

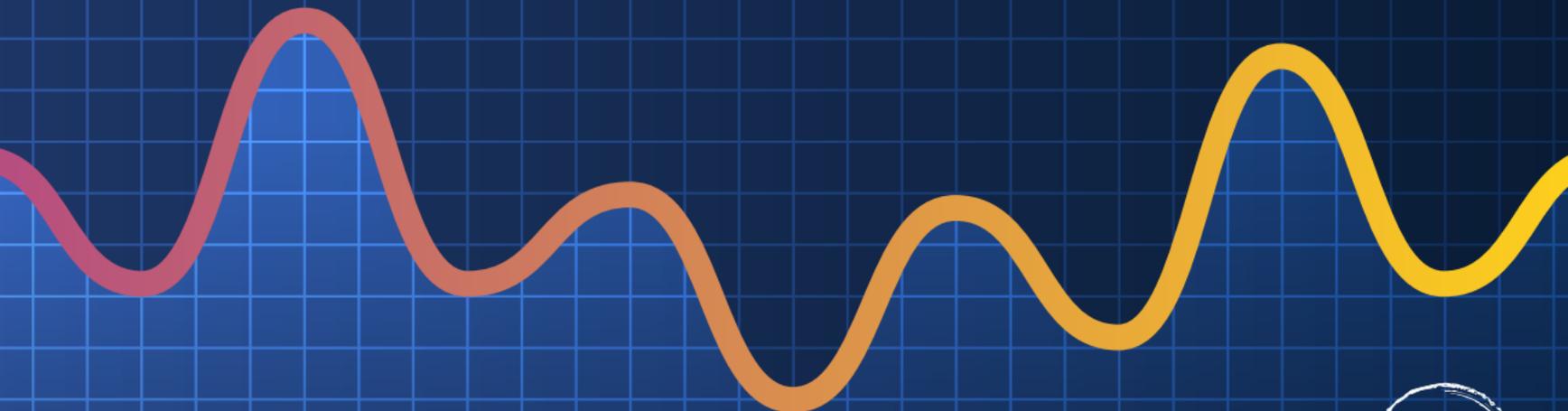


Regional Cooperation Council



Co-funded by the European Union

BALKAN BAROMETER



2022

INFOGRAPHICS
POCKET EDITION



BALKAN BAROMETER

PEOPLE & BUSINESS VIEWPOINTS

- **Balkan Barometer - annual survey of public opinion and business sentiments** in six Western Balkan economies, commissioned by the Regional Cooperation Council (RCC)
- **Balkan Barometer - examining aspirations and expectations** on life and work, prevalent socio-economic and political trends & regional and European integration
- **Balkan Barometer pocket edition - features** some of the defining **thoughts of citizens and businesses** on prevailing issues facing our region **through infographics**
- **Balkan Barometer 2022 - conducted** by Indago among **6,029 citizens and 1,203 companies** between mid-February and mid-March 2022 throughout the Western Balkans

Download Balkan Barometer at www.rcc.int/balkanbarometer

THE BIGGEST CONCERNS OF WESTERN BALKAN CITIZENS

	BB 2015	BB 2021	BB 2022	BB2015 vs. BB2021
Unemployment	64	49	39	25 points ↓ since BB2015
Economic situation	58	46	47	11 points ↓ since BB2015
Corruption	15	26	27	12 points ↑ since BB2015
Brain drain/emigration	n/a	13	18	5 points ↑ since BB2021
Crime	19	16	14	5 points ↓ since BB2015

BALKAN PUBLIC AND BUSINESS SENTIMENT INDEX



Balkan Public Sentiment Index records a slight decline – from 47 to 45,

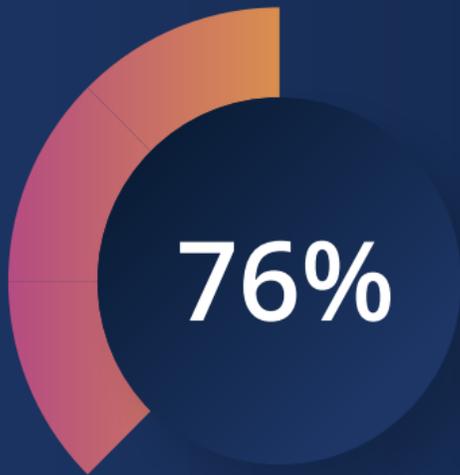
while the future expectations had a 5% decrease – from 55 to 50 in 2022.
0 to 100 scale



Balkan Business Sentiment Index increased by 20 points compared to BB2021 when it was 39,

while future expectations follow growth trend with 20 points increase - from 49 in 2021 to 69 in 2022.





of Western Balkan citizens **support regional cooperation** and its role in improving political, economic and security situation in their economies



of Western Balkan **businesses consider** the quality of
regional cooperation important
to their business

For the first time since 2015 **support to EU membership broke steady growth and decreased** across the region to



60%

of Western Balkan citizens endorsing it, from 62% in BB2021



**The percentage of Western Balkan citizens thinking
EU accession will never happen has increased by 6 points
- from 22% in BB2021 to**





of Western Balkan
**businesses consider EU membership as a good
thing,**

but it's a



drop since BB2021



67%

of Western Balkan **youth** are **thinking about leaving and working abroad**



Having a good education and qualifications is most important for finding a job today according to



37%

of Western Balkan citizens

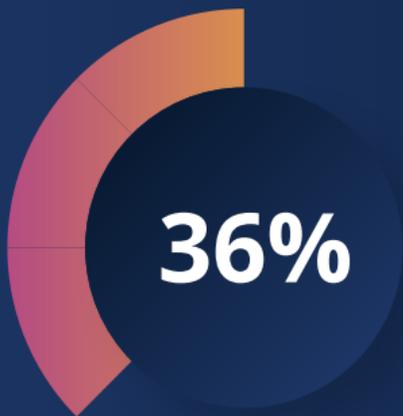
Personal contacts and **network of family and friends in high places** are ranked in the second place, with



35%

each



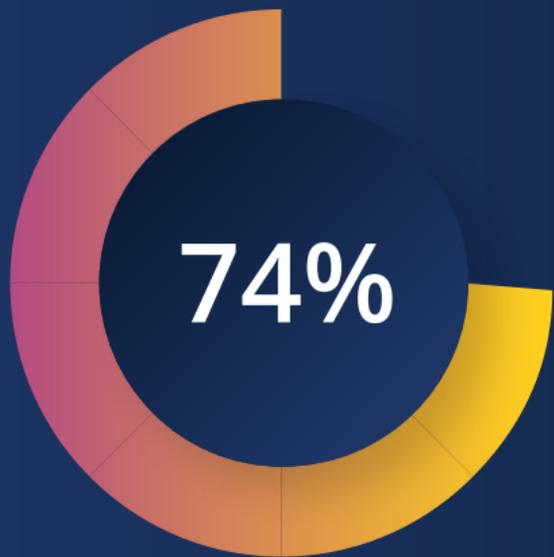


of Western Balkan youth **disagree that the skills they learned in the education system meet the needs of their job,**

while



agree



of Western Balkan businesses say
they would hire young person without any work experience whose educational profile completely meets the needs of their business



41%

of Western Balkan businesses say they
plan to introduce a paid internship
or apprenticeship programme to young people
in their company



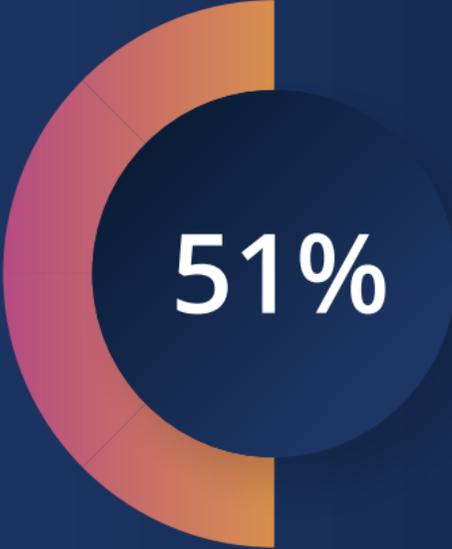


of Western Balkan businesses consider that **traveling** across the region with a valid **ID** card will only **benefit** their business

43%

of Western Balkan businesses say
**Roaming Free Western Balkans had positive
impact on their business**





51%

of Western Balkan citizens are
**not concerned about their security when using
Internet,**



while
27%

of them are worried about the misuse
of their personal data



67%

of Western Balkan businesses consider that **digital skills are important** for their company





60%



of Western Balkan youth say they use **Instagram**,

while only 23% cited Facebook
as their most used social media channel





69%

of Western Balkan citizens consider
EU as the most preferred
trade & investment partner





of Western Balkan **businesses** say they have **invested in the EU,**

while  **43%** invested in the region in 2022,



huge raise since last year when those percentages were 30% and 37%, respectively



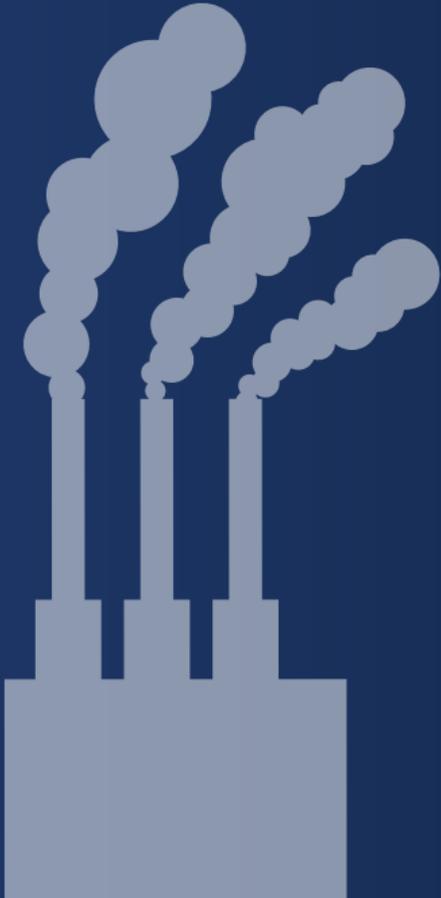
of Western Balkan **businesses believe their products**, goods and services can **compete well with those from the EU**



67%



of Western Balkan citizens
**see climate change
as a problem**



of Western Balkan citizens
consider pollution a problem





66%

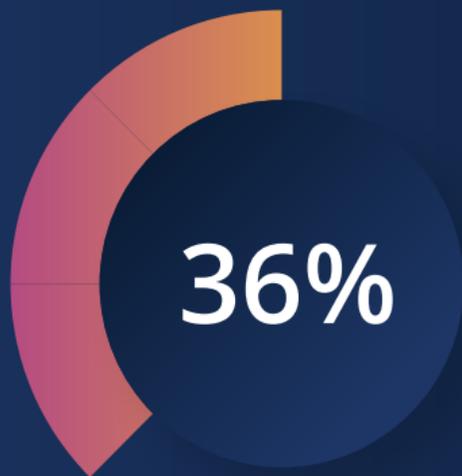
of Western Balkan citizens say
judiciary is the least independent of political influence,

while



say it's media





of Western Balkan businesses
**agree that the fight against
corruption is ineffective**

WB businesses recognised these 5 problems as a result of COVID-19:

- 43% problems with staff availability
- 38% problems with finances, in 2021 it was placed as primary problem with 46%
- 36% supply chain problems
- 35% containment measures affecting sales, transport, etc.
- 27% problems with access to domestic customers





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