

## CROSS SURVEY ON CONSUMERS – ITALY/FINLAND/SERBIA

Below are the cross-referenced results of the questionnaires administered to 500 people within the three national contexts, as well as highlights of any differences or characteristic elements.

### Demographics

In all three countries the sample to which the questionnaire was administered appears to be homogeneous in terms of gender (50% male and 50% female). There are some outliers in Italy and Finland, probably the result of typos.

GENDER								
		ITALY		FINLAND		SERBIA		
		Frequency	Percent	Frequency	Percent	Frequency	Percent	
Valid	men	239	47,8	253	50,8	241	48,2	
	women	260	52,0	245	48,8	259	51,8	
	other	1	0,2	2	0,4			
	Total	500	100,0	500	100,0	500	100,0	

In Italy the youngest respondents are just 21% compared to Finland and Serbia where they are 32% and 36% respectively. In Italy the most represented group is the over 50s (43.4%) as well as in Finland (38.6%); while in Serbia the over 50s account for 31.8%.

AGE								
		ITALY		FINLAND		SERBIA		
		Frequency	Percent	Frequency	Percent	Frequency	Percent	
Valid	18-35	105	21,0	160	32,0	181	36,2	
	36-50	178	35,6	147	29,4	160	32,0	
	51-65	217	43,4	193	38,6	159	31,8	
	Total	500	100,0	500	100,0	500	100,0	

In Serbia no element of the sample seems to have no education at all and very low is also the percentage of those who have only primary education (0,8%); instead in Italy and Finland those who have primary education are above 10%. The majority of the respondents belong to those with higher education with 57.4% and 54% respectively, while in Serbia this range is only 44%. It is interesting to note the large gap in higher education between Serbia (where it is well above 50%) and the other two countries where it is below 40%.

EDUCATIONAL QUALIFICATION								
		ITALY		FINLAND		SERBIA		
		Frequency	Percent	Frequency	Percent	Frequency	Percent	
Valid	without education	5	1,0	1	0,2			
	primary education	60	12,0	54	10,8	4	0,8	
	secondary education	287	57,4	270	54,0	221	44,2	
	higher education	148	29,6	175	35,0	275	55,0	
	Total	500	100,0	500	100,0	500	100,0	

Even in the area of residence there is a strong gap between Serbia, where the majority (75%) live in urban areas, and Italy and Finland, where 57% of the population lives in urban areas. In the latter two countries the percentage of those living in rural areas is important (around 18%), much lower in Serbia (around 10%).

		AREA OF RESIDENCE					
		ITALY		FINLAND		SERBIA	
		Frequency	Percent	Frequency	Percent	Frequency	Percent
Valid	Urban	288	57,6	287	57,4	377	75,4
	Suburban	119	23,8	127	25,4	70	14,0
	Rural	93	18,6	86	17,2	53	10,6
	Total	500	100,0	500	100,0	500	100,0

As far as income is concerned, the majority of respondents who are below average are in Serbia (45%), while in Italy and Finland the percentage in the same bracket is much lower (30-31%). The bracket in line with the average sees a substantial equality between Italy and Serbia (26% and 23%) while Finland is lower at 16%. In the above-average income bracket, Italy and Finland are higher and in line with each other at over 30%, while Serbia is lower at 17%. About 10-15% in all three areas do not indicate their income bracket.

		AVERAGE NET ANNUAL INCOME					
		ITALY		FINLAND		SERBIA	
		Frequency	Percent	Frequency	Percent	Frequency	Percent
Valid	below national average	152	30,4	159	31,8	228	45,6
	equal or similar n. average	133	26,6	82	16,4	118	23,6
	above national average	160	32,0	179	35,8	88	17,6
	not indicate	55	11,0	80	16,0	66	13,2
	Total	500	100,0	500	100,0	500	100,0

## Awareness

With regard to the information on the subject and on the operations concerning separate collection, it is immediately evident that Italy and Finland appear to be better informed than Serbia: in fact, those who declare themselves to be very well informed are respectively 33% in Italy, 30.4% in Finland and only 16.7% in Serbia. More or less in line is the group of those who consider themselves fairly well informed, with a percentage ranging from just over 60% to 55% in Serbia. Even in the case of those who are not very well informed there is an important gap between Italy (5.6%) and Finland (10.6%) on the one hand, and Serbia (28%) on the other. Very low percentages in all three countries for those who have no information at all.

INFORMED ABOUT SEPARATE WASTE COLLECTION							
		ITALY		FINLAND		SERBIA	
		Frequency	Percent	Frequency	Percent	Frequency	Percent
Valid	very informed	165	33,0	152	30,4	84	16,7
	enough informed	305	61,0	284	56,9	275	55,0
	not very informed	28	5,6	53	10,6	140	28,0
	not informed at all	2	0,3	11	2,1	1	0,3
	Total	500	100,0	500	100,0	500	100,0

Looking at the sources of information, i.e. where the main news and information flow about separate collection comes from, it can be seen that in all three countries there is a fairly even distribution of information sources with slightly higher percentages for packaging and carton packaging, media and social media.

		ITALY		FINLAND		SERBIA	
		Responses		Responses		Responses	
		N	Percent	N	Percent	N	Percent
Info(a)	friends	57	3,8%	66	5,0%	140	9,2%
	family	130	8,8%	90	6,8%	87	5,8%
	Neighbours	38	2,6%	20	1,5%	30	2,0%
	Social media and internet	138	9,3%	133	10,0%	357	23,6%
	product packaging	235	15,8%	261	19,6%	217	14,3%
	label	272	18,3%	256	19,3%	261	17,2%
	local company	235	15,8%	173	13,0%	58	3,8%
	Media	150	10,1%	172	12,9%	289	19,1%
	training and education	194	13,1%	76	5,7%	27	1,8%
	consumers association	34	2,3%	69	5,2%	45	3,0%
other	1	0,0%	15	1,2%	4	0,3%	
Total		1.483	100,0%	1.332	100,0%	1.514	100,0%

If we look at the degree of confidence the population has in exactly which materials can be sorted and which cannot, we see that all three countries have around 14% of the sample saying they are extremely confident. While those who are quite safe are between 43% and 47% in Italy and Finland, they fall to around 35% in Serbia. There is also a gap between those who are neutral in the first two countries and those who are less than 30%, while in Serbia they are just over 40%. Low percentages for those with little or no confidence in all areas.

CONFIDENCE ON MATERIALS THAT CAN BE SORTED							
		ITALY		FINLAND		SERBIA	
		Frequency	Percent	Frequency	Percent	Frequency	Percent
Valid	extremely confident	73	14,6	73	14,7	73	14,6
	enough confident	218	43,5	236	47,1	174	34,9
	neutral	143	28,5	139	27,8	201	40,2
	little confident	53	10,6	46	9,2	28	5,7
	not confident at all	14	2,8	6	1,2	23	4,6
	Total		500	100,0	500	100,0	500

If we investigate how much importance the citizens give to a correct separate collection, we see that in Italy there seems to be a greater sensibility than in the other two countries: 67,2% give a lot of importance to the separate collection, while in Finland we are at 41% and in Serbia we are at 37%. It is interesting to note that in Italy the percentage of those

who do not care at all or very little about separate collection is very low (1.2%), while the percentages rise above 10% in the other two countries.

IMPORTANCE GIVE TO CORRECT SORTING							
		ITALY		FINLAND		SERBIA	
		Frequency	Percent	Frequency	Percent	Frequency	Percent
Valid	very important	336	67,2	206	41,2	189	37,8
	enough important	155	31,0	226	45,2	221	44,3
	little important	6	1,2	56	11,3	83	16,6
	not important at all	3	0,6	12	2,3	6	1,3
Total		500	100,0	500	100,0	500	100,0

On the question of why separate collection is done, we see that the three countries are in line with each other in terms of priorities, from reducing pollution (around 45% everywhere), followed by ethical choices (around 27-28%) to reducing the use of plastic itself (between 18 and 10%).

		ITALY		FINLAND		SERBIA	
		Responses		Responses		Responses	
		N	Percent	N	Percent	N	Percent
Info(a)	to reduce plastic use	161	18,0%	119	15,4%	76	10,3%
	to protect health	54	6,1%	32	4,2%	63	8,5%
	to reduce pollution	406	45,4%	354	46,0%	331	44,9%
	for ethical choices	214	24,0%	208	27,0%	208	28,2%
	for economic benefits	57	6,4%	57	7,4%	56	7,6%
	other	2	0,2%	3	0,4%	3	0,4%
Total		894	100,0%	773	100,0%	737	100,0%

How has the trend changed in the last three years? Italians declare themselves to be substantially more attentive, while the majority of Finns and Serbs are substantially equally attentive to the issue of separate waste collection. Very low percentages in all areas of those declaring themselves less attentive compared to the previous three years.

TREND COMPARED TO 3 YEARS AGO							
		ITALY		FINLAND		SERBIA	
		Frequency	Percent	Frequency	Percent	Frequency	Percent
Valid	more attentive	293	58,6	236	47,3	234	46,9
	equally attentive	201	40,1	252	50,4	251	50,2
	less attentive	6	1,3	12	2,3	15	3,0
	Total	500	100,0	500	100,0	500	100,0

When asked whether the uncontrolled spread of plastics is a problem, the vast majority of Italians (63%) and Serbs (70%) agree with this statement, while only 40% of Finns agree. However, there is a substantial balance between the three countries when we look at the percentages of those who consider the problem to be quite relevant. Low or no percentages of those who do not consider it relevant.

PLASTIC DIFFUSION AS A PROBLEM							
		ITALY		FINLAND		SERBIA	
		Frequency	Percent	Frequency	Percent	Frequency	Percent
Valid	very relevant	316	63,1	202	40,4	350	70,0
	enough relevant	159	31,7	248	49,5	137	27,5
	not very relevant	21	4,2	43	8,5	13	2,6
	not relevant at all	5	1,0	8	1,6		
	Total	500	100,0	500	100,0	500	100,0

Concerning the awareness that less plastic can be produced by reusing products, 57% of Italians agree, compared to 44% of Finns and 45% of Serbs. The Serbs are fairly neutral (16%). Again, the percentage of those who disagree with this statement is low.

LESS PLASTIC: REUSING PRODUCTS							
		ITALY		FINLAND		SERBIA	
		Frequency	Percent	Frequency	Percent	Frequency	Percent
Valid	strongly agree	285	57,0	222	44,4	226	45,2
	agree	169	33,8	225	45,0	128	25,6
	neutral	34	6,7	42	8,4	85	16,9
	disagree	9	1,8	7	1,4	41	8,2
	strongly disagree	3	0,6	4	0,8	20	4,1
	Total	500	100,0	500	100,0	500	100,0

Also on the question of whether the introduction of more bins for separate collection would produce positive effects, we see a strong differentiation in this case between Serbia, where 80% of respondents strongly agree, and Italy and Finland, where about 44% of respondents are in the same category. These percentages become more balanced when those who simply agreed are taken into account. Again, the percentages of those who partially or totally disagree are negligible.

AUTHORITIES: MORE BINS FOR SEPARATE WASTE COLLECTION							
		ITALY		FINLAND		SERBIA	
		Frequency	Percent	Frequency	Percent	Frequency	Percent
Valid	strongly agree	246	49,2	222	44,4	403	80,1
	agree	172	34,4	215	42,9	78	15,6
	neutral	63	12,5	52	10,3	12	2,4
	disagree	16	3,3	6	1,2	1	0,2
	strongly disagree	3	0,6	6	1,2	6	1,2
	Total	500	100,0	500	100,0	500	100,0

In Italy, 77% of the sample considered recycling to be an established habit, compared to about 50% in Finland and Serbia. However, 19% of the Italians adopted this behaviour frequently, while the percentages are higher for the Finns (38%) and the Serbs (23%). Negligible percentages are found for those who see this activity as just a duty.

FOR YOU, SORTING IS...							
		ITALY		FINLAND		SERBIA	
		Frequency	Percent	Frequency	Percent	Frequency	Percent
Valid	established habit	385	77,0	252	50,3	259	51,8
	frequent behaviour	95	19,0	191	38,3	118	23,6
	set of rules	16	3,2	45	9,1	115	23,0
	duty I don't like	4	0,9	11	2,3	8	1,6
	Total	500	100,0	500	100,0	500	100,0

With regard to the frequency of separate collection, here too we see that the number of regulars is higher in Italy (76%) than in Finland (43%) and Serbia (23%). As in the previous table, also in this one we see that if we take the data related to the answer "almost always" we notice that the percentages between the various nationalities become more balanced. It is interesting to note that in this case there is a substantial difference between those who sometimes differentiate between Italy (2.2%), Finland (10.5%) and in particular Serbia (27.7%).

HOW OFTEN DO YOU COLLECT SEPARATE WASTE?							
		ITALY		FINLAND		SERBIA	
		Frequency	Percent	Frequency	Percent	Frequency	Percent
Valid	always	381	76,3	220	43,9	119	23,7
	almost always	103	20,7	221	44,3	223	44,6
	sometimes	11	2,2	52	10,5	138	27,7
	never	5	0,9	7	1,4	20	4,0
	Total	500	100,0	500	100,0	500	100,0

We then go on to investigate the motivations, or rather the positive consequences of the habit of separate waste collection. Here too we find ourselves within the three nations in a sort of general balance that sees as the main beneficial consideration that of reducing pollution and protecting fauna, followed by a view of sustainability and responsibility towards future generations and the specific reduction of waste.

		ITALY		FINLAND		SERBIA	
		Responses		Responses		Responses	
		N	Percent	N	Percent	N	Percent
Info(a)	reduce wastes	195	15,0%	232	19,9%	149	43,7%
	protects wildlife	252	20,0%	260	22,4%	260	76,2%
	good for the economy	59	4,5%	75	6,4%	23	6,7%
	help with climate problems	147	11,3%	163	14,0%	80	23,6%
	reduce pollution	196	15,0%	122	10,5%	142	41,7%
	saves energy	50	3,8%	71	6,1%	37	11,0%
	for future generation	171	13,1%	200	17,2%	187	54,8%
	good for health	90	6,9%	23	2,0%	74	21,6%
oblige to do it	97	7,4%	16	1,4%	8	2,2%	
Total		1.257	100,0%	1.162	100,0%	342	100,0%

Analysing the causes of incorrect and infrequent adoption of separate collection, we see that, for example, in the case of Italy and Finland, the respective samples declare that the activity itself requires too much effort, while Serbia does not perceive this problem, focusing more on the fact that the planning is defective or even absent.

		ITALY		FINLAND		SERBIA	
		Responses		Responses		Responses	
		N	Percent	N	Percent	N	Percent
Info(a)	if they paid me	2	5,1%	20	16,1%	27	6,6%
	uncomfortable	4	9,2%	9	7,5%	9	2,3%
	lack of space at home	5	11,4%	17	13,2%	18	4,5%
	i don't know what to recycle	3	7,7%	5	4,3%	41	10,1%
	costs too much	3	7,0%	3	2,6%	3	0,8%
	i don't remember to recycle	2	5,6%	15	12,3%	27	6,6%
	too much efforts	5	12,7%	26	20,7%	4	1,1%
	confused guidelines			4	3,0%	16	3,8%
	no programs	3	8,0%	6	4,8%	102	24,9%
	no information	1	3,0%	7	5,6%	14	3,3%
	the program doesn't work	6	13,8%	7	5,5%	85	20,7%
mixed waste	7	16,6%	6	4,4%	63	15,4%	
Total		40	100,0%	125	100,0%	411	100,0%

Regarding the logistical aspect, we see that in all three countries the percentage of those who do not have to make any effort in this respect is almost non-existent, while around 20% have to use a means of transport. The highest percentages are found in the exclusive use of walking.

EFFORT TO REACH THE BINS							
		ITALY		FINLAND		SERBIA	
		Frequency	Percent	Frequency	Percent	Frequency	Percent
Valid	only by foot	241	48,3	253	50,6	195	39,0
	staying at home	164	32,7	88	17,6	186	37,3
	susing means of transport	87	17,4	132	26,3	114	22,7
	none	8	1,6	28	5,5	5	1,0
	Total	500	100,0	500	100,0	500	100,0

In terms of purchasing intentions and awareness, Serbia is lagging behind in terms of information (28.9%) compared to Italy (14.9%) and Finland (10.8%). However, in all three countries, the vast majority of the population occasionally buys eco-plastic products and about 10% buy them regularly.

DO YOU BUY ECOLPASTIC PRODUCTS?							
		ITALY		FINLAND		SERBIA	
		Frequency	Percent	Frequency	Percent	Frequency	Percent
Valid	I don't know	75	14,9	54	10,8	144	28,9
	never	32	6,5	10	2,0	17	3,4
	sometimes	334	66,8	365	73,0	292	58,3
	regularly	59	11,8	72	14,3	47	9,4
	Total	500	100,0	500	100,0	500	100,0

As far as the willingness to pay for a more expensive product is concerned, we note in this case a differentiation between Finland and the other two countries: in fact, in Finland the percentage of those who would certainly buy a more expensive product is very low (about 5%) compared to Italy (17.8%) and Serbia (23.9%). Important in all three countries is the share of those who do not know if they would buy more expensive products.

WOULD YOU BUY A MORE EXPENSIVE PRODUCT WITH LESS PLASTIC?							
		ITALY		FINLAND		SERBIA	
		Frequency	Percent	Frequency	Percent	Frequency	Percent
Valid	certainly yes	89	17,8	27	5,4	119	23,9
	probably yes	216	43,2	172	34,3	196	39,3
	i don't know	117	23,3	153	30,5	135	27,0
	probably no	47	9,3	112	22,3	34	6,8
	certainly no	31	6,3	37	7,4	15	3,1
	Total	500	100,0	500	100,0	500	100,0

Regarding the inclination to buy products with biodegradable plastics we see that in Serbia there is a much higher percentage (25%) than in Italy (20%) and Finland (11%). And here again, the percentage of those who have not decided about buying in all three countries is extremely appreciable.

INCLINDE TO BUY PRODUCTS WITH BIODEGRADABLE PLASTIC							
		ITALY		FINLAND		SERBIA	
		Frequency	Percent	Frequency	Percent	Frequency	Percent
Valid	certainly yes	100	20,0	56	11,1	126	25,3
	probably yes	244	48,8	214	42,8	244	48,8
	i don' know	100	20,1	137	27,4	90	18,0
	probably no	38	7,5	67	13,5	33	6,6
	certainly no	18	3,6	26	5,2	7	1,3
	Total	500	100,0	500	100,0	500	100,0