



Funded by  
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**ANNUAL SURVEY**  
**JUNE 2025**

**KOSOVO**





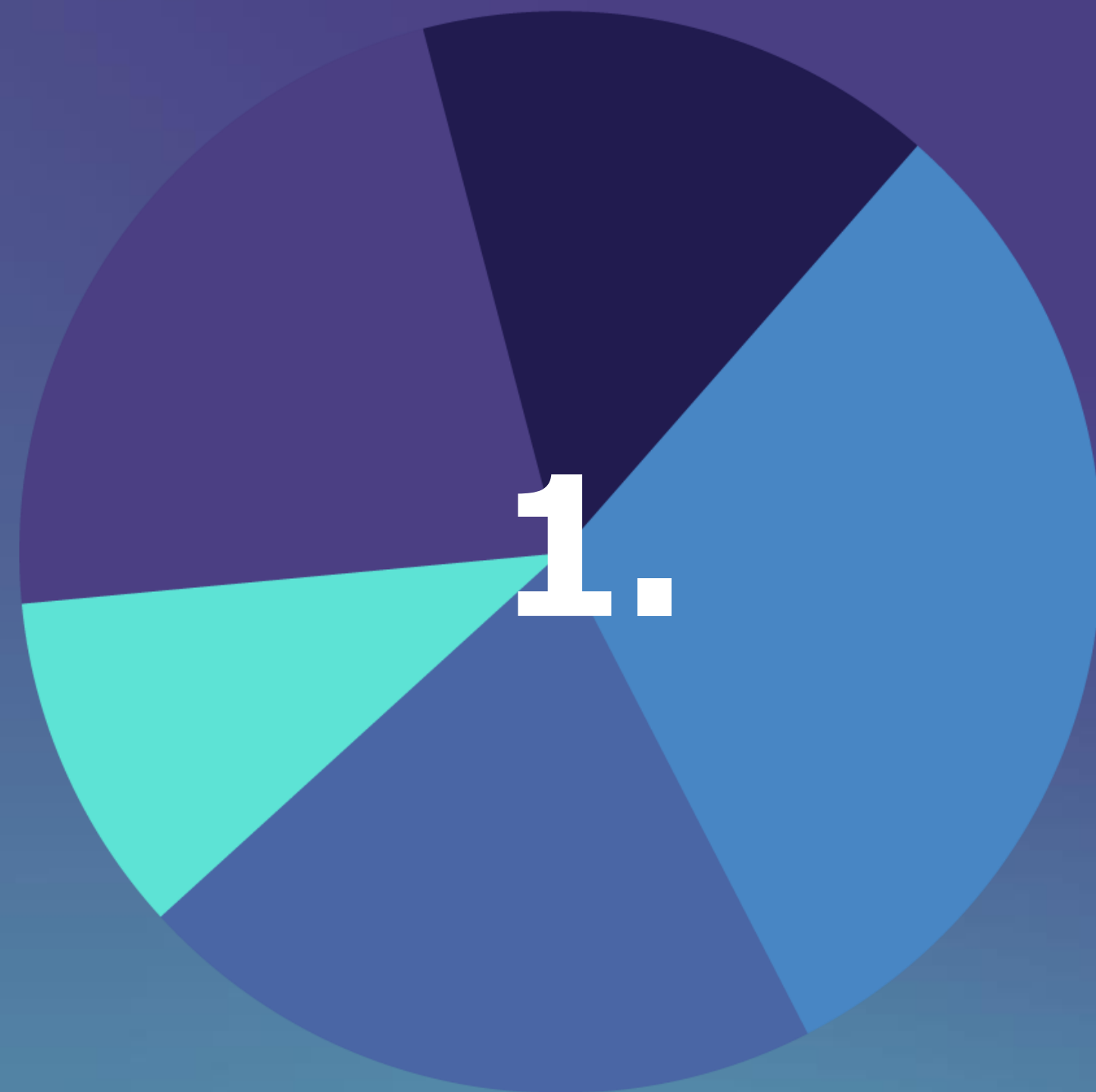
## METHODOLOGY

**Quantitative survey** targeting the general population in **Kosovo** aged 15+ and living in the country/entity

**1000 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 2025** and covering the following topics:

- Information, awareness and perceptions of the EU
- EU relations with Kosovo 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

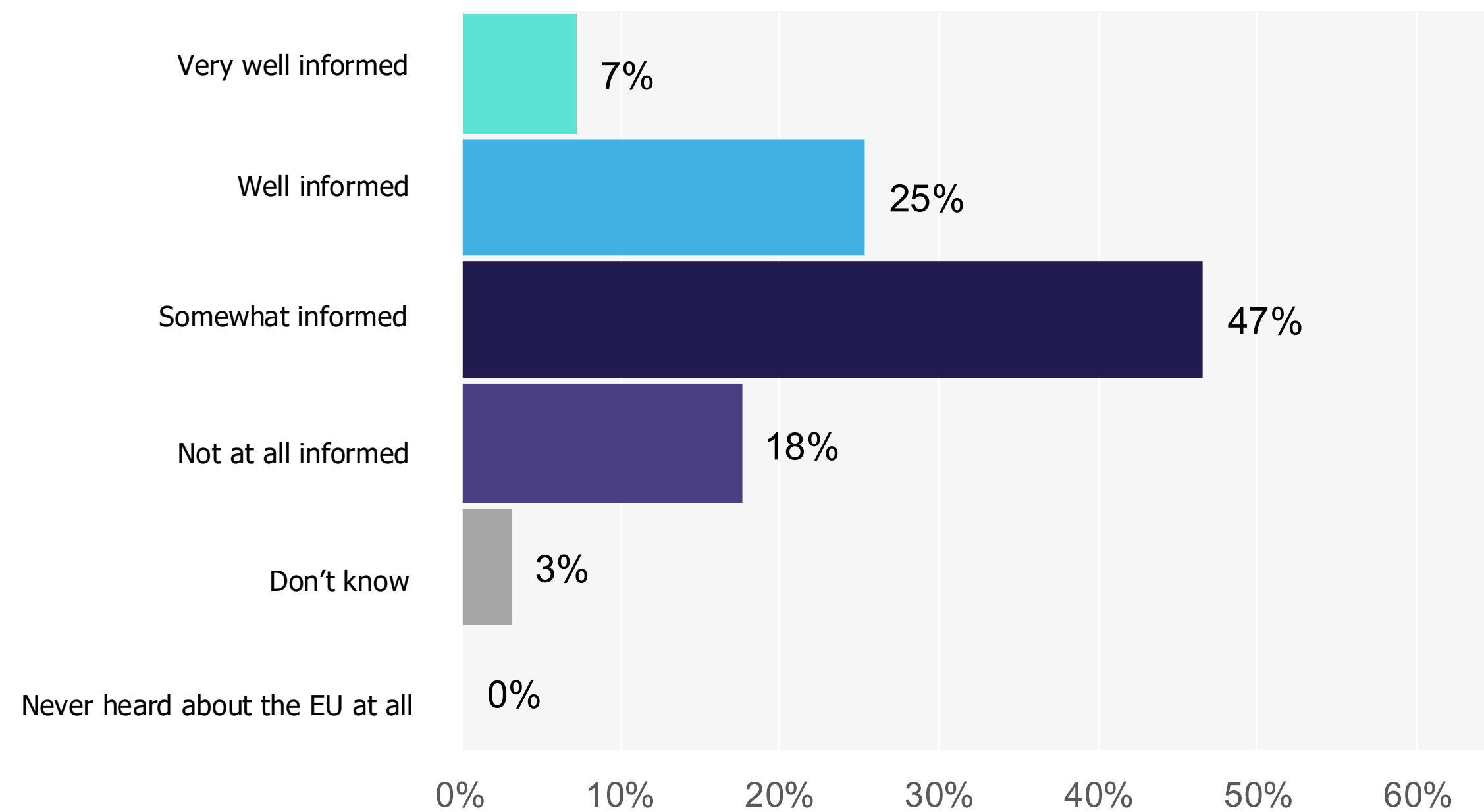


# **AWARENESS AND PERCEPTIONS OF THE EU**



# Awareness of the EU

To what extent are you informed about the European Union?

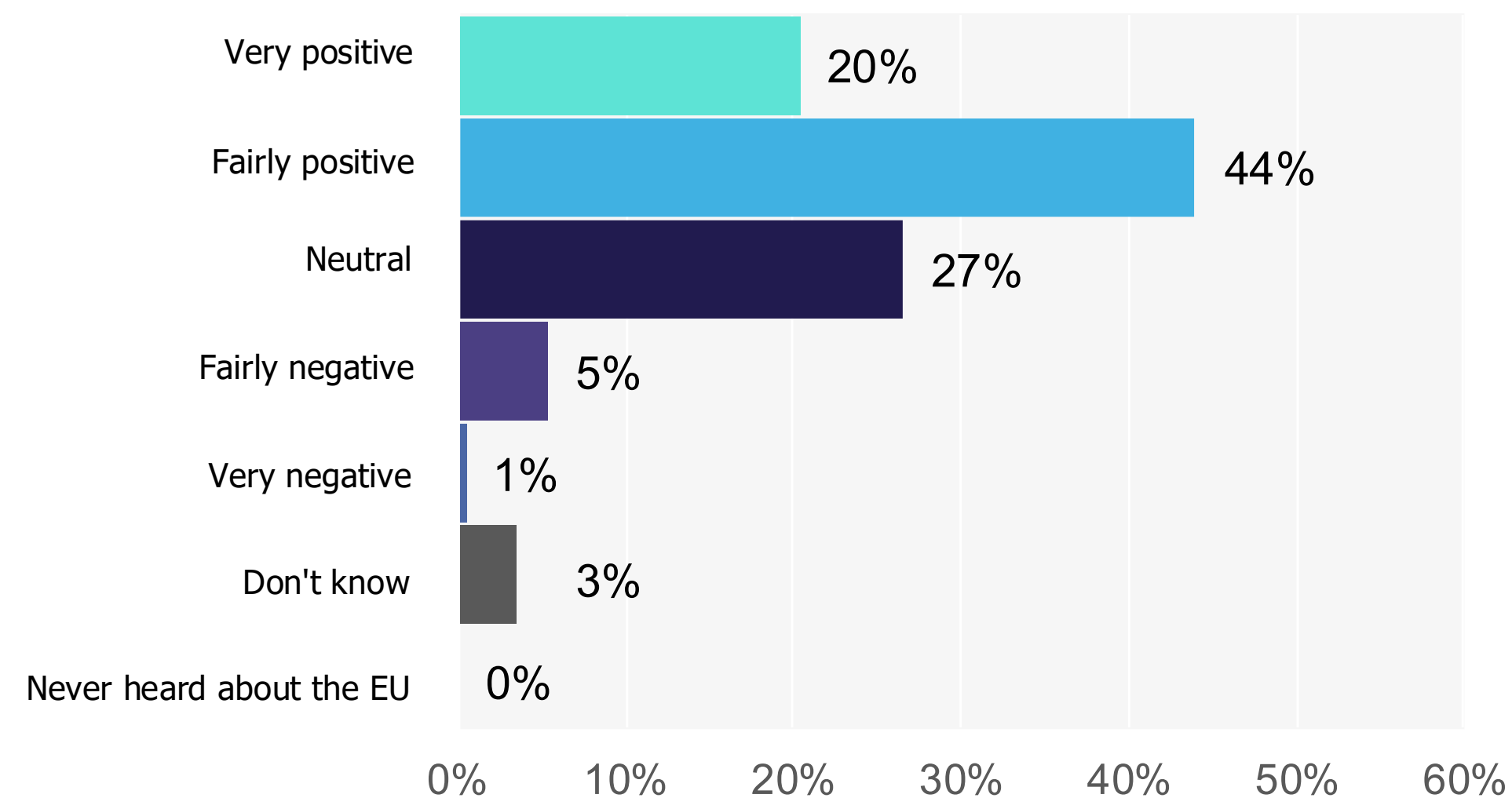


**32%**  
of citizens say they are **well or very well**  
**informed** about the EU

# Image of the EU

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

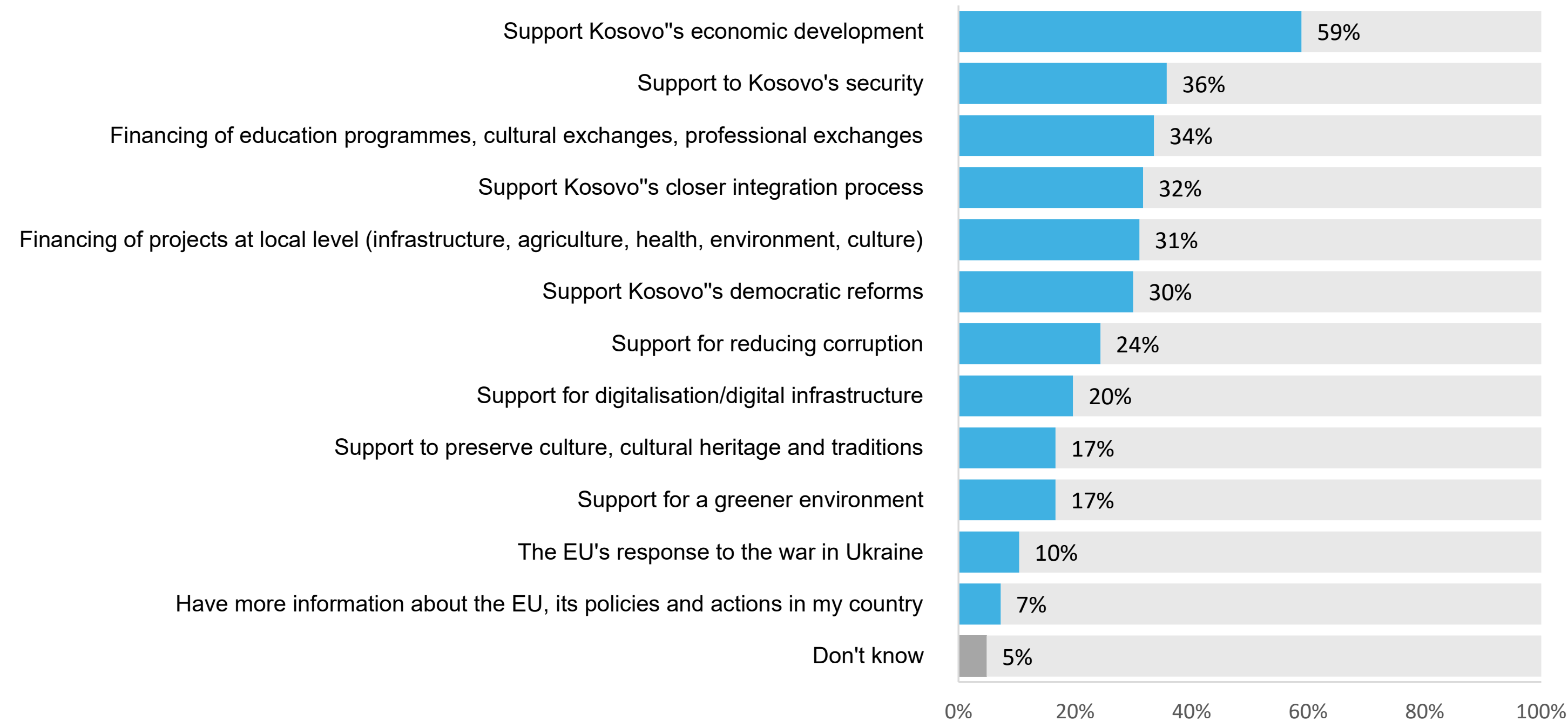
*2025 image of the EU – detailed breakdown*



**64%**  
of citizens have a **positive image** of the EU

# Image of the EU

In your opinion, which factors could make citizens of Kosovo 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:

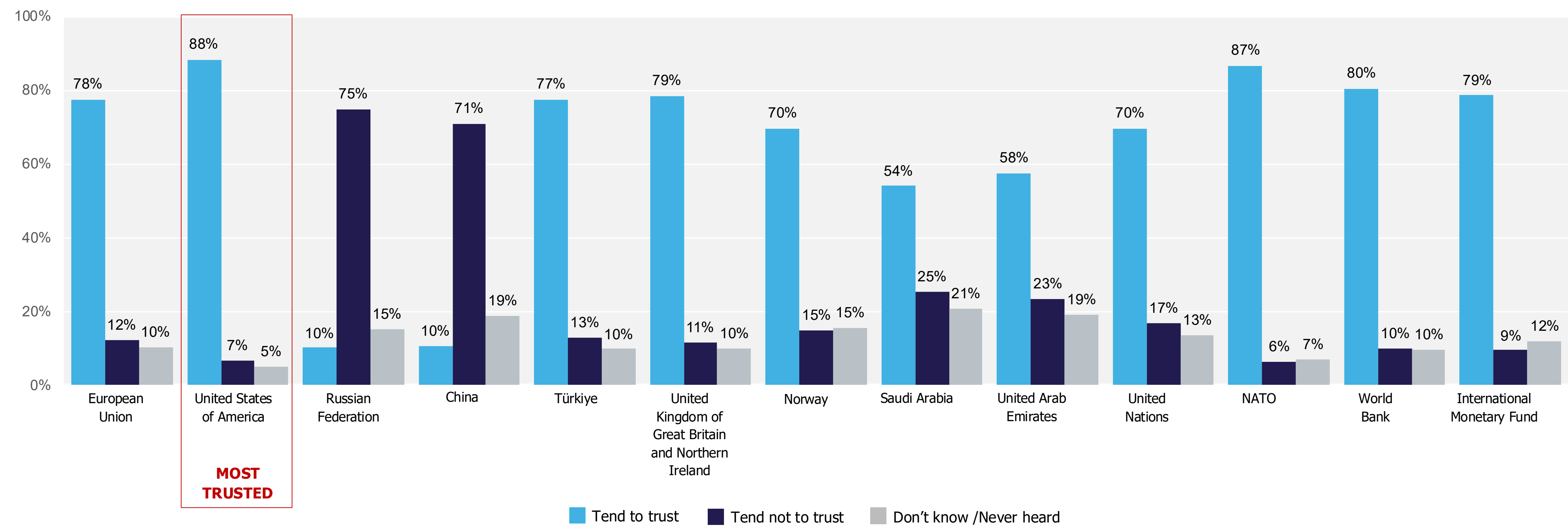
1. Support to Kosovo's economic development (35%)
2. Support to Kosovo's security (13%)
3. Support to Kosovo's closer integration process (12%)

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



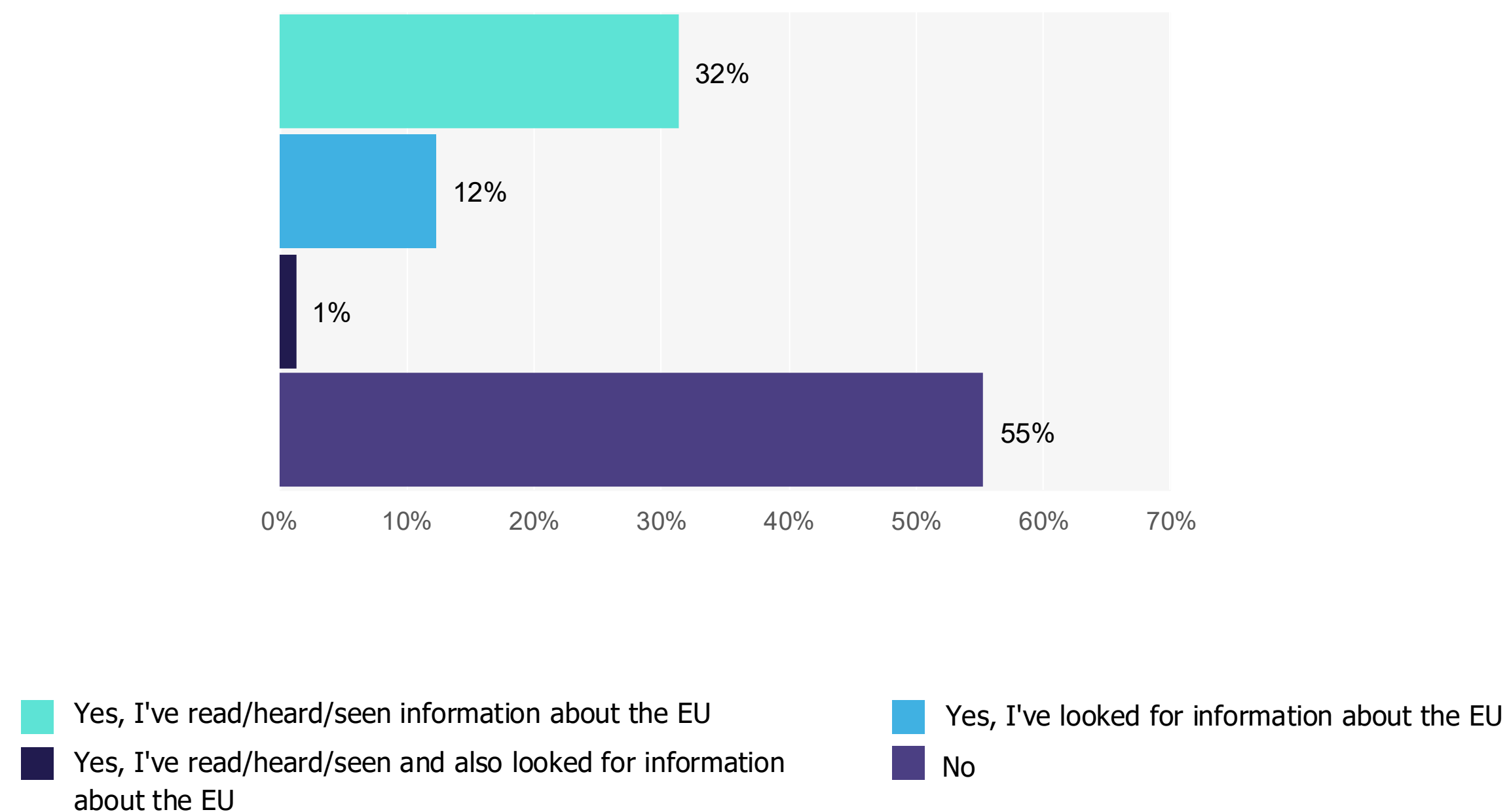
# Trust towards the EU & other international institutions

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.

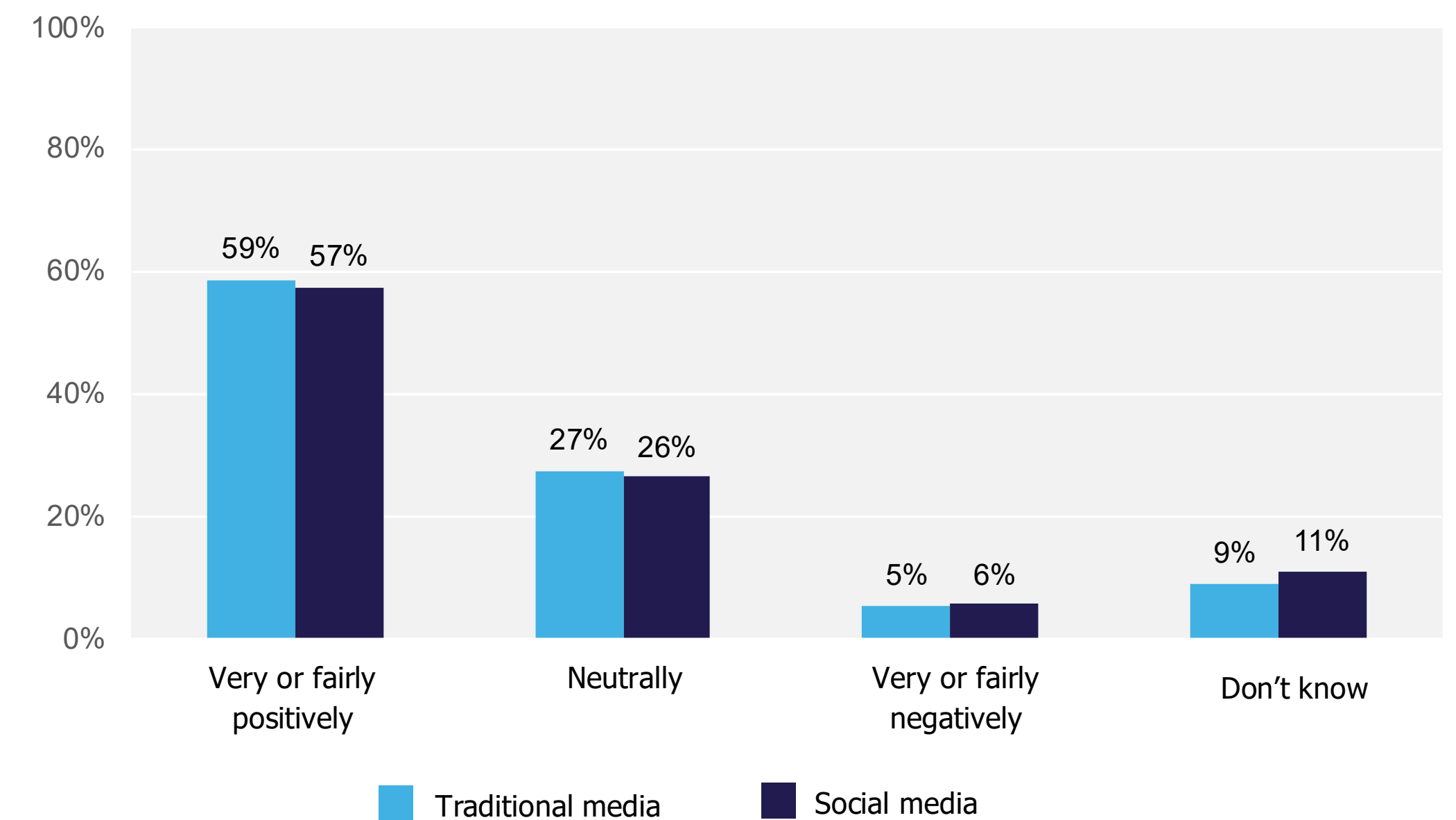


# Information exposure and media tone

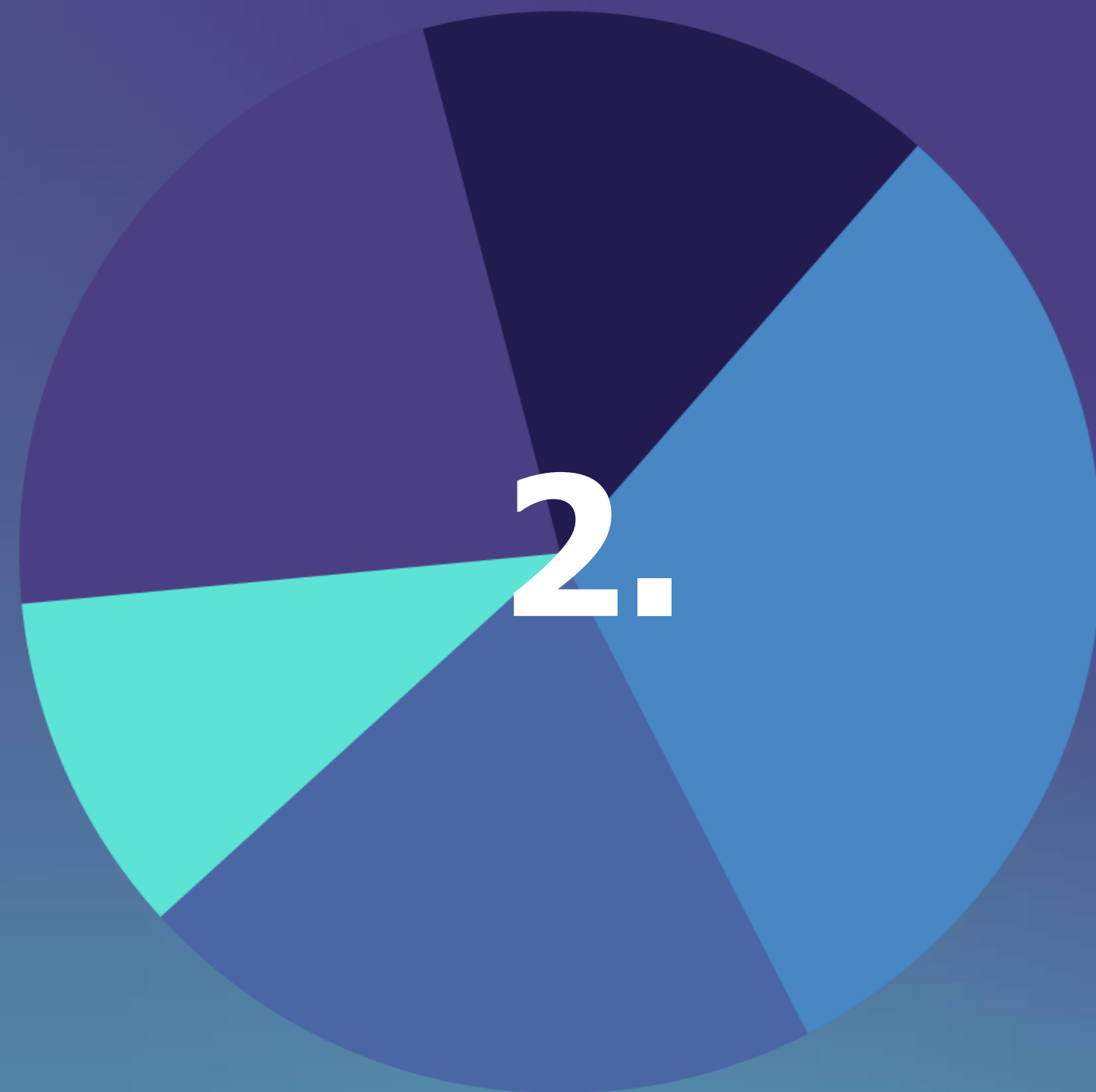
Have you read, seen or heard or looked for any information about the EU in the last three months?



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





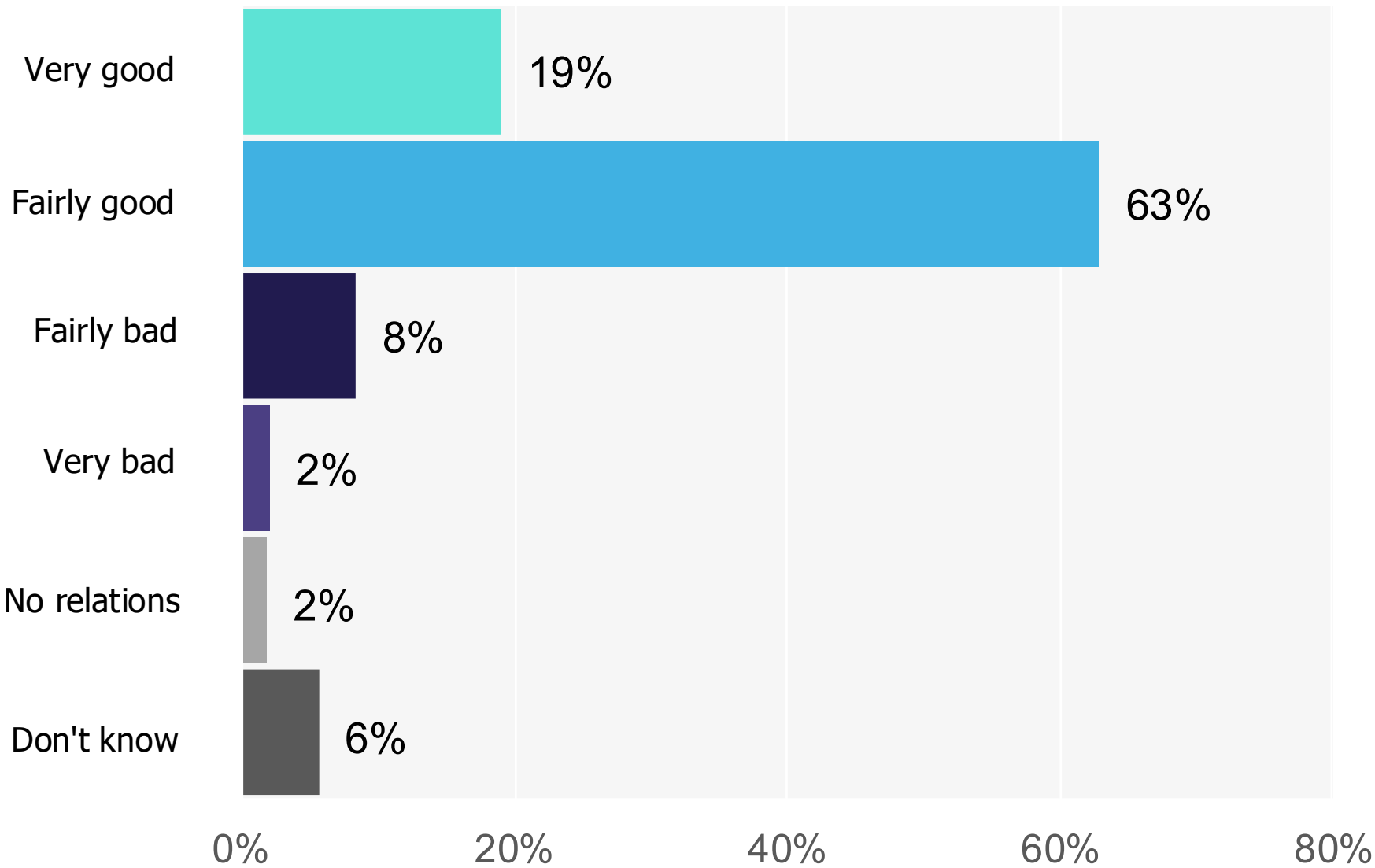


## **EU RELATIONS WITH KOSOVO AND AWARENESS OF THE EU'S FINANCIAL SUPPORT**



# EU relations with Kosovo

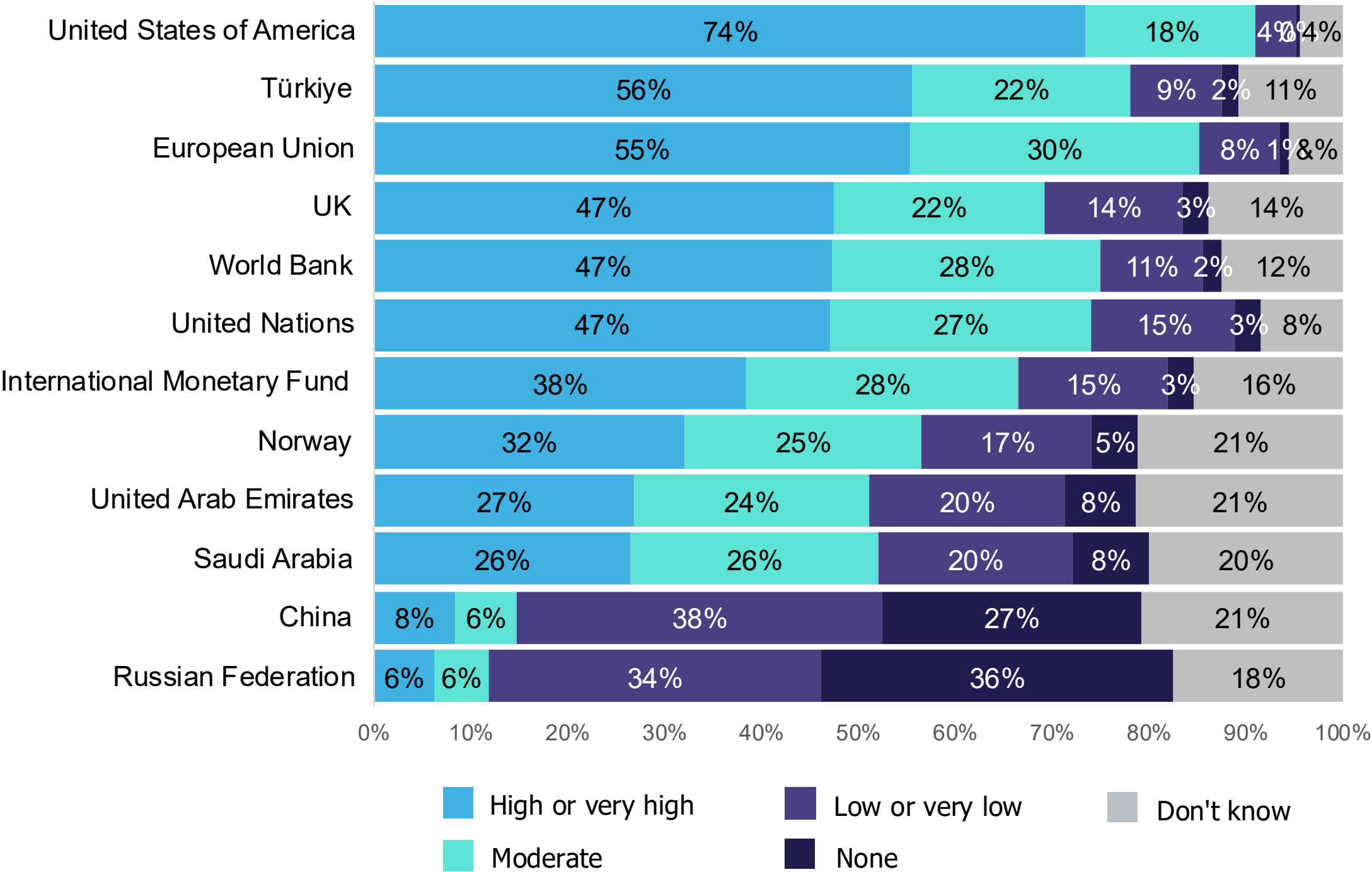
In general, how would you describe the relations that the European Union has with Kosovo?  
Would you describe them as very good, fairly good, fairly bad or very bad?



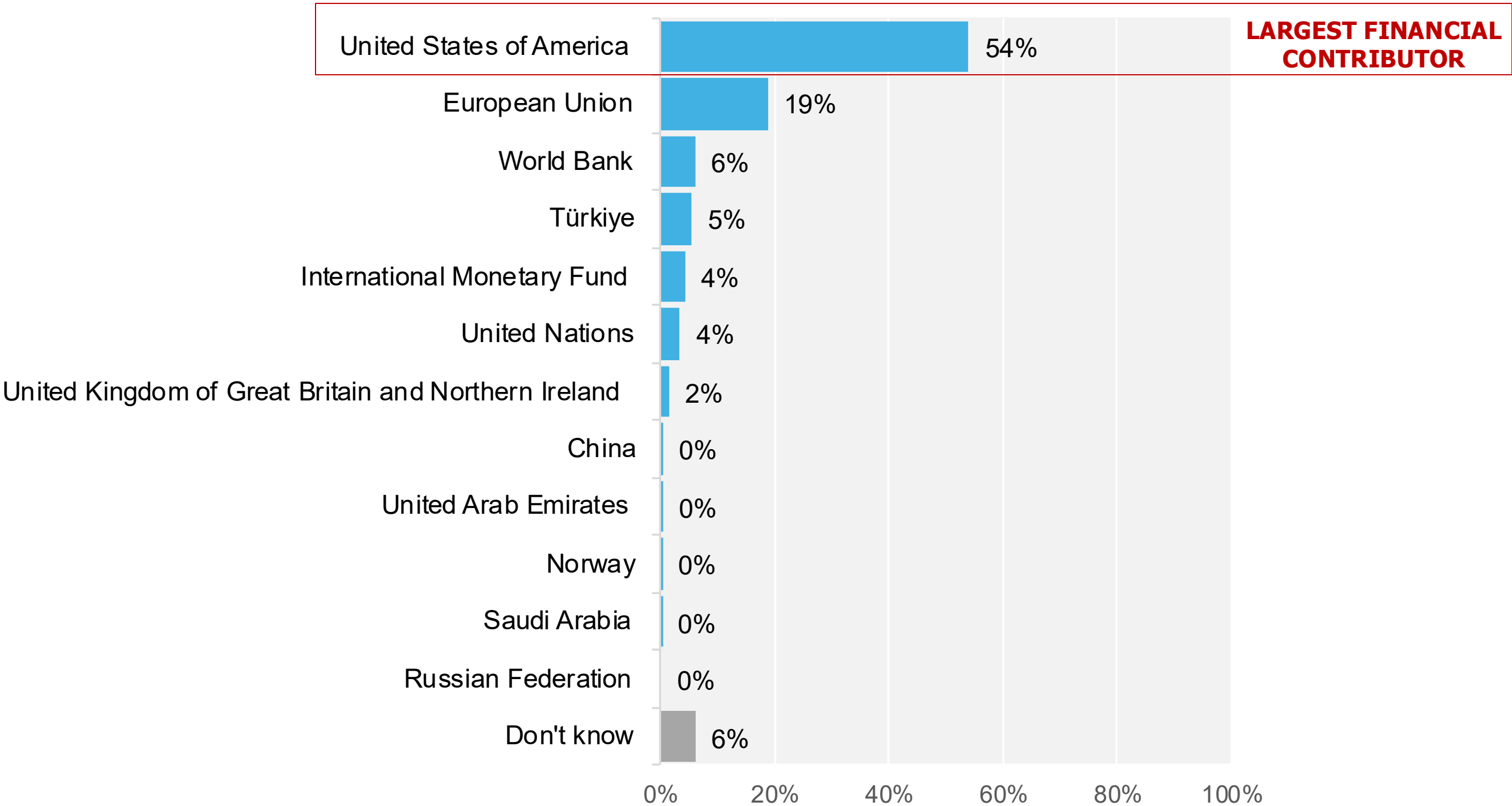
**82%**  
of citizens believe Kosovo has good relations with the EU

# Perceptions of financial support to Kosovo from international actors

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

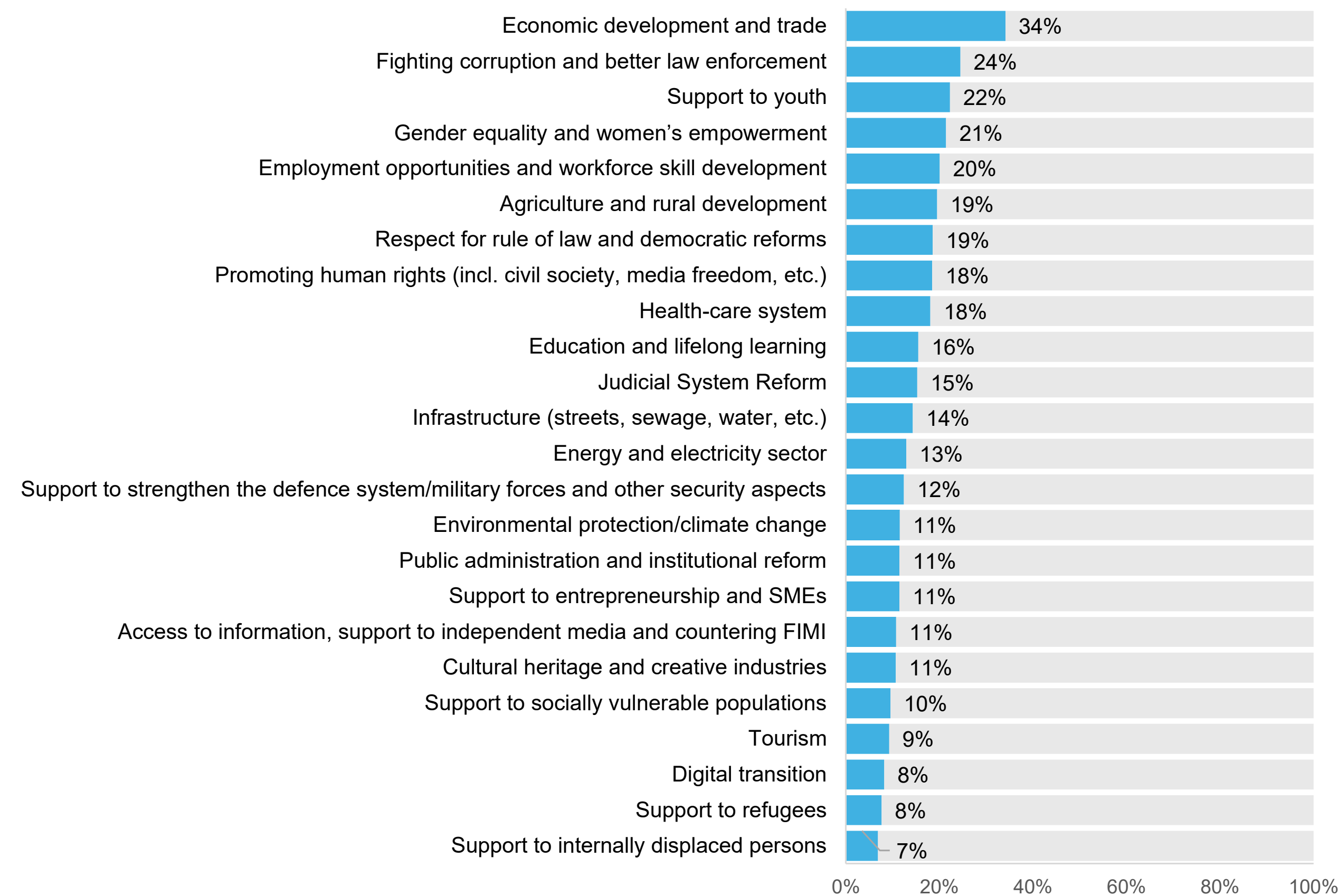


Which of these do you believe is the largest financial contributor to Kosovo?



# EU's financial support

Please tell us in which areas the European Union provides Kosovo with financial support

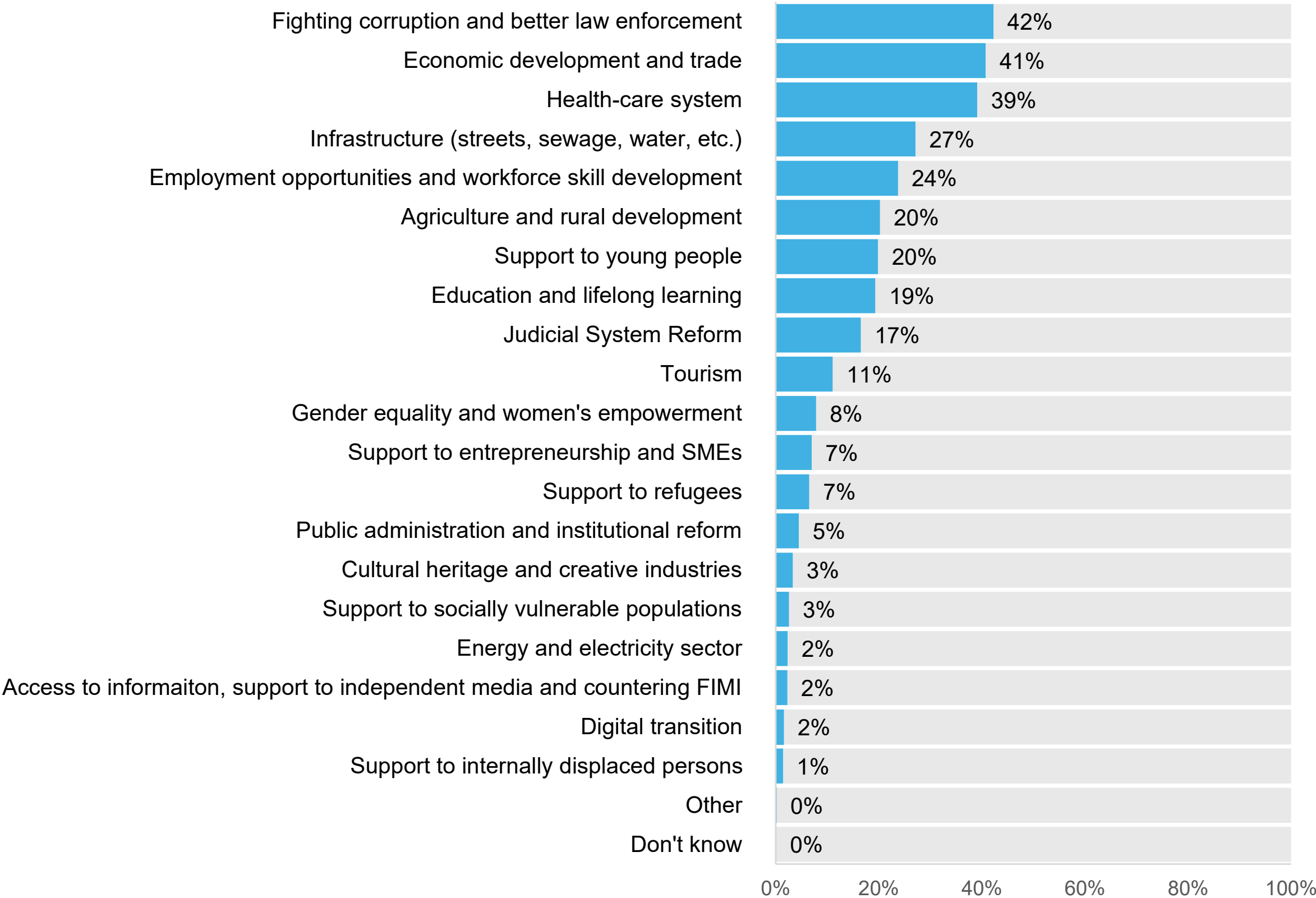


**6%**  
of citizens are either **not aware** of EU financial support (1%) or have **no opinion** (5%)

**68%**  
perceive EU financial support as **effective** or **very effective**

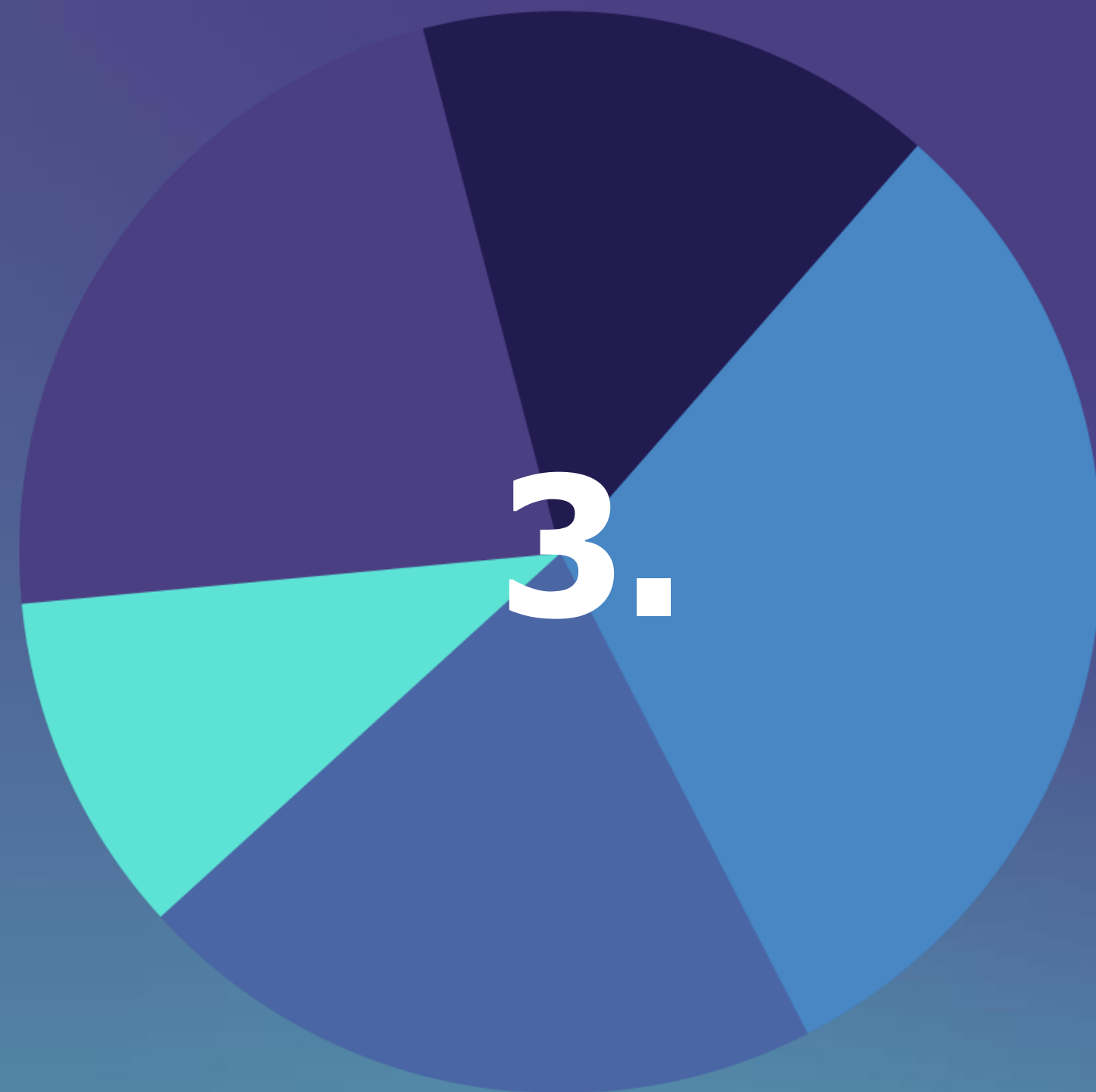
# EU's financial support

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



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

1. Economic development and trade (17%)
2. Fighting corruption and better law enforcement (16%)
3. Health-care system (13%)



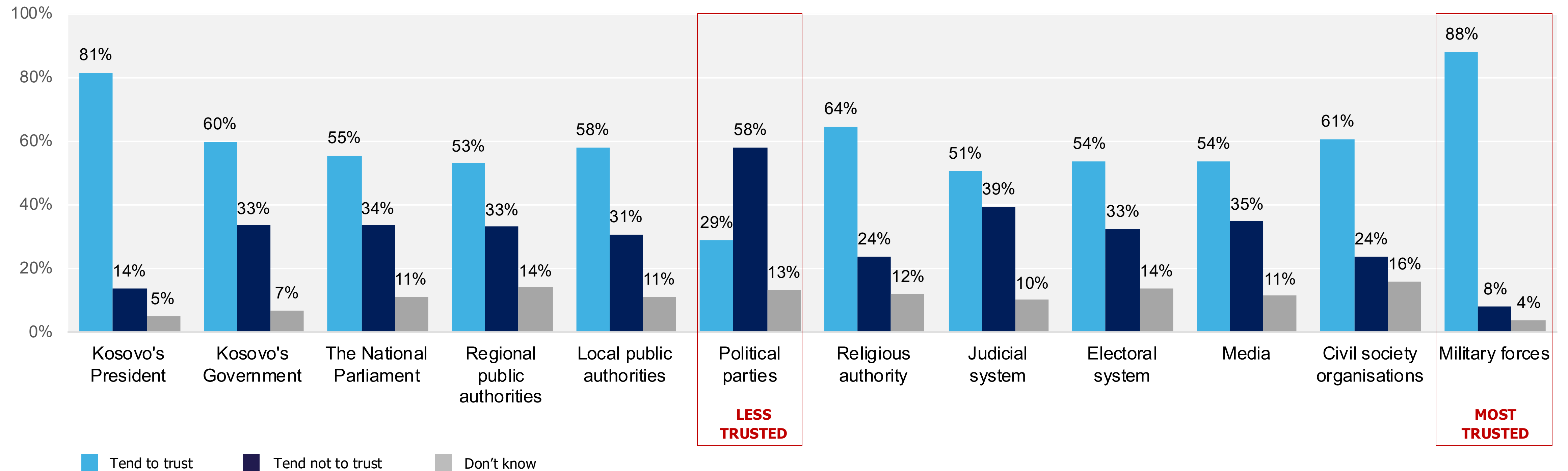
# INSTITUTIONAL TRUST AND NATIONAL CHALLENGES





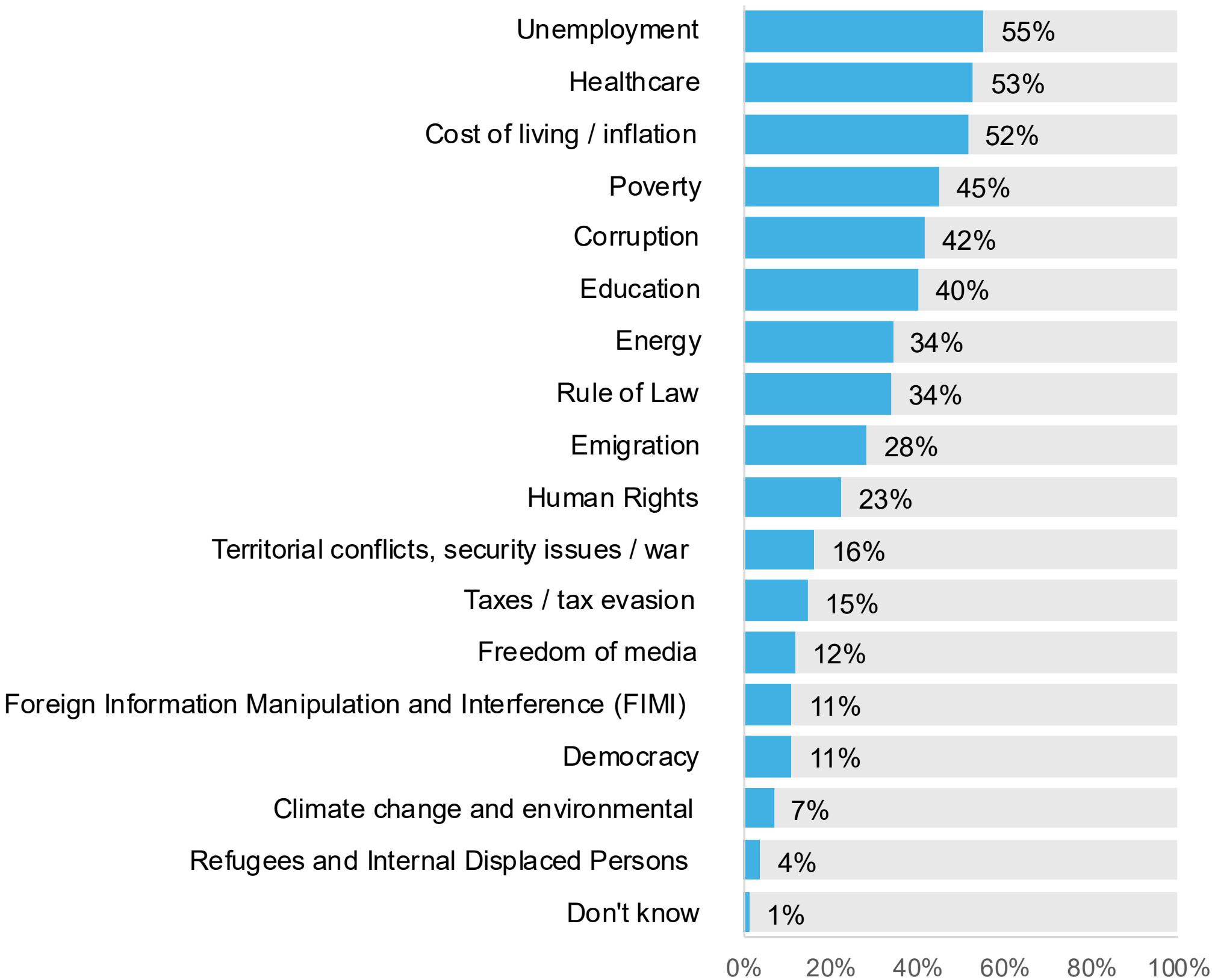
# Trust levels across key institutions and systems

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



# Most pressing problems in Kosovo

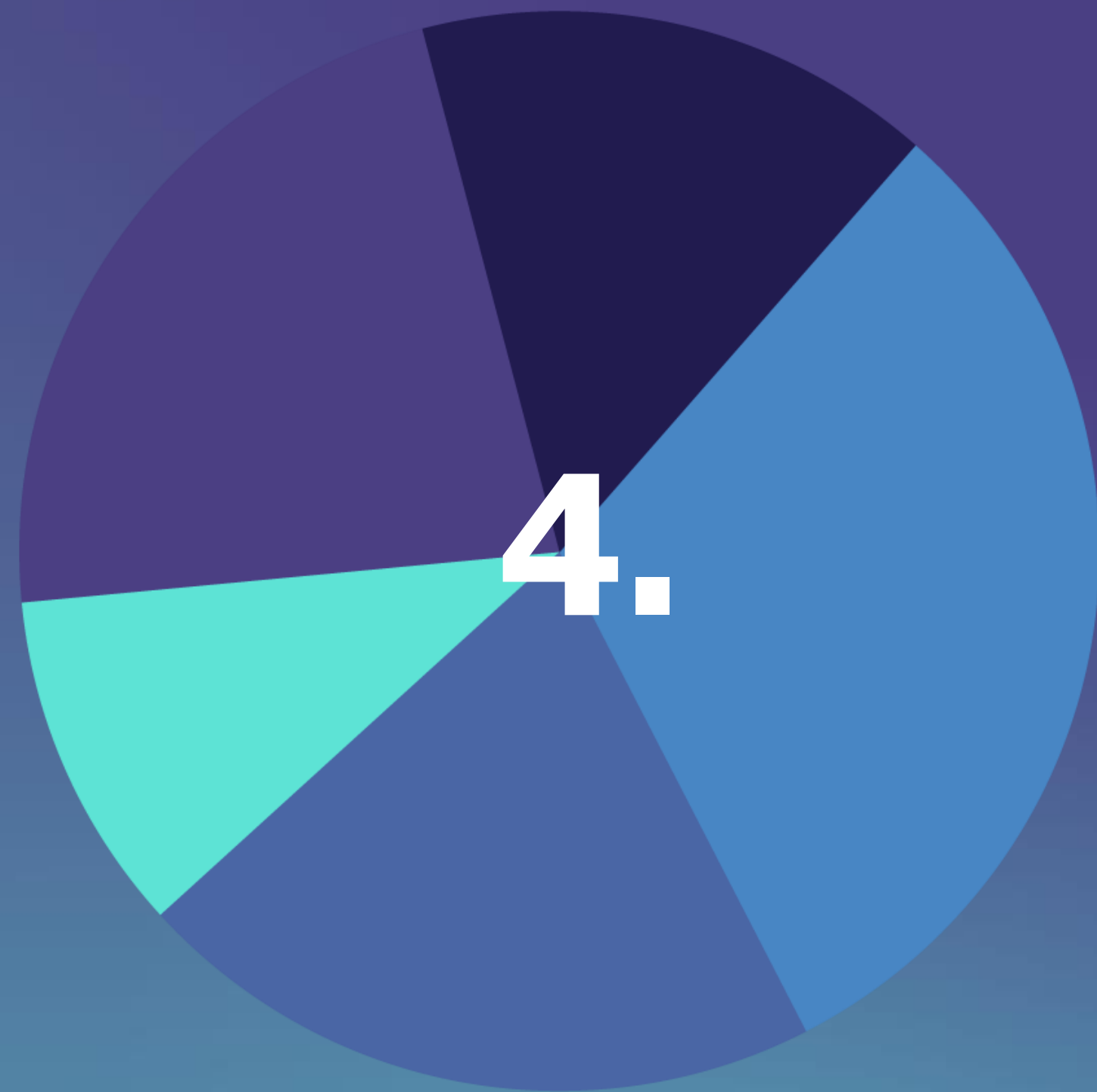
What do you consider to be the most pressing problems facing Kosovo?



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

1. High prices and taxes (28%)
2. Unemployment (17%)
3. Poverty (10%)

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

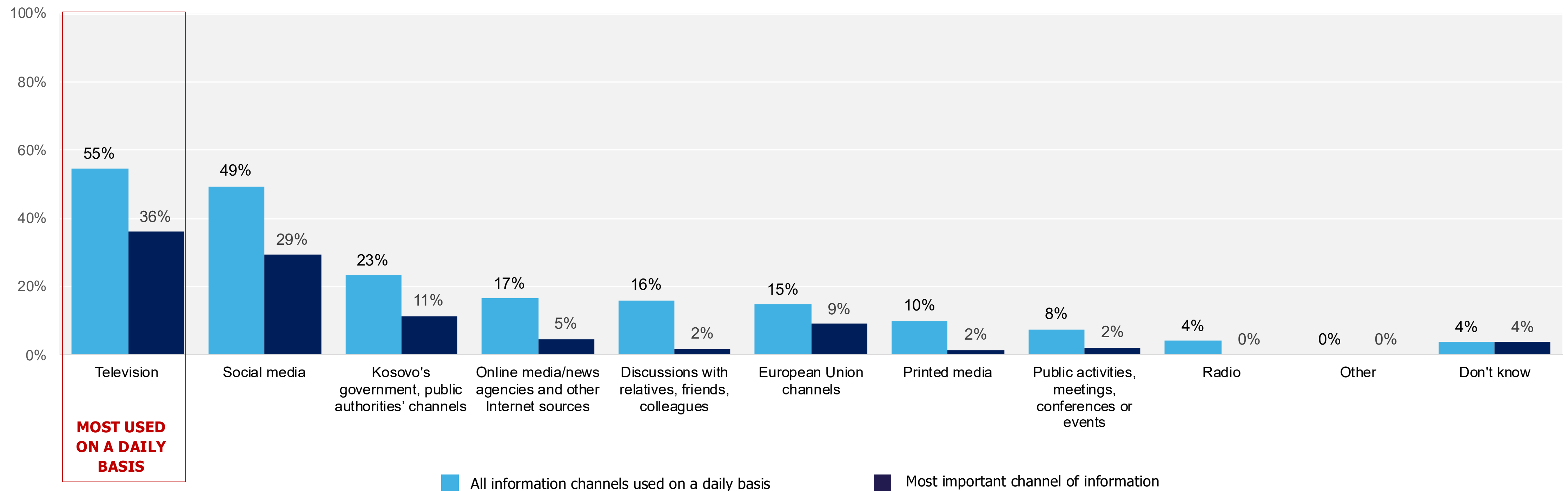


## SOURCES OF INFORMATION



# Main sources of news and information

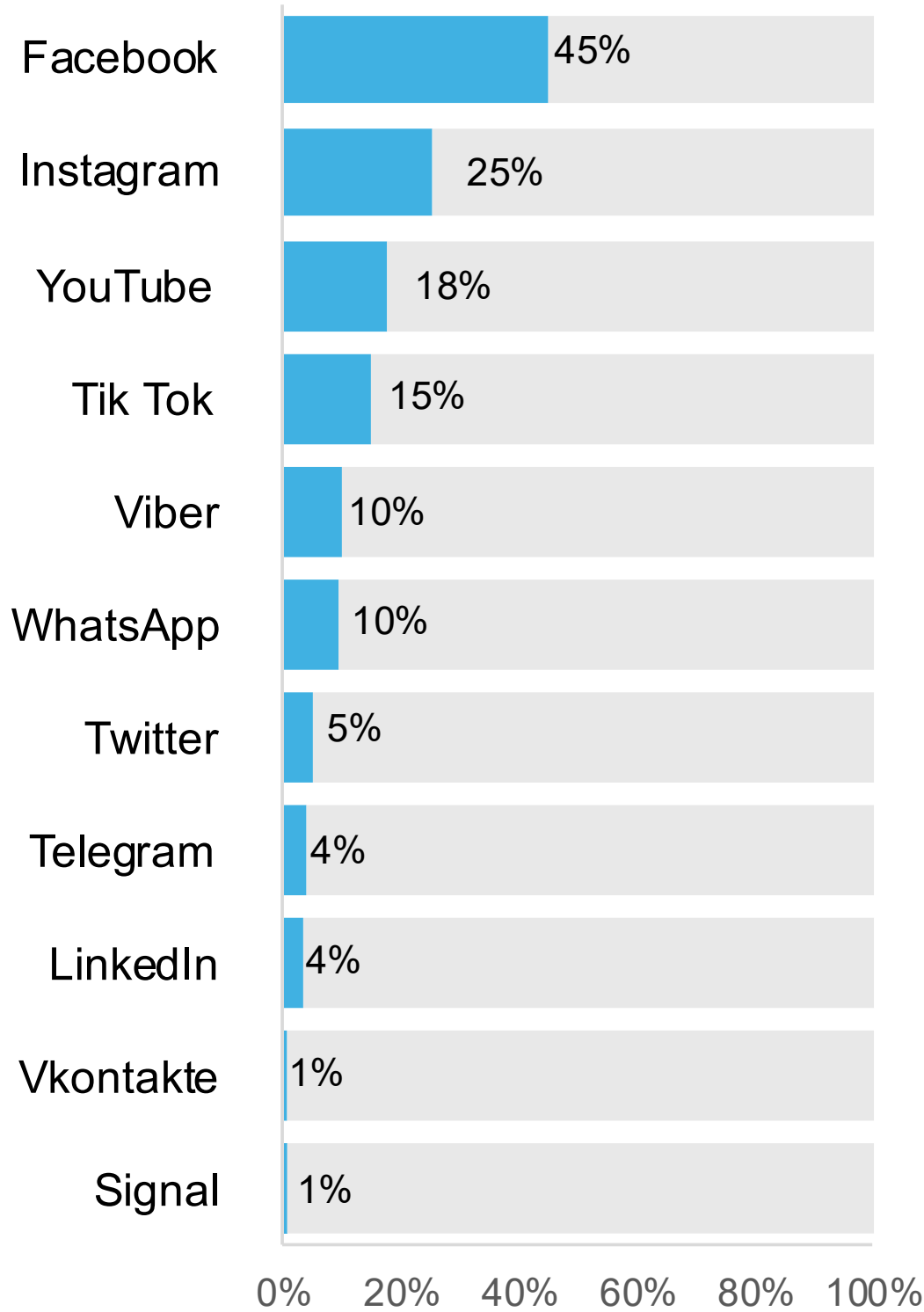
Which of the following information channels do you use on a daily basis to inform yourself or to follow the news?



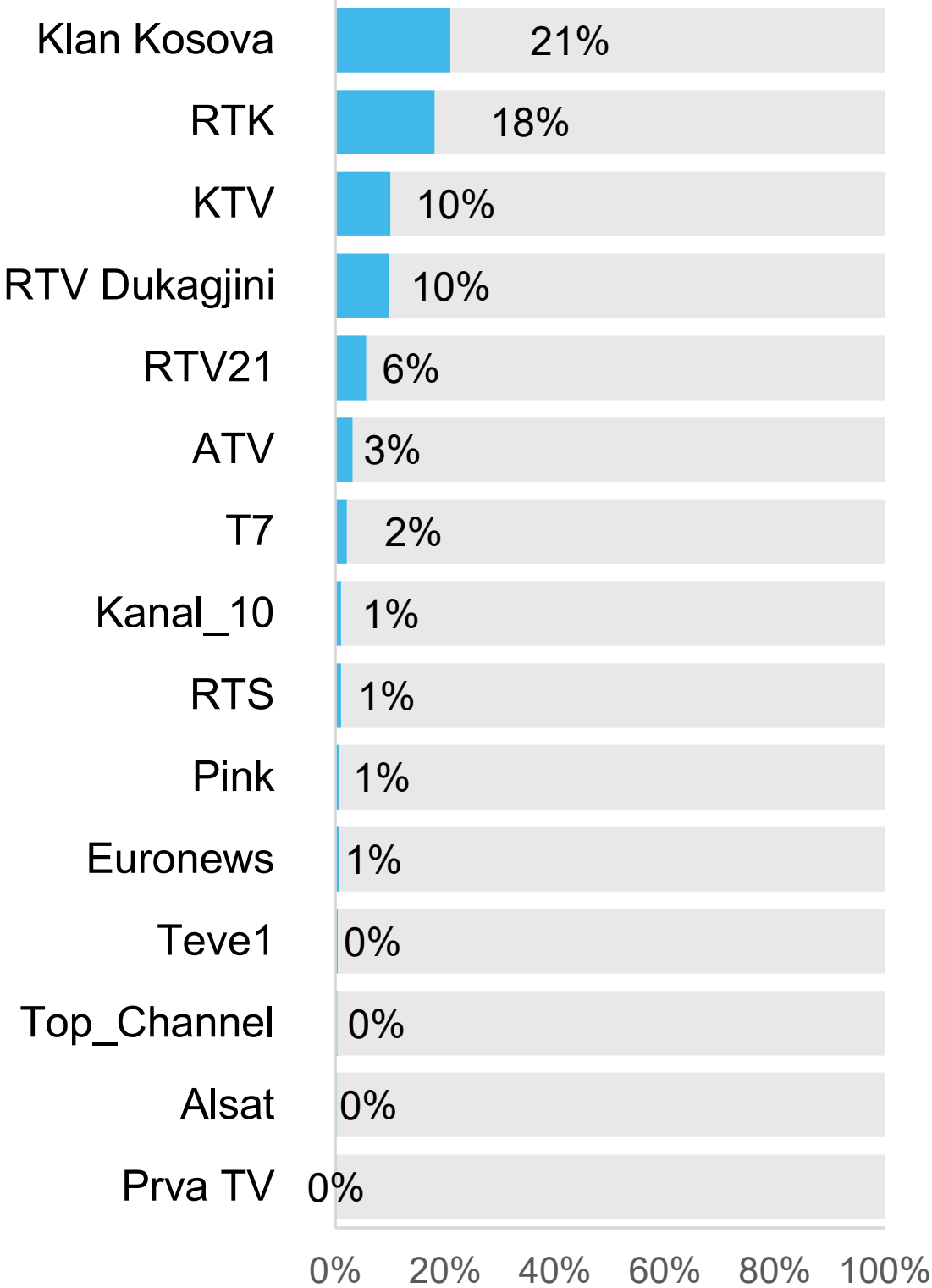
Respondents could select multiple options. The **light** bar shows total mentions. The **dark** bar only the first choice.

# 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?



# Connect & Stay informed:

**[www.webalkans.eu](http://www.webalkans.eu)**



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