

The Harris Poll COVID-19 Travel Sentiment

Reported on March 14, 2022



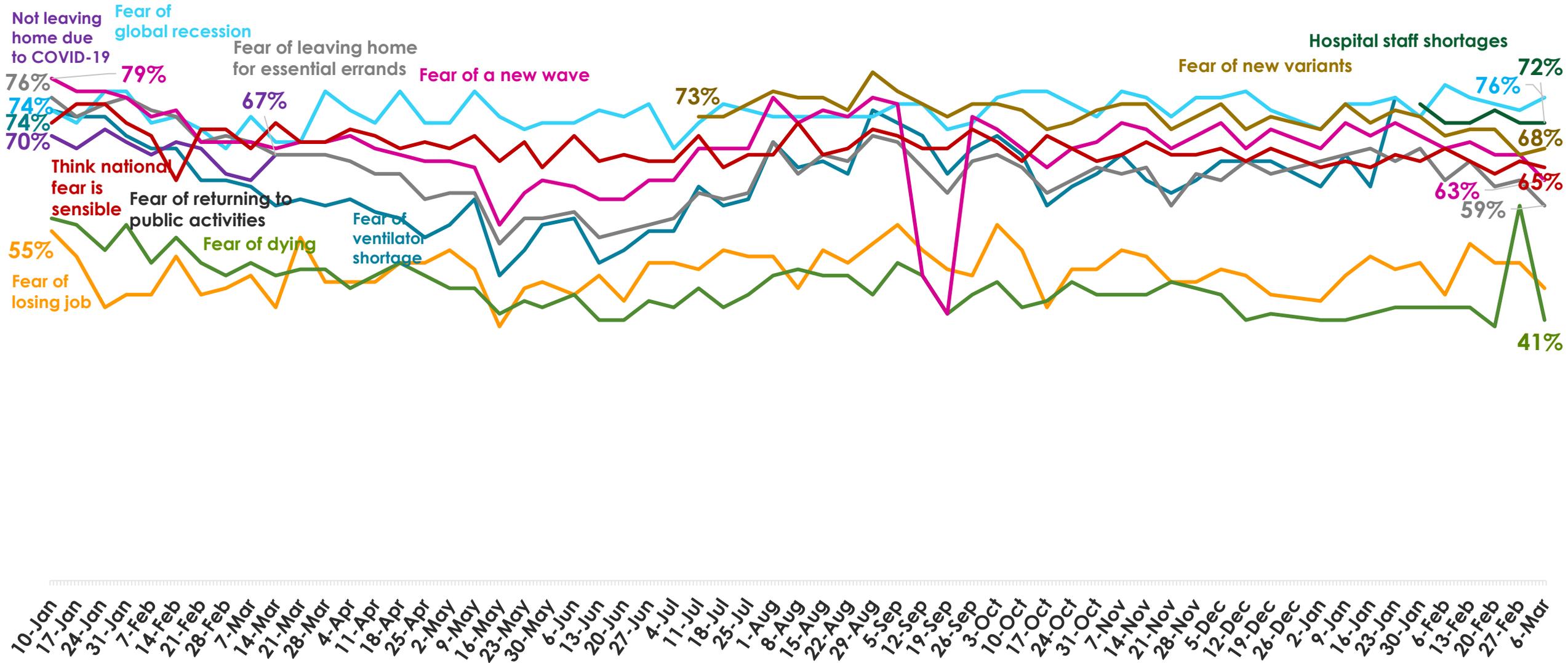
Data Source:

The Harris Poll COVID-19 Tracker

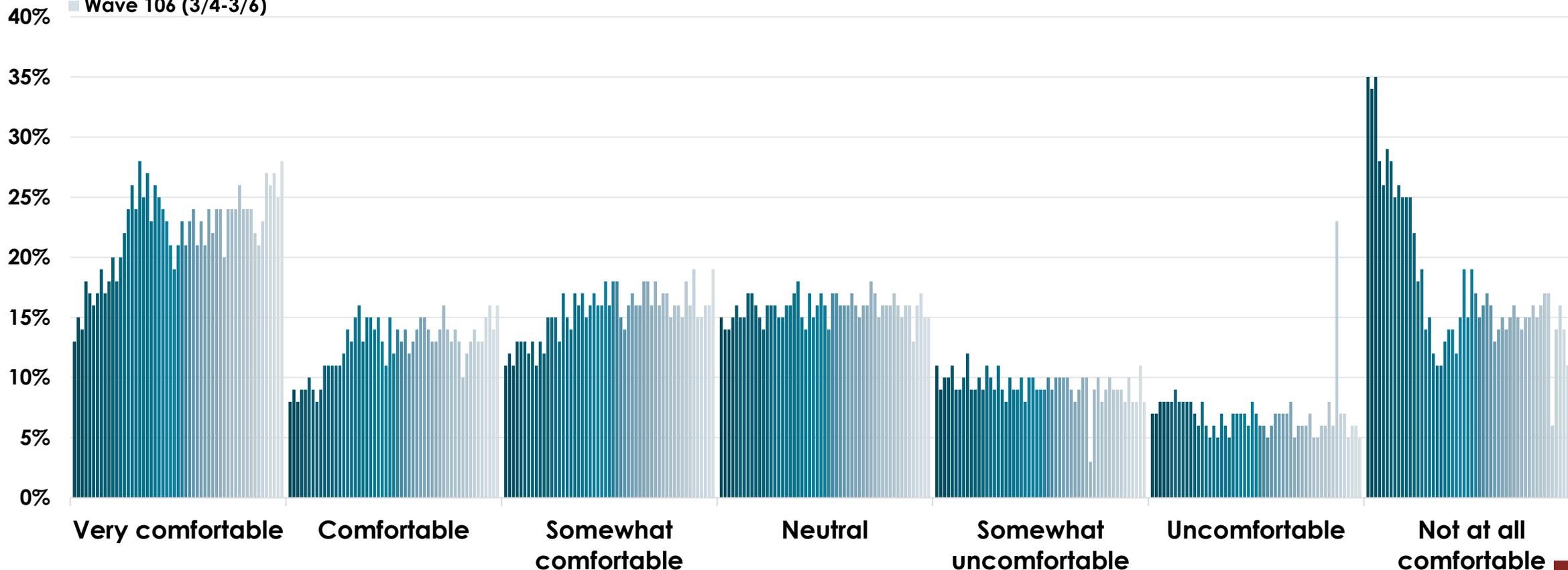
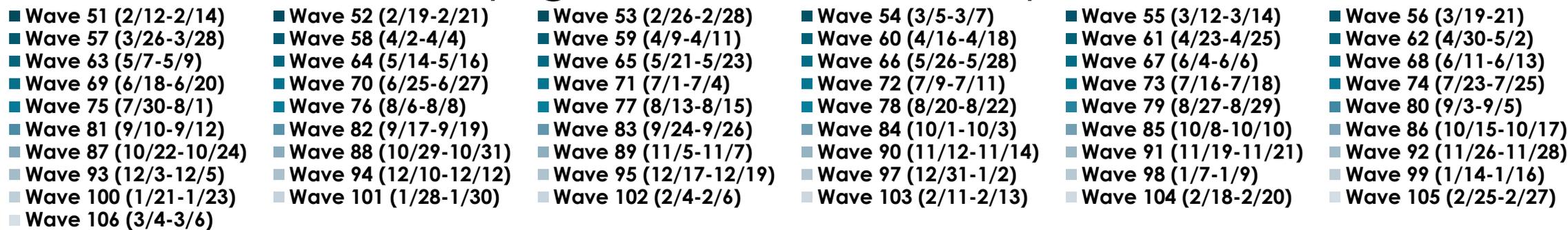
The Harris Poll
COVID-19 Tracker

- **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**

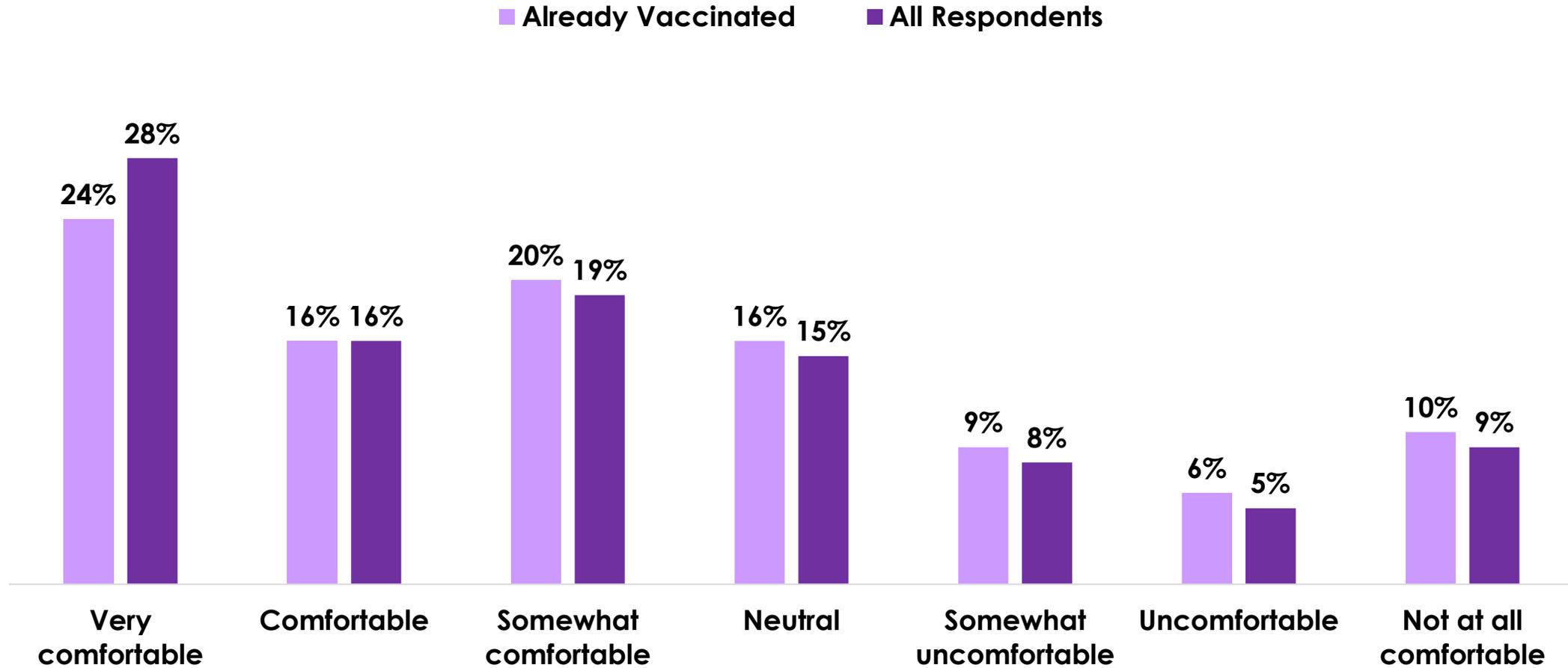
Fear Sentiment Trends



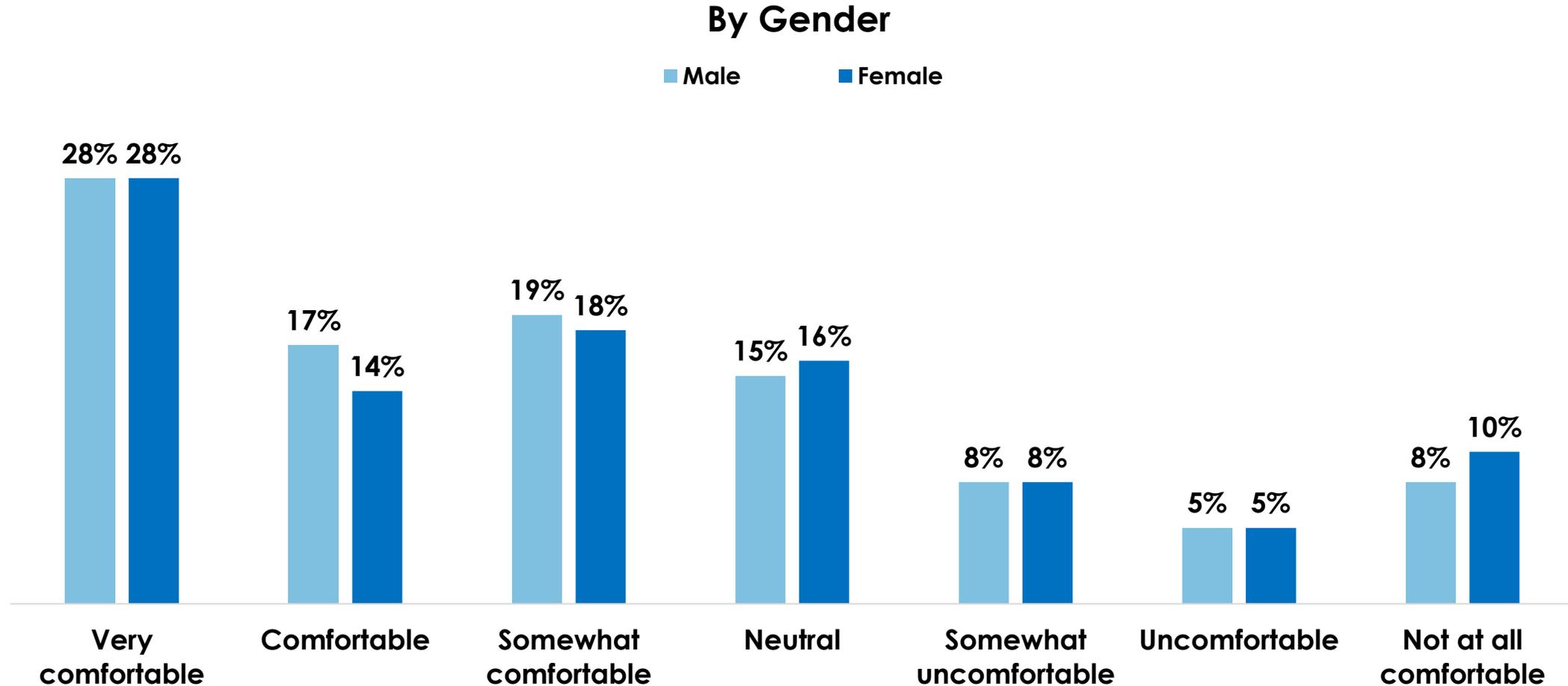
Generally speaking, how comfortable would you be staying in a hotel today, given the COVID-19 pandemic?



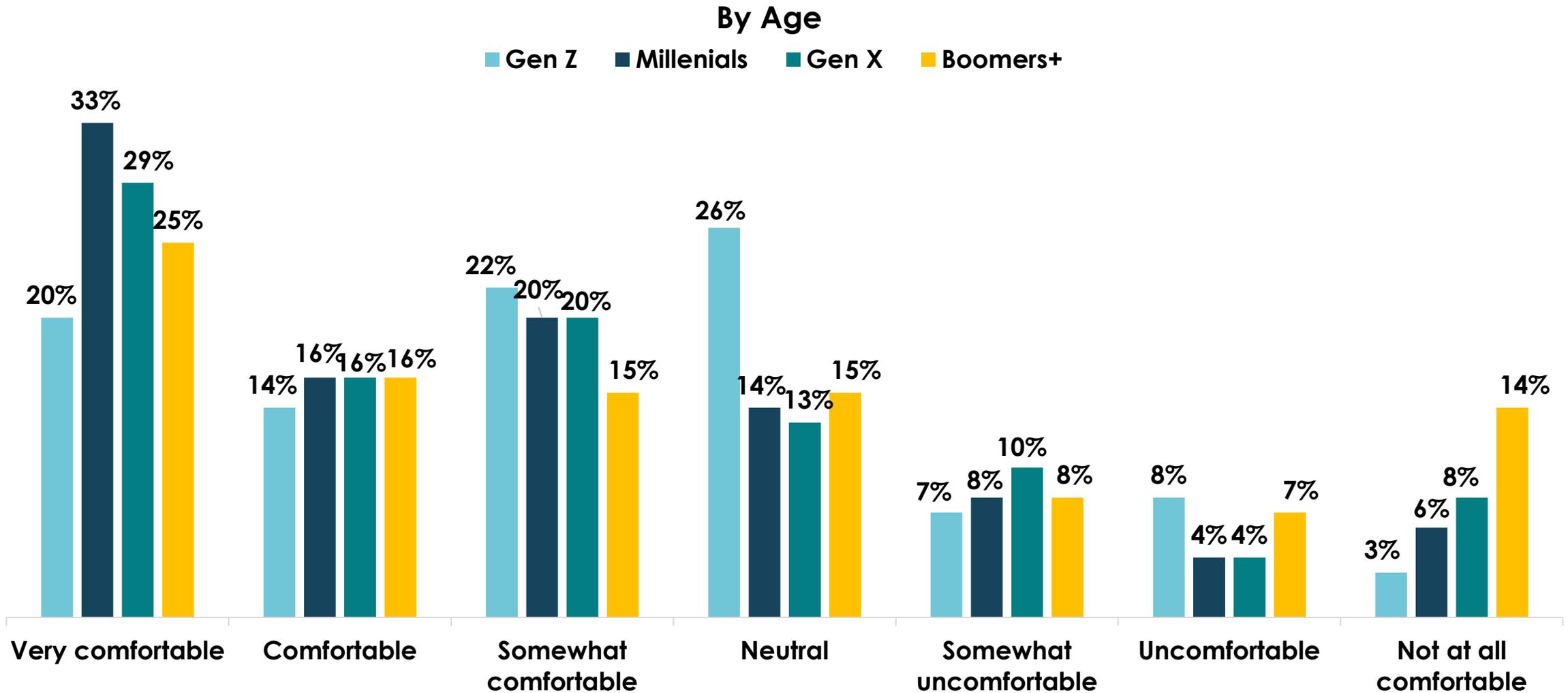
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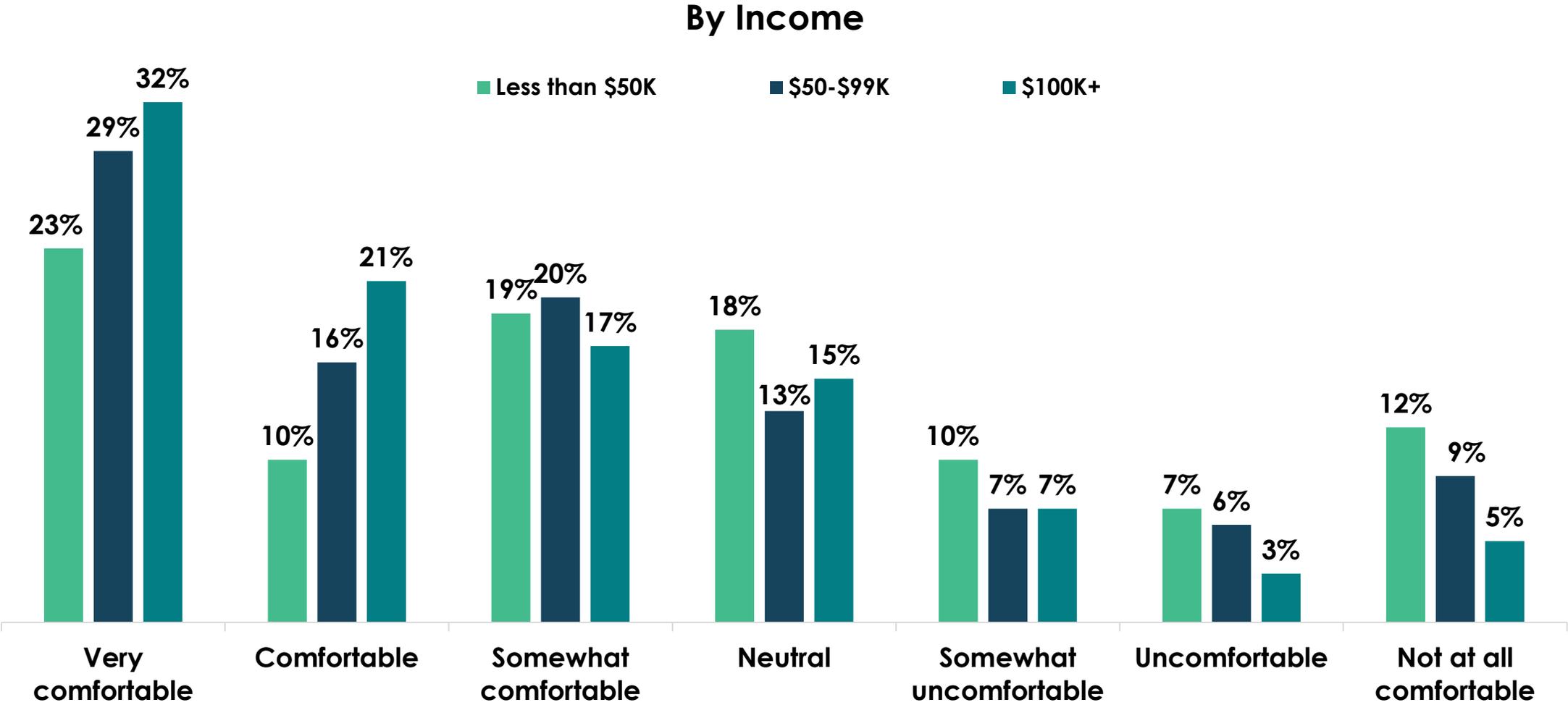
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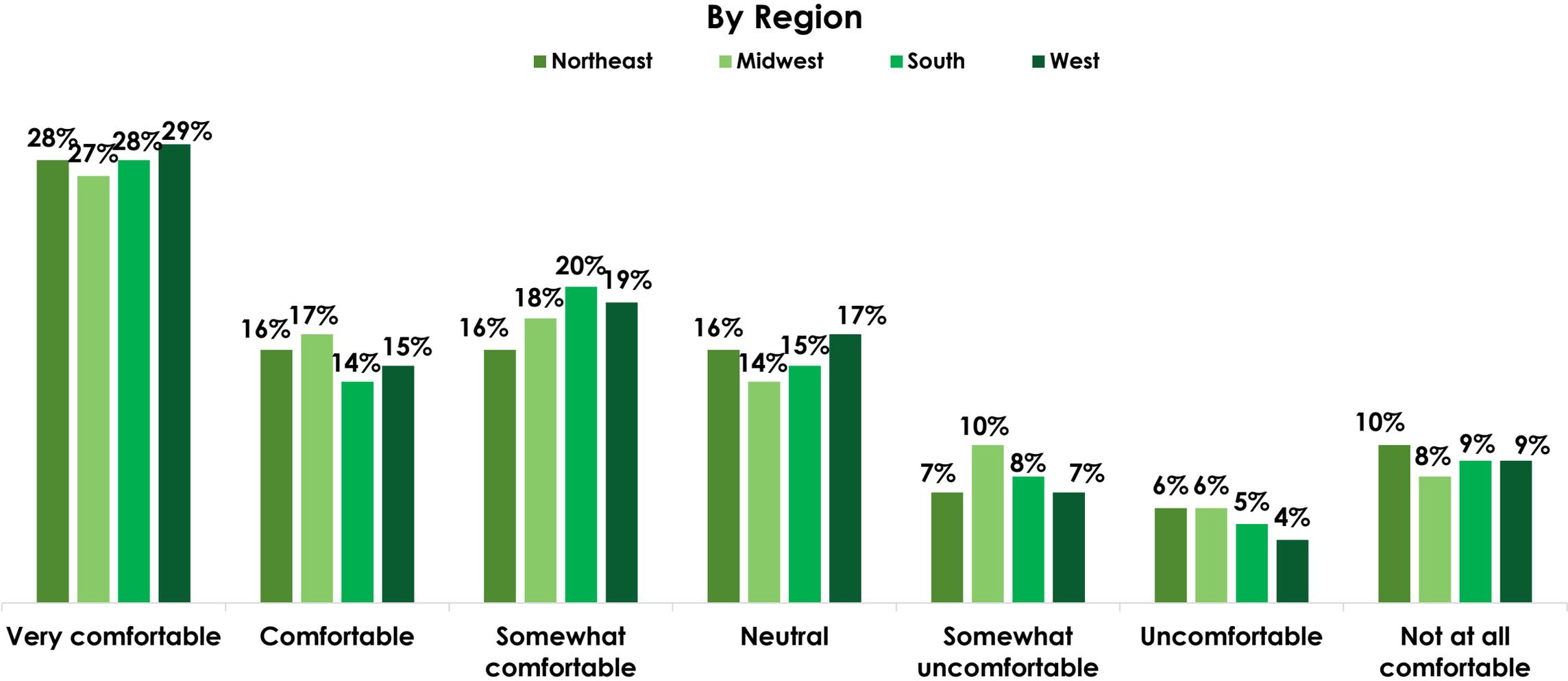


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Source: HVCB analysis of Harris Poll COVID-19 Wave 106 (March 4 - March 6, 2022)

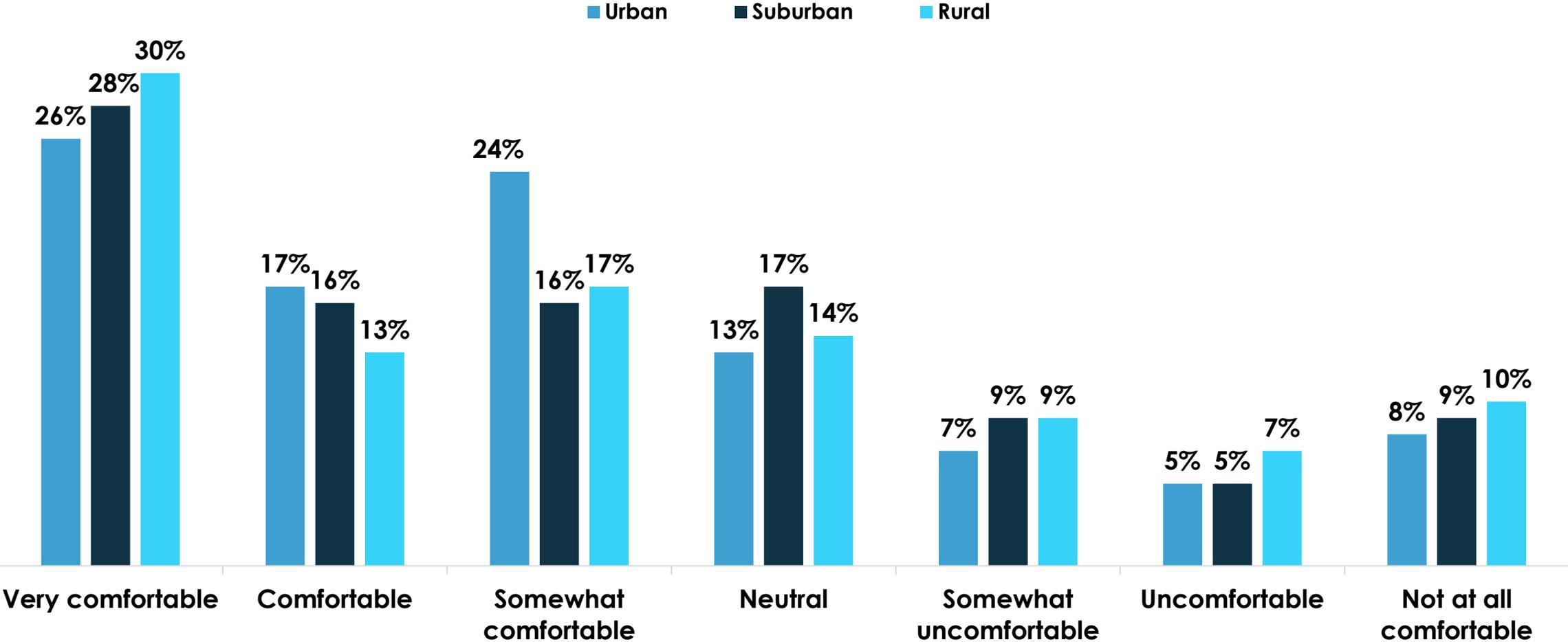
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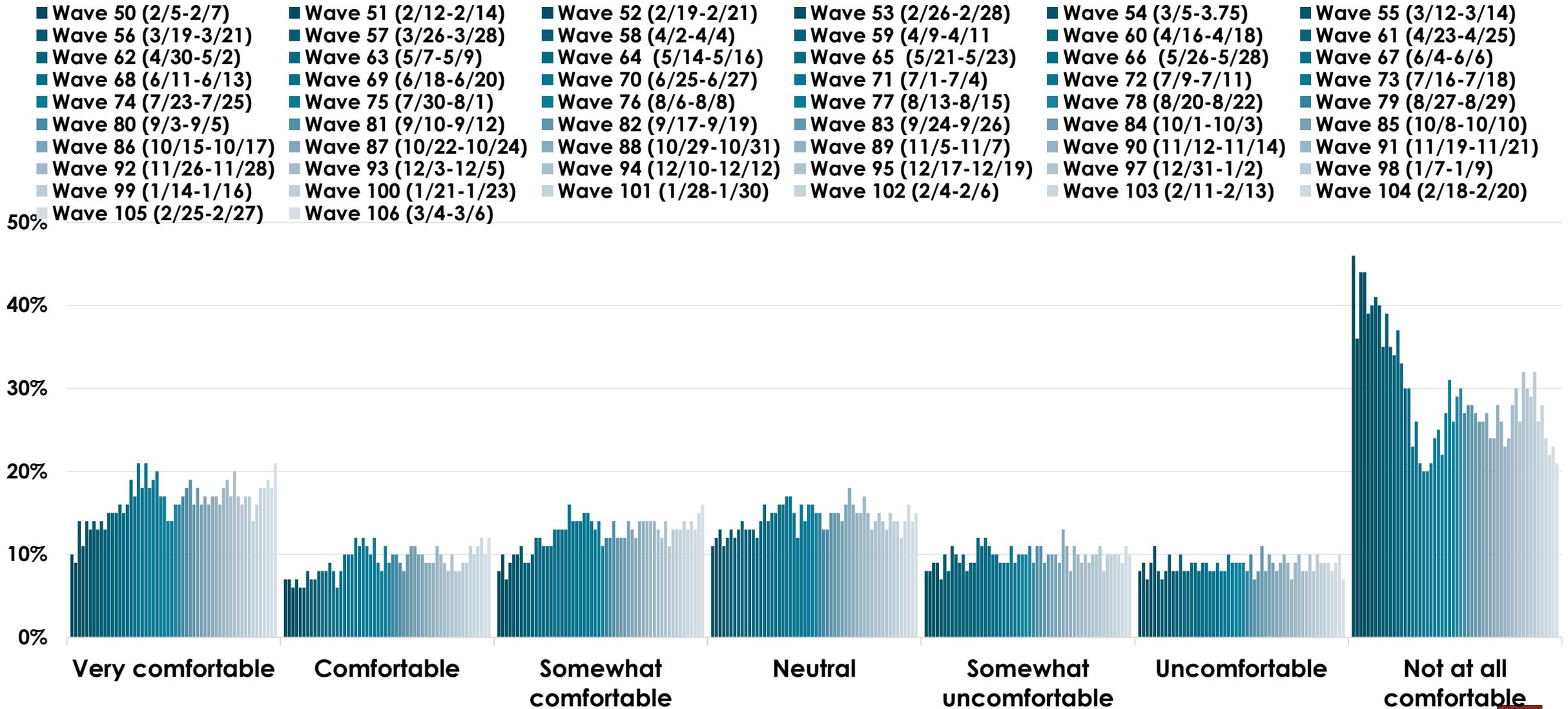
Generally speaking, how comfortable would you be staying in a hotel today, given the COVID-19 pandemic?

By Urbanicity

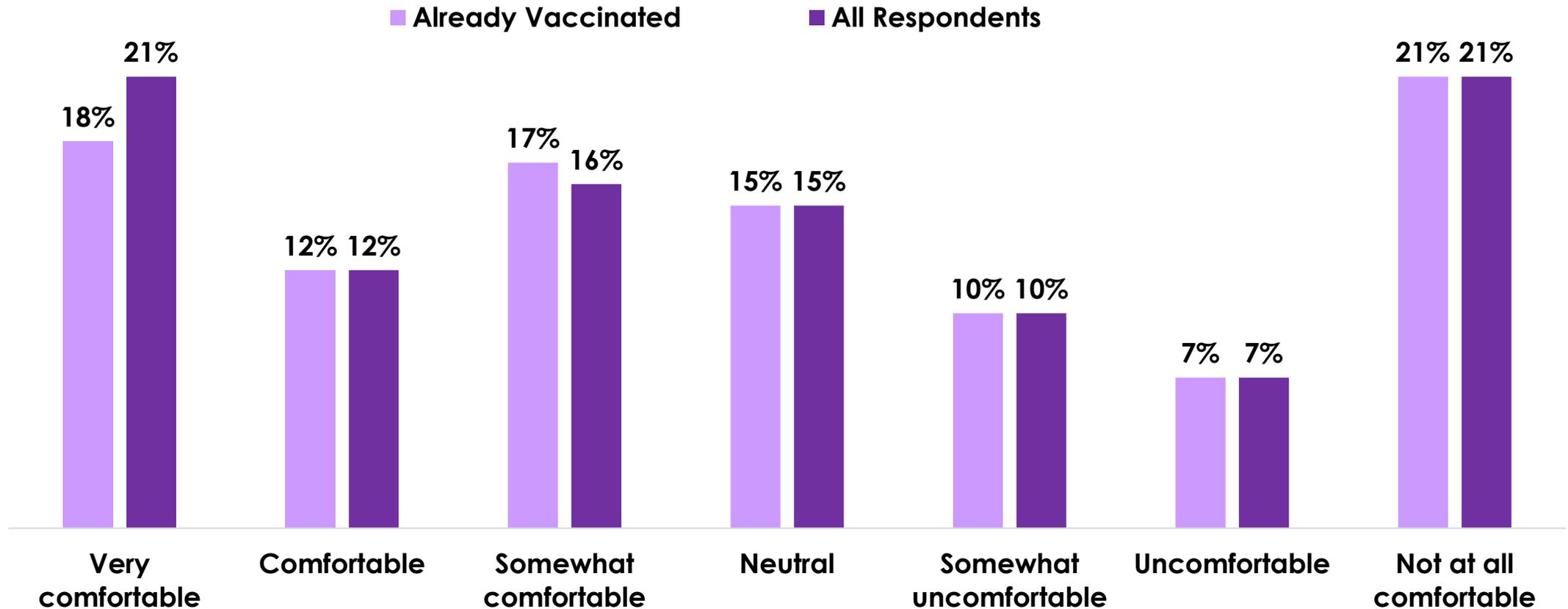


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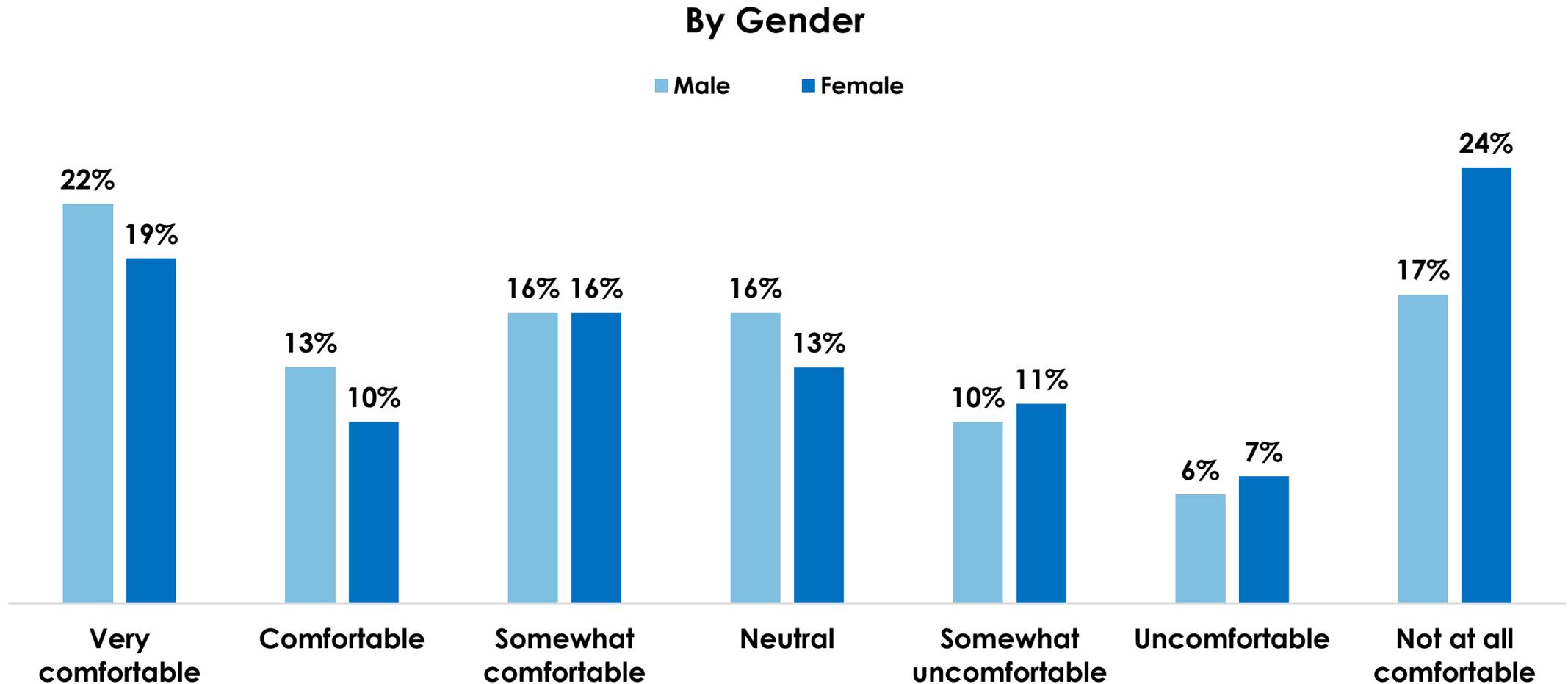
Generally speaking, how comfortable would you be flying on a plane today, given the COVID-19 pandemic?



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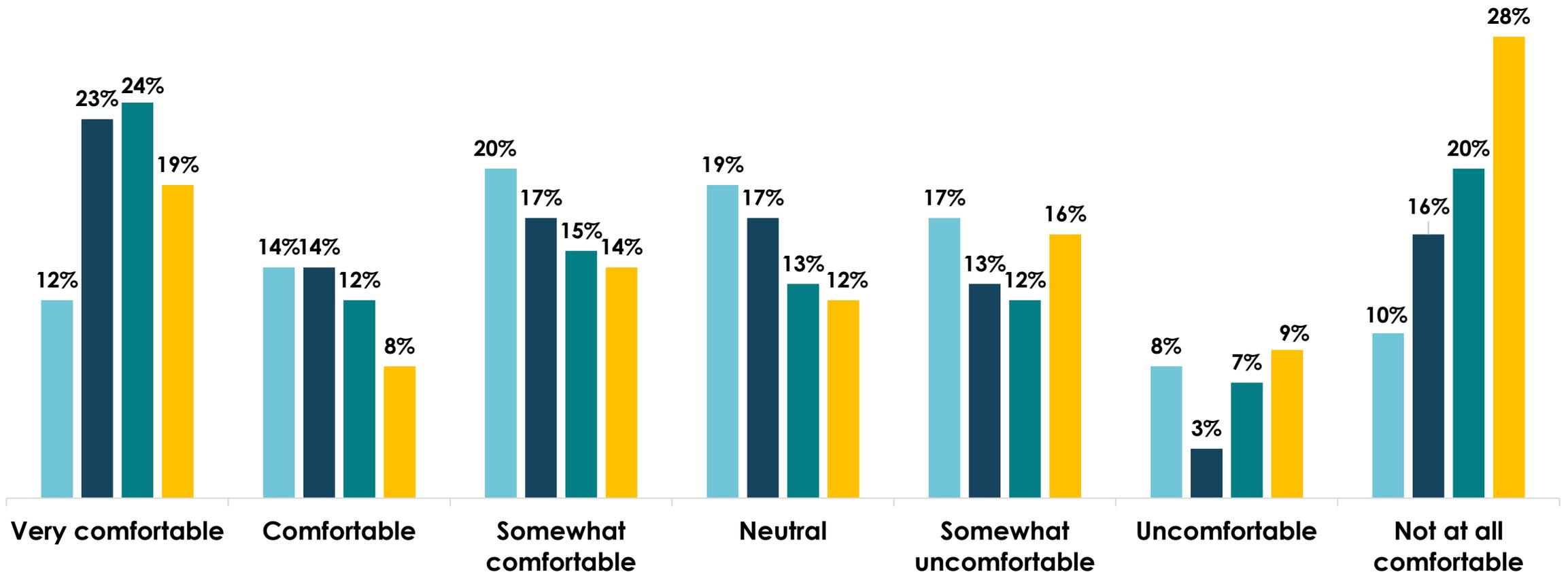
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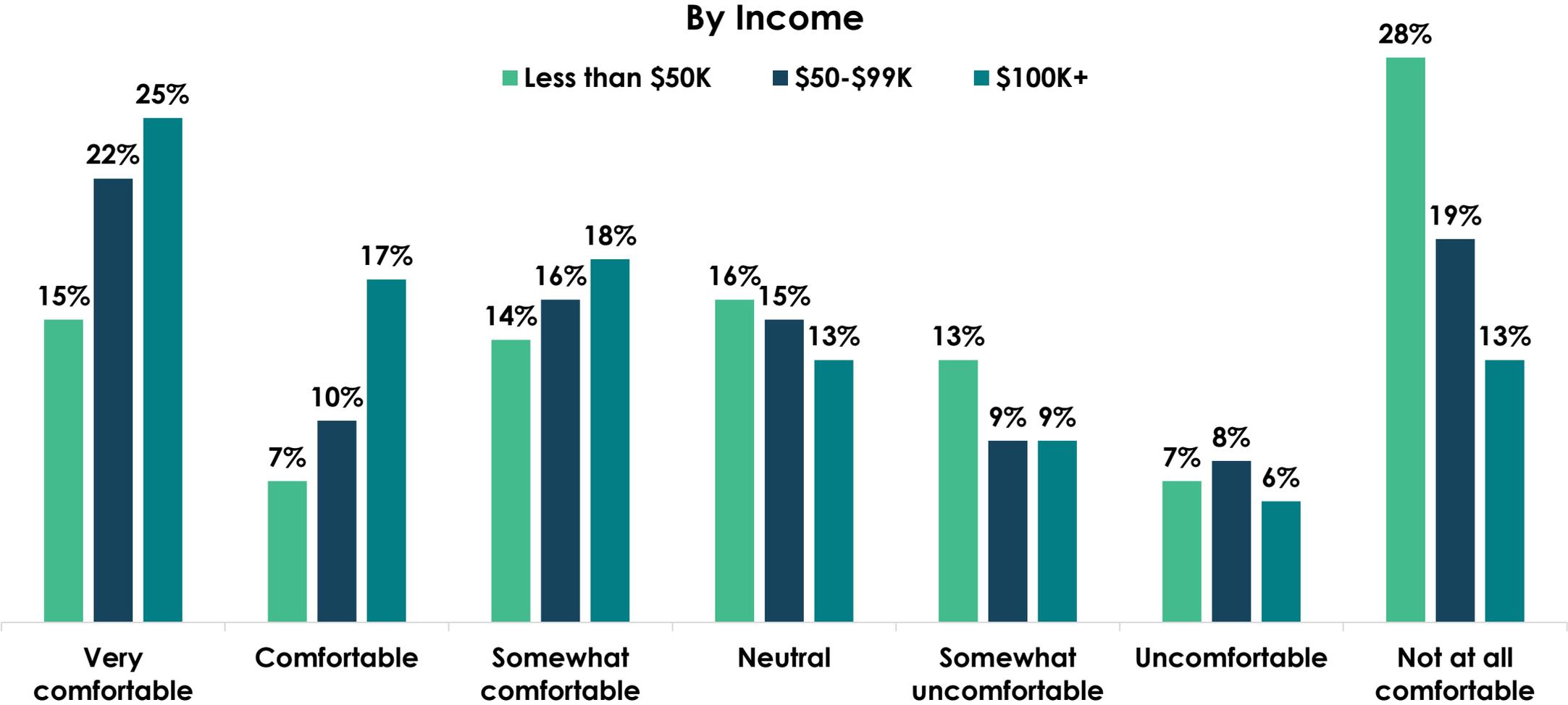
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By Age

■ Gen Z ■ Millennials ■ Gen X ■ Boomer+

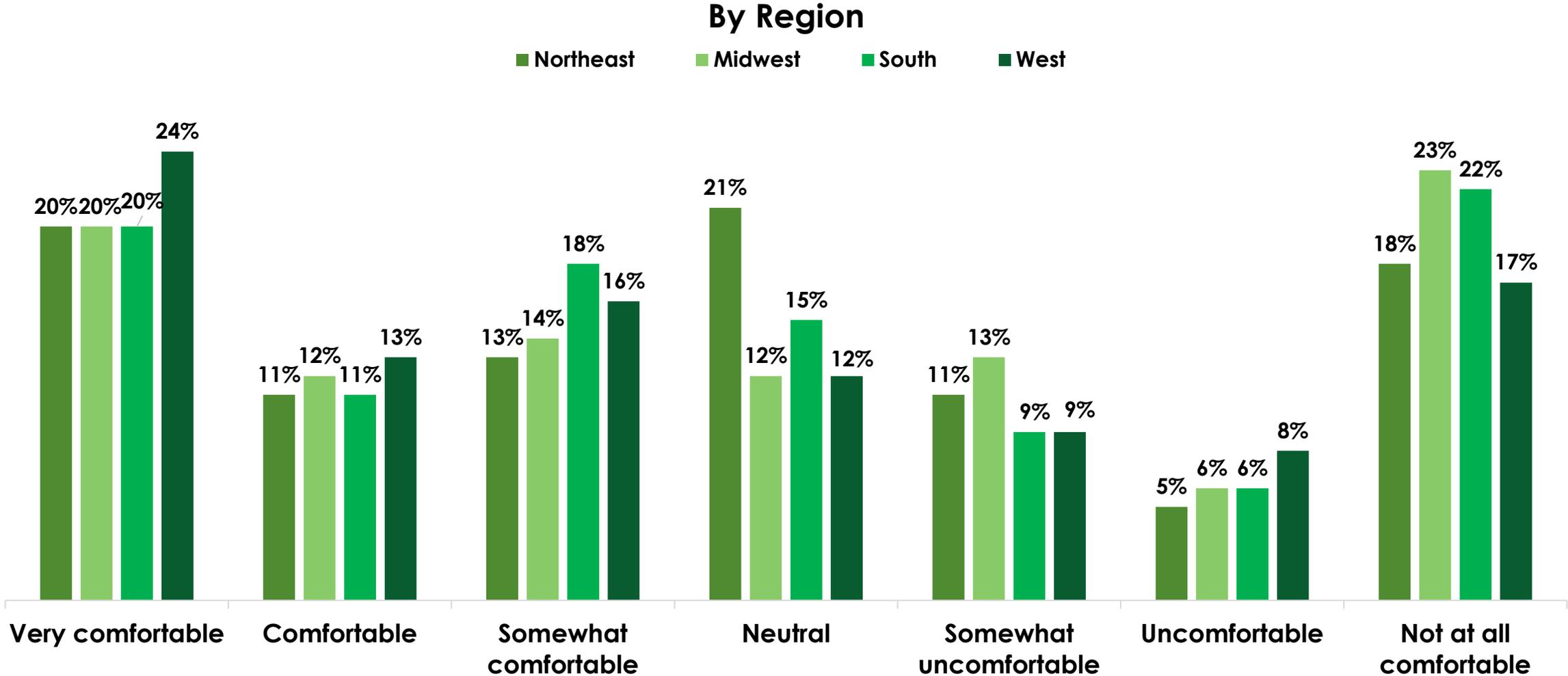


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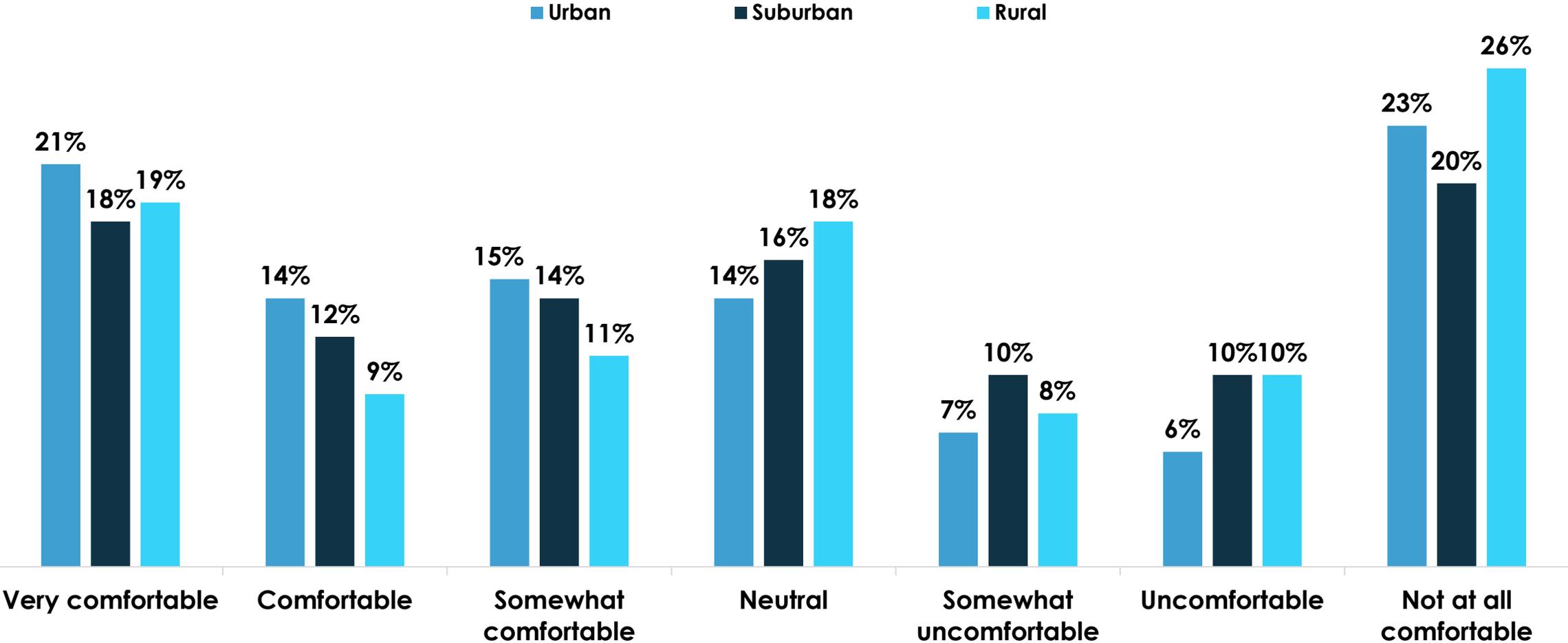
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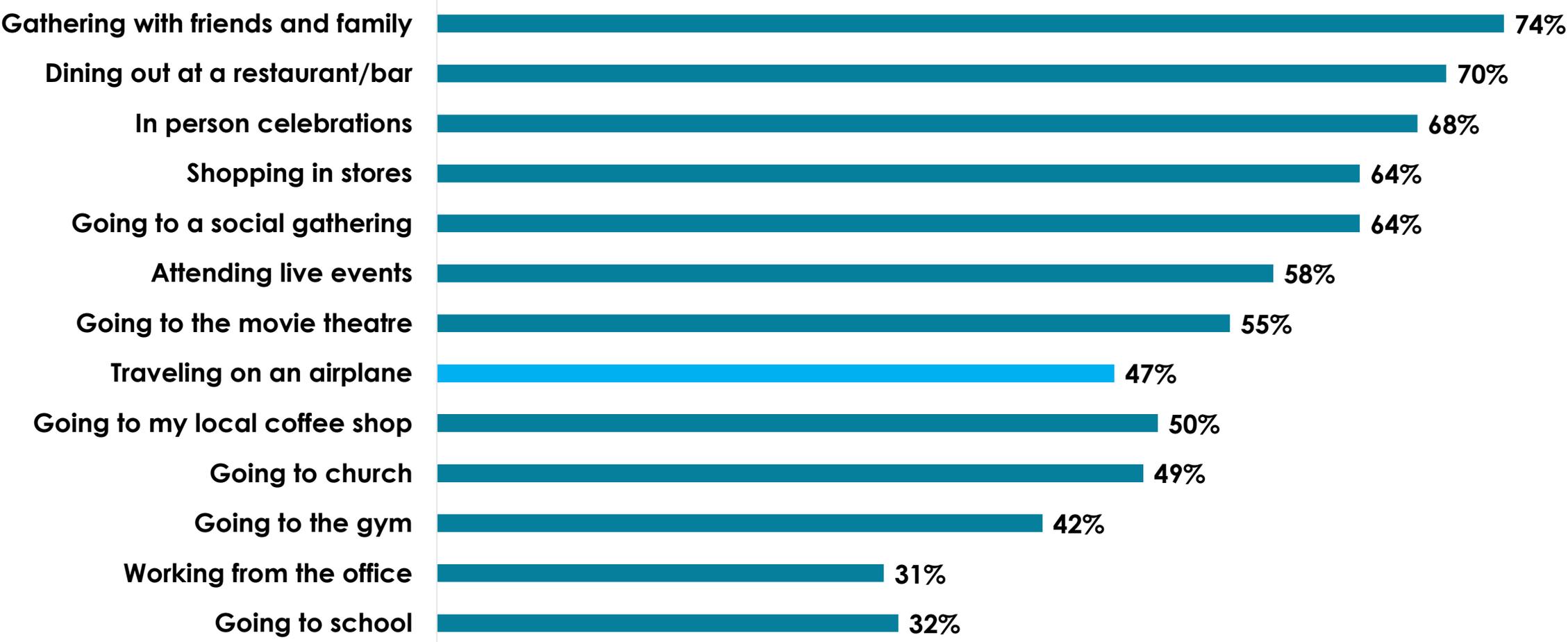
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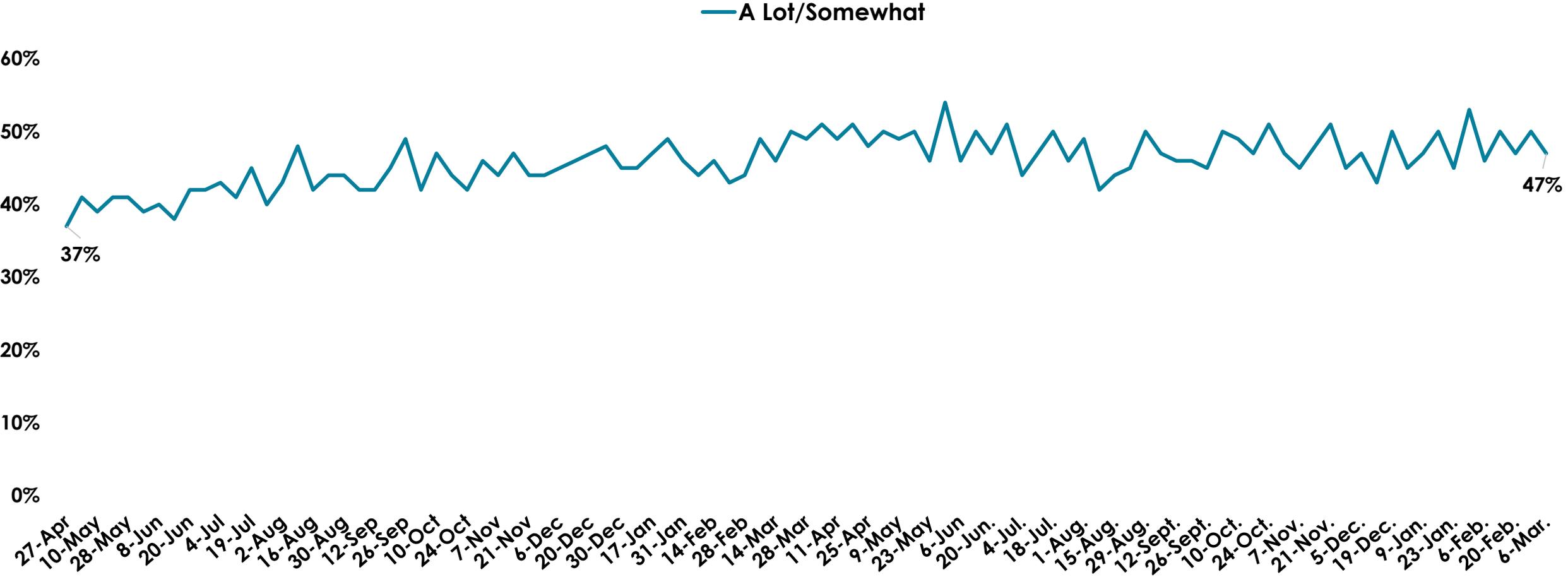
Source: HVCB analysis of Harris Poll COVID-19 Wave 106 (March 4 - March 6, 2022)

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



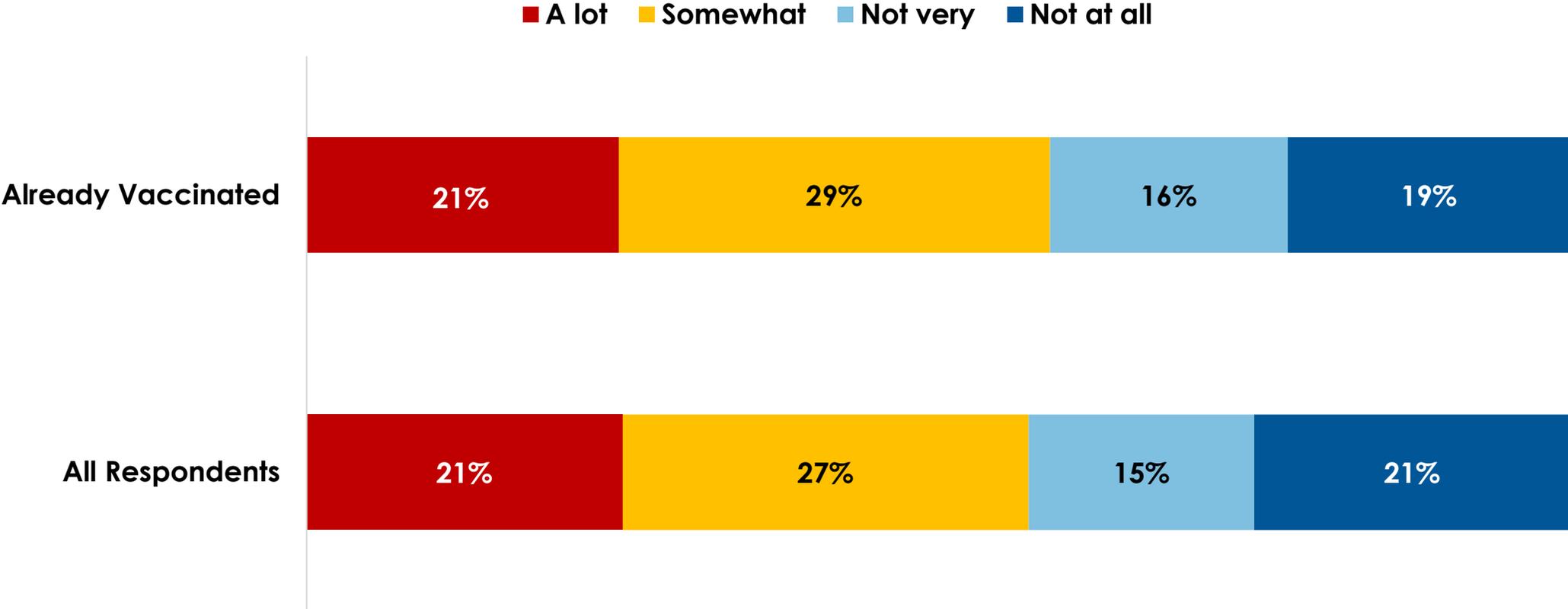
Source: HVCB analysis of Harris Poll COVID-19 Wave 106 (March 4 - March 6, 2022)

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



Source: HVCB analysis of Harris Poll COVID-19

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

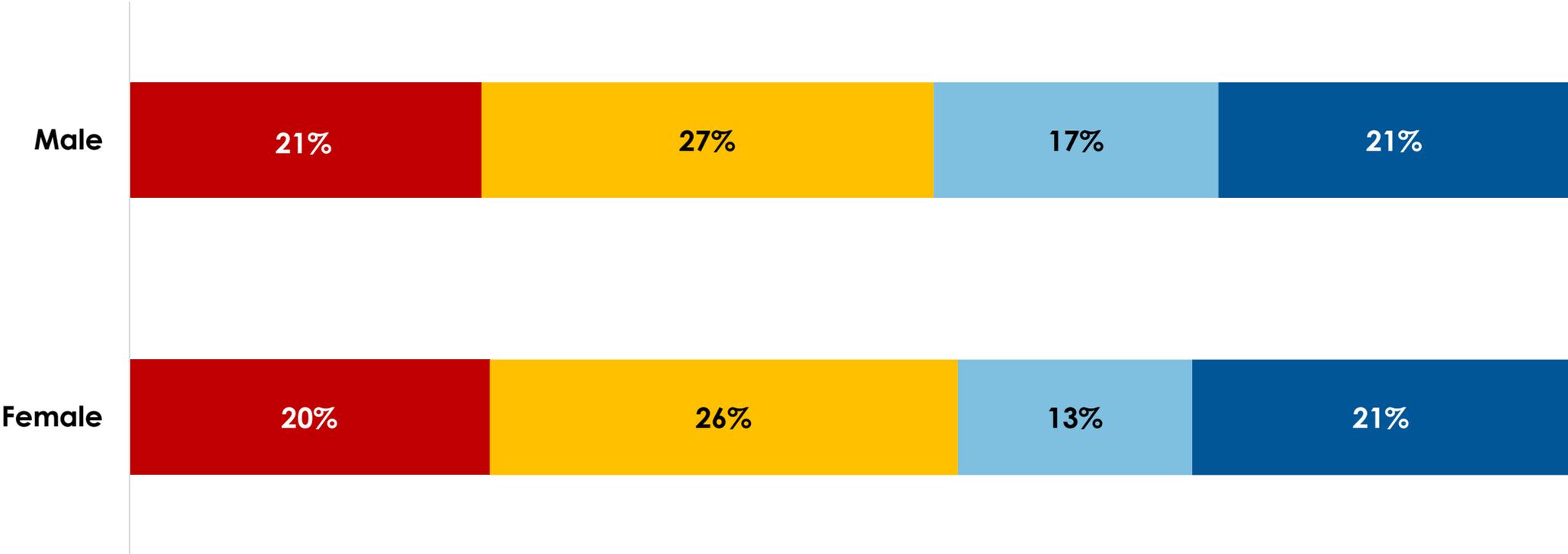


Source: HVCB analysis of Harris Poll COVID-19 Wave 106 (March 4 - March 6, 2022)

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

By Gender

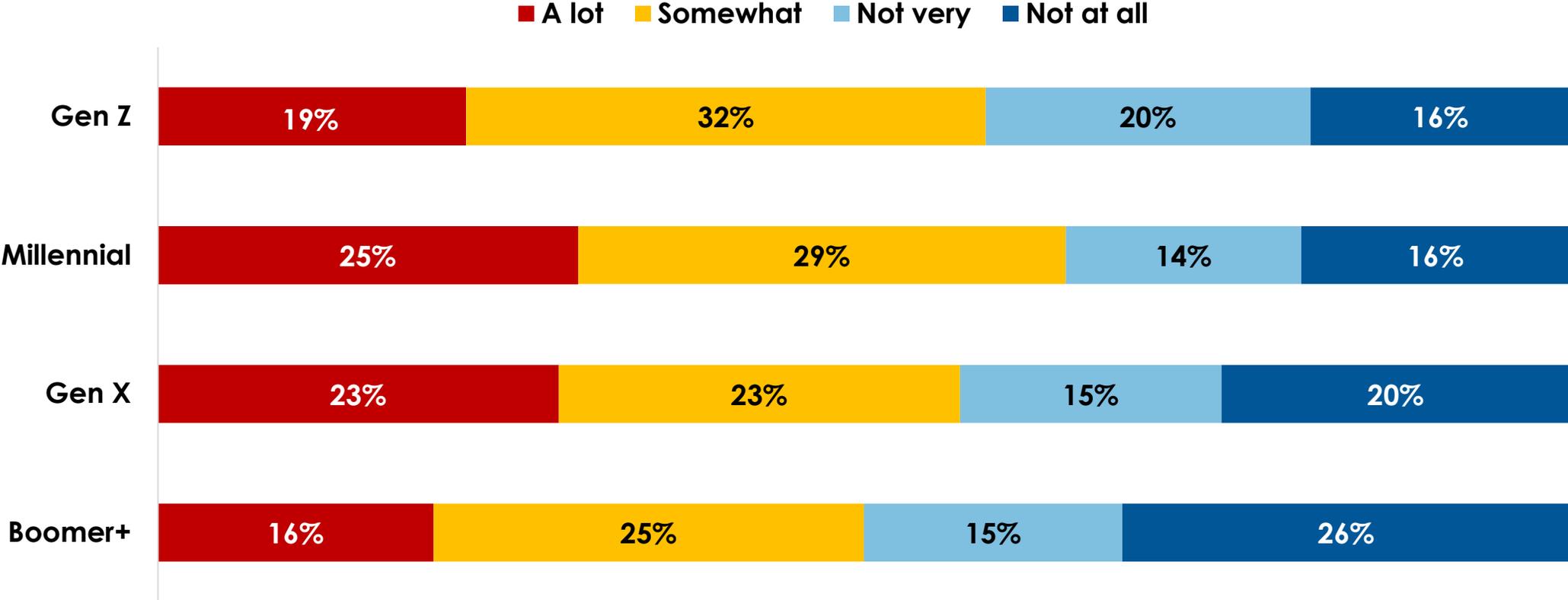
■ A lot ■ Somewhat ■ Not very ■ Not at all



Source: HVCB analysis of Harris Poll COVID-19 Wave 106 (March 4 - March 6, 2022)

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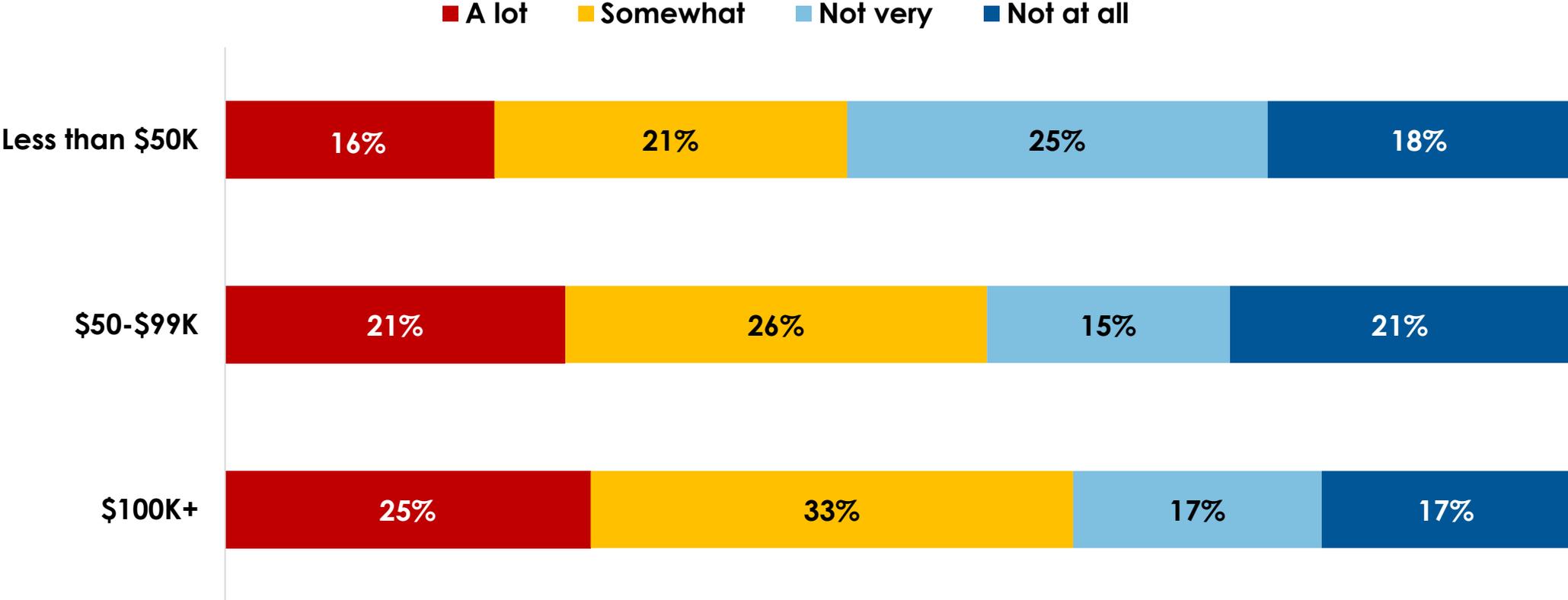
By Age



Source: HVCB analysis of Harris Poll COVID-19 Wave 106 (March 4 - March 6, 2022)

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

By Income

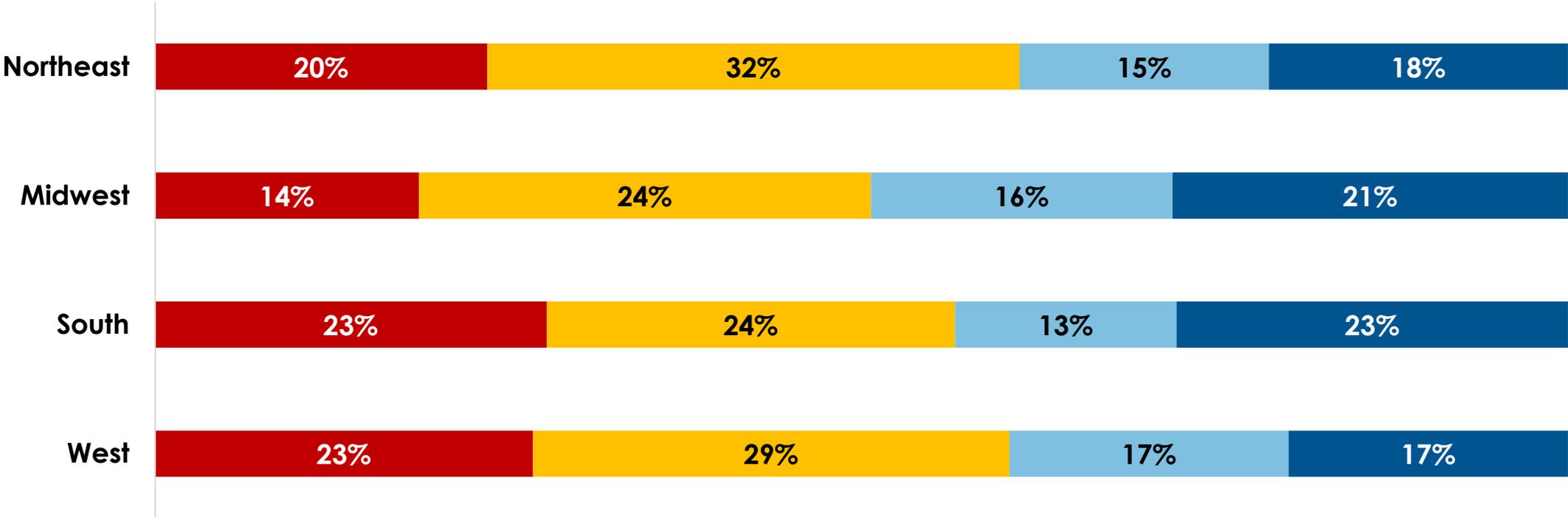


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How much would you say you miss traveling on an airplane during this time of virus-related restrictions?

By Region

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

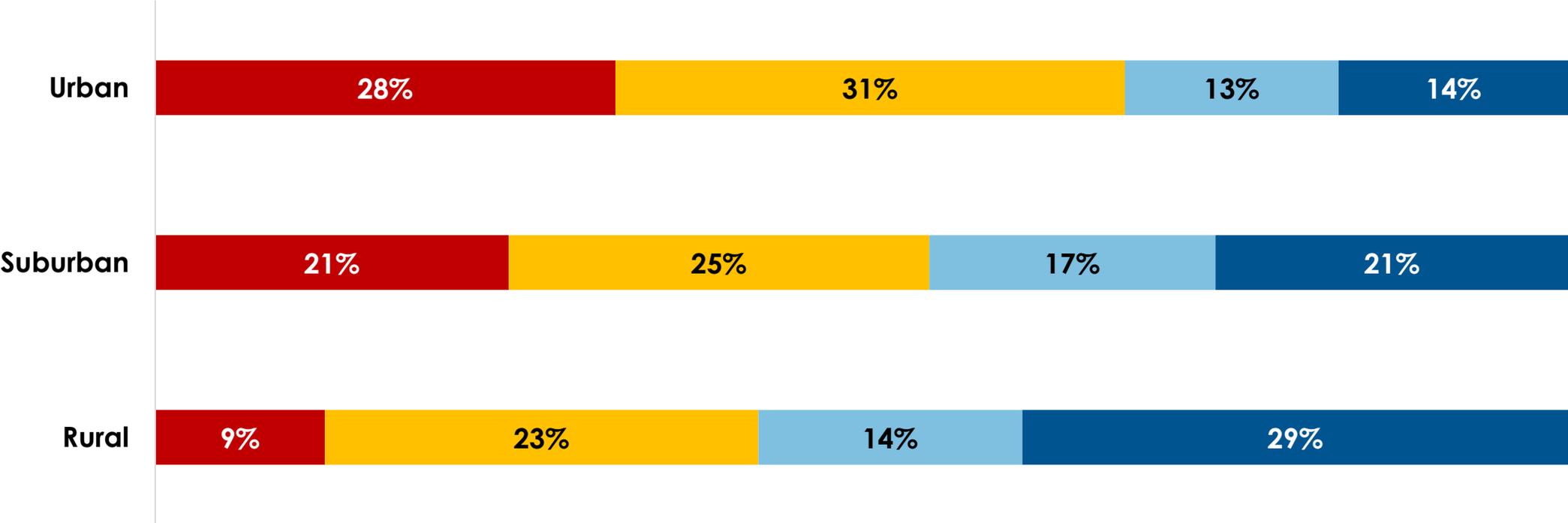


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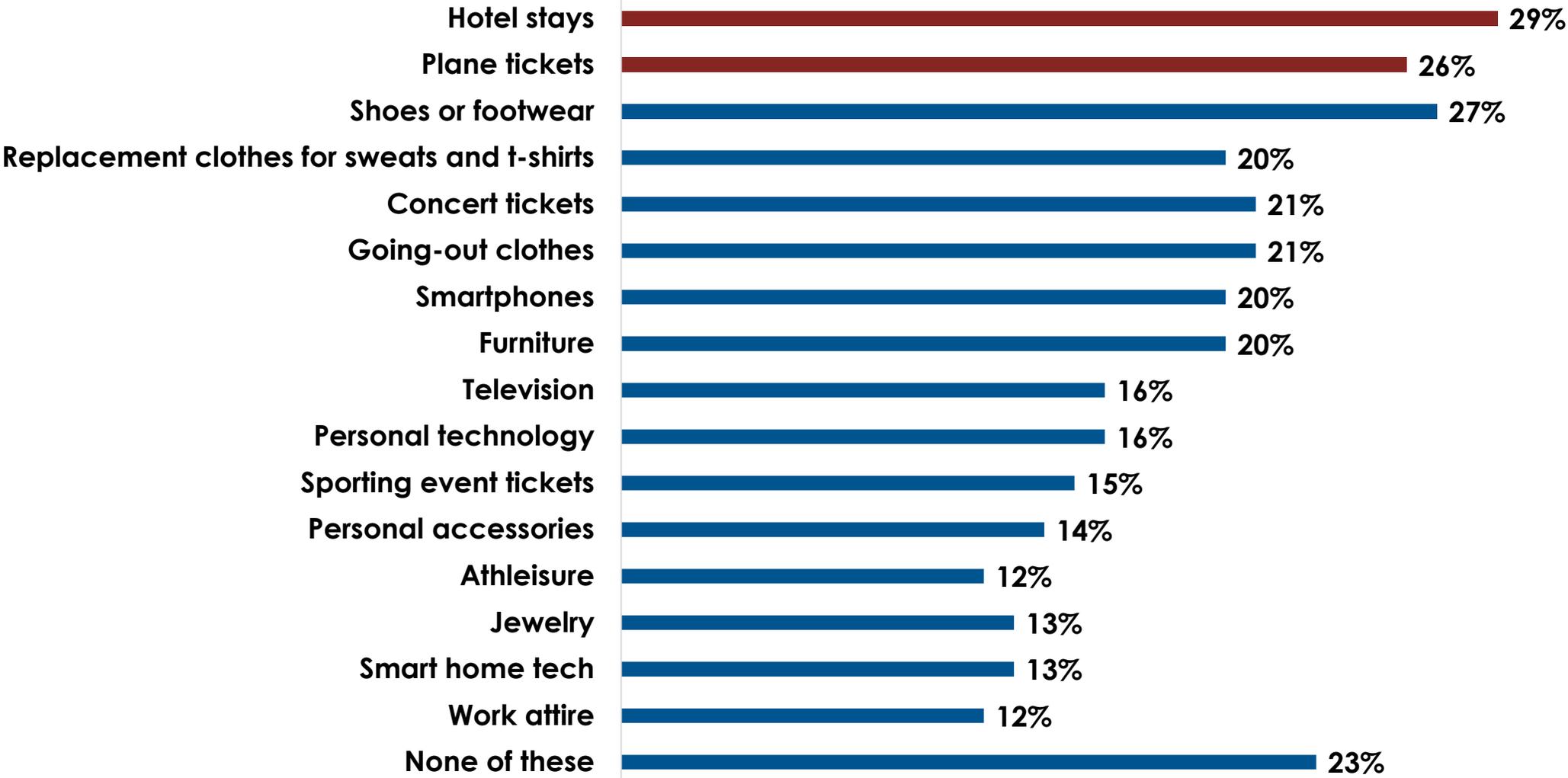
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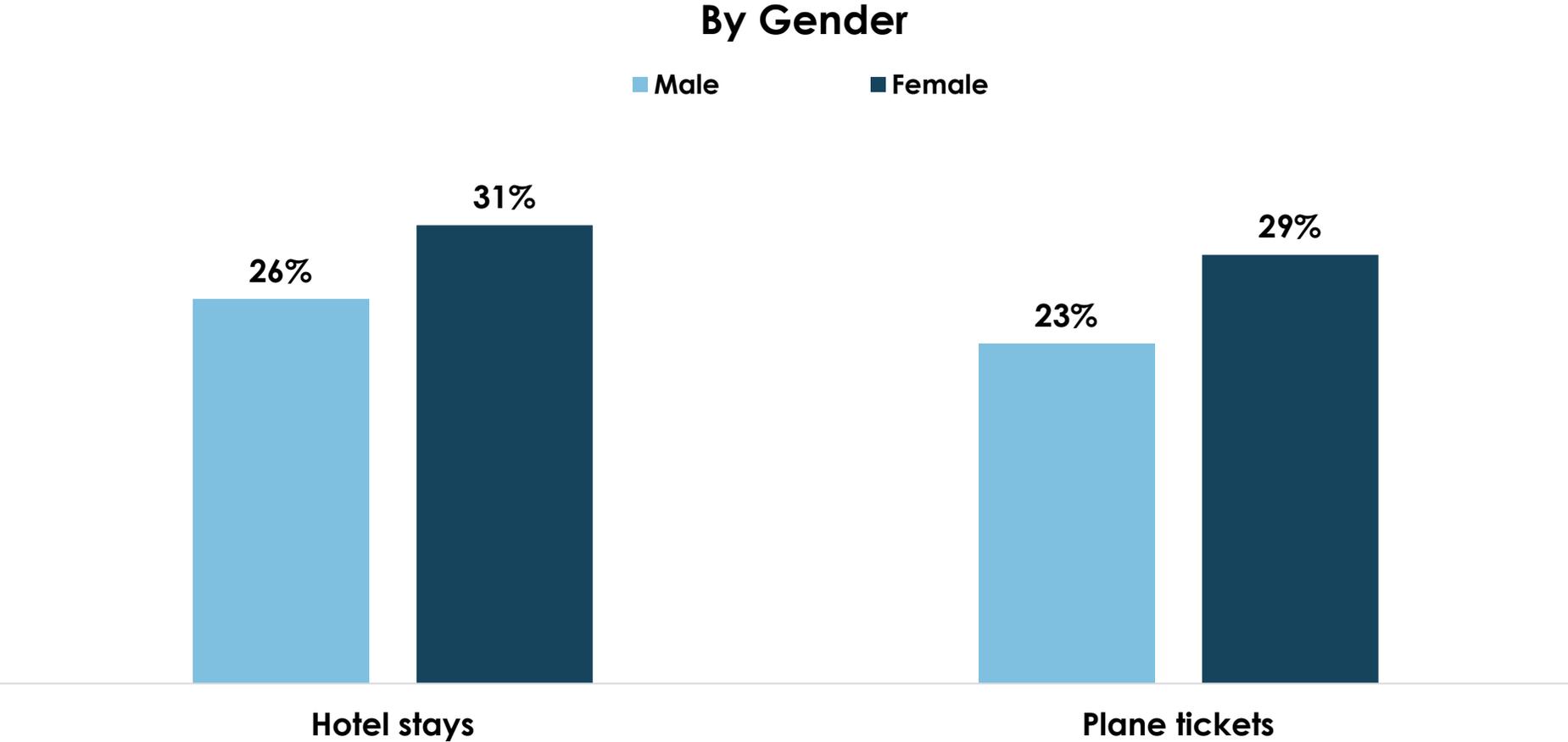
Source: HVCB analysis of Harris Poll COVID-19 Wave 106 (March 4 - March 6, 2022)

Are you planning to purchase the following once things return to normal?



Source: HVCB analysis of Harris Poll COVID-19 Wave 106 (March 4 - March 6, 2022)

Men and women have a slightly higher intention to purchase hotels over flights

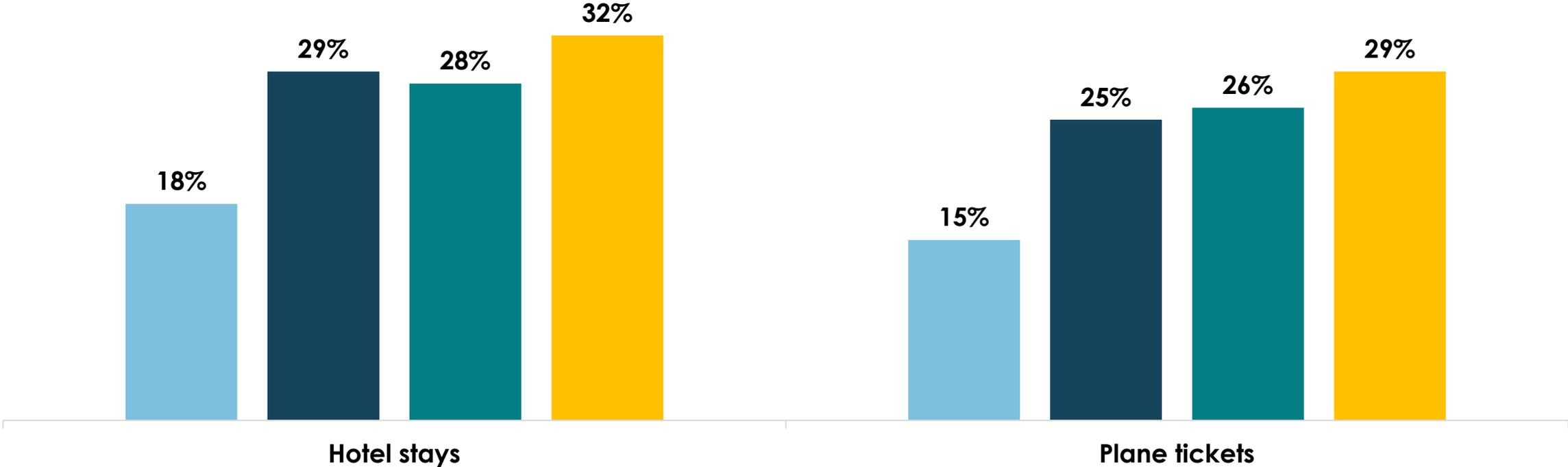


Source: HVCB analysis of Harris Poll COVID-19 Wave 106 (March 4 - March 6, 2022)

Boomers are most likely to purchase travel post-COVID

By Age

■ Gen Z ■ Millennials ■ Gen X ■ Boomer+

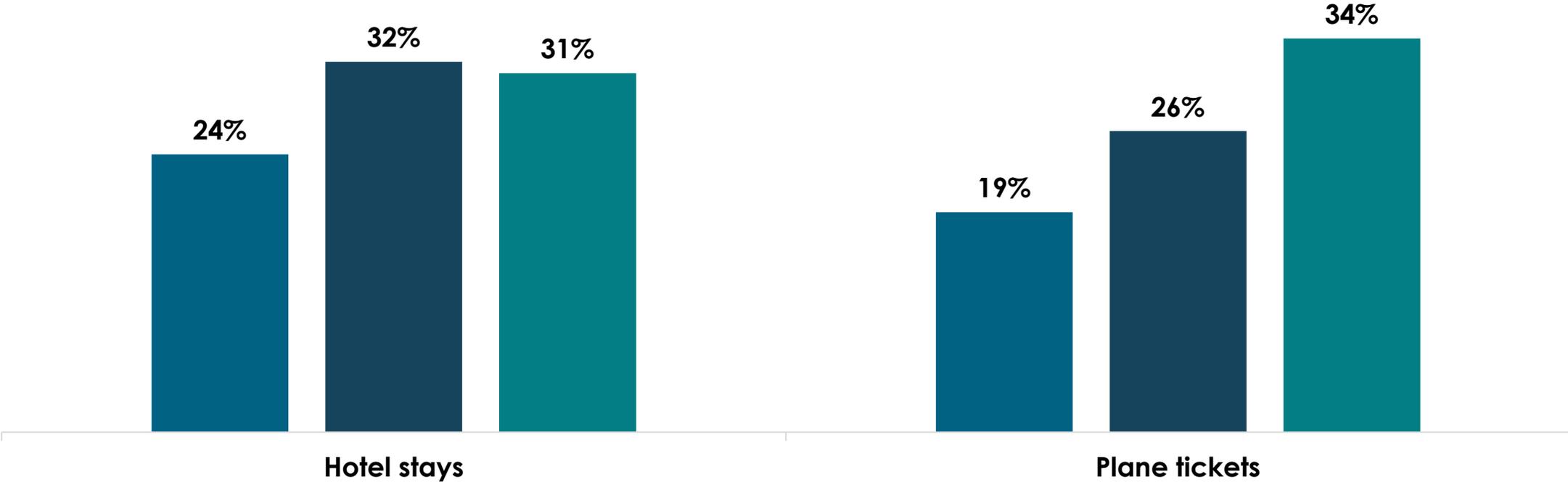


Source: HVCB analysis of Harris Poll COVID-19 Wave 106 (March 4 - March 6, 2022)

Post-COVID, higher income respondents are most likely to buy travel

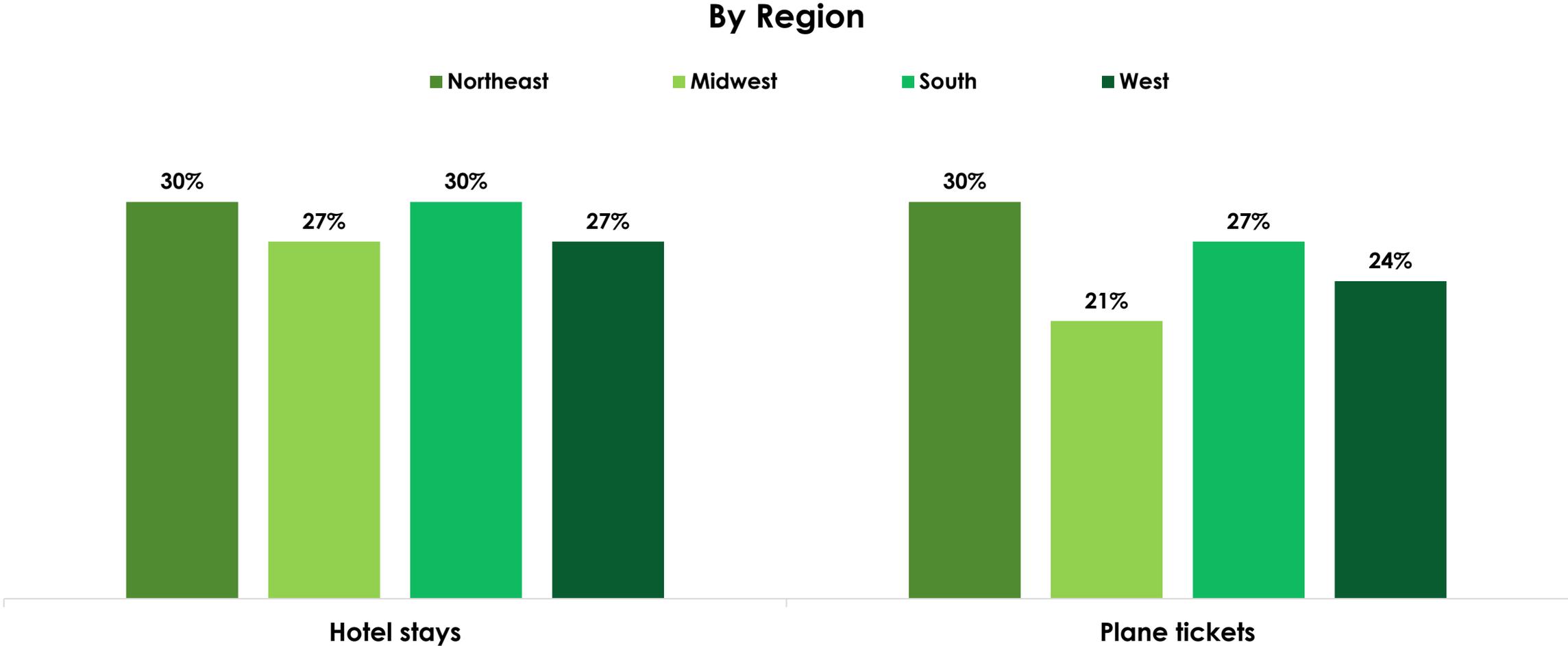
By Income

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



Source: HVCB analysis of Harris Poll COVID-19 Wave 106 (March 4 - March 6, 2022)

Post-COVID, respondents in the Northeast are most likely to purchase travel

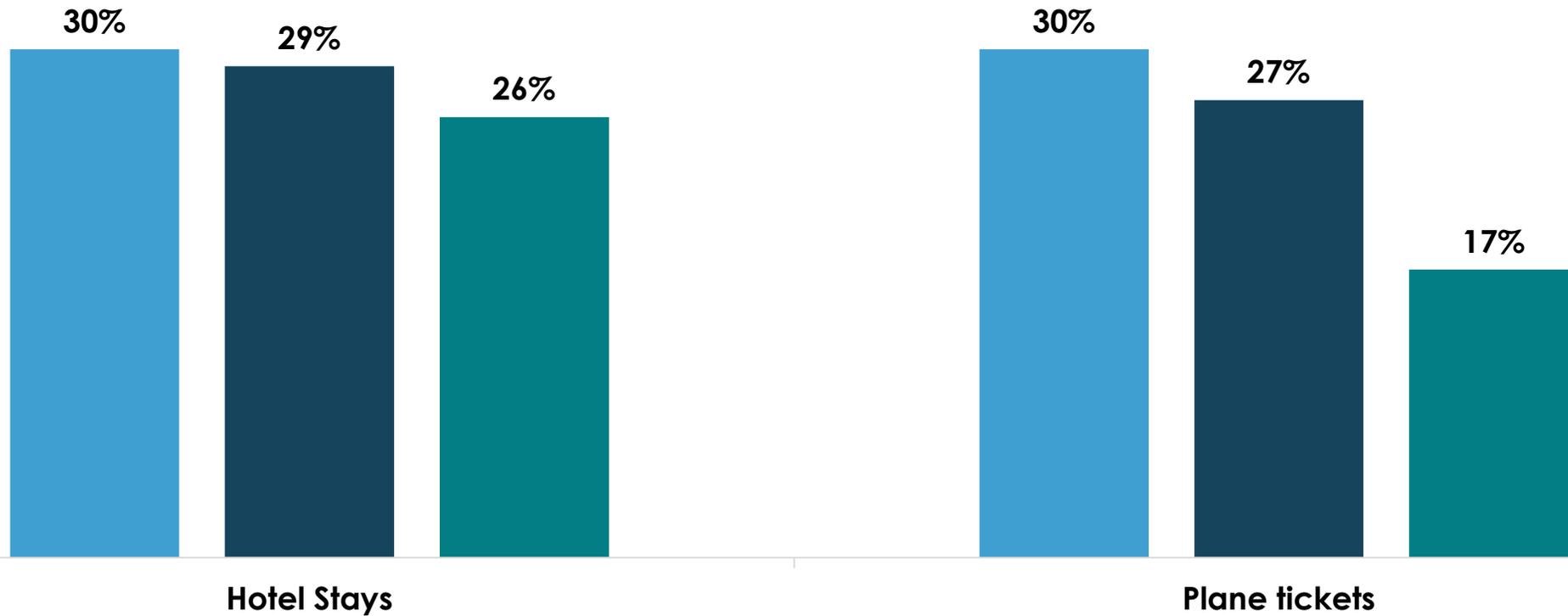


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Rural residents are least likely to purchase travel post-COVID-19

By Urbanicity

■ Urban ■ Suburban ■ Rural

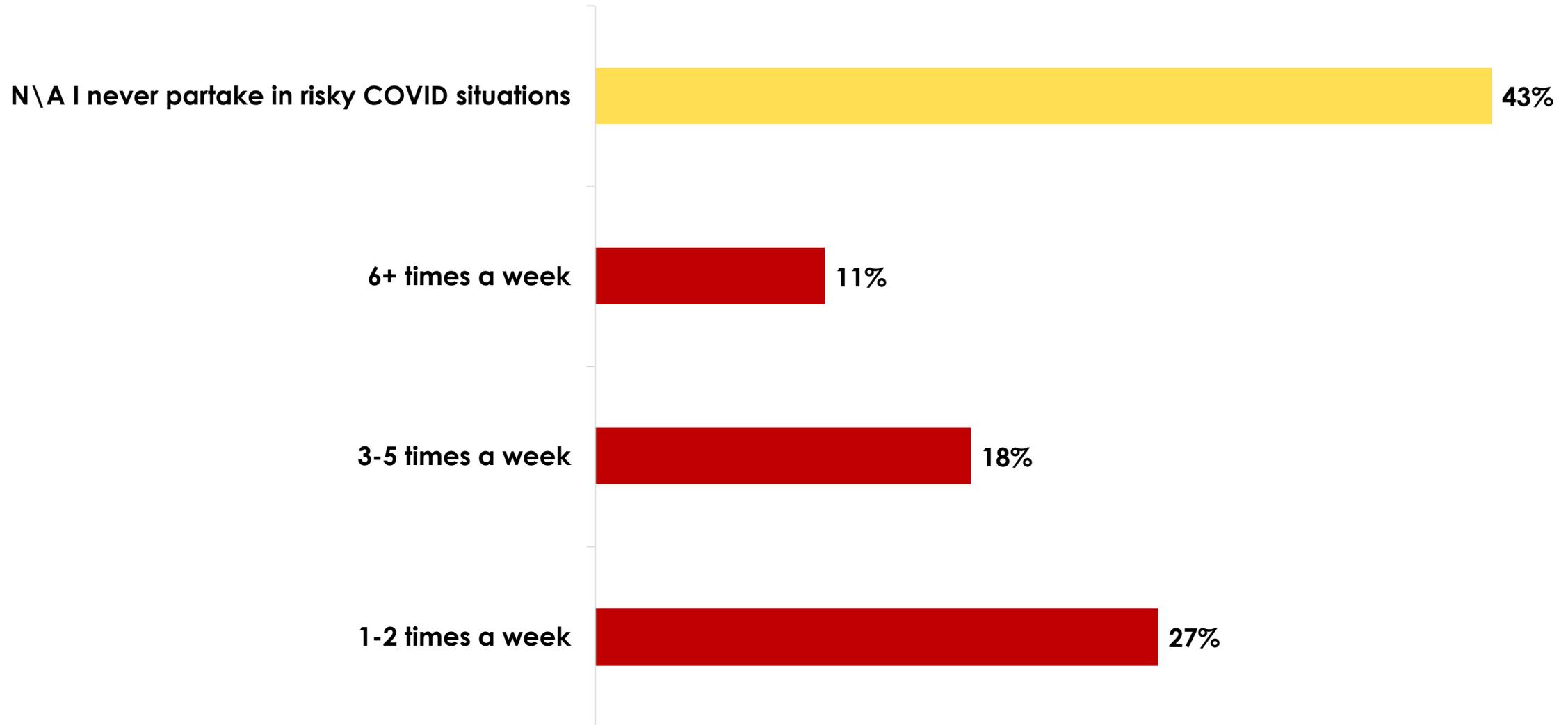




Impact of Coronavirus



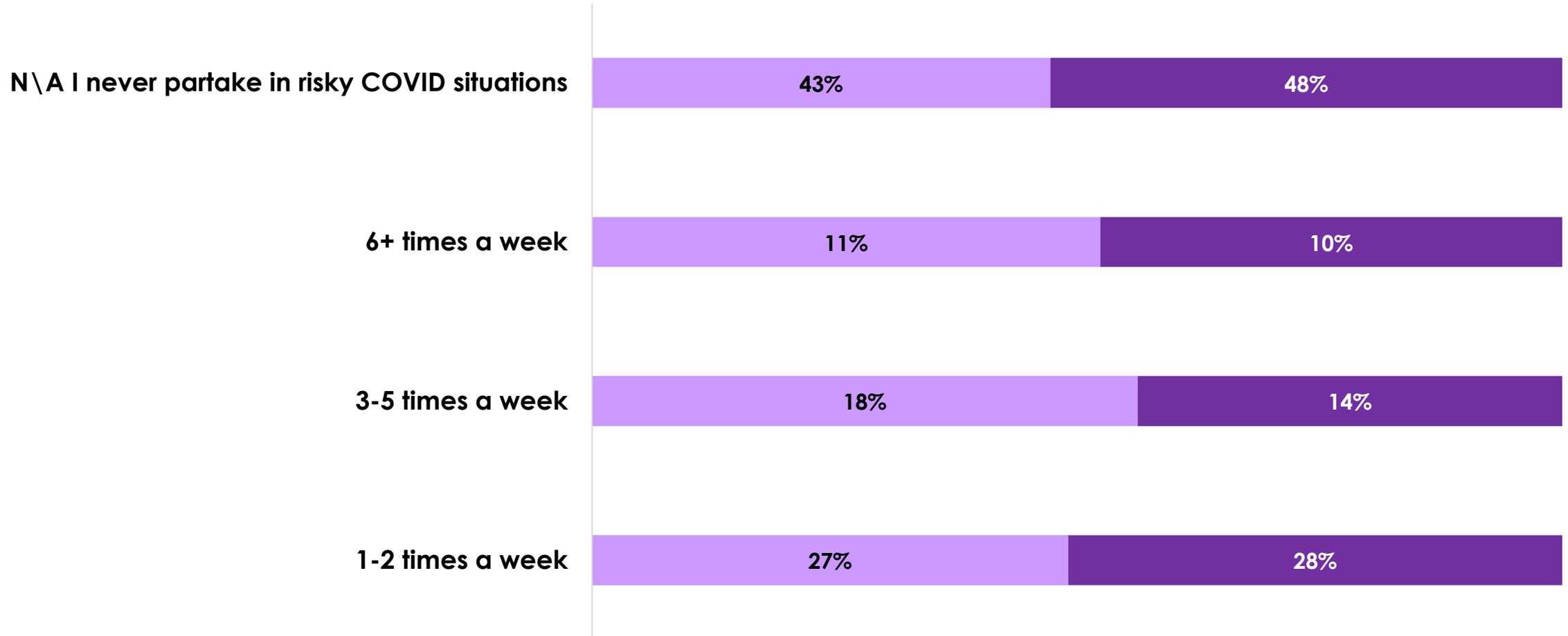
How frequent do you partake in COVID risky situations such as restaurants, bars, large parties, stores without mask or being around unvaccinated individuals?



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By Gender

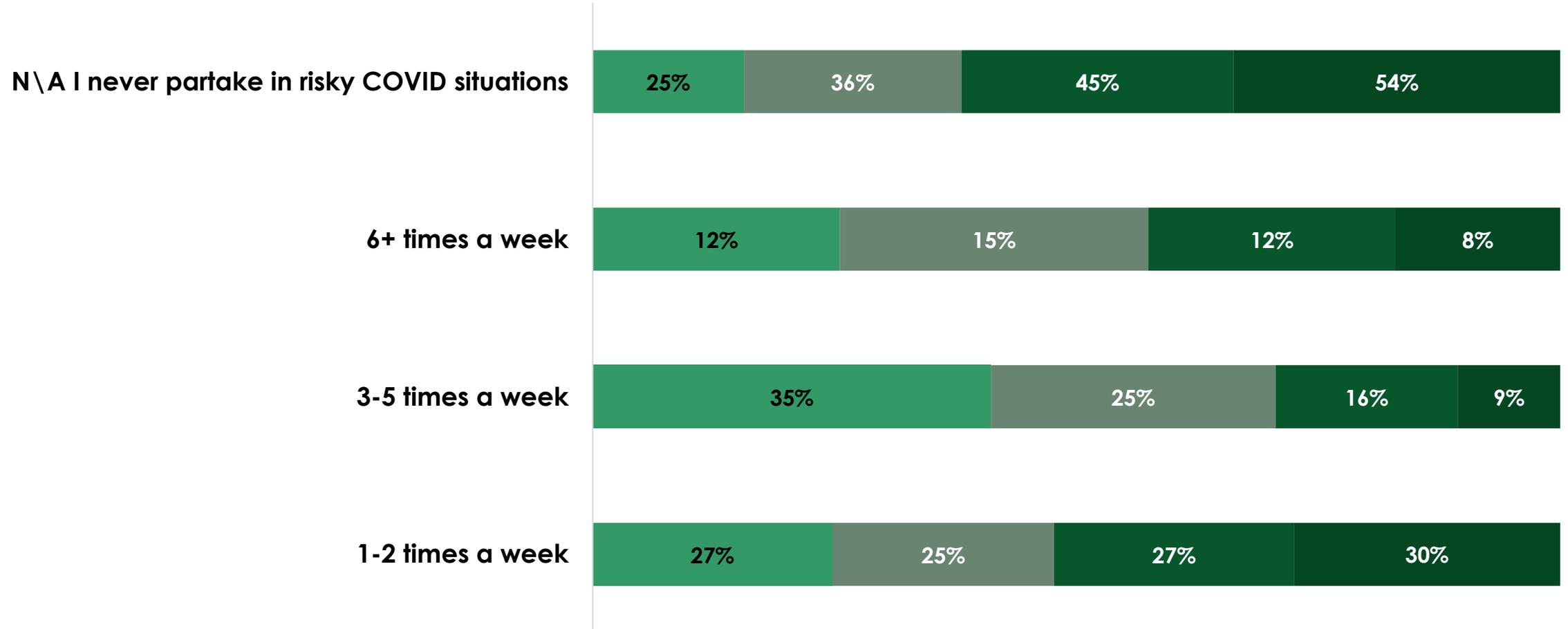
■ Male ■ Female



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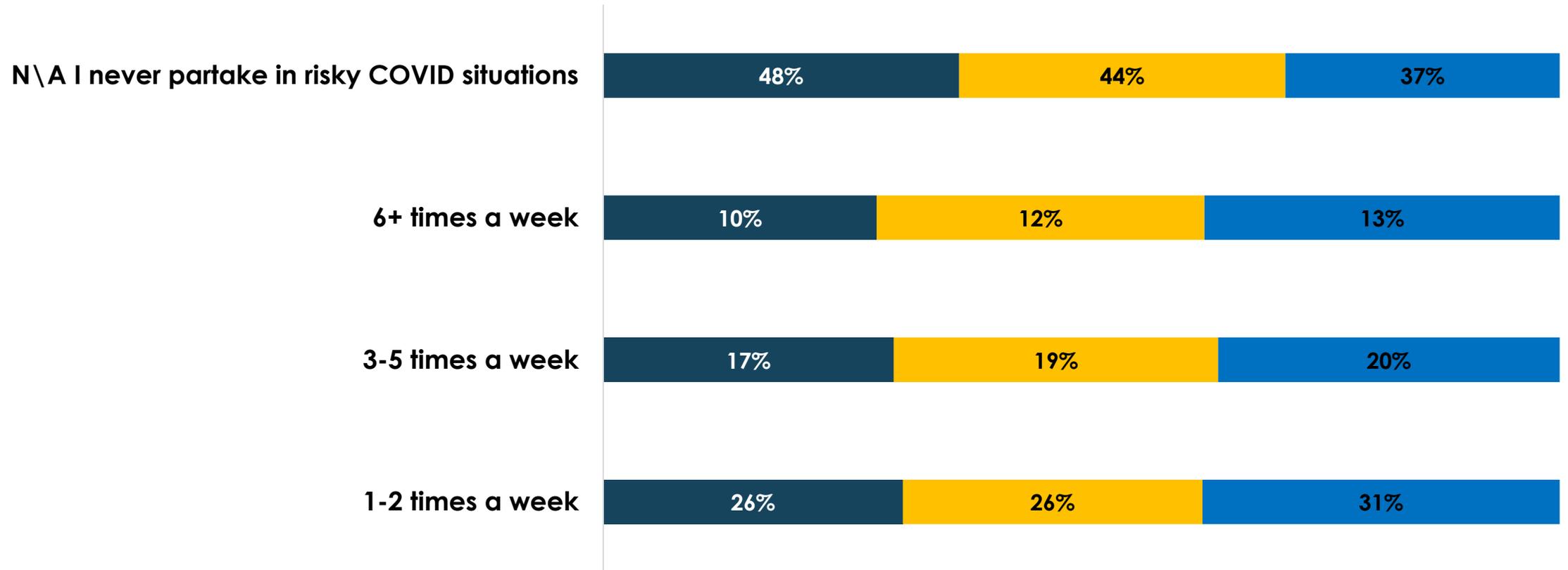
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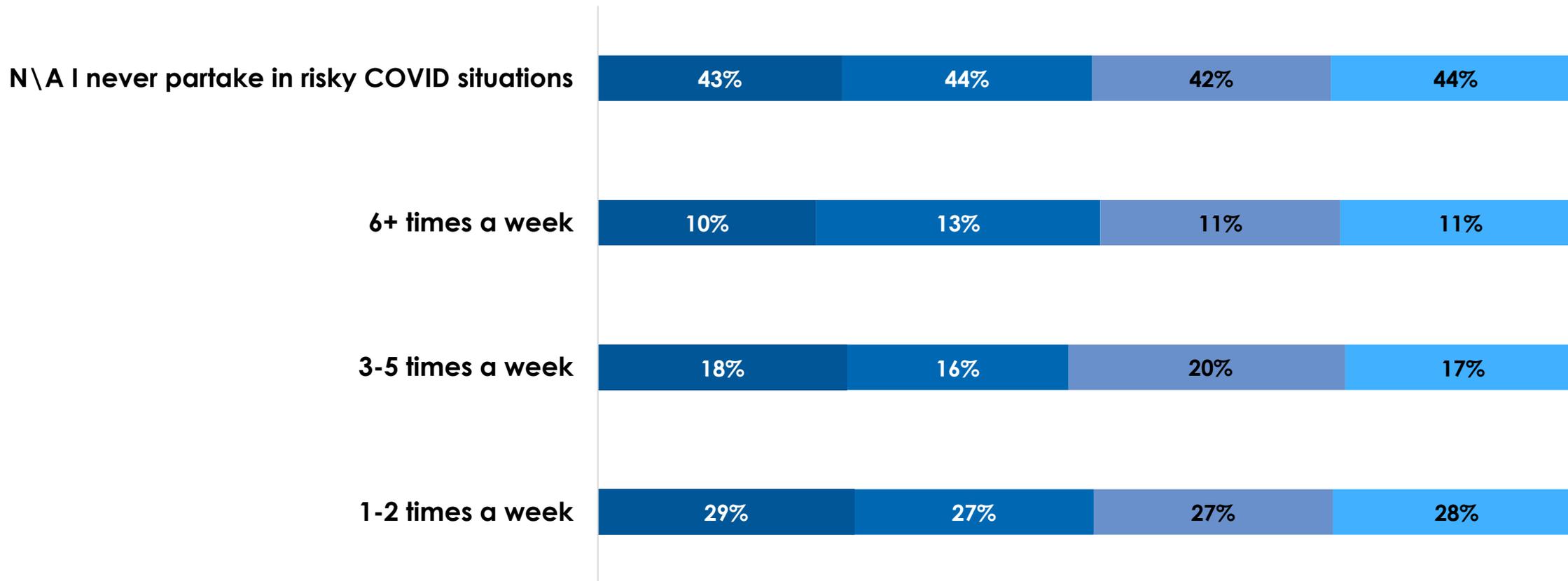
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How frequent do you partake in COVID risky situations such as restaurants, bars, large parties, stores without mask or being around unvaccinated individuals?

By Region

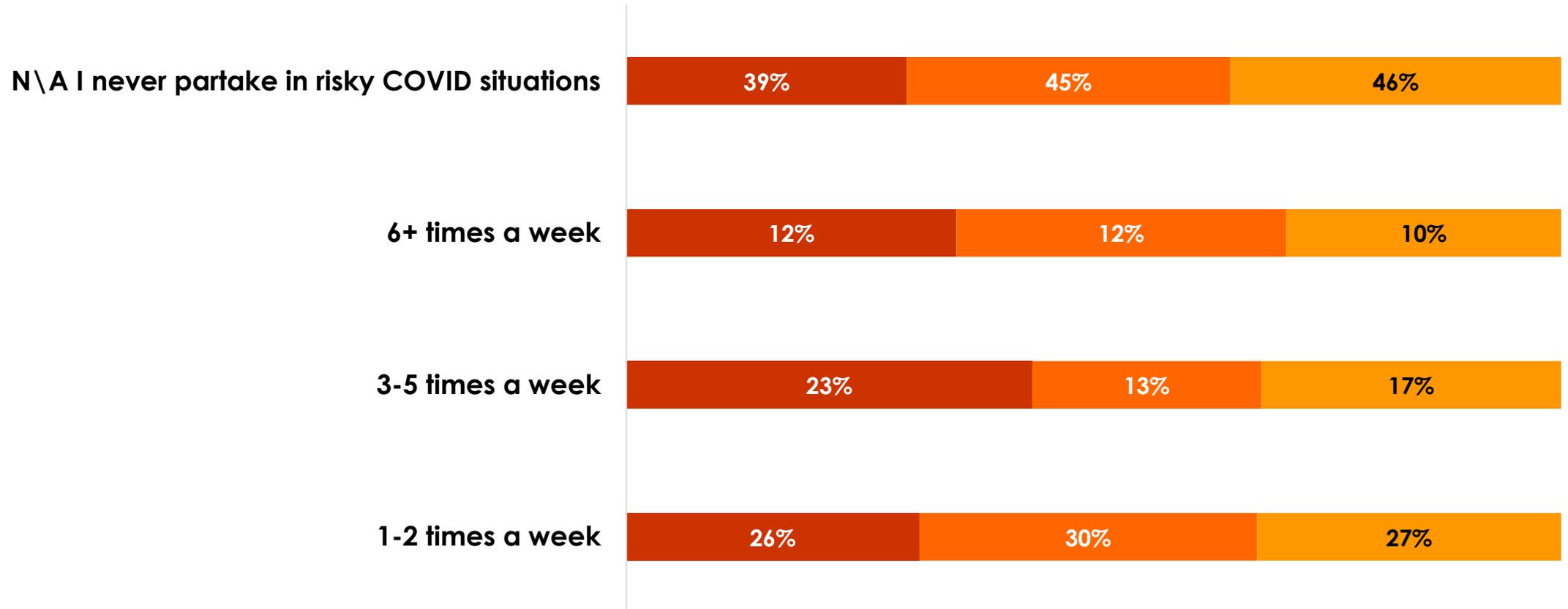
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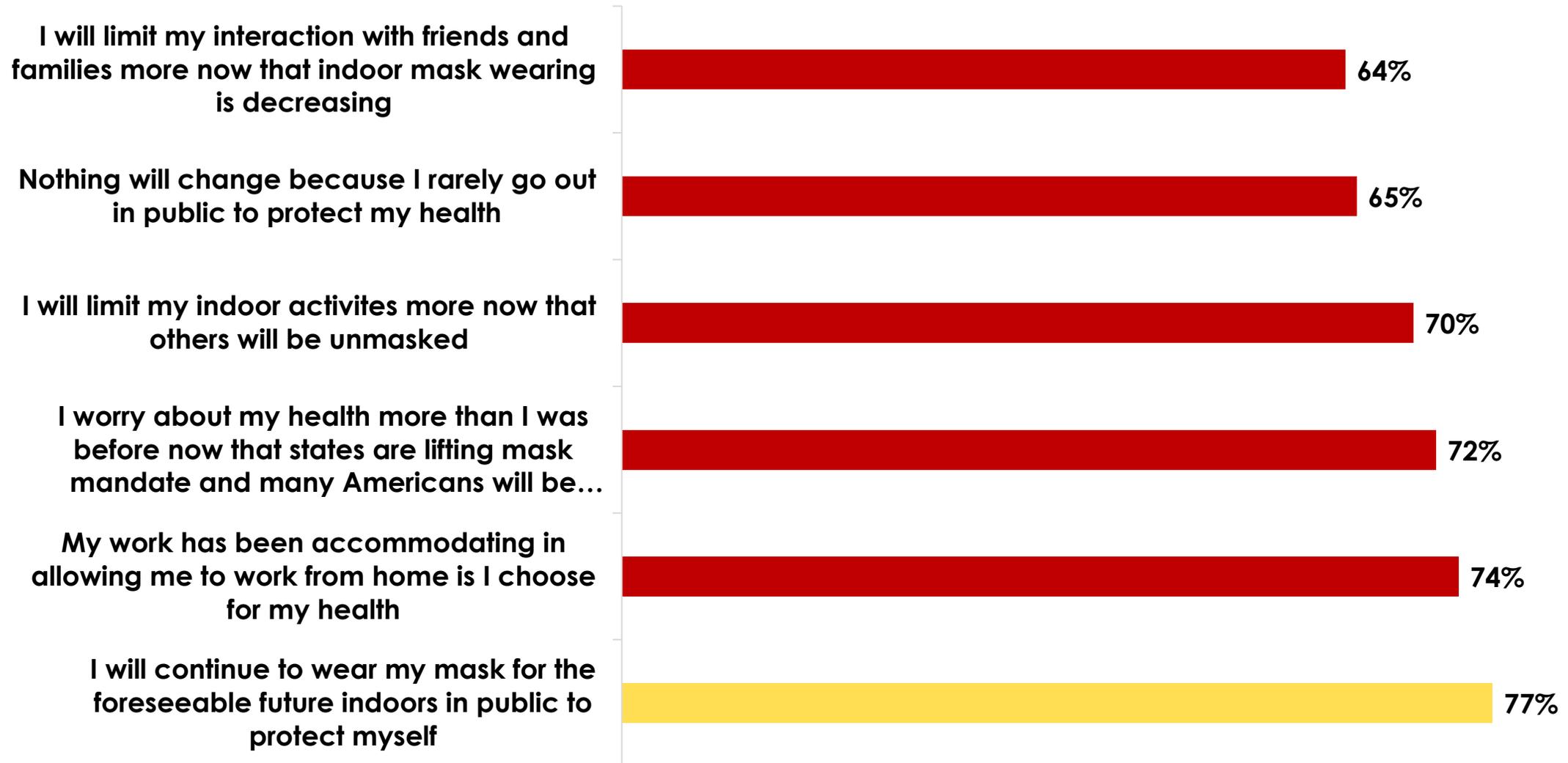
How frequent do you partake in COVID risky situations such as restaurants, bars, large parties, stores without mask or being around unvaccinated individuals?

By Urbanicity

■ Urban ■ Rural ■ Suburban



How much do you agree or disagree with the following?



How much do you agree or disagree with the following?

By Gender

■ Male

■ Female

79%

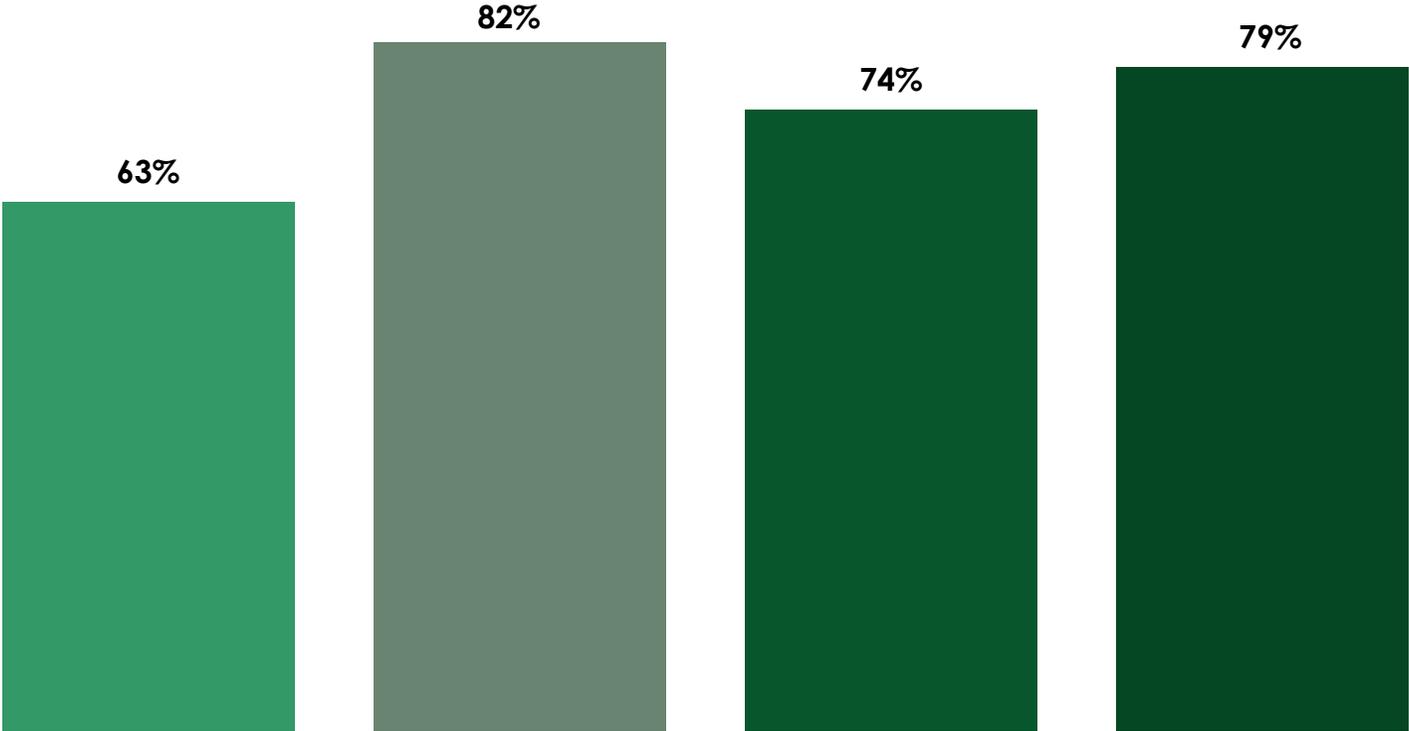
76%

I will continue to wear a mask for the foreseeable future indoors in public to protect myself

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By Age

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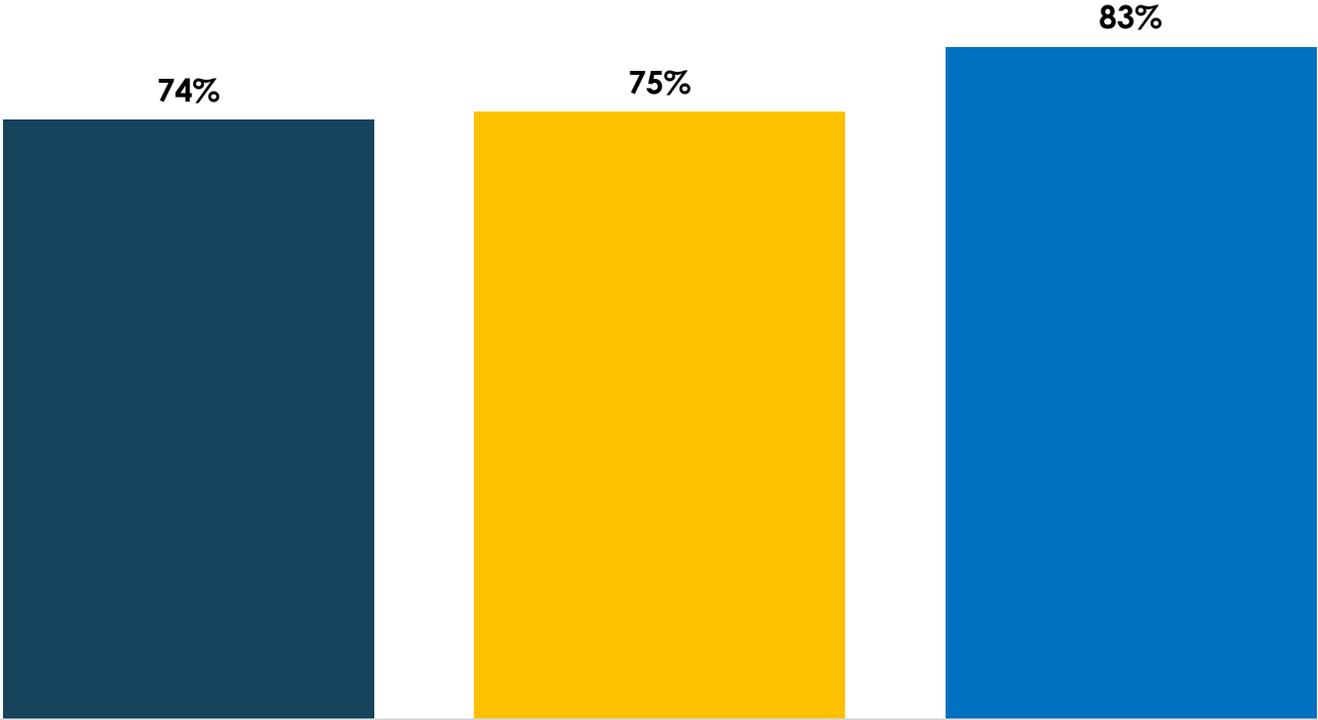
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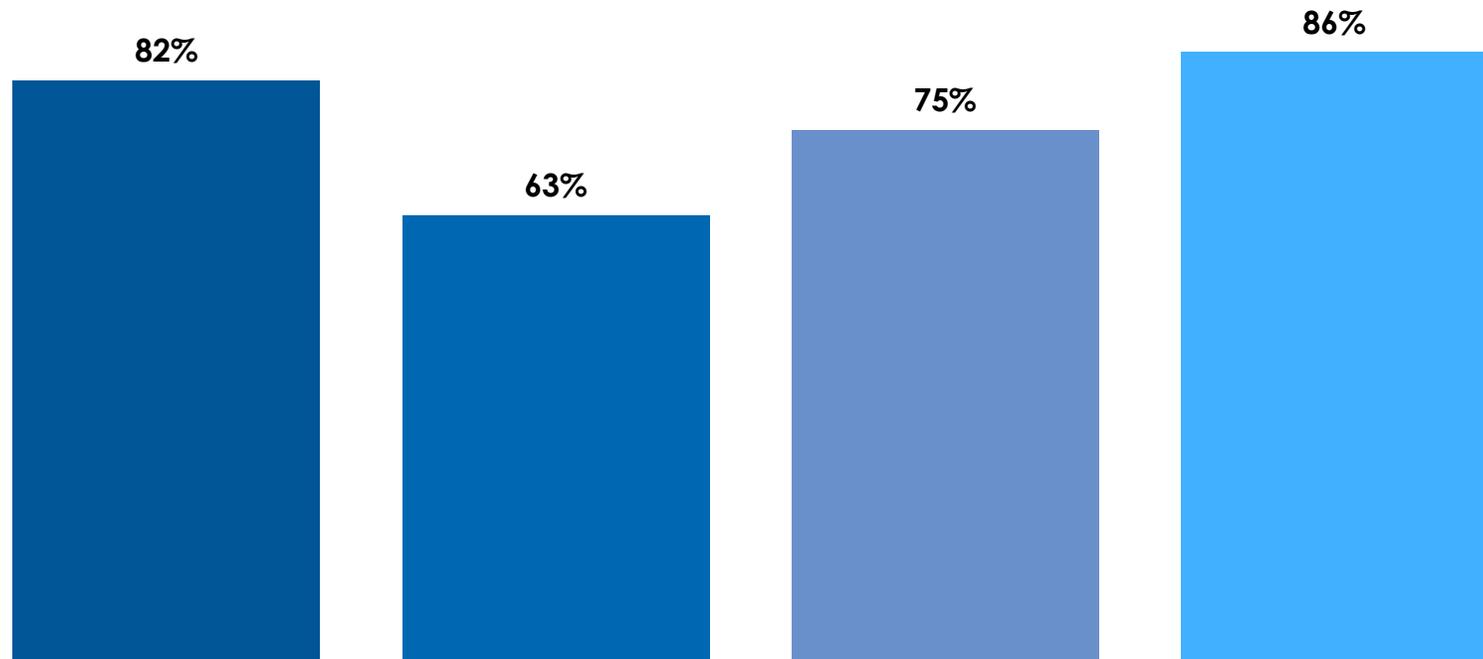
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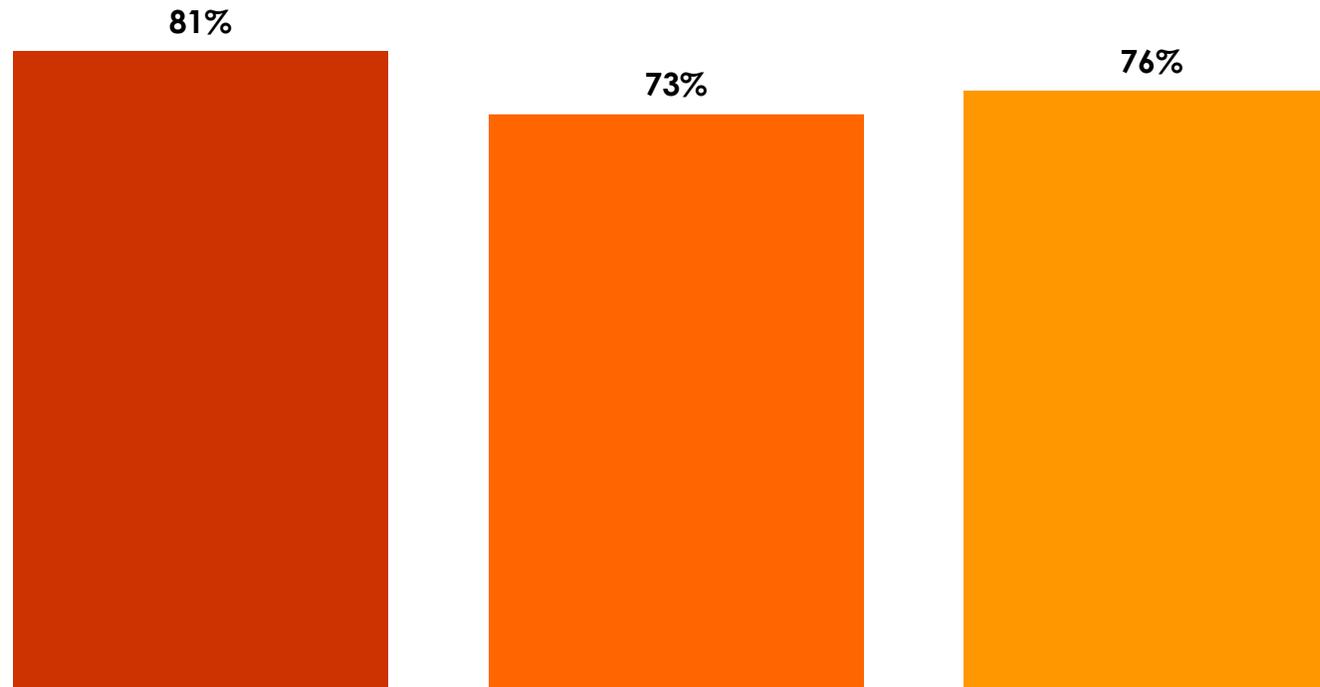


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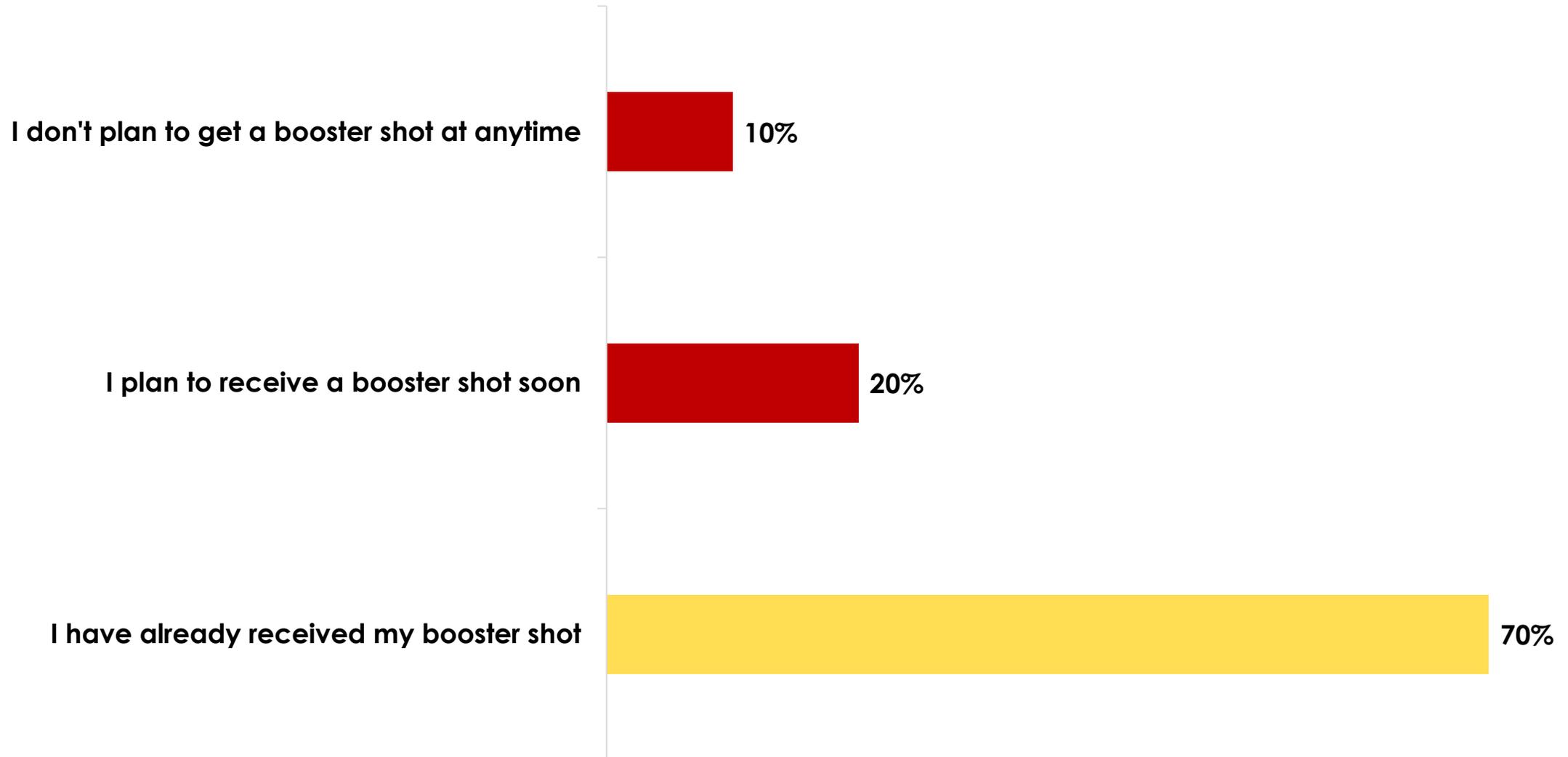
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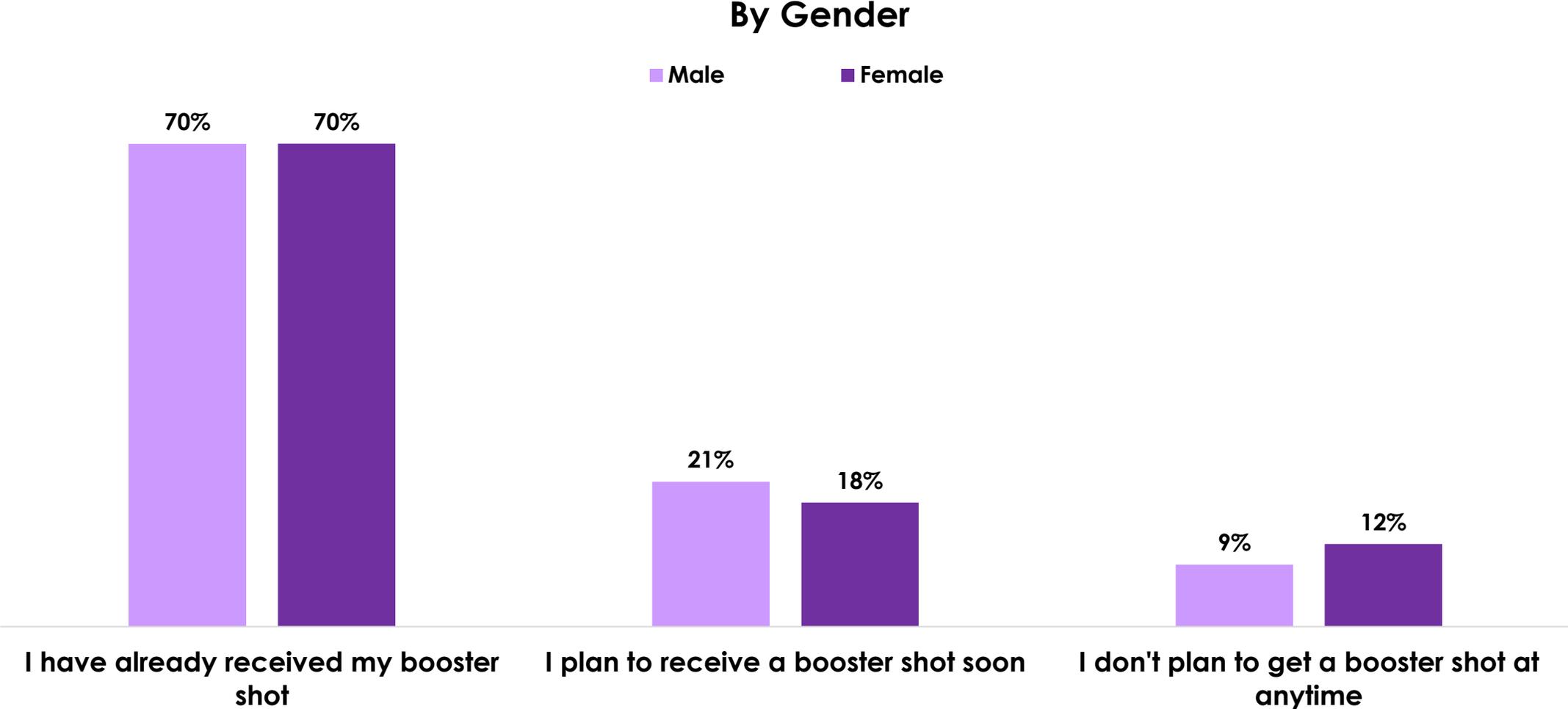


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Which of the following applies best to you regarding a COVID-19 booster shot?



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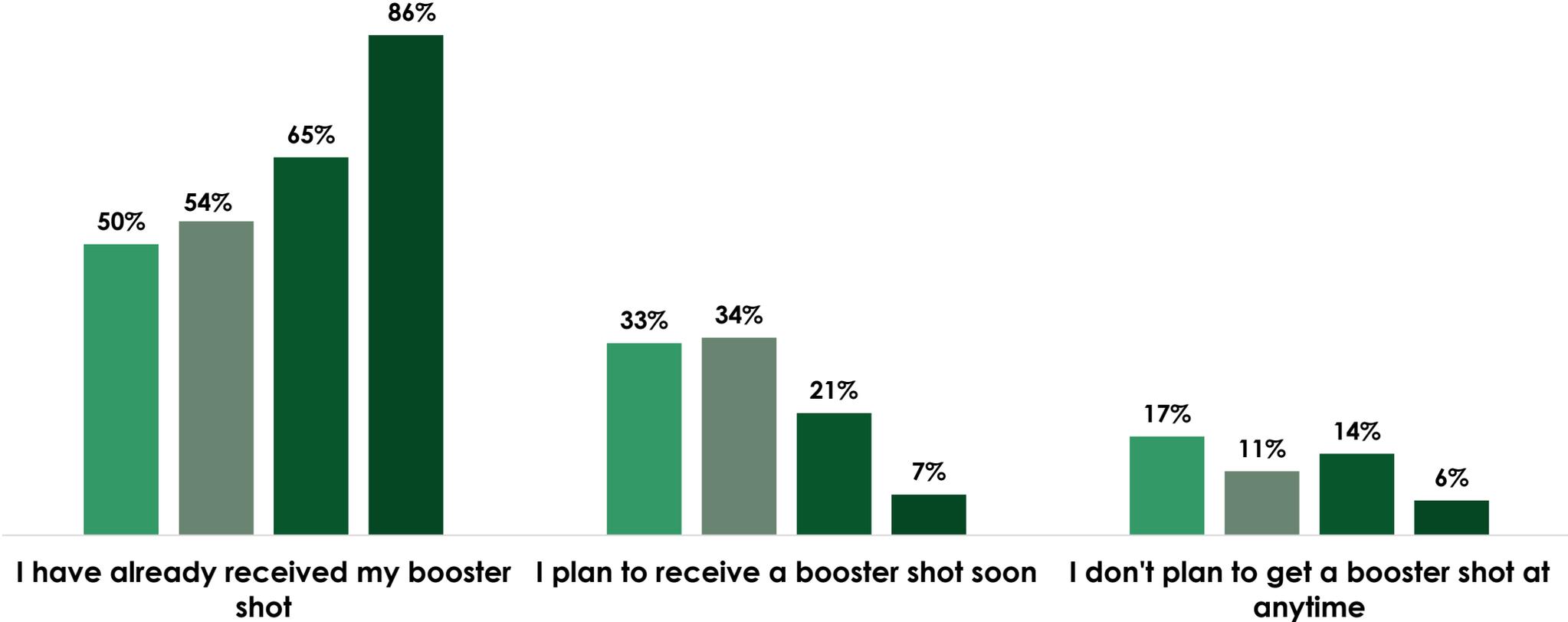


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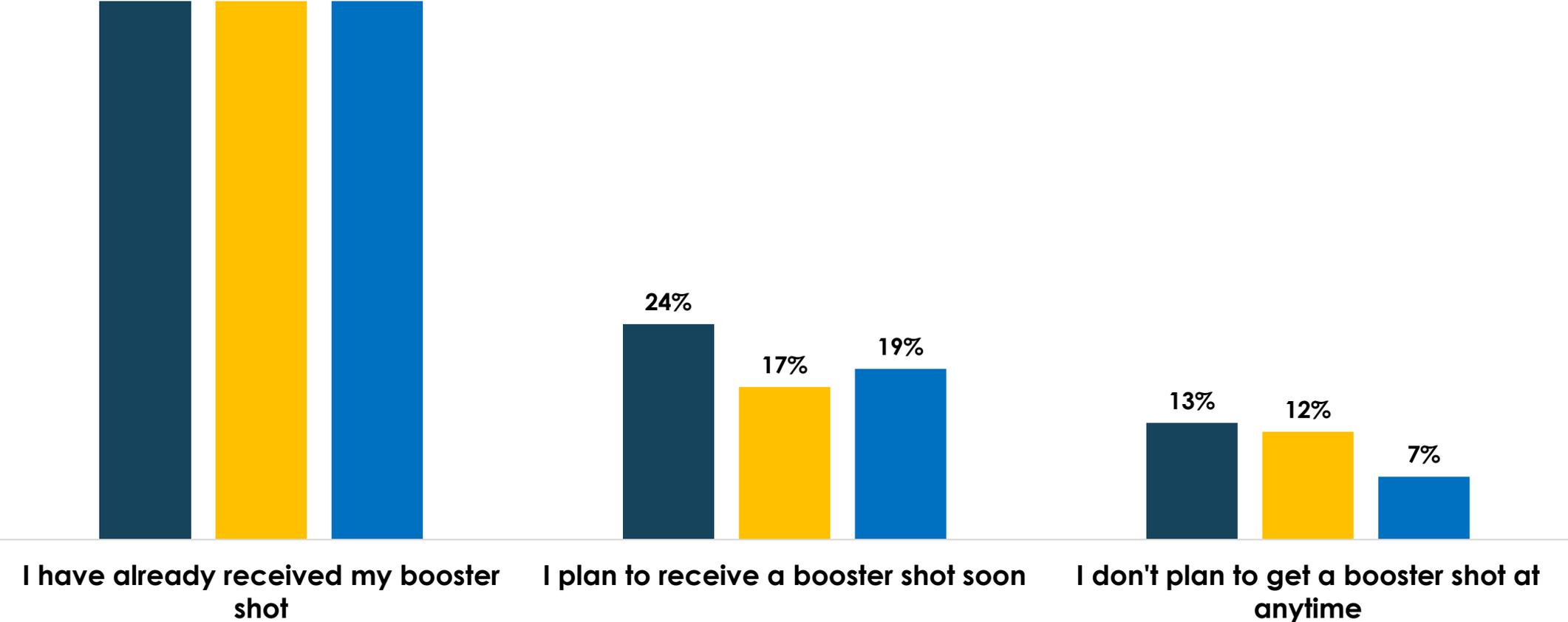


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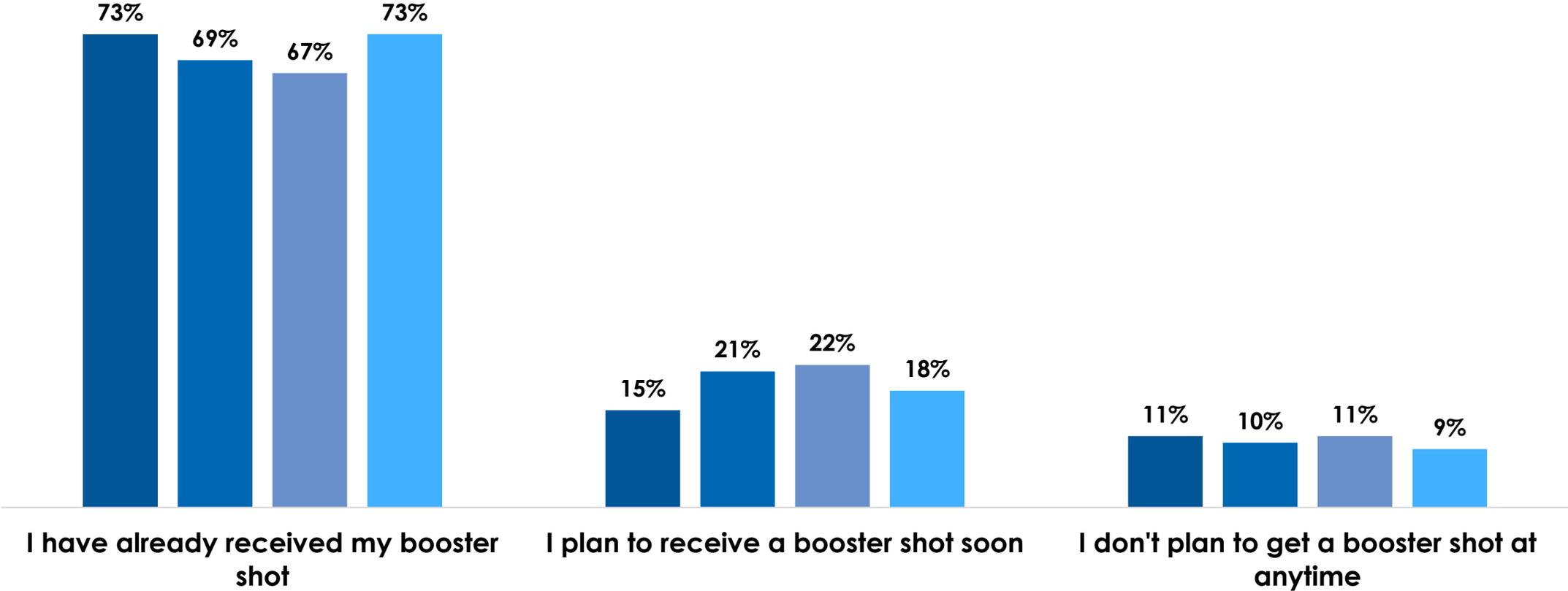


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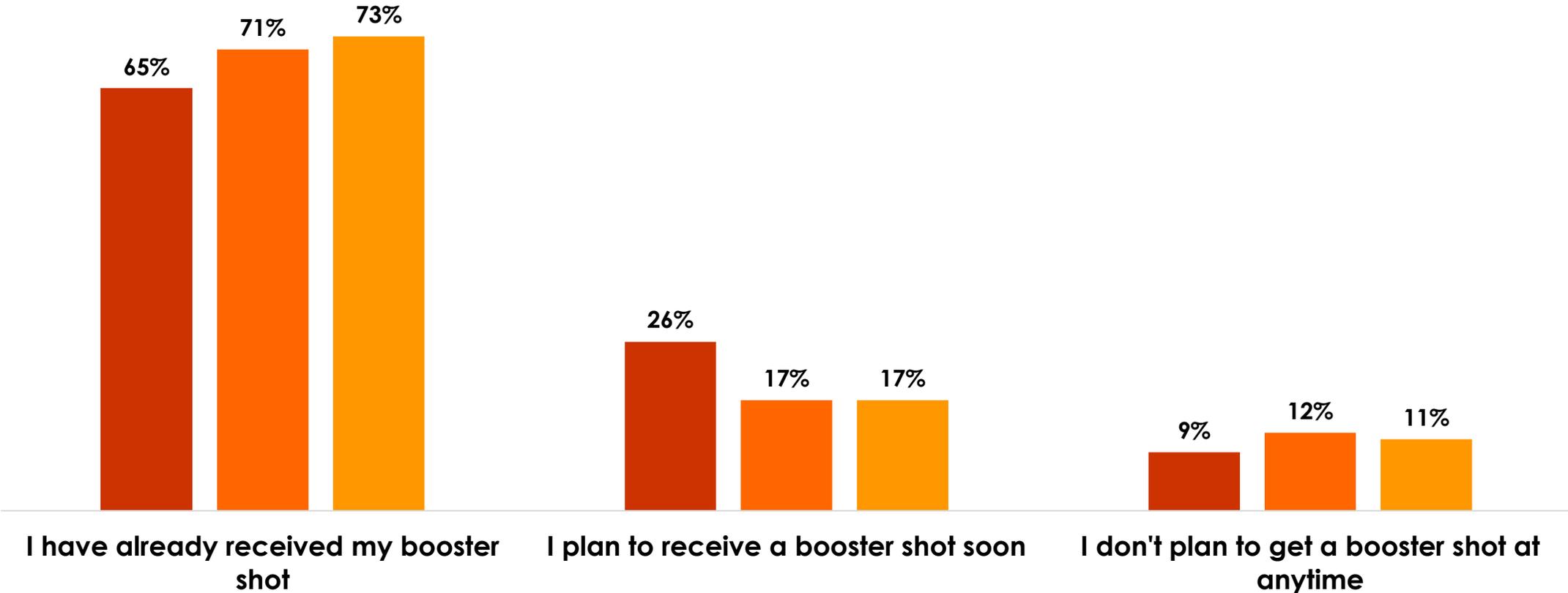


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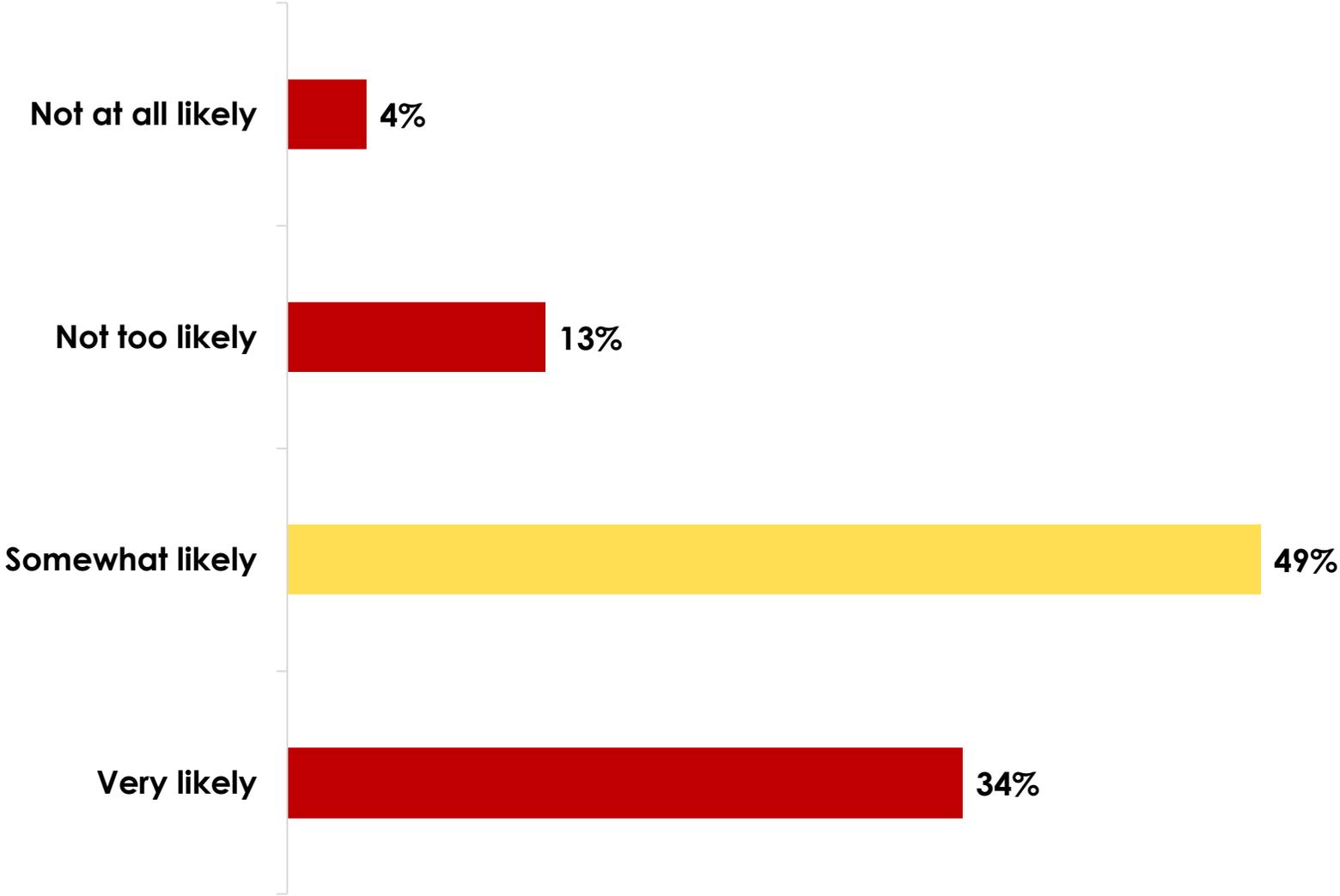
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Urban Rural Suburban



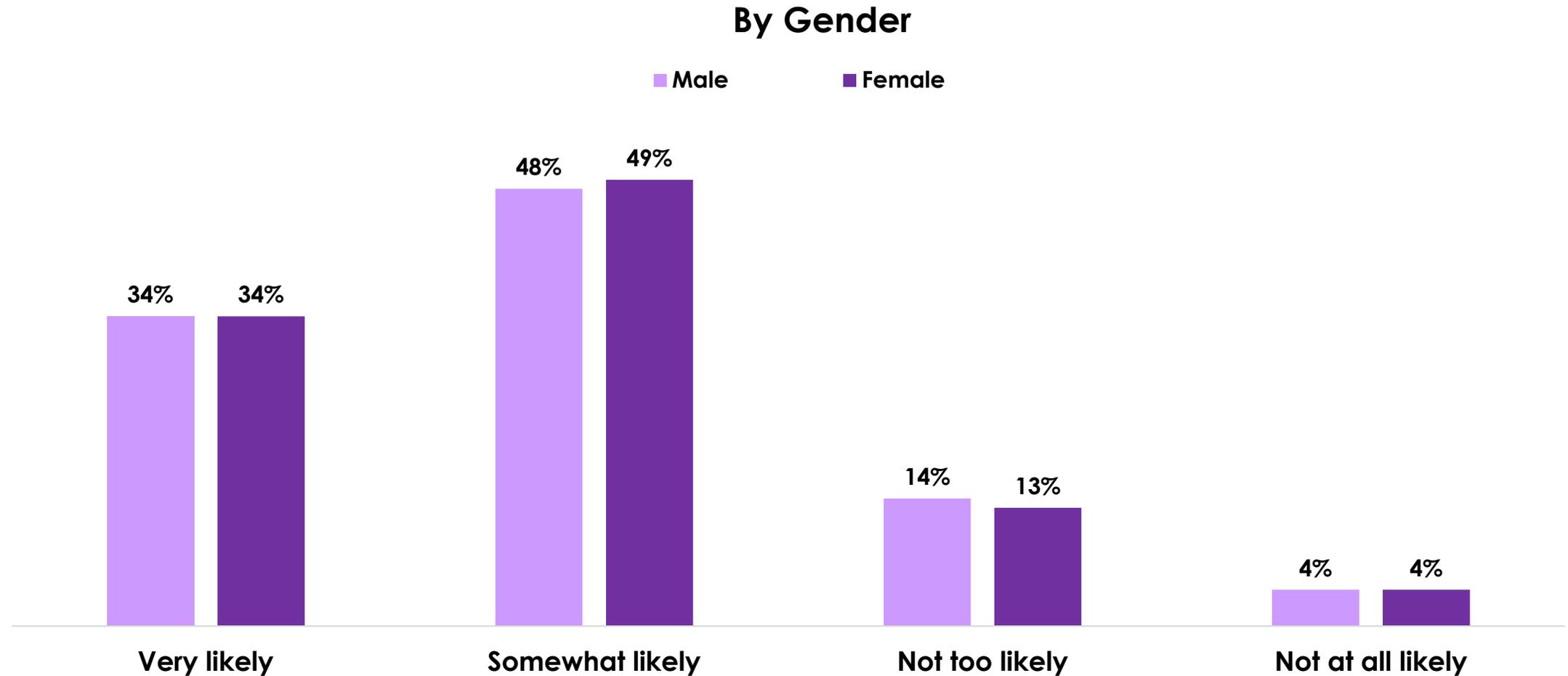
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How likely are you to get a second COVID-19 booster shot if it becomes recommended by medical professionals and health officials?

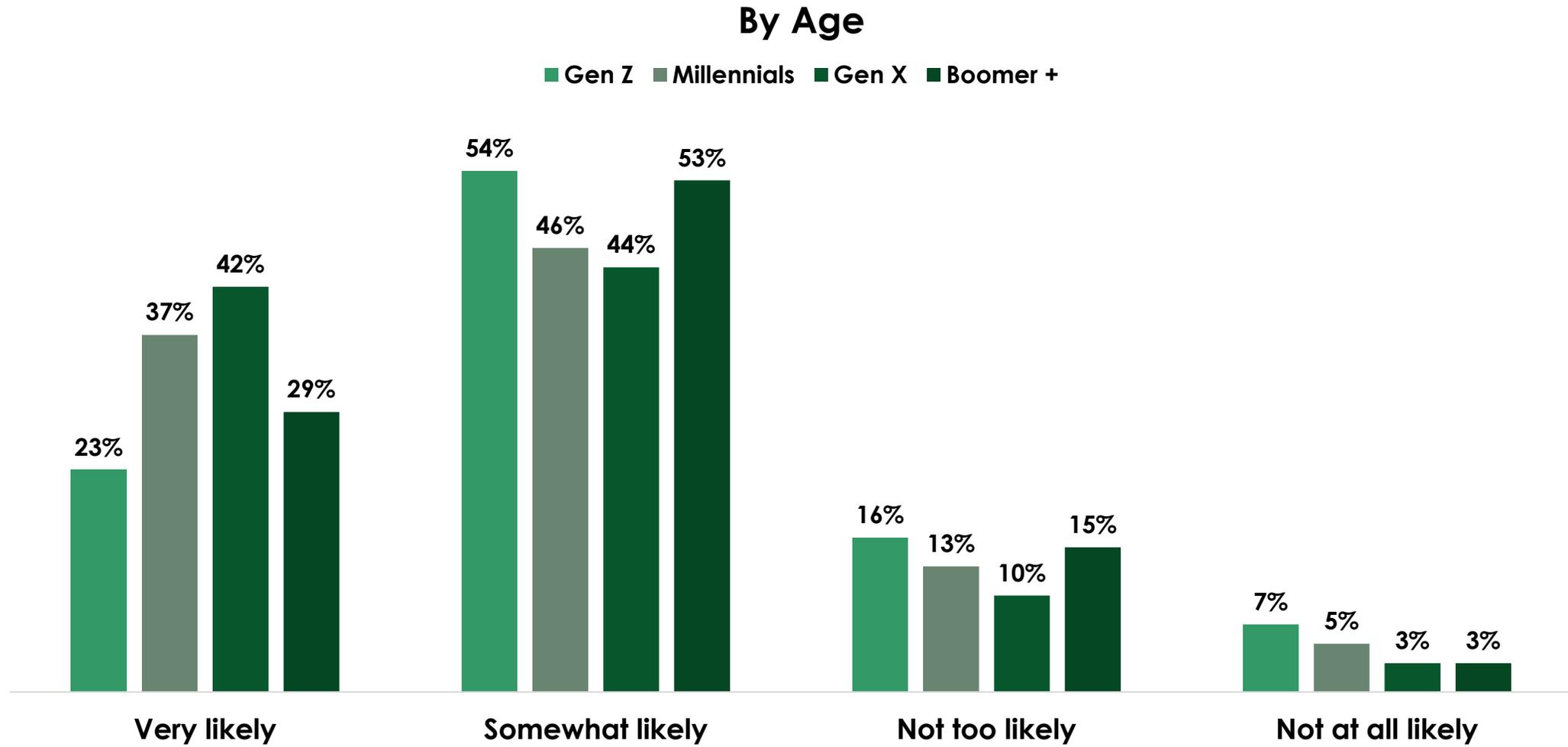


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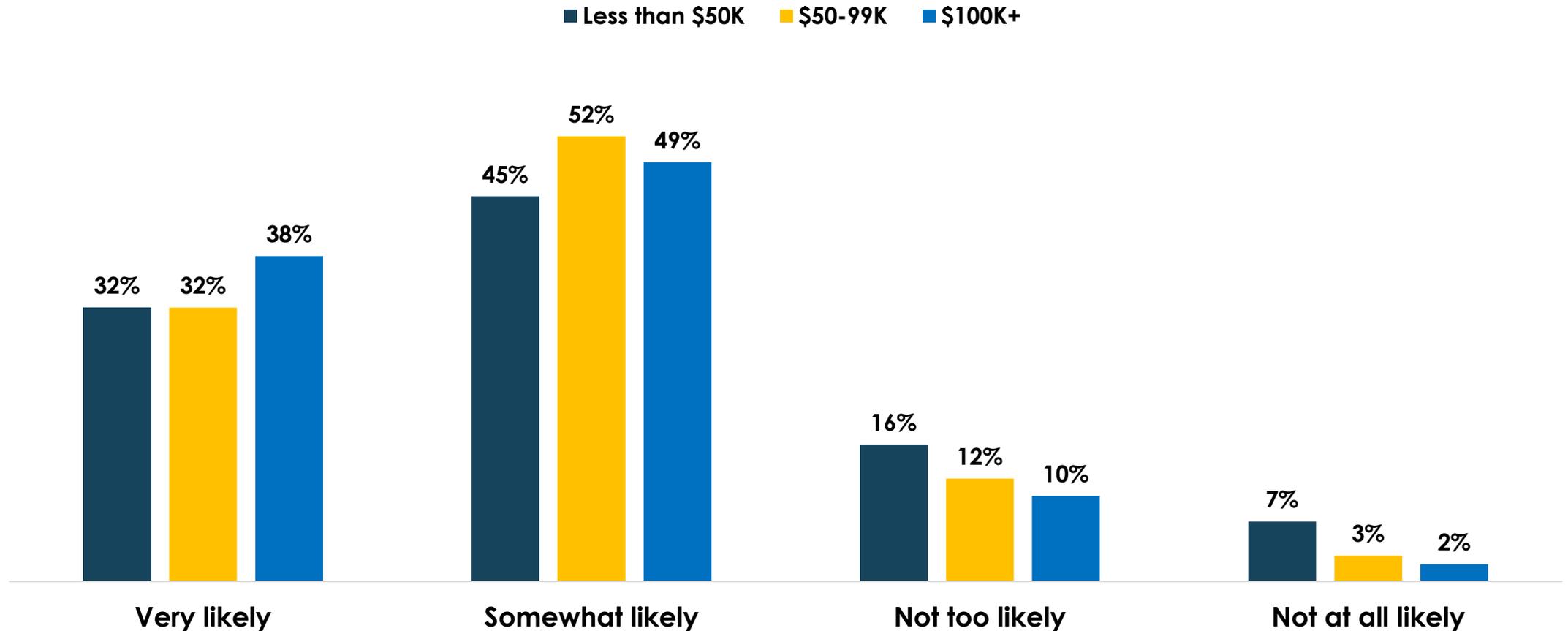


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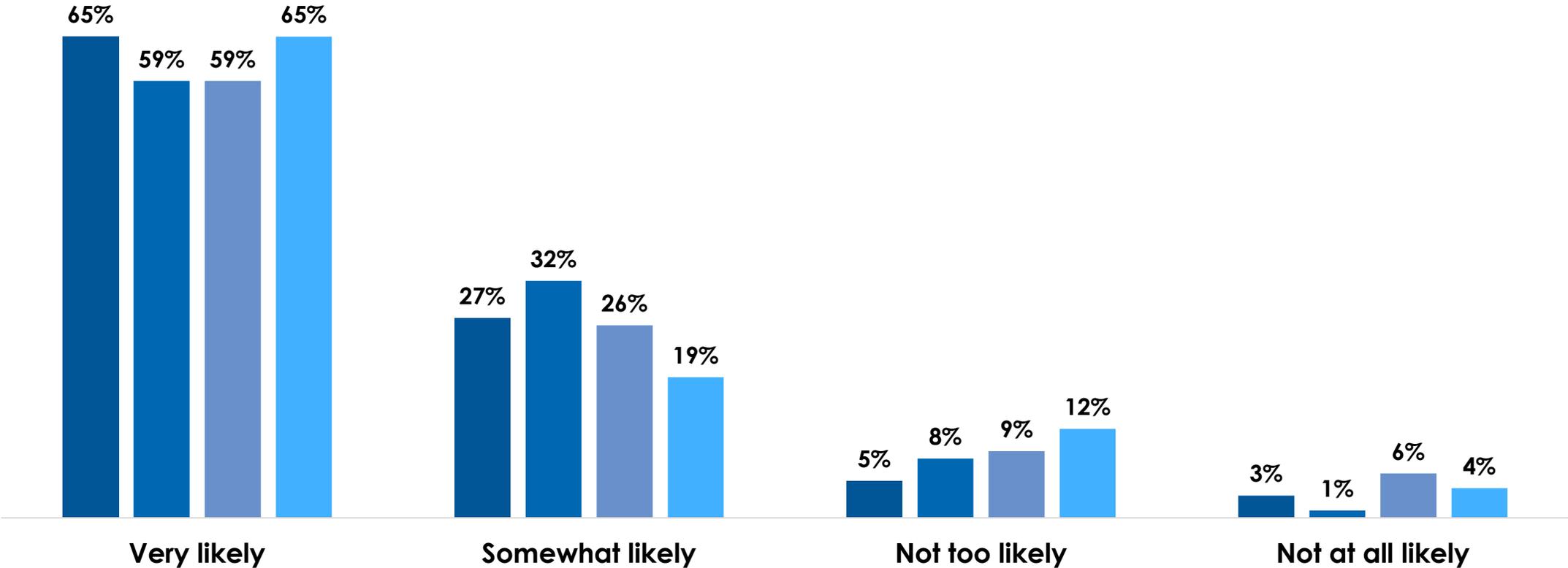
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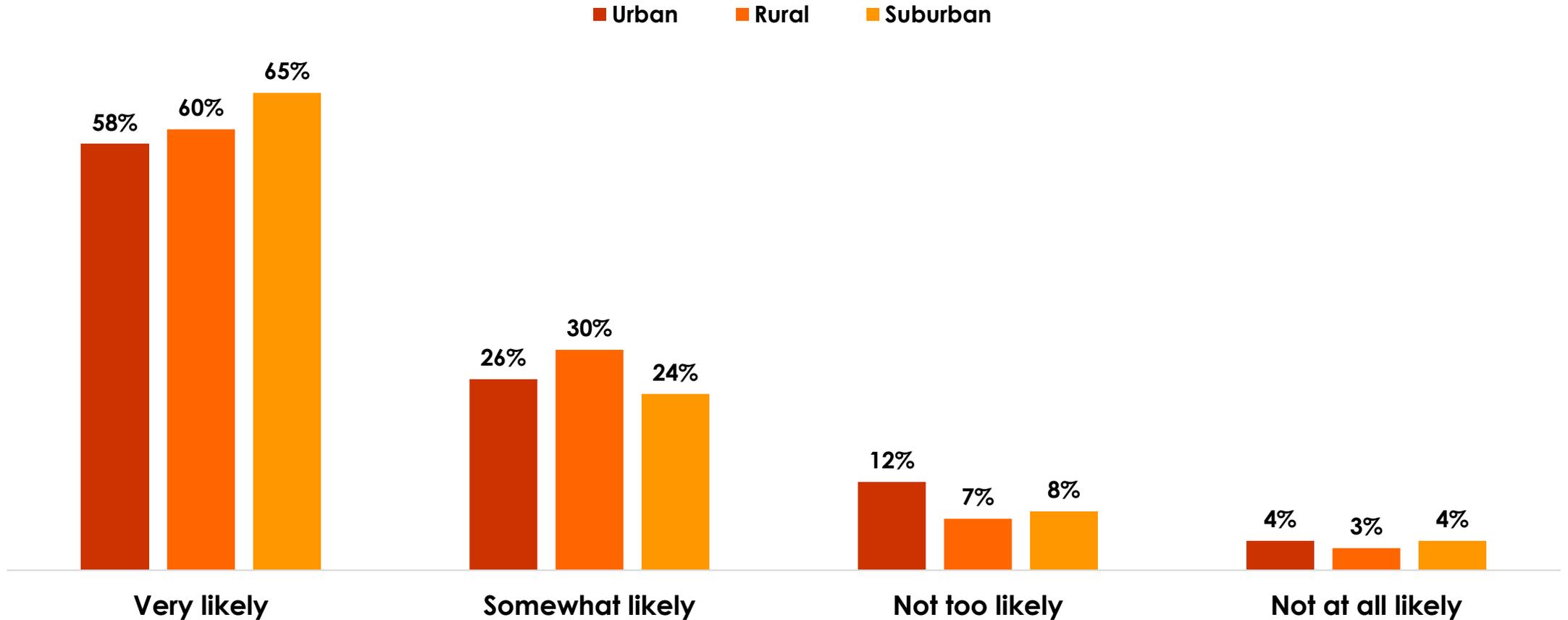
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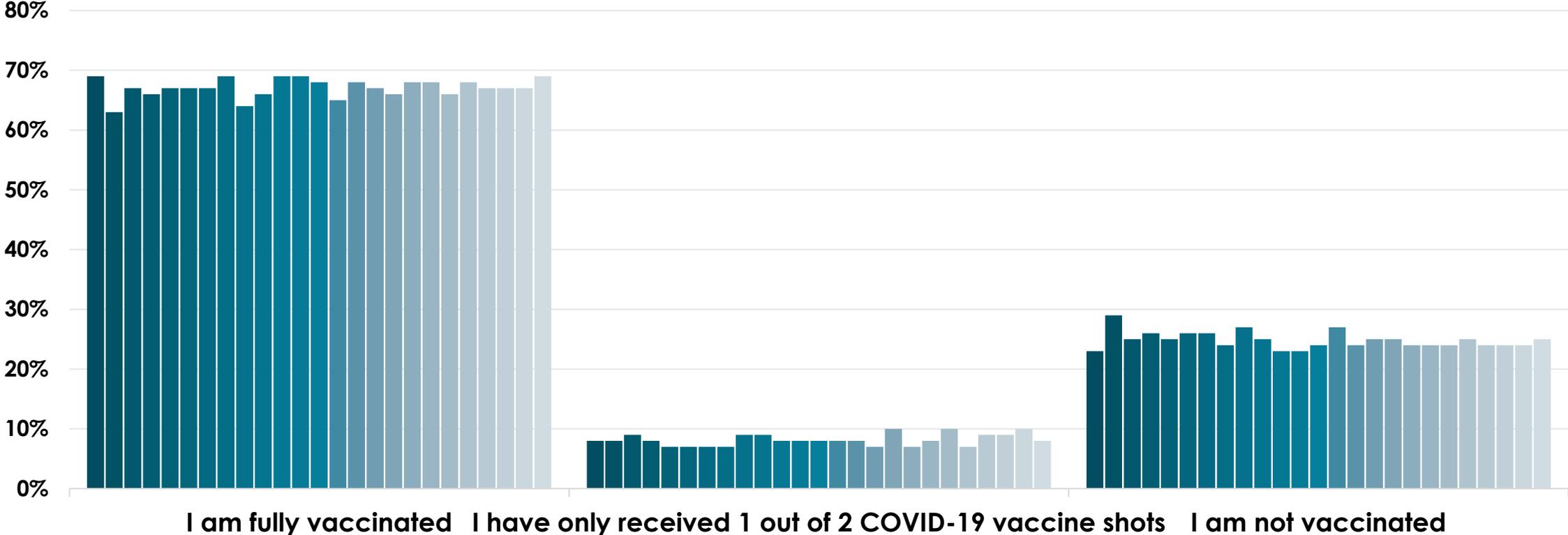


Impact of Vaccines



Which of the following applies to you regarding the COVID-19 vaccine?

- Wave 81 (9/10-9/12)
- Wave 82 (9/17-9/19)
- Wave 83 (9/24-9/26)
- Wave 84 (10/1-10/3)
- Wave 85 (10/8-10/10)
- Wave 86 (10/15-10/17)
- Wave 87 (10/22-10/24)
- Wave 88 (10/29-10/31)
- Wave 89 (11/5-11/7)
- Wave 90 (11/12-11/14)
- Wave 91 (11/19-11/21)
- Wave 92 (11/26-11/28)
- Wave 93 (12/3-12/5)
- Wave 94 (12/10-12/12)
- Wave 95 (12/17-12/19)
- Wave 97 (12/31-1/2)
- Wave 98 (1/7-1/9)
- Wave 99 (1/14-1/16)
- Wave 100 (1/21-1/23)
- Wave 101 (1/28-1/30)
- Wave 102 (2/4-2/6)
- Wave 103 (2/11-2/13)
- Wave 104 (2/18-2/20)
- Wave 105 (2/25-2/27)
- Wave 106 (3/4-3/6)

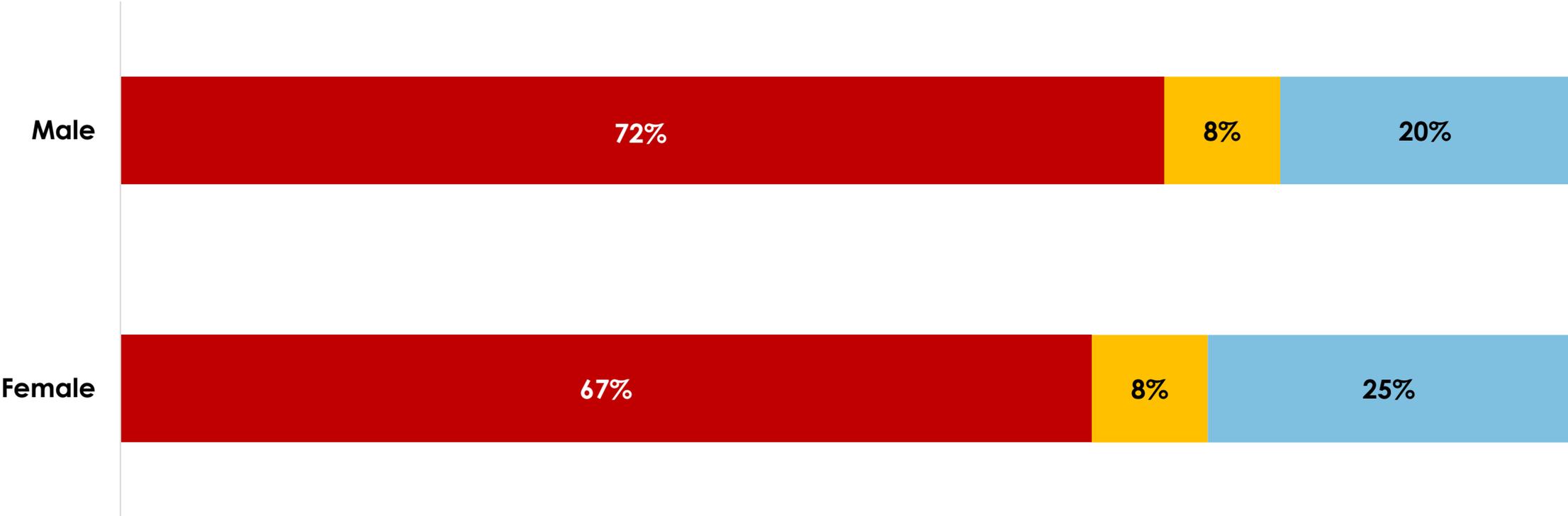


Source: HVCB analysis of Harris Poll COVID-19

Which of the following applies to you regarding the COVID-19 vaccine?

By Gender

■ I am fully vaccinated ■ I have only received 1 out of 2 COVID-19 vaccine shots ■ I am not vaccinated

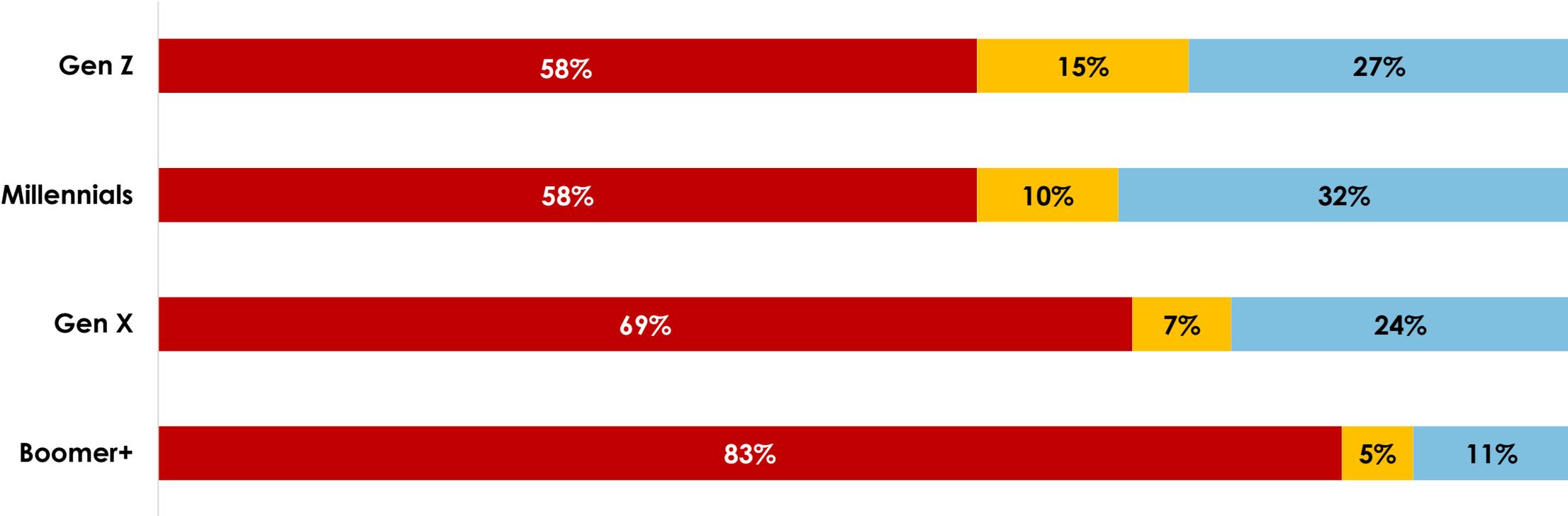


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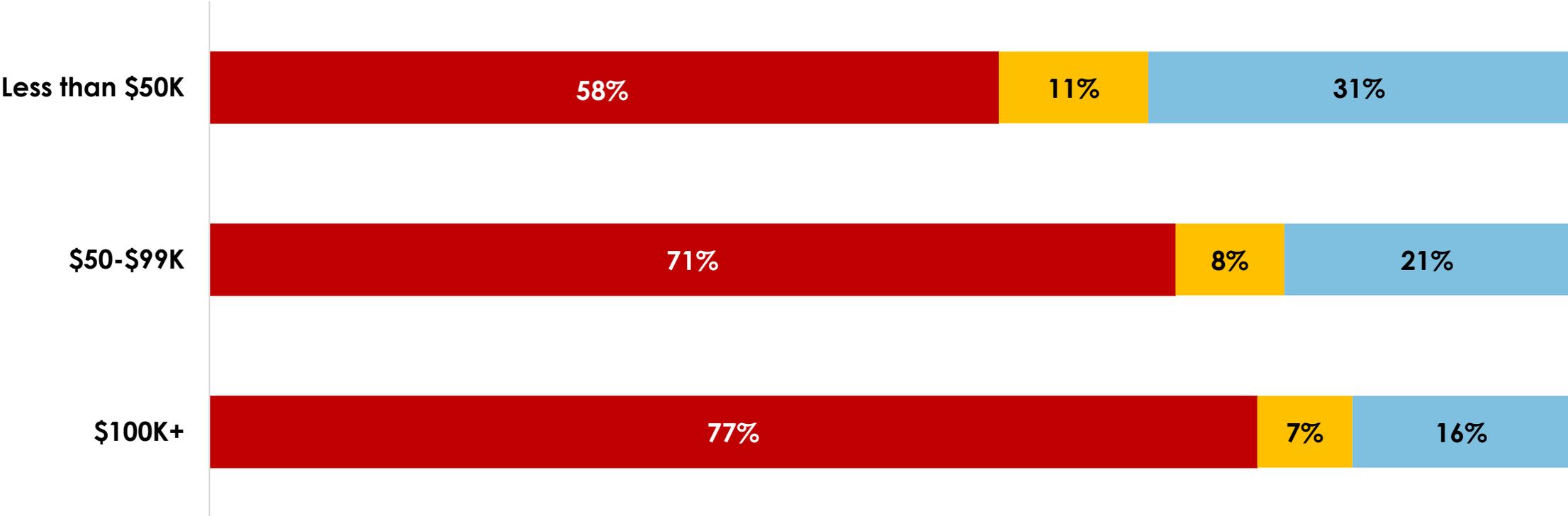


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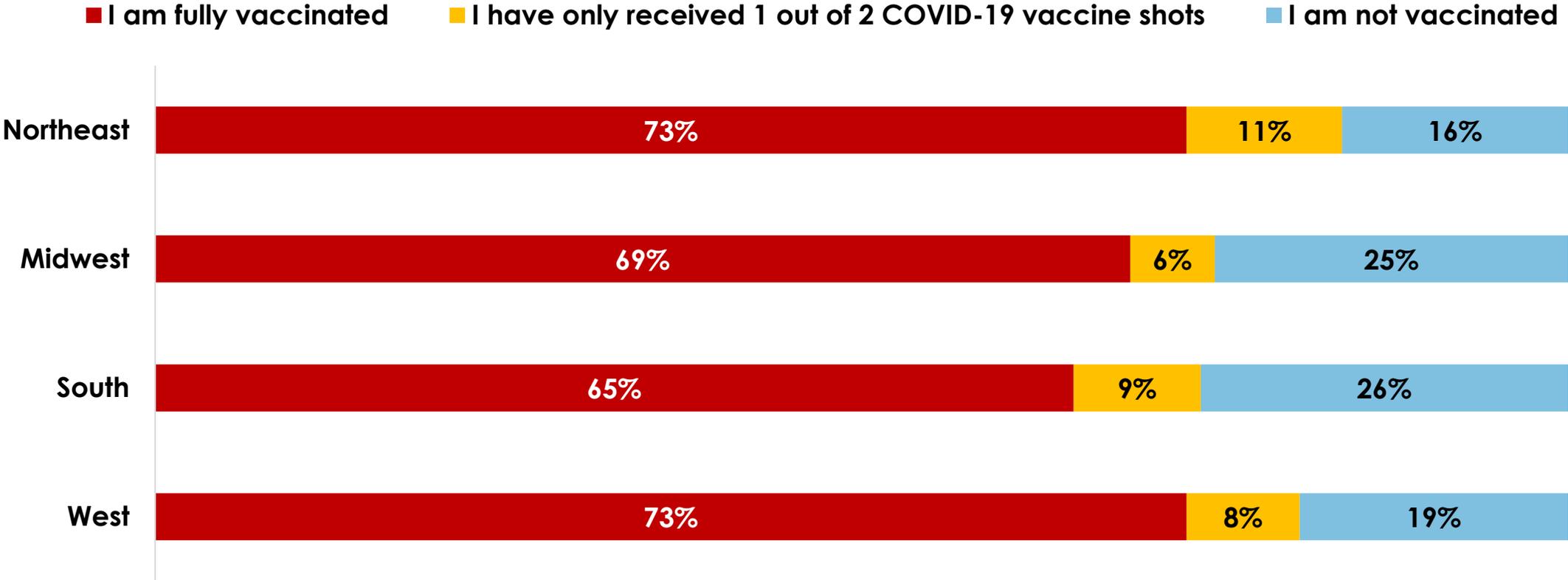
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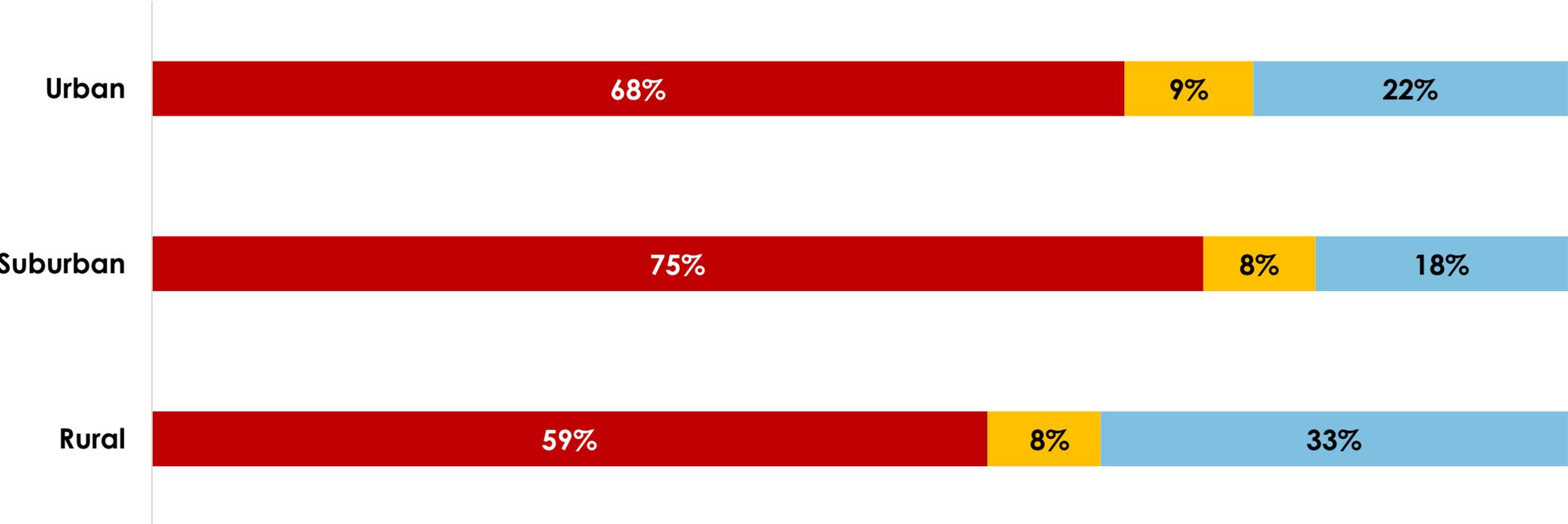


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