



Funded by
the European Union

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ANNUAL SURVEY
Spring 2026

KOSOVO





Methodology

Quantitative survey targeting the general population in Kosovo aged 15+ and living in the entity.

1000 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 in **February 2026** and covering the following topics:

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

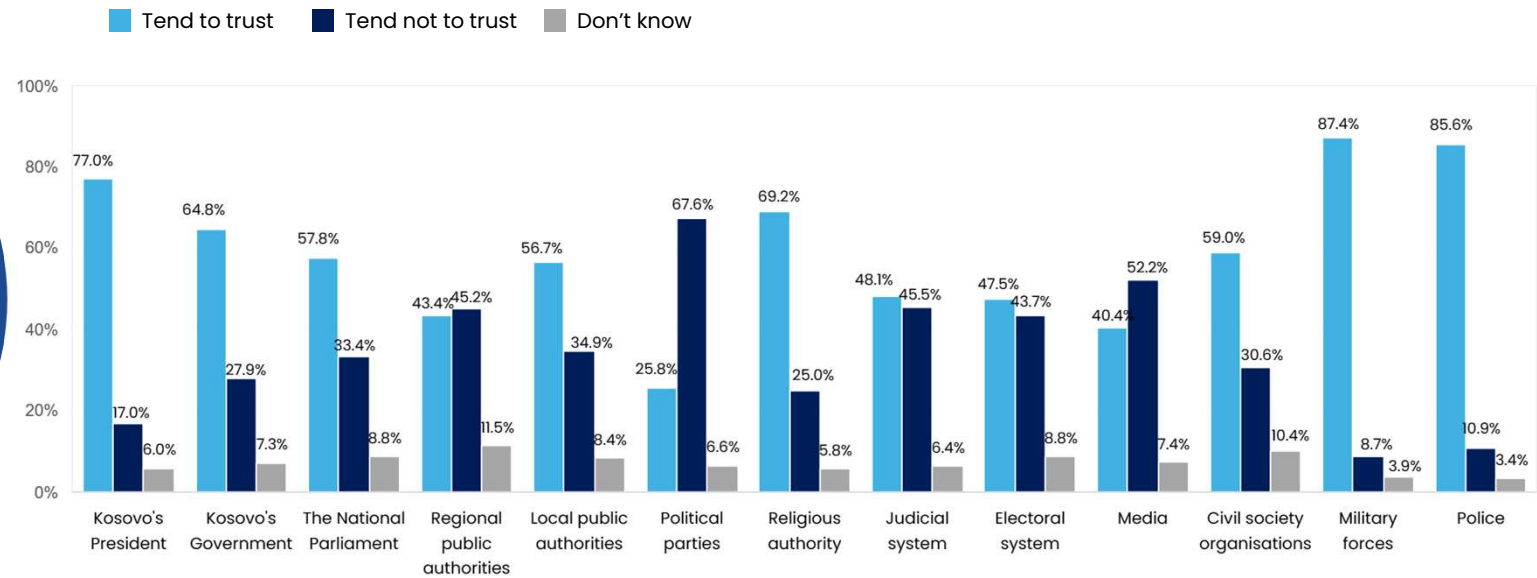


1.

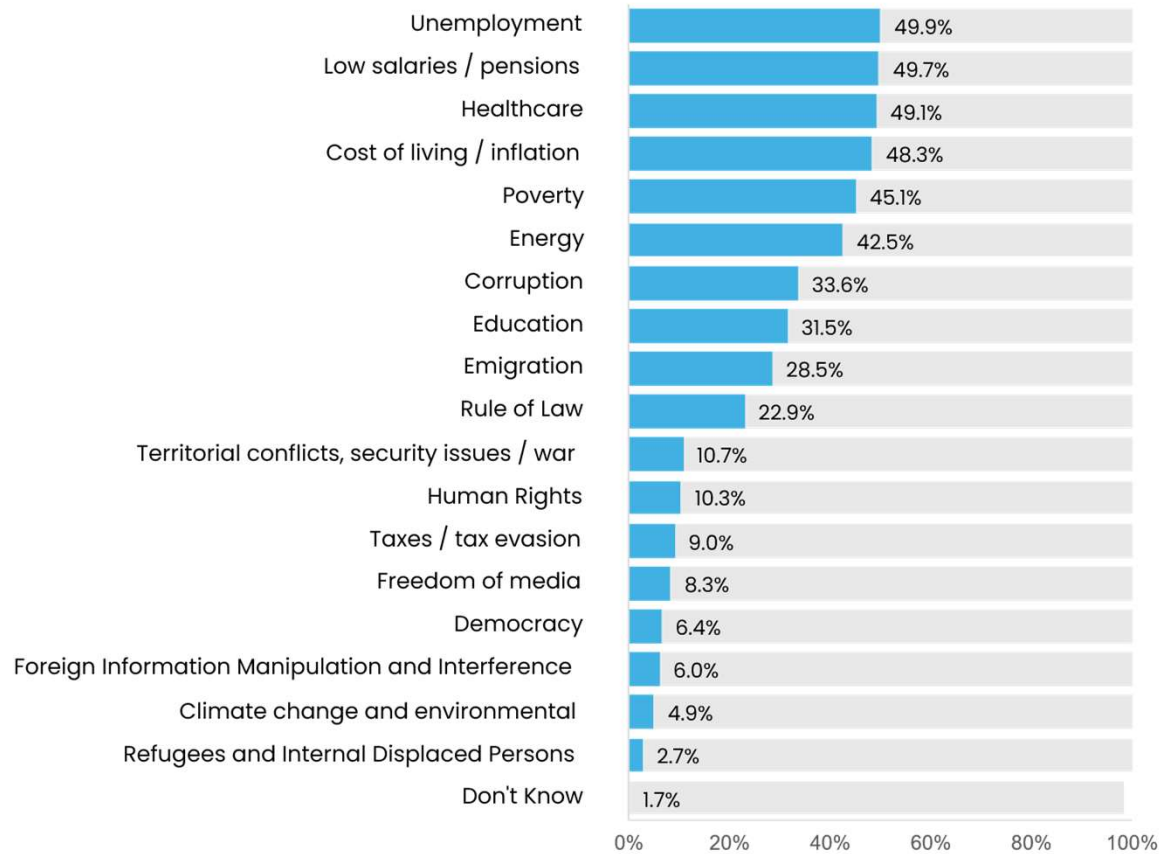
CONTEXT & INSTITUTIONAL LANDSCAPE

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 Kosovo?



Most pressing problems in Kosovo

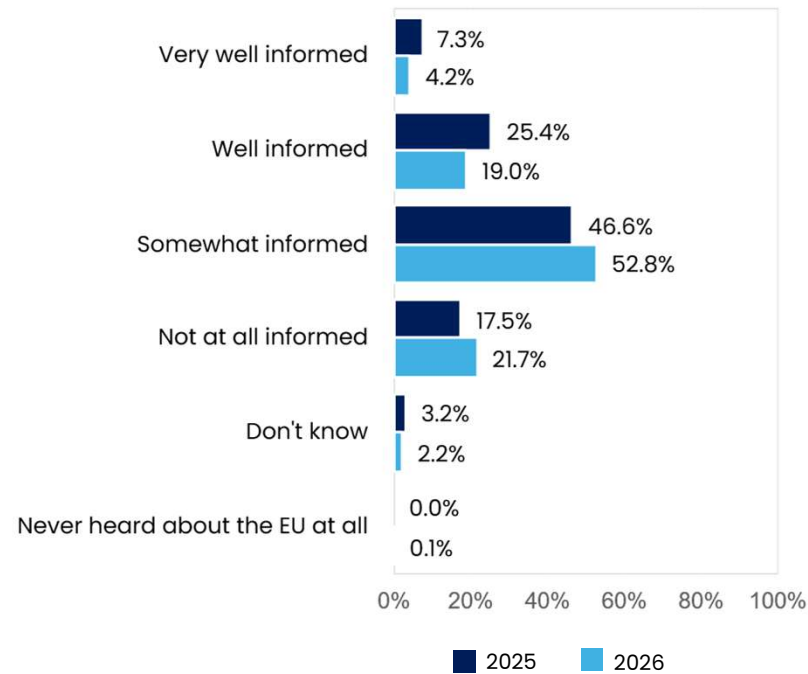


2.

THE EU IN KOSOVO: IMAGE, TRUST & VISIBILITY

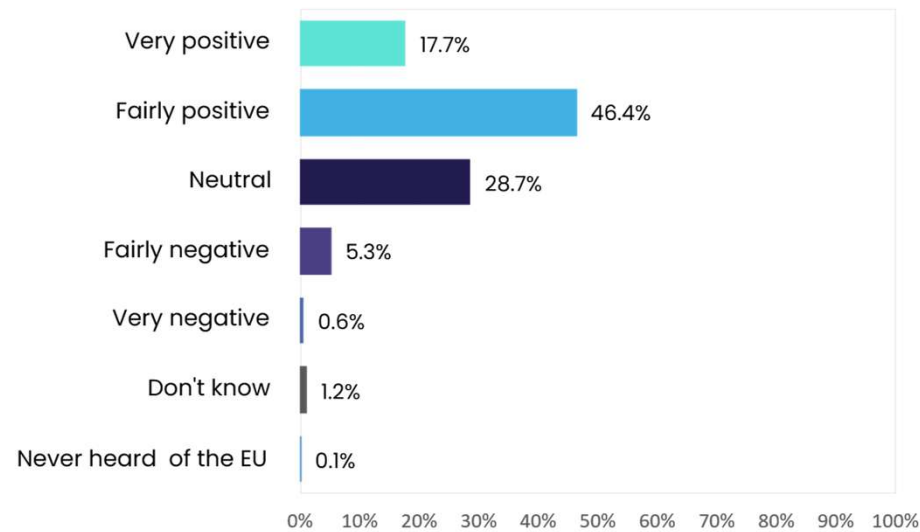
Awareness of the EU

To what extent are you informed about the European Union?



23% of citizens say they are **well or very well informed** about the EU.

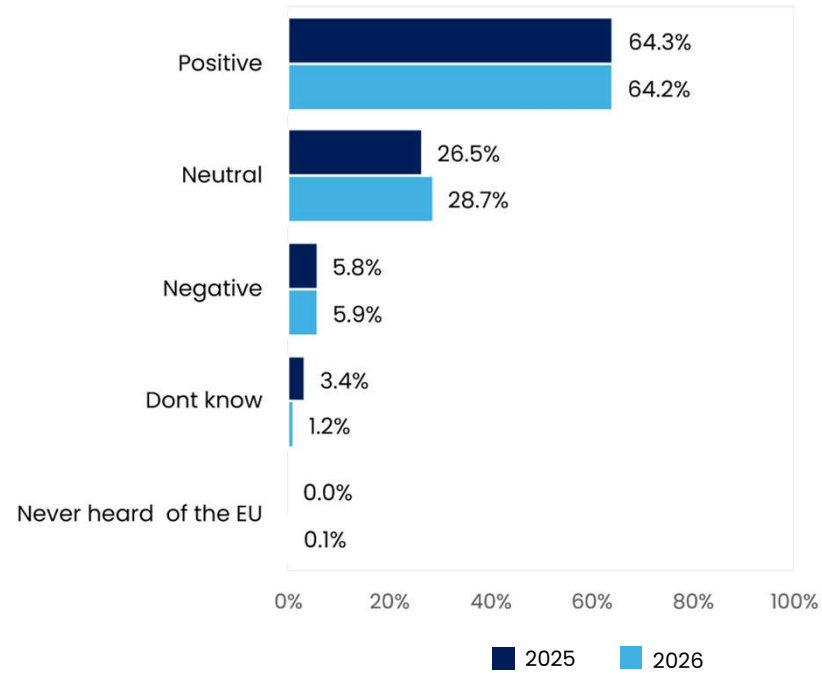
Do you have a very positive, fairly positive, neutral, fairly negative or very negative image of the European Union?



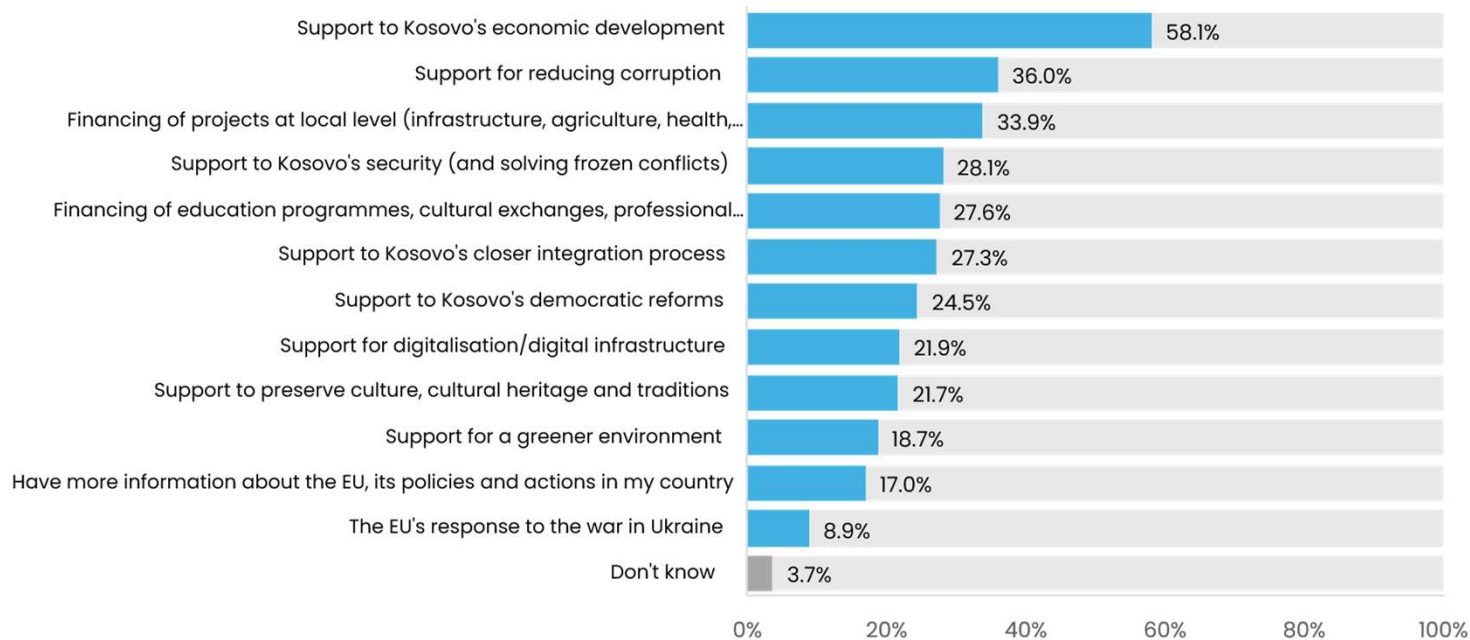
64%
of citizens have a **positive image** of the EU in 2026.

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 Kosovo 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.

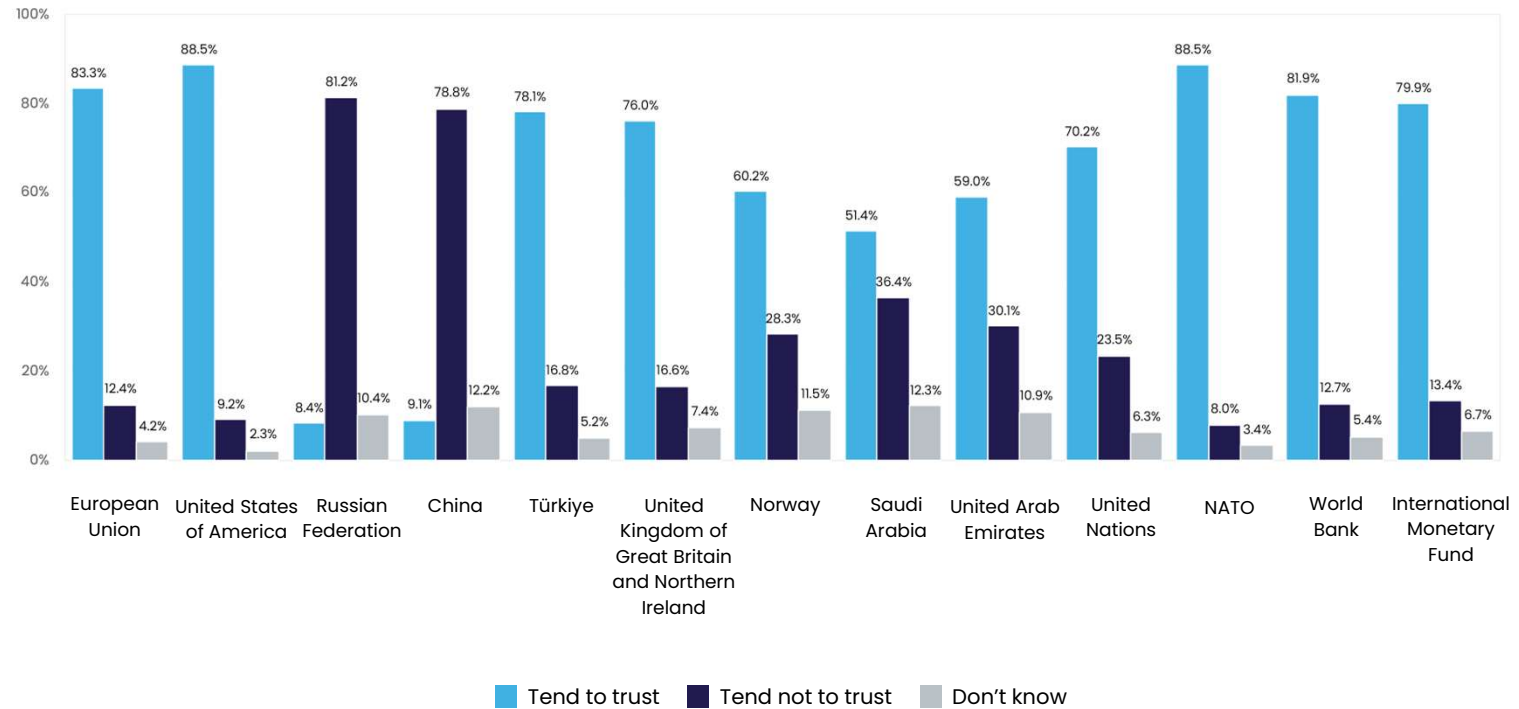
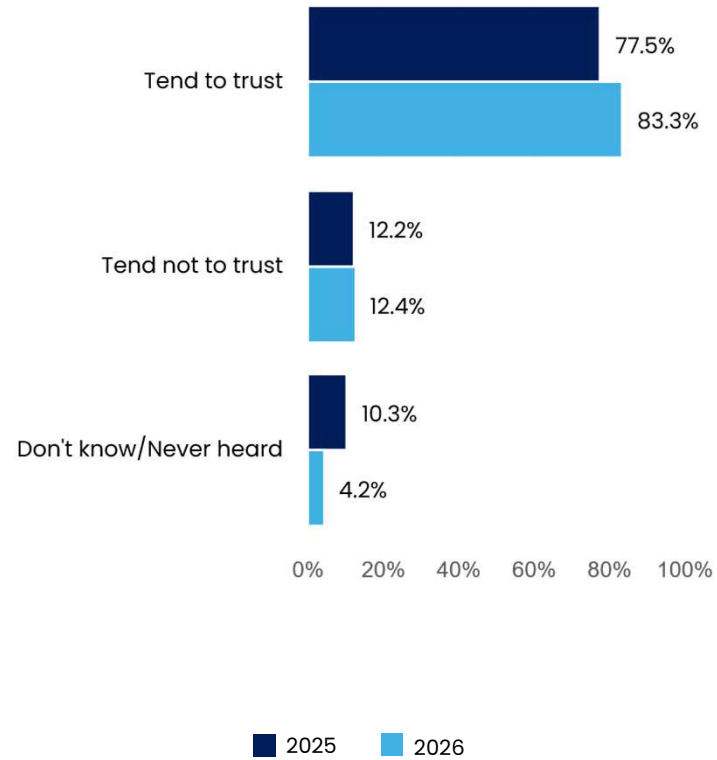


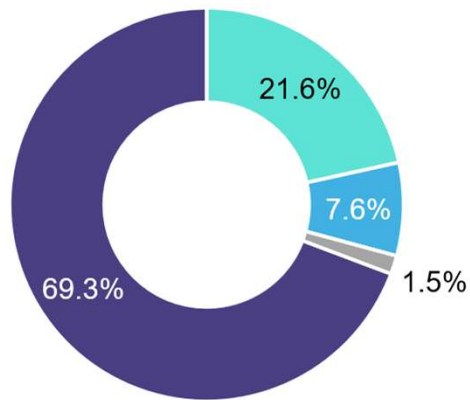


Image of the EU 2025 vs 2026



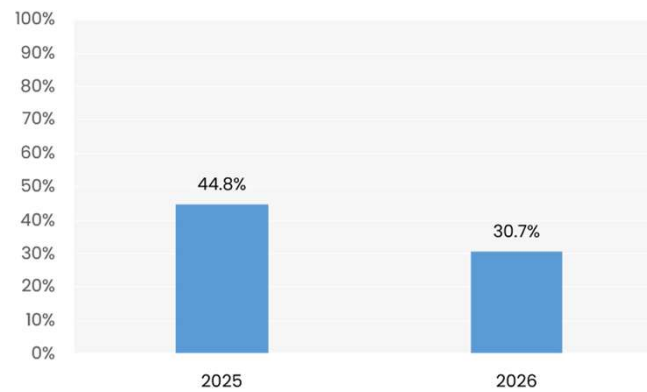
Have you read, seen or heard, or looked for any information about the EU in the last three months?

2026 level of exposure to information on EU – detailed breakdown



- **Yes**, I've read / heard / seen information about the EU
- **Yes**, I've looked for information about the EU
- **Yes**, I've read / heard / seen and also looked for information about the EU
- **No**, I haven't read / heard / seen or looked for any information about the EU

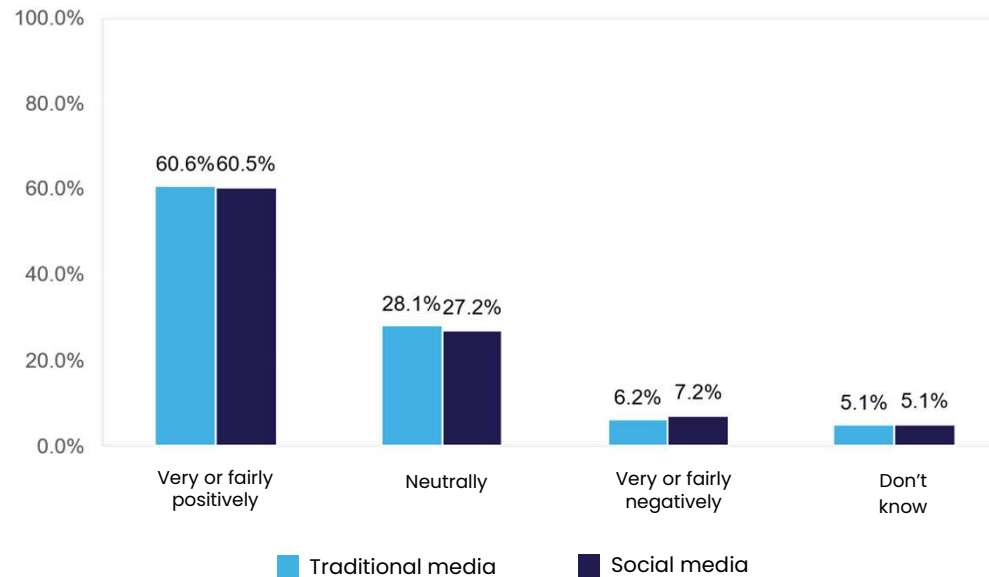
Level of exposure to information about the EU over time



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:

29%
of citizens have accessed (14.3%) or heard (14.4%) it

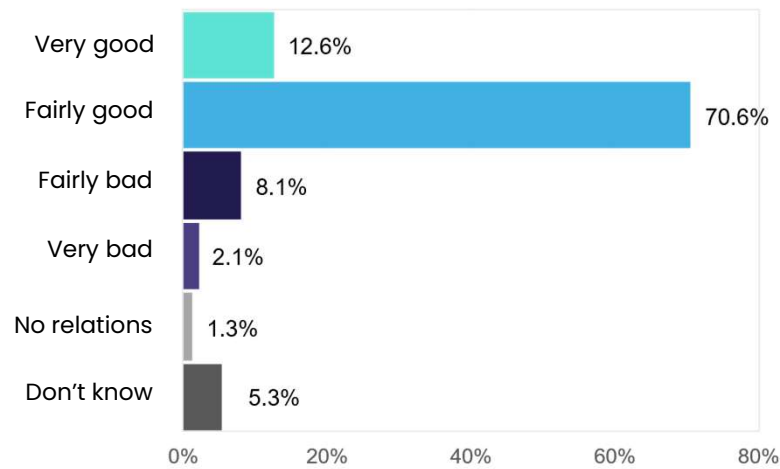


3.

PERCEPTIONS OF EU ENGAGEMENT WITH KOSOVO: RELATIONS & FINANCIAL SUPPORT

EU relations with Kosovo

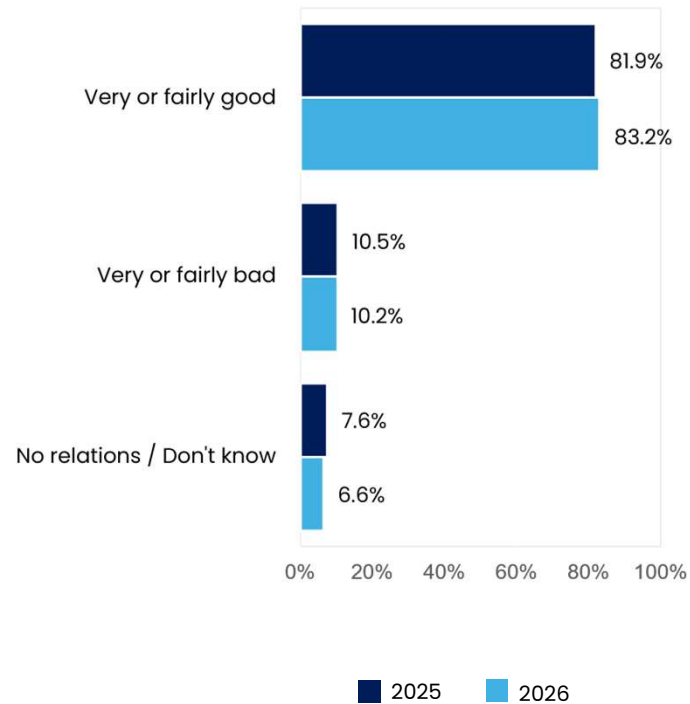
In general, how would you describe the relations that the European Union has with Kosovo?
 Would you describe them as very good, fairly good, fairly bad or very bad?



83%
 of citizens believe Kosovo has good relations with the EU in 2026.

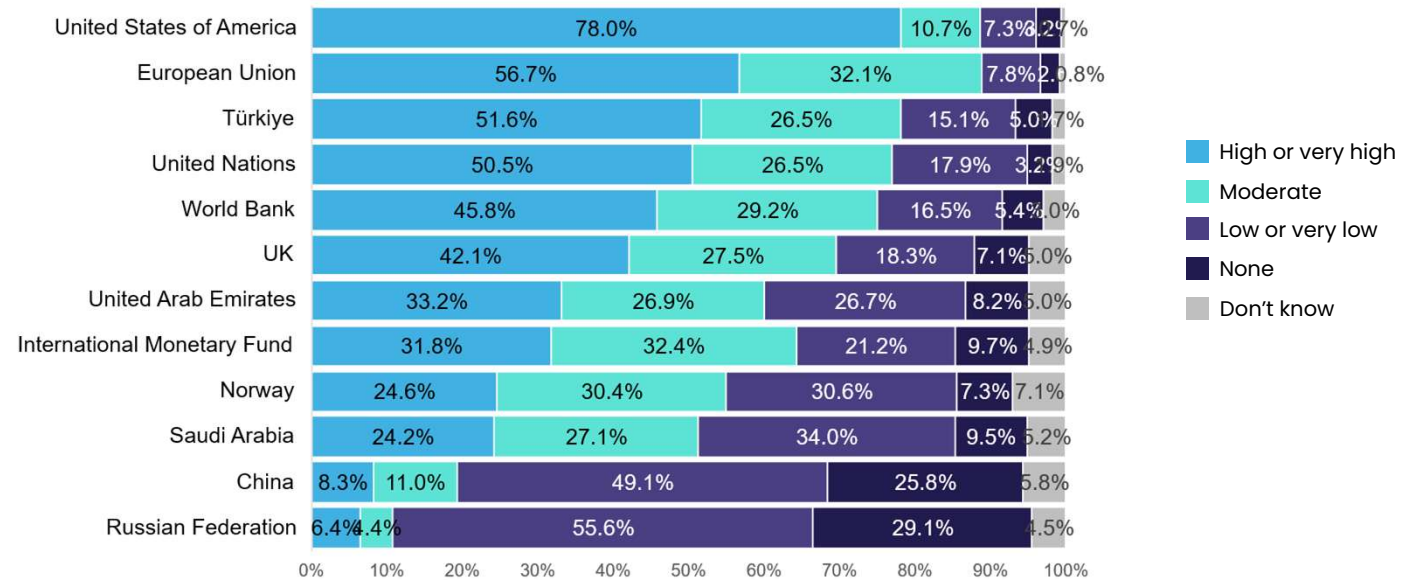
EU relations with Kosovo 2025 vs 2026

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?



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 international actors?

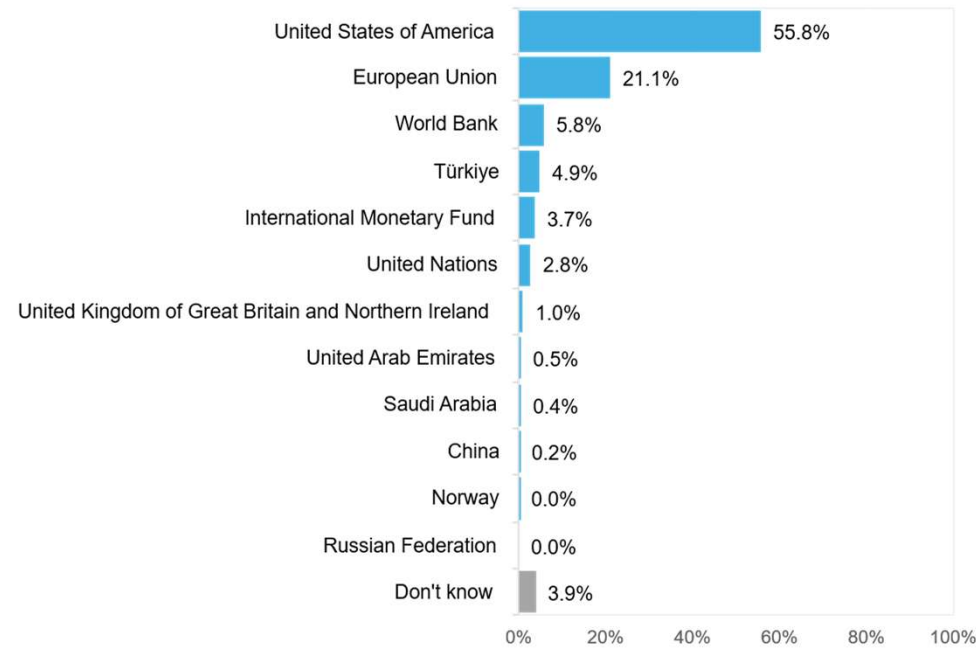


89%

of citizens believe the level of the EU's financial support to Kosovo to be high or moderate (+3.6 percentage points since 2025).

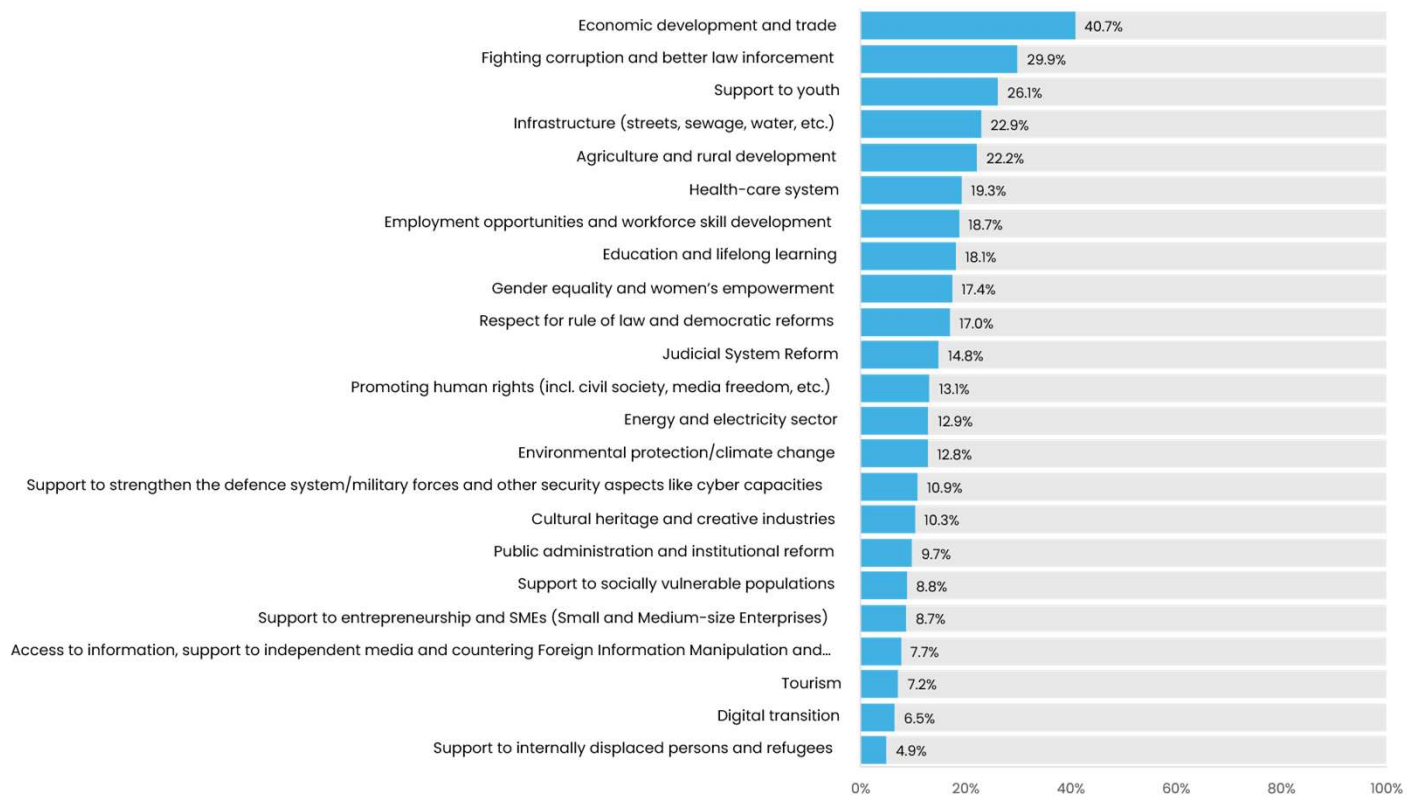
Largest financial contributor to Kosovo

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



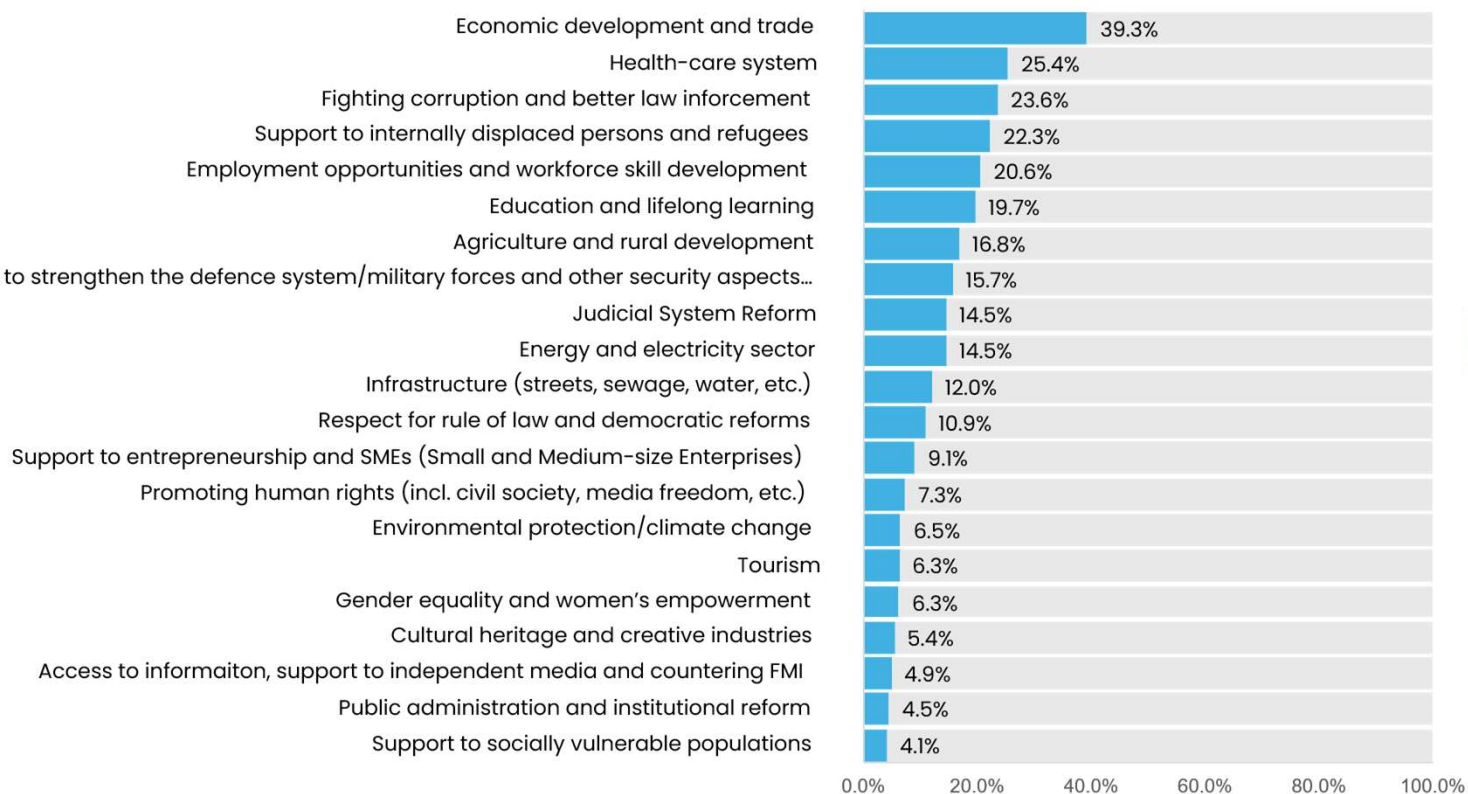
65%
of citizens perceive EU financial support as **effective** or **very effective**

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



Top three priorities for EU support

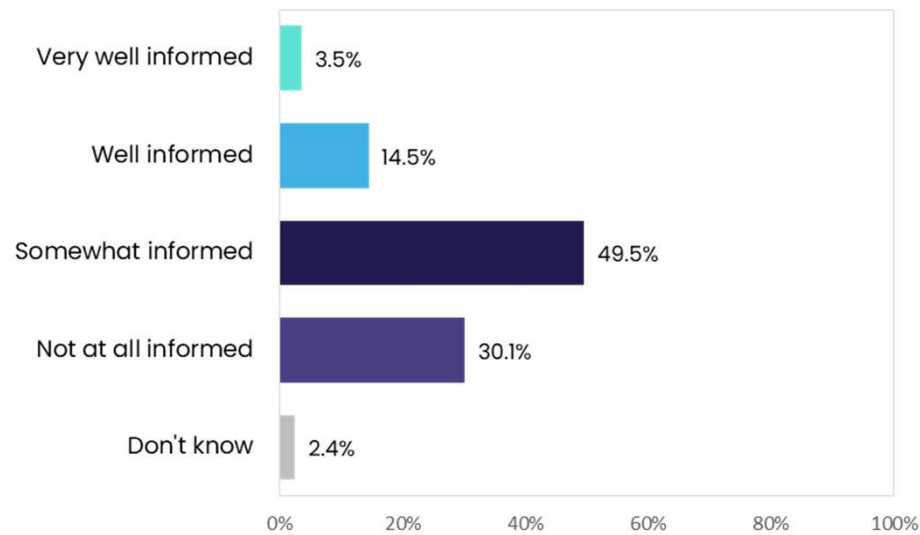


4.

EU ACCESSION: SUPPORT, EXPECTATIONS & OBSTACLES

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

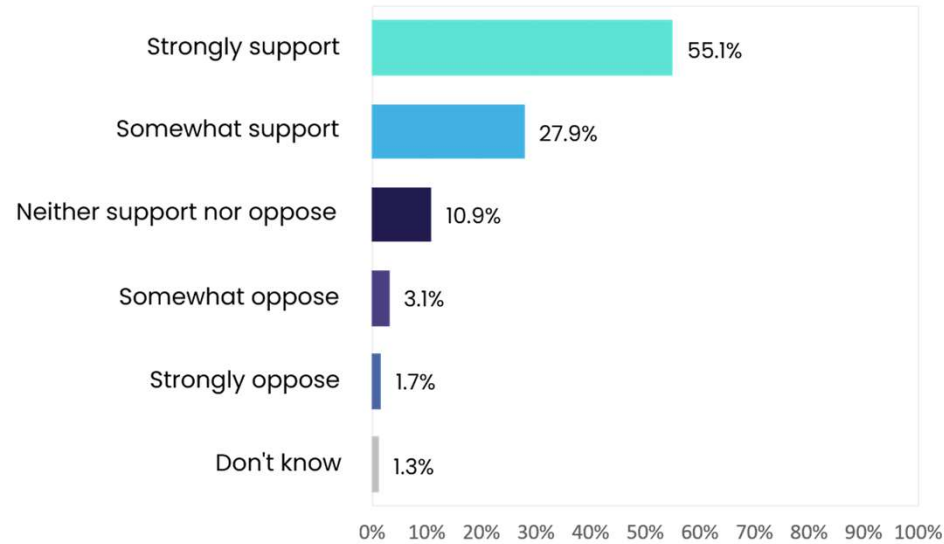
Awareness of Kosovo's EU integration process



18% of citizens say they are **well or very well informed** about Kosovo's EU integration process.

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

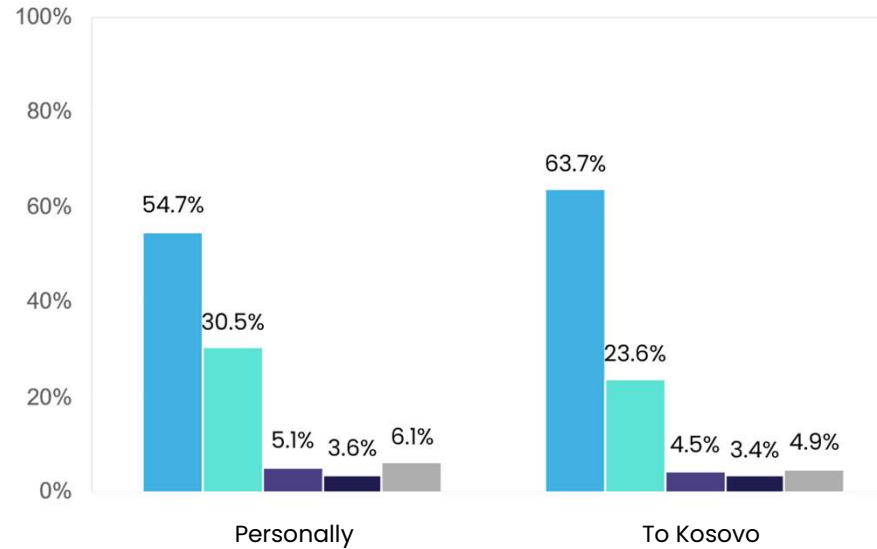
Support for Kosovo's EU accession



83%
of citizens **strongly or somewhat support** Kosovo's accession to the EU.

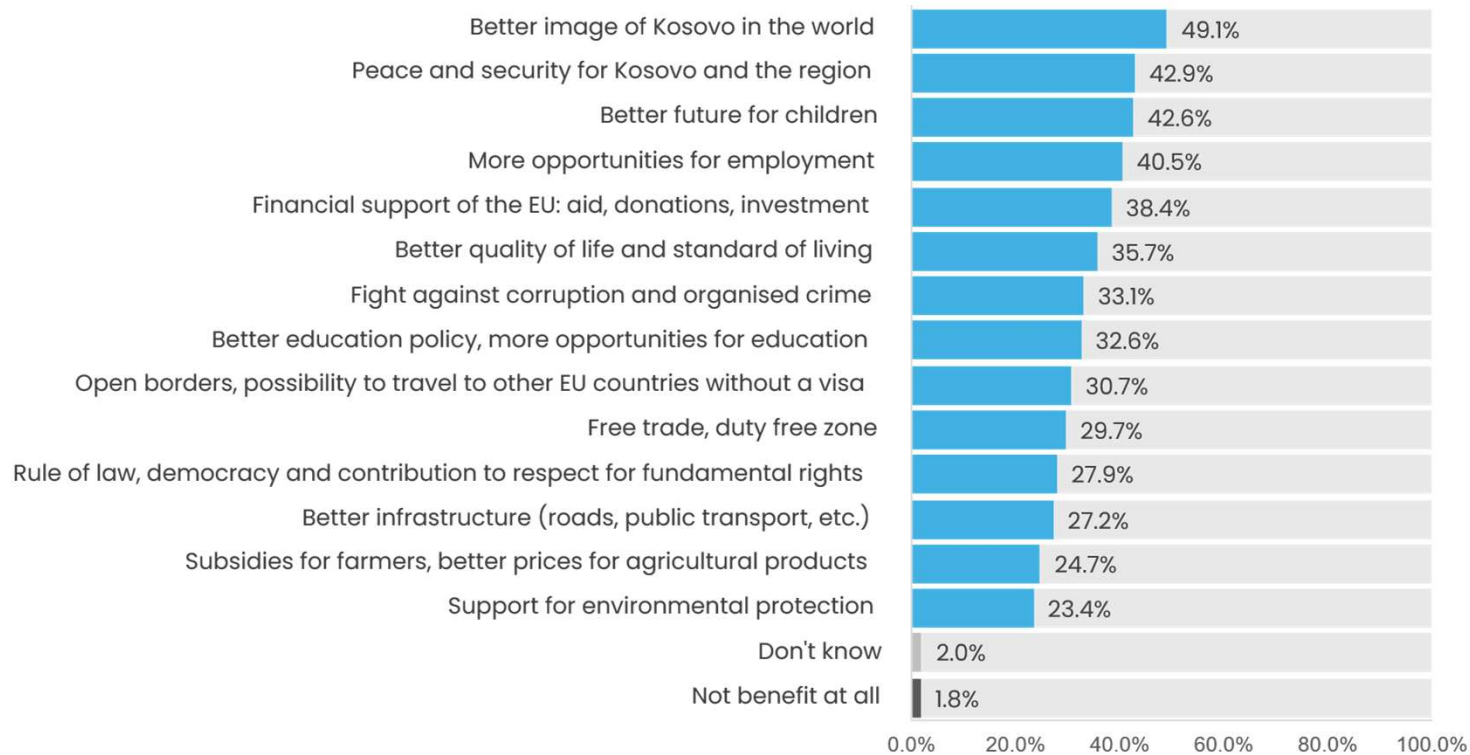
Perceptions of EU membership impact

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



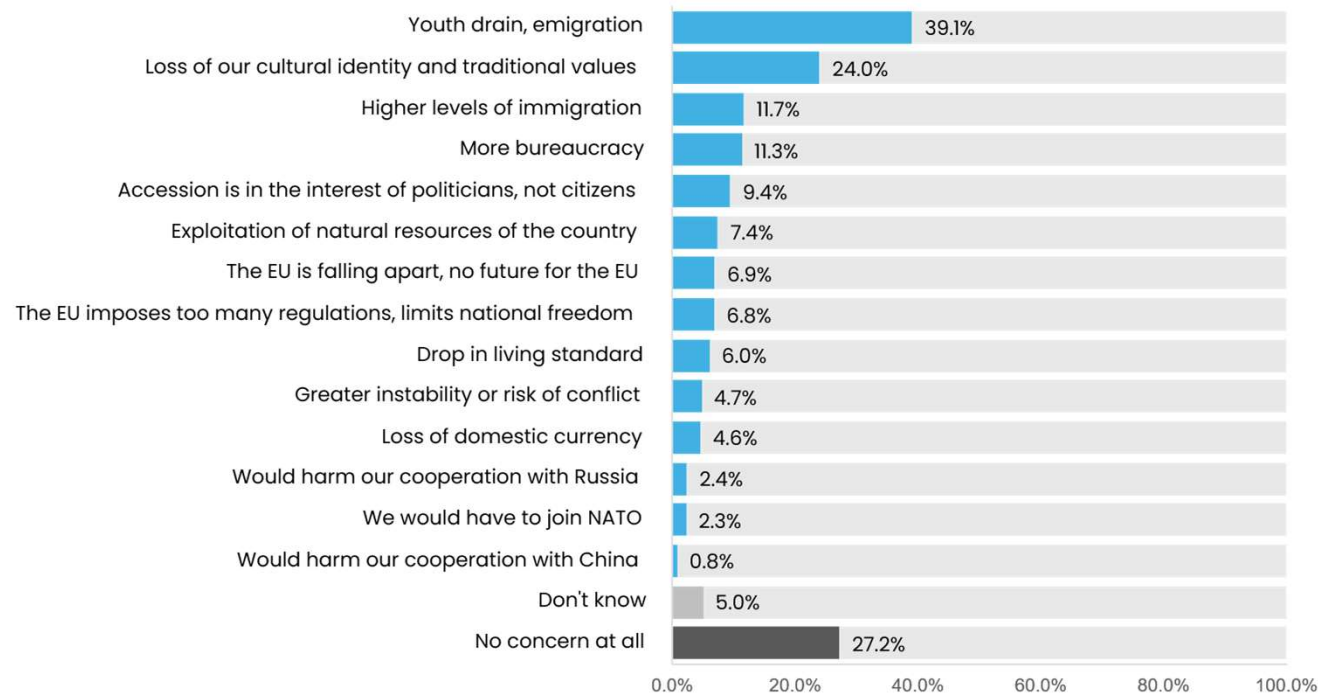
- Many more advantages than disadvantages
- Slightly more advantages than disadvantages
- Slightly more disadvantages than advantages
- Many more disadvantages than advantages
- Don't know

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



Perceived benefits of EU membership

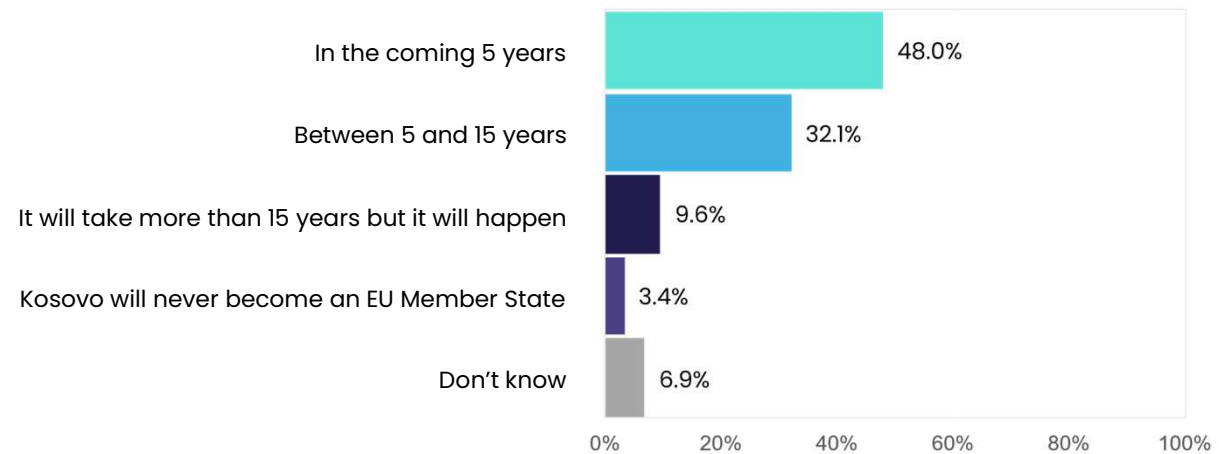
What do you think would be the main concerns of Kosovo becoming a member of the EU?



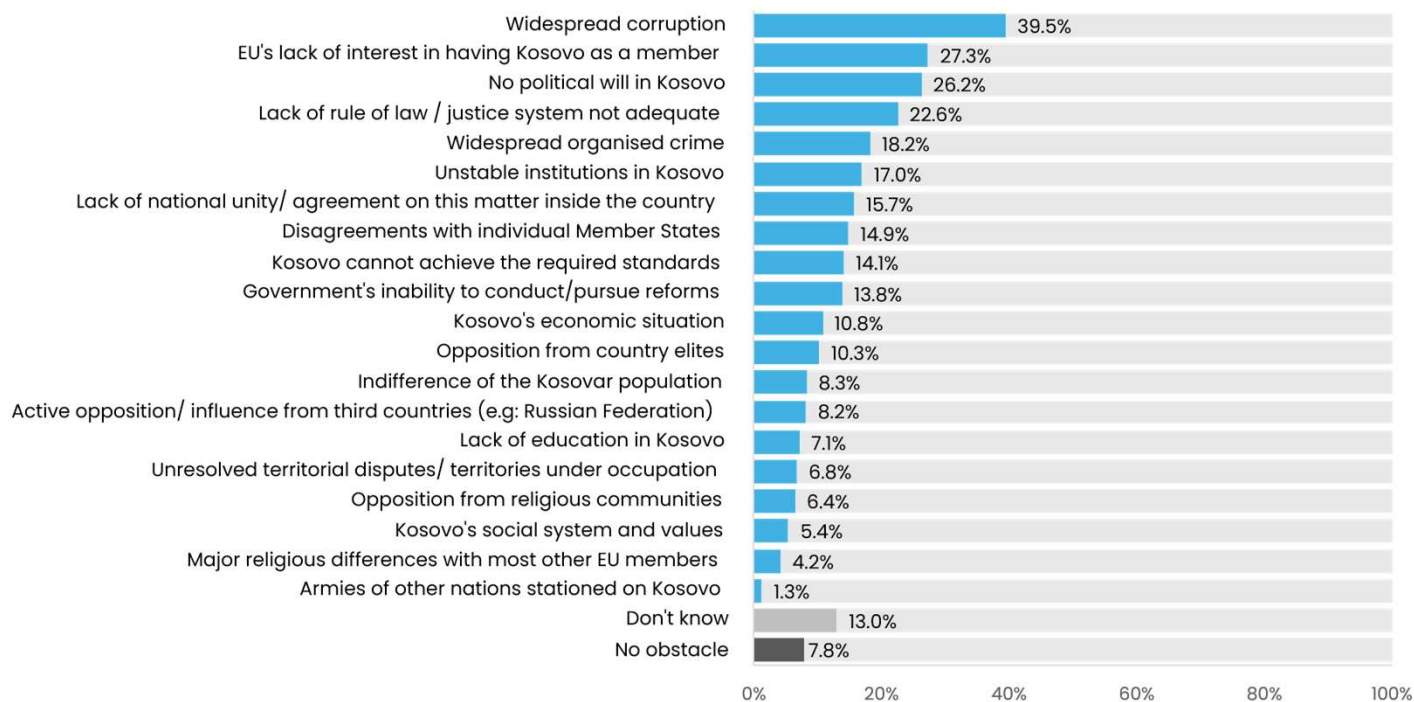
Perceived concerns of EU membership

Perceived
timeline of EU
membership

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



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



Perceived barriers to EU accession

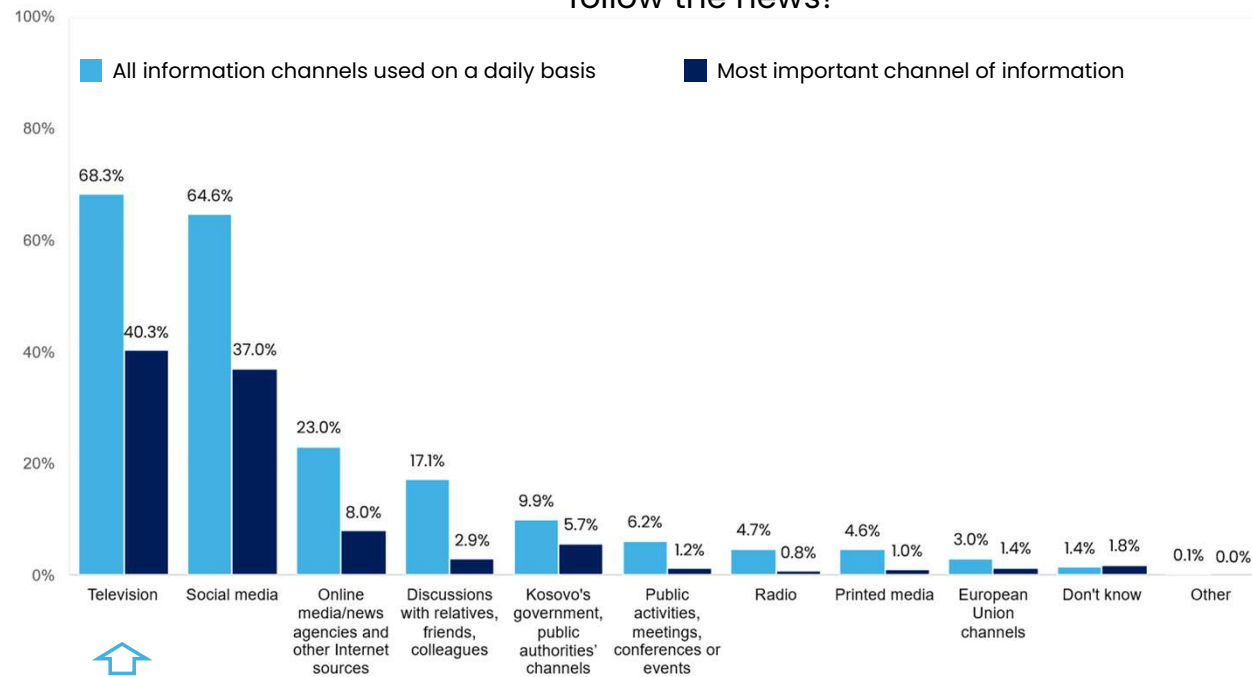


5.

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?



↑
MOST USED
ON DAILY
BASIS

Stay in touch & keep informed
however, whenever:

