

**Businesses
between preserving
human and
environmental
rights and
competitiveness**

REPORT



**immagine generata con Google Gemini*

September 2025

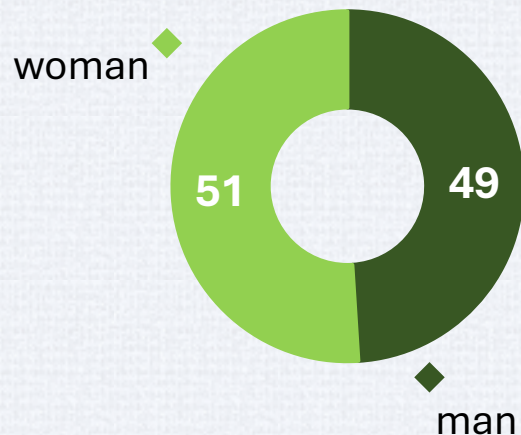


Methodology and sample

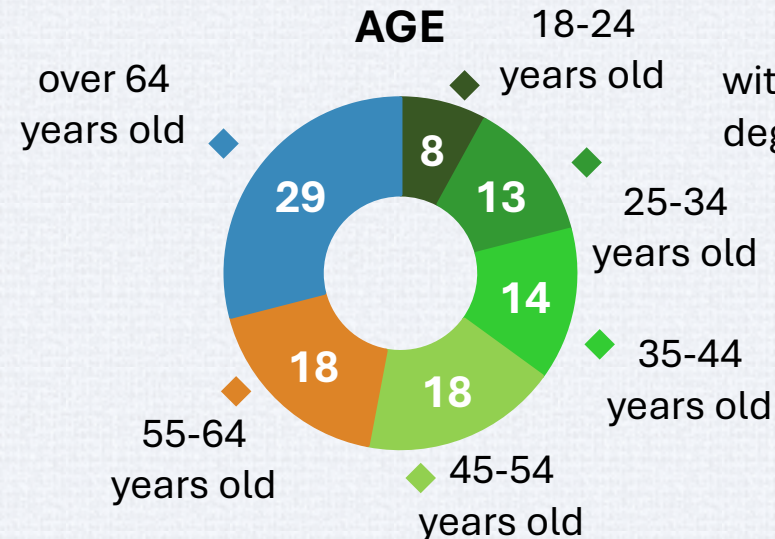
The survey was conducted through online interviews using the CAWI (Computer Assisted Web Interview) method on a sample of **1,007 Italian citizens over 18 years old**. The interviews were conducted **from 8 to 11 September 2025**.

The methods used to identify the final units were random, as for probabilistic samples. All parameters are standardised to the most recent data provided by ISTAT. The data were weighted to ensure representativeness with respect to the parameters of area of residence, age, gender and party voted for in the 2024 European elections. The statistical margin of error of the reported data is 3.1% at a 95% confidence interval.

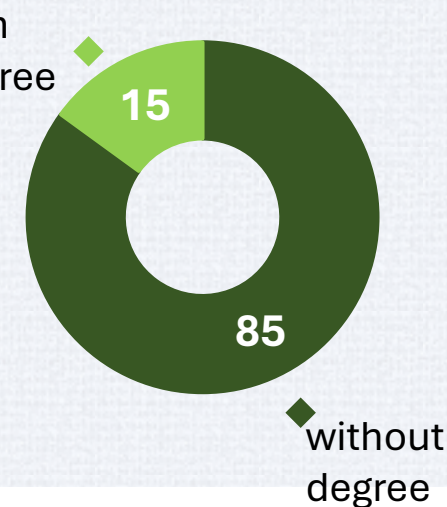
GENDER



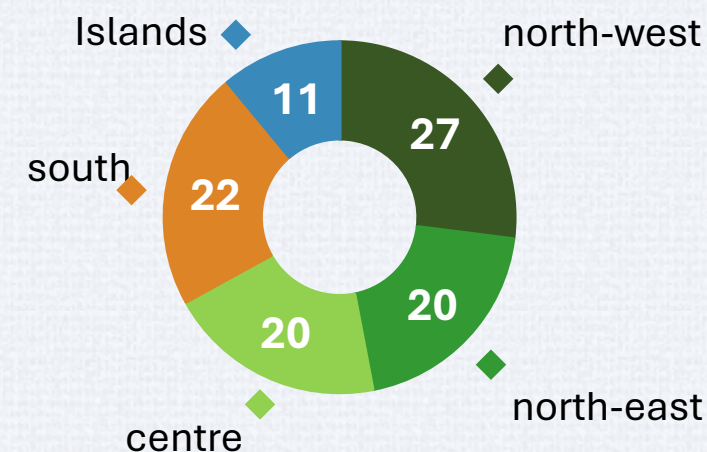
AGE



EDUCATION



AREA OF RESIDENCE

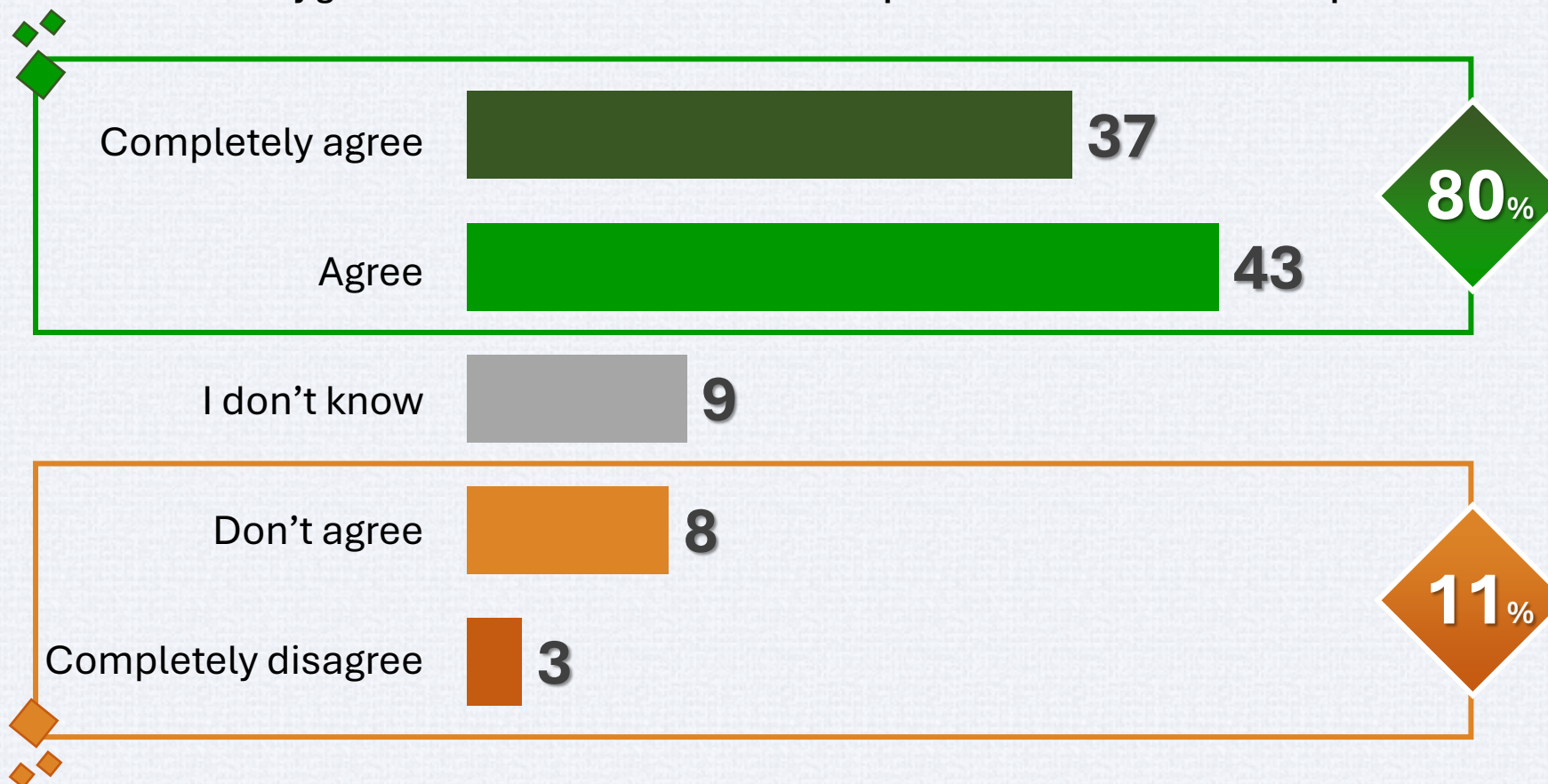


State and EU incentives

Four out of five Italians believe that incentives should only be distributed to companies that guarantee they do not exploit workers and reduce emissions.

Indicate your level of agreement with the following statement

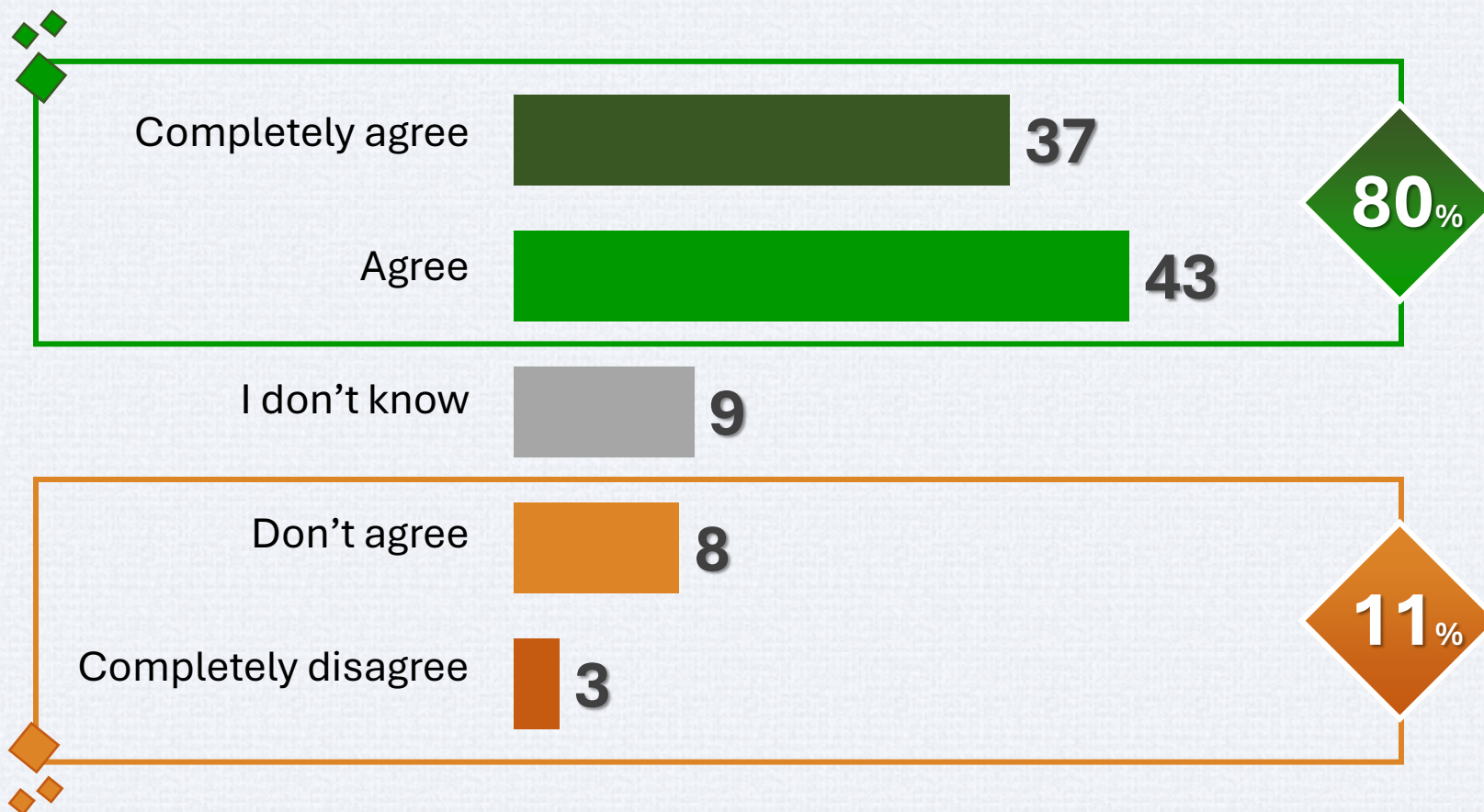
The state and the EU should only give incentives to farms that do not exploit workers and that reduce pollution and CO2 emissions



State and EU incentives - details

Indicate your level of agreement with the following statement

The state and the EU should only give incentives to farms that do not exploit workers and that reduce pollution and CO2 emissions



Entrepreneurs /self- employed	Employees	Catholics	Residents North- East
81	83	80	88

Entrepreneurs /self- employed	Employees	Catholics	Residents North- East
8	12	11	7

NOTA INFORMATIVA: Date di esecuzione 8 – 11 settembre 2025.
Sondaggio CAWI su campione rappresentativo nazionale di 1.007
soggetti maggiorenni. Valori espressi in %. Margine d'errore ± 3,1%.

State and EU incentives - age

Broad support across all age groups for the distribution of incentives to those who do not exploit workers and reduce pollution. Although in favor, young people are a little more cautious

Indicate your level of agreement with the following statement

The state and the EU should only give incentives to farms that do not exploit workers and that reduce pollution and CO2 emissions

	AGE						
	TOTAL	18-24 years old	25-34 years old	35-44 years old	45-54 years old	55-64 years old	Over 64 years old
% AGREE	80	61	85	72	76	87	86
I DON'T KNOW	9	15	3	14	10	5	7
% DISAGREE	11	24	12	14	14	8	7

State and EU incentives – political placement

Among those on the center-left and left, there is particular sensitivity to the issue of incentives, which should only be distributed to those who do not exploit workers or reduce emissions.

Indicate your level of agreement with the following statement

The state and the EU should only give incentives to farms that do not exploit workers and that reduce pollution and CO2 emissions

POLITICAL SELFPLACEMENT

	TOTAL	Right	Centre-right	Centre	Centre-left	Left	Unplaceable
% AGREE	80	68	82	73	92	90	77
I DON'T KNOW	9	6	4	17	3	5	12
% DISAGREE	11	26	14	10	5	5	11

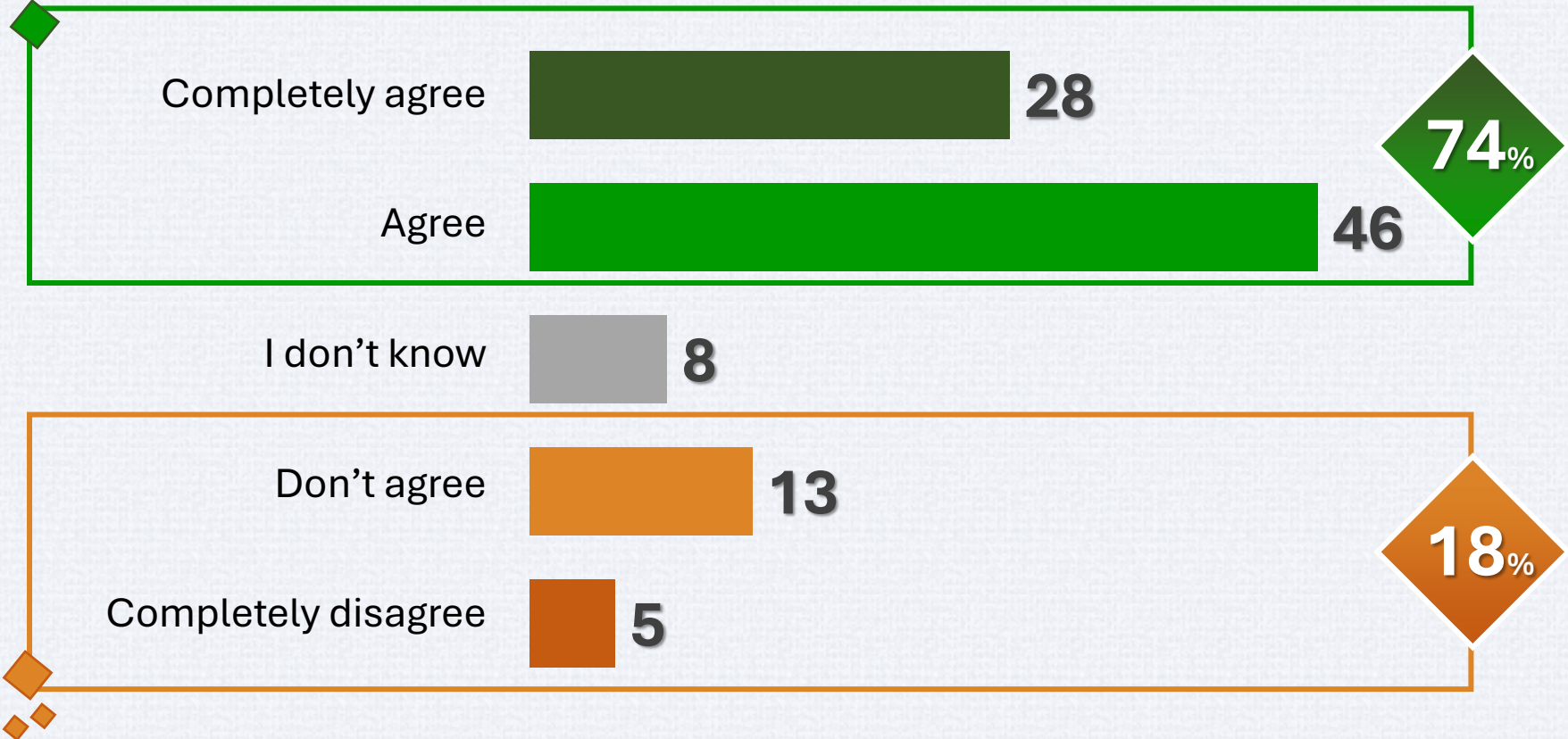
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Individual actions for human rights and the environment

When purchasing food or beverages, three out of four Italians pay attention to the characteristics of the manufacturing company with regard to respect for rights and environmental protection

Indicate your level of agreement with the following statement

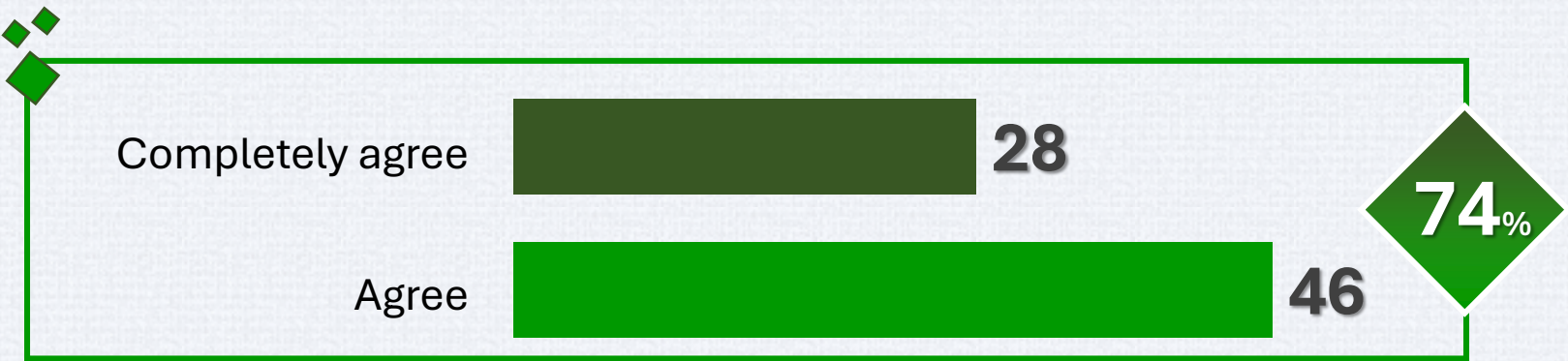
When I buy food or drinks, knowing that the company respects workers' rights (fair wages and good working conditions) and the environment (reduction of pesticides, pollution and CO2 emissions) influences my choice



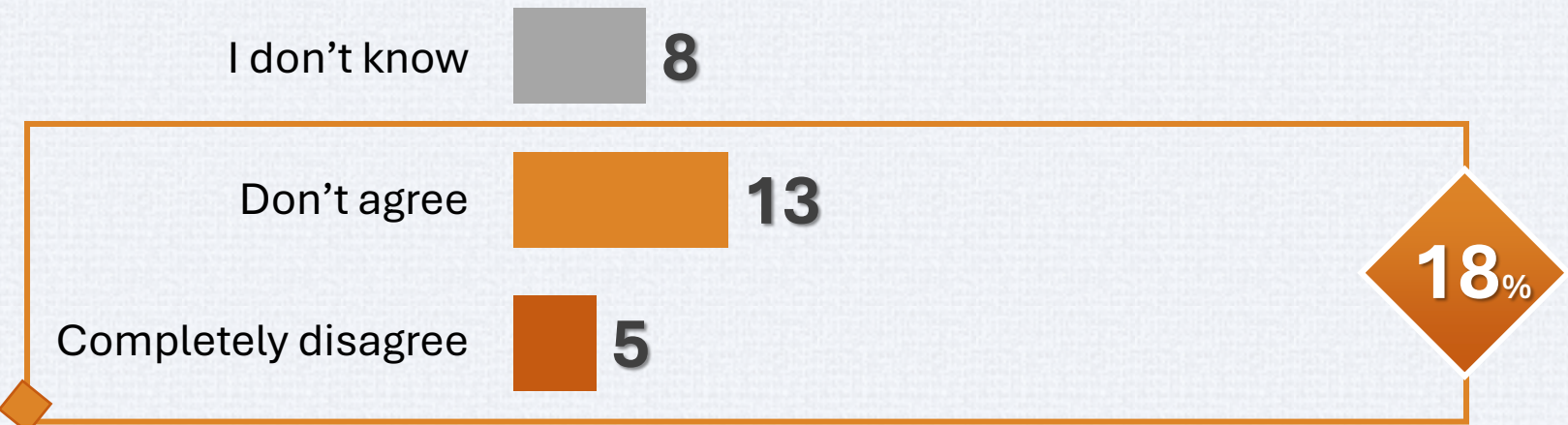
Individual actions for human rights and the environment - details

Indicate your level of agreement with the following statement

When I buy food or drinks, knowing that the company respects workers' rights (fair wages and good working conditions) and the environment (reduction of pesticides, pollution and CO2 emissions) influences my choice



Entrepreneurs / self- employed	Employees	Catholics	Residents North-East
73	76	74	73



Entrepreneurs / self- employed	Employees	Catholics	Residents North-East
16	18	16	22

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soggetti maggiorenni. Valori espressi in %. Margine d'errore ± 3,1%.

Individual actions for human rights and the environment - details

It is mainly older people who say they pay particular attention to the behaviour of food and beverage companies, to the extent that it influences their purchasing decisions

Indicate your level of agreement with the following statement

When I buy food or drinks, knowing that the company respects workers' rights (fair wages and good working conditions) and the environment (reduction of pesticides, pollution and CO2 emissions) influences my choice

AGE							
	TOTAL	18-24 years old	25-34 years old	35-44 years old	45-54 years old	55-64 years old	Over 64 years old
% AGREE	74	70	74	63	66	75	82
I DON'T KNOW	8	16	4	14	10	6	9
% DISAGREE	18	14	22	23	24	19	9

Individual actions for human rights and the environment - details

In the left-wing and centre-left political sphere, particular attention is paid to the actions of manufacturing companies in terms of the environment and workers' rights at the time of purchase

Indicate your level of agreement with the following statement

When I buy food or drinks, knowing that the company respects workers' rights (fair wages and good working conditions) and the environment (reduction of pesticides, pollution and CO2 emissions) influences my choice

POLITICAL SELFPLACEMENT

	TOTALE	Right	Centre-right	Centre	Centre-left	Left	Unplaceable
% AGREE	74	70	68	60	88	89	67
I DON'T KNOW	8	7	3	21	5	4	12
% DISAGREE	18	23	29	19	7	7	21

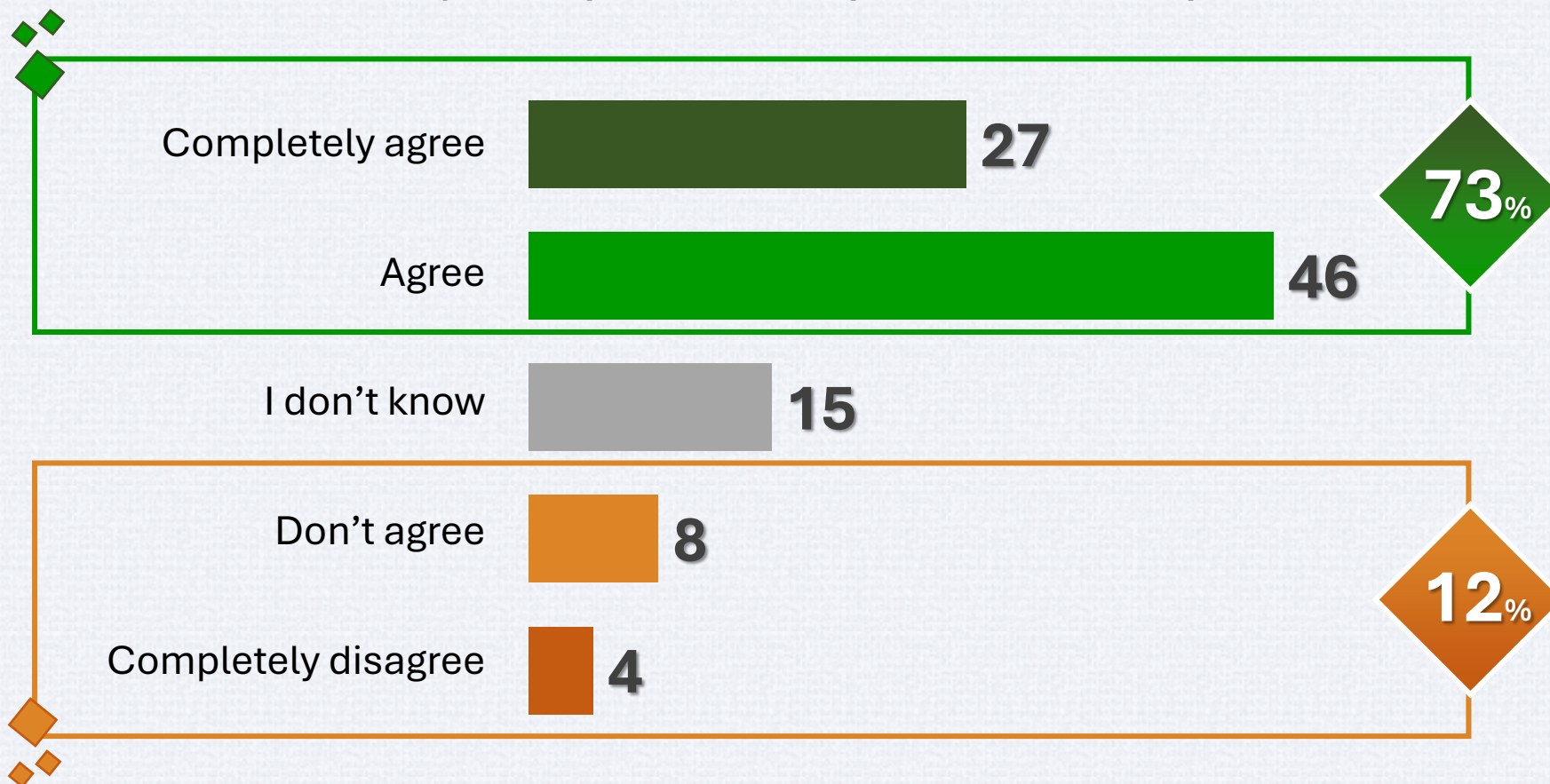
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Stricter laws to promote Italian manufacturing and competitiveness

For almost 7 out of 10 Italians, stricter laws in the agri-food sector have a positive impact on the protection of Made in Italy products and competitiveness.

The application of stricter laws regarding the responsibility of large agri-food companies against the exploitation of workers favours Made in Italy and improves the competitiveness of companies

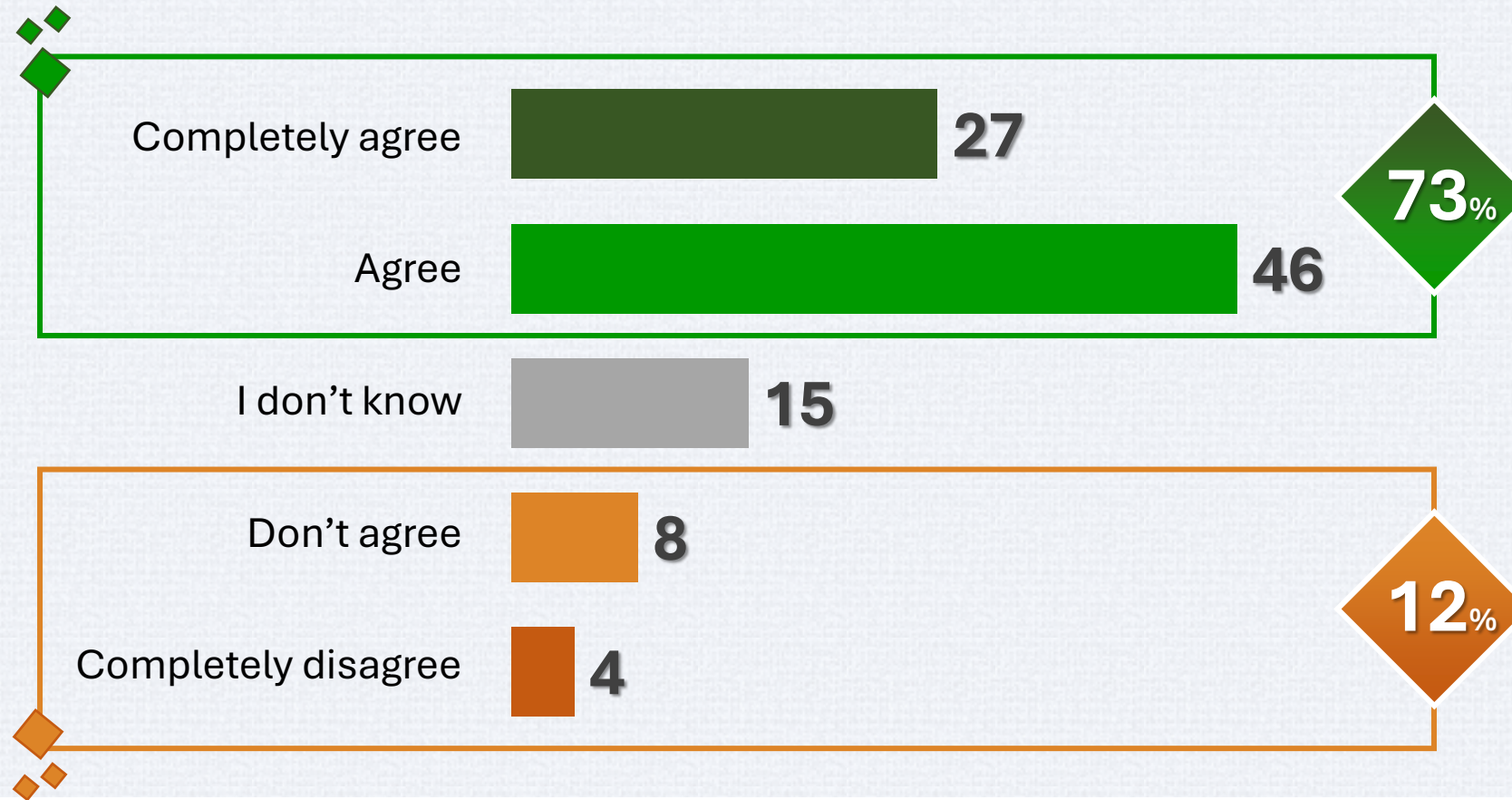


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soggetti maggiorenni. Valori espressi in %. Margine d'errore $\pm 3,1\%$.

Stricter laws to promote Italian manufacturing and competitiveness - details

Indicate your level of agreement with the following statement

The application of stricter laws regarding the responsibility of large agri-food companies against the exploitation of workers favours Made in Italy and improves the competitiveness of companies



Entrepreneurs / self-employed Employees Catholics Residents North-East

73	77	76	74
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Entrepreneurs / self-employed Employees Catholics Residents North-East

12	10	10	15
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Sondaggio CAWI su campione rappresentativo nazionale di 1.007
soggetti maggiorenni. Valori espressi in %. Margine d'errore ± 3,1%.

Stricter laws to promote Italian manufacturing and competitiveness - details

Older people see greater opportunities for Italian manufacturing and competitiveness

Indicate your level of agreement with the following statement

The application of stricter laws regarding the responsibility of large agri-food companies against the exploitation of workers favours Made in Italy and improves the competitiveness of companies

	AGE						
	TOTAL	18-24 years old	25-34 years old	35-44 years old	45-54 years old	55-64 years old	Over 64 years old
% AGREE	73	52	72	64	68	82	83
I DON'T KNOW	15	25	16	25	16	9	11
% DISAGREE	12	23	12	11	16	9	6

Stricter laws to promote Italian manufacturing and competitiveness - details

Among left, centre-left and centre-right voters, the consequences of introducing stricter laws that would also favour Italian manufacturing and competitiveness are most noticeable.

Indicate your level of agreement with the following statement

The application of stricter laws regarding the responsibility of large agri-food companies against the exploitation of workers favours Made in Italy and improves the competitiveness of companies

POLITICAL SELFPLACEMENT

	TOTAL	Right	Centre-right	Left	Centre-left	Left	Unplaceable
% AGREE	73	70	81	61	77	80	69
I DON'T KNOW	15	12	8	27	13	13	19
% DISAGREE	12	18	11	12	10	7	12

NOTA INFORMATIVA: Date di esecuzione 8 – 11 settembre 2025.
Sondaggio CAWI su campione rappresentativo nazionale di 1.007
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**SWG**

*“There is nothing so stable as change”
Bob Dylan*

Values, behaviours, tastes, consumption and political choices. Reading and anticipating them is our mission

Founded in Trieste in 1981, SWG designs and conducts market research, opinion polls, institutional surveys, sector studies and observatories, analysing and integrating trends and dynamics in the market, politics and society.

SWG supports its clients in making strategic, communication and marketing decisions by identifying, understanding and interpreting the thoughts and behaviours of public opinion and stakeholders in light of social, political and economic dynamics, using reliable and innovative methodologies.

- ✓ **RELIABILITY**, 40 YEARS OF MARKET EXPERIENCE AND MANAGEMENT SKILLS
- ✓ **INNOVATION** IN TOOLS, PROCESSES AND CONTENT
- ✓ **ARTISANAL CARE**, CUSTOMISATION OF THE OFFER AND FOCUS ON INTERPRETATION
- ✓ **DATA**, MULTIPLE SOURCES AND PROPRIETARY FIELDWORK
- ✓ **ALGORITHMS**, RELIABLE AND SCALABLE SOLUTIONS
- ✓ **PEOPLE**, PROFESSIONAL ETHICS AND METHODOLOGICAL RIGOUR

SWG S.p.A. - Società Benefit since December 2022

SWG is a member of ASSIRM, ASSEPRIM, MSPA and ESOMAR. Management system certified in accordance with UNI EN ISO 9001:2015. Privacy Policy compliant with GDPR.

SWG S.p.A., in line with the common benefit objectives set out in its articles of association and the company's Code of Ethics, has obtained gender equality certification in accordance with UNI/PdR 125:2022. The purpose of the Gender Equality Certification System for companies is to promote the adoption of policies for gender equality and female empowerment at company level and thus to improve women's access to the labour market, leadership and work-life balance.

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