## RESEARCH METHODOLOGY

<table>
<thead>
<tr>
<th>Data collection method National</th>
<th>Telephone and online interviews – CATI (Computer Assisted Telephone Interviews) and CAWI (Computer Assisted Web Interviews)</th>
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<tbody>
<tr>
<td>Duration of the questionnaire</td>
<td>2 time 20 minutes</td>
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<tr>
<td>Period of fieldwork</td>
<td>October 27 to November 07, 2021</td>
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<tr>
<td>Sample universe</td>
<td>Population of Serbia 18+</td>
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<tr>
<td>Sampling frame</td>
<td>Data from the Telephone Directory (Electronic), the 2011 Population Census and Statistical Estimates of the Population for year 2017 (CAPI) and IPSOS on-line panel database (CAWI)</td>
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<tr>
<td>Strata allocation</td>
<td>Proportional to Census 2011 data and estimated population dynamics</td>
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<tr>
<td>Sample Size</td>
<td>3057 joint section, 1540 first split, 1517 second split</td>
</tr>
<tr>
<td>Margin of error</td>
<td>+/- 1.6% on total sample, +/- 2.2% on splits</td>
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</tbody>
</table>
NATIONAL SAMPLE BREAKDOWN

Gender
- Male: 48
- Female: 52

Age
- 18-29: 19
- 30-39: 17
- 40-49: 16
- 50-65: 28
- 66+: 21

Education
- Elementary or less: 25
- Secondary: 56
- College, university: 19

Nationality
- Serb: 84
- Hungarian: 11
- Muslim/Bosniak: 23
- Other: 50

Region
- Belgrade: 27
- Central Serbia: 58
- Vojvodina: 42

Type
- Urban: 58
- Rural: 42
# RESEARCH METHODOLOGY - BELGRADE

<table>
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<td>Margin of error</td>
<td>+/- 1.6% on total sample, +/- 2.2% on splits</td>
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BELGRADE SAMPLE BREAKDOWN

Gender
- Male: 46
- Female: 54

Age
- 16-29: 17
- 30-44: 28
- 45-59: 23
- 60+: 32

Education
- Elementary or less: 16
- Secondary: 52
- College, university: 32

Type
- Downtown: 21
- Uptown: 58
- Suburbs: 21
In your opinion, which are the three areas in Serbia that are most important to you personally? Which one is in the first place, second place and the third place?

- Economic situation: 41
- Healthcare: 29
- Employment, creation of new job: 25
- Environmental protection: 24
- Education: 19
- Status of Kosovo: 14
- Prices of goods and services: 13
- National and personal security: 13
- Youth issues: 10
- Corruption: 10
- Respect of human rights: 10
- Rule of law: 5
- Development of infrastructure: 4
- Freedom of media: 4
- Agriculture: 4
- Standard of living: 3
- Regional stability: 3
- Increasing crime: 3
- Covid-19: 3
- European integration: 2
- Social policy/social protection: 1
- Gender equality: 1
- Electoral reform: 1
- Other: 3
- DK/RA: 3
Ecological concerns represent 4 of the top 6 local priority issues throughout the country. Ecology is the top local issue in Belgrade.

Thinking about YOUR CITY, in your opinion, which are the three areas in YOUR CITY that are most important to you personally that need to be improved? – UP TO THREE ANSWERS

- Health care: 36
- Traffic: 26
- Pollution: 25
- Waste management: 14
- Sewage: 13
- Litter: 12
- Corruption: 12
- Schools: 12
- Crime: 11
- Parking: 8
- Privatized Urban Development: 7
- Culture: 7
- Parks: 6
- Renovating buildings: 4
- Kindergarten: 4
- Playgrounds: 3
- Sport: 2
- Heating: 2
- Bad housing: 1
- Other: 28
- None: 1
- DK/RA: 3

**Belgrade**

- Pollution: 45
- Traffic: 43
- Health care: 32
- Sewage: 14
- Waste management: 14
- Schools: 13
- Corruption: 12
- Litter: 11
- Crime: 10
- Parks: 9
- Parking: 8
- Privatized Urban Development: 6
- Infrastructure in general (water supply, roads, bridges...): 6
- Culture: 5
- Renovating buildings: 4
- Kindergarten: 3
- Economy / Salary Increase / Employment: 3
- Bad housing: 2
- Playgrounds: 2
- Judiciary / Functioning of Institutions / Work of Municipality: 2
- Public transport: 2
- Utilities / city hygiene: 2
- Heating: 2
- Sport: 1
- Economic Development / Industry: 1
- Social program: 1
- Development and arrangement of settlements outside the center: 1
- Other: 4
- DK/RA: 2

**Serbia**
Air and river pollution stand out across the country

Pick the three environmental issues you are concerned with the most?

- Air pollution: 71%
- Pollution of rivers: 60%
- Pollution of soil: 44%
- Poor waste management: 37%
- Excessive and uncontrolled consumption of natural resources: 18%
- Climate change: 16%
- Natural disasters: 7%
- All of the above: 2%
- Other: 1%
- DK/RA: 0%

Belgrade

- Air pollution: 80%
- Pollution of rivers: 61%
- Waste and poor waste management: 35%
- Pollution of soil: 28%
- Deforestation: 23%
- Traffic/Traffic Density: 20%
- Climate Change: 9%
- Excessive and uncontrolled consumption of natural resources: 8%
- Lack of recycling options: 6%
- Natural disasters: 5%
- Other: 3%
- None of this worries me: 0%
- DK: 0%
Economic development and Environmental protection go hand-in-hand

Which statement do you agree with the most?

- Ecology is more important than the economy: 12
- Economy is more important than ecology: 10
- Ecology and economy go hand in hand: 76
- DK/RA: 2
Industry, coal power, traffic & stoves viewed as main polluters

Please name the 3 things that in your opinion are causing the air pollution?

- Industry: 59 votes
- Cars/traffic: 57 votes
- Coal power plants: 48 votes
- Coal and the wood stoves in private homes: 39 votes
- Dust caused by open construction sites: 16 votes
- Electricity power plants: 16 votes
- Food production: 10 votes
- Negligence/irresponsibility: 2 votes
- Everything influences: 1 vote
- Other: 5 votes
- DK/RA: 2 votes

Location: Belgrade, Serbia
Improper trash disposal seen as biggest waste management problem

<table>
<thead>
<tr>
<th>Problem</th>
<th>Serbia</th>
<th>Belgrade</th>
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</thead>
<tbody>
<tr>
<td>Lack of recycling</td>
<td>31</td>
<td>26</td>
</tr>
<tr>
<td>Lack of separate waste collection</td>
<td>25</td>
<td>19</td>
</tr>
<tr>
<td>Corruption</td>
<td>14</td>
<td>17</td>
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<tr>
<td>Landfill fires</td>
<td>10</td>
<td>13</td>
</tr>
<tr>
<td>Lack of infrastructure</td>
<td>9</td>
<td>10</td>
</tr>
<tr>
<td>Lack of awareness</td>
<td>7</td>
<td>7</td>
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<tr>
<td>DK/RA</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>No recycling</td>
<td></td>
<td></td>
</tr>
<tr>
<td>No separate collection</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Corruption</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Landfill fires</td>
<td></td>
<td></td>
</tr>
<tr>
<td>No infrastructure</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lack of information</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Irresponsibility/ insufficient civic awareness</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>All of the above</td>
<td></td>
<td>1</td>
</tr>
<tr>
<td>Other</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>DK</td>
<td></td>
<td>2</td>
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Climate change concerns high, biggest impact perceived on agriculture

Are you worried about climate change?

- Concerned
- Not concerned

What do you think are the effects of climate change on your personal life?

- Drought: 41
- Low yield from agriculture: 36
- Higher electricity bills for air-conditioning: 28
- Heat waves: 27
- Flooding: 25
- Forest fires: 22
- Health problems: 1
- Other: 2
- No effects: 8
- DK/RA: 2
Ecological Priorities | Key Takeaways

• Ecological concerns represent 4 of the top 6 local priority issues throughout the country, Ecology is the top local issue in Belgrade
• Economic development and Environmental protection go hand-in-hand
• Majority ready to combat environmental problems
• Concern for climate change and the environment cuts across all demographics
• Ecological issues are emerging as a national priority
Citizens want to be part of climate change solutions

How much do you agree with the following statements?

- **Climate change is a natural phenomenon, there is nothing we can do about it**
  - Disagree: 51
  - Agree: 48

- **Authorities should increase incentives / resources for those working to mitigate the effects of climate change**
  - Disagree: 10
  - Agree: 87

- **I will advocate for a greener environment and join initiatives that mitigate the effects of climate change**
  - Disagree: 8
  - Agree: 91

- **Climate change is only a consequence of industrial pollution**
  - Disagree: 27
  - Agree: 71

- **Recent global catastrophes are the result of climate change**
  - Disagree: 14
  - Agree: 82

- **The media exaggerates the problem of climate change, which is basically not a big deal**
  - Disagree: 58
  - Agree: 40

- **There are more important things / problems than climate change**
  - Disagree: 33
  - Agree: 65

- **Cutting down trees to make buildings is not a bad thing**
  - Disagree: 82
  - Agree: 16
Collaboration on environmental solutions should be cross-sectoral

With which other social and political organizations should green political actors collaborate?

- Farmers: 27
- State institutions: 24
- Environmental NGOs: 22
- Universities: 12
- Media: 11
- Trade unions: 10
- Big private companies: 10
- Human rights organizations: 9
- Other political parties: 7
- Small businesses: 7
- Government/ruling party: 3
- Citizens: 2
- Opposition parties: 1
- Everyone: 3
- Other: 3
- None: 1
- DK/RA: 21
In your opinion, who should take the lead in improving the environmental conditions in Serbia?

- Government: 46
- Citizens: 24
- Local authorities: 17
- CSOs: 3
- Industry: 2
- Private sector: 1
- Opposition parties: 1
- Foreign investors: 0
- Other: 5
- DK/RA: 2

In your opinion, who should take the lead in improving the environmental conditions in Belgrade?

- The Belgrade City Administration: 35
- The Serbian Government: 26
- Municipality: 13
- Citizens themselves: 11
- CSOs: 3
- Ecology experts: 2
- Private sector: 2
- Foreign investors: 1
- Industry: 1
- Opposition: 1
- Other: 2
- All together: 1
- DK/RA: 2
Citizen behavior critical to solving environmental issues

In your opinion, who is mostly hindering the improvement of the environmental conditions in Serbia?

Citizens: 36
Government: 20
Industry: 10
Foreign investors: 7
Local authorities: 6
Private sector: 5
Opposition parties: 2
CSOs: 1
EU: 1
China: 1
Other: 3
DK/RA: 7

In your opinion, who is mostly hindering the improvement of the environmental conditions in Belgrade?

Citizens themselves: 25
The Serbian Government: 19
The Belgrade City Administration: 14
Industry: 6
Foreign investors: 6
Private sector: 5
Opposition: 4
Municipality: 3
EU: 1
China: 1
Local civic organizations: 0
Everyone is disturbing: 3
Other: 4
DK/RA: 8

Belgrade
Citizens want enforced regulations

Choose up to three statements that are closest to your opinion:

- The Government should make recycling obligatory: 44
- Plastic bags should be banned: 40
- Violations of local environmental protection laws should have harsher penalties: 39
- Economy can grow in a way that doesn't harm the quality of air, water, food: 36
- I am willing to do more to recycle my garbage: 28
- Local environmental protection laws are good, but not enforced: 22
- I am willing to pay more to have better waste management: 15
- I am ok with a stagnating Serbian economy if it means improved quality of air, water, and food: 12
- DK/RA: 2
Majority of citizens have taken measures to protect against temperature rise

Did you take any measures to protect you and your family against the rise of temperature in Serbia?

- I installed air conditioning: 40
- I planted extra trees and plants for shade: 31
- I installed external blinds: 31
- I painted the exterior walls with light paint/insulated the walls with reflective material: 20
- I put up sun curtains/canvases for shade: 19
- I would like to, but could not afford those changes: 15
- I installed fans on the ceiling/I bought mobile fans: 10
- Other: 2
- None of the above / I have no problem with heat waves: 8
- RA: 0

Did you take any measures to protect you and your family against the rise of temperature in Serbia?

- I installed air conditioning: 55
- I installed external blinds: 34
- I painted the exterior walls with light paint/insulated the walls with reflective material: 26
- I planted extra trees and plants for shade: 26
- I put up sun curtains/canvases for shade: 18
- I installed fans on the ceiling/I bought mobile fans: 12
- I would like to, but could not afford those changes: 12
- Other: 2
- None of the above / I have no problem with heat waves: 6
- Refuse to answer: 0
Majority supports moderately higher electricity costs

Are you willing to pay more for electricity in order to produce electricity that would create less pollution?

- Yes, if the price would be reasonable
- Yes
- No

Belgrade

Serbia
Widespread desire to change electricity supply conditioned by cost of renewable energy

Would you be willing to change your electricity supply to 100% renewable energy even if it means that it is more expensive?

- Yes, only if the price is reasonable
- Yes
- No

Survey results:
- Yes, only if the price is reasonable: 12
- Yes: 62
- No: 22
Most citizens support Low Emissions Zones in Urban Areas

Some cities in the Western Europe have installed so-called Low Emission Zones banning older, more polluting cars from entering the city to reduce air pollution. Would you support the introduction of such Low Emission Zones in areas where pollution already might be high (such as Belgrade, Bor, Loznica, etc.)?

- Yes, but only if plan includes other issues I care about
- Yes
- No

Some cities in the Western Europe have installed so-called “Low Emission Zones” banning older, more polluting cars from entering the city to reduce air pollution. Would you support the introduction of such “Low Emission Zones” in Belgrade?

- Yes, but only for the municipalities in the center
- Yes
- No

Serbia

Belgrade

50
22
25

48
24
25
Citizens are ready to contribute to waste management

Pick three things you would be personally ready to do to improve the environment in Serbia, which you are not already doing?

- Recycling
- Planting trees
- Not using plastic bags
- Reduce waste
- Stop throwing waste in nature
- Participate in actions to clean green areas
- Buy a new car that is less polluting
- Changing house heating
- Encourage my kid to elect ecology
- Reduce wasting water in my household
- Change my source of electricity
- Stop running water when brushing my teeth
- Change my job
- Other
- DK/RA
No definitive reason for not taking additional action

What is preventing you from taking these actions already?

- Money/ not able to (switch to different type of heating, buy a newer car...) 15
- No bins for recyclable items/ no place for disposal/ bad infrastructure/ no place to plant 8
- No organized actions/ no stimulation/ the government neither controls nor provides the... 8
- I’m too busy 4
- Ignorance/ other people’s awareness/ other people don’t do that 4
- Illness/ old age 4
- Negligence/ laziness/ irresponsibility/ bad habits 3
- I do all that (almost)/ nothing prevents me/ I do what I can 15
- Other 5
- DK/RA 31
Personal income/government regulation can drive environmental action

What would motivate you to do these actions?

- Higher salary: 24
- That the state makes sure that all citizens without exceptions perform action aimed: 19
- The government giving the good example: 16
- Subsidies from the state: 16
- Infrastructure that would allow this: 16
- Higher fines: 12
- My friends doing this: 11
- Huge fines: 8
- Public awareness campaign: 6
- More information about the consequences if I would not be doing this: 5
- Financial support through banks: 4
- To see the effects/ cleaner environment/ to have benefits: 4
- Public figures I care about giving the example: 3
- To have bins for recyclable items/ to stop selling plastic bags: 2
- Job reorientation: 2
- Greater engagement of all: 2
- To be less busy/ to be of better health: 1
- I’m already doing it: 3
- Other: 4
- Nothing: 0
- DK/RA: 9
Half of the population uses wood for heating, in Belgrade 1/3 central heating

What do you use for heating?

- Wood: 46
- Central heating: 19
- Electricity: 14
- Gas: 10
- Pellets: 6
- Coal: 4
- Trash: 0
- Other: 1
- Refuse to answer: 0

- Central heating: 37
- Electricity: 26
- Wood: 18
- Gas: 7
- Pellets: 7
- Coal: 5
- Trash: 0
- Other: 1
- DK/RA: 0

Serbia

Belgrade
Roughly every tenth citizen in Serbia burns trash

Do you burn trash?

- Yes, because I don't know where to get rid of it: Serbia - 7, Belgrade - 3
- Yes, because it is cheaper: Serbia - 1, Belgrade - 1
- No, I don't have a place where I can burn it: Serbia - 3, Belgrade - 2
- No, it is bad for the environment: Serbia - 20, Belgrade - 16
- No: Serbia - 69, Belgrade - 78
- Refuse to answer: Serbia - 0, Belgrade - 0
Financial assistance required for changing heat source

What would convince you/help to change your heating source?

Price of the heating source
- Serbia: 37
- Belgrade: 36

Subsidies for a new installation
- Serbia: 33
- Belgrade: 26

Smart metering
- Serbia: 19
- Belgrade: 22

Possibility of gas supply
- Serbia: 1
- Belgrade: 1

Bigger personal income
- Serbia: 1
- Belgrade: 1

Solar energy/solar panels
- Serbia: 3
- Belgrade: 2

Other
- Serbia: 3
- Belgrade: 2

Nothing/I wouldn't change anything
- Serbia: 9
- Belgrade: 11

DK/RA
- Serbia: 13
- Belgrade: 13
Nearly two-thirds would buy an electric car if made affordable

Would you consider buying an electric car?

- Yes
- Yes if the price would be affordable
- Yes if the state would cover the difference in price between electric car and classic car
- Yes if there were enough charging places
- Yes, because it's good for the environment
- No
- DK/RA

**Serbia**

- Yes: 10
- Yes if the price would be affordable: 26
- Yes if the state would cover the difference in price between electric car and classic car: 20
- Yes if there were enough charging places: 6
- Yes, because it's good for the environment: 5
- No: 30
- DK/RA: 3

**Belgrade**

- Yes: 13
- Yes if the price would be affordable: 28
- Yes if the state would cover the difference in price between electric car and classic car: 17
- Yes if there were enough charging places: 6
- Yes, because it's good for the environment: 5
- No: 30
- DK/RA: 2

**Location:** Belgrade, Serbia
Majority of Belgraders use public transportation

What kind of transportation do you use? BELGRADE

- Public transport: 50
- Car: 35
- On foot: 10
- Bicycle: 2
- Motorcycle: 1
- Train: 0
- Other: 2
- DK/RA: 0
Conditional support for banning older cars

In your opinion, should Serbia make the import of cars older than 15 years illegal as a measure to combat air pollution?

- No
- Yes if the government would give subsidies for buying cars younger than 15 years

Belgrade

- No
- Yes
- Yes if the government would give subsidies for buying cars younger than 15 years

Serbia

- No
- Yes
- Yes if the government would give subsidies for buying cars younger than 15 years
Majority believe forestation, use of renewables are best ways to improve environment

Pick three things you think would improve the situation with the environment?

- Forestation: 64
- Use of renewable energy sources (solar, wind, thermal): 49
- Insulation (better windows, better insulation of walls), led lights, etc.: 33
- Phazing out coal: 29
- More use of electric cars: 18
- Replacing heating and cooking stoves: 9
- It is not needed to take these measures, Serbia is already doing great when it...: 5
- It is not needed to take these measures, it is better to adapt to the new reality: 4
- Other: 3
- Don’t know: 2
Re-training for green jobs are alternative paths for workers in polluting industries

Assuming Serbia chooses to phase out polluting industries (coal mining, steel mills, heavy industry), what would be the best plan to help the workers?

- Build new, clean industry and re-employment: 37
- Reeducate the workers to have different jobs: 27
- Help them to develop small businesses: 10
- Move public services to areas where there was heavy industry: 8
- Special retirement: 7
- Other: 4
- None of the above: 1
- Don't know: 7
Solutions and Policies  |  Key Takeaways

• Citizens support Low Emissions Zones, moderate increase in electric costs, banning older vehicles
• Money and enforcement are motivators for change
• Citizens are ready to contribute to a solution for waste management through recycling, switching to electric vehicles, and changing their heat source
• Re-training for green jobs seen as alternative paths for workers in polluting industries
HVALA NA PAŽNJI

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