

**SPORTS &
LEISURE**
RESEARCH GROUP

Engagious

ROKK
SOLUTIONS

BACK-TO-NORMAL BAROMETER

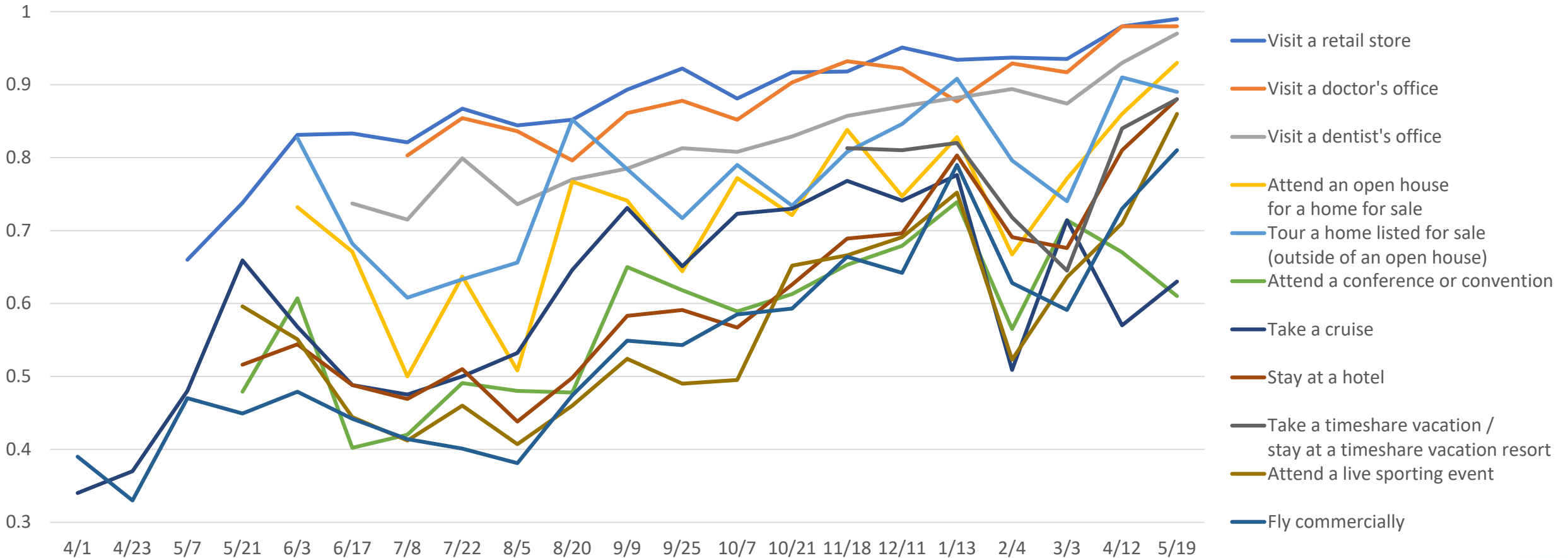
I'M HERE IN BODY...BUT NOT IN SPIRIT

Insights from the May 19, 2021 "Back-to-Normal Barometer"

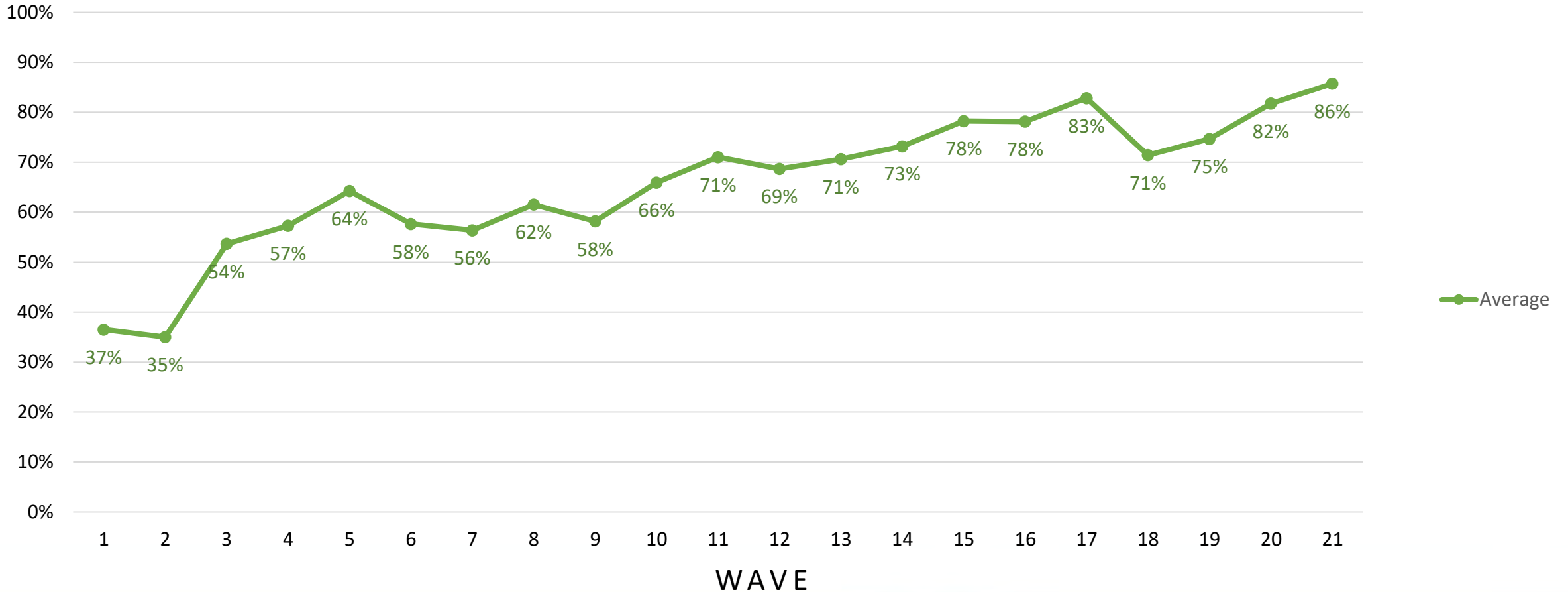
2021

Ron Bonjean, Partner, ROKK Solutions
Jon Last, President of Sports & Leisure Research Group
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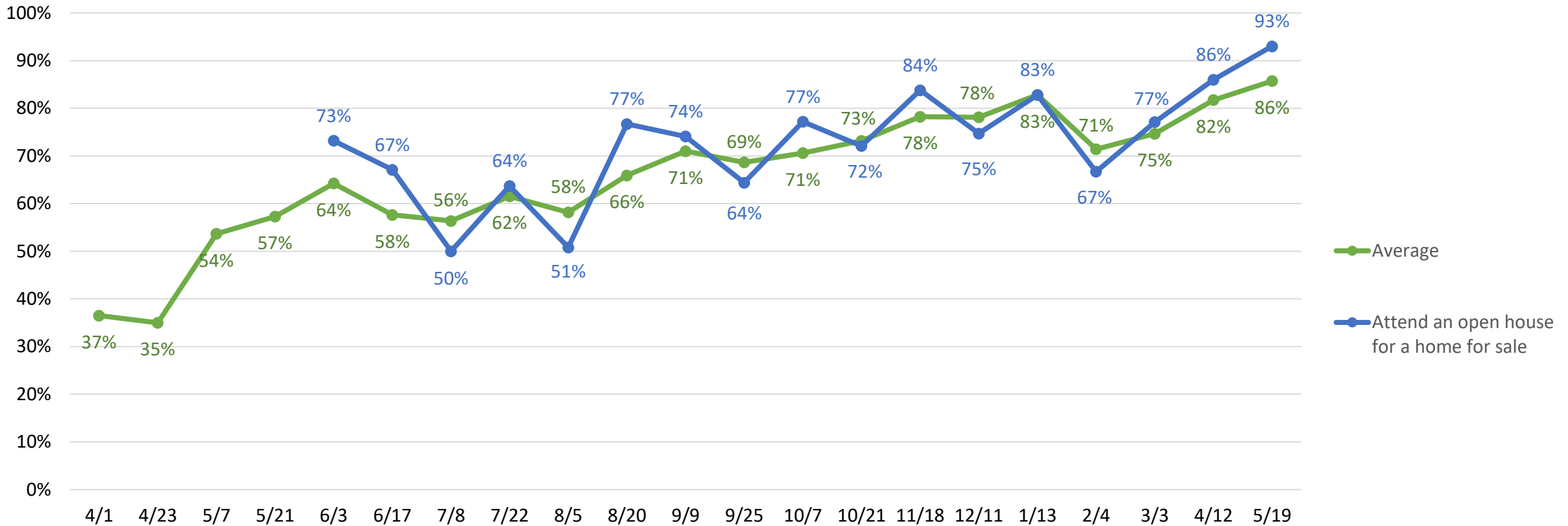
[Among those who have done this activity pre-pandemic:] For each of the following activities, please indicate which of the following conditions is closest to your current point of view: Recently active + Ready to go



[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



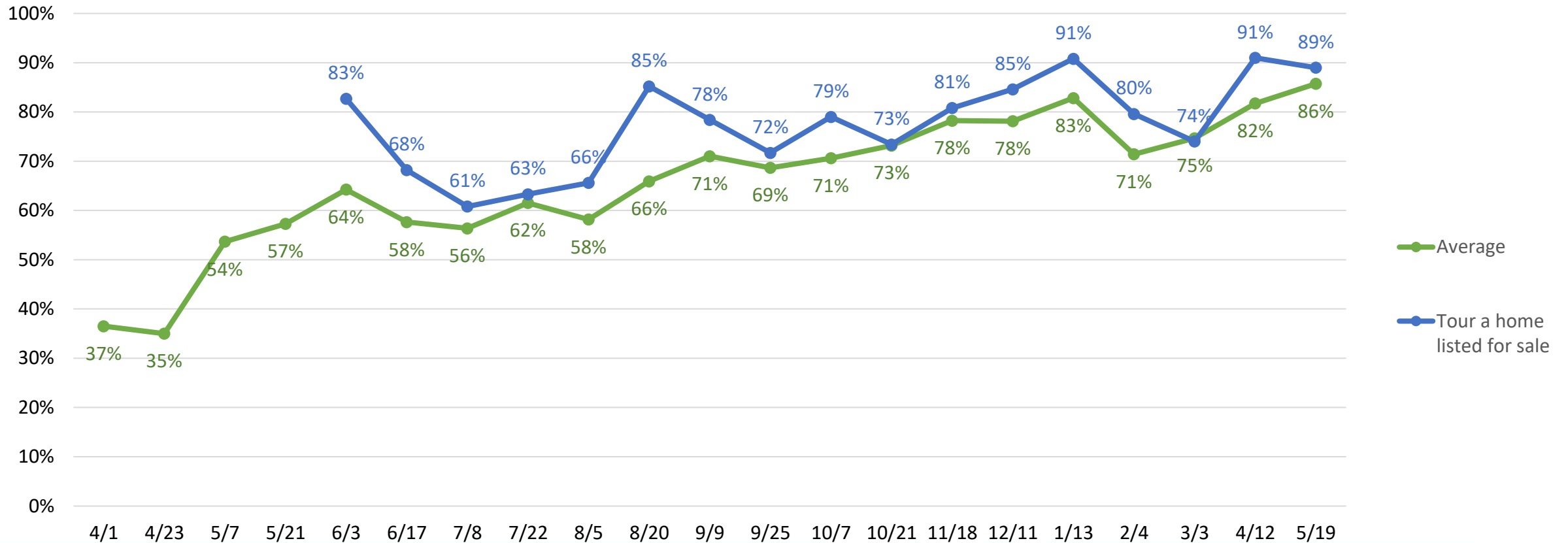
[Among those who have done this activity in the past 12 months:] For each of the following activities, please indicate which of the following conditions is closest to your current point of view: Recently active + Ready to go



Tour a Home for Sale (other than open house) Versus Activity Average

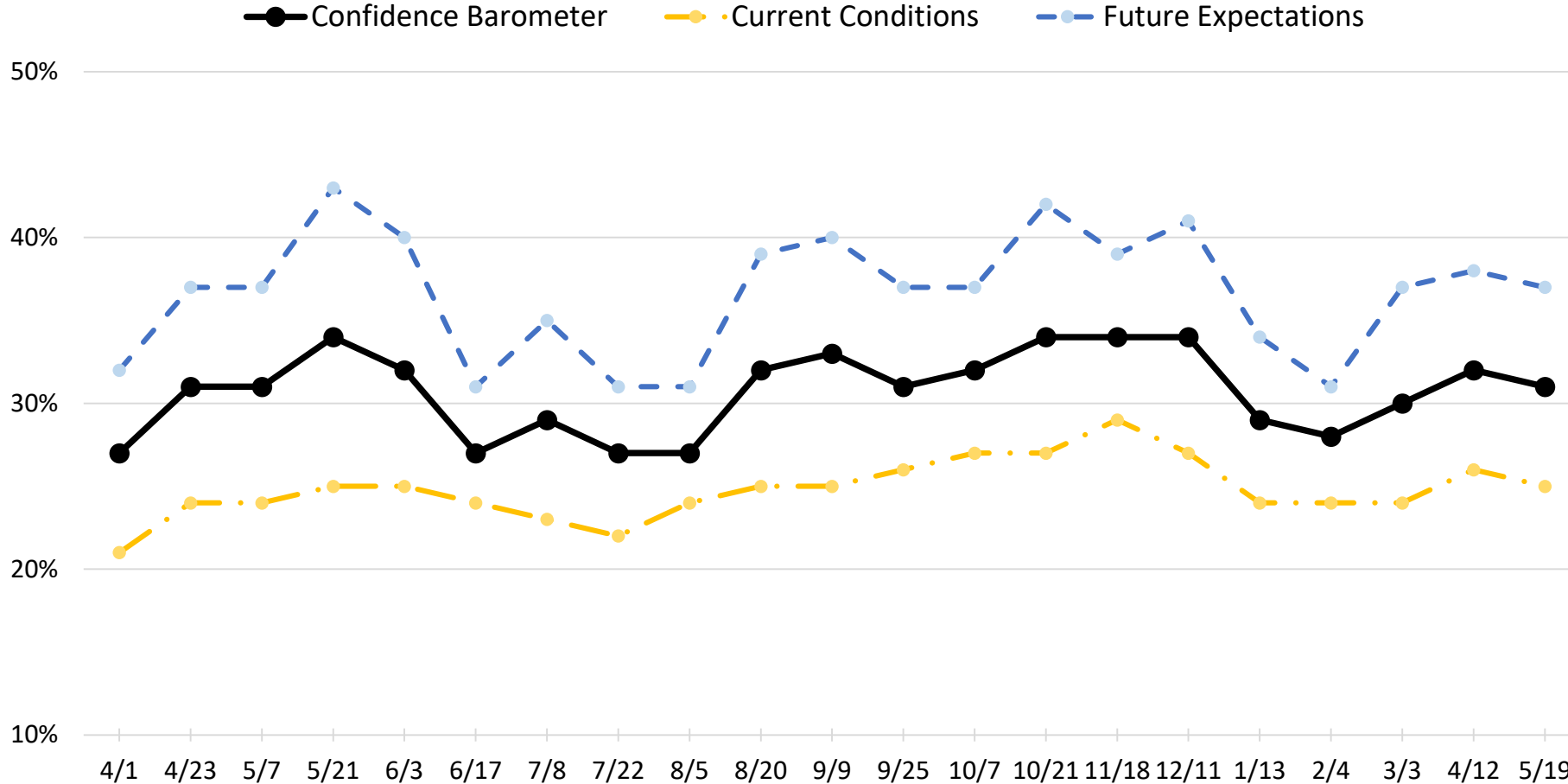
BACK-TO-NORMAL BAROMETER 2021

[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

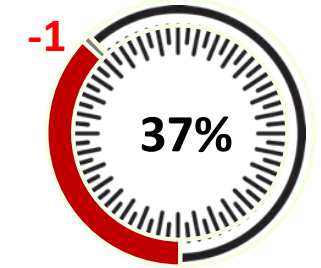


Current Conditions and Future Expectations are Essentially Flat in May

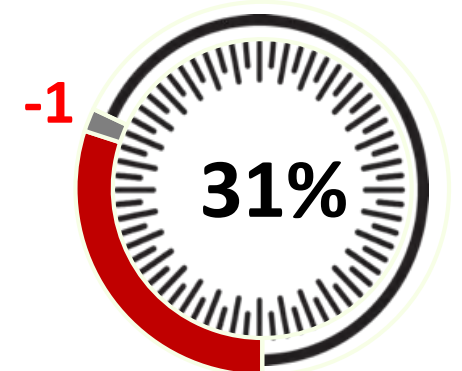
BACK-TO-NORMAL BAROMETER 2021



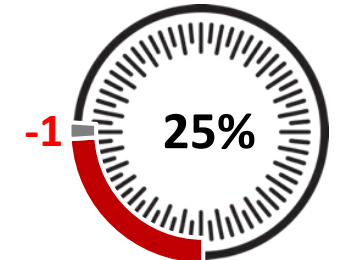
Future Expectations



Confidence Barometer

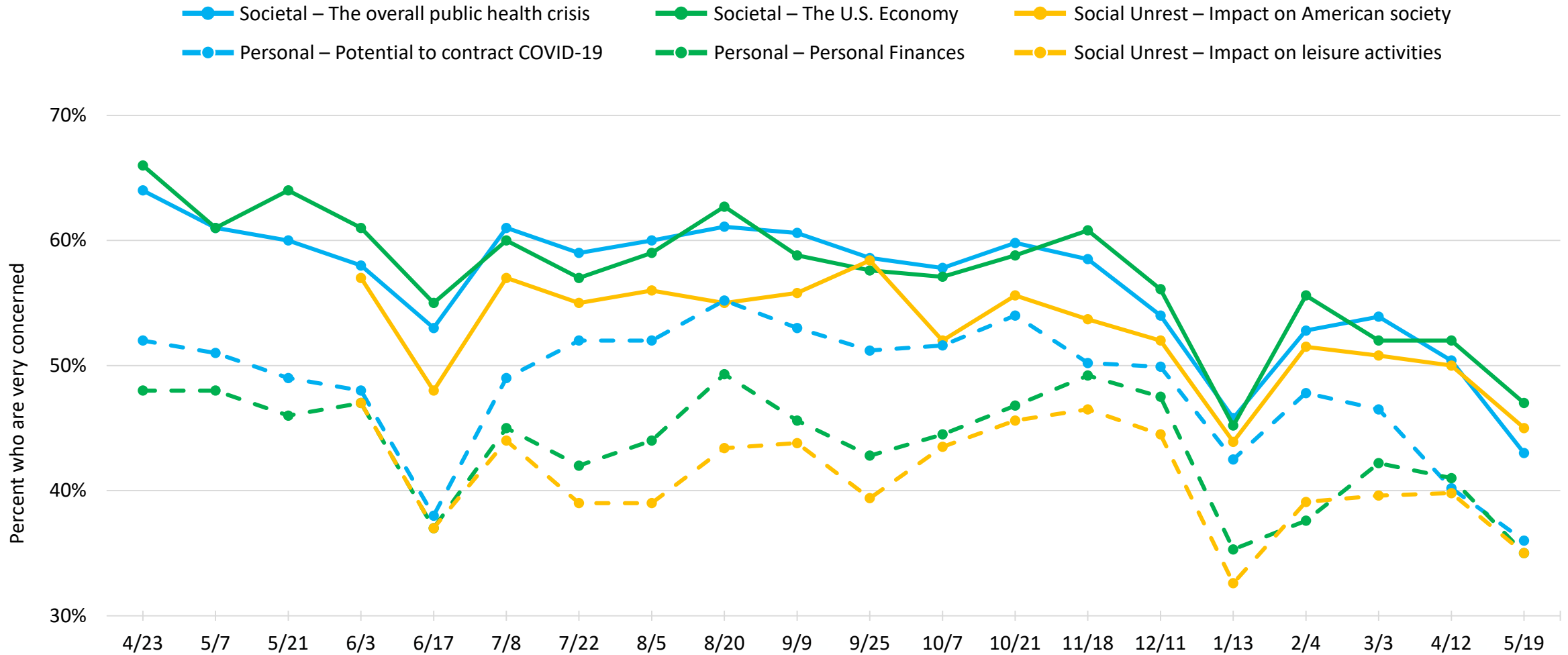


Current Conditions



Matrix of Concerns is Near a Low Point

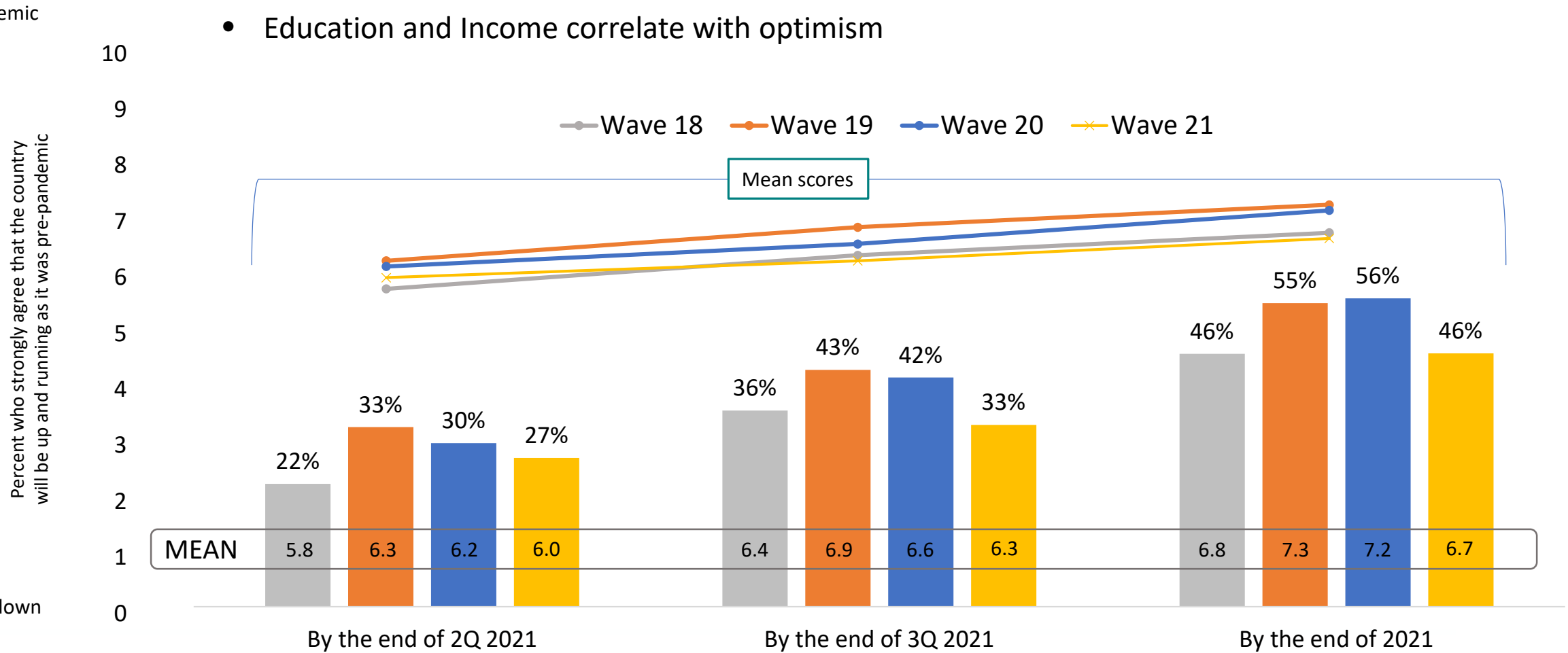
BACK-TO-NORMAL BAROMETER 2021



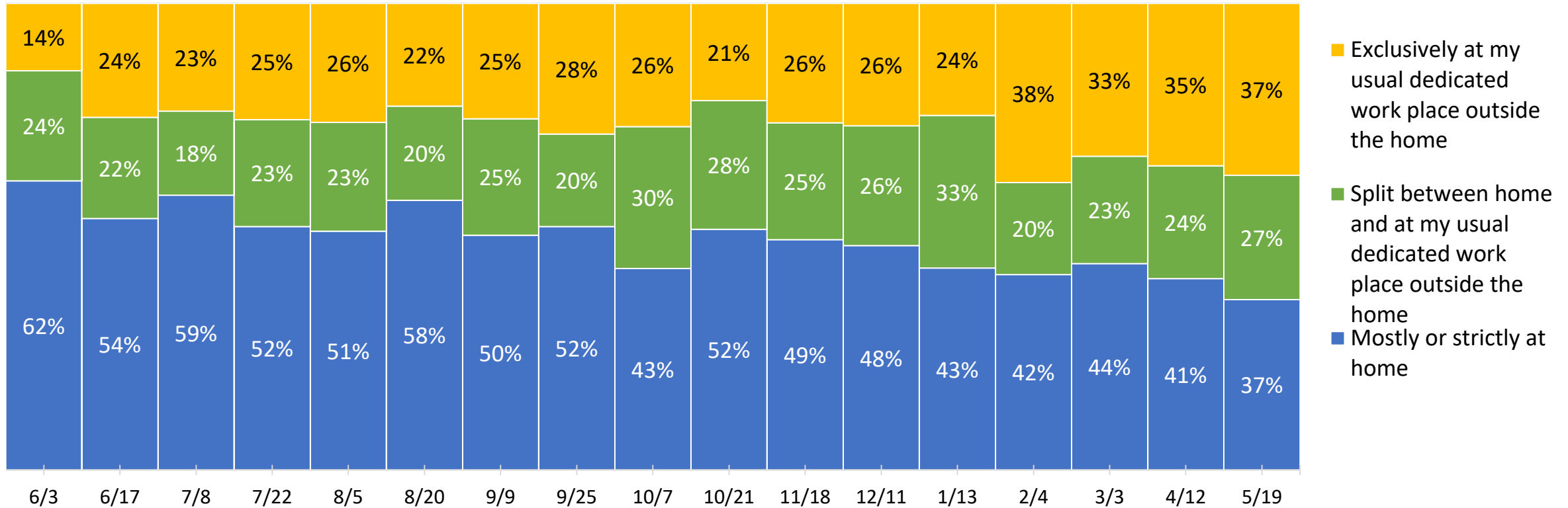
However, Less Than Half Now See Us at Pre-Pandemic "Normal" by Year End

BACK-TO-NORMAL BAROMETER 2021

- Men more bullish than women
- Education and Income correlate with optimism



Are you presently working from home or in a dedicated work place?



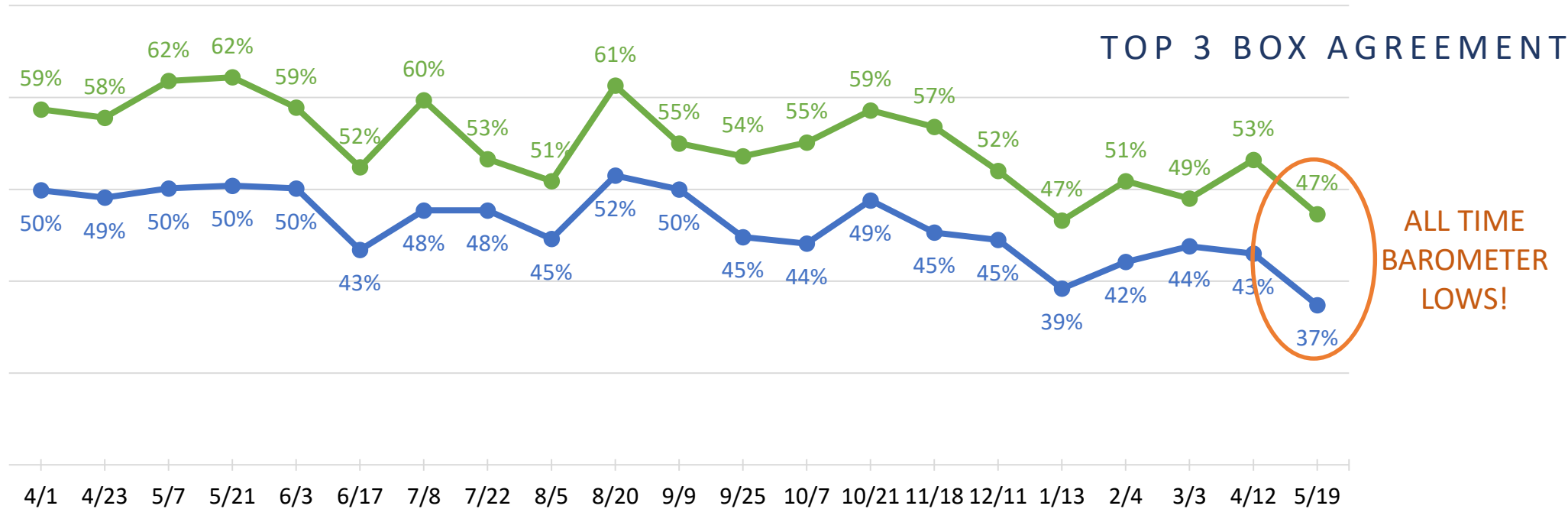
➤ A Barometer low 37% are working mostly or strictly from home...but 14% don't expect to ever come back



- **22%** of pre-pandemic flyers, flew last month vs. 10% in March... **up +11 points**
- **31%** took a trip of 50+ miles vs. 17% in March—**up +14 points since March**
- **38%** went to a live sports event vs 17% in March and 22% in April... **+16 points over last month and more than double since March**
- **51%** of sports fans strongly agree that they are likely to attend a live sporting event within the next two months...**an all time Barometer high and up +13 points from March**
- **45%** likely to travel more than 50 miles for Memorial day
- Similar **42%** for July 4th



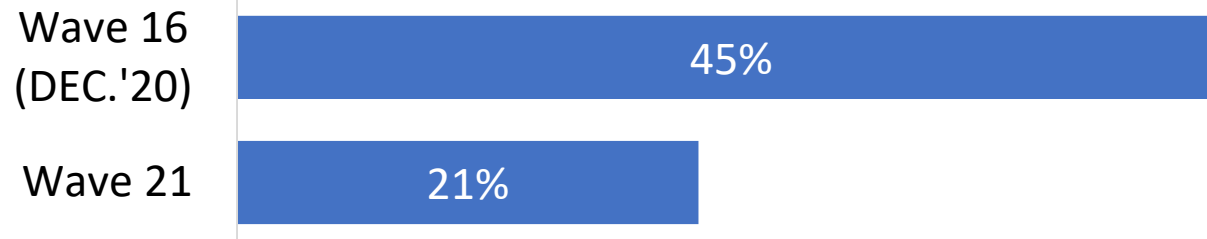
- Today I have to make more difficult decisions about discretionary purchases than I did five years ago
- I'm more budget conscious today than I was two years ago



➤ 55% expect to be buying more clothing in the next three months

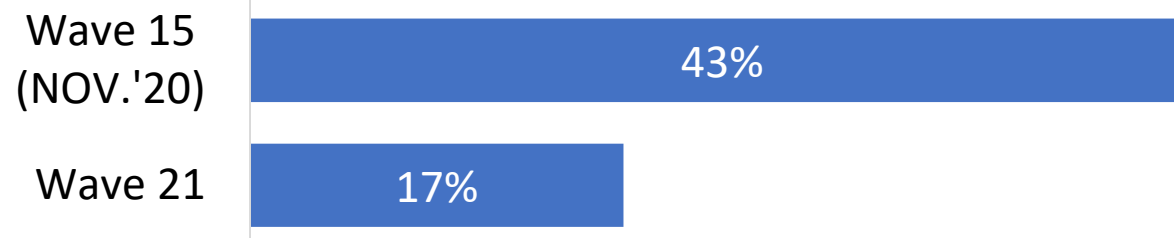
How does your current level of stress compare to one month ago?

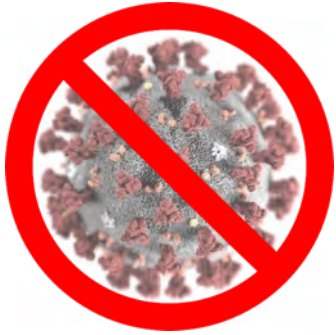
TOP 3 BOX STRESSED



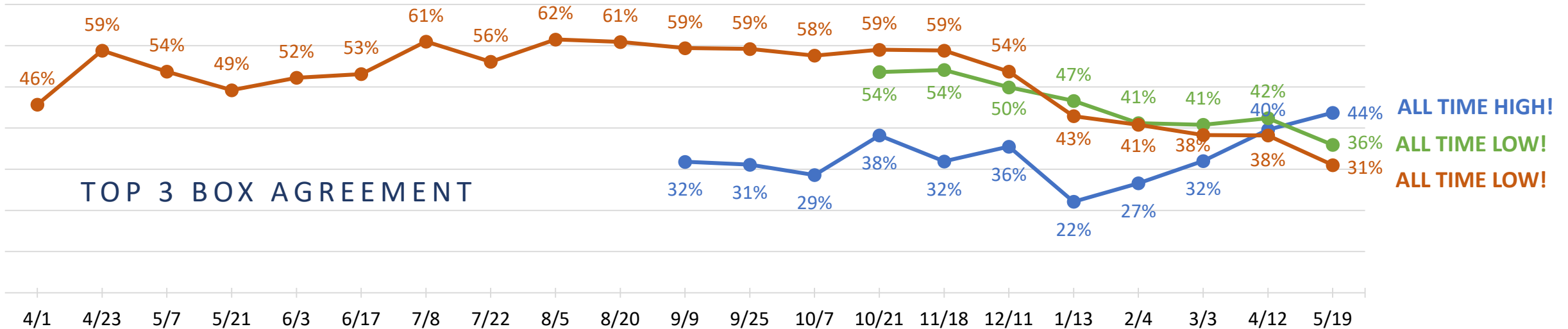
What do you think your level of stress will be one month from now as compared to today?

TOP 3 BOX STRESSED





- The Covid 19 Pandemic is less of a threat to Americans than it was last summer
- I believe that areas of the country with high rates of COVID-19 cases should be re-closed
- I'm concerned that there will be a fourth wave of the COVID-19 outbreak which will require additional event cancellations and lockdowns within the next six months



- Less than half (43%) see COVID as the most important issue facing our country right now
- But only 26% strongly agree that “From my standpoint the COVID pandemic is over.”

We're out and About, yet "Pandemic Annoyances" Linger BACK-TO-NORMAL BAROMETER 2021



- The “COVID hangover”: There are some things that still don’t feel “right.”
 - Weddings vs. European travel
- Pandemic habits die hard
 - Awkward social situations
 - Re-trained to be more inwardly focused
- Liberated but still being cautious
 - The goal posts keep moving of what one can and can’t do
 - Questioning the magnitude and sustainability of latent demand for travel

“Difficult to say if things ever will go back to normal.... Its very psychological. Media and politicians have created such a deep seated fear....Wouldn’t be surprised if it was through the end of year or longer.”

“I think some things won’t go back... The way that we interact with each other, some will flood back while others, will wear masks into next year...It’s not going away any time soon.”

It’s different...physically we’ll go back, but emotionally and socially we’ve created some new habits. To be used to being around other people and not trying to second guess things.”

“Interaction is still a little different. You get into hibernating mode and everyone acts a little different...Everyone is still going to be cleaning their hands a lot. I think that a lot of the transportation industries will continue with employees always wearing masks like in hospitals.”

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We're out and About, yet "Pandemic Annoyances" Linger BACK-TO-NORMAL BAROMETER 2021



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"We've all adapted to it...and I could work from home forever."

"When someone still coughs, its funny. I hope they aren't sick."

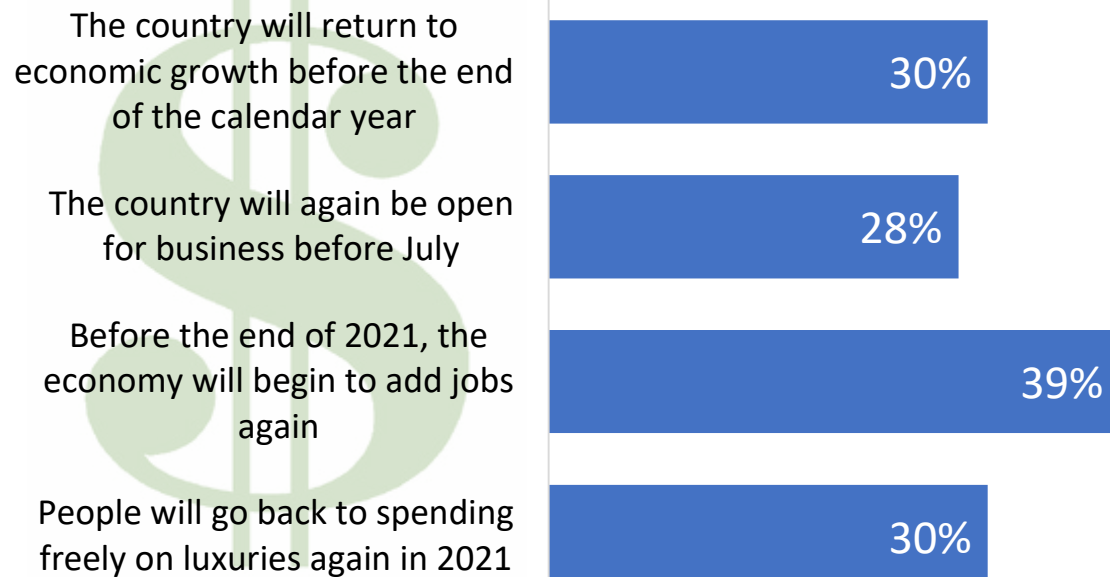
"By end of May everyone will get rid of masks...but my opinion is that this will be around forever. People are worried and with health problems will continue to wear masks. My 90 yr old Mother-in-Law doesn't want to come out of her house."

"I have no Summer plans at this moment...but will play it by ear. Maybe a few places not too far from the city and they are where family and friends are."

"COVID is still a major issue, but not like before it was a constant 24-7 on any channel. So, it's still our #1 issue cause still trying to get businesses and some schools open...so just not as pounding it into us any second."

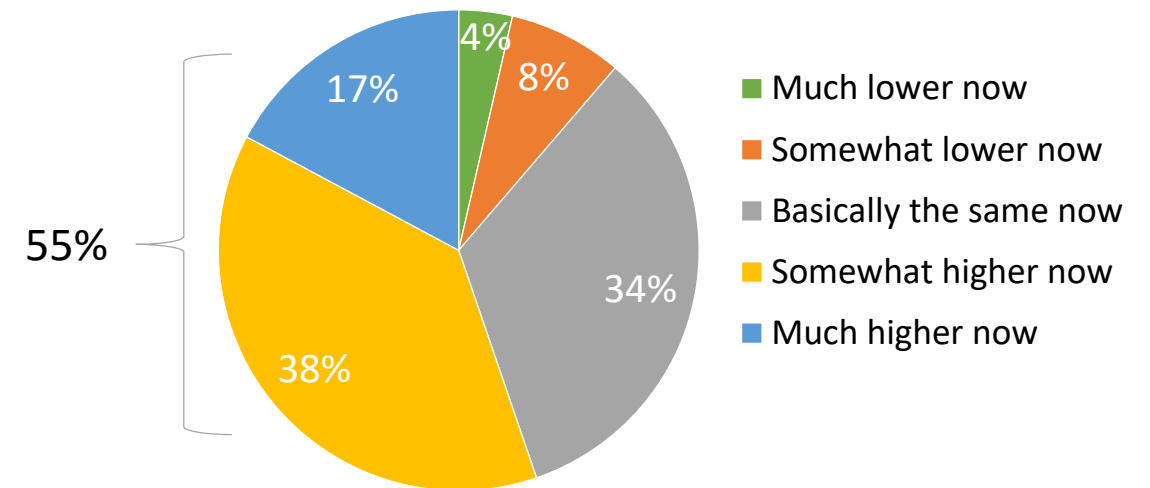
"I'm baffled..I'll wear a mask...Now you have to get the vaccine. The end goal keeps changing. It's being forced on people to do it. If 6 feet or masks work, why do you keep getting jerked along. I don't think anyone really has the answer. I'm just trying to figure out the facts."

TOP 3 BOX AGREEMENT



INFLATION FEARS

Compared to the six months prior to the pandemic, would you say that prices for the consumer items you regularly buy are...



➤ Most acute in the MidWest



AGREEMENT SUMMARY

Government aid packages have incentivized people to not actively look for work

60%

The recent jobs report makes it clear that paying people not to work is dampening what should be a stronger employment market

56%

Jobs are plentiful for those who want them

68%

Less than Four in Ten Are Bullish about the Future of Our Country...A Downward Trend



“I am optimistic about the future of our country.”

Wave 16 (DEC.'20)

50%

Wave 21 (MAY '21)

39%

TOP 3 BOX



- Inflation
- Unfilled jobs
 - The sandwich shop sending loyalty program members job referral offers
- Buy in to the notion that “government handouts have disincentivized people” from working and that jobs... especially service jobs are aplenty
- Others question whether available jobs are “The Right jobs”

I don't buy into the idea that it [people not working] is fear of getting sick. I think it is basically that there is free money out there. \$600 to stay home vs. \$800 to work a 40 hour week, is an easy decision.”

“The economy feels like it is growing at a rapid pace, but labor and material shortage are there and I sense that in the Fall or winter we will regret it. Biggest fear is that \$ is so cheap these days and borrowing is easy at a low rate plus all this free money...but material shortages and other foreign countries don't have their COVID house in order.”

“With cheap \$\$ from government everyone wants to get in and build right away so we've had a boom in business and its tough to manage...coupled with massive shortage of human capital to get the work done. Too much work to handle and employee poaching is going on.”

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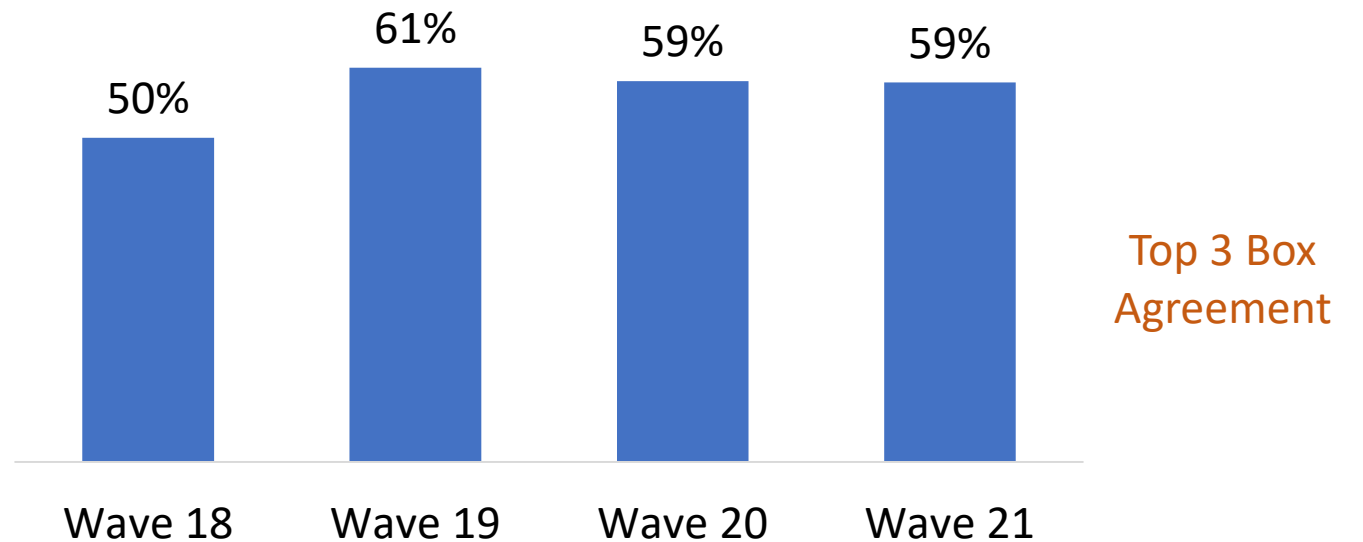
“People are getting paid and sitting at home... Govt is giving away a lot of \$\$ and people get used to not working.”

“A buddy got laid off and he was making more money sitting on his ass at home. I said, don’t get sucked into that because you become reliant on that.”

“From my analysis, companies are offering jobs and people aren’t able to sustain themselves with those jobs... Minimal benefits... People would need multiple jobs to sustain their household... That’s where the disconnect is.”

“We have a shortage... all of my friends that are in recruiting the jobs are out there. There's a ton of jobs. What is hurting everybody is the ones that are staying home. They don't want to work. They get their stimmys and they get a bump in their unemployment. They're happy staying at home.”

I have already or will definitely get a COVID 19 vaccine when it is available

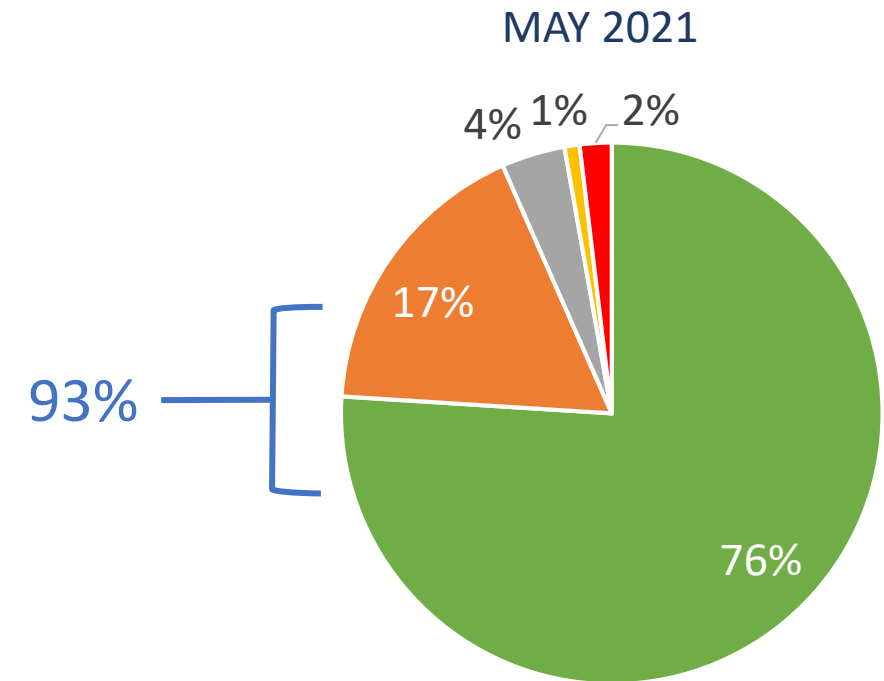
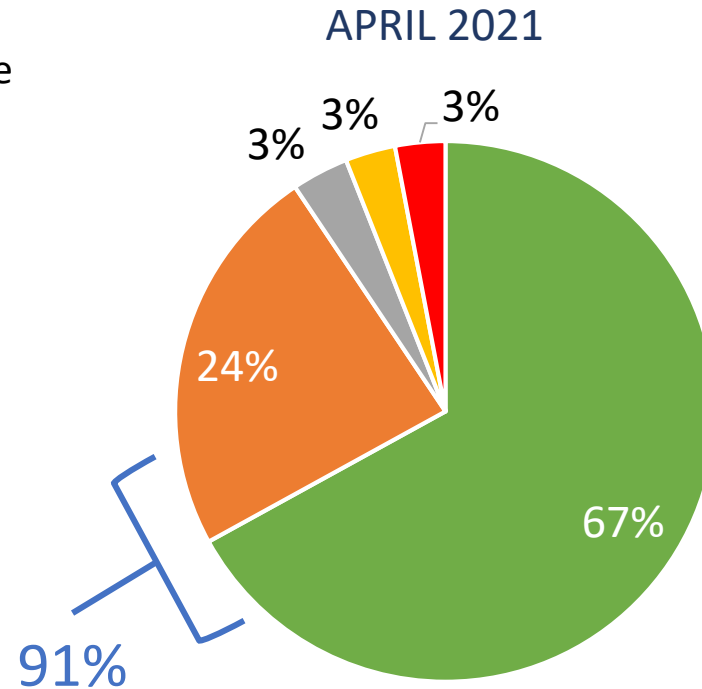


- Resistance remains greatest among those under age 35, “very conservative”, Blacks and Hispanics

As More Move Through the Process, Few are Awaiting Vaccinations

Once a vaccine for COVID 19 is available, how soon will you attempt to get one?

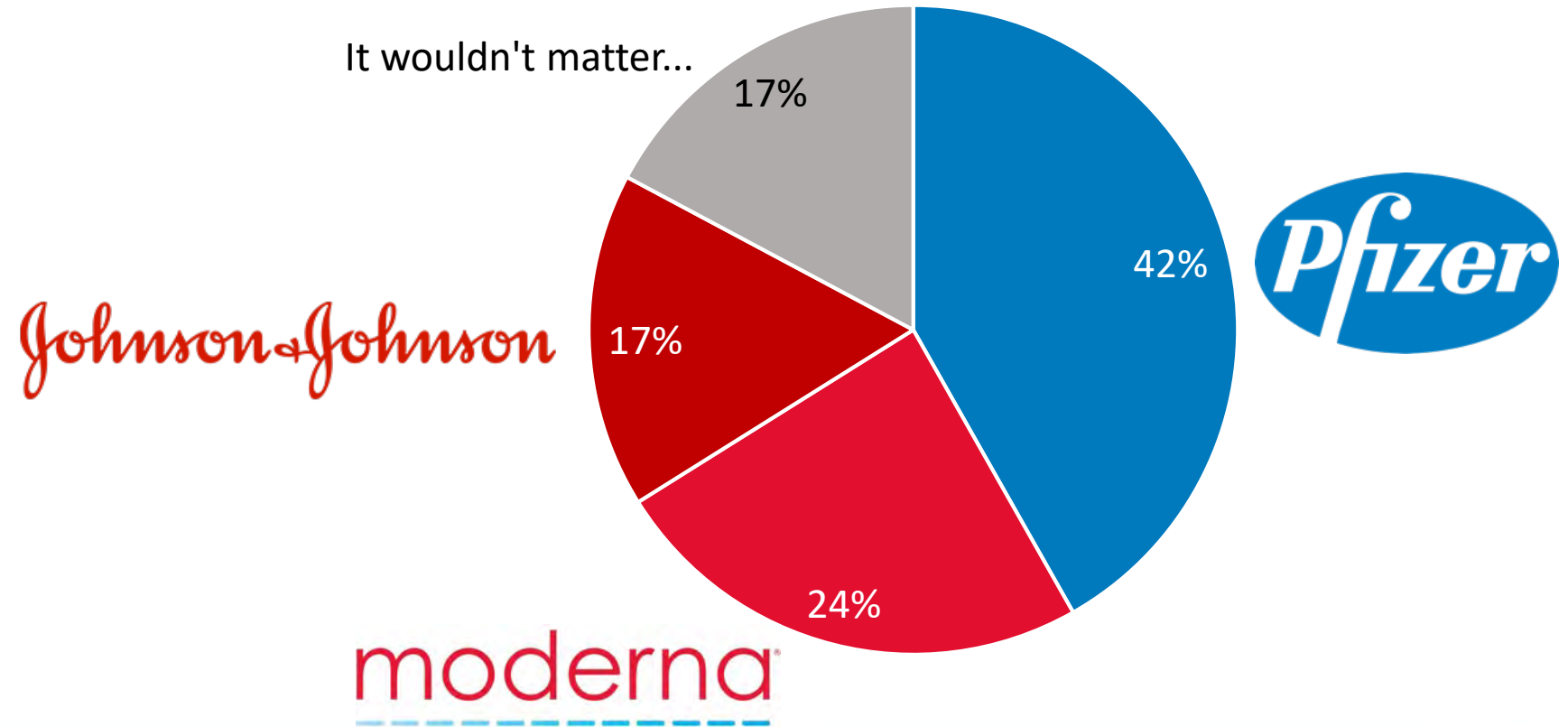
- I've already had at least one dose of a COVID vaccination
- As soon as possible
- Not immediately, but within the first month or two
- Within three to six months after its first availability
- It won't be an urgent priority



- Only 41% strongly agree that they have received credible and clear information about the vaccine from health experts and government officials
- 52% strongly agree that the vaccines "Are effective in keeping me safe from COVID"

- 56% expect boosters will be necessary
- 35% are very concerned about potential vaccine side effects

If you were given the opportunity to choose the COVID 19 vaccine you received, which would be your first choice?





- Fears of the unvaccinated:
 - Vaccines were developed too quickly and that raises safety and efficacy concerns
 - We don't know if they really work or for how long
 - We really don't know if there will be any long term complications
 - Don't want to endure the side effects
 - A booster will ultimately be needed, so I might as well wait
 - Fears about existing conditions

"I say you wont know for ten years."

"I hope that there aren't any long term effects."

"With these vaccinations, I still seem them as early. I'm not one for needles or medication in general. I take precautions on my end...keeping my distance and wearing my mask."

"I just haven't rushed to get it. I know people who got it and had severe side effects and I'm busy day in and out and can't afford to be down and out for a day or two. It's like the flu shot....It should be an option."

"I think if they had kids and they couldn't be allowed to go to school or be tested every day that might convince them...Or place of work might require it. Not sure on laws of that, but could be pretty important if they lose their job over that... and maybe they wont be able to travel to different states or countries where proof might be required.. Maybe time will shift them."

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People are Entrenched in their Attitudes About the Vaccine

BACK-TO-NORMAL BAROMETER 2021



(CONTINUED)

“I think it should be required if you are going to travel. There are places like Islands or even smaller countries where you don’t want to risk it. Maybe even schools..I think they should be to go back to campus.”

“I’ll just hang on and maybe there will be more developments. Around where I live people aren’t even going back to get second dose.”

“I’m still unsure about it. I just think it’s approved for emergency use... What will happen in three years? Maybe folks will start developing problems. I quit getting the normal flu shot, because I got very sick from it.”

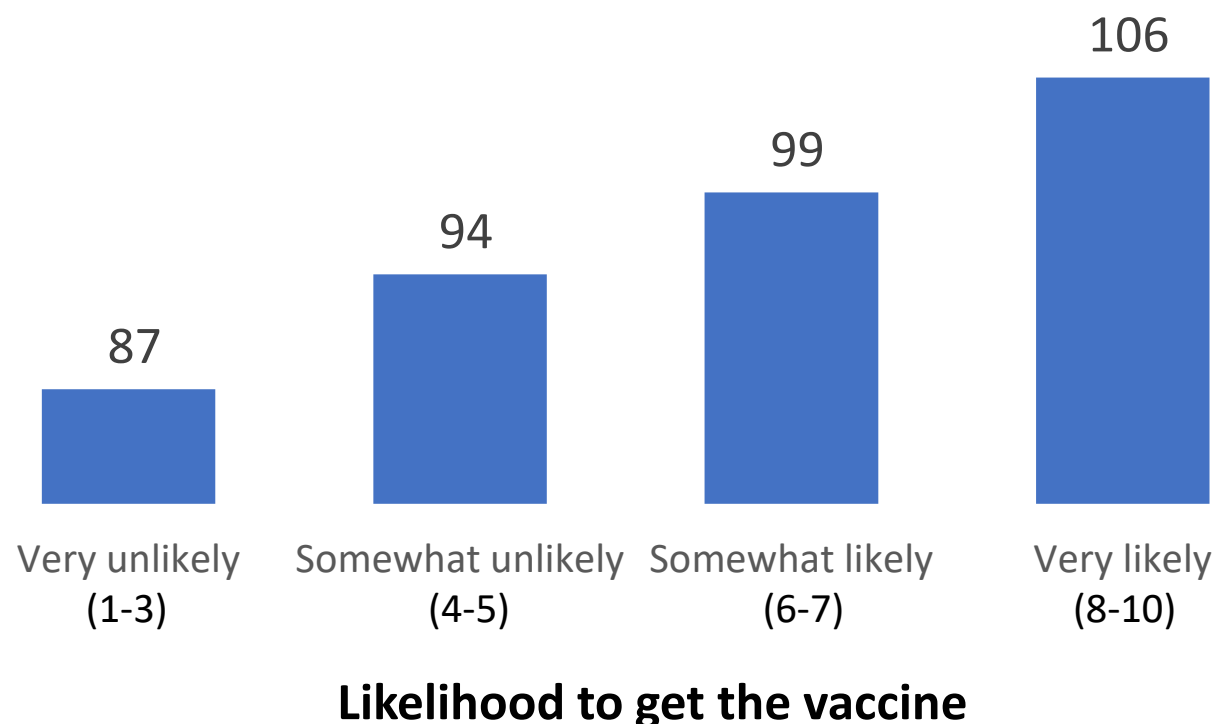
Of the many variables we have tracked in the Barometer, the following are the most influential:

- + Vaccine efficacy: personal
- + Path to herd immunity
- + Activity mandate
- + Public health concerns
- + Severe reaction to COVID
- + Credible and clear

Vaccine side effects —

Resistance to needles —

VCI (current level=100) tracks likelihood to be vaccinated

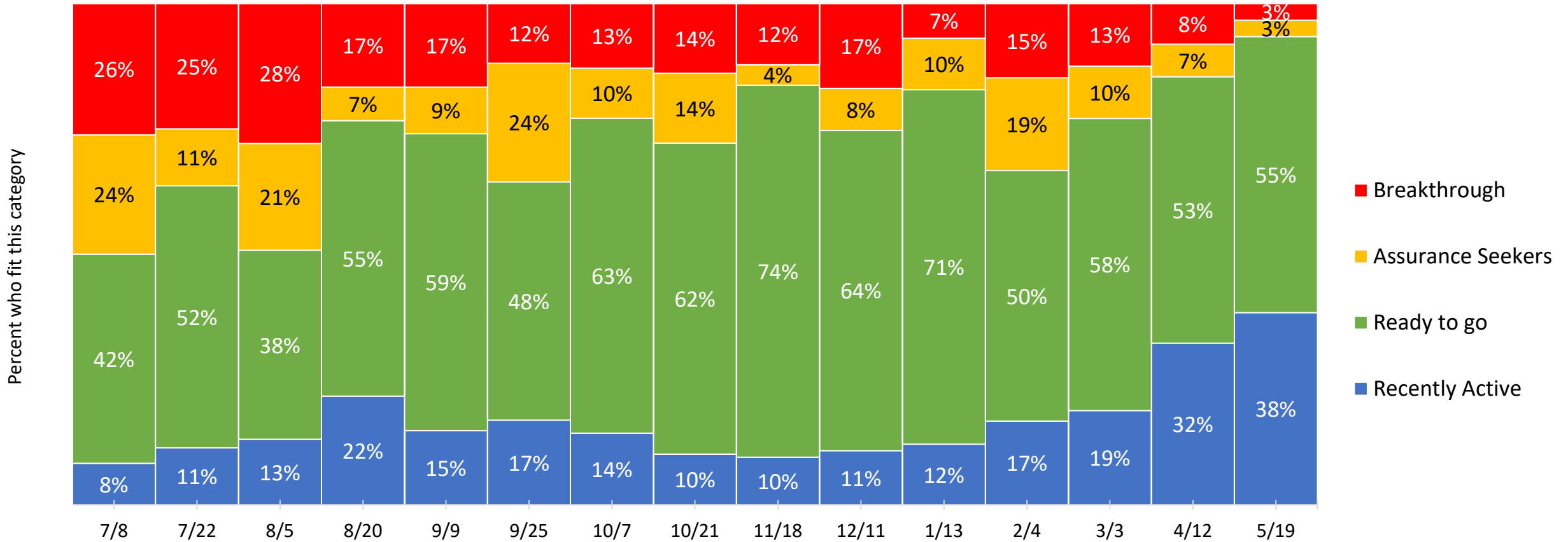


BACK-TO-NORMAL BAROMETER 2021

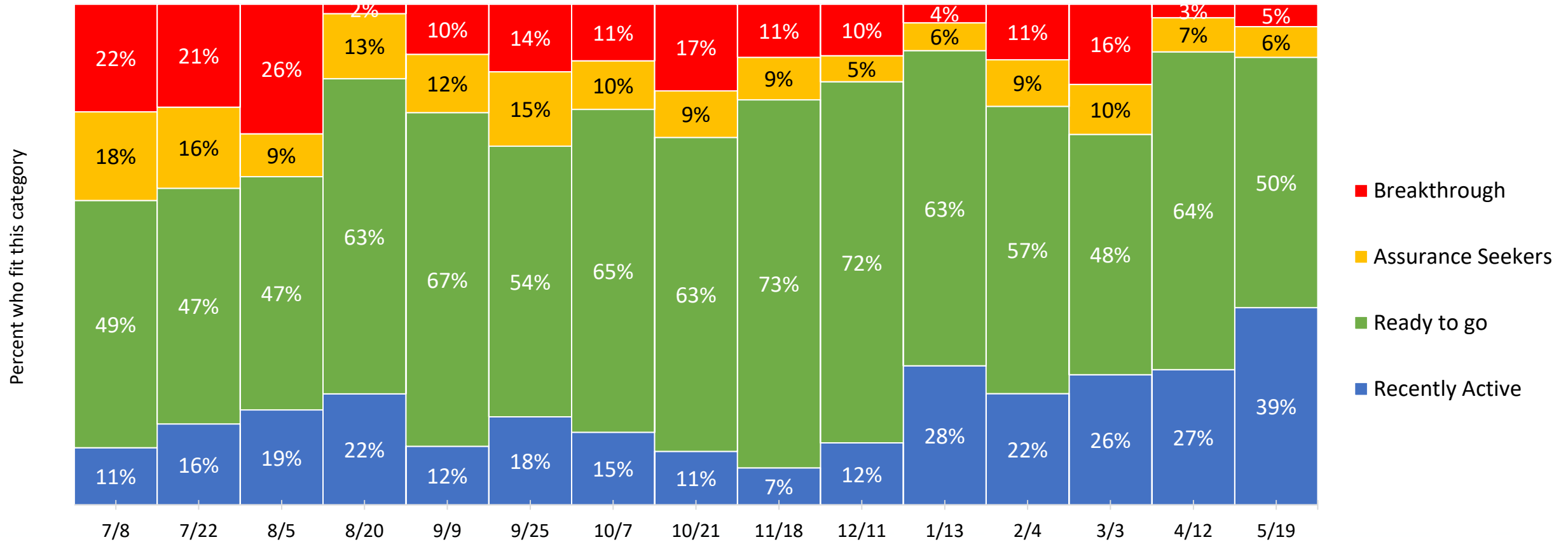


National Association of Realtors®

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



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



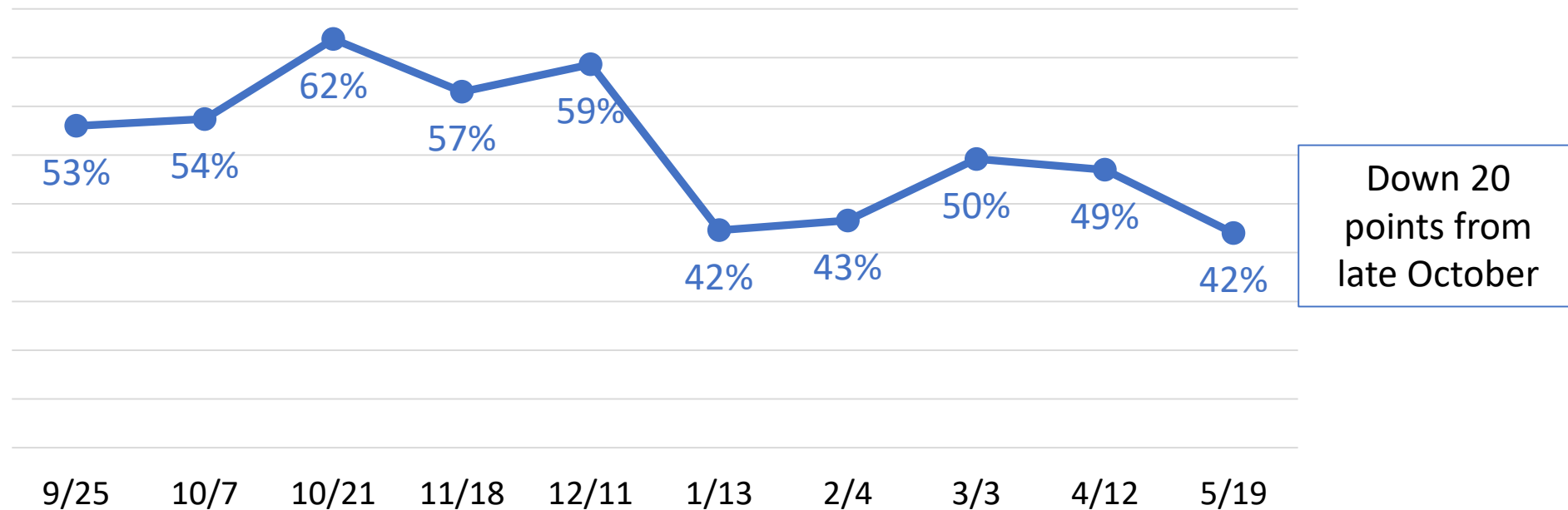
Half of those Still Working from Home Strongly Prefer to Continue in this Fashion

BACK-TO-NORMAL BAROMETER 2021

[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?



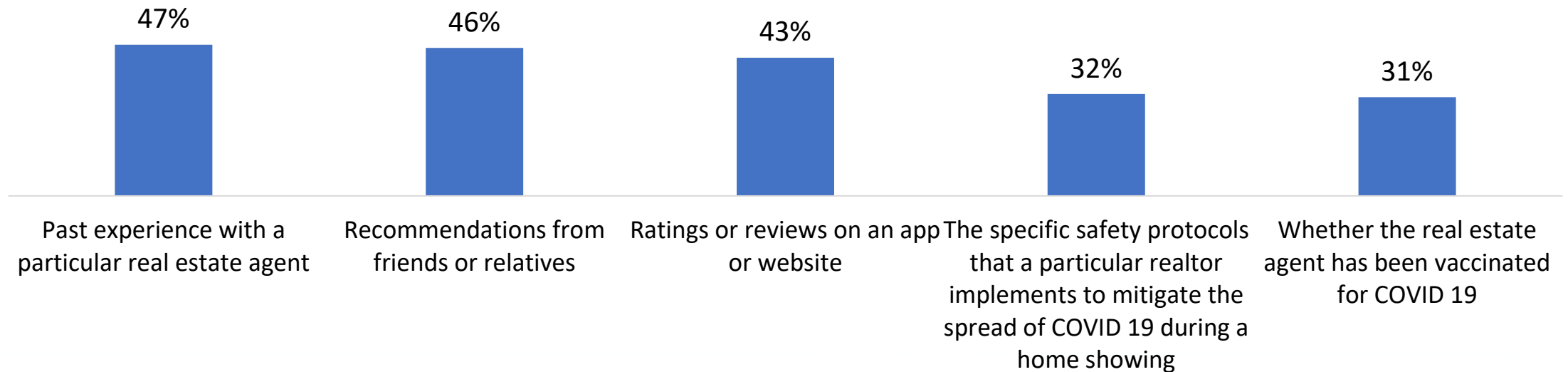
TOP 3 BOX EAGER



Past Experience, Recommendations and Reviews Supersede Safety Protocols and Vaccination Status, When Choosing a real estate agent

In thinking about searching for a new home, please indicate the importance of knowing each of the following factors in choosing a particular real estate agent over another.

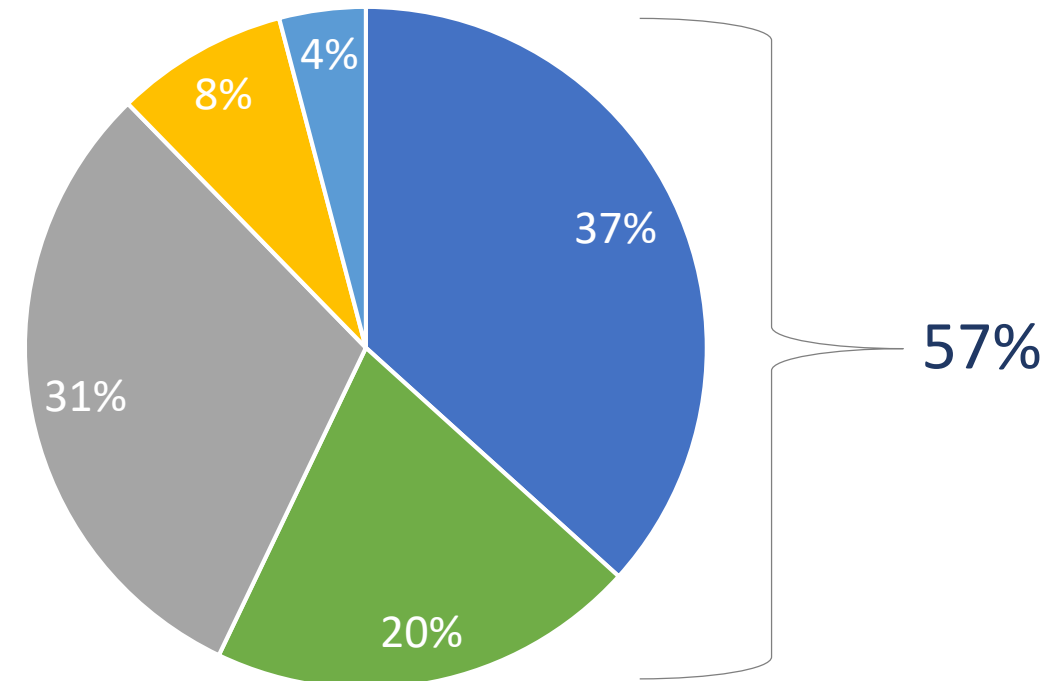
TOP 3 BOX IMPORTANT



But Knowledge of Specific Real Estate Agent Precautions is Still a Positive for Nearly Six in Ten

When advised of the specific precautions and protocols that a real estate agent would be taking prior to a home tour, what best describes the impact of learning these details?

- It would make me feel much more comfortable
- It would make me somewhat more comfortable
- It would have neither a positive or negative effect in making me more comfortable
- It would make me somewhat less comfortable
- It would make me much more uncomfortable in that I might question whether touring the home is really a good idea



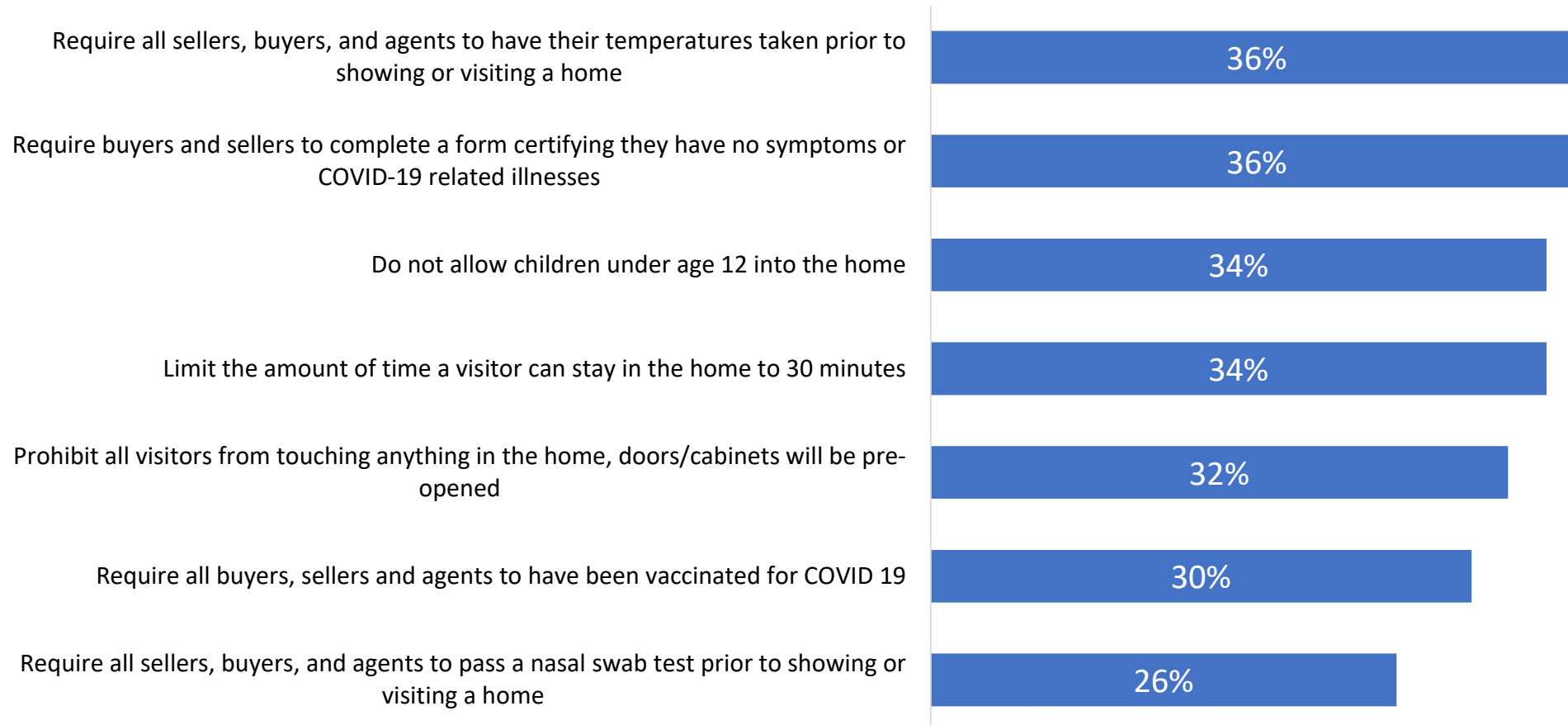
TOP 3 BOX NECESSARY



(CONTINUED)

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TOP 3 BOX NECESSARY



BACK-TO-NORMAL BAROMETER

QUESTIONS?

- What questions do you have for us?
- What would you like to ask in Wave 22?

2021

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