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**WeBalkans.eu**

# ANNUAL SURVEY

Spring 2026

# 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 settlements as Primary Sampling Units (PSUs) & individuals as Secondary Sampling Units (SSUs).

Face-to-face interviews (fieldwork) conducted in **February** / early **March 2026** and covering the following topics:

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

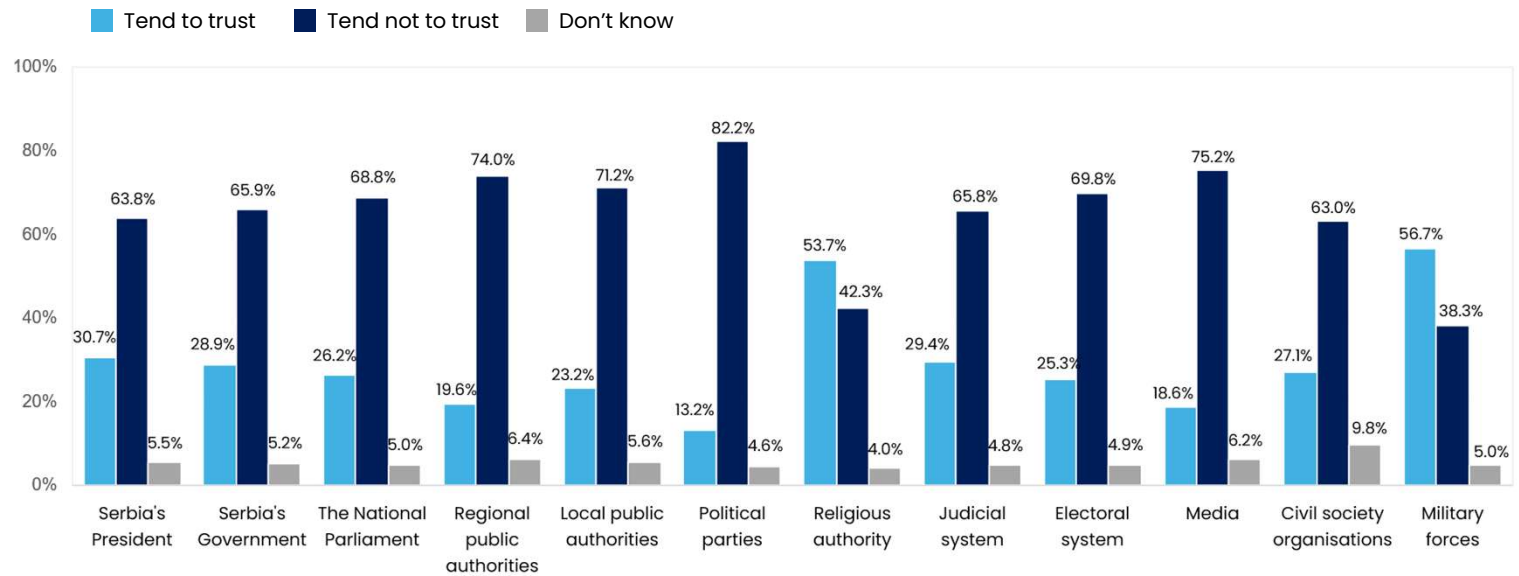


1.

# CONTEXT & INSTITUTIONAL LANDSCAPE

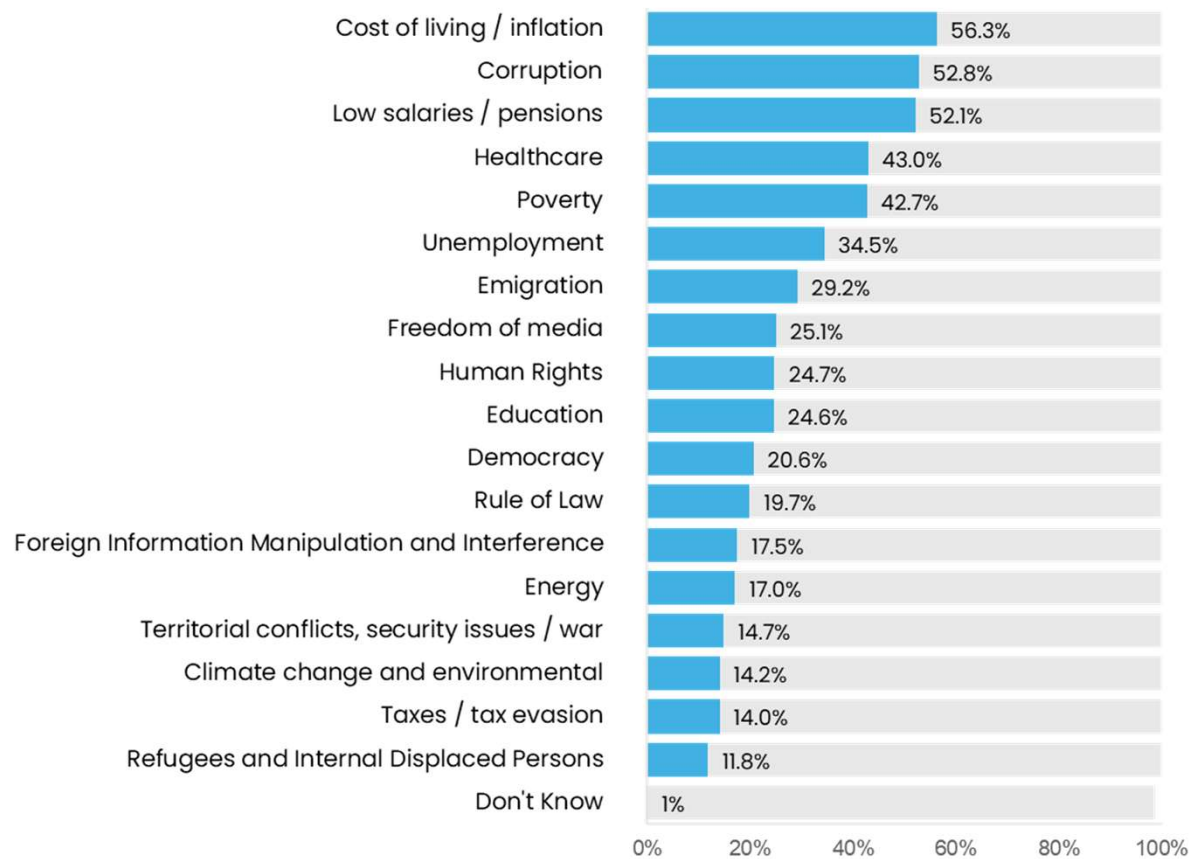
Trust levels across key institutions and systems

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 Serbia?



Most pressing problems in Serbia

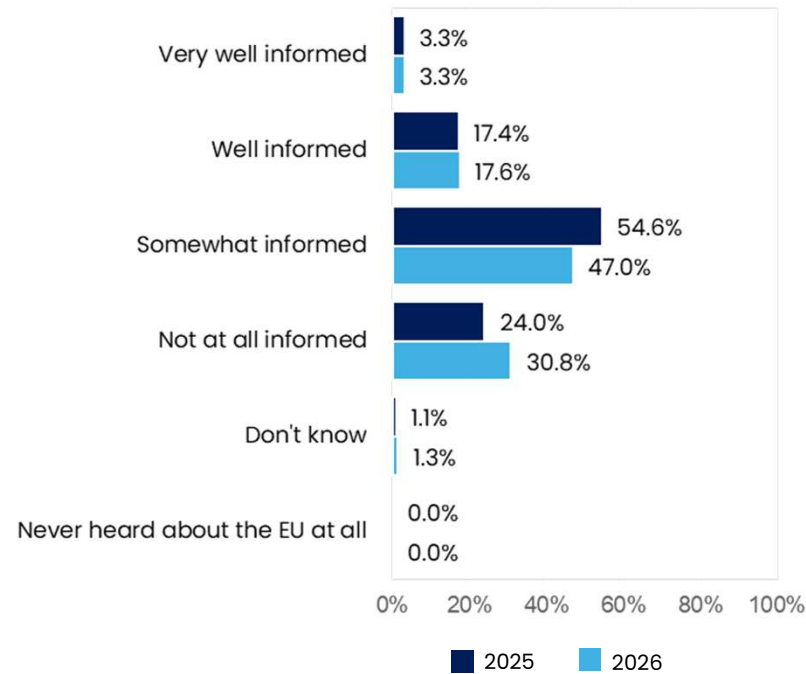


# 2.

## THE EU IN SERBIA: IMAGE, TRUST & VISIBILITY

Awareness of the EU

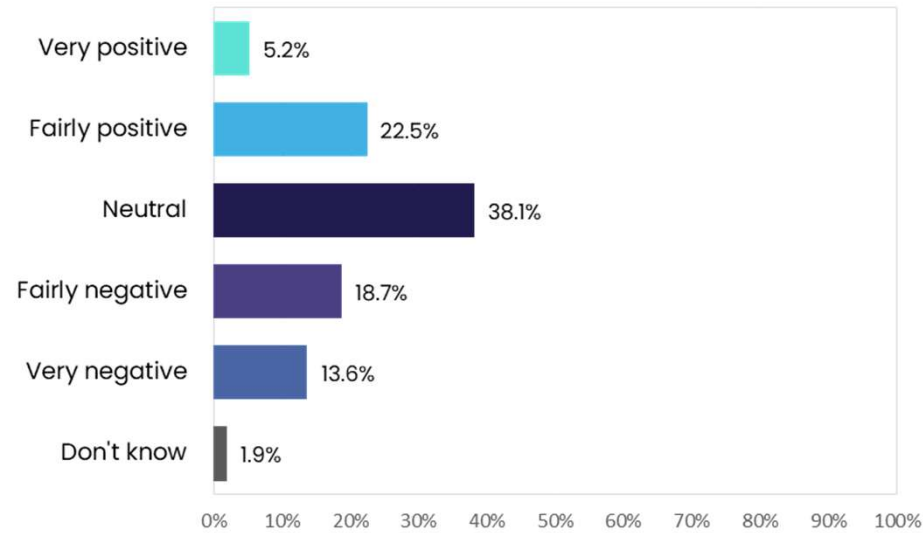
To what extent are you informed about the European Union?



**21%** of citizens say they are **well or very well informed** about the EU.

Image of the EU

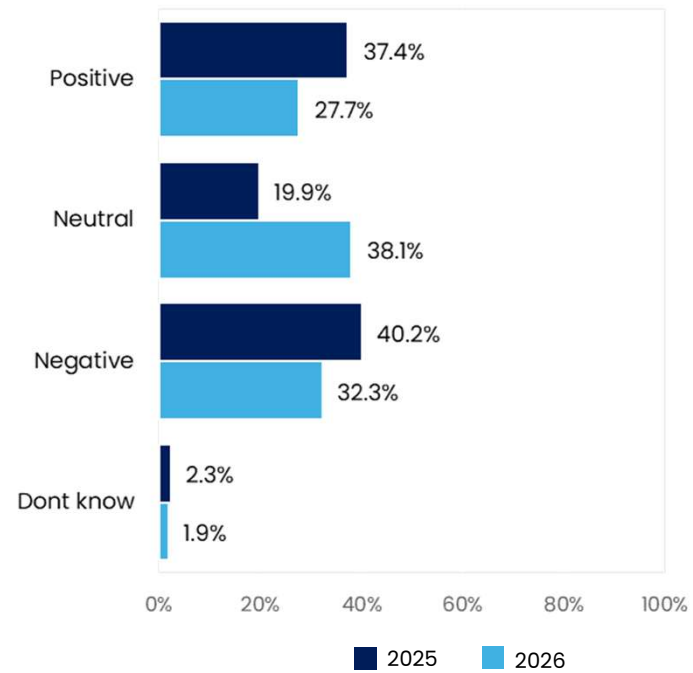
Do you have a very positive, fairly positive, neutral, fairly negative or very negative image of the European Union?



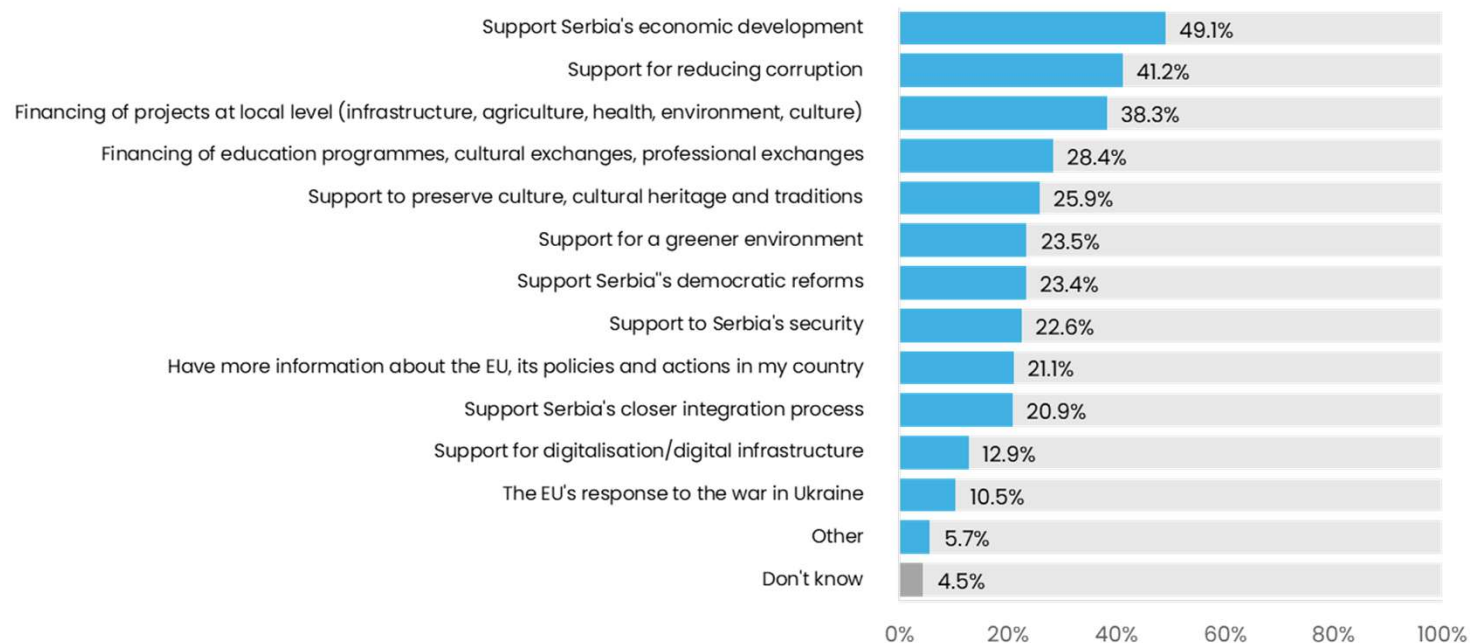
**28%** of citizens have a **positive image** of the EU in 2026.

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



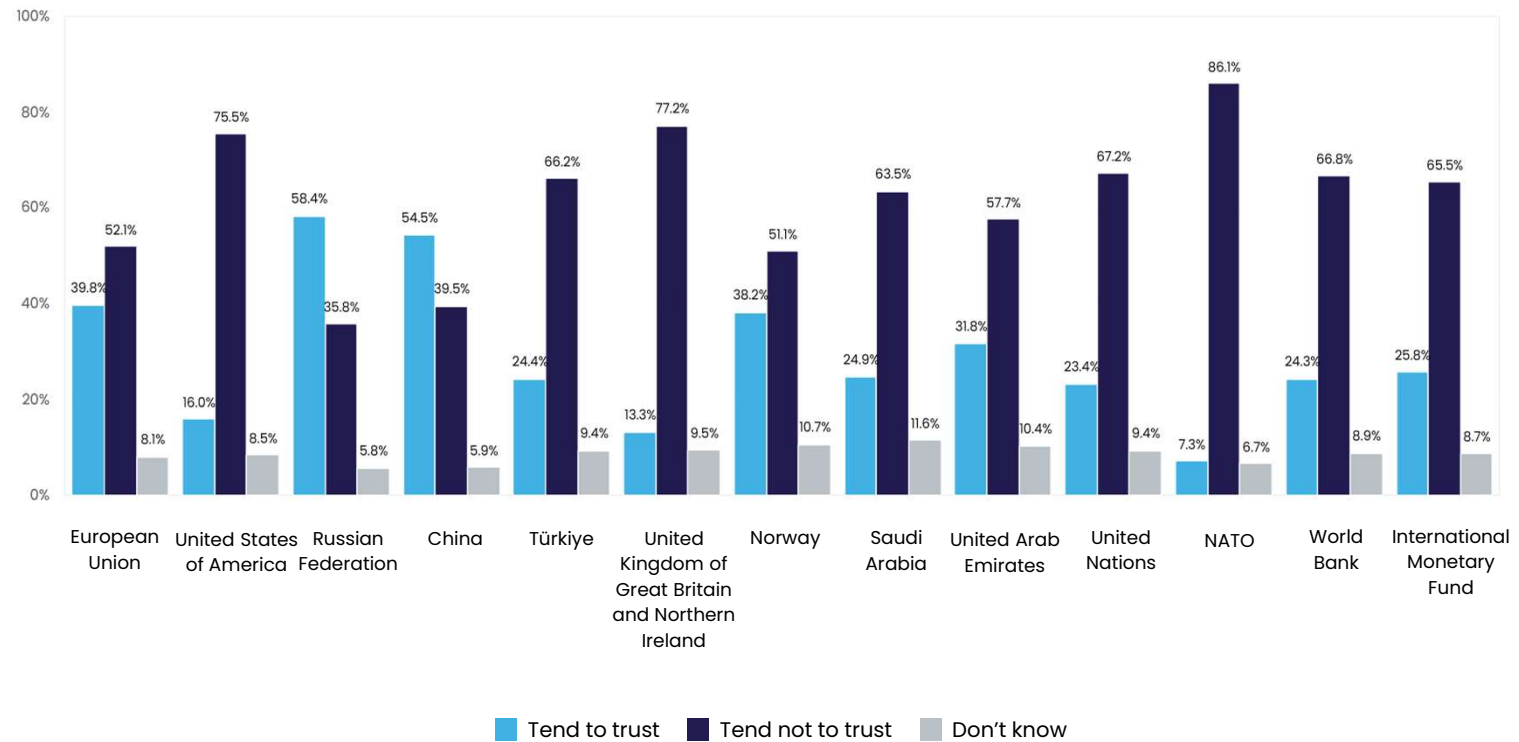
In your opinion, which factors could make Serbians more positively disposed towards the EU?



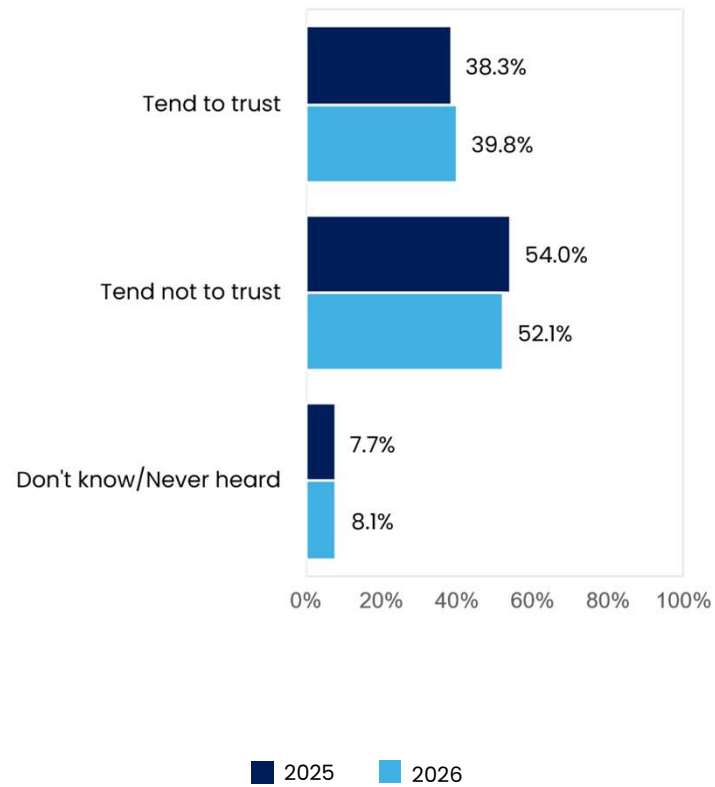
Levers to increase positive perceptions of the EU

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.

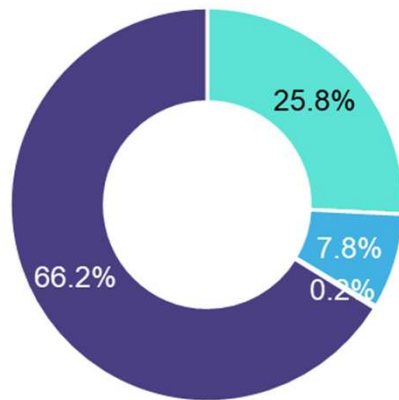


# Trust towards EU 2025 vs 2026



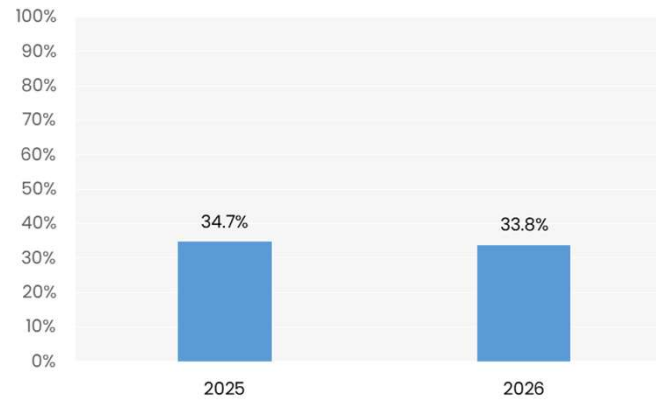
Have you read, seen or heard, or looked for any information about the EU in the last three months?

2026 level of exposure to information on EU – detailed breakdown



- **Yes**, I've read / heard / seen information about the EU
- **Yes**, I've 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

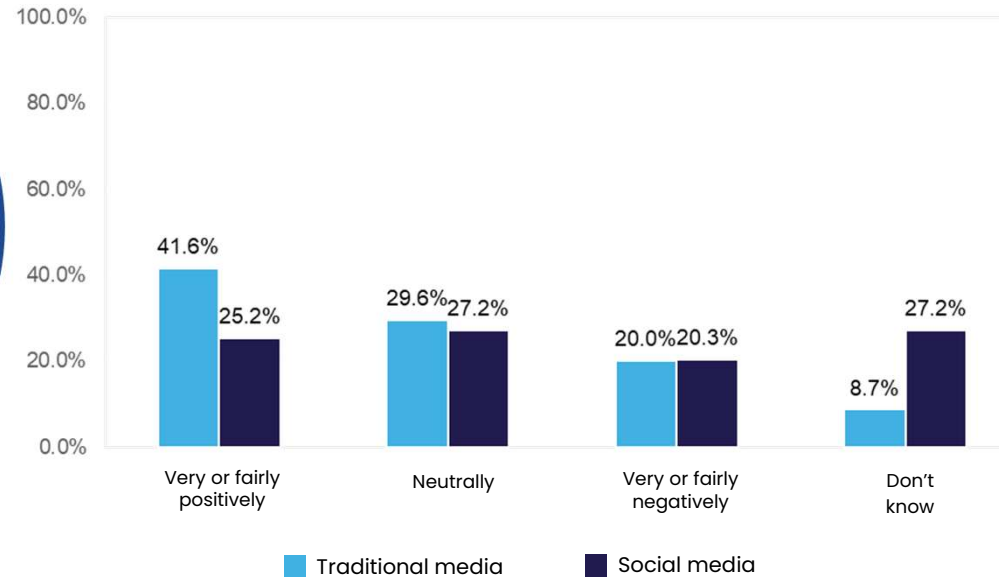
Level of exposure to information about the EU over time



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 newspaper) and in social media?



Awareness of the webalkans.eu website:

**18%**

of citizens have accessed (4.8%) or heard (13.2%) it

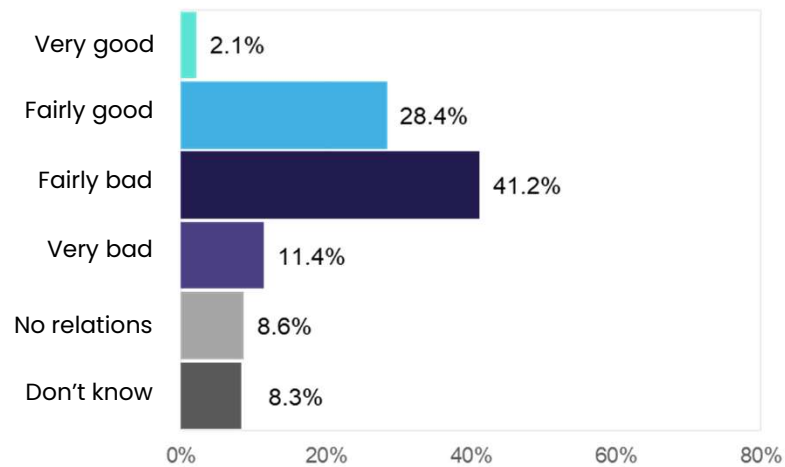


**3.**

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

EU relations with Serbia

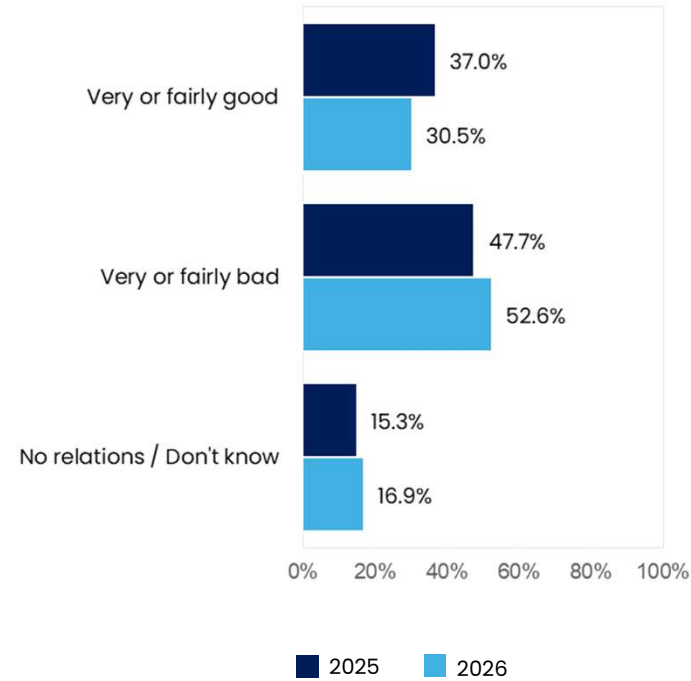
In general, how would you describe the relations that the European Union has with Serbia?  
Would you describe them as very good, fairly good, fairly bad or very bad?



**31%**  
of citizens believe Serbia has good relations with the EU in 2026.

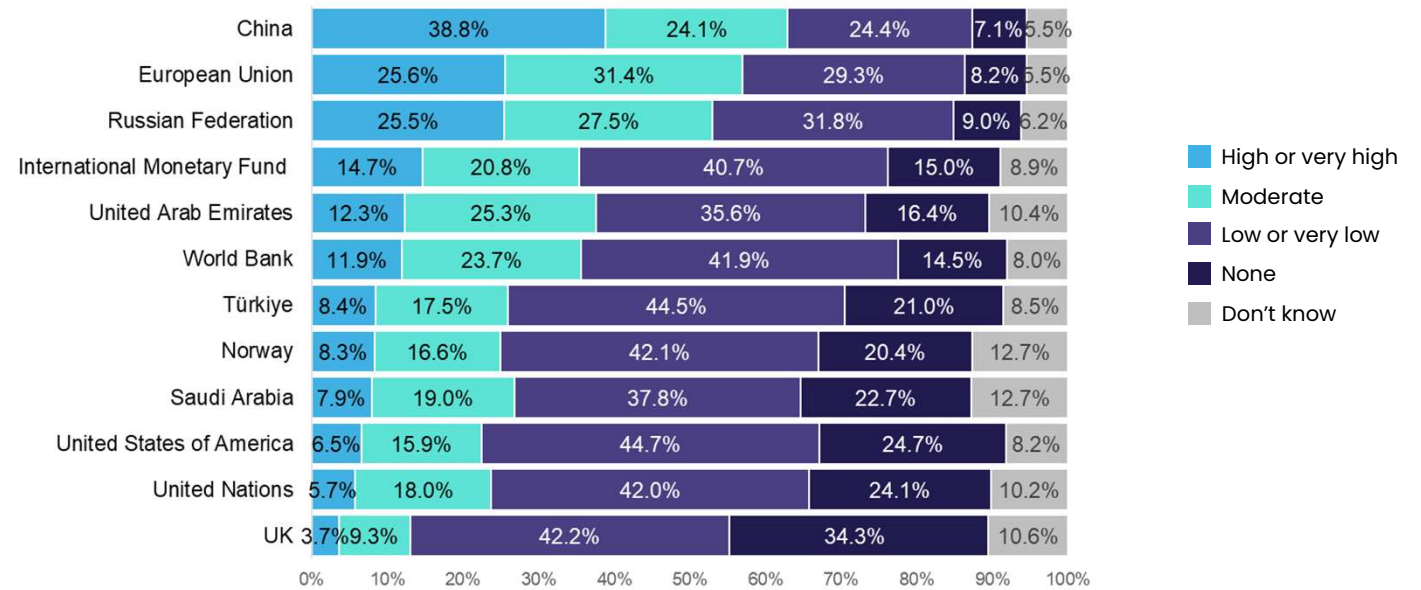
EU relations with Serbia 2025 vs 2026

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?



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 international actors?

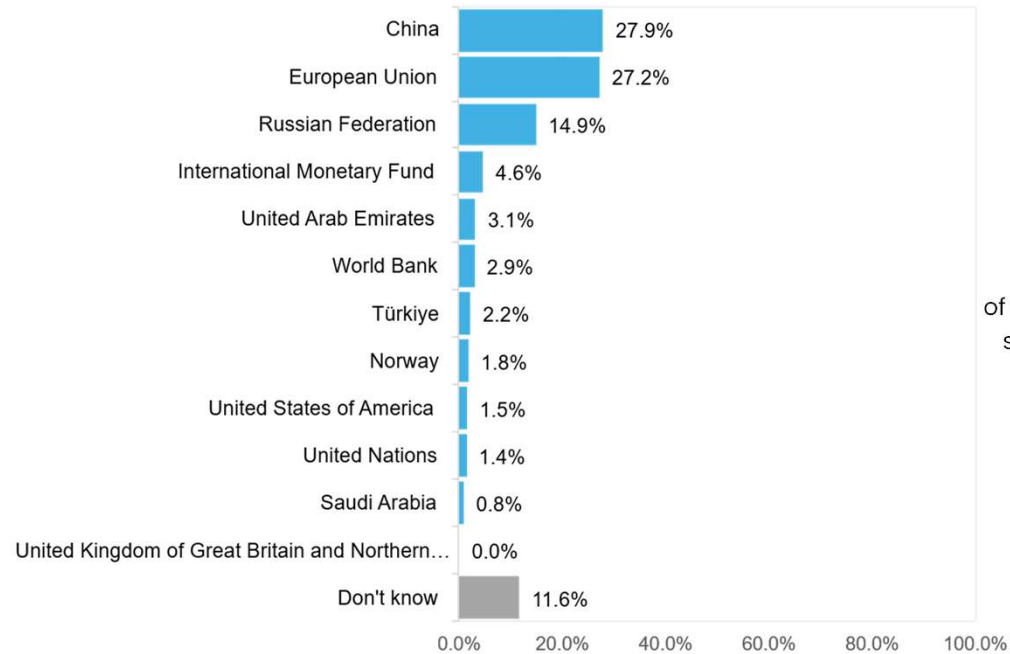


57%

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

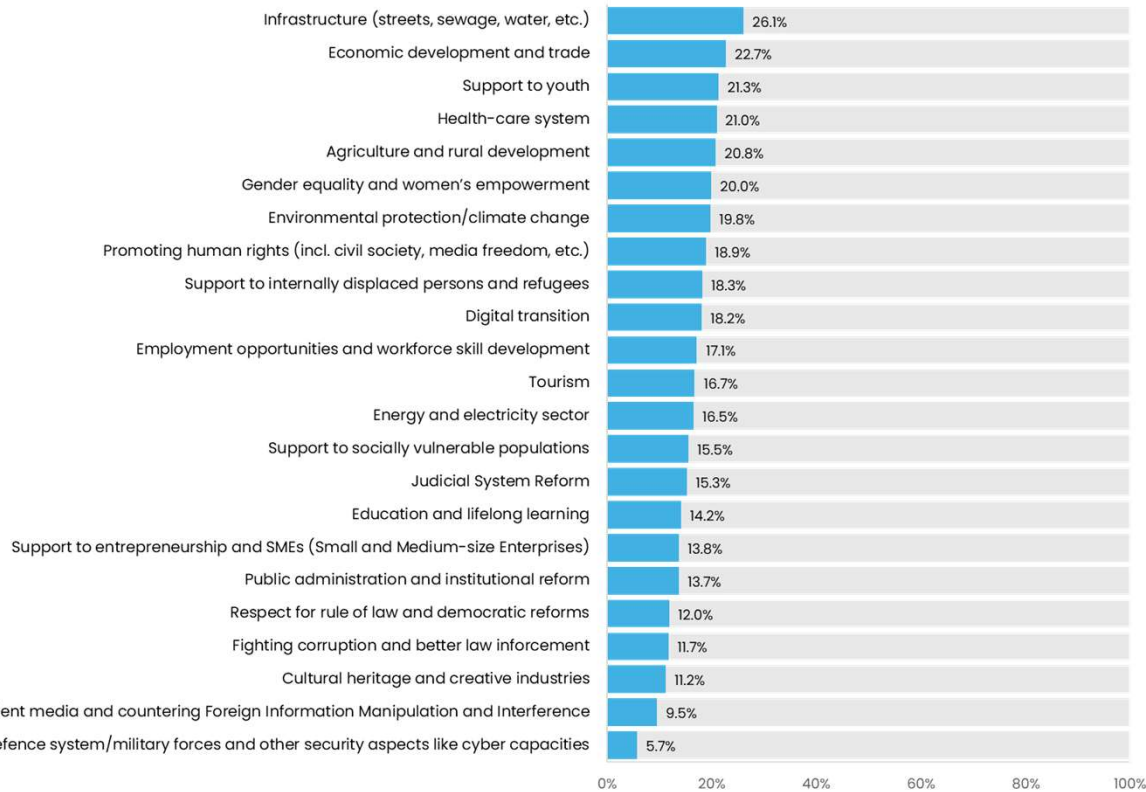
Largest financial contributor to Serbia

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



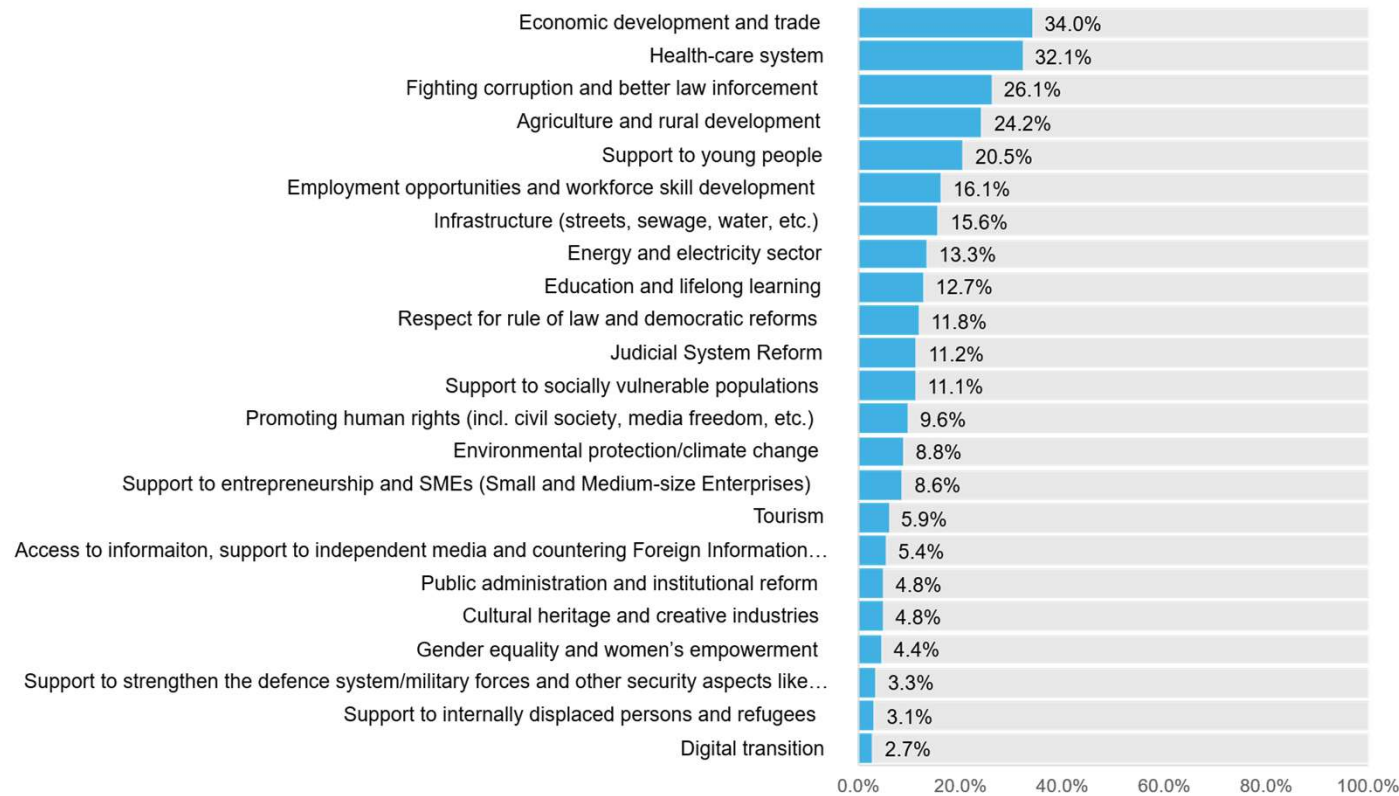
**30%**  
of citizens perceive EU financial support as **effective** or **very effective**

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



Top three priorities for EU support

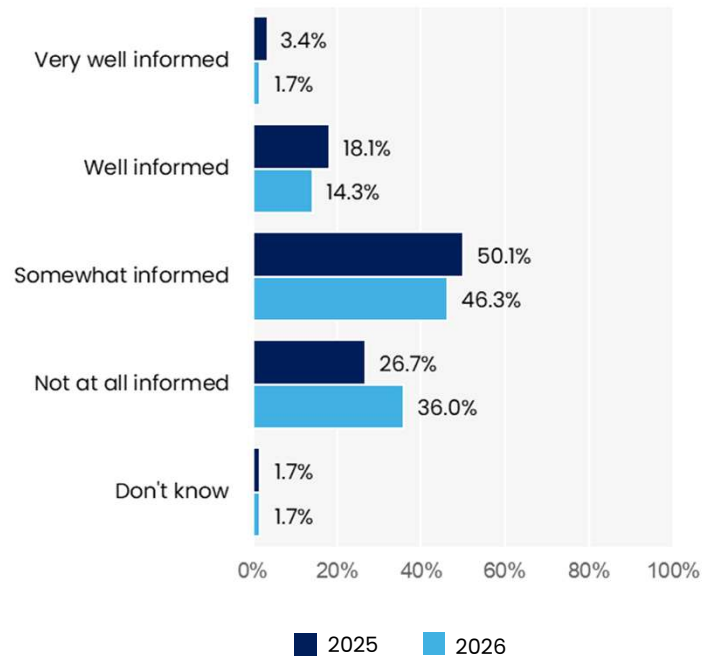


4.

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

Awareness of Serbia's EU integration process

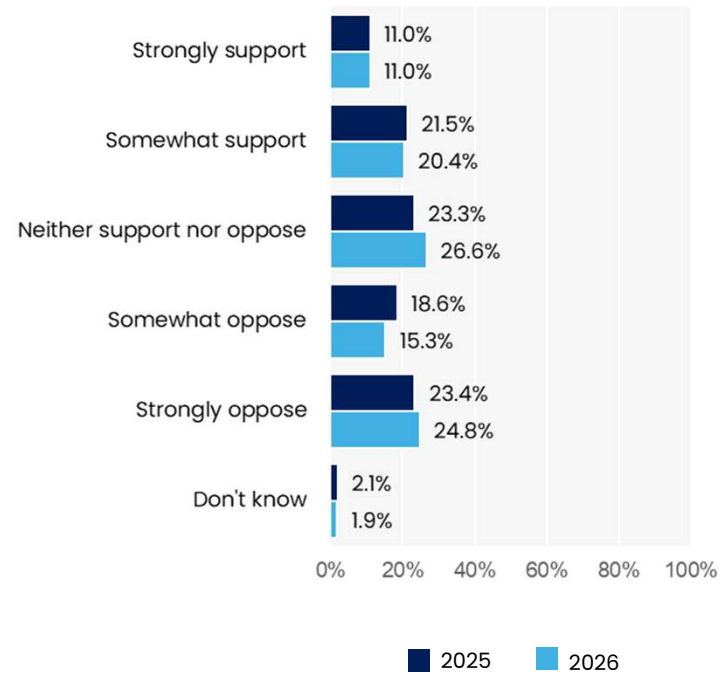
To what extent do you consider yourself well informed about Serbia's process of integration into the EU?



**16%** of citizens say they are **well or very well informed** about the Serbia's EU integration process.

Support for Serbia's EU accession

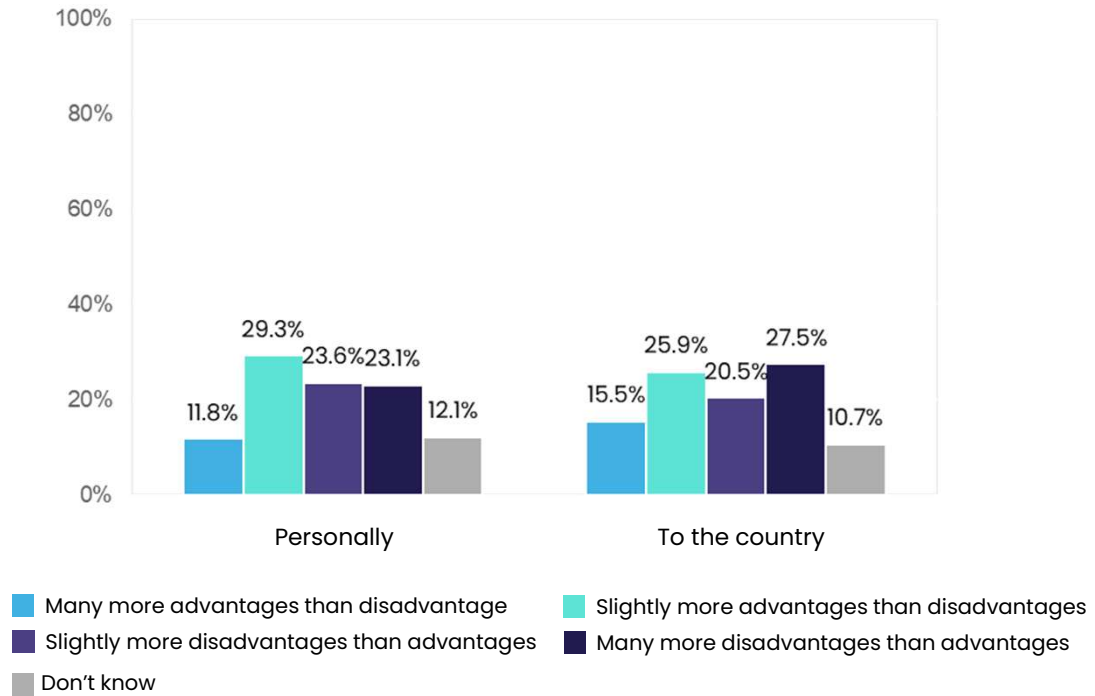
Overall, do you personally support or oppose Serbia's accession to the EU?



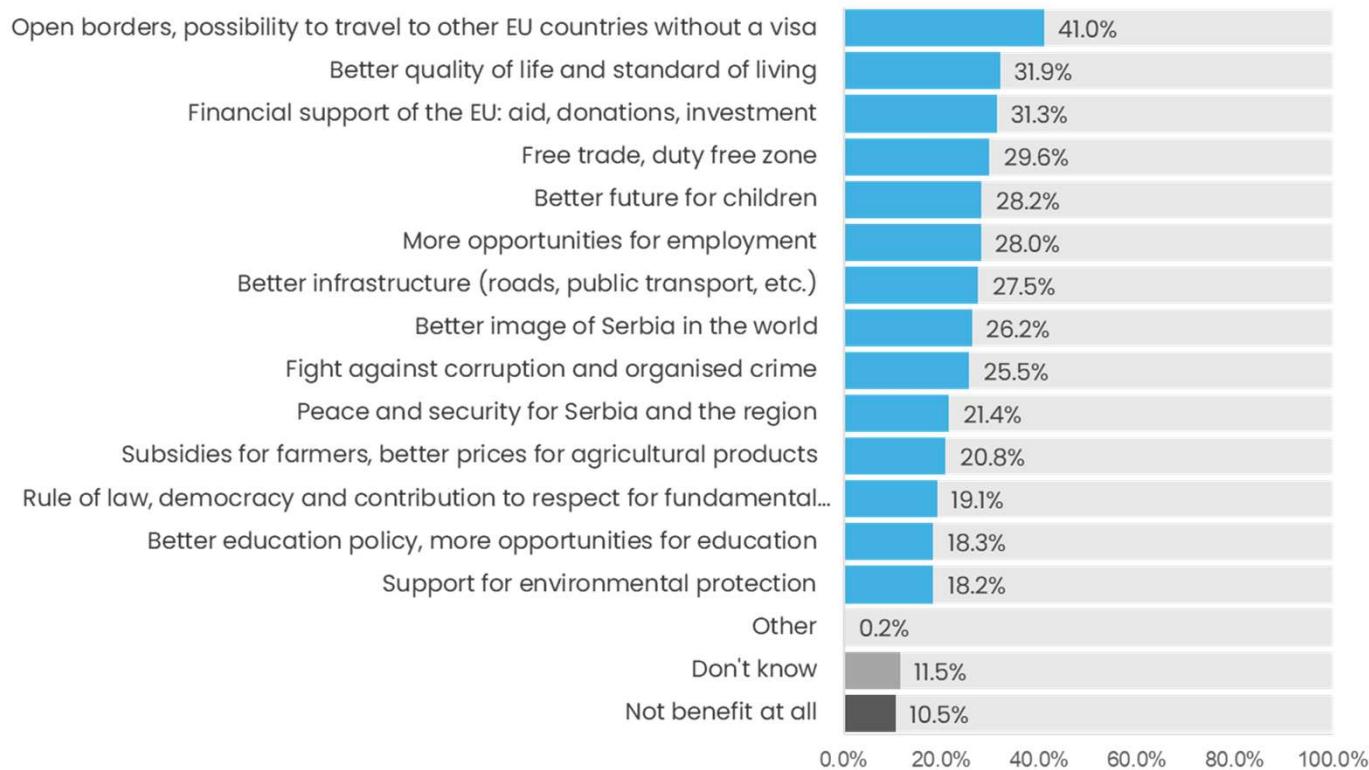
**31%**  
of citizens **strongly or somewhat support** Serbia's accession to the EU.

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 Serbia?

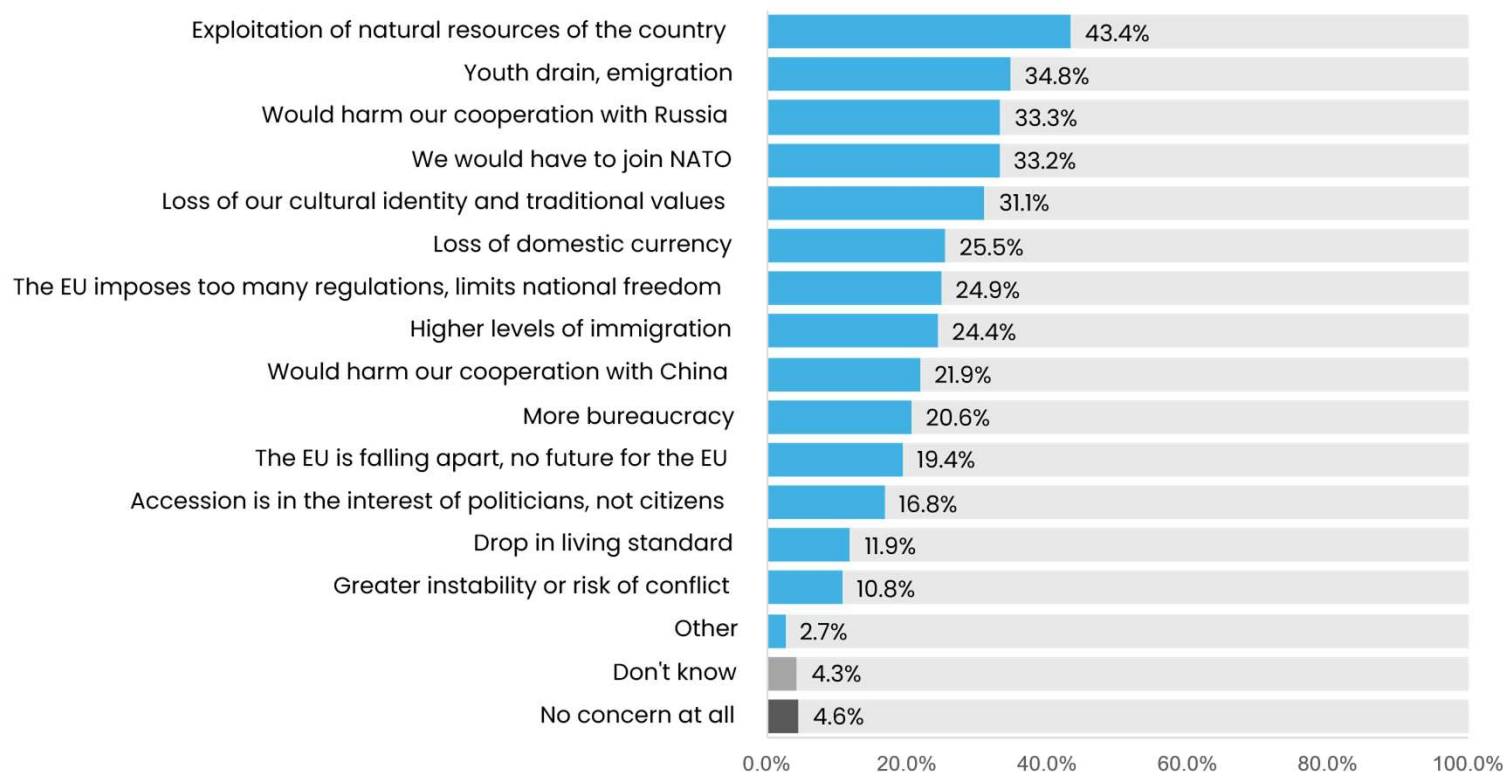


What do you think would be the main benefits of Serbia becoming a member of the EU?



Perceived benefits of EU membership

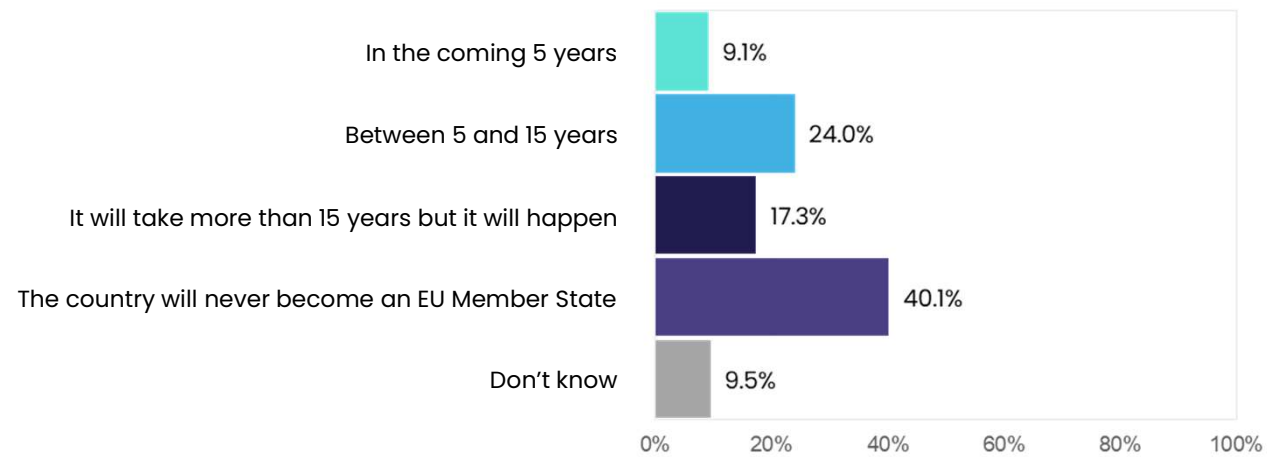
What do you think would be the main concerns of Serbia becoming a member of the EU?



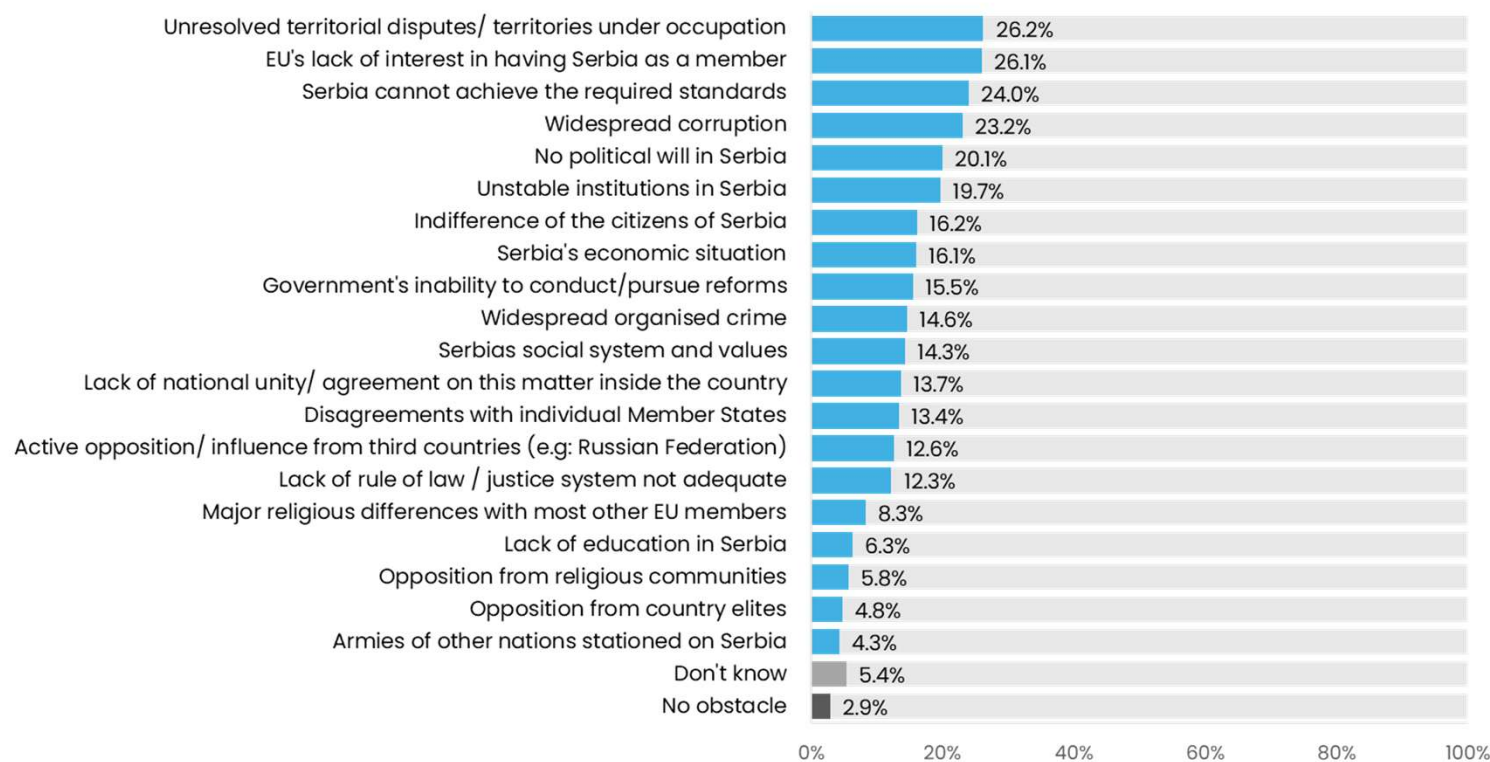
Perceived concerns of EU membership

Perceived timeline of EU membership

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?



Perceived  
barriers to EU  
accession

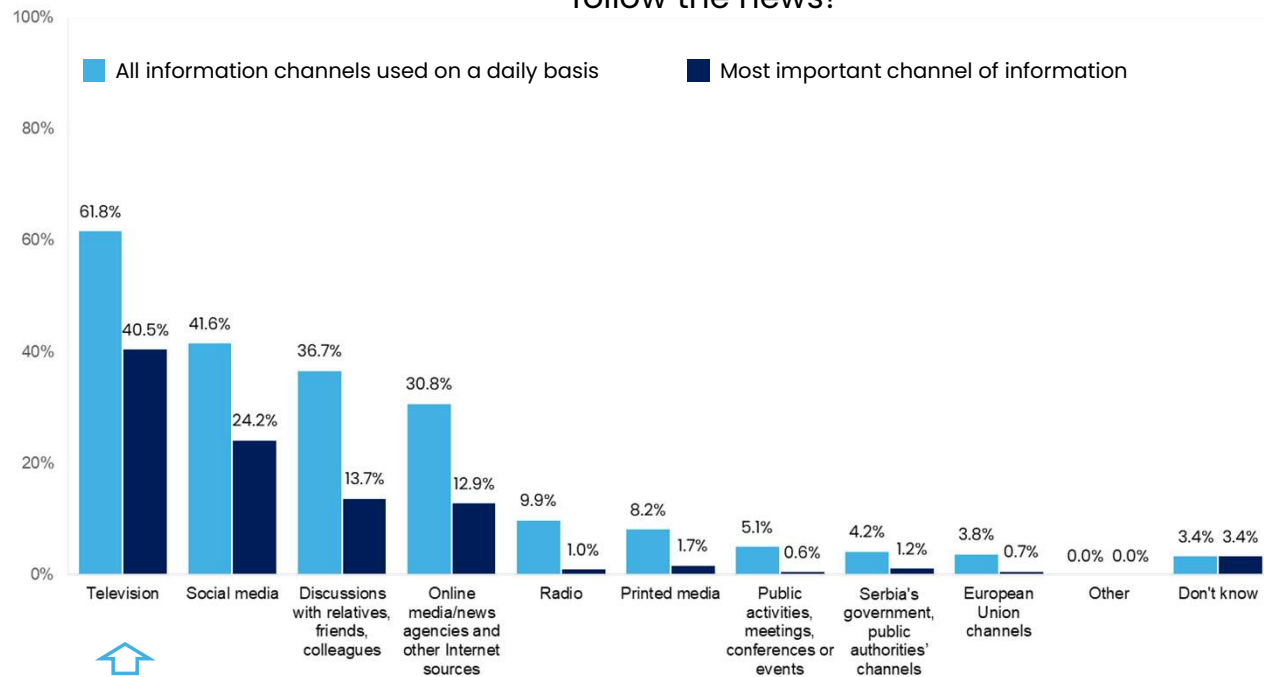


5.

## 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:

