

National Center for Disaster Preparedness

EARTH INSTITUTE | COLUMBIA UNIVERSITY



POLLING BRIEF:

FOURTEEN MONTHS INTO THE COVID-19 PANDEMIC: What we miss the most *(and how policymakers can help).*

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Note: The content of this document, including all data and hyperlinks are current up to May 2021. Hyperlinks will not be maintained after the publication date but are available in full length for the reader's reference.

EXECUTIVE SUMMARY

As the U.S. continues to emerge from the deadliest pandemic in over one hundred years, vaccination rates among Americans have steadily risen, and public health guidelines that have been in place for over a year are increasingly relaxed. In short, Americans are readjusting to a “new normal.” But what this “new normal” looks like for many Americans remains unclear.

To better understand what Americans are most looking forward to, the National Center for Disaster Preparedness (NCDP) at Columbia University’s Earth Institute partnered with the Marist Institute for Public Opinion to survey Americans and better understand what they are most looking forward to doing – or what getting back to ‘normal’ means to them.

A nationally representative Omnibus survey was conducted between April 7th – 13th, 2021 to 1,266 people across the U.S. via mobile phones and landlines. Each respondent was asked what they missed the most since the pandemic began, before being read a list of randomized options.

Overall, the three consistent areas in which the general public seemed most intent on returning to were:

- 1. Large, in-person social gatherings such as weddings, sporting events, concerts, or theatre**
- 2. The ability to travel freely**
- 3. The option to shed public health protocols such as mask-wearing and social distancing**

The results demonstrated a clear desire for Americans to get back to the large, in-person gatherings that were first impacted by the pandemic more than fourteen months ago. Nearly a third of those polled – or 31% – longed for these large, social gatherings.

The survey also found significant differences emerged in what Americans most looked forward to when grouped by political affiliation. While 17% of Americans – the second-largest majority – indicated that they most looked forward to not needing to follow COVID-19 restrictions such as mask-wearing and social distancing, that choice was selected three times as often by Republicans (27%) as by Democrats (9%).

Substantial differences also emerged along age and generational lines, with 17% of younger Americans (between the ages of 18 to 39) indicating that they most missed the ability to travel freely. While 15% of all adults surveyed agreed with the desire to travel freely, only 9% of those over the age of 74 responded the same. Instead, 16% of older Americans responded that they most longed for physical contact, such as hugging or shaking hands.

In order to safely achieve these aspirations, the necessary policies to make these desires possible should be a prime consideration for politicians and public health decision-makers. We recommend that in order to safely allow Americans to attend large, in-person social events, travel freely, and to shed public health protocols, policymakers should consider developing and implementing mandatory vaccination checks in tandem with public and private sector entities that draw large crowds. Similarly, it is recommended that widespread vaccination campaigns continue to target at-risk areas and underserved communities, including those that are newly eligible for vaccinations such as children and adolescents. Simultaneously, it is important to recognize as well that as long as there are severe outbreaks in other parts of the world, for instance in South Asia or South America, nowhere on the planet, including the United States, can be confident that we will avoid another major surge with a new, more dangerous mutation of the SARS-CoV-2 virus.

INTRODUCTION

As the scope of suffering from SARS-CoV-2 continues to climb higher across the globe, it is clear that we remain in the midst of the deadliest pandemic in over 100 years. More than 32 million Americans have been infected, and at least 583,690 have died from the virus.¹ A recent report from the University of Washington suggests that the number of fatalities in the U.S. may actually be much higher than originally reported.² Another report from Columbia University's NCDP, from the fall of 2020, demonstrated that the U.S. mortality rate from COVID-19 was unnecessarily high, and that many such deaths were avoidable with greater federal leadership, coordination, and rigorous policy interventions.³

Even today, as cases continue to decline in the United States, there remains an average of nearly 40,000 positive cases and more than 600 deaths each day.⁴ As the situation in the U.S. has markedly improved in recent months, cautious optimism is recommended. Today, approximately 117 million Americans are fully vaccinated, and nearly half all of Americans – or 46% – have received at least one dose.⁵ With COVID-19 cases steadily declining over the past month, Americans are preparing to – and in some places have already begun to – return to a degree of normalcy.

However, as public health guidelines that have been in place for over a year are relaxed, what this “new normal” looks like for Americans remains unclear. In a post-pandemic world, how do Americans prioritize interpersonal relationships, the pursuit of business, or the freedom of unrestricted movement? Will there be a wholesale return to the office? Are Americans most eager to travel, resume physical contact with one another (e.g., hugging), or attend large in-person gatherings? As we approach the Biden Administration's goal of a near-normal America by July 4, understanding what pandemic-weary Americans most are looking forward to can help guide policymakers toward adaptive policies to safely get us there.

To answer these questions, the National Center for Disaster Preparedness (NCDP) at Columbia University's Earth Institute partnered with the Marist Institute for Public Opinion to insert a one-question poll into an omnibus survey of Americans. This report aims to shed light onto what Americans are most looking forward to – or what getting back to ‘normal’ means to them.

¹ The New York Times [CovidTracker](#), as of May 13, 2021

² Institute Health Metrics and Evaluation, Estimation of total mortality due to COVID-19

³ [130,000 - 210,000 Avoidable COVID-19 Deaths - and Counting](#) in the US, October 21, 2020

⁴ The New York Times [CovidTracker](#), accessed May 13, 2021

METHODOLOGY

A nationally representative Omnibus survey was conducted between April 7th and April 13th, 2021 to a total of 1,266 people across the U.S. The survey question was administered via mobile phones and landlines. See Figures 6-10 for a demographic breakdown of respondents.

Each respondent was asked the following question:

Since the coronavirus pandemic began more than a year ago, what do you miss the most:

- a. Attending large-in-person gatherings such as family events, theatre, live music, or sporting events
- b. Not having to follow COVID restrictions such as wearing masks and social distancing
- c. The ability to travel freely
- d. Physical contact such as hugging or shaking hands
- e. Feeling comfortable going to indoor cafes, bars, and restaurants
- f. Not having to worry or feel anxious
- g. Going to work at an office
- h. All of the above
- i. Do not miss anything
- j. Other

Of the 1,266 U.S. adults surveyed in the poll, demographic information was collected, and responses are representative of the United State population with a margin of error of ± 3.3 percentage points. The answer choices were randomized for each participant. Eligible respondents included adults 18 years old and older residing in the United States. They were contacted on landline or mobile numbers and interviewed by live interviewers, with survey questions available in English or Spanish. Mobile and landline telephone numbers were randomly selected based on telephone exchanges. Within each landline household, a single respondent is selected through a random selection process to increase the representativeness of traditionally under-covered survey populations. The samples were then combined and balanced to reflect the 2017 American Community Survey one-year estimates for age, gender, income, race, and region.

Survey Context / Findings

Survey Context: A Snapshot

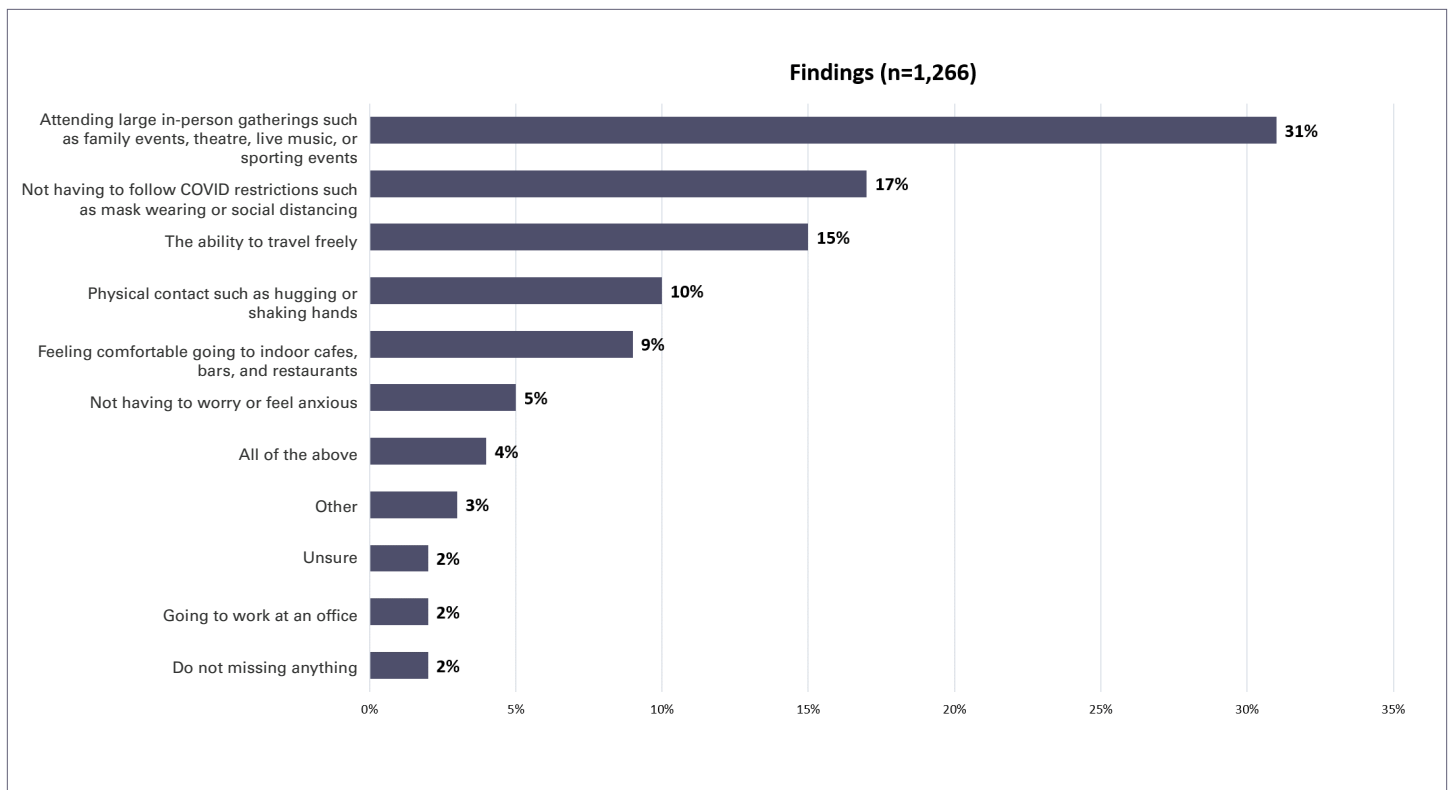
At the time the survey was conducted, beginning on April 7th, 2021, the U.S. averaged 64,847 positive COVID-19 cases per day. Just less than one-fifth (19%) of the U.S. population was fully vaccinated, while a third (33%) of all Americans had received at least one dose of a vaccine. Specifically, 40% of adults over 18 years old had received at least one dose of a vaccine.

By the end of the survey on April 13, 2021, the number of average confirmed cases had increased slightly, while vaccinations continued to climb steadily. The U.S. averaged just over 69,000 positive cases per day, while the vaccination rate had increased to 22.3%. More than 36% of Americans had received at least one dose of a vaccine, and nearly half – or 46.5% -- of all adults over the age of 18 had received at least one vaccine dose.⁶

⁶Centers for Disease Control and Prevention, [COVID Data Tracker](#), as of May 13, 2021.

Findings

Figure 1: Since the coronavirus began over a year, what do you miss the most?



Findings / Key Takeaways

Overview

Initial findings from this nationally representative survey of over 1,200 Americans found that nearly a third – or 31% – longed for large, in-person social gatherings such as family events, theatre, live music, and sporting events the most. This finding was consistent across different political groups, geographic regions, income levels, age, or other demographic metrics.

17% of Americans – the second-most prevalent – indicated that they were most looking forward to not needing to follow COVID-19 restrictions such as mask-wearing and social distancing. However, with a closer examination of the demographic breakdown for this answer choice, it's clear that this finding is not consistent across all demographic categories or political preferences. Significant differences emerge when categorizing Americans by their political party affiliation, gender, race and ethnicity, and age – highlighting notable gaps in what Americans are most looking forward to, as demonstrated below and in Figures 1 and 4.

Overall, the survey illustrated the deep desire for most Americans to return to the large social interactions that have been curtailed by the COVID-19 pandemic. Yet it also highlighted some significant divisions among what Americans are most looking forward to, for Republicans and conservative or very conservative Americans, the prospect of not having to follow COVID-19 precautions – such as mask-wearing and social distancing – is even greater than the desire for such large in-person gatherings. Meanwhile, Biden supporters (6%) indicated that they were most eager to not feel anxious or worry twice as often as Trump supporters (3%) did.

Key Takeaways

What you Look Forward to Depends in Part on Your Political Affiliation.

The majority of respondents (31%), irrespective of political preferences, said that they are most looking forward to returning to large, in-person gatherings such as family events, theatre, live music, and sporting events. But the second most popular response nationally, with 17% of respondents – “not having to follow COVID restrictions such as wearing masks and social distancing” – varied significantly based on political party identification: among Republicans, 27% chose this option, while 17% of Independents said the same and just 9% of Democrats.

- Men responded with this choice at a significant percentage (21%) higher than women (13%). Specifically, 31% of Republican men responded that they are most looking forward to not having to follow specific COVID restrictions.
- Trump supporters (30%) selected this choice more than three times as often as Biden supporters did (9%).

Key Takeaways

Generational Divide.

While all age groups looked forward to attending large in-person gatherings in a post-pandemic world, there were notable differences in other preferences.

- Those surveyed over the age of 74 were least inclined (8%) to choose “Not having to follow COVID restrictions such as wearing masks and social distancing.” But Americans between the ages of 18-39 and 40-55 choose that option twice as often — at 18% and 19%, respectively.
- Americans over 74 years old however were the largest percentage (16%) to say that they most missed physical contact such as hugging or shaking hands, while just 8% of those between the ages of 40 to 55 and 9% of those between 18 and 39 said the same.
- The youngest Americans surveyed – between the ages of 18 to 39 – also responded that they missed the ability to travel freely the most (17%) nearly twice as often as those over the age of 74 (9%).

Americans are Eager to Travel -- especially if you're young and a Biden supporter.

- A statistically significant percentage of Americans are eager to travel freely again, with 15% of those surveyed indicating that is what they miss the most. With international travel severely curtailed in the past year, the ability to travel freely was the third most popular answer among those surveyed.
- While both men (15%) and women (14%) were nearly equal in their desire to travel, there were some statistically significant differences among political affiliation, household income, and generation.
 - 16% of those who voted for Joe Biden in the 2020 election indicated that they were most looking forward to the ability to travel, while half as many 2020 Trump voters (8%) responded similarly.
 - Household income was also a statistically significant factor in determining one's eagerness to travel. 18% of those surveyed who earn \$50,000 or more indicated they were most looking for the ability to travel, while 12% of those surveyed who earn less than \$50,000 per year said the same.
 - In addition, 17% of Millennials (ages 25 to 40) or Gen-Z (ages 18 to 39) indicated that they were most looking forward to traveling freely, while just 9% of those over the age of 74 said the same.

Are Americans looking forward to returning to the workplace?

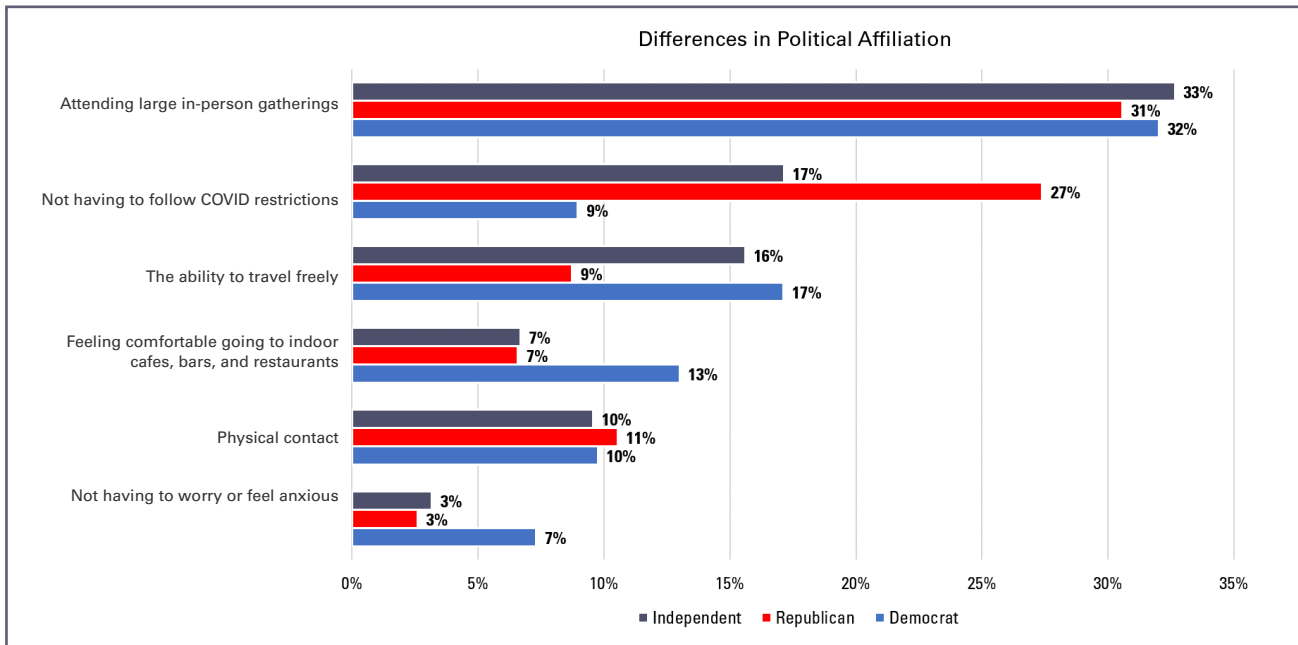
- Given the shifting nature of remote work over the past year, only a tiny fraction of Americans surveyed (2%) suggested that they are most looking forward to returning to the office.

Key Takeaways

Are Americans looking forward to returning to the workplace? *(continued)*

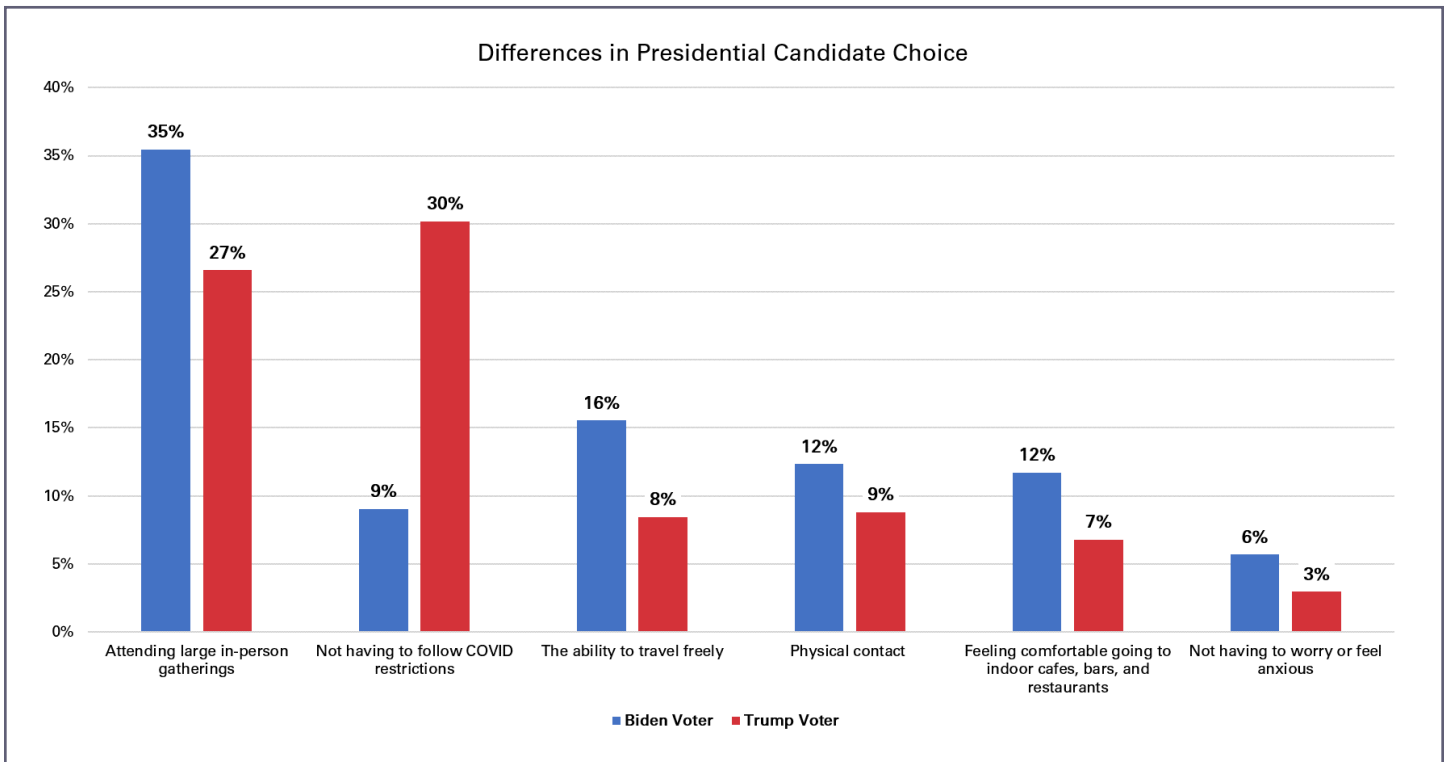
- While most Americans agreed that they are not particularly looking forward to returning to the workplace in-person, some statistically significant differences emerged:
 - While 3% of non-White Americans said they were most looking forward to a return to the office, just 1% of White Americans said the same.
 - Regionally, those living in the West and South were the least inclined to respond that they looked forward to a return to the office, with 0% and 1% selecting that option respectively. Over twice as many Americans living in the Midwest (3%) and Northeast (2%) however indicated a preference for returning to work.

Figure 2: Differences in Political Affiliation



Key Takeaways

Figure 3: Differences in Presidential Candidate Choice



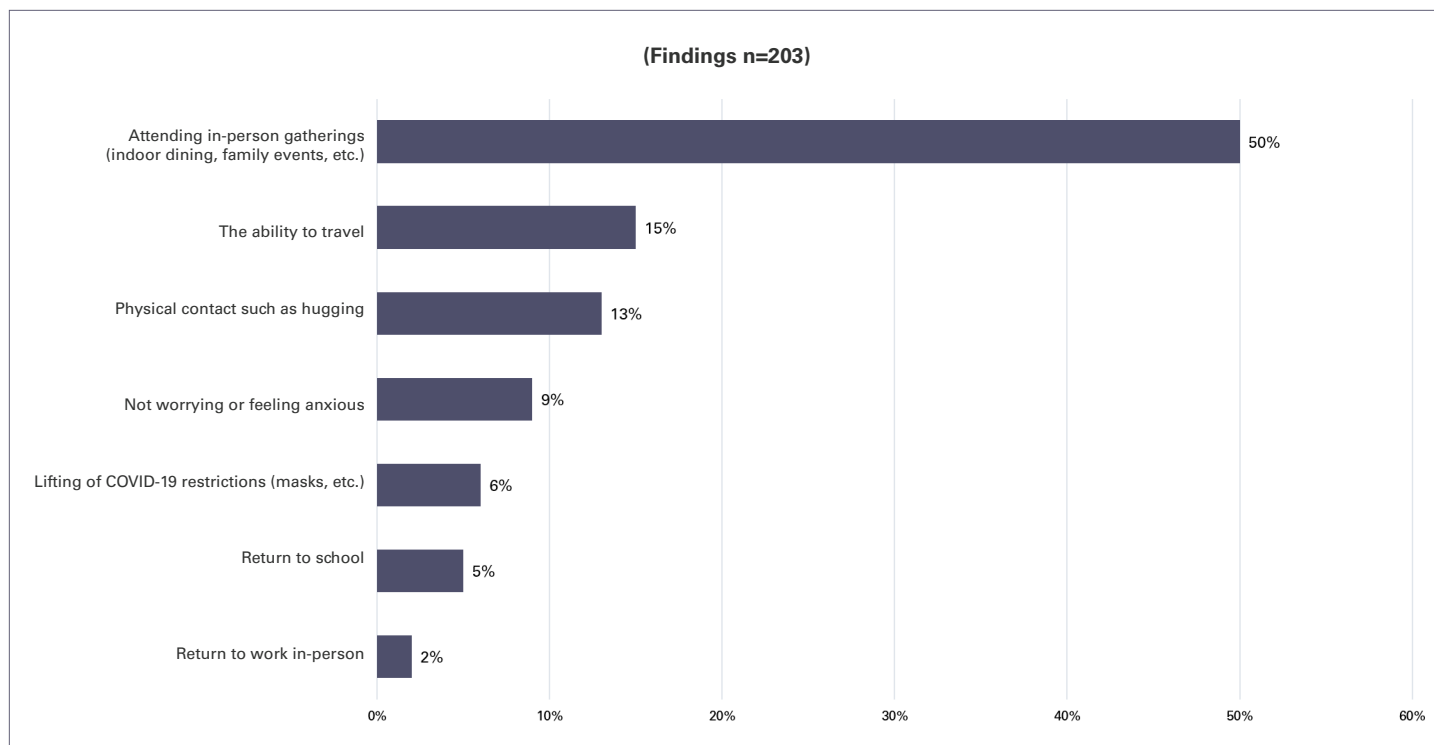
Social Media Outreach

Social Media Outreach

In addition to the nationally representative Marist Omnibus survey, an informal social media poll was conducted on Twitter, Facebook, and LinkedIn between February 4 and March 21, 2021. These exploratory surveys helped inform the survey question and response development for the Marist survey. In total, 203 responses were captured from social media users who articulated “what a return to ‘normal’” means to them. The results from this online inquiry are presented in Figure 4, after being grouped into the various categories outlined below.

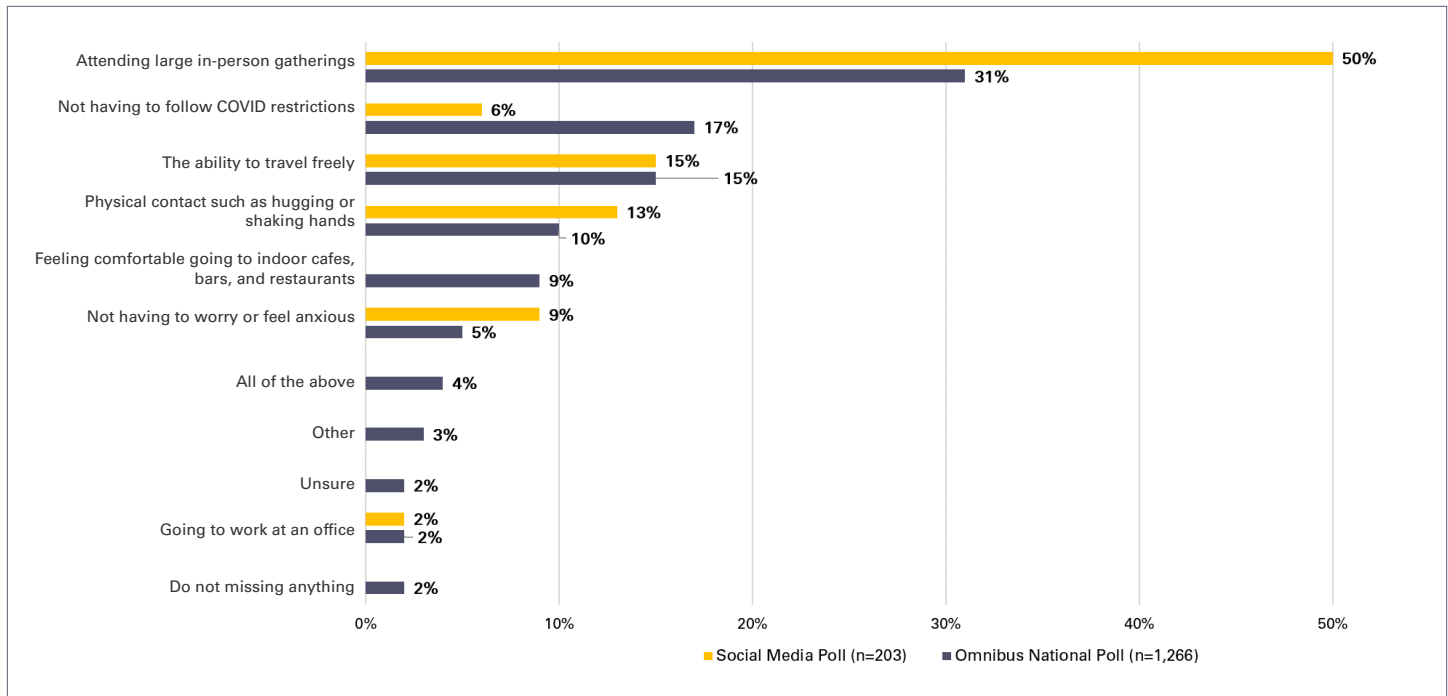
The findings below show a similar distribution with the nationally representative poll conducted with Marist (see Figure 1 for comparison). Half of all social media participants (50%) indicated that they were most eager to return to large in-person gatherings, which similarly reflected the top priority of those polled nationally. In addition, 15% responded that they are most looking forward to the ability to travel, which closely matches the results from the Marist survey. Lastly, the online survey similarly demonstrated a low interest for a return to in-person work, at just two percent.

Figure 4: What does a ‘return to normal’ mean to you? Polling Social Media Users.



Social Media Outreach / Survey Implications

Figure 5: Comparative Survey Results.



Survey Implications

This nationally representative survey offers a glimpse into the kinds of activities that most of us wish to regain after a difficult fourteen months of a deadly pandemic. The American population has endured a tumultuous year of social disruption, economic strife, and general unease and is just starting to define what returning to normal should like in terms of most important priorities. Policymakers can use this nationally representative information to craft new public health protocols, in tandem with anticipated trends of the virus, that allow Americans to return – in a safe and cautious way – to these activities they most long for.

Based on the survey results, there are three consistent areas in which the general public is most anticipating: returning to large, in-person social gatherings; the ability to travel freely; and the option to shed public health protocols such as mask-wearing and social distancing. In order to safely achieve these aspirations, the necessary policies to make these desires possible should be a prime consideration for politicians and public health decision-makers.

Survey Implications

Returning to large, in-person social gatherings.

As the latest Centers for Disease Control and Prevention (CDC) guidelines for vaccinated individuals highlights, we know that fully vaccinated individuals can already take these risks with minimal risk of infection.⁷ Ensuring that everyone who is attending events (such as a wedding, sporting event, or live performance) has been vaccinated against COVID-19 opens significant opportunities for a 'return to normal' social situations. In many cases, sporting arenas are already requiring fans to show proof of vaccination before entering. Issuing federal guidance on this policy on a national level for all stadiums and large venues can help synchronize the safety of returning to large, in-person events for all Americans.

- **Recommendation:** With safety as the primary concern, policymakers at the state and local level should implement mandatory vaccination checks at public and private sector entities (including sporting arenas, concert venues, and certain forms of mass transit) that draw large crowds. Federal policymakers can issue guidance on coordinating such vaccine checks, including providing a framework for a digital vaccine passport.

Shedding public health protocols.

Shedding public health protocols such as mask-use and social distancing is already increasingly possible for those who are vaccinated. The CDC's re-issued guidance for fully vaccinated individuals severely relaxes the use of mask-wearing and need to social distance in most scenarios.⁷ Because it is likely the virus will remain with us for years, a complete return to normal with zero public health protocols, particularly in large gatherings, is unlikely in the short-term. But by getting vaccinated and encouraging those closest to you to get vaccinated, Americans can safely begin to relax the need for mask mandates and physical distancing, both in public and in private spaces.

- **Recommendation:** Continue widespread vaccination campaigns for Americans, focusing especially on at-risk areas and populations, as well as those that are newly eligible for vaccinations such as children and adolescents. Urge fully vaccinated Americans to responsibly shed protocols such as mask-use and physical distancing while considering individual factors such as age and underlying conditions.

Resuming travel is important for many people.

As airline travel continues to rebound and Americans increasingly resume their work and holiday plans, ensuring that these activities are as safe as possible is crucial.

- **Recommendation:** One possible solution is through vaccine verification – or as many have called it, a vaccine passport. Ensuring a streamlined platform in which all travelers can easily demonstrate their vaccine status – or recent negative coronavirus test – can help mitigate the risks to all travelers on crowded planes. Sustaining physical distancing on planes, trains and busses remains important, as well as protocols that sustain separation of travelers in transportation hubs.

⁷ Centers for Disease Control and Prevention, When You've Been Fully Vaccinated, <https://www.cdc.gov/coronavirus/2019-ncov/vaccines/fully-vaccinated.html>.

Conclusion

As the U.S. continues its long march towards normalcy, one thing is increasingly clear: Uncertainty wrought by the pandemic is not going away anytime soon. If we understand normal to be the routines and way of life we enjoyed prior to the coronavirus pandemic, it also seems clear that there may never be a complete return to normal. Even as positive coronavirus cases continue to drop and vaccinations steadily increase, there remain grave concerns among public health experts about the ability to reach herd immunity in the U.S: vaccine hesitancy and outright resistance remain high, and virus variants may continue to threaten the efficacy – and duration – of the protection offered by the vaccines.⁸

Given all of this uncertainty, interpreting the data from both surveys above can help to inform policymakers as to what constitutes the most important “return to normal” aspirations for many Americans. In a post-pandemic reality – in which COVID-19 is likely to remain a significant public health threat and challenge for years to come – understanding which of these aspirations are most feasible for society to reintroduce, which are most likely to contribute to alarming outbreaks, and which should be considered ‘acceptable risks’ will be essential.

These are the challenges that will face public health experts and policymakers face going forward. And it is worth understanding that as long as there are catastrophic outbreaks in other parts of the world, for instance in South Asia and South America, nowhere on the planet, including the United States, can be confident that we will avoid another major surge with a new, more dangerous mutation of the SARS-CoV-2 virus.

⁸ SSRS/CNN Survey, <https://cdn.cnn.com/cnn/2021/images/04/29/rel3d.-.coronavirus.pdf>, April 29, 2021.

Demographics

Sample size and demographics: 1,266 U.S. adults

Figure 6: Political Party Affiliation

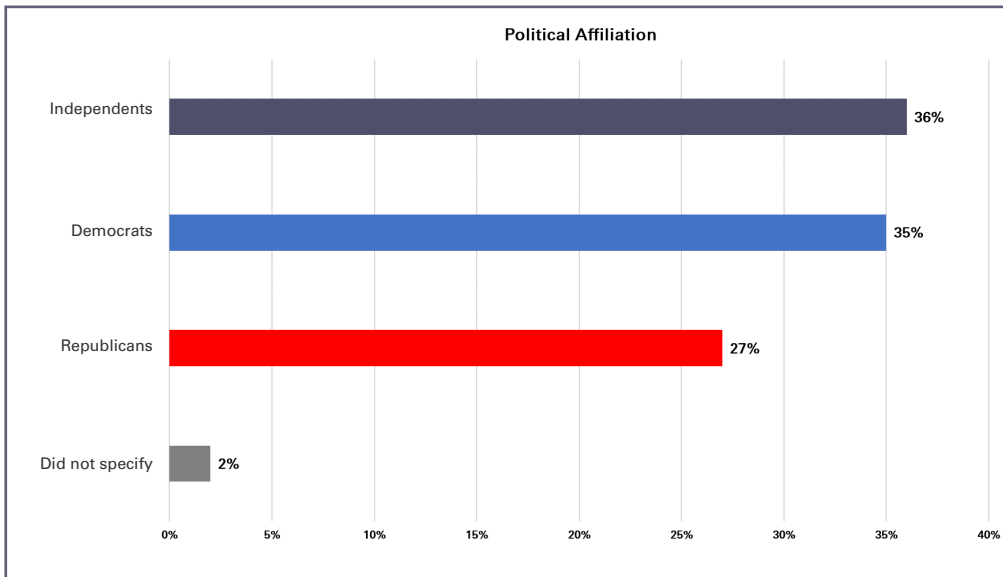
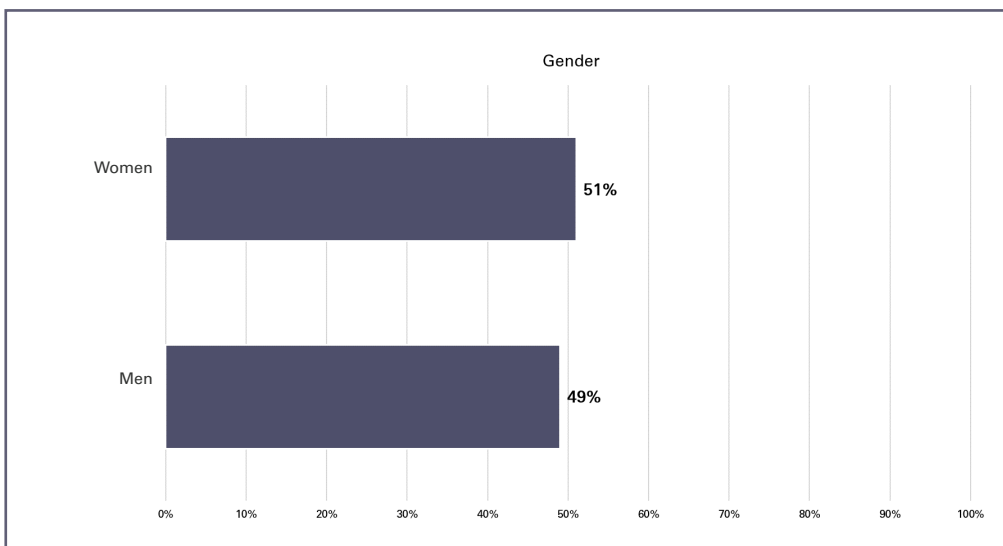


Figure 7: Gender



Demographics

Sample size and demographics: 1,266 U.S. adults

Figure 8: Age

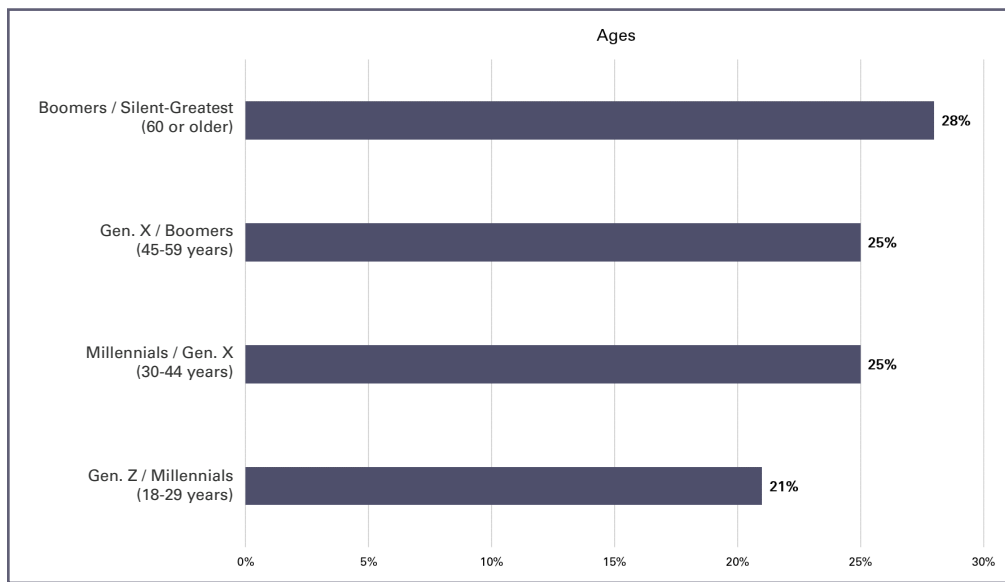
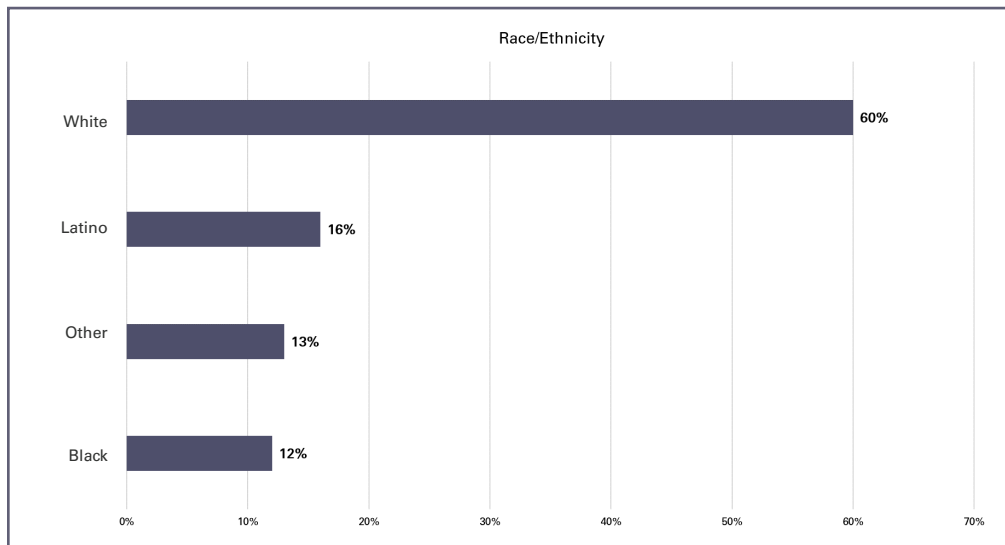


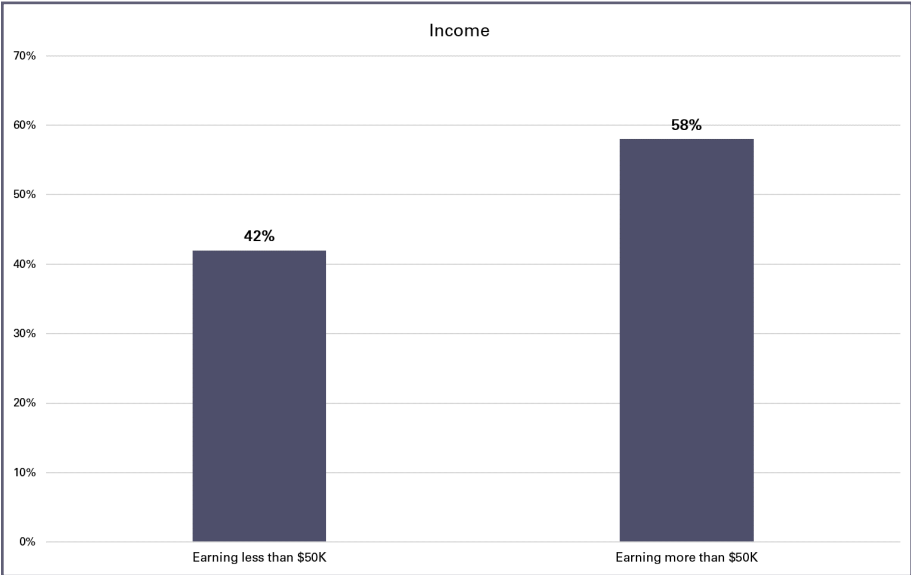
Figure 9: Race/Ethnicity



Demographics

Sample size and demographics: 1,266 U.S. adults

Figure 10: Income



Data Tables

Table 1: Party Identification

Question: Since the coronavirus pandemic began over a year ago, what do you miss the most?

National Adults: n=1,266; MoE ± 3.3 percentage points

National Registered Voters: n=1,066; MoE ± 3.5 percentage points

Interviews Conducted: April 7 - 13, 2021

Totals may not add up to 100% due to rounding

Note:

Statistically significant with a 90% confidence interval (lowercase letter), Statistically significant with a 95% confidence interval (uppercase letter)

	NATIONAL ADULTS	REGISTERED VOTERS (NATIONAL)	PARTY IDENTIFICATION		
	NATIONAL ADULTS (A)	REGISTERED VOTERS (B)	DEMOCRAT (C)	REPUBLICAN (D)	INDEPENDENT (E)
A. Attending large in-person gatherings such as family events, theatre, live music, or sporting events	31%	31%	32%	31%	33%
B. Not having to follow COVID restrictions such as wearing masks and social distancing	17%	17%	9%	27% CE	17% C
C. The ability to travel freely	15%	14%	17% D	9%	16% D
D. Physical contact such as hugging, or shaking hands	10%	10%	10%	11%	10%
E. Feeling comfortable going to indoor cafes, bars, and restaurants	9%	9%	13% DE	7%	7%
F. Not having to worry or feel anxious	5%	4%	7% DE	3%	3%
G. Going to work at an office	2%	1%	2%	0%	2%
H. All of the above	4%	4%	5%	3%	4%
I. Do not miss anything	2%	3%	1%	4% C	3%
J. Other	3%	3%	1%	1%	5% CD
K. Unsure	3%	3%	2%	4% e	2%

Data Tables

Table 2: Party Identification and Gender

Question: Since the coronavirus pandemic began over a year ago, what do you miss the most?

National Adults: n=1,266; MoE ± 3.3 percentage points
 National Registered Voters: n=1,066; MoE ± 3.5 percentage points
 Interviews Conducted: April 7 - 13, 2021
 Totals may not add up to 100% due to rounding

Note:

Statistically significant with a 90% confidence interval (lowercase letter), Statistically significant with a 95% confidence interval (uppercase letter)

	PARTY IDENTIFICATION AND GENDER					
	DEMOCRAT MEN (F)	DEMOCRAT WOMEN (G)	REPUBLICAN MEN (H)	REPUBLICAN WOMEN (I)	INDEPENDENT MEN (J)	INDEPENDENT WOMEN (K)
A. Attending large in-person gatherings such as family events, theatre, live music, or sporting events	31%	33%	29%	32%	29%	37% j
B. Not having to follow COVID restrictions such as wearing masks and social distancing	16% G	5%	31% FGJK	23% GK	20% G	14% G
C. The ability to travel freely	18% HI	17% HI	9%	9%	16% hi	16% hi
D. Physical contact such as hugging, or shaking hands	11%	9%	9%	12%	10%	9%
E. Feeling comfortable going to indoor cafes, bars, and restaurants	12% hjk	14% HiJK	6%	7%	7%	6%
F. Not having to worry or feel anxious	3%	10% FHIJK	3%	2%	4%	2%
G. Going to work at an office	0%	2%	0%	0%	2%	1%
H. All of the above	5% J	5% J	3%	4% J	1%	8% HJ
I. Do not miss anything	1%	1%	4% g	4%	4% g	1%
J. Other	1%	2%	2%	1%	6% FGHI	3%
K. Unsure	1%	3%	4%	5% fk	2%	1%

Data Tables

Table 3: Political Ideology

Question: Since the coronavirus pandemic began over a year ago, what do you miss the most?

National Adults: n=1,266; MoE ± 3.3 percentage points

National Registered Voters: n=1,066; MoE ± 3.5 percentage points

Interviews Conducted: April 7 - 13, 2021

Totals may not add up to 100% due to rounding

Note:

Statistically significant with a 90% confidence interval (lowercase letter), Statistically significant with a 95% confidence interval (uppercase letter)

	POLITICAL IDEOLOGY		
	VERY LIBERAL-LIBERAL (L)	MODERATE (M)	CONSERVATIVE-VERY CONSERVATIVE (N)
A. Attending large in-person gatherings such as family events, theatre, live music, or sporting events	34% N	34% N	25%
B. Not having to follow COVID restrictions such as wearing masks and social distancing	9%	15% L	28% LM
C. The ability to travel freely	16% n	15%	11%
D. Physical contact such as hugging, or shaking hands	13% m	9%	9%
E. Feeling comfortable going to indoor cafes, bars, and restaurants	12% N	10% n	6%
F. Not having to worry or feel anxious	6% N	5% n	2%
G. Going to work at an office	2% m	1%	1%
H. All of the above	3%	4%	6% I
I. Do not miss anything	1%	2%	4% I
J. Other	2%	4%	3%
K. Unsure	1%	2%	4% I

Data Tables

Table 4: Region

Question: Since the coronavirus pandemic began over a year ago, what do you miss the most?

National Adults: n=1,266; MoE ± 3.3 percentage points
 National Registered Voters: n=1,066; MoE ± 3.5 percentage points
 Interviews Conducted: April 7 - 13, 2021
 Totals may not add up to 100% due to rounding

Note:
 Statistically significant with a 90% confidence interval (lowercase letter), Statistically significant with a 95% confidence interval (uppercase letter)

	REGION			
	NORTHEAST (O)	MIDWEST (P)	SOUTH (Q)	WEST (R)
A. Attending large in-person gatherings such as family events, theatre, live music, or sporting events	33%	32%	29%	32%
B. Not having to follow COVID restrictions such as wearing masks and social distancing	16%	18%	17%	17%
C. The ability to travel freely	11%	10%	17% OP	17% OP
D. Physical contact such as hugging, or shaking hands	9%	13% Q	8%	12% q
E. Feeling comfortable going to indoor cafes, bars, and restaurants	11%	9%	8%	9%
F. Not having to worry or feel anxious	7% P	1%	5% P	6% P
G. Going to work at an office	2% r	3% qR	1%	0%
H. All of the above	4% r	3%	6% pR	1%
I. Do not miss anything	2%	3%	3%	1%
J. Other	4%	4%	2%	3%
K. Unsure	1%	3%	3% o	1%

Data Tables

Table 5: Household Income and Education

Question: Since the coronavirus pandemic began over a year ago, what do you miss the most?

National Adults: n=1,266; MoE ±/ -3.3 percentage points

National Registered Voters: n=1,066; MoE ±/ -3.5 percentage points

Interviews Conducted: April 7 - 13, 2021

Totals may not add up to 100% due to rounding

Note:

*Statistically significant with a 90% confidence interval, **Statistically significant with a 95% confidence interval

	HOUSEHOLD INCOME AND EDUCATION			
	LESS THAN \$50K (S)	\$50K OR MORE (T)	NOT COLLEGE GRADUATE (U)	COLLEGE GRADUATE (V)
A. Attending large in-person gatherings such as family events, theatre, live music, or sporting events	30%	32%	31%	32%
B. Not having to follow COVID restrictions such as wearing masks and social distancing	17%	18%	18%	15%
C. The ability to travel freely	12%	18% S	13%	17% U
D. Physical contact such as hugging, or shaking hands	10%	9%	10%	10%
E. Feeling comfortable going to indoor cafes, bars, and restaurants	8%	9%	7%	12% U
F. Not having to worry or feel anxious	6%	4%	5%	4%
G. Going to work at an office	1%	2%	1%	2%
H. All of the above	5% t	3%	5% V	2%
I. Do not miss anything	3%	2%	4% V	1%
J. Other	3%	2%	3%	3%
K. Unsure	4% T	1%	3% V	1%

Data Tables

Table 6: Race/Ethnicity, Gender, and Age

Question: Since the coronavirus pandemic began over a year ago, what do you miss the most?

National Adults: n=1,266; MoE ± 3.3 percentage points
 National Registered Voters: n=1,066; MoE ± 3.5 percentage points
 Interviews Conducted: April 7 - 13, 2021
 Totals may not add up to 100% due to rounding

Note:
 Statistically significant with a 90% confidence interval (lowercase letter), Statistically significant with a 95% confidence interval (uppercase letter)

	RACE/ETHNICITY, GENDER, AND AGE					
	WHITE (W)	NON-WHITE (X)	MEN (Y)	WOMEN (Z)	UNDER 45 (A1)	45 OR OLDER (B1)
A. Attending large in-person gatherings such as family events, theatre, live music, or sporting events	33%	31%	29%	33%	31%	31%
B. Not having to follow COVID restrictions such as wearing masks and social distancing	19% x	14%	21% Z	13%	19% b1	15%
C. The ability to travel freely	13%	18% W	15%	14%	15%	14%
D. Physical contact such as hugging, or shaking hands	11%	9%	11%	10%	9%	11%
E. Feeling comfortable going to indoor cafes, bars, and restaurants	9%	8%	8%	9%	7%	11% A1
F. Not having to worry or feel anxious	4%	7% W	3%	7% Y	8% B1	2%
G. Going to work at an office	1%	3% W	1%	2%	2%	1%
H. All of the above	3%	5%	3%	5% y	2%	5% A1
I. Do not miss anything	2%	3%	3%	2%	2%	3%
J. Other	3%	2%	4%	2%	4% B1	2%
K. Unsure	3%	2%	2%	3%	1%	4% A1

Data Tables

Table 7: Generation

Question: Since the coronavirus pandemic began over a year ago, what do you miss the most?

National Adults: n=1,266; MoE ± 3.3 percentage points
 National Registered Voters: n=1,066; MoE ± 3.5 percentage points
 Interviews Conducted: April 7 - 13, 2021
 Totals may not add up to 100% due to rounding

Note:
 Statistically significant with a 90% confidence interval (lowercase letter), Statistically significant with a 95% confidence interval (uppercase letter)

	GENERATION			
	GEN. Z./ MILLENNIALS (18-39) (C1)	MILLENNIALS/ GEN. X (40-55) (D1)	GEN. X/BABY BOOMERS (56-74) (E1)	SILENT-GREATEST (OVER 74) (F1)
A. Attending large in-person gatherings such as family events, theatre, live music, or sporting events	30%	35%	31%	28%
B. Not having to follow COVID restrictions such as wearing masks and social distancing	18% F1	19% F1	15% F1	8%
C. The ability to travel freely	17% F1	15%	14%	9%
D. Physical contact such as hugging, or shaking hands	9%	8%	11%	16% C1D1
E. Feeling comfortable going to indoor cafes, bars, and restaurants	7%	9%	10%	13% C1
F. Not having to worry or feel anxious	8% D1E1F1	4%	3%	3%
G. Going to work at an office	2%	1%	2%	0%
H. All of the above	2%	5% C1	4% c1	10% C1D1E1
I. Do not miss anything	3%	1%	3%	2%
J. Other	4%	2%	2%	2%
K. Unsure	0%	1%	5% C1D1	8% C1D1

Data Tables

Table 8: White Evangelical Christians / 2020 Presidential Candidate

Question: Since the coronavirus pandemic began over a year ago, what do you miss the most?

National Adults: n=1,266; MoE ± 3.3 percentage points
 National Registered Voters: n=1,066; MoE ± 3.5 percentage points
 Interviews Conducted: April 7 - 13, 2021
 Totals may not add up to 100% due to rounding

Note:
 Statistically significant with a 90% confidence interval (lowercase letter), Statistically significant with a 95% confidence interval (uppercase letter)

	WHITE EVANGELICAL CHRISTIANS / 2020 PRESIDENTIAL CANDIDATE		
	WHITE EVANGELICAL CHRISTIANS (G1)	BIDEN (H1)	TRUMP (I1)
A. Attending large in-person gatherings such as family events, theatre, live music, or sporting events	33%	35% I1	27%
B. Not having to follow COVID restrictions such as wearing masks and social distancing	22%	9%	30% H1
C. The ability to travel freely	7%	16% I1	8%
D. Physical contact such as hugging, or shaking hands	14%	12% i1	9%
E. Feeling comfortable going to indoor cafes, bars, and restaurants	8%	12% I1	7%
F. Not having to worry or feel anxious	3%	6% i1	3%
G. Going to work at an office	0%	1%	1%
H. All of the above	3%	5%	4%
I. Do not miss anything	2%	2%	3%
J. Other	4%	1%	5% H1
K. Unsure	5%	2%	3%

Data Tables

Table 9: Area Description

Question: Since the coronavirus pandemic began over a year ago, what do you miss the most?

National Adults: n=1,266; MoE ± 3.3 percentage points
 National Registered Voters: n=1,066; MoE ± 3.5 percentage points
 Interviews Conducted: April 7 - 13, 2021
 Totals may not add up to 100% due to rounding

Note:
 Statistically significant with a 90% confidence interval (lowercase letter), Statistically significant with a 95% confidence interval (uppercase letter)

	AREA DESCRIPTION				
	BIG CITY (J1)	SMALL CITY (K1)	SUBURBAN (L1)	SMALL TOWN (M1)	RURAL (N1)
A. Attending large in-person gatherings such as family events, theatre, live music, or sporting events	30%	35%	33%	29%	29%
B. Not having to follow COVID restrictions such as wearing masks and social distancing	16%	20%	15%	18%	17%
C. The ability to travel freely	16%	14%	15%	13%	15%
D. Physical contact such as hugging, or shaking hands	11% k1	7%	11%	11%	8%
E. Feeling comfortable going to indoor cafes, bars, and restaurants	9%	6%	13% K1m1n1	8%	8%
F. Not having to worry or feel anxious	7%	3%	4%	6%	6%
G. Going to work at an office	2%	3%	1%	1%	1%
H. All of the above	3%	5%	3%	4%	5%
I. Do not miss anything	2%	2%	2%	2%	4%
J. Other	3%	2%	2%	5% k1	4%
K. Unsure	1%	4% J1I1	1%	4% J1I1	4% J1L1

Data Tables

Table 10: Small City and Suburban

Question: Since the coronavirus pandemic began over a year ago, what do you miss the most?

National Adults: n=1,266; MoE ± 3.3 percentage points
 National Registered Voters: n=1,066; MoE ± 3.5 percentage points
 Interviews Conducted: April 7 - 13, 2021
 Totals may not add up to 100% due to rounding

	SMALL CITY/SUBURBAN	
	SMALL CITY/ SUBURBAN MEN	SMALL CITY/ SUBURBAN WOMEN
A. Attending large in-person gatherings such as family events, theatre, live music, or sporting events	31%	37%
B. Not having to follow COVID restrictions such as wearing masks and social distancing	23%	12%
C. The ability to travel freely	16%	14%
D. Physical contact such as hugging, or shaking hands	9%	9%
E. Feeling comfortable going to indoor cafes, bars, and restaurants	9%	10%
F. Not having to worry or feel anxious	2%	5%
G. Going to work at an office	1%	3%
H. All of the above	2%	6%
I. Do not miss anything	3%	2%
J. Other	2%	2%
K. Unsure	1%	3%

