

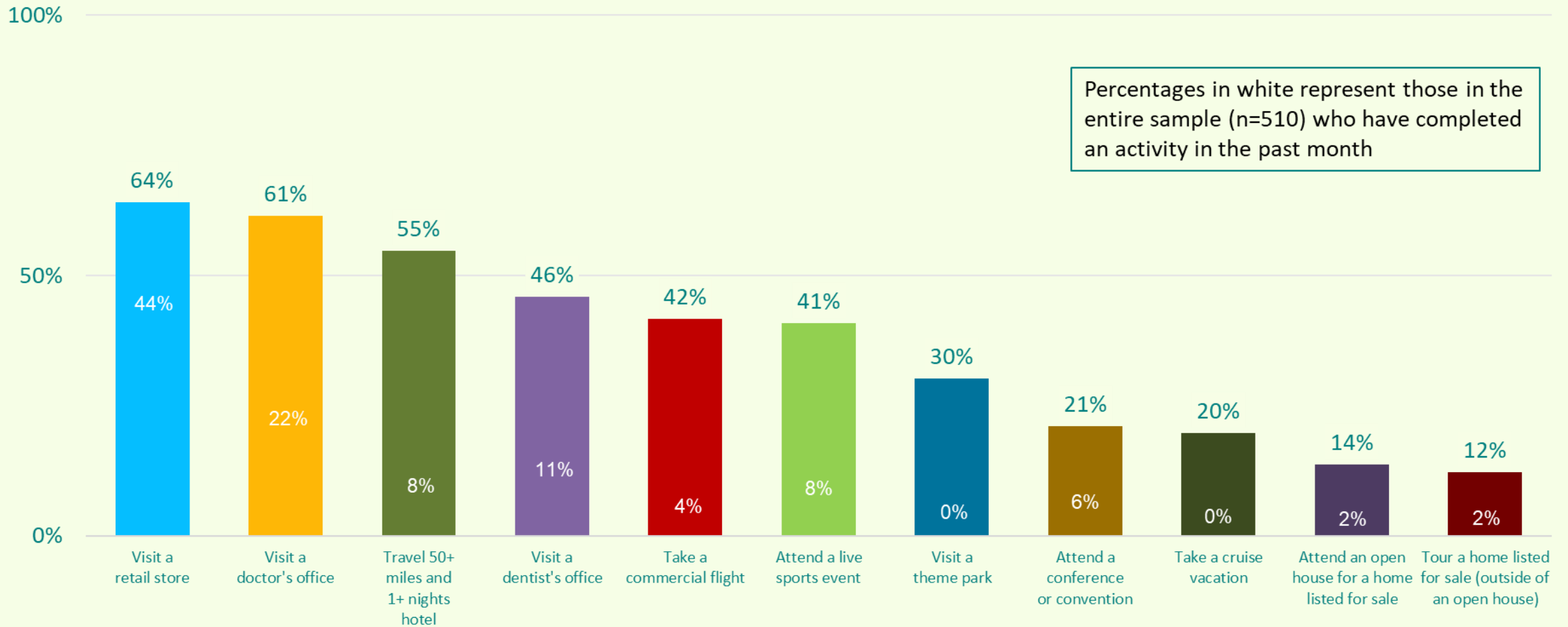
# **WAVE 13: ANXIOUSLY AWAITING THE ELECTION**

**Public opinion insights from the October 7, 2020  
“Back-to-Normal Barometer”**

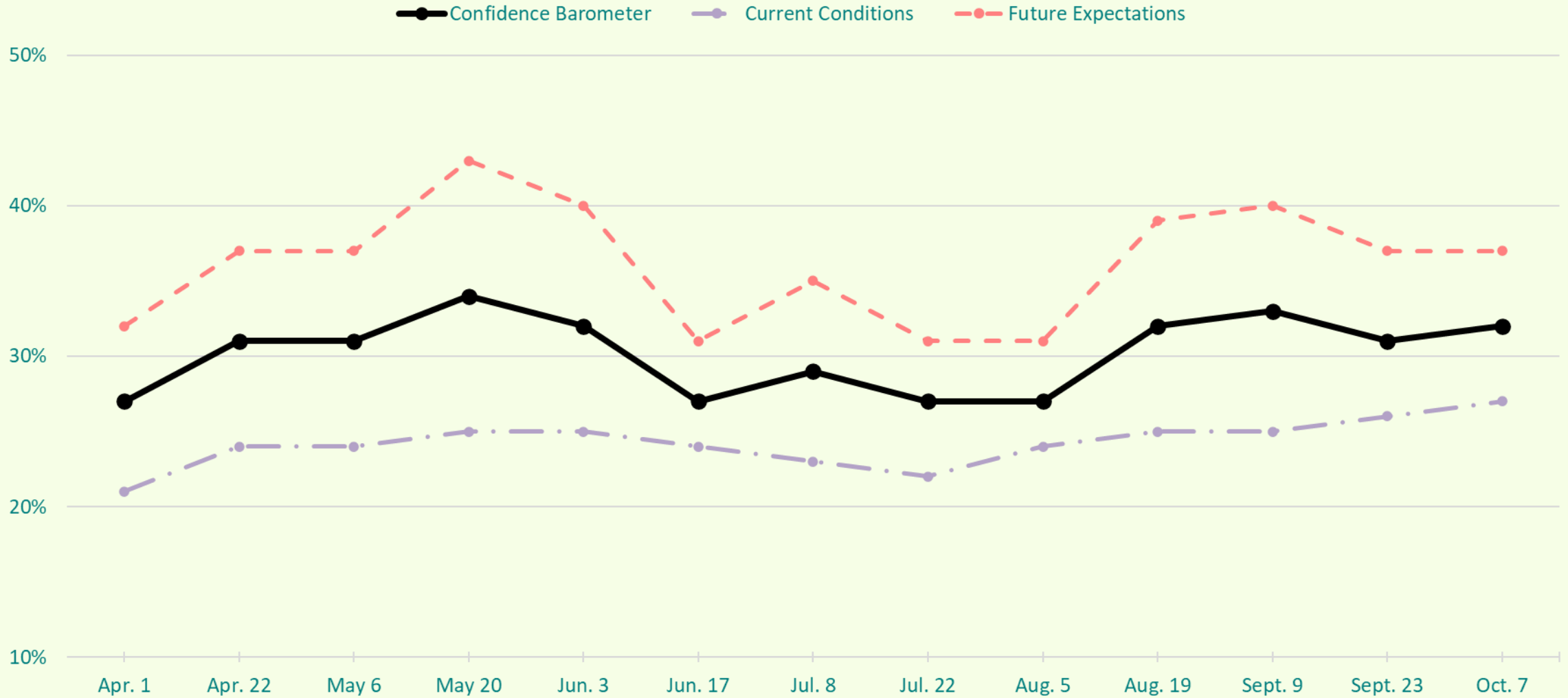
**RON BONJEAN, PARTNER, ROKK SOLUTIONS  
RICH THAU, PRESIDENT OF ENGAGIOUS  
JON LAST, PRESIDENT OF SPORTS & LEISURE RESEARCH GROUP  
GINA DERICKSON, RESEARCH DIRECTOR OF ENGAGIOUS**

# CONTEXT: RESPONDENTS ACTIVELY ENGAGE

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

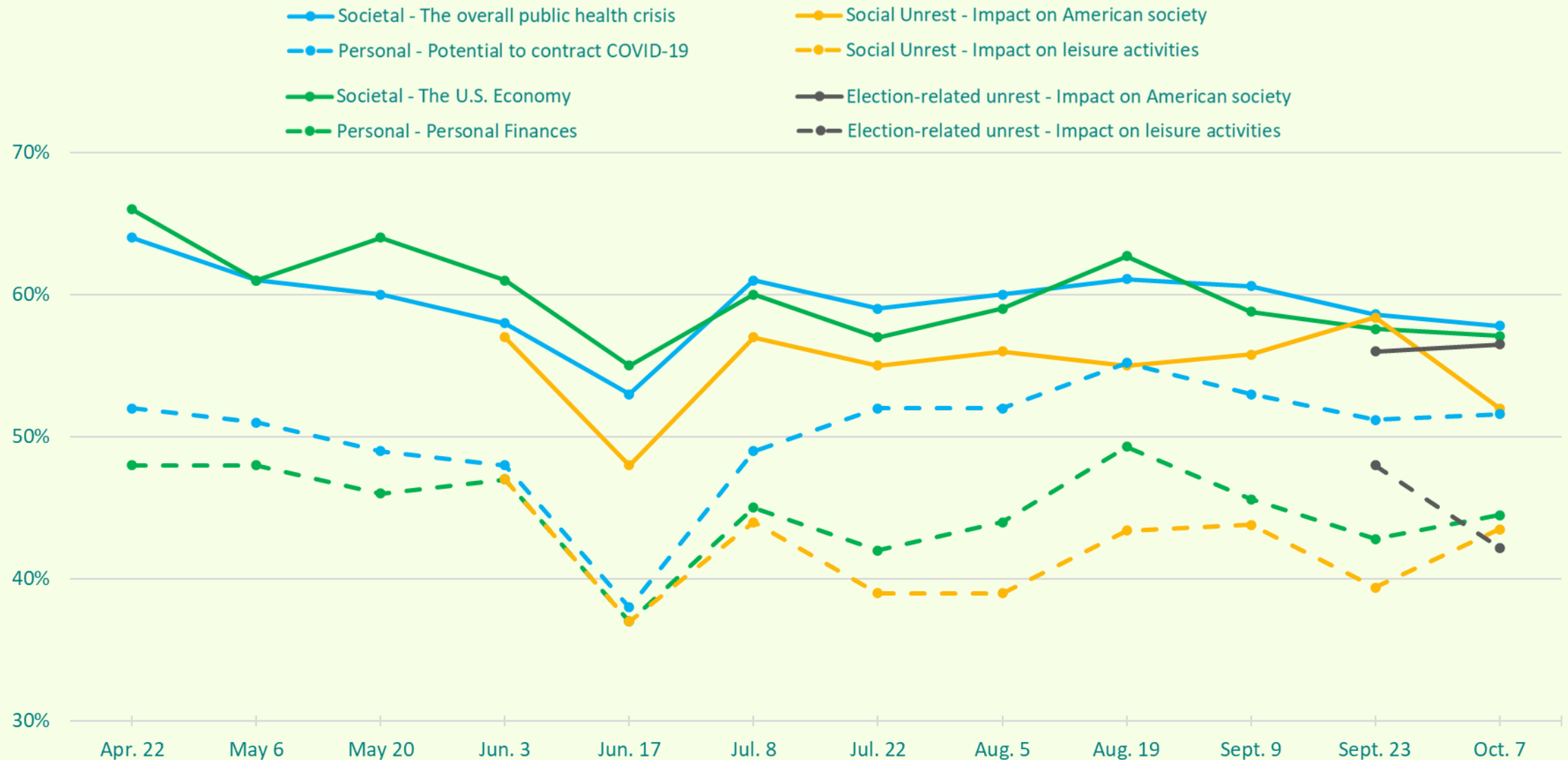


# CONFIDENCE BAROMETER SHOWS MINOR UPTICK



[Back to Normal Barometer, Oct. 7, 2020](#)

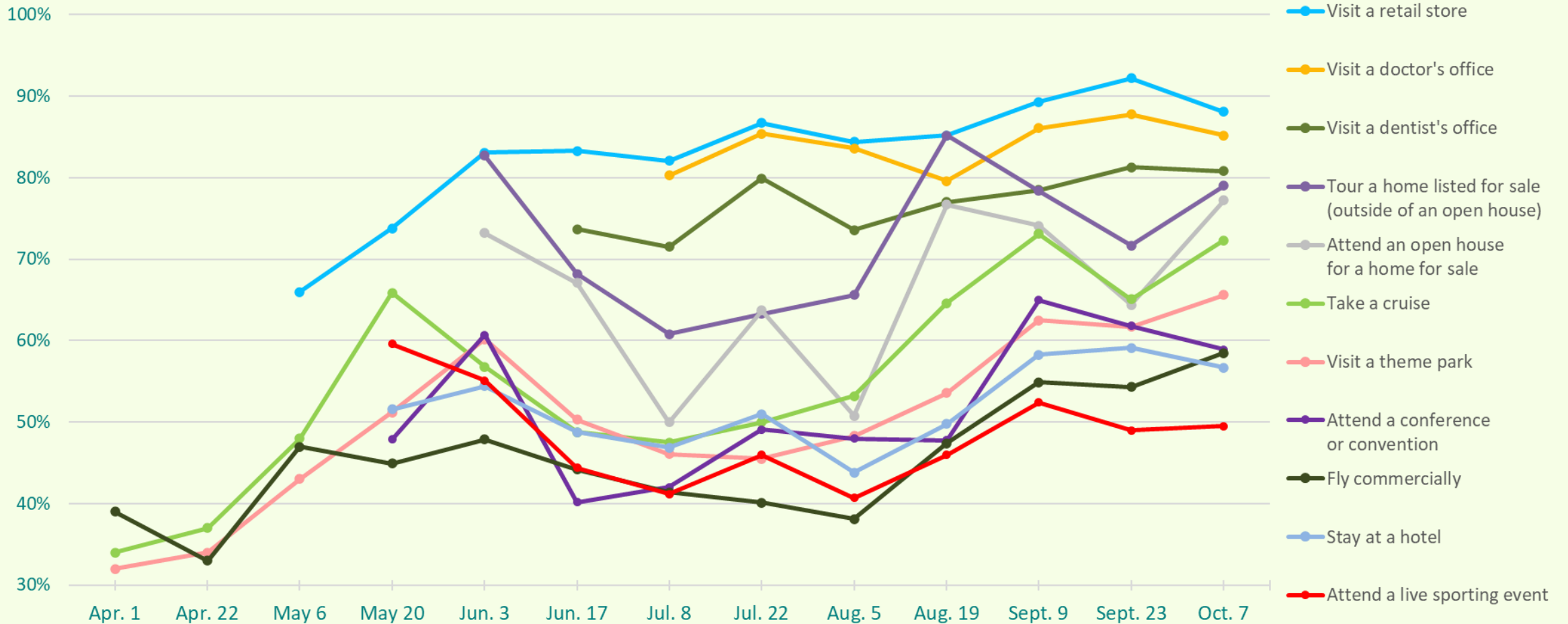
# FOUR CONCERNS VIE FOR MOST WORRYING



% who are very concerned about each item; Back to Normal Barometer, Oct. 7, 2020

# “RECENTLY ACTIVE” + “READY TO GO” CLIMB IN MANY SECTORS

[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



**AND MANY SAY THEY ARE BETTER OFF NOW THAN 4 YEARS AGO**



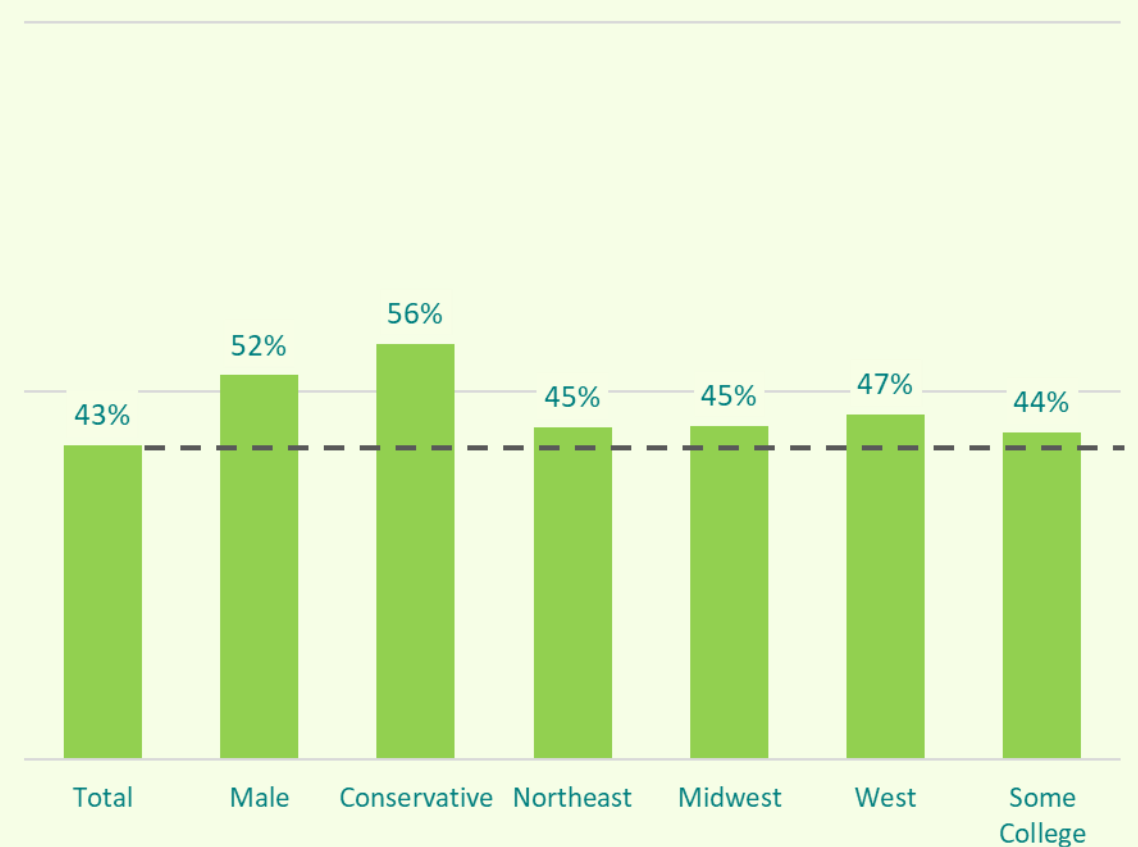
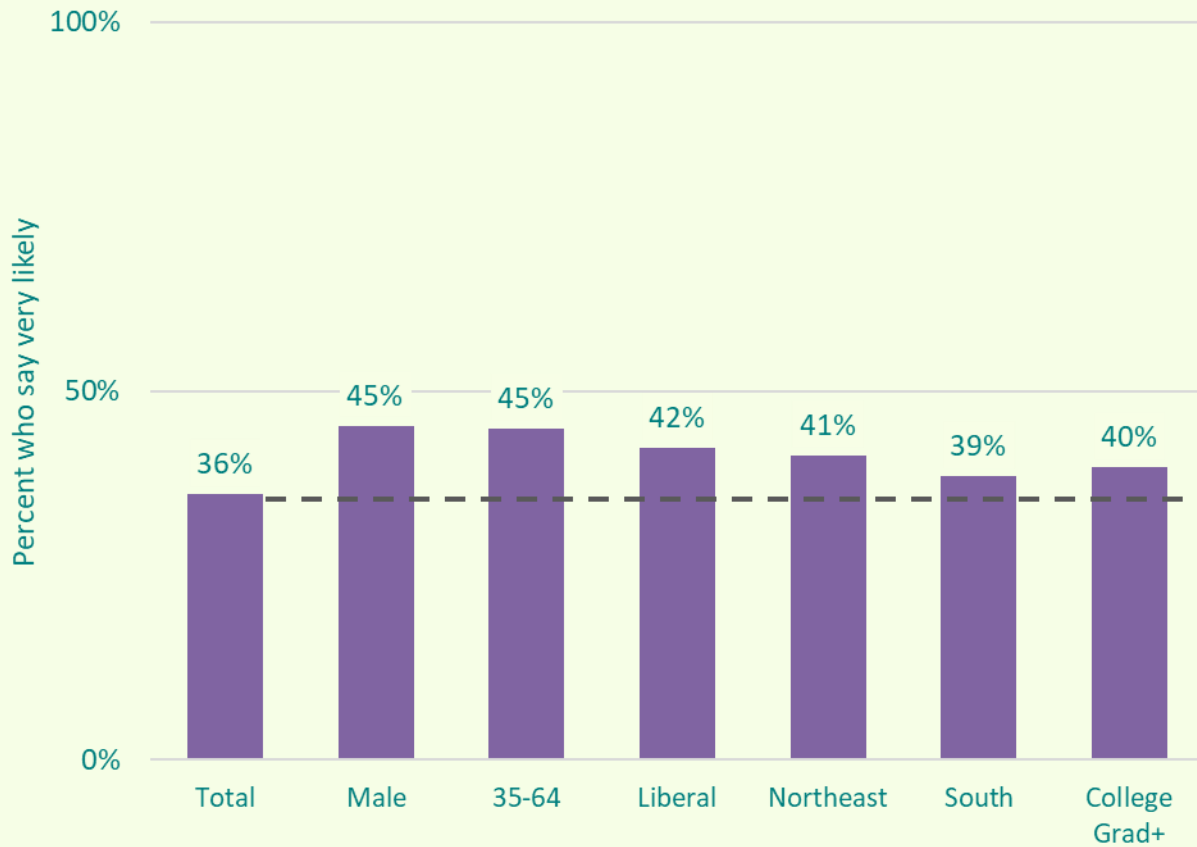


**But then there's the election...**

# VIEWS COMPETE OVER WHEN WE'LL KNOW WHO WON

Americans will know who won the Presidential election within 24 hours of Election Day

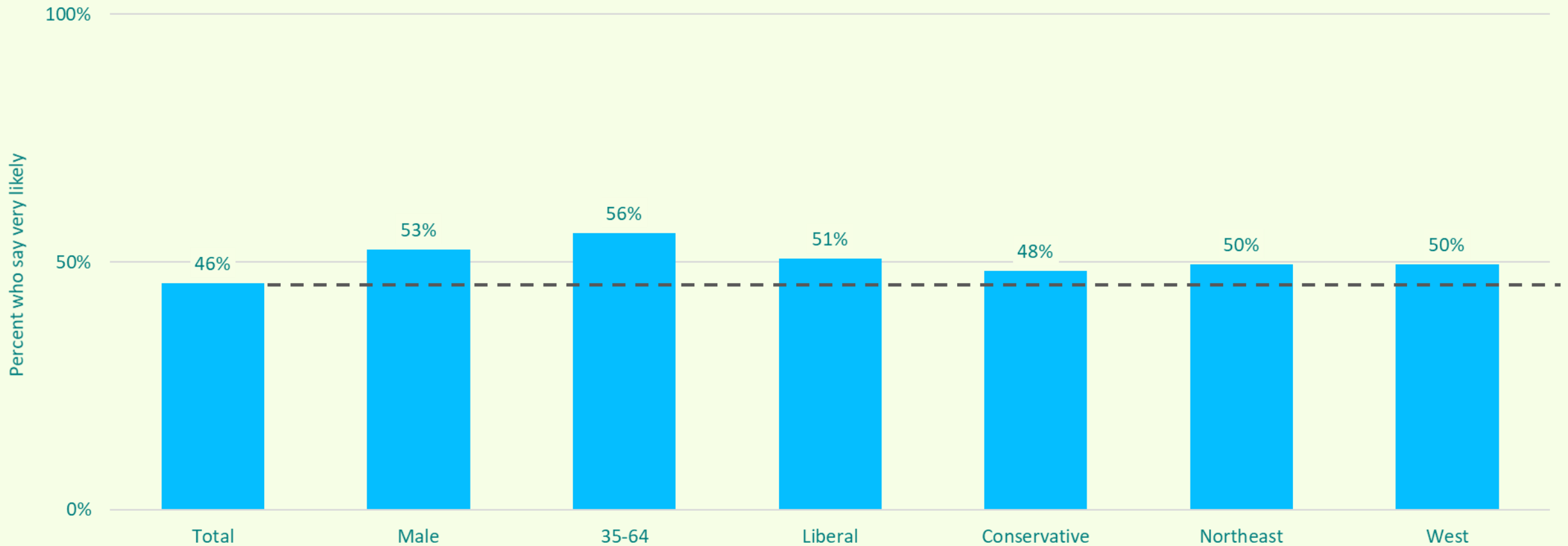
We will not know the final results of the Presidential election until several weeks after Election Day





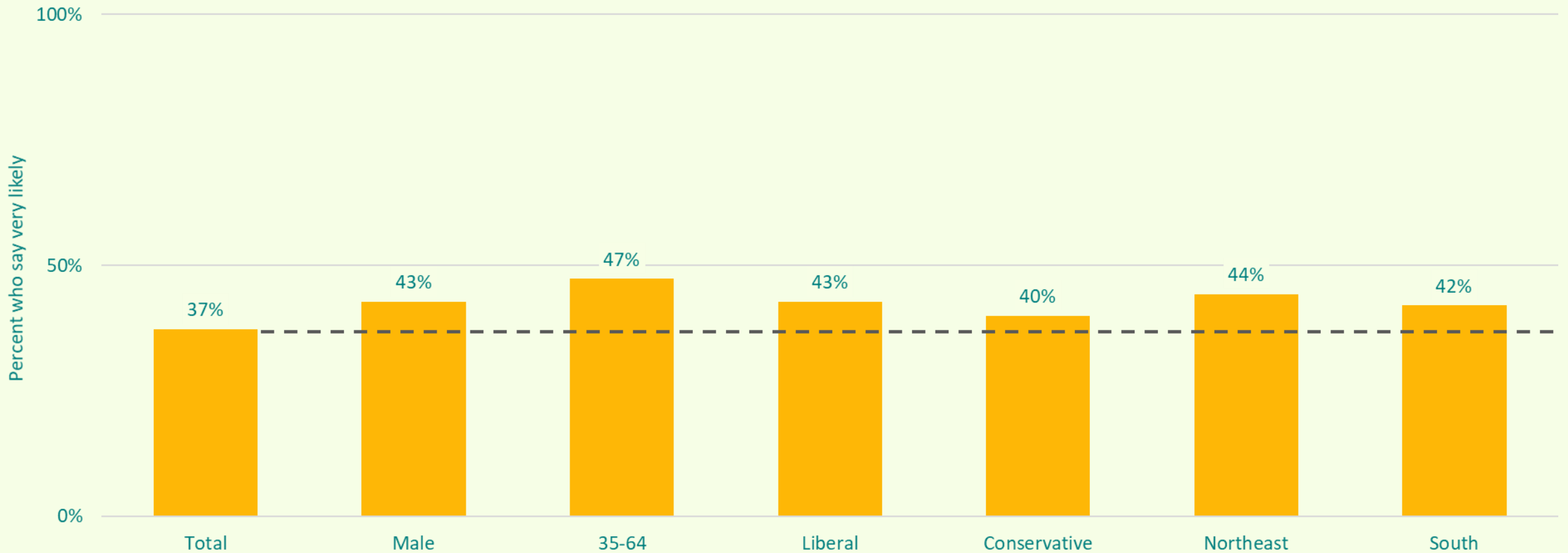
# MAJORITY OF MEN THINK THERE WILL BE ELECTION LAWSUITS

In your opinion, please indicate the likelihood of the following to happen: There will be widespread litigation by one or both Presidential candidates to contest the election results.



# MORE THAN 1/3 EXPECT ELECTION ANARCHY AND CHAOS

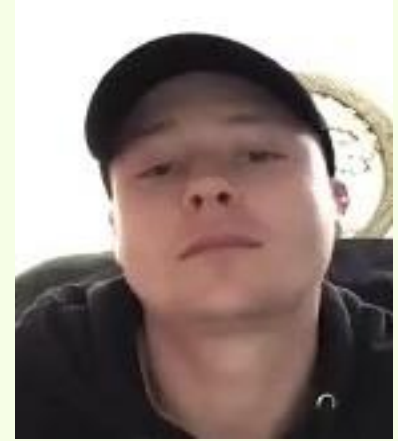
In your opinion, please indicate the likelihood of the following to happen: The results of this election will plunge our country into violent anarchy and chaos.



# SO, YES, THE STRESS REMAINS

- 65% are more stressed than a month ago
- 61% expect to be more stressed a month from now
- 58% are stockpiling/plan to stockpile food and other essentials
- 61% agree they're concerned about a second civil war

# IN-DEPTH INTERVIEWS – GOT STRESS?



# THIS IS WHAT A DIVIDED COUNTRY SOUNDS LIKE

- The pandemic, election, and social unrest created a remarkable divide
  - *“I feel like it’s neighbor against neighbor.”*
  - *“There is literally somebody, something out there trying to divide everybody, and they're doing a good job at it.”*
  - *“In the Pledge of Allegiance, it’s ‘One country under God, indivisible’... And right now it's not like we're indivisible - we're very divided.”*
  - *“The whole atmosphere is kind of fighting right now. It's like everyone's mad at each other... And you're afraid to talk about it with people because of the aggressiveness.”*
  - *“We've all had to get rid of friends recently because we just don't agree on everything. I've blocked phone numbers. My social media is deactivated because I just couldn't handle the amount of negativity on there.”*
- Even families are divided
  - Police officer’s daughter saying things that go against her roots
  - Brother and sister stopped talking – wedge over politics



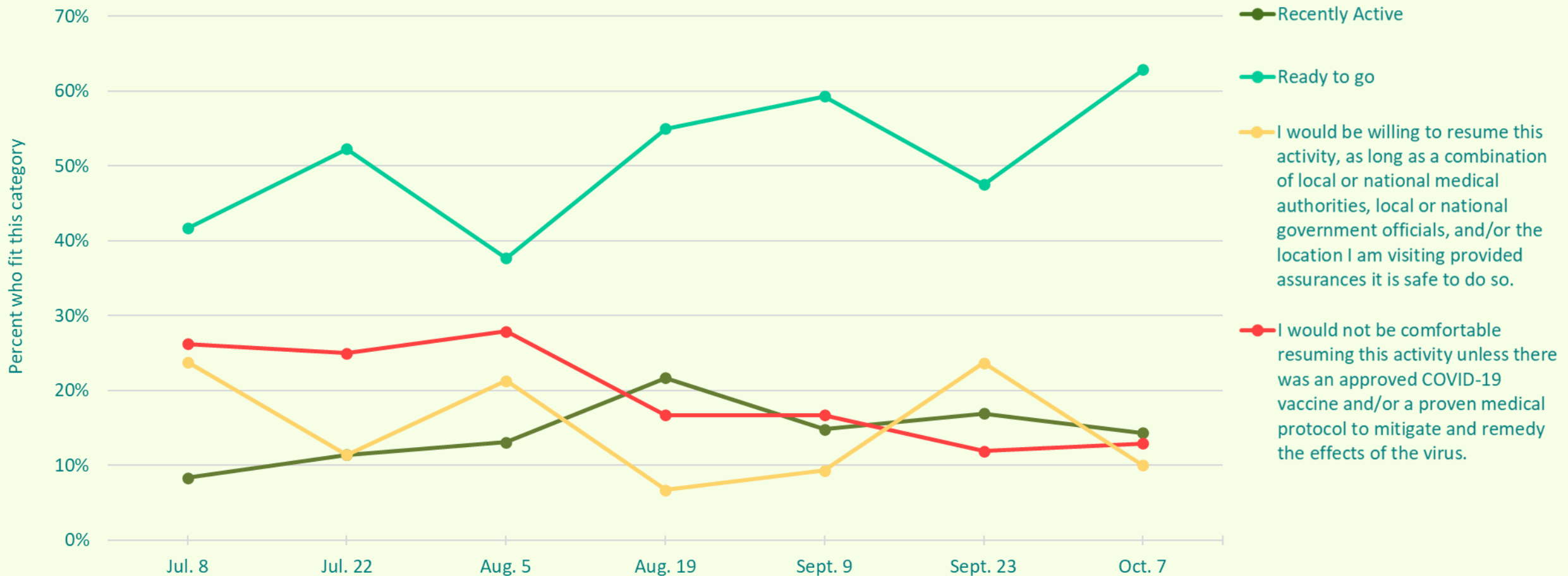
# Ready or Not





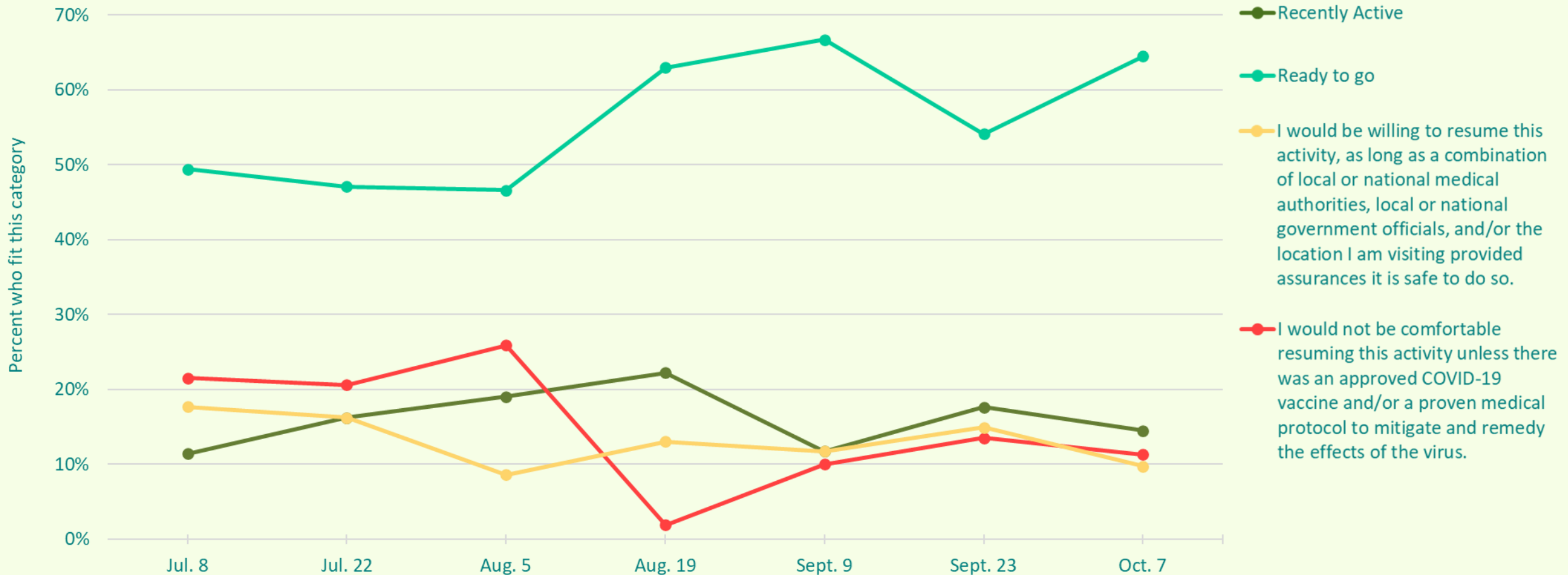
# ALMOST 2/3 WOULD ATTEND AN OPEN HOUSE

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



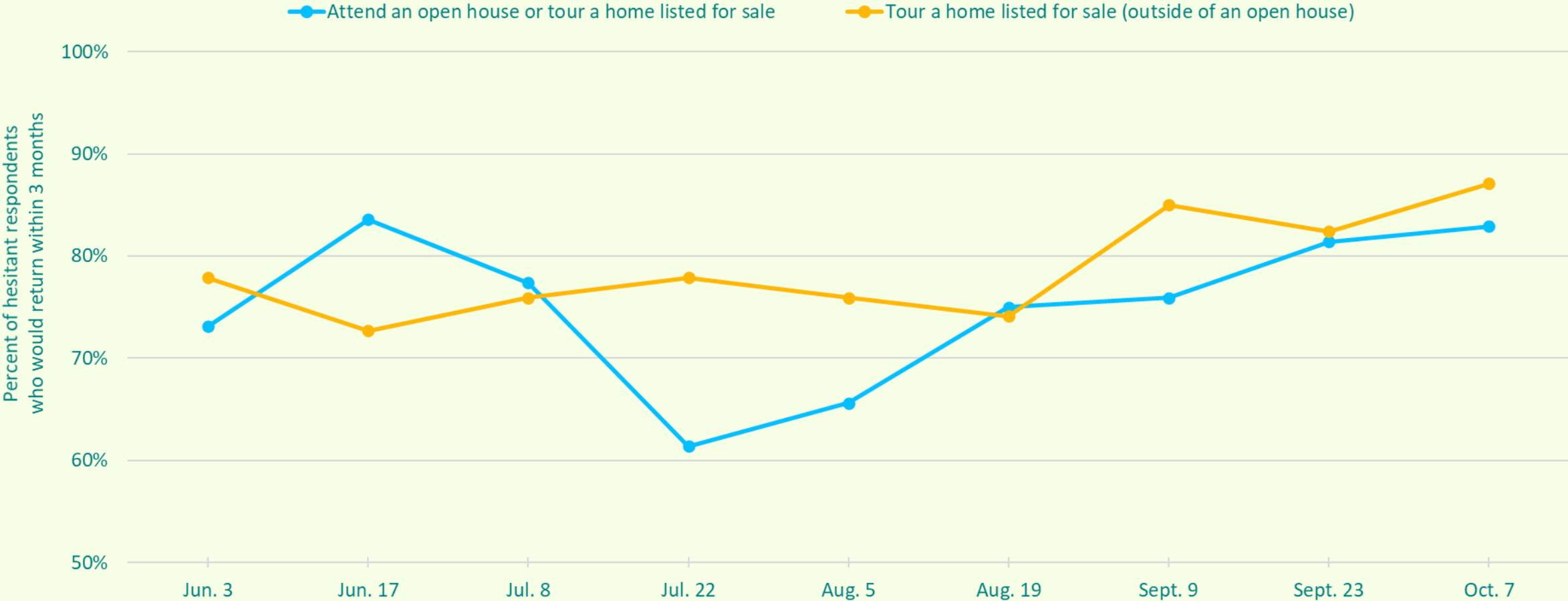
# ALMOST 2/3 WOULD TOUR A HOME FOR SALE

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...

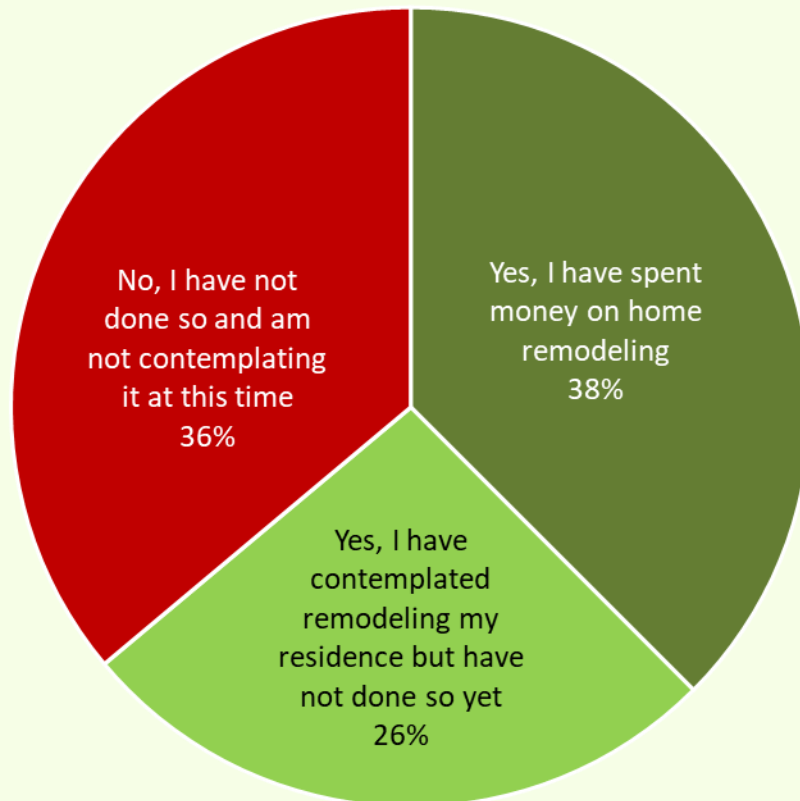


# NAR

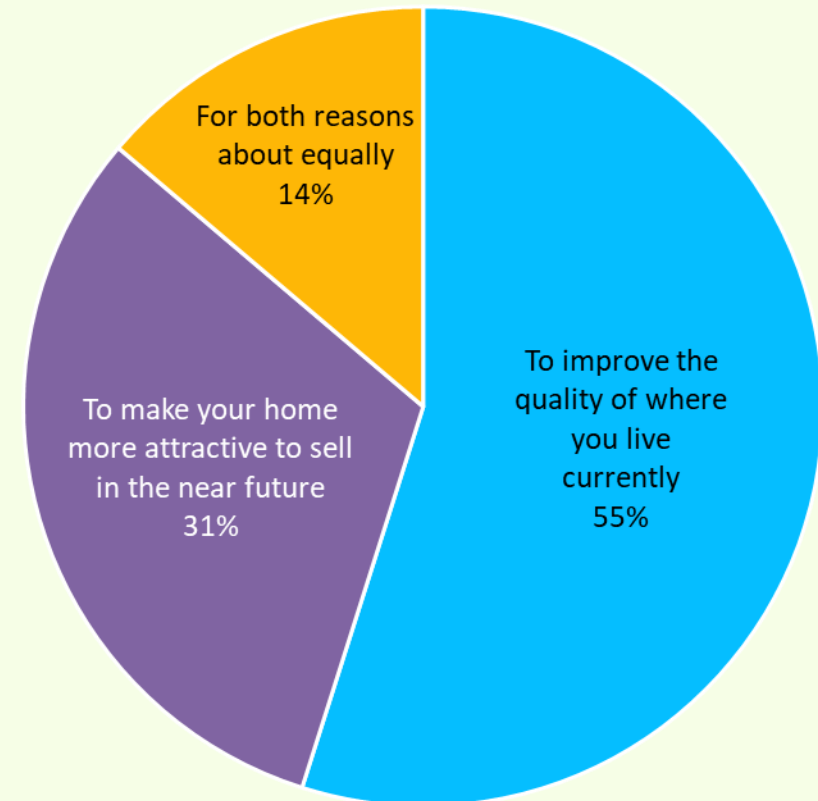


# 2/3 HAVE REMODELED THEIR HOME OR THOUGHT ABOUT IT

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



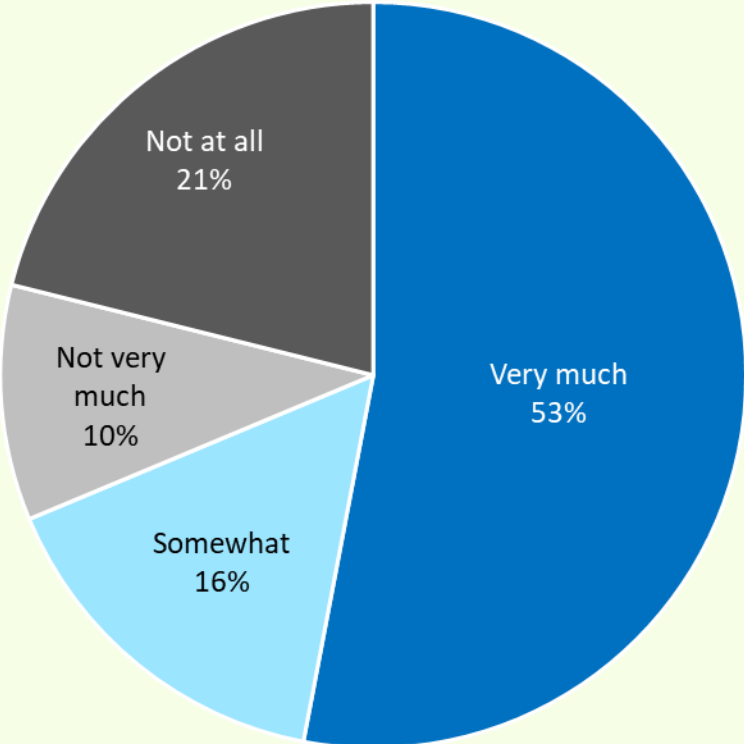
[Among those who have spent money remodeling, or contemplated doing so] Are you doing the remodeling primarily...



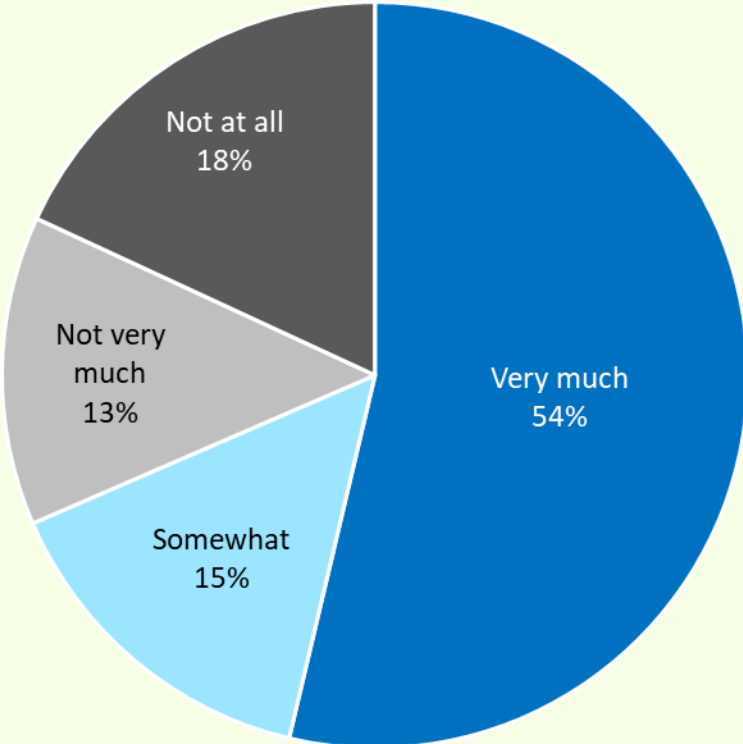
# MOST WHO WFH WANT TO GET BACK TO WORKING AT OFFICE

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

Wave 12



Wave 13

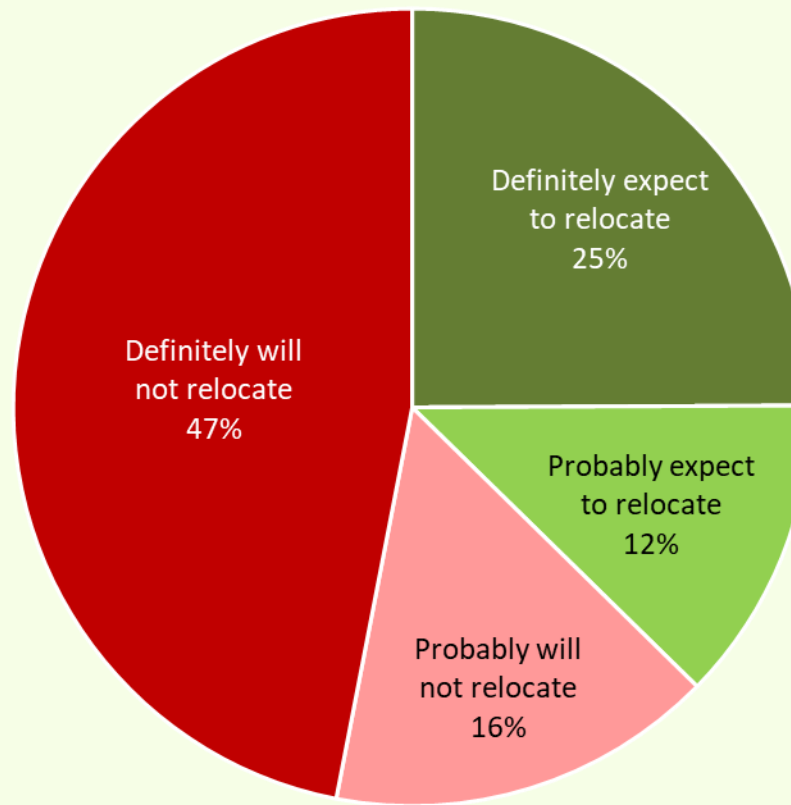


n=166, Sept. 23, 2020; n=149, Oct. 7, 2020



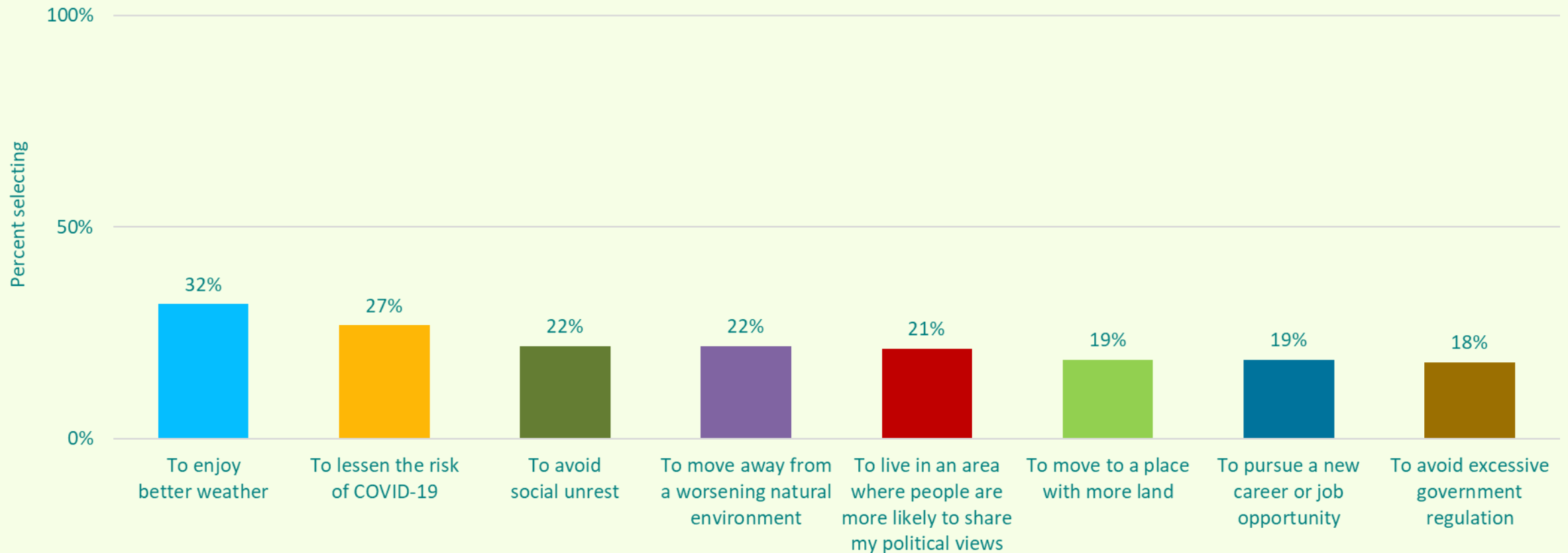
# 1/4 EXPECT TO RELOCATE WITHIN THE NEXT SIX MONTHS

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



# THOSE WHO'D RELOCATE SEEK BETTER WEATHER, LOWER RISK

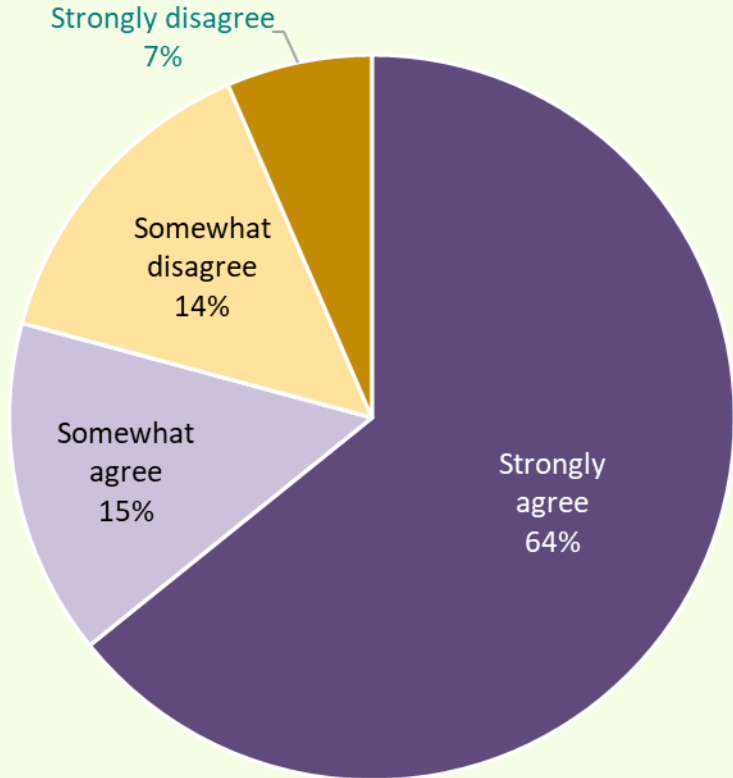
[Among those most likely to relocate:] Which, if any, of the following are the reasons why you are likely to relocate more than 50 miles from your present residence, over the next six months...



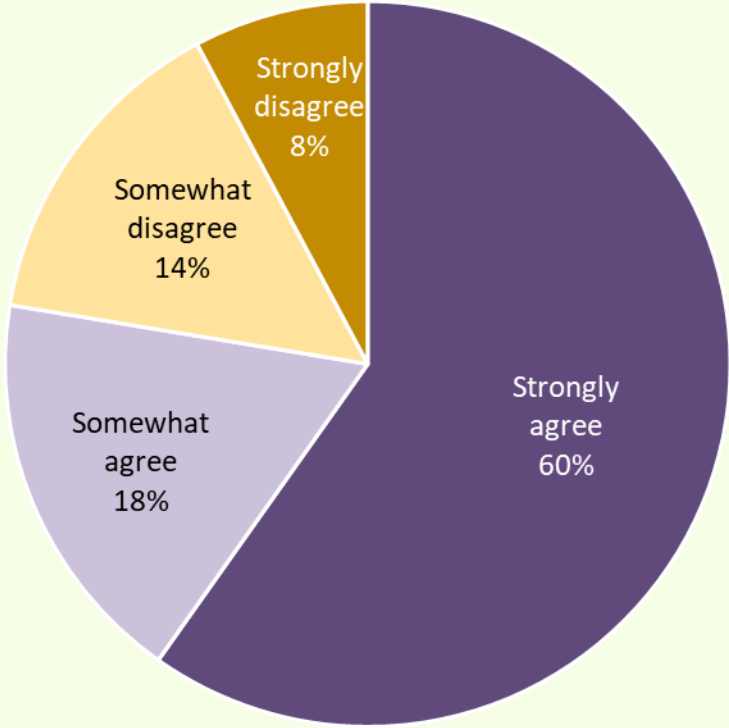
# Vaccines

# EMPLOYERS SHOULD MAKE GETTING VACCINES EASIER

My employer should make it easy for employees to get a flu shot this autumn



Once a COVID-19 vaccine becomes widely available, my employer should make it easy for employees to get it



n=321, Back to Normal Barometer, Oct. 7, 2020

# VACCINATION INTENT FALLS TO A LOW POINT

- 58% are strongly concerned that there will be a second wave of COVID-19 outbreak, requiring event cancellations and lockdowns this year
- Only 29% strongly agree that the COVID-19 pandemic is less of a threat to Americans than it was this summer
- More than half of the country is still very concerned about the potential for themselves or a loved one to contract COVID-19



...Yet a Barometer low 49% now strongly agree that they will definitely get a COVID-19 vaccine when it becomes available

# KEY GROUPS LAG IN WILLINGNESS TO GET COVID VACCINE

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



n=491, Back to Normal Barometer, Oct. 7, 2020



# QUESTIONS?

- What questions do you have about the findings?
- What should we ask in wave 14?

**Ron Bonjean, [ron@rokkolutions.com](mailto:ron@rokkolutions.com)**

**Rich Thau, [rich@engagious.com](mailto:rich@engagious.com)**

**Jon Last, [jlast@sportsandleisureresearch.com](mailto:jlast@sportsandleisureresearch.com)**

**Gina Derickson, [gina.derickson@engagious.com](mailto:gina.derickson@engagious.com)**