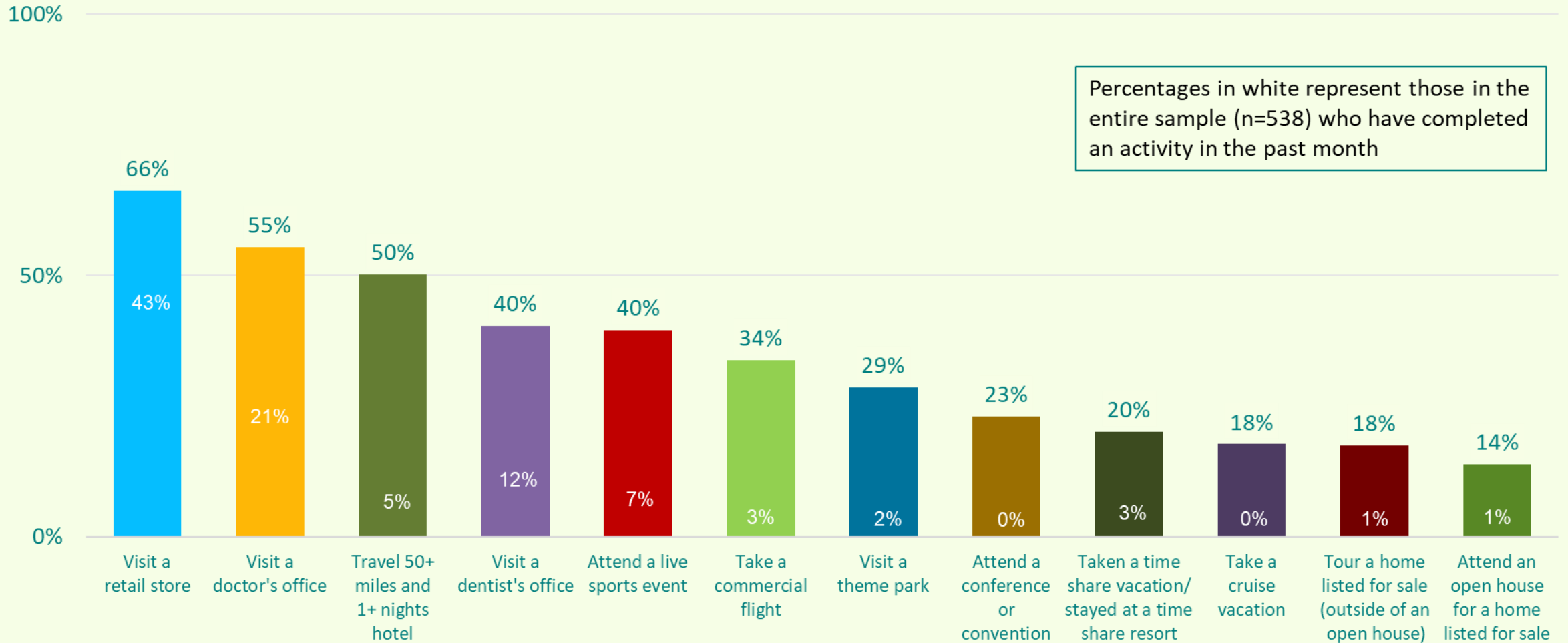


WAVE 15: MOVING BEYOND THE ELECTION

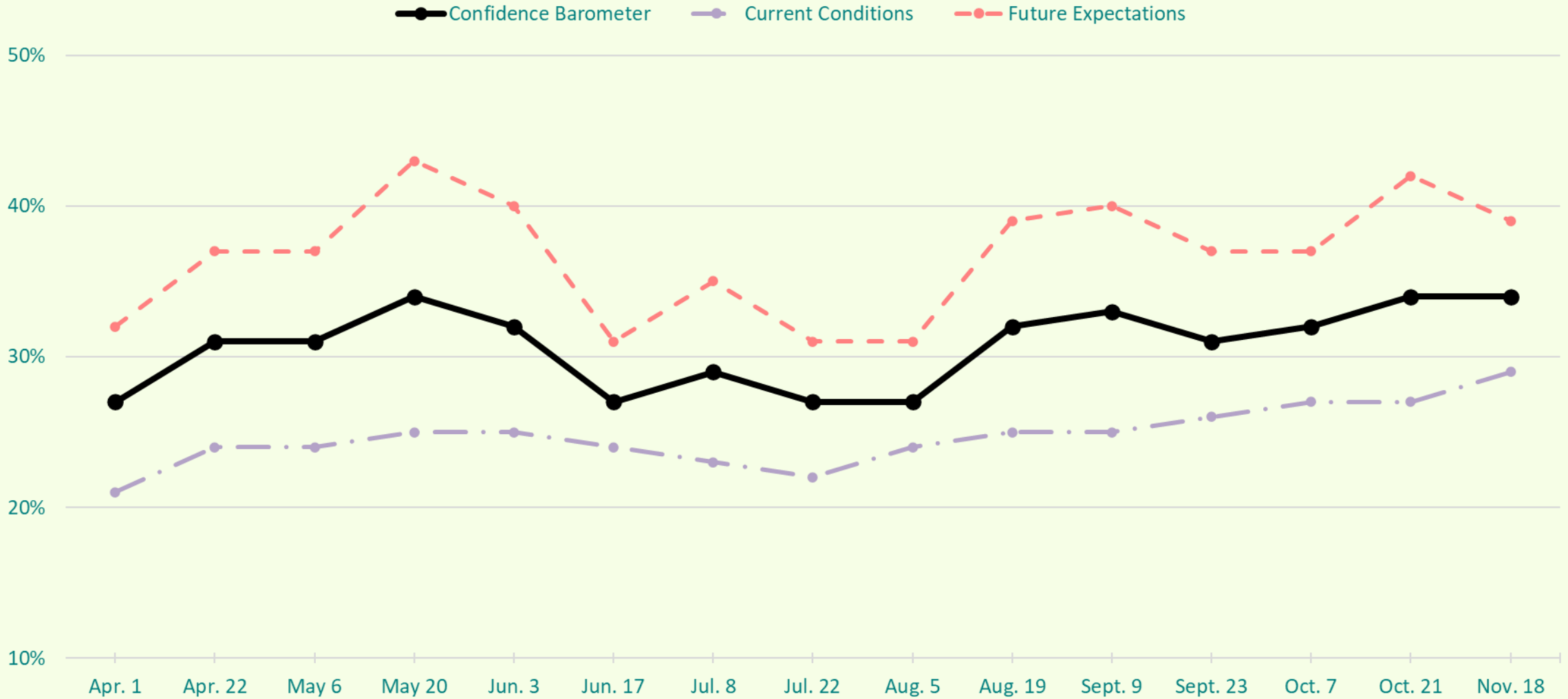
Public opinion insights from the Nov. 18, 2020
“Back-to-Normal Barometer”

CONTEXT: RESPONDENTS ACTIVELY ENGAGE

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



CONFIDENCE BAROMETER PLATEAUS



Back to Normal Barometer, Nov. 18, 2020

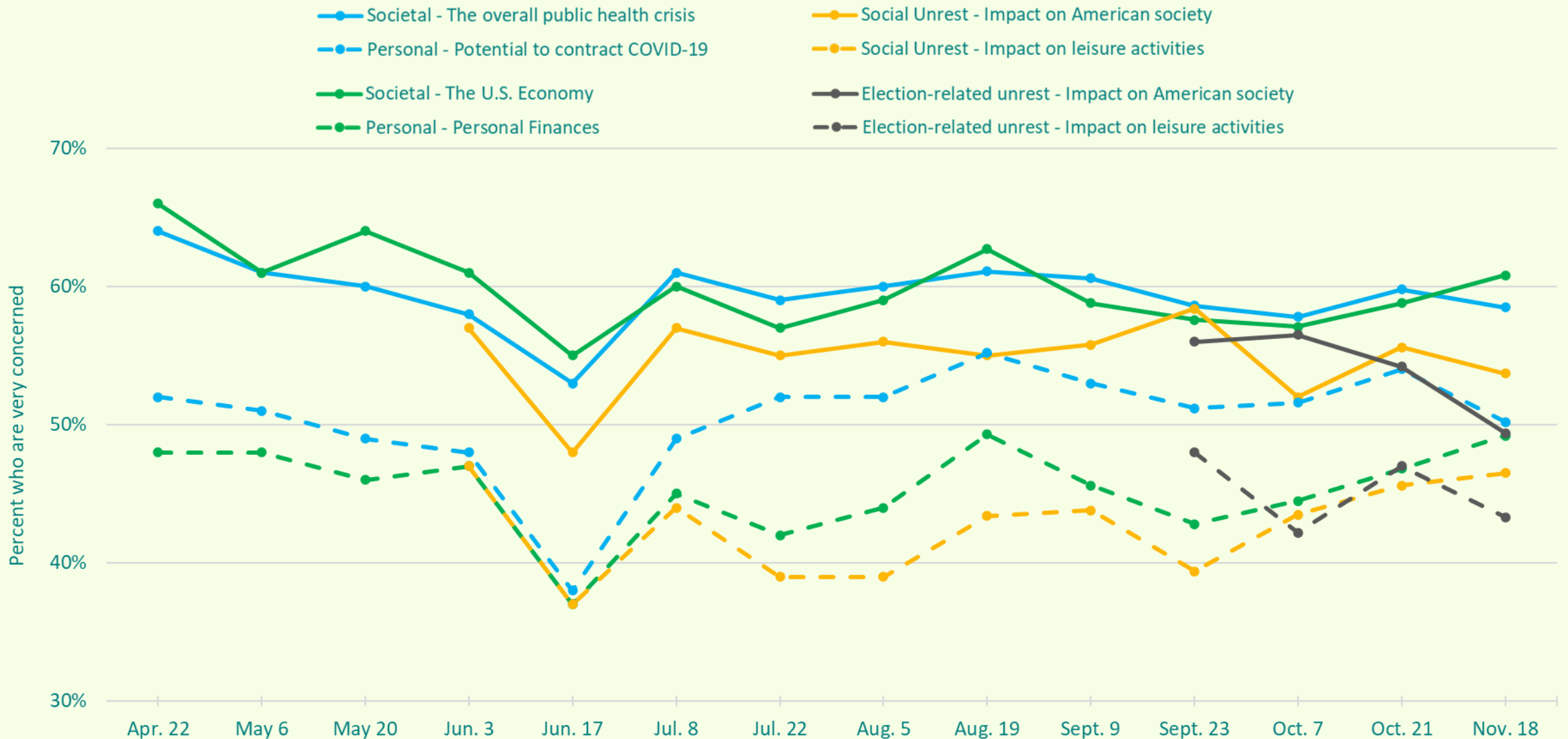


Engagious



2020 BACK TO NORMAL BAROMETER

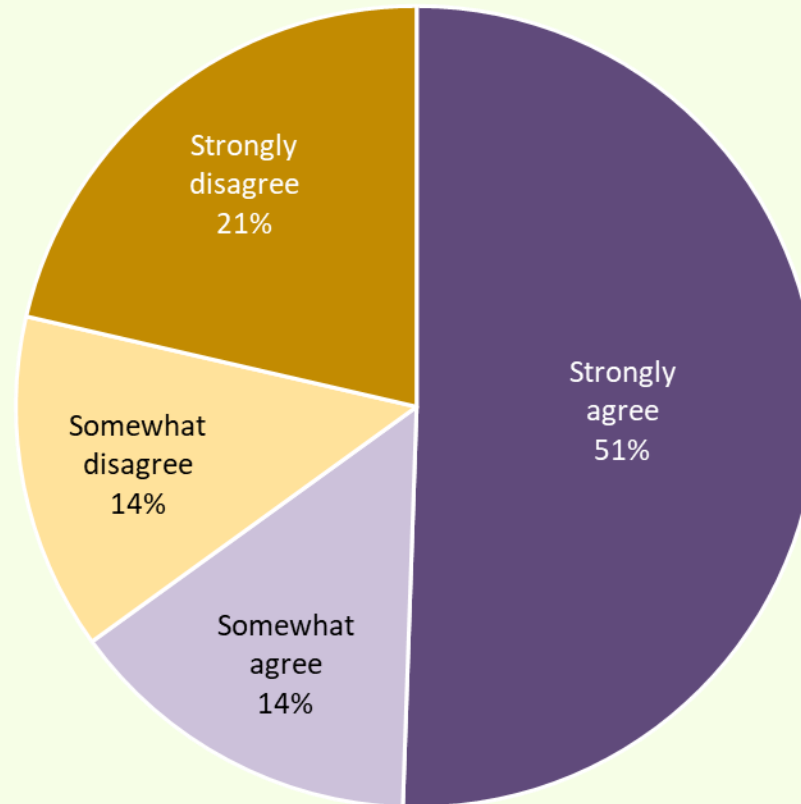
MOST PERSONAL/SOCIETAL CONCERNS ABATE



The post-election landscape

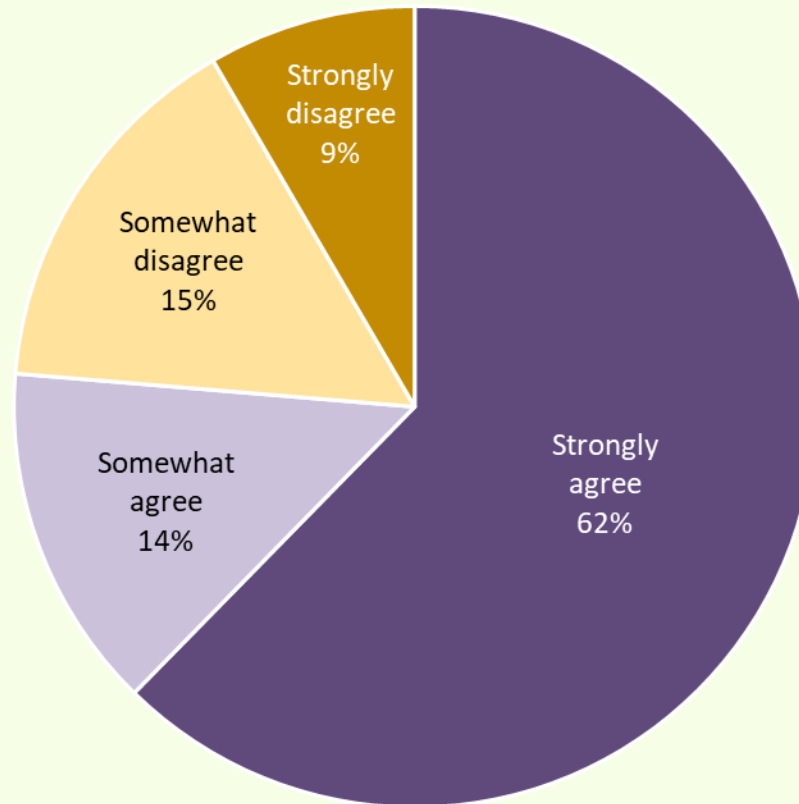
2/3 THINK THE ELECTION WAS EXECUTED FAIRLY

The 2020 election was executed fairly.



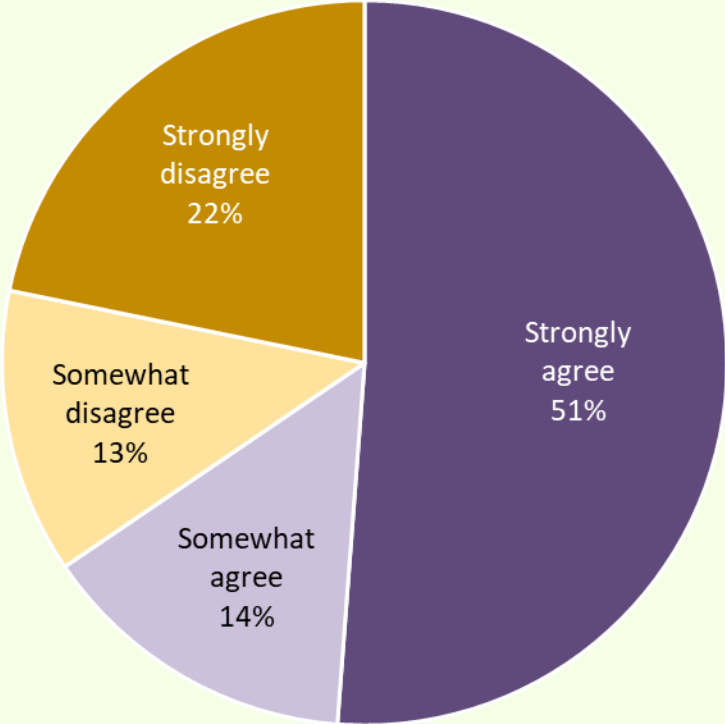
3/4 THINK IT'S TIME FOR AMERICA TO COME TOGETHER

The time is now for our country to come together.

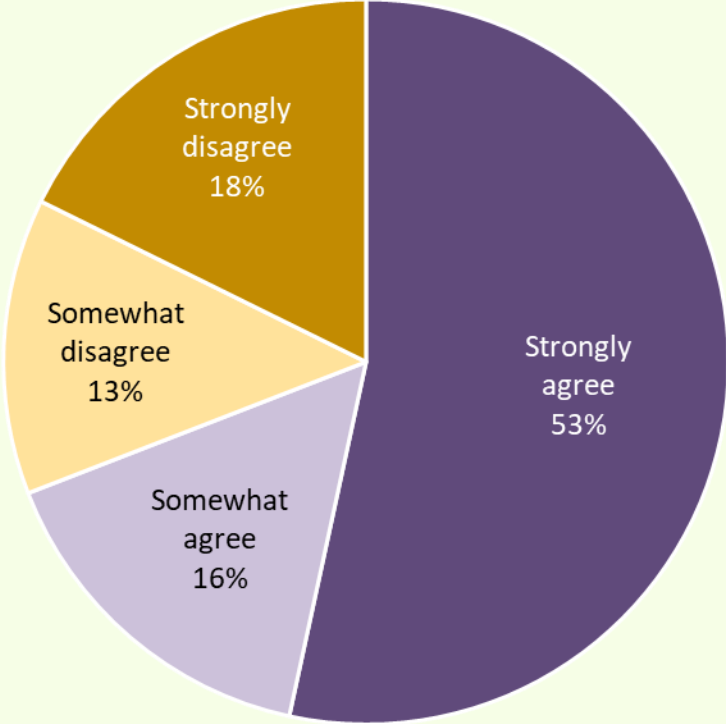


MAJORITY HOPE BIDEN WILL UNITE AMERICA

Joe Biden can be a President for all Americans.



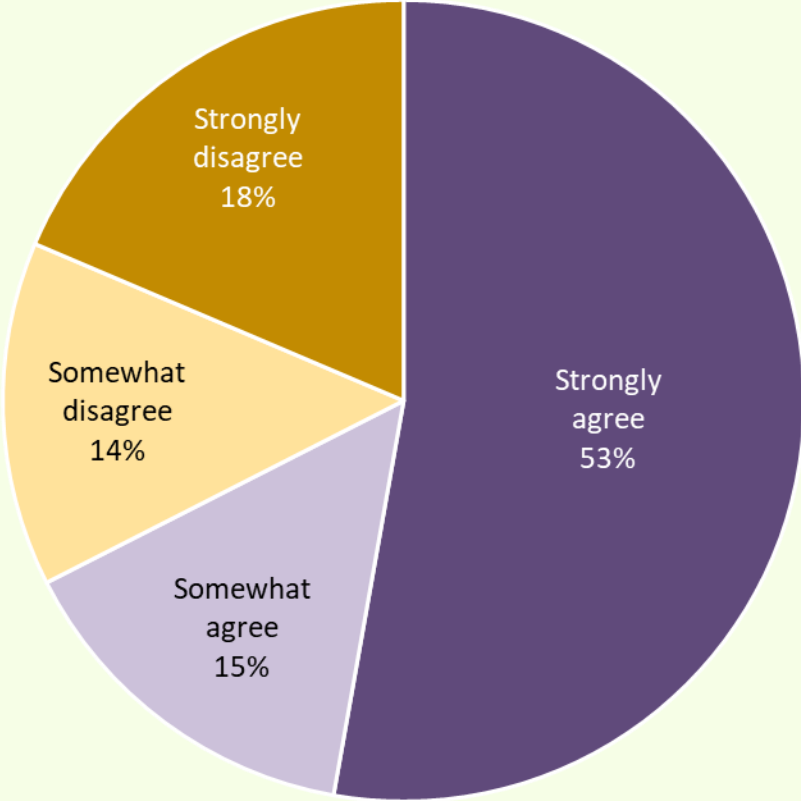
Joe Biden will try to be a President for all Americans.



n=537, Back to Normal Barometer, Nov. 18, 2020

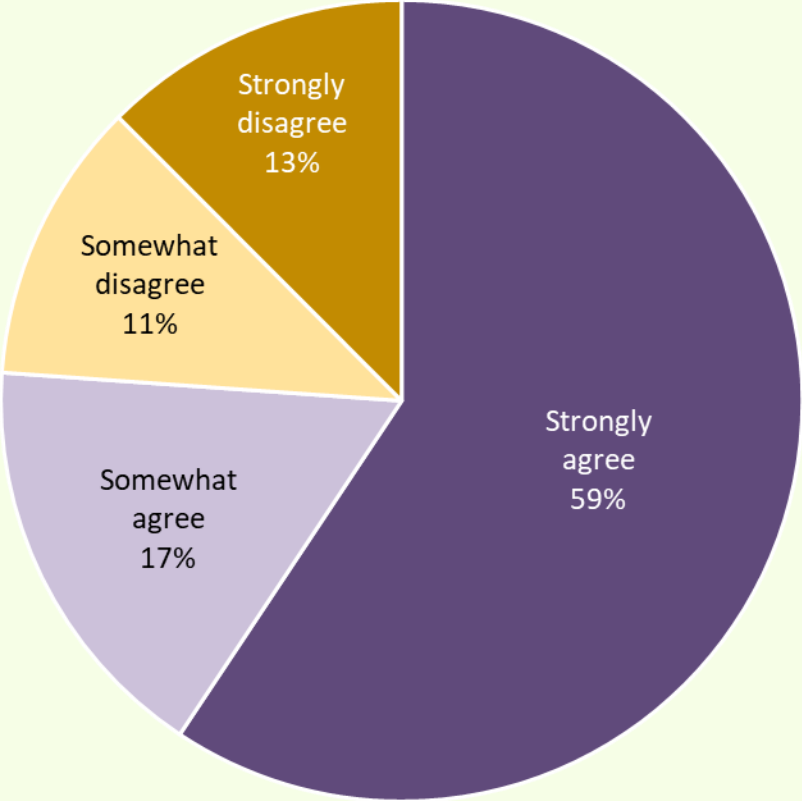
MAJORITY WANT TRUMP TO BE GRACIOUS IN DEFEAT

President Trump should be gracious in defeat.



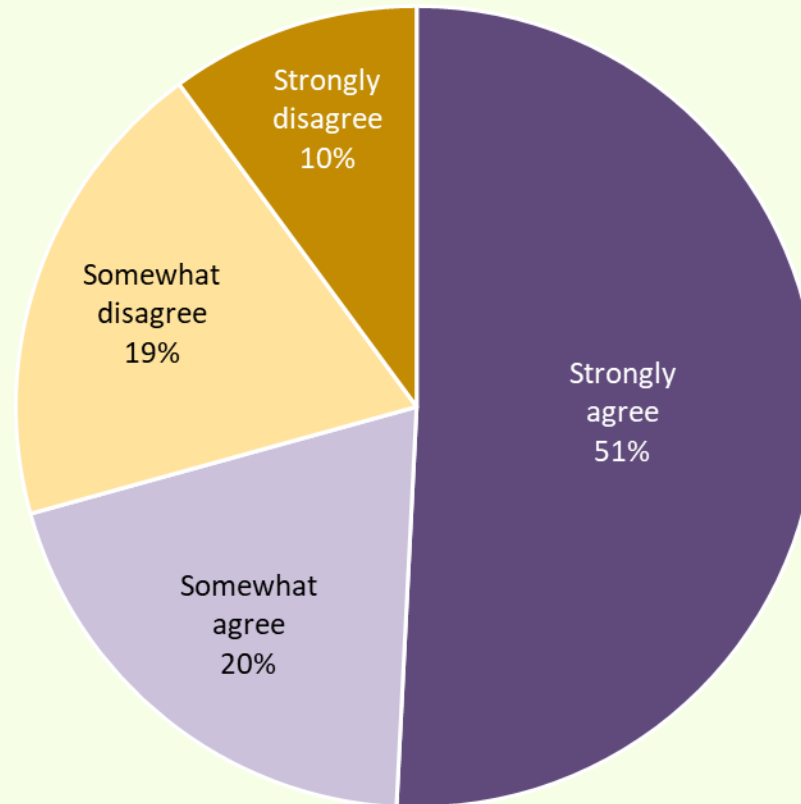
MOST THINK A PEACEFUL TRANSFER OF POWER IS ESSENTIAL

Whether or not you are happy with the result of the election, it is essential we have a peaceful transfer of power in January.



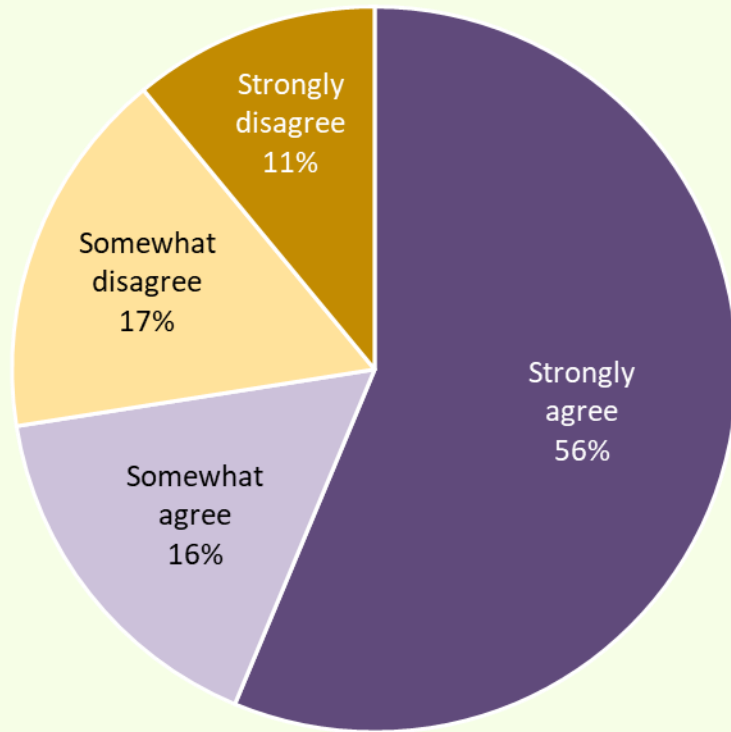
“HISTORIC TURNOUT DEMANDS ACTION” ARGUMENT RESONATES

Historic election turnout demands action in Washington, DC.

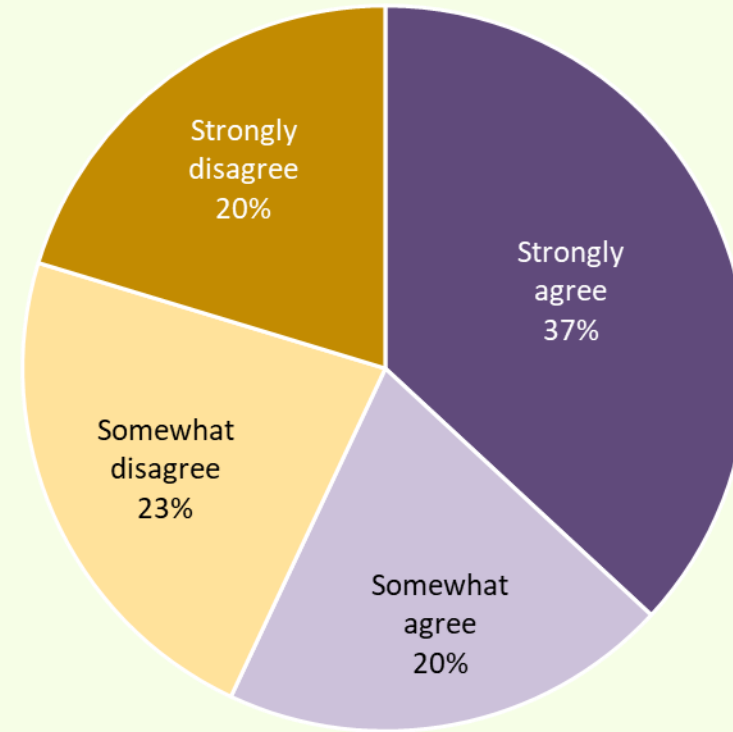


THEY HOPE FOR AN END TO GRIDLOCK, BUT DON'T EXPECT IT

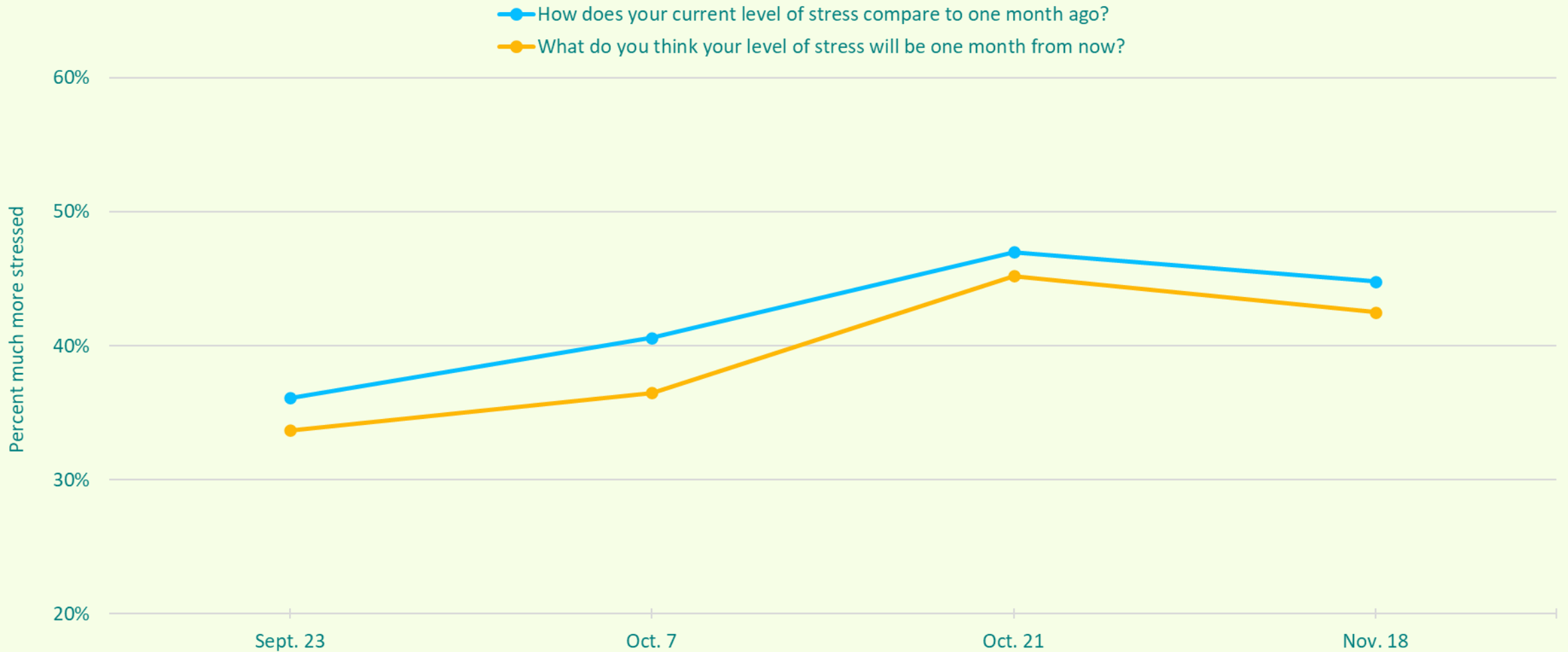
I hope gridlock in Washington will come to an end in 2021.



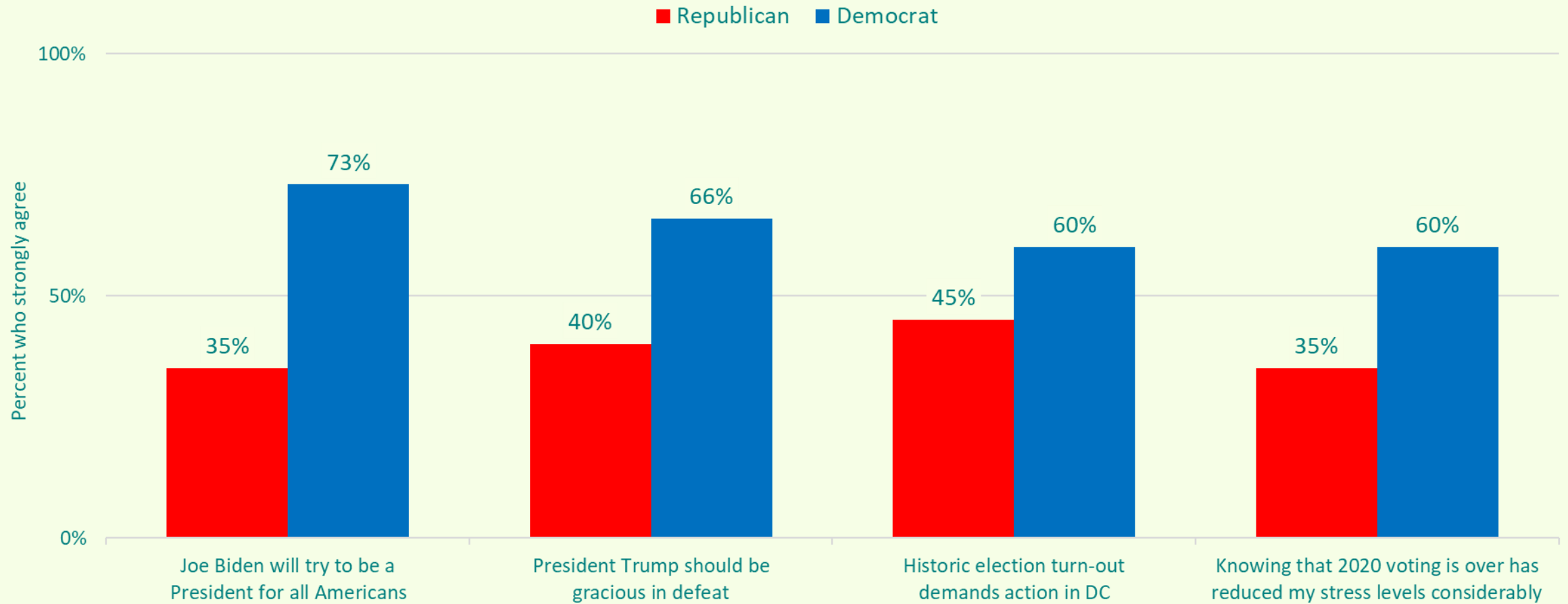
I expect gridlock in Washington will come to an end in 2021.



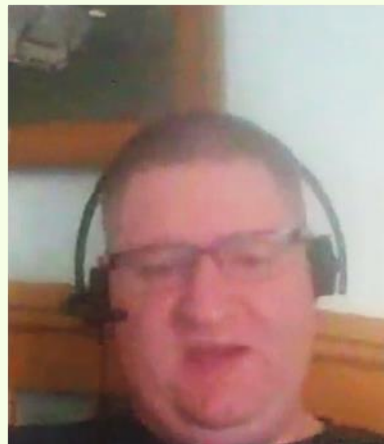
STRESS LEVELS ABATE A BIT...



...BUT REPUBLICANS ARE NOT BOUGHT IN



LISTENING TO AMERICA: 10 IN-DEPTH INTERVIEWS



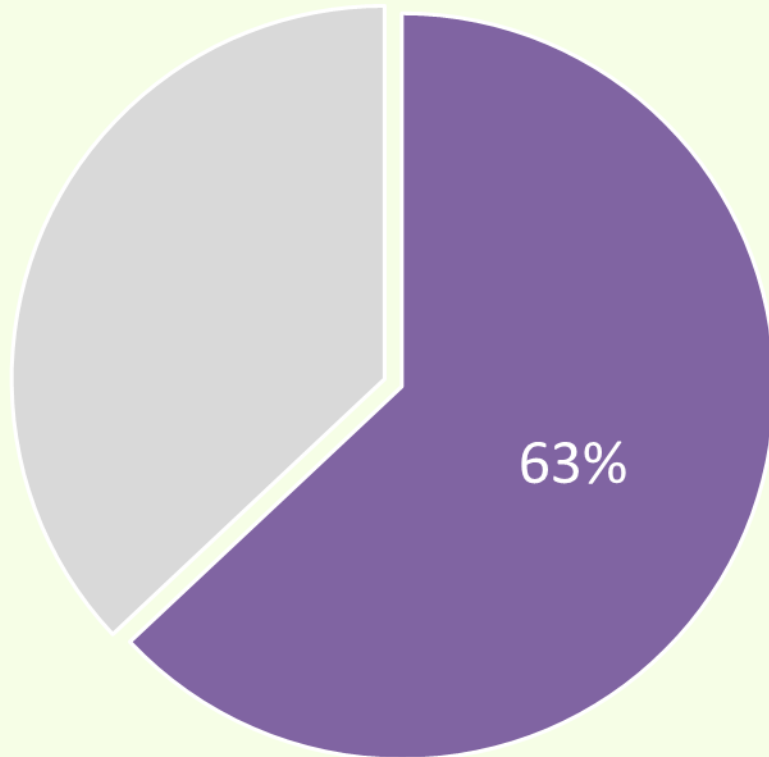
MANY ARE STILL ANXIOUS ABOUT THE ELECTION

- Six respondents had election-related stress going into Election Day – and they remain anxious
- Reasons included:
 - The country is divided and regardless of who won, we would remain divided
 - President Trump's ongoing claims of voter fraud and his refusal to concede
 - Concerns that Biden won't be in charge – those around him will implement their hidden agendas

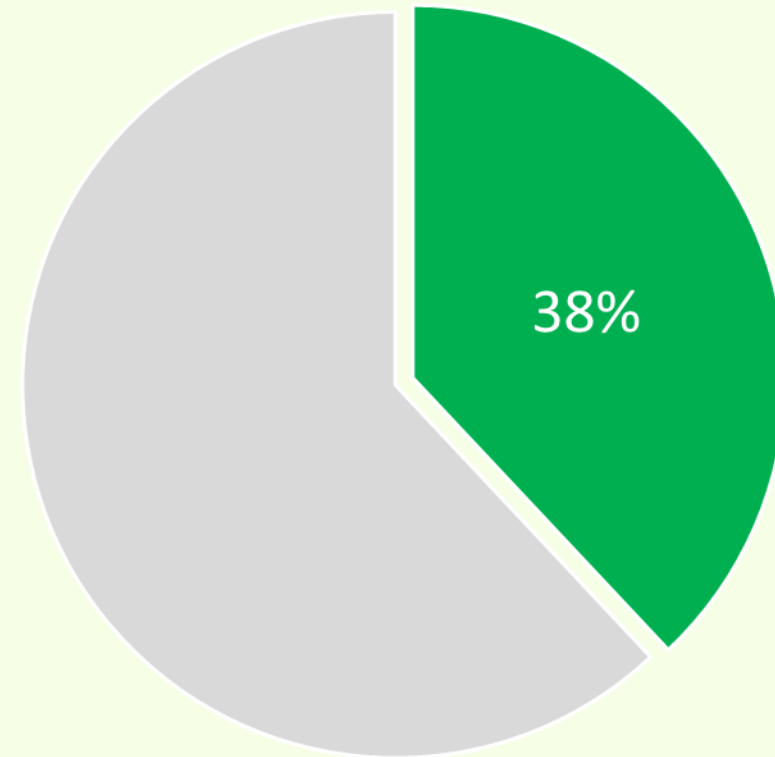
The pandemic

THEY EXPECT IT TO GET WORSE, AND OTHERS NOT FOLLOW RULES

Percent who expect to see the number of new daily COVID cases increase in the U.S. over the next two months

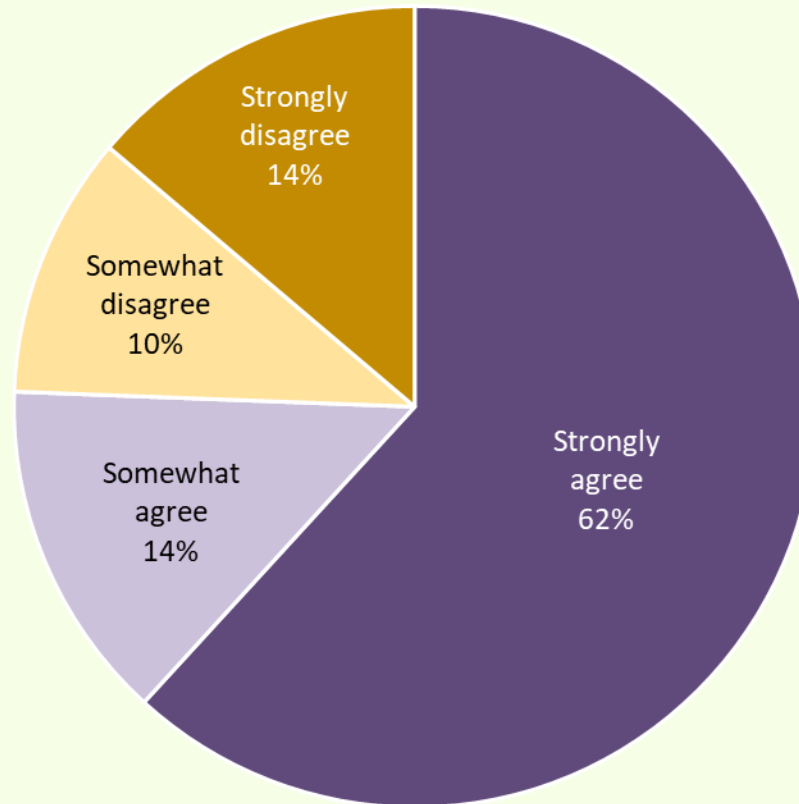


Percent who strongly believe people in general are strictly following stay at home and social distancing guidelines in place in their area



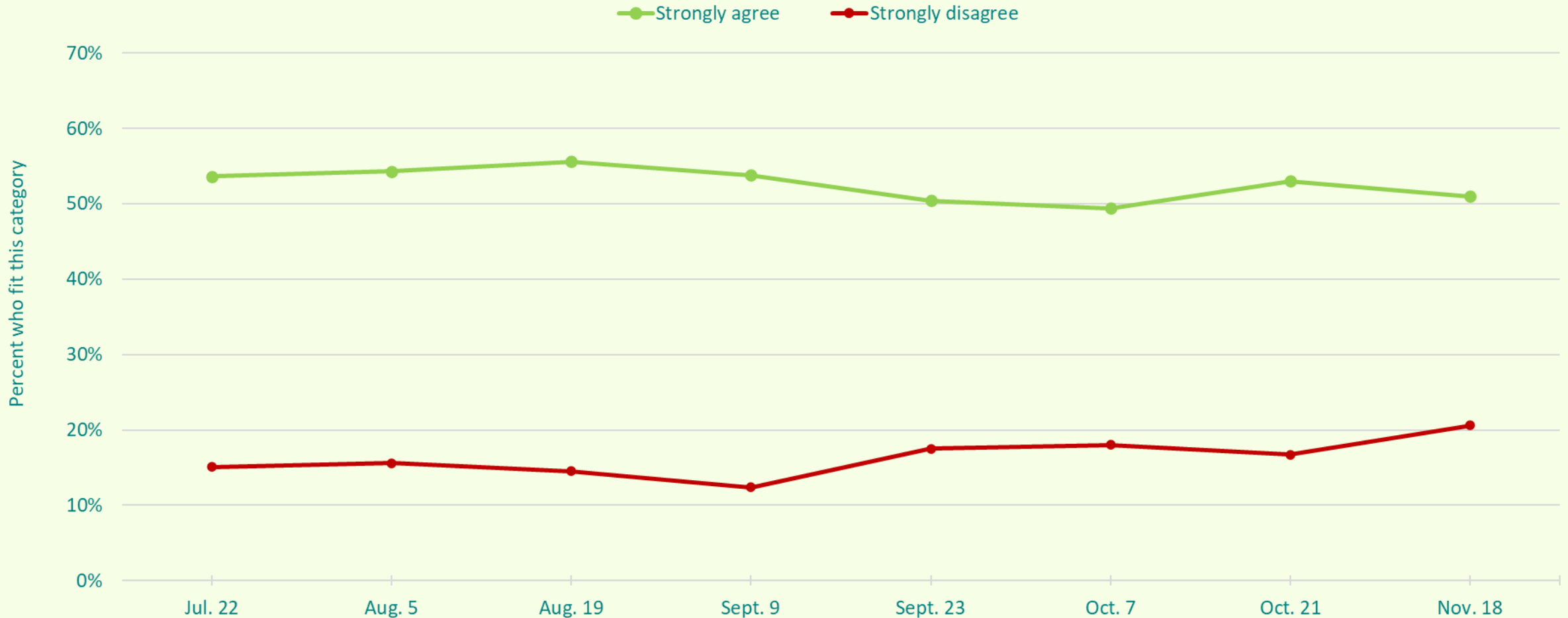
3/4 WOULD WEAR A MASK IF BIDEN ASKED

If President-elect Biden asked me to wear a mask when in public, I would wear one.



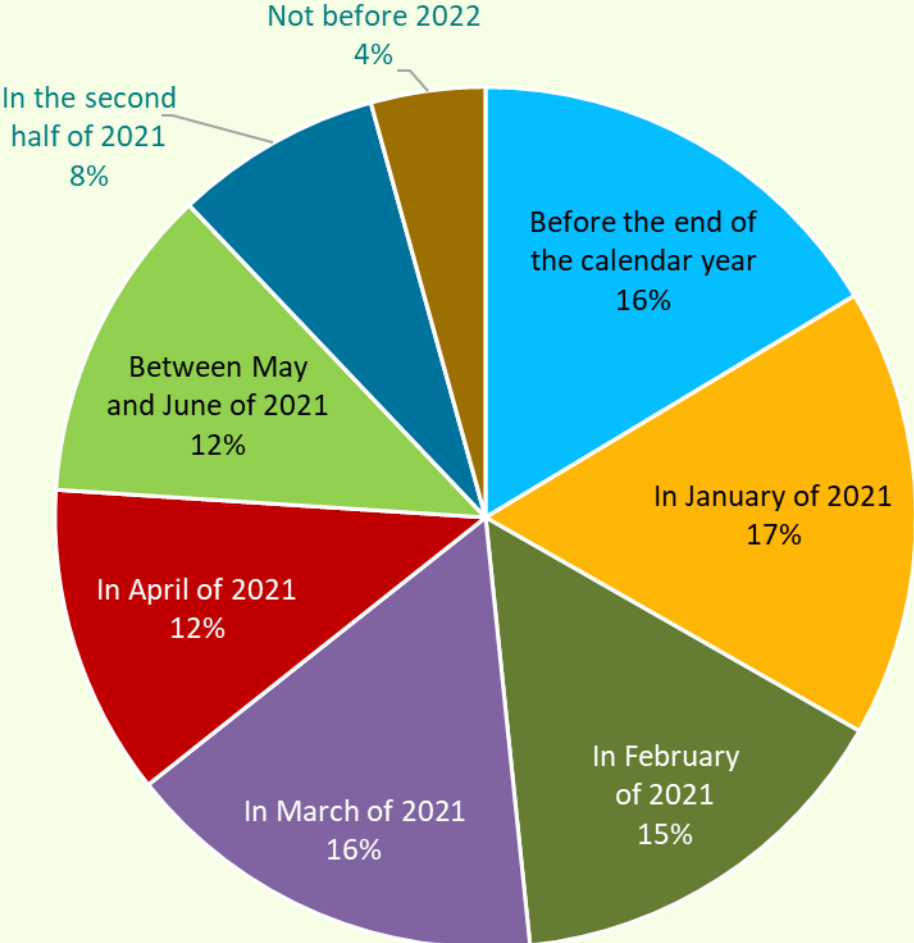
HALF DEFINITELY WILL GET VACCINATED; 1/5 DEFINITELY NOT

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



NEARLY HALF EXPECT VACCINE AVAILABILITY BEFORE MARCH 1

When do you anticipate that a COVID-19 vaccine will be widely available in this country?

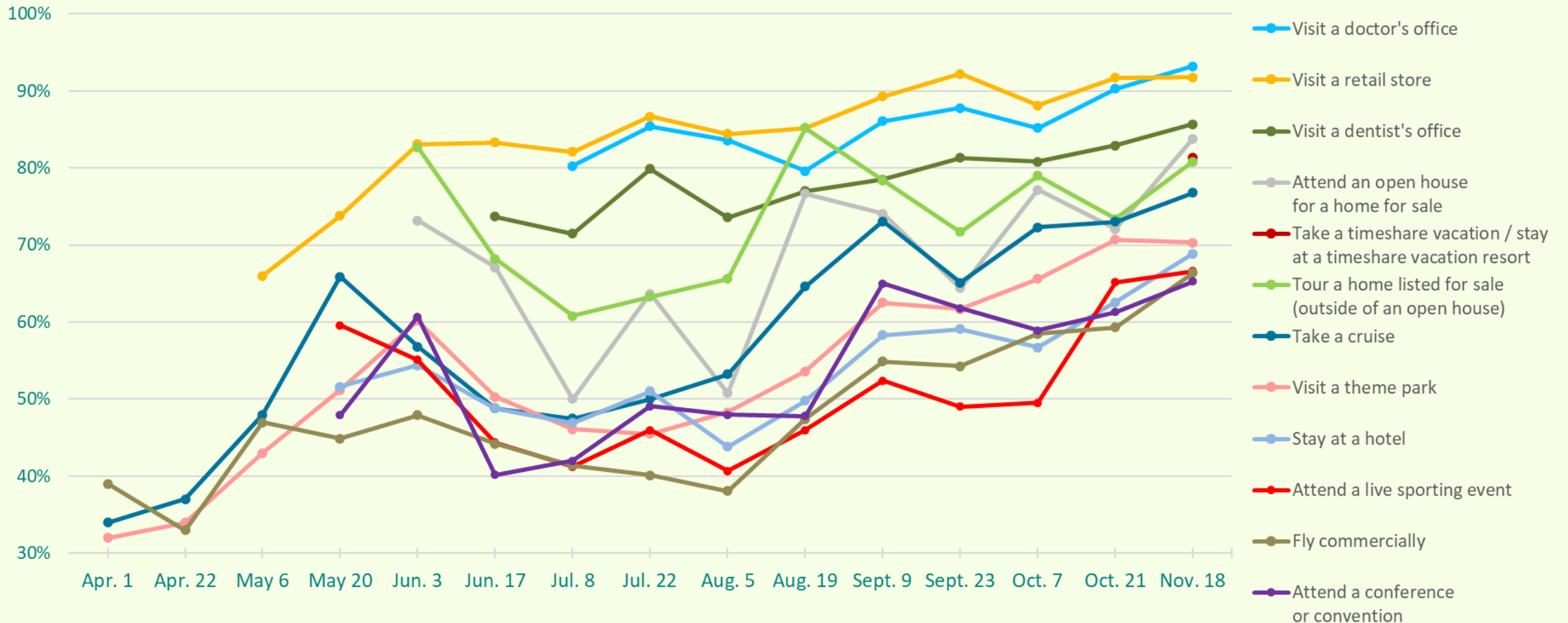


Ready or Not



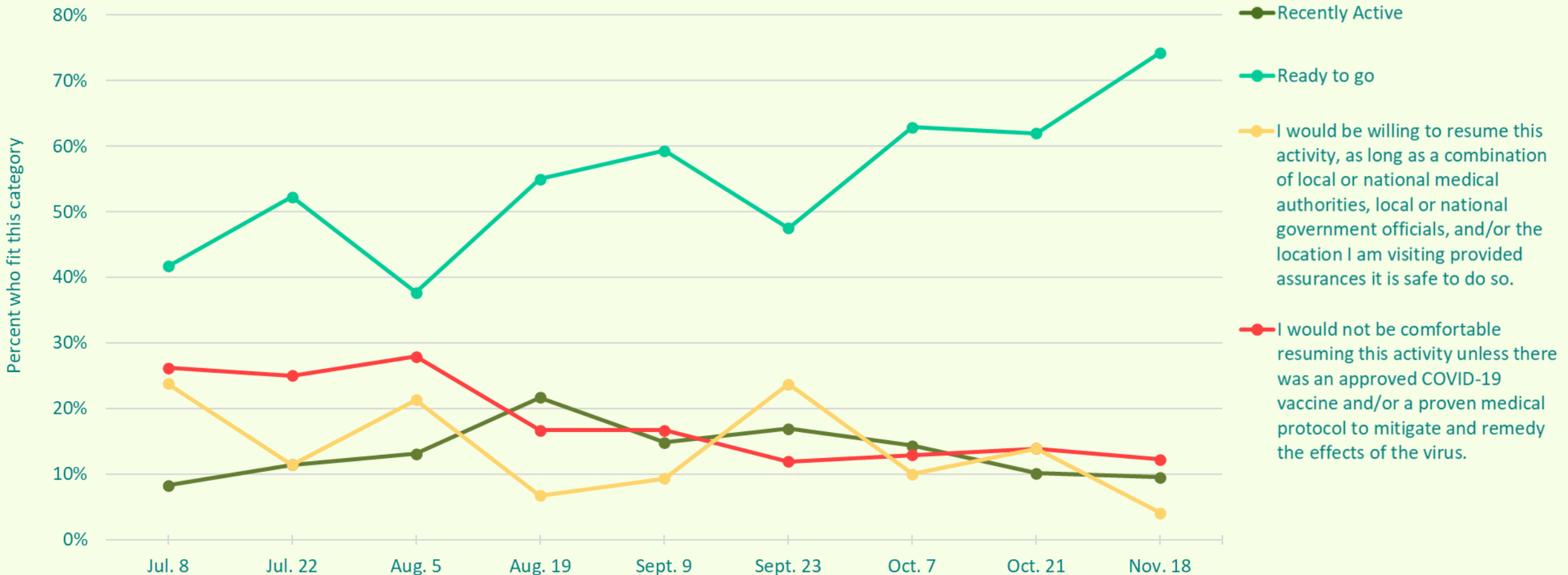
WILLINGNESS TO ENGAGE CONTINUES TO RISE

[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



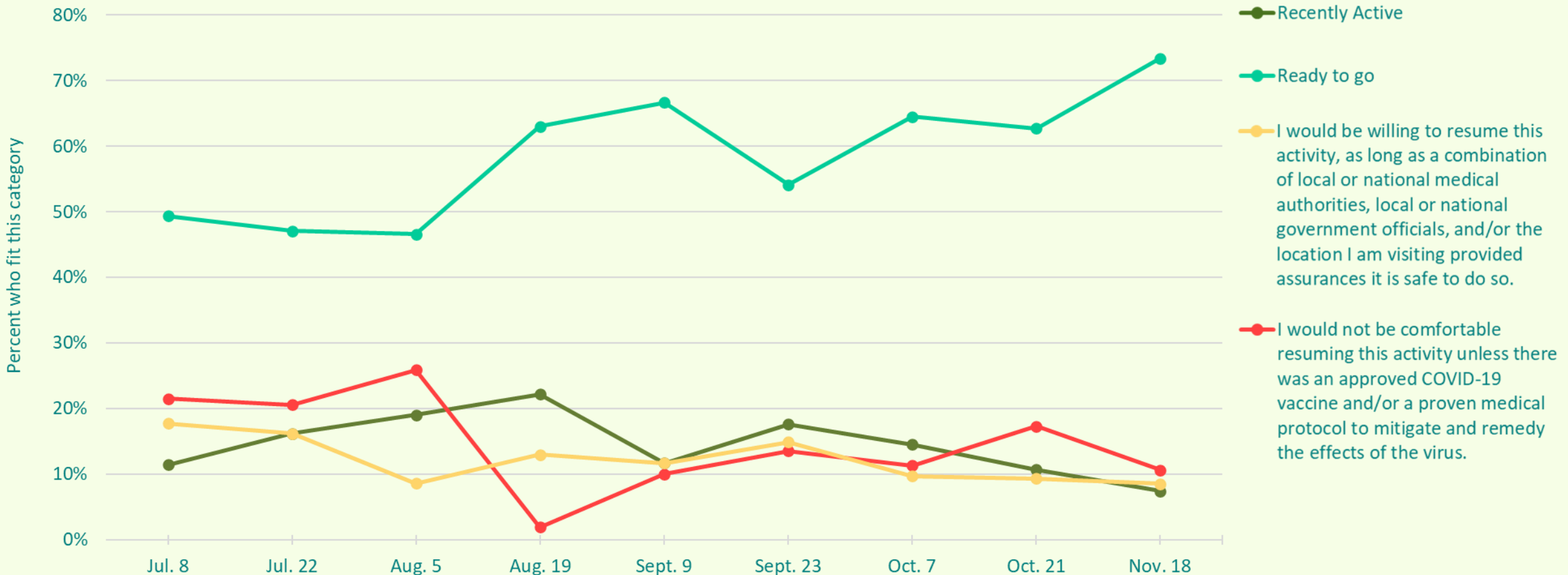
READINESS TO ATTEND AN OPEN HOUSE HITS ALL-TIME HIGH

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



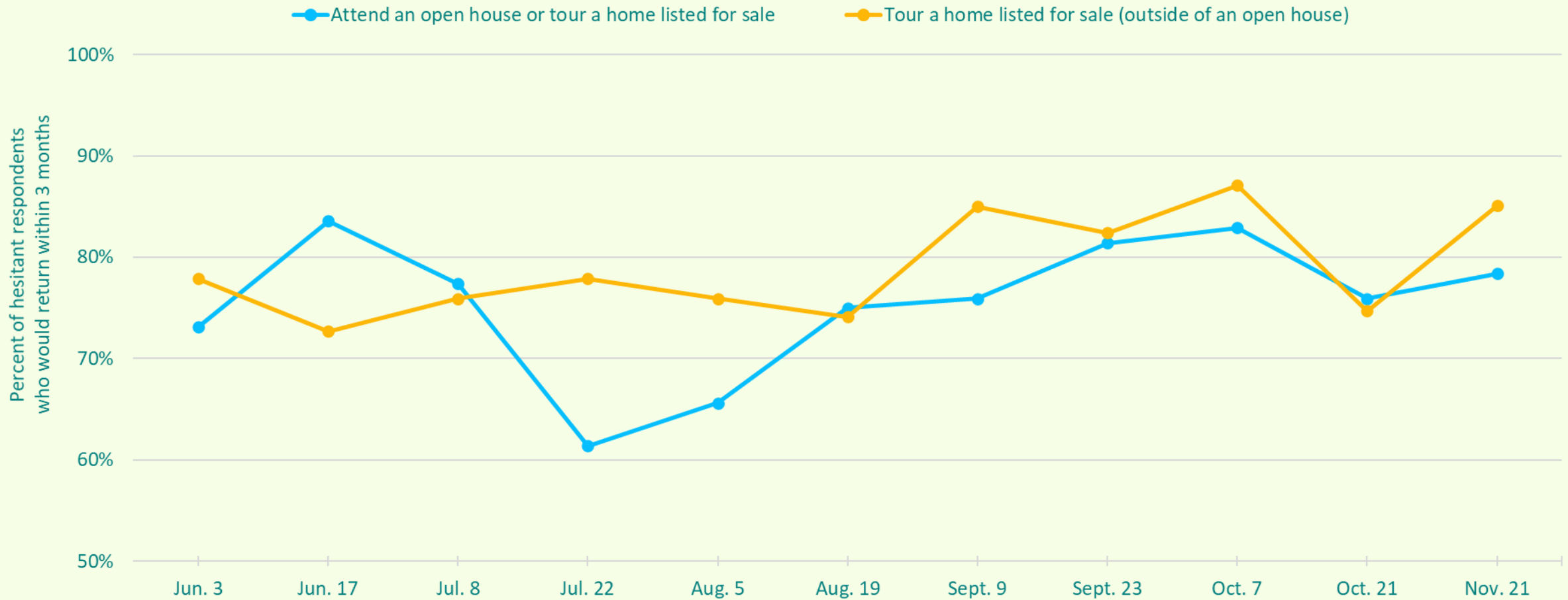
READINESS TO TOUR A HOME FOR SALE HITS ALL-TIME HIGH

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...

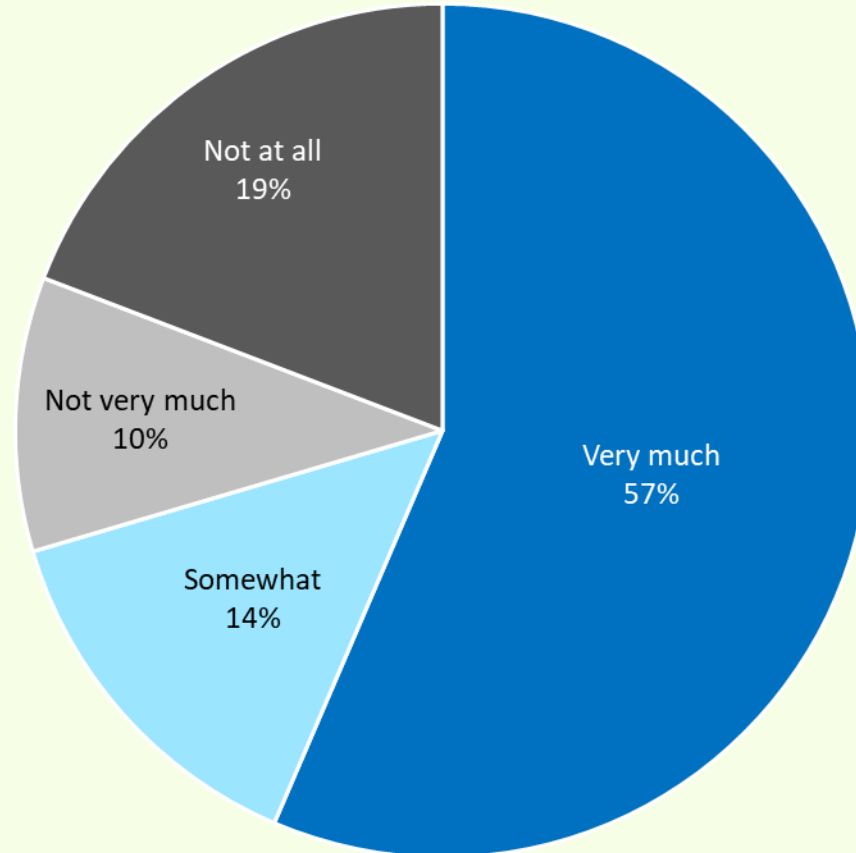


NAR



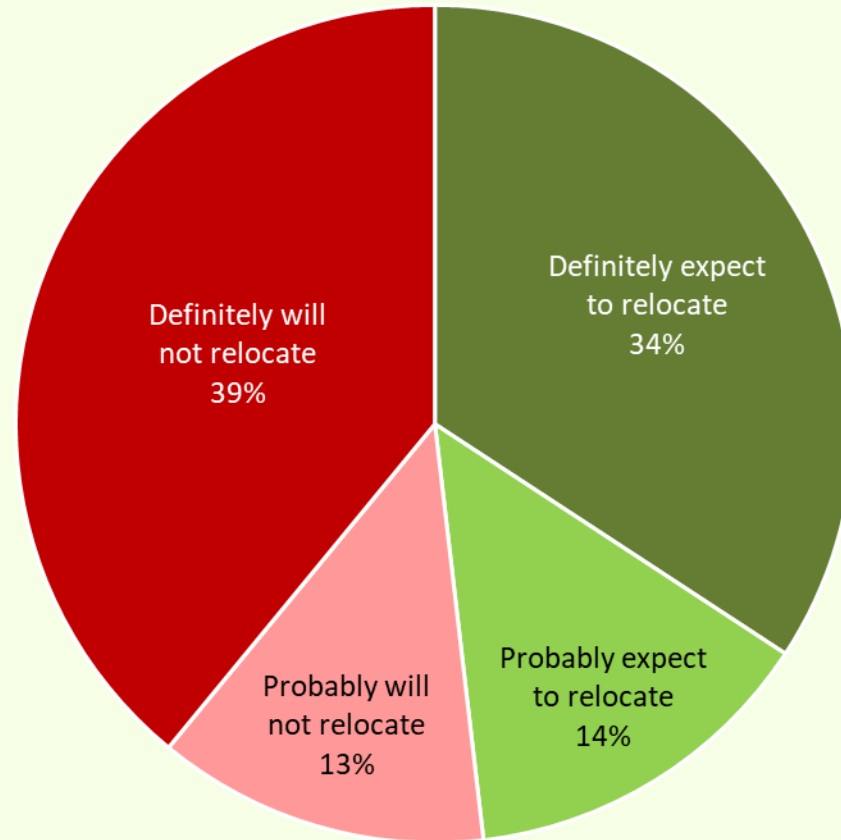
THEY ARE EAGER TO RETURN TO THEIR WORKPLACE

How eager are you to return full time to your workplace outside of your home, relative to three months ago?



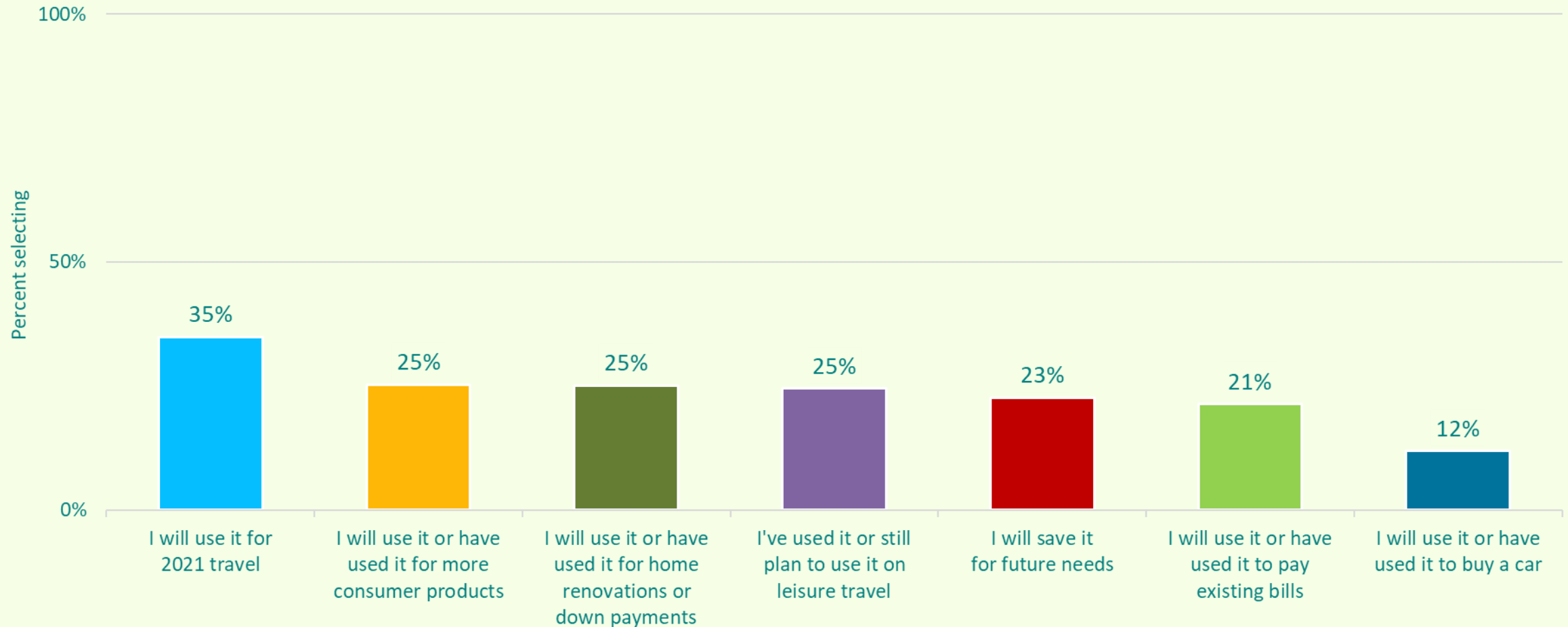
1/3 DEFINITELY PLAN TO RELOCATE IN NEXT SIX MONTHS

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



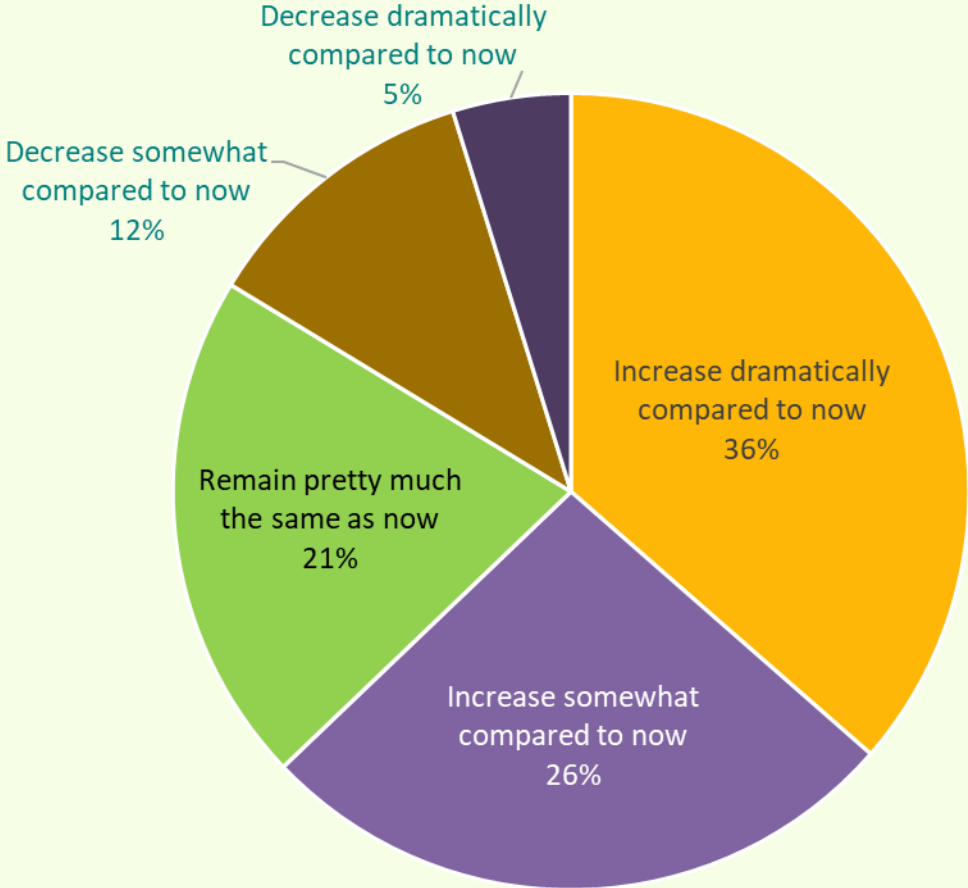
1/4 REPURPOSED TRAVEL MONEY FOR HOME SPENDING

Which of the following best reflects the money you planned to spend on leisure travel in 2020?



NEARLY 2/3 EXPECT NUMBER OF COVID CASES TO RISE

When it comes to the number of new daily COVID-19 cases in the U.S. over the next two months, do you expect the number to...



MOST HOLIDAY GIFTS WILL BE PURCHASED ONLINE

When considering how you will spend money on 2020 holiday gifts, will you...



QUESTIONS?

- What questions do you have about the findings?
- What should we ask in wave 16?

Ron Bonjean, ron@rokkolutions.com

Rich Thau, rich@engagious.com

Jon Last, jlast@sportsandleisureresearch.com

Matt Steffee, matt.steffee@engagious.com