“Survey of Awareness of the EU and European Integration in Kosovo”

May 2014
“SURVEY OF AWARENESS OF THE EU AND EUROPEAN INTEGRATION AMONG KOSOVO RESIDENTS”

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REPORT COMMISSIONED BY:
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ABBREVIATIONS

EUOK    European Union Office in Kosovo
EUPK    European Union Perspective in Kosovo
EU      European Union
ACKNOWLEDGEMENTS

This document represents the results of a series of polls initiated by the European Union Office in Kosovo on May 2010 and up to May 2014. The main objective of the study was to determine the level of awareness of the EU and European Integration in Kosovo.

The study team would like to thank EUPK staff, EUOK, and other relevant stakeholders who took their time to contribute to the process. This project would have been difficult to accomplish without the involvement of partners who participated in the study and their assistance throughout the project duration.

This study was commissioned and funded by EUOK with the purpose of assessing the awareness level of Kosovars about the EU and European Integration in Kosovo. It is sincerely hoped that this report contains accurate information. Should there be any errors, it is the sole responsibility of the research team.
EXECUTIVE SUMMARY

This document presents the findings of a Kosovo-wide study commissioned by the EU Perspective in Kosovo project, an EU-funded public-awareness and education project, on behalf of the EU Office in Kosovo and the Kosovo Government Ministry of EU Integration.

Consecutive studies have been carried out starting from 2010, then 2012, 2013 and now 2014. Throughout the report, data from the previous studies will be compared with the most current findings and categorized as follows:

I. Awareness of the European Union at large, EU structures, and EU-Kosovo relations in particular;
II. Public sentiments toward European integration of Kosovo, related expectations and fears;
III. Information channels most used by public to form their opinion.

This document presents an overview of public attitudes as they currently stand, and how they have changed over the past five years.

Main findings

Awareness of the EU and EU structures:

- Regarding knowledge about the EU, its policies and institutions, the percentage of those who consider themselves as having ‘average knowledge’ has increased by four percent (64 percent in 2014 vs. 60 percent in 2013), whereas the number of those with ‘advanced knowledge’ has slightly decreased (11 percent in 2014 vs. 19 percent in 2013). The number of respondents who claim to have ‘little or no knowledge’ is on a declining trend – 23 percent in 2014; 21 percent in 2013; 25 percent in 2012 and 31 percent 2010.
- Approximately 33 percent of respondents were able to correctly say how many member countries are in the EU. Most chosen incorrect alternative - that the EU has 27 member countries – was found amongst 42 percent of respondents.
- Fifty-two percent of respondents know that Jose Manuel Barroso is the President of the European Commission - compared to 59 percent in 2013, 49 percent in 2012 and 41 percent in 2010.
EU Integration: hopes and concerns:

- A majority of Kosovo Albanians (82%) favor the opinion that Kosovo must strengthen ties with the EU whilst Kosovo Serbs (79%) generally believe that strengthening ties is “somewhat not important” or “not important at all”.
- When respondents were asked whether they believe Kosovo was “ready to join the EU”, 44 percent said “yes”, while 52 percent said “no”, indicating more pessimism compared to last year’s figures – 53 percent said “yes” and 32 percent said “no” in 2013.
- The majority of respondents (74%) believe that Kosovo integration within the EU would be advantageous for the country, up from 71 percent in 2013 and 65 percent in 2012.
- The most important issues facing Kosovo at the moment are the the “fight against corruption”, “economic situation in general” and “unemployment”. Although to a lesser extent, issues such as “integration of the North” and “inability to travel to EU” are also considered important.
- Compared to the previous survey, a slightly higher percentage of respondents believe that EU integration will help Kosovo regulate and cope with issues such as “democracy” (72%), “social welfare” (67%), and “the educational system” (67%).
- If there were a referendum on joining the EU tomorrow, 79 percent of respondents would vote “yes”. Only 5 percent would vote “against”, while 11 percent remain ‘neutral’. Compared to previous studies, there is a slight increase in the readiness to join the EU (75 percent voted “yes” in 2013). Considering ethnic variations, Kosovo Albanians highly (82%) prefer EU membership whereas Kosovo Serbs are amidst “neutral” or “against” such membership (~65%).
- The percentage of respondents who believe that Kosovo-Serbia relations and EU integration of Kosovo are related has increased to 75 percent - from 72 percent in 2013, 57 percent in 2012 and 51 percent in 2010. At the same time, almost 80 percent of respondents believe that EU integration will contribute to increased freedom of movement for both Kosovo-Serbs and Kosovo-Albanians.

Information channels:

- Respondents were asked whether they are interested in information about the EU. Similar to the previous study, seventy-four percent said they are “very interested” (21%) or “interested” (53%). Younger age groups (15-34) are more interested in information about the EU than others.
- Regarding the quality and quantity of information provided about the EU, results show an increase in satisfaction with the quality (60% in 2014 vs. 53% in 2013) and quantity of information (58% in 2014 vs. 47% in 2013).
• Regarding the awareness products developed by EUPK in order to inform and raise awareness about the EU in Kosovo, the majority of respondents (52%) have watched the Europe Quiz aired on RTK. Regarding ethnic groups, Kosovo Serbs were mostly aware of the Europe Quiz aired on RTK and the textbook for schools “Të Nisemi për në Evropë! / Kremino ka Evropi!” whereas other products were less known among them.

• Between 70 to 90 percent of respondents rate these products as “entertaining and informative”.

1. INTRODUCTION

The data in this report has been collected through a series of polls entitled “Survey of Awareness of the EU and European integration among Kosovo residents” conducted in Kosovo in 2010, 2012, 2013 and 2014. The project was commissioned to assess the progress in raising awareness about what the EU is, what it stands for and the implications of Kosovo’s EU integration aspirations.

The EU Office in Kosovo (EUOK) is the EU’s main representative body responsible for EU integration issues. The fundamental role of the EU Office is promoting Kosovo’s approximation to the EU and ensuring that a permanent political and technical dialogue is maintained with the Brussels institutions.

The “European Union Perspective in Kosovo” (EUPK) project, an EU-funded public awareness project managed by the European Union Office in Kosovo, has been charged with helping to raise awareness and understanding of the EU and EU integration issues among Kosovo citizens. In the past years, EUPK has very closely worked with the media standing ‘at the heart of any serious communication and awareness raising programme’ (See Annex 1 for detailed description of EUPK activities carried out in the past four years).

The purpose of this report is to reveal any changes of public attitudes over the past years and assess the progress made in increasing Kosovo’s public understanding of EU issues over the project duration.

Quantitative face-to-face surveys were deployed among a nationally representative sample of 1,500 respondents across 37 municipalities of Kosovo. The questionnaire used consisted of 37 questions agreed in advance with the European Union Perspective in Kosovo and European Union Office in Kosovo – a majority of which were similar to questions used in previous surveys, for comparison reasons (See Annex 2 for complete survey methodology).
2. AWARENESS OF THE EUROPEAN UNION AND EU STRUCTURES

Knowledge of the EU and EU structures

The state of knowledge regarding the EU, its policies and EU structures remains within the same figures as in previous studies. Asked how they evaluate their own state of knowledge of EU on a scale of 1 to 10, 23 percent of respondents ranked themselves as having little or no knowledge (1-3), 64 percent as having average knowledge (4-7), and 11 percent as having an advanced level of knowledge (8-10). Compared to the previous study, the percentage of those who consider themselves as having ‘average knowledge’ has increased by 4 percent (64 percent in 2014 vs. 60 percent in 2013) whereas the number of those with ‘advanced knowledge’ has decreased (11 percent in 2014 vs. 19 percent in 2013).

The percentage of respondents (23%) who view themselves as having ‘little or no knowledge on EU, its policies and EU structures’ (1 – 3) has remained almost the same compared to the previous survey – 23% in 2014 vs. 21% in 2013.

*Figure 2. On a scale of 1-10 (1=No Knowledge, 10=Very Knowledgeable), how knowledgeable are you about the European Union (EU), its policies and institutions? / Four-year trend*
The socio-demographic picture of awareness groups is presented in the following table. Based on gender, a slightly higher percentage of men compared to women evaluate themselves as being very knowledgeable on EU, as well as having an average level of knowledge.

Regarding age groups, the least knowledgeable respondent group is over 65 year olds. Considering ethnicity variations, Kosovo Serb respondents deem themselves more knowledgeable on EU, its policies and EU structures than Kosovo Albanians and other Kosovo minorities.

*Figure 3. Socio-demographic picture of awareness groups / Four-year overview*

<table>
<thead>
<tr>
<th></th>
<th>High knowledge group</th>
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<th>Middle knowledge group</th>
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<tr>
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<tr>
<td>20-24</td>
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<td>K-Alb</td>
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<td>10%</td>
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<td>71%</td>
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<tr>
<td>K-Srb</td>
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<td>7%</td>
<td>6%</td>
<td>19%</td>
<td>44%</td>
<td>47%</td>
</tr>
<tr>
<td>Other Minorities</td>
<td>27%</td>
<td>5%</td>
<td>13%</td>
<td>6%</td>
<td>35%</td>
<td>58%</td>
</tr>
</tbody>
</table>
Respondents were given a show-card with five flags and asked to identify each flag. Over 70 percent of respondents answered correctly when asked to match the flags of EU, NATO, USA, UN and Germany. Awareness about the flag of the USA remained highest, where about 91 percent of respondents correctly identified it. European Union’s flag was also widely recognized (78%), followed by UN’s (75%), and Germany’s (73%). As forecasted in the previous survey, NATO’s flag remains the least identifiable with about 70 percent of respondents being able to correctly recognize it - this decreasing trend is expected to continue in the upcoming years.

*Figure 4. Which organizations do these flags/logos represent? Trend forecast*

Approximately 33 percent of respondents were able to tell how many member countries are in EU. The second most chosen alternative - that the EU has 27 member countries – was found amongst 42 percent of respondents. Overall, 59 percent of respondents answered incorrectly, with the remaining 8 percent saying they did not know the answer.

*Figure 5. How many countries are members of the EU? / Four-year results*
Data suggests a positive recognition rate with regard to correct identification of the European Commission President. Fifty-two percent of respondents know that Jose Manuel Barroso is the President of the European Commission - compared to 59 percent in 2013, 49 percent in 2012 and 41 percent in 2010.

Visibility of the EU in Kosovo

Kosovo’s EU accession is viewed as an event that will occur within the next 5 years. Twenty-five percent of respondents believe Kosovo will become a member of EU in year 2020, another twenty-five percent believe it will happen in year 2018, and eighteen percent believe this will happen in year 2015. This marks an increase in the total number of respondents who believe that Kosovo will join the EU within the next 5 years – 68 percent in 2014 vs. 62 percent in 2013.

Additionally, the number of respondents who believe Kosovo will “never join the EU” has dropped significantly – from 13 percent in 2013 to a mere 2 percent in 2014.

Figure 6. In your opinion, when will Kosovo become a member of the EU? / Four-year results
Seventy-five percent of respondents believe that the EU is helping Kosovo integrate by providing financial and technical assistance, marking a two percent increase from the previous study.

*Figure 7. Is the EU helping Kosovo integrate by providing financial/technical assistance?/ Four-year results*

Regarding the level of awareness about EU projects in Kosovo, 60 percent of respondents have directly, or indirectly heard of such projects. This marks a substantial increase in the percentage of respondents who are aware of EU projects compared to last year – 32 percent in 2013, 40 percent in 2012 and 39 percent in 2010.

Fifty-six per cent of respondents know that Samuel Žbogar is the Head of the EU Office and EU Special Representative in Kosovo. This marks a two percent increase in the recognition rate compared to last year’s total of fifty-four percent. Of those who answered incorrectly, their most frequent choices were Peter Faith (12%) and Catherine Ashton (11%).

Of those who answered correctly, seventy-five percent believe Samuel Žbogar’s impact has been positive. This figure has slightly decreased from 2013 (79%) and 2012 (84%).

*Figure 8. Who is Head of the European Union Office and EU Special Representative in Kosovo?/ Three year trend*
3. EU INTEGRATION: HOPES AND CONCERNS

Sixty-nine percent of respondents claimed that they are at least “somewhat satisfied” with their lives, down by 14 percent compared to last year’s study. These figures are similar to the study conducted in 2010. Respondents’ satisfaction is directly correlated to their income. Those with income levels (less than 100€) are generally dissatisfied with their lives. On the other hand, high earners (>400€) report more satisfaction with regard to their lives.

Figure 9. In general, how satisfied are you with your life? Four year trend

Compared to five years ago, almost half of respondents (45%) claimed that their lives have improved. This figure is similar to last year’s study when 49 percent of respondents claimed that their lives had improved. This year’s data reveals that for more respondents their personal situation “has not changed much/remained the same” (39% in 2014 vs. 36% in 2013). Similar to last year, the most dissatisfied ethnic group were Kosovo Serbs who generally reported that their living situation has not improved in the last five years.

Figure 10. Has your present situation improved compared to five years ago? / Four year trend
Perception of the EU in Kosovo

In 2010, the same percentage of respondents who declared themselves “citizens of Kosovo” also declared themselves “citizens of Kosovo and Europe” (40%). In 2012, 59 percent of respondents declared themselves as “citizens of Kosovo” and 27 percent as “citizens of Kosovo and Europe”. In 2013, 55 percent of respondents declared themselves as “citizens of Kosovo” and 26 percent declared themselves as “citizens of Kosovo and Europe”. This year, 55 percent of respondents declared themselves as “citizens of Kosovo” and 25 percent as “citizens of Kosovo and Europe”.

Figure 11. Do you perceive yourself to be…? / Four year trend

More than 80 percent of Kosovo Albanians and other Kosovo minorities perceive themselves as citizens of Kosovo. However, more than 90 percent of Kosovo Serbs perceive themselves as citizens of Serbia. Kosovo Serbs are more likely to consider themselves as “first and foremost European” rather than “citizens of Kosovo”.

Considering age variations, younger age groups (15-34) are more likely to identify themselves as first and foremost European than any older age groups (55-65+).

Regarding EU’s work in Kosovo, respondents generally view its impact as positive (61% in 2014 vs. 68% in 2013). On the other hand, nine percent of respondents have a negative perception on EU which is the same percentage as in the study carried out last year.
There were variations among the ethnic groups when it comes to their perception about the EU. Kosovo Albanians and other minorities share a widely positive opinion of the EU. More than 60 percent of each ethnicity view the EU as “positive” and another 10 percent view the EU as “very positive”. On the other hand only 13% of Kosovo Serbs view the EU as either “positive” (12%) or “very positive” (1%).

*Figure 12. In general, what is your perception of the EU? / Four year trend*

*Figure 13. In general, what is your perception of the EU? / Based on ethnicity*
Kosovo citizens widely accept the EU as a democratic institution. More than eighty percent of respondents either “fully agree” (42%) or “somewhat agree” (39%) with the premise that the EU is a democratic organization. Most respondents also agree that the EU is a “source of peace and security” and “it supports economic development”. Only a minority of respondents believe that the EU is a “threat to local traditions”, with the Kosovo Serb ethnic group being the most proponent (~40%).

Figure 14. To what degree do you agree with the following statements about the EU? 2014 vs. 2013
Eighty-two percent of respondents believe that it is important for Kosovo to strengthen ties with the EU. The number of those who think that it is “not important at all” has decreased to a mere five percent from last year’s nine percent.

A distinction can be made between the opinion of Kosovo Albanians and Kosovo Serbs with regard to the significance of Kosovo-EU ties. A majority of Kosovo Albanians (82%) favor the opinion that Kosovo must strengthen ties with the EU, whilst Kosovo Serbs (79%) generally believe that strengthening ties is “somewhat not important” or “not important at all”.

**Figure 15. How important is it for Kosovo to strengthen ties with the EU? / Three year trend**

When respondents were asked whether they believe Kosovo was “ready to join the EU”, 44 percent said “yes”, while 52 percent said “no”, indicating pessimism compared to last year’s figures – 53 percent said “yes” and 32 percent said “no” in 2013. Regarding ethnic group figures, Kosovo Serbs have become more certain that Kosovo is “not ready to join the EU” as a majority of them claimed so (75%).
Figure 16. Is Kosovo ready to join the EU? / Three year trend – based on ethnicity

If there were a referendum on joining the EU tomorrow, 79 percent of respondents would vote “yes”. Only 5 percent would vote “against”, while 11 percent remain ‘neutral’. Compared to previous studies, there is a slight increase in the readiness to join the EU (75 percent voted “yes” in 2013). Considering ethnic variations, Kosovo Albanians highly (82%) prefer EU membership whereas the majority of Kosovo Serbs are amidst “neutral” or “against” such membership (~65%).

Figure 17. If there were to be a referendum tomorrow regarding Kosovo’s membership of the EU, would you personally vote? / Three year trend
The percentage of respondents who believe that Kosovo-Serbia relations and EU integration of Kosovo are related has increased to 75 percent - from 72 percent in 2013, 57 percent in 2012 and 51 percent in 2010. At the same time, almost 80 percent of respondents believe that EU integration will contribute to increased freedom of movement for both Kosovo-Serbs and Kosovo-Albanians.

A distinction can be made regarding Kosovo-Serbs, as they are less certain than Kosovo-Albanians on the issue of increased freedom of movement in the event Kosovo joins the EU – 80 percent of Kosovo Albanians believe it will help vs. 40 percent of Kosovo-Serbs who think so.

**Figure 18. Do you think that Kosovo-Serbia relations and EU integration of Kosovo are interrelated? / Four year trend**

![Graph showing the trend of belief in the interrelatedness of Kosovo-Serbia relations and EU integration from 2010 to 2014.]

**Figure 19. Do you think that Kosovo-Serbia relations and EU integration of Kosovo are interrelated? / (Strongly interrelated + interrelated answers) Trend forecast**

![Graph showing the forecast trend from 2010 to 2017.]

Figure 20. Do you think EU integration will contribute to increased freedom of movement for both Kosovo-Serbs and Kosovo-Albanians in Kosovo? / Four year trend

Figure 21. Do you think EU integration will contribute to increased freedom of movement for both Kosovo-Serbs and Kosovo-Albanians in Kosovo? / (Definitely help + May help answers) Trend forecast
Hopes and Concerns

When asked what the EU meant to them, statements such as “freedom to travel, study, work and live anywhere in the EU” (from 68% to 58%), “a better future for the youth” (from 52% to 48%), and “a better quality of life” (from 49% to 43%) were among the most frequented answers. Although ranked as most significant, each of these statements has become less recurrent amongst respondents compared to the previous study.

On the other hand, “a way to improve the environment” (from 10% to 31%) and “a means of improving the economic situation” (from 39% to 41%) have each increased in importance compared to the previous study.

Figure 22. Which of the following statements best describe(s) what the EU means to you personally? / Four year trend
Respondents were asked what they thought were the most important priorities to receive EU funding in their locality. The majority of respondents believe that there should be some “assistance for Start Ups and SMEs” (51%), followed by “children’s education” (26%) and “opportunities for women in the community” (23%). On the other hand, “waste management facilities”, “sport facilities” and “cultural activities” were prioritized by less than 15% of the respondents overall.

Figure 23. What would you think are the most important priorities to receive EU funding in your locality?

The majority of respondents (74%) believe that Kosovo integration within the EU would be advantageous for the country, up from 71 percent in 2013 and 65 percent in 2012.

Figure 24. To what degree would Kosovo integration within the EU be advantageous? / (Very advantageous + Advantageous answers) Trend forecast
When asked whether EU membership would benefit them personally, seventy-three percent of respondents believe it would, up from 59 percent in 2013, 57 percent in 2012 and 54 percent in 2010. Only eleven percent of respondents claimed that it would not benefit them at all, down from 17 percent in 2013, 11 percent in 2012 and 12 percent in 2010. Younger age groups are more likely to believe that membership would benefit them personally.

*Figure 25: Do you think that becoming a member of the EU would benefit you personally, or not? / Four year trend*

![Figure 25: Graph showing the percentage of respondents who believe EU membership would benefit them personally from 2010 to 2014.](image)

*Figure 26: Do you think that becoming a member of the EU would benefit you personally, or not? / (Benefit a lot + Somewhat Benefit Answers) Trend forecast*

![Figure 26: Graph showing the forecasted trend from 2010 to 2017.](image)
When asked whether they would like to permanently settle and work in a European country to work, 43 percent said “yes”. Compared to 2013, this marks a drop of 7 percent in the number of those who would consider permanently settling and working in a European country. Similar to last year, younger age groups are more likely than older age groups to report that they would like to work and settle in a European country.

The biggest concern for respondents was the difficulty of the implementation of required EU criteria/reforms (25%). Respondents are not as concerned about EU integration issues as they were last year – 35 percent reported they had “no concerns”, compared to 16 percent in 2013. Considering ethnicity variations, the main concerns among Kosovo Serbs are that they are “generally against the European integration process” (41%) and “do not have information about the EU” (13%).

*Figure 27. What are your main concerns regarding EU integration? Four-year trend*
According to respondents, the most important issues facing Kosovo at the moment are the “fight against corruption”, “economic situation in general” and “unemployment”. Although to a lesser extent, issues such as “integration of the North” and “inability to travel to EU” are also considered important. Compared to previous years, the general concern has somewhat faded away, as now less respondents believe the aforementioned issues are of high significance.

*Figure 28. What do you think are the most important issues facing Kosovo at the moment? 1= Most important and 10=Least important*

Compared to the previous survey, a slightly higher percentage of respondents believe that EU integration will help Kosovo regulate and cope with issues such as “democracy” (72%), “social welfare” (67%), and “the educational system” (67%). On the other hand, issues such as “ability to travel”, “economy” and “unemployment” remain very important, although within similar figures as in the previous survey. One of the issues that received a significant increase was that of “elections” – 65% in 2014 vs. 46% in 2013. Overall, this wave of polling revealed optimism towards EU integration among respondents as most issues are believed to improve in that scenario.
**Figure 29. Do you think the EU integration will help Kosovo to cope with its existing problems? / Four year trend**

<table>
<thead>
<tr>
<th>Category</th>
<th>2010</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Democracy</td>
<td>65%</td>
<td>57%</td>
<td>63%</td>
<td>72%</td>
</tr>
<tr>
<td>Ability to travel</td>
<td>73%</td>
<td>72%</td>
<td>71%</td>
<td>71%</td>
</tr>
<tr>
<td>Economy</td>
<td>82%</td>
<td>78%</td>
<td>74%</td>
<td>71%</td>
</tr>
<tr>
<td>Social welfare</td>
<td>71%</td>
<td>66%</td>
<td>50%</td>
<td>67%</td>
</tr>
<tr>
<td>The educational system</td>
<td>75%</td>
<td>65%</td>
<td>54%</td>
<td>67%</td>
</tr>
<tr>
<td>Elections</td>
<td>56%</td>
<td>59%</td>
<td>46%</td>
<td>65%</td>
</tr>
<tr>
<td>Fighting unemployment</td>
<td>73%</td>
<td>63%</td>
<td>64%</td>
<td>65%</td>
</tr>
<tr>
<td>Fighting corruption</td>
<td>76%</td>
<td>66%</td>
<td>68%</td>
<td>65%</td>
</tr>
<tr>
<td>Defence and foreign affairs</td>
<td>61%</td>
<td>48%</td>
<td>53%</td>
<td>64%</td>
</tr>
<tr>
<td>Agriculture</td>
<td>69%</td>
<td>66%</td>
<td>62%</td>
<td>64%</td>
</tr>
<tr>
<td>Fighting crime</td>
<td>73%</td>
<td>64%</td>
<td>65%</td>
<td>64%</td>
</tr>
<tr>
<td>Environment</td>
<td>72%</td>
<td>60%</td>
<td>54%</td>
<td>63%</td>
</tr>
<tr>
<td>Scientific and technological research</td>
<td>51%</td>
<td>47%</td>
<td>50%</td>
<td>62%</td>
</tr>
<tr>
<td>Health</td>
<td>73%</td>
<td>62%</td>
<td>54%</td>
<td>61%</td>
</tr>
<tr>
<td>Competitiveness</td>
<td>60%</td>
<td>61%</td>
<td>56%</td>
<td>54%</td>
</tr>
<tr>
<td>Taxation</td>
<td>49%</td>
<td>40%</td>
<td>43%</td>
<td>48%</td>
</tr>
</tbody>
</table>
Results show that the top three groups that will incur more advantages with EU accession are those who speak foreign languages (77%), young people (76%) and farmers (62%). The top three groups who are seen to have advantages as well as disadvantages are those who do not speak a foreign language, manual workers, and the private sector employees. Compared to the previous study, respondents are more optimistic that EU accession can surely be advantageous to society groups in Kosovo as a higher percentage of them have stated so. (i.e. 77% voted “People who speak foreign languages” in 2014 vs. 67% in 2013).
Respondents have been asked to what extent they feel they can trust a number of institutions. The majority of them displayed trust in United Nations (76%) and NATO (75%), representing an increase of almost 10 percent in each, compared to the previous study. The EU Office in Kosovo is ranked 3rd in the most trusted list of organizations with 71% of respondents claiming to trust it, whereas EULEX (58%) is less trusted overall. Compared to the previous study, trust has increased in all institutions without exception.

Figure 31. What advantages will the EU integration bring to the following groups in Kosovo society?
Figure 32. Do you trust the following organizations? (“Yes” answers) / Four year trend

Figure 33. Do you trust the following organizations? (“Yes” answers) / Trend forecast
4. INFORMATION CHANNELS

Most used and trusted information sources

Results from the survey show that the most frequently used information sources were TVs (90%), mobile phones (80%) and the internet (66%). A steady increase has been revealed throughout the polling waves as now more respondents cite to have used information sources at least once a week. Specifically, the biggest increase can be spotted in the percentage of respondents who used internet and social networks now, compared to those in previous study years. (i.e. 66% internet usage in 2014 vs. 36% in 2010).

Figure 34. Do you use, on a regular basis (at least once a week)? / Four year trend
Data reveals that the most trusted sources of information about the EU are considered to be Journalists (24%), followed by NGO/civil society representatives (19%) and EU decision makers/politicians/MEPs (13%). “EU Office in Kosovo” and “Kosovo politicians” enjoy the trust of seven percent of respondents. Businessmen are the least trusted source for the fourth consecutive study (5%).

Figure 35. Who do you consider the most trusted source of information about the EU (from the following list)? / Four year trend
EU-related information

Respondents were asked whether they are interested in information about the EU. Similar to the previous study, seventy-four percent said they are “very interested” (21%) or “interested” (53%). Younger age groups (15-34) are more interested in information about the EU than others.

Regarding the quality and quantity of information provided about the EU, results show an increase in satisfaction with the quality (60% in 2014 vs. 53% in 2013) and quantity of information (58% in 2014 vs. 47% in 2013).

**Figure 36. Are you interested in information about the EU? Three-year trend**

**Figure 37. Are you satisfied with the quality and quantity of information of EU provided by the information channels? / Three year trend**
Regarding the awareness products developed by EUPK in order to inform and raise awareness about the EU in Kosovo, the majority of respondents (52%) have watched the Europe Quiz aired on RTK. Below is the table which shows the percentage of respondents who have seen or heard of the EUPK informative products.

*Figure 38. The percentage of those who have seen/heard EUPK awareness products*

<table>
<thead>
<tr>
<th>Awareness Product</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Europe Quiz for primary schools, which is aired on RTK every Saturday and Sunday</td>
<td>52%</td>
</tr>
<tr>
<td>“Seeing is Believing” documentary series with actors Ylber and Armend (aired on Fridays and Saturdays)</td>
<td>22%</td>
</tr>
<tr>
<td>The textbook book for schools Të nisemi për në Evropë! / Kremino ka Evropi! in digital format online and hardcopies in schools and libraries</td>
<td>16%</td>
</tr>
<tr>
<td>Evropa tani në Kosovë/Evropa sada na Kosovu programme on radio stations accross Kosovo</td>
<td>14%</td>
</tr>
<tr>
<td>EU-supported “EU Debate” page in Koha Ditore newspaper on Mondays</td>
<td>13%</td>
</tr>
<tr>
<td>Pulla e Gjëlbert/Zeleno dugme, ten short films for the younger generation on how to protect the environment’ in Kosovo</td>
<td>11%</td>
</tr>
<tr>
<td>EU-supported “EU Debate” page in Zëri newspaper on Mondays</td>
<td>8%</td>
</tr>
</tbody>
</table>

Regarding ethnic groups, Kosovo Serbs were mostly aware of the Europe Quiz aired on RTK and the textbook for schools “Të Nisemi për në Evropë! / Kremino ka Evropi!”, whereas other products were less known among them.

Regarding how informative and entertaining respondents found these products, results show that these products are positively received by the audience. Between 70 to 90 percent of respondents rate these products as “entertaining and informative”.

36
Compared to the previous survey, when 35 percent of respondents viewed the “Europe Quiz for Schools” as “very entertaining and informative”, now a higher number of respondents (44%) believe the same. The product “Episodes of Kafeneja Jonë with an EU storyline” which was the most recognizable in 2013 (69%) is no longer aired, thus there is no information on it for 2014.

Respondents from age 25 to 34 are most informed about EUPK products. At the same time, they view these products as either "Very entertaining and informative" (30%-40%) or "Entertaining and informative" (20%-25%).

Regarding ethnicities, Kosovo Serb respondents are less informed about EUPK products than Kosovo Albanian respondents. Although few in number (5%-10%), Kosovo Serb respondents were mostly informed about the “textbook book for schools Të nisemi për në Evropë! / Kremino ka Evropi!”. 
**Figure 40: Percentage of those who rate EUPK products as "Very entertaining and informative" or "Entertaining and informative" - 2014**

- The book for schools Të nisemi për në Evropë / Kremino ka Evropi!
  - 2014: 39%
  - 2013: 74%
- The "Europe Quiz" for schools
  - 2014: 44%
  - 2013: 43%
- "Seeing is Believing" documentary with actors Ylber and Armend
  - 2014: 53%
  - 2013: 50%
- EU-supported "EU Debate" page in Zëri newspaper on Monday
  - 2014: 26%
  - 2013: 32%
- EU-supported "Op-Ed" comments in Koha Ditore newspaper on Sunday
  - 2014: 66%
  - 2013: 44%
- Evropa tani në / Evropa sada na Kosovu programme on the radio
  - 2014: 71%
  - 2013: 41%
- Pulla e Gjelbërt/Zeleno dugme, ten short films
  - 2014: 62%
  - 2013: 27%

**Very entertaining informative**

**Entertaining and informative**

---

**Figure 41: Percentage of those who rate EUPK products as "Very entertaining and informative" or "Entertaining and informative" - 2013**

- Episodes of Kafeneja Jonë with an EU storyline
  - 2014: 56%
  - 2013: 13%
- The book for schools Të nisemi për në Evropë / Kremino ka Evropi!
  - 2014: 44%
  - 2013: 43%
- The "Europe Quiz" for schools
  - 2014: 35%
  - 2013: 35%
- "Seeing is Believing" documentary with actors Ylber and Armend
  - 2014: 53%
  - 2013: 32%
- EU-supported "EU Debate" page in Zëri newspaper on Monday
  - 2014: 26%
  - 2013: 41%
- EU-supported "Op-Ed" comments in Koha Ditore newspaper on Sunday
  - 2014: 63%
  - 2013: 34%
- Evropa tani në / Evropa sada na Kosovu programme on the radio
  - 2014: 71%
  - 2013: 28%
- Pulla e Gjelbërt/Zeleno dugme, ten short films
  - 2014: 62%
  - 2013: 27%
Figure 42: Percentage of those who rate EUPK products as "Very entertaining and informative" or "Entertaining and informative" - 2012
5. CONCLUSION

Kosovo residents are increasingly enthusiastic about the European Union – they are interested in information related to it, value its support and consider it a benign institution. The number of those who believe Kosovo should become a member of the EU has continuously increased, although the timing of membership has been inflated by their desire to do so as soon as possible. As citizens became more informed about the rules and regulations of acceptance in the European family, today fewer Kosovo citizens believe that EU membership will occur within the next three years.

This uncertainty regarding the membership date can be noticed among citizens as a large number of them are unsure of Kosovo’s membership prospects. When specifically asked whether Kosovo is ready to join the EU, only 44 percent said “yes”, while 52 percent said “no”, indicating lower optimism among respondents about the readiness of joining the EU, compared to the previous study when 53 percent said “yes” and 32 percent said “no”. Although not as worried as in the previous study, the biggest concerns among Kosovo citizens regarding EU membership are the difficulty to fulfill integration reforms/criteria, and lack of information about the EU.

The majority of respondents (74%) believe Kosovo integration within the EU would be advantageous for the country. They believe that it will be most helpful to people who speak foreign languages, young people and farmers. Most willingly were the younger age groups (20-34) - they are more likely than older age groups to report that they would like to permanently settle and work in an EU country.

Recognizing the flags of U.S.A., NATO, EU, Germany and UN was not difficult for the majority of Kosovo citizens. They were generally aware of the flags of the U.S.A., Germany, EU and UN, although not as much about that of the NATO – which remains the least identifiable with about 30 percent of respondents unable to correctly recognize it. In addition, slightly fewer respondents correctly identified Jose Manuel Barroso as the President of the European Commission compared to the previous study.

The trend information from the four years of study (2010, 2012, 2013, and 2014) revealed significant patterns into the behavior and effect of various events that occur in Kosovo in relation to the European Union, its instances, perspective and potential membership in the nearby future.
ANNEXES

ANNEX 1: Description of the media products

An EU-funded project, EUPK has been communicating with the people of Kosovo about their EU ambitions and how to achieve them by working with leading Kosovo partners – government, civil society, media, municipal authorities, young people – to stimulate and inform discussion about EU issues, so that these groups can take the debate further amongst wider Kosovo public audiences. This has involved using all available communication means – TV, radio, newspapers, internet, e-mail and “social networks” such as Facebook and Twitter – as well as providing communications training and support to project partners, developing educational material and carrying out traditional PR activities.

In cooperation with the Ministry of Education, Science and Technology (MEST), EUPK has produced two text books that will help to educate young people about their European neighbors: “Let’s Head to Europe!” (14-15 year olds), and “Let’s Go to Europe” (8-10 year olds).

During the event, two episodes of a documentary called “The adventures of the Green Button Gang” – one in Albanian and one in Serbian – and closed with a debate regarding environment protection. Its intent was to raise awareness amongst children of elementary schools about the importance of our environment and the importance of its protection. The occasion was open to the general public.

In November 2010, EUPK cooperated with CMB, producers of Kosovo’s favorite sitcom Kafeneja Jonë team to produce eight EU-themed episodes. Four episodes aired in November 2010 and another four in May 2011. The episodes have tackled important EU-related issues such as “The Progress Report”, “Corruption”, “Environment”, and “Kosovo’s EU Perspective” “EU Day”, “Student exchanges”, “Recycling”, and “Grant opportunities”.

EUPK has worked with Zëri daily newspaper to publish a weekly page “Zëri i BE-së” (“The Voice of the EU”) from February 2011. The page provided a summary of the previous week’s news about the EU in Kosovo; a column responding to questions about the EU and Kosovo’s integration; a weekly feature article about EU policies or EU projects in Kosovo and; announcements about forthcoming EU-related events.

Kosovo Media Institute (KMI) has collaborated with EUPK on the weekly radio programme, “Europe Today in Kosovo” (Evropa tani në Kosovë / Evropa sada na Kosovu). The show, which has been broadcasting from February 2010, updated listeners on recent EU-related news and events in Kosovo.
A Kosovo media house was commissioned to produce a documentary road trip to Brussels from Pristina. “Rolling to Brussels”, a one-hour documentary released in May 2012, provided the Kosovo audience with an insight into the path of reform and reconstruction that Kosovo must undertake to become eligible for EU membership.

Europe Quiz was launched as an initiative aiming to promote awareness about Europe and provide young people with an understanding of how the EU works. The winners of the quiz are awarded with a journey to EU member states. In May 2013, the EUPK launched the third edition of the quiz.

EU-supported “Op-Ed” comments in Koha Ditore newspaper on Sunday
EU-supported “EU Debate” page in Zëri newspaper on Monday
“Seeing is Believing” documentary with actors Ylber and Armend

ANNEX 2: Survey methodology

The data used in this report is taken from four waves of a survey entitled, “Survey of Awareness of the EU and European integration among Kosovo residents” conducted in Kosovo in 2010, 2012, 2013 and 2014. Results for the survey are based on face-to-face interviews with respondents over the age of 15 years old in the urban and rural settlements.

The sample size for the three studies has been 1,500 completed interviews. Interviews were conducted in Albanian and Serbian. Nationwide fieldwork was conducted from June 16 to 26, 2010 for the first survey, from May 22 to June 1, 2012 for the second survey, from June 10 to June 21, 2013 for the third survey, and from May 5 to May 19, 2014 for the fourth survey. The survey uses multi-stage cluster sampling.

Geographical distribution of urban and rural respondents was 55 per cent vs. 45 per cent. Ethnicity of respondents was pre-determined at 69 per cent Kosovo Albanian, 19 per cent Kosovo Serb and 12 per cent Kosovo non-Serb minority. Serbs and other minorities were oversampled to make findings pertaining to those populations statistically reliable.

Out of 1,500 respondents, 52 per cent were male and 48 per cent female. Grouping some of the age groups, data reveals that 53 per cent of respondents were under the age of 35, 31 per cent were aged 35 to 54, and 16 per cent were aged 51 or older.

Twenty percent of respondents have finished university studies or higher, eighteen per cent have primary education or less, while 62 per cent reported having a secondary education as their highest level of qualification. Twelve per cent claimed they have some college or an associate degree.
Sampling Method

The sample frame for this survey is determined by the most recent figures from the 2011 census. Such census work provides a valuable basis for setting up our population frame. The first stratification of the sample is by ethnicity. The sample design for the Kosovo ethnicities sub-samples is assumed to cover the entire population universe in Kosovo, producing sampling quotas based on municipality and settlement estimates of population maintaining probability proportionate to size (PPS). The second stratification is by municipality, third stratification is based on the settlement. The fourth stratification is conditional on the number of interviews allocated per settlement, applying a principle where not more than 10 interviews are conducted in the same street in the urban settlements or cluster of households in a rural settlement.

Execution of the sample corresponded to three stages: 1) household selection based on random walk process, 2) pre – screen question, identifying the eligible interview candidate making sure that the person is over 15, and 3) conducting face-to-face interviews.
ANNEX 3: Kosovo EU Perspective 2014 Questionnaire

Management Information

D1. Interview Number: ____________

D2. Date of Interview: ____________

D3. Region ____________

[Codes: 1- Pristina, 2- Mitrovica, 3- Prizren, 4- Peja, 5- Ferizaj, 6- Gjakova, 7- Gjilan]

D4. 1. Urban 2. Rural

D5. Municipality Code _______

7. Podujeve/Podujevo 20. Viti/Vitina 33. Shtërpcë/Strpce

D6. NAME OF TOWN/VILLAGE ____________________

NAME OF POLLSTER ____________________

DATE OF INTERVIEW ____________________
Awareness of the European Union and EU Structures

Q1. On a scale of 1-10, how knowledgeable do you think you are about the European Union (EU), its policies and institutions?

No Knowledge = 1  2  3  4  5  6  7  8  9  10 = Very Knowledgeable

88. Don't know
99. Refuse

Q2. In which countries in the EU have you been in the last 5 years? (Showcard: Provide a list of 28 EU member countries)

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>6.</td>
</tr>
<tr>
<td>2.</td>
<td>7.</td>
</tr>
<tr>
<td>3.</td>
<td>8.</td>
</tr>
<tr>
<td>4.</td>
<td>9.</td>
</tr>
<tr>
<td>5.</td>
<td>10. Nowhere</td>
</tr>
</tbody>
</table>

Q3. Can you tell me, which organisations or countries these flags/logos represent? (Showcard)

1. United States of America
2. NATO
3. United Nations
4. NAFTA
5. European Union
6. OSCE
7. Germany
8. Other (Please specify) ______________________________

<table>
<thead>
<tr>
<th>Flag</th>
<th>Correct</th>
<th>Incorrect</th>
<th>Don't know</th>
<th>Refuse</th>
</tr>
</thead>
<tbody>
<tr>
<td>4.1</td>
<td>1</td>
<td>2</td>
<td>88</td>
<td>99</td>
</tr>
<tr>
<td>4.2</td>
<td>1</td>
<td>2</td>
<td>88</td>
<td>99</td>
</tr>
<tr>
<td>4.3</td>
<td>1</td>
<td>2</td>
<td>88</td>
<td>99</td>
</tr>
<tr>
<td>4.4</td>
<td>1</td>
<td>2</td>
<td>88</td>
<td>99</td>
</tr>
<tr>
<td>4.5</td>
<td>1</td>
<td>2</td>
<td>88</td>
<td>99</td>
</tr>
</tbody>
</table>
Q4. Which one of these people is President of the European Commission?

1. Correct
2. Wrong
88. Don’t know
99. Refuse

Q5. How many countries are members of the EU?

1. 12
2. 15
3. 20
4. 27
5. 28
6. Other (Please specify) ____________________________
88. Don’t know
99. Refuse

Q6. In your opinion, is Kosovo ready to join the EU?

1. Yes
2. No
88. Don’t know
99. Refuse

Q7. In your opinion, when will Kosovo become a member of the EU?

1. 2015
2. 2018
3. 2020
4. 2030
5. Other (Please specify) ____________________________
6. Never
88. Don’t know
99. Refuse

Q8. Is the EU helping Kosovo integrate by providing financial and technical assistance?

1. Yes
2. No
88. Don’t know
99. Refuse

Q9. The EU through European Union Office in Kosovo is currently funding 100 assistance projects in Kosovo. Are you aware of any projects happening in your region or elsewhere?

1. Yes
2. No
88. Don't know
99. Refuse

**Q10. Which institutions or bodies of the European Union have you heard of?**

<table>
<thead>
<tr>
<th></th>
<th>Yes</th>
<th>No</th>
<th>Not Sure</th>
<th>Don't know</th>
<th>Refuse</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. The Council of Ministers</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>88</td>
<td>99</td>
</tr>
<tr>
<td>2. The European Central Bank</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>88</td>
<td>99</td>
</tr>
<tr>
<td>3. The European Commission</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>88</td>
<td>99</td>
</tr>
<tr>
<td>4. The European Council</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>88</td>
<td>99</td>
</tr>
<tr>
<td>5. The European Court of Justice</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>88</td>
<td>99</td>
</tr>
<tr>
<td>6. The European Parliament</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>88</td>
<td>99</td>
</tr>
<tr>
<td>7. The EU Office in Kosovo</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>88</td>
<td>99</td>
</tr>
<tr>
<td>8. Other (Please specify)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Q11. Who is Head of the European Union Office and EU Special Representative in Kosovo?**

1. Peter Feith  
2. Samuel Žbogar  
3. Catherine Ashton  
4. Stefan Füle  
88. Don't know  
99. Refuse

**Q12. In your opinion, how positive has his impact been since his arrival at the beginning of 2012?**

1. Very positive  
2. Positive  
3. Negative  
4. Very negative  
88. Don't know  
99. Refuse
EU Integration: Hopes and Concerns

**Q13.** In general, how satisfied are you with your life?
1. Very satisfied
2. Somewhat satisfied
3. Somewhat dissatisfied
4. Very dissatisfied
88. Don’t know
99. Refuse

**Q14.** Has your present situation improved compared to five years ago (2009)?
1. Improved a lot
2. Improved
3. Not much/stayed the same
4. Not at all
88. Don’t know
99. Refuse

**Q15.** Do you perceive yourself to be…?
1. A citizen of Kosovo
2. A citizen of Kosovo and European
3. First and foremost European
4. Other (Please specify) _____________________
88. Don’t know
99. Refuse

**Q16.** In general, what is your perception of what the EU is doing in Kosovo?
1. Very positive
2. Positive
3. Neutral
4. Negative
5. Very negative
88. Don’t know
99. Refuse

**Q17.** To what degree do you agree with the following statements about the EU?

<table>
<thead>
<tr>
<th></th>
<th>Fully agree</th>
<th>Somewhat agree</th>
<th>Somewhat disagree</th>
<th>Fully disagree</th>
<th>Don’t know</th>
<th>Refuse</th>
</tr>
</thead>
<tbody>
<tr>
<td>EU is a democratic organisation</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>88</td>
<td>99</td>
</tr>
<tr>
<td>EU is a source of peace and</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>88</td>
<td>99</td>
</tr>
<tr>
<td>security in Europe</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>EU is a threat to local traditions</td>
<td></td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>88</td>
<td>99</td>
</tr>
<tr>
<td>EU supports democracy</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>88</td>
<td>99</td>
</tr>
<tr>
<td>EU supports economic development</td>
<td></td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>88</td>
<td>99</td>
</tr>
</tbody>
</table>

**Q18.** In your opinion, how important is it for Kosovo to strengthen ties with the EU?
1. Very important
2. Somewhat important
3. Somewhat not important
4. Not important at all
88. Don’t know
99. Refuse
Q19. Which of the following statements best describe(s) what the EU means to you personally? (Note: Respondent can give more than one answer)

1. Freedom to travel, study, work and live anywhere in the EU
2. A better quality of life
3. A better future for the youth
4. A way to create jobs
5. Peace and security in Europe
6. A means to have good relations with all our neighbours
7. A way to protect the rights of citizens
8. A means of improving the economic situation
9. A way to improve environment
10. Loss of national sovereignty
11. A lot of bureaucracy, a waste of time and money
12. Other (Please specify) ____________________________
88. Don’t know
99. Refuse

Q20. Do you think that becoming a member of the EU would benefit you personally, or not?

1. Benefit a lot
2. Somewhat benefit
3. Neutral
4. Not benefit at all
5. Other (Please specify) ____________________________
88. Don’t know
99. Refuse

Q21. Would you like to permanently settle and work in an EU country?

1. Yes
2. No
88. Don’t know
99. Refuse

Q22. In your opinion to what degree would Kosovo integration within the EU be advantageous?

1. Very advantageous
2. Advantageous
3. Neutral
4. Disadvantageous
5. Very disadvantageous
88. Don’t know
99. Refuse

Q23. What are your concerns regarding EU integration?

1. The decisions taken by the EU institutions will have a negative effect in Kosovo
2. You do not have enough information about the EU
3. You are generally against the European integration process
4. It will cause a loss of our cultural identity
5. It will cause a loss of national sovereignty/independence
6. It will add bureaucracy
7. The reforms/criteria are too difficult for Kosovo to fulfil
8. I have no concerns
9. Other (Please specify) ____________________________
88. Don’t know
99. Refuse
Q 24. What would you think are the most important priorities to receive EU funding in your locality?

1. Water supply
2. Electricity supply
3. Children’s education
4. Assistance for Start Ups and SMEs
5. Retraining of the work force
6. More opportunities for women in the community
7. A better environment
8. Assistance to farmers
9. Waste management facilities
10. Cultural activities
11. Sport facilities
12. Other

Q25. What do you think are the most important issues facing Kosovo at the moment?
(Rate on the level of importance, 1 through 11; 1 – most important and 11 - least important)

1. Fight against corruption
2. Economic situation in general
3. Freedom of movement within Kosovo
4. Integration of the North
5. Security (street crime/violence)
6. Unemployment
7. The educational system
8. Normalisation with Serbia
9. Inability to travel to EU
10. Pensions
11. Environment
12. Relations with neighbours
13. Other (Please specify) 
88. Don’t know
99. Refuse

Q26. Do you think the EU integration will help Kosovo to cope with its existing problems?

<table>
<thead>
<tr>
<th></th>
<th>Yes</th>
<th>No</th>
<th>Don’t know</th>
<th>Refuse</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Economy</td>
<td>1</td>
<td>2</td>
<td>88</td>
<td>99</td>
</tr>
<tr>
<td>2. Competitiveness</td>
<td>1</td>
<td>2</td>
<td>88</td>
<td>99</td>
</tr>
<tr>
<td>3. Elections</td>
<td>1</td>
<td>2</td>
<td>88</td>
<td>99</td>
</tr>
<tr>
<td>4. Scientific and technological research</td>
<td>1</td>
<td>2</td>
<td>88</td>
<td>99</td>
</tr>
<tr>
<td>5. Agriculture</td>
<td>1</td>
<td>2</td>
<td>88</td>
<td>99</td>
</tr>
<tr>
<td>6. Social welfare</td>
<td>1</td>
<td>2</td>
<td>88</td>
<td>99</td>
</tr>
<tr>
<td>7. Democracy</td>
<td>1</td>
<td>2</td>
<td>88</td>
<td>99</td>
</tr>
<tr>
<td>8. Health</td>
<td>1</td>
<td>2</td>
<td>88</td>
<td>99</td>
</tr>
<tr>
<td>9. The educational system</td>
<td>1</td>
<td>2</td>
<td>88</td>
<td>99</td>
</tr>
<tr>
<td>10. Defence and foreign affairs</td>
<td>1</td>
<td>2</td>
<td>88</td>
<td>99</td>
</tr>
<tr>
<td>11. Fighting unemployment</td>
<td>1</td>
<td>2</td>
<td>88</td>
<td>99</td>
</tr>
<tr>
<td>12. Taxation</td>
<td>1</td>
<td>2</td>
<td>88</td>
<td>99</td>
</tr>
<tr>
<td>13. Fighting crime</td>
<td>1</td>
<td>2</td>
<td>88</td>
<td>99</td>
</tr>
</tbody>
</table>
Q27. What advantages will the EU integration bring to the following groups in Kosovo society?

<table>
<thead>
<tr>
<th>Group</th>
<th>More advantages</th>
<th>As many/few advantages as disadvantages</th>
<th>Don’t know</th>
<th>Refuse</th>
</tr>
</thead>
<tbody>
<tr>
<td>People who speak foreign languages</td>
<td>1</td>
<td>2</td>
<td>88</td>
<td>99</td>
</tr>
<tr>
<td>Young people</td>
<td>1</td>
<td>2</td>
<td>88</td>
<td>99</td>
</tr>
<tr>
<td>Politicians</td>
<td>1</td>
<td>2</td>
<td>88</td>
<td>99</td>
</tr>
<tr>
<td>Private sector managers</td>
<td>1</td>
<td>2</td>
<td>88</td>
<td>99</td>
</tr>
<tr>
<td>Civil servants</td>
<td>1</td>
<td>2</td>
<td>88</td>
<td>99</td>
</tr>
<tr>
<td>Teachers and academics</td>
<td>1</td>
<td>2</td>
<td>88</td>
<td>99</td>
</tr>
<tr>
<td>Private sector employees</td>
<td>1</td>
<td>2</td>
<td>88</td>
<td>99</td>
</tr>
<tr>
<td>Manual workers</td>
<td>1</td>
<td>2</td>
<td>88</td>
<td>99</td>
</tr>
<tr>
<td>Small medium size businesses</td>
<td>1</td>
<td>2</td>
<td>88</td>
<td>99</td>
</tr>
<tr>
<td>Minorities</td>
<td>1</td>
<td>2</td>
<td>88</td>
<td>99</td>
</tr>
<tr>
<td>Retired people</td>
<td>1</td>
<td>2</td>
<td>88</td>
<td>99</td>
</tr>
<tr>
<td>Unemployed people</td>
<td>1</td>
<td>2</td>
<td>88</td>
<td>99</td>
</tr>
<tr>
<td>Those who don’t speak foreign languages</td>
<td>1</td>
<td>2</td>
<td>88</td>
<td>99</td>
</tr>
<tr>
<td>Farmers</td>
<td>1</td>
<td>2</td>
<td>88</td>
<td>99</td>
</tr>
<tr>
<td>Other (Please specify)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Q28. If there were to be a referendum tomorrow regarding Kosovo’s membership of the EU, would you personally vote?

1. Yes, for membership
2. No, against membership
3. Neutral
4. Other (Please specify) ________________________

88. Don’t know
99. Refuse

Q29. Has the financial crisis in some EU countries made it a less viable/attractive destination for you?

1. Yes
2. No
3. Neutral
4. Other (Please specify) ________________________

88. Don’t know
99. Refuse

Q30. Do you think that Kosovo-Serbia relations and EU integration of Kosovo are interrelated?

1. Strongly interrelated
2. Interrelated
3. Not interrelated
4. Not interrelated at all

88. Don’t know
99. Refuse
Q31. Do you think EU integration will contribute to increase freedom of movement for both Kosovo-Serbs and Kosovo-Albanians in Kosovo?
   1. It will definitely help
   2. It may help
   3. Most probably it will not help
   4. Definitely it will not help
   88. Don’t know
   99. Refuse

Information Channels

Q32. Do you use, on a regular basis (at least once a week)? (Respondent can give more than one answer)
   1. A television
   2. A mobile phone
   3. Radio
   4. A satellite dish to pick up TV programmes
   5. A computer
   6. The Internet
   7. Newspapers/magazines
   8. Social networks (i.e. Facebook, Tweeter, etc.)
   9. E-mail
   10. Other (Please specify) ______________________
   88. Don’t know
   99. Refuse

Q33. Are you interested in information about EU?
   1. Yes, very interested
   2. Interested
   3. Not very interested
   4. Not at all interested
   88. Don’t know
   99. Refuse

Q34. Are you satisfied with the quality and quantity of information of EU provided by the information channels?

<table>
<thead>
<tr>
<th></th>
<th>Quality</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Very satisfied</td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td>Satisfied</td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td>Not very satisfied</td>
<td></td>
</tr>
<tr>
<td>4.</td>
<td>Not at all satisfied</td>
<td></td>
</tr>
<tr>
<td>88.</td>
<td>Don’t know</td>
<td></td>
</tr>
<tr>
<td>99.</td>
<td>Refuse</td>
<td></td>
</tr>
</tbody>
</table>
### Q35. Do you trust the following organisations?

<table>
<thead>
<tr>
<th>Organisations</th>
<th>Trust</th>
<th>Don’t trust</th>
<th>Don’t know</th>
<th>Refuse</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. United Nations</td>
<td>1</td>
<td>2</td>
<td>88</td>
<td>99</td>
</tr>
<tr>
<td>2. European Parliament</td>
<td>1</td>
<td>2</td>
<td>88</td>
<td>99</td>
</tr>
<tr>
<td>3. NATO</td>
<td>1</td>
<td>2</td>
<td>88</td>
<td>99</td>
</tr>
<tr>
<td>4. EU Office in Kosovo</td>
<td>1</td>
<td>2</td>
<td>88</td>
<td>99</td>
</tr>
<tr>
<td>5. Council of Europe</td>
<td>1</td>
<td>2</td>
<td>88</td>
<td>99</td>
</tr>
<tr>
<td>6. OSCE</td>
<td>1</td>
<td>2</td>
<td>88</td>
<td>99</td>
</tr>
<tr>
<td>7. International Criminal Tribunal for the former Yugoslavia</td>
<td>1</td>
<td>2</td>
<td>88</td>
<td>99</td>
</tr>
<tr>
<td>8. EULEX</td>
<td>1</td>
<td>2</td>
<td>88</td>
<td>99</td>
</tr>
</tbody>
</table>

### Q36. Who do you consider the most trusted source of information about the EU (from the following list)?

1. Journalists  
2. Businessmen  
3. NGO/civil society representatives  
4. EU Office Kosovo  
5. Kosovo politicians  
6. EU decision makers/politicians/MEPs  
7. Religious leaders  
8. Ministry of European Integration  
9. Other (Please specify)  
88. Don’t know  
99. Refuse
Q.37. An EU-funded project, EU Perspective in Kosovo, has developed a number of new information products to raise public awareness and inform the public about the EU in Kosovo. Do you know any of the following products and, if you have watched/heard/read them, how useful do you think they are?

<table>
<thead>
<tr>
<th>Information Product</th>
<th>Y or N</th>
<th>VERY Entertaining AND Informative</th>
<th>Entertaining but NOT Informative</th>
<th>NEITHER Entertaining NOR Informative</th>
<th>DK</th>
<th>Ref</th>
</tr>
</thead>
<tbody>
<tr>
<td>EU-supported “Op-Ed” comments in Koha Ditore newspaper, published every Saturday</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>EU-supported “EU Debate” page in Zëri newspaper on Mondays</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Evropa tani në Kosovë/Evropa sada na Kosovu programme on radio stations across Kosovo</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>“Seeing is Believing” documentary series with actors Ylber and Armend (aired on Fridays and Saturdays)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The Europe Quiz for primary schools, which is aired on RTK every Saturday and Sunday</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The textbook book for schools Të nisemi për në Evropë! / Kremino ka Evropi! in digital format online and hardcopies in schools and libraries</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The Pula e Gjëlbër/Zeleno dugme, ten short films for the younger generation on how to protect the environment’ in Kosovo</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Socio-demographics information

S1. 1. Male 2. Female

S2. How old are you?
   1. 15-19
   2. 20-24
   3. 25-34
   4. 35-44
   5. 45-54
   6. 55-64
   7. 65+

S3. Currently you are...
   1. Single
   2. Married
   3. Divorced
   4. Widow
   5. Co-habitation
   99. Refuse

S4. How would you describe your household’s financial situation at the present time? Would you say it is
   1. Very good
   2. Somewhat good
   3. Somewhat bad
   4. Very bad
   99. Refuse

S5. Which of these categories best describes the approximate monthly income in your household?
   1. Less than 100€
   2. Between 100€ and 200€
   3. Between 200€ and 300€
   4. Between 300€ and 400€
   5. More than 400€
   6. Other (Please specify) __________________________
   99. Refuse

S6. What us the highest level of education you have completed?
   1. Primary school or less
   2. High school graduate
   3. Some college
   4. Associate degree
   5. College graduate
   6. Graduate school degree: Master’s or Doctorate degree
   99. Refuse
**S7. CURRENT OCCUPATION**

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>SKILLED MANUAL WORKER</td>
</tr>
<tr>
<td></td>
<td>UNskilled worker</td>
</tr>
<tr>
<td>3.</td>
<td>Employed position in a service job (Driver, Restaurant Waiter, Police, Fireman, etc.)</td>
</tr>
<tr>
<td>4.</td>
<td>General management, director or Top management</td>
</tr>
<tr>
<td>5.</td>
<td>Owner of a company (Self-employed)</td>
</tr>
<tr>
<td>6.</td>
<td>Professional (lawyer, medical practitioner, accountant, architect, etc.)</td>
</tr>
<tr>
<td>7.</td>
<td>unemployed or temporarily not working</td>
</tr>
<tr>
<td>8.</td>
<td>Self-employed</td>
</tr>
<tr>
<td>9.</td>
<td>Retired</td>
</tr>
<tr>
<td>10.</td>
<td>Student</td>
</tr>
<tr>
<td>11.</td>
<td>Public servant (Teacher, Police, etc.)</td>
</tr>
<tr>
<td>12.</td>
<td>Farmer</td>
</tr>
<tr>
<td>13.</td>
<td>Other (please specify) __________________________</td>
</tr>
</tbody>
</table>

**S8. FIELD OF OCCUPATION**

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Trade</td>
</tr>
<tr>
<td>2.</td>
<td>Production</td>
</tr>
<tr>
<td>3.</td>
<td>Service (Public transport, Restaurant etc.)</td>
</tr>
<tr>
<td>4.</td>
<td>Telecommunications</td>
</tr>
<tr>
<td>5.</td>
<td>Construction</td>
</tr>
<tr>
<td>6.</td>
<td>Health</td>
</tr>
<tr>
<td>7.</td>
<td>Education</td>
</tr>
<tr>
<td>8.</td>
<td>Agriculture</td>
</tr>
<tr>
<td>9.</td>
<td>Other (please specify) __________________________</td>
</tr>
</tbody>
</table>

**S9. Ethnicity**

- a) Albanian
- b) Serb
- c) Bosniak
- d) Goran
- e) Turk
- f) Croat
- g) Roma
- h) Ashkali
- i) Egyptian
- j) Other (Please specify) __________

**Additional notes**

INTERVIEW DURATION [__ | __] min

QUALITY CONTROL

Controller __________________________

__________________________