



# COVID-19 FEAR IN ITALY ITALIAN EMERGING PERSONAS

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06th May 20

# THE NEW EMERGING ITALIAN PERSONAS



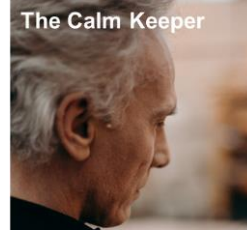
**KEEP SAFE  
YOURSELF  
AND YOUR  
FAMILY**



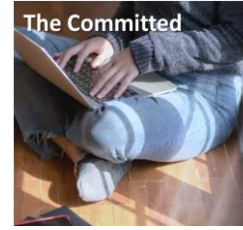
**PREVENT  
HEALTH,  
ECONOMY,  
SOCIAL  
RISKS**



**MORE TIME  
TO THEIR  
PASSIONS &  
INTERESTS**



**TRY TO KEEP  
THE SAME  
HABITS AS  
BEFORE**



**BE  
PROACTIVE &  
FIND  
SOLUTIONS**



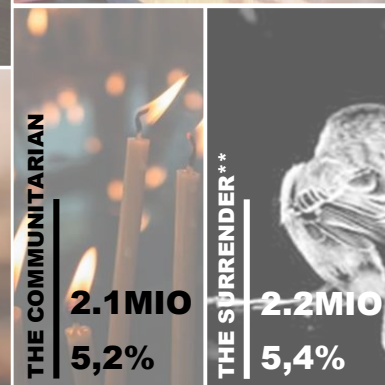
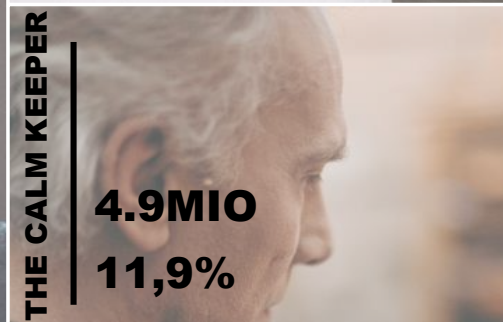
**HELP THOSE  
IN NEED**



**NO FINANCIAL  
RESOURCES TO  
DEAL WITH THE  
CRISIS**

# SEIZING THE EMERGING ITALIAN PERSONAS

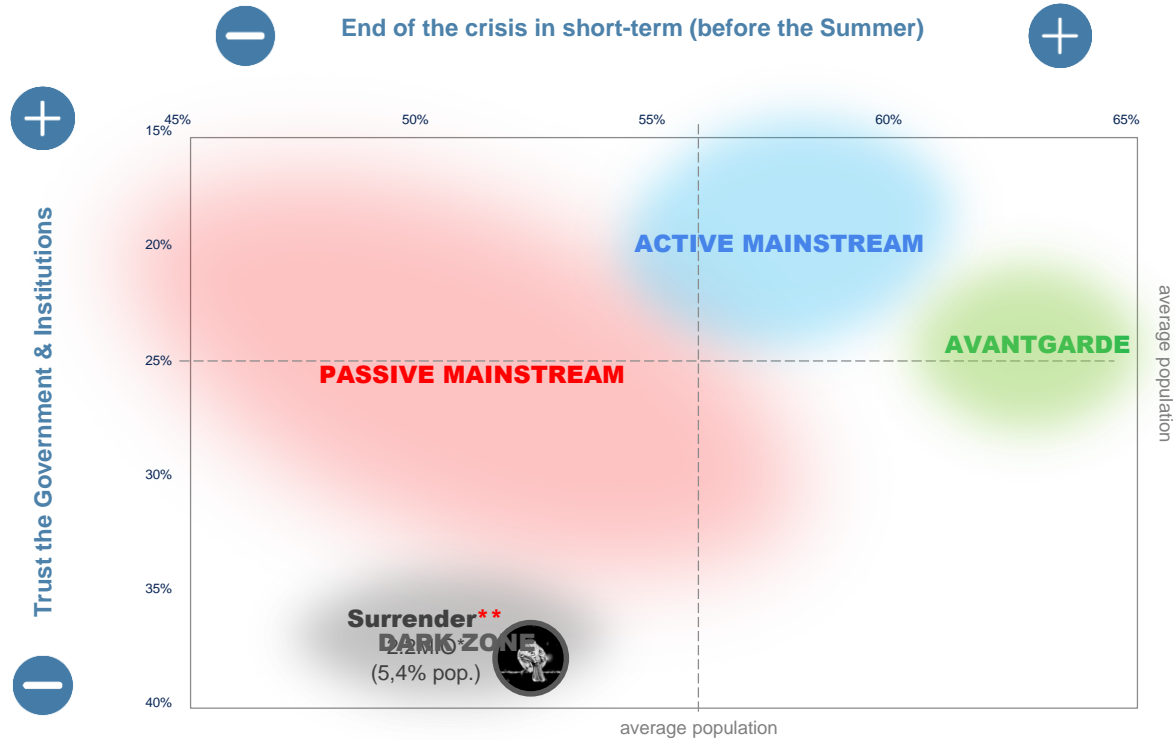
**41.1 MIO** (ONLINE ITALIAN POPULATION 18+)



\*\*This segment represent the population below the poverty line and is underestimated given the CAWI methodology.

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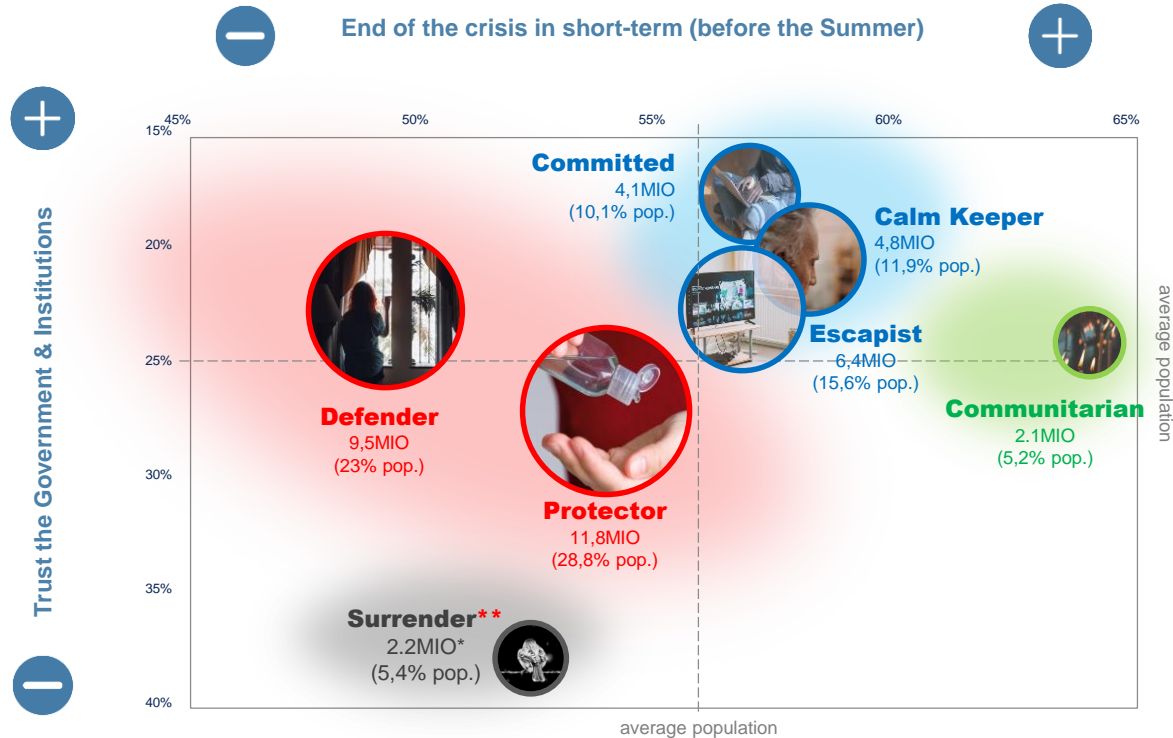
# MAPPING THE EMERGING ITALIAN PERSONAS IN THE NEW ENVIRONMENT



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