



Funded by
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ANNUAL SURVEY
Spring 2026

MONTENEGRO





Methodology

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

1005 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 early **March 2026** and covering the following topics:

- Information, awareness and perceptions of the EU
- EU relations with Montenegro 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.

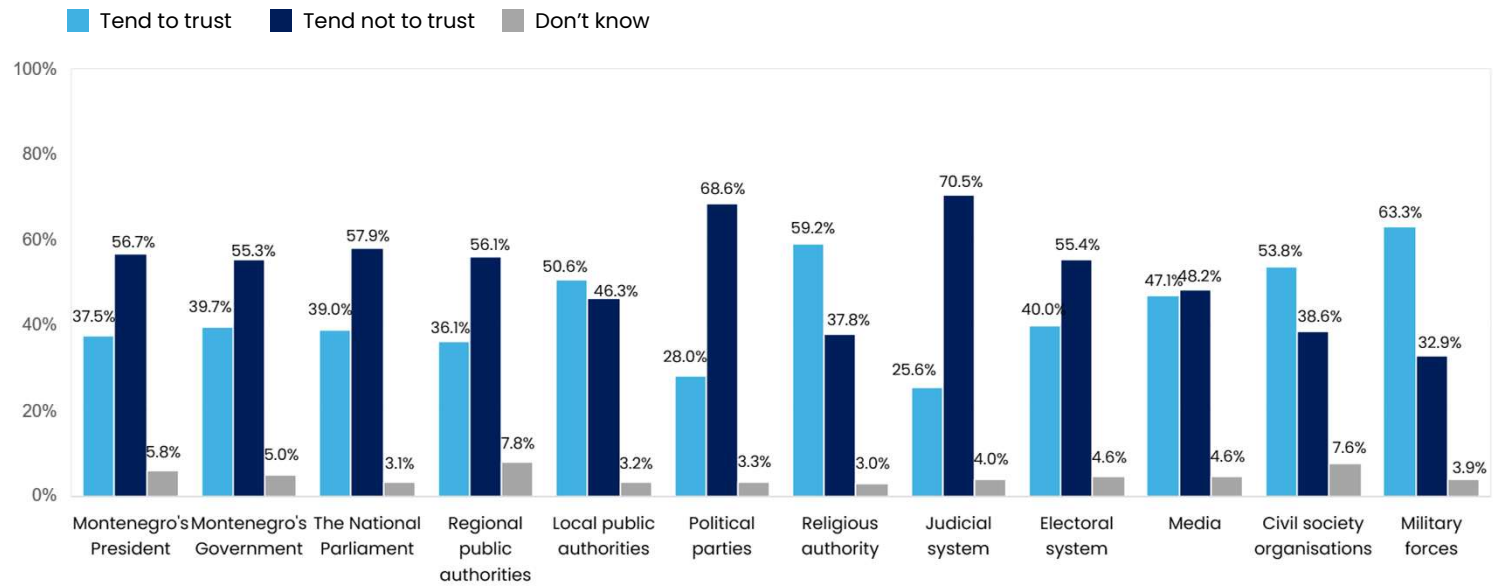


1.

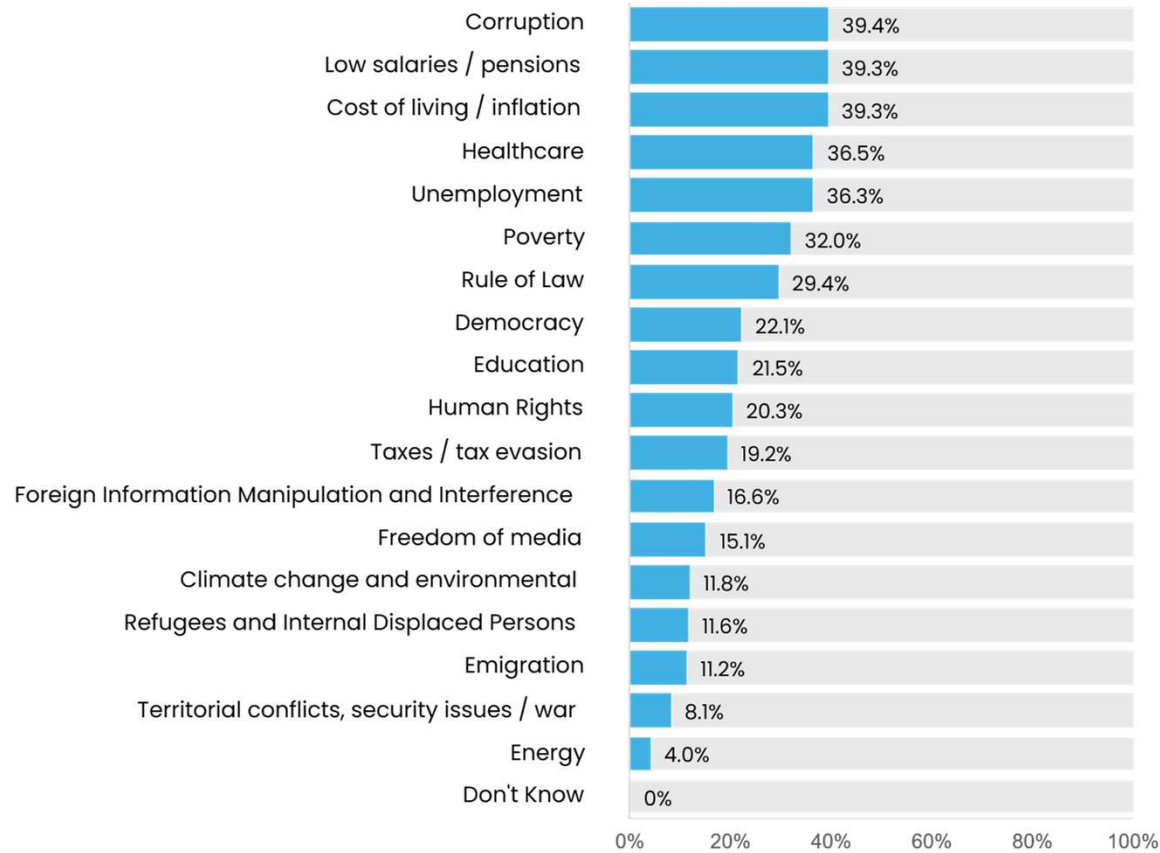
CONTEXT & INSTITUTIONAL LANDSCAPE

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 Montenegro?



Most pressing problems in Montenegro

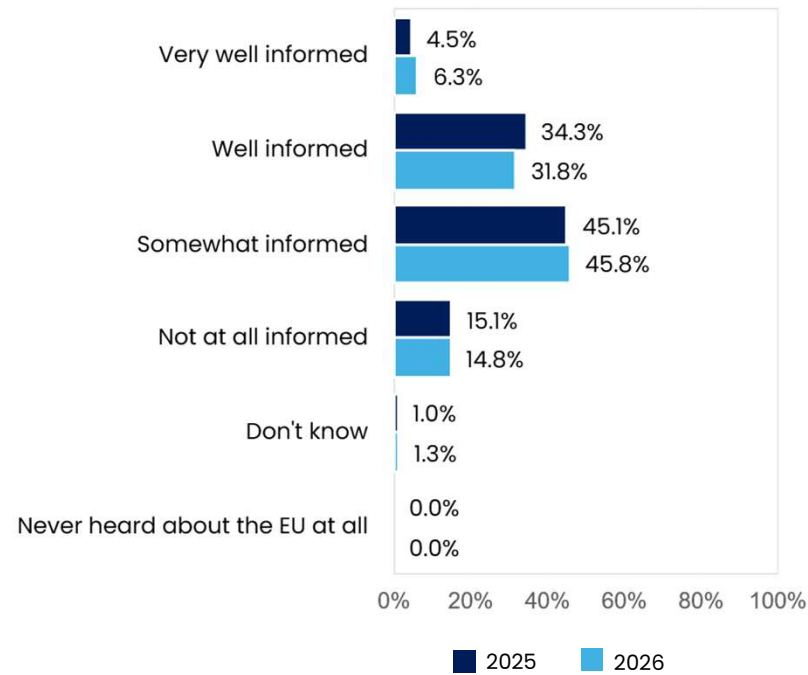


2.

THE EU IN MONTENEGRO: IMAGE, TRUST & VISIBILITY

Awareness of the EU

To what extent are you informed about the European Union?

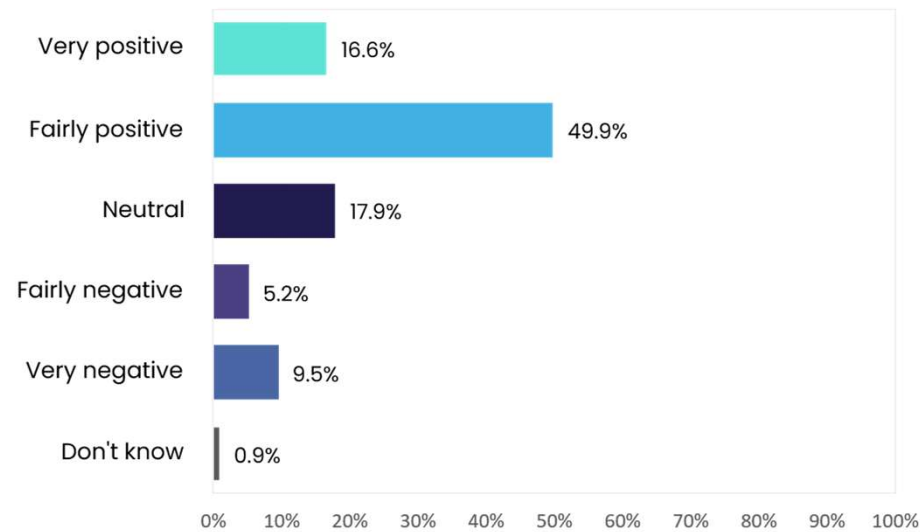


38%
of citizens say they are **well or very well informed** about the EU.



Image of the EU

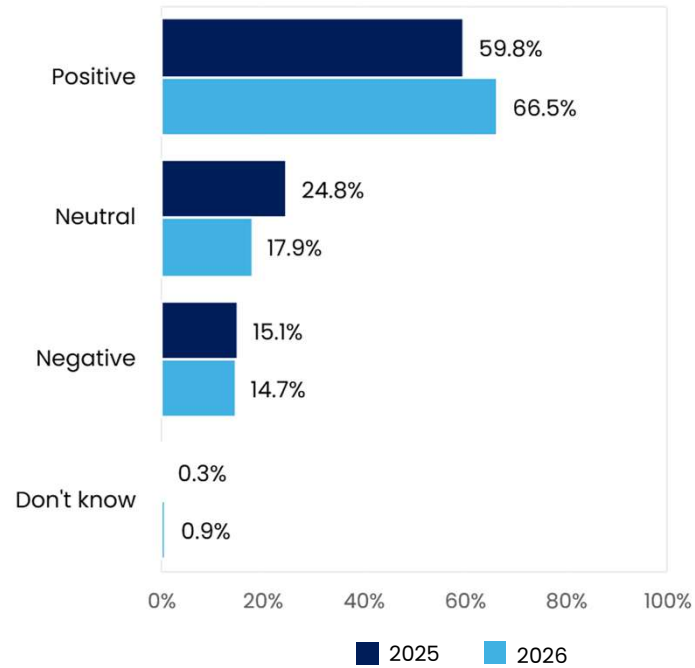
Do you have a very positive, fairly positive, neutral, fairly negative or very negative image of the European Union?



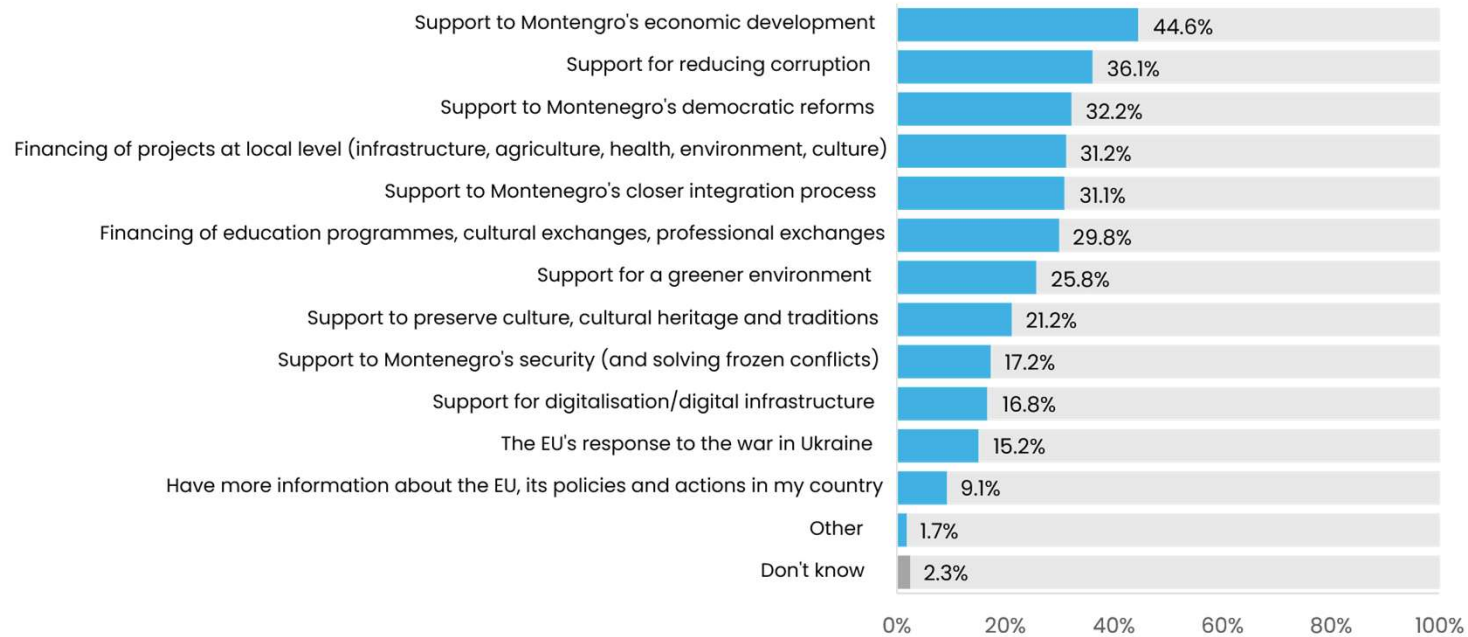
67% of citizens have a **positive image** of the EU in 2026.

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

Image of the EU
2025 vs 2026



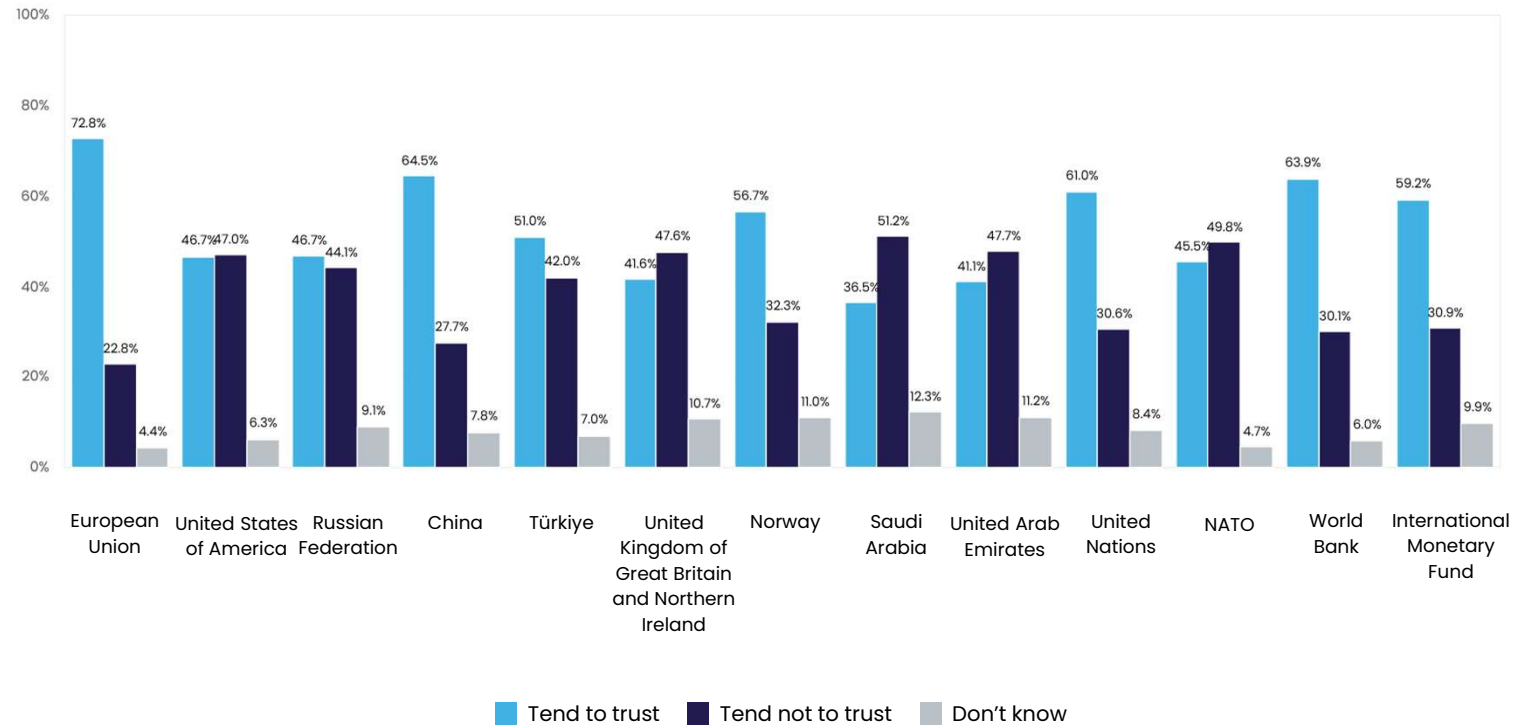
In your opinion, which factors could make Montenegrins more positively disposed towards the EU?



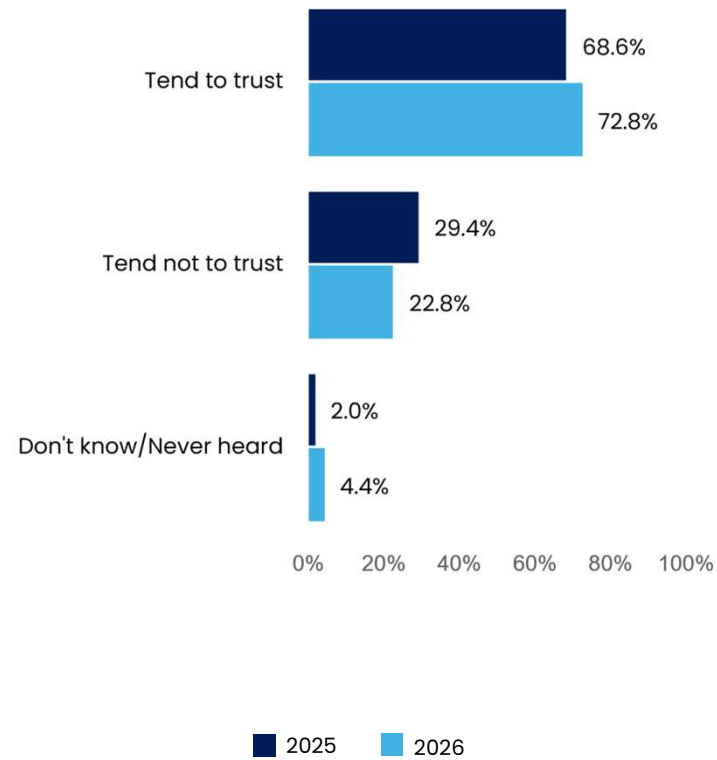
Levers to increase positive perceptions of the EU

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.

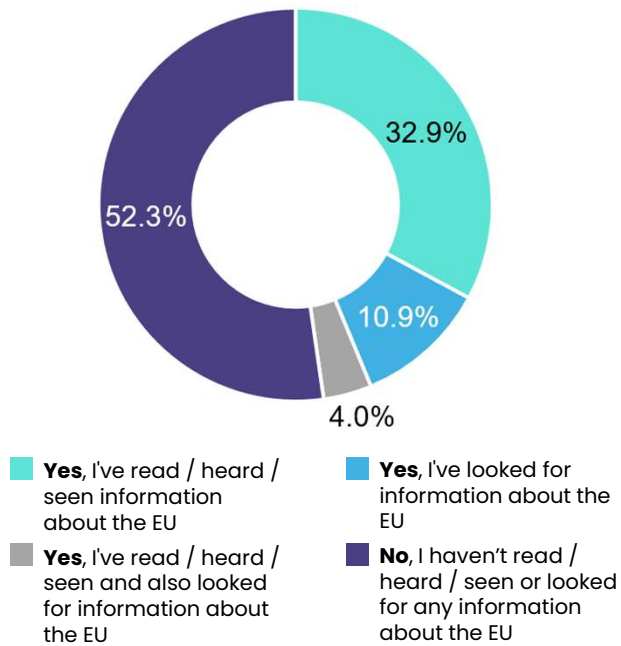


Trust towards EU
2025 vs 2026

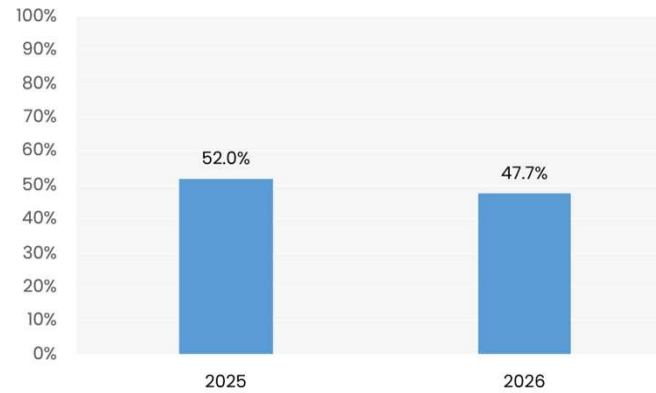


Have you read, seen or heard, or looked for any information about the EU in the last three months?

2026 level of exposure to information on EU – detailed breakdown



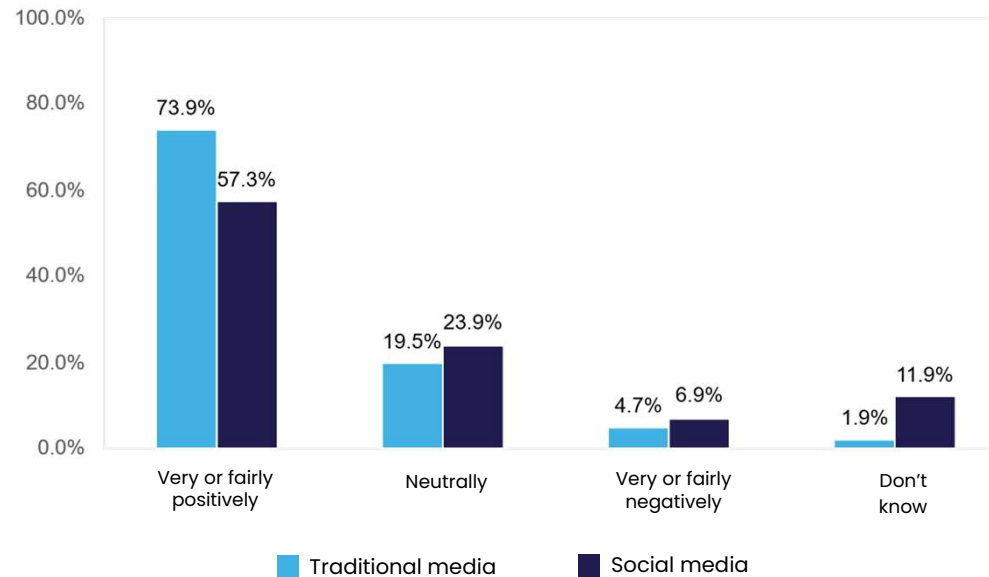
Level of exposure to information about the EU over time



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 newspaper) and in social media?



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

55%

of citizens have accessed (28.2%) or heard (26.7%) it



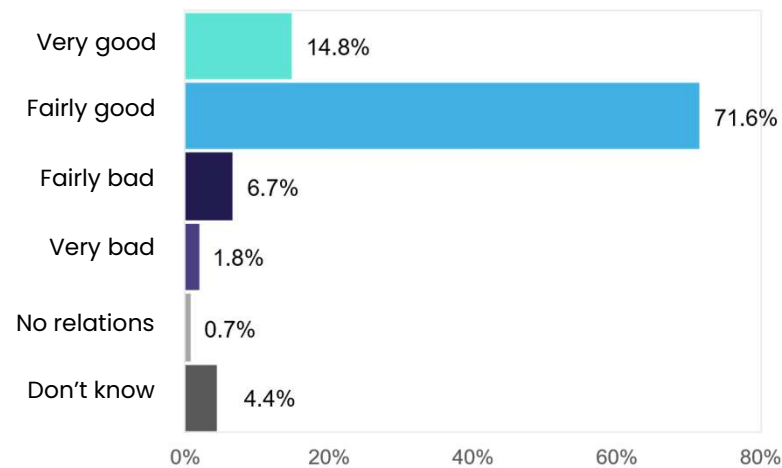
3.

**PERCEPTIONS OF EU ENGAGEMENT
WITH MONTENEGRO:
RELATIONS & FINANCIAL SUPPORT**



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

EU relations with Montenegro

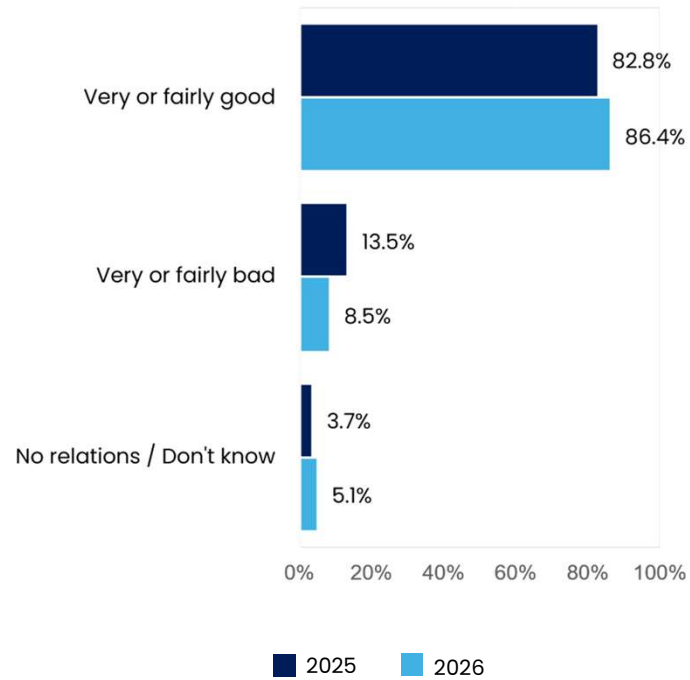


86%

of citizens believe Montenegro has good relations with the EU in 2026.

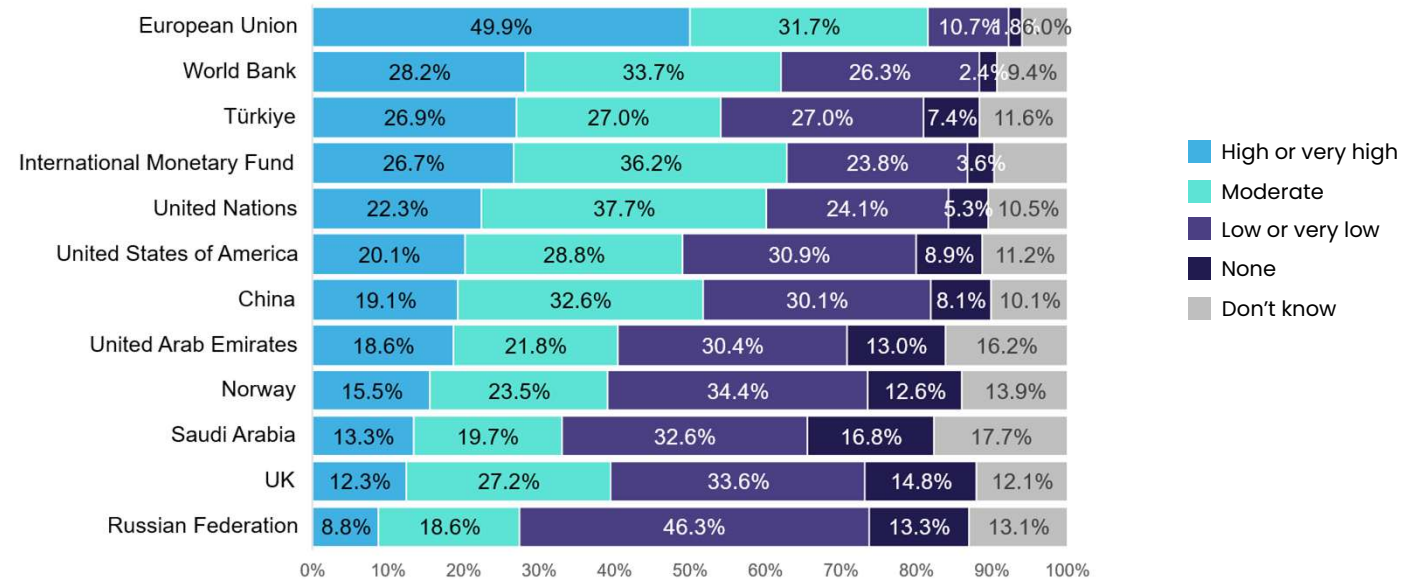
EU relations with Montenegro 2025 vs 2026

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



Perceptions of financial support to Montenegro from international actors

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

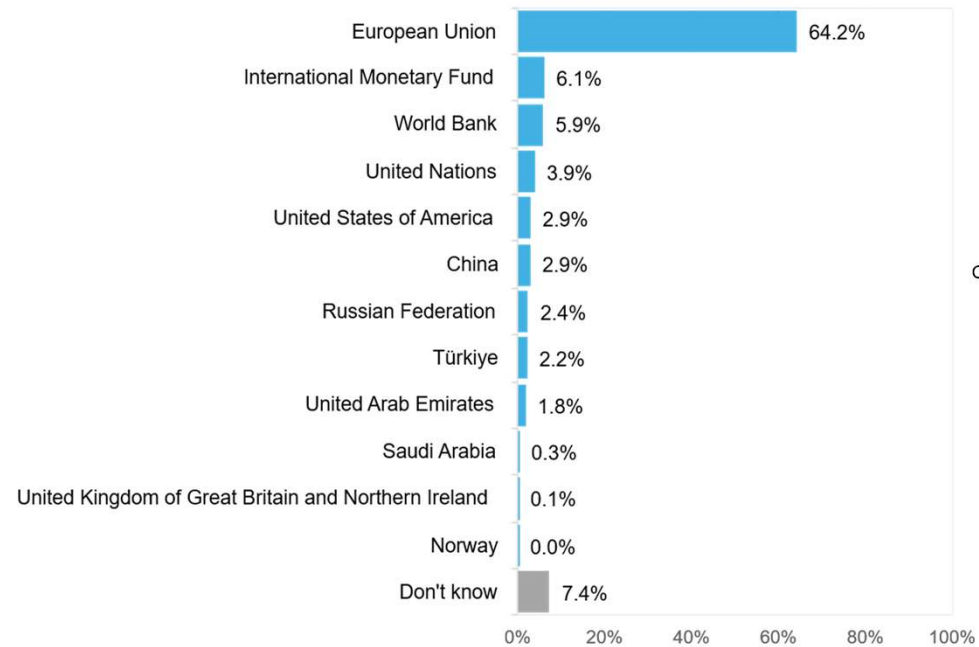


82%

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

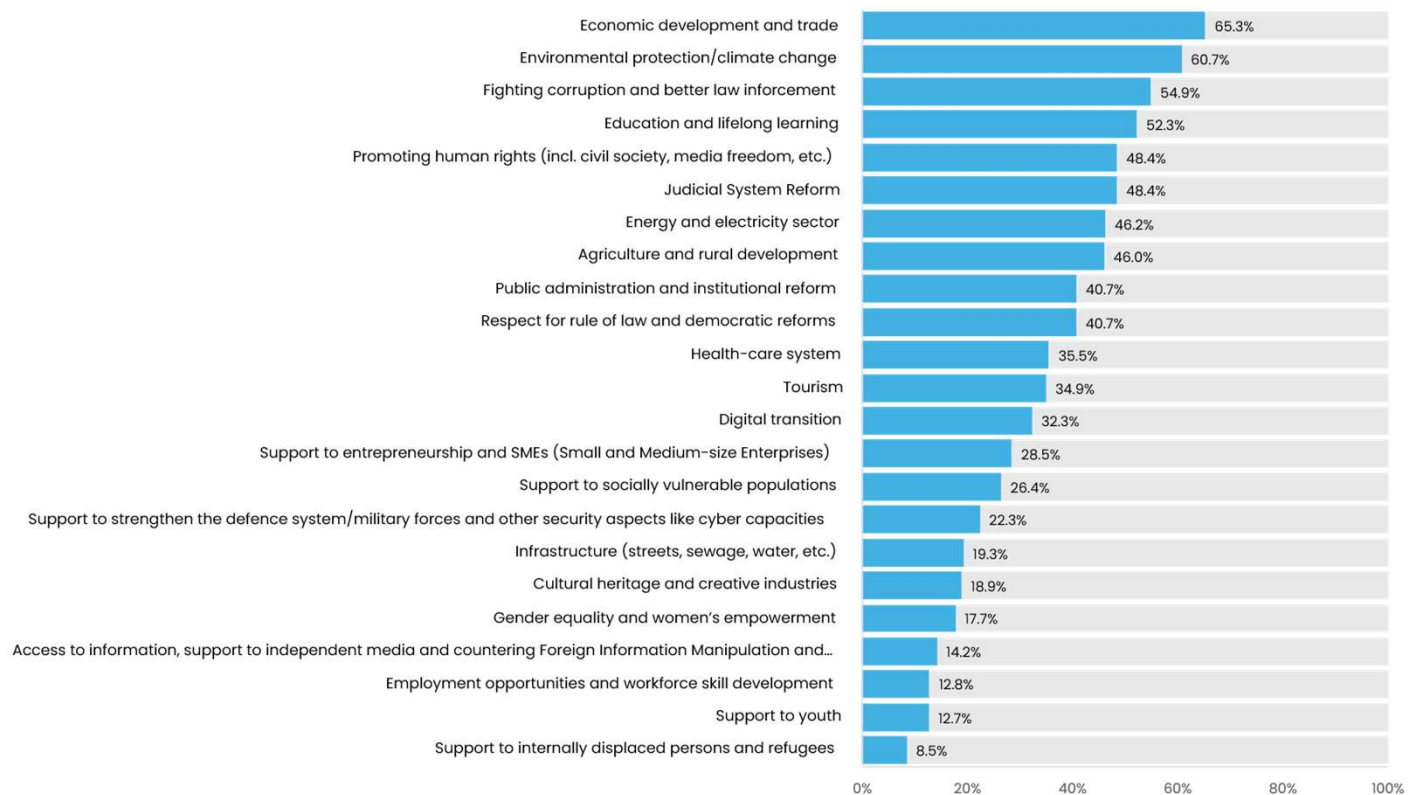
Largest financial contributor to Montenegro

Which of these international actors do you believe is the largest financial contributor to Montenegro?



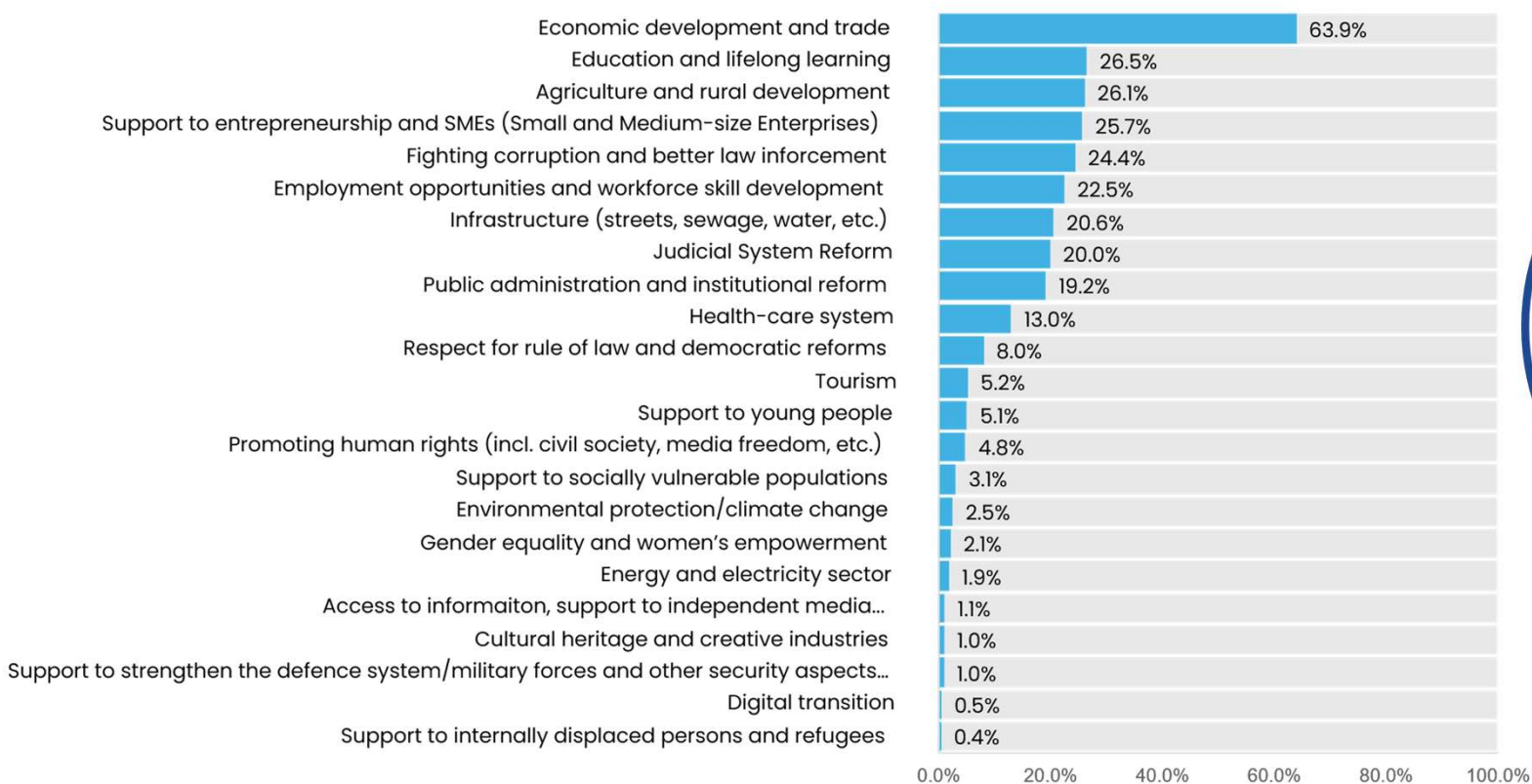
60%
of citizens perceive EU financial support as **effective** or **very effective**

Please tell us in which areas the European Union provides Montenegro 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 Montenegro:



Top three priorities for EU support

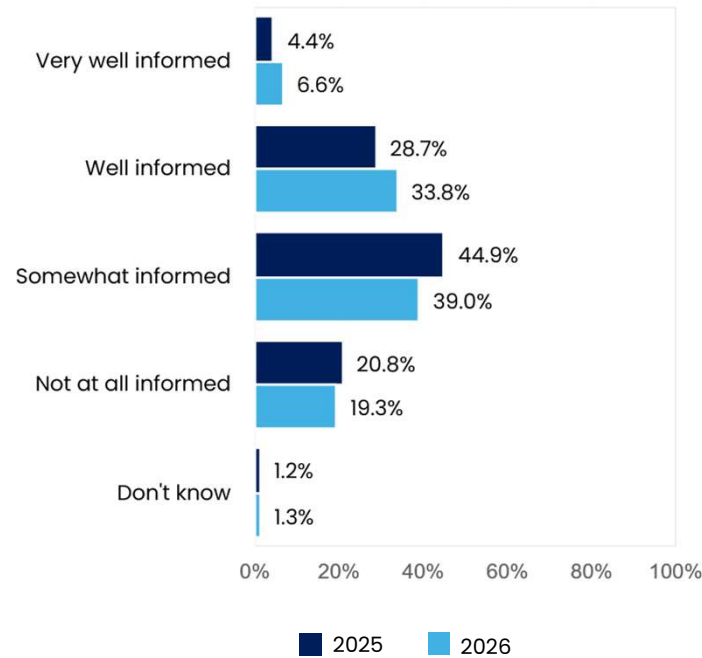


4.

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

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

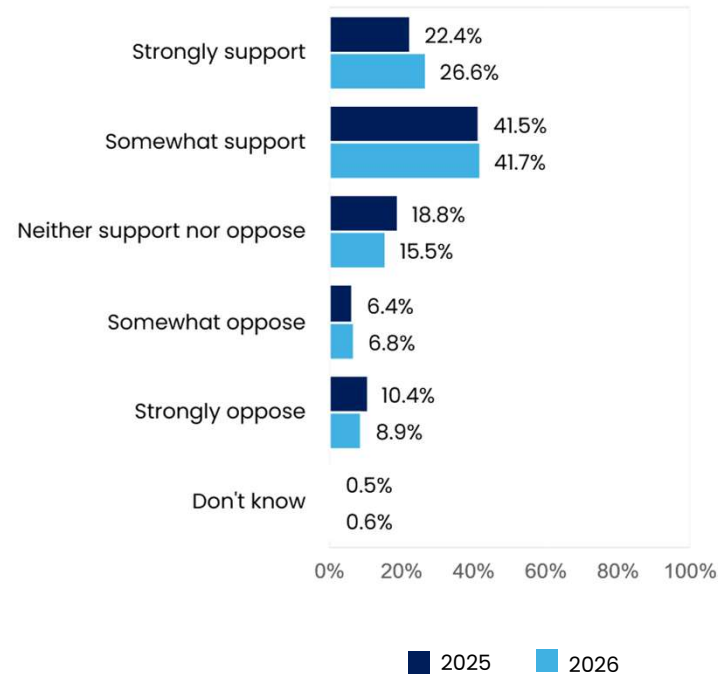
Awareness of Montenegro's EU integration process



40% of citizens say they are **well or very well informed** about Montenegro's EU integration process.

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

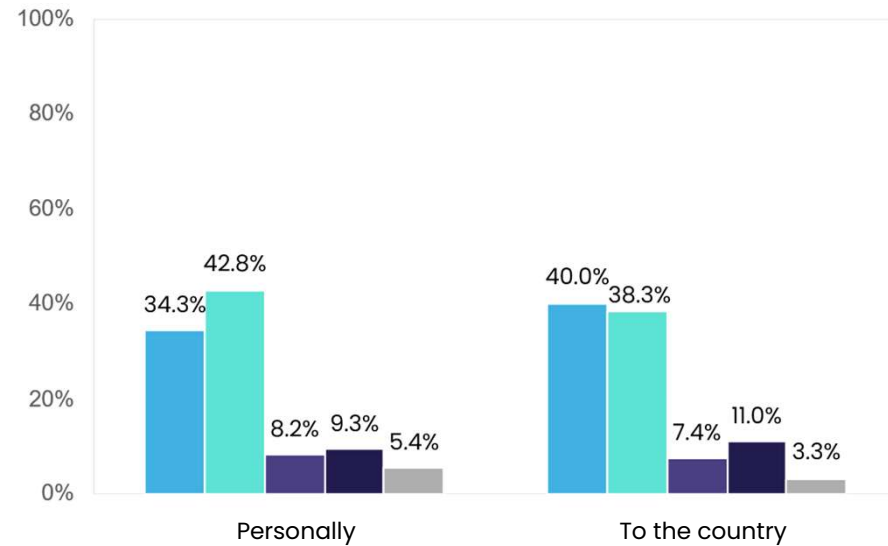
Support for Montenegro's EU accession



68%
of citizens **strongly or somewhat support** Montenegro's accession to the EU.

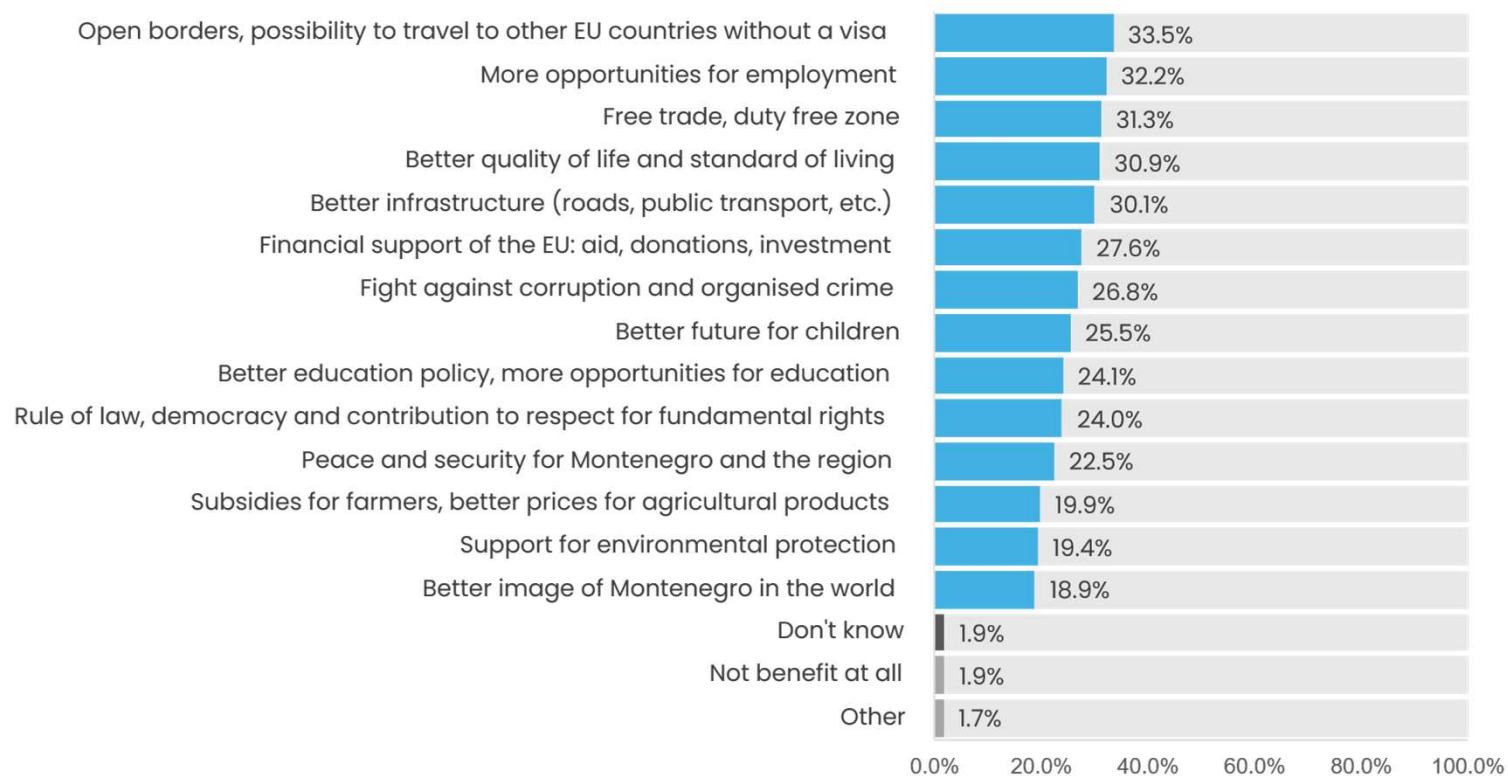
Perceptions of EU membership impact

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



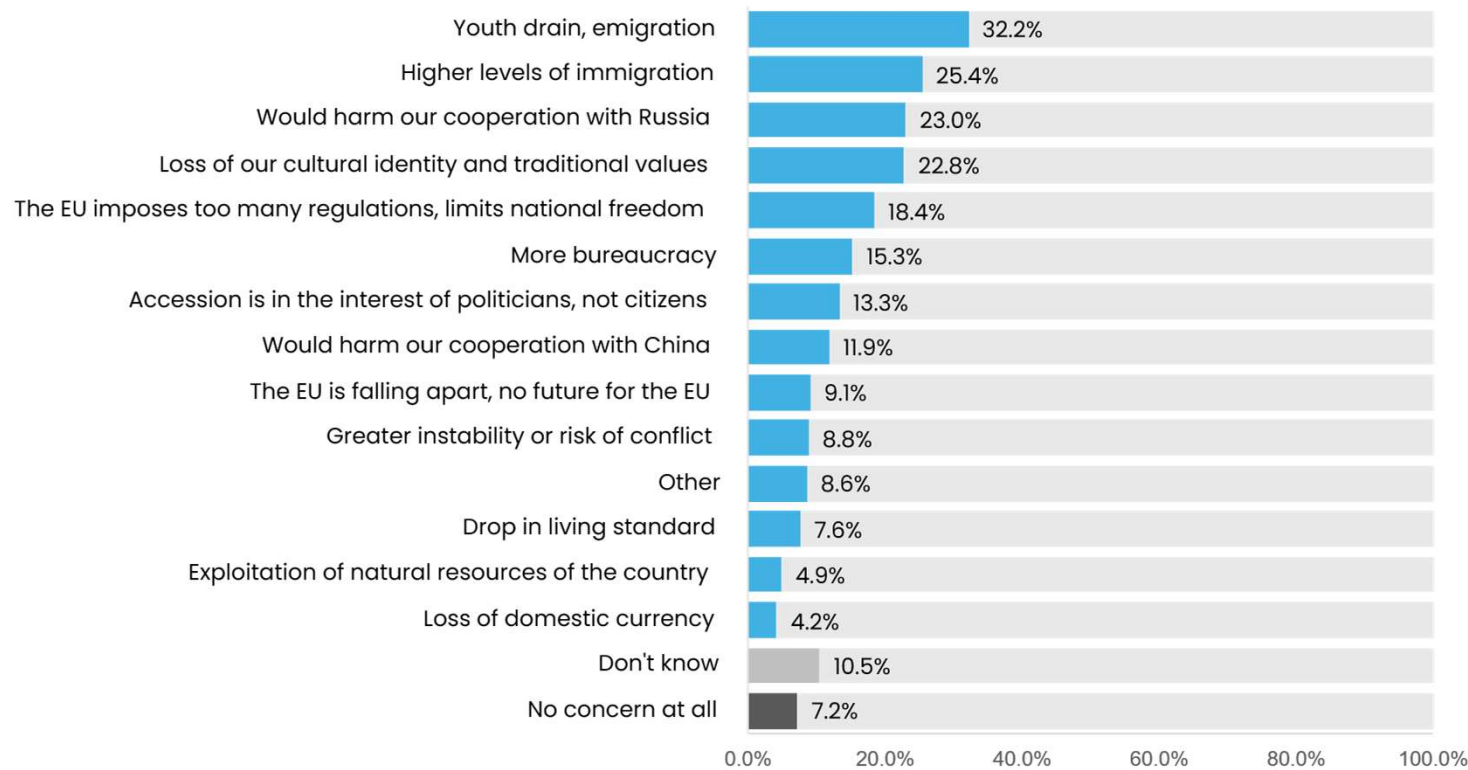
- Many more advantages than disadvantages
- Slightly more advantages than disadvantages
- Slightly more disadvantages than advantages
- Many more disadvantages than advantages
- Don't know

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



Perceived benefits of EU membership

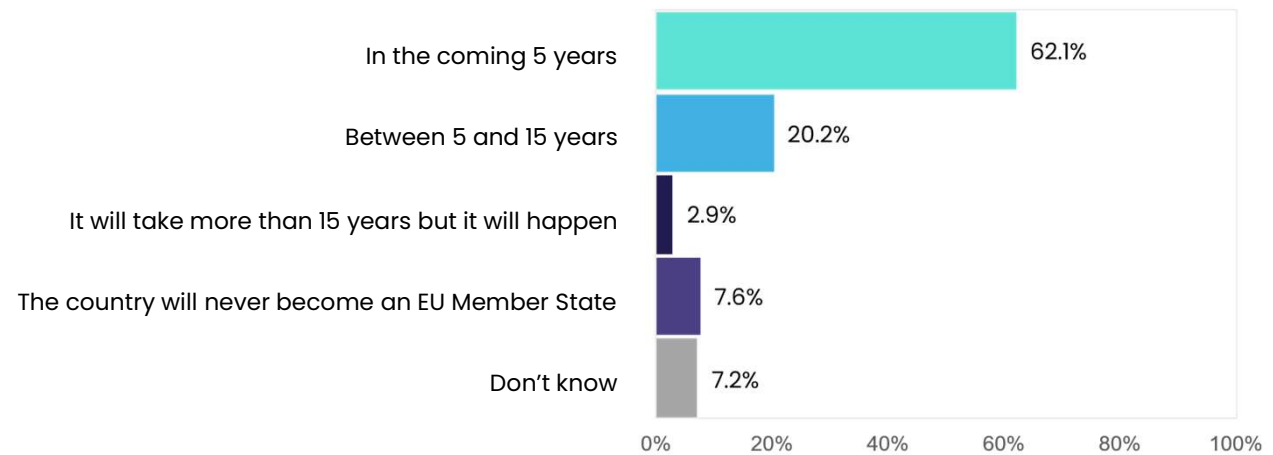
What do you think would be the main concerns of Montenegro becoming a member of the EU?



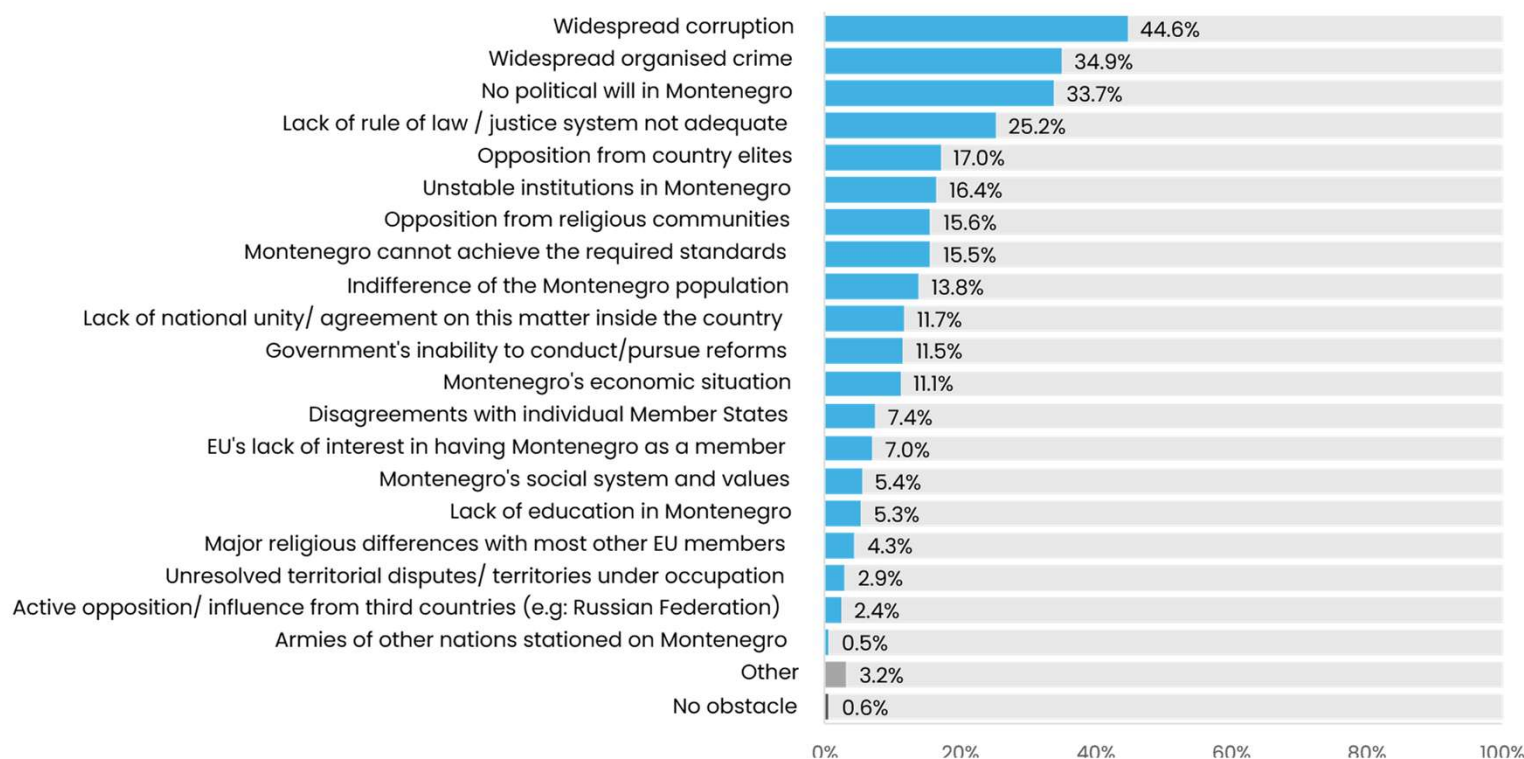
Perceived concerns of EU membership

Perceived timeline of EU membership

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



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



Perceived barriers to EU accession

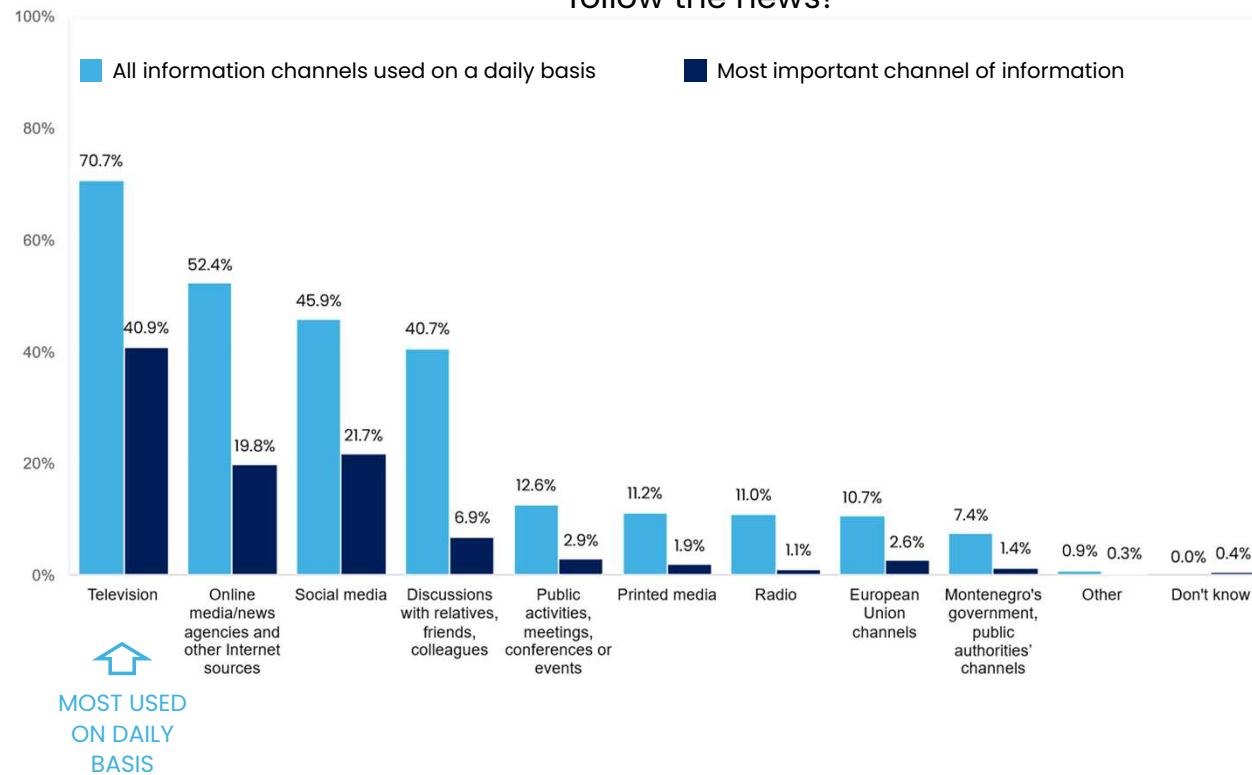


5.

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:

