



# Survey of Serbian Public Opinion

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November 24 - December 3, 2015

# Detailed Methodology

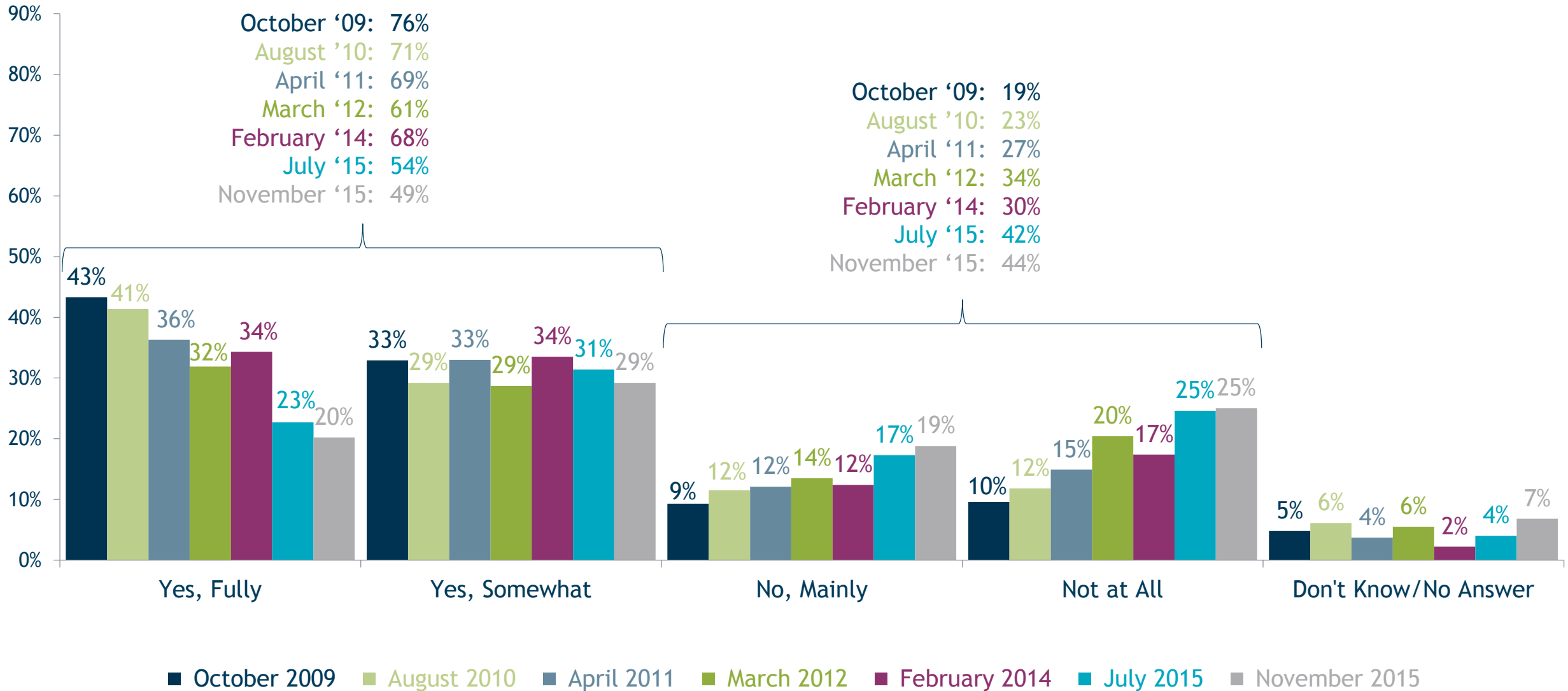
- The survey was conducted on behalf of the [International Republican Institute](#) by [Ipsos Strategic Marketing](#).
- Data was collected between November 24 - December 3, 2015 through face-to-face interviews.
- The total number of interviews was 1,449 with an oversample of 533 collected in Vojvodina province.
- Margin of Error: 95 percent confidence level: Total population (n=1,449) plus or minus 2.82 percent; Vojvodina (n=533) plus or minus 4.65 percent.
- The sample was made up of Serbian residents, age 18 years and older. Regions included in the sample are Belgrade, Vojvodina province, East Serbia, West Serbia, Central Serbia, South Serbia and included both urban and rural inhabitants. Areas of the population excluded from the sample: Inhabitants of poorly accessible, remote parts of the country, approximately 1.6 percent of population.
- The sample design was a multi-stage, random sample.
  - Stage One: Primary sampling unit - territory of polling places (Proportional to population size, cumulative selection - Lachirie method) - number of sampling points 185 (seven to eight respondents per sampling points).
  - Stage Two: Secondary sampling unit - household (Sample random sampling, systematic sample with random choice of the starting point and equal steps of choice).
  - Stage Three: Tertiary sampling unit - respondent (Sample determined via the Kish Scheme, a random sampling method that uses a table of random numbers to identify the person within a household to be interviewed).
- Figures in charts and tables may not add to 100 percent due to rounding error and/or multiple choice answers.
- The survey was funded by the [U.S. Agency for International Development](#).



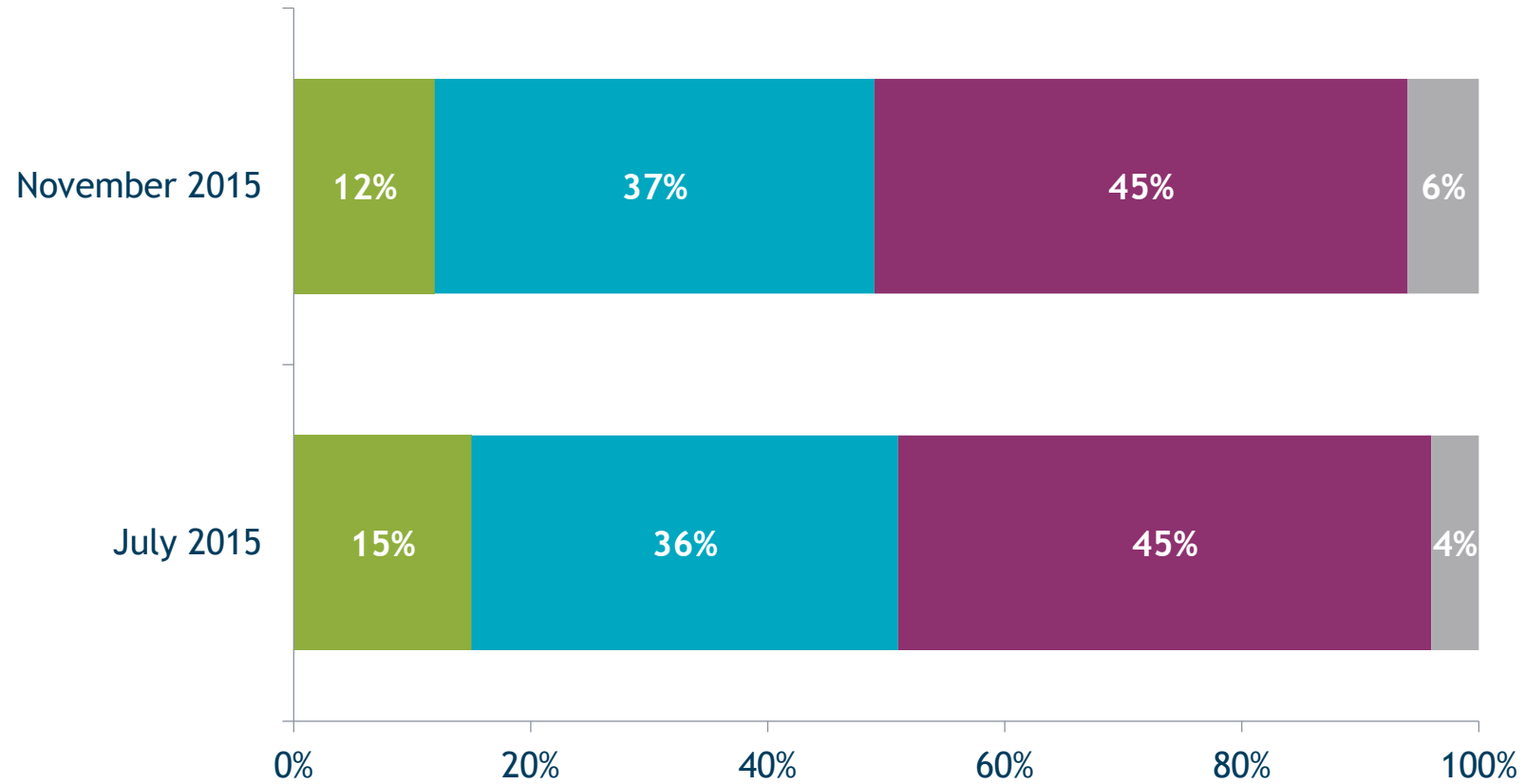
# Support for Membership in European Union Continues to Decline

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# Do you support the Serbia's membership in the European Union?

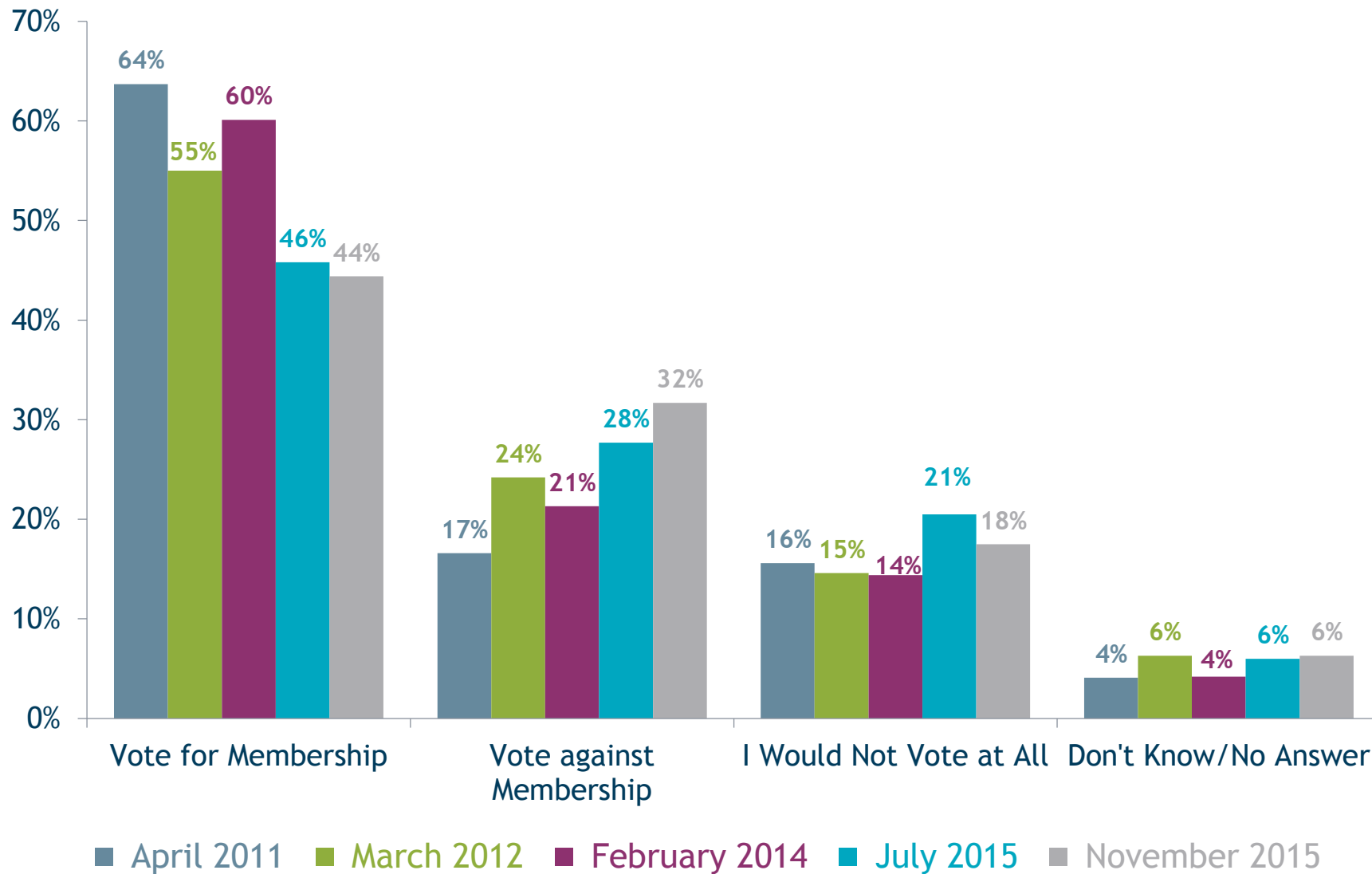


# In your opinion, will your personal life be positively affected by Serbia's European Union membership?



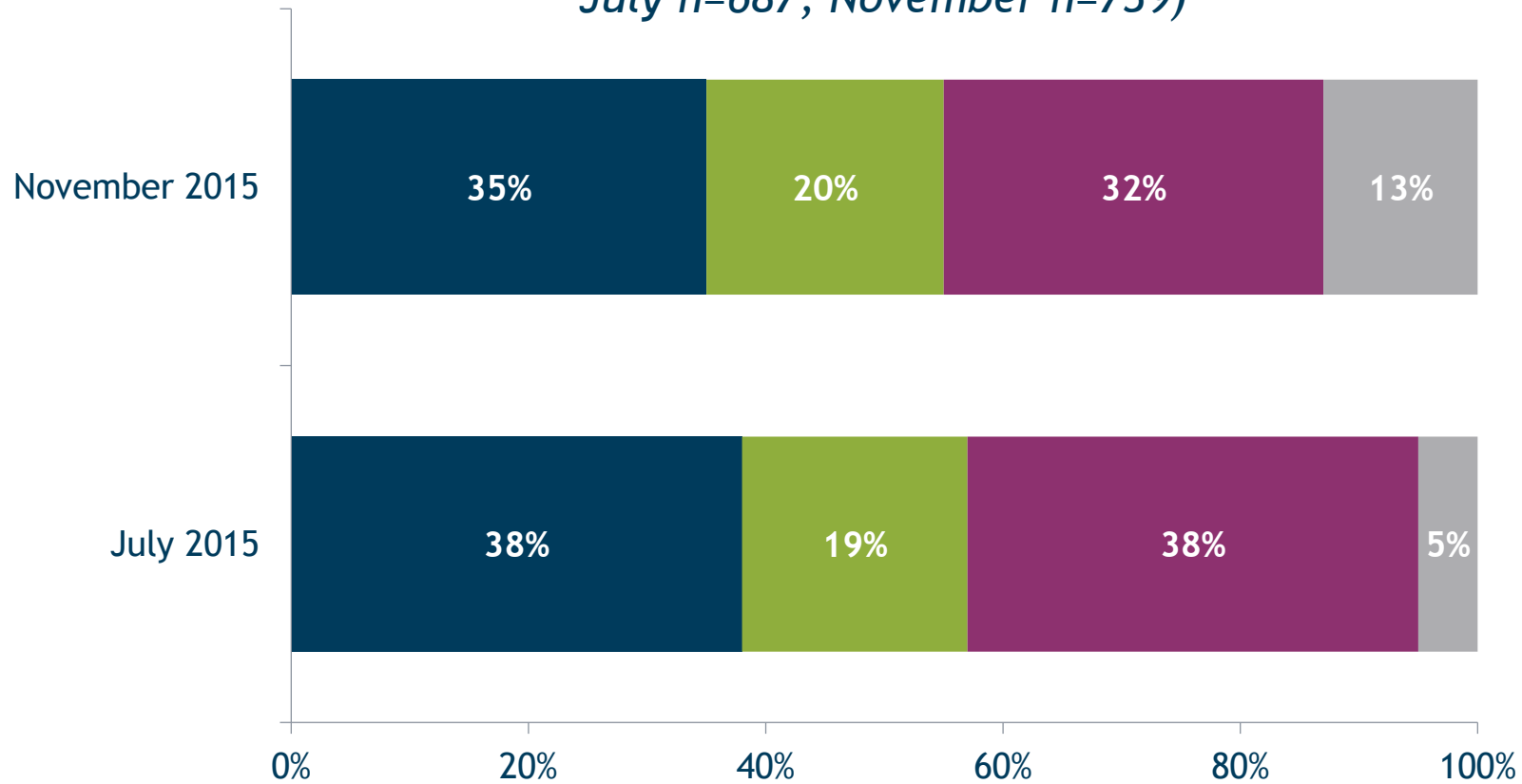
■ Yes, Very Much   ■ Yes, but Not Much   ■ No, Not at All   ■ Don't Know/No Answer

# If a referendum on Serbia's membership in the European Union were held this Sunday, how would you vote?



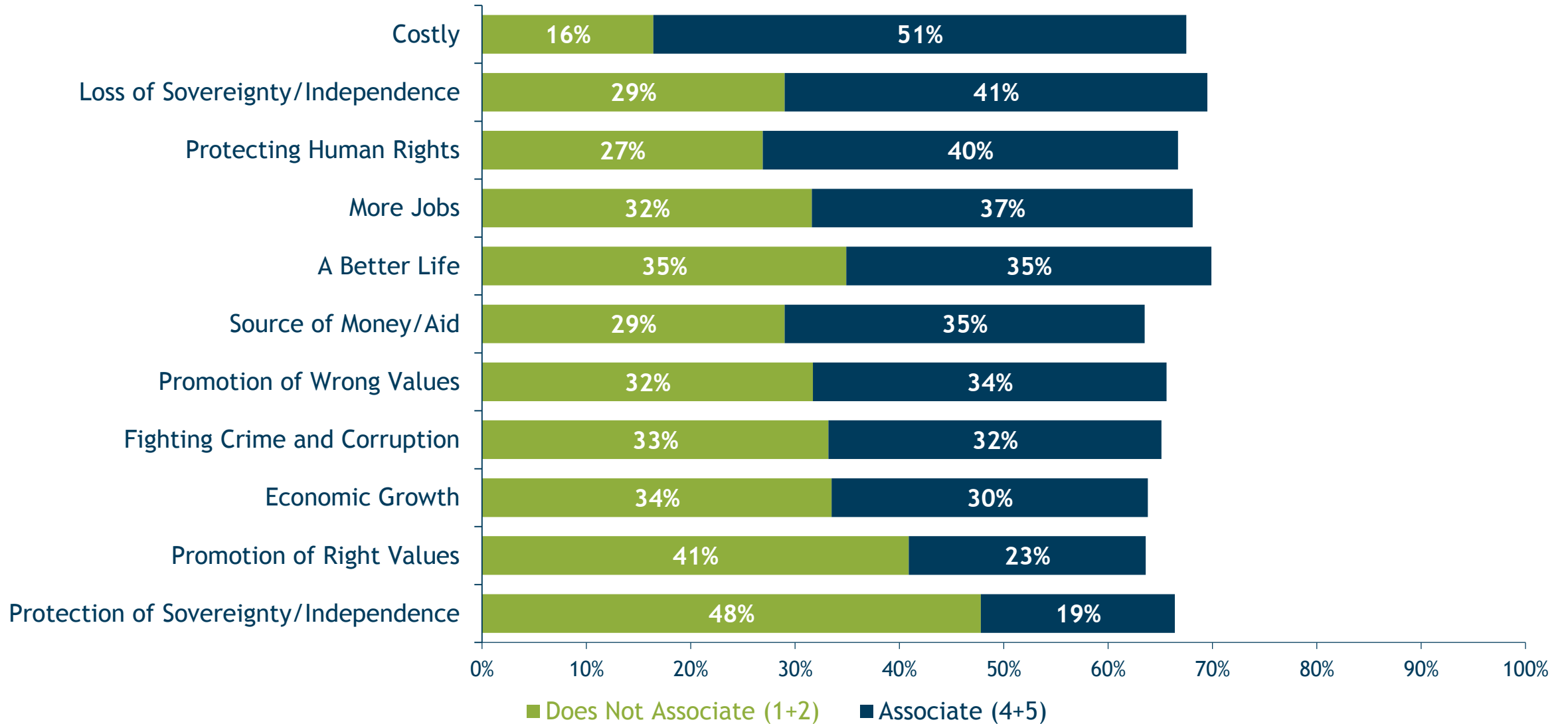
# What is the reason you would vote against / wouldn't vote at all on the European Union referendum?

*(Those who would vote against/ wouldn't vote at all on the EU referendum  
July n=687, November n=739)*



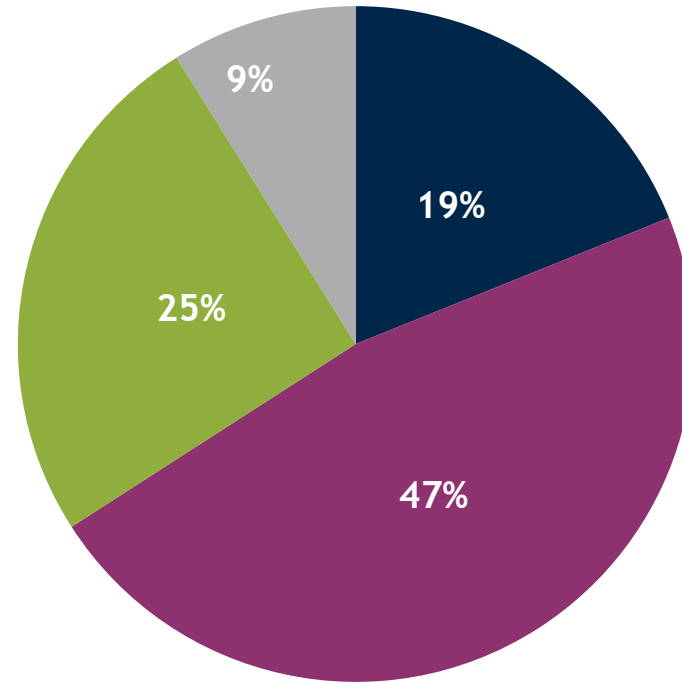
- I don't believe in values that EU integration brings.
- I'm fed up with pressure we receive in order to enter EU.
- After the experience with Greece and Spain, I don't trust that EU membership will bring us any good.
- Don't Know/No Answer

# How much do you associate the following with the European Union?





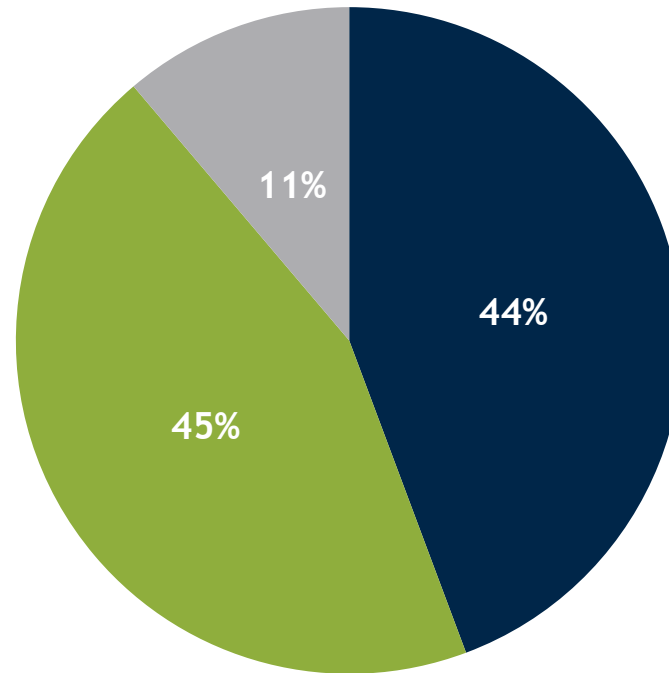
I will read three statements to you...  
I would like you to tell me which one is the closest to your own opinion.



- Serbia must pass a few reforms to join the EU, but this will be a minor process and then Serbia can enter the EU.
- Serbia must undergo major reforms and must change its approach to everything to enter the EU.
- Serbia doesn't have to undergo any major reforms as a condition to enter the EU.
- Don't Know/No Answer

## Are these major reforms realistic to happen in Serbia?

*(Those who think that Serbia must undergo major reforms and must change its approach to everything to enter the European Union, n=681)*



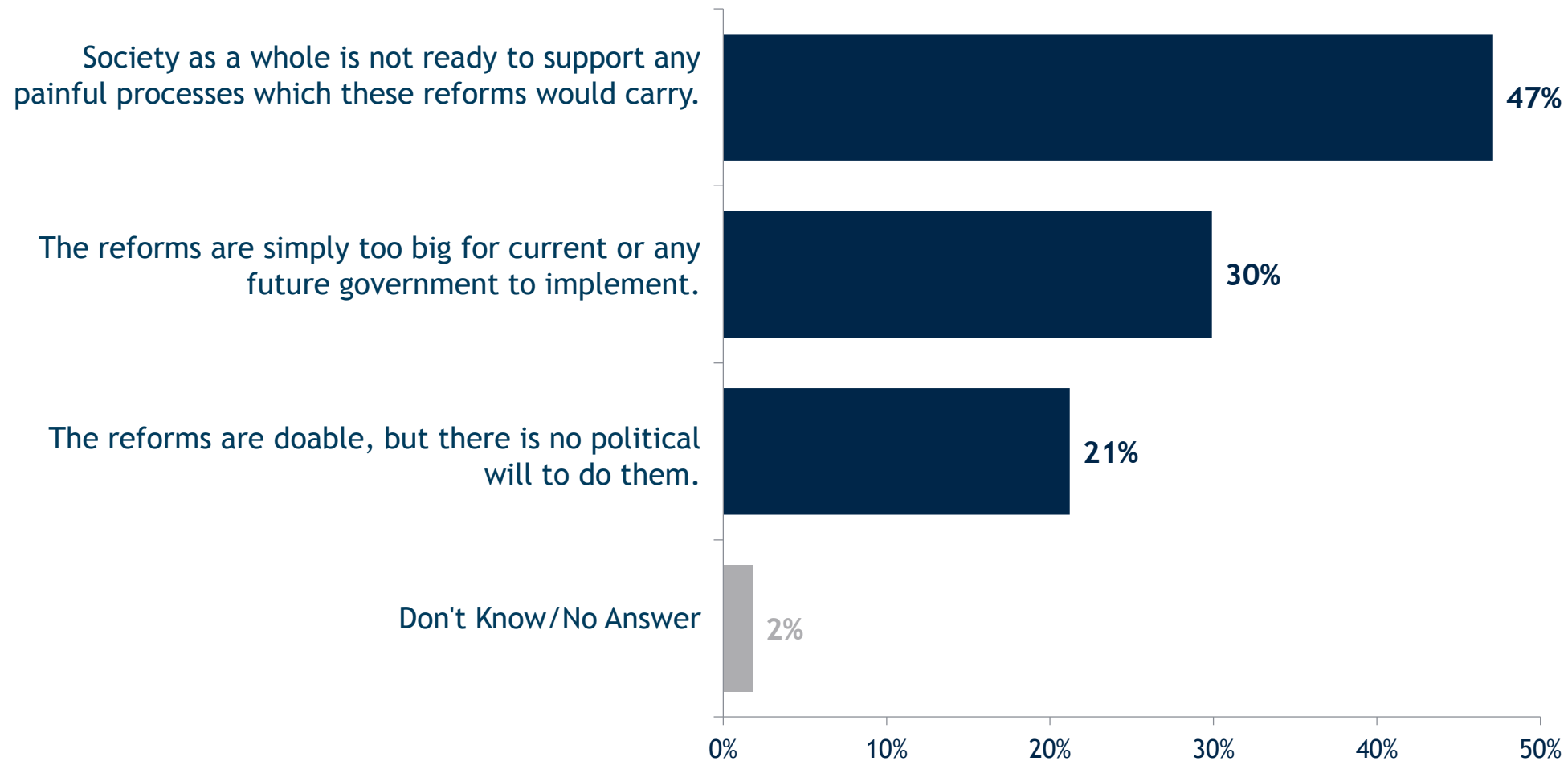
■ Yes

■ No

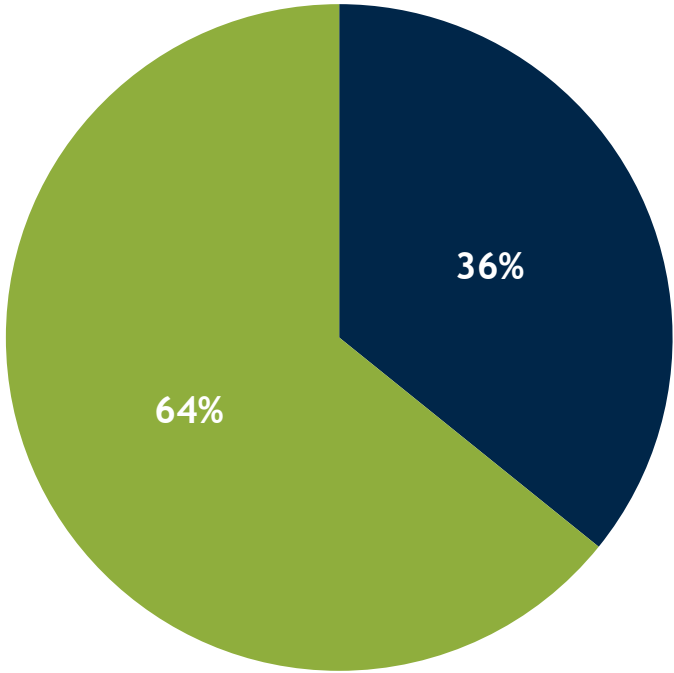
■ Don't Know/No Answer

## Would you say it's because:

*(Those who think that these major reforms are not realistic to happen in Serbia, n=303)*

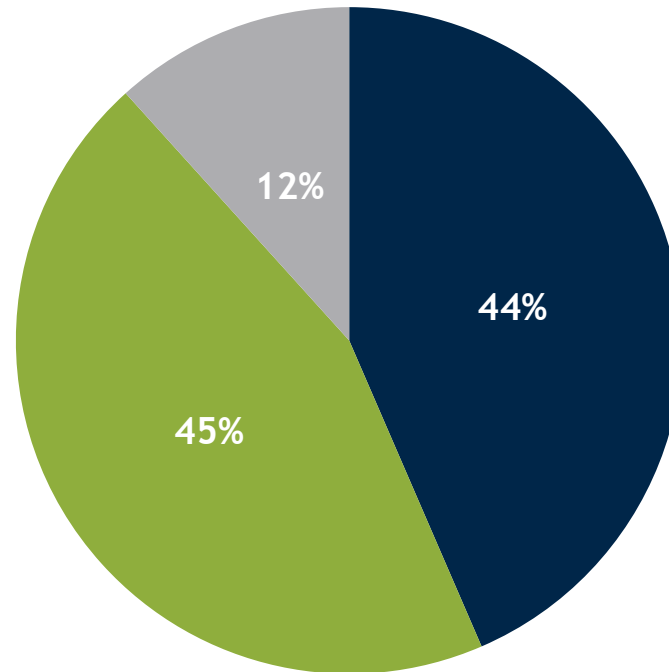


# Have you followed news about the latest Brussels agreement concerning Kosovo issues?



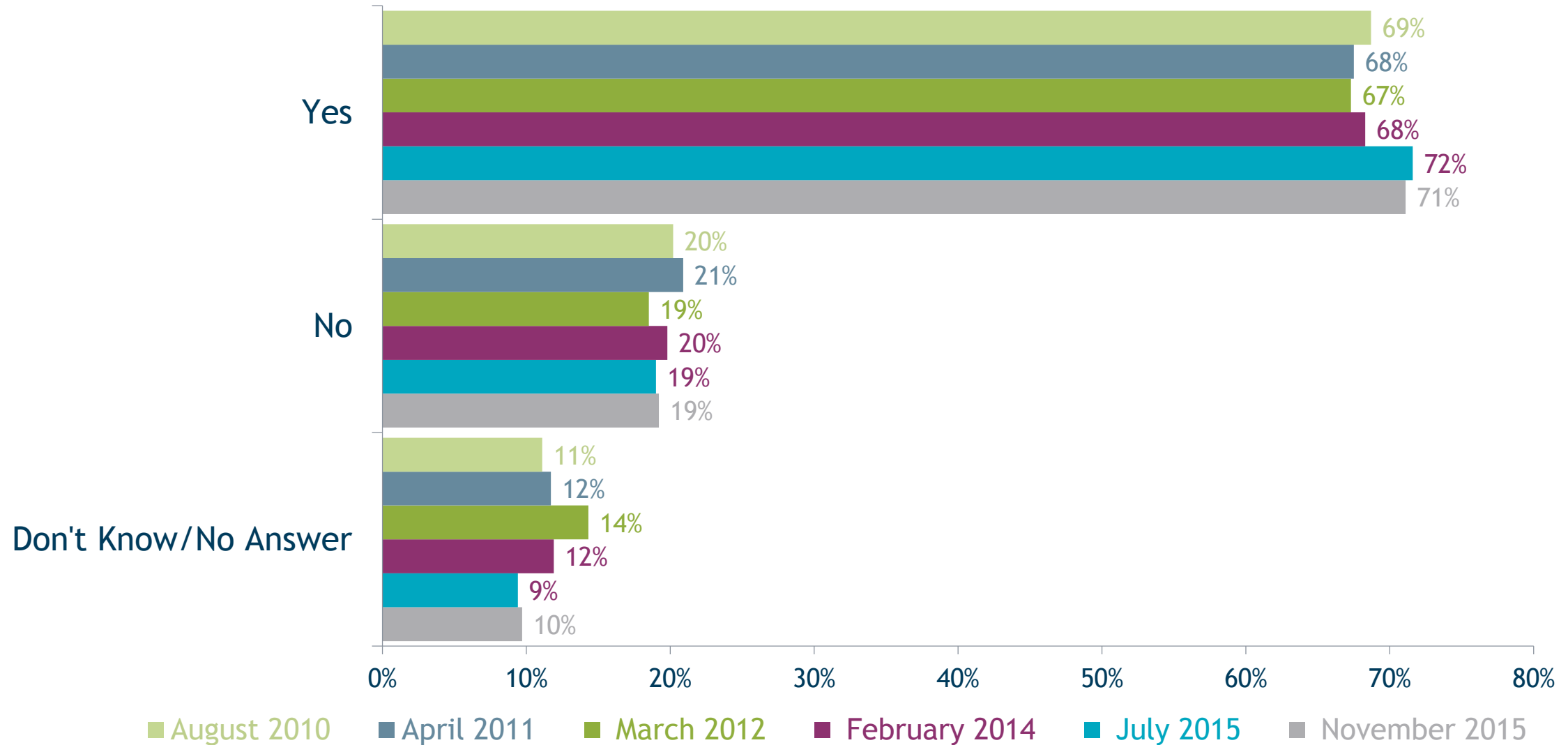
■ Yes ■ No

What is your general impression; is the agreement in favor of Serbia or not?  
(Those who followed news about the latest Brussels agreement concerning  
Kosovo issues, n=519)

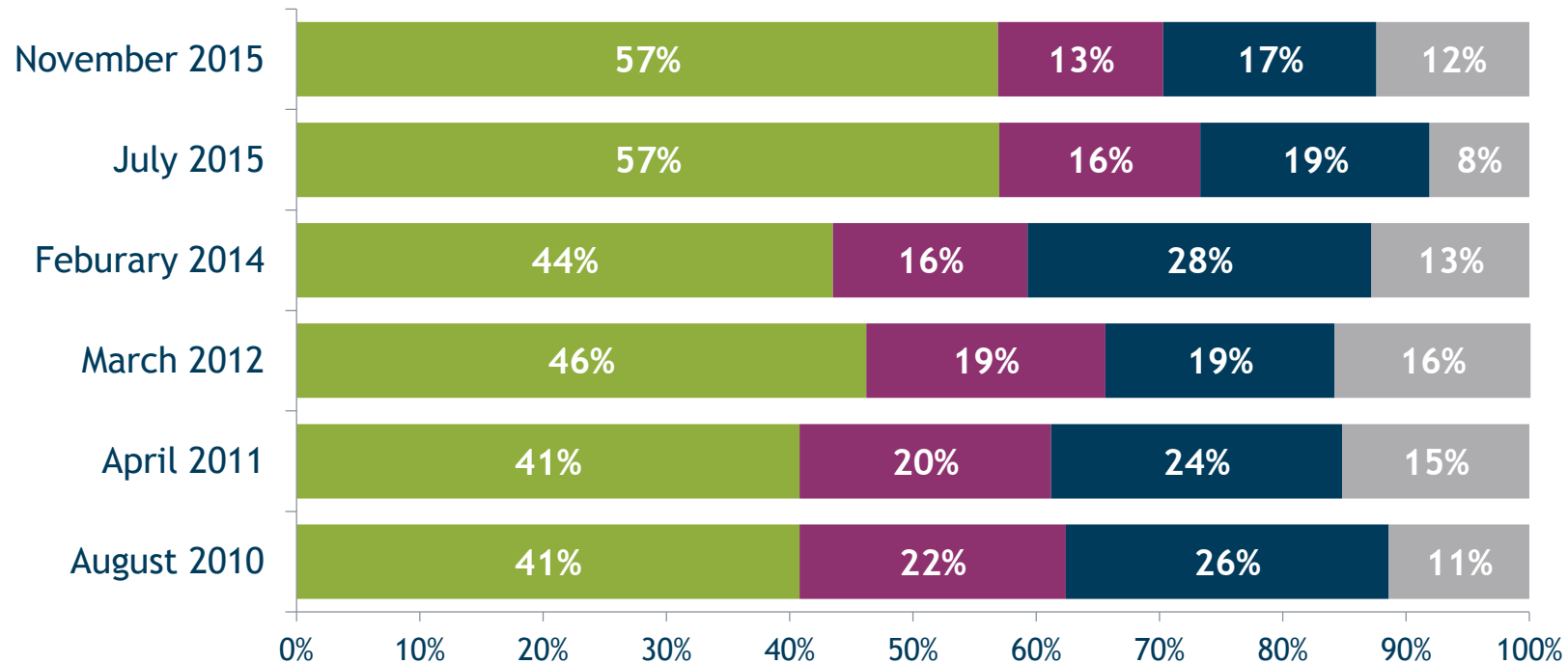


■ Yes, It Is in Favor of Serbia ■ No, It Is Not in Favor of Serbia ■ Don't Know/No Answer

# Do you believe that Serbia will be forced to recognize Kosovo in order to join the European Union?

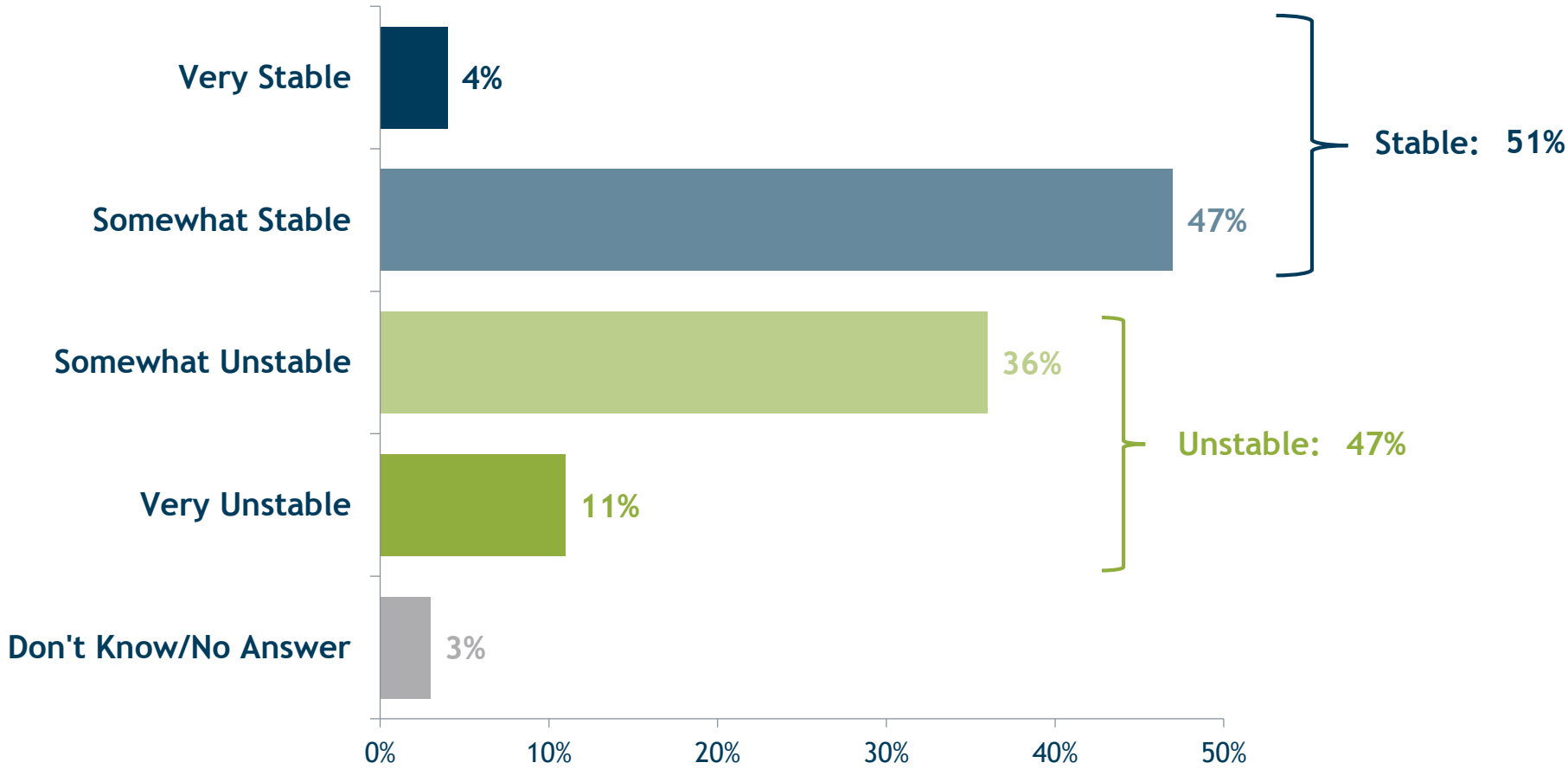


## If that happens (Serbia is required to recognize Kosovo), what do you think Serbia should do?



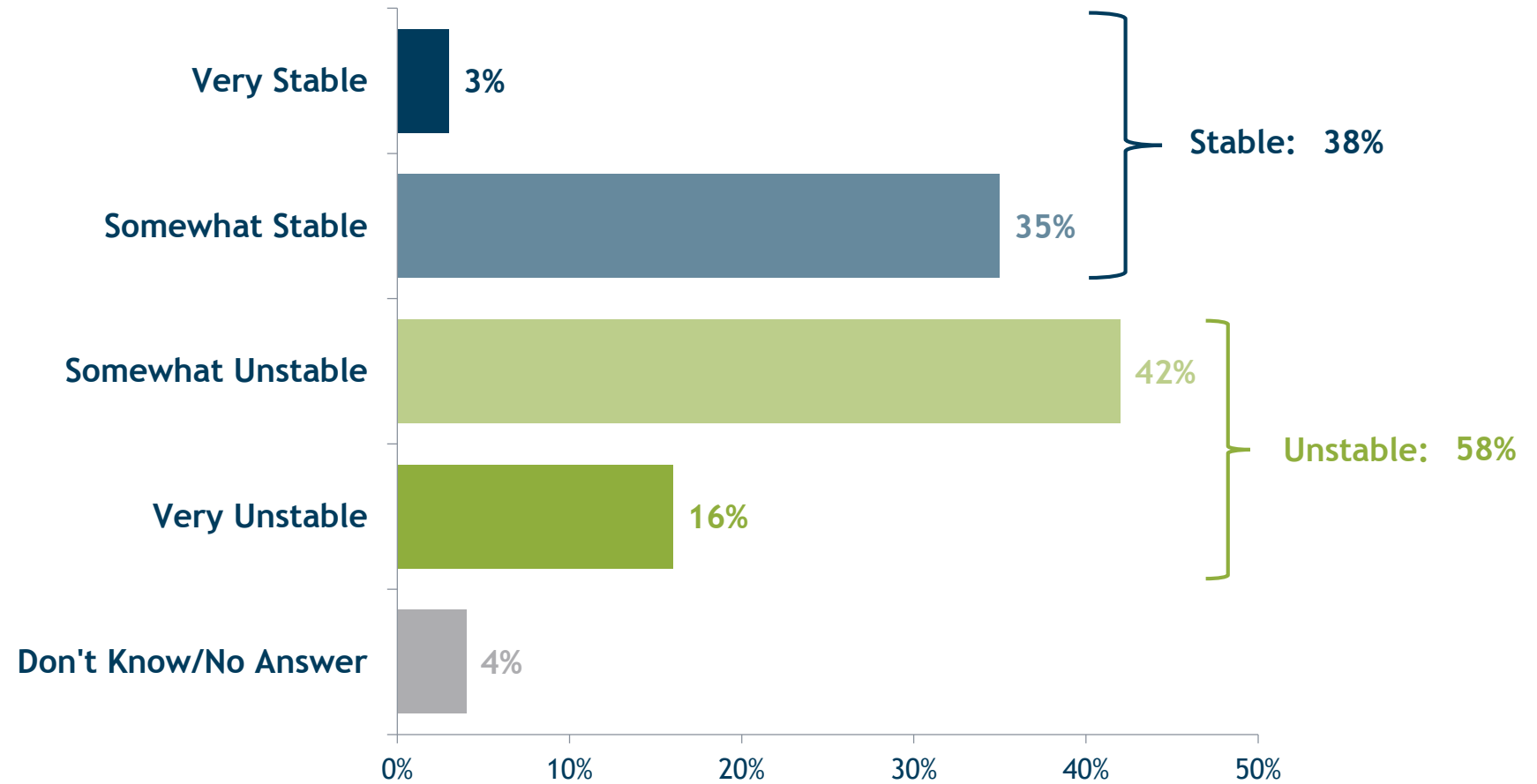
- Refuse to accept that even if it means staying out of EU.
- Even though the recognition would be tough for me, the government should do this as a necessary evil because the benefits of EU surpass the costs of recognition.
- Accept the request and proceed with joining EU because Kosovo independence is an irreversible process.
- Don't Know/No Answer

# How would you describe the stability situation in the region today?

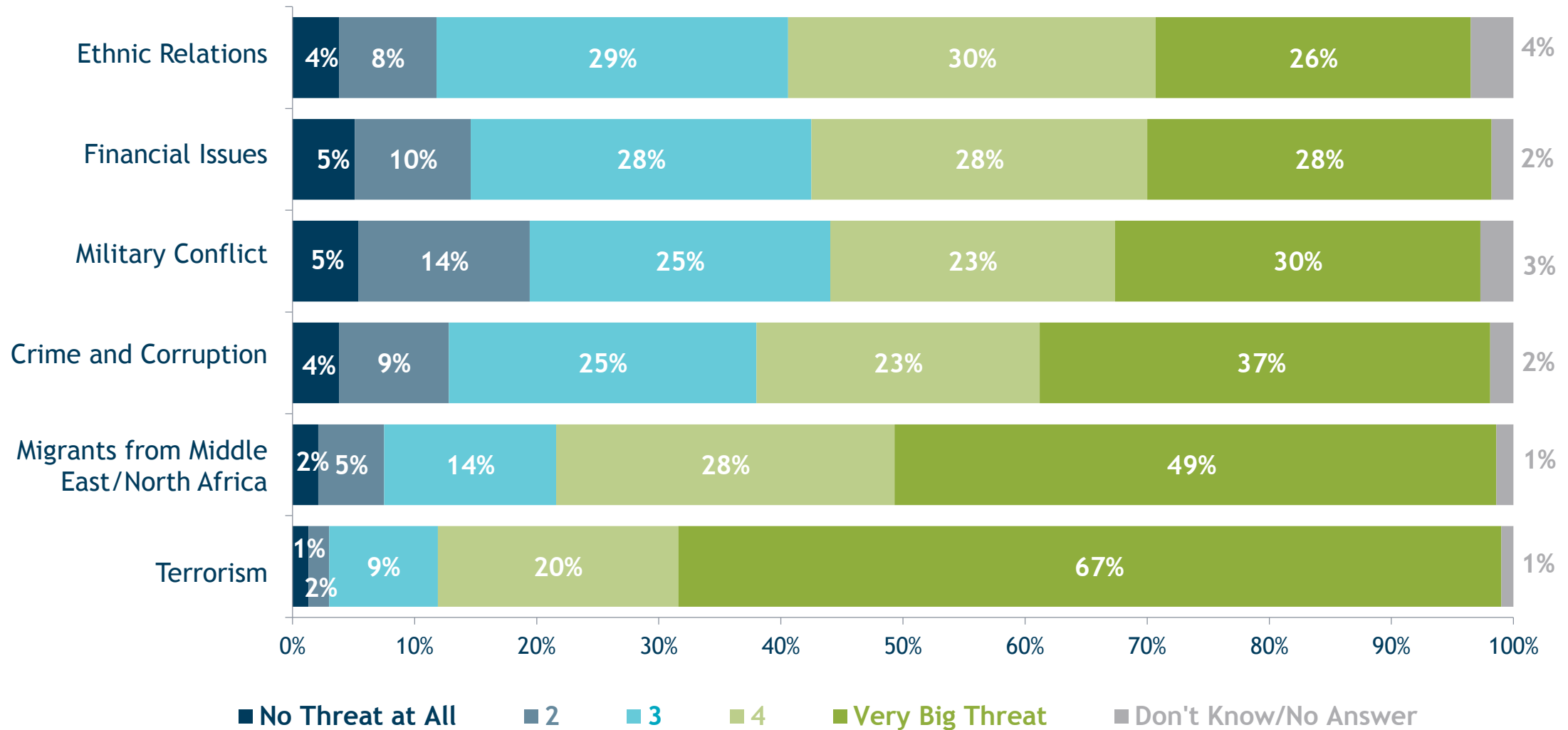




And what about Europe as a whole? Is the situation in Europe...



# How big of a threat, if at all, do each of the following pose to the stability of Europe? (Please, rate on a scale of 1-5, 1=no threat at all, 5=very big threat)

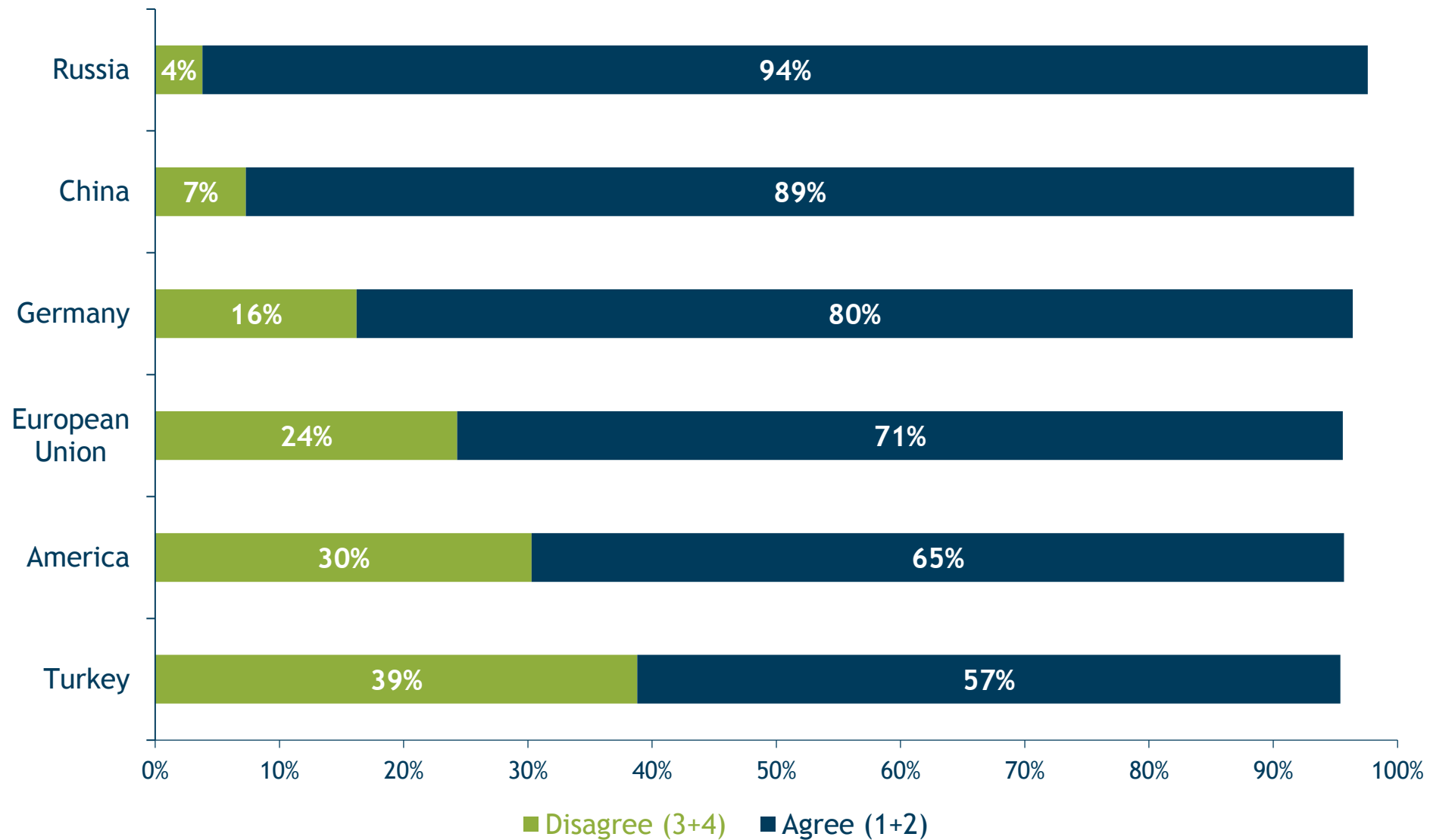




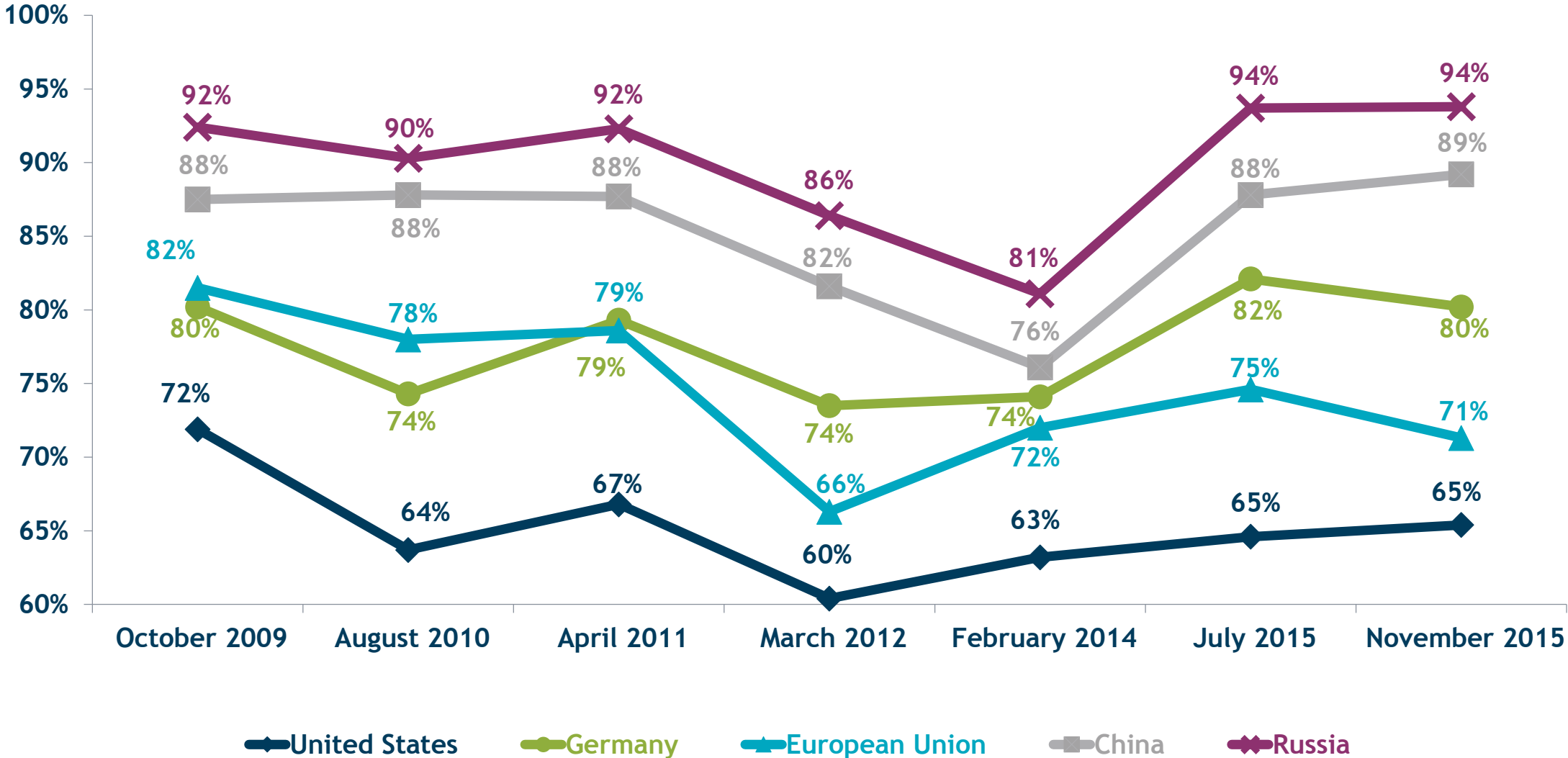
# Serbs Look to Russia in Search of Economic Prosperity, Security

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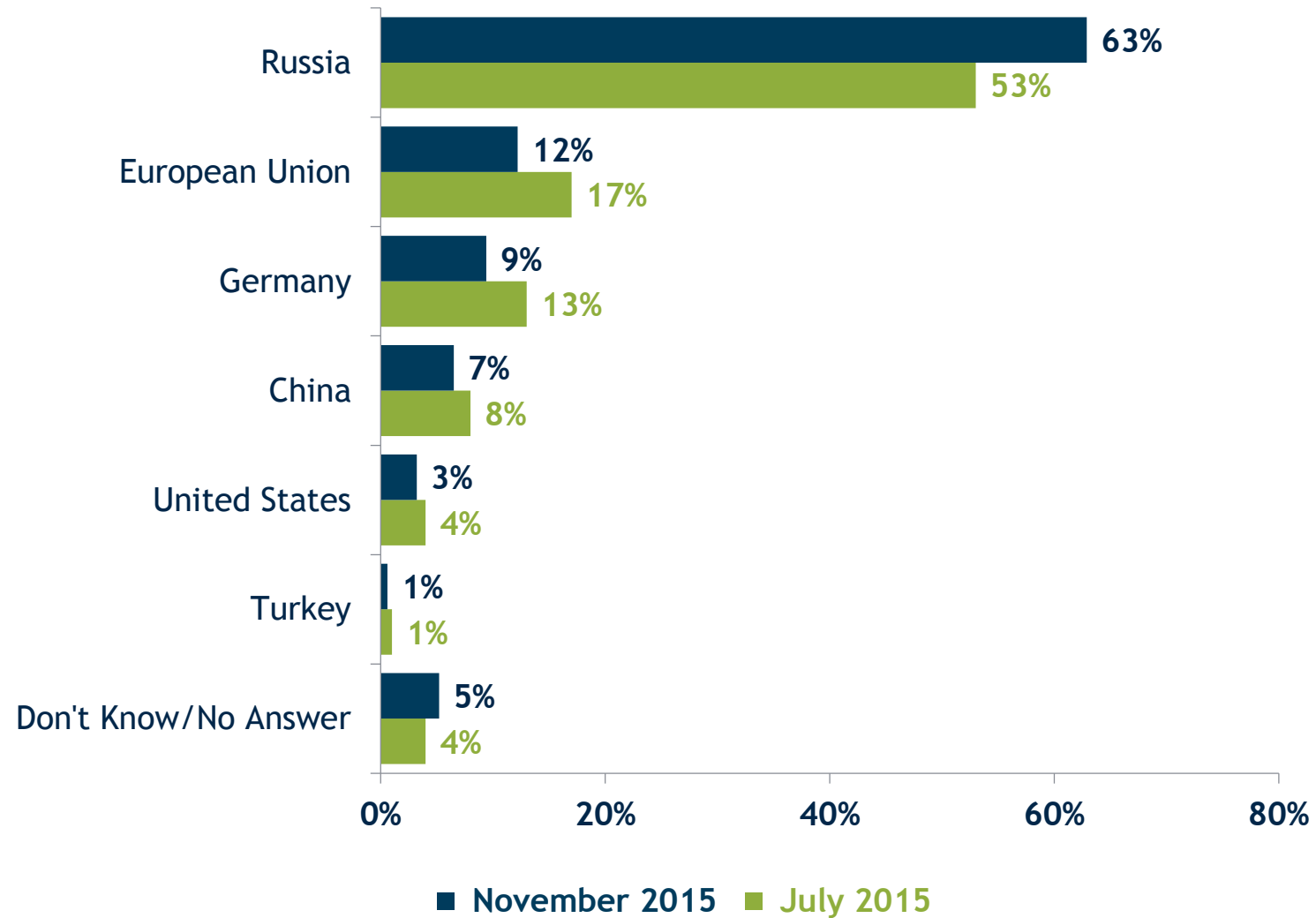
## How strongly do you agree or disagree with the following statements? Serbia's interests are best served by maintaining strong relations with:



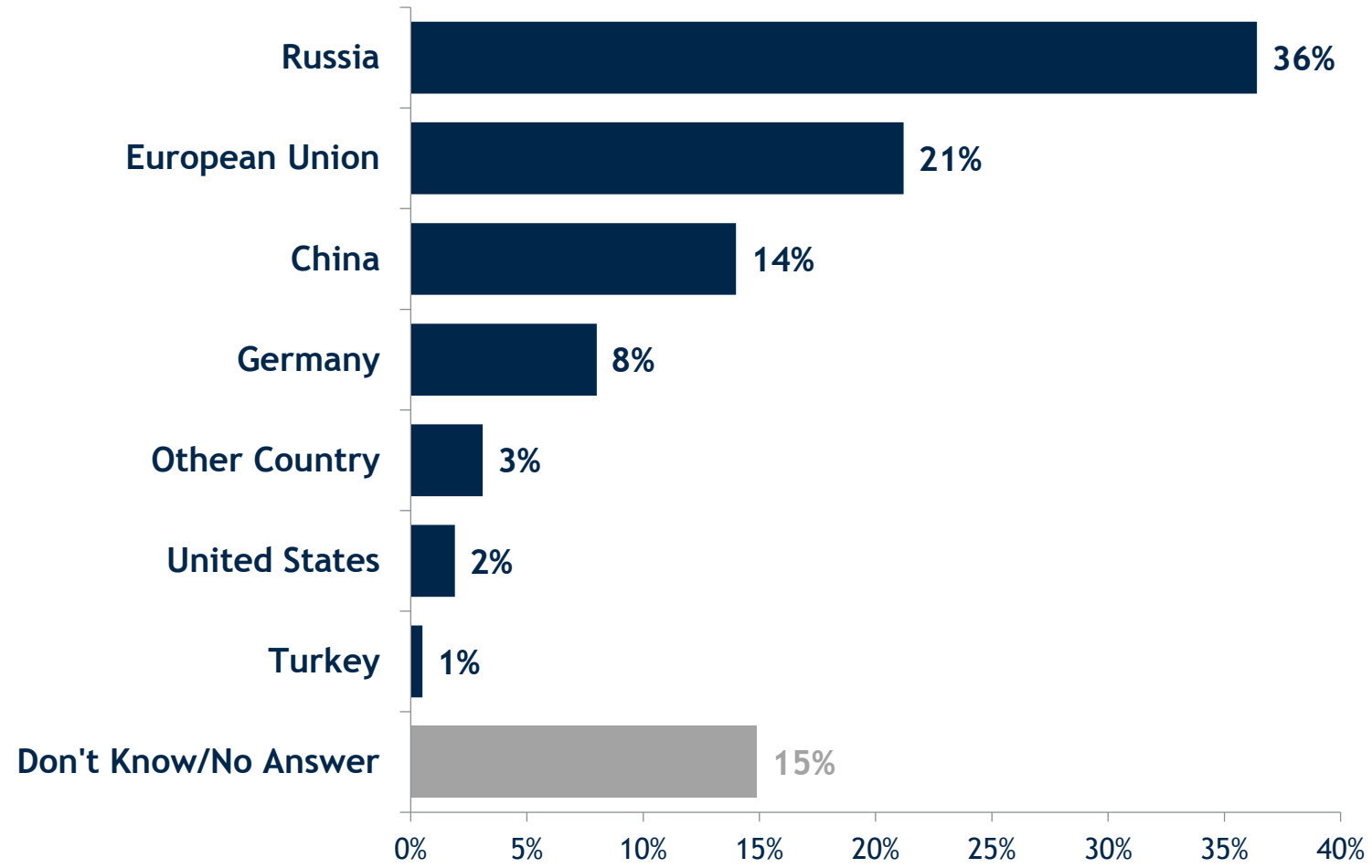
# Serbia's interests are best served by maintaining strong relations with...



If you have to choose one of these countries, Serbia's interests are best served by maintaining strong relations with which country?

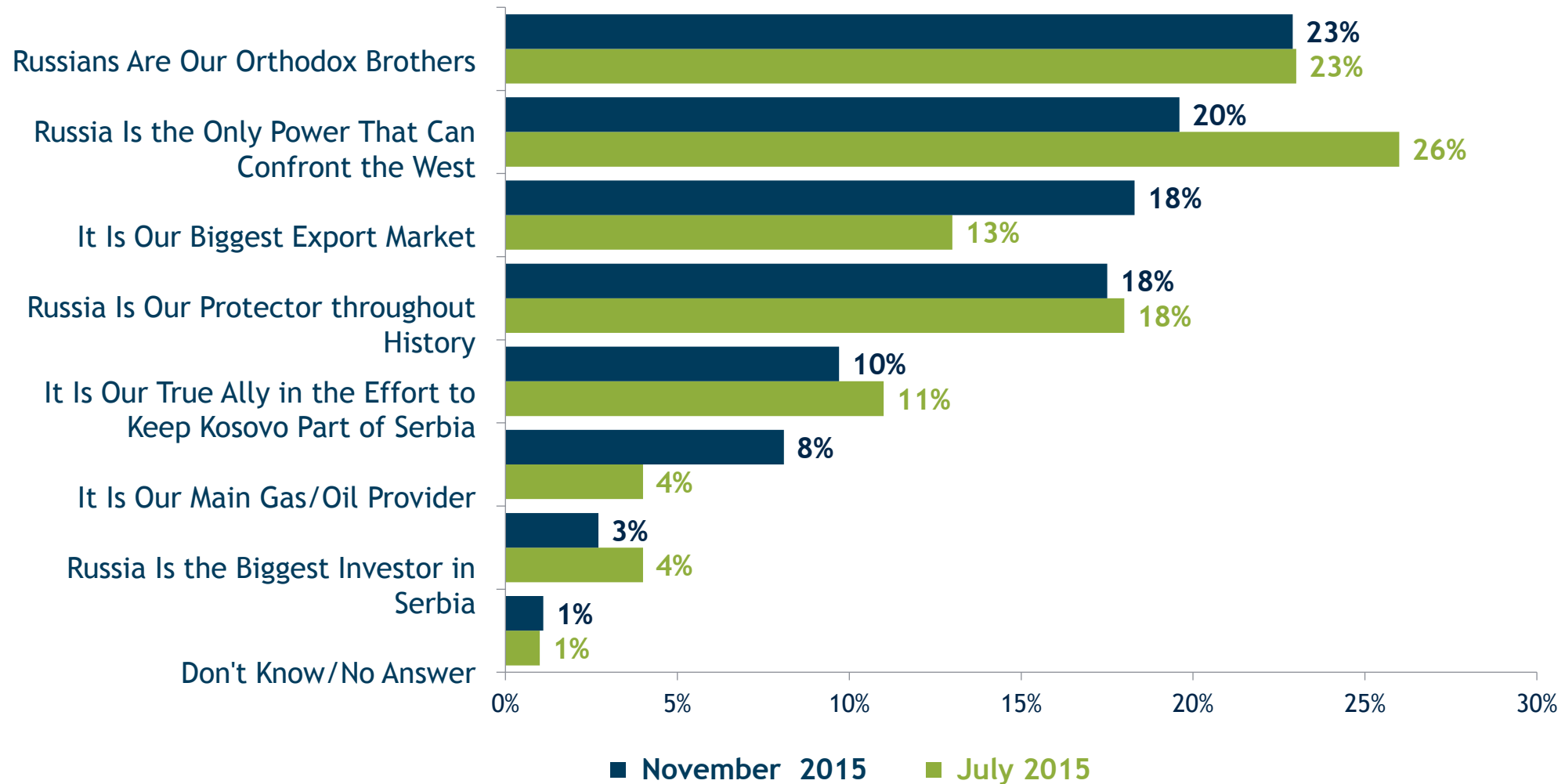


To the best of your knowledge, which country (out of those listed) is the biggest aid donor to Serbia?



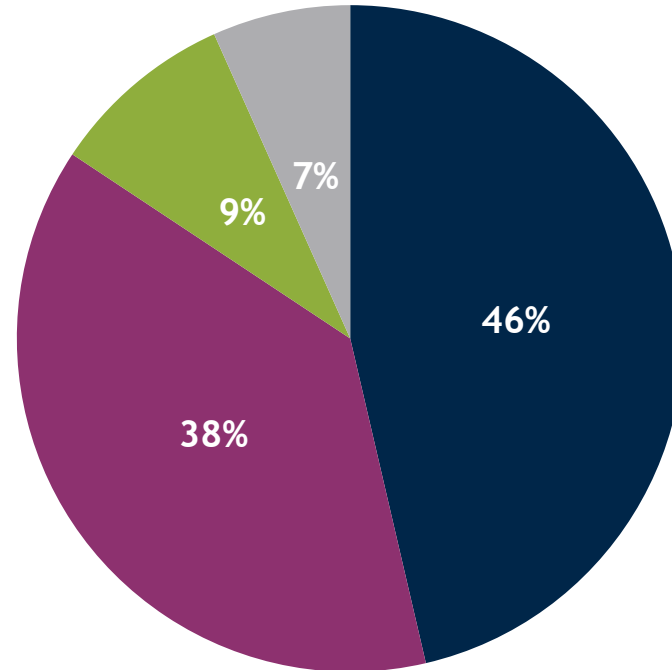
# Why do you feel that Serbia's interests would be best served by maintaining strong relations with Russia?

*(Those who think that Serbia's interests would be best served by maintaining strong relations with Russia, July n=753, November n=912)*



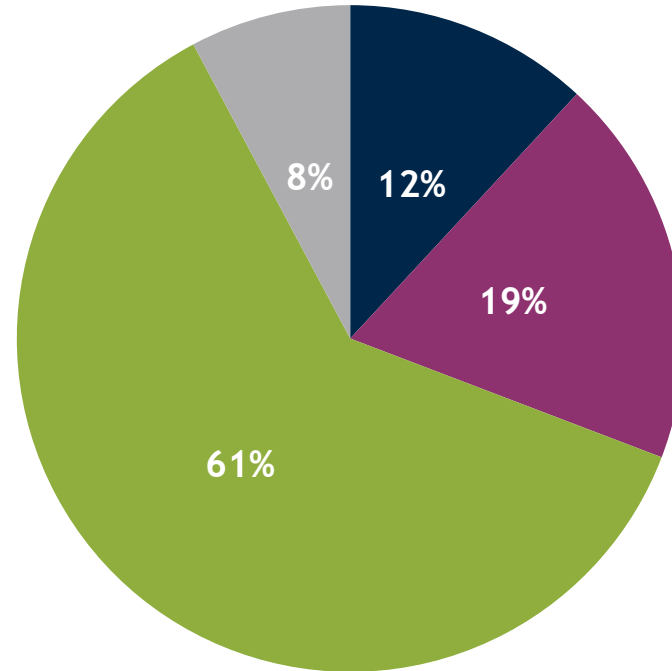


## How do you view Russian investment in Serbia?

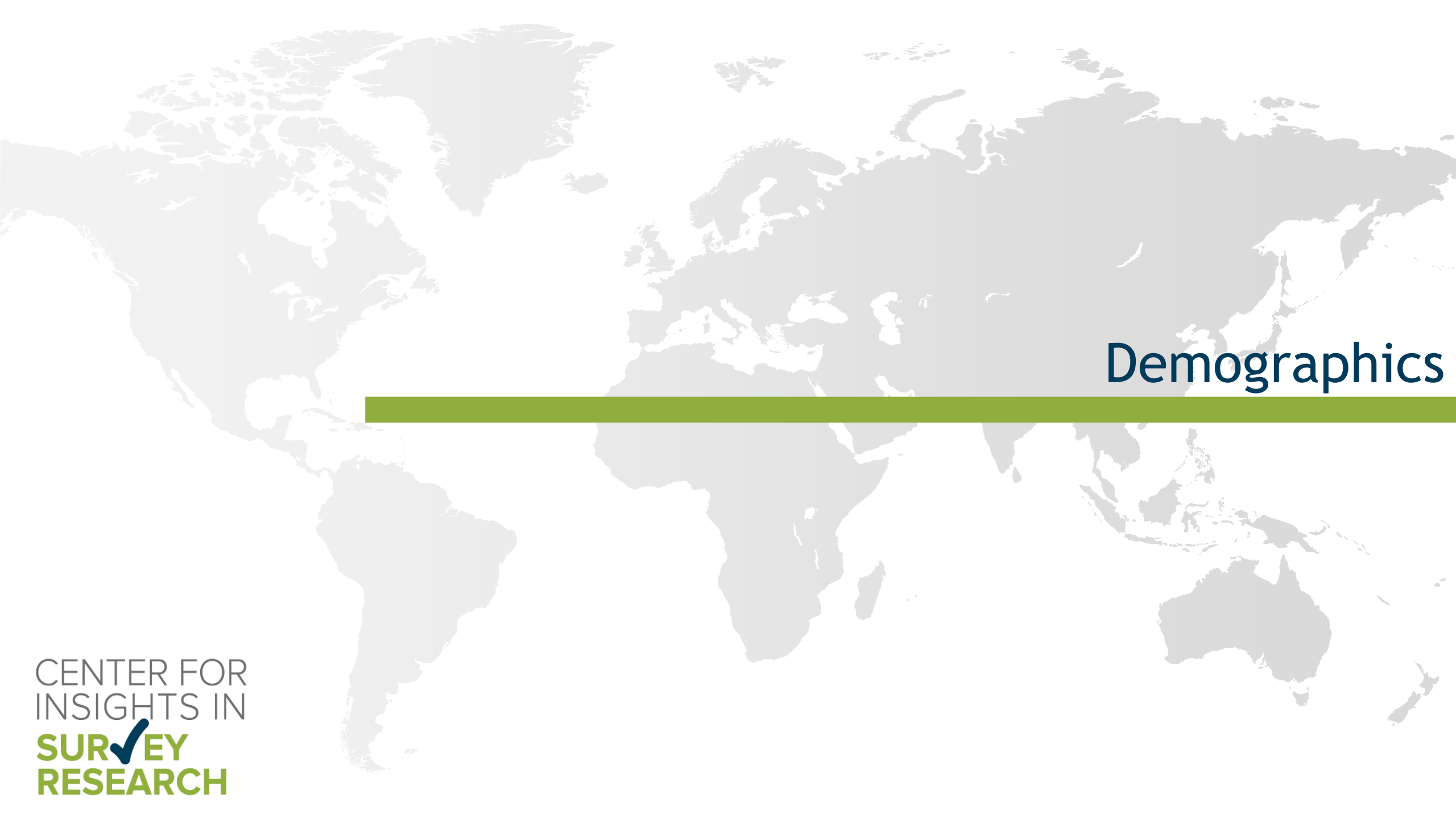


- Russian investment is primarily about economics, delivering benefits to both sides.
- Russian investment gives some benefits to Serbia but also carries certain expectations and conditions.
- Russian investment is primarily about influence and control of Serbia.
- Don't Know/No Answer

## Which statement is closer to your opinion?

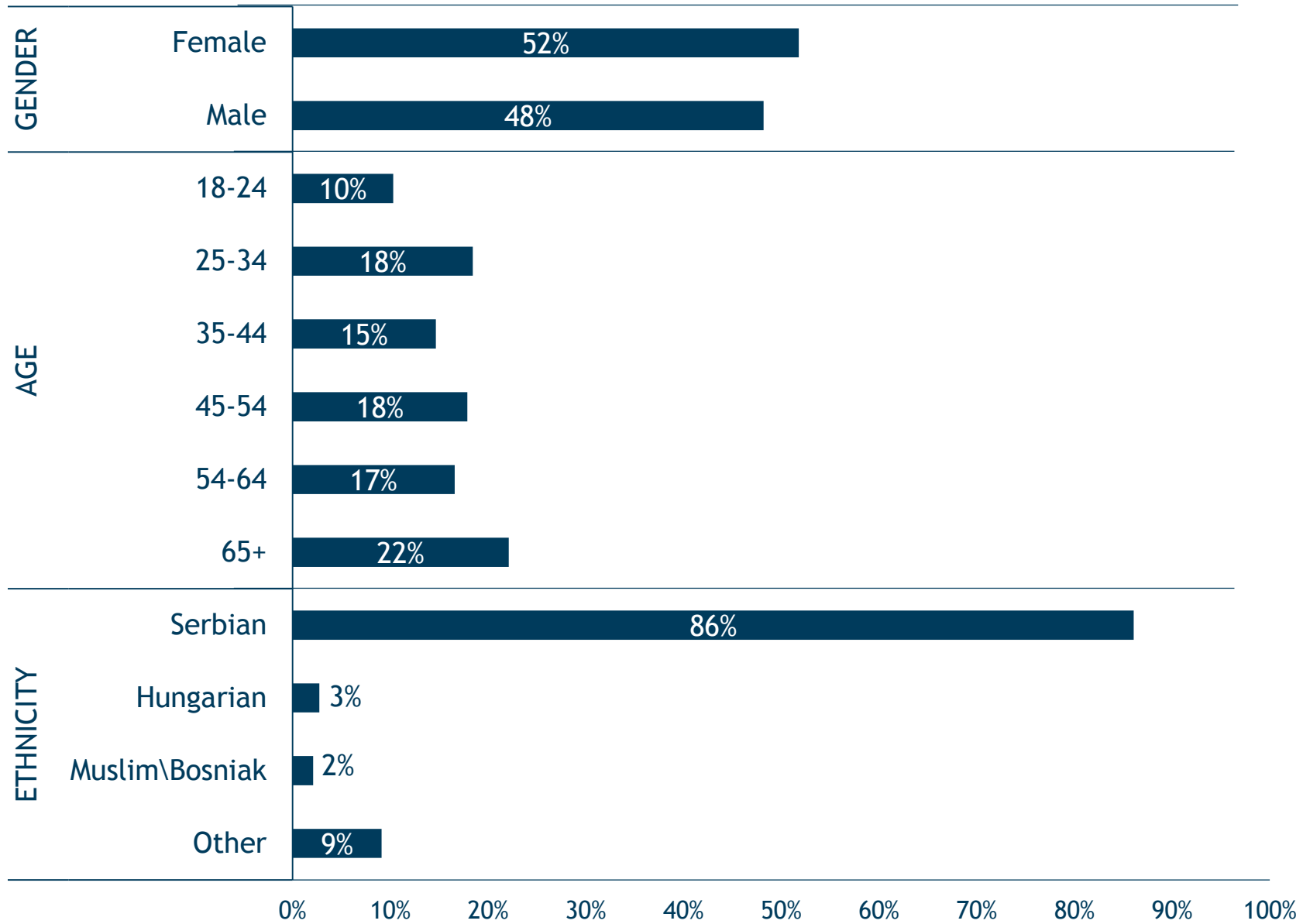


- Serbia Belongs in the West
- Serbia Belongs in the East
- Serbia Doesn't Belong in Either the West or the East
- Don't Know/No Answer

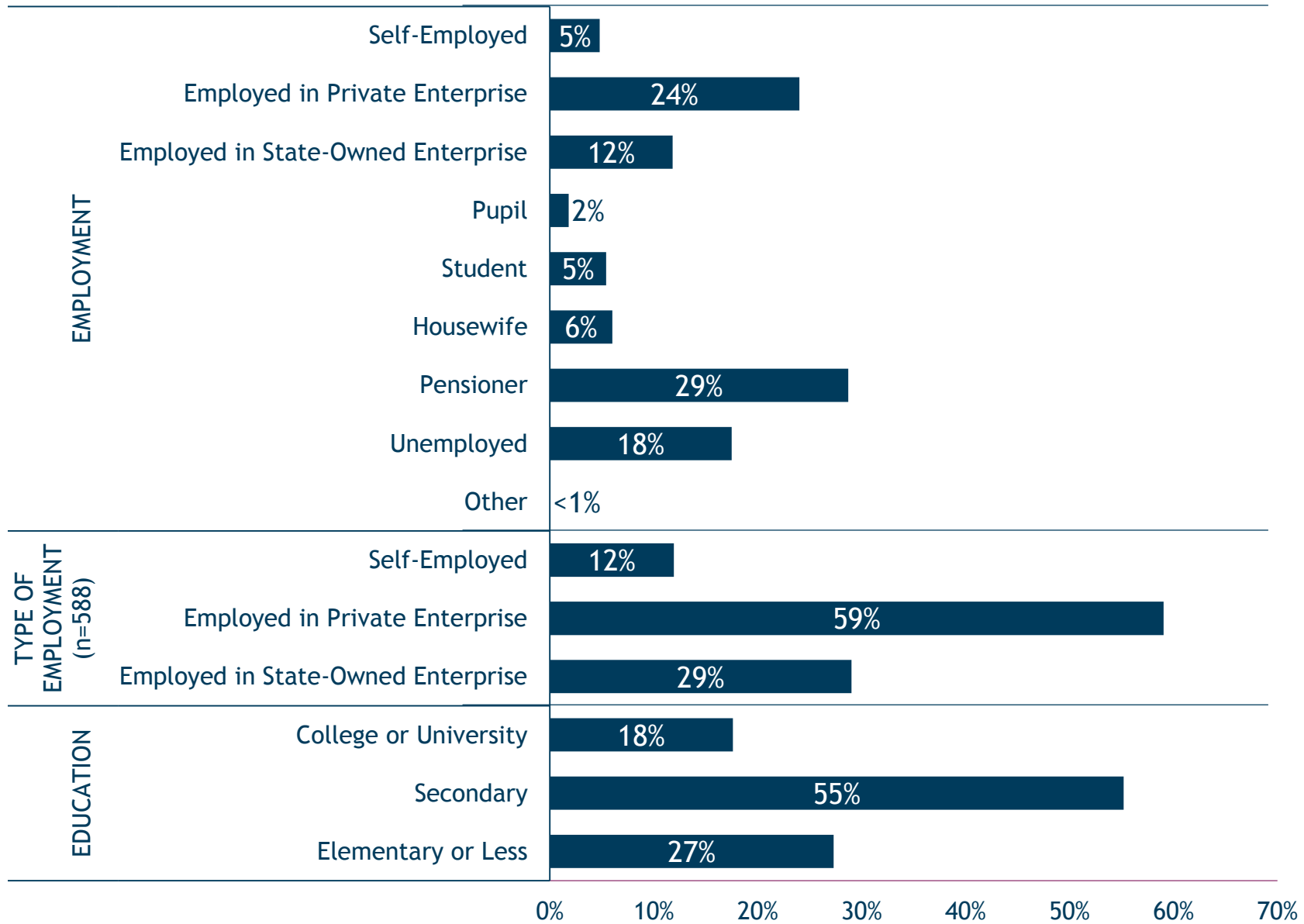


# Demographics

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