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

- Fear of losing job: 70%
- Fear of dying: 55%
- Fear of leaving home for essential errands: 74%
- Fear of a new wave: 74%
- Fear of ventilator shortage: 74%
- Not leaving home due to COVID-19: 76%
- Fear of global recession: 79%
- Think national fear is sensible: 74%
- Fear of returning to public activities: 67%
- Fear of hospital staff shortages: 72%
- Fear of new variants: 68%
- Fear of dying: 63%
- Fear of losing job: 68%
- Fear of leaving home for essential errands: 65%
- Fear of dying: 73%
- Fear of returning to public activities: 76%
- Fear of leaving home for essential errands: 70%
- Fear of ventilator shortage: 76%
- Fear of dying: 79%
- Fear of leaving home for essential errands: 67%
- Hospital staff shortages: 72%
- Fear of new variants: 68%
- Fear of losing job: 41%

Source: HVCB analysis of Harris Poll COVID-19 Waves 2-106
Generally speaking, how comfortable would you be staying in a hotel today, given the COVID-19 pandemic?

Source: HVCB analysis of Harris Poll COVID-19 Tracker
Generally speaking, how comfortable would you be staying in a hotel today, given the COVID-19 pandemic?

Source: HVCB analysis of Harris Poll COVID-19 Wave 106 (March 4 - March 6, 2022)
Generally speaking, how comfortable would you be staying in a hotel today, given the COVID-19 pandemic?

### By Gender

<table>
<thead>
<tr>
<th>Comfort Level</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very comfortable</td>
<td>28%</td>
<td>28%</td>
</tr>
<tr>
<td>Comfortable</td>
<td>17%</td>
<td>14%</td>
</tr>
<tr>
<td>Somewhat comfortable</td>
<td>19%</td>
<td>18%</td>
</tr>
<tr>
<td>Neutral</td>
<td>15%</td>
<td>16%</td>
</tr>
<tr>
<td>Somewhat uncomfortable</td>
<td>8%</td>
<td>8%</td>
</tr>
<tr>
<td>Uncomfortable</td>
<td>5%</td>
<td>5%</td>
</tr>
<tr>
<td>Not at all comfortable</td>
<td>8%</td>
<td>10%</td>
</tr>
</tbody>
</table>

Source: HVCB analysis of Harris Poll COVID-19 Wave 106  (March 4 - March 6, 2022)
Generally speaking, how comfortable would you be staying in a hotel today, given the COVID-19 pandemic?

By Age

- Very comfortable
- Comfortable
- Somewhat comfortable
- Neutral
- Somewhat uncomfortable
- Uncomfortable
- Not at all comfortable

Source: HVCB analysis of Harris Poll COVID-19 Wave 106 (March 4 - March 6, 2022)
Generally speaking, how comfortable would you be staying in a hotel today, given the COVID-19 pandemic?

By Income

<table>
<thead>
<tr>
<th>Comfort Level</th>
<th>Less than $50K</th>
<th>$50-$99K</th>
<th>$100K+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very comfortable</td>
<td>29%</td>
<td>32%</td>
<td>23%</td>
</tr>
<tr>
<td>Comfortable</td>
<td>21%</td>
<td>19%</td>
<td>10%</td>
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<td>16%</td>
</tr>
<tr>
<td>Neutral</td>
<td>15%</td>
<td>13%</td>
<td>18%</td>
</tr>
<tr>
<td>Somewhat uncomfortable</td>
<td>10%</td>
<td>7%</td>
<td>7%</td>
</tr>
<tr>
<td>Uncomfortable</td>
<td>7%</td>
<td>6%</td>
<td>3%</td>
</tr>
<tr>
<td>Not at all comfortable</td>
<td>5%</td>
<td>9%</td>
<td>12%</td>
</tr>
</tbody>
</table>

Source: HVCB analysis of Harris Poll COVID-19 Wave 106 (March 4 - March 6, 2022)
Generally speaking, how comfortable would you be staying in a hotel today, given the COVID-19 pandemic?

By Region

<table>
<thead>
<tr>
<th>Region</th>
<th>Very comfortable</th>
<th>Comfortable</th>
<th>Somewhat comfortable</th>
<th>Neutral</th>
<th>Somewhat uncomfortable</th>
<th>Uncomfortable</th>
<th>Not at all comfortable</th>
</tr>
</thead>
<tbody>
<tr>
<td>Northeast</td>
<td>28%</td>
<td>16%</td>
<td>18%</td>
<td>16%</td>
<td>10%</td>
<td>7%</td>
<td>8%</td>
</tr>
<tr>
<td>Midwest</td>
<td>28%</td>
<td>17%</td>
<td>20%</td>
<td>15%</td>
<td>8%</td>
<td>5%</td>
<td>9%</td>
</tr>
<tr>
<td>South</td>
<td>29%</td>
<td>14%</td>
<td>19%</td>
<td>17%</td>
<td>7%</td>
<td>4%</td>
<td>9%</td>
</tr>
<tr>
<td>West</td>
<td>27%</td>
<td>15%</td>
<td>20%</td>
<td>14%</td>
<td>6%</td>
<td>5%</td>
<td>9%</td>
</tr>
</tbody>
</table>

Source: HVCB analysis of Harris Poll COVID-19 Wave 106 (March 4 - March 6, 2022)
Generally speaking, how comfortable would you be staying in a hotel today, given the COVID-19 pandemic?

By Urbanicity

<table>
<thead>
<tr>
<th>Comfort Level</th>
<th>Urban</th>
<th>Suburban</th>
<th>Rural</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very comfortable</td>
<td>30%</td>
<td>28%</td>
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<tr>
<td>Somewhat uncomfortable</td>
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<td>7%</td>
<td>5%</td>
</tr>
<tr>
<td>Uncomfortable</td>
<td>5%</td>
<td>5%</td>
<td>7%</td>
</tr>
<tr>
<td>Not at all comfortable</td>
<td>10%</td>
<td>9%</td>
<td>8%</td>
</tr>
</tbody>
</table>

Source: HVCB analysis of Harris Poll COVID-19 Wave 106 (March 4 - March 6, 2022)
Generally speaking, how comfortable would you be flying on a plane today, given the COVID-19 pandemic?

Source: HVCB analysis of Harris Poll COVID-19 Tracker
Generally speaking, how comfortable would you be flying on a plane today, given the COVID-19 pandemic?

Source: HVCB analysis of Harris Poll COVID-19 Wave 106 (March 4 - March 6, 2022)
Generally speaking, how comfortable would you be flying on a plane today, given the COVID-19 pandemic?

By Gender

<table>
<thead>
<tr>
<th></th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very comfortable</td>
<td>22%</td>
<td>19%</td>
</tr>
<tr>
<td>Comfortable</td>
<td>13%</td>
<td>10%</td>
</tr>
<tr>
<td>Somewhat comfortable</td>
<td>16%</td>
<td>16%</td>
</tr>
<tr>
<td>Neutral</td>
<td>16%</td>
<td>13%</td>
</tr>
<tr>
<td>Somewhat uncomfortable</td>
<td>10%</td>
<td>11%</td>
</tr>
<tr>
<td>Uncomfortable</td>
<td>6%</td>
<td>7%</td>
</tr>
<tr>
<td>Not at all comfortable</td>
<td>17%</td>
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Generally speaking, how comfortable would you be flying on a plane today, given the COVID-19 pandemic?

By Age

Source: HVCB analysis of Harris Poll COVID-19 Wave 106 (March 4 - March 6, 2022)
Generally speaking, how comfortable would you be flying on a plane today, given the COVID-19 pandemic?

By Income

<table>
<thead>
<tr>
<th>Income</th>
<th>Very comfortable</th>
<th>Comfortable</th>
<th>Somewhat comfortable</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Less than $50K</td>
<td>15%</td>
<td>7%</td>
<td>14%</td>
<td>16%</td>
<td>13%</td>
<td>7%</td>
<td>28%</td>
</tr>
<tr>
<td>$50-$99K</td>
<td>22%</td>
<td>10%</td>
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<td>9%</td>
<td>19%</td>
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Source: HVCB analysis of Harris Poll COVID-19 Wave 106 (March 4 - March 6, 2022)
Generally speaking, how comfortable would you be flying on a plane today, given the COVID-19 pandemic?

By Region

- **Very comfortable**
  - Northeast: 24%
  - Midwest: 20%
  - South: 20%
  - West: 20%

- **Comfortable**
  - Northeast: 11%
  - Midwest: 11%
  - South: 12%
  - West: 13%

- **Somewhat comfortable**
  - Northeast: 13%
  - Midwest: 14%
  - South: 18%
  - West: 16%

- **Neutral**
  - Northeast: 21%
  - Midwest: 12%
  - South: 15%
  - West: 12%

- **Somewhat uncomfortable**
  - Northeast: 13%
  - Midwest: 11%
  - South: 9%
  - West: 9%

- **Uncomfortable**
  - Northeast: 7%
  - Midwest: 6%
  - South: 6%
  - West: 8%

- **Not at all comfortable**
  - Northeast: 23%
  - Midwest: 22%
  - South: 18%
  - West: 17%

Source: HVCB analysis of Harris Poll COVID-19 Wave 106 (March 4 - March 6, 2022)
Generally speaking, how comfortable would you be flying on a plane today, given the COVID-19 pandemic?

By Urbanicity

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<tr>
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<tr>
<td>Uncomfortable</td>
<td>6%</td>
<td>10%</td>
<td>10%</td>
</tr>
<tr>
<td>Not at all comfortable</td>
<td>23%</td>
<td>20%</td>
<td>26%</td>
</tr>
</tbody>
</table>

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?

- Gathering with friends and family: 74%
- Dining out at a restaurant/bar: 70%
- In person celebrations: 68%
- Shopping in stores: 64%
- Going to a social gathering: 64%
- Attending live events: 58%
- Going to the movie theatre: 55%
- Traveling on an airplane: 47%
- Going to my local coffee shop: 50%
- Going to church: 49%
- Going to the gym: 42%
- Working from the office: 31%
- Going to school: 32%

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

Male

- 21% (A lot)
- 27% (Somewhat)
- 17% (Not very)
- 21% (Not at all)

Female

- 20% (A lot)
- 26% (Somewhat)
- 13% (Not very)
- 21% (Not at all)

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 Age

<table>
<thead>
<tr>
<th>Age</th>
<th>A lot</th>
<th>Somewhat</th>
<th>Not very</th>
<th>Not at all</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gen Z</td>
<td>19%</td>
<td>32%</td>
<td>20%</td>
<td>16%</td>
</tr>
<tr>
<td>Millennial</td>
<td>25%</td>
<td>29%</td>
<td>14%</td>
<td>16%</td>
</tr>
<tr>
<td>Gen X</td>
<td>23%</td>
<td>23%</td>
<td>15%</td>
<td>20%</td>
</tr>
<tr>
<td>Boomer+</td>
<td>16%</td>
<td>25%</td>
<td>15%</td>
<td>26%</td>
</tr>
</tbody>
</table>

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?

<table>
<thead>
<tr>
<th>Income</th>
<th>A lot</th>
<th>Somewhat</th>
<th>Not very</th>
<th>Not at all</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than $50K</td>
<td>16%</td>
<td>21%</td>
<td>25%</td>
<td>18%</td>
</tr>
<tr>
<td>$50-$99K</td>
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<td>$100K+</td>
<td>25%</td>
<td>33%</td>
<td>17%</td>
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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

<table>
<thead>
<tr>
<th>Region</th>
<th>A lot</th>
<th>Somewhat</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Northeast</td>
<td>20%</td>
<td>32%</td>
<td>15%</td>
<td>18%</td>
</tr>
<tr>
<td>Midwest</td>
<td>14%</td>
<td>24%</td>
<td>16%</td>
<td>21%</td>
</tr>
<tr>
<td>South</td>
<td>23%</td>
<td>24%</td>
<td>13%</td>
<td>23%</td>
</tr>
<tr>
<td>West</td>
<td>23%</td>
<td>29%</td>
<td>17%</td>
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</tr>
</tbody>
</table>

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 Urbanicity

<table>
<thead>
<tr>
<th></th>
<th>A lot</th>
<th>Somewhat</th>
<th>Not very</th>
<th>Not at all</th>
</tr>
</thead>
<tbody>
<tr>
<td>Urban</td>
<td>28%</td>
<td>31%</td>
<td>13%</td>
<td>14%</td>
</tr>
<tr>
<td>Suburban</td>
<td>21%</td>
<td>25%</td>
<td>17%</td>
<td>21%</td>
</tr>
<tr>
<td>Rural</td>
<td>9%</td>
<td>23%</td>
<td>14%</td>
<td>29%</td>
</tr>
</tbody>
</table>

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?

<table>
<thead>
<tr>
<th>Item</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hotel stays</td>
<td>29%</td>
</tr>
<tr>
<td>Plane tickets</td>
<td>26%</td>
</tr>
<tr>
<td>Shoes or footwear</td>
<td>27%</td>
</tr>
<tr>
<td>Replacement clothes for sweats and t-shirts</td>
<td>20%</td>
</tr>
<tr>
<td>Concert tickets</td>
<td>21%</td>
</tr>
<tr>
<td>Going-out clothes</td>
<td>21%</td>
</tr>
<tr>
<td>Smartphones</td>
<td>20%</td>
</tr>
<tr>
<td>Furniture</td>
<td>20%</td>
</tr>
<tr>
<td>Television</td>
<td>16%</td>
</tr>
<tr>
<td>Personal technology</td>
<td>16%</td>
</tr>
<tr>
<td>Sporting event tickets</td>
<td>15%</td>
</tr>
<tr>
<td>Personal accessories</td>
<td>14%</td>
</tr>
<tr>
<td>Athleisure</td>
<td>12%</td>
</tr>
<tr>
<td>Jewelry</td>
<td>13%</td>
</tr>
<tr>
<td>Smart home tech</td>
<td>13%</td>
</tr>
<tr>
<td>Work attire</td>
<td>12%</td>
</tr>
<tr>
<td>None of these</td>
<td>23%</td>
</tr>
</tbody>
</table>

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. 

By Gender

<table>
<thead>
<tr>
<th></th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hotel stays</td>
<td>26%</td>
<td>31%</td>
</tr>
<tr>
<td>Plane tickets</td>
<td>23%</td>
<td>29%</td>
</tr>
</tbody>
</table>

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

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

- **Hotel stays**
  - Less than $50K: 24%
  - $50-$99K: 32%
  - $100K+: 31%

- **Plane tickets**
  - Less than $50K: 19%
  - $50-$99K: 26%
  - $100K+: 34%

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

By Region

<table>
<thead>
<tr>
<th>Region</th>
<th>Hotel stays</th>
<th>Plane tickets</th>
</tr>
</thead>
<tbody>
<tr>
<td>Northeast</td>
<td>30%</td>
<td>30%</td>
</tr>
<tr>
<td>Midwest</td>
<td>27%</td>
<td>27%</td>
</tr>
<tr>
<td>South</td>
<td>27%</td>
<td>21%</td>
</tr>
<tr>
<td>West</td>
<td>24%</td>
<td>27%</td>
</tr>
</tbody>
</table>

Source: HVCB analysis of Harris Poll COVID-19 Wave 106 (March 4 - March 6, 2022)
Rural residents are least likely to purchase travel post-COVID-19

By Urbanicity

<table>
<thead>
<tr>
<th>Urban</th>
<th>Suburban</th>
<th>Rural</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hotel Stays</td>
<td></td>
<td></td>
</tr>
<tr>
<td>30%</td>
<td>29%</td>
<td>26%</td>
</tr>
<tr>
<td>Plane tickets</td>
<td></td>
<td></td>
</tr>
<tr>
<td>30%</td>
<td>27%</td>
<td>17%</td>
</tr>
</tbody>
</table>

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

- N\A I never partake in risky COVID situations: 43%
- 6+ times a week: 11%
- 3-5 times a week: 18%
- 1-2 times a week: 27%

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?

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>N/A I never partake in risky COVID situations</td>
<td>43%</td>
<td>48%</td>
</tr>
<tr>
<td>6+ times a week</td>
<td>11%</td>
<td>10%</td>
</tr>
<tr>
<td>3-5 times a week</td>
<td>18%</td>
<td>14%</td>
</tr>
<tr>
<td>1-2 times a week</td>
<td>27%</td>
<td>28%</td>
</tr>
</tbody>
</table>

By Gender

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

<table>
<thead>
<tr>
<th></th>
<th>Gen Z</th>
<th>Millennials</th>
<th>Gen X</th>
<th>Boomer +</th>
</tr>
</thead>
<tbody>
<tr>
<td>N\A I never partake</td>
<td>25%</td>
<td>36%</td>
<td>45%</td>
<td>54%</td>
</tr>
<tr>
<td>in risky COVID</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>situations</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6+ times a week</td>
<td>12%</td>
<td>15%</td>
<td>12%</td>
<td>8%</td>
</tr>
<tr>
<td>3-5 times a week</td>
<td>35%</td>
<td>25%</td>
<td>16%</td>
<td>9%</td>
</tr>
<tr>
<td>1-2 times a week</td>
<td>27%</td>
<td>25%</td>
<td>27%</td>
<td>30%</td>
</tr>
</tbody>
</table>

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 Income

- **N/A I never partake in risky COVID situations**
  - Less than $50K: 48%
  - $50-99K: 44%
  - $100K+: 37%

- **6+ times a week**
  - Less than $50K: 10%
  - $50-99K: 12%
  - $100K+: 13%

- **3-5 times a week**
  - Less than $50K: 17%
  - $50-99K: 19%
  - $100K+: 20%

- **1-2 times a week**
  - Less than $50K: 26%
  - $50-99K: 26%
  - $100K+: 31%

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 Region

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Northeast</th>
<th>Midwest</th>
<th>South</th>
<th>West</th>
</tr>
</thead>
<tbody>
<tr>
<td>N/A I never partake in risky COVID situations</td>
<td>43%</td>
<td>44%</td>
<td>42%</td>
<td>44%</td>
</tr>
<tr>
<td>6+ times a week</td>
<td>10%</td>
<td>13%</td>
<td>11%</td>
<td>11%</td>
</tr>
<tr>
<td>3-5 times a week</td>
<td>18%</td>
<td>16%</td>
<td>20%</td>
<td>17%</td>
</tr>
<tr>
<td>1-2 times a week</td>
<td>29%</td>
<td>27%</td>
<td>27%</td>
<td>28%</td>
</tr>
</tbody>
</table>

**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?

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Urban</th>
<th>Rural</th>
<th>Suburban</th>
</tr>
</thead>
<tbody>
<tr>
<td>N/A I never partake in risky COVID situations</td>
<td>39%</td>
<td>45%</td>
<td>46%</td>
</tr>
<tr>
<td>6+ times a week</td>
<td>12%</td>
<td>12%</td>
<td>10%</td>
</tr>
<tr>
<td>3-5 times a week</td>
<td>23%</td>
<td>13%</td>
<td>17%</td>
</tr>
<tr>
<td>1-2 times a week</td>
<td>26%</td>
<td>30%</td>
<td>27%</td>
</tr>
</tbody>
</table>

Source: HVCB analysis of Harris Poll COVID-19 Wave 106 (March 4 - March 6, 2022)
How much do you agree or disagree with the following?

- I will limit my interaction with friends and families more now that indoor mask wearing is decreasing (64%)
- Nothing will change because I rarely go out in public to protect my health (65%)
- I will limit my indoor activities more now that others will be unmasked (70%)
- I worry about my health more than I was before now that states are lifting mask mandate and many Americans will be... (72%)
- My work has been accommodating in allowing me to work from home is I choose for my health (74%)
- I will continue to wear my mask for the foreseeable future indoors in public to protect myself (77%)

Source: HVCB analysis of Harris Poll COVID-19 Wave 106 (March 4 - March 6, 2022)
I will continue to wear a mask for the foreseeable future indoors in public to protect myself.

Source: HVCB analysis of Harris Poll COVID-19 Wave 106 (March 4 - March 6, 2022)
How much do you agree or disagree with the following?

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

By Age

- Gen Z: 63%
- Millennials: 82%
- Gen X: 74%
- Boomer+: 79%

*Source: HVCB analysis of Harris Poll COVID-19 Wave 106 (March 4 - March 6, 2022)*
How much do you agree or disagree with the following:

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

By Income

- **Less than $50K**: 74%
- **$50-99K**: 75%
- **$100K+**: 83%

Source: HVCB analysis of Harris Poll COVID-19 Wave 106 (March 4 - March 6, 2022)
How much do you agree or disagree with the following?

By Region

Northeast: 82%
Midwest: 63%
South: 75%
West: 86%

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

Source: HVCB analysis of Harris Poll COVID-19 Wave 106 (March 4 - March 6, 2022)
How much do you agree or disagree with the following?

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

**By Urbanicity**

- **Urban**:
  - 81%

- **Rural**:
  - 73%

- **Suburban**:
  - 76%

Source: HVCB analysis of Harris Poll COVID-19 Wave 106 (March 4 - March 6, 2022)
Which of the following applies best to you regarding a COVID-19 booster shot?

- I don’t plan to get a booster shot at anytime: 10%
- I plan to receive a booster shot soon: 20%
- I have already received my booster shot: 70%

Source: HVCB analysis of Harris Poll COVID-19 Wave 106 (March 4 - March 6, 2022)
Which of the following applies best to you regarding a COVID-19 booster shot?

By Gender

- **I have already received my booster shot**
  - Male: 70%
  - Female: 70%

- **I plan to receive a booster shot soon**
  - Male: 21%
  - Female: 18%

- **I don’t plan to get a booster shot at anytime**
  - Male: 9%
  - Female: 12%

Source: HVCB analysis of Harris Poll COVID-19 Wave 106 (March 4 - March 6, 2022)
Which of the following applies best to you regarding a COVID-19 booster shot?

By Age

- **Gen Z**
- **Millennials**
- **Gen X**
- **Boomer +

### I have already received my booster shot
- Gen Z: 86%
- Millennials: 65%
- Gen X: 54%
- Boomer+: 50%

### I plan to receive a booster shot soon
- Gen Z: 33%
- Millennials: 34%
- Gen X: 21%
- Boomer+: 7%

### I don’t plan to get a booster shot at anytime
- Gen Z: 17%
- Millennials: 11%
- Gen X: 14%
- Boomer+: 6%

Source: HVCB analysis of Harris Poll COVID-19 Wave 106 (March 4 - March 6, 2022)
Which of the following applies best to you regarding a COVID-19 booster shot?

By Income

- **Less than $50K**
- **$50-99K**
- **$100K+**

I have already received my booster shot

I plan to receive a booster shot soon

I don’t plan to get a booster shot at anytime

Source: HVCB analysis of Harris Poll COVID-19 Wave 106 (March 4 - March 6, 2022)
Which of the following applies best to you regarding a COVID-19 booster shot?

By Region

- I have already received my booster shot:
  - Northeast: 73%
  - Midwest: 69%
  - South: 67%
  - West: 73%

- I plan to receive a booster shot soon:
  - Northeast: 15%
  - Midwest: 21%
  - South: 22%
  - West: 18%

- I don't plan to get a booster shot at anytime:
  - Northeast: 11%
  - Midwest: 10%
  - South: 11%
  - West: 9%

Source: HVCB analysis of Harris Poll COVID-19 Wave 106 (March 4 - March 6, 2022)
Which of the following applies best to you regarding a COVID-19 booster shot?

I have already received my booster shot: 65% Urban, 71% Rural, 73% Suburban

I plan to receive a booster shot soon: 26% Urban, 17% Rural, 17% Suburban

I don't plan to get a booster shot at anytime: 9% Urban, 12% Rural, 11% Suburban

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?

- **Not at all likely**: 4%
- **Not too likely**: 13%
- **Somewhat likely**: 49%
- **Very likely**: 34%

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?

By Gender

<table>
<thead>
<tr>
<th></th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very likely</td>
<td>34%</td>
<td>34%</td>
</tr>
<tr>
<td>Somewhat likely</td>
<td>48%</td>
<td>49%</td>
</tr>
<tr>
<td>Not too likely</td>
<td>14%</td>
<td>13%</td>
</tr>
<tr>
<td>Not at all likely</td>
<td>4%</td>
<td>4%</td>
</tr>
</tbody>
</table>

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?

By Age

<table>
<thead>
<tr>
<th></th>
<th>Gen Z</th>
<th>Millennials</th>
<th>Gen X</th>
<th>Boomer +</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very likely</td>
<td>23%</td>
<td>37%</td>
<td>29%</td>
<td>23%</td>
</tr>
<tr>
<td>Somewhat likely</td>
<td>54%</td>
<td>46%</td>
<td>44%</td>
<td>53%</td>
</tr>
<tr>
<td>Not too likely</td>
<td>16%</td>
<td>13%</td>
<td>10%</td>
<td>15%</td>
</tr>
<tr>
<td>Not at all likely</td>
<td>7%</td>
<td>5%</td>
<td>3%</td>
<td>3%</td>
</tr>
</tbody>
</table>
How likely are you to get a second COVID-19 booster shot if it becomes recommended by medical professionals and health officials?

By Income

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

Very likely:
- Less than $50K: 32%
- $50-99K: 32%
- $100K+: 38%

Somewhat likely:
- Less than $50K: 45%
- $50-99K: 52%
- $100K+: 49%

Not too likely:
- Less than $50K: 16%
- $50-99K: 12%
- $100K+: 10%

Not at all likely:
- Less than $50K: 7%
- $50-99K: 3%
- $100K+: 2%

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?

By Region

- **Very likely**
  - Northeast: 65%
  - Midwest: 65%
  - South: 59%
  - West: 65%

- **Somewhat likely**
  - Northeast: 27%
  - Midwest: 32%
  - South: 26%
  - West: 19%

- **Not too likely**
  - Northeast: 5%
  - Midwest: 8%
  - South: 9%
  - West: 12%

- **Not at all likely**
  - Northeast: 3%
  - Midwest: 1%
  - South: 6%
  - West: 4%

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?

By Urbanicity

<table>
<thead>
<tr>
<th>Urban</th>
<th>Rural</th>
<th>Suburban</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very likely</td>
<td>58%</td>
<td>60%</td>
</tr>
<tr>
<td>Somewhat likely</td>
<td>26%</td>
<td>30%</td>
</tr>
<tr>
<td>Not too likely</td>
<td>12%</td>
<td>7%</td>
</tr>
<tr>
<td>Not at all likely</td>
<td>4%</td>
<td>3%</td>
</tr>
</tbody>
</table>

Source: HVCB analysis of Harris Poll COVID-19 Wave 106 (March 4 - March 6, 2022)
Impact of Vaccines
Which of the following applies to you regarding the COVID-19 vaccine?

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

Source: HVCB analysis of Harris Poll COVID-19
Which of the following applies to you regarding the COVID-19 vaccine?

By Gender

<table>
<thead>
<tr>
<th></th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>I am fully vaccinated</td>
<td>72%</td>
<td>67%</td>
</tr>
<tr>
<td>I have only received 1 out of 2 COVID-19 vaccine shots</td>
<td>8%</td>
<td>8%</td>
</tr>
<tr>
<td>I am not vaccinated</td>
<td>20%</td>
<td>25%</td>
</tr>
</tbody>
</table>

Source: HVCB analysis of Harris Poll COVID-19 Wave 106 (March 4 - March 6, 2022)
Which of the following applies to you regarding the COVID-19 vaccine?

By Age

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

Gen Z
- 58% fully vaccinated
- 15% one shot
- 27% not vaccinated

Millennials
- 58% fully vaccinated
- 10% one shot
- 32% not vaccinated

Gen X
- 69% fully vaccinated
- 7% one shot
- 24% not vaccinated

Boomer+
- 83% fully vaccinated
- 5% one shot
- 11% not vaccinated

Source: HVCB analysis of Harris Poll COVID-19 Wave 106 (March 4 - March 6, 2022)
Which of the following applies to you regarding the COVID-19 vaccine?

**By Income**

- **Less than $50K**
  - Fully vaccinated: 58%
  - Partially vaccinated: 11%
  - Not vaccinated: 31%

- **$50-$99K**
  - Fully vaccinated: 71%
  - Partially vaccinated: 8%
  - Not vaccinated: 21%

- **$100K+**
  - Fully vaccinated: 77%
  - Partially vaccinated: 7%
  - Not vaccinated: 16%

*Source: HVCB analysis of Harris Poll COVID-19 Wave 106 (March 4 - March 6, 2022)*
Which of the following applies to you regarding the COVID-19 vaccine?

By Region

<table>
<thead>
<tr>
<th>Region</th>
<th>I am fully vaccinated</th>
<th>I have only received 1 out of 2 COVID-19 vaccine shots</th>
<th>I am not vaccinated</th>
</tr>
</thead>
<tbody>
<tr>
<td>Northeast</td>
<td>73%</td>
<td>11%</td>
<td>16%</td>
</tr>
<tr>
<td>Midwest</td>
<td>69%</td>
<td>6%</td>
<td>25%</td>
</tr>
<tr>
<td>South</td>
<td>65%</td>
<td>9%</td>
<td>26%</td>
</tr>
<tr>
<td>West</td>
<td>73%</td>
<td>8%</td>
<td>19%</td>
</tr>
</tbody>
</table>

Source: HVCB analysis of Harris Poll COVID-19 Wave 106 (March 4 - March 6, 2022)
Which of the following applies to you regarding the COVID-19 vaccine?

By Urbanicity

- **Urban**: 68% fully vaccinated, 9% 1 shot, 22% not vaccinated
- **Suburban**: 75% fully vaccinated, 8% 1 shot, 18% not vaccinated
- **Rural**: 59% fully vaccinated, 8% 1 shot, 33% not vaccinated

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