

# OMICRON PERSONAS

TO EACH THEIR OWN COPING MECHANISM

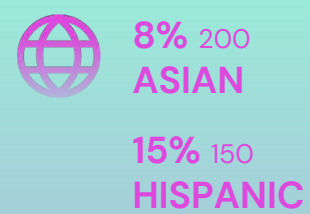
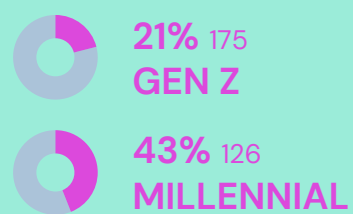
## OPTIMISTS

The post-pandemic world is so close they can taste it. These young, progressive POC are cautiously ready to trade Omicron angst for the light at the end of the tunnel.

*"We discussed finances and planning for life after the pandemic."*

*"We are confident that things will get better, and business will improve. We are very confident that this will happen in the next six months."*

### WHO THEY ARE



## BELIEVERS

With floods, fires, and plagues dominating the news cycle, it's easy to see why some believe the end of days are near. In need of solace as reality becomes unrelentingly grim, these Conservative, white ruralities are reaffirming their faith in a higher power.

*"Humans have NO control over the weather or things like COVID. Only God has power over life and death and all other things."*

*"We spoke about tough choices, life and death, and the Lord, how we are forgiven of our sins through him, and the pandemic being a sign of the end times."*

### WHO THEY ARE



## DGAFERS

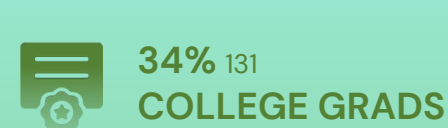
Who cares about another Greek letter when you've got a piña colada in hand? Not these overeager Millennials, whose greatest anxiety is GTFOOT—getting the f\*\*\* out of town.

*"We wanted to go to a place where we don't need to wear masks all the time."*

*"My wife was concerned about whether her friend would be on time for an early limo pick-up."*

*"My brother and I were working out the logistics of air transportation from Virginia and Detroit to Seattle."*

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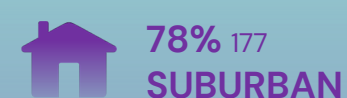
## CONSPIRACY THEORISTS

Newsflash: fake news is alive and well. These suburban men are armed and ready to remind you that COVID is nothing but government-funded malarkey.

*"We talked about the COVID news. How they control the information. They can tell you different things about the same subject, so you feel confused."*

*"COVID, how it's fake and that people who got shot seven times somehow die from it. Got a cold, you have COVID, break your arm, you must have COVID. Bunch of government lies trying to control people."*

### WHO THEY ARE



## RUMINATORS

Cloth masks over their N-95s, exhausted and obsessed, these highly-educated women are suffocating under the stress of another variant.

*"Omicron is everywhere. It spreads much faster than past variants and can evade the protection of vaccines and prior infections, resulting in record caseloads of COVID. Do masks work against Omicron? Is it safe to go grocery shopping? Dine indoors at a restaurant? Play sports indoors? Go skiing?"*

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