

The Harris Poll COVID-19 Travel Sentiment

Reported on March 14, 2022

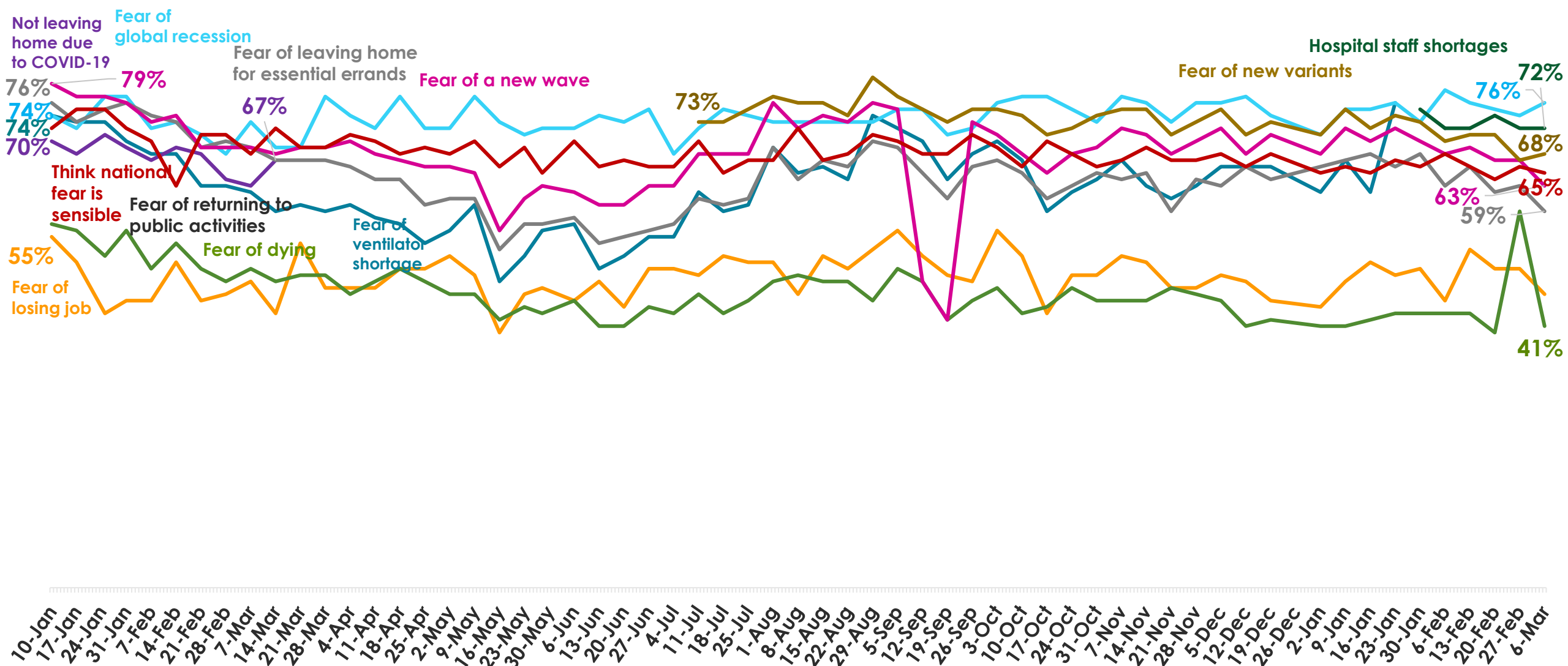


Data Source:

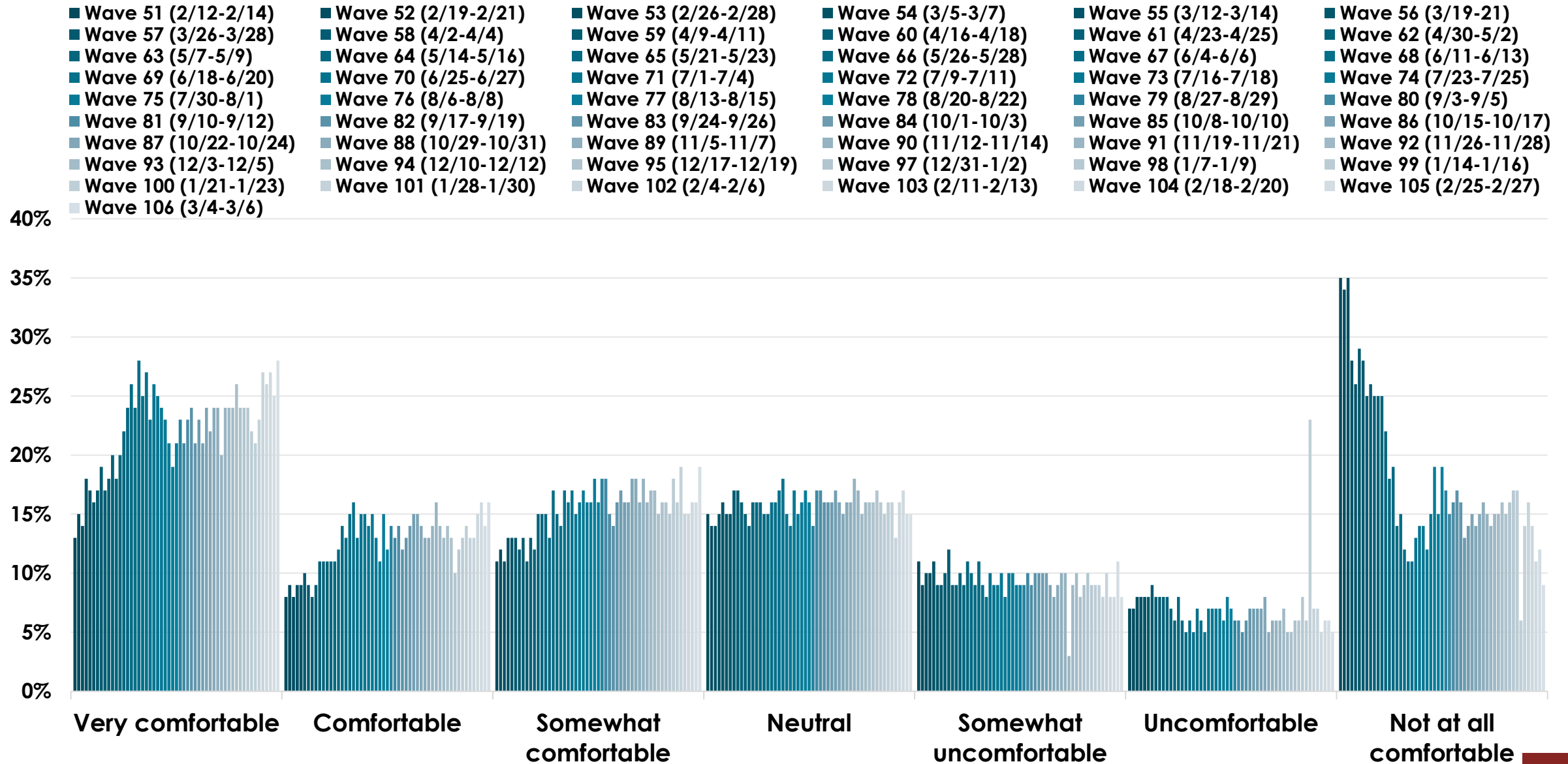
The Harris Poll COVID-19 Tracker

- 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

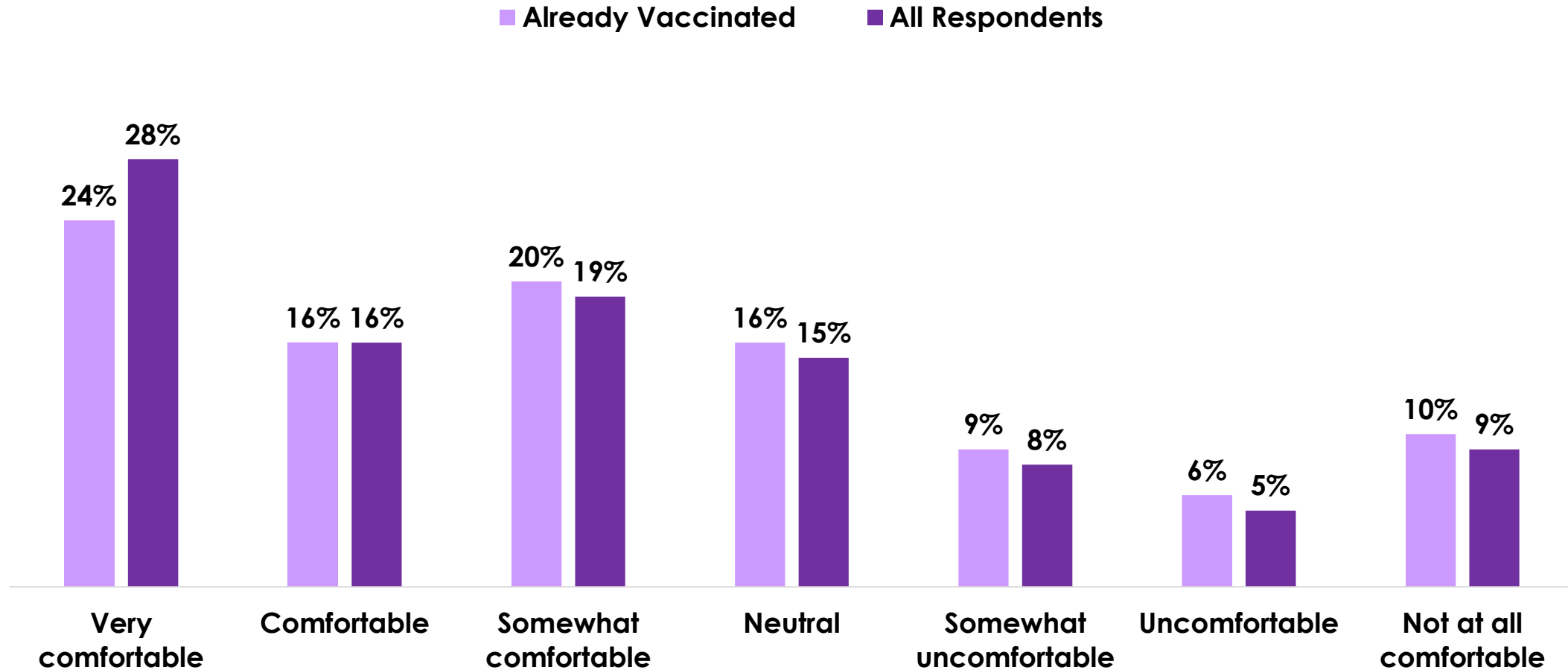
Fear Sentiment Trends



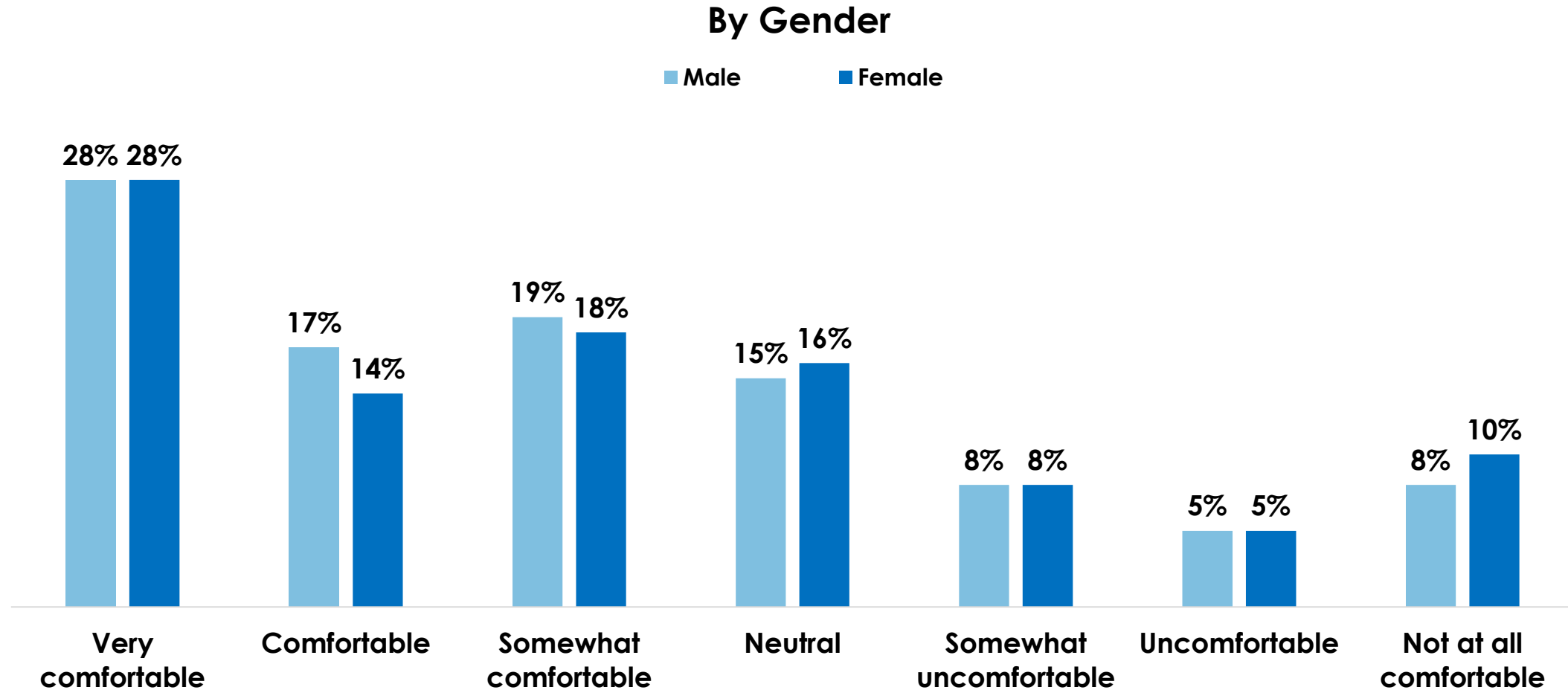
Generally speaking, how comfortable would you be staying in a hotel today, given the COVID-19 pandemic?



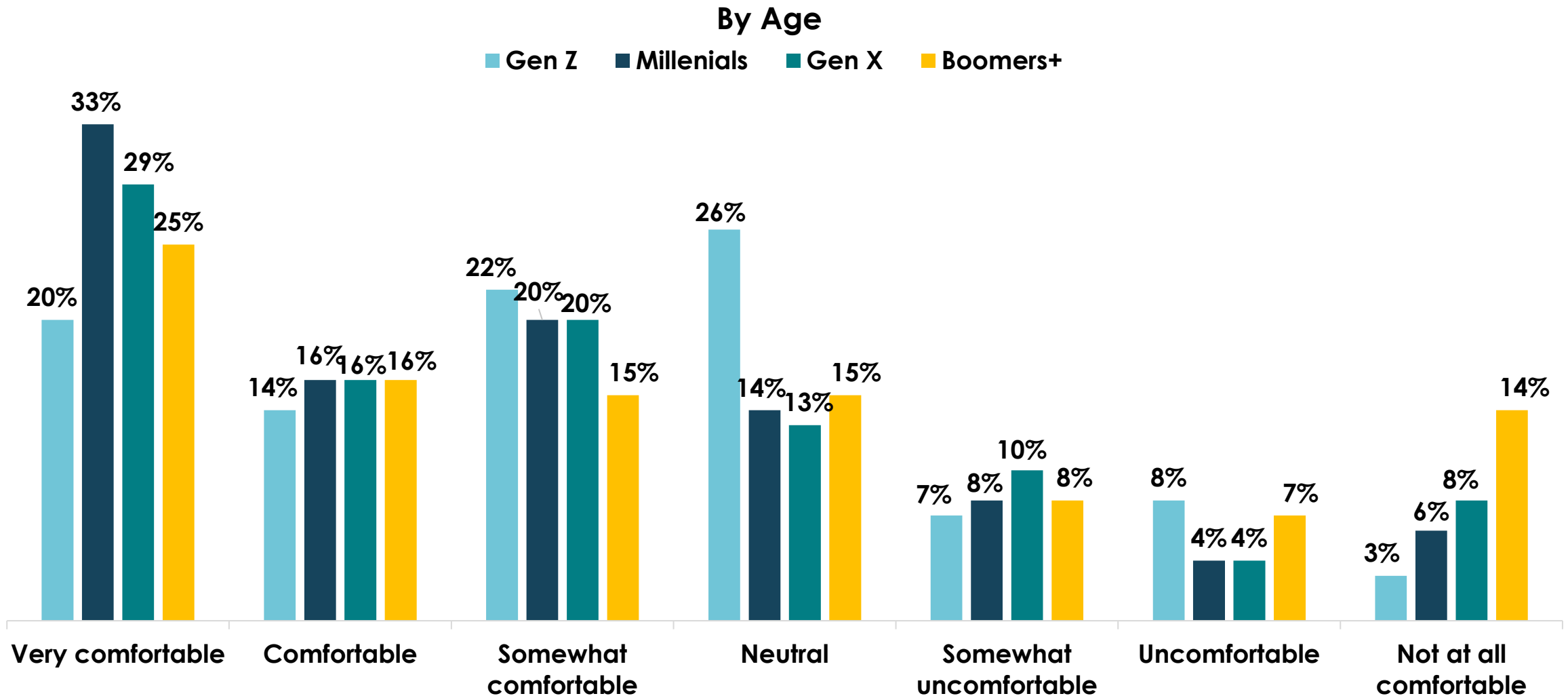
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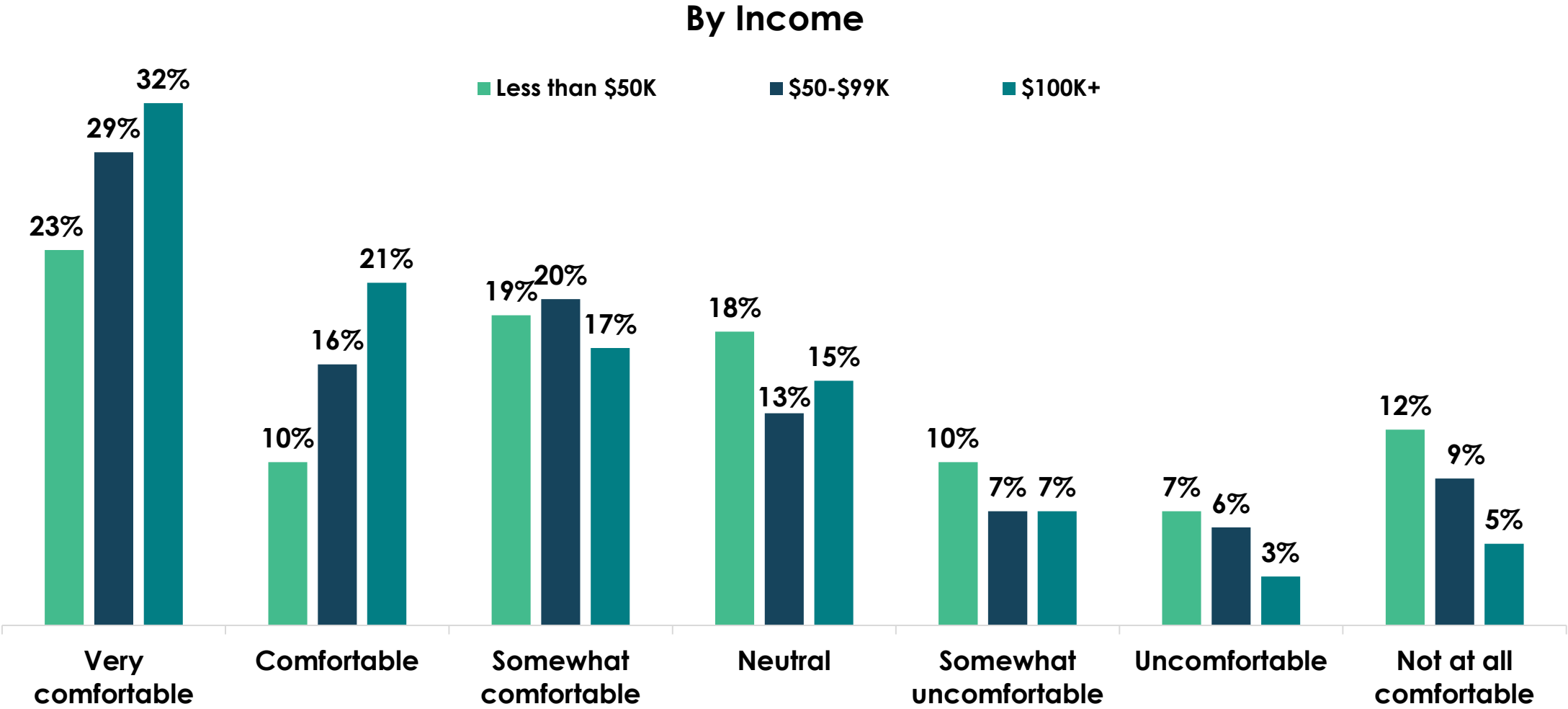
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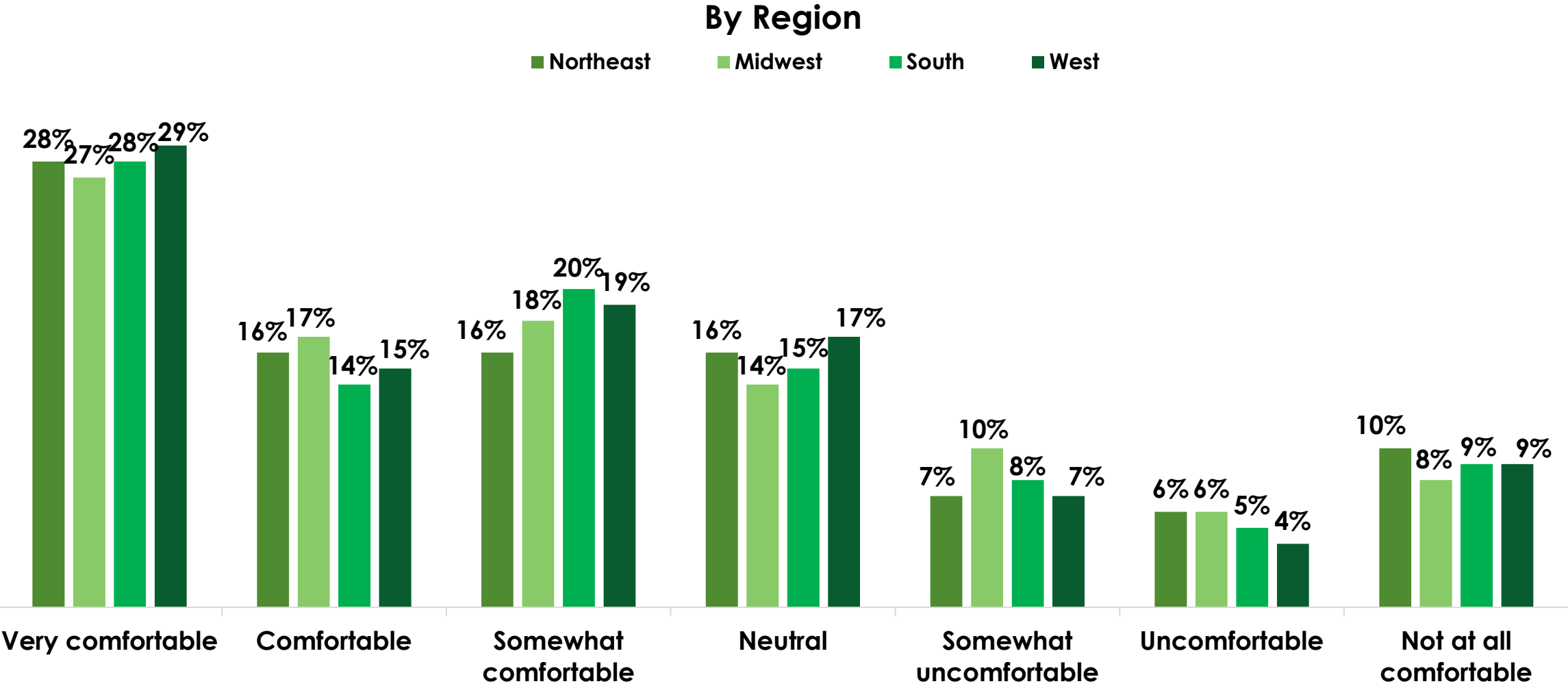


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Source: HVCB analysis of Harris Poll COVID-19 Wave 106 (March 4 - March 6, 2022)

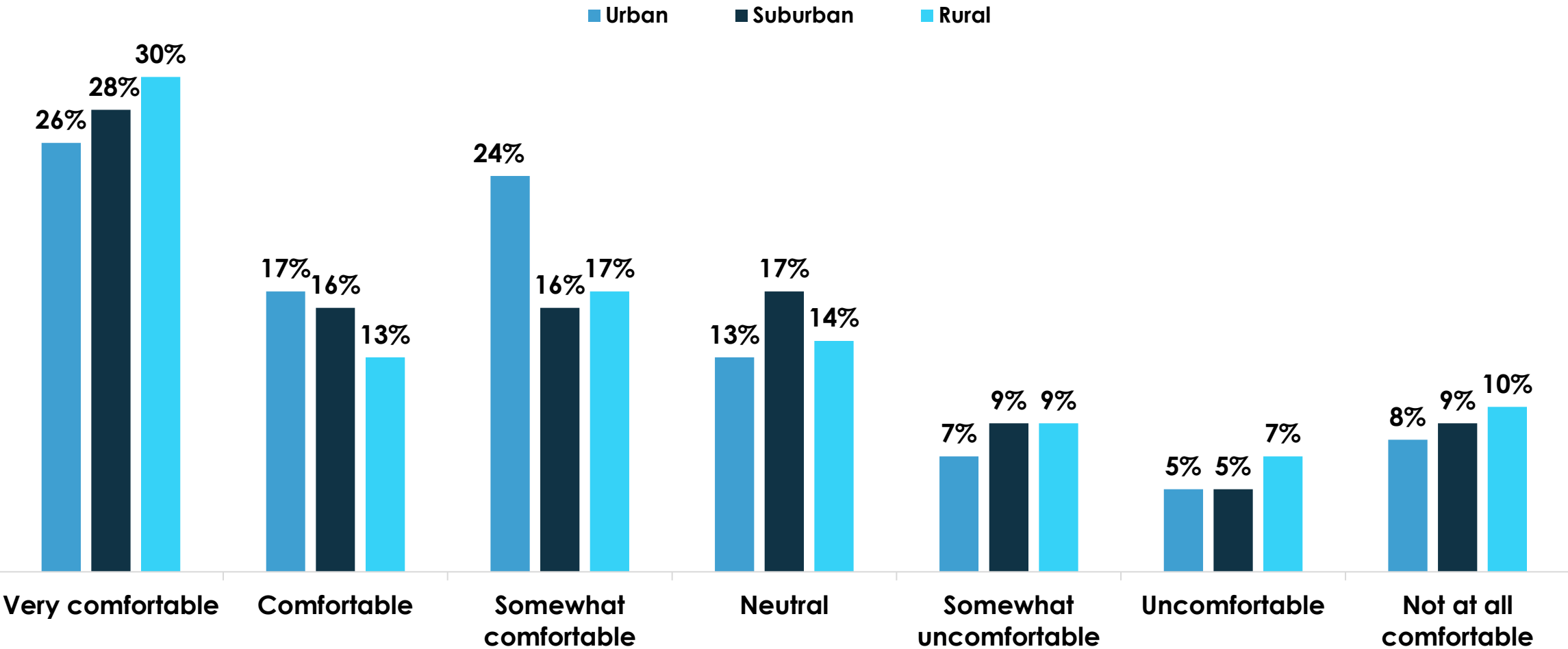
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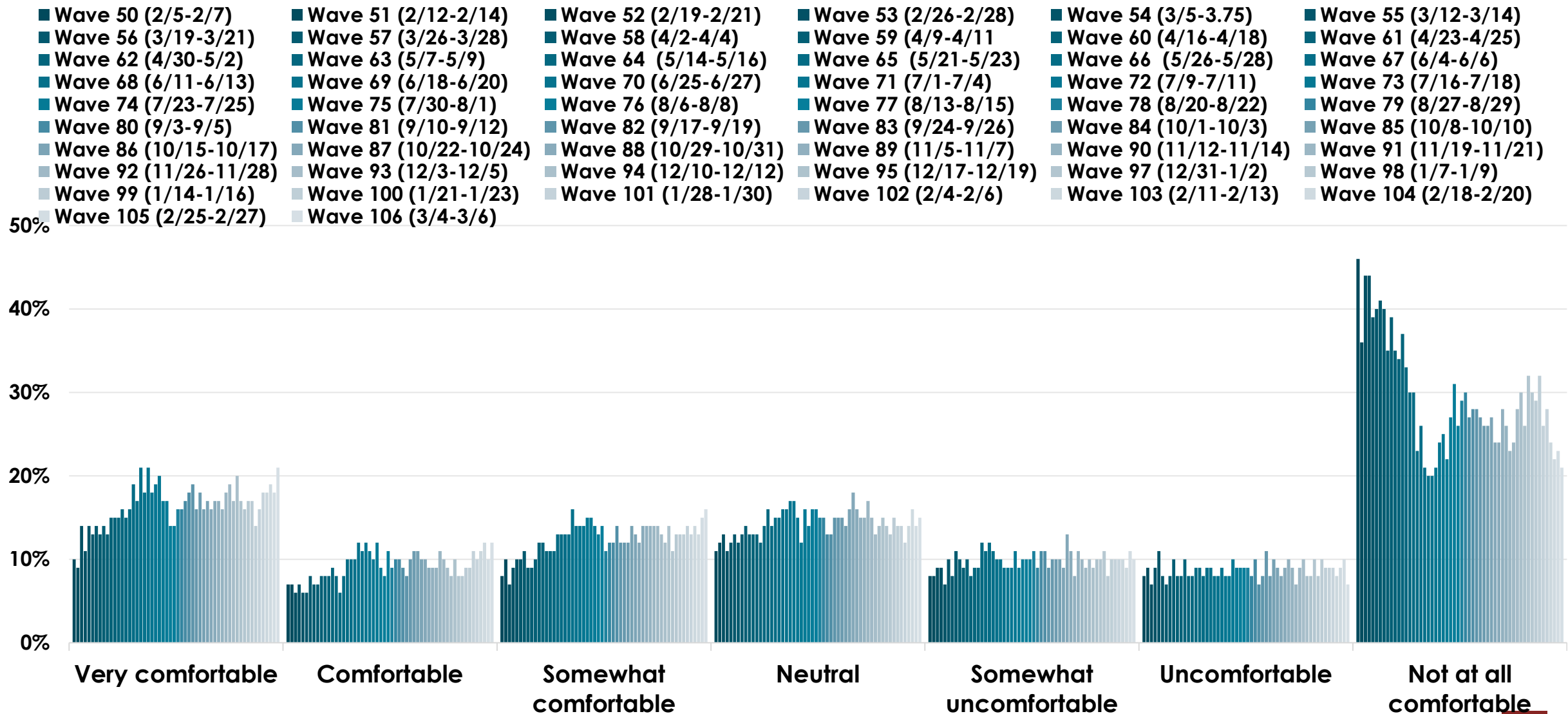
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By Urbanicity

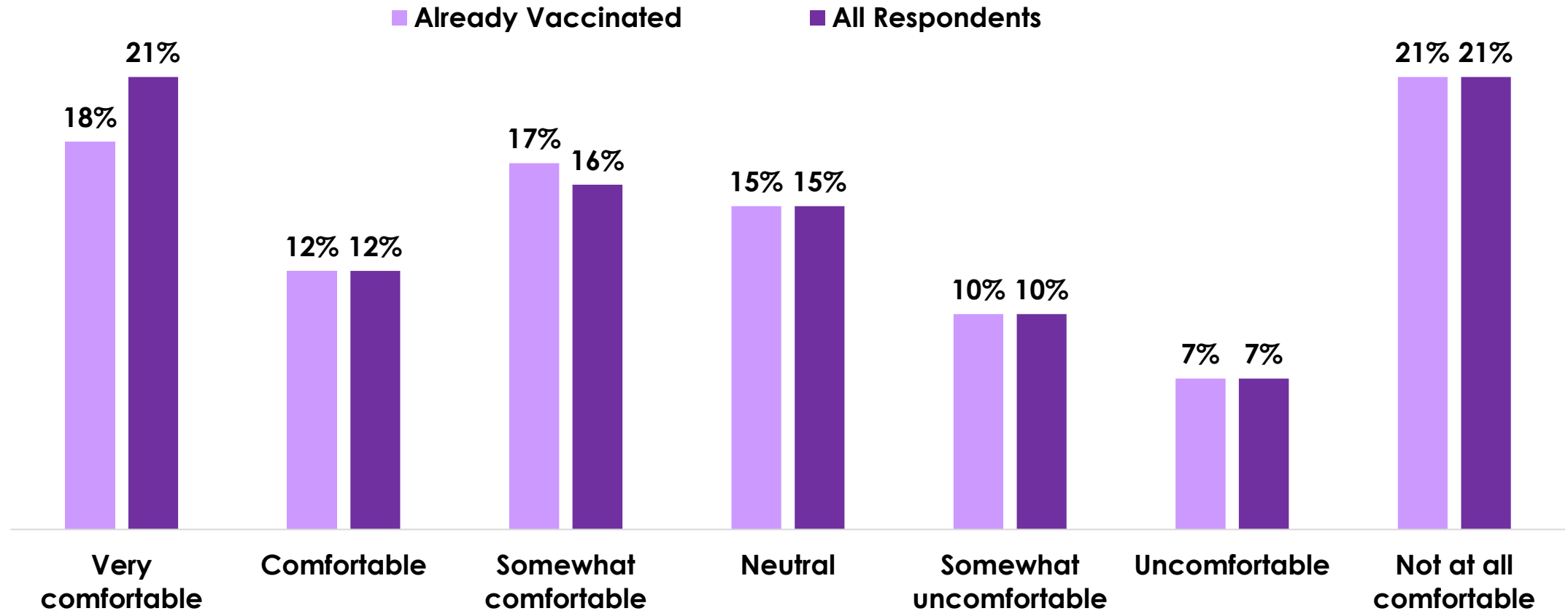


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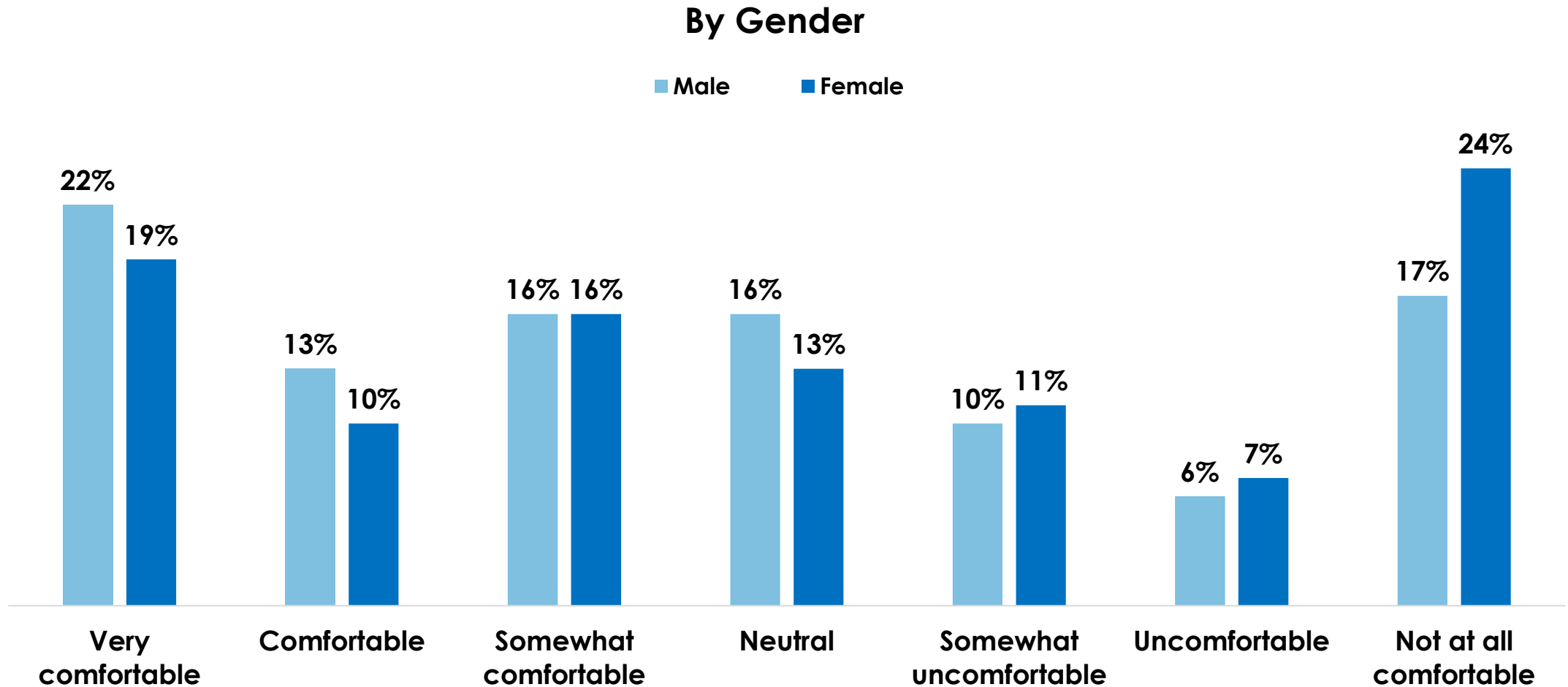
Generally speaking, how comfortable would you be flying on a plane today, given the COVID-19 pandemic?



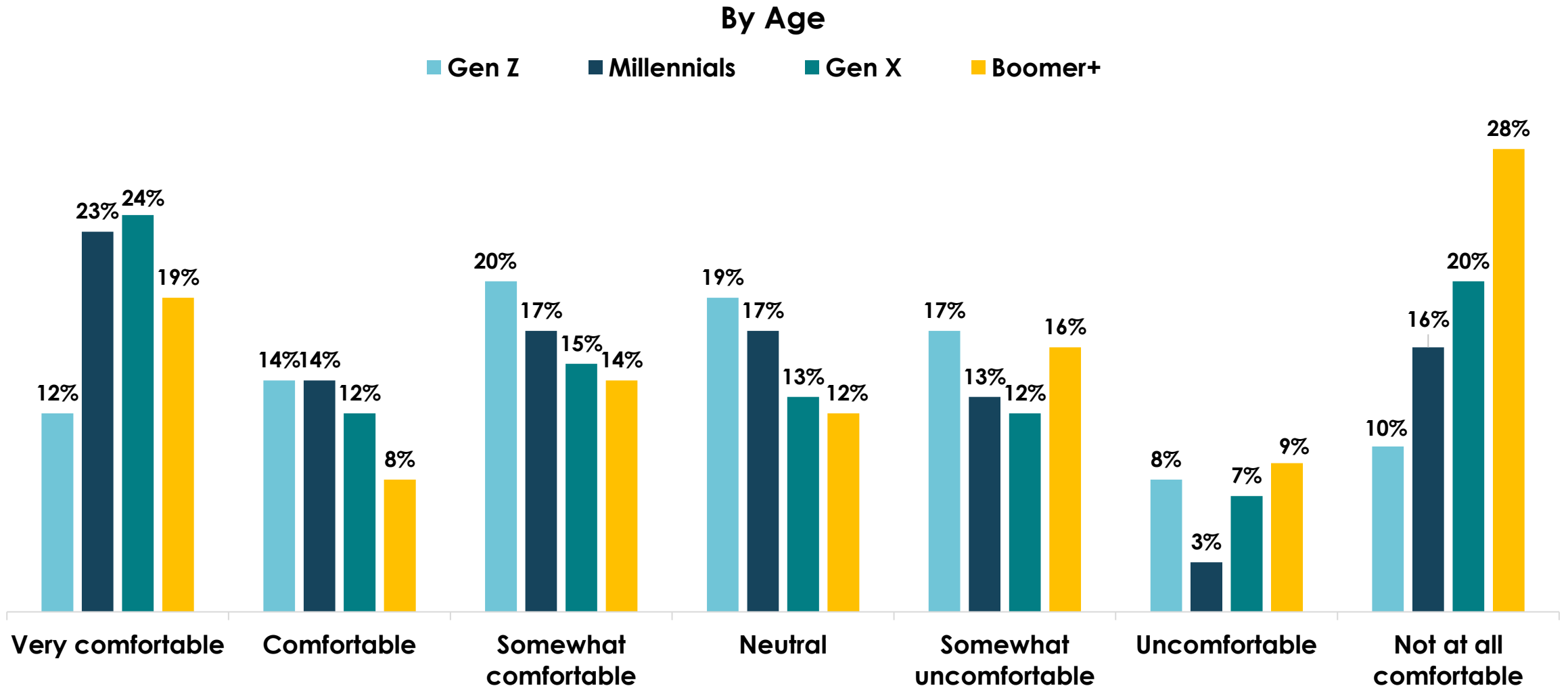
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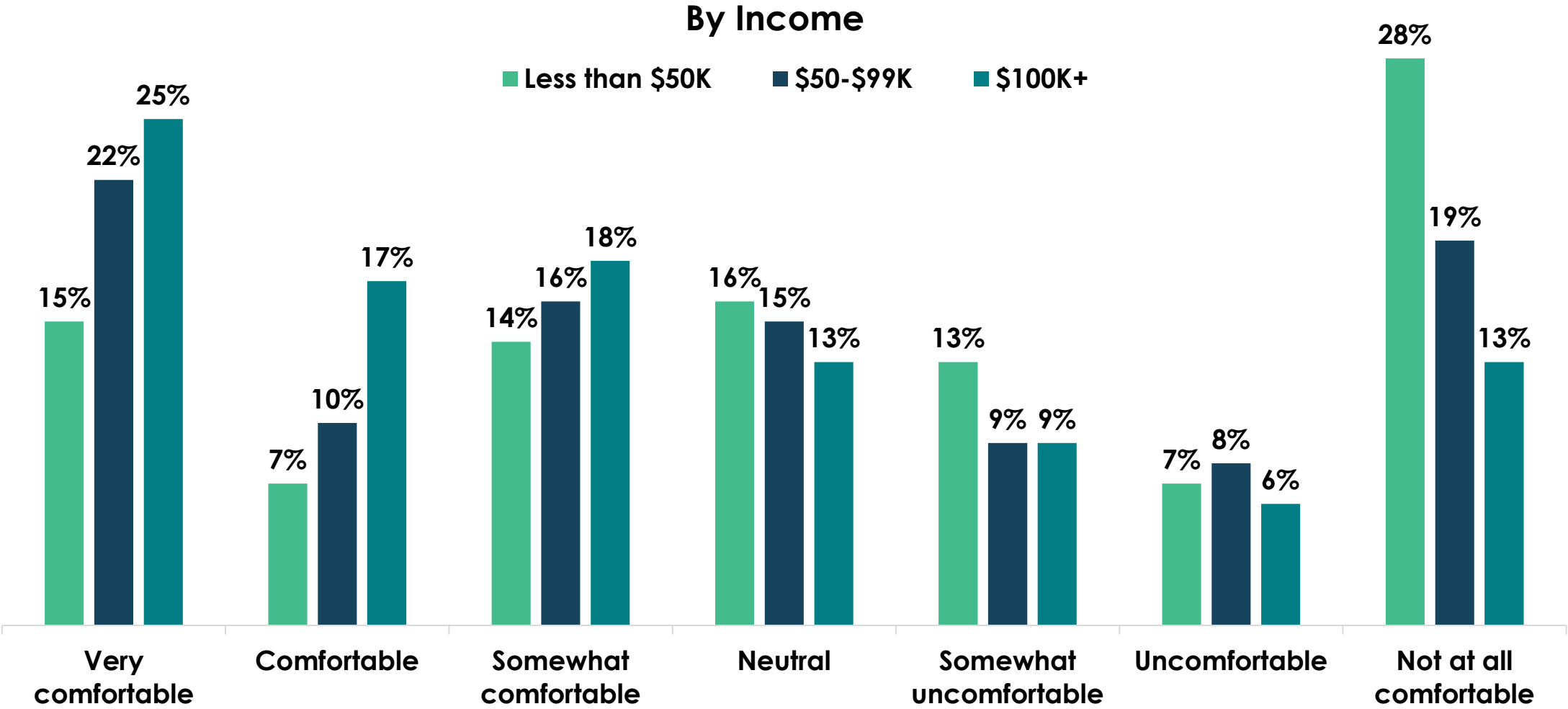
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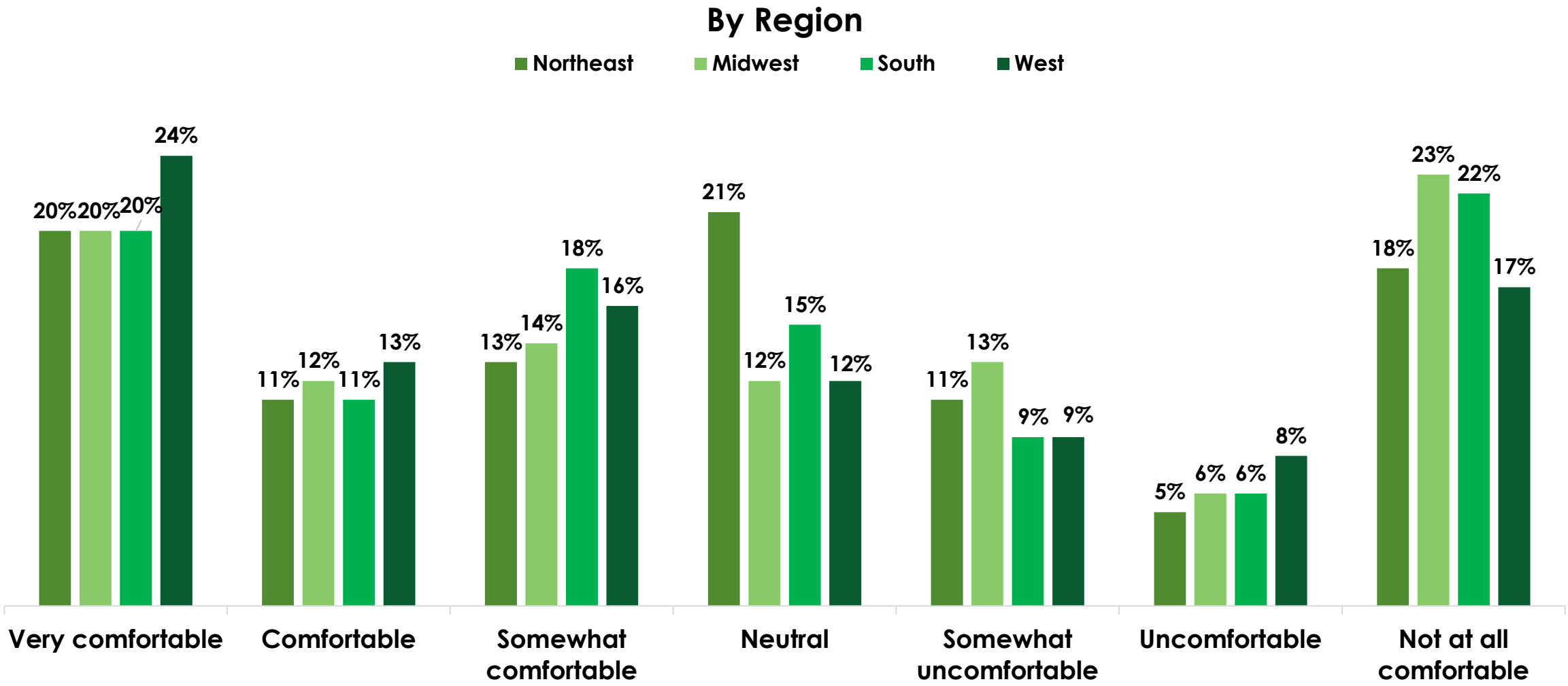


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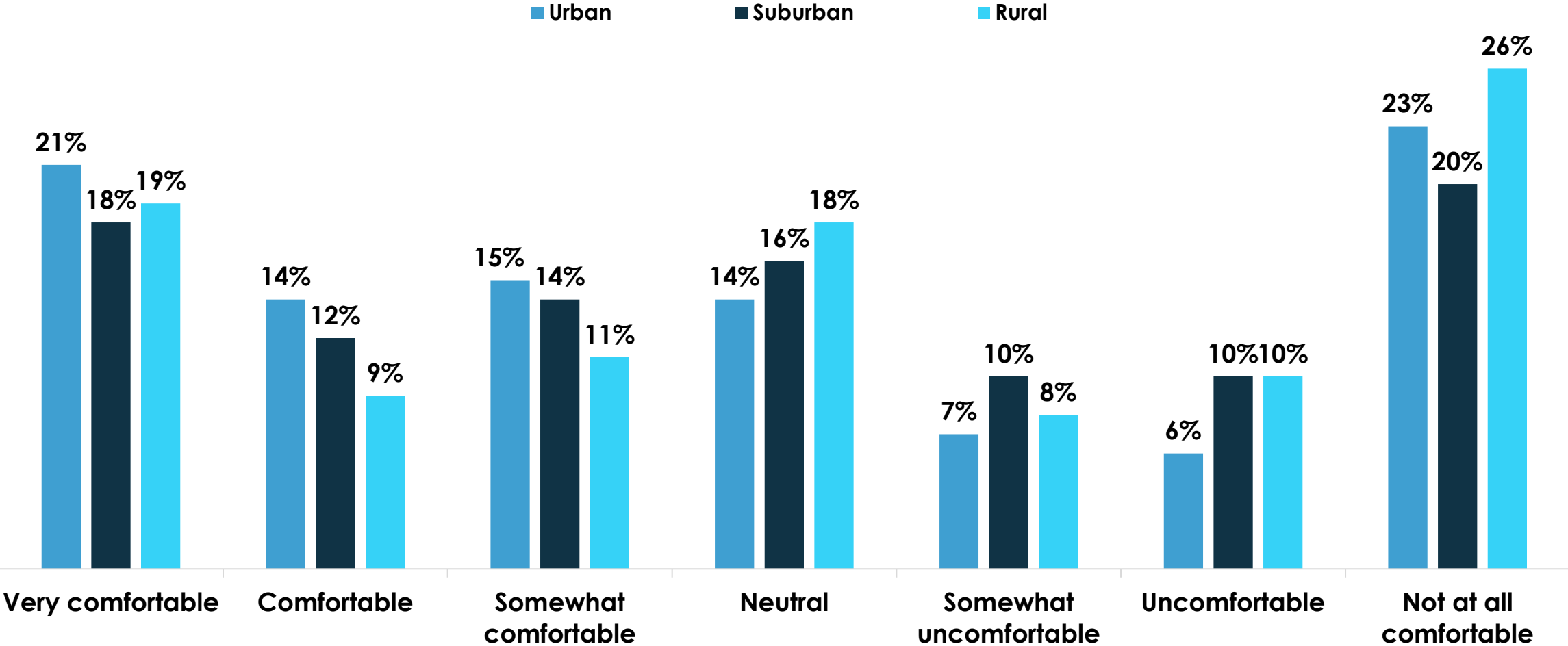
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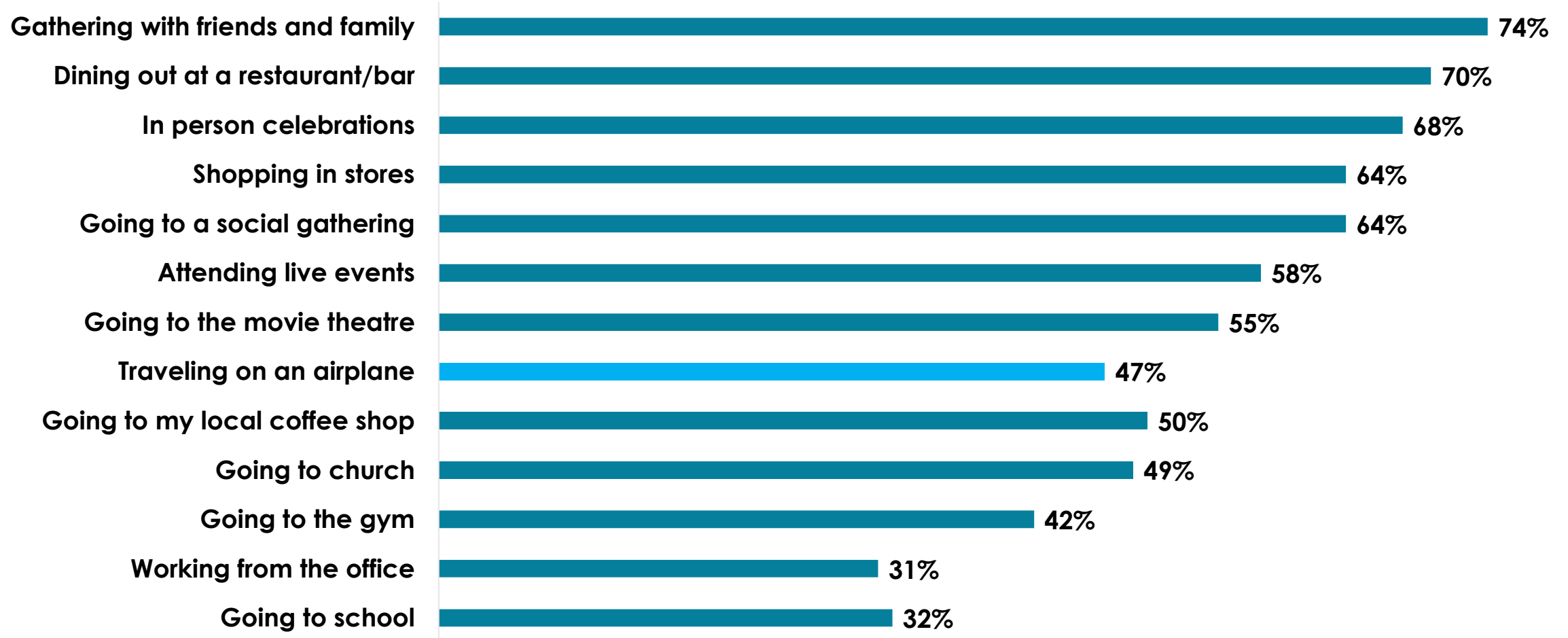
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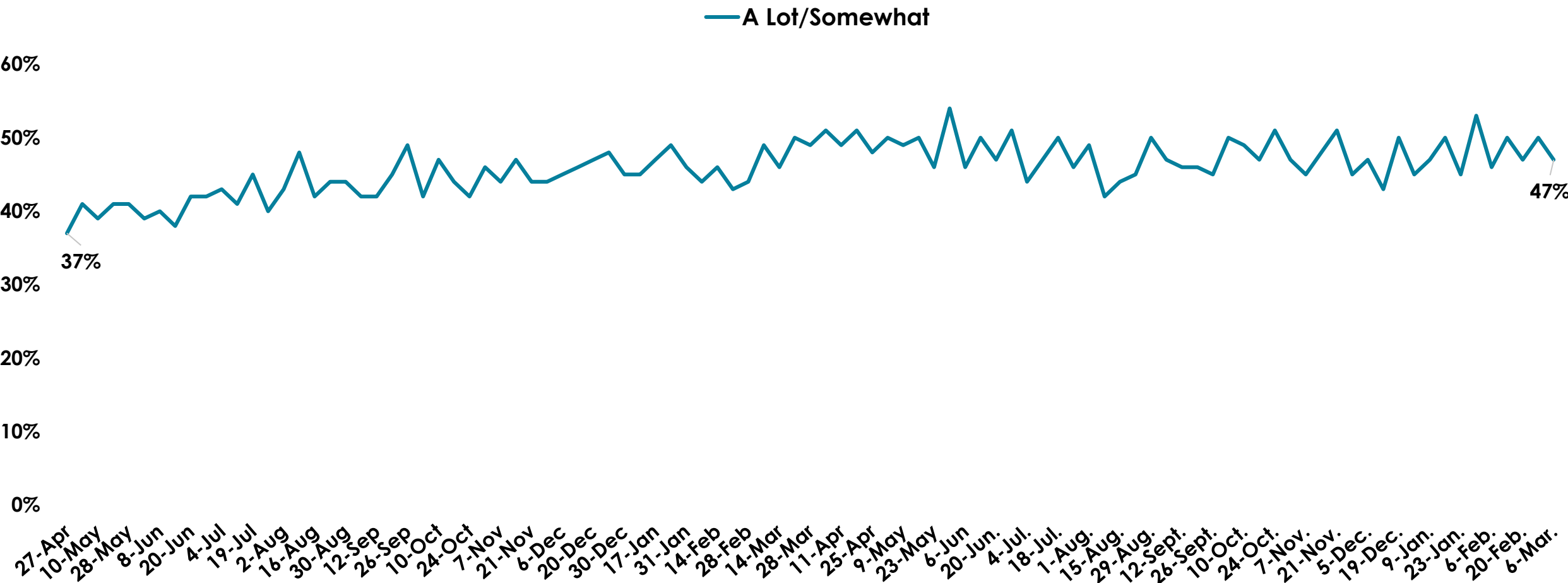


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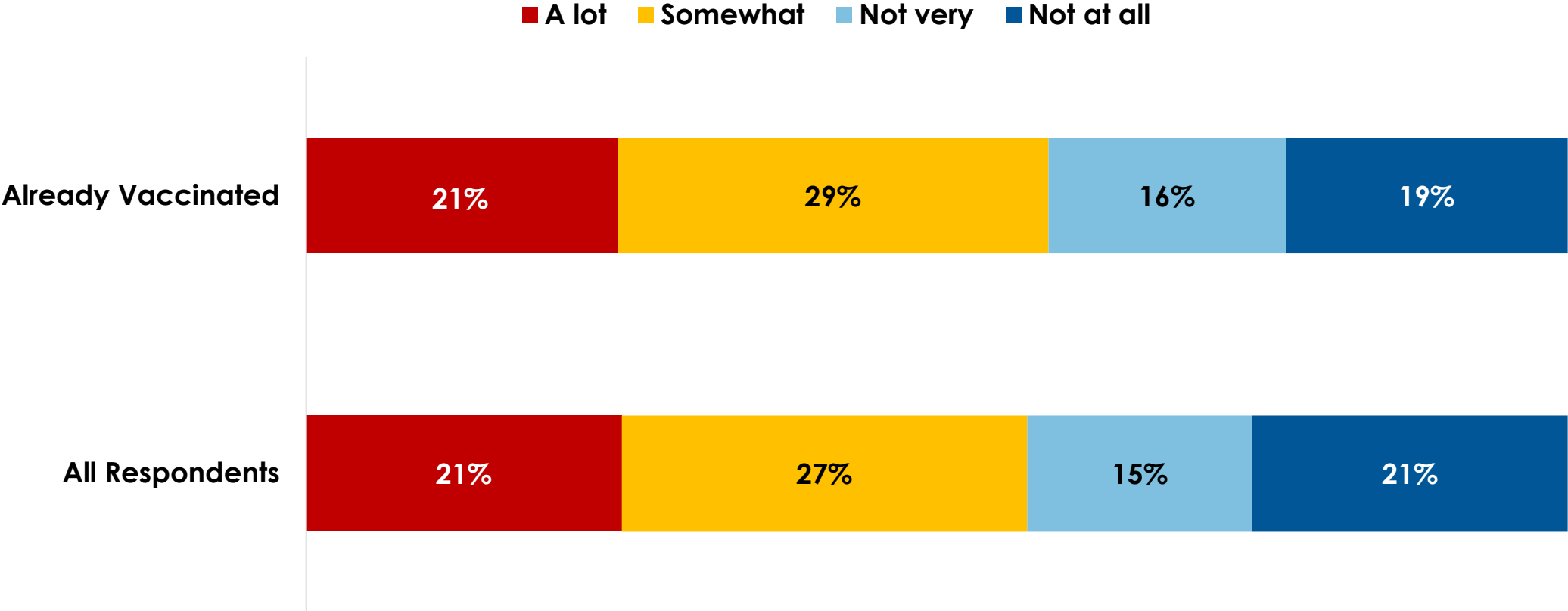
How much would you say you miss the following during this time of virus-related restrictions?



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

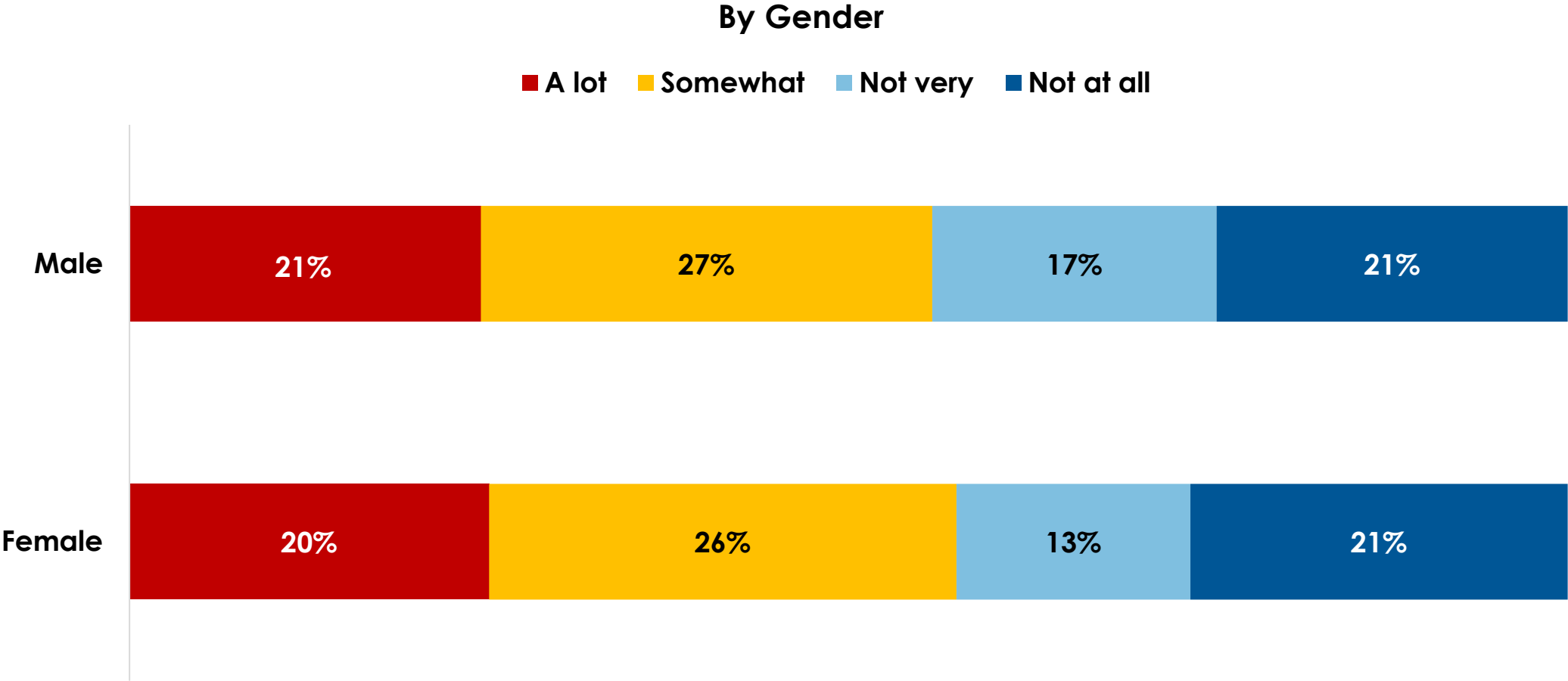


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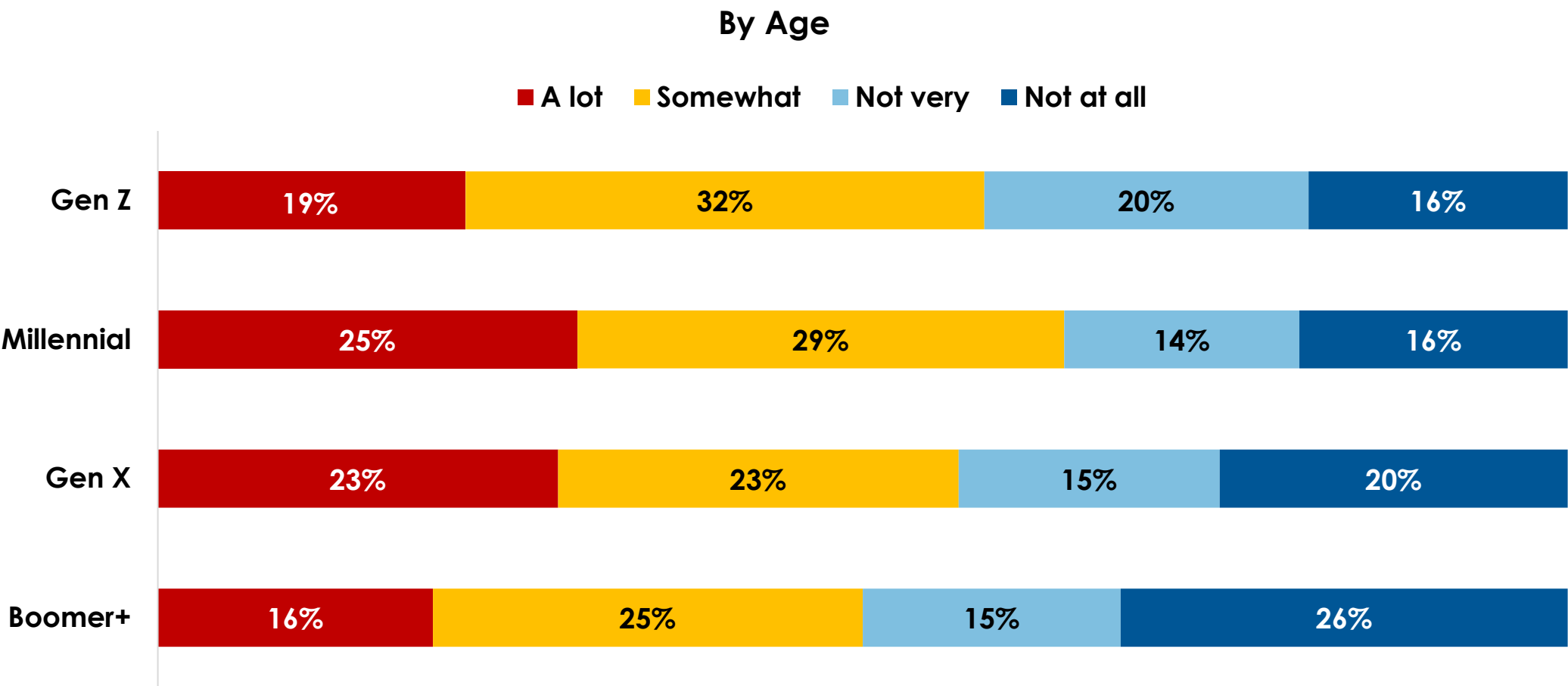
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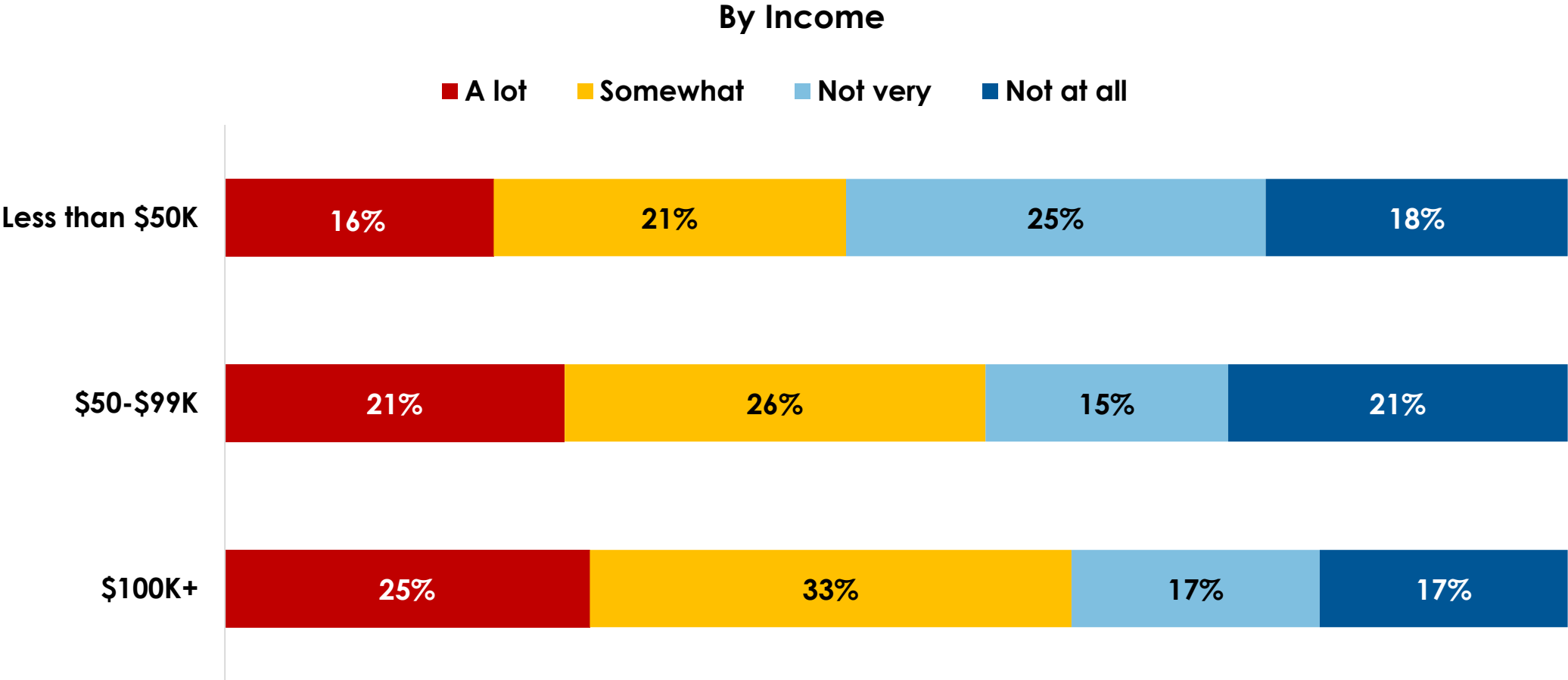
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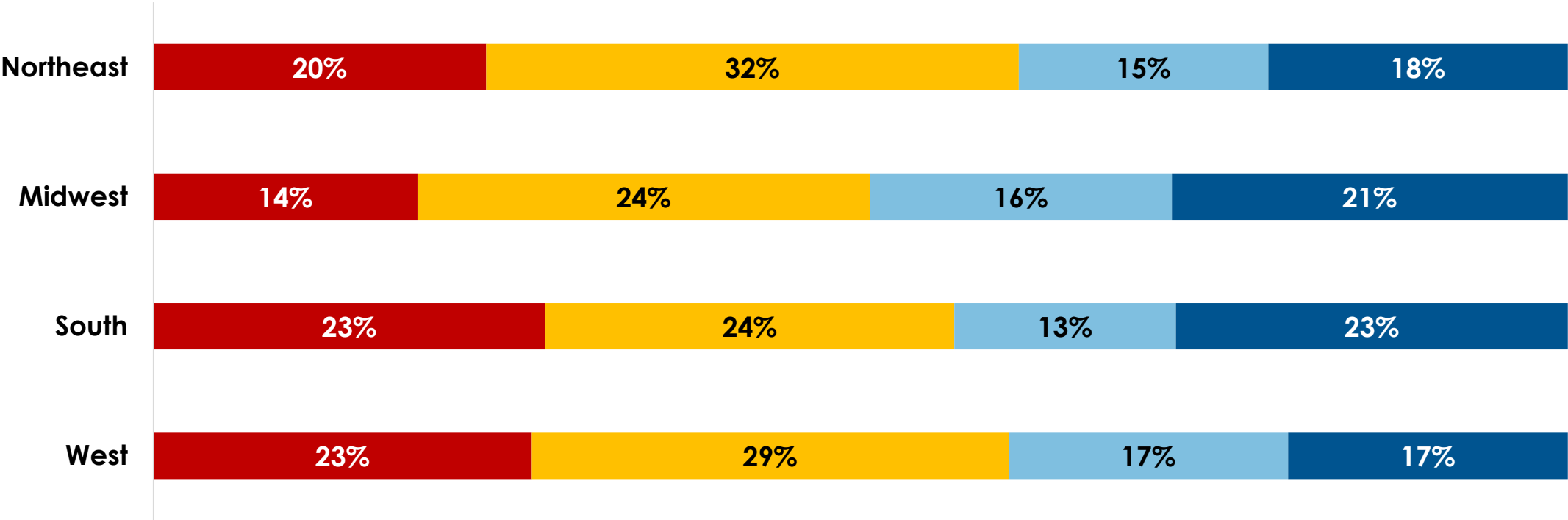


Source: HVCB analysis of Harris Poll COVID-19 Wave 106 (March 4 - March 6, 2022)

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

By Region

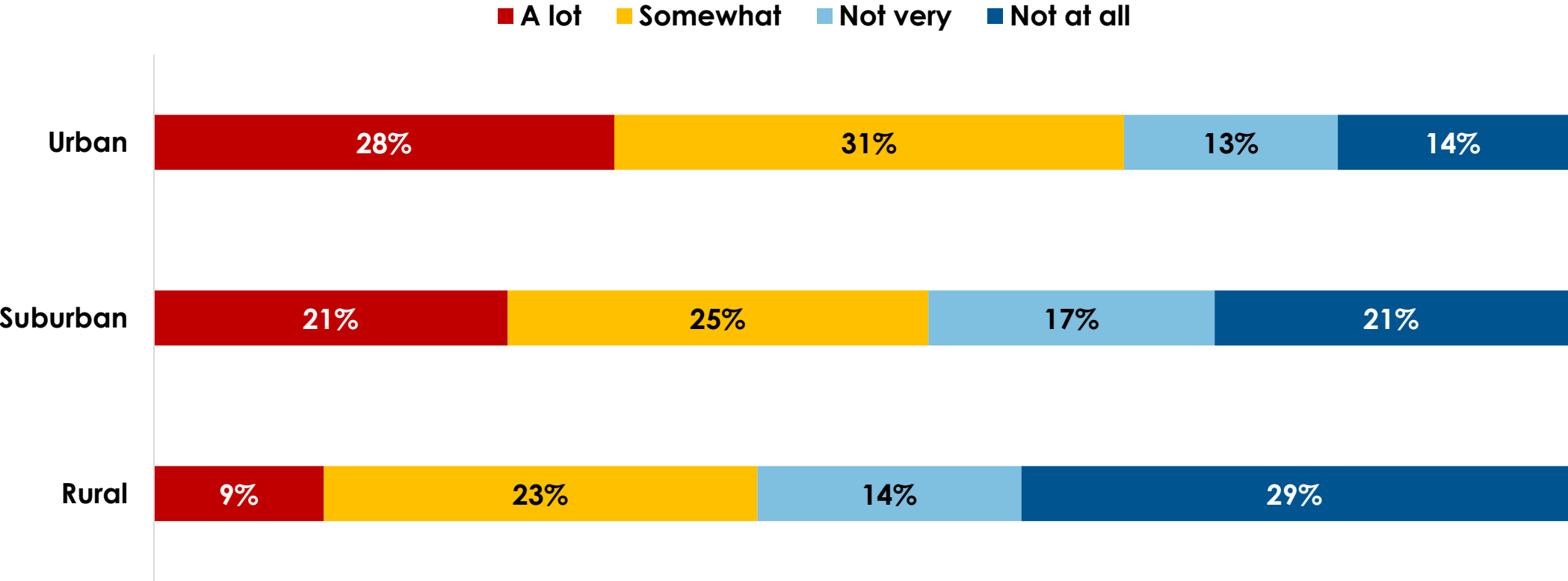
A lot Somewhat Not very Not at all



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

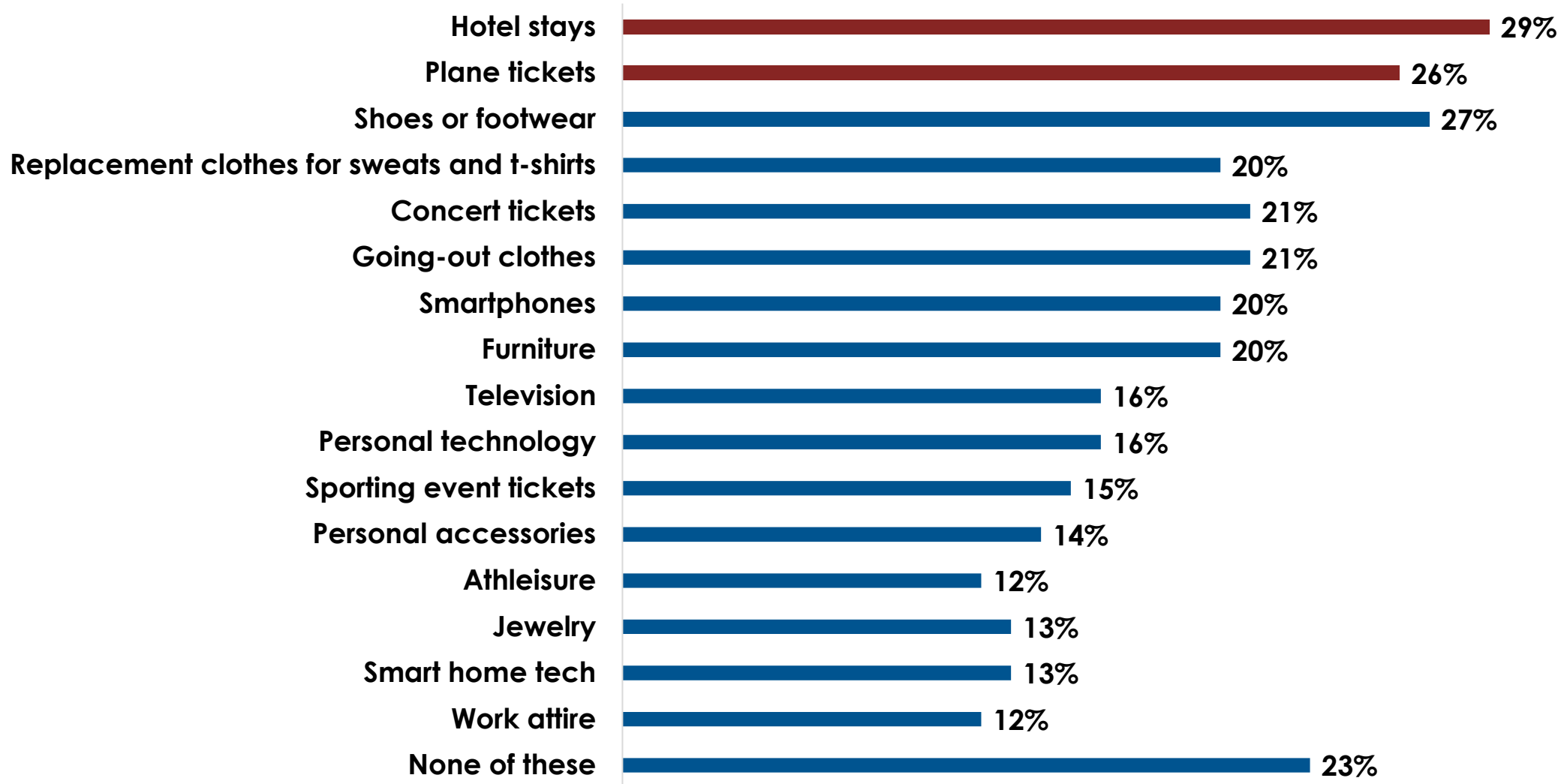
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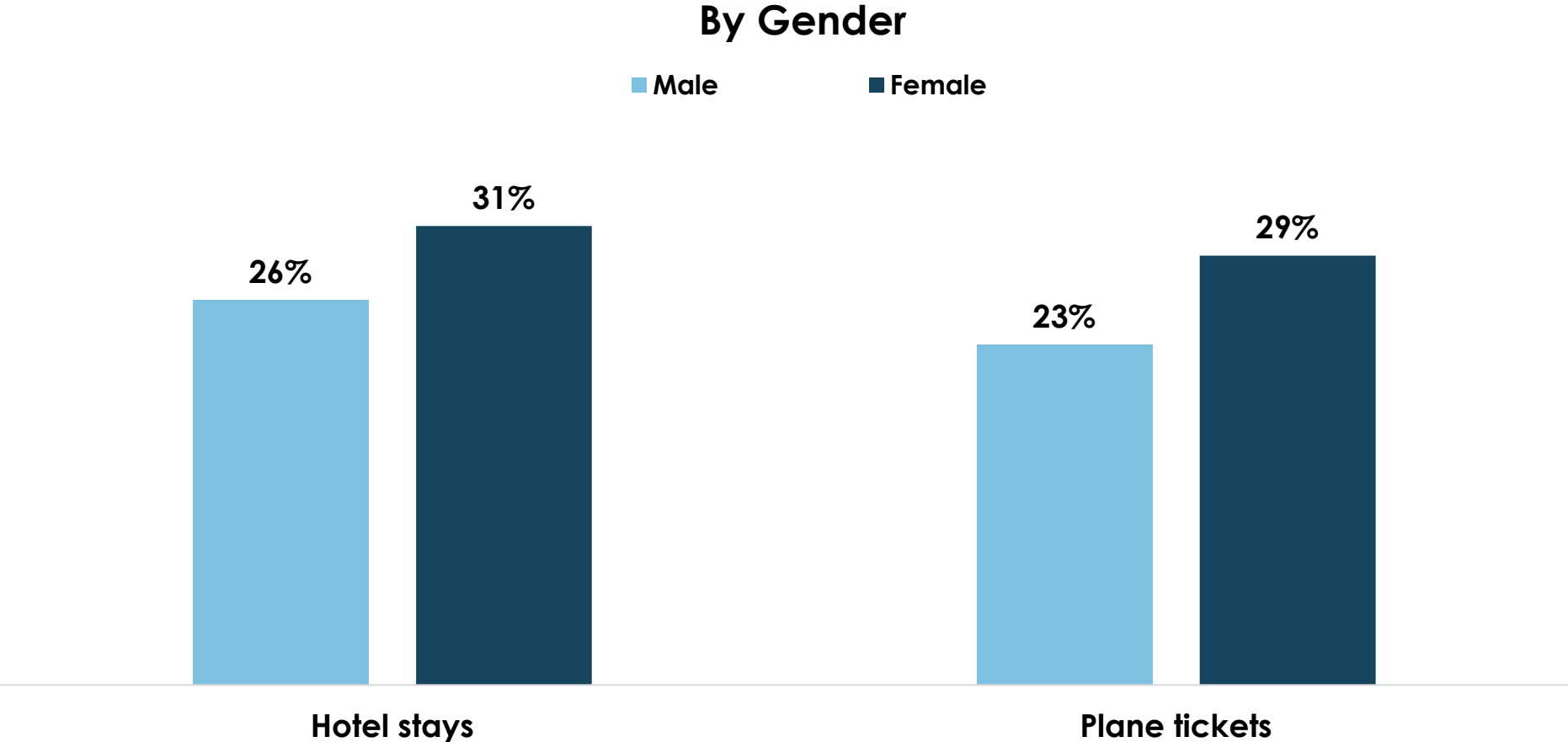


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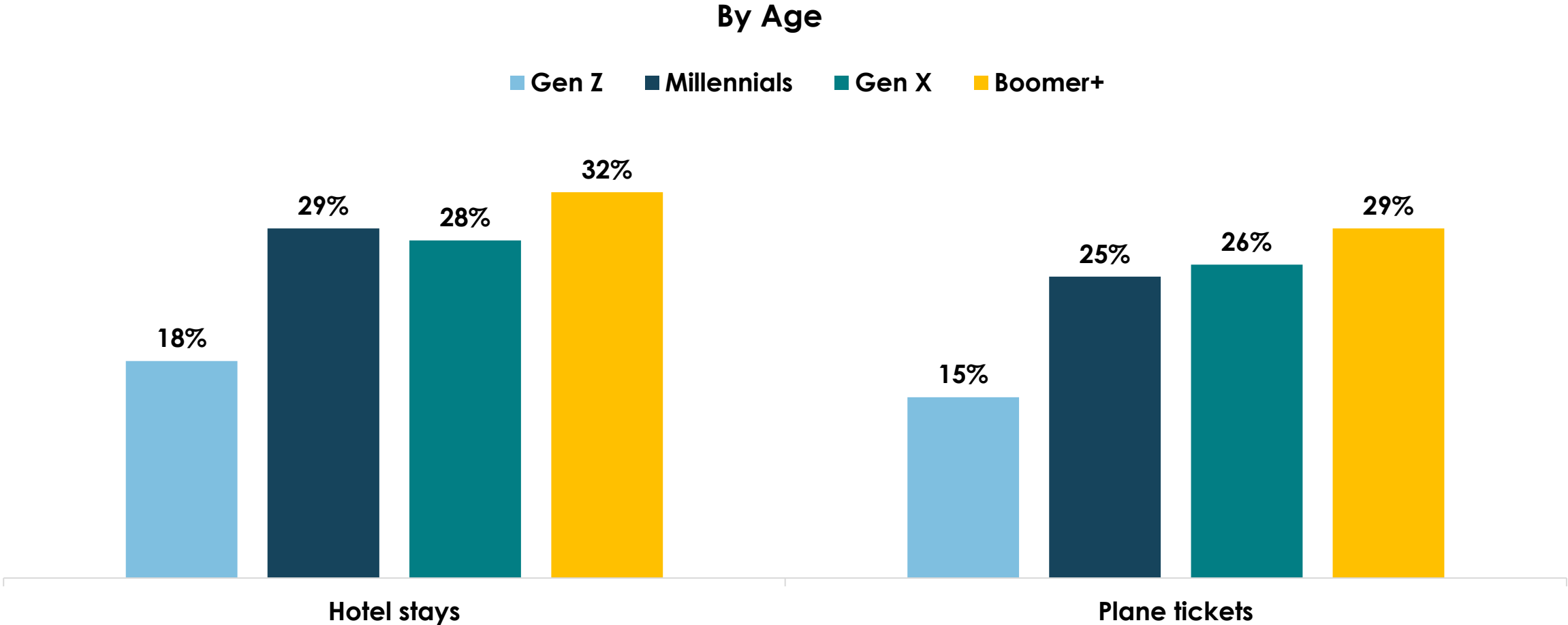
Are you planning to purchase the following once things return to normal?



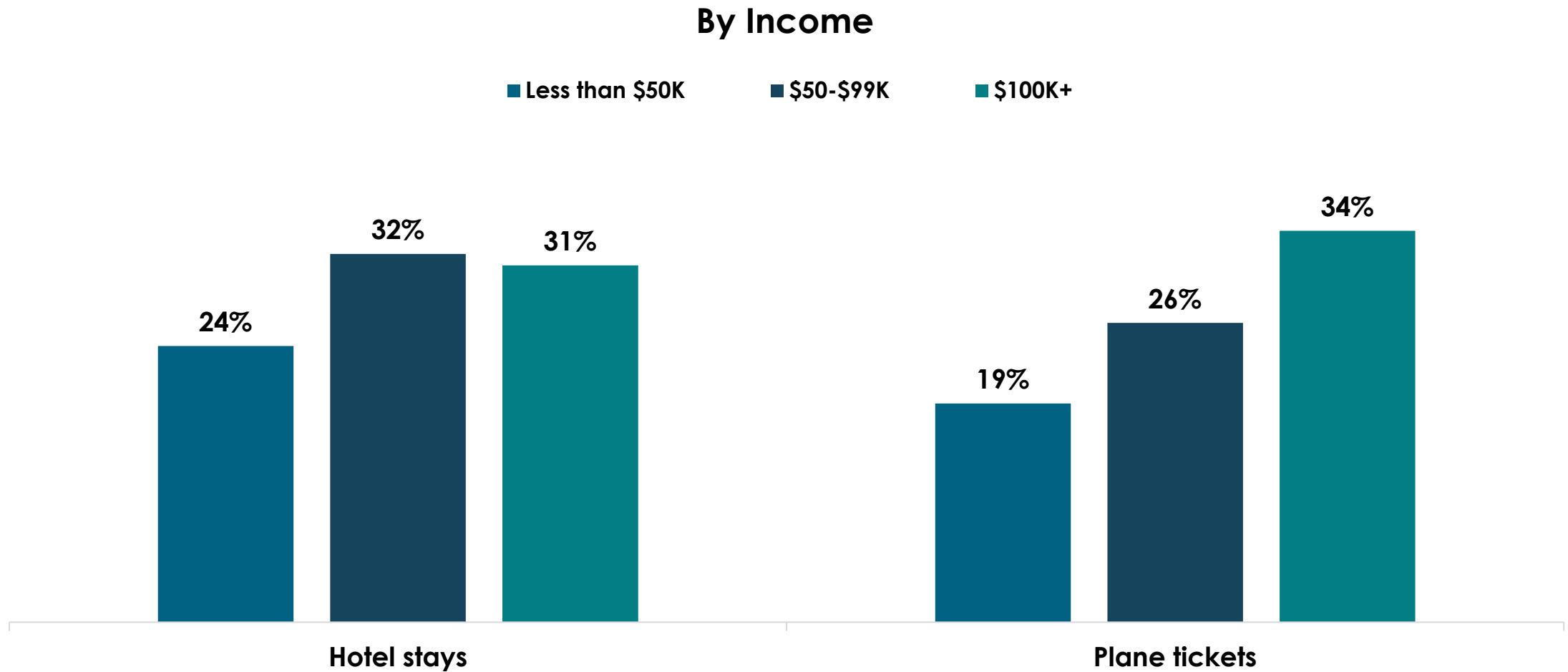
Men and women have a slightly higher intention to purchase hotels over flights



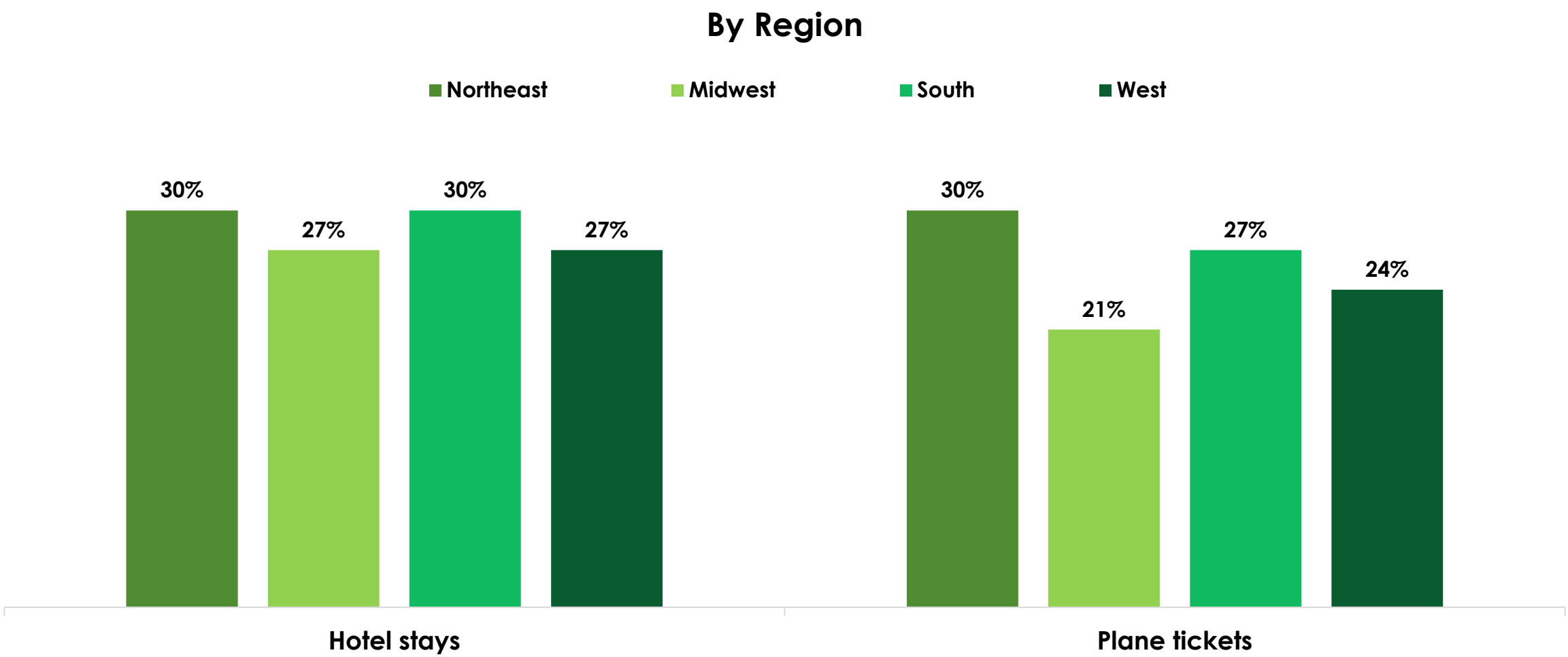
Boomers are most likely to purchase travel post-COVID



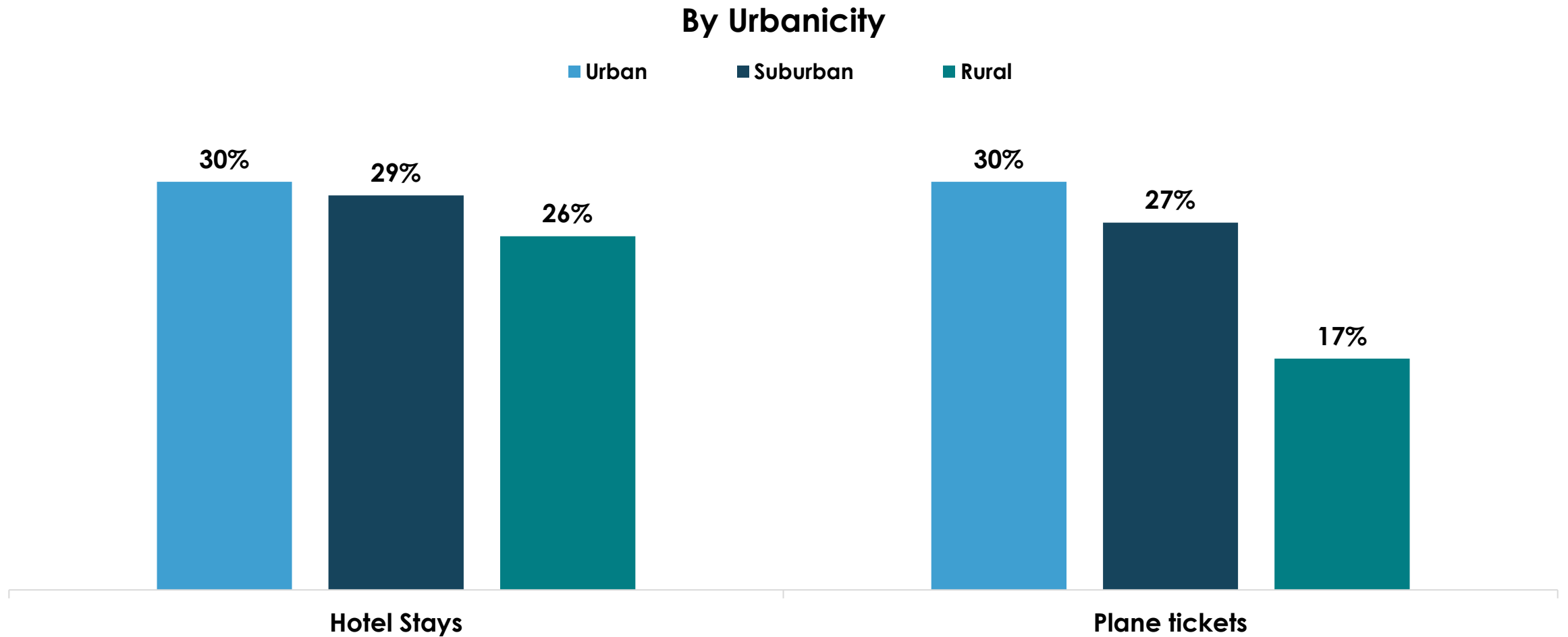
Post-COVID, higher income respondents are most likely to buy travel



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



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

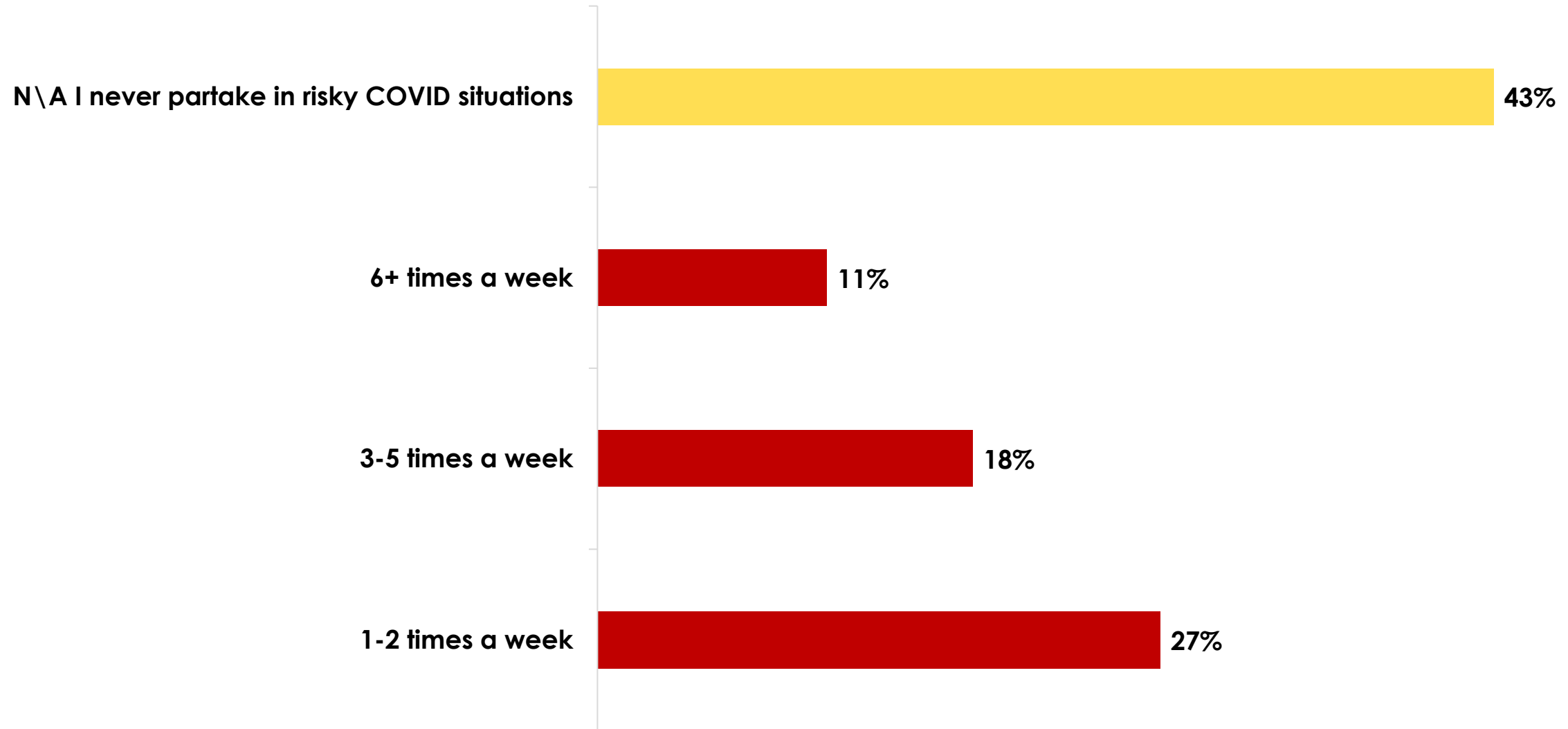




Impact of Coronavirus



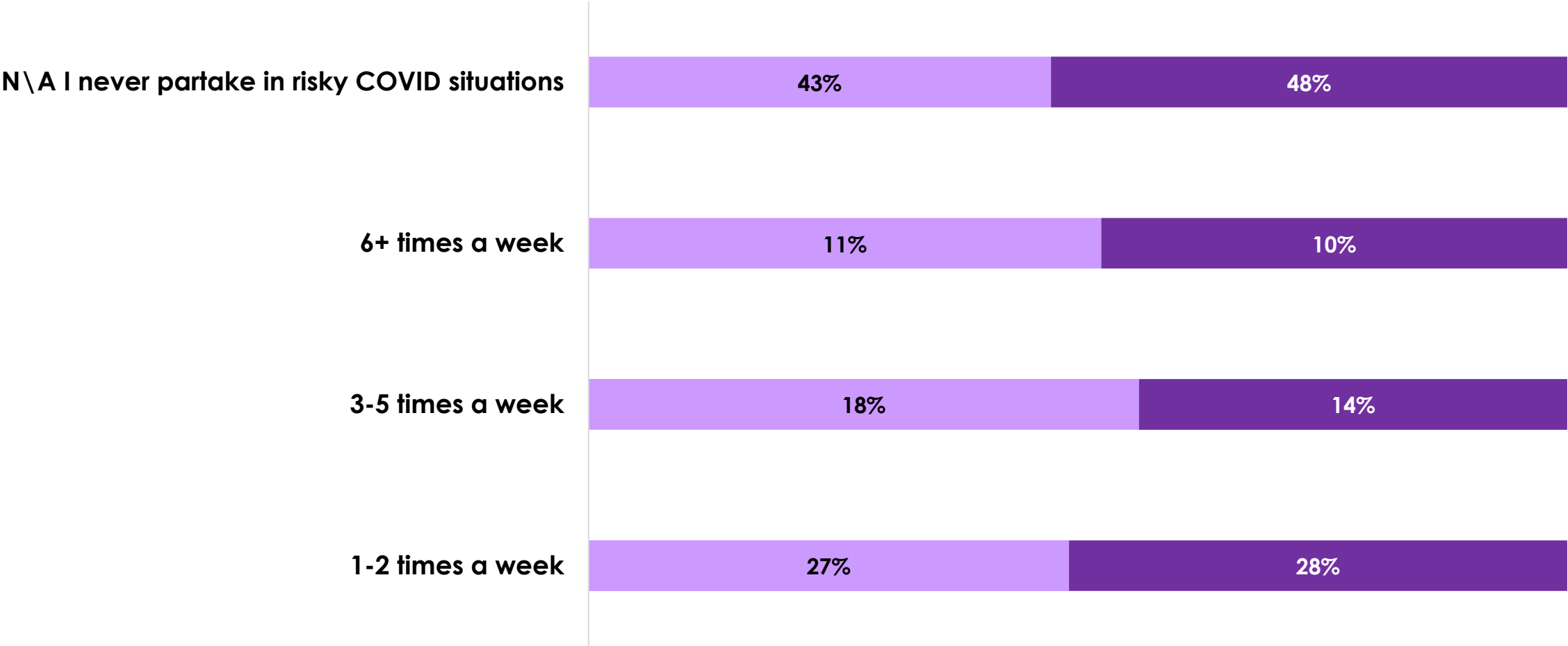
How frequent do you partake in COVID risky situations such as restaurants, bars, large parties, stores without mask or being around unvaccinated individuals?



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

By Gender

Male Female



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

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

By Age

■ Gen Z ■ Millennials ■ Gen X ■ Boomer +

N\A I never partake in risky COVID situations

25%

36%

45%

54%

6+ times a week

12%

15%

12%

8%

3-5 times a week

35%

25%

16%

9%

1-2 times a week

27%

25%

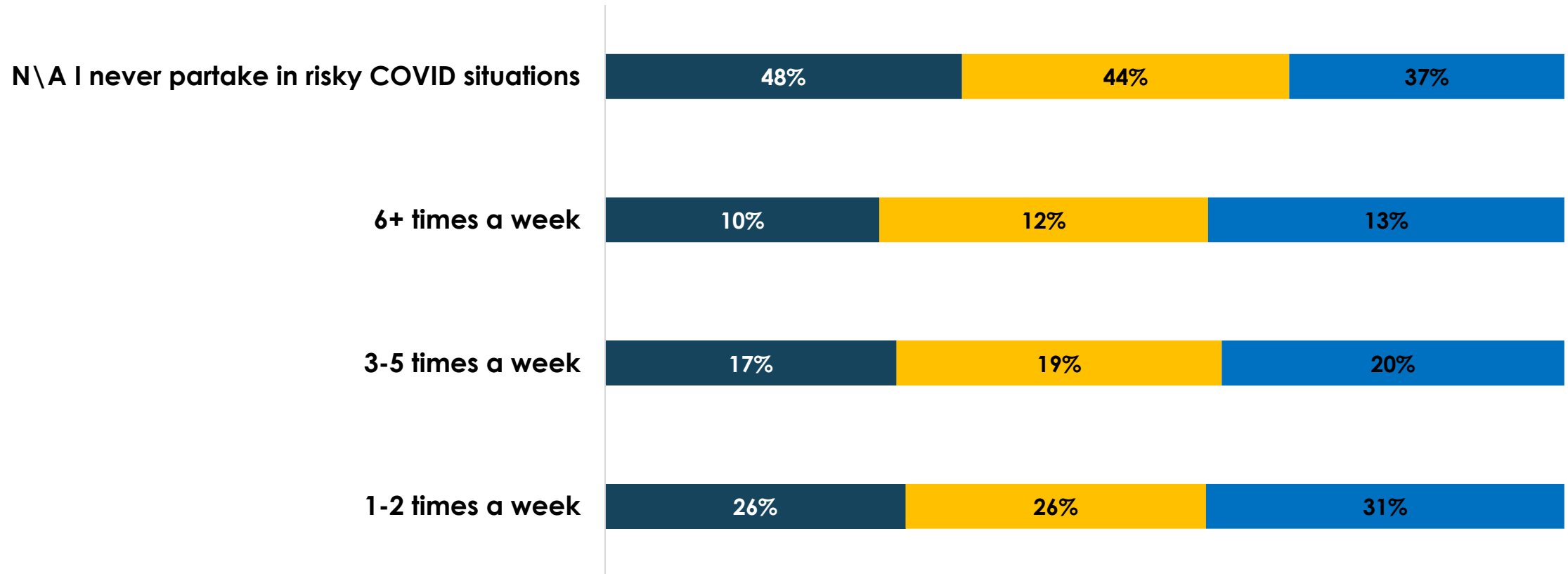
27%

30%

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

By Income

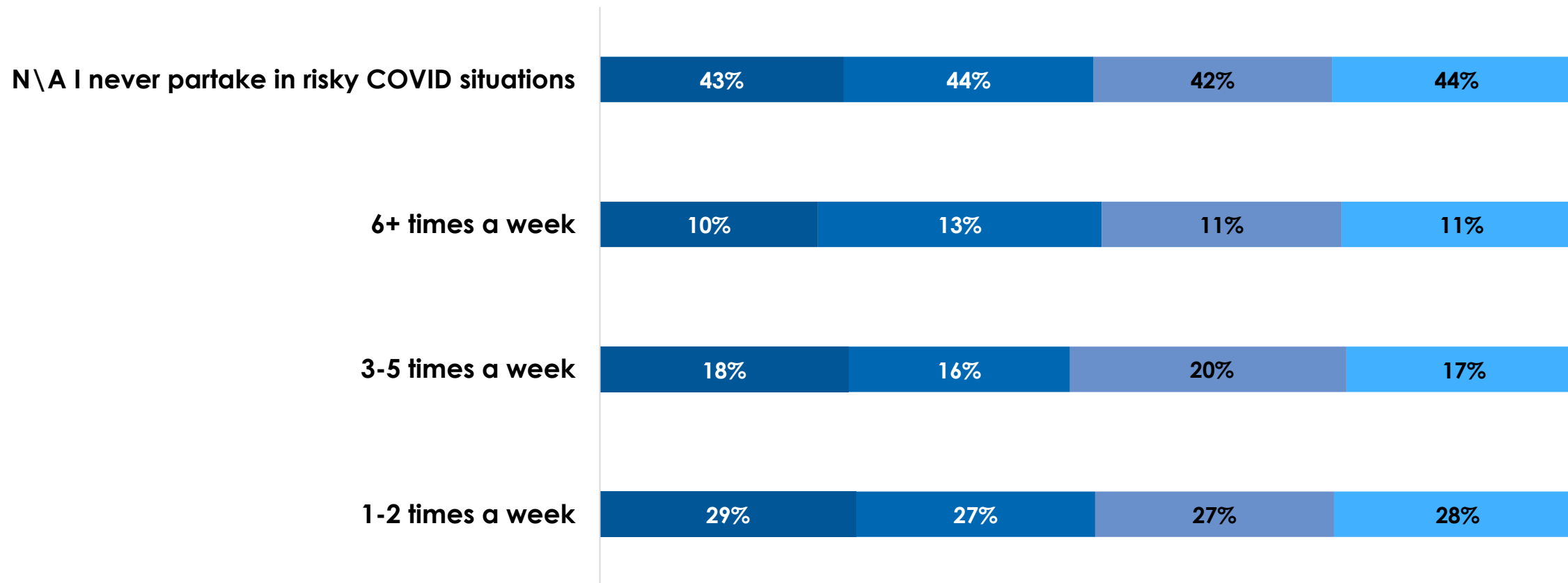
■ Less than \$50K ■ \$50-99K ■ \$100K+



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

■ Northeast ■ Midwest ■ South ■ West



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

N\A I never partake in risky COVID situations

39%

45%

46%

6+ times a week

12%

12%

10%

3-5 times a week

23%

13%

17%

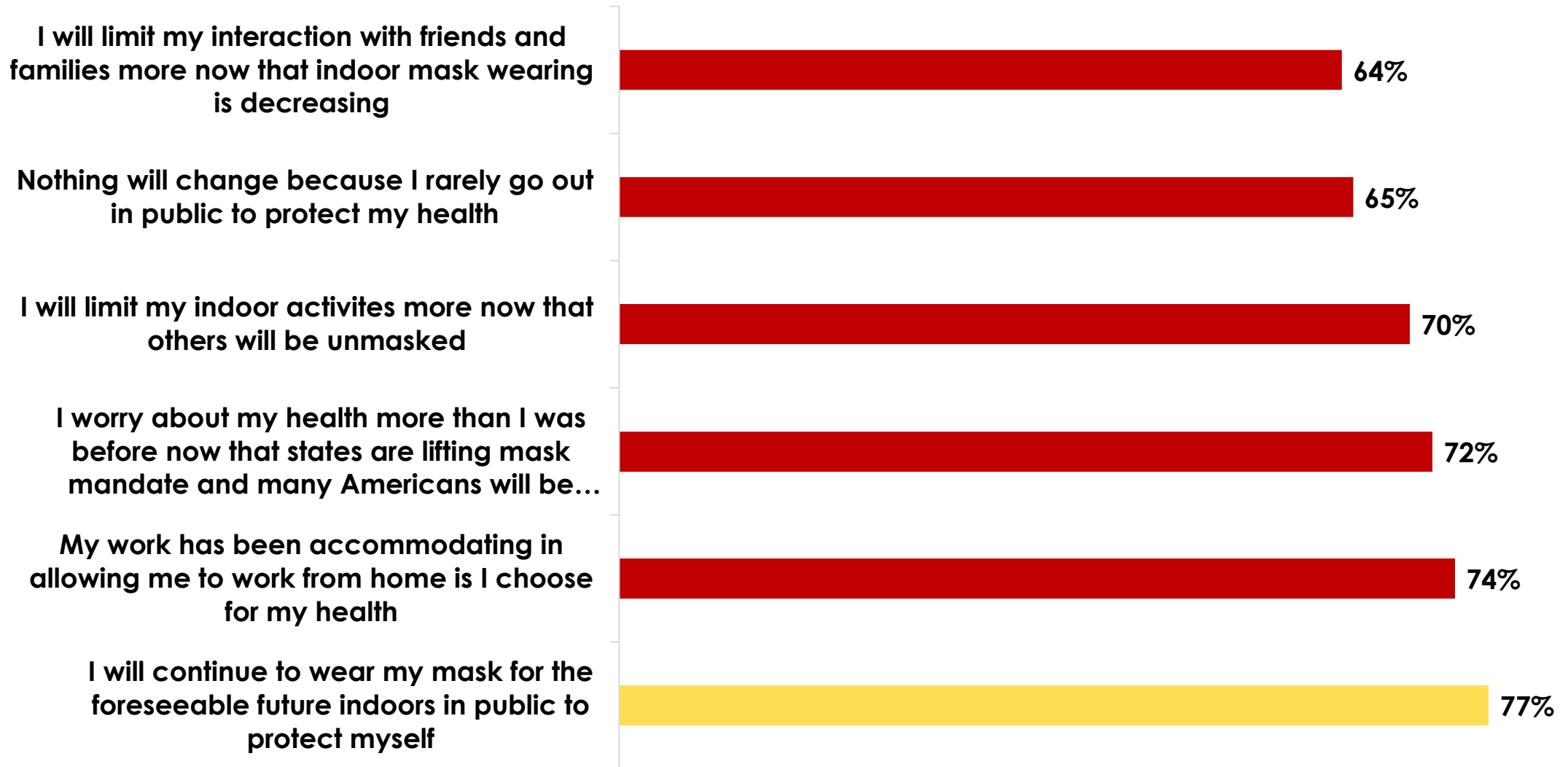
1-2 times a week

26%

30%

27%

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%

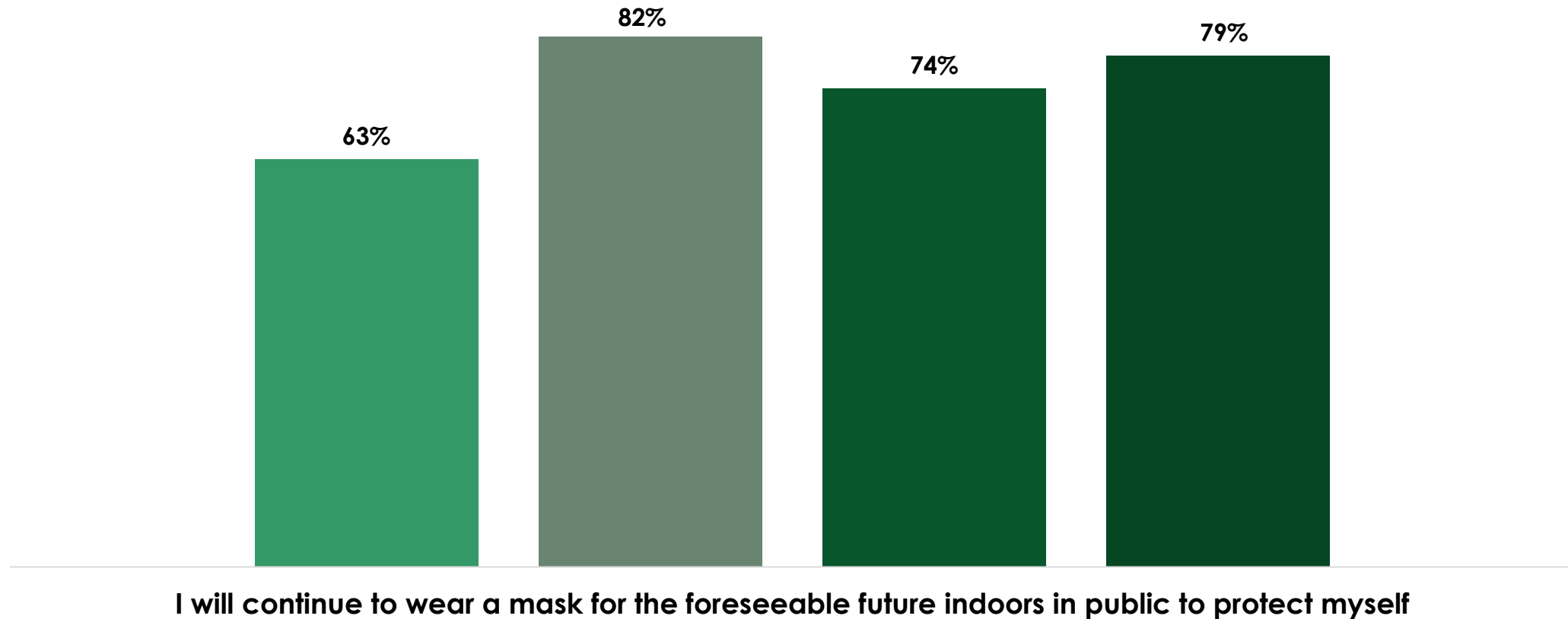
76%

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

How much do you agree or disagree with the following?

By Age

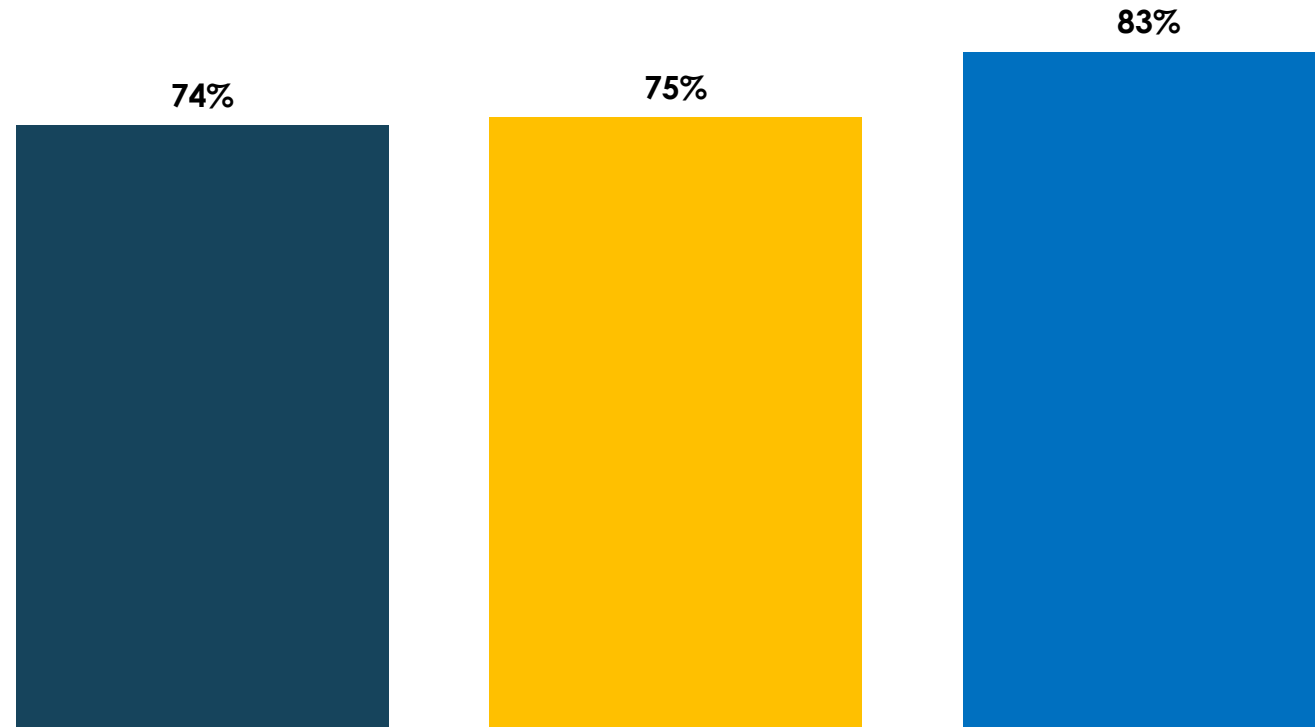
■ Gen Z ■ Millennials ■ Gen X ■ Boomer +



How much do you agree or disagree with the following

By Income

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

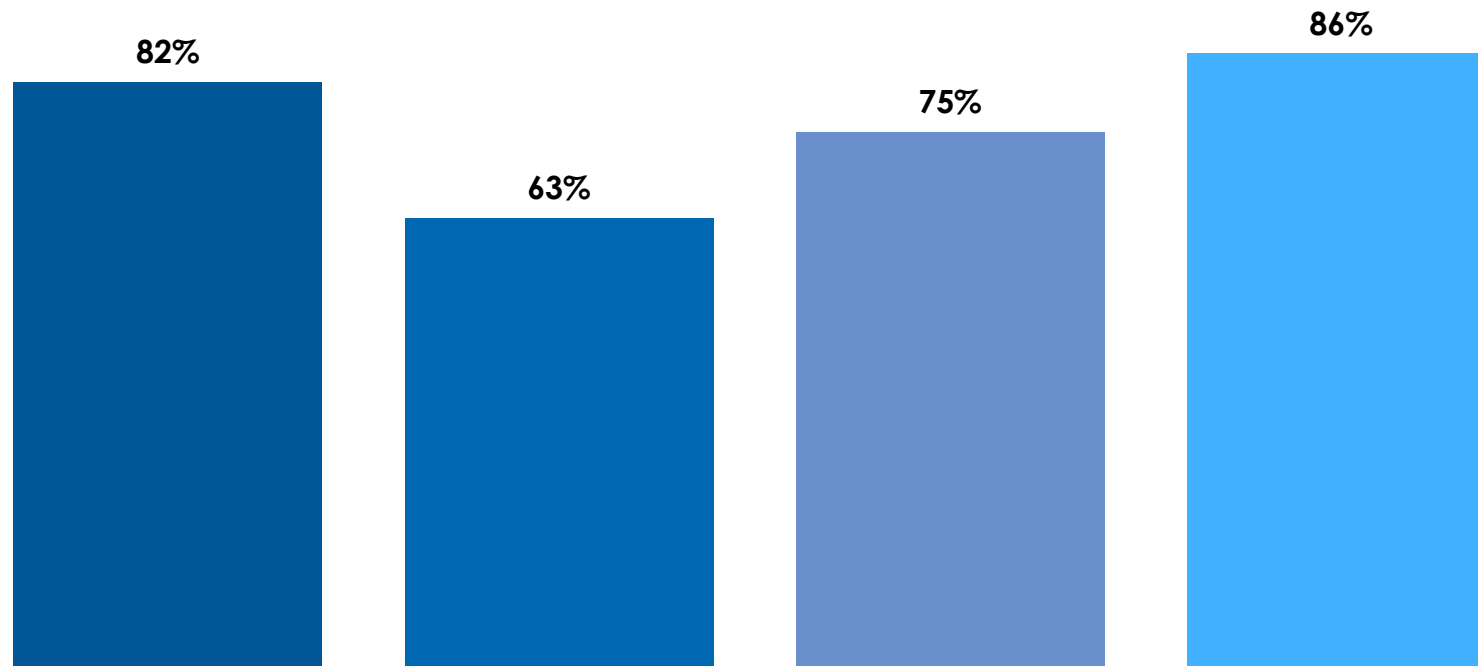


I will continue to wear a mask for the foreseeable future indoors in public to protect myself

How much do you agree or disagree with the following?

By Region

■ Northeast ■ Midwest ■ South ■ West

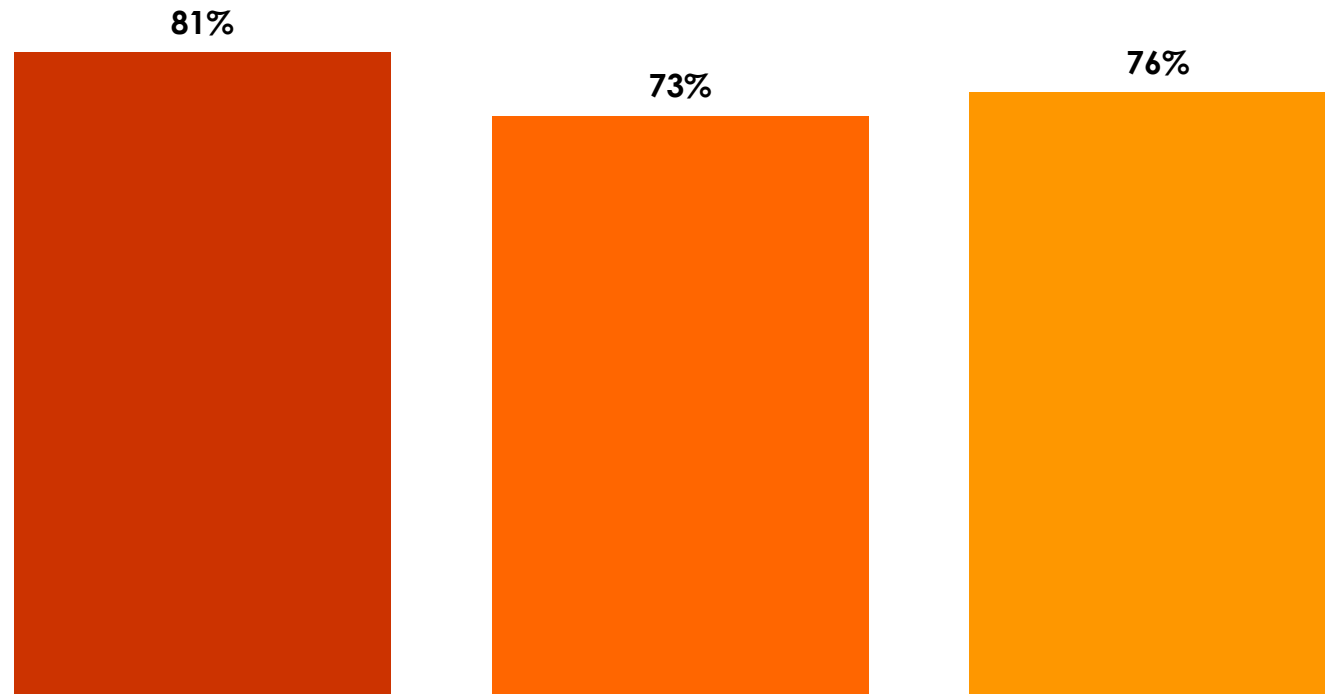


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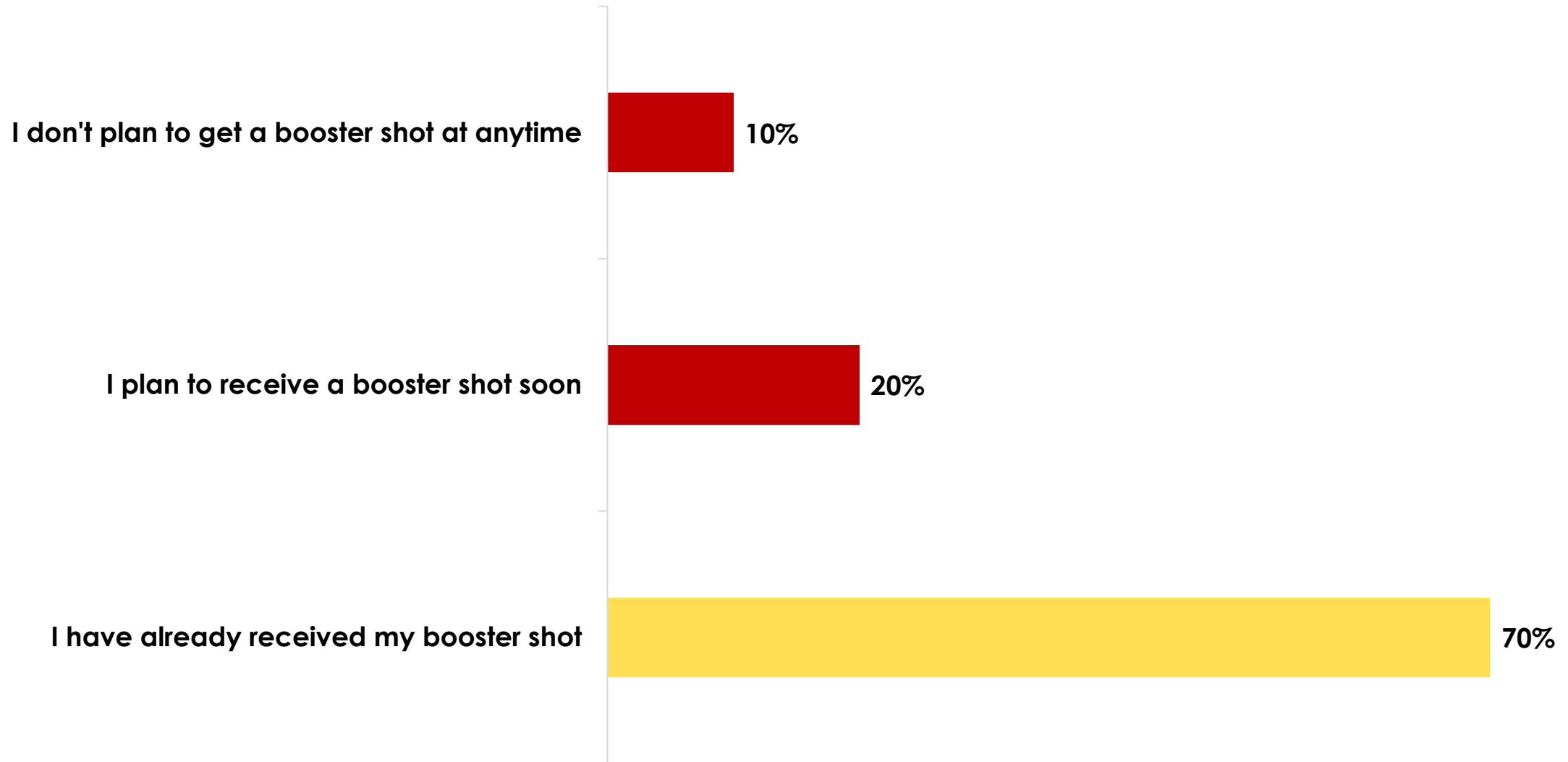
By Urbanicity

■ Urban ■ Rural ■ Suburban

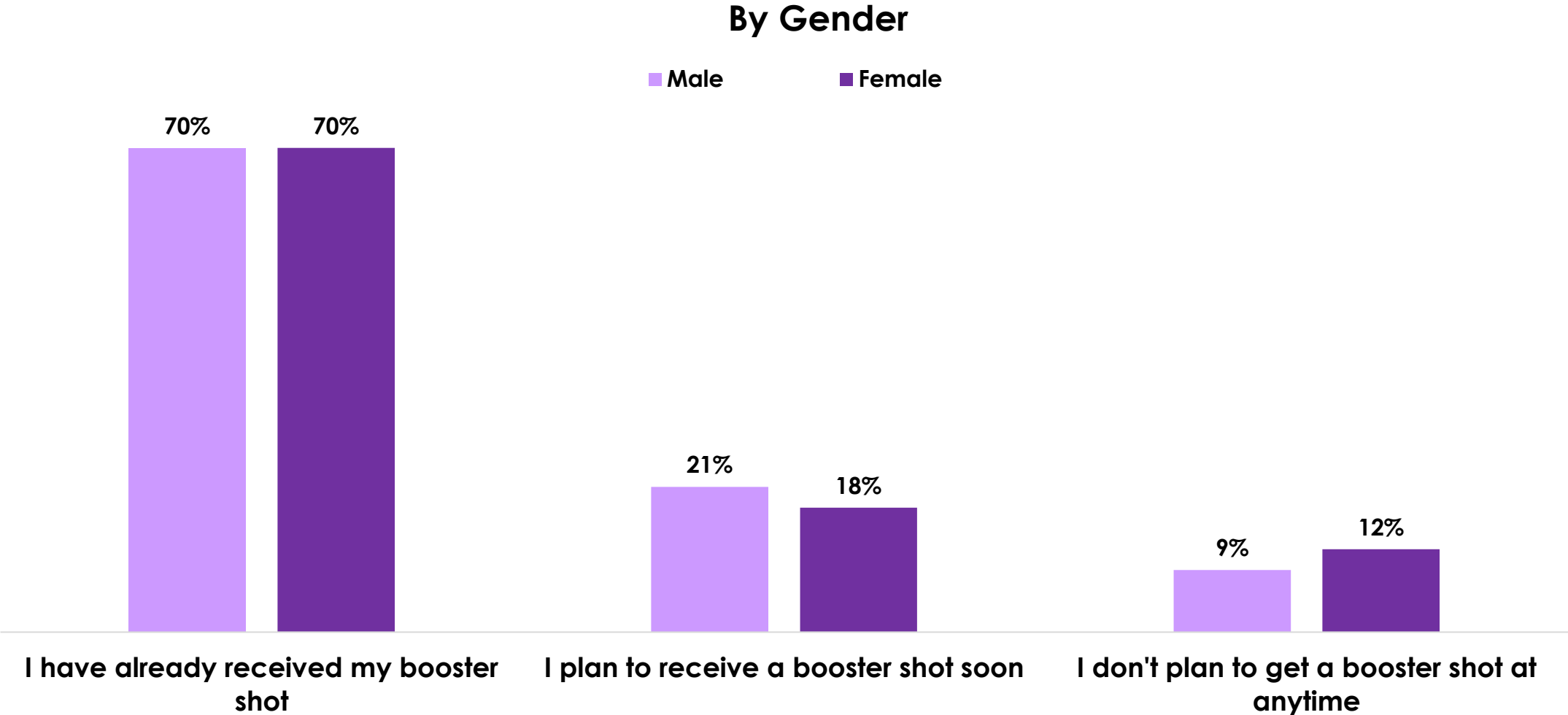


I will continue to wear a mask for the foreseeable future indoors in public to protect myself

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

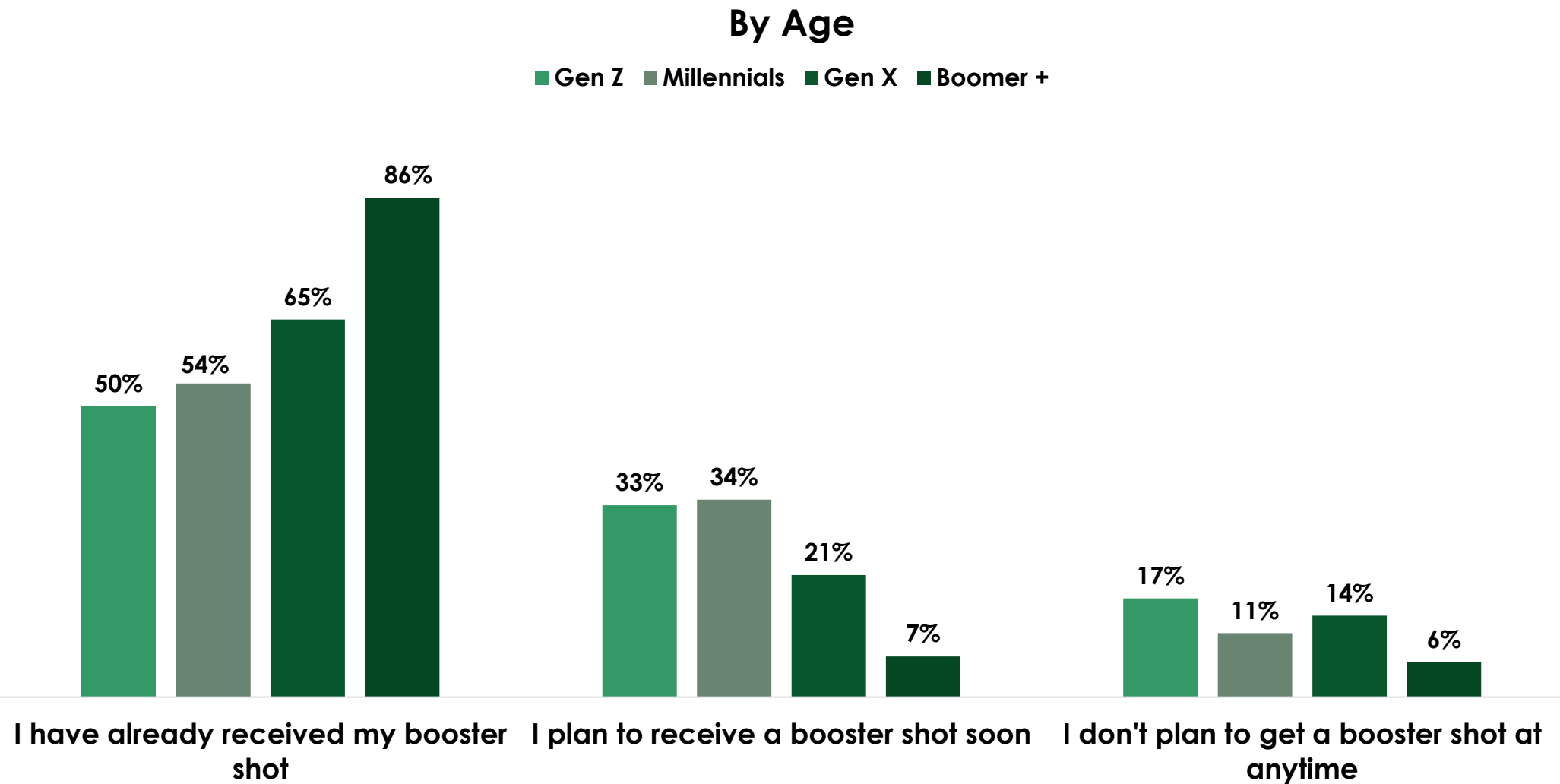


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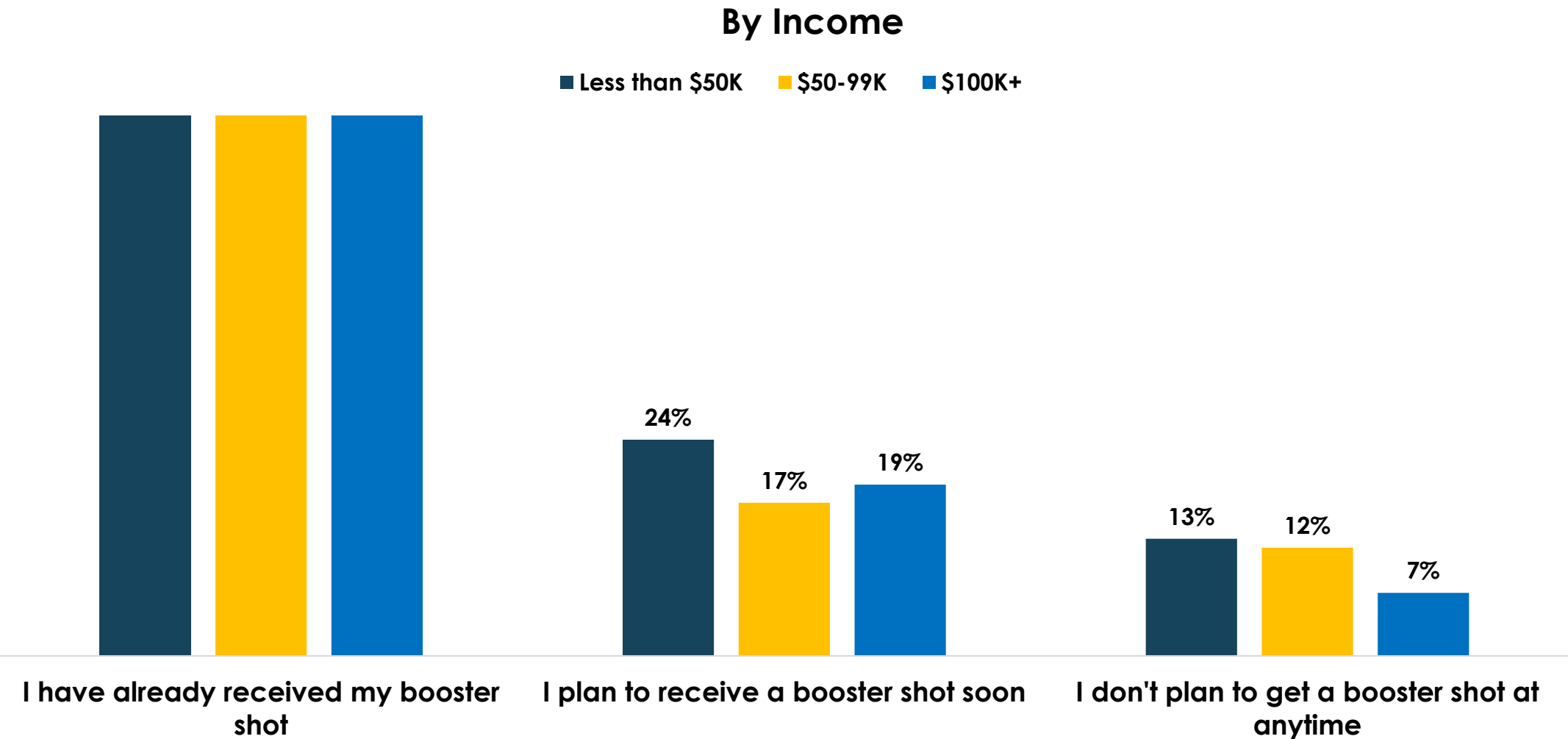
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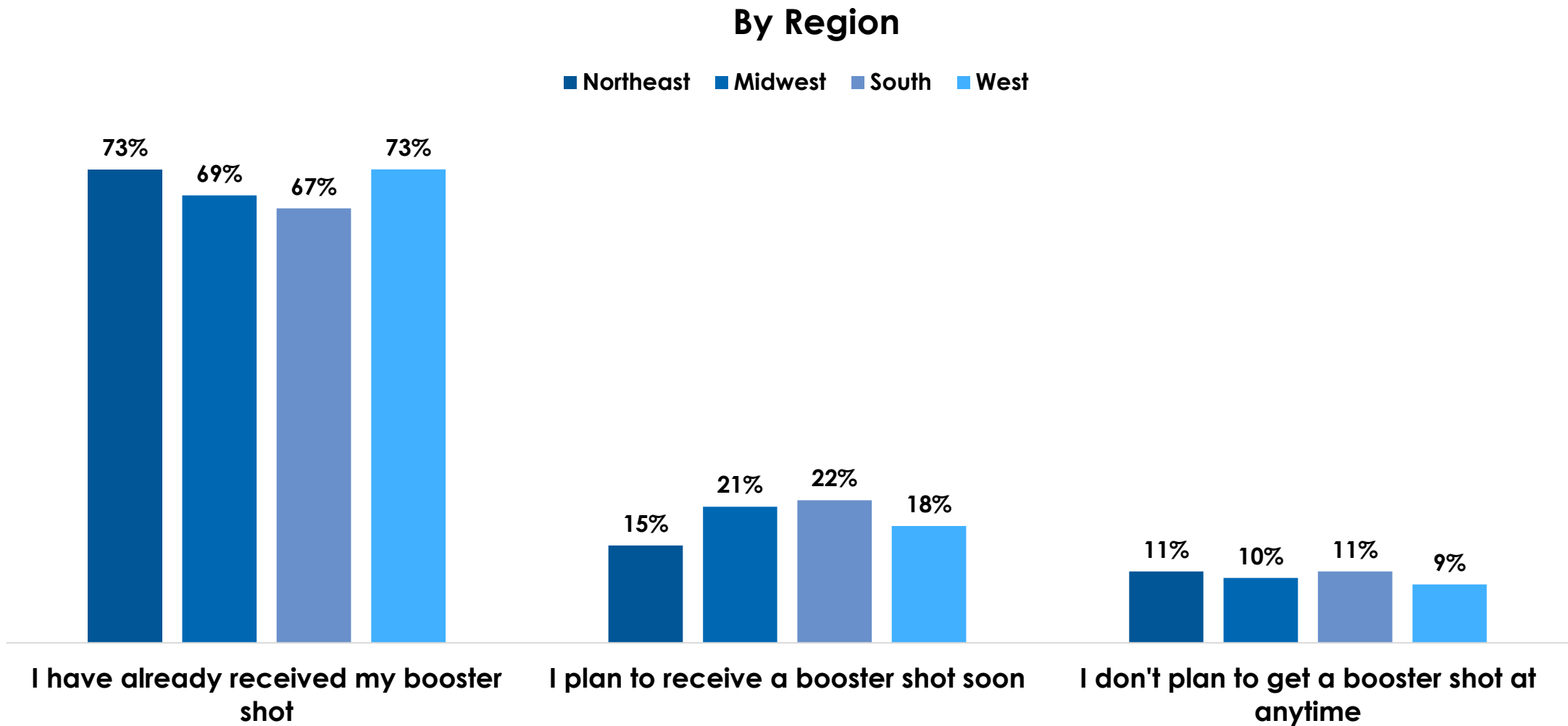
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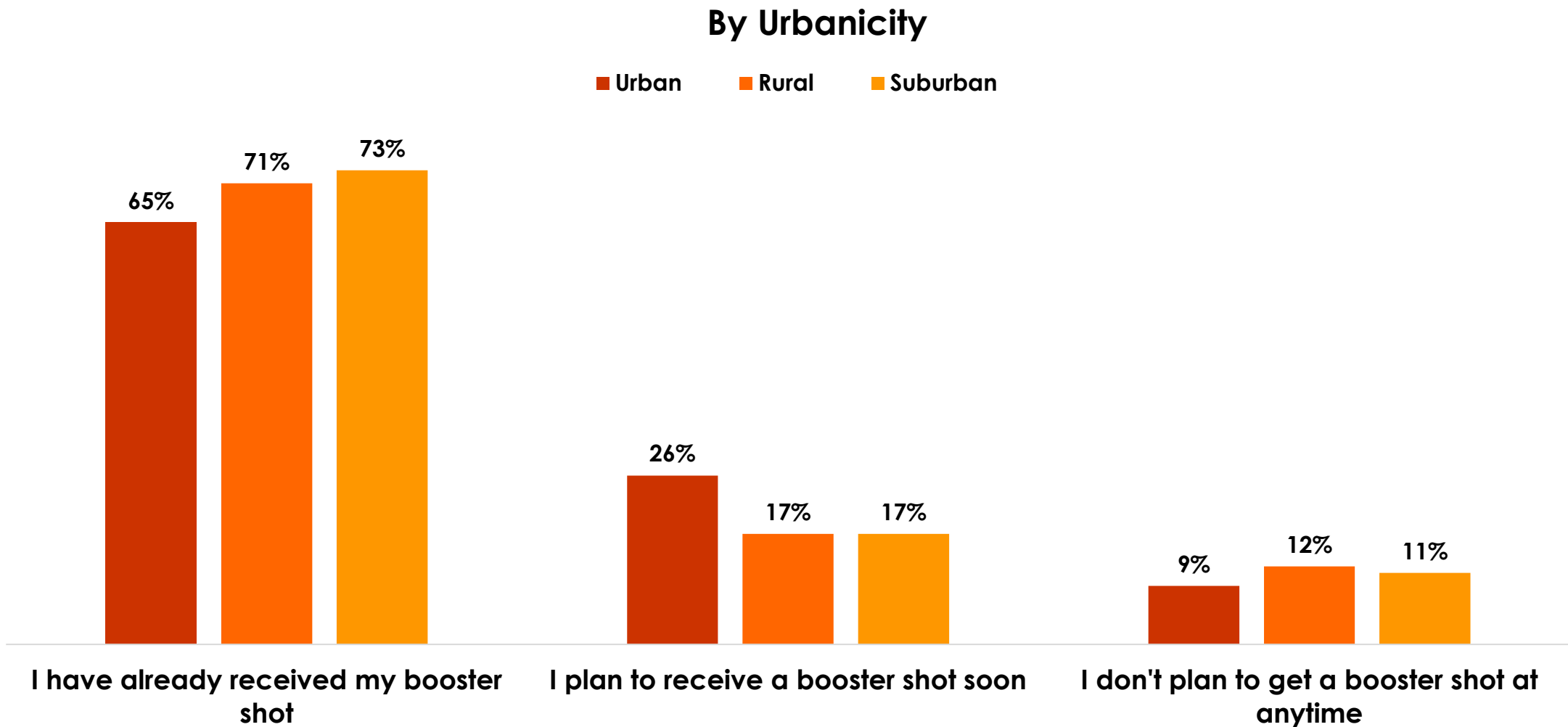


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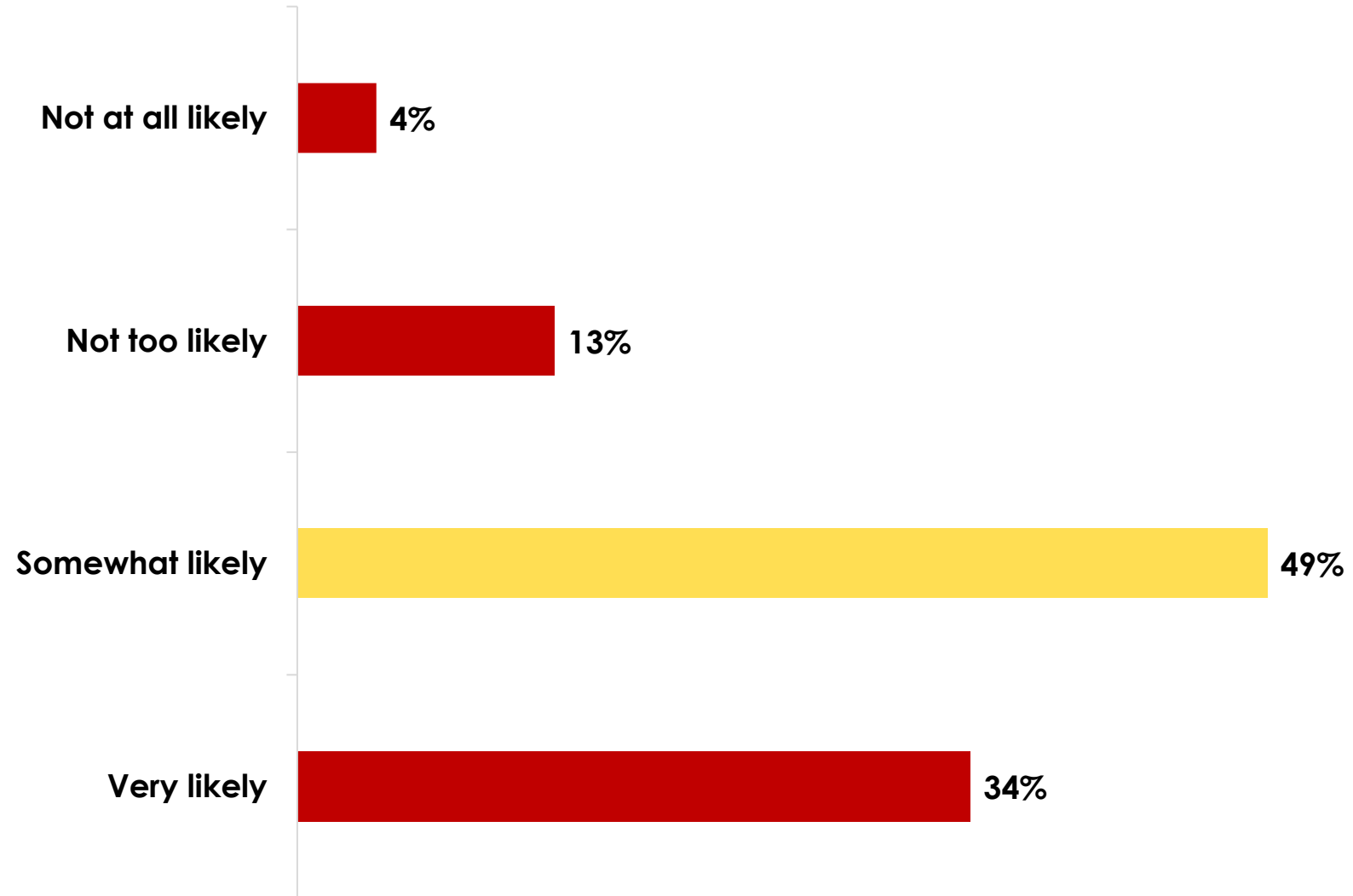


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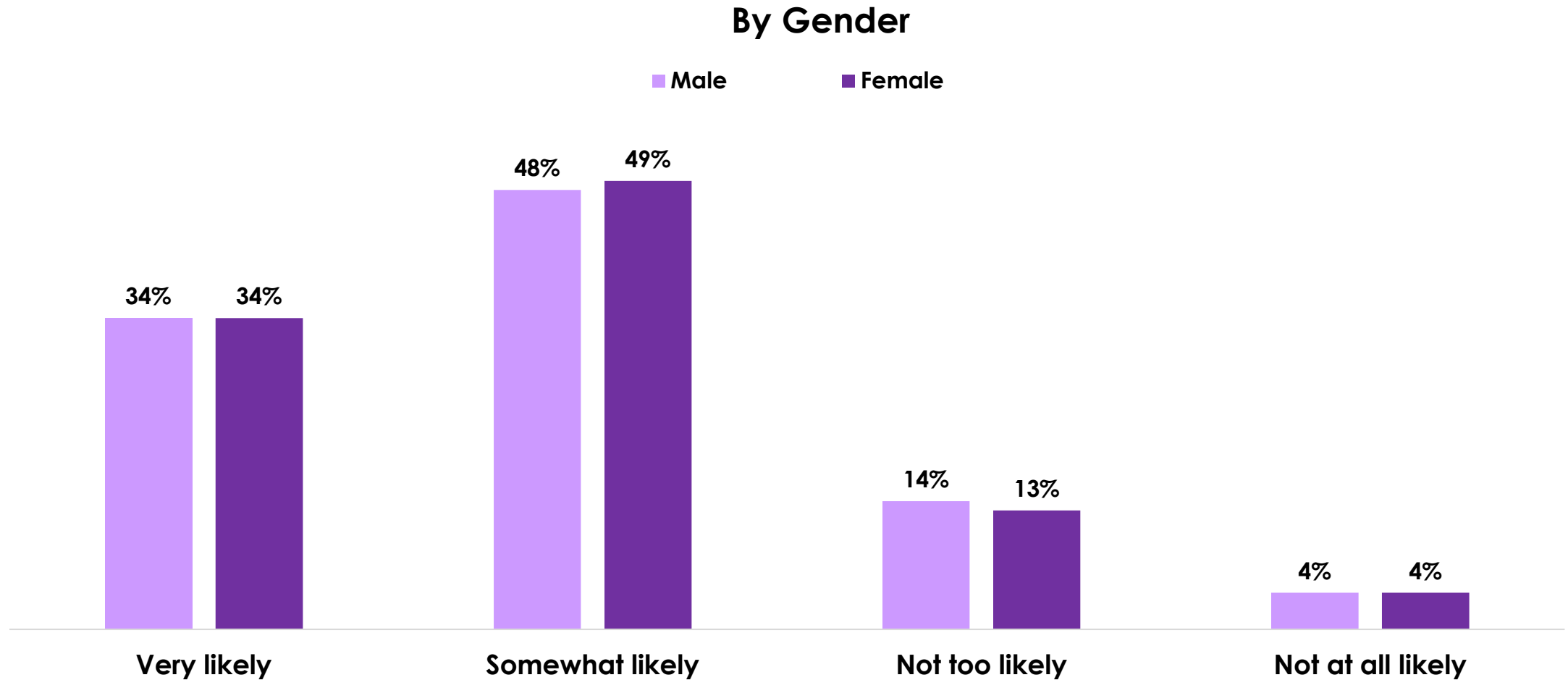
Source: HVCB analysis of Harris Poll COVID-19 Wave 106 (March 4 - March 6, 2022)

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

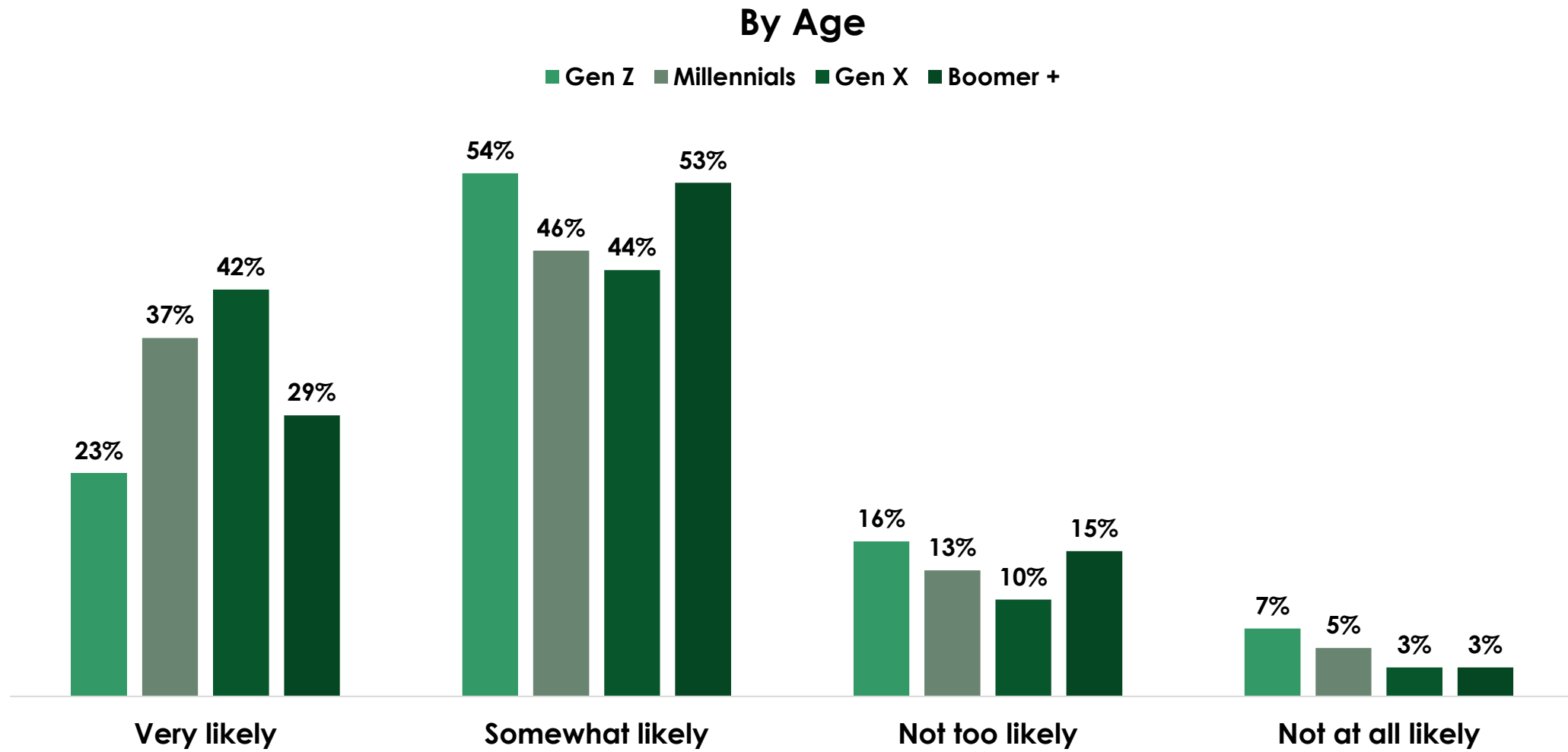


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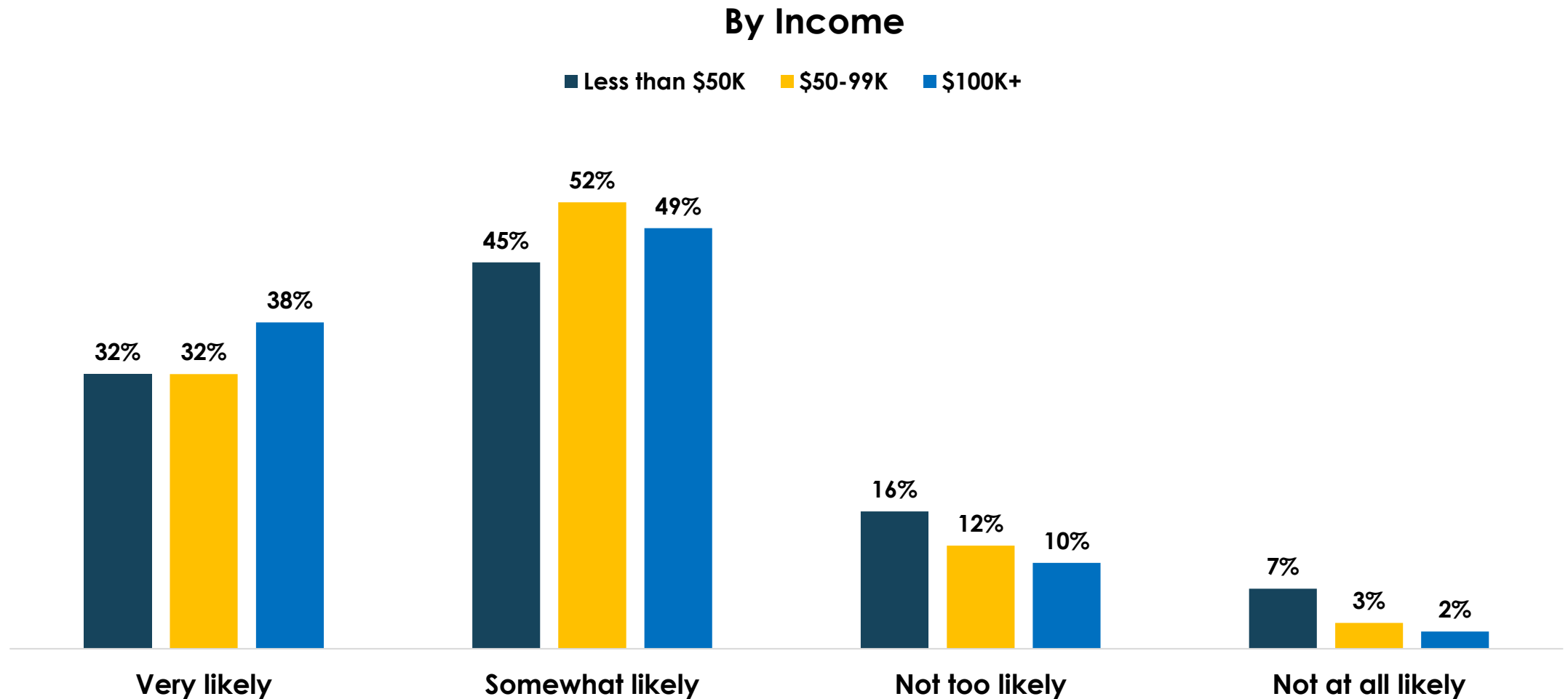
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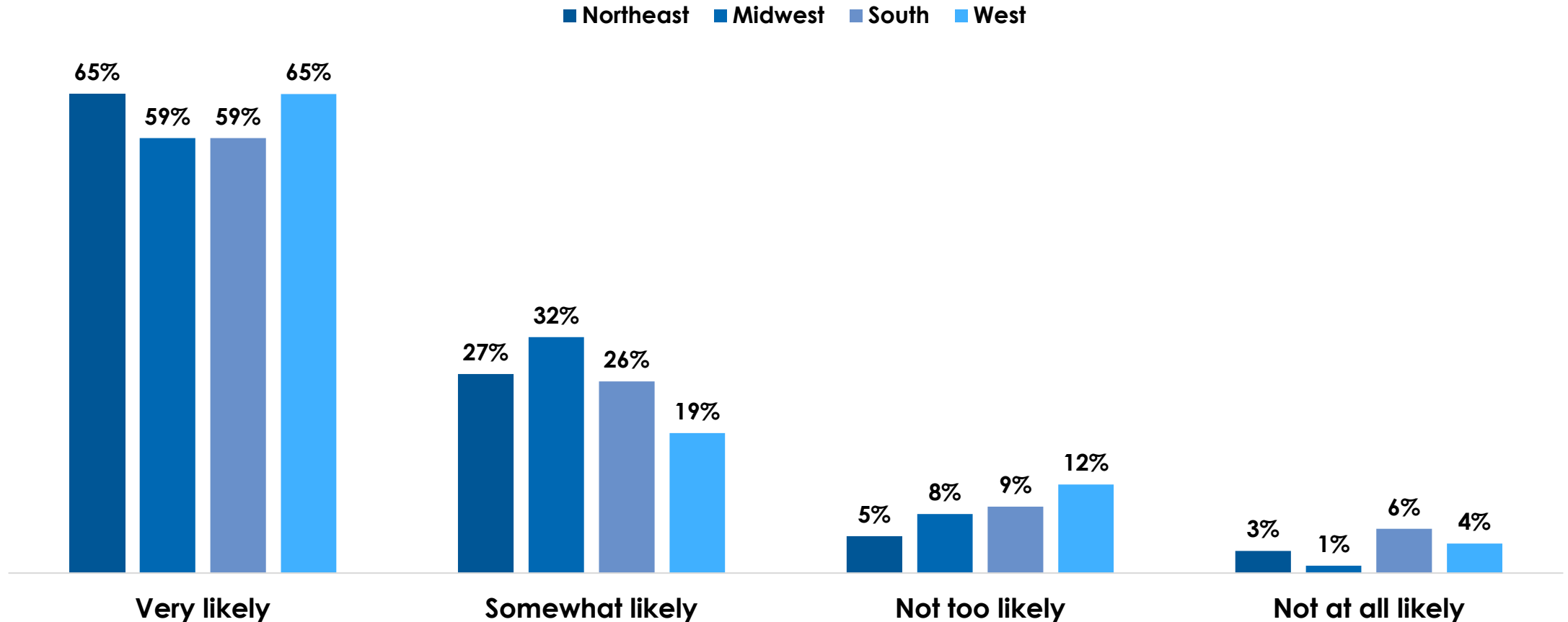


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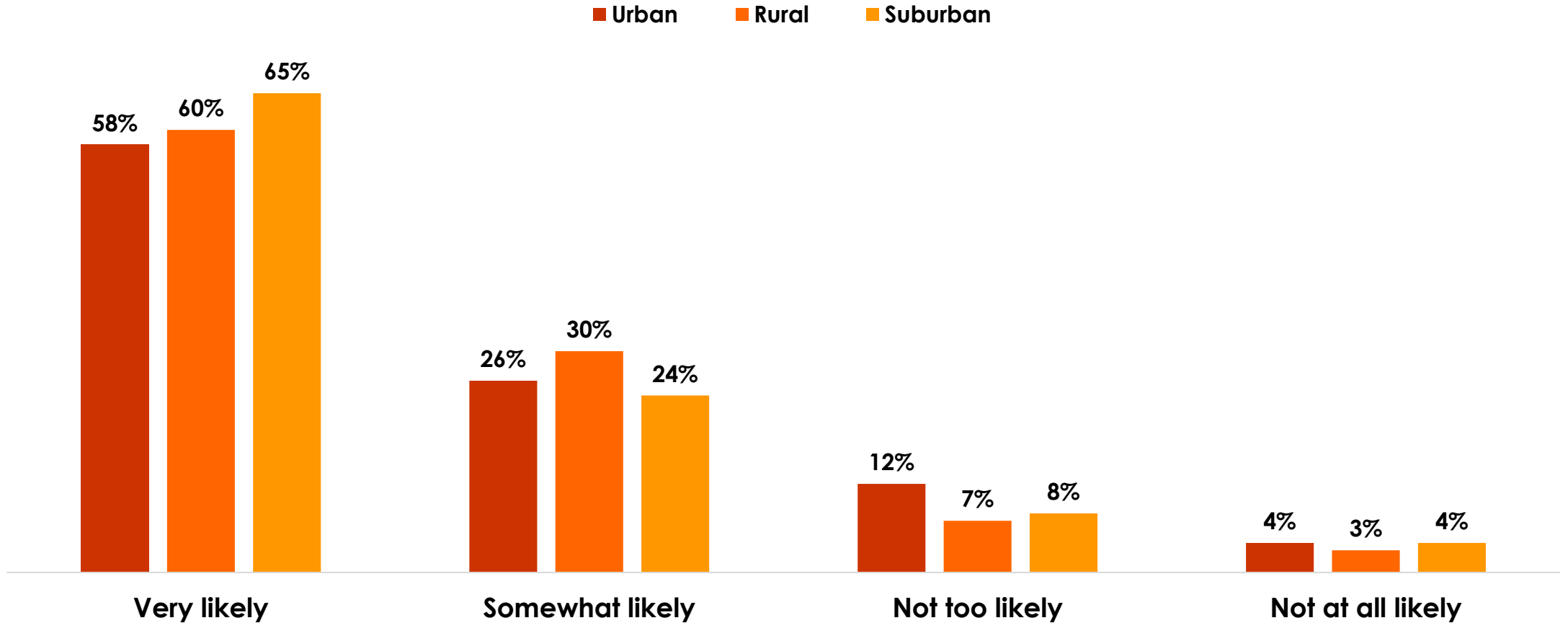
How likely are you to get a second COVID-19 booster shot if it becomes recommended by medical professionals and health officials?

By Region



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

By Urbanicity



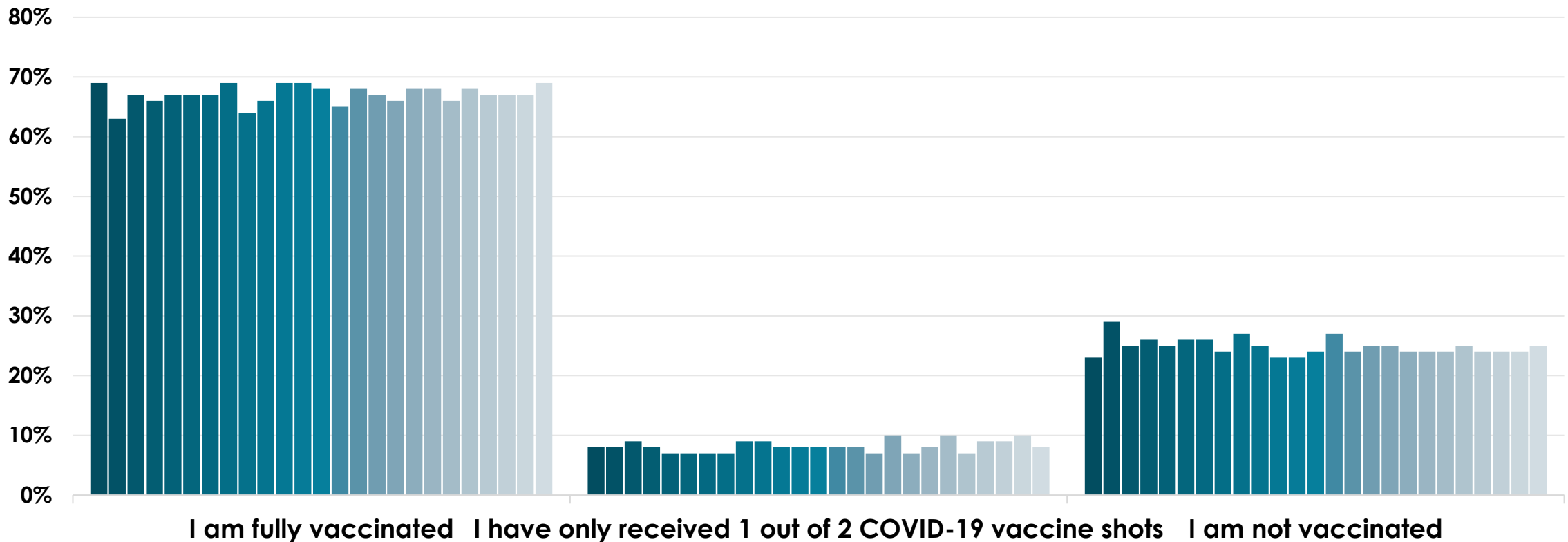


Impact of Vaccines



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

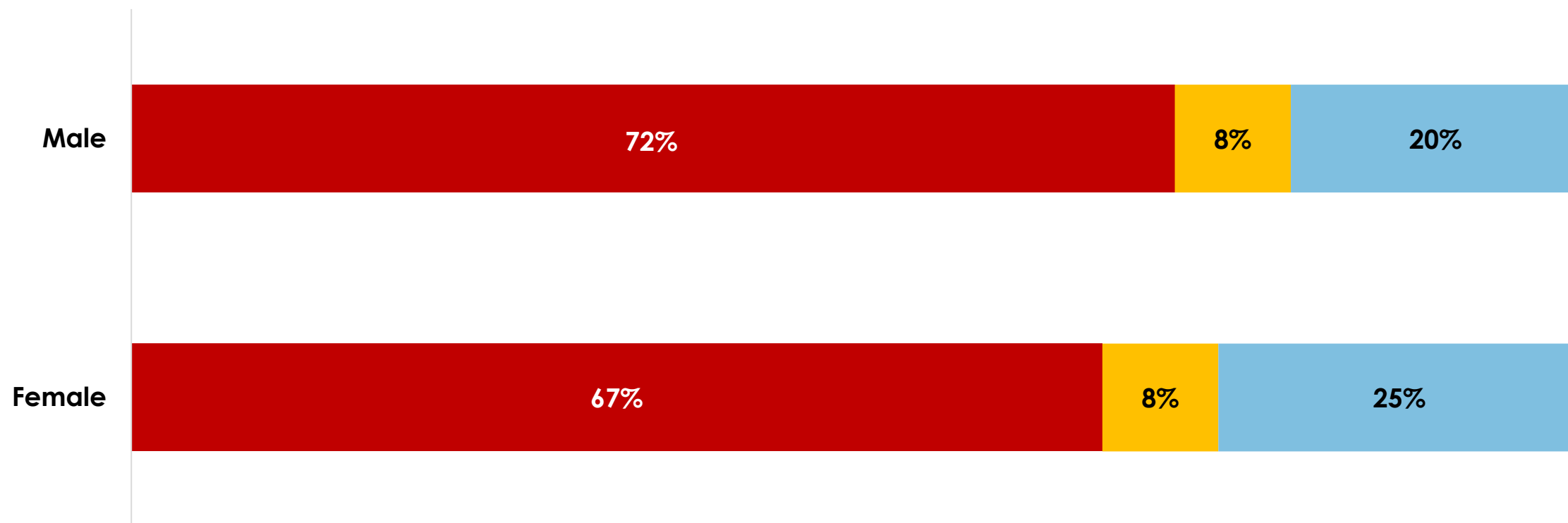
- | | | | |
|------------------------|-------------------------|-------------------------|-------------------------|
| ■ Wave 81 (9/10-9/12) | ■ Wave 82 (9/17-9/19) | ■ Wave 83 (9/24-9/26) | ■ Wave 84 (10/1-10/3) |
| ■ Wave 85 (10/8-10/10) | ■ Wave 86 (10/15-10/17) | ■ Wave 87 (10/22-10/24) | ■ Wave 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) | | | |



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

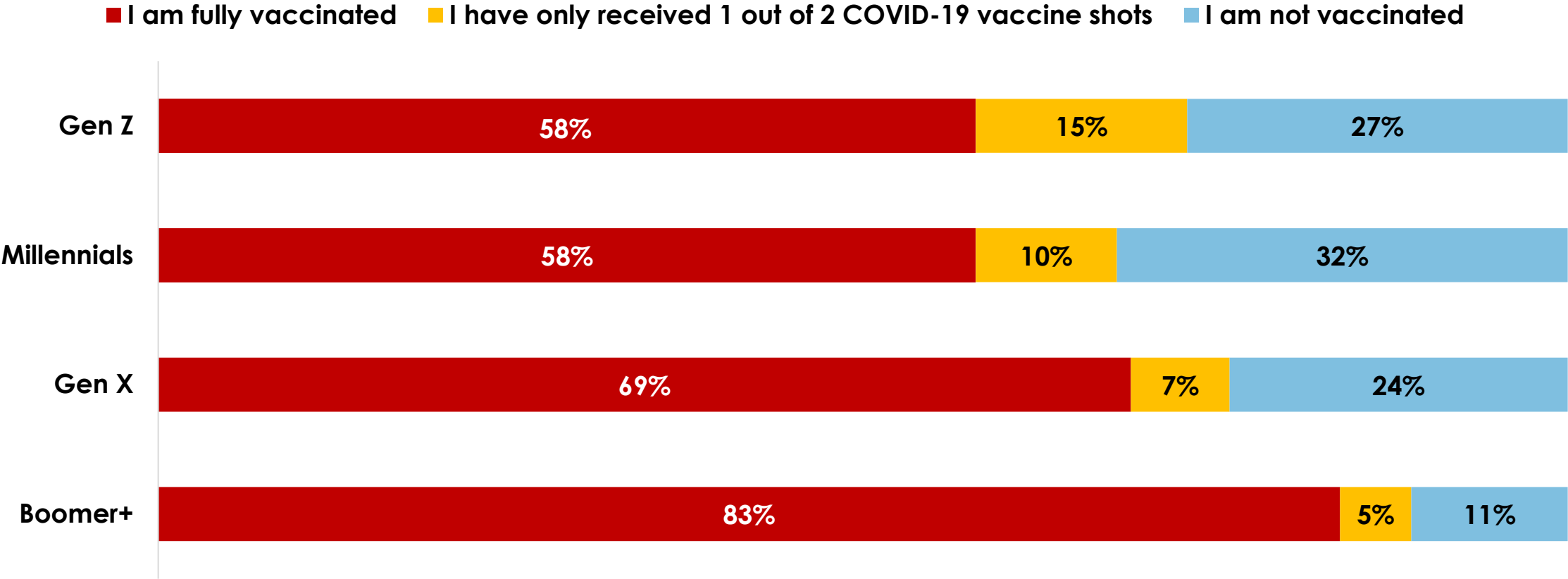
By Gender

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



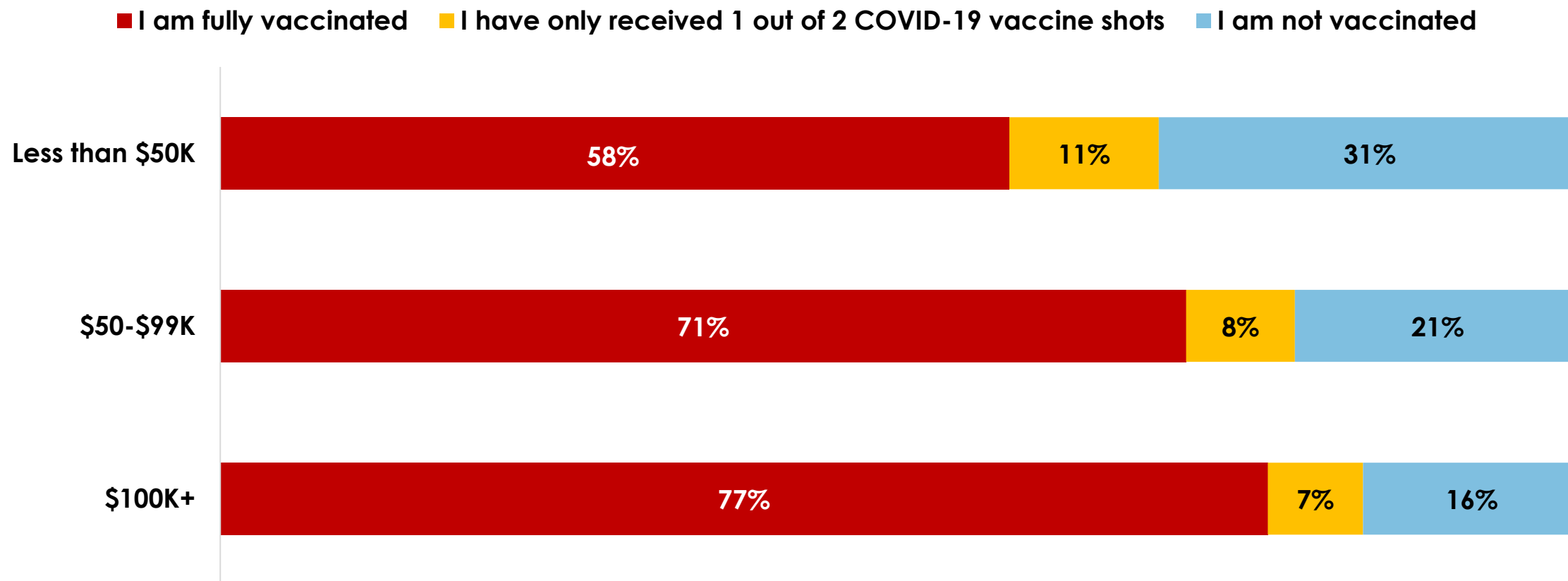
Which of the following applies to you regarding the COVID-19 vaccine?

By Age



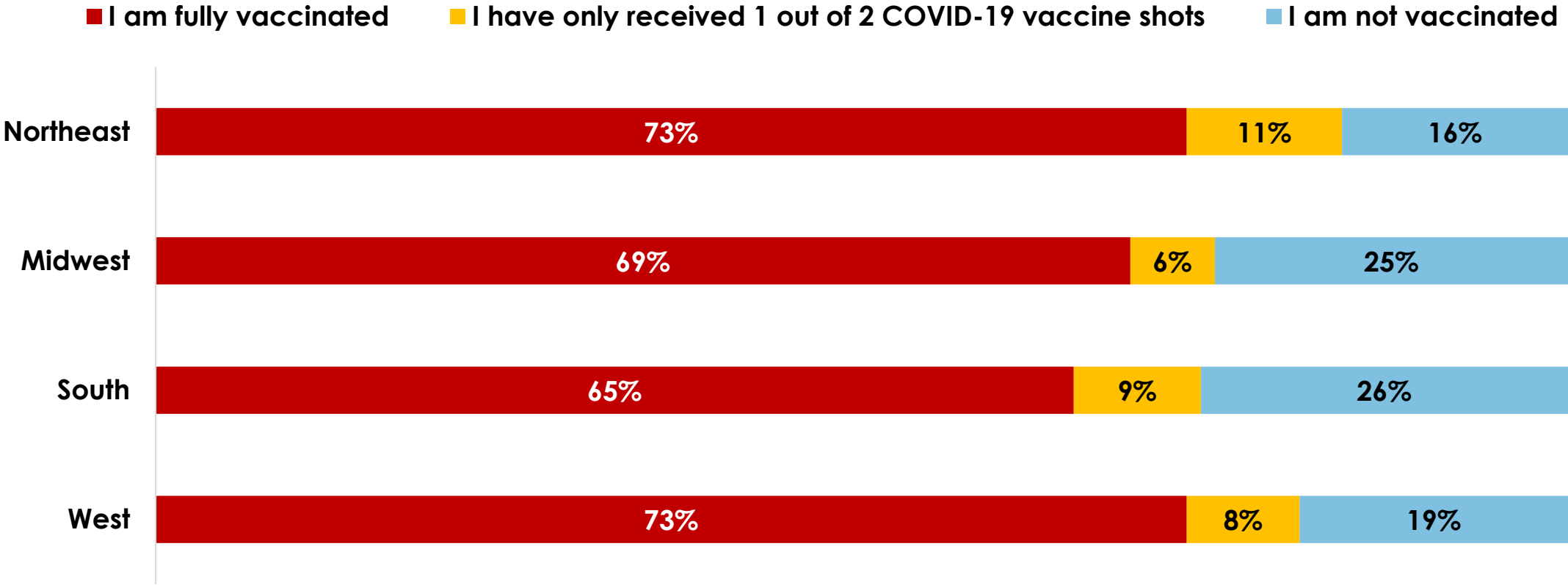
Which of the following applies to you regarding the COVID-19 vaccine?

By Income



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

By Region



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

By Urbanicity

