

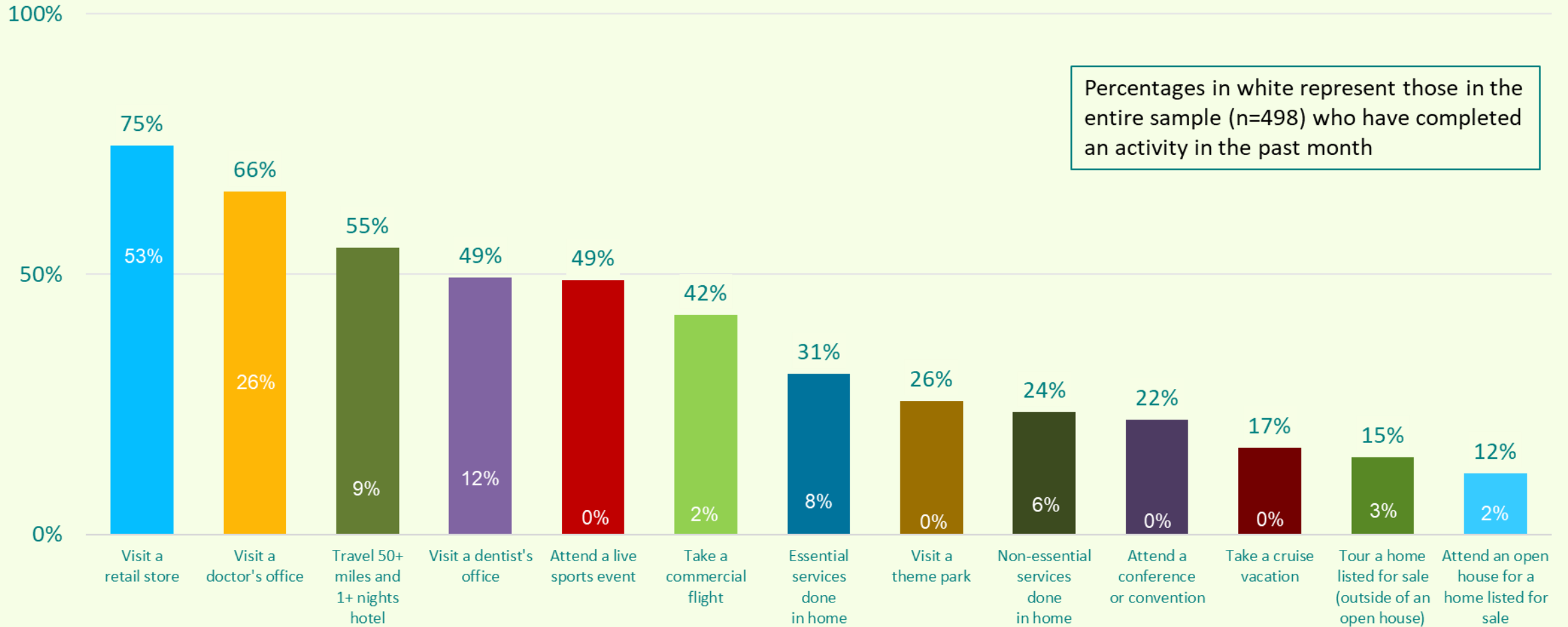
WAVE 12: ANXIETY ON THE EXTREMES

**Public opinion insights from the Sept. 23, 2020
“Back-to-Normal Barometer”**

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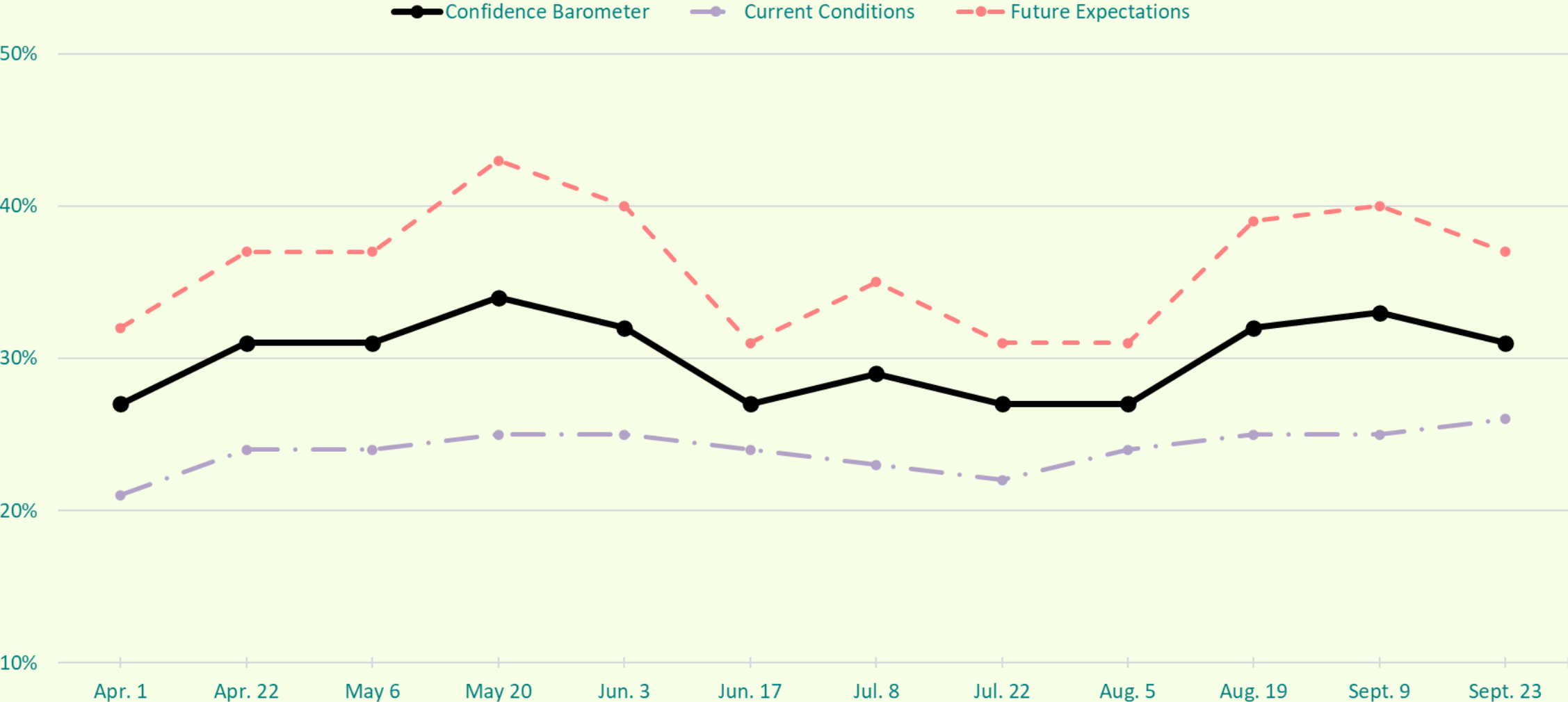
CONTEXT: RESPONDENTS ACTIVELY ENGAGE

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



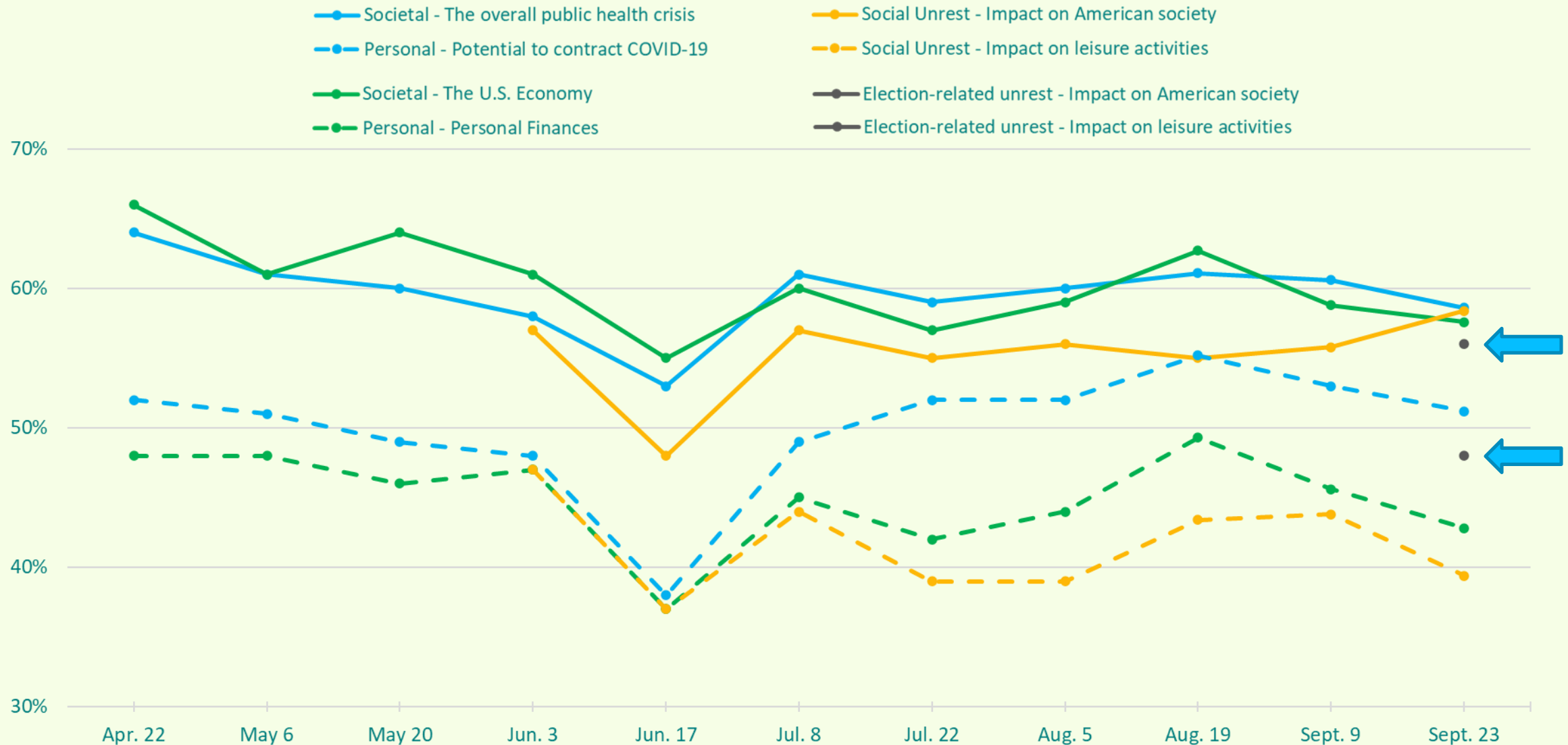
Percentages in white represent those in the entire sample (n=498) who have completed an activity in the past month

CONFIDENCE BAROMETER REMAINS FAIRLY FLAT



[Back to Normal Barometer, Sept. 23, 2020](#)

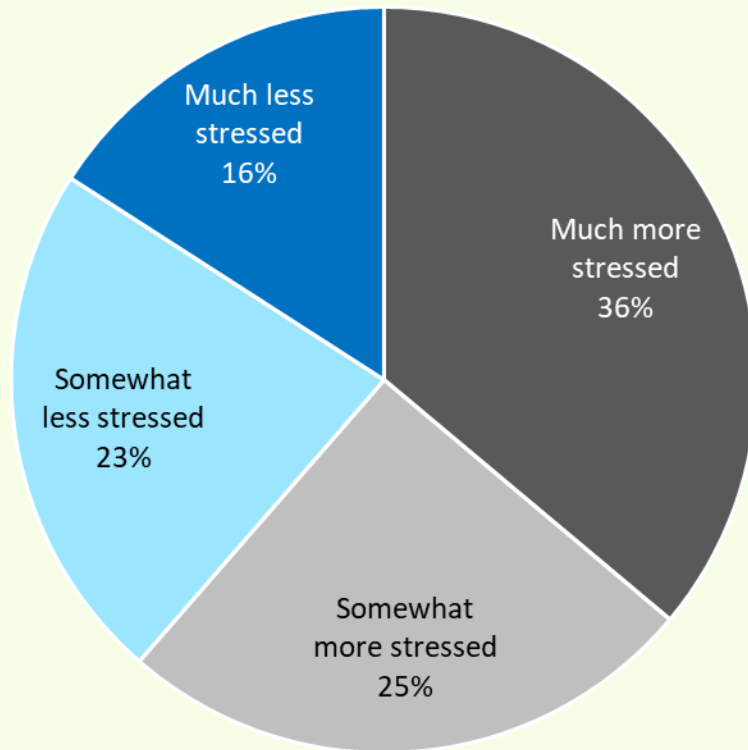
ELECTION UNREST ON PAR WITH OTHER CONCERNS



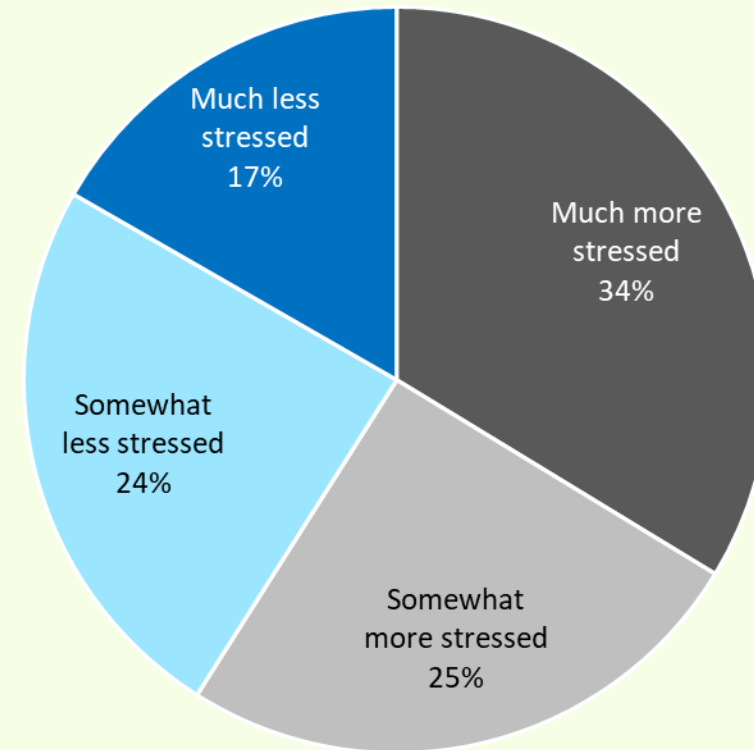
% saying they are very concerned; Back to Normal Barometer, Sept. 23, 2020

THEY ARE VERY STRESSED NOW, AND EXPECT MORE TO COME

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

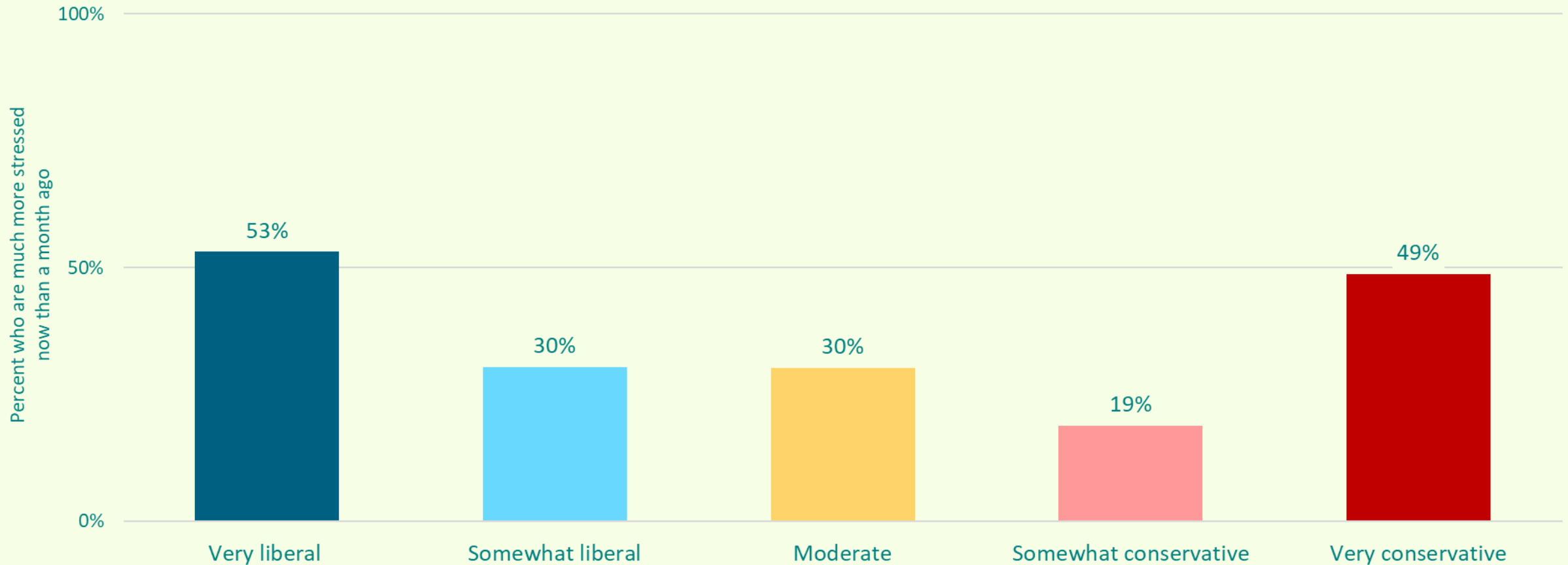


What do you think your level of stress will be one month from now?



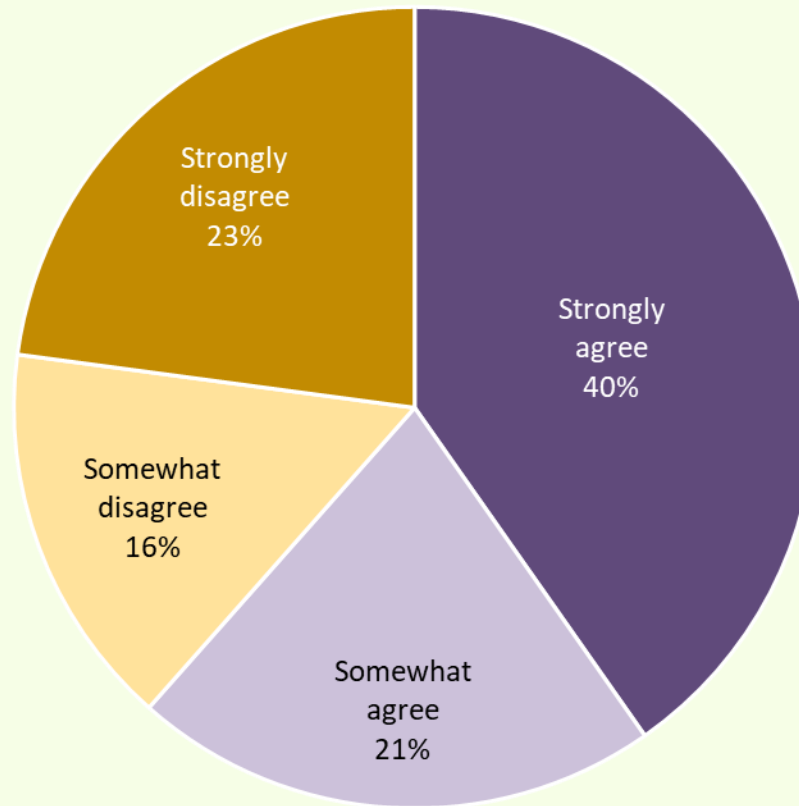
HEIGHTENED STRESS FELT AT THE POLITICAL EXTREMES

On a scale from 1 to 10, where 1 is much less stressed now, and 10 is much more stressed now, how does your current level of stress compare to one month ago?



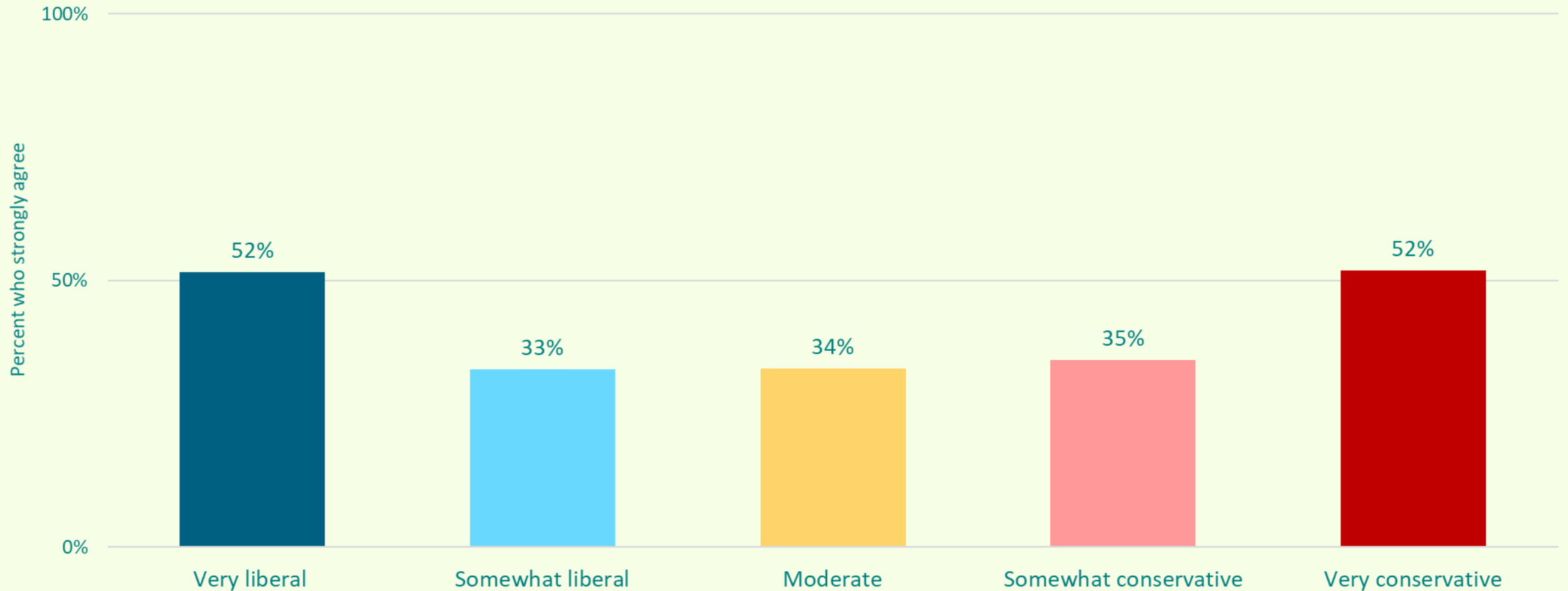
LET'S NOT SUGAR-COAT IT: THEY'RE WORRIED ABOUT CIVIL WAR

How much do you agree with the following statement: "I'm concerned that the U.S. could be on the verge of another Civil War."



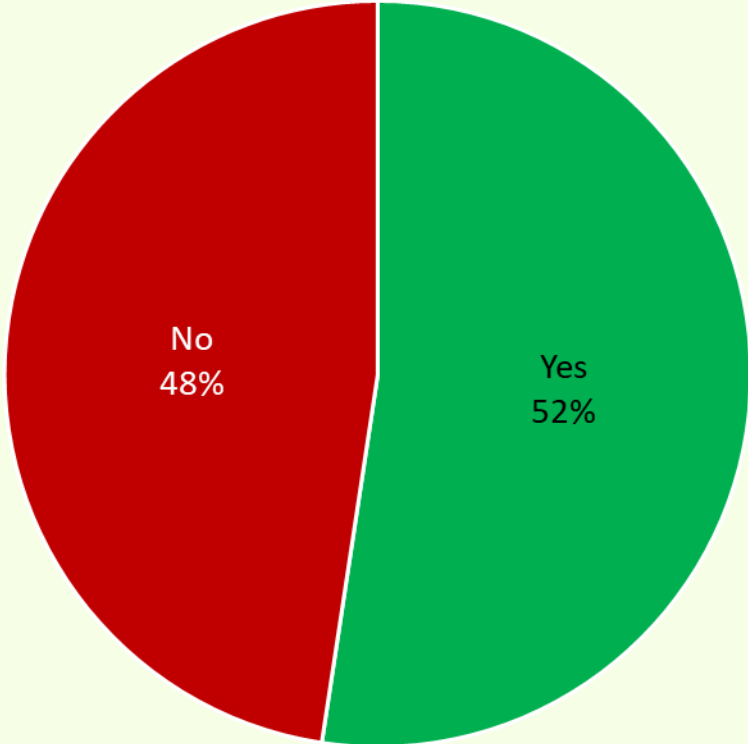
HEIGHTENED CIVIL WAR CONCERN LIES AT THE POLITICAL EXTREMES

I'm concerned that the U.S. could be on the verge of another Civil War.

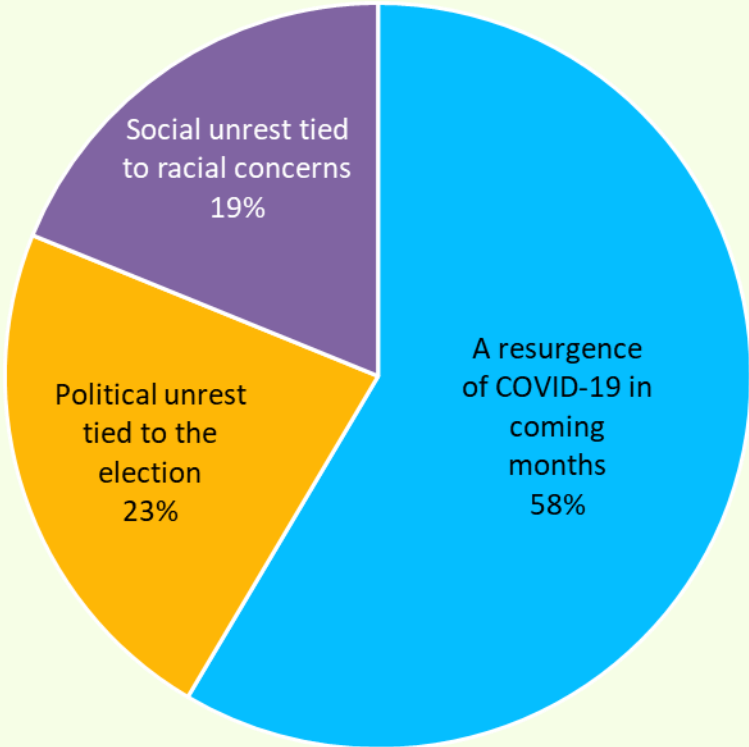


MAJORITY ARE STOCKPILING IN ANTICIPATION OF DISRUPTIONS

Do you plan to stockpile, or have you already stockpiled, food and other essential goods in anticipation of social unrest tied to the election, and/or a resurgence of COVID-19 in the coming months?

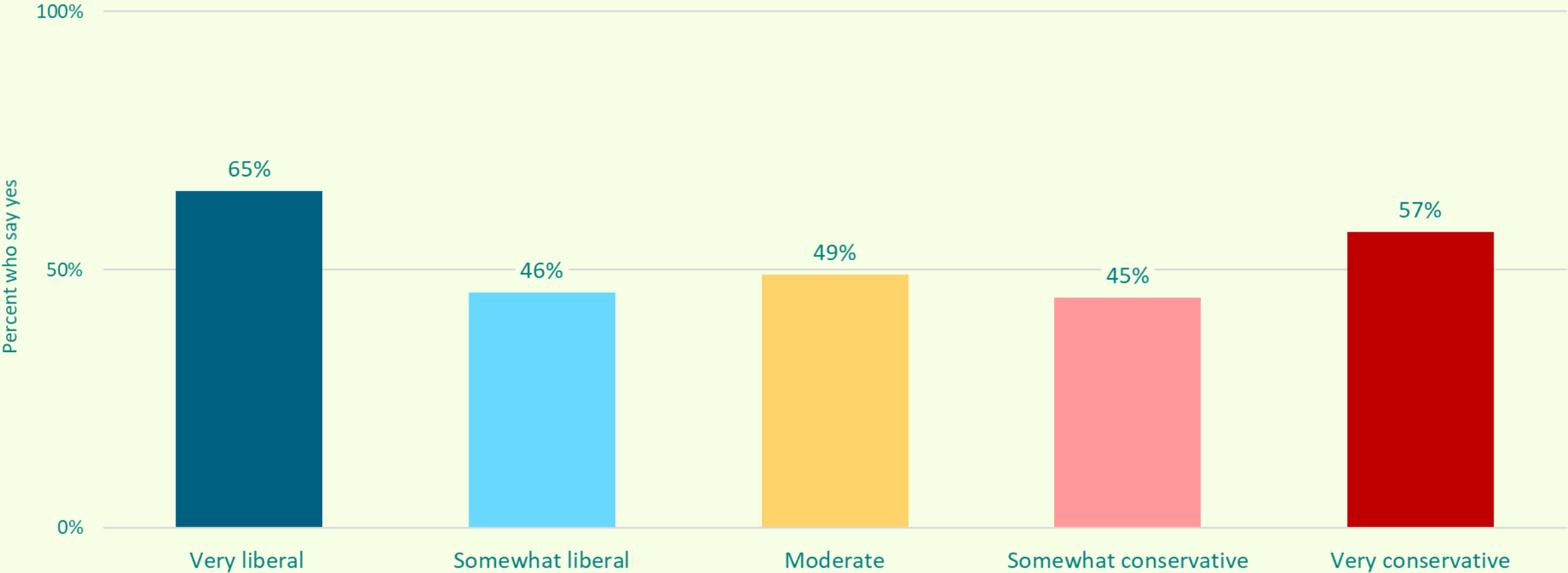


[Among those who plan to or have stockpiled] Which of the following is your primary reason for stockpiling?



HEIGHTENED STOCKPIILING BY THE POLITICAL EXTREMES

Do you plan to stockpile, or have already stockpiled, food and other essential goods in anticipation of social unrest tied to racial concerns, political unrest tied to the election, and/or a resurgence of COVID-19 in coming months?

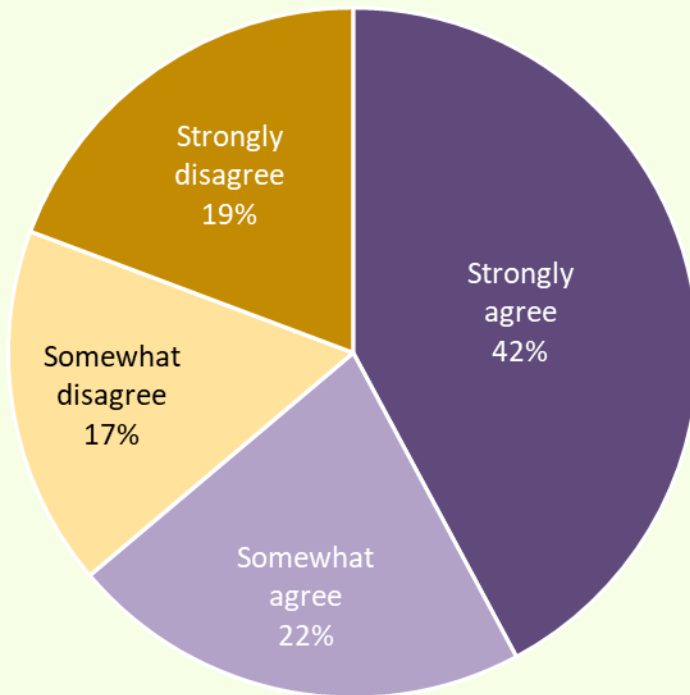


n=498, Back to Normal Barometer, Sept. 23, 2020

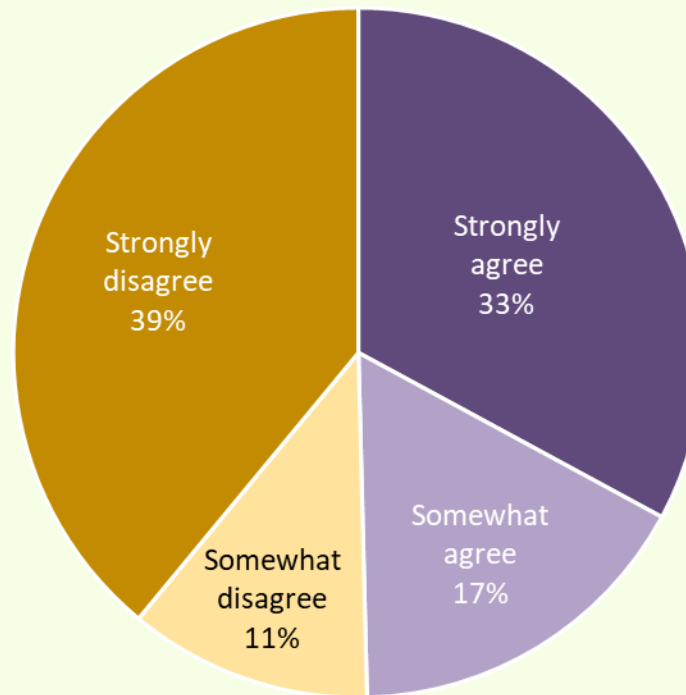
THEY MAY FEEL BETTER OFF, BUT DON'T THINK AMERICA IS

Thinking about the current situation, please indicate how much you agree or disagree with the following statement

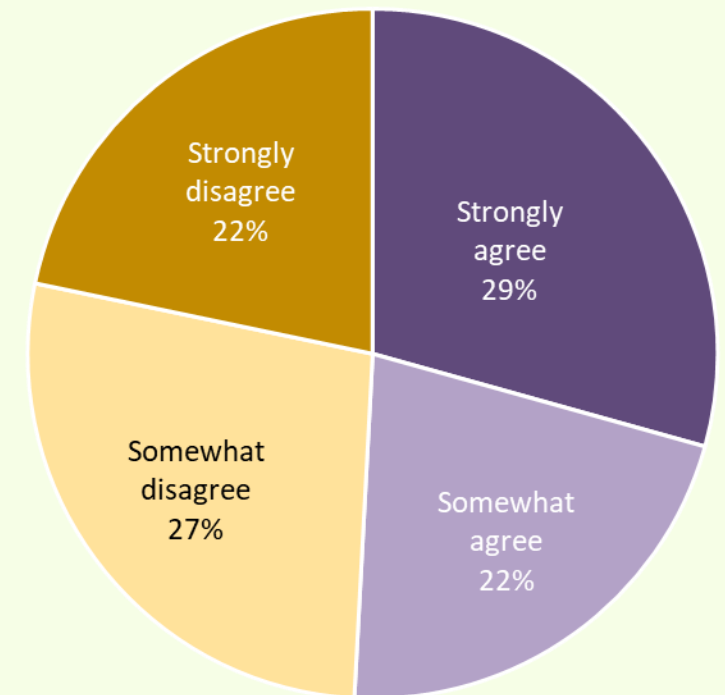
I am better off now than I was four years ago



America is better off now than it was four years ago

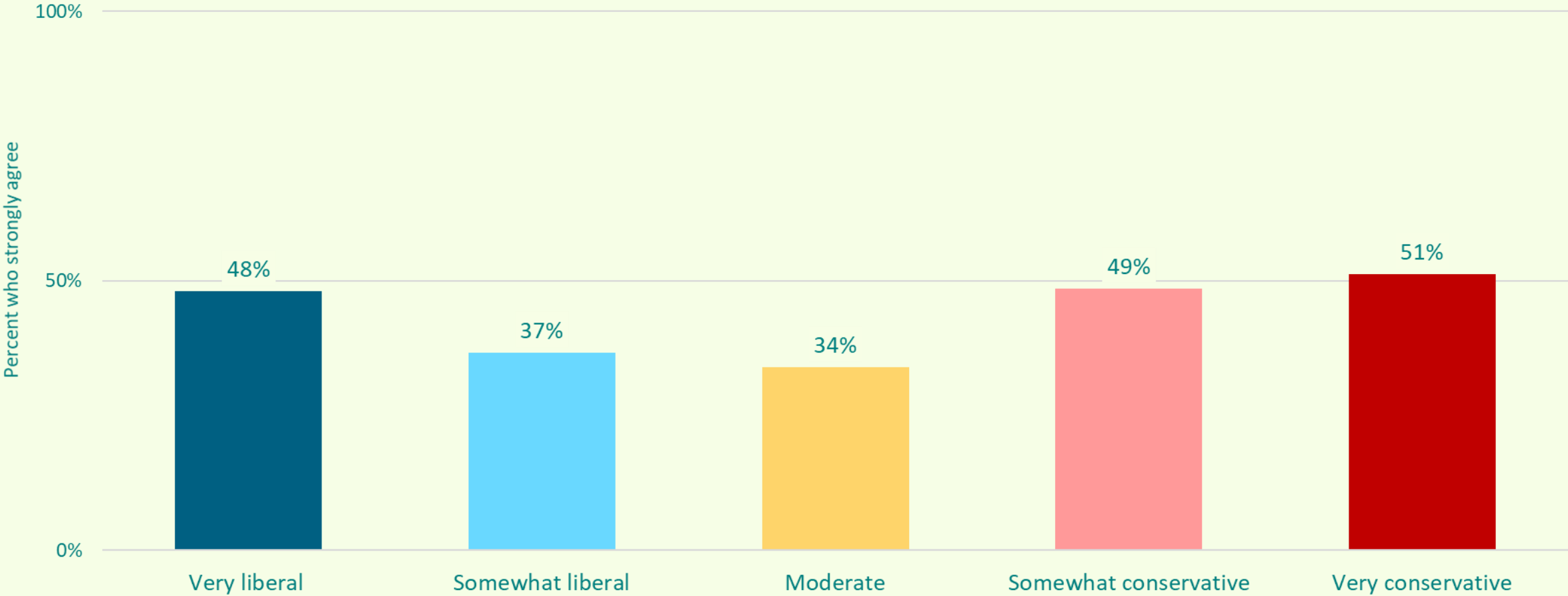


Most of my neighbors are better off now than they were four years ago



AMAZINGLY, IT'S THE EXTREMES WHO ARE BETTER OFF PERSONALLY

I am better off now than I was four years ago.



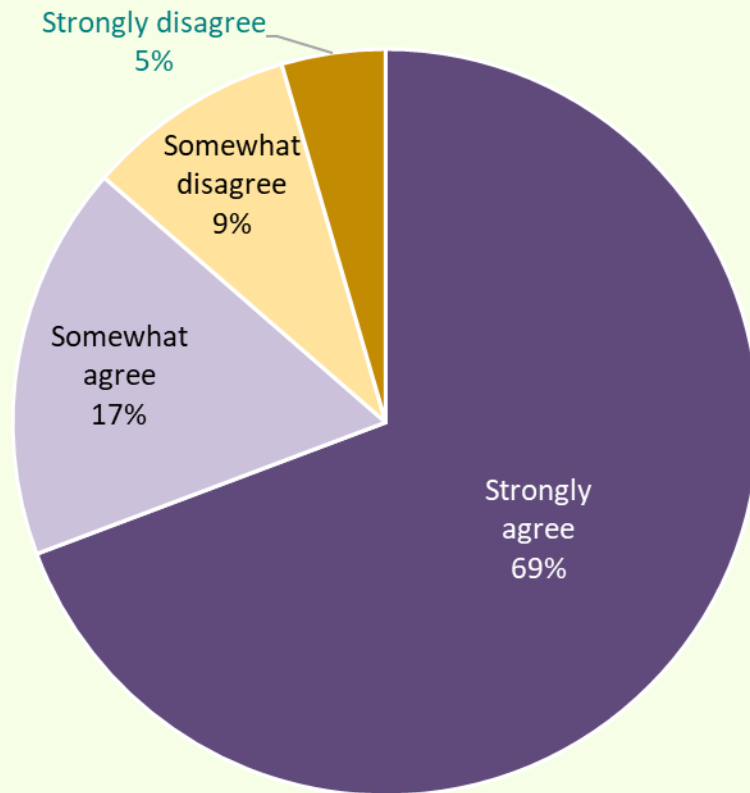
n=210, Back to Normal Barometer, Sept. 23, 2020

A word on health (and trust)

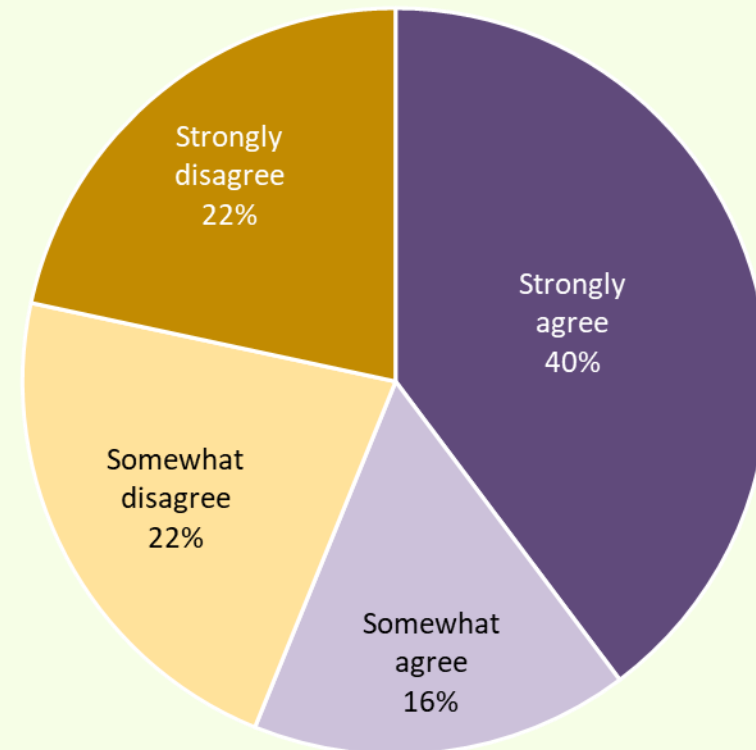
TO AVOID COVID, THEY TRUST THEMSELVES BUT NOT OTHERS

Please indicate how much you agree or disagree with the following statement

I trust myself to take the necessary steps so I don't catch COVID-19



I trust others around me to take the necessary steps so I don't catch COVID-19



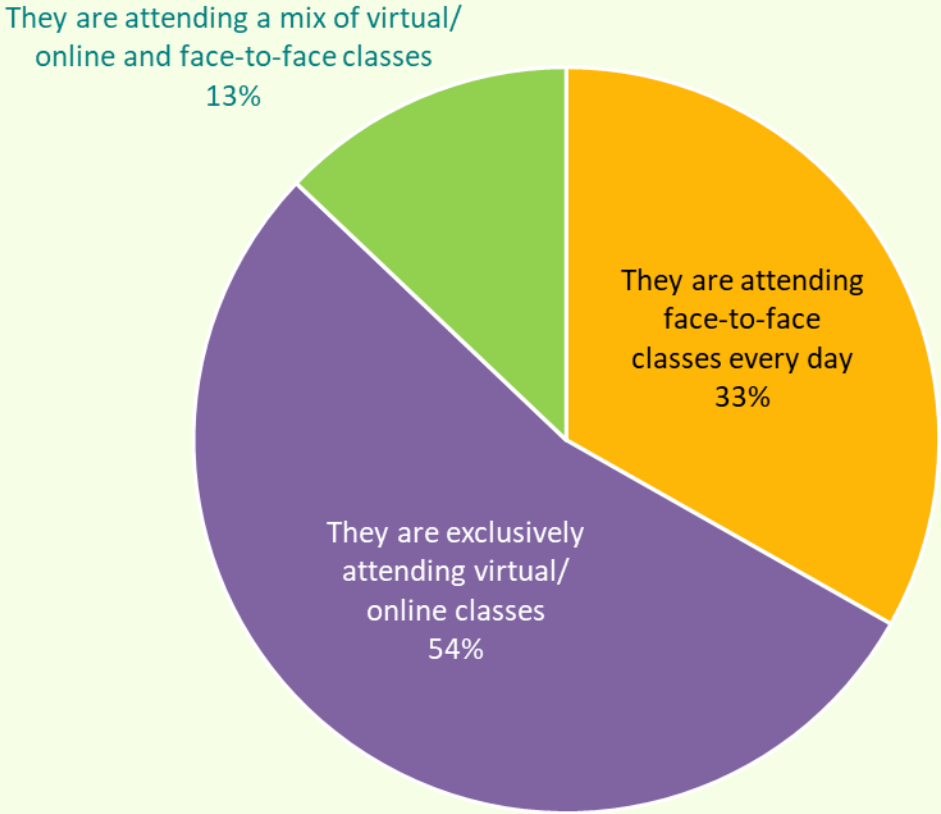
SILVER-LININGS FROM THE PANDEMIC

- Despite the difficulties our country has experienced, they believe some good will come from this:
 - People slowed down, value each other more
 - People will take illness more seriously, stay home if sick
 - Improved health behaviors
 - Increased awareness about sanitary conditions
 - WFH will be more socially acceptable
 - Some businesses will shift to WFH, saving on overhead

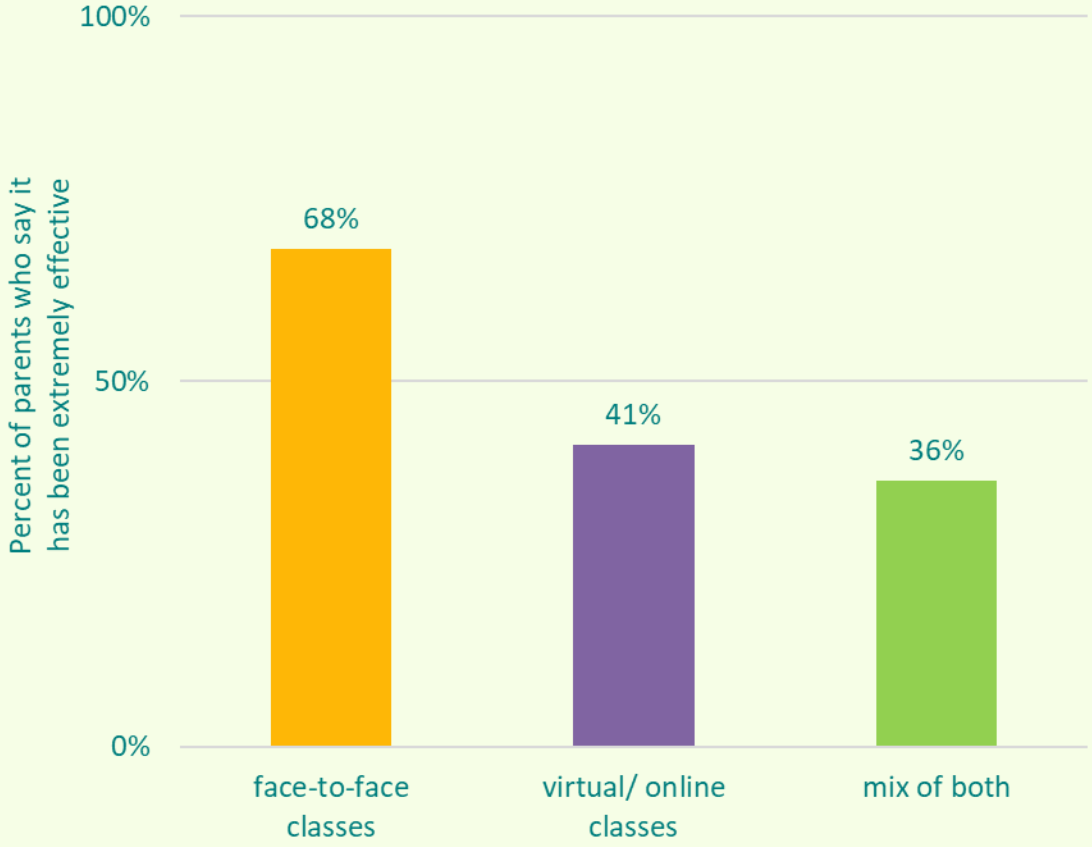
A word on schools

HYBRID SCHOOLING IS VIEWED AS LEAST EFFECTIVE

Which of the following best describes how school has resumed for your child(ren) this semester?



How effective you do feel the resumption of school has been for your child(ren) thus far?

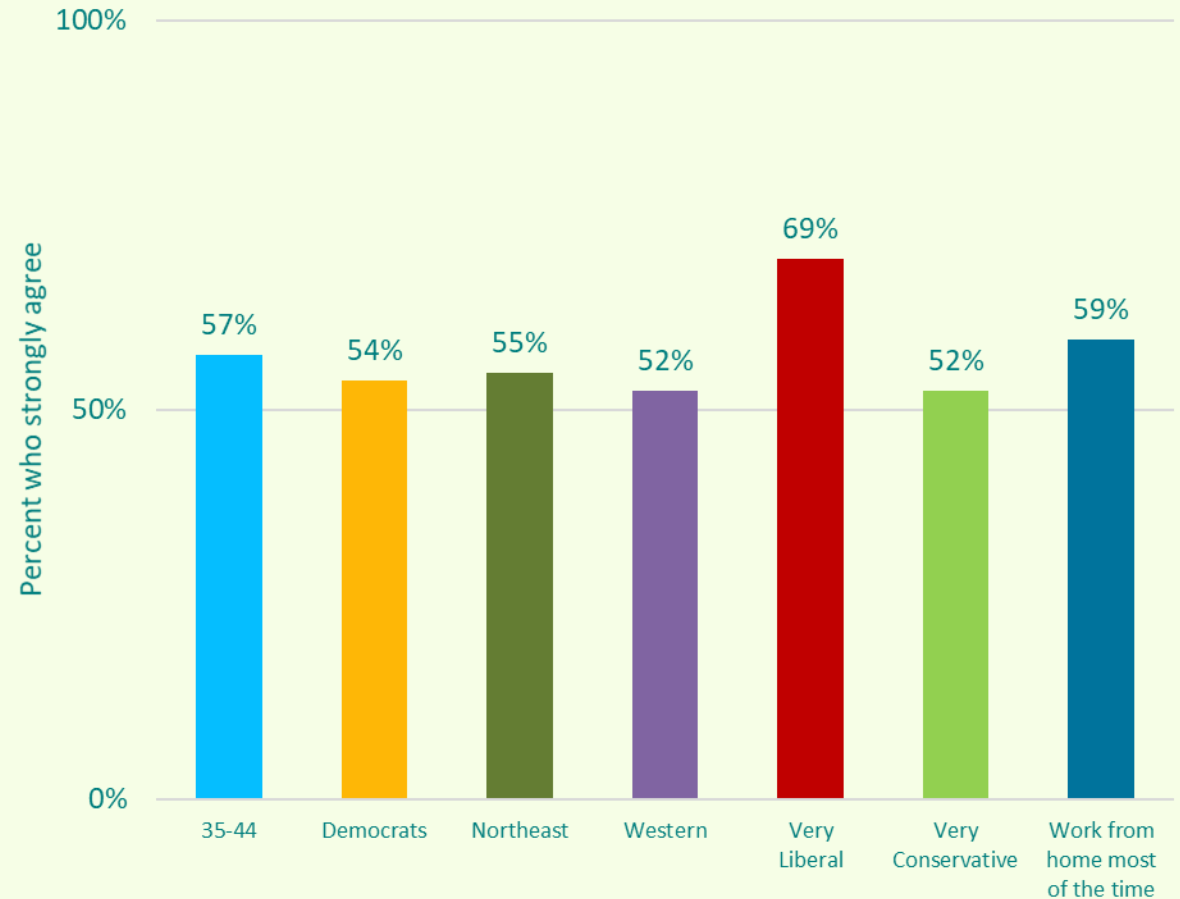
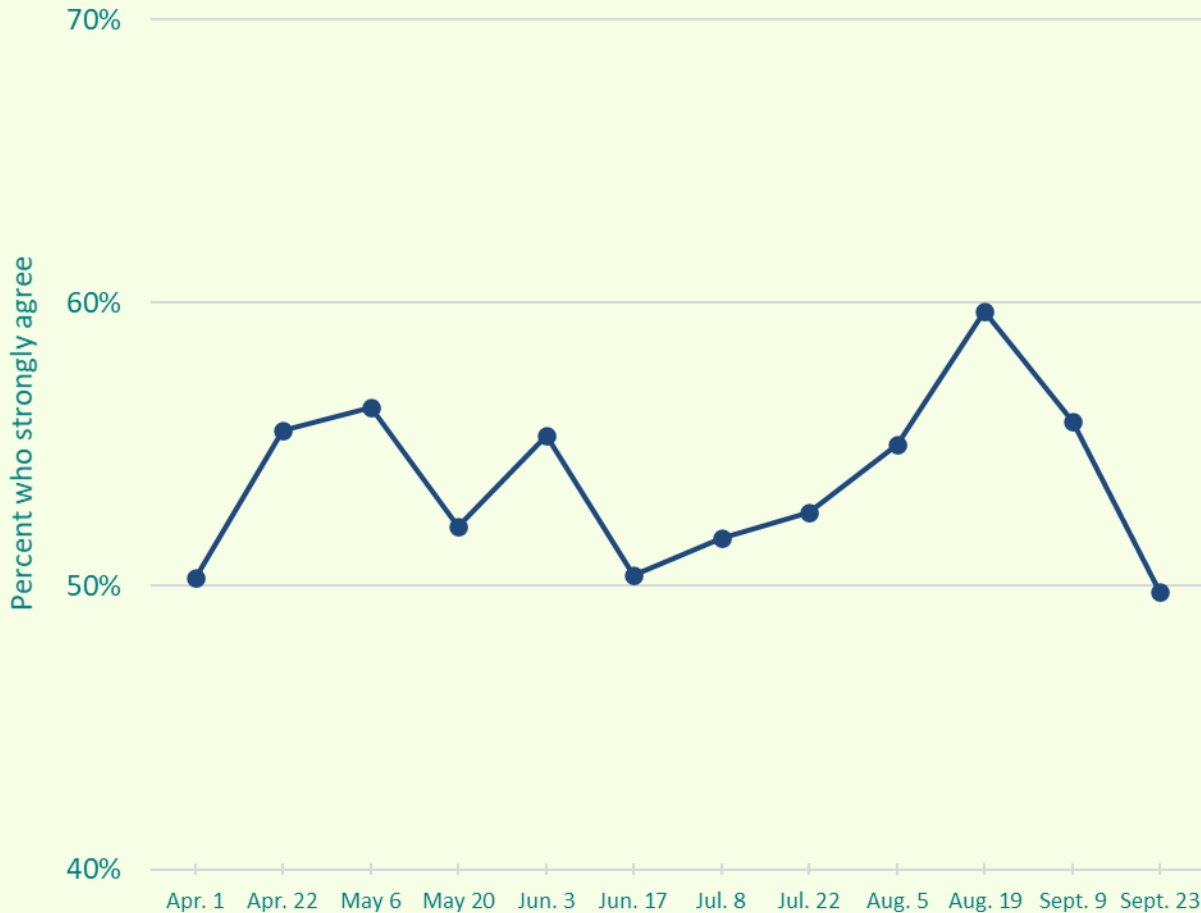


n=256, Back to Normal Barometer, Sept. 23, 2020

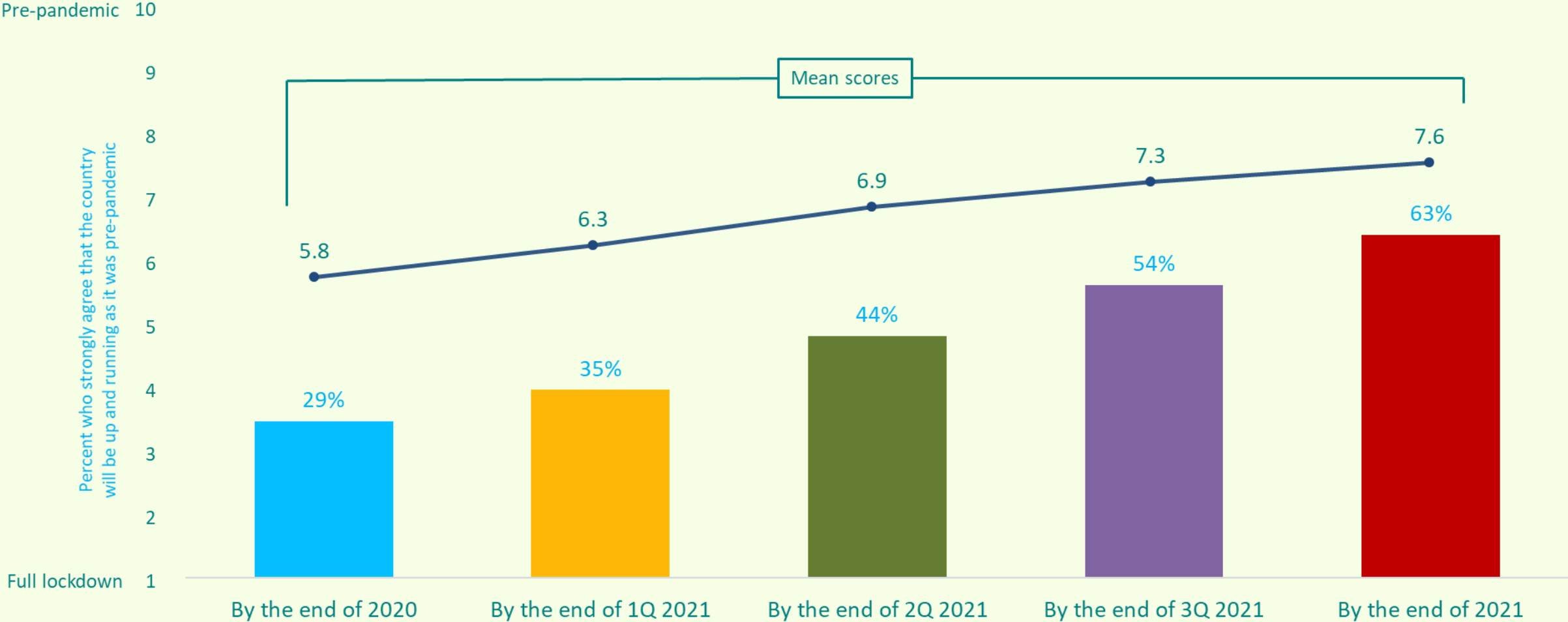
A word on the economy

RECESSION NUMBERS RECEDE, BUT STILL QUITE PRONOUNCED

Thinking about the current situation, please indicate how much you agree or disagree that the economy is currently in a recession



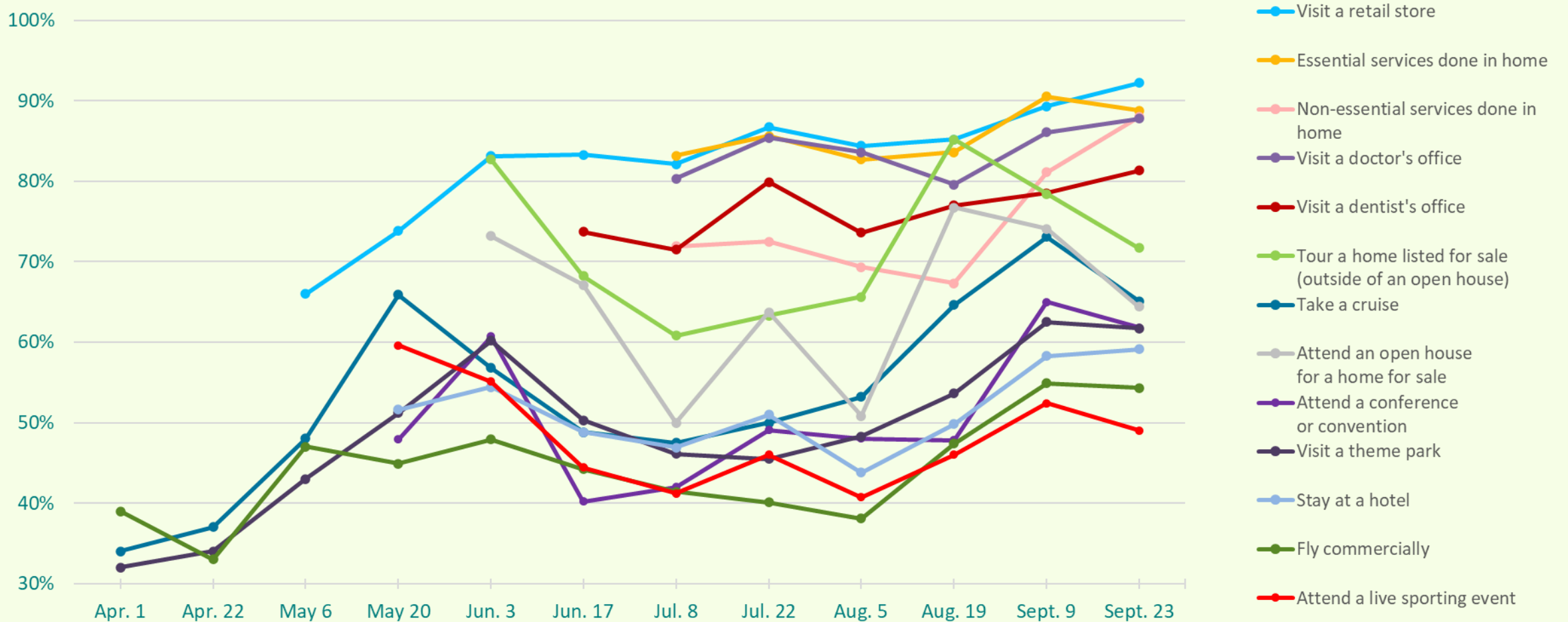
HERE'S WHEN THEY THINK WE'LL BE UP AND RUNNING AGAIN



n=498, Back to Normal Barometer, Sept. 23, 2020

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

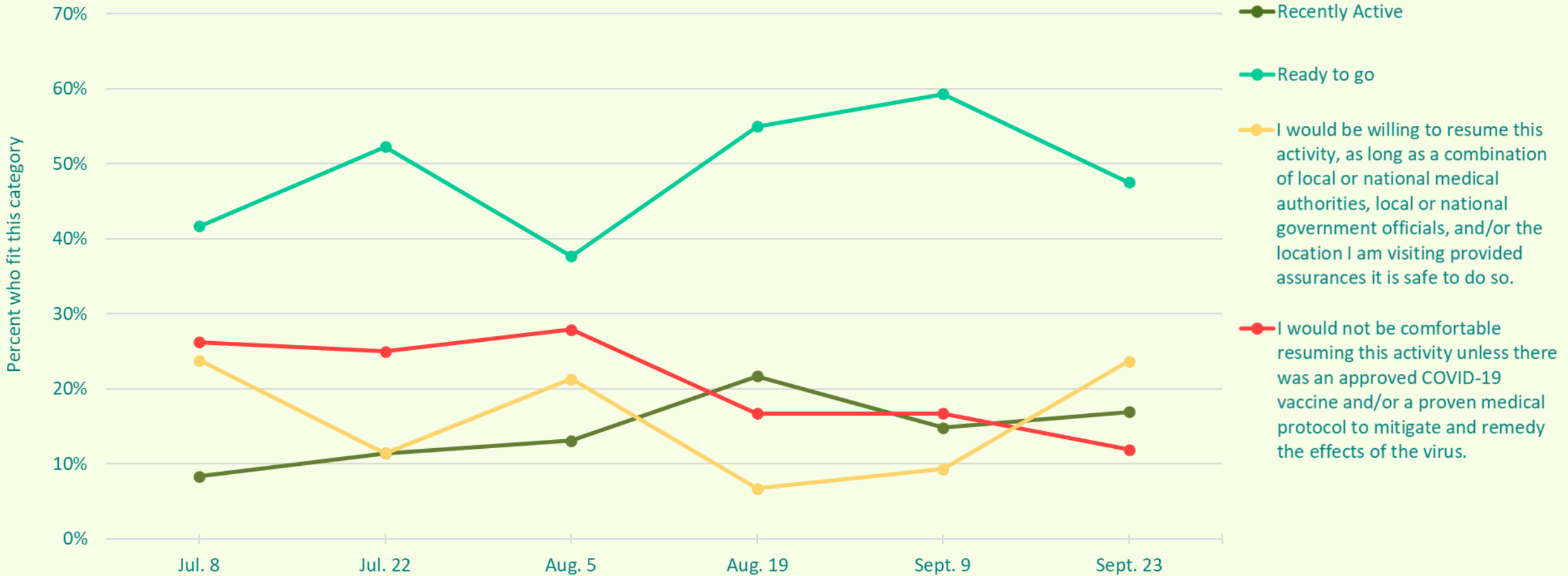


NAR



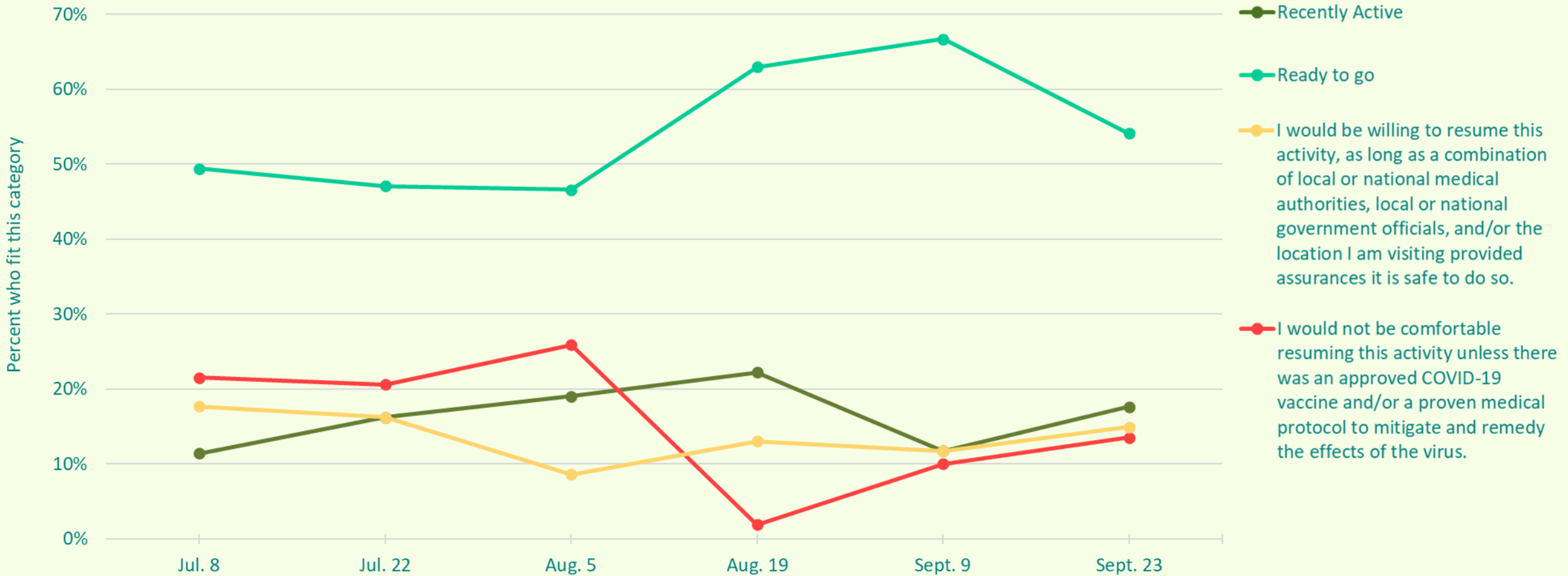
PLURALITY READY TO ATTEND AN OPEN HOUSE

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



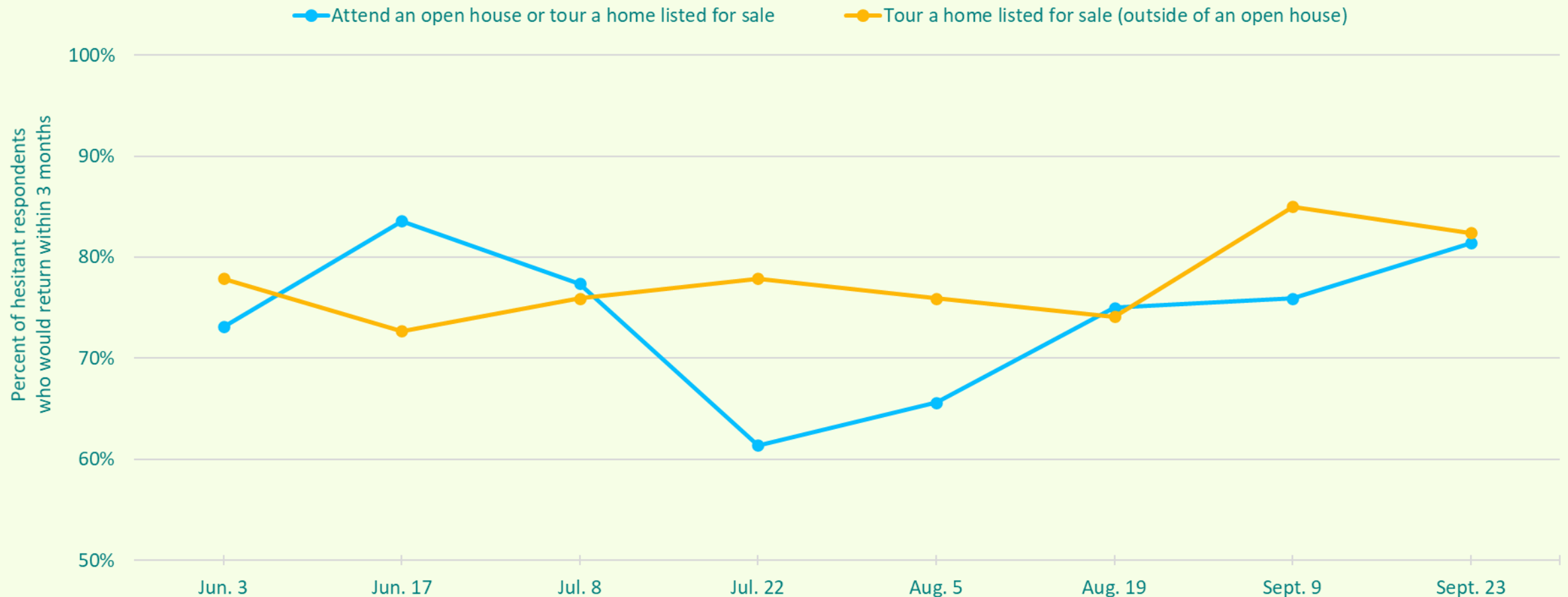
MAJORITY READY TO TOUR A HOME FOR SALE

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



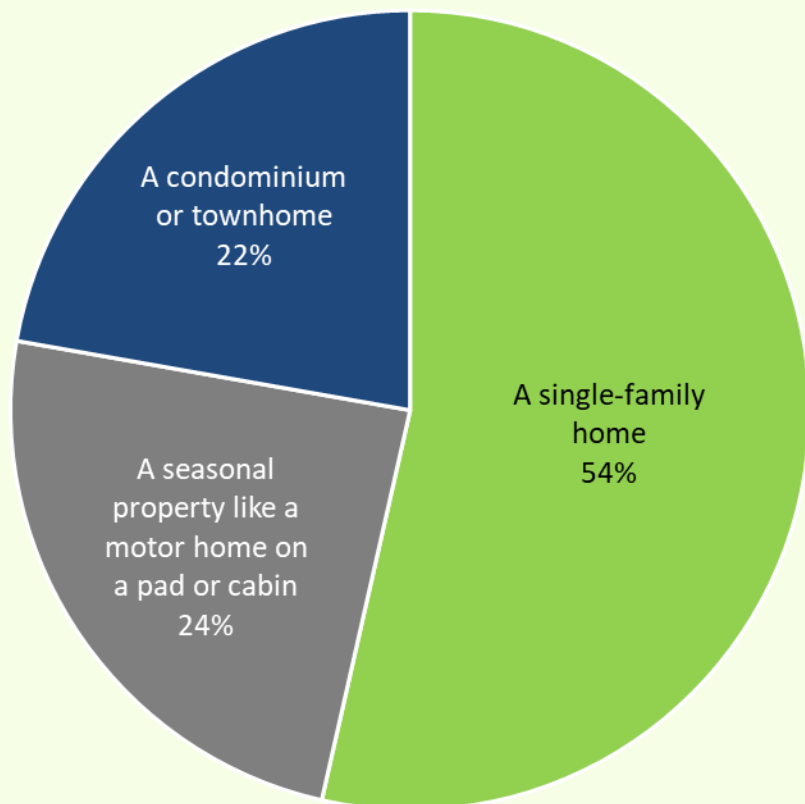
REALTORS: RETURN IN 3 MONTHS

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

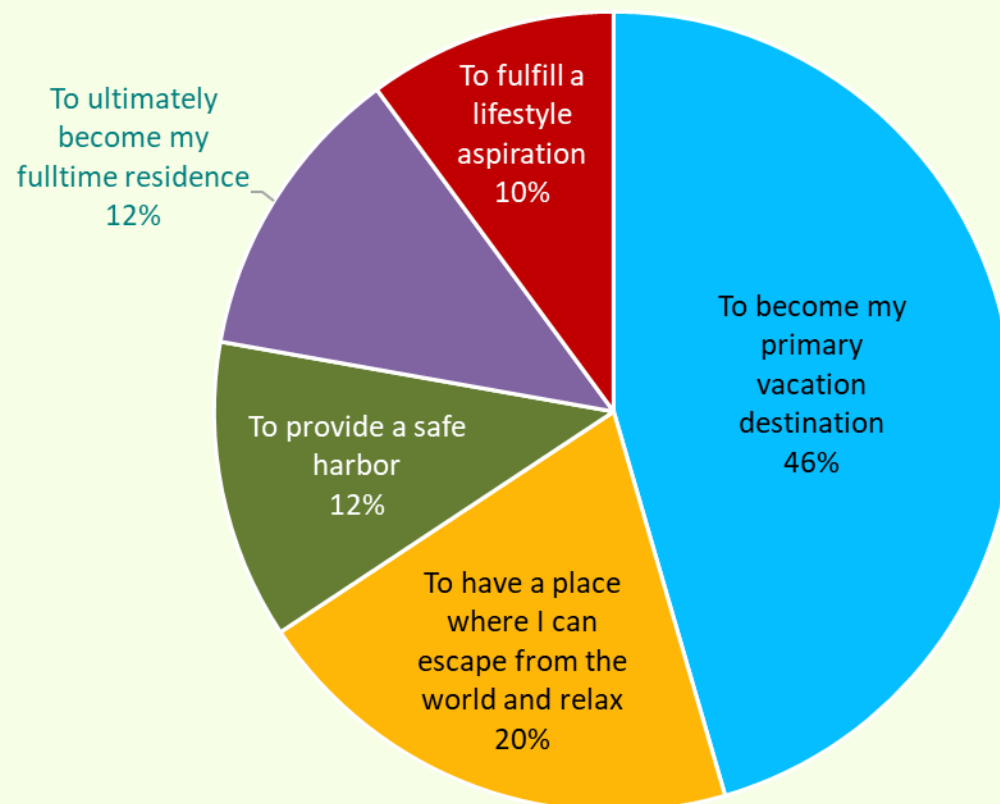


SECOND HOME BUYERS LOOKING FOR A VACATION DESTINATION

[Among those who have seriously considered, or started looking at purchasing a second home during the pandemic]
What kind of second home are you considering buying?

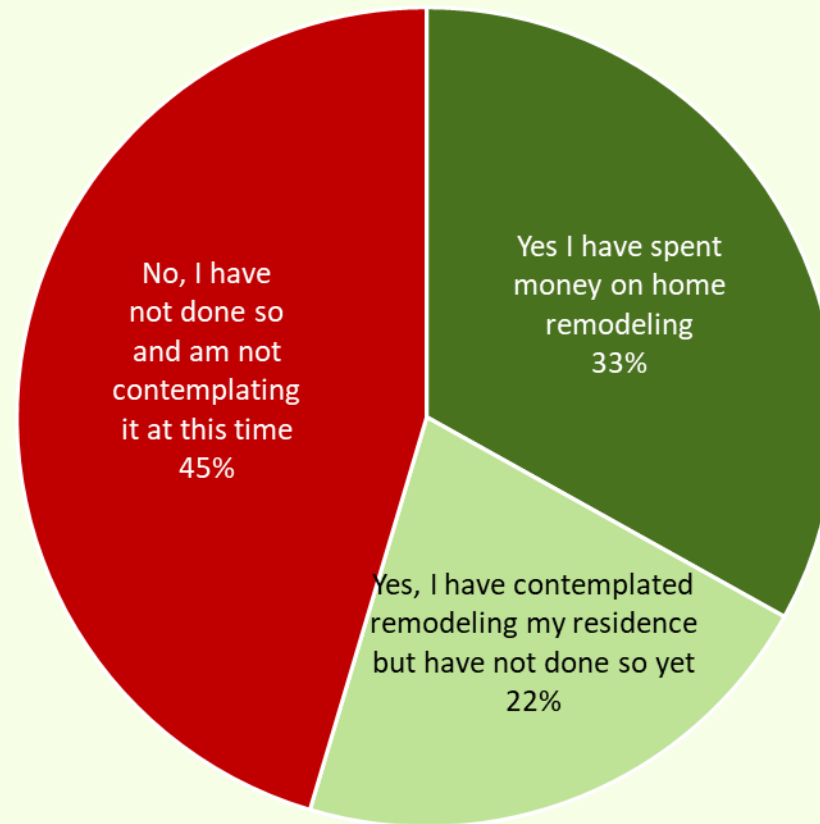


[Among those who have seriously considered, or started looking at purchasing a second home during the pandemic]
Which of the following best describes your reason for considering a second home?



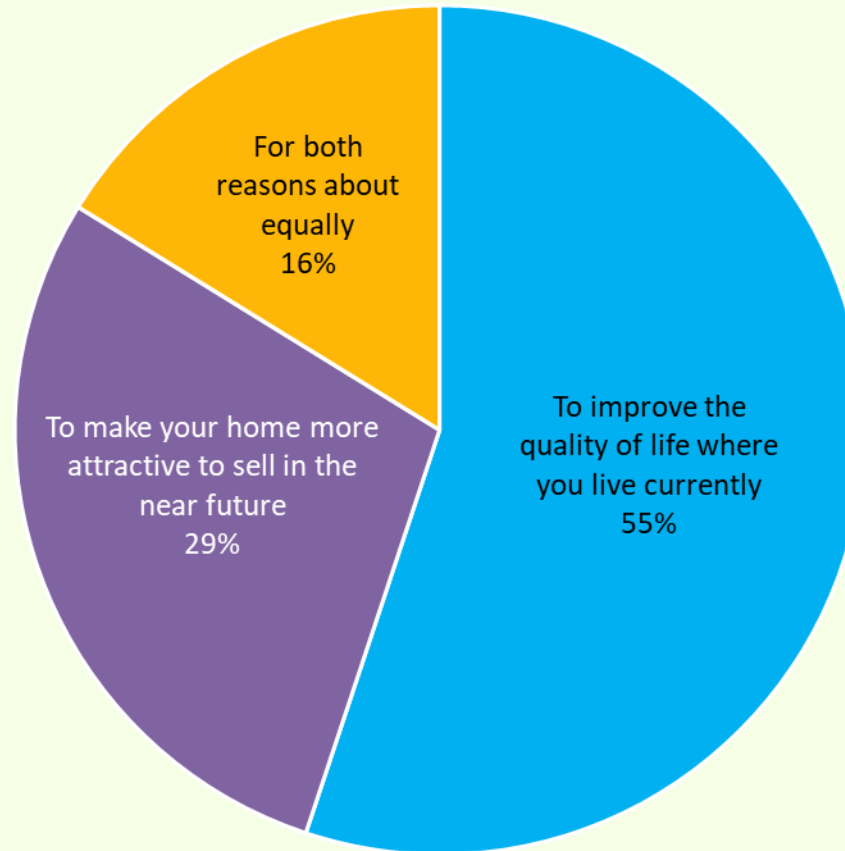
55% DID/WOULD SPEND ON REMODELING HOME

During the pandemic have you spent money or contemplated spending money on remodeling your residence?



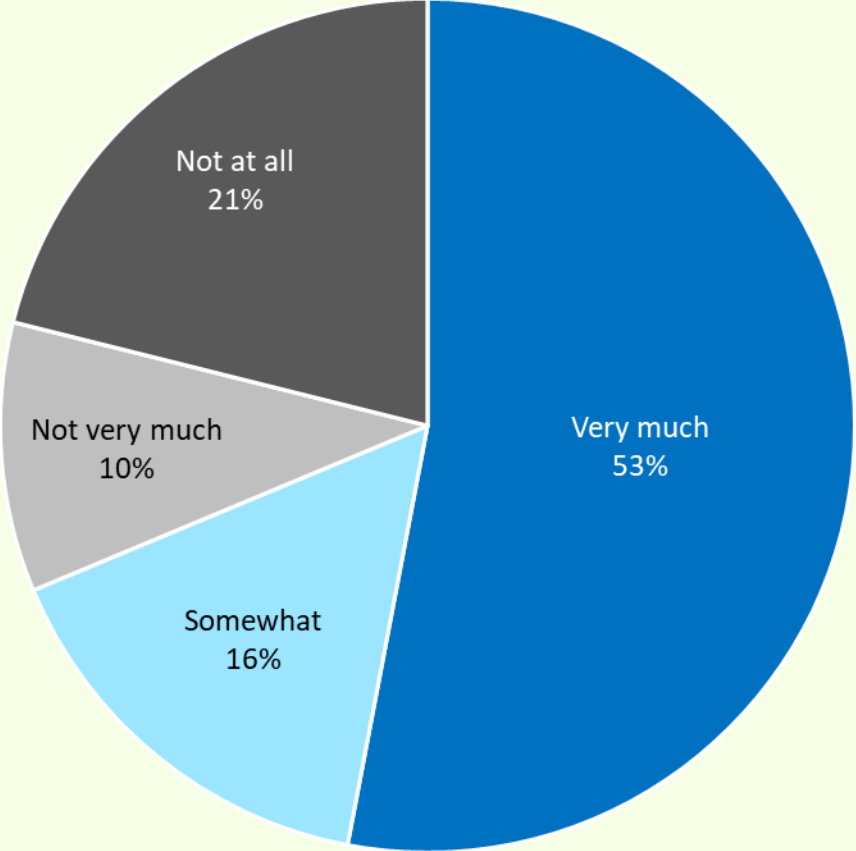
REMODELING DONE TO MAKE HOME BETTER

[Among those who have spent money remodeling, or contemplated doing so] Are you doing the remodeling primarily...



MAJORITY OF THOSE WFH EAGER TO RETURN TO OFFICE

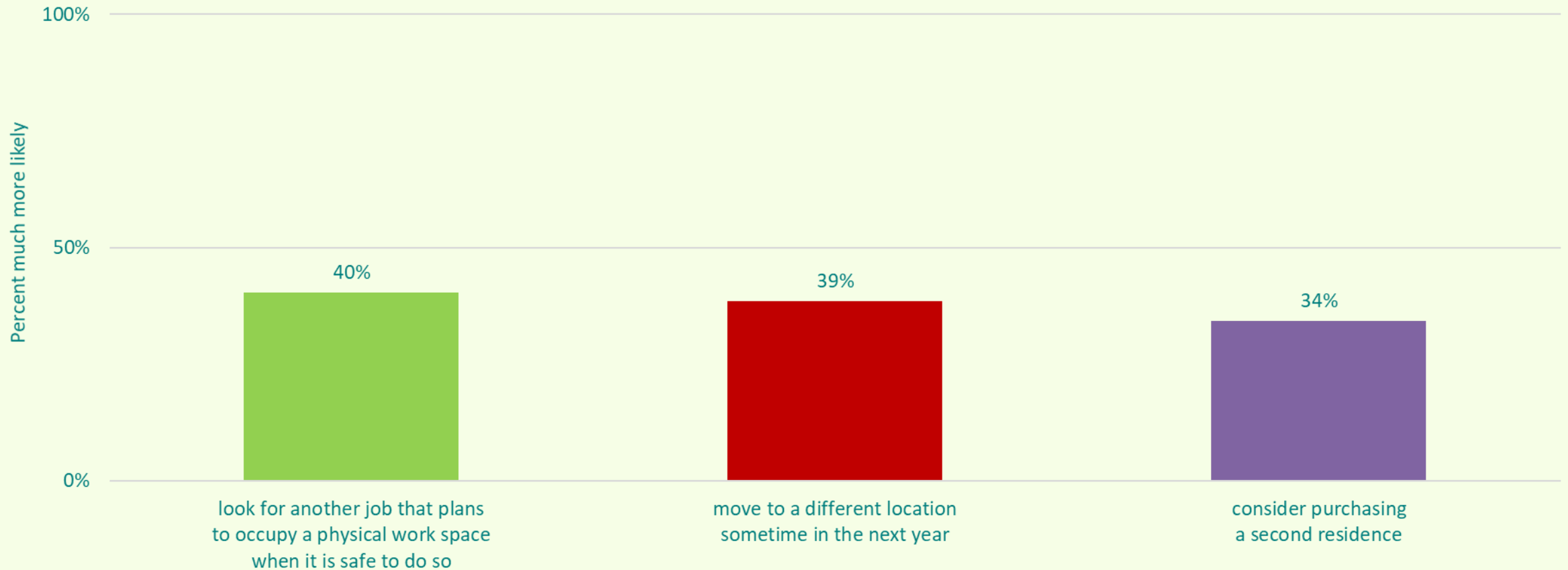
How much do you want to return to working at an office outside your home?



n=166, Back to Normal Barometer, Sept. 23, 2020

EMPLOYER GOING ALL-VIRTUAL WOULD CAUSE 2/5 TO SEEK OTHER WORK

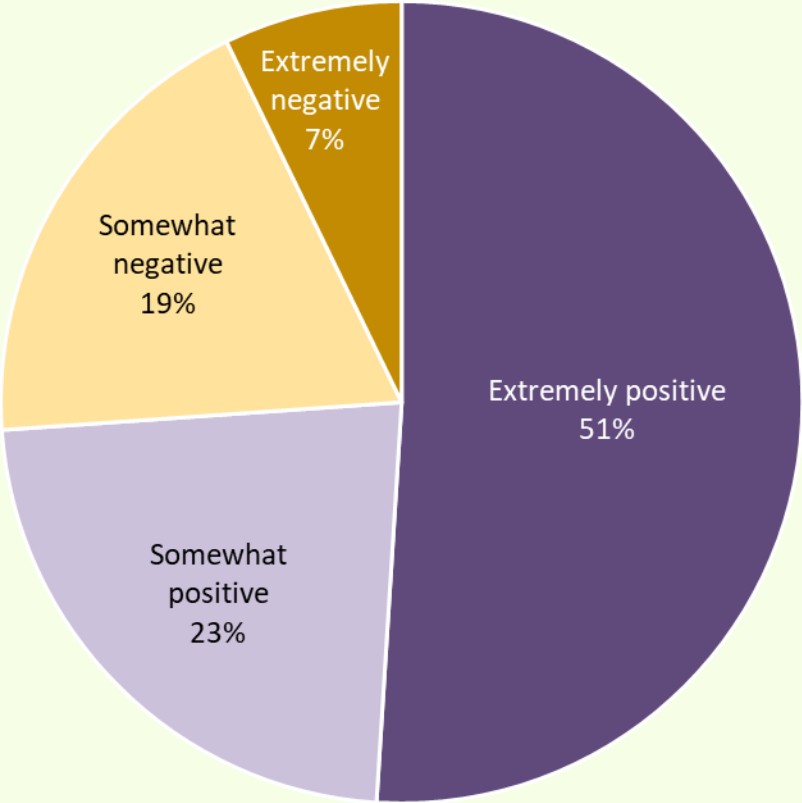
Imagine you were told by your employer that your company was shutting its office and permanently going virtual. How much more or less likely would you be to...



FSB

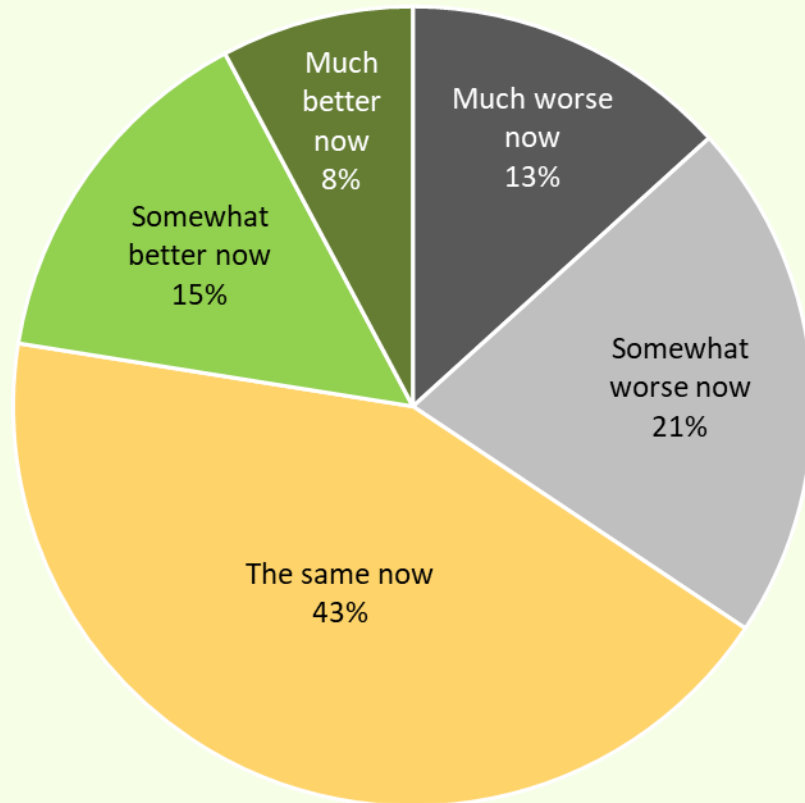
ELECTION SEEN AS A CHANCE TO GET U.S. BACK TO NORMAL

Based on your anticipation of its outcome, how positively or negatively will the Presidential election affect our country's effort to return to normal?

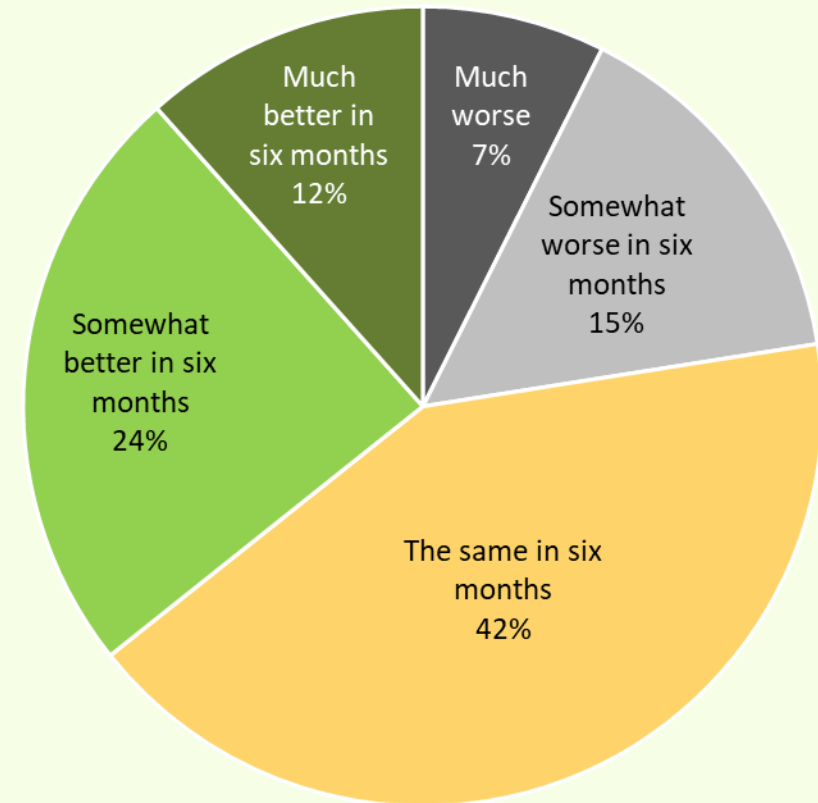


PLURALITY SEE NO CHANGE IN FINANCES LOOKING BACK OR AHEAD

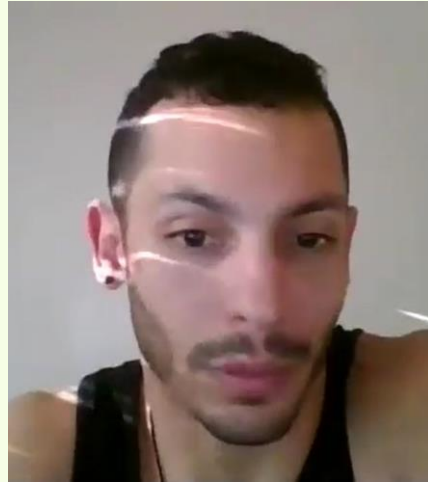
Compared to six months ago (March 2020) would you describe your personal finances as...



Thinking about today and then looking ahead six months, do you expect your personal finances in March 2021 will be...



LISTENING TO AMERICA: 10 IN-DEPTH INTERVIEWS



HOME IMPROVEMENTS MOSTLY ABOUT PERSONAL ENJOYMENT

- A number of our respondents have taken on significant home improvements during the pandemic, including:
 - Floor replacements
 - Remodeling a shower
 - Converting space downstairs into a small bedroom
- Time was a motivating factor – fewer social activities during the pandemic
- Home value is always a consideration, but they improved their home primarily for personal enjoyment
- Here's an example:

QUESTIONS

- What questions do you have about these findings?
- What questions should we consider for wave 13?

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