



Serbia

Special Eurobarometer 99.4

Food safety in IPA Countries

TOTAL EU27 26,509 interviews | Fieldwork: 21 March - 20 April 2022

Methodology (EU27): face-to-face and online

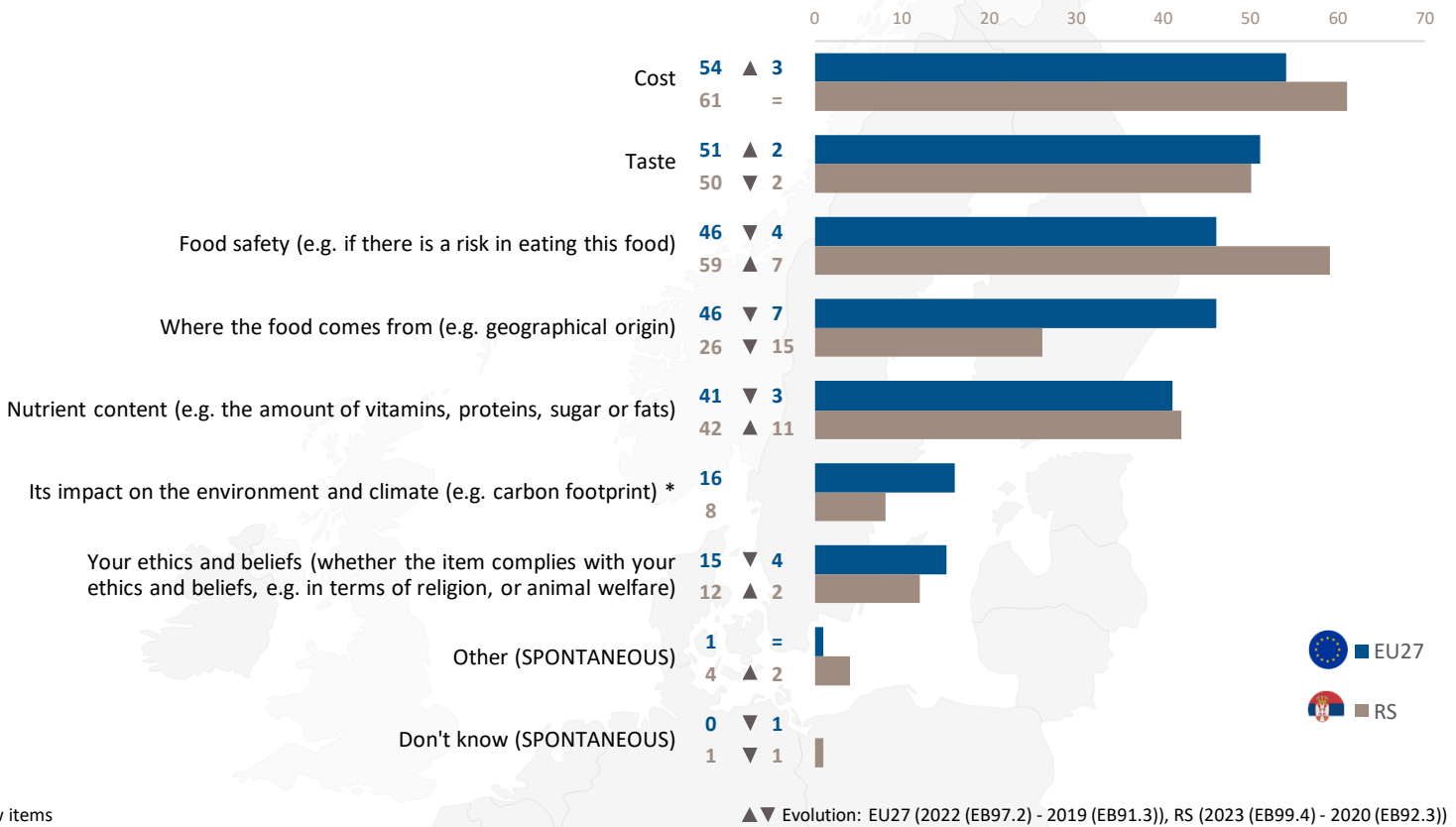
Serbia 1,019 interviews | Fieldwork: 3 June - 19 June 2023

Methodology (RS): face-to-face

1. SETTING THE SCENE: CITIZENS AND FOOD SAFETY

Factors affecting food-related decisions

QF1T. When you buy food, which of the following are the most important to you? Firstly? And then? (MAX. 3 ANSWERS) (%)



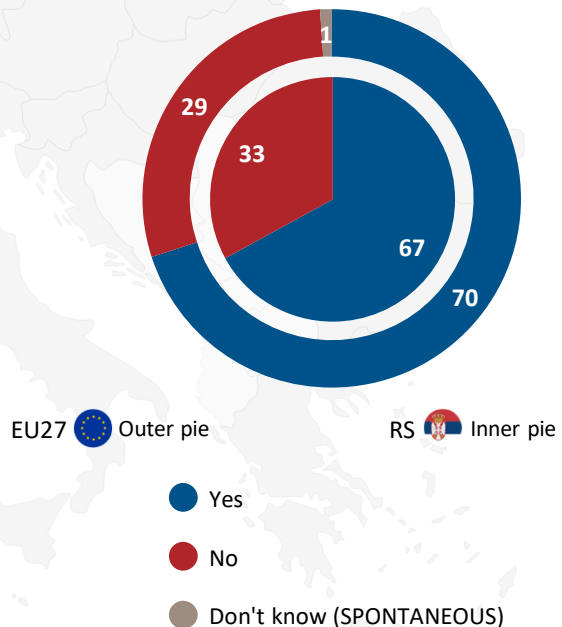
Factors affecting food-related decisions

QF1T. When you buy food, which of the following are the most important to you? (% - Food safety)

| | EU27 | RS |
|---------------|------|----|
| Gender | | |
| Male | 45 | 55 |
| Female | 47 | 63 |
| Age | | |
| 15-24 | 39 | 55 |
| 25-39 | 43 | 63 |
| 40-54 | 47 | 56 |
| 55+ | 48 | 60 |

Interest in food safety

QF14. Are you personally interested in the topic of food safety? (%)





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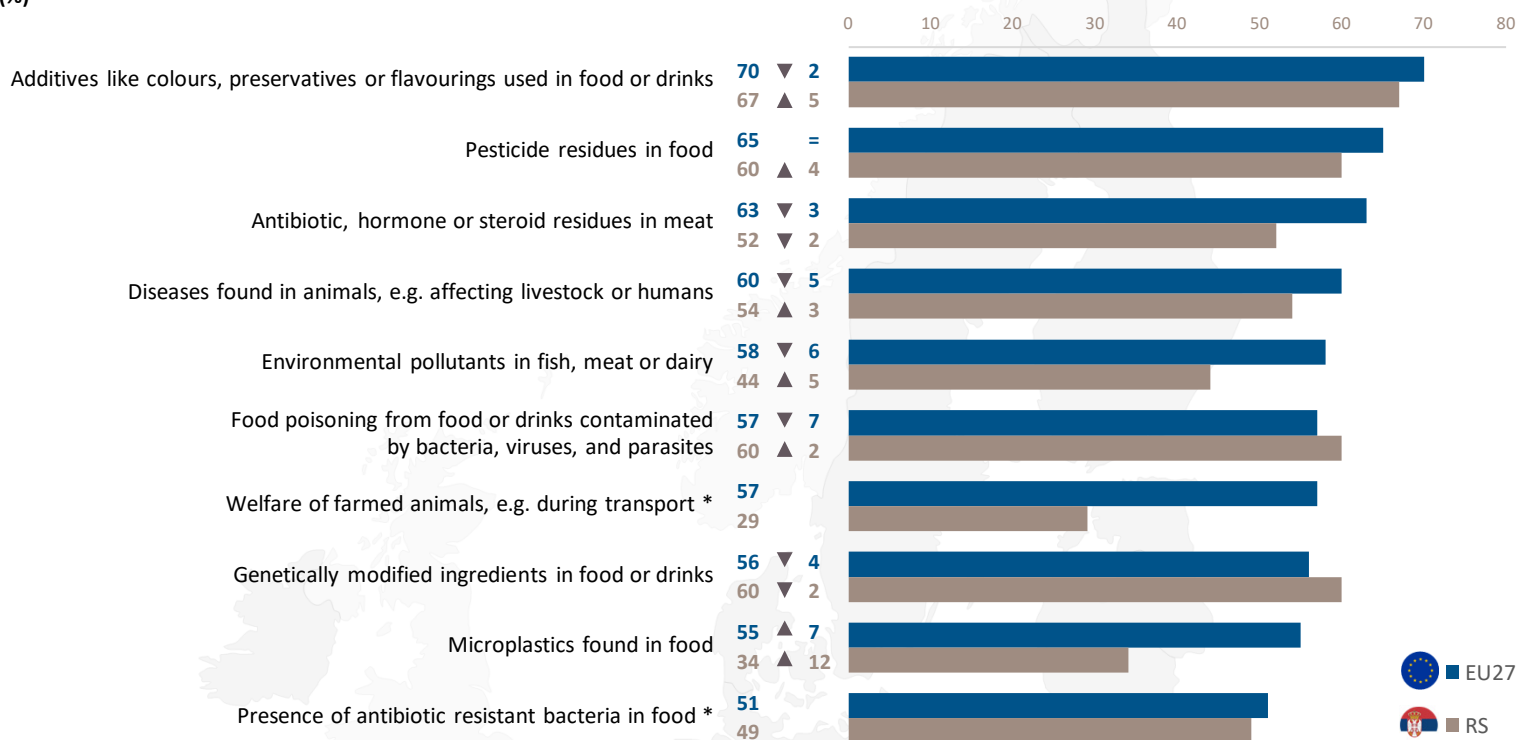
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Methodology (RS): face-to-face

2. UNDERSTANDING AWARENESS, RISK PERCEPTIONS AND BEHAVIOUR

Awareness of food safety topics

QF3. Please tell which of the following topics you have heard about. (MULTIPLE ANSWERS POSSIBLE) (%)

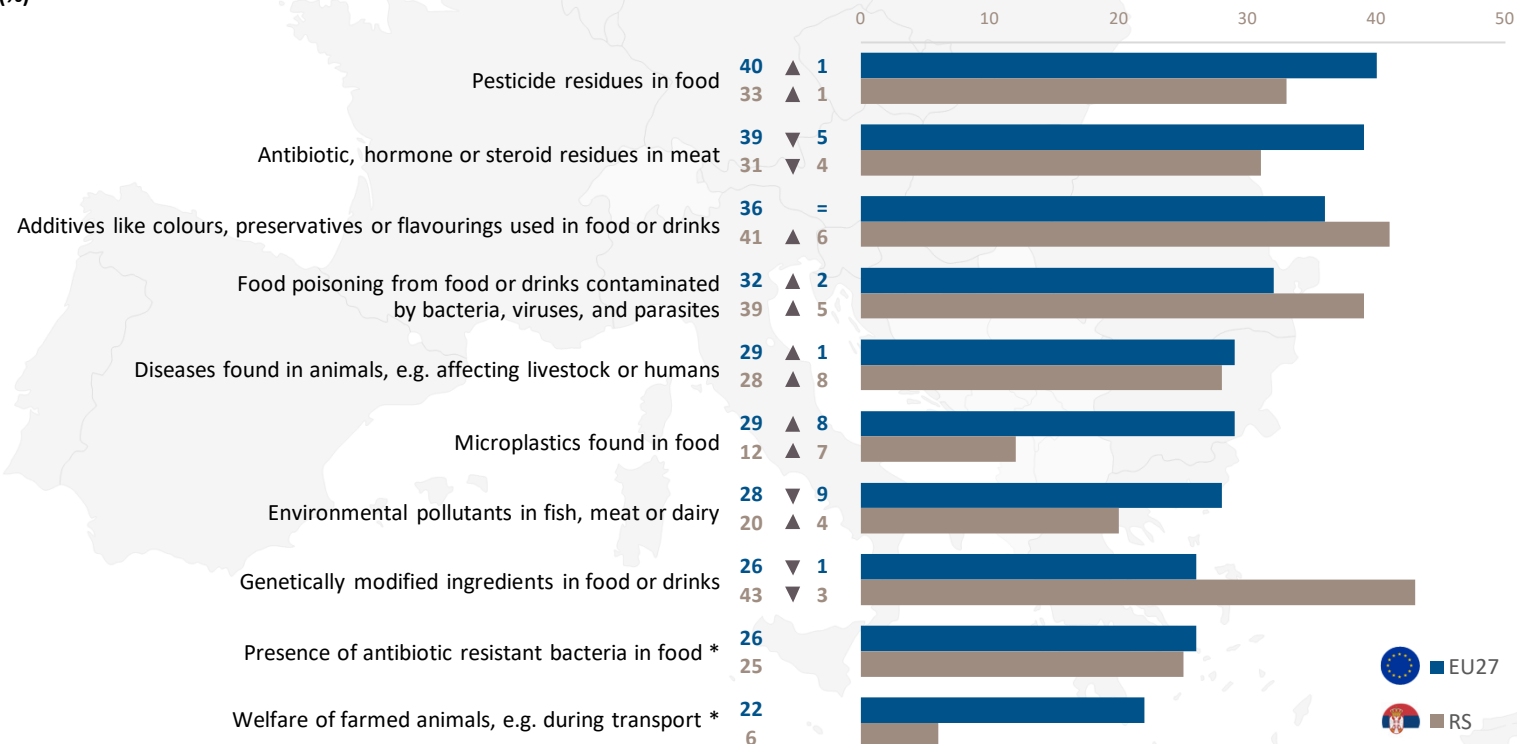


* New items

▲▼ Evolution: EU27 (2022 (EB97.2) - 2019 (EB91.3)), RS (2023 (EB99.4) - 2020 (EB92.3))

Concerns about food safety

QF4T. Please tell me which of these topics you have heard about concern you most when it comes to food? Firstly? And then? (MAX. 5 ANSWERS) (%)



* New items

▲▼ Evolution: EU27 (2022 (EB97.2) - 2019 (EB91.3)), RS (2023 (EB99.4) - 2020 (EB92.3))



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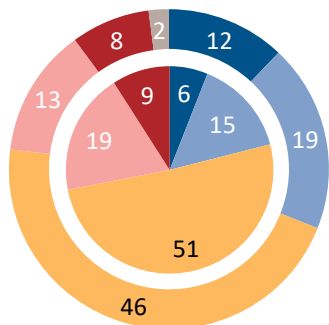
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Methodology (RS): face-to-face

2. UNDERSTANDING AWARENESS, RISK PERCEPTIONS AND BEHAVIOUR

Contrasting food safety and healthy eating concerns

QF6T. How does your concern about having a healthy diet compare to your concern about food risks? (%)



EU27 Outer pie

RS Inner pie

- I'm a lot more concerned about having a healthy diet
- I'm a bit more concerned about having a healthy diet
- I have about the same concern for both
- I'm a bit more concerned about food risks
- I'm a lot more concerned about food risks
- Don't know (SPONTANEOUS)

Insights into consumer behaviour

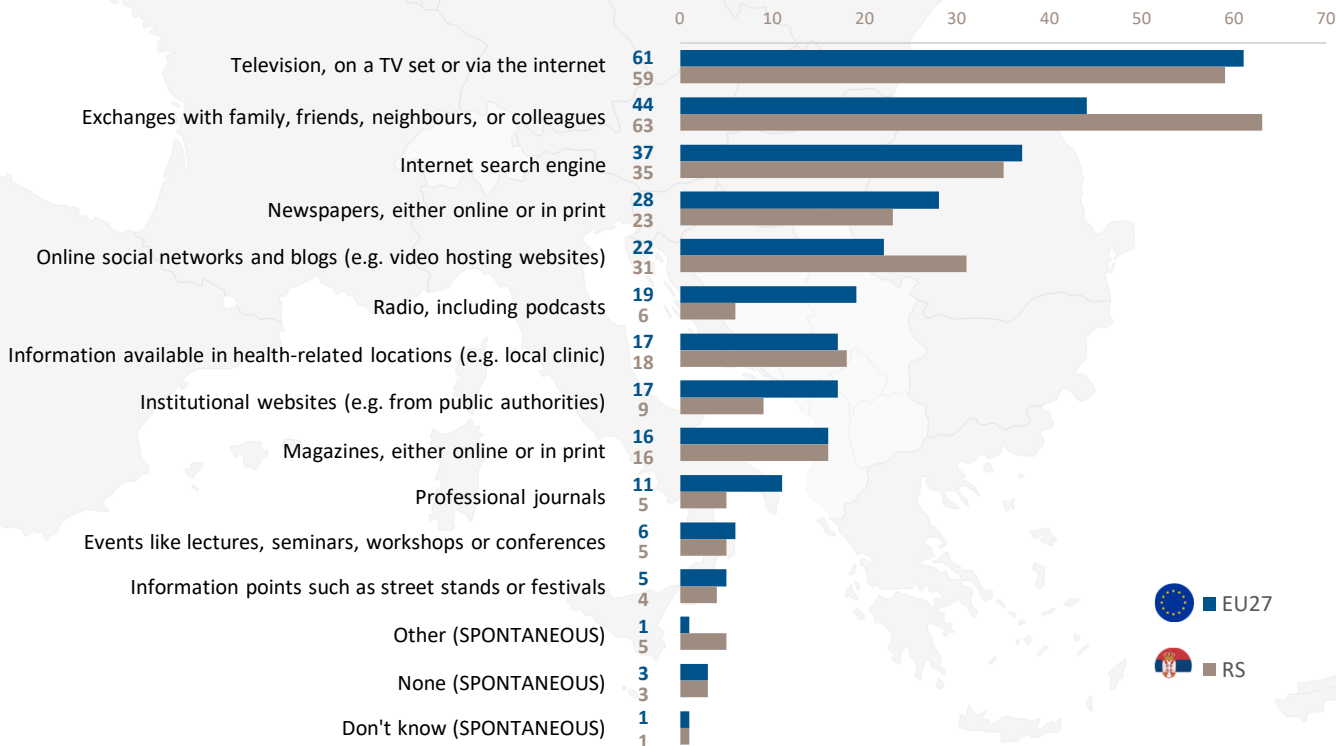
QF8a. How likely are you to change your food preparation or consumption behaviour in a situation like the one described (Example provided to respondents: foodborne disease outbreak news story). (%)

| | EU27 | RS |
|-----------------------|------|----|
| Total 'Likely' | | |
| Gender | | |
| Male | 76 | 63 |
| Female | 79 | 69 |
| Age | | |
| 15-24 | 80 | 64 |
| 25-39 | 80 | 68 |
| 40-54 | 79 | 64 |
| 55+ | 76 | 66 |

3. ENGAGING WITH THE EU FOOD SAFETY SYSTEM

Sources of information on food risks

QF7T. Which of the following are your main sources of information about food risks? Firstly? And then? (MAX. 4 ANSWERS) (%)



EU27
 RS



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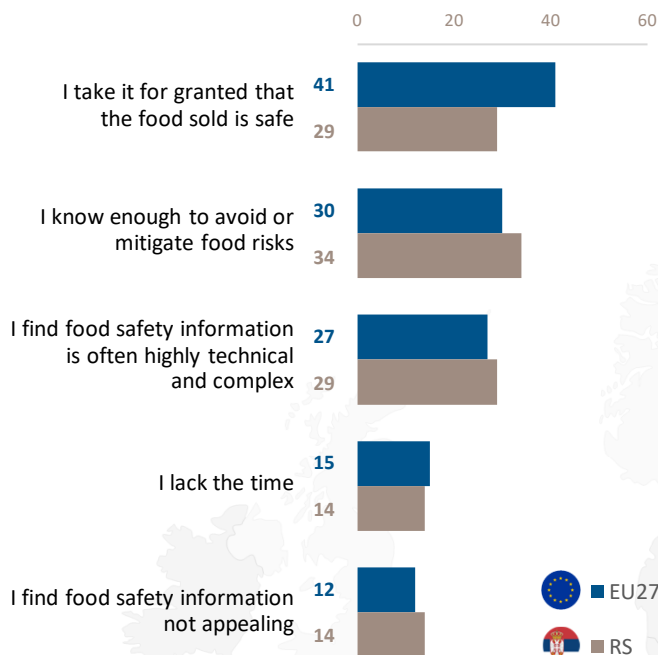
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3. ENGAGING WITH THE EU FOOD SAFETY SYSTEM

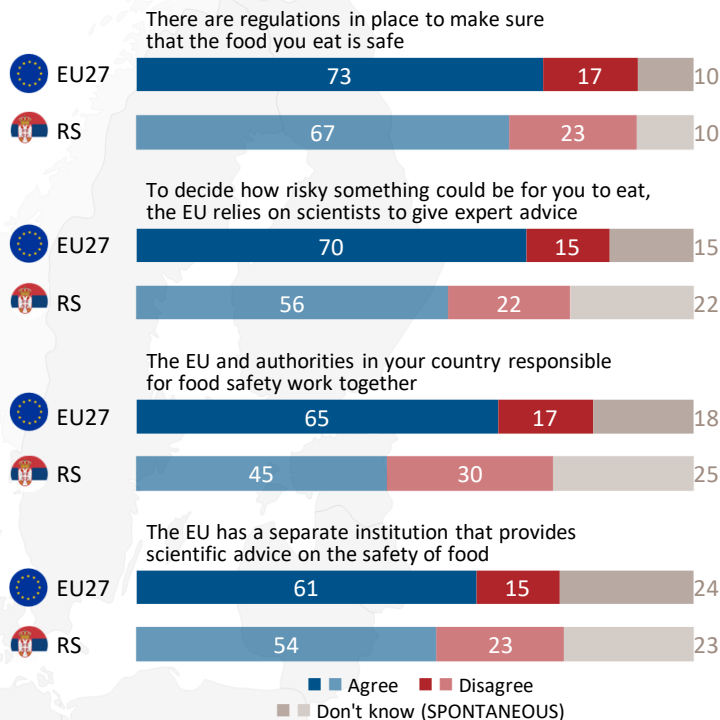
Reasons not to engage with food safety

QF9. Which of the following reasons apply to you? (MAX. 3 ANSWERS) (%)



Awareness of the EU food safety system

QF12. Please tell which of the following statements you agree or disagree with: (%)



Trust in sources of information on food risks

QF10. Please tell to what extent you trust the following sources or not for information on food risks. (%)

