



Funded by
the European Union

WeBalkans.eu

ANNUAL SURVEY

Spring 2026

**BOSNIA AND
HERZEGOVINA**





Methodology

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

1004 respondents randomly selected through a two-stage stratified sampling design with settlements as Primary Sampling Units (PSUs) & individuals as Secondary Sampling Units (SSUs).

Face-to-face interviews (fieldwork) conducted between **February** and **March 2026** 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
- Disinformation and agreement on common narratives
- Public perceptions of the EU accession: support, expectations and concerns
- Institutional trust and national challenges
- Source of news and information.

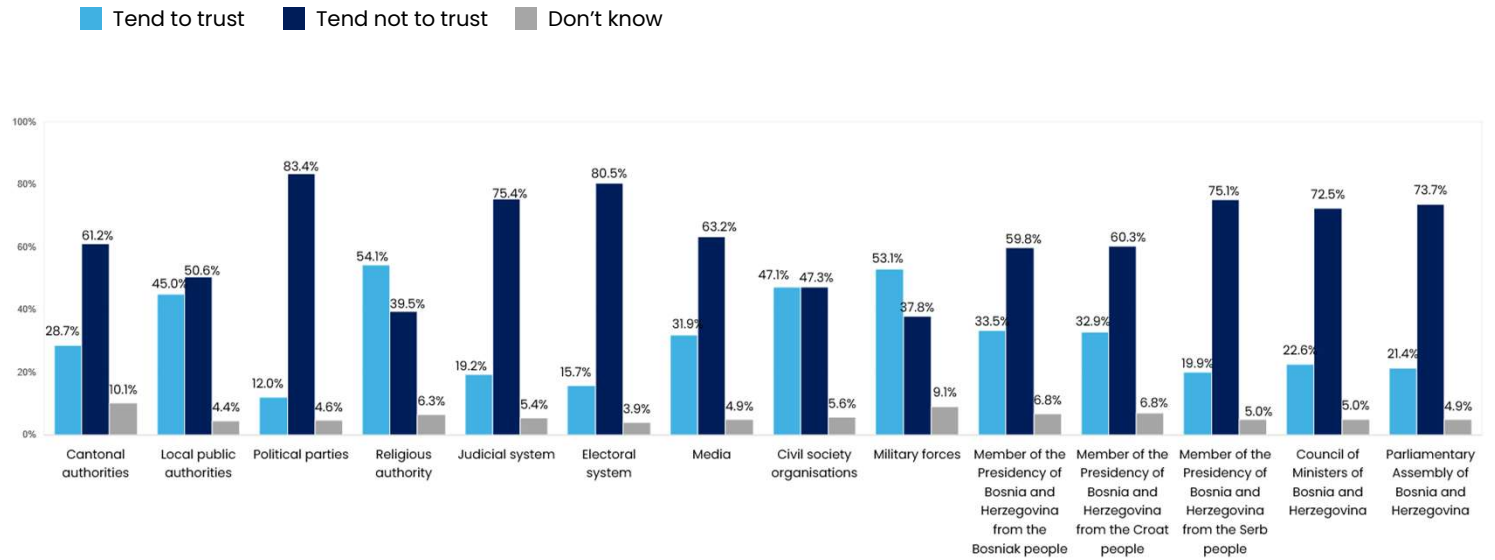


1.

CONTEXT & INSTITUTIONAL LANDSCAPE

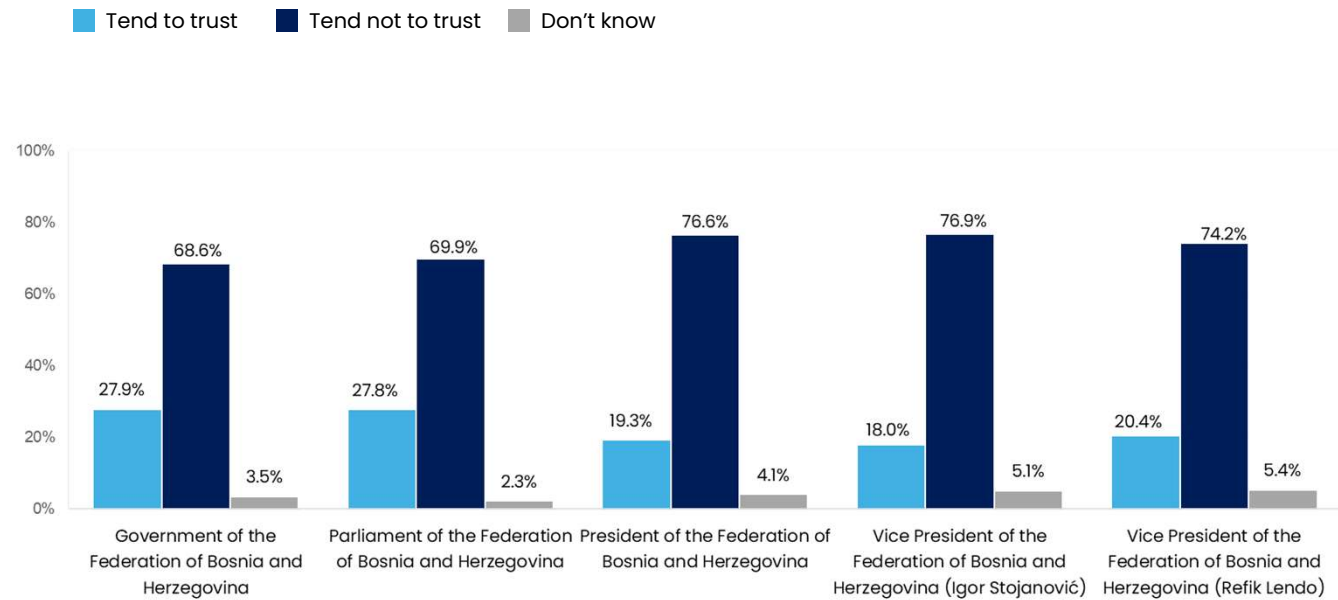
Please tell us which is your level of trust for following institutions, organisations and systems

Trust levels across key institutions and systems



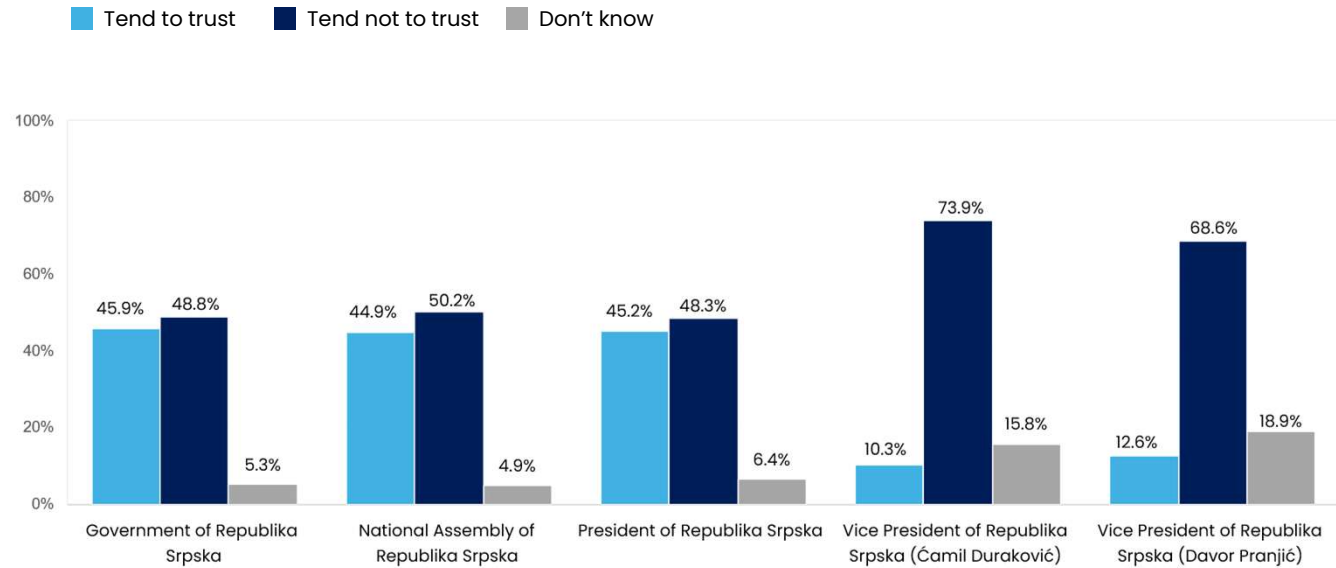
Trust levels across key institutions and systems

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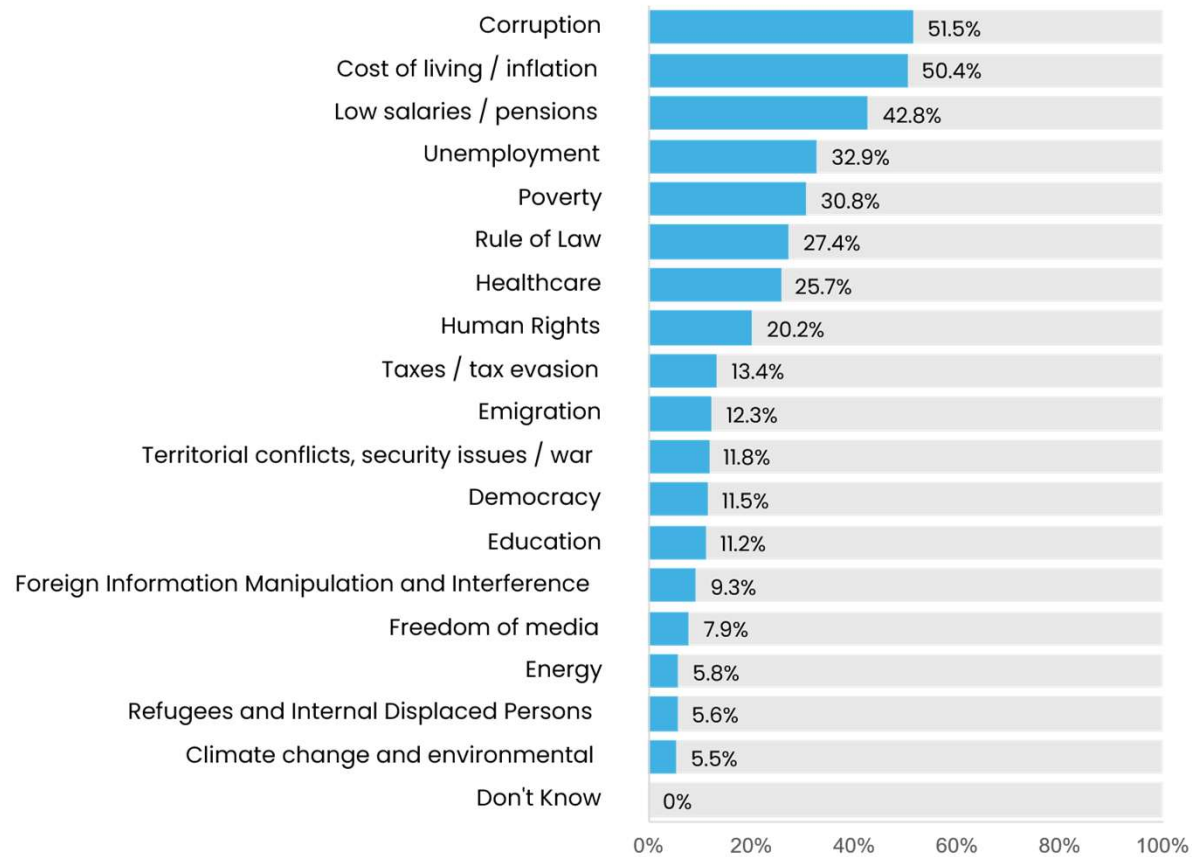


Trust levels across key institutions and systems

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



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



Most pressing problems in Bosnia and Herzegovina

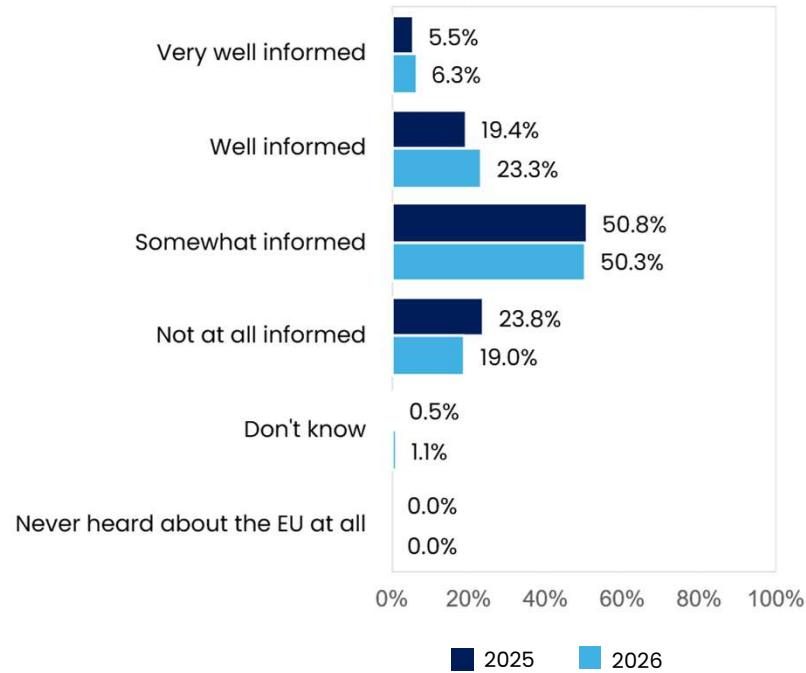


2.

THE EU IN BOSNIA AND HERZEGOVINA: IMAGE, TRUST & VISIBILITY

Awareness of the EU

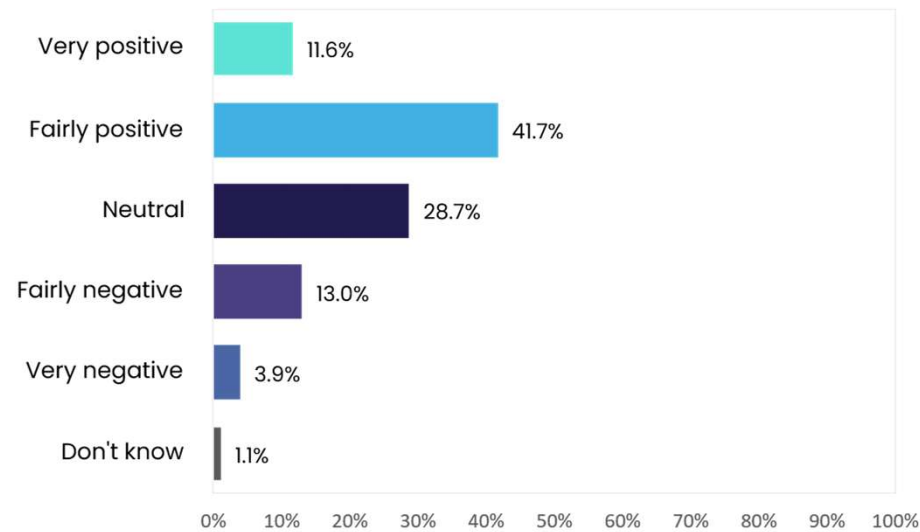
To what extent are you informed about the European Union?



30%
of citizens say they are **well or very well informed** about the EU.

Image of the EU

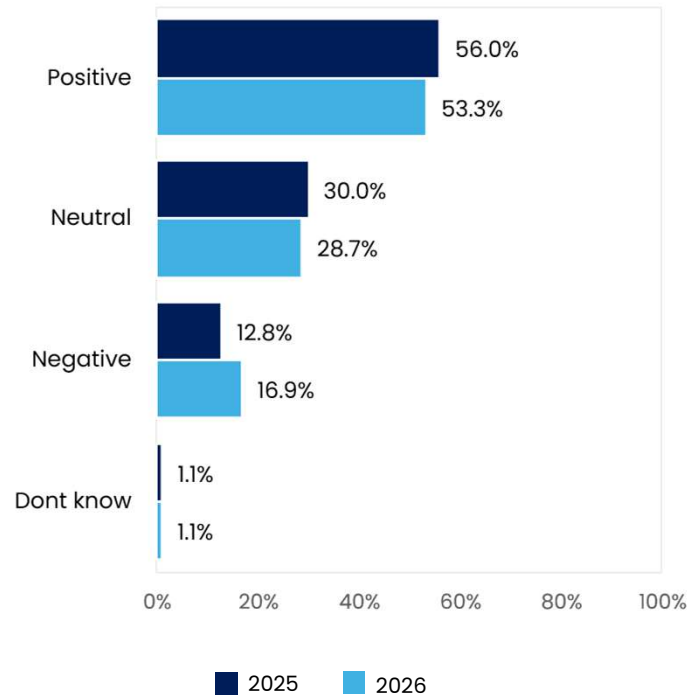
Do you have a very positive, fairly positive, neutral, fairly negative or very negative image of the European Union?



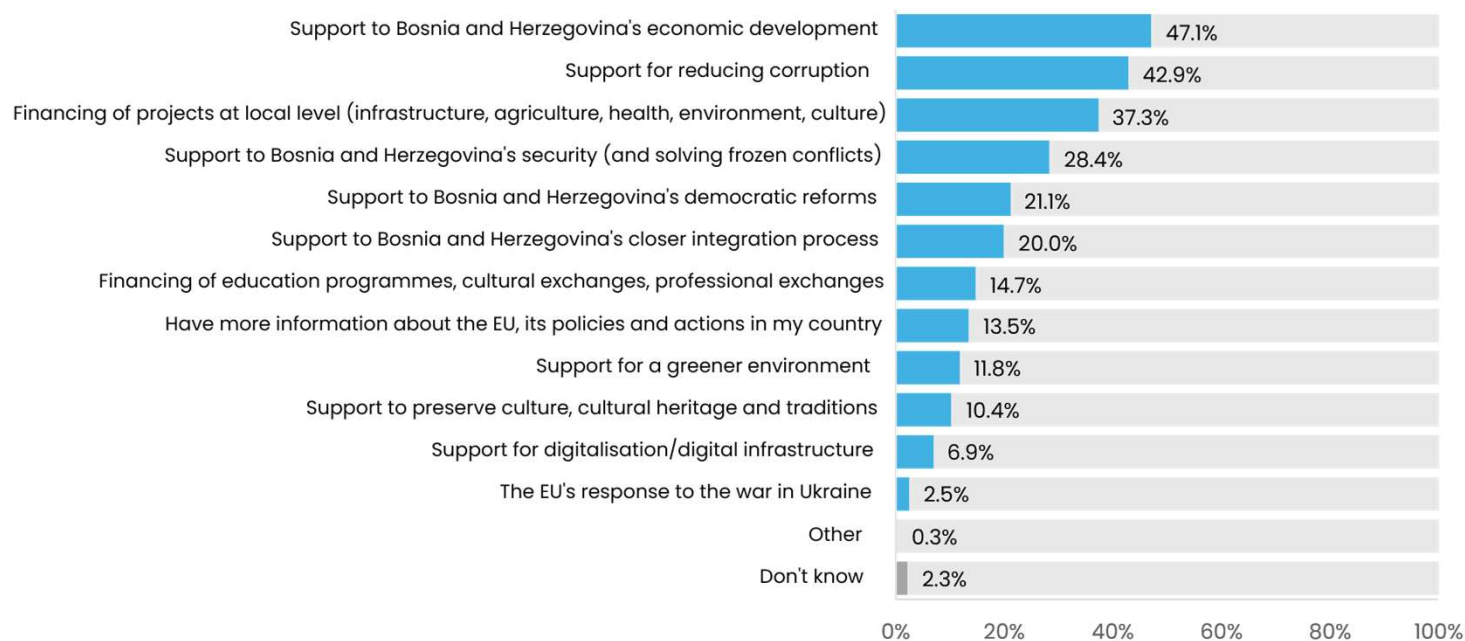
53%
of citizens have a **positive image** of the EU in 2026.

Image of the EU
2025 vs 2026

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



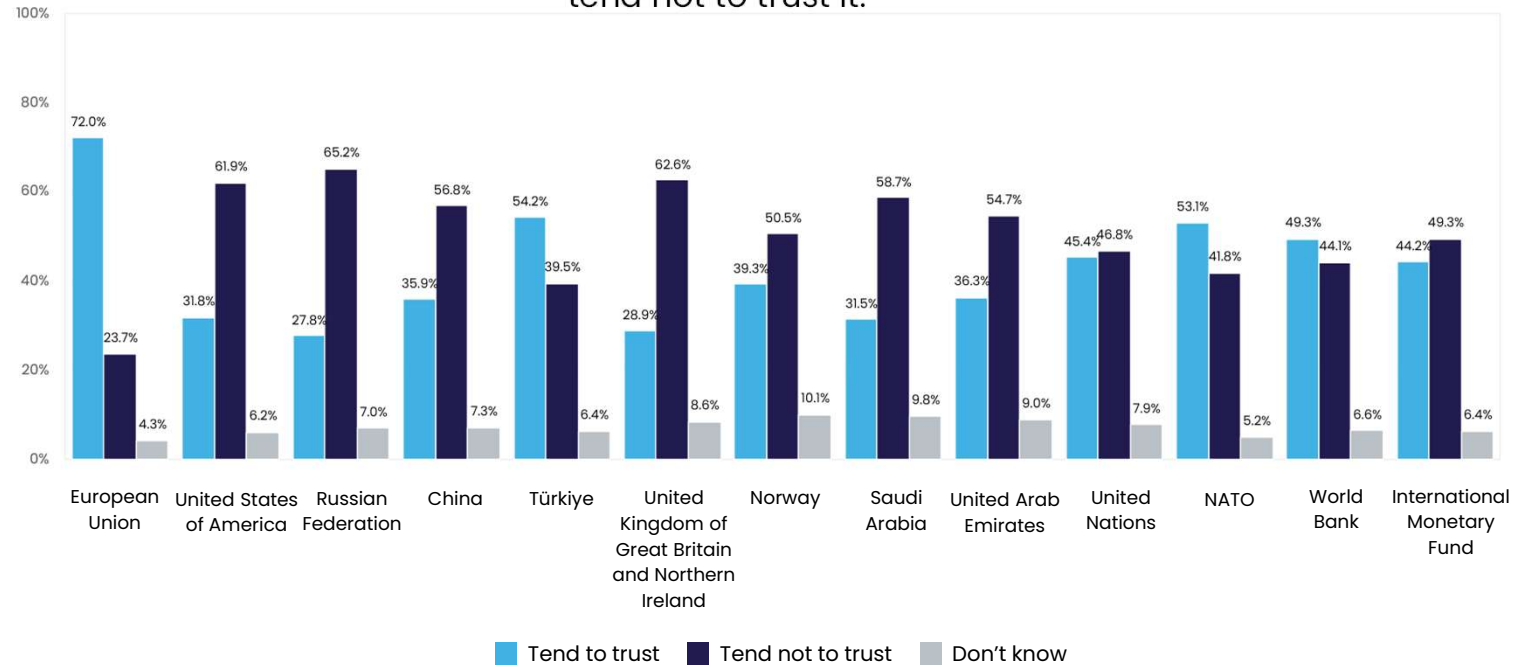
In your opinion, which factors could make Bosnia and Herzegovina's citizens more positively disposed towards the EU?



Levers to
increase positive
perceptions of
the EU

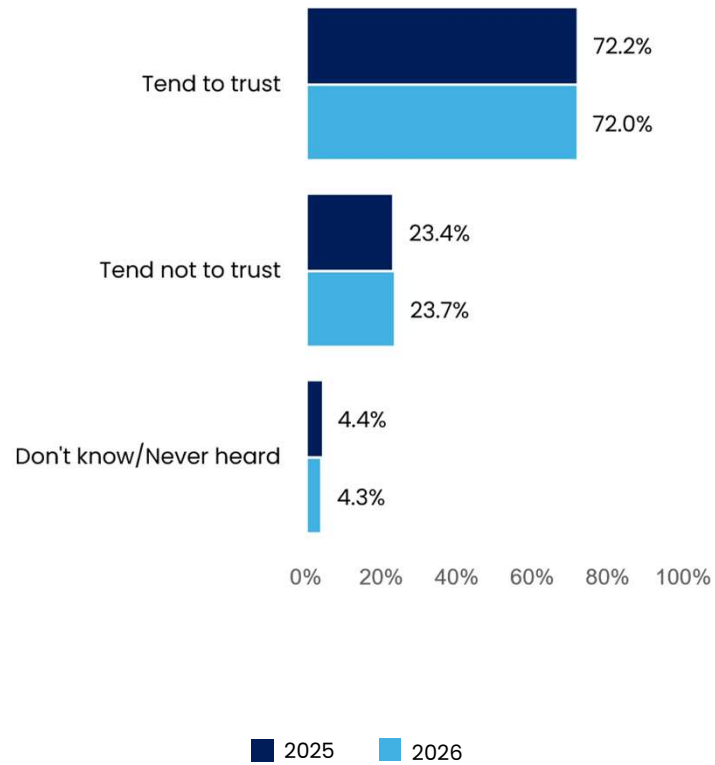
Trust towards international institutions / countries

For each of the following institutions/countries, please tell me if you tend to trust it or tend not to trust it.



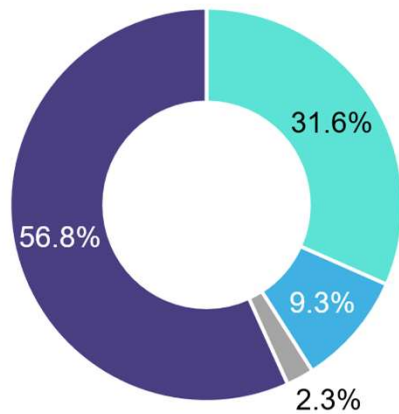


Trust towards EU 2025 vs 2026



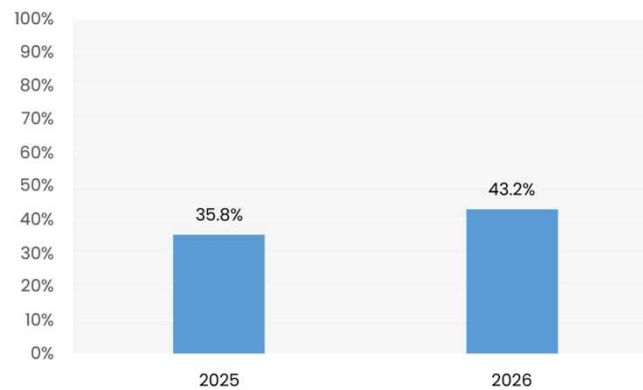
Have you read, seen or heard, or looked for any information about the EU in the last three months?

2026 level of exposure to information on EU – detailed breakdown



- **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**, I haven't read / heard / seen or looked for any information about the EU

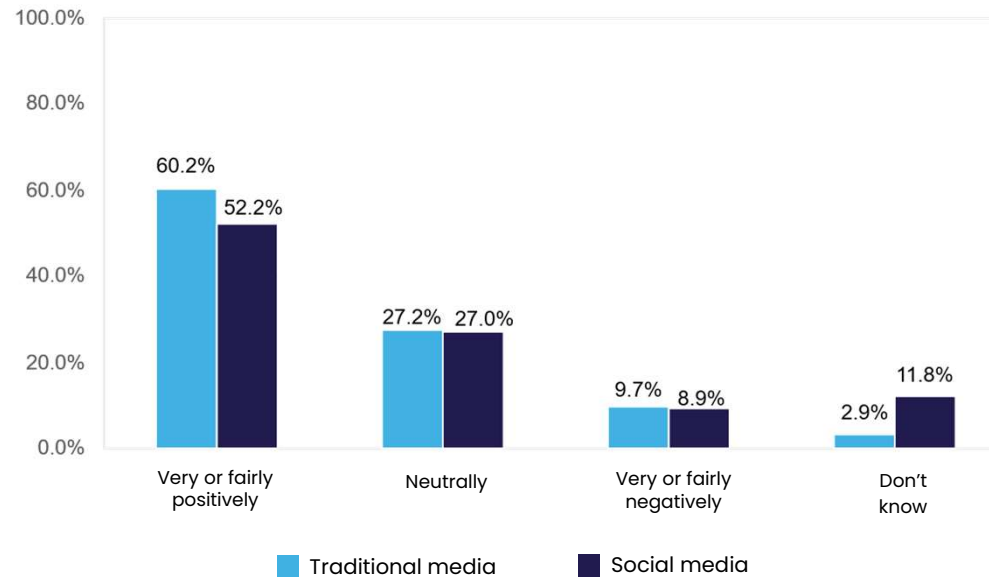
Level of exposure to information about the EU over time



Exposure to information about the EU

Media tone & access to webalkans.eu website

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



Awareness of the **webalkans.eu** website:

24%

of citizens have accessed (5.1%) or heard (19.3%) it.



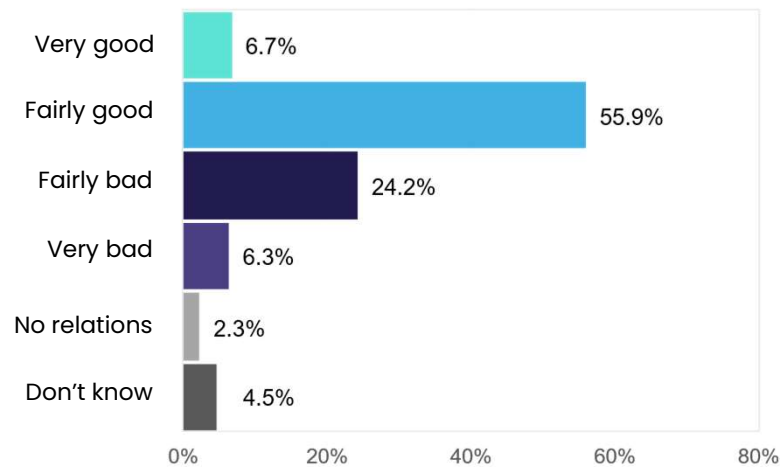
3.

**PERCEPTIONS OF EU ENGAGEMENT
WITH BOSNIA AND HERZEGOVINA:
RELATIONS & 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?

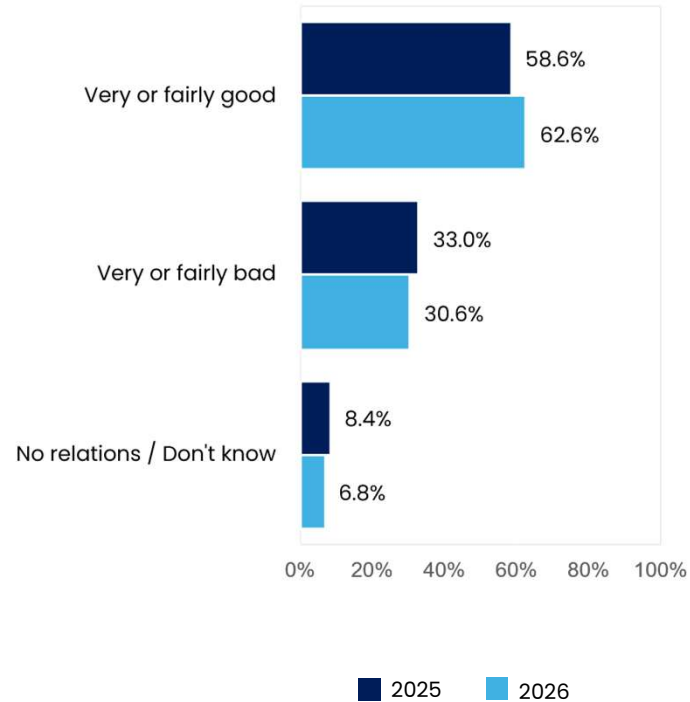


63%
of citizens believe Bosnia and Herzegovina has good relations with the EU in 2026.

EU relations with Bosnia and Herzegovina 2025 vs 2026

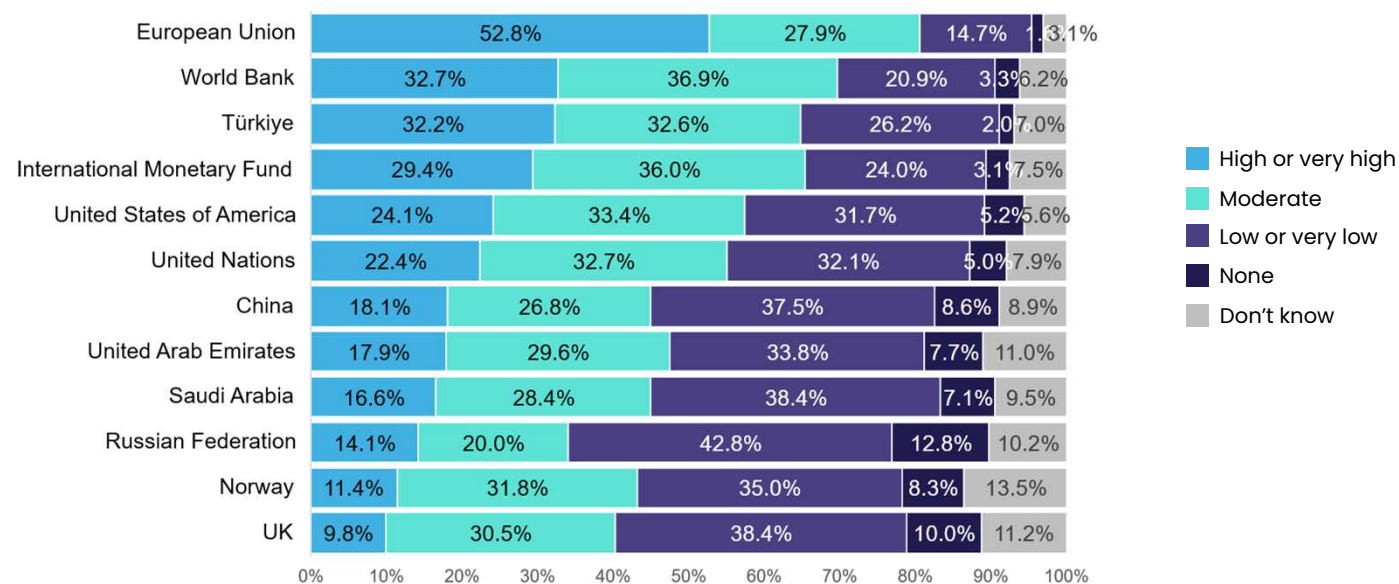
In general, how would you describe the relations that the European Union has with Bosnia and Herzegovina?

Would you describe them as very good, fairly good, fairly bad or very bad?



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 international actors?

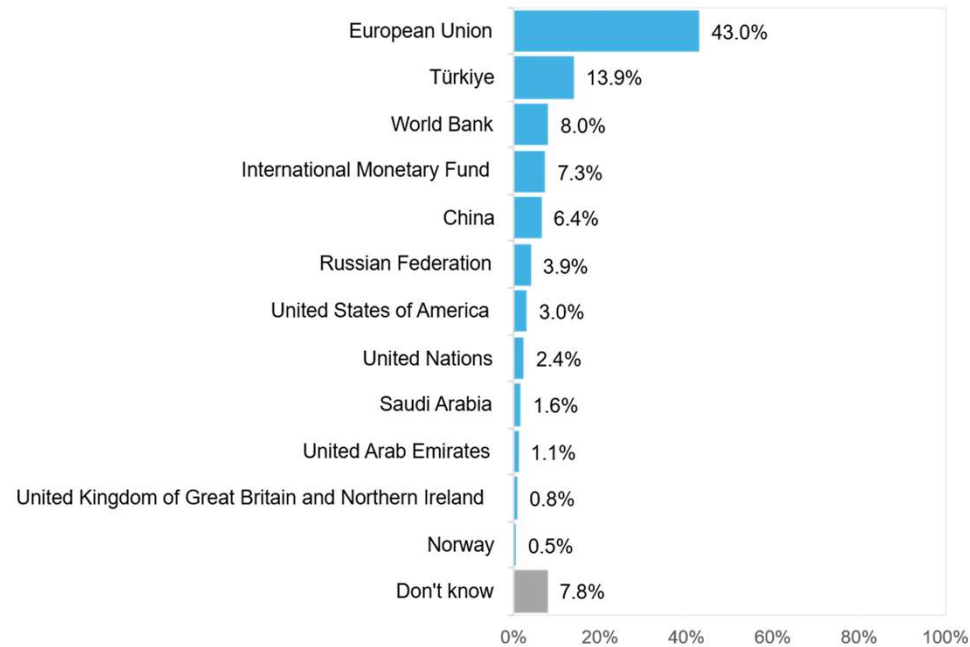


81%

of citizens believe the level of the EU's financial support to Bosnia and Herzegovina to be high or moderate.

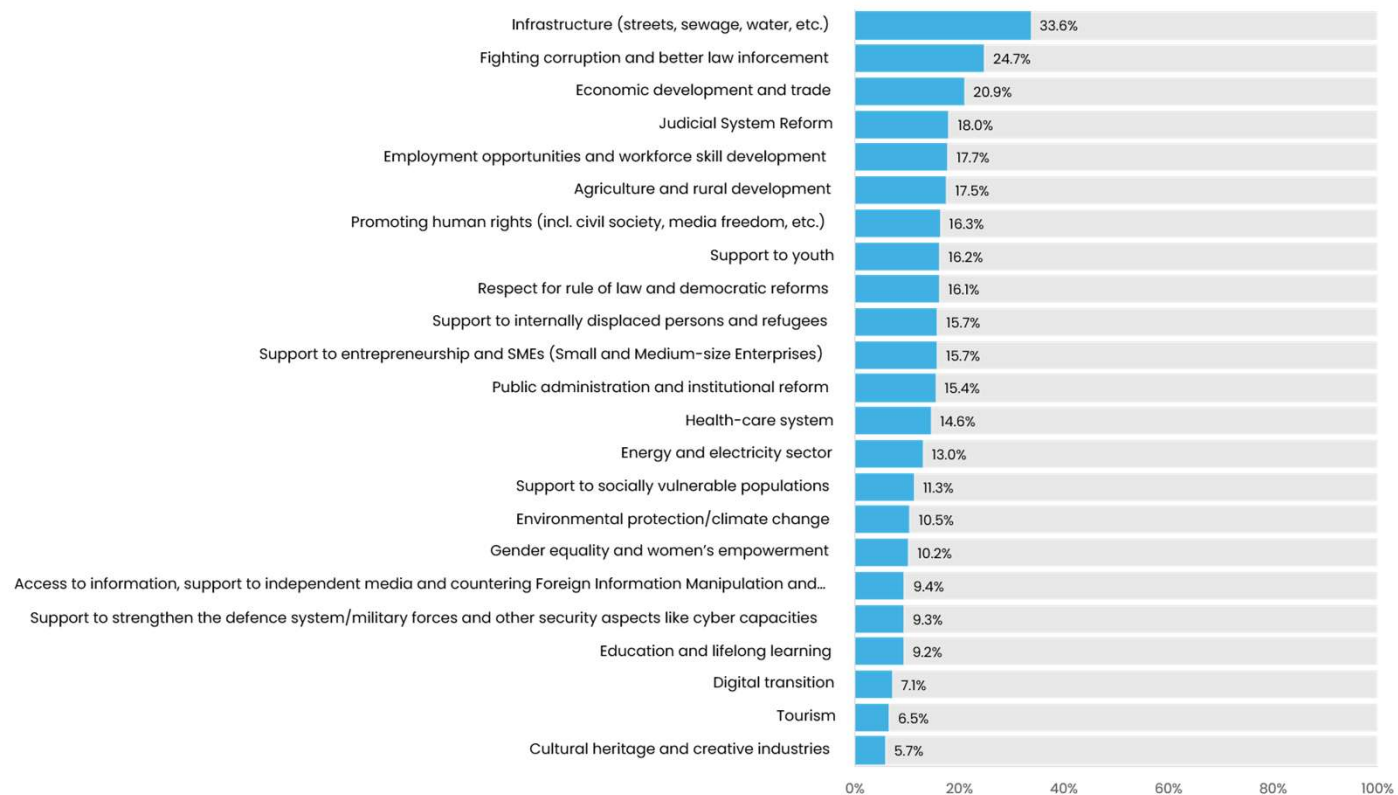
Largest financial contributor to Bosnia and Herzegovina

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



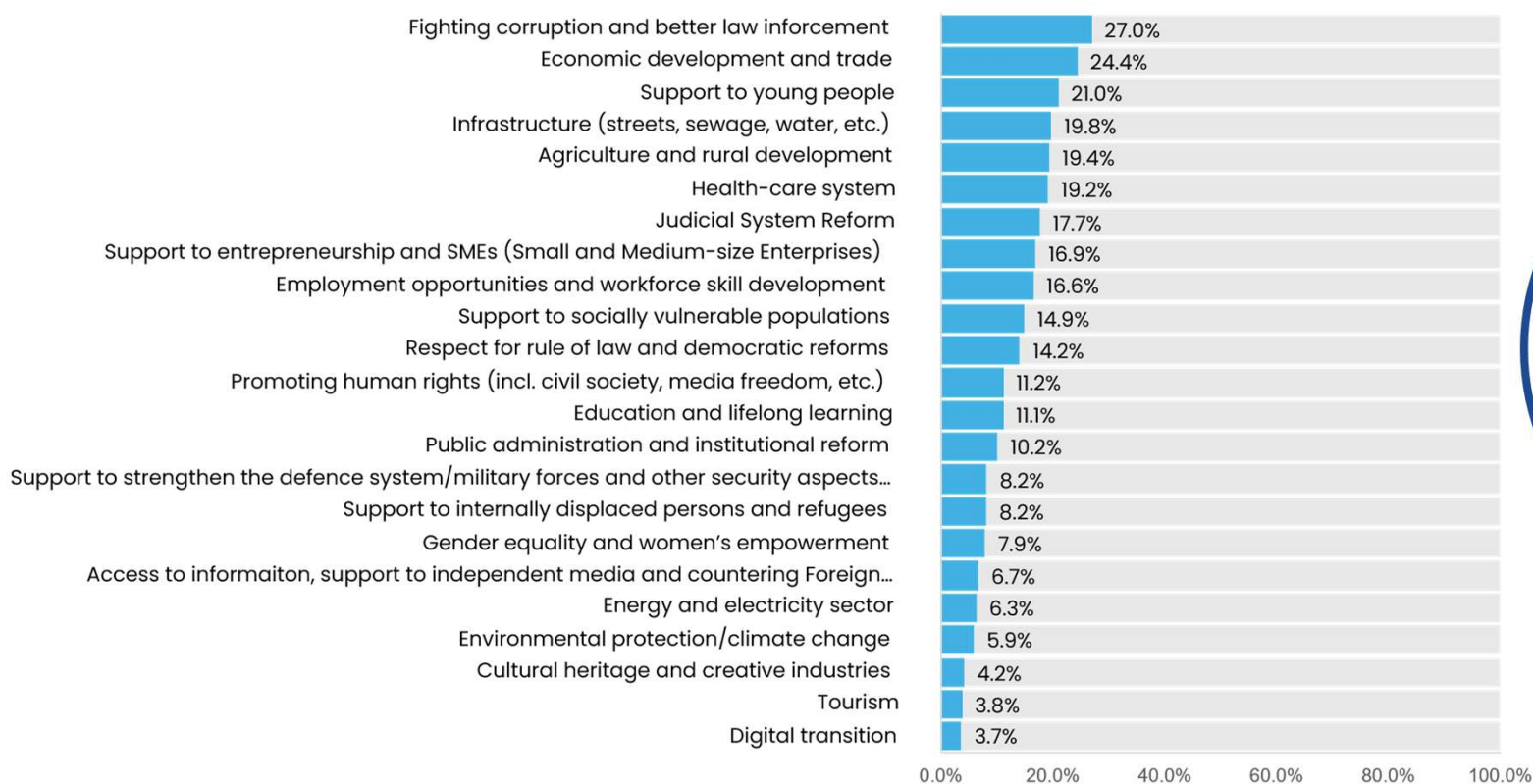
49%
of citizens perceive EU financial support as **effective** or **very effective**

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



Perceived areas of EU Financial Support

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



Top three
priorities for EU
support

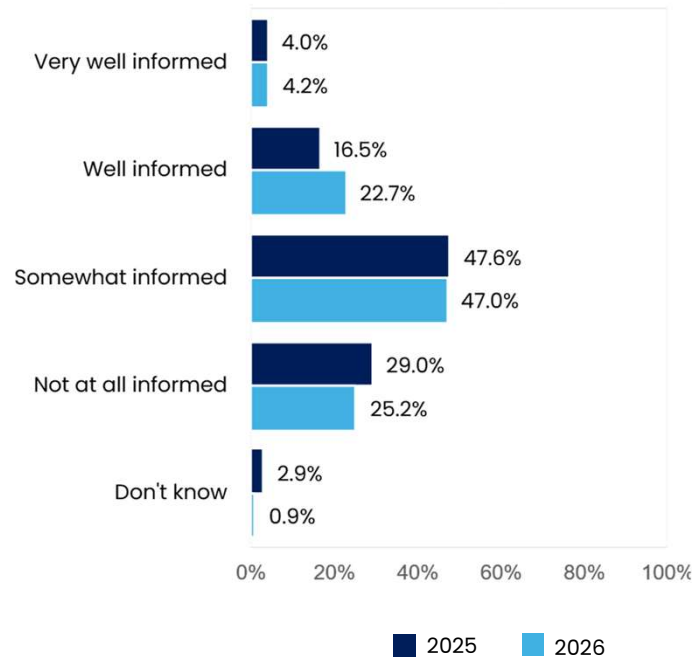


4.

**EU ACCESSION: SUPPORT,
EXPECTATIONS & OBSTACLES**

Awareness of Bosnia and Herzegovina's EU integration process

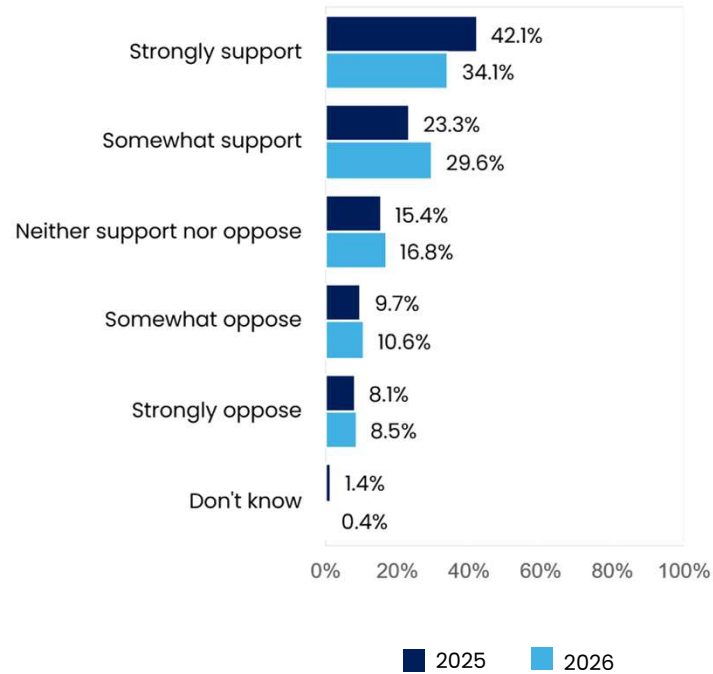
To what extent do you consider yourself well informed about Bosnia and Herzegovina's process of integration into the EU?



27% of citizens say they are **well or very well informed** about Bosnia and Herzegovina's EU integration process.

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

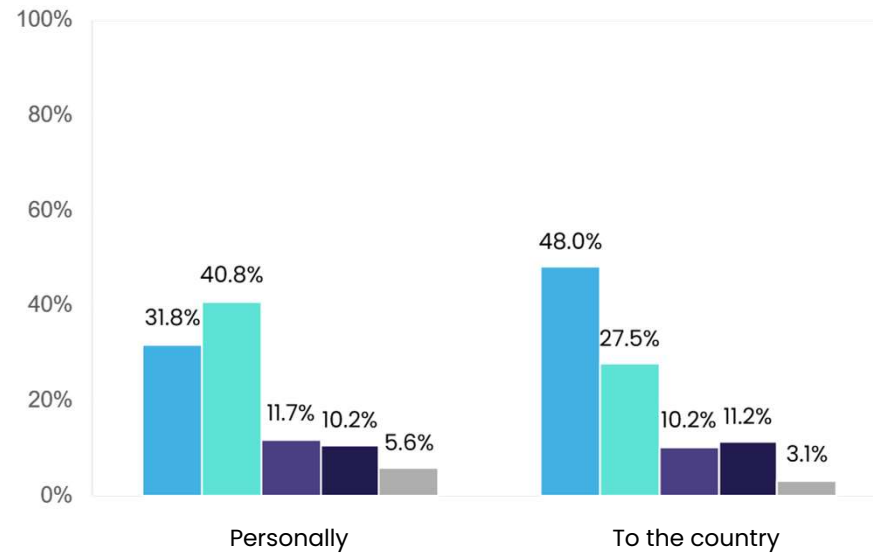
Support for Bosnia and Herzegovina's EU accession



64%
of citizens **strongly or somewhat support** Bosnia and Herzegovina's accession to the EU.

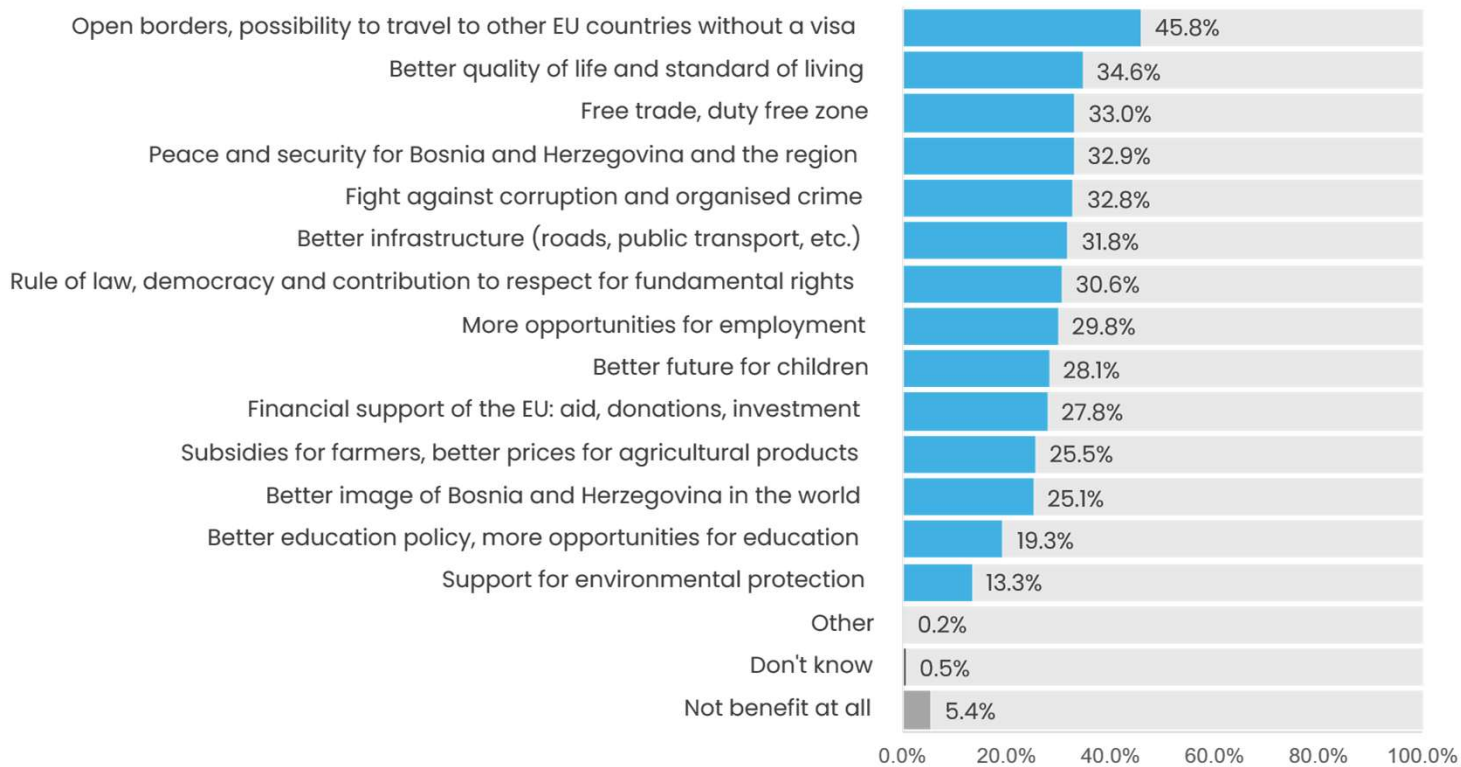
Perceptions of EU membership impact

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?



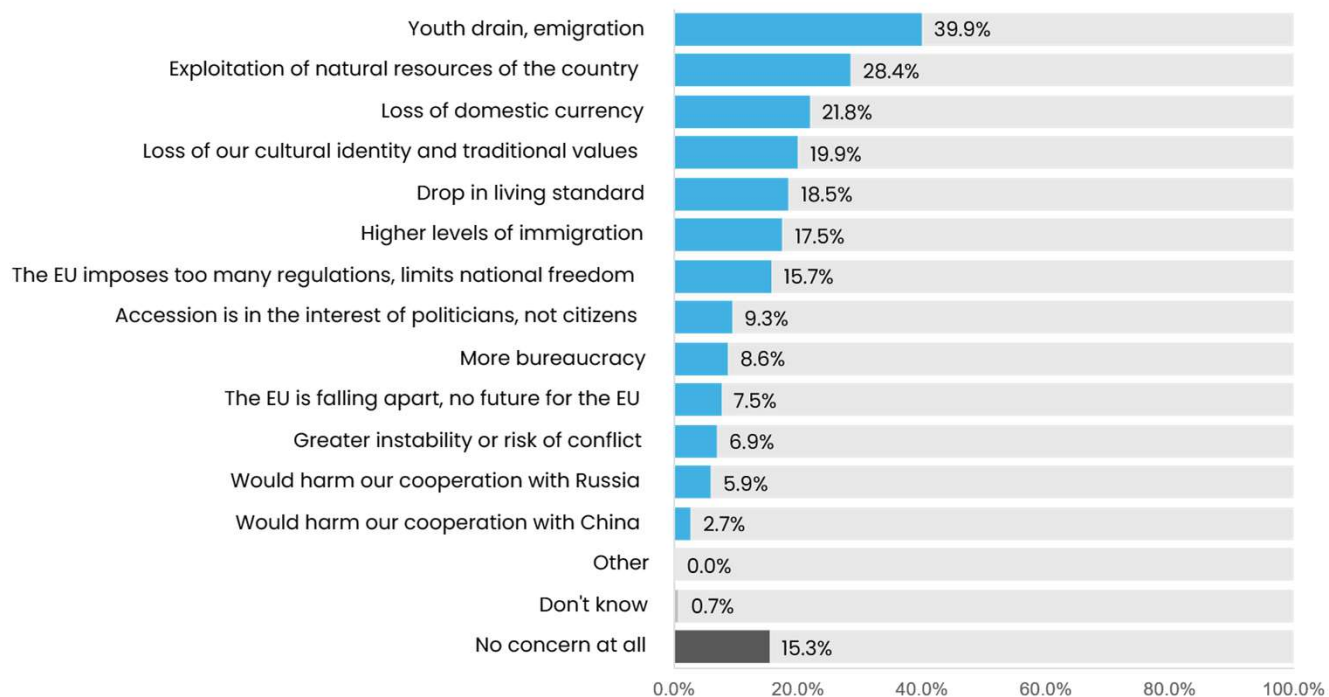
- Many more advantages than disadvantages
- Slightly more advantages than disadvantages
- Slightly more disadvantages than advantages
- Many more disadvantages than advantages
- Don't know

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



Perceived benefits of EU membership

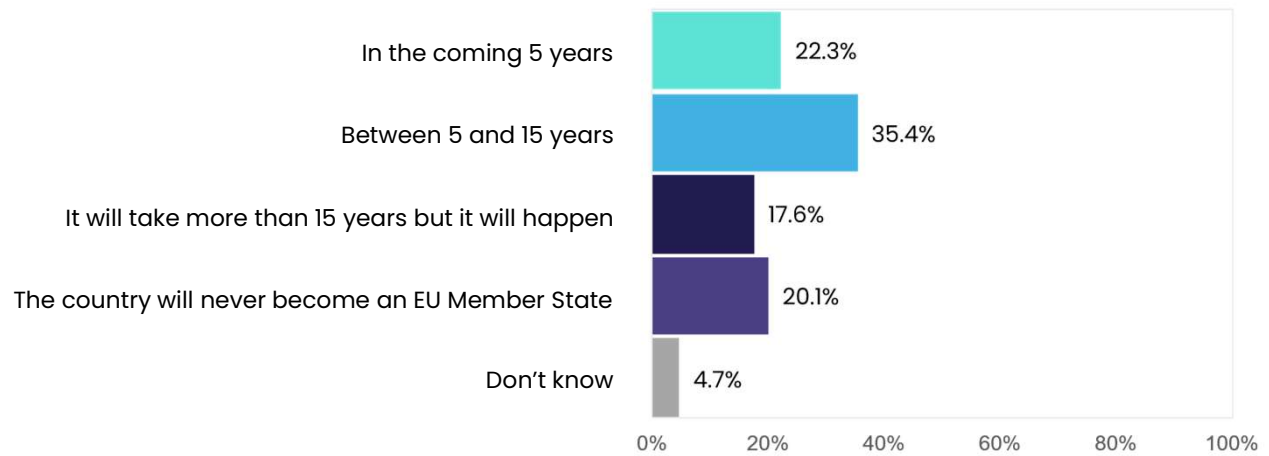
What do you think would be the main concerns of Bosnia and Herzegovina becoming a member of the EU?



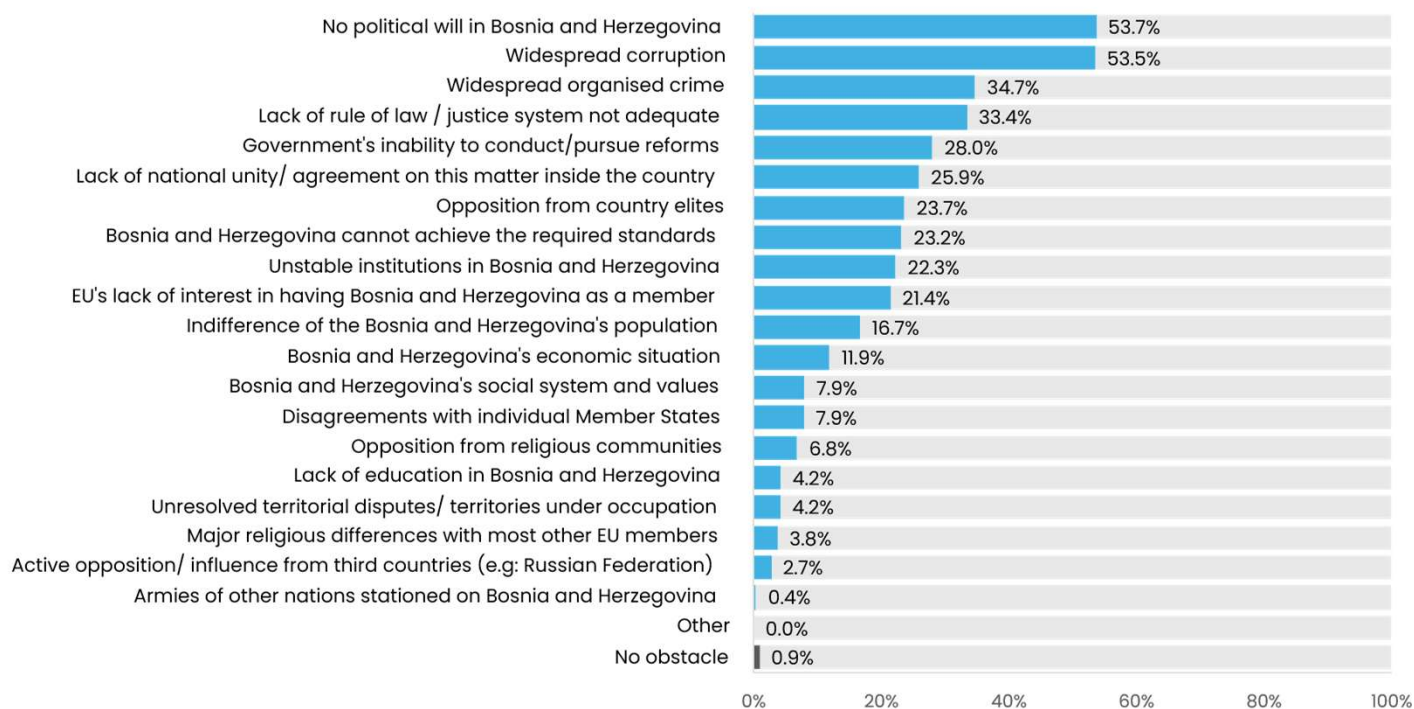
Perceived concerns of EU membership

Perceived timeline of EU membership

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?



Perceived barriers to EU accession

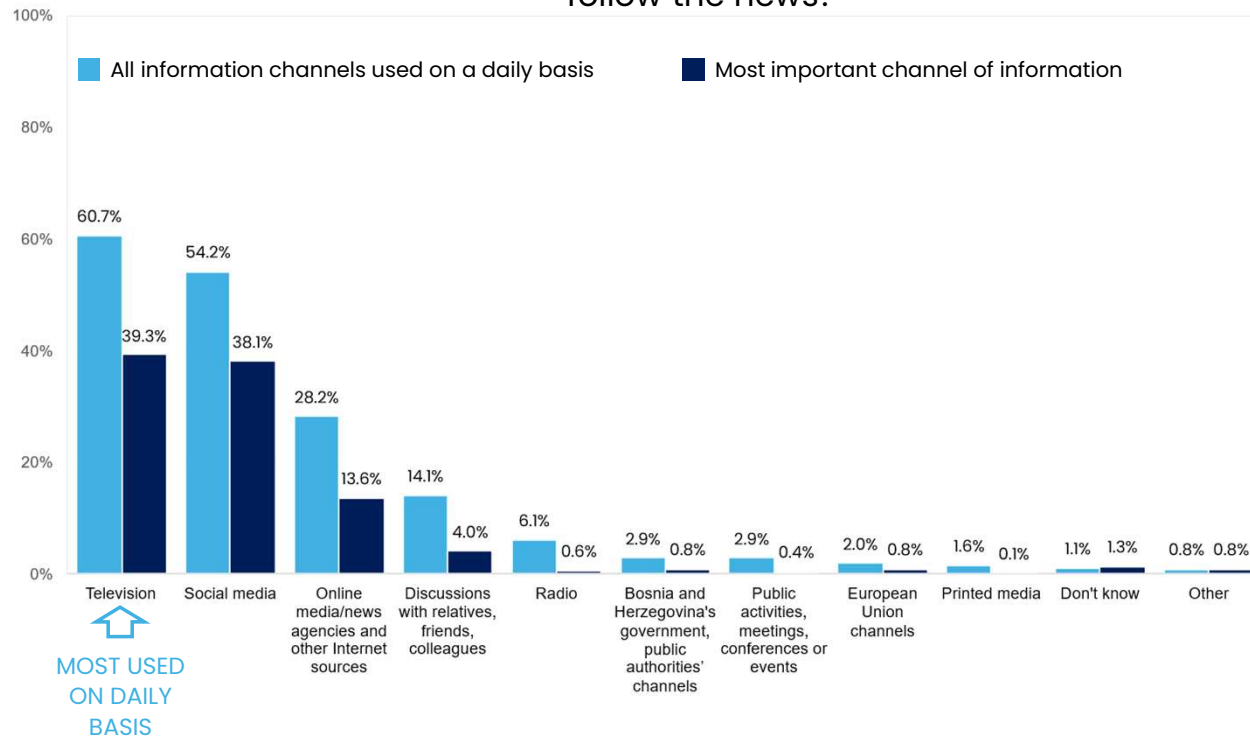


5.

SOURCE 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?



Stay in touch & keep informed
however, whenever:

