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ANNUAL SURVEY
JUNE 2025

SERBIA





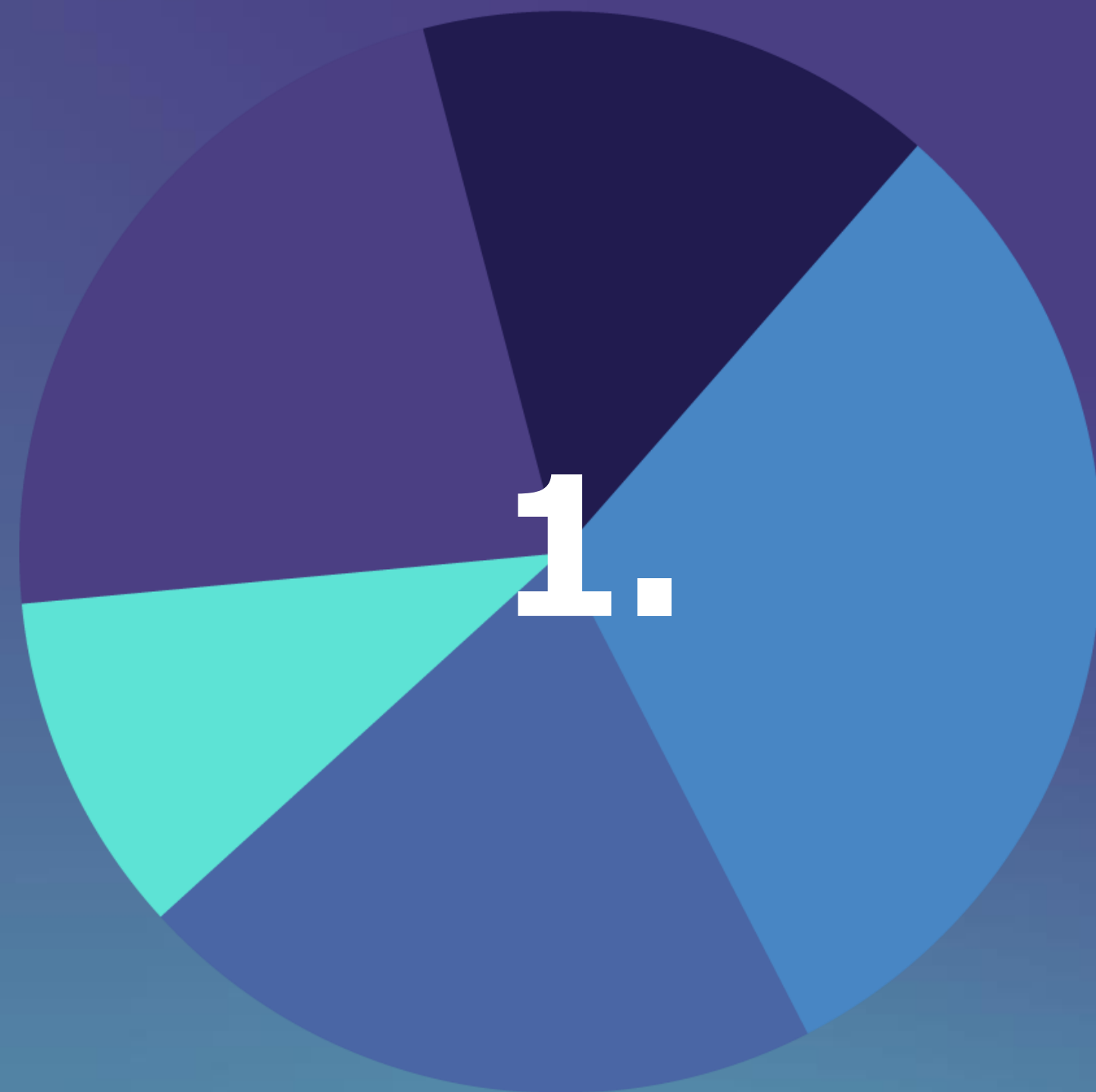
METHODOLOGY

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

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

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

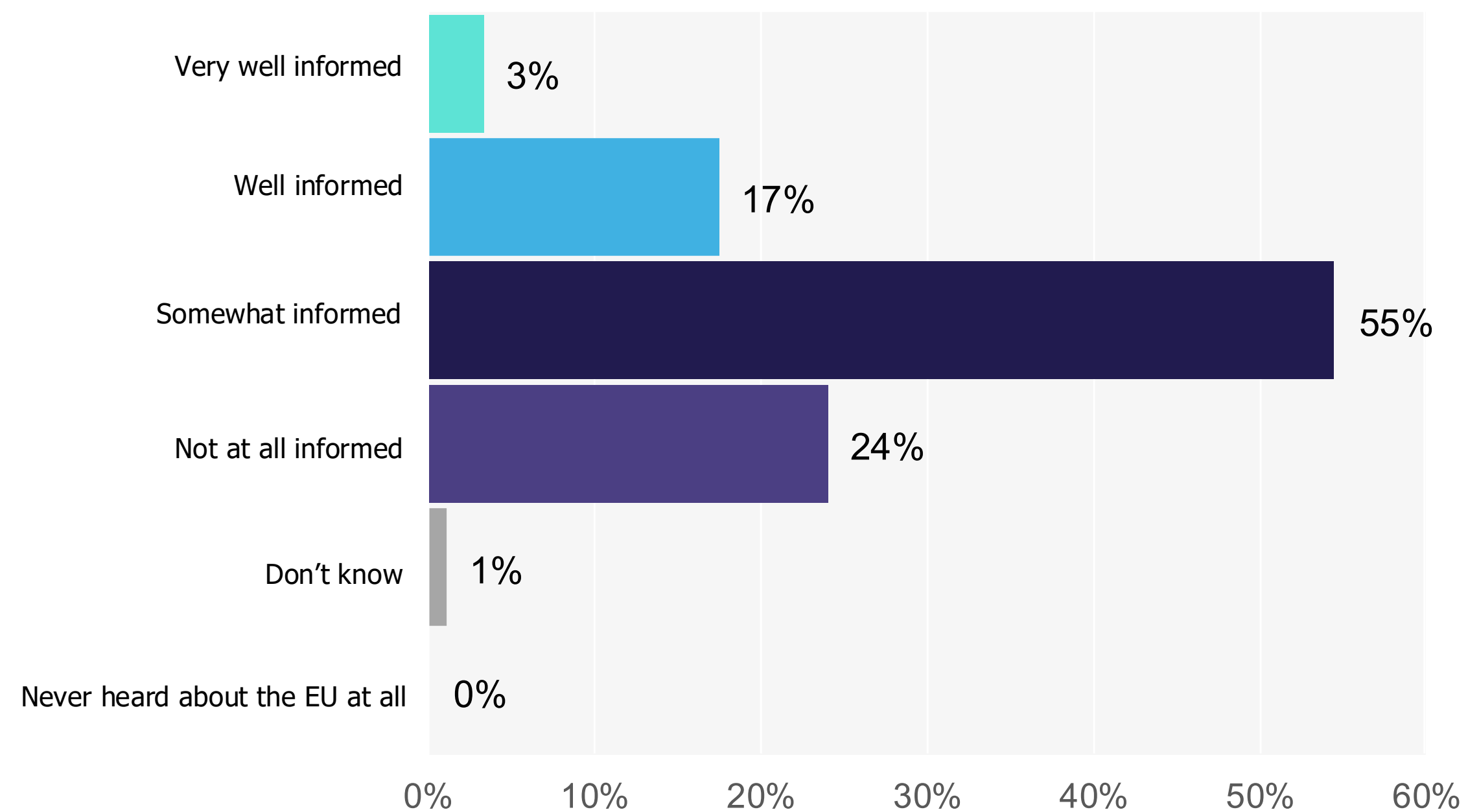


AWARENESS AND PERCEPTIONS OF THE EU



Awareness of the EU

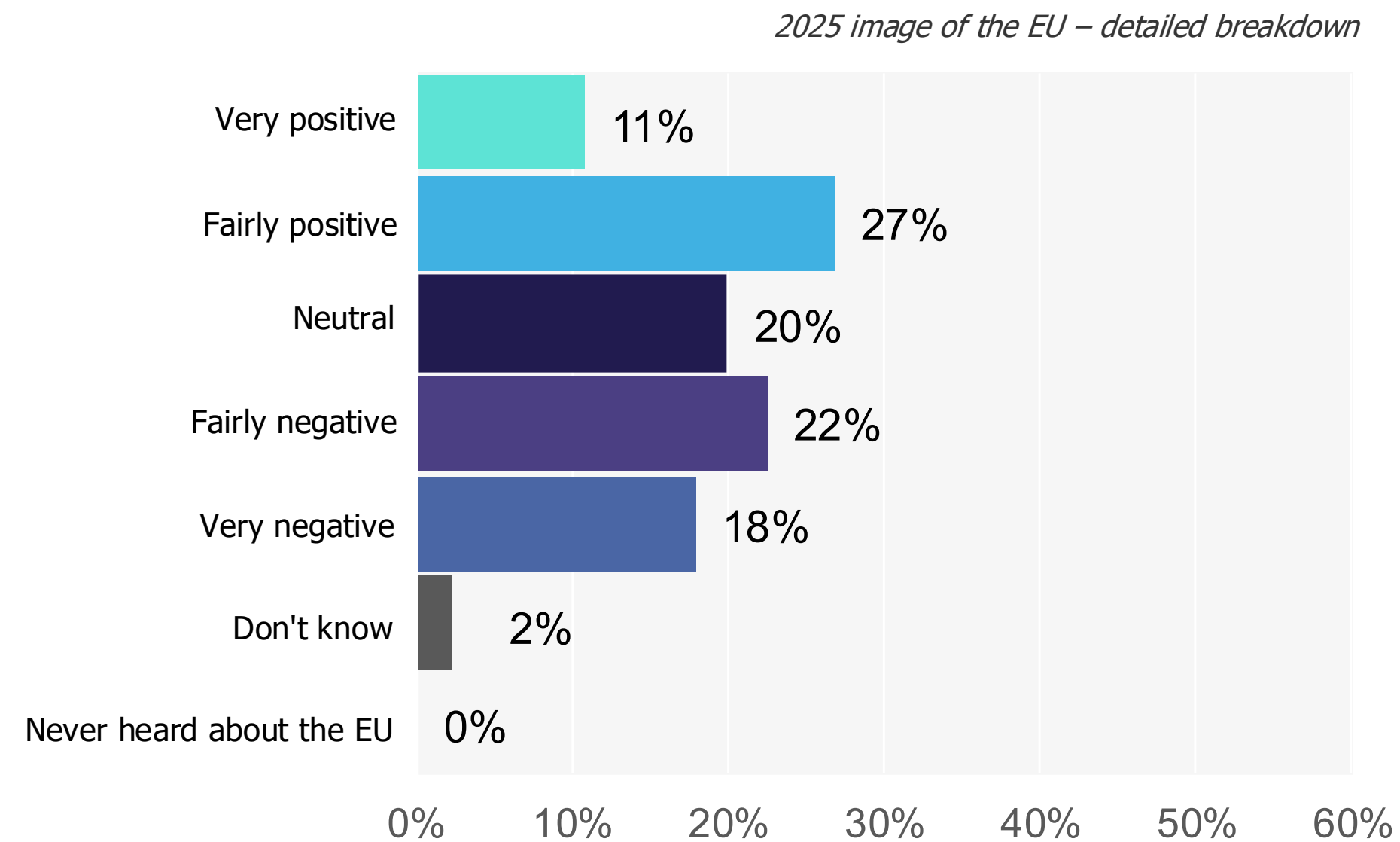
To what extent are you informed about the European Union?



20%
of citizens say they are **well or very well**
informed about the EU

Image of the EU

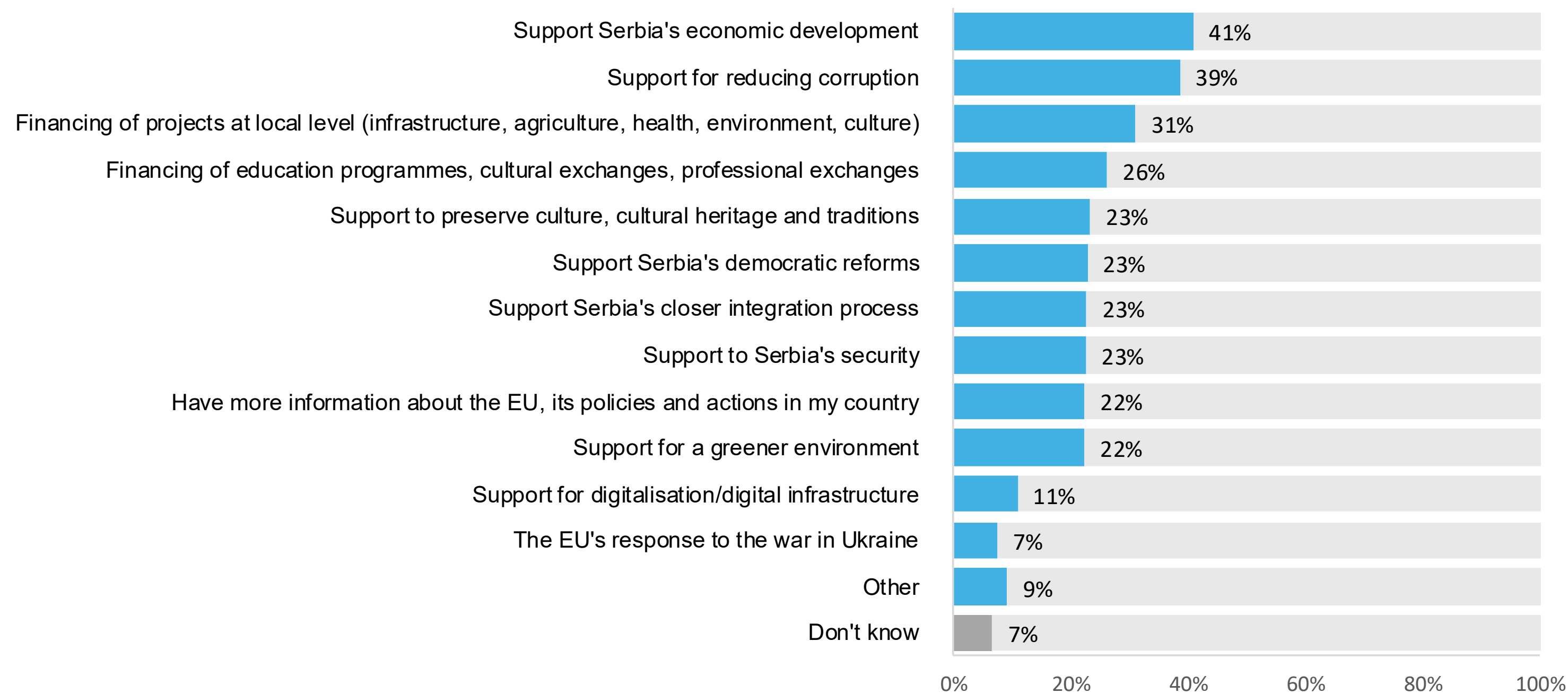
Do you have a very positive, fairly positive, neutral, fairly negative or very negative image of the European Union?



38%
of citizens have a **positive image** of the EU

Image of the EU

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



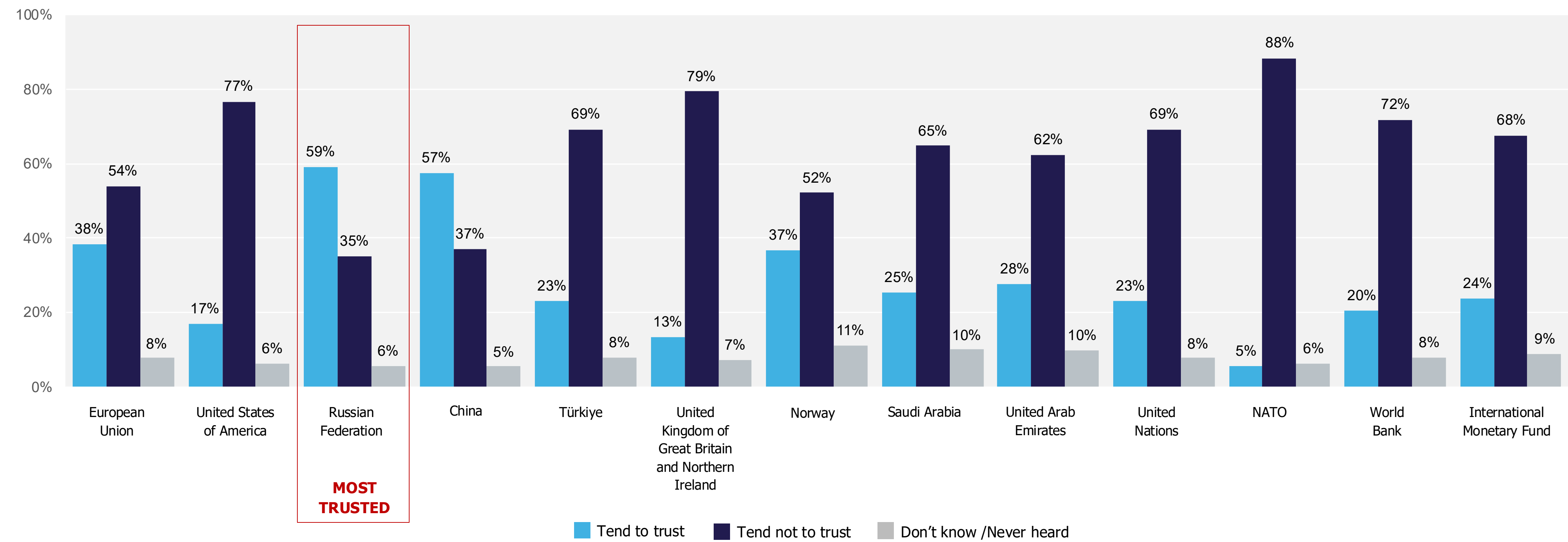
The **most important factors** that have been more frequently indicated are the following:

1. Support to Serbia's economic development (17%)
2. Support for reducing corruption (16%)
3. Financing of projects at local level (infrastructure, agriculture, health, environment, culture) (11%)

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

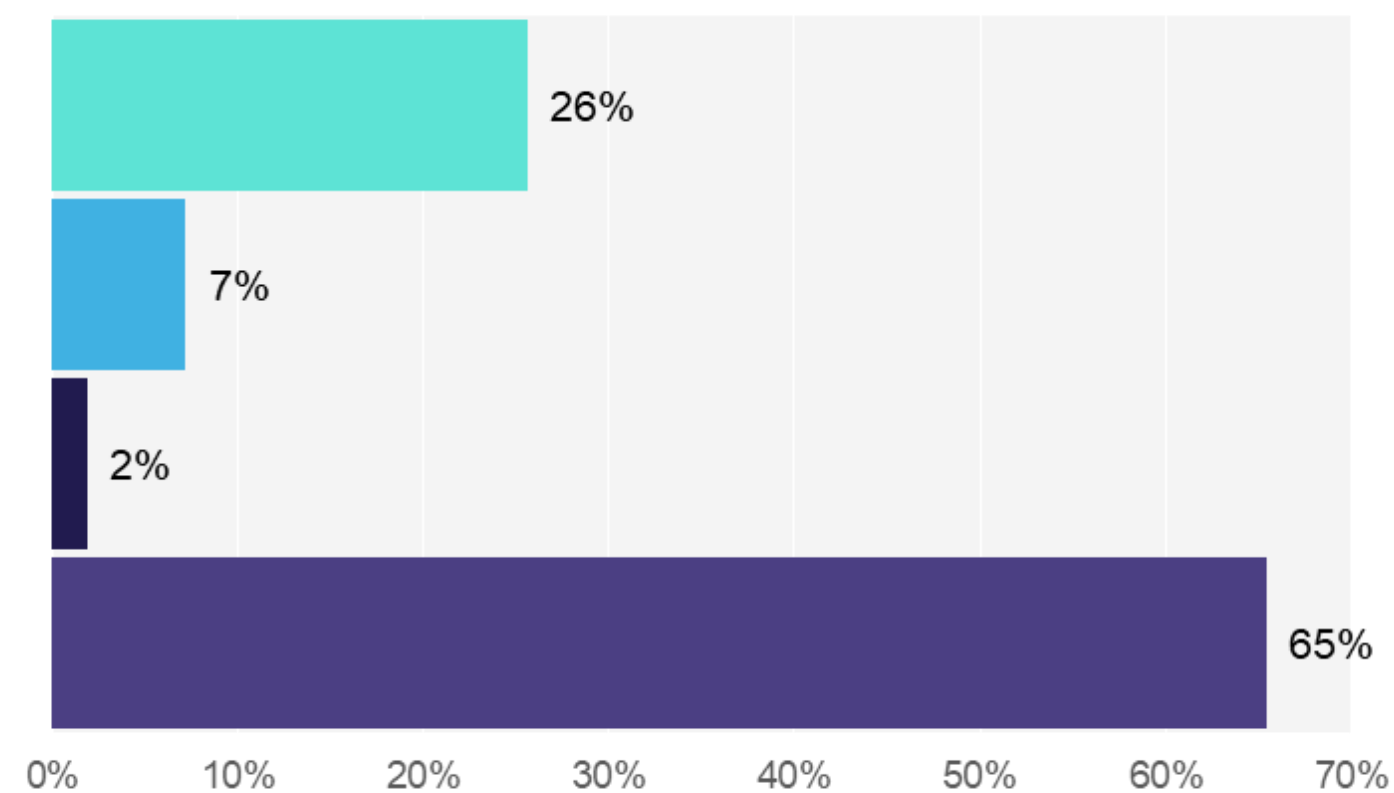
Trust towards the EU & other international institutions

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.



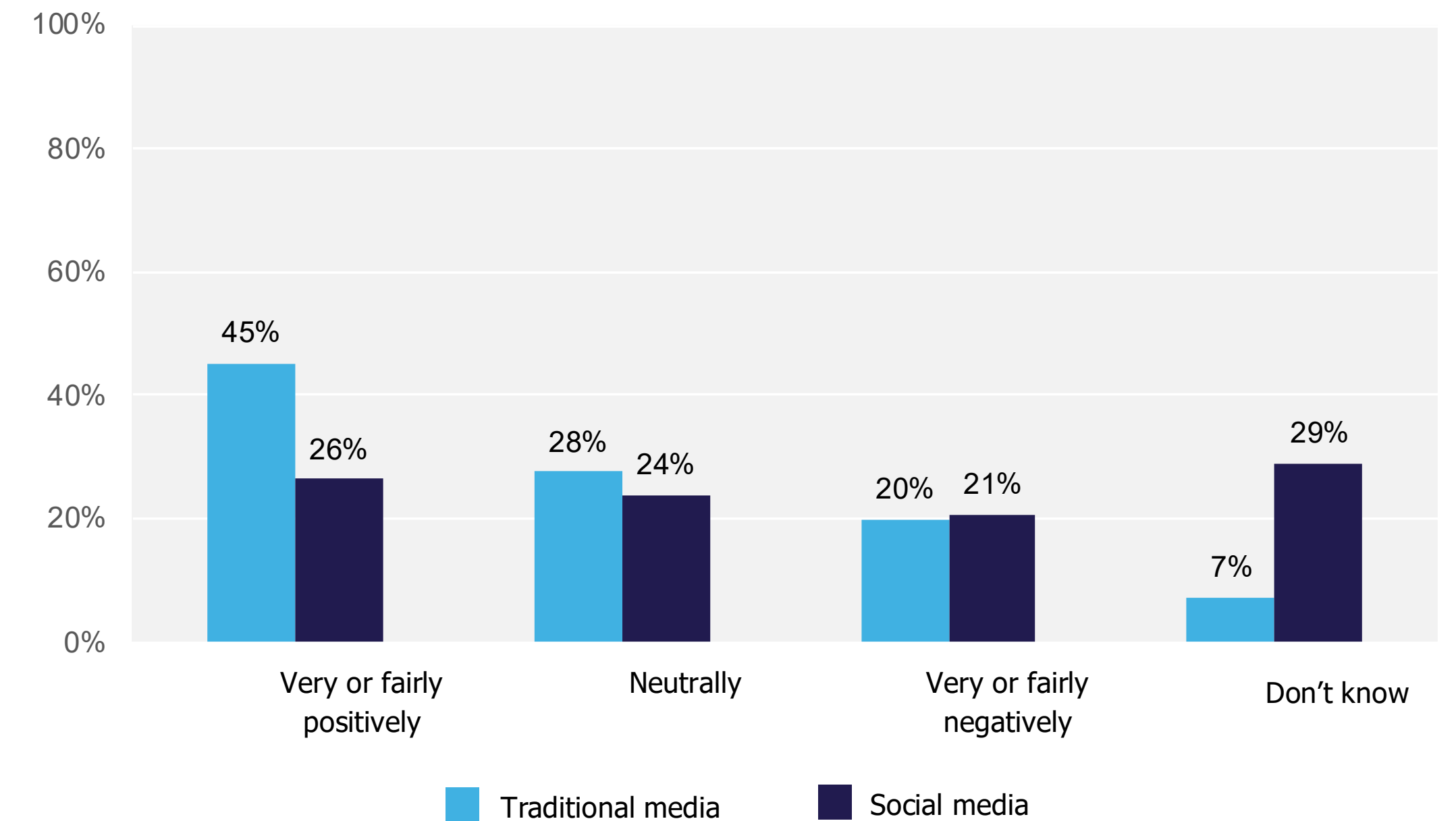
Information exposure and media tone

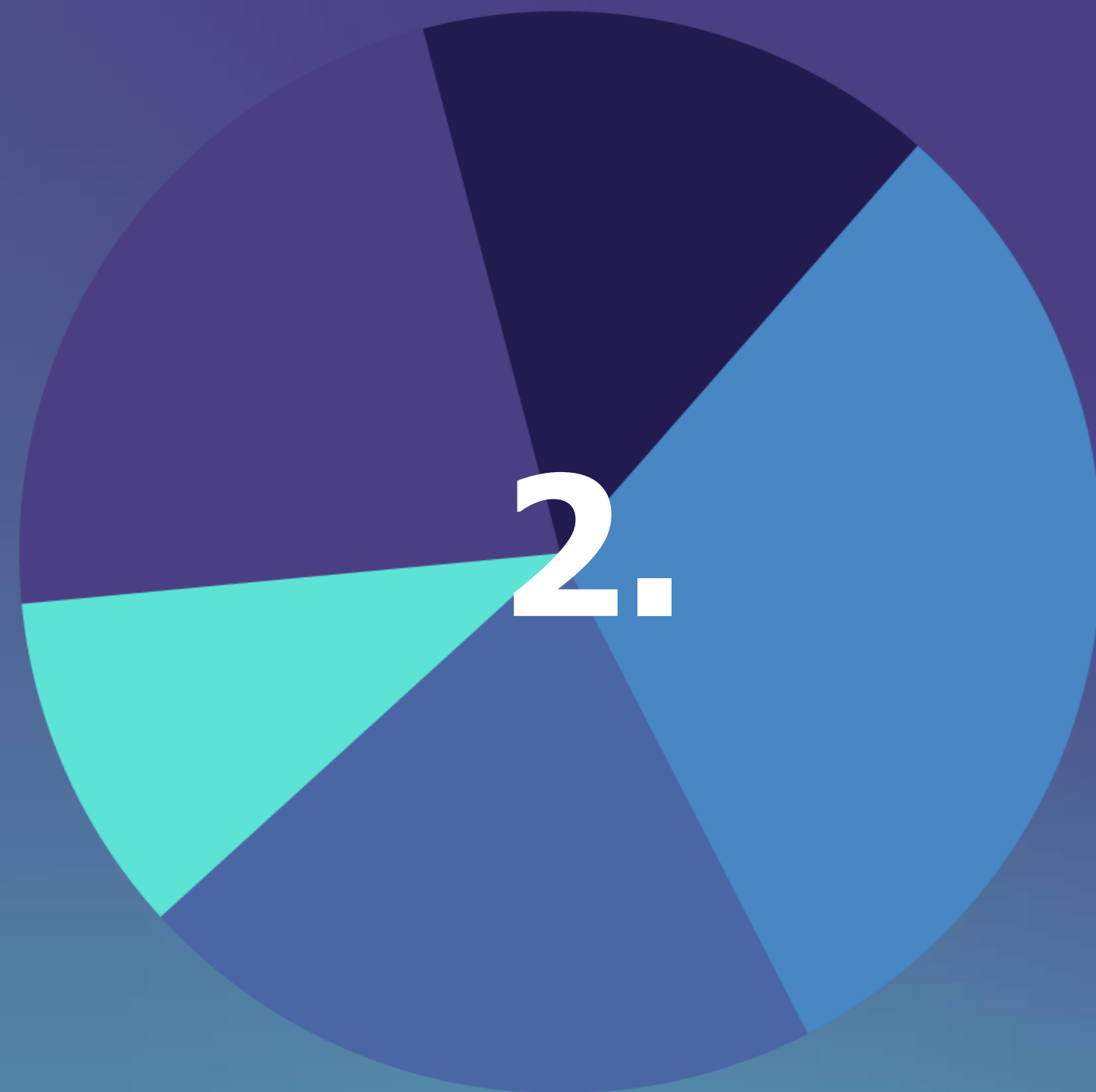
Have you read, seen or heard or looked for any information about the EU in the last three months?



■ Yes, I've read/heard/seen information about the EU
■ Yes, I've read/heard/seen and also looked for information about the EU
■ Yes, I've looked for information about the EU
■ No

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



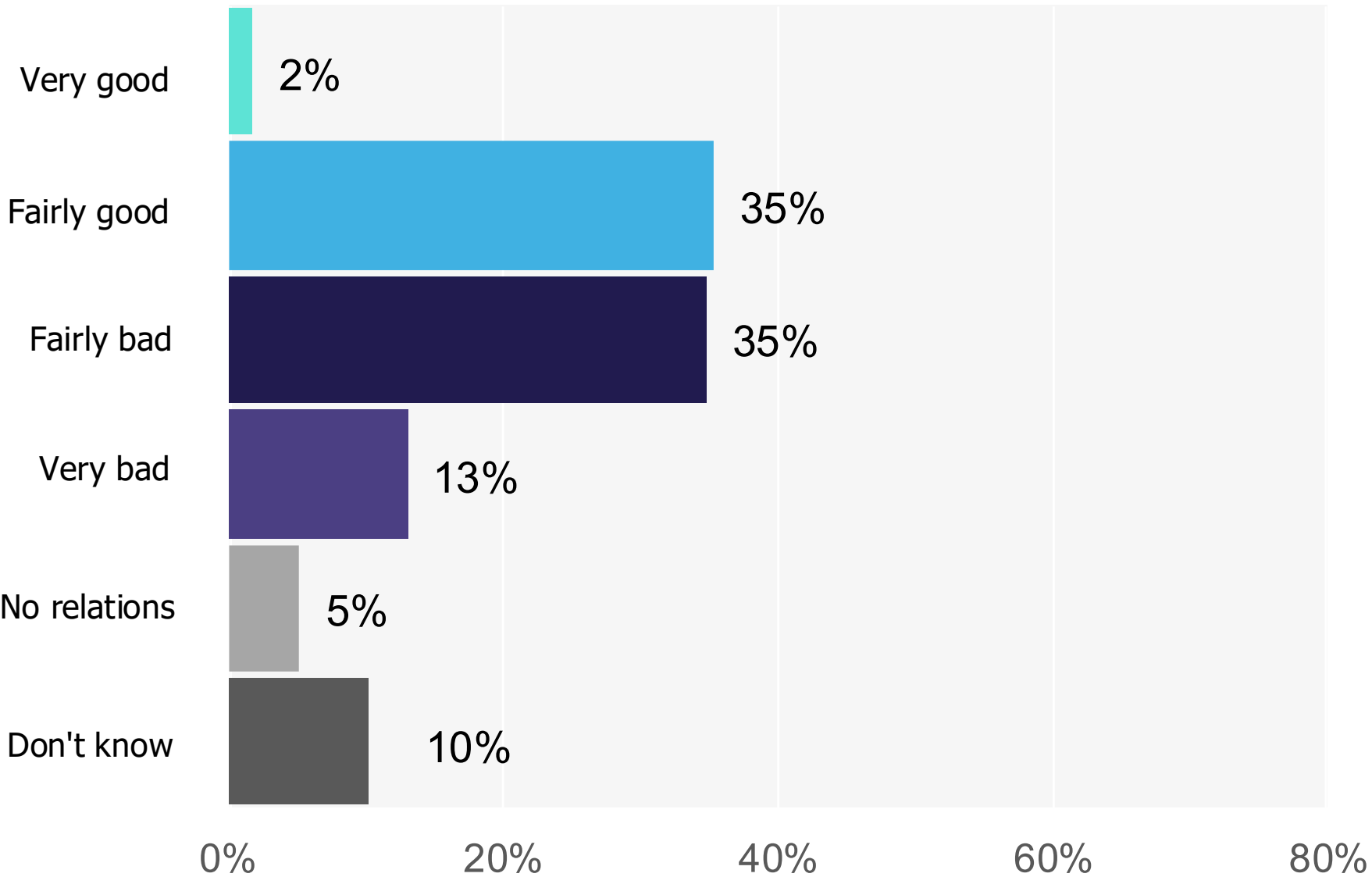


EU RELATIONS WITH SERBIA AND AWARENESS OF THE EU'S FINANCIAL SUPPORT



EU relations with SERBIA

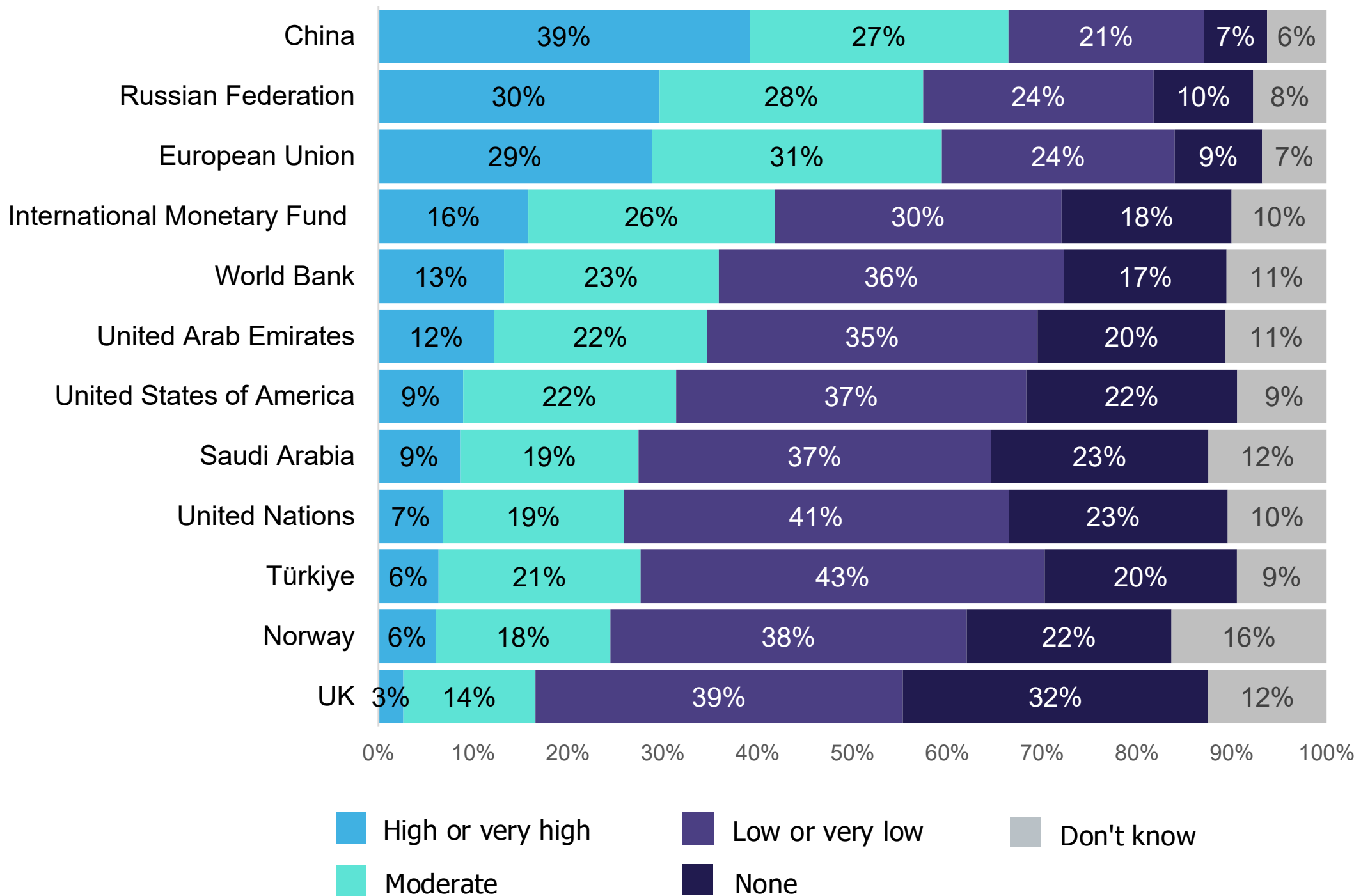
In general, how would you describe the relations that the European Union has with Serbia?
Would you describe them as very good, fairly good, fairly bad or very bad?



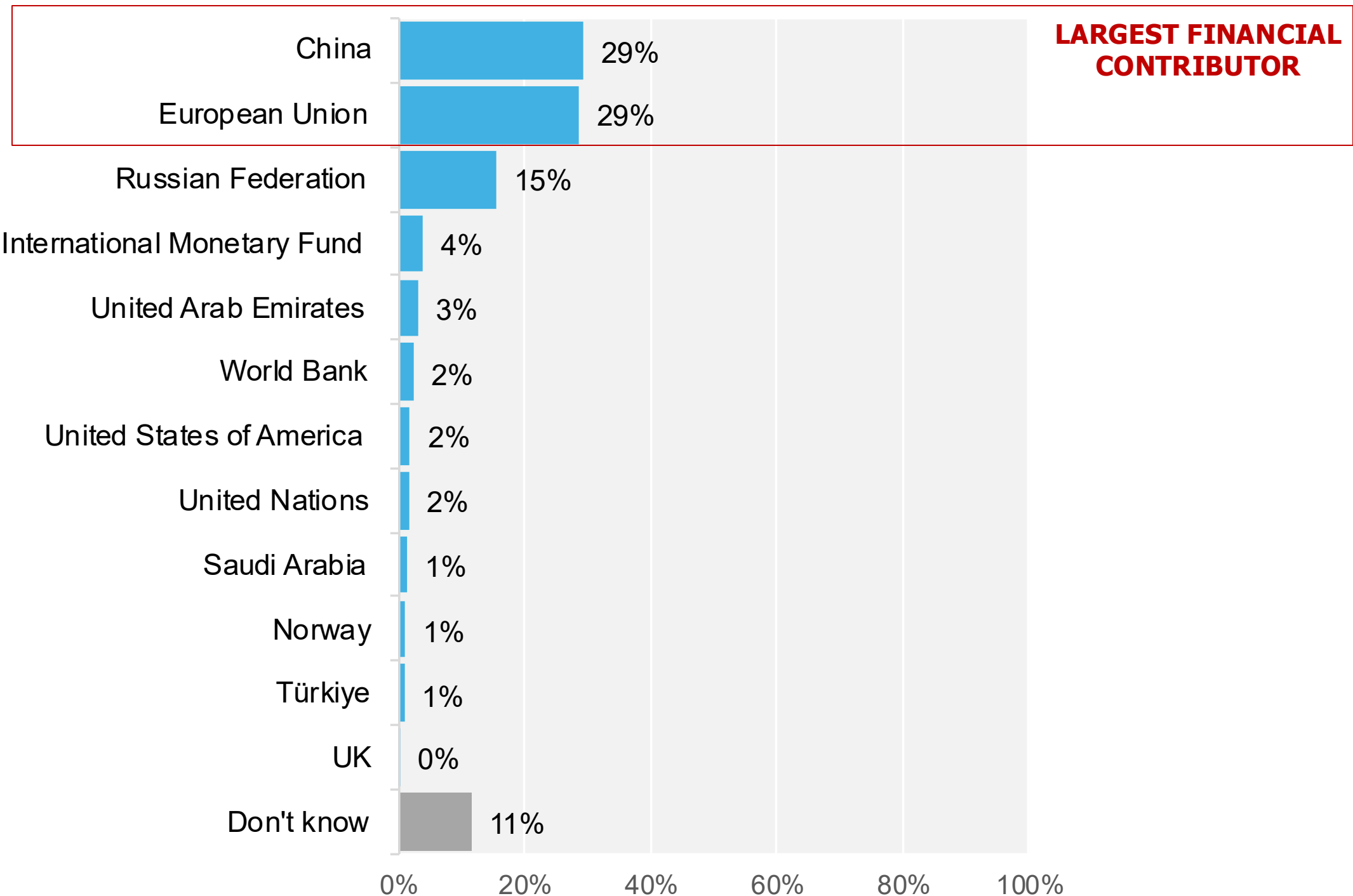
37%
of citizens believe Serbia has good relations with the EU

Perceptions of financial support to Serbia from international actors

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

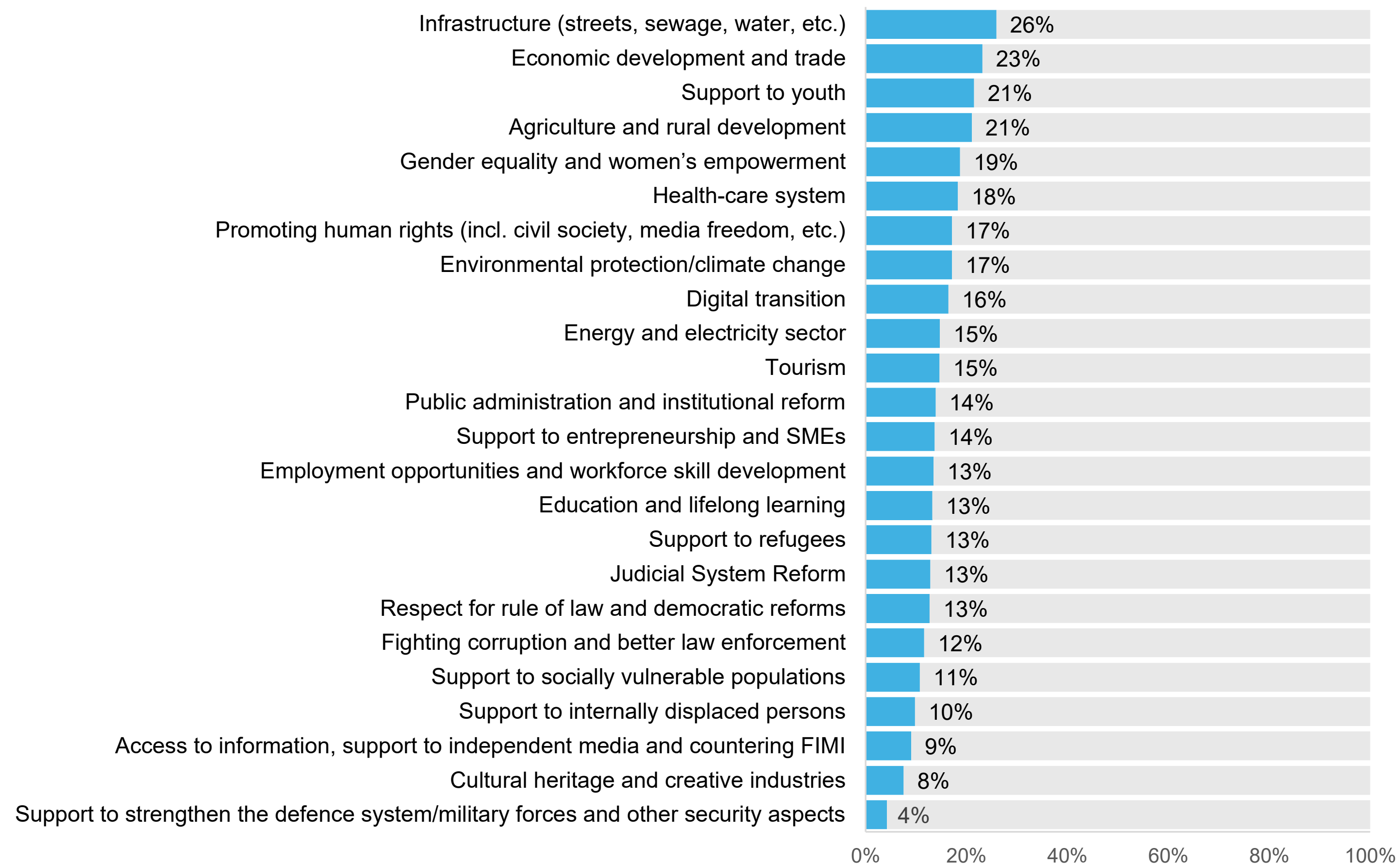


Which of these do you believe is the largest financial contributor to Serbia?



EU's financial support

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



16%

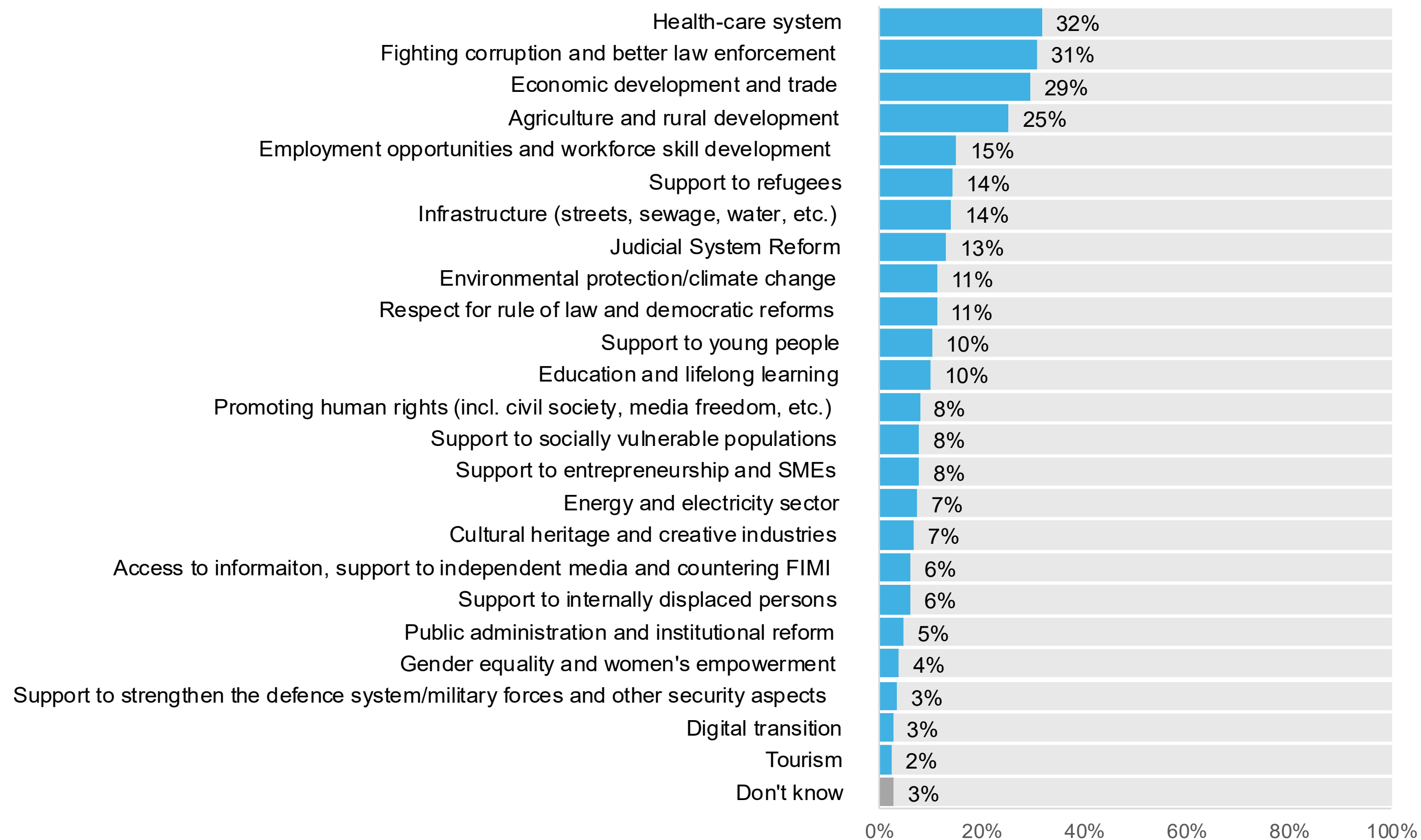
of citizens are either **not aware** of EU financial support (9%) or have **no opinion** (7%)

29%

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

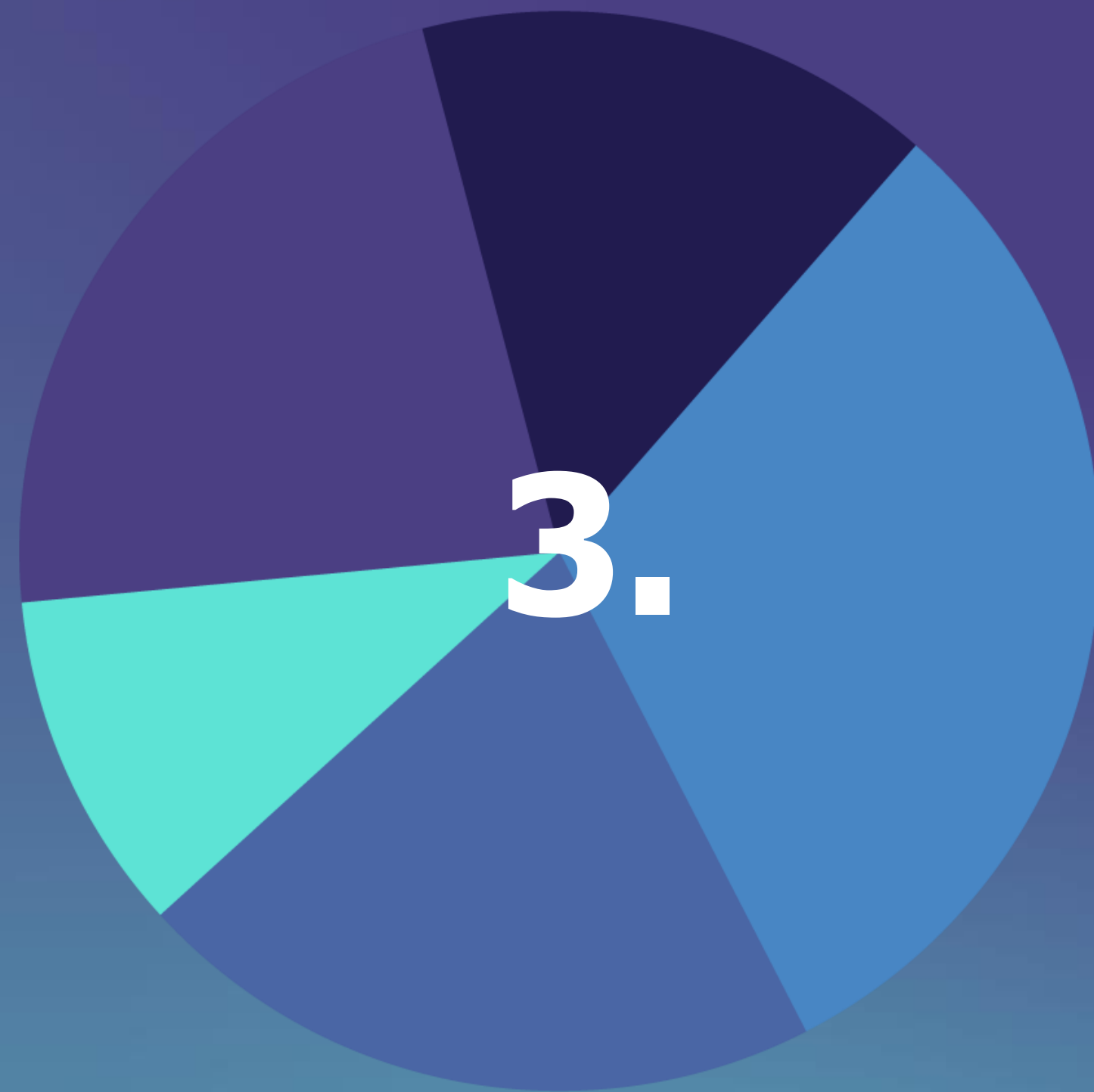
EU's financial support

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



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

1. Fighting corruption and better law enforcement (14%)
2. Economic development and trade (12%)
3. Health-care system (10%)

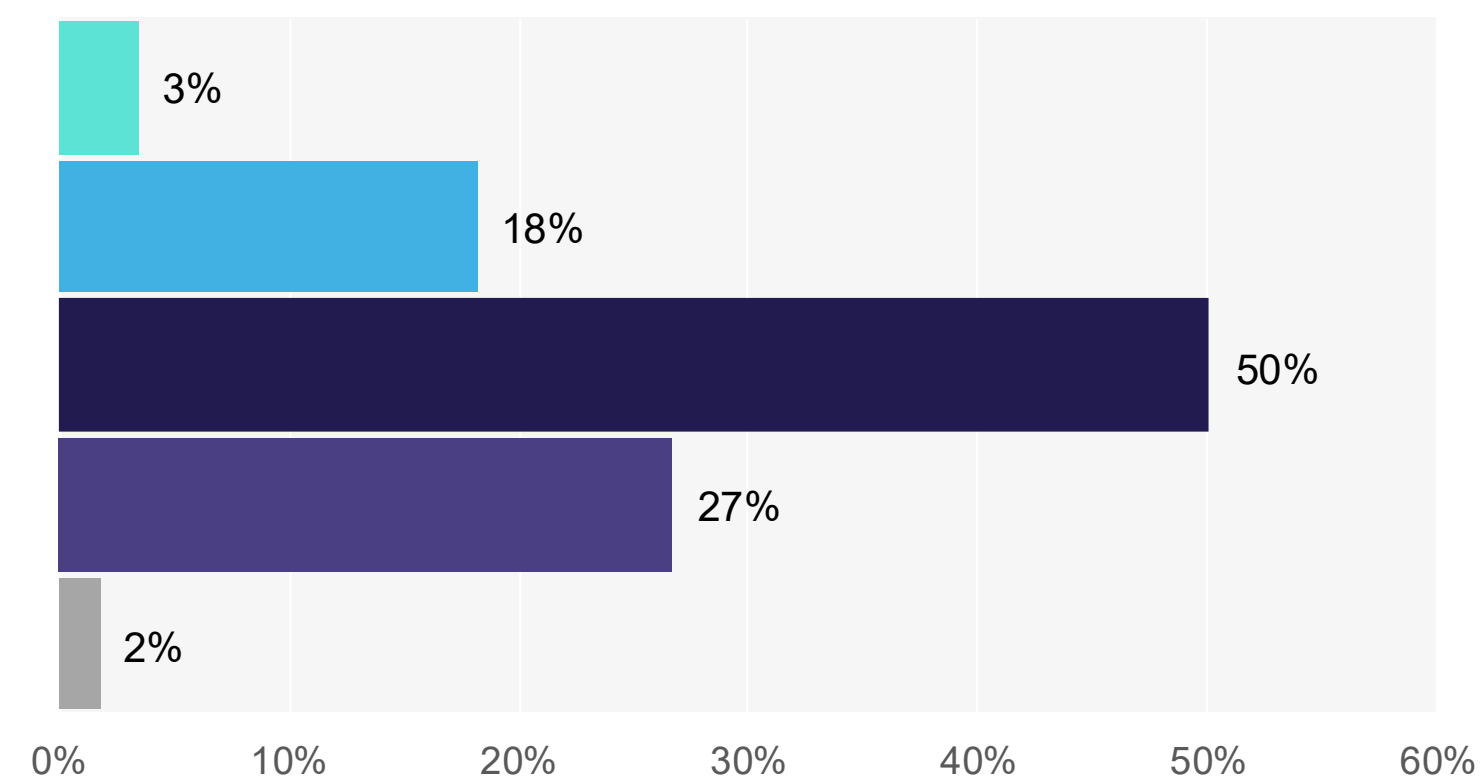


PUBLIC PERCEPTIONS OF THE EU ACCESSION: SUPPORT, EXPECTATIONS AND CONCERNS



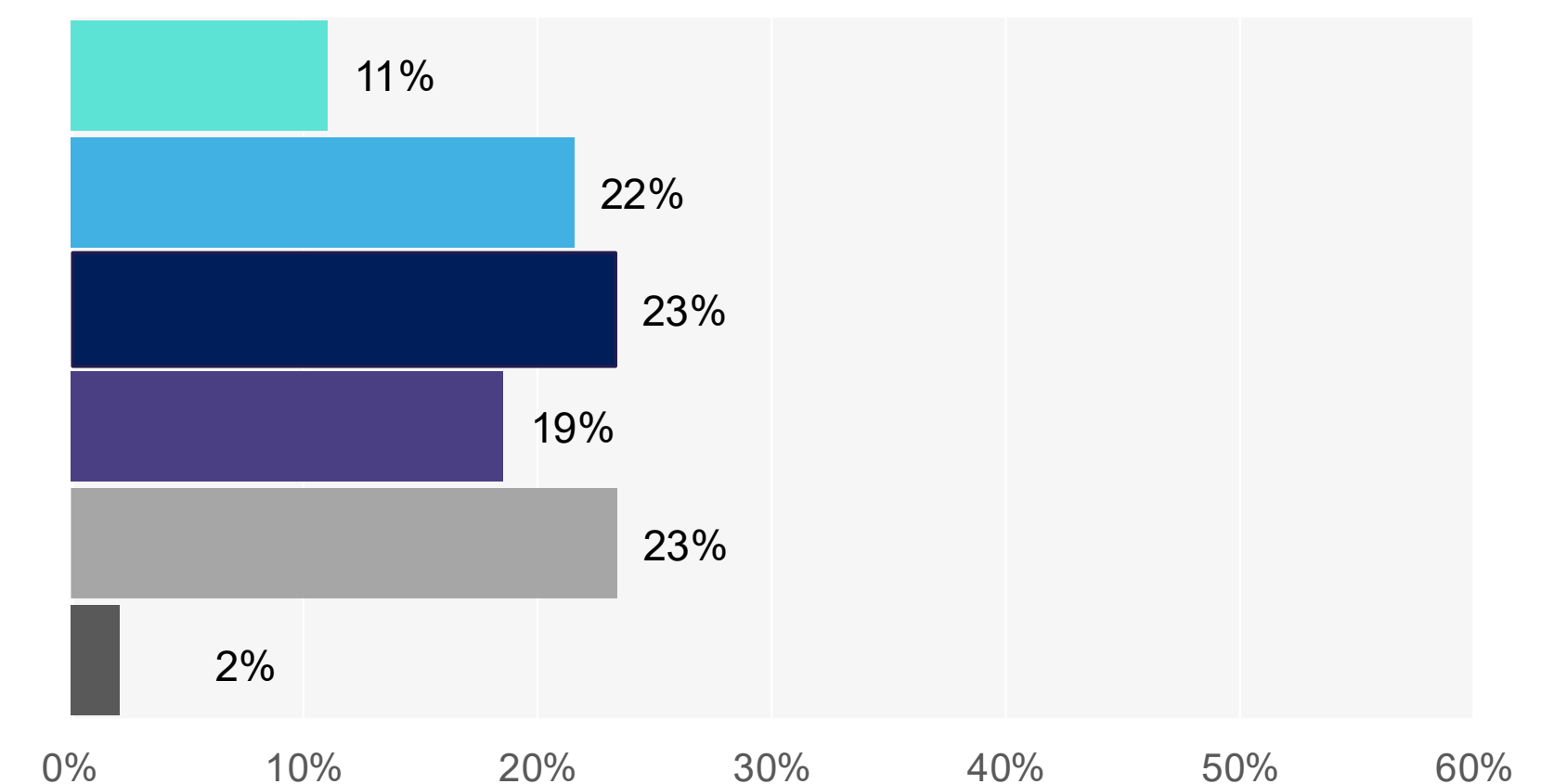
Perceived knowledge and support for EU accession

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



Very well informed
Well informed
Don't know
Somewhat informed
Not at all informed

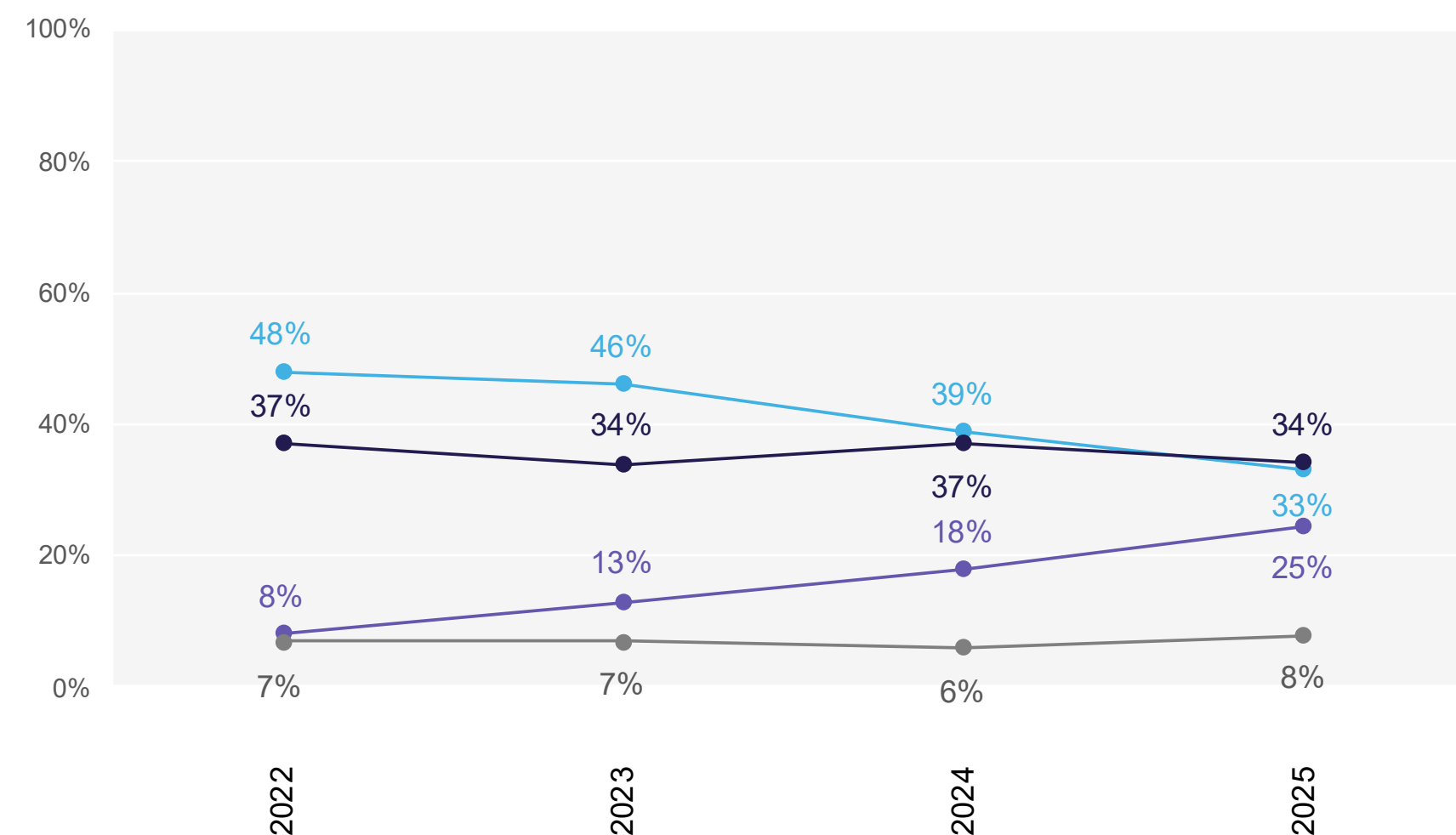
Overall, do you personally support or oppose Serbia's accession to the EU?



Strongly support
Somewhat support
Neither support nor oppose
Somewhat oppose
Strongly oppose
Don't know

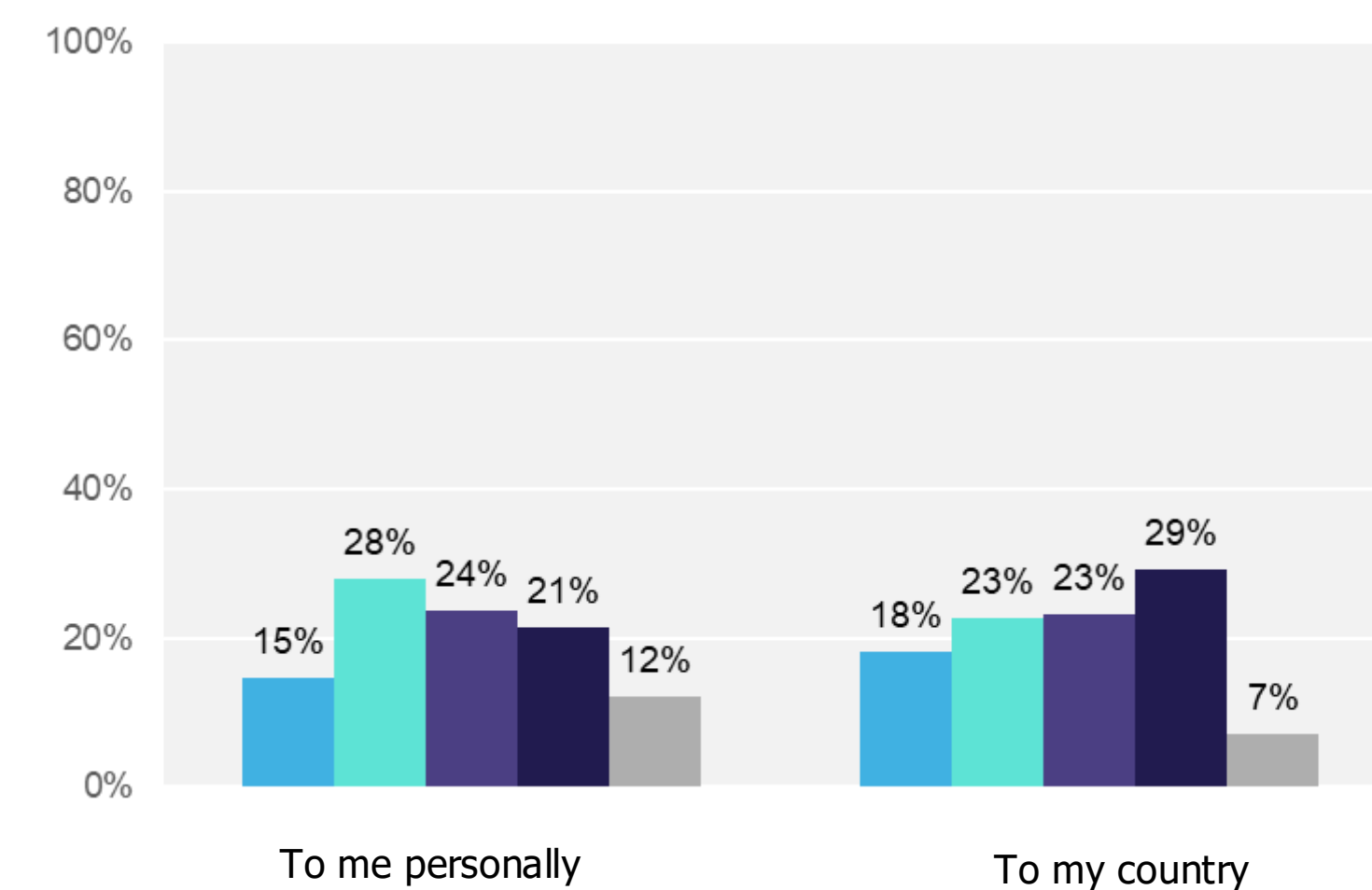
Perceptions of EU membership and referendum intentions

If a referendum about Serbia's membership in the EU was held this week, how would you vote?



■ In favour
 ■ I would not vote
■ Against
 ■ Don't know

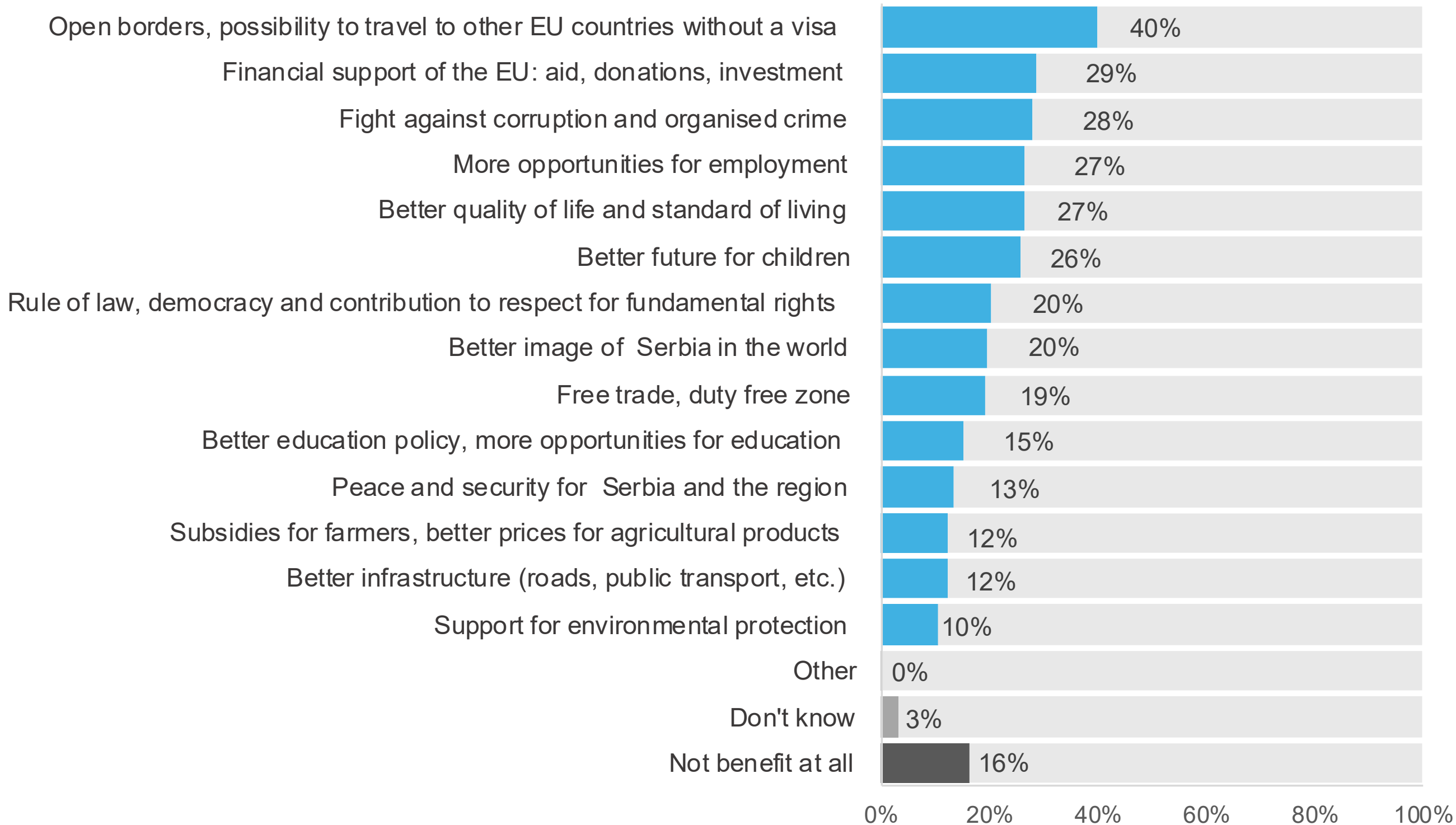
Would you say that becoming a member of the EU would bring more advantages or more disadvantages to you personally? And to Serbia?



■ Many more advantages than disadvantage
 ■ Slightly more disadvantages than advantages
■ Slightly more advantages than disadvantages
 ■ Many more disadvantages than advantages
■ Don't know

Perceived benefits of EU membership

What do you think would be the main benefits of Serbia becoming a member of the EU?



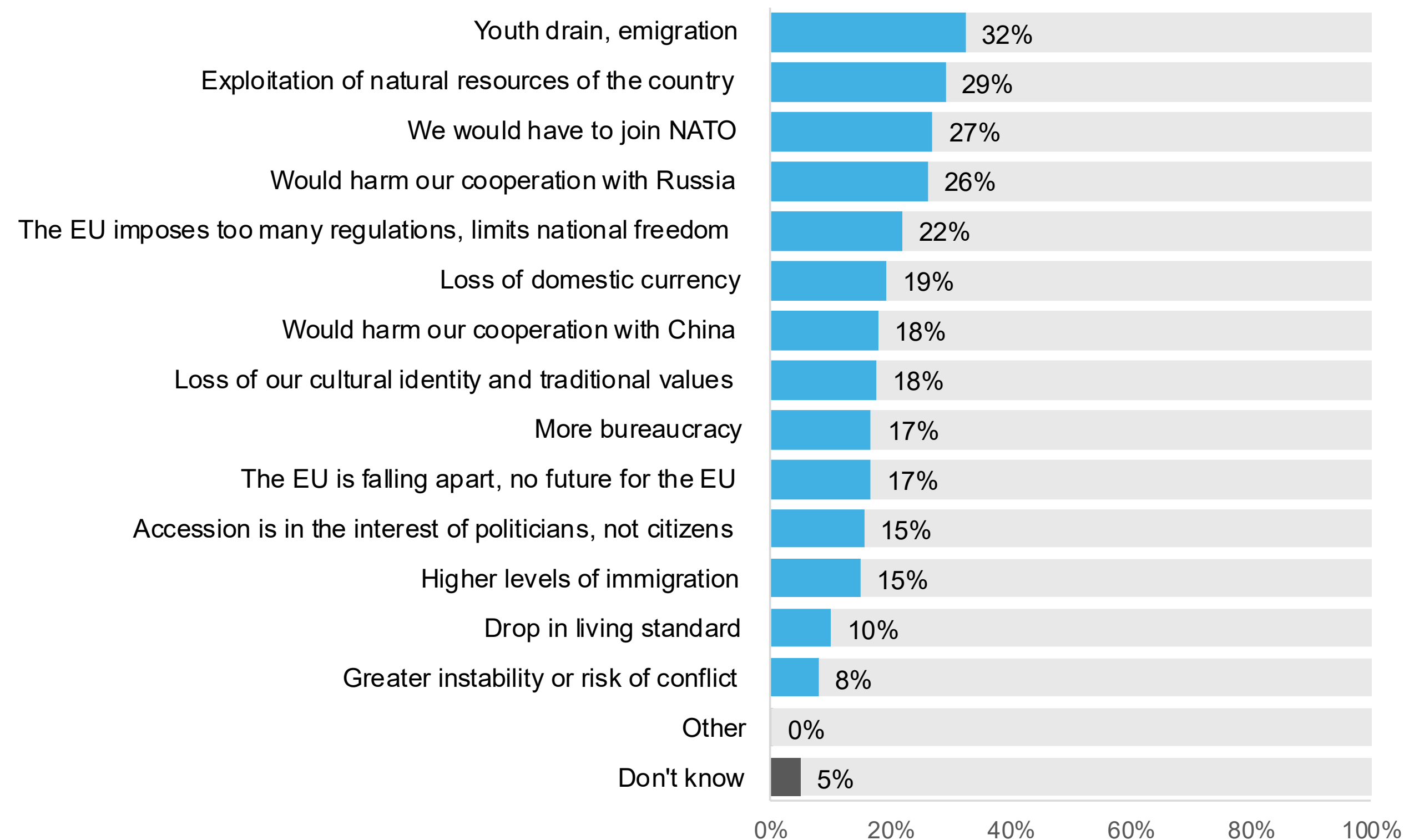
Top perceived benefits of EU membership (*respondents' first-choice responses*):

- Open borders, possibility to travel to other EU countries without a visa (14%)
- Better quality of life and standard of living (12%)
- Fight against corruption and organised crime (8%)

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 Serbia becoming a member of the EU?



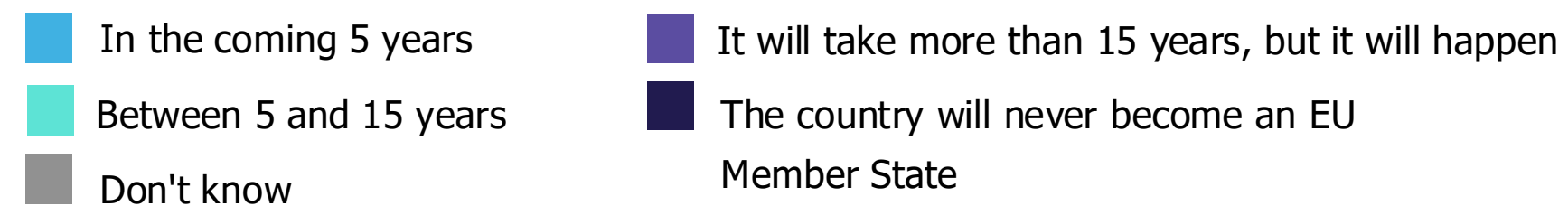
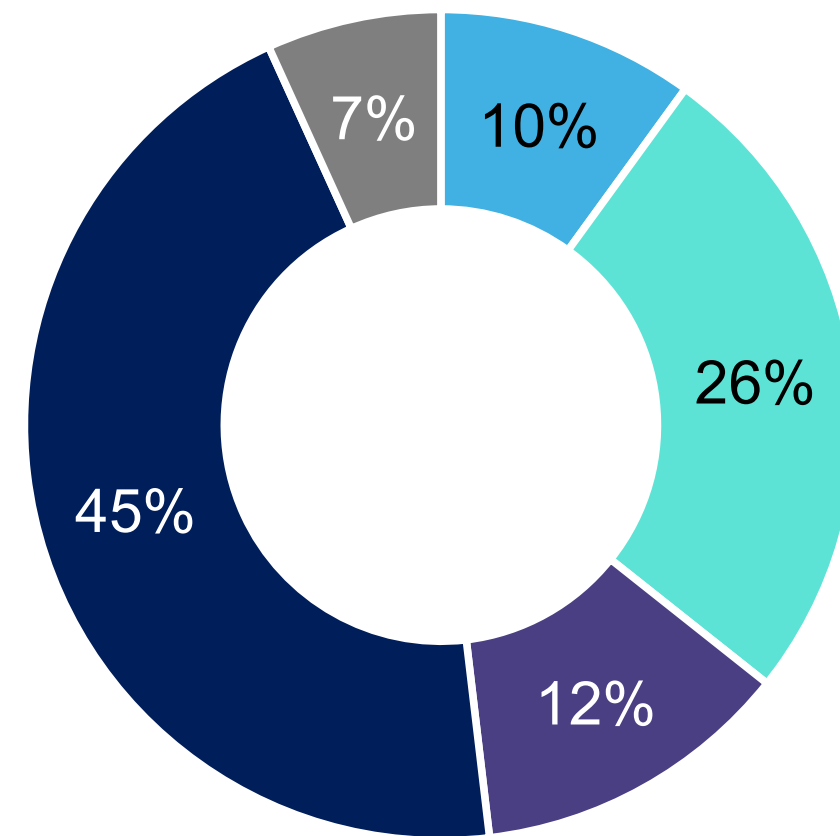
Top perceived concerns of EU membership (*respondents' first-choice responses*):

1. Exploitation of natural resources of the country (18%)
2. Youth drain, emigration (14%)
3. Loss of our cultural identity and traditional values (9%)

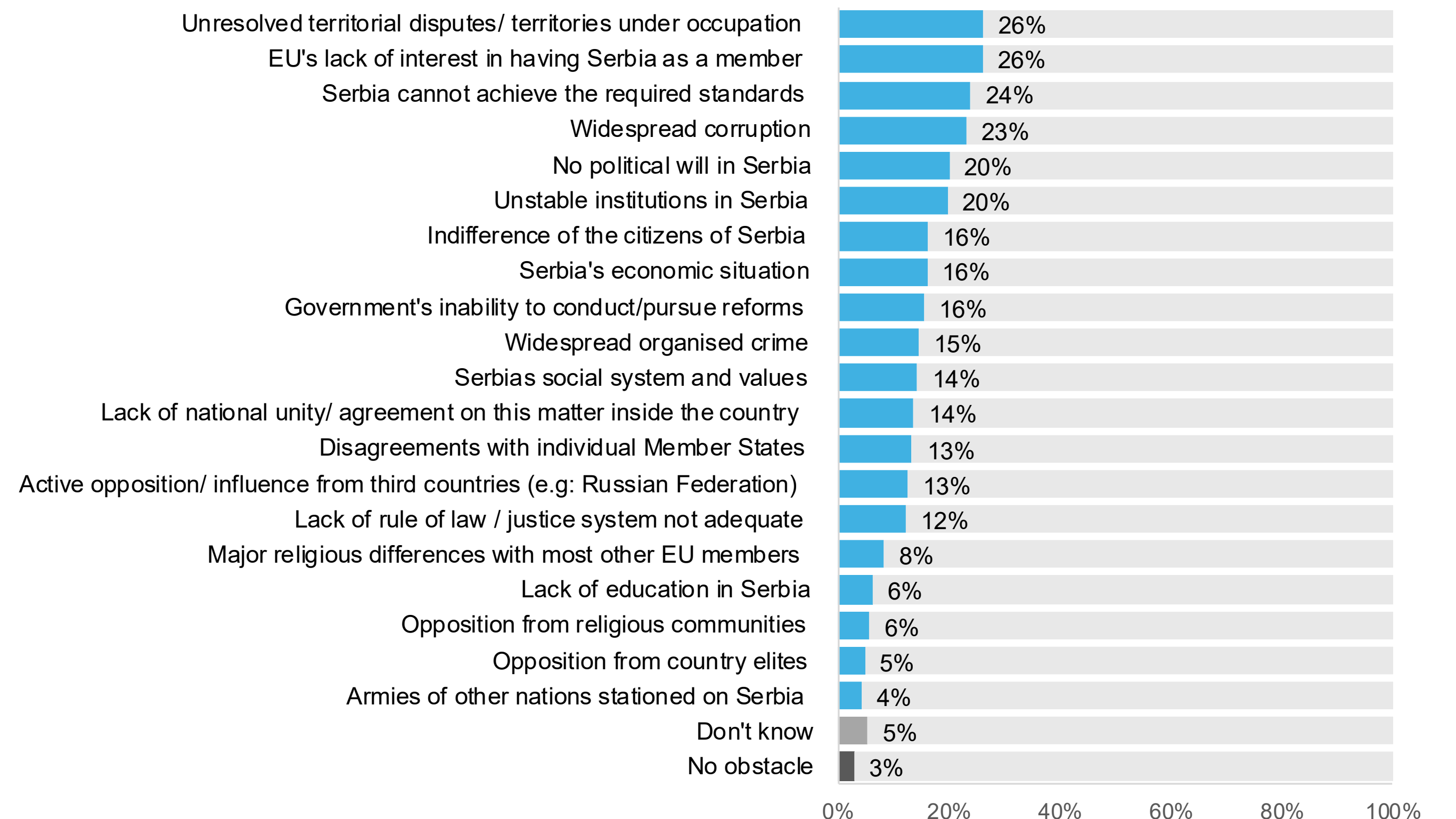
Respondents could select multiple options. The bar chart shows total mentions. The box shows only the top 3 single-choice answers.

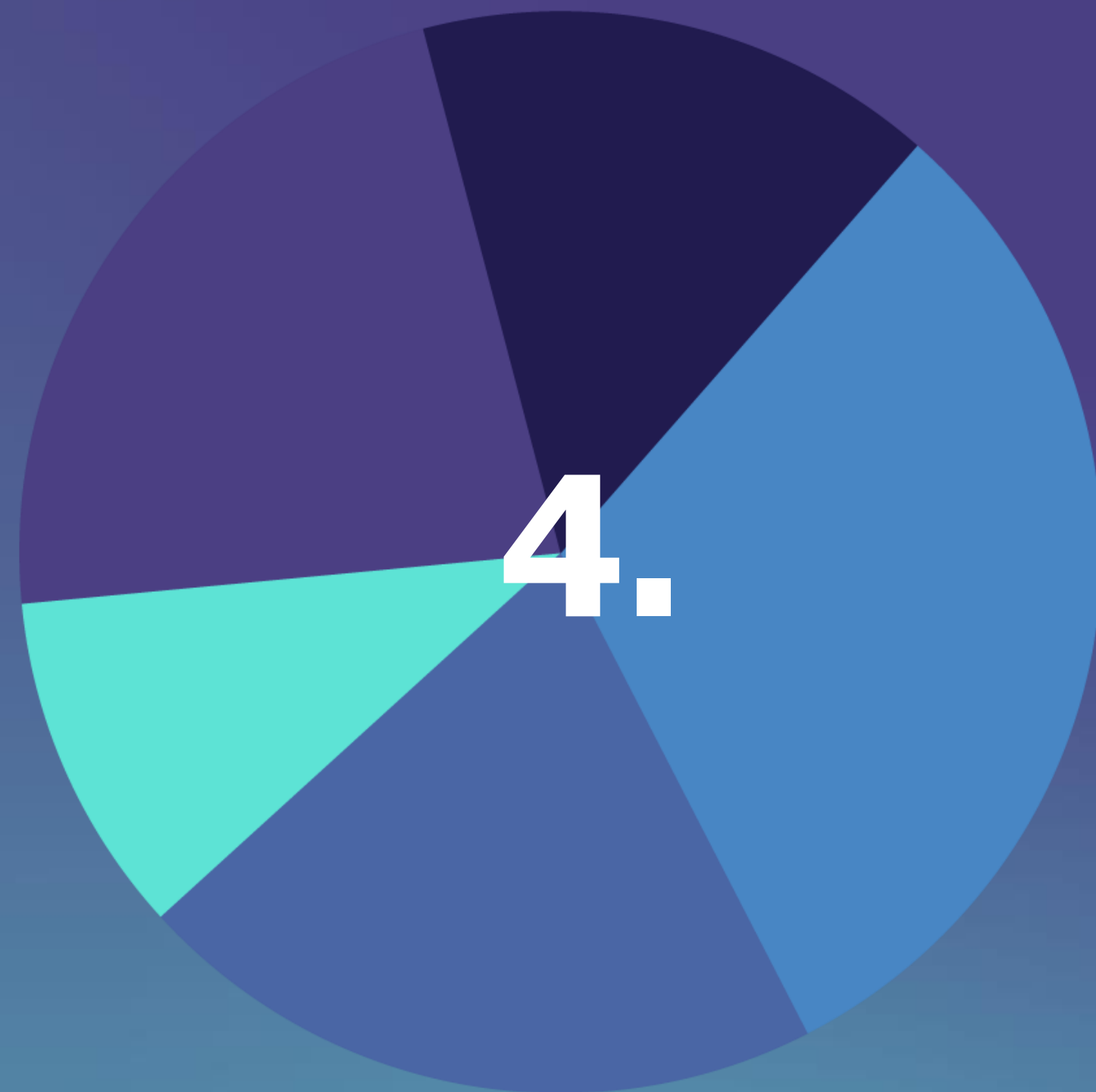
Perceived timeline and barriers to EU accession

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



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



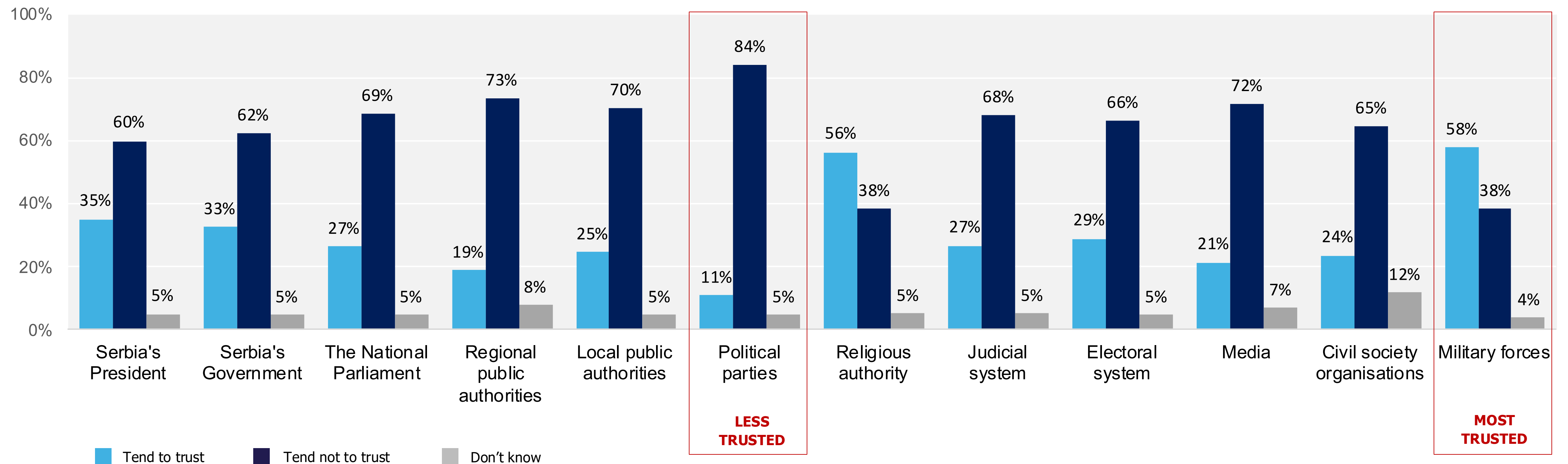


INSTITUTIONAL TRUST AND NATIONAL CHALLENGES



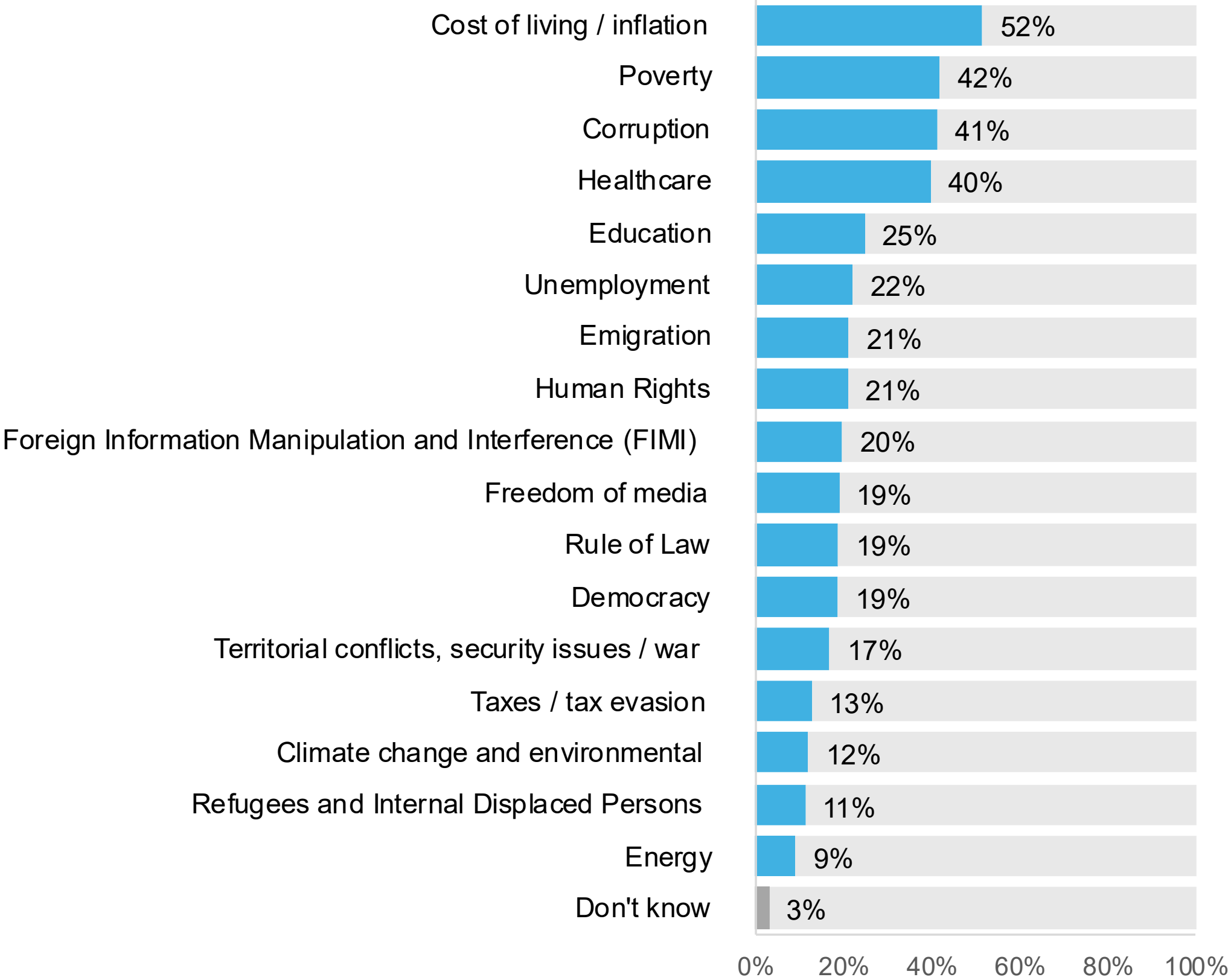
Trust levels across key institutions and systems

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



Most pressing problems in SERBIA

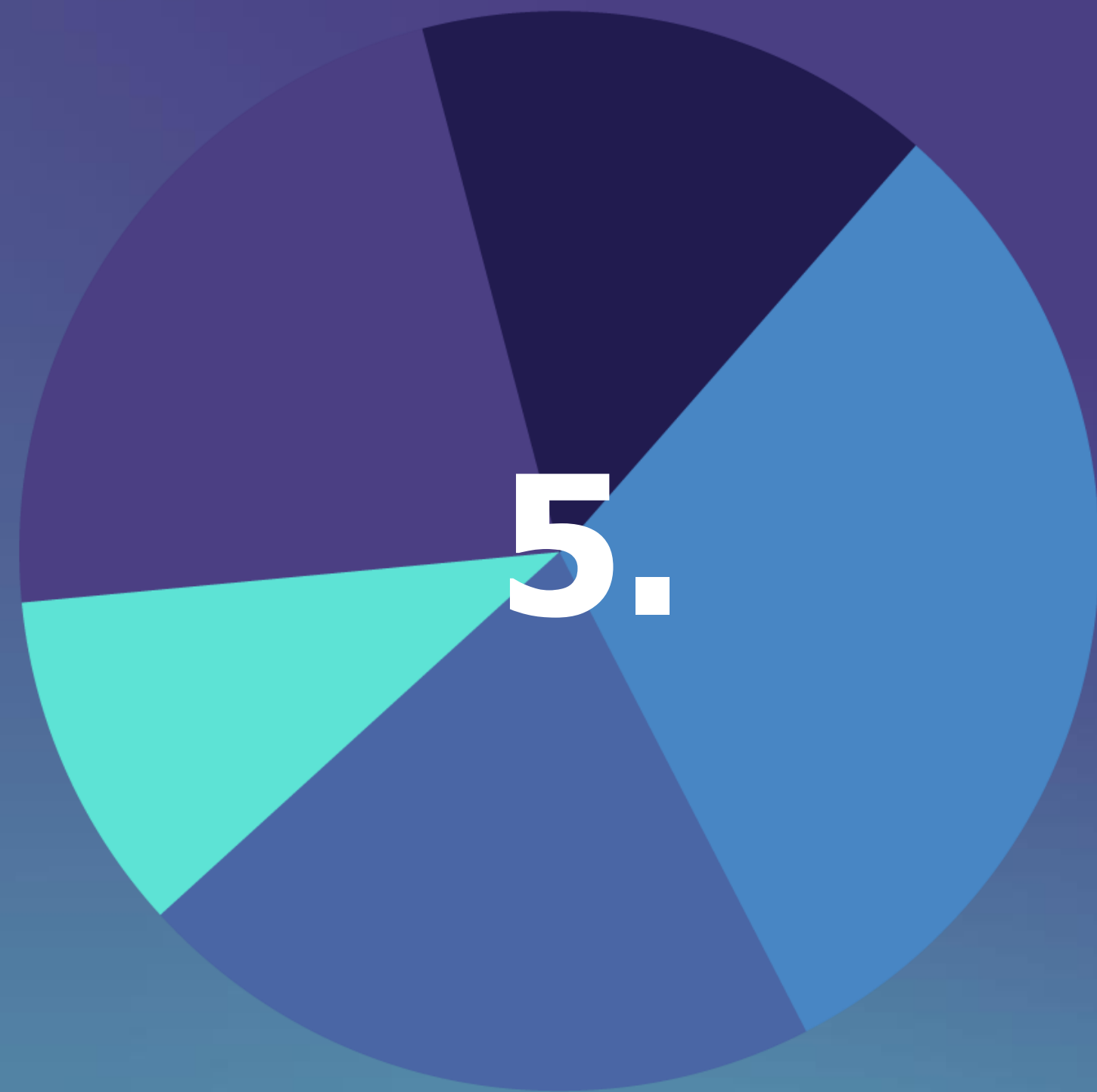
What do you consider to be the most pressing problems facing Serbia?



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

1. Cost of living / inflation (26%)
2. Corruption (21%)
3. Poverty (9%)

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

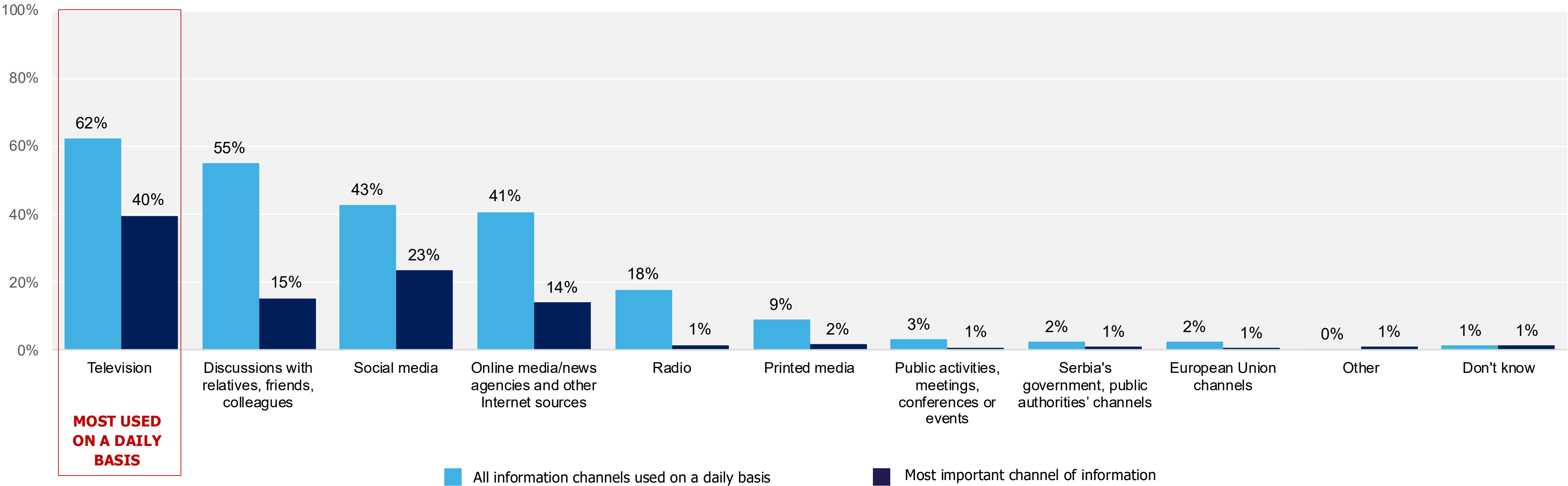


SOURCES OF INFORMATION



Main sources of news and information

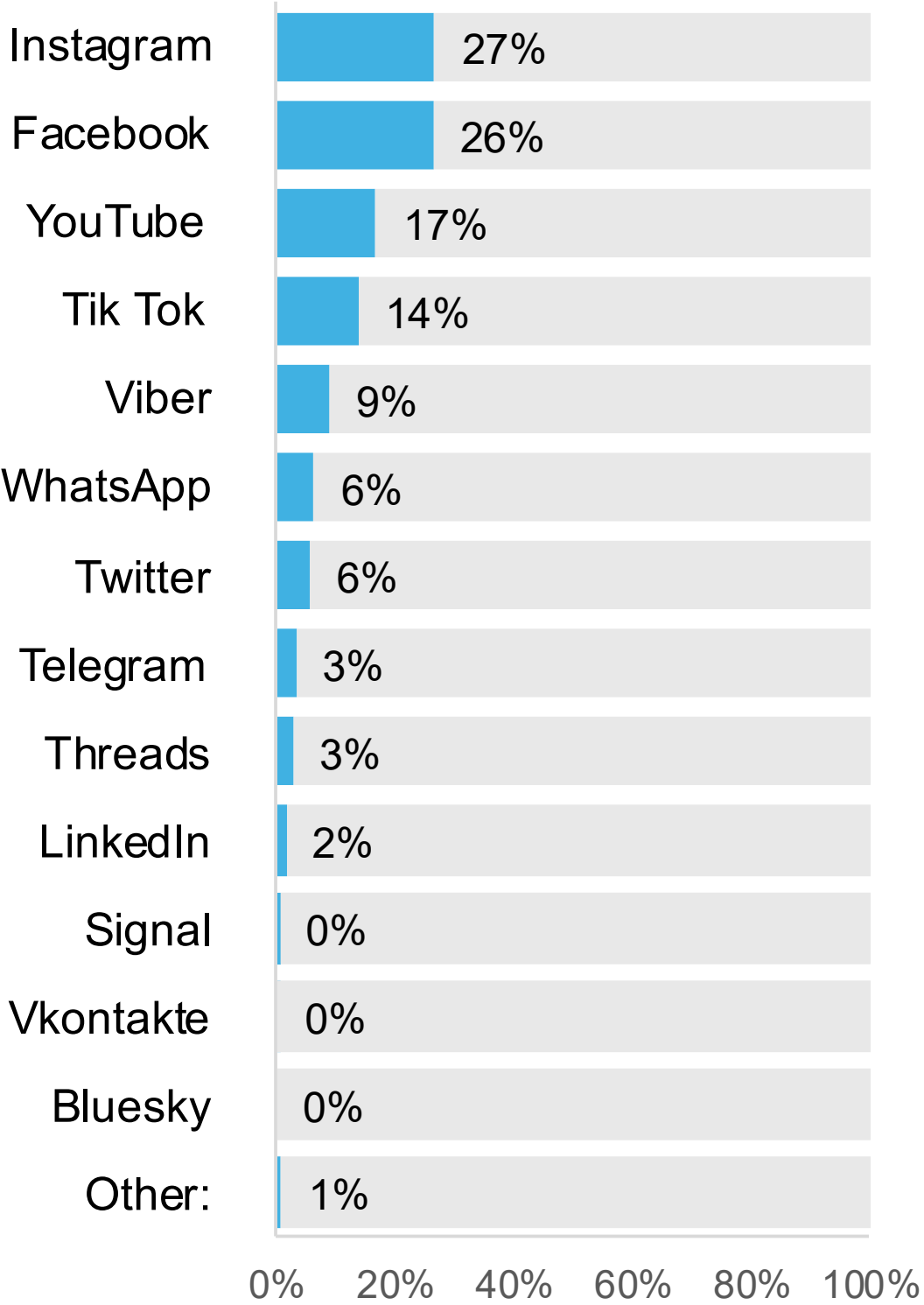
Which of the following information channels do you use on a daily basis to inform yourself or to follow the news?



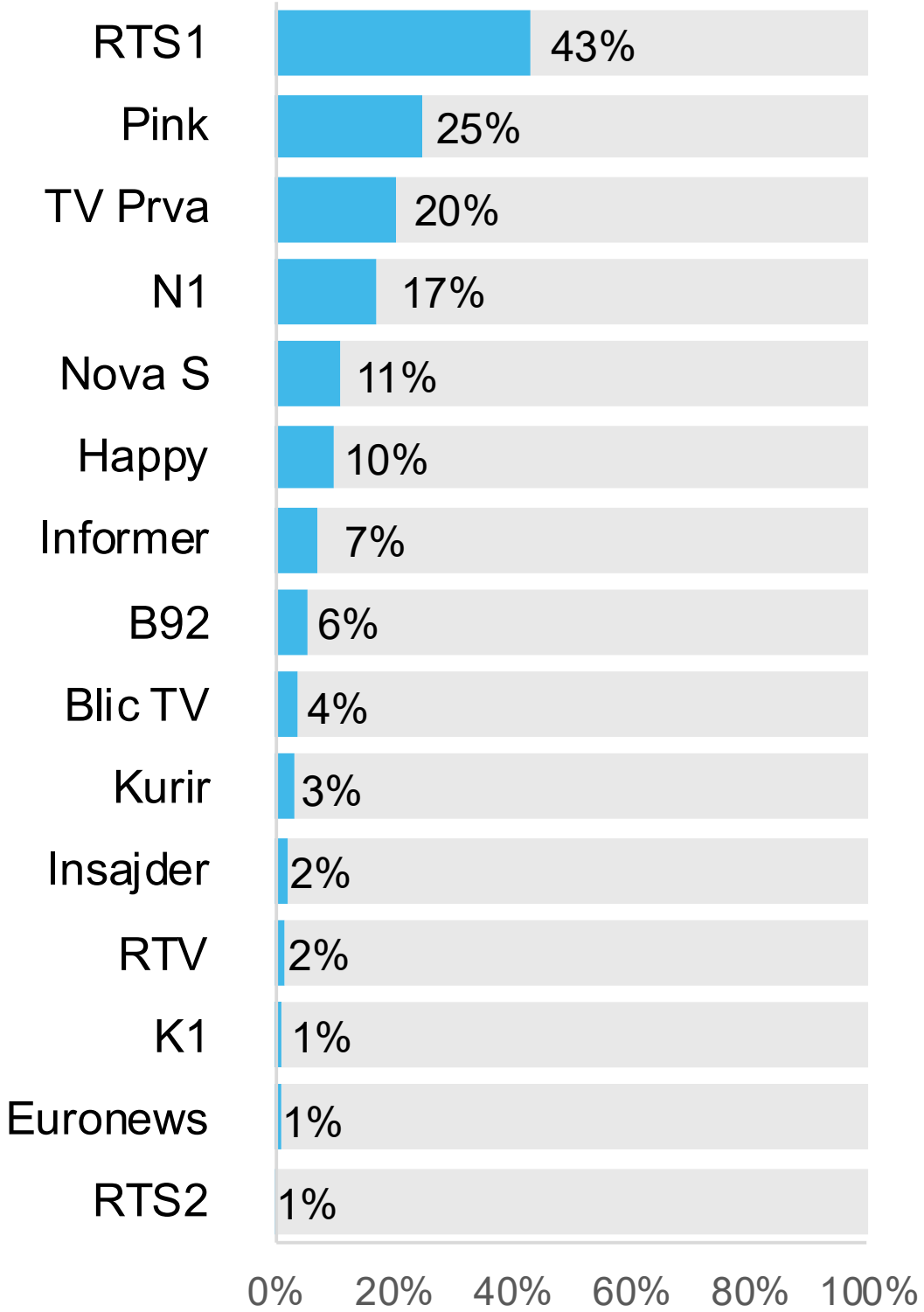
Respondents could select multiple options. The **light** bar shows total mentions. The **dark** bar only the first choice.

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?



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