

SURVEY RESULTS ON THE FUTURE OF BAGNI DI LUCCA

Municipality of Bagni di Lucca



July 2026



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AN EXTRAORDINARY RESPONSE

1,189

questionnaires collected

Introduction and methodology

The Municipality of Bagni di Lucca has promoted a process of listening to its citizens in order to build, together with those who live in and visit the area every day, a shared vision for the future of the municipality. The initiative stems from a desire to make the most of local roots and resources in the face of the challenges of demographic decline, gathering ideas, priorities and concrete proposals that will form the basis for a public meeting and for the Administration's planning choices.

The survey was carried out by means of an **anonymous questionnaire (online and paper-based)**, comprising 28 questions across seven thematic areas (general information, identity and values, wellbeing, investment priorities, development and attractiveness, tourism, participation), administered between **May and June 2026**.

A total of **1,189 questionnaires** were collected (960 of them valid); the analysis was carried out by Simurg Ricerche.

Multiple-choice questions allowed more than one option to be selected (in some cases with a cap of 2 or 3 choices): in these cases the percentages indicate the **share of respondents** who selected each option, and they therefore add up to more than 100%.

The answers to the open-ended questions were processed through a **thematic analysis** that groups the texts by recurring topic.

Who responded

A broad and diverse public took part in the survey. Women make up the majority of respondents (**60.6%** of the sample), compared with **36.9%** men. Participation is driven by the adult and older age groups: **44.1%** are aged between 46 and 64 and **20.5%** between 65 and 75; young people aged 18 to 35 account for just **17.1%**. This figure alone captures the demographic issue at the heart of the process.

Figure 1: Gender of survey respondents

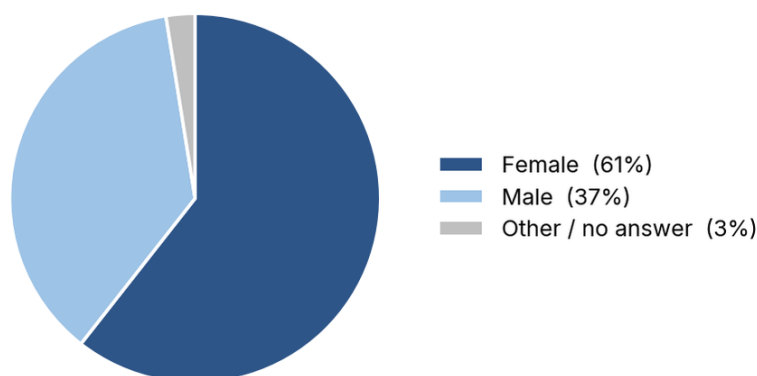
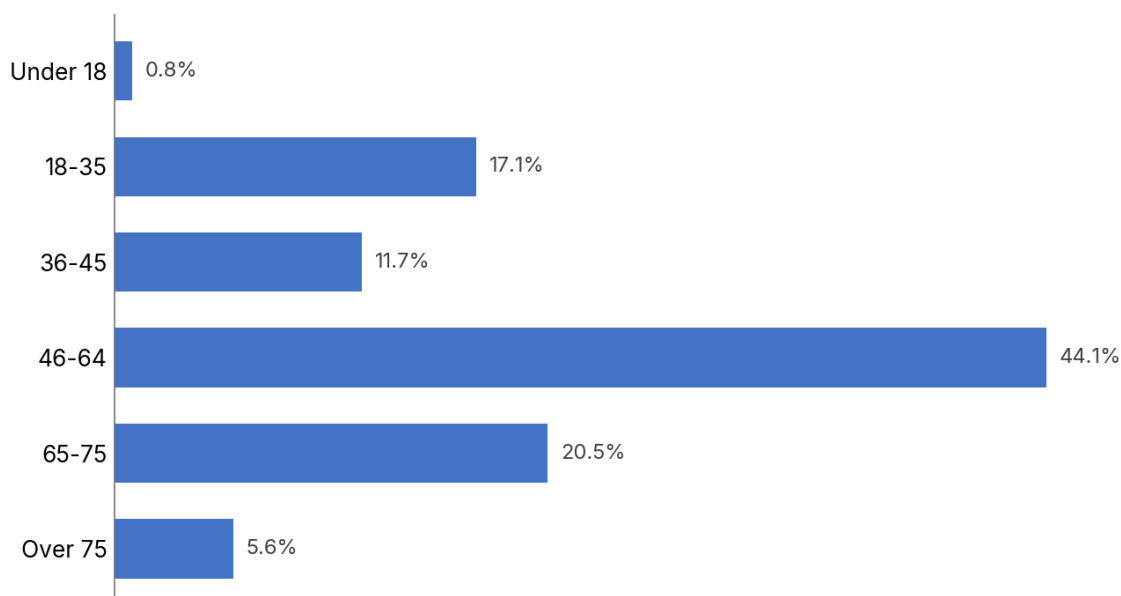


Figure 2: Age of survey respondents



In terms of employment status, over half of respondents are **in work** (53.9%) and about a quarter are **retired** (26.2%). There is a significant presence of citizens holding a nationality other than Italian (**18.4%**), in keeping with the area's long-standing international character. As for household composition, most live with a spouse or partner (**62.2%**), often with children (**28.5%**); a not insignificant share live alone (**14.6%**).

Figure 3: Employment status of survey respondents

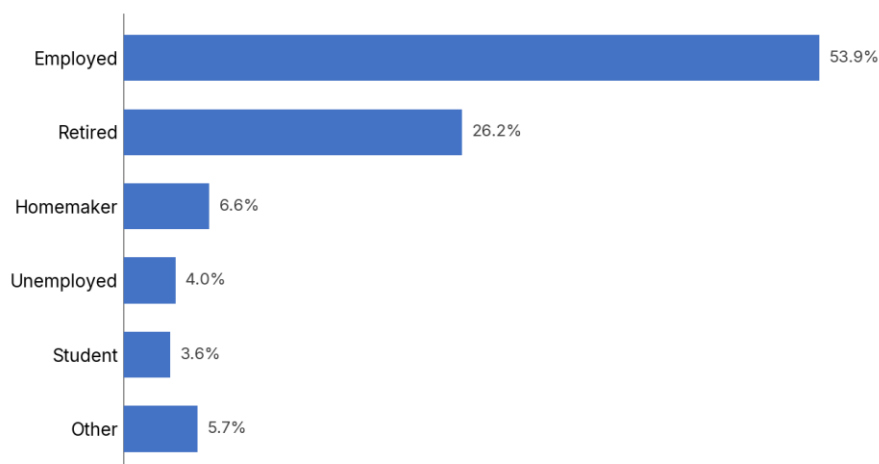


Figure 4: Nationality of survey respondents

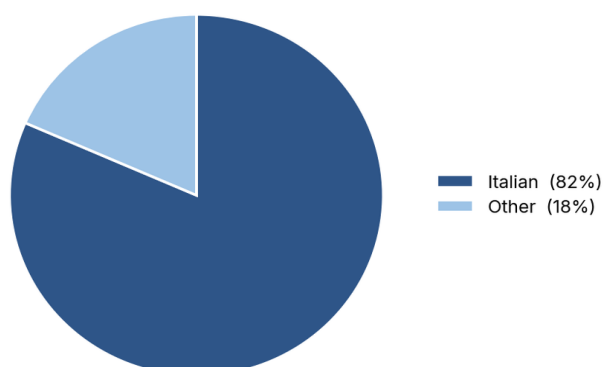
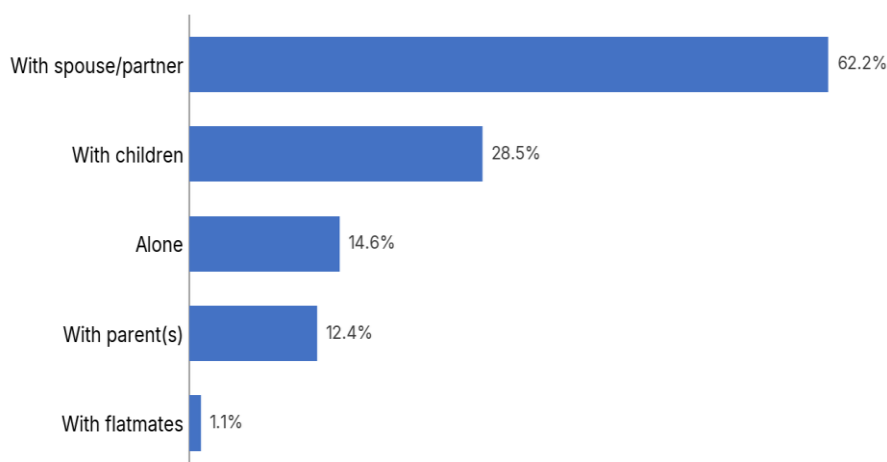


Figure 5: Household composition of survey respondents



Residents and non-residents

About three in four respondents are **residents** of the Municipality of Bagni di Lucca (**72.6**); the remaining **27.4%** do not live there but retain a bond with the area. Among residents, the largest group lives in the **mountain hamlets** (43.2%), followed by the town centre and surrounding areas (27%) and the Fornoli/Fegana/Ponte Seraglio area (24.8%). The strong representation of mountain areas is valuable, since these are often the very areas that are most fragile in terms of services and most exposed to depopulation.

Figure 6: Residents of Bagni di Lucca

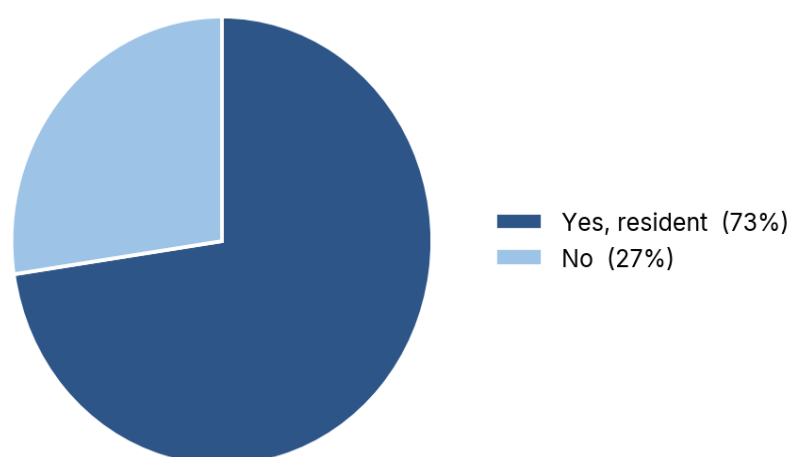
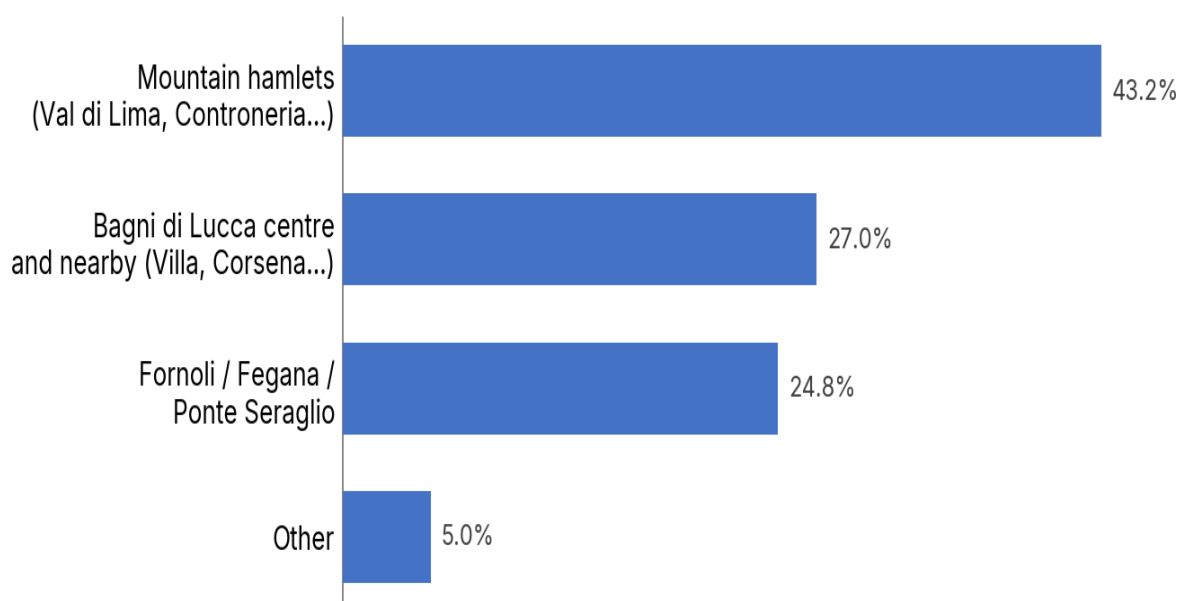


Figure 7: Area of residence of Bagni di Lucca residents



Non-residents visit Bagni di Lucca mainly **for extended periods** (46.7%, a figure that points to second homes and seasonal stays) and occasionally during the year (20%). The main reasons are **leisure** (53.3%) and **family reasons** (32.6%): a devoted public made up of former residents, families with roots here and regular visitors.

Figure 8: How often non-residents visit Bagni di Lucca

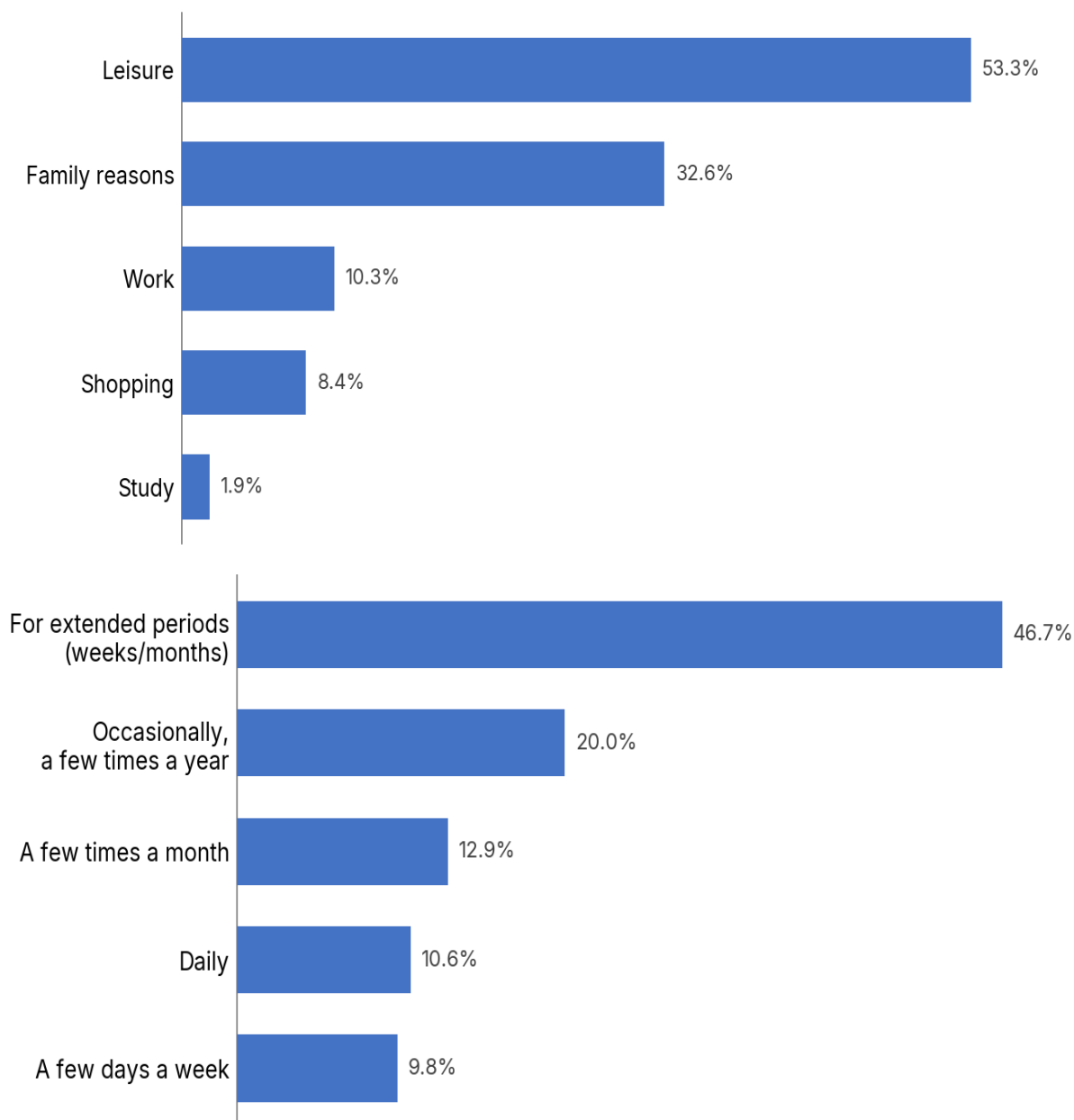
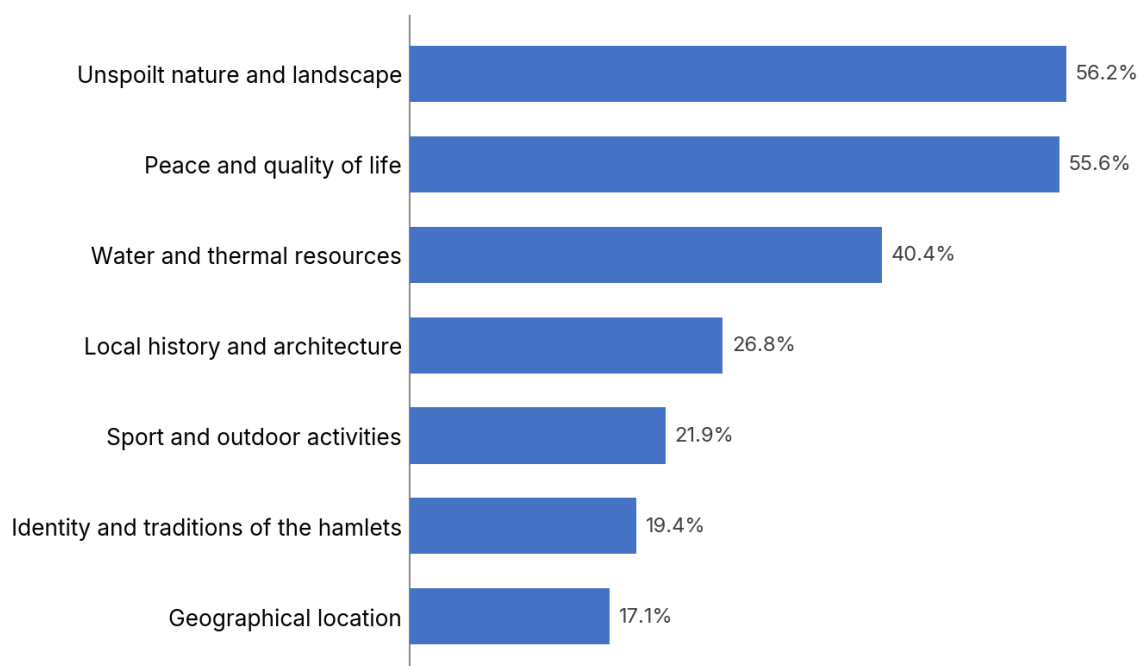


Figure 9: Why non-residents visit Bagni di Lucca

Identity, values and wellbeing

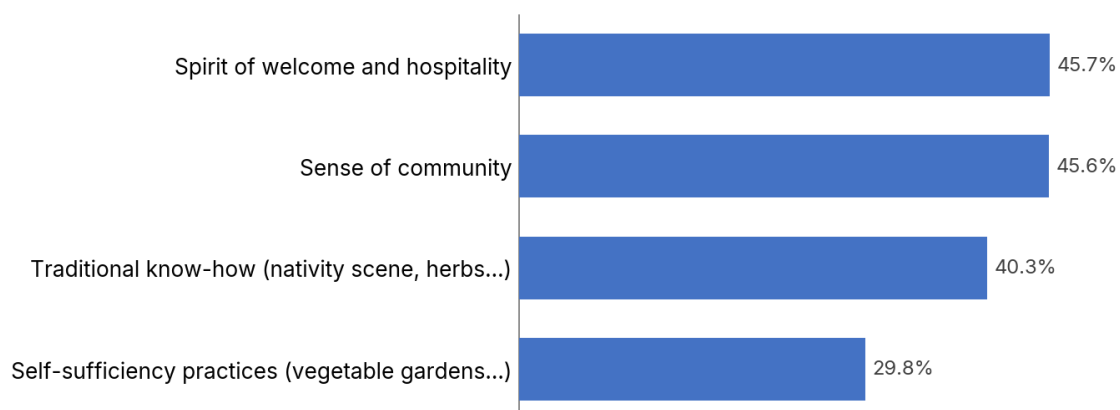
When asked about the **most distinctive features** of the municipality (maximum 3 choices), citizens clearly point to their identity capital: **unspoilt nature and the landscape** (56.2%) and **peace and quality of life** (55.6%), followed by **water and thermal resources** (40.4%) and local history and architecture (26.8%).

Figure 10: What makes Bagni di Lucca special



Among the **values to be preserved** (maximum 2 choices), first place goes to the **spirit of welcome and hospitality** (45.7%) and the **sense of community** (45.6%), alongside **traditional know-how** (40.3%) such as the art of the nativity scene or knowledge of herbs.

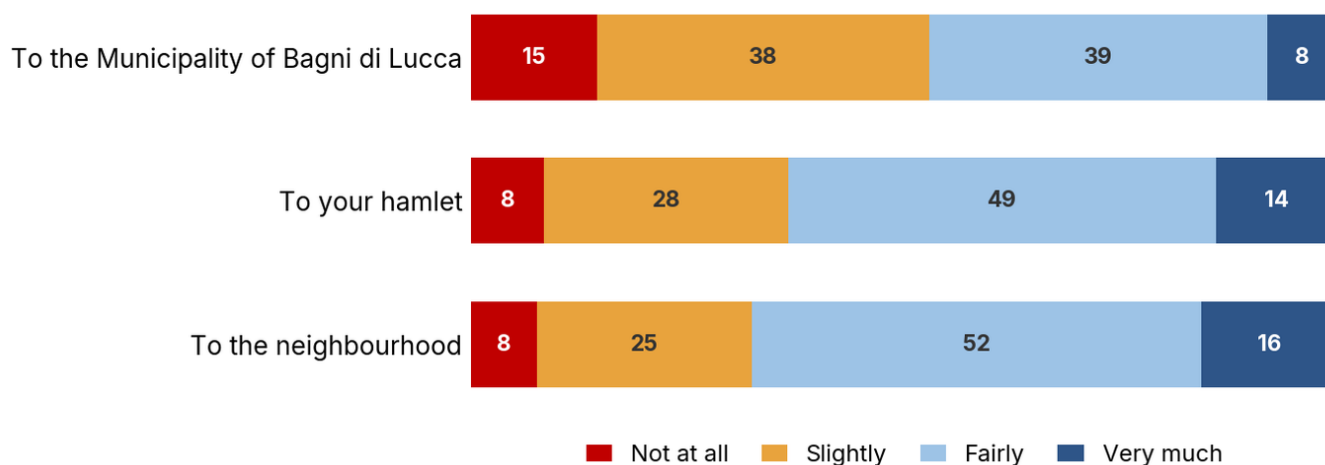
Figure 11: Which local values deserve to be preserved and promoted



Sense of belonging

A particularly interesting finding concerns the sense of belonging, which proves **stronger on the local dimension than on the municipal one**. The bond with the neighbourhood and with one's own hamlet is felt to be "fairly" or "very much" present by about **68%** of respondents; belonging to the Municipality of Bagni di Lucca as a whole, by contrast, drops to **47%**. This is the mark of an identity that is lived intensely in the hamlets and in neighbourhood ties.

Figure 12: How much you feel part of each community



Attachment to the area is clear-cut: 82% of respondents state that moving elsewhere would weigh on them “a lot” or “a little”, and only 18.1% would not mind at all.

Consistently, the average level of **satisfaction** with living in or visiting the municipality stands at **6.7 out of 10**: a fair score, with 40.3% giving high marks (8-10). It is worth noting that **residents are more critical** (mean 6.5) than non-residents (7.3).

Figure 13: How much moving elsewhere would weigh on you

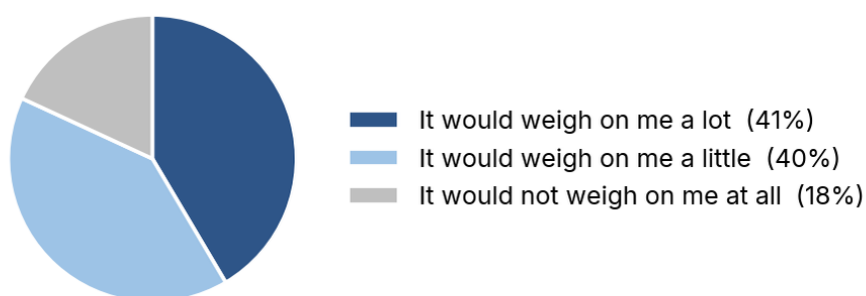
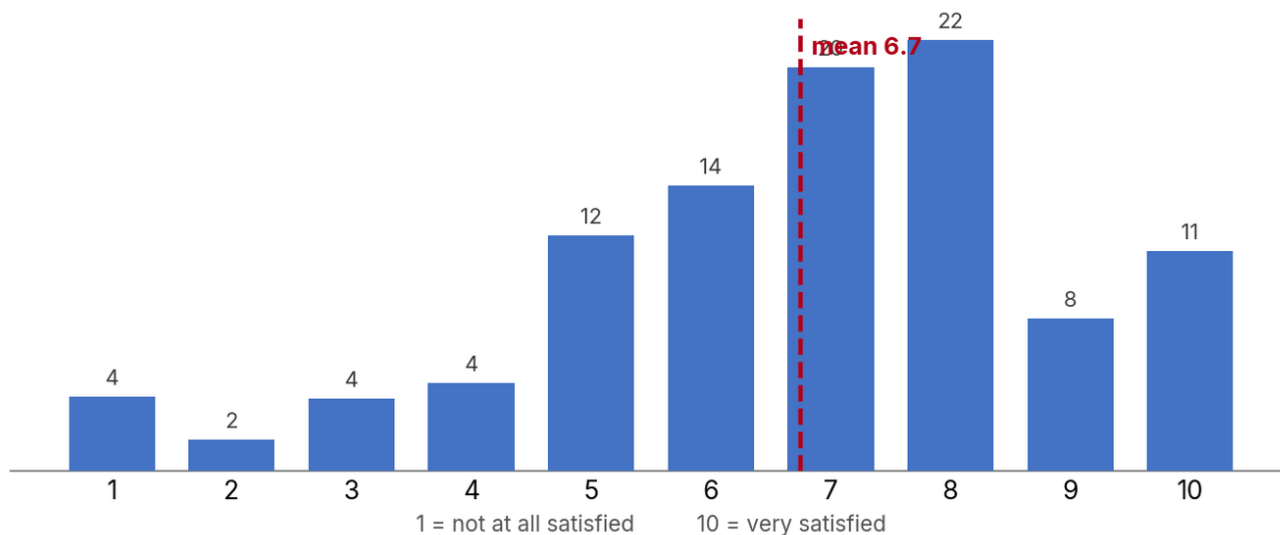


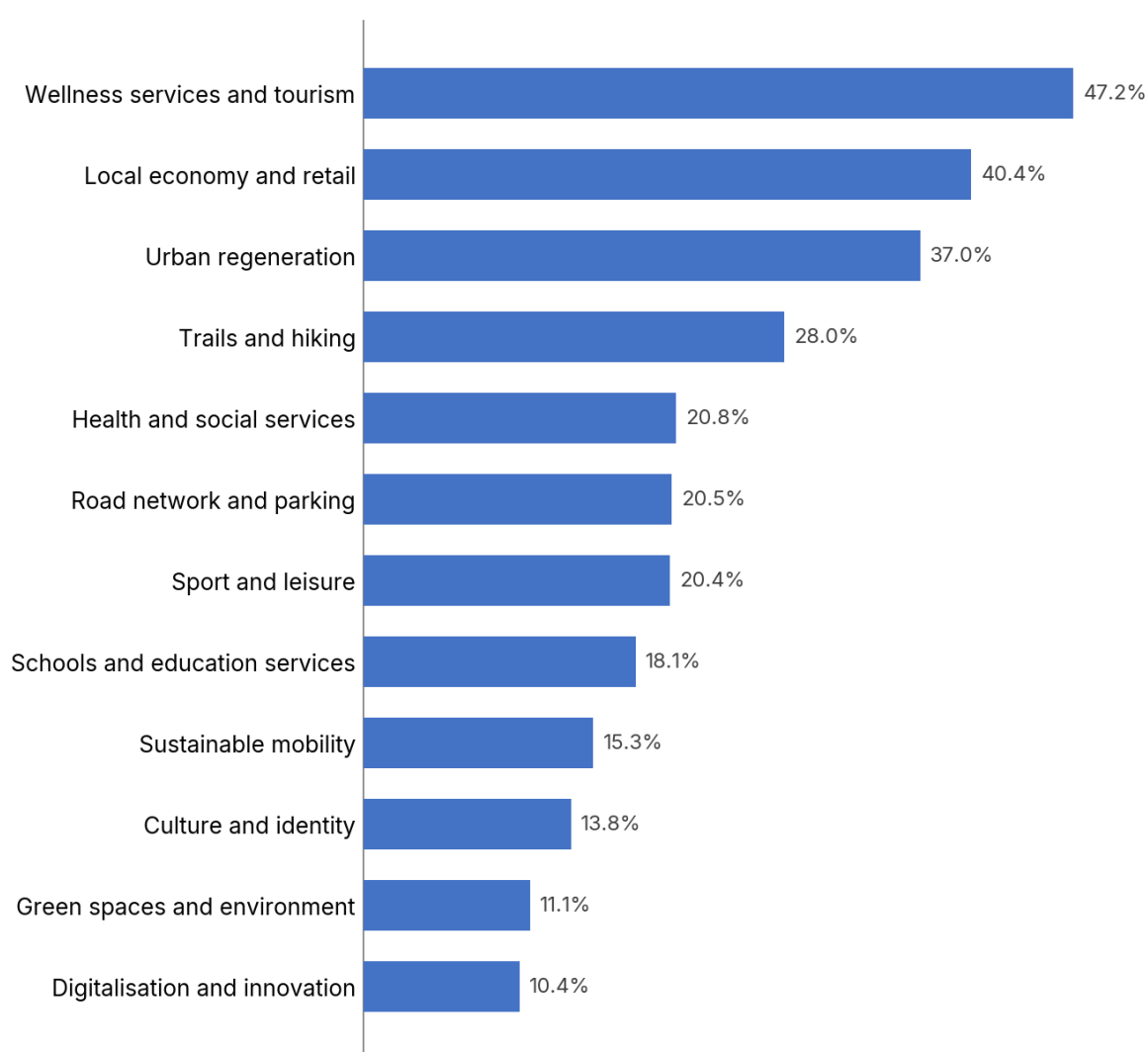
Figure 14: Satisfaction with living in/visiting Bagni di Lucca (mean 6.7)



Quality of life

When asked to indicate **what to invest in as a priority** (maximum 3 choices) in order to improve quality of life, citizens paint a clear picture. In first place come **wellness services and tourism** (thermal baths, ecotourism, immersion in nature), followed by **the local economy and retail** (40.4%) and **urban regeneration**, that is, the restoration of disused buildings and areas (37%). Rounding out the most strongly felt themes are **trails and hiking** (28%) and **health and social services** (20.8%). The message that emerges is therefore that the aim should be to **make the most of the natural and thermal resources as a lever for wellbeing and the economy, while at the same time restoring the built heritage**.

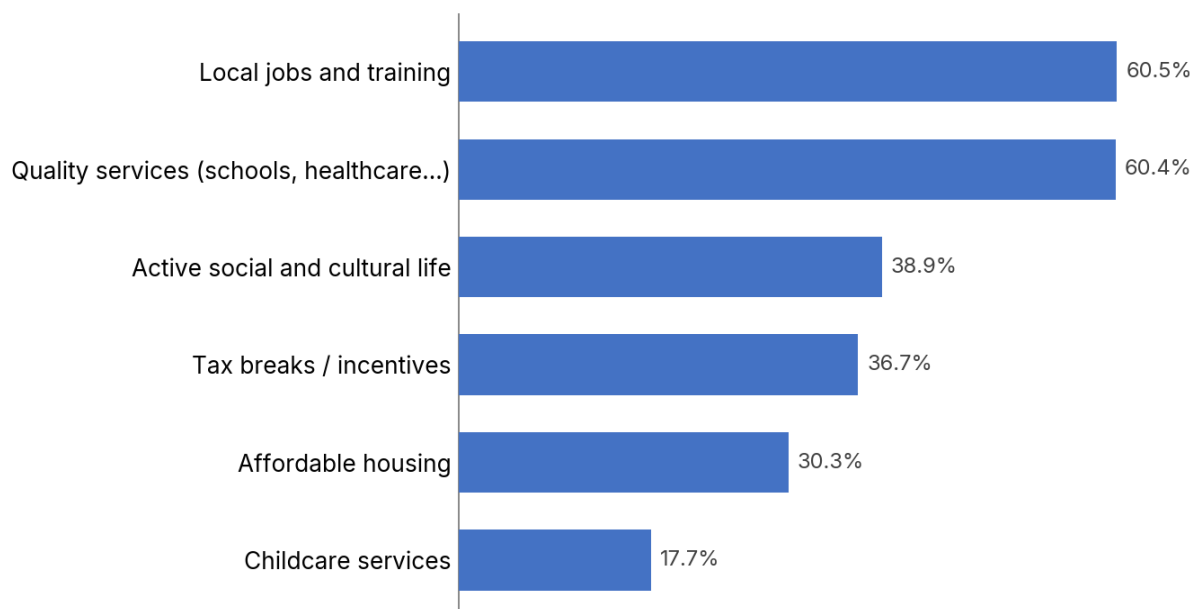
Figure 15: Investment priorities for quality of life



Development and attractiveness

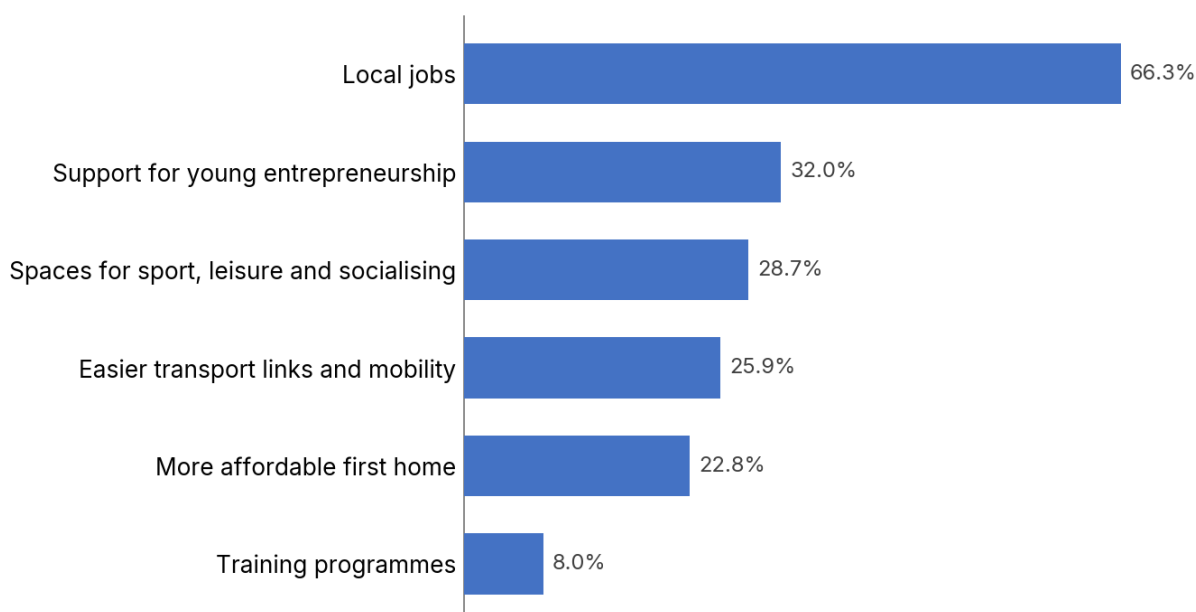
The section devoted to development gets to the heart of the community's concerns. To **encourage families** to stay or to settle here, the two decisive factors are **local job and training opportunities** (60.5%) and **services** such as schools, healthcare and transport (60.4%), practically neck and neck.

Figure 16: What would encourage families to stay



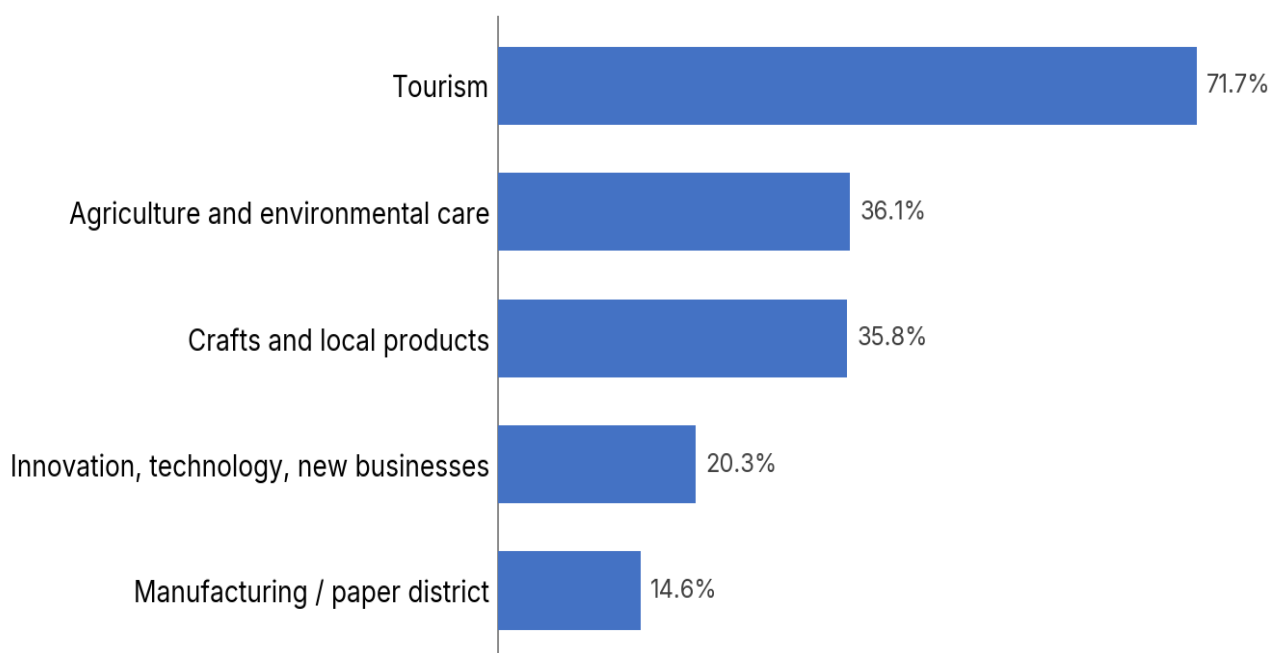
For **young people (aged 18-35)** the picture is even more concentrated: **66.3%** point to **local jobs** as the main lever to attract or retain them, far ahead of support for young entrepreneurship (32%) and spaces for sport and socialising (28.7%). Jobs are, unambiguously, the decisive issue for the municipality's demographic future.

Figure 17: What could attract/retain young people (aged 18-35)



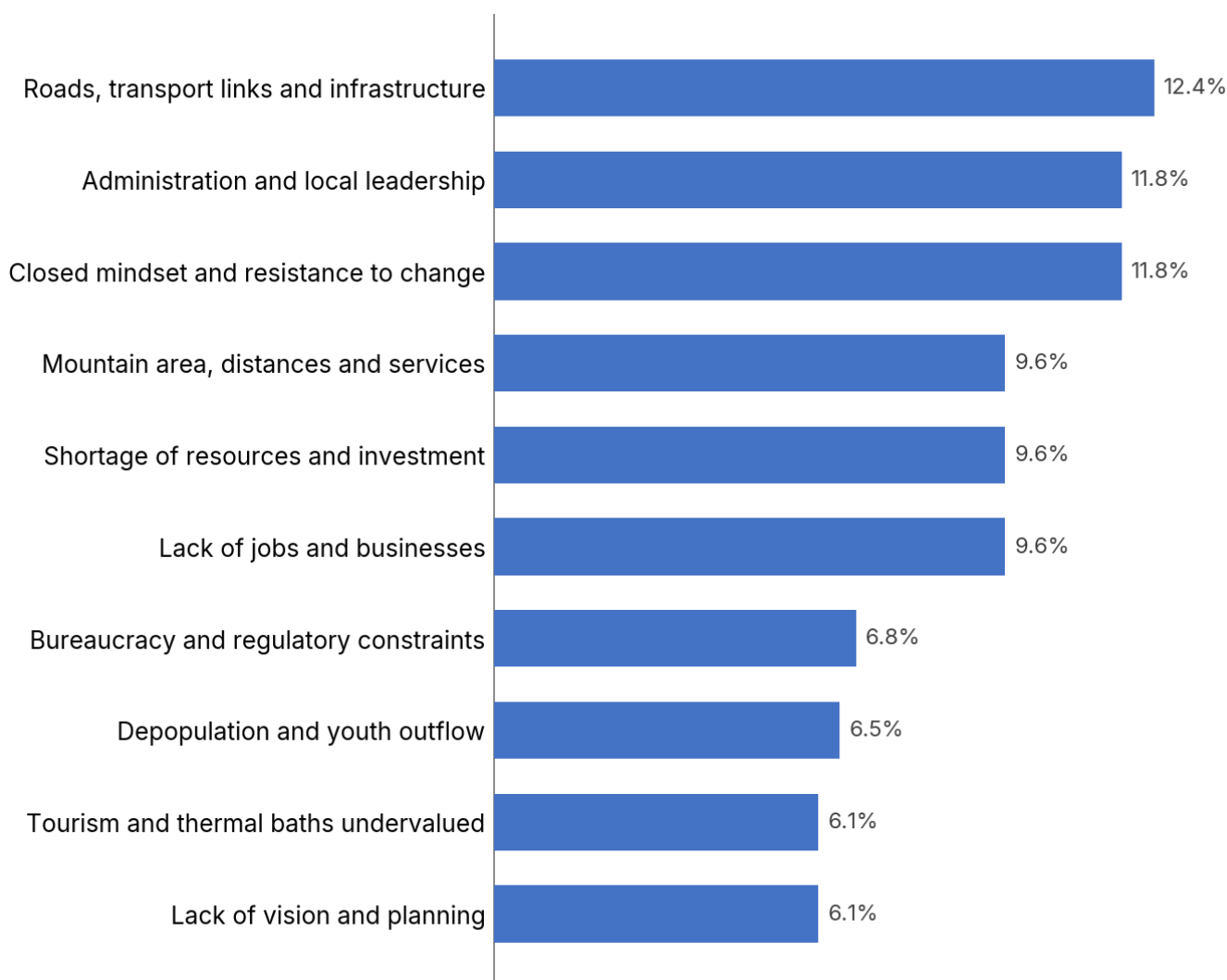
On **priority economic sectors** (maximum 2 choices), **tourism** clearly dominates (71.7%) and is indeed recognised as the area's main vocation, followed at a distance by **agriculture and environmental care** (36.1%) and **crafts and local products** (35.8%).

Figure 18: Economic sectors considered a priority



The open-ended question on the **main obstacle to development** was answered by 459 people. The thematic analysis of the texts identifies a number of recurring issues: **roads and transport infrastructure** (12.4% of texts), a **mindset perceived as closed and resistant to change** (11.8%), the relationship with the **administration and local leadership** (11.8%), and the **lack of jobs and businesses**, together with a shortage of resources and the difficulties inherent in a mountain area.

Figure 19: Obstacles to development (open-ended question)



Examples of open-ended answers:

"There are no factories or firms that can give people stable jobs."

"The fear of change in many citizens, who only know how to complain."

"Little attention paid to the mountain hamlets when it comes to road maintenance, and few services."

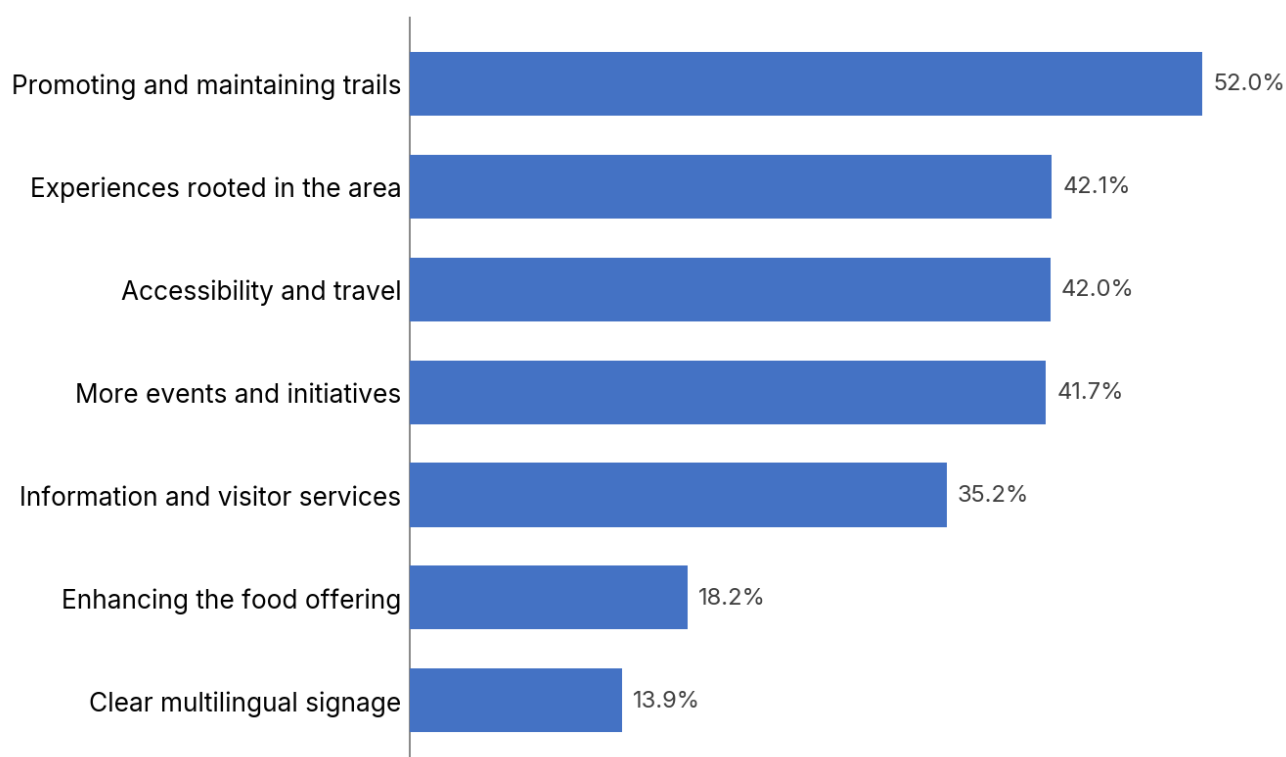
"A lack of vision for the future and a gap between politics and the real world."

Tourism

Recognised as the sector to focus on, tourism prompted citizens to give their views on how to improve the welcome offered to visitors (maximum 3 choices). The priorities that emerge are the promotion and maintenance of routes and trails (52%), tourist experiences rooted in the area (42.1%),

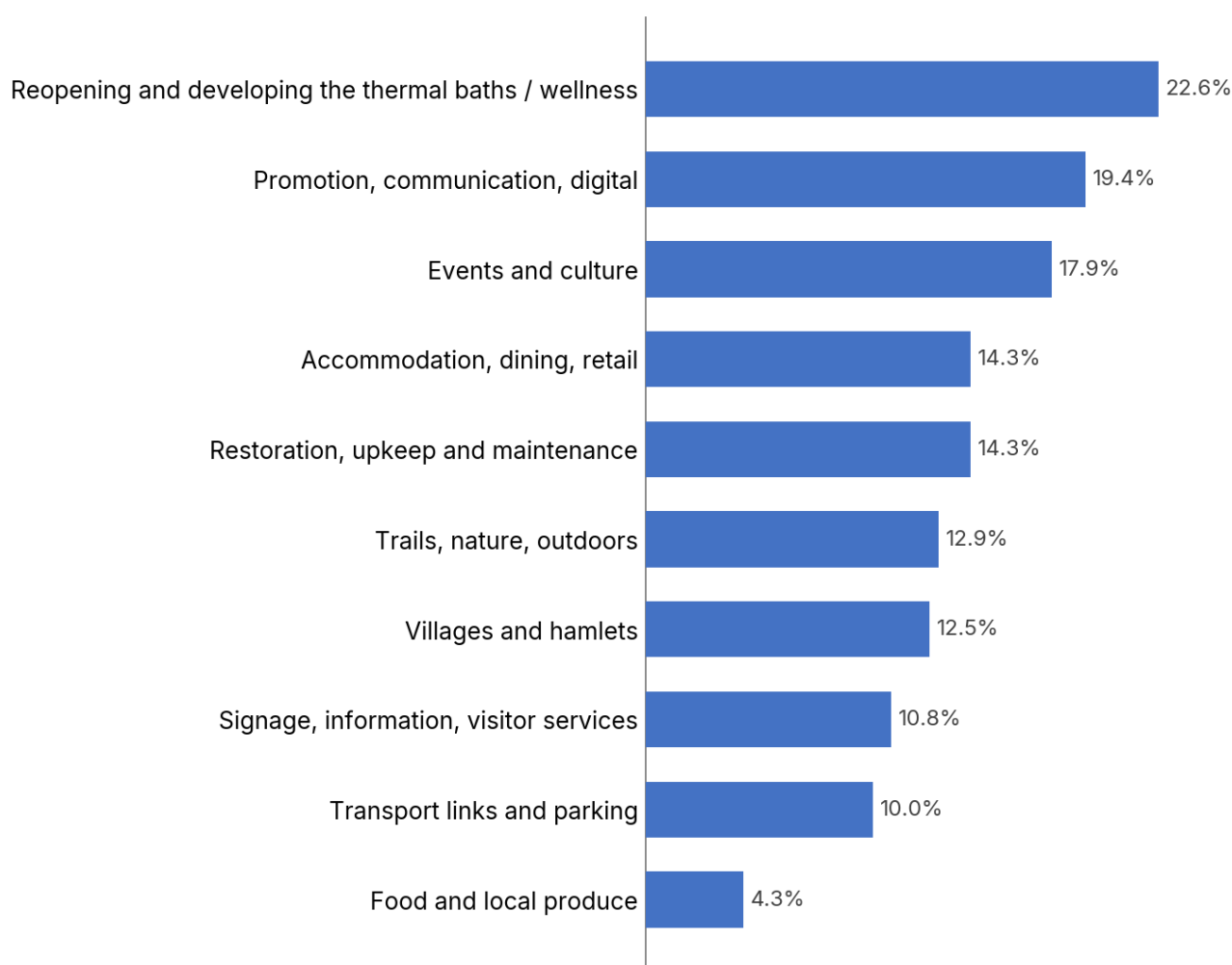
improved accessibility and travel (parking, transport, connections...) to reach places of interest (42%) and a richer offering of events and initiatives (41.7%). Not so much the single attraction, then, as a system of hospitality that is organised and recognisable.

Figure 20: What is needed to improve the welcome offered to visitors



The open-ended question “Do you have a concrete proposal to make our municipality more attractive to tourists?” gathered as many as **279 proposals**. The dominant theme, across the board, is just one: the **Thermal Baths**. Reopening them and making the most of them is the most recurrent proposal (22.6% of texts), seen as the area’s true “jewel”, to be put back at the centre. Next come calls for **promotion and communication**, including digital (19.4%), **cultural events** (17.9%) and the **restoration and upkeep** of heritage and public spaces (14.3%).

Figure 21: Proposals to make Bagni di Lucca more attractive



Examples of open-ended answers:

“Make the most of the Thermal Baths: a unique jewel that nobody seems to care about, even though it is the thermal waters that make us special.”

“Create cultural trails linked to the great names who visited Bagni di Lucca in the past.”

“Launch a project to promote roots tourism, for families whose ancestors left Bagni di Lucca.”

“A municipal app to help tourists organise their stay, with information and travel services.”

Willingness to contribute to the good of the Municipality

The survey closes on an encouraging note: the community **wants to be involved**. Adding together those who answer “yes” (32%) and those who answer “maybe” (45.8%), as many as **78%** of respondents say they are willing to take an active part in initiatives to make the municipality more attractive; only **22.2%** rule out any involvement outright.

As for the **preferred formats**, citizens point above all to **online questionnaires and consultations** (48.7%), **discussion groups** among citizens, associations and local businesses (40.3%) and **public meetings** open to all citizens (39.1%): a combination of digital tools and in-person occasions.

Figure 22: Interest in taking part in initiatives to make Bagni di Lucca more attractive

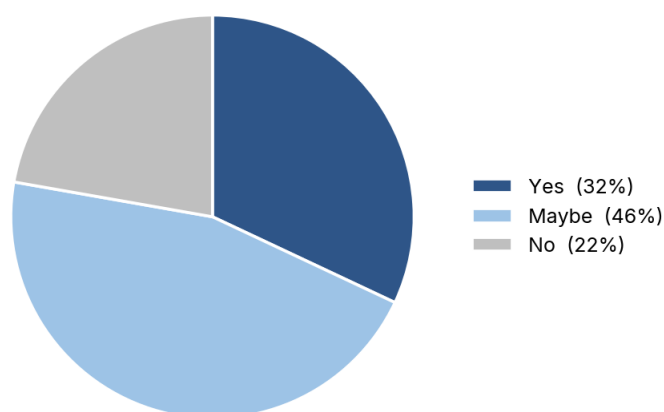
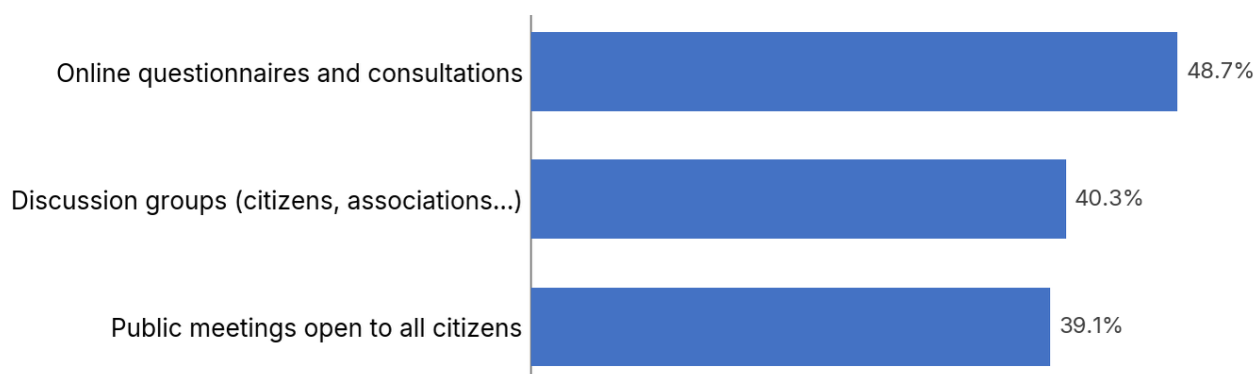


Figure 23: Preferred forms of participation



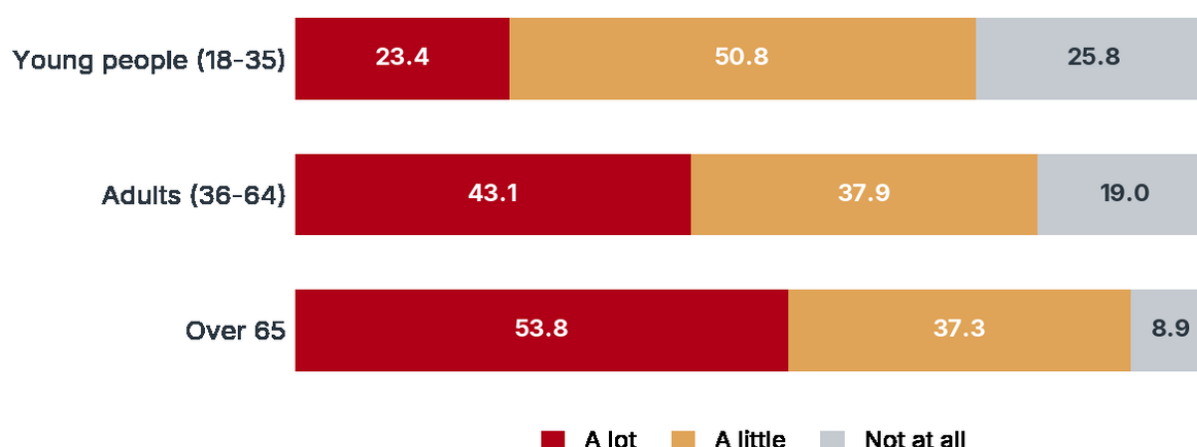
Young people and other generations: the differences

The survey makes it possible to check whether, and to what extent, young people look at the future of the area differently from other age groups. To answer this, responses were compared across three groups: **young people (aged 18-35, 162 respondents)**, **adults (aged 36-64, 528)** and **over-65s (247)**.

The 8 respondents under 18 and the 15 who did not state their age were excluded from the comparison.

When asked how much moving elsewhere would weigh on them, **53.8% of over-65s answer “a lot”, against just 23.4% of young people**. Conversely, one young person in four (25.8%) states that they would not mind at all, against fewer than one over-65 in ten (8.9%). The difference is statistically significant and grows steadily with age.

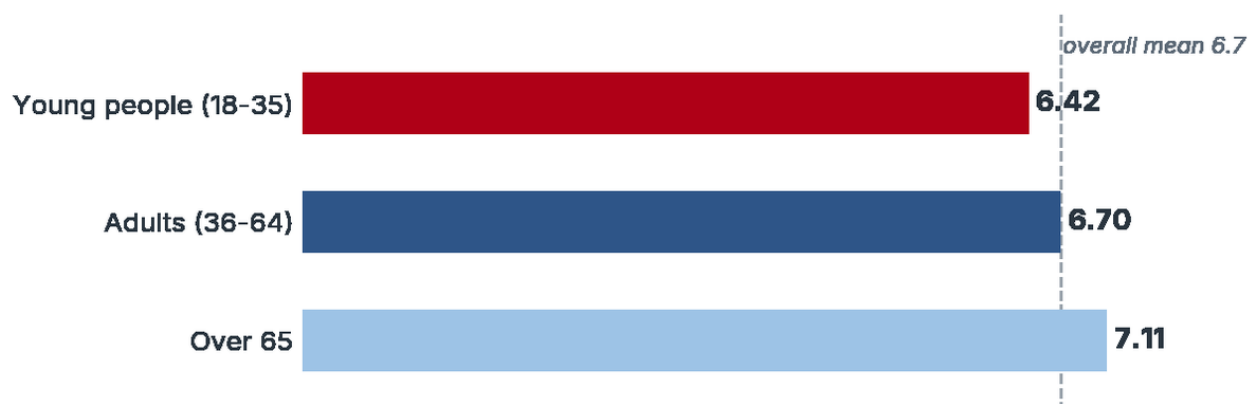
Figure 24: How much would moving elsewhere weigh on you? (%)



Pointing in the same direction is **satisfaction with living in or visiting the municipality**, where young people stop at **6.4 out of 10**, adults reach 6.7 and over-65s rise to **7.1**.

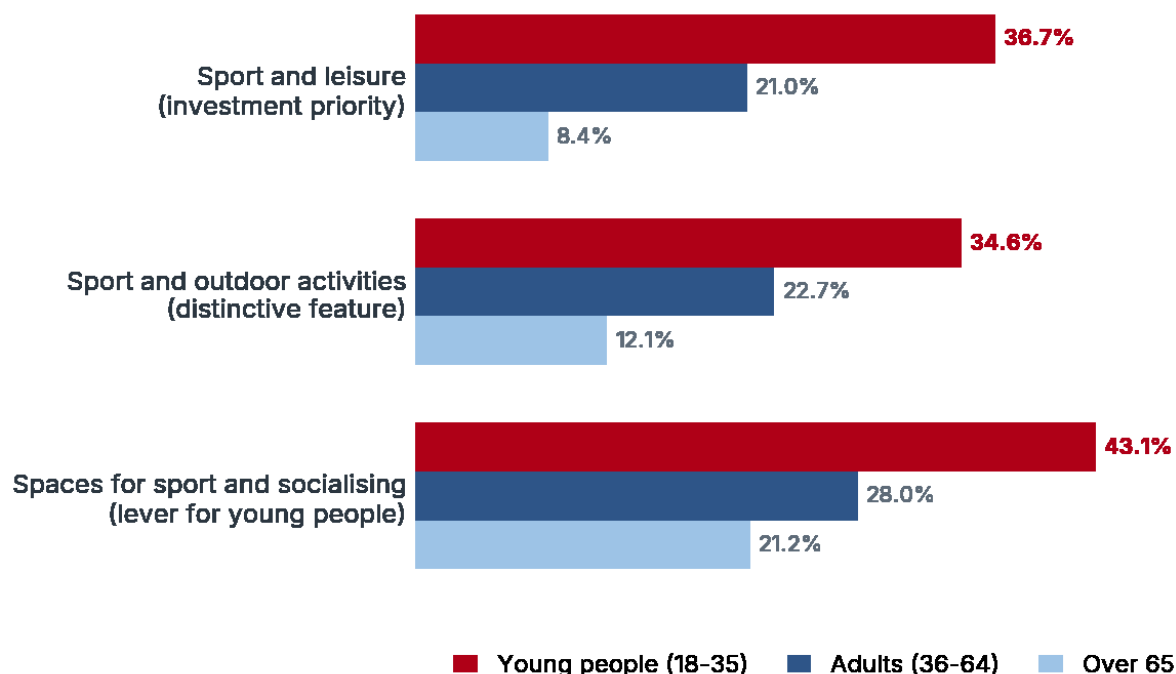
The gap remains even when only residents' answers are considered (6.2 against 7.0), so it is not the effect of a different mix of residents and non-residents.

Figure 25: Satisfaction with living in or visiting Bagni di Lucca (from 1 to 10)



The sharpest divergence concerns **spaces for sport, leisure and socialising**. The theme emerges three times, in three different questions, and every time young people select it at twice or three times the rate of over-65s.

Figure 26: The weight given to sport by the different age groups



36.7% of young people place sport and leisure among the investment priorities, against 8.4% of over-65s: **this is the widest gap in the entire survey.**

43.1% point to spaces for socialising as a lever to retain young people, against 21.2% of over-65s; and 34.6% see outdoor sport as a distinctive feature of the area, against 12.1%. The theme is almost invisible to older generations, whereas young people place it second among their demands.

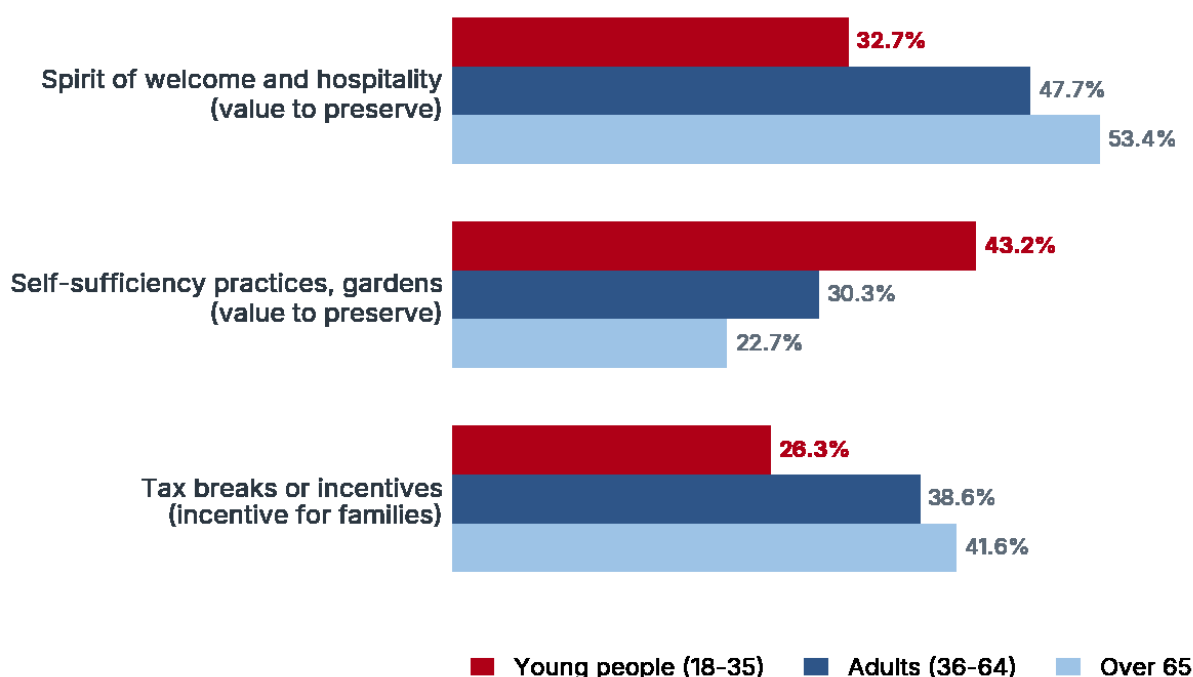
On which topics do the generations hold different views?

On the ground of **values to be preserved**, the generations divide.

Over-65s identify the area's heritage above all with the **spirit of welcome and hospitality** (53.4%), a value that appeals far less to young people (32.7%).

The latter, by contrast, value **self-sufficiency practices** (vegetable gardens, managing springs, practical know-how), selected by 43.2% of young people against 22.7% of over-65s.

Figure 27: Topics on which views diverge

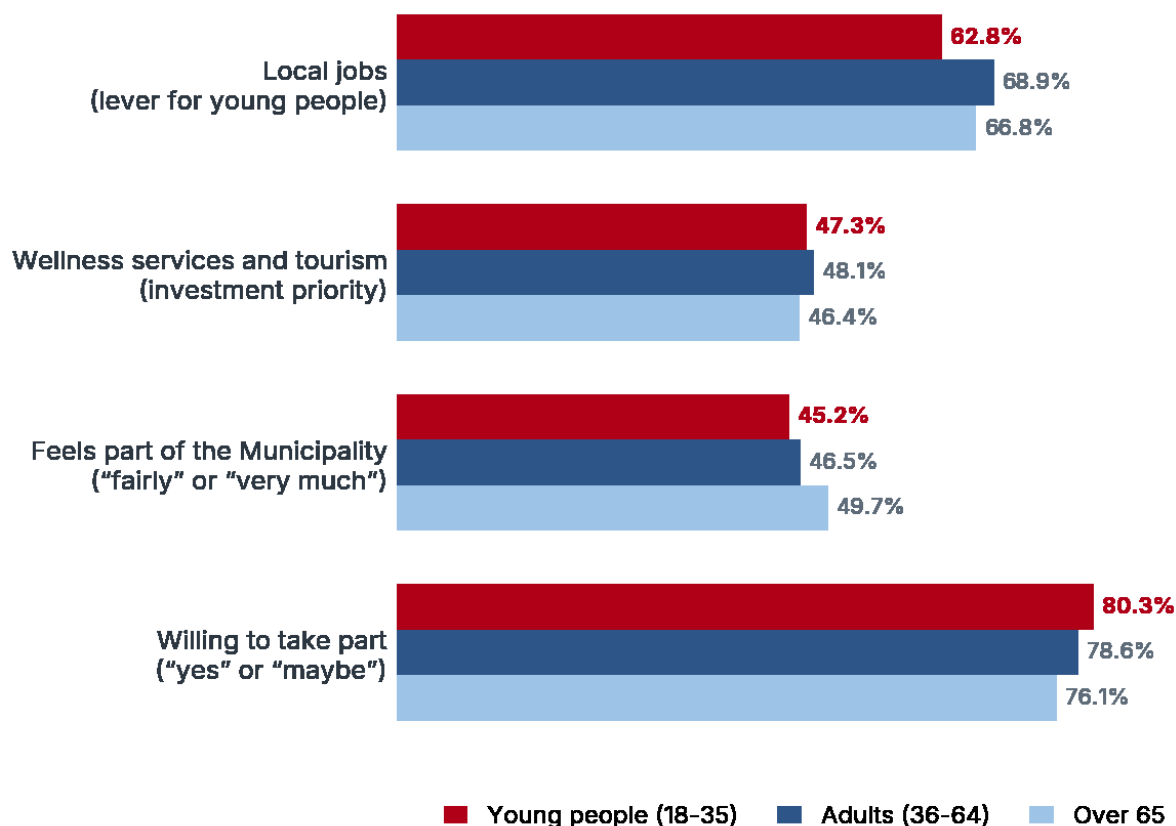


Another difference concerns the tools for persuading families to stay: 41.6% of over-65s back **tax breaks**, while among young people the share drops to 26.3%.

Read together with the rest, the message is that younger people are not asking for tax breaks in order to stay, but rather for **living conditions and opportunities for social life** that make staying desirable.

What, on the other hand, do the generations agree on?

Figure 28: Topics on which views agree



On some **fundamental themes the consensus cuts across the generations:**

Local jobs are the top lever for retaining young people according to everyone: they are selected by 62.8% of young people, 68.9% of adults and 66.8% of over-65s.

The thermal baths and wellness tourism are the top investment priority for every age group, with virtually identical percentages (47.3% / 48.1% / 46.4%).

The sense of belonging to the community is evenly distributed across the generations.

Willingness to take part has no age: 80.3% of young people, 78.6% of adults and 76.1% of over-65s say they are willing ("yes" or "maybe"). The preferred formats also coincide, with online questionnaires leading for everyone.

Summary and conclusions

The voices of citizens, gathered through this survey, paint the portrait of a community strongly attached to its area, aware of its resources but worried about the future.

The significant points that emerge are:

- **Bagni di Lucca is a much-loved area, but one in search of prospects.** Attachment is very strong (82% would find it hard to move away) and satisfaction is fair (6.7/10), but residents are more critical than non-residents.
- **Jobs.** This is the number one factor for retaining families (60.5%) and above all young people (66.3%). Without local employment opportunities, the demographic challenge remains unanswered.
- **The thermal baths and wellbeing as a strategic lever.** They are the most frequently cited identity resource, the top investment priority and, by a clear margin, the most recurrent proposal for tourism. This is therefore an asset that the community is asking to invest in once again.
- **Tourism.** Recognised as the most important economic sector, it needs to be supported with a system of hospitality (promotion, experiences, accessibility and events) rather than with isolated measures.
- **A community ready to take part.** 78% are willing to contribute to the good of Bagni di Lucca, a very high figure. Public meetings, online tools and discussion groups are the natural way to turn this desire to take part into shared planning.
- **The differences between young people and other generations** do not concern the underlying goals, but above all the conditions for staying: young people ask for more sport, spaces for socialising, social life and concrete opportunities, while adults and over-65s focus more on welcome, hospitality and tax incentives.