

# The Harris Poll COVID-19 Travel Sentiment

Reported on November 18, 2020

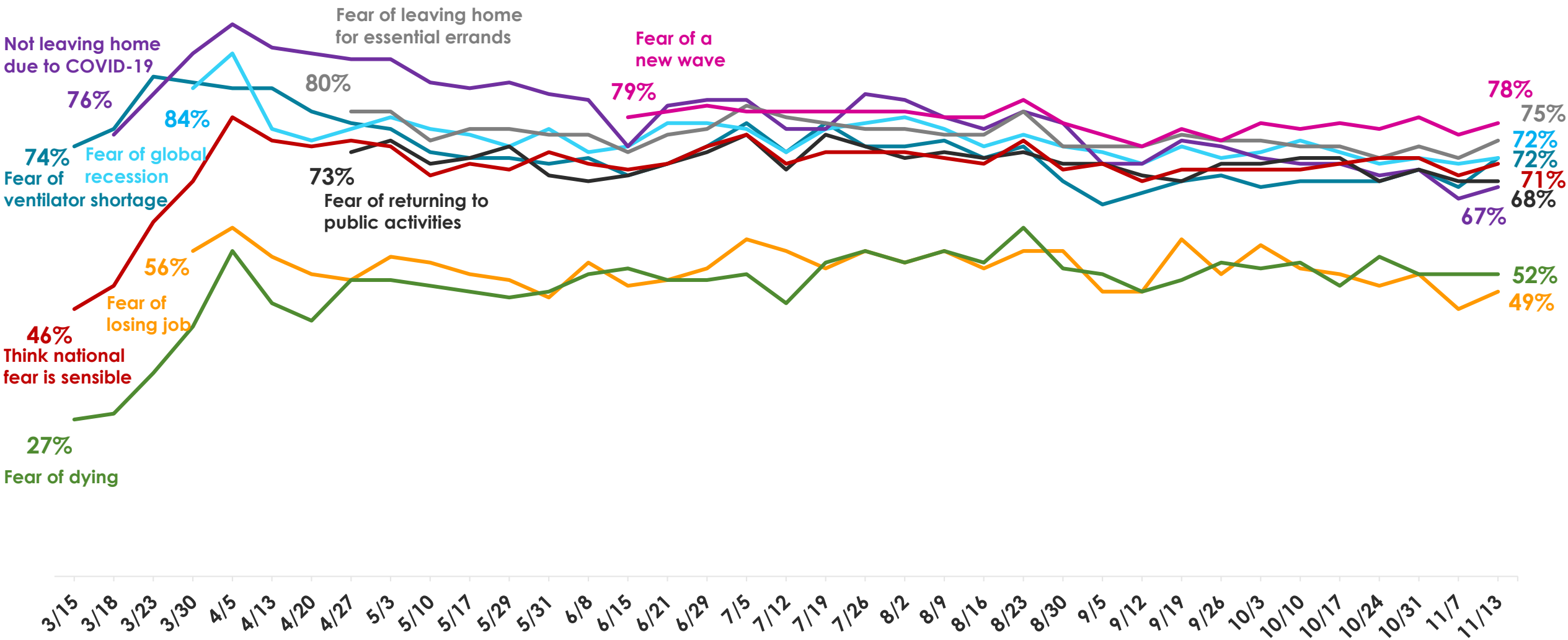


# **Data Source:**

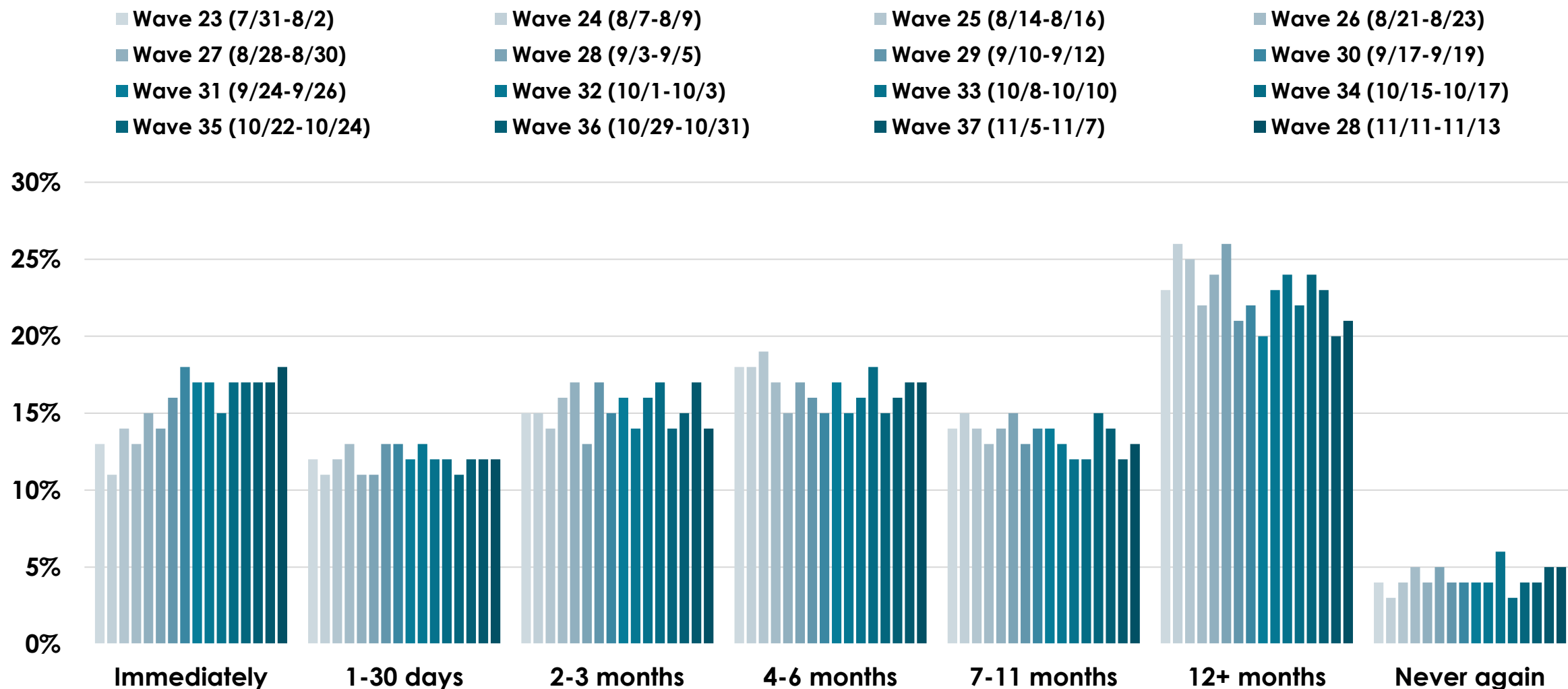
## **The Harris Poll COVID-19 Tracker**

- Bi-weekly overnight polling conducted among a nationally representative sample of U.S. adults on a range of different topics from the economy, healthcare, jobs, education, and mental health
- Sample is the entire U.S. population
  - NOT specific to air travel behavior, income, or age brackets

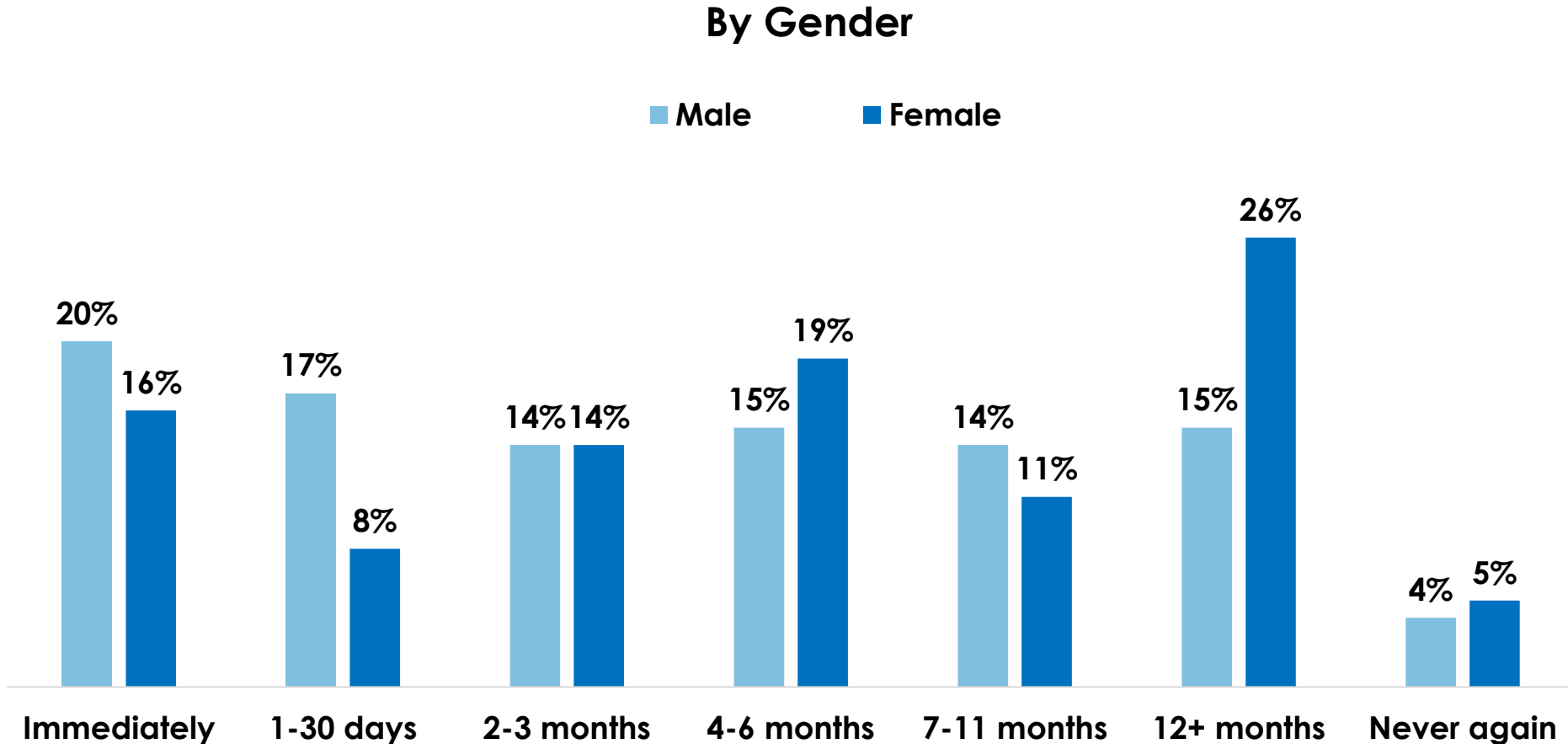
# Fear Sentiment Trends



# Once the government provides information that the spread of the virus is flattening how long will it take you to stay in a hotel?

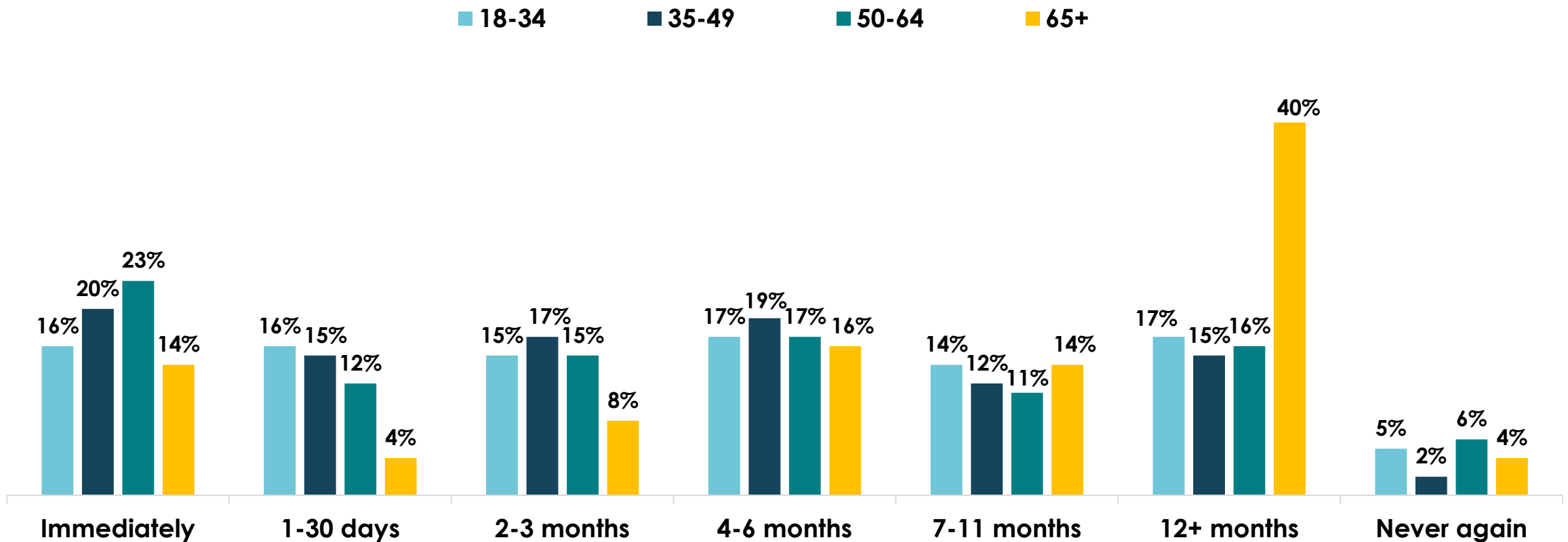


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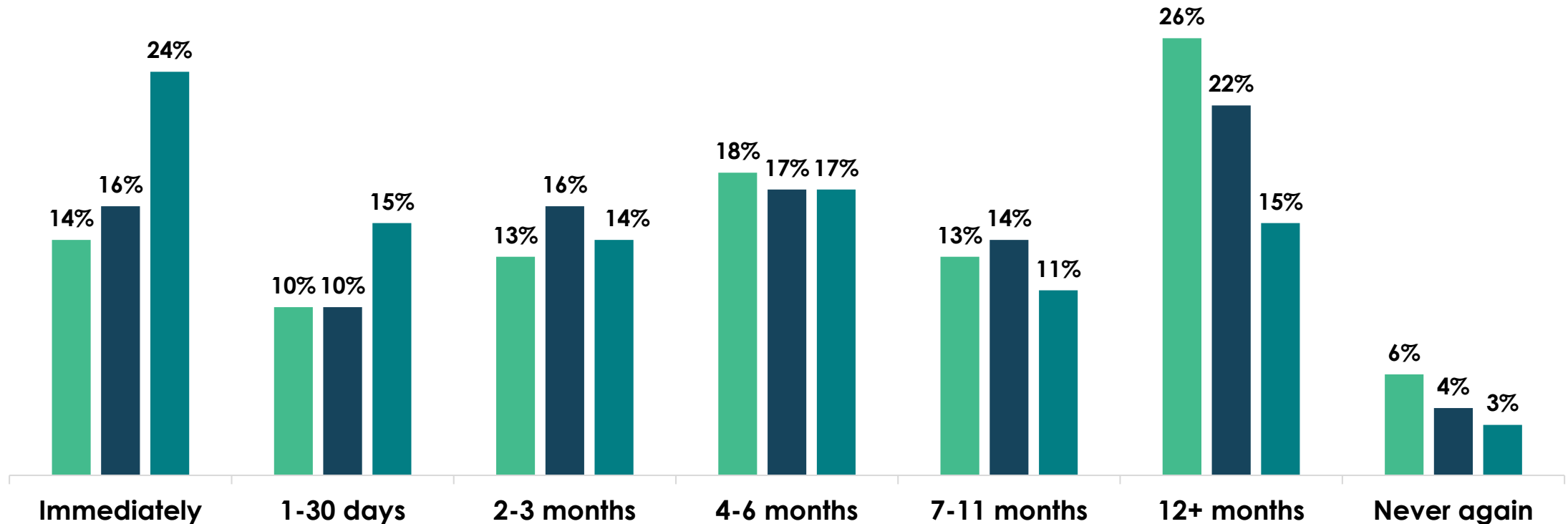
## By Age



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## By Income

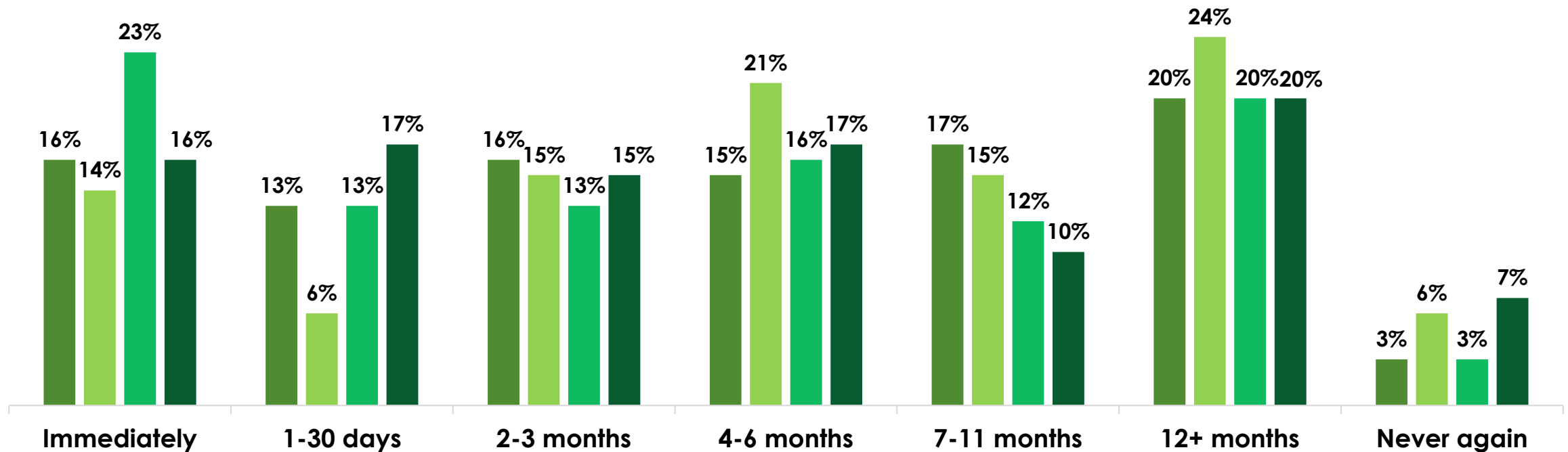
■ Less than \$50K ■ \$50-\$99K ■ \$100K+



# Once the government provides information that the spread of the virus is flattening how long will it take you to stay in a hotel?

## By Region

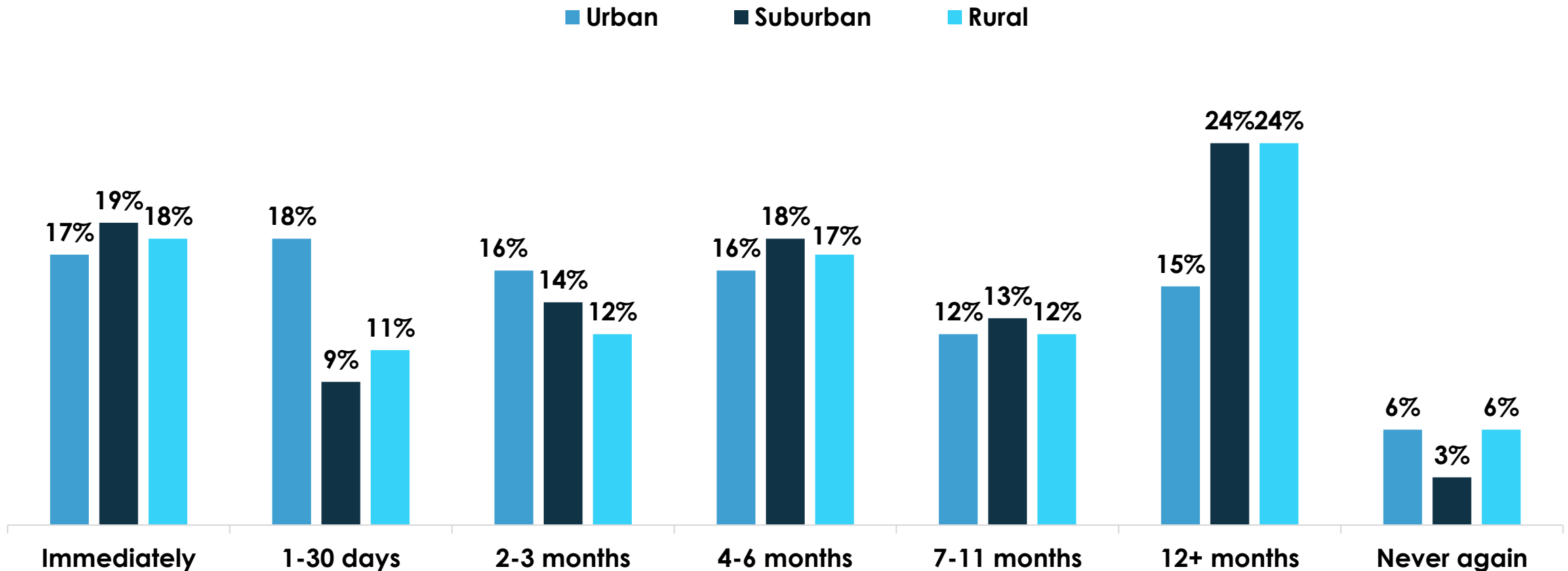
■ Northeast ■ Midwest ■ South ■ West



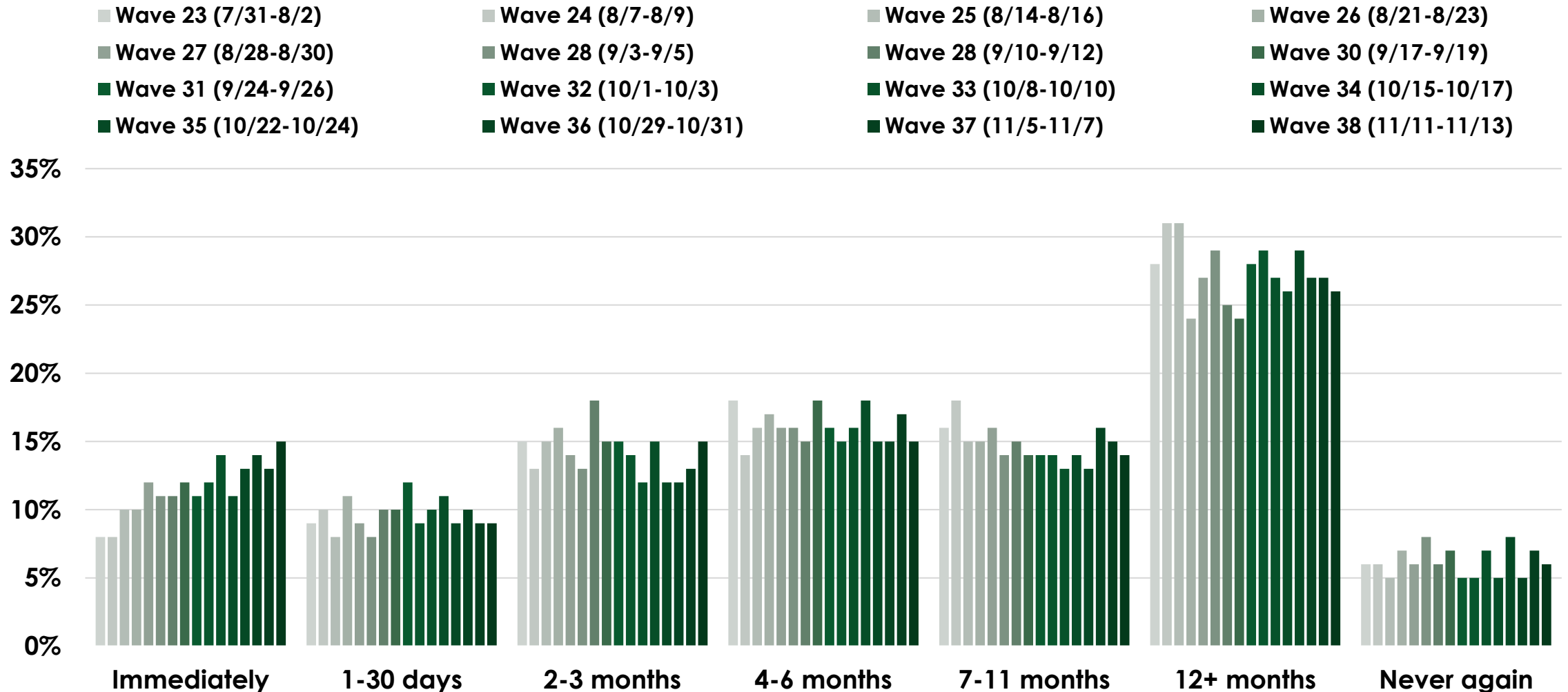


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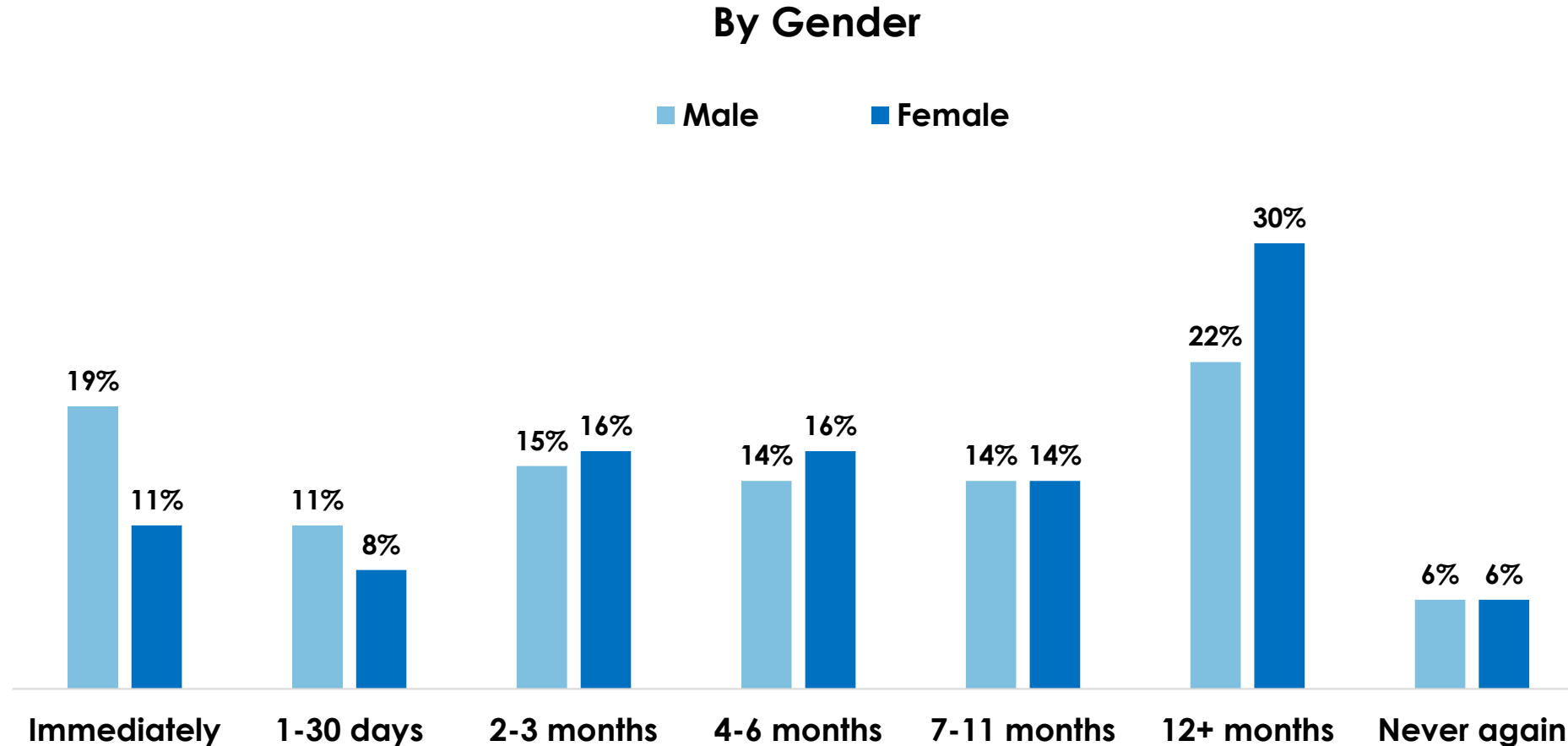
## By Urbanicity



# Once the government provides information that the spread of the virus is flattening how long will it take you to fly on a plane?

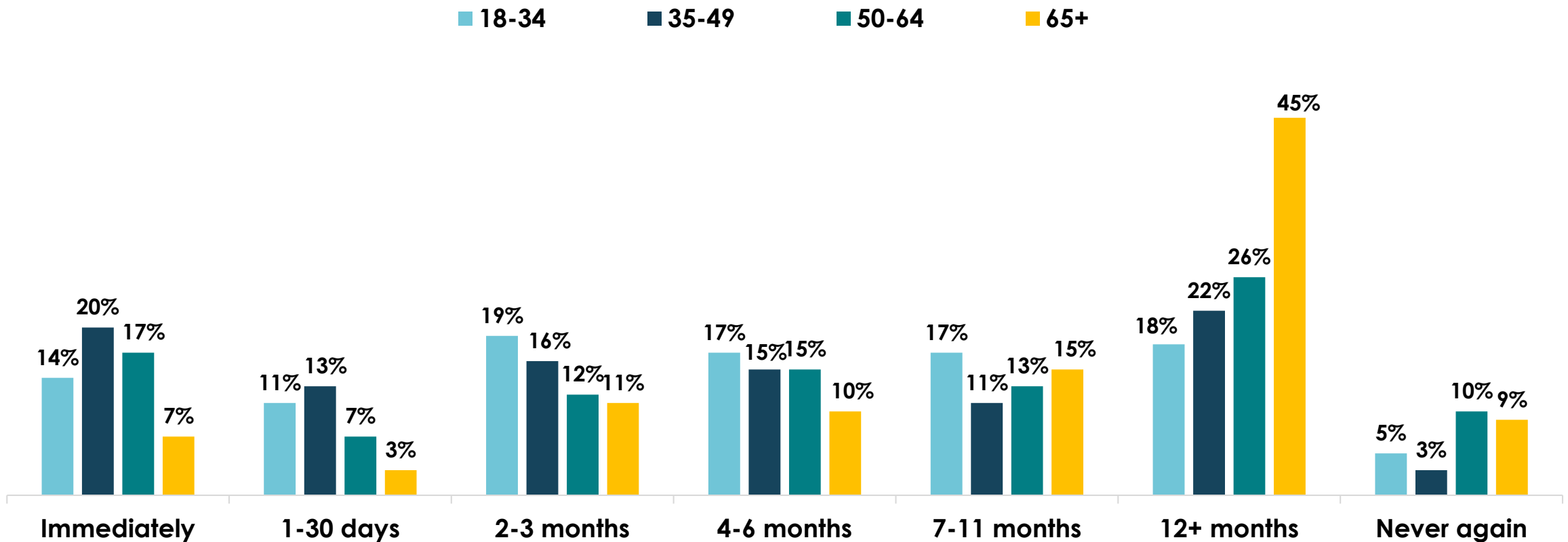


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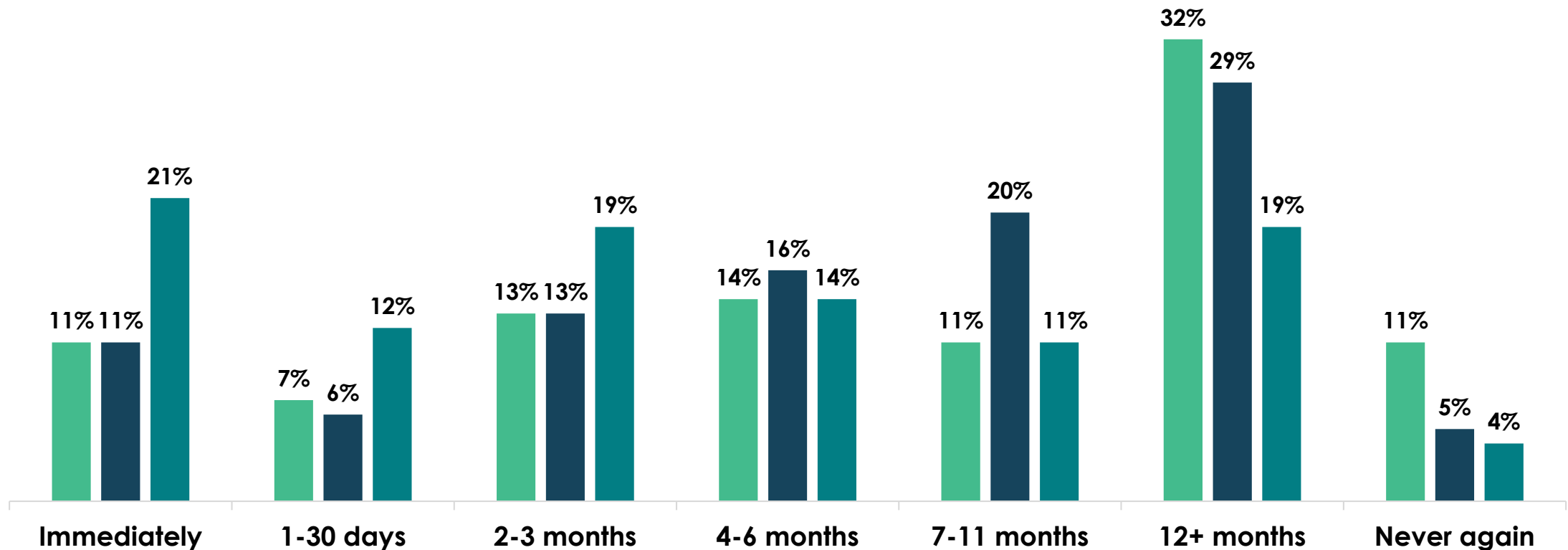
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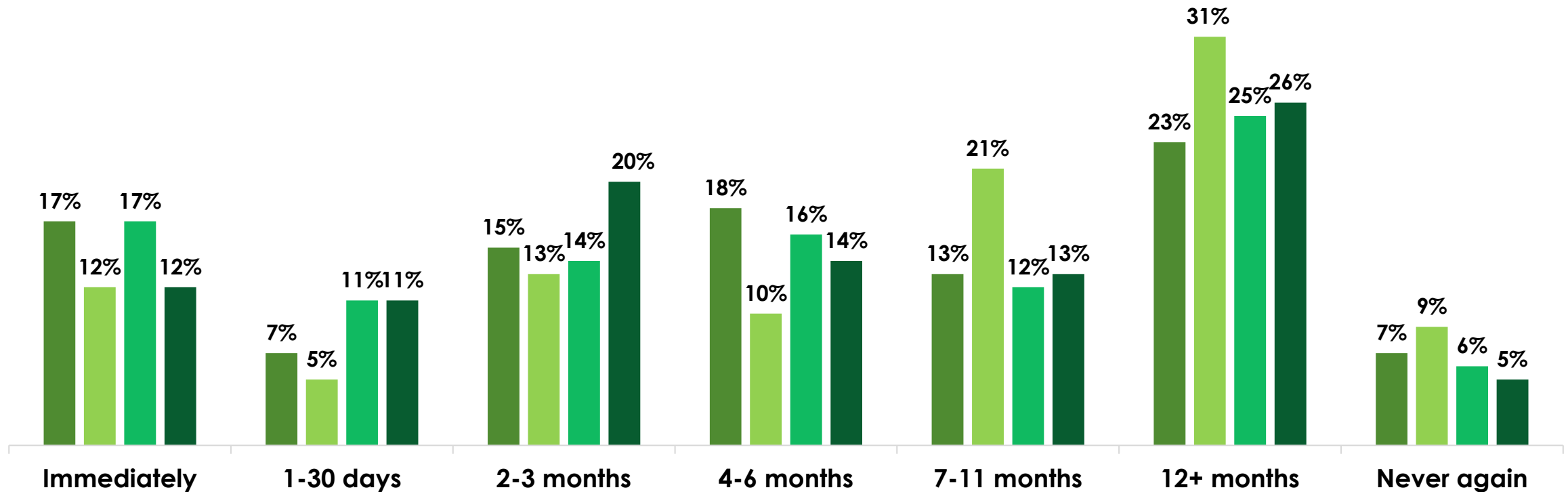
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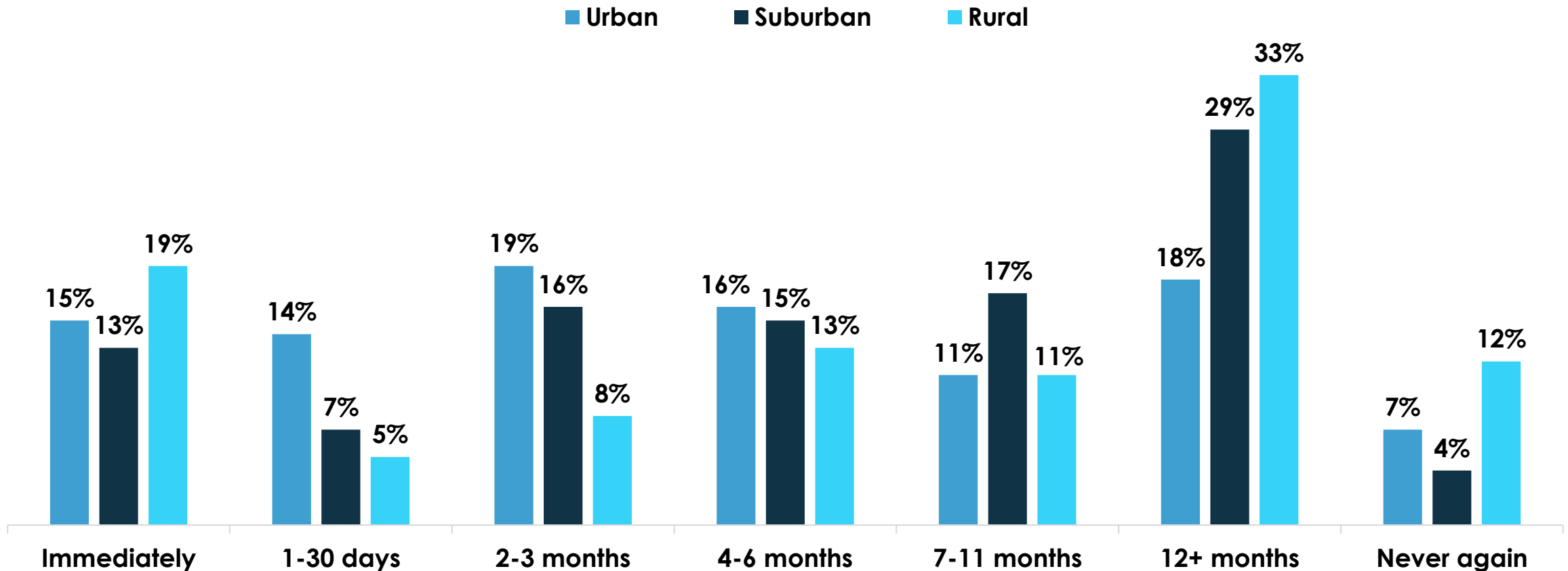
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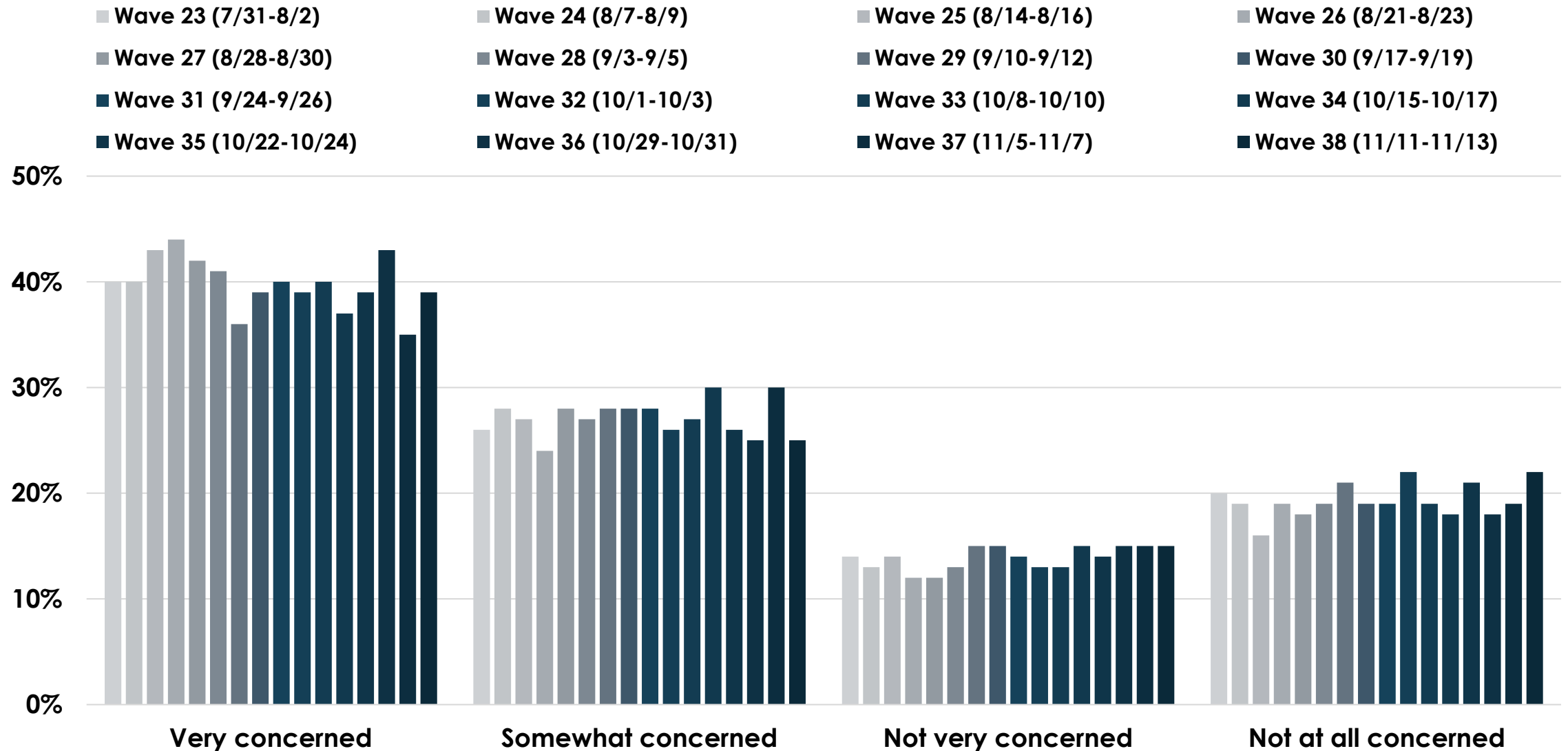


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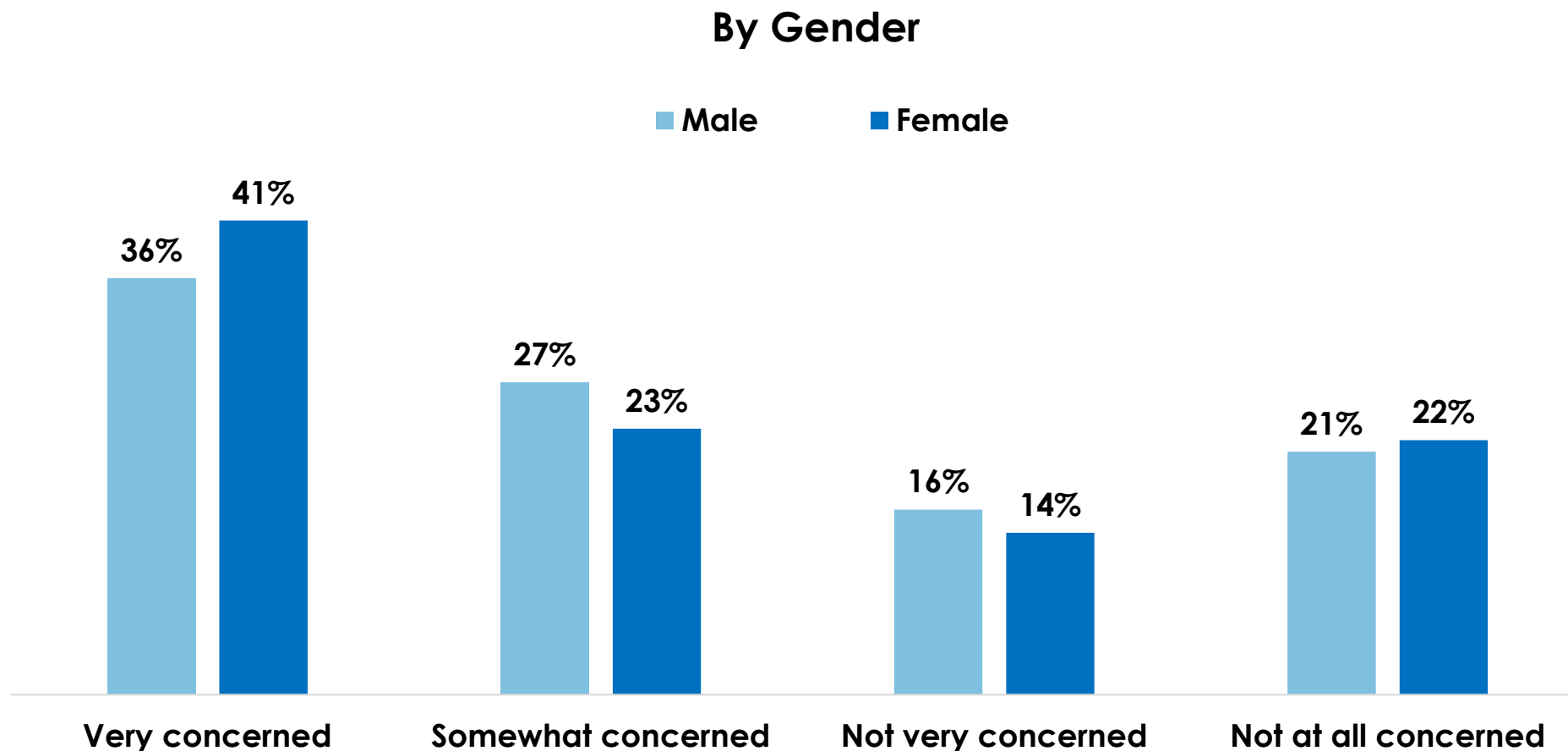


# When stay-at-home orders are lifted, how concerned are you about taking your first flight, in terms of you/your loved ones being exposed or exposing others to coronavirus?



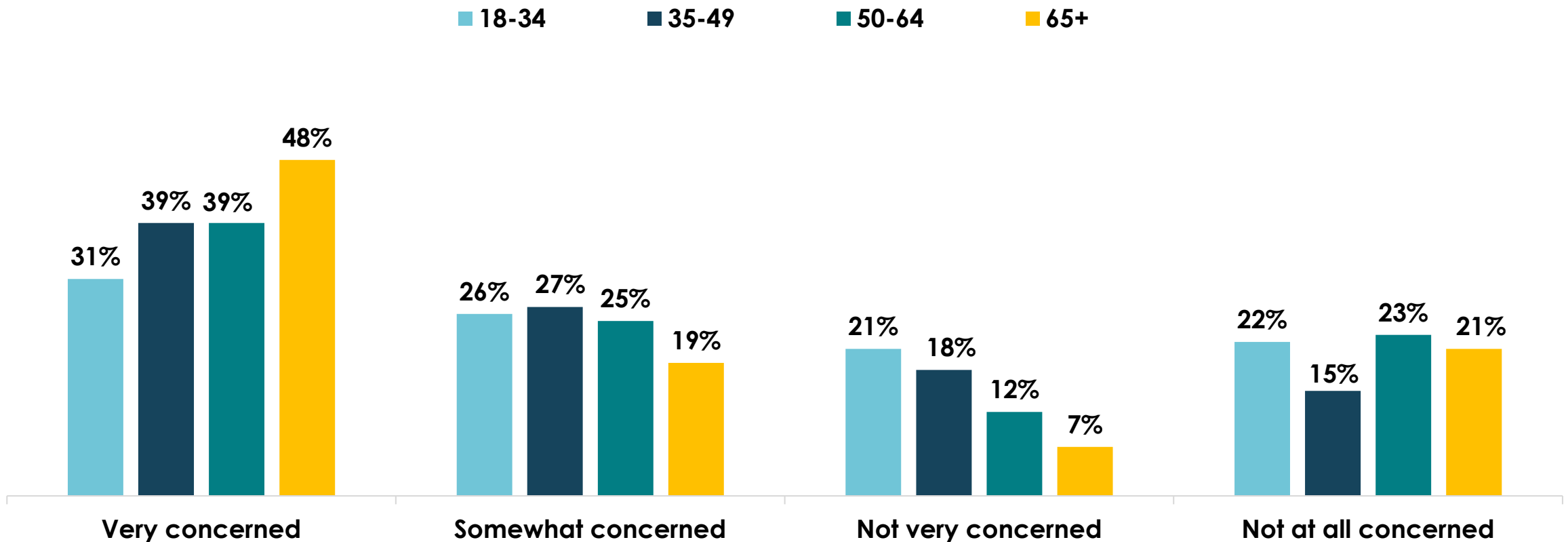


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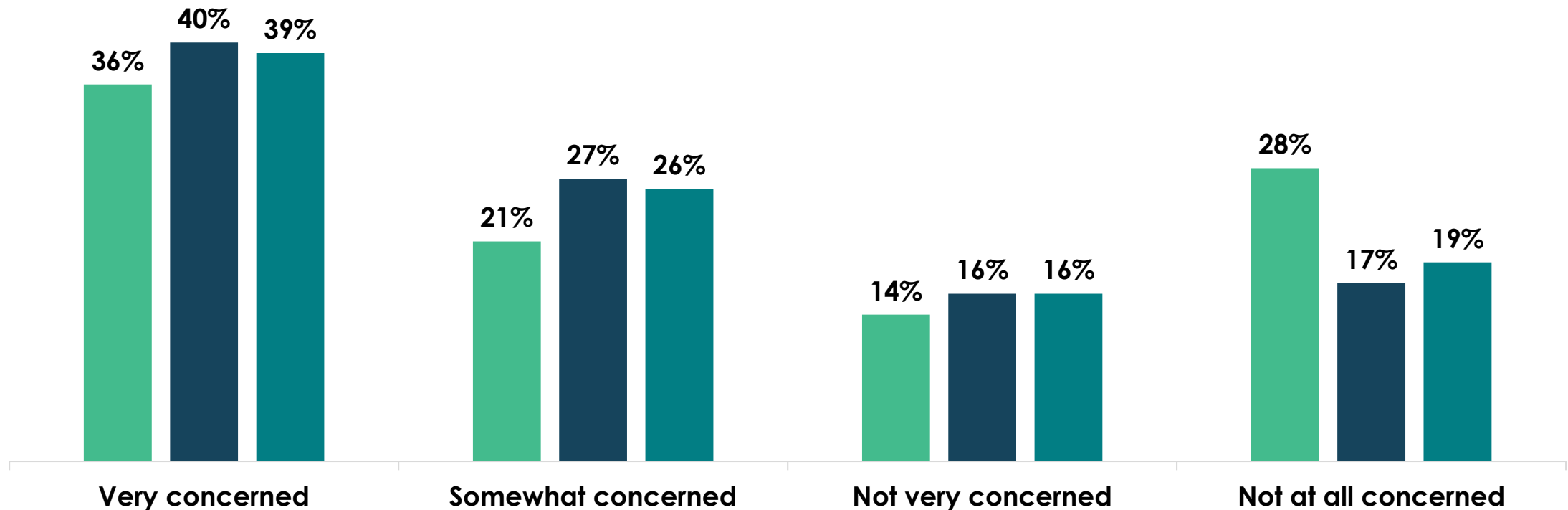
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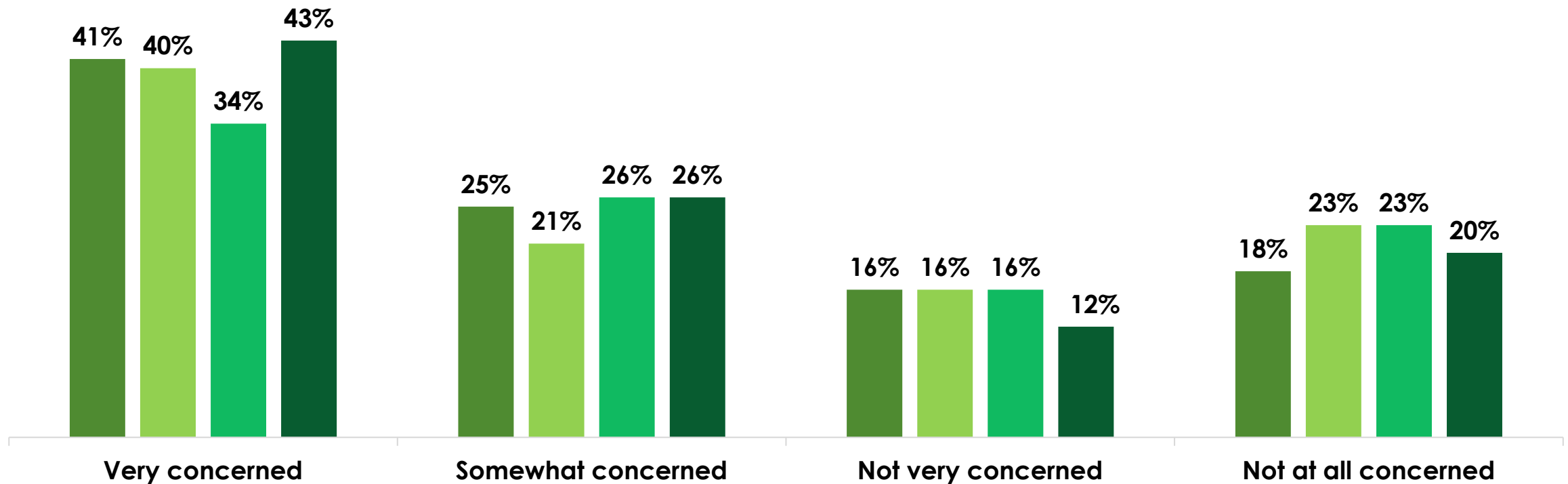
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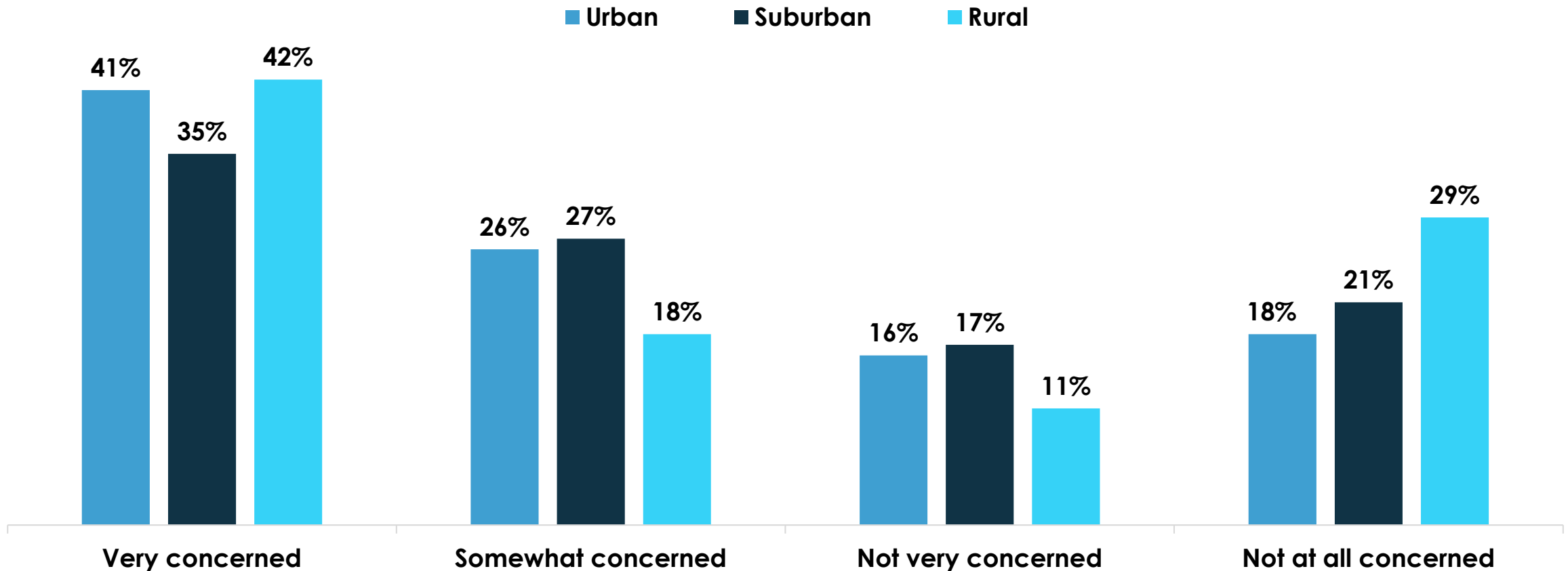
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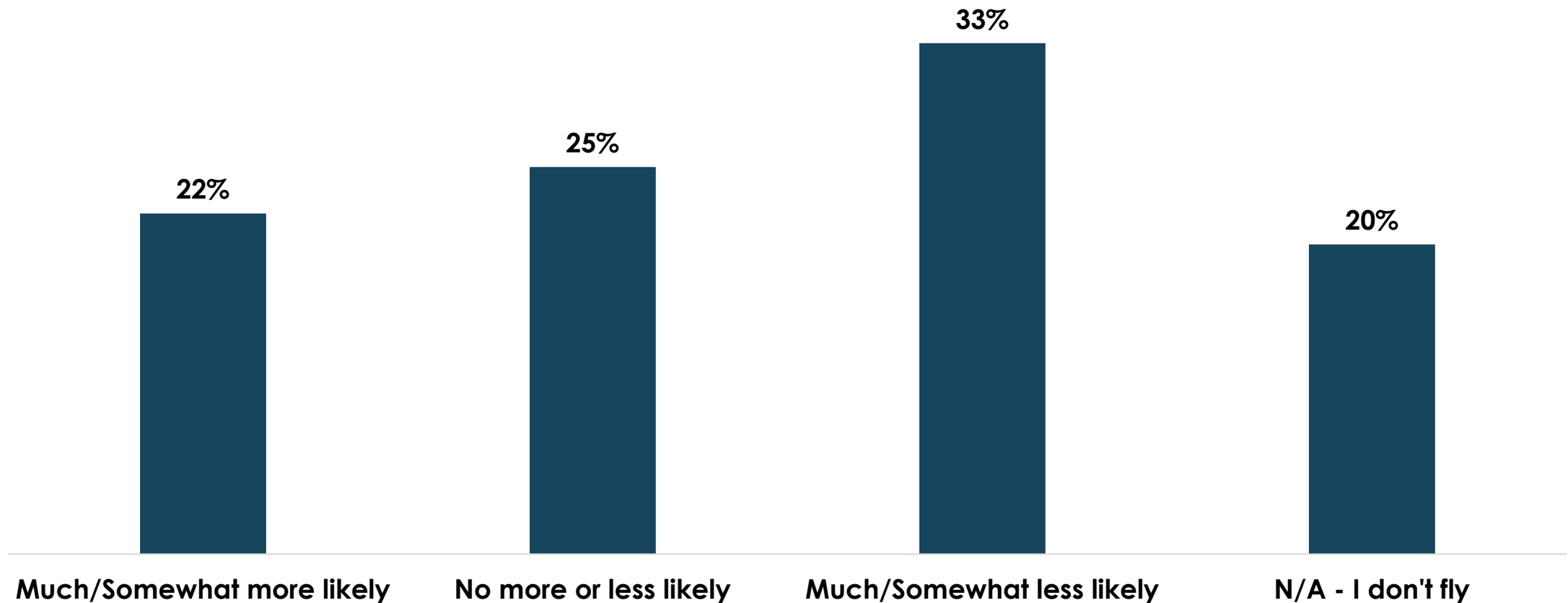


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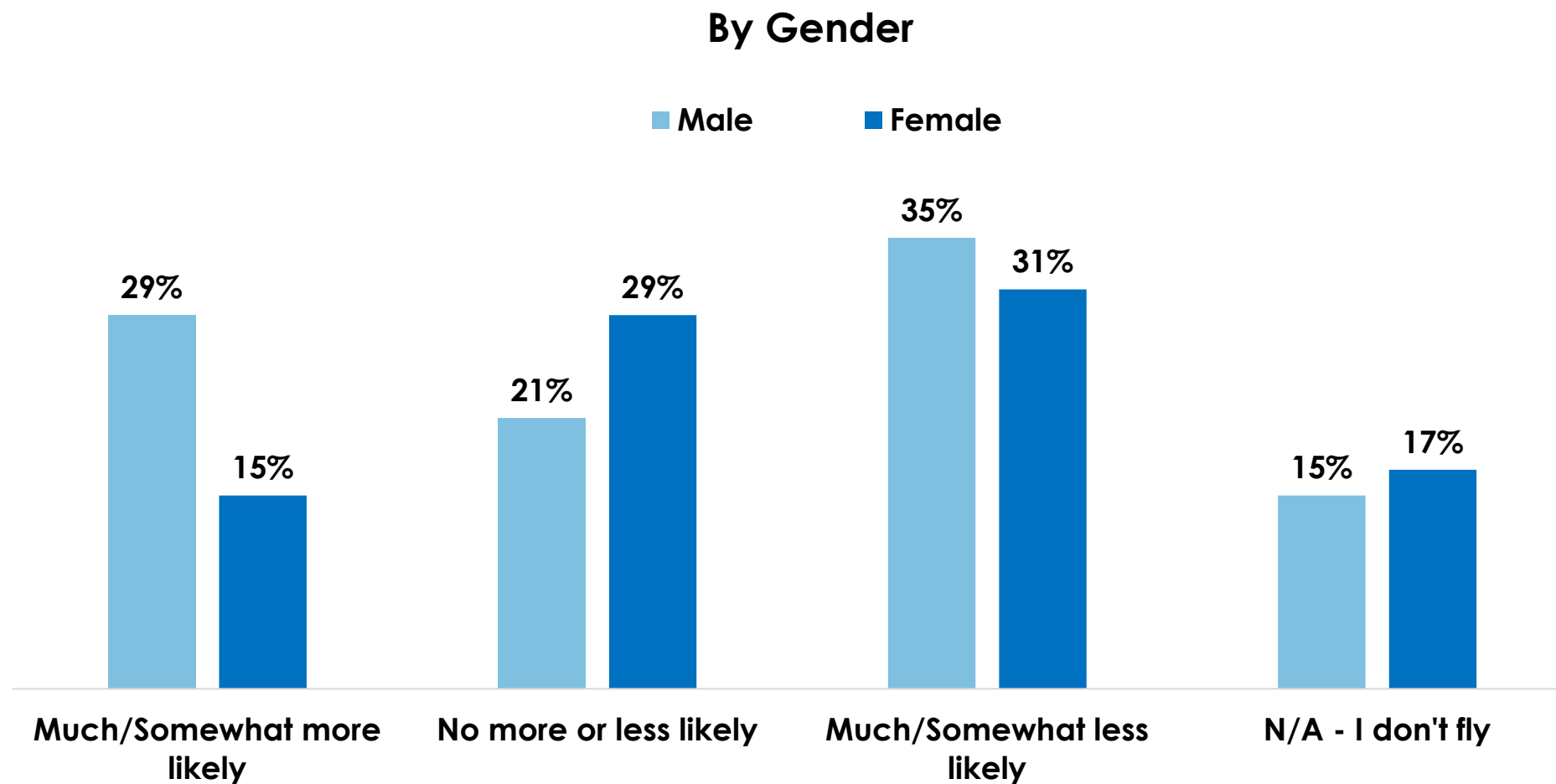
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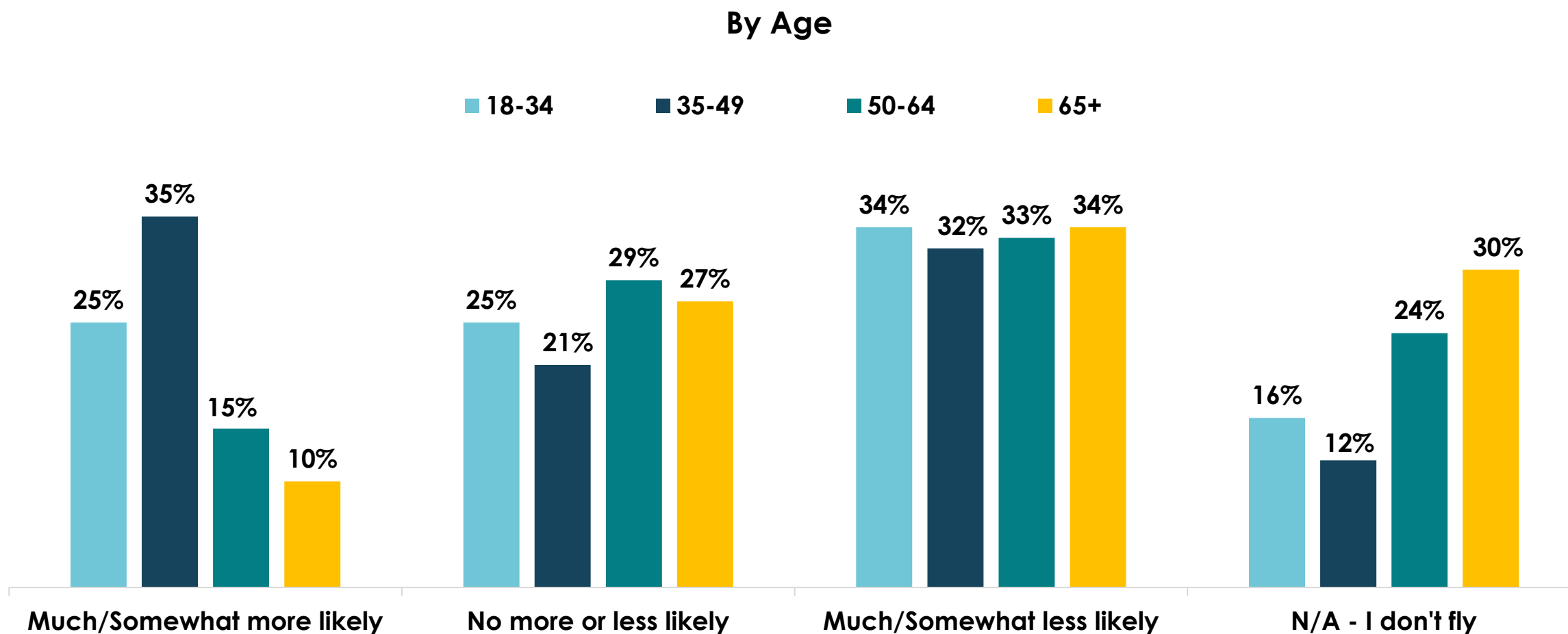
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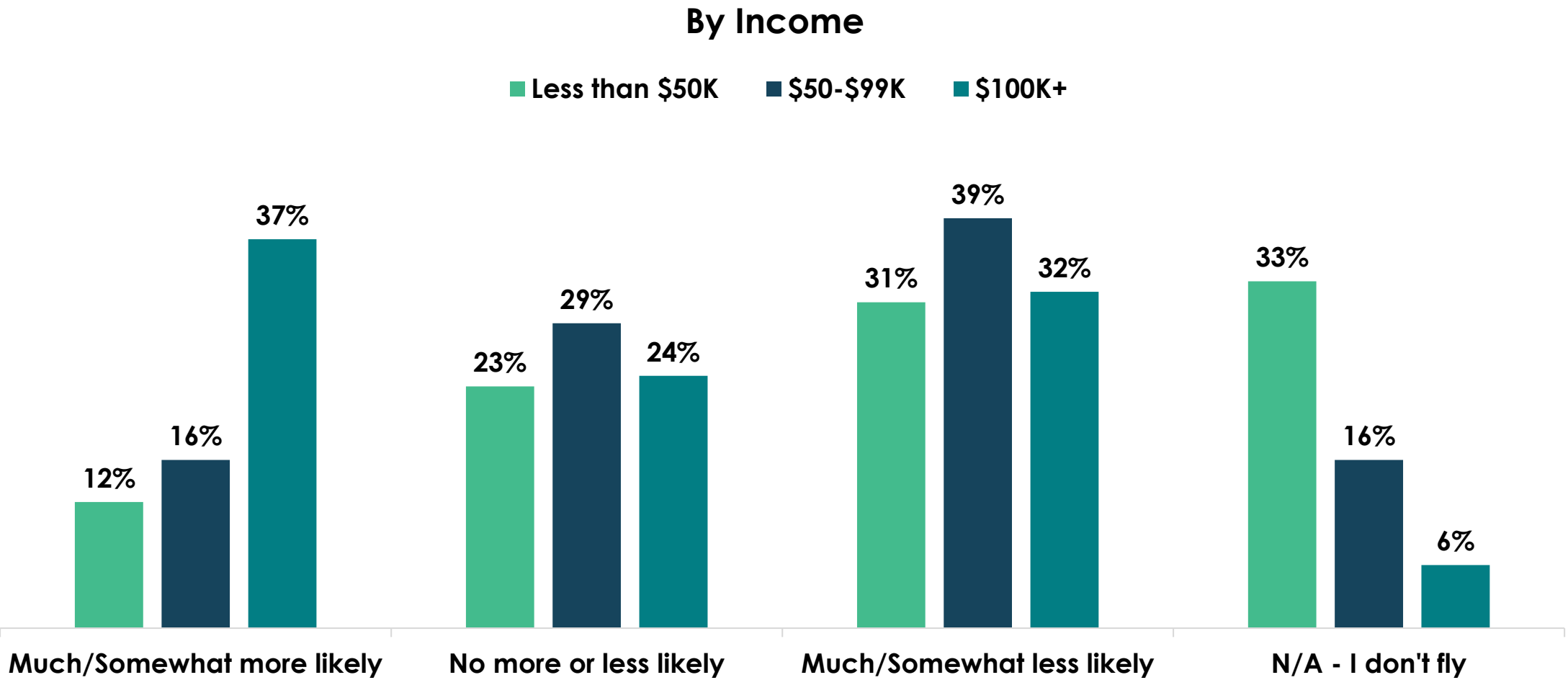


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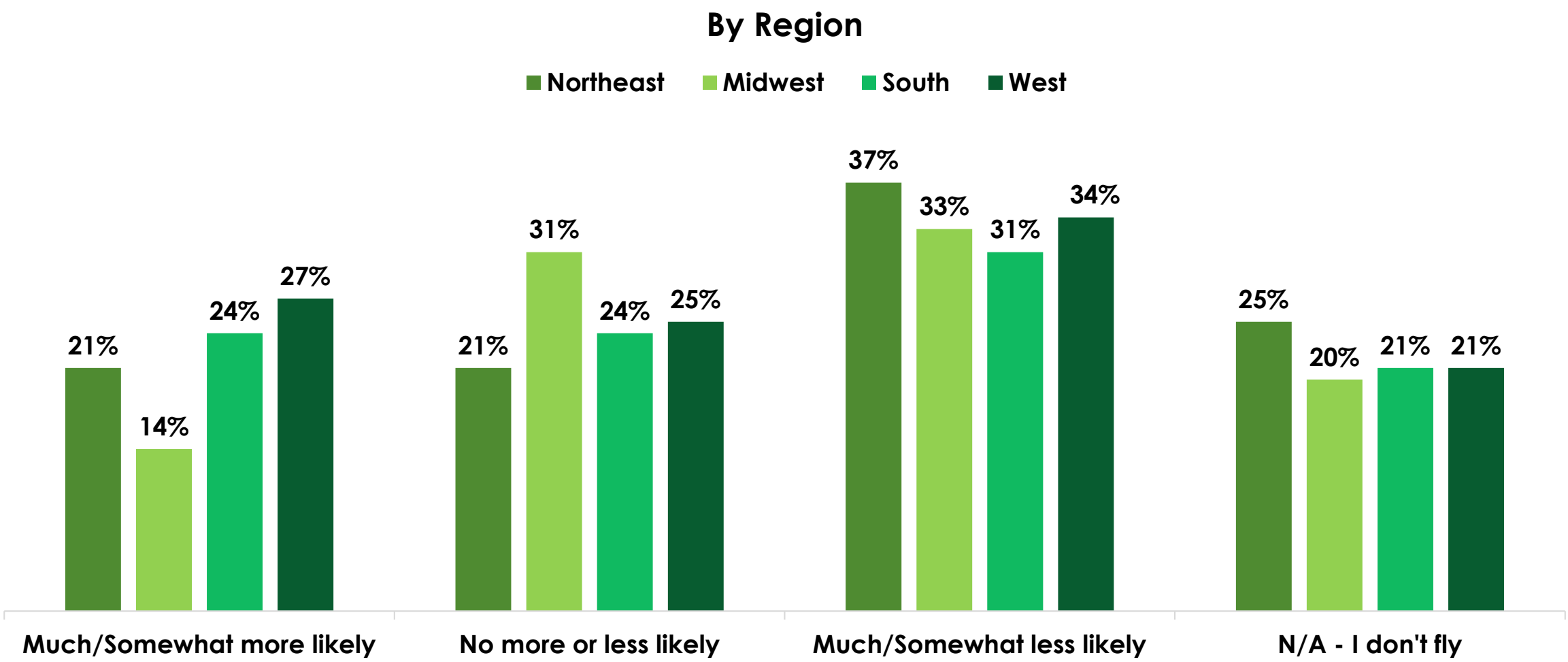


# Are you more or less likely to fly now compared to 3 months ago?



Source: HVCB analysis of Harris Poll COVID-19 Wave 33 (October 8-10, 2020)

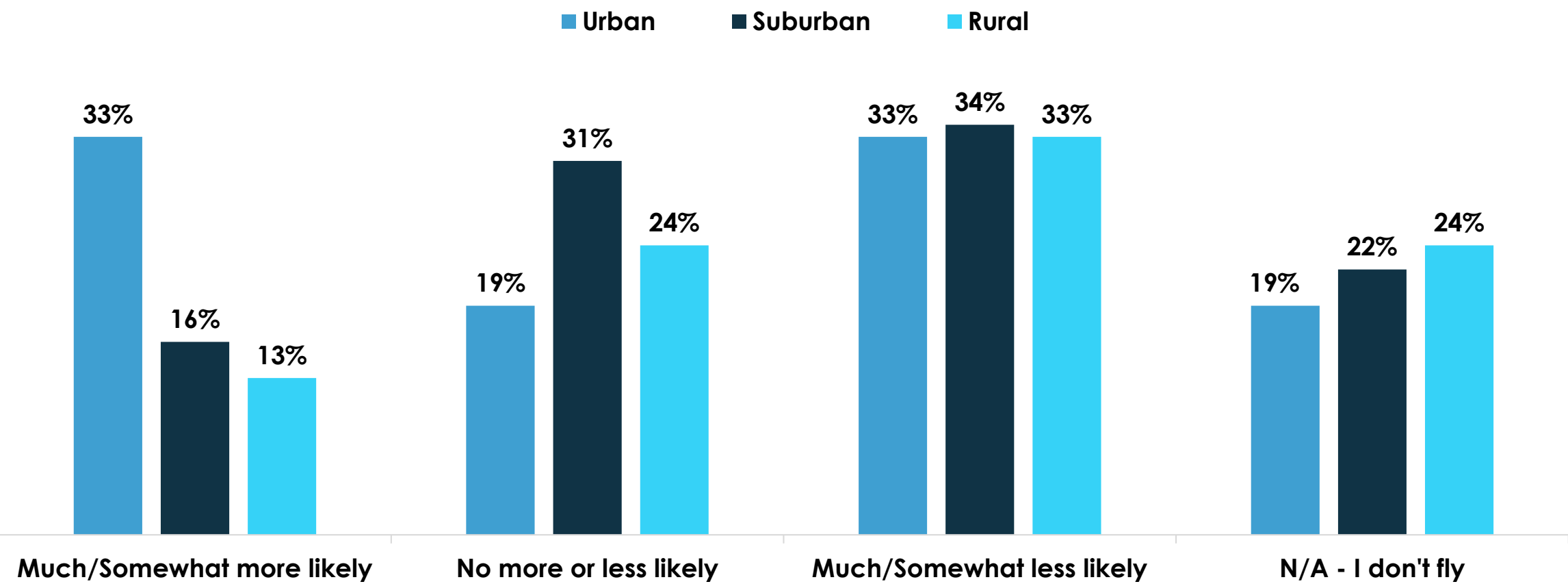
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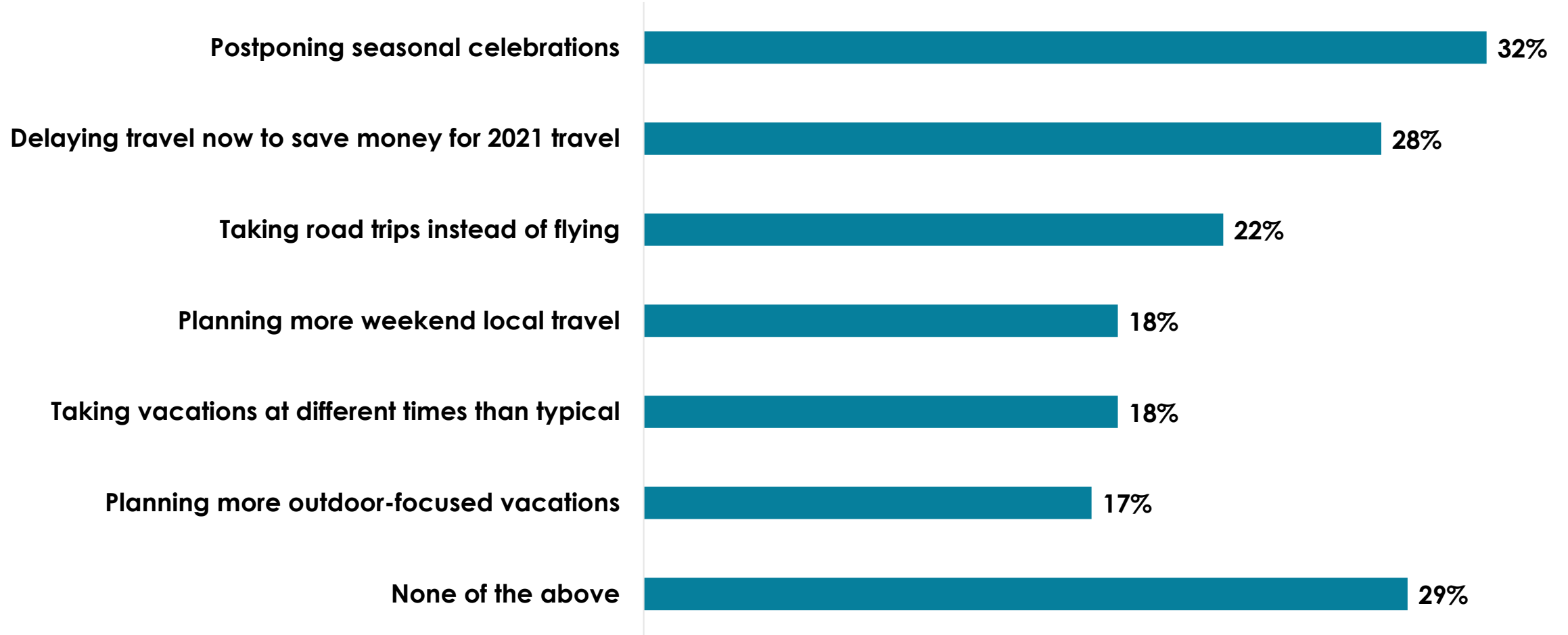
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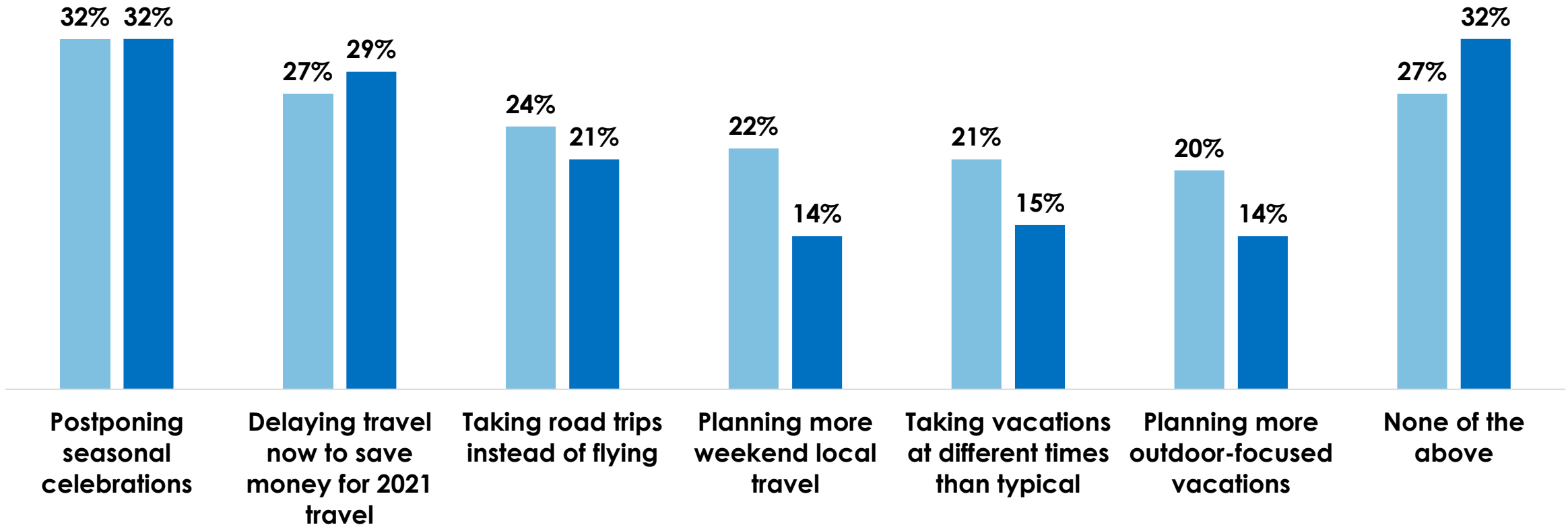
# How has the COVID-19 pandemic impacted your travel?



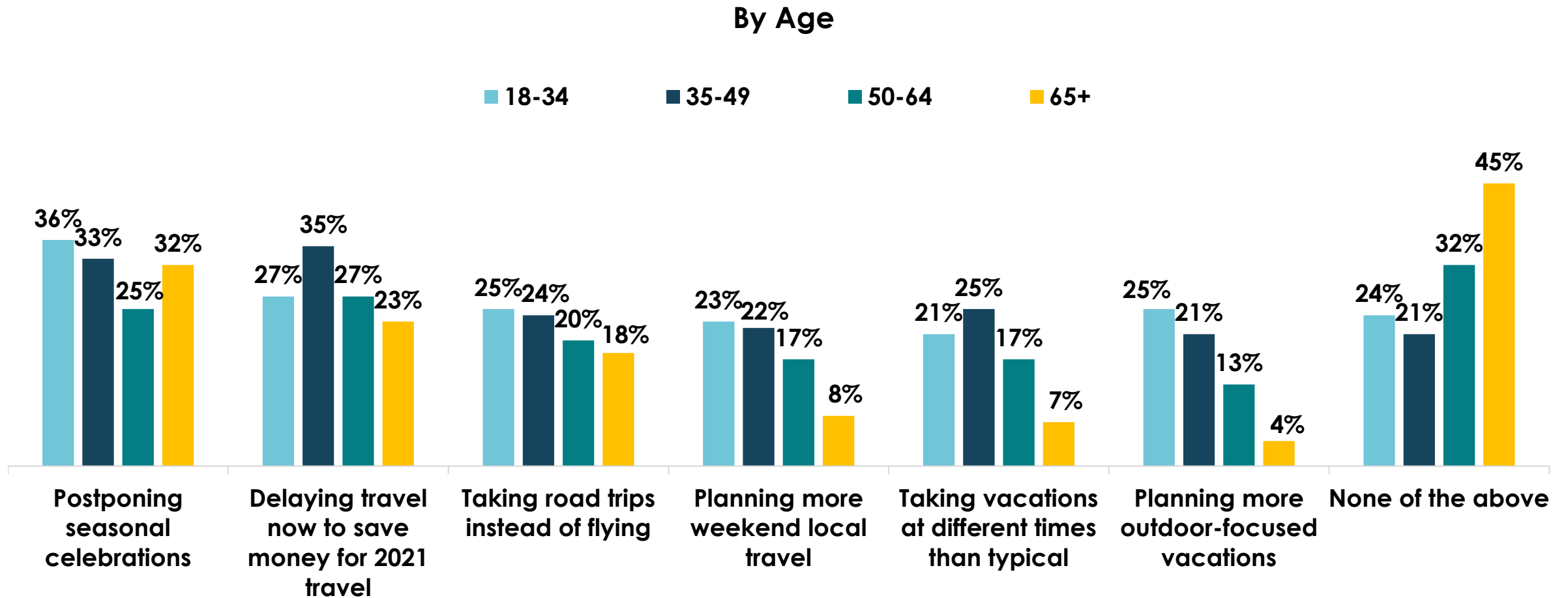
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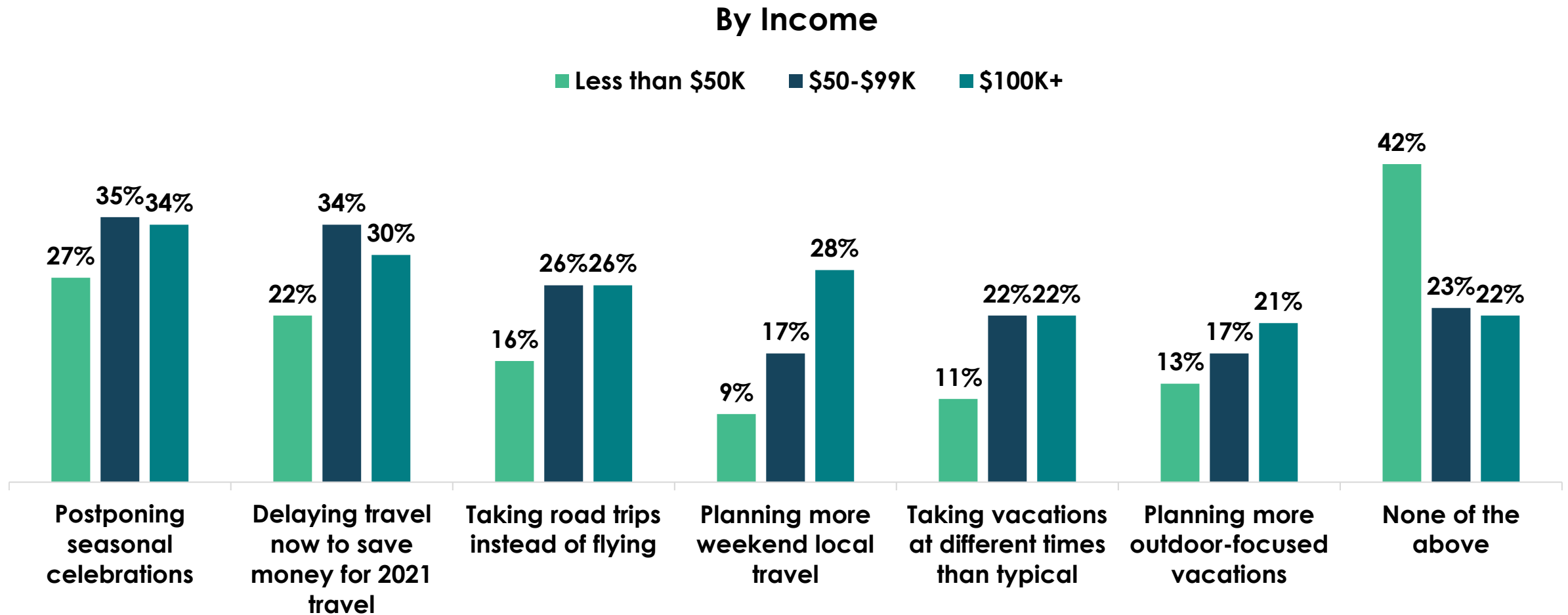
Male Female



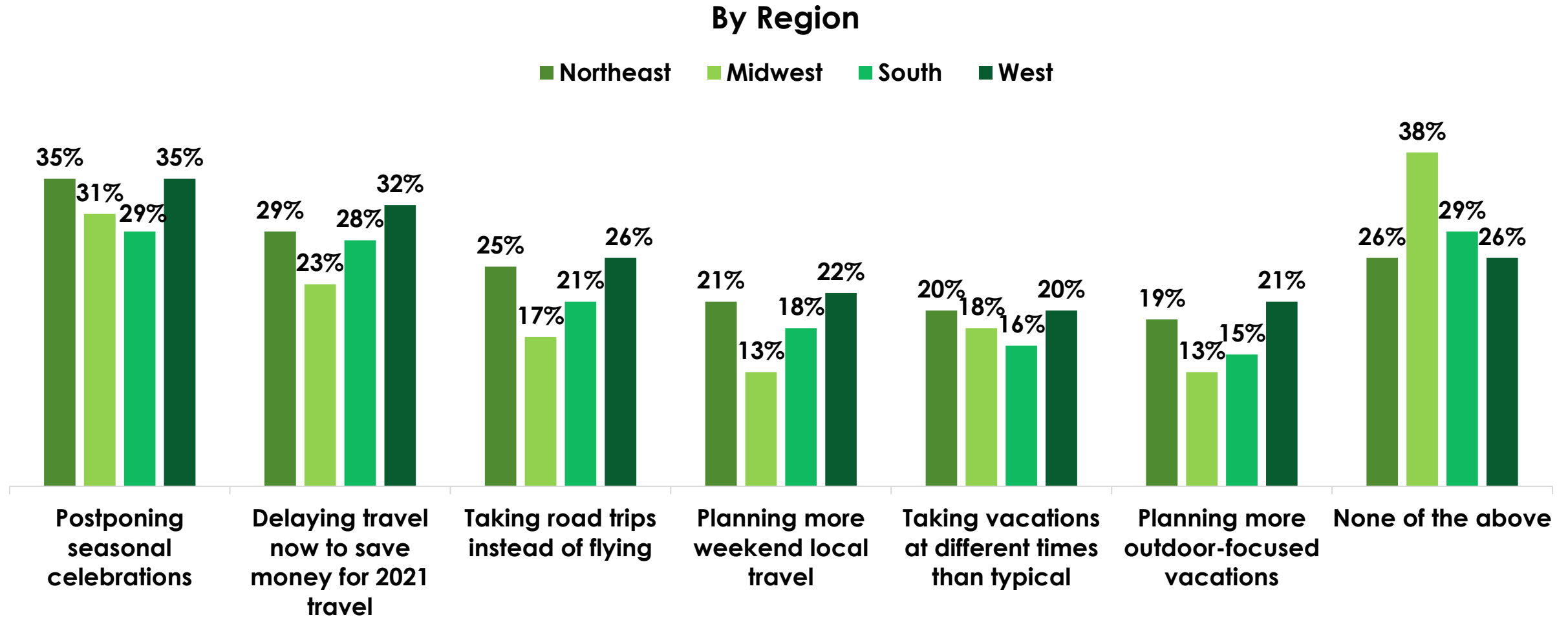
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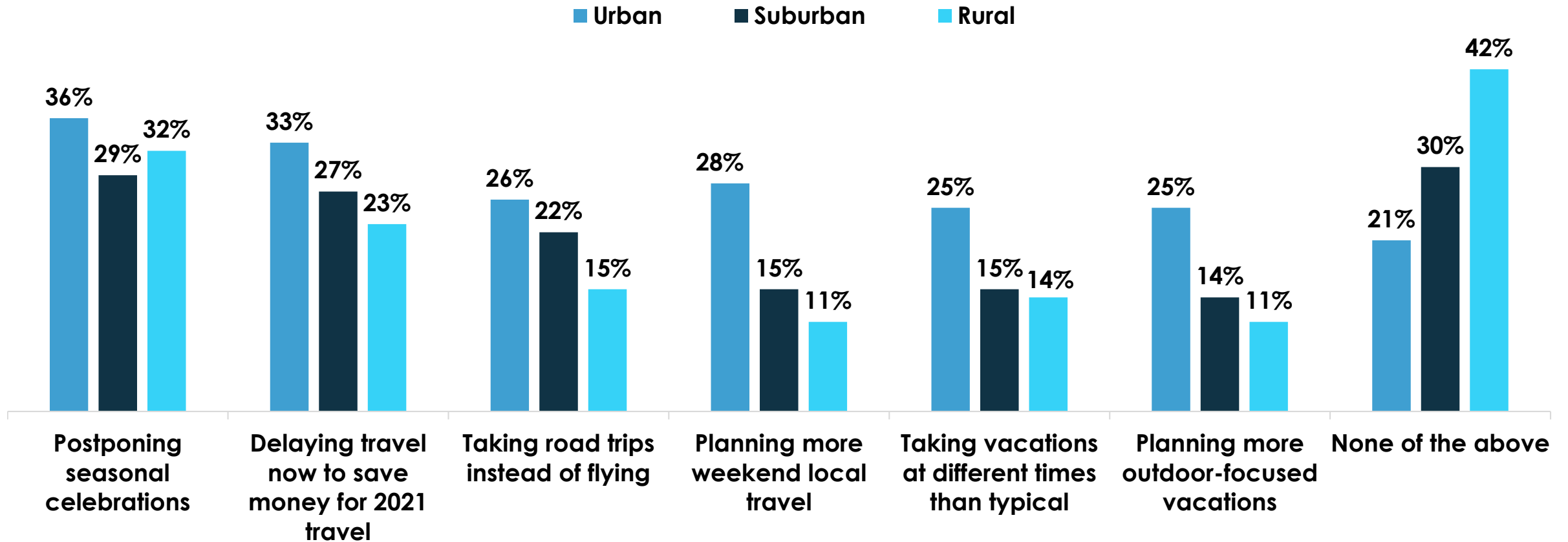
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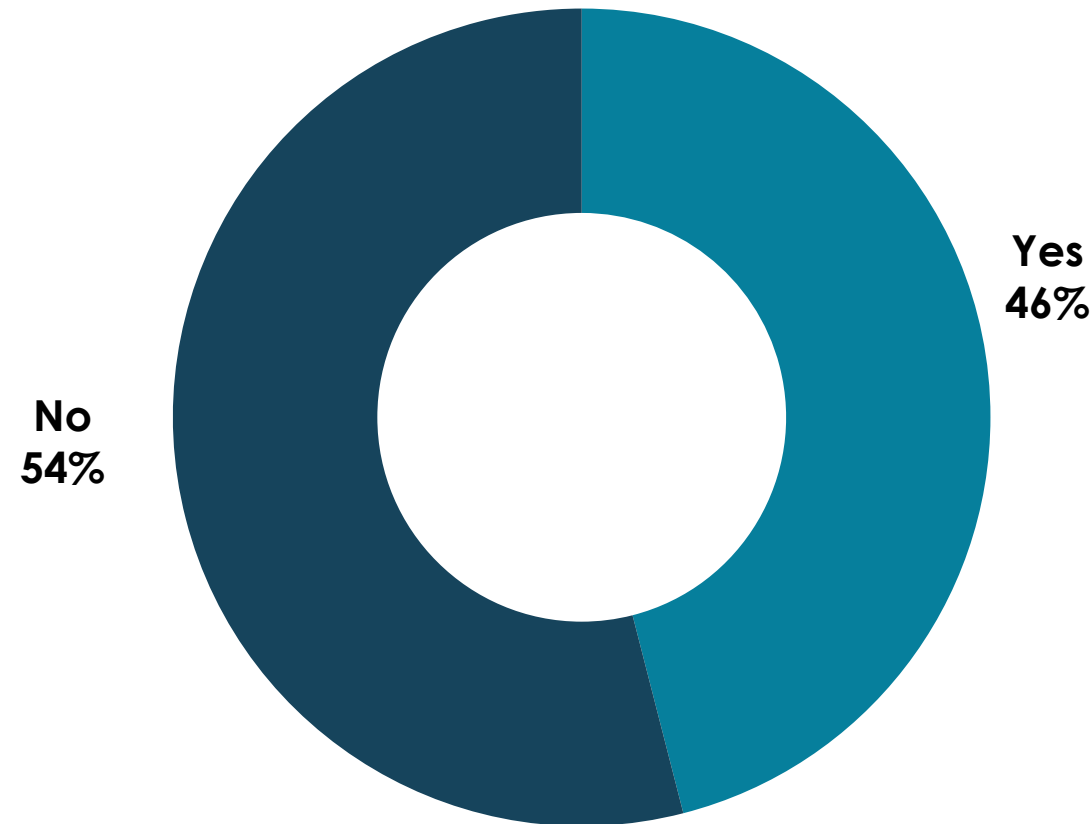


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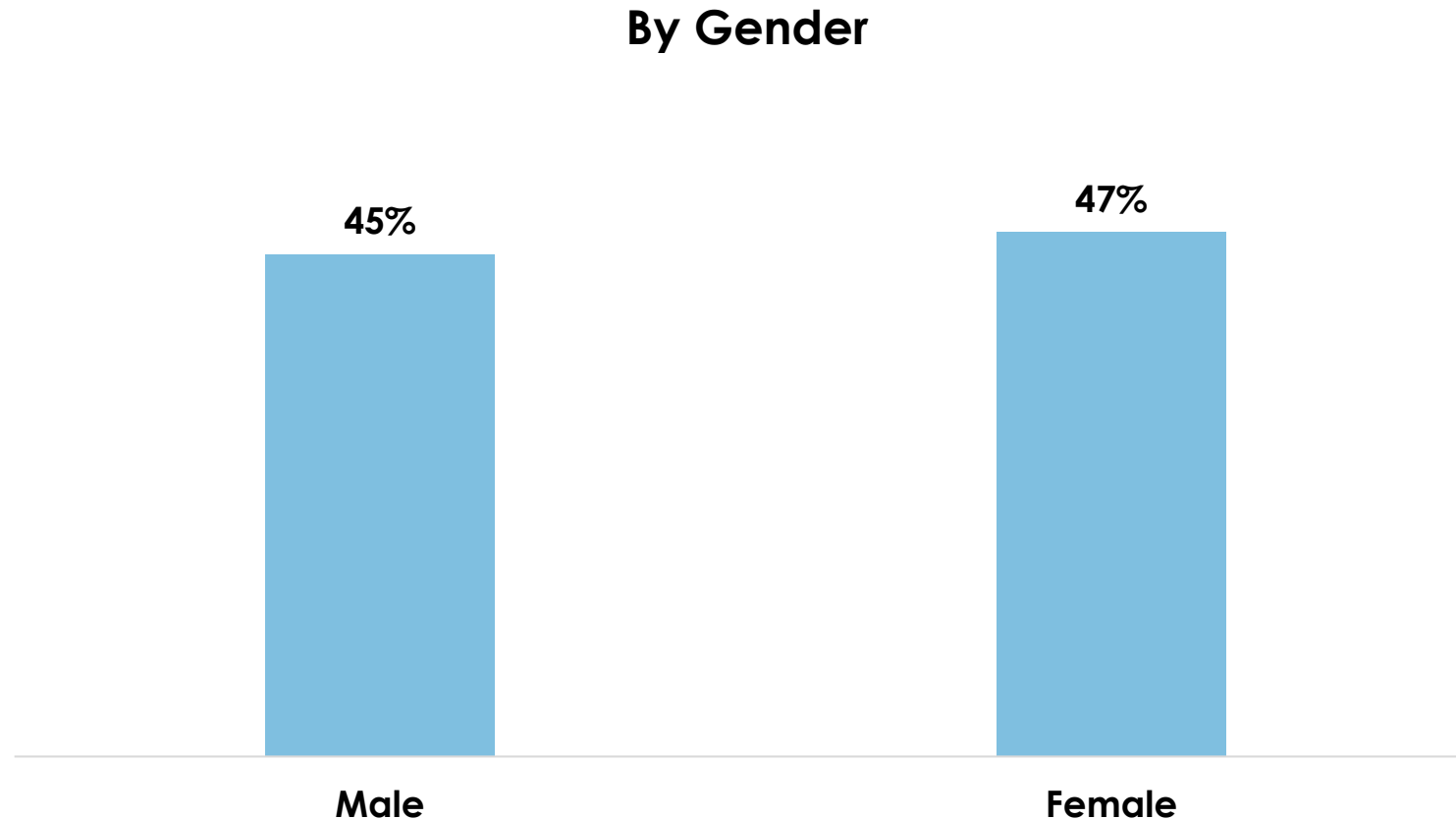
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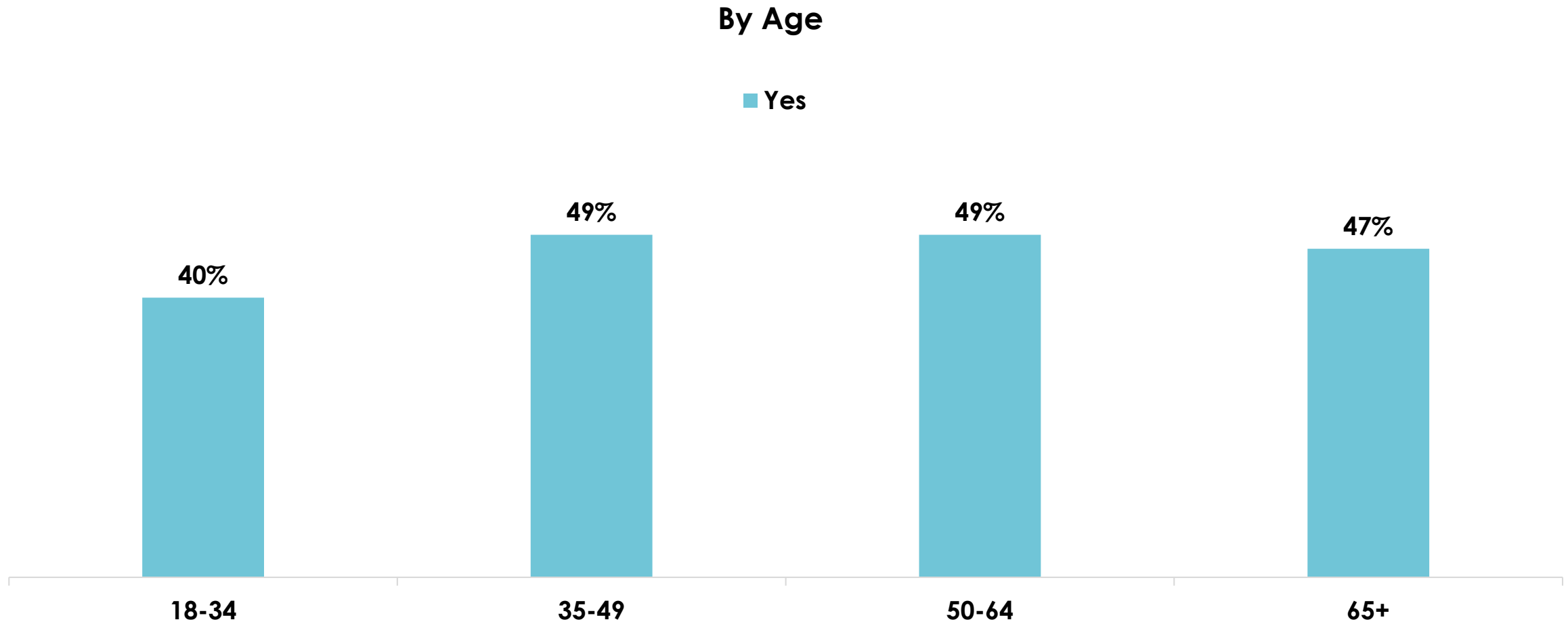
# Will travel/vacation be one of the first things you'll do when COVID-19 is under control and it's safe to resume public activities?



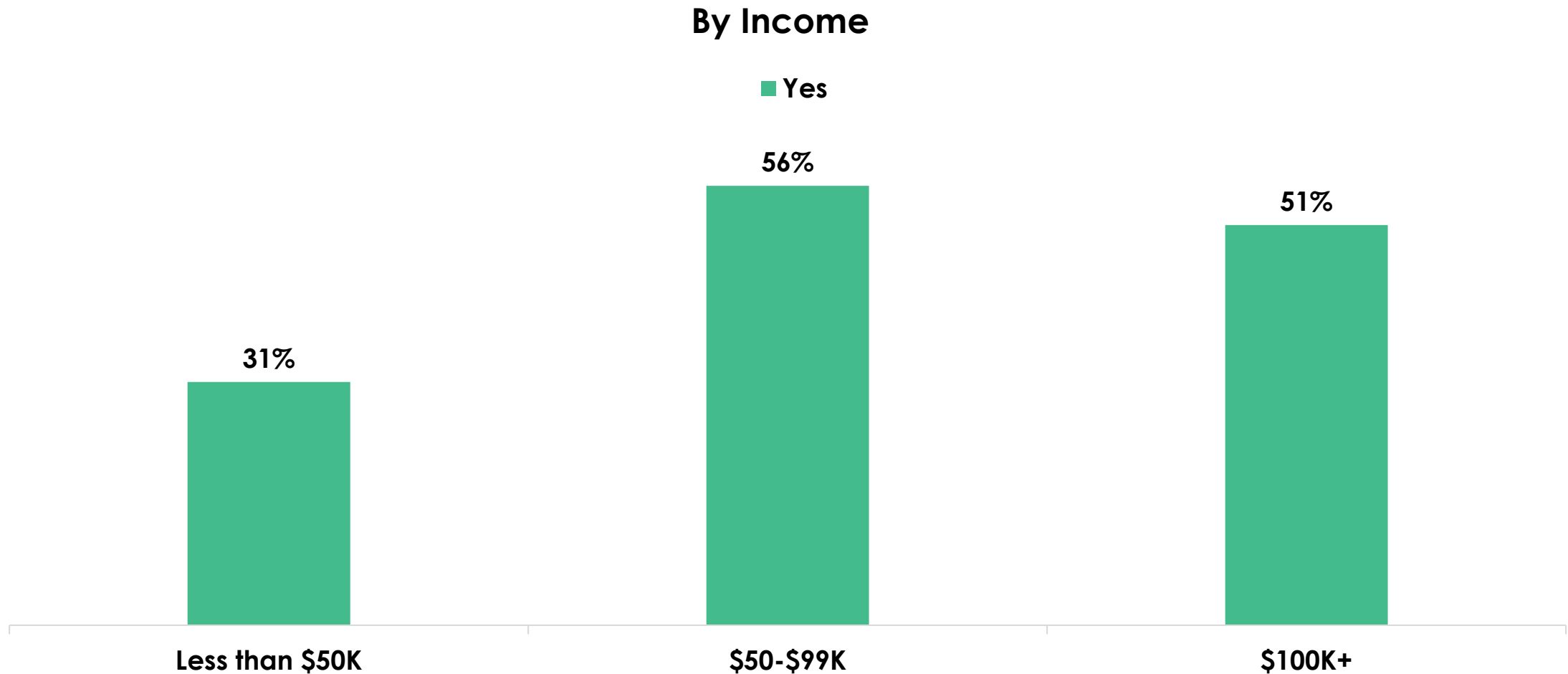
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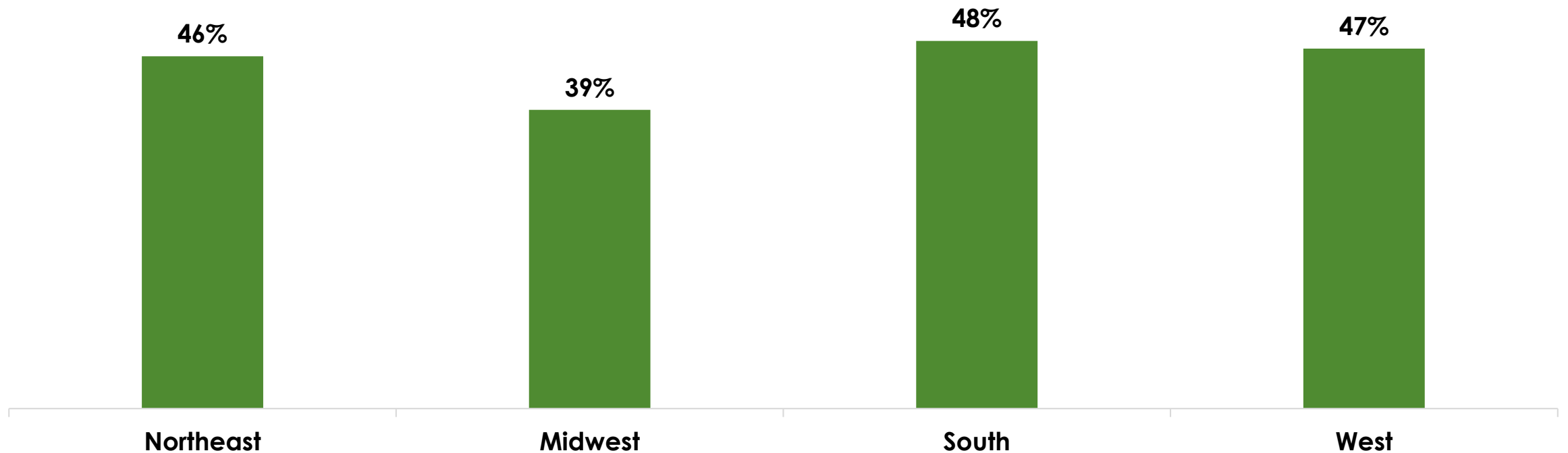
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By Region

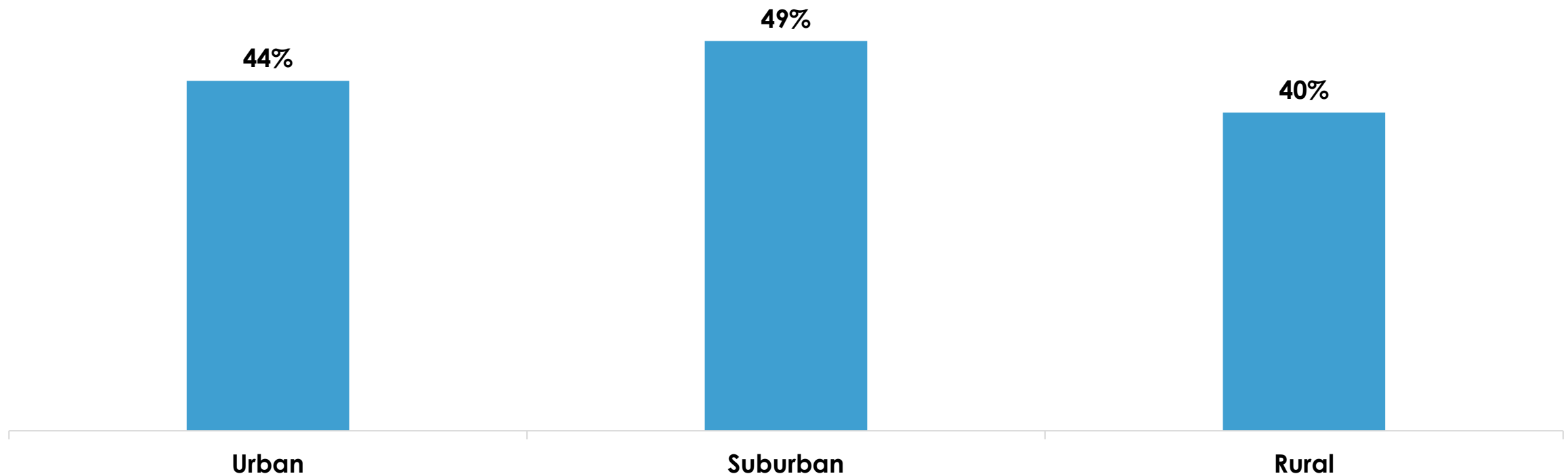
■ Yes



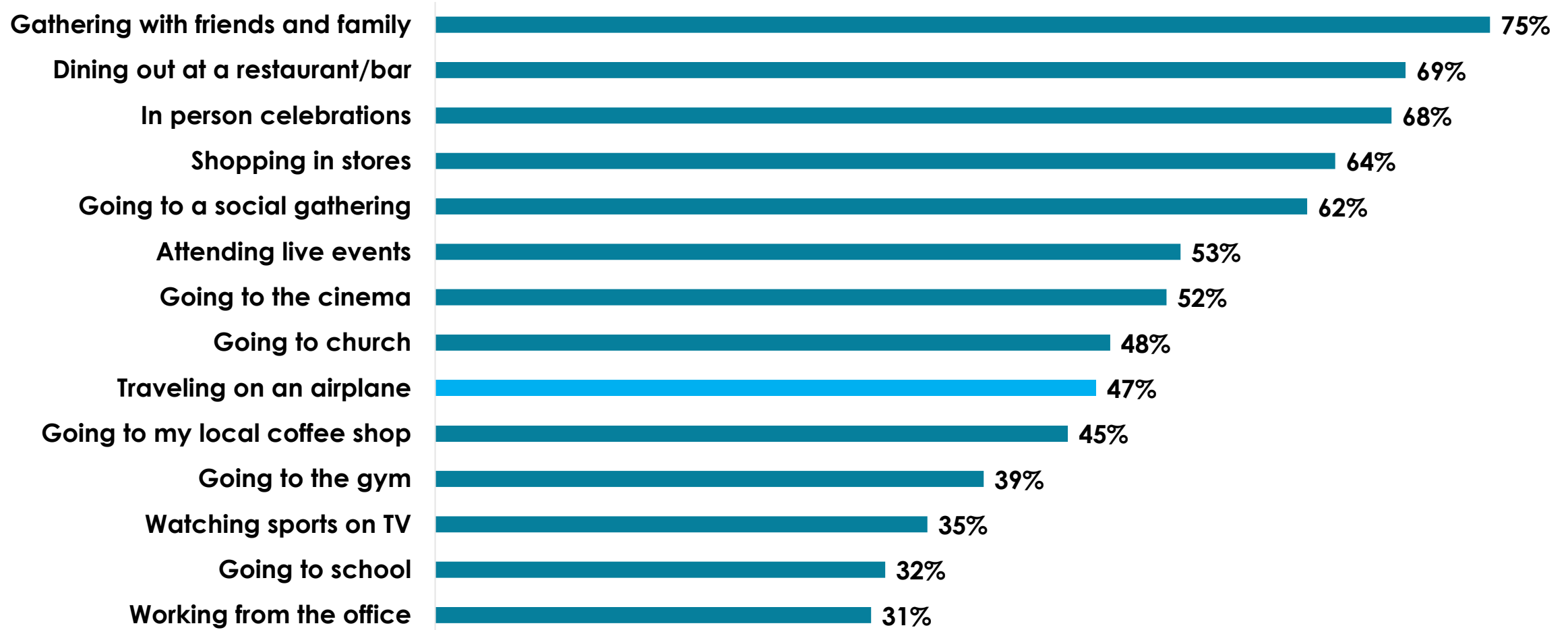
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■ Yes

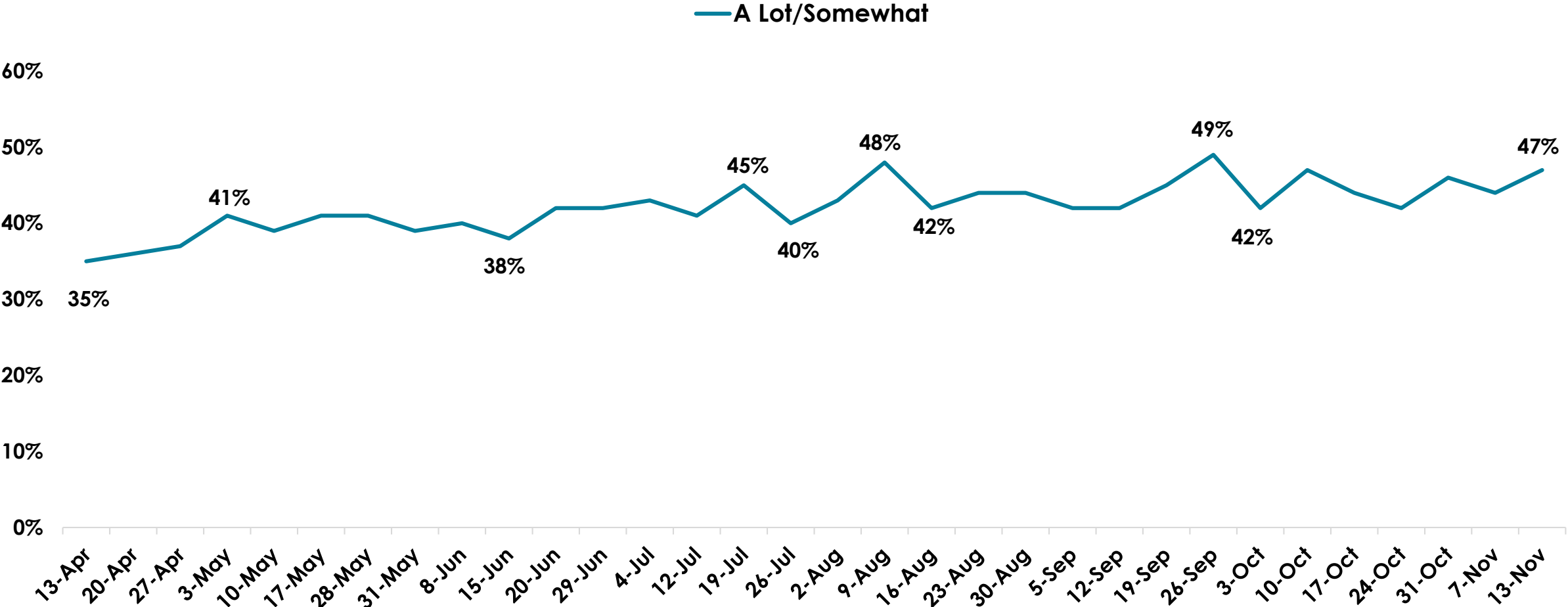


# How much would you say you miss the following during this time of virus-related restrictions?

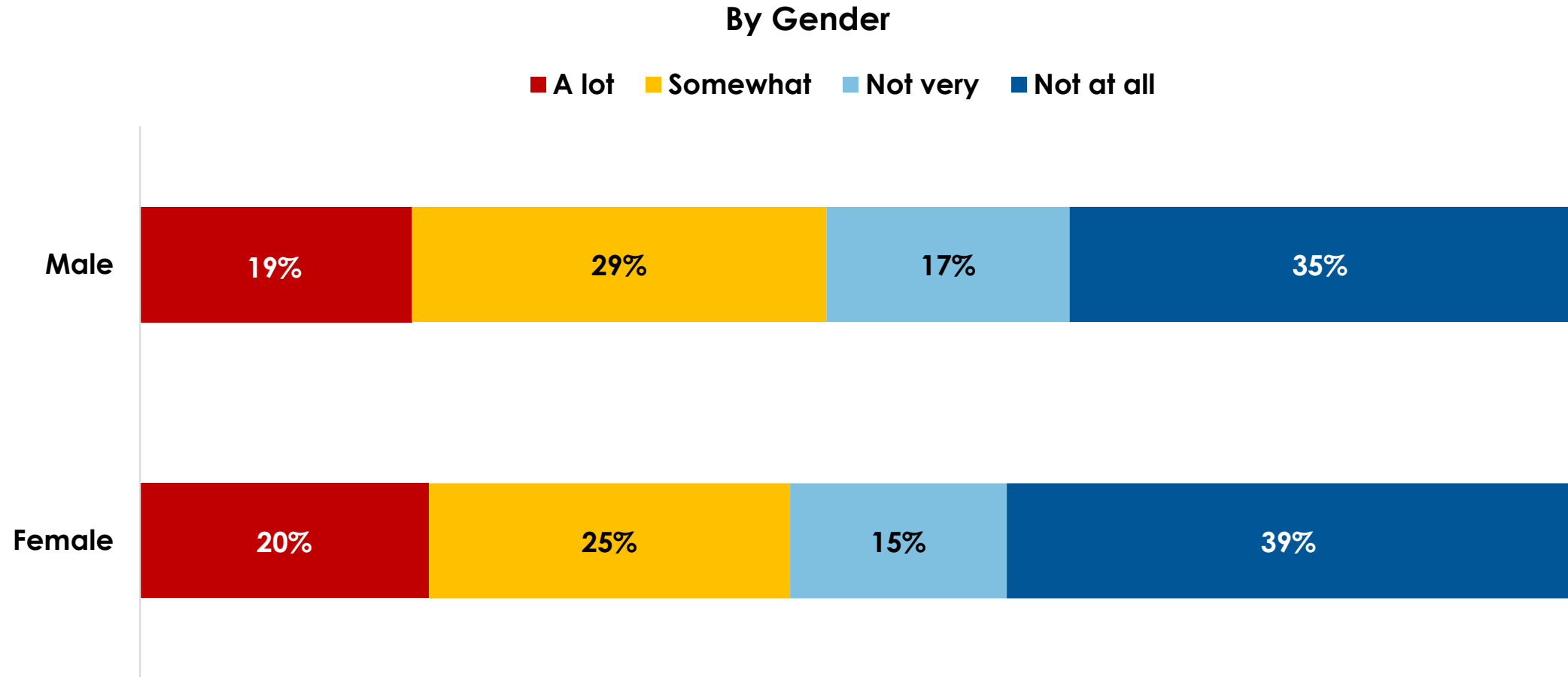




# How much would you say you miss traveling on an airplane during this time of virus-related restrictions?

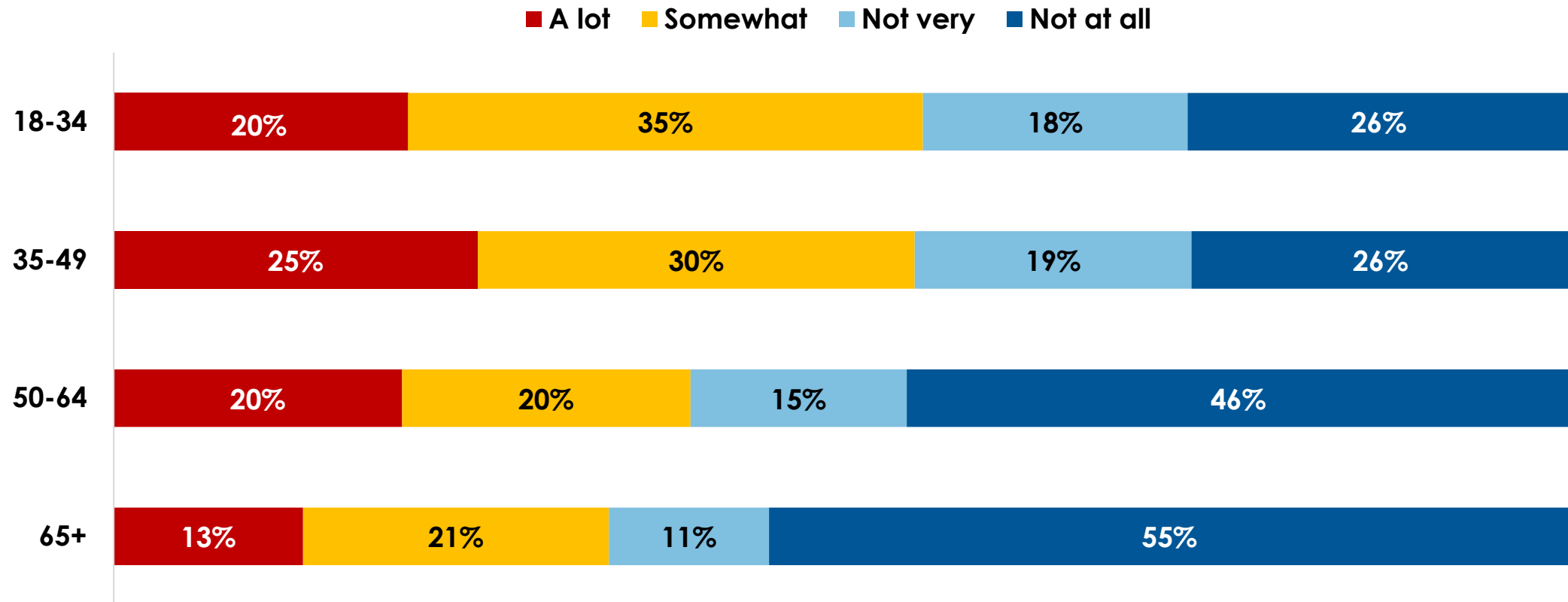


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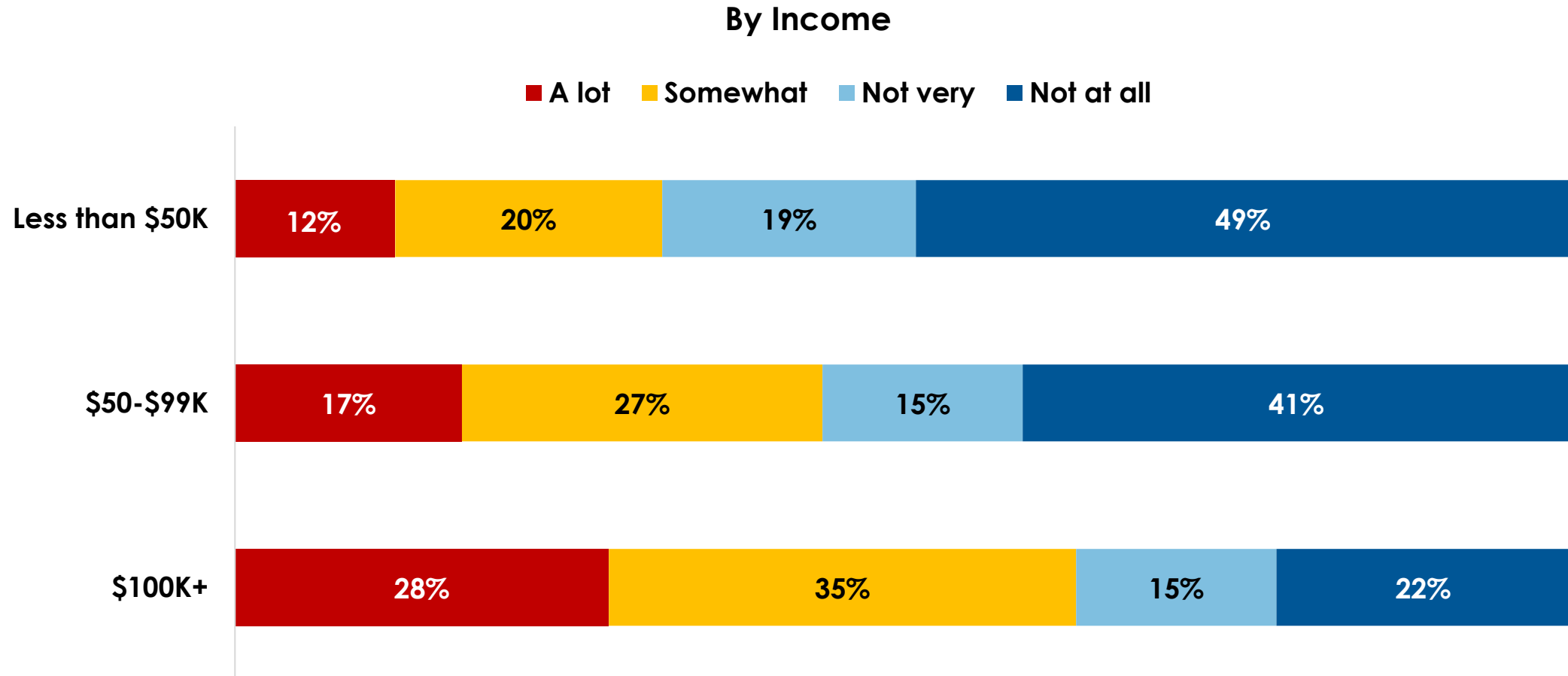
# How much would you say you miss traveling on an airplane during this time of virus-related restrictions?

By Age



Source: HVCB analysis of Harris Poll COVID-19 Wave 38 (November 11-13, 2020)

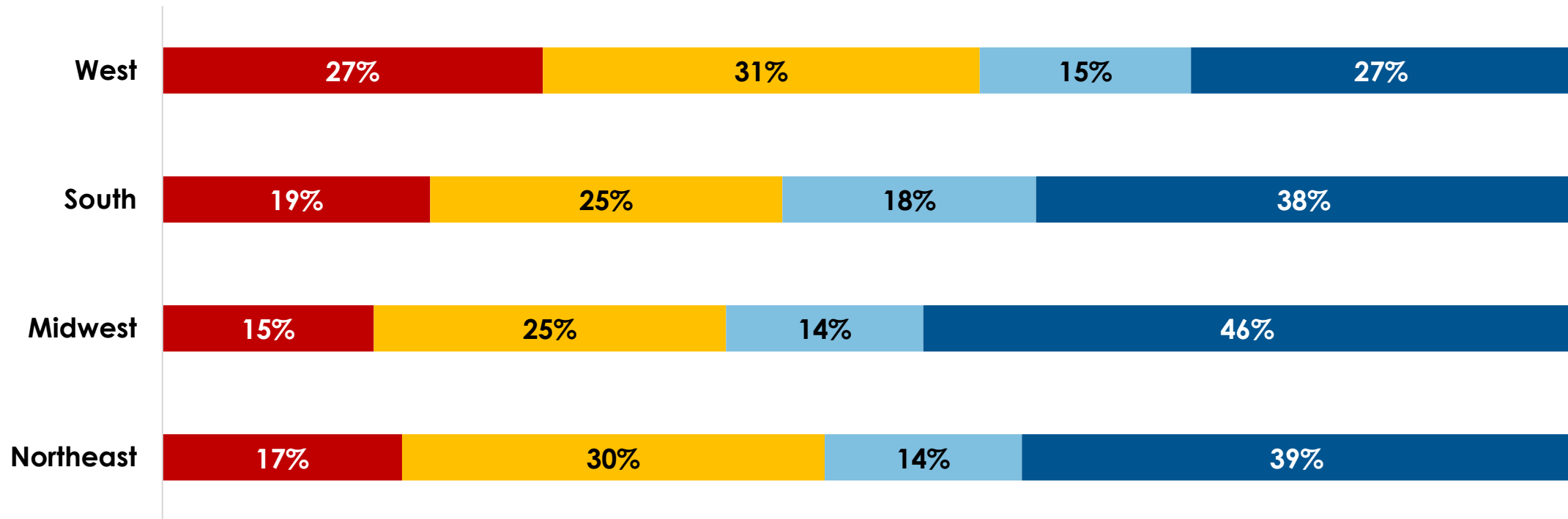
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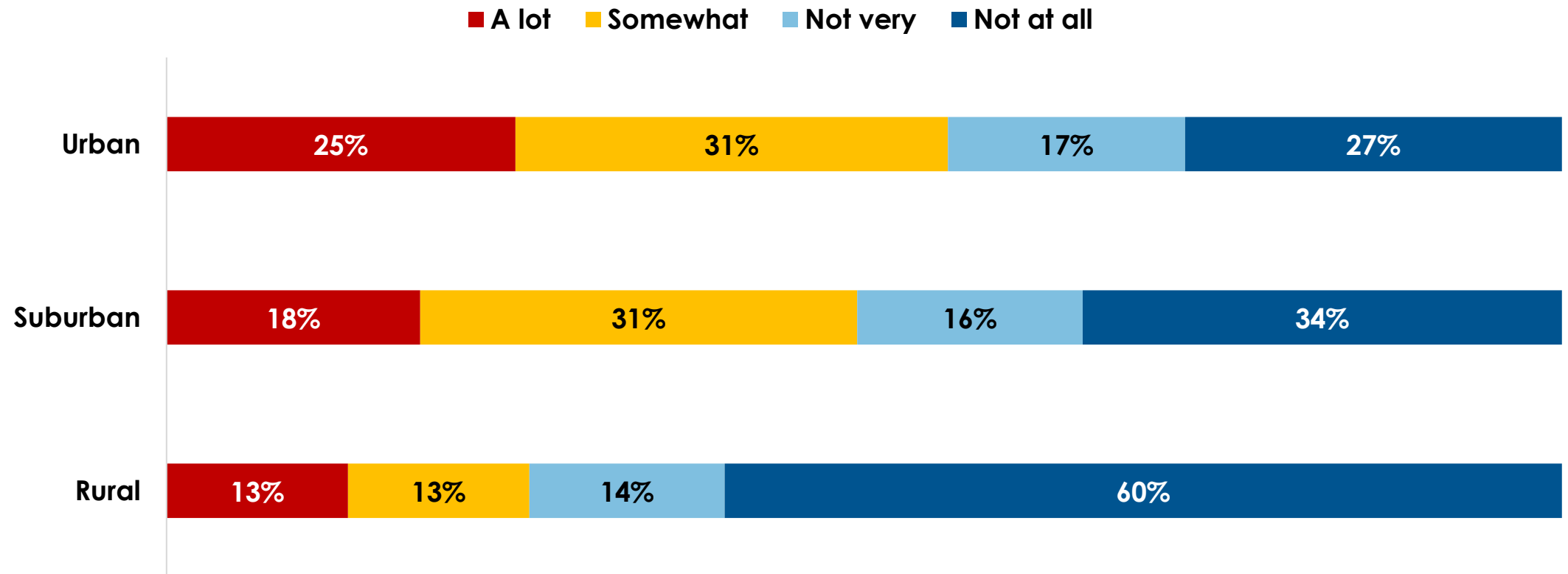
## By Region

■ A lot   ■ Somewhat   ■ Not very   ■ Not at all

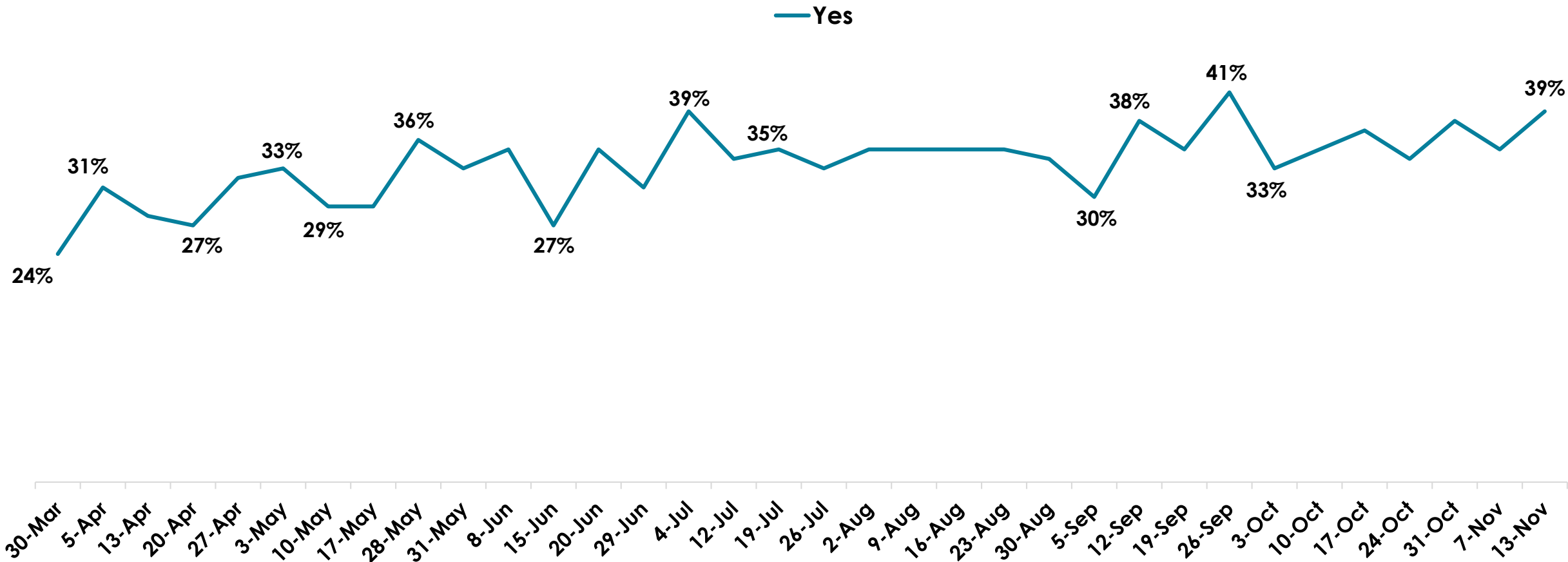


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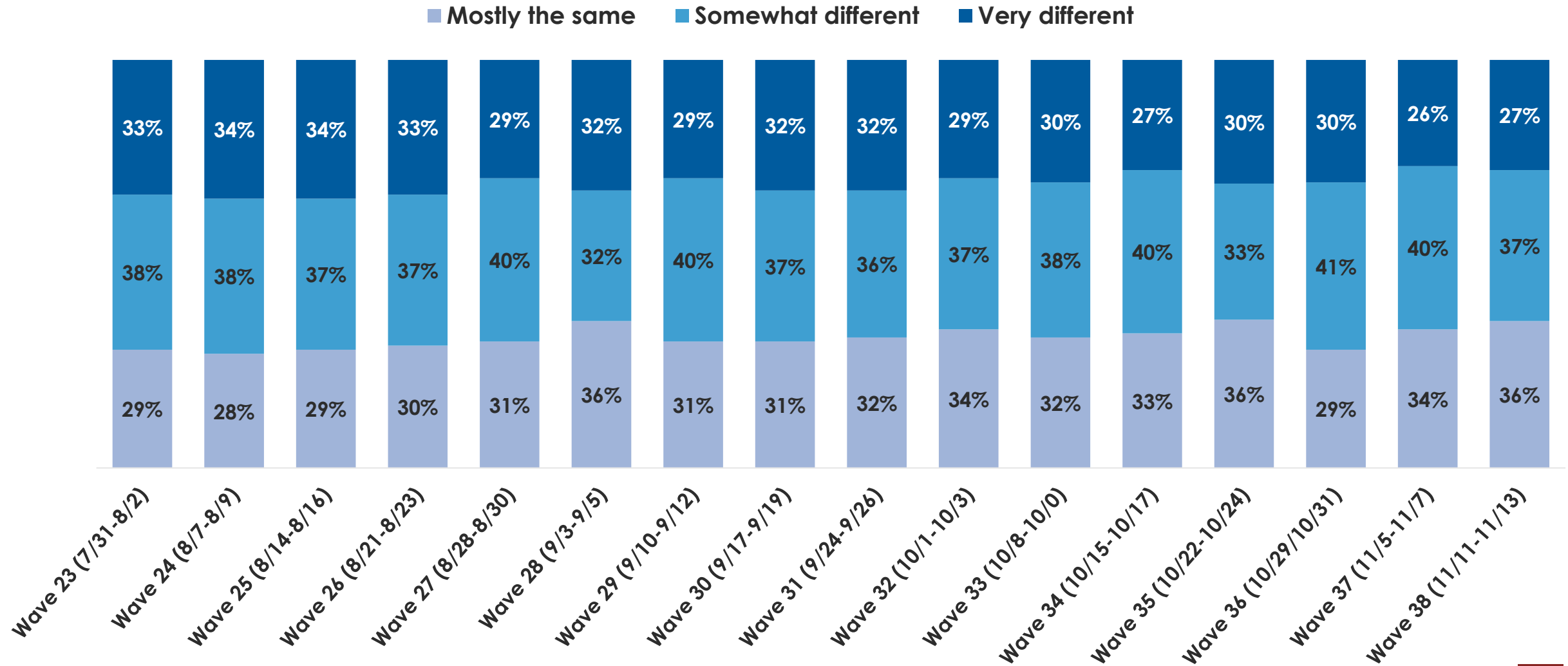


# Are you planning to go on vacation/travel once things return to normal and businesses re-open?



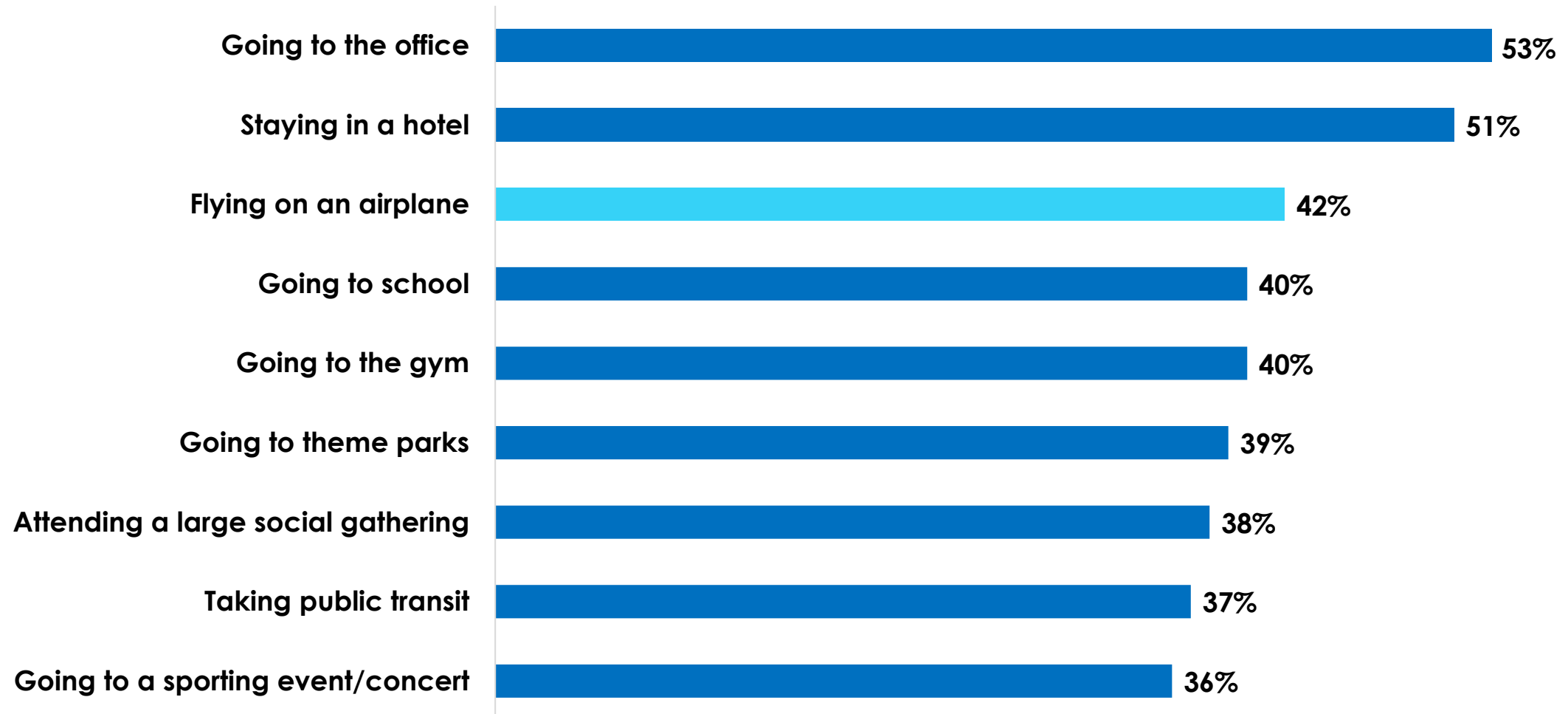
Source: HVCB analysis of Harris Poll COVID-19 Tracker

# Once the pandemic is over and things return to normal, do you think travel/vacation will be very different, somewhat different or mostly the same?

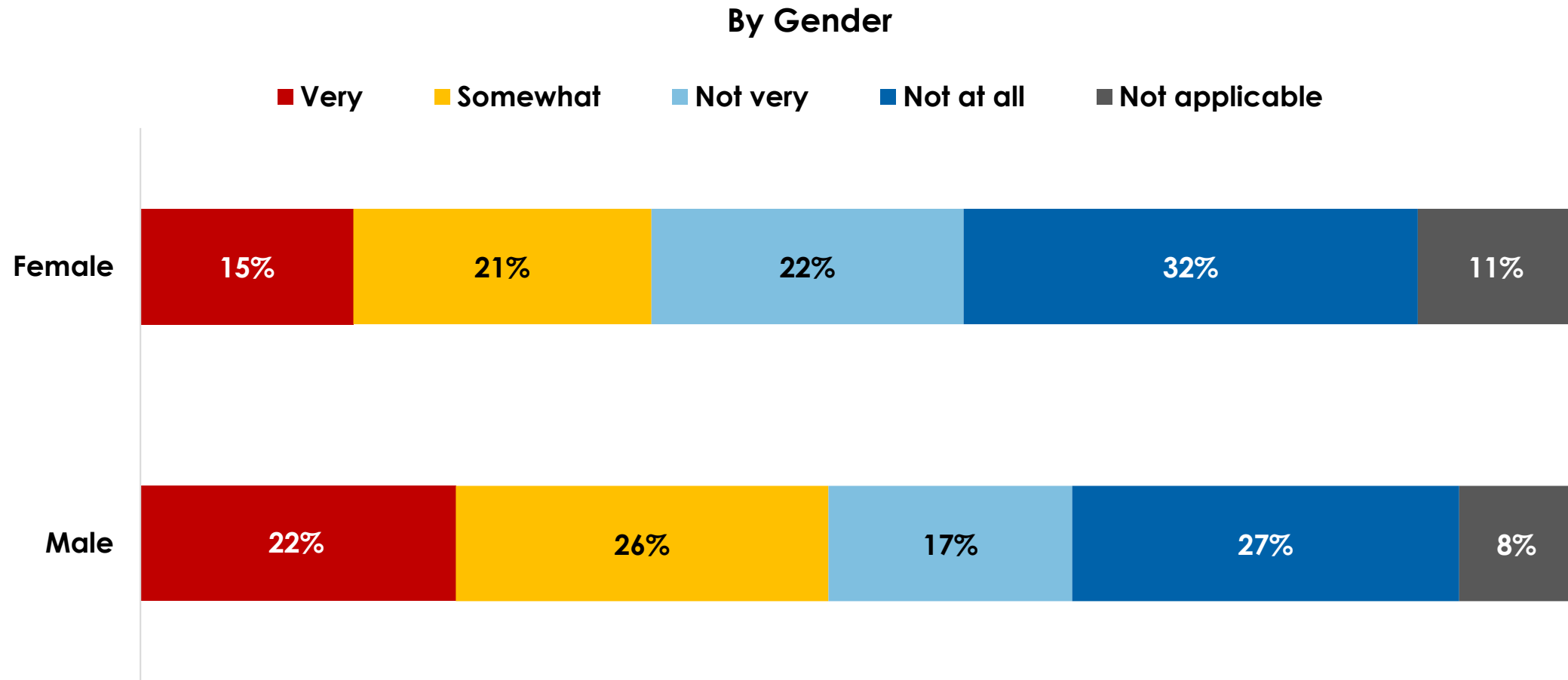




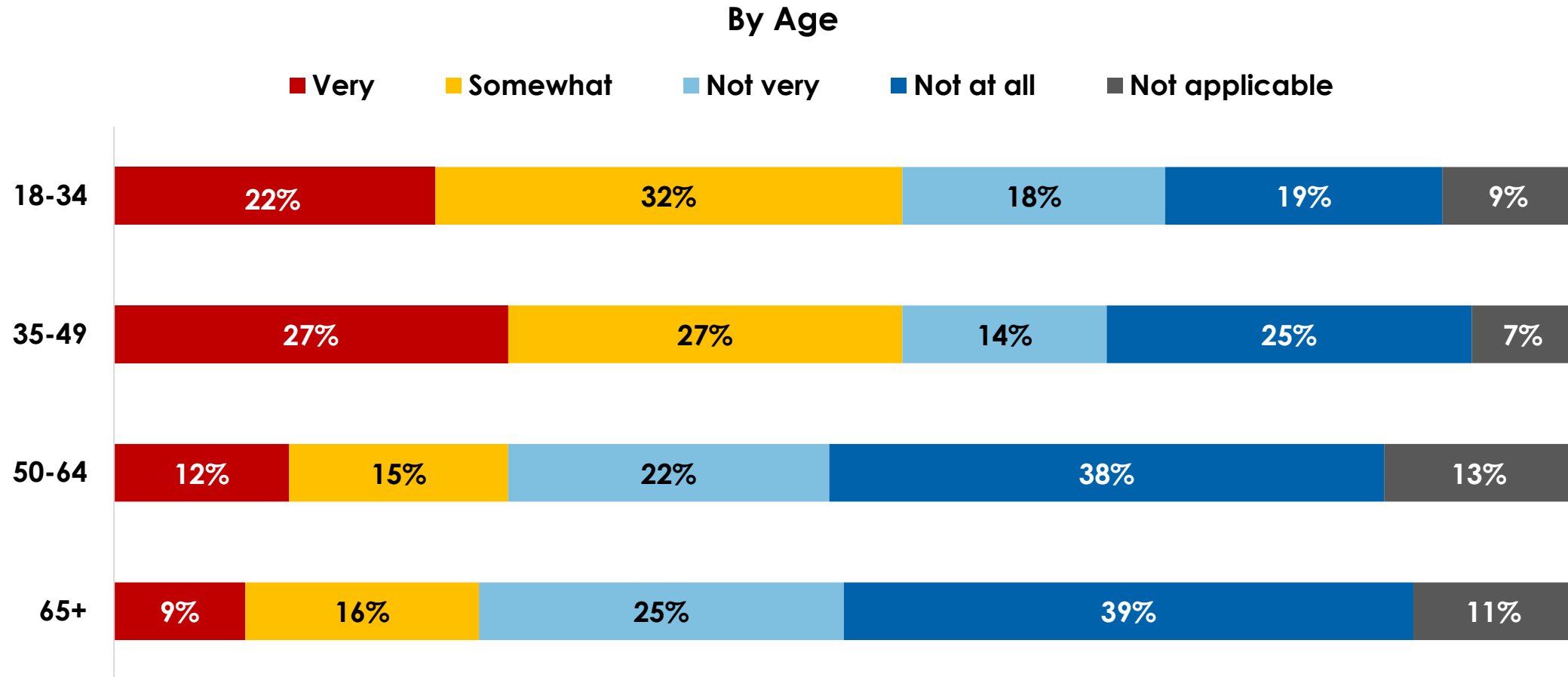
# How comfortable would you be doing each of the following if you were able to get a rapid COVID-19 test beforehand?



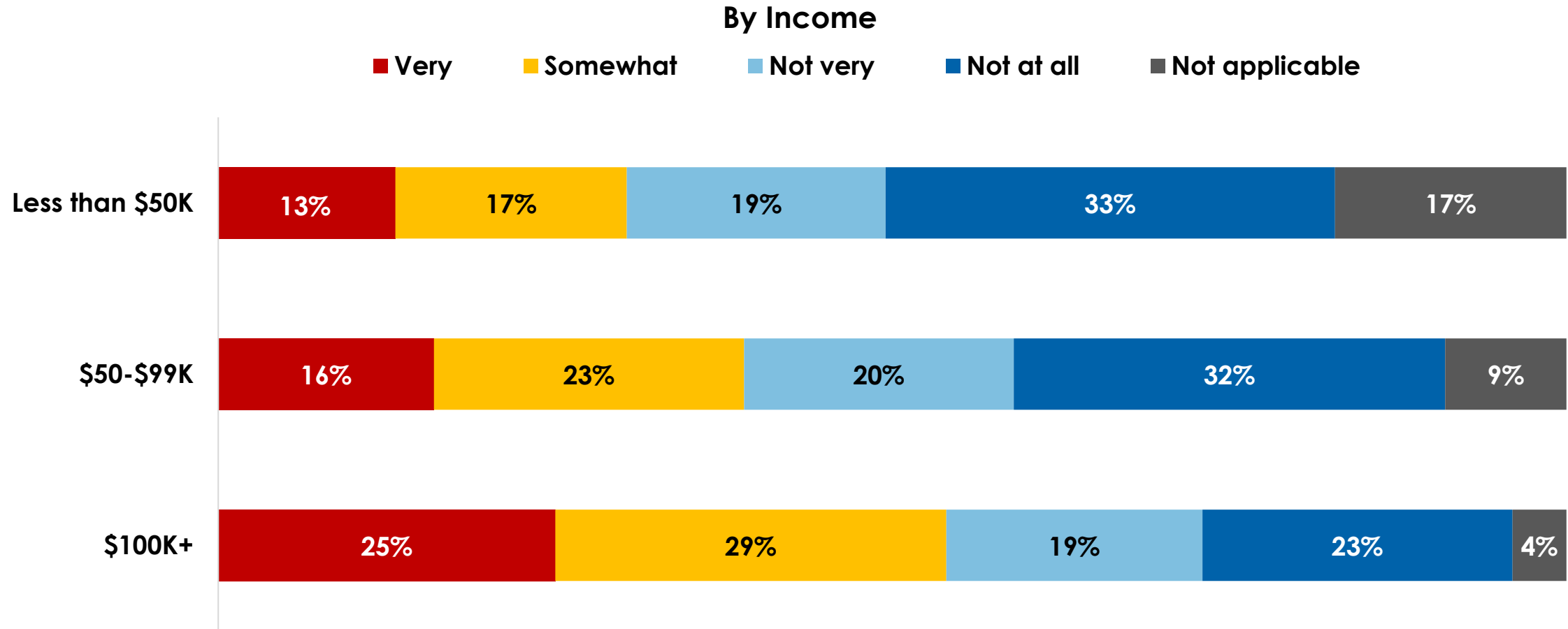
# How comfortable would you be flying on an airplane if you were able to get a rapid COVID-19 test beforehand?



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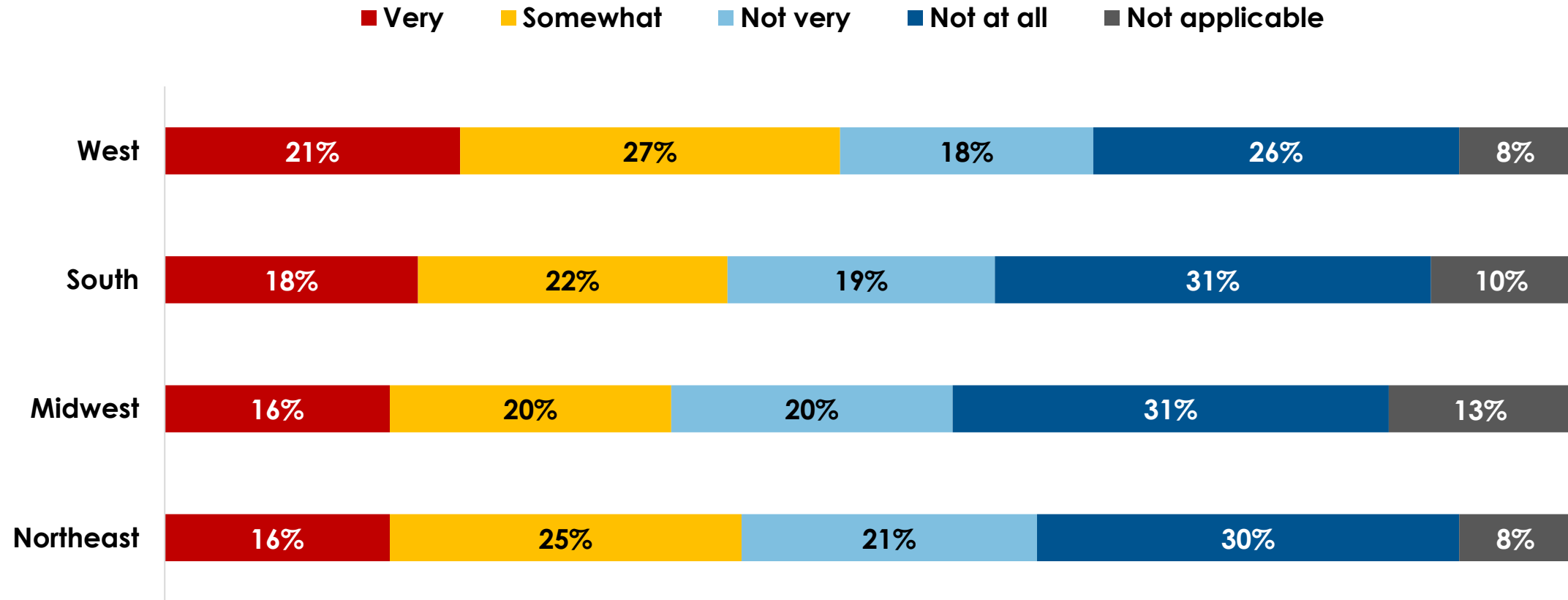


# How comfortable would you be flying on an airplane if you were able to get a rapid COVID-19 test beforehand?



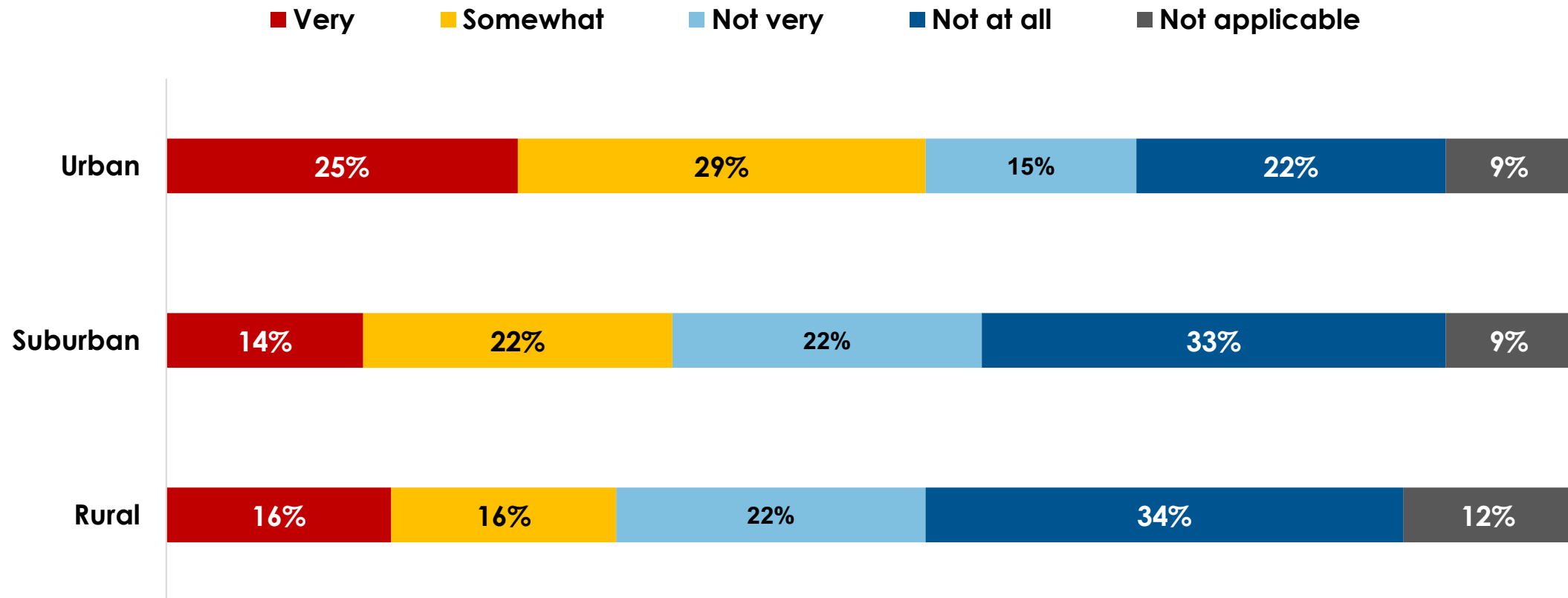
# How comfortable would you be flying on an airplane if you were able to get a rapid COVID-19 test beforehand?

By Region

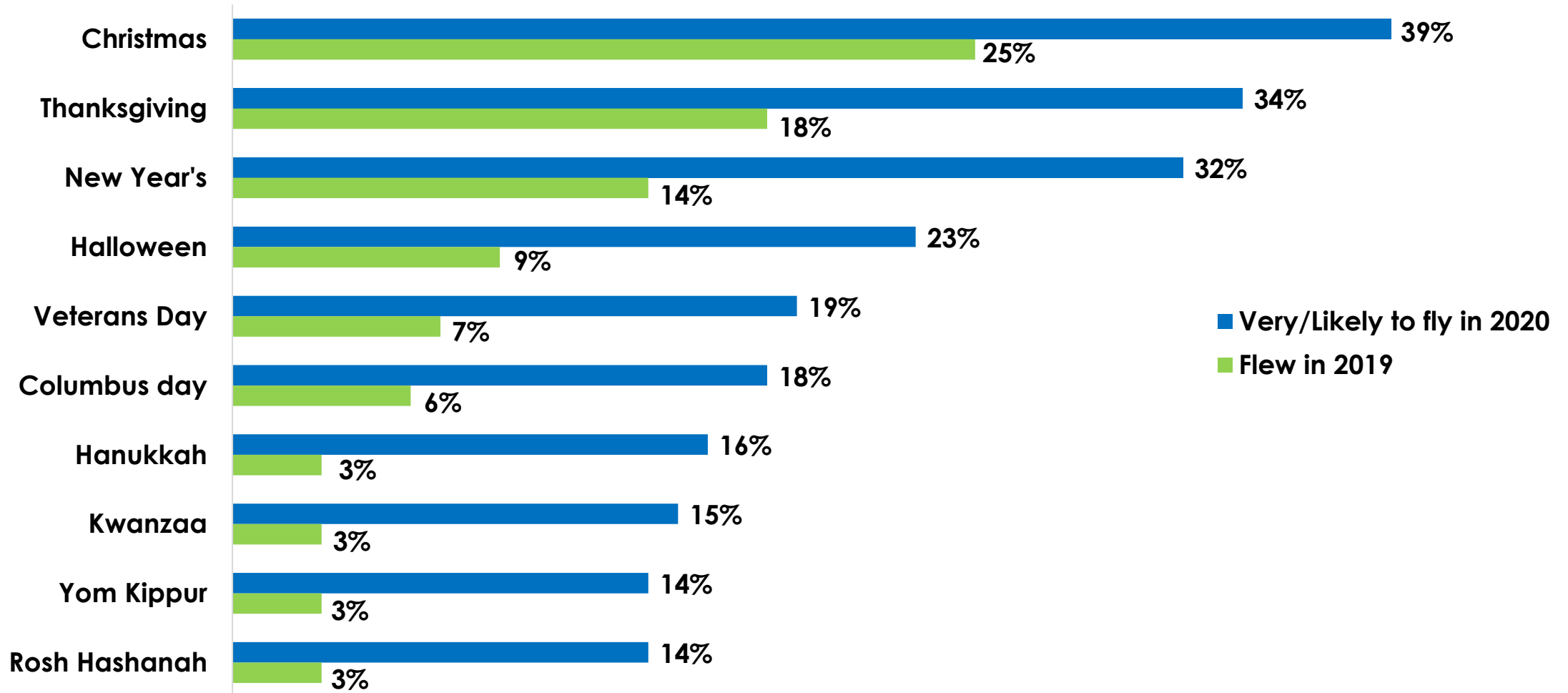


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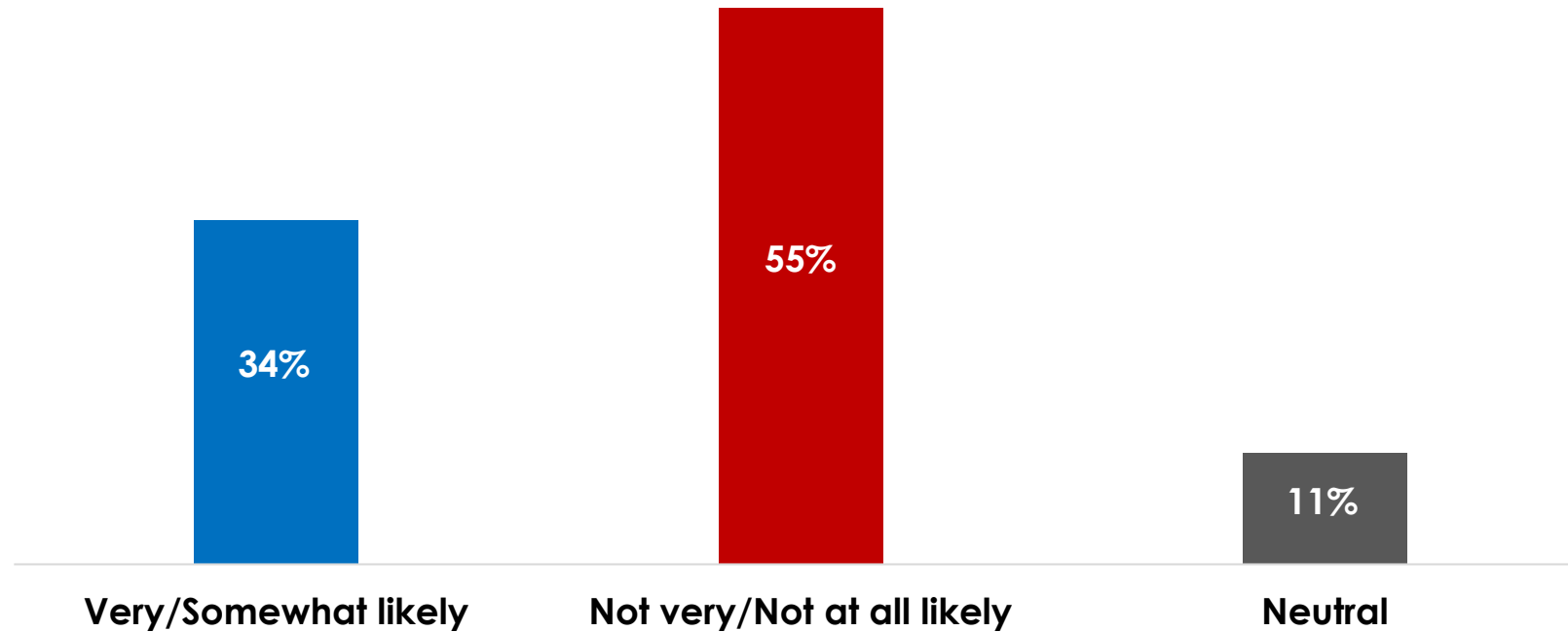
## By Urbanicity



# Q4 Holiday Travel by Air: 2020 Intent Compared to 2019

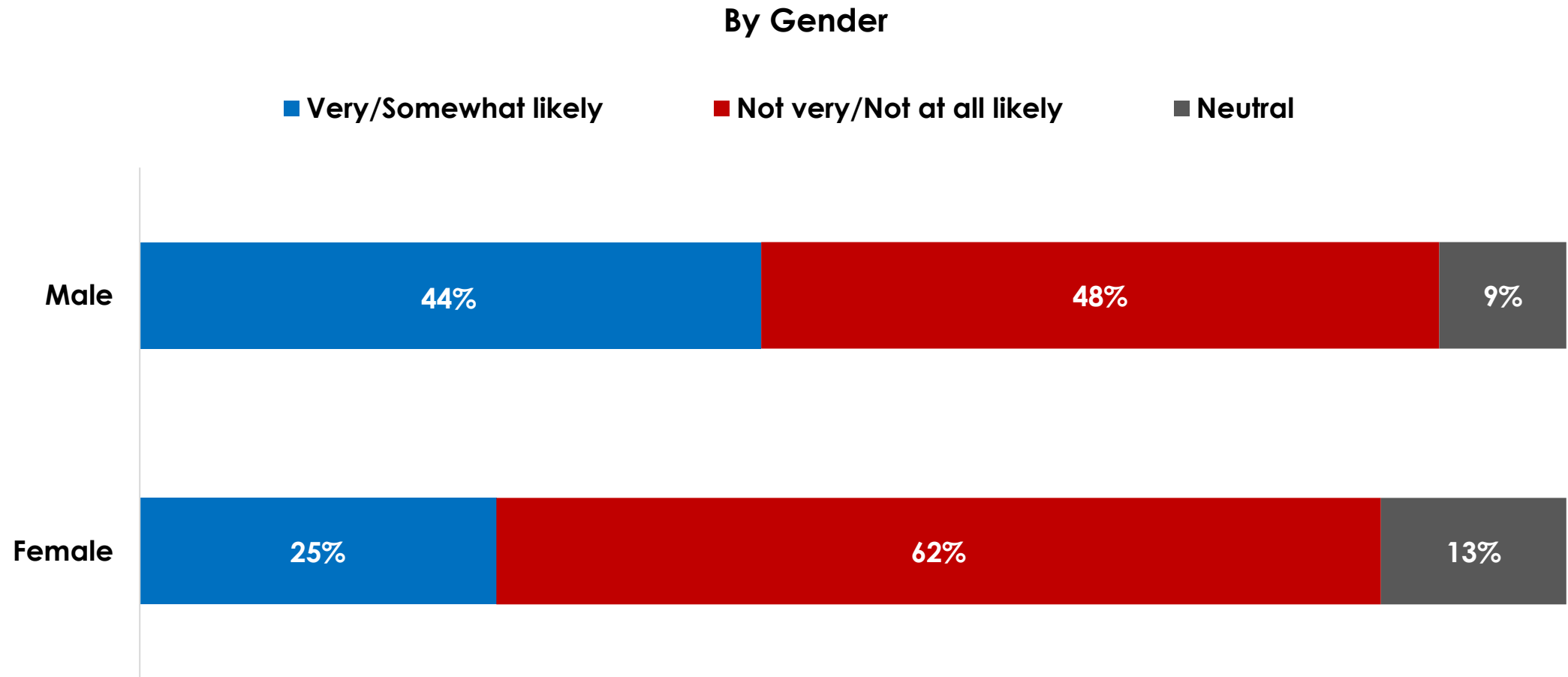


# How likely are you to fly for the Thanksgiving holiday this year?

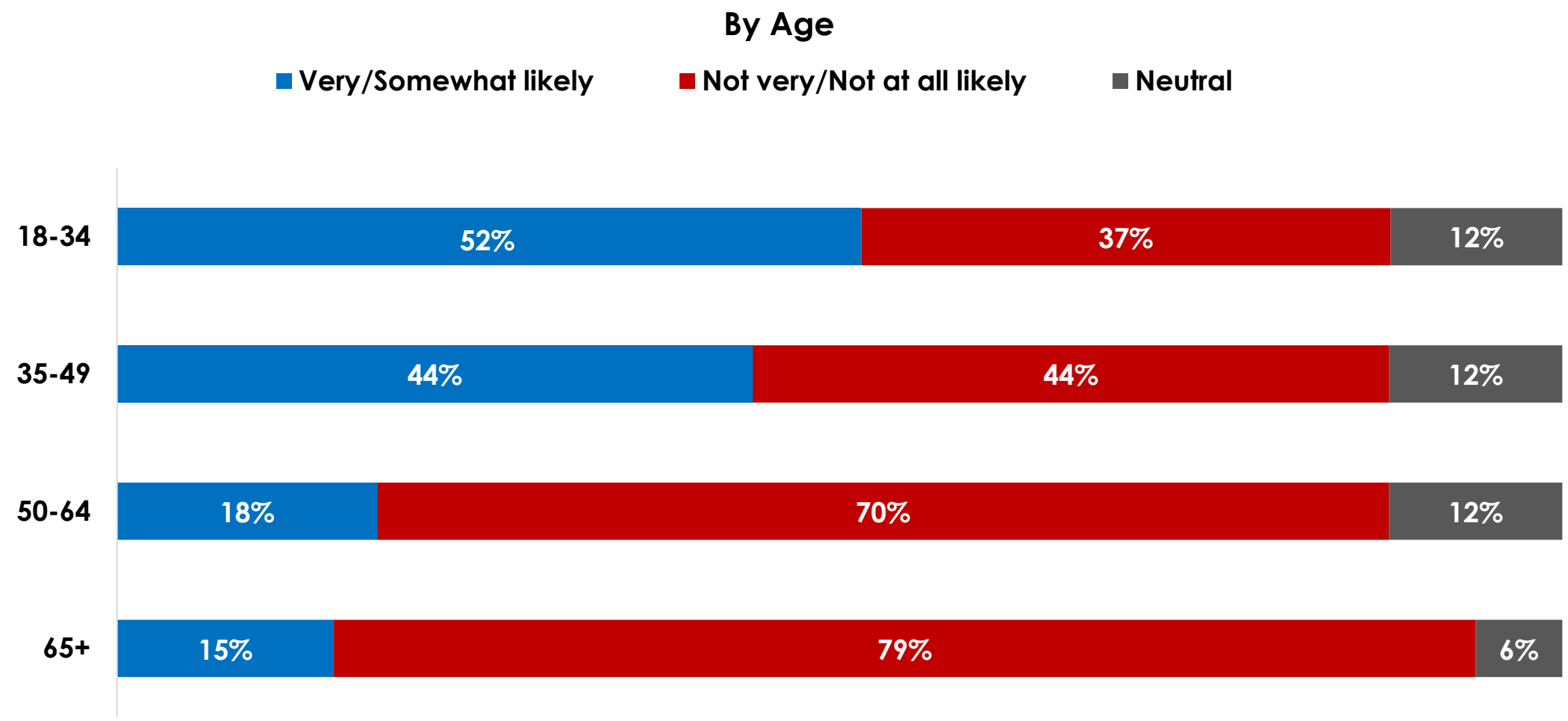




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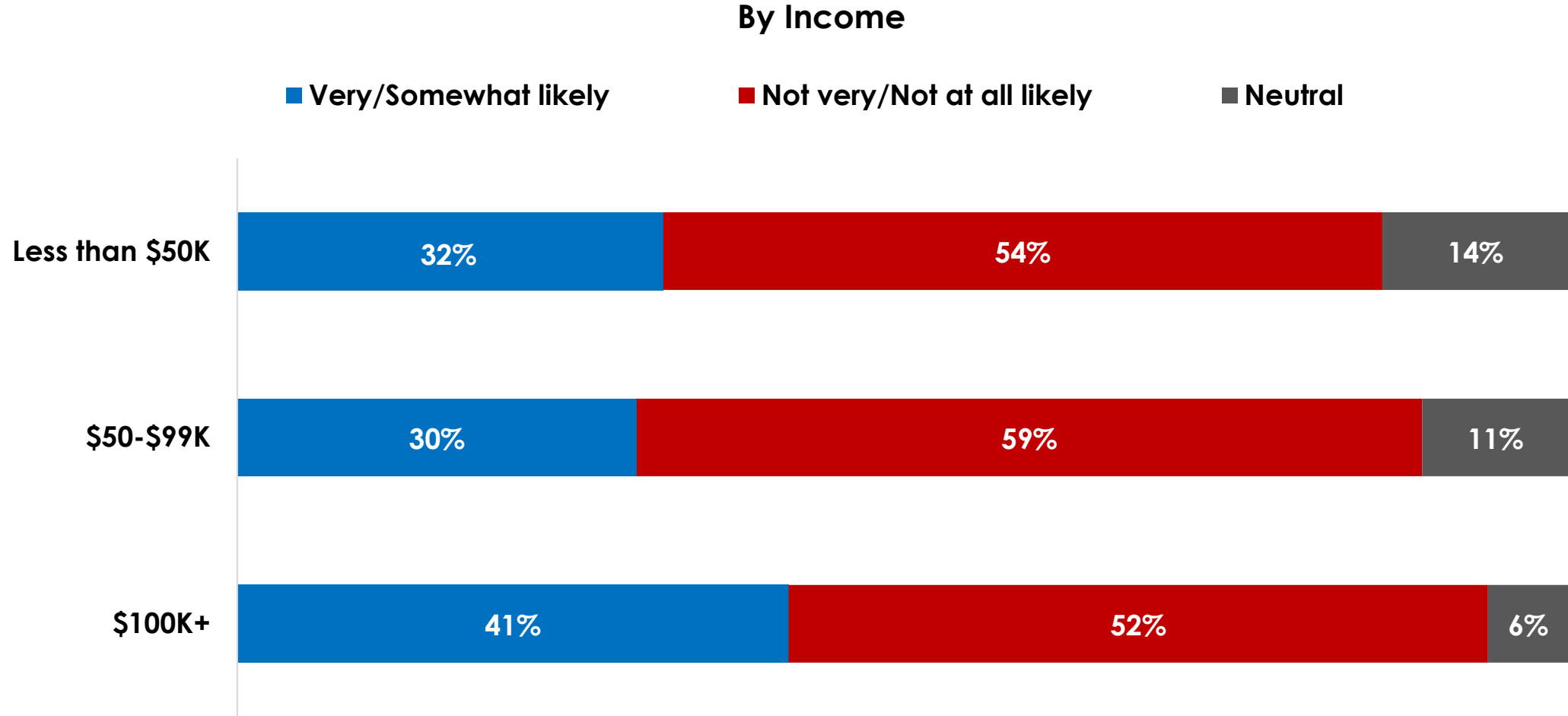


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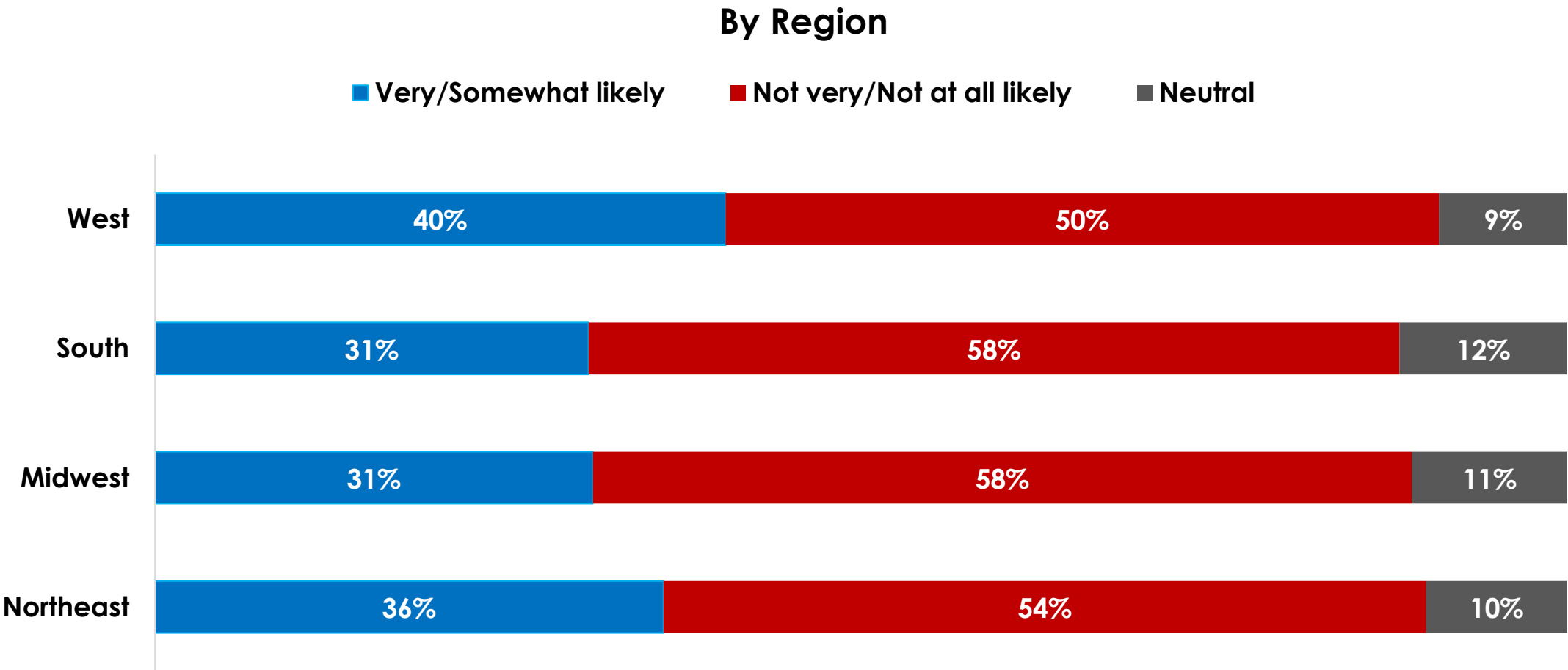
Source: HVCB analysis of Harris Poll COVID-19 Wave 29 (September 10-12, 2020)

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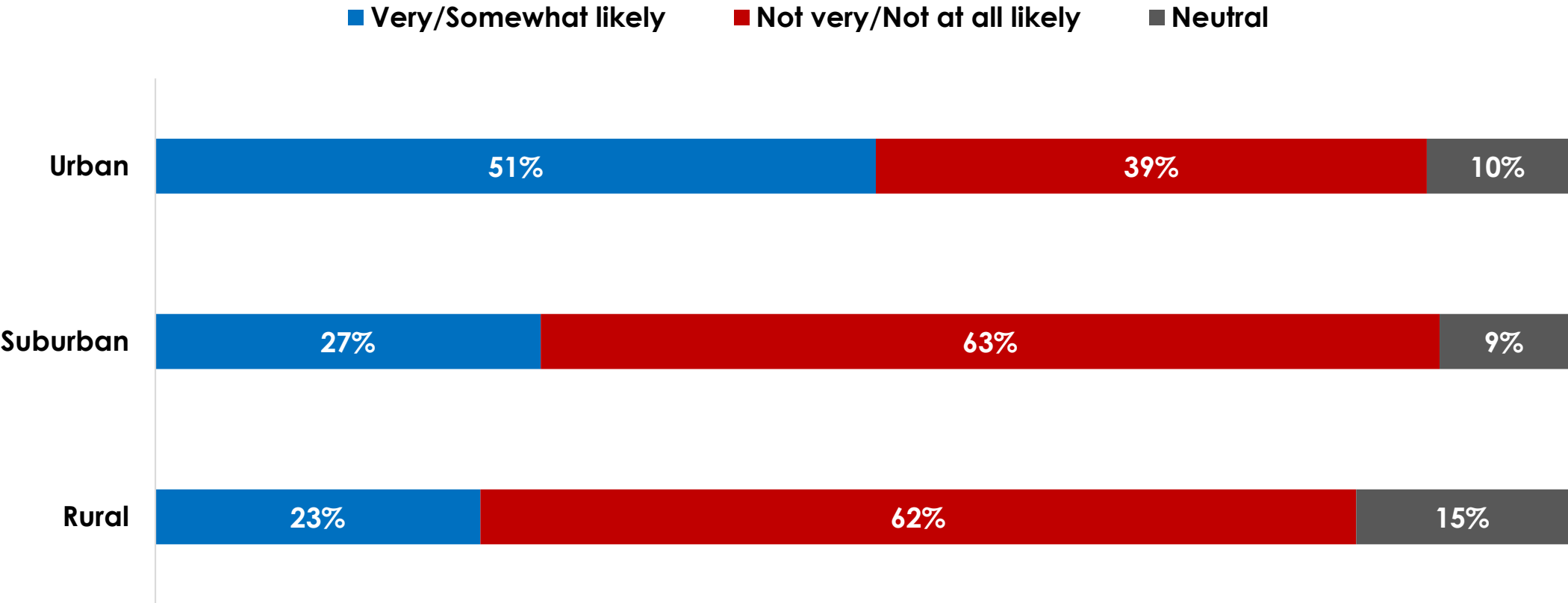
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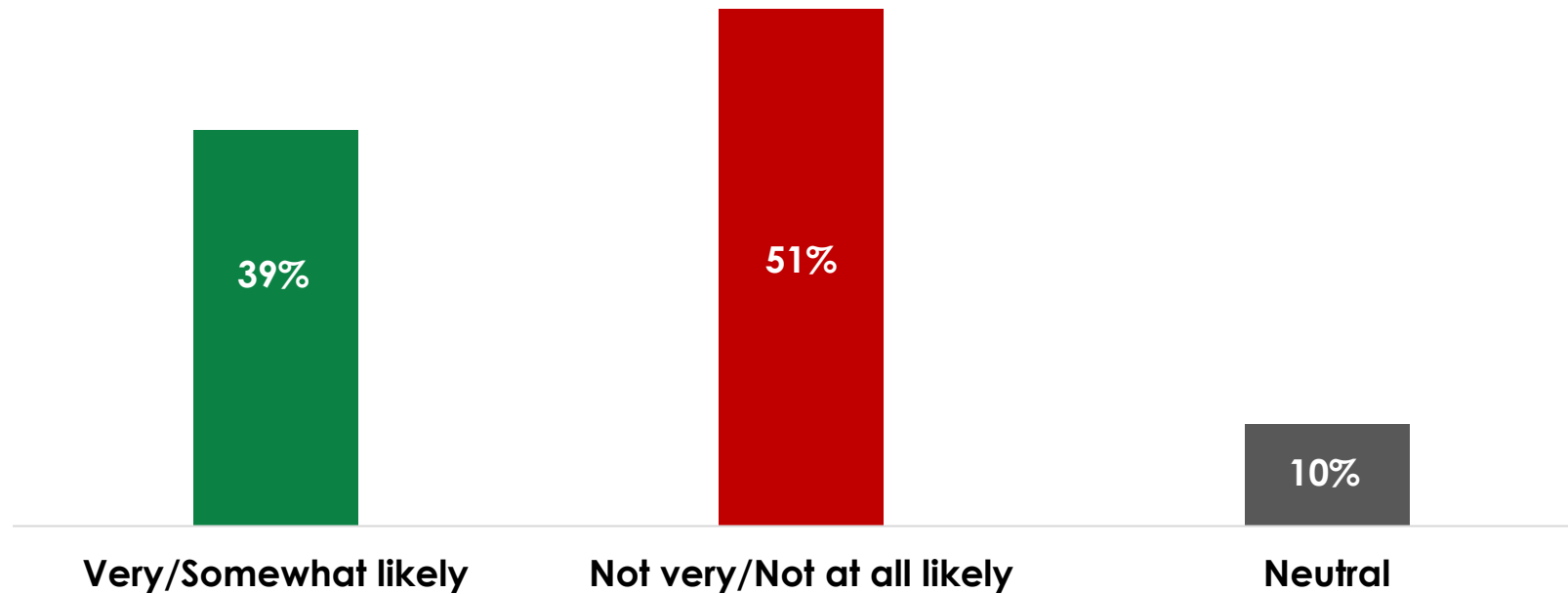
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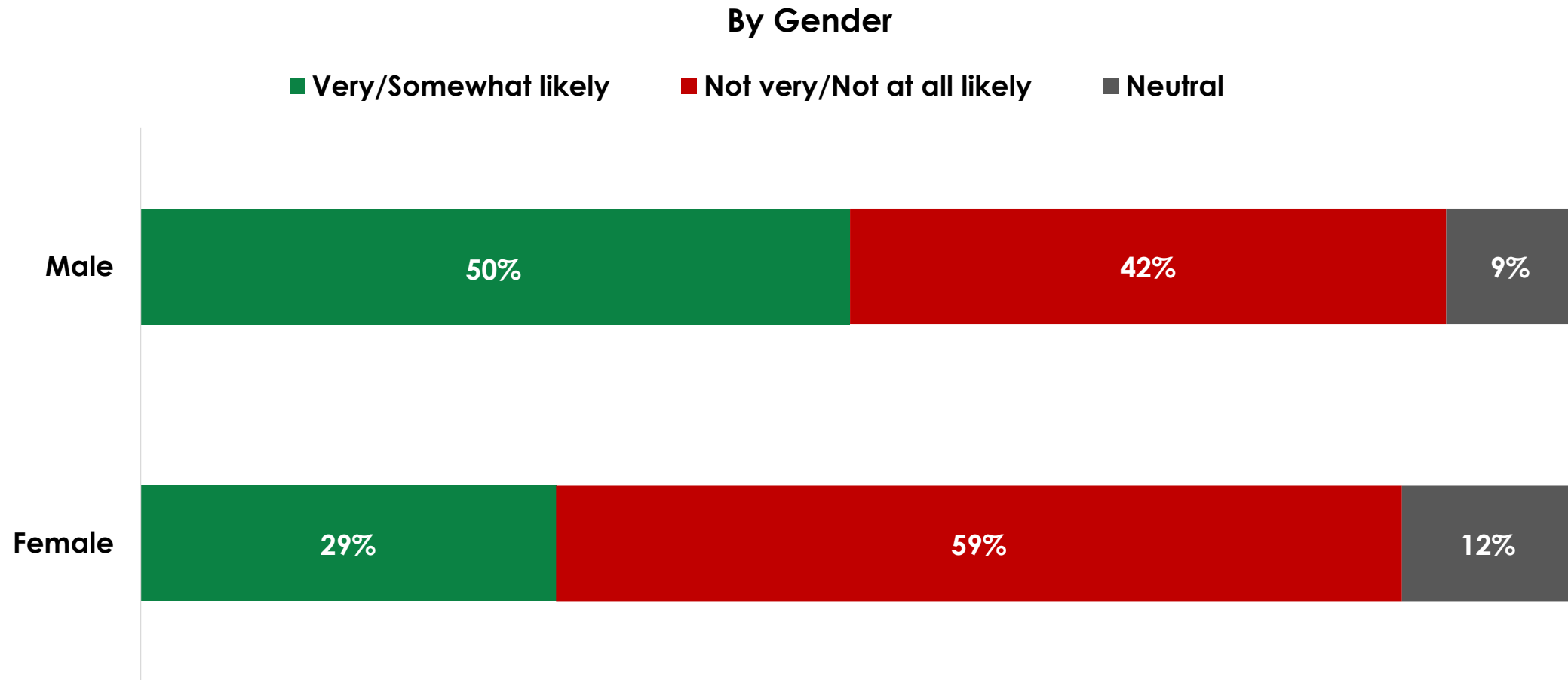


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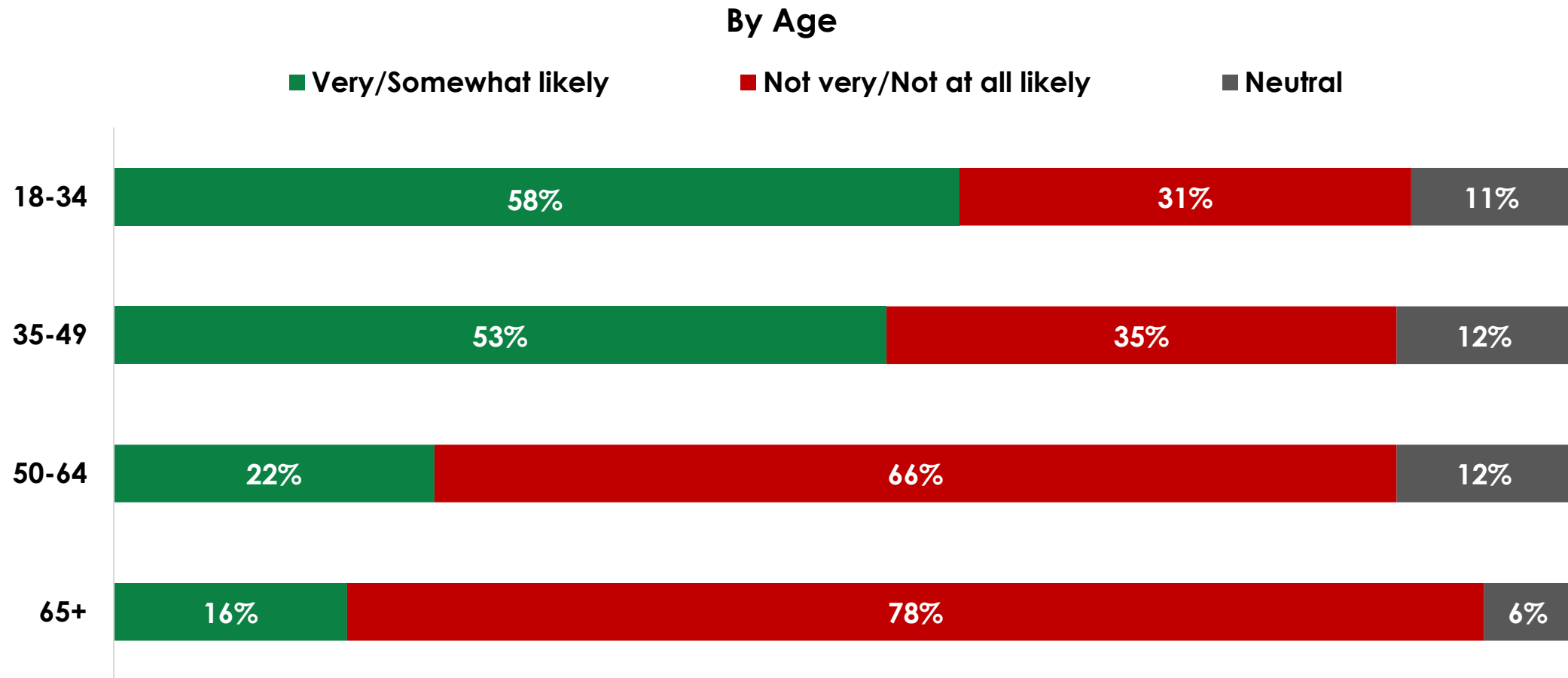
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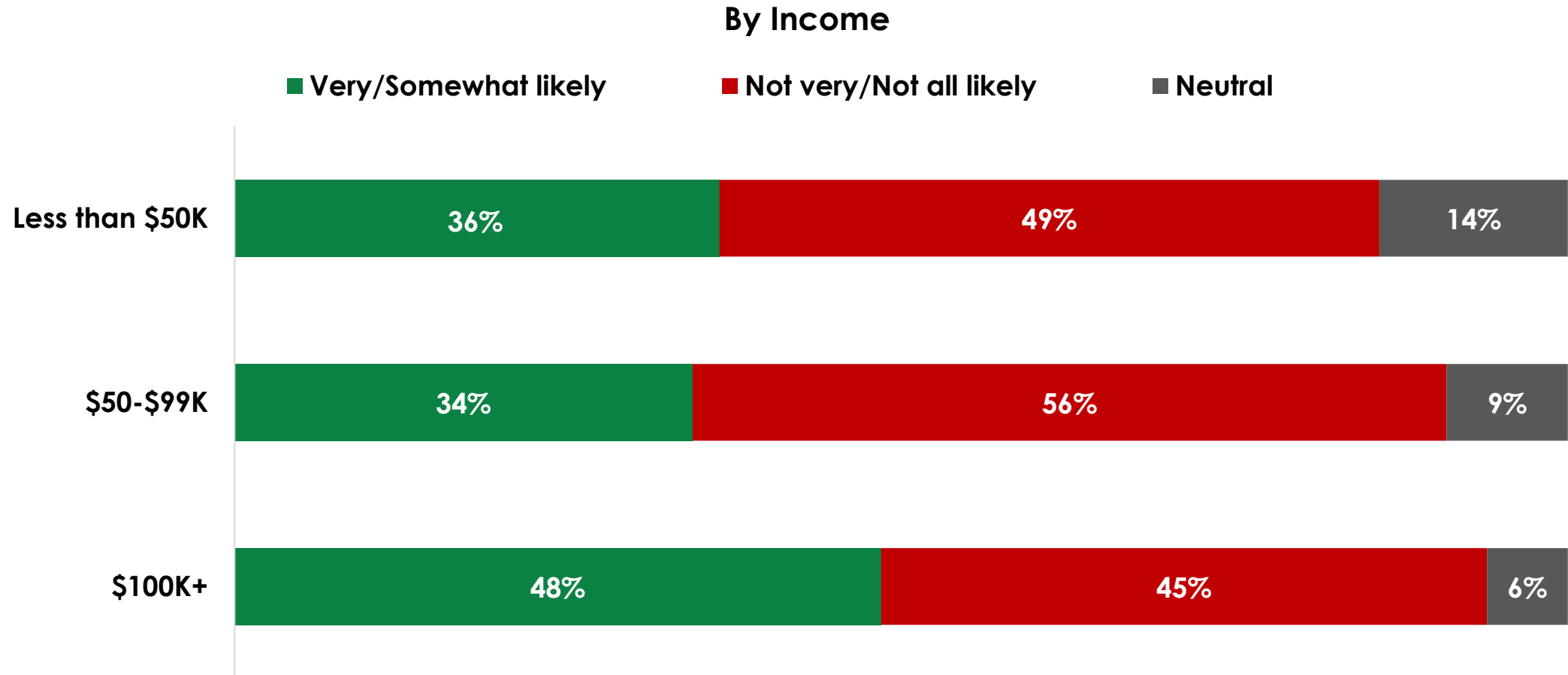


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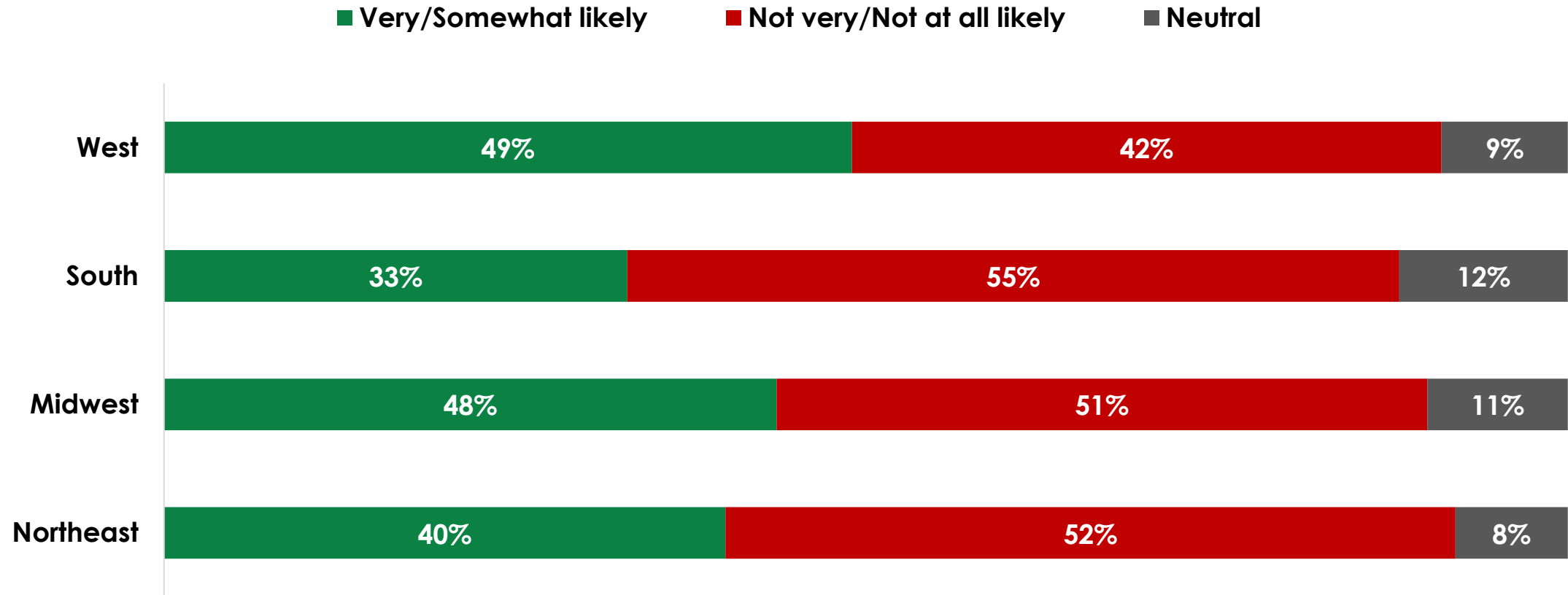
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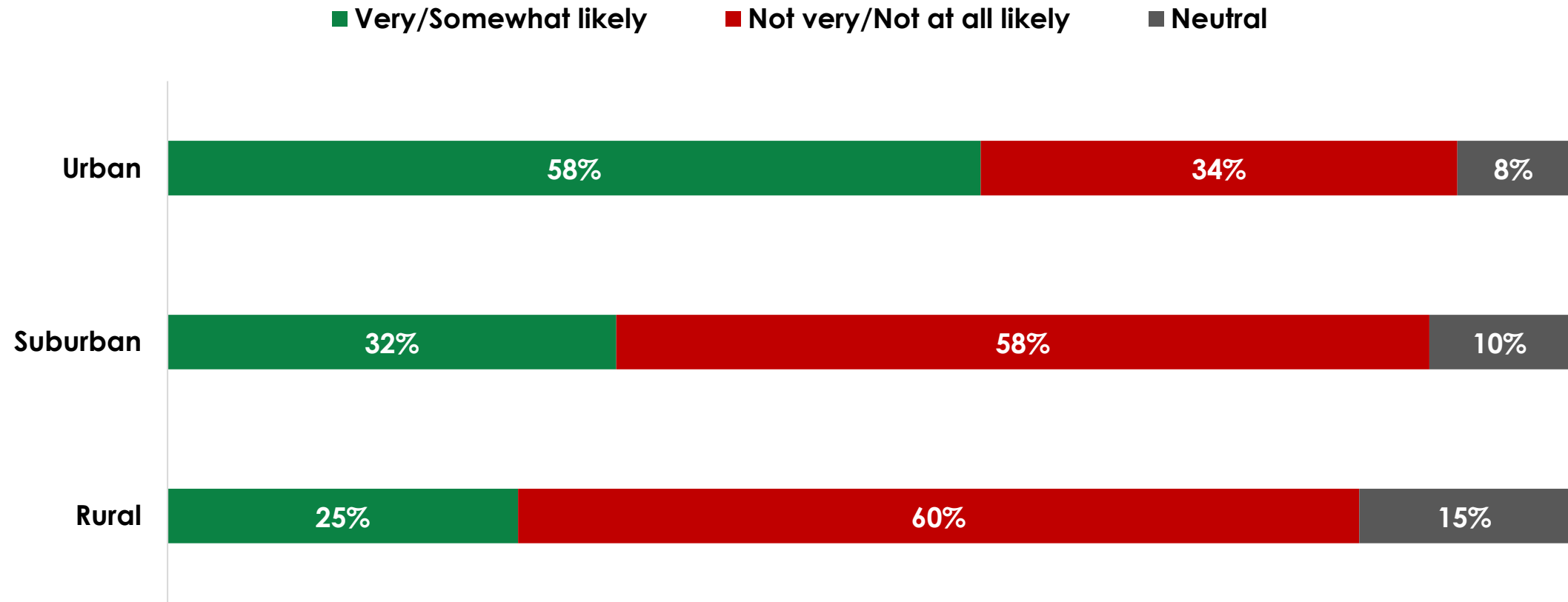
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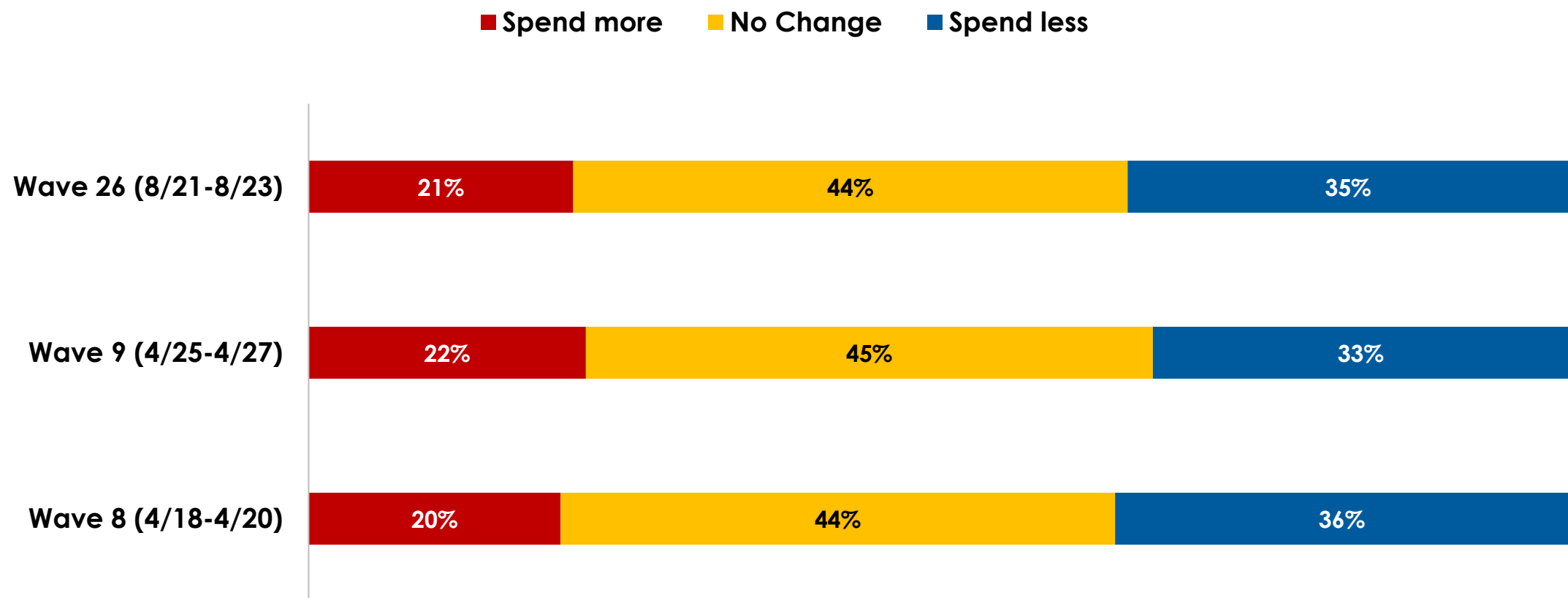


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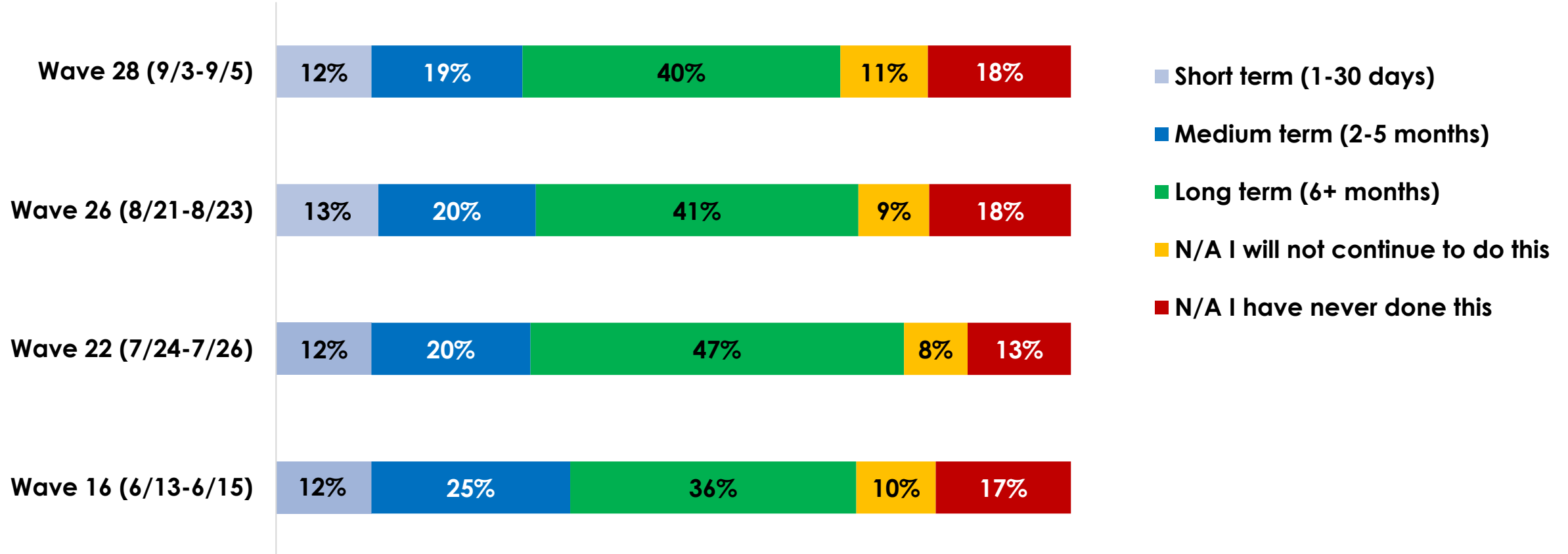
## By Urbanicity



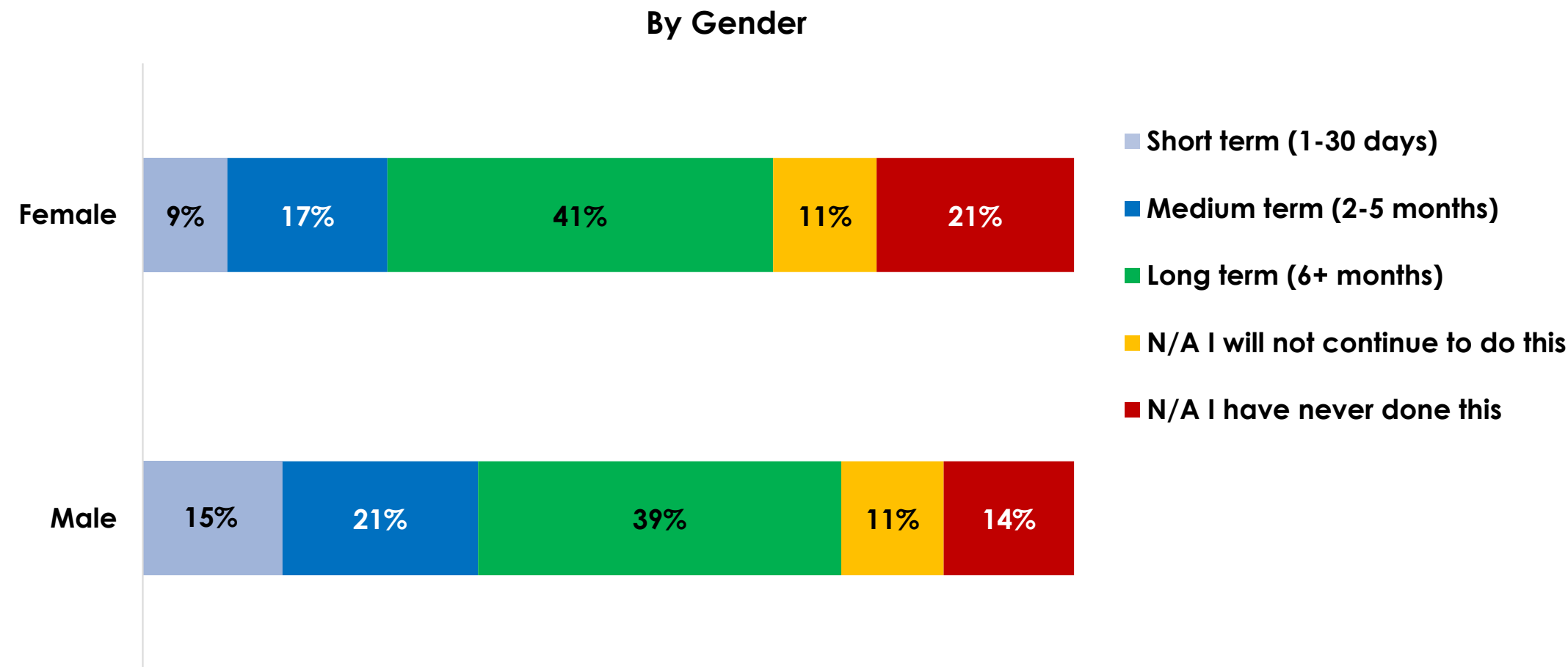
# Anticipated change in leisure travel spending after the pandemic



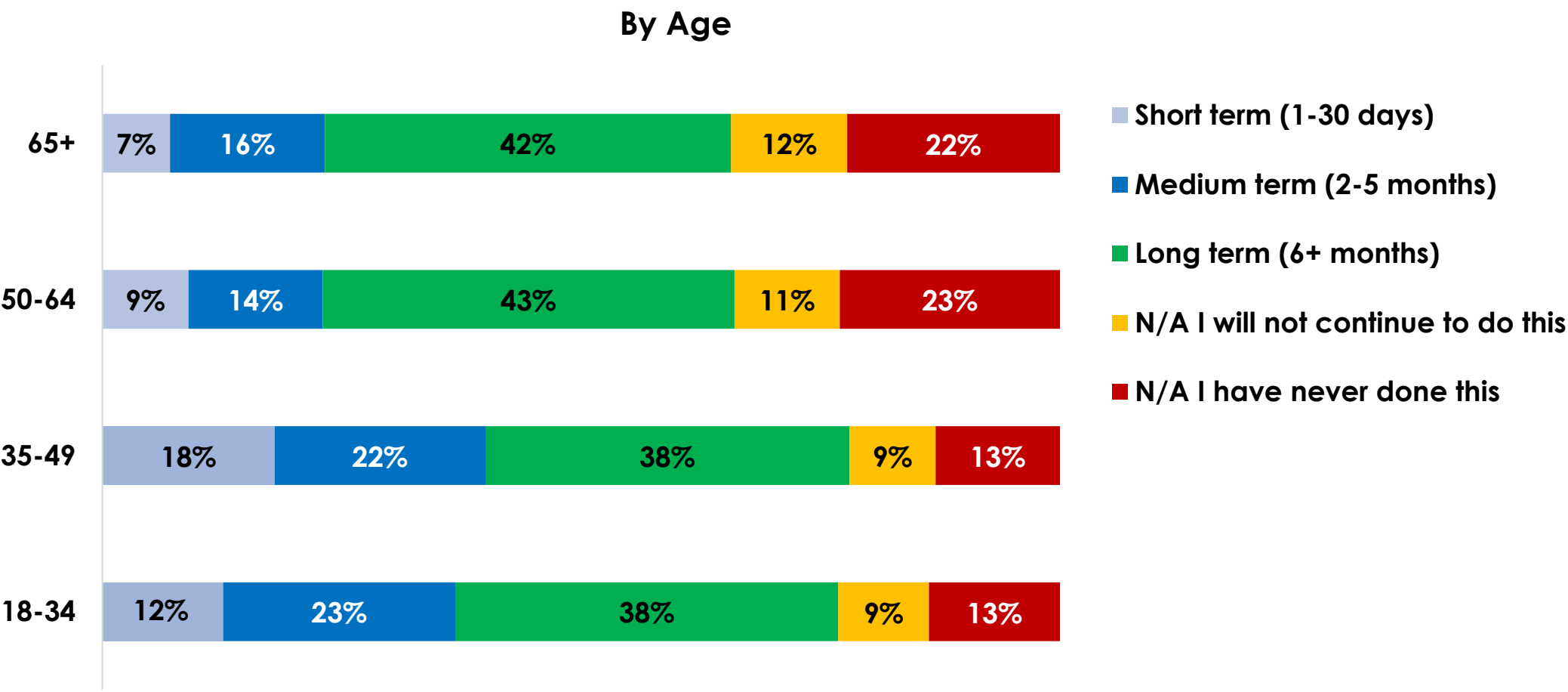
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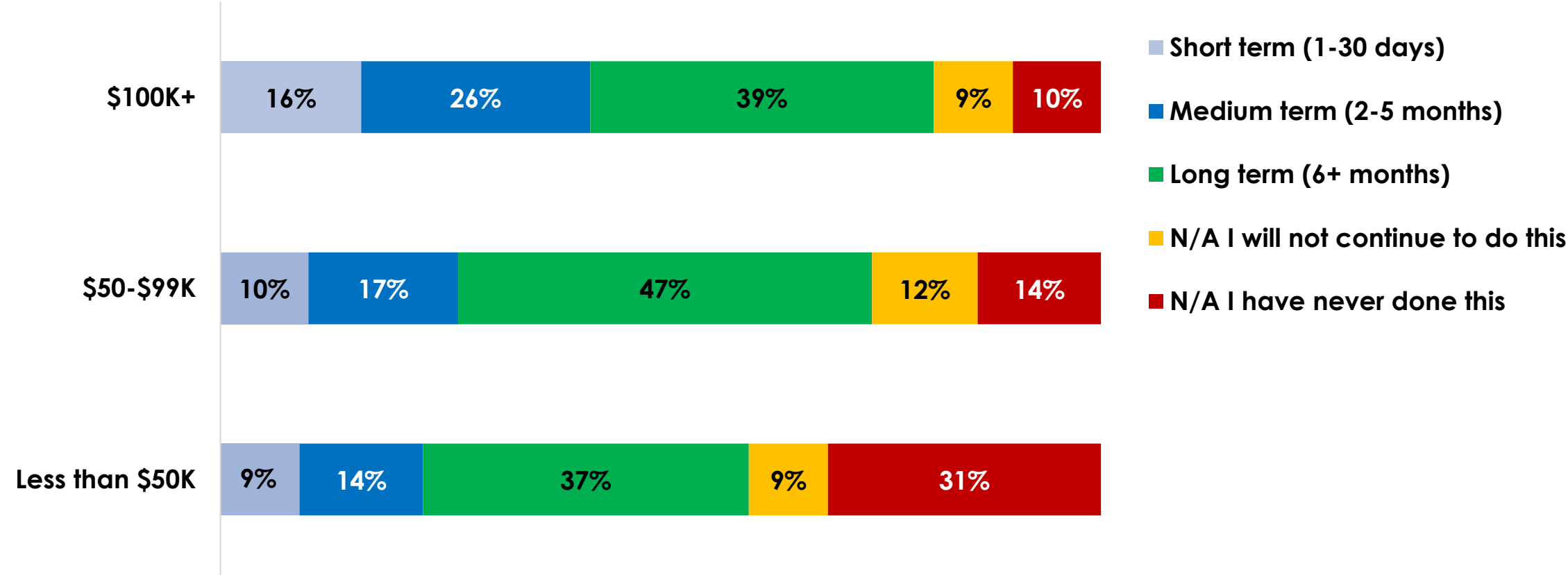


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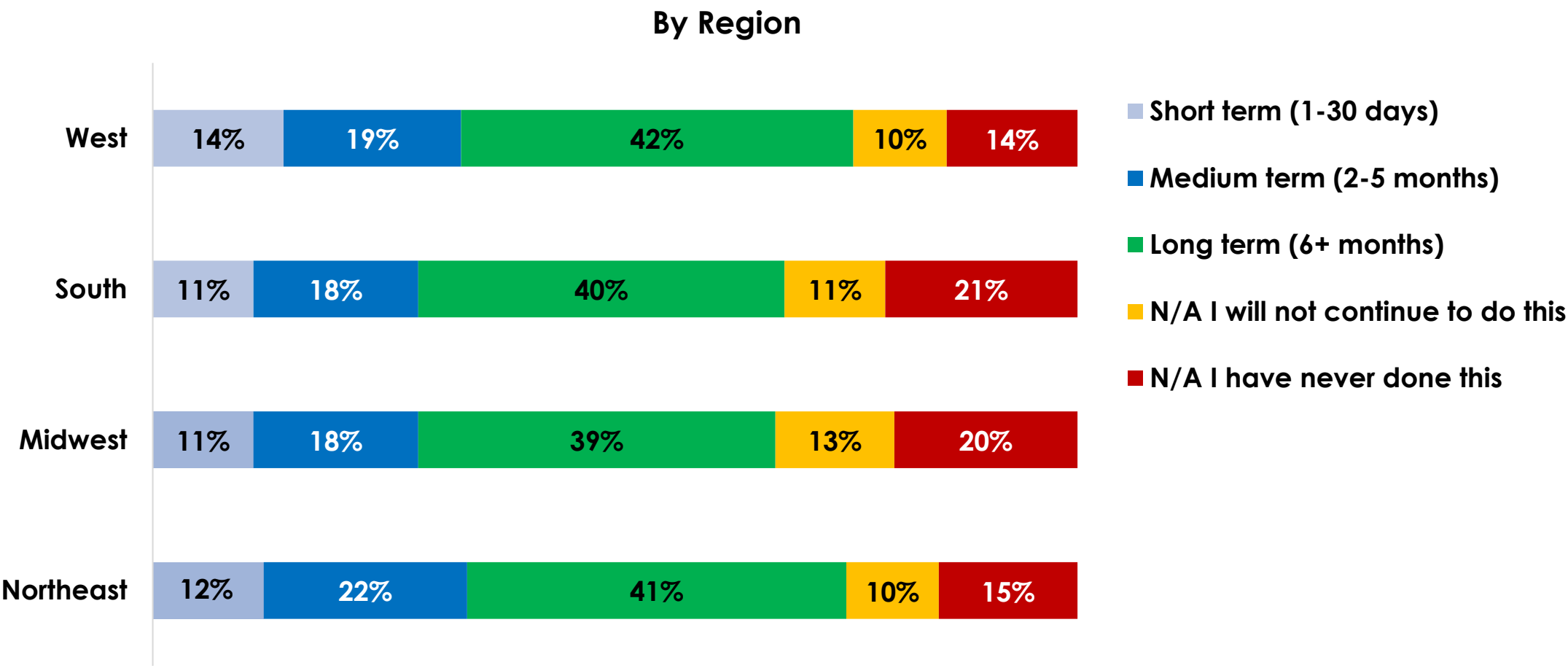
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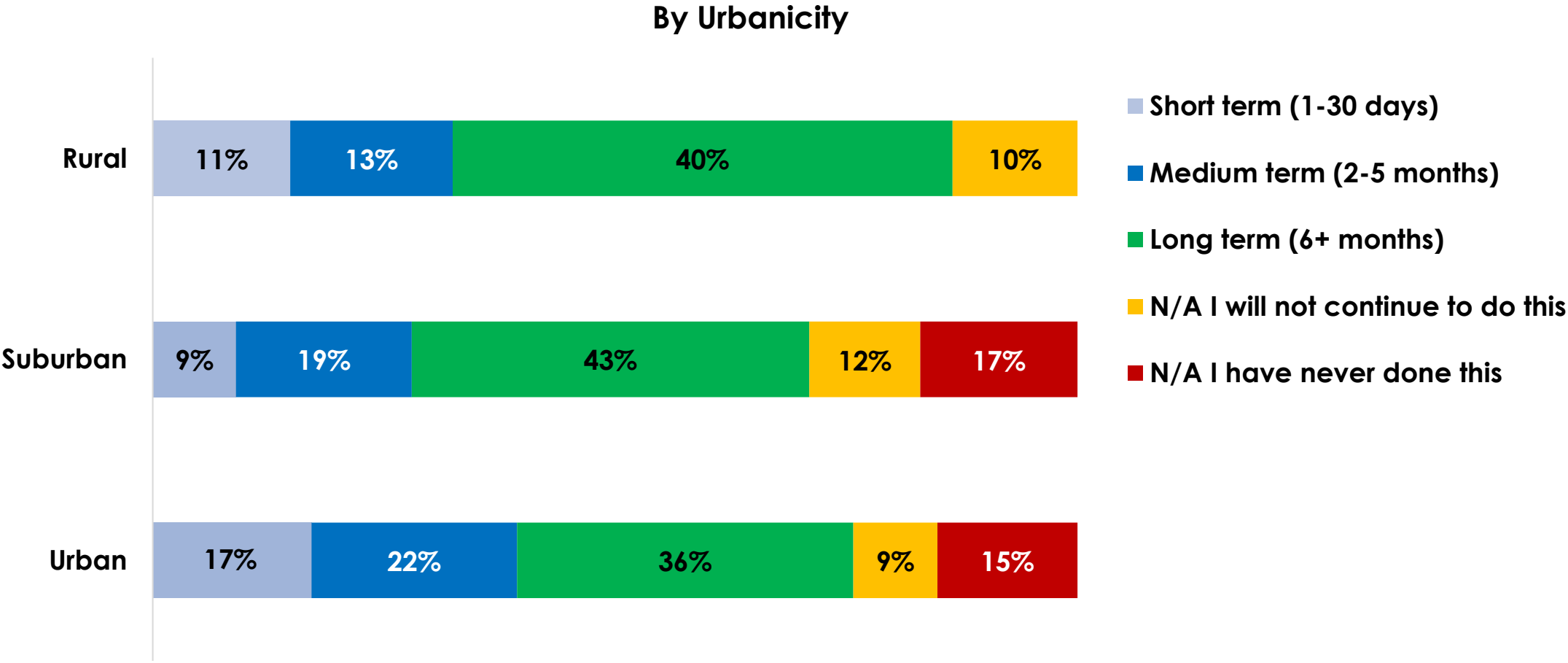




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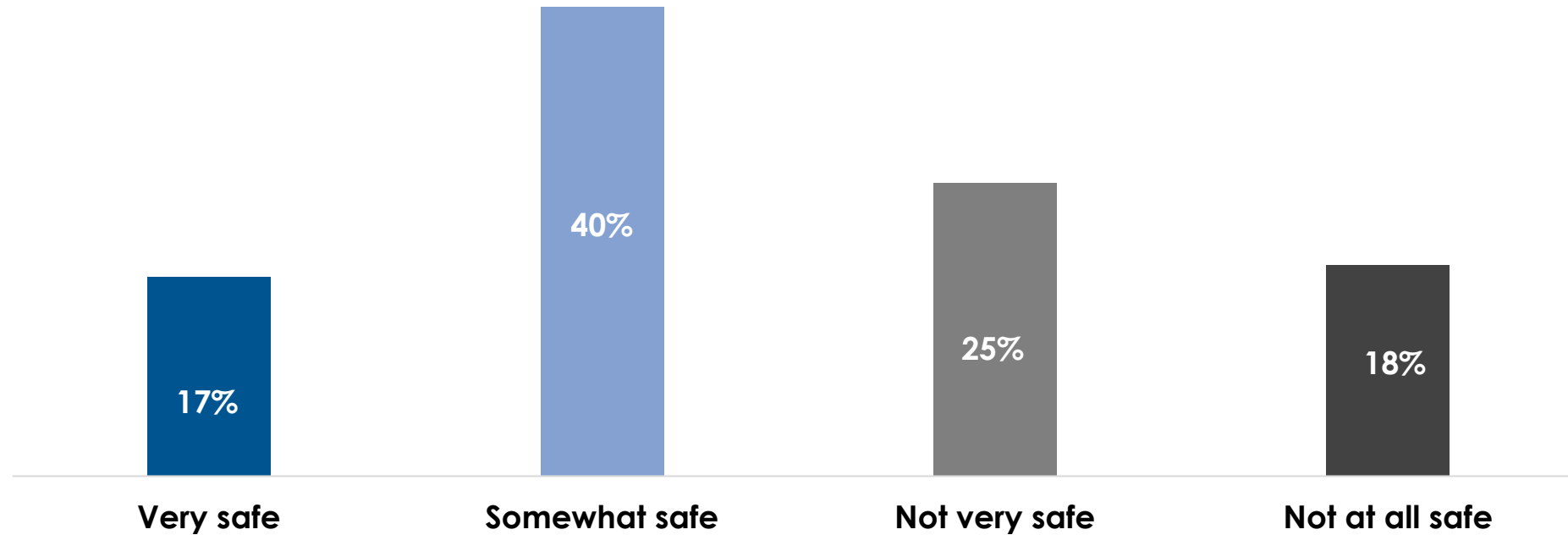
Source: HVCB analysis of Harris Poll COVID-19 Wave 28 (September 3-5, 2020)



# Meetings & Events

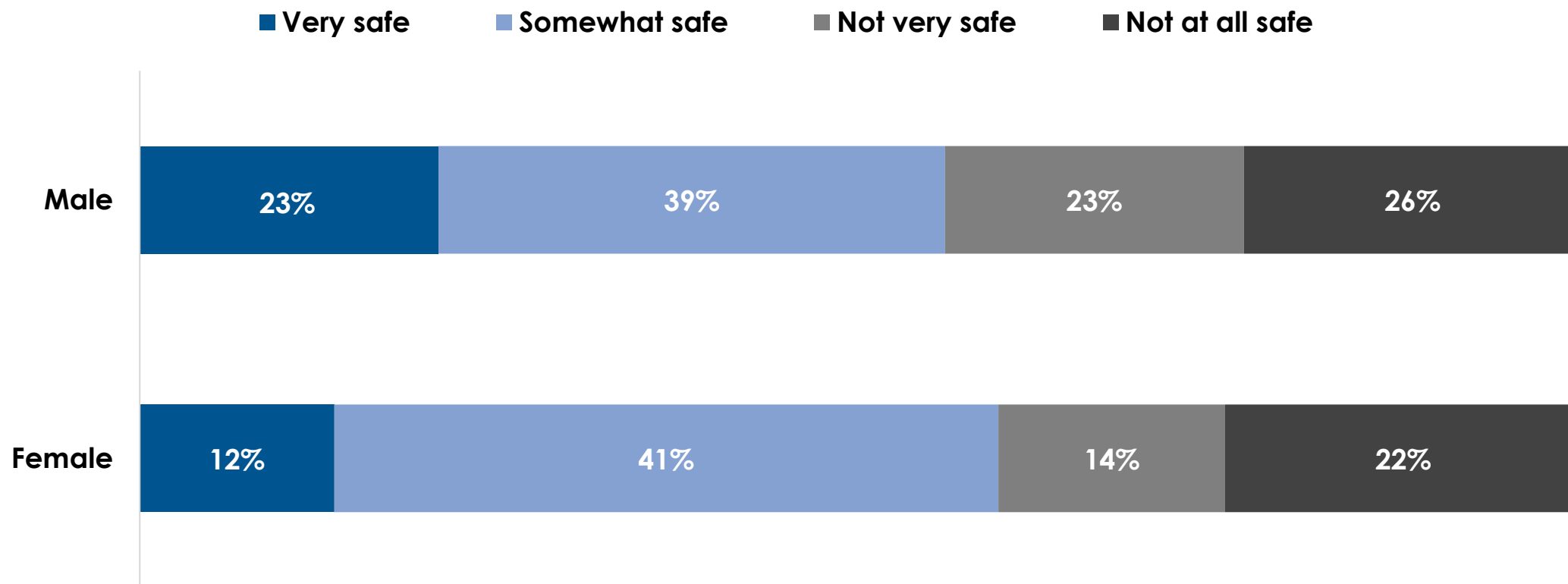


**If everyone could verify that they were vaccinated before attending, would you feel safe going to a work conference/event?**



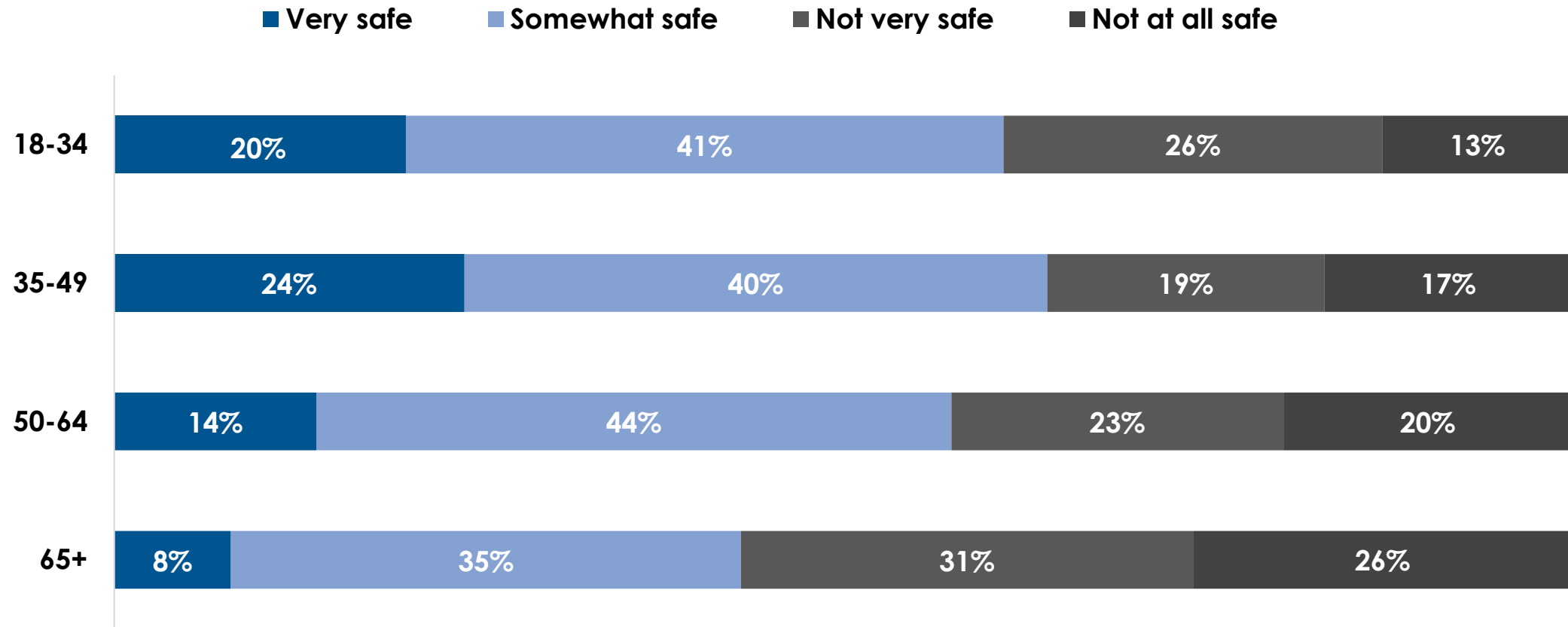
# If everyone could verify that they were vaccinated before attending, would you feel safe going to a work conference/event?

By Gender



# If everyone could verify that they were vaccinated before attending, would you feel safe going to a work conference/event?

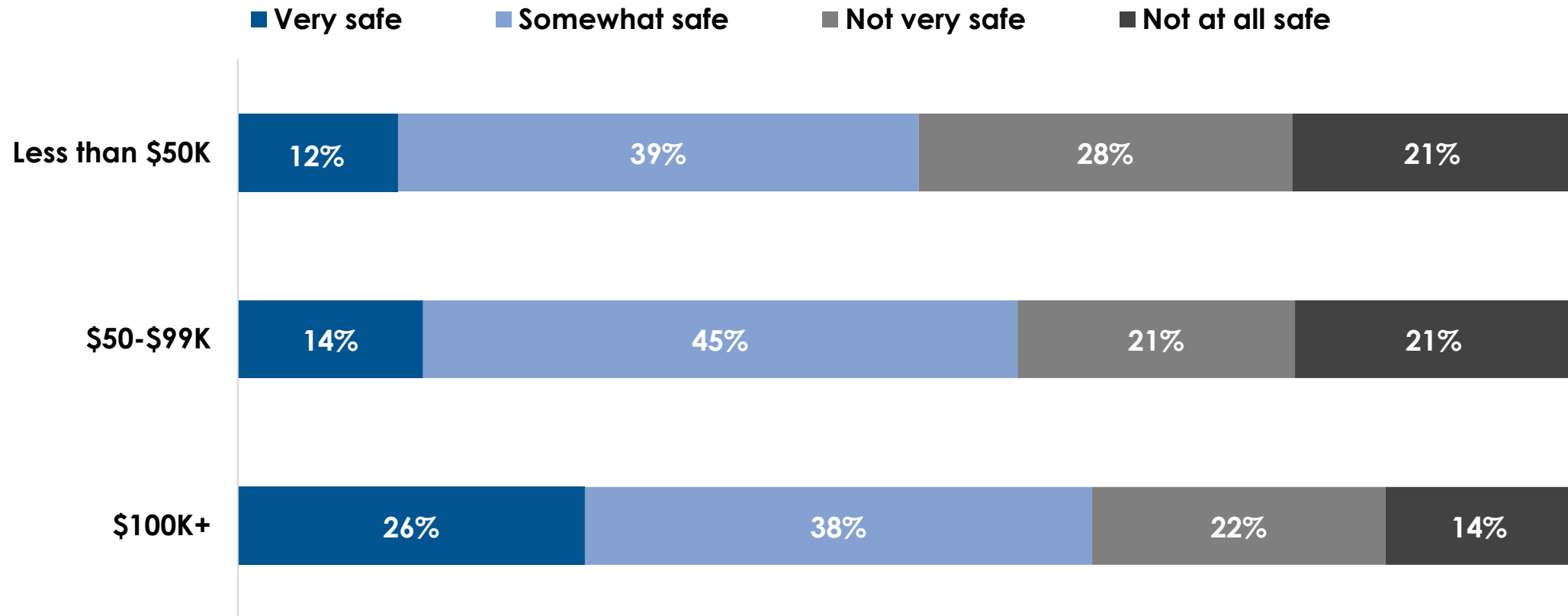
By Age



Source: HVCB analysis of Harris Poll COVID-19 Wave 38 (November 11-13, 2020)

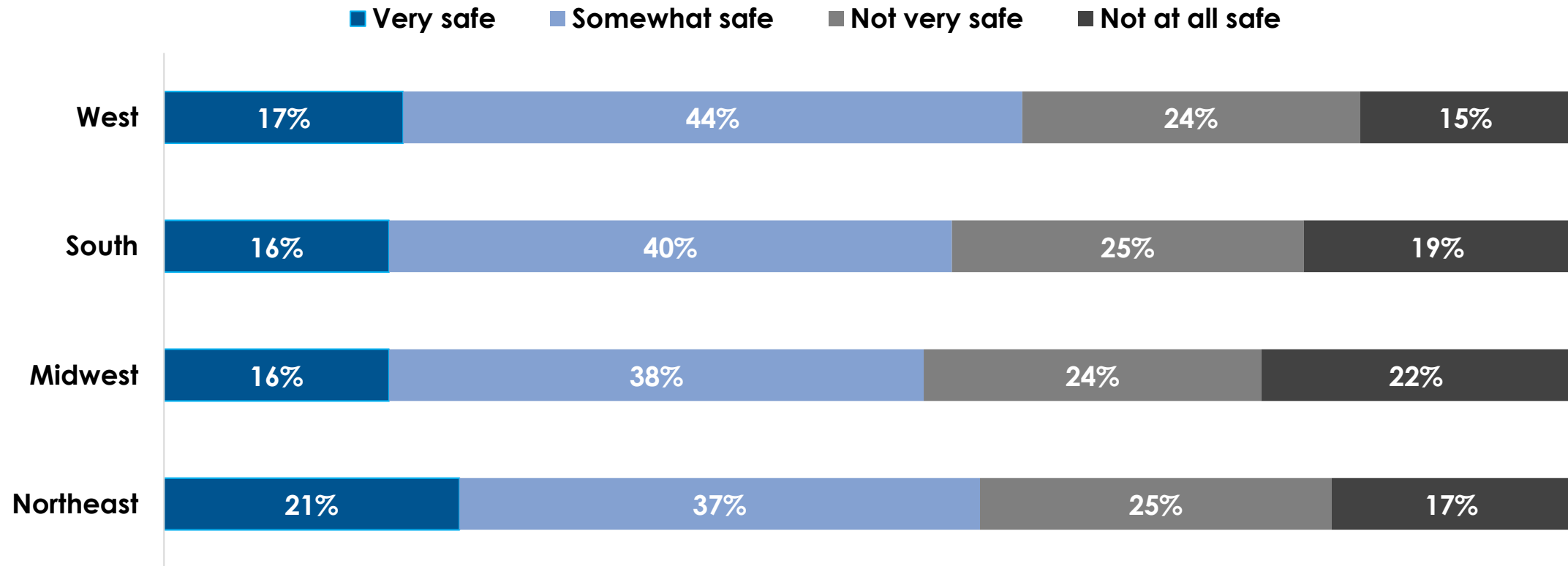
# If everyone could verify that they were vaccinated before attending, would you feel safe going to a work conference/event?

By Income



# If everyone could verify that they were vaccinated before attending, would you feel safe going to a work conference/event?

By Region

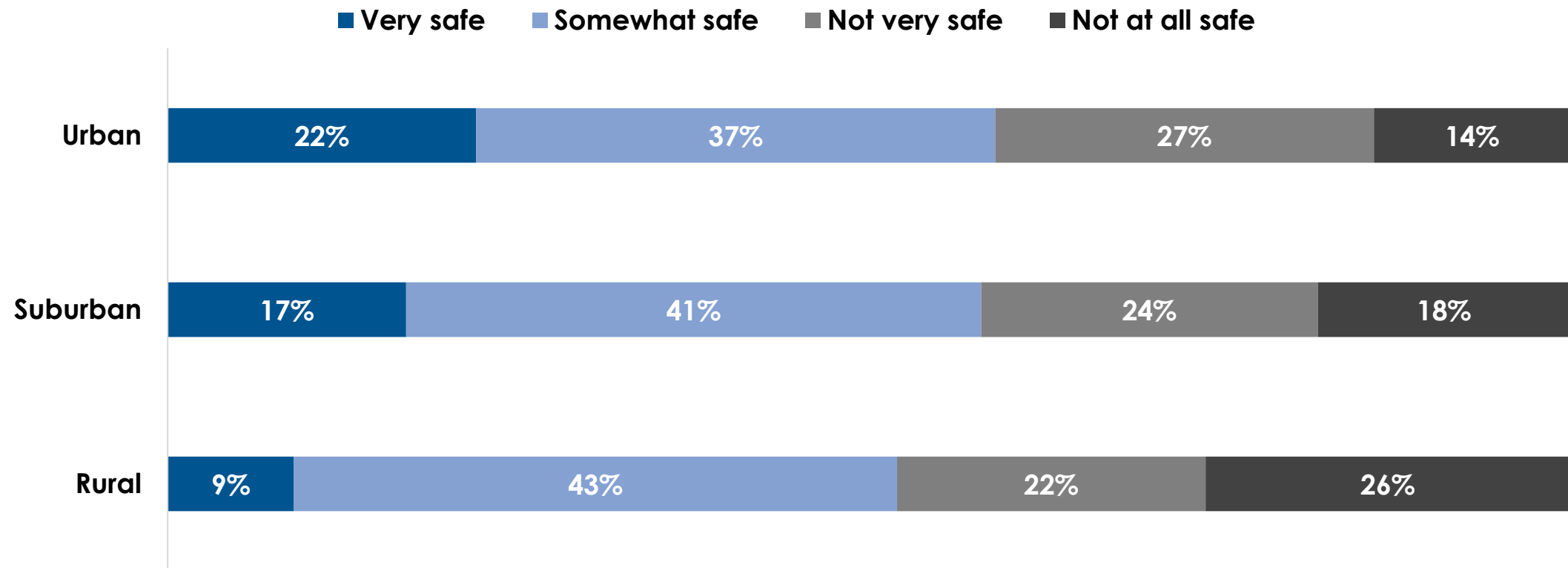


Source: HVCB analysis of Harris Poll COVID-19 Wave 38 (November 11-13, 2020)

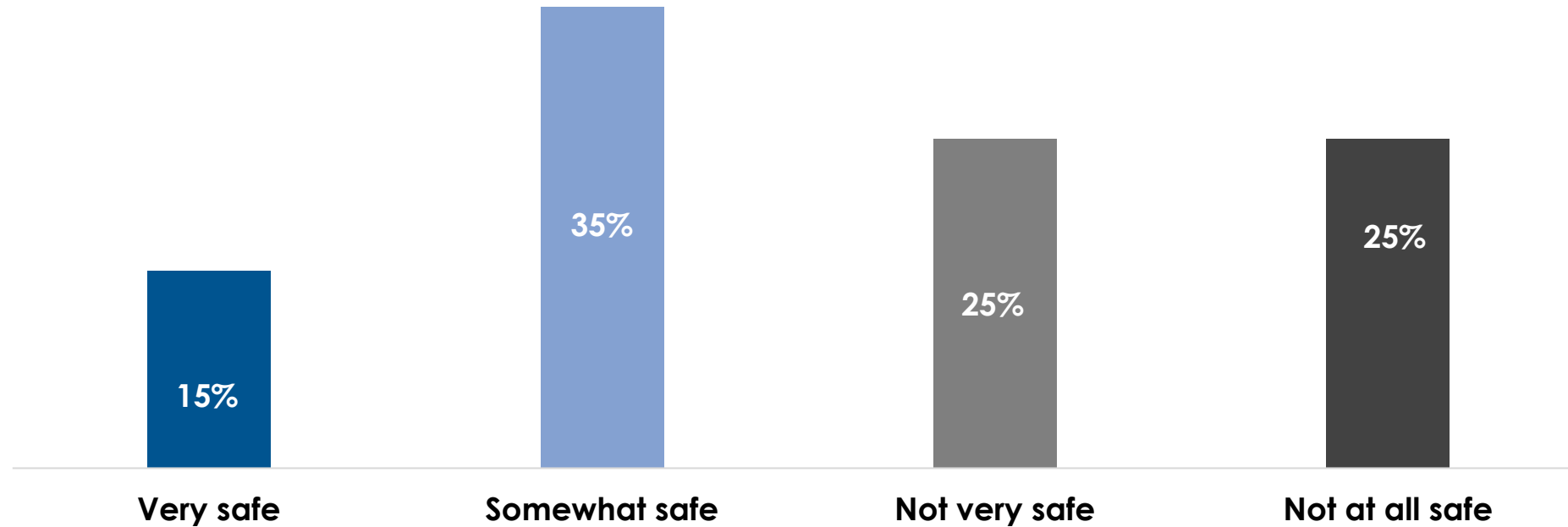


# If everyone could verify that they were vaccinated before attending, would you feel safe going to a work conference/event?

## By Urbanicity

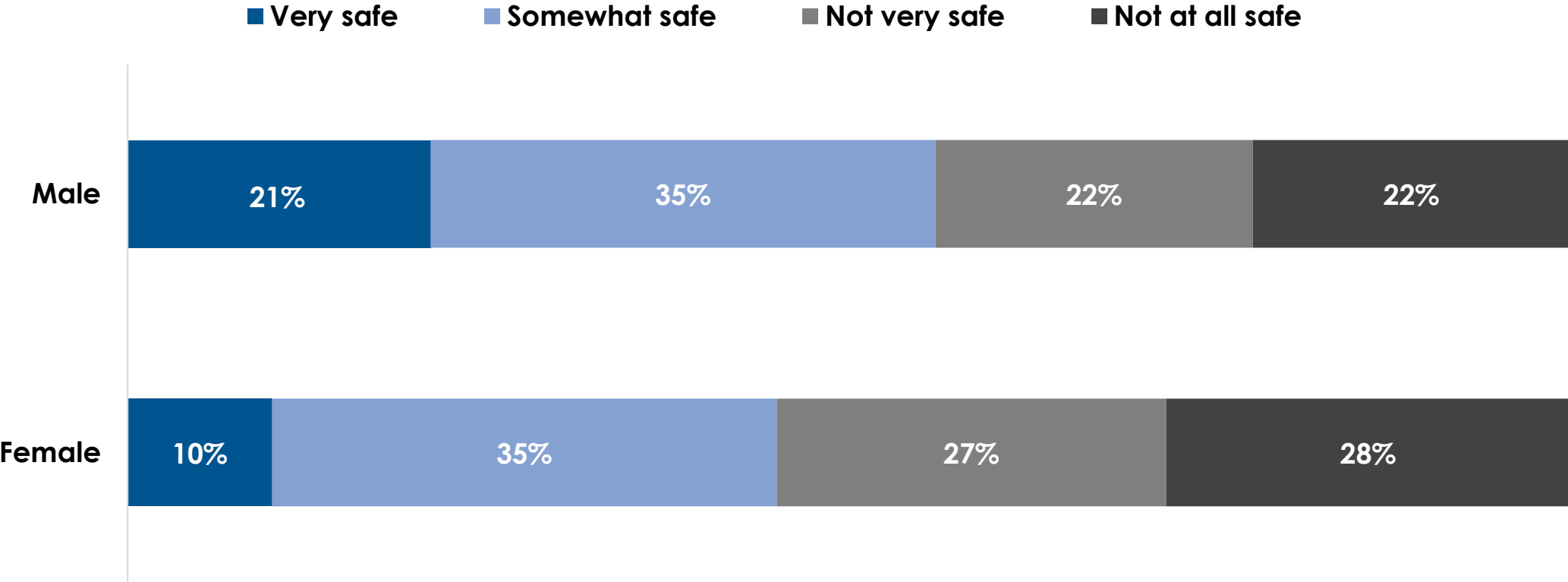


**If everyone could verify that they were vaccinated before attending, would you feel safe going to a concert/sporting event?**



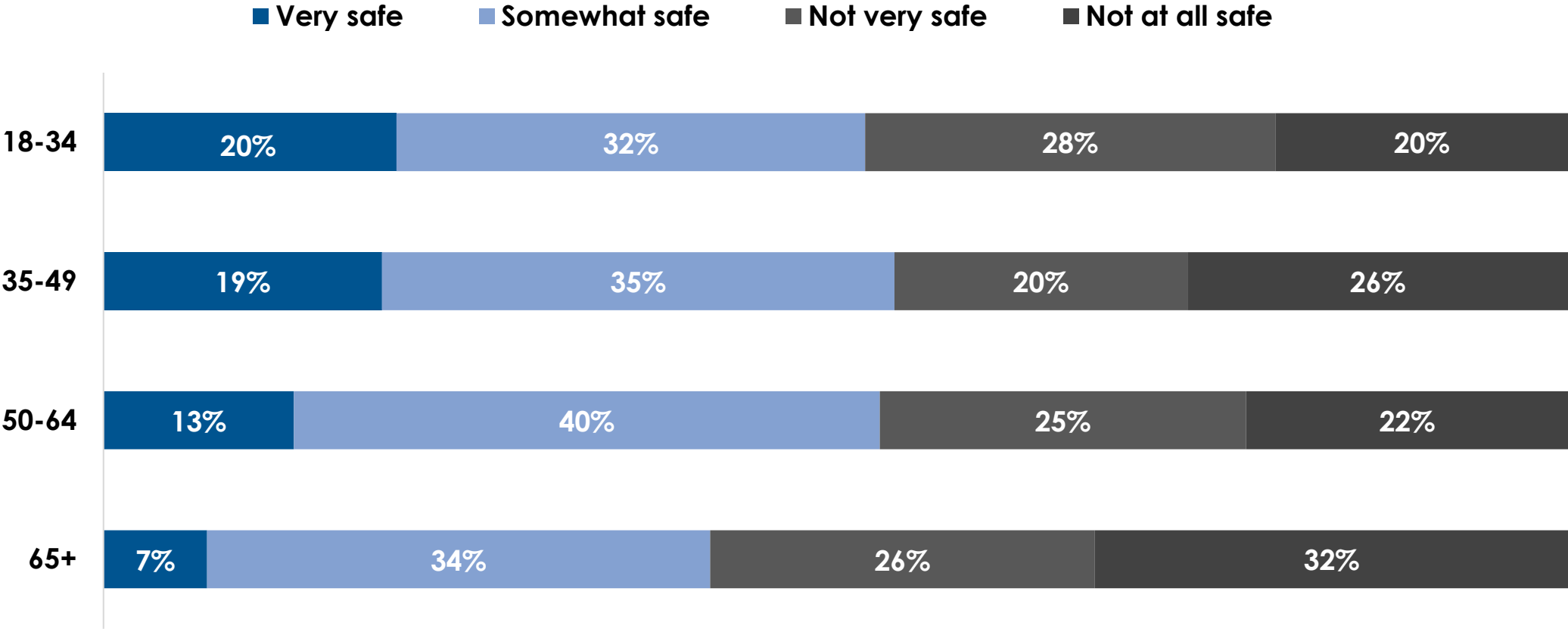
# If everyone could verify that they were vaccinated before attending, would you feel safe going to a concert/sporting event?

By Gender



# If everyone could verify that they were vaccinated before attending, would you feel safe going to a concert/sporting event?

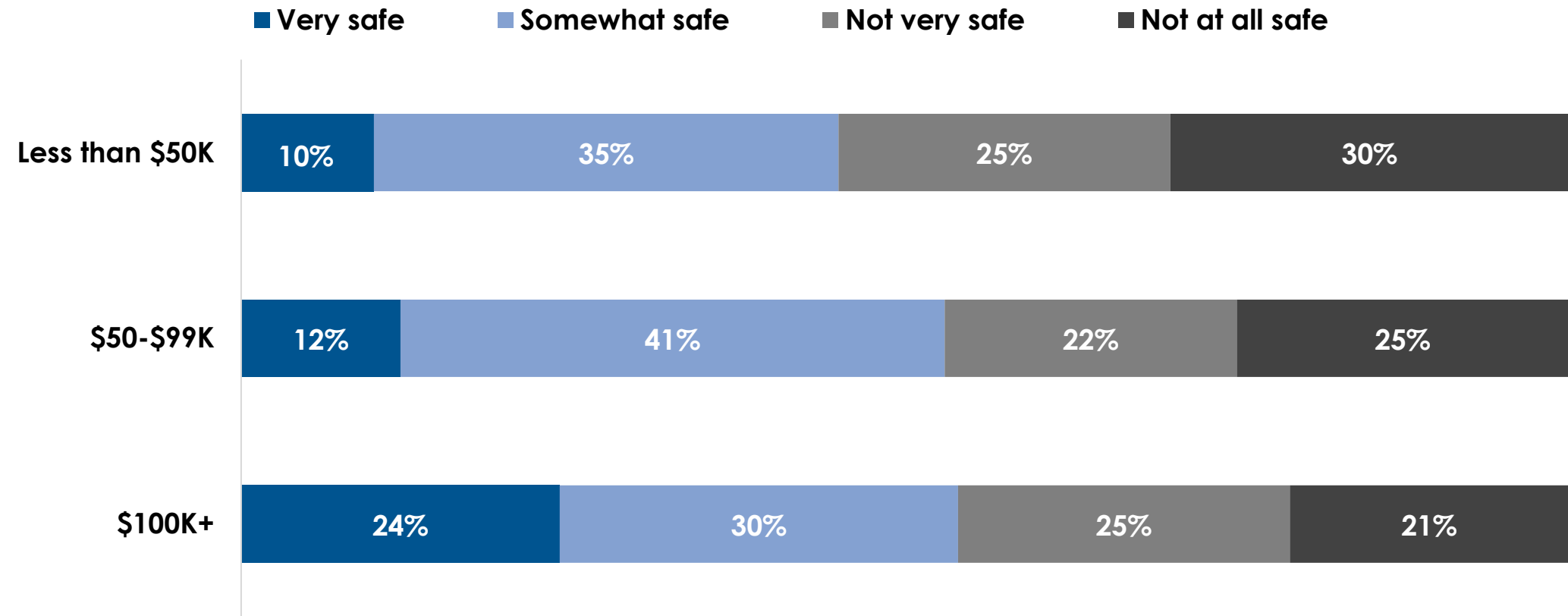
By Age



Source: HVCB analysis of Harris Poll COVID-19 Wave 38 (November 11-13, 2020)

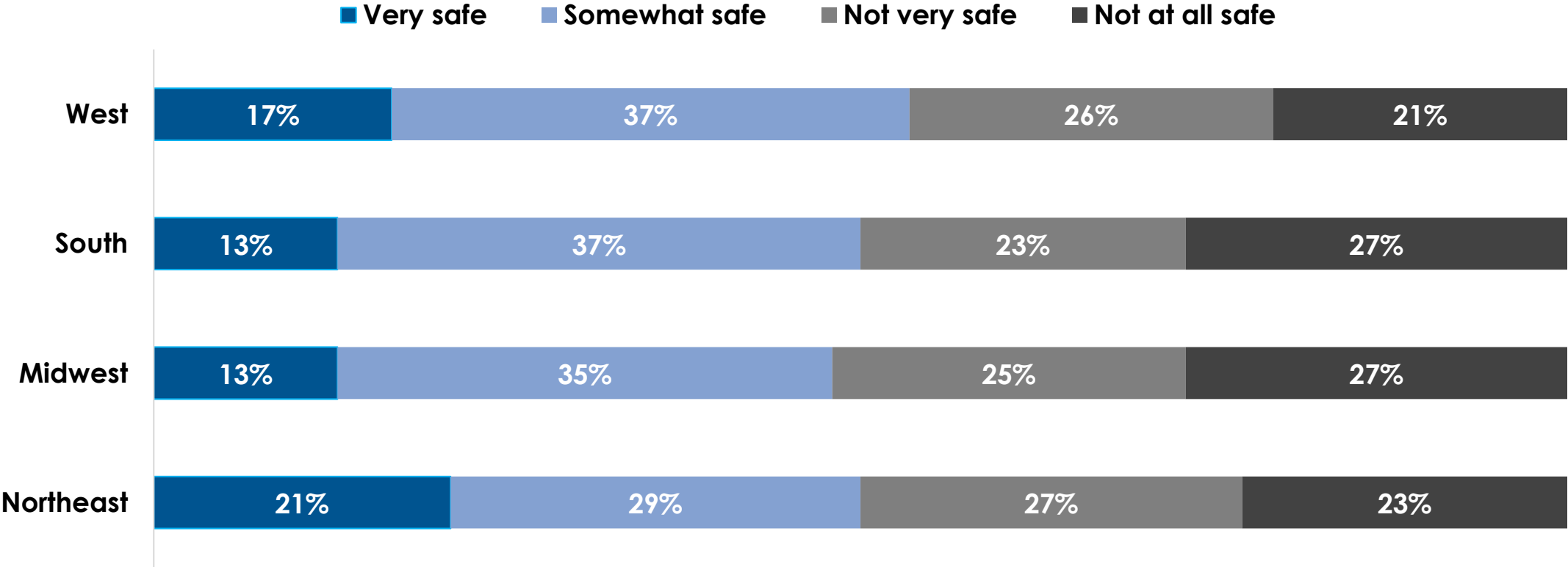
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By Income



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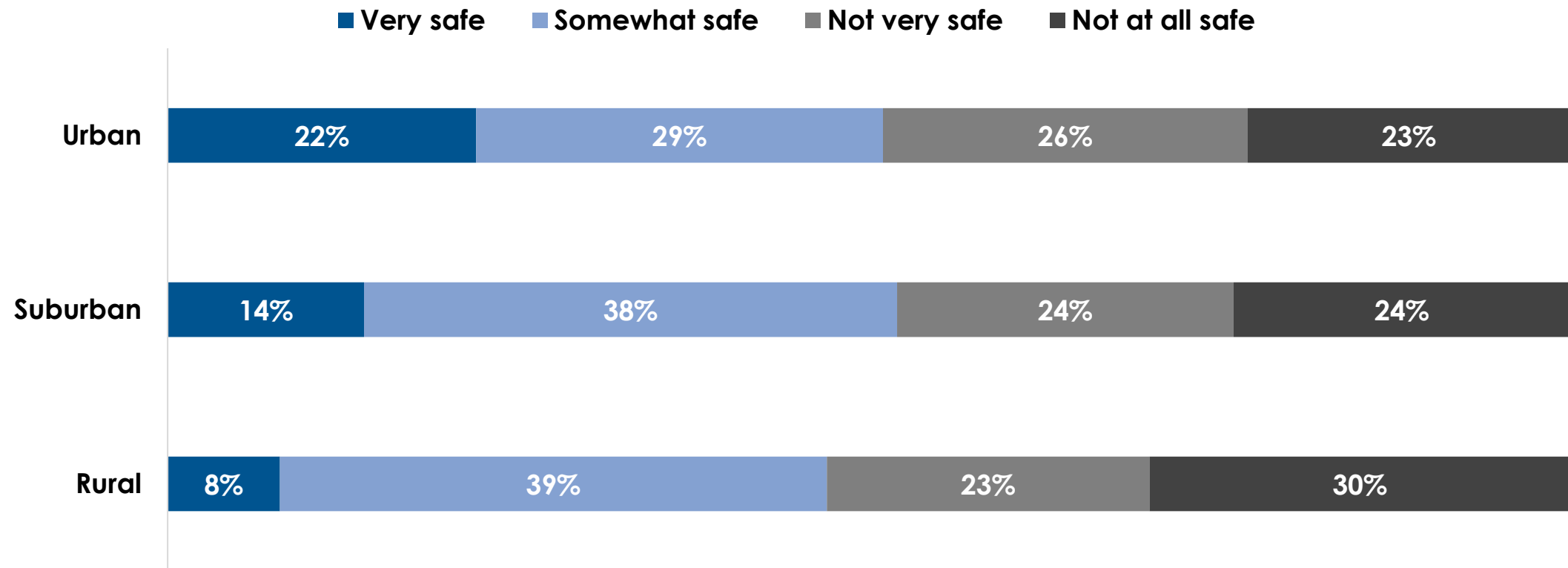
By Region



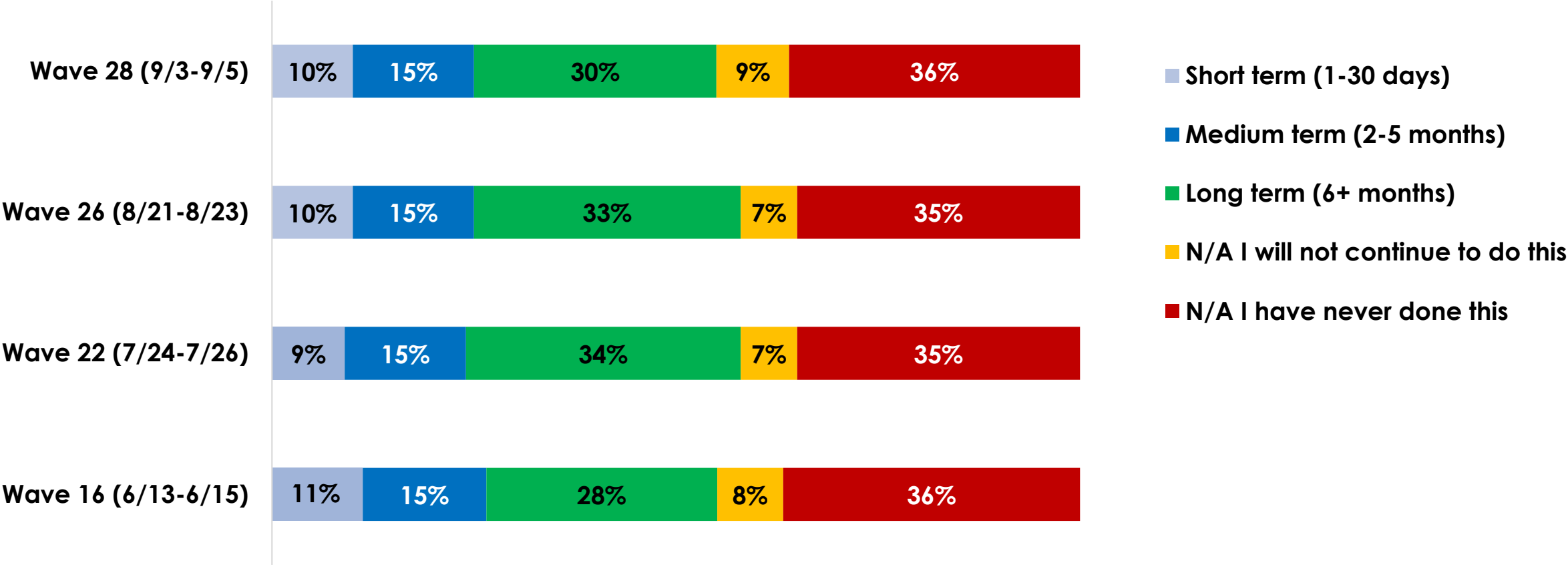
Source: HVCB analysis of Harris Poll COVID-19 Wave 38 (November 11-13, 2020)

# If everyone could verify that they were vaccinated before attending, would you feel safe going to a concert/sporting event?

## By Urbanicity

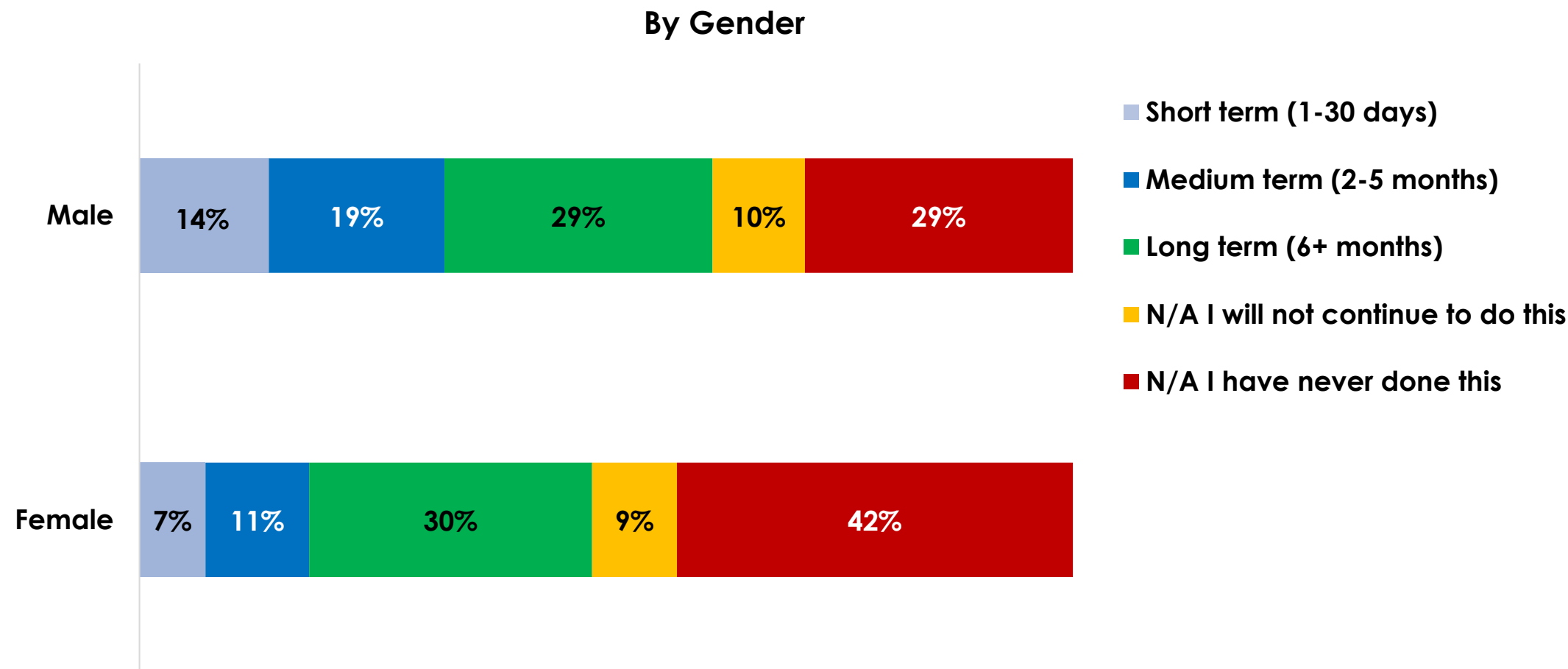


# Until a vaccine is found and distributed, do you plan on continuing to cut non-essential business travel?

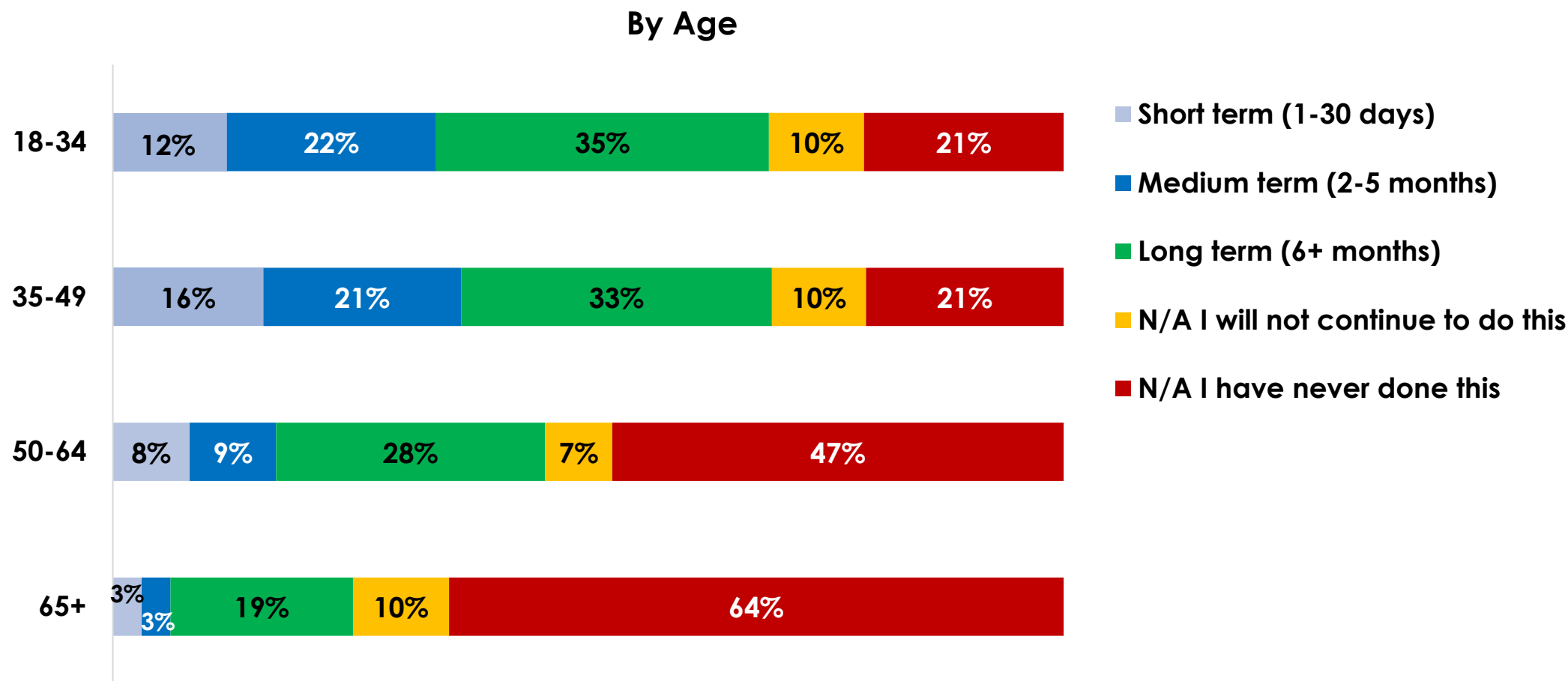




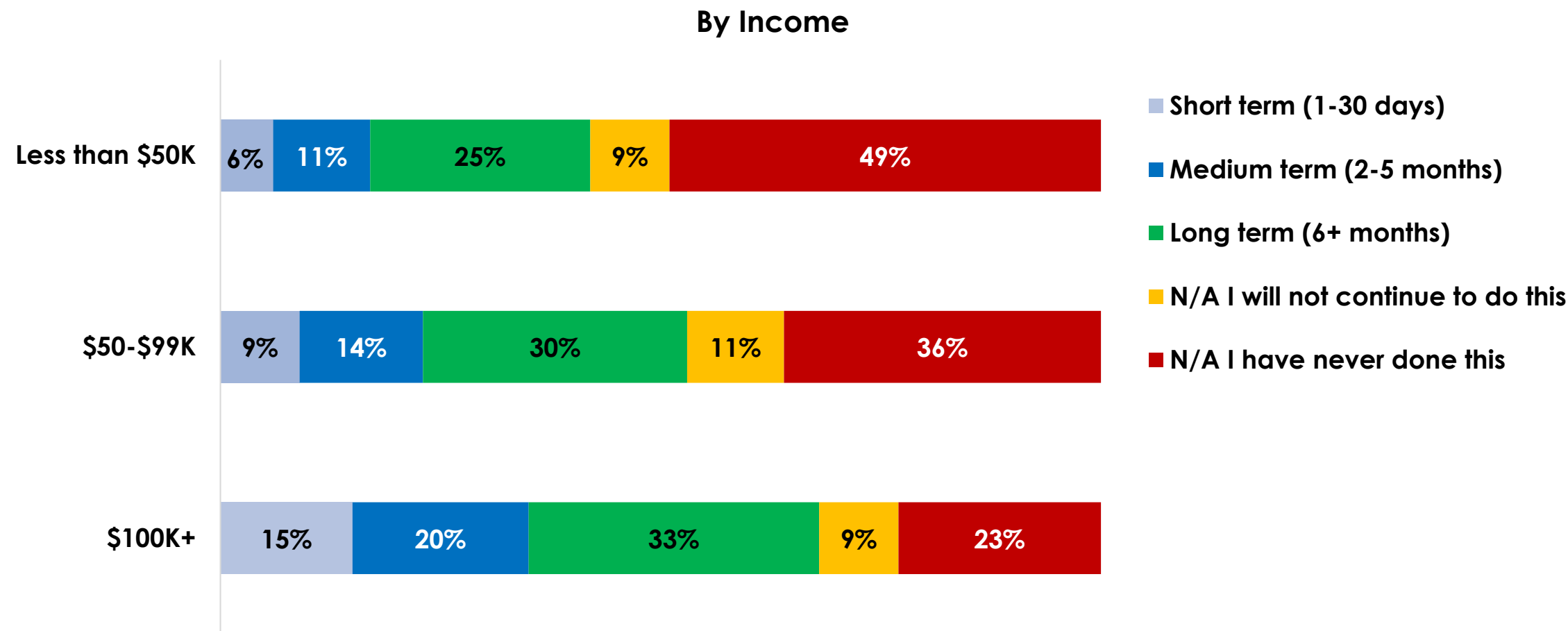
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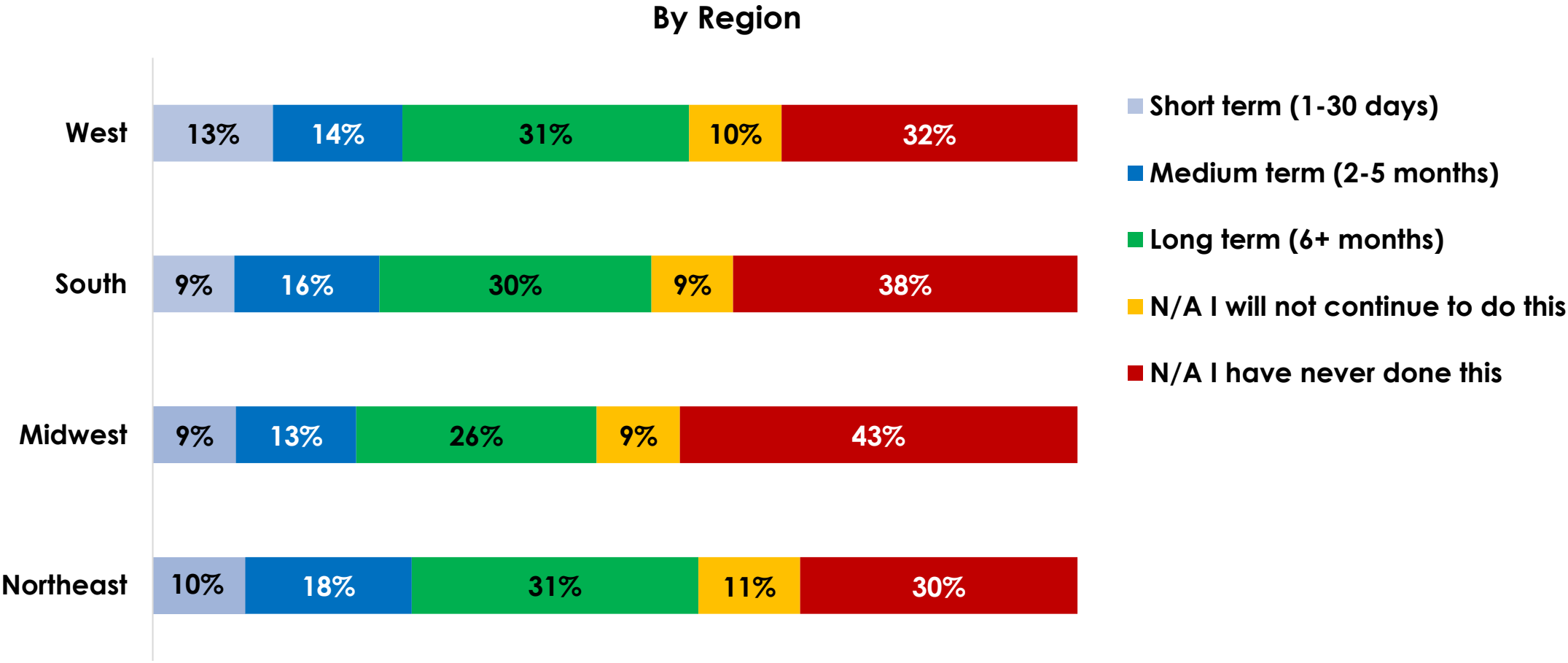
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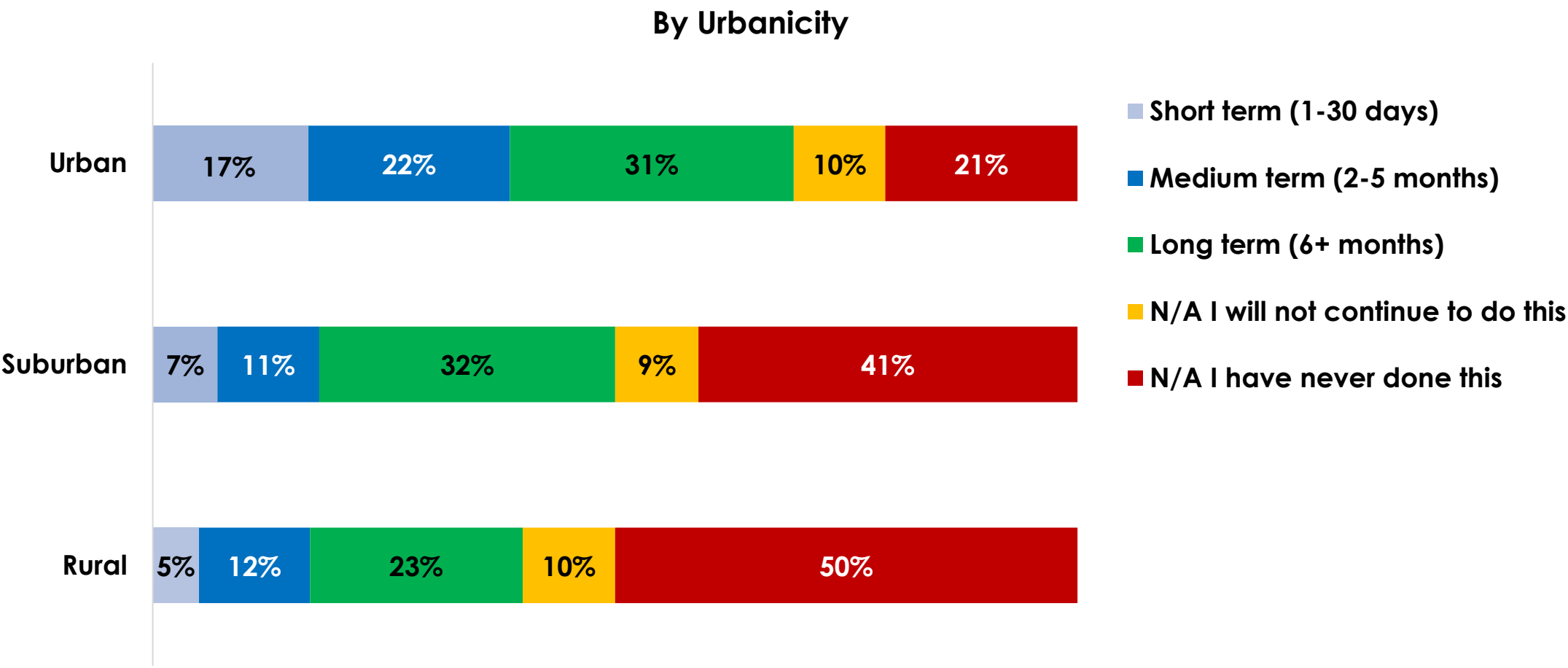
# Until a vaccine is found and distributed, do you plan on continuing to cut non-essential business travel?



# Until a vaccine is found and distributed, do you plan on continuing to cut non-essential business travel?



# Until a vaccine is found and distributed, do you plan on continuing to cut non-essential business travel?



# Until a vaccine is found and distributed, do you plan on continuing to host meeting virtually?

