

The Harris Poll COVID-19 Travel Sentiment

Reported on February 3, 2021



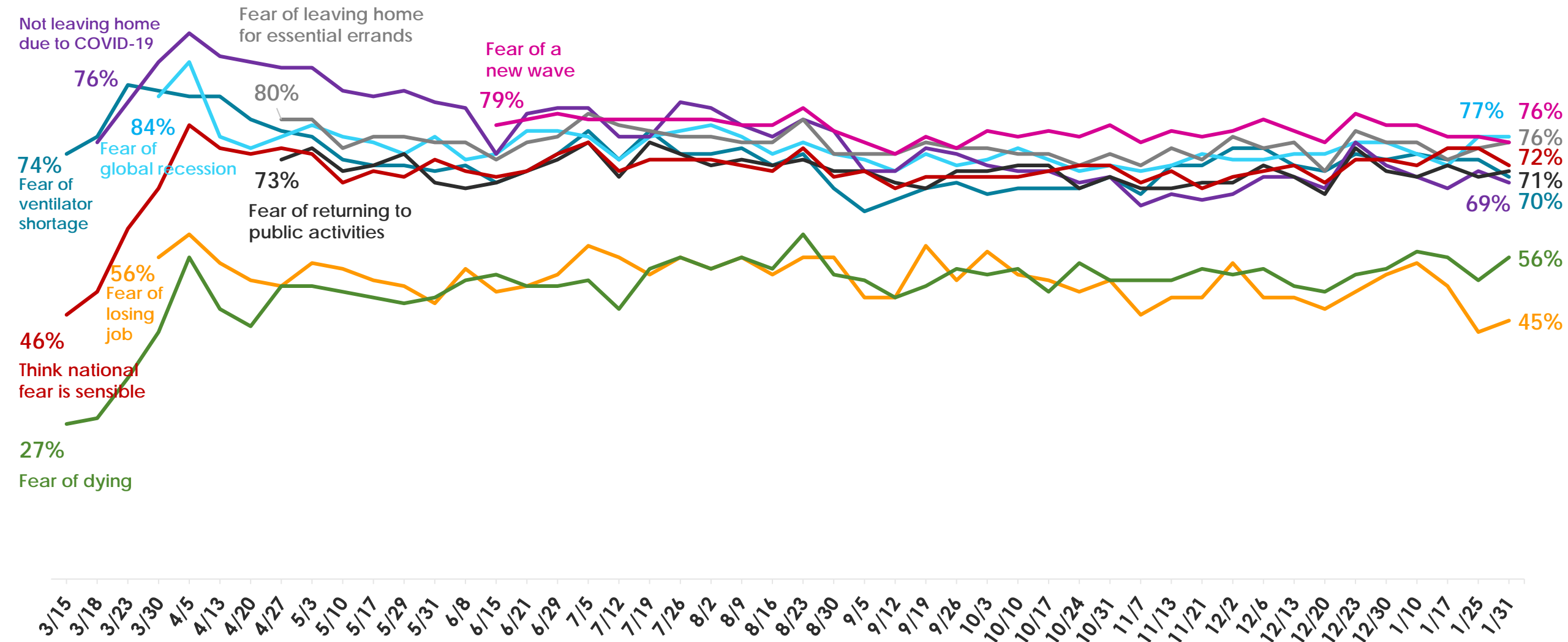
Data Source:

The Harris Poll COVID-19 Tracker

The Harris Poll
COVID-19 Tracker

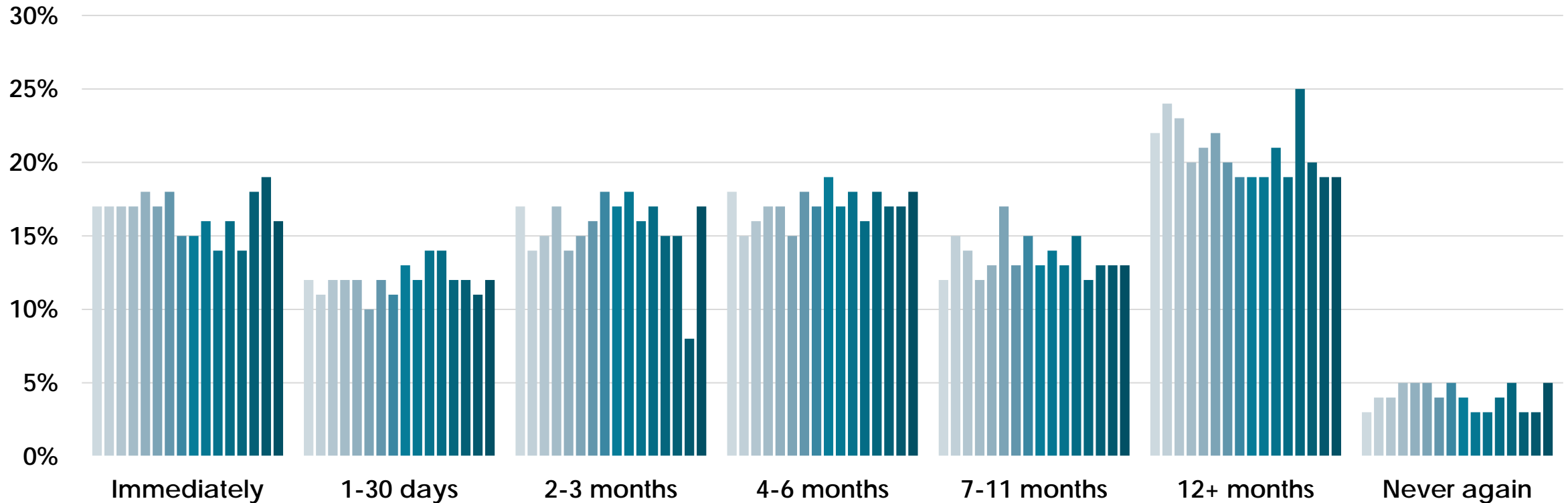
- Bi-weekly overnight polling conducted among a nationally representative sample of U.S. adults on a range of different topics from the economy, healthcare, jobs, education, and mental health
- Sample is the entire U.S. population
 - NOT specific to air travel behavior, income, or age brackets

Fear Sentiment Trends

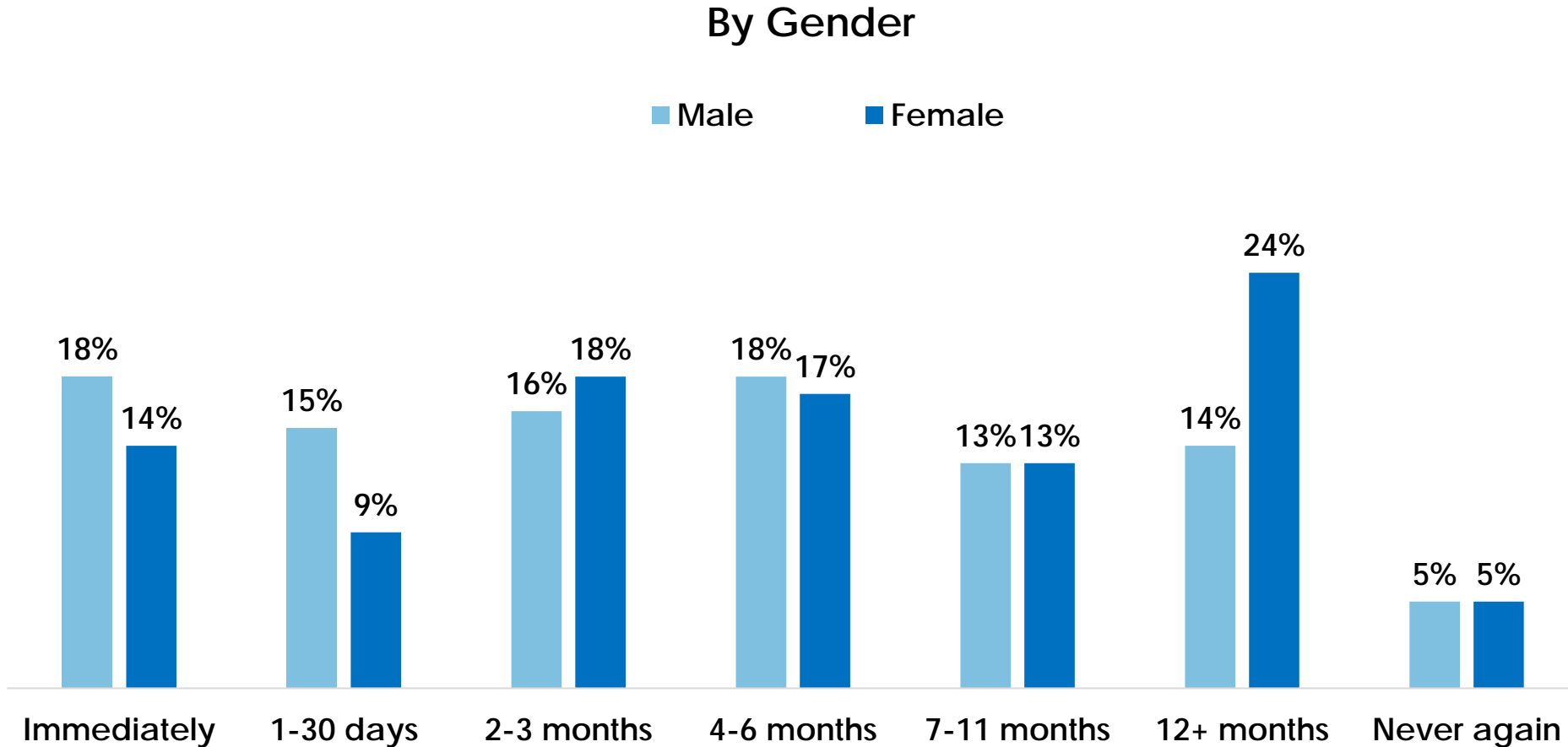


Once the government provides information that the spread of the virus is flattening how long will it take you to stay in a hotel?

- Wave 34 (10/15-10/17)
- Wave 35 (10/22-10/24)
- Wave 36 (10/29-10/31)
- Wave 37 (11/5-11/7)
- Wave 38 (11/11-11/13)
- Wave 39 (11/19-11/21)
- Wave 40 (11/30-12/2)
- Wave 41 (12/4-12/6)
- Wave 42 (12/11-12/13)
- Wave 43 (12/18-12/20)
- Wave 44 (12/21-12/23)
- Wave 45 (12/28-12/30)
- Wave 46 (1/8-1/10)
- Wave 47 (1/15-1/17)
- Wave 48 (1/22-1/25)
- Wave 49 (1/29-1/31)

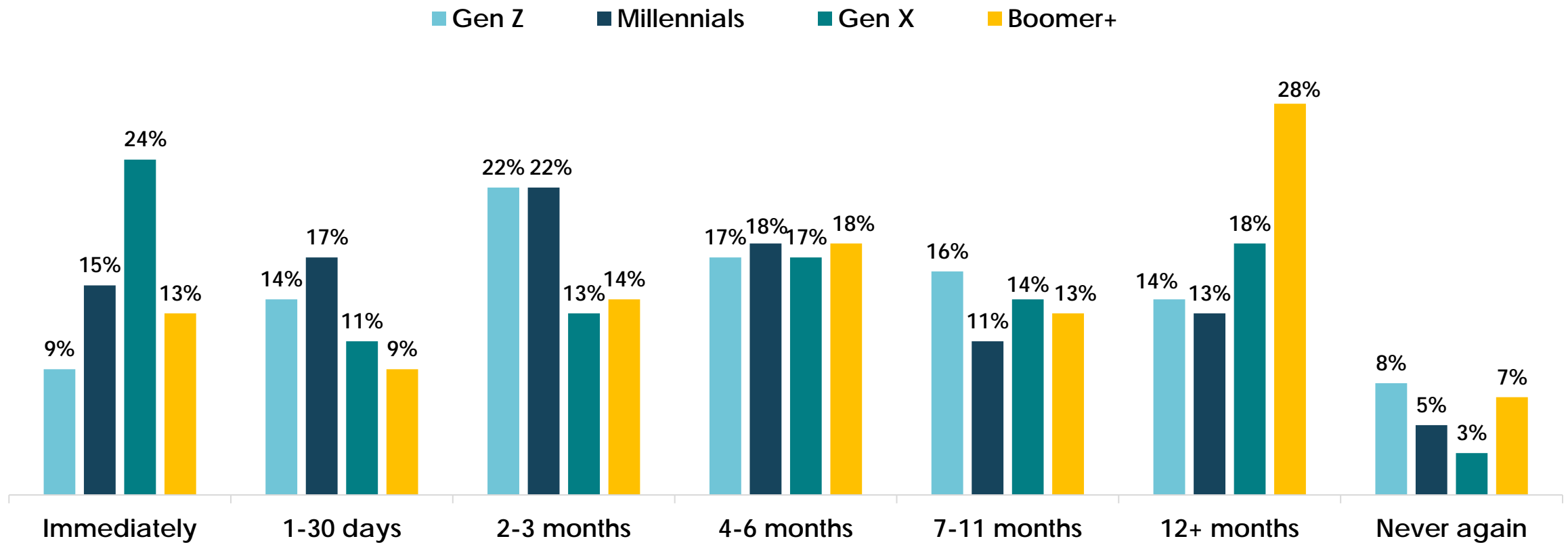


Once the government provides information that the spread of the virus is flattening how long will it take you to stay in a hotel?



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

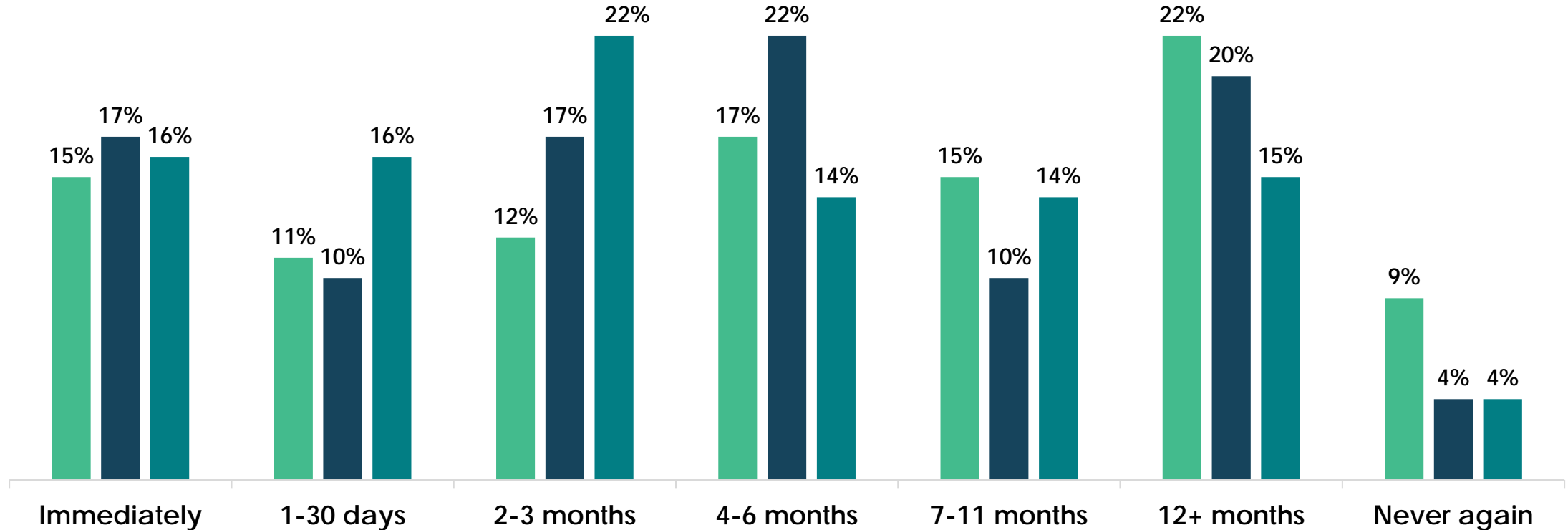
By Age



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

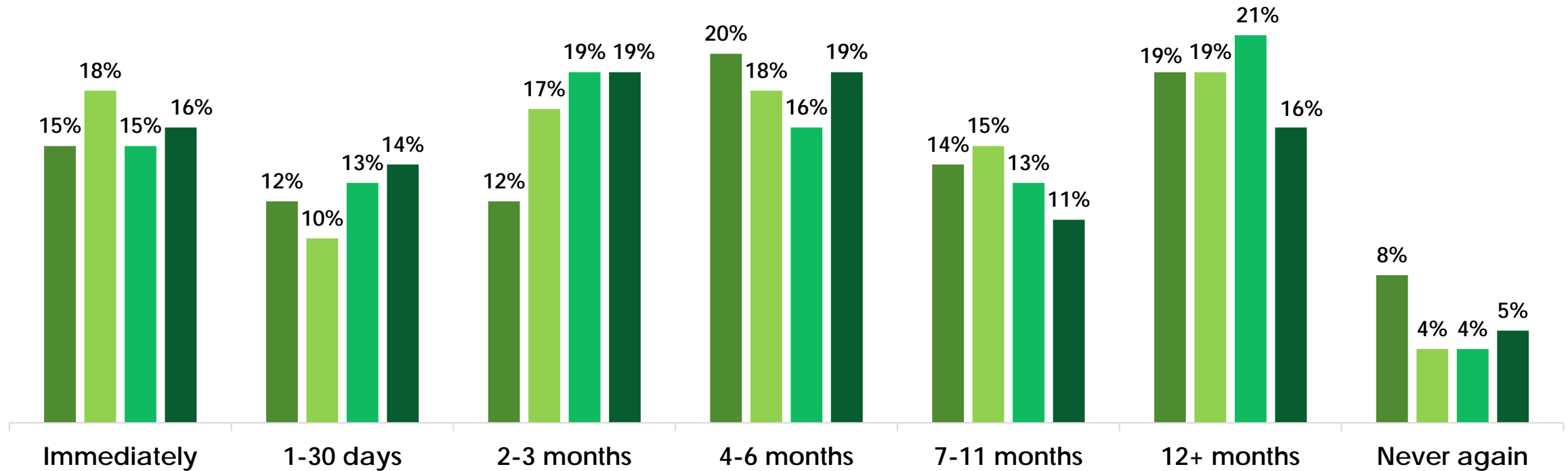
■ Less than \$50K ■ \$50-\$99K ■ \$100K+



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

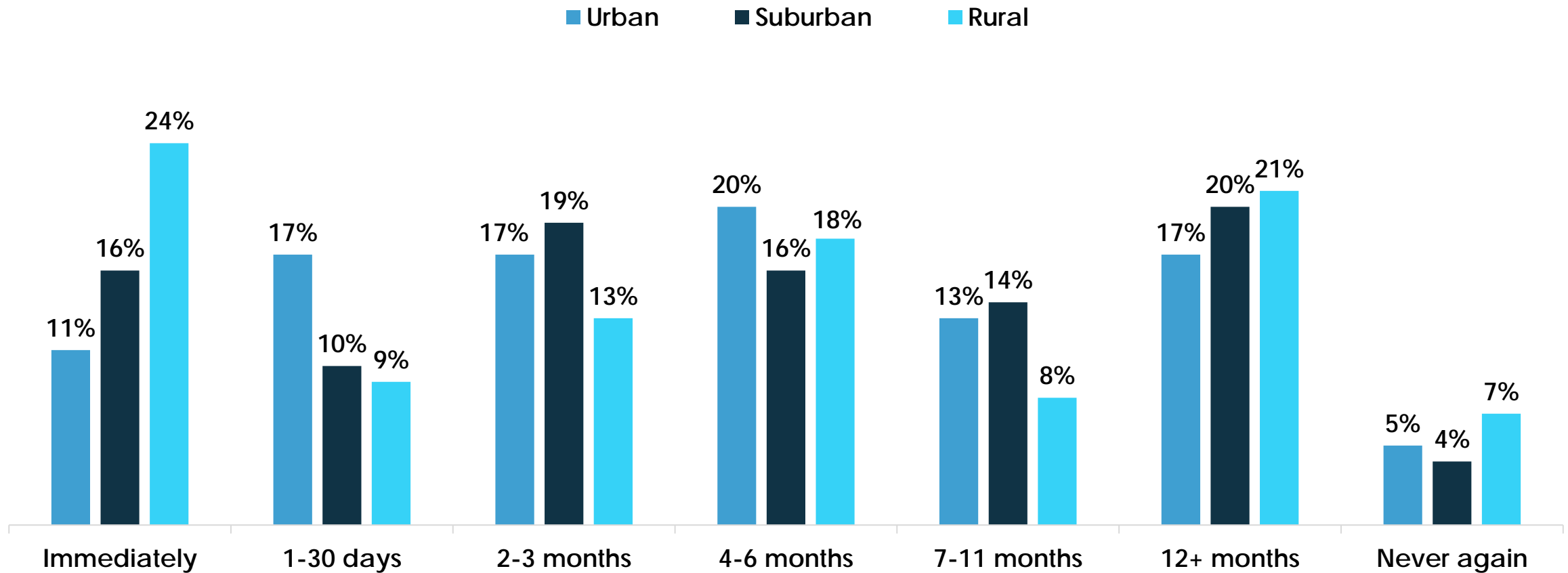
By Region

■ Northeast ■ Midwest ■ South ■ West

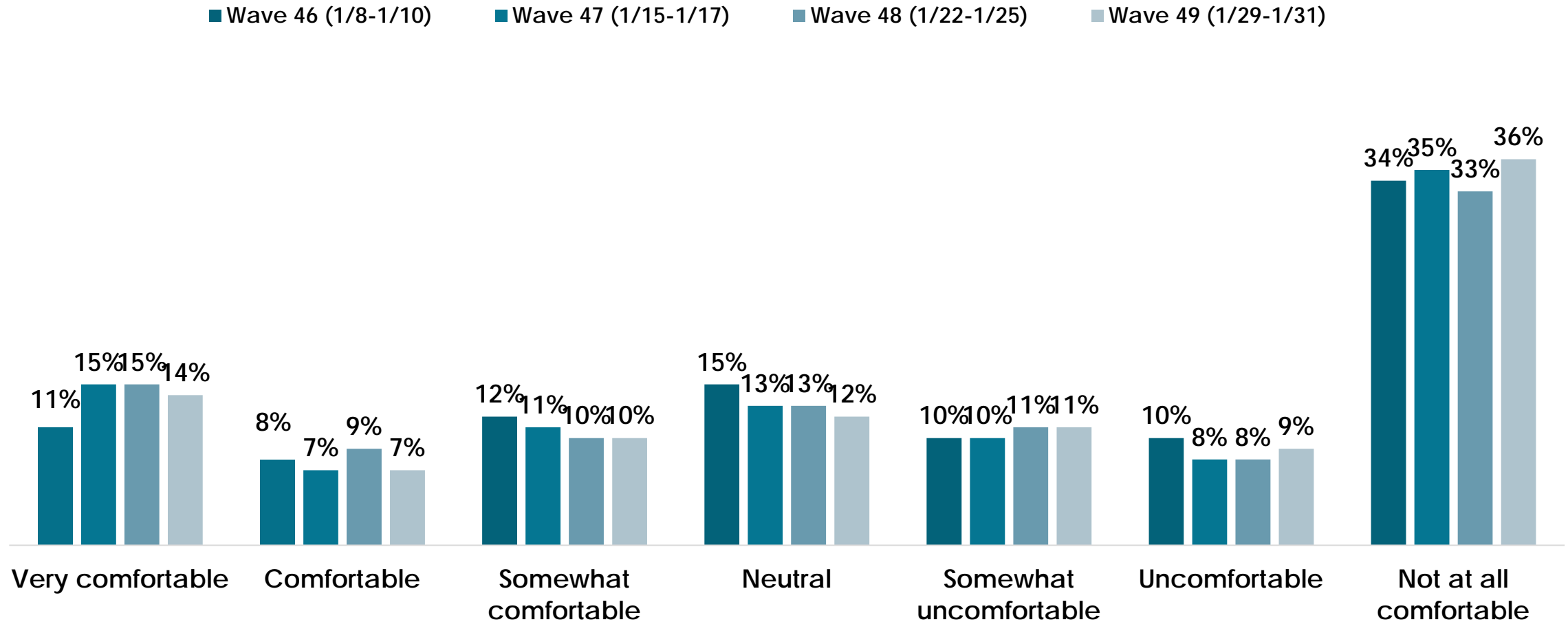


Once the government provides information that the spread of the virus is flattening how long will it take you to stay in a hotel?

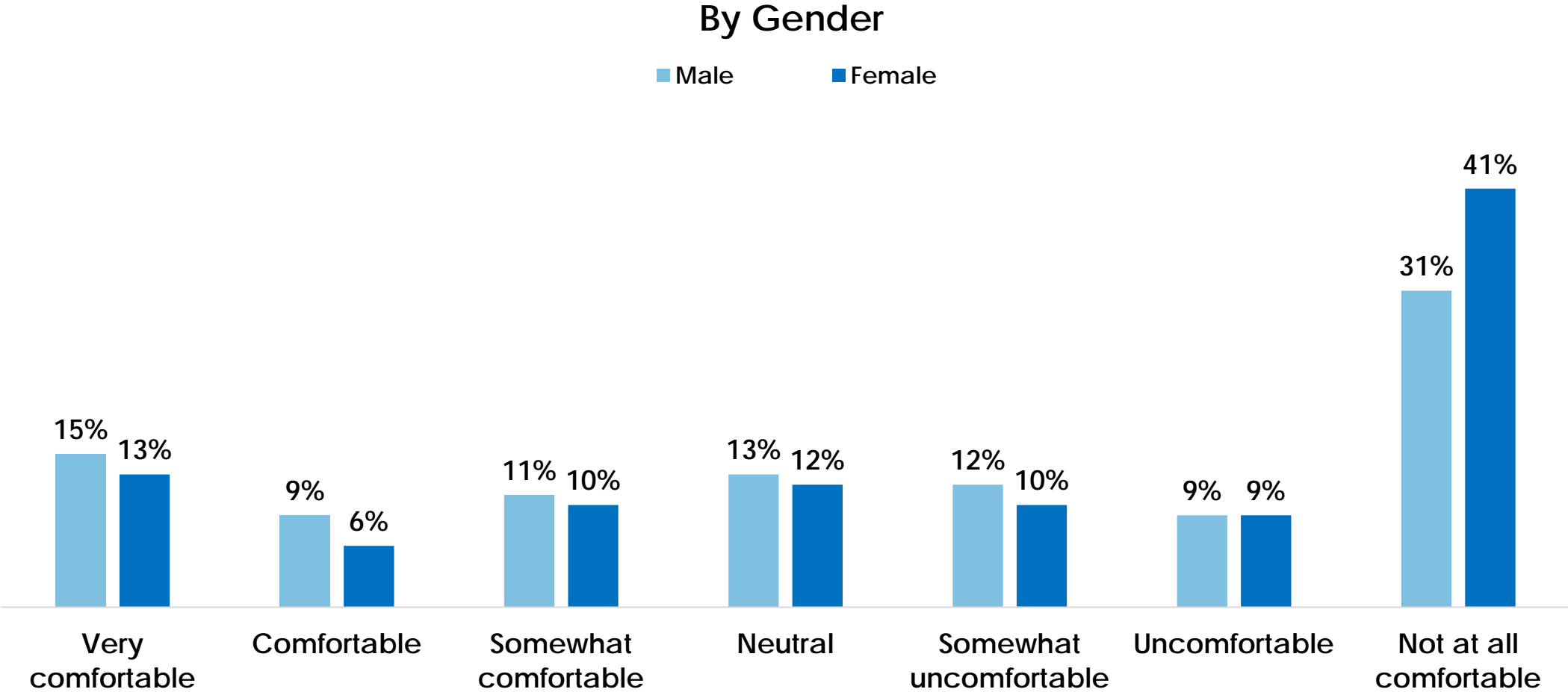
By Urbanicity



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



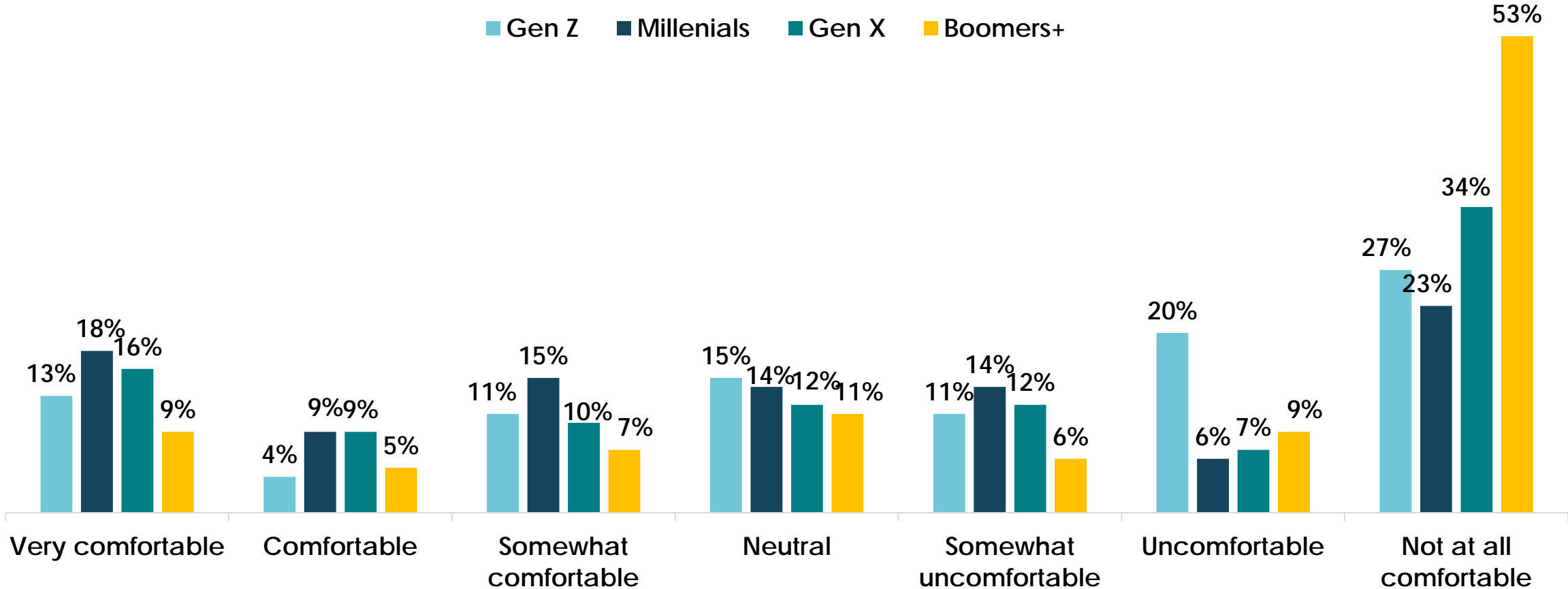
Generally speaking, how comfortable would you be staying in a hotel today, given the COVID-19 pandemic?



Source: HVCB analysis of Harris Poll COVID-19 Wave 49 (January 29-31, 2021)

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

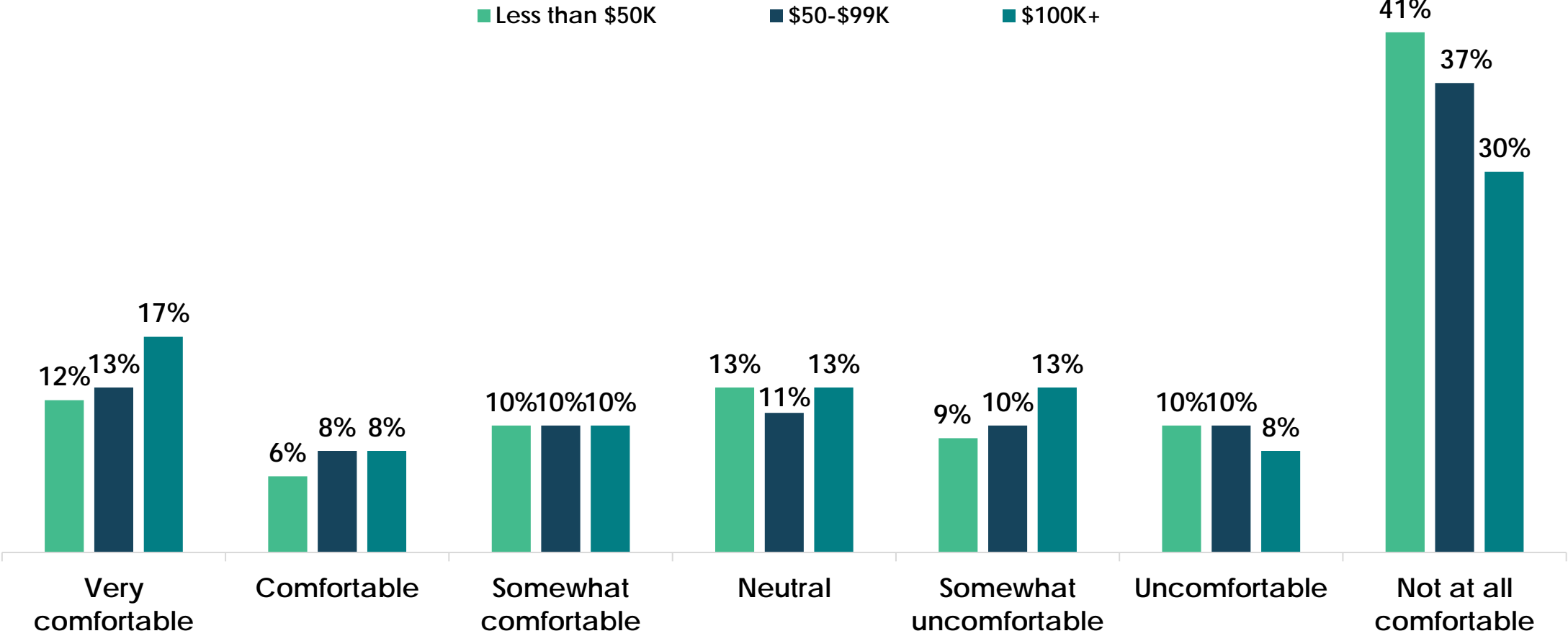
By Age



Source: HVCB analysis of Harris Poll COVID-19 Wave 49 (January 29-31, 2021)

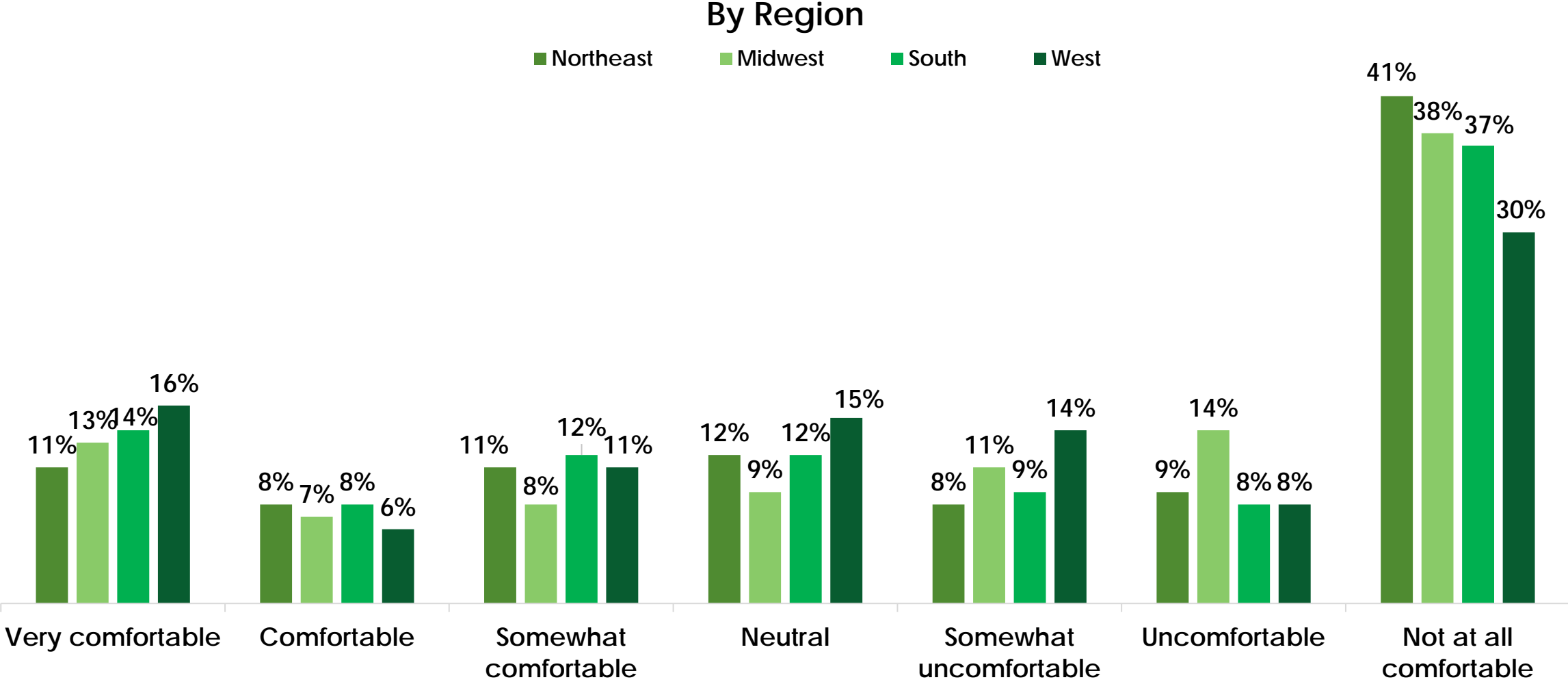
Generally speaking, how comfortable would you be staying in a hotel today, given the COVID-19 pandemic?

By Income



Source: HVCB analysis of Harris Poll COVID-19 Wave 49 (January 29-31, 2021)

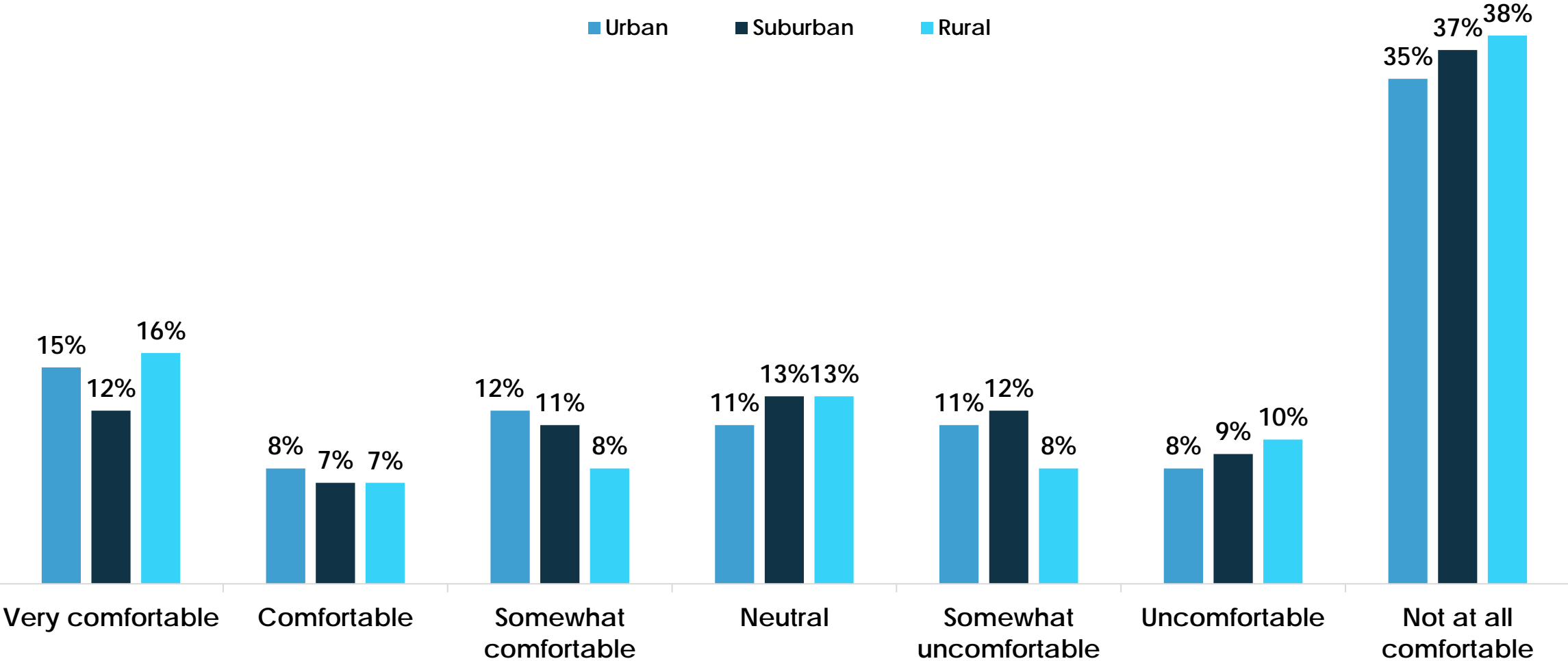
Generally speaking, how comfortable would you be staying in a hotel today, given the COVID-19 pandemic?



Source: HVCB analysis of Harris Poll COVID-19 Wave 49 (January 29-31, 2021)

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

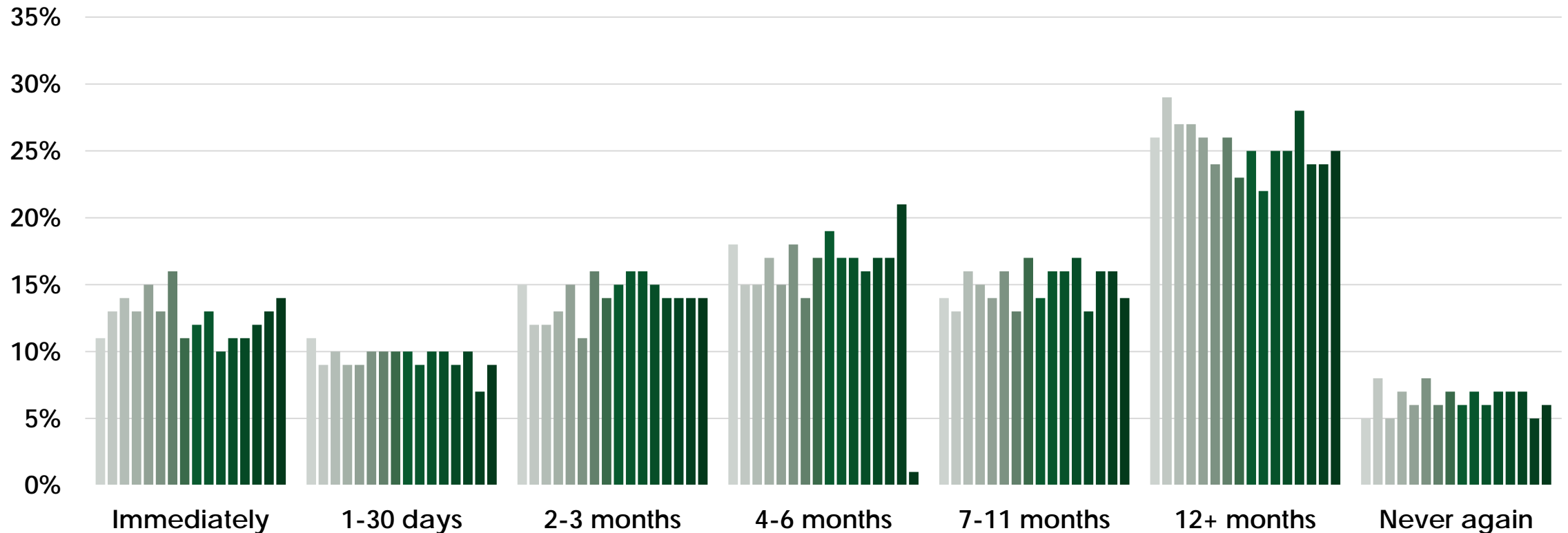
By Urbanicity



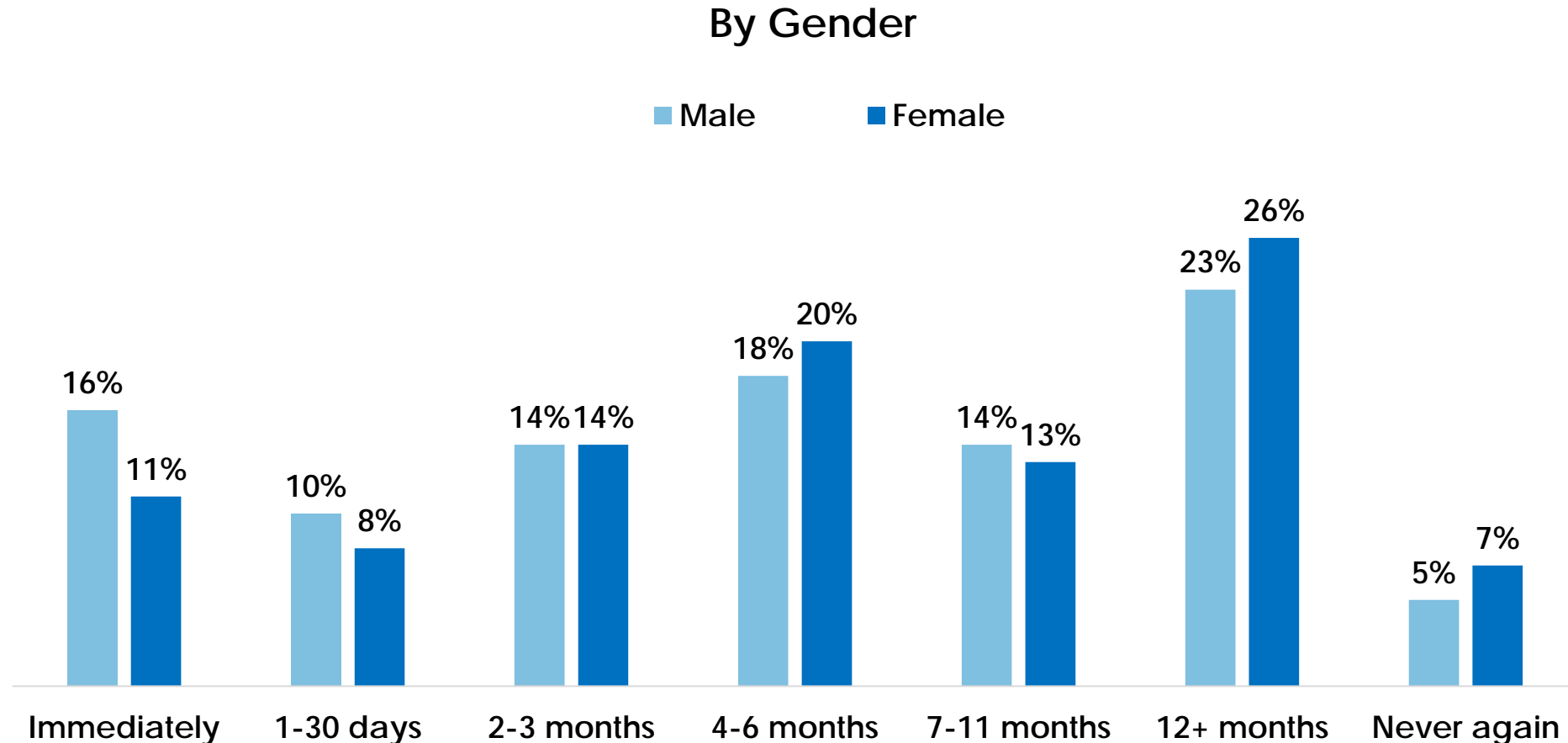
Source: HVCB analysis of Harris Poll COVID-19 Wave 49 (January 29-31, 2021)

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

- Wave 34 (10/15-10/17)
- Wave 35 (10/22-10/24)
- Wave 36 (10/29-10/31)
- Wave 37 (11/5-11/7)
- Wave 38 (11/11-11/13)
- Wave 39 (11/19-11/21)
- Wave 40 (11/30-12/2)
- Wave 41 (12/4-12/6)
- Wave 42 (12/11-12/13)
- Wave 43 (12/18-12/20)
- Wave 43 (12/21-12/23)
- Wave 45 (12/28-12/30)
- Wave 46 (1/8-1/10)
- Wave 47 (1/15-1/17)
- Wave 48 (1/22-1/25)
- Wave 49 (1/29-1/31)



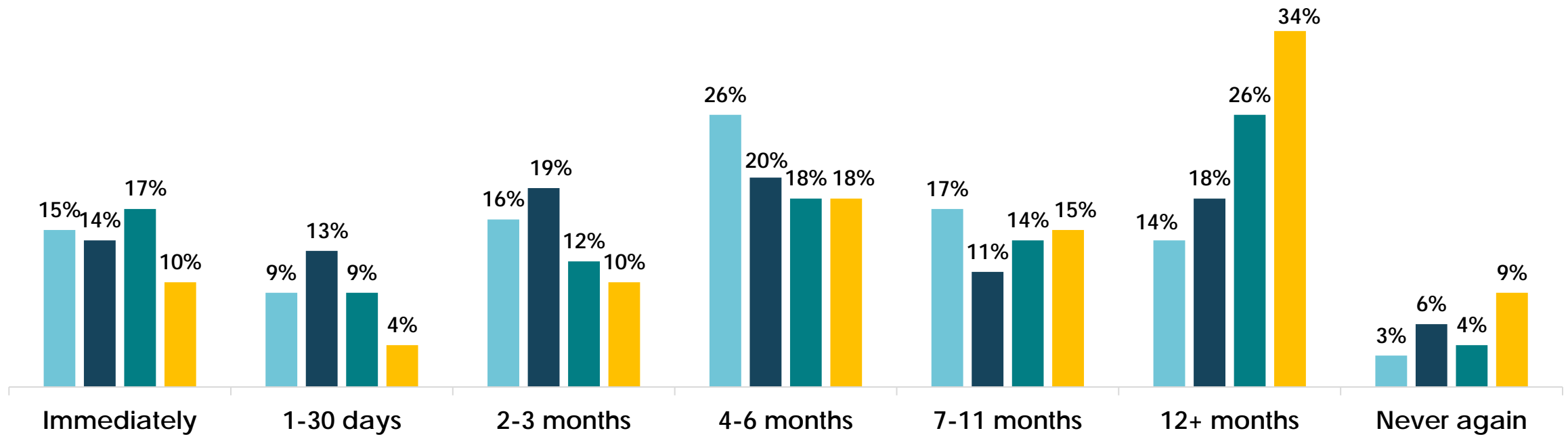
Once the government provides information that the spread of the virus is flattening how long will it take you to fly on a plane?



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

By Age

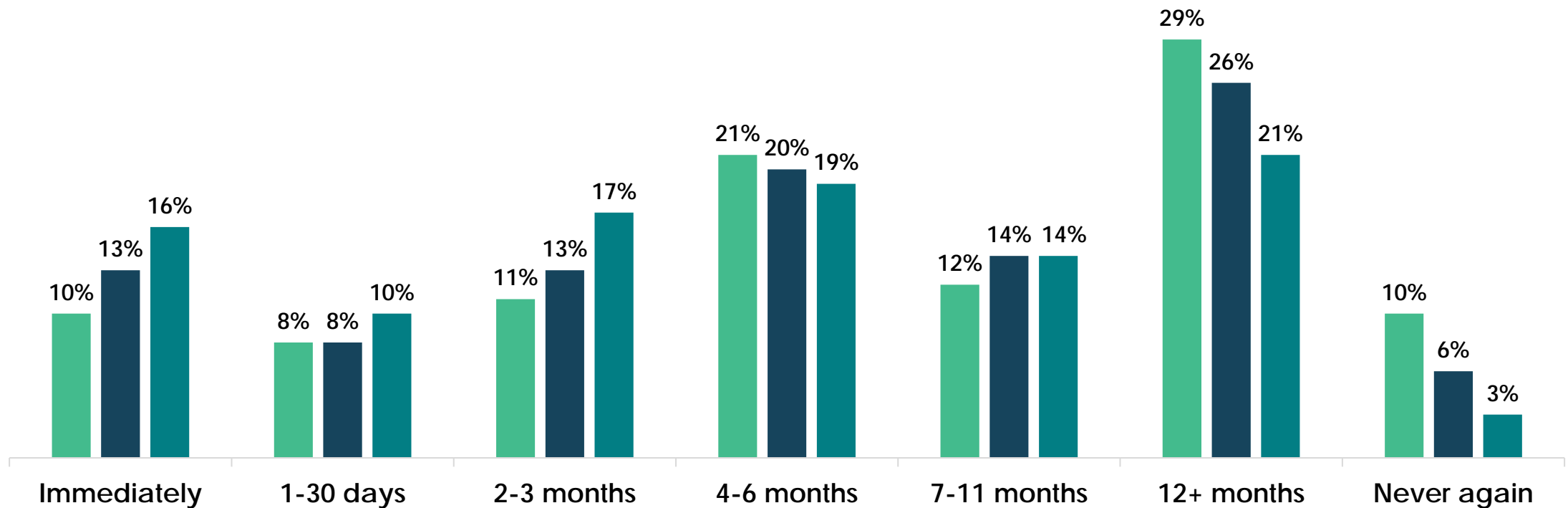
■ Gen Z ■ Millenials ■ Gen X ■ Boomers+



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

By Income

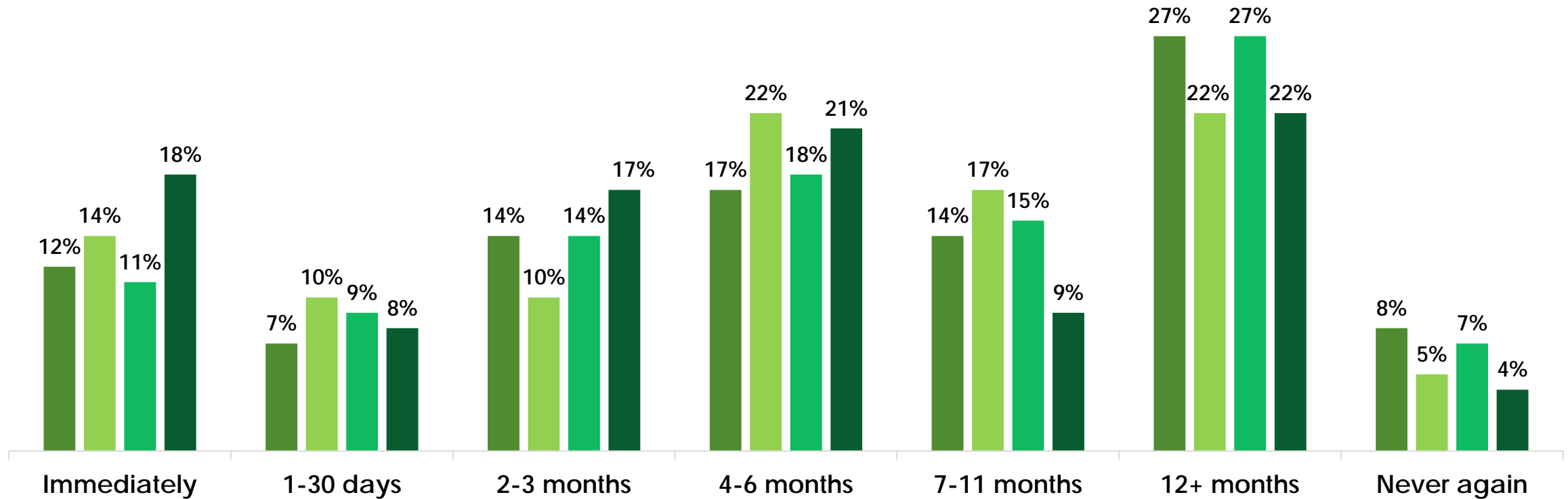
■ Less than \$50K ■ \$50-\$99K ■ \$100K+



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

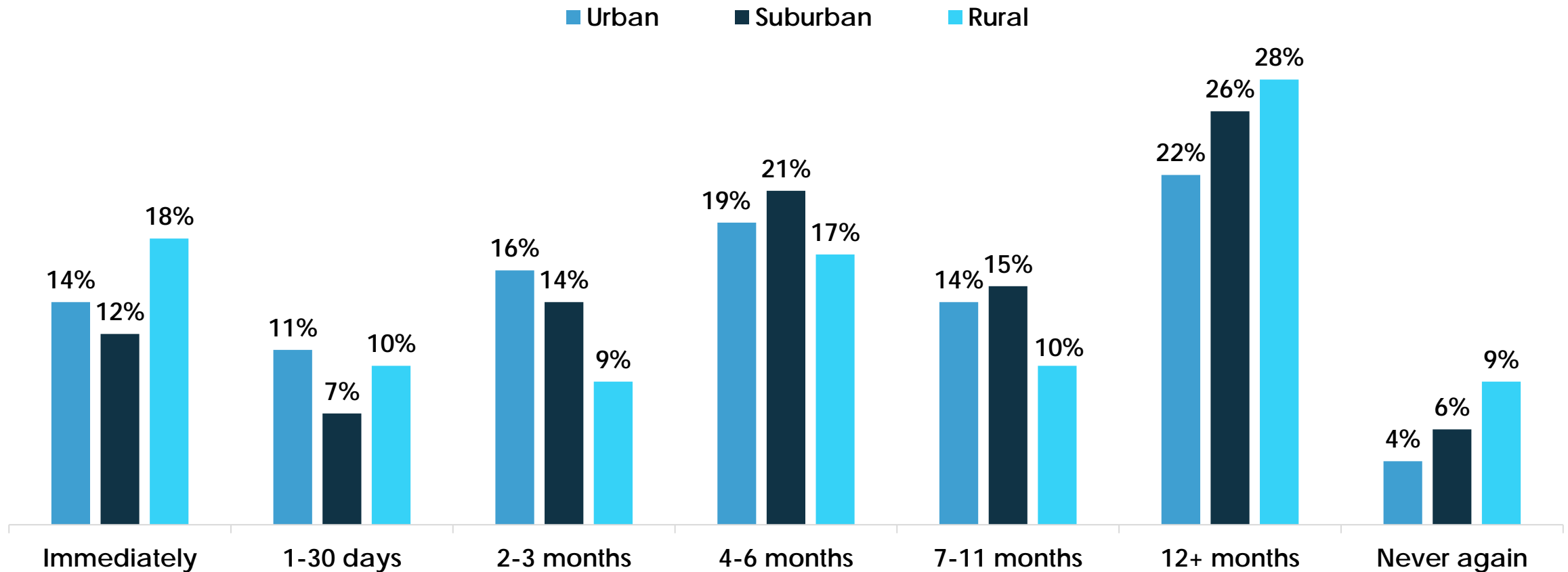
By Region

■ Northeast ■ Midwest ■ South ■ West

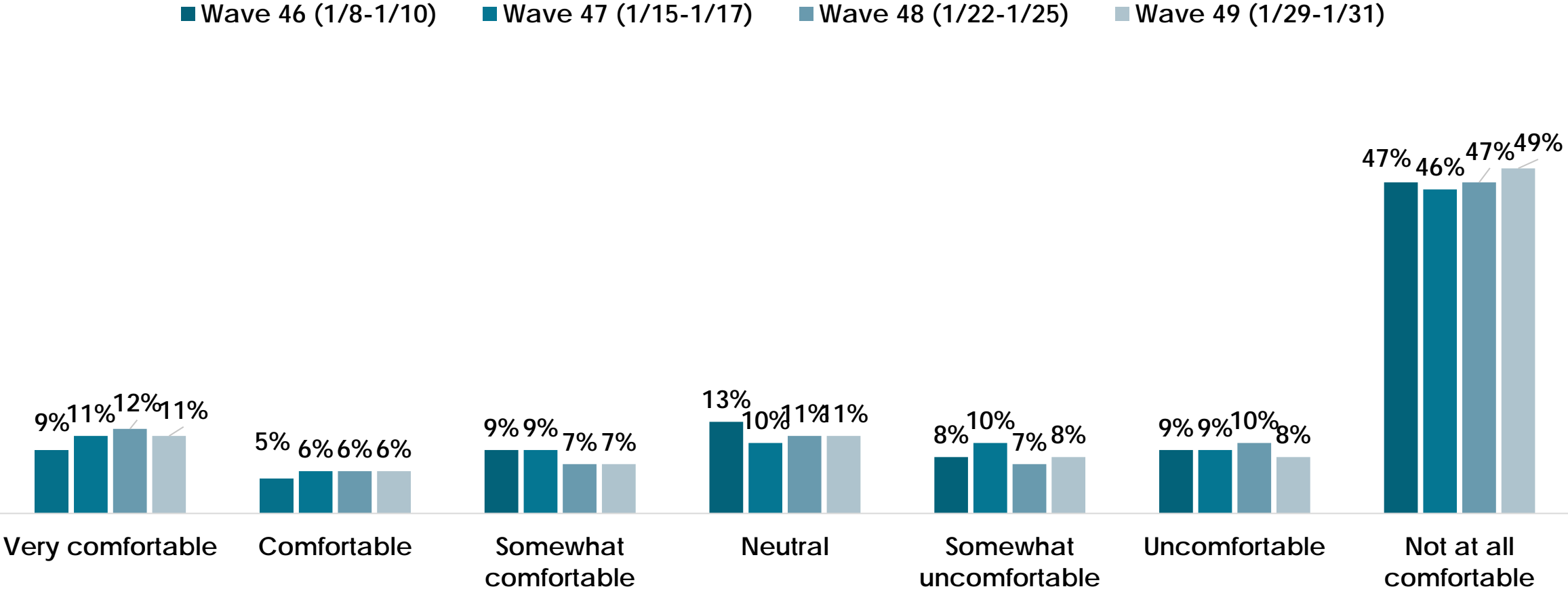


Once the government provides information that the spread of the virus is flattening how long will it take you to fly on a plane?

By Urbanicity

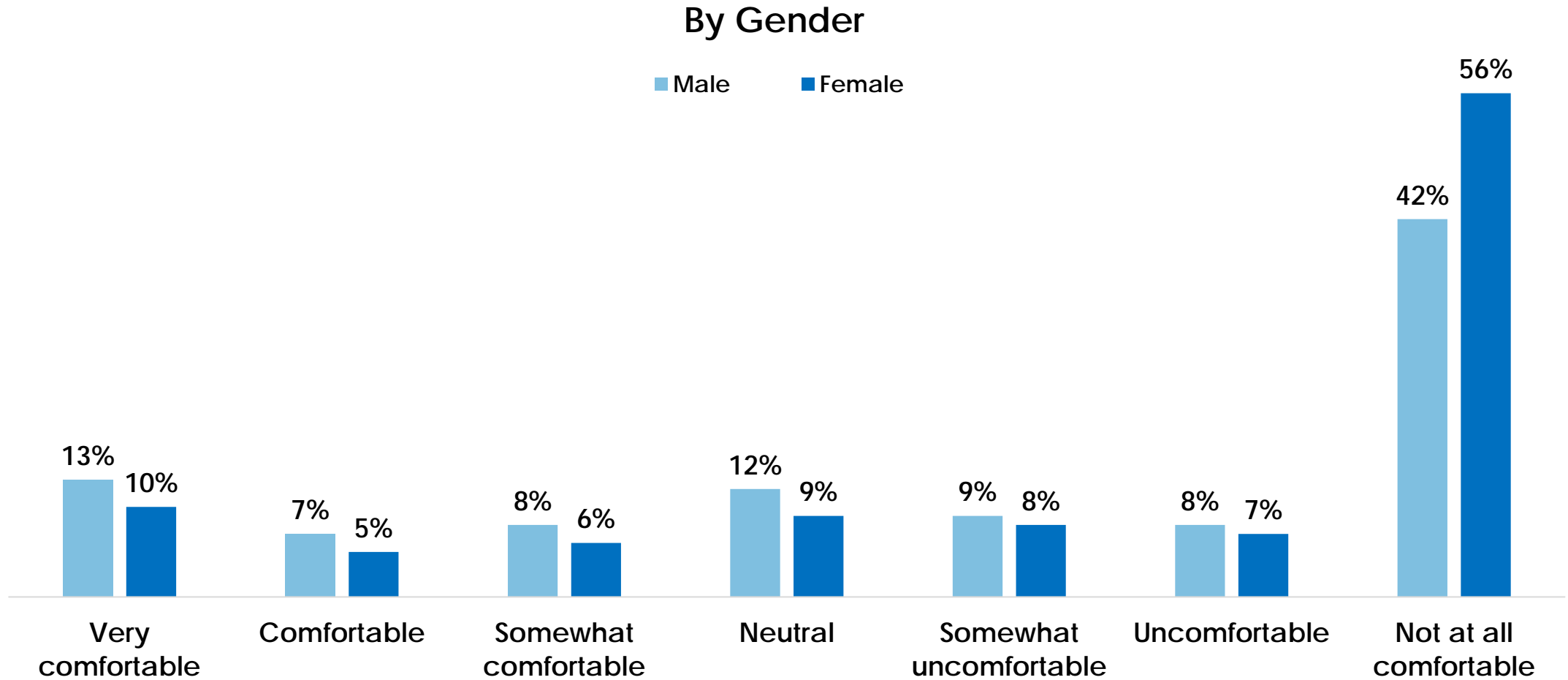


Generally speaking, how comfortable would you be flying on a plane today, given the COVID-19 pandemic?



Source: HVCB analysis of Harris Poll COVID-19

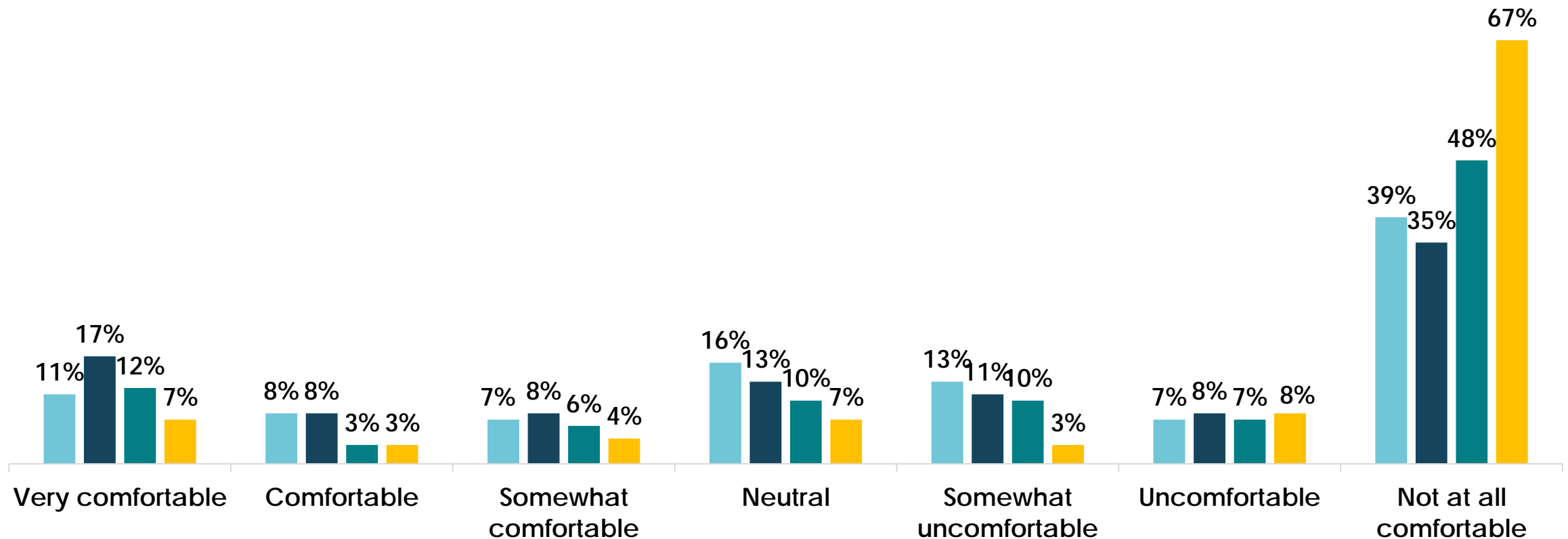
Generally speaking, how comfortable would you be flying on a plane today, given the COVID-19 pandemic?



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

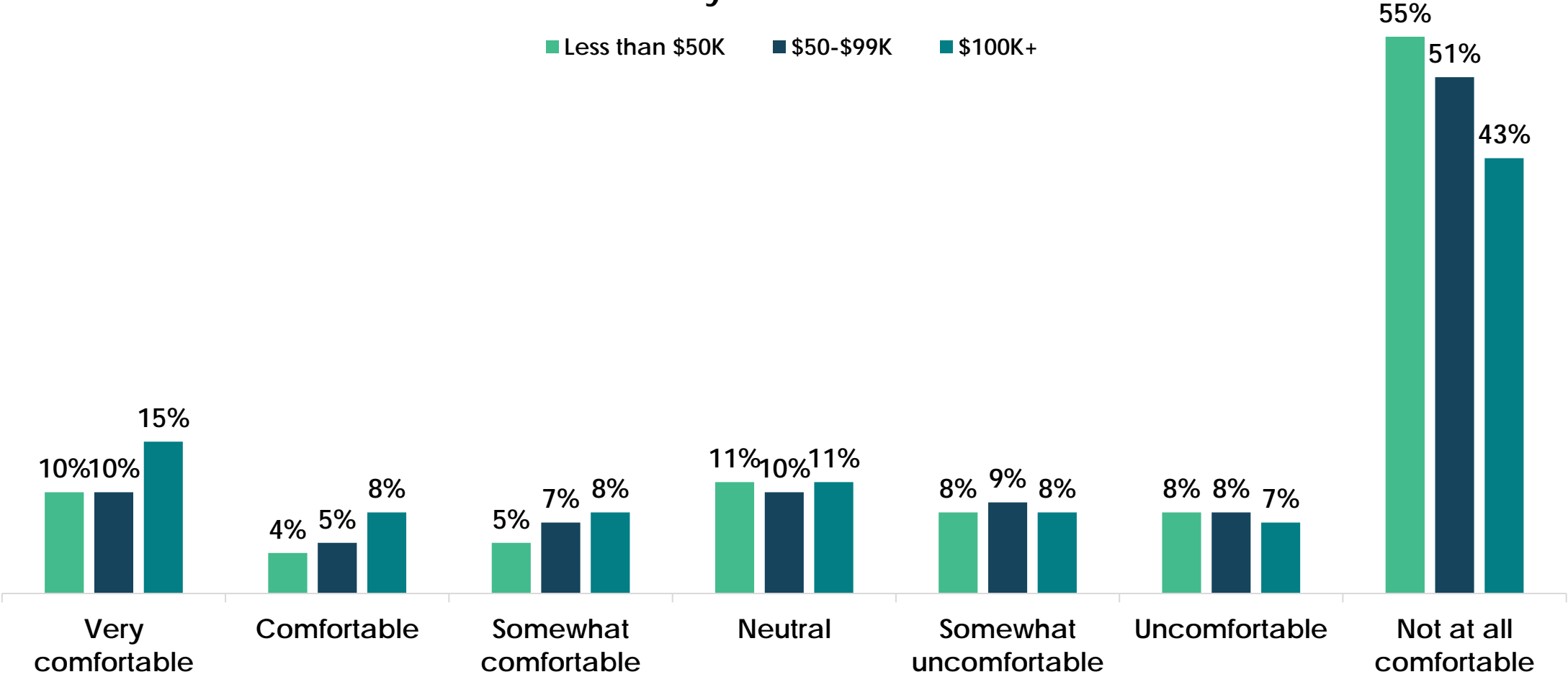
By Age

■ Gen Z ■ Millennials ■ Gen X ■ Boomer+



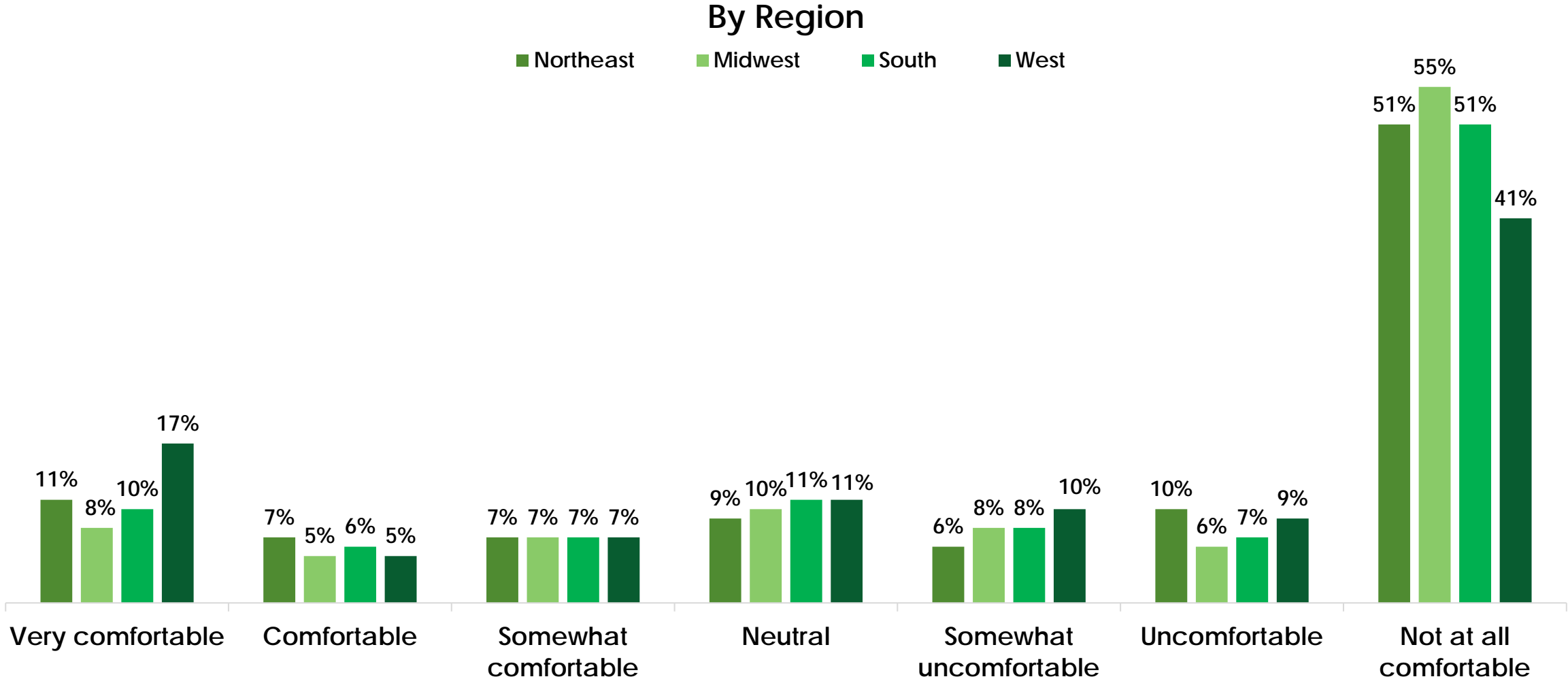
Generally speaking, how comfortable would you be flying on a plane today, given the COVID-19 pandemic?

By Income



Source: HVCB analysis of Harris Poll COVID-19 Wave 49 (January 29-31, 2021)

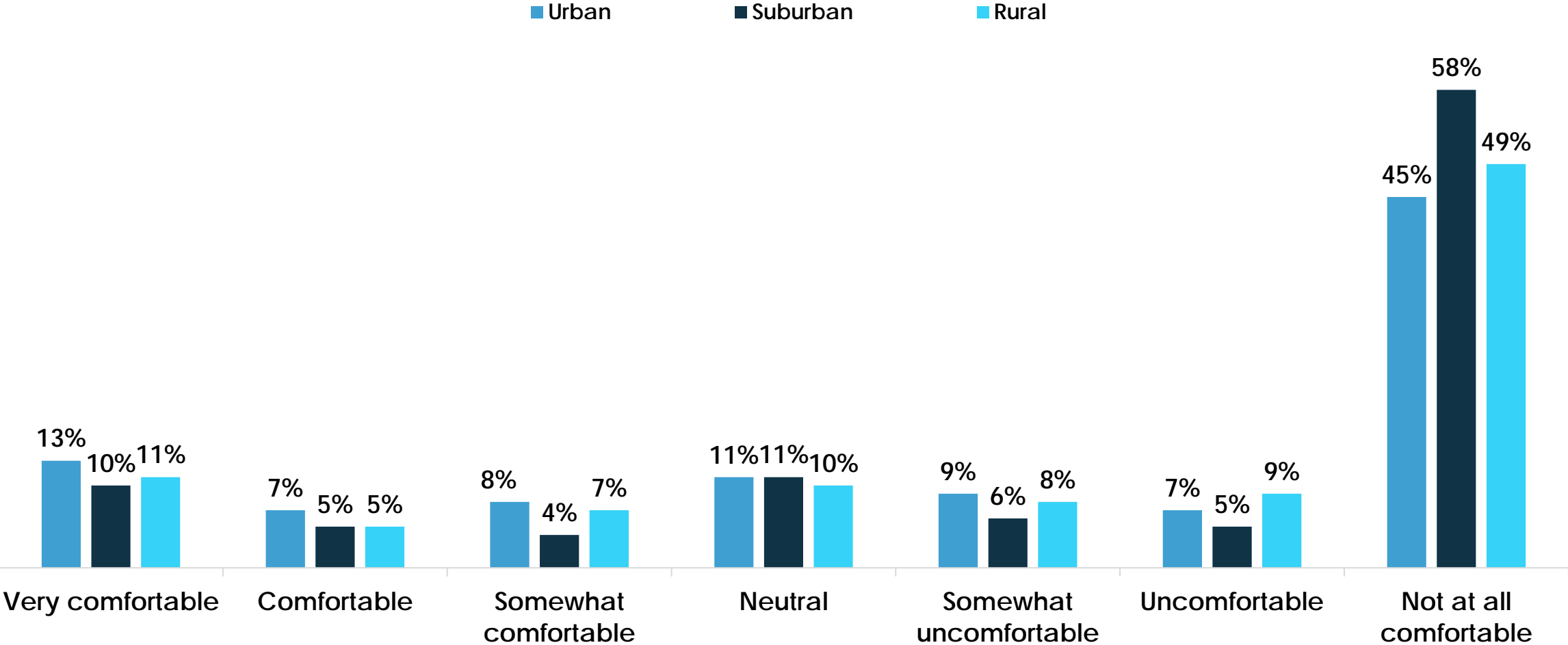
Generally speaking, how comfortable would you be flying on a plane today, given the COVID-19 pandemic?



Source: HVCB analysis of Harris Poll COVID-19 Wave 49 (January 29-31, 2021)

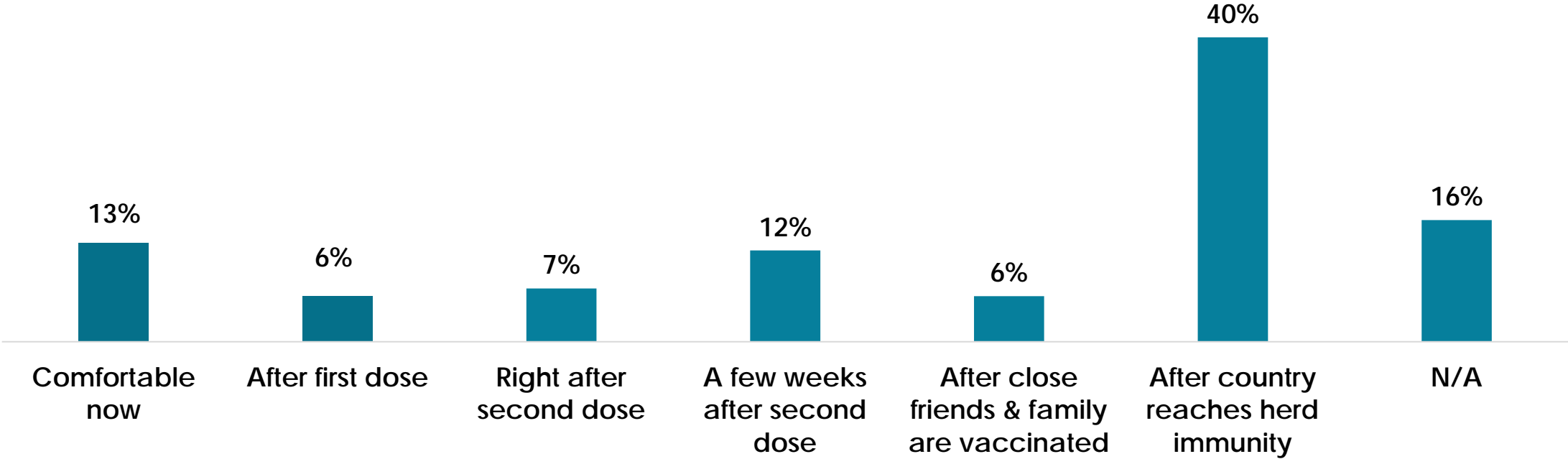
Generally speaking, how comfortable would you be flying on a plane today, given the COVID-19 pandemic?

By Urbanicity



Source: HVCB analysis of Harris Poll COVID-19 Wave 49 (January 29-31, 2021)

If you were to get the vaccine when it is available to you in the coming months, when would you feel safe traveling on an airplane?

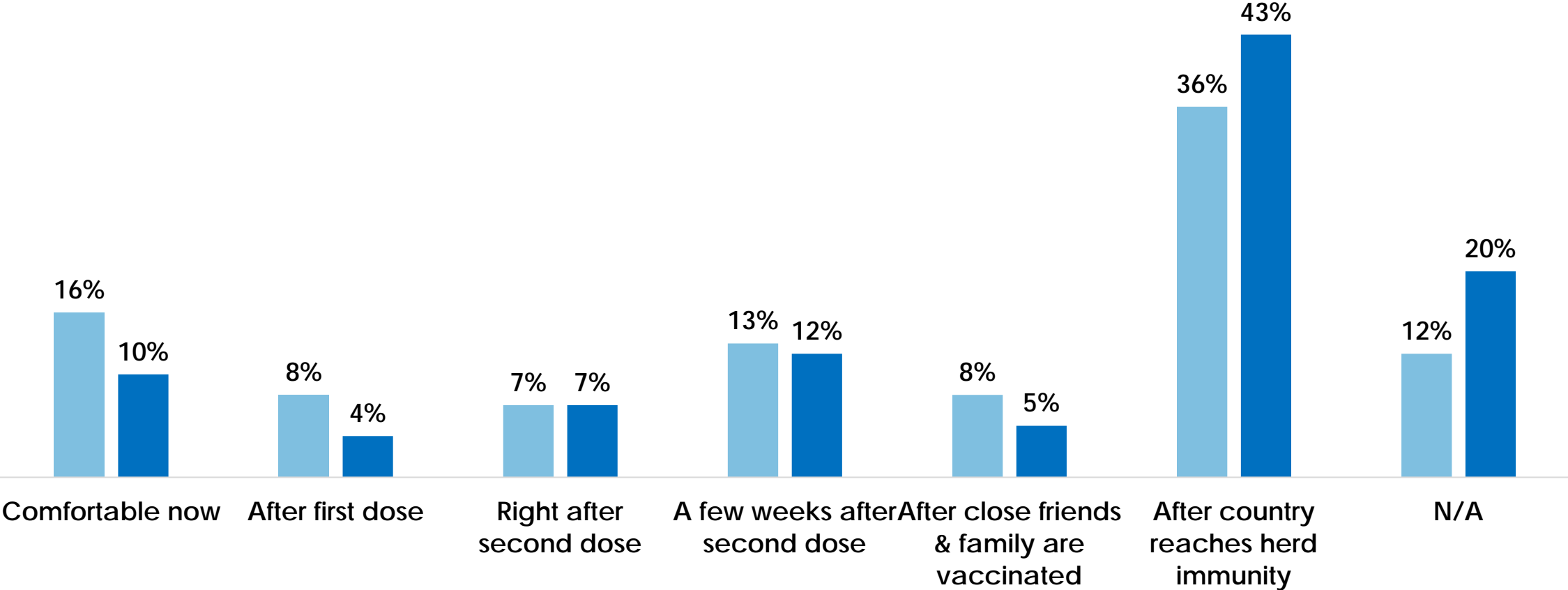


Source: HVCB analysis of Harris Poll COVID-19 Wave 48 (January 22-25, 2021)

If you were to get the vaccine when it is available to you in the coming months, when would you feel safe traveling on an airplane?

By Gender

Male Female

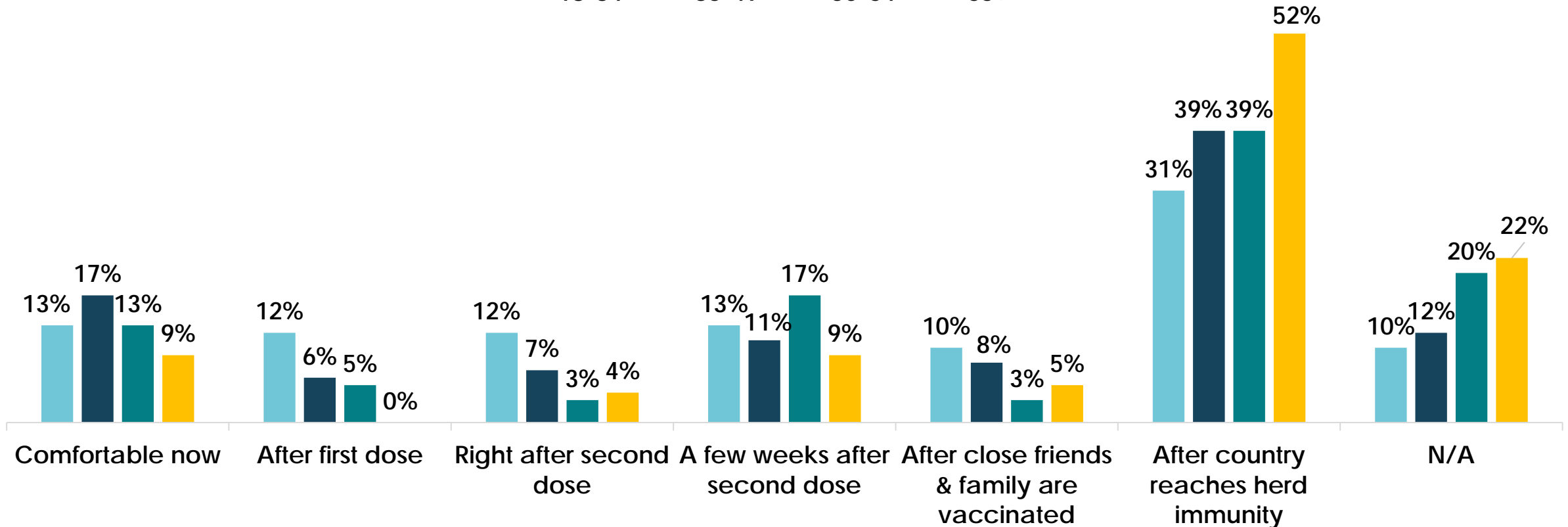


Source: HVCB analysis of Harris Poll COVID-19 Wave 48 (January 22-25, 2021)

If you were to get the vaccine when it is available to you in the coming months, when would you feel safe traveling on an airplane?

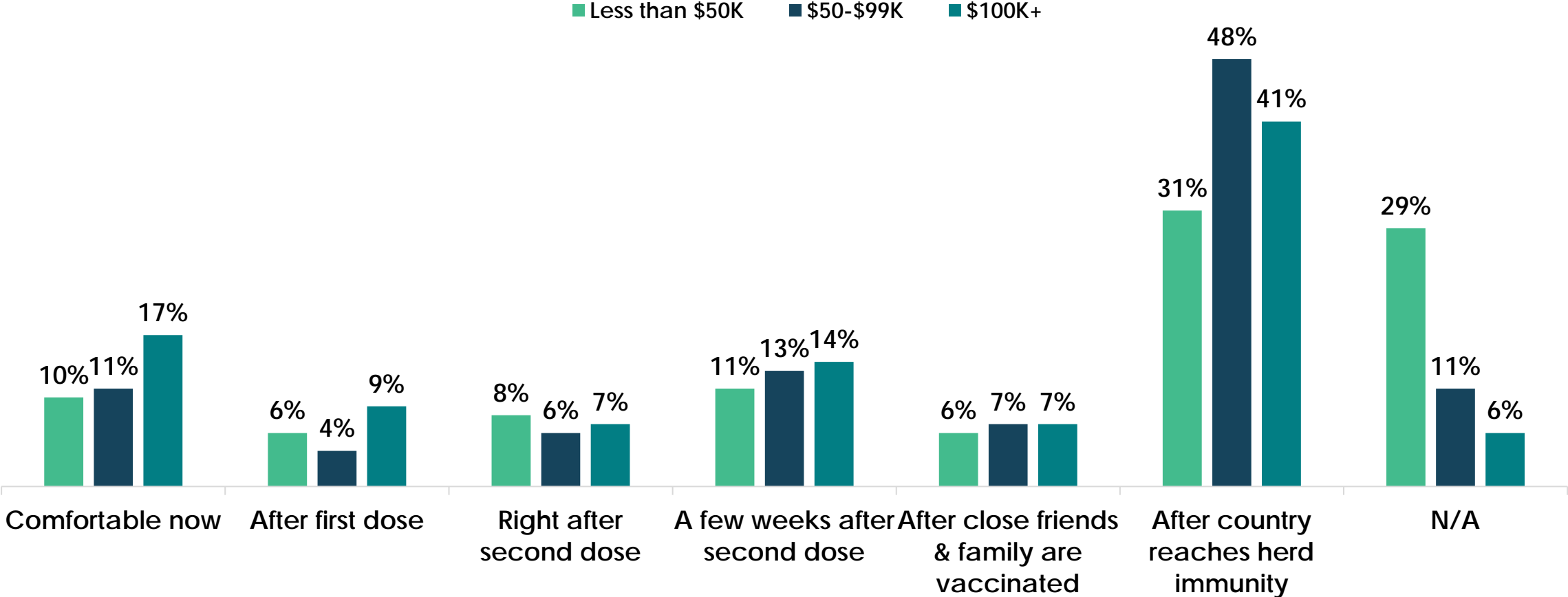
By Age

18-34 35-49 50-64 65+



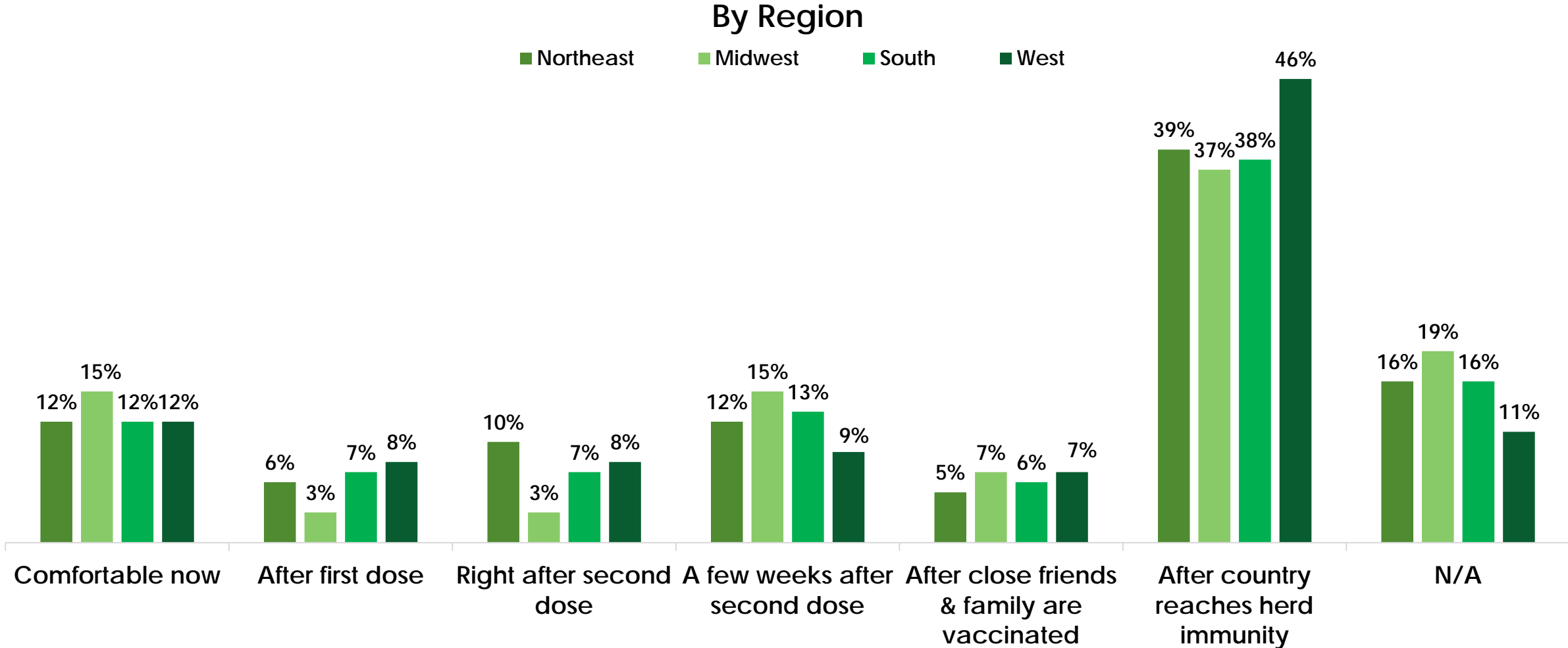
If you were to get the vaccine when it is available to you in the coming months, when would you feel safe traveling on an airplane?

By Income



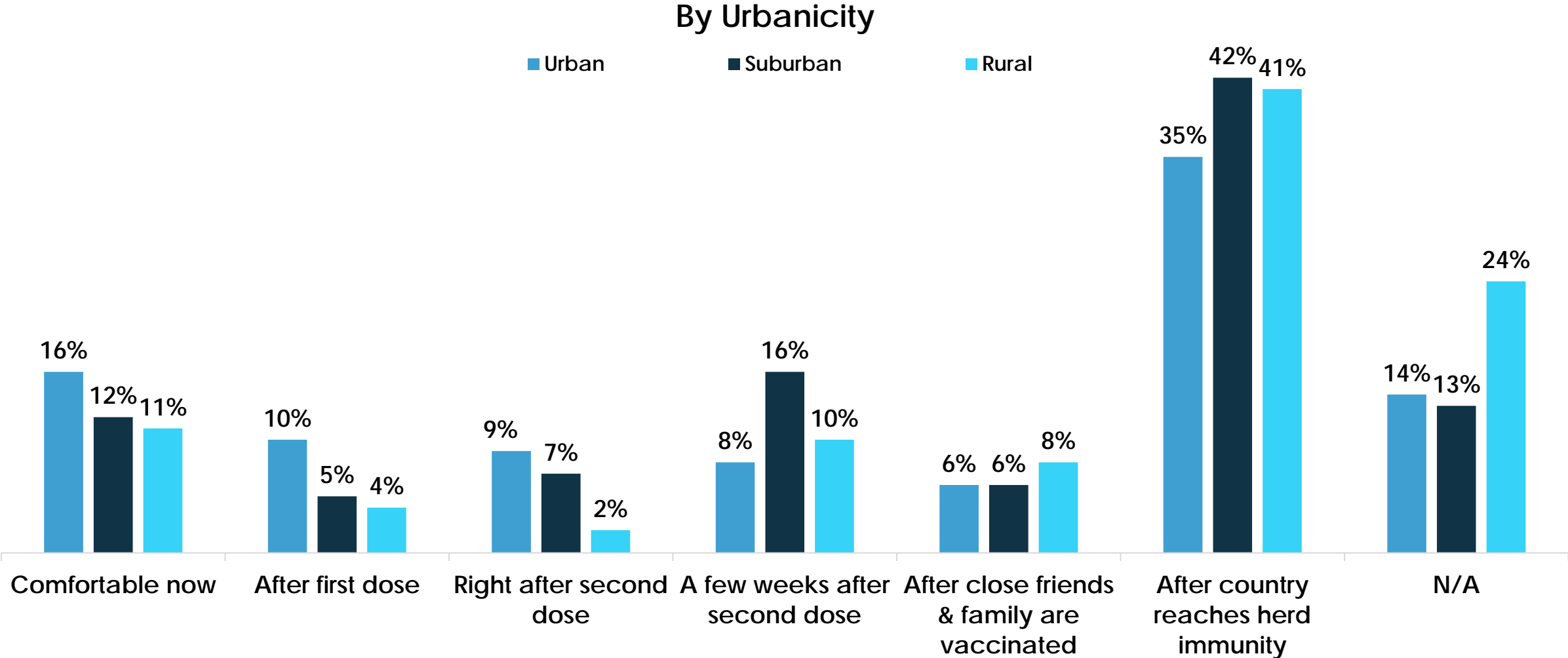
Source: HVCB analysis of Harris Poll COVID-19 Wave 48 (January 22-25, 2021)

If you were to get the vaccine when it is available to you in the coming months, when would you feel safe traveling on an airplane?



Source: HVCB analysis of Harris Poll COVID-19 Wave 48 (January 22-25, 2021)

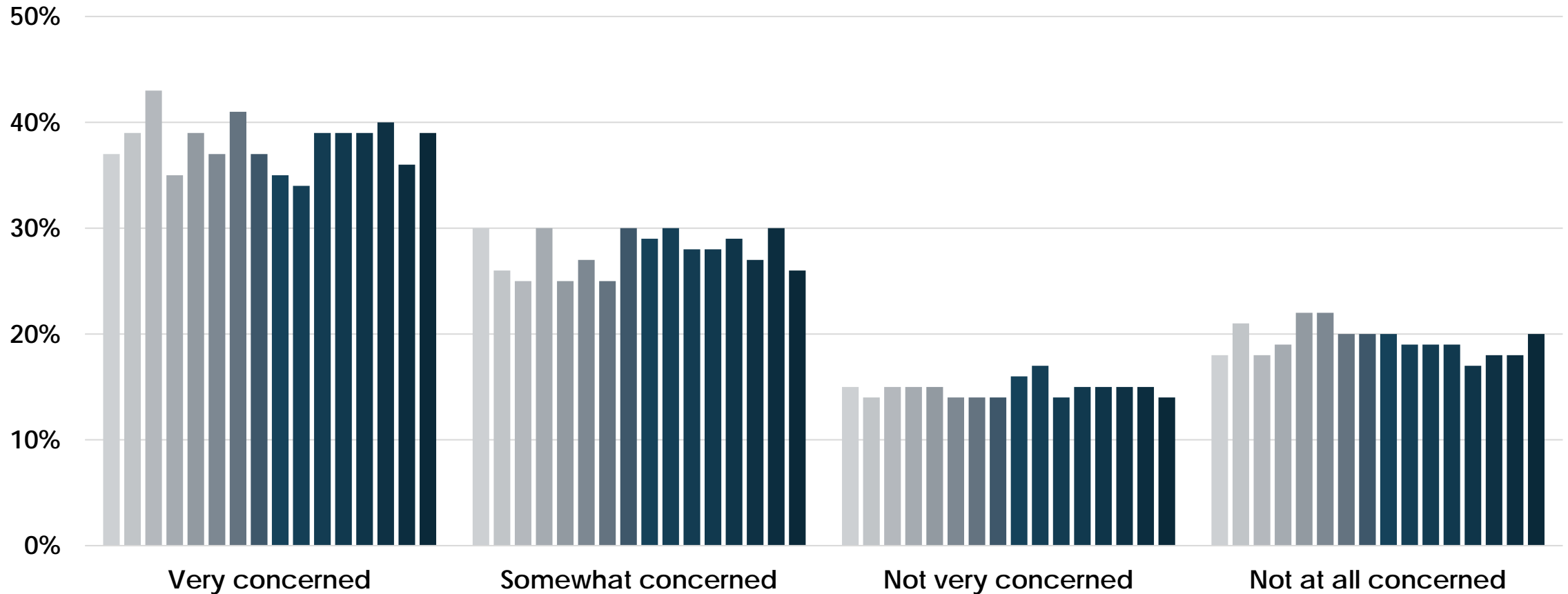
If you were to get the vaccine when it is available to you in the coming months, when would you feel safe traveling on an airplane?



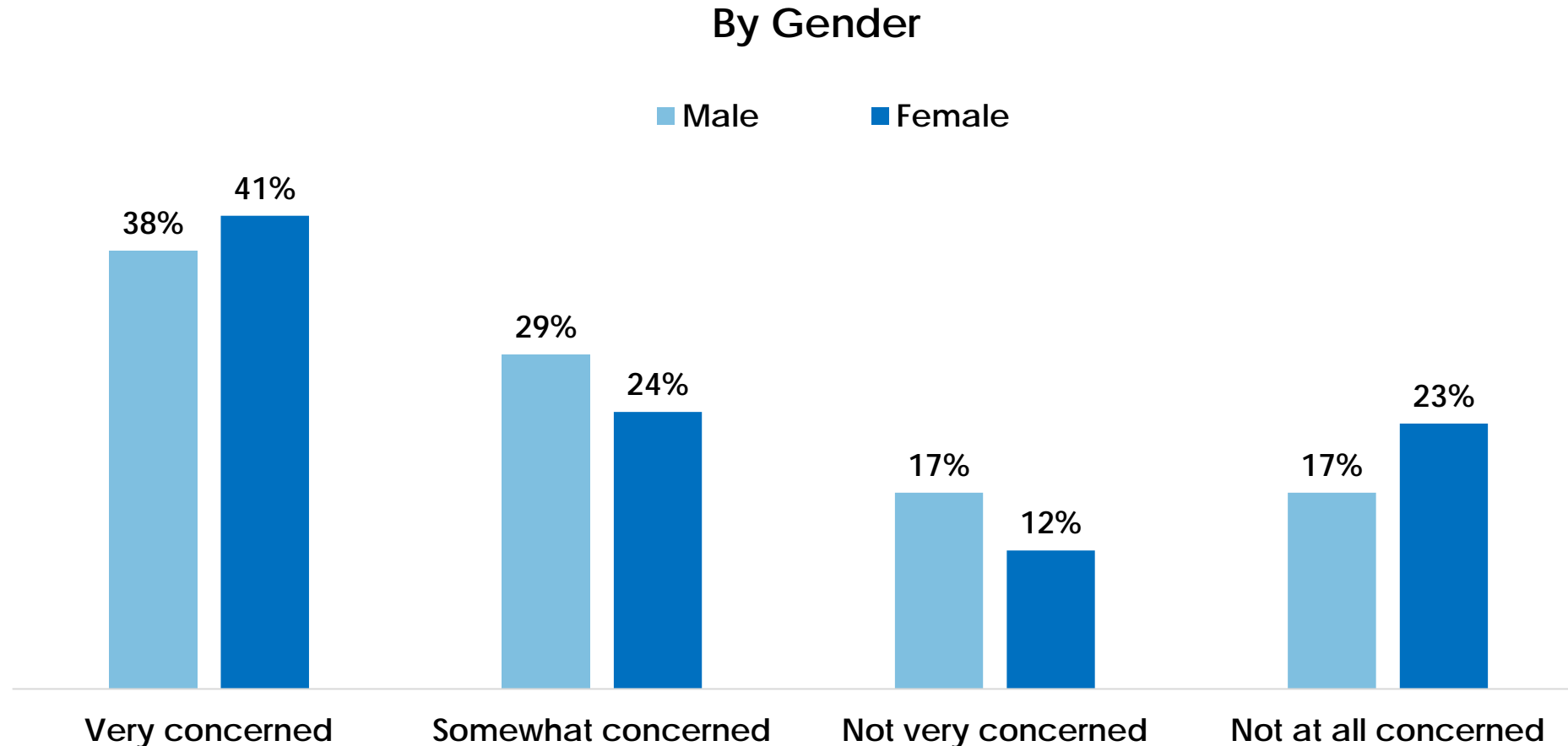
Source: HVCB analysis of Harris Poll COVID-19 Wave 48 (January 22-25, 2021)

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

- Wave 34 (10/15-10/17)
- Wave 35 (10/22-10/24)
- Wave 36 (10/29-10/31)
- Wave 37 (11/5-11/7)
- Wave 38 (11/11-11/13)
- Wave 39 (11/19-11/21)
- Wave 40 (11/30-12/2)
- Wave 41 (12/4-12/6)
- Wave 42 (12/11-12/13)
- Wave 43 (12/18-12/20)
- Wave 44 (12/21-12/23)
- Wave 45 (12/28-12/30)
- Wave 46 (1/8-1/10)
- Wave 47 (1/15-1/17)
- Wave 48 (1/22-1/25)
- Wave 49 (1/29-1/31)

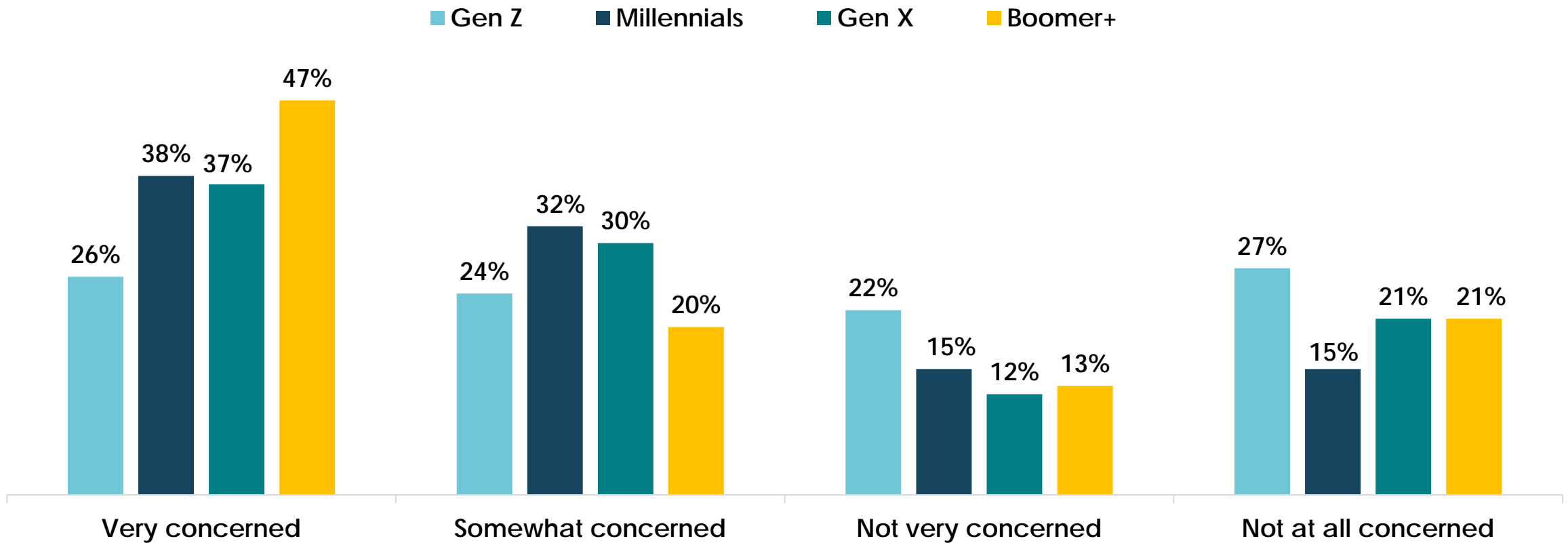


When stay-at-home orders are lifted, how concerned are you about taking your first flight, in terms of you/your loved ones being exposed or exposing others to coronavirus?



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

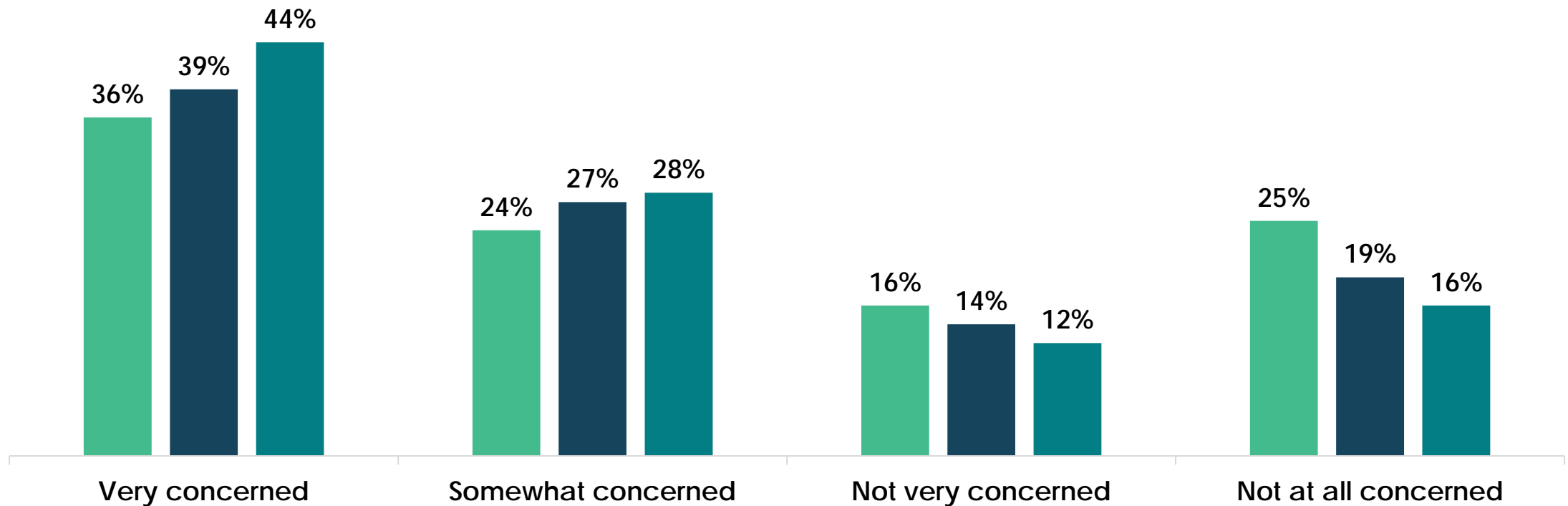
By Age



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

By Income

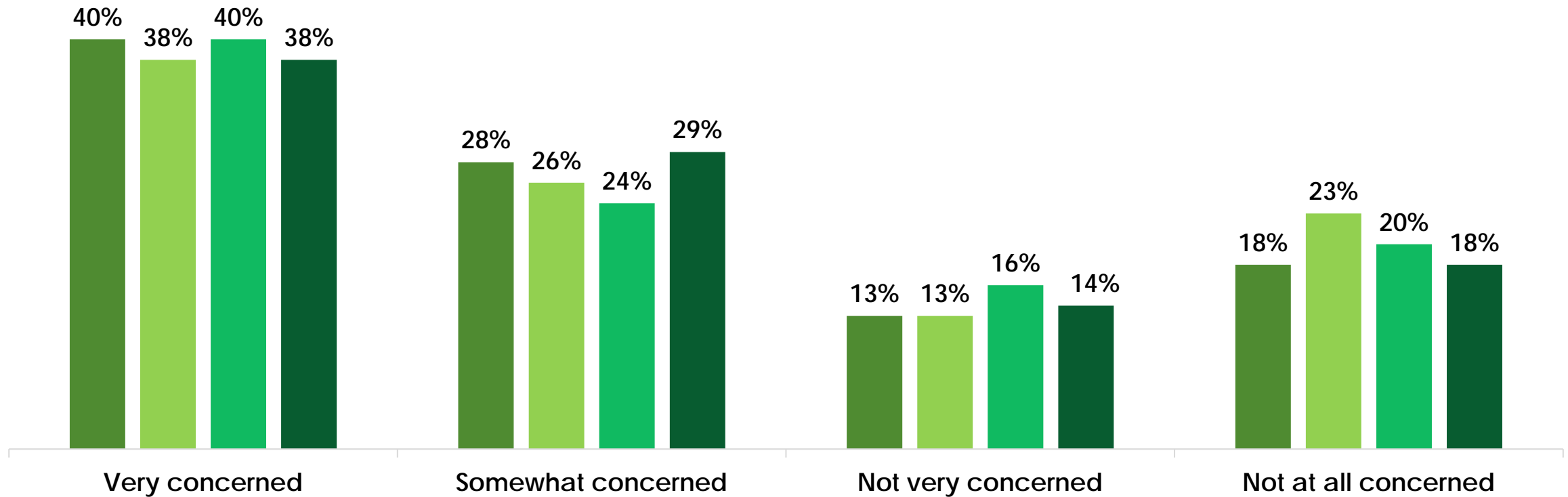
■ Less than \$50K ■ \$50-\$99K ■ \$100K+



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

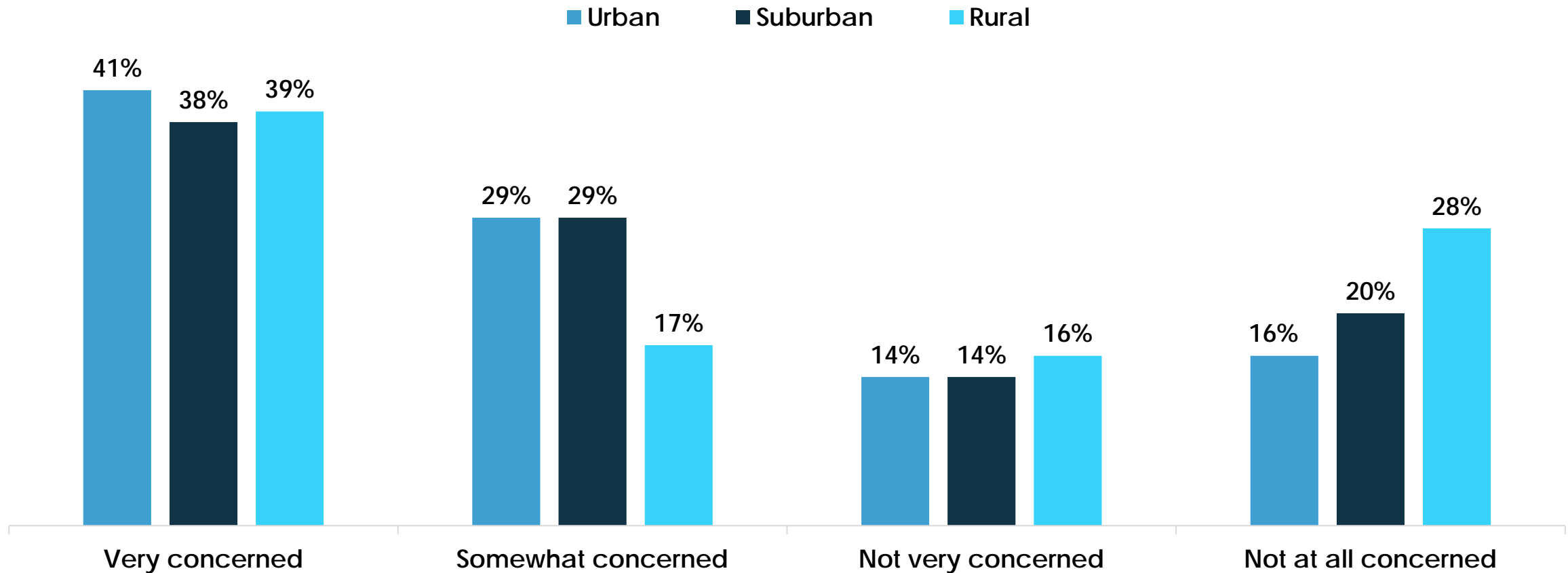
By Region

■ Northeast ■ Midwest ■ South ■ West

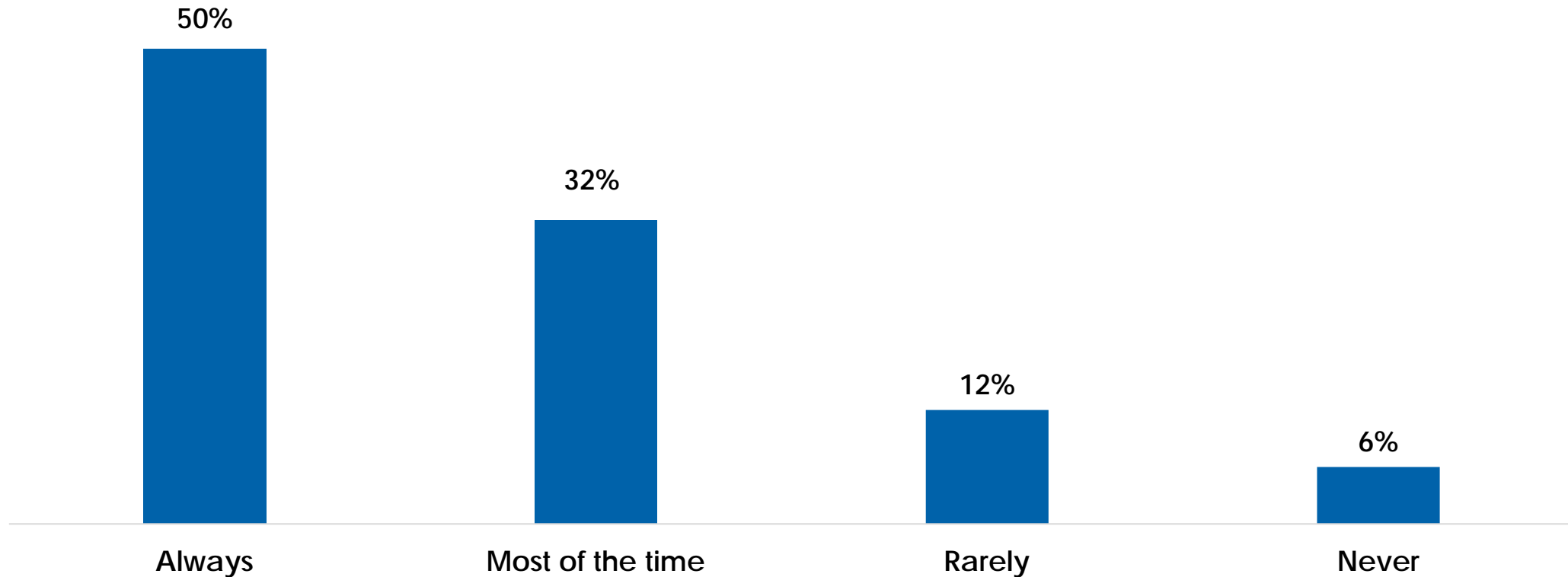


When stay-at-home orders are lifted, how concerned are you about taking your first flight, in terms of you/your loved ones being exposed or exposing others to coronavirus?

By Urbanicity

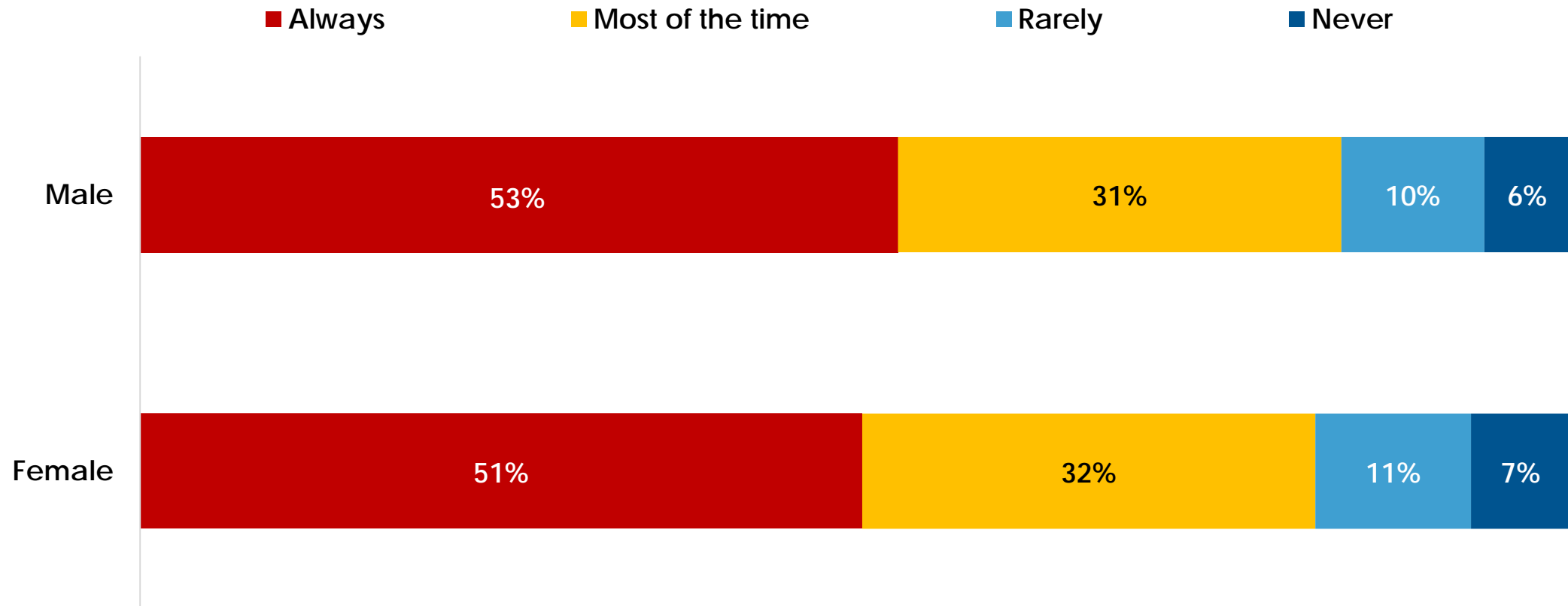


How often are you limiting travel to protect against COVID-19 these days?



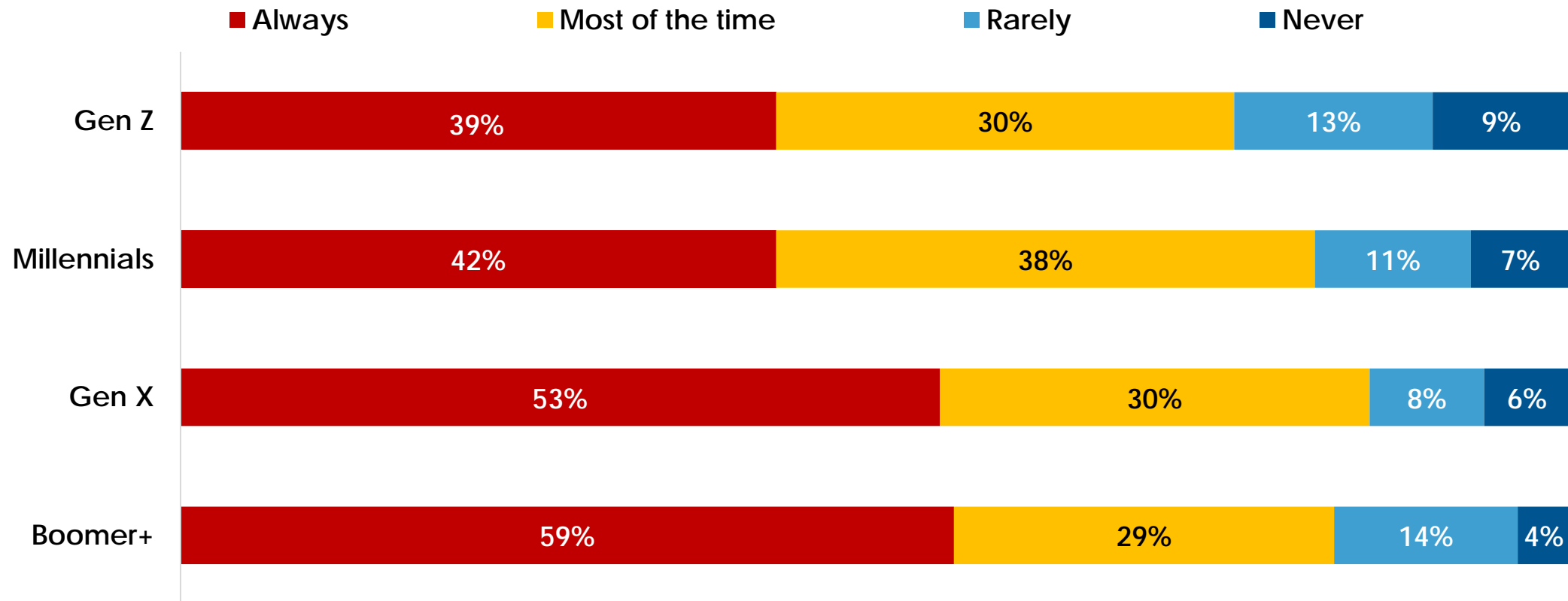
How often are you limiting travel to protect against COVID-19 these days?

By Gender

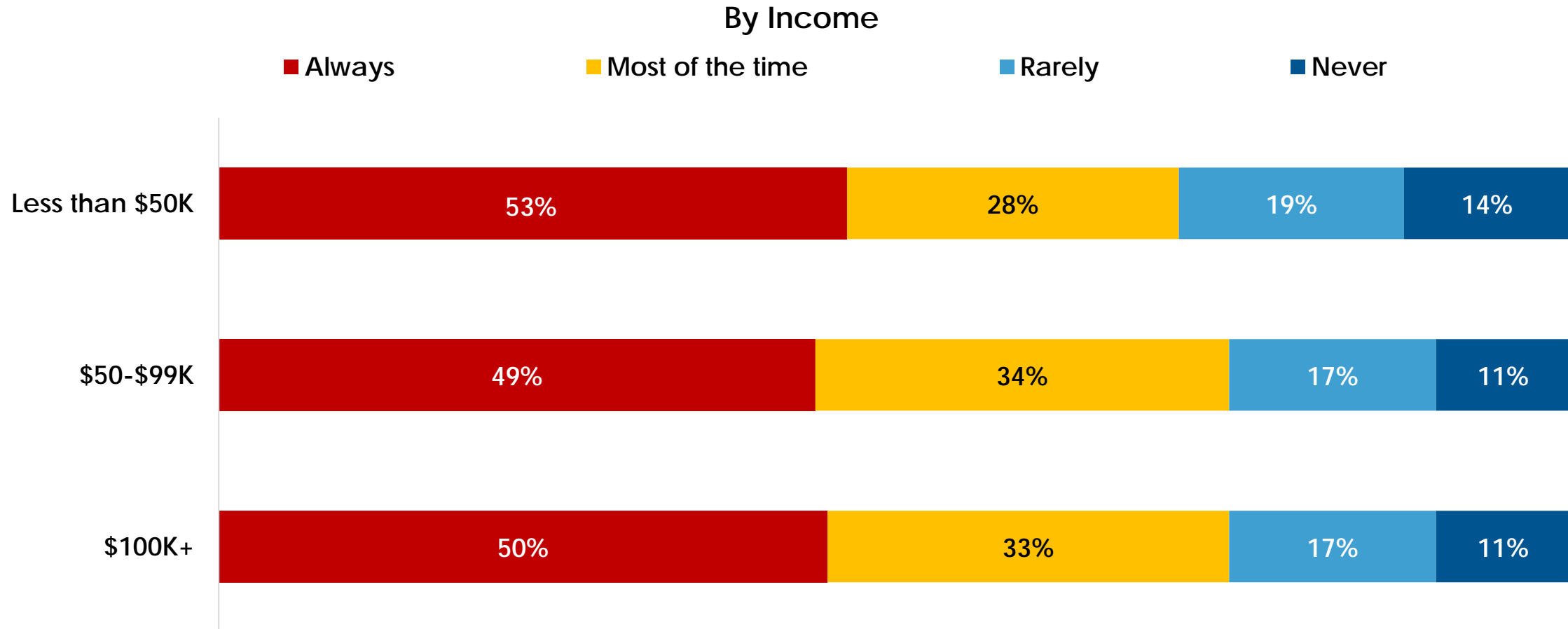


How often are you limiting travel to protect against COVID-19 these days?

By Age

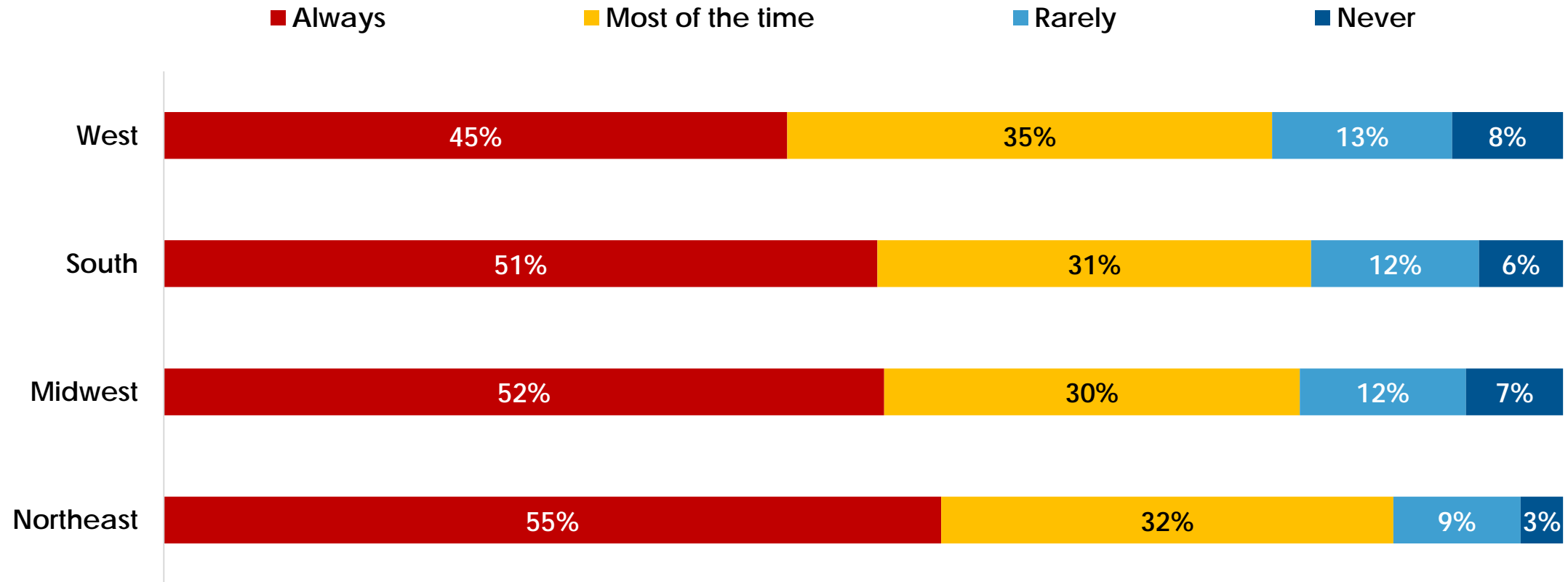


How often are you limiting travel to protect against COVID-19 these days?



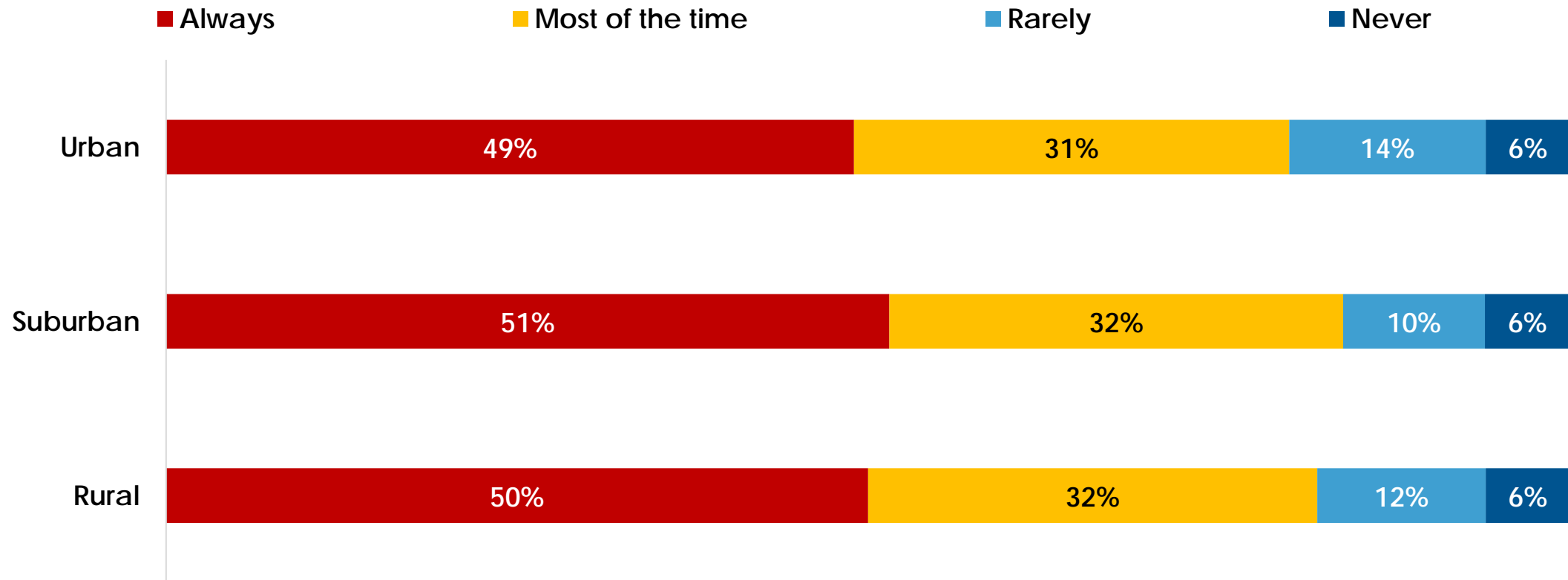
How often are you limiting travel to protect against COVID-19 these days?

By Region

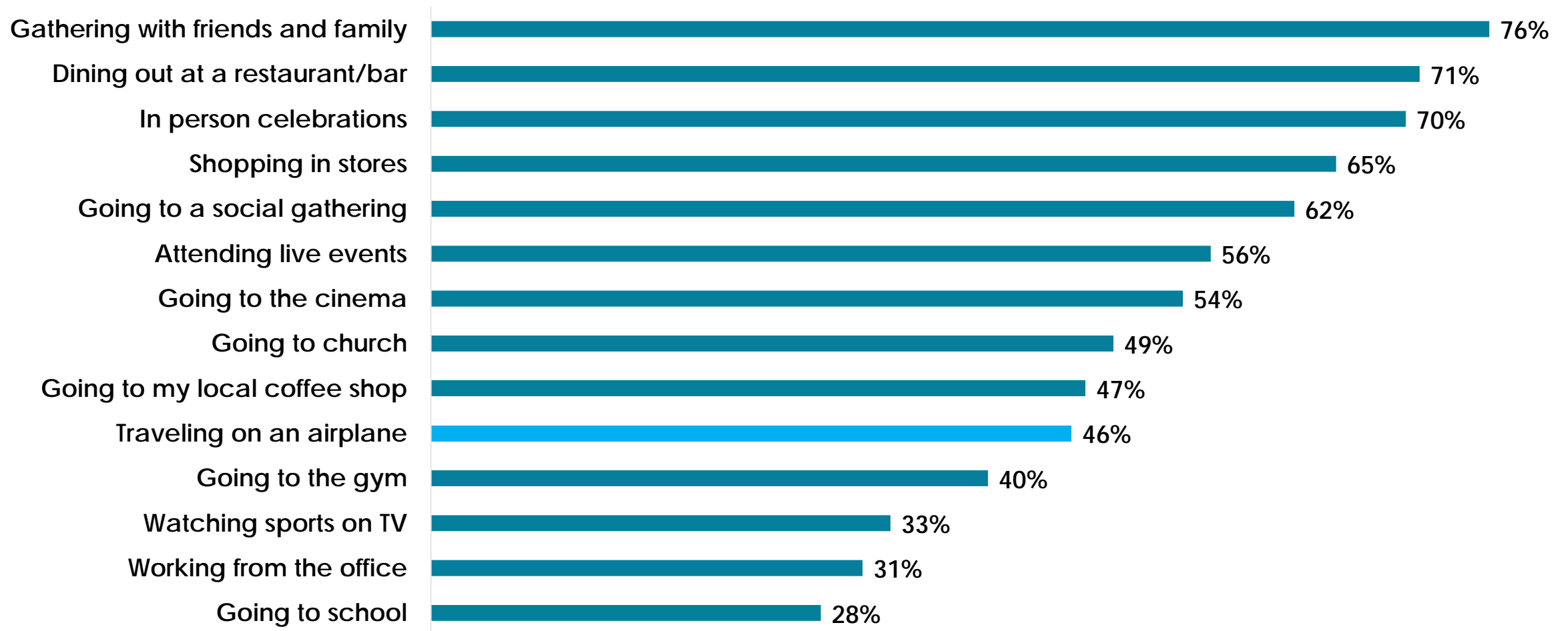


How often are you limiting travel to protect against COVID-19 these days?

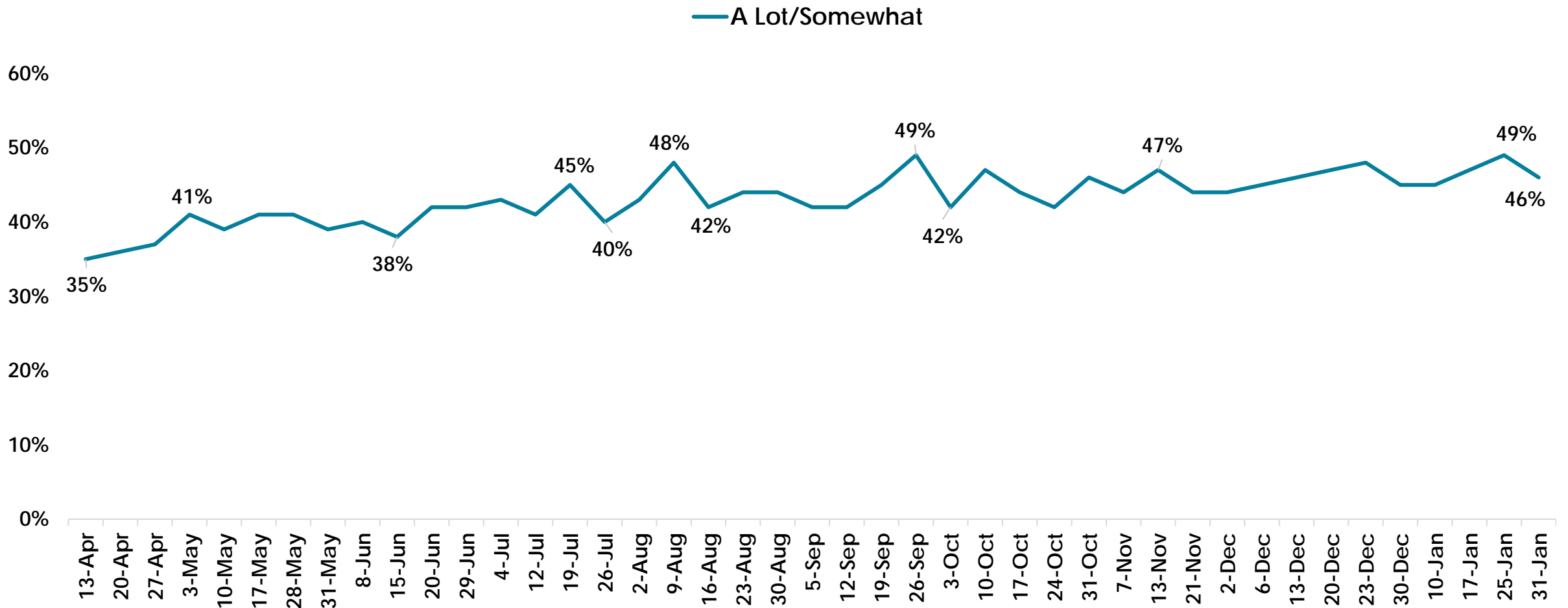
By Urbanicity



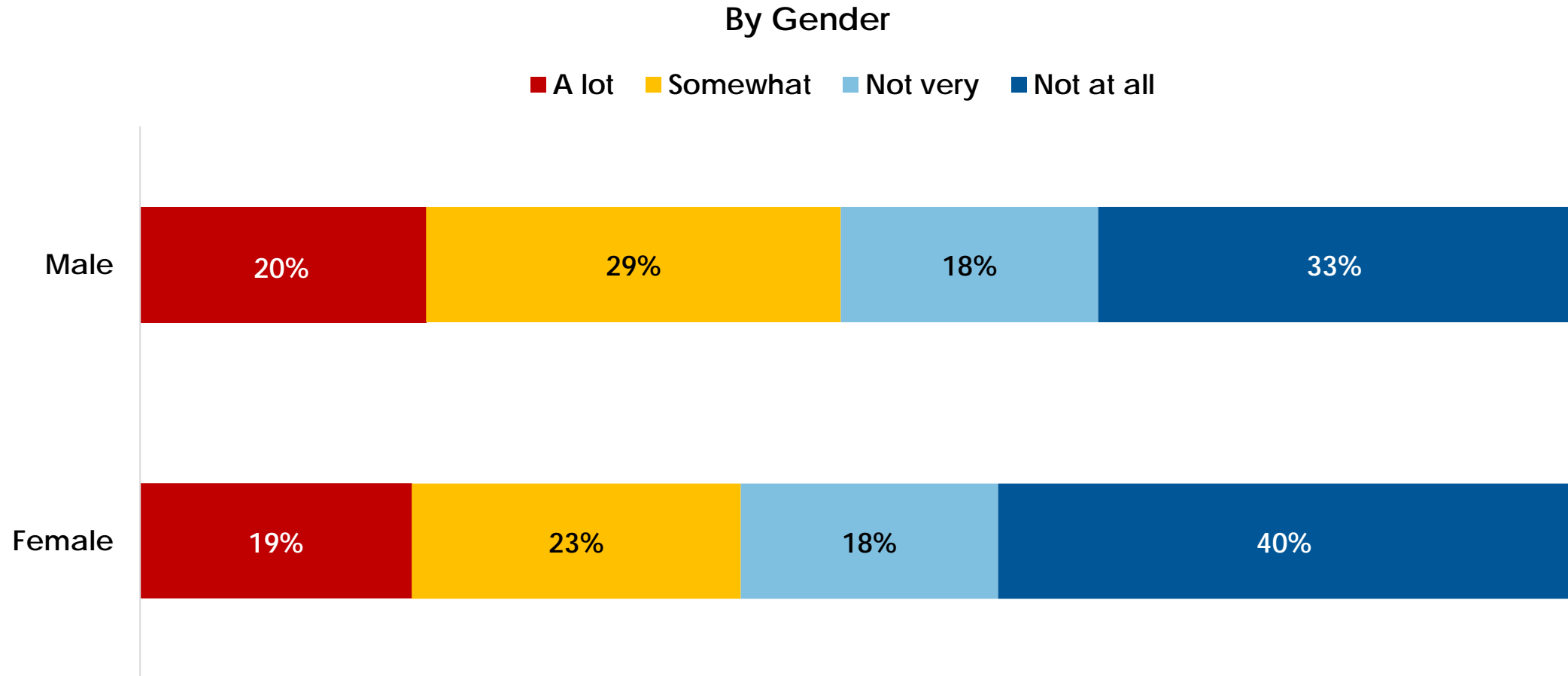
How much would you say you miss the following during this time of virus-related restrictions?



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

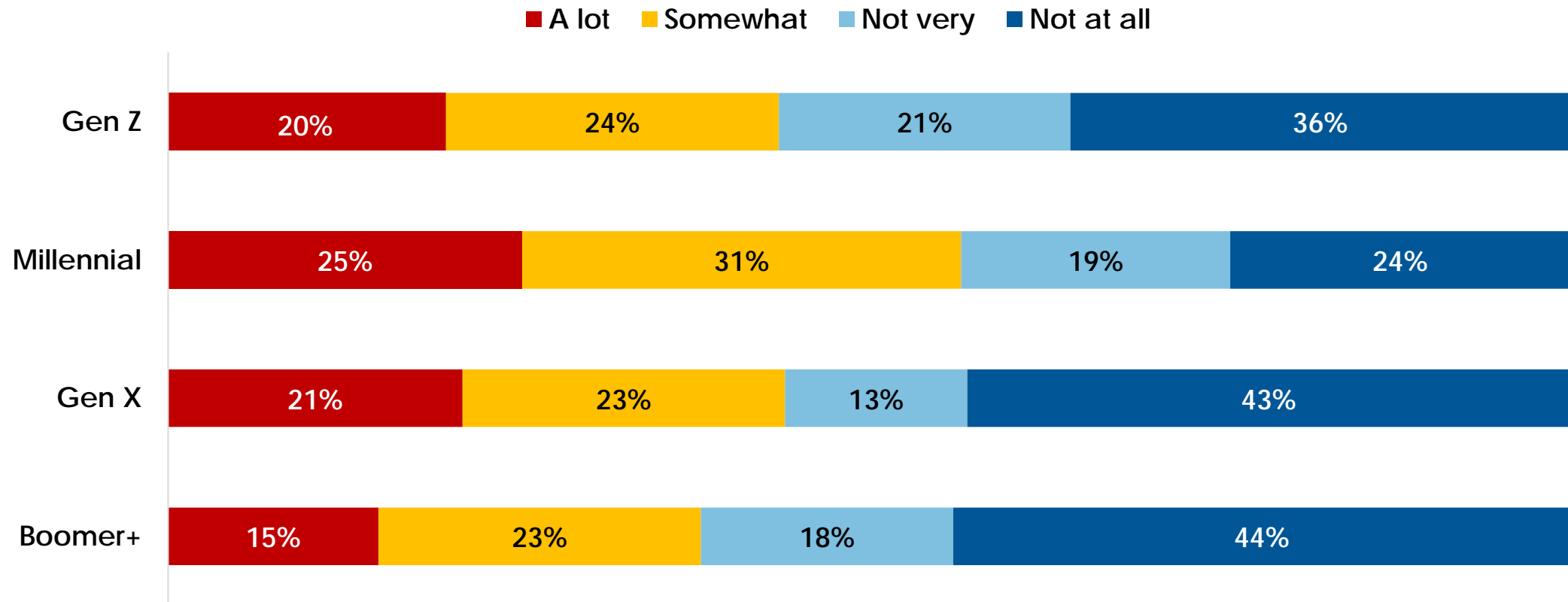


How much would you say you miss traveling on an airplane during this time of virus-related restrictions?

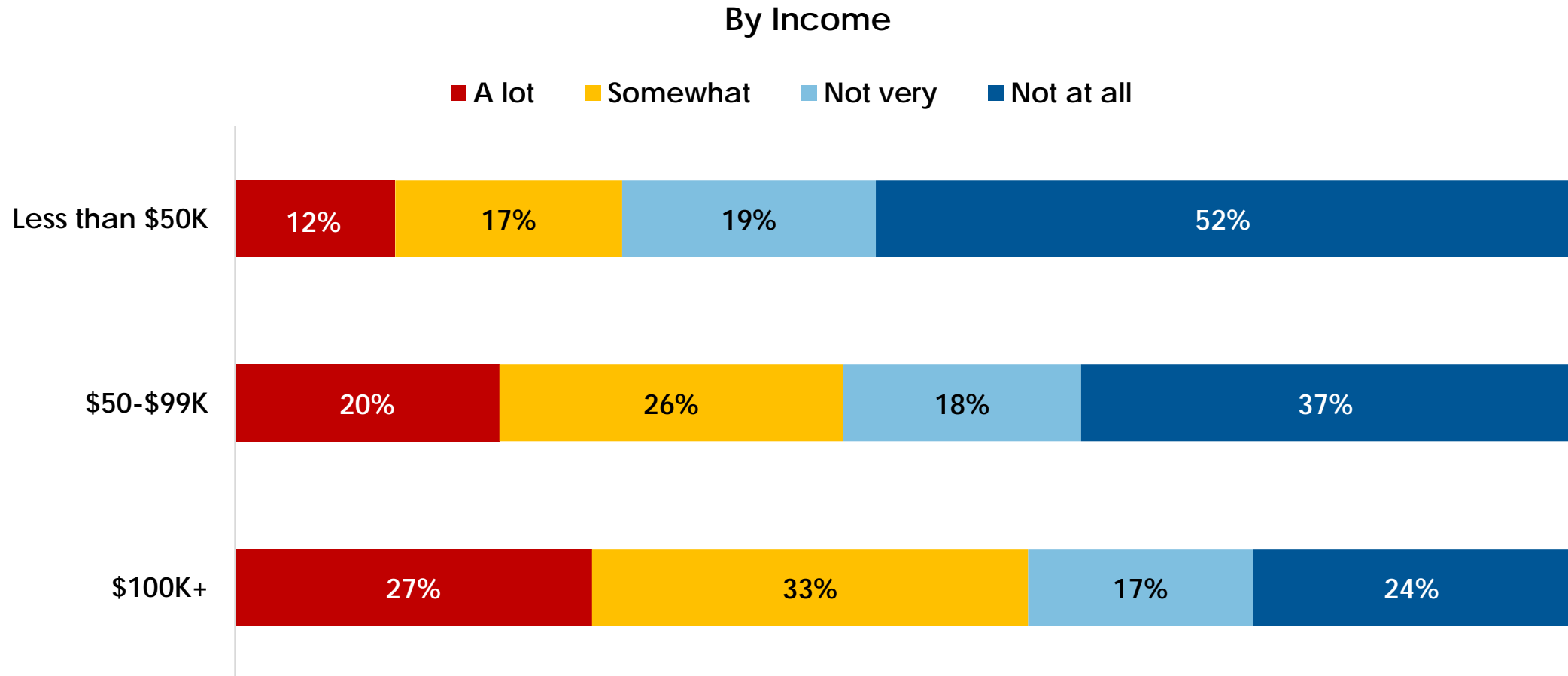


How much would you say you miss traveling on an airplane during this time of virus-related restrictions?

By Age

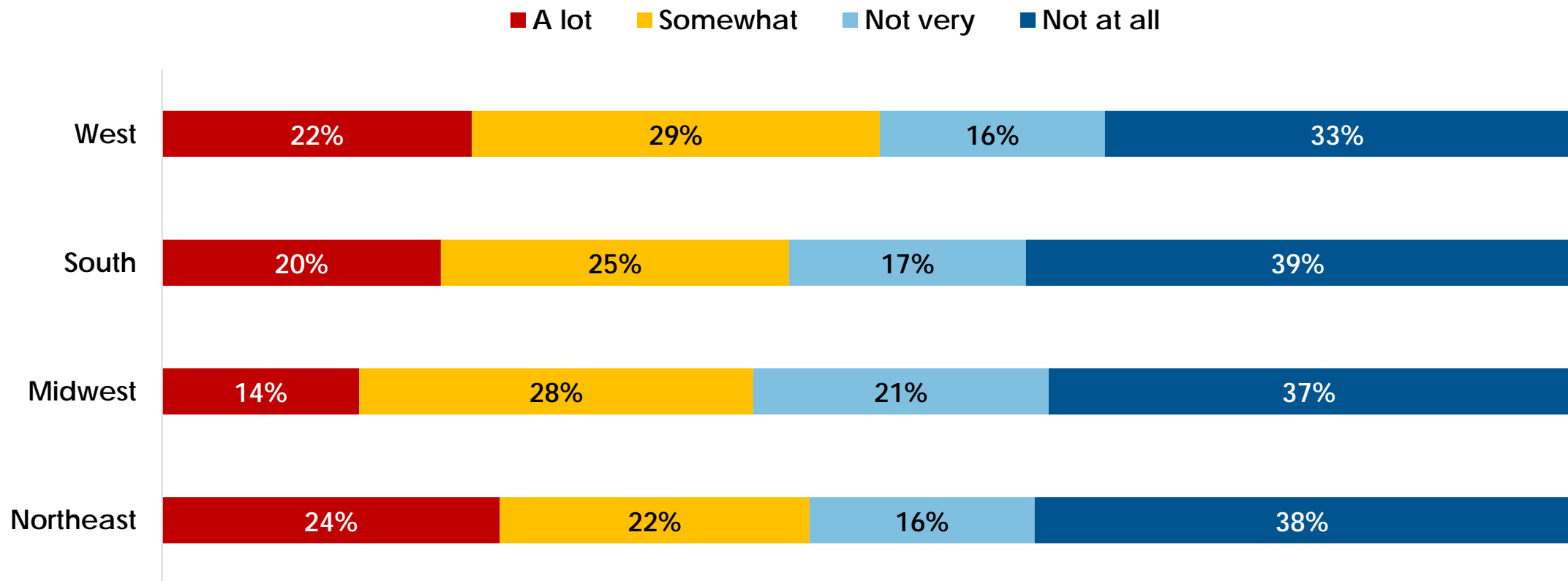


How much would you say you miss traveling on an airplane during this time of virus-related restrictions?



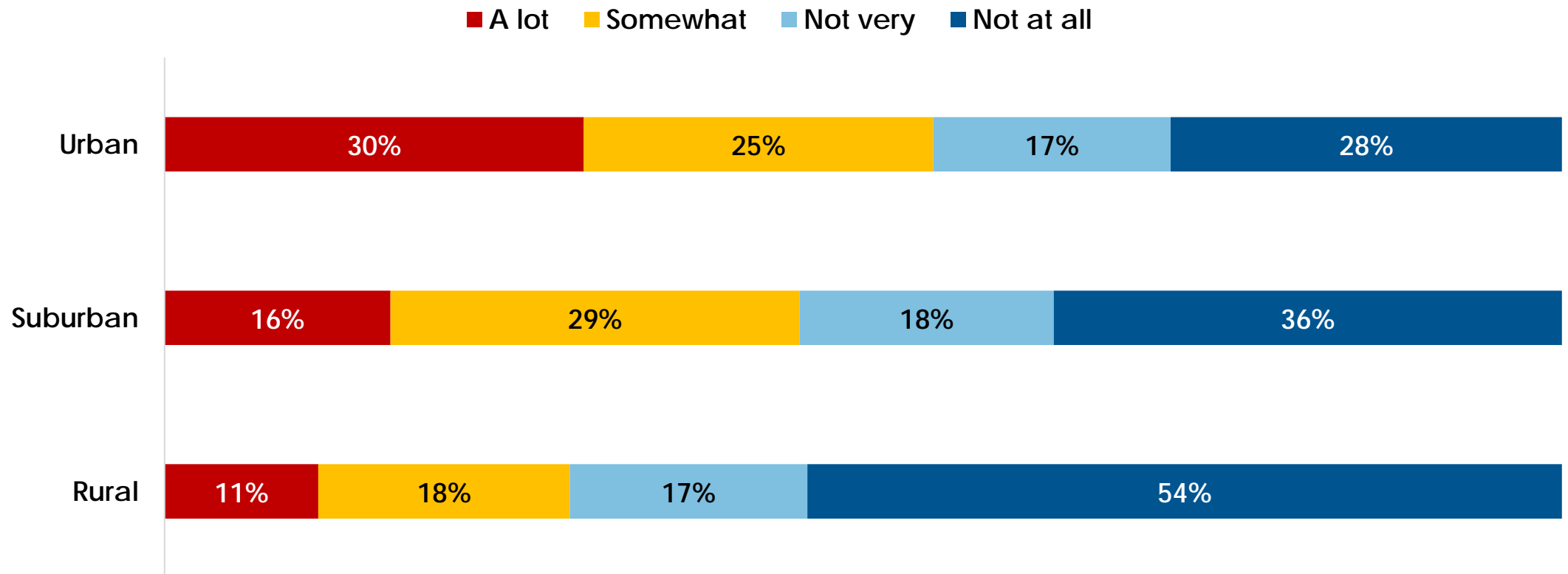
How much would you say you miss traveling on an airplane during this time of virus-related restrictions?

By Region

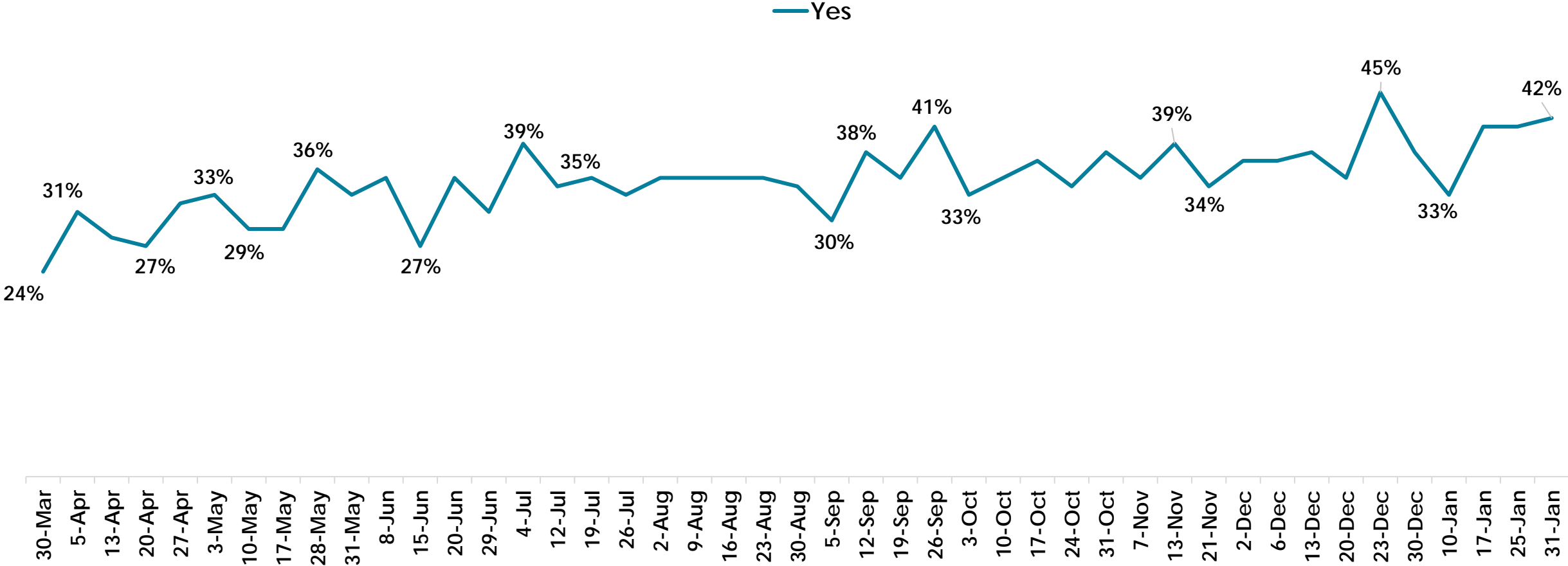


How much would you say you miss traveling on an airplane during this time of virus-related restrictions?

By Urbanicity



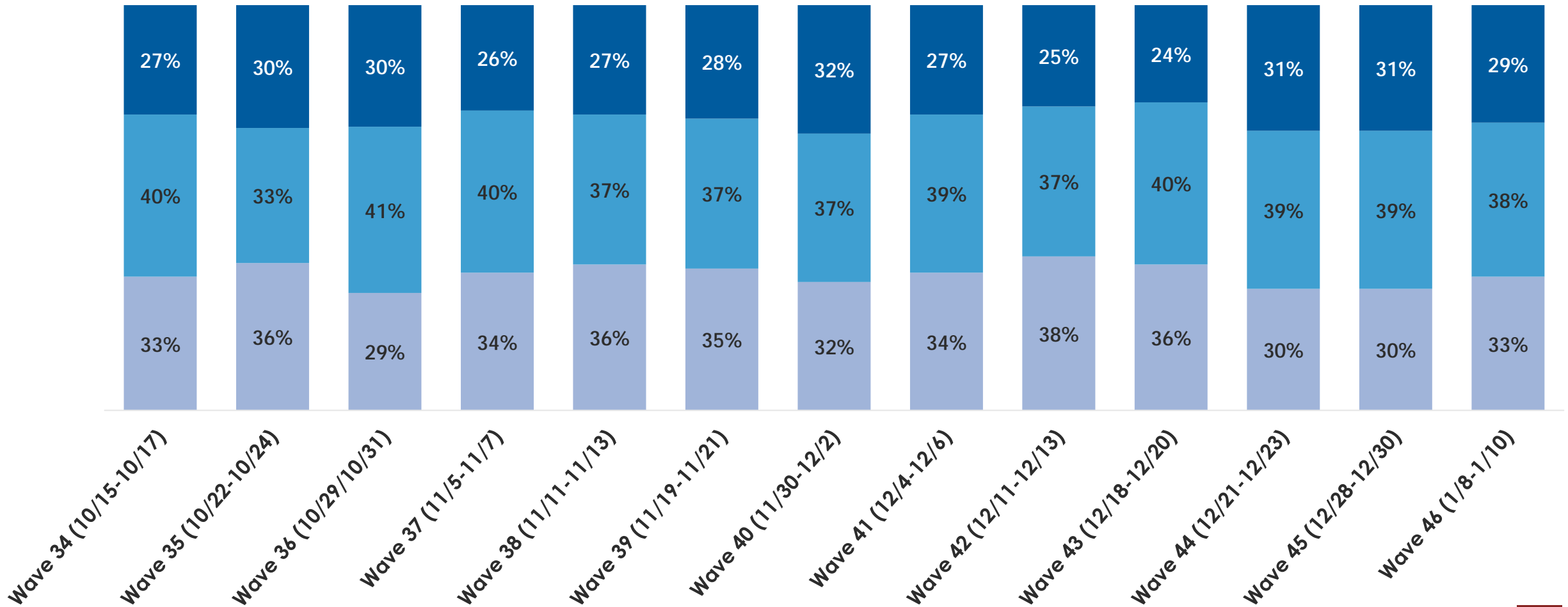
Are you planning to go on vacation/travel once things return to normal and businesses re-open?



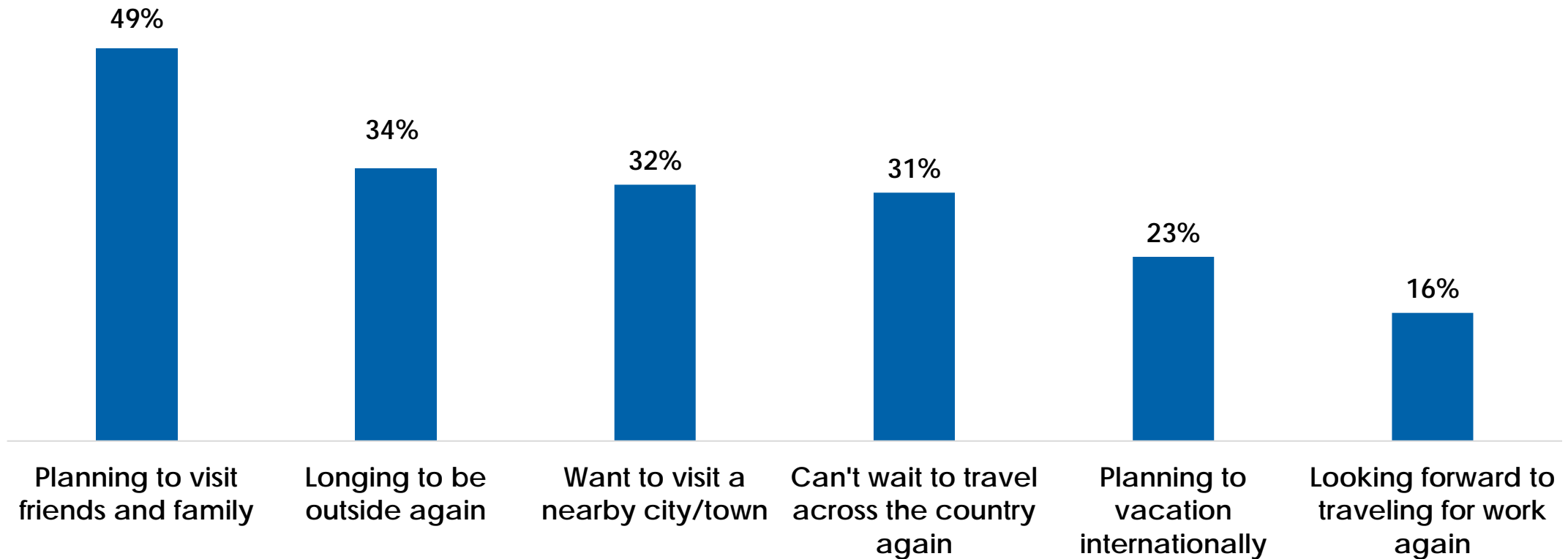
Source: HVCB analysis of Harris Poll COVID-19 Tracker

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

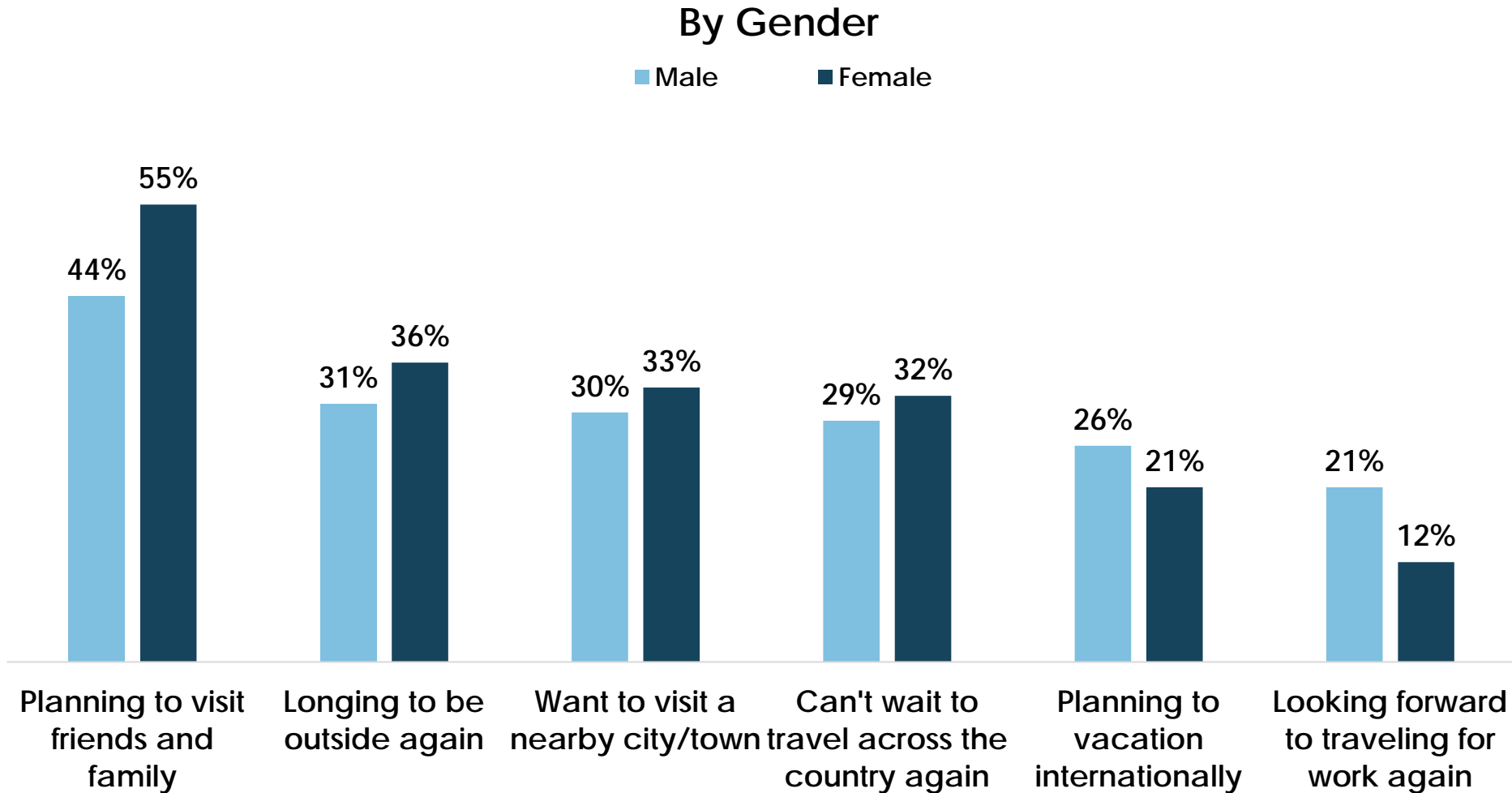
■ Mostly the same
 ■ Somewhat different
 ■ Very different



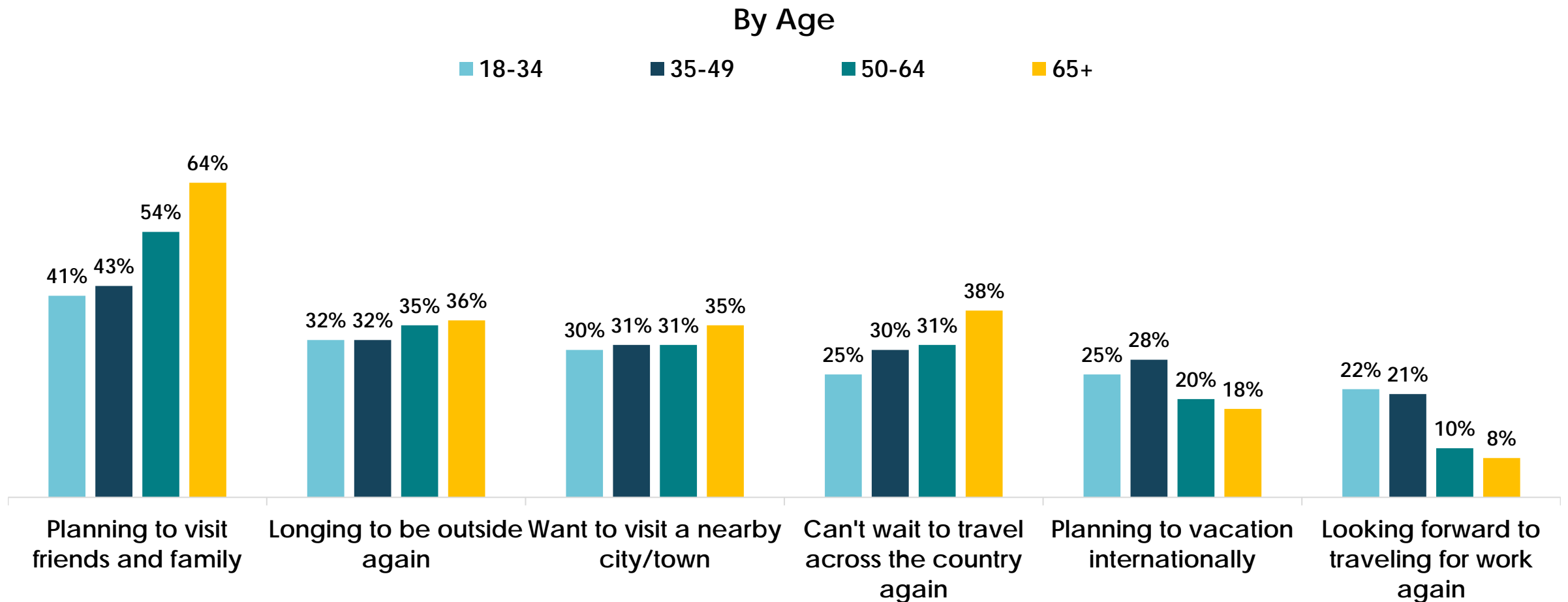
After the pandemic is over and things return to normal, which statement best describes your mindset?



After the pandemic is over and things return to normal, which statement best describes your mindset?



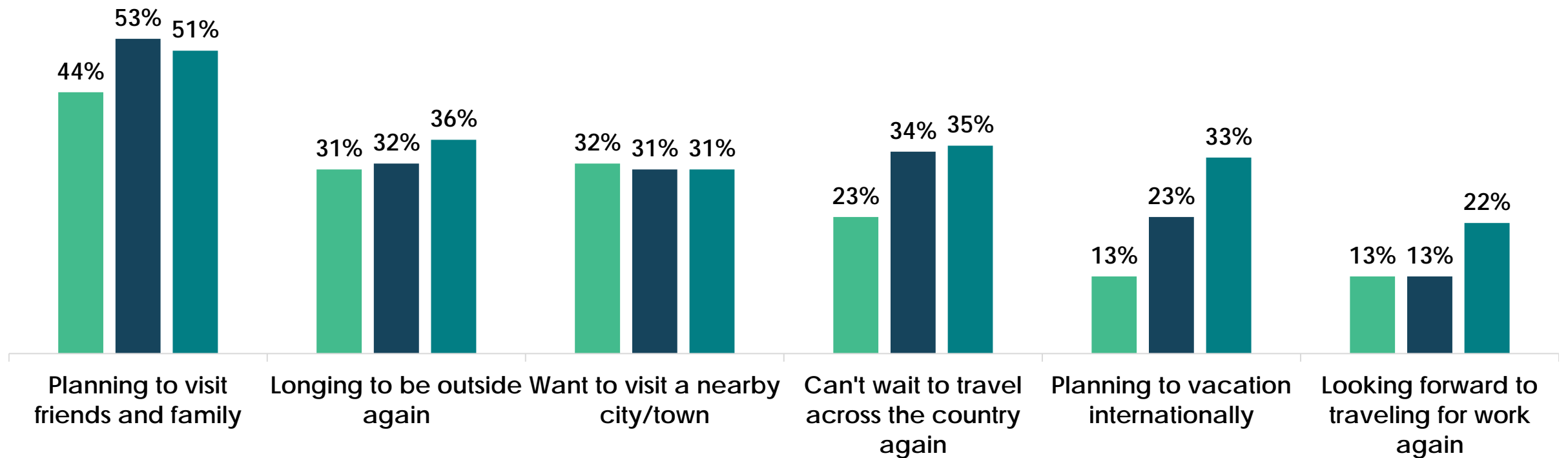
After the pandemic is over and things return to normal, which statement best describes your mindset?



After the pandemic is over and things return to normal, which statement best describes your mindset?

By Income

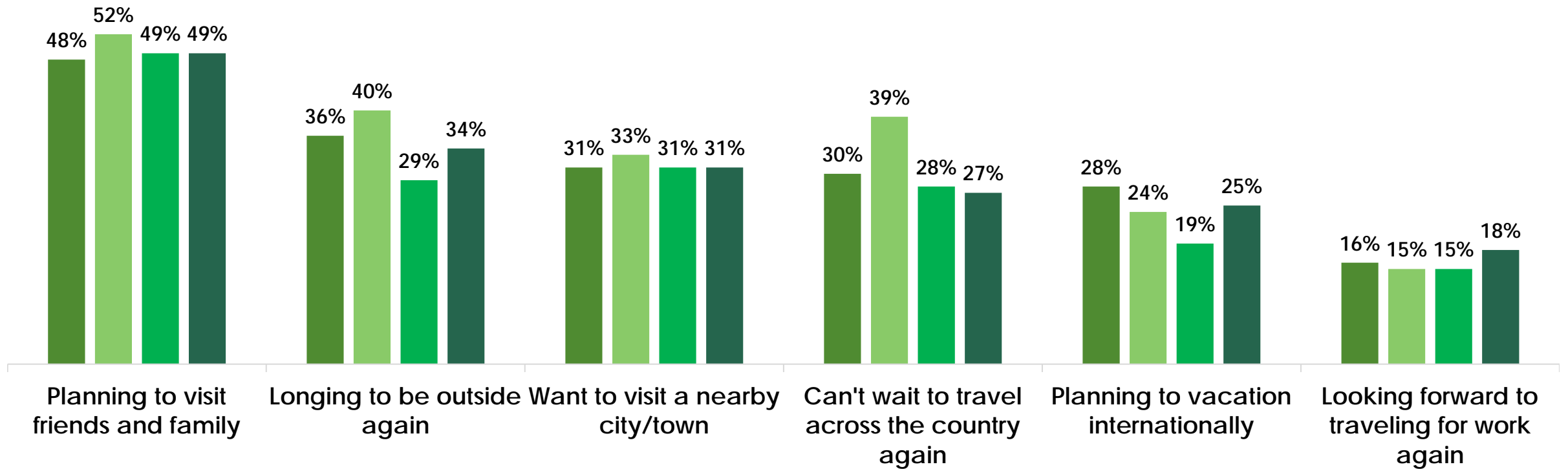
■ Less than \$50K ■ \$50-\$99K ■ \$100K+



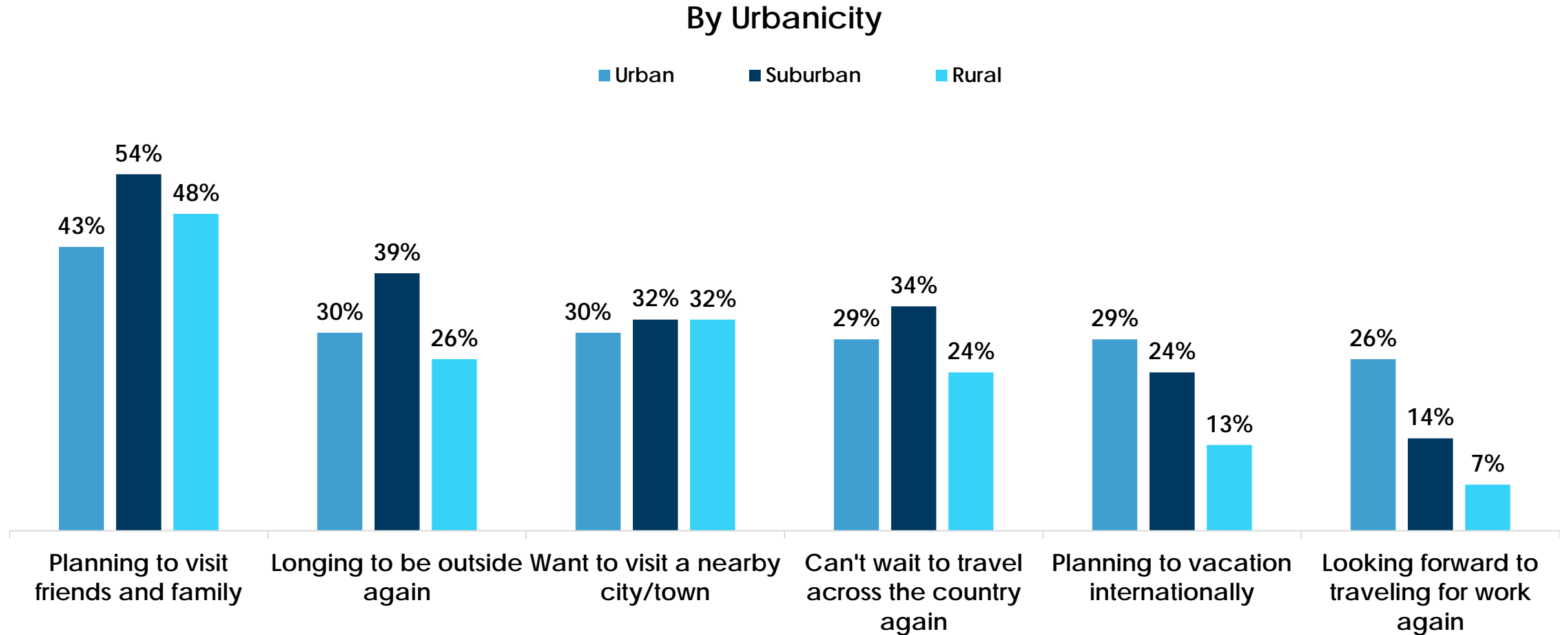
After the pandemic is over and things return to normal, which statement best describes your mindset?

By Region

■ Northeast ■ Midwest ■ South ■ West



After the pandemic is over and things return to normal, which statement best describes your mindset?



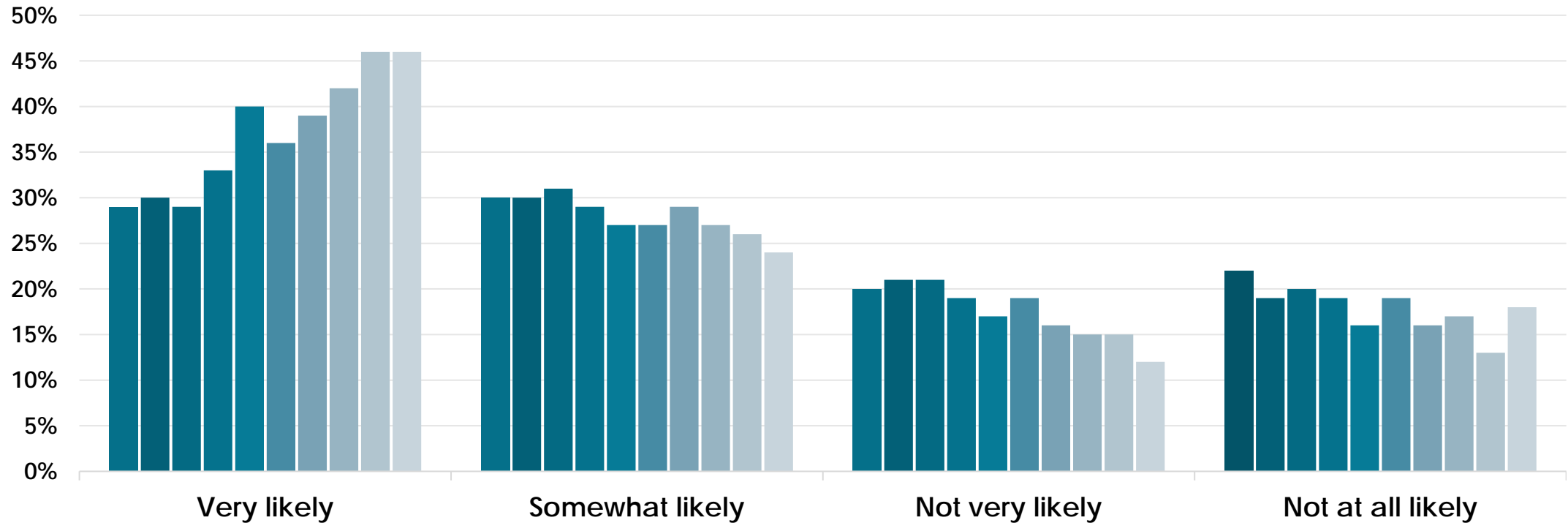


Impact of a Vaccine & Testing



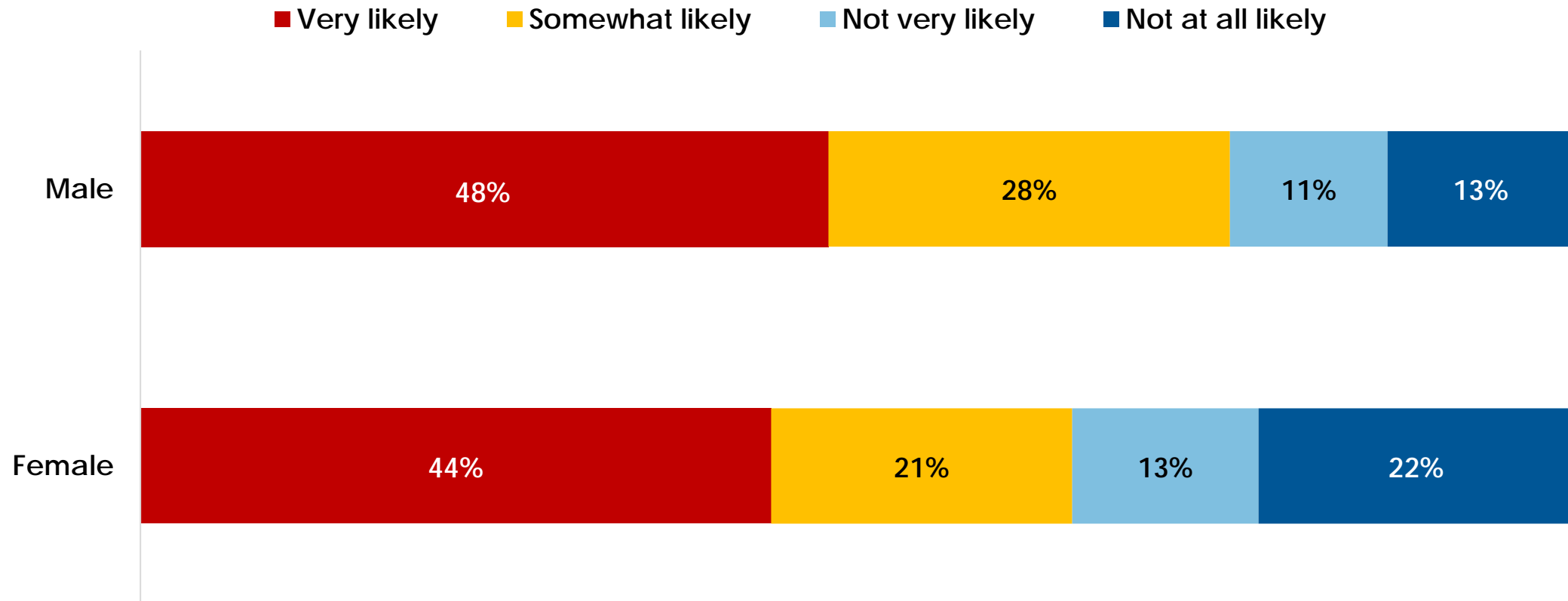
How likely are you to get a COVID-19 vaccine as soon as it becomes available?

■ Wave 40 (11/30-12/2)
■ Wave 41 (12/4-12/6)
■ Wave 42 (12/11-12/13)
■ Wave 43 (12/18-12/20)
■ Wave 44 (12/21-12/23)
■ Wave 45 (12/28-12/30)
■ Wave 46 (1/8-1/10)
■ Wave 47 (1/15-1/17)
■ Wave 48 (1/22-1/25)
■ Wave 49 (1/29-1/31)

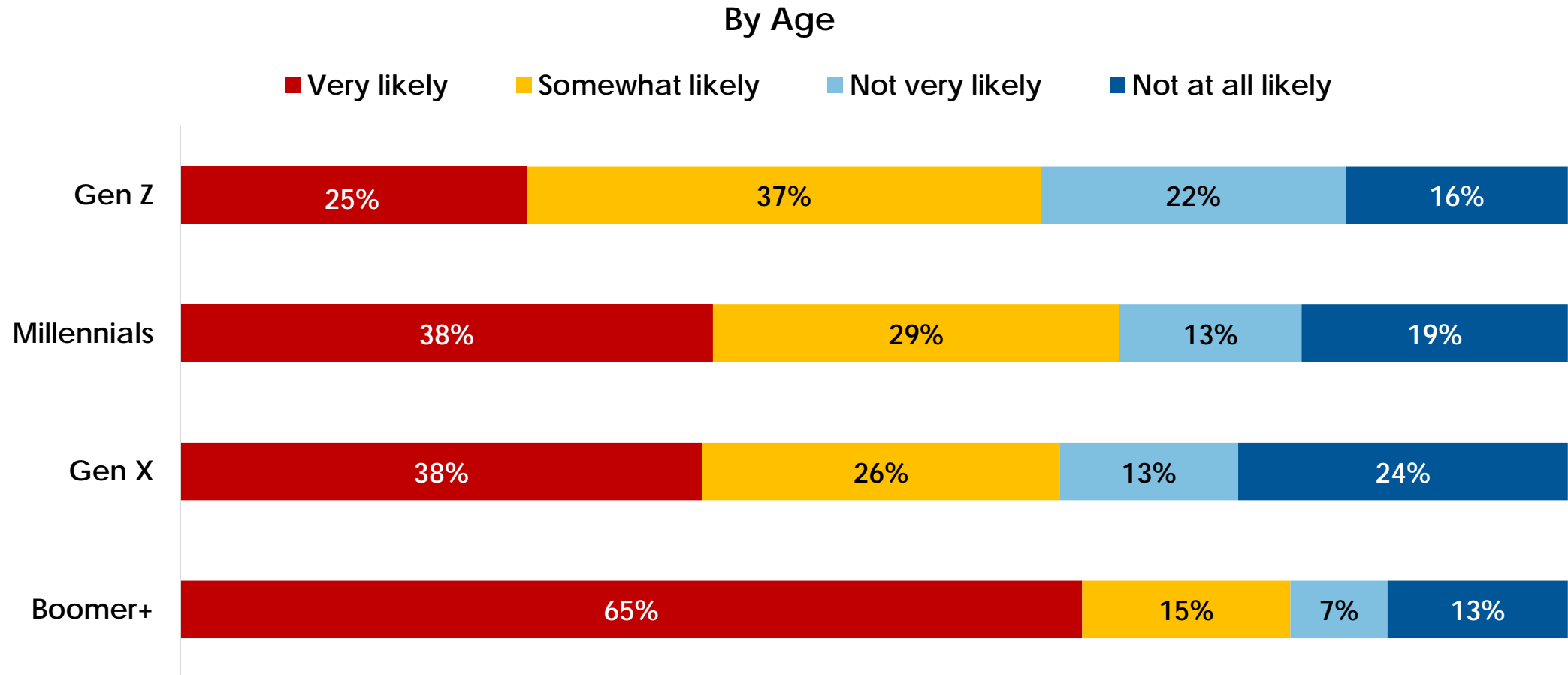


How likely are you to get a COVID-19 vaccine as soon as it becomes available?

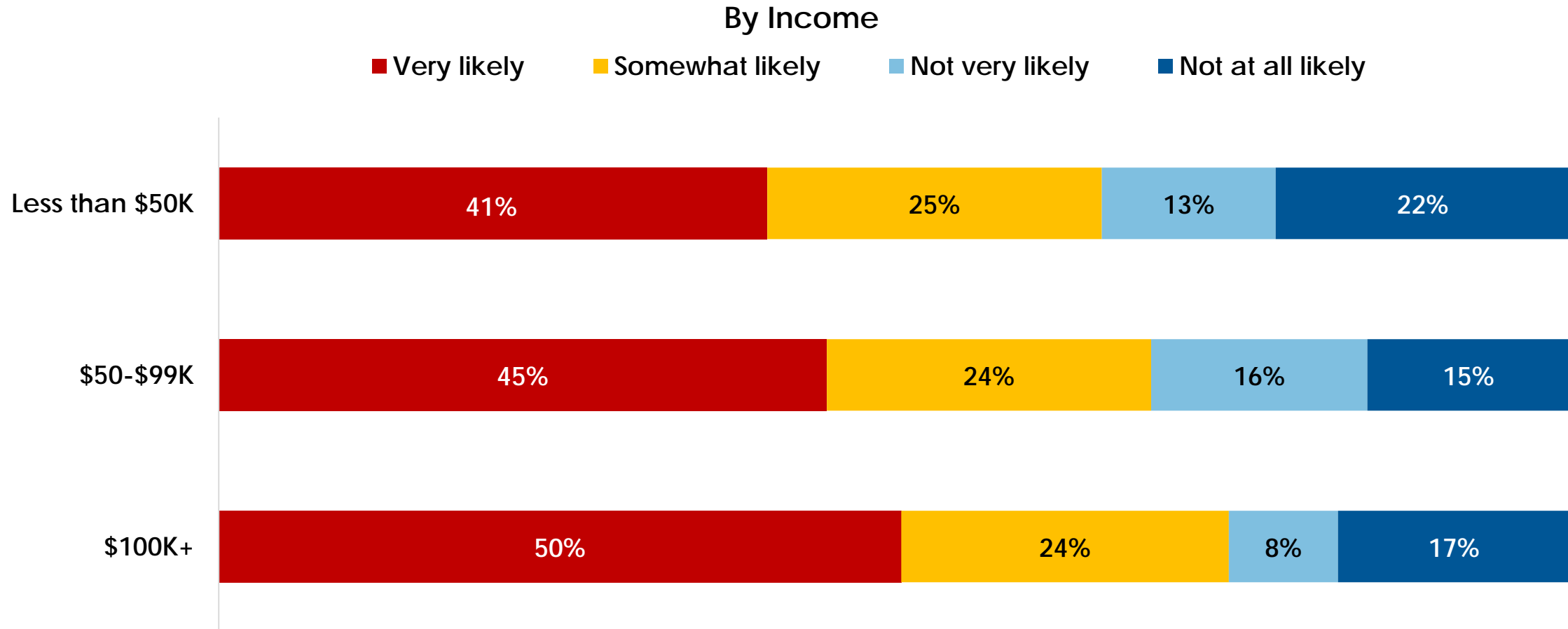
By Gender



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



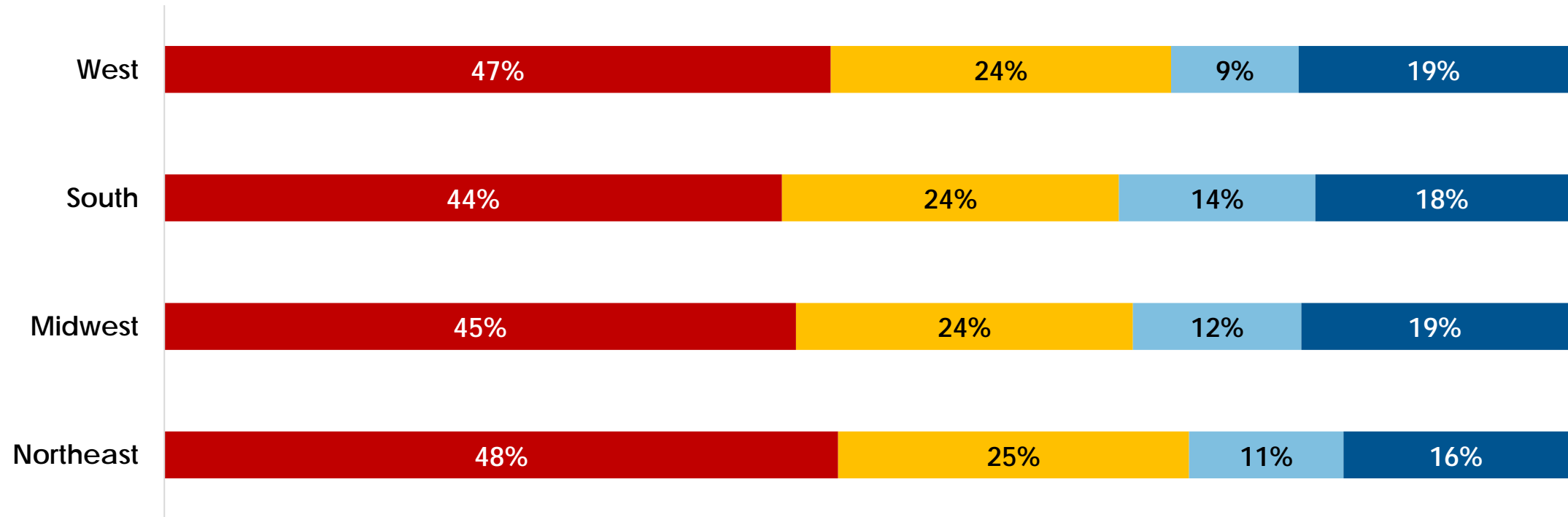
How likely are you to get a COVID-19 vaccine as soon as it becomes available?



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

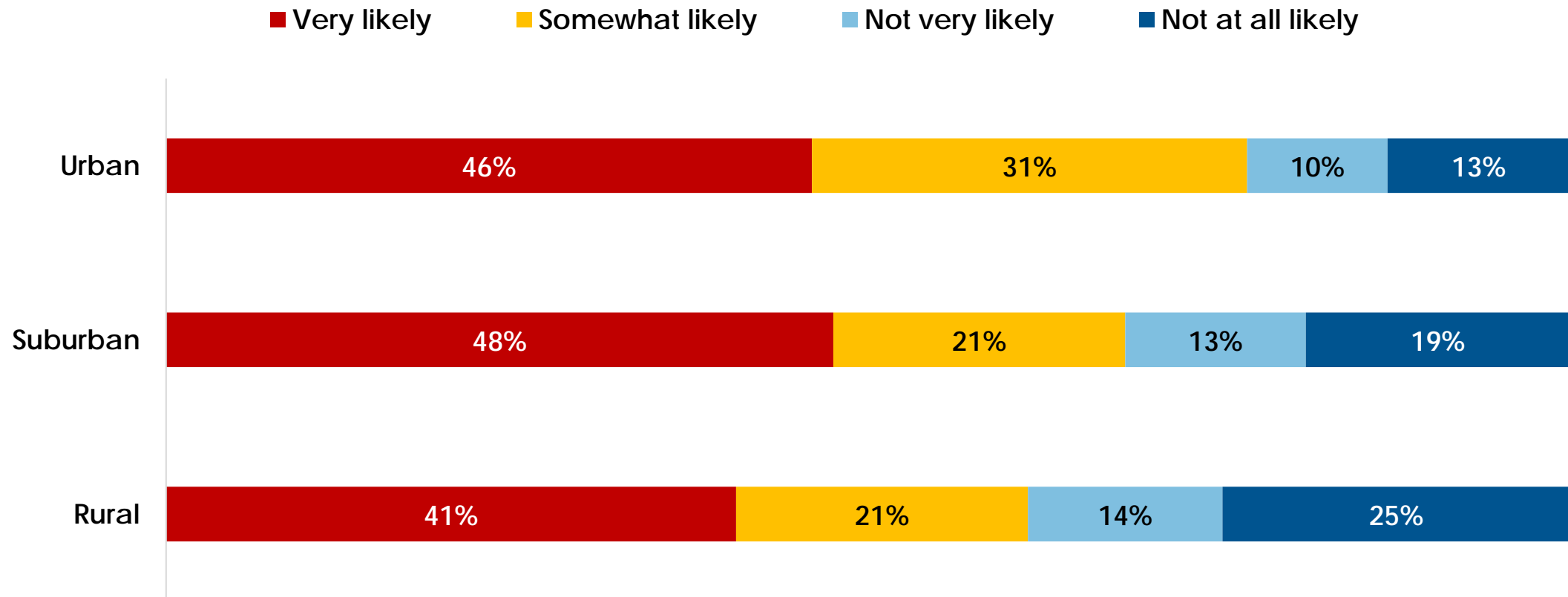
By Region

Very likely Somewhat likely Not very likely Not at all likely

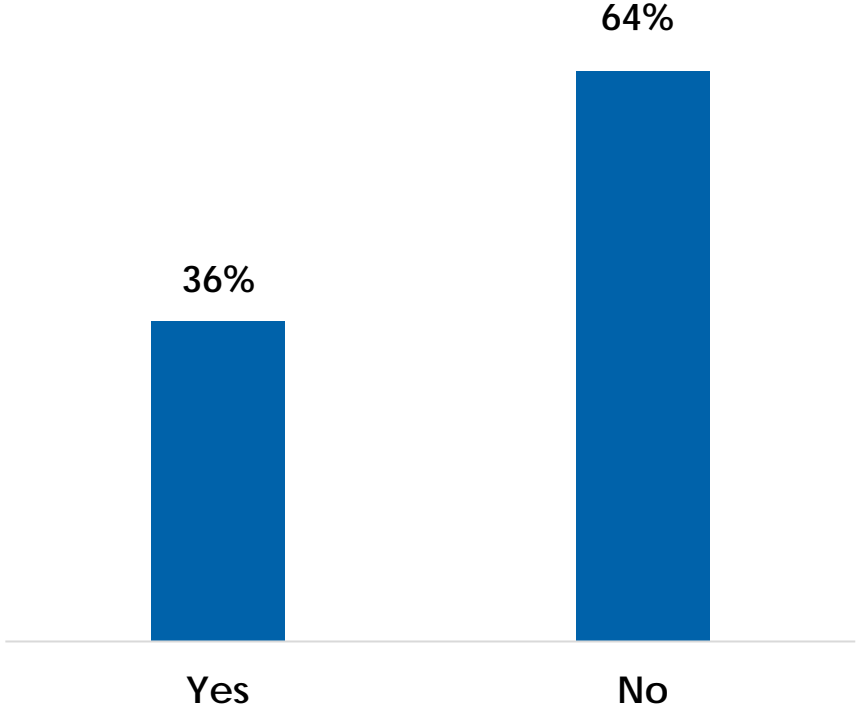


How likely are you to get a COVID-19 vaccine as soon as it becomes available?

By Urbanicity



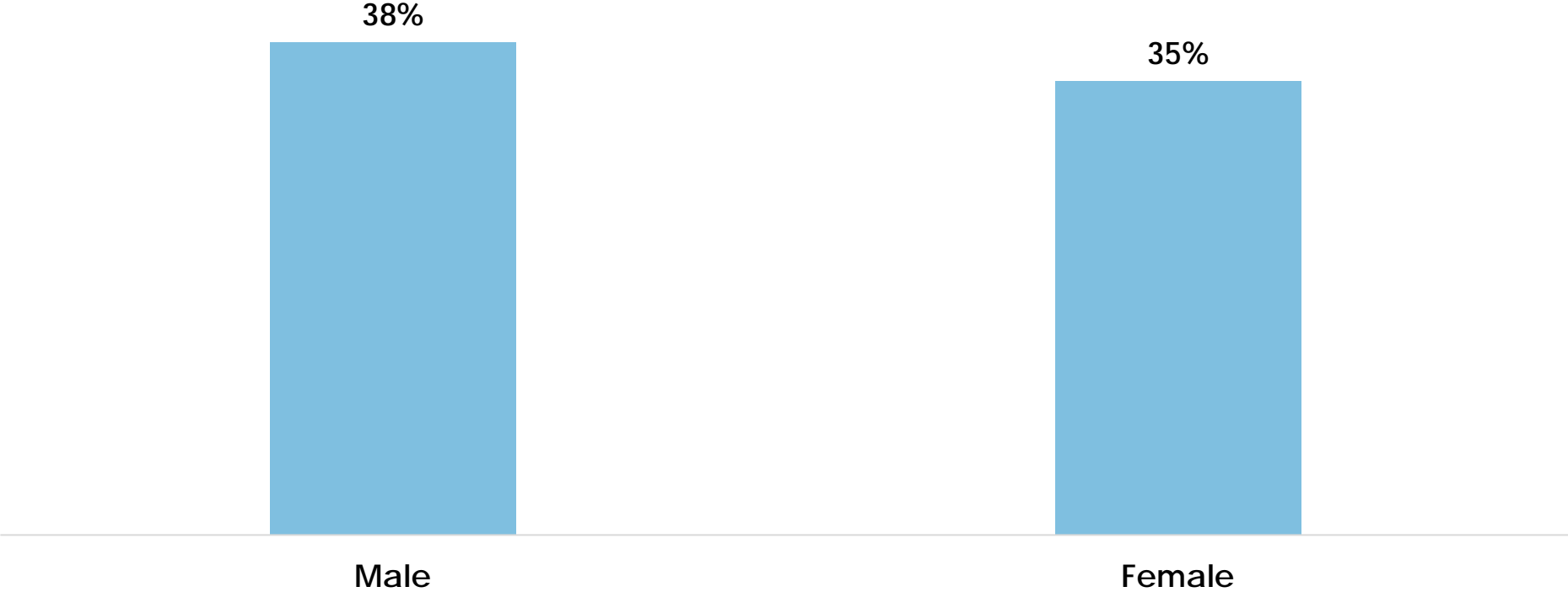
If proof of vaccination were required to do so, would you be willing to receive a COVID-19 vaccine in order to stay in a hotel?



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

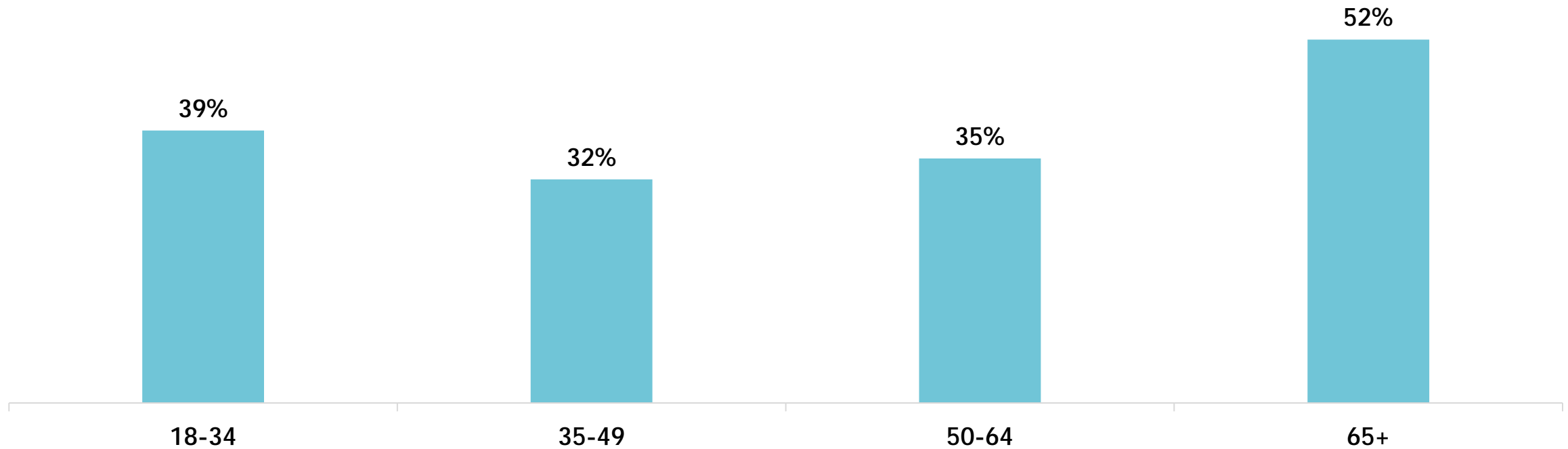
By Gender



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

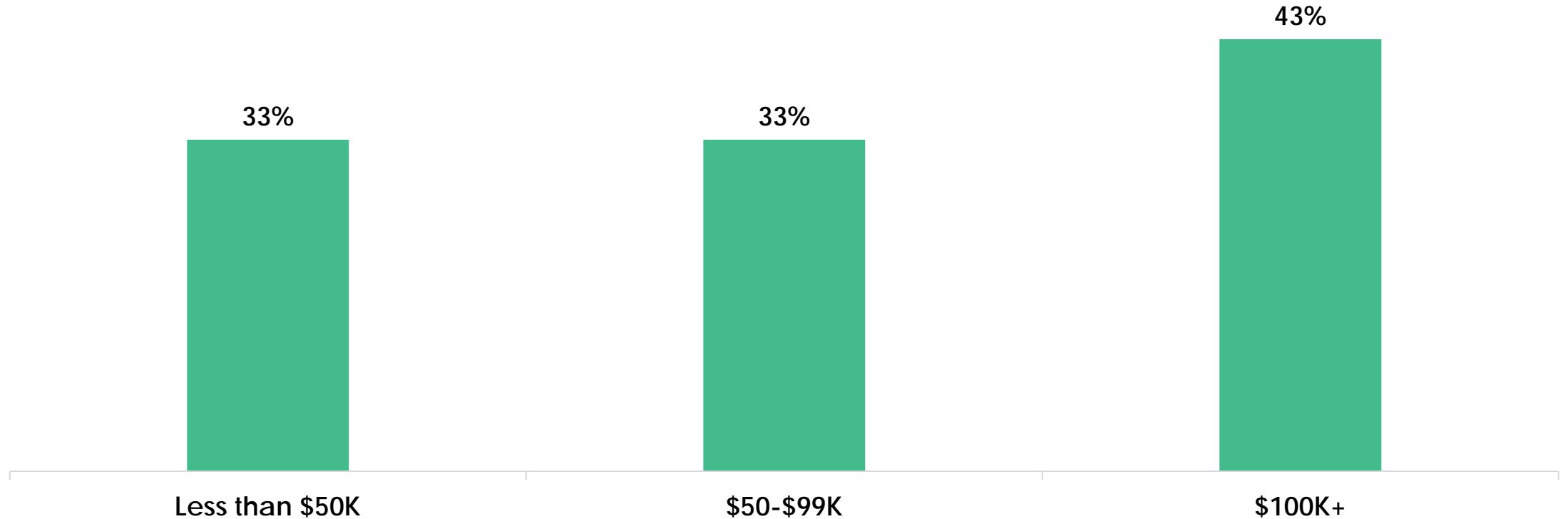
If proof of vaccination were required to do so, would you be willing to receive a COVID-19 vaccine in order to stay in a hotel?

By Age



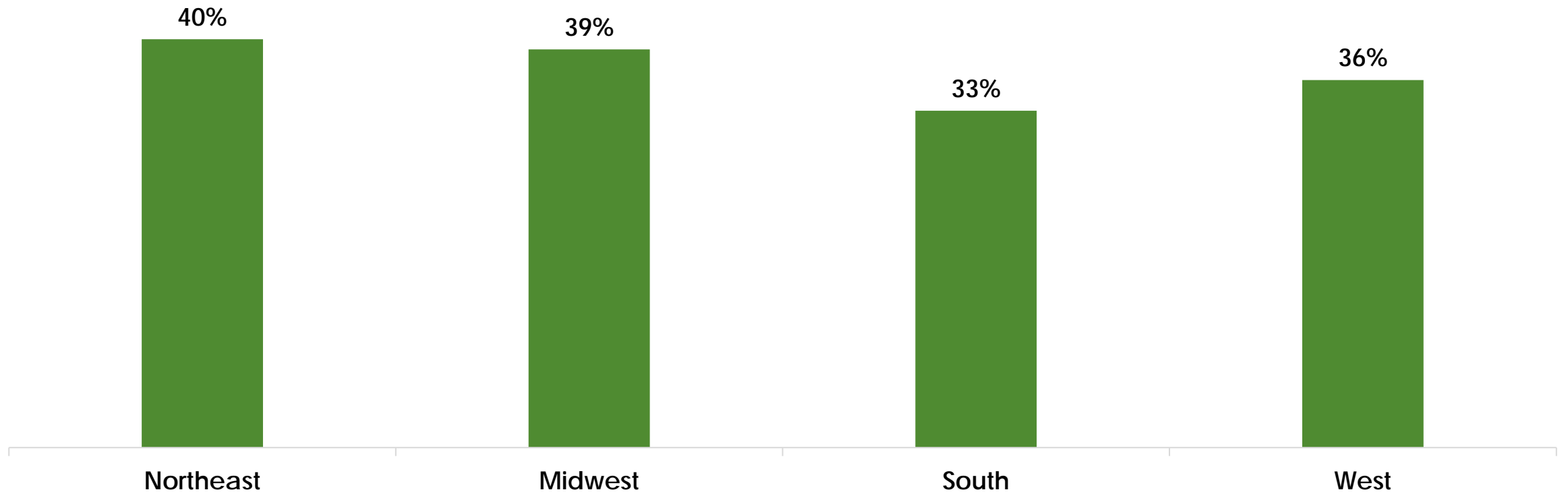
If proof of vaccination were required to do so, would you be willing to receive a COVID-19 vaccine in order to stay in a hotel?

By Income



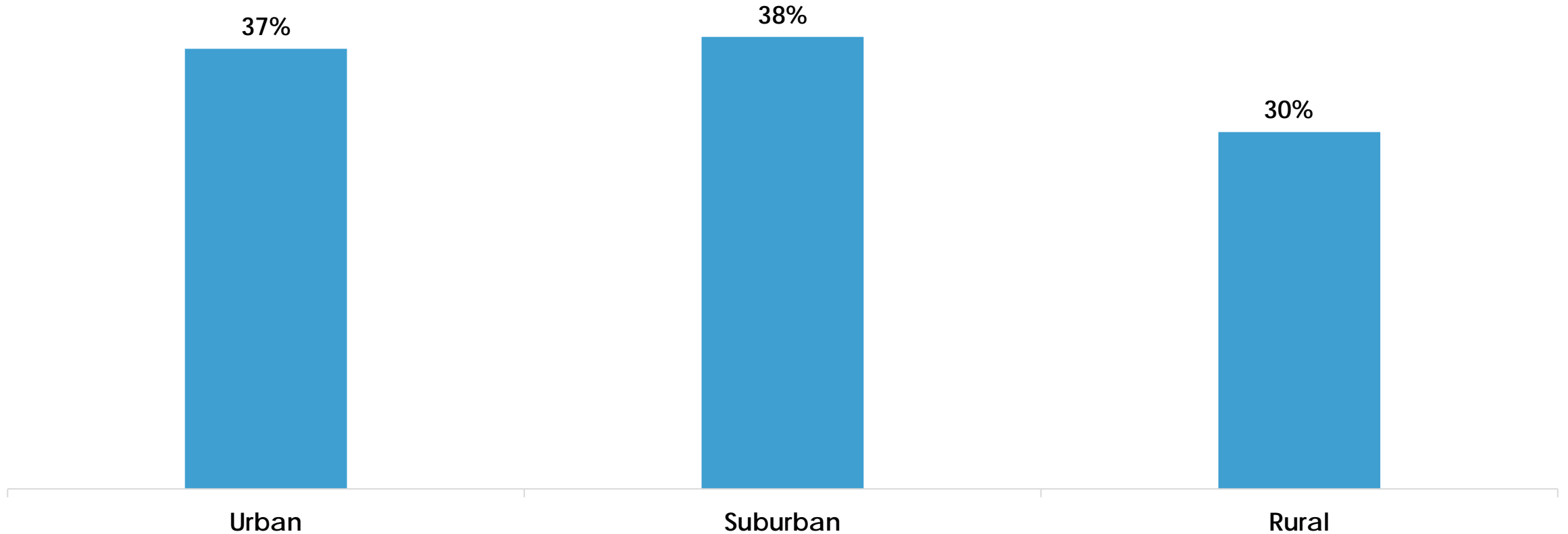
If proof of vaccination were required to do so, would you be willing to receive a COVID-19 vaccine in order to stay in a hotel?

By Region

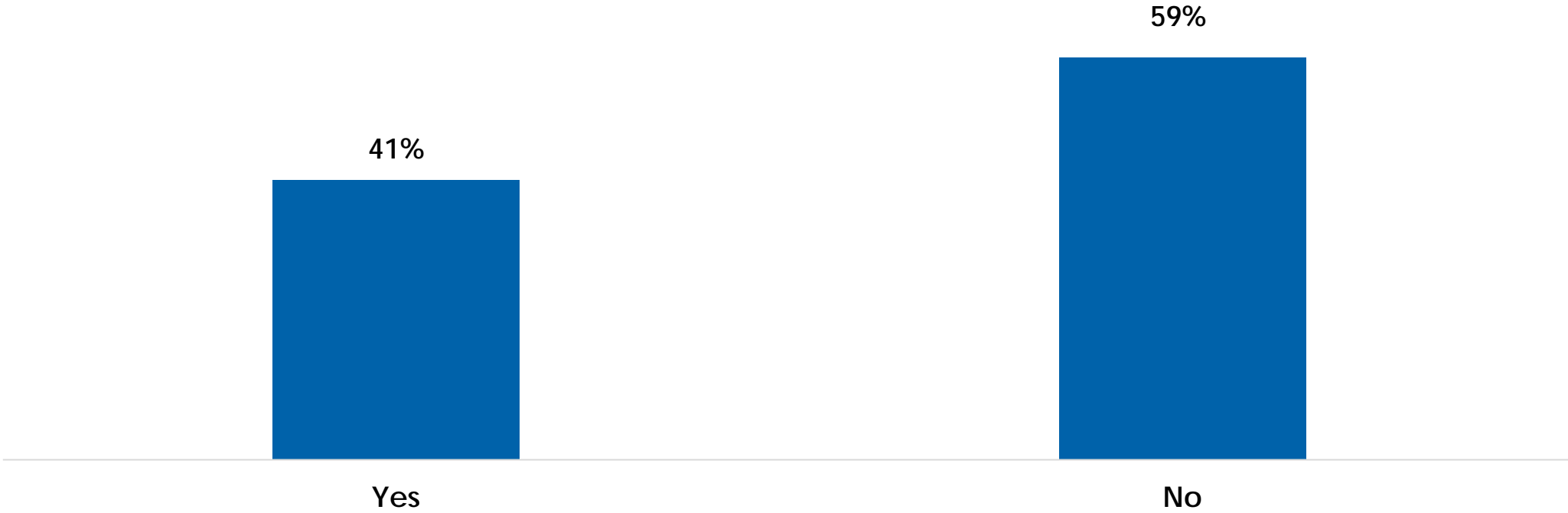


If proof of vaccination were required to do so, would you be willing to receive a COVID-19 vaccine in order to stay in a hotel?

By Urbanicity



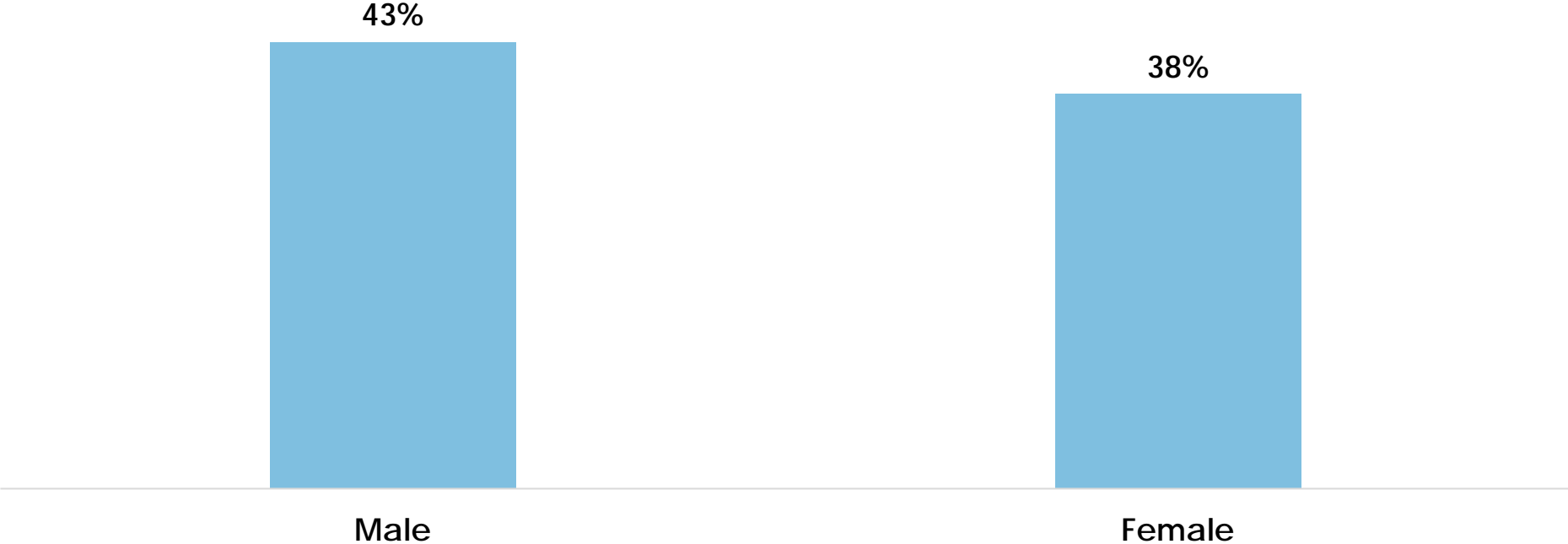
If proof of vaccination were required to do so, would you be willing to receive a COVID-19 vaccine in order to fly on a plane?



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

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?

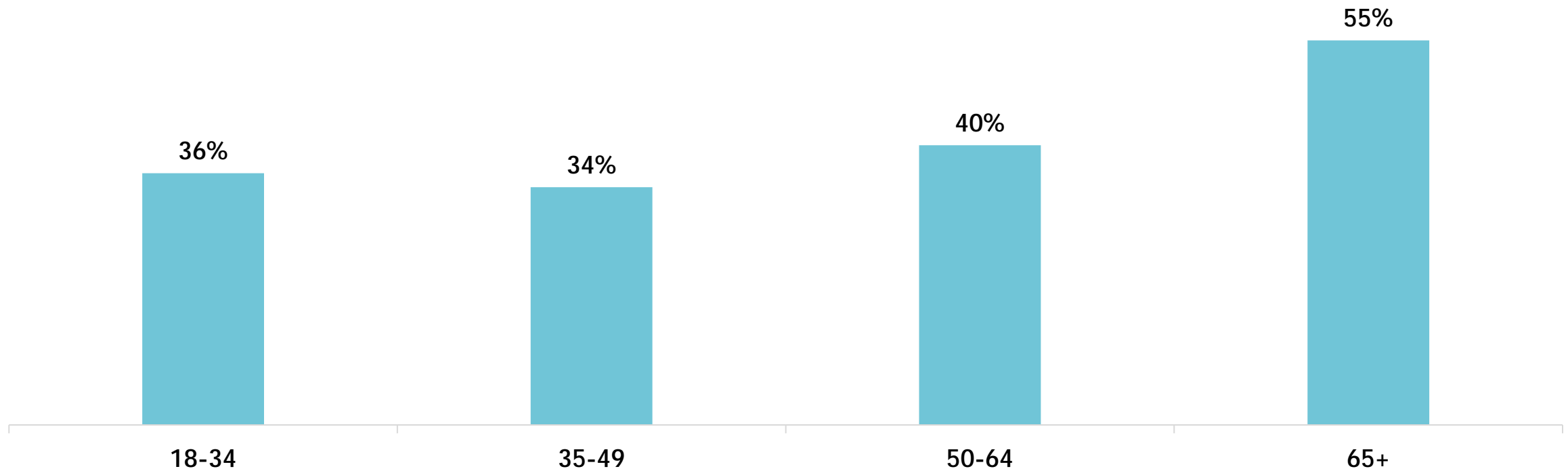
By Gender



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

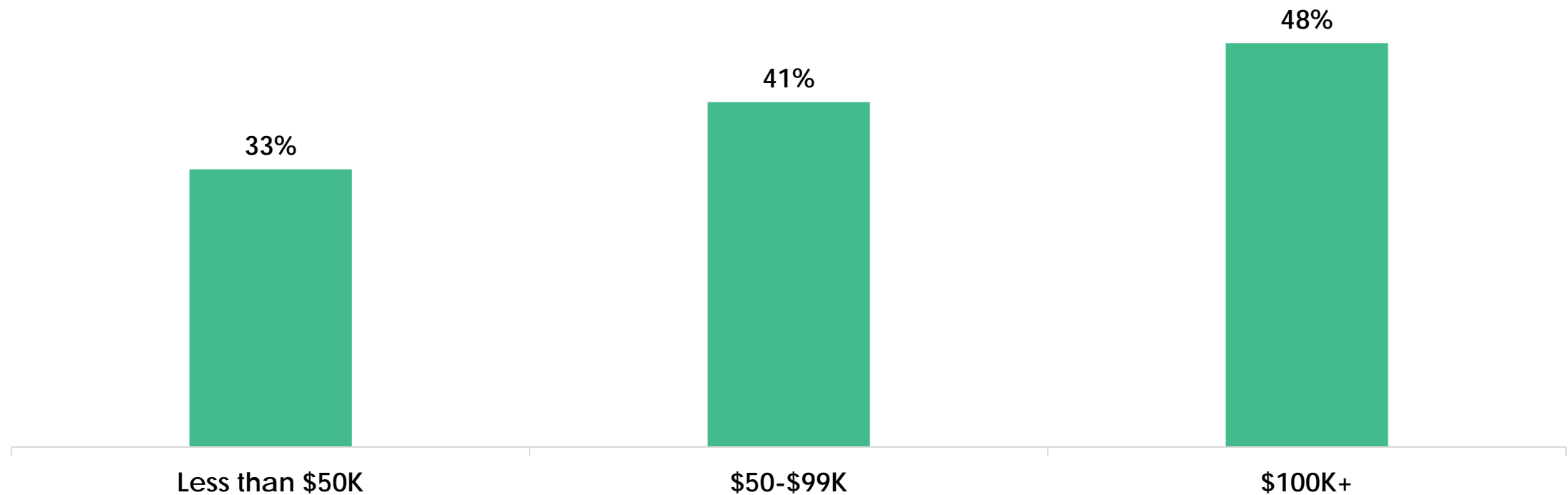
If proof of vaccination were required to do so, would you be willing to receive a COVID-19 vaccine in order to fly on a plane?

By Age



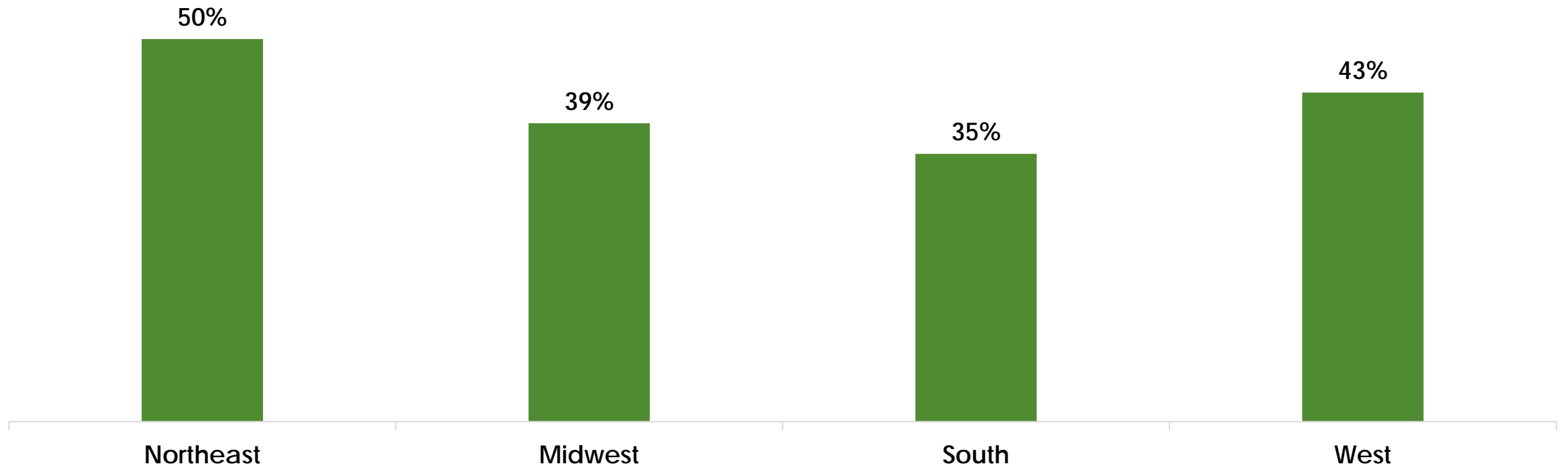
If proof of vaccination were required to do so, would you be willing to receive a COVID-19 vaccine in order to fly on a plane?

By Income



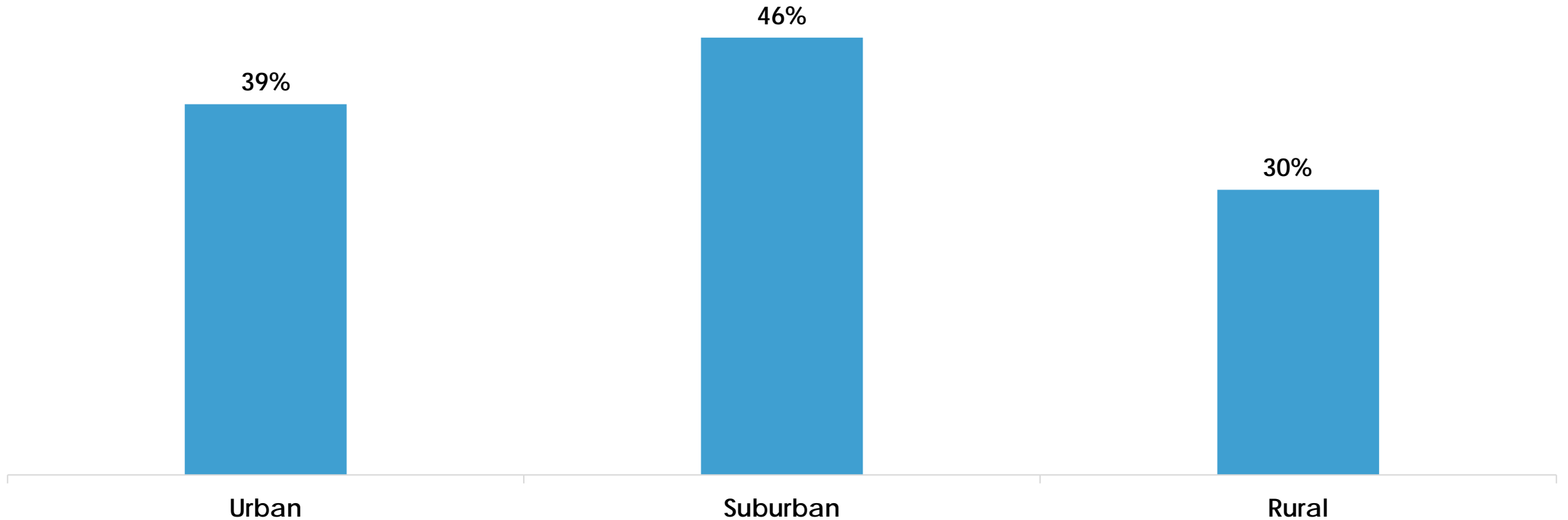
If proof of vaccination were required to do so, would you be willing to receive a COVID-19 vaccine in order to fly on a plane?

By Region

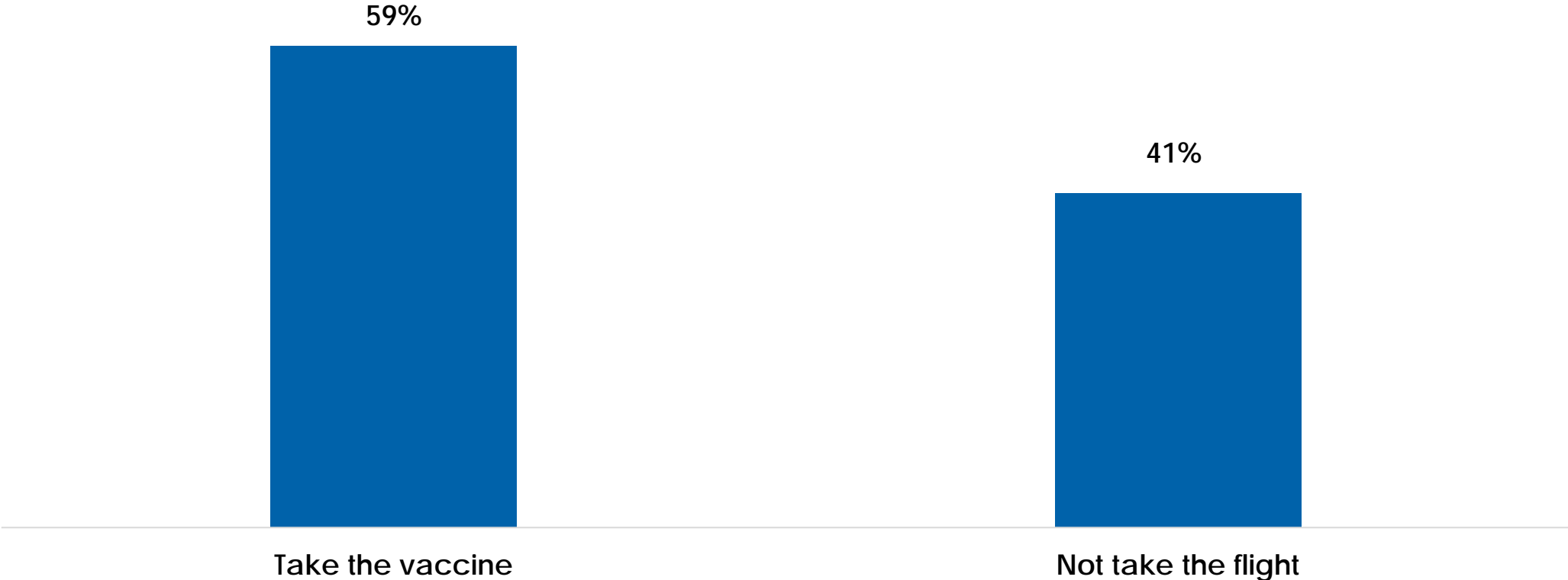


If proof of vaccination were required to do so, would you be willing to receive a COVID-19 vaccine in order to fly on a plane?

By Urbanicity

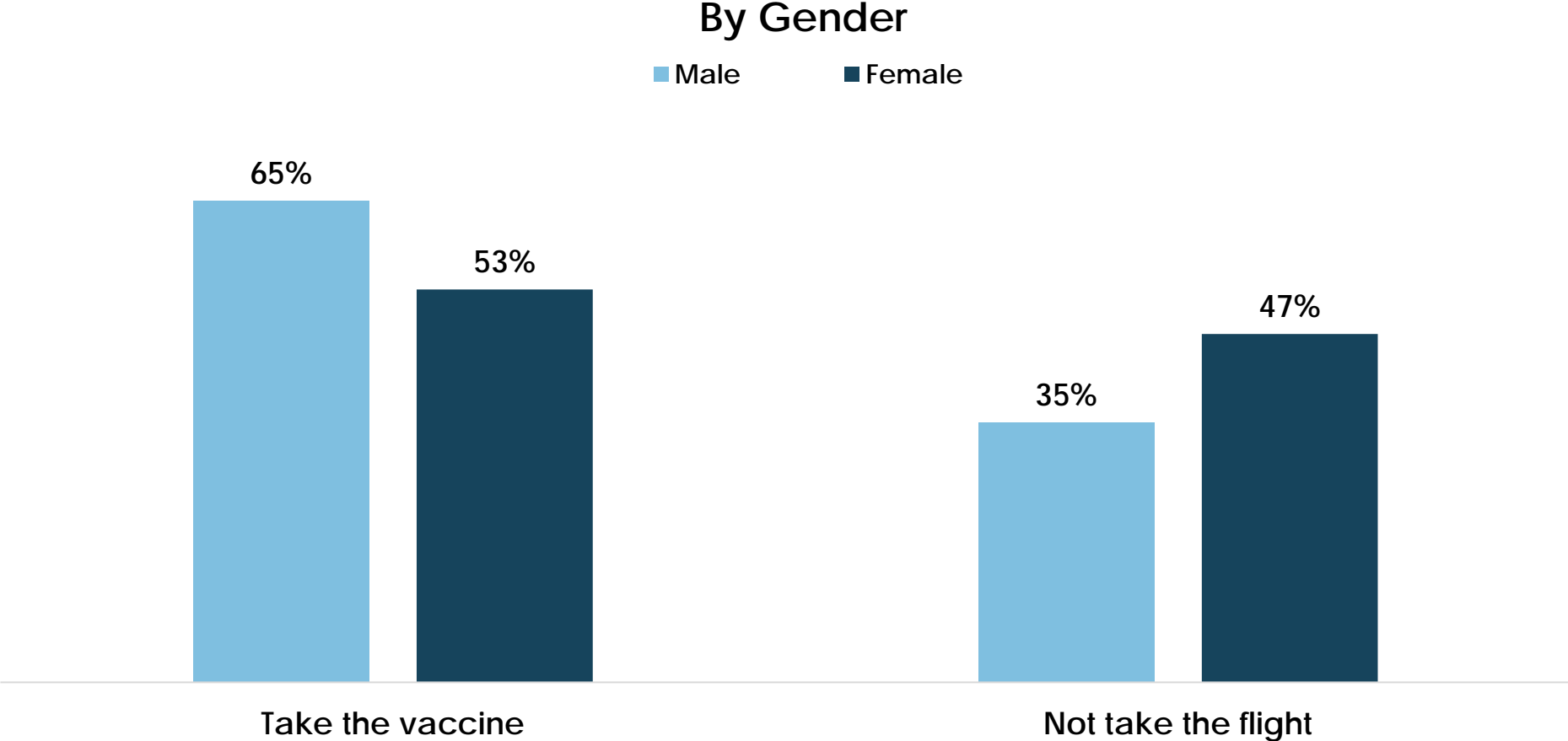


If airlines require you to provide proof of your COVID-19 vaccine before flying, would you prefer to take the vaccine or not take the flight?



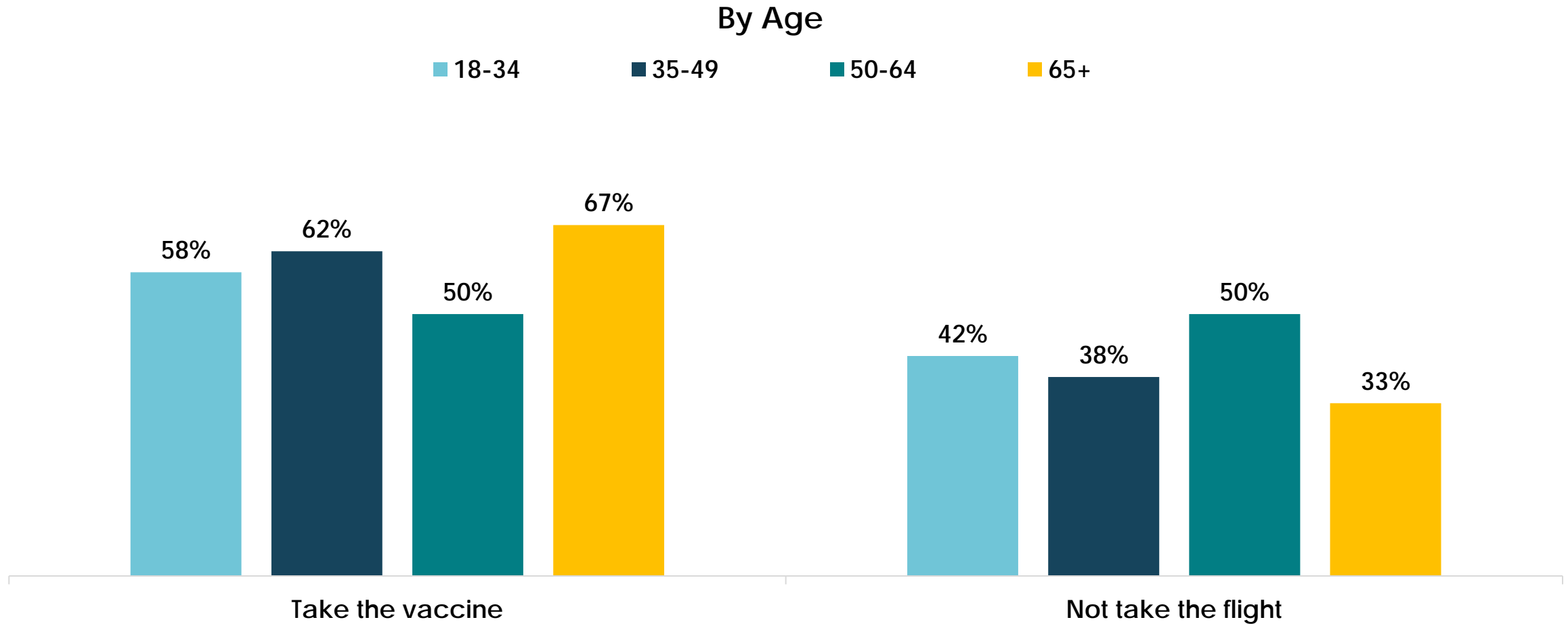
Source: HVCB analysis of Harris Poll COVID-19 Wave 43 (December 18-20, 2020)

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?

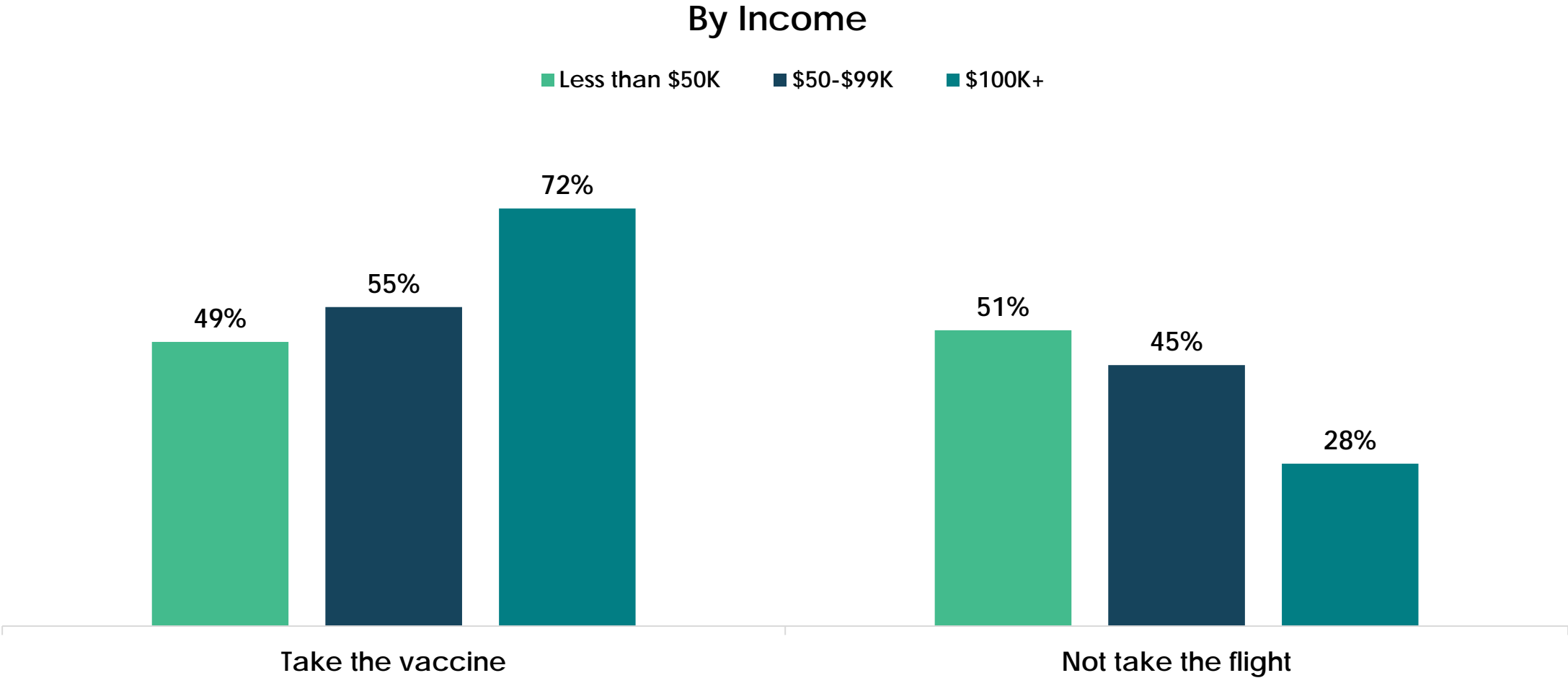


Source: HVCB analysis of Harris Poll COVID-19 Wave 43 (December 18-20, 2020)

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?

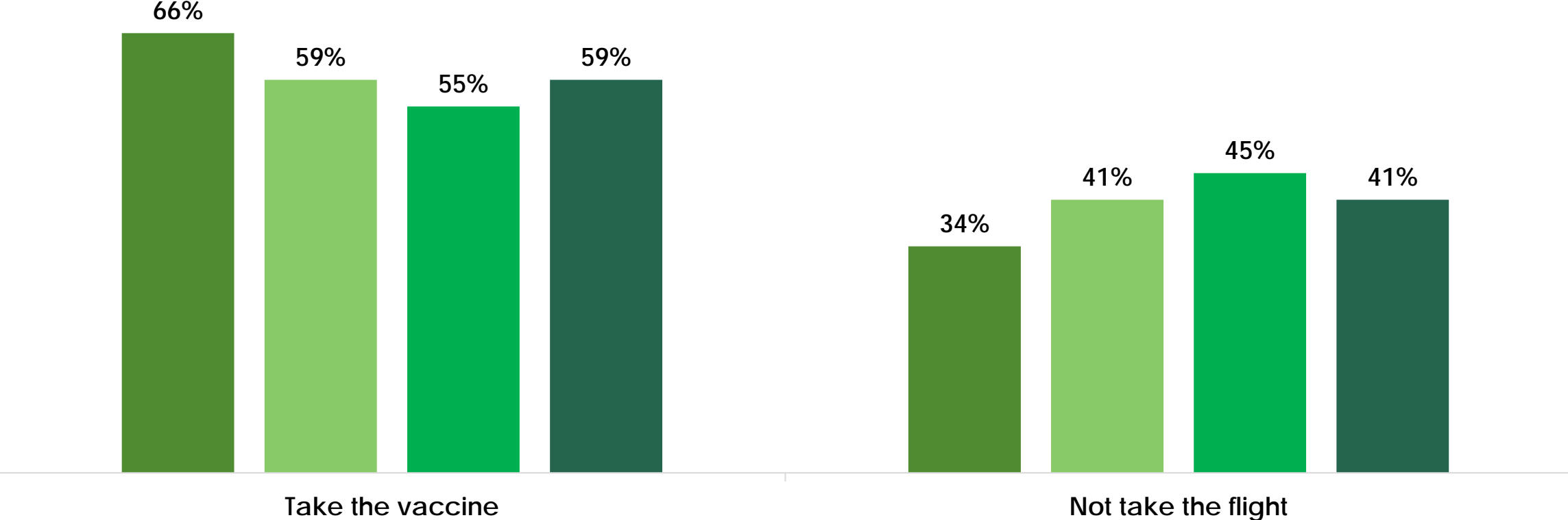


Source: HVCB analysis of Harris Poll COVID-19 Wave 43 (December 18-20, 2020)

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

■ Northeast ■ Midwest ■ South ■ West

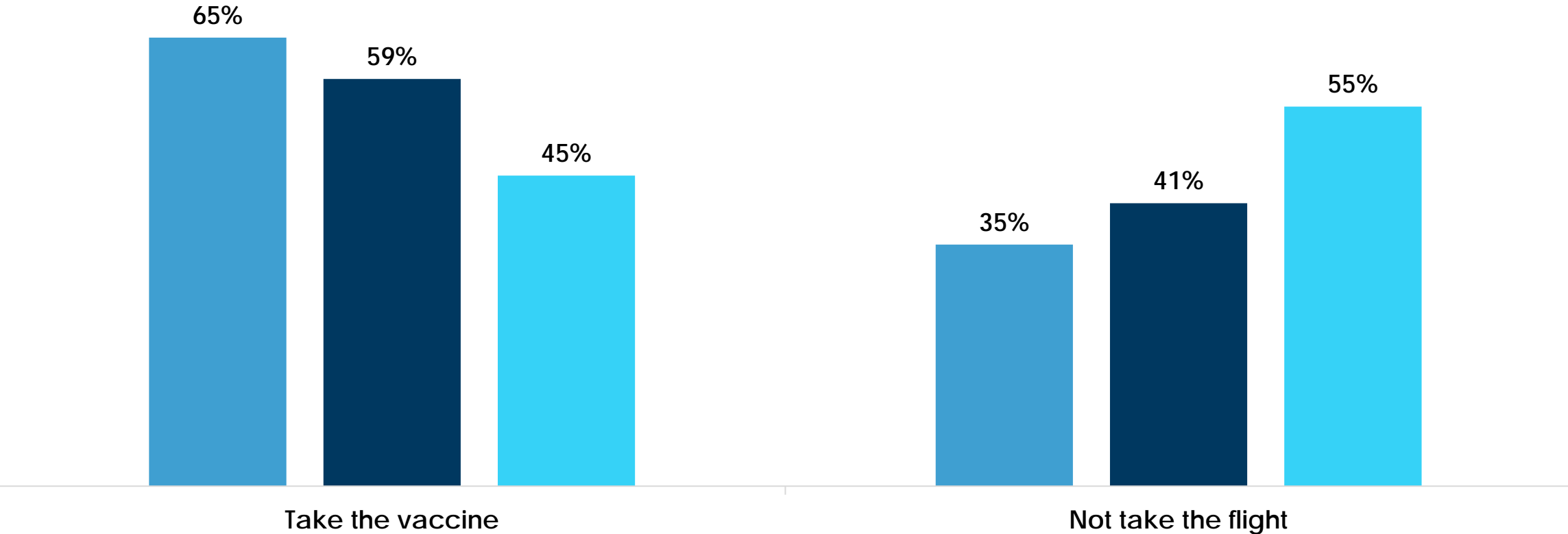


Source: HVCB analysis of Harris Poll COVID-19 Wave 43 (December 18-20, 2020)

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)