

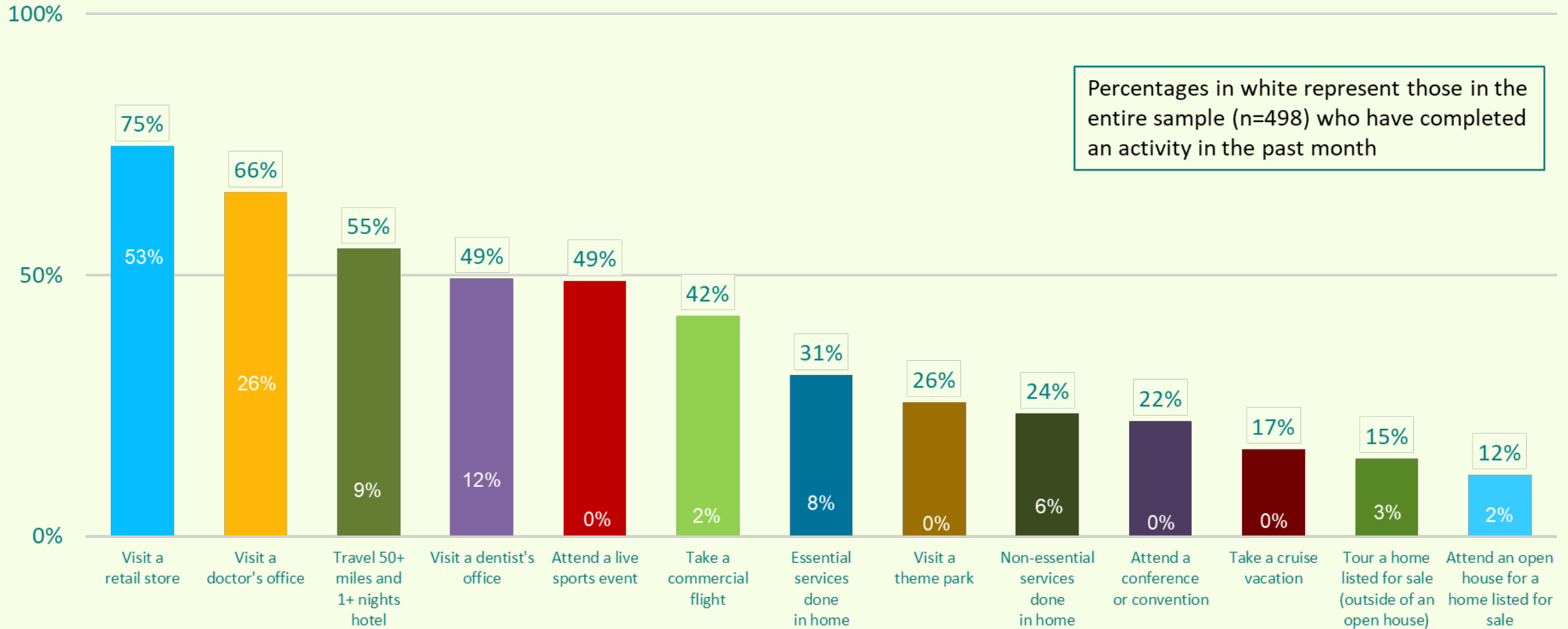
WAVE 12: ANXIETY ON THE EXTREMES

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

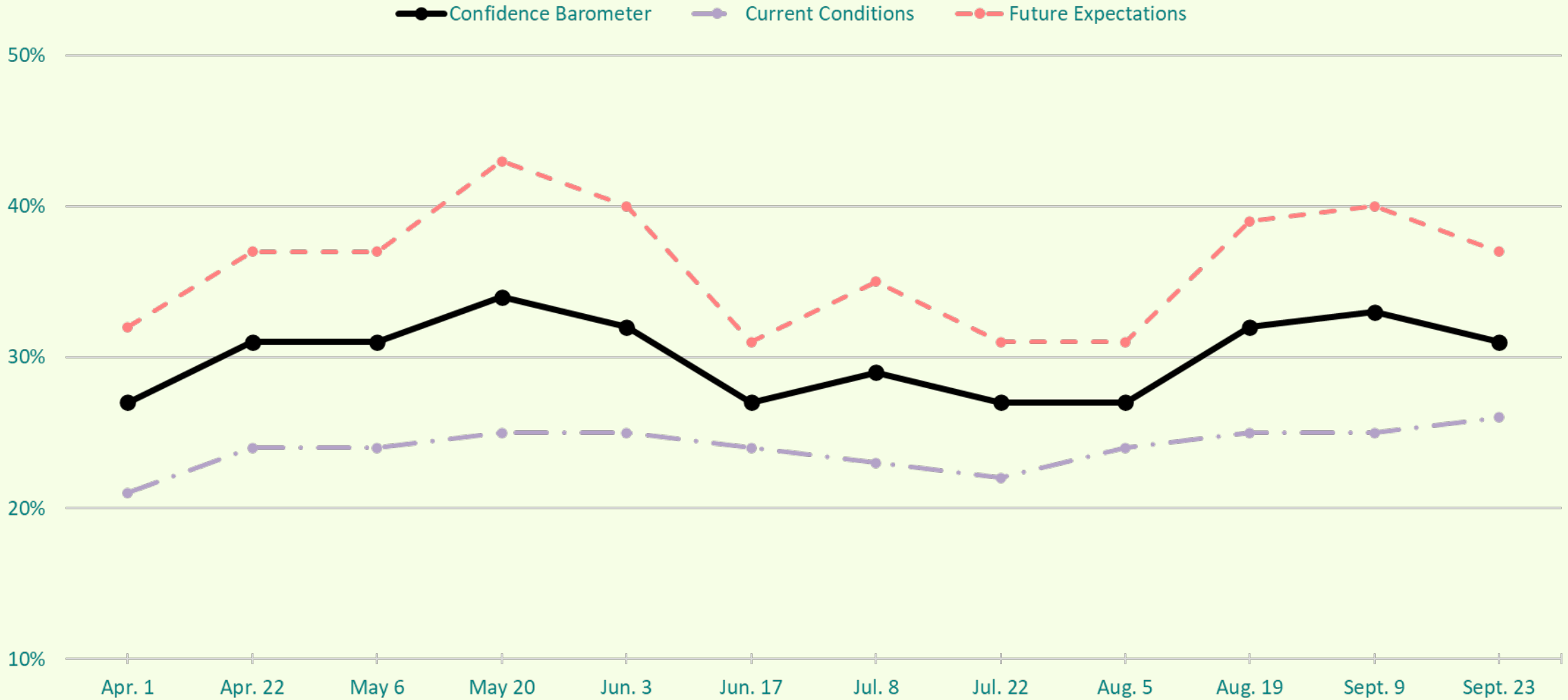
RON BONJEAN, PARTNER, ROKK SOLUTIONS
RICH THAU, PRESIDENT OF ENGAGIOUS
JON LAST, PRESIDENT OF SPORTS & LEISURE RESEARCH GROUP
MATT STEFFEE, SENIOR RESEARCH ANALYST, ENGAGIOUS

CONTEXT: RESPONDENTS ACTIVELY ENGAGE

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

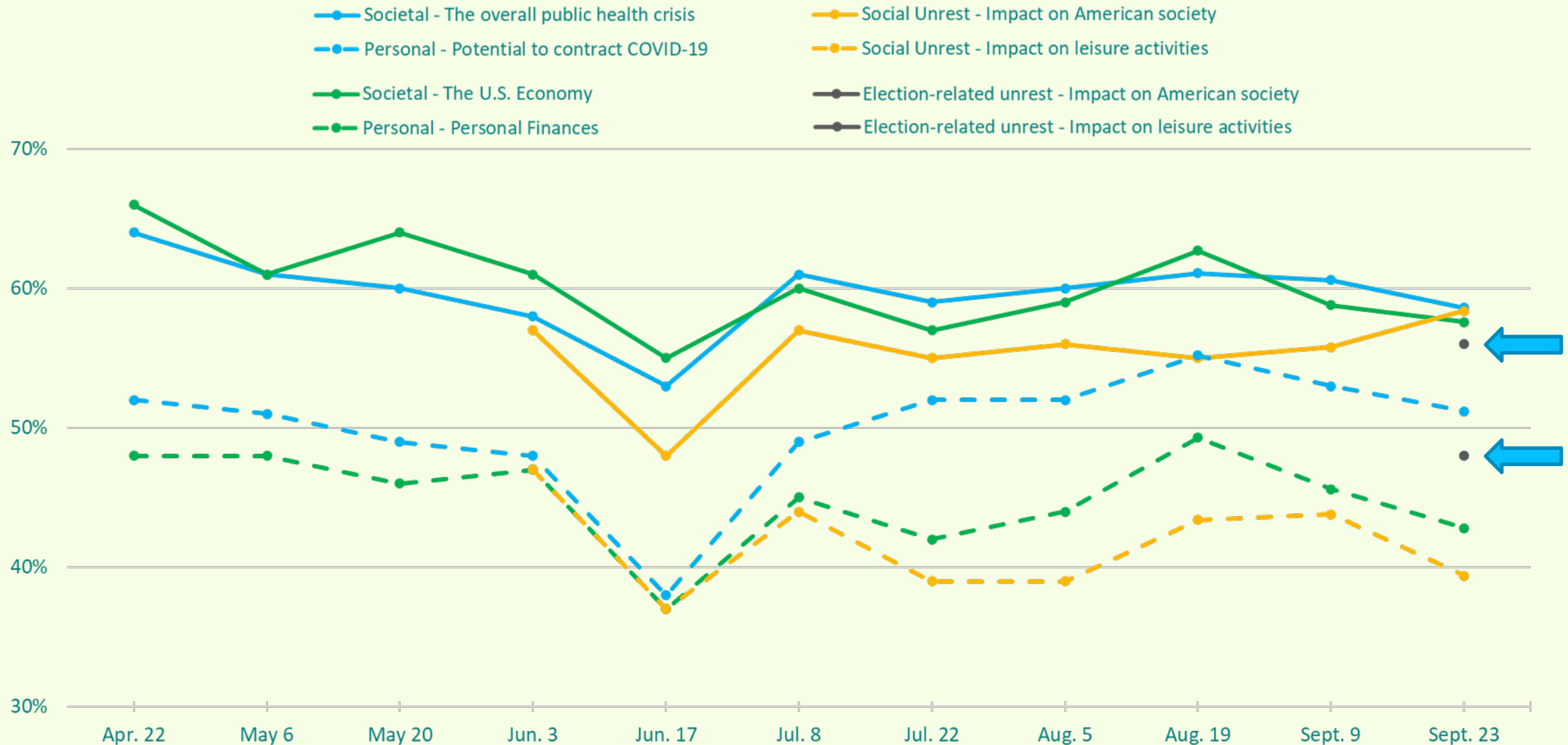


CONFIDENCE BAROMETER REMAINS FAIRLY FLAT



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

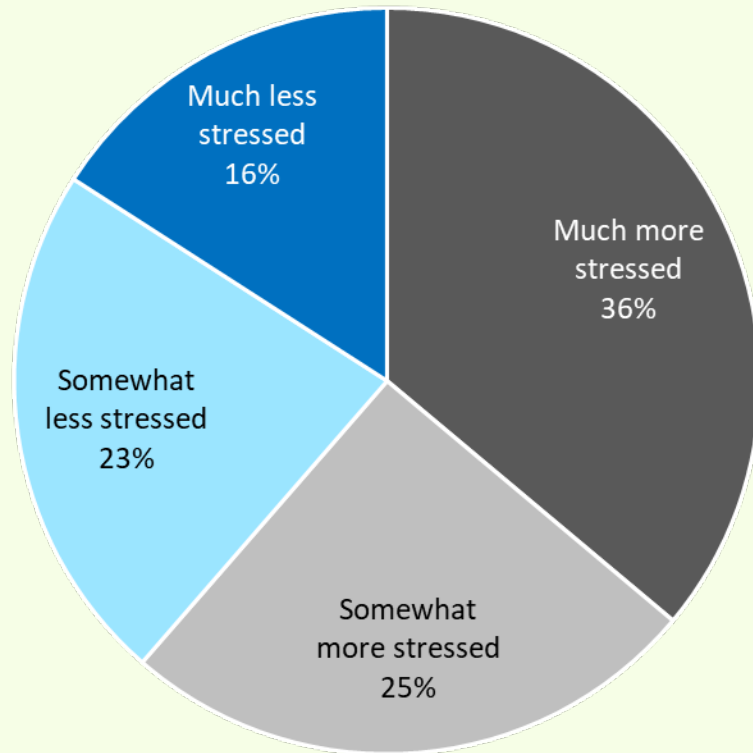
ELECTION UNREST ON PAR WITH OTHER CONCERNS



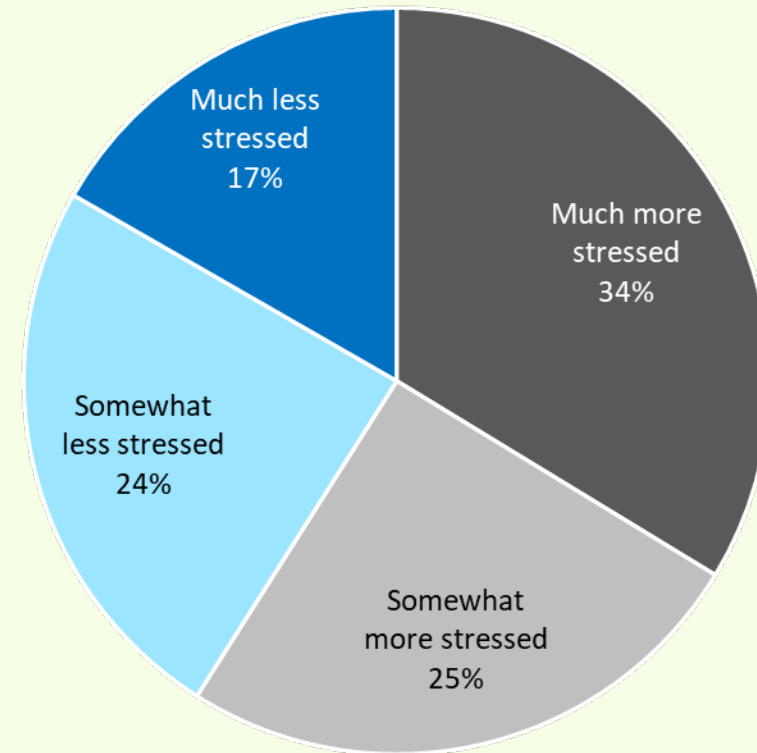
% saying they are very concerned; Back to Normal Barometer, Sept. 23, 2020

THEY ARE VERY STRESSED NOW, AND EXPECT MORE TO COME

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

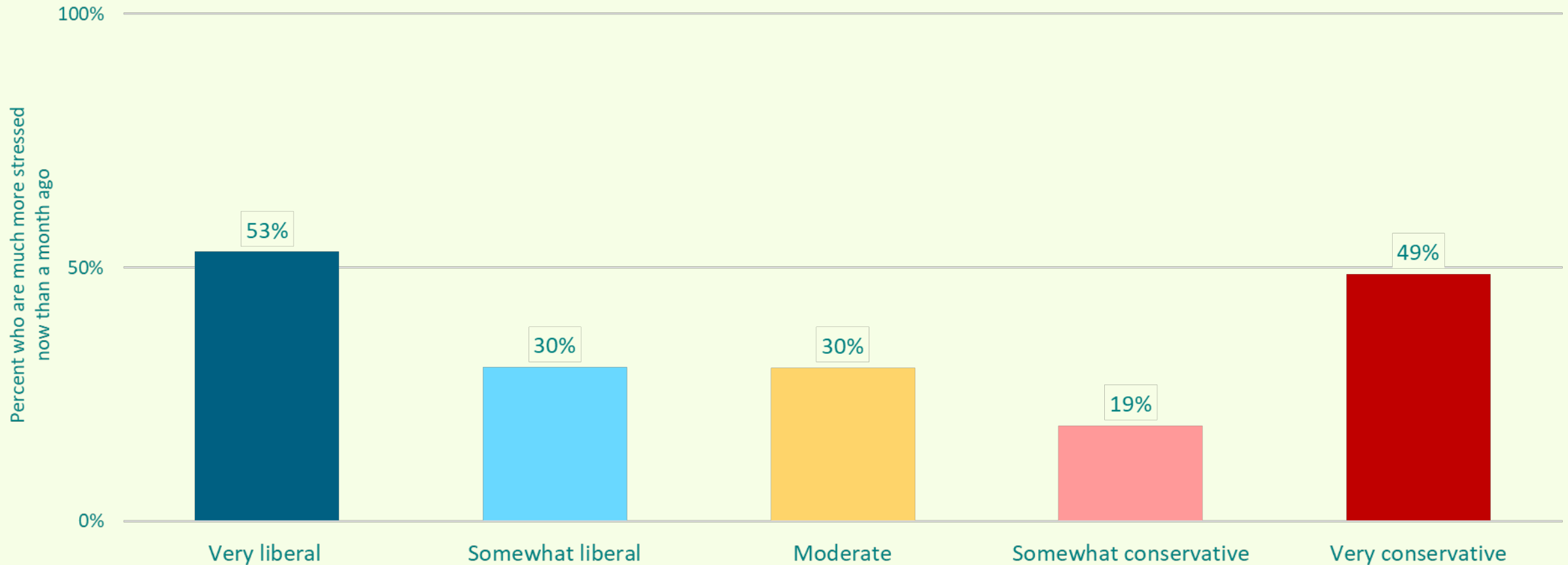


What do you think your level of stress will be one month from now?



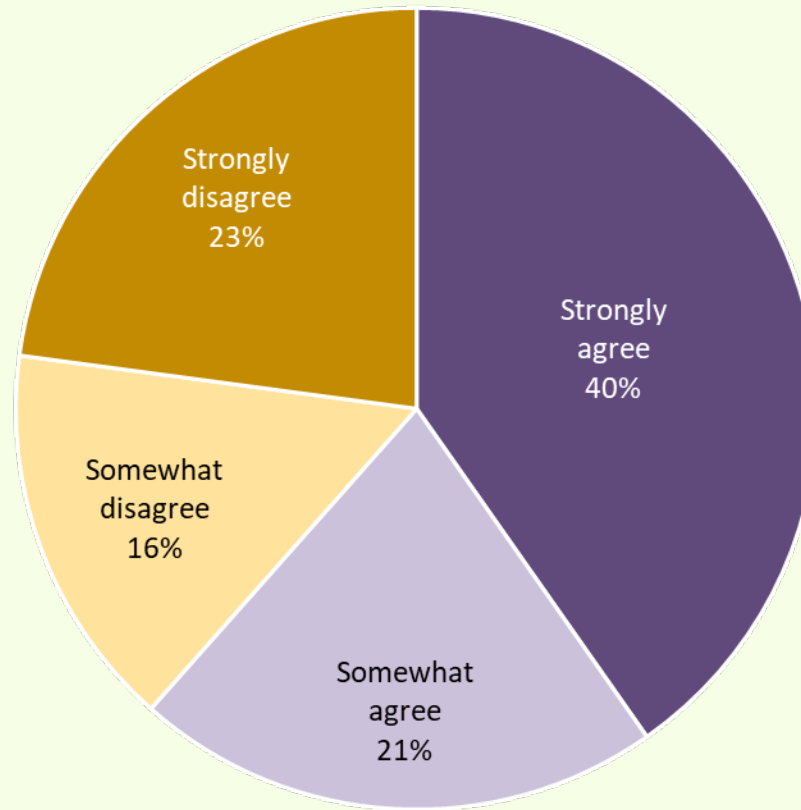
HEIGHTENED STRESS FELT AT THE POLITICAL EXTREMES

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?



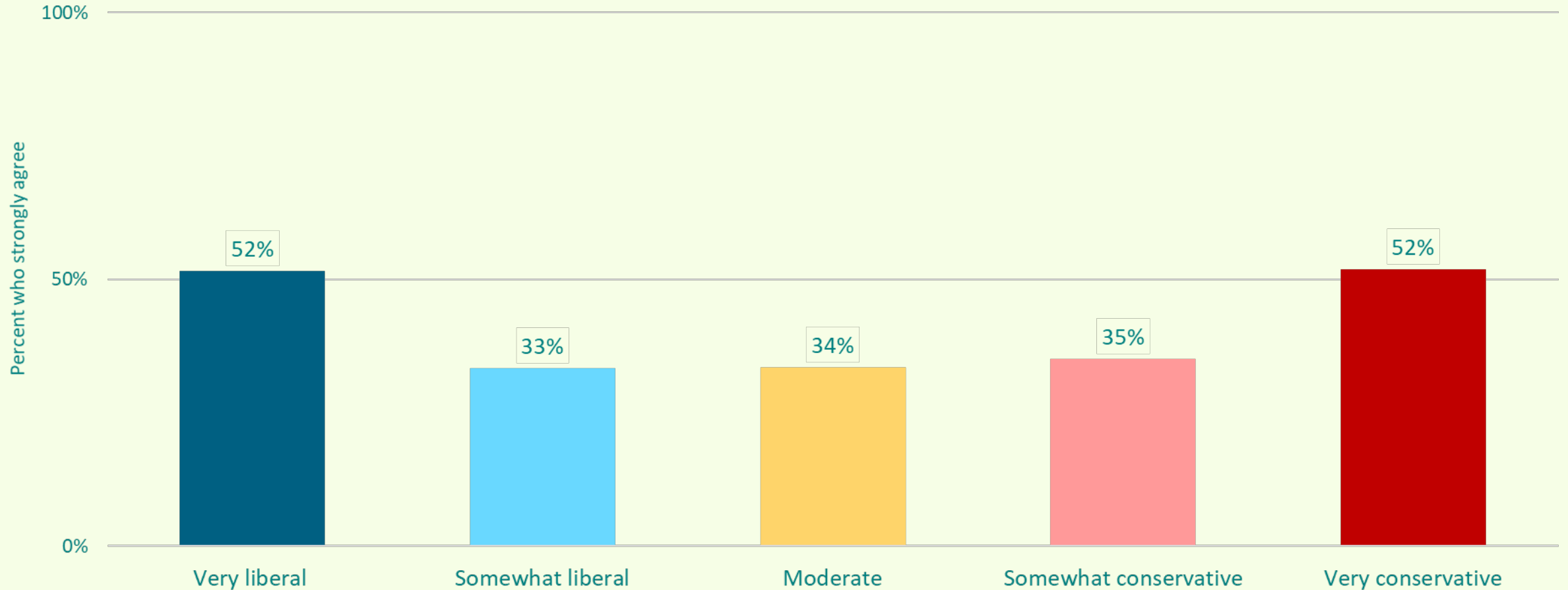
LET'S NOT SUGAR-COAT IT: THEY'RE WORRIED ABOUT CIVIL WAR

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."



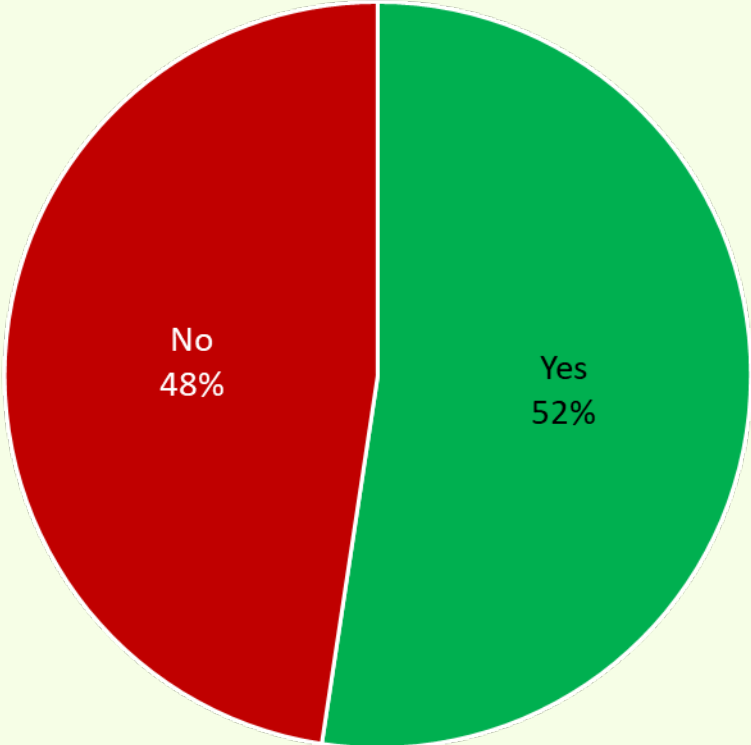
HEIGHTENED CIVIL WAR CONCERN LIES AT THE POLITICAL EXTREMES

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

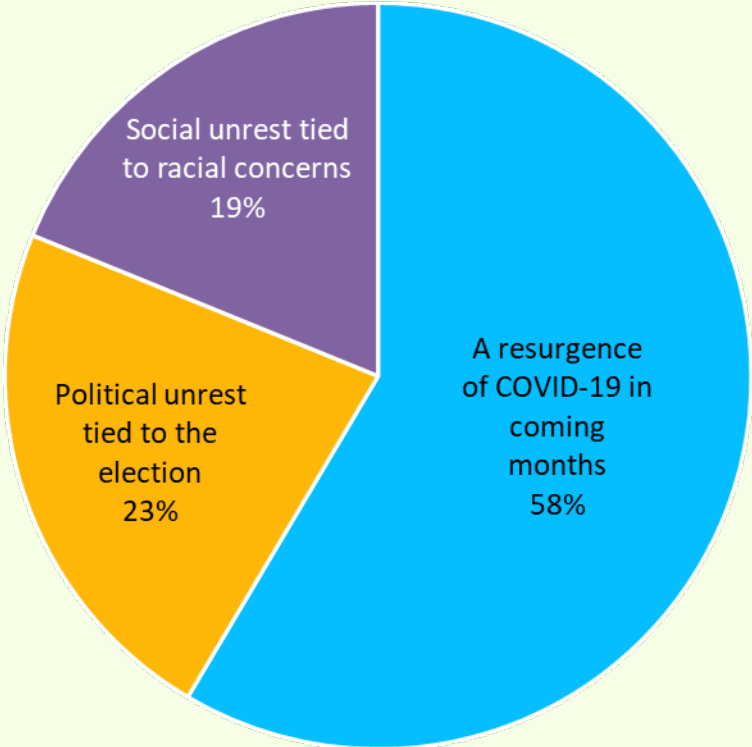


MAJORITY ARE STOCKPIILING IN ANTICIPATION OF DISRUPTIONS

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?

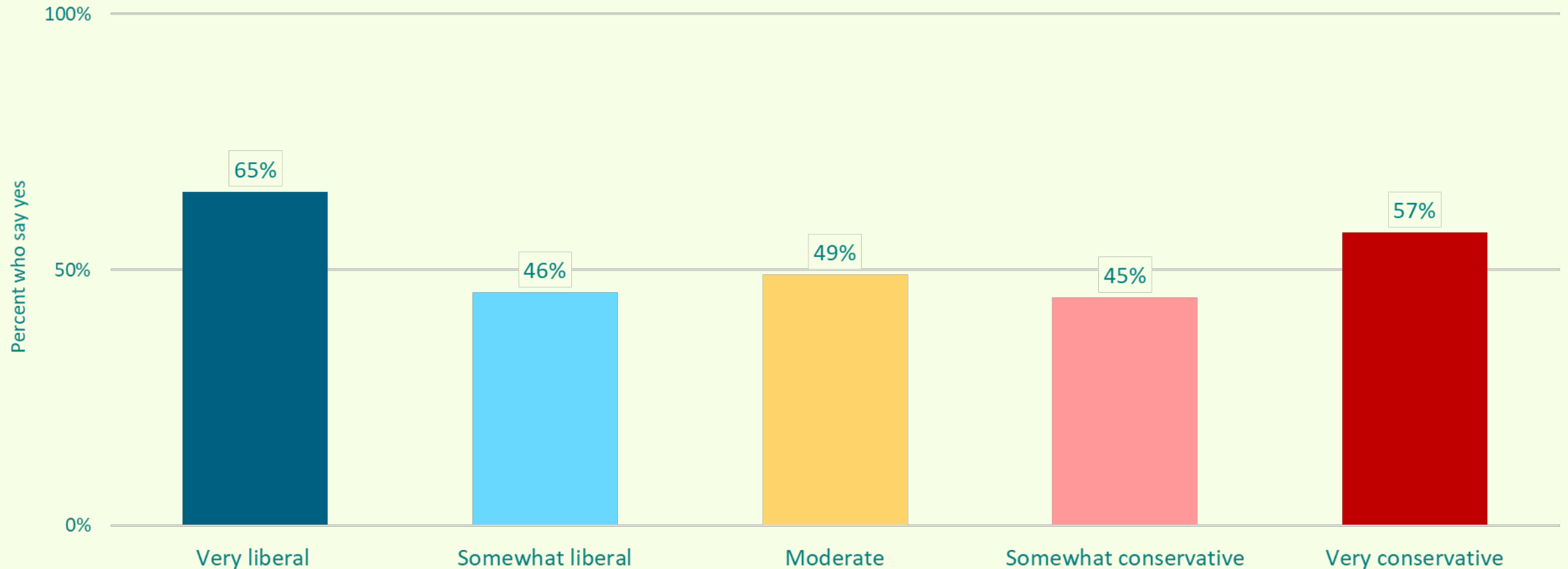


[Among those who plan to or have stockpiled] Which of the following is your primary reason for stockpiling?



HEIGHTENED STOCKPIILING BY THE POLITICAL EXTREMES

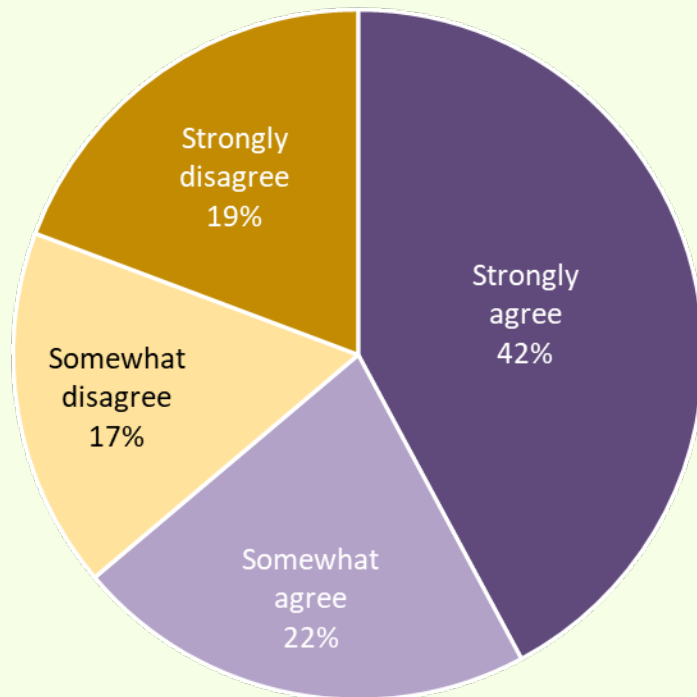
Do you plan to stockpile, or have already stockpiled, food and other essential goods in anticipation of social unrest tied to racial concerns, political unrest tied to the election, and/or a resurgence of COVID-19 in coming months?



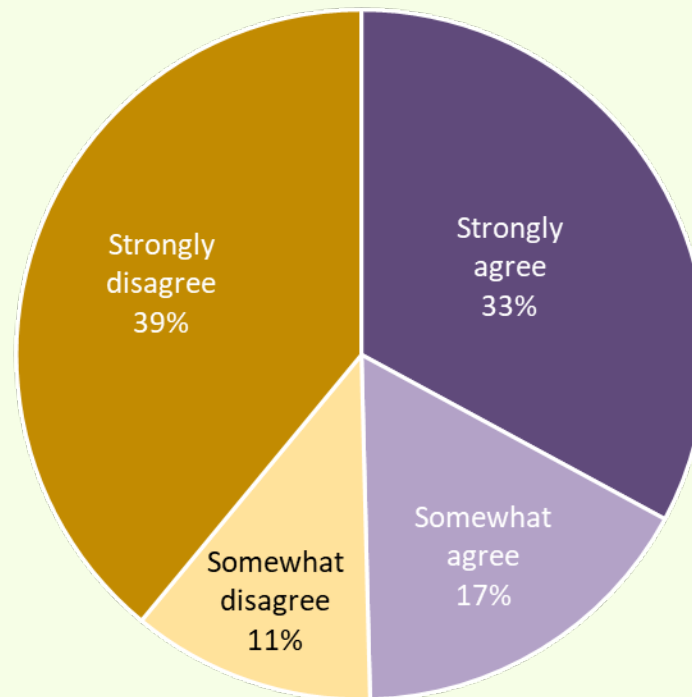
THEY MAY FEEL BETTER OFF, BUT DON'T THINK AMERICA IS

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

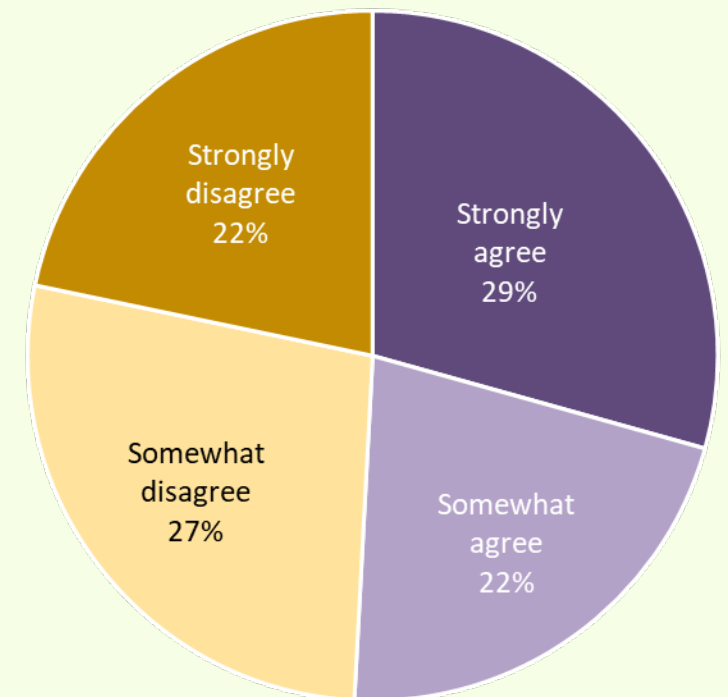
I am better off now than I was four years ago



America is better off now than it was four years ago

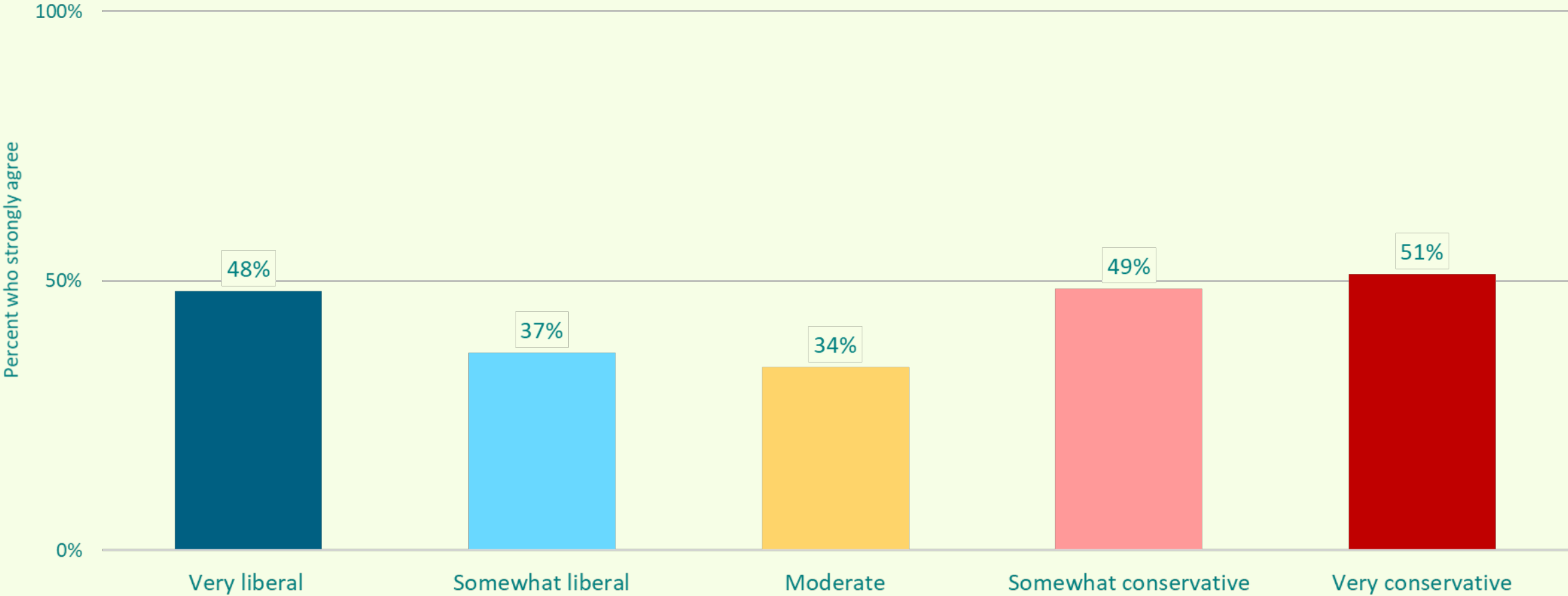


Most of my neighbors are better off now than they were four years ago



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

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



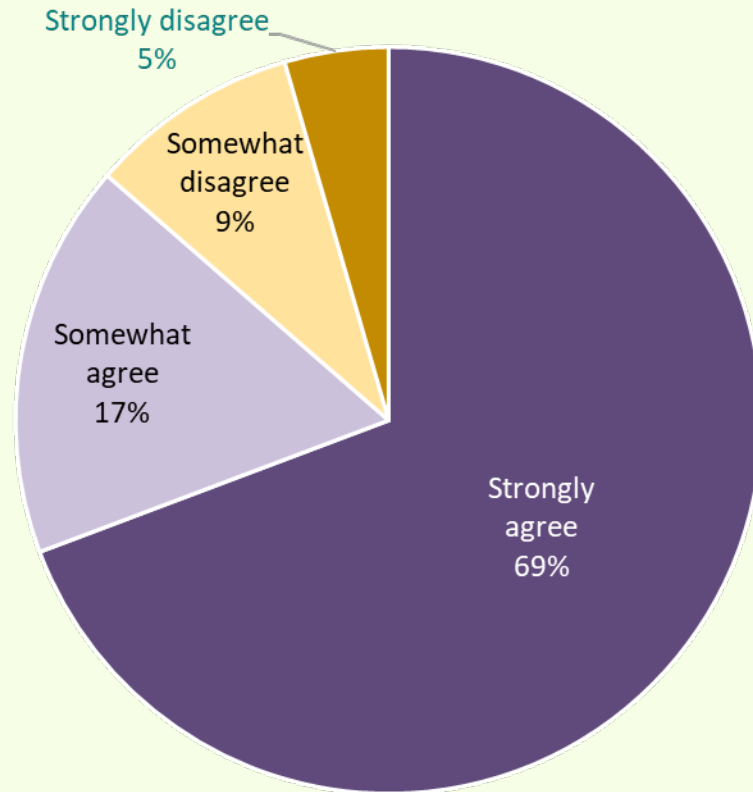
n=210, Back to Normal Barometer, Sept. 23, 2020

A word on health (and trust)

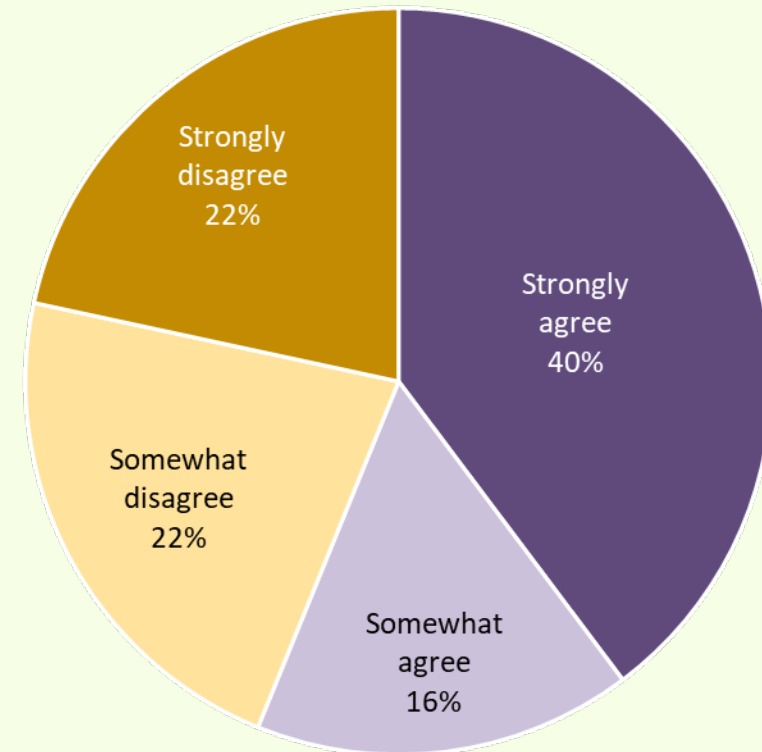
TO AVOID COVID, THEY TRUST THEMSELVES BUT NOT OTHERS

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



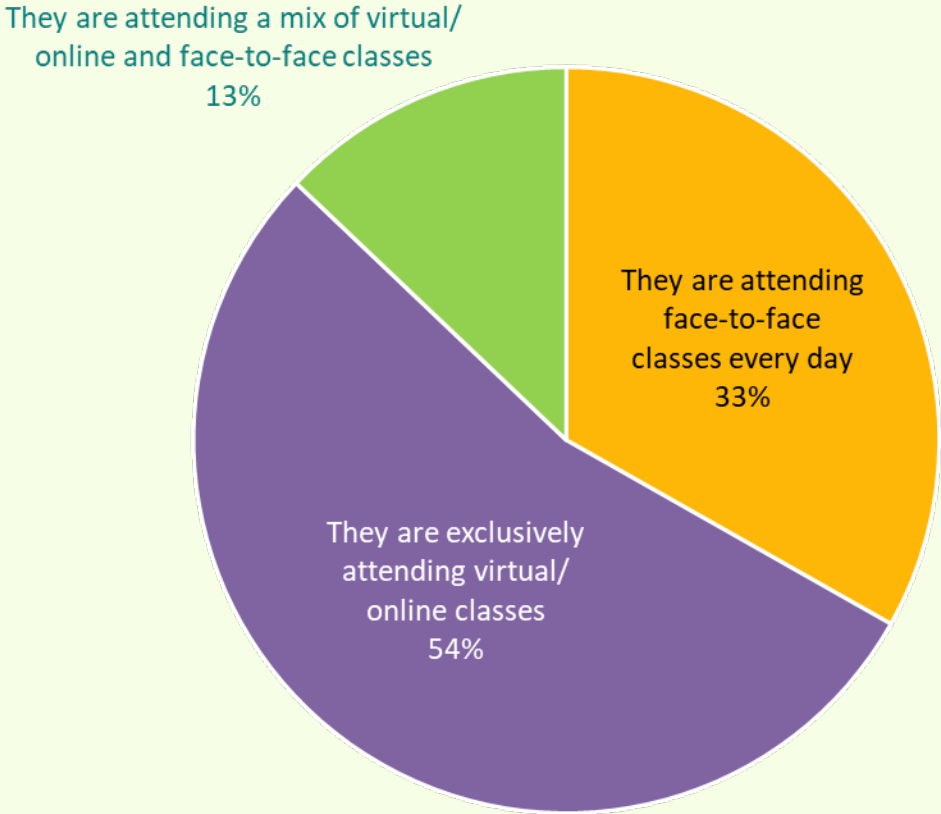
SILVER-LININGS FROM THE PANDEMIC

- 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

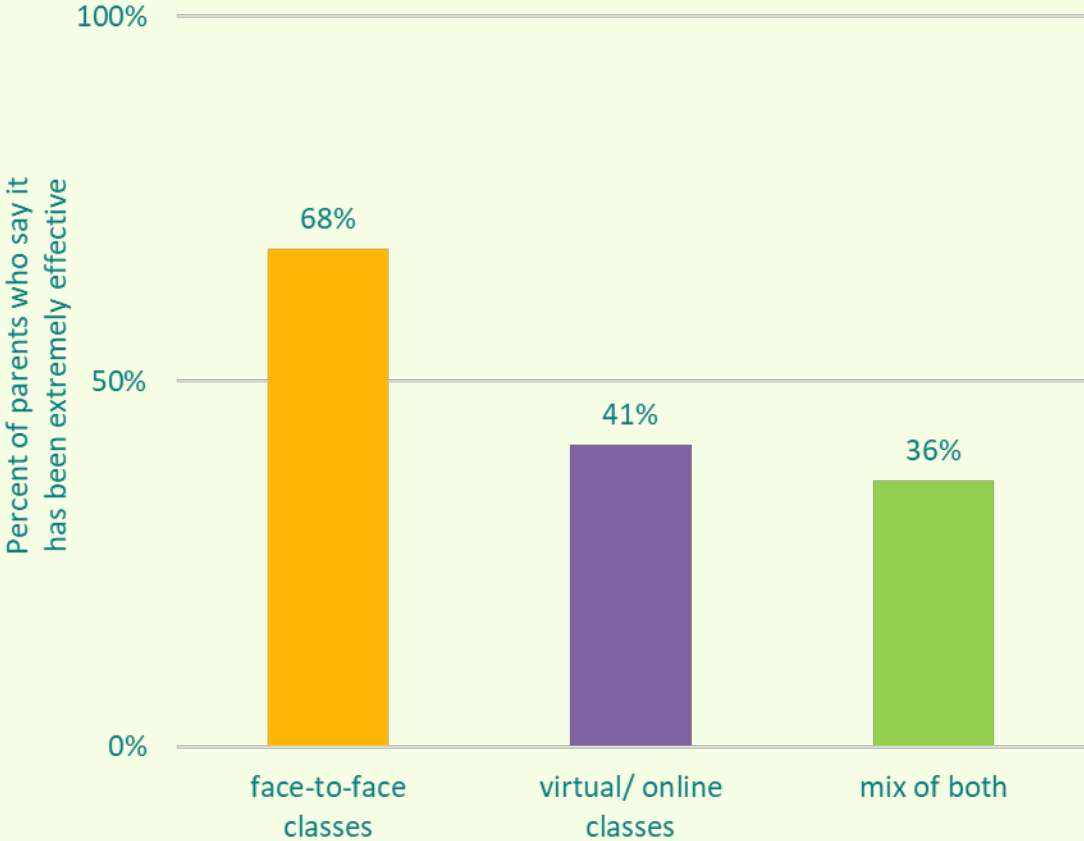
A word on schools

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?

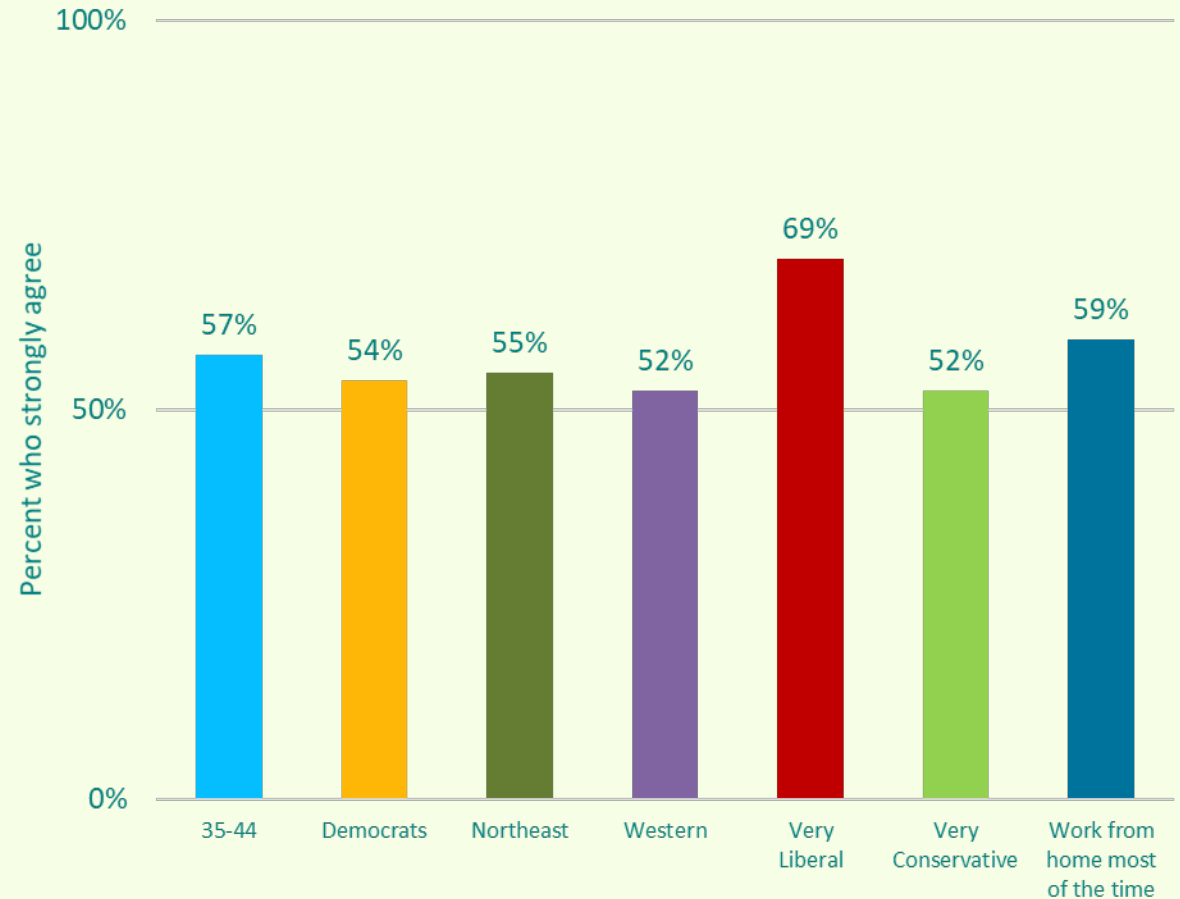
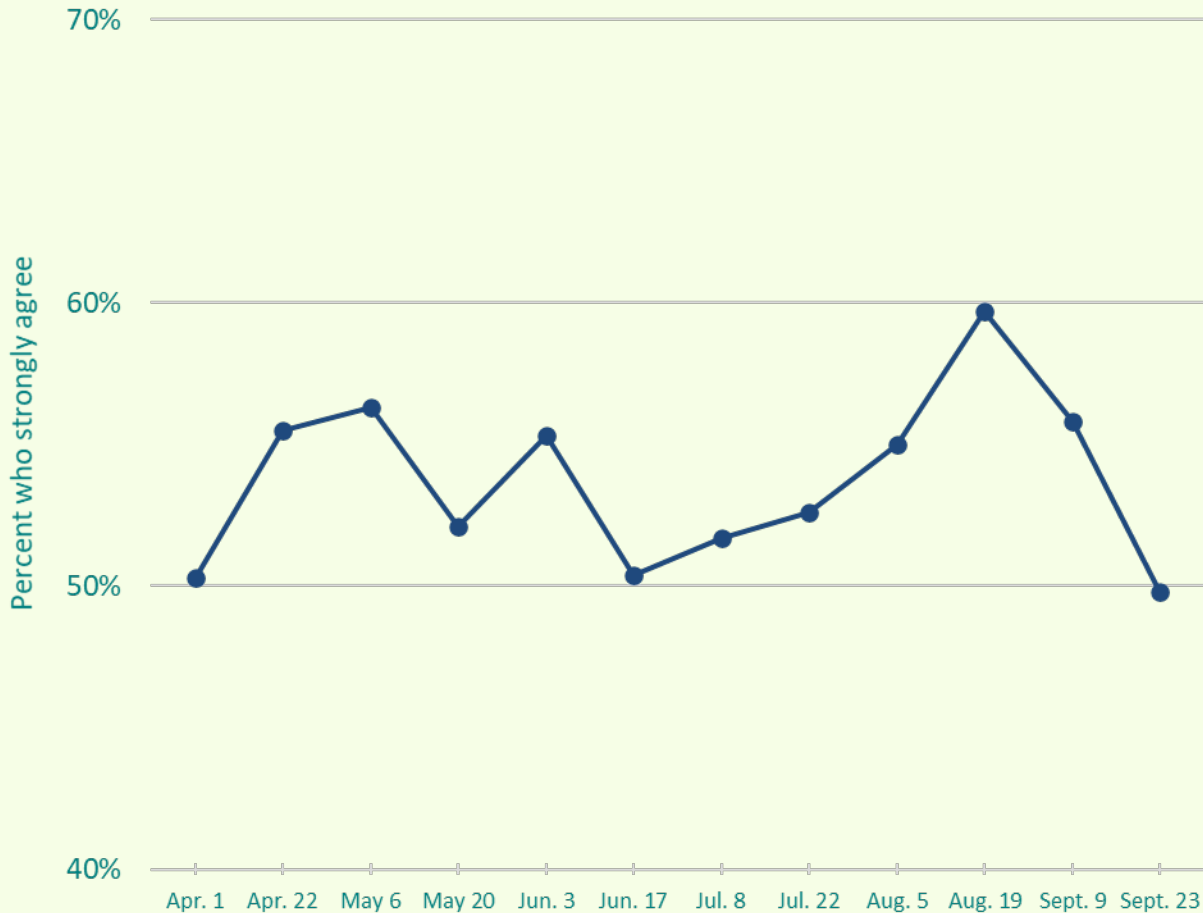


n=256, Back to Normal Barometer, Sept. 23, 2020

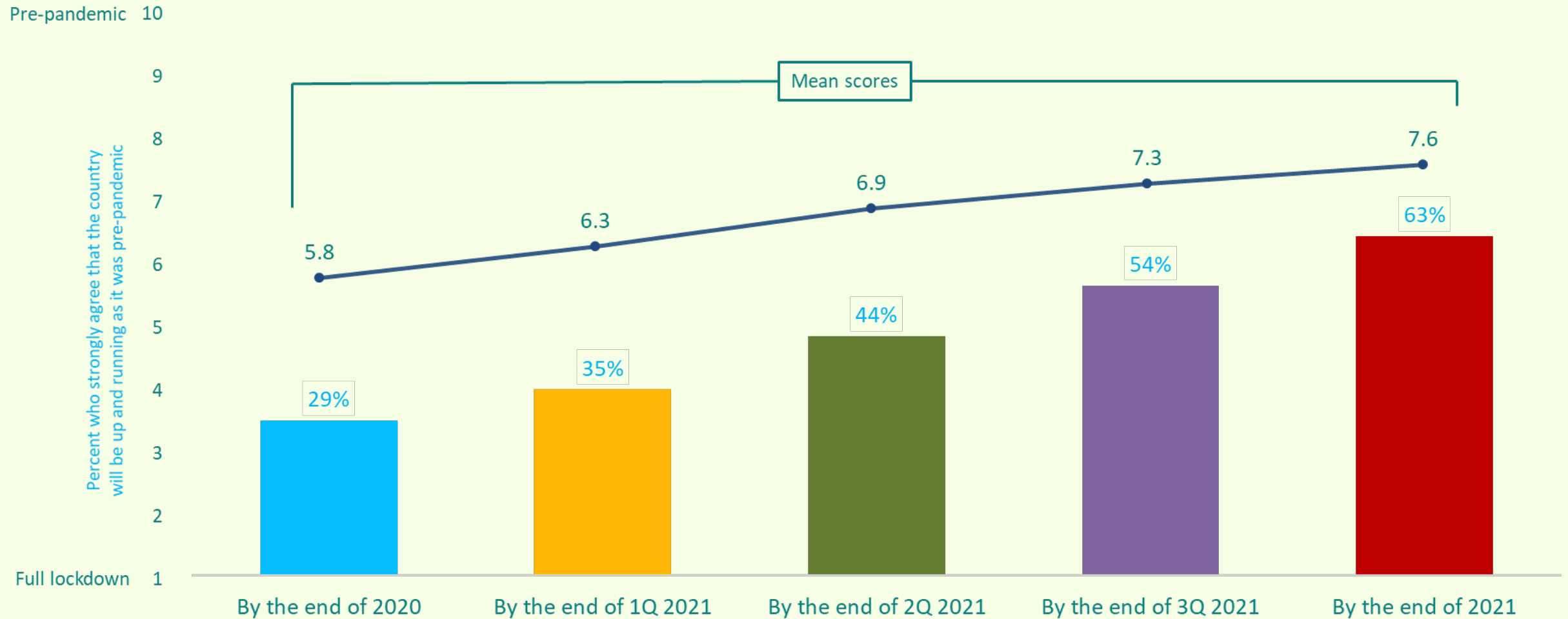
A word on the economy

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



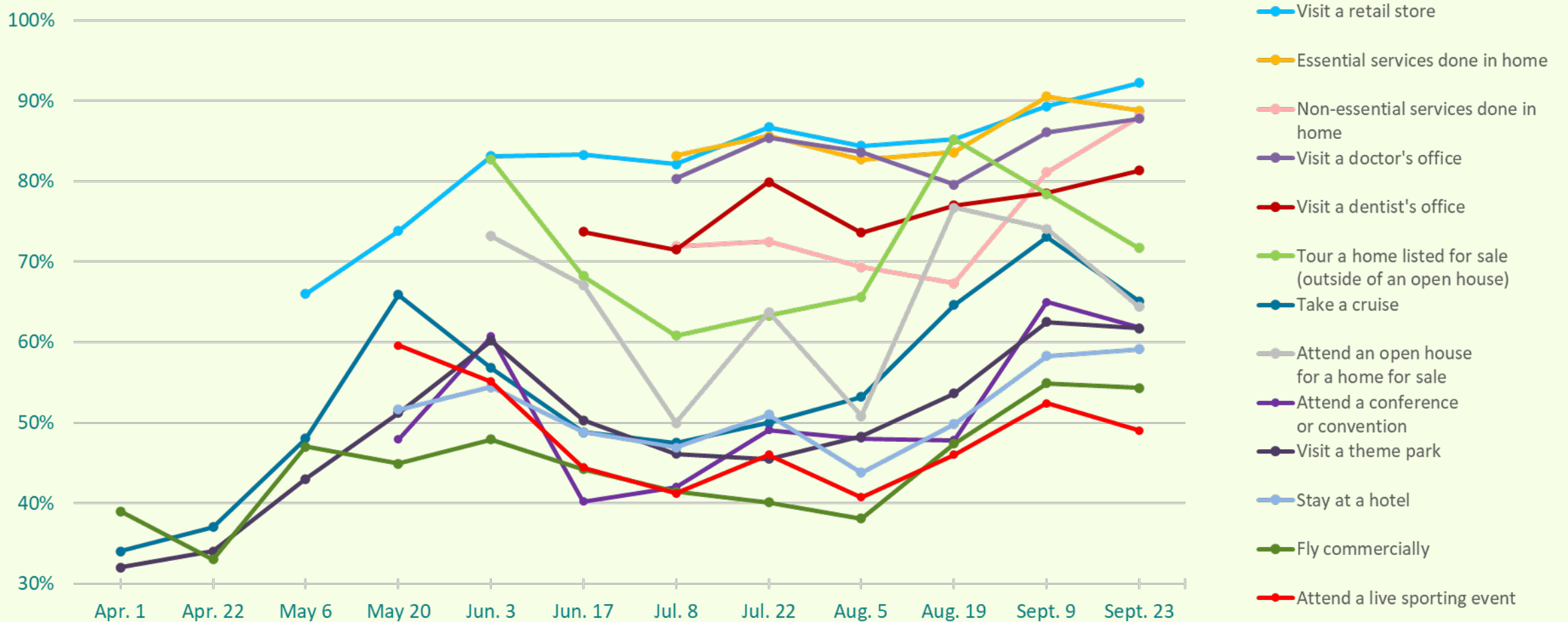
HERE'S WHEN THEY THINK WE'LL BE UP AND RUNNING AGAIN



US Travel

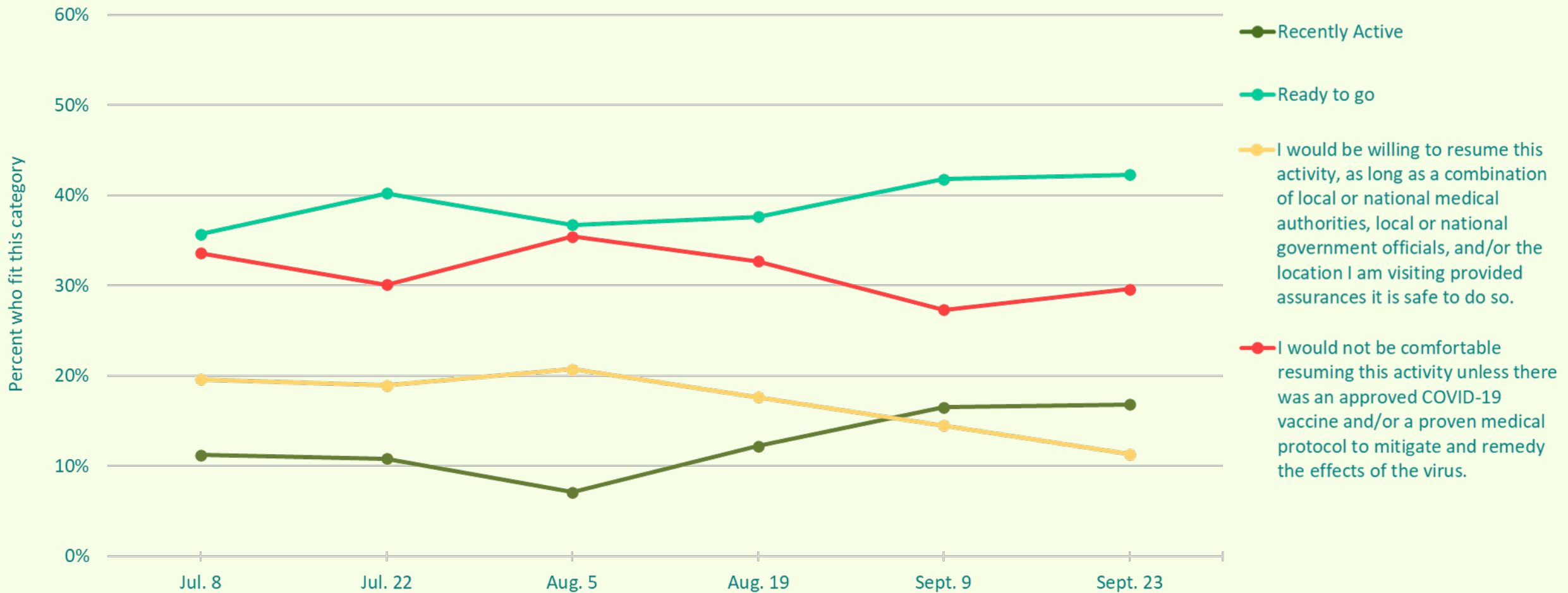
RECENTLY ACTIVE & READY TO GO

[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



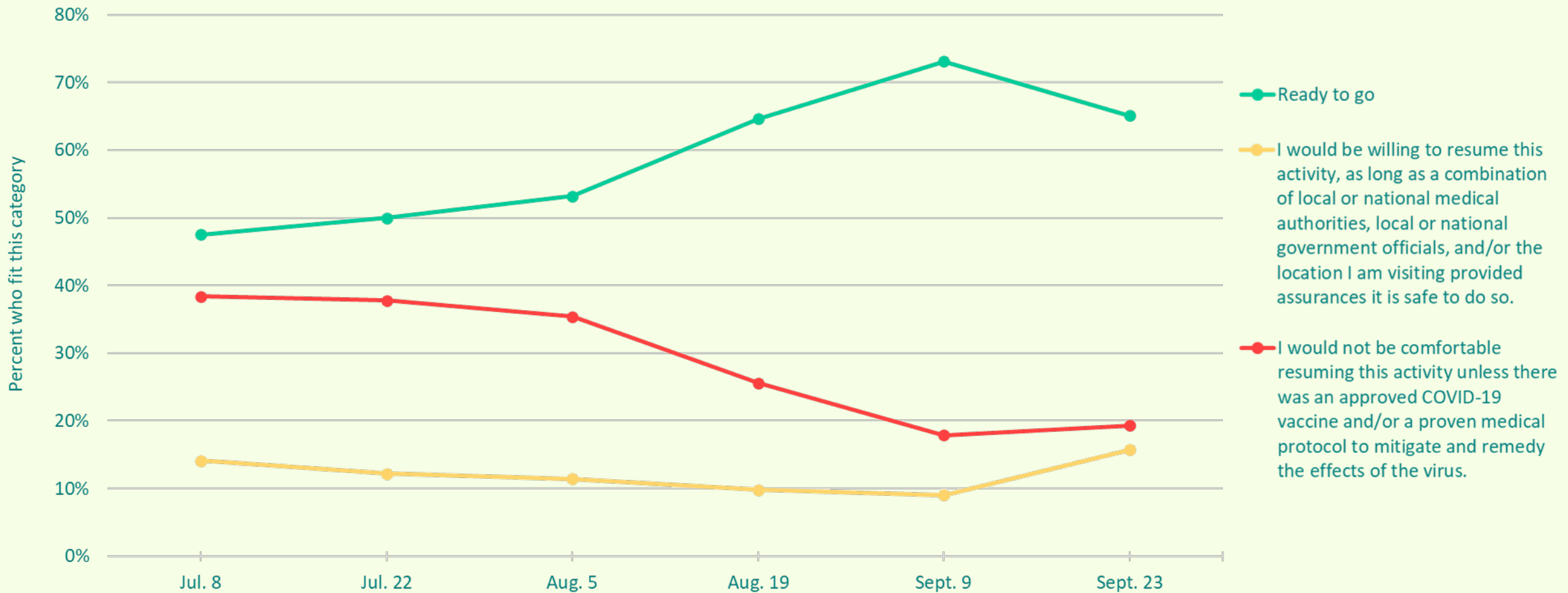
HOTELS: CONSISTENT 30% NEED A BREAKTHROUGH TO RETURN

Which of the following conditions is closest to your current point of view... Stay at a hotel or resort



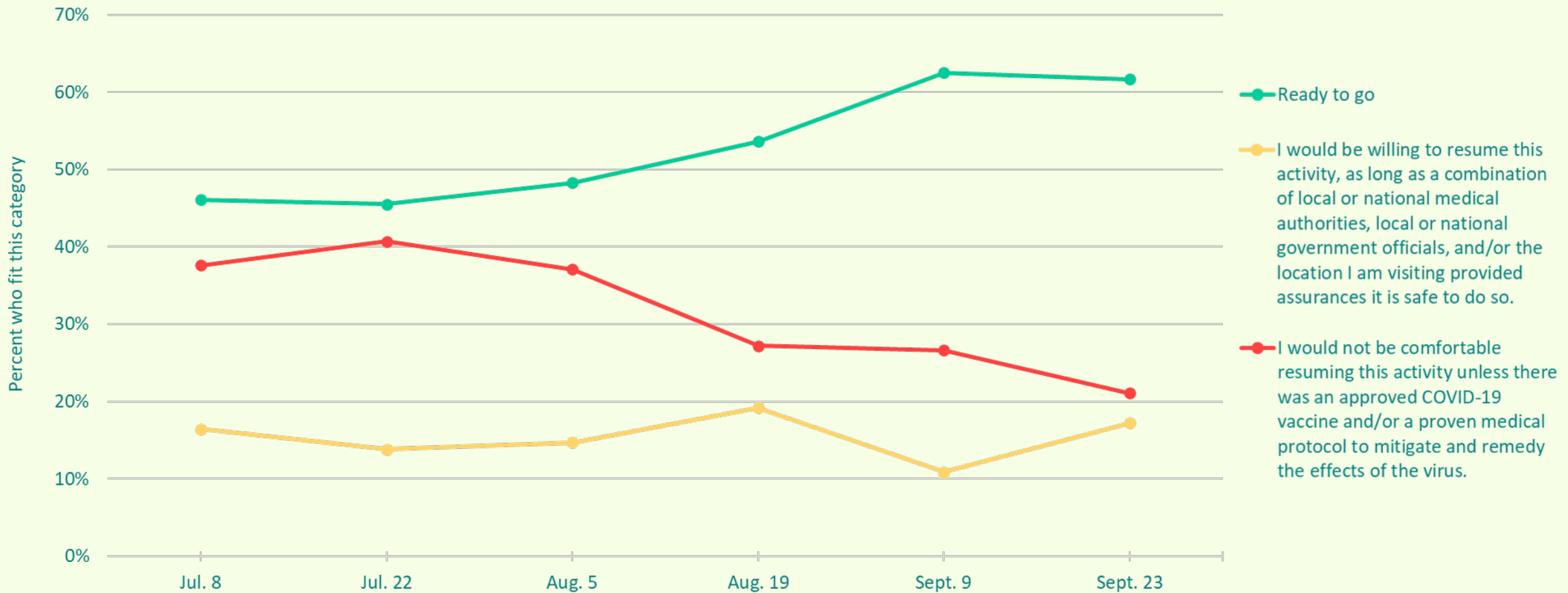
2/3 OF CRUISERS ARE READY NOW TO CLIMB ABOARD AGAIN

Which of the following conditions is closest to your current point of view... Take a cruise vacation



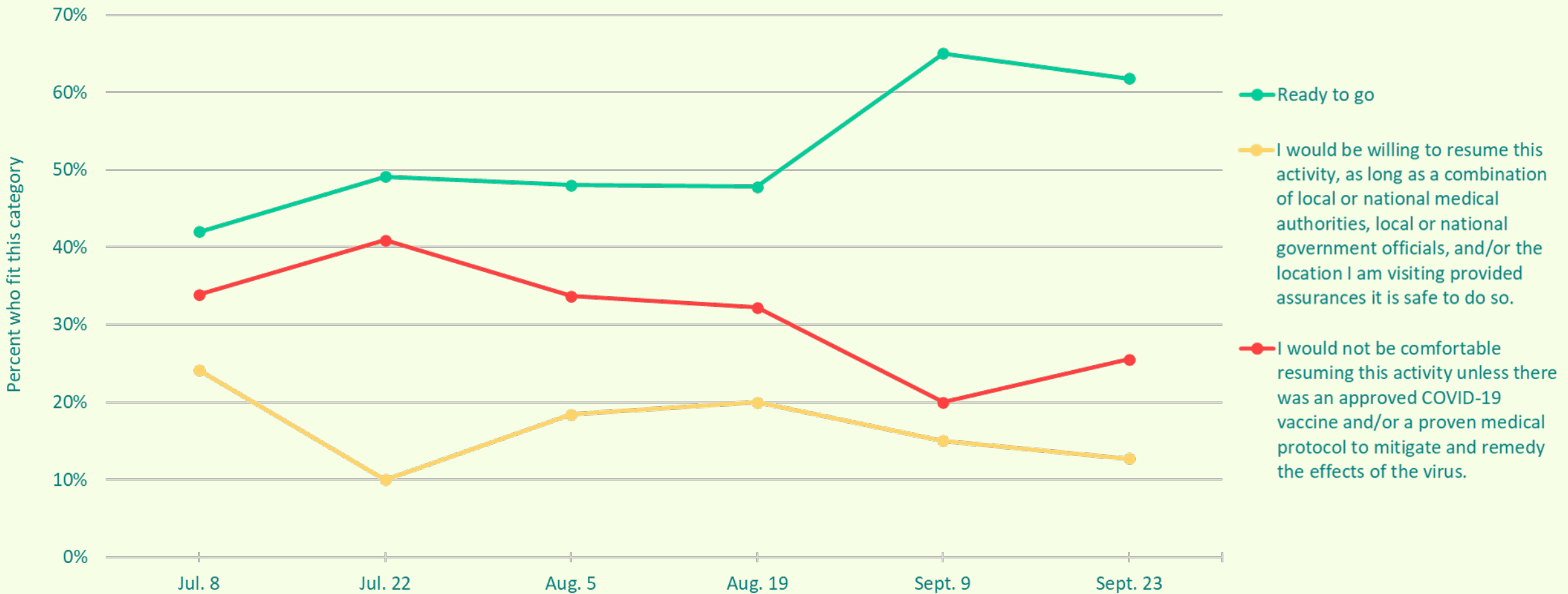
NEARLY 2/3 READY TO RETURN TO THEME PARKS

Which of the following conditions is closest to your current point of view... Visit a theme park



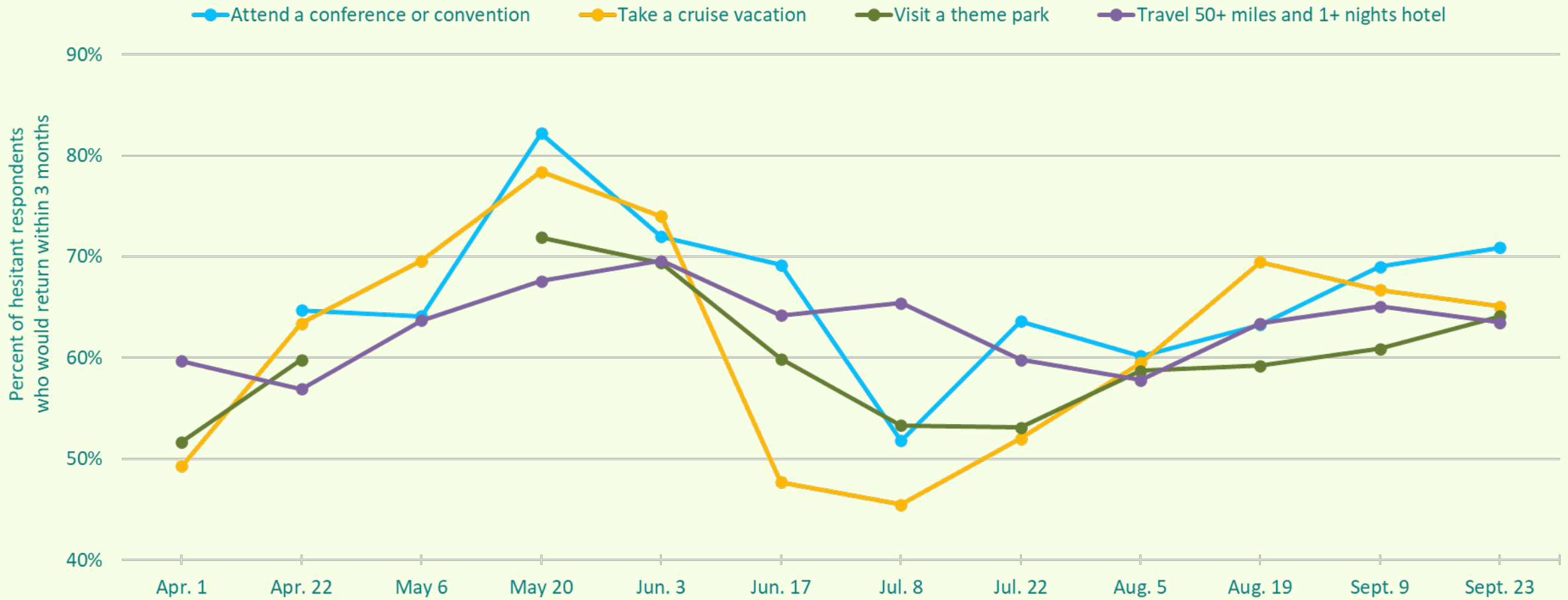
NEARLY 2/3 READY TO ATTEND A CONFERENCE OR CONVENTION

Which of the following conditions is closest to your current point of view... Attend a conference or convention



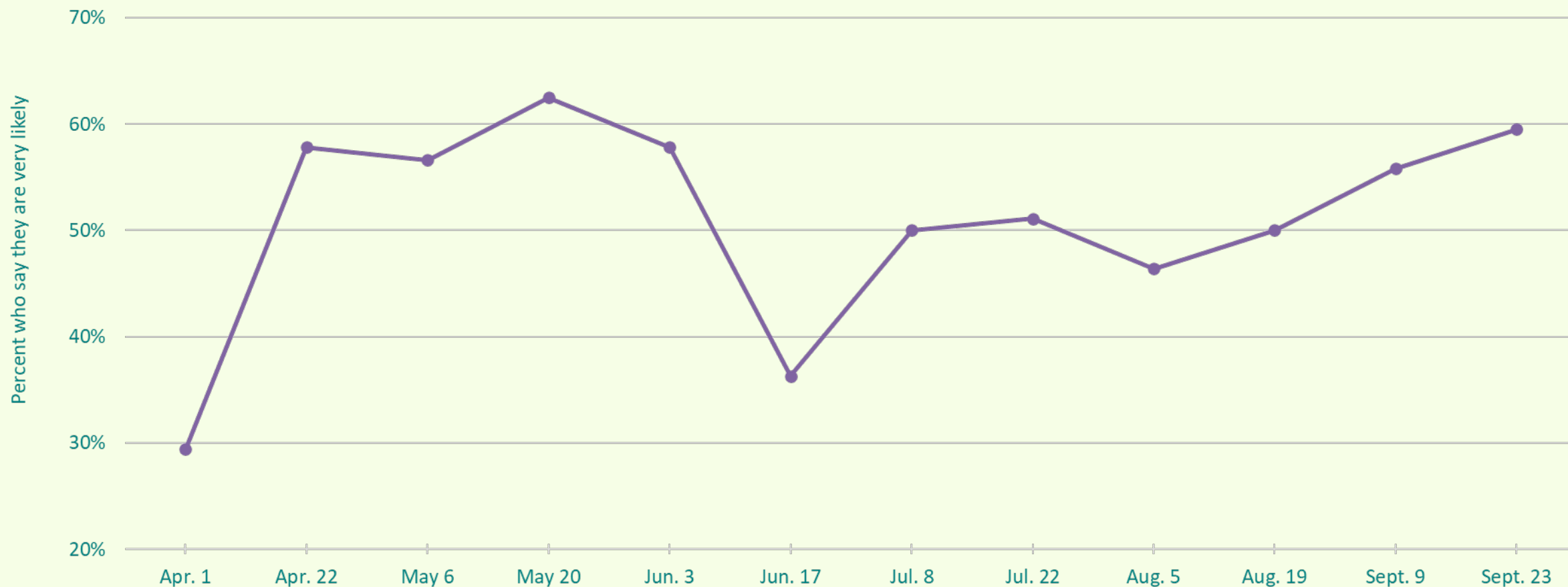
US TRAVEL: RETURN IN 3 MONTHS

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



WILLINGNESS TO TAKE BUSINESS TRIPS REBOUNDS

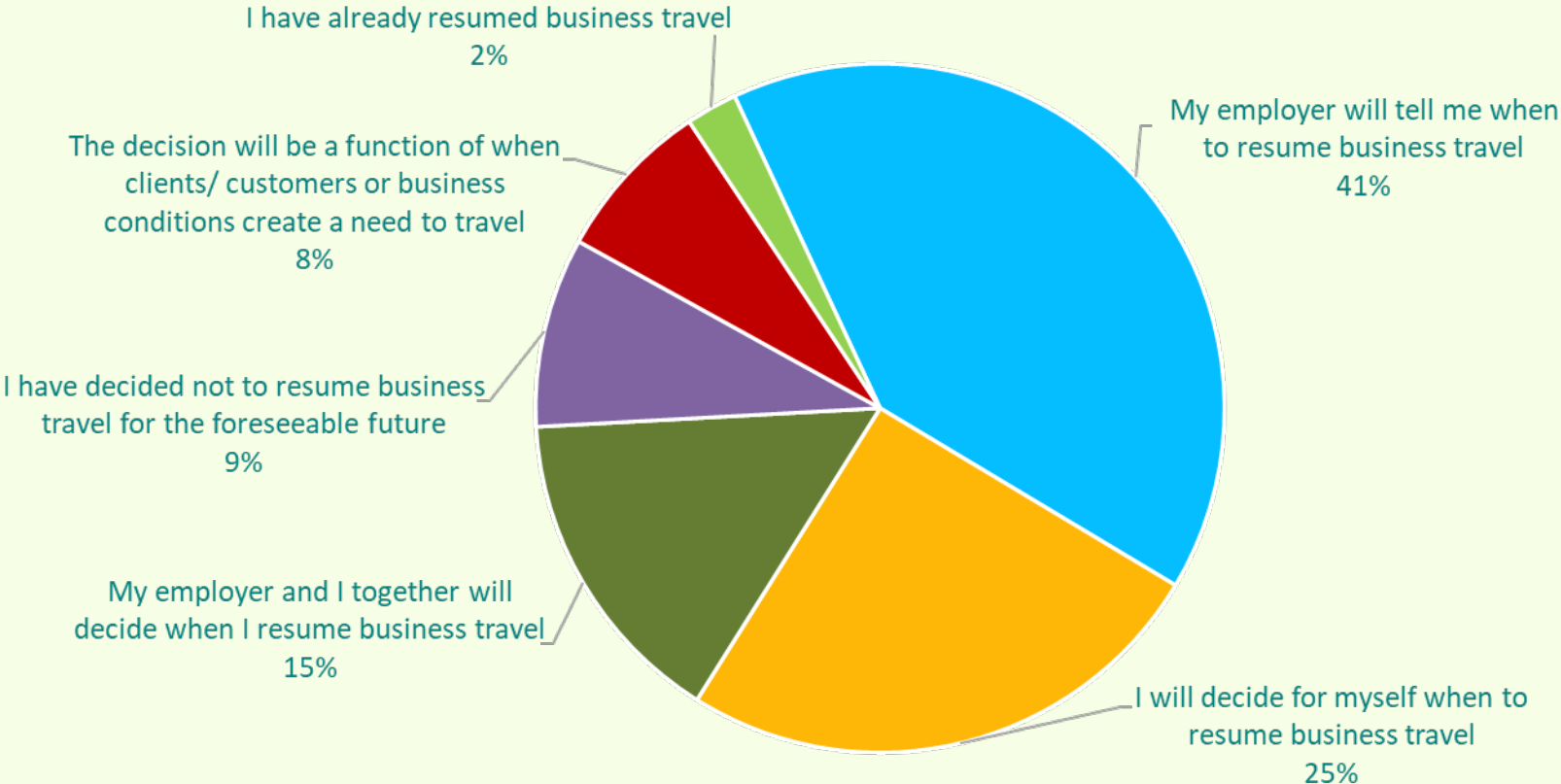
I'm likely to take a domestic business trip in the next six to twelve months.



n=79, Back to Normal Barometer, Sept. 23, 2020

PLURALITY SAY BOSS WILL DETERMINE BIZ TRAVEL RESUMPTION

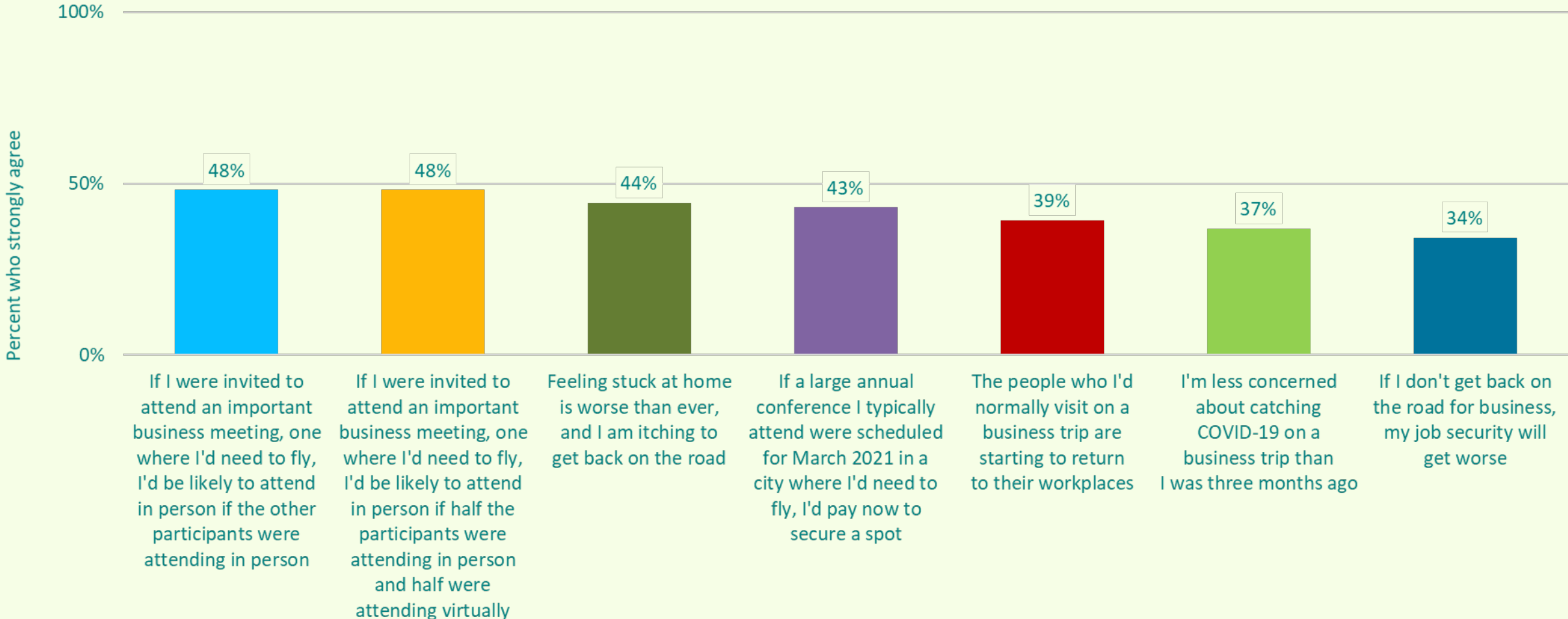
[Among those who traveled for business in the past year] Which of the following best describes how your decision to resume business travel will be made?



n=79, Back to Normal Barometer, Sept. 23, 2020

“FOMO” IN PERSON KEY REASON TO RESUME BUSINESS TRAVEL

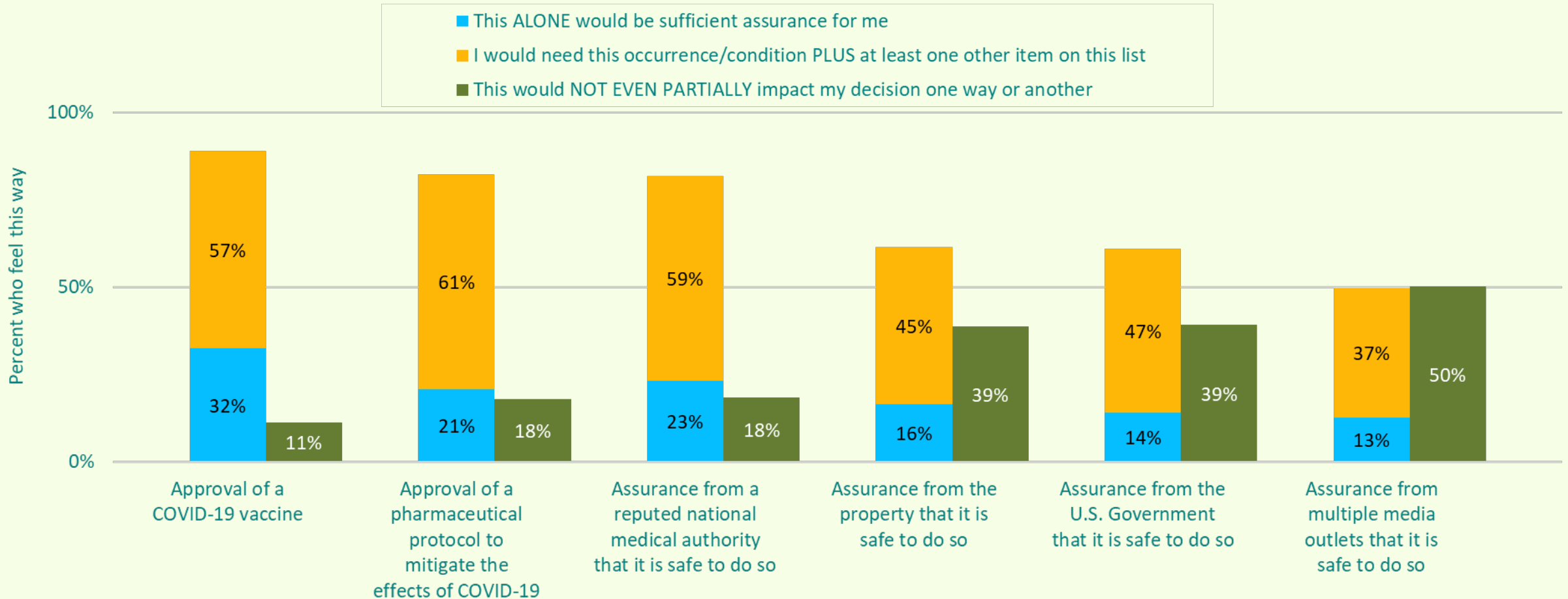
How strongly to you agree or disagree with the statements?



n=79, Back to Normal Barometer, Sept. 23, 2020

VACCINE KEY TO GETTING PEOPLE BACK INTO HOTELS

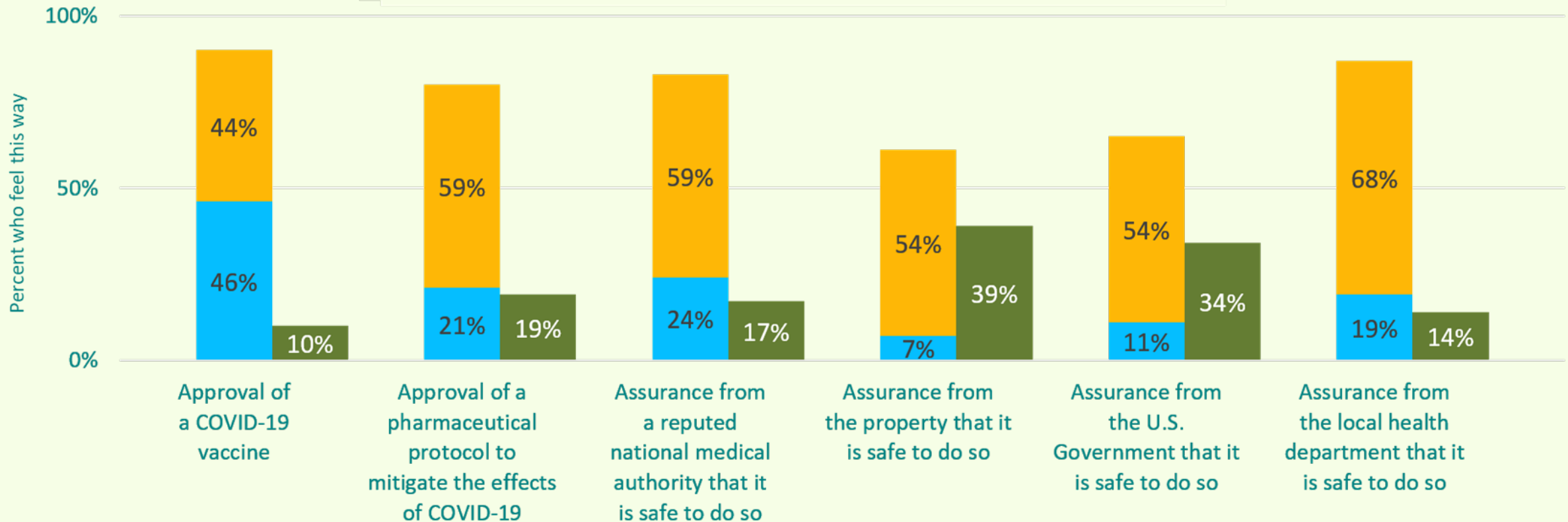
Which of these singular occurrences (alone or in conjunction with something else) would make you comfortable to stay in a hotel or resort, without reservation?



FOR COMPARISON'S SAKE: WAVE 3 (EARLY MAY 2020)

Which of these singular occurrences (alone or in conjunction with something else) would make you comfortable to stay in a hotel or resort, without reservation?

- This ALONE would be sufficient assurance for me
- I would need this occurrence/condition PLUS at least one other item on this list
- This would NOT EVEN PARTIALLY impact my decision one way or another



QUESTIONS

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

Ron Bonjean, ron@rokkolutions.com

Rich Thau, rich@engagious.com

Jon Last, jlast@sportsandleisureresearch.com

Matt Steffee, matt.steffee@engagious.com