



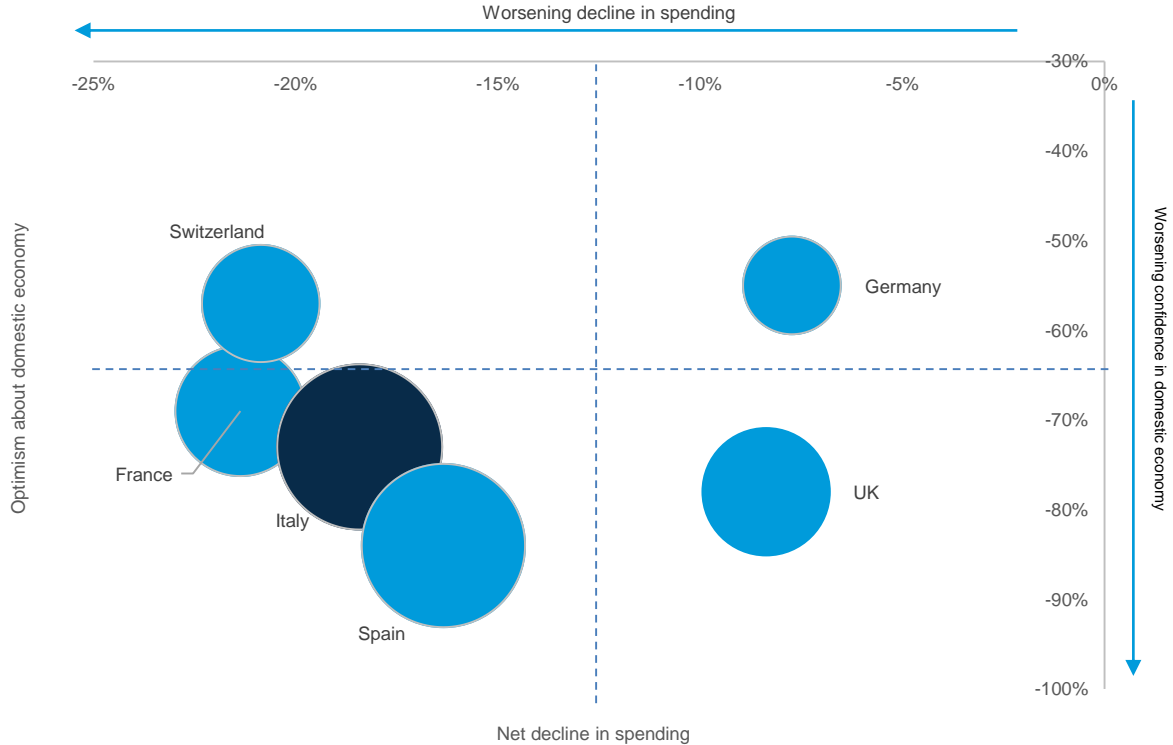
# ITALY CHARTBOOK

## The shape of retail: Consumers and the new normal

June 2020

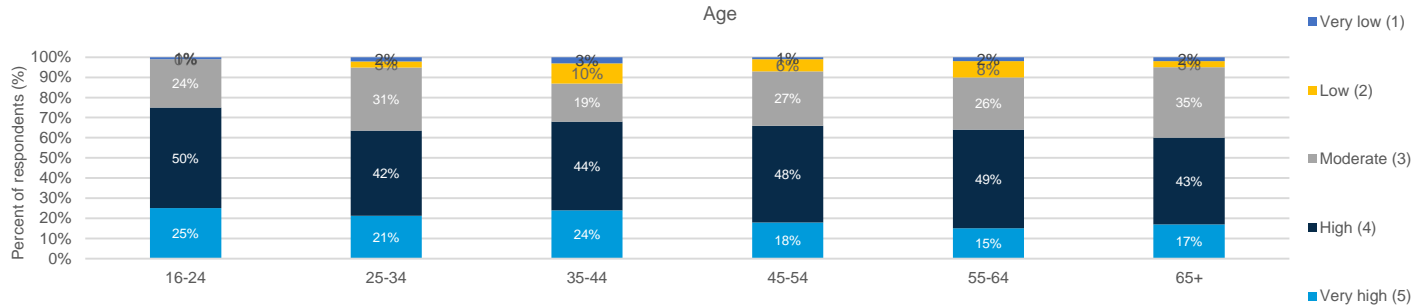
## Pessimism and cutting back spending in Europe

Net balance of those that indicated either an increase or decrease in spending since the pandemic

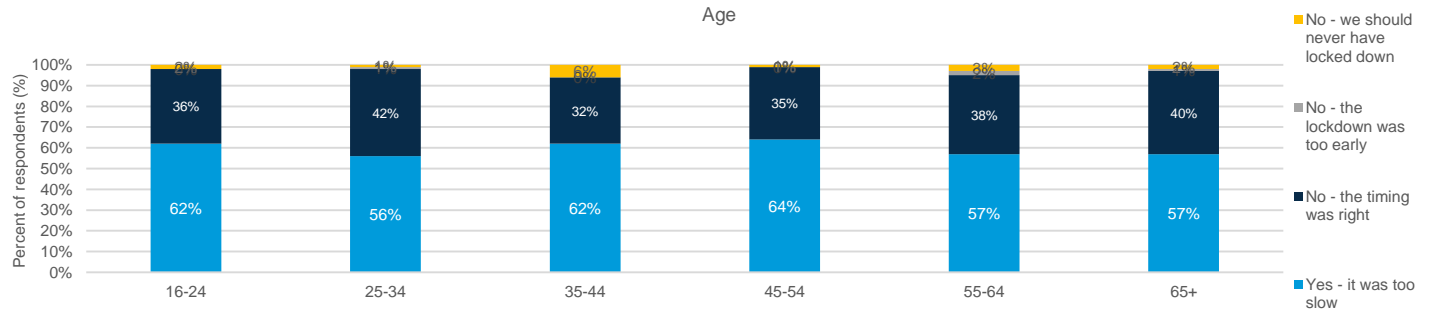


Note: Size of the bubble reflects attitudes towards personal finances. A larger bubble reflects greater pessimism towards personal finances

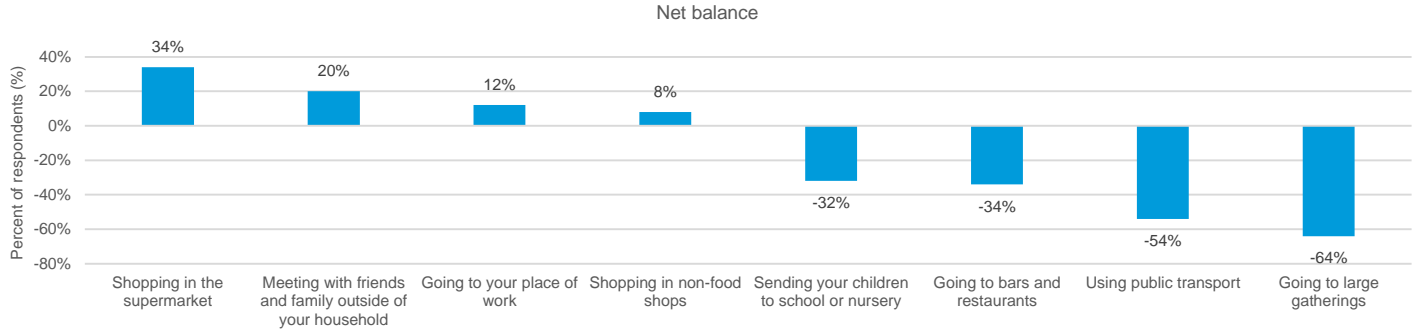
What level of threat do you think the coronavirus (Covid-19) currently poses to health in Italy?



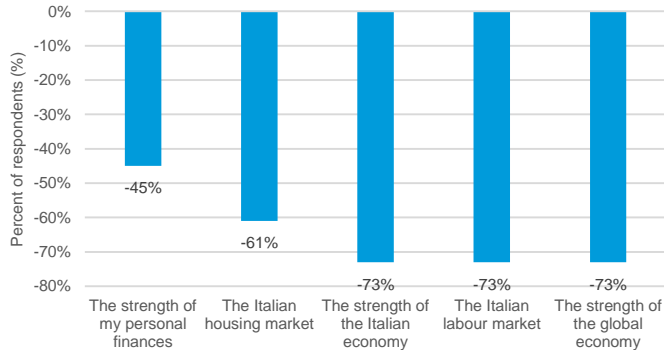
Do you think the Italian Government should have locked down the country sooner?



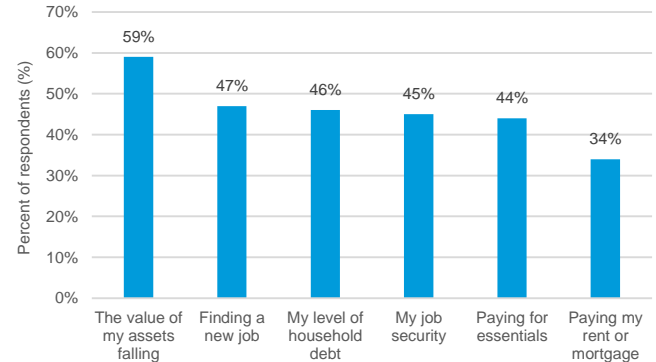
As lockdown restrictions ease, how comfortable might you feel when doing the following activities (if you were to do them in the same way as before the coronavirus)?



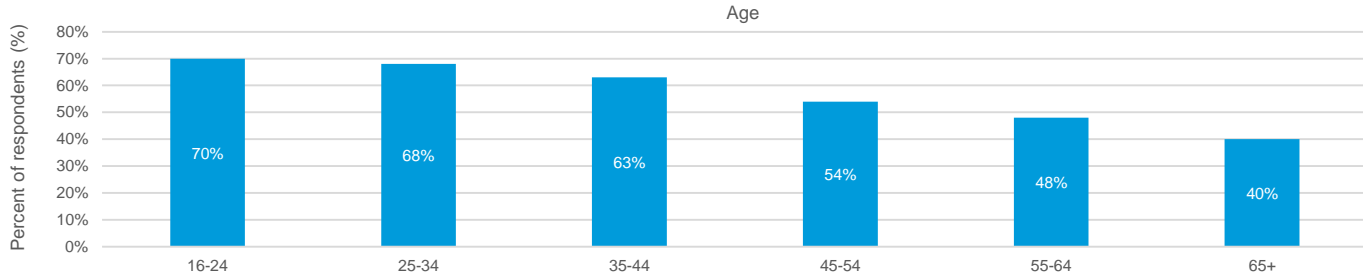
Thinking about the short-term impact over the next three months, how do you expect the follow areas to change?



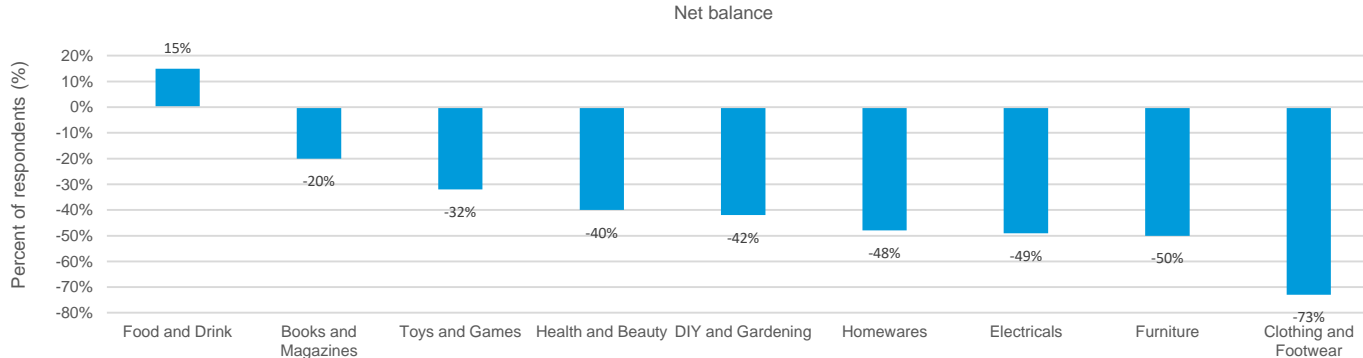
How worried are you about each of the following?



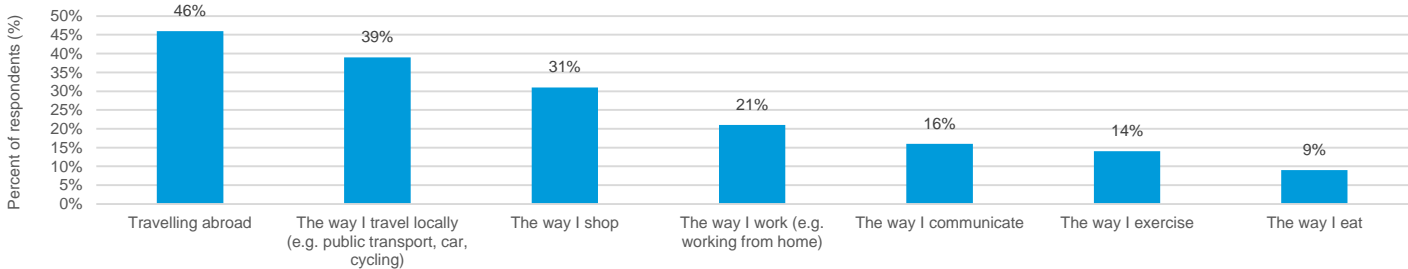
Have you started buying any products online that you had always previously bought in-store because of the coronavirus situation? Yes respondents



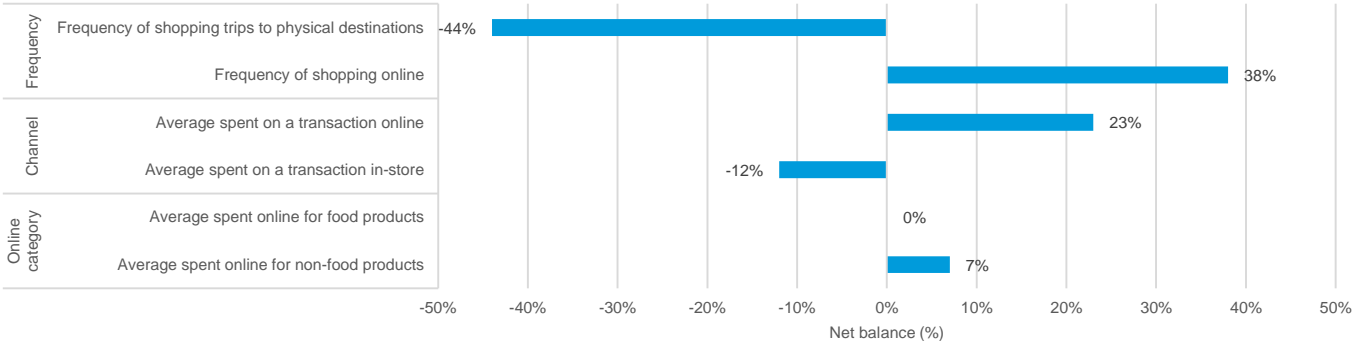
How has the coronavirus situation affected your overall spending?



Which, if any, of the following activities might you change on a permanent basis because of the coronavirus?



How do you think your shopping habits are likely to change in the long-term due to the impact of the coronavirus?



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