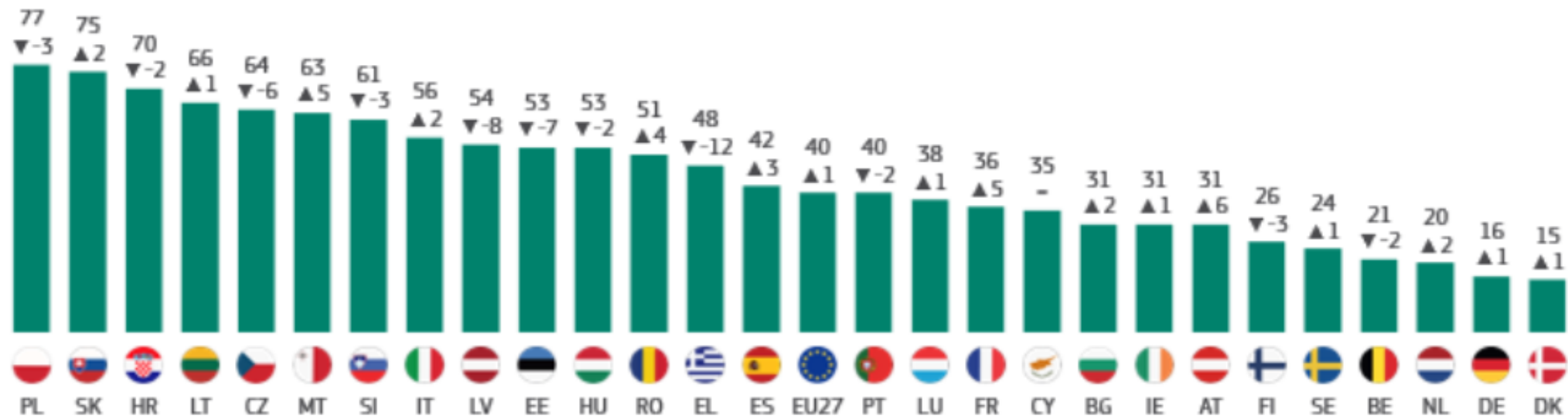


EUROBAROMETRO 2025: COSA CI DICONO I DATI

Matteo Salvai

Conoscenza 40%

Q1A Europe provides financial support to regions and cities. Have you heard about any EU co-financed projects to improve the area where you live? (% **Yes**)

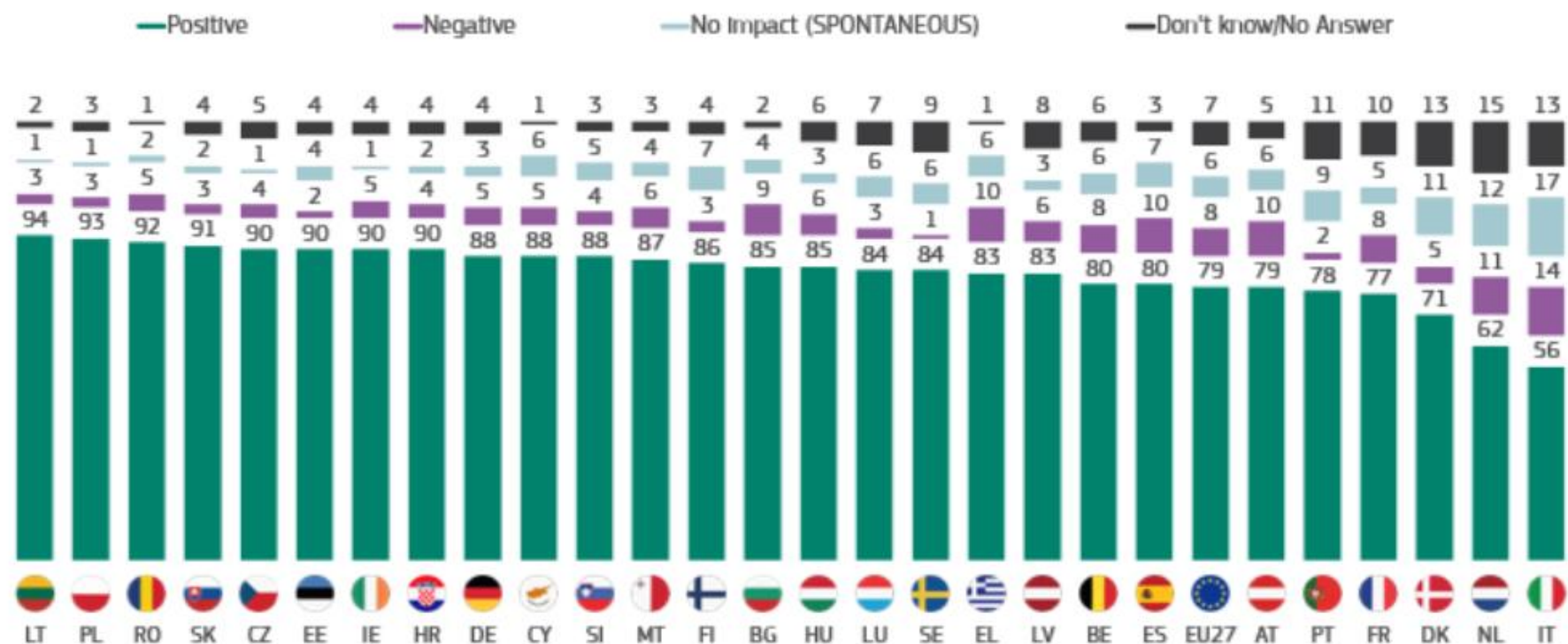


(%) Base: n=25 737 - All respondents

▼ ▲ Evolution 2025-2023 (comparison with Flash Eurobarometer 531, June 2023)

Percezione positiva 79%

Q1C Taking into consideration all the projects you have heard about, would you say that this support has had a positive or negative impact on the development of your city or region?

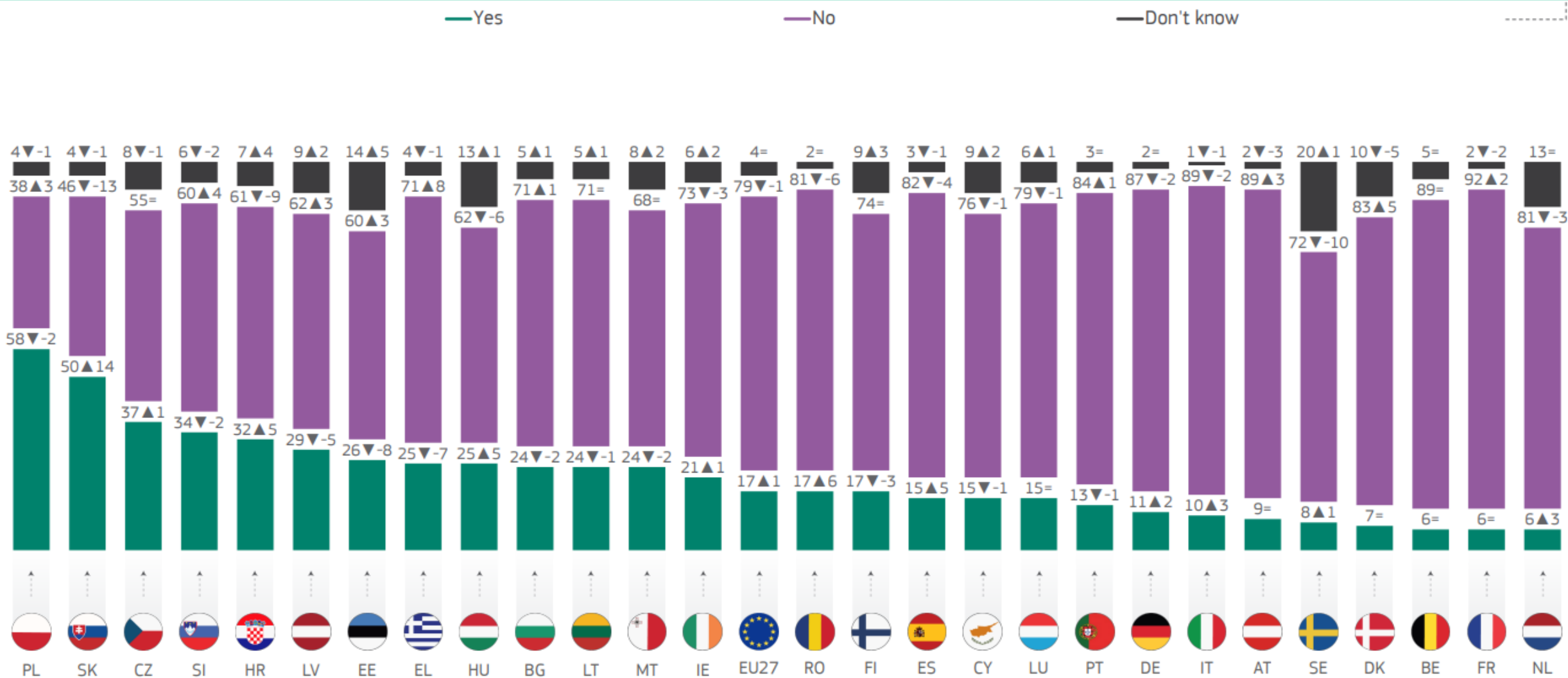


(%) Base: n=11 649 – Respondents who have heard about any EU co-financed projects to improve the area where they live

Conoscenza e percezione UE vs IT

	Conoscenza		Percezione	
Anno	UE	ITA	UE	ITA
2015	34	42	78	41
2017	35	39	79	44
2019	40	49	81	51
2021	41	56	80	57
2023	39	54	79	56
2025	40	56	79	56

Q3A Have you benefitted in your daily life from a project funded by the European Regional Development Fund (ERDF) or the Cohesion Fund?



Q2 Which, if any, of the following forms of EU support you've heard about before? [MULTIPLE ANSWERS]

	EU27	BE	BG	CZ	DK	DE	EE	IE	EL	ES	FR	HR	IT	CY	LV	LT	LU	HU	MT	NL	AT	PL	PT	RO	SI	SK	FI	SE
																												
The European Regional Development Fund (ERDF) and/or the Cohesion Fund	49	32	62	64	20	28	63	66	70	57	34	74	59	43	56	51	54	65	67	28	41	81	61	68	71	84	46	29
The European Social Fund	44	40	33	39	17	30	47	50	54	68	32	40	64	36	33	40	51	40	54	25	51	55	57	46	38	66	31	13
Interreg	11	8	7	7	6	11	12	11	14	13	5	14	11	14	7	9	21	14	8	3	17	17	15	23	18	19	11	9
The Just Transition Fund	13	11	10	13	8	7	39	12	19	11	12	13	13	7	4	6	12	12	18	8	10	39	9	16	28	14	9	11
Next Generation EU/Recovery Plan	31	22	47	21	20	15	12	37	63	43	17	38	54	42	16	40	39	21	33	17	34	41	29	42	33	80	16	15
Erasmus+	60	61	49	63	41	51	68	54	74	58	66	57	69	79	63	61	56	69	67	27	58	70	69	55	75	78	61	43
The European Solidarity Fund	42	43	24	40	22	31	38	42	68	41	40	52	61	52	23	31	56	44	49	32	49	53	39	46	45	48	25	17
Horizon Europe	12	16	10	9	11	8	13	18	13	12	10	9	16	17	6	8	22	15	20	8	14	13	16	11	10	12	9	10
Connecting Europe Facility	11	7	11	12	7	7	25	8	11	10	7	11	15	9	17	45	12	22	25	4	13	10	11	25	10	20	7	8
None of these (SPONTANEOUS)	15	17	15	14	35	28	11	9	4	11	14	7	4	10	16	12	10	10	10	31	10	4	4	13	7	3	18	33
Don't know	1	1	1	1	0	1	1	1	0	0	1	1	0	0	1	1	1	1	1	4	1	1	2	0	0	0	0	1

X

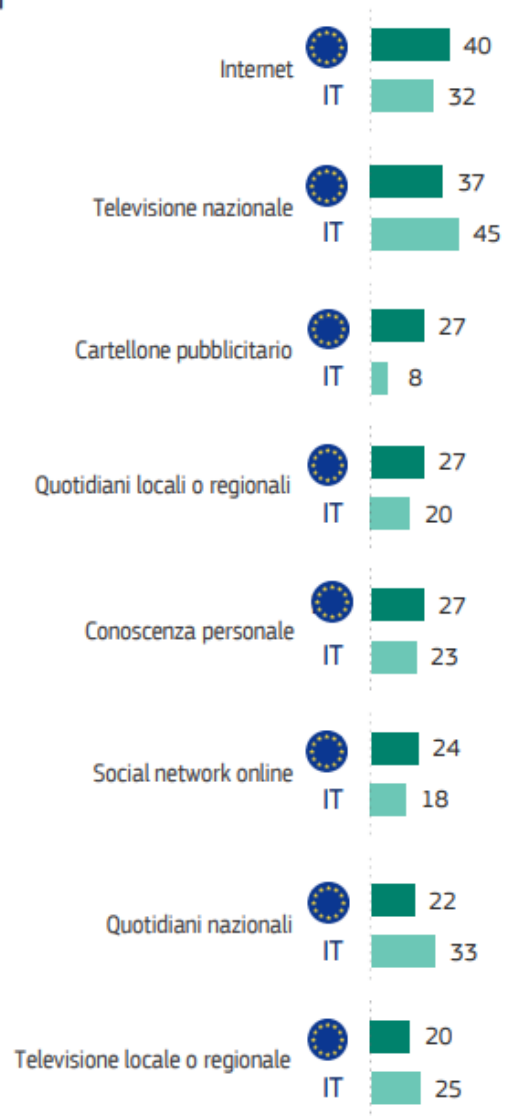
Most frequently mentioned response

Fonti di informazione

Dove ha sentito parlare dei progetti cofinanziati dall'UE per migliorare l'area in cui vive? Per la prima volta? E poi? [RISPOSTE MULTIPLE] [Principali 8 UE] [Q1bt]

Base: intervistati che hanno sentito parlare dei progetti cofinanziati dalla UE

[%]



Q4A

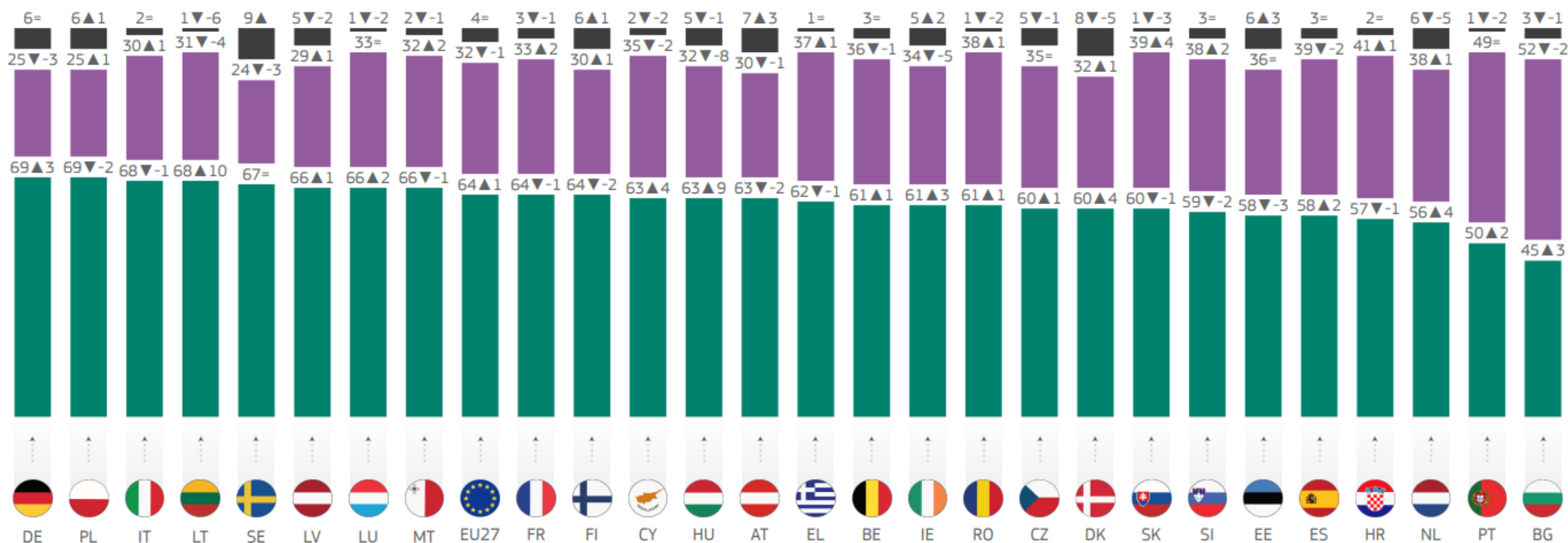
European regional policy supports economic development projects in all regions. In your opinion, should the EU continue to invest in all regions or concentrate exclusively on the poorer ones?



— The EU should invest in all regions

— The EU should only invest in the poorer regions

— Don't know



Flash Eurobarometer 563 - Citizens' awareness and perception of EU regional policy / Fieldwork: 22/4-8/5/2025 / (%) Base: n=25 737 - All respondents

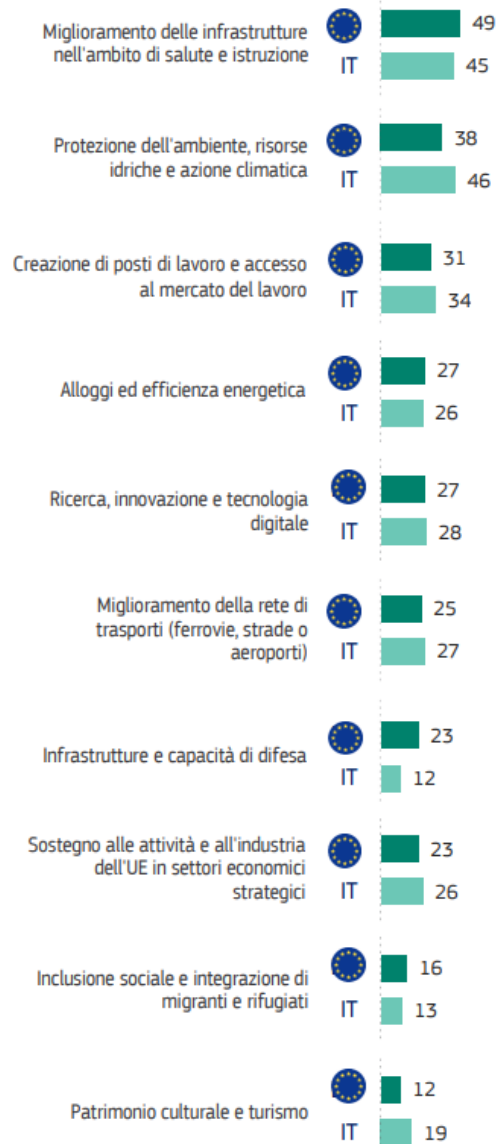
▼▲ Evolution 2025-2023 (comparison with Flash Eurobarometer 531, June 2023)

Priorità per gli investimenti

2 Priorità per gli investimenti europei

Consideri ora il quadro più ampio a livello europeo: in quali ambiti dovrebbe investire l'UE nei prossimi anni? [RISPOSTE MULTIPLE] [Q6]

[%]



Q5_1

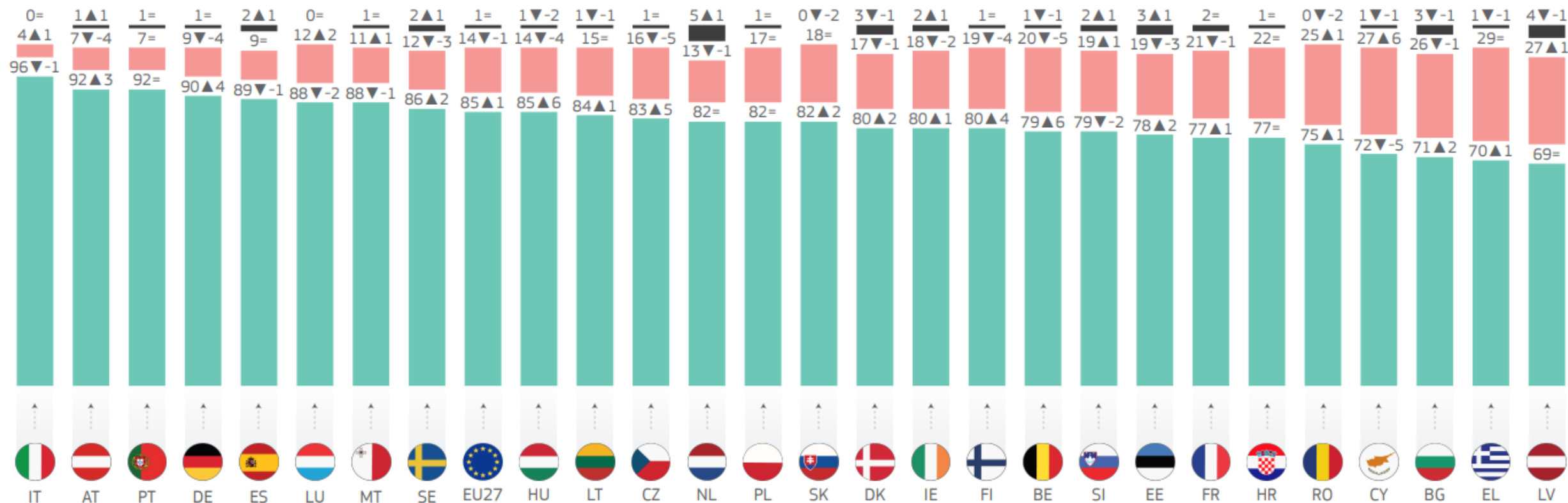
EU regional policy can invest in many different domains. Which of the following examples do you consider among the more important or less important for your city or region?

Research and innovation

More important

Less important

Don't know



Source: Flash Eurobarometer 563

Q5_3

EU regional policy can invest in many different domains. Which of the following examples do you consider among the more important or less important for your city or region?

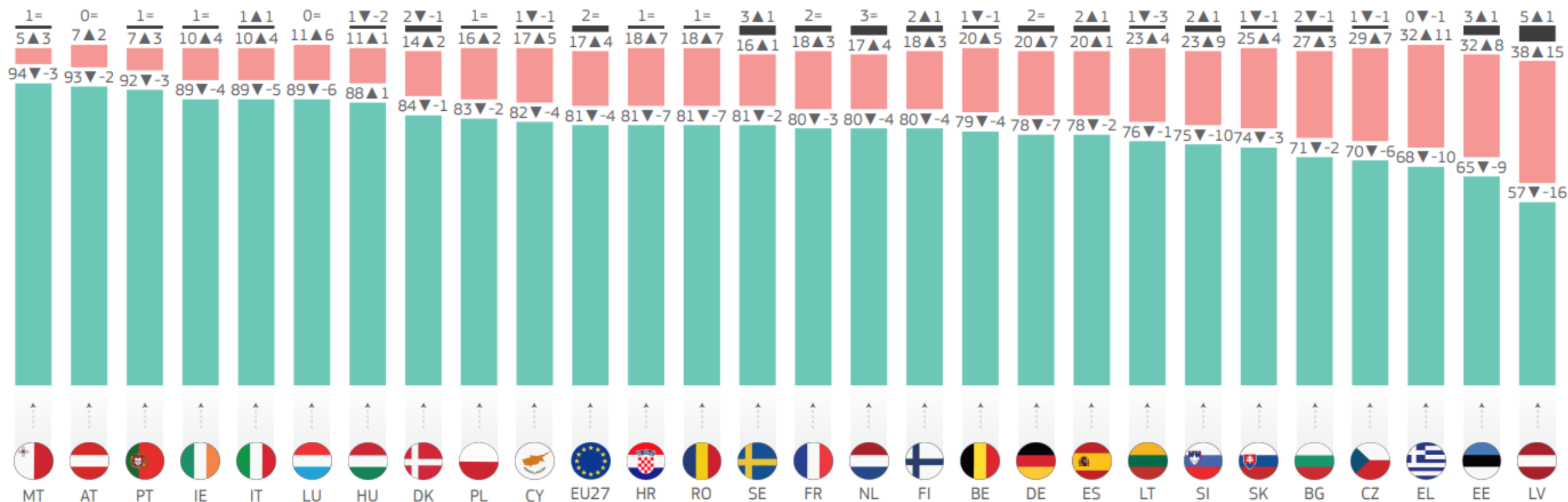
Renewable, clean energy and energy networks



— More important

— Less important

— Don't know



Q5_2

EU regional policy can invest in many different domains. Which of the following examples do you consider among the more important or less important for your city or region?

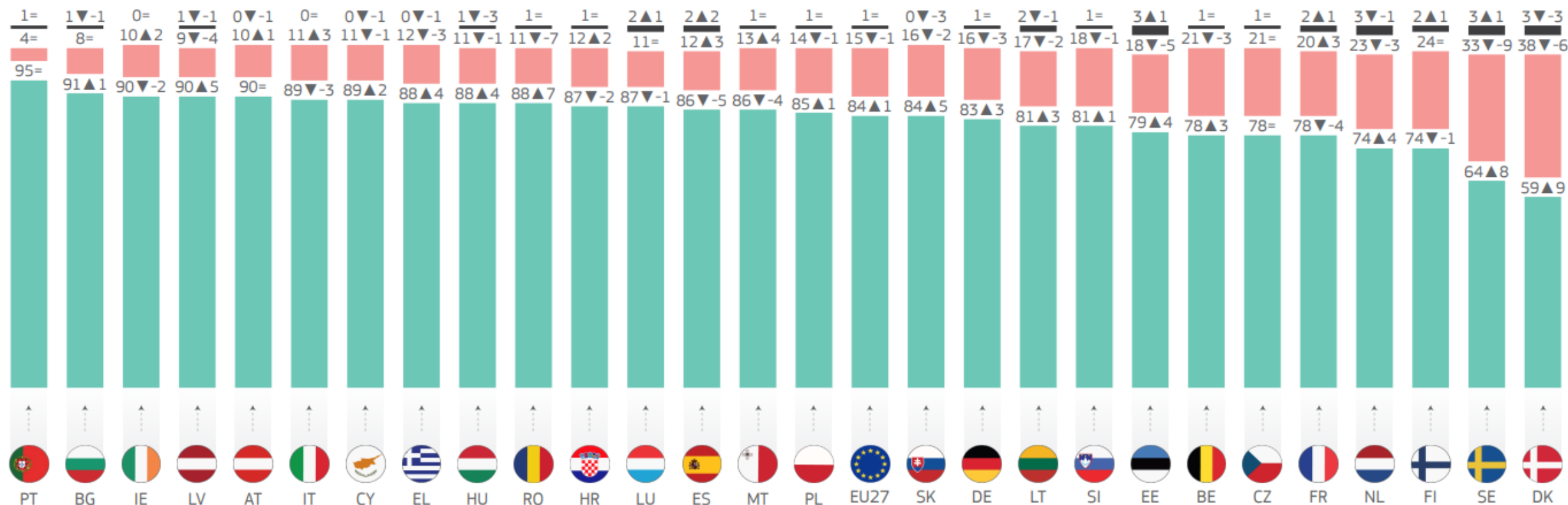
Support for small and medium-sized businesses



— More important

— Less important

— Don't know



Q5_4

EU regional policy can invest in many different domains. Which of the following examples do you consider among the more important or less important for your city or region?

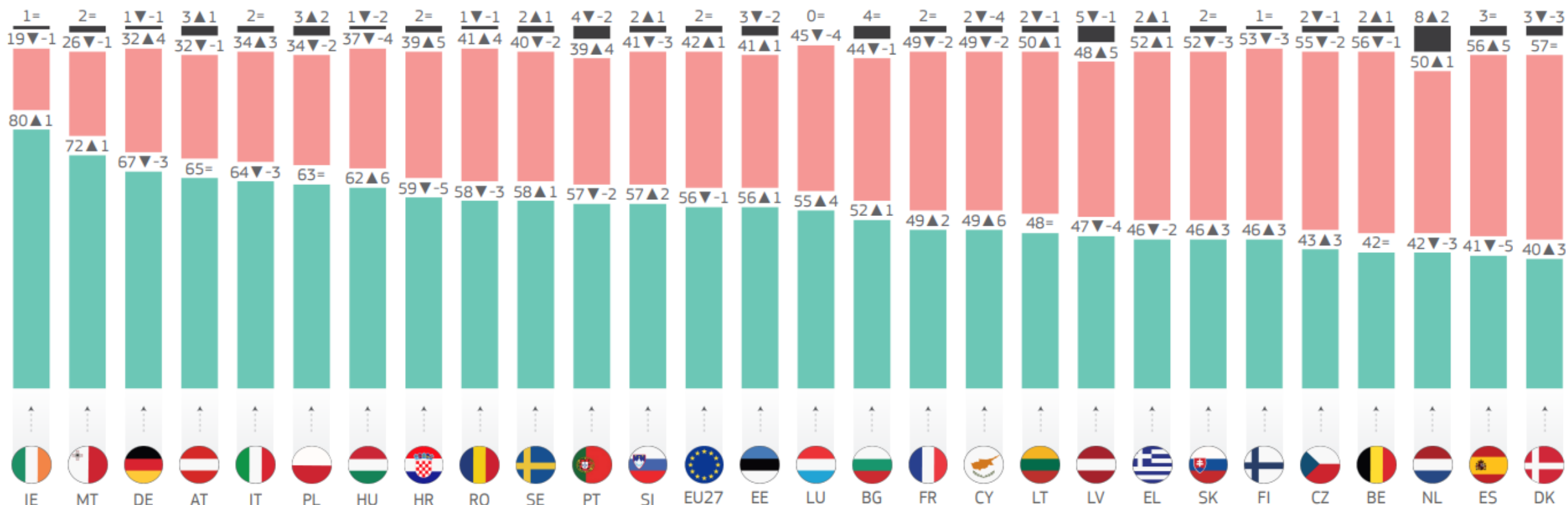
Broadband Internet access



— More important

— Less important

— Don't know



Flash Eurobarometer 563 – Citizens' awareness and perception of EU regional policy / Fieldwork: 22/4-8/5/2025 / (%) Base: n=25 737 – All respondents

34 ▼▲ Evolution 2025-2023 (comparison with Flash Eurobarometer 531, June 2023)

Q5_5

EU regional policy can invest in many different domains. Which of the following examples do you consider among the more important or less important for your city or region?

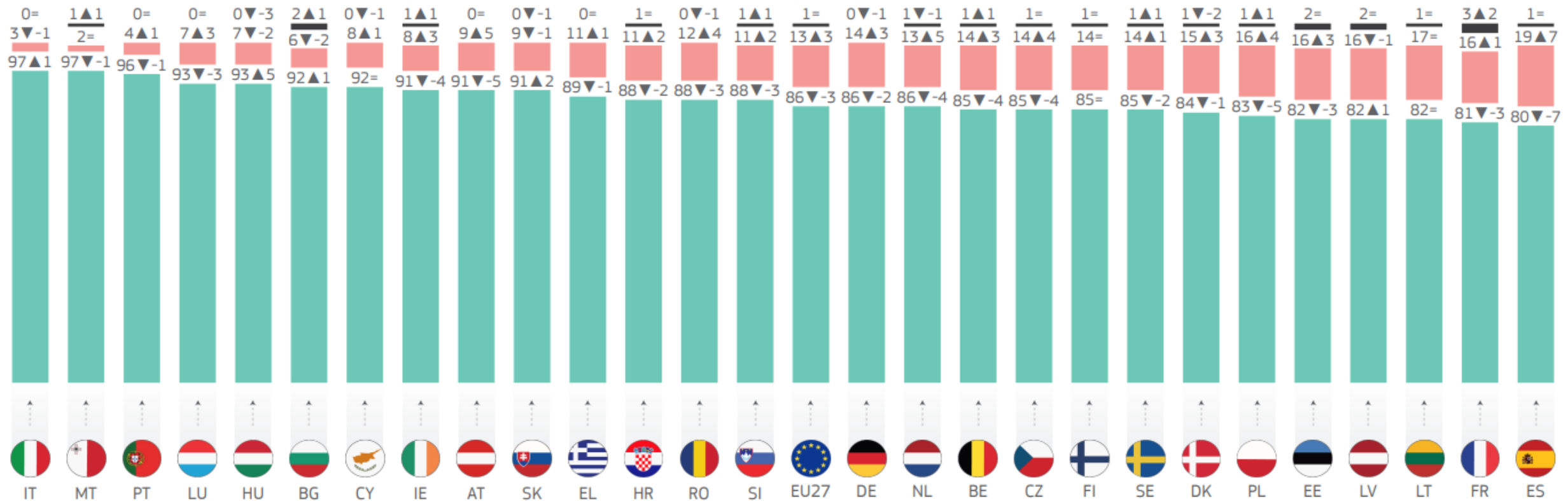
Environment



— More important

— Less important

— Don't know



Flash Eurobarometer 563 - Citizens' awareness and perception of EU regional policy / Fieldwork: 22/4-8/5/2025 / (%) Base: n=25 737 - All respondents

▼▲ Evolution 2025-2023 (comparison with Flash Eurobarometer 531, June 2023)

Q5_9

EU regional policy can invest in many different domains. Which of the following examples do you consider among the more important or less important for your city or region?

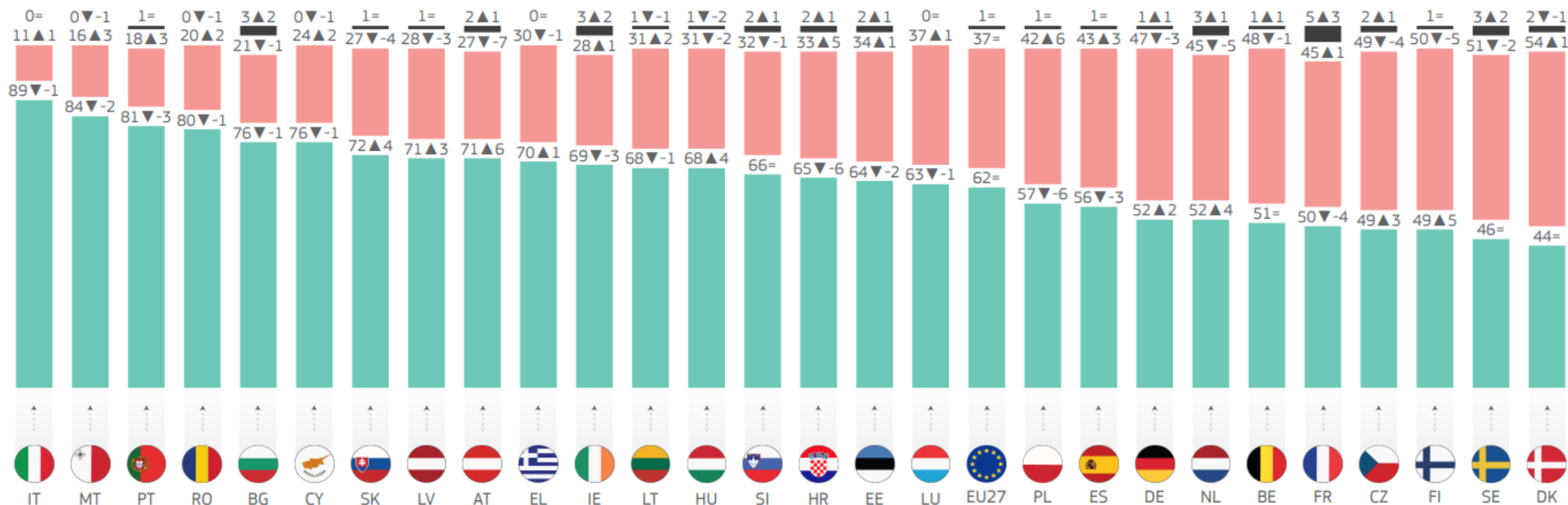
Tourism and culture



— More important

— Less important

— Don't know



Flash Eurobarometer 563 - Citizens' awareness and perception of EU regional policy / Fieldwork: 22/4-8/5/2025 / (%) Base: n=25 737 - All respondents

▼ ▲ Evolution 2025-2023 (comparison with Flash Eurobarometer 531, June 2023)

Q6 Looking now at the broader, European picture: in which domains should the EU invest in the next few years? [MULTIPLE ANSWERS]

	EU27	BE	BG	CZ	DK	DE	EE	IE	EL	ES	FR	HR	IT	CY	LV	LT	LU	HU	MT	NL	AT	PL	PT	RO	SI	SK	FI	SE
																												
Improvement of infrastructures for health and education	49	60	62	58	38	42	54	45	71	52	52	52	45	56	69	62	46	73	40	46	35	40	58	59	52	64	49	41
Environmental protection, water resources and climate action	38	45	30	44	58	39	26	34	37	27	41	32	46	41	16	28	34	45	56	38	40	34	37	28	35	44	36	45
Job creation and access to the labour market	31	41	37	28	25	27	39	22	47	38	20	41	34	43	43	45	31	42	15	24	30	25	21	58	37	31	39	27
Housing and energy efficiency	27	24	17	33	11	30	21	32	19	26	28	25	26	40	20	16	32	35	26	23	34	35	30	23	35	29	12	13
Research, innovation and digital technology	27	22	11	28	32	34	30	19	17	30	22	16	28	21	21	31	27	23	18	20	34	32	18	18	21	26	24	27
Improvement of transport connections (rail, roads or airports)	25	21	29	21	20	24	26	29	28	20	22	36	27	18	26	23	20	27	27	14	22	29	18	45	37	28	19	24
Defence infrastructure and capabilities	23	27	13	24	41	21	50	15	15	17	22	26	12	17	40	46	26	14	15	38	23	34	18	27	14	20	46	41
Support for EU businesses and industry in strategic economic sectors	23	19	31	21	8	20	16	22	24	30	25	20	26	22	23	15	32	11	19	19	20	25	24	15	23	25	13	10
Social inclusion and the integration of migrants and refugees	16	26	2	8	25	24	7	15	13	19	16	10	13	14	4	6	17	4	20	20	15	5	14	4	9	6	18	33
Cultural heritage and tourism	12	9	23	14	9	12	11	12	14	9	8	12	19	21	12	11	7	9	21	7	11	9	17	15	15	19	7	6
Other (SPONTANEOUS)	1	0	1	0	1	2	1	1	0	2	1	0	1	0	1	0	1	0	1	2	2	0	3	1	0	0	0	0
Don't know	1	1	1	1	2	2	2	2	0	0	1	1	1	0	1	1	3	1	2	4	2	1	4	0	0	1	1	3

X

Most frequently mentioned response

Q3B Do EU funded projects in your area make you feel like an EU citizen?

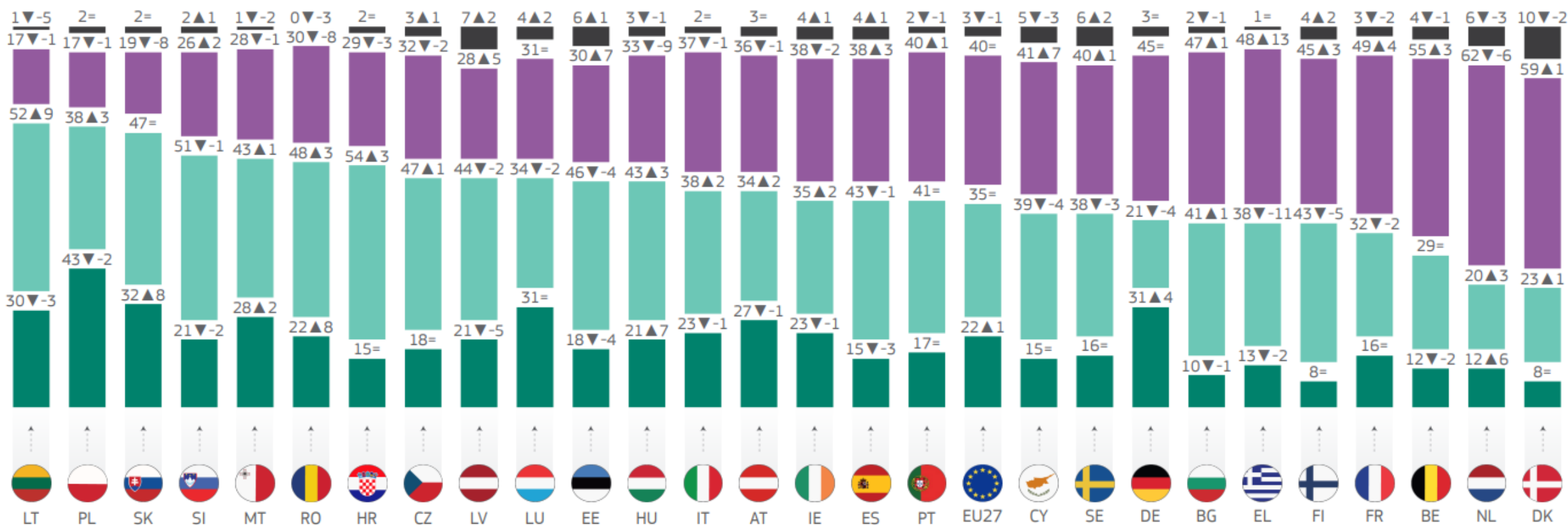


— Yes, to a large extent

— Yes, to some extent

— No

— Don't know



Flash Eurobarometer 563 – Citizens' awareness and perception of EU regional policy / Fieldwork: 22/4-8/5/2025 / (%) Base: n=25 737 – All respondents

▼▲ Evolution 2025-2023 (comparison with Flash Eurobarometer 531, June 2023)

Cambiare la narrativa è difficile

UNIONE EUROPEA

Perché l'Italia non sa
spendere i fondi europei

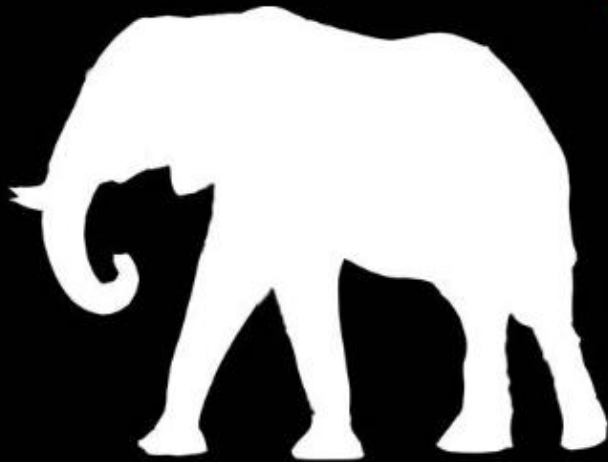
16 NOVEMBRE 2020



Ma si può non rincorrere l'agenda

I SAY "DON'T THINK ABOUT
ELEPHANTS."

WHAT DO YOU



**THINK
ABOUT?**

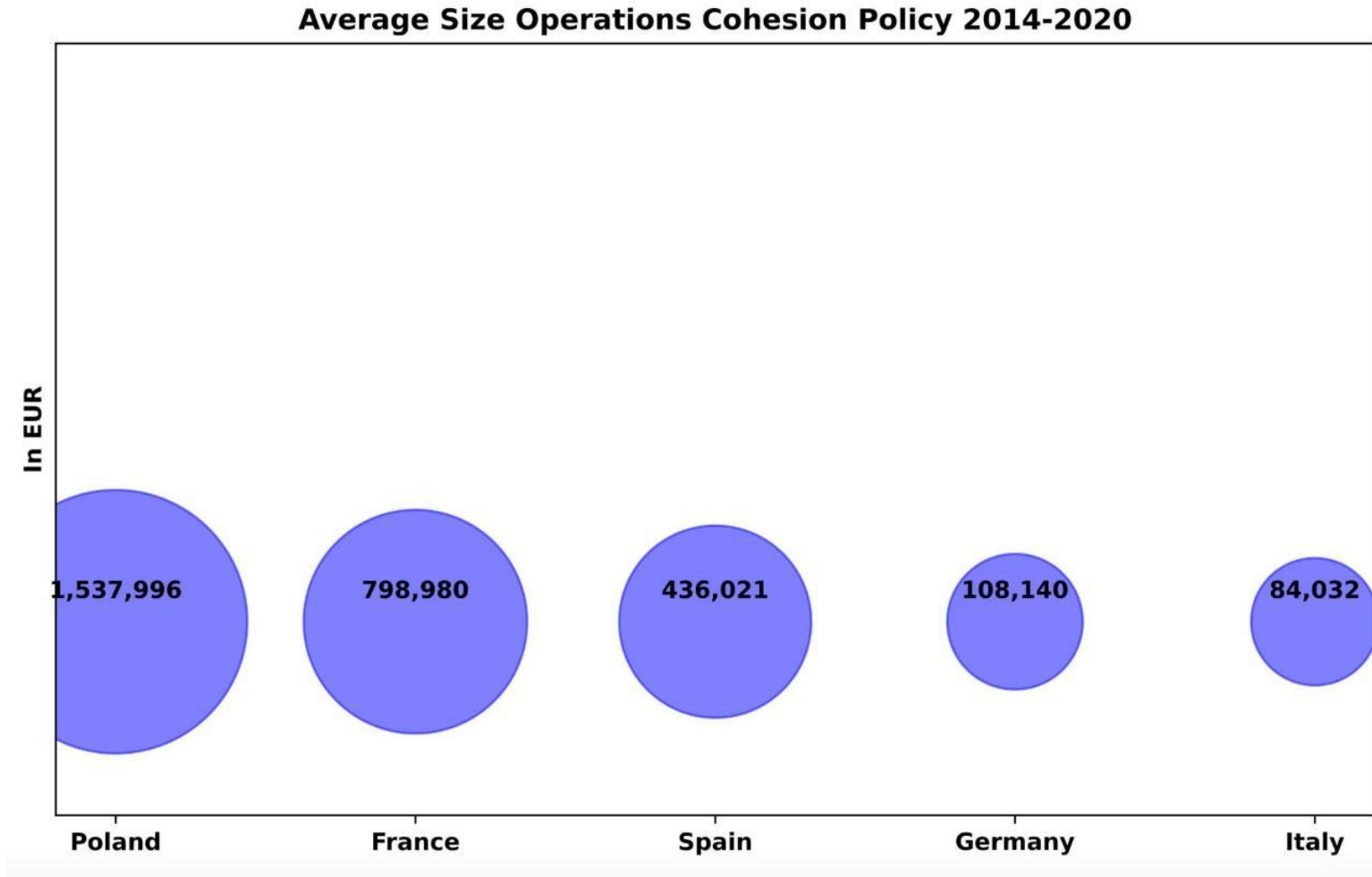
REGIONE

Fondi europei, Occhiuto: «Non abbiamo perso nemmeno un euro, smentiti gli scettici»

Il governatore avvia il Comitato di Sorveglianza. «Buoni risultati per la nuova programmazione ma non basta: a fine anno voglio impegni fino al 40%»



Lavorare sulla non frammentazione dei progetti



E rinforzare ancora il nostro ruolo di comunicatori



Anche perché ..

**“E’ dimostrato che una migliore
comunicazione dei fondi/progetti
europei contribuisce a rafforzare
l’identificazione dei cittadini con l’UE”
*(Cohesify project)***

