

Western Balkans Regional Poll

February- March 2024



A PROJECT OF THE INTERNATIONAL REPUBLICAN INSTITUTE

Detailed Methodology

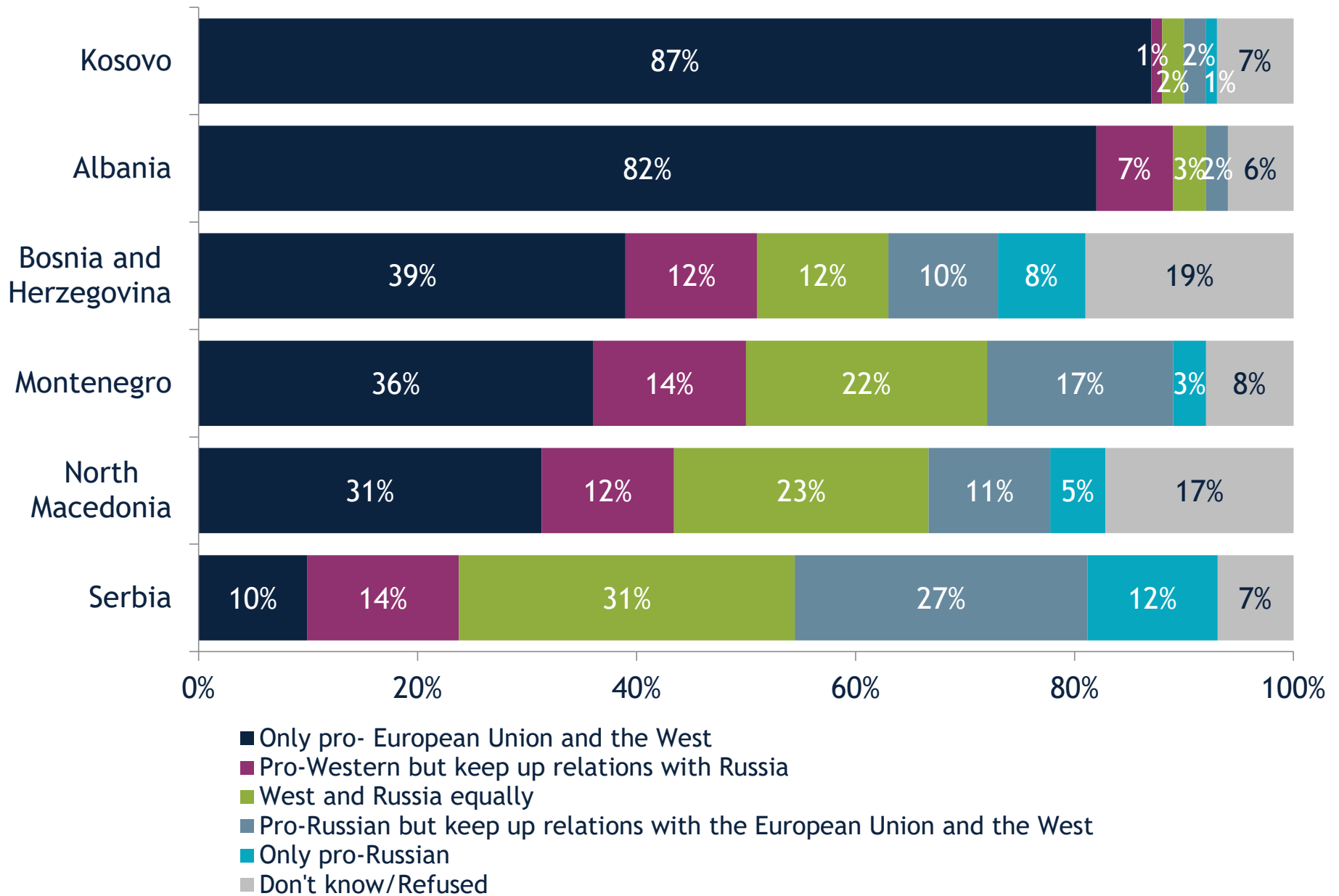
- The survey was conducted on behalf of the International Republican Institute's [Center for Insights in Survey Research](#) by [IPSOS](#).
- Data was collected between February 02, 2024 and March 05, 2024 through face-to-face interviews in respondents' homes. Further details on fieldwork period, margin of error, and response rate are listed on the following slide.
- The sample consisted of n=1,225 adults (Bosnia and Herzegovina), n=1,203 adults (Kosovo), n=1,220 adults (North Macedonia), n=1,036 adults (Montenegro), n=1,238 adults (Serbia) and n=1,216 (Albania). Inhabitants of poorly accessible areas were excluded. The share of excluded inhabitants is as follows: 0.3% for Bosnia and Herzegovina, 0.2% for Kosovo, 0.8% for North Macedonia, 1.4% for Montenegro, 0.6% for Serbia, and 1% for Albania.
- A multi-stage probability sampling method was used to design a nationally representative sample in each country. The sample was stratified by region and by urban/rural residency, followed by random selection of primary sampling units (PSUs) within each stratum. Households were selected by random walk in each of the PSU, and respondents were selected randomly from the list of all adults in the household. The sampling frame was based on population and housing census data and population estimates.
- The samples were weighted as follows:
 - Bosnia and Herzegovina: The sample was weighted for region, urbanicity, age, gender, ethnicity as per the 2013 census. The sample was weighted for educational attainment using IPSOS' estimates.
 - Kosovo: The sample was weighted for region, urbanicity, and gender as per the 2011 census. The sample was weighted for educational attainment using MICS 2020 figures and ethnicity using MICS 2014 data.
 - North Macedonia: The sample was weighted for region, urbanicity, age, gender, ethnicity, and educational attainment as per the 2021 census.
 - Montenegro: The sample was weighted for region, urbanicity, age, and gender as per the 2017 estimates from the Statistical Office of Montenegro. The sample was weighted for ethnicity based on the 2011 census data and for educational attainment as per the MICS6 2018 data.
 - Serbia: The sample was weighted for region, urbanicity, age, gender, ethnicity, and educational attainment as per the 2022 census data.
 - Albania: The sample was weighted for region, urbanicity, age, and gender as per the 2011 census.
- Charts and graphs may not add up to 100 percent due to rounding.

Fieldwork dates

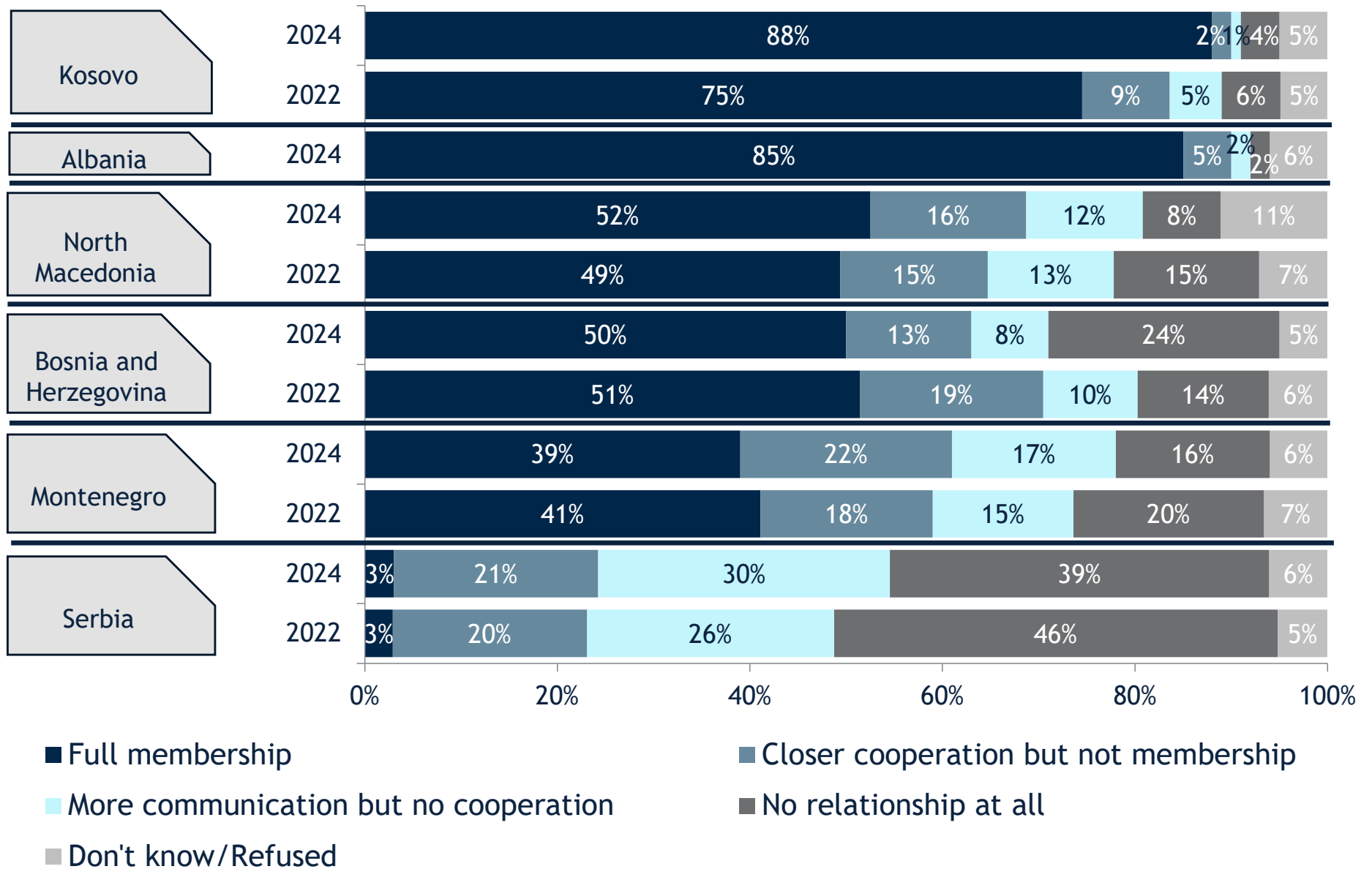
Country	Fieldwork Dates	Response Rate	Margin of Error
Bosnia and Herzegovina	Feb. 03 - Mar. 03, 2024	40%	±2.8
Kosovo	Feb. 05 - Mar. 04, 2024	38%	±2.8
Montenegro	Feb. 02 - Mar. 04, 2024	36%	±3.0
North Macedonia	Feb. 04 - Mar. 04, 2024	38%	±2.8
Serbia	Feb. 03 - 26, 2024	21%	±2.8
Albania*	Feb. 03 - Mar. 05, 2024	39%	±2.8

*Albania was first added to IRI's Western Balkans polling series in 2024. Prior IRI Western Balkans regionals polls can be accessed at <https://www.iri.org/resources/2022-western-balkans-regional-survey-january-february-2022/> (2022) and https://www.iri.org/wp-content/uploads/2020/06/final_wb_poll_for_publishing_6.9.2020.pdf (2020) and https://www.iri.org/wp-content/uploads/2019/04/pdf_beacon_w_balkans.pdf (2019)

What should our country's foreign policy course be?



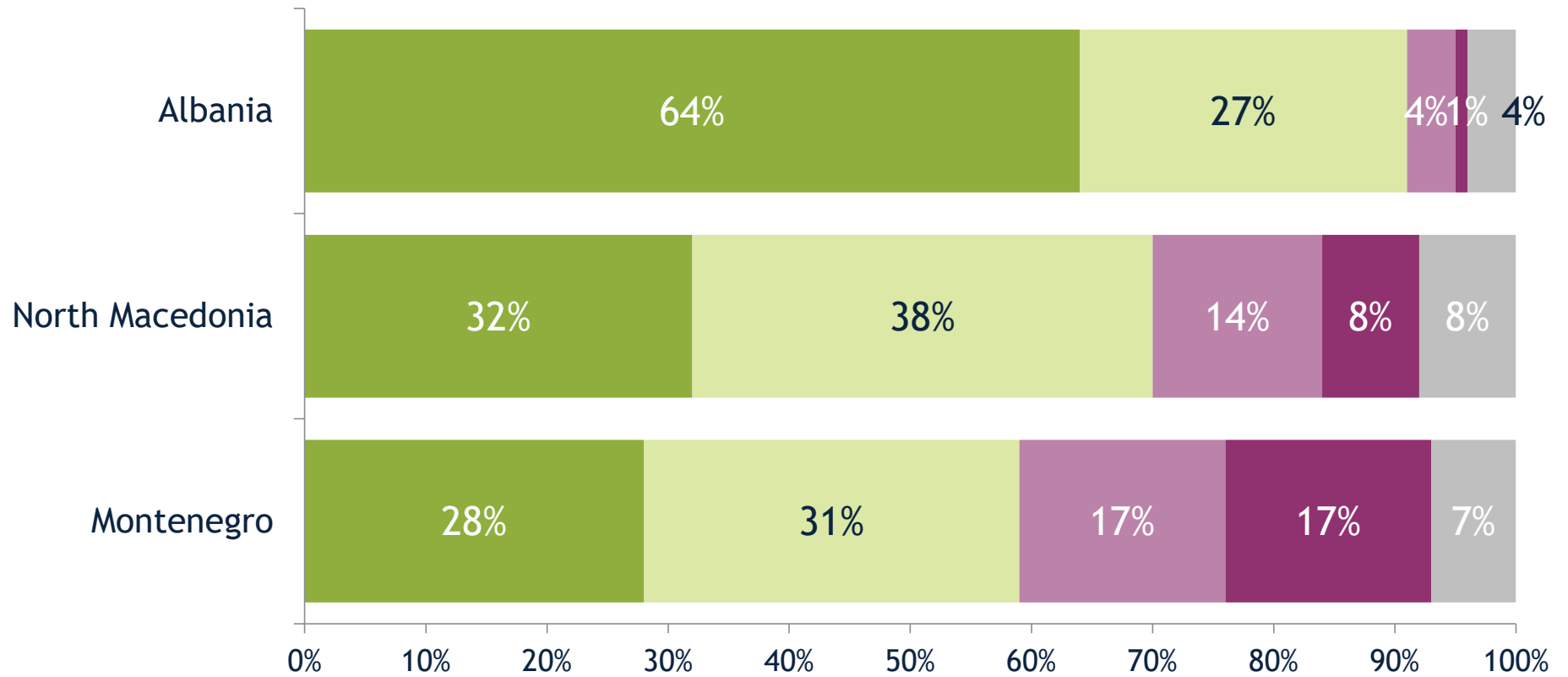
In your opinion, our country's future is best served by having what kind of relationship with NATO?



The fieldwork period for the 2022 surveys concluded just prior to the full-scale Russian invasion of Ukraine.

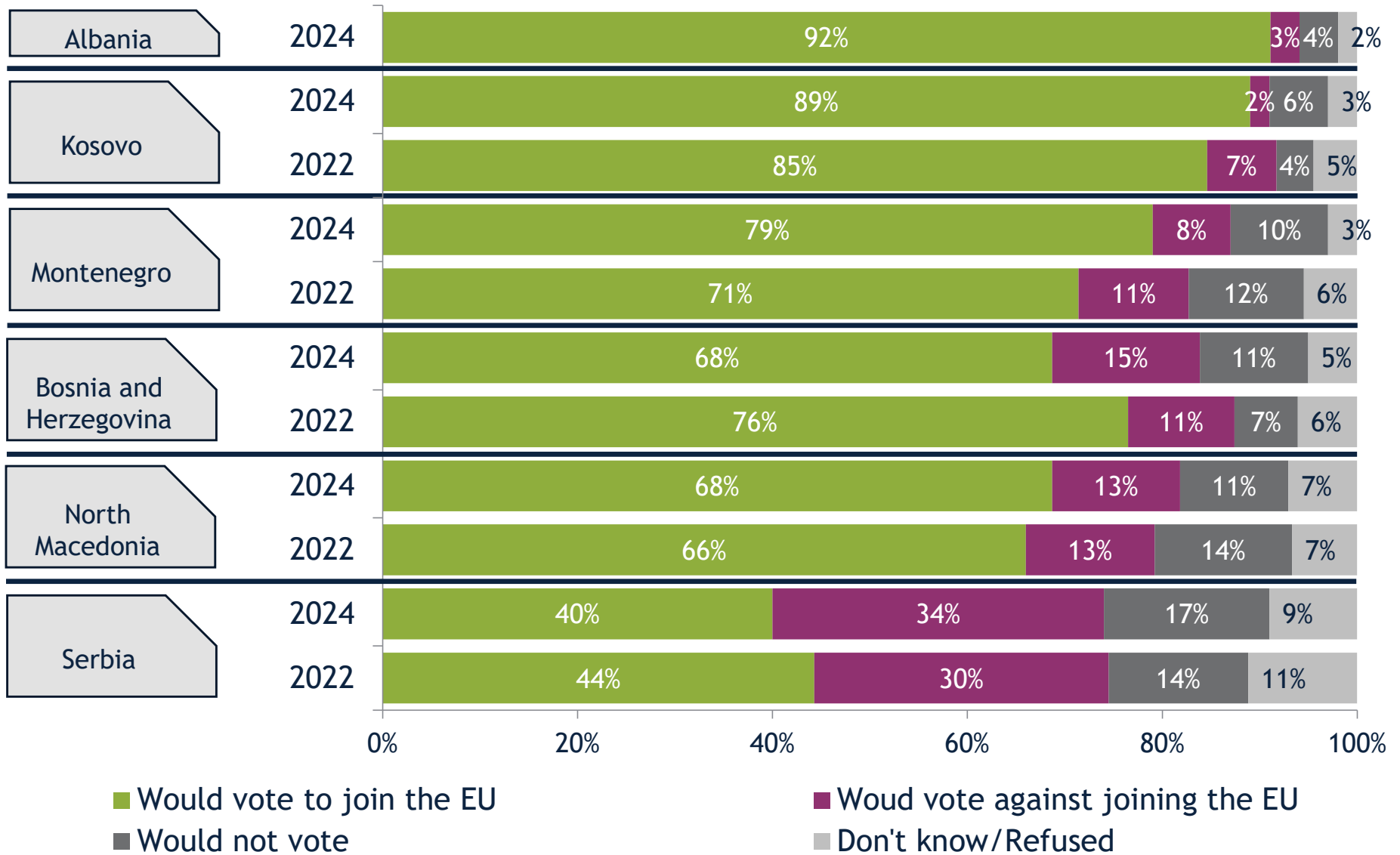


Has NATO membership been positive or negative for our country?



Very positive Somewhat positive Somewhat negative Very negative Don't know/Refused

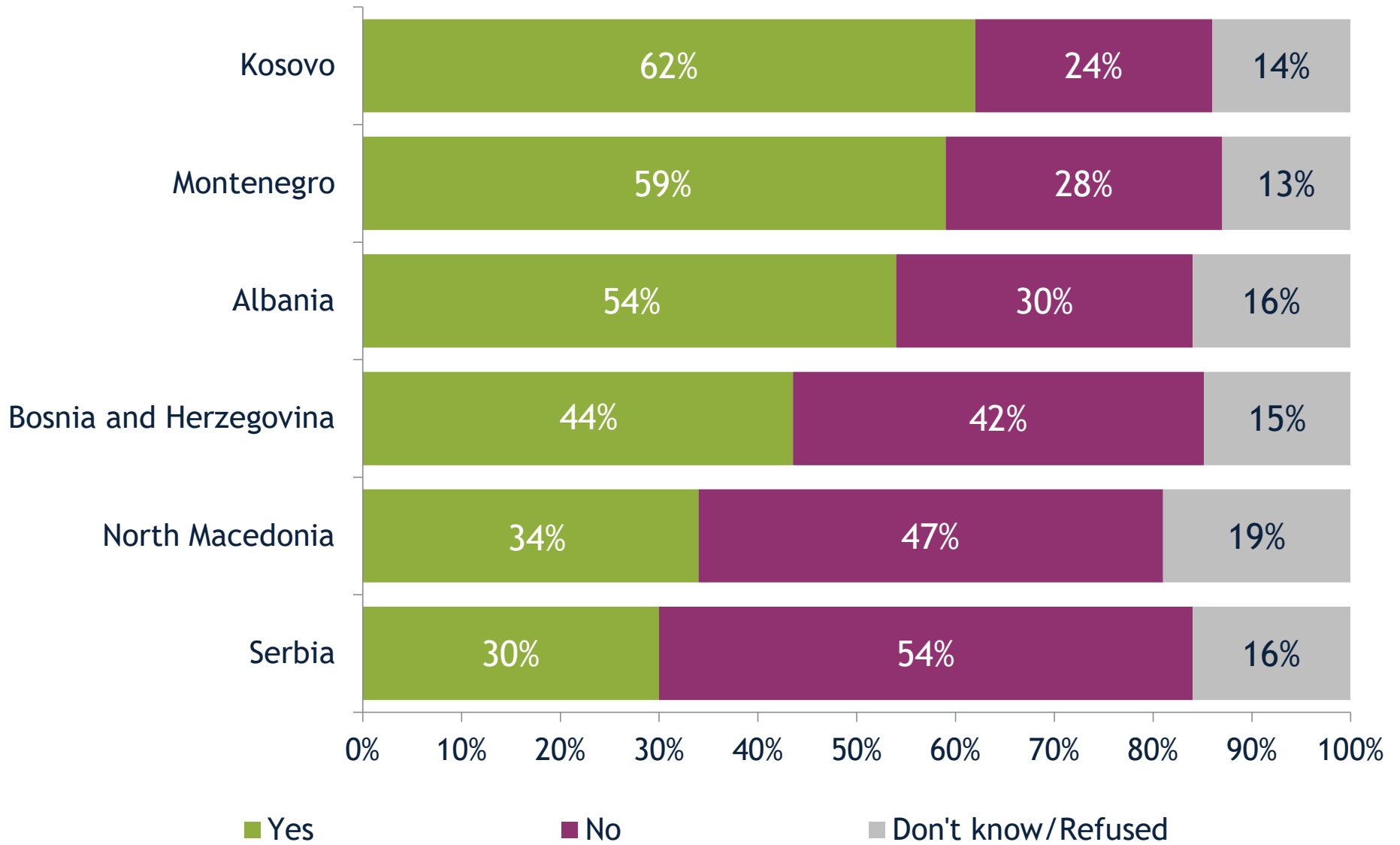
If a referendum were held today on our country joining the European Union, how would you vote?



The fieldwork period for the 2022 surveys concluded just prior to the full-scale Russian invasion of Ukraine.



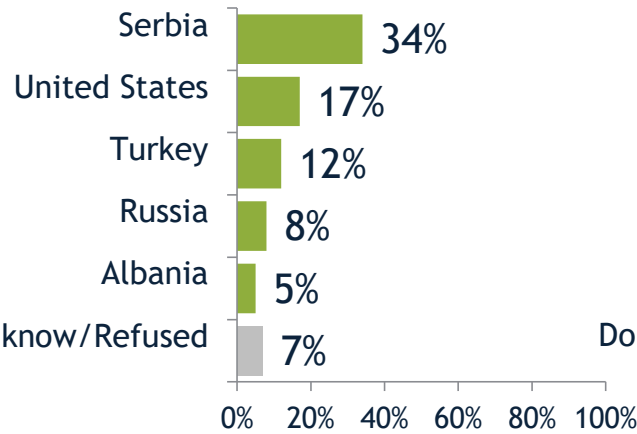
Is the European Union serious in its intention to offer membership to Western Balkan countries?



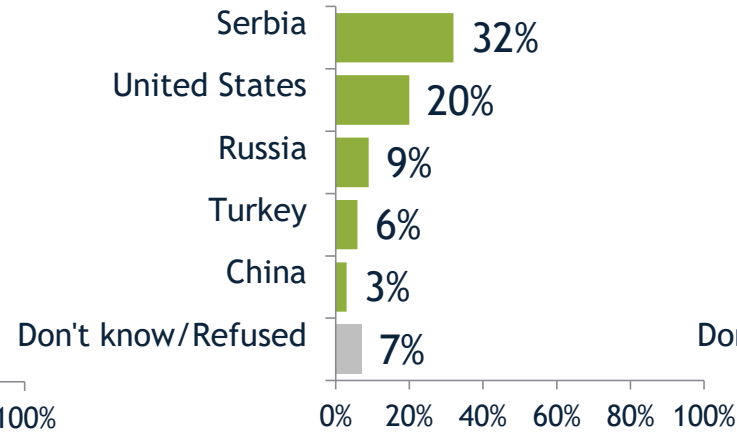
Which country do you consider to be the most important ally for our country?

(Spontaneous response, top 5 responses displayed)

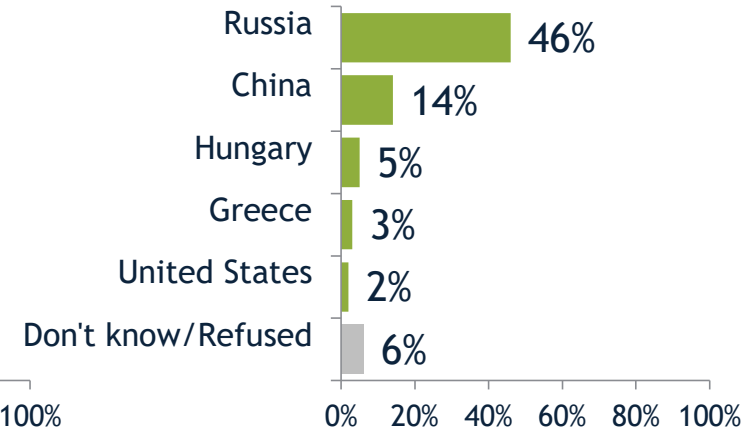
North Macedonia



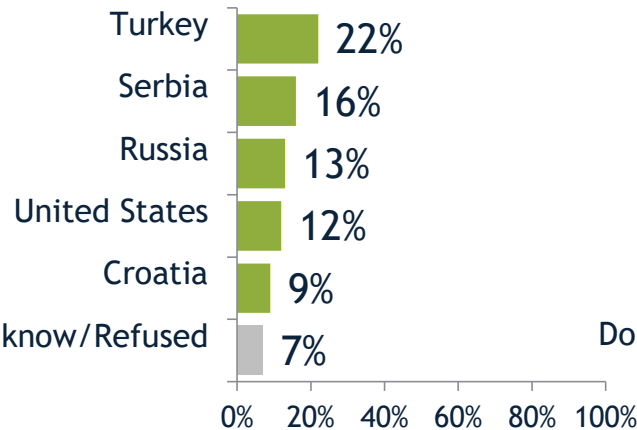
Montenegro



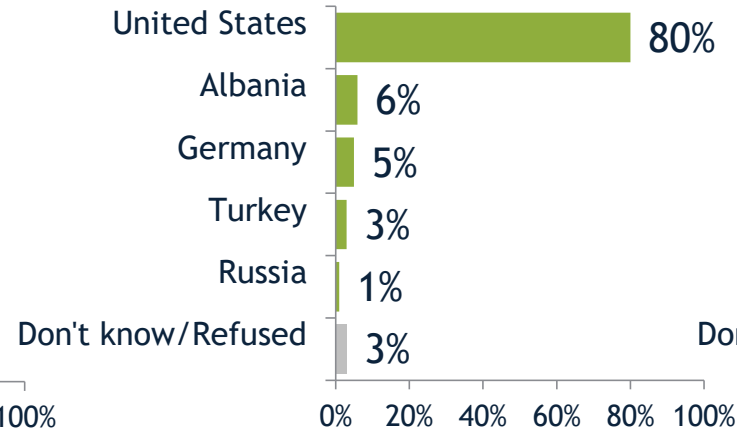
Serbia



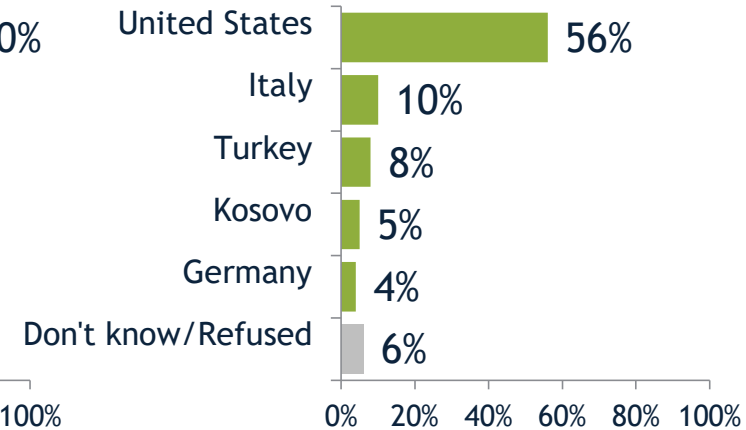
Bosnia and Herzegovina



Kosovo



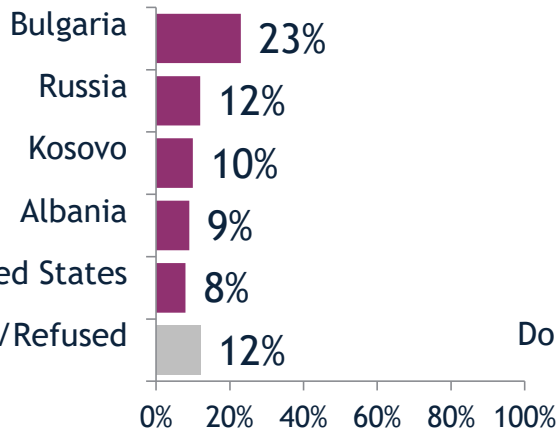
Albania



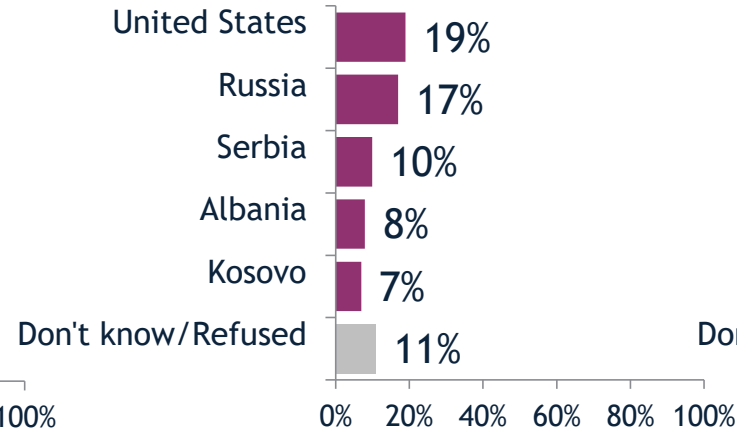
Which country do you consider to be the most important threat for our country?

(Spontaneous response, top 5 responses displayed)

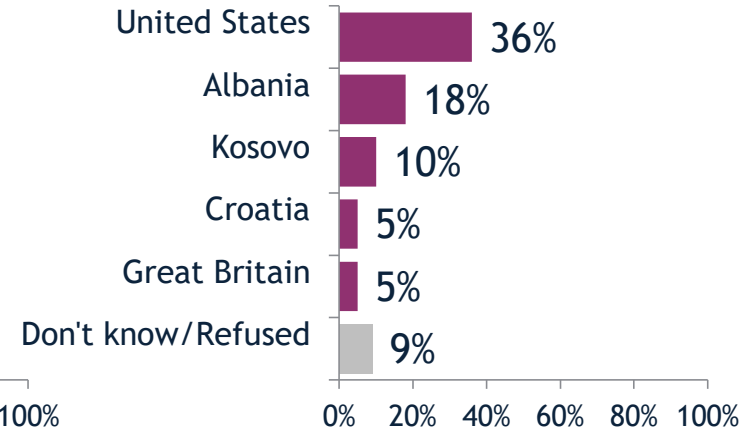
North Macedonia



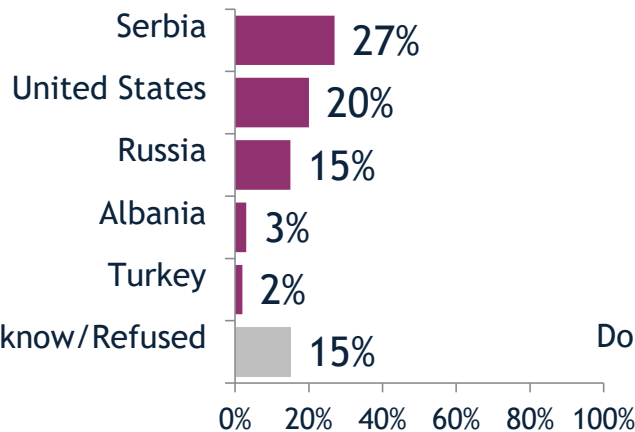
Montenegro



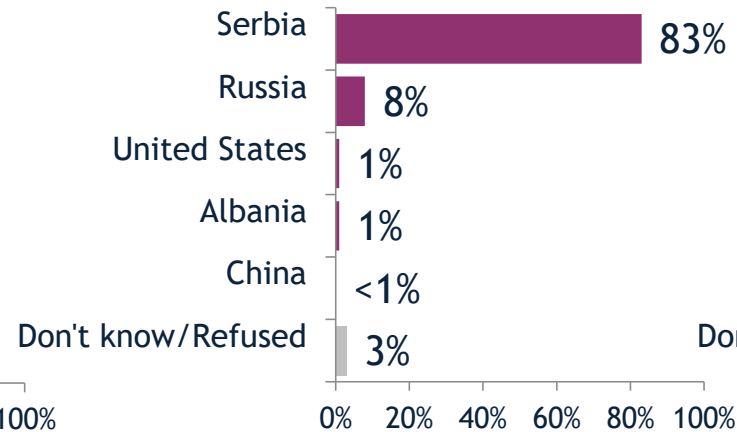
Serbia



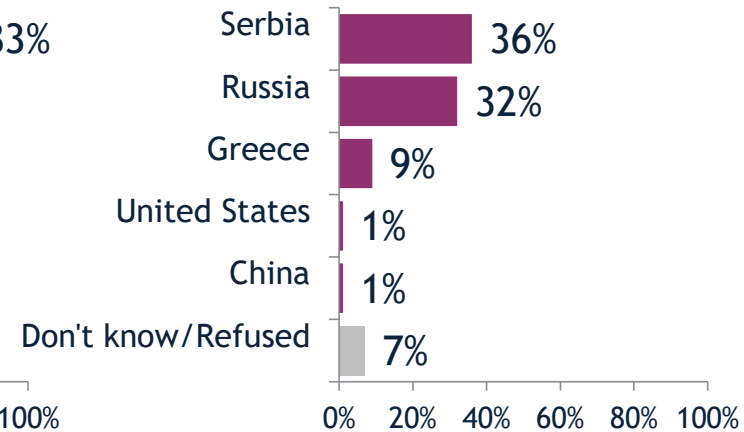
Bosnia and Herzegovina



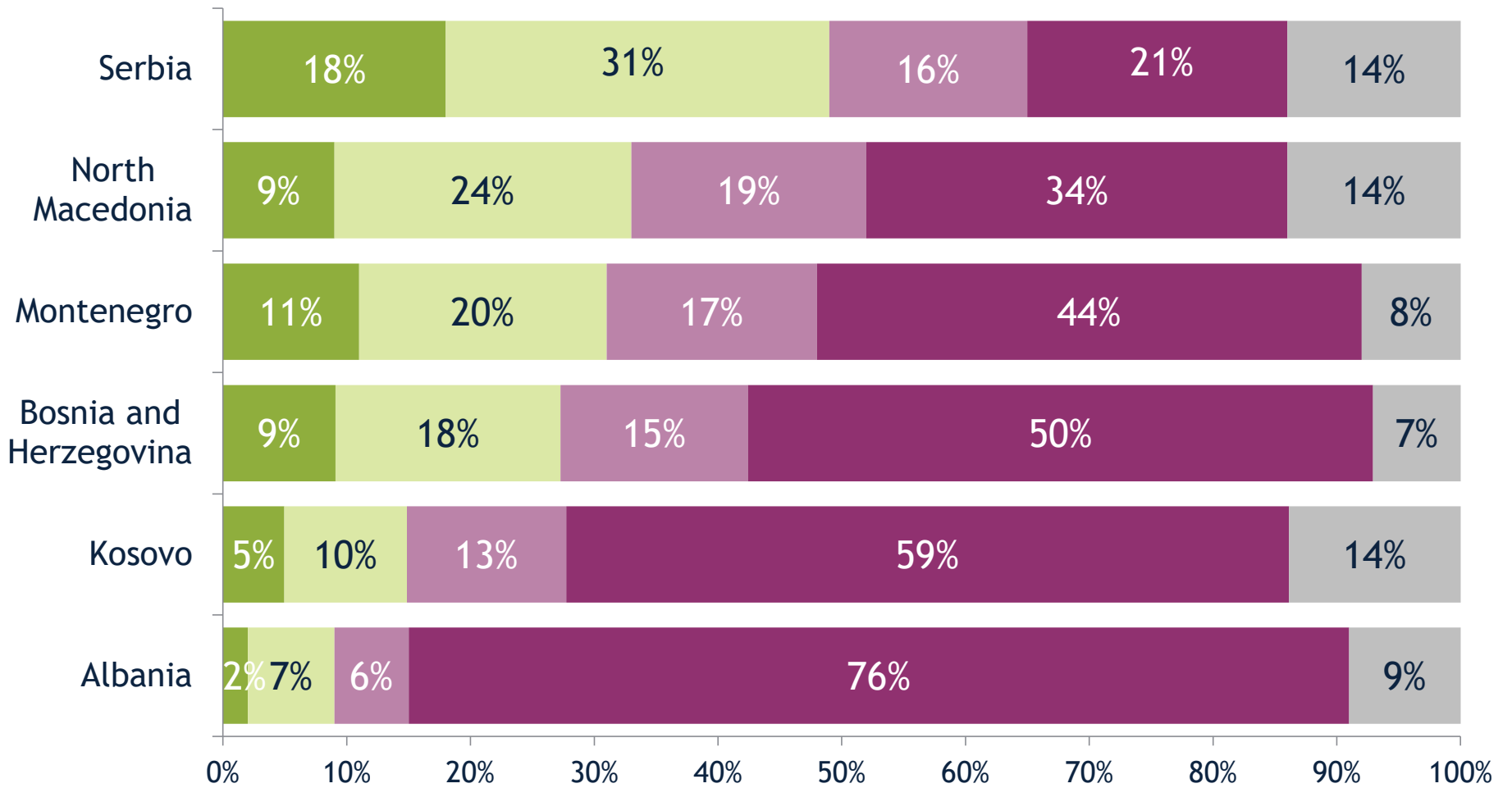
Kosovo



Albania

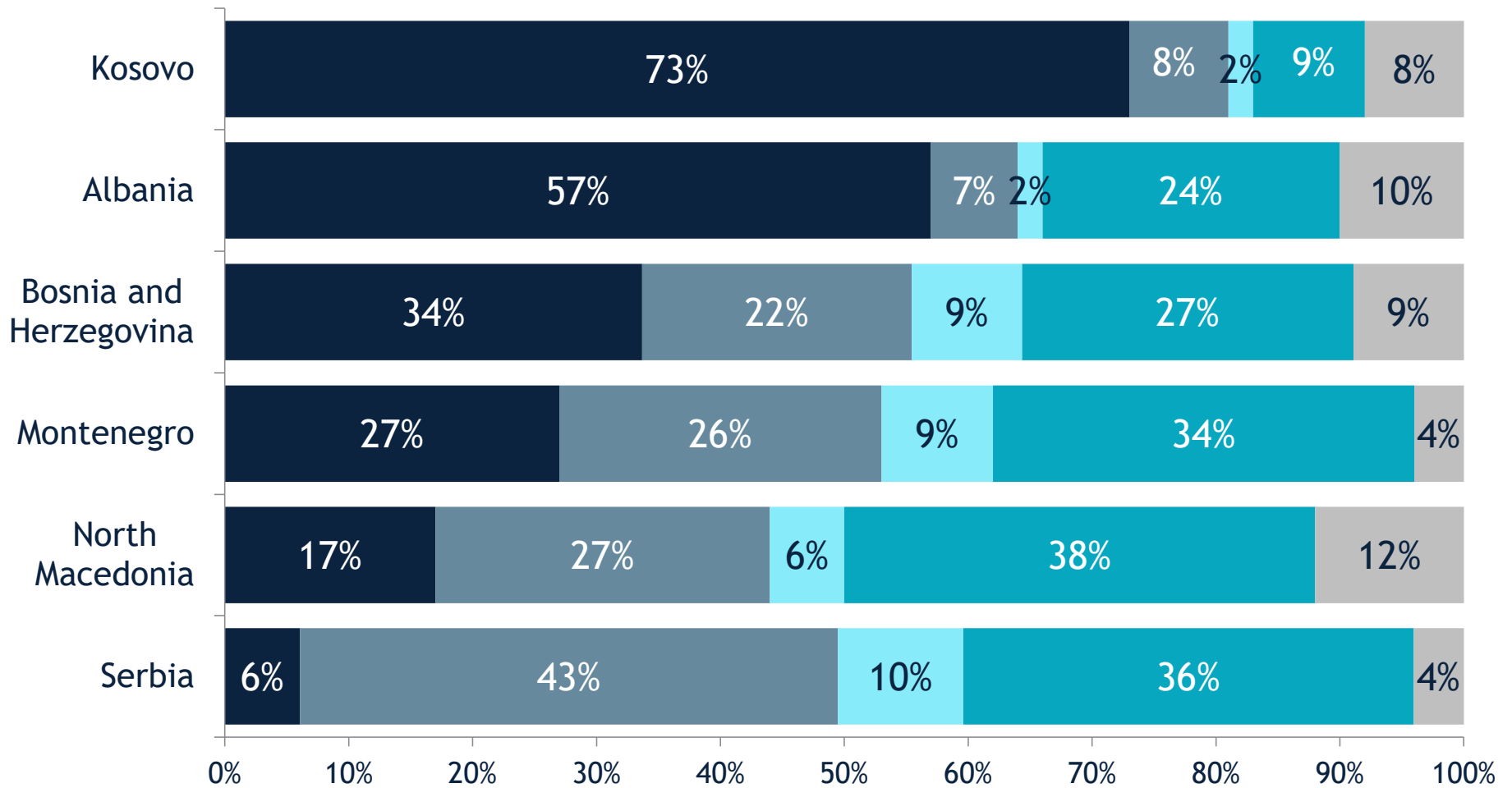


To what extent do you think Russia's actions in Ukraine are justified or unjustified?



■ Completely justified
 ■ Somewhat justified
 ■ Somewhat unjustified
■ Completely unjustified
 ■ Don't know/Refused

Who is most responsible for the military conflict between Russia and Ukraine?



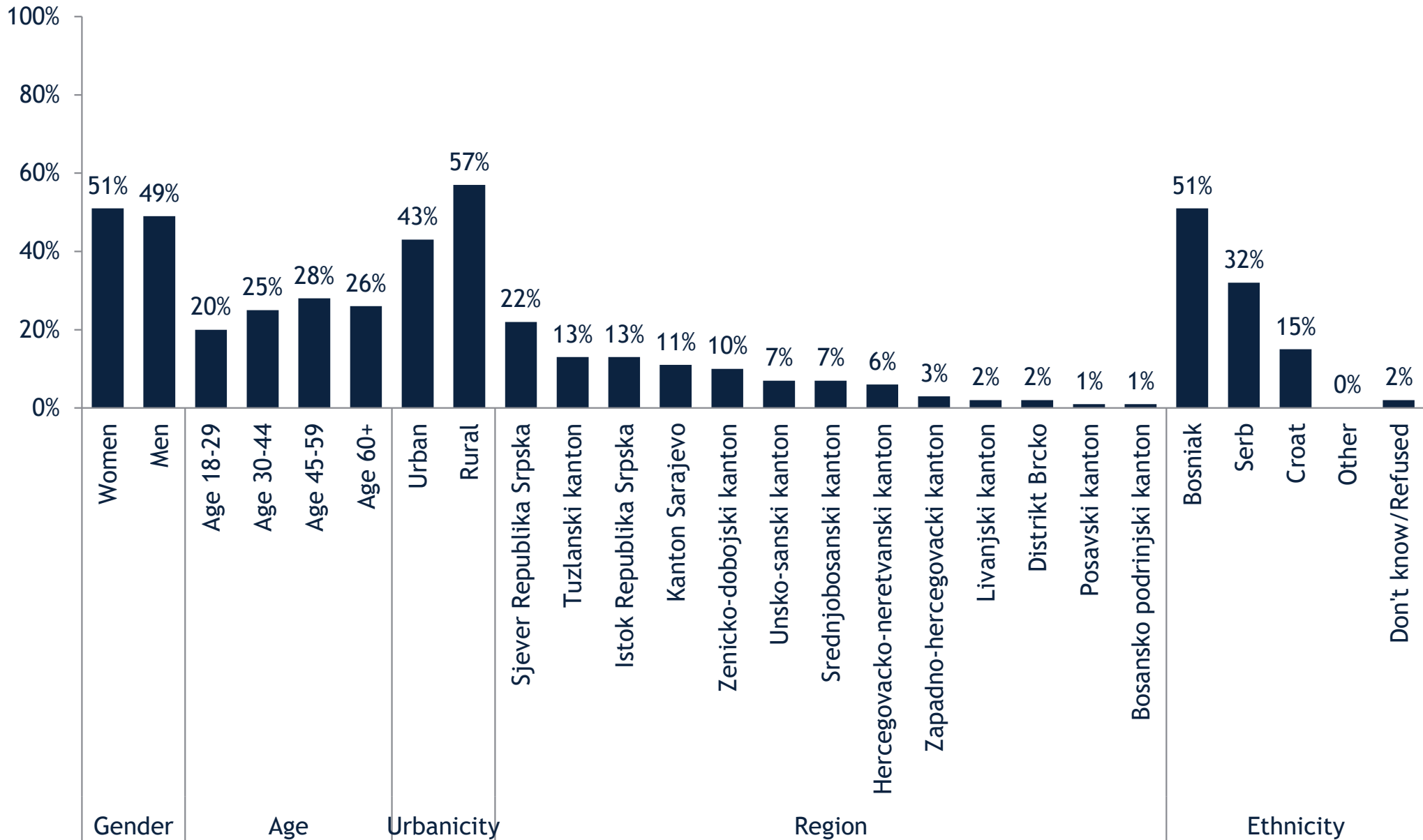
- Russia is responsible
- The West is responsible
- Ukraine is responsible
- All sides are responsible
- Don't know/Refused

Demographics



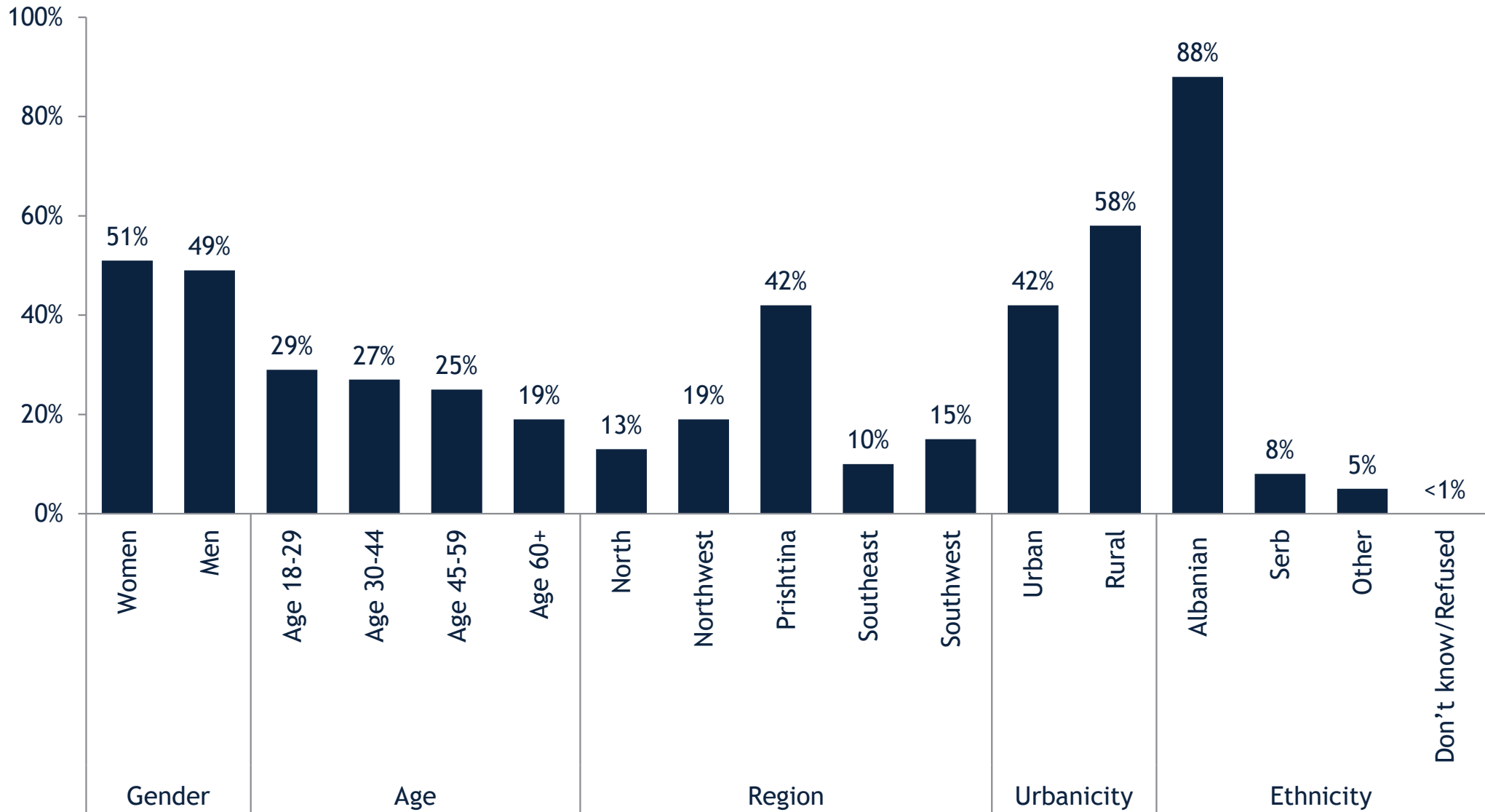


Demographics - Bosnia and Herzegovina



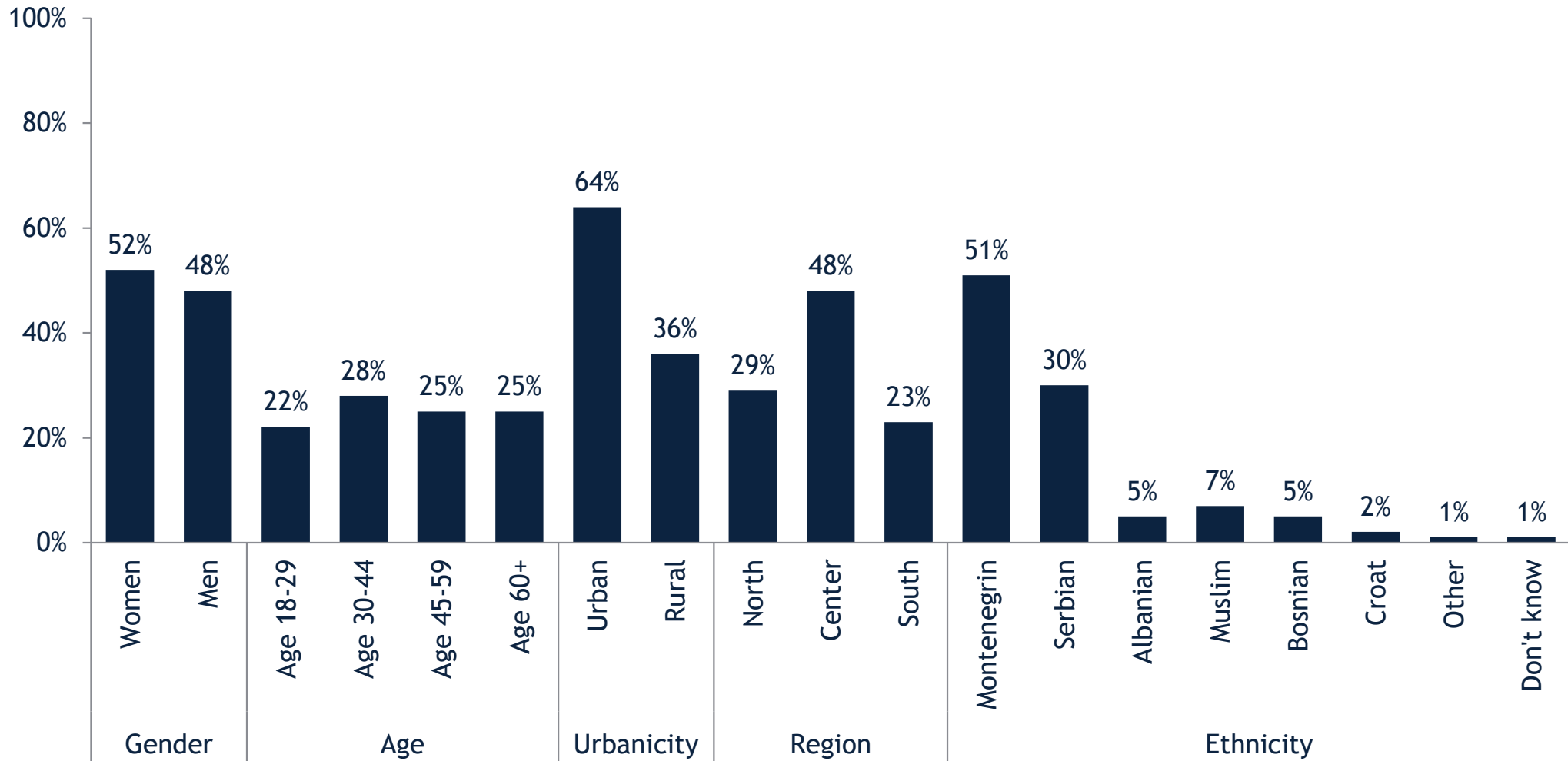


Demographics - Kosovo



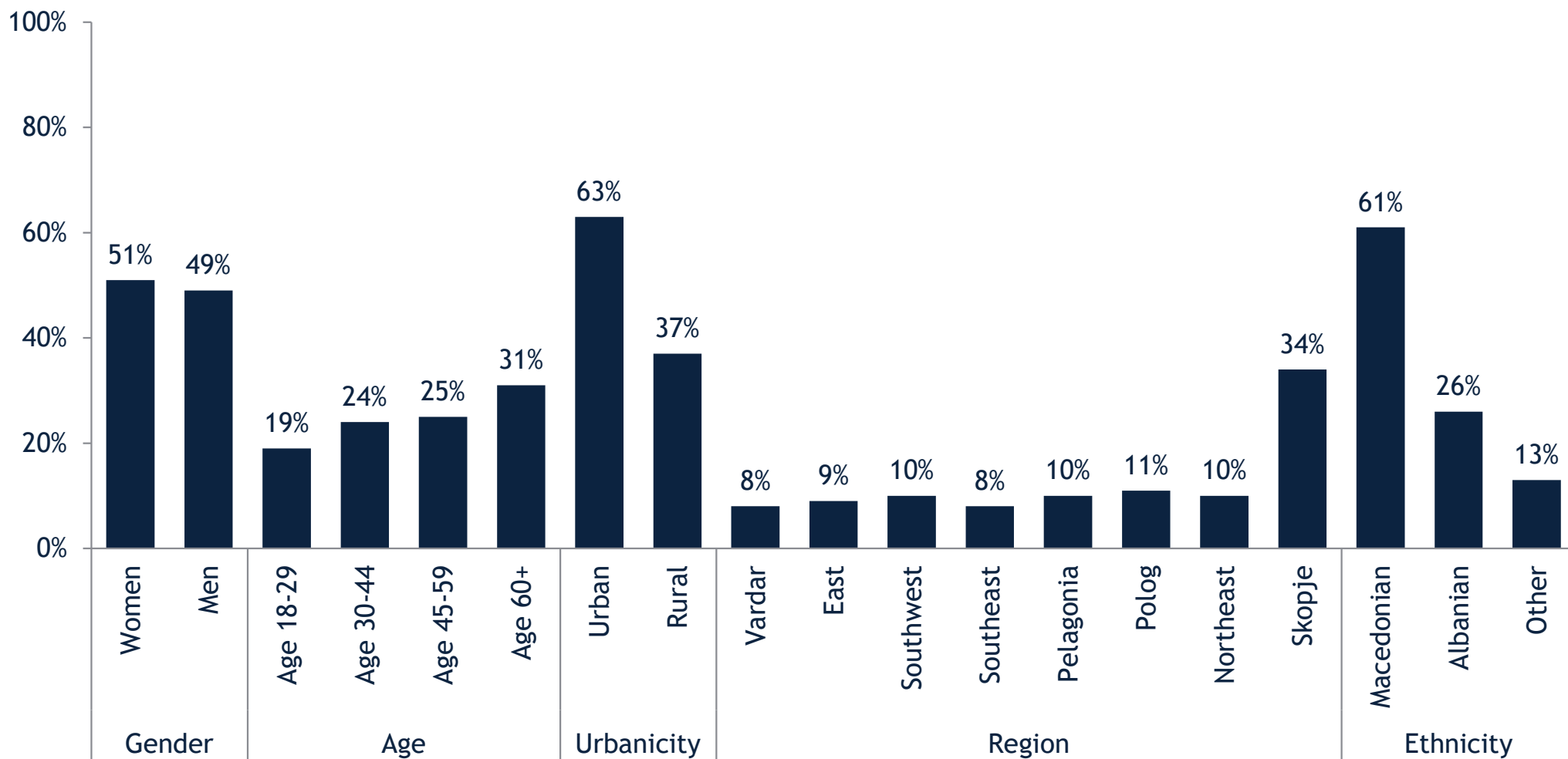


Demographics - Montenegro



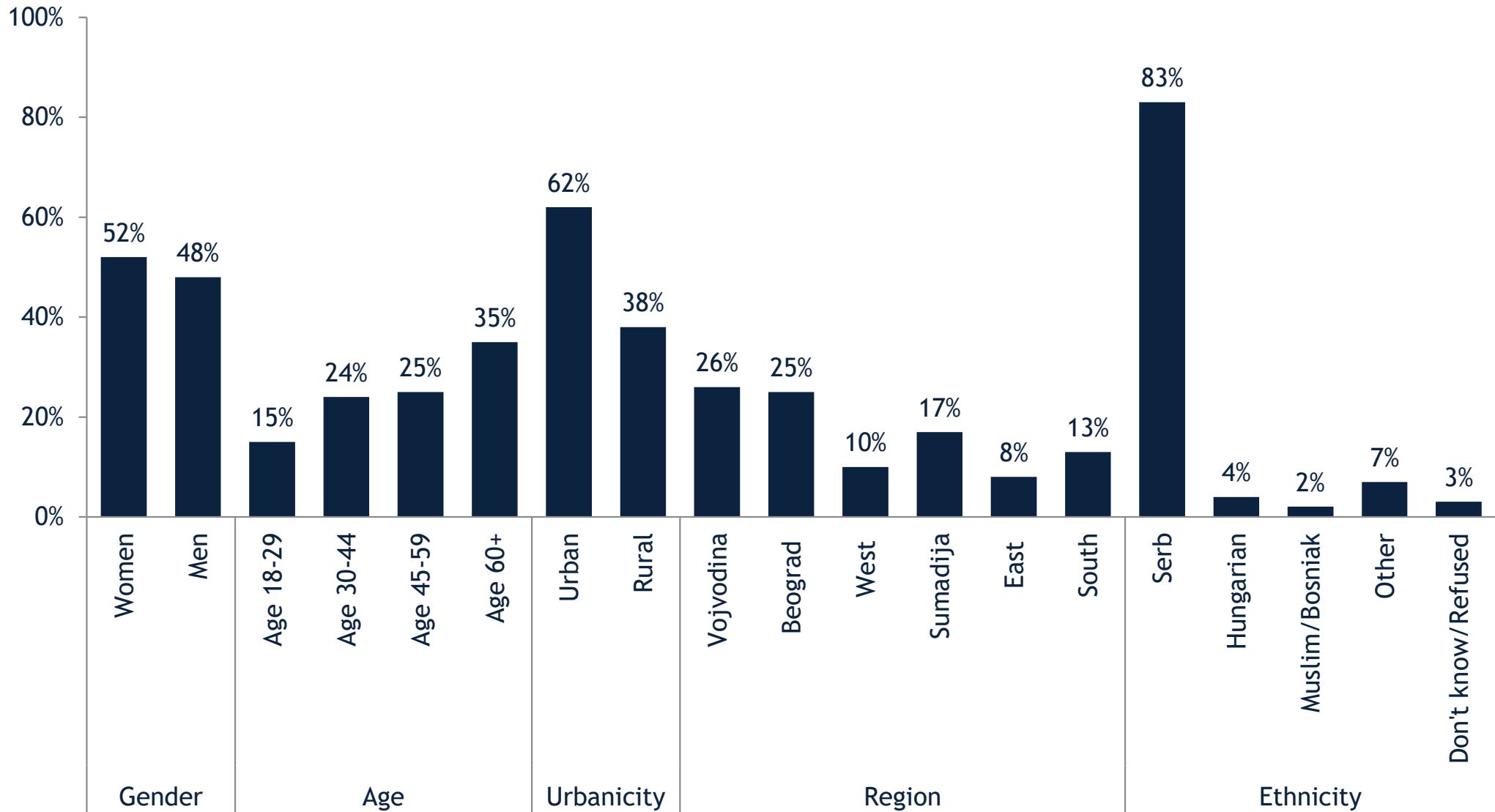


Demographics - North Macedonia





Demographics - Serbia



Demographics - Albania

