

Survey on the media practices and habits of potential beneficiaries of EU funds

November 2013

www.europe-en-france.gouv.fr



Premier Ministre

Ministère des Outre-Mer

Avec :

Délégation interministérielle à
l'Aménagement du Territoire et
à l'Attractivité Régionale

Direction Générale des
Outre-Mer



Ce document est cofinancé par l'Union européenne
dans le cadre du programme Europ'Act.
L'Europe s'engage en France avec le Fonds européen
de développement régional.

1 | The methodology

Study conducted for:	The Agency for Services and Payment (ASP)
Population sample:	<p>Sample of 5206 people working in France's European territory and overseas departments distributed as follows:</p> <ul style="list-style-type: none">• <u>1628 directors of small and medium-sized companies</u> with under 250 employees• <u>690 elected officials</u> (town halls and EPCI (Public Establishment for Intercommunal Co-operation))• <u>511 managers of organizations</u> associated with social and solidarity economic activity, in the field of integration and training• <u>448 directors/managers of financial affairs</u> working at a <u>research center or laboratory</u>• <u>94 directors/managers of financial affairs</u> or project managers/coordinators working at a <u>center of competitiveness</u>• <u>91 executives of large businesses</u> with between 250 and 500 employees• <u>680 farmers</u>• <u>160 directors/managers of Training centers and the joint commission for collective training (OPCA)</u>• <u>180 directors of companies involved in the forestry sector</u>• <u>110 directors of companies involved in the fisheries sector</u>• <u>625 directors of the food processing industry</u> <p>The sample of professionals was adjusted on the basis of the size and sector of activity of the business after stratification by region.</p>
Method of data collection:	Interviews were conducted by telephone at the respondents' place of work.
Fieldwork dates:	12 September to 23 October 2013

Note: In order to ensure statistically reliable results by region, 200 interviews were conducted in each of the 22 regions of France's European territory as well as within 4 overseas departments within the scope of the survey.

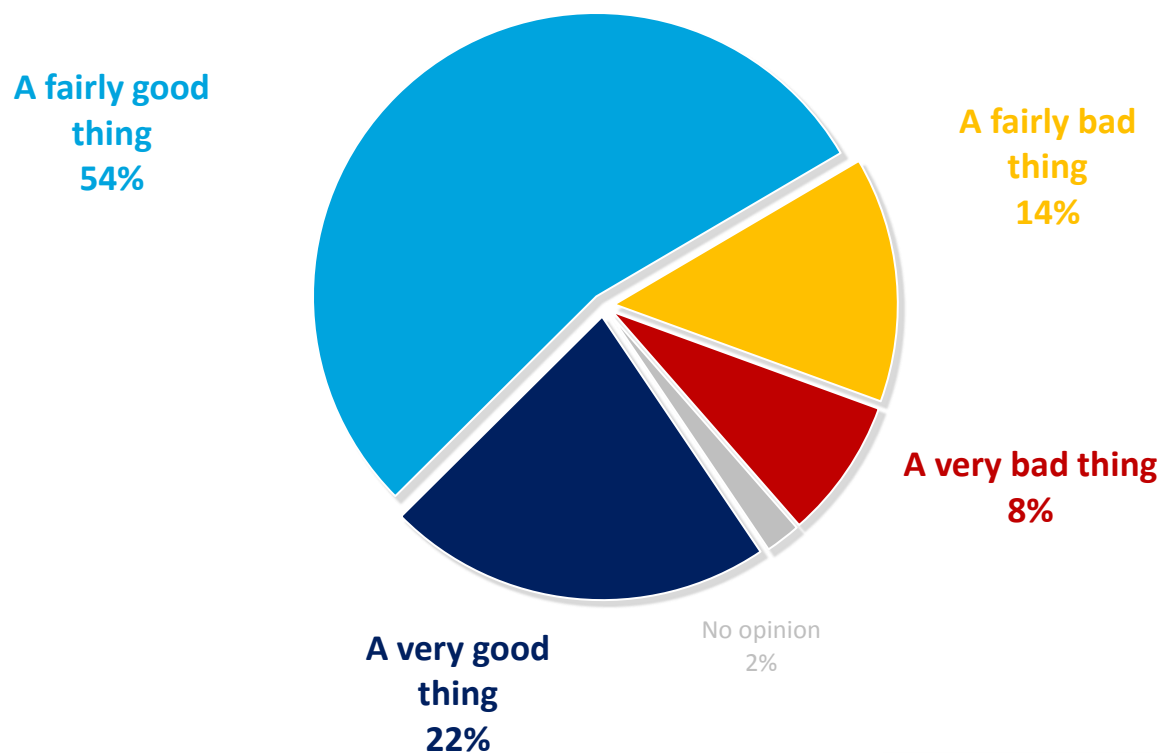
2 | Results of the study

A | Perception of the European Union and its efforts

Question: Would you say that the European Union was a good thing or a bad thing?

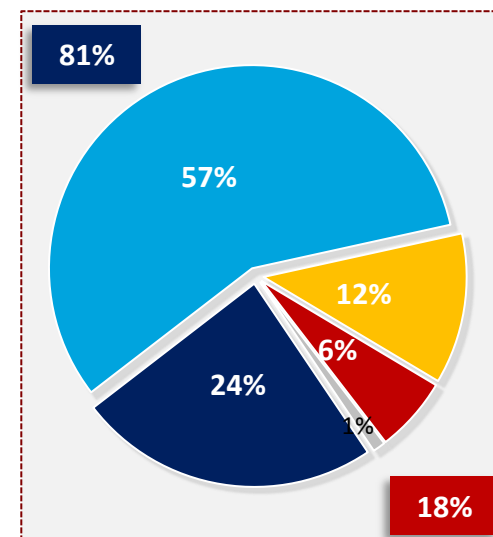
TOTAL
Good thing
76%

Total for October 2013



TOTAL
Bad thing
22%

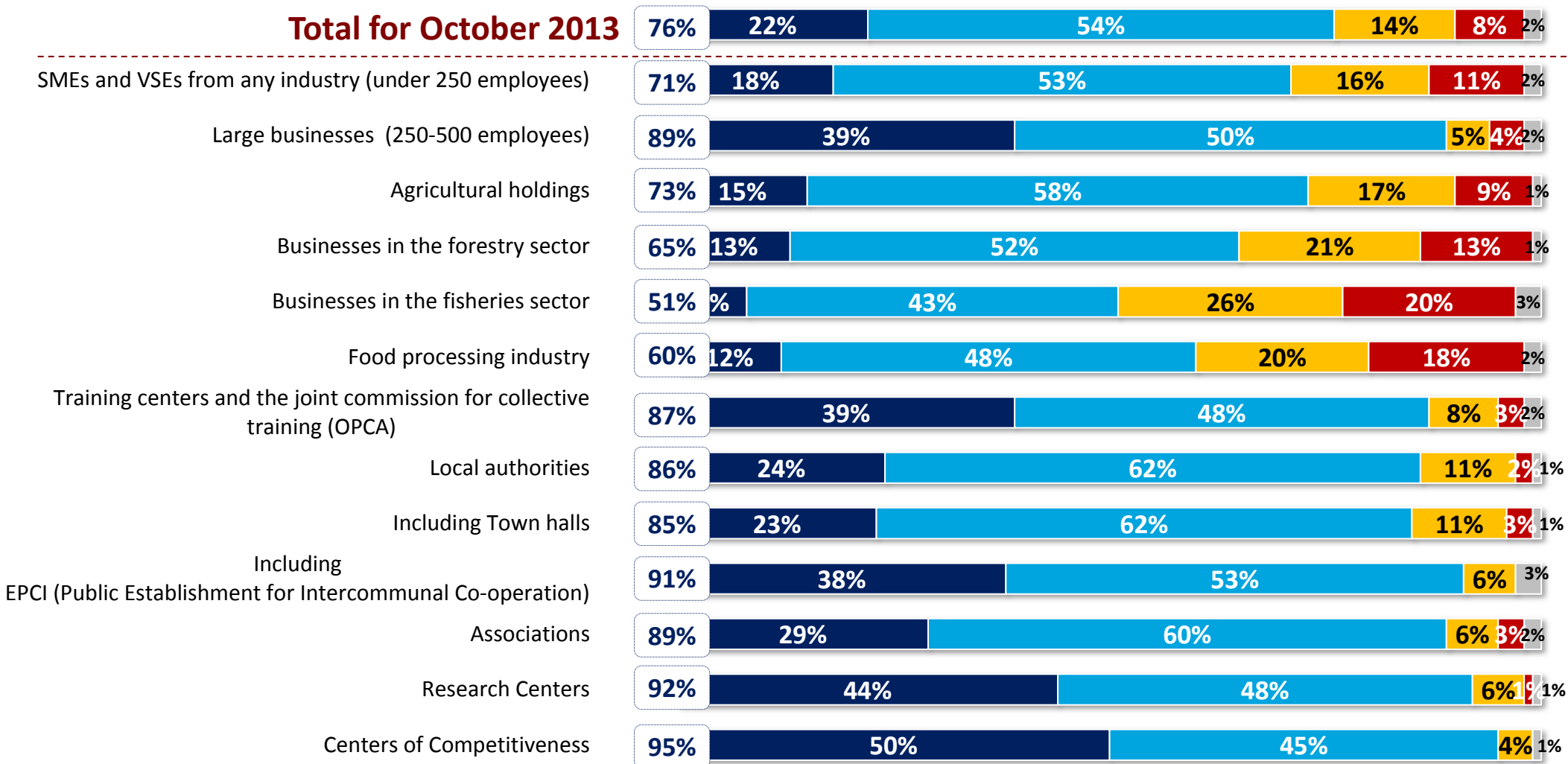
May 2011 comparison



Question: Would you say that the European Union was a good thing or a bad thing?

Total
"Good thing"

Total for October 2013



■ A very good thing

■ A fairly good thing

■ A fairly bad thing

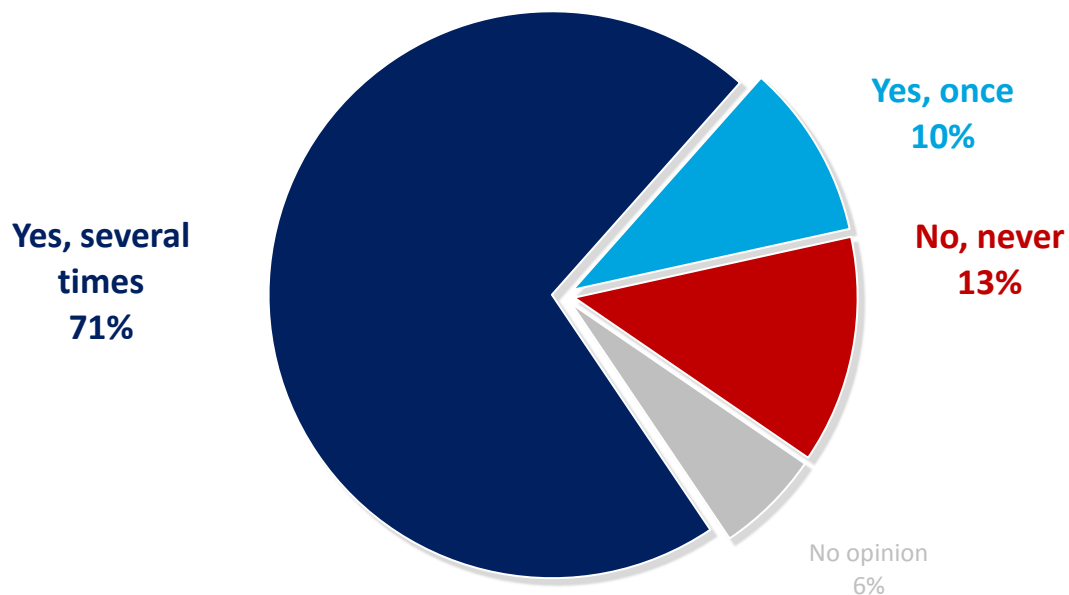
■ A very bad thing

■ No opinion

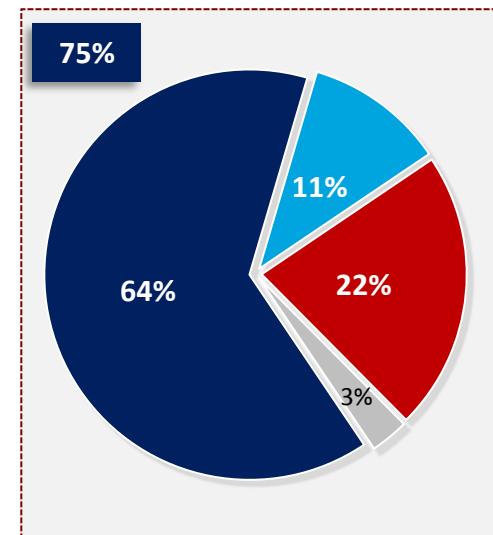
***Question:** As far as you are aware, has the European Union already contributed financial support to projects or initiatives in your region?*

October 2013 Total

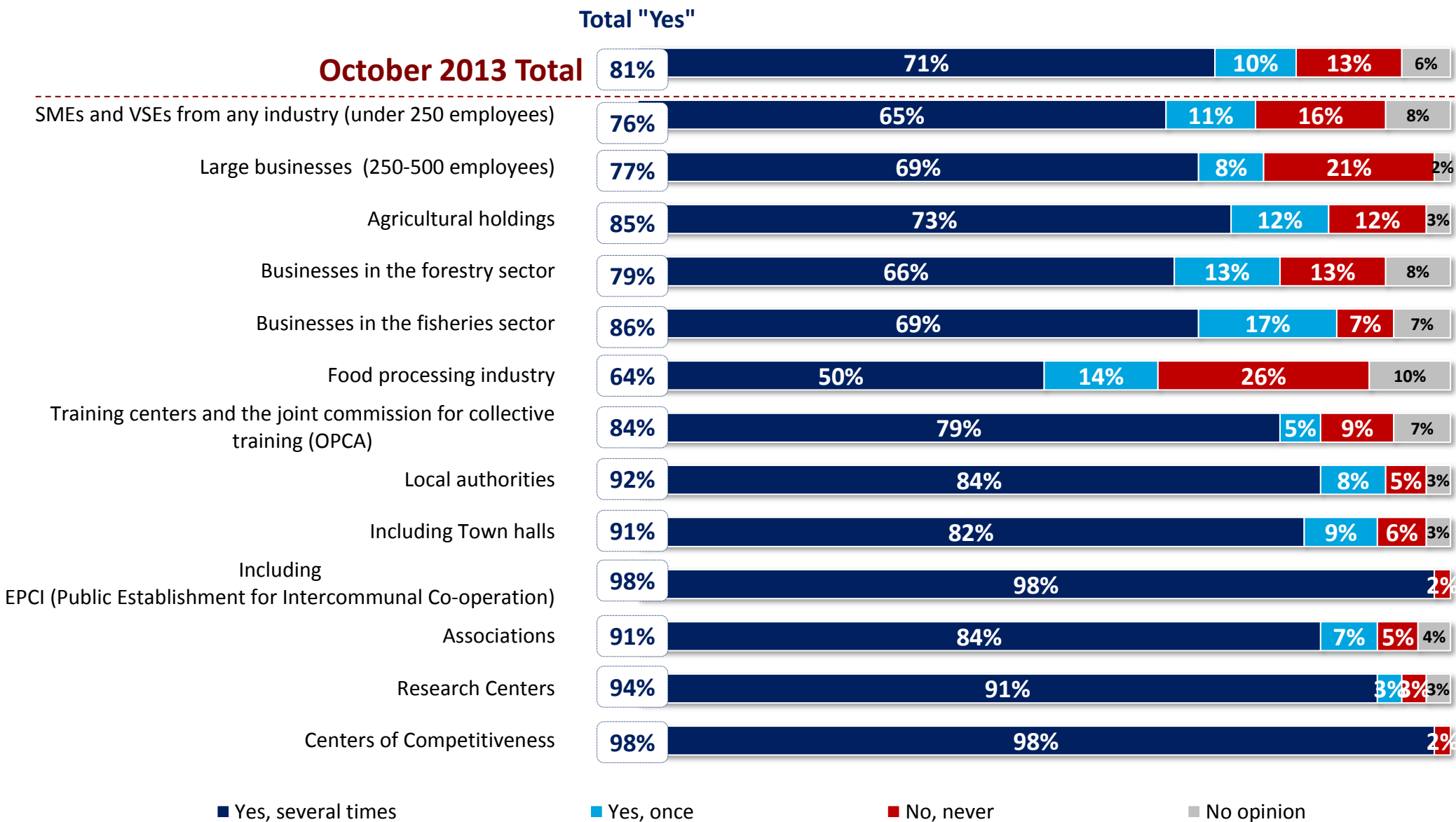
**TOTAL Yes
81%**



May 2011 comparison



Question: As far as you are aware, has the European Union already contributed financial support to projects or initiatives in your region?



B | Situation analysis: knowledge of EU funds

The feeling of overall information on EU funds

Question: Would you say that you are very well, fairly well, not very well or not at all well informed on... ?

Total
" Well informed"

the ERDF, the European Regional Development Fund



May 2011
comparison*
Total
" Well informed"

49%

the EAFRD, the European Agricultural Fund for Rural Development



Not asked

The ESF, the European Social Fund



39%

the EFF, the European Fisheries Fund

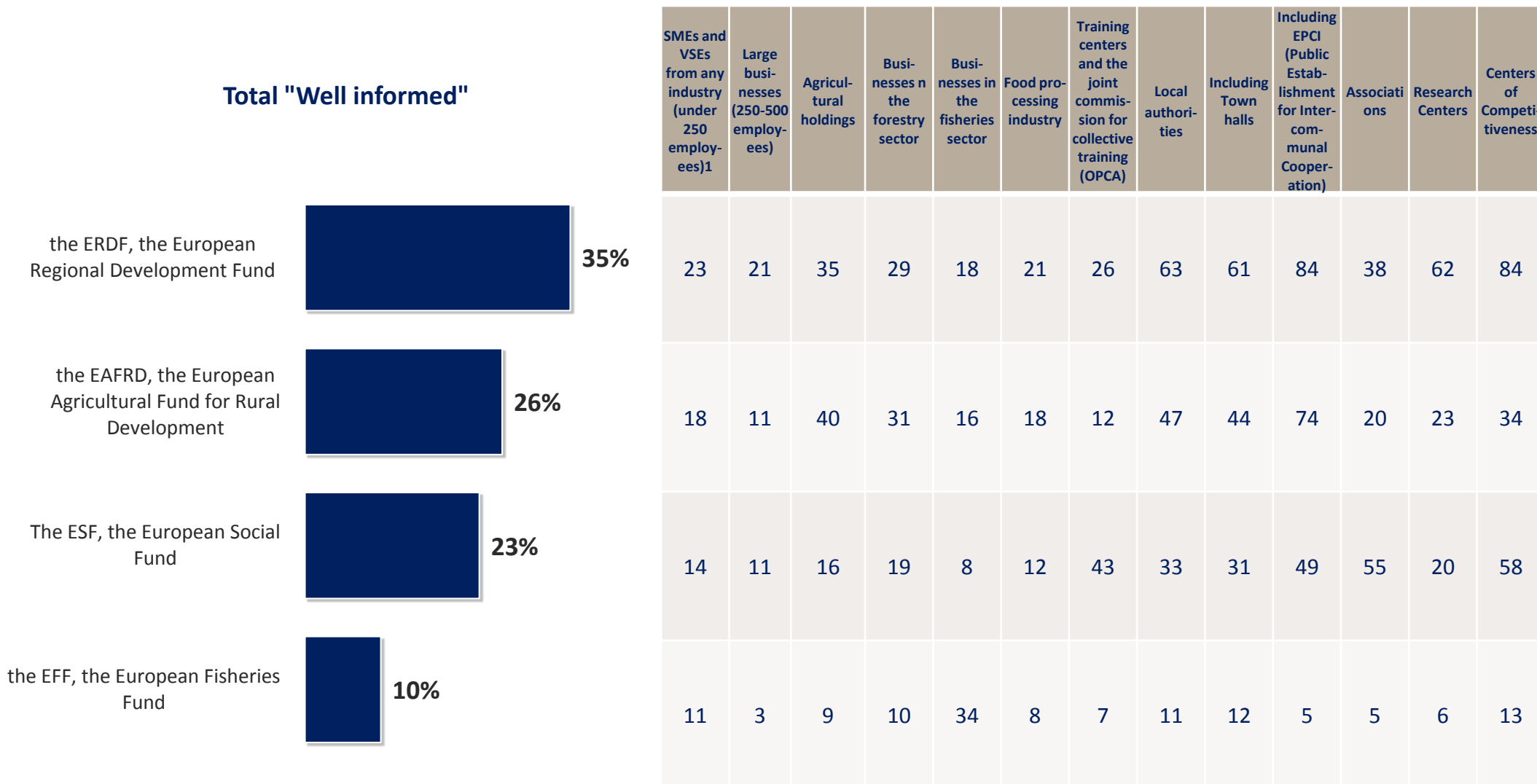


Not asked

■ Very well informed ■ Quite well informed ■ Quite poorly informed ■ Very poorly informed ■ I am not aware of this fund

Question: Would you say that you are very well, fairly well, not very well or not at all well informed on... ?

Total "Well informed"



The feeling on detailed information on the EU funds

Question: More specifically, would you say that you are very well, fairly well, not very well or not at all well informed on each of the aspects concerning the EU funds?

Total " Well informed"

May 2011
comparison
Total
" Well informed"

Operations that have already benefited from European aid in your region



43%

The type of projects financed



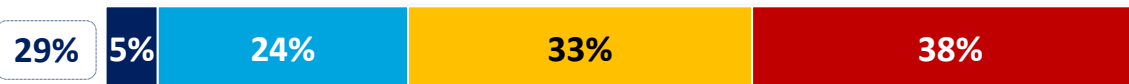
37%

The procedures to follow and the people to contact for obtaining a grant*



Approach: 37%
people: 38%

Conditions for the award of a grant



35%

The order of magnitude of the sums of funds awarded



28%

The award time frames



28%

■ Very well informed

■ Quite well informed

■ Quite poorly informed

■ Very poorly informed

Basis: question given solely to individuals with knowledge of at least one of the funds, which was 100% of the sample

* In May 2011, items were separated and entitled "1. Individuals/bodies to address / 2. The steps to take for receiving support"

Question: More specifically, would you say that you are very well, fairly well, not very well or not at all well informed on each of the aspects concerning the EU funds?

Total "Well informed"

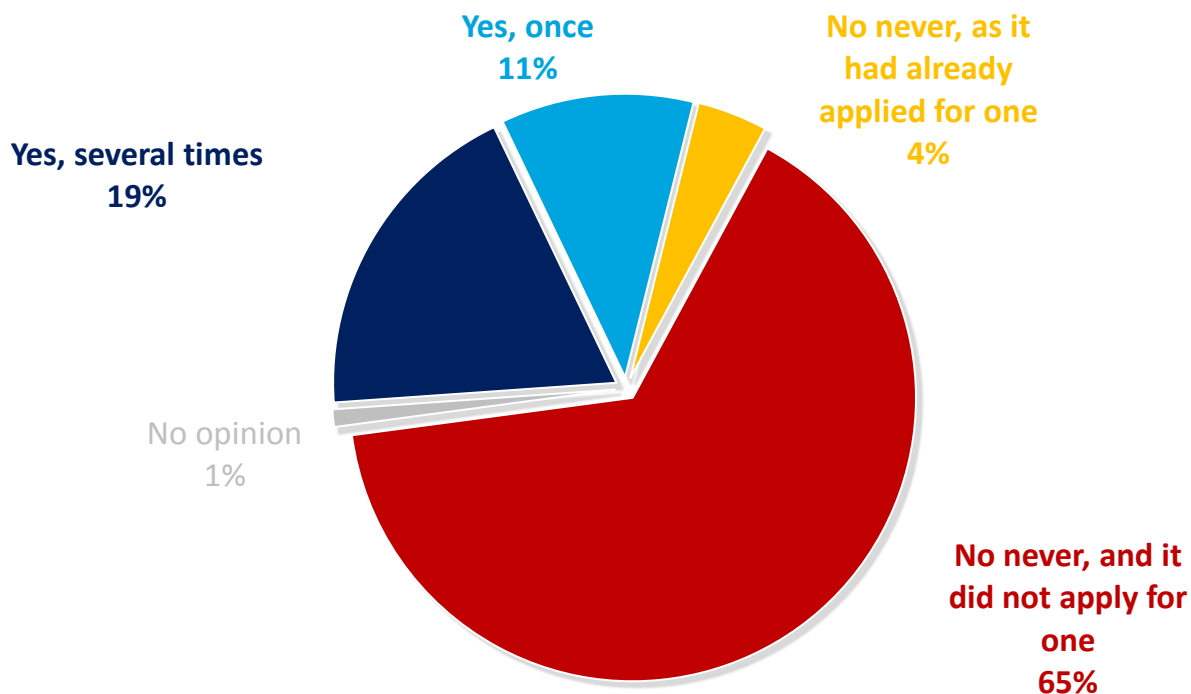
		SMEs and VSEs from any industry (under 250 employees)	Large businesses (250-500 employees)	Agricultural holdings	Businesses in the forestry sector	Businesses in the fisheries sector	Food processing industry	Training centers and the joint commission for collective training (OPCA)	Local authorities	Including Town halls	Including EPCI (Public Establishment for Inter-municipal Cooperation)	Associations	Research Centers	Centers of Competitiveness
Operations that have already benefited from European aid in your region	37%	28	15	37	34	30	22	31	55	54	71	43	52	67
The type of projects financed	31%	19	16	32	20	34	19	24	42	40	62	39	59	69
The procedures to follow and the people to contact for obtaining a grant	30%	14	10	37	29	38	18	29	43	42	56	36	54	73
Conditions for the award of a grant	29%	14	15	37	26	40	17	27	42	41	51	35	50	67
The order of magnitude of the sums of funds awarded (range, percentage)	24%	14	11	27	20	24	16	17	34	32	49	28	46	64
The award time frames	22%	10	11	28	20	24	14	17	33	31	49	26	45	55

Basis: question given solely to individuals with knowledge of at least one of the funds, which was equal to **100%** of the sample

Question: Has your organization already benefited from EU Funds?

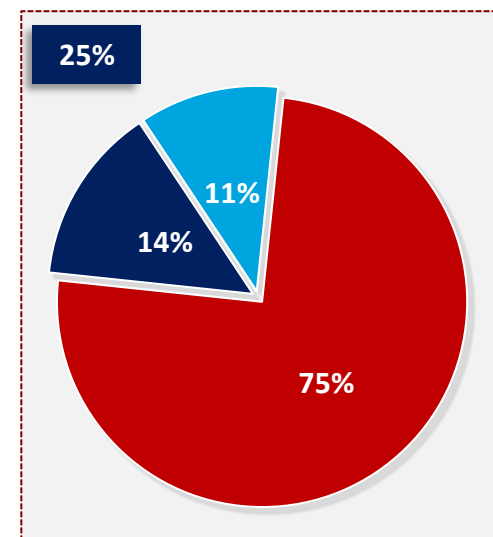
**TOTAL Yes
30%**

October 2013 Total



TOTAL No never
69%**

May 2011 comparison



* In May 2011, the question read as follows: "Has your organization already applied for EU funds (even if not granted)? "

** In May 2011, only one answer was submitted: "No, Never"

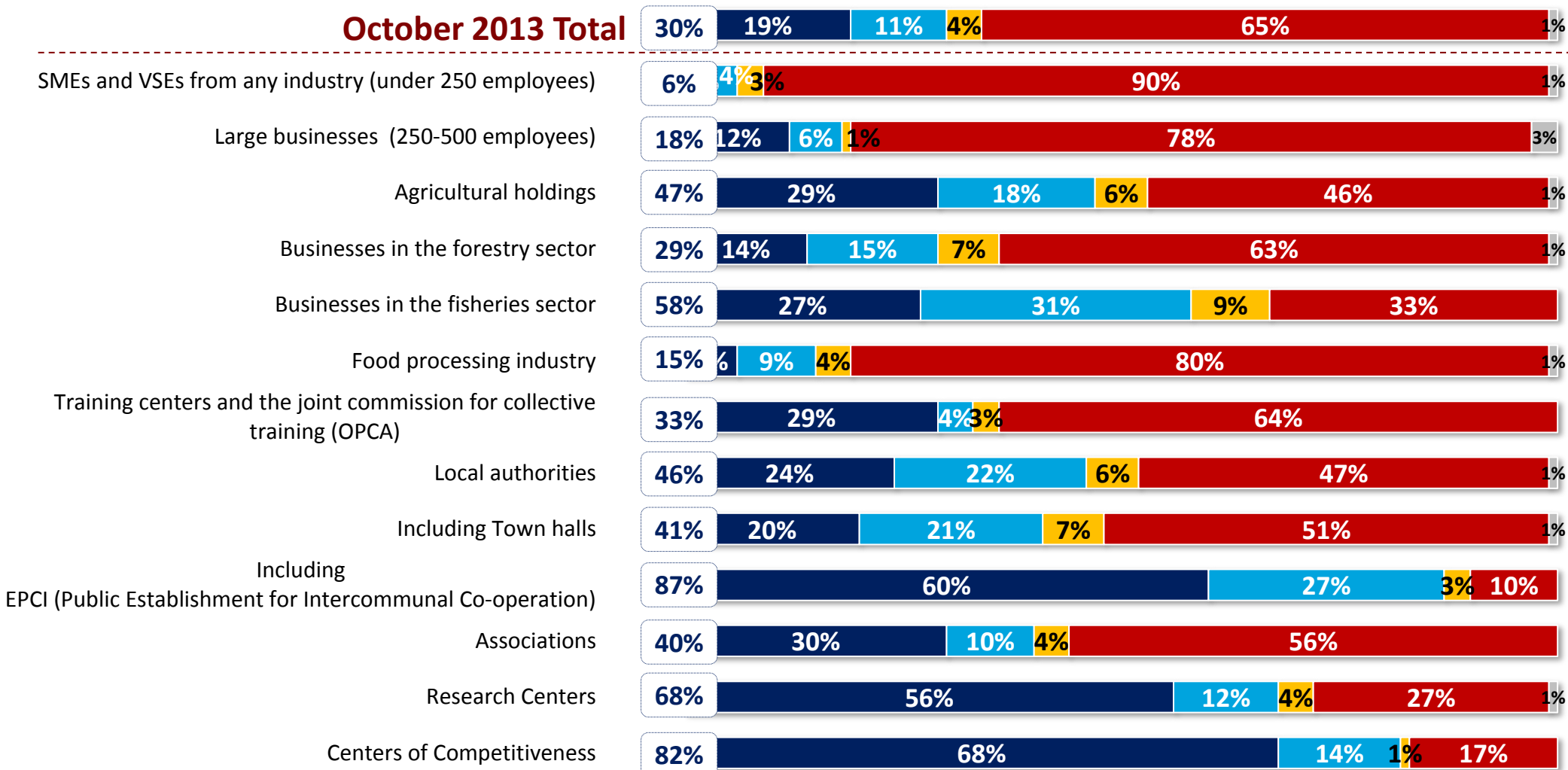
Prior request for EU funds

- By target group -

Question: Has your organization already benefited from EU Funds?

Total "Yes"

October 2013 Total



■ Yes, several times

■ Yes, once

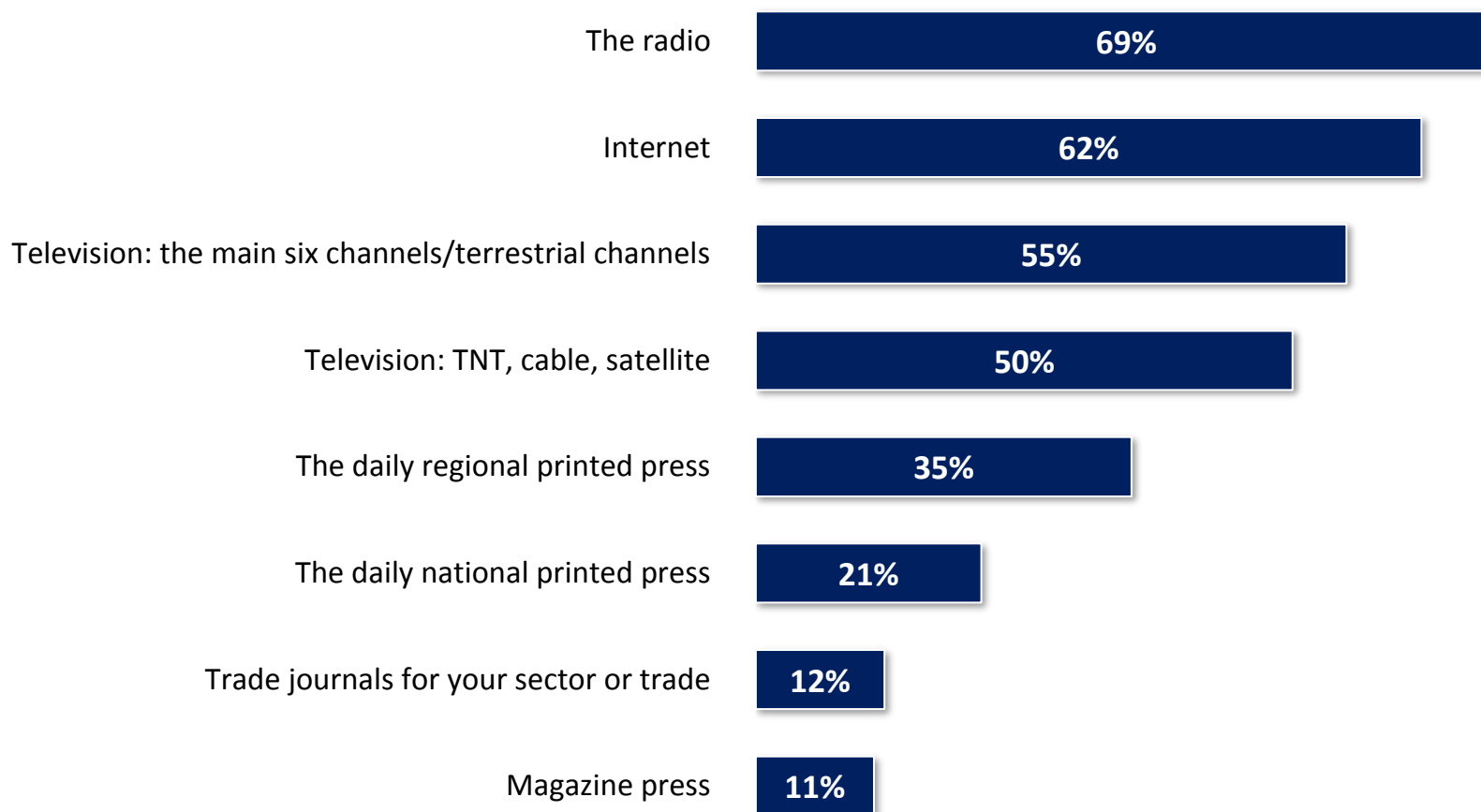
■ No never, as it had already applied for one

■ No never, and it did not apply for one

■ No opinion

C | Media consumption habits

Question: Over the last two months, have you watched/listened to/visited ... ?



■ Total

■ Colonne1

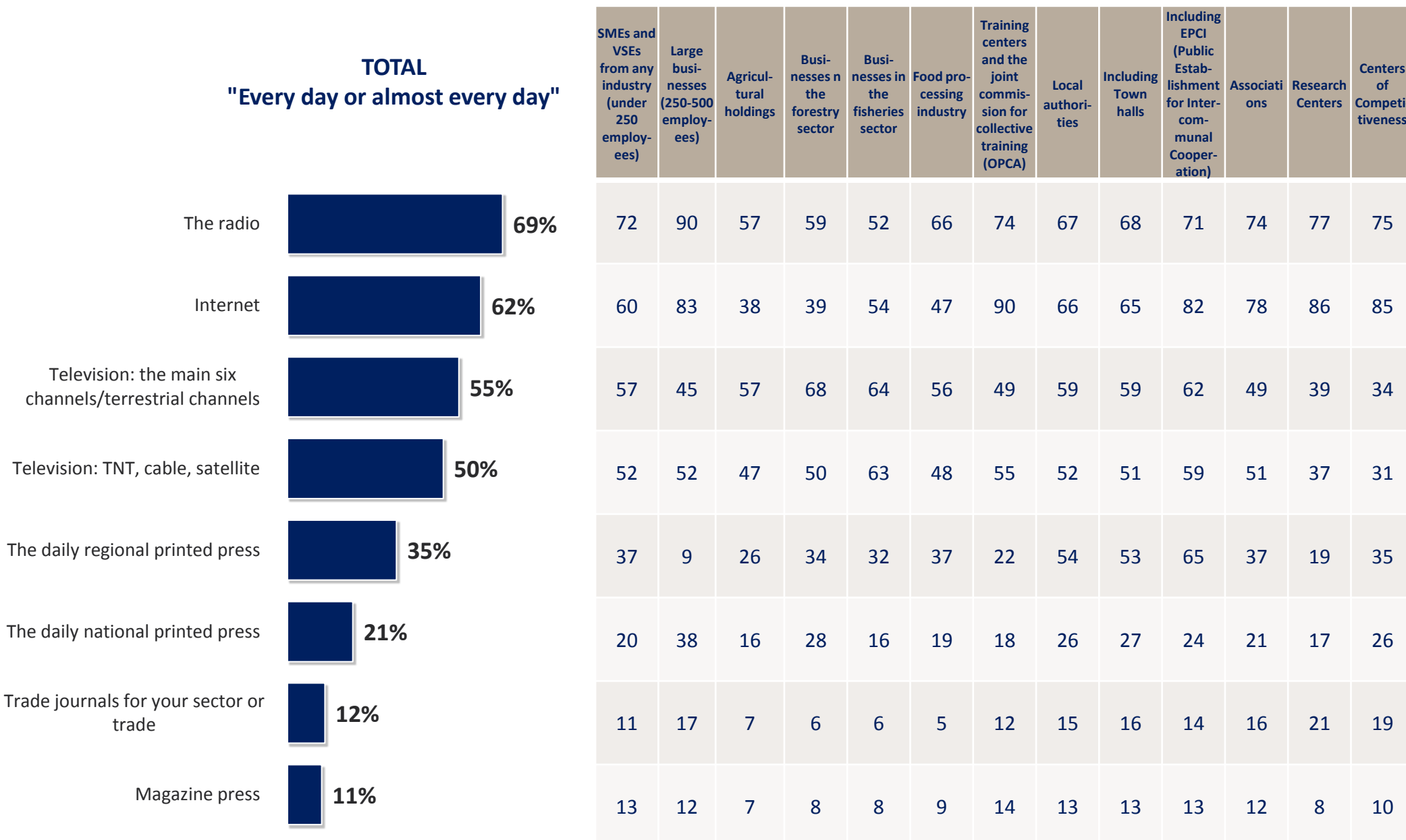
■ Colonne2

■ Colonne3

■ Colonne4

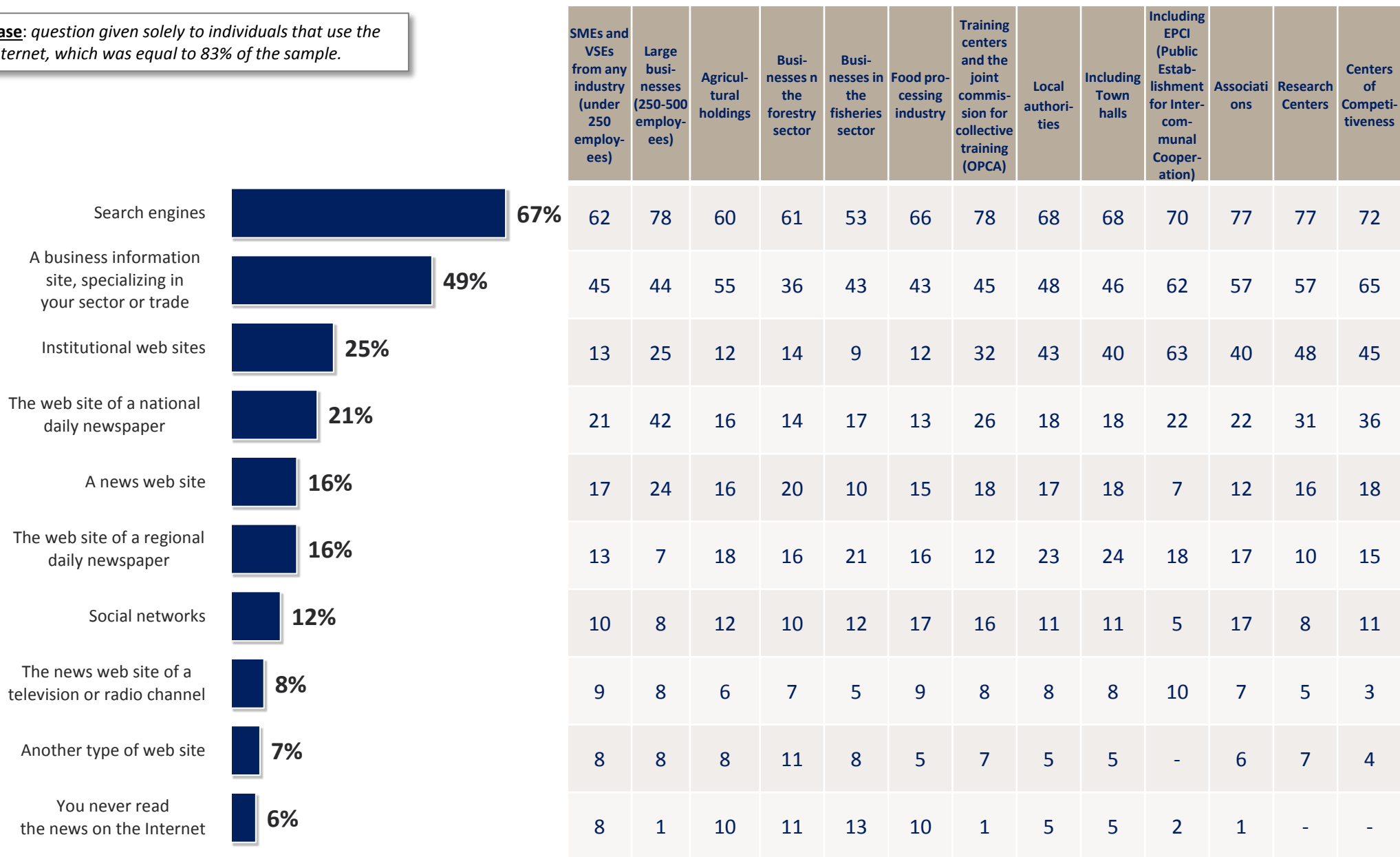
Question: Over the last two months, have you watched/listened to/visited ... ?

TOTAL "Every day or almost every day"



Question: Which type of web sites do you visit for information purposes?

Base: question given solely to individuals that use the Internet, which was equal to 83% of the sample.



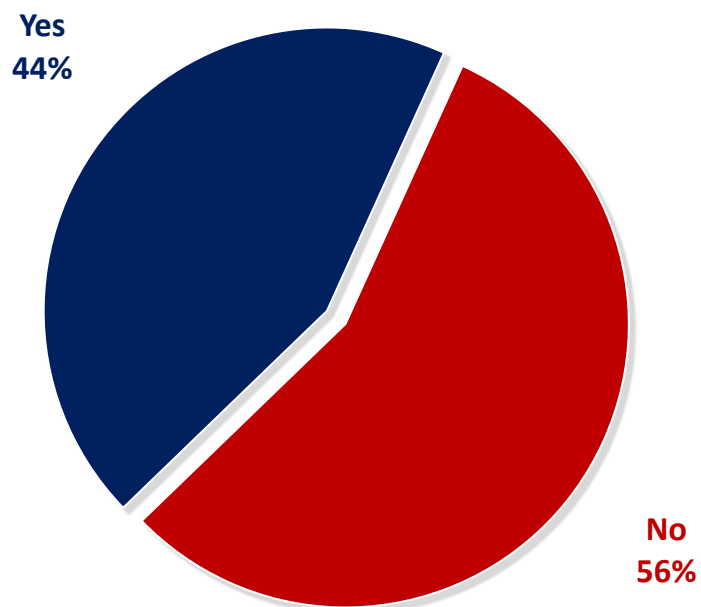
D

|

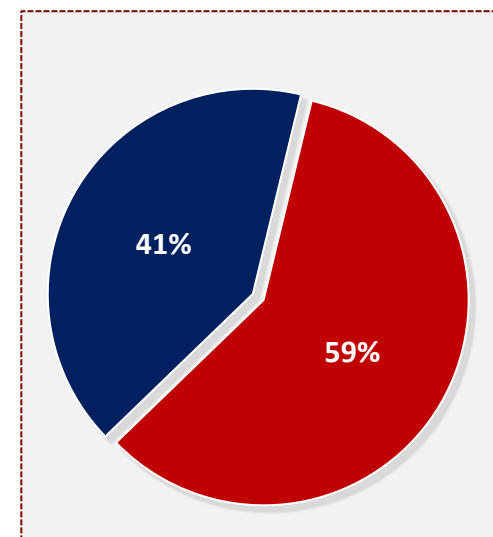
**Knowledge and impact of
communication
initiatives**

Question: Over the last twelve months, have you seen, read or heard messages or information on EU funds?

October 2013 Total



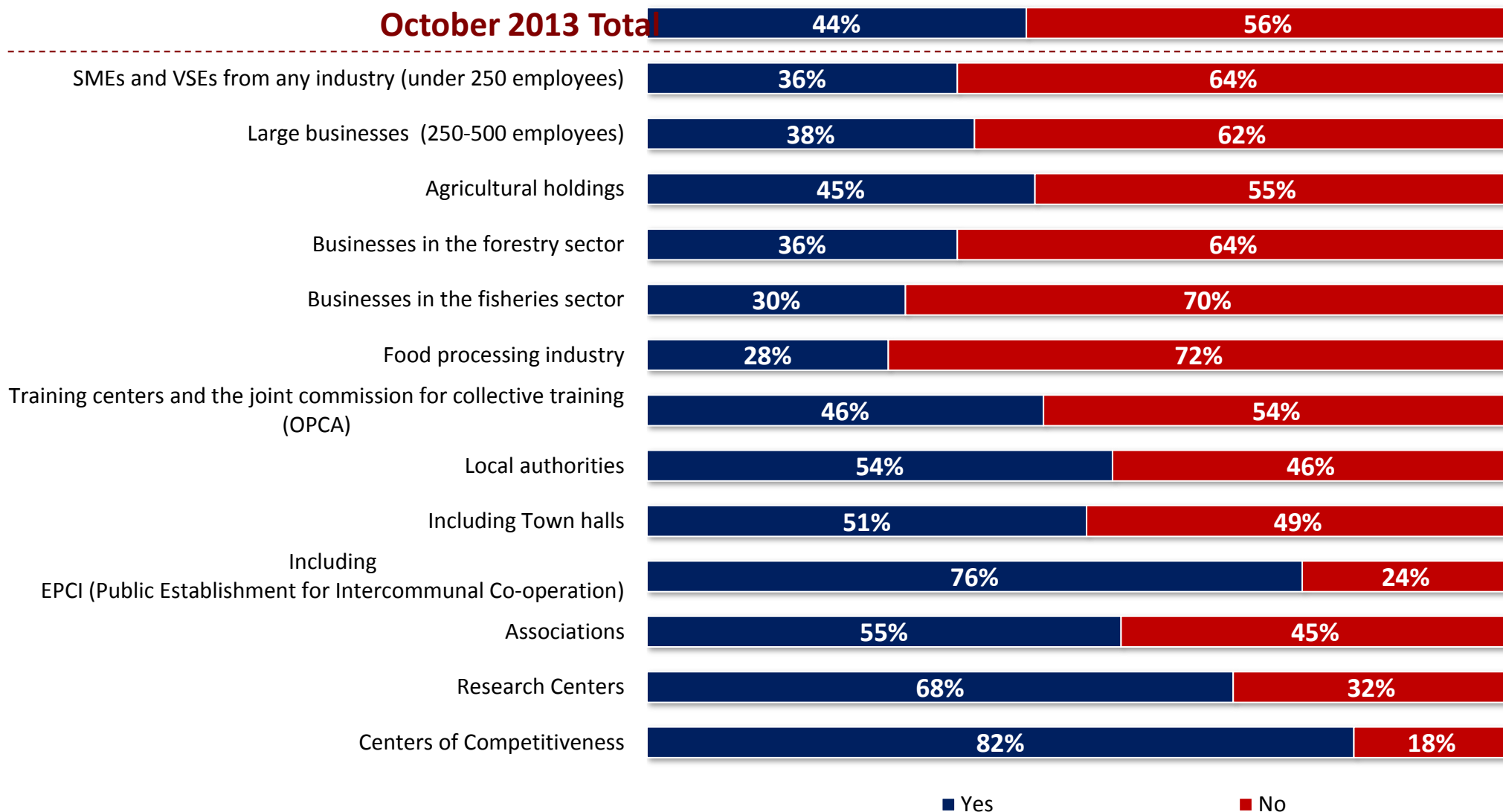
May 2011 comparison



The receipt of information on EU funds

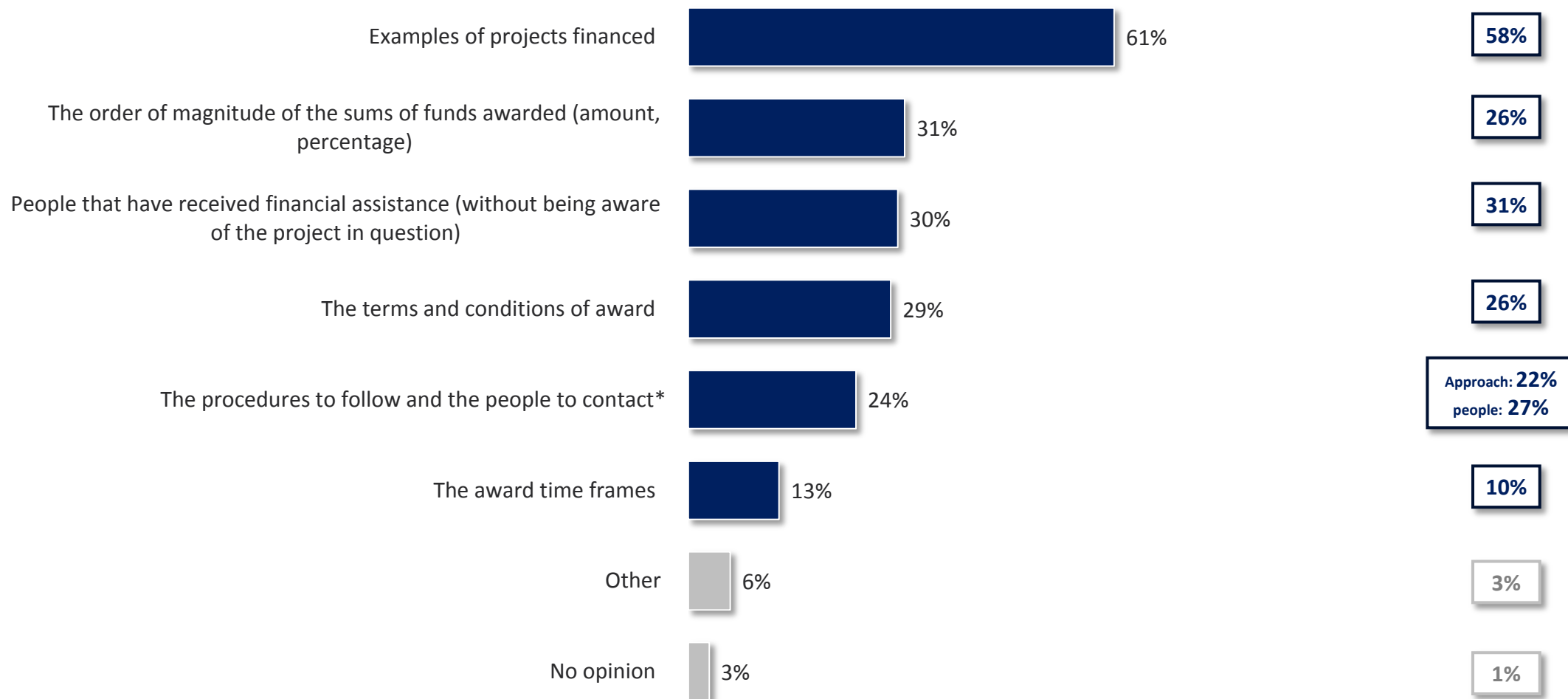
- By target group -

Question: Over the last twelve months, have you seen, read or heard about messages or information on EU funds?



Question: What type of information have you seen, read or heard about on EU funds?
Information on...

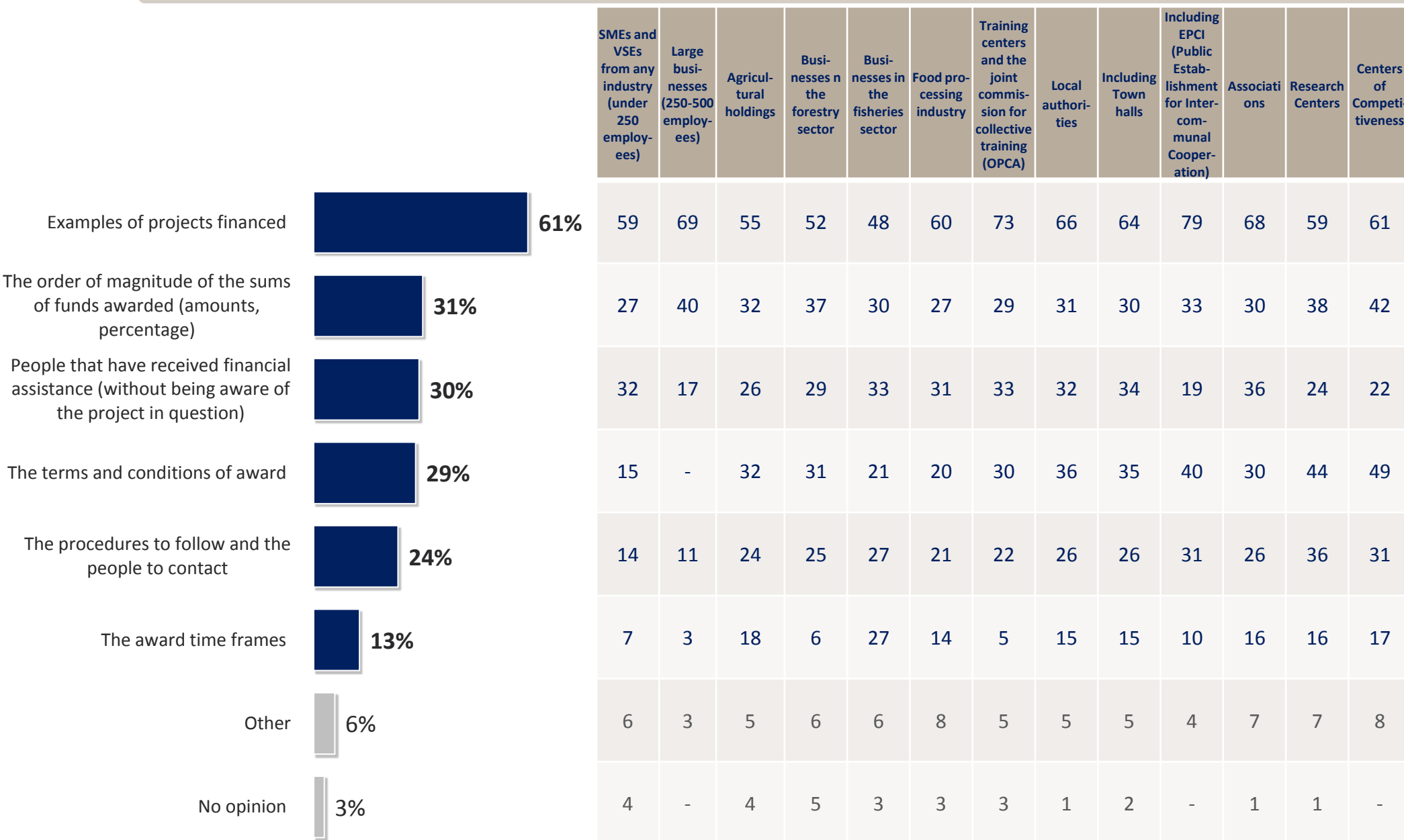
May 2011
comparison



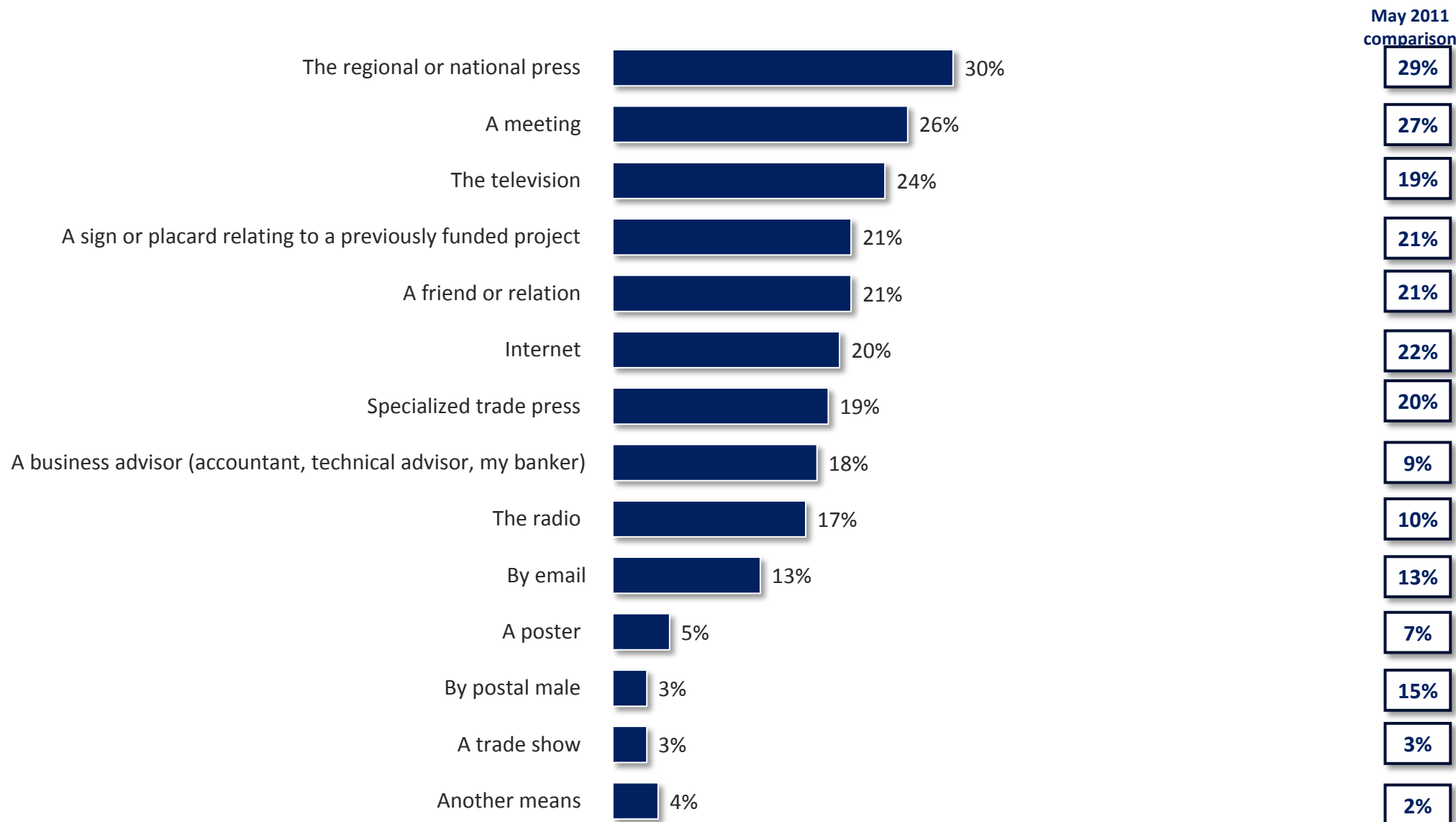
Basis: question given solely to individuals that remember having seen or read information on EU funds, which was equal to **44%** of the sample

* In May 2011, items were separated and entitled "1. Individuals/bodies to address / 2. The procedures to follow for obtaining a grant"

Question: What type of information have you seen, read or heard about on EU funds? Information on...

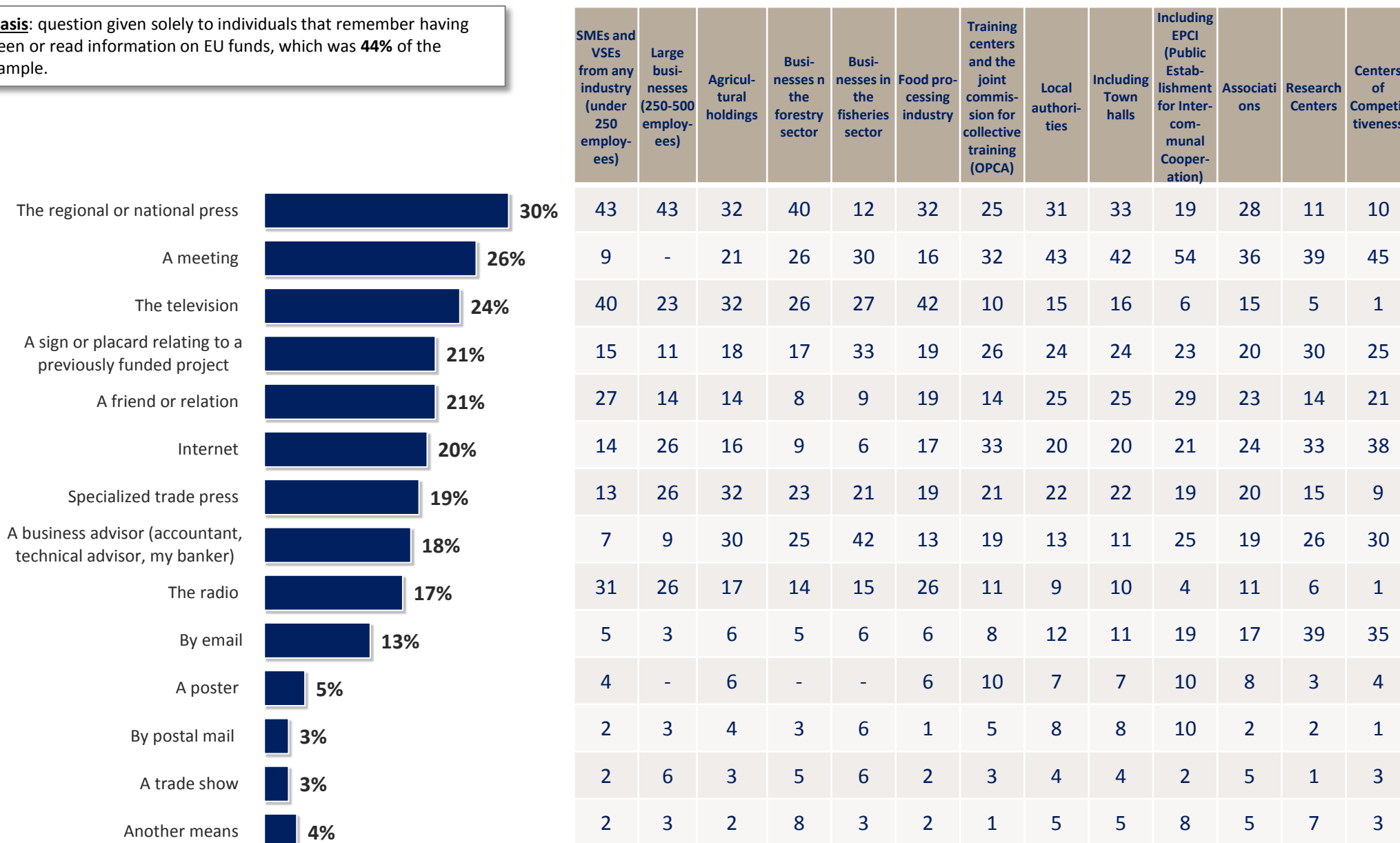


Question: Through which resources were you informed about EU funds?



Question: Through which resources were you informed about EU funds?

Basis: question given solely to individuals that remember having seen or read information on EU funds, which was **44%** of the sample.

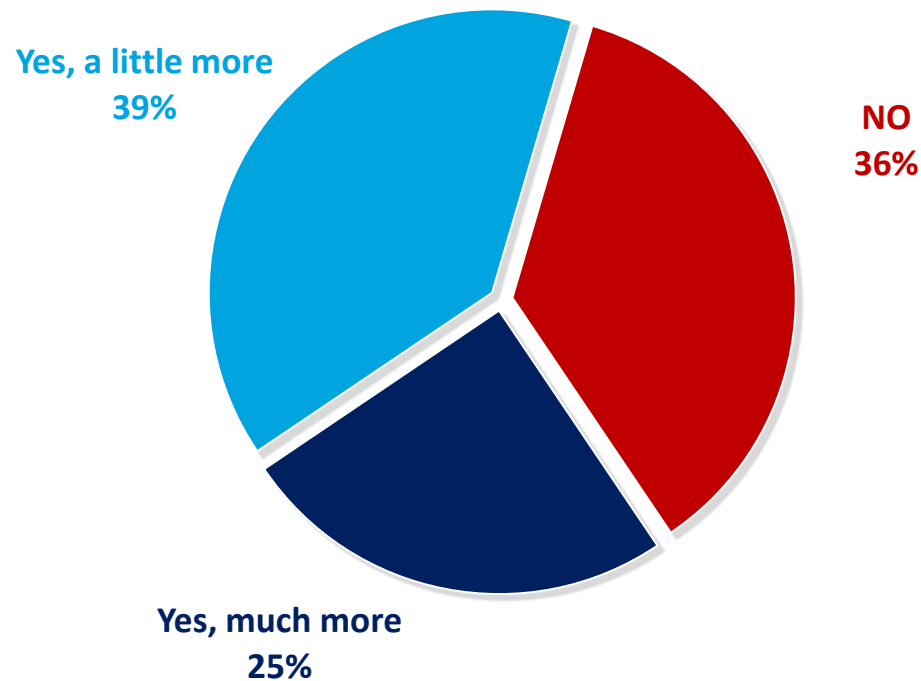


D | Expectations

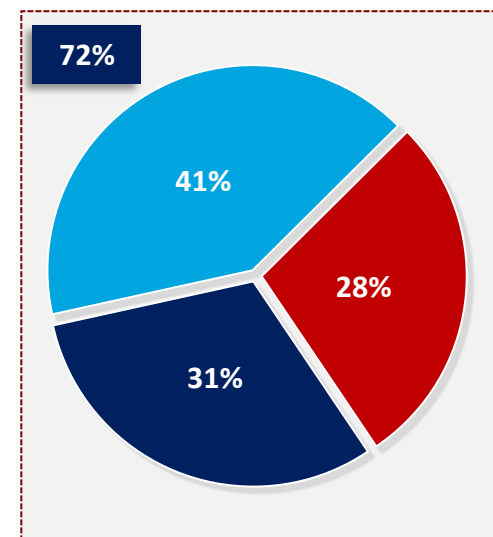
Question: Would you like to receive more information on EU funds?

October 2013 Total

TOTAL Yes
64%



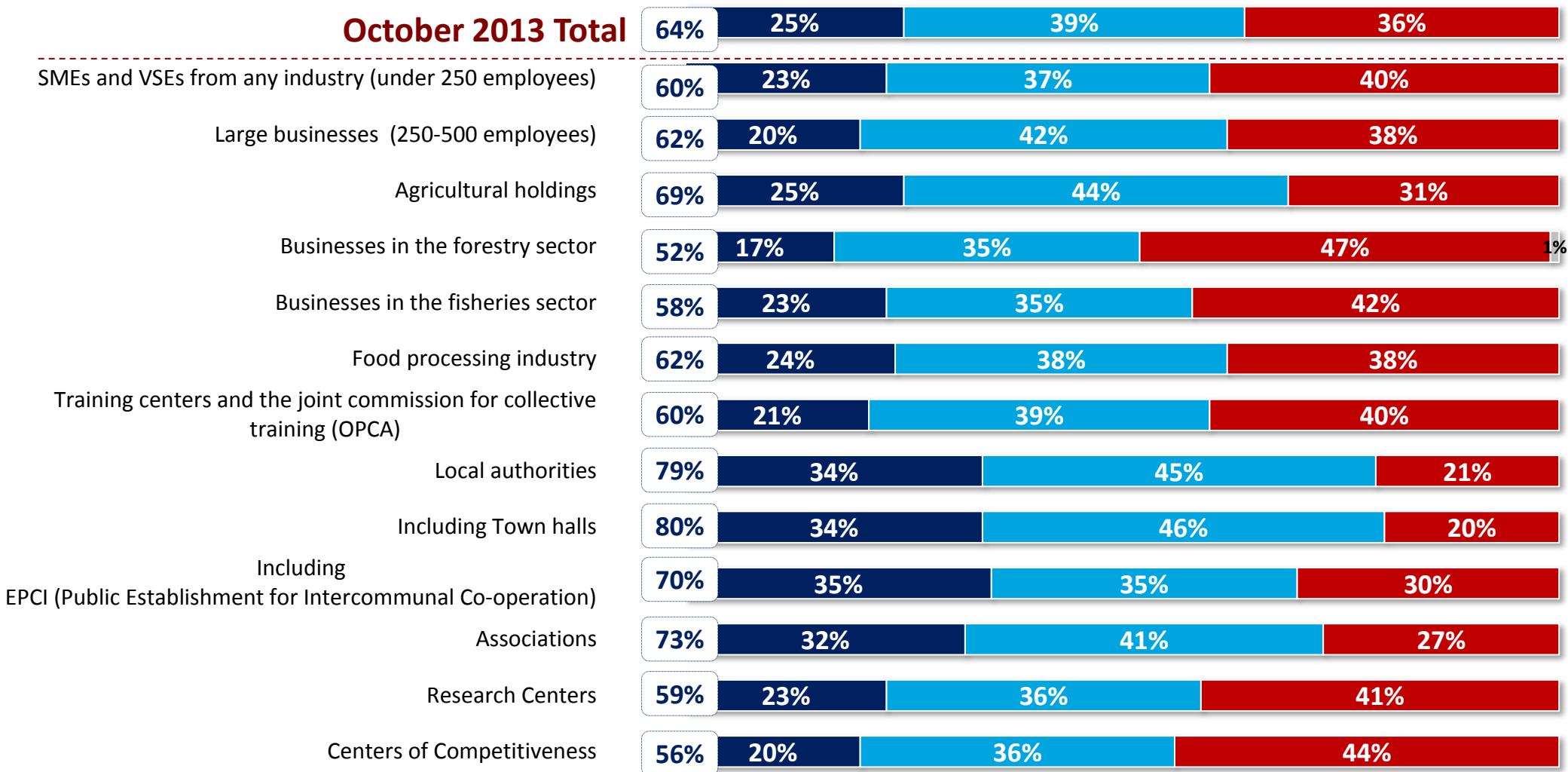
May 2011 comparison



Question: *Would you like to receive more information on EU funds?*

Total "Yes"

October 2013 Total



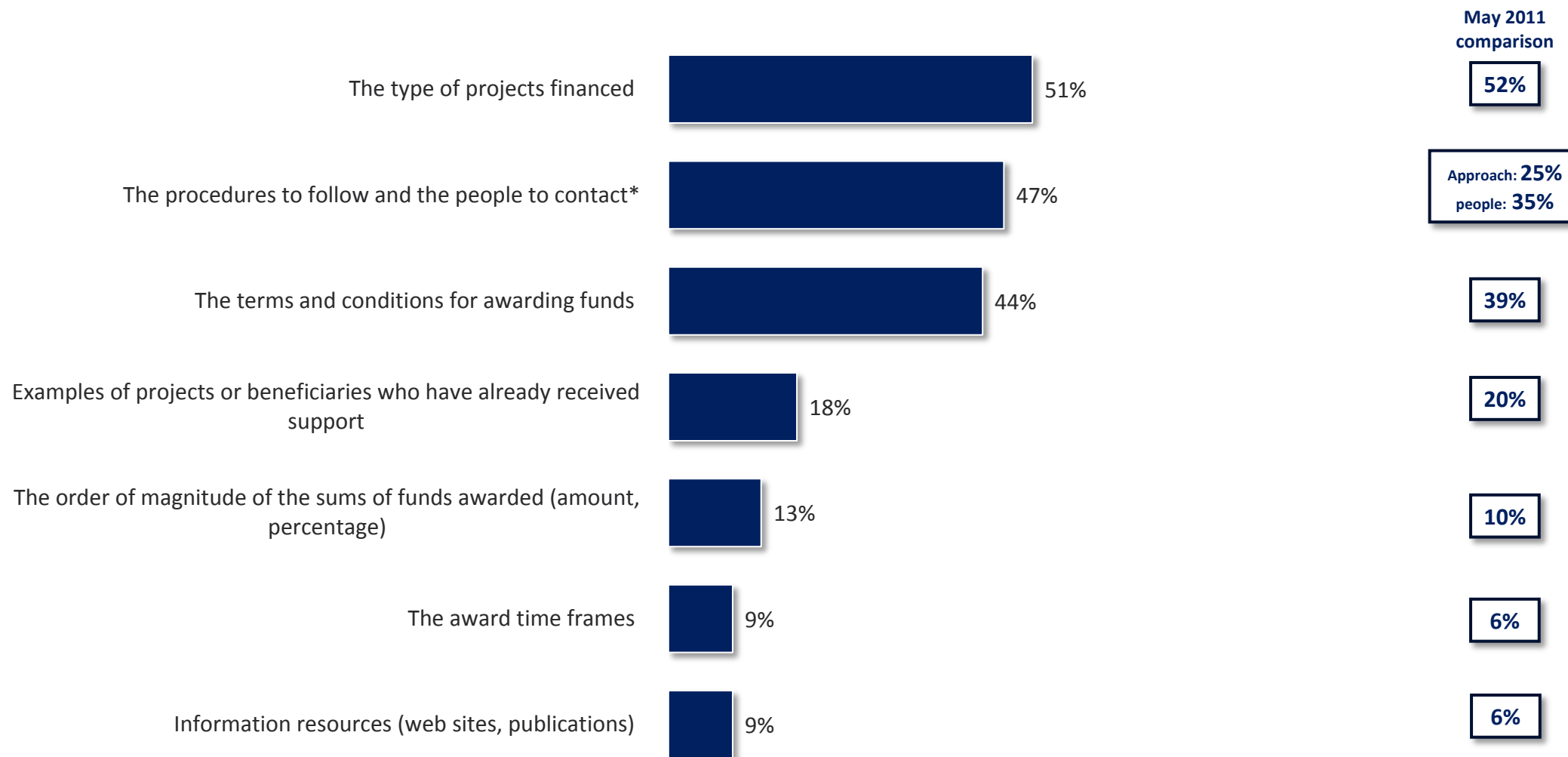
■ Yes, much more

■ Yes, a little more

■ NO

■ No opinion

Question: What type of information relating to the EU funds would you like to receive?
Information on...



Base : question given solely to individuals wishing to receive more information, which was **64%** of the sample

* In May 2011, items were separated and entitled "1. Individuals/bodies to address / 2. The procedures to follow for obtaining a grant"

Question: What type of information relating to the EU funds would you like to receive?

Information on...

