

# BALKAN BAROMETER

INFOGRAPHICS

2024



# PUBLIC OPINION

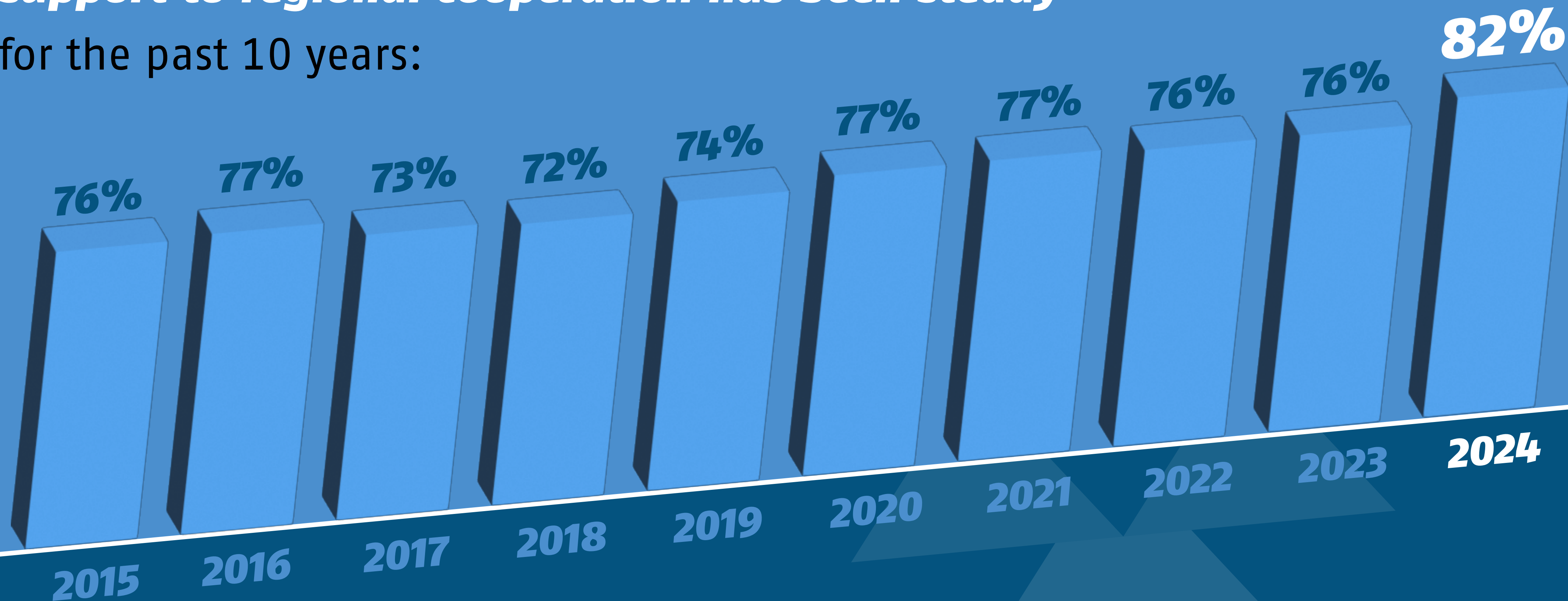
82%

of people in the Western Balkans believe  
*regional cooperation*  
is good for their economy

6% more than last year

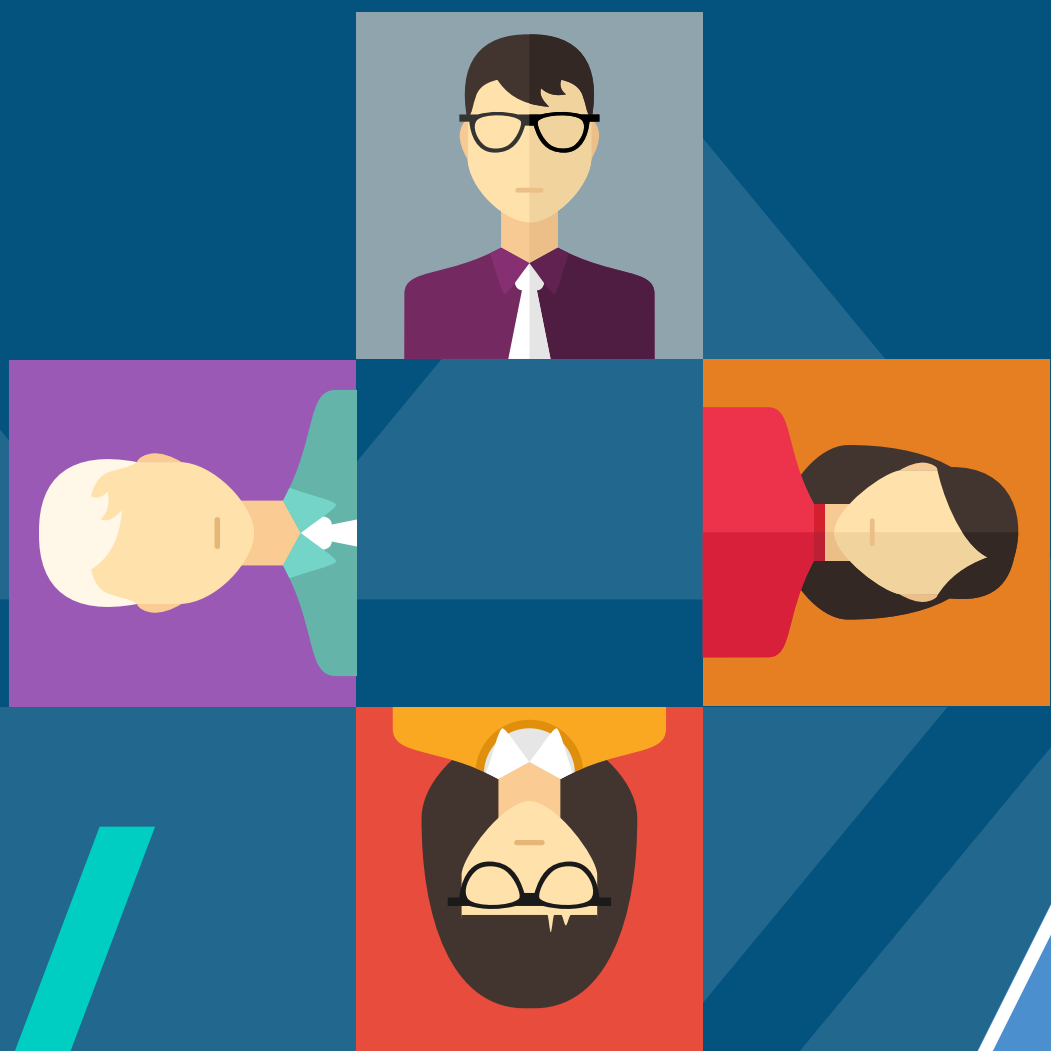


Western Balkan citizens'  
***support to regional cooperation has been steady***  
for the past 10 years:



47%

of people in the Western Balkans say  
*nationalistic politics hampers  
regional cooperation*  
the most



77%

of people in the Western Balkans agree that *what brings the Western Balkan citizens together is more important* than what separates them

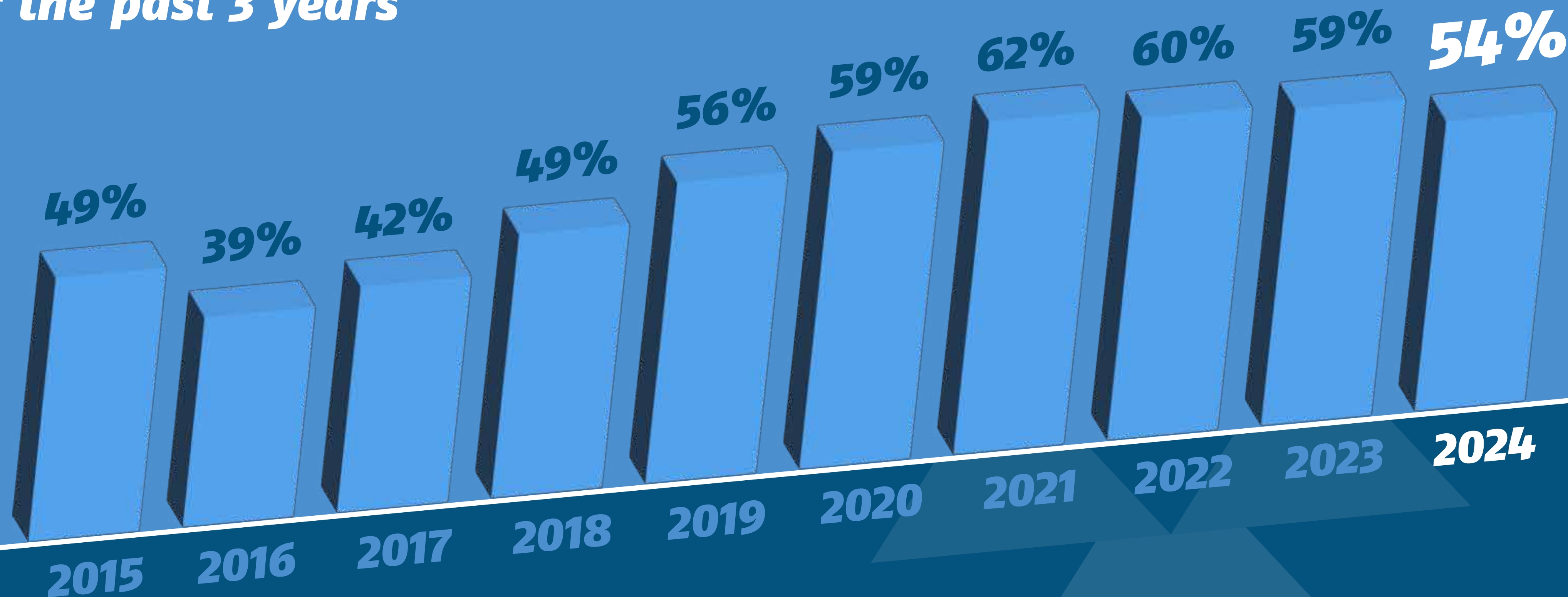
# 54%

of people in the Western Balkans support  
*EU integration*  
than what separates them

5% less than last year



# Western Balkan citizens' *support to EU integration has been dropping for the past 3 years*





# 20%

of Western Balkan citizens are  
*hopeful of joining  
the EU by 2030*

while 23% expect it to happen  
between 2030 and 2035





Fewer people,

# 18%

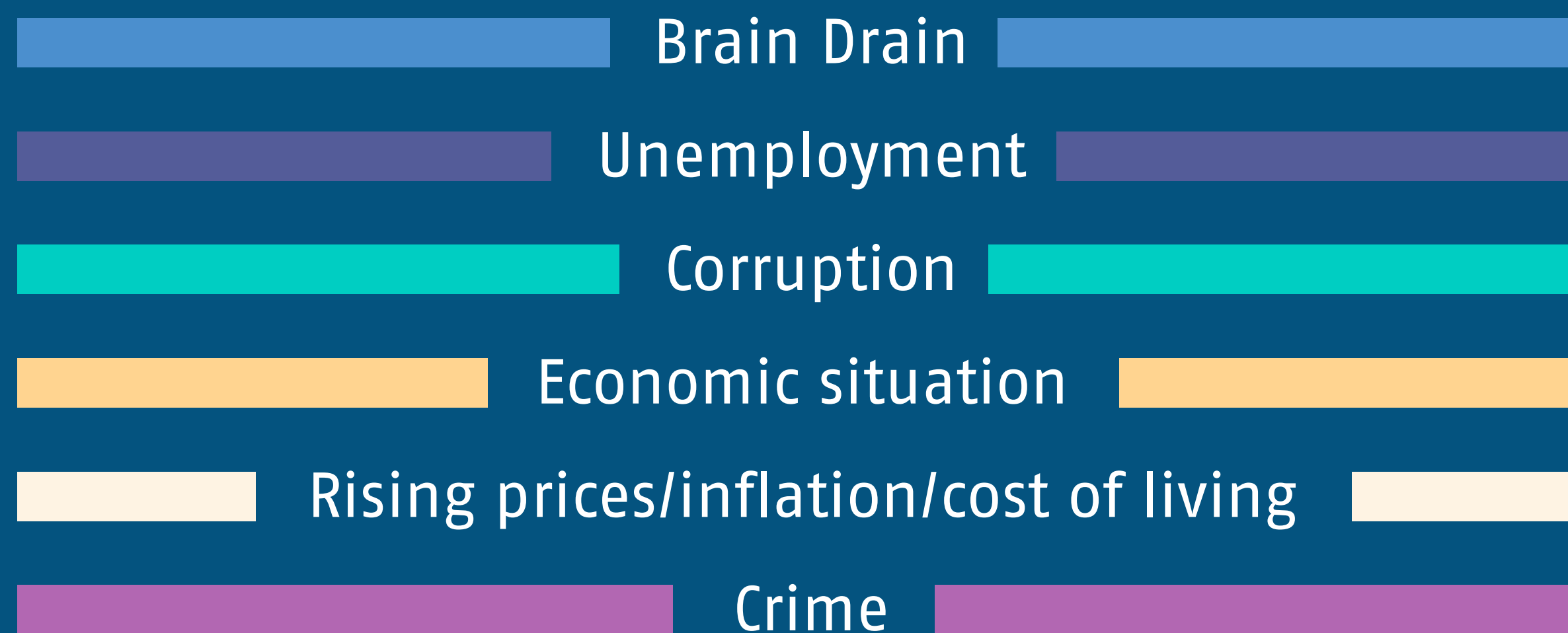
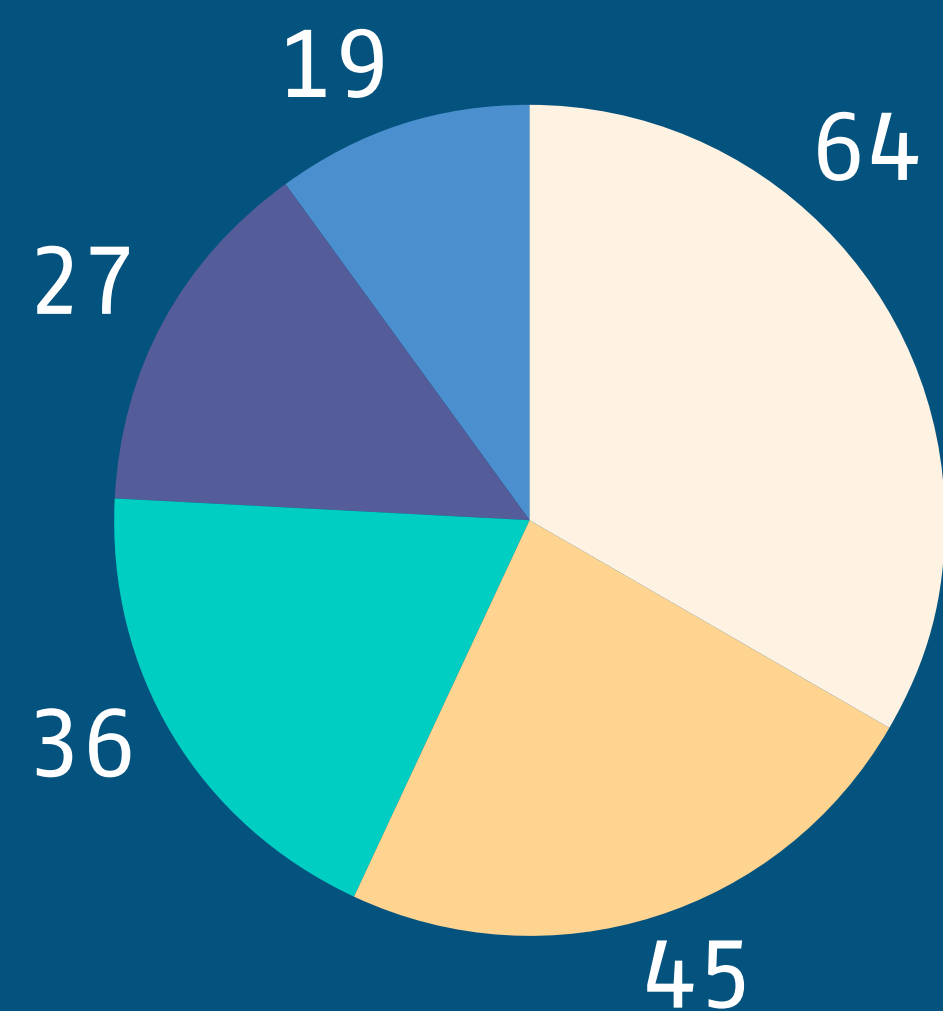
*believe their economy will never join the EU,*

a 10 points decrease from 2022

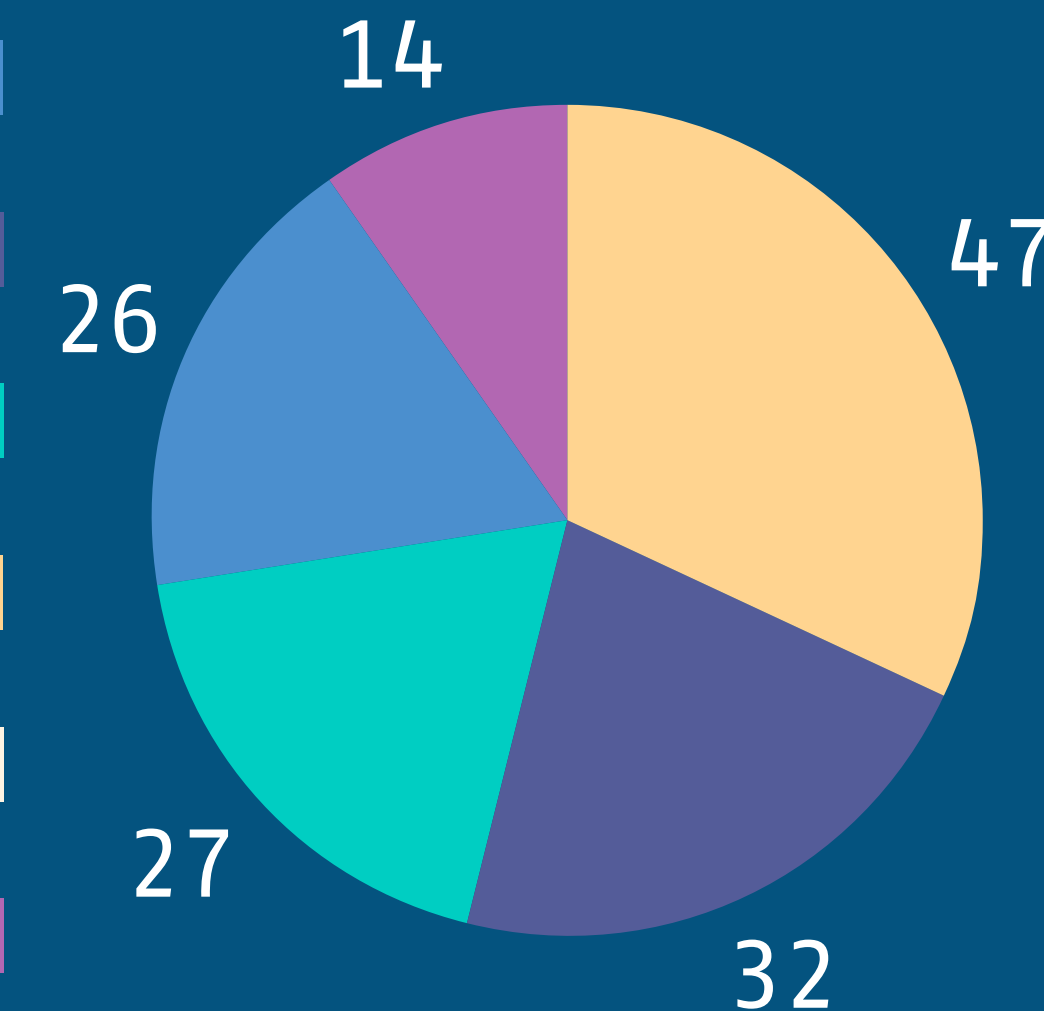


# The **biggest problem** for people in the Western Balkans

# 2024



# 2023



46%

of Western Balkan citizens are  
***NOT satisfied with job opportunities***  
at home



***More than half***

of Western Balkan citizens who think of living and working abroad would go to the European Union, while 22% would move within the Western Balkans



# 61%

of Western Balkan **youth** considering working and living abroad would **go to the EU**





80%

of Western Balkan citizens  
***consider digital skills important***  
for success in today's workforce,  
yet only 10% reported using AI tools



***Distrust in political parties***  
remains the ***highest*** in the  
Western Balkans with

**74%**

**Trust in judicial  
institutions**

**42%**

and  
**police**

**56%**

has **risen** compared to 2023  
(34% and 45% respectively),  
indicating some shifting of perceptions

People in the Western Balkans  
**trust the least the reliability**  
of information coming from  
**social media**, with

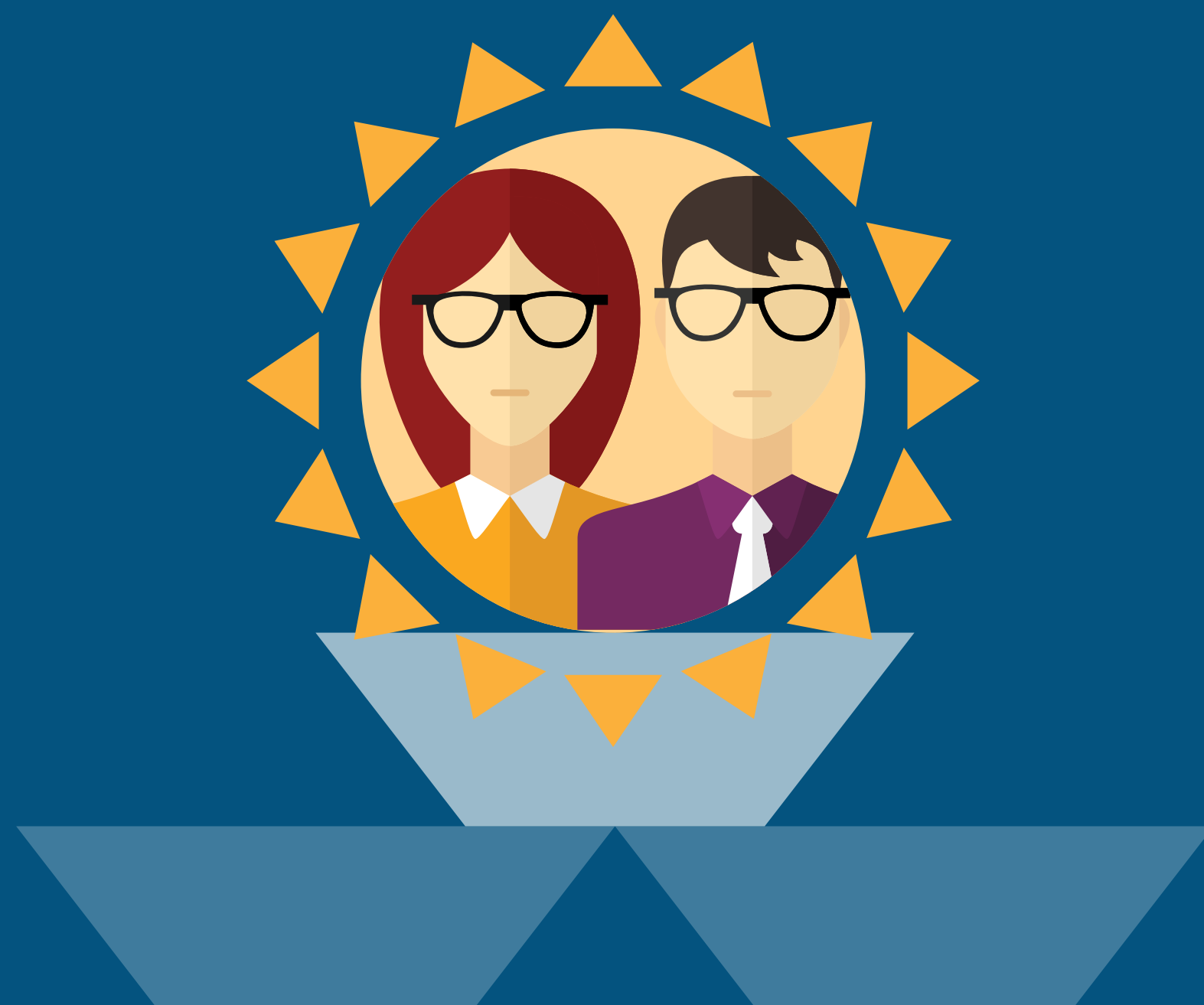
**60%**

At the same time,  
they express the biggest trust,  
the same as towards the  
public TV and radio,  
towards people, groups and  
friends they follow on  
social media (45%).

42%

of region's citizens do  
*not feel safe from crime*  
in their economy





# BUSINESS OPINION



59%

of Western Balkan businesses perceive  
***improved cooperation***  
in the Western Balkans  
***important*** for their business



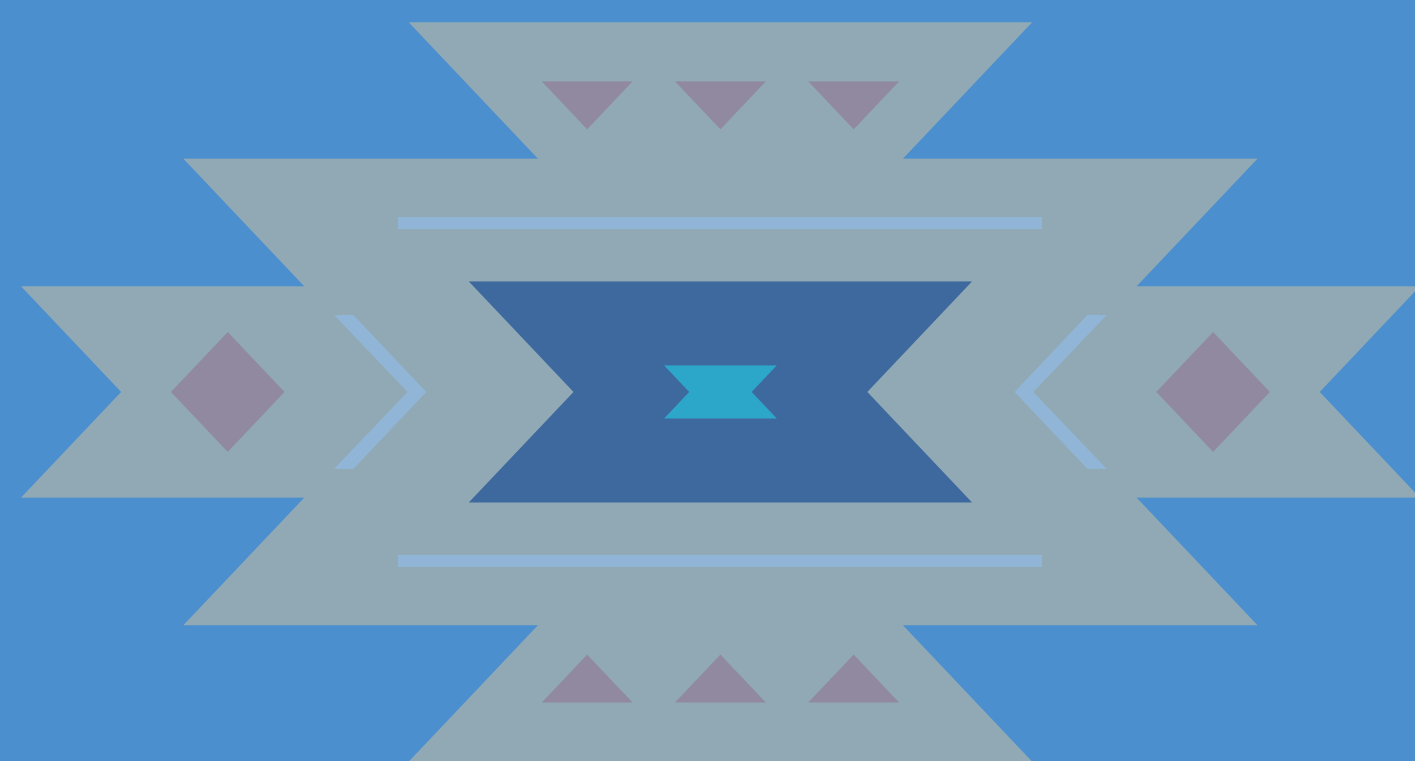
64%

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

7% less than last year

# 77%

of businesses in the region report  
***labour and other costs increase,***  
just like in 2023



Only

1/3

of Western Balkan businesses  
***expect an improvement of economic situation***  
in the next year,

while 21% think it will worsen

On a scale  
**1 (major obstacle)**  
to  
**4 (no obstacle),**  
**prevalent obstacles to**  
**doing business**  
are



**labour force  
shortages**

**2.2**

**brain  
drain**

**2.3**

The top 3

***crucial factors for developing business throughout the region***

are claimed to be

***prices***

**88%**

***taxes***

**87%**

***labour force***

**86%**



**Half of Western Balkan businesses**  
say the  
**fight against corruption is effective,**

which is an 11% improvement since last year



*Only*  
**14%**

*of Western Balkan  
businesses predominantly  
use renewable energy,*



*While*

**33%**



didn't take any **steps to reduce the environmental impact their** businesses make, 4% less than last year

A majority of Western Balkan **businesses,** **57%**

expect **great benefits from travelling with**  
only an ID card within the region



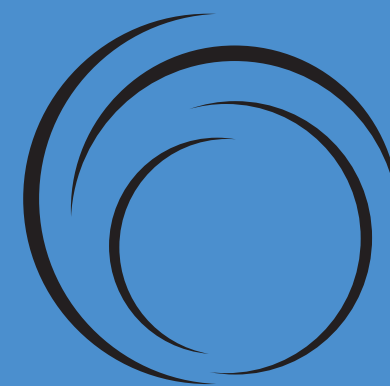
Almost half of  
region's businesses

**47%**

experienced **benefits** from  
**Roaming Free Western Balkans**



good.  
better.  
regional.



RegionalCooperationCouncil



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the European Union

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