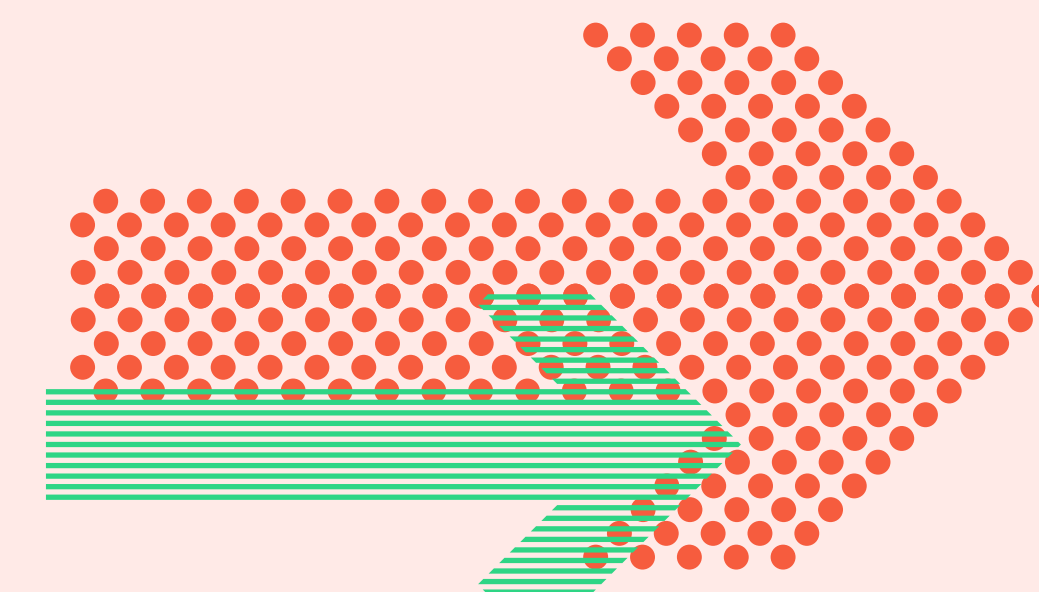
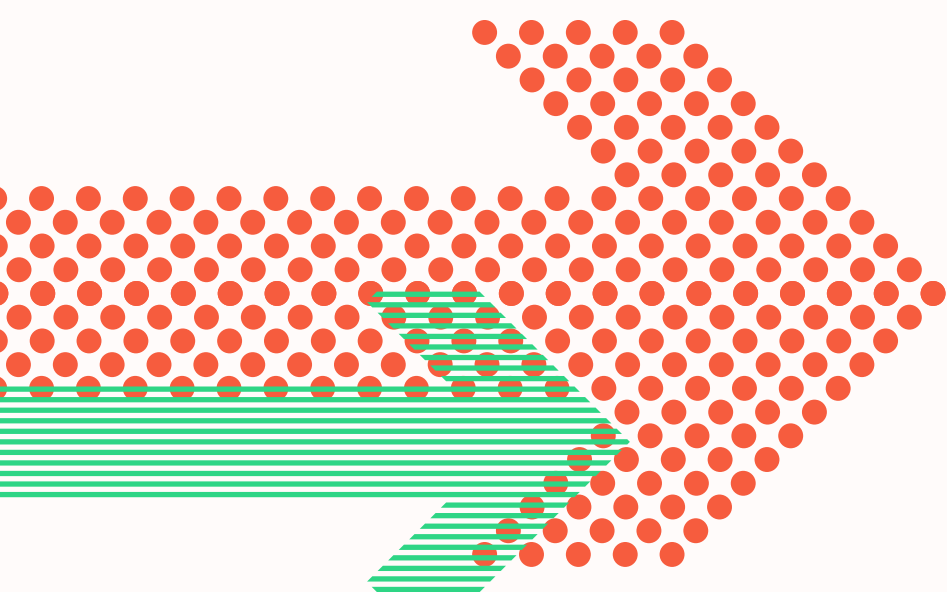


BALKAN BAROMETER

INFOGRAPHICS

2023





PUBLIC OPINION



76%

of people believe regional
cooperation is good for
their economy



drop of the EU support in the region:

59%

OR

3%

less than 2021



69%

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



1 IN 5

of Western Balkans citizens
associate the balkans with
hope or cooperation



FOR

15%

of Western Balkans
citizens the Balkans
means confidence,

BUT FOR

1 IN 10

it means
fear



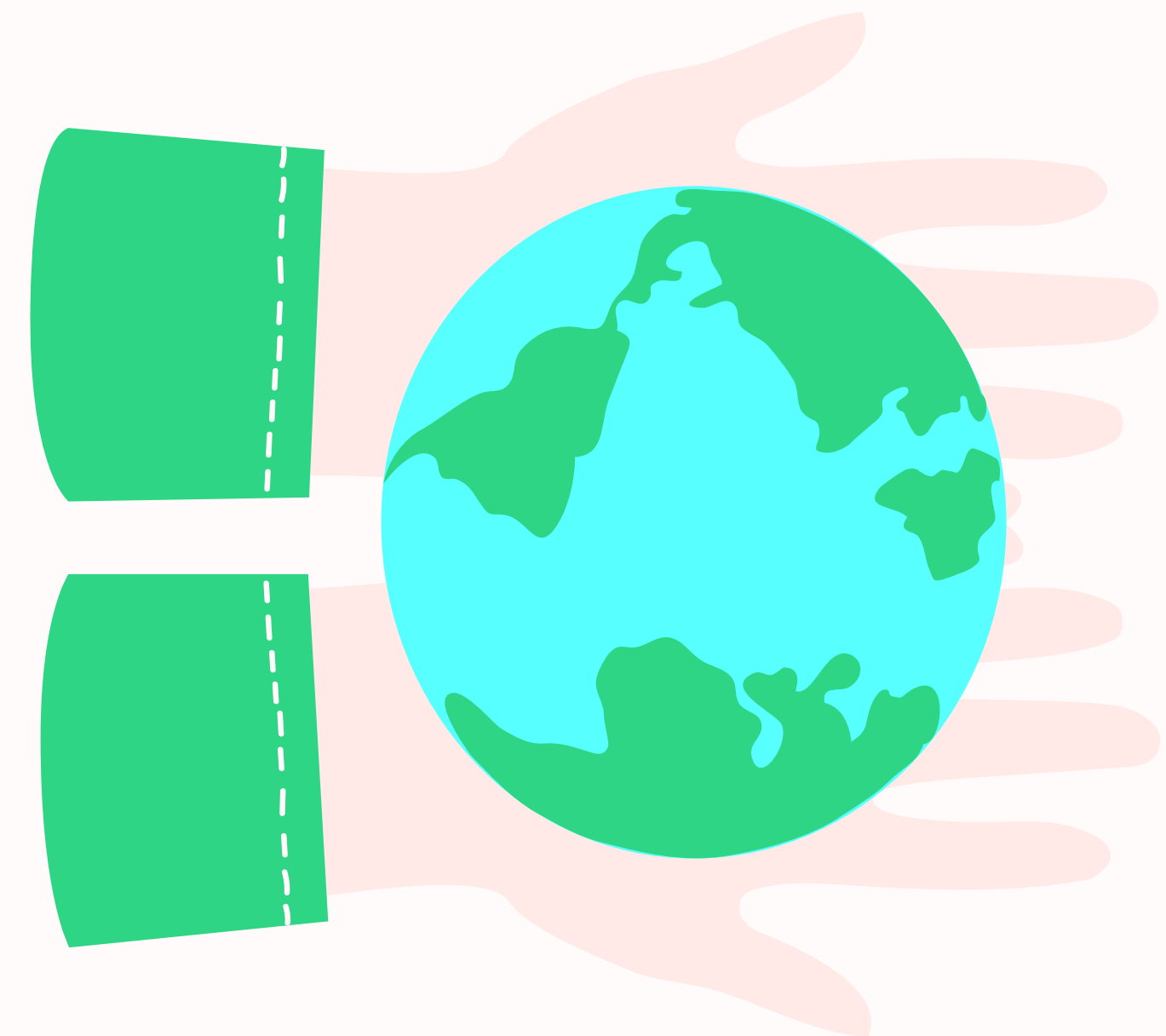
depopulation:

44%

of people think to **live abroad**

5%

more that in 2022



it is worrisome that

71%

of young people are considering
leaving their home country



65%

expressed an increased concern
regarding the spread of **fake news**



69%

of Western Balkans citizens
say the law is not applied to
everyone equally



7%

more than in 2022



27%

of Western Balkans citizens
say **corruption is the biggest
problem**



75%

of Western Balkans citizens
don't trust political parties



71%

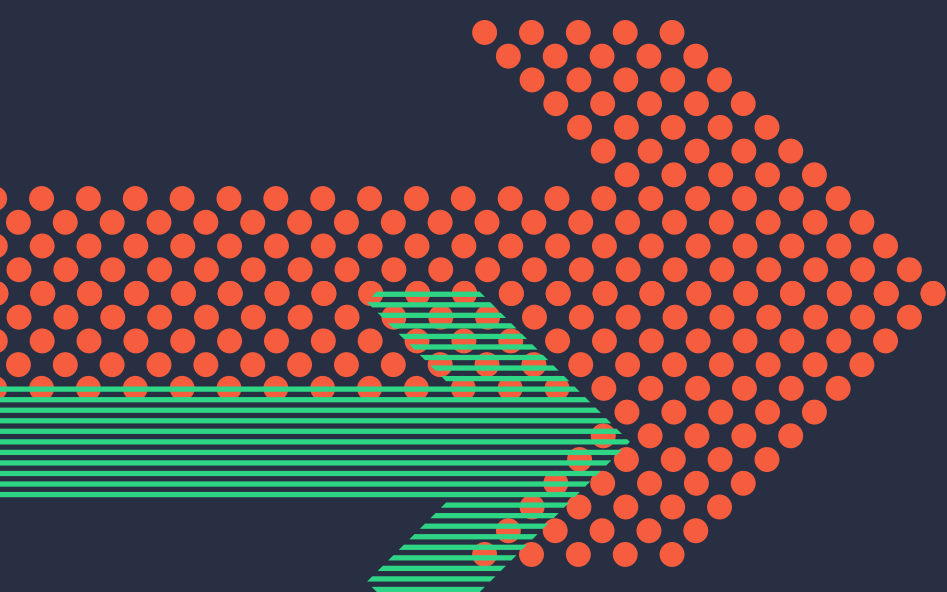
of Western Balkans citizens
say the **war in Ukraine** affected
their **purchasing power** significantly



45%

of Western Balkans citizens
feel threatened by illegal possession
and misuse of weapons





BUSINESS OPINION



71%

of Western Balkans businesses
see EU membership as a good thing,

12%

more than last year,
reaching an all time high
since 2015



74%

of Western Balkan businesses perceive
regional cooperation important for their
business



62%

more than in 2022



For Western Balkans businesses
Satisfaction index rose by 5 points
since last year, to

58



77%

of businesses in the region report
labor and **other costs increase**



35%

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



Only

13%

of Western Balkans businesses
predominantly use **renewable energy**,
while

37%

didn't take any **steps**
to reduce the environmental
impact their businesses make



70%

of businesses in the region do not see
climate change as a problem



A majority of Western Balkans businesses

56%

expect great benefits from traveling
with only an ID card within the region.



Half of region's businesses
experienced **benefits** from

ROAMING FREE WESTERN BALKANS

