

ITALY IN THE TIME OF COVID-19

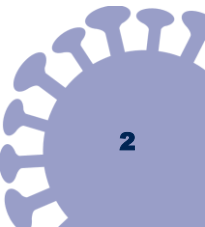
Update no. 10 | 20 April 2020



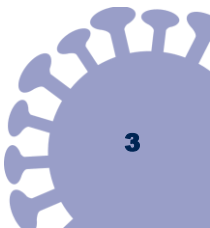
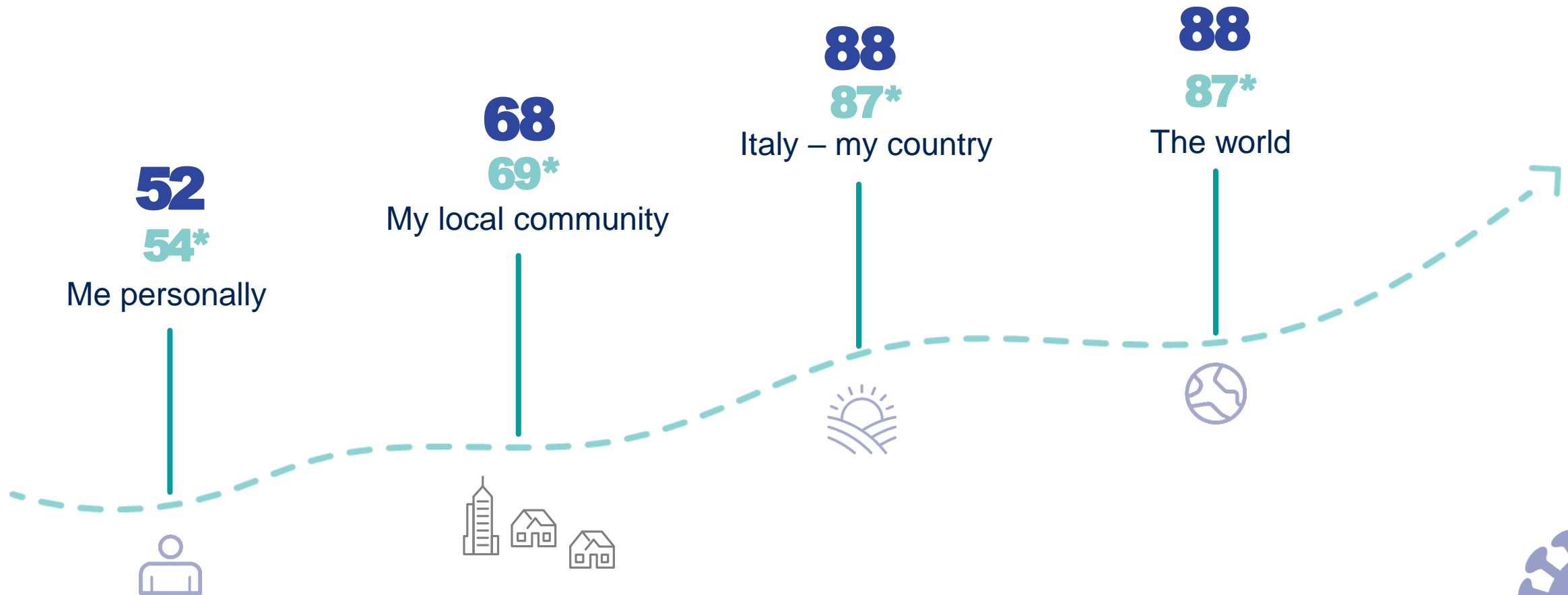


In summary

- **The perceived level of threat hasn't slowed down:** the official data on the spread of the infection does not allow Italians to be optimistic, and the outlook of Phase 2 remains uncertain
- **Over two weeks,** the perception of the crisis momentum gets weaker and we observe a small growth of the limited minority of positive thinkers who believe the worst is over.
- **Compared to mid-March, the proportion of citizens worried for the economic and occupational fallouts grows,** as well as those who believe that the lockdown should be terminated and the activities should be resumed as soon as possible to prevent the outbreak of an economic downturn.
- **Only a minority of Italians believe that people are respecting the lockdown rules,** while the majority believe that too many people have not totally understood the importance of staying at home and following the orders.
- **A focus on nutrition and physical activity: Italians are eating more than usual and exercising less.** Cooking and food is a popular pastime in lockdown for a majority, while physical exercise is less so.



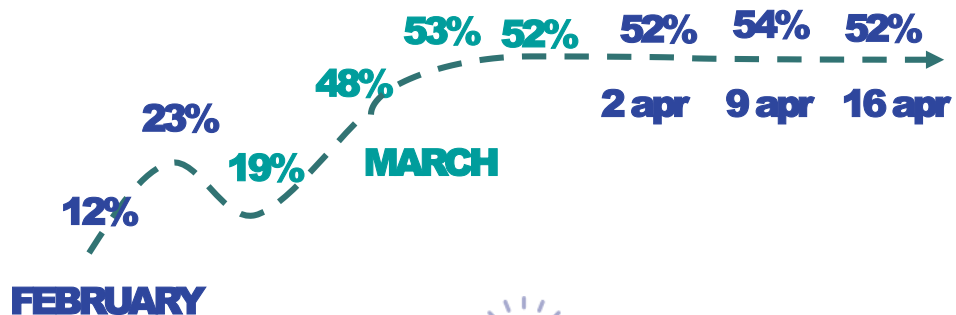
Stability in the levels of threat: uncertainty prevails



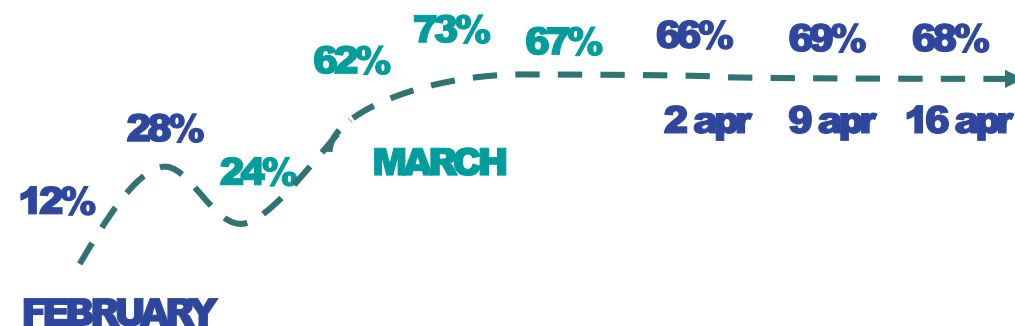
Trend 13 February – 16 April



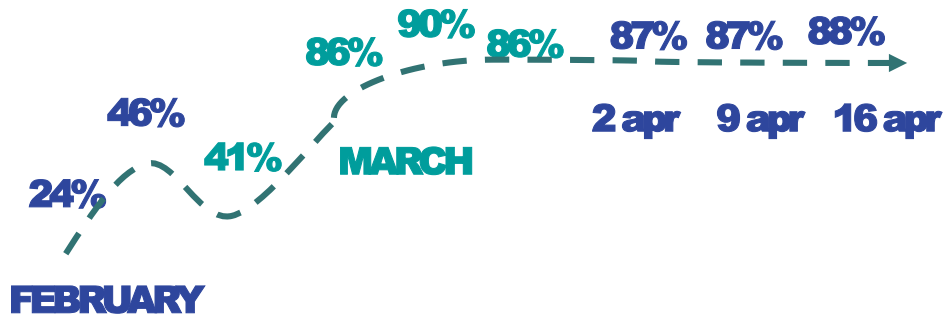
Me personally



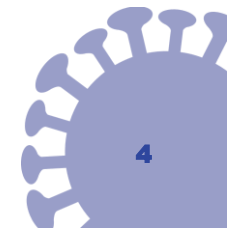
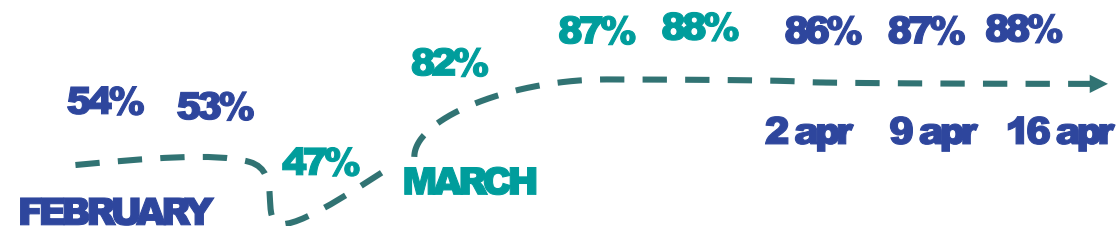
My local community



My Country



The world





Slight decrease in the majority convinced that the peak has been reached. The small minority of optimists gain a small increase.

Previous Poll

29 **The worst has yet to come**

+1%

52 **We are now at the peak of the emergency**

-4%

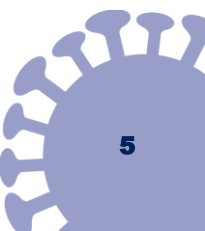
9 **The worst is over**

+3%

11 (dk)

-

% VALUES





Worries for the future – income, jobs and savings – on growth, while the date for reopening is still uncertain

17-19 March Poll

69

More worried about getting the infection, either themselves or family/relatives

-8%

24

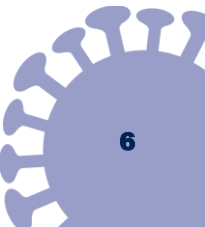
More worried for the loss of jobs, income, savings

+8%

7

(dk)

% VALUES





There has been a cautious decline of 20 points in two weeks of those who believe it is best to stay in lockdown. Reopening is now the priority for one in three Italians, in order to protect the economy.

Previous Poll

54

Better to stay in lockdown with all the main activities, to avoid the risk of revitalising the spread of the infection

-20%

34

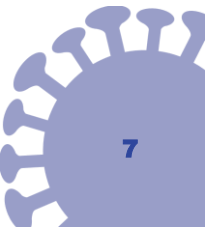
Better to try and reopen most of the activities as soon as possible, to avoid the deterioration of the economic situation of the country

+16%

12

(dk)

% VALUES





The idea still prevails that too few people in Italy are respecting the rules of lockdown

27

Italians are proving their sense of civic duty and compliance to rules

Previous Poll

-3%

66

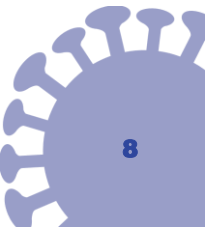
There are too many violations, Italians haven't totally understood the importance of staying at home and of following the rules

+4%

7

(dk)

% VALUES



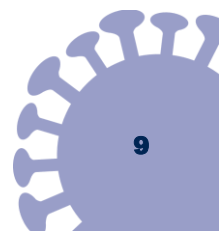


During the lockdown cooking and food are the perfect outlet to vent frustration, for more than half

57 **Very much + fairly**

43 **Not so much + not at all**

% VALUES





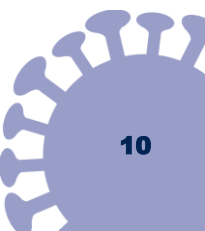
One citizen in two is eating more than what they used to do before the self-confinement

49 I'm eating more

40 I'm eating more or less the same

11 I'm eating less

% VALUES





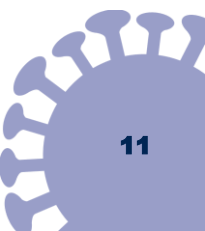
A richer diet does not correspond to more intense physical activity: more than half are exercising less than before

14 I'm exercising more/much more

32 I'm exercising as before

54 I'm exercising less/much less

% VALUES

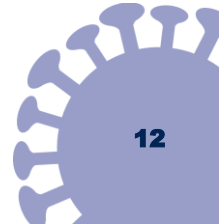




And although many say they are eating more and exercising less, only a very scarce minority is on a diet. The majority is not considering embracing a healthier regime.

- 8** I'm on a diet now
- 31** I'm considering dieting in the future
- 20** It would be good for me to diet, but I believe I won't do it
- 33** I believe it won't be necessary

% VALUES



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