

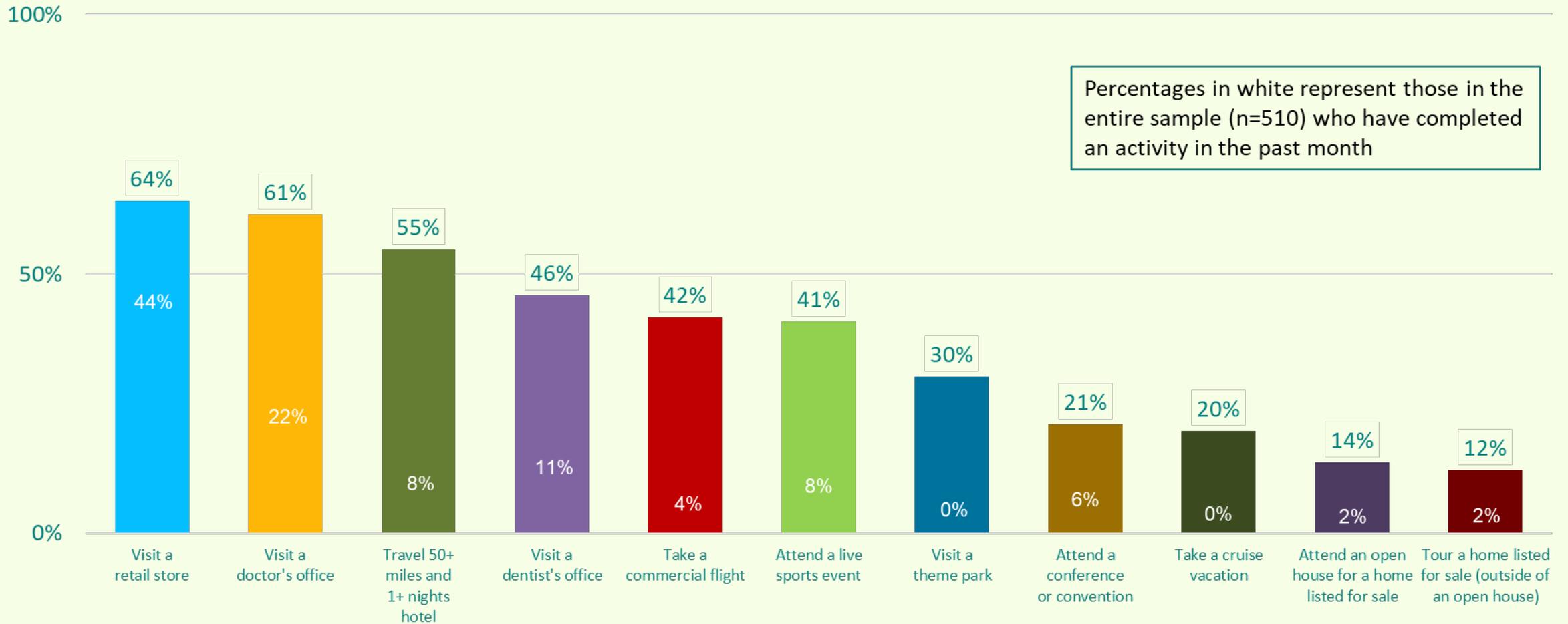
# WAVE 13: ANXIOUSLY AWAITING THE ELECTION

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

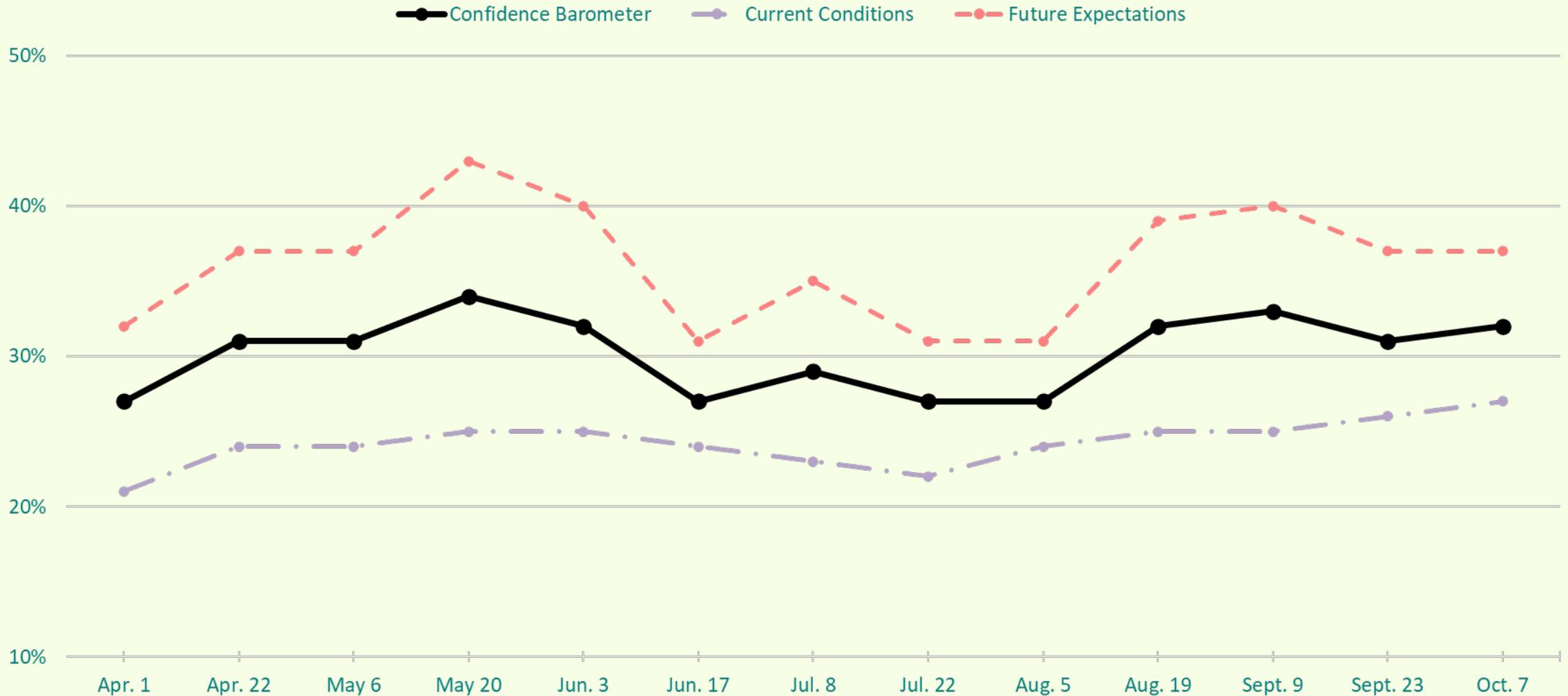
RON BONJEAN, PARTNER, ROKK SOLUTIONS  
RICH THAU, PRESIDENT OF ENGAGIOUS  
JON LAST, PRESIDENT OF SPORTS & LEISURE RESEARCH GROUP  
GINA DERICKSON, RESEARCH DIRECTOR OF ENGAGIOUS

# CONTEXT: RESPONDENTS ACTIVELY ENGAGE

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

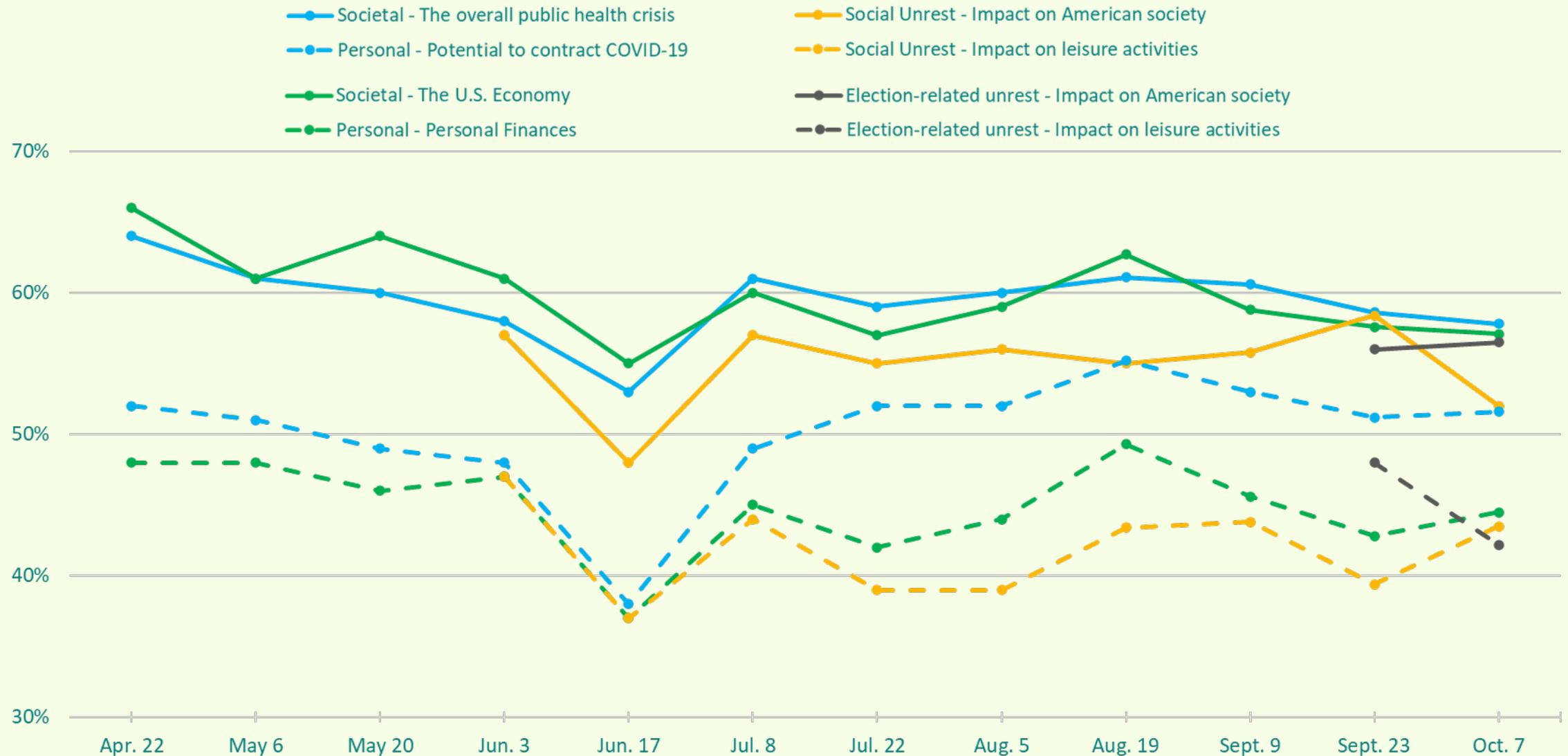


# CONFIDENCE BAROMETER SHOWS MINOR UPTICK



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

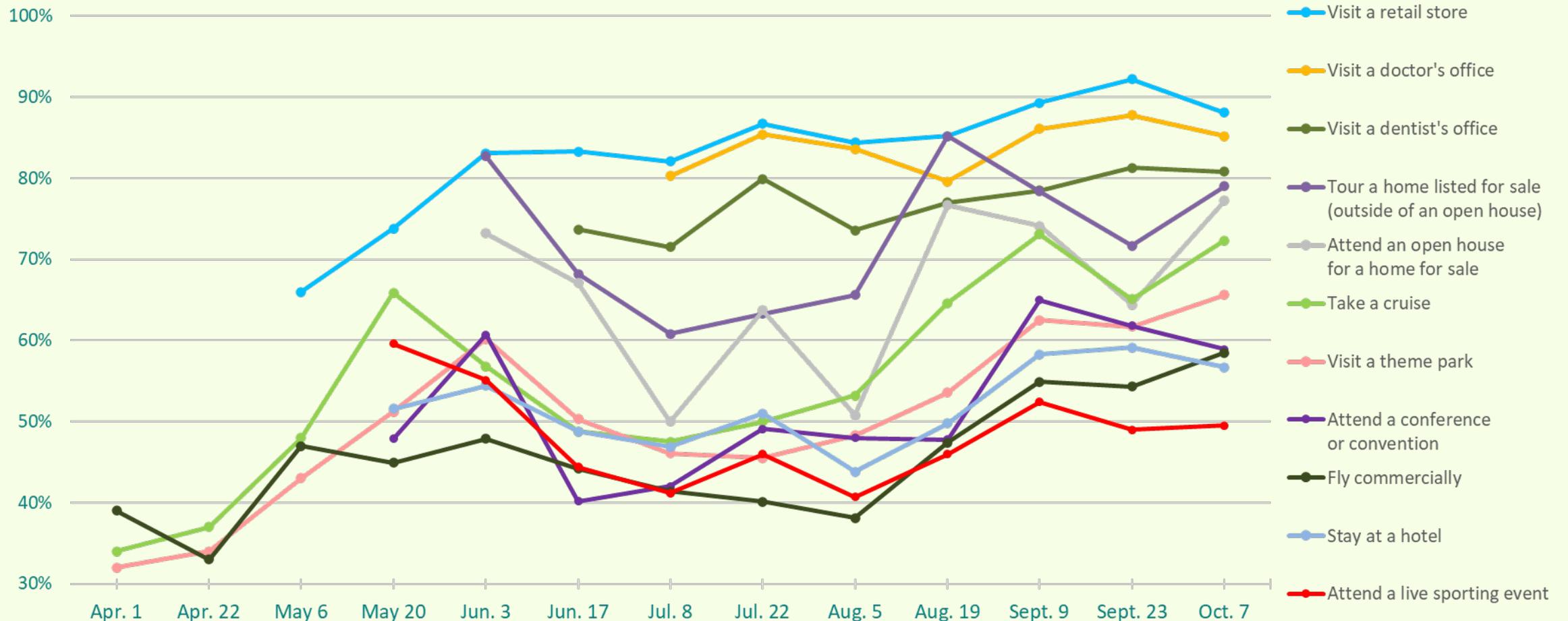
# FOUR CONCERNS VIE FOR MOST WORRYING



% 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



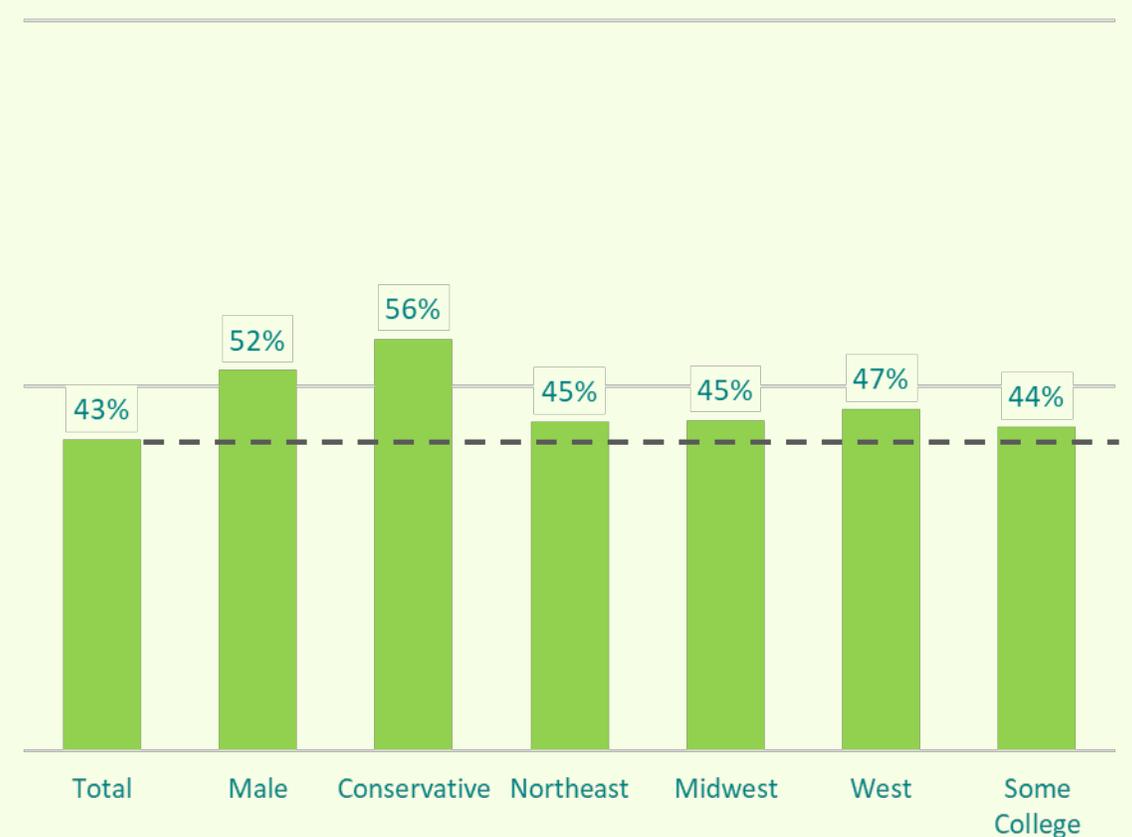
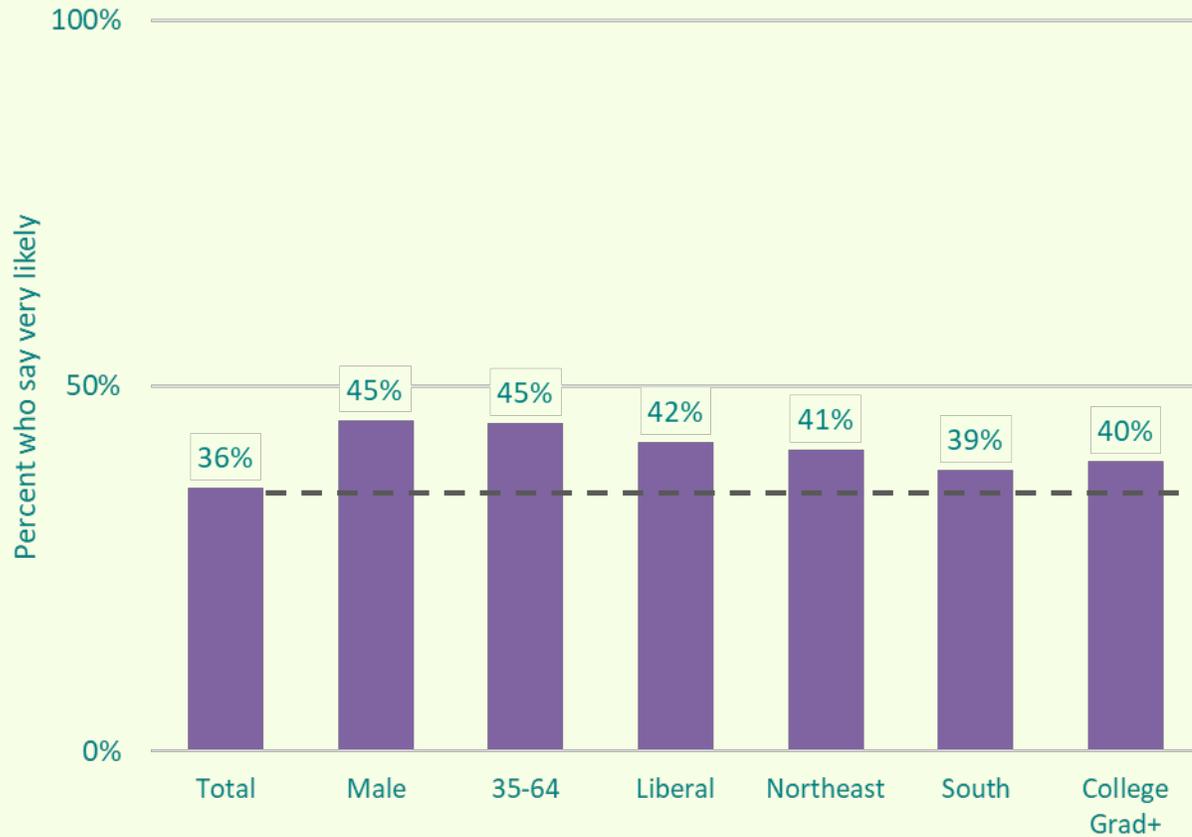


**But then there's the election...**

# VIEWS COMPETE OVER WHEN WE'LL KNOW WHO WON

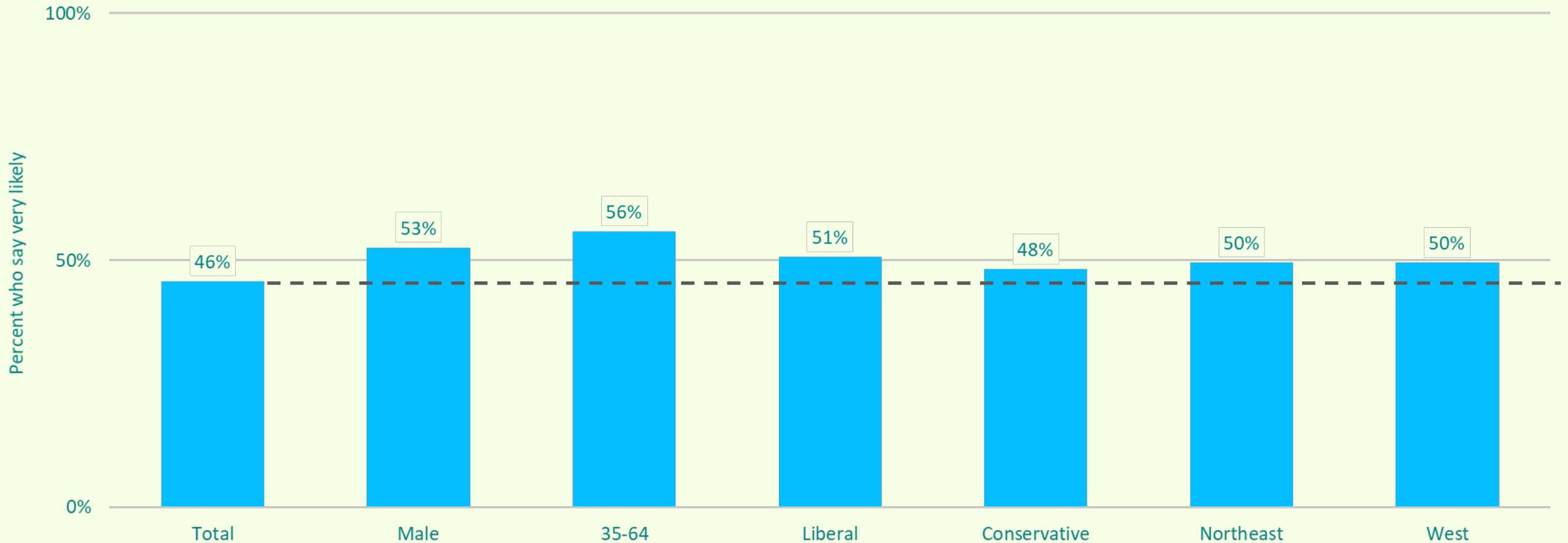
Americans will know who won the Presidential election within 24 hours of Election Day

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



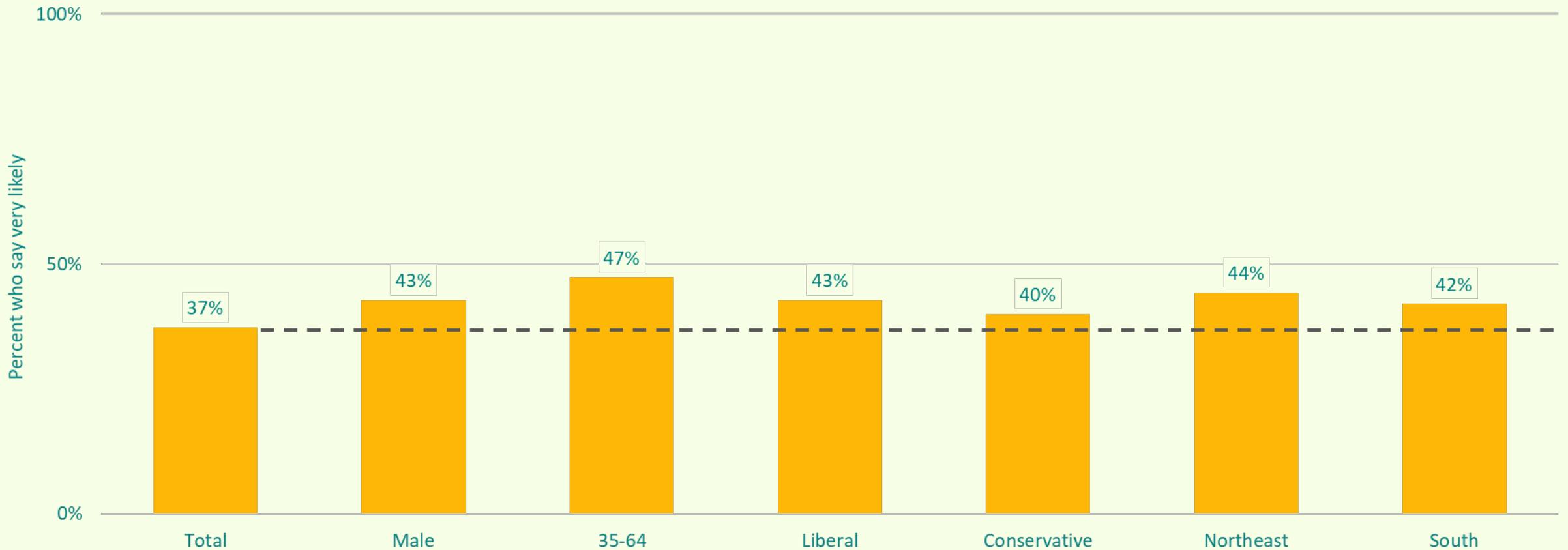
# MAJORITY OF MEN THINK THERE WILL BE ELECTION LAWSUITS

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

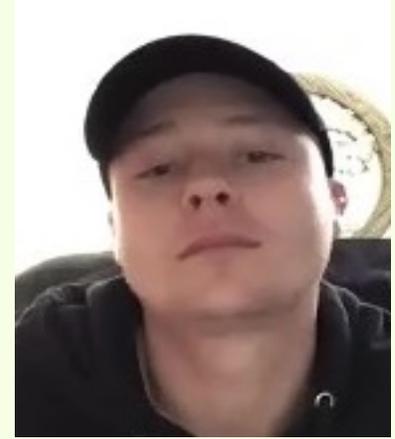
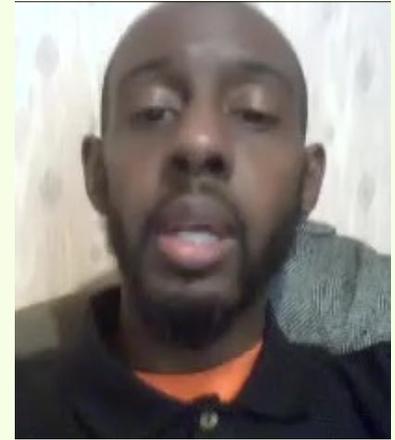
In your opinion, please indicate the likelihood of the following to happen: The results of this election will plunge our country into violent anarchy and chaos.



# 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?



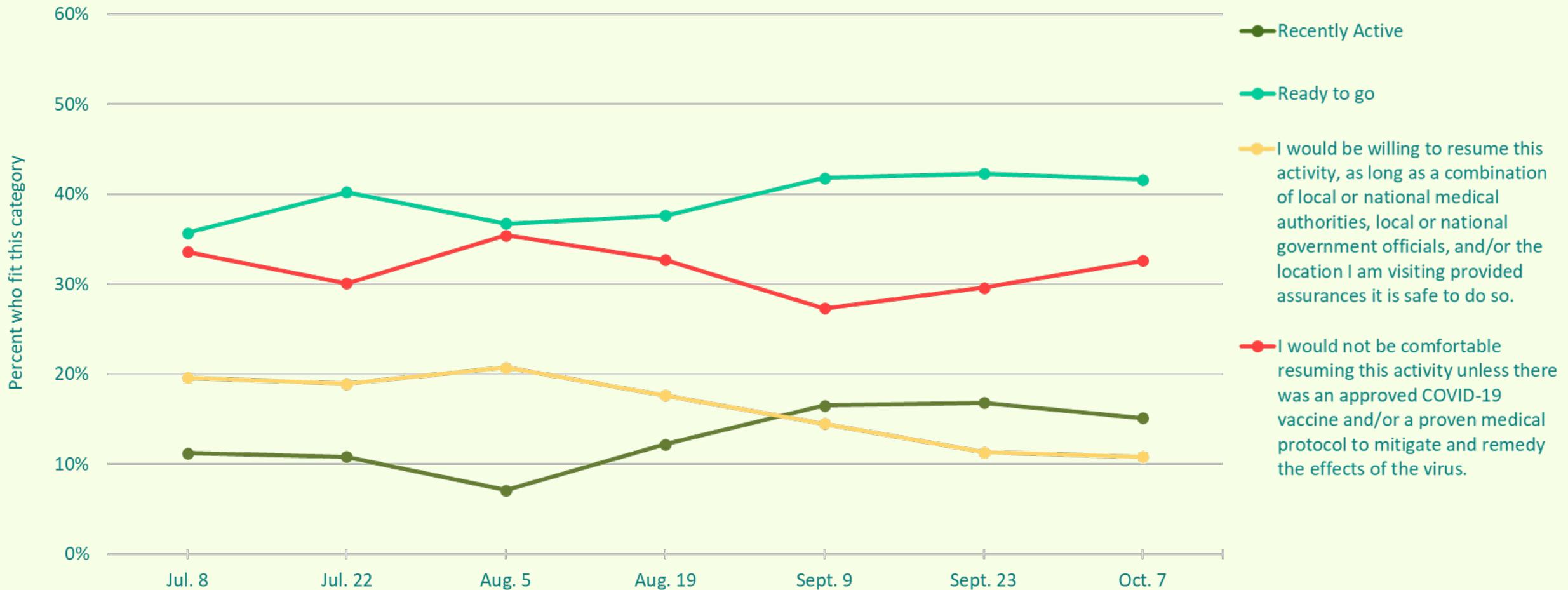
# THIS IS WHAT A DIVIDED COUNTRY SOUNDS LIKE

- 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

# US Travel

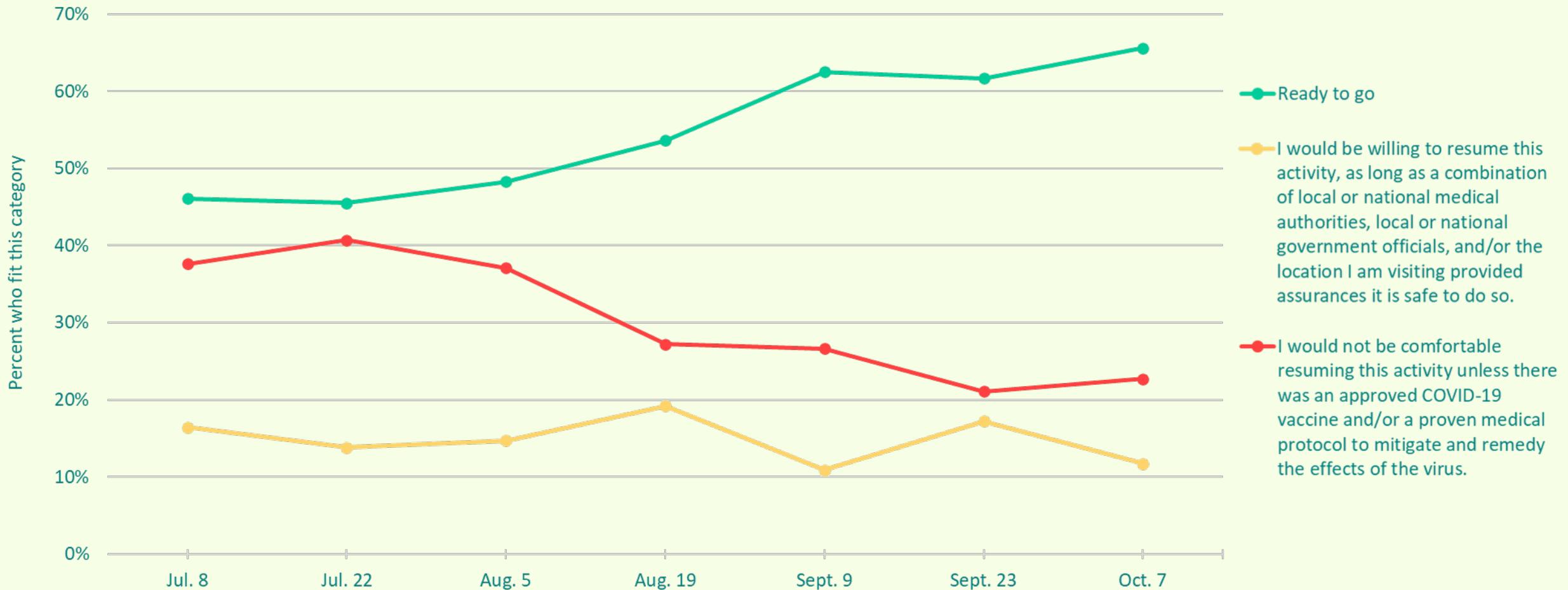
# MORE THAN HALF WOULD STAY AT A HOTEL, OR HAVE ALREADY

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



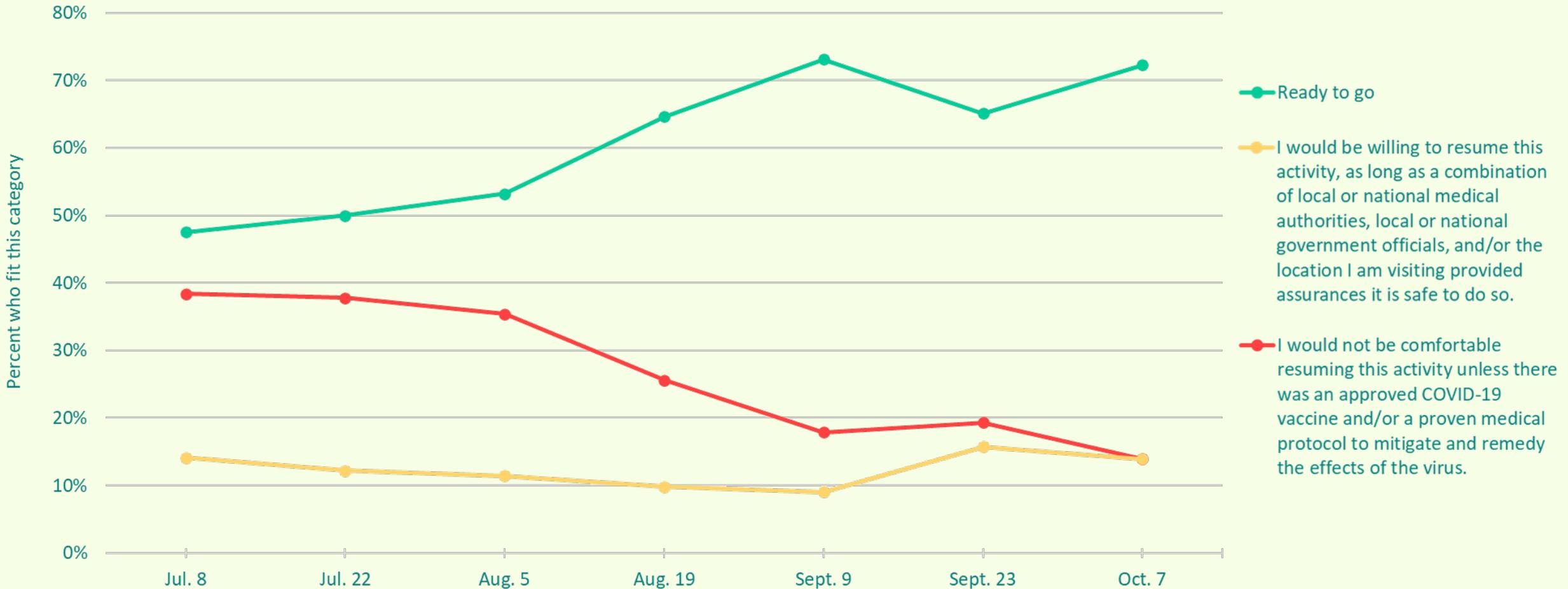
# 2/3 WILLING TO VISIT A THEME PARK

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



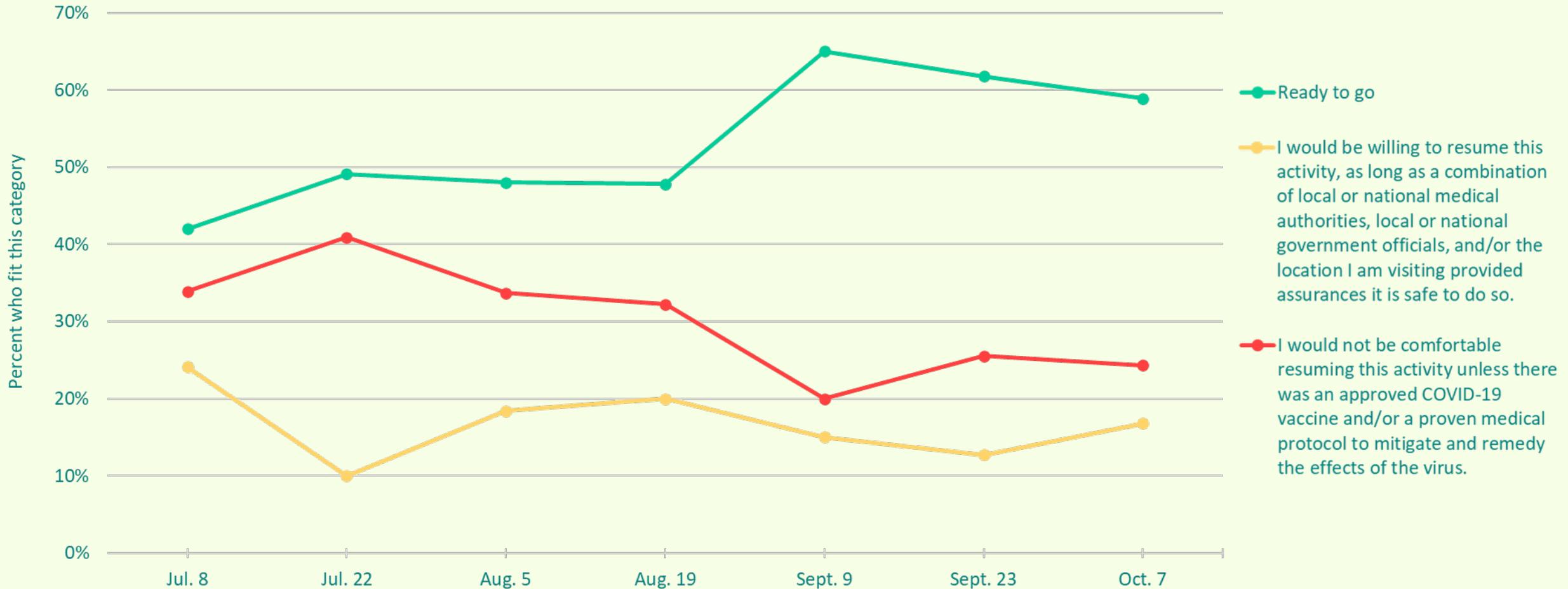
# NEARLY 3 OUT OF 4 WILLING TO TAKE A CRUISE

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



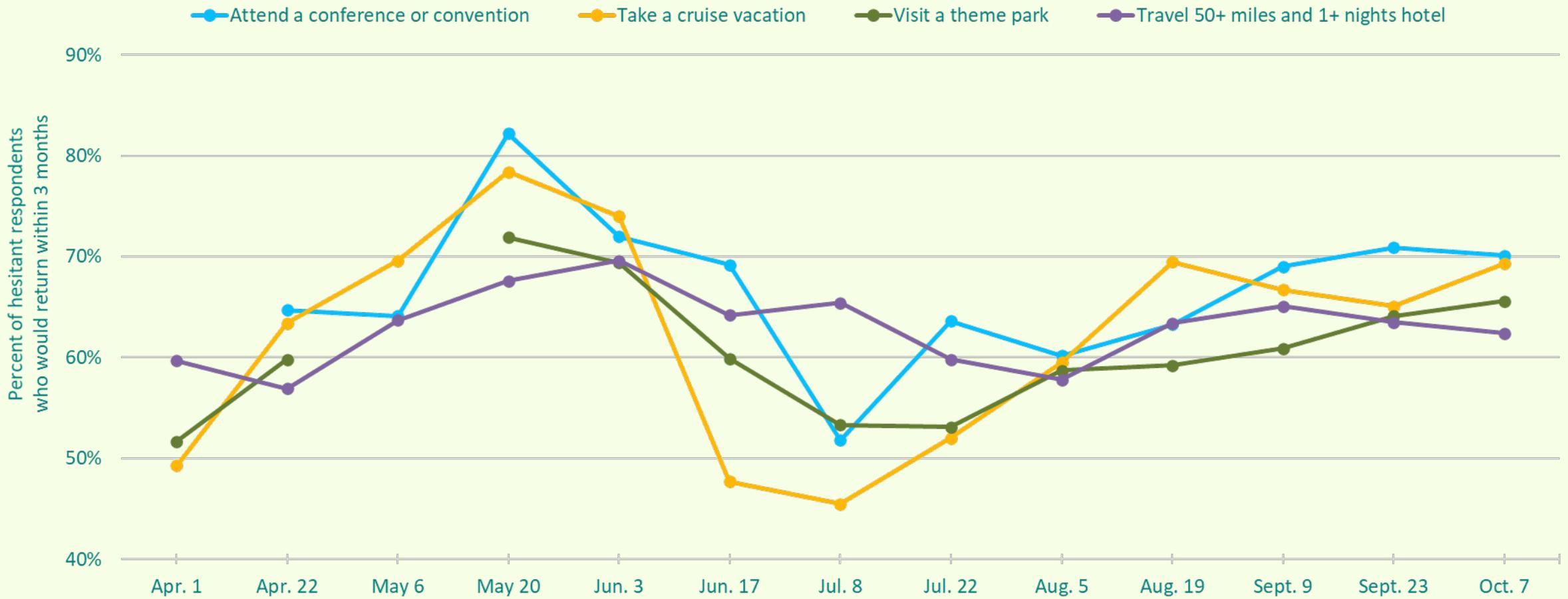
# 60% WOULD ATTEND A CONFERENCE OR CONVENTION

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



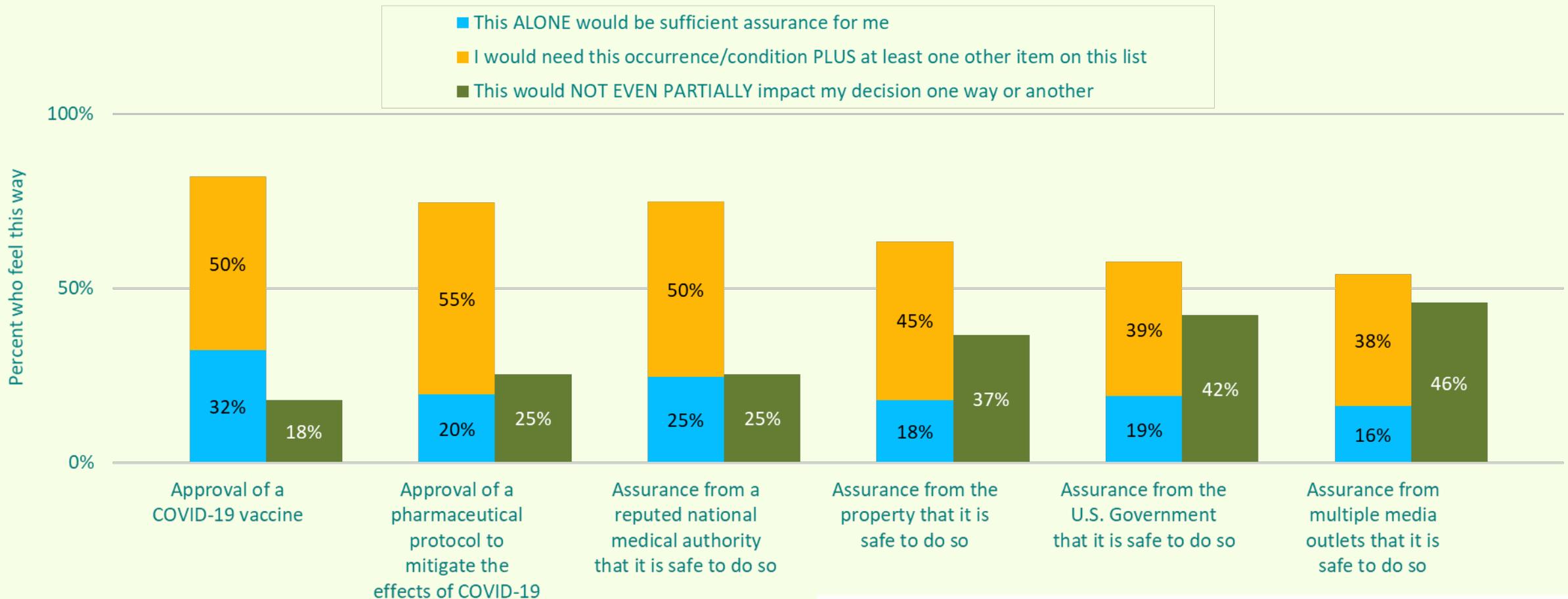
# US TRAVEL: RETURN IN 3 MONTHS

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



# HOTELS: MOST ASSURANCE COMES FROM A CURE OR VACCINE

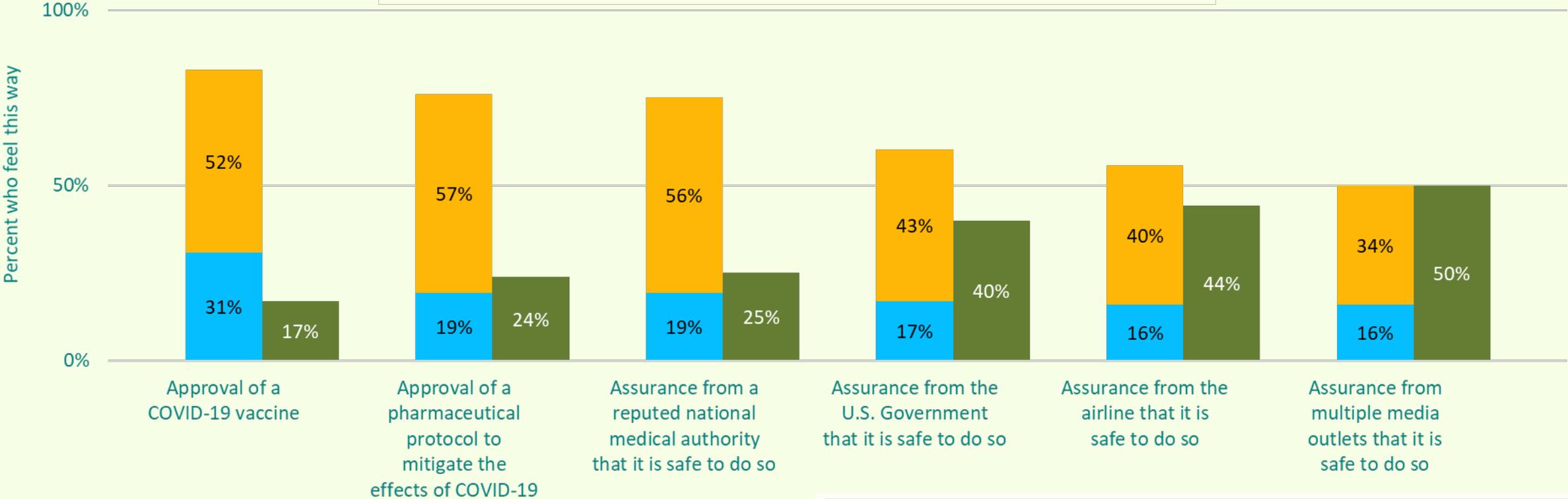
Which of these singular occurrences (alone or in conjunction with something else) would make you comfortable to stay in a hotel or resort, without reservation?



# FLYING: MOST ASSURANCE COMES FROM A CURE OR VACCINE

Which of these singular occurrences (alone or in conjunction with something else) would make you comfortable to fly commercially, 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

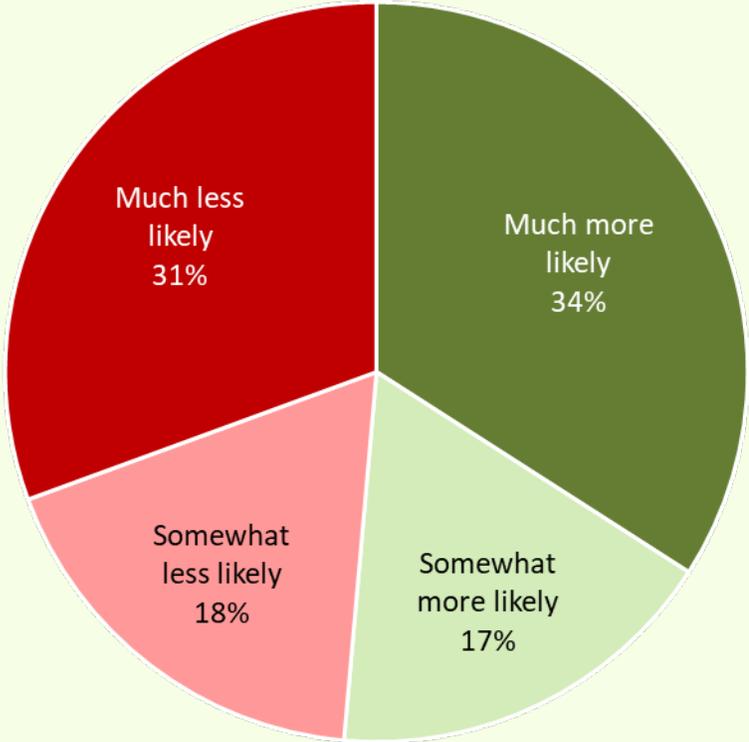


n=88, Back to Normal Barometer, Oct. 7, 2020

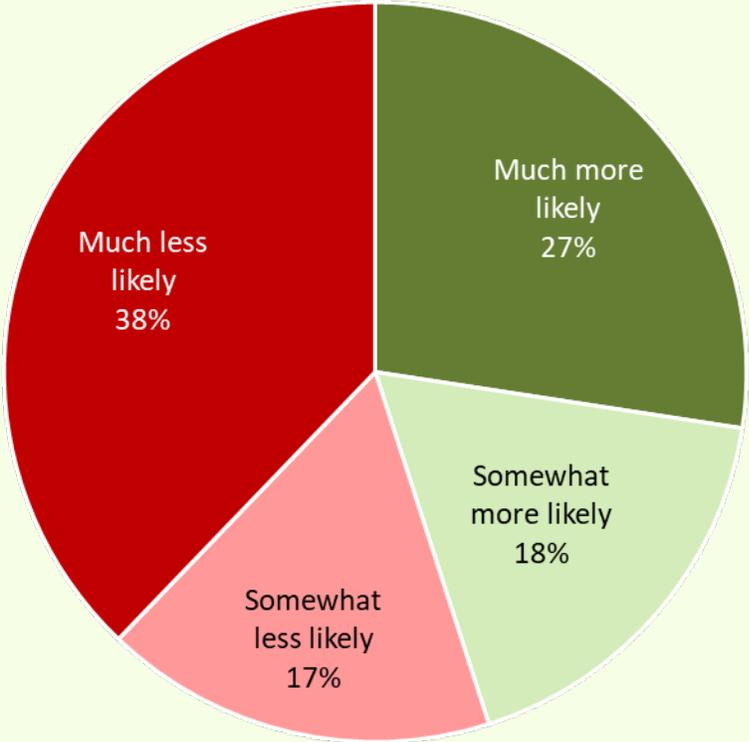
# NEGATIVE TESTS MAKE ONLY A PORTION MORE LIKELY TO FLY

What would be the impact, if any, of knowing that all guests and staff had tested negative for COVID-19 immediately before engaging in each of the following?

Taking a domestic commercial flight

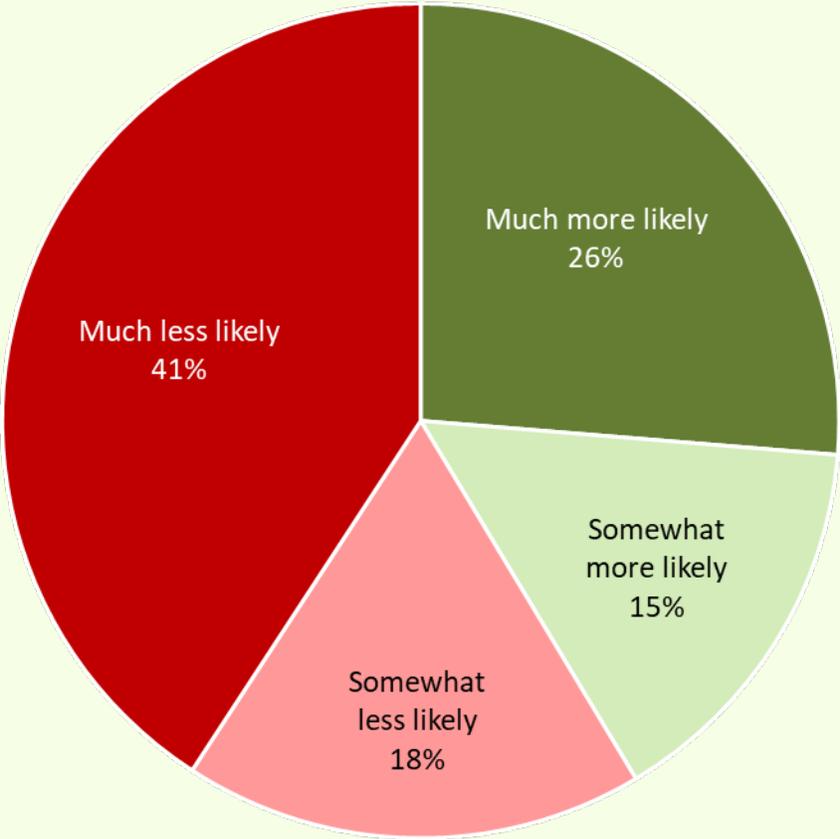


Taking an international commercial flight



# NEGATIVE TESTS MAKE 41% MORE LIKELY TO ATTEND CONVENTION

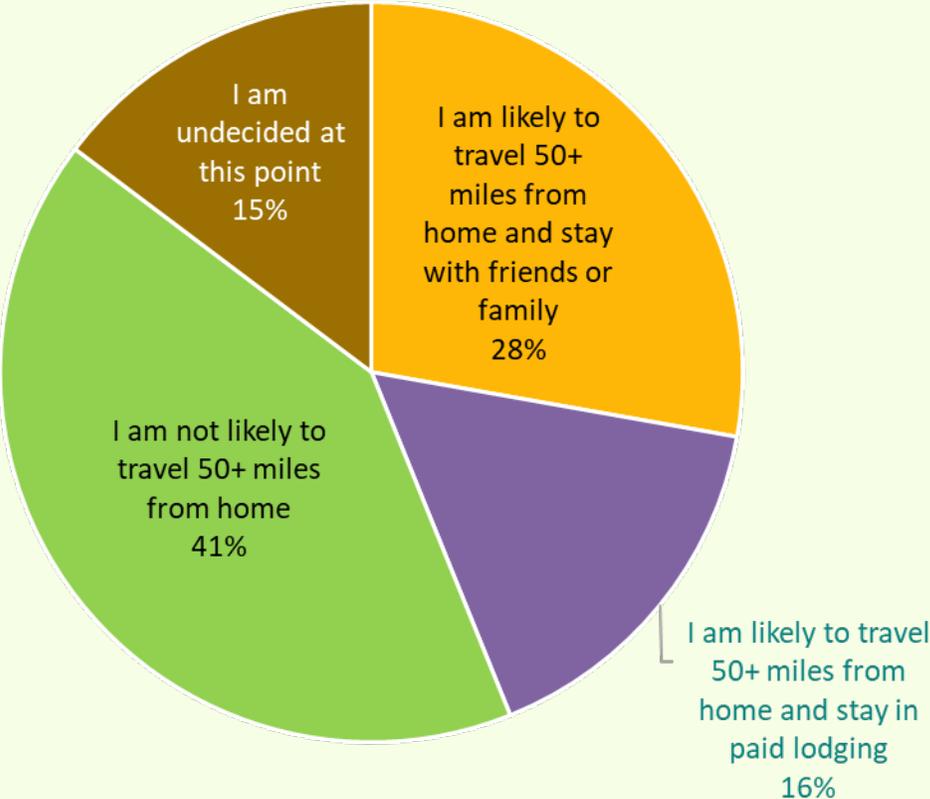
What would be the impact, if any, of knowing that all guests and staff had tested negative for COVID-19 immediately before engaging in the following? Attending a large trade show or convention



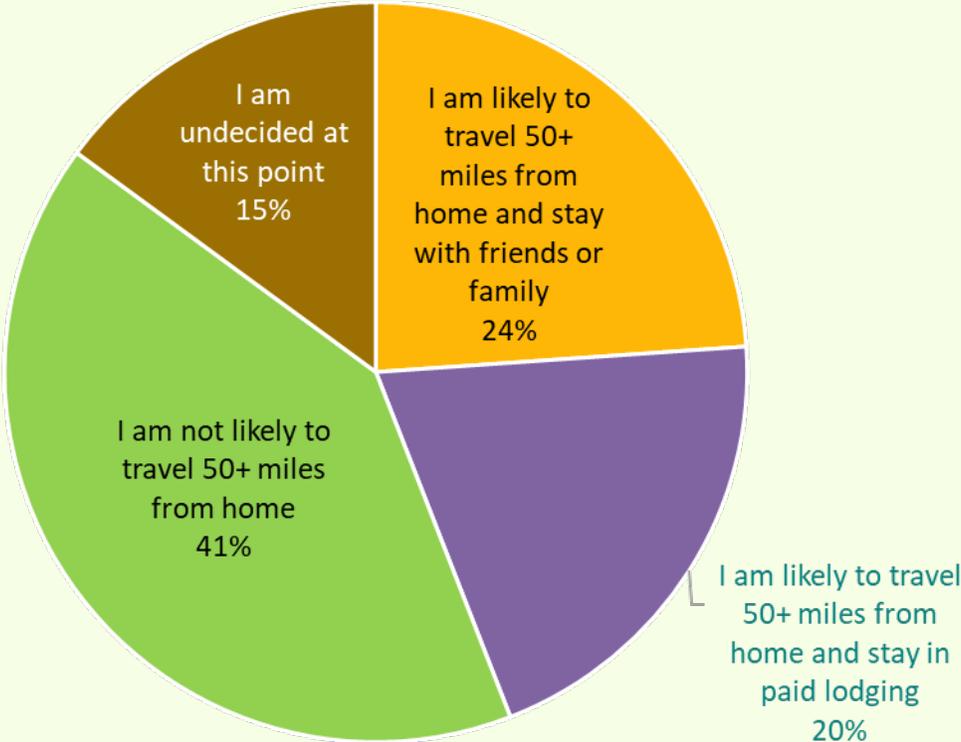
n=510, Back to Normal Barometer, Oct. 7, 2020

# PLURALITY NOT GOING FAR FOR THE HOLIDAYS

Which of the following best describes your plans for the upcoming holidays - Thanksgiving?



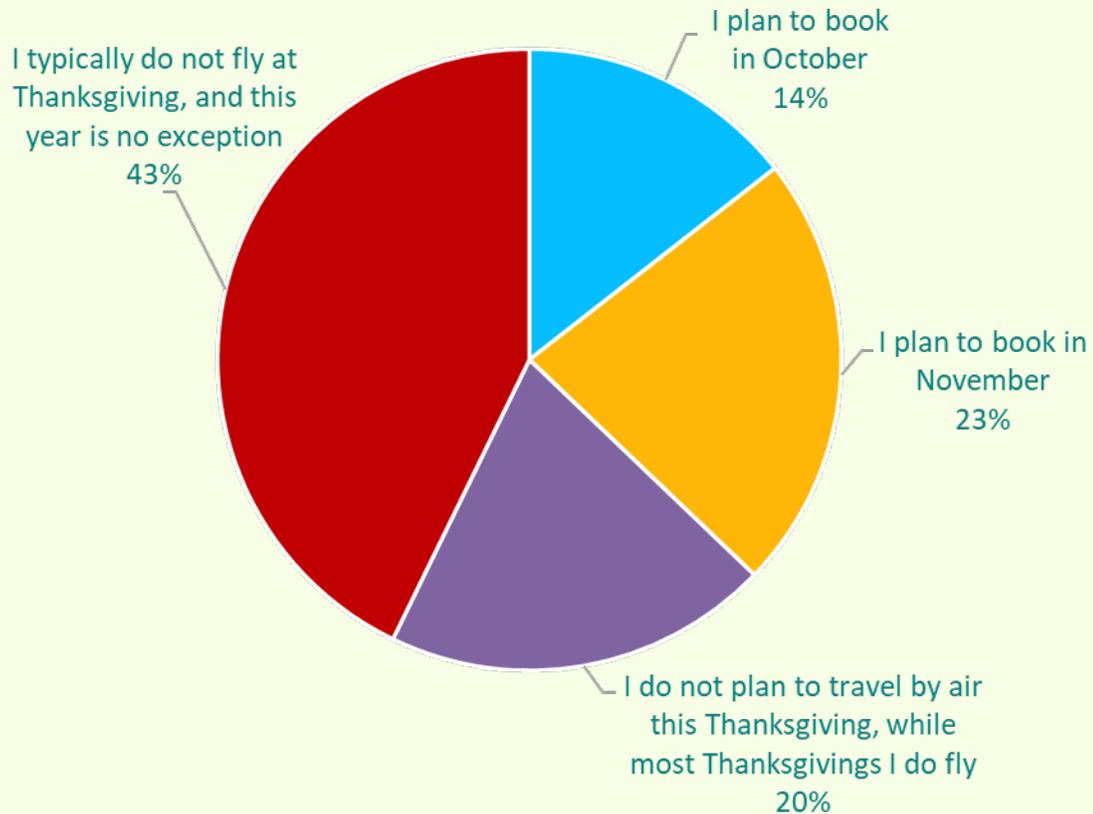
Which of the following best describes your plans for the upcoming holidays – The December Holidays?



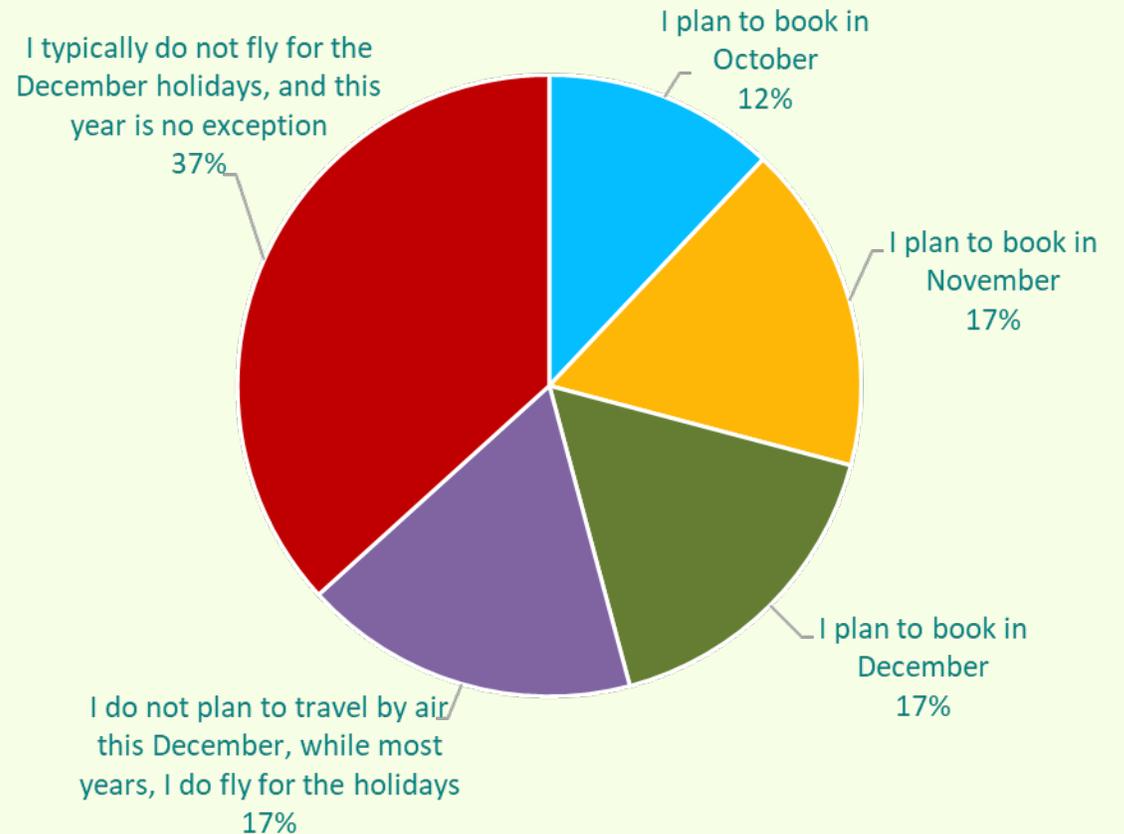
n=510, Back to Normal Barometer, Oct. 7, 2020

# ROUGHLY 1/6 TO 1/5 WON'T FLY AS THEY NORMALLY DO

Which of the following describes your current plans, if any, for booking Thanksgiving air travel?



Which of the following best describes your current plans, if any, for booking air travel for the December holidays?



# HERE'S WHERE THEY PLAN TO VISIT

Which, if any, of the following destinations would you consider visiting for vacation over the next six months?

Las Vegas	25%	Nashville	9%
Los Angeles	17%	Boston	9%
New York	17%	Seattle	9%
Washington, DC	16%	Denver	8%
Orlando, FL	15%	Memphis	7%
San Francisco	14%	Oklahoma City	7%
Dallas	13%	Phoenix	7%
Chicago	13%	Portland, OR	5%
San Diego	12%	None	31%

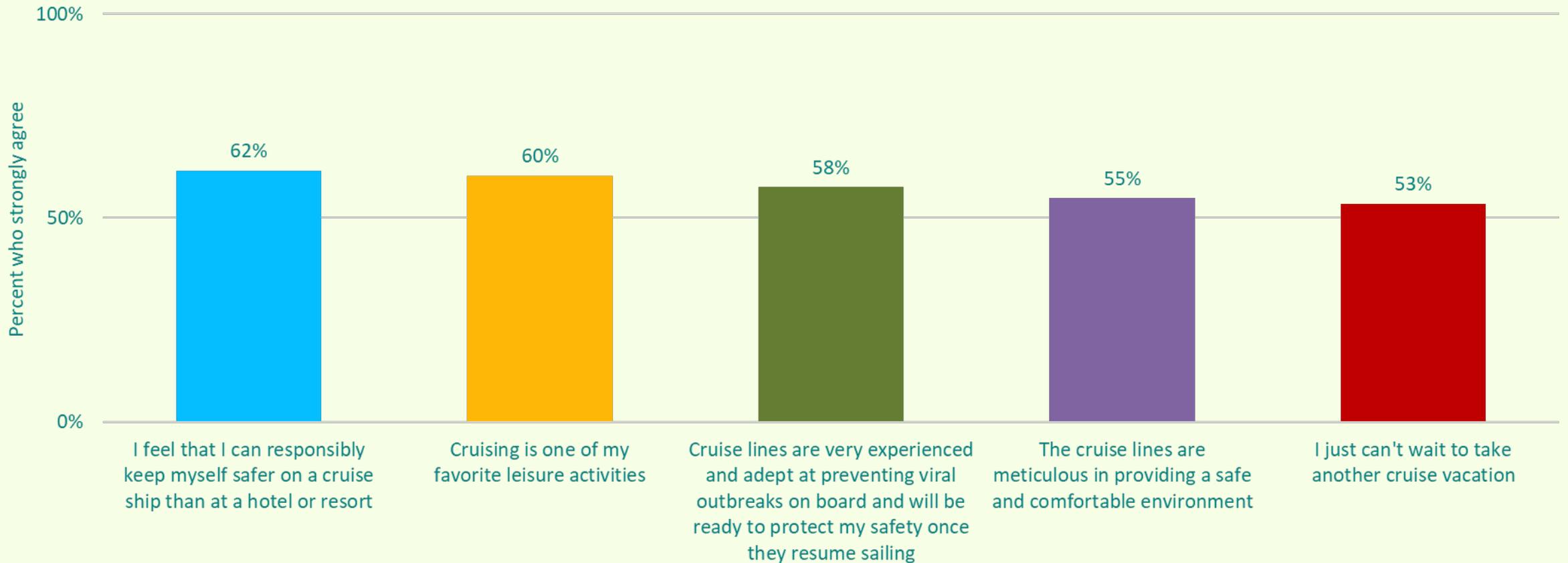
# HERE'S WHERE THEY WOULD GO OVERSEAS

Assuming that international travel restrictions and all required quarantines were lifted, which of the following regions of the world would you be most likely to travel to first?

Western Europe	23%	Mexico	4%
Caribbean	13%	Middle East	3%
Asia	7%	Eastern Europe	3%
Australia	6%	South America	3%
Central America	5%	None of the Above	29%
Africa	5%		

# MAJOR OPTIMISM CONVEYED BY CRUISERS

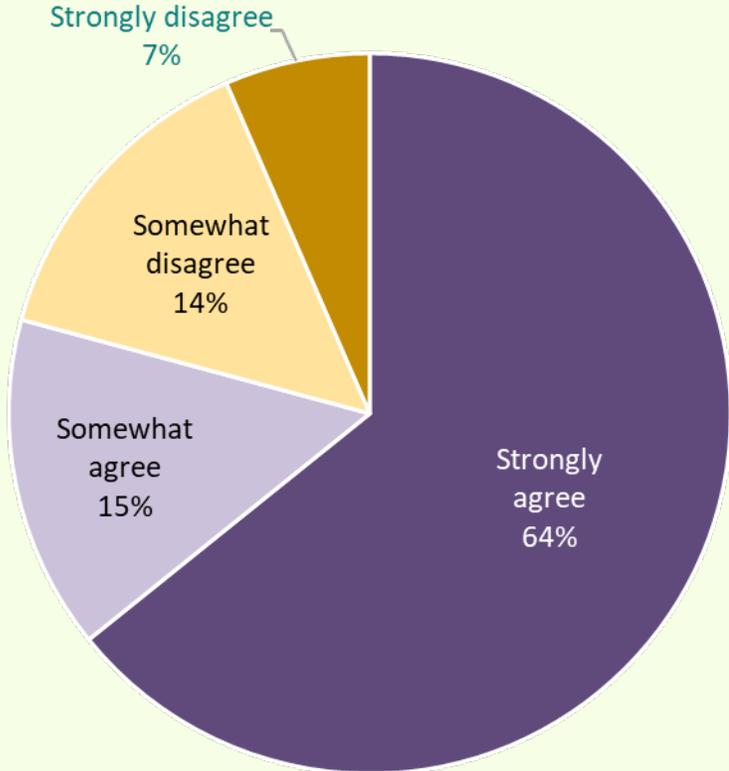
[Among those who have taken a cruise in the past year:] Please indicate how much you agree or disagree with each of the following statements.



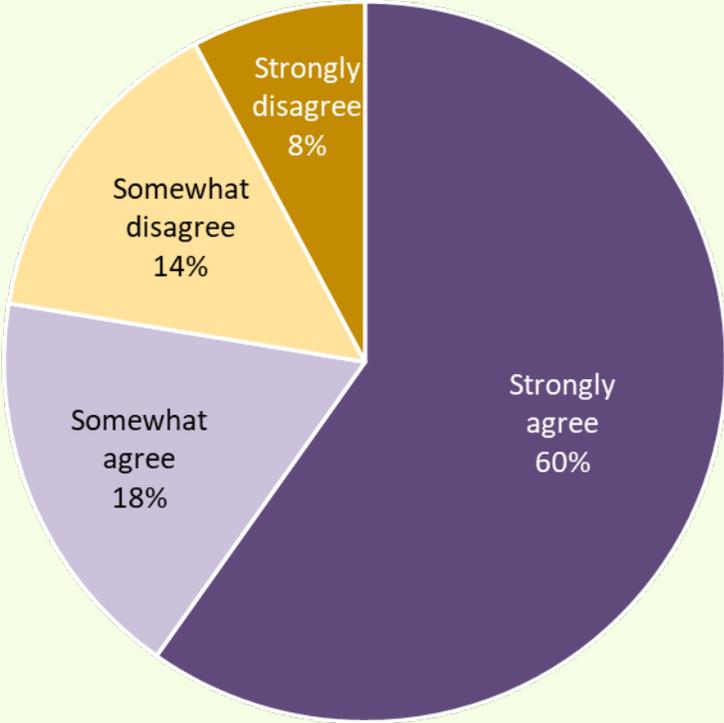
# Vaccines

# 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



# VACCINATION INTENT FALLS TO A LOW POINT

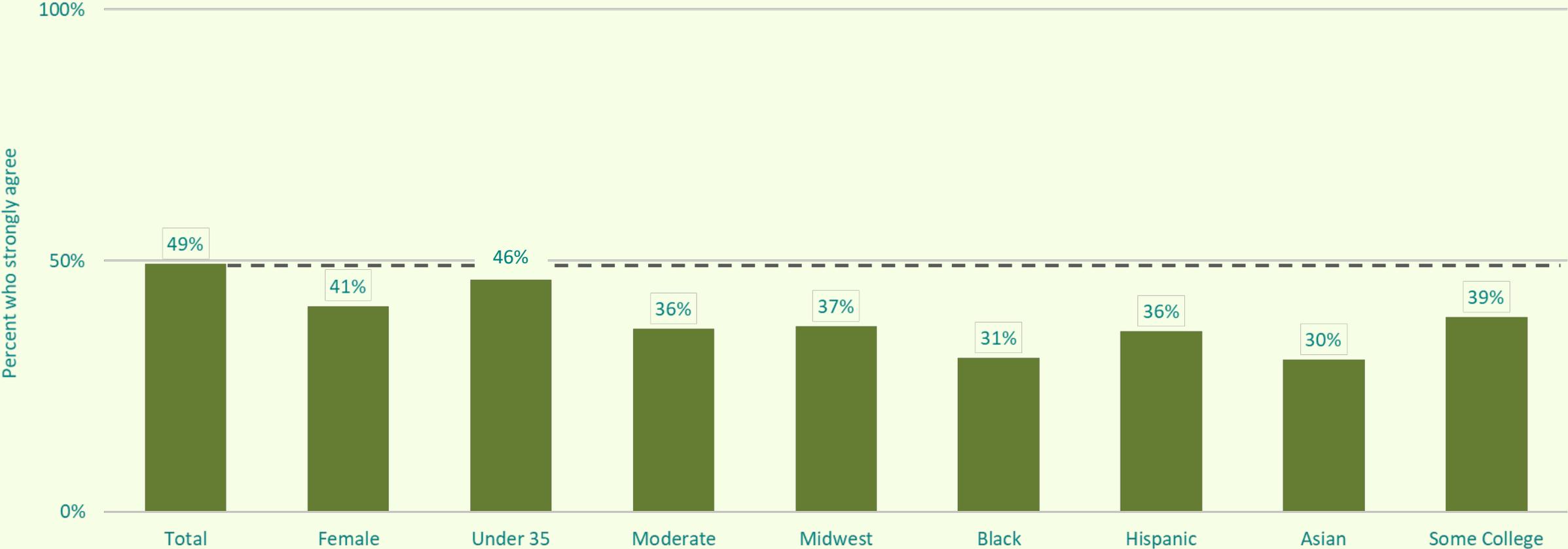
- 58% are strongly concerned that there will be a second wave of COVID-19 outbreak, requiring event cancellations and lockdowns this year
- Only 29% strongly agree that the COVID-19 pandemic is less of a threat to Americans than it was this summer
- More than half of the country is still very concerned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

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