

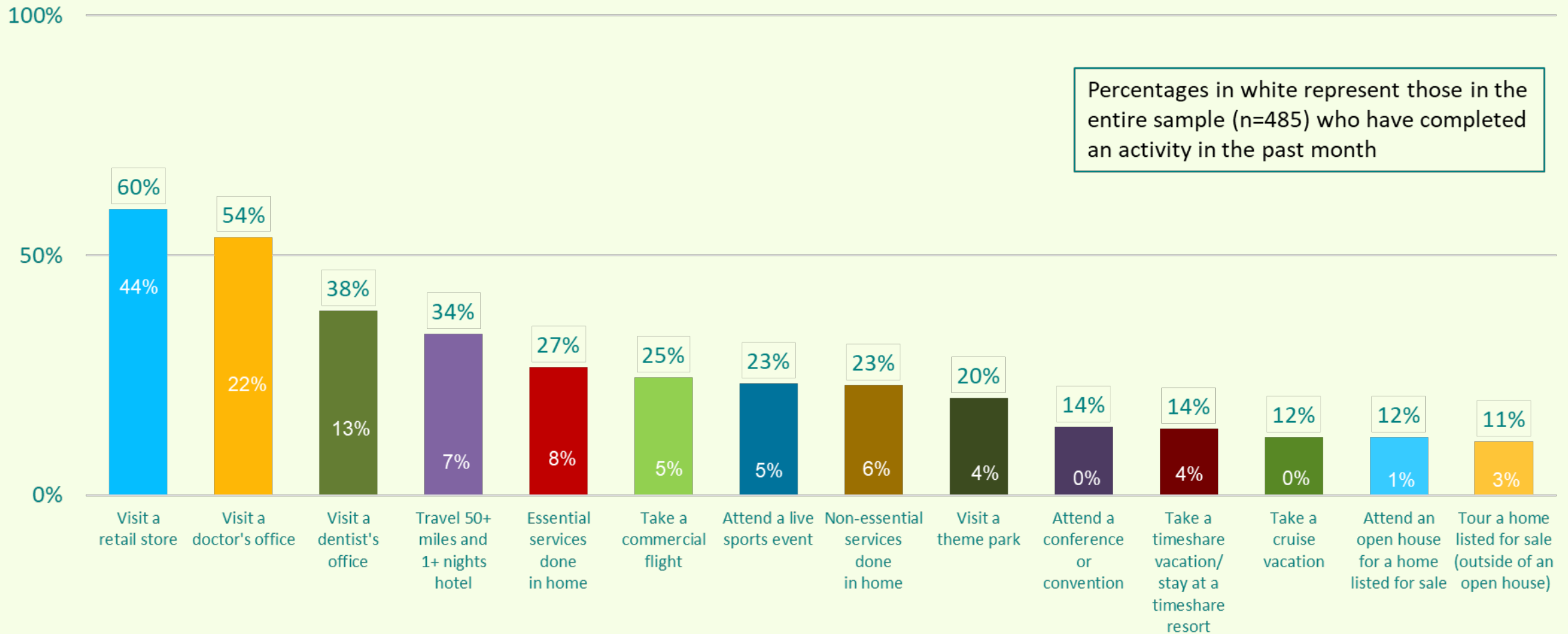
WAVE 17: JUST TUNING IT ALL OUT

Public opinion insights from the Jan. 13, 2021
“Back-to-Normal Barometer”

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CONTEXT: RESPONDENTS ACTIVELY ENGAGE

Percent who have participated in this activity in the past 12 months

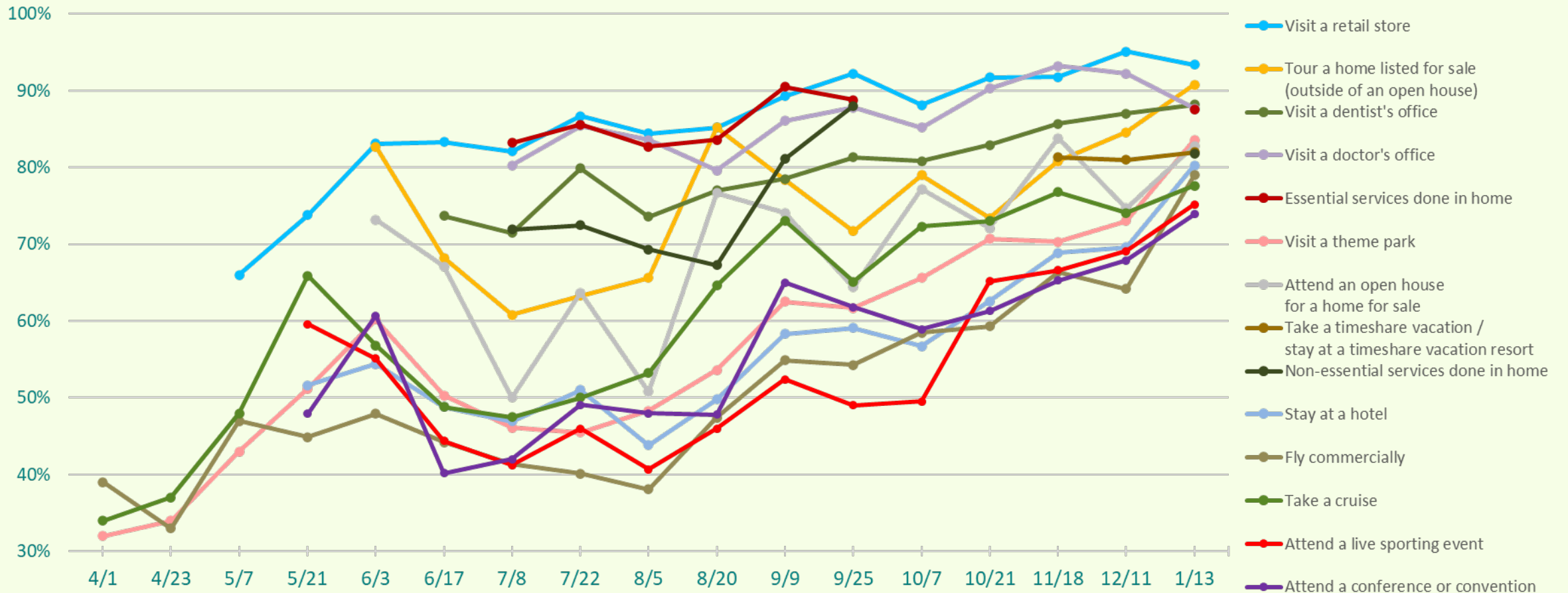


The good news

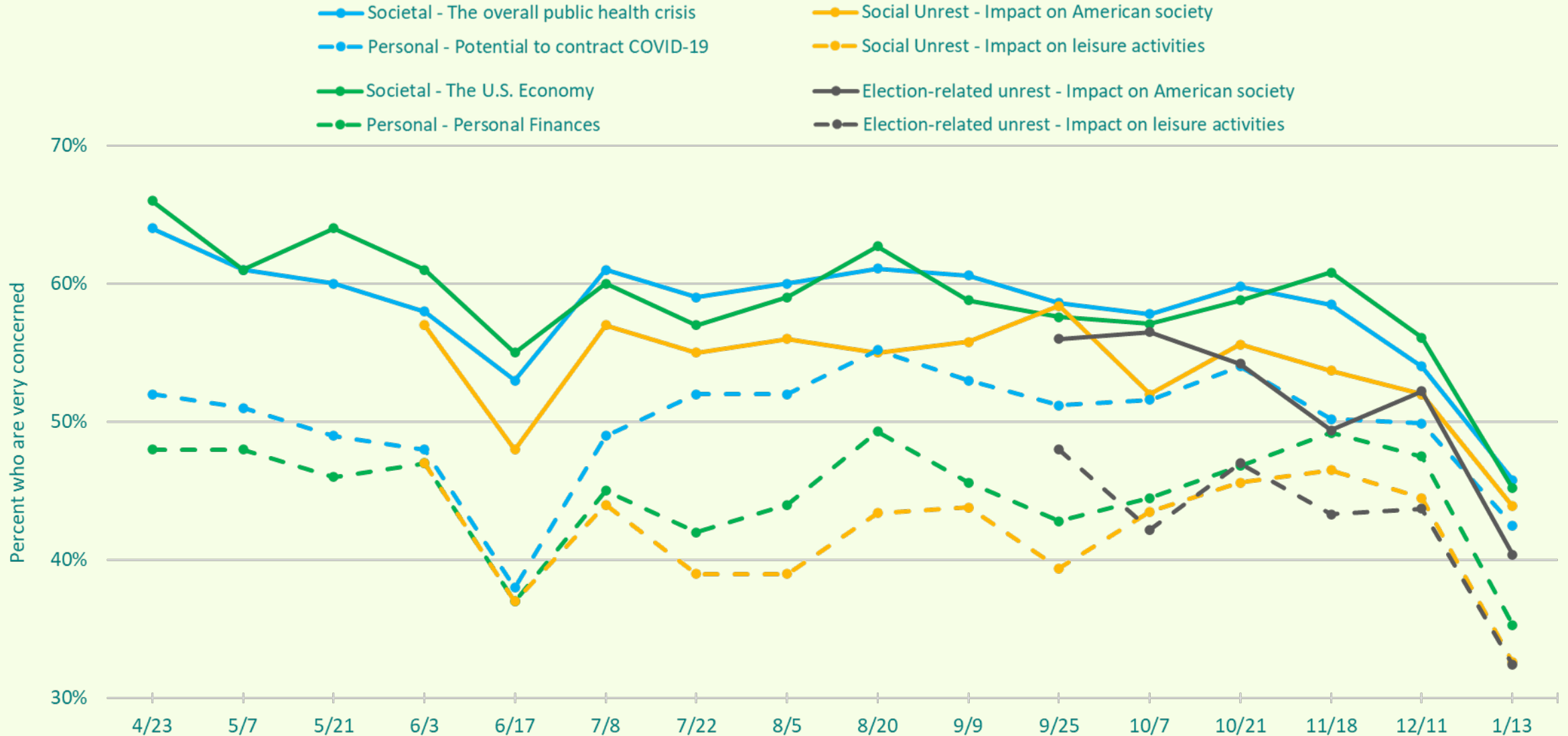


READY TO GO + RECENTLY ACTIVE CONTINUE UPWARD TREND

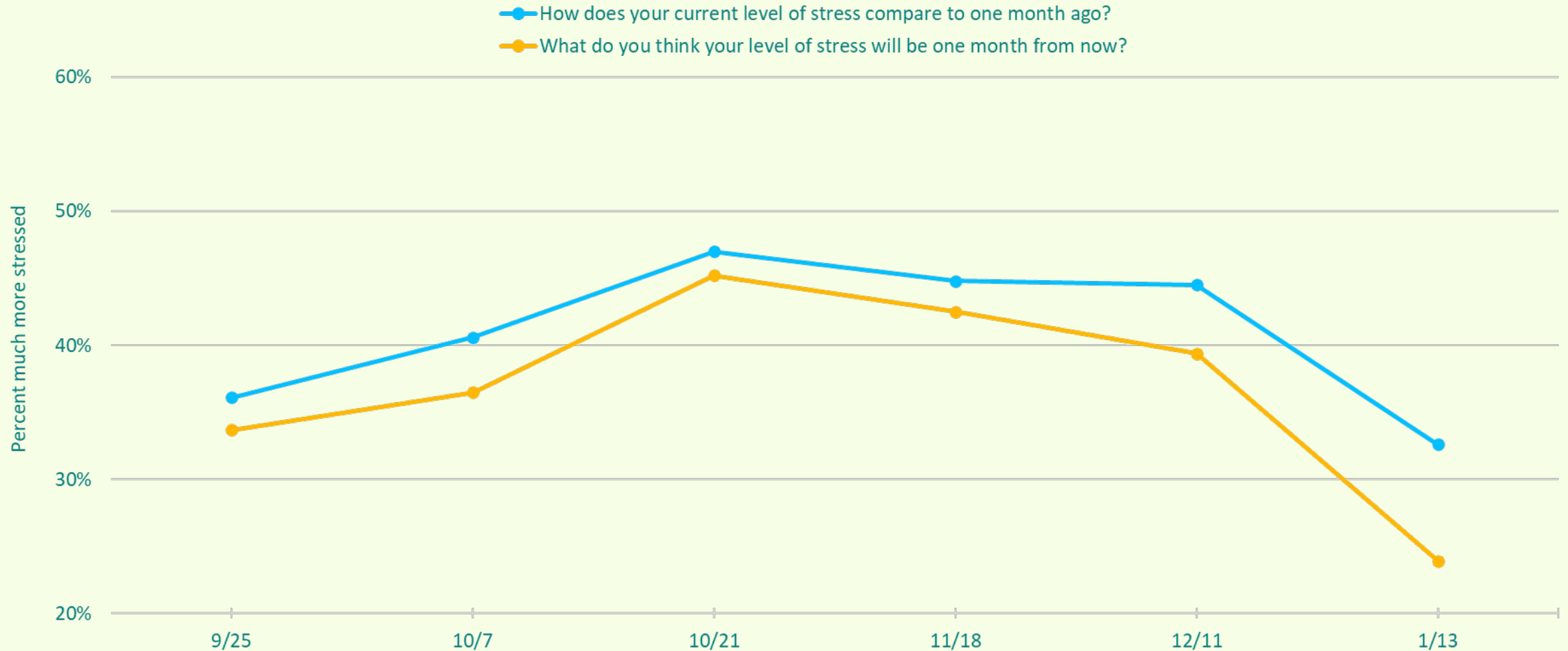
[Among those who have done this activity in the past 12 months:] For each of the following activities, please indicate which of the following conditions is closest to your current point of view: Recently active + Ready to go



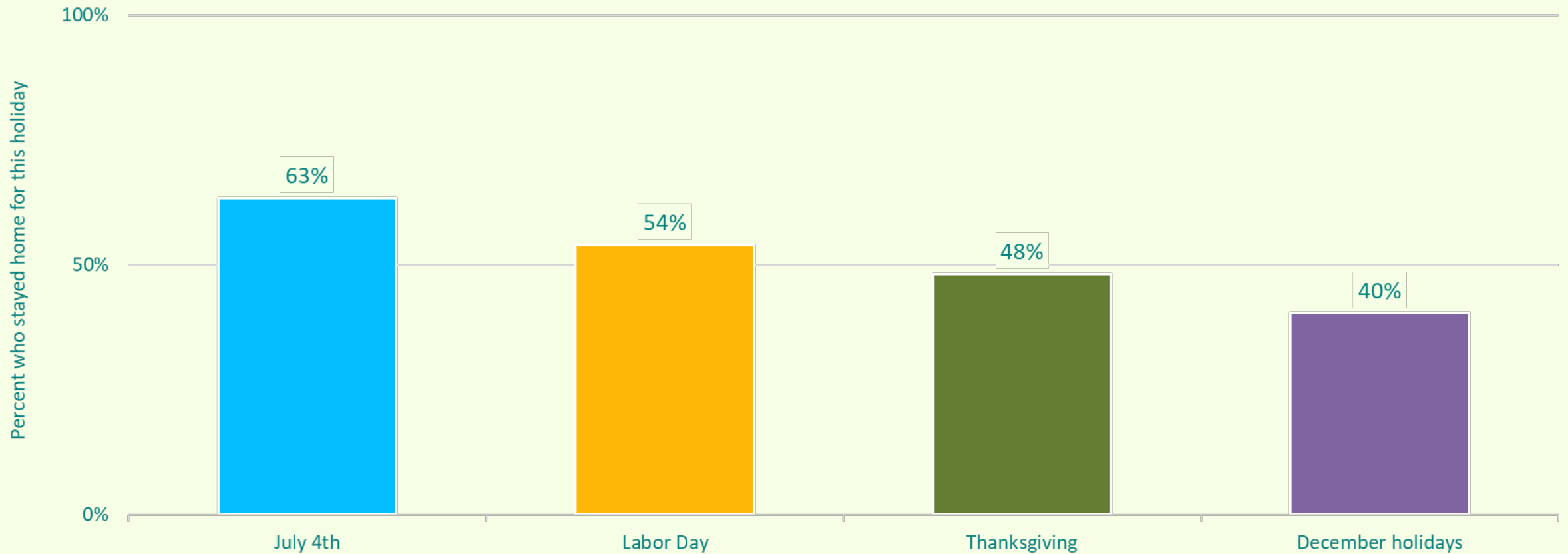
PERSONAL/SOCIETAL CONCERNS RETREAT



STRESS LEVELS AT LOWEST LEVELS IN FOUR MONTHS

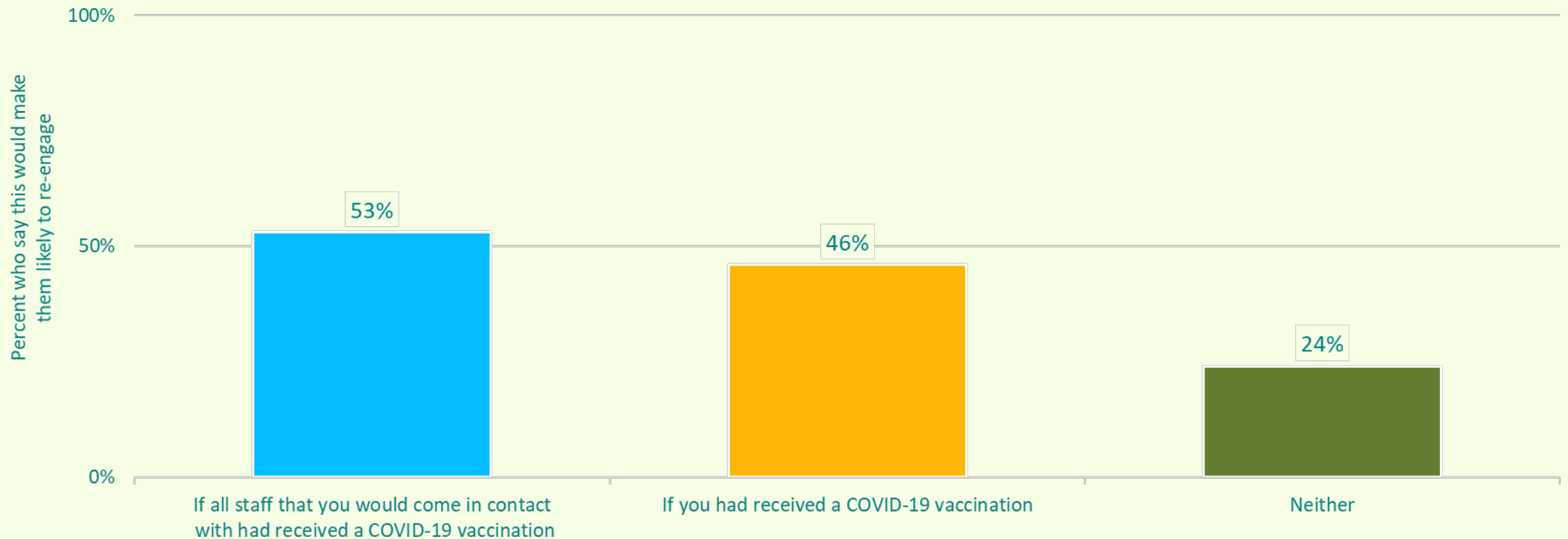


WITH EACH MAJOR HOLIDAY, SMALLER PERCENTAGES STAY HOME



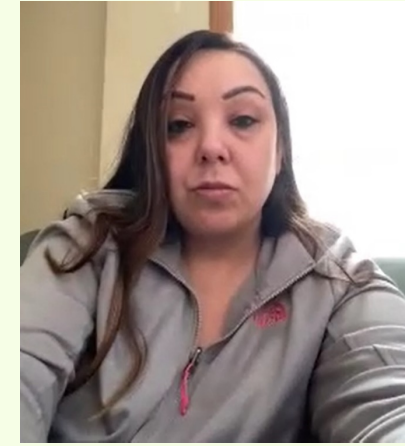
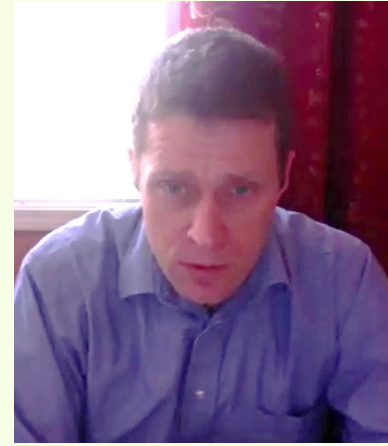
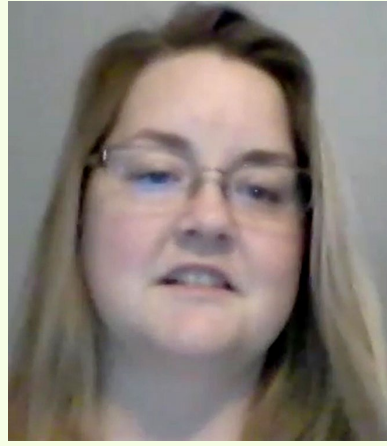
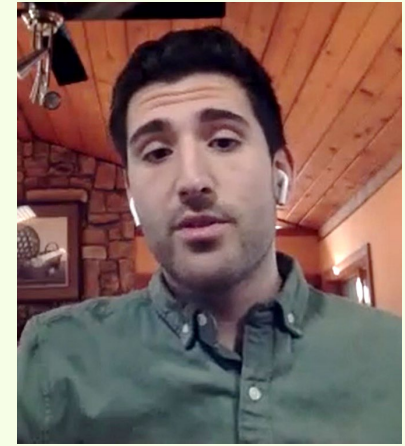
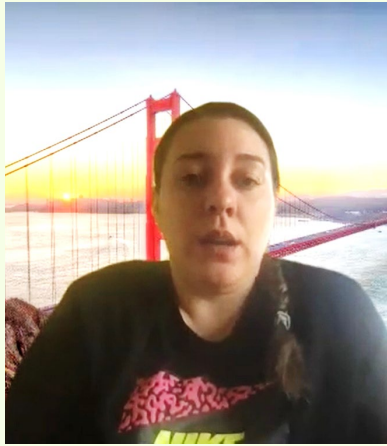
VACCINATIONS WILL GET THE HESITANT TO RE-ENGAGE

[Among assurance-seekers and need-a-breakthroughs:] Please indicate whether either or both of the following conditions would make you likely to immediately re-engage in [a variety of activities]:



The less-good news

LISTENING TO AMERICA: 10 IN-DEPTH INTERVIEWS



THE PANDEMIC HAS HAD AN EMOTIONAL IMPACT

- Respondents reported feeling frustrated, isolated, and depressed as the pandemic has dragged on, feeling like “caged animals,” and having to take pay cuts
- Most believe these changes to their emotional well-being are temporary and will recede when the pandemic ends
- However, they’re concerned about the long-term impacts on children, who they say aren’t getting the education and the level of social interaction they need

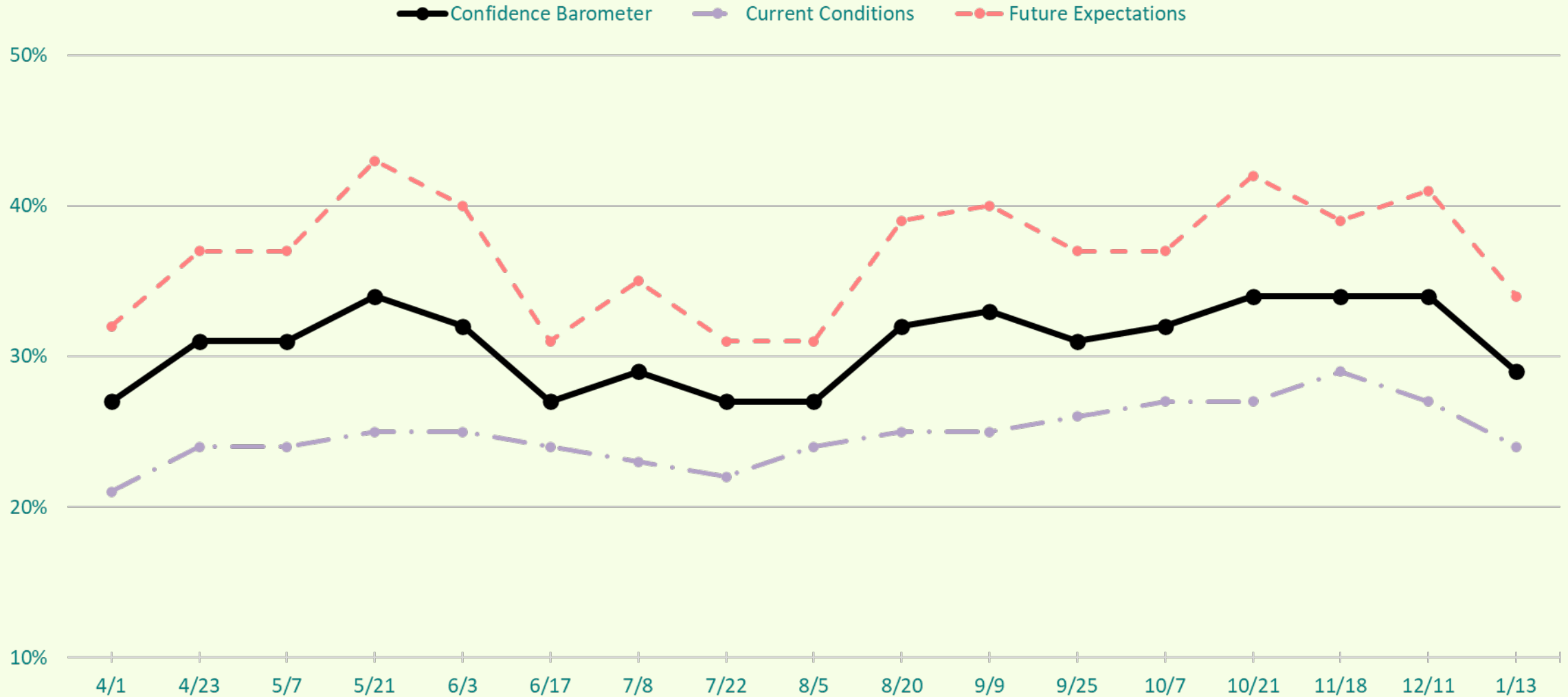
MOST ARE DISSATISFIED WITH THE VACCINE ROLLOUT

- They believe vaccine distribution comes down to their state and local government
- They are generally skeptical that government has an adequate process in place to distribute the vaccine
 - We have the doses, but distribution is behind schedule
 - Medical facilities seem to be under-staffed
 - It's unclear when they'll get it (some are higher priorities)
- These factors are dampening their optimism about getting back to normal

EVEN WITH A VACCINE, “NORMAL” IS A YEAR AWAY

- Despite some already getting vaccinated and others planning to, they don't expect this will impact their willingness to fully engage in public activities in the near-future – the vaccine isn't a “silver bullet”
- They will continue to socially distance, wear masks, and take other precautions
 - We don't know who has been vaccinated by looking at them
 - Vaccinated people can still carry it and infect others, even if they have personally built up an immunity to the virus
 - Getting enough people vaccinated to reduce the spread will take several months

CONFIDENCE BAROMETER DIPS TO LOWEST LEVEL SINCE AUGUST

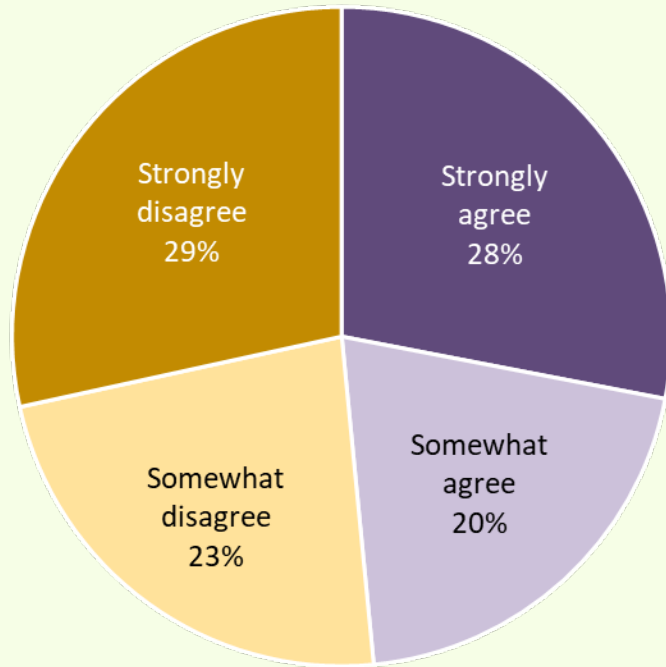


Back to Normal Barometer, Jan. 13, 2021

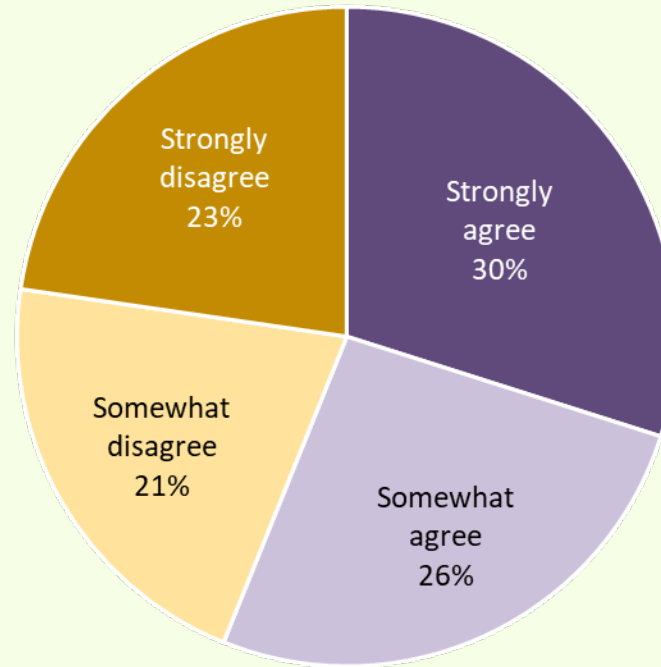


RESPONDENTS WORRY ABOUT WORSENING MENTAL HEALTH

Over the course of the pandemic, my mental health has gotten much worse

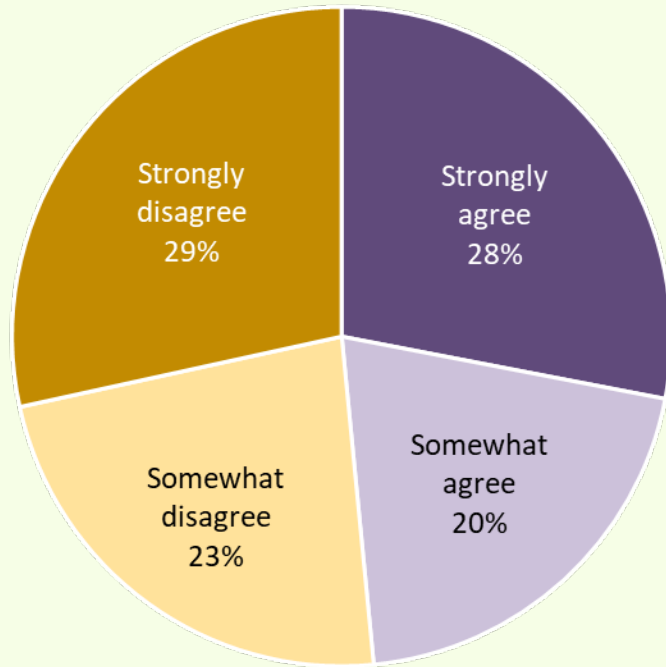


Over the course of the pandemic, the mental health of others I know personally has gotten much worse

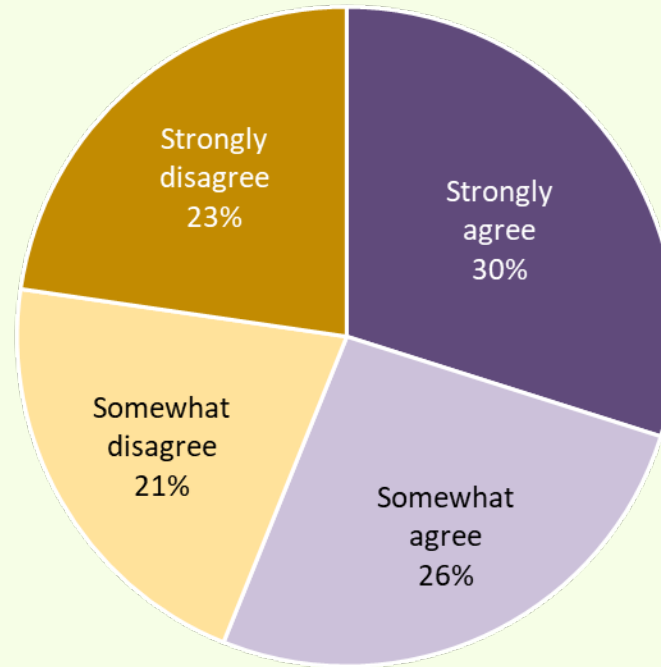


...BUT EXPECT WIDESPREAD VACCINATIONS WILL IMPROVE THEIRS

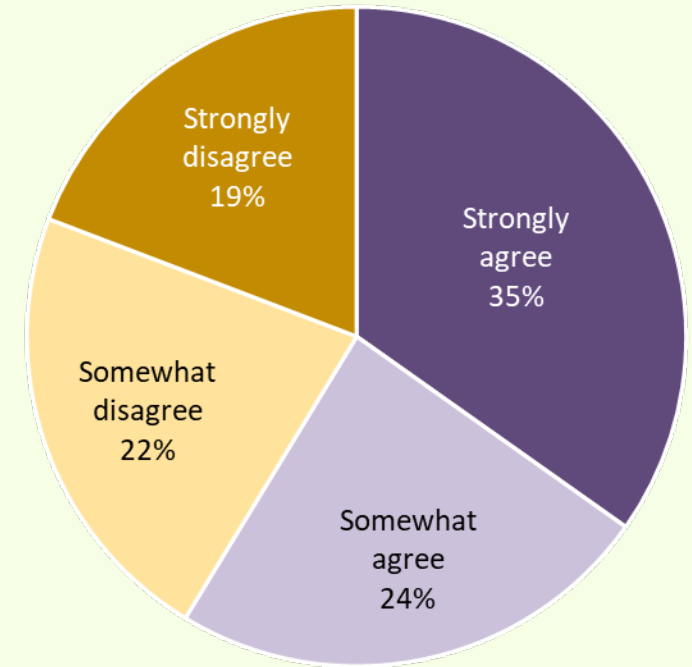
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Over the course of the pandemic, the mental health of others I know personally has gotten much worse

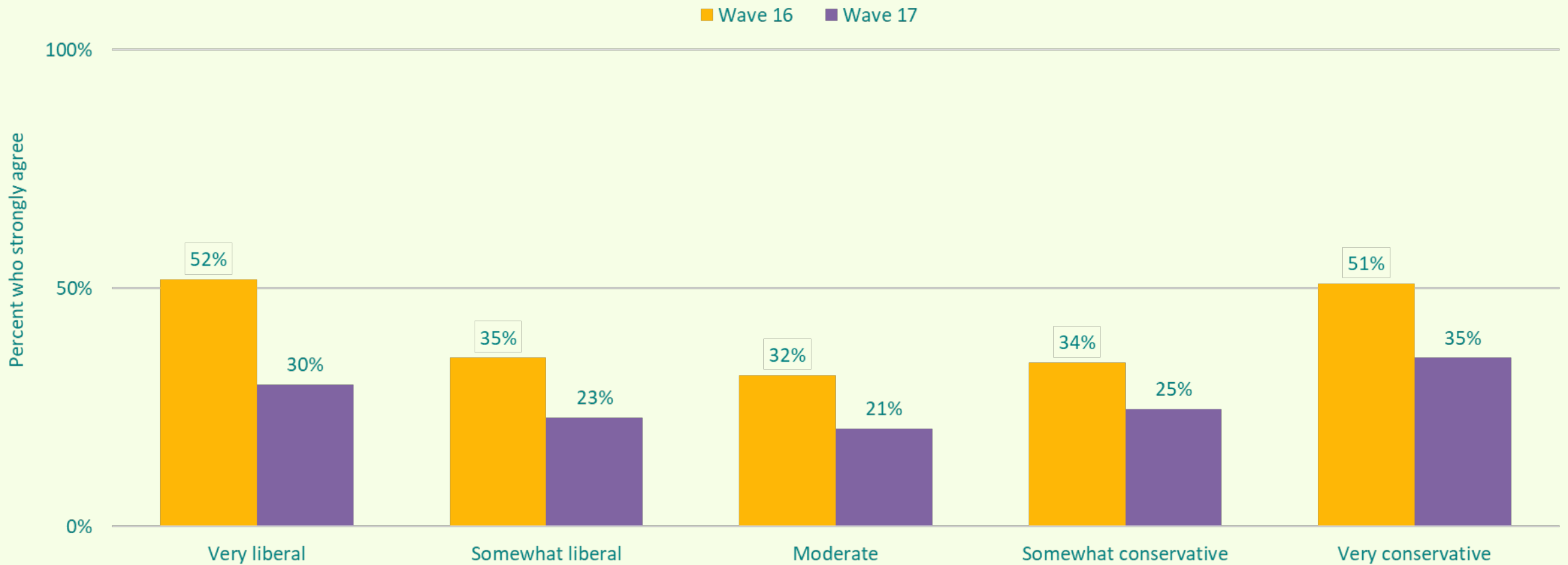


As more Americans get vaccinated in 2021, I expect my mental health will be much better

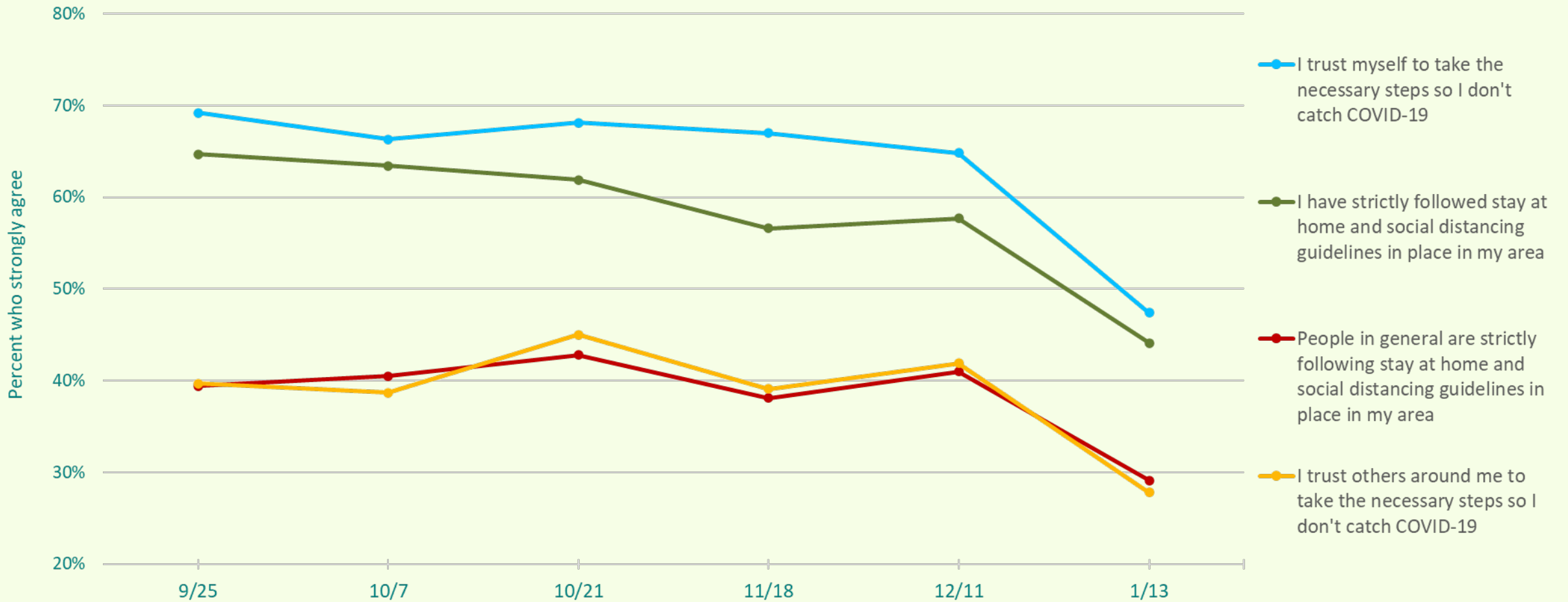


SHRINKING PERCENTAGES SAY THEY'RE NOT SCARED OF COVID

The prospect of catching COVID-19 is not as scary to me now as it was at the start of the pandemic.

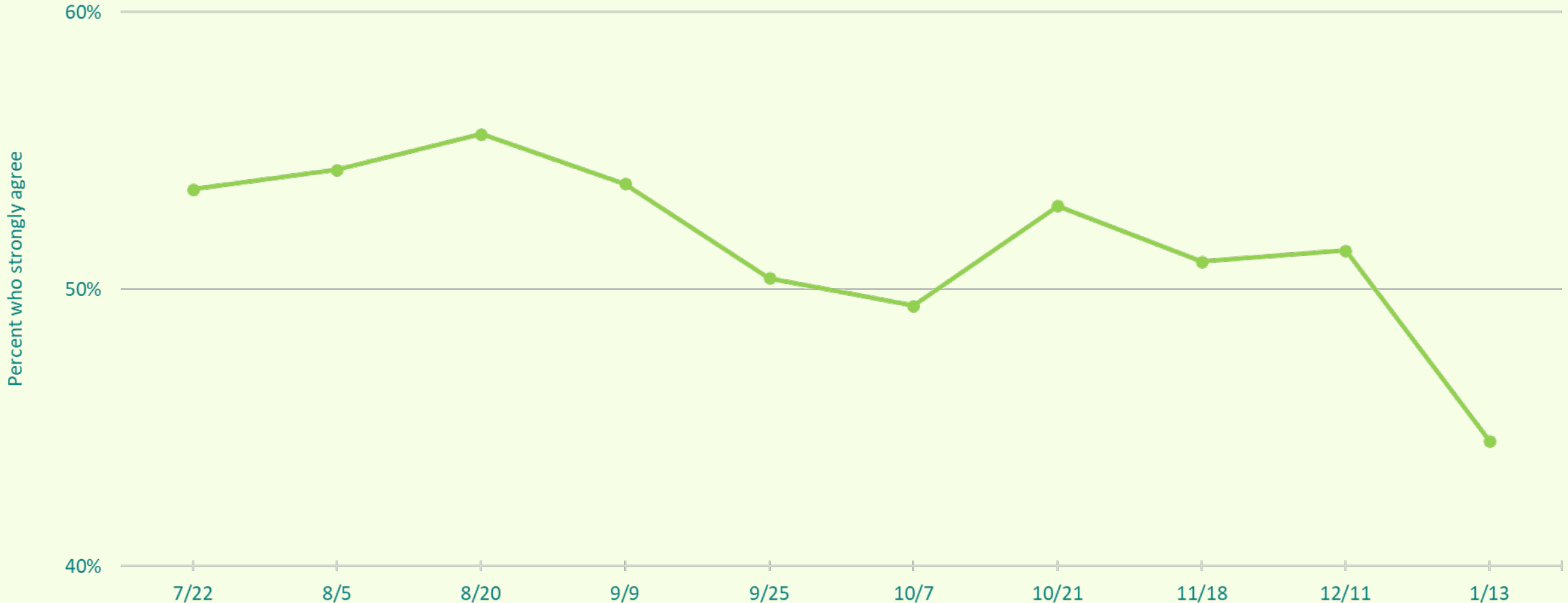


FEWER TRUST THEMSELVES AND OTHERS TO FIGHT COVID



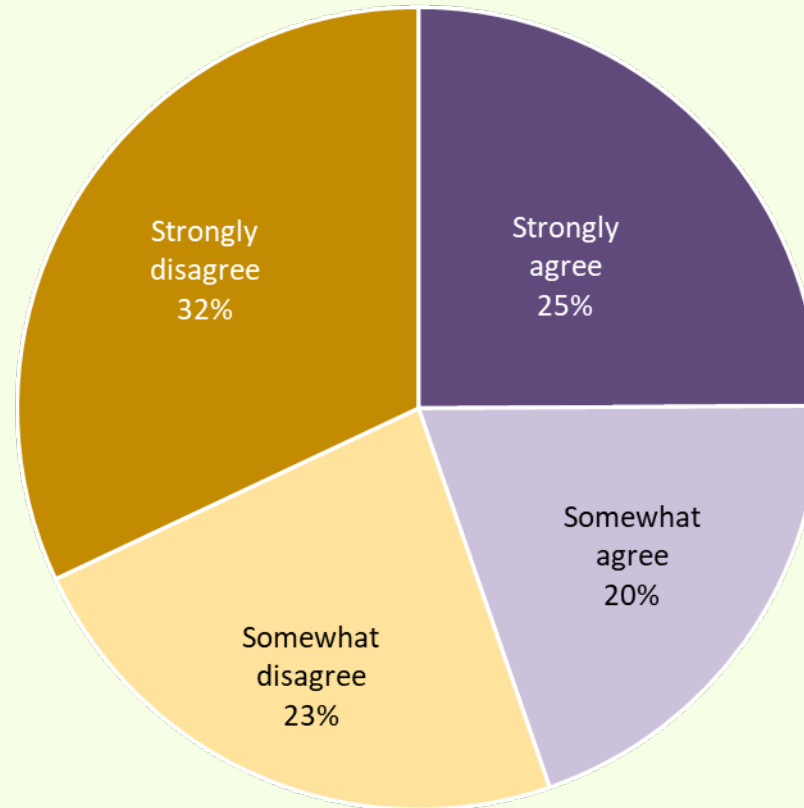
AND FEWER INTEND TO GET VACCINATED

I will definitely get a COVID-19 vaccine when it is available.



A MAJORITY NEED TO BE VACCINATED TO RETURN TO ACTIVITIES

If others around me are vaccinated against COVID-19, but I am not yet vaccinated, I will be comfortable returning to normal daily activities.

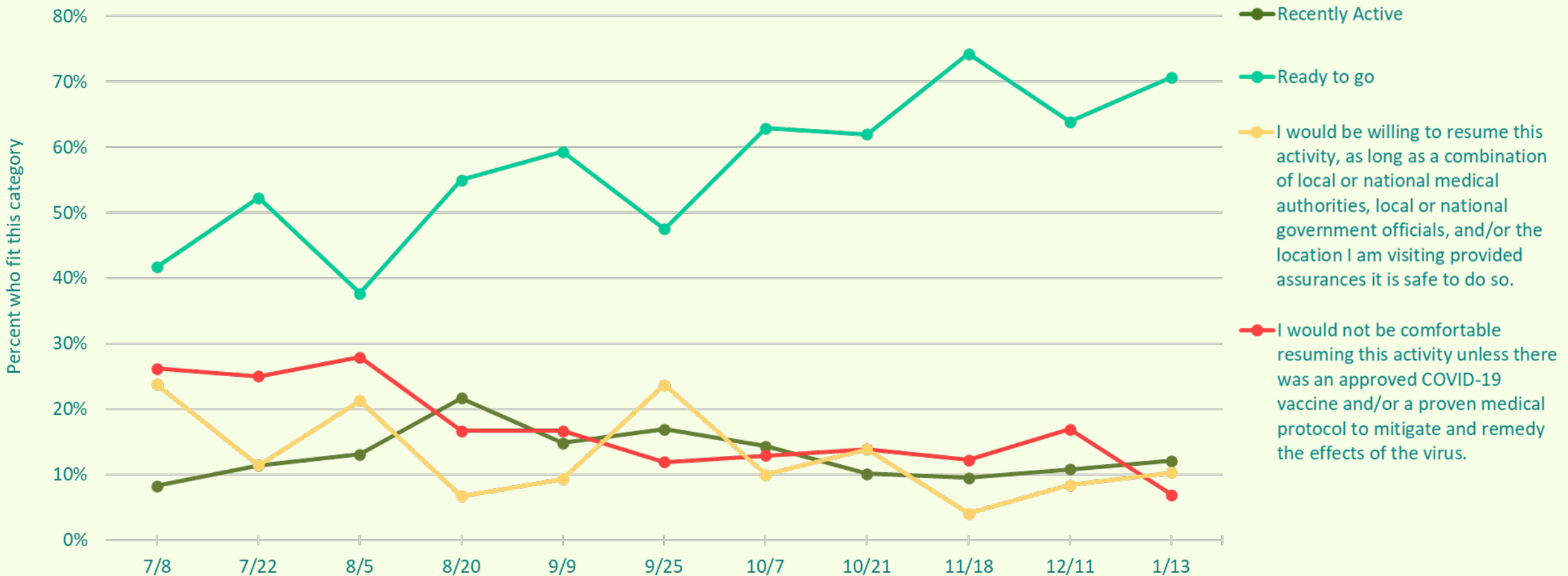


NAR



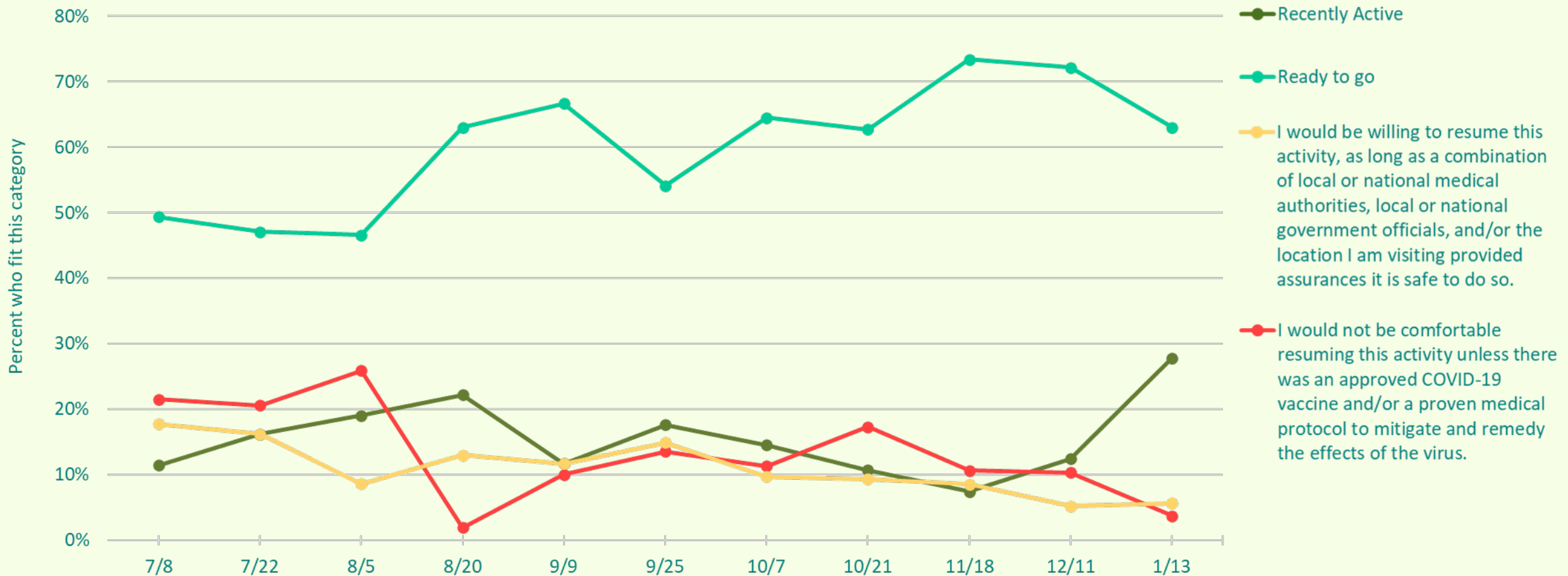
MORE THAN 4 IN 5 WILLING OR ACTIVE WITH OPEN HOUSES

Which of the following conditions is closest to your current point of view... Attend an open house for a home listed for sale



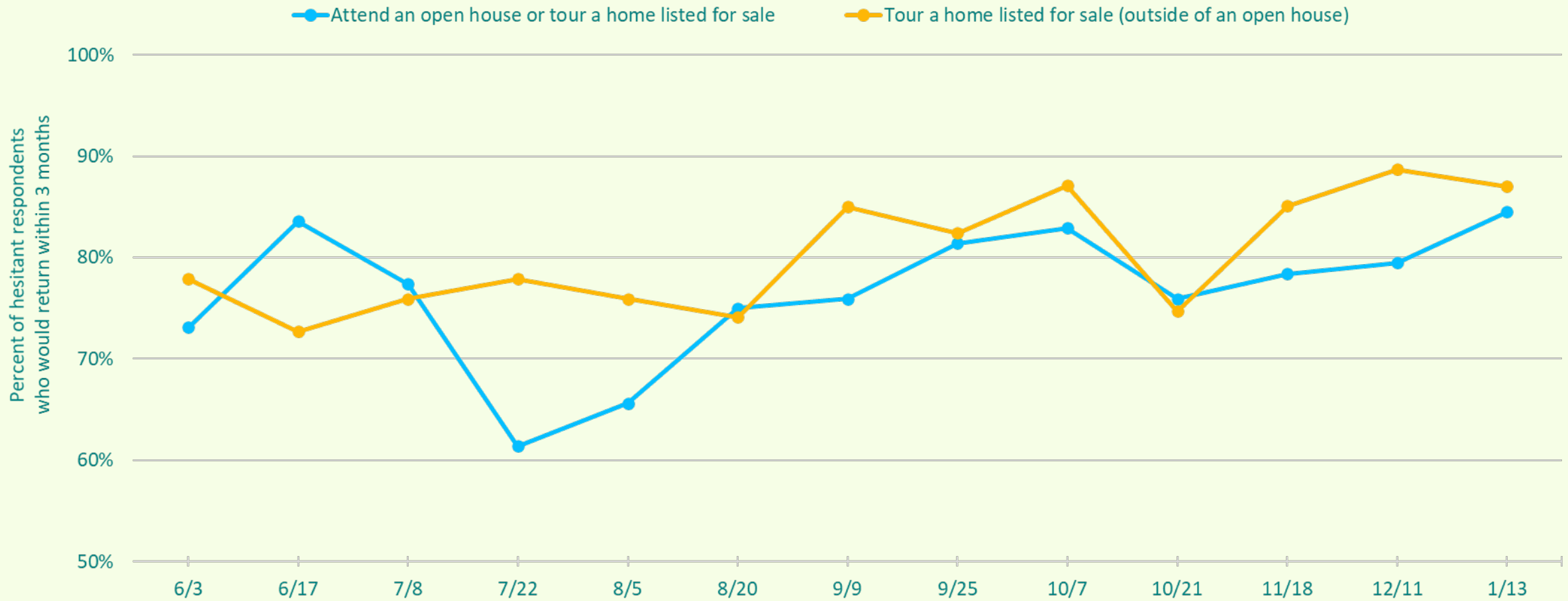
MORE THAN 90% WILLING OR ACTIVE WITH HOME TOURS

Which of the following conditions is closest to your current point of view... Tour a home listed for sale (outside of an open house)



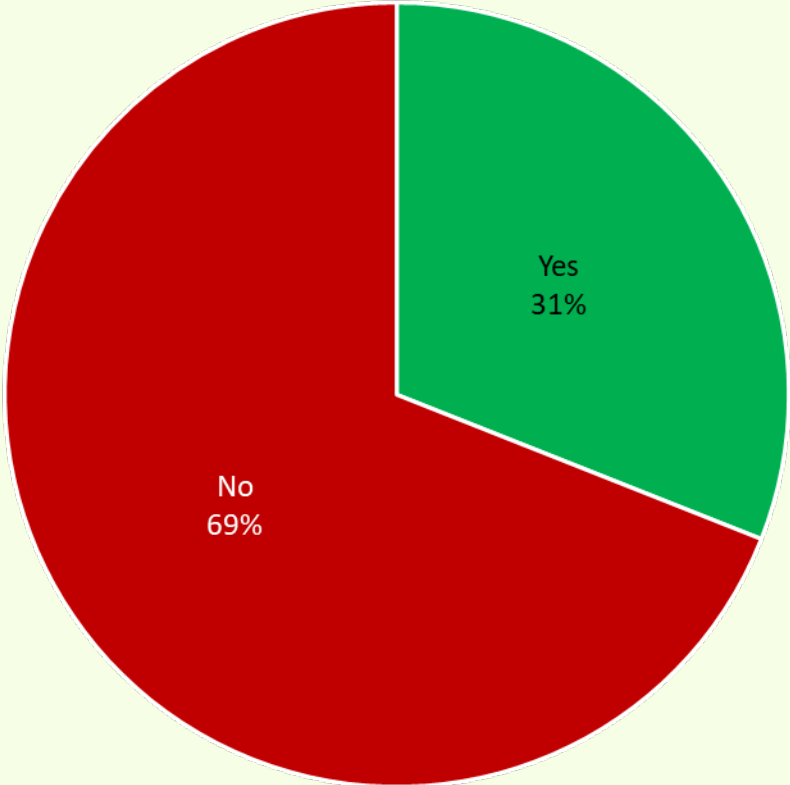
REALTORS: RETURN IN 3 MONTHS

[Among those hesitant:] Assuming you had the necessary assurances that it was safe to resume normal activities, how quickly would you next...



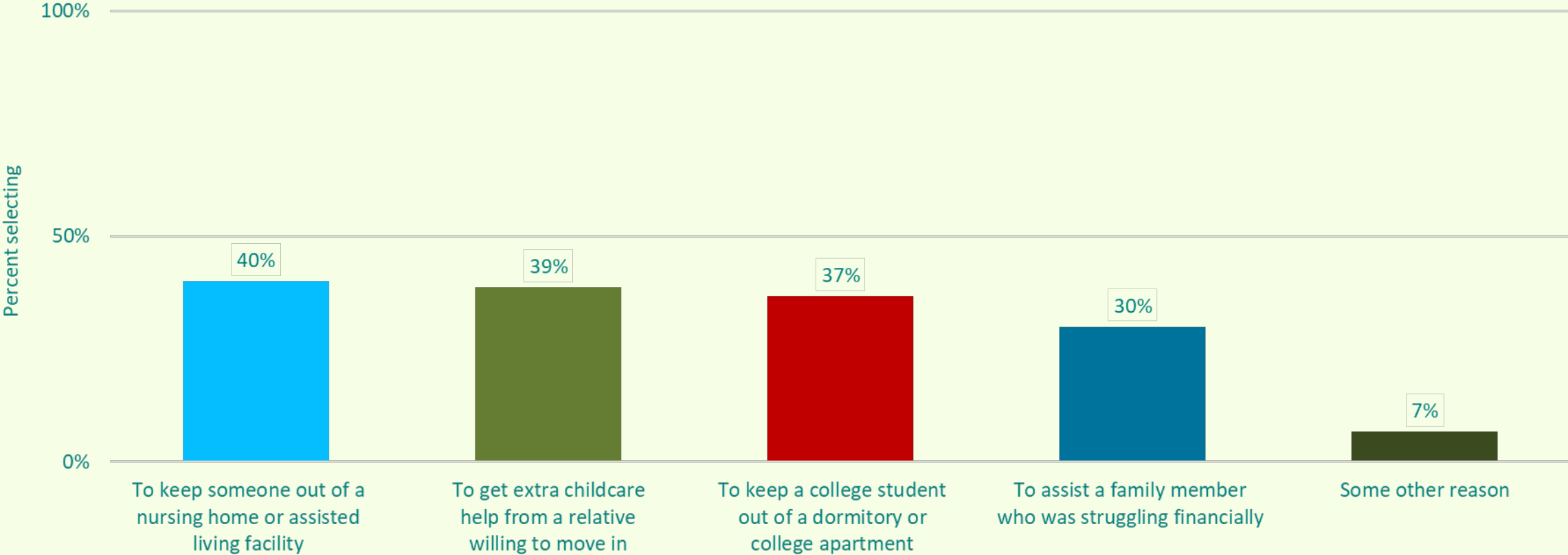
MORE FAMILY MEMBERS MOVED IN DURING THE PANDEMIC

Did an additional generation of family members join your household during the pandemic?



NEW FAMILY MEMBERS WELCOMED FOR MULTIPLE REASONS

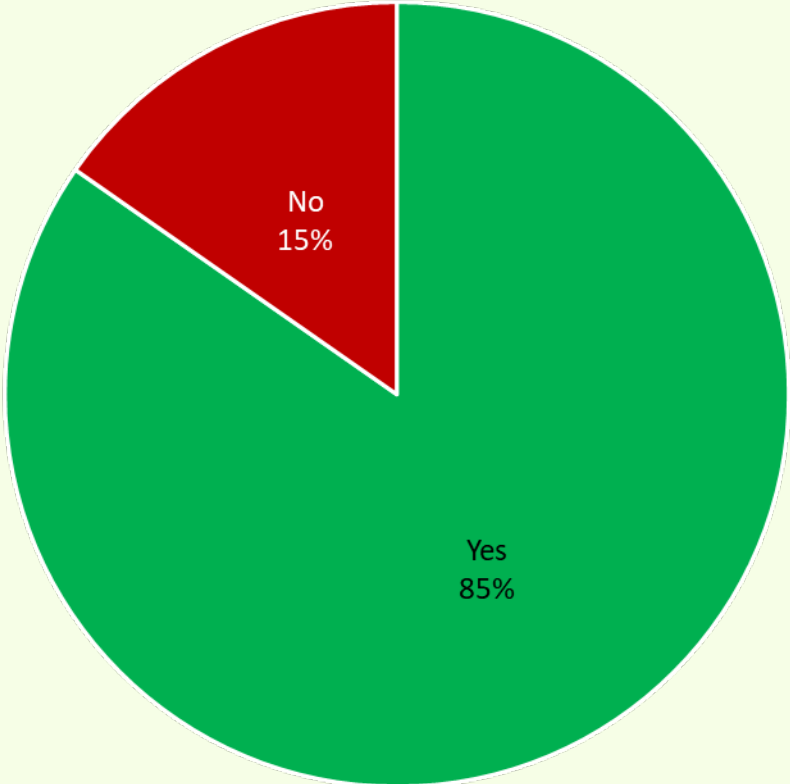
[Among those who had an additional generation of family member(s) join their household during the pandemic:]
Which of the following was the circumstance that caused that expansion of people in your household during the pandemic?



n=150, Back to Normal Barometer, Jan. 16, 2021

MOST EXPECT THIS NEW LIVING ARRANGEMENT TO CONTINUE

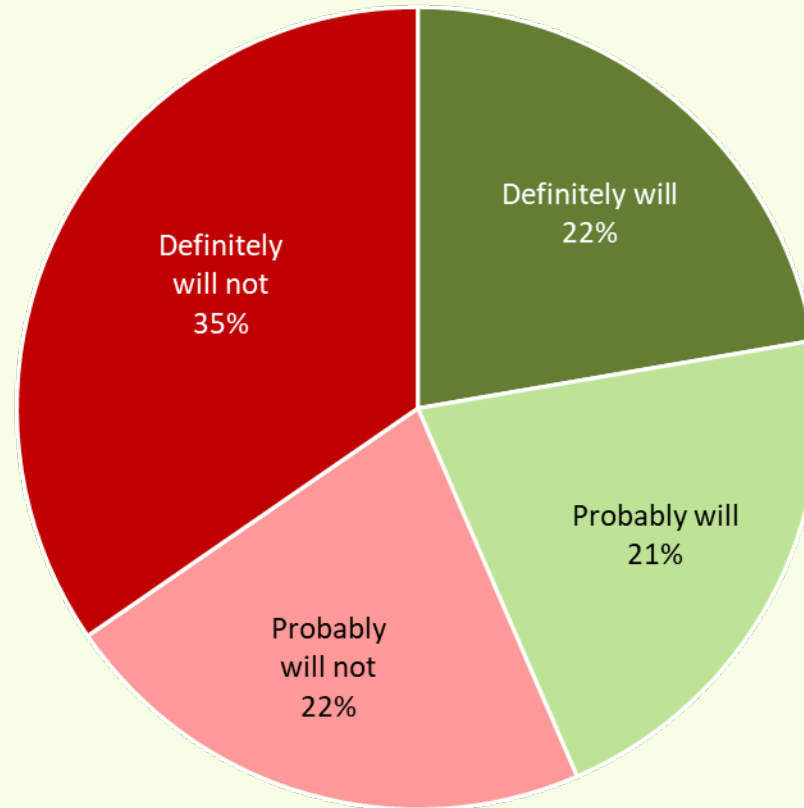
[Among those who had an additional generation of family member(s) join their household during the pandemic:]
Do you expect this new living arrangement will continue after the pandemic is over?



n=150, Back to Normal Barometer, Jan. 16, 2021

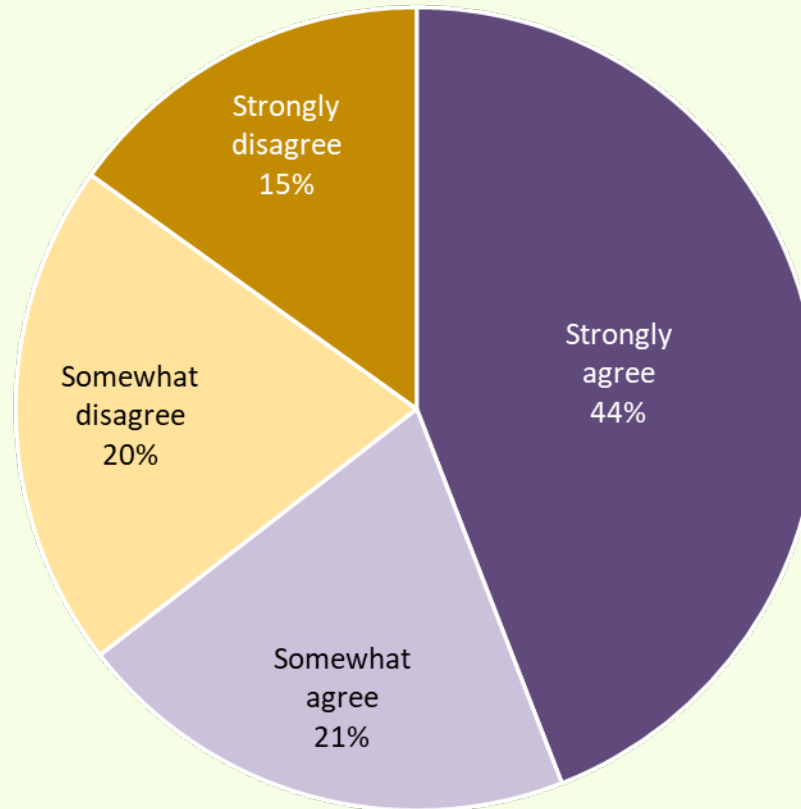
43% PLAN TO RELOCATE IN THE NEXT SIX MONTHS

How likely are you to relocate, or move to a location more than 50 miles from your present residence, over the next six months?



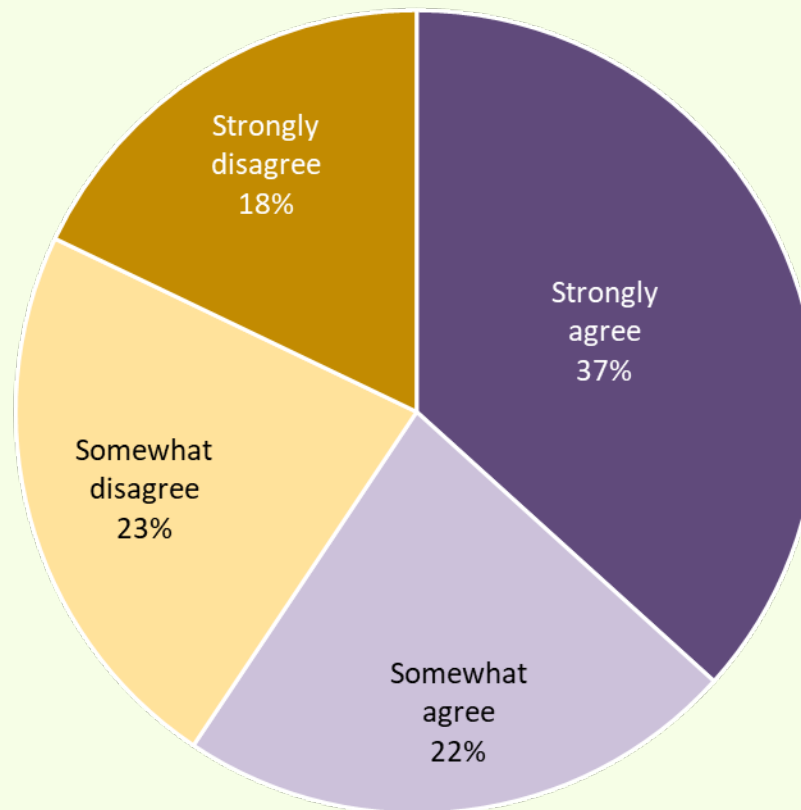
2/3 AGREE: CATCHING COVID BAD FOR HOME LIFE

Catching COVID-19 would thoroughly disrupt my home life.



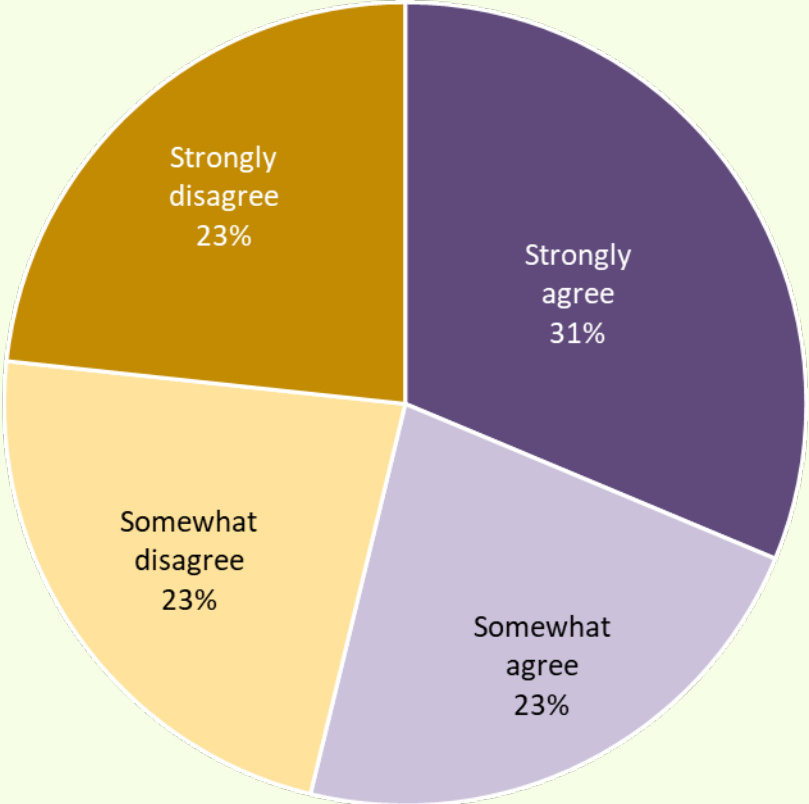
2021: NEW YEAR, NEW ERA

2021 feels like the start of a new era.



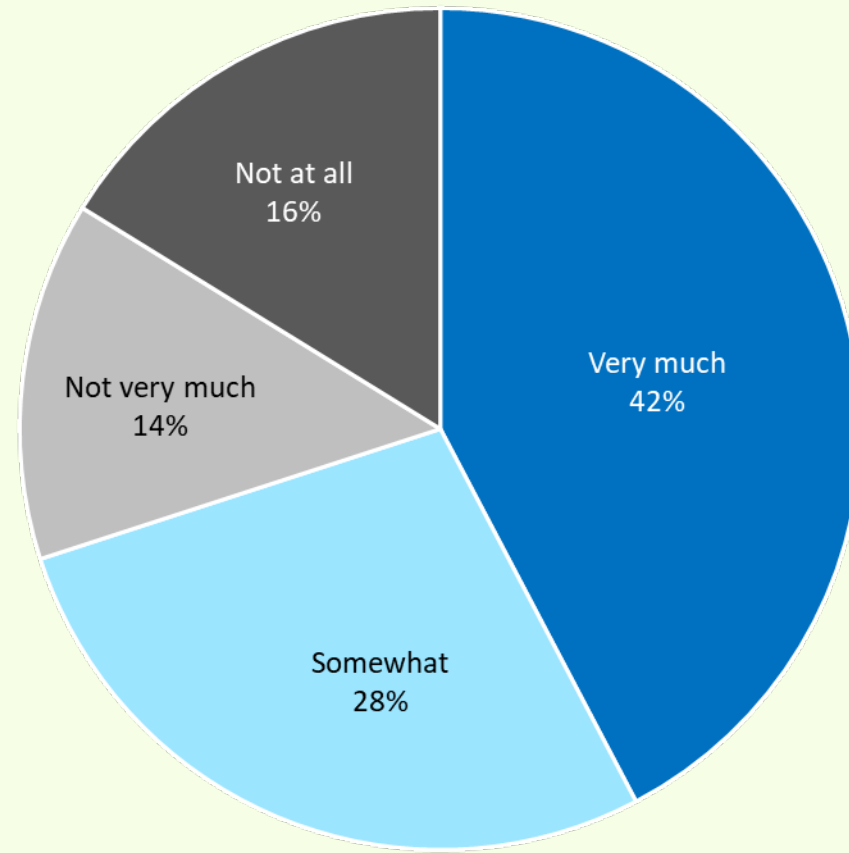
MAJORITY WORRY ABOUT HIGHER TAXES

I am concerned that state and local taxes might have to be raised in order to pay for the expanded COVID-19 related services my state and locality are providing.



WFH-ERS SPLIT ON EAGERNESS TO RETURN TO THE OFFICE

[Among those who work mostly or strictly at home] How eager are you to return full time to your workplace outside of your home, relative to three months ago?



QUESTIONS

- What questions do you have for us?
- What would you like to ask in Wave 18?



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