

ITALY IN THE TIME OF COVID-19

Update no. 5 – 14 March 2020





TODAY

- **The enforcement of new regulations and limitations have had two main effects:**

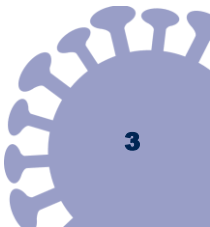
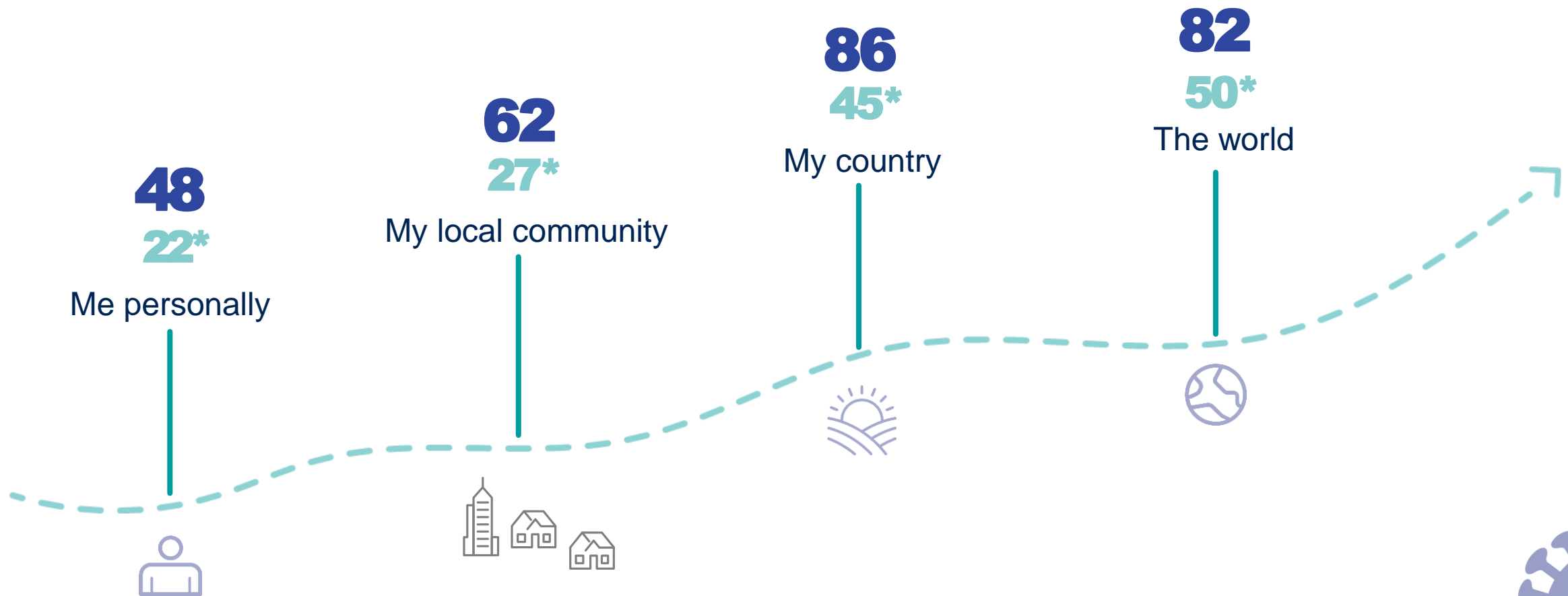
Firstly, the level of alert re. the threat increases dramatically in respect to personal safety (+26%), the community (+35%), and, particularly, for the country (+41%), as well as for the rest of the world (+32%); Secondly, the Government's decisions has impacted the willingness to comply – 89% of Italians have totally, or partially, changed their habits – and these decisions have also made people feel safer

- **The health service remains the most effective** containment measure. **Its representatives – doctors and nurses –** are seen as heroes, celebrated by the national media and citizens alike

[Nurses and doctors - Milano flashmob for nurses and doctors](#)

- The negative impact on tourism, bars & restaurants, cultural sites, retail, is growing
- A sense of national pride has developed as Italy is being seen as playing a role in the solution of the crisis

THE THREAT: new rules enforced by the Government make the threat increasingly real



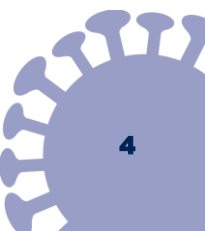


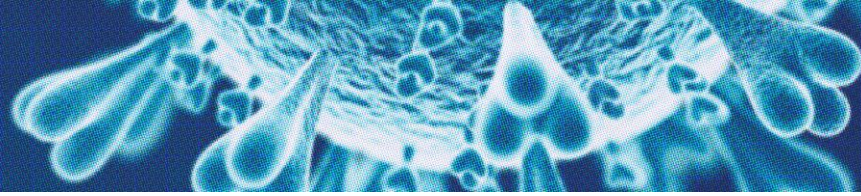
However, the rules - enforced by authorities - are becoming accepted

51 **27 February 2020**

63 **TODAY**

% measures are v much + very effective





These **new rules** support a sense of security and the majority of Italians totally, or partially, comply

After the enforcement of the new regulations, with limits to movement and social activities to try and limit the infection, would you say ...

33

I feel less safe

45

I've changed my habits, **ALSO** when it was not strictly necessary

61

I feel more safe

44

I've changed my habits, **ONLY** when it was strictly necessary

6

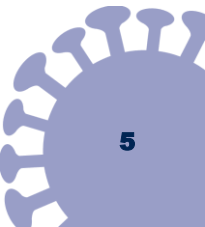
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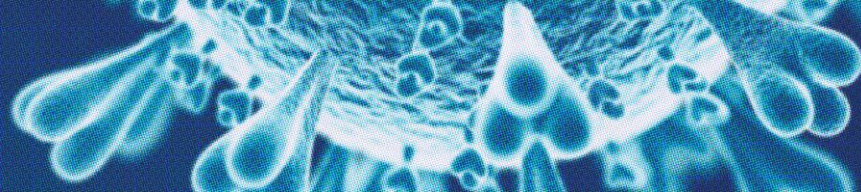
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I've changed nothing

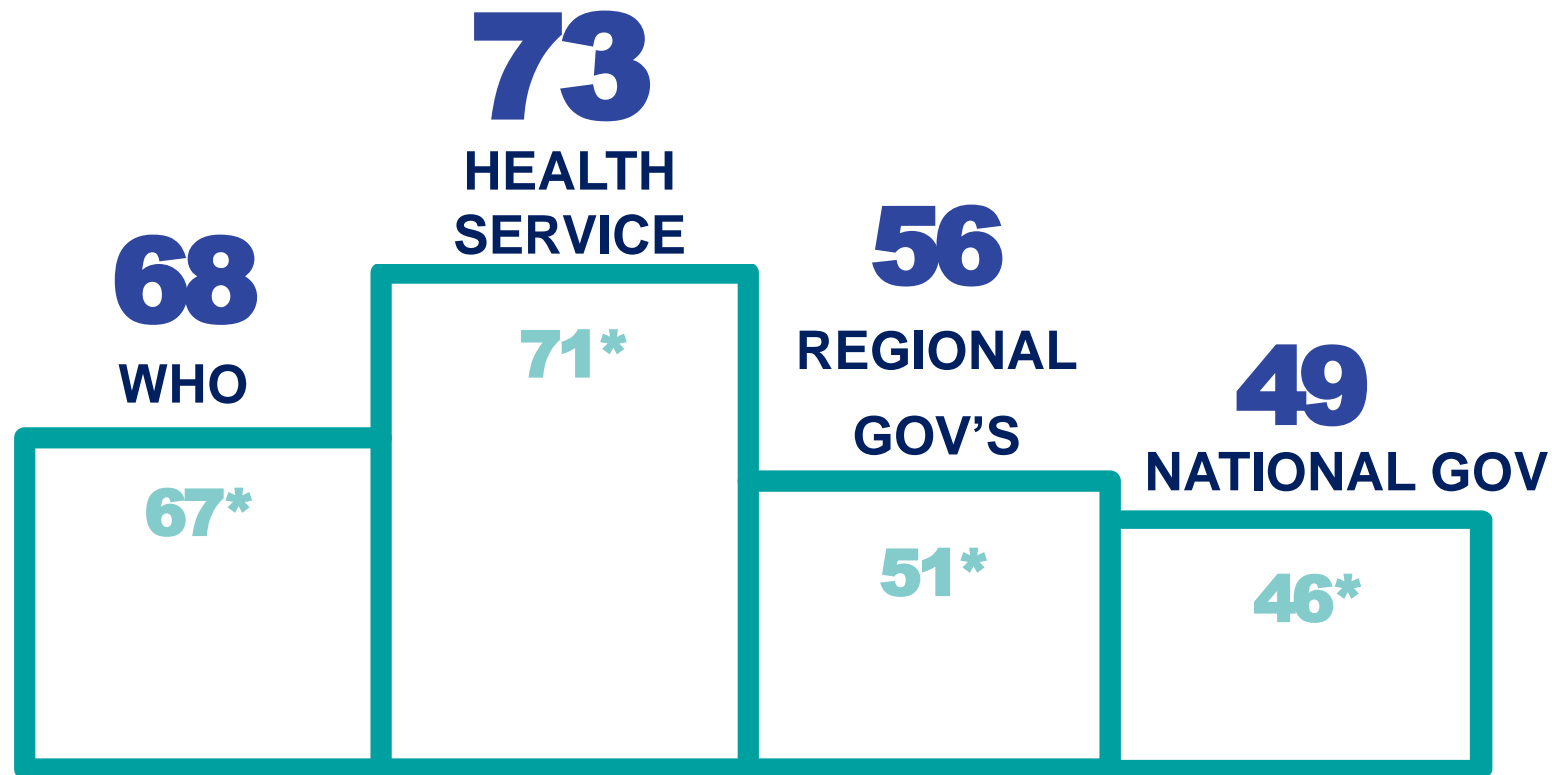
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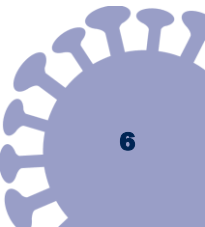


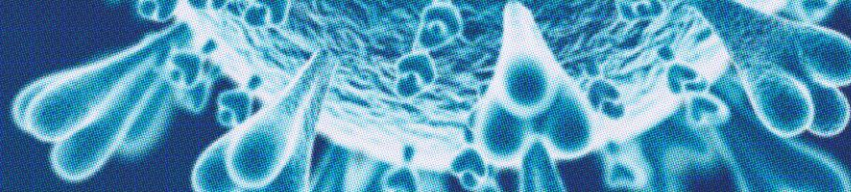
Perception of the effectiveness of national and local institutions is also getting better



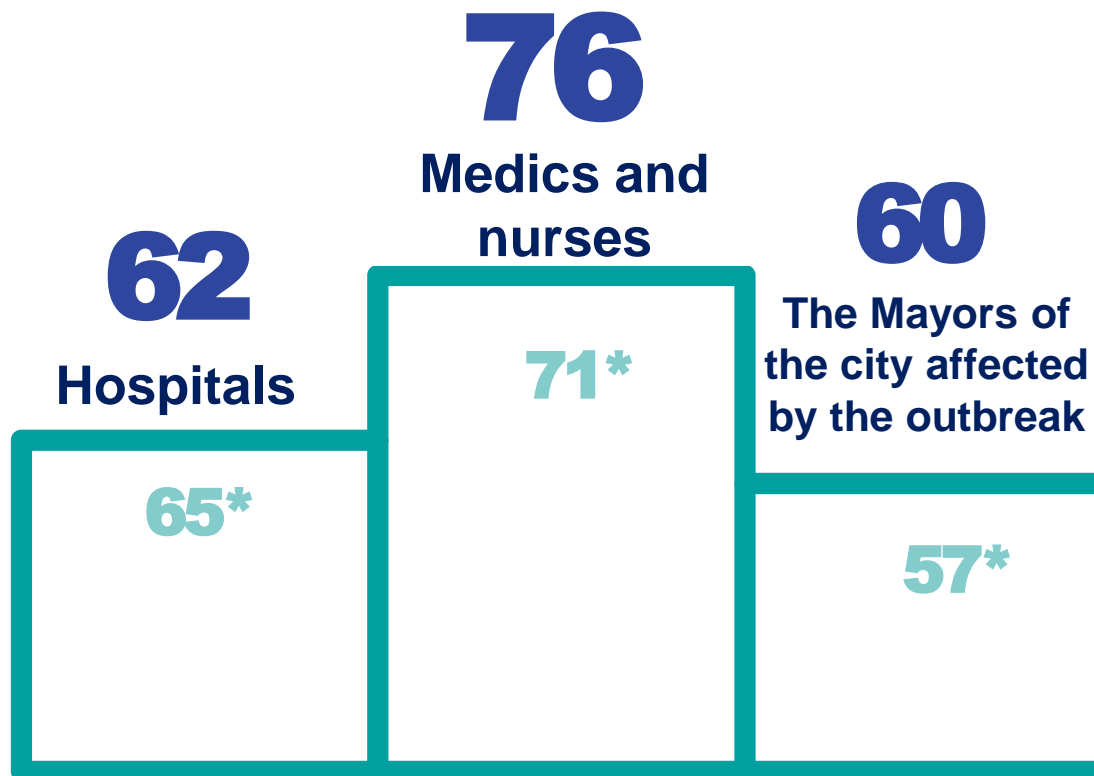
% effective in controlling the spread

* POLL 3-5 MARCH 2020

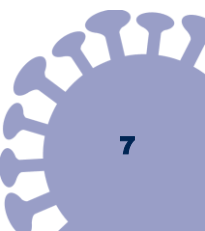


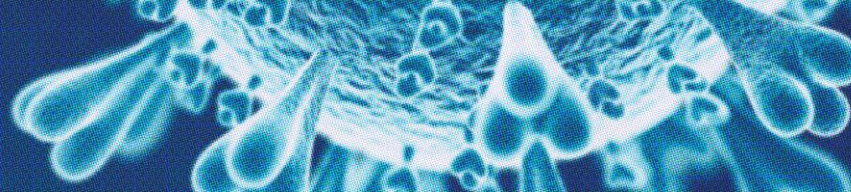


Confidence in the effective action of doctors and nurses is continuing to rise

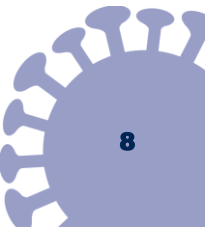


% effective in controlling the spread





All sectors are affected by social-distancing rules will see its impact continue to grow

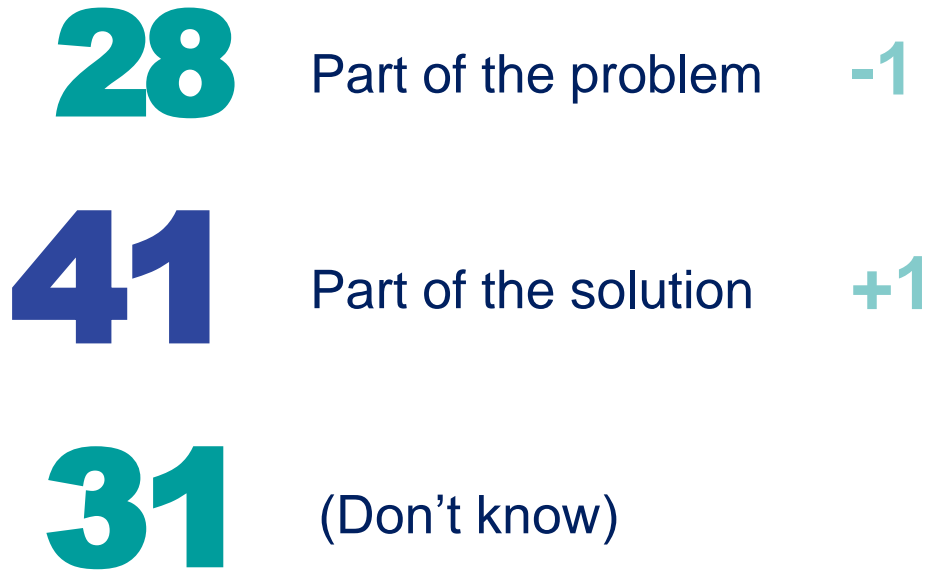


Increasing impact on retail. Banks and pharmaceutical companies starting to feel the effect



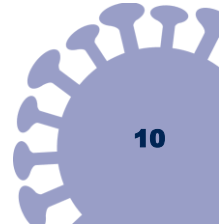


Again, the prevailing sense is that Italy will have an active part to play in the solution of the crisis



VALUES IN %

* VS POLL 3-5 MARCH 2020



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