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ANNUAL SURVEY
JUNE 2025

**BOSNIA AND
HERZEGOVINA**





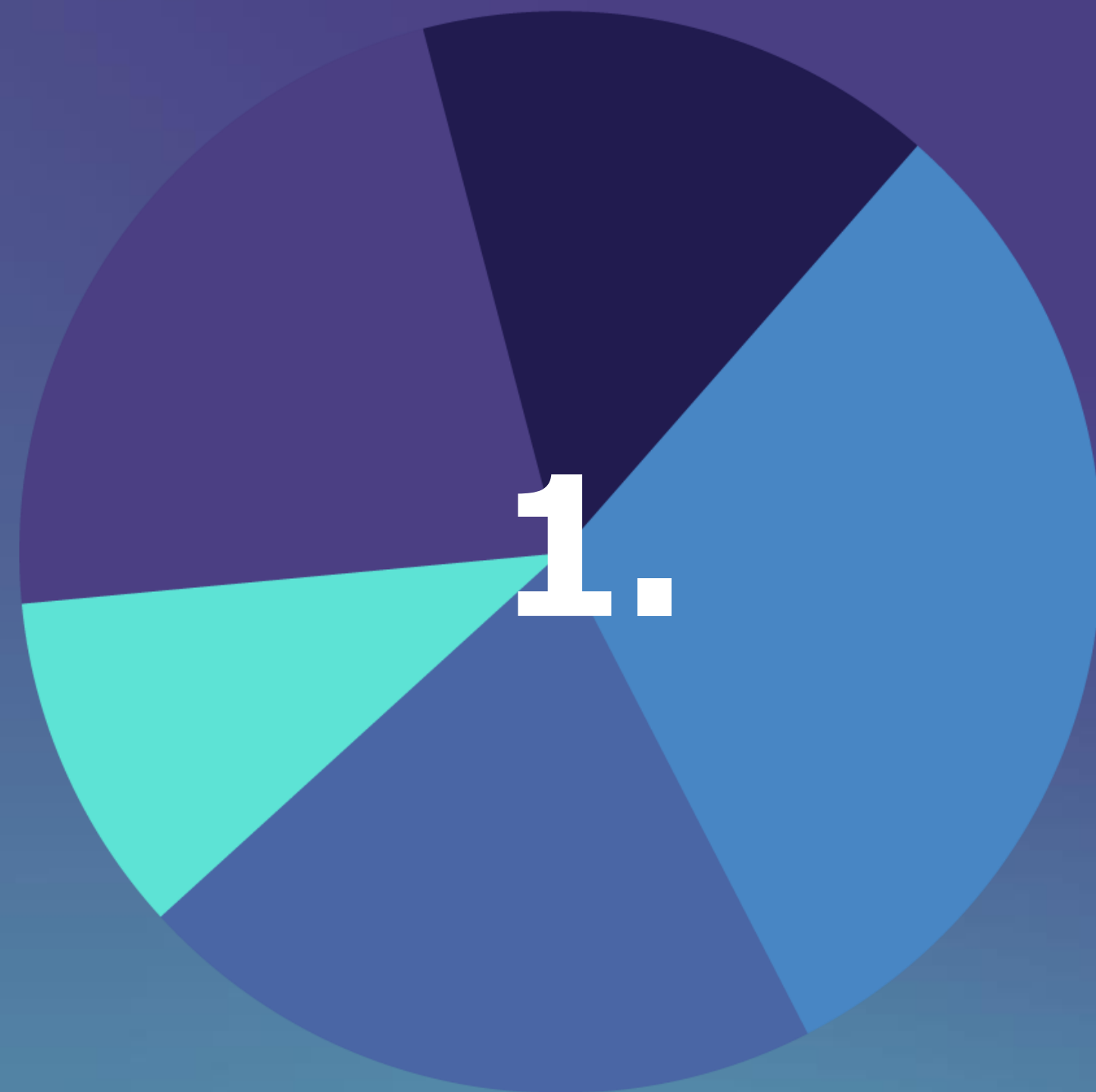
METHODOLOGY

Quantitative survey targeting the general population in **Bosnia and Herzegovina** aged 15+ and living in the country

1005 respondents randomly selected through a two-stage stratified sampling design with cities/towns/settlements as Primary Sampling Units (PSUs) & individuals as Secondary Sampling Units (SSUs)

Face to face interviews (field work) conducted in **May-June 2025** and covering the following topics:

- Information, awareness and perceptions of the EU
- EU relations with Bosnia and Herzegovina and awareness of EU's financial support
- Agreement on common narratives
- Public perceptions of the EU accession: support, expectations and concerns
- Institutional trust and national challenges
- Source of news and information

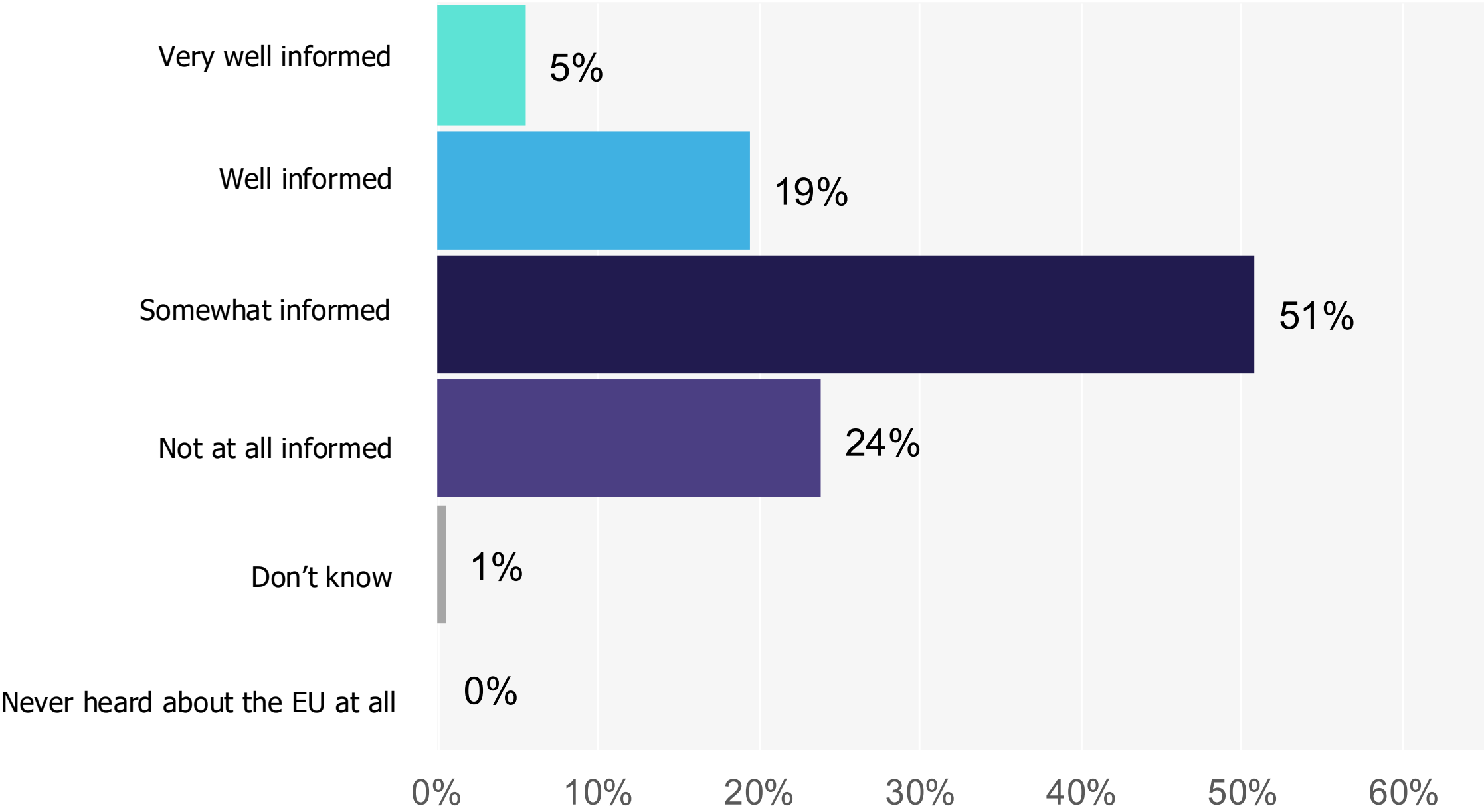


AWARENESS AND PERCEPTIONS OF THE EU



Awareness of the EU

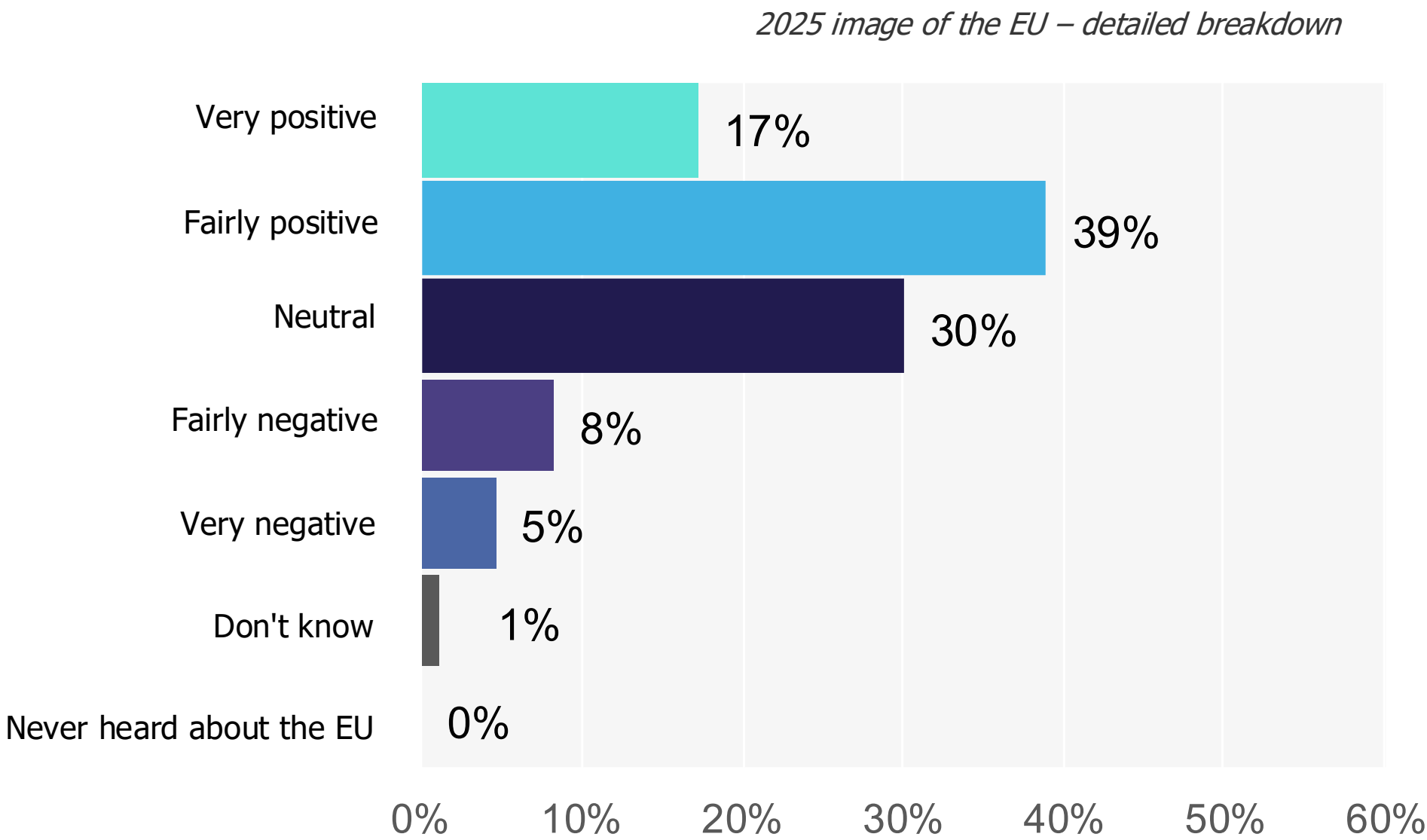
To what extent are you informed about the European Union?



24%
of citizens say they are **well or very well informed** about the EU

Image of the EU

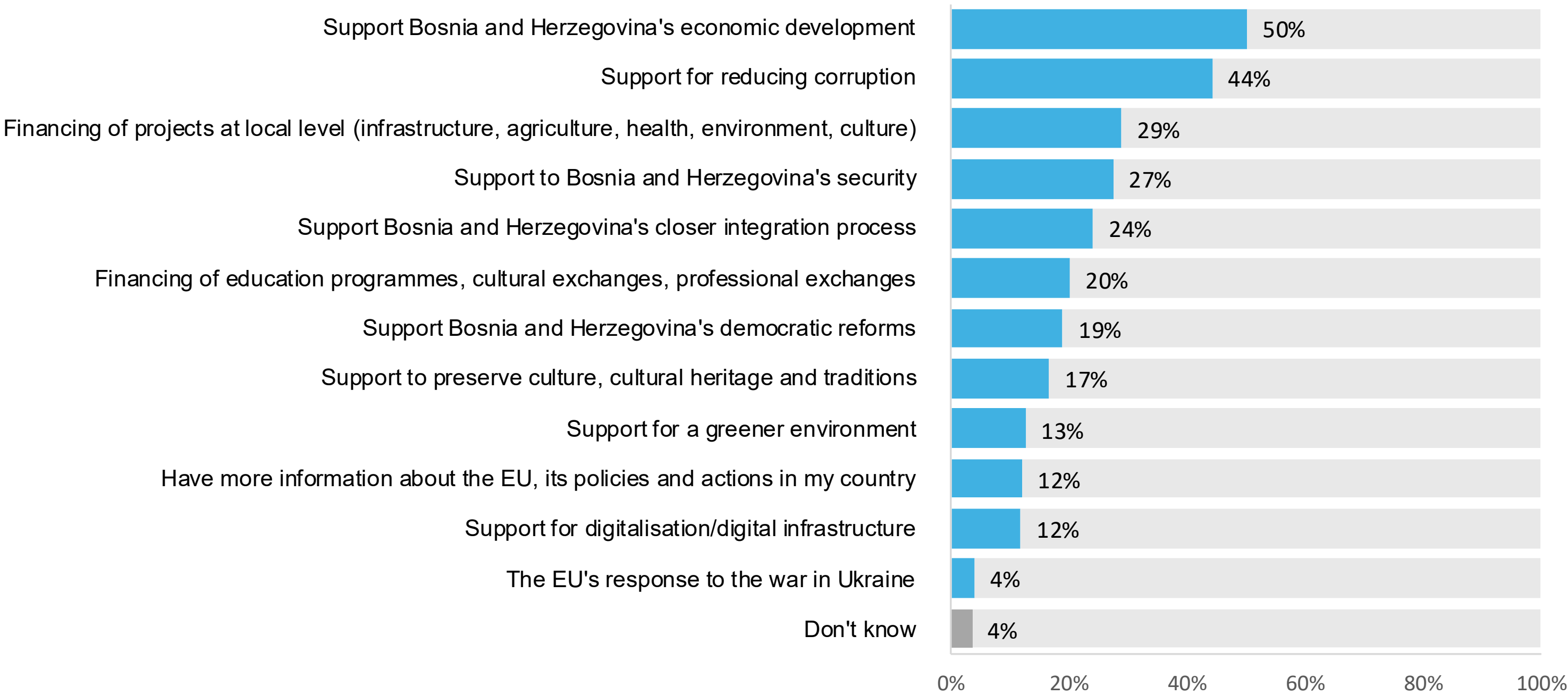
Do you have a very positive, fairly positive, neutral, fairly negative or very negative image of the European Union?



56%
of citizens have a **positive image** of the EU

Image of the EU

In your opinion, which factors could make citizens of Bosnia and Herzegovina more positively disposed towards the EU? And which is the most important?



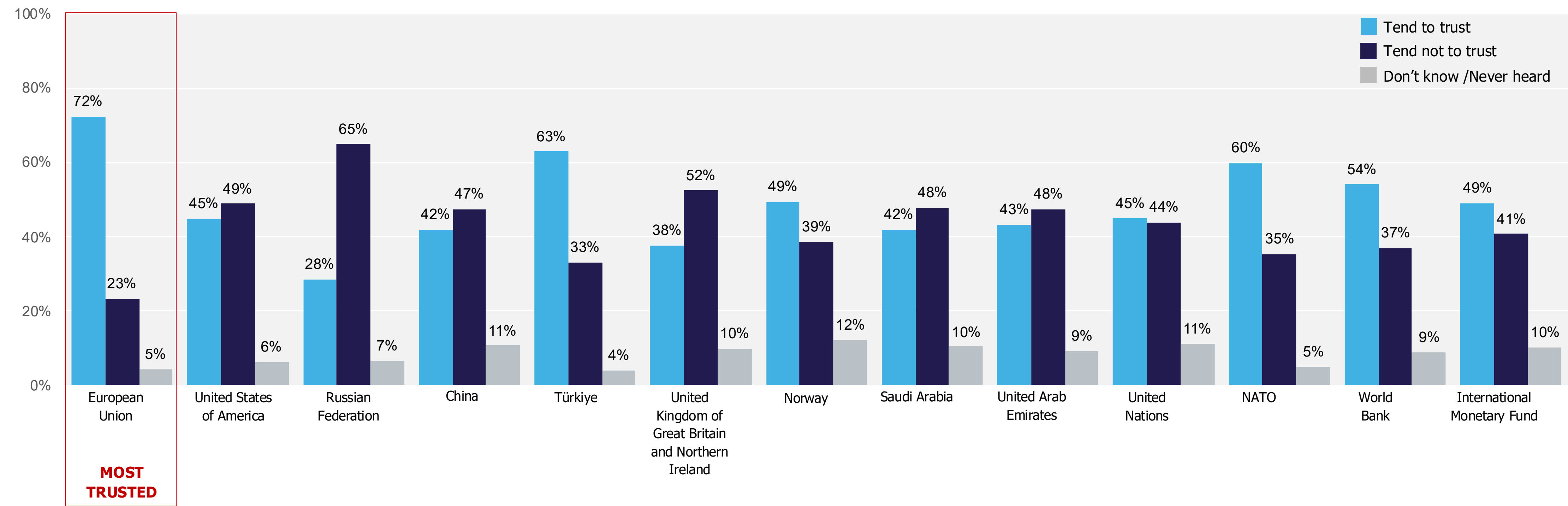
The **most important factors** that have been more frequently indicated are the following:

- 1. Support to Bosnia and Herzegovina's economic development (28%)
- 2. Support for reducing corruption (20%)
- 3. Support to Bosnia and Herzegovina's security (12%)

Respondents could select multiple options. The bar chart shows total mentions. The box shows only the top 3 single-choice answers.

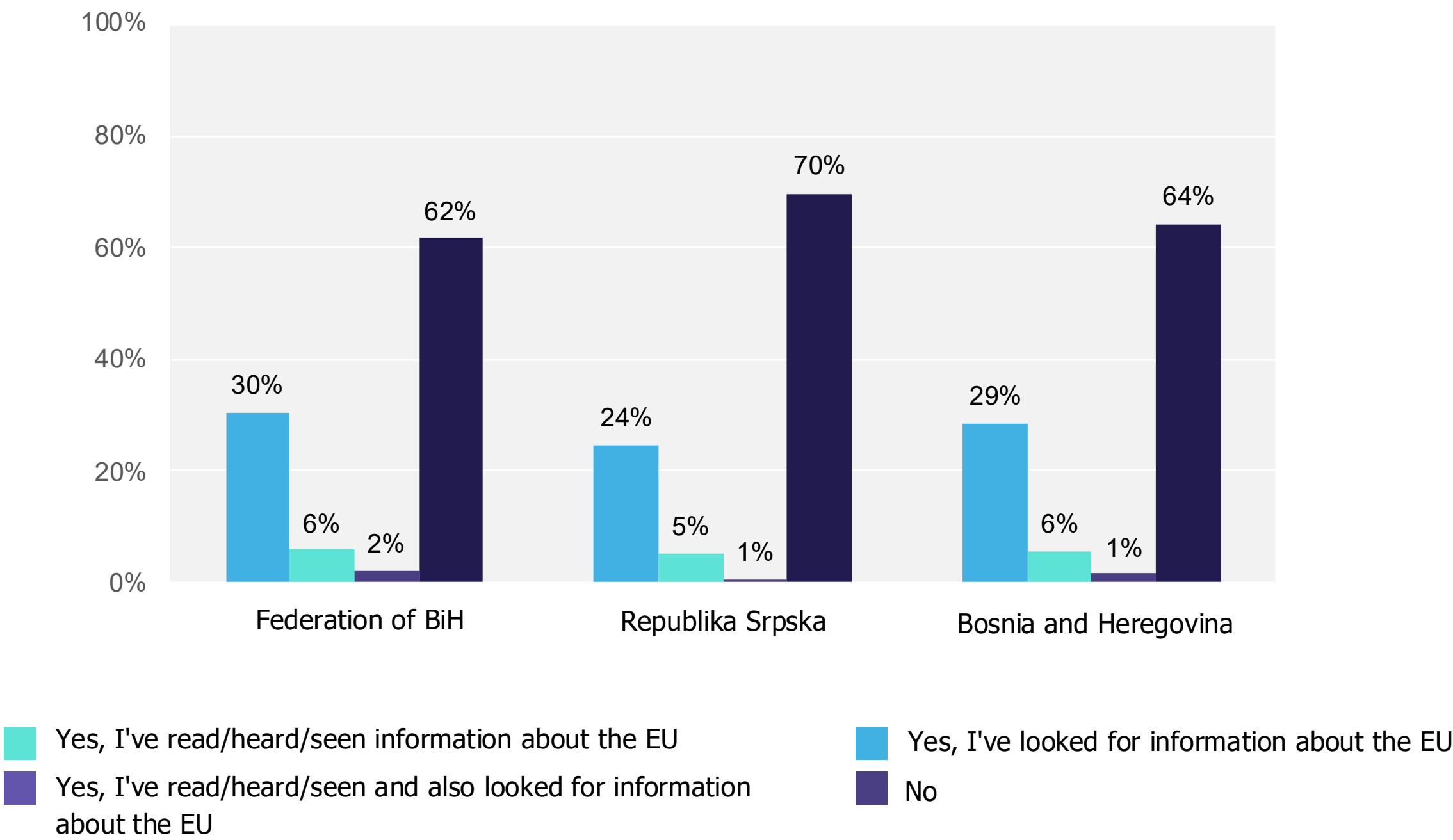
Trust towards the EU & other international institutions

I would like to ask you a question about how much trust you have in certain institutions/countries. For each of the following institutions/countries, please tell me if you tend to trust it or tend not to trust it.

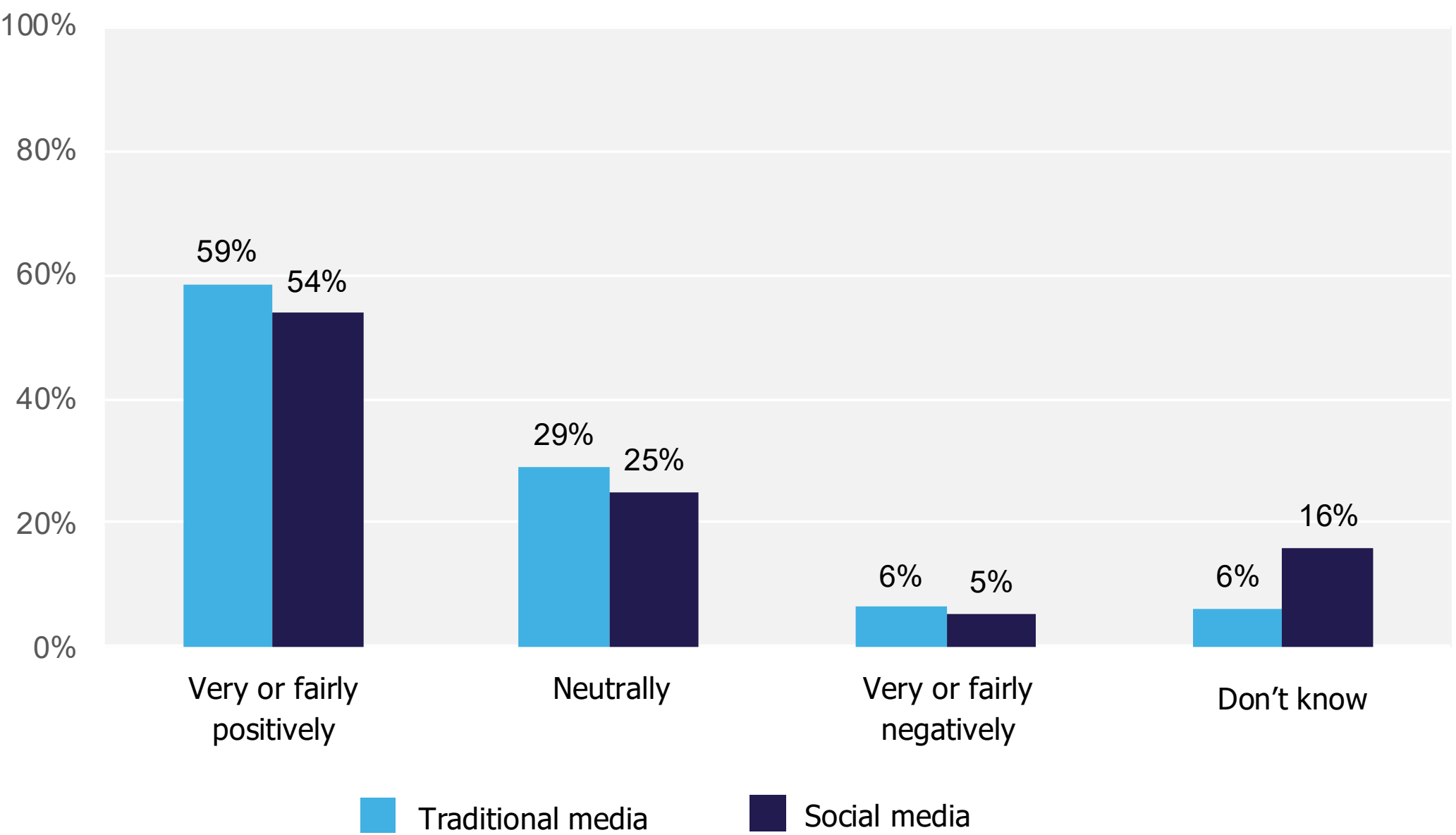


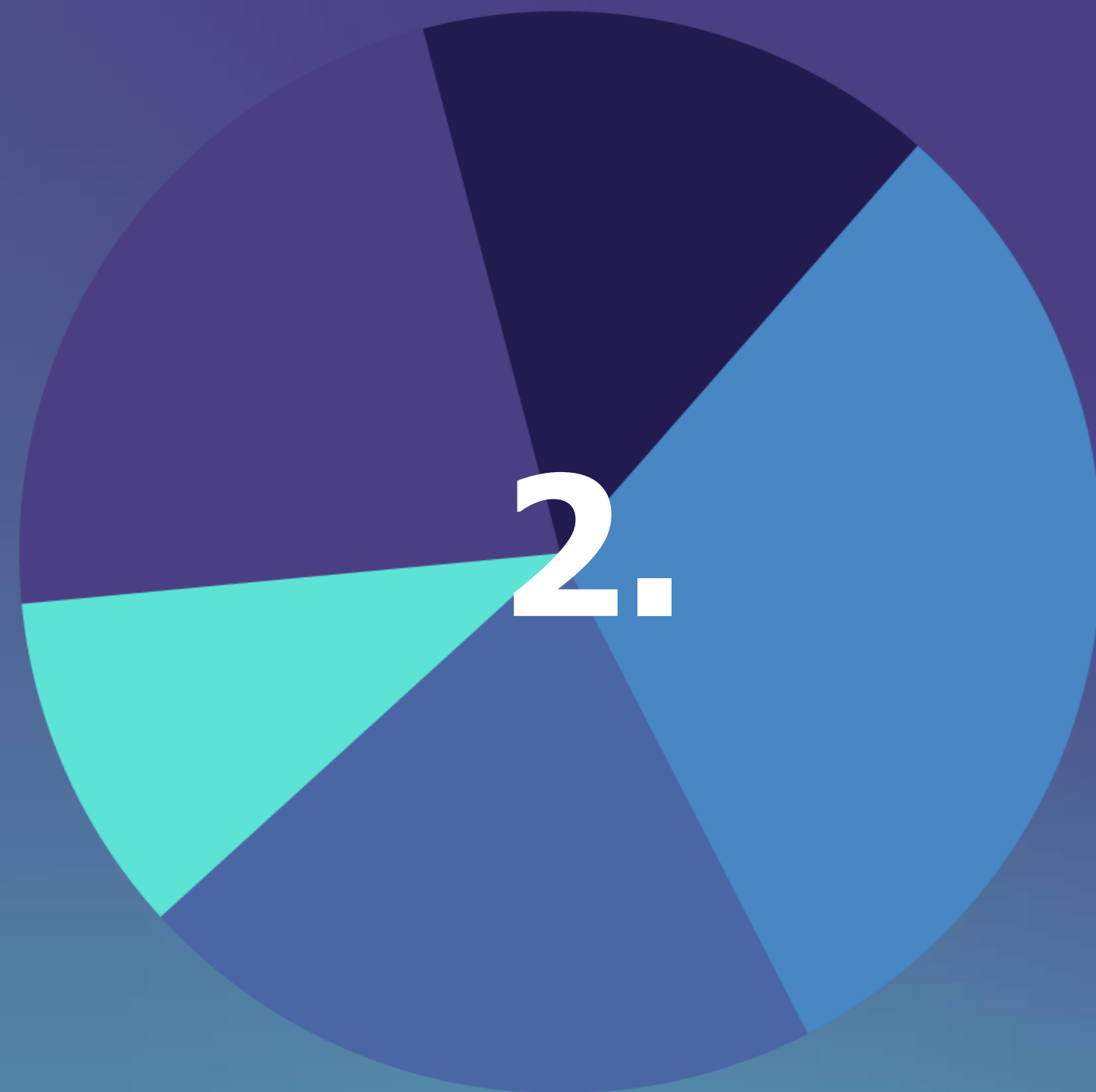
Information exposure and media tone

Have you read, seen or heard or looked for any information about the EU in the last three months?



In general, how would you say the EU was presented in traditional media (i.e., television, radio and or newspaper) and In social media?



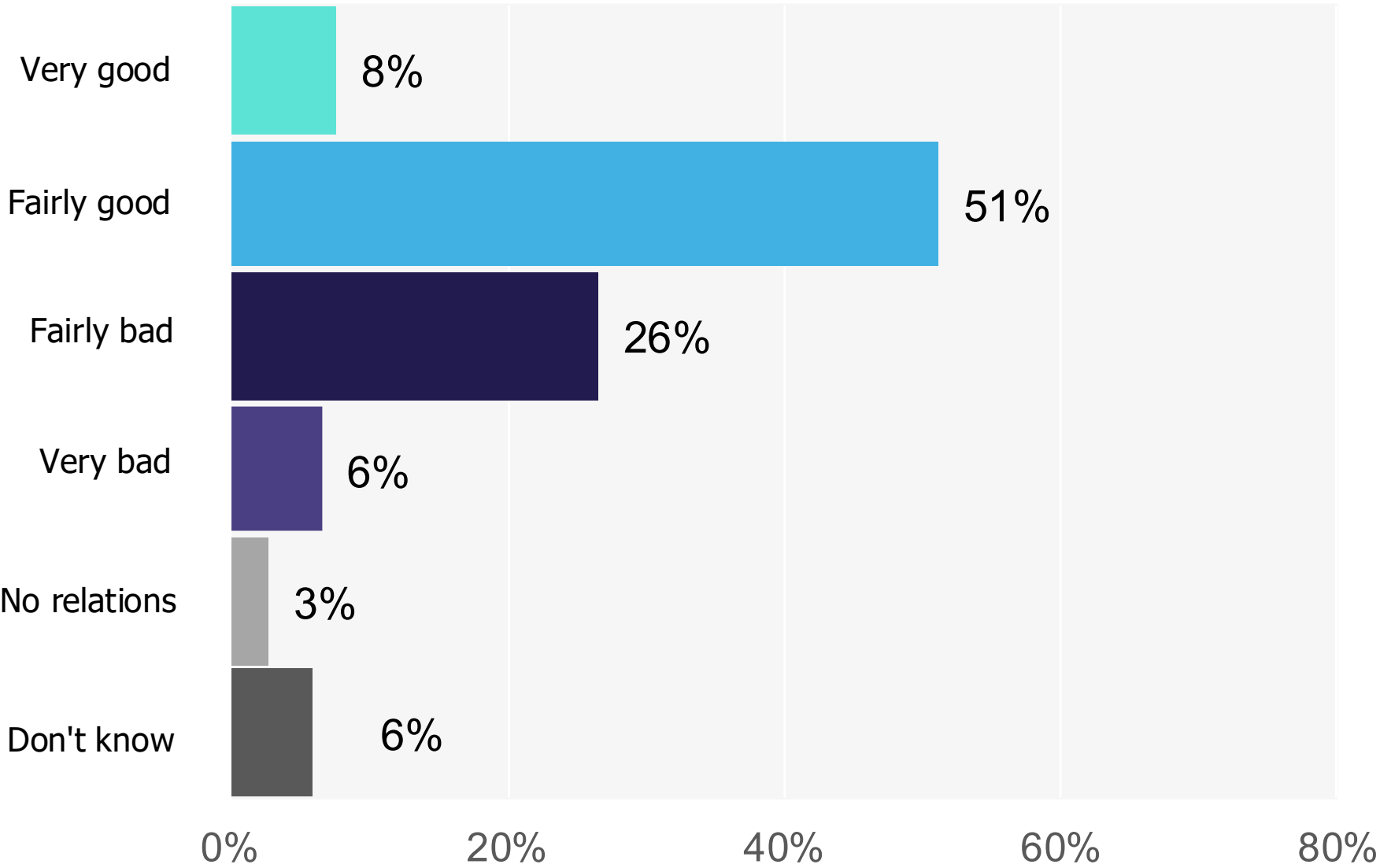


EU RELATIONS WITH BOSNIA AND HERZEGOVINA AND AWARENESS OF THE EU'S FINANCIAL SUPPORT



EU relations with Bosnia and Herzegovina

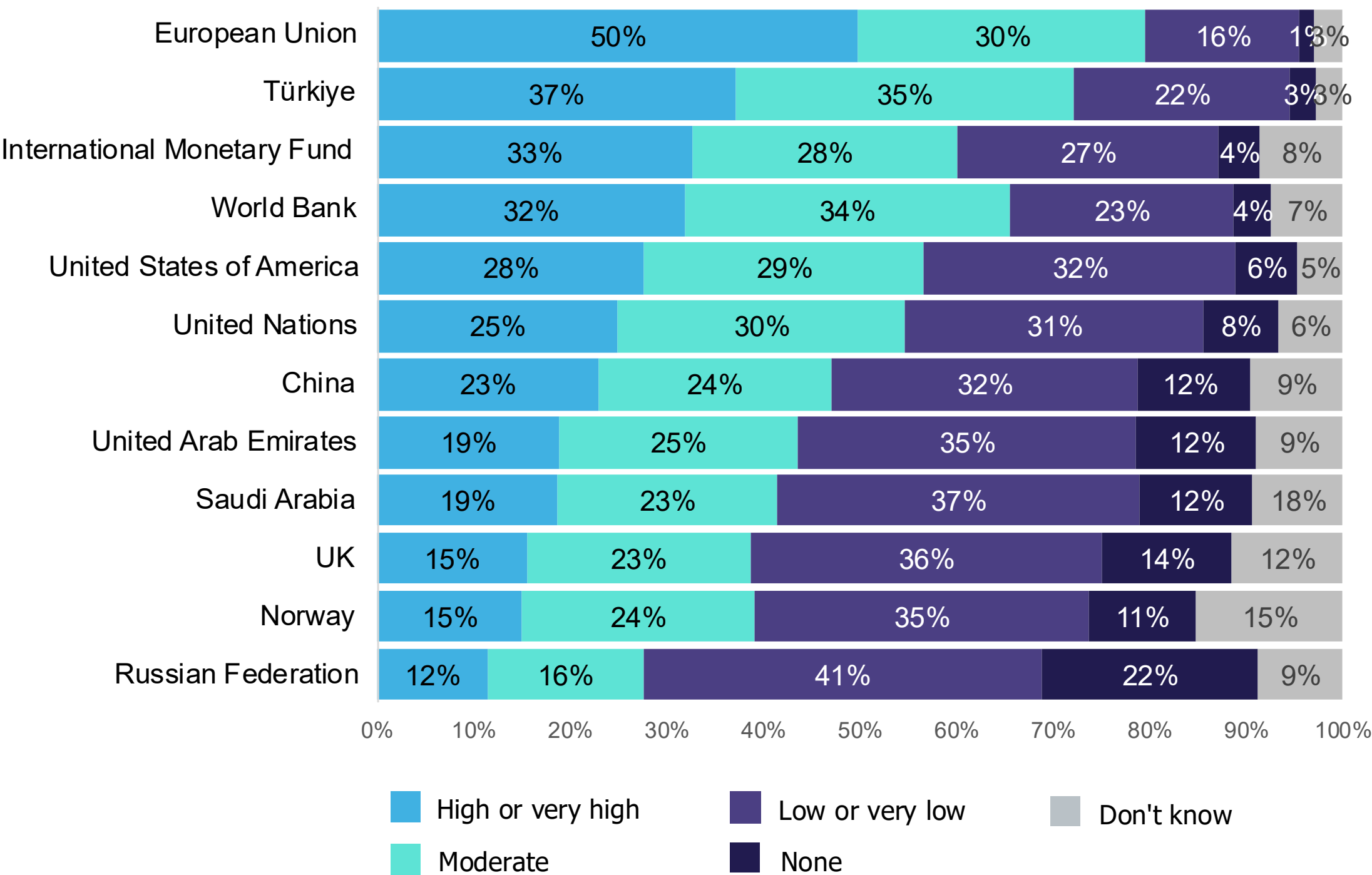
In general, how would you describe the relations that the European Union has with Bosnia and Herzegovina?
Would you describe them as very good, fairly good, fairly bad or very bad?



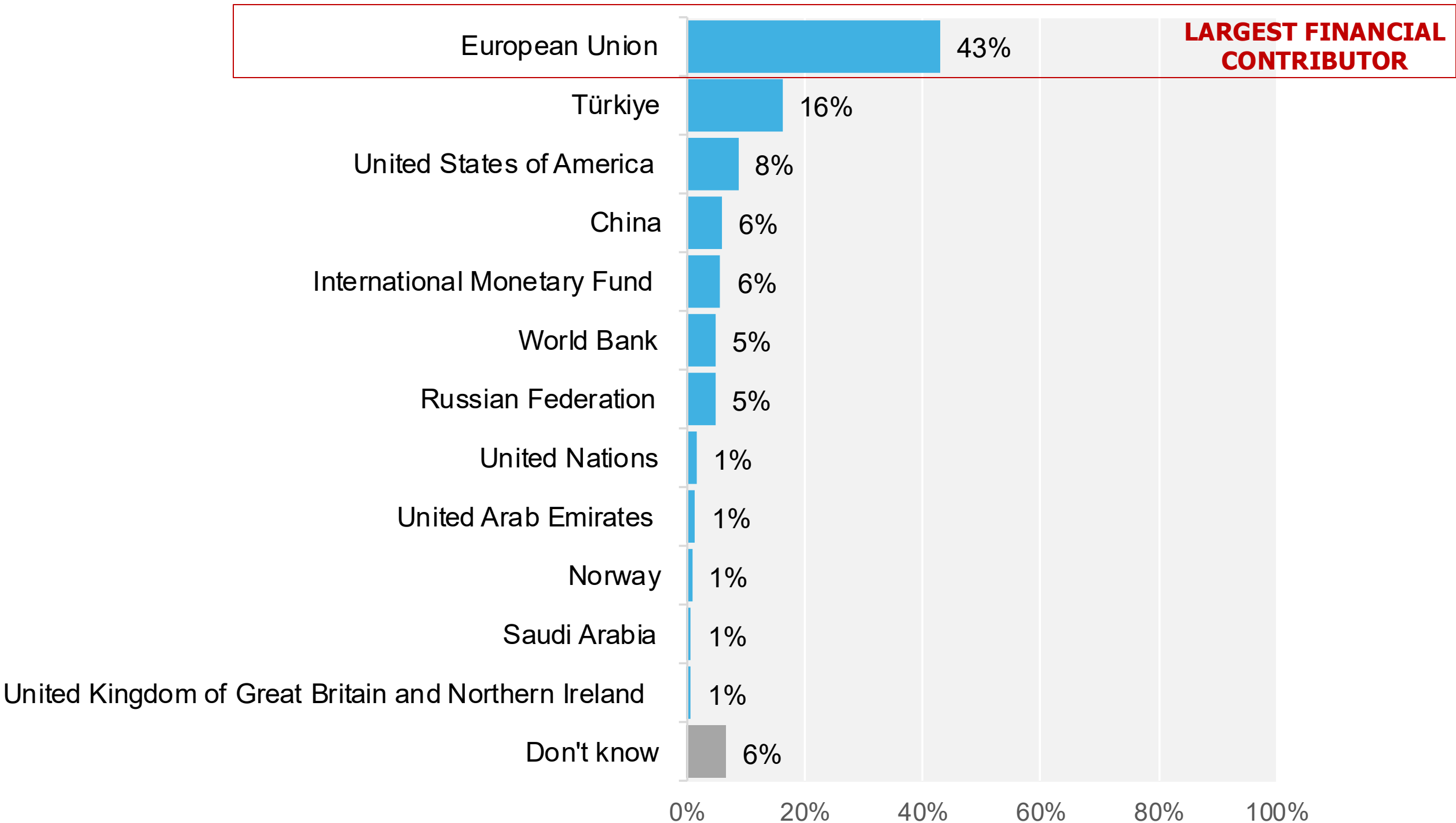
59%
of citizens believe Bosnia and Herzegovina has good relations with the EU

Perceptions of financial support to Bosnia and Herzegovina from international actors

In your opinion, what is the level of financial support to Bosnia and Herzegovina from each of the following?

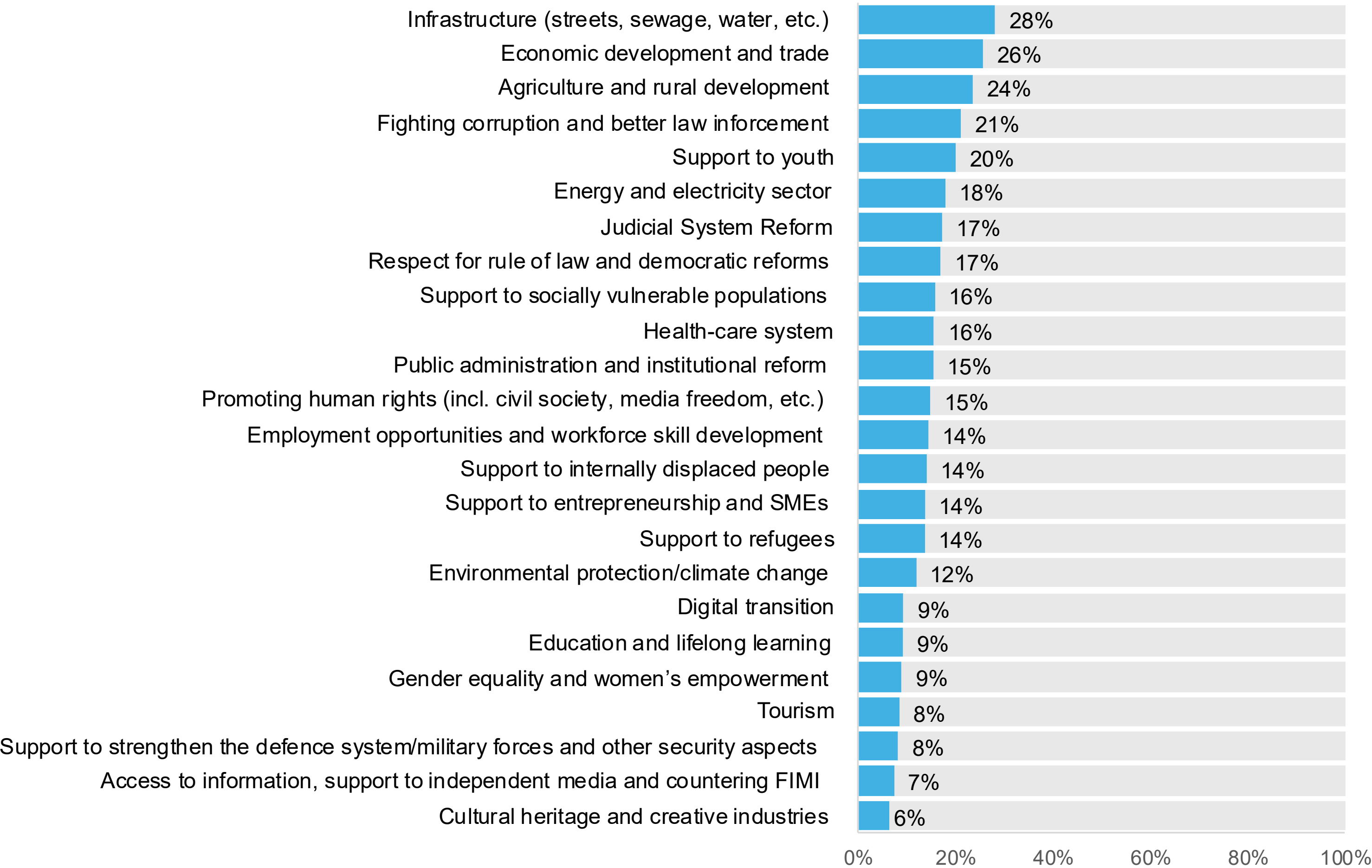


Which of these do you believe is the largest financial contributor to Bosnia and Herzegovina?



EU's financial support

Please tell us in which areas the European Union provides Bosnia and Herzegovina with financial support

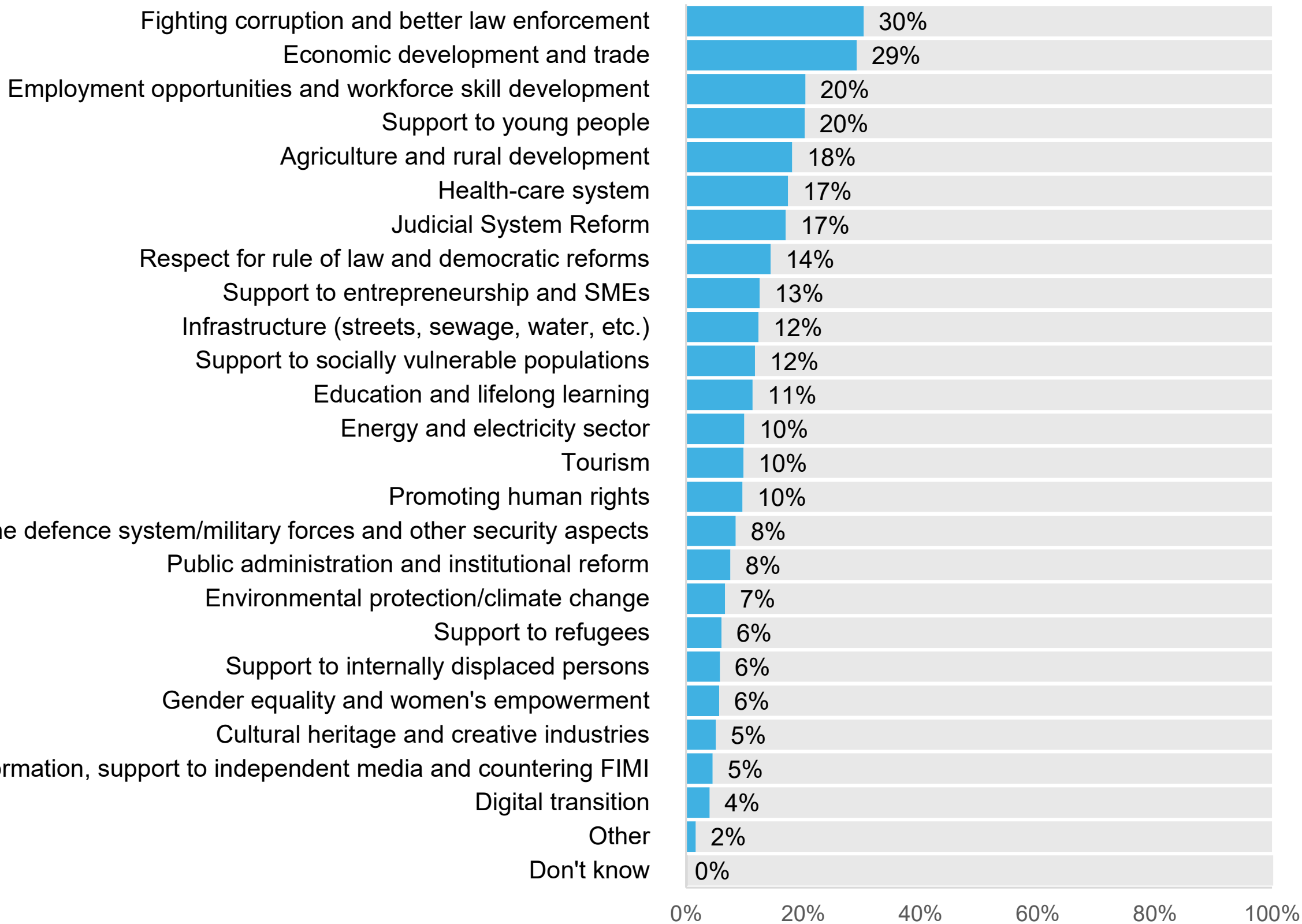


5%
of citizens are either **not aware** of EU financial support (2%) or have **no opinion** (3%)

48%
perceive EU financial support as **effective** or **very effective**.

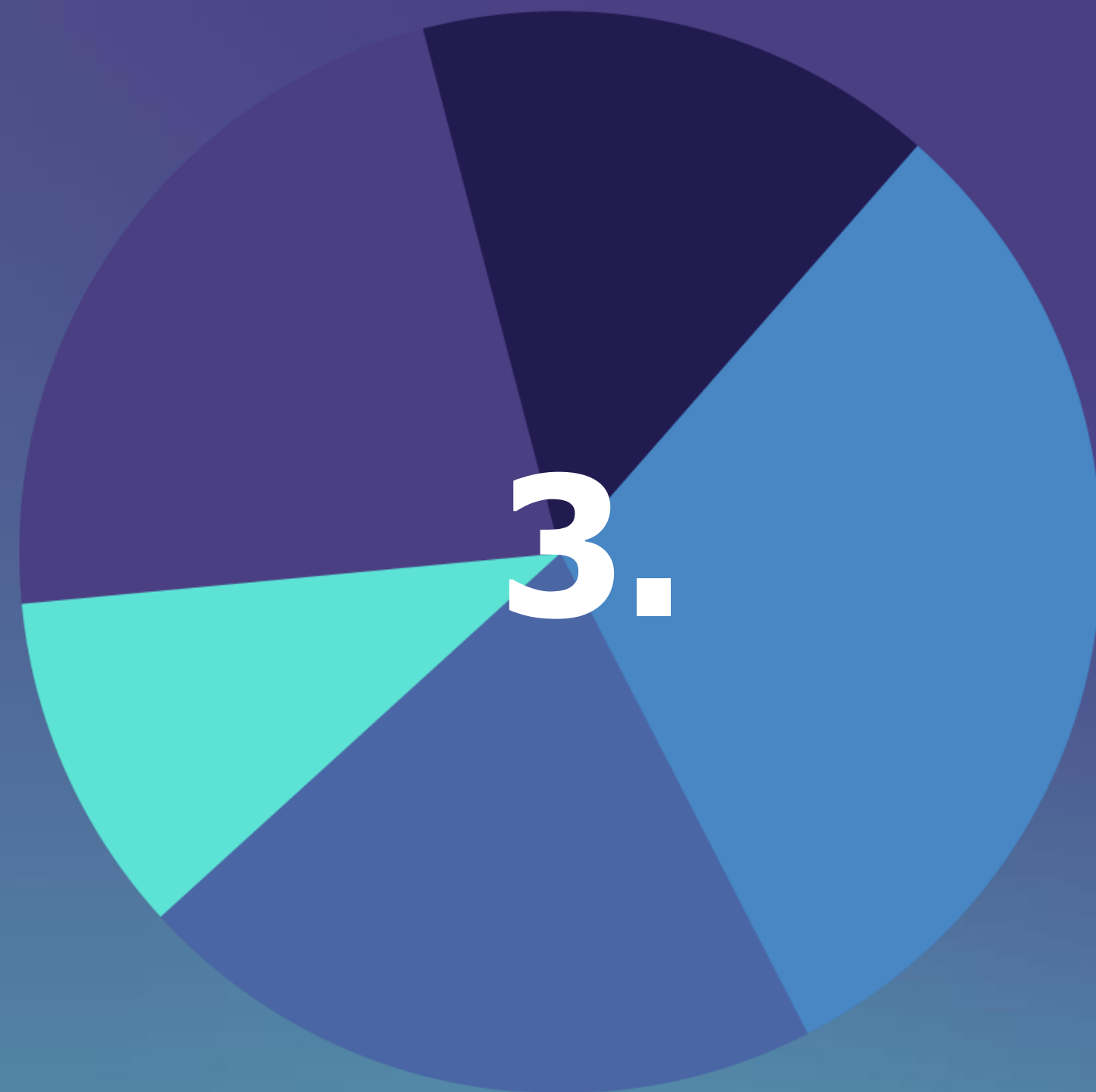
EU's financial support

Please tell us in which areas you think the European Union should play a greater role in supporting Bosnia and Herzegovina



Top priorities for EU support (respondents' first choice):

1. Fighting corruption and better law enforcement (12%)
2. Economic development and trade (11%)
3. Employment opportunities and workforce skill development (8%)

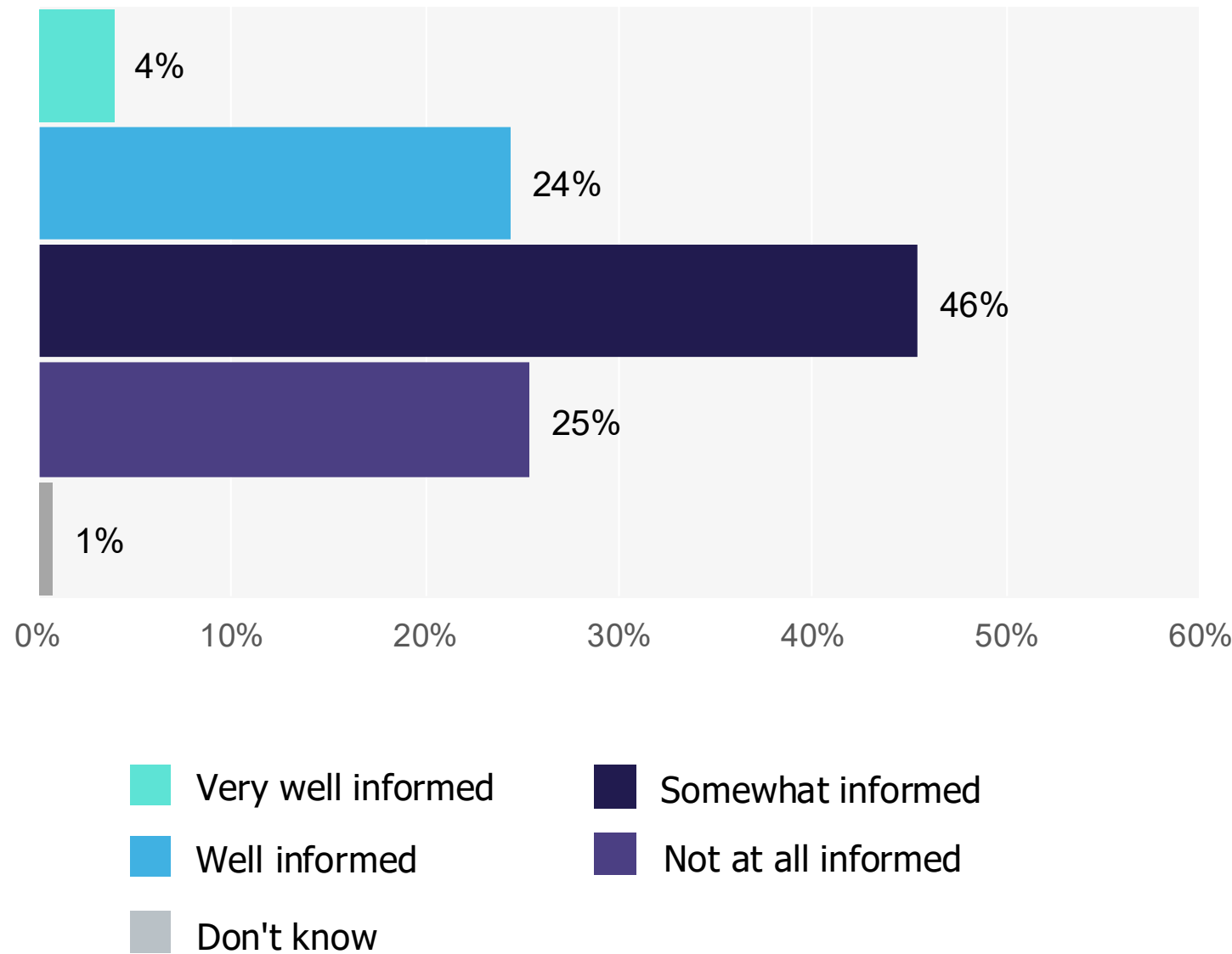


PUBLIC PERCEPTIONS OF THE EU ACCESSION: SUPPORT, EXPECTATIONS AND CONCERNS

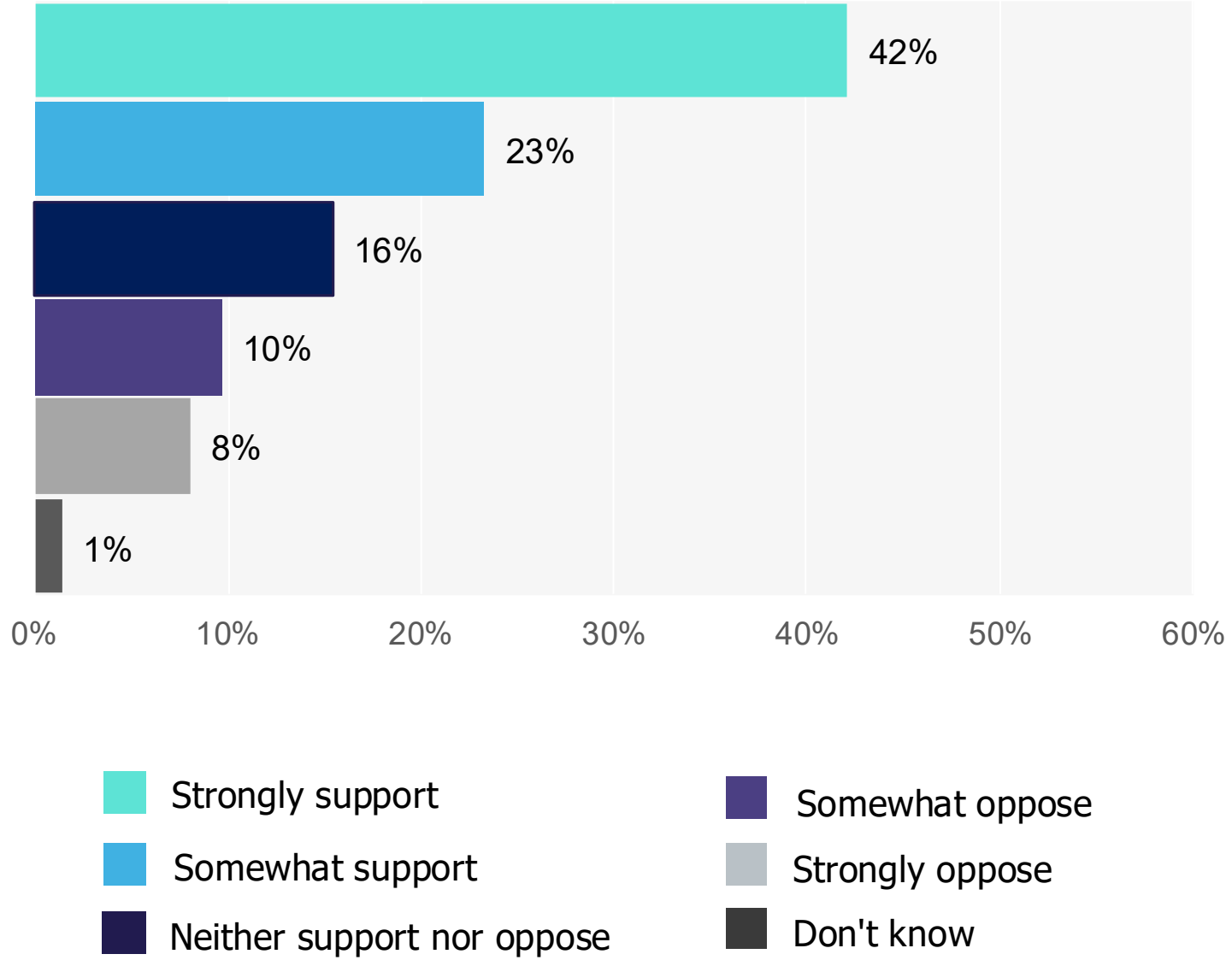


Perceived knowledge and support for EU accession

To what extent do you consider yourself well informed about Bosnia and Herzegovina's process of integration into the EU?

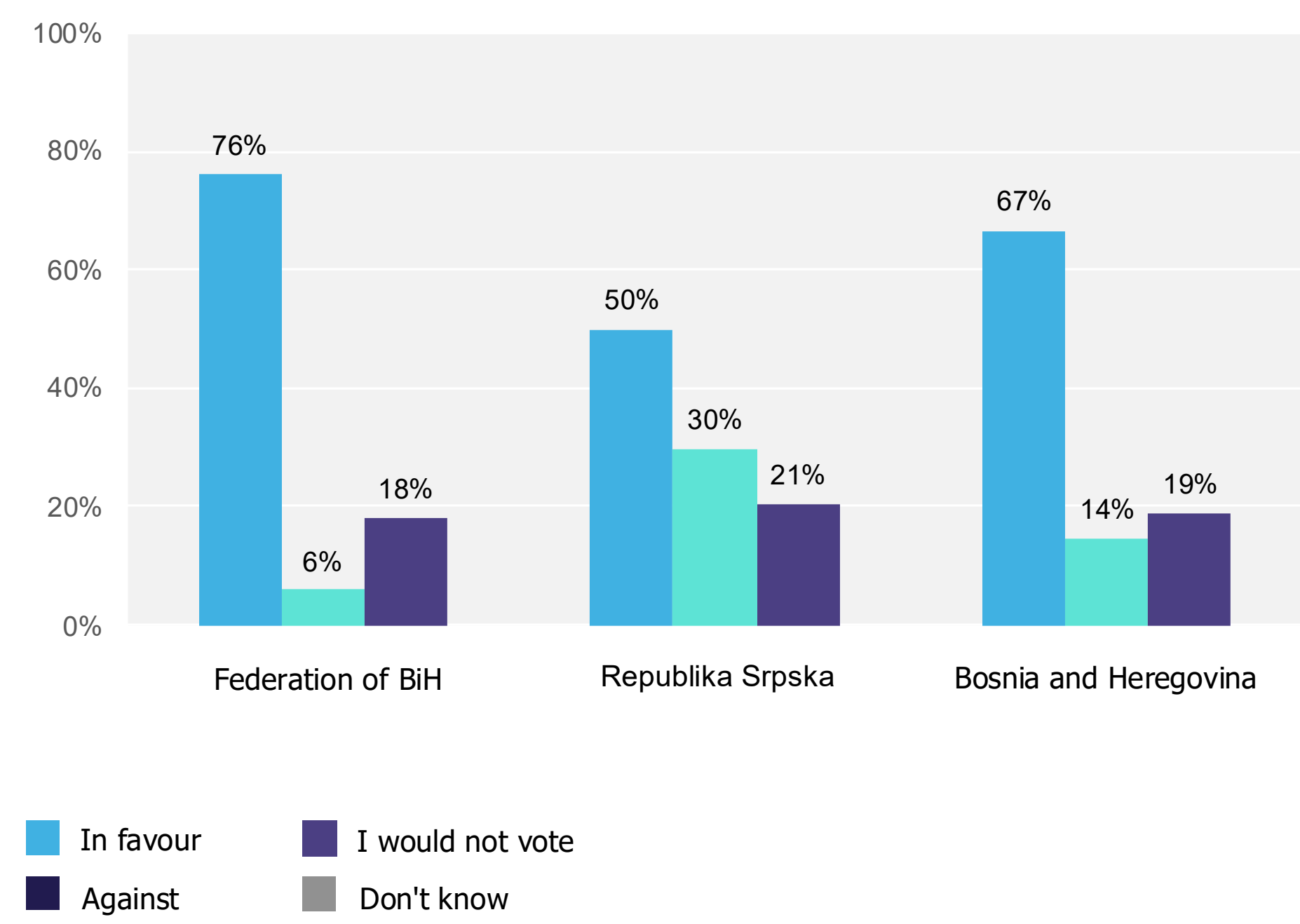


Overall, do you personally support or oppose Bosnia and Herzegovina's accession to the EU?

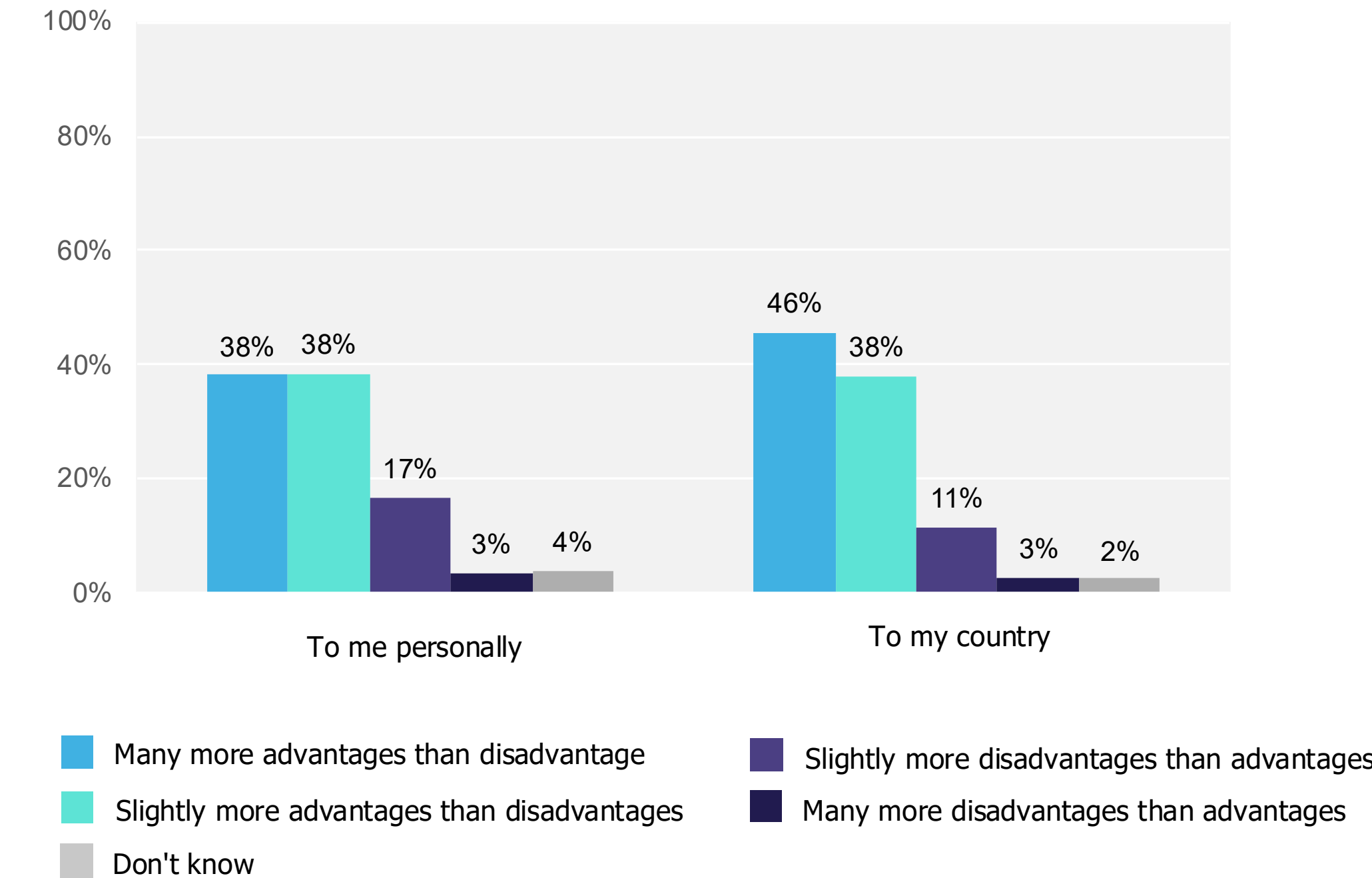


Perceptions of EU membership and referendum intentions

If a referendum about Bosnia and Herzegovina’s membership in the EU was held this week, how would you vote?

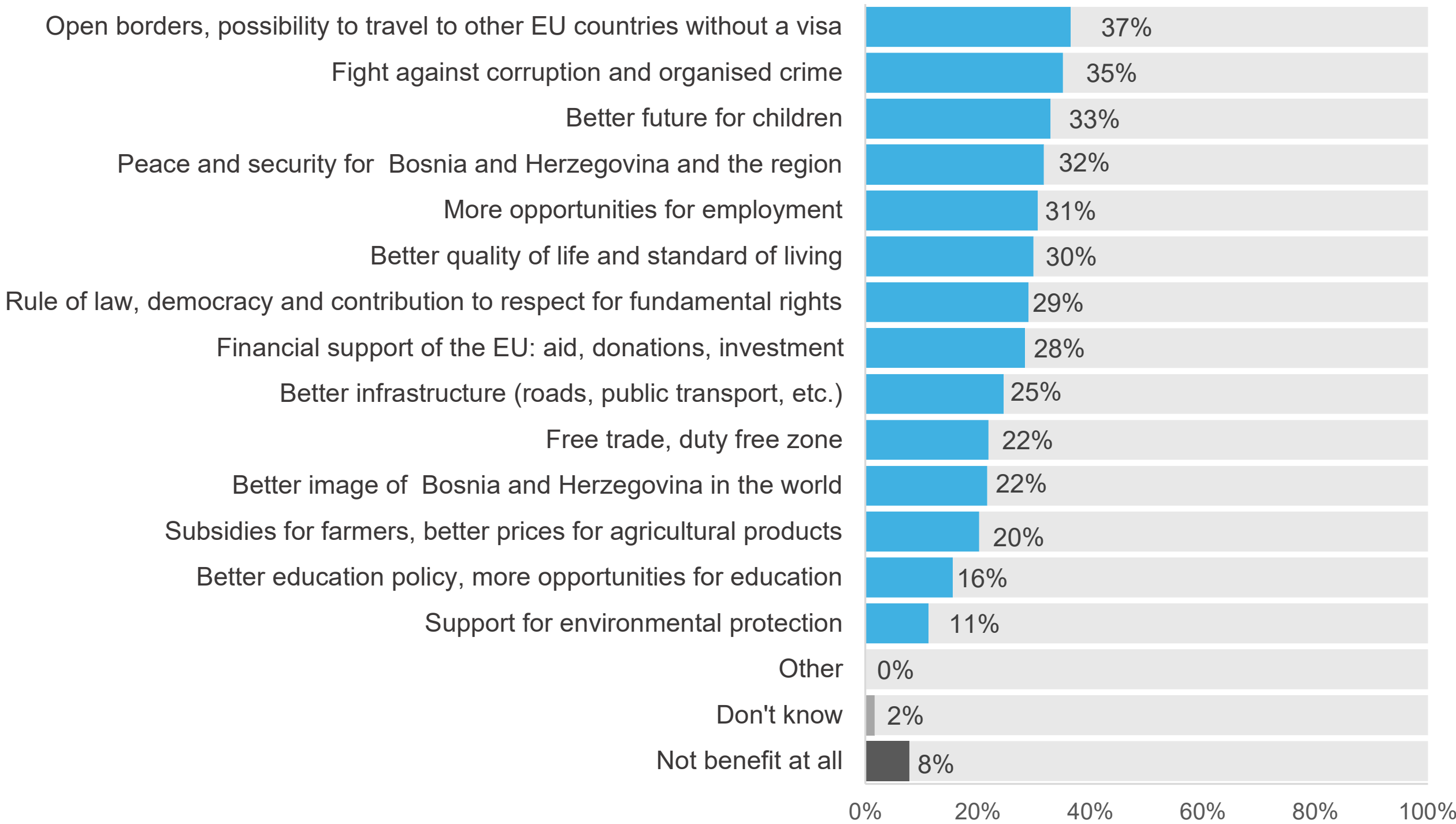


Would you say that becoming a member of the EU would bring more advantages or more disadvantages to you personally? And to Bosnia and Herzegovina?



Perceived benefits of EU membership

What do you think would be the main benefits of Bosnia and Herzegovina becoming a member of the EU?



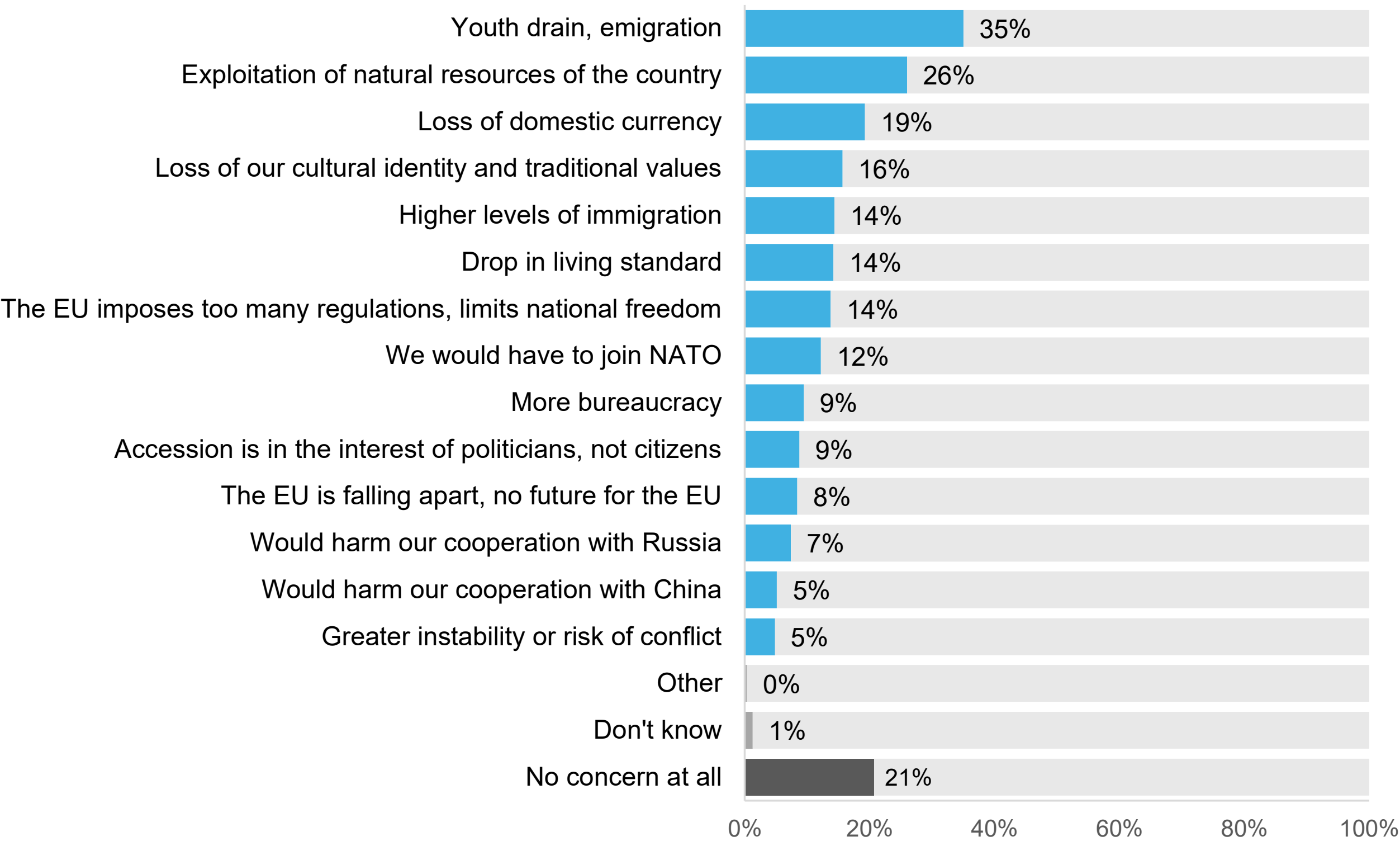
Top perceived benefits of EU membership (*respondents' first-choice responses*):

- 1. Open borders, possibility to travel to other EU countries without a visa (12%)
- 2. Better future for children (11%), Peace and security for Bosnia and Herzegovina and the region (11%) and Rule of law, democracy and contribution to respect for fundamental rights (11%)
- 3. Better quality of life and standard of living (10%) and Fight against corruption and organised crime (10%)

Respondents could select multiple options. The bar chart shows total mentions. The box shows only the top 3 single-choice answers.

Perceived concerns of EU membership

What do you think would be the main concerns of Bosnia and Herzegovina becoming a member of the EU?



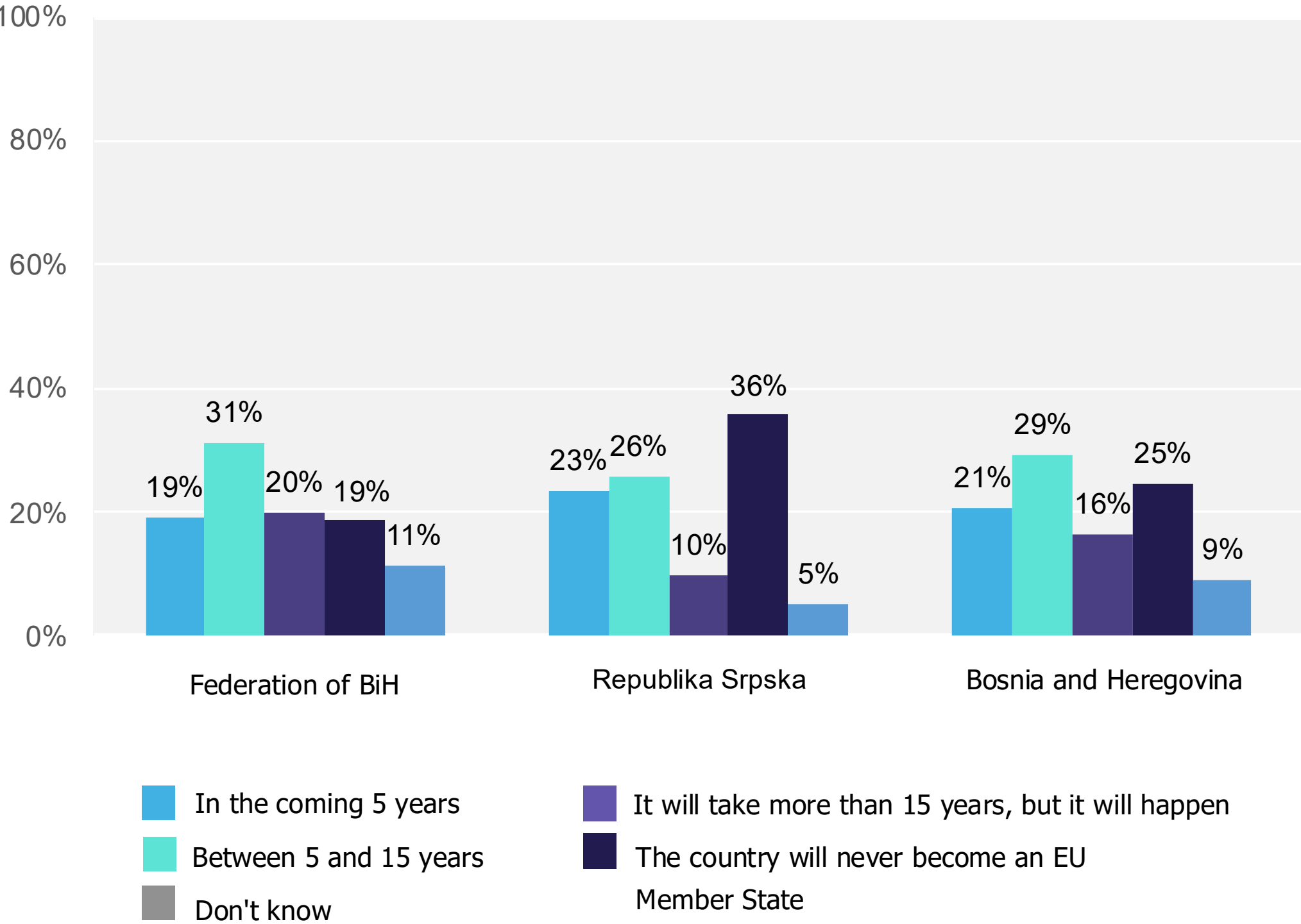
Top perceived concerns of EU membership (*respondents' first-choice responses*):

- 1. Youth drain, emigration (24%)
- 2. Exploitation of natural resources of the country (12%)
- 3. Drop in living standard (7%)

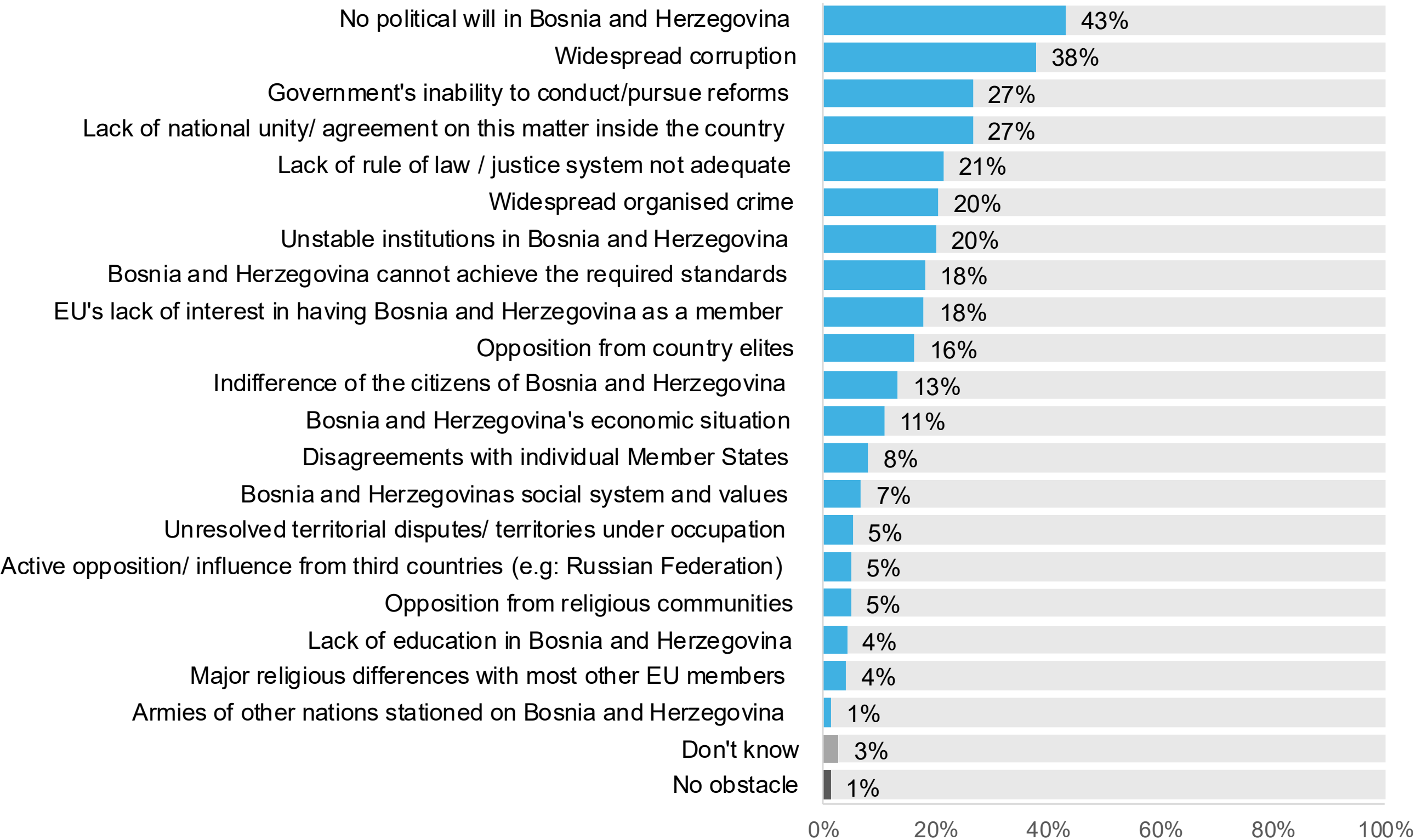
Respondents could select multiple options. The bar chart shows total mentions. The box shows only the top 3 single-choice answers.

Perceived timeline and barriers to EU accession

When do you personally think Bosnia and Herzegovina will fulfil the accession criteria and become an EU Member State?

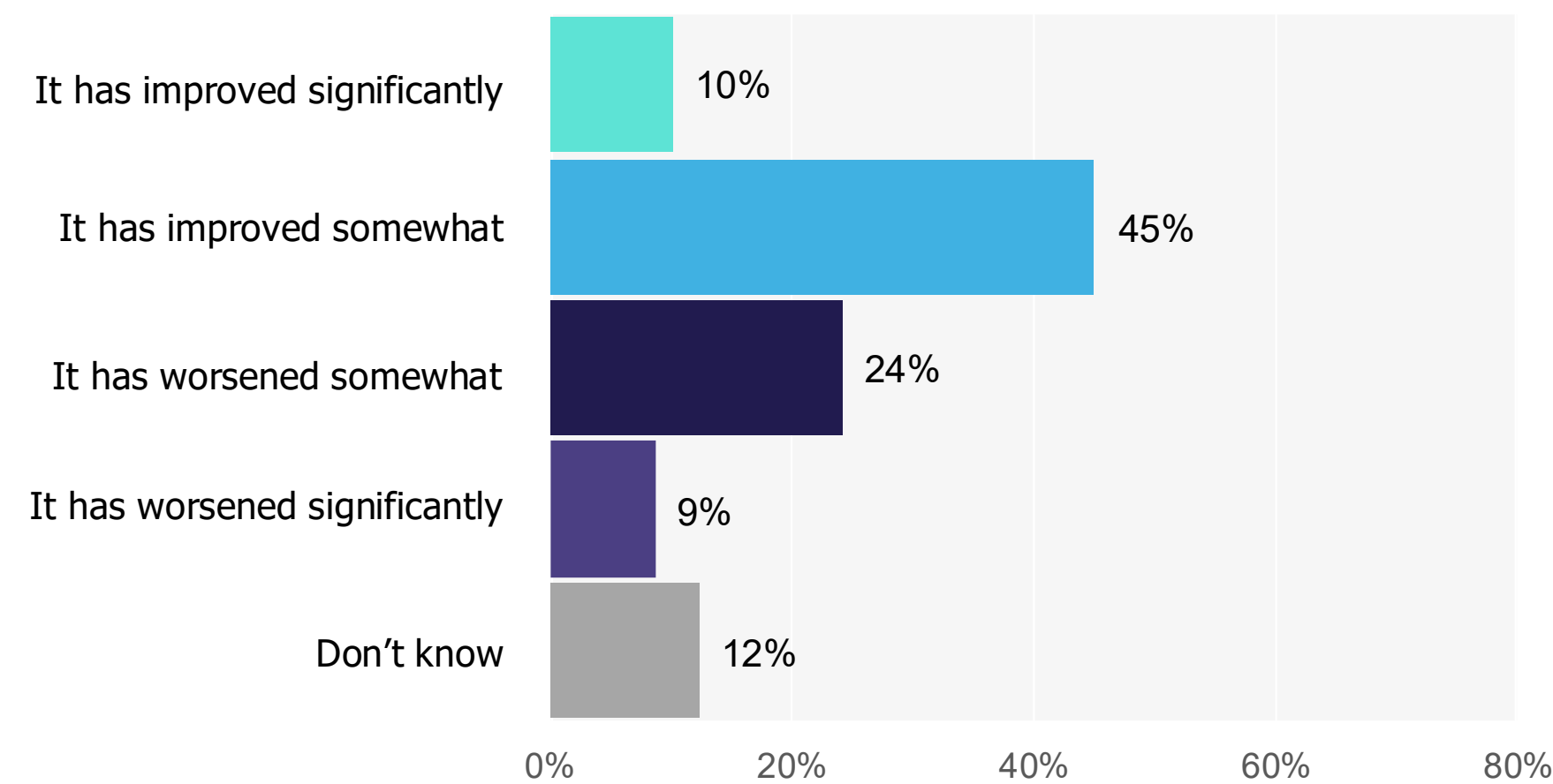


In your opinion, what are the main obstacles currently preventing Bosnia and Herzegovina from becoming a member of the EU?

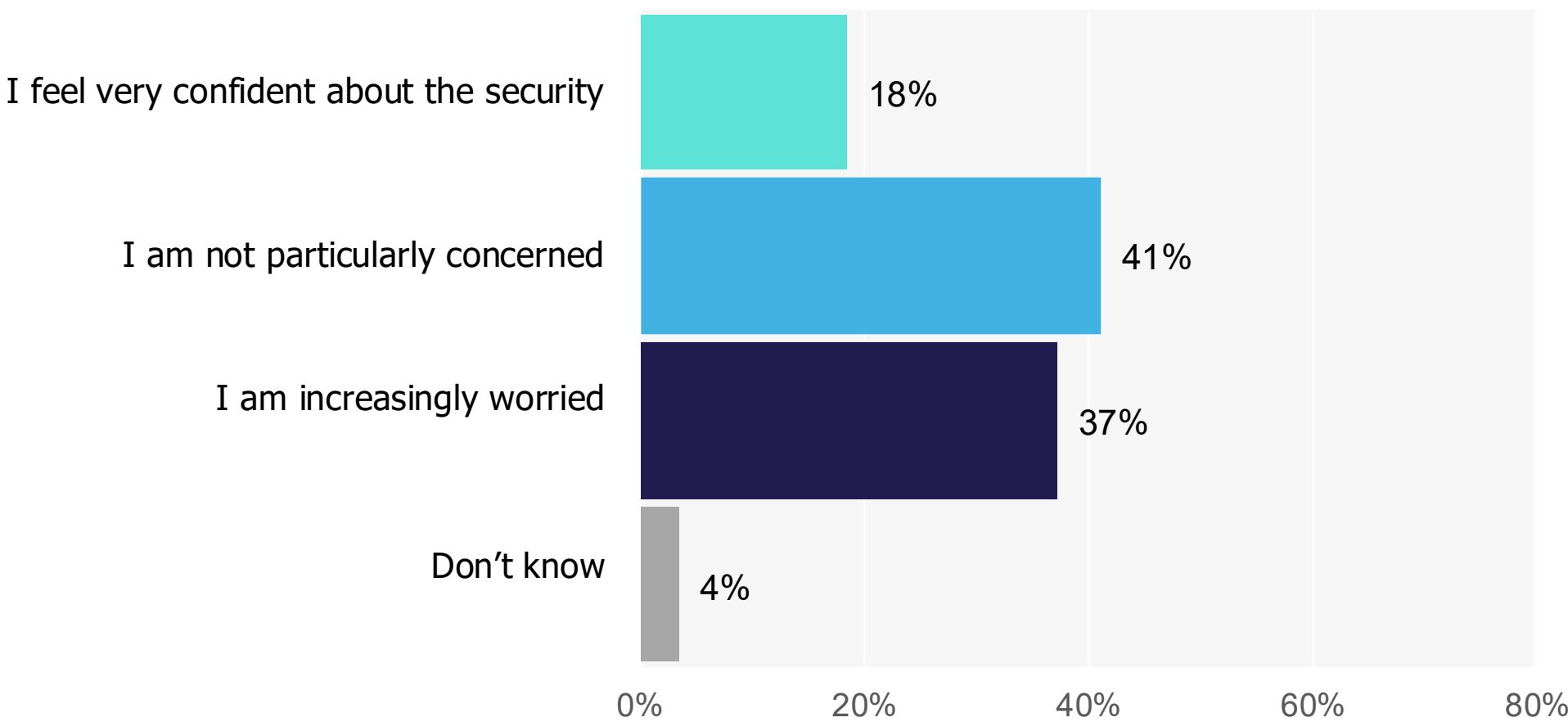


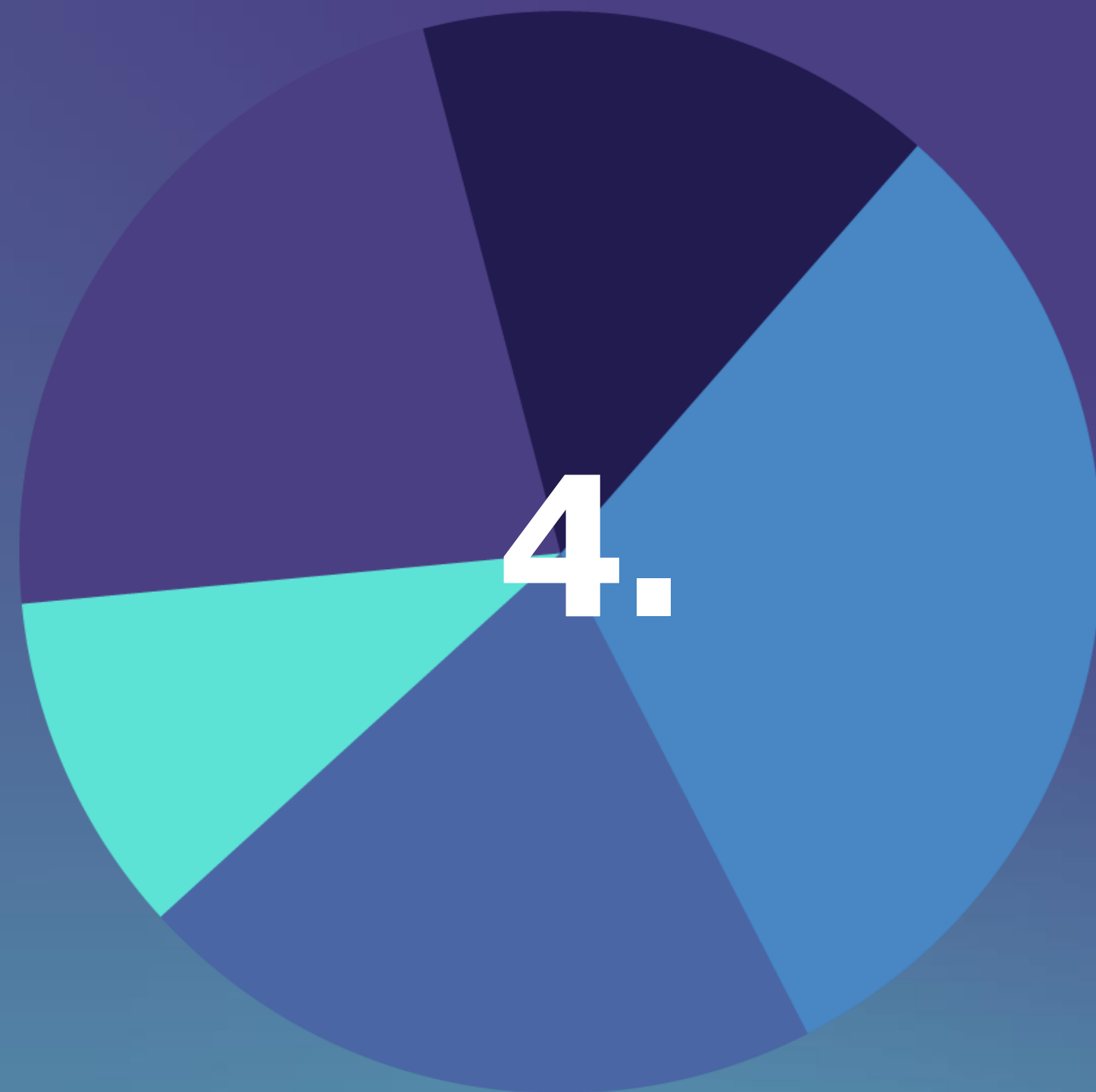
Shifting attitudes towards the EU and growing security concerns

Over the past 12 months, how has your overall attitude towards the European Union?



How would you describe your feelings about the current security situation in Bosnia and Herzegovina?



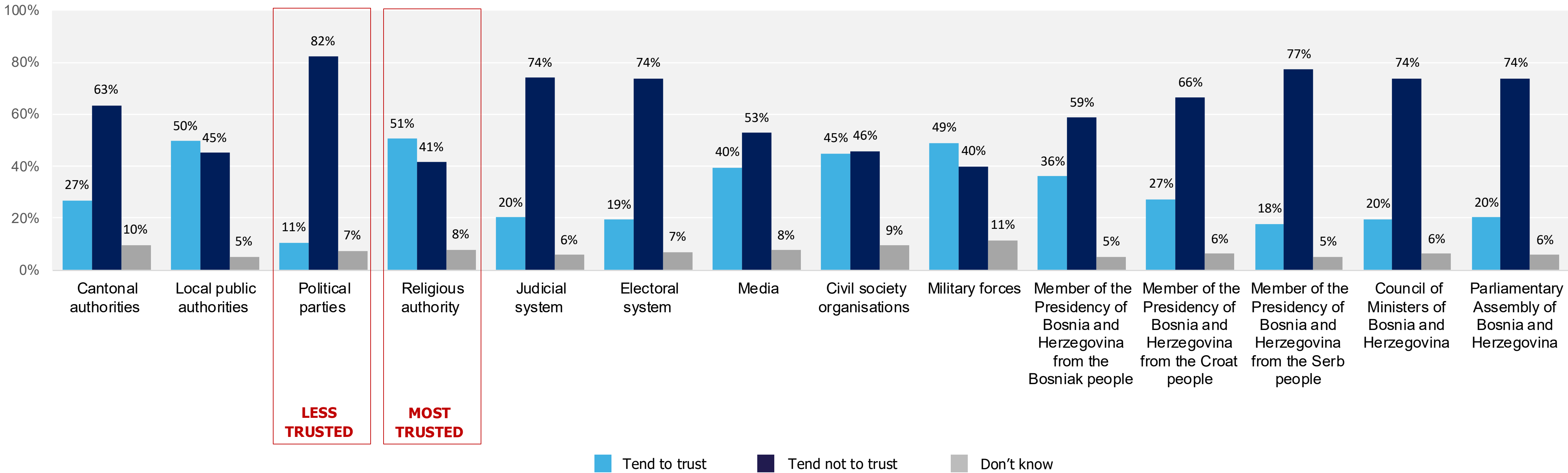


INSTITUTIONAL TRUST AND NATIONAL CHALLENGES



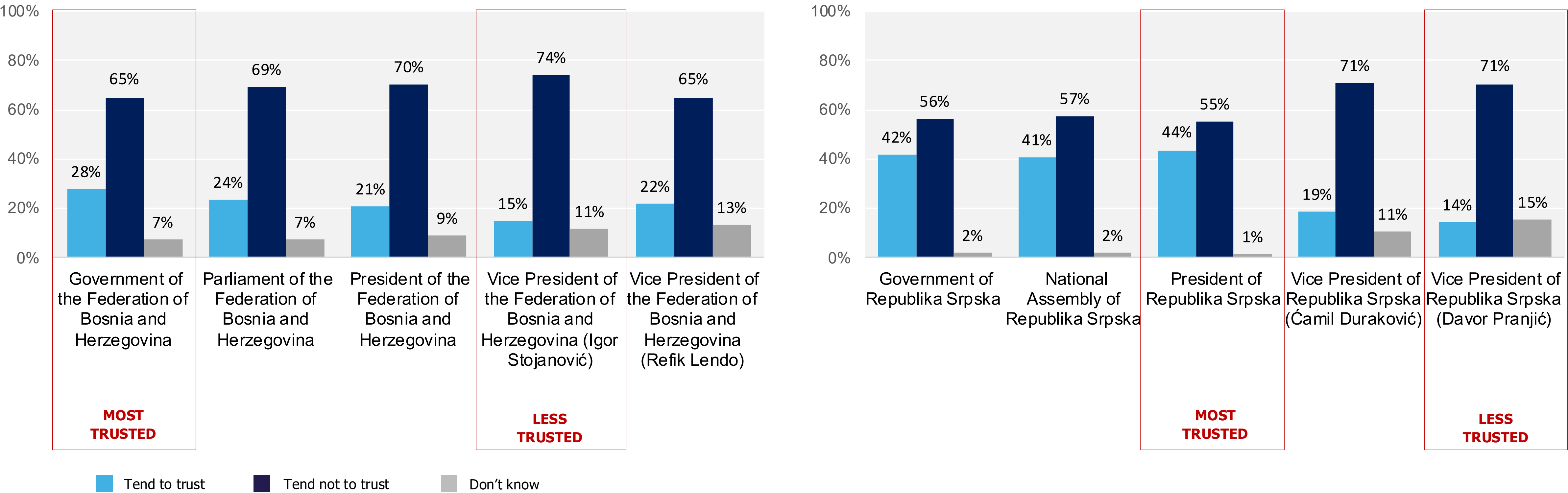
Trust levels across key institutions and systems

Please tell us which is your level of trust for following institutions, organisations and systems



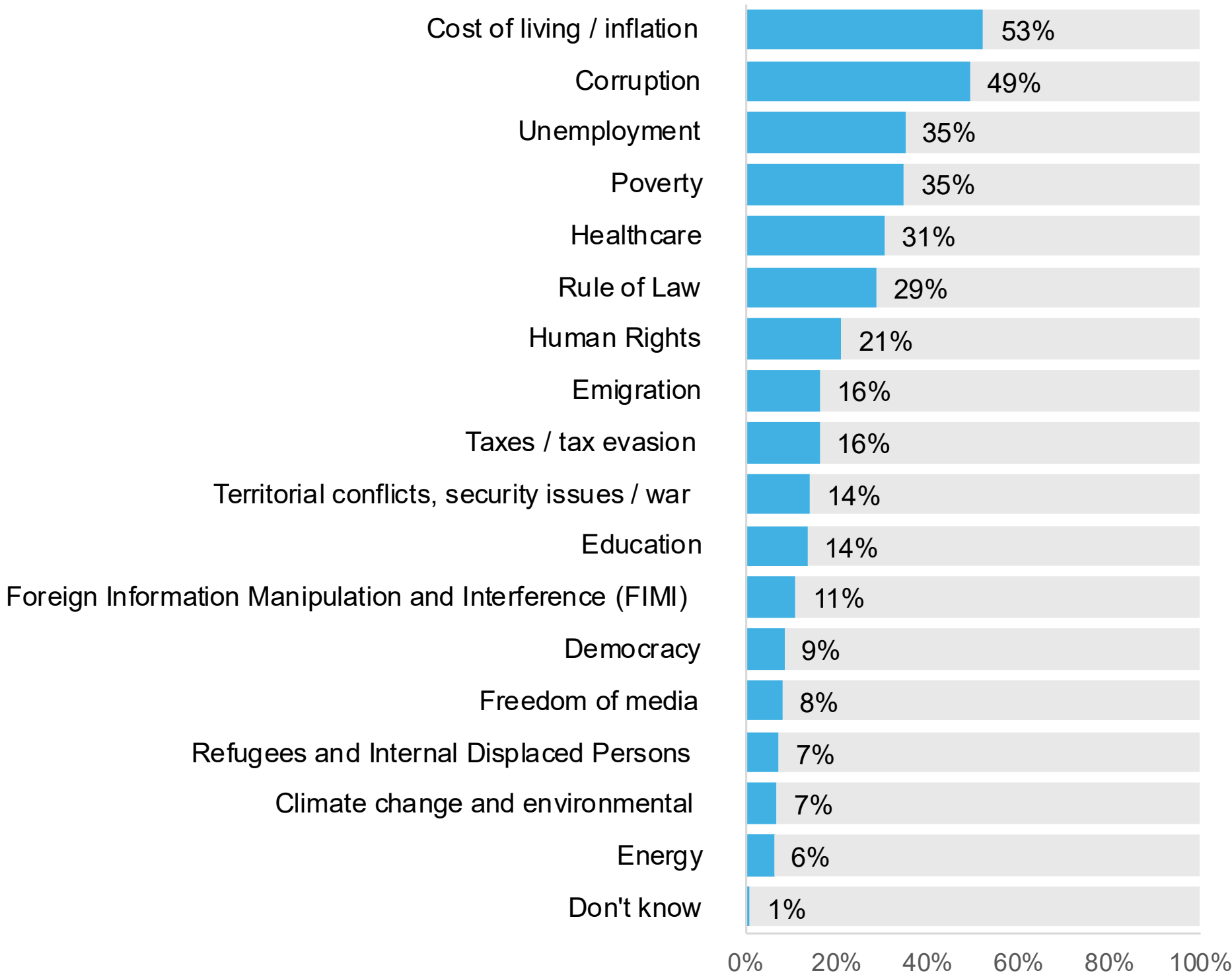
Trust levels across key institutions and systems

Please tell us which is your level of trust for following institutions, organisations and systems



Most pressing problems in BOSNIA AND HERZEGOVINA

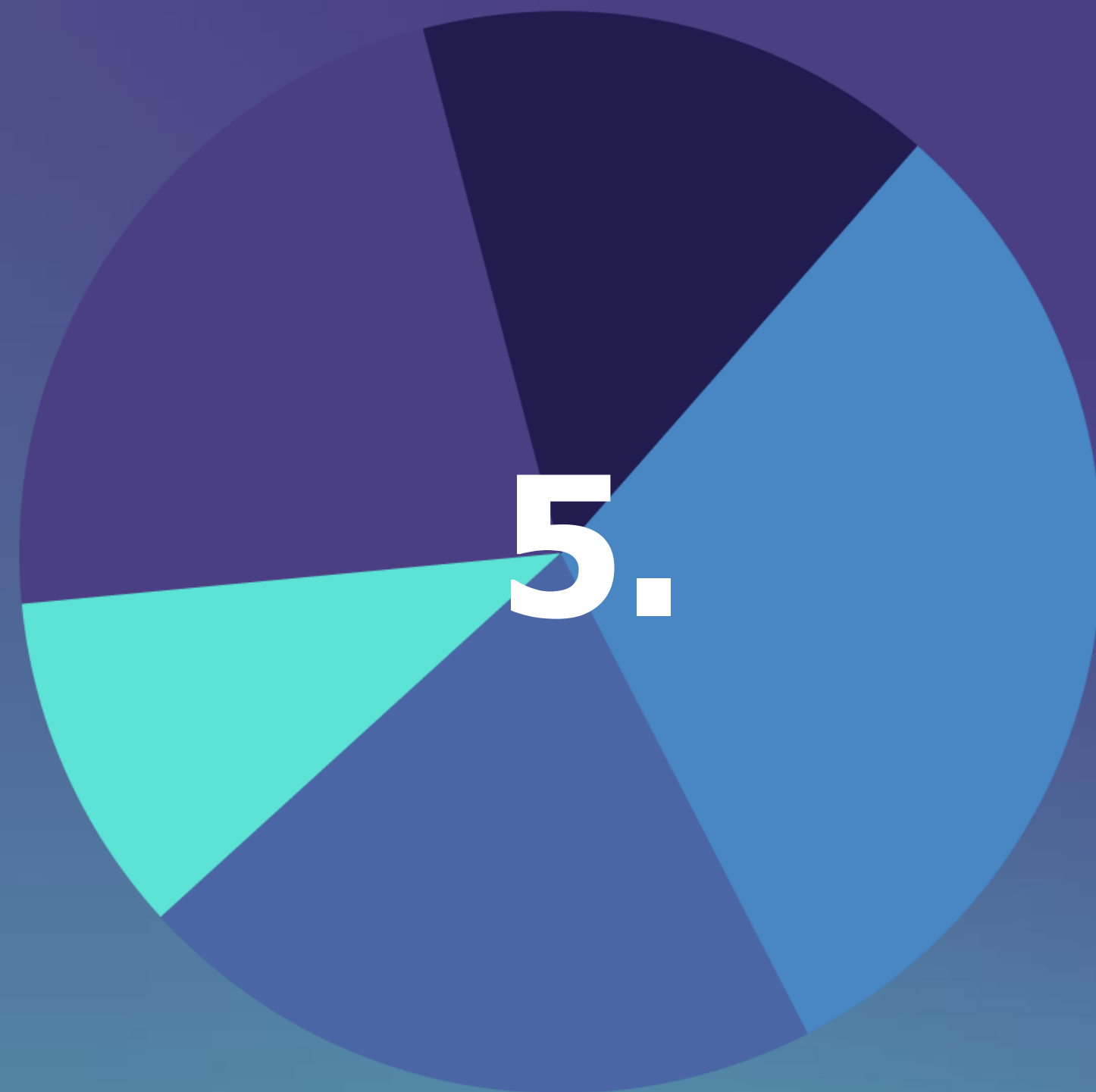
What do you consider to be the most pressing problems facing Bosnia and Herzegovina?



Top 3 most pressing problems (respondents' first choice):

1. Cost of living / inflation (27%)
2. Corruption (22%)
3. Rule of Law (9%) and Poverty (9%)

Respondents could select multiple options. The bar chart shows total mentions. The box shows only the top 3 single-choice answers.

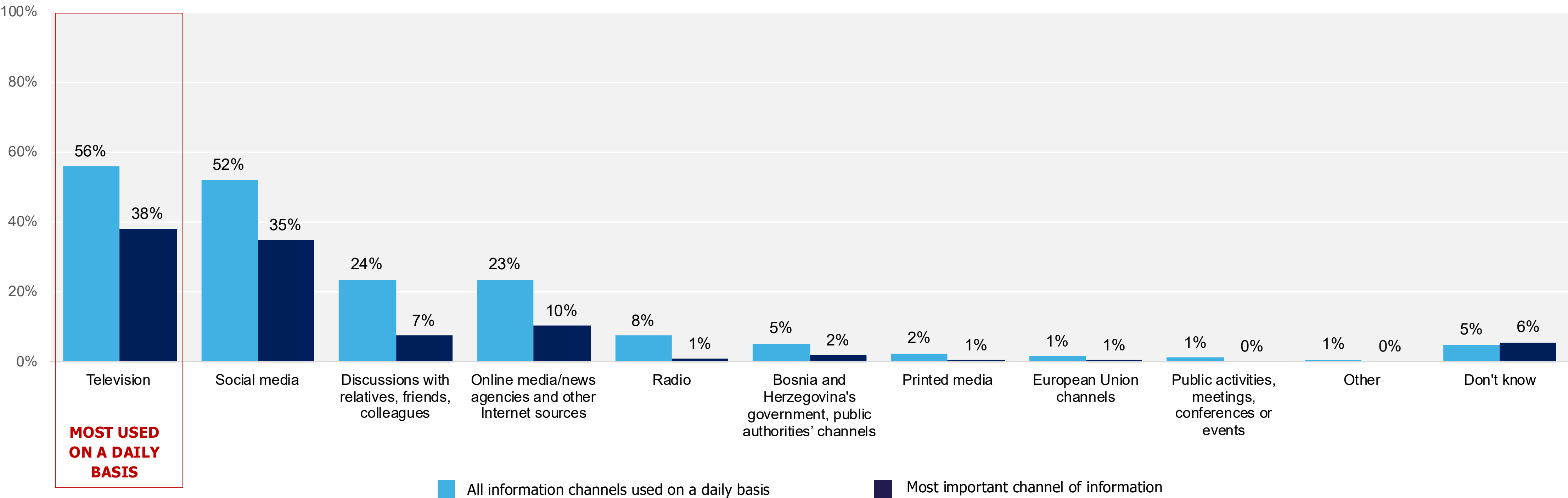


SOURCES OF INFORMATION



Main sources of news and information

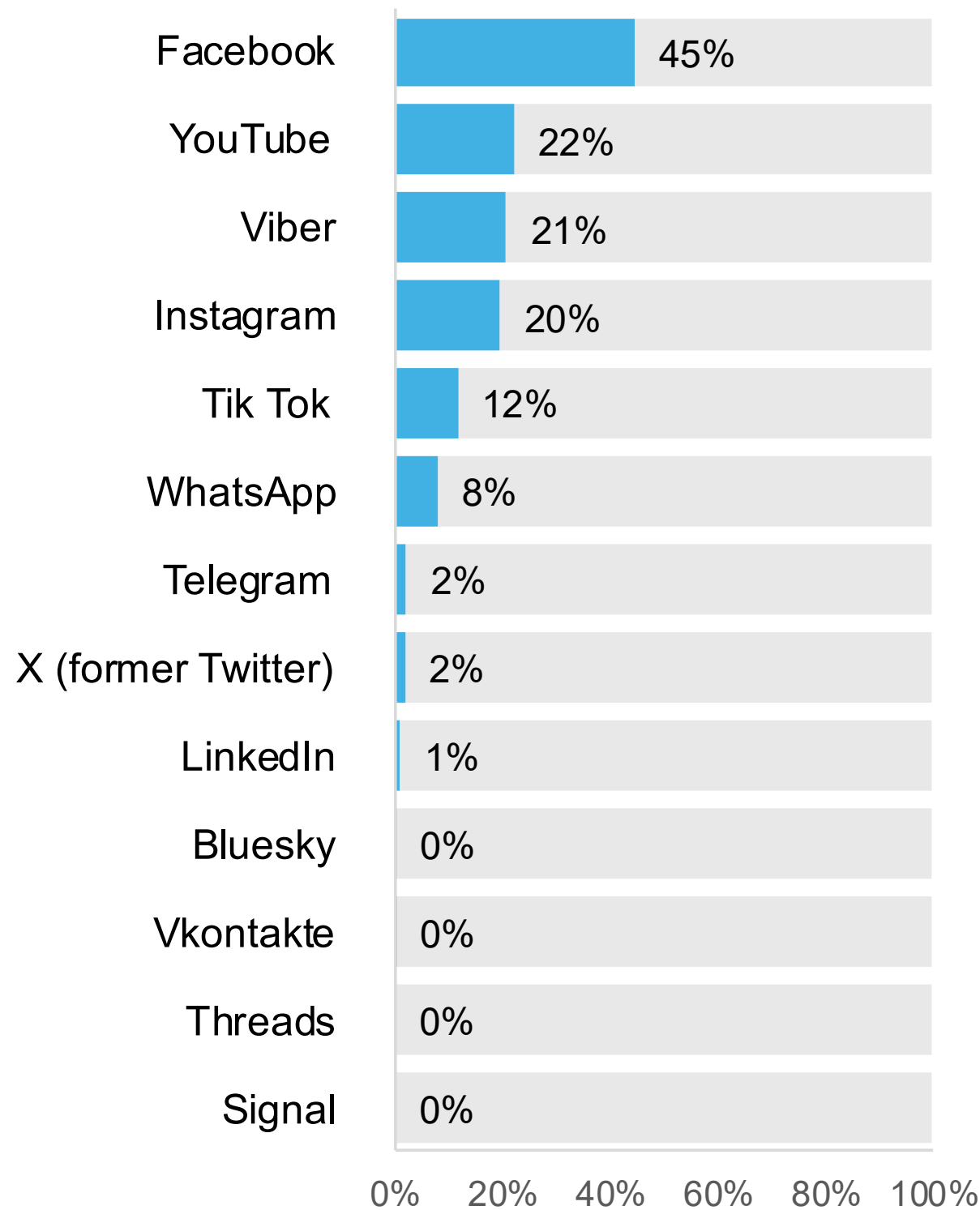
Which of the following information channels do you use on a daily basis to inform yourself or to follow the news?



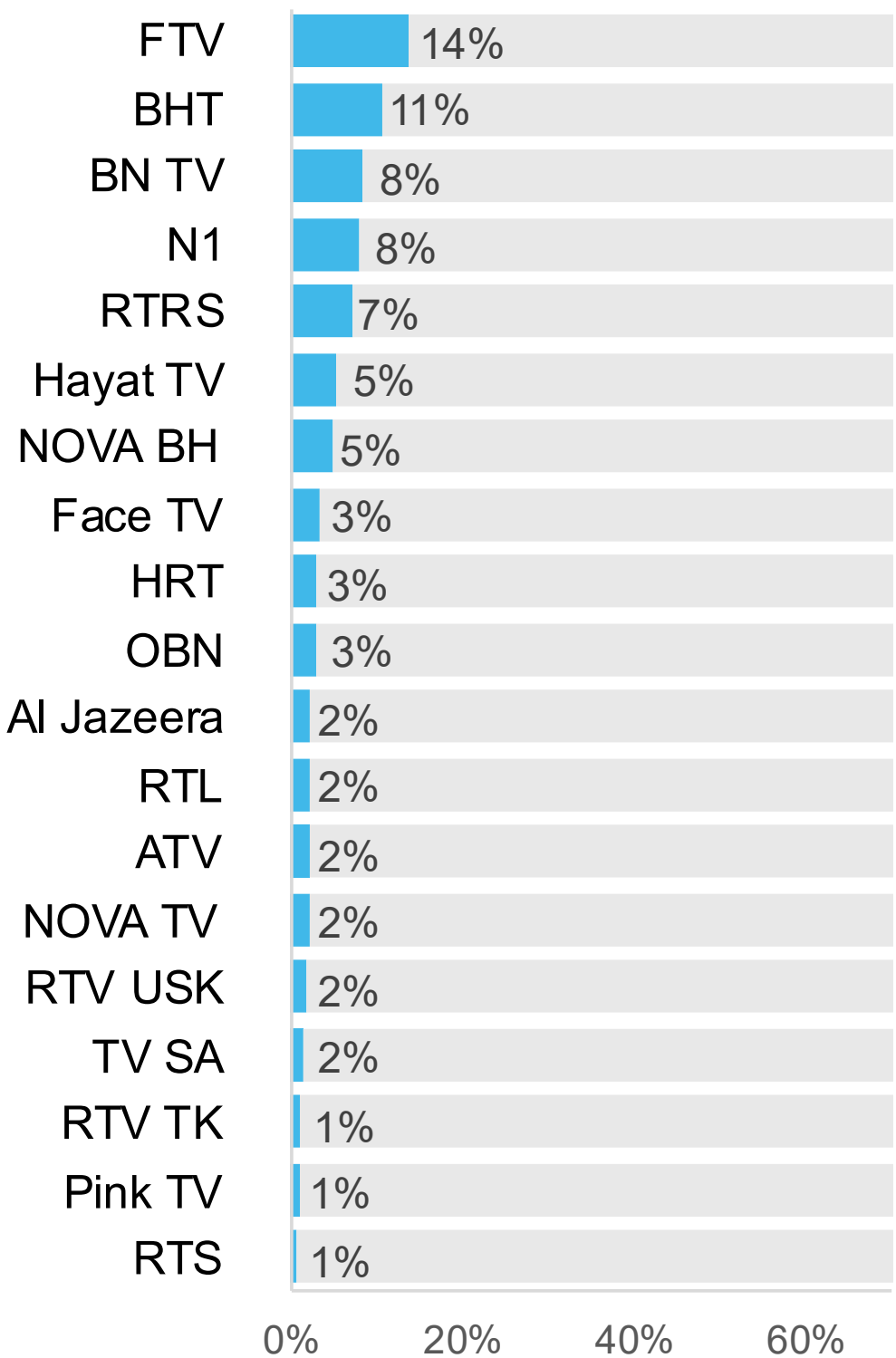
Respondents could select multiple options. The **light** bar shows total mentions. The **dark** bar only the first choice.

Most used social media and TV channels for news

Which of the following social media platforms do you use most often to follow the news or keep yourself informed?



Which TV channels do you usually watch to follow the news or keep yourself informed?



Respondents could select multiple options

Connect & Stay informed:

www.webalkans.eu



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