



Government of the Republic of Serbia

Ministry of
European Integration

EUROPEAN ORIENTATION OF SERBIAN CITIZENS

Public opinion poll (December, 2022)



Agency	Smart Plus Research doo
Research type	Quantitative field research
Method/Technique	Face-to-face interview, in households, using a tablet computer
Sample	Three stage random representative sample, adult Serbian citizens. N = 1050
Territory	Republic of Serbia (without Kosovo and Metohija)
Survey questionnaire	Structured questionnaire, up to 30 minutes
Data weighting	By age and education
Period	11.12.2022. - 20.12.2022.

Due to the COVID-19 virus pandemic, in 2020, the data collection was done via the Internet, while in 2021, the data collection was done by telephone. During these periods, the method of data poststratification also differed. In relation to the face-to-face interviewing collection technique, the aforementioned techniques have limitations (on the Internet it is more difficult to reach the population over 65 years old and those living in rural areas, while it is more difficult to reach the younger population and men by telephone). Accordingly, comparison of data over the years should be taken with reserve.



- **Support for Serbia's accession to the EU is 43%. The percentage of those who oppose membership is 32%.**
- A third of citizens characterized the image they have of the EU as positive, while an equal percentage of those who have a negative image also appear.
- As the most significant event in the process of Serbia's accession to the EU in the last year, 17% of citizens single out the Negotiations with Pristina. One fifth of respondents believes that no events of significance for the accession process have occurred.
- The policy of constant conditioning and blackmail perceived by citizens to be applied by the EU towards our country stands out as the biggest cause of difficulty for our country's entry into the EU. Every 9th citizen cites the mentality of our people and unwillingness to change, while 11% believe that the situation within the EU is the cause.
- More than half of the citizens believe that the problems in the relationship between Belgrade and Pristina should be solved regardless of the EU's expectations, while a third is of the opinion that there is no need to negotiate with Pristina on any problems other than the status of Kosovo.
- **For the citizens of Serbia, the European Union is primarily associated with positive things** - in the first place it represents the possibility of free travel within the member countries (15%), more employment opportunities (14%) and the path to a better future for young people (13%). The risk of losing our own cultural identity is cited by 13% of citizens as the statement that best describes the EU for them personally.
- **There is an equal number of citizens who believe that both the state and they personally would benefit from our country's membership in the EU (38%).** Almost every fourth citizen believes that he/she would not personally benefit from our country's membership in the EU.
- In order to enter the EU, **the largest percentage of citizens expressed their willingness to change their current lifestyle (e.g., separating garbage for recycling, paying a deposit for PET packaging, saving energy, water) - 41% declared themselves ready. A third states that they would be ready to change their working habits (working hours, vacation, benefits).** Citizens are not open to additional education (37% said they are not ready), nor they are open to living with an unsatisfactory standard for some time (45% said they are not ready).



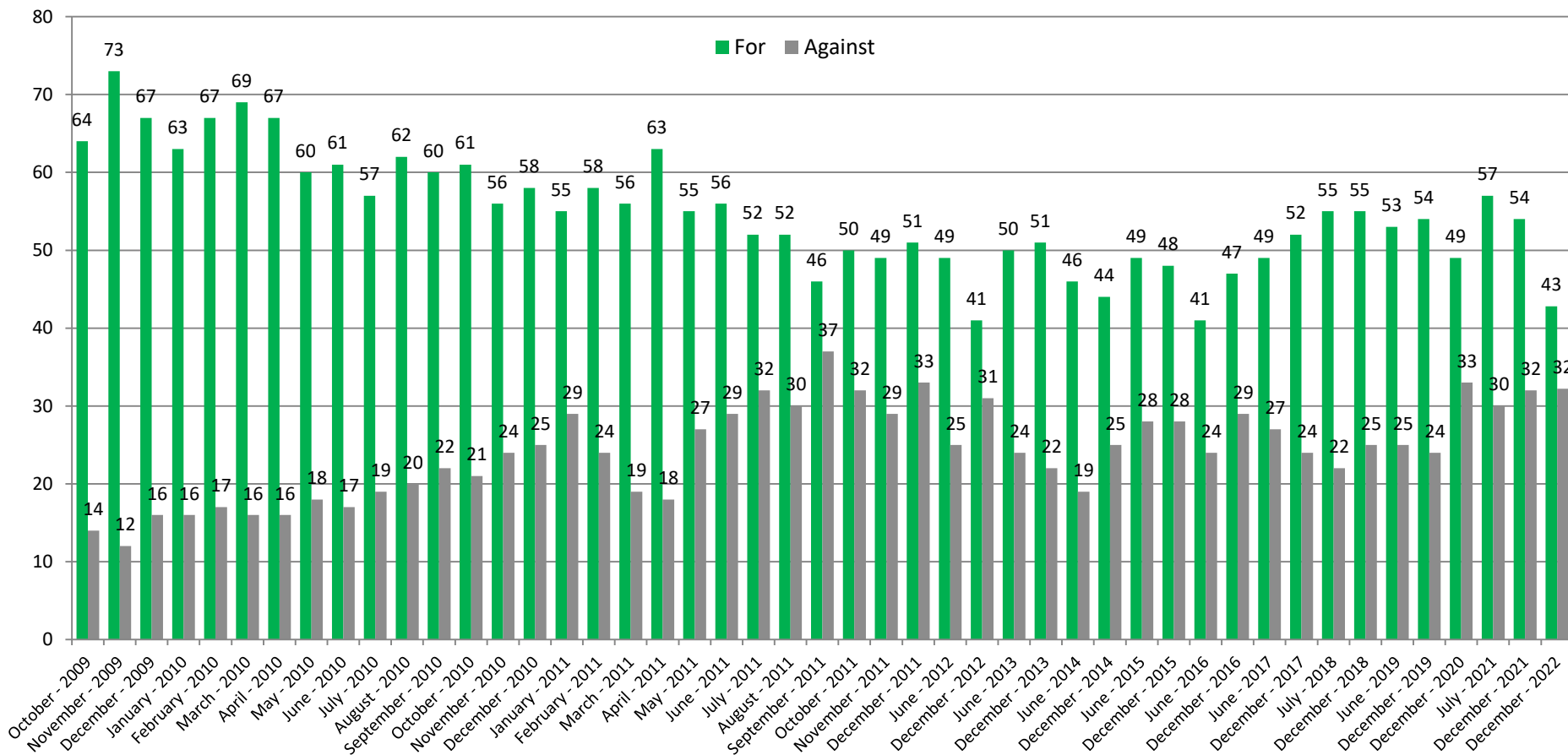
- Citizens express the highest percentage of concern regarding the impact of EU membership on local farmers (37%), followed by the fact that membership will mean the loss of our national identity and culture (33%), and that it will cost our country too much money (30%).
- 2 out of 5 citizens state that several negotiation chapters have been opened in the EU accession negotiations, while a fifth states that membership negotiations have started or that more than half of the negotiation chapters have been opened.
- **65% of citizens believe that the reforms that are necessary for joining the EU should be carried out even if they are not a condition for joining, but for the sake of creating a better Serbia for ourselves. 17% of citizens single out the fight against corruption and reform of the health care system as the most important reforms. This is followed by better protection of human rights (12%), reform of the education system (12%), reform of the judiciary (11%) and reform of agriculture (11%).**
- The fight against corruption (15%) stands out as the area in which Serbia has achieved the greatest progress.
- More than 1/3 of citizens agree with the opinion that being a member of the EU also means receiving help from other member countries in crisis situations.
- Over 4/5 of citizens cannot estimate the amount of money that Serbia receives from the EU on an annual basis. When it comes to EU funds, almost a third of citizens state that they would like to be informed about specific projects in Serbia that are financed from EU funds, while more than a fifth state the amount of aid depending on the status (how much money is it now and how much when the country becomes a member).
- **Every third citizen states that they have heard of a project financed by EU funds. Environmental protection is most often mentioned as the area for which they have heard about projects (13%), followed by education (11%), and then health (11%).**
- **In the opinion of Serbian citizens, the biggest donors to Serbia since 2000 are the European Union (28%), China (25%) and Russia (18%).** Norway is cited by 6% of citizens, and in 5th place is the United States of America (5%).
- A quarter of Serbian citizens would choose Switzerland as a model for building the country they would like to live in, while 1/5 cite Germany.



Support to Serbia's EU membership

If there was a referendum tomorrow with the question: "Do you support the accession of our country to the European Union", how would you vote? (%)

View through waves of surveys

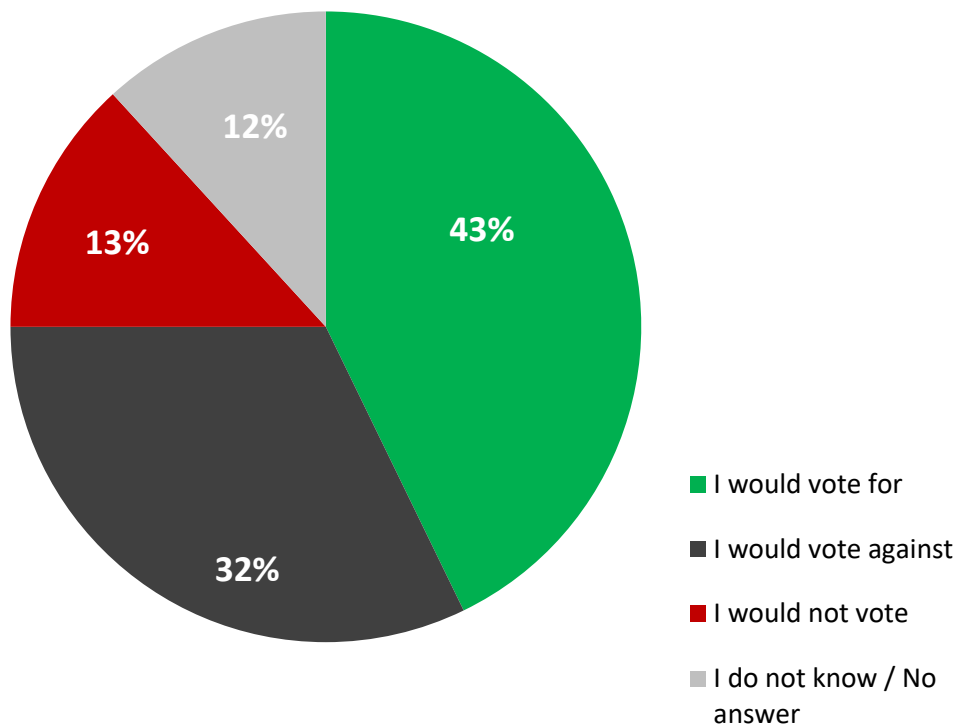




Support to Serbia's EU membership

If there was a referendum tomorrow with the question:
"Do you support the accession of our country to the
European Union", how would you vote? (%)

Total sample.

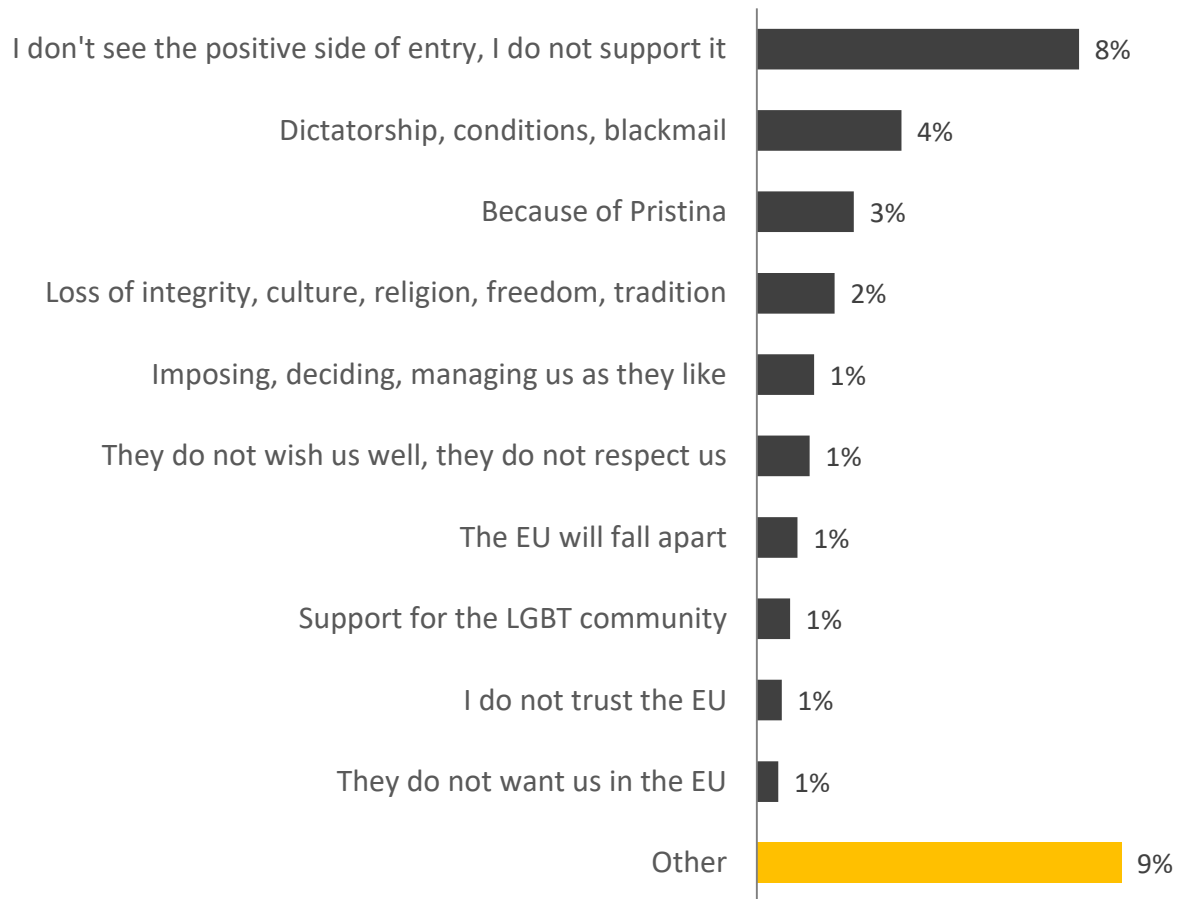




Support to Serbia's EU membership

(If voting against) Why would you vote against it? Please state one main reason why you would vote against our country joining the EU?

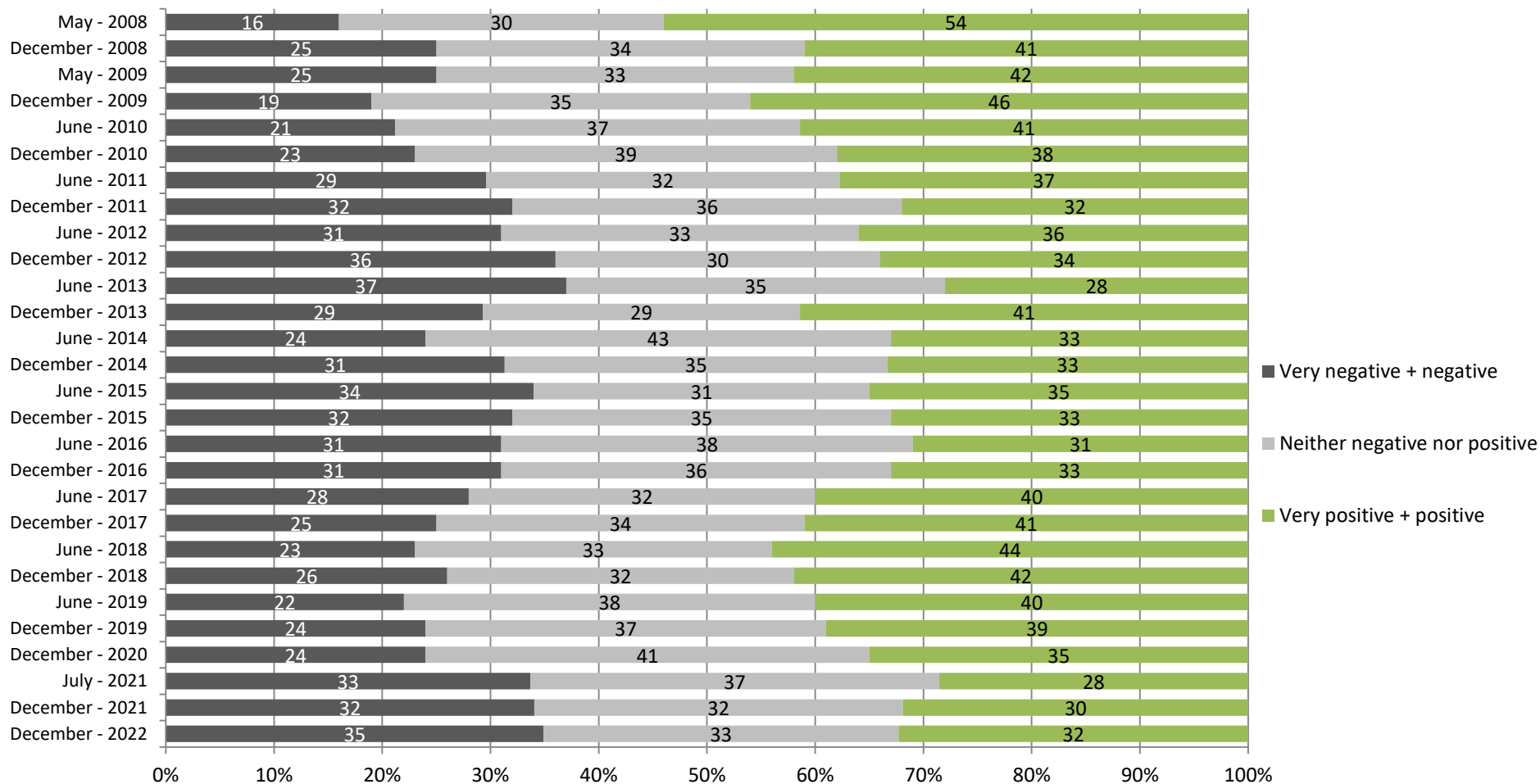
A sub-sample of citizens who would vote against Serbia joining the EU in a referendum.





In general, which reaction does the current image of the European Union cause with you? (%)

View through waves of surveys

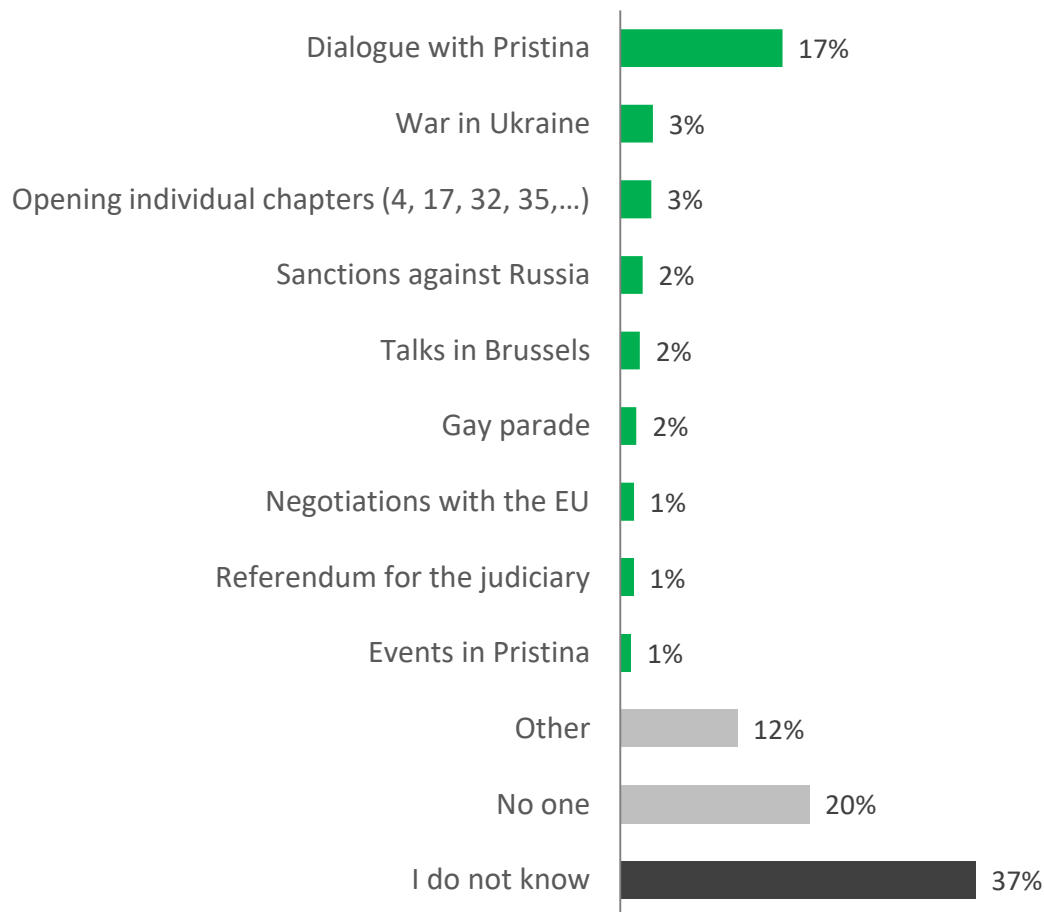




Interest towards European Union

In your opinion, which event in the process of Serbia's accession to the EU was the most significant in the last year?

Total sample

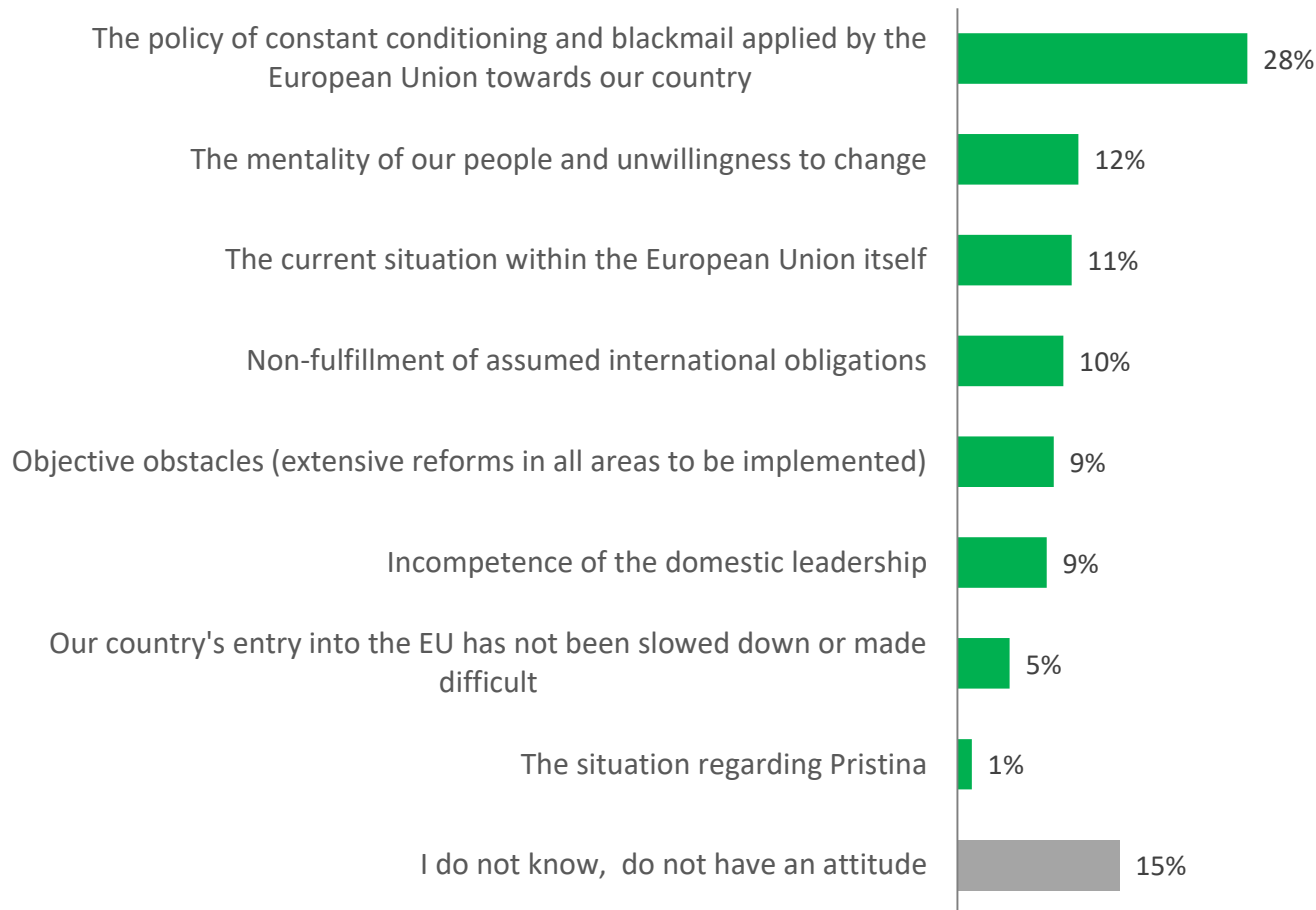




Interest towards European Union

What do you think hinders our country's accession to the EU the most?

Total sample

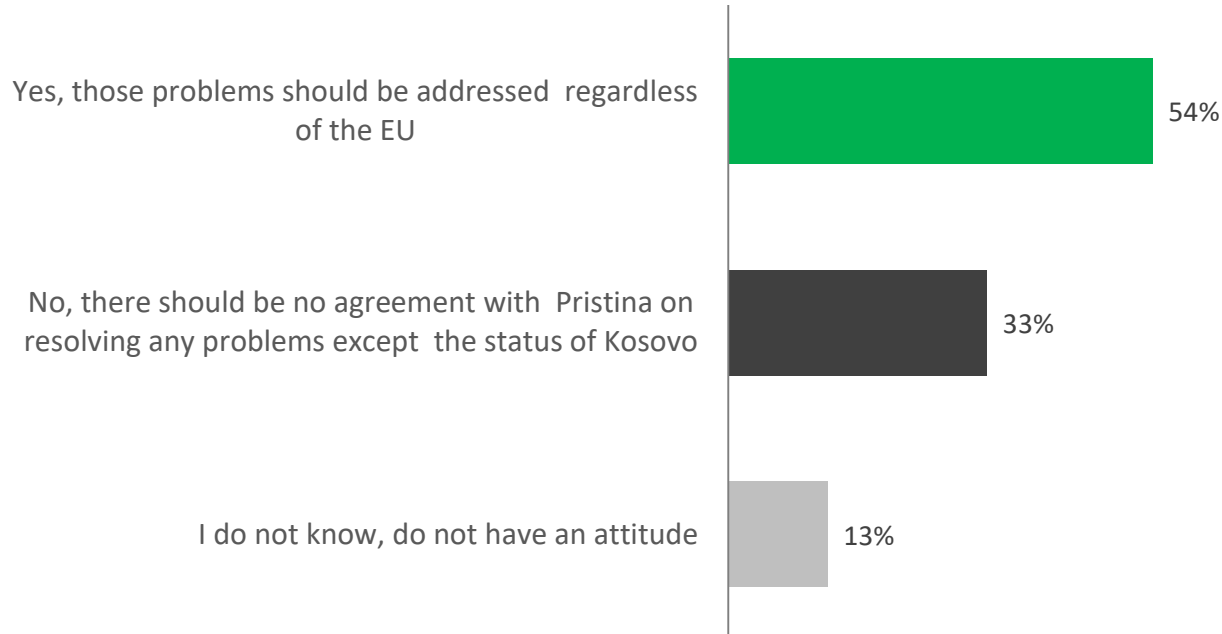




Interest towards European Union

As you know, the EU expects Belgrade and Pristina to resolve a series of problems in their relations. In your opinion, should these problems in the relations between Belgrade and Pristina be addressed regardless of the EU?

Total sample

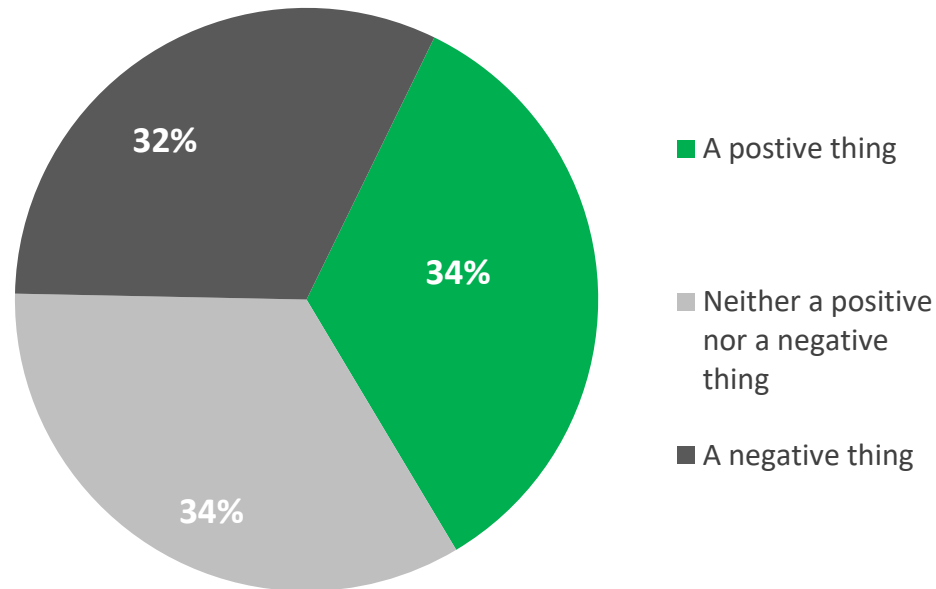




Support to Serbia's EU membership

In general, do you think that the membership of our country in the European Union would be...?

Total sample

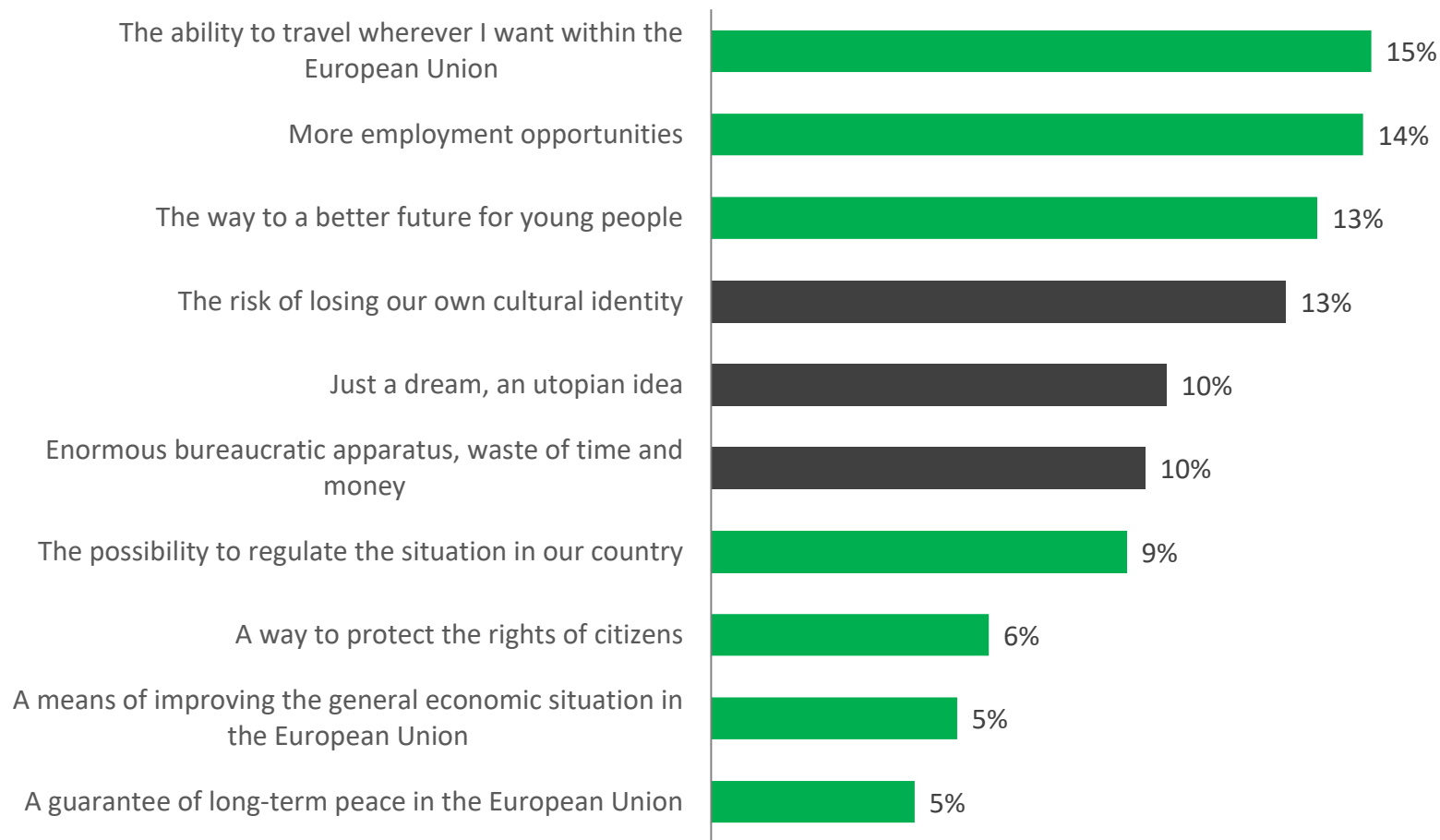




General attitudes towards the European Union

I will now show and read to you several statements concerning the European Union. Which of these statements best describes what the European Union represents for you personally?

Total sample. Possibility of multiple answers. Overview at 100%.

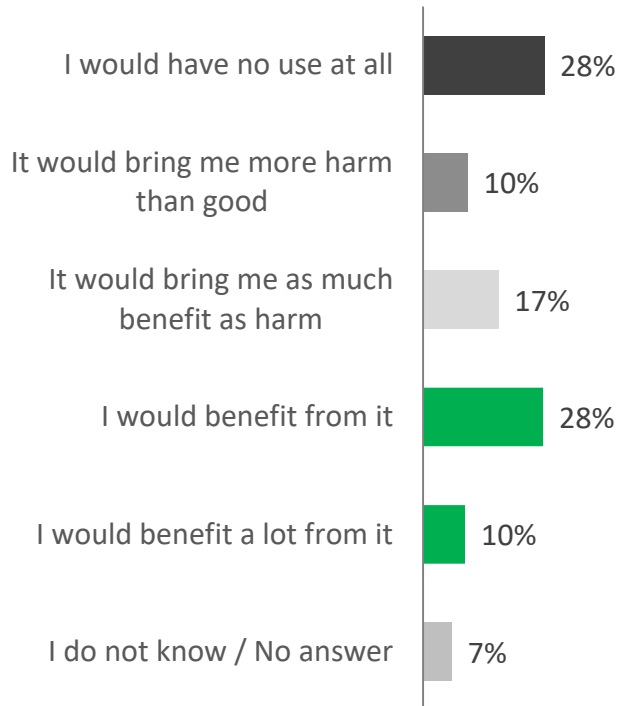




Support to Serbia's EU membership

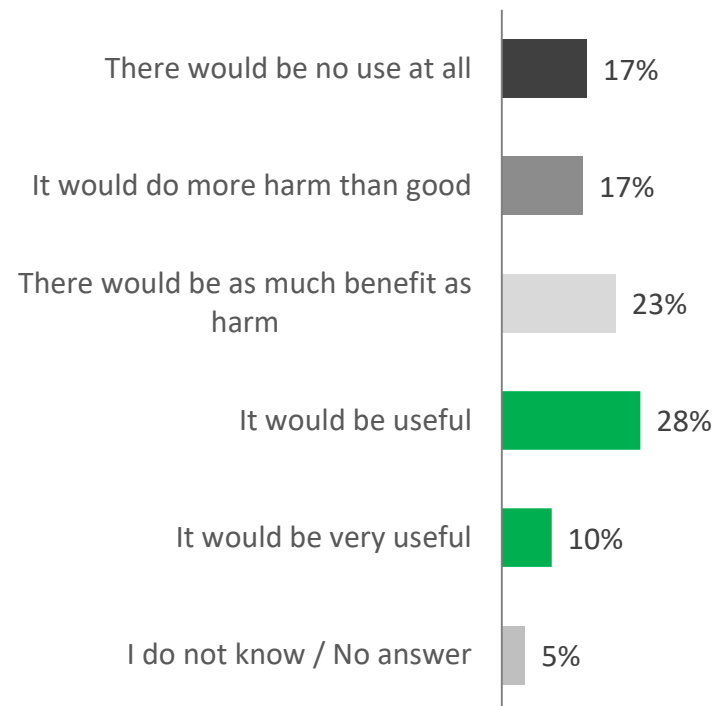
Do you think that you would personally benefit from our country's membership in the EU?

Total sample



All things considered, do you think our country would have benefits from the EU accession or not?

Total sample

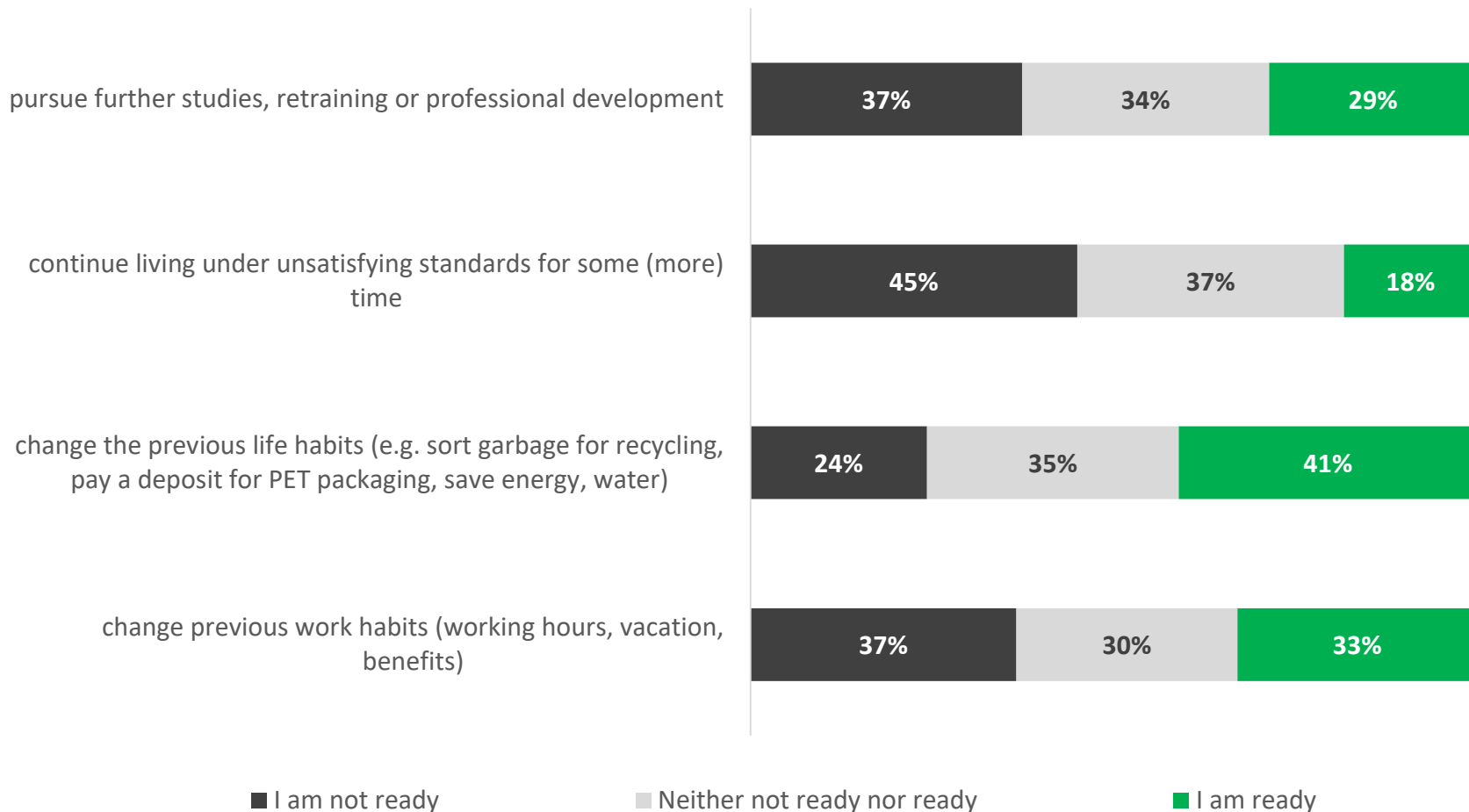




Support to Serbia's EU membership

Think now about the period leading up to EU accession. In order to join the EU, to what extent are you personally willing to...

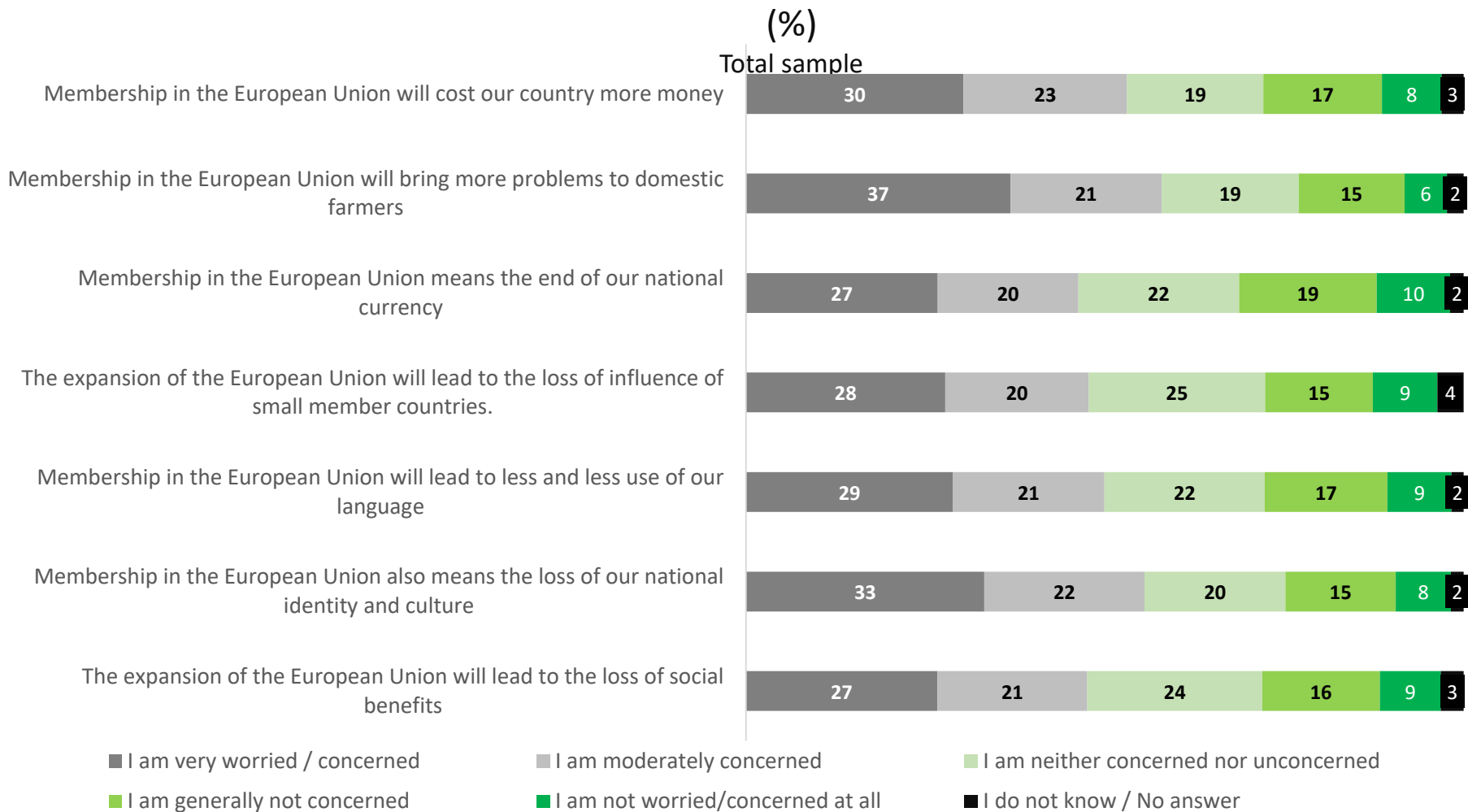
Total sample





Support to Serbia's EU membership

Some people fear the unification of Europe and the EU enlargement. I am going to read you a list of things some people have stated they fear. For each of them, please indicate how much you personally fear them at this moment. (%)

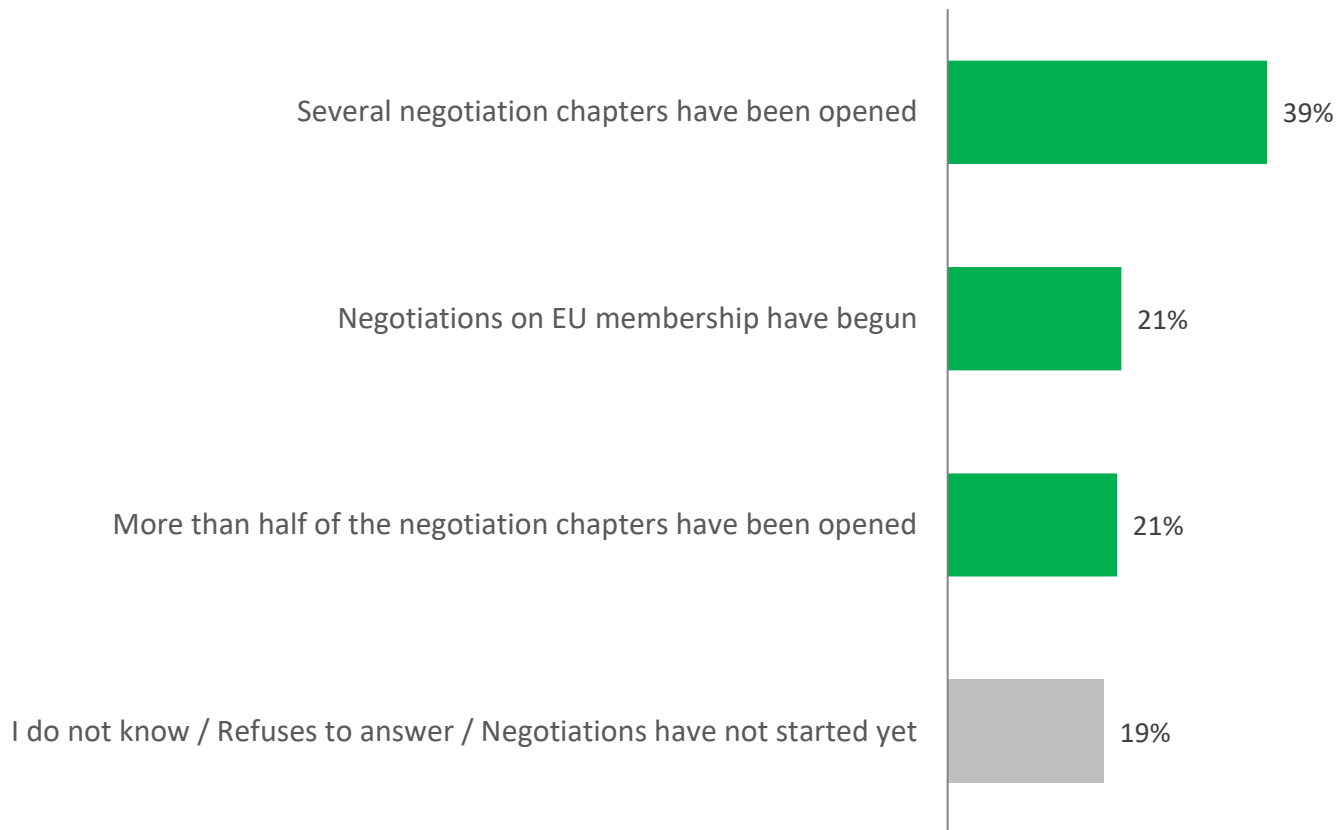




Interest towards European Union

Do you know the current status of our country in the EU accession negotiations?

Total sample

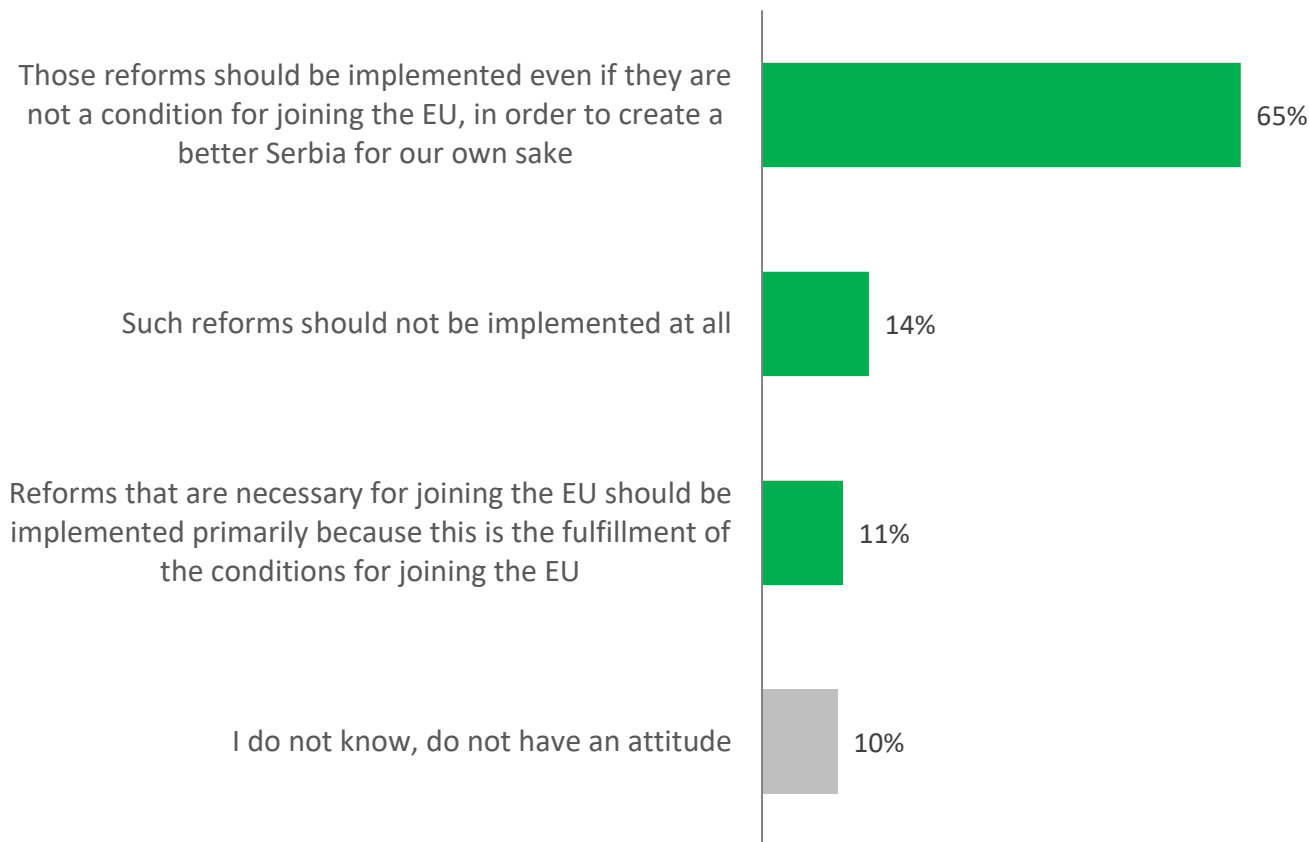




Interest towards European Union

In your opinion, do reforms necessary for EU accession need to be carried out primarily because that means fulfilling the conditions the EU has set, or should they be carried out for our own sake, regardless of whether the EU sets it as a condition?

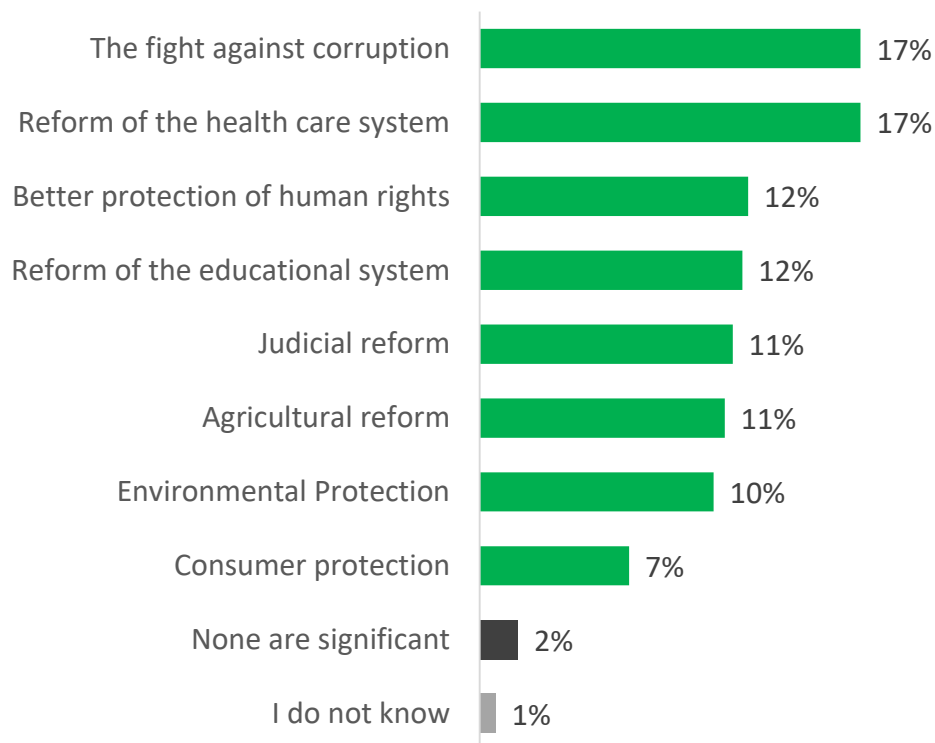
Total sample





Which of the following reforms are the most significant in your opinion? Which reforms have the most positive effect on your daily life?

Total sample. Possibility of multiple answers. Overview at 100%.

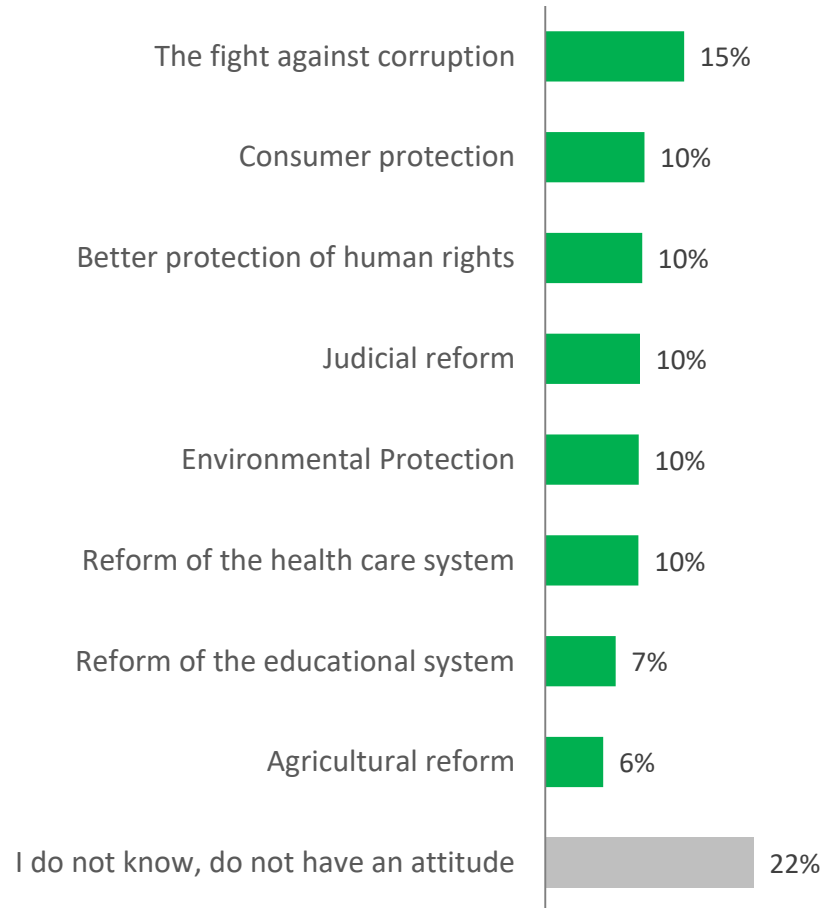




Interest towards European Union

In your opinion, in which areas has Serbia made the most progress?

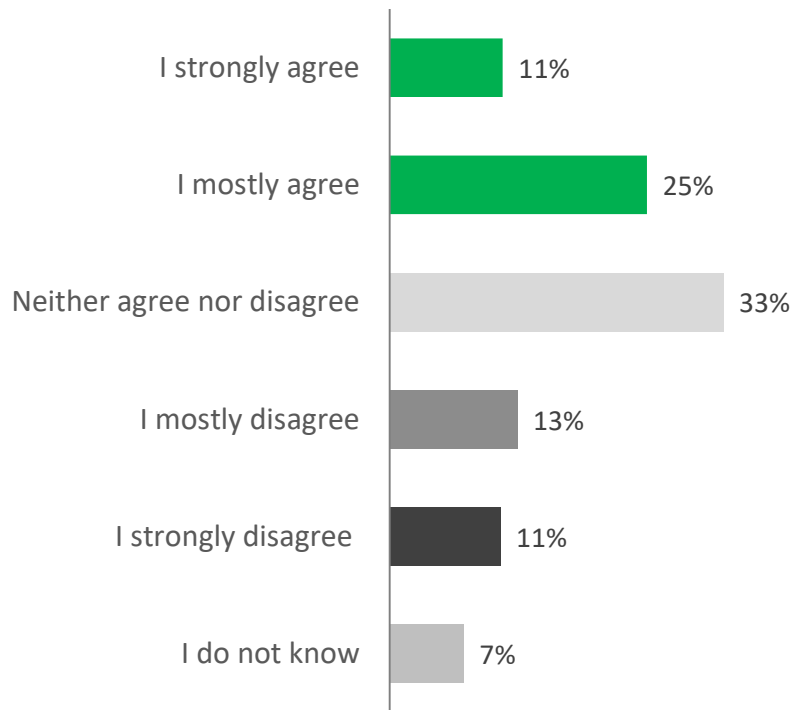
Total sample. Possibility of multiple answers. Overview at 100%.





To what extent do you agree with the opinion that being a member of the European Union means, among other things, getting assistance and support of other European Union members in crisis situations?

Total sample

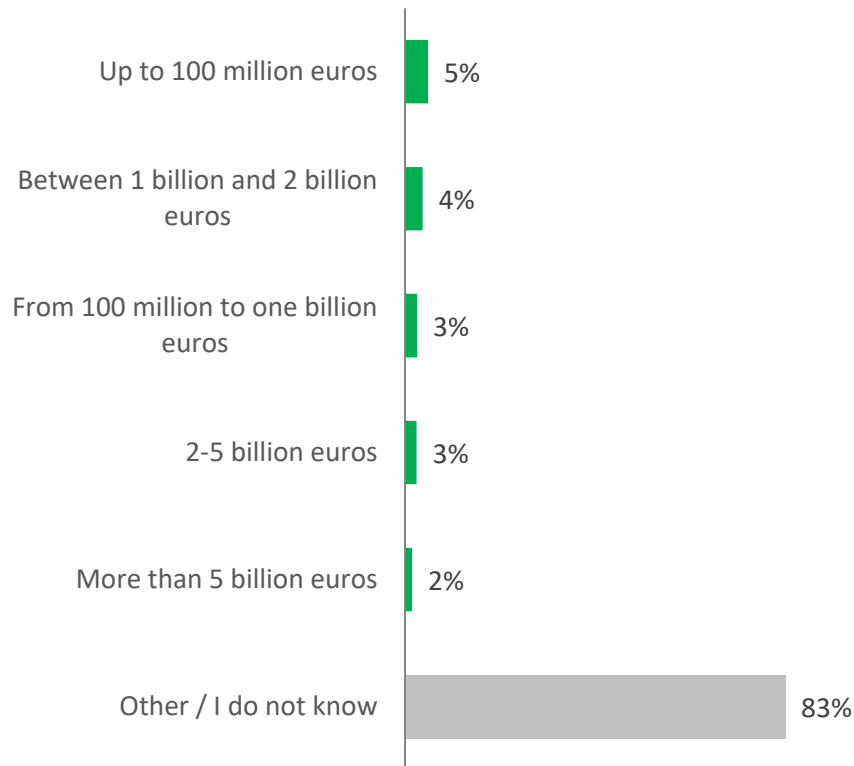




Interest towards European Union

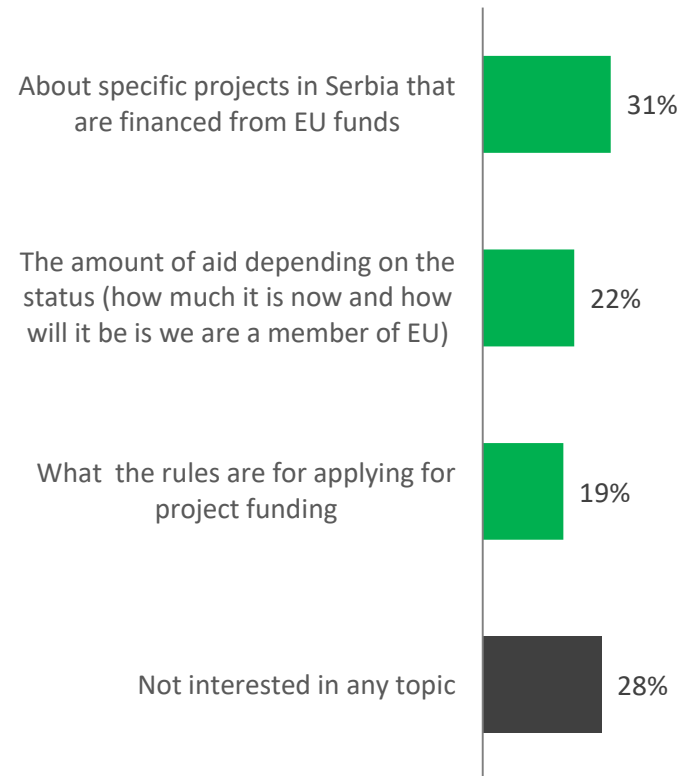
Do you know approximately how much money Serbia receives annually from EU funds?

Total sample



What topics related to EU funds would you like to be informed about?

Total sample

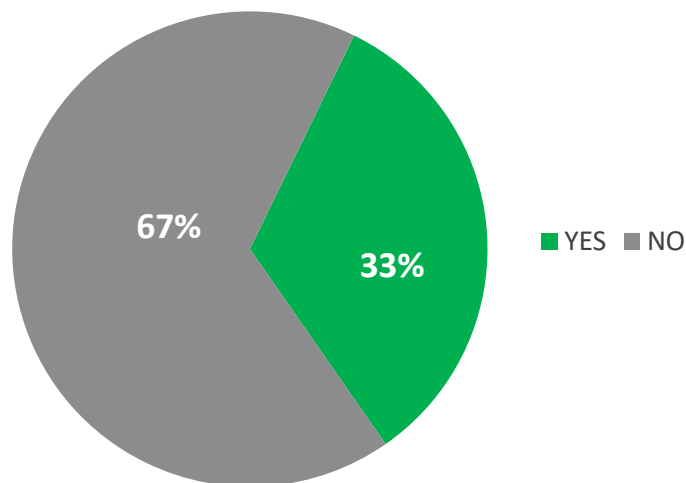




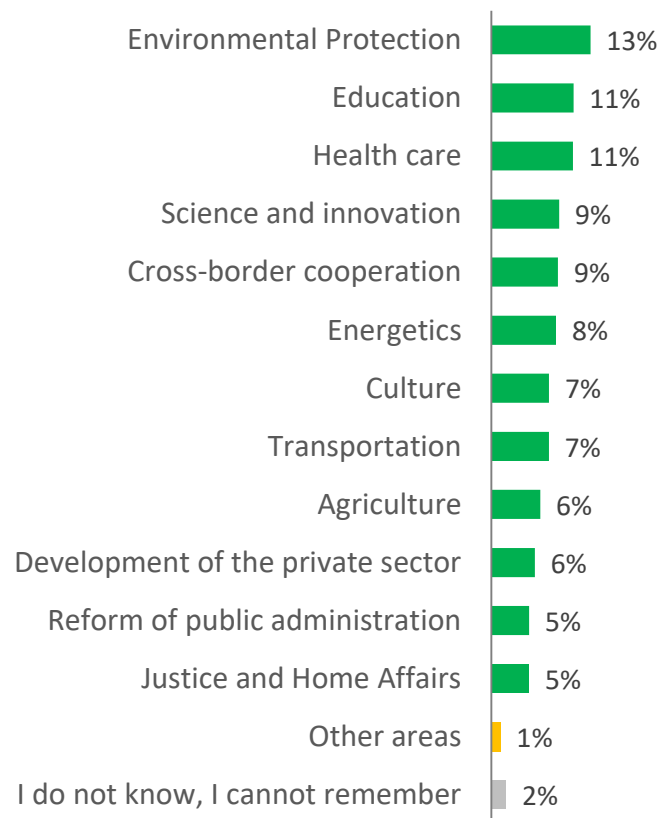
Interest towards European Union

Have you heard about any project
financed by EU funds?

Total sample



(If they heard, a subsample at 100%) From
which areas are these projects?

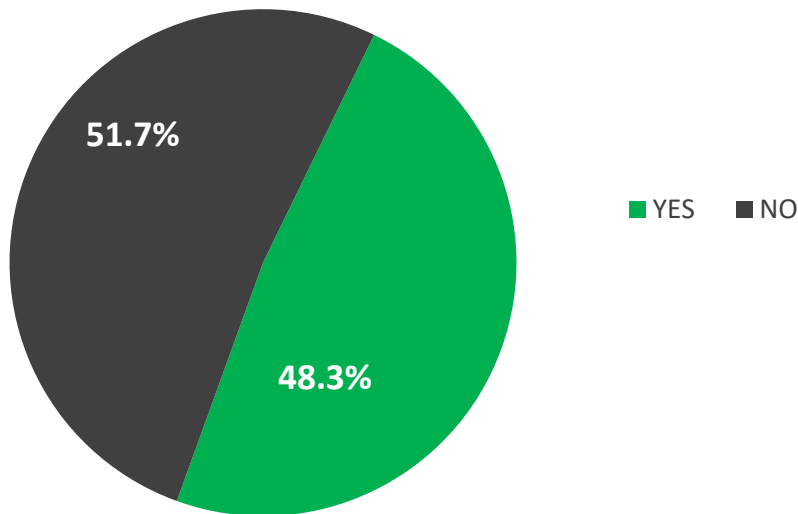




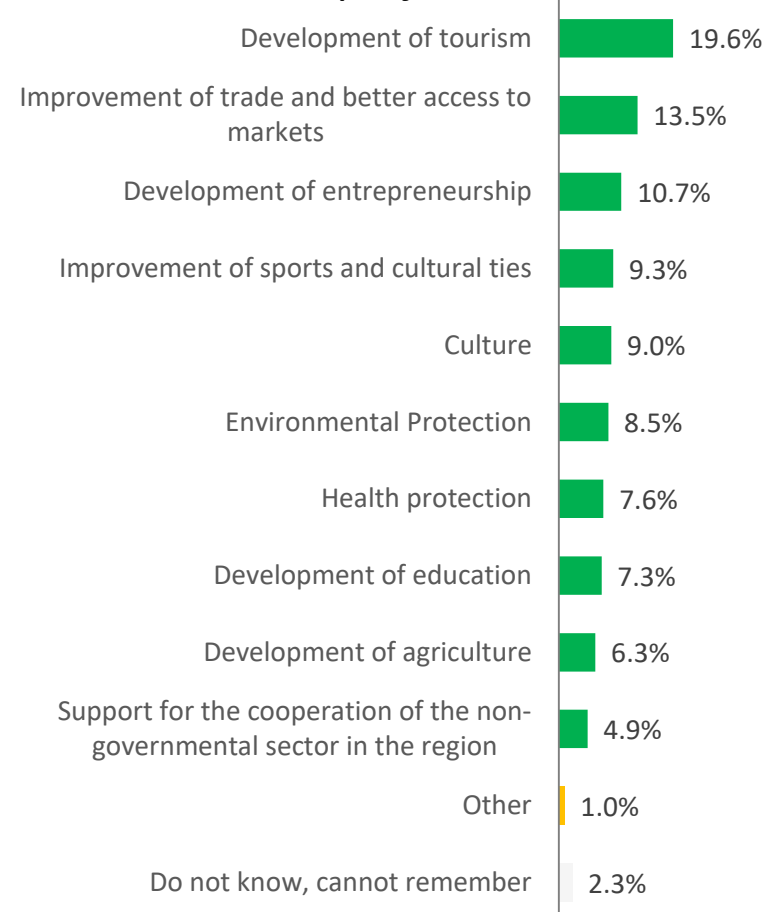
Interest towards European Union

And from which field is that project/those projects?

According to your knowledge, is any project under the cross-border cooperation program being implemented in your area?



A sub-sample of respondents who heard about a project financed by EU funds and border towns. Overview at 100%.



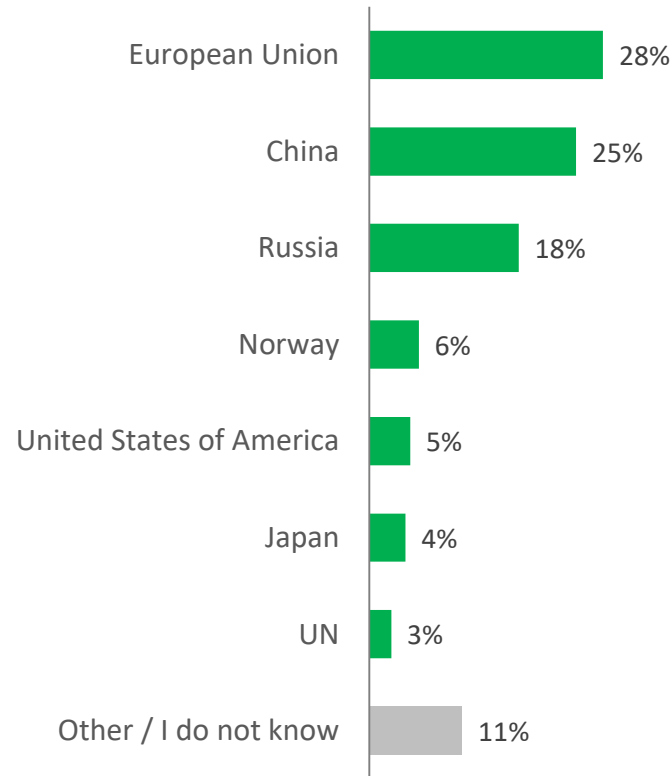
Other areas: Traffic and infrastructure

A sub-sample of respondents who have knowledge that an organization is implementing a project within the cross-border cooperation program and a sample of respondents from border towns. Overview at 100%.



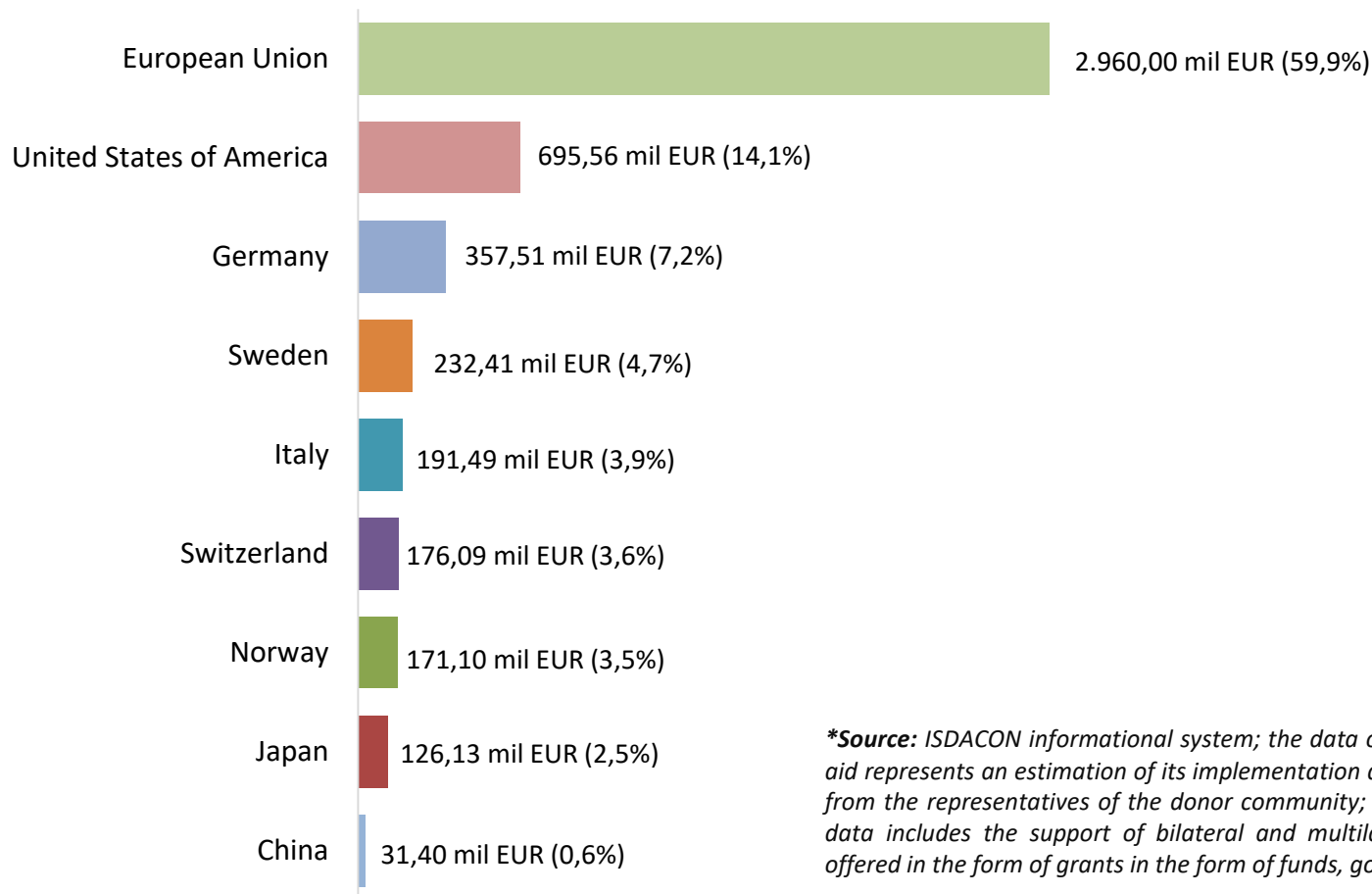
Who would you say are the biggest donors to Serbia from 2000 until now?

Total sample. Possibility of multiple answers. Overview at 100%.





And the situation actually looks like this: Assessment of the realization of international non-reimbursed development aid to the Republic of Serbia in the period 2000 - 2016 (in millions of euros)*

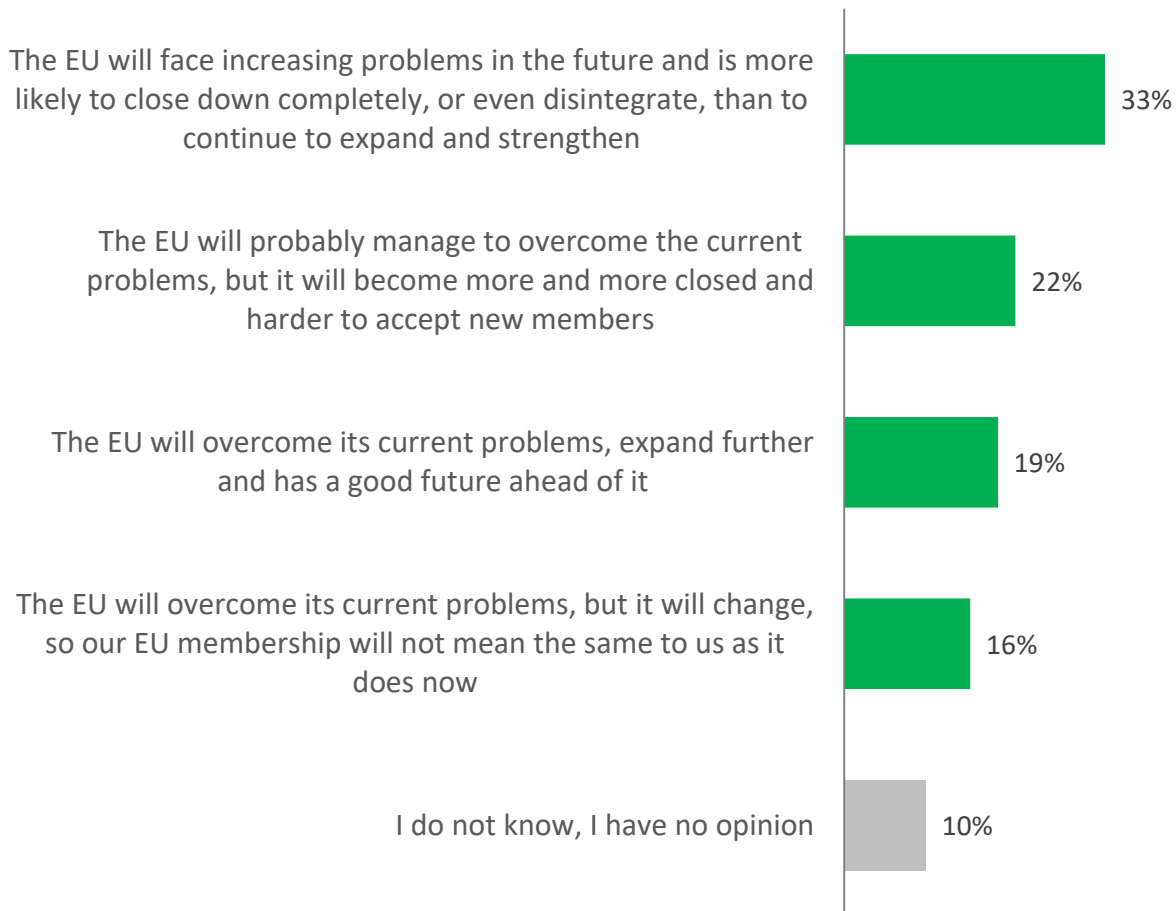


**Source: ISDACON informational system; the data on international development aid represents an estimation of its implementation and is based on data received from the representatives of the donor community; the aid encompassed by this data includes the support of bilateral and multilateral development partners offered in the form of grants in the form of funds, goods and services.*



How do you see the future of the European Union?

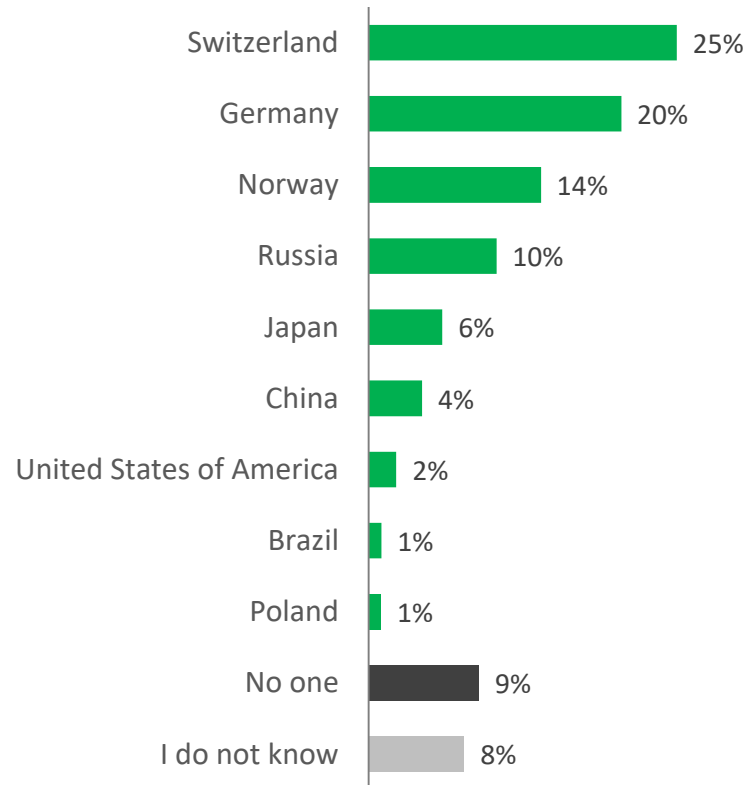
Total sample





If you could choose a model for building the country you would like to live in, which of the listed countries would you choose for Serbia?

Total sample





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