

# CITIZEN PARTICIPATION SURVEY IN SELECTED LOCAL GOVERNMENTS

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1 November, 2022



GAME CHANGERS





# METHODOLOGY

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## Citizen survey



**Duration of data collection:**

13.10.2022 – 23.10.2022.



**Sample universe:**

Population of 15 selected local governments aged 18 and above: Arilje, Mali Zvornik, Ljubovija, Novi Pazar, Čuprija, Žabalj, Bojnik, Topola, Užice, Golubac, Raška, Vlasotince, Leskovac, Zaječar, Veliko Gradište



**Sample size:**

N=1506



**Sample type:**

Telephone survey: Two-staged random stratified sample  
Online survey: One stage quota sample



**Sample stratification:**

Strata: municipalities, type of settlement (urban/rural), age and gender



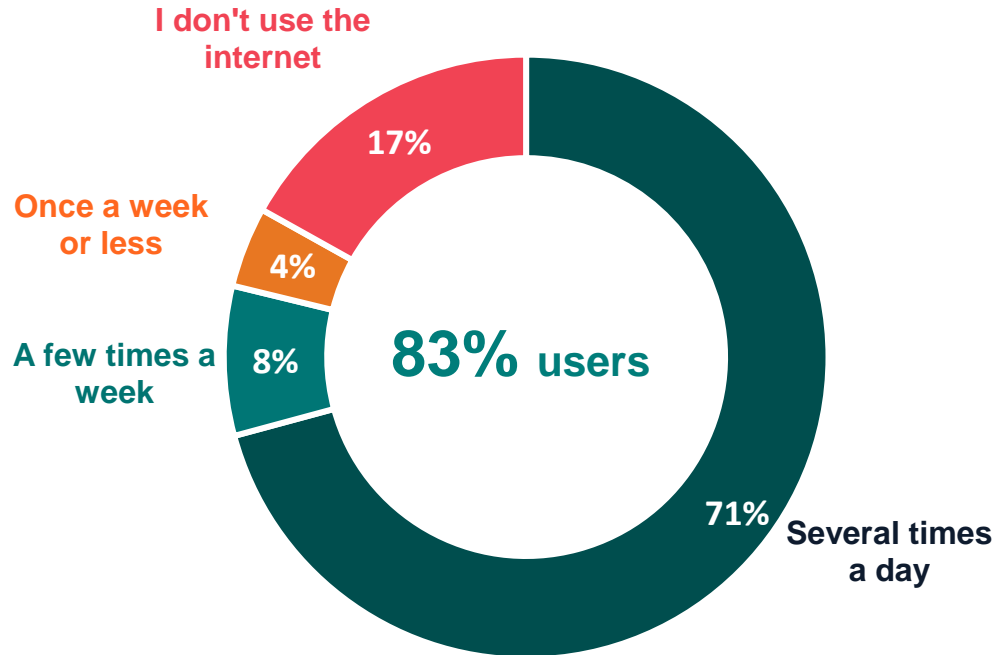
**Method of data collection:**

Mix mode (CATI/CAWI, telephone and online interviews)



# GENERAL QUESTIONS ABOUT GETTING INFORMED

# USAGE OF INTERNET



How often do you use the internet?

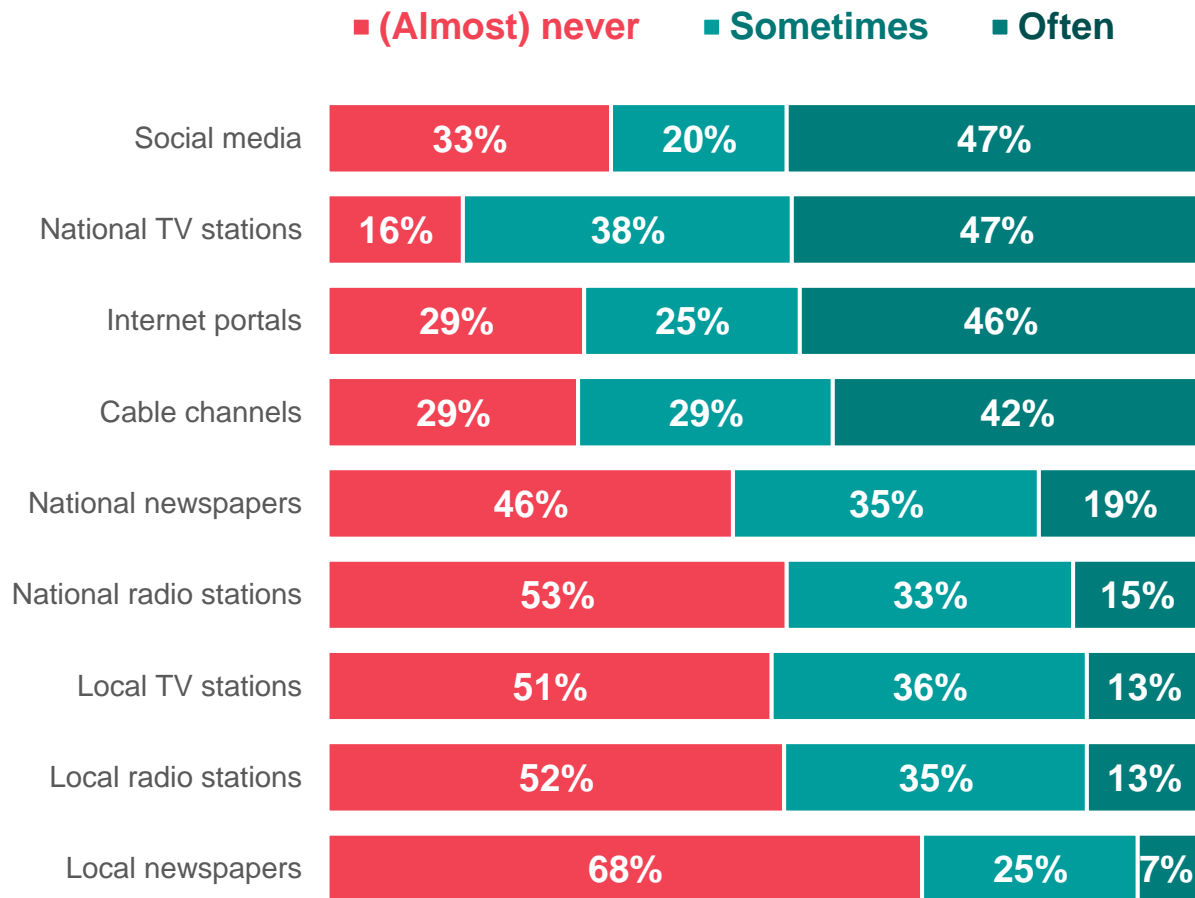
The majority of the population uses the internet (83%), with 7 out of 10 citizens who report using it several times per day.

As expected, the **most frequent users** are found amongst the **younger population** – 97% of those aged between 18 and 29 use the internet several times per day, which is also the case with 94% of those aged 30-44. Amongst the most frequent daily users are also those from **urban areas** (77%), as well as those with **high education** (89%).

On the other hand, **oldest citizens (66+)** are, as expected, least frequently daily internet users – only 26% report daily usage, while 56% of them report about **not using the internet**.

Those who more frequently, compared to the average, report about not using the internet are also those from **rural areas** (22%), as well as those with **elementary education** (51%).

# MOST FREQUENTLY CONSULTED SOURCES OF INFORMATION



The most frequently consulted sources of information, when it comes to daily social and political events, are social media, national TV stations and internet portals, followed by cable channels.

Citizens aged 45-65, as well as those with elementary education, more frequently compared to the average report about (almost) never reading the national newspapers (54%, 62%, respectively). Those with higher education, on the contrary, as well as those living in urban areas, more often than average report often consulting this source (26%, 23%, respectively).

National TV stations are most popular amongst oldest citizens (66+) – 66% of them say they often consult this source, while this is the case with only 32% of the youngest population (18-29). Cable channels are most popular amongst those with higher education (52%), as well as amongst those from urban areas (49%).

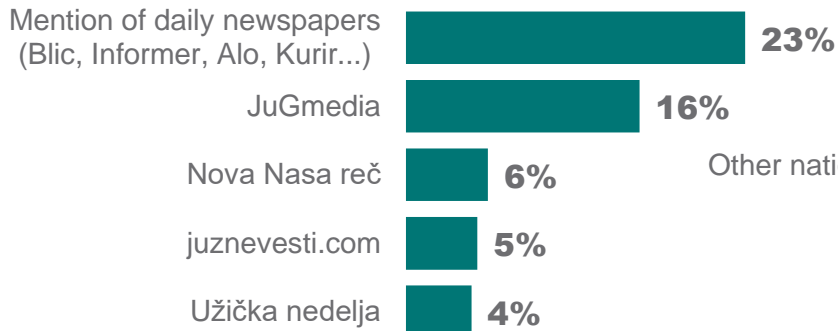
National radio stations seem to be particularly popular, compared to the average, amongst those aged 30-44 (22%) and those with higher education (18%), and quite unpopular amongst those with elementary education – 72% (almost) never uses them, which is also the case with 67% of the oldest citizens (66+).

How often do you consult the following sources for information about daily social and political events?

Database: Citizens from selected municipalities, 18 years and older, N=1506

# LOCAL SOURCES OF INFORMATION MOST FREQUENTLY CONSULTED – TOP 5

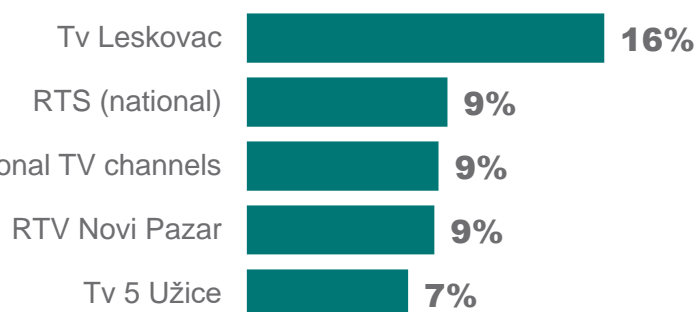
## Local newspapers



You said that you often used local newspapers to get informed. Which ones exactly?

Database: Those who often consult local newspapers for information about daily social and political events, N=108

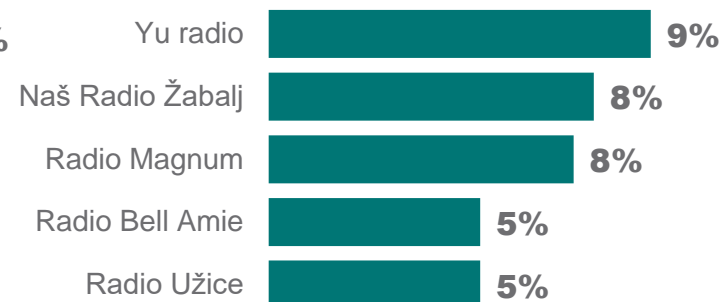
## Local TV stations



You said that you often used local TV stations to get informed. Which ones exactly?

Database: Those who often consult local TV stations for information about daily social and political events, N=184

## Local radio stations



You said that you often used local radio stations to get informed. Which ones exactly?

Database: Those who often consult local radio stations for information about daily social and political events, N=194

Those who report **often consulting local newspapers** for getting information about daily social and political events can mainly be found amongst those **aged 30-44** (14%), as well as amongst those with **higher education** (12%).

**Citizens aged 45-65**, on the other hand, are **less likely to read local newspapers** – 76% of them report (almost) never reading them, while this is also the case with 77% of those **aged 66+**.

Those who report **often consulting local radio stations** for getting information about daily social and political events can mainly be found amongst **males** (16%), as well as amongst those **aged 30-44** (18%).

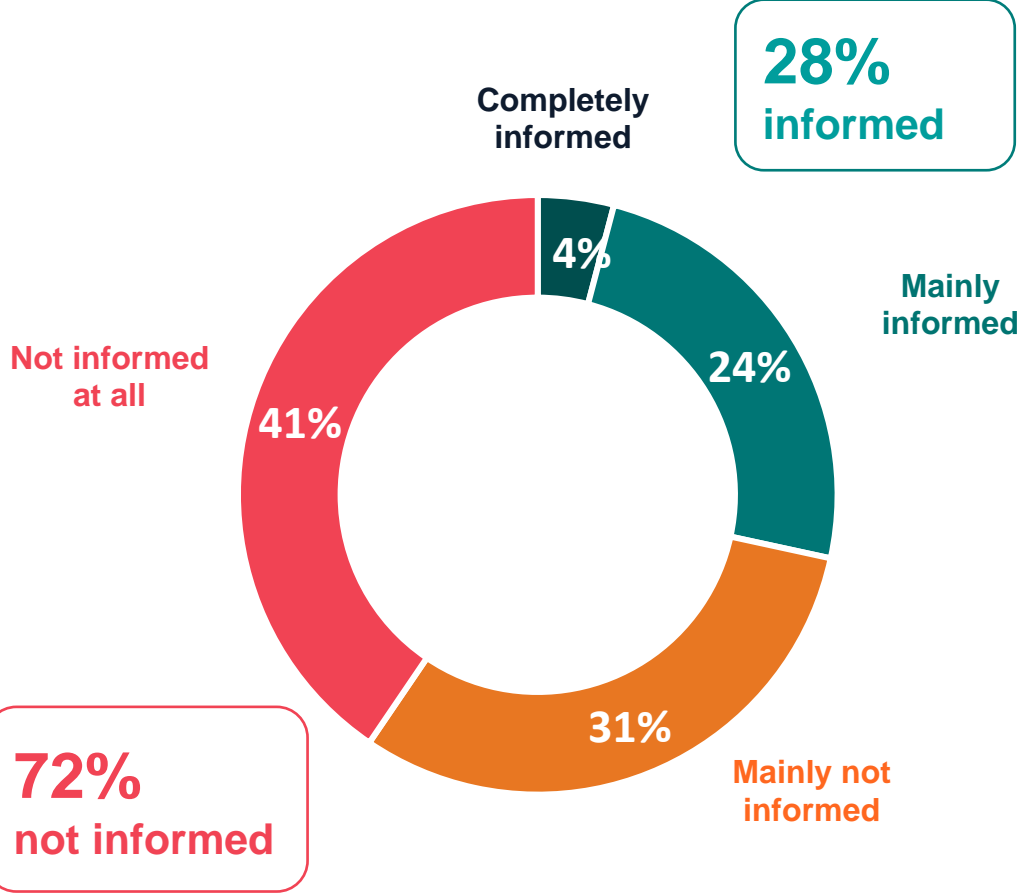
**Oldest citizens** (66+), as well as those with **elementary education**, on the other hand, more often than average report about **never using local radio stations** (65%, 69%, respectively).

A hand is shown holding a small stack of gold coins. In the foreground, three more stacks of gold coins are arranged on a light-colored surface. The background is a blurred blue, suggesting an office or financial setting. The overall image conveys a sense of finance, budgeting, and economic activity.

# **AWARENESS ABOUT THE WORK OF LOCAL SELF-GOVERNMENT; LOCAL MEDIA REPORTING ON THE LOCAL BUDGET AND ADOPTION OF LOCAL REGULATIONS, PLANS AND STRATEGIES**



# AWARENESS ABOUT THE LOCAL BUDGET AND THE PROCEDURE FOR ADOPTING LOCAL REGULATIONS, PLANS AND STRATEGIES



More than 7 in 10 citizens are not informed about the local budget and the procedure for adopting local regulations, plans and strategies in their city/municipality. Only 28% report about being informed.

Those with **higher education** are more frequently informed, compared to the average (38% of those who report being mainly or completely informed), while those with **elementary education** more often report about not being informed (84% of those who said they are mainly or not at all informed).

Those who report **not being informed at all** can also more frequently be found amongst **older groups of citizens** – 46% of those aged 45-65 and 50% of those aged 66+.

Ind.12: Percentage of increase in the number of citizens in 15 supported partner LGs considering they are better informed and have more say due to supported local public interest media

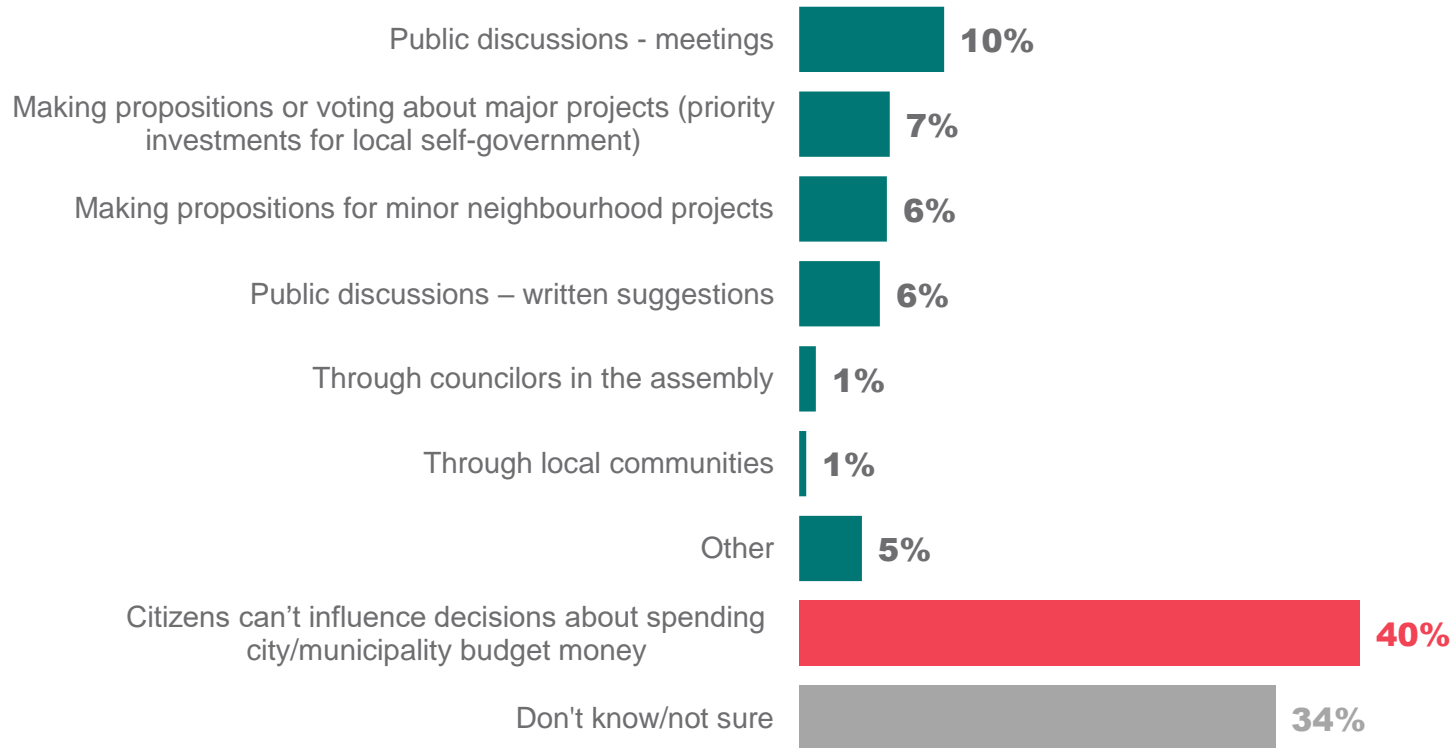
**28%**

How informed are you about the local budget and the procedure for adopting local regulations, plans and strategies in your city/municipality?

Database: Citizens from selected municipalities, 18 years and older, N=1506



# CITIZEN PARTICIPATION IN DECISIONS ABOUT SPENDING CITY/MUNICIPALITY BUDGET MONEY



*How, if at all, can citizens influence decisions about spending city/municipality budget money?*

Two-fifths believe that citizens cannot influence decisions about spending city/municipality budget money, while over a third does not know how this could be possible.

Looking at those who believe it is possible, most mention **public discussions – meetings**, which is followed by making propositions or voting about major projects.

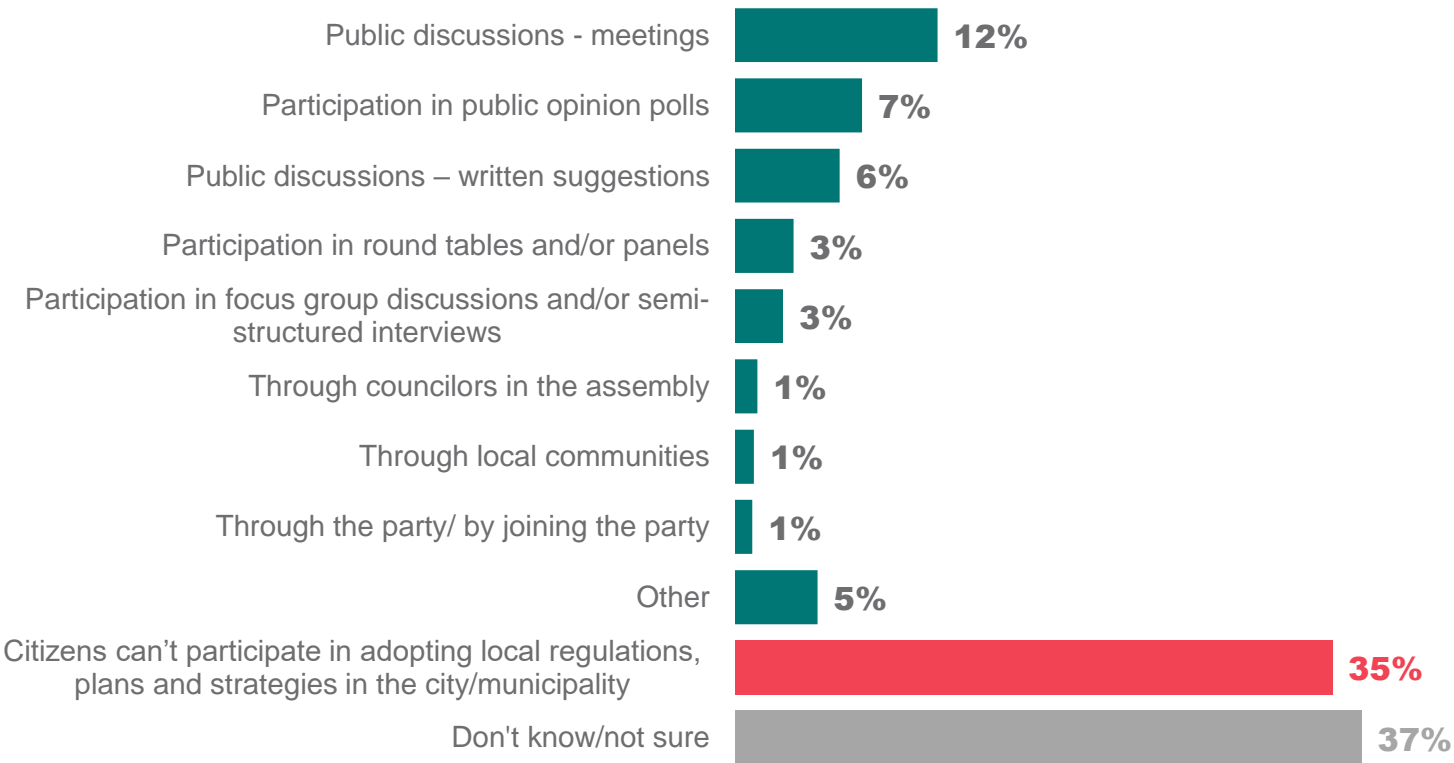
**Younger citizens** (18-44), as well as those with **higher education**, are more likely to believe that influencing these decisions is possible – they more often, compared to the average, mention almost all ways of participation.

**Male citizens**, compared to female citizens, seem more pessimistic when it comes to the possibility of influencing decisions about budget money – 46% believe that this is not possible, while this is the case with 35% of females.

Those from **urban areas**, compared to those from rural areas, more often mention **public discussions** (13% vs 7%), and **making propositions or voting about major projects** (9% vs 4%).

*Database: Citizens from selected municipalities, 18 years and older, N=1506, multiple answers possible, spontaneous answers*

# CITIZEN PARTICIPATION IN ADOPTING LOCAL REGULATIONS, PLANS AND STRATEGIES



*How, if at all, can citizens participate in adopting local regulations, plans and strategies in your city/municipality?*

*Database: Citizens from selected municipalities, 18 years and older, N=1506, multiple answers possible, spontaneous answers*

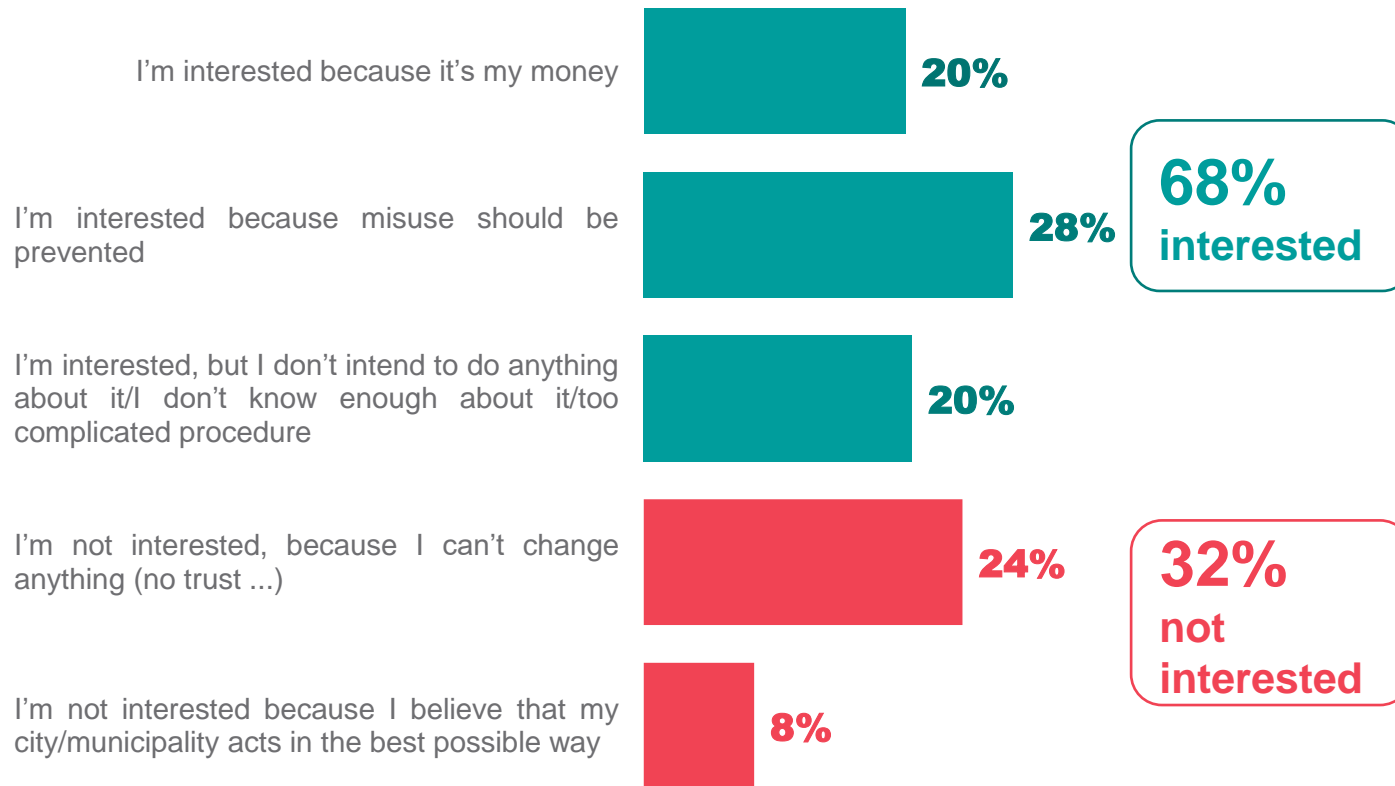
More than a third believes that citizens cannot participate in adopting local regulations, plans and strategies, while a slightly higher percentage does not know how this could be done.

From those who do believe citizen participation is possible, again, most mention **public discussions – meetings**.

A **similar pattern as with influencing decisions about budget design** is noticed here too: those with **higher education** mention all ways more frequently compared to the average, which is also the case with **younger population** (18-44) for the majority of participation methods.

Again, **males more often than females believe that citizens cannot participate in adopting local regulations, plans and strategies** – 39% vs 31%, while citizens from **urban areas**, compared to citizens from rural areas, more often mention **public discussions – written suggestions** (8% vs 4%), and participation in **focus groups/semi-structured interviews** (4% vs 1%).

# INTEREST IN BUDGET MONEY ALLOCATION



Are you interested to know how budget money of your city/municipality is allocated?  
Choose the statement that applies to you most.

More than two-thirds are interested in how the budget money of their city/municipality is allocated, while a third report about being uninterested.

As a reason for being interested, **male citizens**, as well as those with **higher education**, more often than average say that it is because it is **their own money** (23%, 26%, respectively).

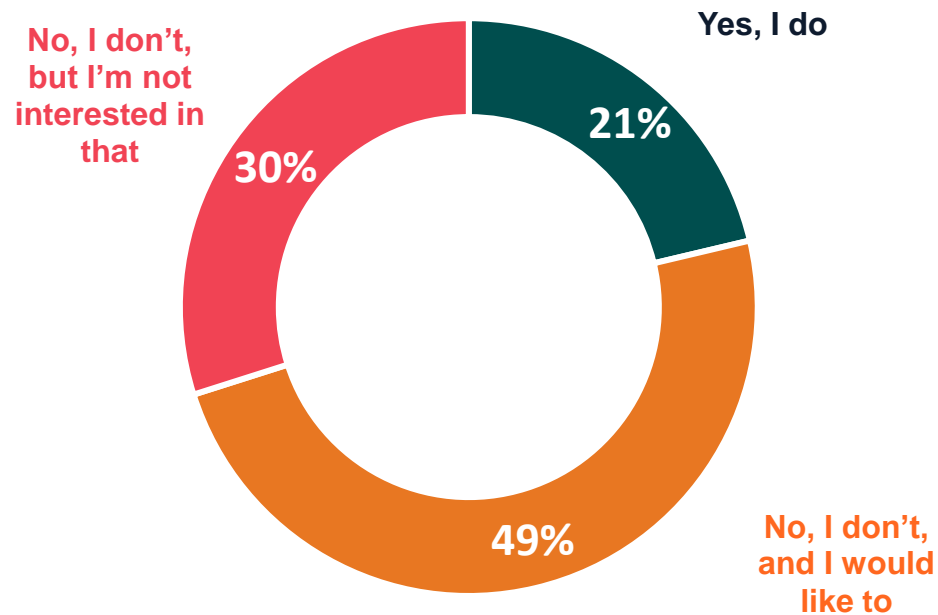
**Preventing misuse** seems to be particularly important to the **youngest citizens** (36%), as well as to those with **higher education** (35%).

Speaking of reasons for the lack of interest, **oldest citizens**, those from **rural areas** and those with **elementary education**, more often state the **disbelief about changes being possible and the lack of trust** (30%, 28%, 38%, respectively).

**Oldest citizens are generally more uninterested** – they also more often than the average state not being interested because they **believe that their city/municipality acts in the best possible way** (13%).

Database: Citizens from selected municipalities, 18 years and older, N=1506

# LOCAL GOVERNMENT ACTIVITIES – GETTING INFORMED

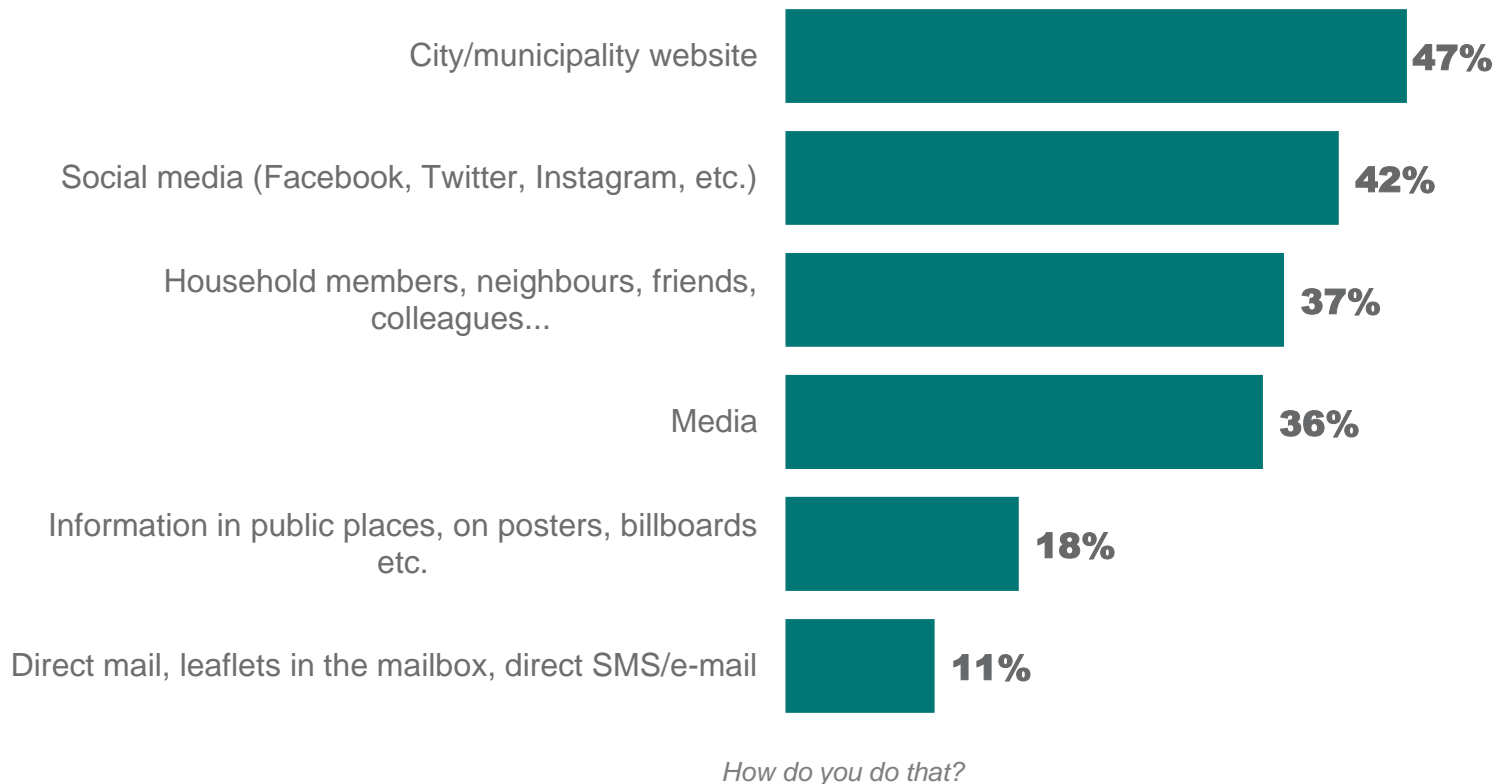


Only one in five citizens gets informed about the activities of their local government, half do not get informed but would like to be informed, while three in ten state not being interested in it at all.

Citizens with **higher education**, as well as the ones **aged 30-45**, more often report being informed (31%, 26%, respectively), while those with **elementary education** are more frequently **not interested in it** (46%).

Do you get informed about the activities of your local government (city/municipality)?

# LOCAL GOVERNMENT ACTIVITIES – METHODS OF GETTING INFORMATION

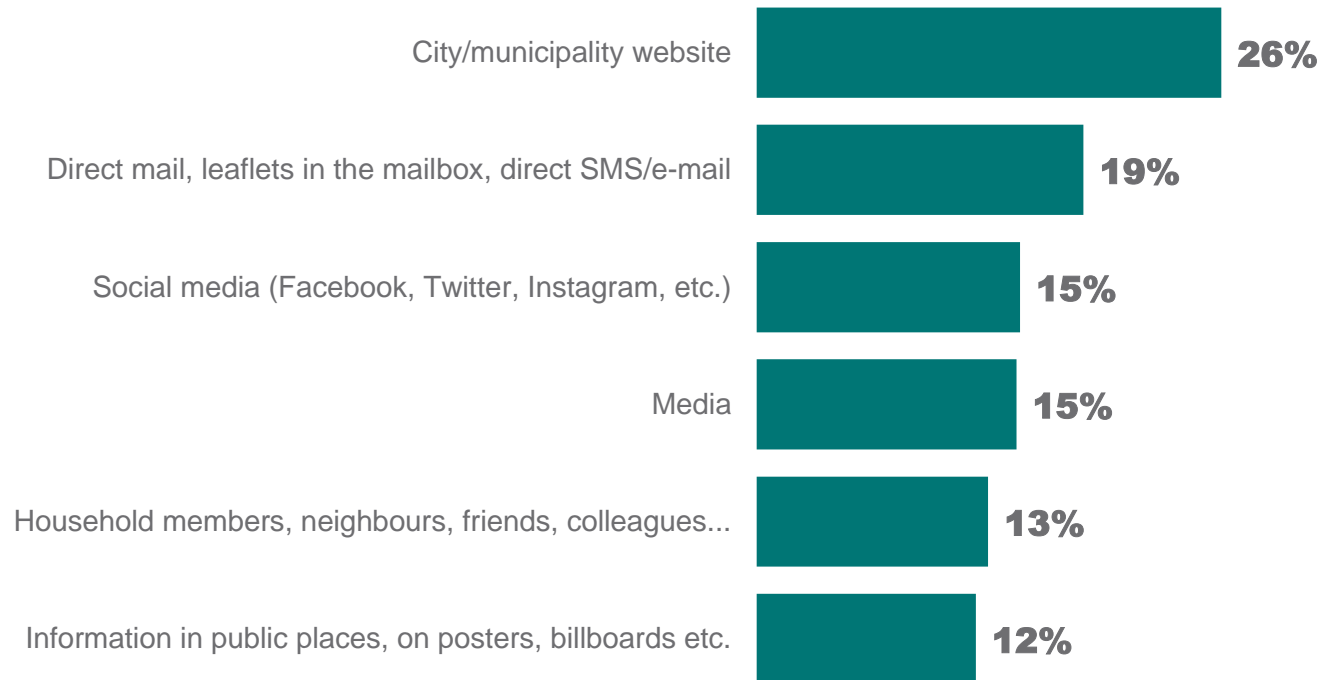


The most frequent way of obtaining information about the local government activities is through the city/municipality website, followed by through social media. More than a third also reports getting information through household members, neighbours, friends or colleagues, as well as through media.

As expected, **younger population** more often compared to the average uses **social media** for obtaining information about the local government (66% of those aged 18-29 and 57% of those aged 30-45).

Citizens with **higher education** more often than average get information through the **city/municipality website** (64%).

# LOCAL GOVERNMENT ACTIVITIES – METHODS OF GETTING INFORMATION, RANKED



Rank the following methods of collecting information about your city/municipality activities that citizens can participate in (e.g. discussions about plans, spending money, competitions and actions financially supported by the local government), starting from the one that would suit you best.

**City/municipality website is the best ranked method of collecting information about city/municipality activities – it was chosen as first by over a quarter of respondents.**

**Younger citizens (18-44)**, as well as those with **higher education**, more frequently rank it as first, compared to the average (37% for those aged 18-29, 38% for those aged 34-45, and 42% for those with higher education).

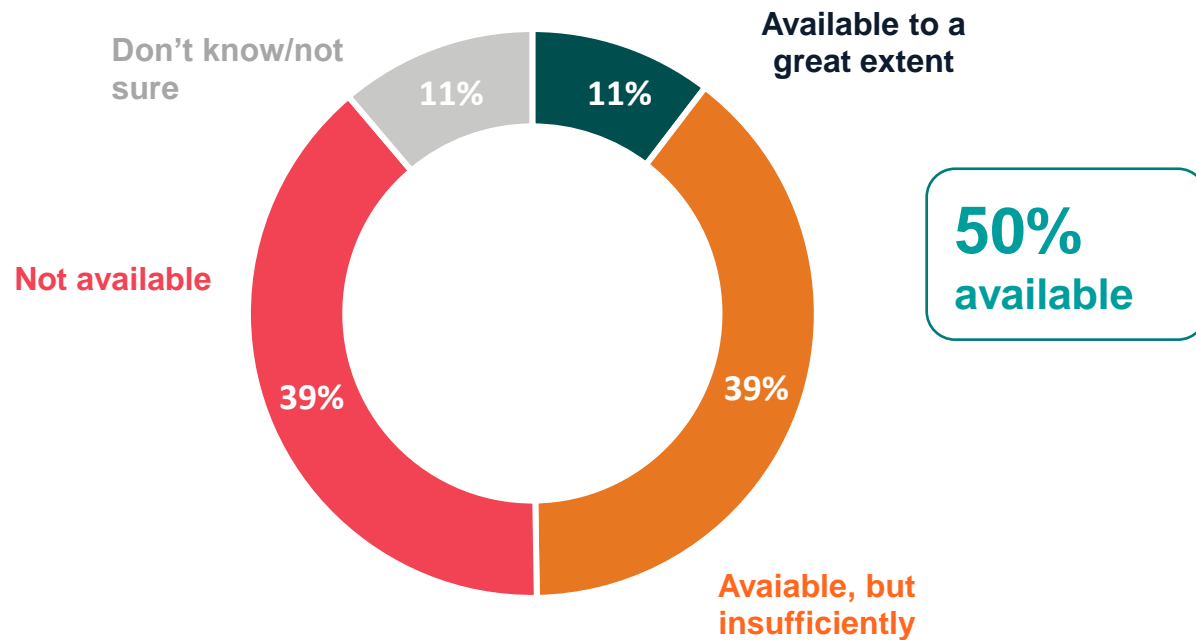
**Oldest citizens (66+)** seem to prefer **direct mail** more compared to the average (30%), which is also the case with citizens with **elementary education (30%)**. These two groups also prefer getting information from **household members, neighbors, friends or colleagues (23%, 24%, respectively)**.



# AVAILABILITY AND QUALITY OF INFORMATION ABOUT THE LOCAL BUDGET AND THE PROCEDURE FOR ADOPTING LOCAL REGULATIONS AND PUBLIC POLICIES (DIFFERENT PLANS AND STRATEGIES)



# INFORMATION ABOUT THE LOCAL CITY/MUNICIPALITY BUDGET - AVAILABILITY



How available is the following information? – information about the local city/municipality budget

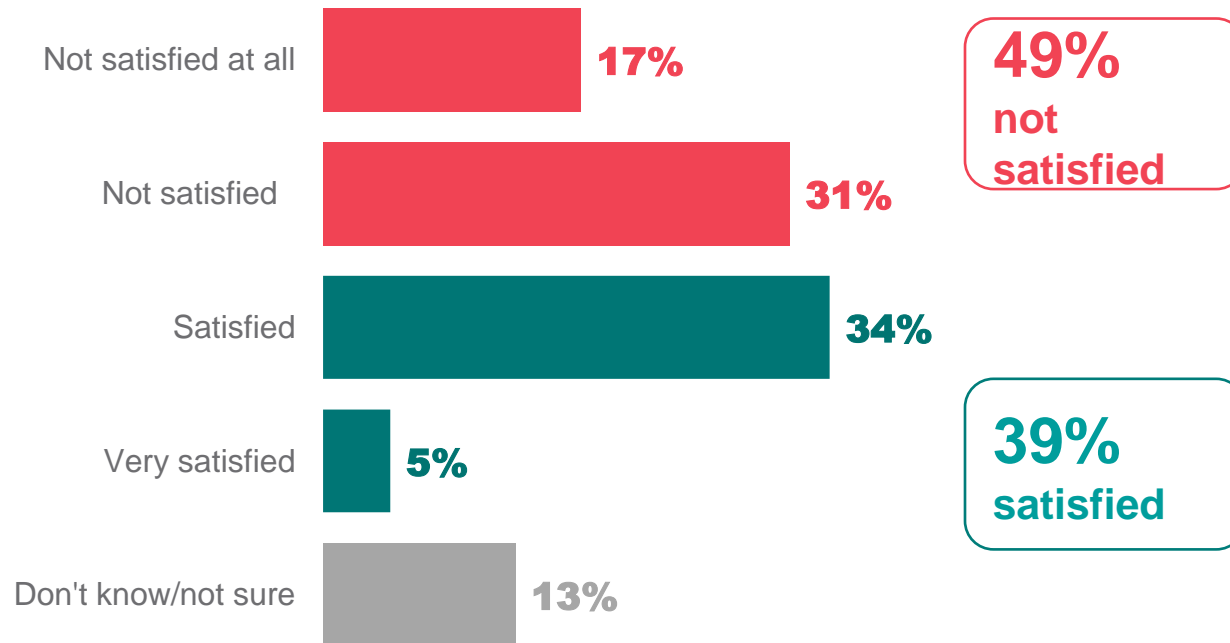
Database: Citizens from selected municipalities, 18 years and older, N=1506

Half of the citizens believe that the information about the local city/municipality budget is available, although only one in ten states that it is available to a great extent. Almost two-fifths state that this information is not available.

Citizens aged 45-65, as well as those aged 66+, more often compared to the average report about the **unavailability of this information** (45%, 46%, respectively).

Citizens with **higher education** more often, on the contrary, believe that **the information is available to a great extent** (15%).

# INFORMATION ABOUT THE LOCAL CITY/MUNICIPALITY BUDGET - SATISFACTION



How satisfied are you with quality of the available information? – information about the city/municipality budget

Database: Those who said information about local city/municipality budget is available, or who don't know, N=918

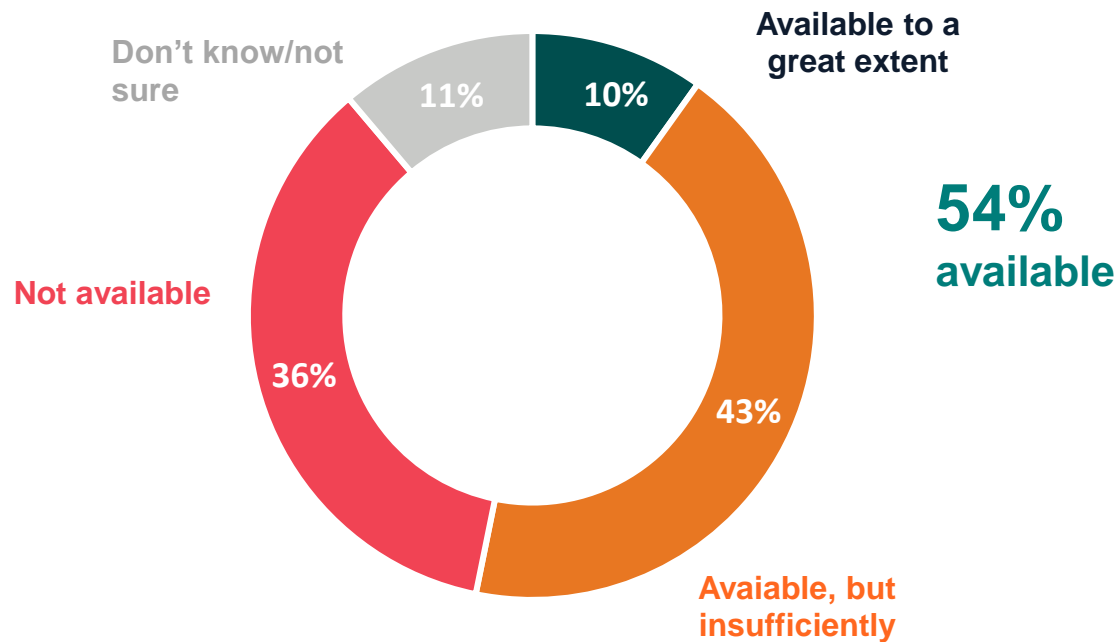
From those who believe the information about the local city/municipality budget is available and those who are not sure how available it is, almost half is not satisfied with the quality of that information. Two-fifths are satisfied.

Oldest citizens (66+) are more satisfied compared to the average (44%).

There are no significant differences between males and females when it comes to satisfaction with the quality of available information about local city/municipality budget.

Ind.2: Citizen satisfaction with the quality of information about the city/municipality budget (gender segregation)  
**39%**

# INFORMATION ABOUT ADOPTING LOCAL REGULATIONS, PLANS AND STRATEGIES - AVAILABILITY



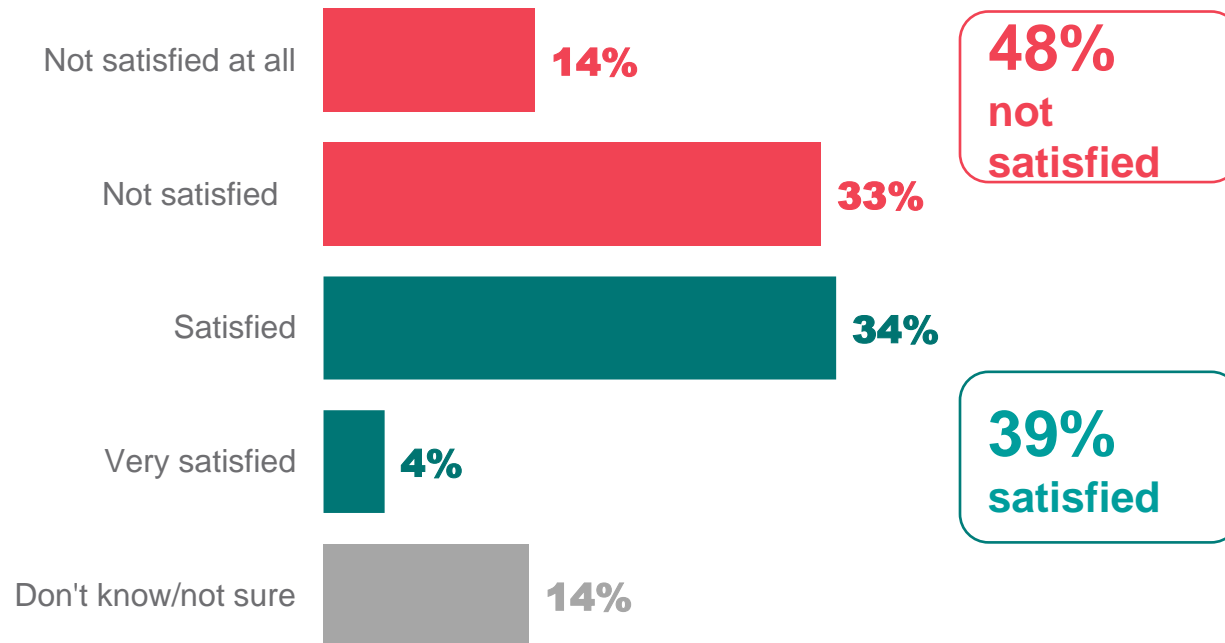
How available is the following information? – information about adopting local regulations, plans and strategies

Database: Citizens from selected municipalities, 18 years and older

When it comes to availability of information about adopting local regulations, plans and strategies, more than half believe this information is available – again, only one in ten believes it is available to a great extent, while more than a third reports about it not being available.

Similar pattern as with availability of information about the local city/municipality budget is observed here too – those with **higher education** are more likely to believe the **information about adopting local regulations, plans and strategies is available**: 63% reports about it being available, out of which 13% says it's available to a great extent.

# INFORMATION ABOUT ADOPTING LOCAL REGULATIONS, PLANS AND STRATEGIES - SATISFACTION



*How satisfied are you with quality of the available information? – information about adopting local regulations, plans and strategies*

*Database: Those who said information about adopting local regulations, plans and strategies is available, or who don't know N=968*

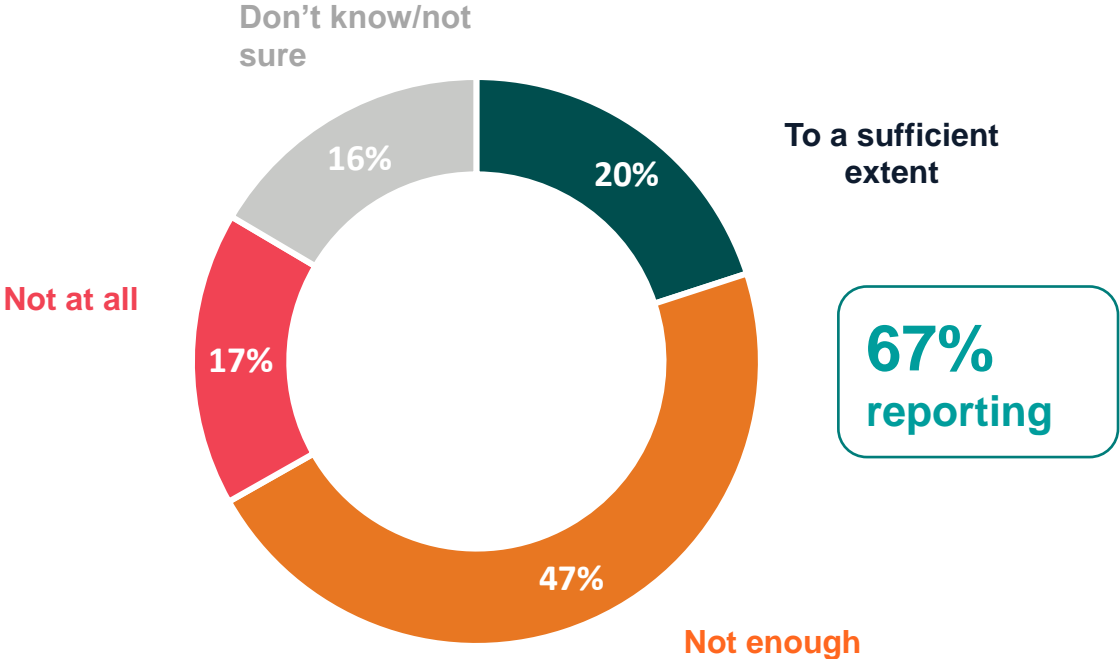
From those who believe the information about adopting local regulations, plans and strategies is available and those who are not sure how available it is, again almost half is not satisfied with the quality of that information, while two-fifths state being satisfied with it.

There are no significant differences between males and females when it comes to satisfaction with the quality of available information about adopting local regulations, plans and strategies.

Ind.3: Citizen satisfaction with the quality of information about adopting local regulations, plans and strategies (gender segregation)

**39%**

# LOCAL BUDGET AND ADOPTING LOCAL REGULATIONS, PLANS AND STRATEGIES – LOCAL MEDIA REPORTING



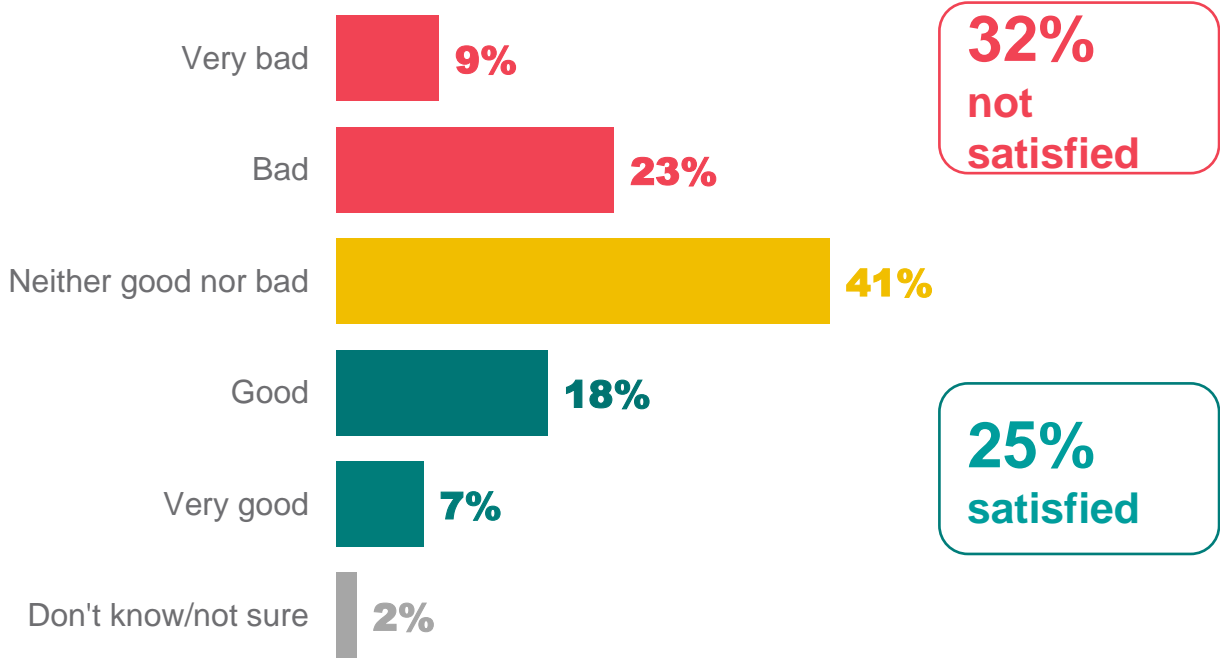
How much do local media in your city/municipality report about the local budget and adopting local regulations, plans and strategies?

Over two-thirds believe that the local media are reporting about the local budget and adopting local regulations, plans and strategies. Only a fifth, however, believes this reporting is to a sufficient extent, while a slightly lower percentage of citizens believes media do not report at all about these topics.

Citizens with **elementary education** are more likely to believe the **local media do not report at all** about these topics (28%), which is also the case with the **oldest citizens, 66+** (22%).

**Youngest citizens** (18-29) are more likely to believe the extent to which the local media report about the local budget and adopting local regulations, plans and strategies is **not enough** (59%).

# LOCAL BUDGET AND ADOPTING LOCAL REGULATIONS, PLANS AND STRATEGIES – QUALITY OF LOCAL MEDIA REPORTING



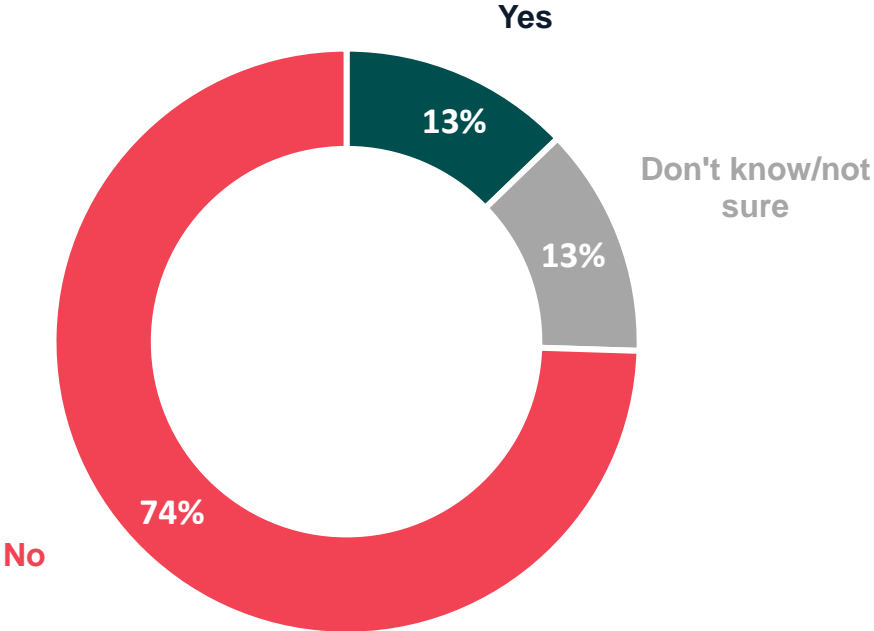
Quality of local media reporting about the local budget and adopting local regulations, plans and strategies is rated positively by a quarter of citizens. Additionally, “the middle” mark was given by 41%, while a third rates it negatively.

How would you rate the quality of reporting of local media in your city/municipality about the local budget and adopting local regulations, plans and strategies? Use the scale from 1 to 5, where 1 means Very bad, and 5 Very good.



# EXPERIENCE WITH CONSULTATIONS IN THE LAST TWO YEARS

# CONSULTING CITIZENS ABOUT ALLOCATING BUDGET MONEY



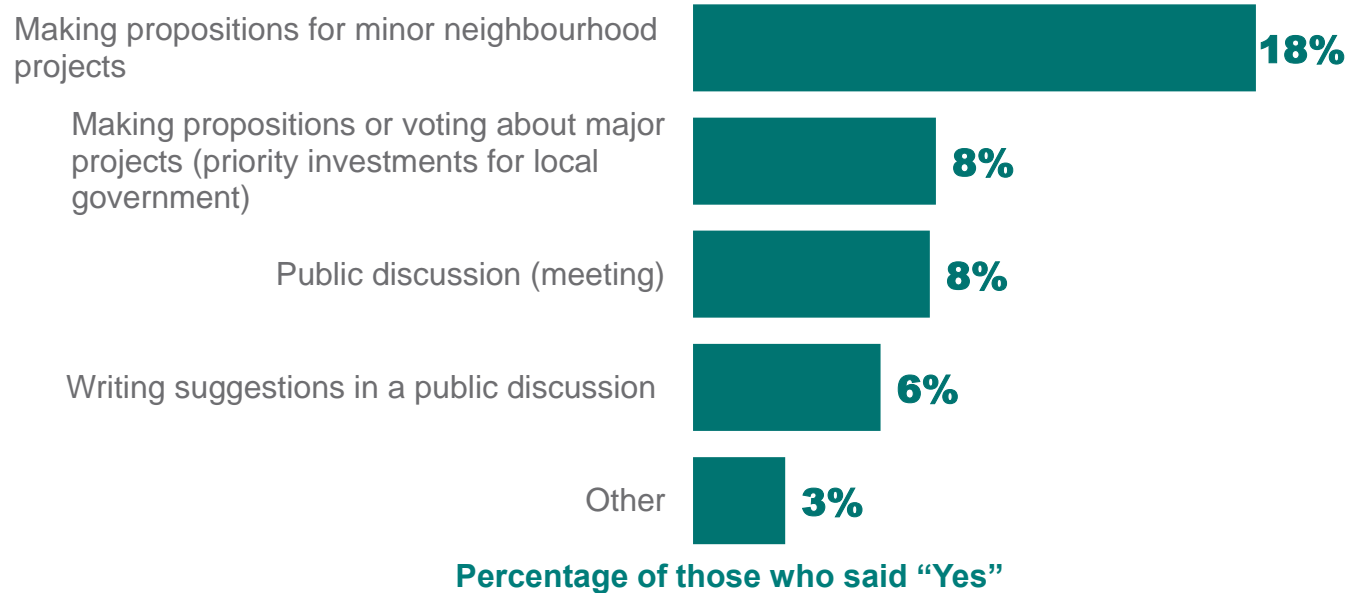
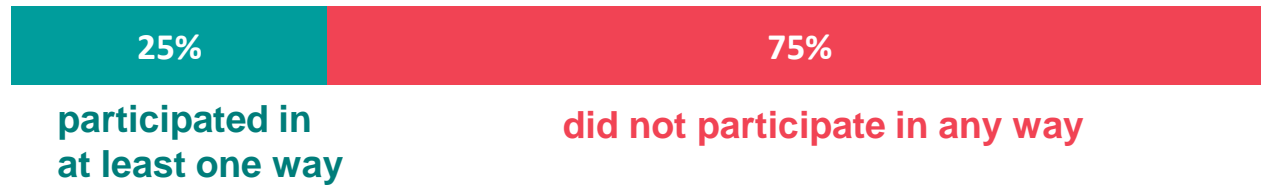
Has your local government consulted citizens about allocating budget money in the past two years (2021. and 2022.)?

Majority of citizens report that the local government has not consulted citizens about allocating budget money in the past 2 years. Only 13% believe citizens have been consulted.

Ind.1,8: Increased number of citizens in 15 supported LGs testify that budget spending is subject to participatory decision-taking.  
**13%**



# PARTICIPATION IN CONSULTATIONS ABOUT CITY/ MUNICIPALITY BUDGET DESIGN



Have you participated in consultations about city/municipality budget design in any of the following ways in the past two years (2021. and 2022.)?

Database: Citizens from selected municipalities, 18 years and older, N=1506

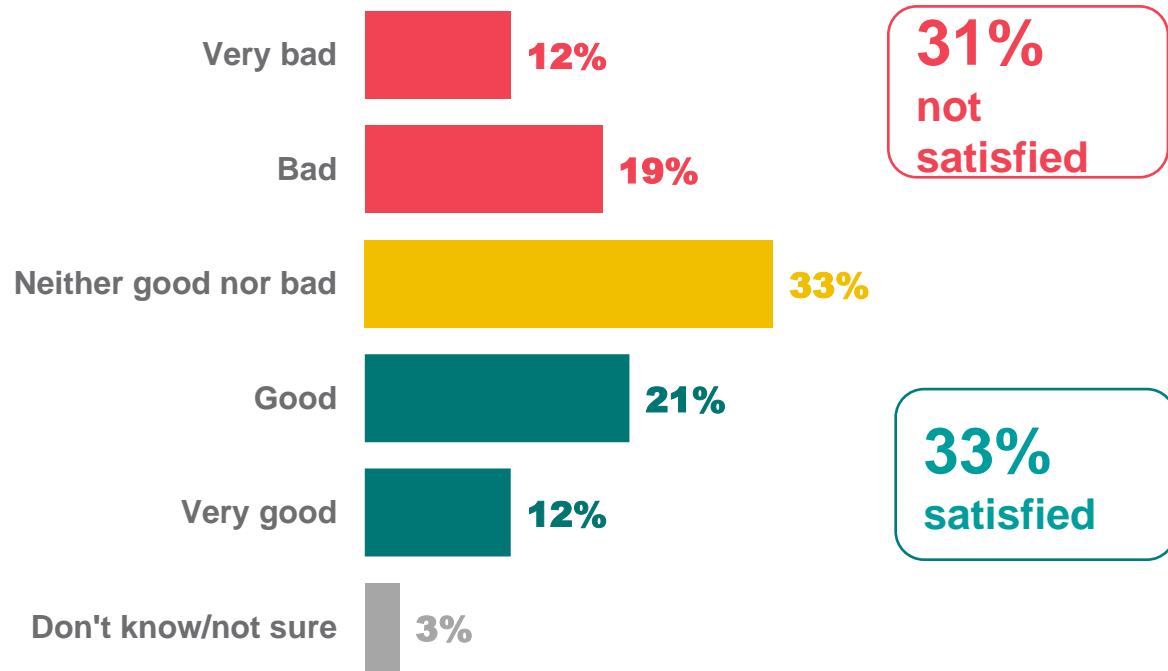
Only a quarter of citizens reports about participating in consultations about city/municipality budget design in at least one way.

From that one quarter, **one fifth of citizens have participated in making propositions for minor neighbourhood projects**, while only 8% report about making propositions or voting about major projects, as well as about participating in public discussions.

When it comes to the most common way of participation, **males more frequently report about making propositions for minor neighbourhood projects** (23%), compared to females (14%). This way of participation is also a less likely choice for those with elementary education (12%).

Citizens **aged 30-45** report more frequently than the average to have participated in **writing suggestions in public discussions** (9%).

# CONSULTATIONS ABOUT CITY/MUNICIPALITY BUDGET DESIGN – QUALITY RATINGS



A third of those who have participated in some form of consultations about budget design is satisfied with the quality of the consultations, while a third describes them as neither good nor bad. Additionally, a third reports being unsatisfied with their quality.

There are no significant differences between males and females when it comes to satisfaction with the consultations about city/municipality budget design.

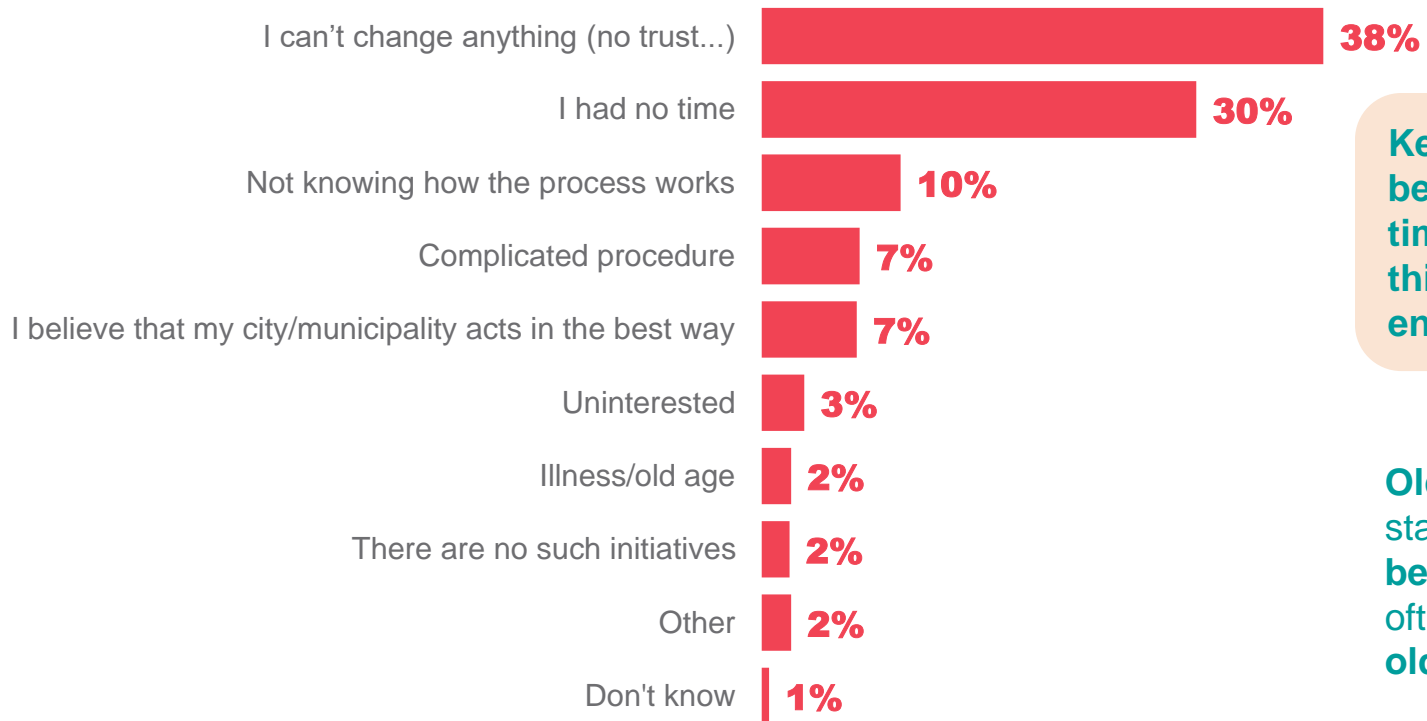
Ind 5: Citizen satisfaction with the quality of consultations and active participation in city/municipality budget design (gender segregation)

**33%**

How would you rate the quality of these consultations? Use the scale from 1 to 5, where 1 means Very bad, and 5 Very good.

Database: Those who participated in at least one form of consultations about city/municipality budget design, N=379

# CONSULTATIONS ABOUT CITY/MUNICIPALITY BUDGET DESIGN – REASONS FOR NOT PARTICIPATING



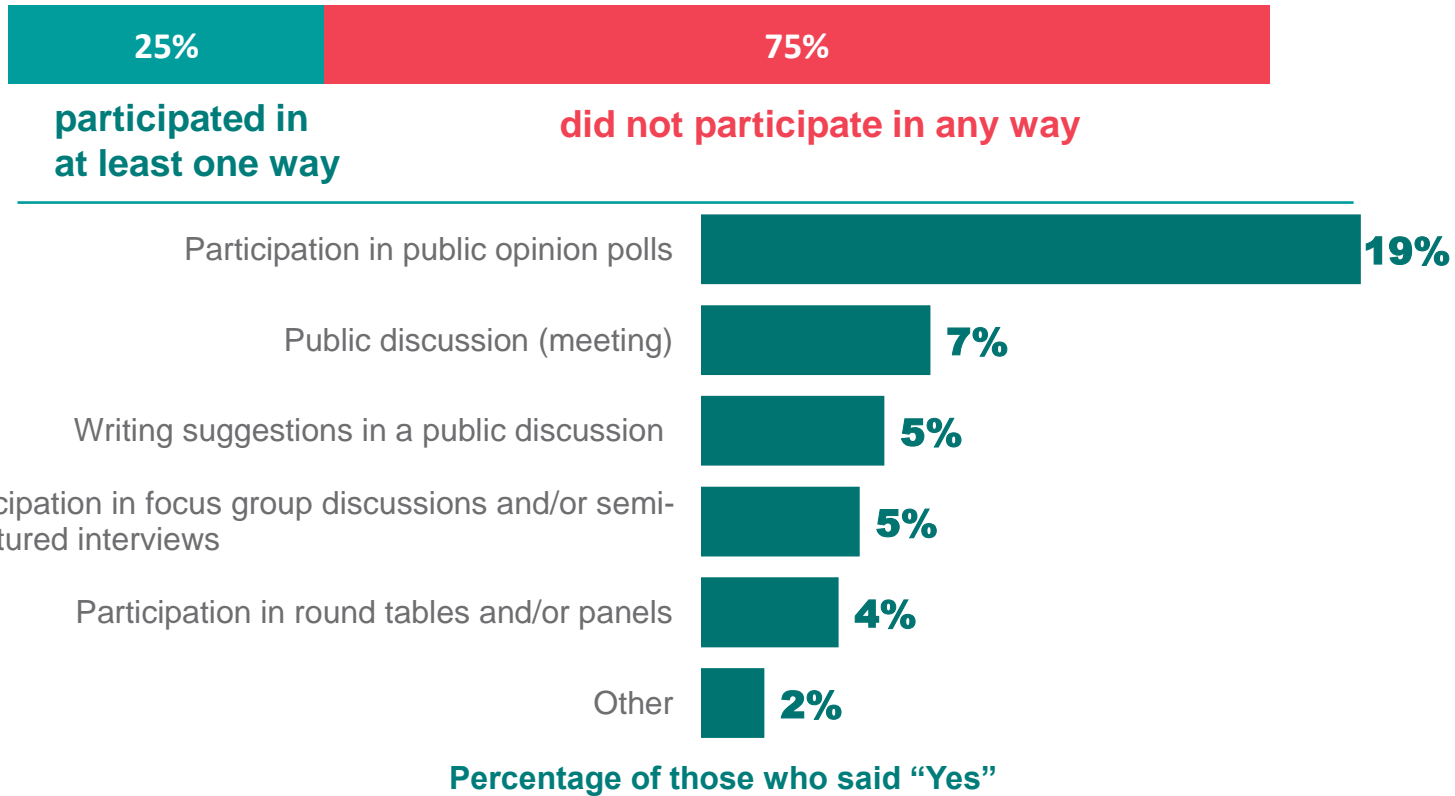
Key reason for not participating in these consultation is belief that nothing can be changed, followed by lack of time – these 2 were the reasons that more than two-thirds reported. Additionally, 1 in 10 states not knowing enough about how the process works.

Older citizens (66+) more often compared to the average state that the reason for not participating is the **procedure being too complicated** (10%). They are, however, also more often **uninterested** (6%), and more often mention **illness or old age** as the reason for not participating (7%).

*Why didn't you participate, what was the key reason why?*

Database: Those who did not participate in any form of consultations about city/municipality budget design, N=1127

# PARTICIPATION IN CONSULTATIONS ABOUT ADOPTING LOCAL REGULATIONS, PLANS AND STRATEGIES



*Have you participated in consultations about adopting local regulations, plans and strategies in your city/municipality in any of the following ways in the past two years (2021. and 2022.)?*

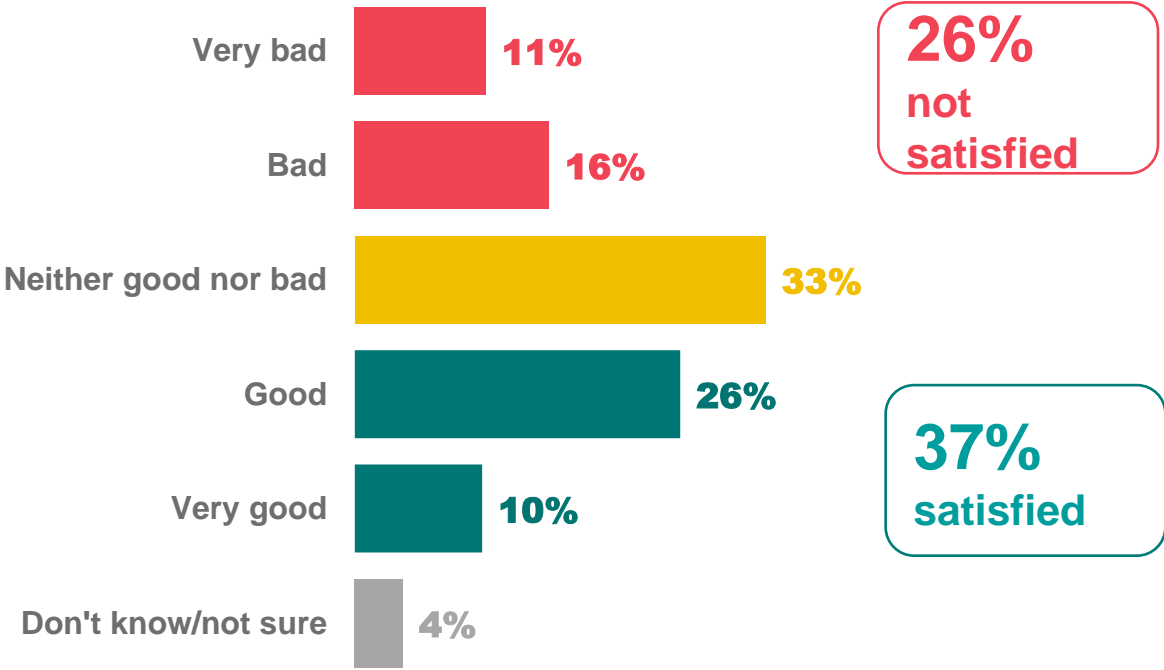
Only a quarter of citizens reports about participating in consultations about adopting local regulations, plans and strategies in at least one way.

For those who have participated, the most common way of participation in these consultations is participation in public opinion polls, in which almost a fifth has participated in the last two years.

Participation in public opinion polls seems to be particularly popular amongst the younger population (29% for those aged 18-29 and 25% for those aged 30-44), as well as amongst those with higher education (25%).

Citizens with higher education are also more likely to participate in focus groups discussion/semi-structured interviews (8%), as well as in round tables/panels (8%).

# CONSULTATIONS ABOUT ADOPTING LOCAL REGULATIONS, PLANS AND STRATEGIES – QUALITY RATINGS



Almost two-fifths are satisfied with the quality of consultations about adopting local regulations, plans and strategies, and an additional third rates these consultations as neither good nor bad. A quarter of citizens is, however, not satisfied with their quality.

There are no significant differences between males and females when it comes to satisfaction with the consultations about adopting local regulations, plans and strategies.

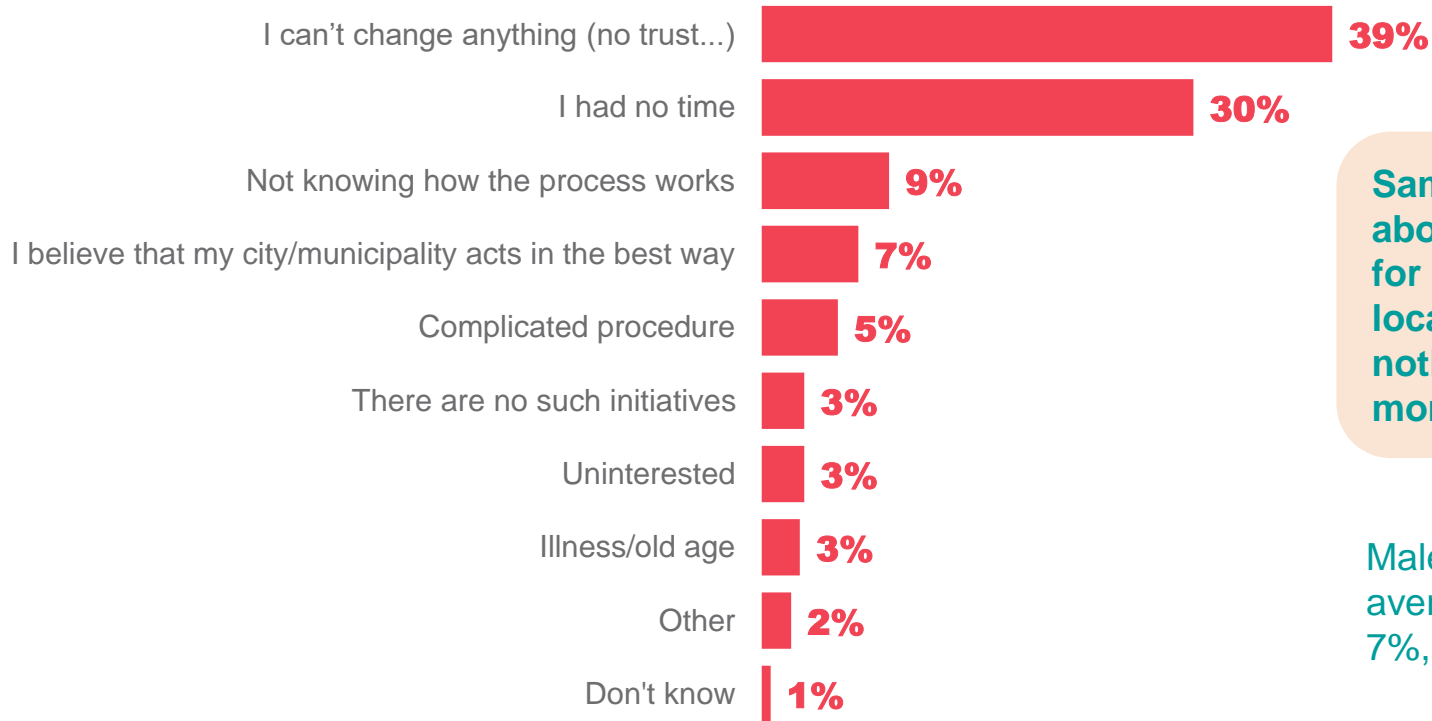
Ind 6: Citizen satisfaction with the quality of consultations and active participation in adopting local regulations, plans and strategies

**37%**

How would you rate the quality of these consultations? Use the scale from 1 to 5, where 1 means Very bad, and 5 Very good.

Database: Those who participated in at least one form of consultations about adopting local regulations, plans and strategies, N= 384

# CONSULTATIONS ABOUT ADOPTING LOCAL REGULATIONS, PLANS AND STRATEGIES – REASONS FOR NOT PARTICIPATING



Same reasons as for not participating in consultations about the budget design are observed as key reasons for not participating in consultations about adopting local regulations, plans and strategies too – belief that nothing can be changed and lack of time (reported by more than two-thirds of citizens).

Males and oldest citizens (66+) more often compared to the average report being uninterested in these consultation (4%, 7%, respectively).

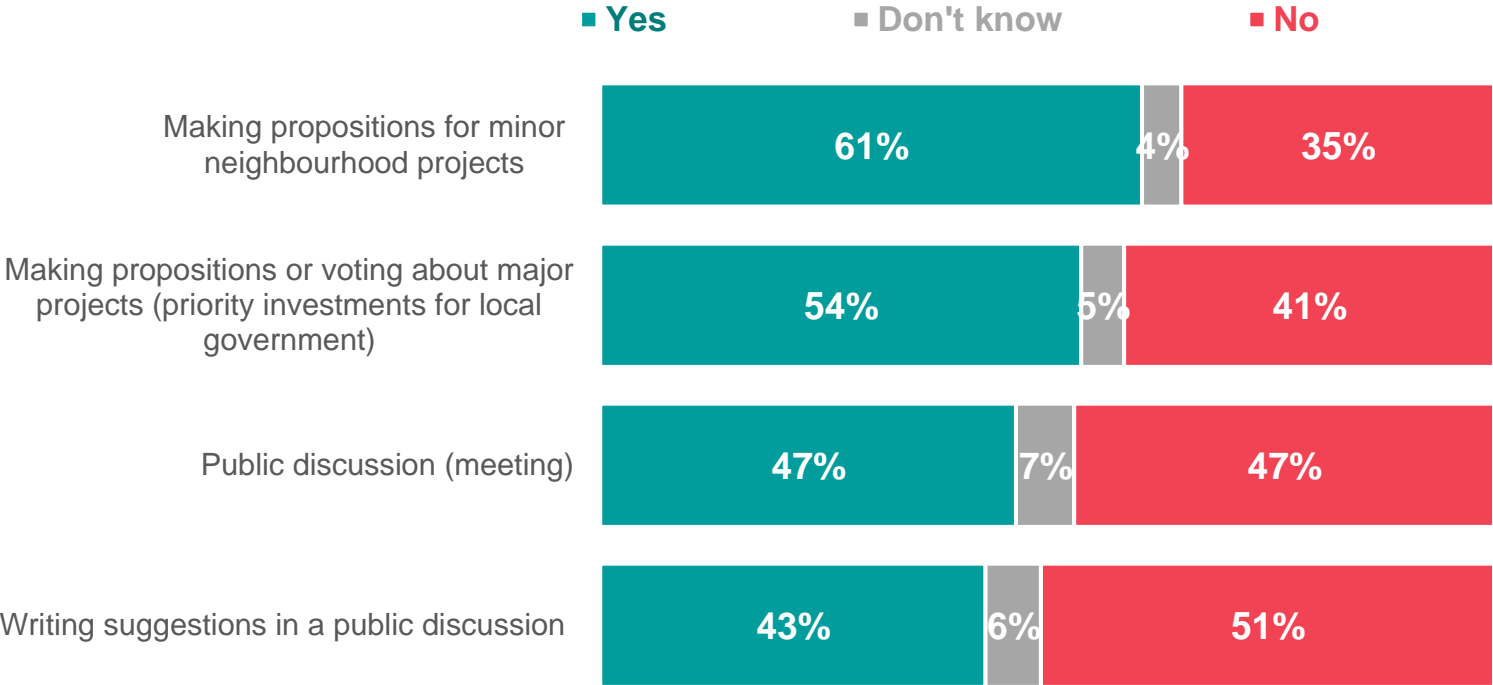
*Why didn't you participate, what was the key reason why?*

*Database: Those who did not participate in any form of consultations about adopting local regulations, plans and strategies, N=1122*



# CAPACITY FOR CITIZEN INCLUSION

# CONSULTATIONS ABOUT CITY/MUNICIPALITY BUDGET DESIGN – WILLINGNESS TO PARTICIPATE



*If possible, would you participate in deciding about allocating your city/municipality budget money in any of the following ways?*

*Database: Those who did not participate in any form of consultations about city/municipality budget design, N=1127*

More than three-fifths of those who have not participated in any form of consultations about city/municipality budget design would be willing to make propositions for minor neighborhood projects, while over a half would engage in making propositions or voting about major projects.

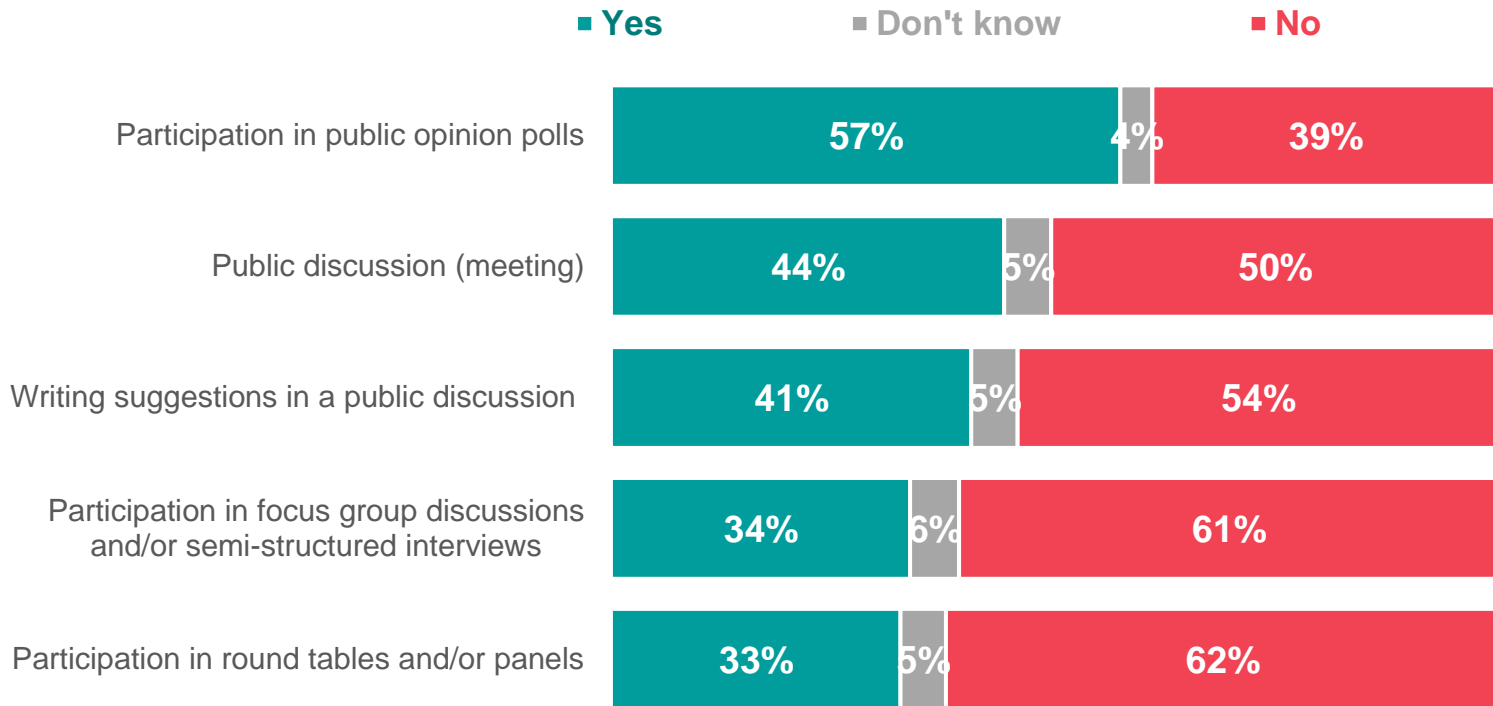
Male citizens are more willing to engage in all mentioned activities compared to female citizens.

Citizens with elementary education are less likely to participate in all of the activities, compared to the average, while those with higher education seem to be more interested in writing suggestions in public discussions, compared to the average (53%).





# CONSULTATIONS ABOUT ADOPTING LOCAL REGULATIONS, PLANS AND STRATEGIES – WILLINGNESS TO PARTICIPATE



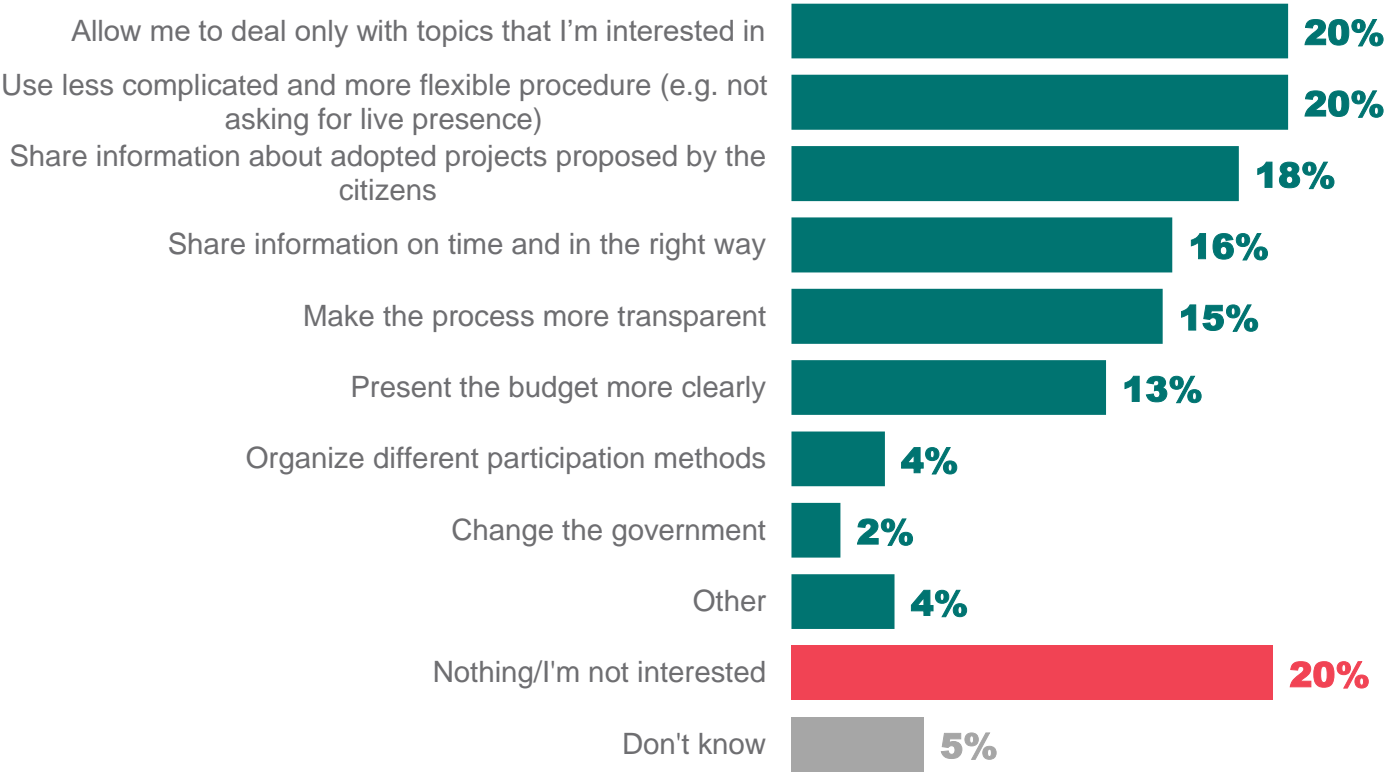
*If possible, would you participate in deciding about adopting local regulations, plans and strategies in your city/municipality in any of the following ways?*

Participation in public opinion polls is the most appealing way of participating in deciding about local regulations, plans and strategies for those who did not so far participate in any form of these consultations. This is followed by participation in public discussions and by writing suggestions in public discussions.

Those with **higher education** seem more keen to engage in the majority of mentioned activities, while those with elementary education, on the contrary, show the least interest.

**Males**, again, seem more interested than females when it comes to **public discussion – meeting** (54% vs 35%), **writing suggestions in public discussions** (49% vs 33%), and **participating in round tables/panels** (40% vs 26%).

# WAYS TO ENCOURAGE PARTICIPATION IN CONSULTATIONS



Allowing citizens to participate only in topics of their interests, as well as using less complicated and more flexible procedures, followed by providing information about adopted projects, seem to be the best ways to encourage citizen participation in consultations. There is, however, a fifth that is not interested in participation at all.

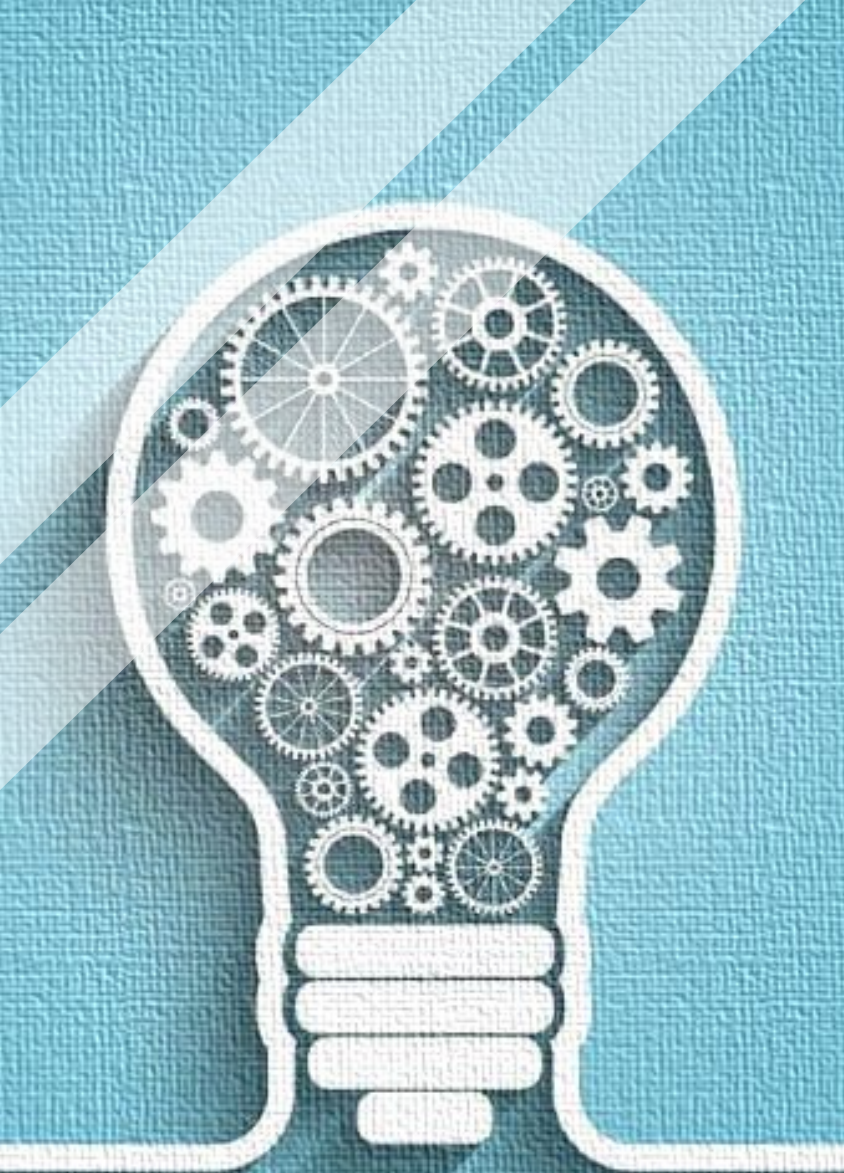
For those aged 30-44, participating only in topics they care about seems to be particularly important (34%), while the youngest (18-29) also care about sharing information in a timely manner and in the right way (28%), presenting the budget more clearly (28%) and making the process more transparent (27%) – this is also particularly important to those with higher education (26%).

Share of the uninterested ones is the highest amongst the oldest citizens (30%).

What should your local government do to motivate you to participate in the decision-making process about allocating budget money/adopting local regulations, plans and strategies?

Database: Those who would not participate in any form of consultations about city/municipality budget design or adopting local regulations, plans and strategies, N=414, multiple answers possible

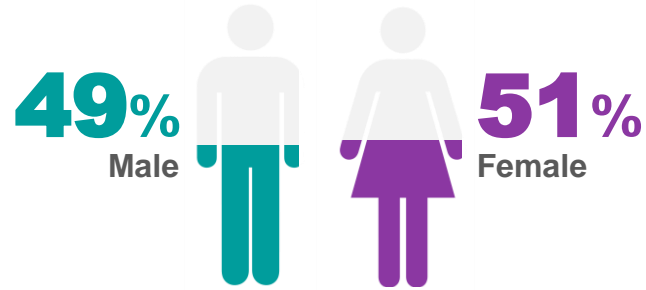




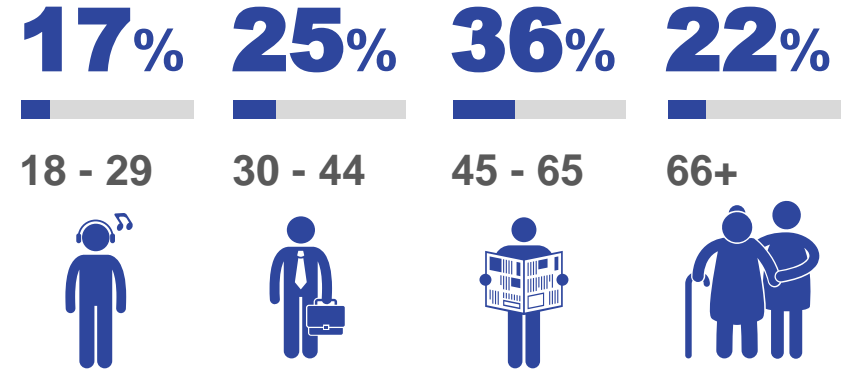
# SAMPLE STRUCTURE

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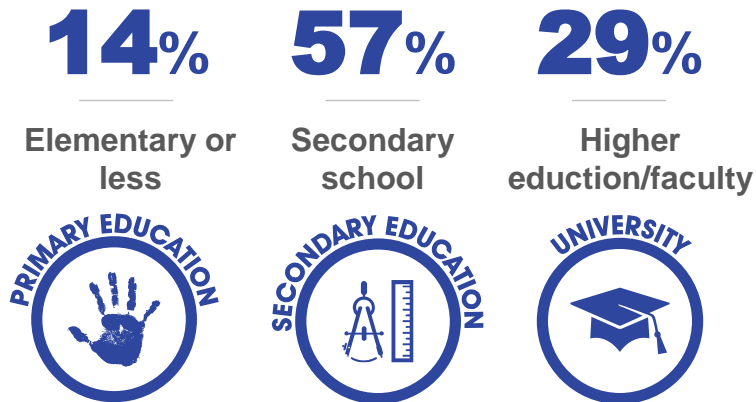
## Gender



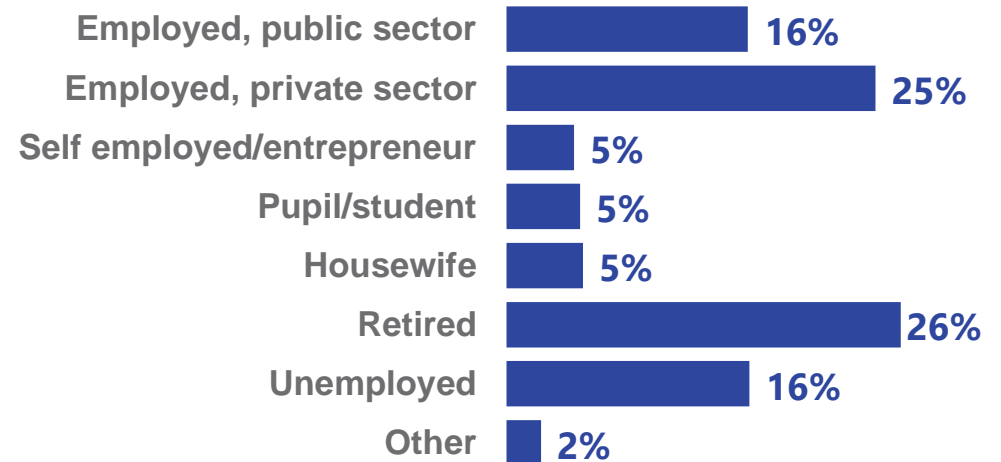
## Age



## Education



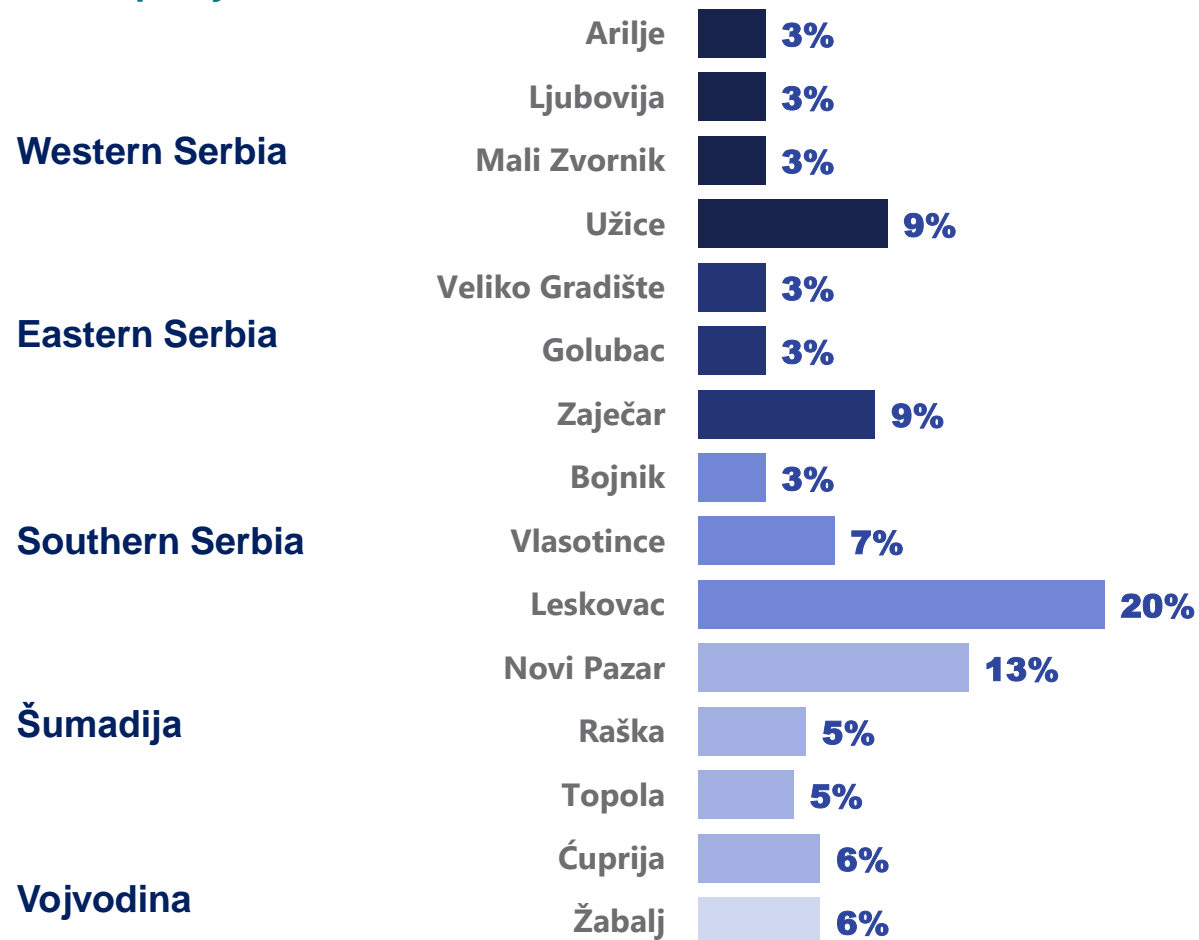
## Employment status



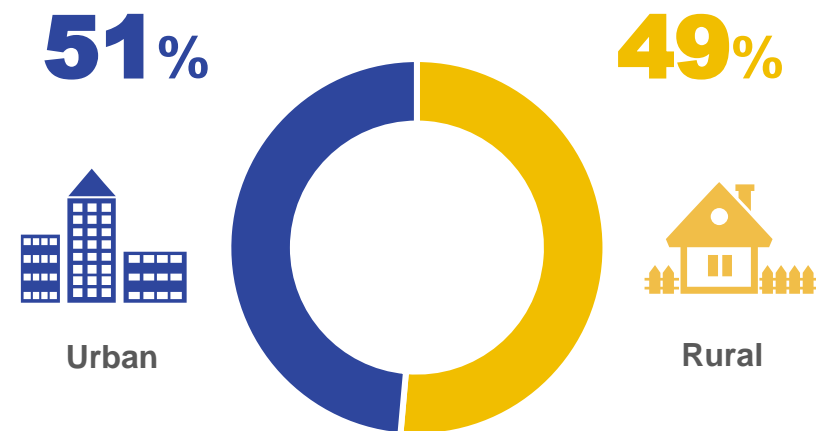
Database: Citizens from selected municipalities, 18 years and older, N=1506

# SAMPLE STRUCTURE

## Municipality



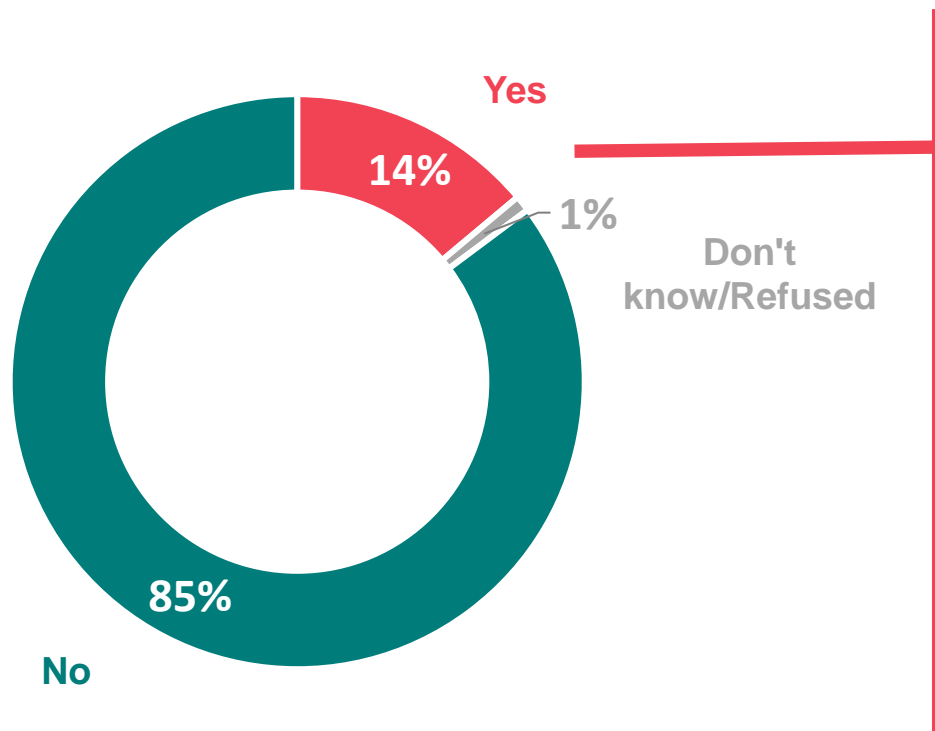
## Type of settlement



Database: Citizens from selected municipalities, 18 years and older, N=1506

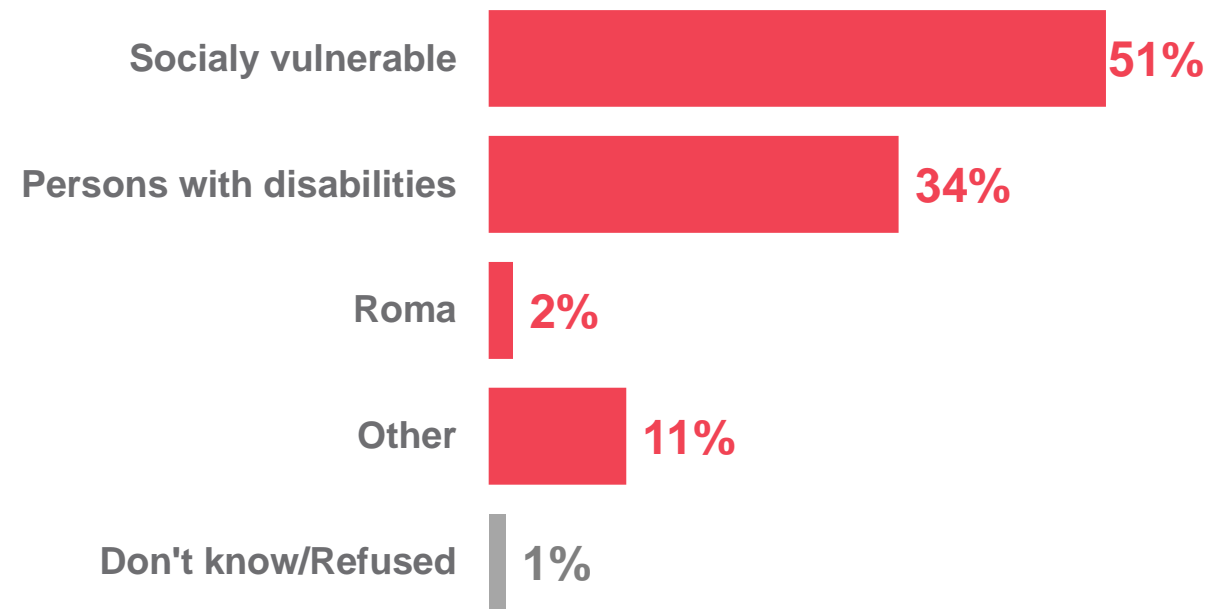
# SAMPLE STRUCTURE

## Belonging to a vulneable social group



*Do you think you belong to a vulnerable social group (socially vulnerable, persons with disability, refugees and IDPs, Roma)?*

*Database: Citizens from selected municipalities, 18 years and older, N=1506*



*Which vulnerable social group do you belong to?*

*Database: Those who belong to some vulnerable social group, N=209*

# ABOUT IPSOS

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So that our clients can act faster, smarter and bolder. Ultimately, success comes down to a simple truth:  
**You act better when you are sure.**

**THANK  
YOU**

**GAME CHANGERS**

