

FESTIVAL DEL MARE

ROMA AL CENTRO DEL MEDITERRANEO

LA CENTRALITÀ DI ROMA OGGI

Ricerca internazionale di Istituto Piepoli
per la Camera di Commercio di Roma

I PAESI OGGETTO DI INDAGINE



ITALIA



FRANCIA



GRECIA



ALGERIA



MAROCCO



TUNISIA

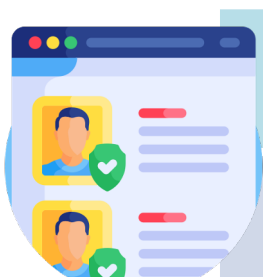


CAMPIONE E METODOLOGIA

Sono state svolte nel complesso **3.000 interviste online**, secondo il seguente schema:

Per ogni Paese sono state predisposte quote rispetto alle seguenti caratteristiche:

1. Genere
2. Età (da 18 anni in su)


































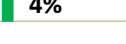
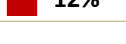
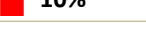





















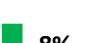

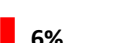









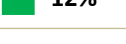






















ITALIA	FRANCIA	GRECIA	ALGERIA	MAROCCO	TUNISIA
500	500	500	500	500	500

Il fieldwork è stato condotto con approccio **CAWI: Computer Assisted Web Interviewing** nel mese di Novembre 2022.











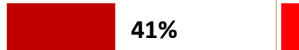





























































L'ITALIA

Secondo Lei, tra i seguenti aggettivi quali sono quelli che maggiormente descrivono l'Italia? (*risposta multipla*)

	 ITALIA	 FRANCIA	 GRECIA	 ALGERIA	 MAROCCO	 TUNISIA
Ricca di cultura	 78%	 76%	 59%	 60%	 59%	 58%
Accogliente	 65%	 61%	 47%	 27%	 29%	 32%
Affascinante	 49%	 30%	 56%	 29%	 30%	 30%
Tollerante	 16%	 5%	 2%	 4%	 12%	 10%
Popolo amico (alleato)	 15%	 36%	 37%	 20%	 17%	 29%
Altruista	 12%	 4%	 4%	 4%	 11%	 4%
Determinata	 7%	 7%	 3%	 4%	 4%	 3%
Autorevole	 5%	 5%	 10%	 8%	 9%	 6%
Influente nell'Unione Europea	 5%	 7%	 8%	 12%	 17%	 20%
Leader in Europa	 5%	 4%	 5%	 17%	 21%	 15%
Sofisticata	 4%	 8%	 18%	 19%	 18%	 17%
Sicura	 3%	 4%	 6%	 12%	 12%	 9%
Altro	 2%	 1%	 1%	 1%	 1%	 1%
Non sa	 2%	 7%	 1%	 7%	 4%	 4%









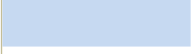































































L'ITALIA

Secondo Lei, quali sono i campi/gli ambiti in cui l'Italia si distingue maggiormente? (risposta multipla)

	 ITALIA	 FRANCIA	 GRECIA	 ALGERIA	 MAROCCO	 TUNISIA
Cultura/Arte	 80%	 64%	 61%	 39%	 41%	 45%
Turismo	 70%	 68%	 65%	 72%	 75%	 73%
Sport	 12%	 7%	 12%	 16%	 15%	 22%
Economia/industria	 8%	 6%	 18%	 22%	 21%	 15%
Commercio	 7%	 12%	 18%	 10%	 12%	 12%
Tecnologia	 4%	 3%	 4%	 5%	 5%	 3%
Politica	 2%	 4%	 1%	 4%	 2%	 2%
Trasporti	 1%	 1%	 2%	 1%	 1%	 1%
Media e informazioni	 1%	 1%	 0%	 1%	 1%	 2%
Altro	 3%	 1%	 1%	 1%	 2%	 1%
Non sa/Non risponde	 2%	 8%	 2%	 4%	 3%	 2%









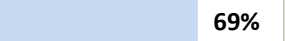


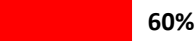


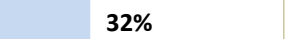
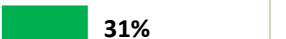
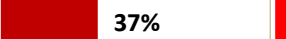
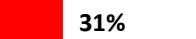
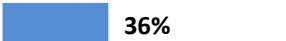

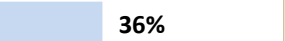

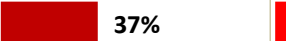

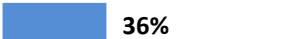
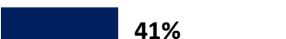




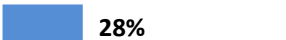

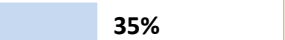



















































L'ITALIA

Secondo Lei, qual è la città più importante dell'Italia?

	 ITALIA	 FRANCIA	 GRECIA	 ALGERIA	 MAROCCO	 TUNISIA
ROMA	 57%	 66%	 65%	 54%	 50%	 60%
MILANO	 29%	 12%	 18%	 21%	 29%	 21%
VENEZIA	 3%	 10%	 6%	 18%	 17%	 13%
FIRENZE	 3%	 6%	 8%	 1%	 0%	 1%
NAPOLI	 2%	 3%	 1%	 3%	 1%	 3%
TORINO	 2%	 1%	 0%	 1%	 1%	 0%
BOLOGNA	 1%	 0%	 0%	 0%	 0%	 0%
GENOVA	 1%	 0%	 1%	 0%	 0%	 0%
BARI	 1%	 1%	 1%	 0%	 0%	 0%
CATANIA	 1%	 0%	 0%	 0%	 0%	 0%
ALTRA CITTÀ	 2%	 2%	 1%	 2%	 1%	 2%

ROMA















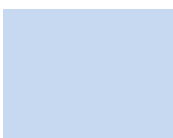









Secondo Lei, quali sono gli aggettivi che maggiormente descrivono la città di Roma? *(risposta multipla)*

	 ITALIA	 FRANCIA	 GRECIA	 ALGERIA	 MAROCCO	 TUNISIA
Storica	 74%	 63%	 69%	 63%	 66%	 60%
Ricca di cultura	 64%	 51%	 32%	 31%	 37%	 31%
Turistica	 36%	 39%	 36%	 35%	 37%	 30%
Bella	 36%	 41%	 54%	 49%	 55%	 57%
Affascinante	 28%	 15%	 35%	 8%	 10%	 13%
Ricca	 8%	 20%	 13%	 5%	 8%	 10%
Accogliente	 7%	 11%	 11%	 6%	 6%	 4%
Umana	 6%	 8%	 6%	 5%	 5%	 11%
Politica	 4%	 1%	 0%	 1%	 2%	 1%
Influente nell'Unione Europea	 3%	 3%	 4%	 4%	 4%	 4%
Sicura	 2%	 1%	 1%	 4%	 4%	 2%
Altro	 2%	 0%	 0%	 0%	 1%	 0%
Non sa	 1%	 4%	 1%	 2%	 2%	 1%

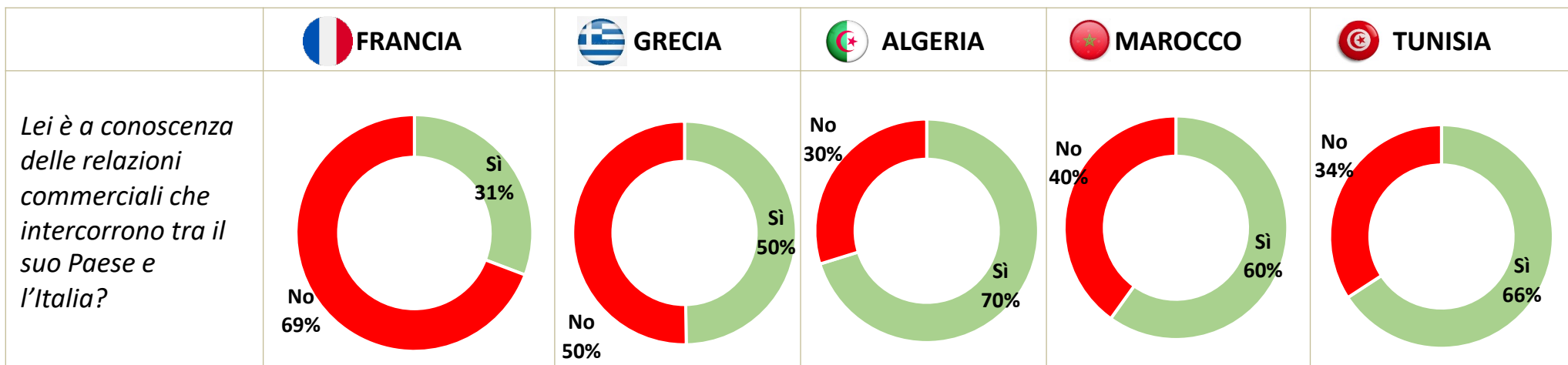
L'ITALIA E ROMA

Per ognuna di queste frasi dovrebbe dirmi quanto è d'accordo se molto, abbastanza, poco o per nulla....

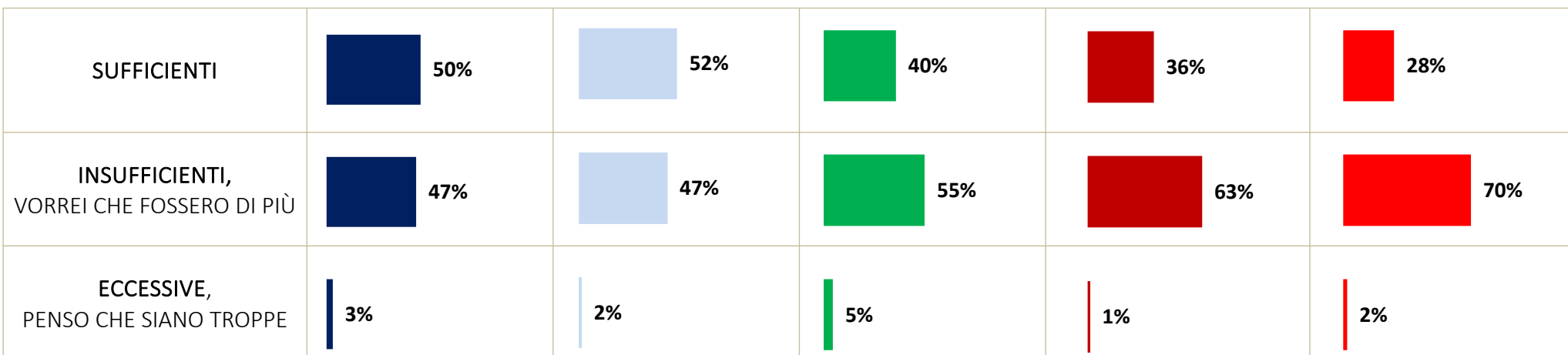
% D'ACCORDO (MOLTO + ABBASTANZA)

	 ITALIA	 FRANCIA	 GRECIA	 ALGERIA	 MAROCCO	 TUNISIA
<i>La posizione geografica dell'Italia e di Roma è strategica per il Mediterraneo</i>	 87%	 79%	 83%	 89%	 85%	 91%
<i>La città di Roma è un importante centro economico di riferimento per l'Europa</i>	 68%	 69%	 77%	 79%	 70%	 76%
<i>La città di Roma è importante per lo sviluppo economico del Mediterraneo</i>	 72%	 74%	 79%	 78%	 75%	 76%

I RAPPORTI CON L'ITALIA





















































(se Sì) Come giudica le relazioni tra il suo Paese e l'Italia?






































GLI ACCORDI ECONOMICI CON L'ITALIA

Su quali temi/aree le piacerebbe che il suo Paese avesse degli accordi economici con l'Italia? (risposta multipla)

	 FRANCIA	 GRECIA	 ALGERIA	 MAROCCO	 TUNISIA
Turismo	 48%	 60%	 51%	 58%	 56%
Cultura/Arte	 42%	 52%	 23%	 32%	 25%
Industria	 32%	 63%	 73%	 62%	 61%
Tecnologia	 26%	 33%	 50%	 37%	 41%
Trasporti	 20%	 34%	 14%	 15%	 20%
Media e informazioni	 7%	 11%	 13%	 9%	 9%
Sport	 7%	 18%	 19%	 21%	 13%
Altro	 1%	 0%	 2%	 1%	 2%
Non sa/Non risponde	 19%	 3%	 1%	 1%	 1%

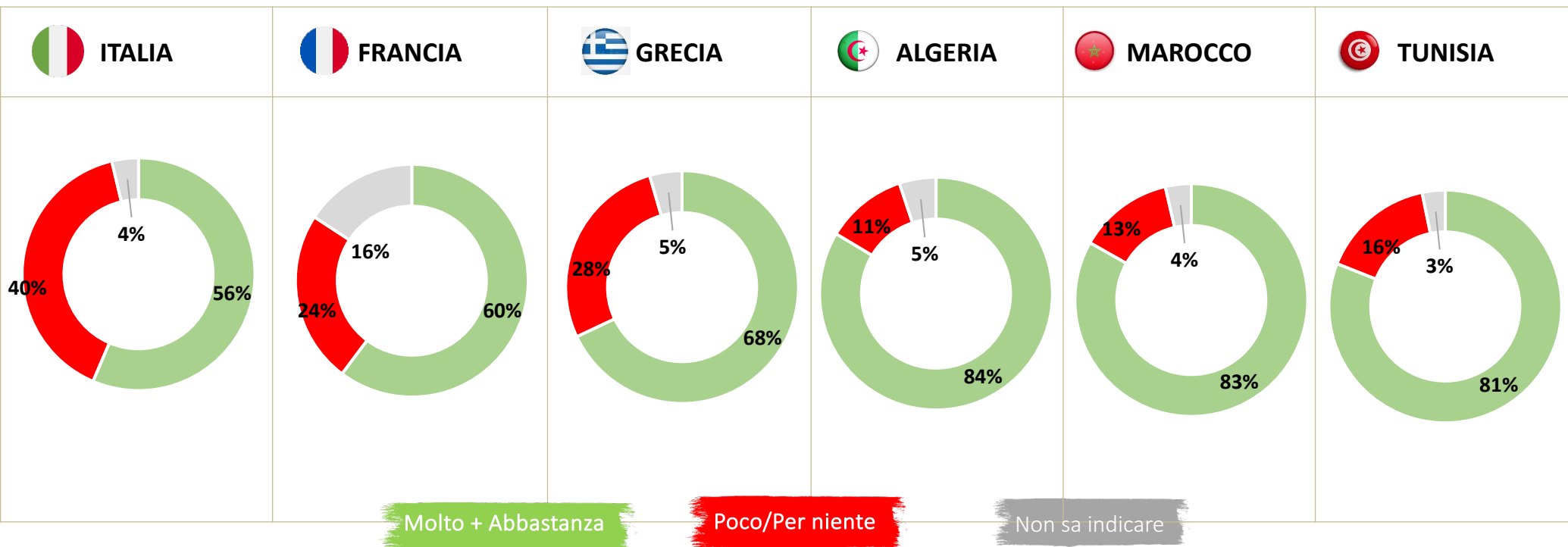
I PRODOTTI ASSOCIATI ALL'ITALIA

Quale prodotto associa all'Italia? (risposta multipla)

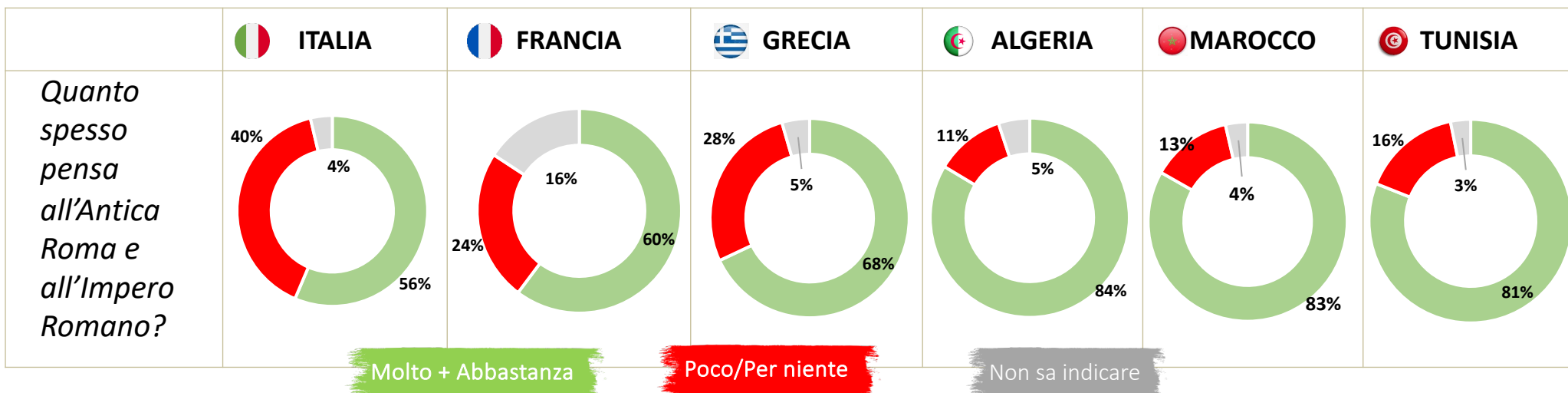
	 FRANCIA	 GRECIA	 ALGERIA	 MAROCCO	 TUNISIA
Alimentare	 40%	 11%	 24%	 23%	 21%
Prodotti enogastronomici	 26%	 16%	 11%	 17%	 15%
Prodotti di lusso	 16%	 8%	 22%	 15%	 16%
Fashion	 15%	 60%	 34%	 39%	 43%
Tecnologia	 3%	 5%	 5%	 5%	 4%
Altro	 1%	 1%	 4%	 3%	 1%

L'ITALIA LEADER ECONOMICO





































E secondo Lei, quanto l'Italia è un Paese leader nell'Unione Europea anche da un punto di vista economico?



L'ANTICA ROMA E L'IMPERO ROMANO

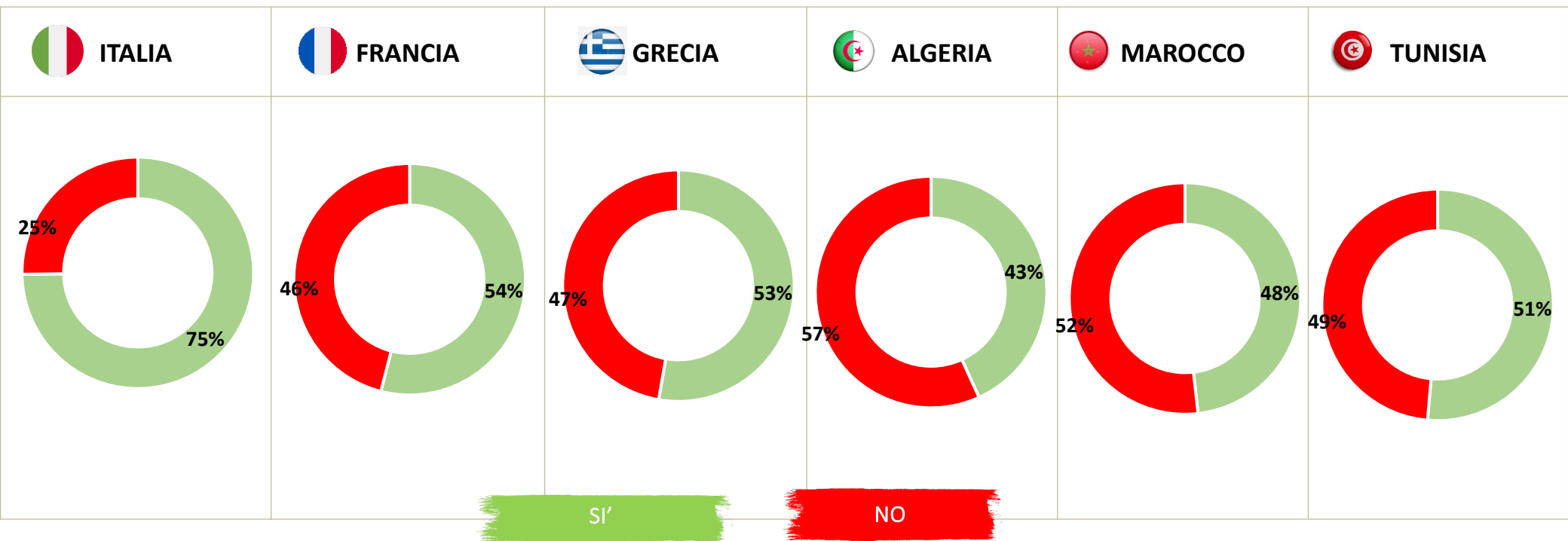


(se molto/abbastanza) E quando pensa all'Antica Roma e all'Impero Romano cosa le viene in mente?

Il Colosseo	 30%	 13%	 34%	 11%	 11%	 13%
L'architettura	 30%	 22%	 22%	 43%	 37%	 44%
Gli imperatori	 15%	 9%	 11%	 9%	 17%	 6%
Giulio Cesare	 13%	 43%	 25%	 22%	 21%	 25%
Romolo e Remo	 10%	 9%	 8%	 4%	 6%	 6%
I gladiatori	 1%	 3%	 0%	 11%	 8%	 7%





















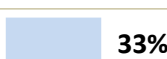
























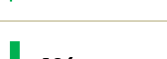


ROMA CITTA' PORTUALE

Ai tempi dell'Impero Romano nei pressi di Ostia era stato costituito il porto di Roma. **Fu un importante porto commerciale ed il più grande porto del mediterraneo. Lei ne era a conoscenza anche solo per sentito dire?**











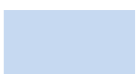



























ROMA CITTA' PORTUALE

Alcuni hanno proposto l'idea di far rinascere il porto di Roma. A quale di queste attività dovrebbe essere dedicato il nuovo porto di Roma? (*risposta multipla*)

	 ITALIA	 FRANCIA	 GRECIA	 ALGERIA	 MAROCCO	 TUNISIA
Attività turistica (navi che partono dal porto di Roma per il mediterraneo descrivendo per esempio alcune località)	 58%	 45%	 62%	 56%	 56%	 59%
Attività culturale e di divulgazione (es. descrizione del porto di Roma di 2000 anni fa, etc.)	 54%	 48%	 59%	 37%	 43%	 40%
Attività di scambi con porti simili nel mediterraneo (porto commerciale)	 28%	 31%	 33%	 39%	 33%	 37%
Attività di pesca e/o immersioni per il ritrovamento di reperti archeologici	 16%	 23%	 17%	 23%	 22%	 20%
Attività di pesca turistica	 9%	 11%	 11%	 14%	 18%	 15%
Altro tipo di attività	 1%	 0%	 0%	 1%	 1%	 1%
Non sa	 8%	 15%	 5%	 4%	 1%	 3%

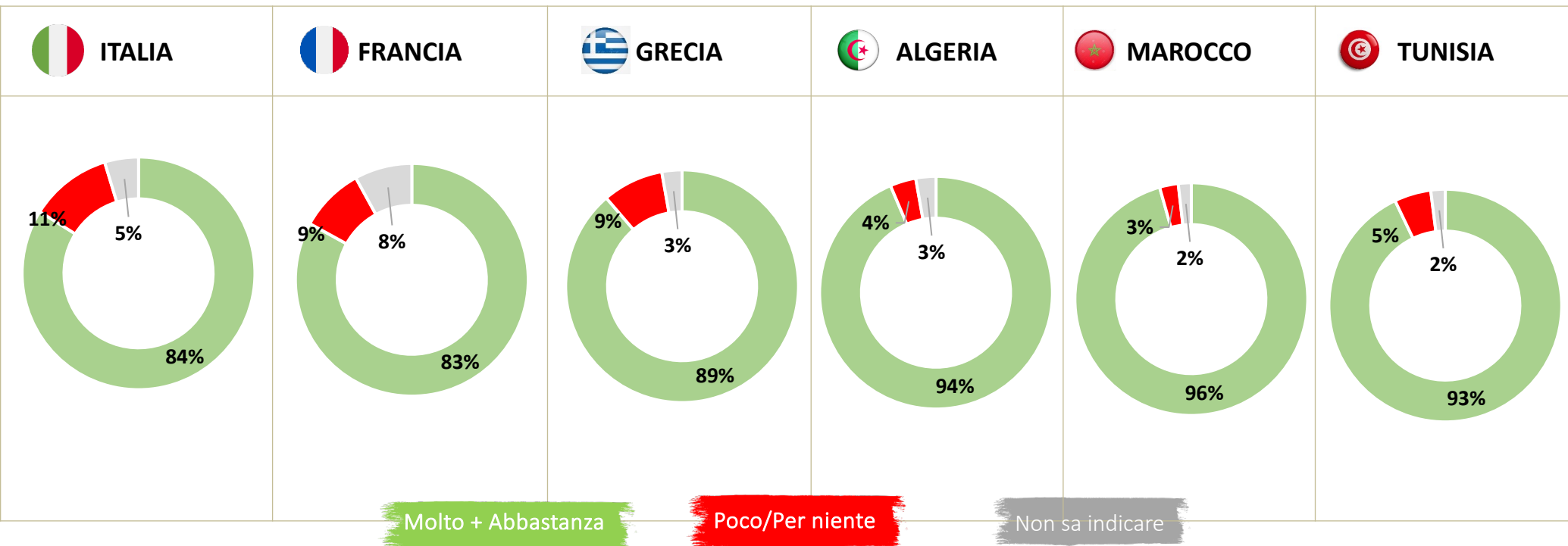
ROMA CITTA' PORTUALE

Tra queste attività che abbiamo appena visto, qual è quella che ritiene più importante, che le piace di più?

	 ITALIA	 FRANCIA	 GRECIA	 ALGERIA	 MAROCCO	 TUNISIA
Attività culturale e di divulgazione (es. descrizione del porto di Roma di 2000 anni fa, visite guidate, mostre, etc.)	 46%	 44%	 45%	 25%	 29%	 26%
Attività turistica (navi che partono dal porto di Roma per il mediterraneo descrivendo per esempio alcune località)	 35%	 32%	 38%	 34%	 36%	 41%
Attività di scambi con porti simili nel mediterraneo (porto commerciale)	 9%	 14%	 10%	 25%	 17%	 20%
Attività di pesca e/o immersioni per il ritrovamento di reperti archeologici	 7%	 6%	 5%	 11%	 12%	 10%
Attività di pesca turistica	 3%	 4%	 3%	 5%	 6%	 3%

ROMA CITTA' PORTUALE





















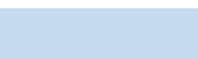

















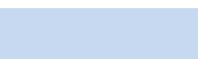



Secondo Lei con un porto di riferimento, la città di Roma, in che misura acquisterebbe maggior attrattività?



ROMA CITTA' PORTUALE

Per ognuna di queste frasi dovrebbe dirmi quanto è d'accordo se molto, abbastanza, poco o per nulla...

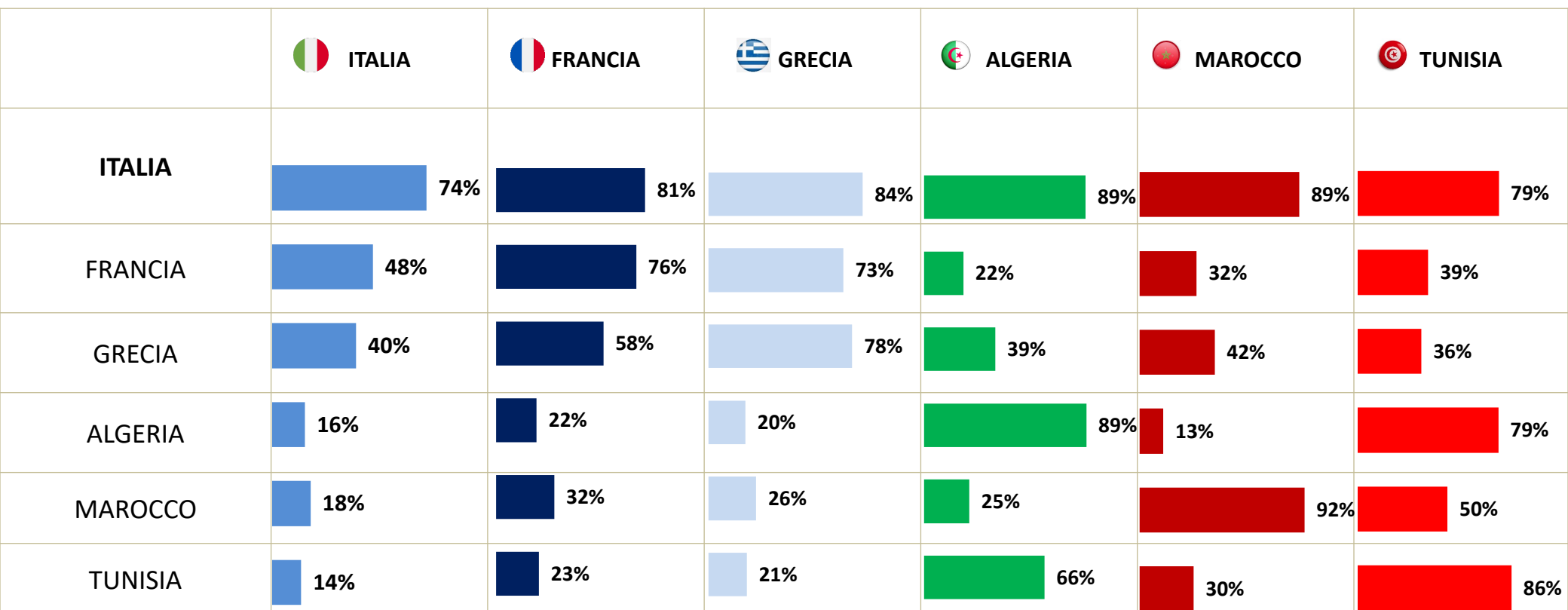
% D'ACCORDO (MOLTO + ABBASTANZA)

	 ITALIA	 FRANCIA	 GRECIA	 ALGERIA	 MAROCCO	 TUNISIA
E' utile al Mediterraneo	 79%	 82%	 84%	 90%	 91%	 90%
Favorisce gli accordi economici tra l'Italia e gli altri Paesi	 74%					
Favorisce gli accordi economici tra il mio Paese e l'Italia		 72%	 72%	 86%	 85%	 80%
Favorisce lo sviluppo del turismo	 86%	 86%	 90%	 93%	 92%	 94%
Favorisce lo sviluppo economico dei paesi del mediterraneo	 70%	 78%	 76%	 91%	 84%	 84%
Favorisce una maggiore cooperazione politica tra l'Italia e gli altri Paesi	 67%					
Favorisce una maggiore cooperazione politica tra il mio Paese e l'Italia		 64%	 69%	 80%	 79%	 78%
Favorisce lo sviluppo dell'Italia	 79%	 80%	 87%	 92%	 90%	 92%

LA FIDUCIA NEI PAESI

In generale, quanto fiducia ha?

% FIDUCIA (MOLTO + ABBASTANZA)



FESTIVAL DEL MARE

ROMA AL CENTRO DEL MEDITERRANEO

