European Commission

SPECIAL EUROBAROMETER 567

Social economy in the life of Europeans

EUROBAROMETER **REPORT**
FIELDWORK: MAY 2025

This survey has been requested by the European Commission, Directorate-General Employment, Social Affairs and Inclusion (DG EMPL)

and co-ordinated by the European Commission, Directorate-General for Communication

(DG COMM "Public Opinion & Citizens Engagement" Unit)

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Introduction

Introduction

The **social economy**, which encompasses a diverse range of entities such as **associations**, **cooperatives**, **mutual societies**, **foundations** and **social enterprises**, plays an important role in the lives of European citizens. These entities are characterised by their social and/or environmental mission, democratic or participatory governance, and the reinvestment of profits and surpluses for the collective good.

Comprising at least **4.3 million entities**, the social economy employs over **11.5 million people** in a variety of economic sectors[1]. As Europe faces complex challenges such as climate change, demographic shifts, and digital transformation, **the social economy offers innovative, inclusive, and sustainable solutions that complement traditional economic models.**

The European Commission has long recognised the importance of the social economy in fostering inclusive growth, social cohesion, and resilience. The **2021 Social Economy Action Plan** sets out a roadmap for supporting the development of the social economy, improving its visibility, and enhancing its access to funding and markets until 2030.

Furthermore, the **Council recommendation of 27 November 2023 on developing social economy framework conditions**[2] provides Member States with guidance on how to tailor public policies and legal frameworks to support the social economy. It also encourages Member States to adopt or update comprehensive national or regional strategies that recognise and stimulate the social economy.

This Special Eurobarometer survey, commissioned by the European Commission's Directorate-General for Employment, Social Affairs and Inclusion (DG EMPL), explores public awareness, understanding, and engagement with the social economy across the European Union. It provides a comprehensive snapshot of how EU citizens perceive the social economy, the extent to which they participate in it, and what values they associate with it. The findings offer valuable insights for policymakers, practitioners, and stakeholders seeking to strengthen the visibility and impact of the social economy in Europe.

The survey was conducted in the 27 EU Member States and coordinated by the European Commission's Directorate-General for Communication (DG COMM), "Public Opinion & Citizens Engagement" Unit. It forms part of the broader effort to monitor public opinion on key social and economic issues and to inform evidence-based policymaking at the EU level.

This Eurobarometer survey contributes to this agenda by shedding light on citizens' familiarity with the concept of social economy, their personal involvement in social economy organisations, and their views on the ecosystem's societal and economic contributions.

This survey has four main objectives:

1. To assess the level of **awareness and understanding** of the social economy among EU citizens.
2. To explore the extent and nature of **personal engagement** with social economy organisations and values.
3. To examine **perceptions of the social economy's role in society**, the economy, and the environment.
4. To evaluate citizens' views on **the support provided by public authorities and employers** for the development of the social economy.

The results presented in this report are based on face-to-face interviews conducted with a representative sample of the population aged 15 and over in each Member State. The data collection was carried out in accordance with the Eurobarometer's rigorous methodological standards, ensuring comparability and reliability across countries.

[1] European Commission: European Innovation Council and SMEs Executive Agency, CIRIEC, Euricse, Spatial Foresight, Carini, C. et al., *Benchmarking the socio-economic performance of the EU social economy – Improving the socio-economic knowledge of the proximity and social economy ecosystem*, Publications Office of the European Union, 2024

[2] EUR-Lex - 52021DC0778 - EN - EUR-Lex

Methodology

This Special Eurobarometer on social economy was part of the Eurobarometer wave 103.4 and was conducted in May 2025. This report covers the results from the 27 EU Member States. 26,410 respondents from different social and demographic groups were interviewed in the appropriate national language. This survey was commissioned by the European Commission, Directorate-General for Employment, Social Affairs and Inclusion (DG EMPL).

The methodology used was that of the Standard Eurobarometer surveys carried out by the Directorate-General for Communication ("Public Opinion & Citizens Engagement" Unit)[3]. Interviews were conducted face-to-face, either physically in people's homes or through remote video interaction in the appropriate national language. Interviews with remote video interaction ("online face-to-face" or CAVI, Computer Assisted Video Interviewing), which were only conducted in Denmark, Malta, Netherlands, Finland and Sweden. A technical note concerning the interviews conducted by the member institutes of the Verian network is annexed to this report.

We would like to thank the people across the European Union who have offered their time to take part in this survey.

Without their active participation, this study would not have been possible.

Note: In this report, EU countries are referred to by their official abbreviations, as listed below:

Belgium	BE	Lithuania	LT
Bulgaria	BG	Luxembourg	LU
Czechia	CZ	Hungary	HU
Denmark	DK	Malta	MT
Germany	DE	The Netherlands	NL
Estonia	EE	Austria	AT
Ireland	IE	Poland	PL
Greece	EL	Portugal	PT
Spain	ES	Romania	RO
France	FR	Slovenia	SI
Croatia	HR	Slovakia	SK
Italy	IT	Finland	FI
Republic of Cyprus	CY *	Sweden	SE
Latvia	LV		
European Union – weighted average for the 27 Member States			EU27

*Cyprus as a whole is one of the 27 European Union Member States. However, the *acquis communautaire* has been suspended in the part of the country not controlled by the government of the Republic of Cyprus. For practical reasons, only the interviews carried out in the part of the country controlled by the government of the Republic of Cyprus are included in the "CY" category and in the EU27 average.

[3] The Eurobarometer methodological approaches: https://europa.eu/eurobarometer/about/eurobarometer

Key findings

Awareness of the social economy is moderate, with strong variation across countries and demographics

- 56% of EU citizens **have heard of the social economy**, with highest awareness in Malta (82%), Netherlands (79%), and the Estonia (71%). In contrast, awareness is lowest in Greece (34%), Romania (37%), and Poland (41%).
- Familiarity with the concept is more limited: 12% are “definitely” familiar and 34% “somewhat” familiar.
- Awareness and familiarity are higher among those with higher education and living in large towns.
- **Associations** (73%) and **foundations** (69%) are the most recognised types of social economy organisations, followed by cooperatives (56%), mutual societies (50%), and social enterprises (47%).
- More than two out of three citizens who are not familiar with the term "social economy" still recognise associations.

Personal engagement within social economy organisations is widespread

- The most common roles in social economy organisations are **volunteer** (18%) and **financial donor** (18%), followed by **client/custome**r (15%) and **member** (13%).
- Three out of ten EU citizens donate to social economy entities
- **Out of those EU citizens involved in the social economy, more than four out of ten are involved at least twice a month**.
- The level of involvement in social economy organisations among EU citizens is distributed as follows: 14% of EU citizens say they are highly involved (at least twice a week), 29% say they are frequently involved (at least twice a month), 39% say they are involved but less often and 18% not involved.
- Involvement is higher among those aged 15-24, those with higher education, and those who are financially secure.
- Engagement with the social economy is highest in the Netherlands (67%), Sweden (62%), and Ireland (55%), and lowest in Latvia (23%) and Romania (24%).

Ethical values matter to consumers, though quality and price remain top priorities

- 94% of EU citizens consider **quality important when buying goods and services**, and 91% say the same for **price**.
- Local production (85%), **social standards** (81%), and **environmental standards** (79%) are also highly valued.

One in three EU citizens has received support from social economy organisations

- 33% report having received support, most commonly **access to training or employment** (10%), goods (9%), or personal services (8%).
- Support is most frequently reported in the Netherlands and Belgium (54%), and least in Slovenia, Spain, Portugal and Greece (under 25%).
- Younger people, students, and those facing financial difficulties are more likely to have received support. Among those who have difficulties paying bills most of the time, 43% report having received support—compared to 41% among those with difficulties from time to time, and 29% among those who almost never or never face such difficulties.

The social economy is widely seen as important for well-being and sustainability

- **75% consider the social economy important for society**, 72% for their local community, 61% for their personal well-being, and 71% for the environment.
- **Familiarity with the concept is associated with stronger perceived importance across all dimensions**.
- **Support for the social economy’s contribution to well-being is broadly consistent across the political spectrum.** Notably, individuals identifying as left-leaning (65%), centrist (60%), and right-leaning (61%) express similar levels of endorsement.

Citizens see the social economy as most impactful in health and care, education, sports and culture

- 58% say **social economy organisations make the biggest difference in health and social care**, followed by education and training (44%) and culture, sports and leisure (42%).
- Environmental and sustainability-related activities (36%) as well as agriculture and food (35%) are also widely recognised.

Poverty reduction and social inclusion are seen as the top community impacts

- 46% of EU citizens say the **social economy contributes most to reducing poverty**, followed by **care and healthcare services** (42%) and **social inclusion** (37%).
- Environmental protection (33%), strengthening local communities (32%), and training and skills development (30%) are also widely recognised.
- Familiarity with the concept increases recognition of its impact across all areas.

Citizens expect employers to align with social economy values

- 93% of EU citizens support the idea that **employers should apply social economy principles**.
- In detail, the most widely supported principle is reinvesting profits into the company's mission (52%), followed by working for a social or environmental goal (51%) and giving employees a say in decision-making (49%).
- Support is highest among younger and more educated respondents, and those familiar with the social economy.

Perceptions of social economy development in Member States vary

- 50% of EU citizens believe the **social economy is well developed in their country**, while 43% say it is not.
- Perceived development is higher among younger, more educated, and financially secure respondents, and those familiar with the concept.

Public support for policy action is strong

- 88% agree that **public authorities should develop strategies and legislation to support the social economy**.
- 86% support education and awareness initiatives, and 80% agree with direct public funding.
- Support is highest among younger, more educated, and urban respondents, and those familiar with the concept.
- **Political orientation appears to have little impact on support for policy action,** with citizens across the spectrum consistently expressing high levels of endorsement—ranging from 83% to 93%.

I. Awareness and understanding of the social economy

1. Awareness of the term "social economy"

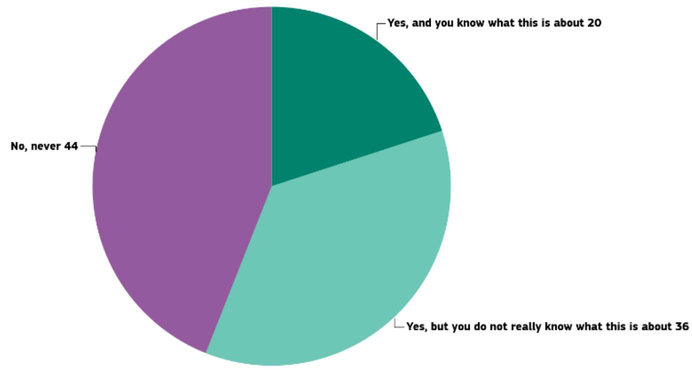
More than five in ten EU citizens have heard of the social economy

Across the European Union, more than five in ten citizens (56%) have already heard about the "social economy", among them 20% have heard about the social economy and know what it is about, while 36% do not really know what it is about.

The proportion of EU citizens who heard about the social economy varies widely across the EU Member States. The highest levels of awareness were recorded in Malta (82%), the Netherlands (79%), Estonia (71%), and Latvia (69%). In contrast, countries such as Poland (41%), Romania (37%), and Greece (34%) reported lower levels of awareness.

Across most countries (22 Member States), at least half of the citizens have already heard about the social economy.

QB1: Have you ever heard of the "social economy"? (%)



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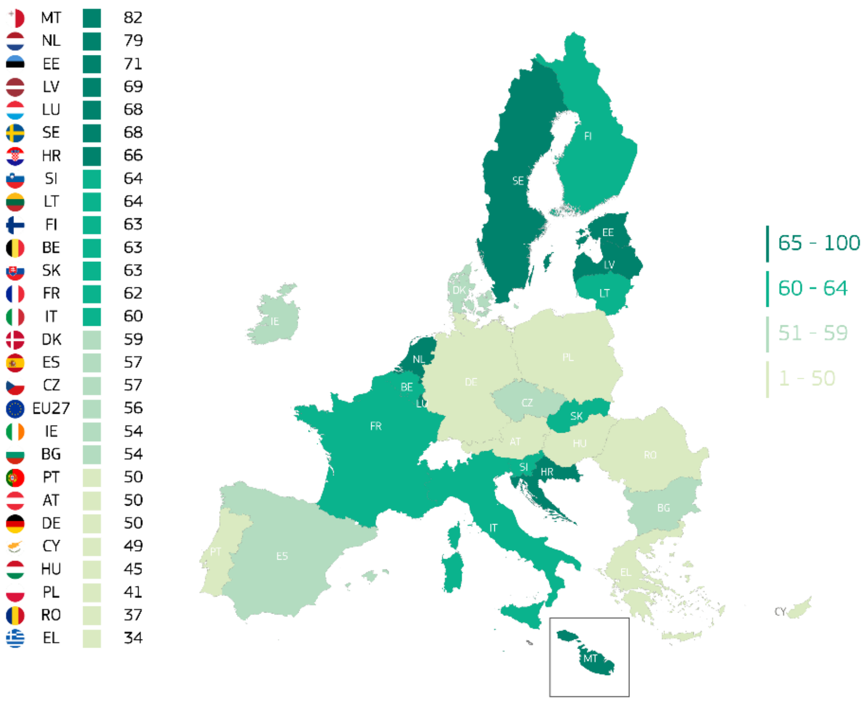
QB1: Have you ever heard of the "social economy"? - Total 'Yes' (EU27) (%)



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The **socio-demographic analysis** reveals the following:

- **Gender differences are modest**: 57% of men have heard of the social economy, compared to 54% of women. Men are also slightly more likely to say they know what it is about (21% vs 18%).
- **Awareness is highest among those aged 25–39** (61%), followed by 40–54 (58%), 15–24 (53%), and 55+ (51%). The 25–39 group is also most likely to say they know what it is about (24%), while the 55+ group is the least likely (17%).
- Education is associated with awareness**. Those who ended education at age 20+ show the highest awareness** (67%), with 28% saying they know what it is about. In contrast, only 37% of those who left school at 15 or younger have heard of the social economy, and just 12% say they know what it is about.
- **Awareness is highest among those identifying with the left** (63%), followed by the right (56%) and the centre (53%). Those on the left are most likely to say they know what the social economy is about (24%), while those on the centre are the least likely (18%).
- **Financial vulnerability affects awareness.** Among those who have difficulties paying bills most of the time, only 47% have heard of the social economy, in contrast to 58% awareness among those not experiencing financial difficulties.
- **Awareness increases with the degree of urbanisation**. Respondents in large towns are most aware (59%), followed by those in small or middle-sized towns (56%), while awareness in rural areas or villages is lower (51%). Those in large towns are also more likely to say they know what the social economy is about (23%) compared to rural residents (18%).

QB1 Have you ever heard of the "social economy"?
(% - EU)

	Yes, and you know what this is about	Yes, but you do not really know what this is about	No, never	Don't know	Total 'Yes'	Total 'No'
EU27	20	36	44	0	56	44
Gender						
Man	21	36	43	0	57	43
Woman	18	36	46	0	54	46
Age-4						
15-24	18	35	47	0	53	47
25-39	24	37	39	0	61	39
40-54	21	37	42	0	58	42
55+	17	34	49	0	51	49
Education (End of)						
15-	12	25	63	0	37	63
16-19	16	36	48	0	52	48
20+	28	39	33	0	67	33
Still Studying	19	36	45	0	55	45
Difficulties paying bills						
Most of the time	18	29	53	0	47	53
From time to time	17	35	48	0	52	48
Almost never / Never	21	37	42	0	58	42
Subjective urbanisation						
Rural area or village	18	33	49	0	51	49
Small or middle sized town	19	37	44	0	56	44
Large town	23	36	41	0	59	41
Left-right political scale						
(1-4) Left	24	39	37	0	63	37
(5-6) Centre	18	35	47	0	53	47
(7-10) Right	20	36	44	0	56	44

2. Familiarity with the concept of "social economy"

Close to half EU citizens were familiar with the concept of "social economy" before the interview

After respondents answered the initial question about their awareness of the term, a definition of the social economy was read aloud to provide a common understanding for all subsequent questions. This approach allowed participants who were unfamiliar with the term "social economy" but aware of the concept itself to answer the remainder of the questionnaire more accurately.

The definition provided was: "The social economy is made up of organisations that put people, communities and the environment first – not profits. Their main aim is to create a positive social or environmental impact. These organisations typically:

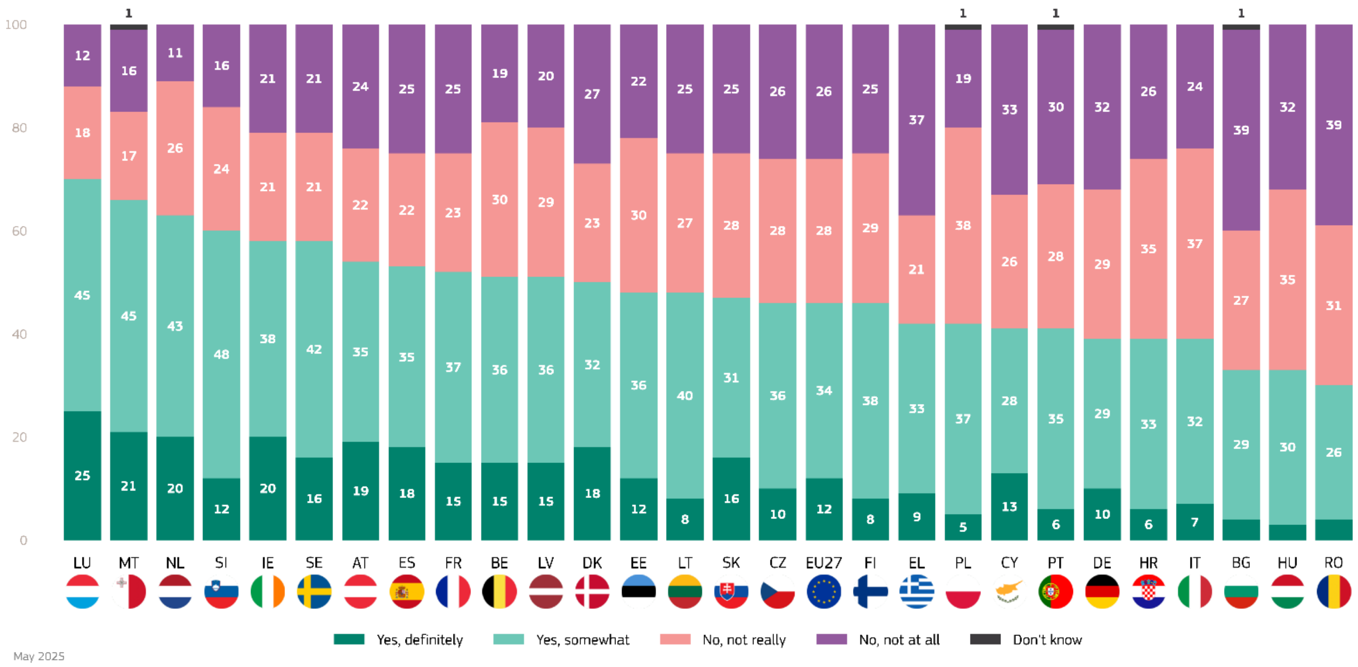
- Are private and independent from public authorities
- Reinvest most of their profits back into their social or environmental mission, rather than distribute them to owners or shareholders
- Are managed in a democratic or participatory way, involving members, workers, or users in decision-making"

When asked whether they were familiar with the concept prior to the interview, a majority of EU citizens indicated some level of awareness. Over one in ten respondents (12%) said they were "definitely" familiar with the concept, while just over one-third (34%) said they were "somewhat" familiar. In contrast, more than half of respondents expressed limited or no familiarity: 28% said they were "not really" familiar, and 26% said they were "not at all" familiar with the concept.

At EU Member States level, in most countries, **a majority of respondents reported at least some familiarity with the concept**. The highest levels of definite familiarity were recorded in Luxembourg (25%), Malta (21%), the Netherlands and Ireland (both 20%). In contrast, countries such as Bulgaria, and Romania (both at 4%) and Hungary (3%) reported the lowest levels of definite familiarity.

Across 18 Member States, the most common response was "Yes, somewhat," with Luxembourg and Malta (both 45%) leading in this category. However, a substantial share of respondents in several countries indicated limited familiarity. In Romania, 31% said they were "not really" familiar, and 39% "not at all." Similar patterns were observed in Hungary, Bulgaria, and Italy, where over 60% of respondents expressed limited or no familiarity.

QB2: Were you familiar with this concept before the interview? (%)



The **socio-demographic analysis** reveals the following:

- **Men are more familiar with the concept**. 48% of men report familiarity with the concept, compared to 43% of women.
- Familiarity with the concept is highest among those aged 25-39 (51%). It is slightly lower among both the youngest group (15-24) and those aged 40-54, reporting respectively 45% and 47% familiarity. The lowest degree of familiarity is observed among respondents aged 55 and over at 42%.
- Similarly to the trends observed for awareness, **education is associated with higher familiarity levels**. Respondents who completed their education at age 20 or older are the most familiar (58%), with 18% saying they were "definitely" familiar. In contrast, only 30% of those who left school at 15 or younger report familiarity, and just 6% were "definitely" familiar.
- **Financial stability is associated with a higher level of familiarity.** Those who almost never or never have difficulty paying bills report the highest rate of familiarity (48%), while those who struggle most of the time report the lowest (37%).
- **Familiarity is highest among residents of large towns** (51%), followed by those in small or middle-sized towns (44%), and lowest in rural areas or villages (43%). Respondents in large towns are also more likely to say they were "definitely" familiar (14%) compared to rural residents (10%).
- **Familiarity is highest among those identifying with the left** (54%), followed by the right (45%) and the centre (42%). Those on the left are also most likely to say they were "definitely" familiar (16%).

These results are consistent with the trends observed regarding the knowledge of the concept.

QB2 Were you familiar with this concept before the interview?
(% - EU)

	Yes, definitely	Yes, somewhat	No, not really	No, not at all	Don't know	Total 'Yes'	Total 'No'
EU27	12	34	28	26	0	46	54
Gender							
Man	12	36	28	24	0	48	52
Woman	11	32	29	28	0	43	57
Age-4							
15-24	9	36	28	27	0	45	55
25-39	14	37	28	21	0	51	49
40-54	12	35	30	23	0	47	53
55+	11	31	28	30	0	42	58
Education (End of)							
15-	6	24	27	42	1	30	69
16-19	8	32	32	28	0	40	60
20+	18	40	24	18	0	58	42
Still Studying	12	38	26	24	0	50	50
Difficulties paying bills							
Most of the time	10	27	28	35	0	37	63
From time to time	8	33	32	27	0	41	59
Almost never / Never	13	35	27	25	0	48	52
Subjective urbanisation							
Rural area or village	10	33	28	29	0	43	57
Small or middle sized town	11	33	30	26	0	44	56
Large town	14	37	26	23	0	51	49
Left-right political scale							
(1-4) Left	16	38	26	20	0	54	46
(5-6) Centre	10	32	30	28	0	42	58
(7-10) Right	10	35	30	25	0	45	55

3. Knowledge of types of organisations belonging to the social economy

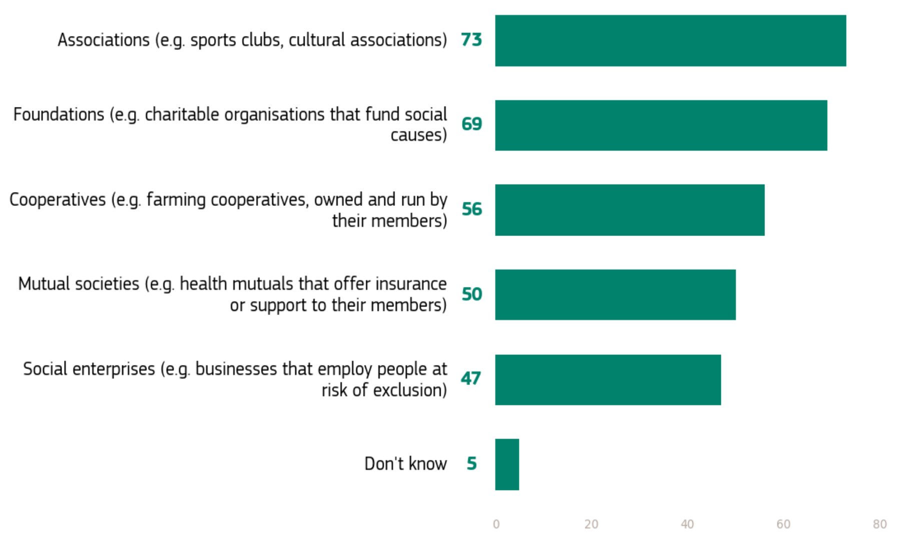
When asked about their awareness of different types of social economy organisations, EU citizens most frequently recognise associations and foundations.

EU citizens were presented with a list of organisation types and asked to indicate which ones they knew about. Multiple answers were allowed, and the results provide insight into the general level of awareness of the social economy across the European Union.

Nearly three-quarters of citizens (73%) say they are aware of **associations**, such as sports clubs or cultural associations. This is followed closely by **foundations** (69%), which typically fund social causes. Over half of respondents (56%) are familiar with **cooperatives**, such as farming cooperatives that are owned and run by their members.

Awareness is slightly lower for **mutual societies** (50%) and **social enterprises** (47%).

QB3: Among the following types of organisations, which ones do you know? Please select all that apply. (MULTIPLE ANSWERS POSSIBLE) (EU27) (%)



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The country-level data reveal notable variations in awareness of social economy organisations across Member States.

Associations are the most widely recognised type of social economy organisation across the EU27. This trend is particularly pronounced in Sweden (96%), Finland (93%), and Denmark (90%)**.** In contrast, awareness is significantly lower in Romania (40%) and Bulgaria (46%) - the only two countries where fewer than half of citizens report knowing what associations are. Associations are the most known organisation type in 17 Member States.

Foundations are also well known, with 69% of EU respondents recognising them. Sweden again leads with 90%, followed by Finland and the Netherlands both at 84%. The lowest awareness is observed in Romania (44%) and Croatia (52%). Overall, foundations are the most known organisation type in 9 Member States. In Hungary, associations and foundations are equally the most recognised (66% each).

Cooperatives are recognised by 56% of EU citizens. Sweden stands out with 83% awareness, followed by Greece (80%) and Slovenia (78%). The lowest levels of recognition are in Romania (39%) and Bulgaria (42%). Although cooperatives are not the top choice in any of the 27 Member States, they are the second most known organisation in Croatia, Italy, Hungary, and Slovenia.

Mutual societies show more variation, with an EU average of 50%. Belgium, Spain, and the Netherlands report the highest awareness with all the three at 69%, while Greece (25%), Croatia (26%) and Bulgaria (27%), report the lowest. They are the second most frequently mentioned organisation in Belgium and the third one in five Member States.

Social enterprises, while less well known overall (47% EU average), are most recognised in Slovakia (67%), Denmark (65%), and the Netherlands (63%). Awareness is lowest in Bulgaria, Cyprus, and Romania, where fewer than 30% of the population in these three Member States reported being familiar with social enterprises. Social enterprises are the least known organisation, being the third choice only in Denmark, Hungary and Austria.

QB3: Among the following types of organisations, which ones do you know? Please select all that apply. (MULTIPLE ANSWERS POSSIBLE) (%)

	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
Associations (e.g. sports clubs, cultural associations)	73	70	46	59	90	85	62	73	83	76	83	64	62	65	63	66	82	66	62	86	71	55	75	40	81	77	93	96
Foundations (e.g. charitable organisations that fund social causes)	69	66	54	74	84	74	61	66	82	79	67	52	56	79	74	76	79	66	61	84	61	61	65	44	73	82	84	90
Cooperatives (e.g. farming cooperatives, owned and run by their members)	56	49	42	58	57	46	55	48	80	63	61	53	58	50	56	61	55	57	59	66	48	50	63	39	78	69	76	83
Mutual societies (e.g. health mutuals that offer insurance or support to their members)	50	69	27	31	53	60	32	31	25	69	56	26	33	33	51	36	67	35	49	69	53	45	33	32	63	36	60	40
Social enterprises (e.g. businesses that employ people at risk of exclusion)	47	49	26	47	65	55	32	39	43	57	41	31	41	26	51	59	58	37	52	63	53	31	33	29	70	67	57	54
Don't know	5	2	15	7	1	4	12	6	4	4	5	8	8	11	8	7	3	1	3	1	3	6	6	9	2	1	2	0

1st Most Frequently Mentioned Item
2nd Most Frequently Mentioned Item
3rd Most Frequently Mentioned Item

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The **socio-demographic** analysis reveals the following:

- **Men are slightly more aware of most organisation types**. For example, 75% of men know about associations compared to 72% of women. Men also report slightly higher awareness of cooperatives (59% vs 54%) and mutual societies (52% vs 48%).
- **Awareness is highest among those aged 25–39 and 40–54**, with 74% in both groups recognising associations and around 70% aware of foundations. The youngest group (15–24) shows lower awareness of cooperatives (48%) and social enterprises (40%), while those aged 55+ maintain relatively high awareness across categories, though slightly lower for social enterprises (46%).
- **Education is strongly associated with awareness**. Respondents who completed their education at age 20 or older are the most aware across all categories—80% know associations, 78% know foundations, and 66% know cooperatives. In contrast, those who left school at 15 or younger show the lowest awareness, especially for social enterprises (37%) and mutual societies (39%).
- **Financial stability correlates with higher awareness**. Those who almost never have difficulty paying bills report the highest awareness of associations (77%), foundations (72%), and cooperatives (60%). Respondents who struggle most of the time show the lowest awareness, particularly for social enterprises (38%) and mutual societies (40%).
- **Urban residents are slightly more aware than rural ones**, especially of foundations (73% in large towns vs 68% in rural areas) and social enterprises (50% vs 44%). Awareness of associations is consistent across all areas (around 72–74%).
- Political orientation influences awareness. **Those identifying with the left report the highest awareness** across all organisations — 80% for associations, 76% for foundations, and 63% for cooperatives.
- **Familiarity with the concept of social economy is the strongest predictor of awareness**. Those who say they are familiar with the concept report significantly higher awareness across all organisation types—78% for foundations, 67% for cooperatives, and 62% for social enterprises. In contrast, those unfamiliar with the concept show much lower levels of knowledge, especially for social enterprises (34%) and mutual societies (41%).
- Among those unfamiliar with the "social economy" concept, many still recognize specific types of social economy organizations. Notably, 69% identify associations, 61% foundations, 47% cooperatives, 41% mutual societies, and 34% social enterprises.

QB3 Among the following types of organisations, which ones do you know? Please select all that apply.
(MULTIPLE ANSWERS POSSIBLE)
(% - EU)

	Associations (e.g. sports clubs, cultural associations)	Mutual societies (e.g. health mutuals that offer insurance or support to their members)	Foundations (e.g. charitable organisations that fund social causes)	Cooperatives (e.g. farming cooperatives, owned and run by their members)	Social enterprises (e.g. businesses that employ people at risk of exclusion)	Don't know
EU27	73	50	69	56	47	5
Gender						
Man	75	52	69	59	48	5
Woman	72	48	68	54	45	5
Age-4						
15-24	74	46	65	48	40	5
25-39	74	52	69	56	48	4
40-54	74	50	70	59	50	4
55+	72	50	69	58	46	6
Education (End of)						
15-	67	39	60	50	37	9
16-19	70	46	64	52	42	6
20+	80	59	78	66	57	2
Still Studying	78	49	68	50	42	7
Difficulties paying bills						
Most of the time	69	40	63	46	38	7
From time to time	66	40	61	52	42	6
Almost never / Never	77	55	72	60	49	4
Subjective urbanisation						
Rural area or village	74	51	68	58	44	5
Small or middle sized town	72	49	67	56	46	5
Large town	74	49	73	56	50	4
Left-right political scale						
(1-4) Left	80	56	76	63	55	3
(5-6) Centre	72	50	68	54	45	5
(7-10) Right	68	47	65	54	44	5
Familiarity with the concept of social economy						
Yes	79	61	78	67	62	1
No	69	41	61	47	34	8

II. Personal engagement with social economy organisations and values

1. Personal roles and involvement in the social economy

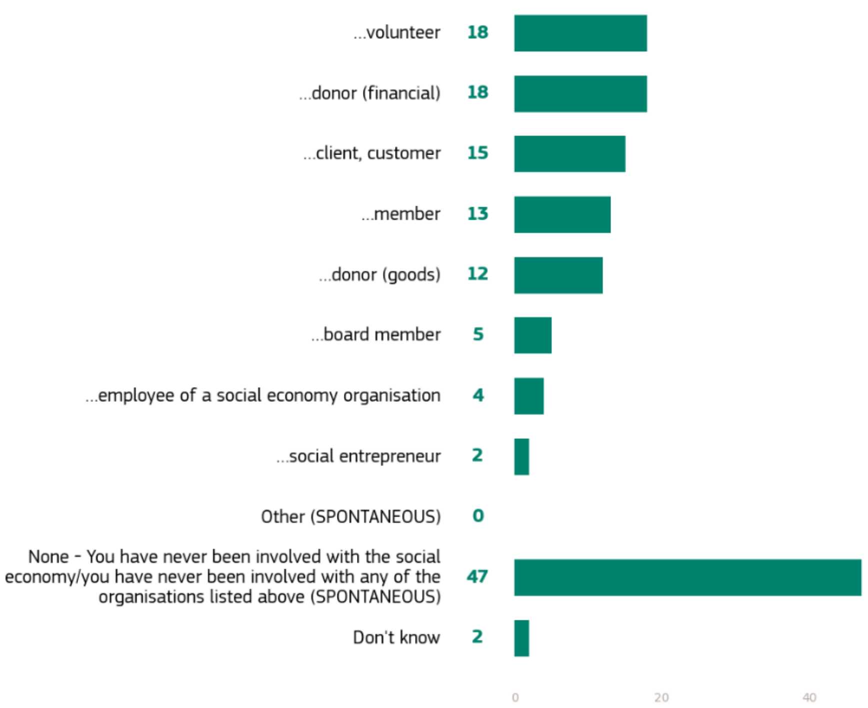
Nearly two in ten EU citizens report to have volunteered or been a financial donor for a social economy organisation in the past five years

When asked about their personal involvement with social economy organisations over the past five years, more than half of EU citizens (51%) reported **to be engaged in at least one of the listed roles**. This suggests that active participation in social economy organisations is widespread with a majority of citizens being personally involved in at least one role.

The most common roles were as a **volunteer** or **financial donor**, each cited by 18% of citizens. These were followed by client or customer (15%), member (13%) and goods donor (12%).

Less common forms of involvement included serving as a board member (5%) or working as an employee of such organisations (4%). Only 2% identified as social entrepreneurs, highlighting the relatively niche nature of entrepreneurial activity within the sector.

QB4: In what roles, if any, have you been personally involved with any social economy organisations over the past five years? You have been involved as a... Please select all that apply. (MULTIPLE ANSWERS POSSIBLE) (EU27) (%)



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Involvement in each role varied considerably at EU Member State level. Sweden, the Netherlands, Finland, and Denmark notably differentiate themselves form rest of the Member states with higher rates of involvement in each role. In contrast, more than three quarters of citizens did not report involvement in any role in Greece (81%), Romania (77%) and Portugal (74%).

In 11 Member States, the most frequently reported role was volunteer. Highest shares were observed in the Netherlands (49%) Denmark (43%) while lowest share of volunteers were observed in Poland, Portugal, Greece, Hungary (all at 6%) and Romania (5%).

The role of financial donors was most quoted in 9 Member States. Highest share of financial donors reported in Sweden (50%), Luxembourg (41%) and the Netherlands (36%); while lowest shares were observed in Bulgaria, Greece and Cyprus (all at 1%).

The role of client or customer was the most quoted in 8 Member States. In Finland, over half (53%) of citizens reported such involvement. Over three out of ten reported involvement in that role in the Netherlands (34%), Sweden (32%) and Belgium (31%).

Membership was quoted as first form of involvement only in Sweden, where a vast majority of citizens (58%) indicated they had been involved in this capacity over the past five years. In contrast lowest shares were observed in Romania, Portugal and Lithuania (all at 2%).

The role of good donors was the most frequently quoted in Portugal (11%) and Slovakia (18%). Interestingly, highest shares of involvement in that role were observed in Austria (30%) Germany (23%), Estonia and Sweden (both at 19%).

Board members, employees and social entrepreneur were significantly less represented across all member states. Notably, relatively high shares were still observed in Sweden for board members (29%) and in the Netherlands for employee (14%).

QB4: In what roles, if any, have you been personally involved with any social economy organisations over the past five years? You have been involved as a...
Please select all that apply. (MULTIPLE ANSWERS POSSIBLE) (%)

	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
...volunteer	18	29	7	12	43	21	15	30	6	13	20	14	18	18	14	9	32	6	16	49	15	6	6	5	24	13	34	30
...donor (financial)	18	20	1	22	32	32	24	18	1	11	16	8	8	1	22	5	41	10	16	36	35	11	6	4	19	18	29	50
...client, customer	15	31	13	12	21	10	19	18	6	11	21	14	13	6	16	7	12	12	12	34	11	10	3	6	6	10	53	32
...member	13	21	3	5	38	24	6	19	5	5	10	6	3	4	7	2	23	3	9	29	13	5	2	2	11	7	44	58
...donor (goods)	12	12	1	17	8	23	19	17	3	6	12	12	5	3	15	5	18	9	8	17	30	4	11	5	7	18	27	19
...board member	5	5	1	2	17	4	4	4	1	1	4	3	3	2	2	0	4	2	7	17	4	4	1	3	1	1	16	29
...employee of a social economy organisation	4	5	2	3	9	5	3	5	1	2	4	3	3	2	2	4	6	3	7	14	6	4	2	3	3	2	8	11
...social entrepreneur	2	2	1	2	3	2	2	2		2	1	4	2	1	1	1	1	3	4	6	4	4	1	2	1	1	2	4
Other (SPONTANEOUS)	0	0	1	0	2	0	1	0	0	0	0	0	0	0	0	1	0	0	0	0	1			0	0		0	0
None - You have never been involved with the social economy/you have never been involved with any of the organisations listed above (SPONTANEOUS)	47	25	71	44	18	33	40	35	81	59	41	52	59	61	47	70	23	67	47	11	38	61	74	77	52	51	14	11
Don't know	2	1	2	3	2	1	4	3	1	2	2	2	1	4	2	3	1	1	3	1	2	3	2	3	1	1	1	1

1st Most Frequently Mentioned Item
2nd Most Frequently Mentioned Item
3rd Most Frequently Mentioned Item

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The **socio-demographic analysis** reveals the following:

- Involvement in social economy organisations in the past five years varies significantly across socio-demographic groups, revealing nuanced patterns of engagement. While overall participation remains moderate, certain roles—particularly volunteering, donating, and being a client or member—stand out as more common forms of involvement.
- **Women are slightly more engaged than men across most roles**, particularly as volunteers (19% vs 17%), donors of goods (14% vs 10%), and financial donors (19% vs 17%). Men and women are equally likely to have served as social entrepreneurs, though women are marginally more likely to have worked as employees in social economy organisations and men as board members.
- **Age plays a notable role in shaping involvement**. Youth, aged 15–24, are the most likely to have volunteered (21%) and to have been clients or customers (16%), but they are less likely to have donated financially (9%) or served on boards (2%). In contrast, those aged 40–54 and 25–39 show more balanced involvement across roles, with higher rates of financial donation (18%) and board membership (5% and 6% respectively). The oldest group (55+) is the most likely to have donated financially (21%) but shows slightly lower engagement as clients (12%) and volunteers (17%).
- **Education is a strong predictor of involvement**. Those who ended their education at age 20 or older are significantly more active across all roles: 24% have volunteered, 28% have donated financially, and 19% have been members. In contrast, individuals who left school at 15 or younger report much lower engagement, with only 10% having volunteered and 64% indicating no involvement at all. Students currently in education show high rate of volunteerism (23%) and client engagement (16%), but lower financial contributions (10%).
- Financial situation also influences participation. **Those who never or almost never have difficulty paying bills are more likely to be involved**, especially as financial donors (22%) and members (14%). Conversely, individuals who struggle financially most of the time are less likely to donate (9%) or serve on boards (2%), and more likely to report no involvement (53%).
- Urbanisation shows only subtle differences. Residents of rural areas are slightly more likely to be members (14%) and board members (6%) than those in towns, while those in large towns are marginally more likely to be employees (5%) or financial donors (19%).
- Political orientation correlates with engagement levels. **Citizens identifying with the left are the most active,** with 24% having volunteered, 26% having donated financially, and 17% having been members. Those in the centre and right are less involved overall, with higher rates of non-involvement (48% vs. 38% for those identifying to the left).
- Finally, **familiarity with the concept of social economy is a key driver of participation**. Those who are familiar with it are far more likely to have volunteered (25%), donated financially (25%), or served on boards (7%), while only 35% report no involvement. In contrast, among those unfamiliar with the concept, just 12% have volunteered and 57% report no involvement.

QB4 In what roles, if any, have you been personally involved with any social economy organisations over the past five years? You have been involved as a... Please select all that apply. (MULTIPLE ANSWERS POSSIBLE)
(% - EU)

	... social entrepreneur	... employee of a social economy organisation	... volunteer	... member	... board member	... donor (financial)	... donor (goods)	... client, customer	Other (SPONTANEOUS)	None - You have never been involved with the social economy/you have never been involved with any of the organisations listed above (SPONTANEOUS)	Don't know
EU27	2	4	18	13	5	18	12	15	0	47	2
Gender											
Man	2	4	17	13	5	17	10	14	0	48	2
Woman	2	5	19	12	4	19	14	15	0	46	2
Age-4											
15-24	1	4	21	13	2	9	9	16	0	48	2
25-39	3	5	19	13	5	18	12	16	0	46	2
40-54	2	5	17	13	6	18	13	17	0	46	2
55+	2	3	17	12	5	21	13	12	0	49	2
Education (End of)											
15-	1	2	10	6	2	10	8	8	0	64	2
16-19	2	3	15	9	3	14	11	13	0	52	2
20+	3	6	24	19	8	28	16	19	0	34	1
Still Studying	1	5	23	14	3	10	9	16	0	47	2
Difficulties paying bills											
Most of the time	2	4	16	9	2	9	9	16	0	53	1
From time to time	3	5	15	10	3	11	10	15	0	51	2
Almost never / Never	2	4	19	14	6	22	13	14	0	45	2
Subjective urbanisation											
Rural area or village	2	4	17	14	6	17	13	13	0	48	2
Small or middle sized town	2	4	18	12	4	18	12	16	0	46	1
Large town	2	5	18	12	4	19	12	14	0	48	2
Left-right political scale											
(1-4) Left	2	6	24	17	6	26	16	19	0	38	1
(5-6) Centre	2	4	16	11	4	17	12	13	0	48	2
(7-10) Right	3	4	16	12	6	16	11	14	0	48	2
Familiarity with the concept of social economy											
Yes	3	6	25	16	7	25	16	18	0	35	1
No	1	3	12	10	3	12	9	12	0	57	2

2. Frequency of personal participation in the social economy

More than four out of ten EU citizens who reported engagement with social economy organisations are involved at least twice a month

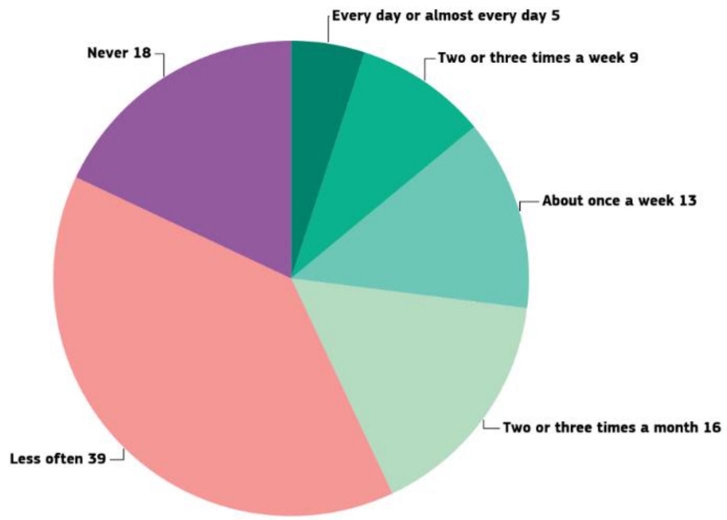
When asked how frequently they are currently involved with social economy organisations, 82% of EU citizens involved in social economy organisations over the past five years reported some level of current involvement.

43% of respondents reported being involved with social economy organisations at least twice a month. 16% participate two or three times a month, and 13% about once a week. More frequent involvement is less common: 9% engage two or three times a week, and only 5% participate daily or almost every day.

The most common response was “less often” than two times a month (39%), followed by “never” involved (18%).

Overall, sustained and frequent participation remains moderate across the EU.

QB5: How frequently are you personally currently involved with social economy organisations? (%)



Base: Respondents who did not answer "none" or "don't know" to QB4

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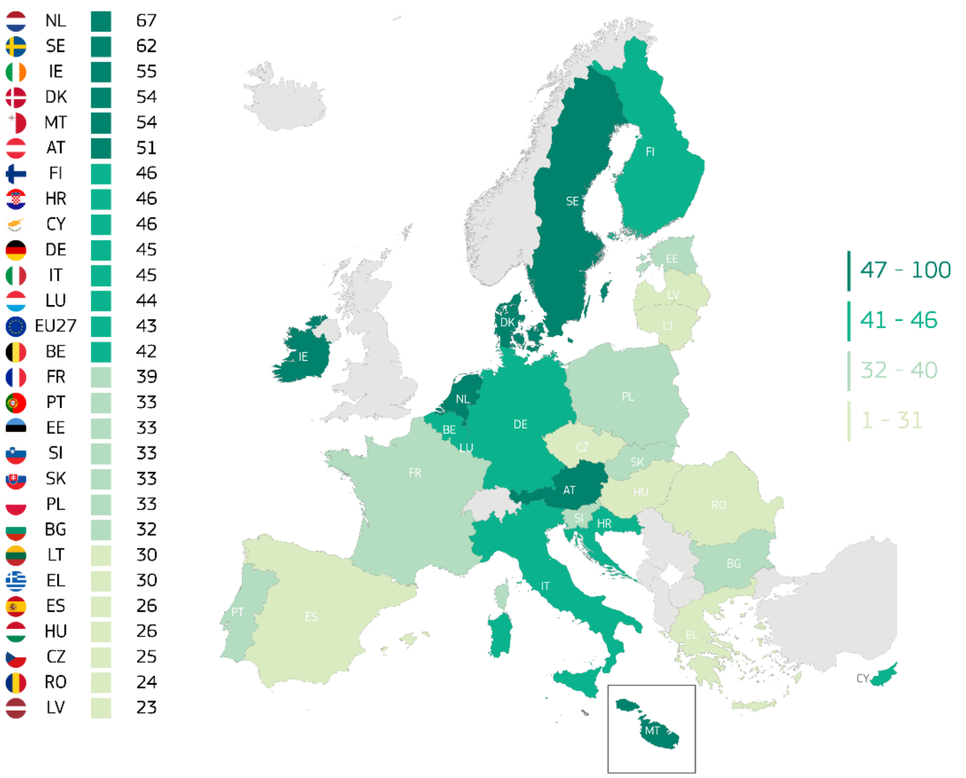
At EU Member State level, the proportion of citizens currently involved with social economy organisations at least twice a month shows considerable variation. The highest levels of involvement were recorded in the Netherlands (67%), Sweden (62%), and Ireland (55%), followed closely by Denmark and Malta (both 54%), and Austria (51%). These countries significantly exceed the EU27 average of 43%, indicating a strong culture of engagement with social economy organisations.

In contrast, the lowest levels of involvement were observed in Latvia (23%), Romania (24%), Czech Republic (25%) and Hungary (26%). Similarly low figures were reported in Spain (26%) and Greece (30%), suggesting that in these countries, the social economy remains less embedded in citizens' daily lives.

Several countries, including Finland, Croatia and Cyprus (all at 46%), reported levels of involvement close to the EU average, reflecting moderate but consistent engagement across different regions.

QB5: How frequently are you personally currently involved with social economy organisations? - Total 'Highly involved' + Total 'Involved' (EU27) (%)



Base: Respondents who did not answer "none" or "don't know" to QB4

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The **socio-demographic analysis** reveals the following:

- Across the EU27, involvement in social economy organisations is moderate, with 29% of citizens involved (two times a month to once a week) and 14% highly involved (at least twice a week).
- Gender differences are minimal. **Men are slightly more likely than women to be highly involved** (14% vs 13%).
- Age reveals more variation. **Young citizens, aged 15–24, are the most engaged**, with 16% highly involved and 31% involved. In contrast, the oldest group (55+) shows the lowest rate of high involvement (12%) and the highest rate of non-participation (20%).
- Education is a strong predictor of engagement. **Those who ended their education at age 20 or older are the most involved together with who is still studying**, with 17% highly involved for both groups. In contrast, individuals who left school at 15 or younger are the least engaged, with only 11% highly involved and 65% reporting rare or no involvement at all.
- Financial situation also plays a role. **Those who never or almost never have difficulty paying bills are more likely to be highly involved** (15%) and involved (28%) than those who struggle most of the time (respectively 12% and 24%). The latter group also reports the highest rate of non-involvement (26%).
- Familiarity with the concept of social economy is the strongest predictor of involvement. Among those who are familiar, 17% are highly involved and 32% involved, with only 13% reporting never being involved. In contrast, among those unfamiliar with the concept, 10% are highly involved, 25% involved, and nearly a quarter (24%) report no involvement.

QB5 How frequently are you personally currently involved with social economy organisations?
(% - EU)

	Every day or almost every day	Two or three times a week	About once a week	Two or three times a month	Less often	Never	Don't know	Total 'Highly involved'	Total 'Involved'	Total 'Rarely/Not involved'
EU27	5	9	13	16	39	18	0	14	29	57
Gender										
Man	5	9	14	15	39	18	0	14	29	57
Woman	5	8	12	17	40	18	0	13	29	58
Age-4										
15-24	4	12	16	15	36	17	0	16	31	53
25-39	5	9	14	16	38	18	0	14	30	56
40-54	7	9	13	15	41	15	0	16	28	56
55+	4	8	12	16	40	20	0	12	28	60
Education (End of)										
15-	5	6	12	12	43	22	0	11	24	65
16-19	3	8	12	16	40	21	0	11	28	61
20+	7	10	13	17	39	14	0	17	30	53
Still Studying	3	14	16	17	36	14	0	17	33	50
Difficulties paying bills										
Most of the time	5	7	11	13	38	26	0	12	24	64
From time to time	4	10	15	16	38	17	0	14	31	55
Almost never / Never	6	9	12	16	40	17	0	15	28	57
Subjective urbanisation										
Rural area or village	5	8	12	16	40	19	0	13	28	59
Small or middle sized town	4	9	13	16	39	19	0	13	29	58
Large town	6	10	13	15	40	16	0	16	28	56
Left-right political scale										
(1-4) Left	6	9	13	18	40	14	0	15	31	54
(5-6) Centre	4	9	12	15	40	20	0	13	27	60
(7-10) Right	5	9	14	15	38	19	0	14	29	57
Familiarity with the concept of social economy										
Yes	6	11	14	18	38	13	0	17	32	51
No	3	7	11	14	41	24	0	10	25	65

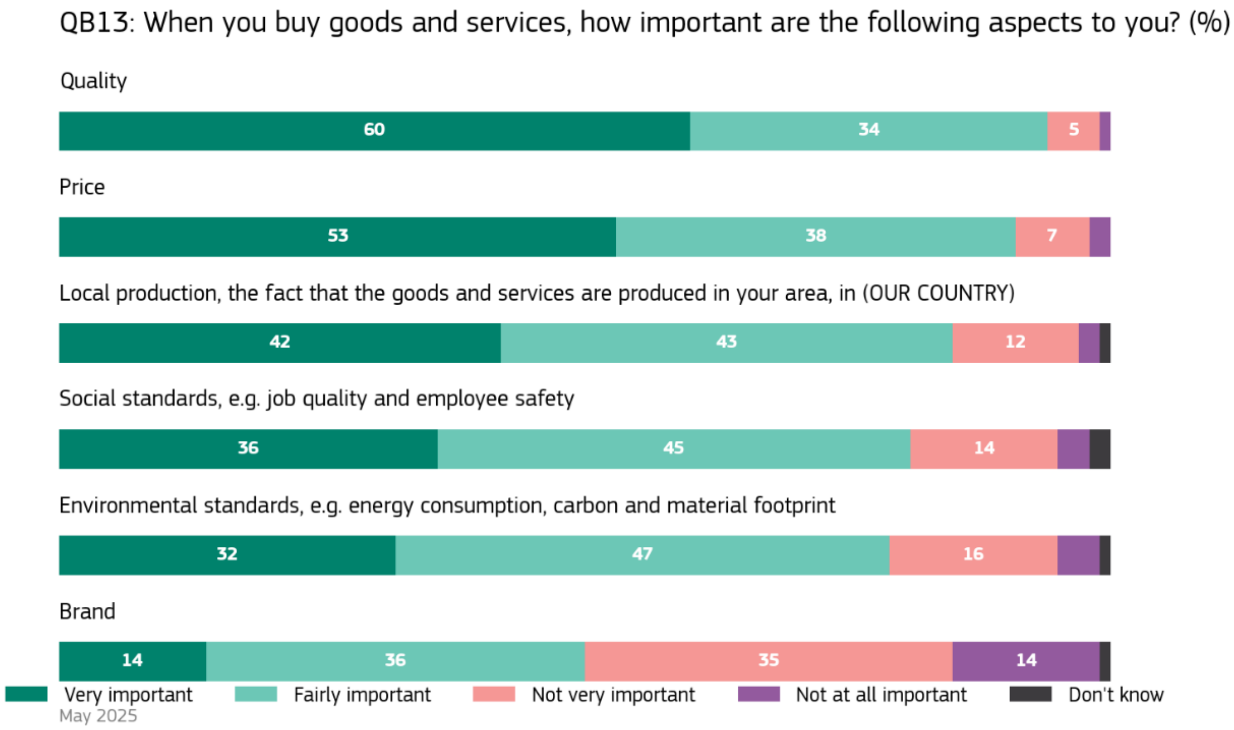
3. Importance of social and ethical values in consumption choices

More than three quarters of EU consumers think local production, social standards and environmental standards are important considerations

When purchasing goods and services, EU citizens place the highest importance on quality and price. A clear majority (60%) consider quality to be "very important," with an additional 34% rating it as "fairly important." Similarly, price is deemed "very important" by 53% of respondents, and "fairly important" by 38%, indicating that cost remains a key factor in consumer decision-making.

Other aspects such as **local production and social standards** also hold significant weight. 85% of respondents view local production as important (42% "very important," 43% "fairly important"), while 81% value social standards like job quality and employee safety (36% "very important," 45% "fairly important"). Environmental standards are considered important by 79% of respondents, though fewer rate them as "very important" (32%) compared to other categories.

In contrast, brand is the least influential factor, with only 14% of respondents considering it "very important," and 35% saying it is "not very important."



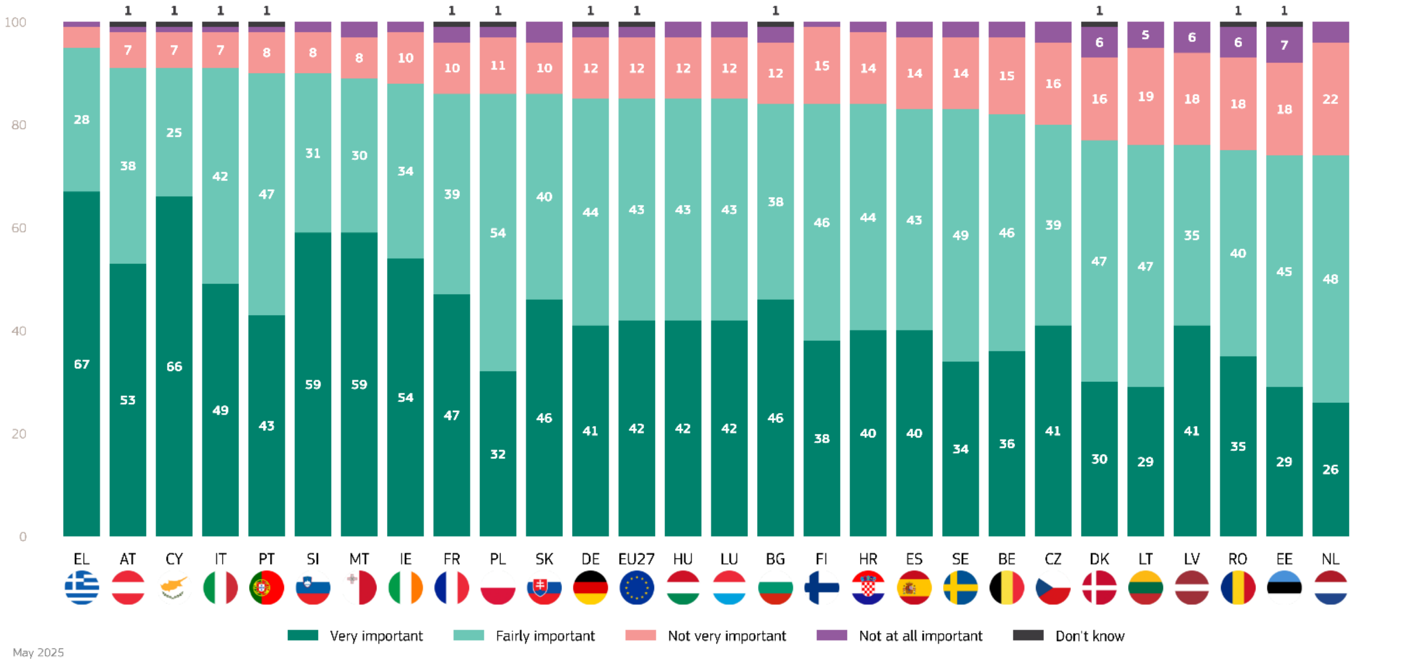
Of the 85% of EU citizens who consider **local production** important when buying goods and services, 42% say it is "very important," while 43% consider it "fairly important." Only 12% say local production is "not very important," and 2% "not at all important".

The highest levels of "very important" responses were recorded in Greece (67%), Cyprus (66%), and Slovenia and Malta (both at 59%). Other countries reported significant shares of "fairly important" responses, such as Poland (54%), Sweden (49%), the Netherlands (48%) and Denmark and Lithuania (both at 47%).

The highest shares of citizens ranking local production as "not very important" where reported in the Netherlands (22%), Lithuania (19%), Estonia, Romania and Latvia (at 18%).

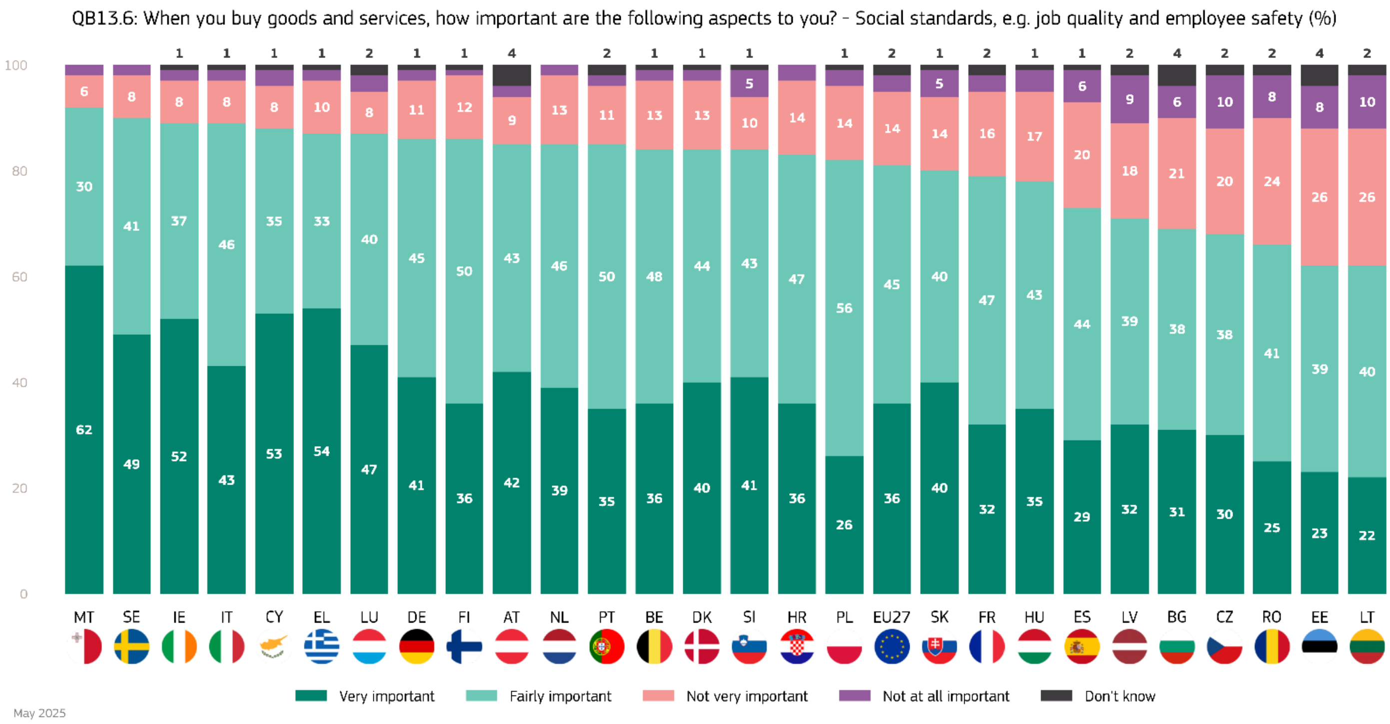
The combined importance remained high in all countries, with lowest share of importance at 77% in the Netherlands.

QB13.4: When you buy goods and services, how important are the following aspects to you? - Local production, the fact that the goods and services are produced in your area, in (OUR COUNTRY) (%)



Of the 81% of EU citizens who consider **social standards** important when purchasing goods and services, 36% say they are "very important," while 45% consider them "fairly important." Only 14% say social standards are "not very important," and 3% "not at all important."

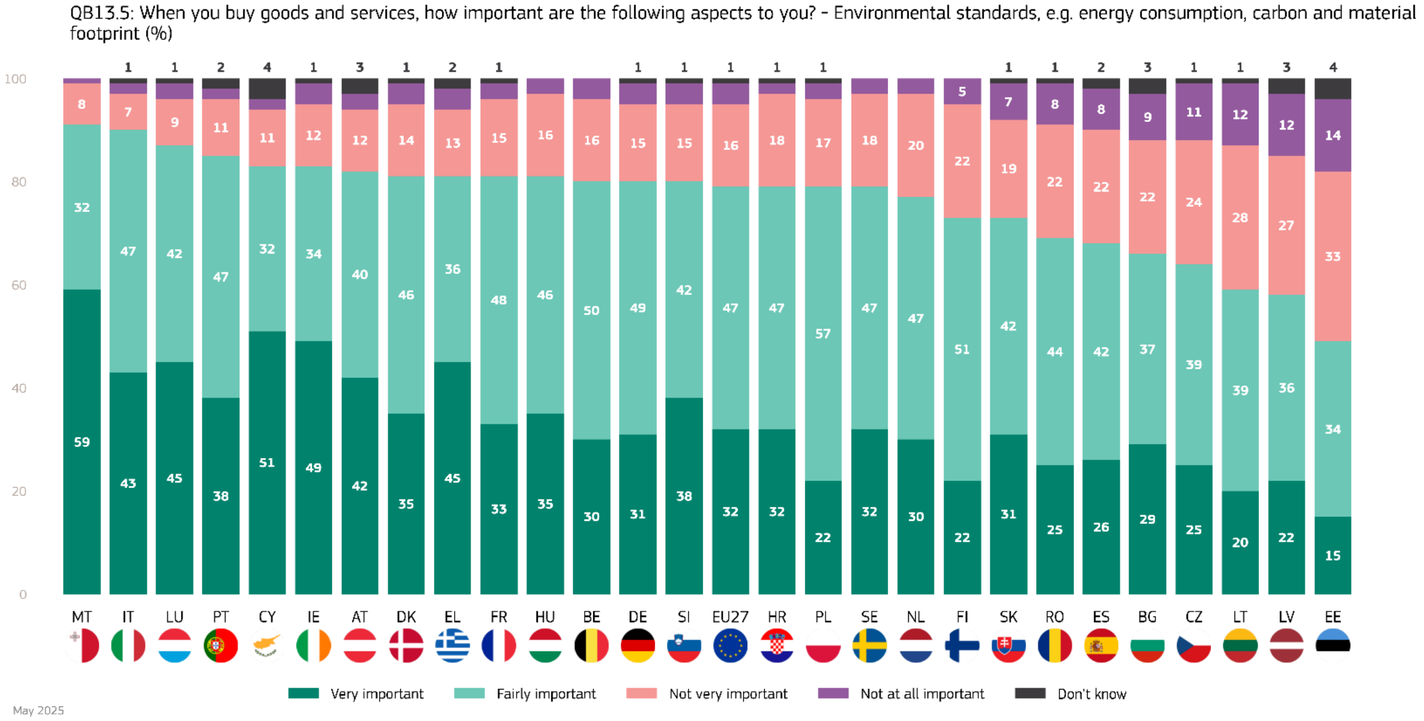
In all EU Member States, a majority of respondents rated social standards as important. The highest levels of "very important" responses were recorded in Malta (62%), Greece (54%), and Cyprus (53%). Other countries with strong support include Ireland (52%), Sweden (49%), and Luxembourg (47%).



Of the 79% of EU citizens who consider **environmental standards** important when purchasing goods and services, 32% say they are “very important,” while 47% consider them “fairly important.” Only 16% say environmental standards are “not very important,” and 4% “not at all important.”

In all EU Member States but Estonia, a majority of respondents rated environmental standards as important. The highest levels of “very important” responses were recorded in Malta (59%), Cyprus (51%), and Ireland (49%).

Other countries with strong support include Luxembourg, Greece (both 45%), Italy (43%) and Austria (42%).



The **socio-demographic analysis** reveals the following:

- Across the EU27, both price and quality aspects are rated as important by the vast majority of respondents, with only minor variation across demographic groups. However, more nuanced differences emerge when it comes to brand, local production, and ethical standards such as environmental and social criteria.
- Gender differences are modest. Men and women are equally likely to prioritise price and quality but diverge slightly on other aspects. **Women are more likely than men to value local production** (86% vs 84%), **environmental standards** (80% vs 77%), **and social standards** (82% vs 80%), while men are marginally more brand conscious (52% vs 49%).
- Age reveals more pronounced patterns. **Younger respondents (aged 15–24) are the most brand-sensitive** (56%), while older respondents place greater emphasis on ethical and local considerations. Support for local production and environmental standards increases steadily with age, peaking among those aged 55 and over at respectively 89% and 80%.
- Education is a strong predictor of consumer priorities. **Respondents who were in education the longest** (at age 20 and older) **are more likely to prioritise quality** (96%), **social standards** (84%) **and environmental standards** (81%). Those who left education earlier (before age 16) are more price-sensitive (94%). They are less likely to consider environmental (74%) or social factors (78%) important but more likely to consider local production important (87%).
- Financial situation also plays a role. **Respondents who almost never or never have difficulty paying bills are more likely to value quality** (96%), **local production** (86%), **and environmental standards** (80%). In contrast, those who struggle the most financially are less likely to consider quality (89%), local production (81%) and environmental standards (71%). This suggests that economic constraints may limit the ability to prioritise sustainability or origin when making purchasing decisions.
- Urbanisation introduces subtle but consistent differences. **Residents of large towns are slightly more likely to prioritise environmental** (80%) **and social standards** (82%), while those in rural areas place relatively more importance on local production (85%).
- Finally, **familiarity with the concept of the social economy is associated with more ethical and sustainability-oriented purchasing behaviou**r. Respondents who are familiar with the concept are significantly more likely than those who are unfamiliar with it to consider local production (88% vs 83%) environmental standards (83% vs 75%) and social standards (86% vs 78%).

QB13

When you buy goods and services, how important are the following aspects to you?
(% - EU)

	Price	Quality	Brand	Local production, the fact that the goods and services are produced in your area, in (OUR COUNTRY)	Environmental standards, e.g. energy consumption, carbon and material footprint	Social standards, e.g. job quality and employee safety
EU27	91	94	50	85	79	81
Gender						
Man	91	94	52	84	77	80
Woman	92	94	49	86	80	82
Age-4						
15-24	93	94	56	74	75	80
25-39	90	92	53	82	79	82
40-54	91	95	54	87	79	82
55+	92	95	45	89	80	82
Education (End of)						
15-	94	93	47	87	74	78
16-19	91	93	53	85	78	81
20+	91	96	46	86	81	84
Still Studying	94	95	57	78	80	82
Difficulties paying bills						
Most of the time	92	89	40	81	71	79
From time to time	90	90	54	84	77	80
Almost never / Never	93	96	50	86	80	82
Subjective urbanisation						
Rural area or village	90	93	48	85	75	79
Small or middle sized town	93	94	52	86	80	83
Large town	92	95	51	83	80	82
Left-right political scale						
(1-4) Left	93	96	45	86	84	86
(5-6) Centre	92	95	52	87	81	83
(7-10) Right	88	91	52	84	73	78
Familiarity with the concept of social economy						
Yes	92	96	51	88	83	86
No	91	92	50	83	75	78

4. Receiving support from social economy organisations

One in ten EU citizens say they received support in the form of access to training, education or employment opportunities

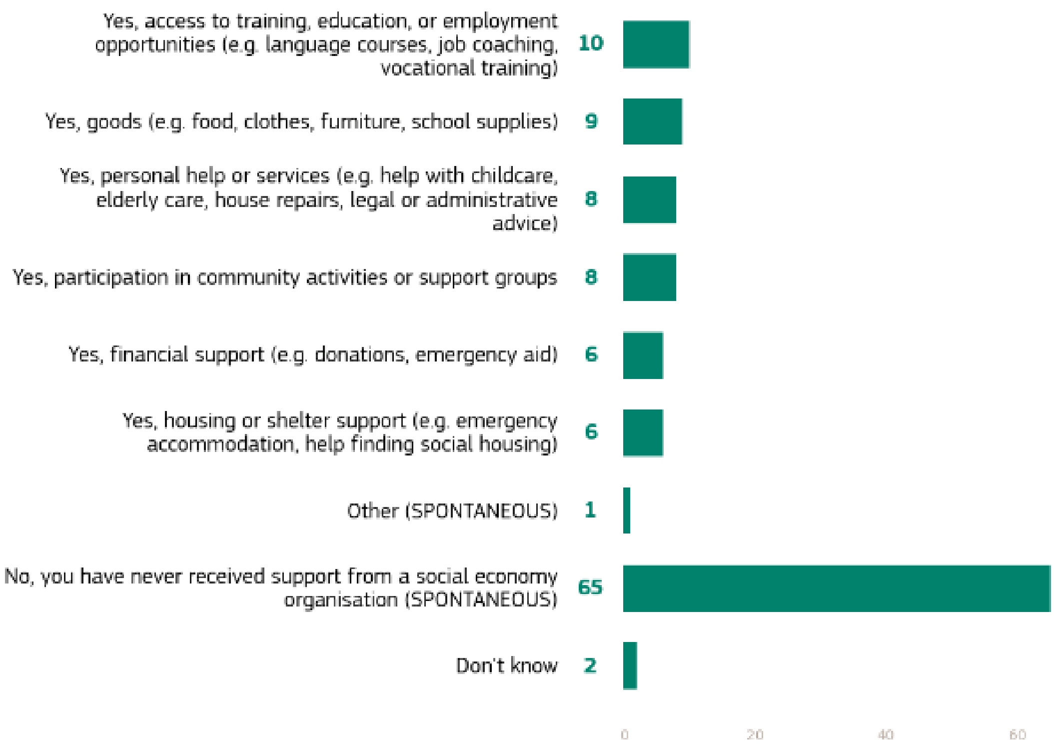
When asked whether they had ever received support from social economy organisations, one-third of EU citizens (33%) answered positively. This indicates that social economy organisations have an active role across supporting role in the EU with a third receiving at least one form of support.

The most common form of support was access to training, education, or employment opportunities, cited by 10% of respondents. This includes services such as language courses, job coaching, and vocational training.

Other frequently mentioned types of support included the provision of goods (9%)—such as food, clothes, or school supplies—and personal help or services (8%), including childcare, elderly care, or legal advice. An equal share (8%) reported participation in community activities or support groups, highlighting the role of social economy organisations in fostering social inclusion.

Less commonly cited forms of support were financial assistance (6%) and housing or shelter support (6%), while 1% of respondents spontaneously mentioned other types of support. A small proportion (2%) selected "Don't know," indicating some uncertainty or lack of awareness.

QB6: Have you ever received any kind of support from social economy organisations? (MULTIPLE ANSWERS POSSIBLE) (EU27) (%)



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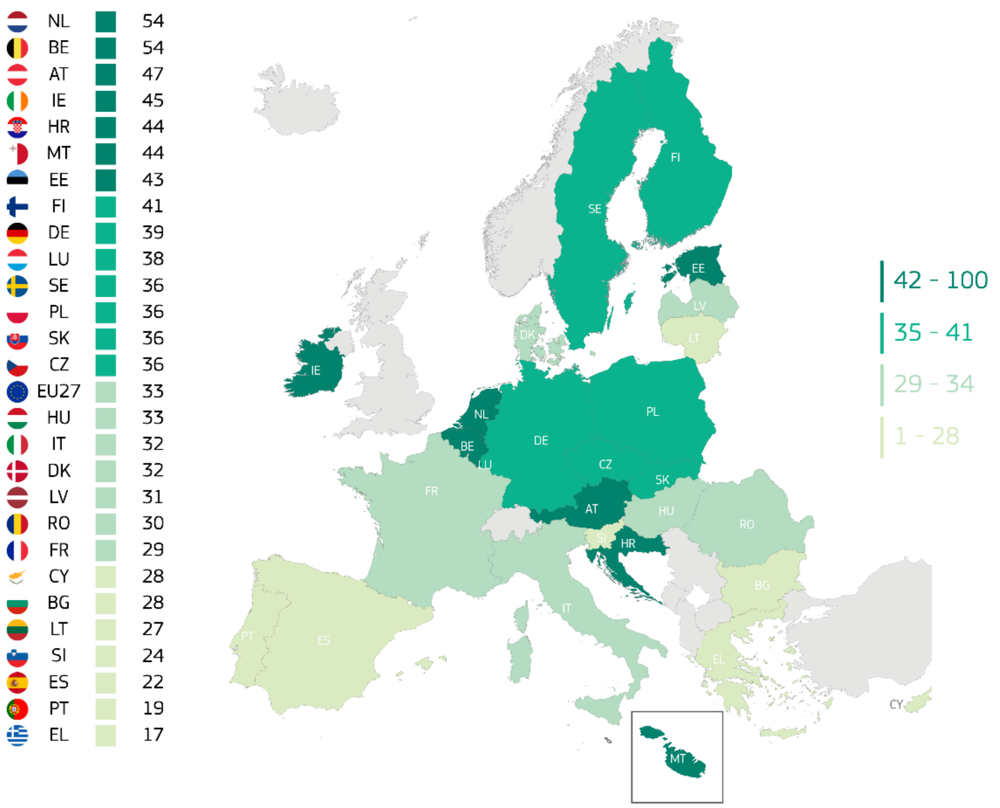
Across the EU, the proportion of citizens who report having received support from social economy organisations varies significantly by Member State. The highest levels of support received are observed in the Netherlands and Belgium, where 54% of respondents report having benefited from such support. These are followed by Austria (47%), Ireland (45%) Croatia, and Malta (both at 44%).

In the Nordic and Central European Member States, support levels hover around 40%. Estonia reports 43%, Finland 41%, and Germany 39%. Luxembourg stands at 38% while Slovakia, Poland and Czech Republic at 36%.

Lower levels of reported support are found in Spain (22%), Portugal (19%) and Greece (17%) where less than 1 in 4 citizen report to have received any support from social economy organisations.

QB6NET: Have you ever received any kind of support from social economy organisations? (MULTIPLE ANSWERS POSSIBLE) - Total 'Yes' (EU27) (%)



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The **socio-demographic** analysis reveals the following:

- Gender differences are modest, with 34% of women and 33% of men reporting having received some form of support. Women are slightly more likely to have received personal help or care services (10% vs 7%) and to have participated in community activities (9% vs 8%).
- Age plays a more significant role. **The highest level of reported support is among 15–24-year-olds** (37%), followed by 25–39-year-olds (38%). In contrast, only 29% of those aged 55+ report having received support. Younger respondents are particularly more likely to have accessed training or employment-related activities (13% among 15–24 vs 7% among 55+).
- Education level also correlates with the support received. **Those who are still studying report the highest level of support received** (37%), especially in terms of training and employment support 14%, compared to only 26% of the people who stopped their education at 15 or younger. 35% of those who completed their education at the age of 20 or older report having received some kind of support.
- **A strong gradient is observed based on financial vulnerability.** Among those who have difficulties paying bills most of the time, 43% report having received support—compared to 41% among those with difficulties from time to time, and 29% among those who almost never or never face such difficulties. The most common forms of support for the most financially vulnerable include goods (19%) and access to training (12%).
- Differences given the degree of urbanisation are modest. Respondents in large and medium size towns report the highest support (34%), followed by those in rural areas (33%).
- The same share of citizens on the left and right of the political spectrum reported receiving at least some form of support (36%). Those in the centre reported receiving slightly less support (33%).
- **Familiarity with the concept of social economy is a key differentiator**: 39% of those who are familiar with the term report having received support, compared to just 30% among those unfamiliar. This suggests that awareness may play a role in access or recognition of support received.

QB6 Have you ever received any kind of support from social economy organisations? (MULTIPLE ANSWERS POSSIBLE)
(% - EU)

	Yes, financial support (e.g. donations, emergency aid)	Yes, goods (e.g. food, clothes, furniture, school supplies)	Yes, personal help or services (e.g. help with childcare, elderly care, house repairs, legal or administrative advice)	Yes, housing or shelter support (e.g. emergency accommodation, help finding social housing)	Yes, access to training, education, or employment opportunities (e.g. language courses, job coaching, vocational training)	Yes, participation in community activities or support groups	Other (SPONTANEOUS)	No, you have never received support from a social economy organisation (SPONTANEOUS)	Don't know	Total 'Yes'
EU27	6	9	8	6	10	8	1	65	2	33
Gender										
Man	6	8	7	6	10	8	1	66	2	33
Woman	6	9	10	6	10	9	1	64	2	34
Age-4										
15-24	6	8	6	6	13	10	1	60	3	37
25-39	7	10	9	7	13	9	1	60	2	38
40-54	7	9	9	6	12	9	1	63	2	35
55+	5	7	9	5	7	8	0	69	2	29
Education (End of)										
15-	5	9	9	6	5	5	0	72	2	26
16-19	6	9	8	7	10	8	1	65	2	34
20+	6	8	9	4	12	10	1	63	2	35
Still Studying	6	8	5	6	14	11	1	60	3	37
Difficulties paying bills										
Most of the time	9	19	8	10	12	8	0	56	1	43
From time to time	8	11	10	8	12	10	1	57	2	41
Almost never / Never	5	6	8	4	9	8	1	69	2	29
Subjective urbanisation										
Rural area or village	6	8	8	5	9	8	1	65	2	33
Small or middle sized town	6	9	9	6	11	9	1	65	1	34
Large town	6	9	8	5	10	9	1	65	2	34
Left-right political scale										
(1-4) Left	7	9	9	5	11	10	1	62	2	36
(5-6) Centre	6	8	8	6	10	8	1	65	2	33
(7-10) Right	7	9	9	7	11	9	0	63	1	36
Familiarity with the concept of social economy										
Yes	7	9	10	6	13	11	1	60	1	39
No	6	8	7	5	8	6	1	68	2	30

5. Impact of the social economy on personal well-being

Six in ten EU citizens consider the social economy important for their personal well-being

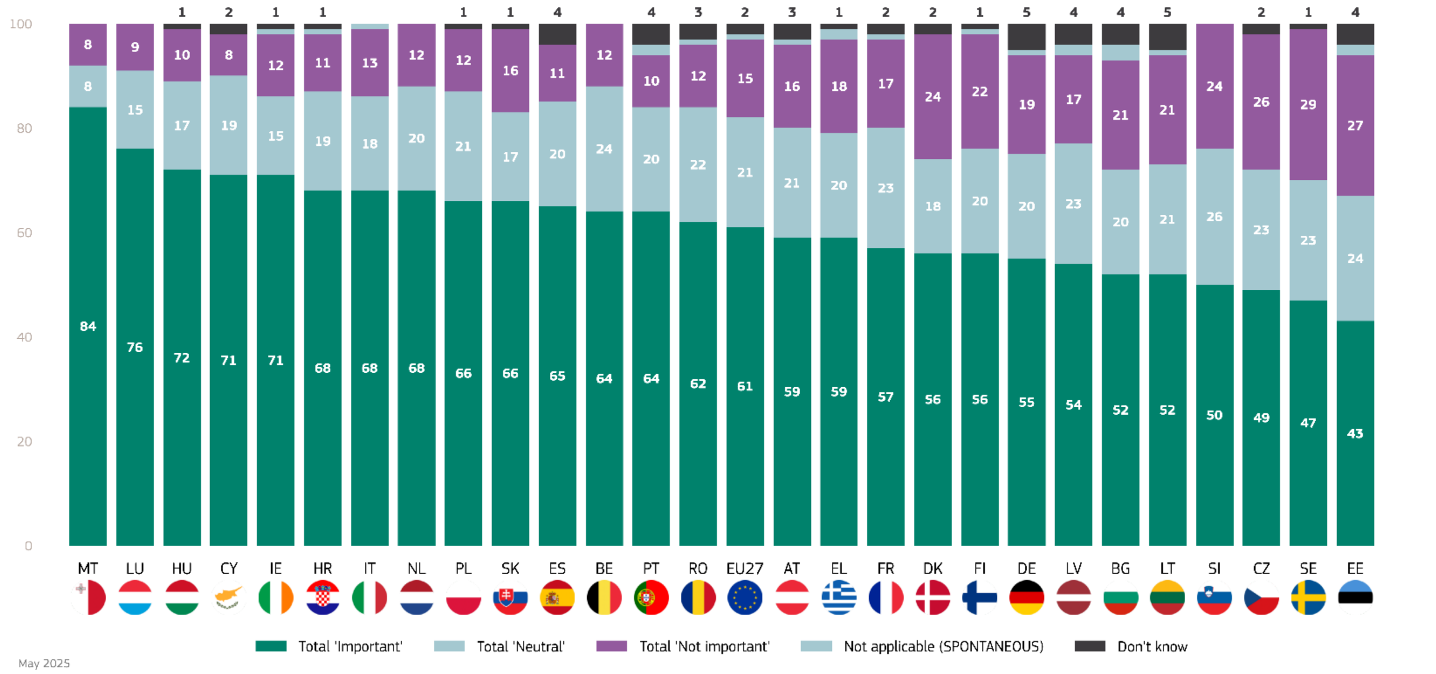
When asked to rate the importance of the social economy for their personal well-being on a scale from 1 to 10, most EU citizens expressed positive views. At the EU27 level, 61% of respondents consider the social economy to be important for their well-being, while 21% remain neutral and 15% regard it as not important.

Importance of the social economy in personal well-being is particularly strong in Malta (84%) and Luxembourg (76%), followed by Hungary (72%), Cyprus and Ireland (both at 71%). These countries show a clear majority of citizens who view the social economy as a meaningful contributor to their quality of life.

In contrast, lower levels of perceived importance are observed in Estonia (43%), Sweden (47%), and Czech Republic (49%), where neutral or negative views are more prevalent. Notably, Estonia also has one of the highest shares of respondents who consider the social economy not important (27%).

The share of neutral responses ranges from 8% in Malta to 26% in Slovenia, suggesting varying degrees of uncertainty or ambivalence across Member States. “Don’t know” and “Not applicable” responses remain low across all countries, typically below 5%.

QB7.1: In your opinion, how important is the social economy for each of the following? Please use a 1 to 10 scale, where 1 means not at all important and 10 means extremely important: - Your well-being (%)



The **socio-demographic analysis** reveals the following:

- 63% of women consider the social economy important for their personal well-being, compared to 59% of men. **Women are slightly more likely to rate it as “extremely important”** (18% vs 16%) and slightly less likely to say it is “not important” (15% vs 17%).
- Age shows limited variation. The highest share of respondents who consider the social economy important is among 15–24-year-olds (63%) and 25–39-year-olds (61%). This share slightly decreases among those aged 40–54 and 55+ (both 60%). Younger respondents are also slightly more likely to rate it as “extremely important” (17–18%) than older groups.
- Citizens who are still studying report the highest level of importance (64%), followed by those who ended education at 15 or younger (63%). Those who completed education between 16–19 report 61%, while those with 20+ years of education report the lowest share (60%).
- **Among those who face financial difficulties most of the time, 61% consider the social economy important**, with 22% rating it “extremely important.” This compares to 63% among those who struggle from time to time, and 60% among those who almost never or never face such difficulties. The most financially vulnerable group is also more likely to rate the social economy as “extremely important,” suggesting a stronger perceived relevance.
- Urbanisation influences perceptions. **Respondents in large towns are most likely to consider the social economy important** (63%), followed by those in small or medium-sized towns (62%) and rural areas (59%).
- **Support for the social economy’s contribution to well-being does not seem to be affected by political orientation.** Notably, individuals identifying as left-leaning (65%), centrist (60%), and right-leaning (61%) express similar levels of endorsement.
- Familiarity with the concept of social economy is a key differentiator. Among those who are familiar with the term, 65% consider it is important, compared to 58% among those unfamiliar.

QB7.1 In your opinion, how important is the social economy for each of the following? Please use a 1 to 10 scale, where 1 means not at all important and 10 means extremely important:
Your well-being

	1 Not at all important	10 Extremely important	Don't know	Total 'Not important'	Total 'Neutral'	Total 'Important'
EU27	5	17	2	15	21	61
Gender						
Man	5	16	2	17	21	59
Woman	5	18	3	15	19	63
Age-4						
15-24	5	17	2	16	19	63
25-39	5	18	2	17	20	61
40-54	5	17	2	16	21	60
55+	6	16	3	15	21	60
Education (End of)						
15-	4	19	4	14	18	63
16-19	5	17	3	15	20	61
20+	6	16	1	18	21	60
Still Studying	4	18	3	16	17	64
Difficulties paying bills						
Most of the time	5	22	2	17	19	61
From time to time	4	17	2	15	19	63
Almost never / Never	5	16	2	16	21	60
Subjective urbanisation						
Rural area or village	5	17	3	16	21	59
Small or middle sized town	6	18	2	16	20	62
Large town	4	15	1	15	20	63
Left-right political scale						
(1-4) Left	4	19	1	15	19	65
(5-6) Centre	5	16	3	15	22	60
(7-10) Right	6	14	1	19	19	61
Familiarity with the concept of social economy						
Yes	5	17	0	16	19	65
No	6	17	4	16	21	58

III. Perceived societal role and relevance of the social economy

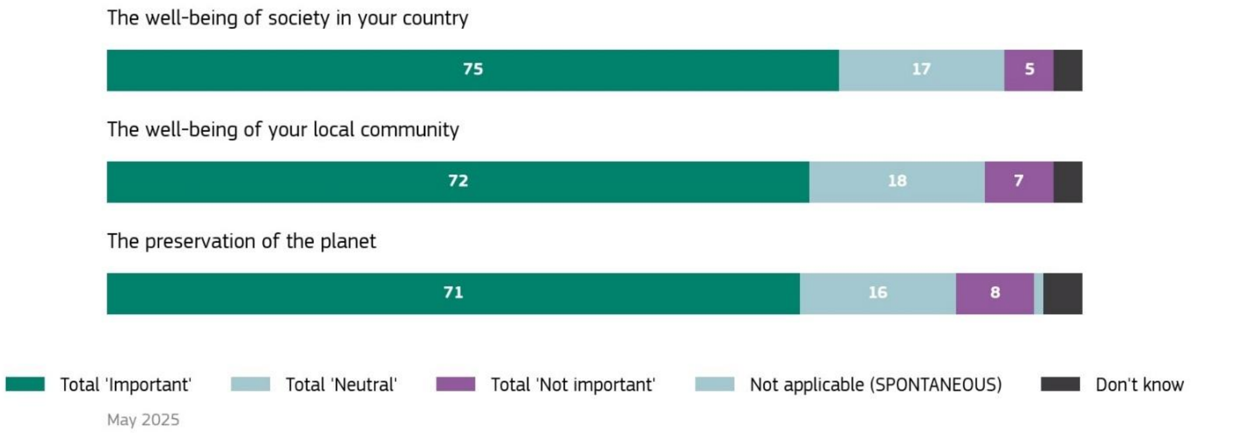
1. Societal and environmental contributions of the social economy

More than seven in ten EU citizens believe the social economy is important for preserving the planet, the well-being of society in their country and their local community

When asked to rate the importance of the social economy at a societal level on a scale from 1 to 10, a clear majority of EU citizens expressed positive views.

At the EU27 level, 71% of EU citizens consider the social economy important for the preservation of the planet, 72% consider it important for their local community and 75% consider the social economy is important for the wellbeing of society in their country.

QB7: In your opinion, how important is the social economy for each of the following? Please use a 1 to 10 scale, where 1 means not at all important and 10 means extremely important: (%)



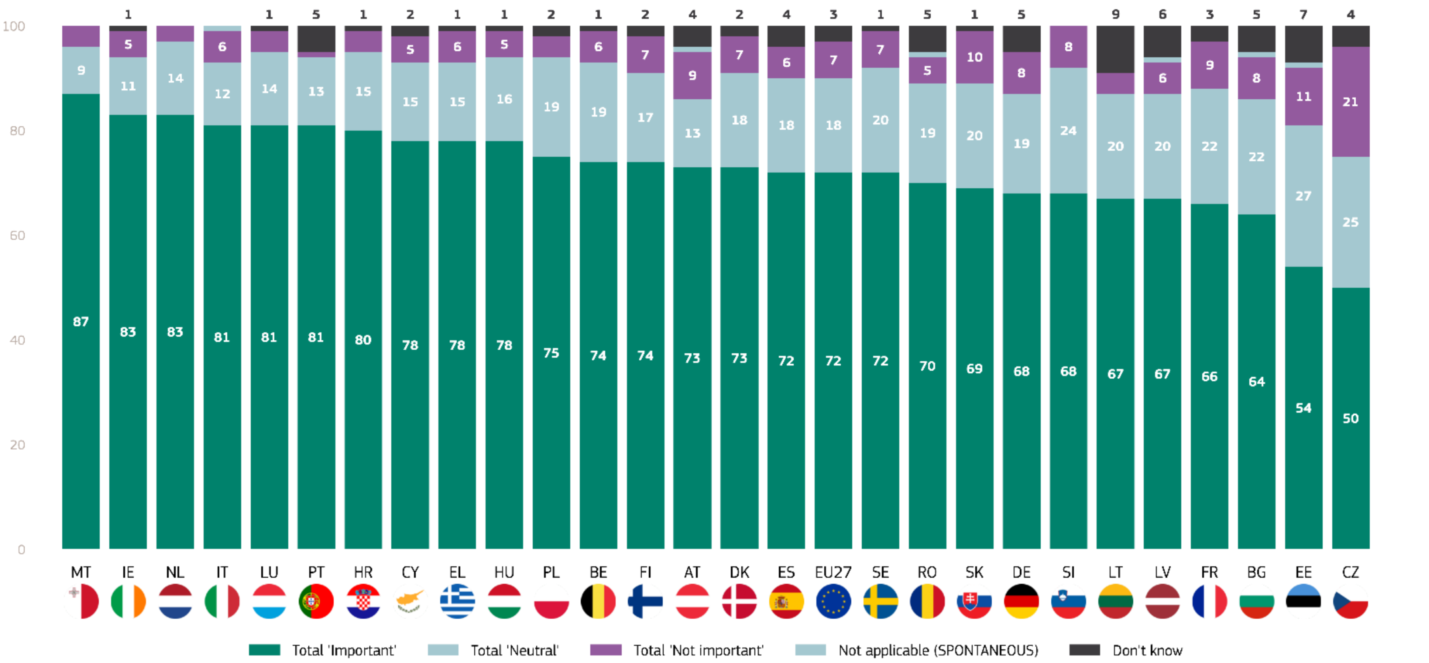
At the EU27 level, **72% of respondents consider the social economy to be important for the well-being of their local community**, while 18% remain neutral and 7% regard it as not important.

Support for the social economy's role in promoting local well-being is particularly strong in Malta (87%), Ireland (83%), and the Netherlands (83%).

In contrast, lower levels of perceived importance are observed in Bulgaria (64%), Estonia (54%), and Czechia (50%) where neutral or negative views are more prevalent.

The share of neutral responses ranges from 9% in Malta to 20% in Latvia, suggesting varying degrees of uncertainty or ambivalence across Member States. "Not important" responses remain below 10% in most countries, with the exception of Estonia (11%) and Czechia (21%).

QB7.2: In your opinion, how important is the social economy for each of the following? Please use a 1 to 10 scale, where 1 means not at all important and 10 means extremely important: - The well-being of your local community (%)



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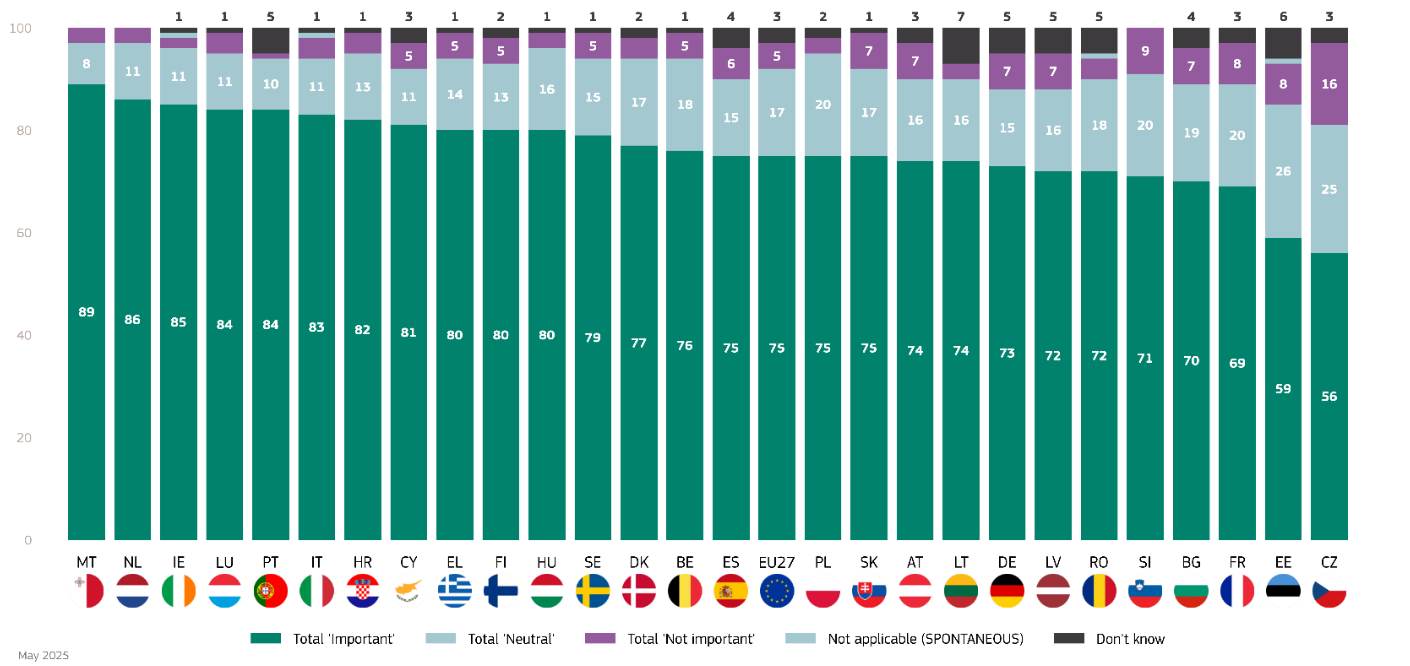
At the EU27 level, **three out of four respondents consider the social economy to be important for the well-being of their society**, while 17% remain neutral and 5% regard it as not important.

Support for the social economy's societal role is particularly strong in Malta, the Netherlands, and Ireland, where over 84% of respondents consider it important. These countries are followed closely by Luxembourg, Portugal (both at 84%) and Italy at 83%.

In contrast, lower levels of perceived importance are observed in France (69%), Estonia (59%), and Czechia (56%).

Neutral responses range from around 8% in Malta to over 25% Estonia, reflecting varying degrees of uncertainty or ambivalence across Member States. "Not important" responses are highest in Czechia (16%), Slovenia (9%), followed by Estonia and France (both at 8%).

QB7.3: In your opinion, how important is the social economy for each of the following? Please use a 1 to 10 scale, where 1 means not at all important and 10 means extremely important: - The well-being of society in your country (%)



71% of EU citizens consider social economy important for the preservation of the planet, 16% have a neutral opinion, only 8% say it is “Not important”, while 4% state they “Do not know”.

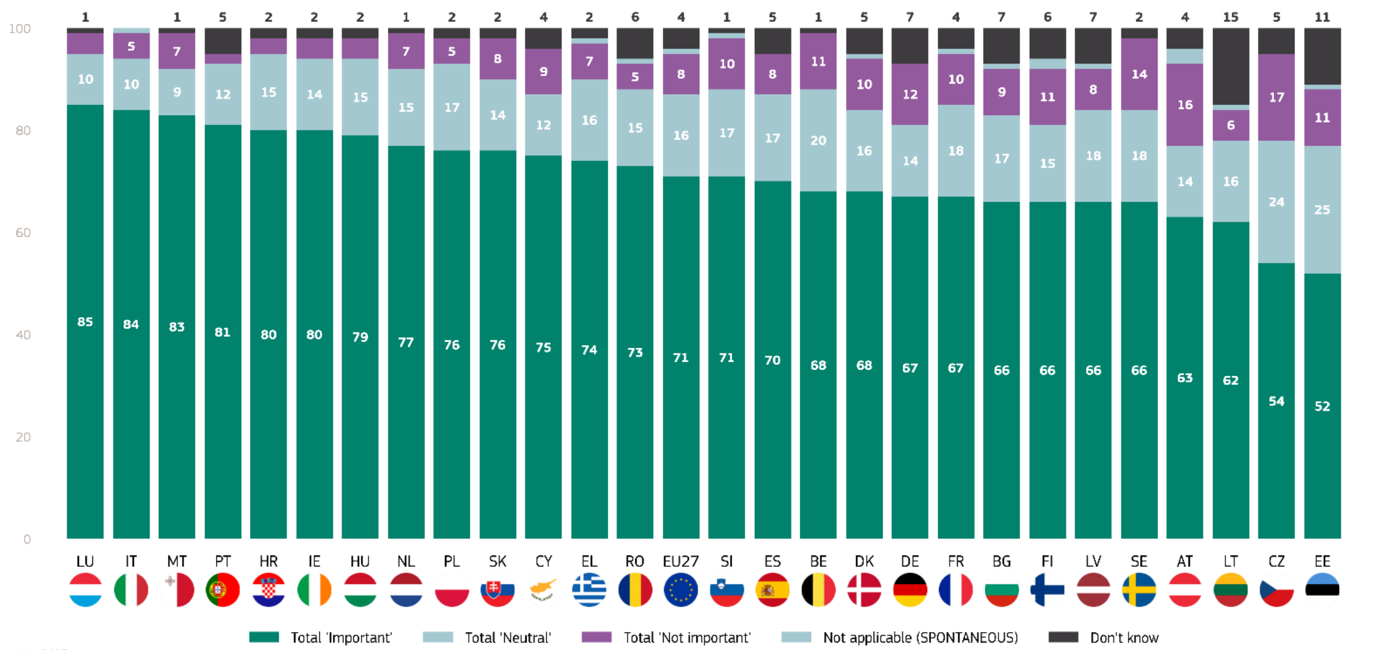
In several Member States, support is particularly strong, with Luxembourg (85%), Italy (84%), Malta (83%), and Portugal (81%) showing the highest shares of respondents who consider the social economy important for environmental sustainability.

Other countries with high levels of support include Ireland and Croatia, both at 80%, Hungary (79%) and the Netherlands, Poland and Slovakia, all above 75%, indicating broad recognition of the social economy’s role in planetary well-being.

Neutral responses vary across countries, ranging from 9% in Malta to 25% in Estonia, suggesting differing degrees of certainty or engagement with the topic. Notably, Estonia shows a lower level of support (52% important) and a relatively high share of respondents who consider the social economy not important for the preservation of the planet (11%), indicating more mixed views.

“Not important” responses remain low in most countries although with some exceptions. 17% of citizens in Czechia say social economy is not important for the preservation of the planet, with Austria and Sweden following closely with relatively high scores of 16% and 14% respectively. “Don’t know” and “Not applicable” responses are minimal.

QB7.4: In your opinion, how important is the social economy for each of the following? Please use a 1 to 10 scale, where 1 means not at all important and 10 means extremely important: - The preservation of the planet (%)



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The **socio-demographic** analysis reveals the following:

- Gender differences are modest. **Women are slightly more likely than men to consider the social economy important across all dimensions**: for the well-being of the local community: 73% of women vs 71% of men, for the well-being of society: 77% vs 74%, for the preservation of the planet: 74% vs 69%.
- Age reveals a clear pattern**. Younger respondents are more likely to consider the social economy important for society**, while middle-aged groups show slightly higher support for local community well-being: Respondents aged 15–24 are most likely to rate the social economy as important for society (78%) and the planet (75%), while 25–39-year-olds are most likely to value its role in the local community (76%). Support declines slightly with age: among those aged 55+, 70% consider it important for the local community, 73% for society, and 70% for the planet.
- Education level is a strong predictor of support: **Respondents still studying are the most supportive across all dimensions** (77% for local community, 80% for society, 77% for the planet). Those who completed education at 20+ also show high support (74%, 78%, and 72% respectively). Those who left school at the age of 15 or before are least likely to consider the social economy important, particularly for the planet (69%).
- Financial situation also plays a role: **Respondents who almost never or never face difficulties paying bills are more likely to consider the social economy important** (76% for society, 72% for the planet). Those who face difficulties most of the time show lower support, especially for the planet (64%).
- Urbanisation introduces subtle but consistent differences**: Residents of large towns are most likely to consider the social economy important** (76% for local community, 78% for society, 75% for preservation of the planet). Those in rural areas are least likely to do so (69%, 72%, and 68% respectively).
- Whereas respondents identifying with the left are slightly more likely to consider the social economy important (82% for society well-being, 79% for preservation of the planet and 78% for the well-being of their community), **overall the majority of EU citizens consider it important, regardless of their political orientation** (>69%).

QB7

In your opinion, how important is the social economy for each of the following? Please use a 1 to 10 scale, where 1 means not at all important and 10 means extremely important:
'Total important'
(% - EU)

	The well-being of your local community	The well-being of society in your country	The preservation of the planet
EU27	72	75	71
Gender			
Man	71	74	69
Woman	73	77	74
Age-4			
15-24	74	78	75
25-39	76	77	73
40-54	72	76	71
55+	70	73	70
Education (End of)			
15-	70	73	69
16-19	70	73	71
20+	74	78	72
Still Studying	77	80	77
Difficulties paying bills			
Most of the time	70	72	64
From time to time	73	74	72
Almost never / Never	72	76	72
Subjective urbanisation			
Rural area or village	69	72	68
Small or middle sized town	72	75	72
Large town	76	78	75
Left-right political scale			
(1-4) Left	78	82	79
(5-6) Centre	71	74	71
(7-10) Right	69	72	69
Familiarity with the concept of social econom			
Yes	78	82	77
No	67	70	67

2. Contribution of social economy organisations to the economy

Close to 6 Europeans out of 10 think social economy organisations make the biggest difference in health and social care

When asked in **which sectors social economy organisations make the biggest difference**, EU citizens most frequently identify **health and social care**, with a total of 58% of respondents selecting this sector. This includes services such as child and elderly care, disability support, and other forms of community-based assistance.

The second most frequently mentioned sector is education and training, cited by 44% of respondents. This includes adult learning, youth support, and other educational initiatives, suggesting that citizens see social economy organisations as important contributors to lifelong learning and social inclusion through education.

Culture, sports and leisure is the third most cited sector, with 42% of respondents recognising the role of social economy organisations in areas such as community theatres, sports clubs, and cultural centres.

Environmental and sustainability-related activities also feature prominently. 36% of respondents identify environment and energy—including recycling, renewable energy, and environmental clean-up—as a key area of impact. This is followed closely by agriculture and food and housing and construction, both at 35%.

Lower levels of recognition are observed for retail and local commerce (26%), transport and mobility (25%), and tourism and hospitality (17%). These sectors may be less visible or less commonly associated with social economy models, despite their growing presence in some Member States.

Finance and insurance are the least cited sector, with only 14% of respondents identifying it as an area where social economy organisations make a difference.

Only 2% of respondents believe that social economy organisations do not make a difference in any sector, while 5% say they don't know.

QB8ab: In which of the following sectors do you think social economy organisations make the biggest difference? Firstly? And then? (MULTIPLE ANSWERS POSSIBLE) (EU27) (%)

May 2025

Across the EU, citizens identify different sectors where social economy organisations make the most significant impact. The most frequently cited sector is health and social care in 24 Member States countries.

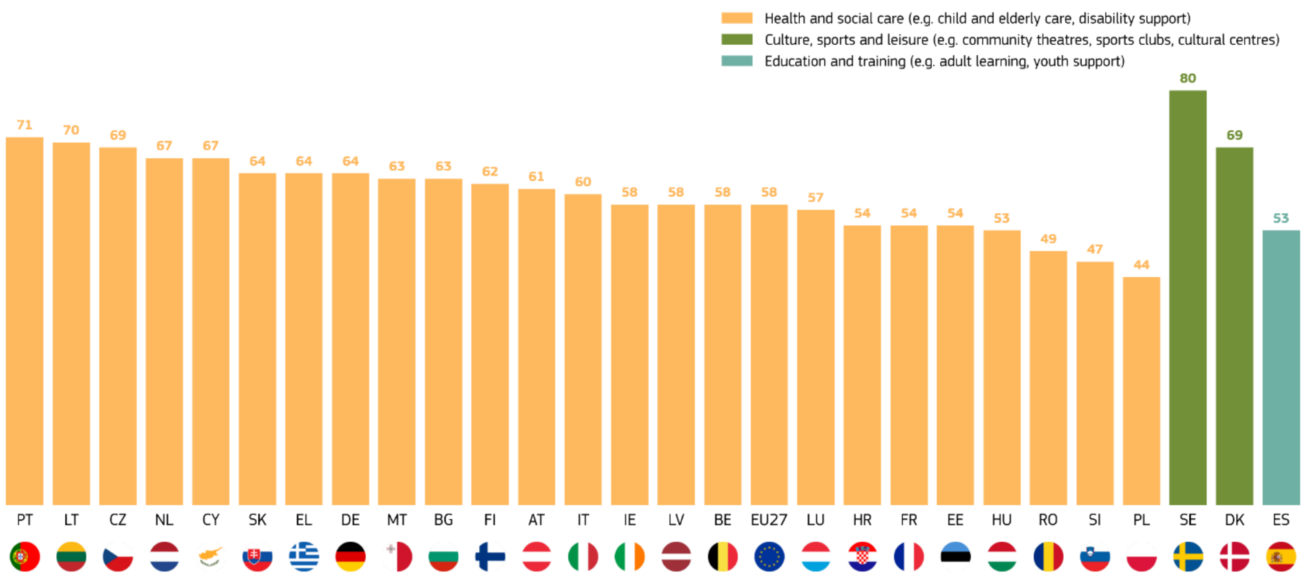
The highest proportions are observed in Portugal (71%), Lithuania (70%), and the Czech Republic (69%). These are closely followed by the Netherlands and Cyprus (both at 67%). More than two-thirds of respondents believe social economy organisations make the biggest difference in health services.

Slightly lower levels are seen in Romania (49%), and Slovenia (47%) and Poland (44%) with less than half of citizens identifying health and social care as the primary sector of impact.

Culture, Sports and Leisure is most prominently cited in Sweden (80%) and Denmark (69%), indicating a strong cultural orientation in perceptions of social economy impact.

Education and training emerge as the top sector in Spain, where 53% of respondents believe social economy organisations make the biggest difference in this domain.

QB8ab: In which of the following sectors do you think social economy organisations make the biggest difference? Firstly? And then? (MULTIPLE ANSWERS POSSIBLE) (%)



May 2025

The **socio-demographic** analysis reveals the following:

- Gender differences are modest. Men and women express nearly identical levels of support across all sectors. Women are slightly more likely to mention health and social care (59% vs 57%), while men are marginally more likely to mention finance and insurance (15% vs 14%) and culture, sports and leisure (43% vs 41%).
- Age reveals more distinct patterns. Younger respondents aged 15–24 are less likely to associate the social economy with agriculture and food (27%) or housing and construction (33%) but are more likely to mention education and training (46%) and culture, sports and leisure (44%). Respondents aged 40–54 and 55+ are more likely to identify agriculture and food (36–38%) and health and social care (59%) as key sectors. This suggests that **older respondents associate the social economy more with essential services, while younger people link it to education and cultural engagement**.
- Education level is a strong predictor of sectoral perceptions. **Respondents with higher education** (20+) **are more likely to associate the social economy with education and training** (48%), environment and energy (40%), and culture, sports and leisure (48%). Those who left education at 15 or younger are more likely to mention agriculture and food (36%) and health and social care (59%), but less likely to mention environmental (32%) or cultural sectors (34%). Respondents who are still studying show high recognition of education and training (49%) and culture (46%), but lower awareness of reinvestment-related sectors such as finance (16%) and housing (35%).
- Financial situation also plays a role. **Respondents who almost never or never have difficulty paying bills are more likely to associate the social economy with health and social care** (60%), **education** (45%), and **culture** (43%). Those who face difficulties most of the time are less likely to mention environment and energy (28%) and more likely to mention tourism and hospitality (20%), suggesting that economic insecurity may influence perceptions of sectoral relevance.
- Urbanisation introduces clear differences. **Residents of large towns are more likely to associate the social economy with education and training** (48%), environment and energy (39%), and culture, sports and leisure (45%). Those in rural areas are more likely to mention agriculture and food (37%) and health and social care (57%), but less likely to mention culture (39%) or environmental sectors (34%). This suggests that urban residents may be more exposed to a broader range of social economy initiatives, while rural respondents focus on essential services and local production.
- Familiarity with the concept of the social economy is strongly associated with broader recognition of its impact. **Respondents who are familiar with the concept are significantly more likely to mention education and training** (50%), **environment and energy** (41%), **and culture** (48%). Those unfamiliar with the concept are more likely to select “don’t know” (8% vs 2%) and less likely to mention education (38%) and environment (32%).

QB8ab In which of the following sectors do you think social economy organisations make the biggest difference? Firstly? And then? (MULTIPLE ANSWERS POSSIBLE)
(% - EU)

	Agriculture and food (e.g. farming, local food production, food cooperatives)	Health and social care (e.g. child and elderly care, disability support)	Education and training (e.g. adult learning, youth support)	Housing and construction (e.g. social housing, cooperative housing)	Retail and local commerce (e.g. second-hand shops, fair trade stores)	Tourism and hospitality (e.g. social hotels, cafés with a social mission)	Environment and energy (e.g. repairing, recycling, renewable energy, cleaning the environment)	Finance and insurance (e.g. ethical banks, microcredit organisations)	Transport and mobility (e.g. community transport, shared mobility services)	Culture, sports and leisure (e.g. community theatres, sports clubs, cultural centres)	Other (SPONTANEOUS)	None - you don't think that social economy organisations make a difference (SPONTANEOUS)	Don't know
EU27	35	58	44	35	26	17	36	14	25	42	1	2	5
Gender													
Man	35	57	44	35	26	17	36	15	25	43	1	2	5
Woman	34	59	44	35	26	17	36	14	24	41	1	2	5
Age-4													
15-24	27	54	46	33	23	16	34	16	23	44	1	1	6
25-39	32	57	45	37	27	19	34	16	26	45	1	2	4
40-54	36	59	46	36	28	18	38	15	25	42	1	2	4
55+	38	59	41	34	25	15	36	13	24	40	1	3	6
Education (End of)													
15-	36	59	38	34	24	16	32	10	23	34	1	3	9
16-19	35	56	41	34	26	18	33	15	25	39	1	3	5
20+	34	61	48	36	27	16	40	15	25	48	1	2	3
Still Studying	29	56	49	35	23	15	38	16	23	46	1	1	5
Difficulties paying bills													
Most of the time	33	53	43	34	25	20	28	12	22	38	2	3	5
From time to time	36	55	42	35	30	19	34	16	27	40	1	2	5
Almost never / Never	34	60	45	35	24	16	37	14	24	43	1	2	5
Subjective urbanisation													
Rural area or village	37	57	41	34	25	17	34	14	25	39	0	2	6
Small or middle sized town	34	58	43	32	26	17	35	14	24	42	1	3	5
Large town	33	59	48	39	27	16	39	16	24	45	0	2	4
Left-right political scale													
(1-4) Left	36	62	48	39	28	16	42	16	26	49	0	1	3
(5-6) Centre	35	60	43	34	27	17	35	13	24	41	0	2	5
(7-10) Right	36	54	42	34	25	19	33	16	26	40	1	3	4
Familiarity with the concept of social economy													
Yes	37	62	50	39	29	18	41	17	27	48	1	1	2
No	33	55	38	32	24	16	32	12	22	37	1	3	8

3. Social and community impact of the social economy

Close to half EU citizens believe reducing poverty is the area in which social economy makes the most important contribution

When asked in which areas the social economy makes the most important contribution in their country, EU citizens most frequently identify **poverty reduction**, with a total of 46% of respondents selecting this area. This includes initiatives such as affordable services, housing, food provision, and financial assistance, highlighting the social economy's role in addressing basic needs and economic vulnerability.

The second most frequently mentioned area is **care and healthcare services**, cited by 42% of respondents. This encompasses support for the elderly, people with disabilities, and other community-based health services.

Social inclusion ranks third, with 37% of respondents acknowledging the social economy's efforts to integrate minorities, migrants, and isolated groups into society.

Environmental and sustainability-related activities also feature prominently. A third of respondents identify environmental protection—including waste reduction, recycling, and repair—as a key area of impact. This is followed by strengthening local communities (32%), which includes revitalising neighbourhoods and supporting local businesses.

In terms of **employment and skills**, 30% of respondents highlight training and skills development, such as language courses and apprenticeships. Helping people find work and creating jobs are each cited by 28%, underlining the social economy's contribution to employability and job creation.

Lower levels of recognition are observed for green and renewable energy (22%) and digital inclusion (20%), suggesting these areas are less visible or still emerging in the public's perception of the social economy's role. Only 1% of respondents mention other areas spontaneously, 2% believe the social economy does not make a contribution in their country, and 6% say they don't know.

QB9ab: Thinking more about the social or community impact of the social economy, in which of the following areas does the social economy make the most important contribution in (OUR COUNTRY)? Firstly? And then? (MULTIPLE ANSWERS POSSIBLE) (EU27) (%)

May 2025

Across the EU, citizens perceive the social economy as making important contributions to various areas of social and community life. The most frequently cited area is reducing poverty (in 19 countries), followed by offering care and healthcare services (in six countries), strengthening local communities (in one country), and supporting social inclusion (in one country).

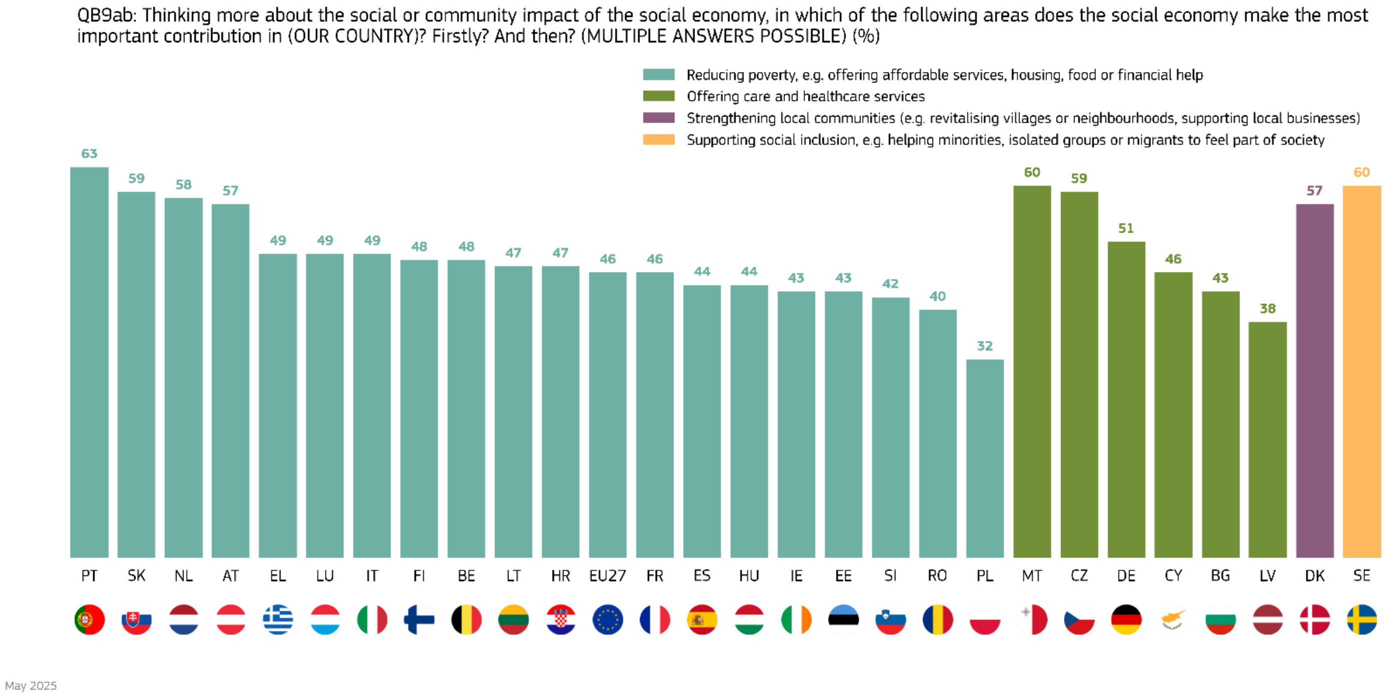
The highest recognition for poverty reduction is observed in Portugal (63%), Slovakia (59%), the Netherlands (58%) and Austria (57%), where more than half of respondents identify this as the most important contribution of the social economy.

The lowest levels of recognition for poverty reduction are found in Romania at 40% and Poland where only 32% of respondents cite this area.

In terms of care and healthcare services, more than half citizens reported social economy as impactful in Malta (60%), Czechia (59%), and the Germany (51%). The sector is the also mostly quoted in Cyprus (46%), Bulgaria (43%) and Latvia (38%).

Strengthening local communities is the most quoted sector in Denmark, where 57% of respondents highlight the role of the social economy in activities such as revitalising villages and supporting local businesses.

Finally, Sweden stands out for its emphasis on the social economy's role in supporting social inclusion, with 60% of respondents identifying this as its most important contribution.



The **socio-demographic** analysis reveals the following:

- Across the EU27, citizens most frequently identify reducing poverty (46%), offering care and healthcare services (42%), and supporting social inclusion (37%) as the areas where the social economy makes the most important contribution. However, there are meaningful differences across socio-demographic groups.
- Gender differences are minimal. Men and women express nearly identical levels of support across all areas. **Women are slightly more likely to mention reducing poverty** (47% vs 46%) and **healthcare services** (43% vs 41%), while men are marginally more likely to mention green and renewable energy (23% vs 22%) and strengthening local communities (33% vs 31%).
- Age reveals more distinct patterns. **Younger respondents, aged 15–24, are more likely to associate the social economy with helping people find work** (32%) **and creating jobs** (31%) but are less likely to mention reducing poverty (41%). Respondents aged 40–54 and 55+ are more likely to identify reducing poverty (47–48%) and healthcare services (42–44%) as key areas. This suggests that older respondents associate the social economy more with essential services, while younger people link it to employment and inclusion.
- Education level is a strong predictor of perceived impact. **Respondents with longer education (20+) are more likely to associate the social economy with training and skills development** (35%), **social inclusion** (42%), and **environmental protection** (35%). Those who left education at 15 or younger are more likely to mention reducing poverty (48%) and healthcare services (42%), but less likely to mention digital inclusion (17%) or green energy (20%). Respondents who are still studying show high recognition of healthcare services (45%), green energy (25%), and environmental protection (34%), but lower awareness of poverty reduction (42%).
- Financial situation also plays a role. **Respondents who almost never or never have difficulty paying bills are more likely to associate the social economy with reducing poverty** (47%), **healthcare services** (43%), and **environmental protection** (34%). Those who face difficulties most of the time are less likely to mention green energy (16%) and more likely to select “none” (5%), suggesting that economic insecurity may influence perceptions of sectoral relevance.
- Urbanisation introduces clear differences. **Residents of large towns are more likely to associate the social economy with training and skills** (34%), **environmental protection** (35%), **and social inclusion** (40%). Those in rural areas are more likely to mention reducing poverty (45%) and healthcare services (42%), but less likely to mention digital inclusion (18%) or green energy (21%). This suggests that urban residents may be more exposed to a broader range of social economy initiatives, while rural respondents focus on essential services.
- Familiarity with the concept of the social economy is strongly associated with broader recognition of its impact. **Respondents who are familiar with the concept are significantly more likely to mention poverty reduction** (51%), **social inclusion** (45%), and **environmental protection** (37%). Those unfamiliar with the concept are more likely to select “don’t know” (9% vs 3%) and less likely to mention any area, particularly training and skills (27%) and green energy (21%).

QB9ab Thinking more about the social or community impact of the social economy, in which of the following areas does the social economy make the most important contribution in (OUR COUNTRY)? Firstly? And then? (MULTIPLE ANSWERS POSSIBLE)
(% - EU)

	Helping people find work	Supporting social inclusion, e.g. helping minorities, isolated groups or migrants to feel part of society	Reducing poverty, e.g. offering affordable services, housing, food or financial help	Providing training and developing skills, e.g. language courses, apprenticeships	Creating jobs	Offering care and healthcare services	Improving digital inclusion, e.g. helping people use digital tools and access services digitally)	Protecting the environment, e.g. reducing waste, encouraging recycling, reusing and repairing	Supporting green and renewable energy	Strengthening local communities (e.g. revitalising villages or neighbourhoods, supporting local businesses)	Other (SPONTANEOUS)	None - you don't think that the social economy makes a contribution in (OUR COUNTRY) (SPONTANEOUS)	Don't know
EU27	28	37	46	30	28	42	20	33	22	32	1	2	6
Gender													
Man	28	36	46	30	28	41	20	32	23	33	1	2	6
Woman	28	38	47	30	28	43	20	33	22	31	1	2	7
Age-4													
15-24	32	35	41	28	31	41	20	30	24	26	1	1	7
25-39	29	39	46	33	28	39	22	32	23	34	1	2	5
40-54	29	41	47	32	28	42	22	33	24	34	0	2	5
55+	26	34	48	28	27	44	18	33	21	31	1	3	8
Education (End of)													
15-	30	33	48	23	27	42	17	29	20	28	1	3	10
16-19	29	35	45	29	29	42	20	32	22	30	1	3	6
20+	26	42	48	35	26	41	21	35	24	37	1	2	5
Still Studying	31	35	42	28	32	45	22	34	25	29	1	1	5
Difficulties paying bills													
Most of the time	26	35	44	28	23	39	18	26	16	25	1	5	6
From time to time	30	37	46	31	30	40	23	31	23	31	0	2	6
Almost never / Never	28	38	47	30	28	43	19	34	23	33	1	2	7
Subjective urbanisation													
Rural area or village	26	35	45	29	26	42	18	32	21	34	0	2	8
Small or middle sized town	29	37	46	28	29	43	20	32	23	31	1	3	6
Large town	30	40	49	34	29	41	23	35	23	31	0	2	5
Left-right political scale													
(1-4) Left	29	46	52	32	28	42	21	37	25	37	1	2	4
(5-6) Centre	28	35	46	31	29	43	20	32	22	31	0	2	6
(7-10) Right	28	35	45	30	28	42	23	33	22	32	0	3	4
Familiarity with the concept of social economy													
Yes	29	45	51	34	27	44	24	37	25	36	1	1	3
No	28	31	43	27	29	41	17	29	21	28	1	3	9

IV. Perception of policy and institutional support towards the social economy

1. Development level of the social economy

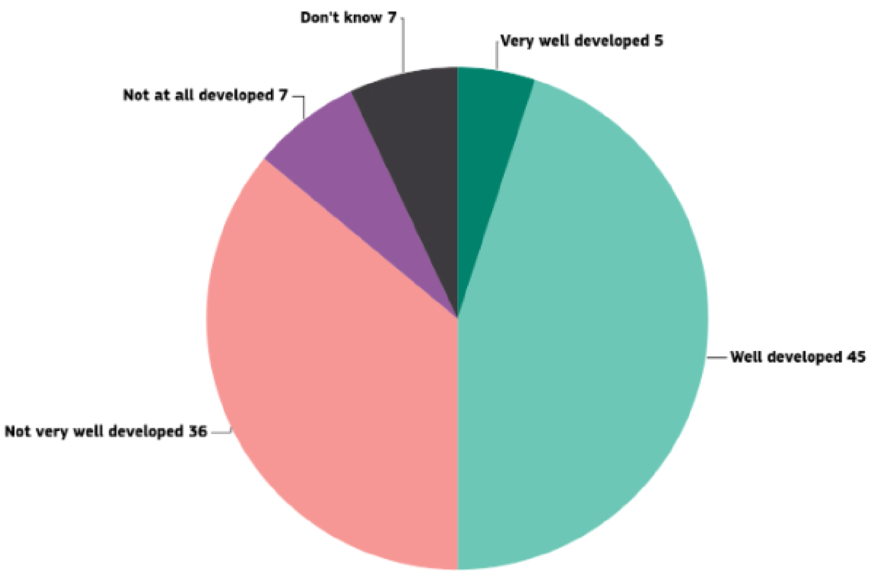
Half of EU citizens believe the social economy is well developed in their country

When asked to assess the level of development of the social economy in their country, 45% of respondents consider it well developed and 5% say it is very well developed. However, a substantial share of citizens expresses doubts or uncertainty about its maturity.

Close to four out of ten EU citizens (36%) believe the social economy is not very well developed, while 7% consider it not at all developed. An additional 7% selected "Don't know", indicating limited awareness.

These findings suggest that while the social economy and its importance is broadly recognised, perceptions of its actual development vary widely. The relatively low proportion of respondents who view it as being very well developed highlights a discrepancy between recognition of the importance of the social economy and perceptions of its tangible progress.

QB10: In your view, what is the level of development of the social economy in (OUR COUNTRY)? (%)



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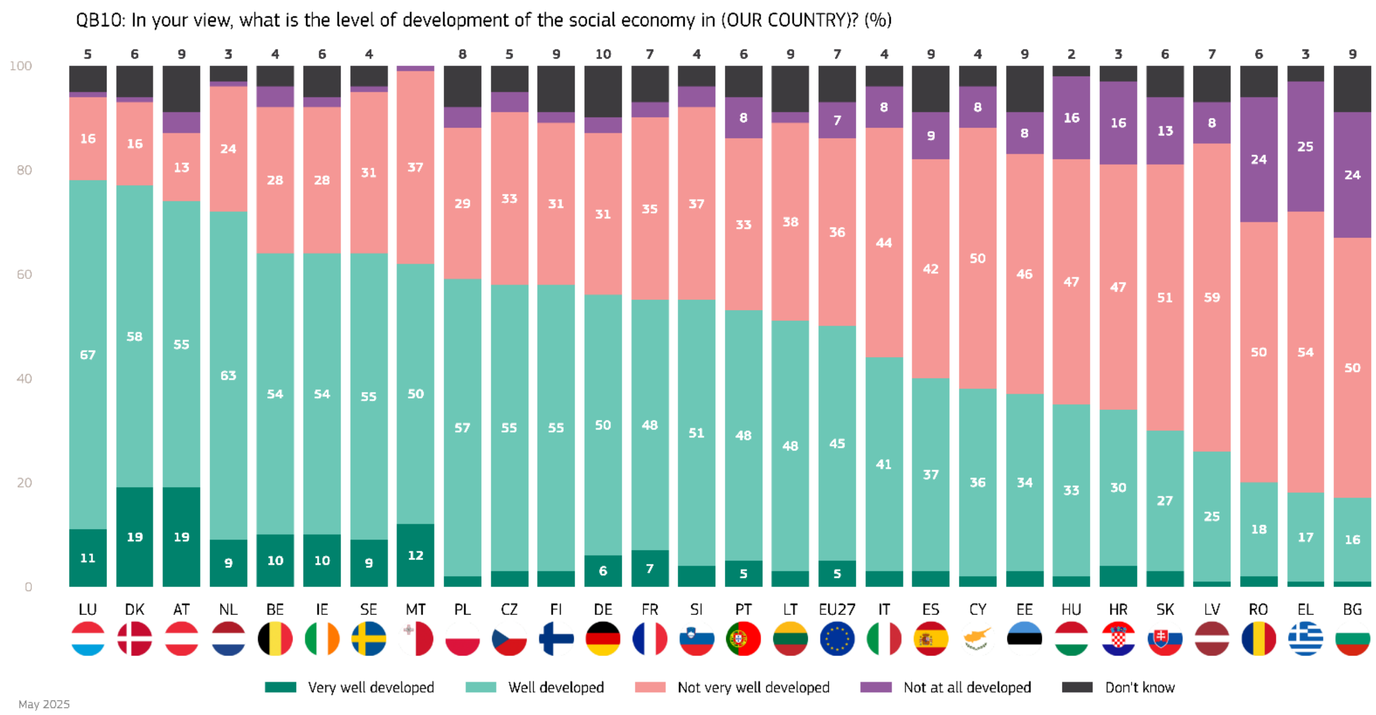
Across the EU, citizens express varied perceptions of how well developed the social economy is in their respective countries. The most frequently cited level is "well developed," with notable concentrations in Western and Northern Europe, while more critical views are observed in parts of Eastern Europe.

The highest recognition for a "very well developed" social economy is observed in Austria and Denmark (both at 19%). Highest recognition for "well developed" social economy is observed in Luxembourg (67%), the Netherlands (63%), and Denmark (58%), where more than half of respondents identify the sector as highly developed. These countries stand out for their strong public confidence in the maturity and impact of the social economy.

Moderate levels of recognition are found in countries such as Germany (56%), France (55%), and Portugal (53%), where the combined percentages of "very well developed" and "well developed" responses suggest a generally positive but more nuanced view.

In 11 Member Stes less than half citizens think the level of development is well developed in their countries. The highest levels of negative views regarding development are found in Greece, where 79% of respondents say the social economy is either "not very well developed" or "not at all developed". Similarly, Bulgaria shows a more divided perception, with the lowest share perceived development and 74% stating the social economy is not at all or not very well developed.

A notable share of respondents in several countries selected "don't know," suggesting limited awareness or engagement with the concept of social economy. This is particularly evident in Germany (10%), Austria, Finland, Lithuania, Spain, Estonia and Bulgaria (all at 9%).



The **socio-demographic** analysis reveals the following

- Gender differences are minimal. Men are more likely to consider the social economy well developed (51% vs 49%), and both report similar levels of perceived underdevelopment (43% and 44%, respectively).
- Age reveals a clear pattern. **Younger respondents are more likely to perceive the social economy as well developed**: 55% of those aged 15–24 and 53% of those aged 25–39 consider it well developed, compared to 51% of those aged 40–54 and 48% of those aged 55+. Conversely, older respondents are more likely to view it as underdeveloped: 44% among those aged 40–54 and 55+, compared to 38% among the youngest group.
- Education level is a strong predictor of perceived development. **Respondents who are still studying are the most likely to consider the social economy well developed** (57%) and the least likely to consider it underdeveloped (36%). Those with longer education (20+) also show high levels of perceived development (56%) and lower levels of perceived underdevelopment (39%). In contrast, those who left education at 15 or younger are the least likely to consider the social economy well developed (43%) and the most likely to view it as underdeveloped (45%).
- Financial situation plays a significant role. **Respondents who almost never or never have difficulty paying bills are more likely to perceive the social economy as well developed** (54%) and less likely to see it as underdeveloped (39%). Those who face difficulties most of the time are the most uncertain about the level of development, with only 37% perceiving it as well developed and 56% as underdeveloped.
- Urbanisation introduces subtle differences. **Residents of large towns are slightly more likely to perceive the social economy as well developed** (52%) than those in rural areas or small/mid-sized towns (50% each). Perceived underdevelopment is highest in small/mid-sized towns (44%).
- Familiarity with the concept of the social economy strongly influences perceptions. Among those who are familiar with the concept, 60% consider it well developed and only 37% underdeveloped. Among those unfamiliar with the concept, only 42% perceive it as well developed, while 48% consider it underdeveloped.

QB10 In your view, what is the level of development of the social economy in (OUR COUNTRY)?
(% - EU)

	Very well developed	Well developed	Not very well developed	Not at all developed	Don't know	Total 'Well developed'	Total 'Not developed'
EU27	5	45	36	7	7	50	43
Gender							
Man	5	46	36	7	6	51	43
Woman	5	44	37	7	7	49	44
Age-4							
15-24	6	49	33	5	7	55	38
25-39	5	48	34	7	6	53	41
40-54	5	46	37	7	5	51	44
55+	5	43	37	7	8	48	44
Education (End of)							
15-	5	38	35	10	12	43	45
16-19	4	43	38	8	7	47	46
20+	7	49	34	5	5	56	39
Still Studying	6	51	32	4	7	57	36
Difficulties paying bills							
Most of the time	5	32	40	16	7	37	56
From time to time	4	41	39	9	7	45	48
Almost never / Never	5	49	34	5	7	54	39
Subjective urbanisation							
Rural area or village	6	44	34	7	9	50	41
Small or middle sized town	4	46	37	7	6	50	44
Large town	5	47	36	6	6	52	42
Left-right political scale							
(1-4) Left	5	44	40	6	5	49	46
(5-6) Centre	5	48	35	6	6	53	41
(7-10) Right	6	48	34	7	5	54	41
Familiarity with the concept of social economy							
Yes	8	52	33	4	3	60	37
No	3	39	39	9	10	42	48

2. Role of public authorities in supporting the social economy

Eight in ten EU citizens think public authorities should develop strategies and legislation to support social economy organisations

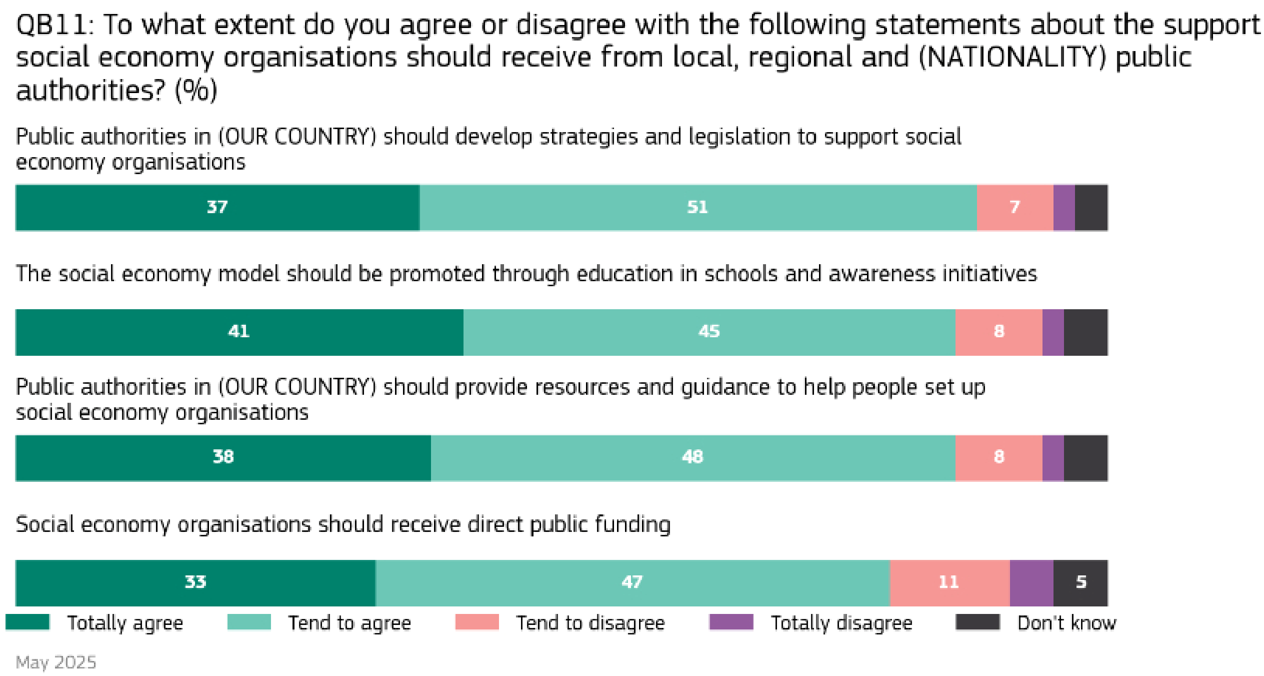
When asked **to what extent they agreed or disagreed with various statements about the role of public authorities in supporting the social economy**, a large majority of EU citizens expressed positive views.

88% of respondents agree that public authorities should develop strategies and legislation to support social economy organisations, with 37% totally agreeing and 51% tending to agree. Only 7% tend to disagree, 2% totally disagree, while 4% say they don't know.

Support is similarly high for promoting the social economy through education and awareness initiatives, with 86% of respondents in agreement (41% totally agree, 45% tend to agree). Just 10% disagree, while 4% answered don't know.

A comparable 86% of respondents also agree that public authorities should provide resources and guidance to help people set up social economy organisations. This includes 38% who totally agree and 48% who tend to agree. Only 10% express disagreement, and 4% say they don't know.

Support is slightly lower, though still strong, for direct public funding of social economy organisations. 80% of respondents agree with this measure (33% totally agree, 47% tend to agree), while 15% disagree (11% tend to disagree, 4% totally disagree) and 5% are undecided.

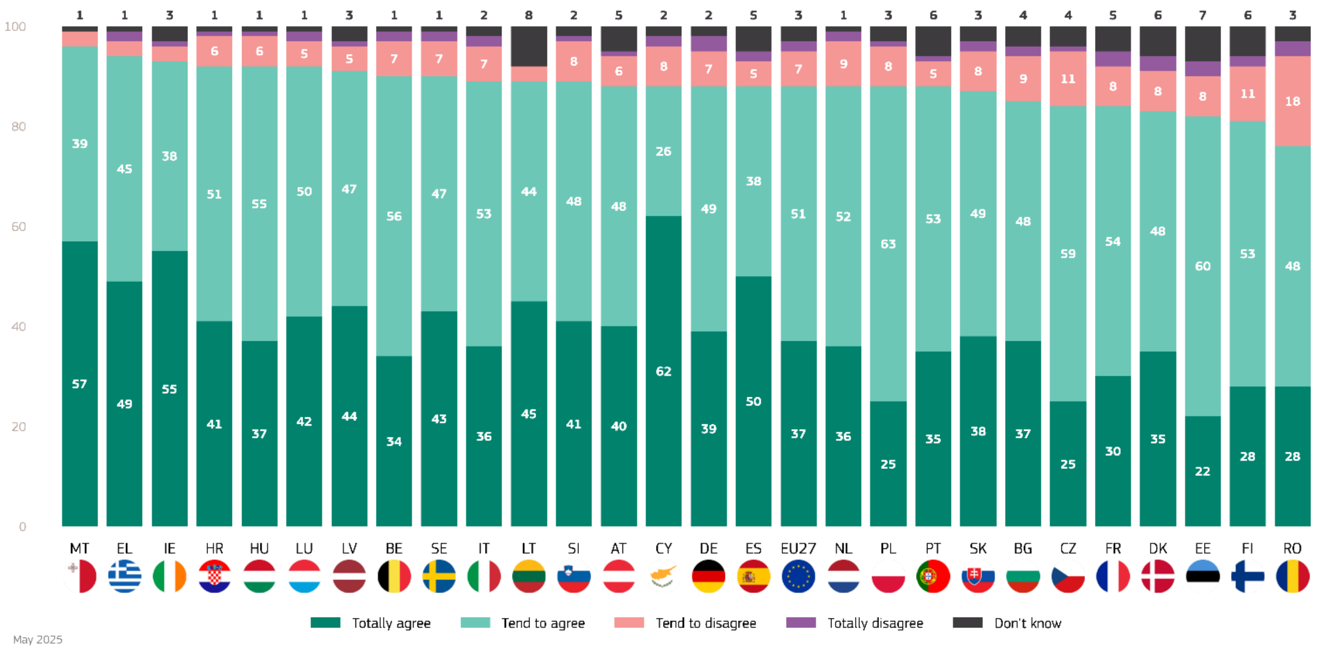


The country-level data reveal **strong support across the EU for public authorities to take legislative and strategic action in favour of social economy organisations.** More than three 3 three out 4 citizens agree with the statement in each Member State.

The highest levels of agreement are observed in Malta, where 57% of respondents totally agree and 39% tend to agree. Similarly, Greece shows 49% totally agree and 45% tend to agree, and Ireland follows with 55% totally agree and 38% tend to agree. These countries demonstrate the strongest public endorsement for government involvement in the social economy.

In contrast, lower levels of agreement are observed in Romania, Finland, and Estonia, where the shares of tend to disagree and totally disagree, are more prominent, more precisely at 21%, 13%, and 11% respectively.

QB11.1: To what extent do you agree or disagree with the following statements about the support social economy organisations should receive from local, regional and (NATIONALITY) public authorities? - Public authorities in (OUR COUNTRY) should develop strategies and legislation to support social economy organisations (%)

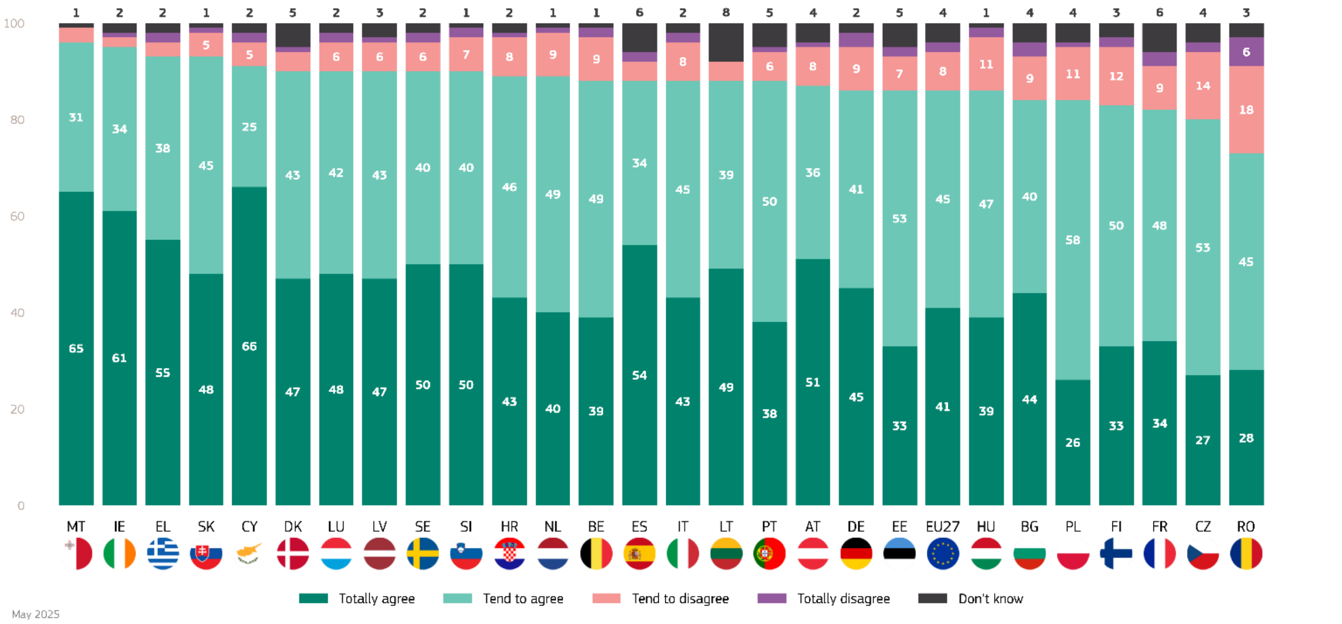


The country-level data reveal **strong support across the EU for promoting the social economy model through education and awareness initiatives**. More than three 3 three out 4 citizens agree with the statement in each Member State.

The highest levels of agreement are observed in Malta, where 65% of respondents totally agree and 31% tend to agree. Similarly, Ireland shows 61% totally agree and 34% tend to agree, and Greece follows with 55% and 38%, respectively. These countries demonstrate the strongest public endorsement for integrating the social economy into educational and public awareness frameworks.

In contrast, lower levels of agreement are recorded in Romania, Czech Republic, and France, where respectively 24%, 16% and 12%, either tend to disagree or totally disagree with the statement.

QB11.2: To what extent do you agree or disagree with the following statements about the support social economy organisations should receive from local, regional and (NATIONALITY) public authorities? - The social economy model should be promoted through education in schools and awareness initiatives (%)



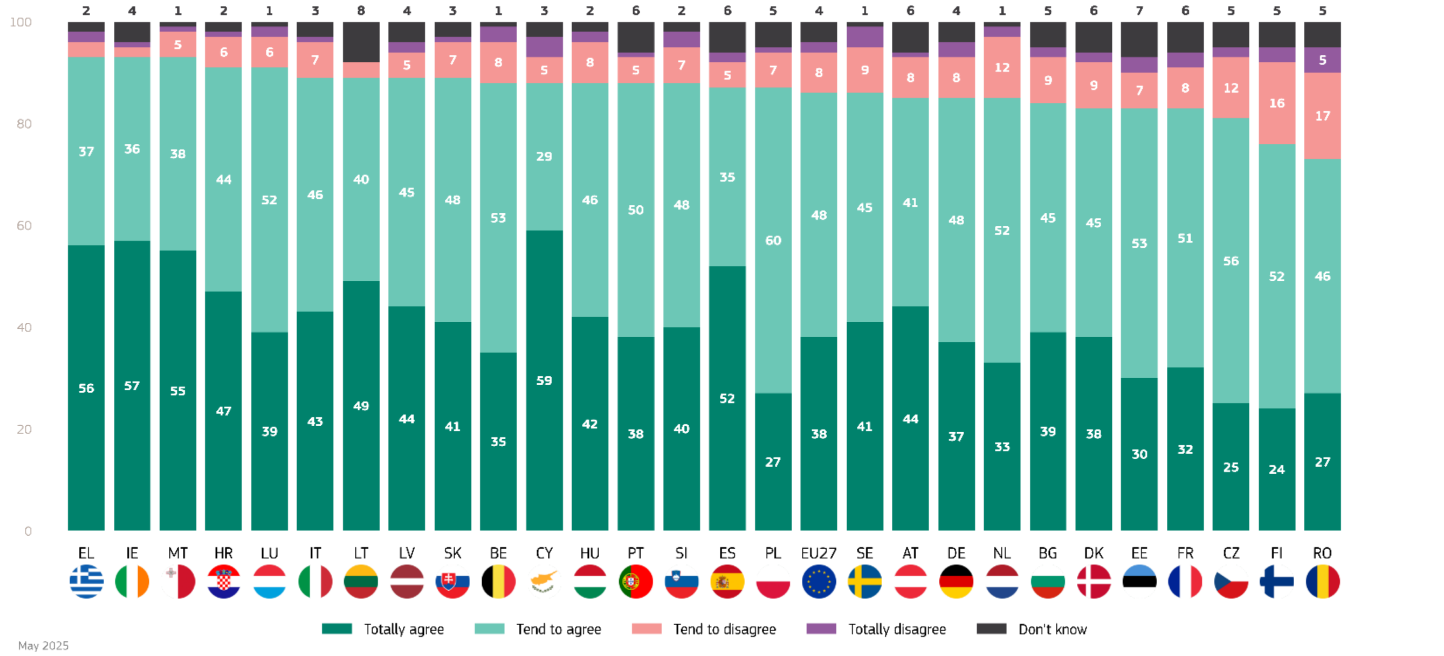
The country-level data reveal **strong support across the EU for public authorities to provide resources and guidance to help citizens establish social economy organisations**.

The highest levels of agreement are observed in Greece, where 56% of respondents totally agree and 37% tend to agree. Similarly, Ireland shows 57% totally agree and 36% tend to agree, and Malta follows with 55% and 38%, respectively. These countries demonstrate the strongest public endorsement for proactive government support in setting up social economy initiatives.

Moderate levels of agreement are observed in Croatia, Luxemburg, and Italy, where combined agreement levels are respectively 91% for the first two countries and 89% for the last one.

In contrast, lower levels of agreement are recorded in Romania, Finland, and Czech Republic, where the shares of tend to disagree, totally disagree, are more prominent, respectively at 22%, 19% and 14%.

QB11.4: To what extent do you agree or disagree with the following statements about the support social economy organisations should receive from local, regional and (NATIONALITY) public authorities? - Public authorities in (OUR COUNTRY) should provide resources and guidance to help people set up social economy organisations (%)

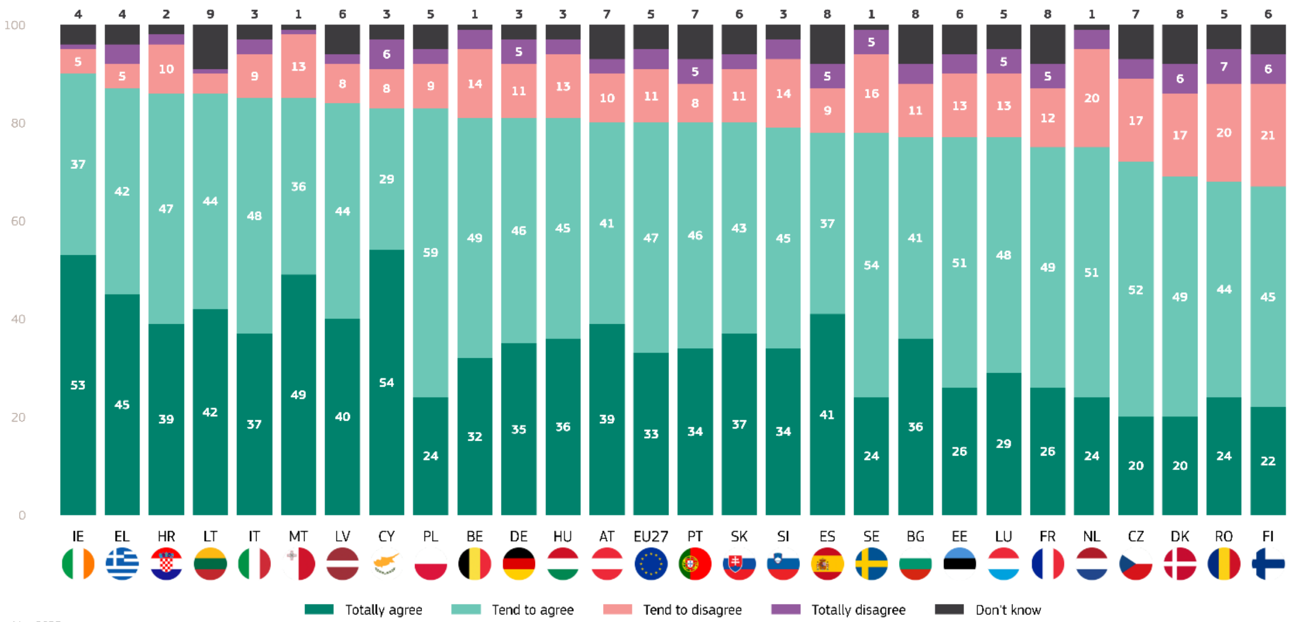


The country-level data reveal **strong support across the EU for direct public funding of social economy organisations by local, regional, and national authorities**. More than 2 out 3 citizens agree with the statement in each Member State.

The highest levels of agreement are observed in Ireland, where 53% of respondents totally agree and 37% tend to agree. Similarly, Greece shows 45% totally agree and 42% tend to agree, and Croatia follows with 39% and 47%, respectively. These countries demonstrate the strongest public endorsement for direct financial support of the social economy.

In contrast, lower levels of agreement are recorded in Finland, Romania, and Denmark, where the shares of tend to disagree and totally disagree responses are more prominent, respectively at 27% for Finland and Romania and 23% for Denmark.

QB11.3: To what extent do you agree or disagree with the following statements about the support social economy organisations should receive from local, regional and (NATIONALITY) public authorities? - Social economy organisations should receive direct public funding (%)



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The **socio-demographic** analysis reveals the following:

- Gender differences are modest. Women are slightly more likely than men to support all four measures, with 88% of women in favour of a legal framework (compared to 87% of men), 86% supporting education (vs 85%), 81% supporting the idea social economy organization should receive direct public funding (vs 78% of men) and 87% supporting public resources and guidance (vs 85%). These differences suggest a marginally higher level of engagement among women with the institutional development of the social economy.
- Age-related differences are also limited, though younger and older respondents show slightly higher levels of support. Among those aged 15–24 and 55+, 89% support the development of a legal framework, compared to 87–88% among middle-aged groups. Support for the promotion of social economy through education is slightly higher among older respondents (87% among those aged 40-54, compared to 86% among those aged 15–39).
- Education level is a stronger differentiator. **Respondents who are still studying show the highest levels of support across all four measures**: 91% support a legal framework, 90% support education, and 83% support public resources. Those with higher education (20+) also show strong support (89%, 88%, 80%, and 87% respectively). In contrast, respondents who left education at age 15 or younger are less likely to support these measures, particularly the development of a legal framework (89%).
- Financial situation plays a significant role. **Respondents who almost never or never have difficulty paying bills are the most supportive**, with 88% in favour of a legal framework, 88% for education, and 86% for public resources. Those who face difficulties most of the time are less supportive, particularly regarding public resources (73%), suggesting that economic insecurity may reduce perceived relevance or feasibility of social economy initiatives.
- Urbanisation introduces a clear gradient. **Support is highest among residents of large towns**, with 90% supporting a legal framework, 89% supporting education, and 82% supporting public resources. Support is slightly lower in small or mid-sized towns (88%, 86%, 80%, 86%) and lowest in rural areas (84%, 83%, 75%, 84%). These differences may reflect greater exposure to social economy initiatives in urban settings.
- Political orientation introduces a clear variation in the results. **Respondents across the left, centre, and right of the political spectrum all express high levels of support.** EU citizens positioning themselves on the left are more likely to show support across all four measures, with agreement percentages ranging from 93% for supporting the development of adequate legal frameworks (vs. 83% among right-leaning respondents) to 85% for the establishment of public funding for social economy organisations (vs. 73% among citizens identifying with the right).
- **Familiarity with the concept of the social economy is strongly associated with support.** Among those who are familiar with the concept, 92% support a legal framework, 89% support education, and 82% support public resources and 89% agree that public authorities should provide resources to help people set up social economy organisations. Among those unfamiliar, support is lower across all measures (84%, 83%, 77% and 73% respectively), indicating that awareness plays a key role in shaping attitudes.

QB11

To what extent do you agree or disagree with the following statements about the support social economy organisations should receive from local, regional and (NATIONALITY) public authorities?
'Total Agree'
(% - EU)

	Public authorities in (OUR COUNTRY) should develop strategies and legislation to support social economy organisations	The social economy model should be promoted through education in schools and awareness initiatives	Social economy organisations should receive direct public funding	Public authorities in (OUR COUNTRY) should provide resources and guidance to help people set up social economy organisations
EU27	88	86	80	86
Gender				
Man	87	85	78	85
Woman	88	86	81	87
Age-4				
15-24	89	86	81	88
25-39	87	86	79	86
40-54	88	87	79	86
55+	86	85	79	85
Education (End of)				
15-	83	82	75	82
16-19	87	85	79	85
20+	89	88	80	87
Still Studying	91	90	83	90
Difficulties paying bills				
Most of the time	83	81	73	80
From time to time	86	85	77	85
Almost never / Never	88	88	81	86
Subjective urbanisation				
Rural area or village	84	83	75	84
Small or middle sized town	88	86	80	86
Large town	90	89	82	88
Left-right political scale				
(1-4) Left	93	92	85	91
(5-6) Centre	88	87	82	88
(7-10) Right	83	81	73	81
Familiarity with the concept of social economy				
Yes	92	89	82	89
No	84	83	77	83

3. Role of employers in promoting social economy values

More than nine in ten EU citizens support sustainable business practices rooted in social economy values

When asked **which social economy principles they believe employers should apply**, a majority of EU citizens expressed strong support for **sustainable business practices** (93%) inspired by social economy values. The most widely endorsed principle is **reinvesting most of the company's profits into its mission**, selected by **52%** of respondents. This suggests that citizens value companies that prioritise service improvement, employee support, and community benefit over profit distribution to shareholders.

Closely following, **51% of respondents believe that employers should work for a social or environmental mission, such as contributing to the well-being of people, communities, or the planet**. This reflects a broad public expectation that businesses should pursue goals beyond financial gain and align with societal and environmental values.

Nearly half of EU citizens (49%) also support the principle of giving employees a say in decision-making, indicating a strong preference for participatory governance and workplace democracy. This principle resonates with the values of transparency, fairness, and employee empowerment.

Only 1% of respondents spontaneously selected "all three" principles, while 3% said "none of these," and 4% responded "don't know." These low figures suggest that most citizens are able to identify at least one principle they believe employers should uphold, and that there is broad consensus around the importance sustainable business practices.

QB12: Which of the following principles do you think employers should apply? Select all that apply. (MULTIPLE ANSWERS POSSIBLE) (EU27) (%)

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The country-level data reveal notable variations in support for socially responsible employer principles across Member States.

Reinvesting most of the company's profits into its mission is the most widely supported principle across the EU27. This trend is particularly pronounced in Sweden (62%), Greece (60%) and Croatia (59%), where more than half of citizens endorse reinvestment over shareholder dividends. This principle is the most cited in 13 Member States.

Working for a social/environmental mission is also strongly supported, with the highest recognition observed in Greece (70%) Sweden (68%), and Slovakia (63%). This principle is the most cited in 10 Member States.[4]

Giving employees a say in decision making, is the most frequently mentioned item in Czech Republic (51%), Estonia (48%), Latvia (42%), Malta (61%), Poland (50%), Romania (42%) and Finland (60%), where respondents highlight the role of employers in how the organization is run.

QB12: Which of the following principles do you think employers should apply? Select all that apply. (MULTIPLE ANSWERS POSSIBLE) (%)

	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
Reinvesting most of the company's profits into its mission (e.g. using profits to improve services, support employees, or help the community, instead of distributing them to owners/shareholders)	52	49	55	46	46	49	44	52	60	56	57	59	57	52	42	44	52	60	57	58	49	42	53	42	61	52	36	62
Working for a social or environmental mission (e.g. contributing to the well-being of people, communities, or the planet - not just making profit)	51	45	55	44	62	51	40	51	70	51	52	58	52	60	39	48	48	49	57	54	56	34	54	41	55	63	53	68
Giving employees a say in decision-making (e.g. involving employees in how the organisation is run)	49	46	46	51	55	46	48	49	64	49	55	57	47	56	42	38	43	54	61	44	52	50	45	42	52	57	60	55
All three of them (SPONTANEOUS)	1	2	2	0	0	2	5	2	2	1	1	0	2	0	3	10	2	1		1	2	0	2	1	1	1	3	3
None of these (SPONTANEOUS)	3	5	1	3	3	4	7	3	1	2	3	1	2	7	3	3	2	0	5	2	4	2	4	5	2	2	5	3
Don't know	4	2	4	6	4	6	8	3	0	6	4	1	2	6	10	7	2	1	3	1	6	5	11	6	1	2	5	0

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1st Most Frequently Mentioned Item
2nd Most Frequently Mentioned Item
3rd Most Frequently Mentioned Item

[4] Although there are 27 Member States, the total number of entries in the paragraph adds up to 30. This is because Bulgaria, Latvia, and Romania each registered the same percentage for more than one principle, resulting in their inclusion in multiple categories.

The **socio-demographic analysis** reveals the following:

- **Women are slightly more likely than men to support working for social or environmental objectives** (52% vs. 49%) and employee involvement in decision-making (50% vs. 48%).
- Age reveals more nuanced patterns. **Younger respondents aged 15–24 are the most likely to support working for social or environmental objectives** (53%) and to support employee involvement in decision-making (50%), but slightly less likely to support the reinvestment of profits (48%). Respondents aged 25–39 show balanced support across all three principles (51%, 47%, and 52% respectively), while those aged 40–54 maintain similar levels of support for social objectives (52%) and employee participation (50%), registering the highest agreement for reinvesting profits into the company's mission (55%).
- **Respondents with longer education (20+) are significantly more likely to support all three principles**: 54% support working for social or environmental objectives, 52% support employee involvement in decision-making, and 56% support the reinvestment of profits. Those who left education at 15 or younger show the lowest levels of support (46%, 44%, and 50%, respectively). Interestingly, respondents who are still studying show high support for social/environmental objectives (57%) but slightly lower support for employee involvement in decision-making (49%) and the reinvestment of profits (48%).
- Financial situation also plays a role. **Respondents who almost never or never have difficulty paying bills are more likely to support all three principles**: 52% support working for social or environmental objectives, 51% support employee involvement in decision-making, and 53% support the reinvestment of profits. Those who face difficulties from time to time show slightly lower support (49%, 47%, and 51%, respectively).
- Urbanisation introduces clear differences. **Residents of large towns are the most supportive across all three principles**: 54% support working for social or environmental objectives, 52% support employee involvement in decision-making, and 54% support the reinvestment of profits. Those in small or mid-sized towns follow closely (52%, 49%, and 54%), while support is lowest among those in rural areas (46%, 48%, and 49%).
- Political orientation shows a clear gradient. **Respondents identifying with the left are the most supportive of all three principles**: 60% support working for social or environmental objectives, 54% support employee involvement in decision-making, and 58% support the reinvestment of profits. Support declines among centrists (50%, 50%, and 52%) and is lowest among those on the right, where 44% support social/environmental objectives, 47% support employee involvement in decision-making, and 50% support reinvestment.
- Familiarity with the concept of the social economy is strongly associated with support. **Respondents who are familiar with the concept are significantly more likely to support all three principles**: 57% support working for social or environmental objectives, 53% support employee involvement in decision-making, and 57% support the reinvestment of profits. Among those unfamiliar with the concept, support is notably lower (46%, 46%, and 48%, respectively).

QB12 Which of the following principles do you think employers should apply? Select all that apply. (MULTIPLE ANSWERS POSSIBLE)
(% - EU)

	Working for a social or environmental mission (e.g. contributing to the well-being of people, communities, or the planet - not just making profit)	Giving employees a say in decision-making (e.g. involving employees in how the organisation is run)	Reinvesting most of the company's profits into its mission (e.g. using profits to improve services, support employees, or help the community, instead of distributing them to owners/shareholders)	All three of them (SPONTANEOUS)	None of these (SPONTANEOUS)	Don't know
EU27	51	49	52	1	3	4
Gender						
Man	49	48	53	2	3	4
Woman	52	50	52	1	2	5
Age-4						
15-24	53	50	48	1	2	4
25-39	51	47	52	2	2	4
40-54	52	50	55	1	3	3
55+	49	50	52	2	3	5
Education (End of)						
15-	46	44	50	2	4	9
16-19	48	49	50	2	3	4
20+	54	52	56	1	3	2
Still Studying	57	49	48	2	2	4
Difficulties paying bills						
Most of the time	46	48	50	2	3	8
From time to time	49	47	51	1	3	4
Almost never / Never	52	51	53	2	3	4
Subjective urbanisation						
Rural area or village	46	48	49	2	3	5
Small or middle sized town	52	49	54	1	3	4
Large town	54	52	54	1	2	3
Left-right political scale						
(1-4) Left	60	54	58	1	2	2
(5-6) Centre	50	50	52	1	2	5
(7-10) Right	44	47	50	2	4	3
Familiarity with the concept of social economy						
Yes	57	53	57	1	2	2
No	46	46	48	2	3	6

Conclusion

Conclusion

More than half of EU citizens have heard of the social economy, and nearly half report some level of familiarity with the term. However, awareness and familiarity vary across Member States and socio-demographic groups. Those with higher education, younger age groups, and residents of urban areas are more likely to be aware of and familiar with the social economy.

Personal engagement with social economy organisations is widespread but varies significantly across Member States. Out of those involved in the social economy, **more than one in four EU citizens report being personally involved at least once a week**, showing a frequent involvement with social economy organisations. Additionally, more than half have played an active role within such organisations, with volunteering and financial donations being the most common forms of engagement. **Local production, environmental and social values are important to EU consumers**, though quality and price remain the top priorities in purchasing decisions.

One in three EU citizens has received support from social economy organisations, most commonly in the form of training, goods, or personal services. Support is more frequently reported among younger people, students, and those facing financial difficulties. Moreover, **six in ten EU citizens consider the social economy important for their personal well-being**.

More than seven in ten EU citizens recognise the social economy's importance for their local communities, society at large, and the planet. The social economy is most frequently linked to contributions in the **health and social care sector, as well as in education, sports and culture**. **Poverty reduction, social inclusion, and environmental protection** are also widely recognised as areas where the social economy has a significant impact. These perceptions are stronger among people familiar with the social economy concept, suggesting that awareness plays a crucial role in shaping public understanding of the social economy's relevance.

Half of EU citizens believe the social economy is well developed in their country, though perceptions vary significantly. Younger, more educated, and financially secure respondents are more likely to view the sector as developed. Notably, close to one out of six citizens either do not see any development or are unsure if there is any. This highlights the need for greater policy support, clearer communication and increased visibility to strengthen public understanding of, and confidence in, the role of social economy in society.

In line with these findings, there is **strong support for public authorities to play an active role in promoting the social economy**. The majority agrees that public authorities should develop strategies and legislation to support the social economy; promote the social economy model through education and awareness initiatives; provide resources and guidance to help citizens establish social economy organisations; and provide direct funding to such organisations. **This support is present across the political spectrum.**

EU citizens are also generally in favour of having employers apply social economy principles. These principles include reinvesting profits in the company's mission, pursuing social or environmental goals, and giving employees a say in decision-making processes. **These findings highlight a widespread public support for inclusive, sustainable, and participatory economic models**.

Technical Specifications

Between 5 and 29 May 2025, Verian Belgium carried out the wave 103.4 of the Eurobarometer survey, on request of the European Commission, Directorate-General for Communication, "Public Opinion & Citizen Engagement" Unit.

The Wave 103.4 covers the population of the respective nationalities of the European Union Member States, resident in each of the 27 Member States and aged 15 years and over.

The basic sample design applied in all countries is a stratified multi-stage, random (probability) one. In each country, the sample frame is first stratified by NUTS regions and within each region by a measure of urbanity (DEGURBA). The number of sample points selected in each strata reflects the stratum population 15+. At the second stage sampling points were drawn with probability proportional to their 0+ population size from within each stratum. The samples thus represent the whole territory of the countries surveyed according to the EUROSTAT NUTS II (or equivalent) and according to the distribution of the resident population of the respective nationalities in terms of metropolitan, urban and rural areas[5].

In each of the selected sampling points, a starting coordinate was drawn at random and a reverse geo-coding tool used to identify the closest address to the coordinate. This address was the starting address for the random walk. Further addresses (every Nth address) were selected by standard "random route" procedures, from the initial address. In each household, the respondent was drawn, at random. The approach to the random selection was conditional on the household size. By way of example for households with two 15+ members the script was used to select either the informant (person responding to the screener questionnaire) or the other eligible member in the household. For households with three 15+ members the script was used to select either the informant (1/3 of the time) or the two other eligible members in the household (2/3 of the time). Where the two other members were selected, the interviewer was then told to either ask for the youngest or oldest. The script would randomly assign the selection to youngest or oldest with equal probability. This process continues for four 15+ household members – randomly asking for the youngest, 2nd youngest and oldest. For households with five 15+ members we revert to the last birthday rule.

If no contact was made with anyone in the household, or if the respondent selected was not available (busy), the interviewer revisited the same household up to three additional times (four contact attempts in total). Interviewers never indicate that the survey is conducted on behalf of the European Commission beforehand; they may give this information once the survey is completed, upon request.

The recruitment phase was slightly different in the Netherlands, Finland, and Sweden. In the two latter countries, a sample of addresses within each sampling point were selected from the address or population register (in Finland, selection is not done in all sample points, but in some where response rates are expected to improve). The selection of addresses was done in a random manner. Households were then contacted by telephone and recruited to take part in the survey. In the Netherlands, a dual frame RDD sample (mobile and landline numbers) are used as there is no comprehensive population register with telephone numbers available. The selection of numbers on both frames is done in a random manner with each number getting an equal probability of selection. Unlike Sweden and Finland, the sample is un-clustered.

[5] Urban Rural classification based on DEGURBA (https://ec.europa.eu/eurostat/web/degree-of-urbanisation/background)

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	COUNTRIES	INSTITUTES	N° INTERVIEWS	FIELDWORK DATES		POPULATION 15+	PROPORTION EU27
BE	Belgium	MCM Belgium	1,025	05-05-2025	25-05-2025	9,892,796	2.6%
BG	Bulgaria	Kantar TNS BBSS	1,039	09-05-2025	26-05-2025	5,534,456	1.4%
CZ	Czechia	STEM/MARK	1,018	07-05-2025	19-05-2025	9,172,797	2.4%
DK	Denmark	Mantle Denmark (Verian)	1,017	05-05-2025	29-05-2025	5,022,981	1.3%
DE	Germany	Mantle Germany (Verian)	1,530	05-05-2025	26-05-2025	71,818,299	18.7%
EE	Estonia	B&B Research OÜ	1,009	05-05-2025	27-05-2025	1,154,359	0.3%
IE	Ireland	B and A Research	1,004	06-05-2025	24-05-2025	4,338,938	1.1%
EL	Greece	Kantar Greece	1,004	05-05-2025	25-05-2025	9,041,201	2.4%
ES	Spain	Mantle Spain (Verian)	1,000	05-05-2025	25-05-2025	42,189,318	11.0%
FR	France	MCM France	1,000	05-05-2025	26-05-2025	56,855,864	14.8%
HR	Croatia	Hendal	1,004	06-05-2025	25-05-2025	3,319,752	0.9%
IT	Italy	Testpoint Italia	1,035	05-05-2025	20-05-2025	51,784,963	13.5%
CY	Rep. of Cyprus	CYMAR Market Research	501	05-05-2025	22-05-2025	818,909	0.2%
LV	Latvia	Kantar TNS Latvia	1,021	06-05-2025	25-05-2025	1,579,066	0.4%
LT	Lithuania	Norstat LT	1,017	06-05-2025	25-05-2025	2,467,008	0.6%
LU	Luxembourg	ILRES	509	05-05-2025	23-05-2025	566,303	0.1%
HU	Hungary	Kantar Hoffmann	1,014	07-05-2025	26-05-2025	8,199,448	2.1%
MT	Malta	MISCO International	501	05-05-2025	29-05-2025	493,961	0.1%
NL	Netherlands	MCM Netherlands	1,010	05-05-2025	23-05-2025	15,228,902	4.0%
AT	Austria	Das Österreichische Gallup Ins.	1,003	05-05-2025	21-05-2025	7,842,929	2.0%
PL	Poland	Research Collective	1,019	06-05-2025	25-05-2025	31,082,980	8.1%
PT	Portugal	Intercampus SA	1,030	05-05-2025	25-05-2025	9,275,958	2.4%
RO	Romania	CSOP SRL	1,056	05-05-2025	25-05-2025	16,034,437	4.2%
SI	Slovenia	Mediana DOO	1,013	05-05-2025	25-05-2025	1,811,104	0.5%
SK	Slovakia	MNFORCE	1,004	05-05-2025	21-05-2025	4,557,290	1.2%
FI	Finland	Taloustutkimus Oy	1,007	05-05-2025	26-05-2025	4,771,619	1.2%
SE	Sweden	Mantle Sweden (Verian)	1,020	05-05-2025	25-05-2025	8,748,126	2.3%
		TOTAL EU27	26,410	05-05-2025	29-05-2025	383,603,764	100%

* It should be noted that the total percentage shown in this table may exceed 100% due to rounding.

Interviewing mode per country

Interviews were conducted through face-to-face interviews, either physically in people's homes or through remote video interaction in the appropriate national language. Interviews with remote video interaction (“online face-to-face” or CAVI, Computer Assisted Video Interviewing, were conducted only in Denmark, Malta, Netherlands, Finland and Sweden).

	COUNTRIES	N° OF CAPI INTERVIEWS	N° OF CAVI INTERVIEWS	TOTAL N° INTERVIEWS
BE	Belgium	1,025		1,025
BG	Bulgaria	1,039		1,039
CZ	Czechia	1,018		1,018
DK	Denmark	693	324	1,017
DE	Germany	1,530		1,530
EE	Estonia	1,009		1,009
IE	Ireland	1,004		1,004
EL	Greece	1,004		1,004
ES	Spain	1,000		1,000
FR	France	1,000		1,000
HR	Croatia	1,004		1,004
IT	Italy	1,035		1,035
CY	Rep. Of Cyprus	501		501
LV	Latvia	1,021		1,021
LT	Lithuania	1,017		1,017
LU	Luxembourg	509		509
HU	Hungary	1,014		1,014
MT	Malta	341	160	501
NL	Netherlands	898	112	1,010
AT	Austria	1,003		1,003
PL	Poland	1,019		1,019
PT	Portugal	1,030		1,030
RO	Romania	1,056		1,056
SI	Slovenia	1,013		1,013
SK	Slovakia	1,004		1,004
FI	Finland	720	287	1,007
SE	Sweden	740	280	1,020
	TOTAL EU27	25,247	1,163	26,410

CAPI : Computer-Assisted Personal interviewing
CAVI : Computer-Assisted Video interviewing

Response rates

For each country a comparison between the responding sample and the universe (i.e. the overall population in the country) is carried out. Weights are used to match the responding sample to the universe on gender by age, region and degree of urbanisation. For European estimates (i.e. EU average), an adjustment is made to the individual country weights, weighting them up or down to reflect their 15+ population as a proportion of the EU 15+ population.

The response rates are calculated by dividing the total number of complete interviews with the number of all the addresses visited, apart from ones that are not eligible but including those where eligibility is unknown. For wave 103.4 of the EUROBAROMETER survey, the response rates for the EU27 countries, calculated by Verian Belgium, are:

	COUNTRIES	CAPI RESPONSE RATES
BE	Belgium	48.5%
BG	Bulgaria	43.9%
CZ	Czechia	61.7%
DK	Denmark	53.4%
DE	Germany	29.6%
EE	Estonia	53.7%
IE	Ireland	49.5%
EL	Greece	32.1%
ES	Spain	39.8%
FR	France	44.5%
HR	Croatia	49.0%
IT	Italy	34.3%
CY	Rep. Of Cyprus	76.4%
LV	Latvia	60.2%
LT	Lithuania	44.1%
LU	Luxembourg	30.3%
HU	Hungary	61.5%
MT	Malta	79.1%
NL	Netherlands	91.9%
AT	Austria	42.5%
PL	Poland	50.0%
PT	Portugal	49.6%
RO	Romania	50.6%
SI	Slovenia	43.3%
SK	Slovakia	55.2%
FI	Finland	34.4%
SE	Sweden	78.0%

CAPI : Computer-Assisted Personal interviewing

Margins of error

Readers are reminded that survey results are estimations, the accuracy of which, everything being equal, rests upon the sample size and upon the observed percentage. With samples of about 1,000 interviews, the real percentages vary within the following confidence limits:

Statistical Margins due to the sampling process
(at the 95% level of confidence)

various sample sizes are in rows *various observed results are in columns*

	5% 95%	10% 90%	15% 85%	20% 80%	25% 75%	30% 70%	35% 65%	40% 60%	45% 55%	50% 50%	
N=50	6,0	8,3	9,9	11,1	12,0	12,7	13,2	13,6	13,8	13,9	N=50
N=500	1,9	2,6	3,1	3,5	3,8	4,0	4,2	4,3	4,4	4,4	N=500
N=1000	**1,4**	**1,9**	**2,2**	**2,5**	**2,7**	**2,8**	**3,0**	**3,0**	**3,1**	**3,1**	**N=1000**
N=1500	1,1	1,5	1,8	2,0	2,2	2,3	2,4	2,5	2,5	2,5	N=1500
N=2000	1,0	1,3	1,6	1,8	1,9	2,0	2,1	2,1	2,2	2,2	N=2000
N=3000	0,8	1,1	1,3	1,4	1,5	1,6	1,7	1,8	1,8	1,8	N=3000
N=4000	0,7	0,9	1,1	1,2	1,3	1,4	1,5	1,5	1,5	1,5	N=4000
N=5000	0,6	0,8	1,0	1,1	1,2	1,3	1,3	1,4	1,4	1,4	N=5000
N=6000	0,6	0,8	0,9	1,0	1,1	1,2	1,2	1,2	1,3	1,3	N=6000
N=7000	0,5	0,7	0,8	0,9	1,0	1,1	1,1	1,1	1,2	1,2	N=7000
N=7500	0,5	0,7	0,8	0,9	1,0	1,0	1,1	1,1	1,1	1,1	N=7500
N=8000	0,5	0,7	0,8	0,9	0,9	1,0	1,0	1,1	1,1	1,1	N=8000
N=9000	0,5	0,6	0,7	0,8	0,9	0,9	1,0	1,0	1,0	1,0	N=9000
N=10000	0,4	0,6	0,7	0,8	0,8	0,9	0,9	1,0	1,0	1,0	N=10000
N=11000	0,4	0,6	0,7	0,7	0,8	0,9	0,9	0,9	0,9	0,9	N=11000
N=12000	0,4	0,5	0,6	0,7	0,8	0,8	0,9	0,9	0,9	0,9	N=12000
N=13000	0,4	0,5	0,6	0,7	0,7	0,8	0,8	0,8	0,9	0,9	N=13000
N=14000	0,4	0,5	0,6	0,7	0,7	0,8	0,8	0,8	0,8	0,8	N=14000
N=15000	0,3	0,5	0,6	0,6	0,7	0,7	0,8	0,8	0,8	0,8	N=15000
	5% 95%	10% 90%	15% 85%	20% 80%	25% 75%	30% 70%	35% 65%	40% 60%	45% 55%	50% 50%	

Questionnaire

QBSD When you think about the way your personal standard of living will evolve over the next five years, which of the following statements best describes your expectations?

(READ OUT – ONE ANSWER ONLY)

1 Your standard of living will decrease

2 Your standard of living will not change

3 Your standard of living will increase

4 Don't know

QB1 Have you ever heard of the "social economy"?

(SHOW SCREEN - READ OUT - ONE ANSWER ONLY)

1 Yes, and you know what this is about

2 Yes, but you do not really know what this is about

3 No, never

4 Don't know

QB2 The social economy is made up of organisations that put people, communities and the environment first – not profits. Their main aim is to create a positive social or environmental impact.
These organisations typically:

- **Are private and independent from public authorities**
- **Reinvest most of their profits back into their social or environmental mission, rather than distribute them to owners or shareholders**
- **Are managed in a democratic or participatory way, involving members, workers, or users in decision-making**

Were you familiar with this concept before the interview?

(SHOW SCREEN - READ OUT – ONE ANSWER ONLY)

1 Yes, definitely

2 Yes, somewhat

3 No, not really

4 No, not at all

5 Don't know

QB3 Among the following types of organisations, which ones do you know? Please select all that apply

(SHOW SCREEN – READ OUT – MULTIPLE ANSWERS POSSIBLE)

1 Associations (e.g. sports clubs, cultural associations)

2 Mutual societies (e.g. health mutuals that offer insurance or support to their members)

3 Foundations (e.g. charitable organisations that fund social causes)

4 Cooperatives (e.g. farming cooperatives, owned and run by their members)

5 Social enterprises (e.g. businesses that employ people at risk of exclusion)

6 Don't know

QB4 All these different types of organisations are considered to be part of the social economy.

(SHOW SCREEN - READ OUT – MULTIPLE ANSWERS POSSIBLE)

1 …social entrepreneur

2 …employee of a social economy organisation

3 …volunteer

4 …member

5 …board member

6 …donor (financial)

7 …donor (goods)

8 …client, customer

9 Other (SPONTANEOUS)

10 None - You have never been involved with the social economy/you have never been involved with any of the organisations listed above (SPONTANEOUS)

11 Don't know

QB5 How frequently are you personally currently involved with social economy organisations?

(SHOW SCREEN - READ OUT – ONE ANSWER ONLY)

1 Every day or almost every day

2 Two or three times a week

3 About once a week

4 Two or three times a month

5 Less often

6 Never

7 Don't know

QB6 Have you ever received any kind of support from social economy organisations?

(SHOW SCREEN - READ OUT – MULTIPLE ANSWERS POSSIBLE)

1 Yes, financial support (e.g. donations, emergency aid)

2 Yes, goods (e.g. food, clothes, furniture, school supplies)

3 Yes, personal help or services (e.g. help with childcare, elderly care, house repairs, legal or administrative advice)

4 Yes, housing or shelter support (e.g. emergency accommodation, help finding social housing)

5 Yes, access to training, education, or employment opportunities (e.g. language courses, job coaching, vocational training)

6 Yes, participation in community activities or support groups

7 Other (SPONTANEOUS)

8 No, you have never received support from a social economy organisation (SPONTANEOUS)

9 Don't know

QB7 How important or not do you think the following measures are to ensure the fairness of electoral campaigns carried out online?

(SHOW SCREEN - READ OUT – ONE ANSWER PER ITEM)

	Not at all important			Extremely important	Not applicable (SPONTANEOUS)	Don't know
	1	2	…	10	11	12
1 Your well-being						
2 The well-being of your local community						
3 The well-being of society in your country						
4 The preservation of the planet						

QB8a Have you ever received any kind of support from social economy organisations?

Firstly?

(SHOW SCREEN - READ OUT – ONE ANSWER ONLY)

1 Agriculture and food (e.g. farming, local food production, food cooperatives)

2 Health and social care (e.g. child and elderly care, disability support)

3 Education and training (e.g. adult learning, youth support)

4 Housing and construction (e.g. social housing, cooperative housing)

5 Retail and local commerce (e.g. second-hand shops, fair trade stores)

6 Tourism and hospitality (e.g. social hotels, cafés with a social mission)

7 Environment and energy (e.g. repairing, recycling, renewable energy, cleaning the environment)

8 Finance and insurance (e.g. ethical banks, microcredit organisations)

9 Transport and mobility (e.g. community transport, shared mobility services)

10 Culture, sports and leisure (e.g. community theatres, sports clubs, cultural centres)

11 Other (SPONTANEOUS)

12 None - you don't think that social economy organisations make a difference (SPONTANEOUS)

13 Don't know

QB8b And then?

(SHOW SCREEN - READ OUT – MULTIPLE ANSWERS POSSIBLE)

1 Agriculture and food (e.g. farming, local food production, food cooperatives)

2 Health and social care (e.g. child and elderly care, disability support)

3 Education and training (e.g. adult learning, youth support)

4 Housing and construction (e.g. social housing, cooperative housing)

5 Retail and local commerce (e.g. second-hand shops, fair trade stores)

6 Tourism and hospitality (e.g. social hotels, cafés with a social mission)

7 Environment and energy (e.g. repairing, recycling, renewable energy, cleaning the environment)

8 Finance and insurance (e.g. ethical banks, microcredit organisations)

9 Transport and mobility (e.g. community transport, shared mobility services)

10 Culture, sports and leisure (e.g. community theatres, sports clubs, cultural centres)

11 Other (SPONTANEOUS)

12 None - you don't think that social economy organisations make a difference (SPONTANEOUS)

13 Don't know

QB9a Thinking more about the social or community impact of the social economy, in which of the following areas does the social economy make the most important contribution in (OUR COUNTRY)?

Firstly?

(SHOW SCREEN - READ OUT – ONE ANSWER ONLY)

1 Helping people find work

2 Supporting social inclusion, e.g. helping minorities, isolated groups or migrants to feel part of society

3 Reducing poverty, e.g. offering affordable services, housing, food or financial help

4 Providing training and developing skills, e.g. language courses, apprenticeships

5 Creating jobs

6 Offering care and healthcare services

7 Improving digital inclusion, e.g. helping people use digital tools and access services digitally)

8 Protecting the environment, e.g. reducing waste, encouraging recycling, reusing and repairing

9 Supporting green and renewable energy

10 Strengthening local communities (e.g. revitalising villages or neighbourhoods, supporting local businesses)

11 Other (SPONTANEOUS)

12 None - you don't think that the social economy makes a contribution in (OUR COUNTRY) (SPONTANEOUS)

13 Don't know

QB9b And then?

(SHOW SCREEN - READ OUT – MULTIPLE ANSWERS POSSIBLE)

1 Helping people find work

2 Supporting social inclusion, e.g. helping minorities, isolated groups or migrants to feel part of society

3 Reducing poverty, e.g. offering affordable services, housing, food or financial help

4 Providing training and developing skills, e.g. language courses, apprenticeships

5 Creating jobs

6 Offering care and healthcare services

7 Improving digital inclusion, e.g. helping people use digital tools and access services digitally)

8 Protecting the environment, e.g. reducing waste, encouraging recycling, reusing and repairing

9 Supporting green and renewable energy

10 Strengthening local communities (e.g. revitalising villages or neighbourhoods, supporting local businesses)

11 Other (SPONTANEOUS)

12 None - you don't think that the social economy makes a contribution in (OUR COUNTRY) (SPONTANEOUS)

13 Don't know

0.5 QU NEW

QB10 In your view, what is the level of development of the social economy in (OUR COUNTRY)?

(SHOW SCREEN – READ OUT – ONE ANSWER ONLY)

1 Very well developed

2 Well developed

3 Not very well developed

4 Not at all developed

5 Don't know

6 Very well developed

QB11 To what extent do you agree or disagree with the following statements about the support social economy organisations should receive from local, regional and (NATIONALITY) public authorities?

(SHOW SCREEN - READ OUT – ONE ANSWER PER ITEM)

	Totally agree	Tend to agree	Tend to disagree	Totally disagree	Don't know
	1	2	3	4	5
1 Public authorities in (OUR COUNTRY) should develop strategies and legislation to support social economy organisations					
2 The social economy model should be promoted through education in schools and awareness initiatives					
3 Social economy organisations should receive direct public funding					

QB12 Which of the following principles do you think employers apply?

(SHOW SCREEN - READ OUT – MULTIPLE ANSWERS POSSIBLE)

1 Working for a social or environmental mission (e.g. contributing to the well-being of people, communities, or the planet - not just making profit)

2 Giving employees a say in decision-making (e.g. involving employees in how the organisation is run)

3 Reinvesting most of the company's profits into its mission (e.g. using profits to improve services, support employees, or help the community, instead of distributing them to owners/shareholders)

4 All three of them (SPONTANEOUS)

5 None of these (SPONTANEOUS)

6 Don't know

QB13 When you buy goods and services, how important are the following aspects to you?

(SHOW SCREEN - READ OUT – ONE ANSWER PER ITEM)

	Very important	Fairly important	Not very important	Not at all important	Don't know
	1	2	3	4	5
1 Price					
2 Quality					
3 Brand					
4 Local production, the fact that the goods and services are produced in your area, in (OUR COUNTRY)					
5 Environmental standards, e.g. energy consumption, carbon and material footprint					
6 Social standards, e.g. job quality and employee safety					

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