

The Harris Poll COVID-19 Travel Sentiment

Reported on January 6, 2021

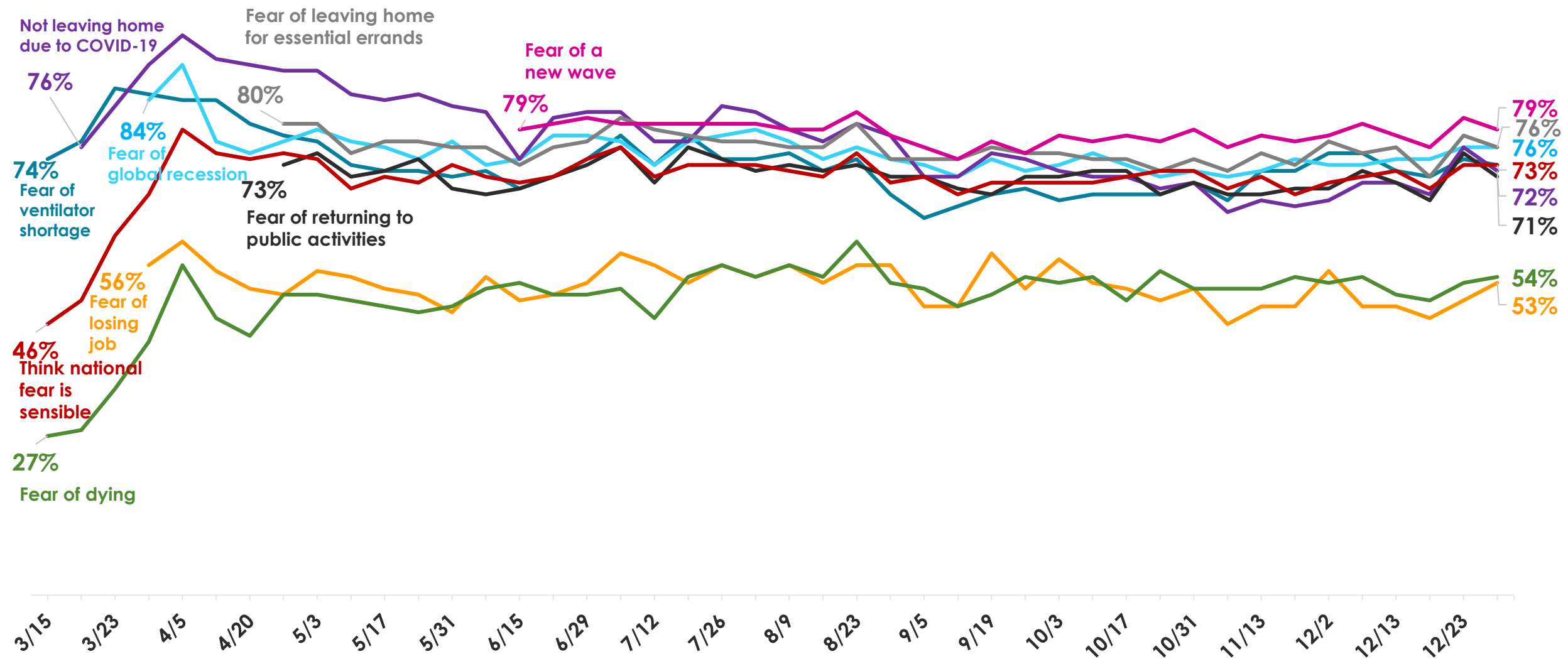


Data Source:

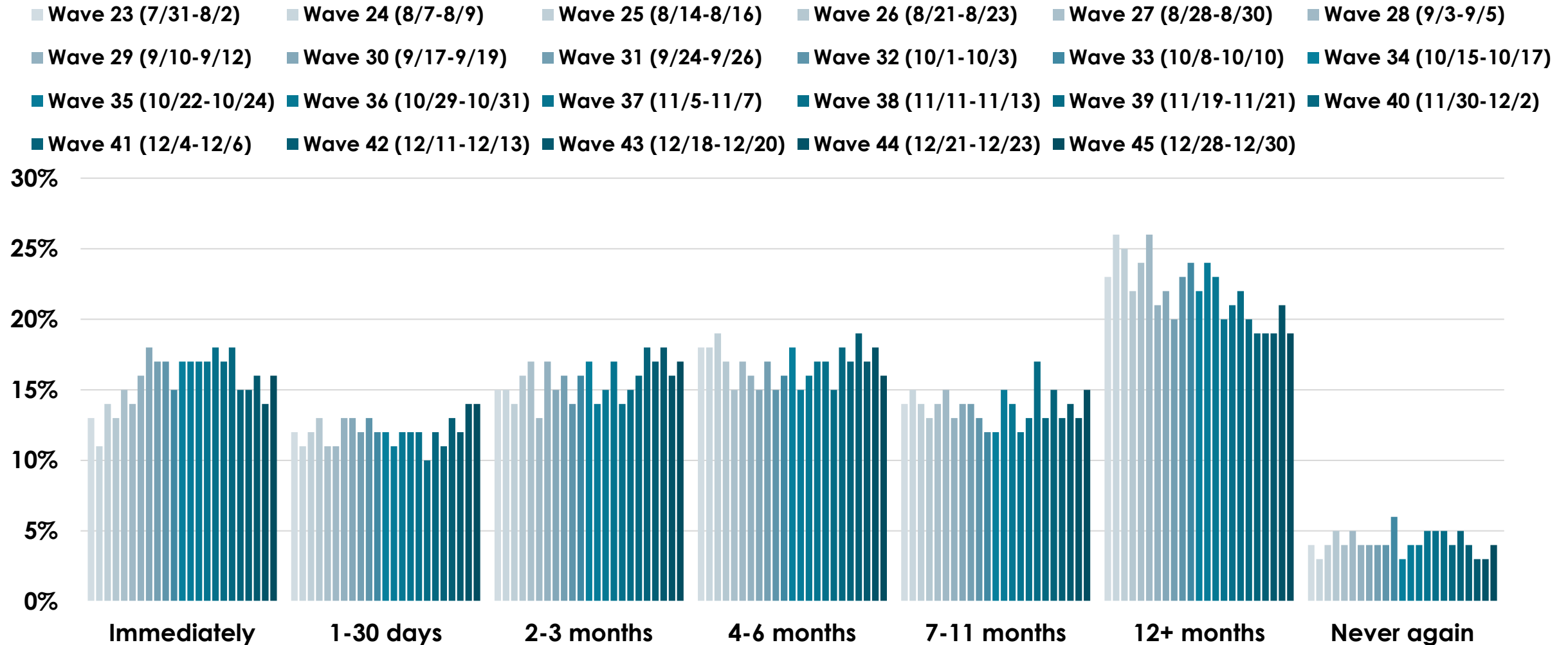
The Harris Poll COVID-19 Tracker

- 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

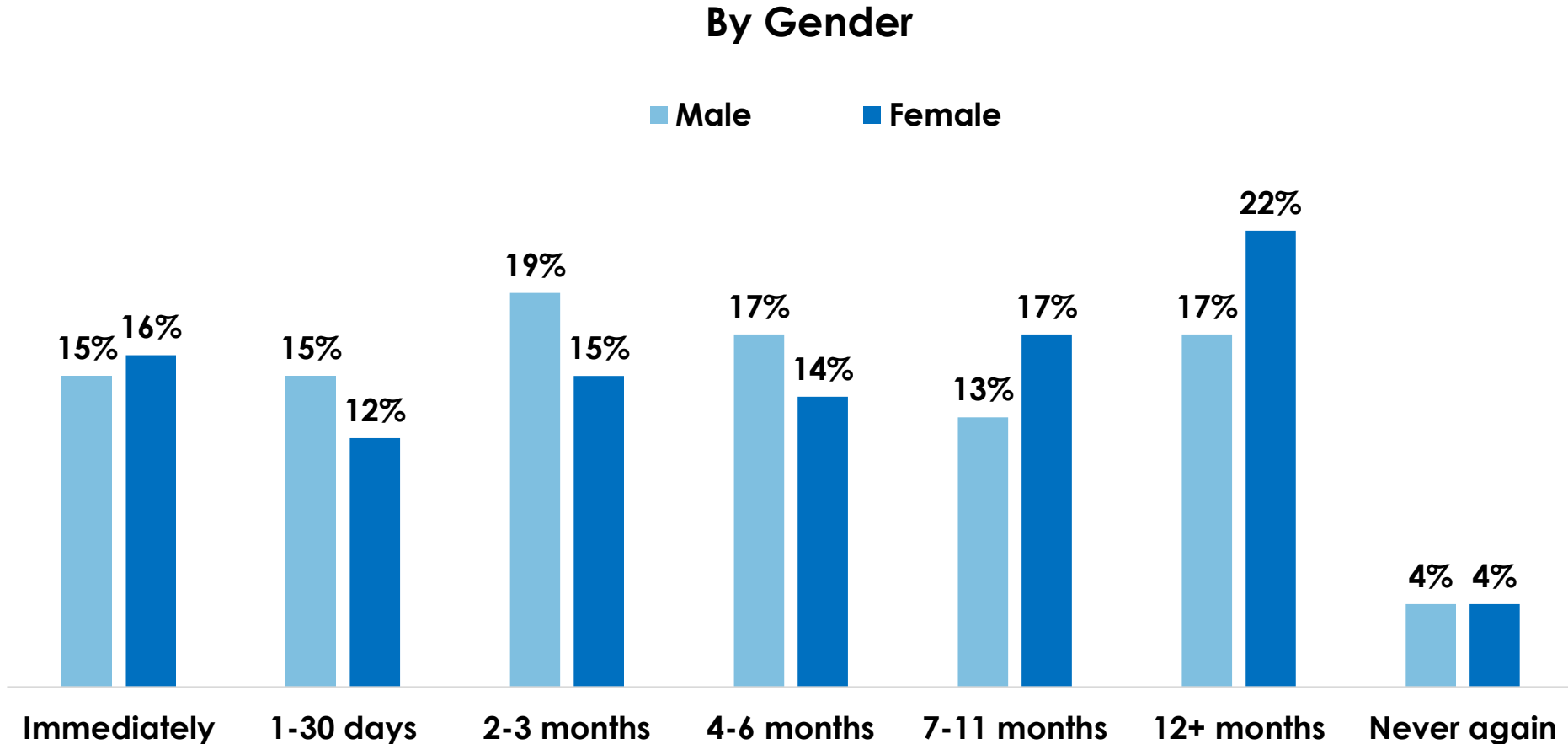
Fear Sentiment Trends



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

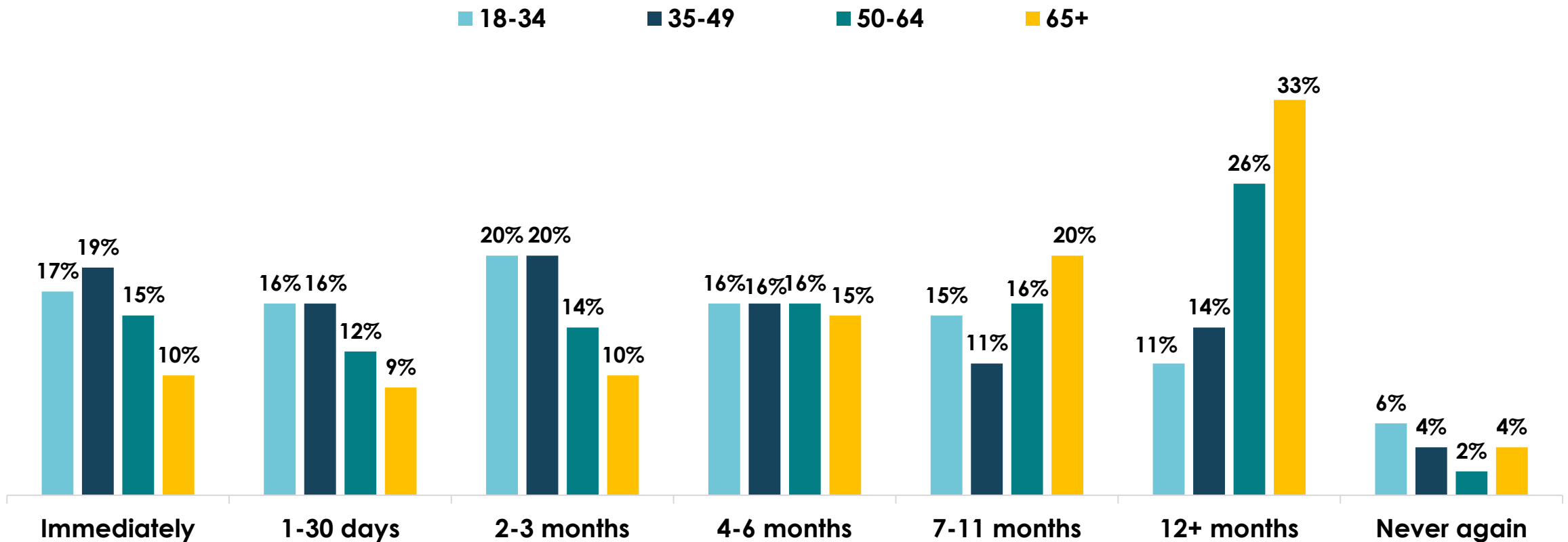


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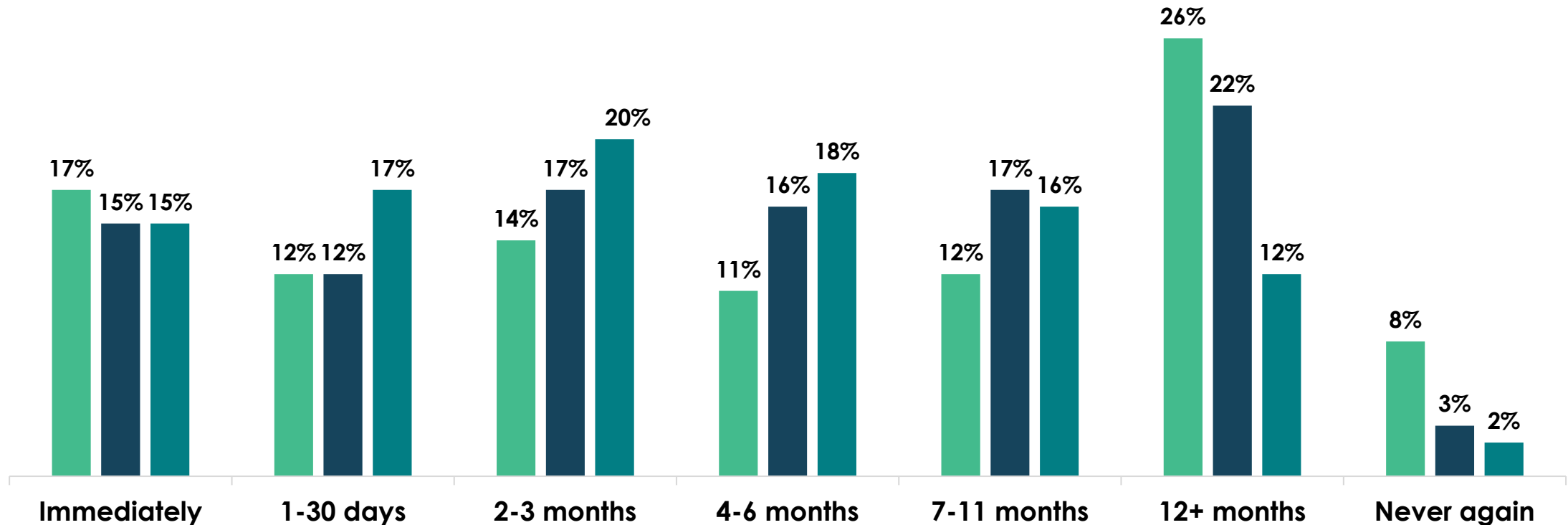
By Age



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 Income

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

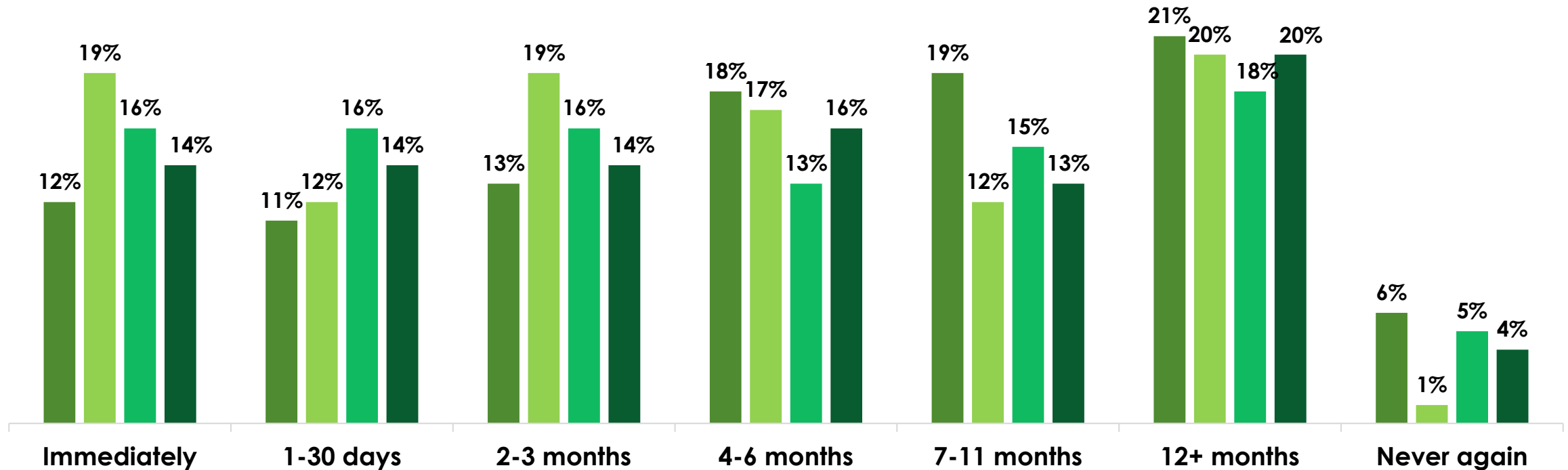


Source: HVCB analysis of Harris Poll COVID-19 Wave 45 (December 28-30, 2020)

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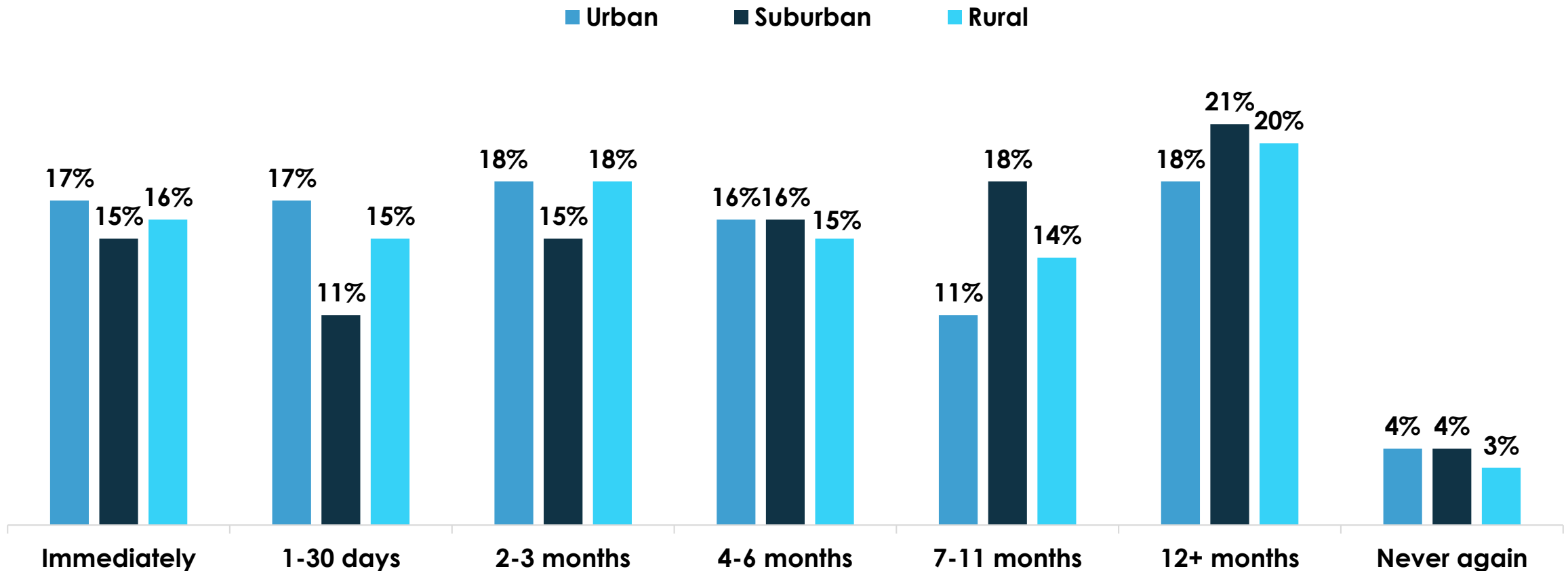
By Region

■ Northeast ■ Midwest ■ South ■ West

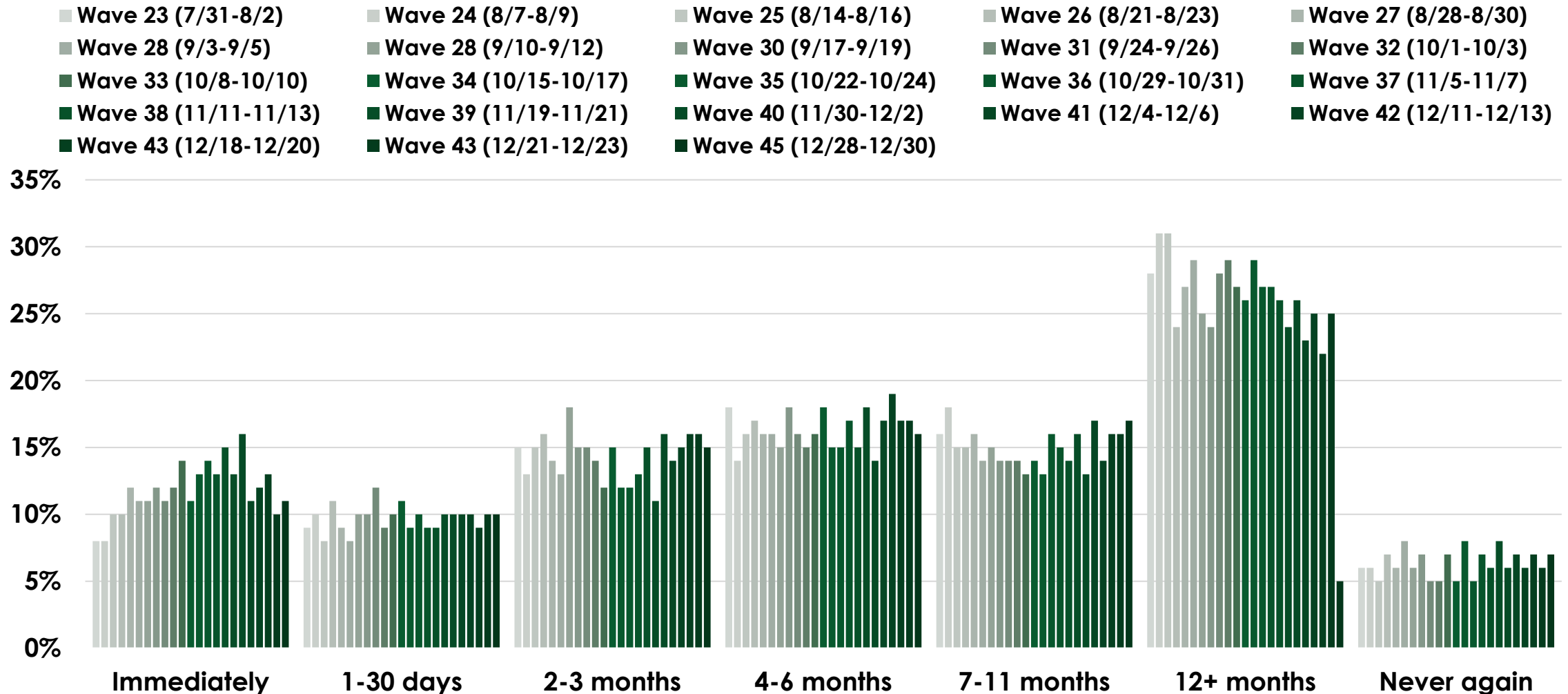


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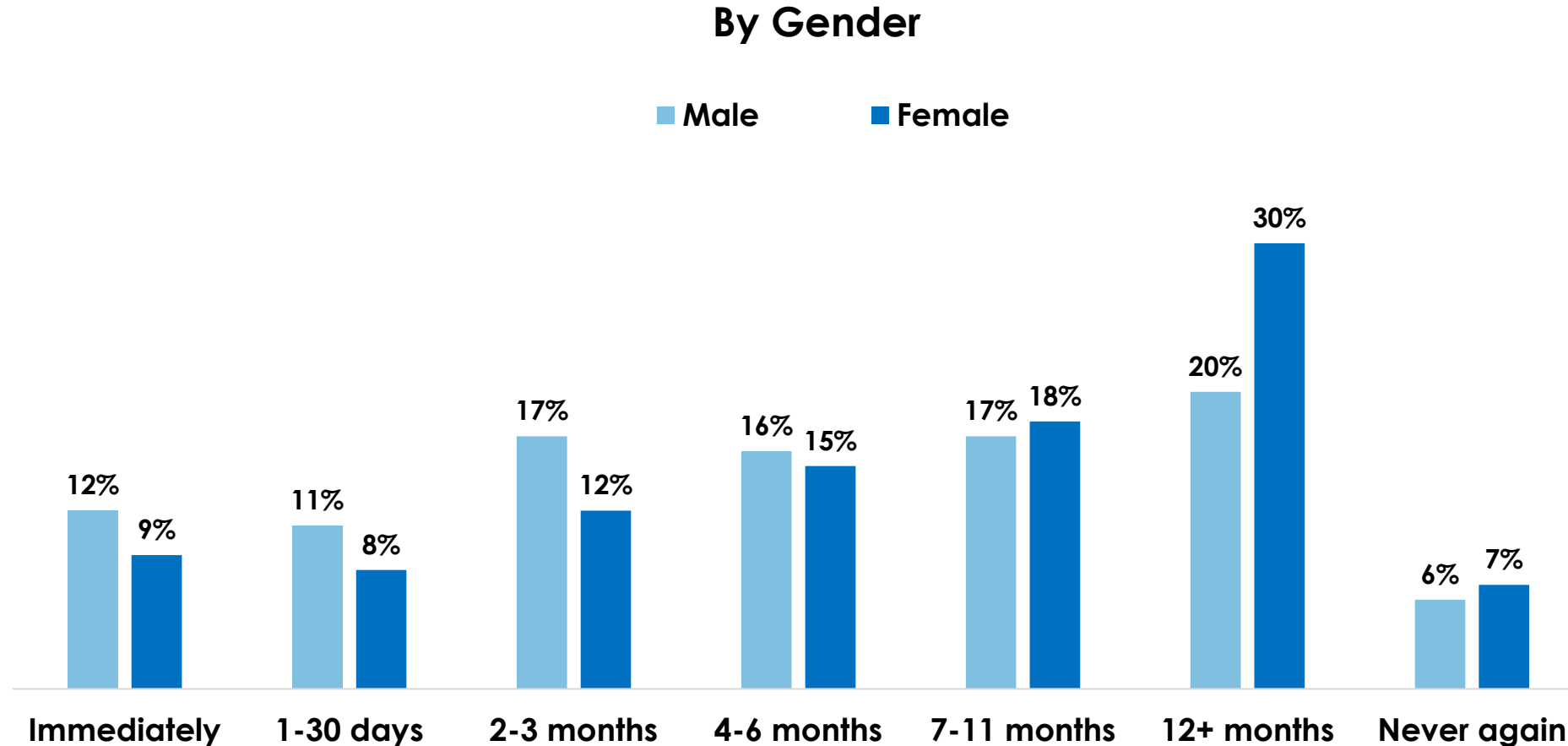
By Urbanicity



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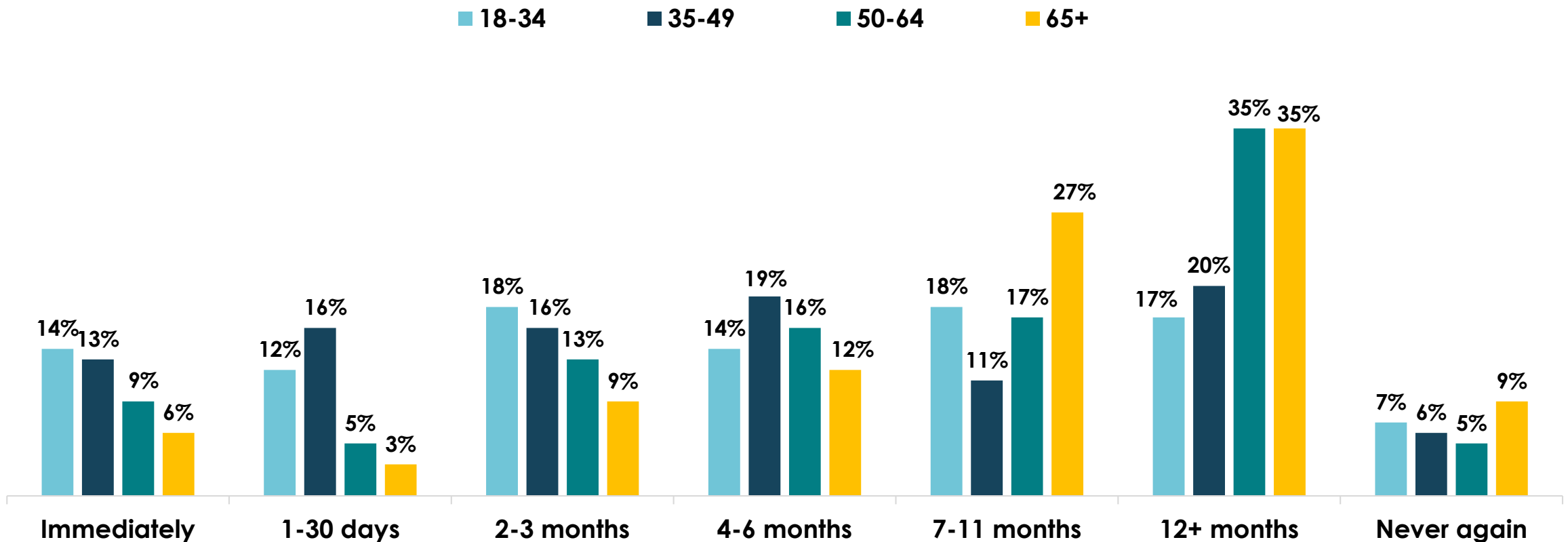


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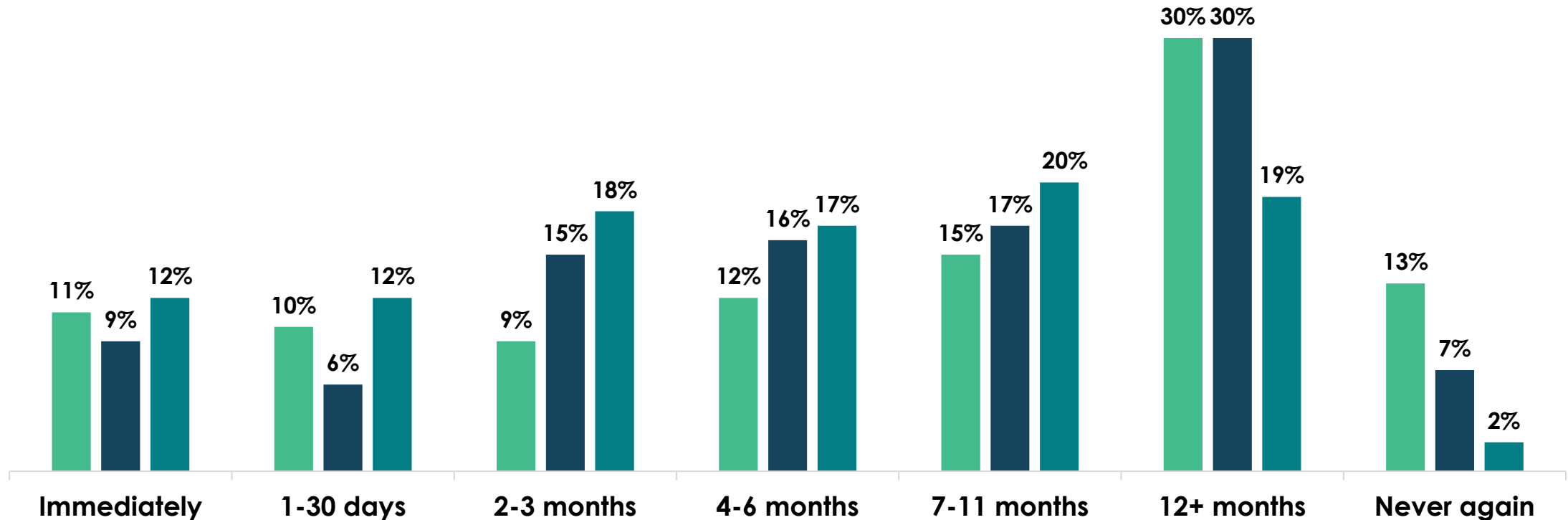
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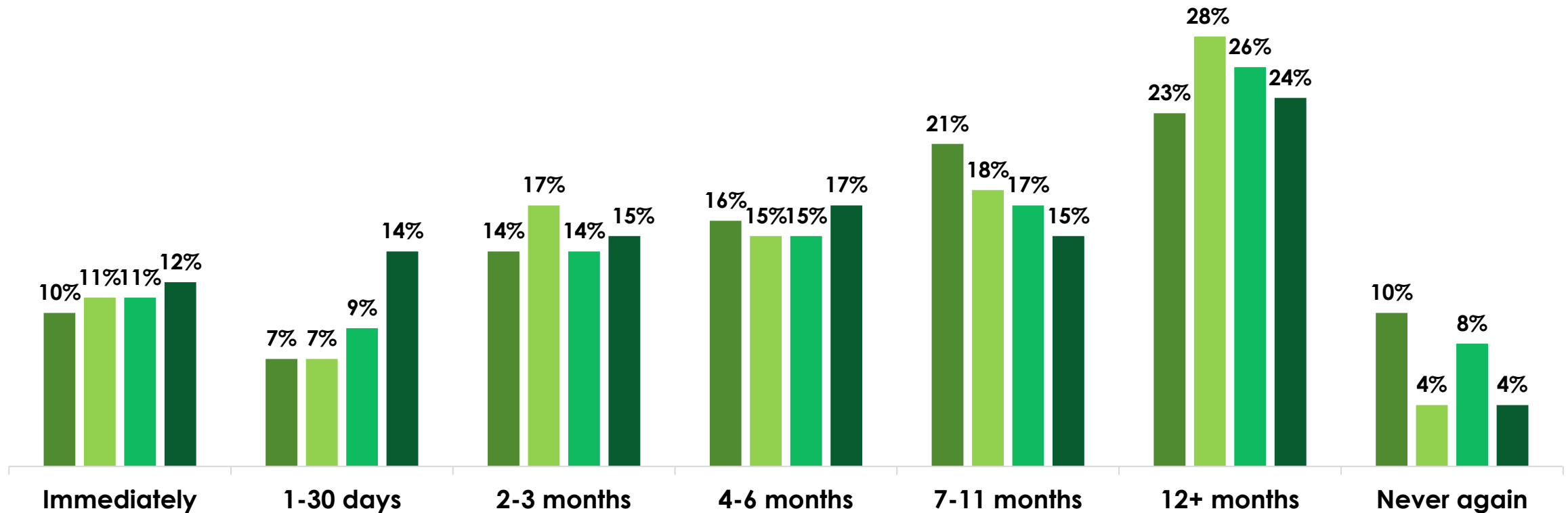
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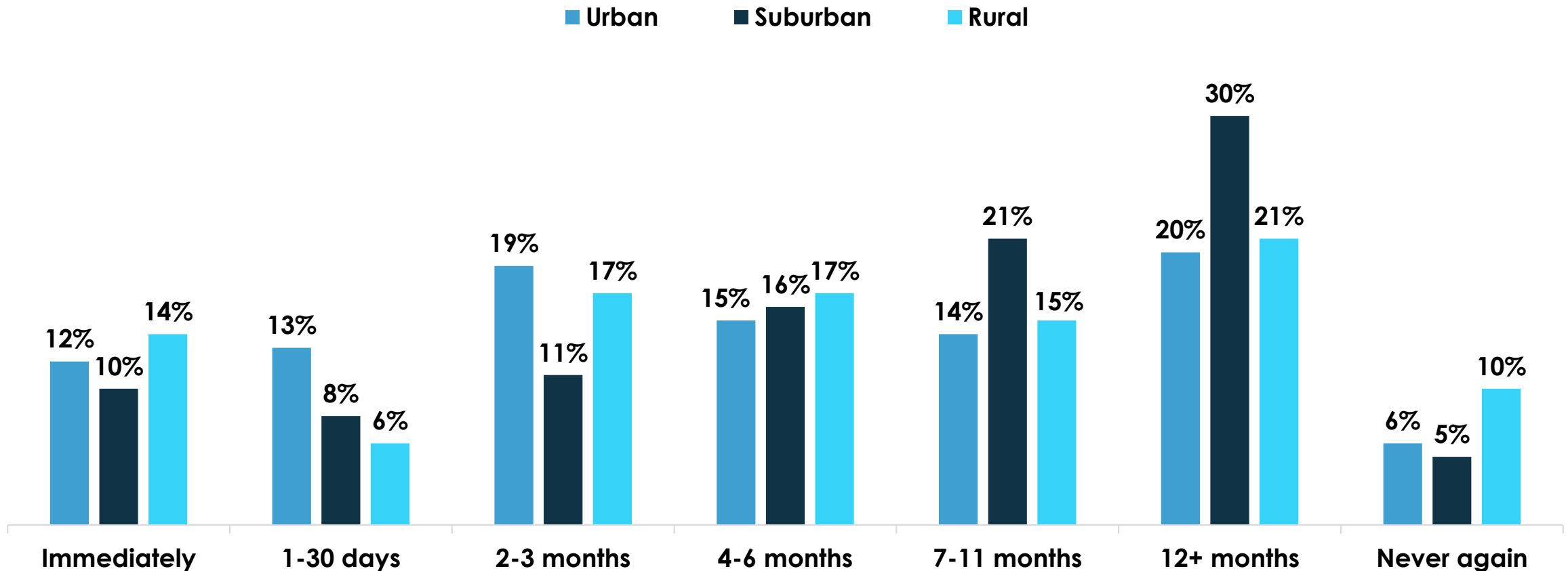
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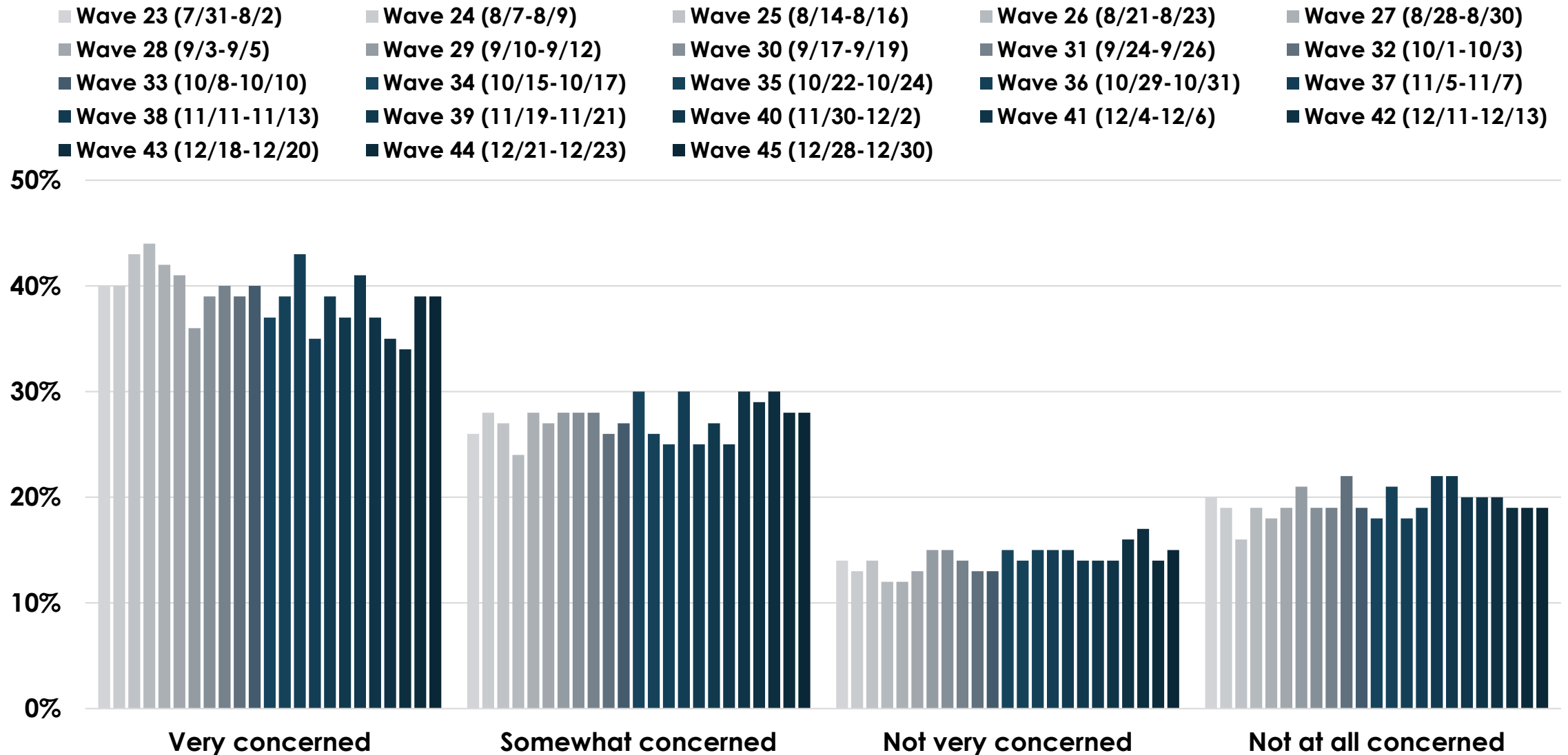


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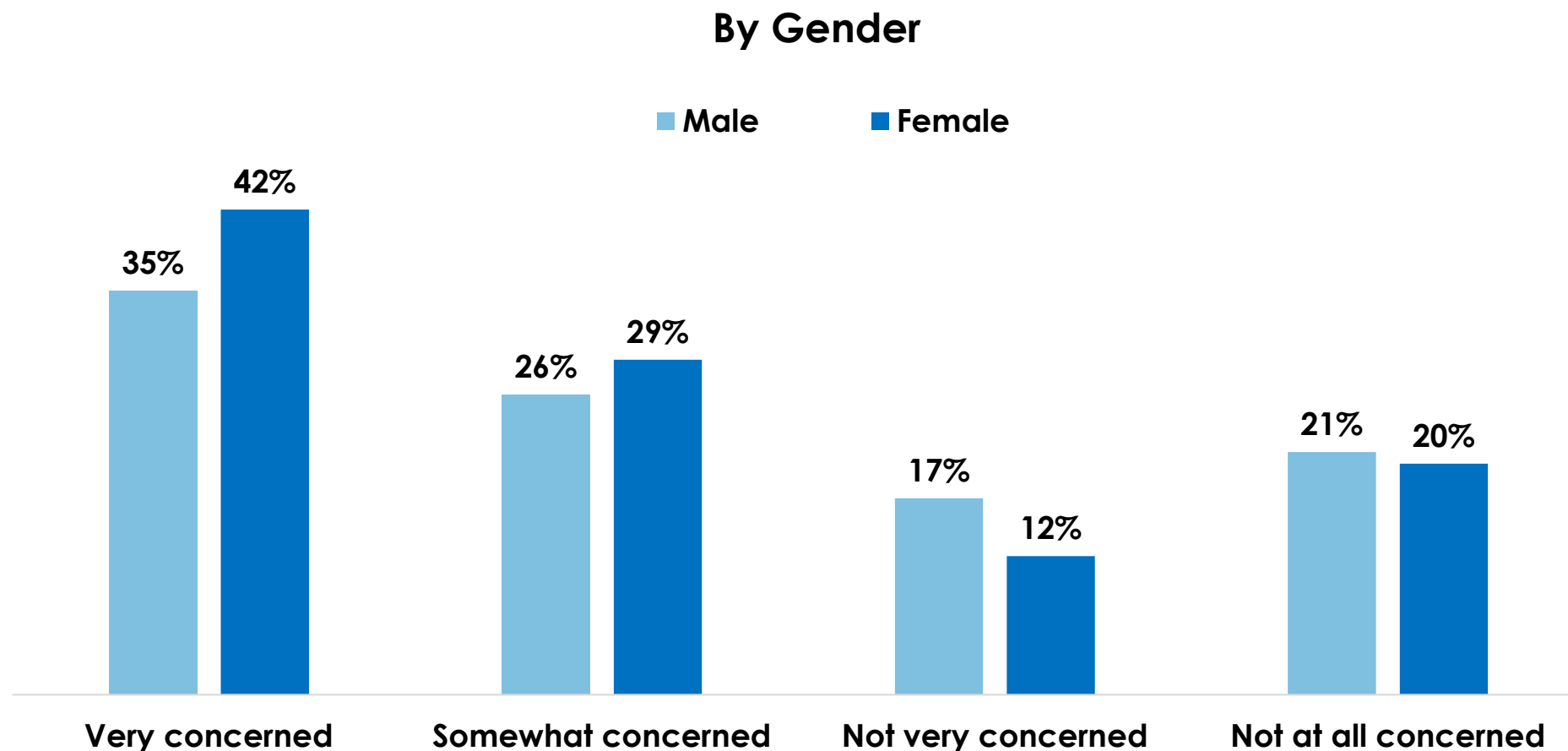
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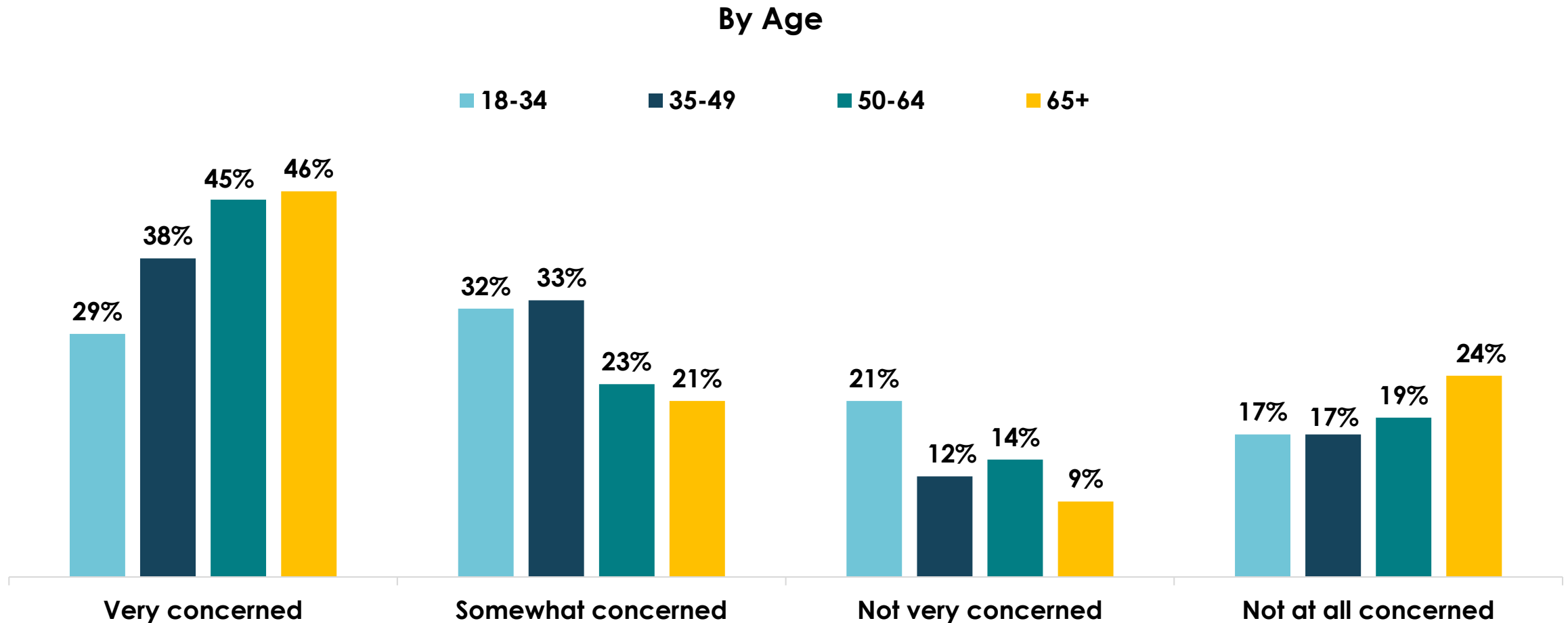
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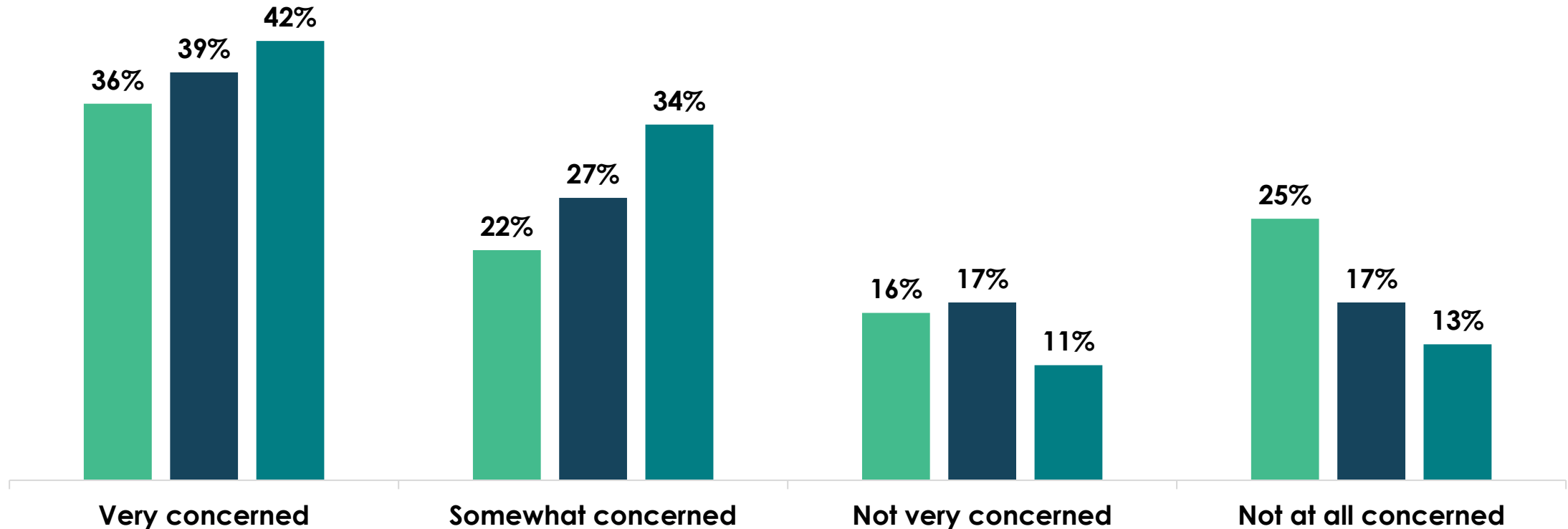
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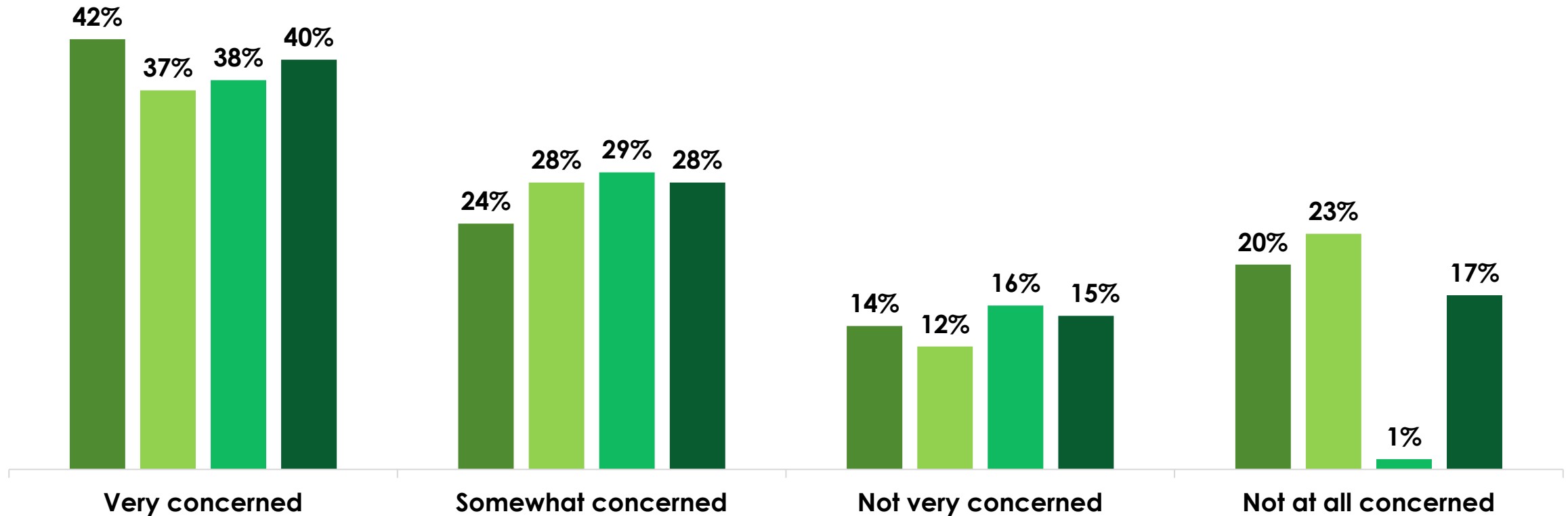
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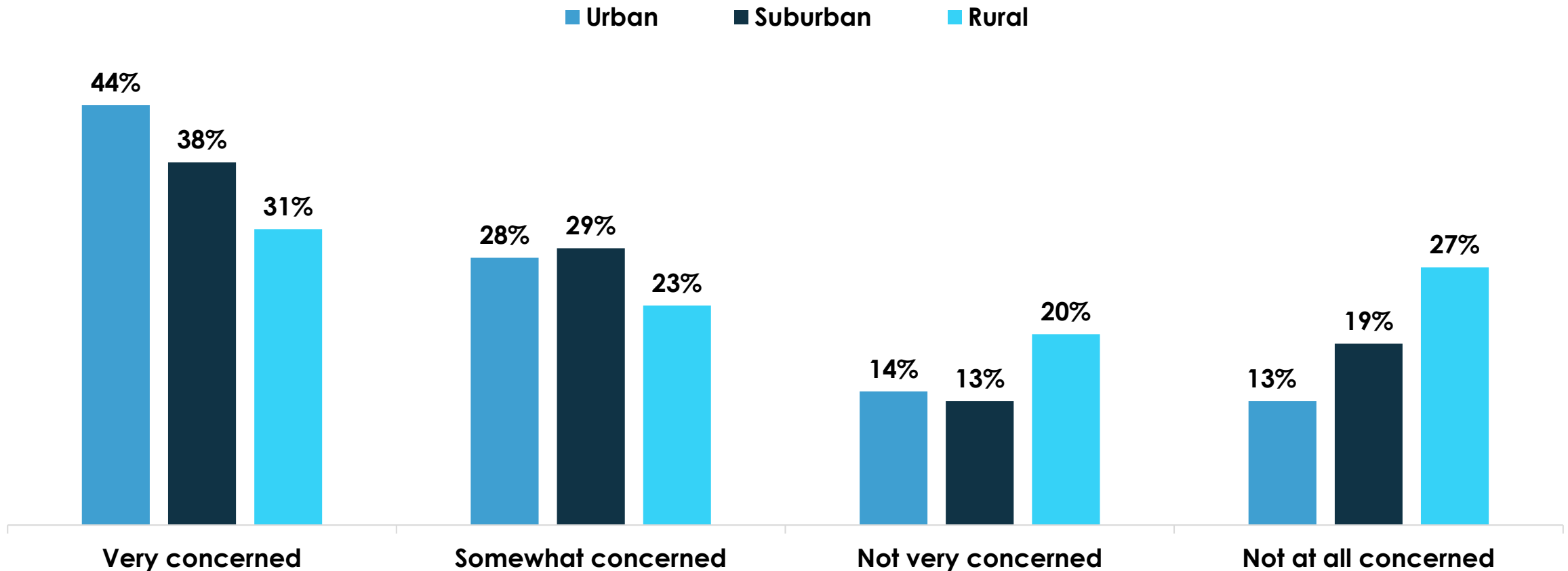
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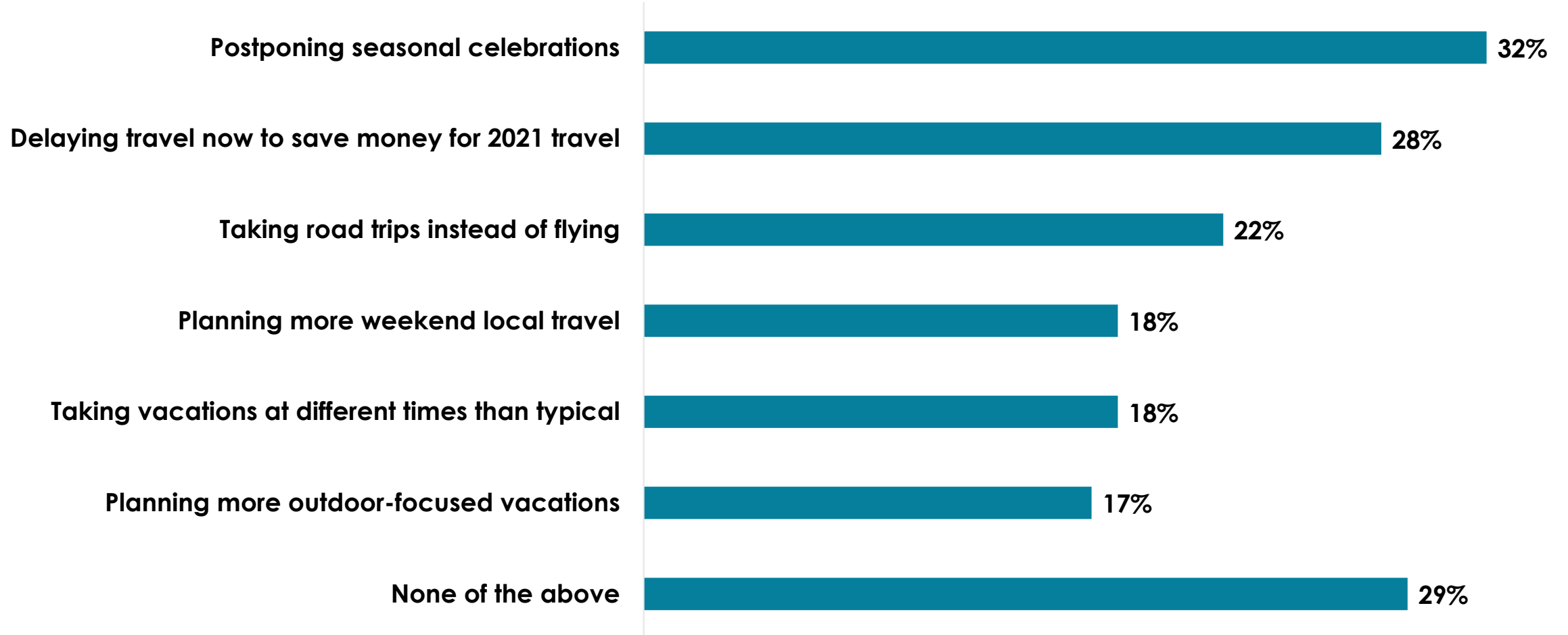


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By Urbanicity



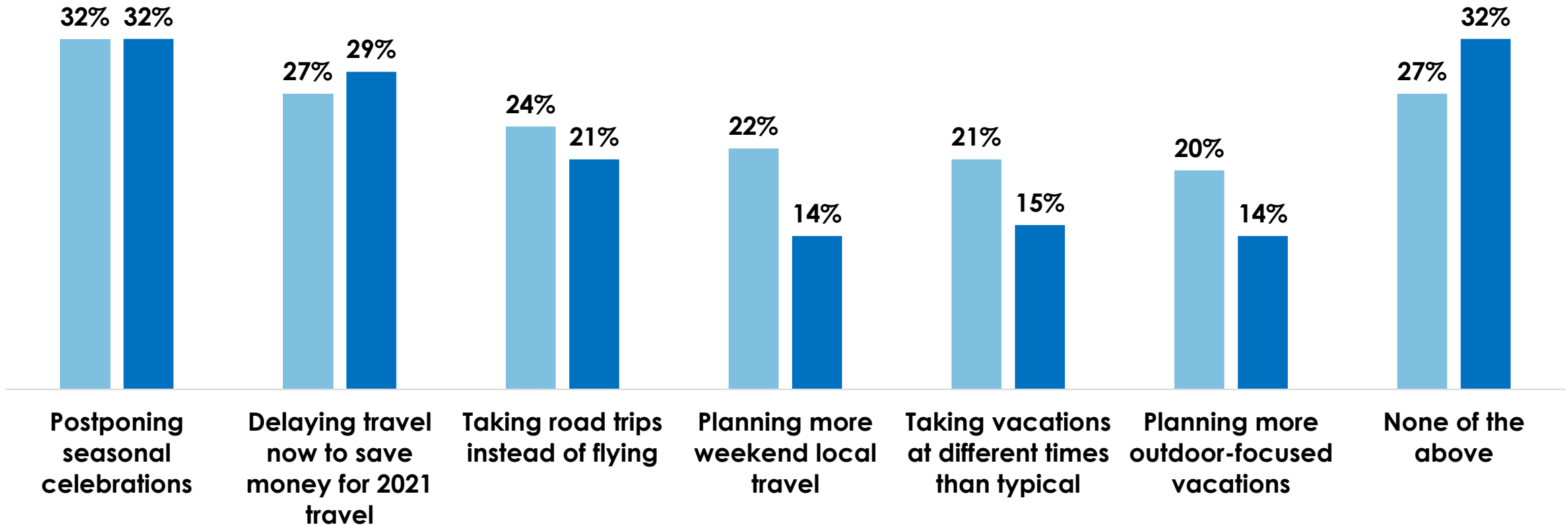
How has the COVID-19 pandemic impacted your travel?



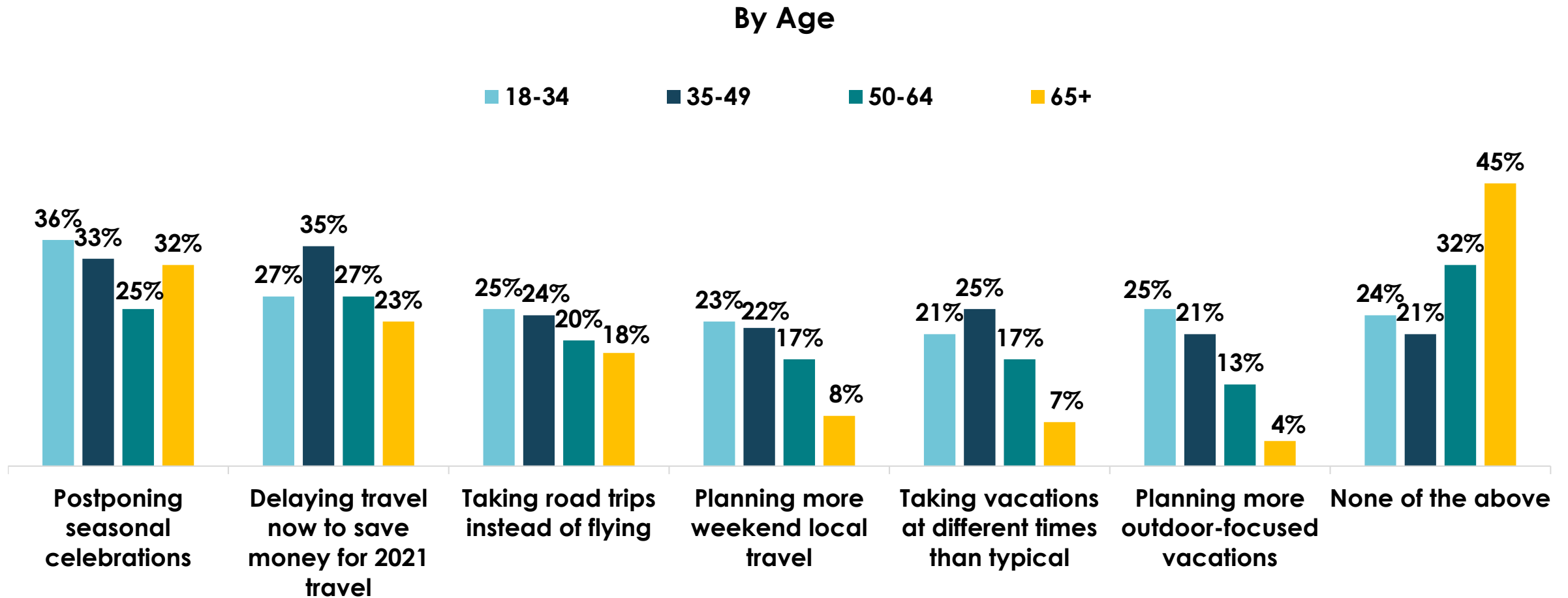
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By Gender

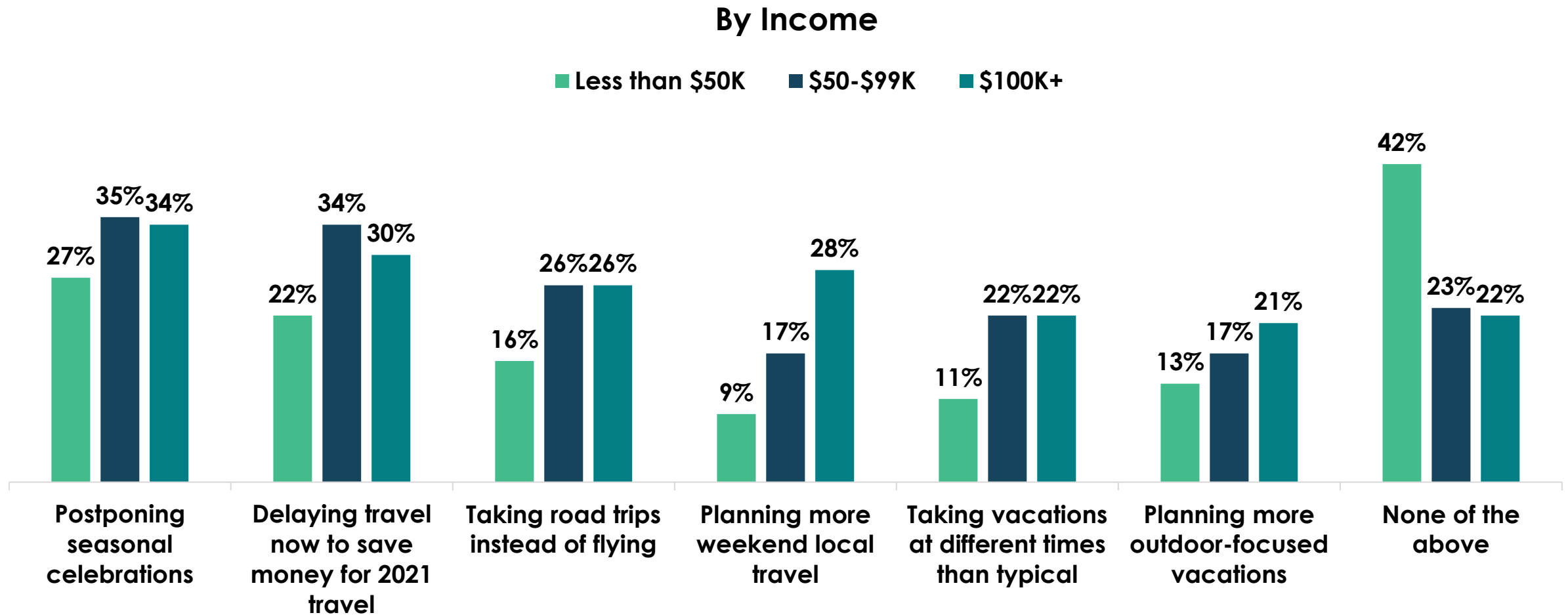
Male Female



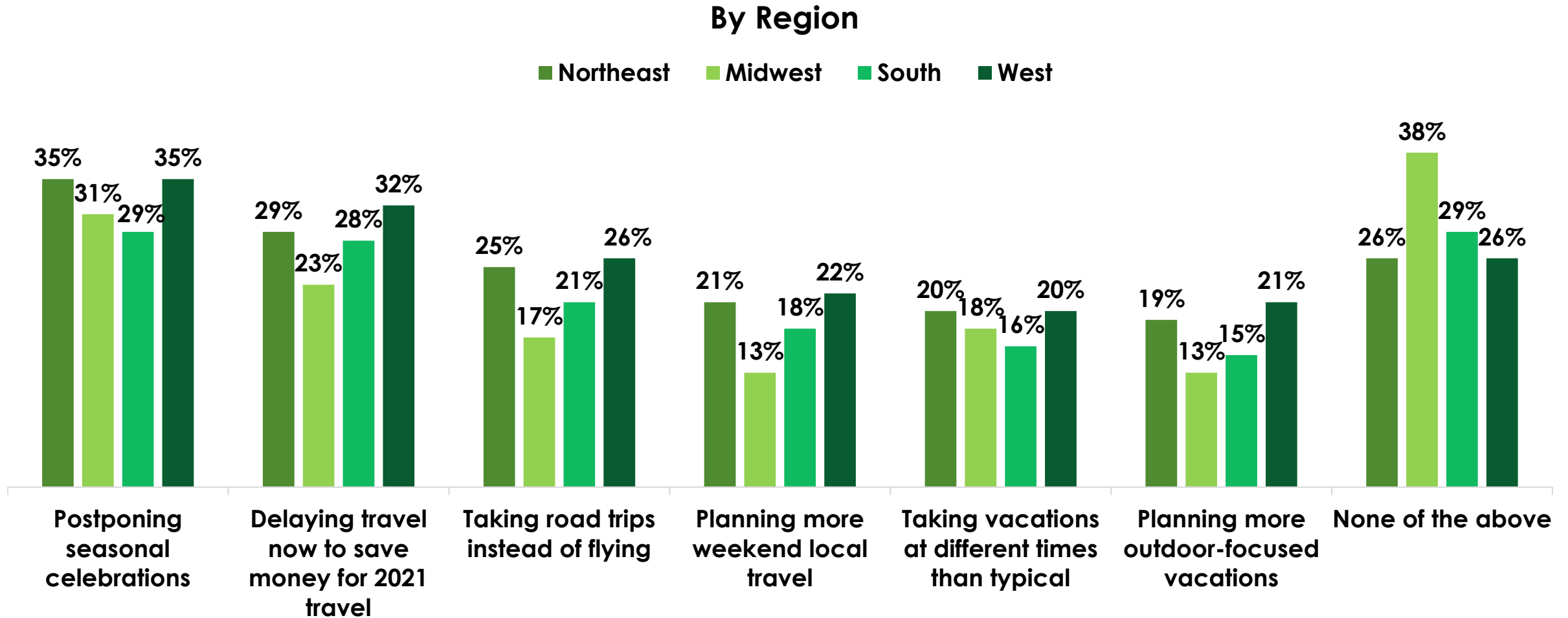
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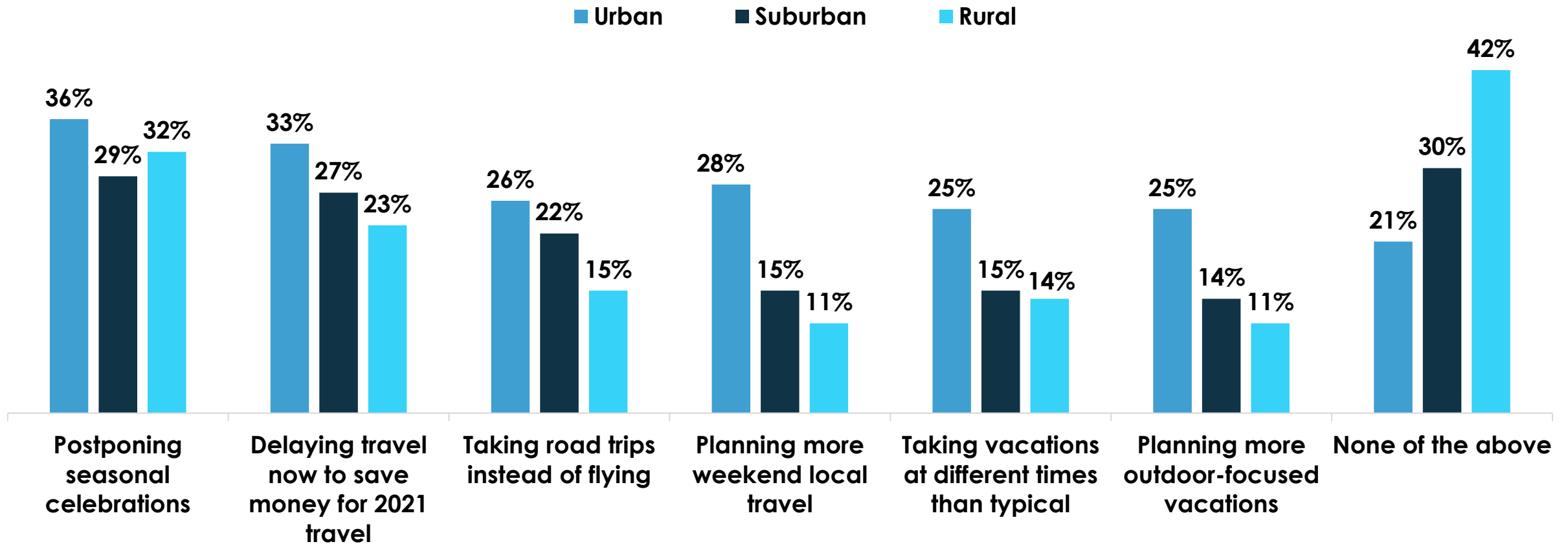


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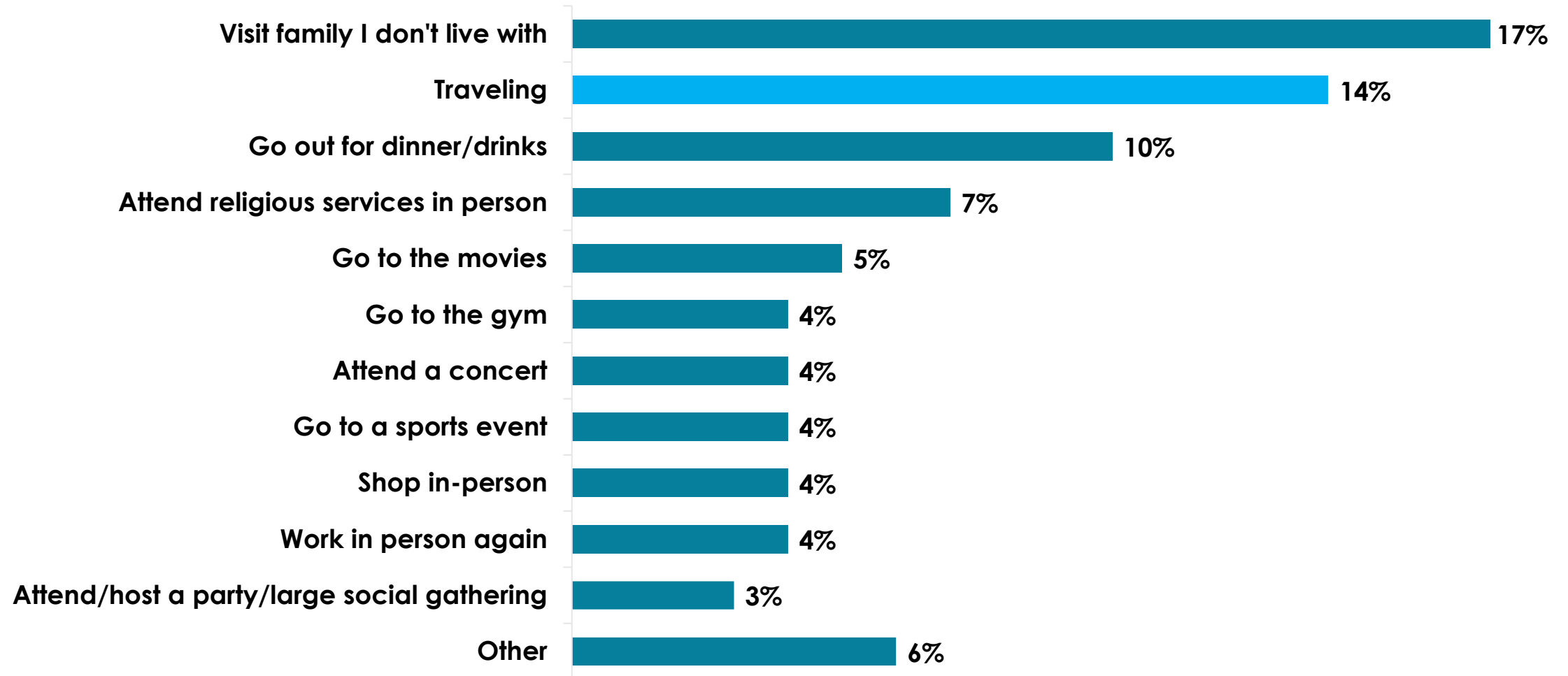


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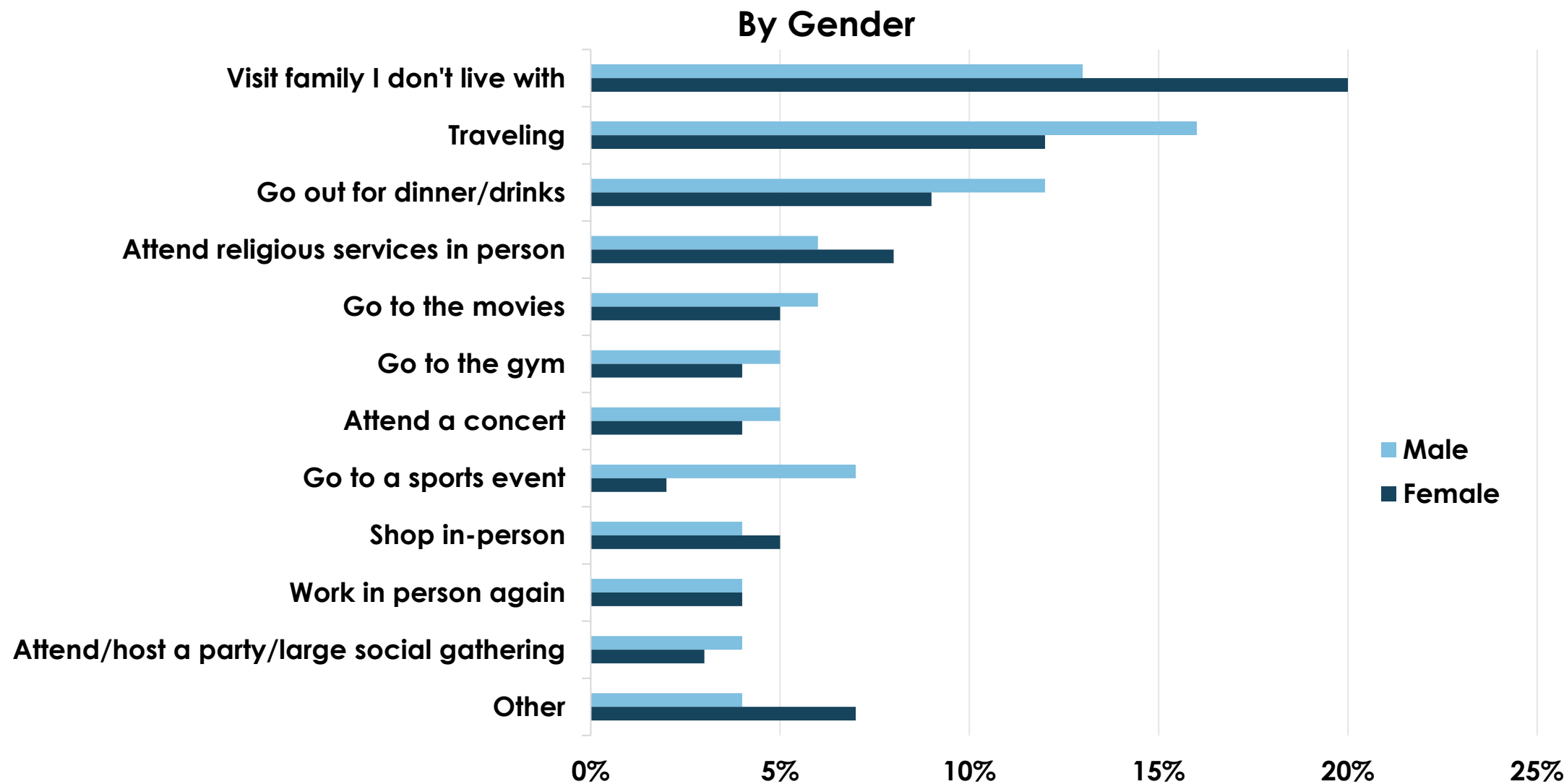
By Urbanicity



What is the one aspect of “normal” life you are most eager to do after the pandemic has ended?



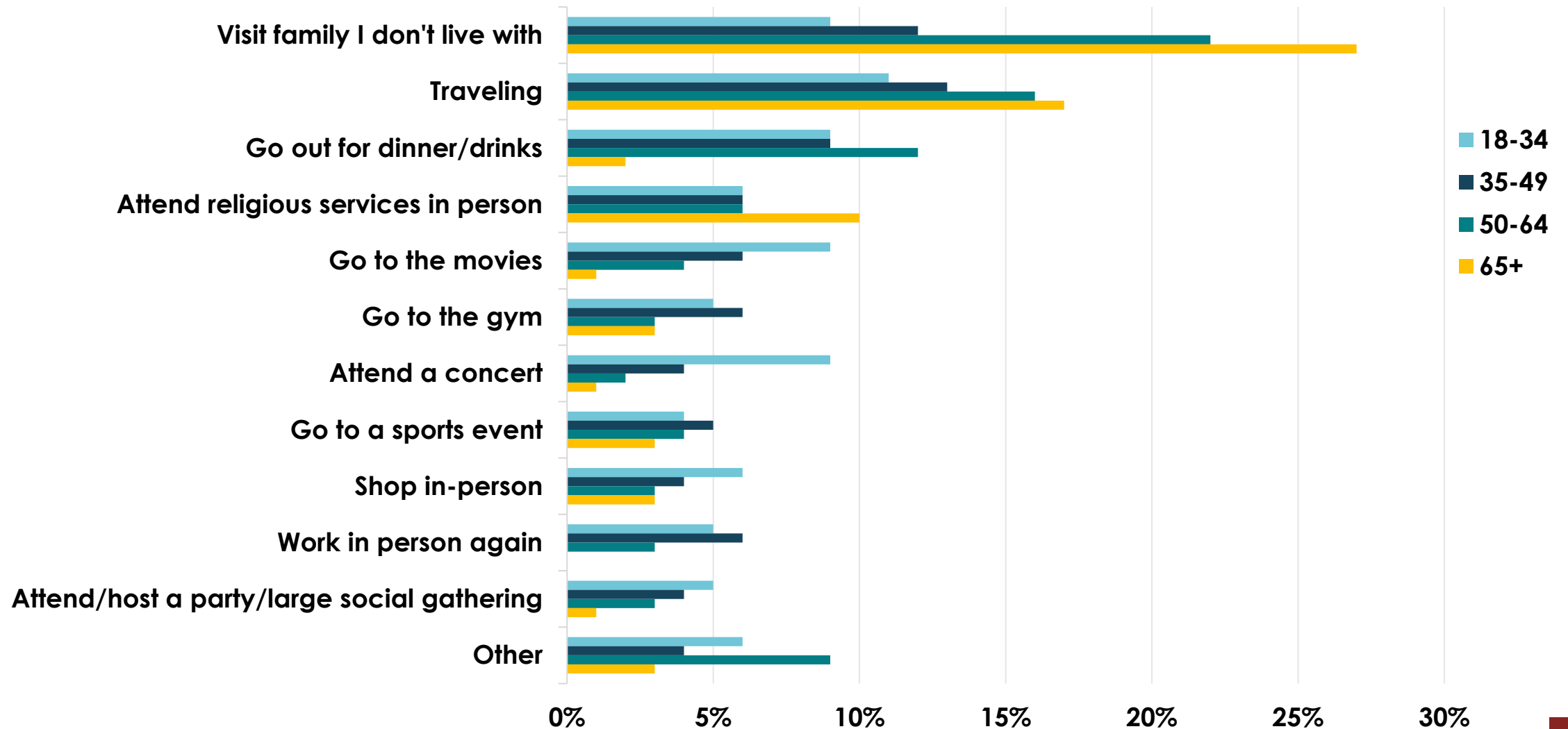
What is the one aspect of “normal” life you are most eager to do after the pandemic has ended?



Source: HVCB analysis of Harris Poll COVID-19 Wave 42 (December 11-13, 2020)

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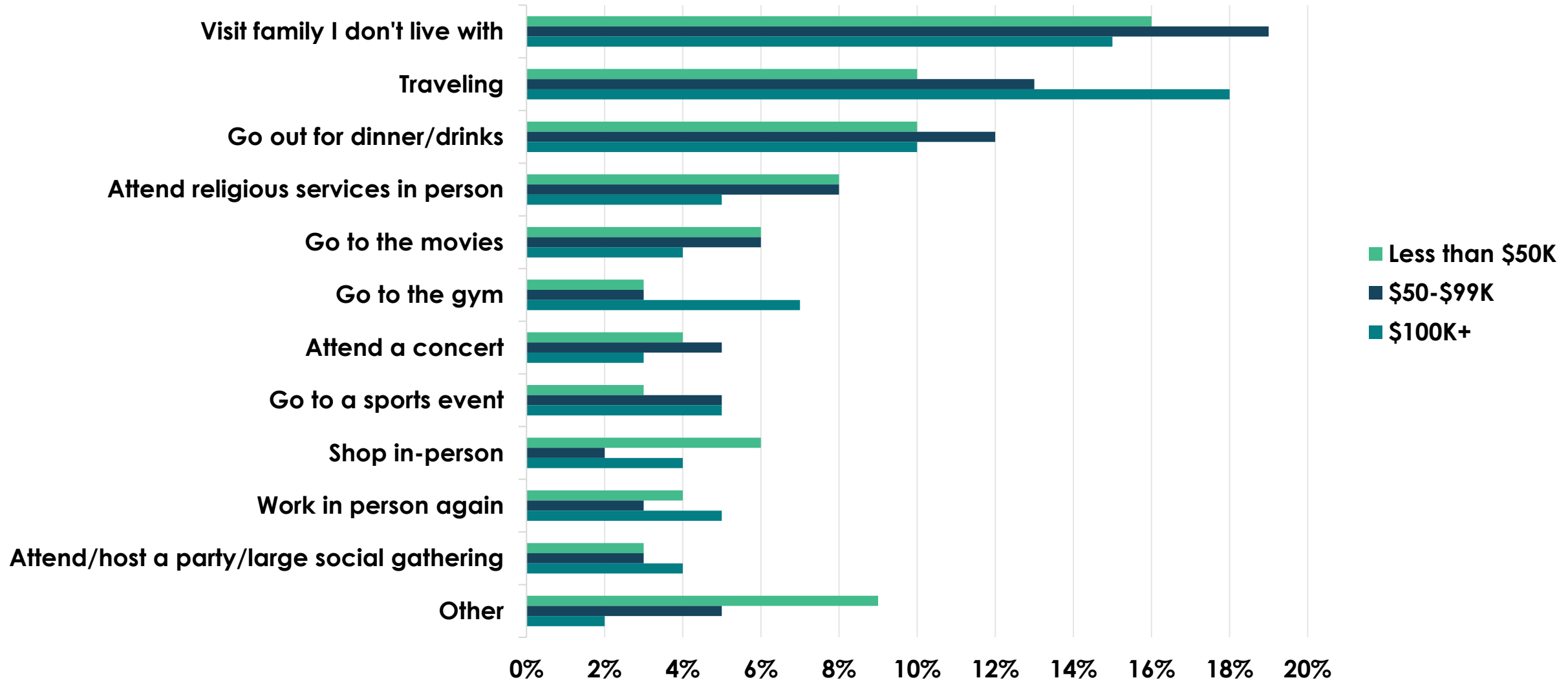
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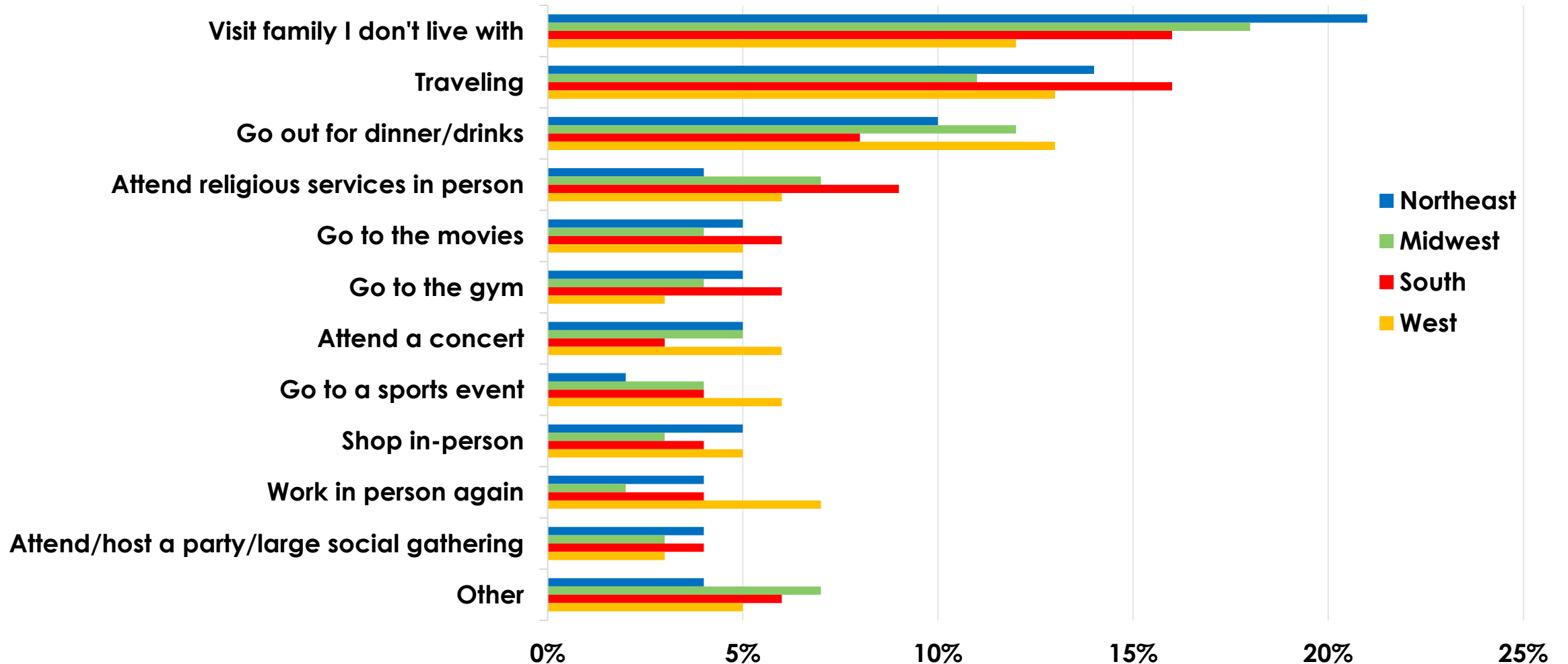
By Income



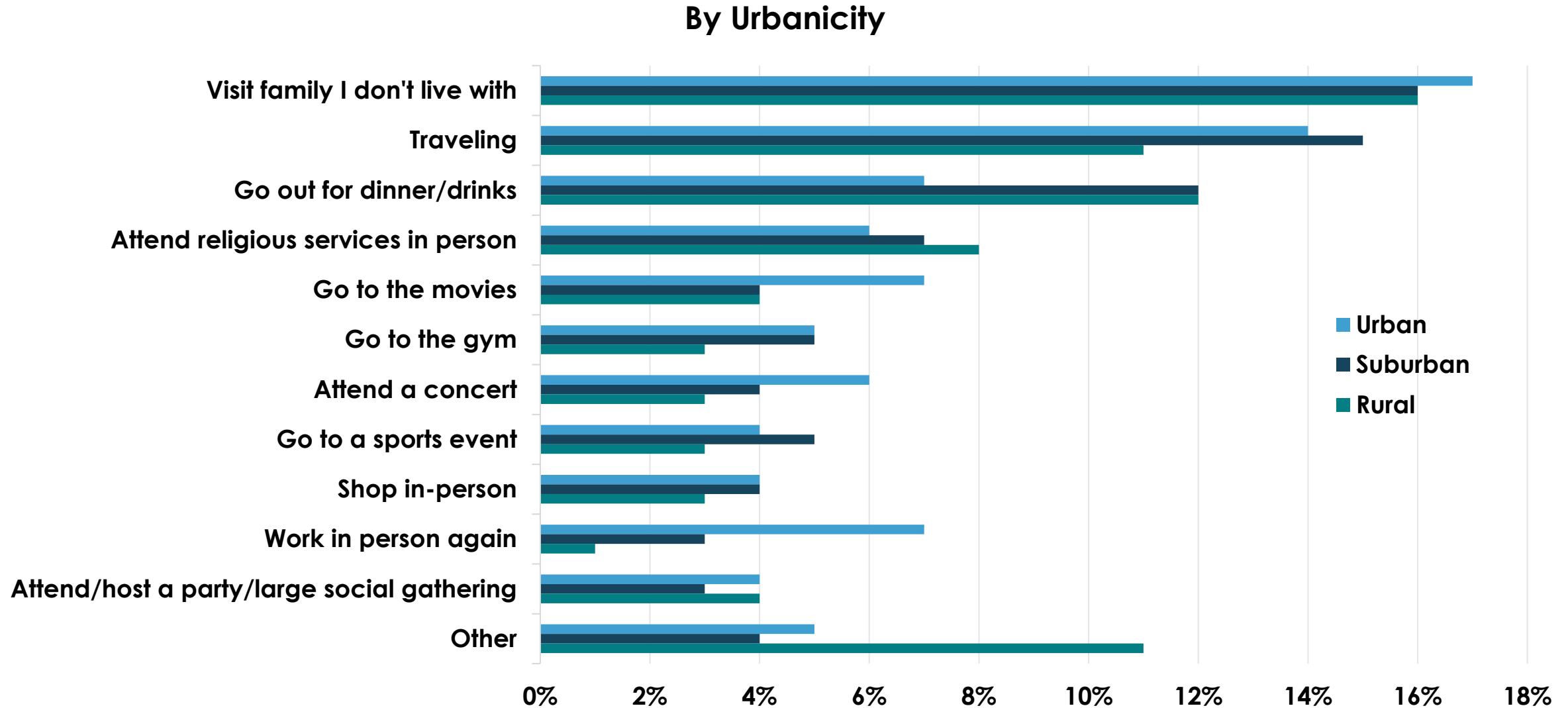
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By Region

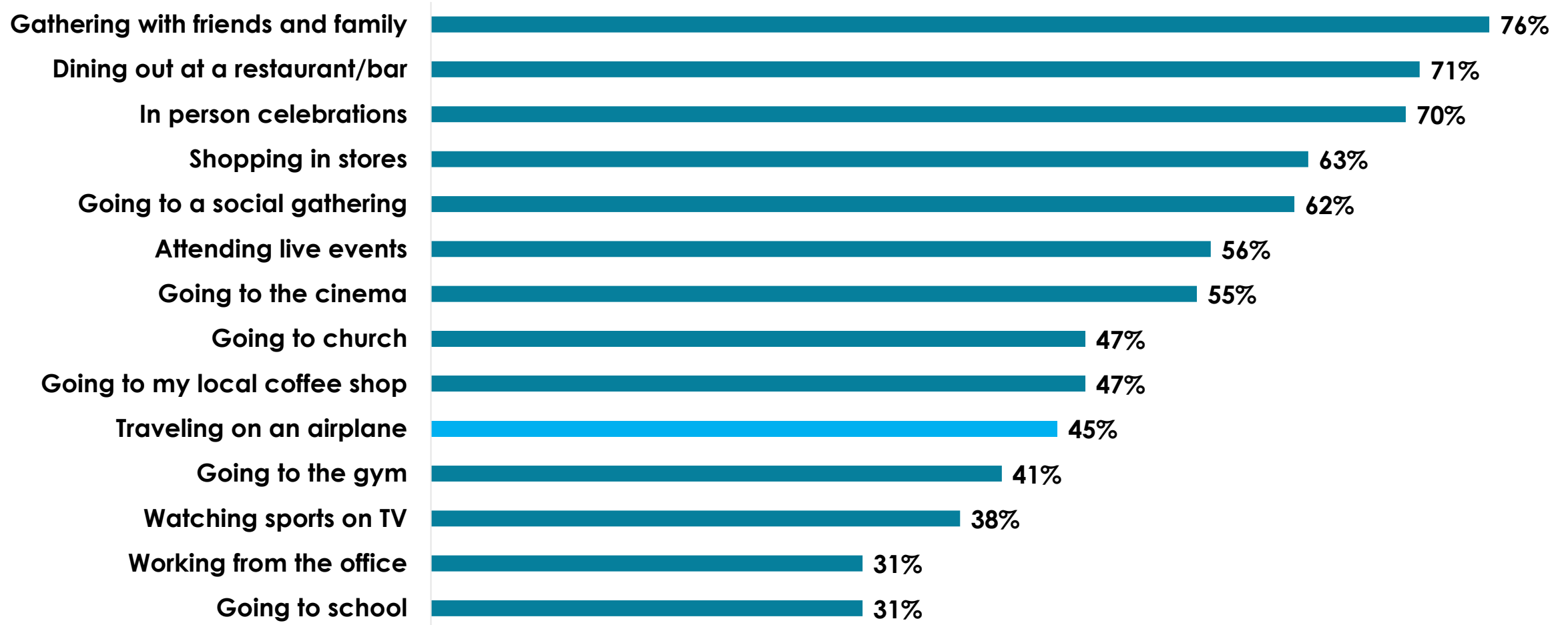


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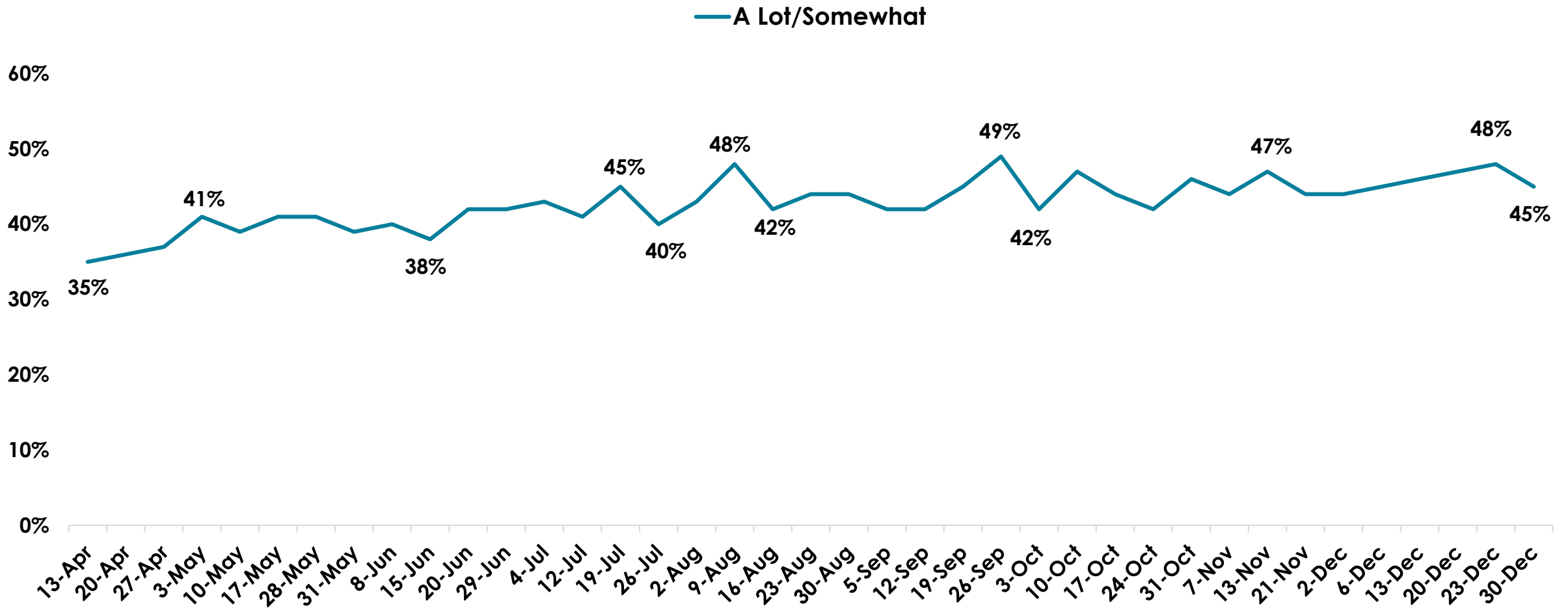


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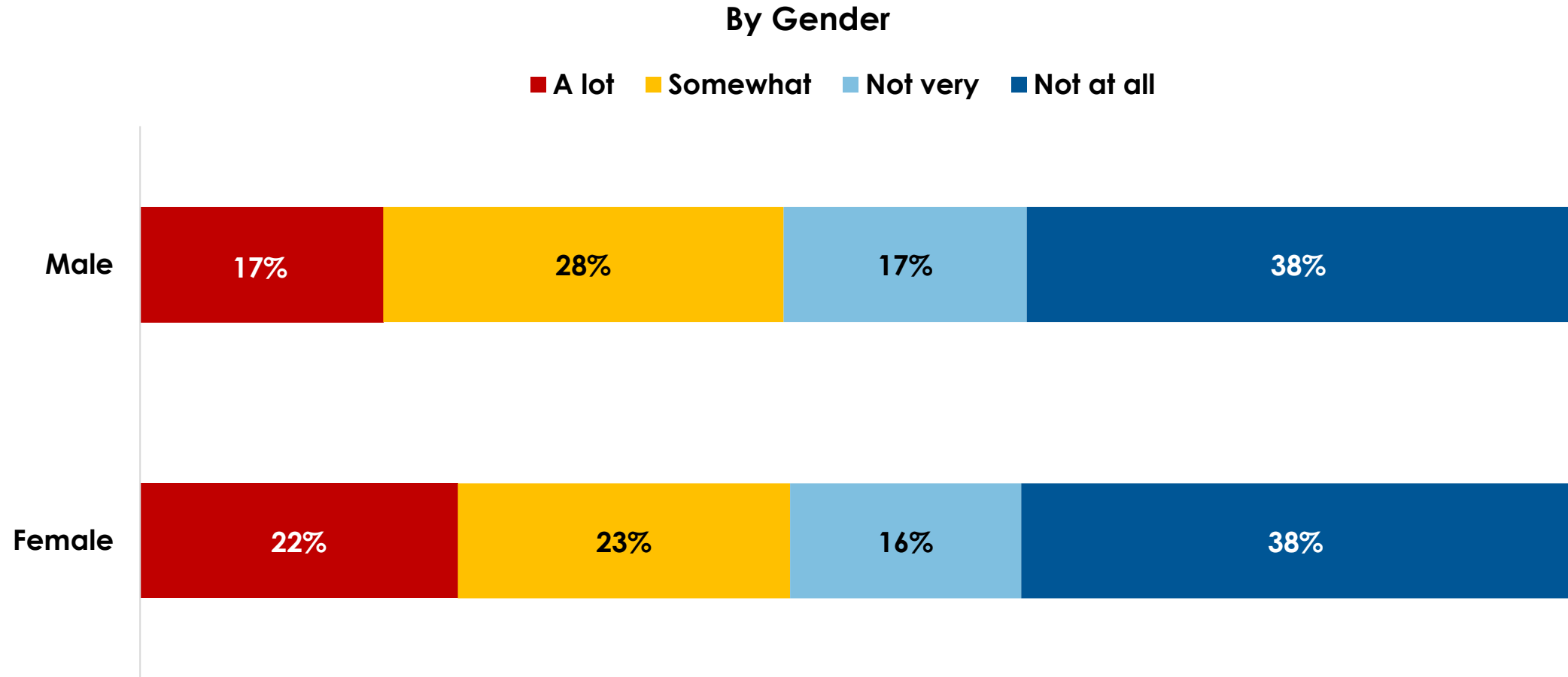
How much would you say you miss the following during this time of virus-related restrictions?



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

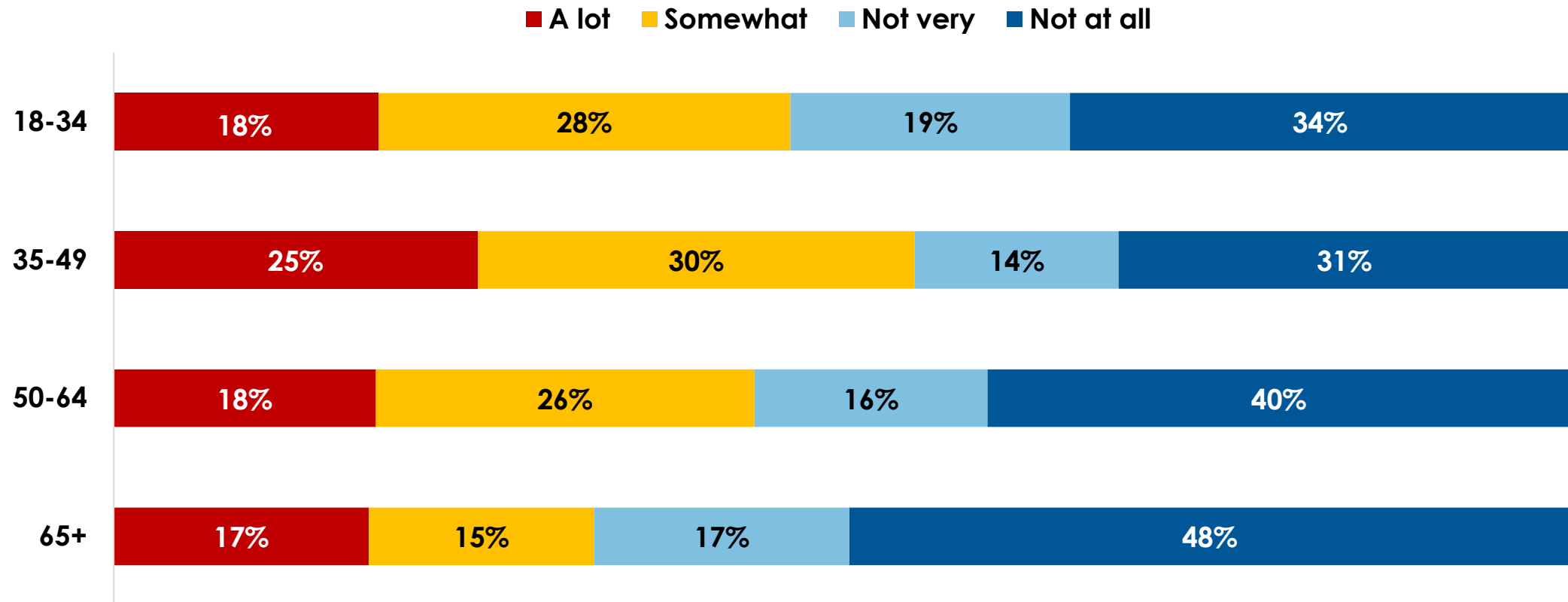


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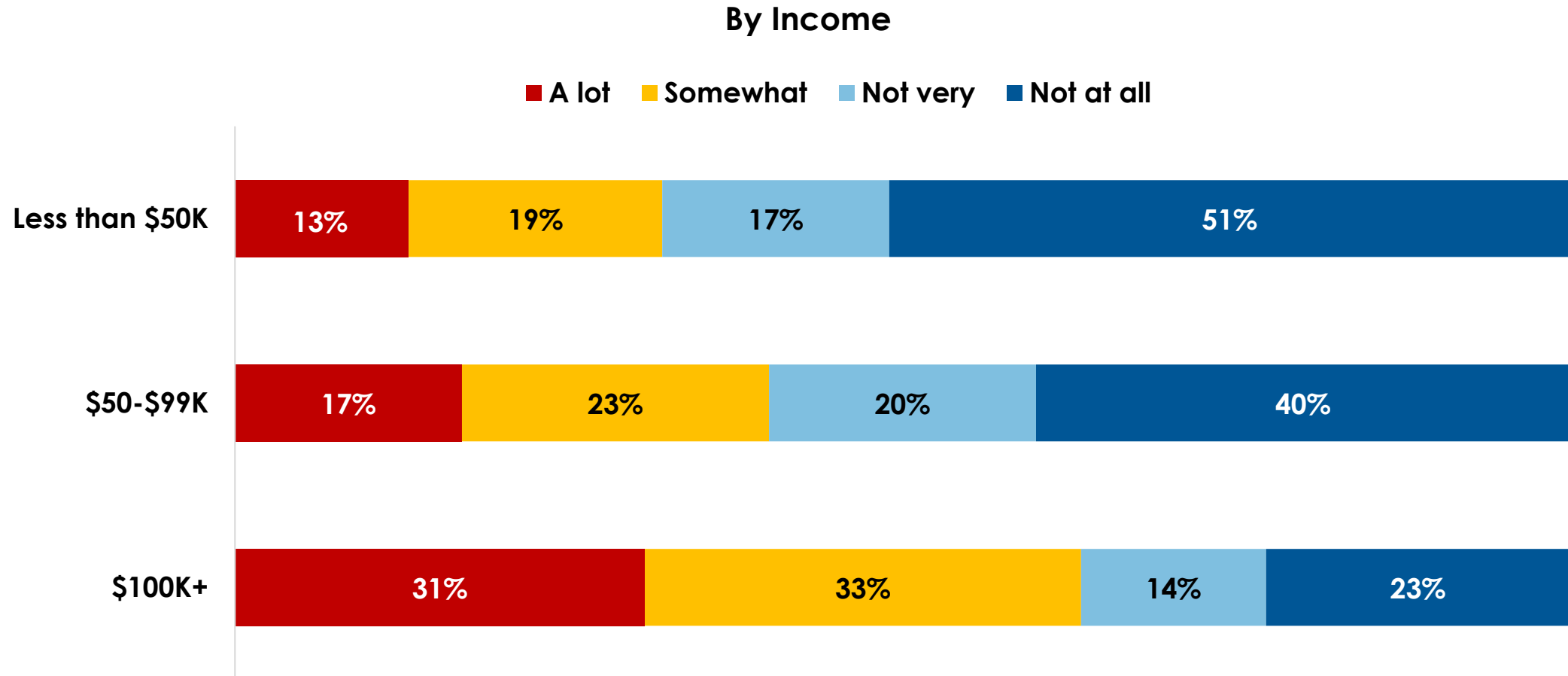
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By Age



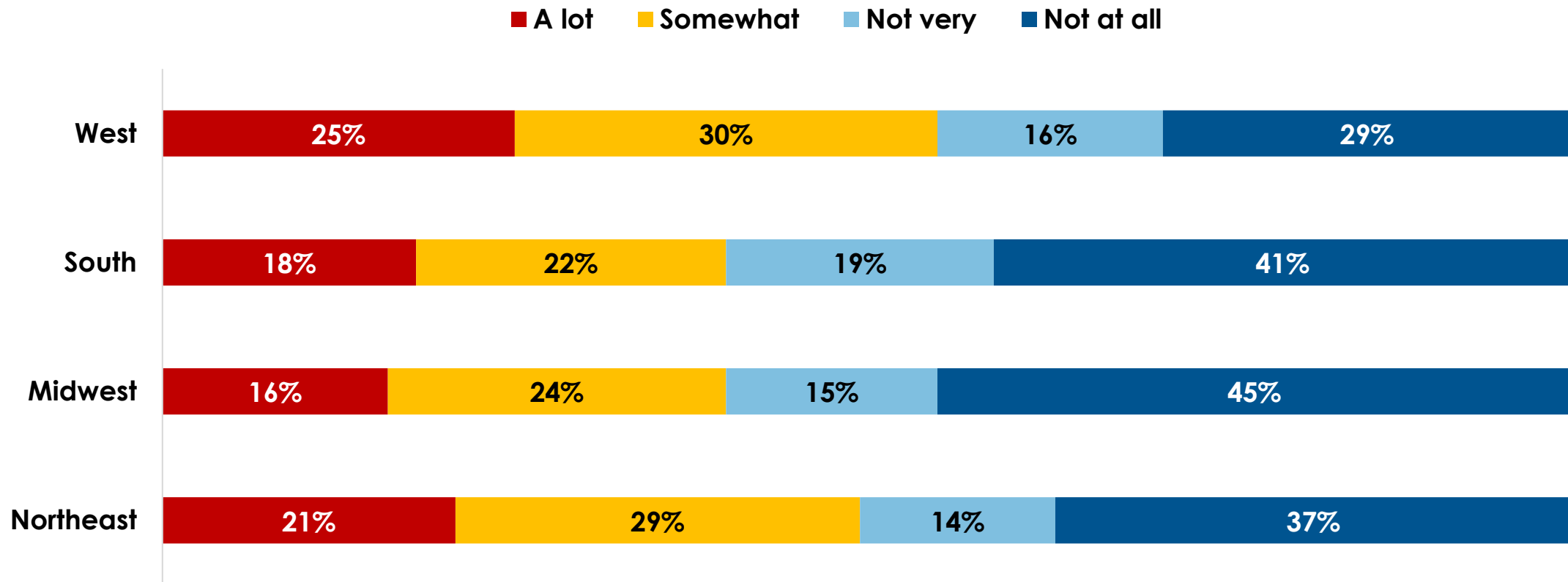
Source: HVCB analysis of Harris Poll COVID-19 Wave 45 (December 28-30, 2020)

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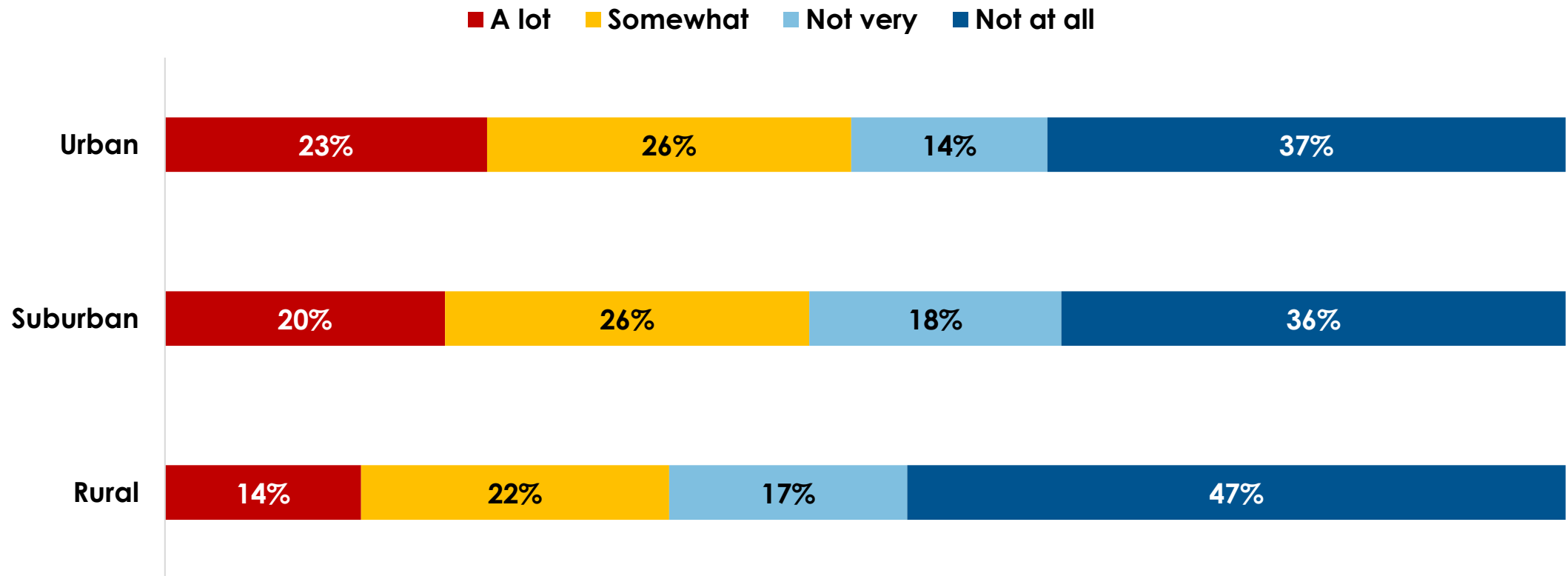
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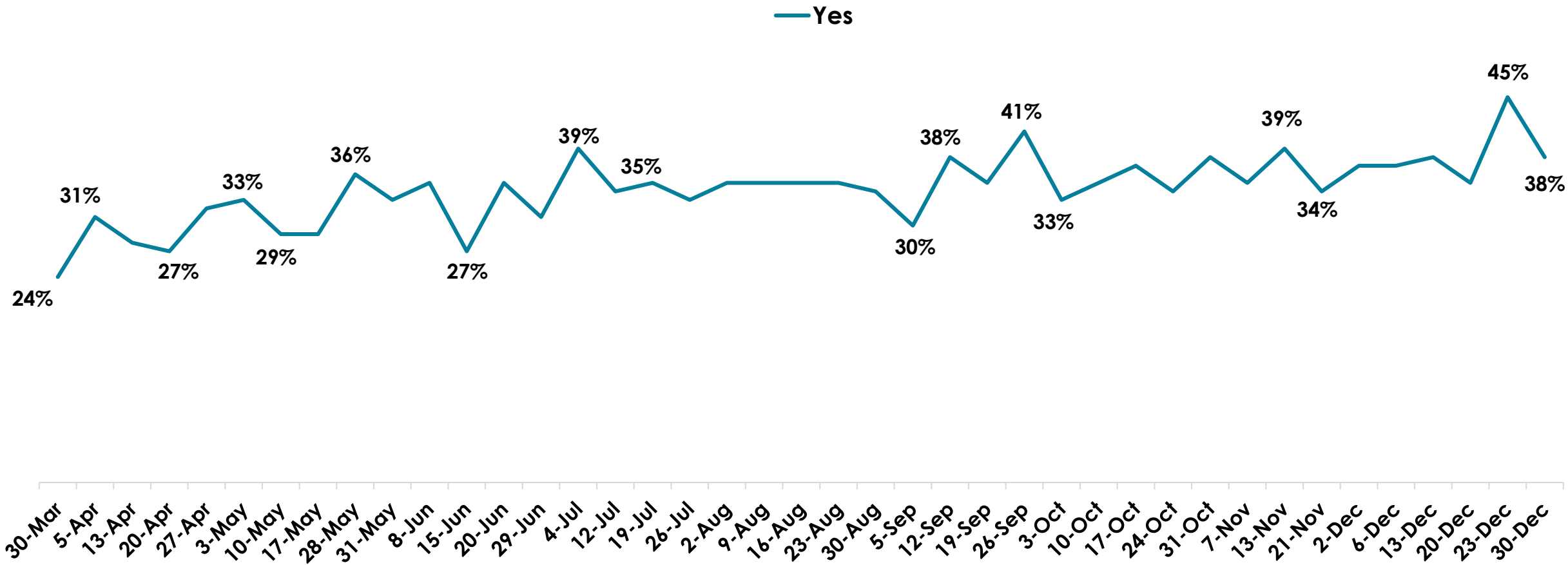


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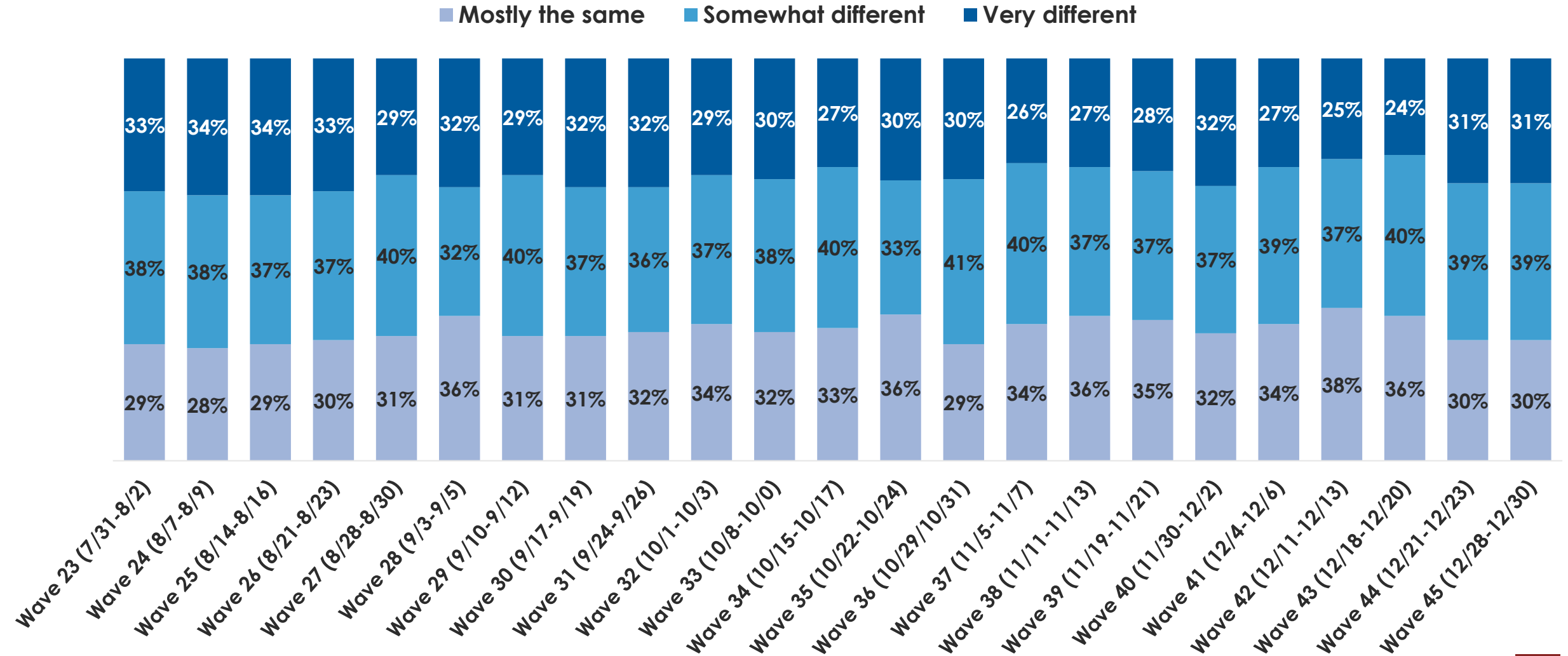
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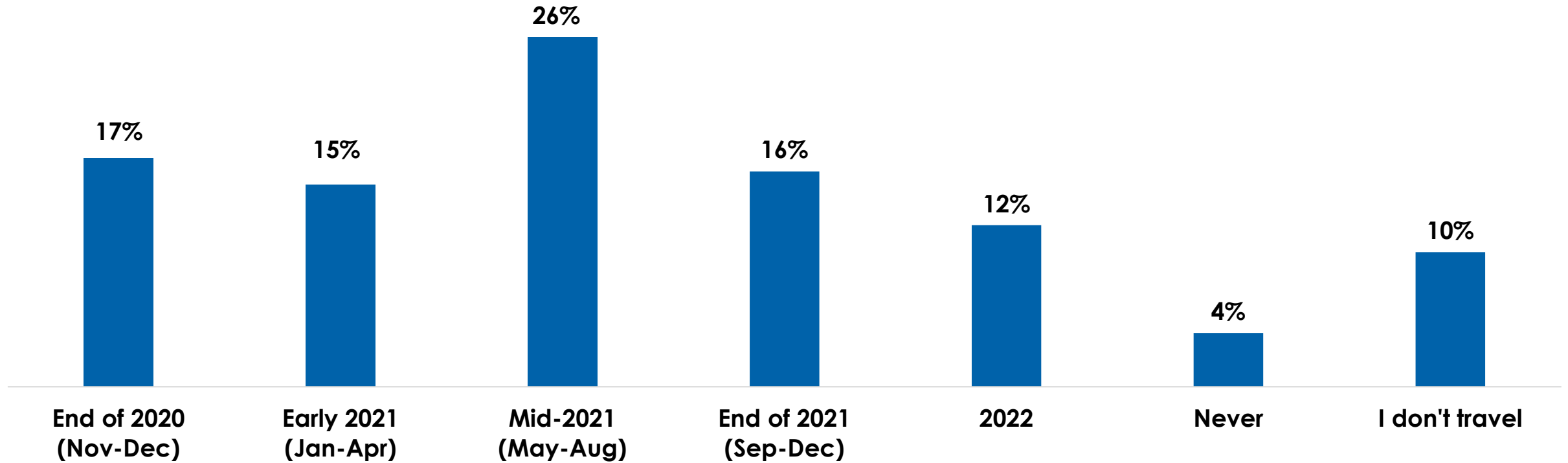
Are you planning to go on vacation/travel once things return to normal and businesses re-open?



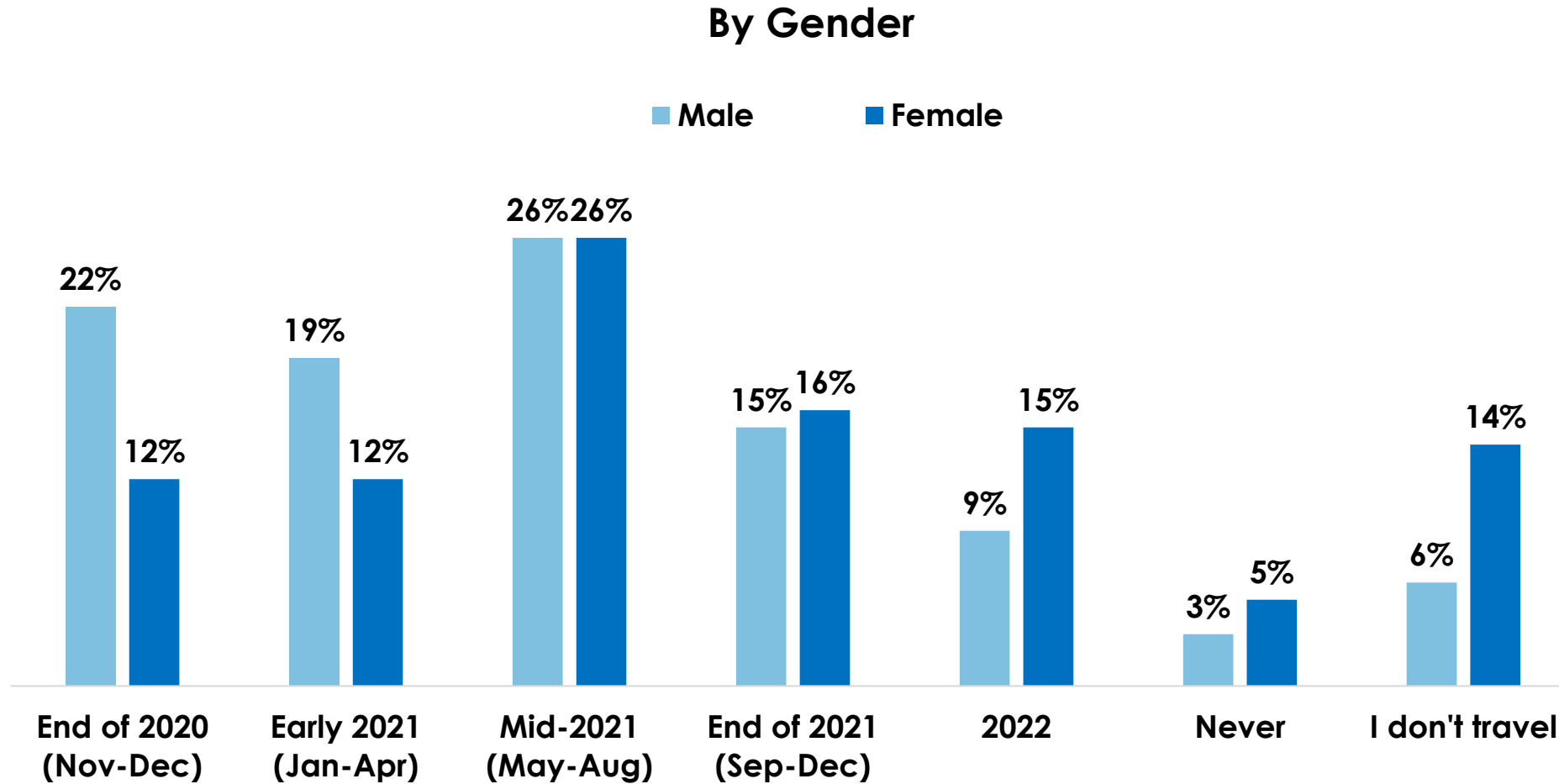
Once the pandemic is over and things return to normal, do you think travel/vacation will be very different, somewhat different or mostly the same?



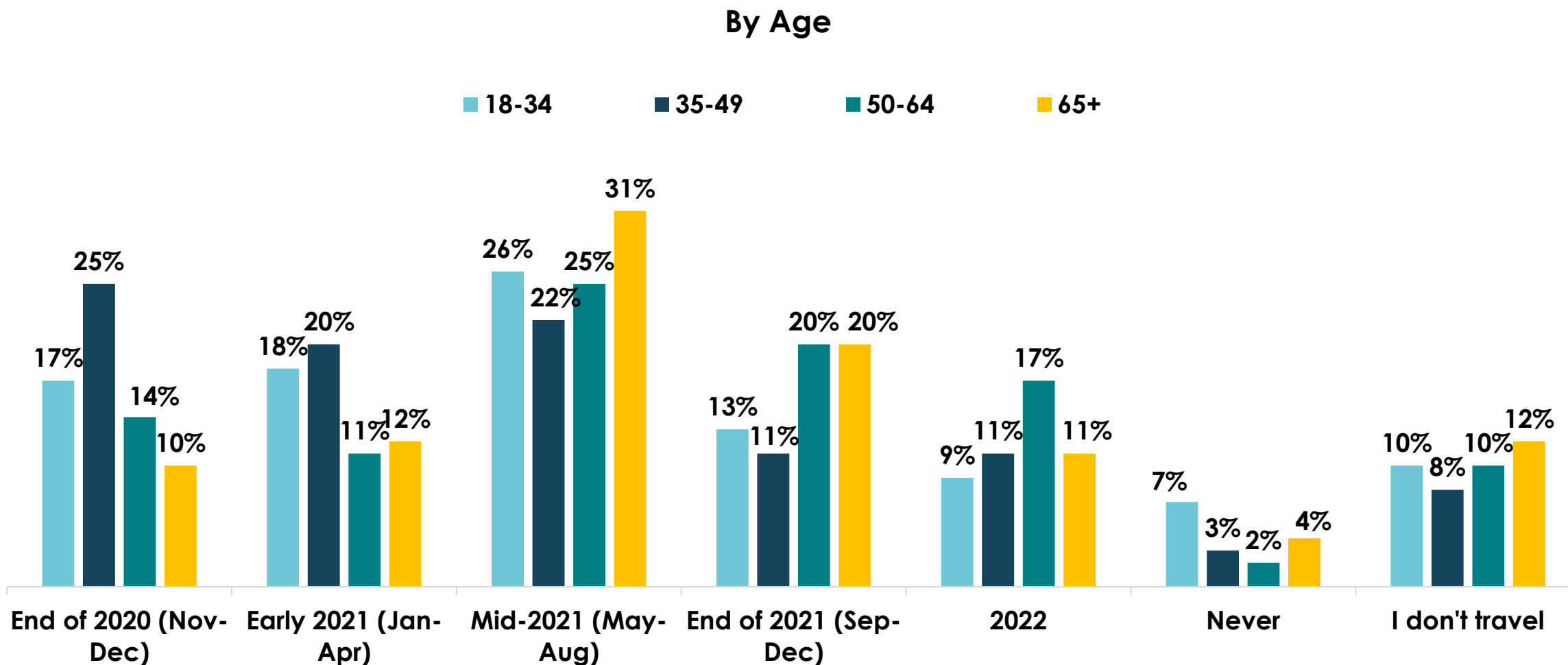
When, if ever, do you think you will be ready to travel?



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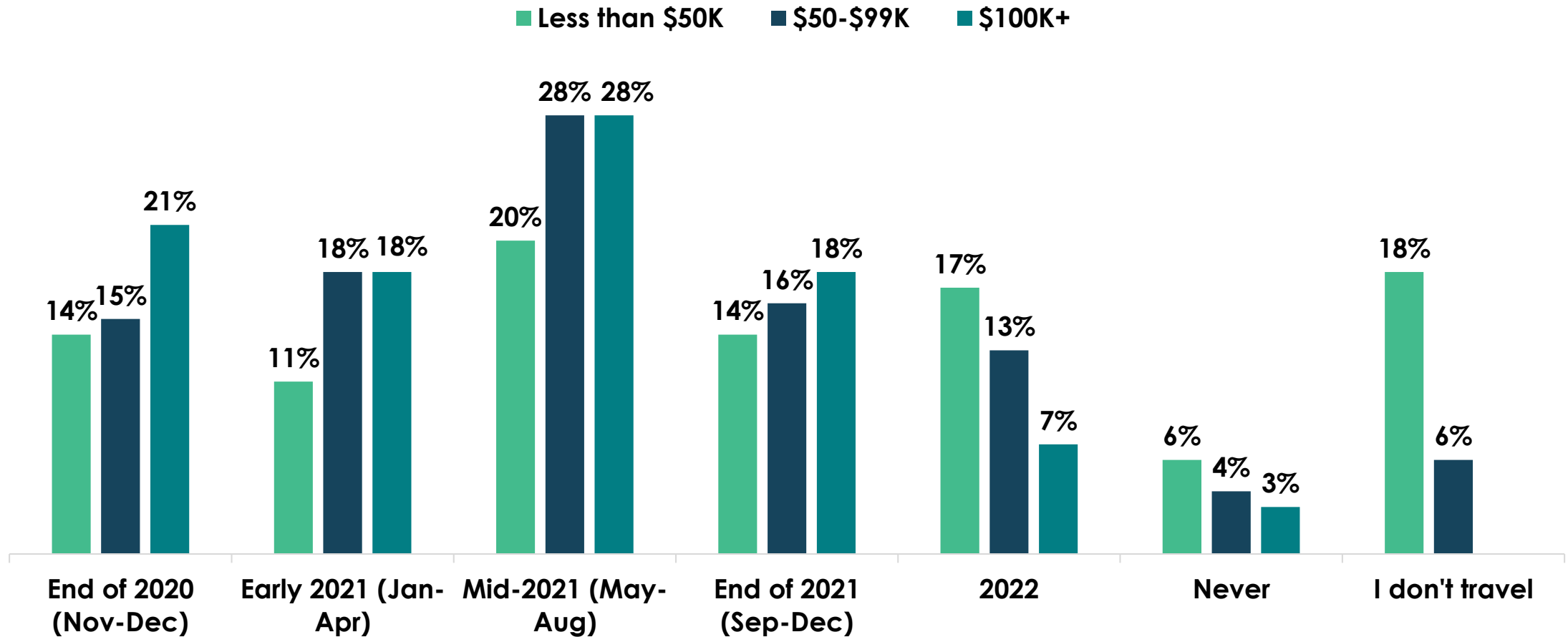
When, if ever, do you think you will be ready to travel?



Source: HVCB analysis of Harris Poll COVID-19 Wave 39 (November 19-21, 2020)

When, if ever, do you think you will be ready to travel?

By Income

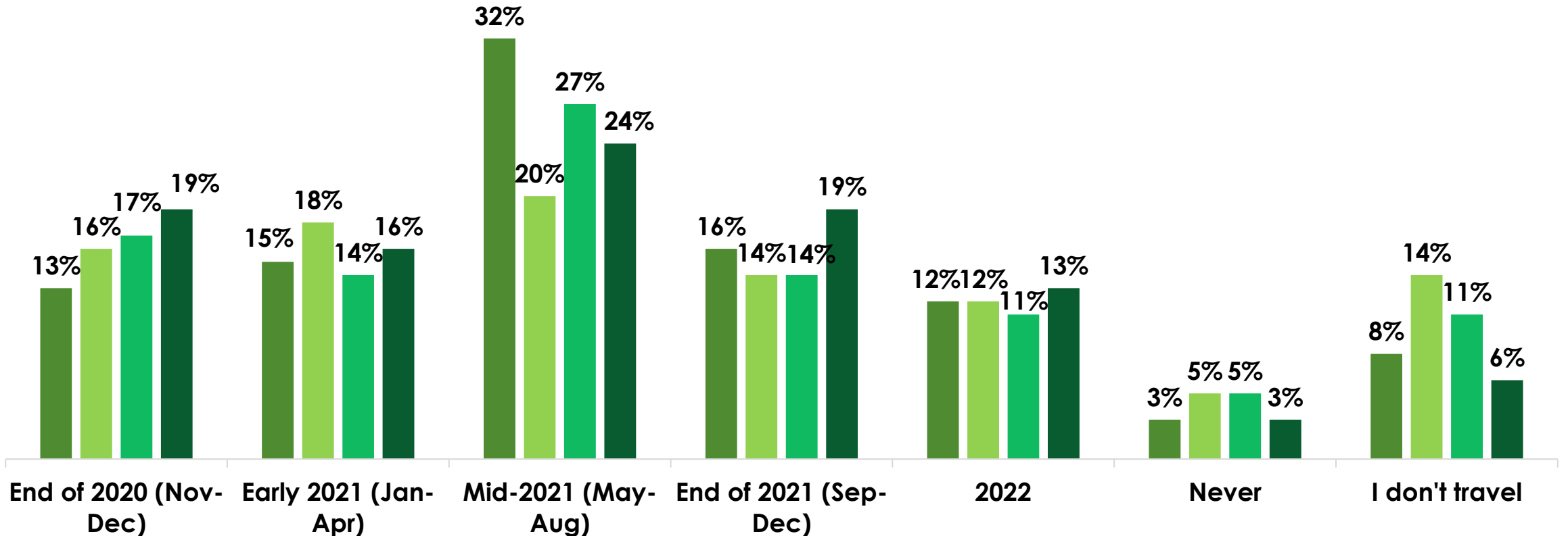


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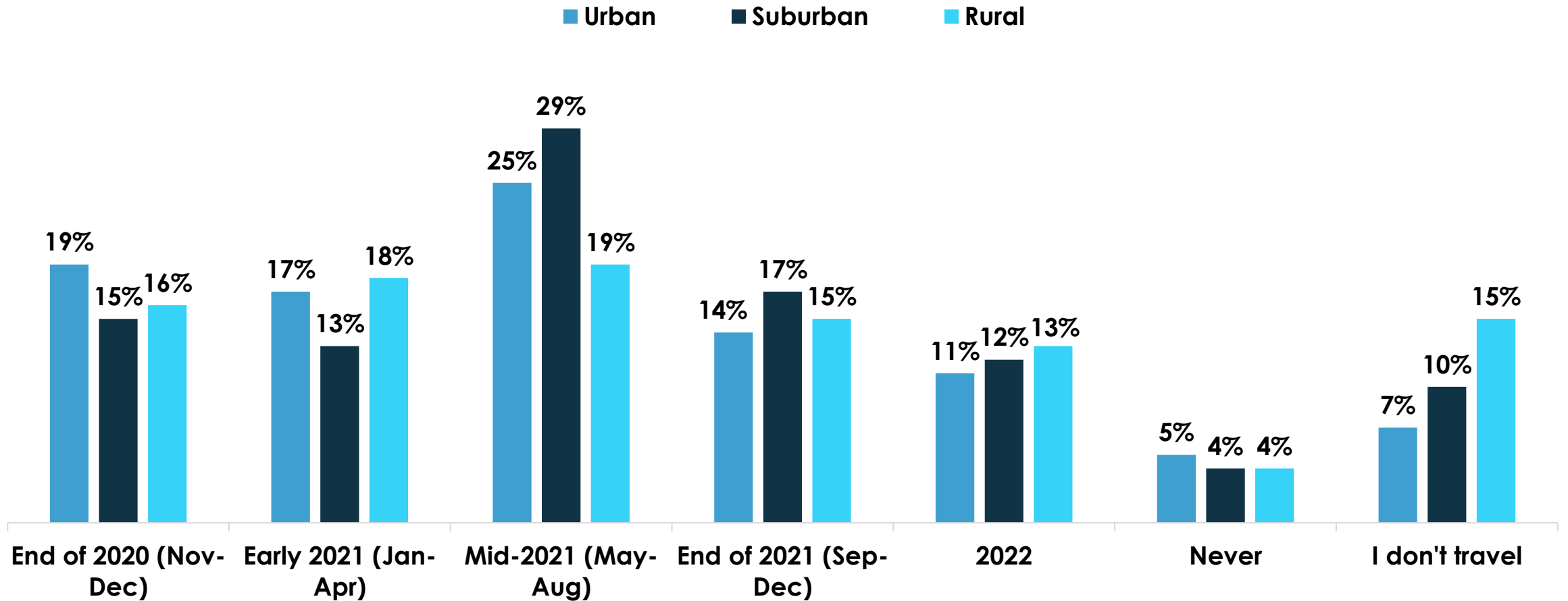
By Region

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By Urbanicity



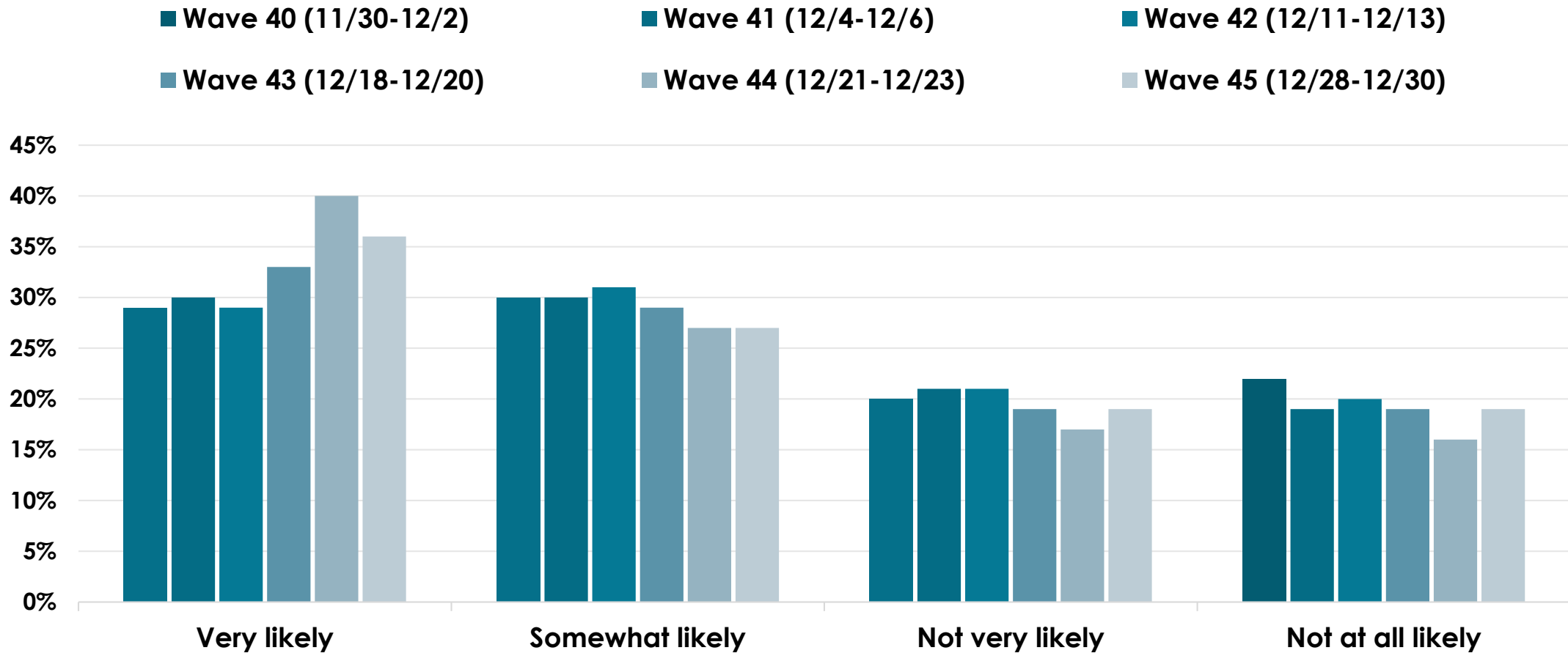
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Impact of a Vaccine & Testing

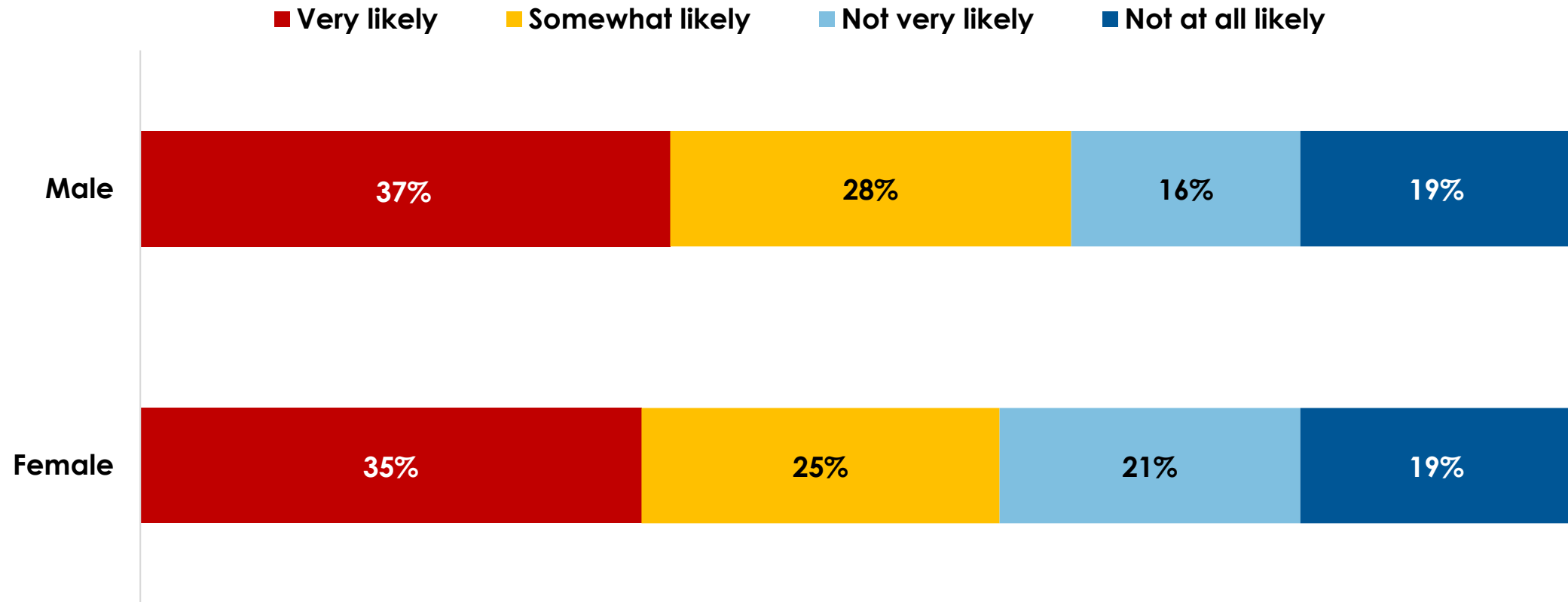


How likely are you to get a COVID-19 vaccine as soon as it becomes available?

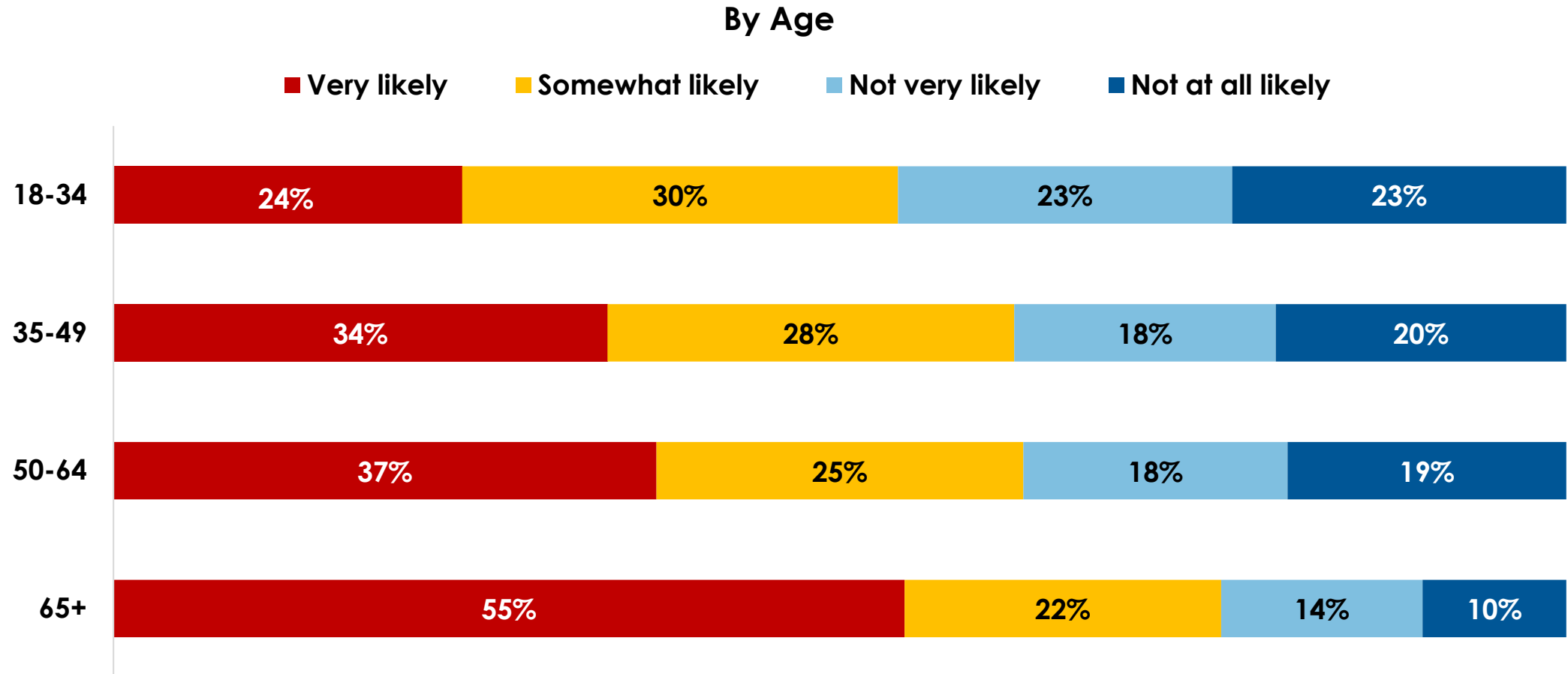


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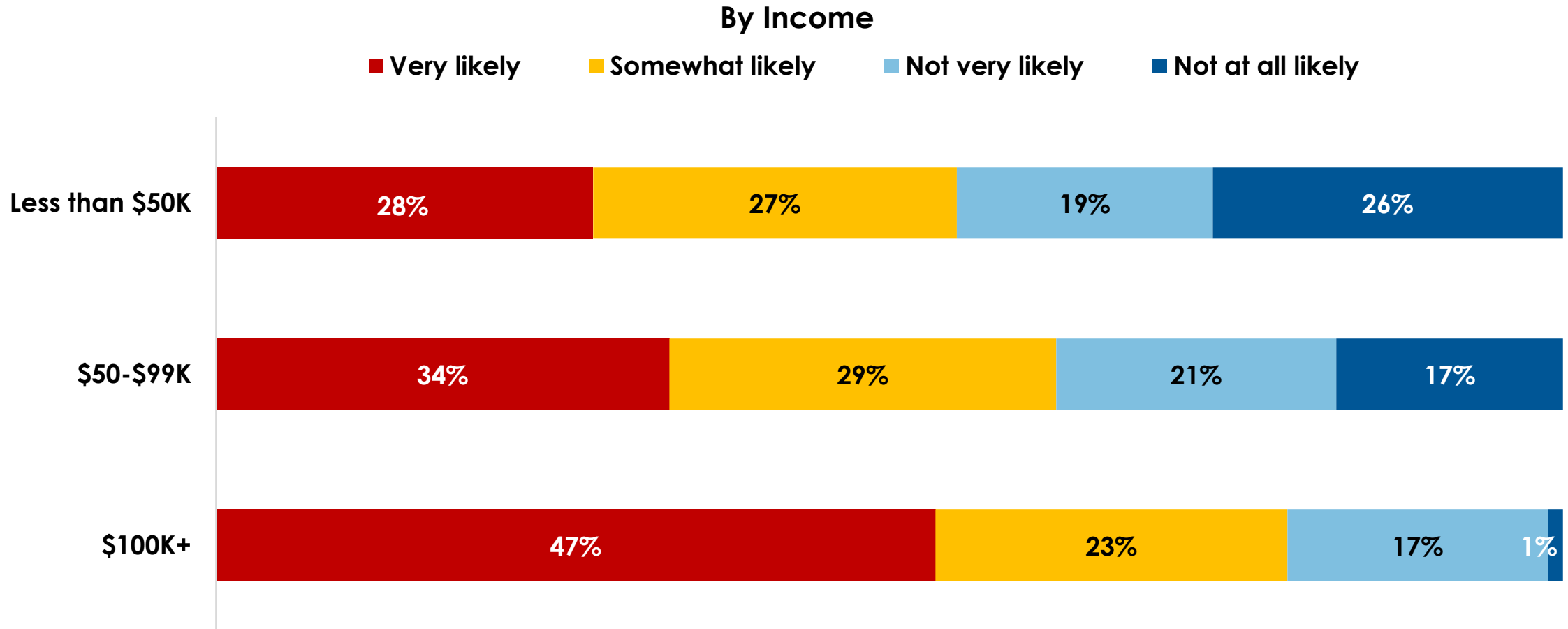
By Gender



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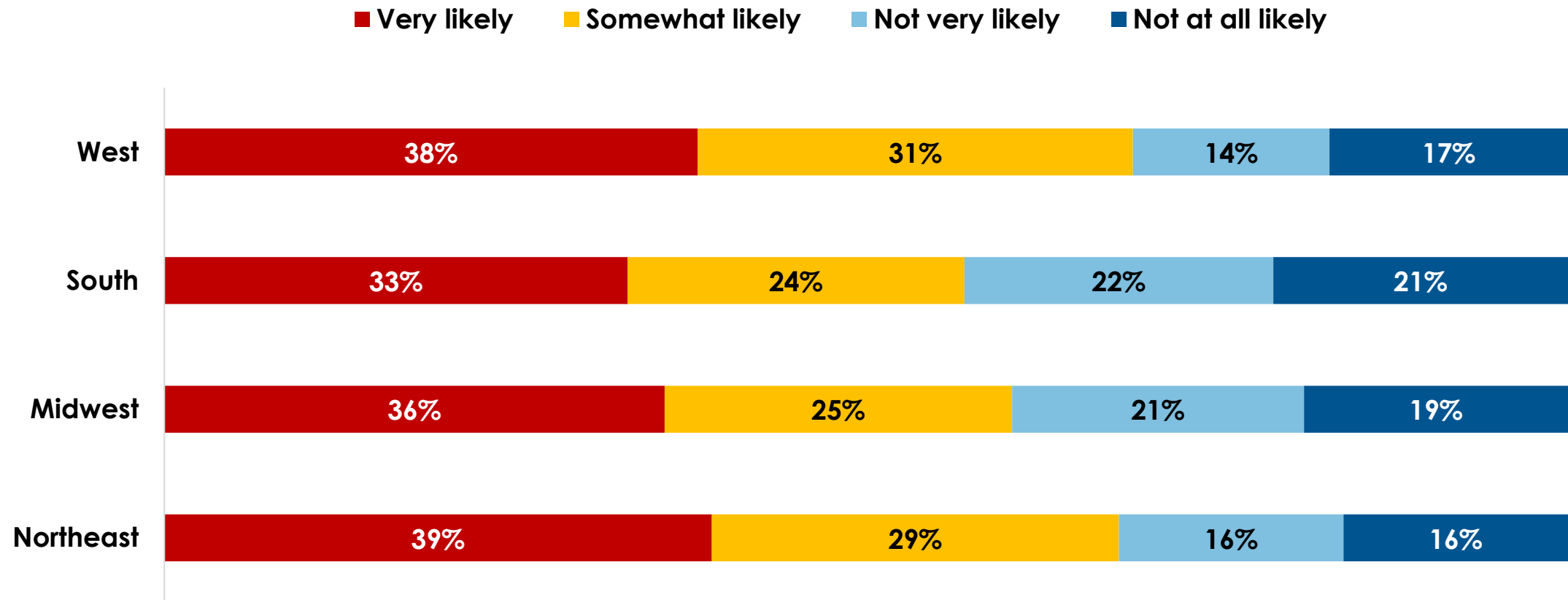


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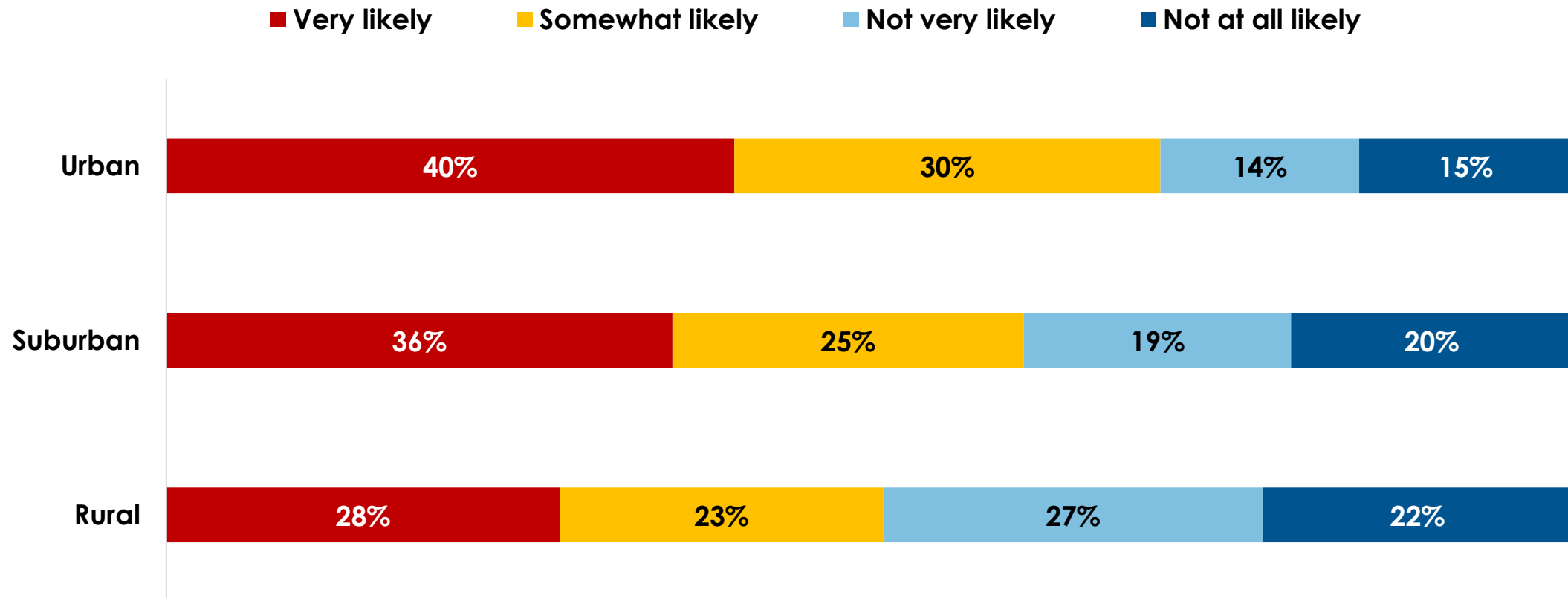
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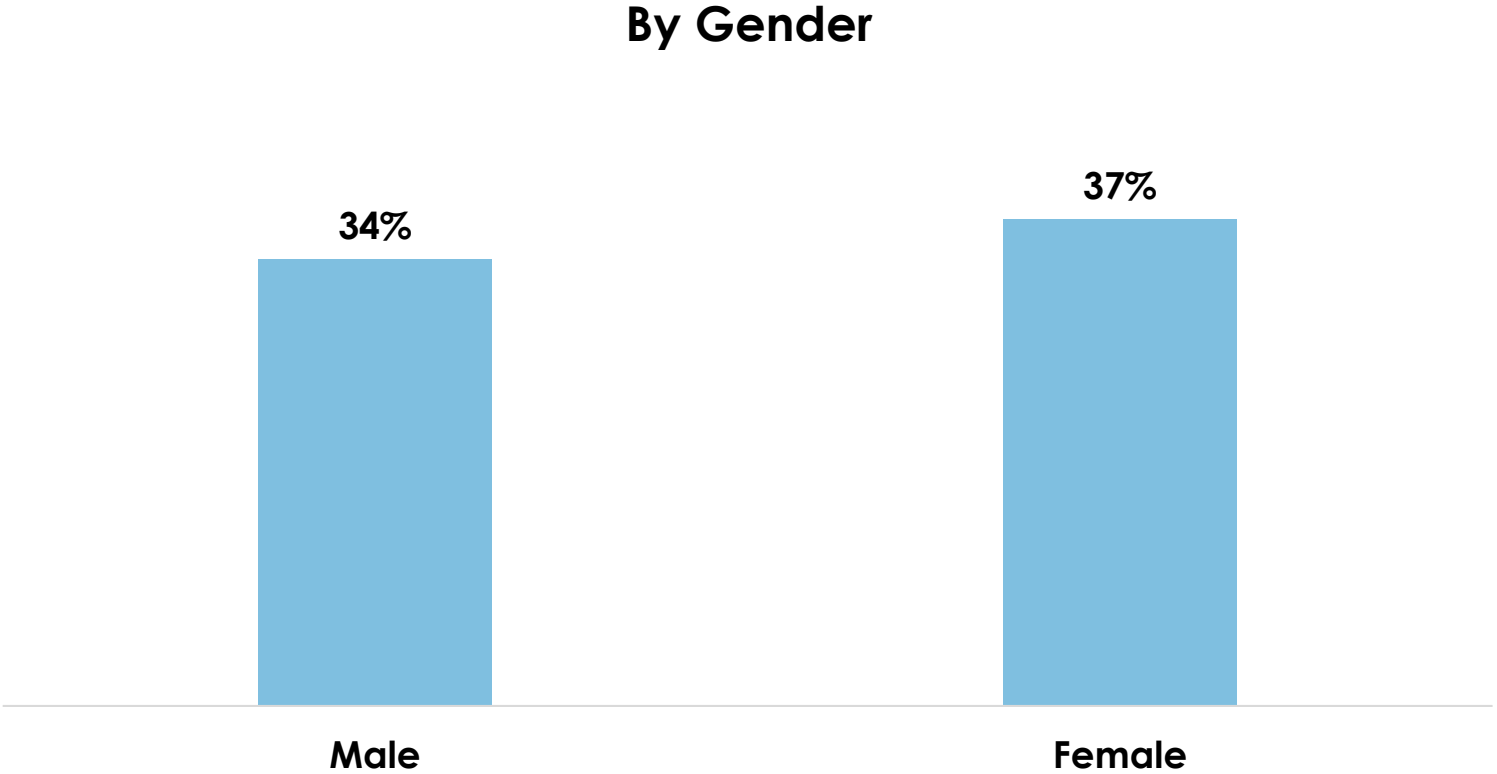
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Once a vaccine is available and enough of the U.S. public has been vaccinated that things return to normal, are you planning to purchase vacations/travel bookings?

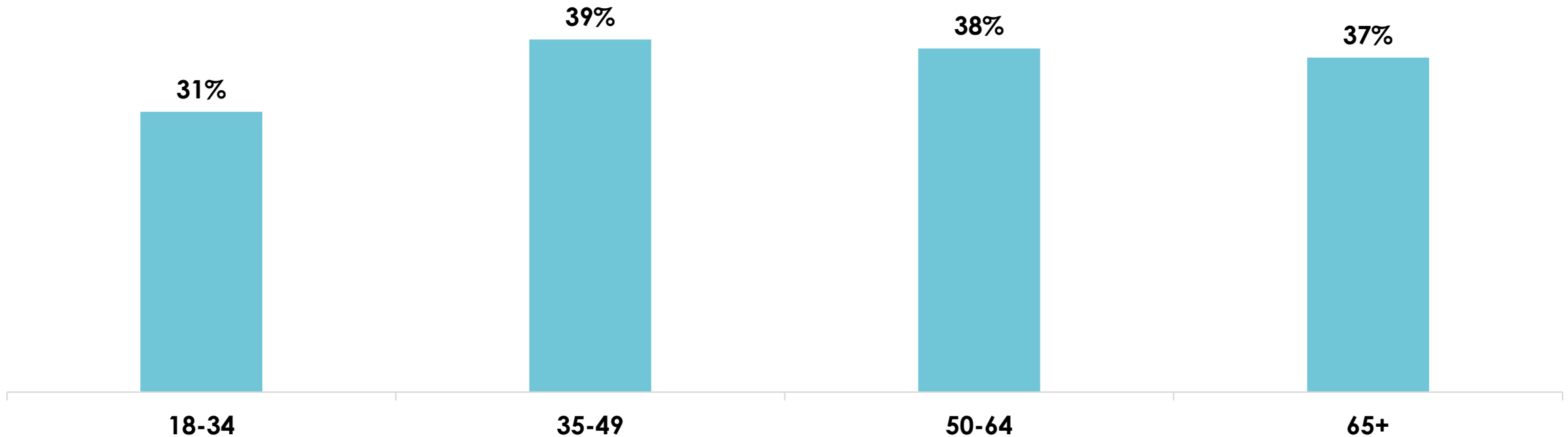


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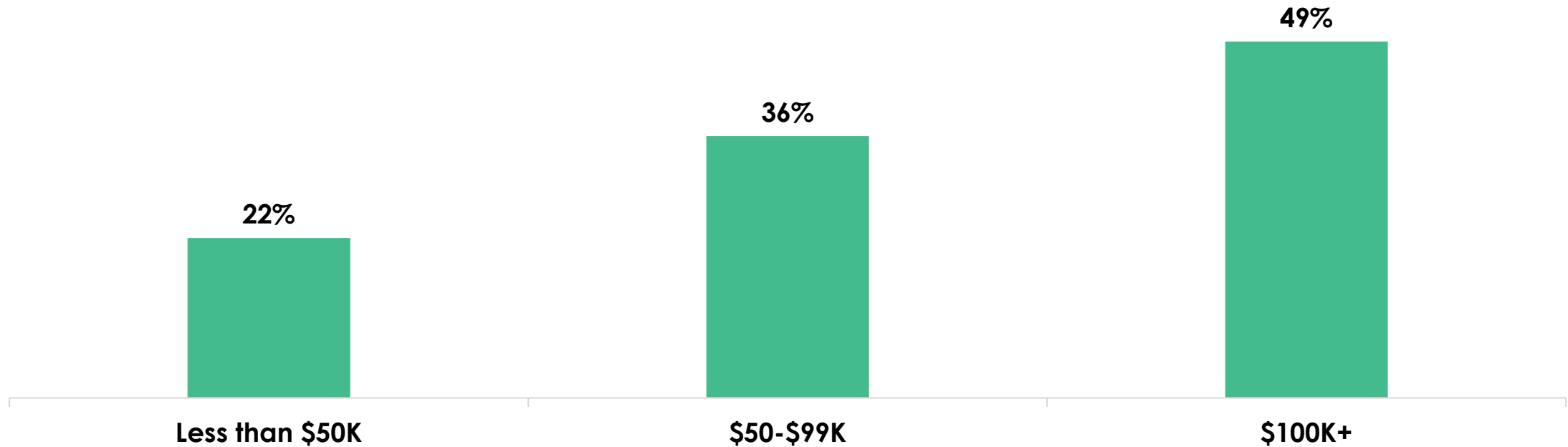
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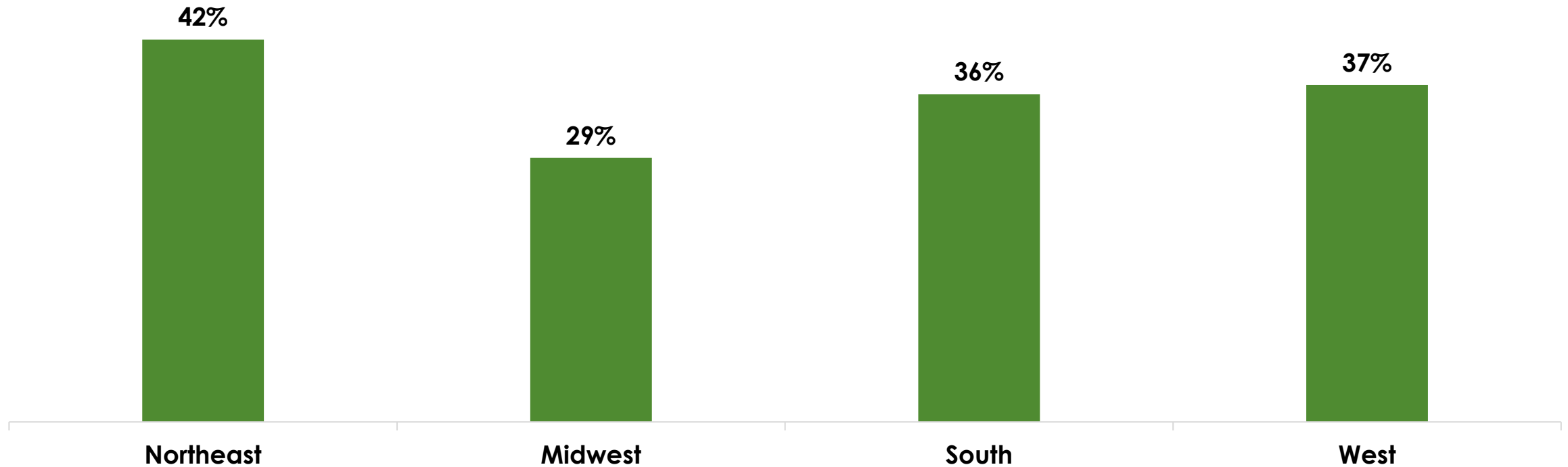
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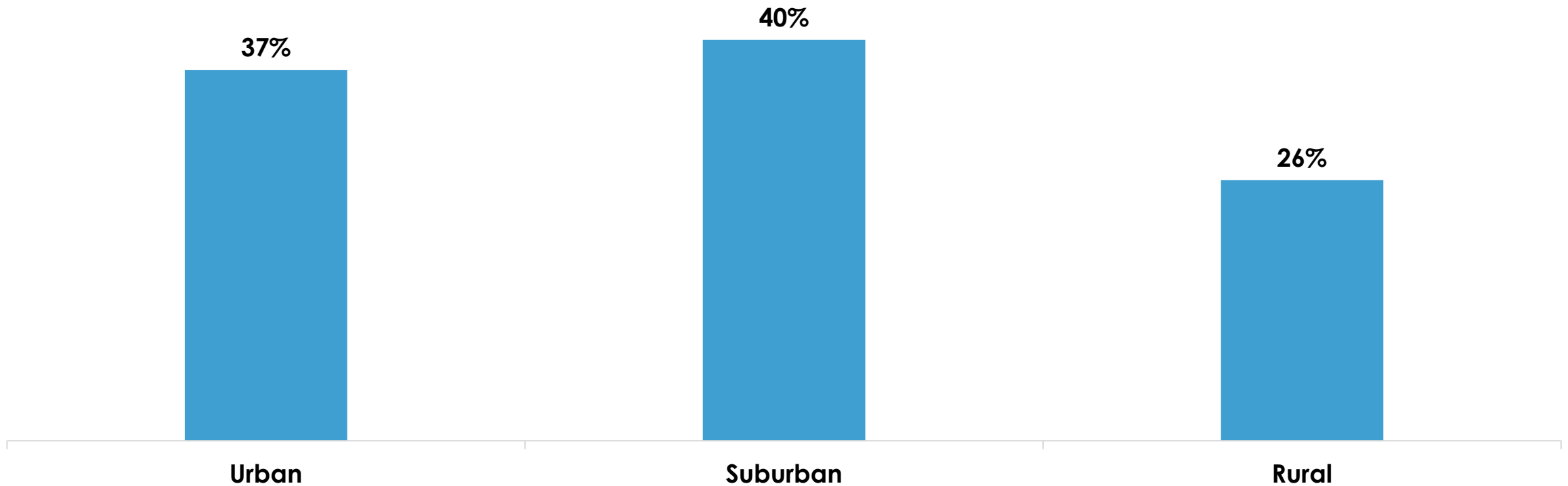
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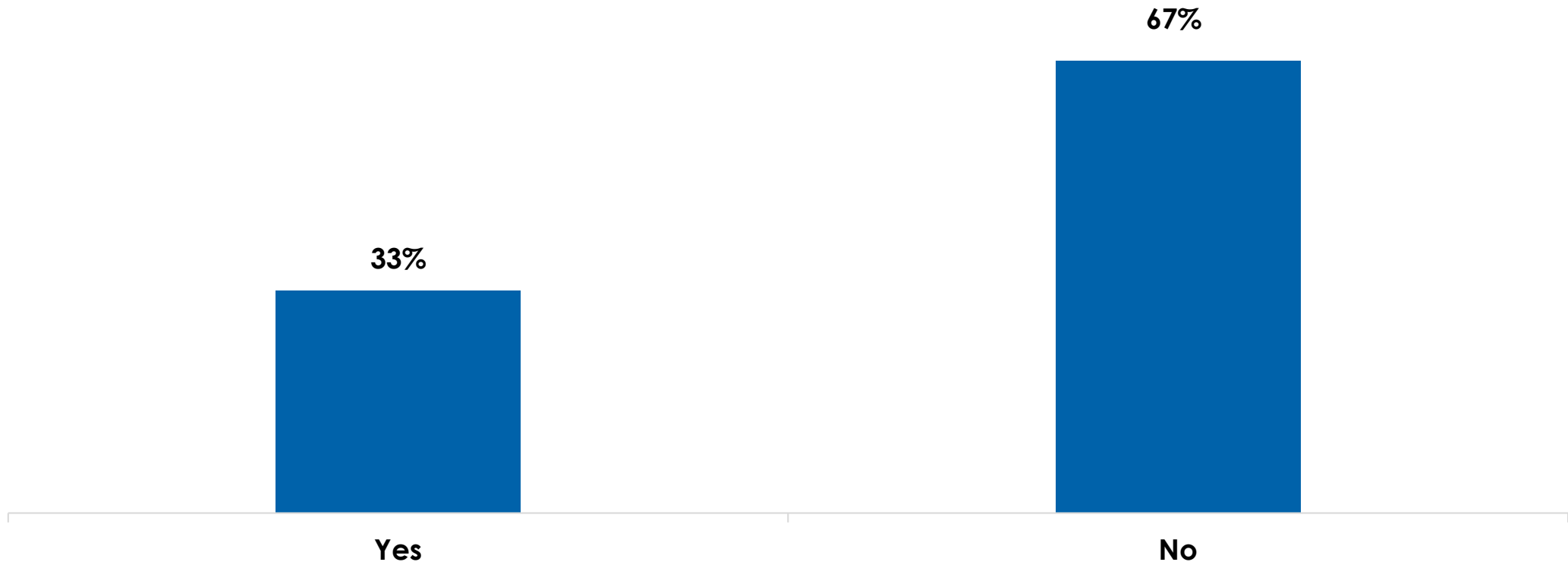


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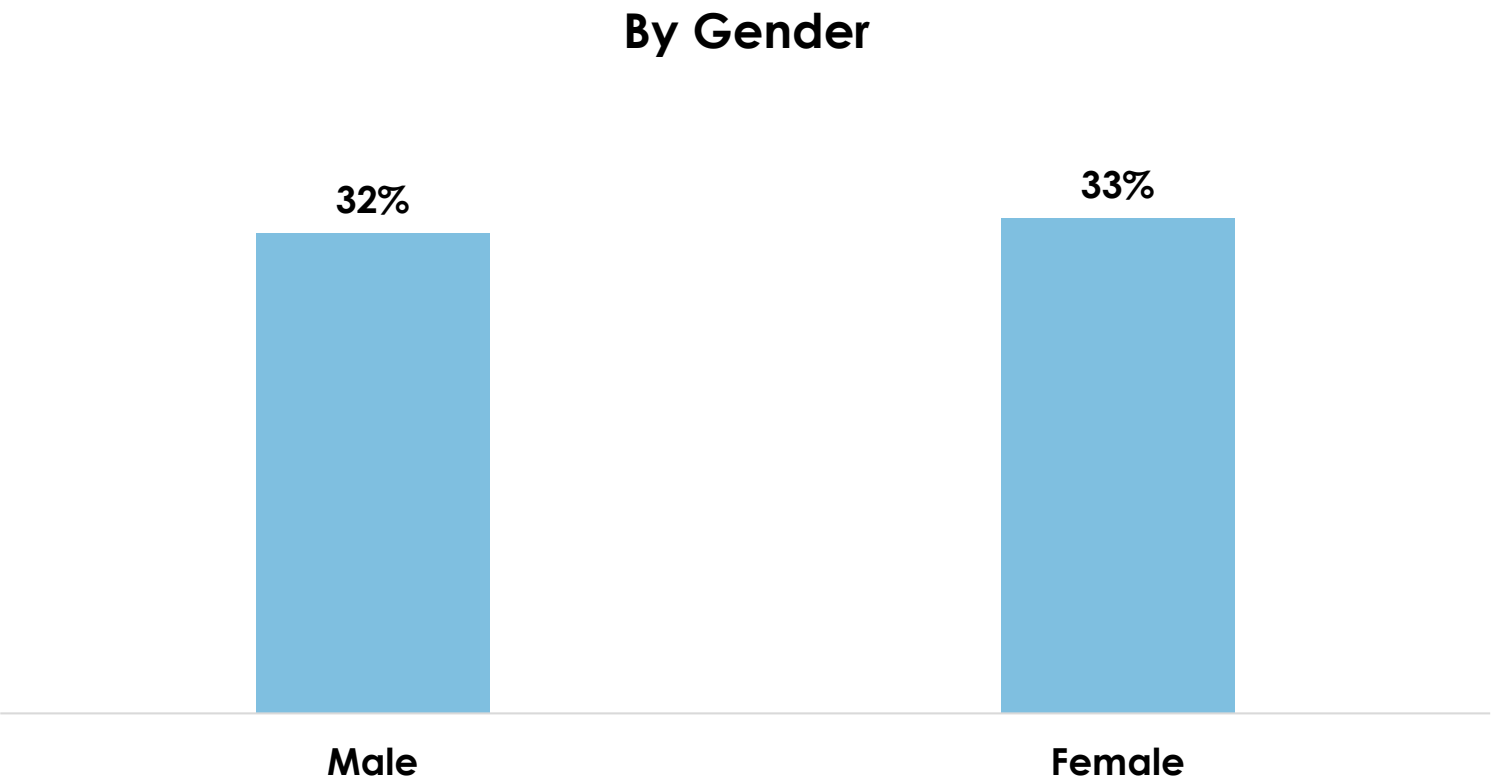
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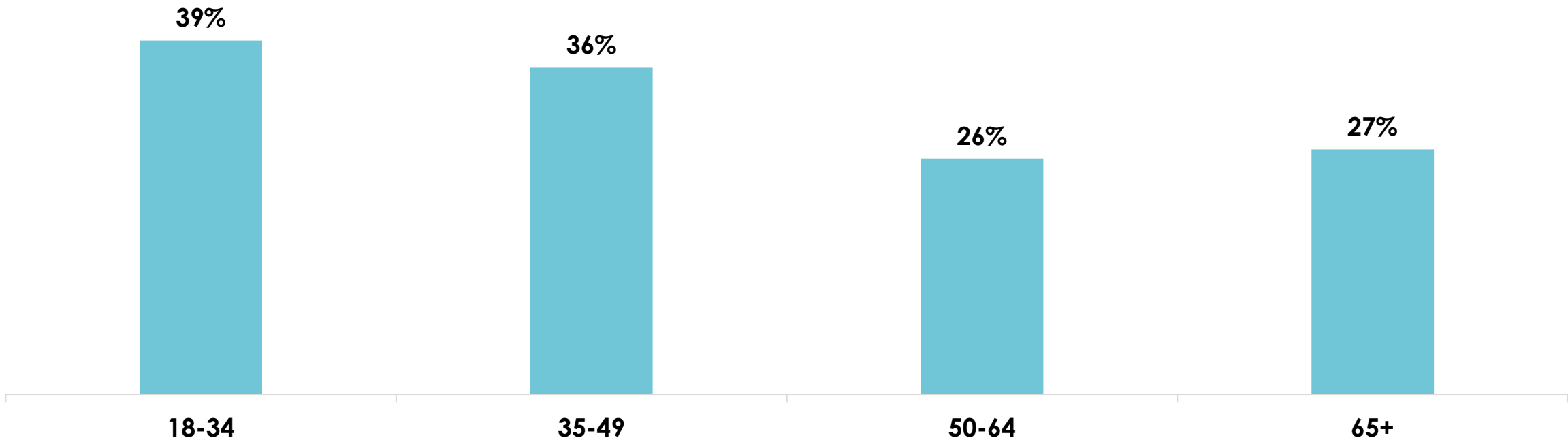


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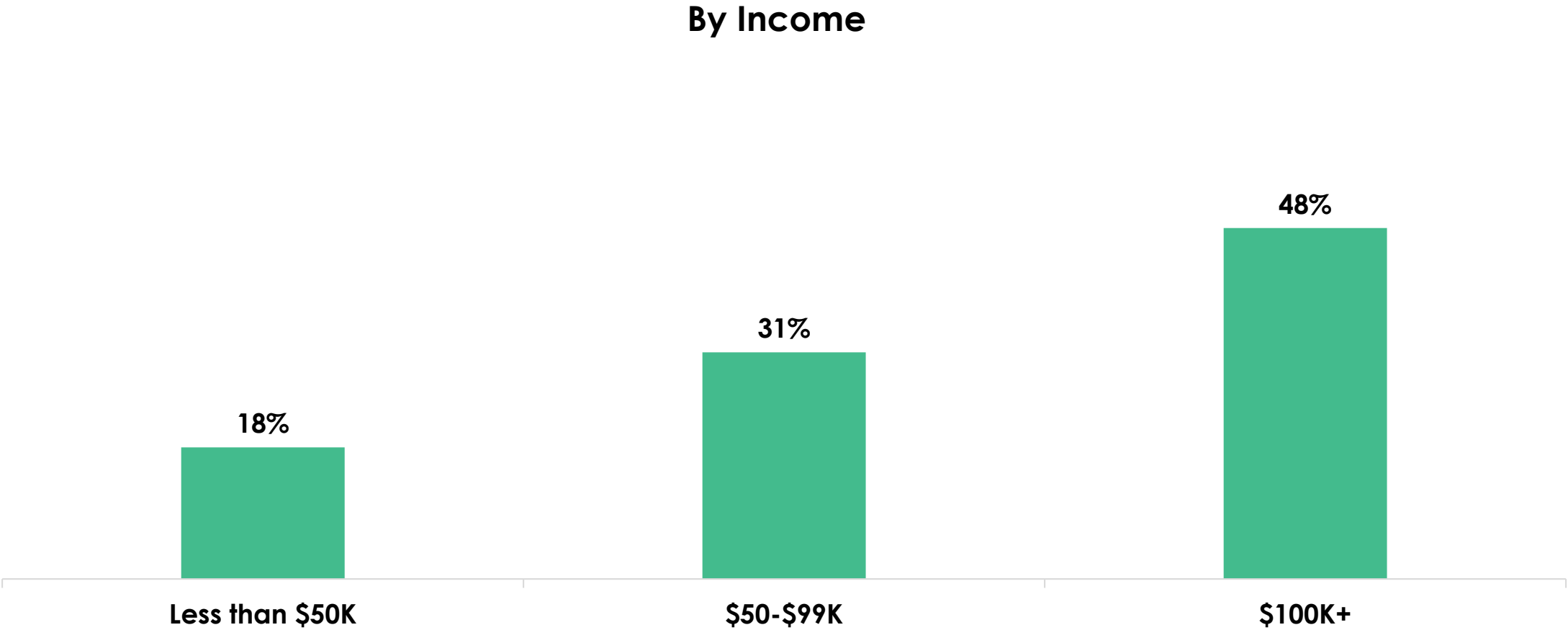
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Source: HVCB analysis of Harris Poll COVID-19 Wave 41 (December 4-6, 2020)

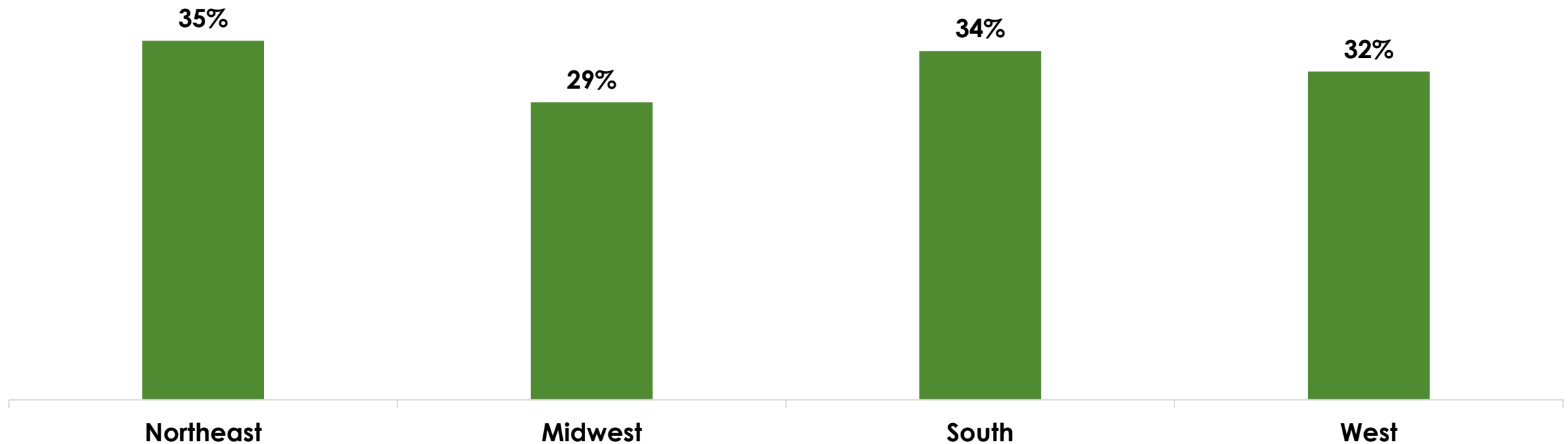
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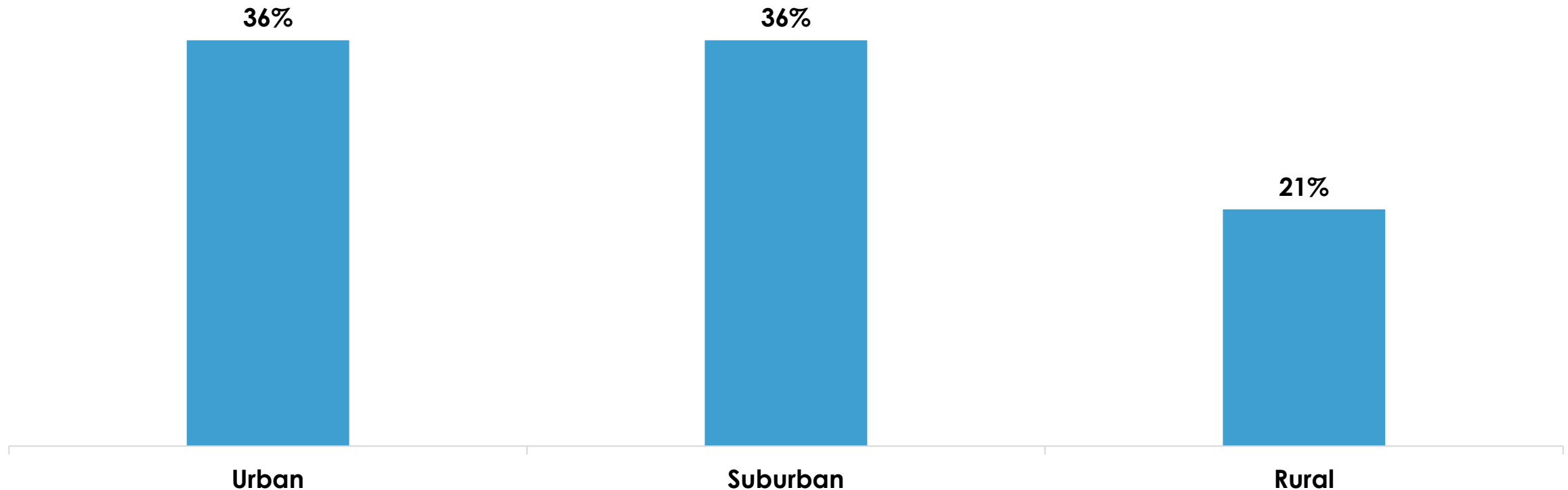
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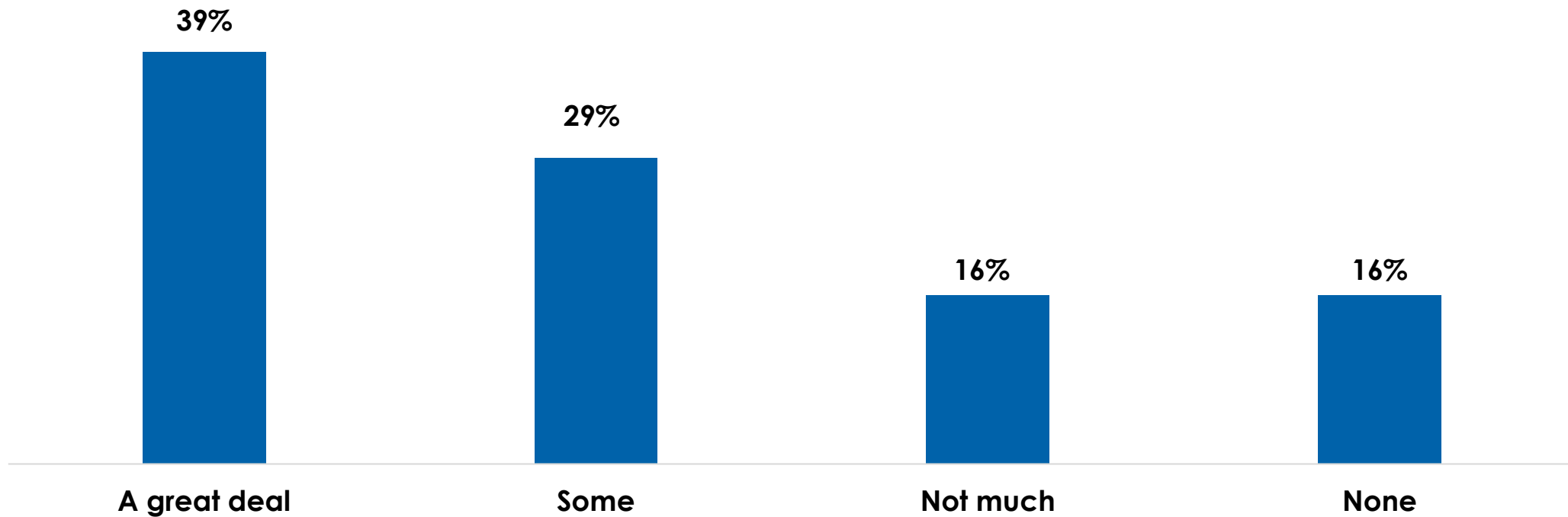


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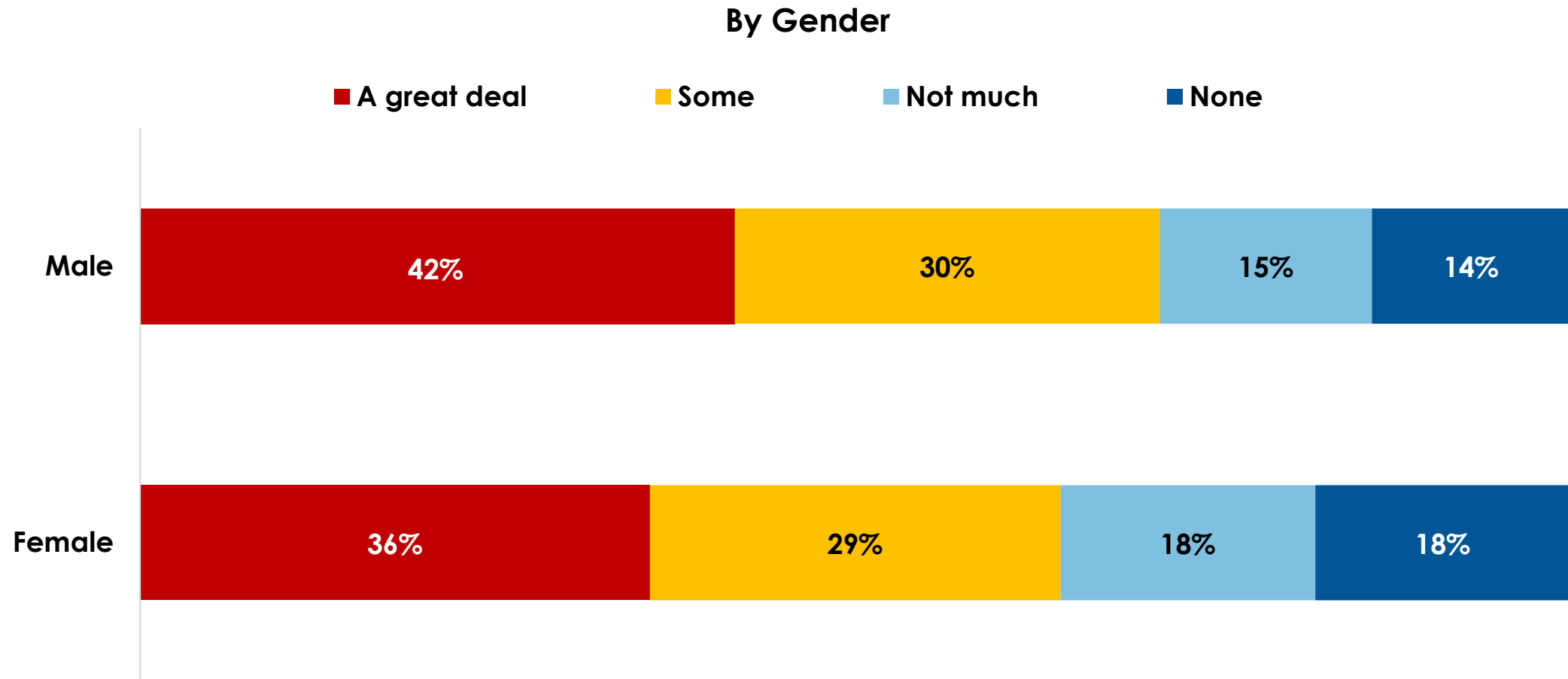
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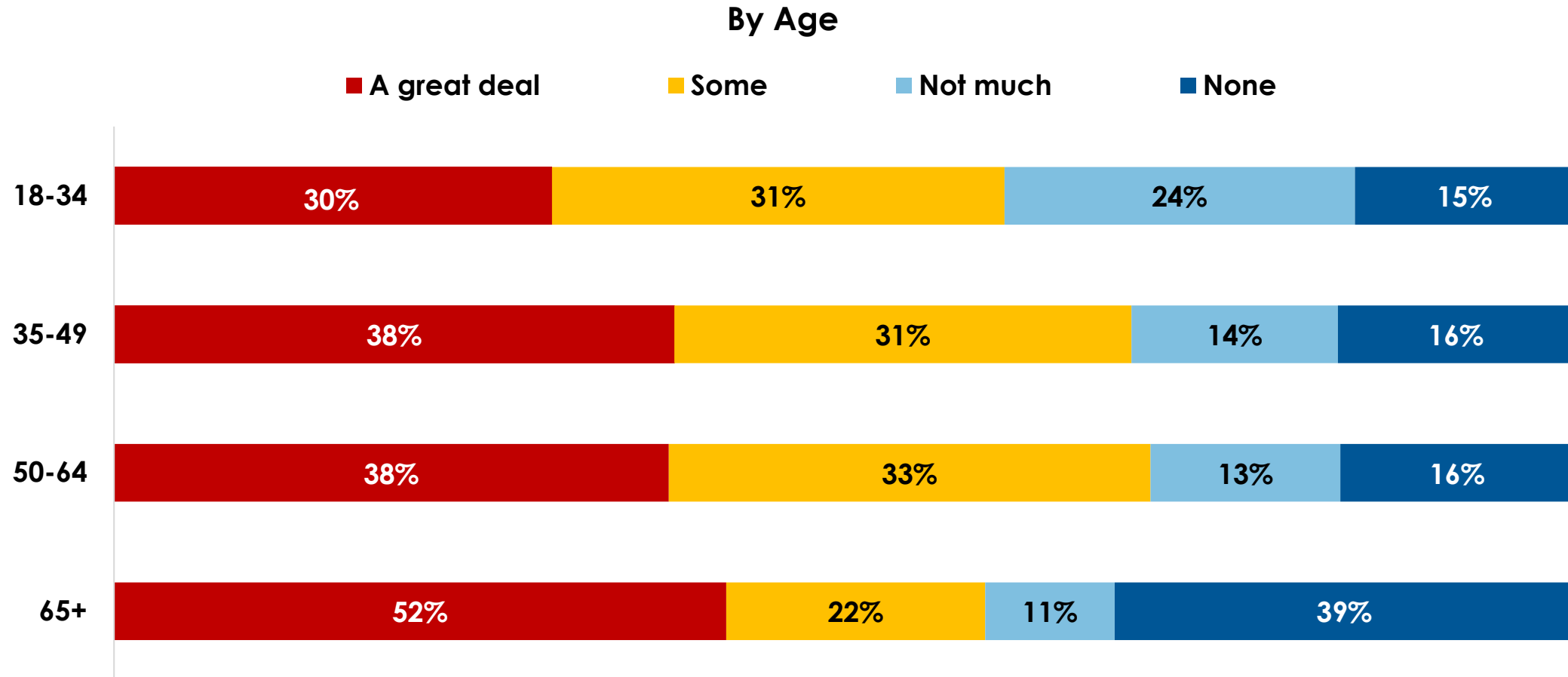
How much of an impact will a potential COVID-19 vaccine have on you traveling?



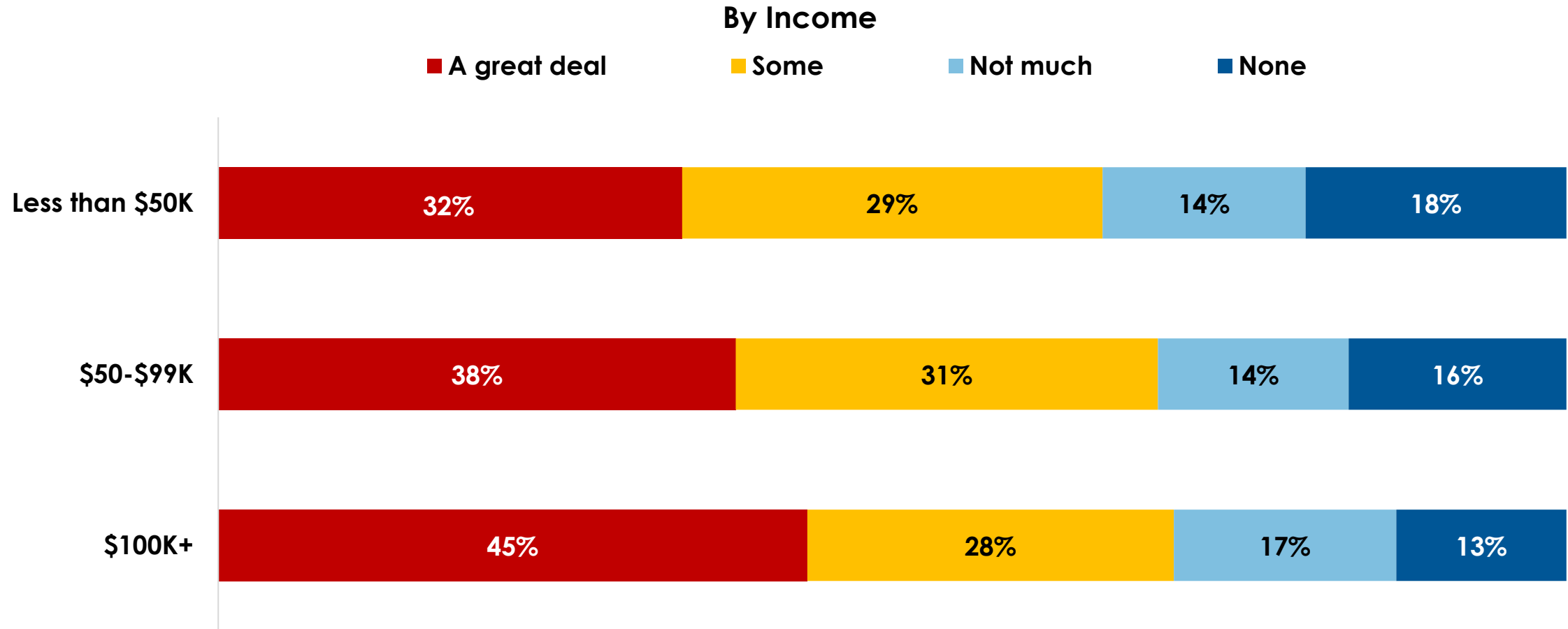
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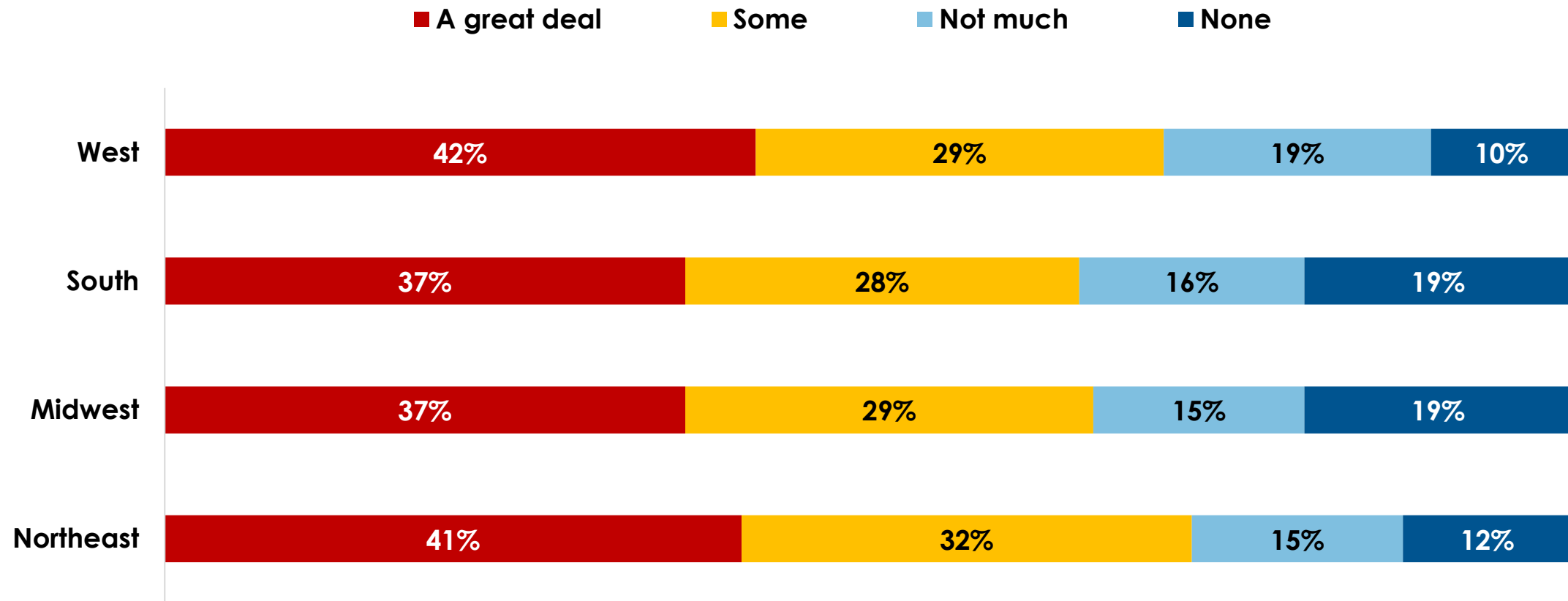


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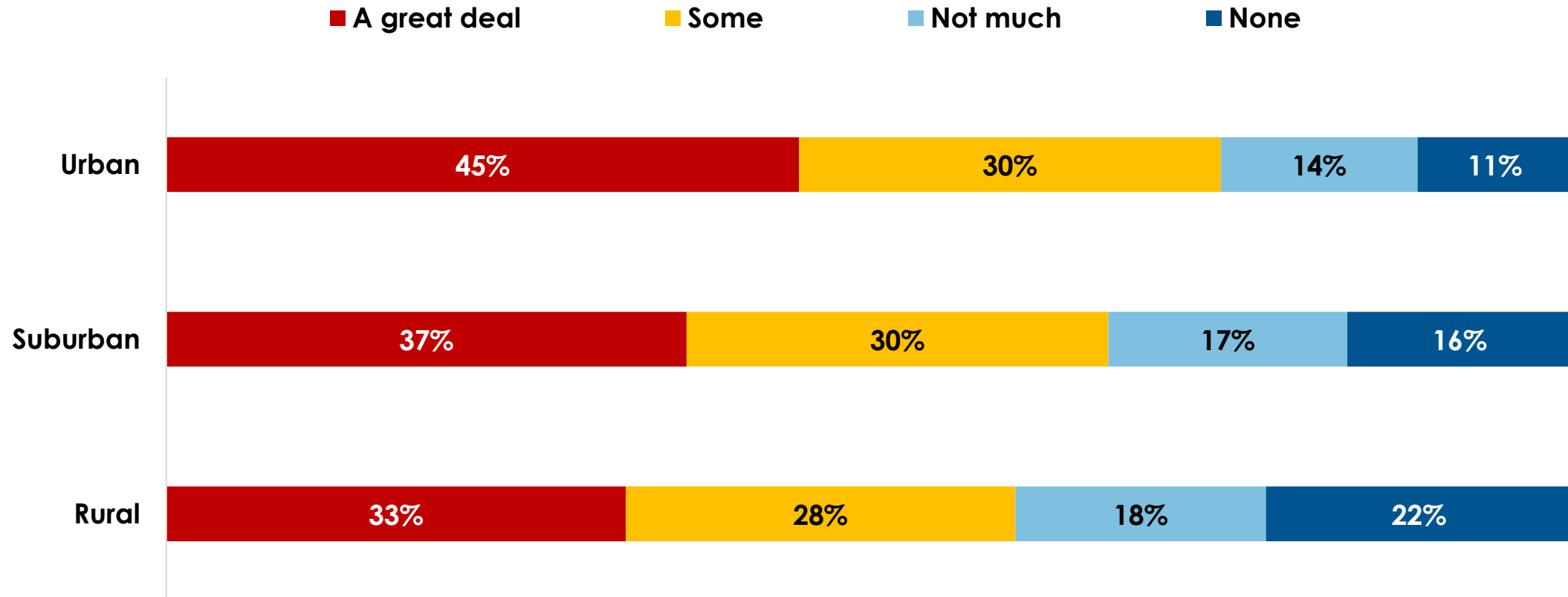
How much of an impact will a potential COVID-19 vaccine have on you traveling?

By Region

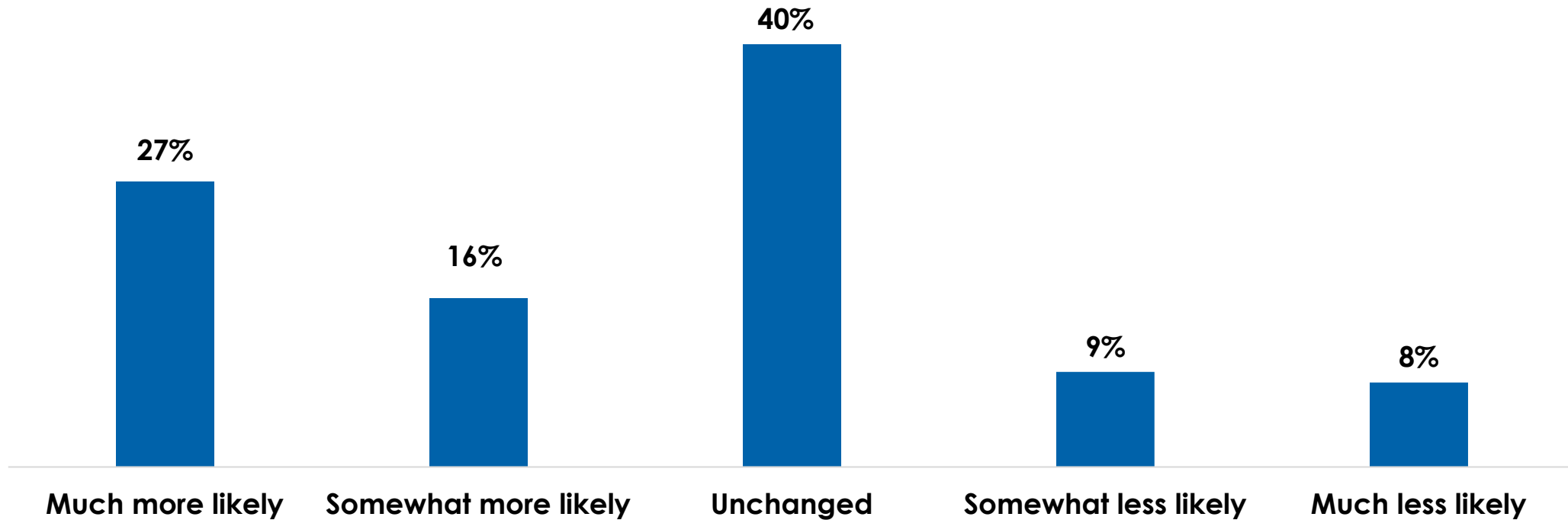


How much of an impact will a potential COVID-19 vaccine have on you traveling?

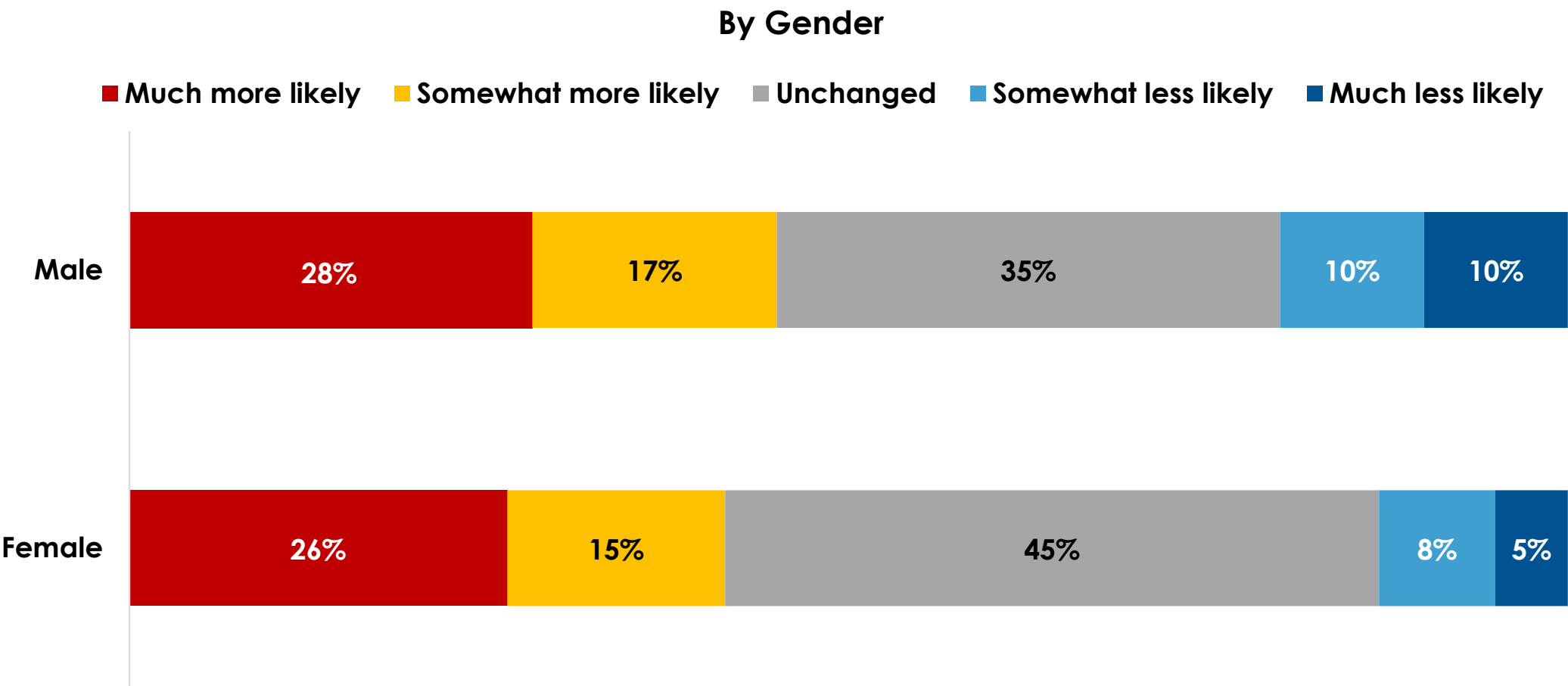
By Urbanicity



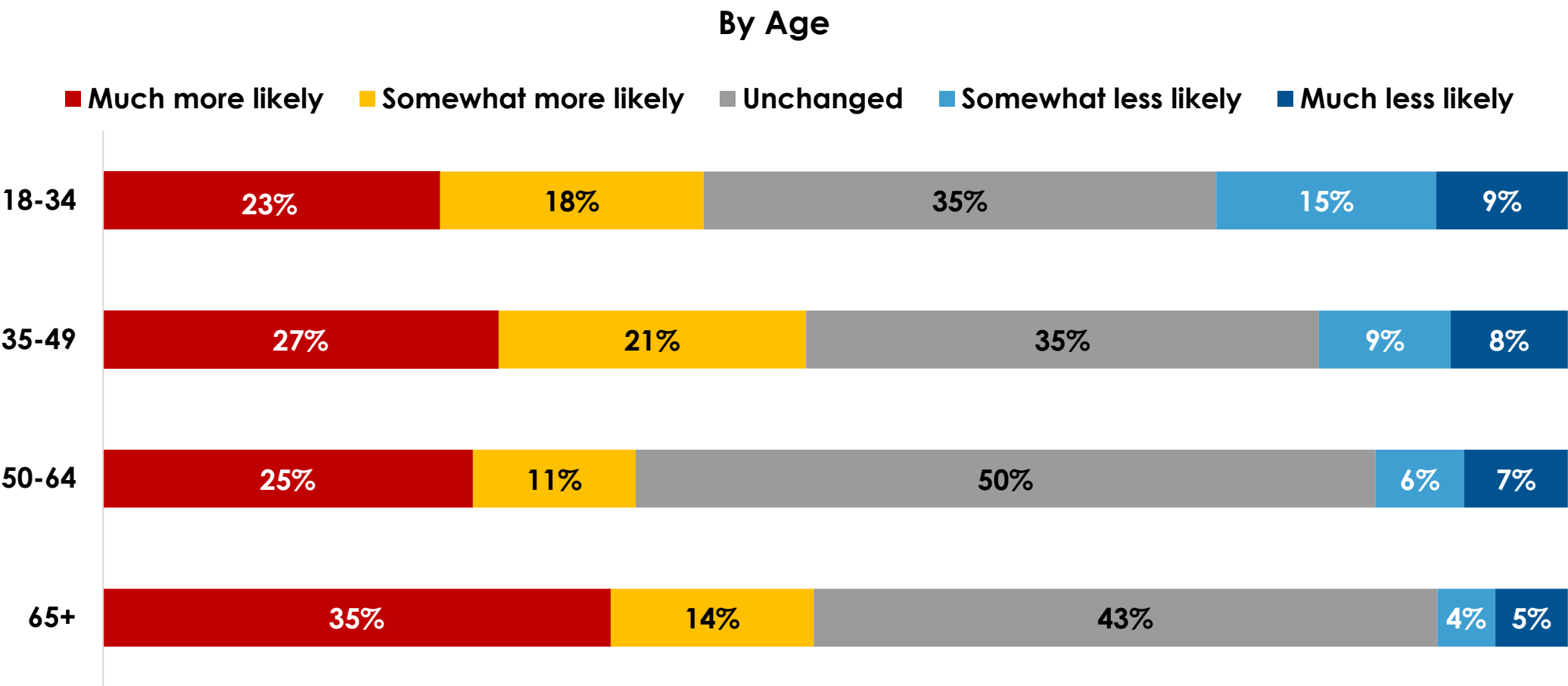
Once the COVID-19 vaccine is available to people at highest risk, but before you can receive it, how likely are you to limit travel?



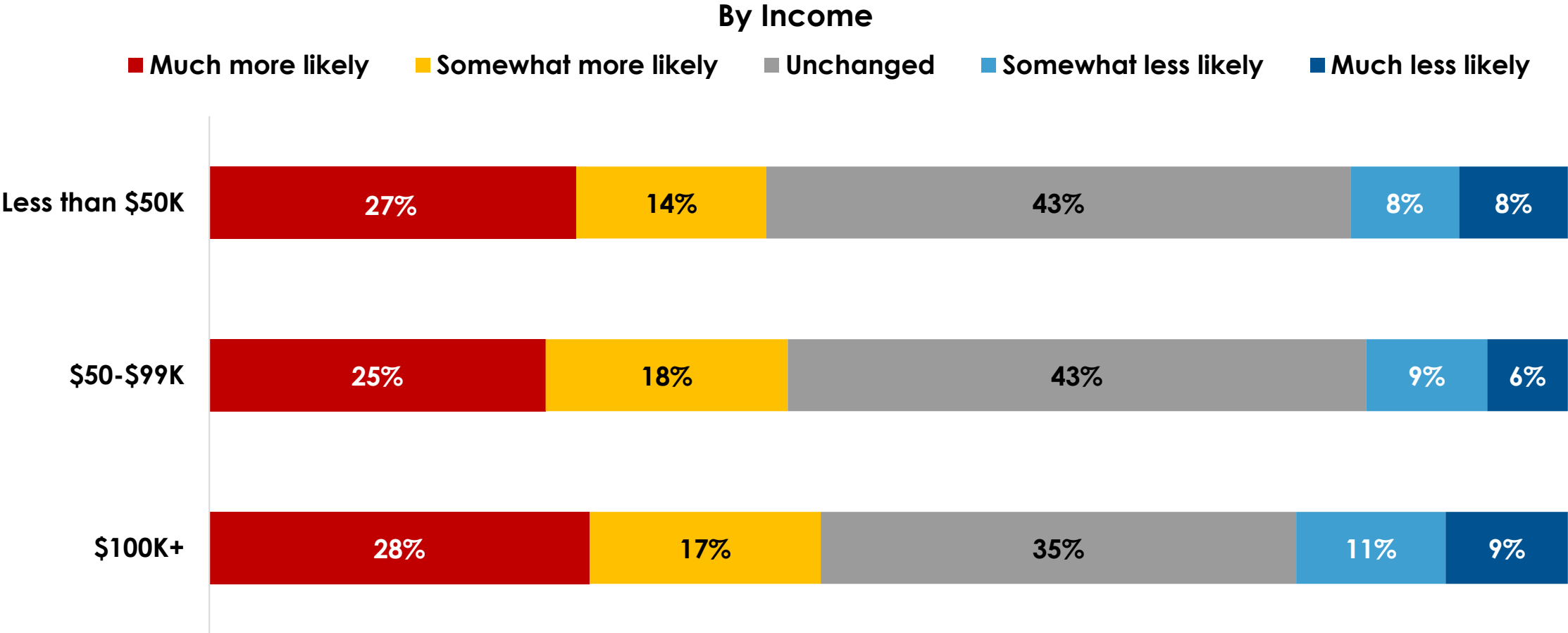
Once the COVID-19 vaccine is available to people at highest risk, but before you can receive it, how likely are you to limit travel?



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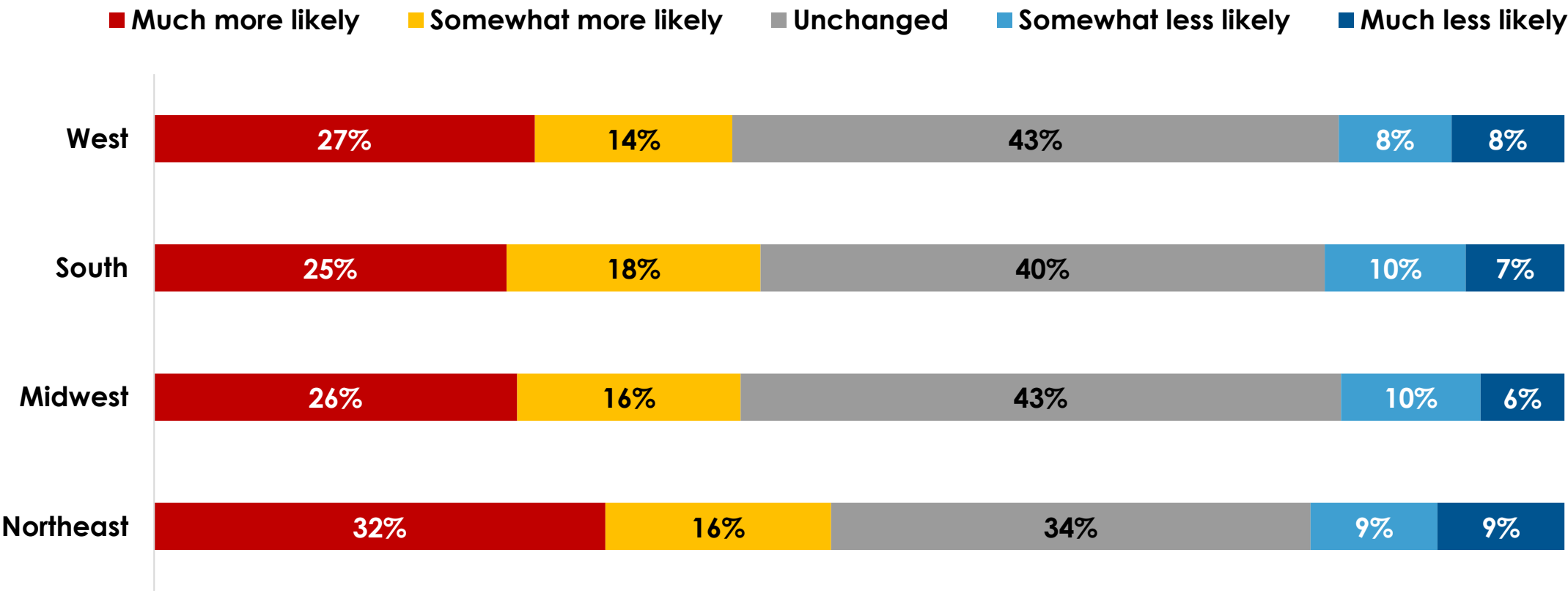
Once the COVID-19 vaccine is available to people at highest risk, but before you can receive it, how likely are you to limit travel?



Source: HVCB analysis of Harris Poll COVID-19 Wave 42 (December 11-13, 2020)

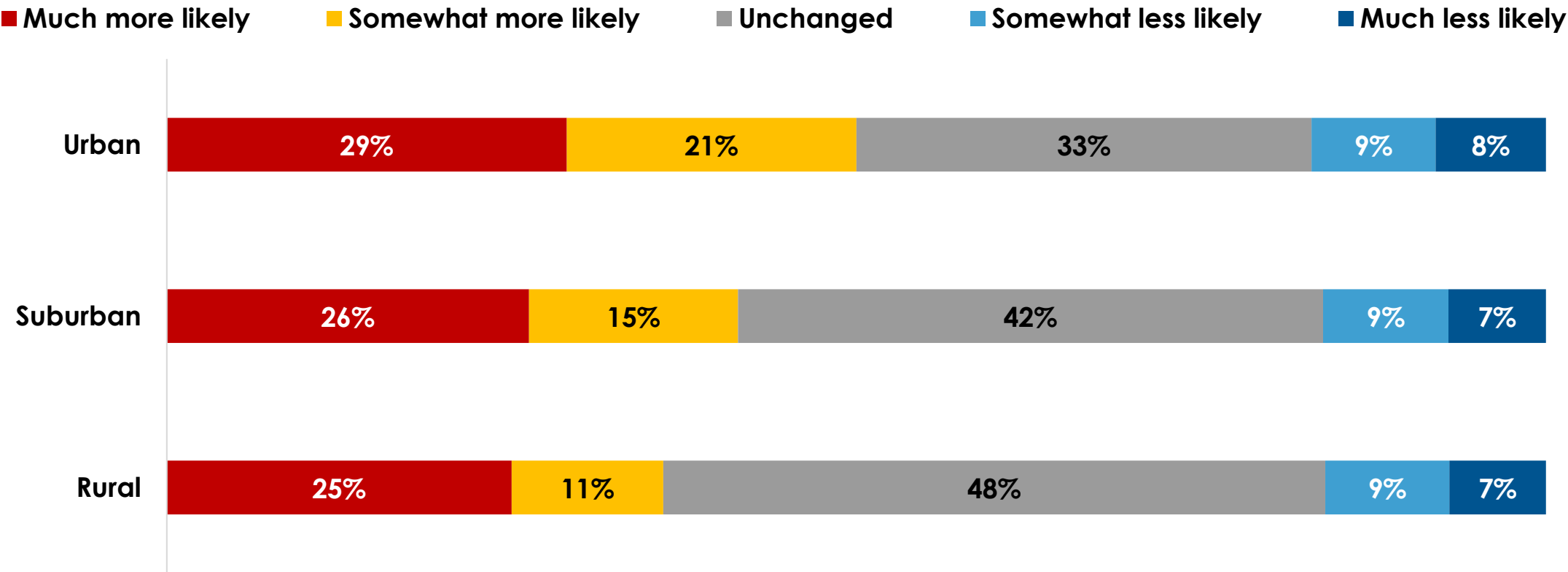
Once the COVID-19 vaccine is available to people at highest risk, but before you can receive it, how likely are you to limit travel?

By Region



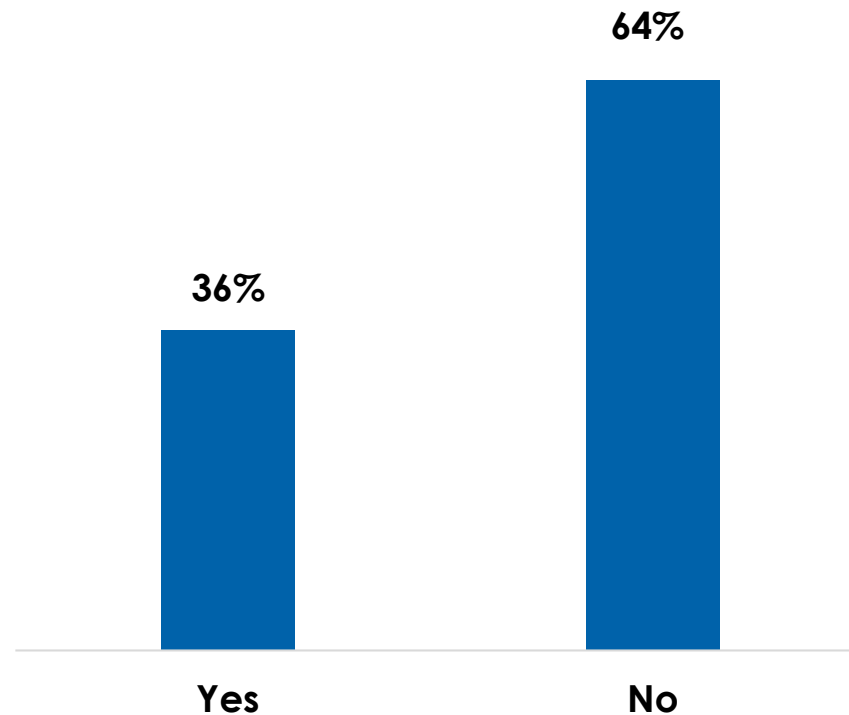
Once the COVID-19 vaccine is available to people at highest risk, but before you can receive it, how likely are you to limit travel?

By Urbanicity



Source: HVCB analysis of Harris Poll COVID-19 Wave 42 (December 11-13, 2020)

If proof of vaccination were required to do so, would you be willing to receive a COVID-19 vaccine in order to stay in a hotel?



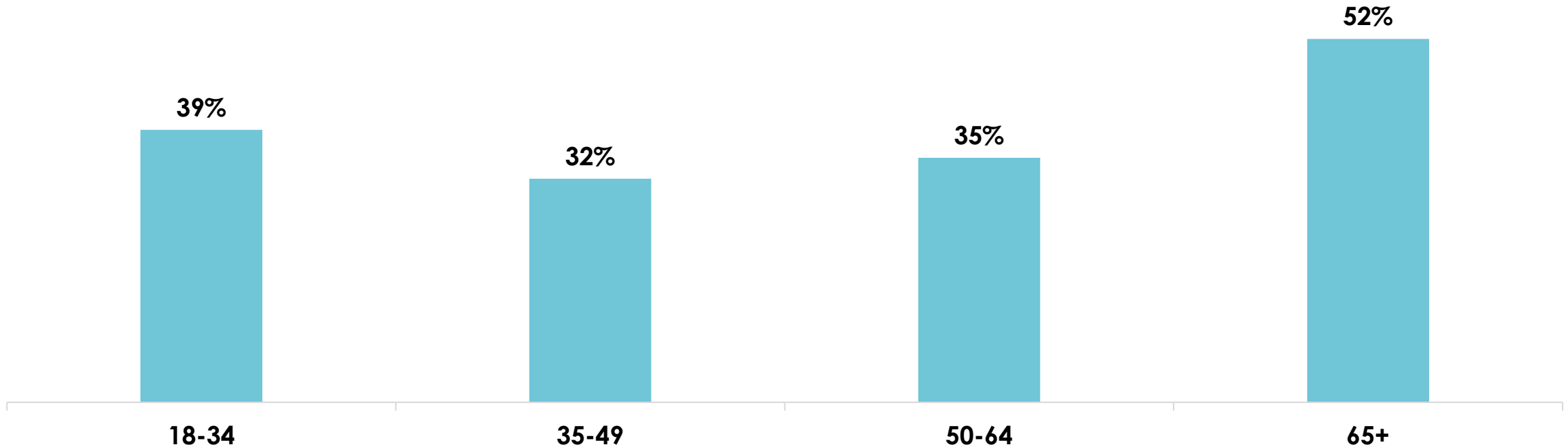
If proof of vaccination were required to do so, would you be willing to receive a COVID-19 vaccine in order to stay in a hotel?

By Gender



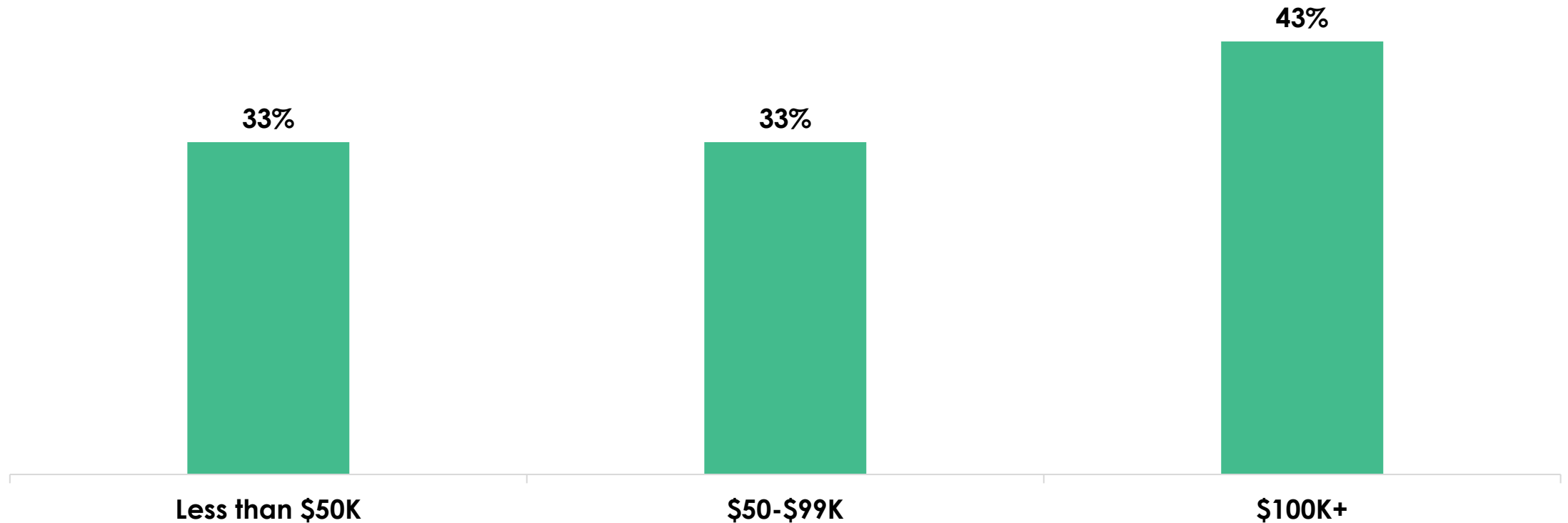
If proof of vaccination were required to do so, would you be willing to receive a COVID-19 vaccine in order to stay in a hotel?

By Age



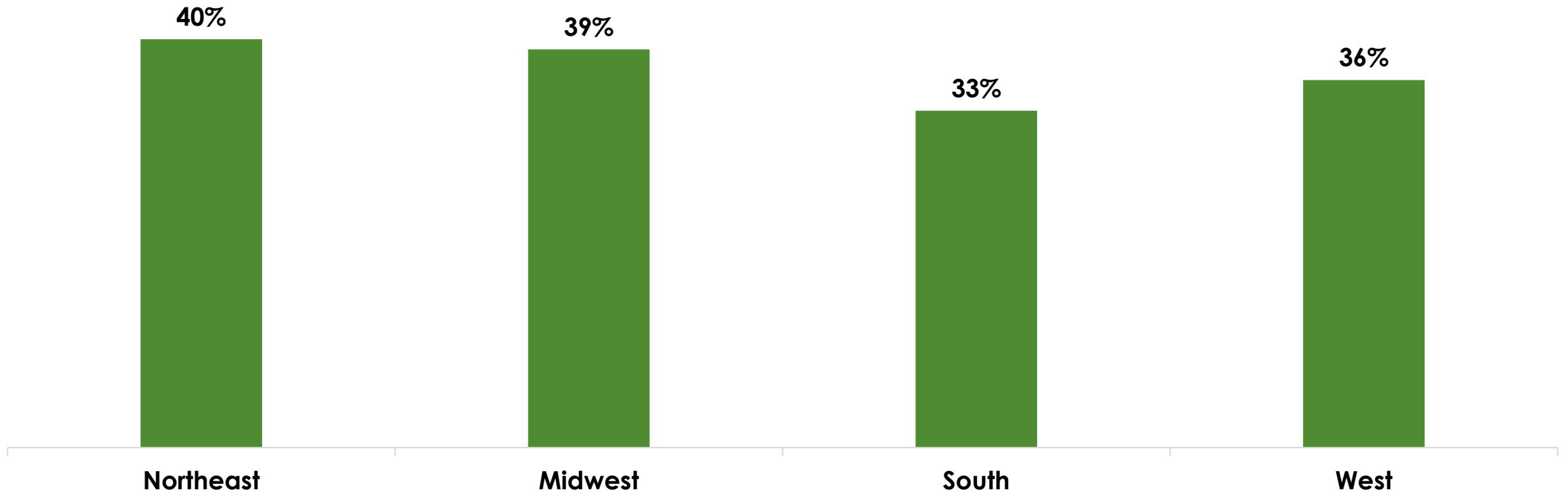
If proof of vaccination were required to do so, would you be willing to receive a COVID-19 vaccine in order to stay in a hotel?

By Income



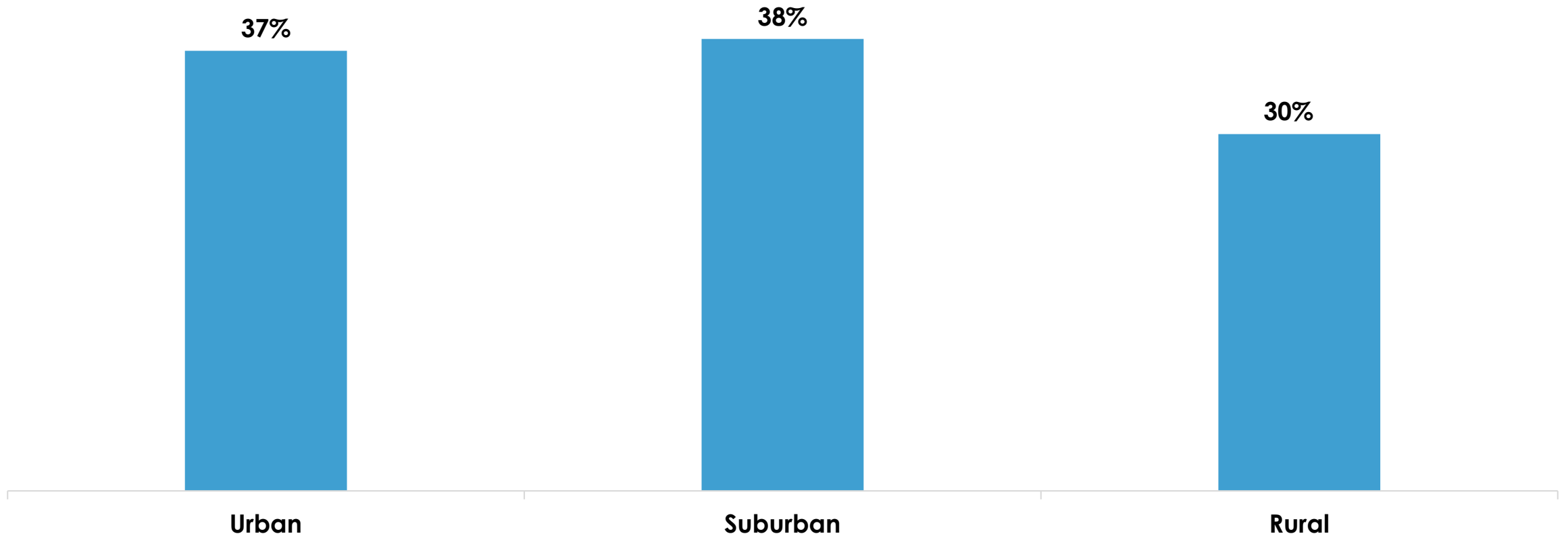
If proof of vaccination were required to do so, would you be willing to receive a COVID-19 vaccine in order to stay in a hotel?

By Region

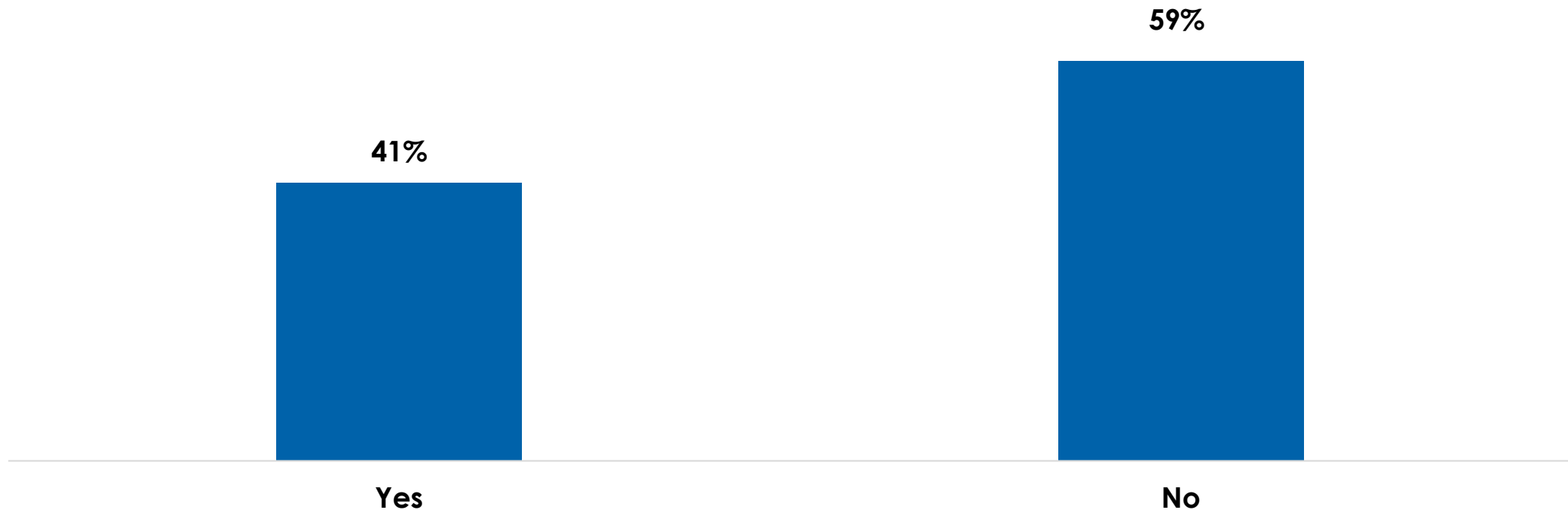


If proof of vaccination were required to do so, would you be willing to receive a COVID-19 vaccine in order to stay in a hotel?

By Urbanicity

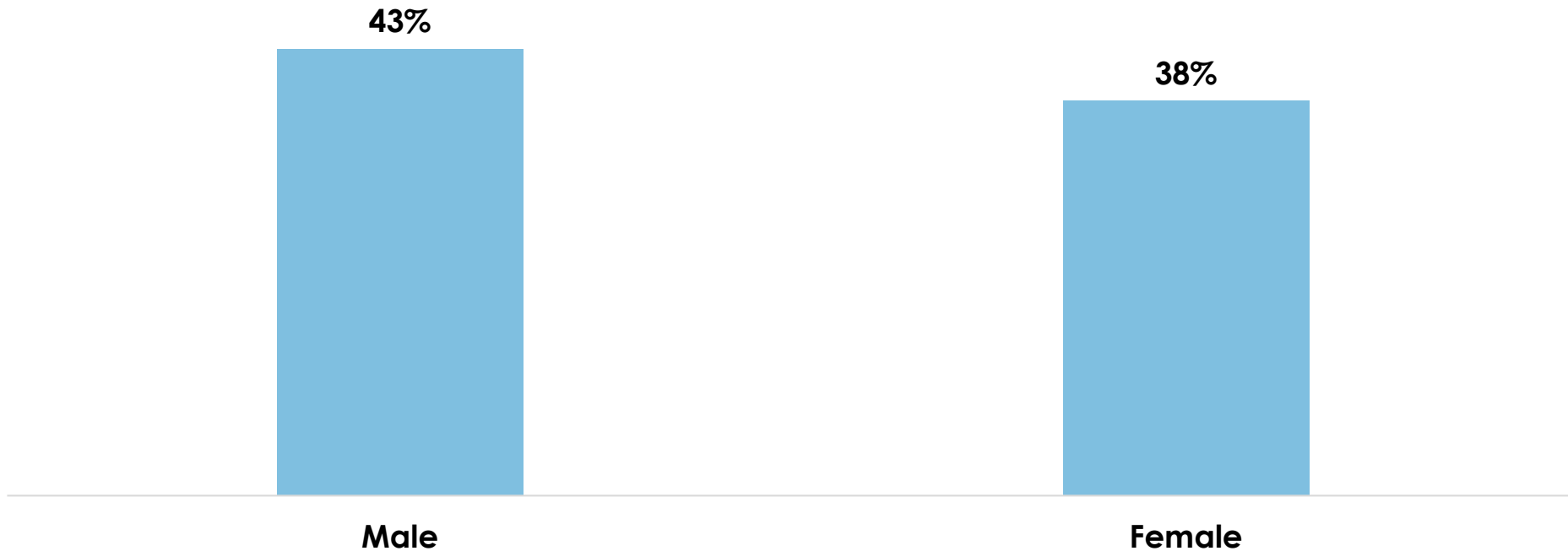


If proof of vaccination were required to do so, would you be willing to receive a COVID-19 vaccine in order to fly on a plane?



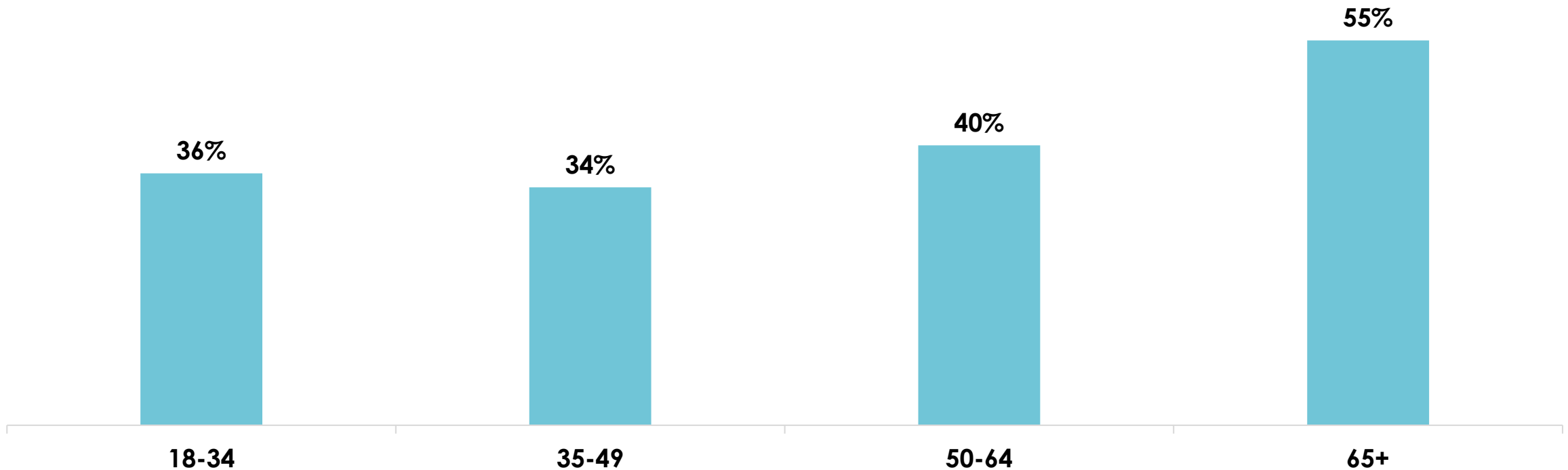
If proof of vaccination were required to do so, would you be willing to receive a COVID-19 vaccine in order to fly on a plane?

By Gender



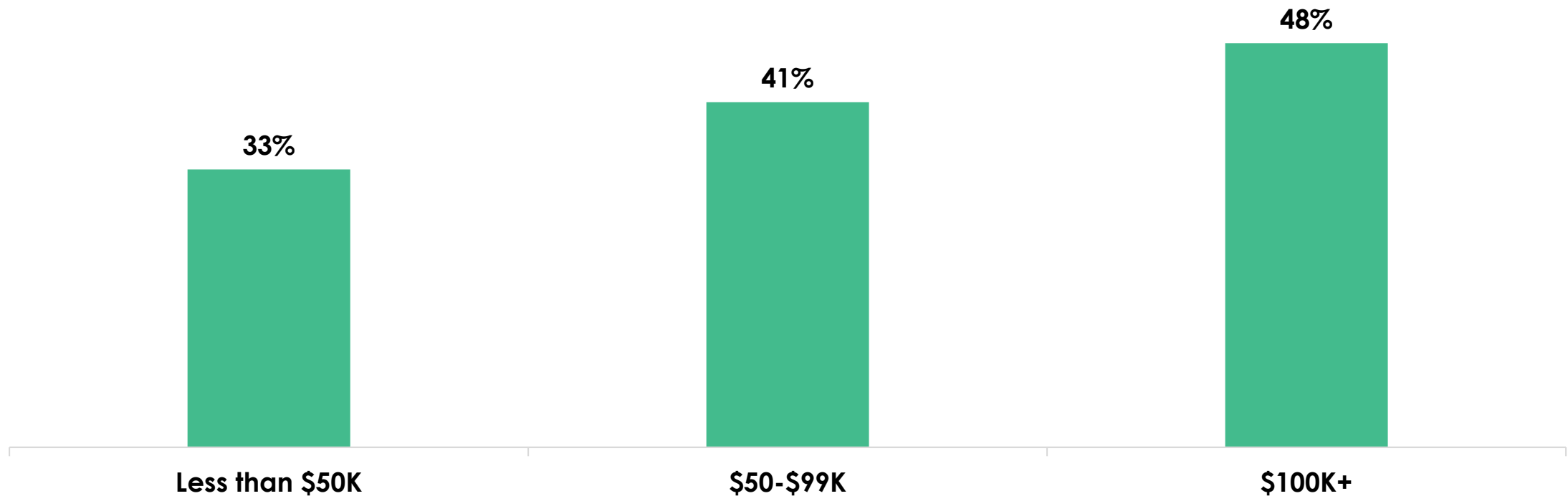
If proof of vaccination were required to do so, would you be willing to receive a COVID-19 vaccine in order to fly on a plane?

By Age



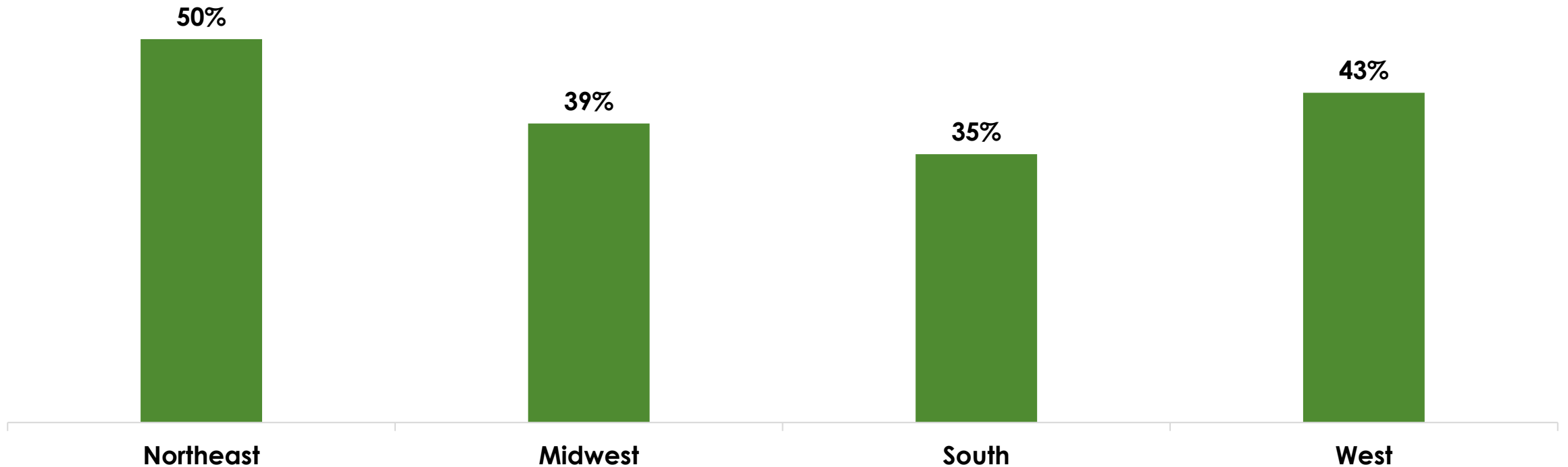
If proof of vaccination were required to do so, would you be willing to receive a COVID-19 vaccine in order to fly on a plane?

By Income



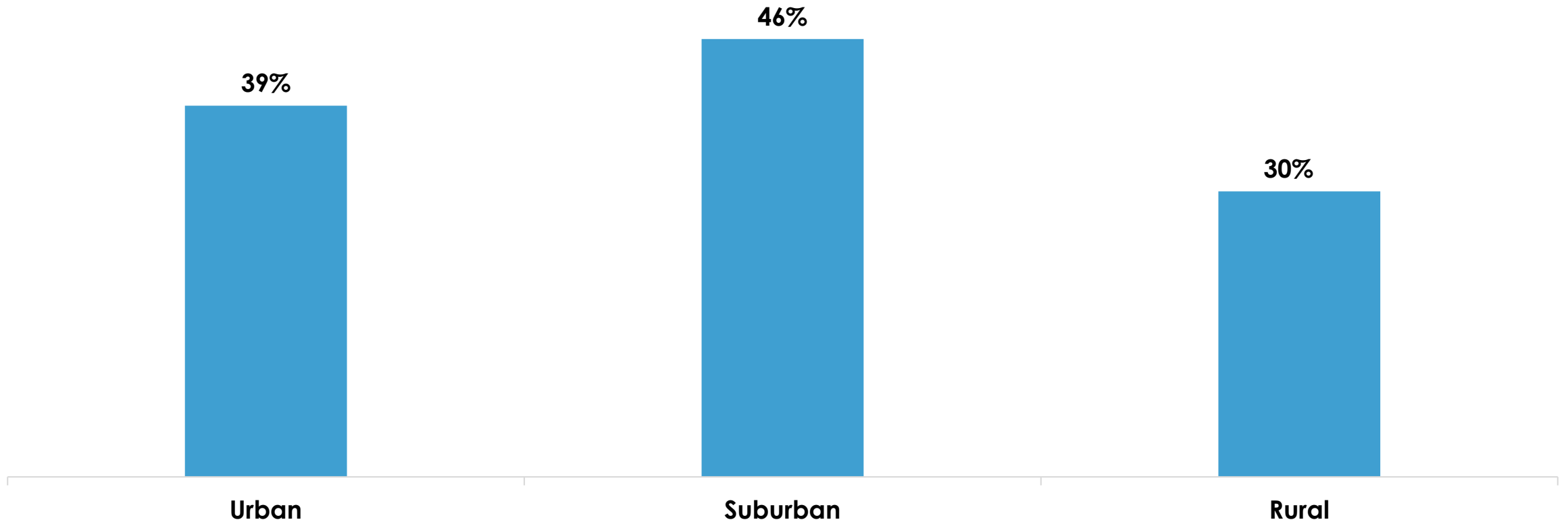
If proof of vaccination were required to do so, would you be willing to receive a COVID-19 vaccine in order to fly on a plane?

By Region

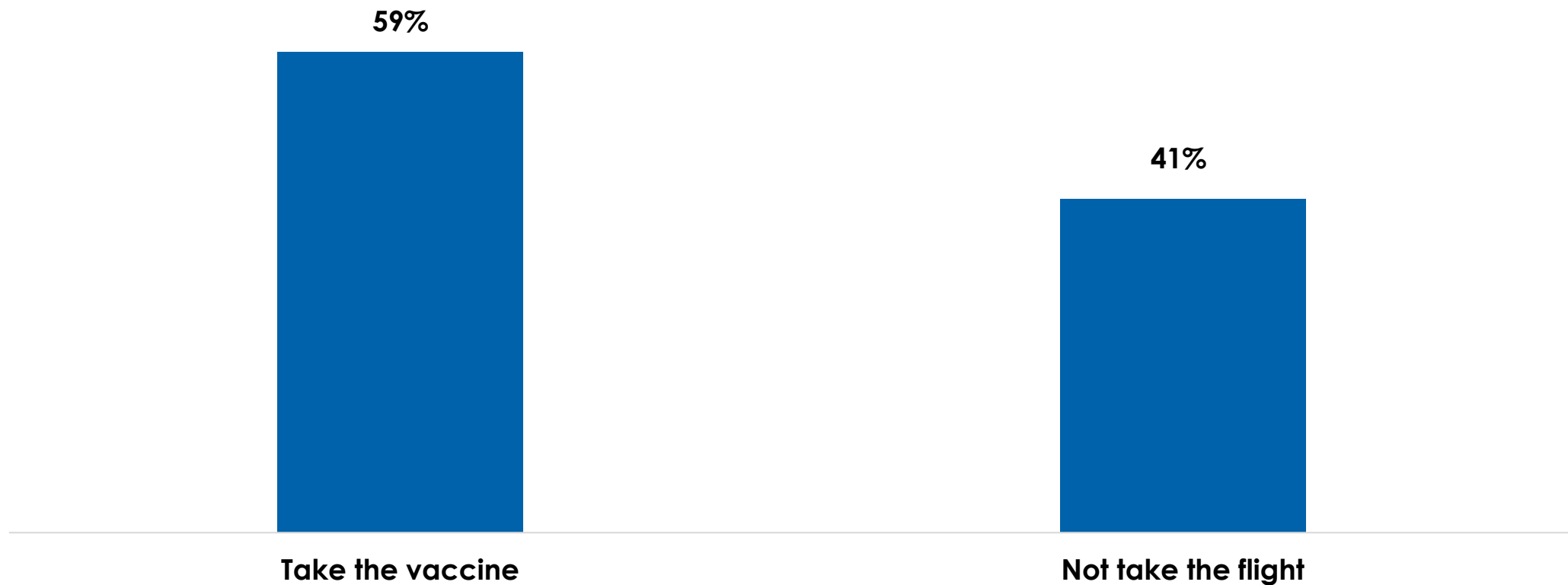


If proof of vaccination were required to do so, would you be willing to receive a COVID-19 vaccine in order to fly on a plane?

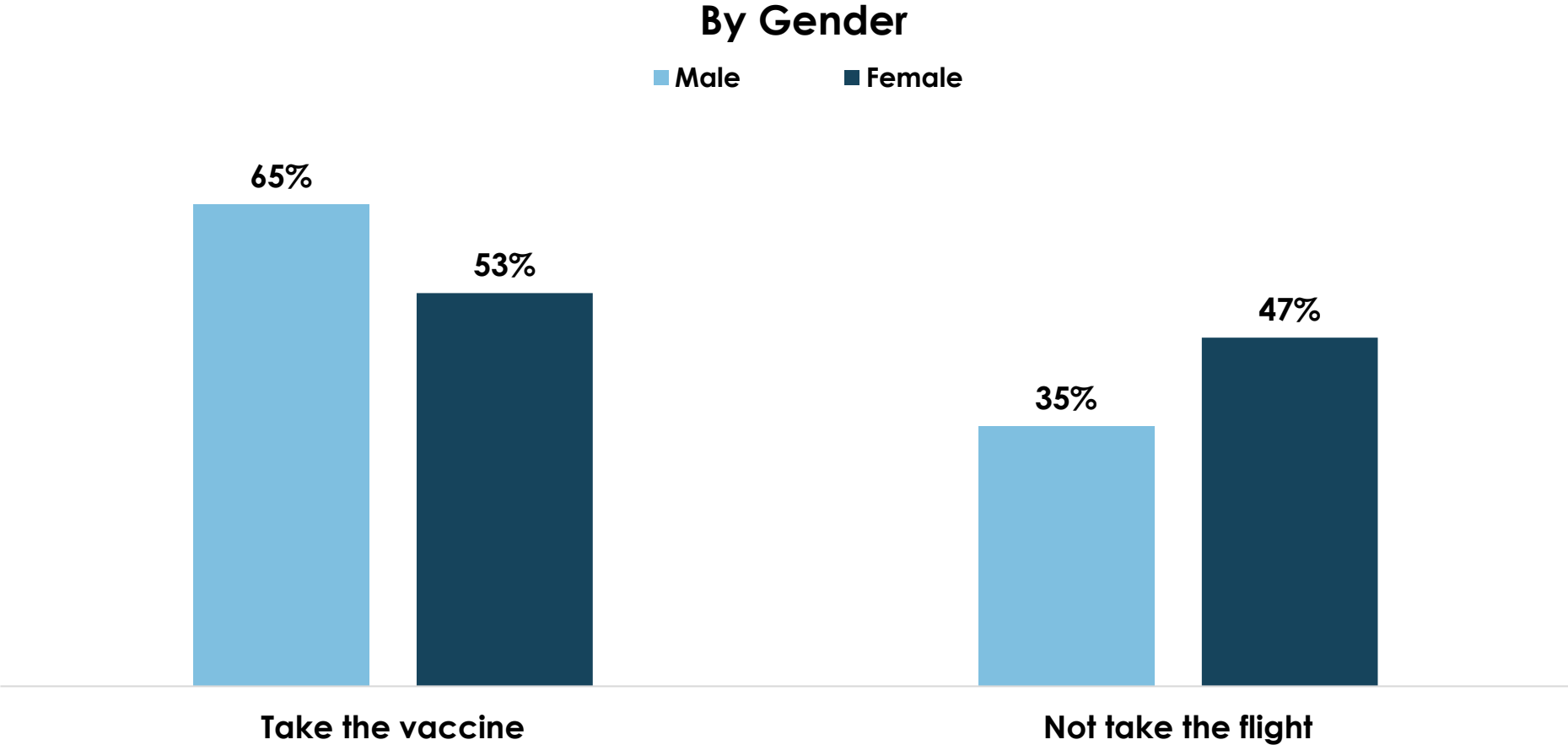
By Urbanicity



If airlines require you to provide proof of your COVID-19 vaccine before flying, would you prefer to take the vaccine or not take the flight?

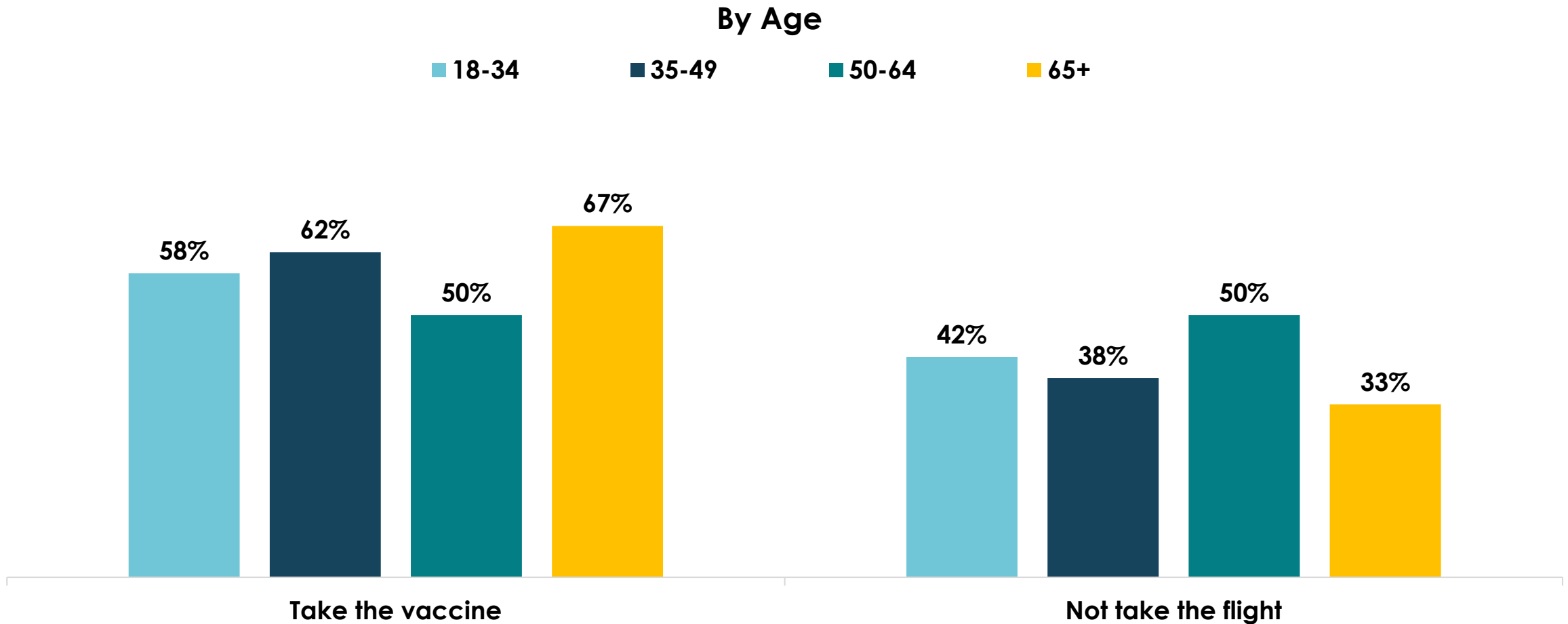


If airlines require you to provide proof of your COVID-19 vaccine before flying, would you prefer to take the vaccine or not take the flight?

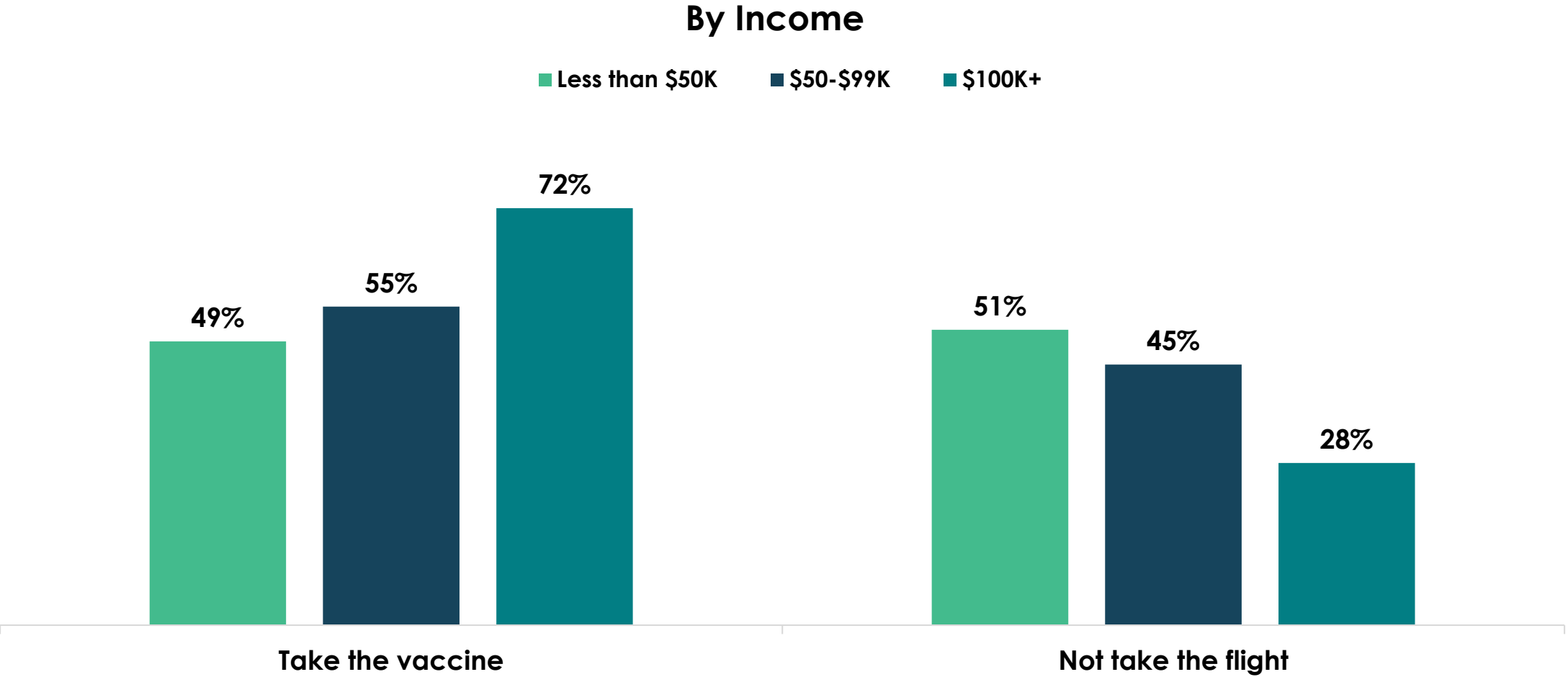


Source: HVCB analysis of Harris Poll COVID-19 Wave 43 (December 18-20, 2020)

If airlines require you to provide proof of your COVID-19 vaccine before flying, would you prefer to take the vaccine or not take the flight?



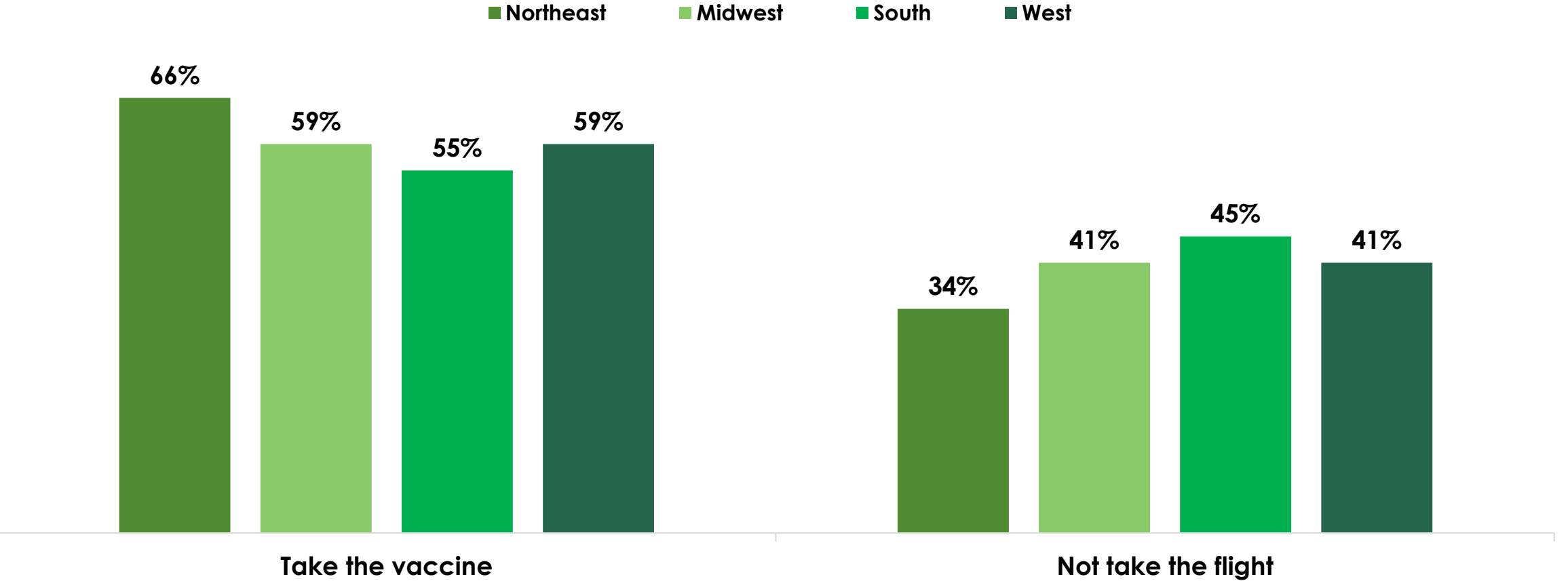
If airlines require you to provide proof of your COVID-19 vaccine before flying, would you prefer to take the vaccine or not take the flight?



Source: HVCB analysis of Harris Poll COVID-19 Wave 43 (December 18-20, 2020)

If airlines require you to provide proof of your COVID-19 vaccine before flying, would you prefer to take the vaccine or not take the flight?

By Region

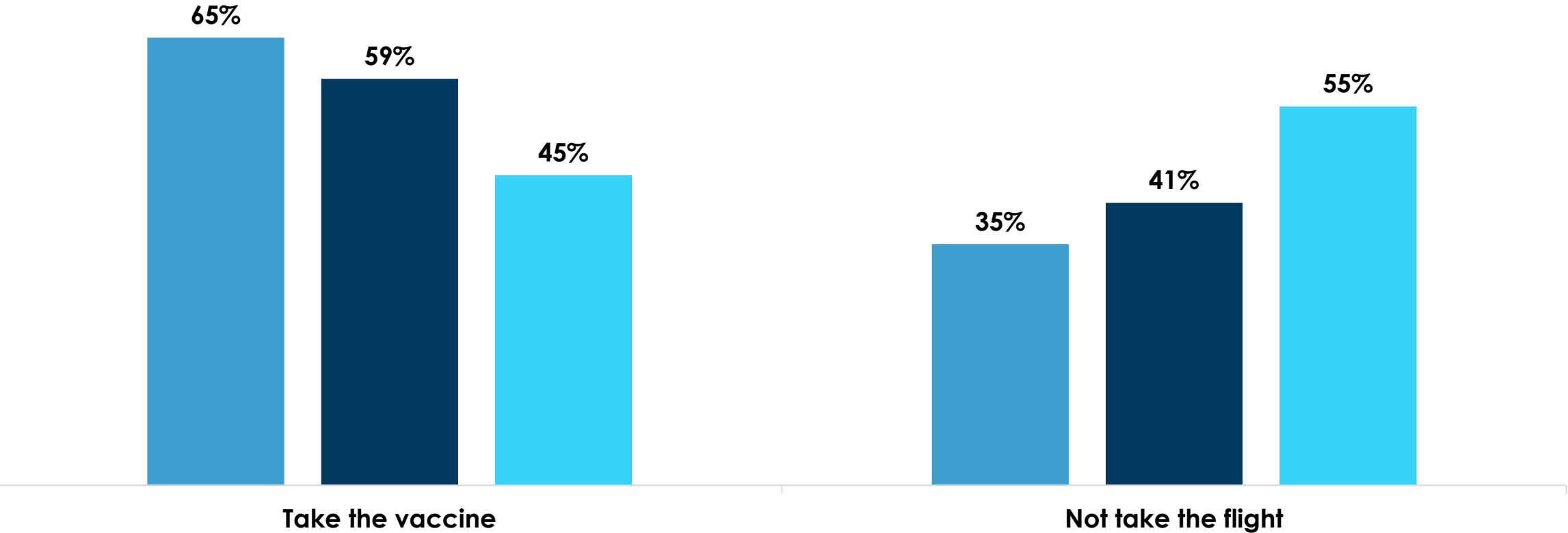


Source: HVCB analysis of Harris Poll COVID-19 Wave 43 (December 18-20, 2020)

If airlines require you to provide proof of your COVID-19 vaccine before flying, would you prefer to take the vaccine or not take the flight?

By Urbanicity

Urban Suburban Rural



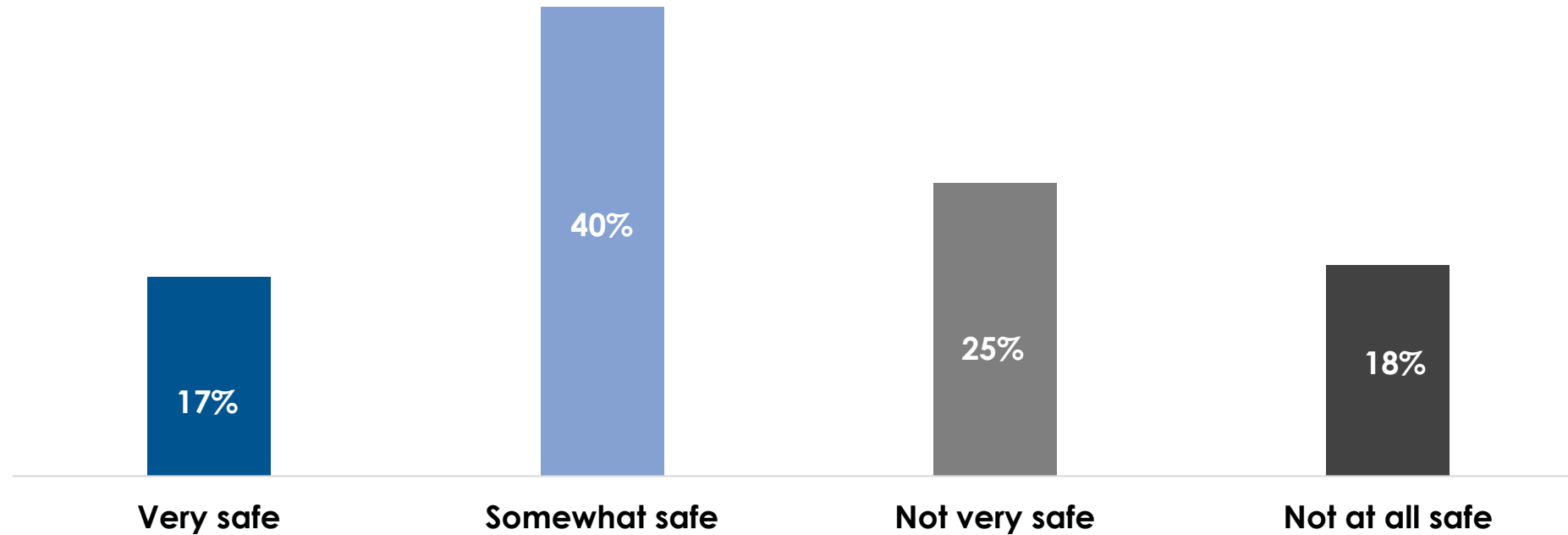
Source: HVCB analysis of Harris Poll COVID-19 Wave 43 (December 18-20, 2020)



Meetings & Events

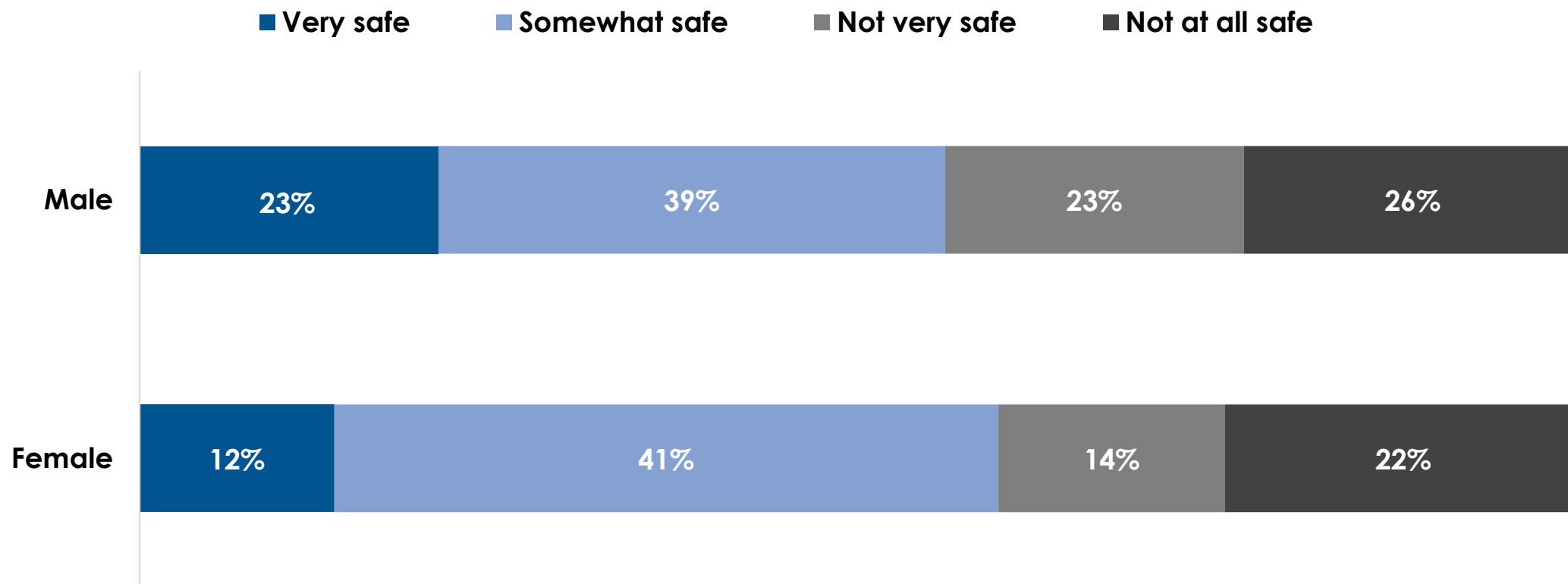


If everyone could verify that they were vaccinated before attending, would you feel safe going to a work conference/event?

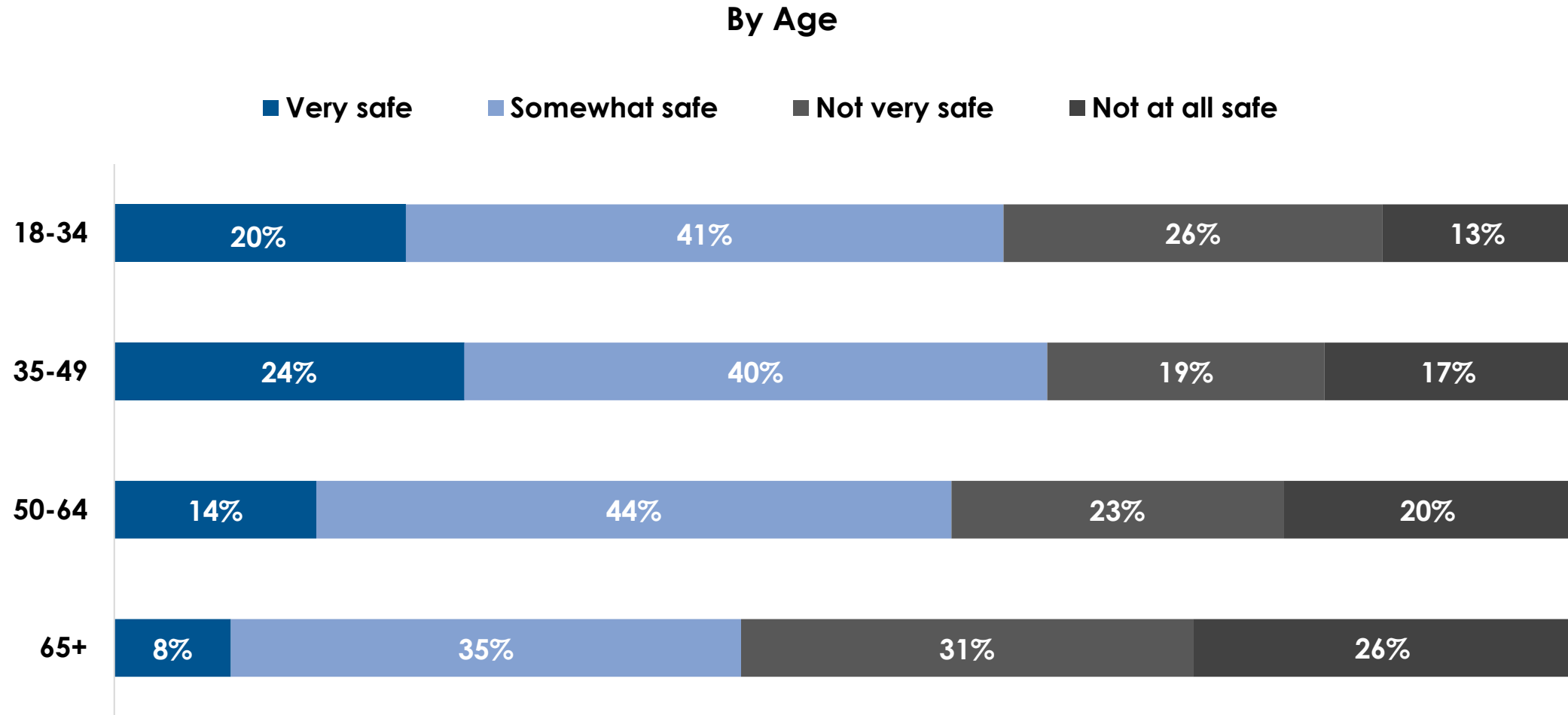


If everyone could verify that they were vaccinated before attending, would you feel safe going to a work conference/event?

By Gender



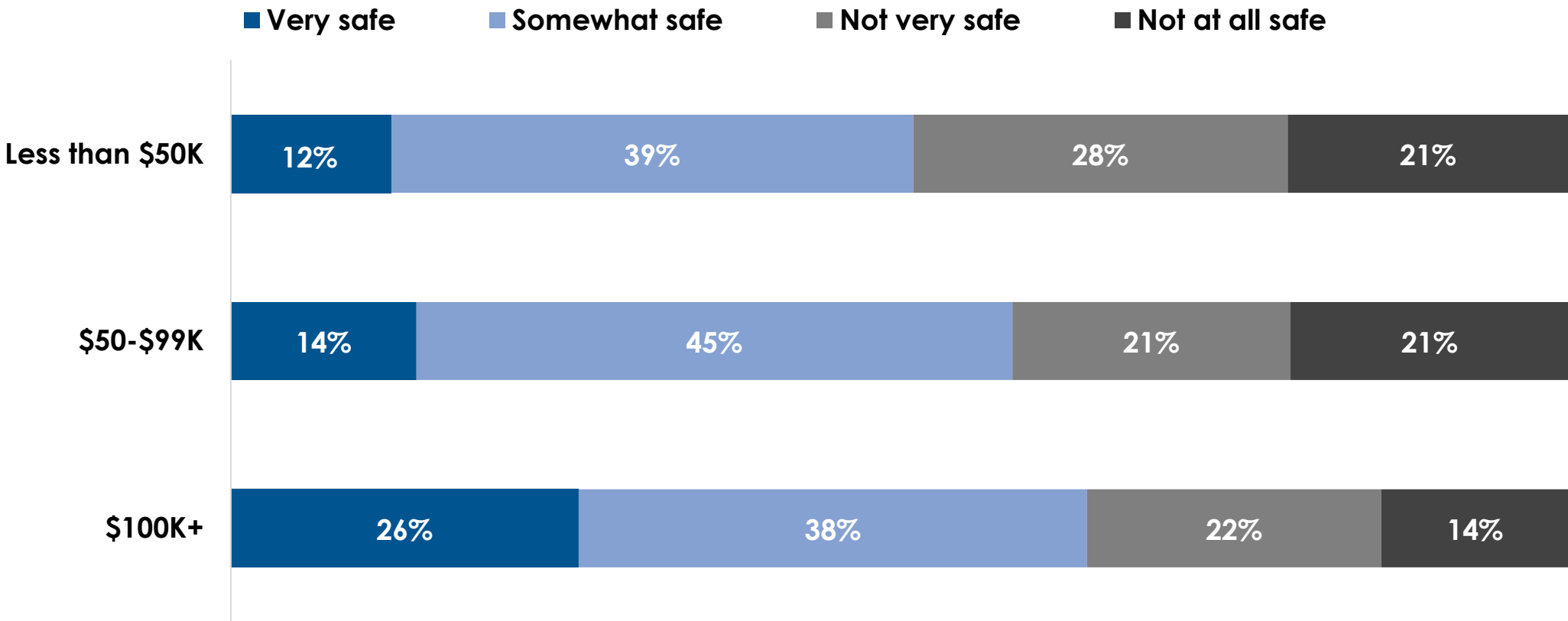
If everyone could verify that they were vaccinated before attending, would you feel safe going to a work conference/event?



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?

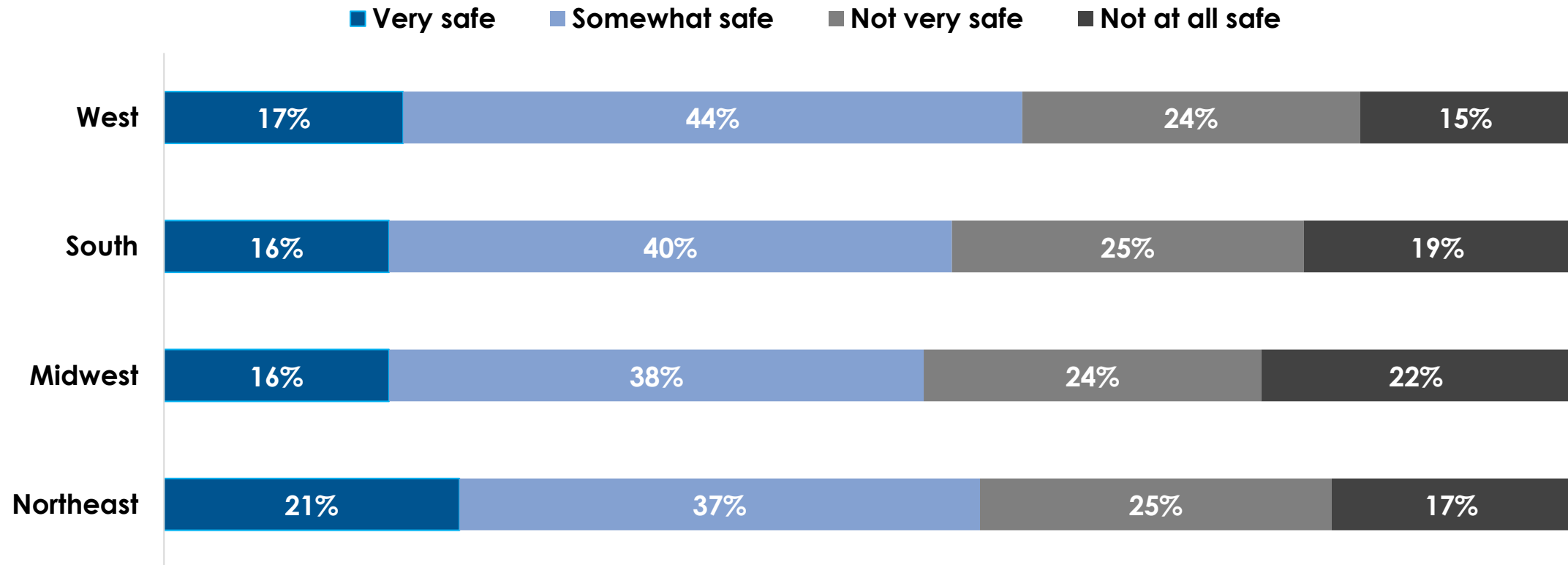
By Income



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

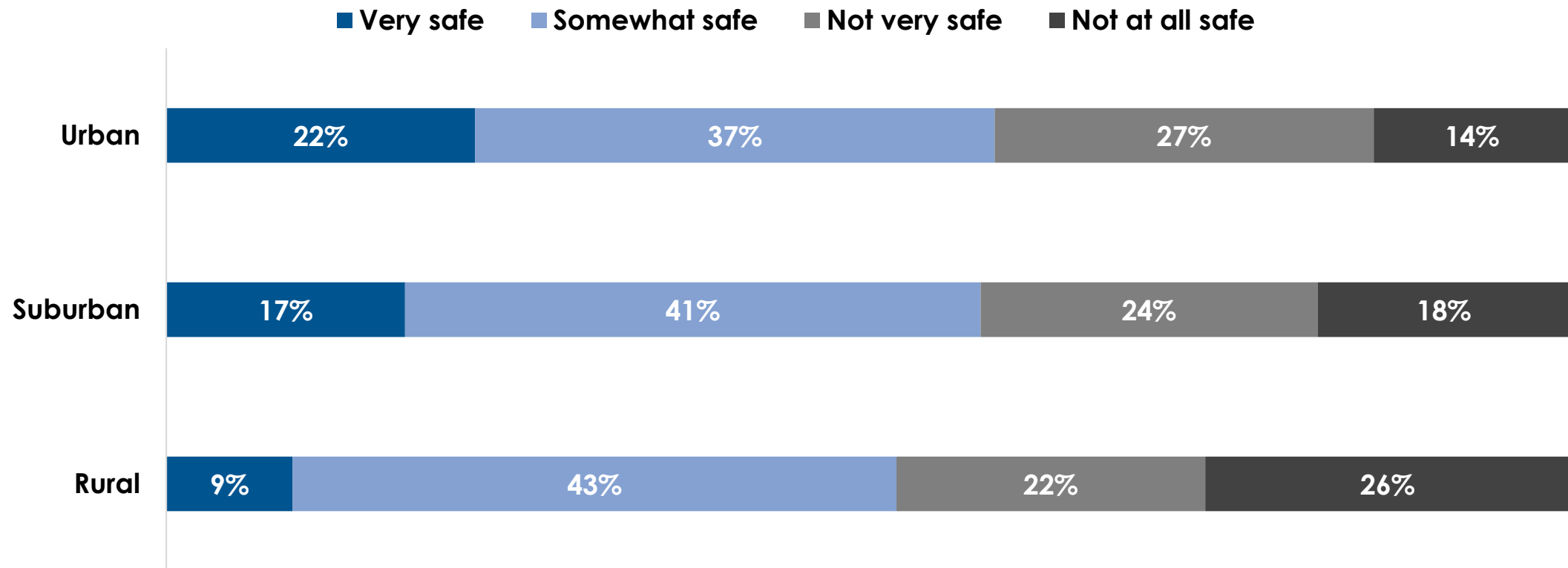
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By Region

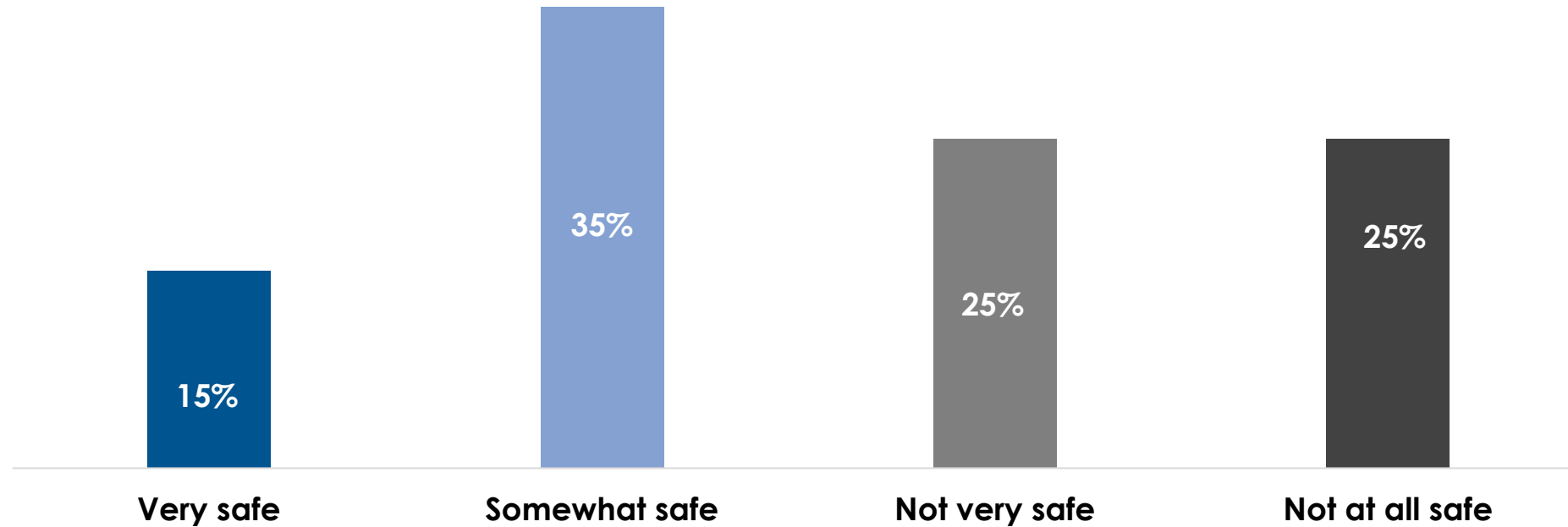


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By Urbanicity

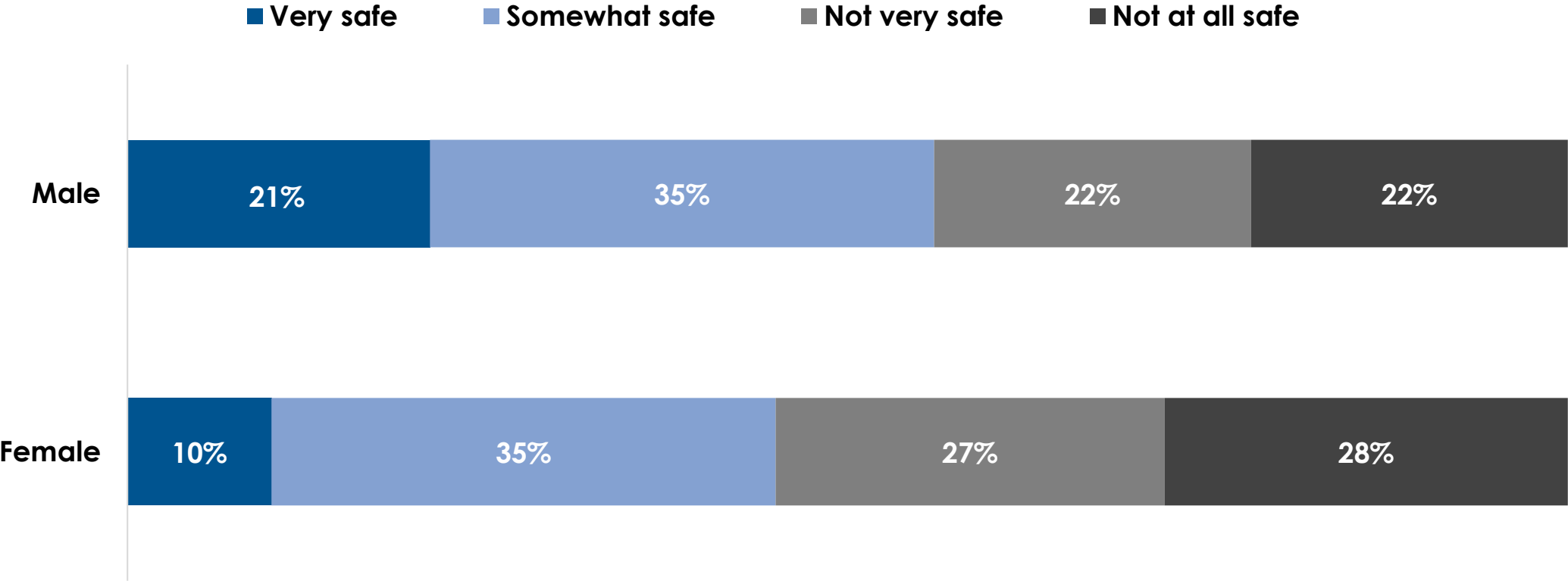


If everyone could verify that they were vaccinated before attending, would you feel safe going to a concert/sporting event?



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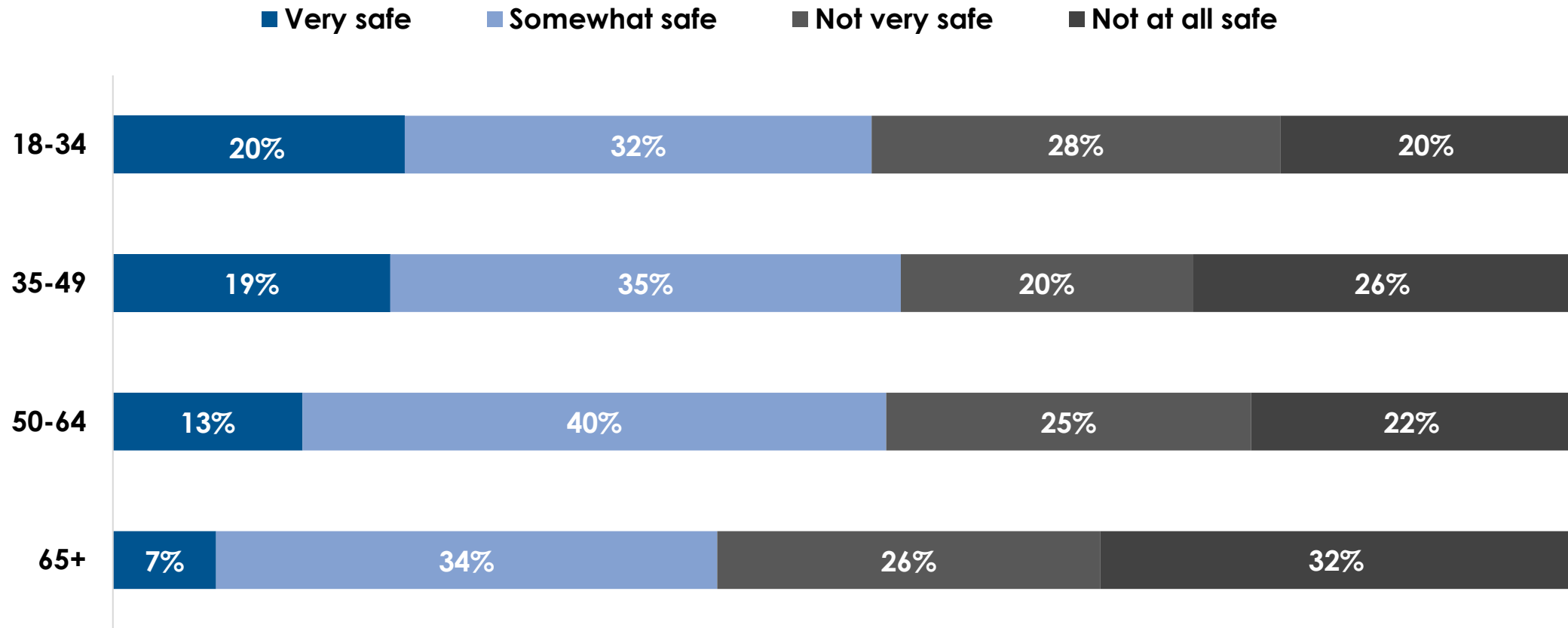
By Gender



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

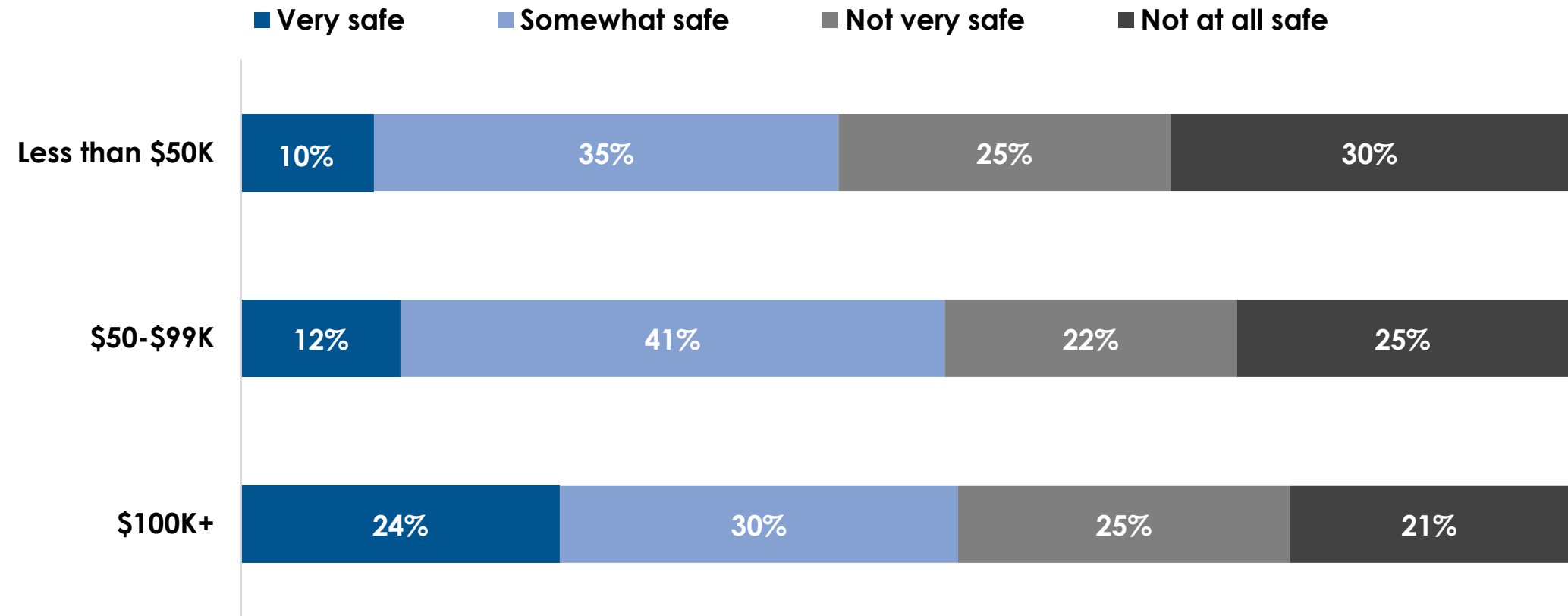
If everyone could verify that they were vaccinated before attending, would you feel safe going to a concert/sporting event?

By Age



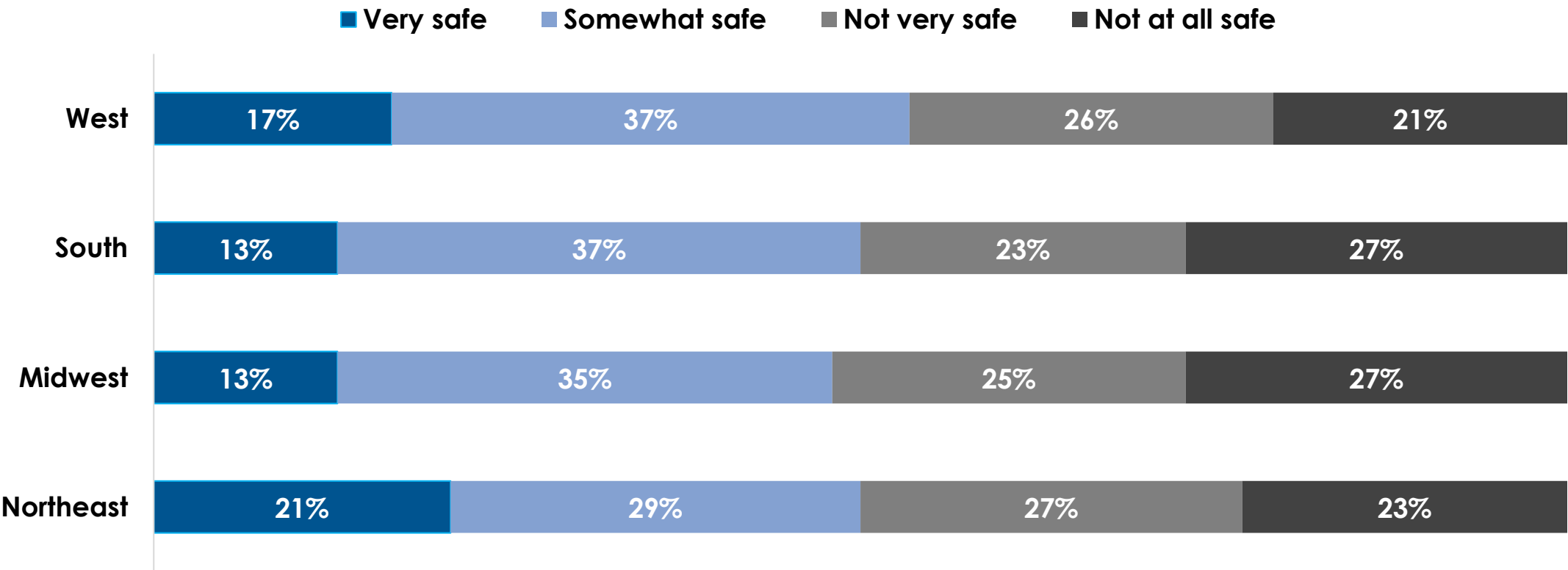
If everyone could verify that they were vaccinated before attending, would you feel safe going to a concert/sporting event?

By Income



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

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