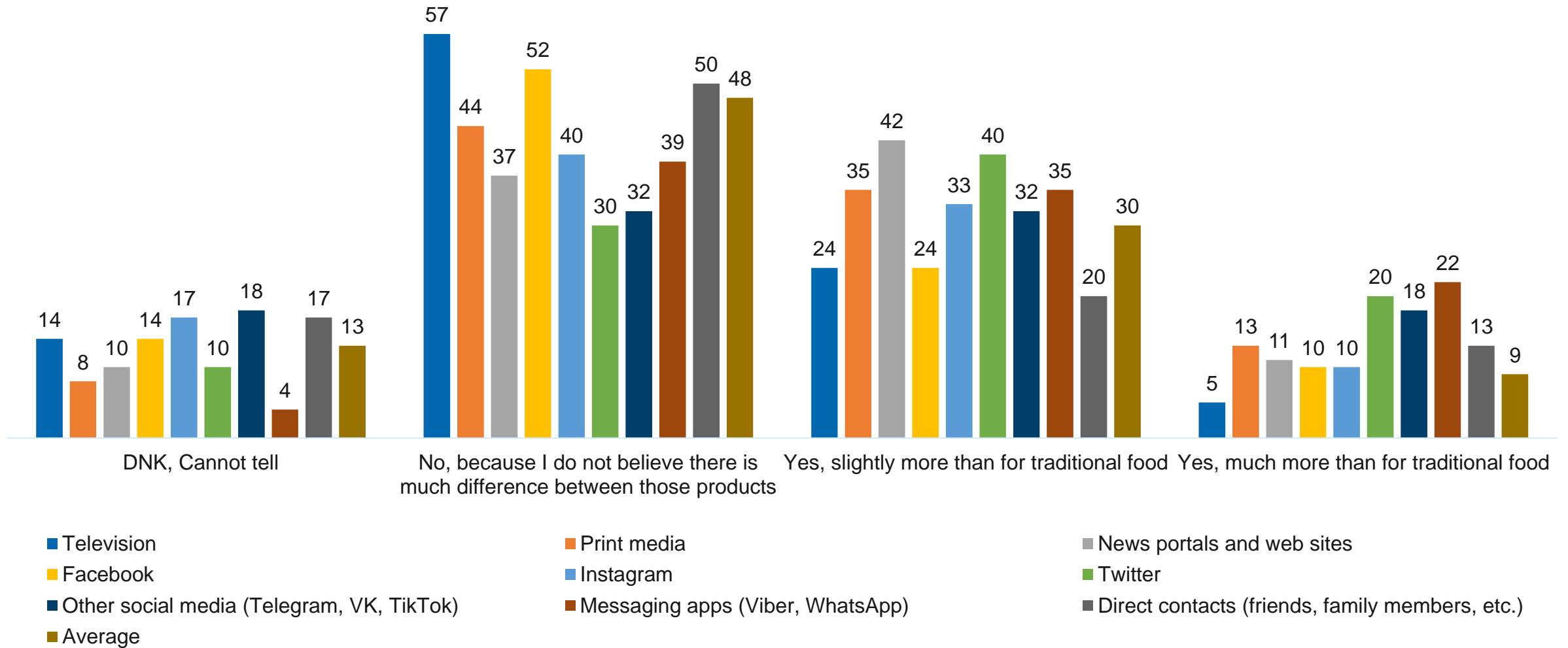
Would you be prepared to pay more for organic than for traditional food? (%, by education)



Would you be prepared to pay more for organic than for traditional food? (%, by place of residence)



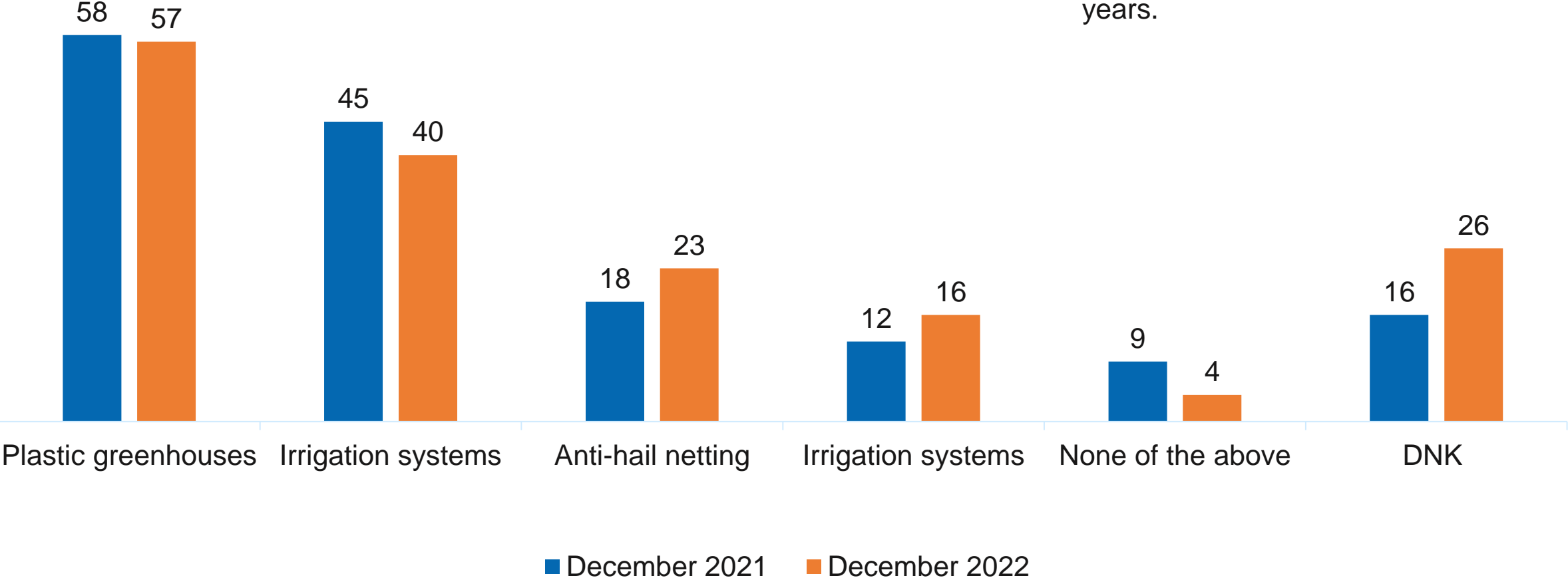
Would you be prepared to pay more for organic than for traditional food? (%, according to the way of informing)



Have you heard about food producers in your village having done/built any of the following? (% , MULTIPLE ANSWERS POSSIBLE, comparison with December 2021)



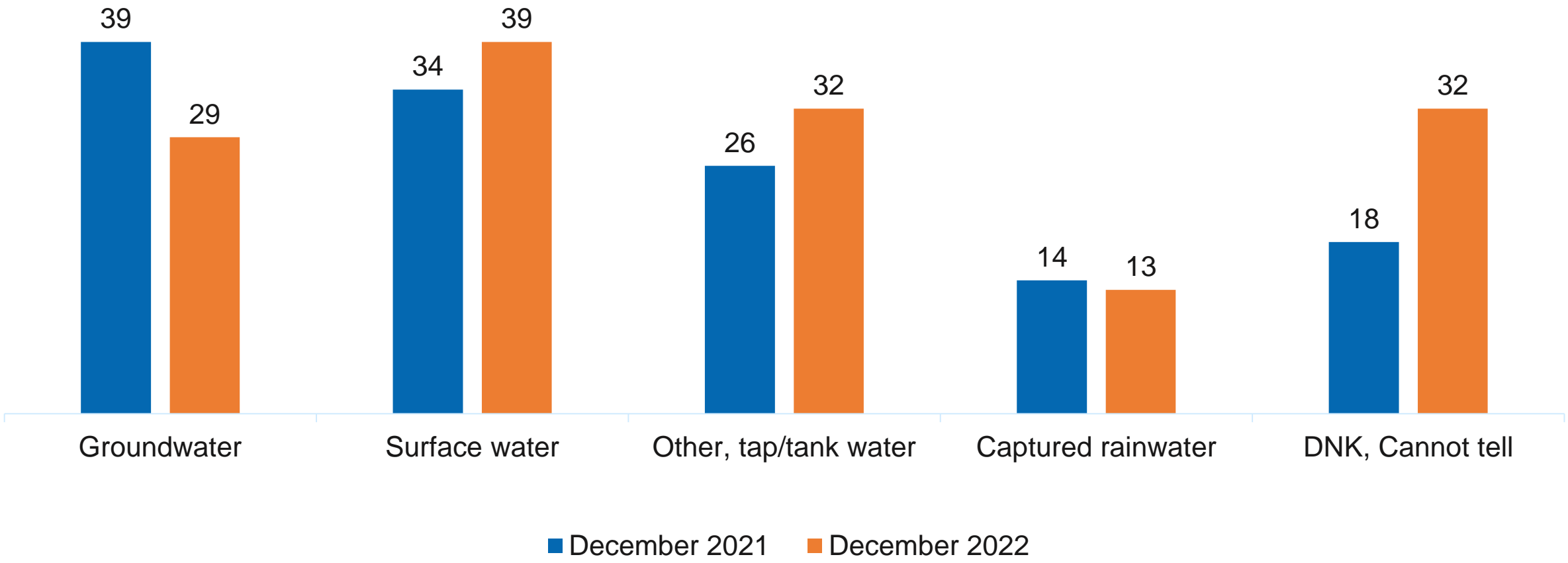
Compared to the previous research cycle in this research cycle, there was a slight increase in respondents who heard that food producers in their village had installed anti-hail nets and shading nets in the last five years.



To the best of your knowledge, what water sources do farmers use for irrigation? (% , MULTIPLE ANSWERS POSSIBLE, comparison with December 2021)



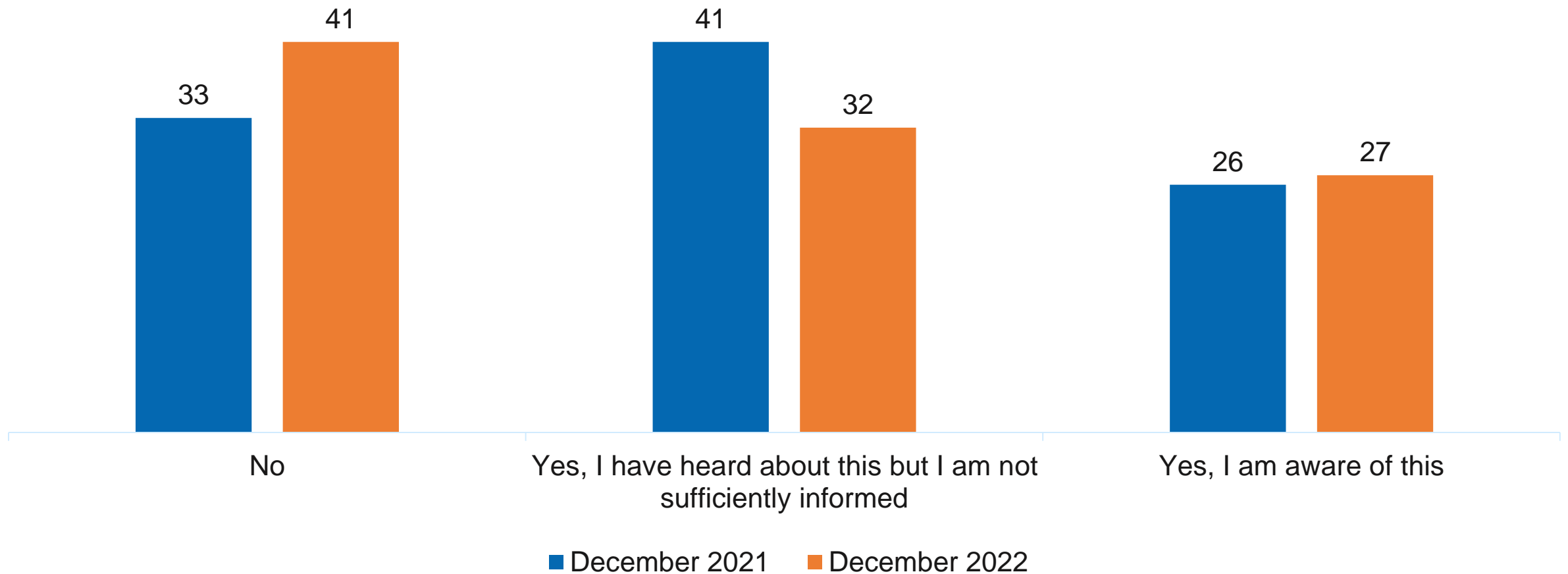
According to the knowledge of 39% of respondents, farmers in their locality use surface water for irrigation the most, compared to the previous research cycle, the percentage of these respondents increased by five percentage points. On the other hand, a slightly smaller percentage of respondents (32%) report that polygons use other sources such as water from six or cisterns, which is six percentage points higher than in 2021.



Have you heard of any decline in the quantity or quality of groundwater in the past ten years? (poređenje sa decembrom 2021. godine, u %)



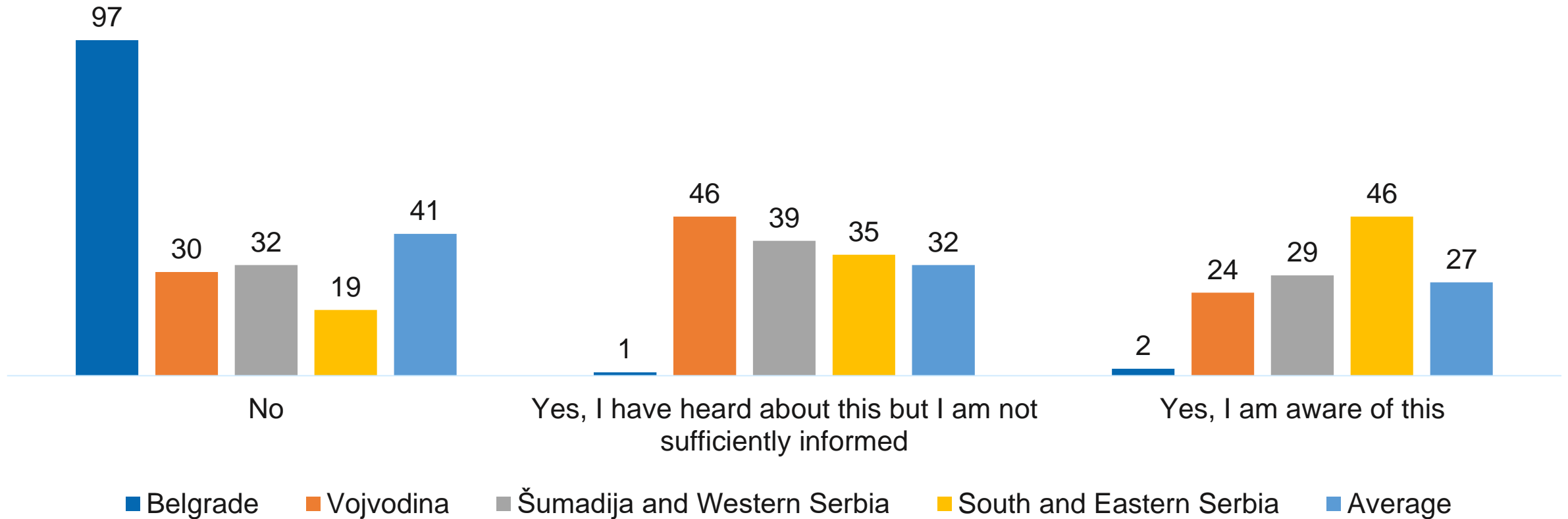
41% of respondents have not heard of declining groundwater or quality treatment in the last 10 years, which is eight percentage points less than the survey conducted in 2021.



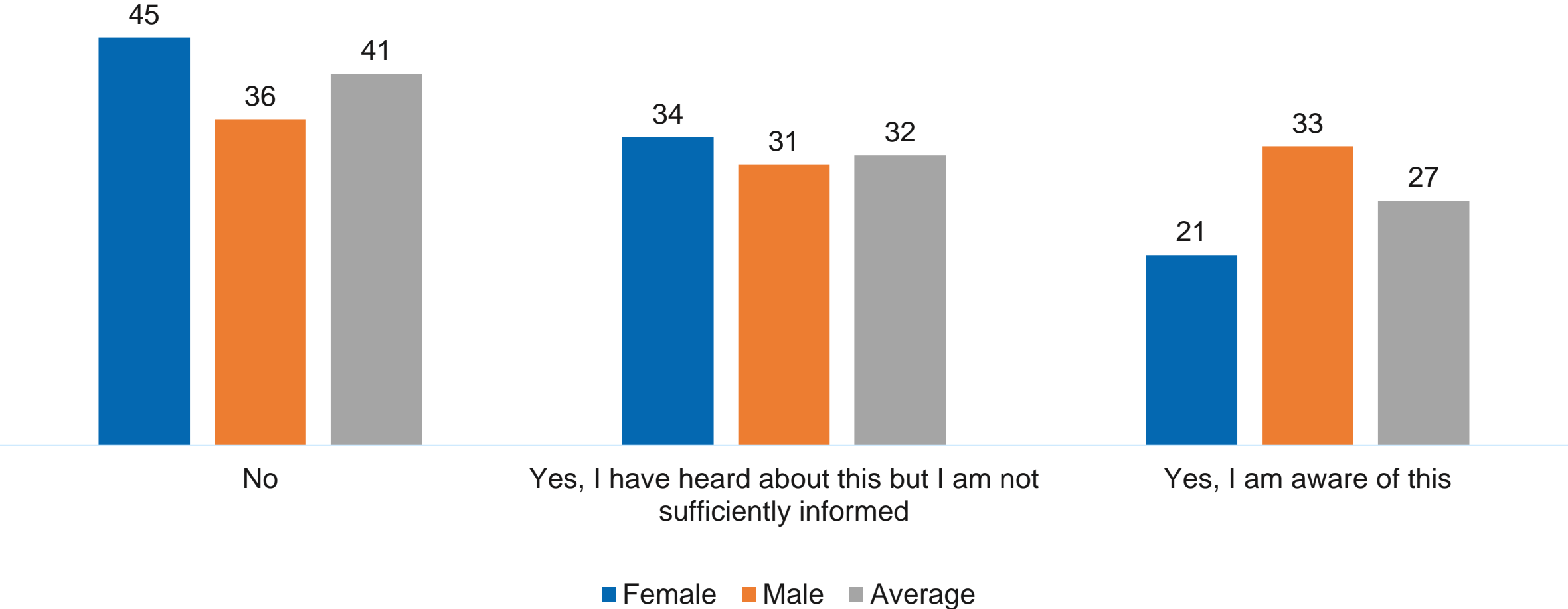
Have you heard of any decline in the quantity or quality of groundwater in the past ten years? (% , by region)



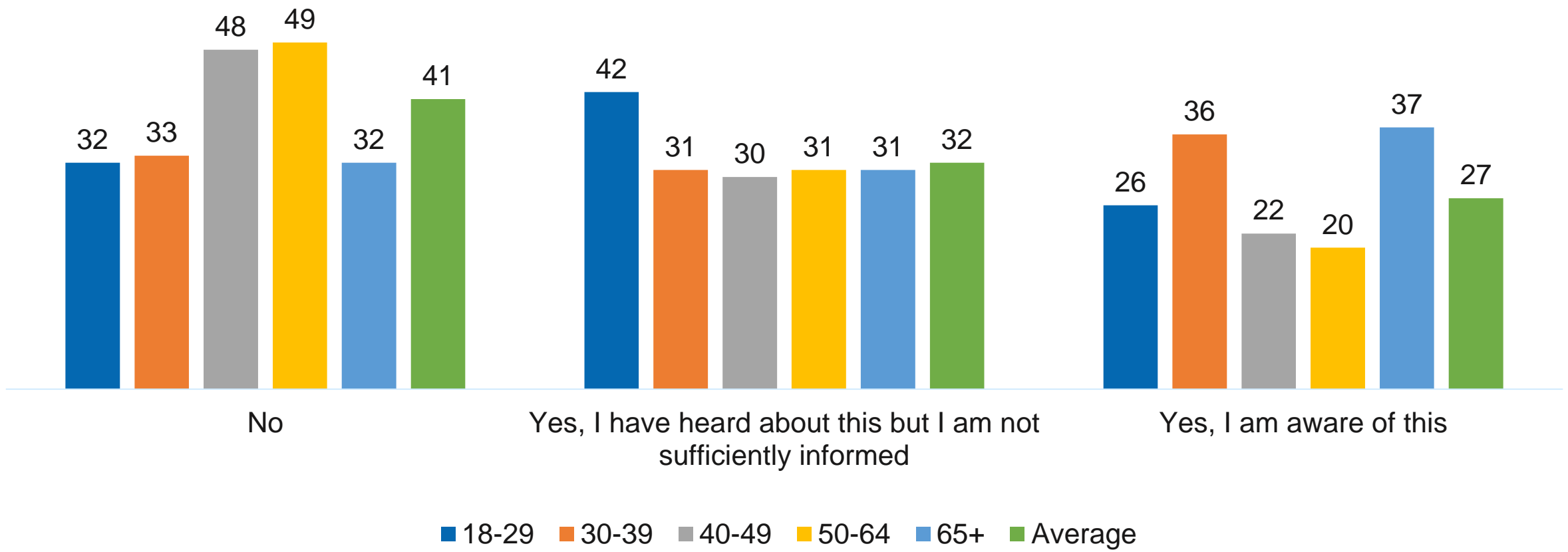
Respondents from Belgrade above average report that they have not heard of a decline in the amount of underground water or a decrease in quality in the last 10 years.



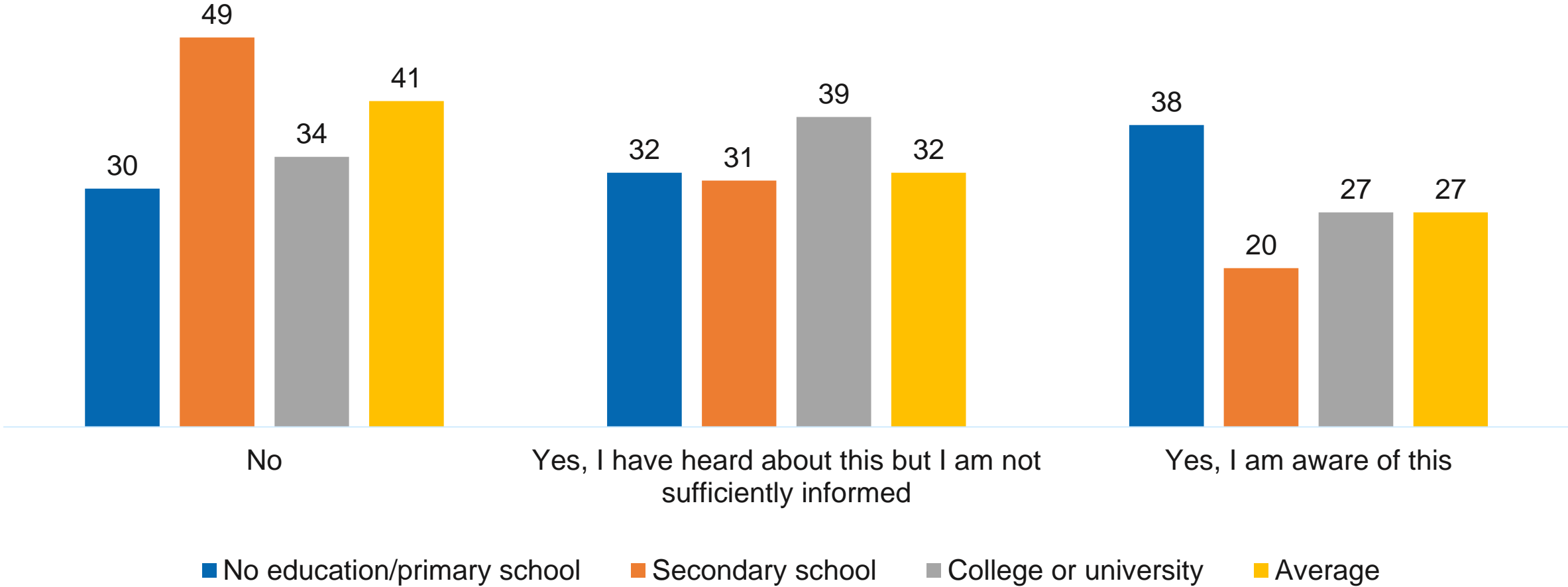
Have you heard of any decline in the quantity or quality of groundwater in the past ten years? (% by gender)



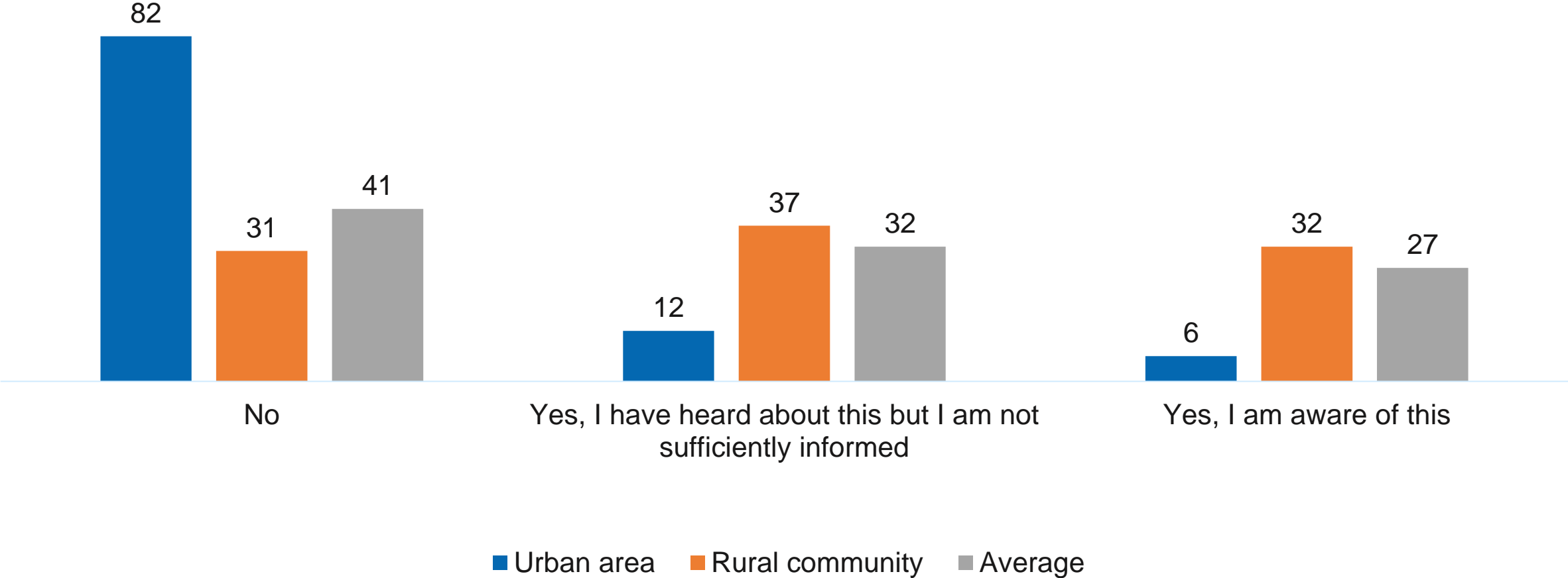
Have you heard of any decline in the quantity or quality of groundwater in the past ten years? (% by age)



Have you heard of any decline in the quantity or quality of groundwater in the past ten years? (% by education)



Have you heard of any decline in the quantity or quality of groundwater in the past ten years? (% , by place of residence)



Have you heard of any decline in the quantity or quality of groundwater in the past ten years? (% , according to the way of informing)

