



Funded by  
the European Union

**WeBalkans.eu**

# ANNUAL SURVEY

Spring 2026

## ALBANIA





# Methodology

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

**1040 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 late **January** and the beginning of **March 2026** and covering the following topics:

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

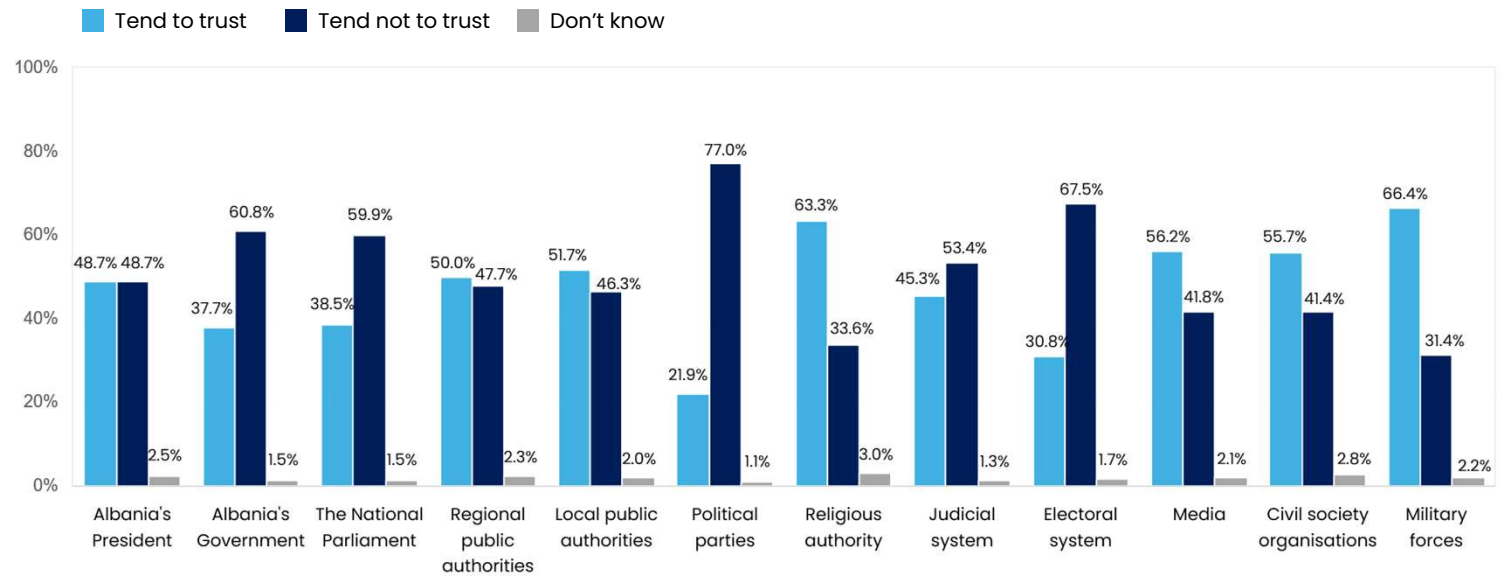


1.

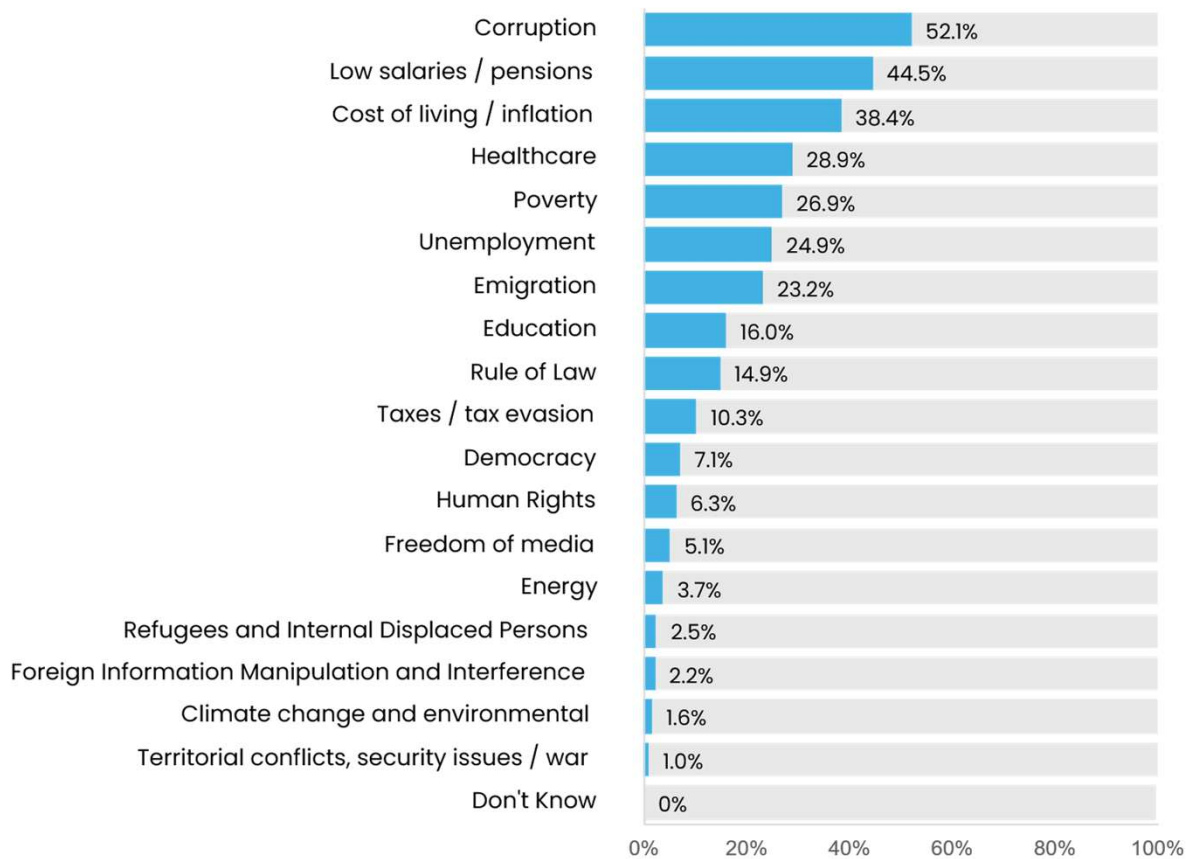
# CONTEXT & INSTITUTIONAL LANDSCAPE

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 Albania?



Most pressing problems in Albania

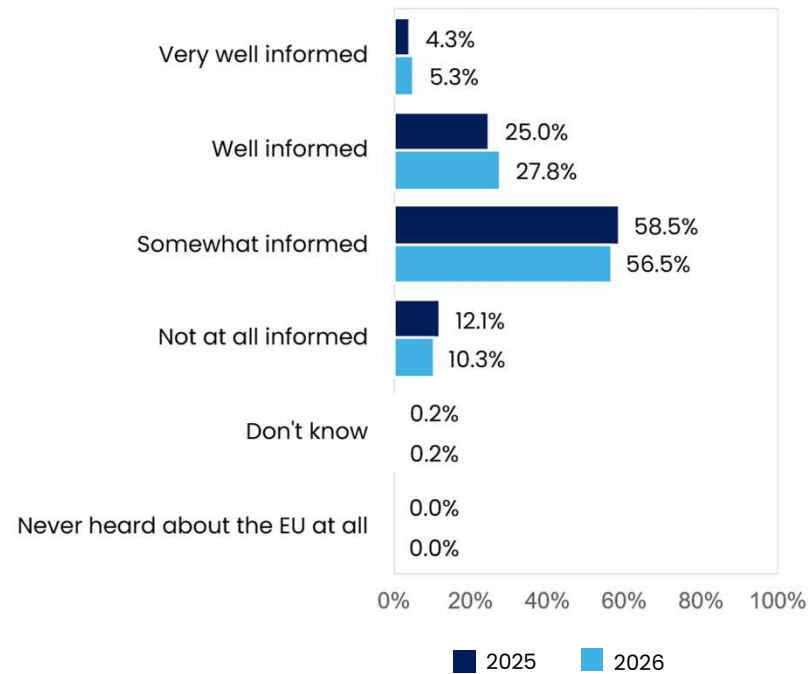


2.

**THE EU IN ALBANIA:  
IMAGE, TRUST & VISIBILITY**

Awareness of the EU

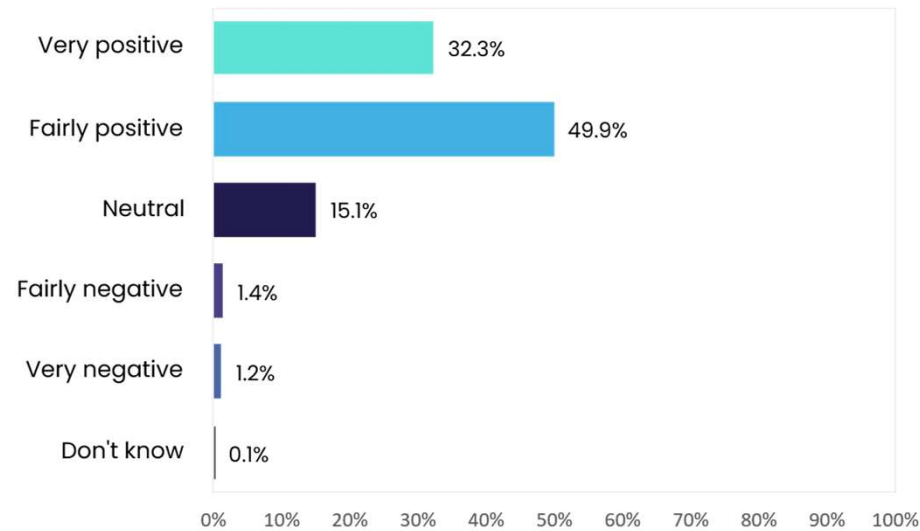
To what extent are you informed about the European Union?



**33%**  
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?

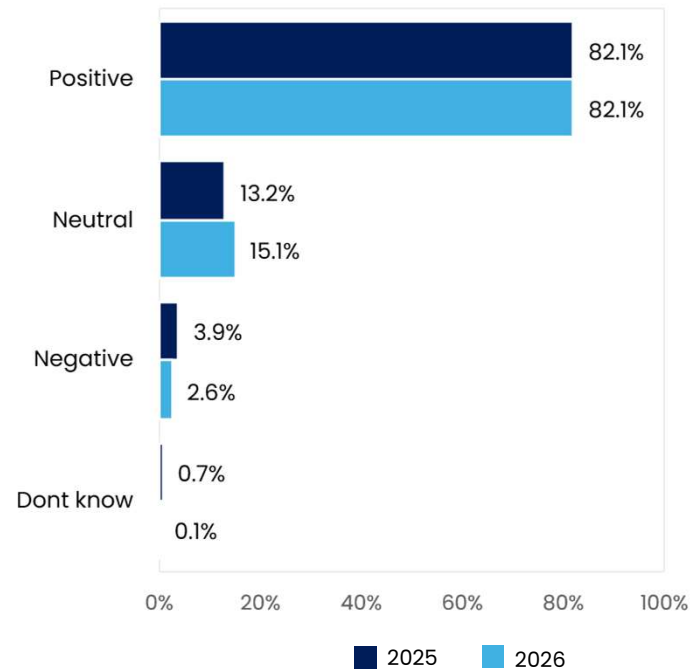


**82%**  
of citizens have a **positive image** of  
the EU in 2026.

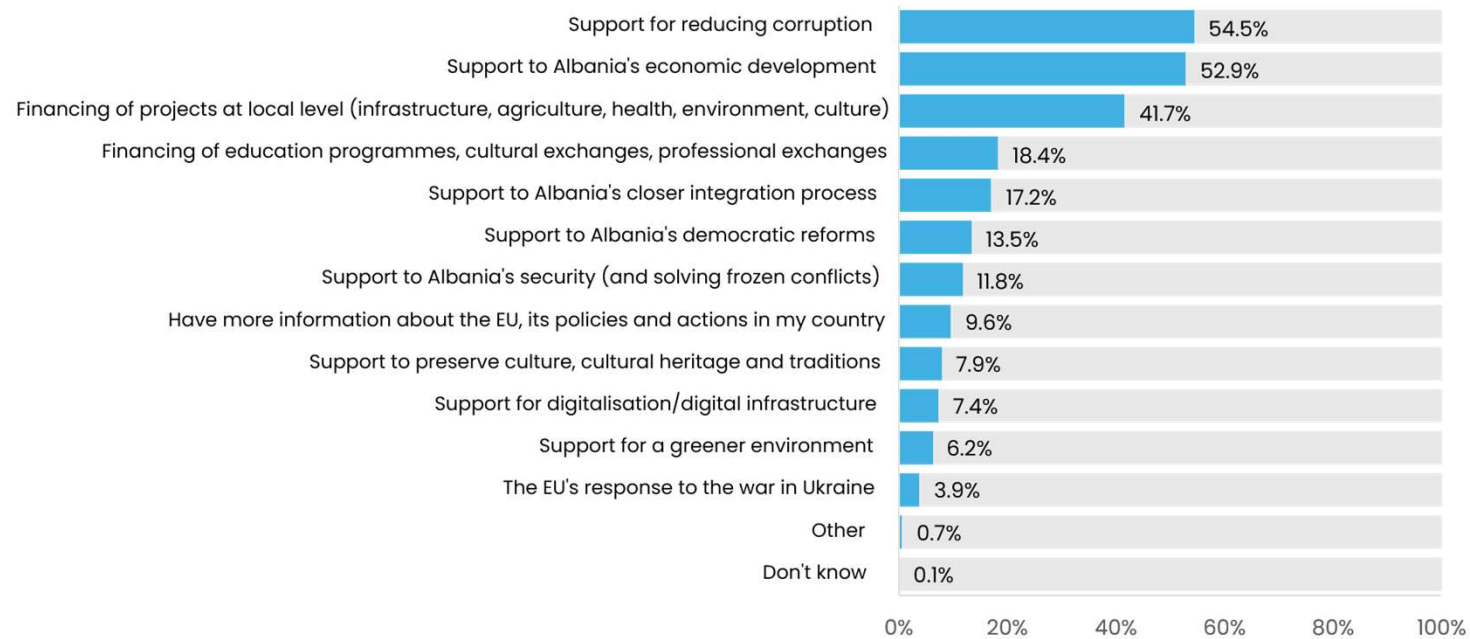
Image of  
the EU

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



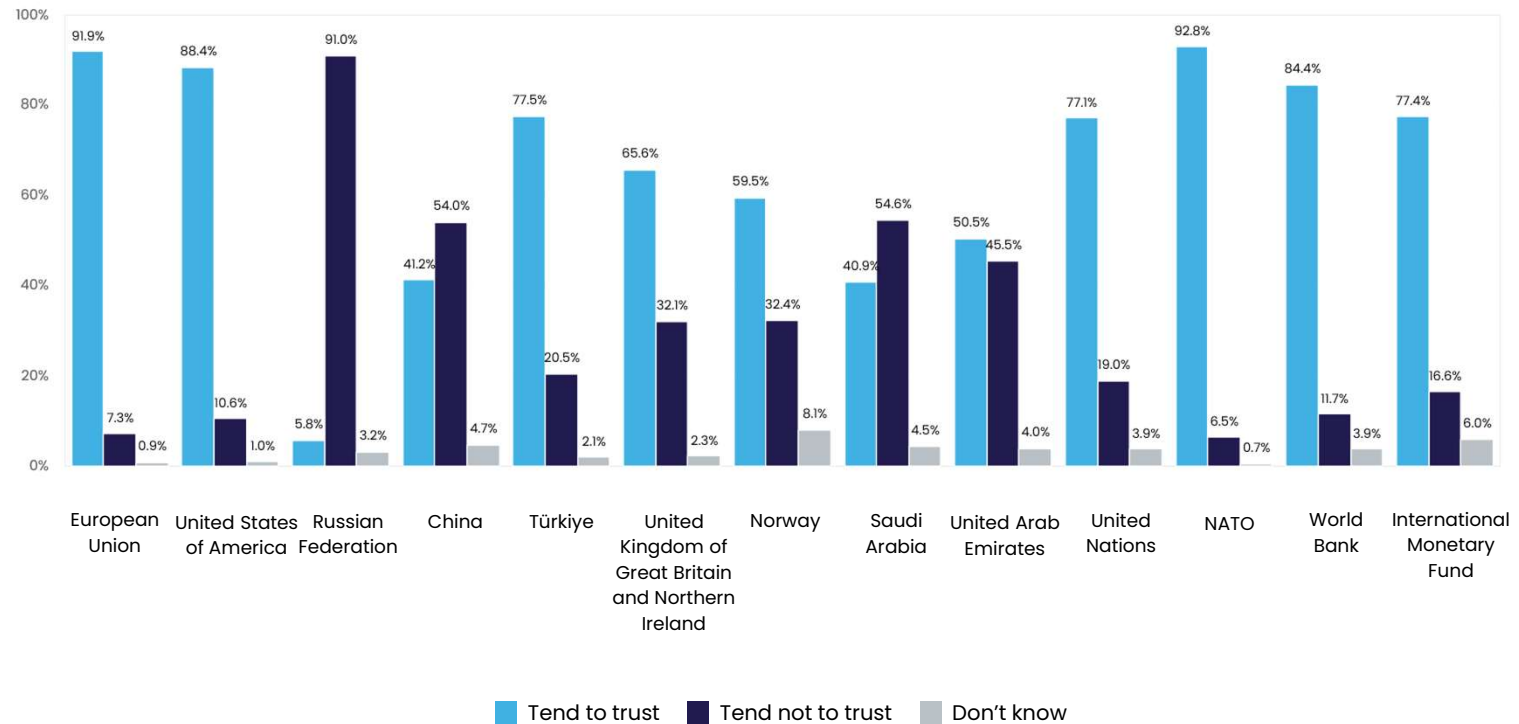
In your opinion, which factors could make Albanians more positively disposed towards the EU?



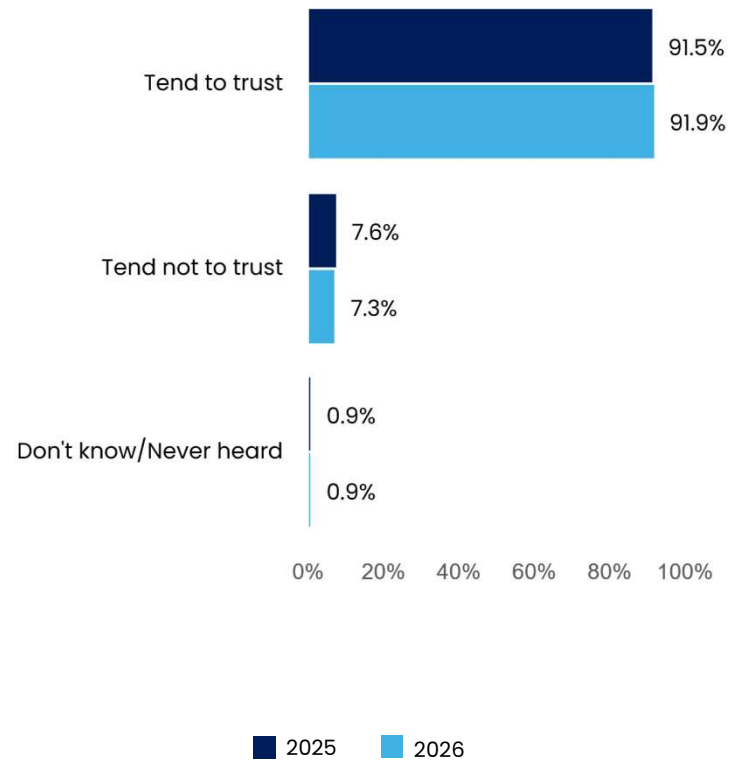
Levers to increase positive perceptions of the EU

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.

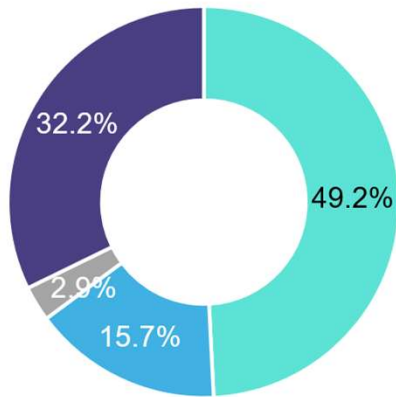


Trust towards EU  
2025 vs 2026



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



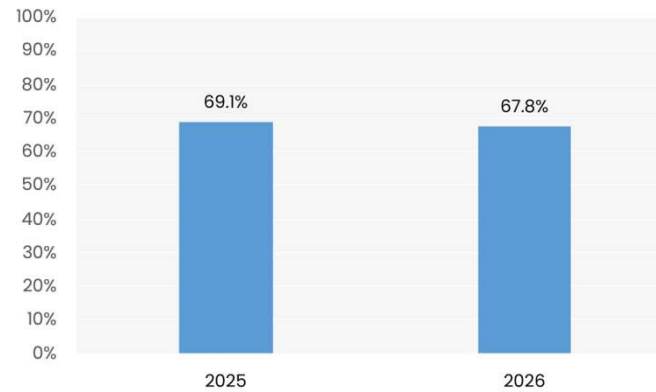
**Yes, I've read / heard / seen information about the EU**

**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**

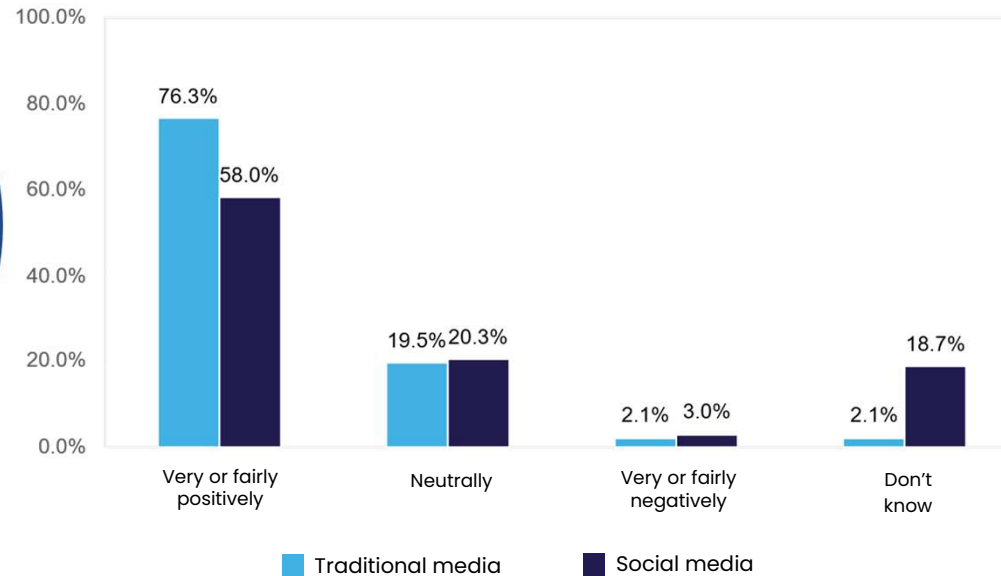
Level of exposure to information about the EU over time



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:

**41%**

of citizens have accessed (24.0%) or heard (17.2%) it



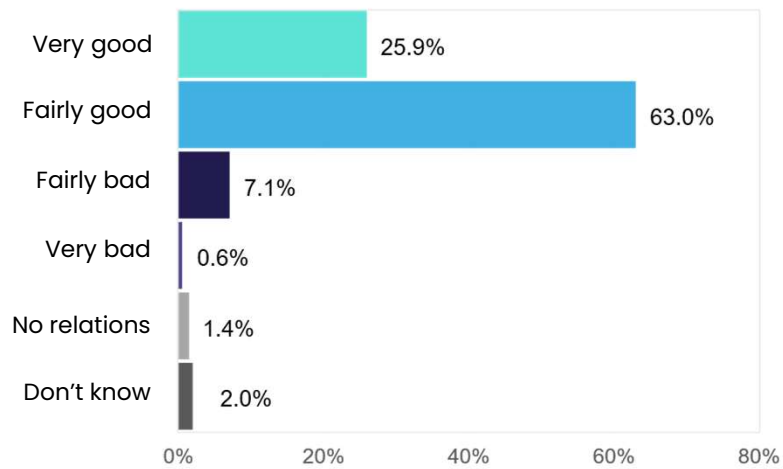
3.

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



EU relations with Albania

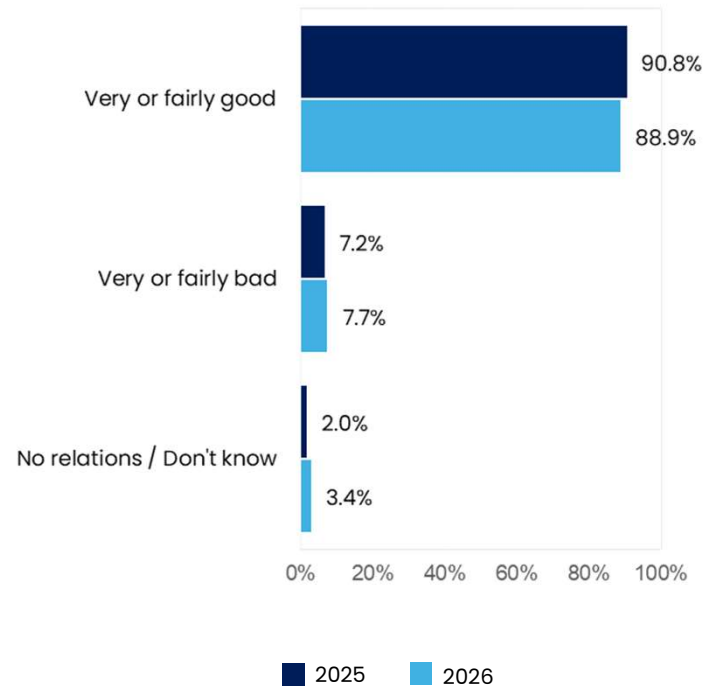
In general, how would you describe the relations that the European Union has with Albania?  
Would you describe them as very good, fairly good, fairly bad or very bad?



**89%**  
of citizens believe Albania has good relations with the EU in 2026.

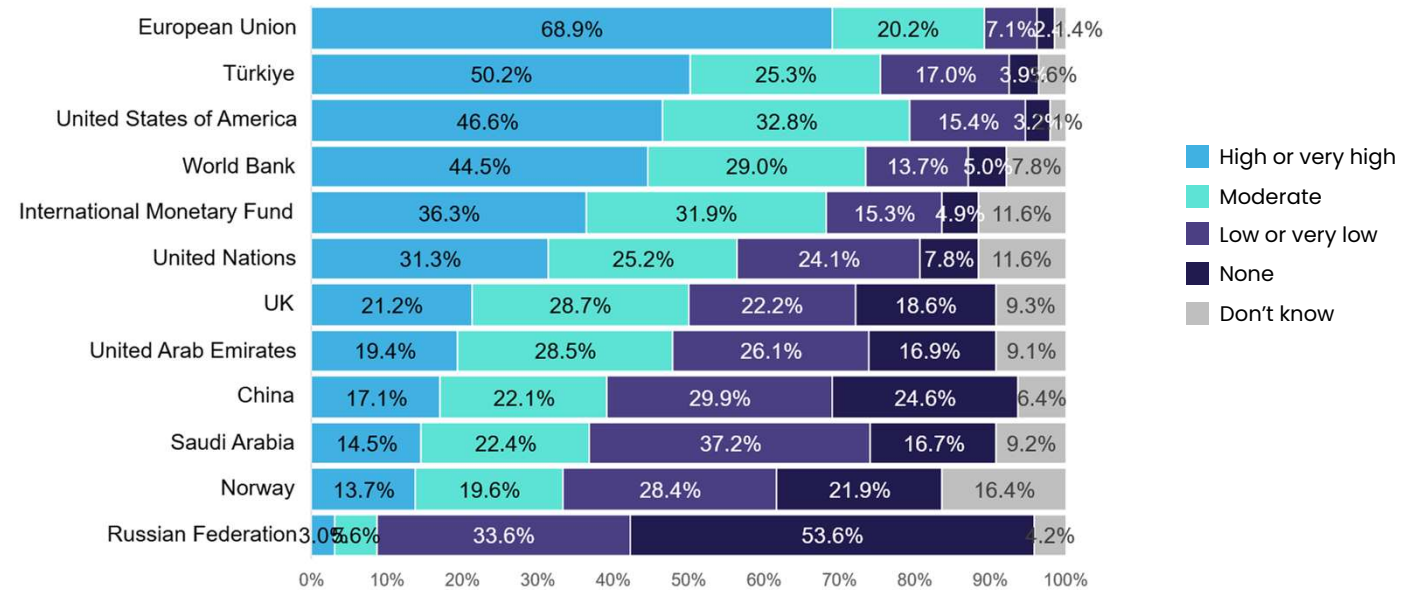
EU relations with Albania 2025 vs 2026

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



Perceptions of financial support to Albania from international actors

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

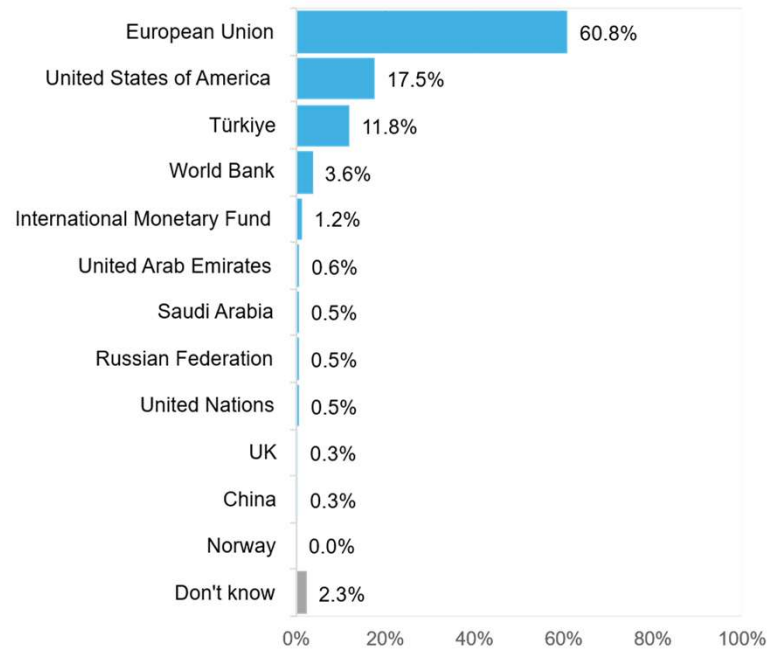


89%

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

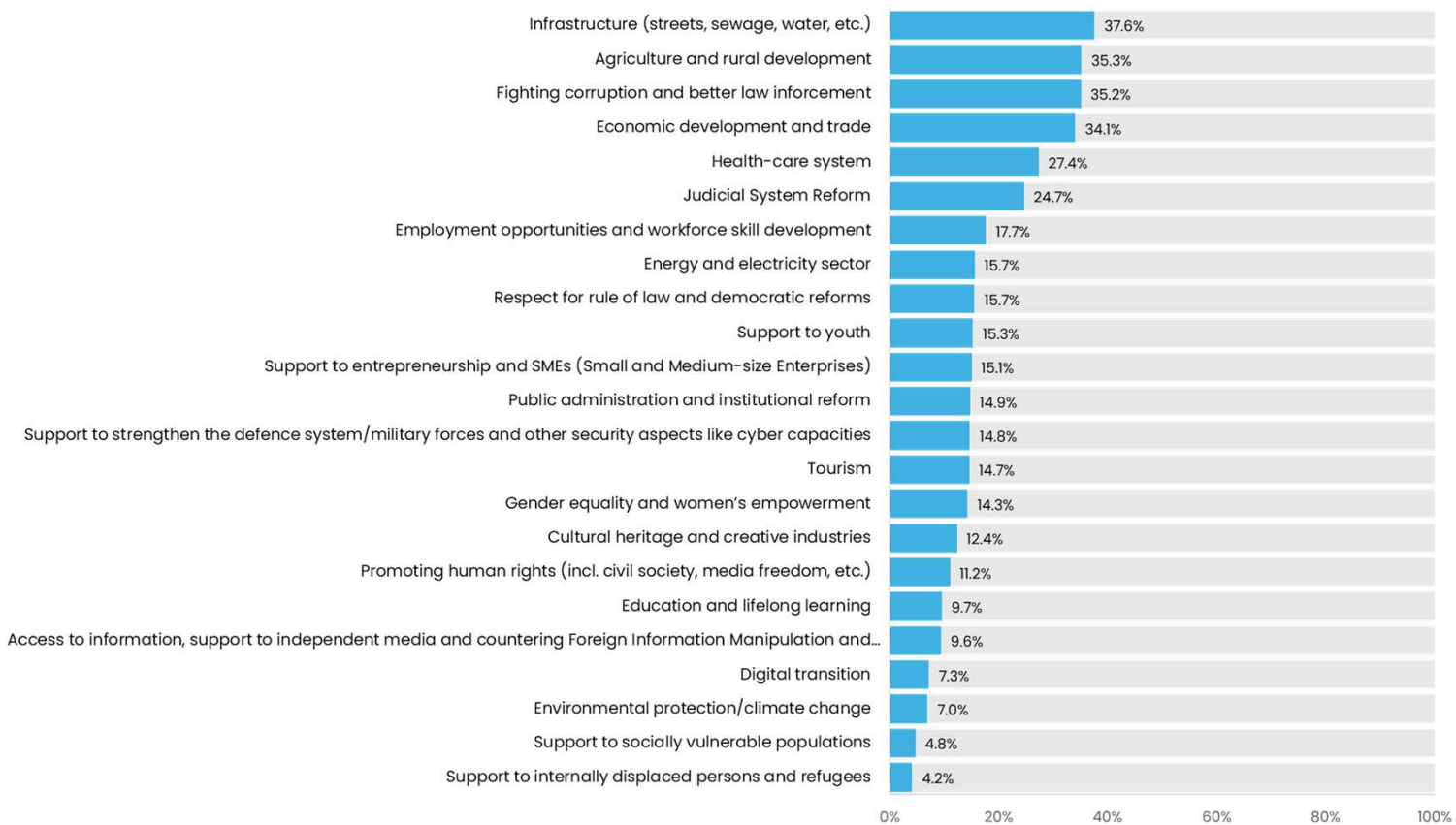
Largest financial contributor to Albania

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



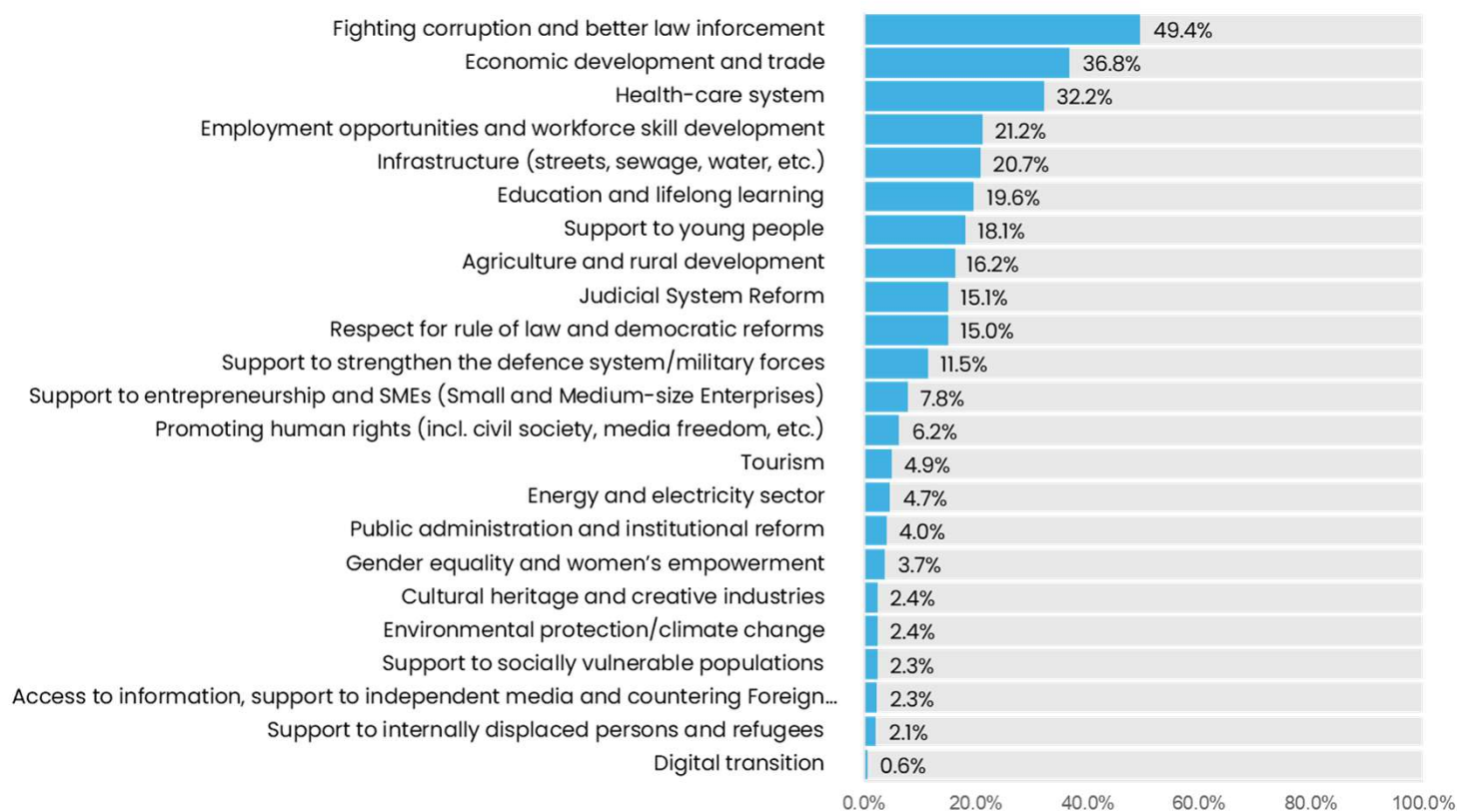
**55%**  
of citizens perceive EU financial support as **effective** or **very effective**

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



Top three  
priorities for EU  
support

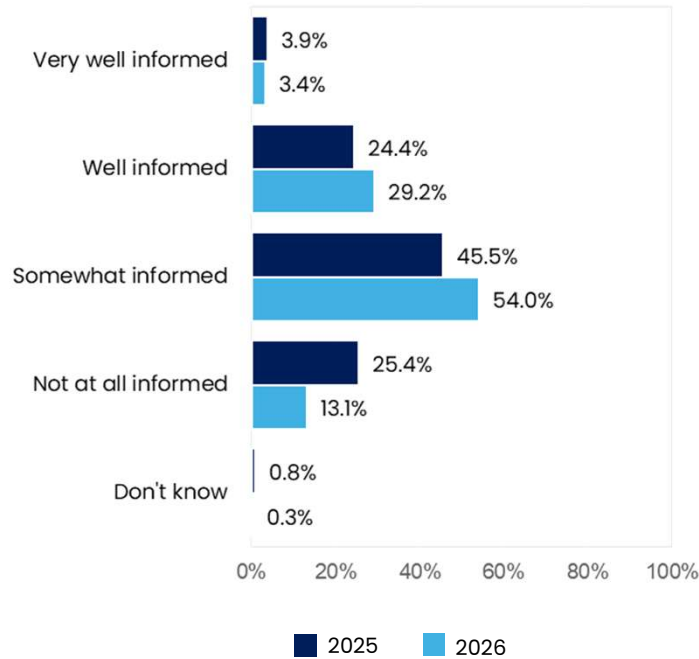


4.

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

Awareness of Albania's EU integration process

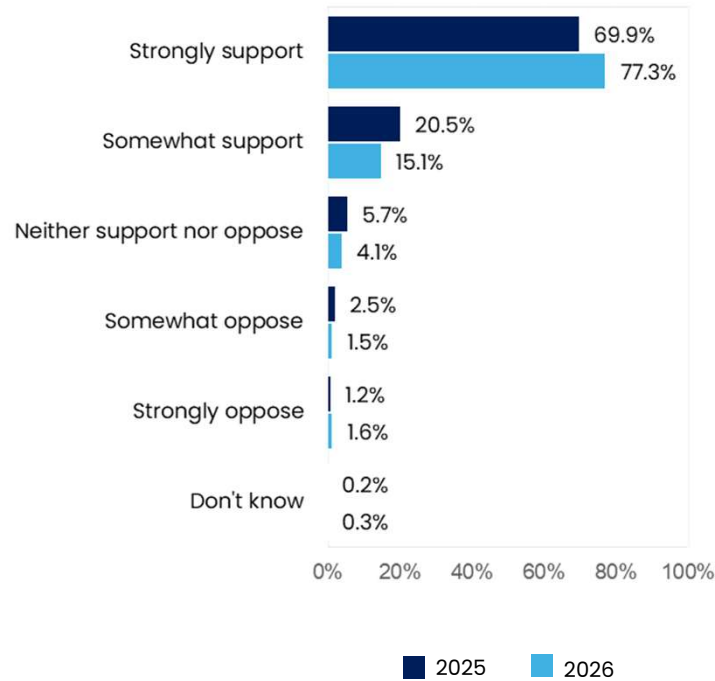
To what extent do you consider yourself well informed about Albania's process of integration into the EU?



**33%** of citizens say they are **well or very well informed** about Albania's EU integration process.

Overall, do you personally support or oppose Albania’s accession to the EU?

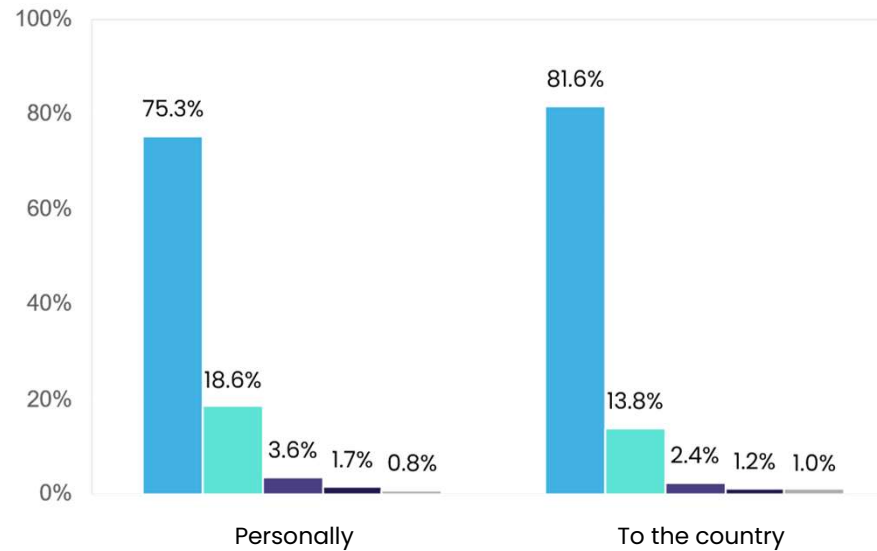
Support for Albania's EU accession



**92%**  
of citizens **strongly or somewhat support** Albania’s accession to the EU.

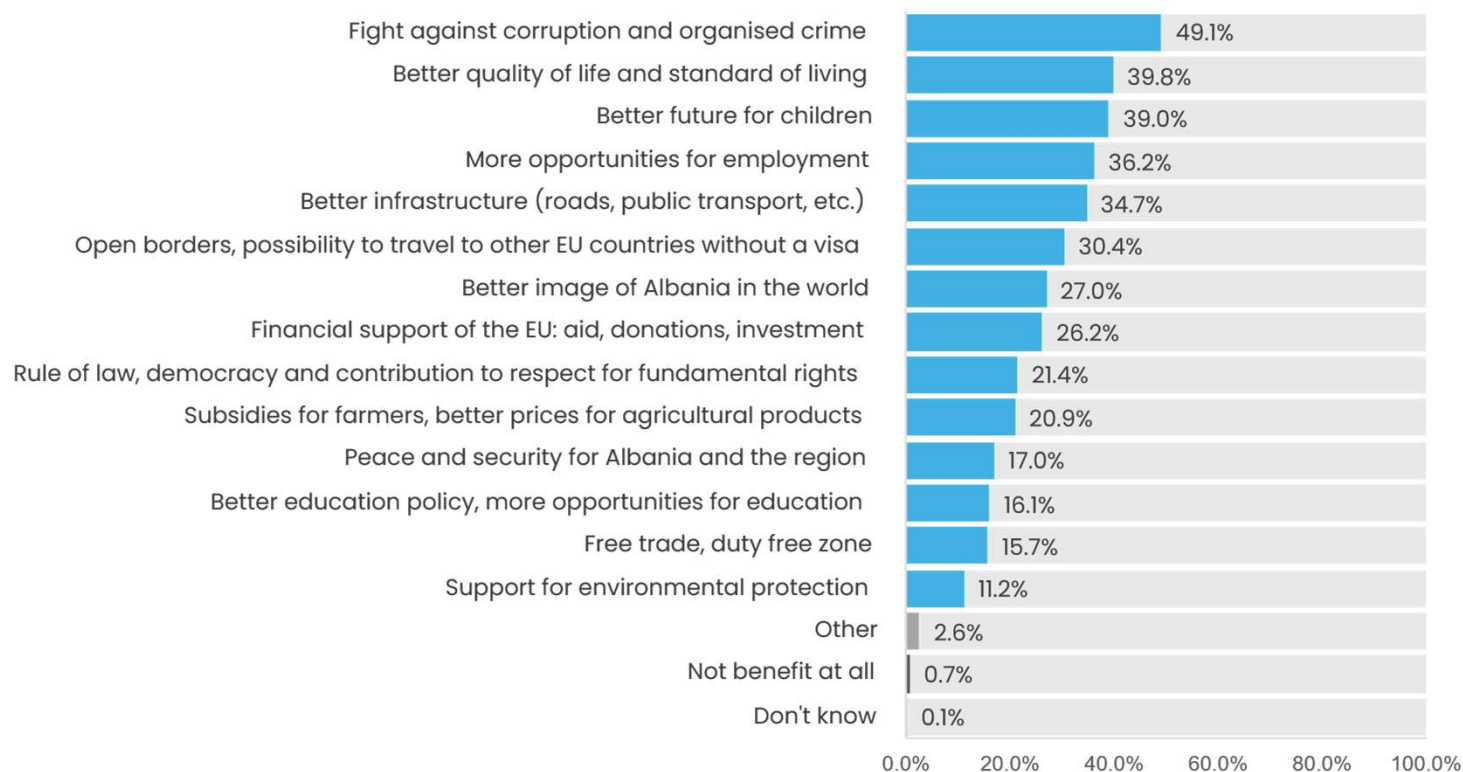
Perceptions of EU membership impact

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



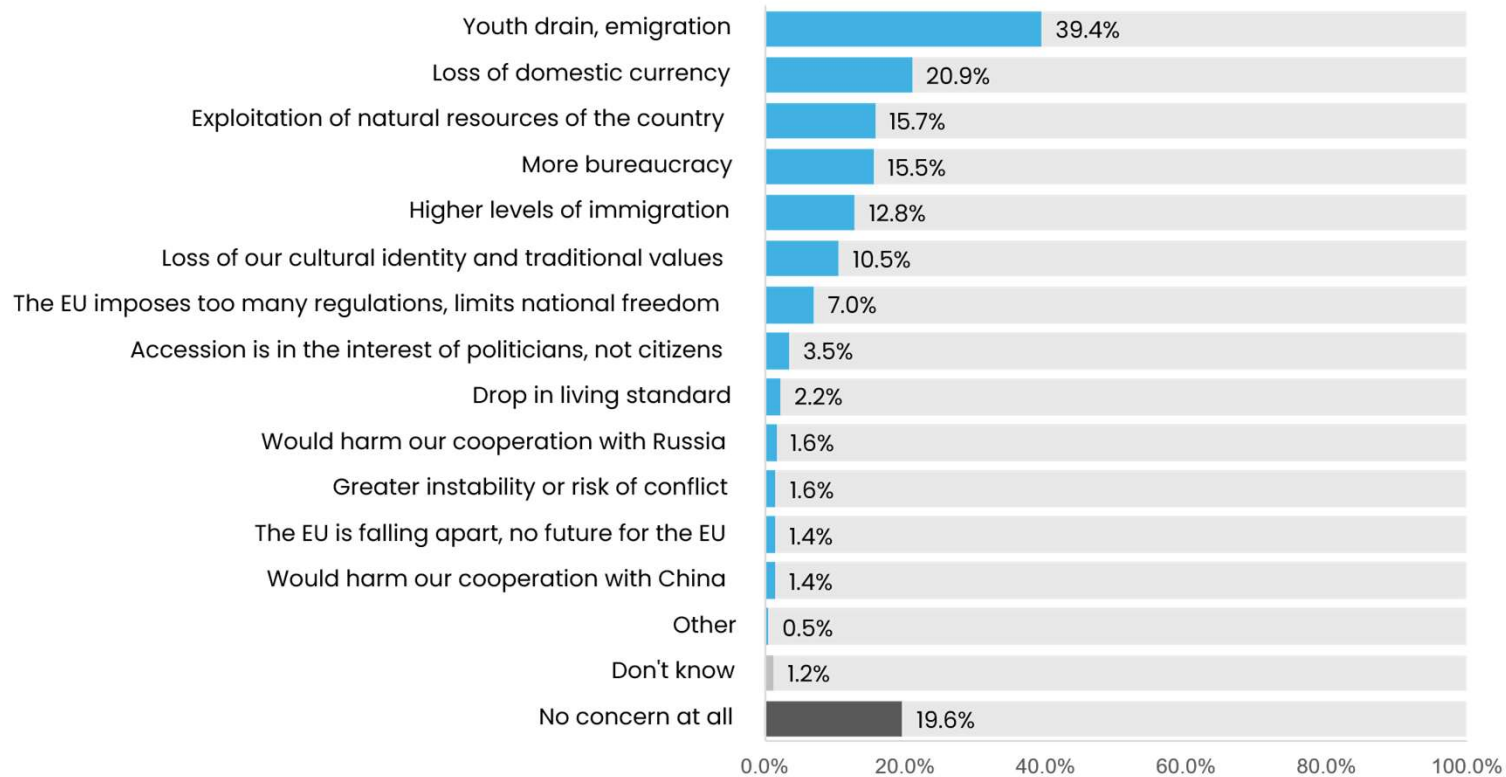
- Many more advantages than disadvantages
- Slightly more advantages than disadvantages
- Slightly more disadvantages than advantages
- Many more disadvantages than advantages
- Don't know

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



Perceived benefits of EU membership

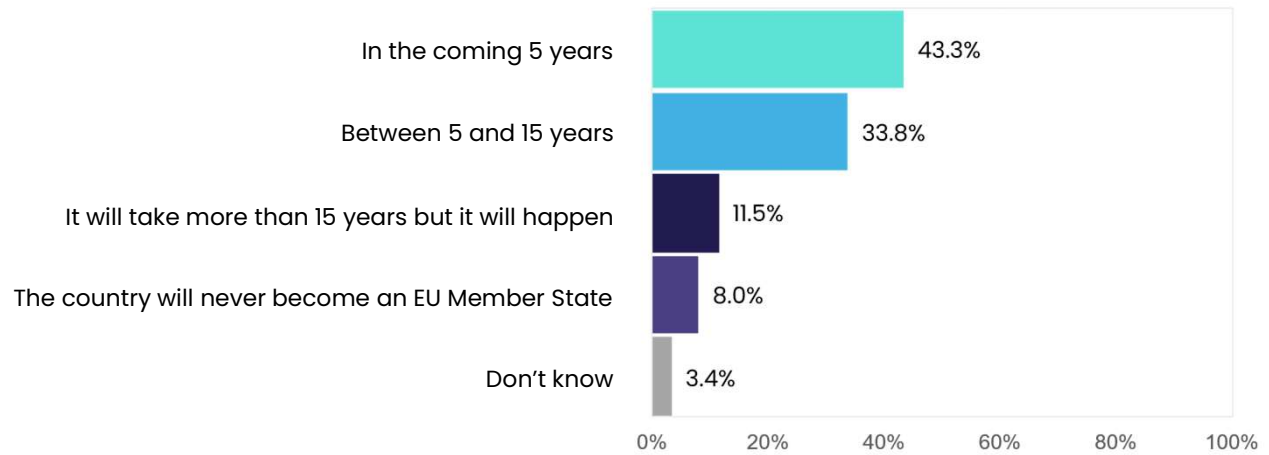
What do you think would be the main concerns of Albania becoming a member of the EU?



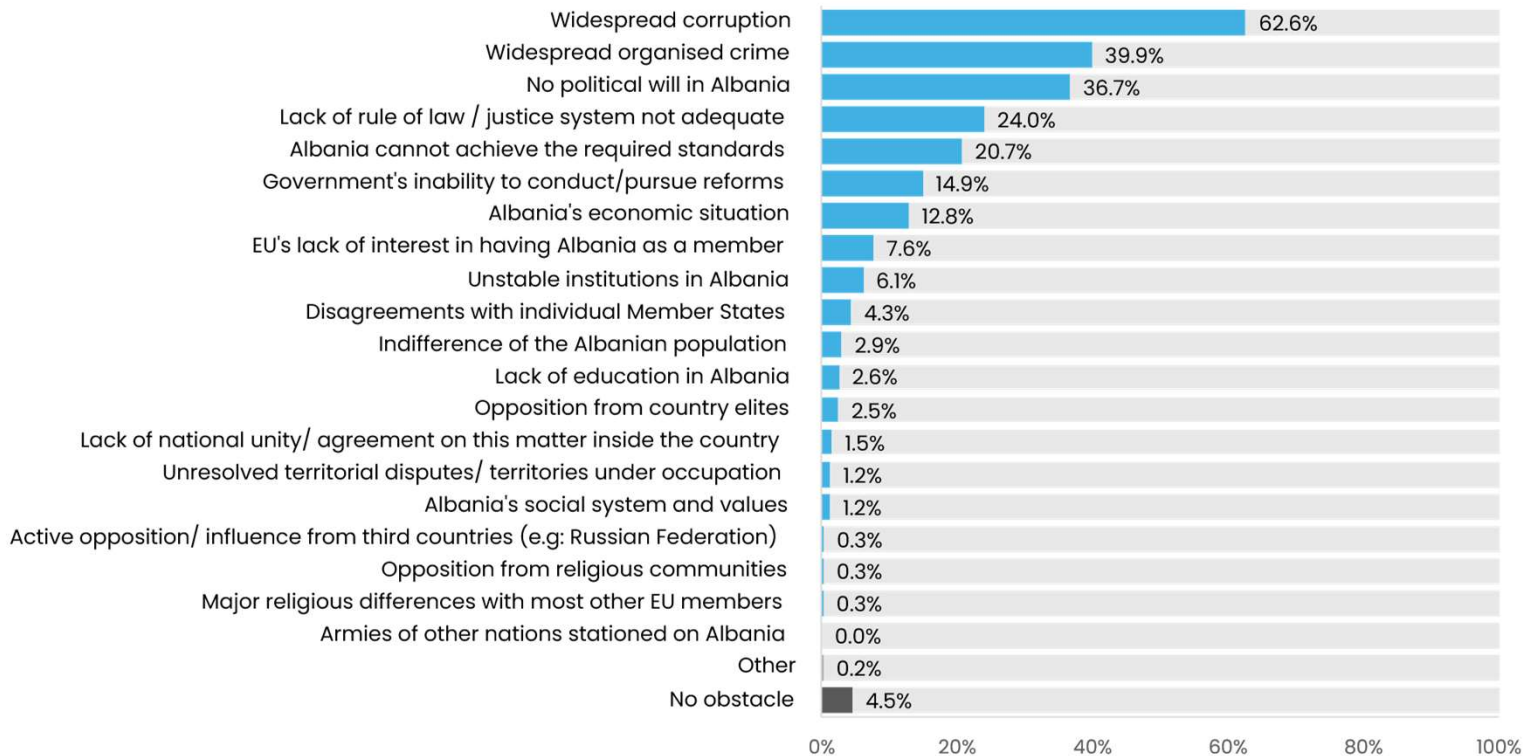
Perceived concerns of EU membership

Perceived timeline of EU membership

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



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



Perceived barriers to EU accession

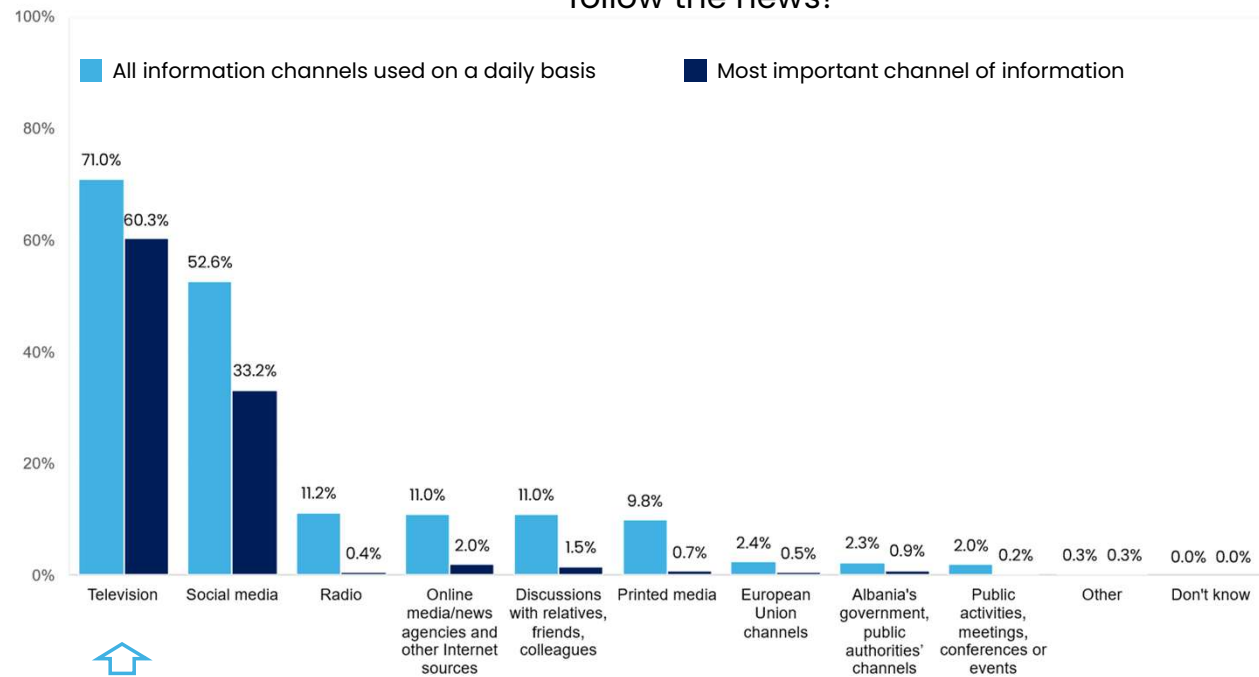


# 5.

## 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:

