

GALLUP

Balkan Monitor

Insights and Perceptions: Voices of the Balkans

The Western Balkans is constantly in the spotlight: Kosovo's independence, minority disputes, EU integration prospects — hardly a day goes by without Balkan issues hitting the headlines or a Balkan policy initiative being discussed.

Sound policies are vital, but they cannot be formulated without a well-founded knowledge of the perceptions and attitudes of the Balkan people. Something is lacking: reliable information about what those people are thinking.

Filling this crucial gap is the *Gallup Balkan Monitor*: based on pioneering surveys throughout the Western Balkans, it is the one-stop shop that delivers evidence-based behavioural economics research and strategic insights on the socio-economic, socio-political and multi-cultural dimensions of the Balkans.

GALLUP

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To find out more about the European Fund for the Balkans, please visit

www.balkanfund.org

The results of the Balkan Monitor can be explored at

www.balkan-monitor.eu

*The first social research one-stop shop
for all Western Balkan countries*

Filling the crucial knowledge gap about Balkan perceptions

Covering Albania, Bosnia and Herzegovina, Croatia, Kosovo, Macedonia, Montenegro and Serbia, the *Gallup Balkan Monitor* asks more than 100 general and country-specific questions and explores a series of key issues including:

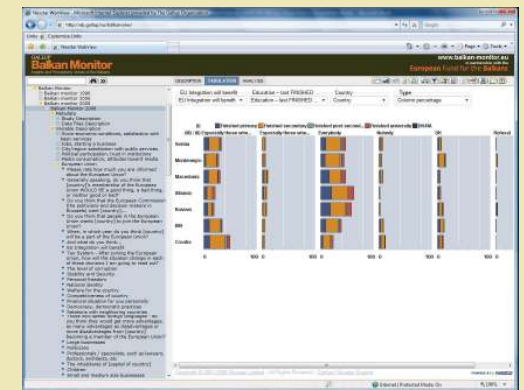
- Social & economic conditions, employment prospects
- Business conditions
- Attitudes and perceptions about the EU and major international organisations
- Good governance, corruption, crime & safety
- Political activity in the region
- Ethnic & cultural identities and perceptions of other ethnic groups
- Religion
- Well-being & life satisfaction
- Migratory patterns
- The future: outlook and aspirations



Balkan realities at your fingertips

The research is conducted annually, thereby providing an up-to-date assessment on the socio-economic, socio-political, and multi-cultural dimensions of the Balkan region. Based on the data of the *Monitor*, Gallup can help you to:

- Understand the complex dynamics behind current Balkan issues
- Shape your policies and strategies based on the realities on the ground
- Track attitudes and assess the stability of the region
- Customize the data to meet your needs via a sophisticated dashboard
- Identify emerging trends at an early stage
- Make effective business decisions based on increased understanding of your potential customers



Gallup's state-of-the-art interactive dashboard allows data to be visualised; trends and outliers to be explored.

Methodology

In collecting and analysing data for the *Gallup Balkan Monitor*, Gallup applies the strictest quality, methodology and accountability standards. The survey consists of representative samples with at least 1,000 interviews per country and it uses stand-alone samples of ethnic minorities and other entities. This allows for a differentiated analysis of the citizens' perceptions in the region.

Partnership

Gallup is pleased to carry out the *Gallup Balkan Monitor* in close partnership with the European Fund for the Balkans (EFB). The EFB is a multi-year joint initiative of European foundations designed to launch and support undertakings aimed at bringing the Western Balkans closer to the European Union.