

IPSOS FLAIR 2022 – ITALY

10 things to know



52% of Italians said their economic situation became precarious in 2021



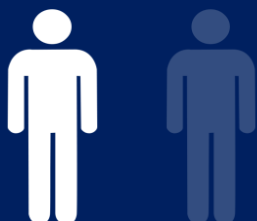
68% of Italians sense significant social tension in the country



38% of Italians report a fall in fitness levels due to the pandemic



72% say it is essential to join the fight against climate change with efforts to defend communities.



One in two say that they would like to live in communities made up of people who are similar to them in terms of culture, traditions, language and religion, with no foreigners.



74% of young Italians want to play their part in changing the world.



70% of Italians think the falling birth rate has an important part to play in the future of their country.



Higher inflation and the dynamics of the post-pandemic market are bringing about polarised price trends.

36% of Italians want products that are able to tell stories about the consumers who buy them.



71% of Italians feel ready to do more to bring about change.

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