

# The Harris Poll COVID-19 Travel Sentiment

Reported on April 14, 2021



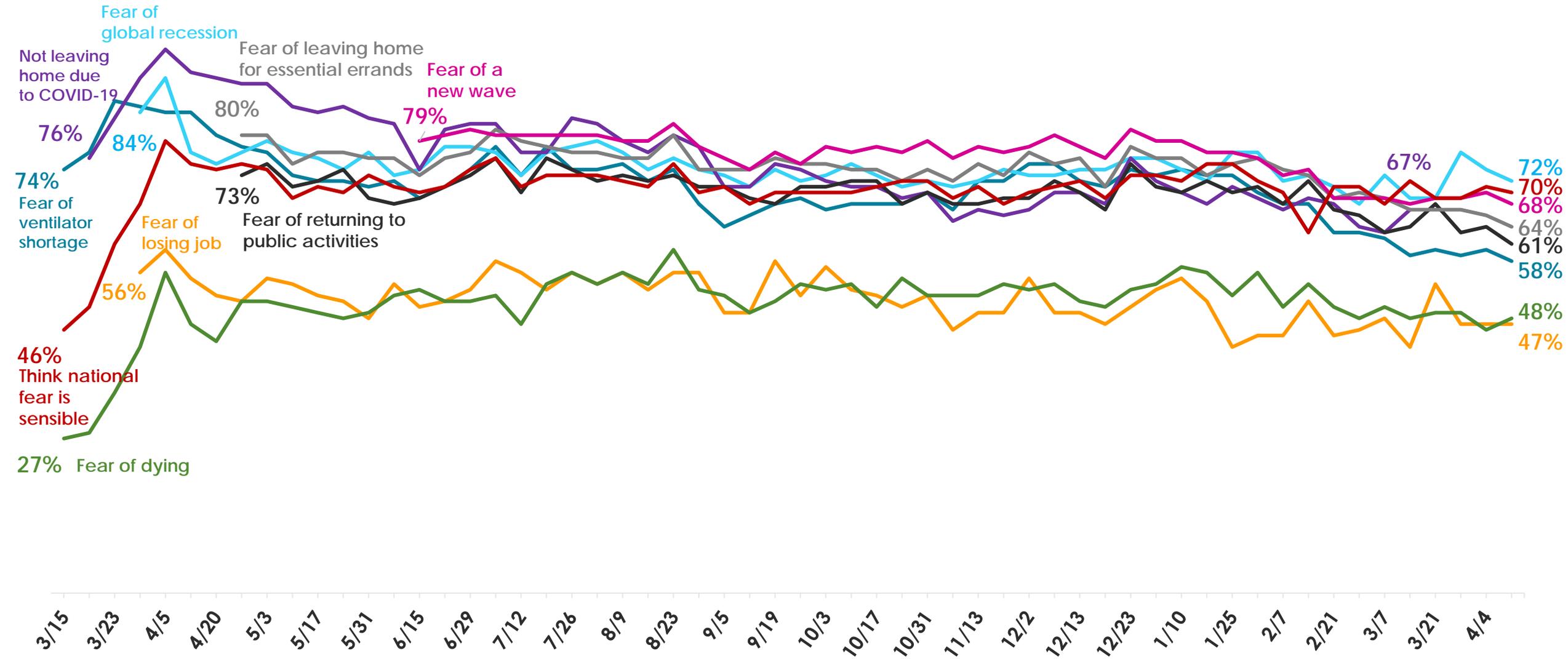
# Data Source:

## The Harris Poll COVID-19 Tracker

The Harris Poll  
COVID-19 Tracker

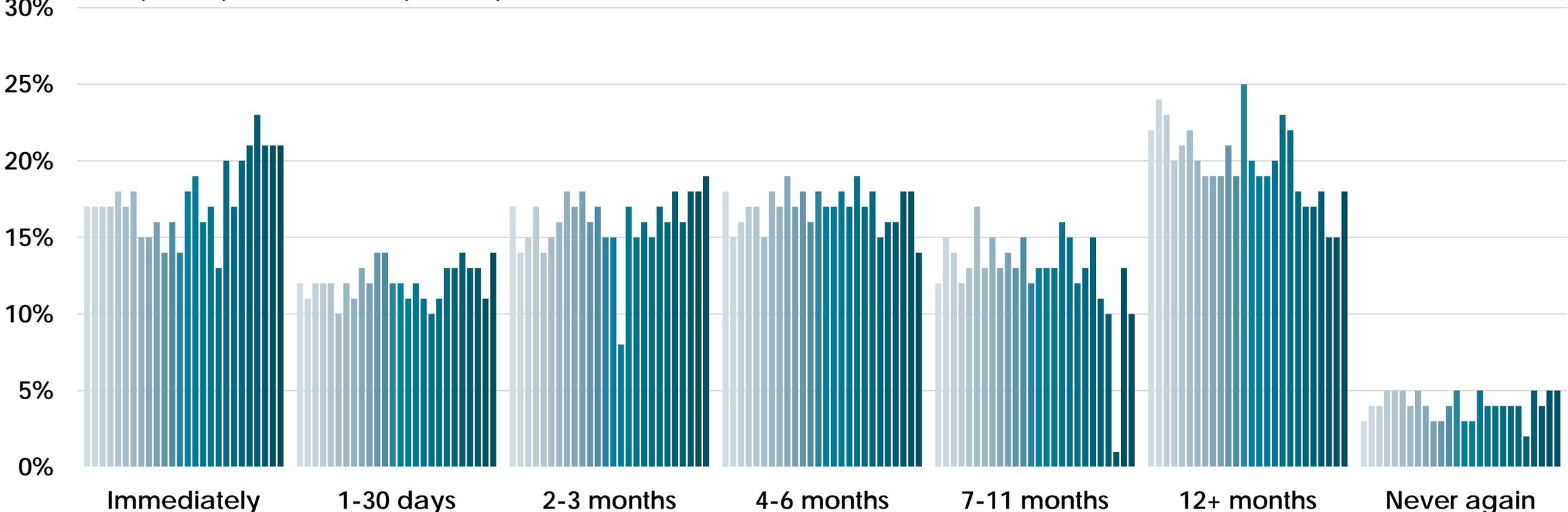
- Bi-weekly overnight polling conducted among a nationally representative sample of U.S. adults on a range of different topics from the economy, healthcare, jobs, education, and mental health
- Sample is the entire U.S. population
  - NOT specific to air travel behavior, income, or age brackets

# Fear Sentiment Trends



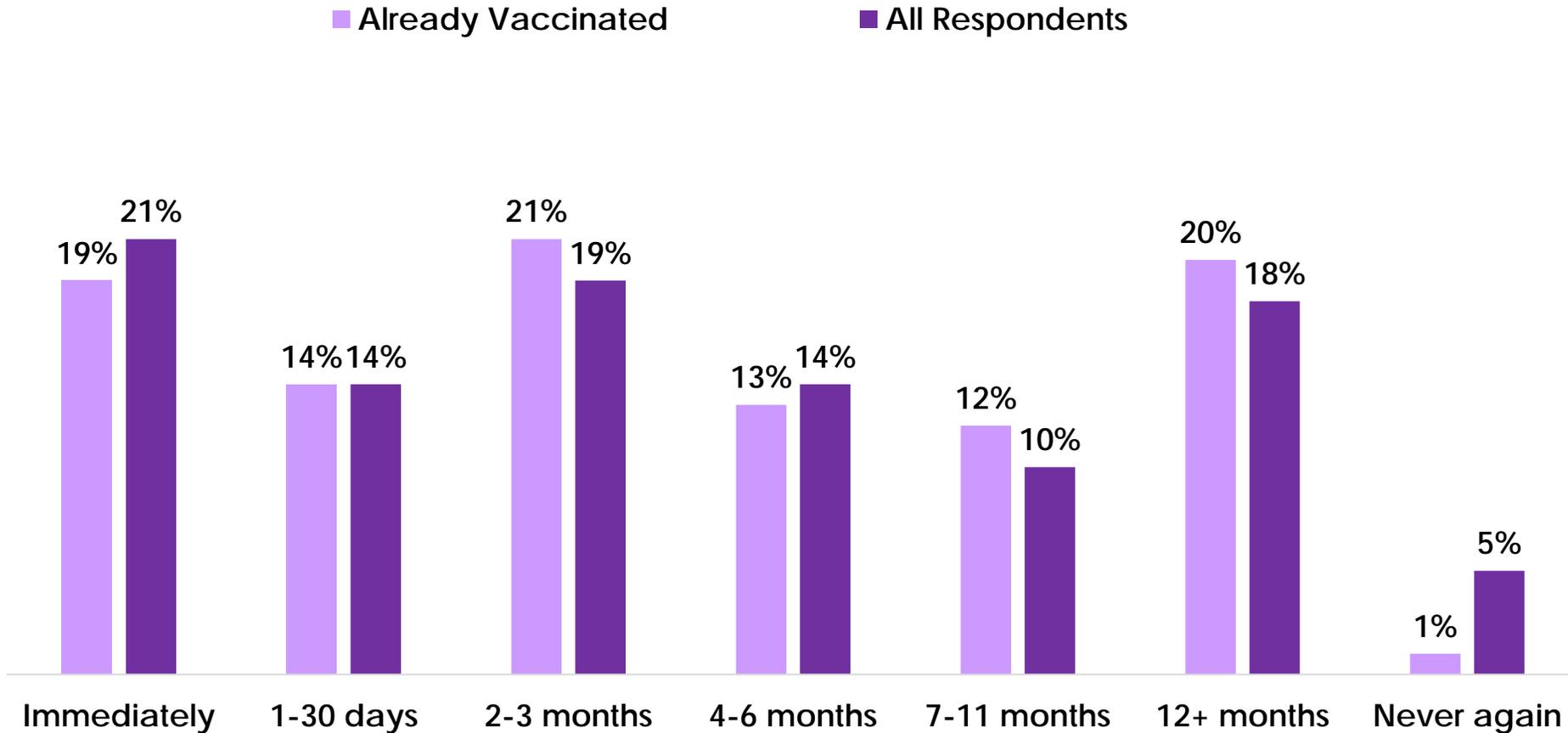
# Once we reach herd immunity, how long will it take you to resume pre-pandemic levels of stay in a hotel?

- 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) ■ Wave 50 (2/5-2/7) ■ Wave 51 (2/12-2/14)
- Wave 52 (2/19-2/21) ■ Wave 53 (2/26-2/28) ■ Wave 54 (3/5/3/7) ■ Wave 55 (3/12-3/14) ■ Wave 56 (3/19-3/21) ■ Wave 57 (Wave 26-28)
- Wave 58 (4/2/4/4) ■ Wave 59 (4/9-4/11)

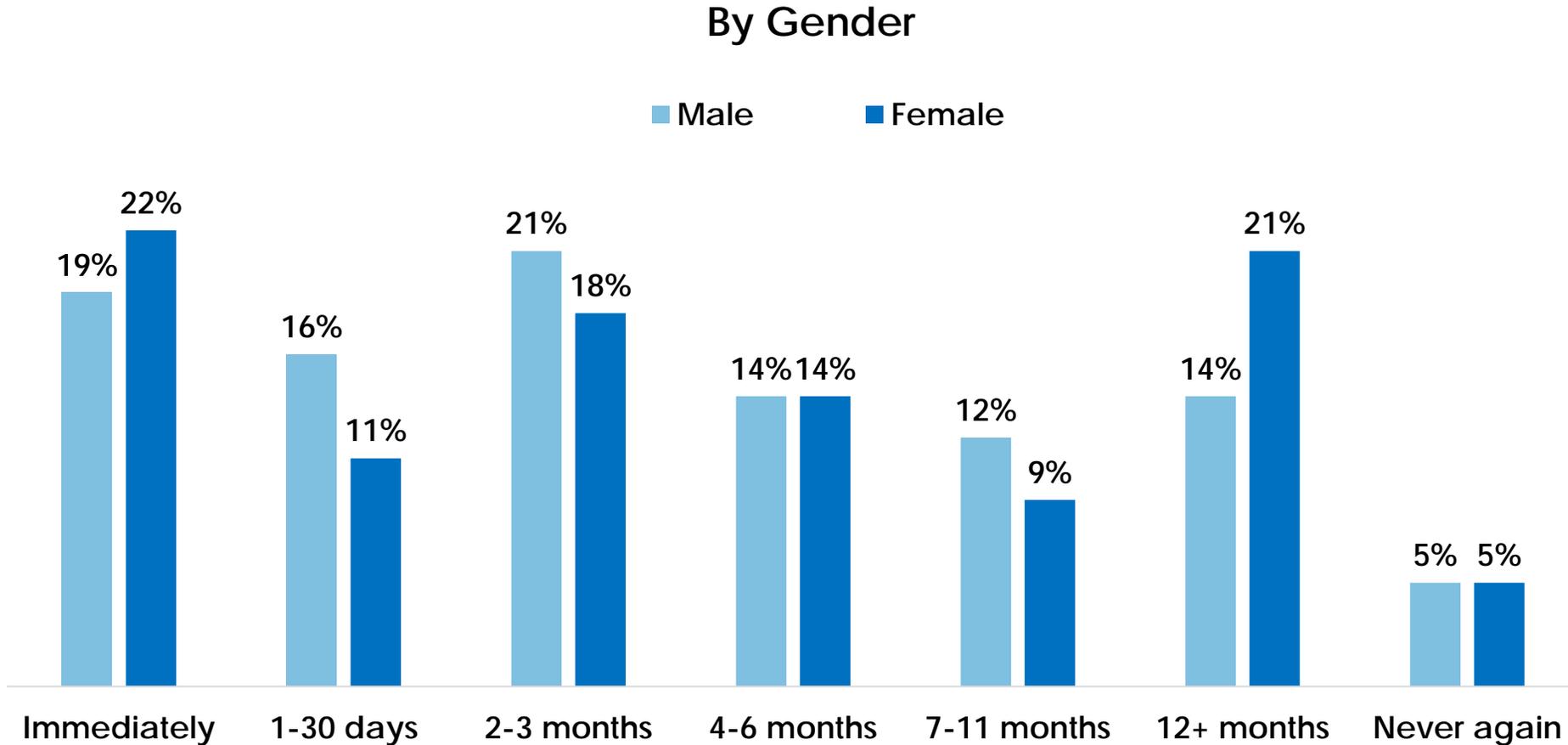


Source: HVCB analysis of Harris Poll COVID-19 Tracker

# Once we reach herd immunity, how long will it take you to resume pre-pandemic levels of stay in a hotel?

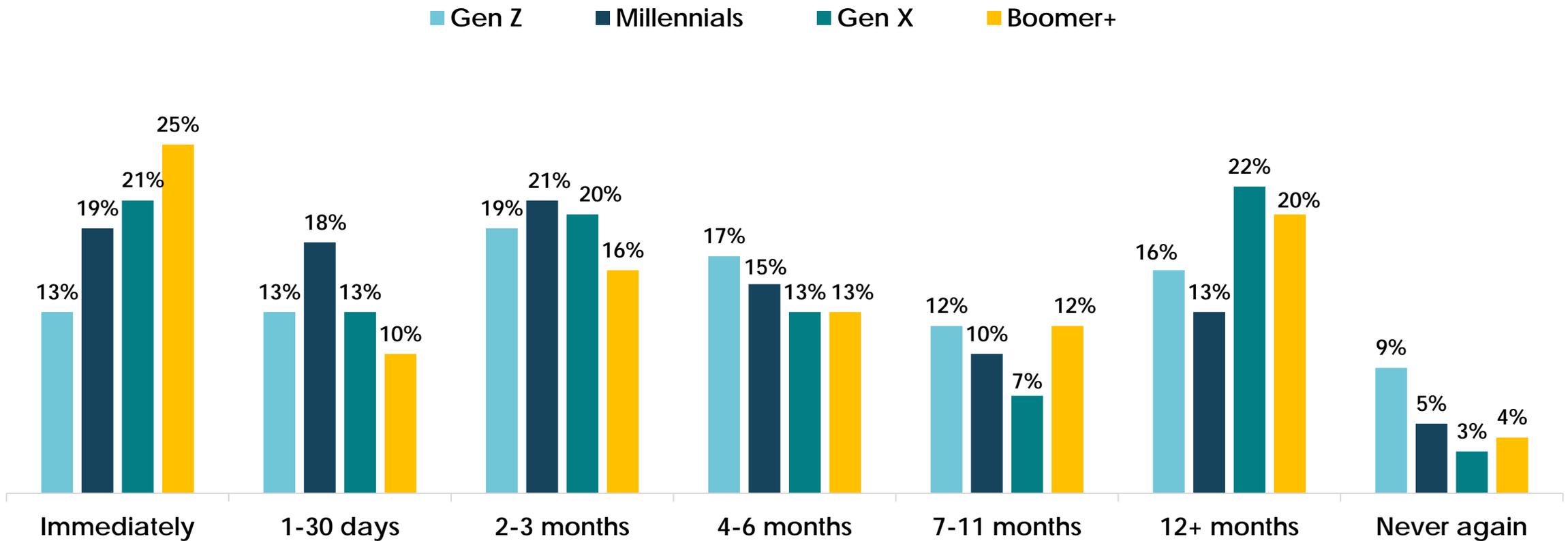


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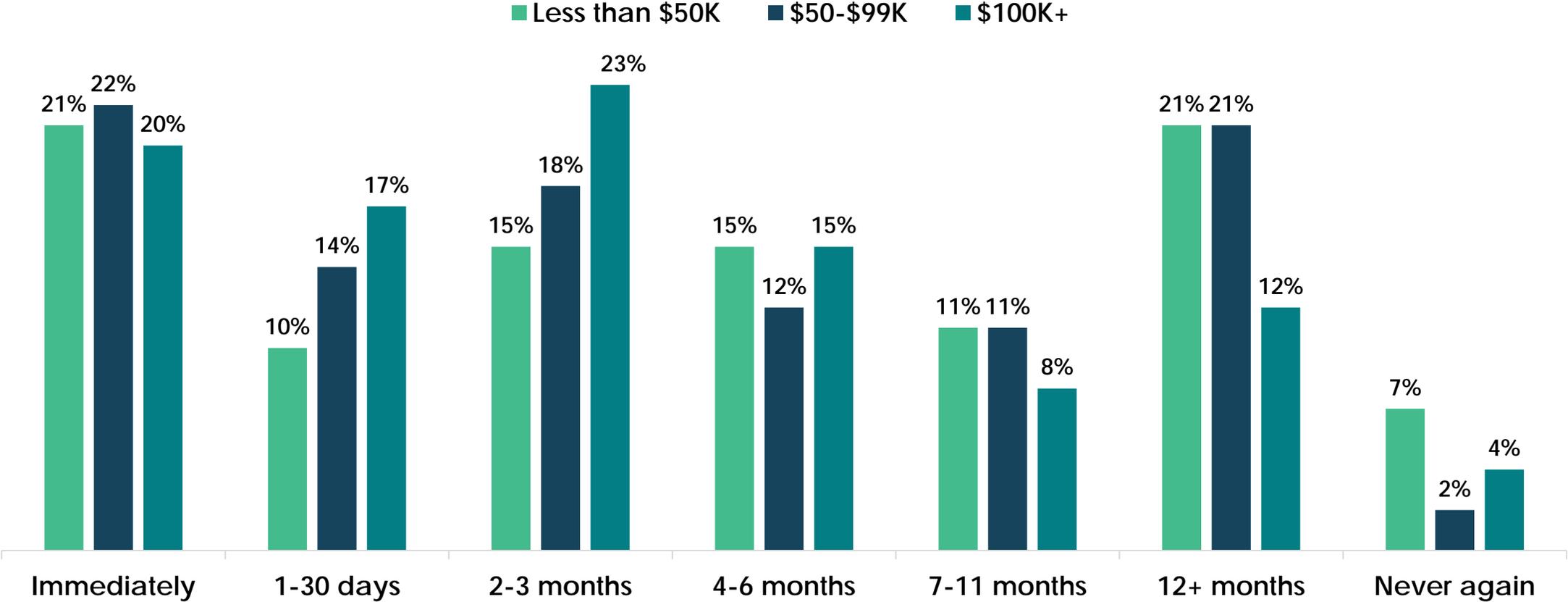
# Once we reach herd immunity, how long will it take you to resume pre-pandemic levels of stay in a hotel?

## By Age



# Once we reach herd immunity, how long will it take you to resume pre-pandemic levels of stay in a hotel?

## By Income

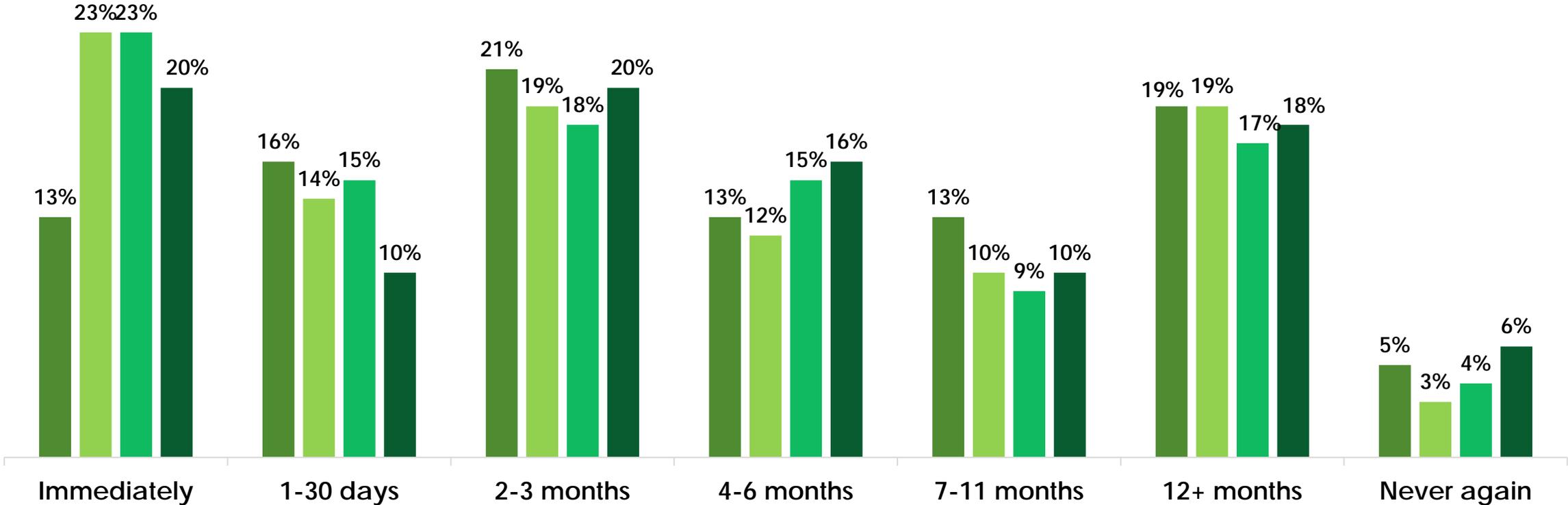


Source: HVCB analysis of Harris Poll COVID-19 Wave 59 (April 9-11, 2021)

# Once we reach herd immunity, how long will it take you to resume pre-pandemic levels of stay in a hotel?

## By Region

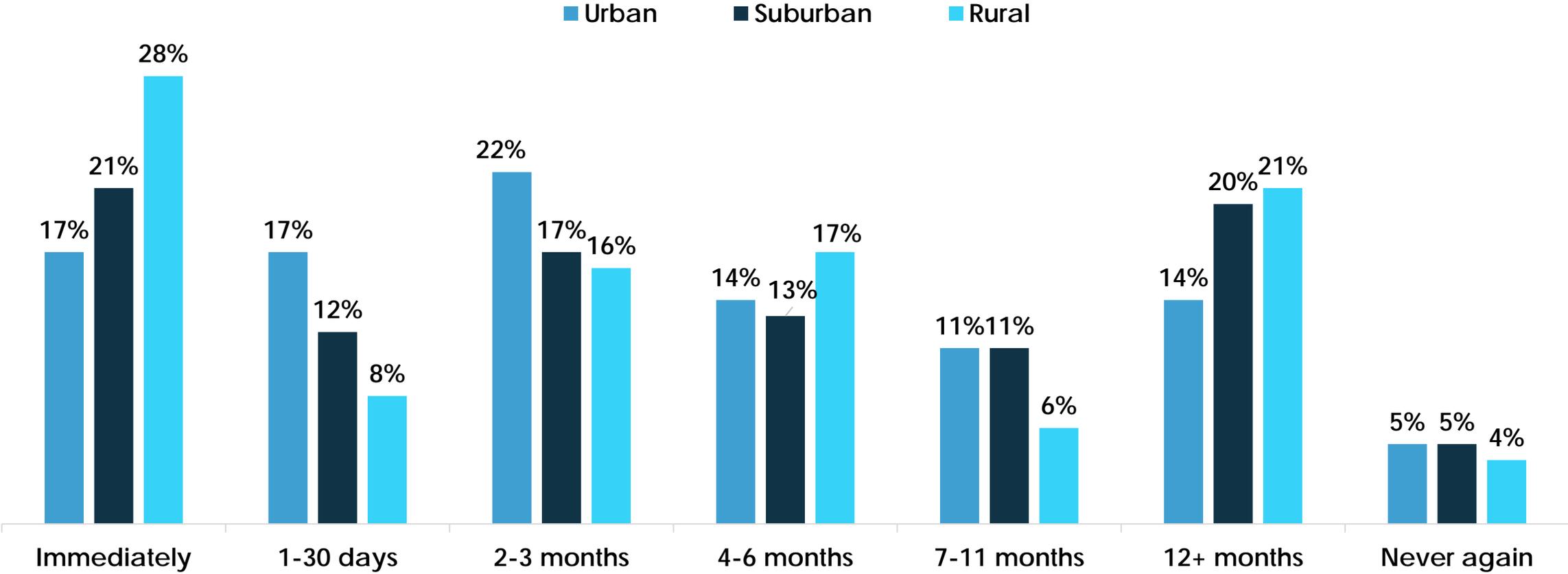
■ Northeast ■ Midwest ■ South ■ West



Source: HVCB analysis of Harris Poll COVID-19 Wave 59 (April 9-11, 2021)

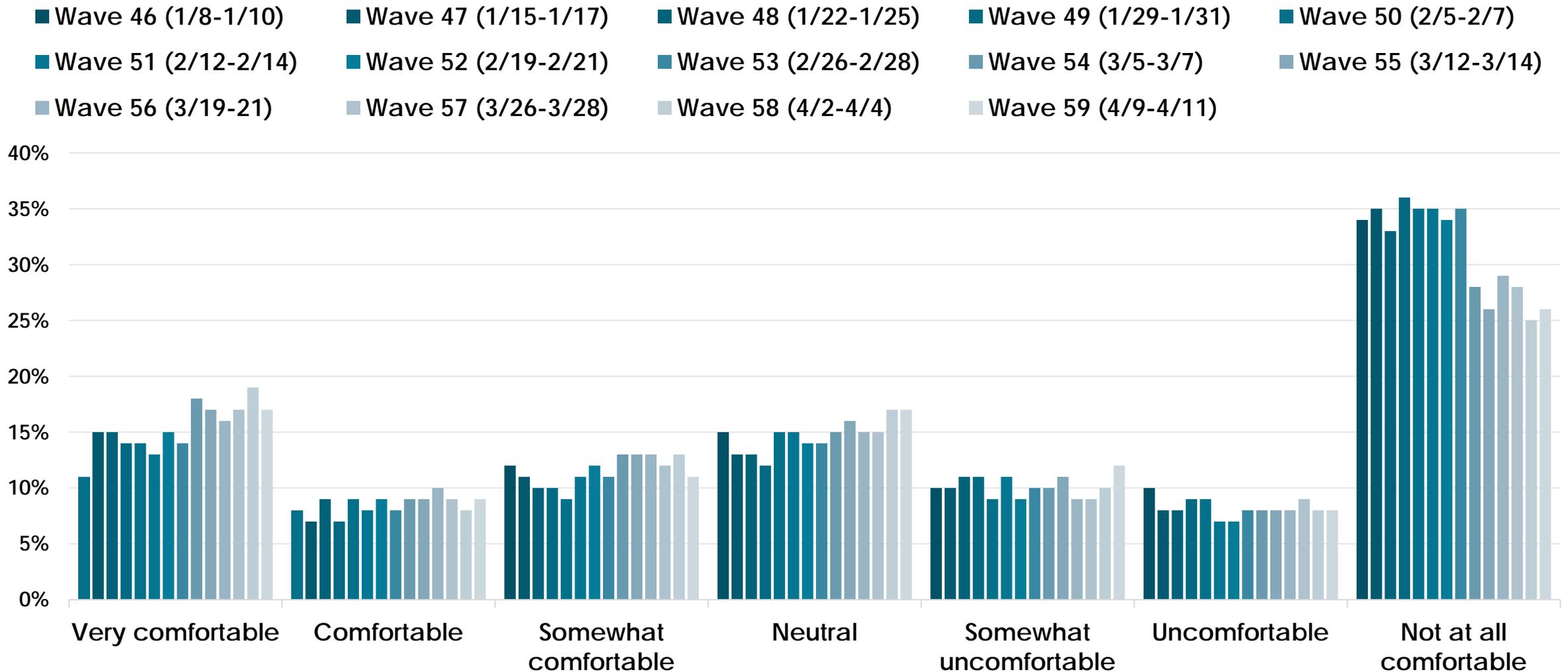
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## By Urbanicity

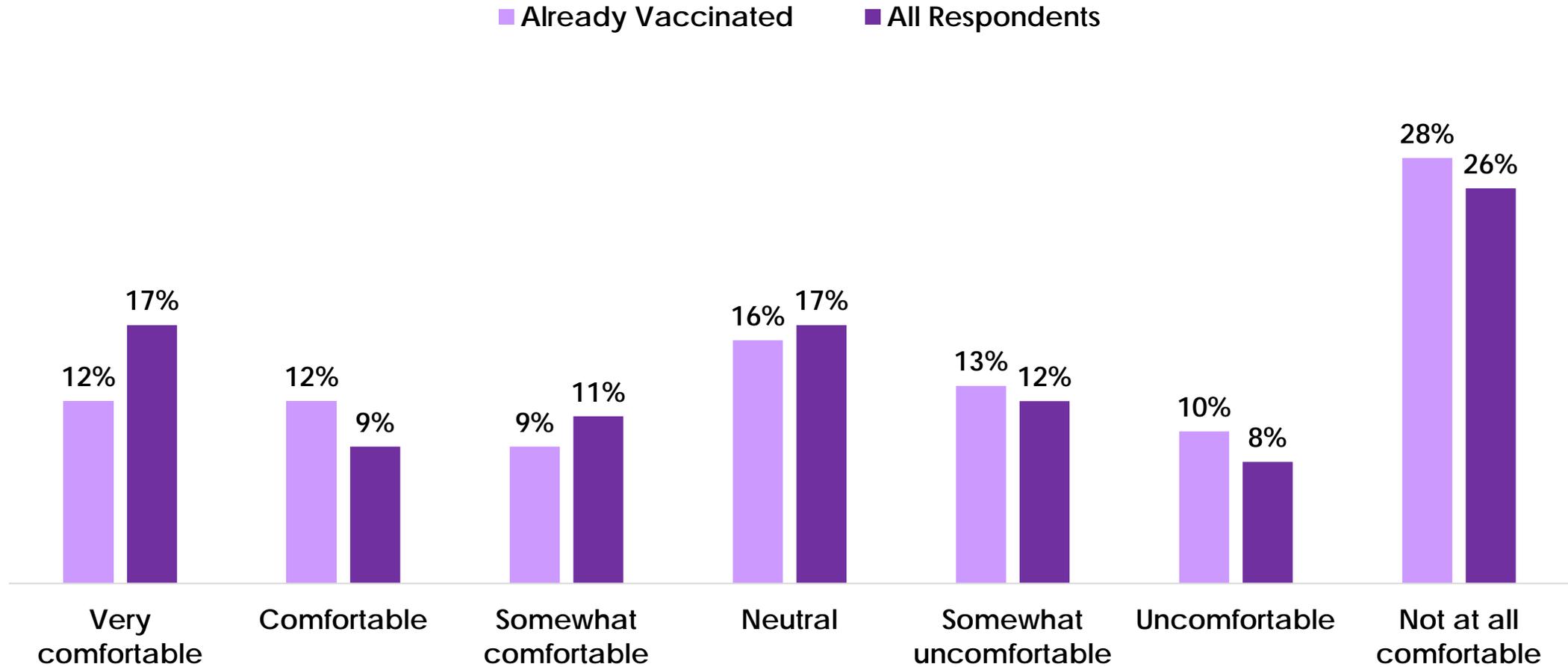


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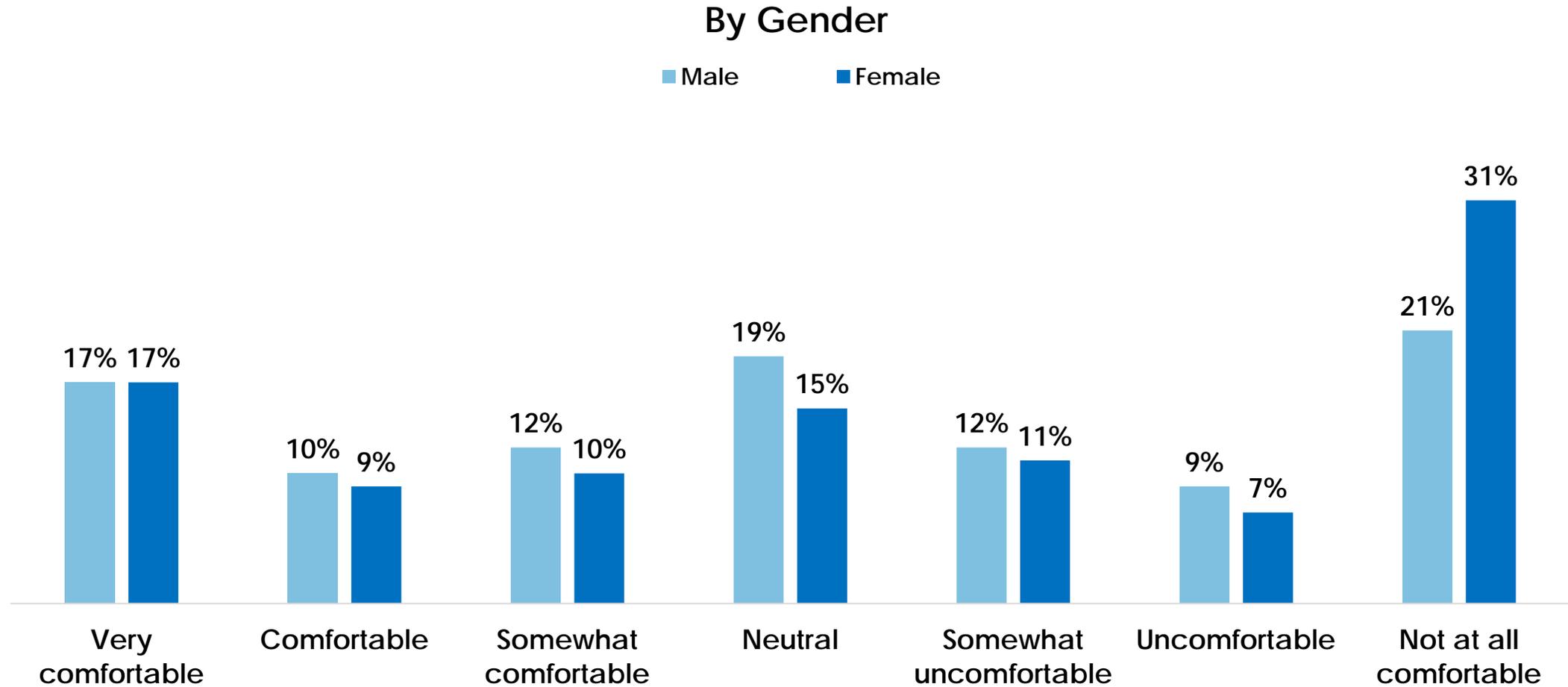
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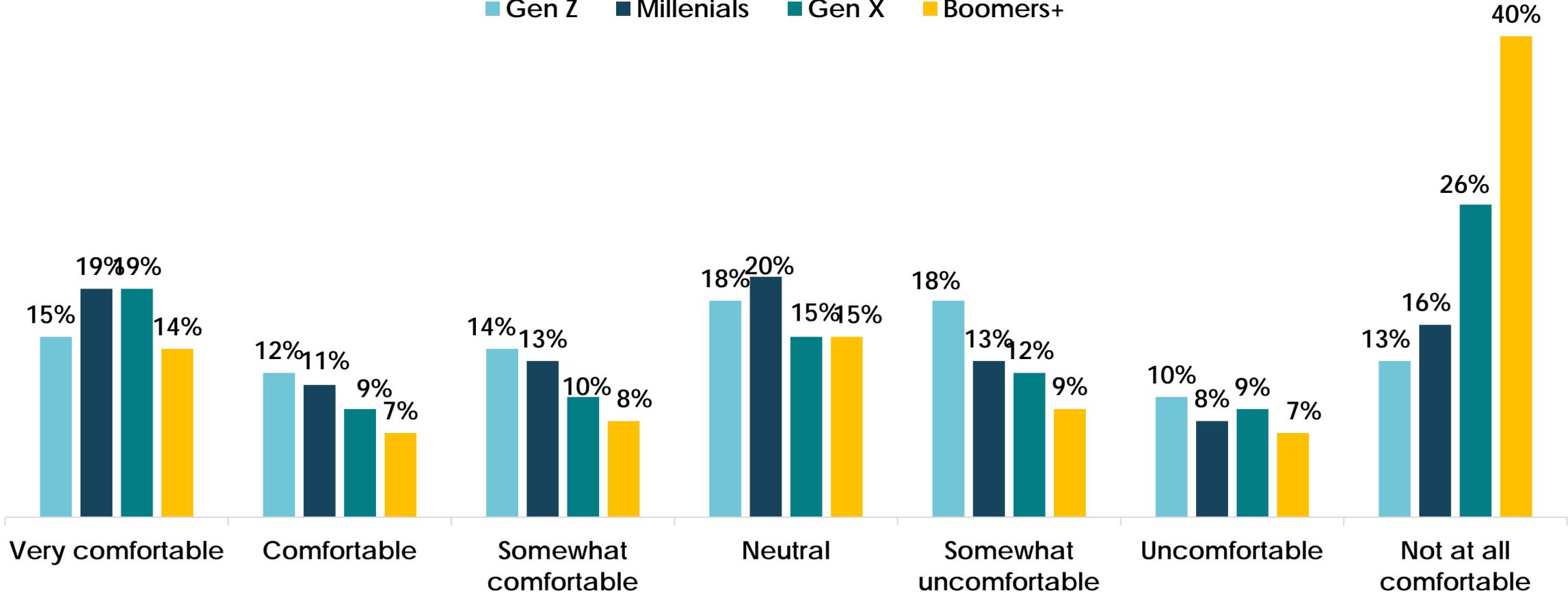
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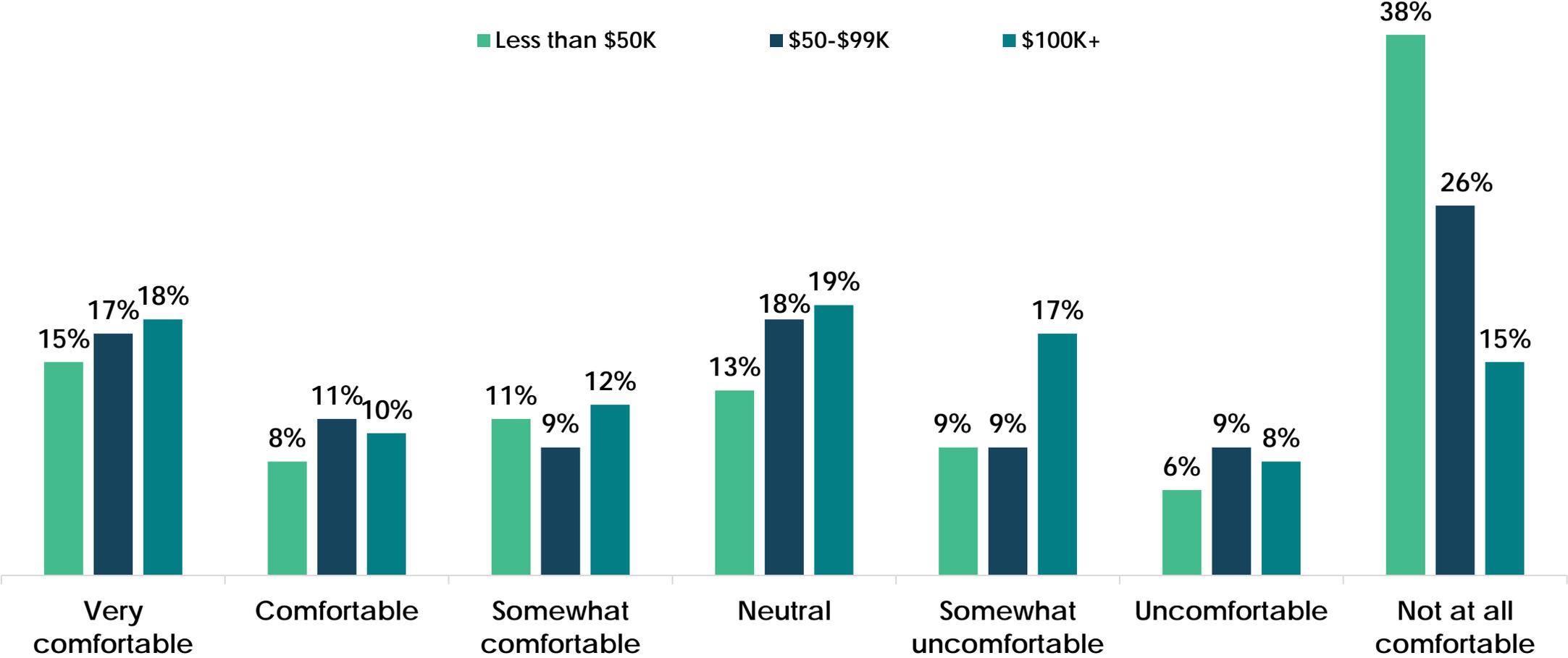
Gen Z   Millenials   Gen X   Boomers+



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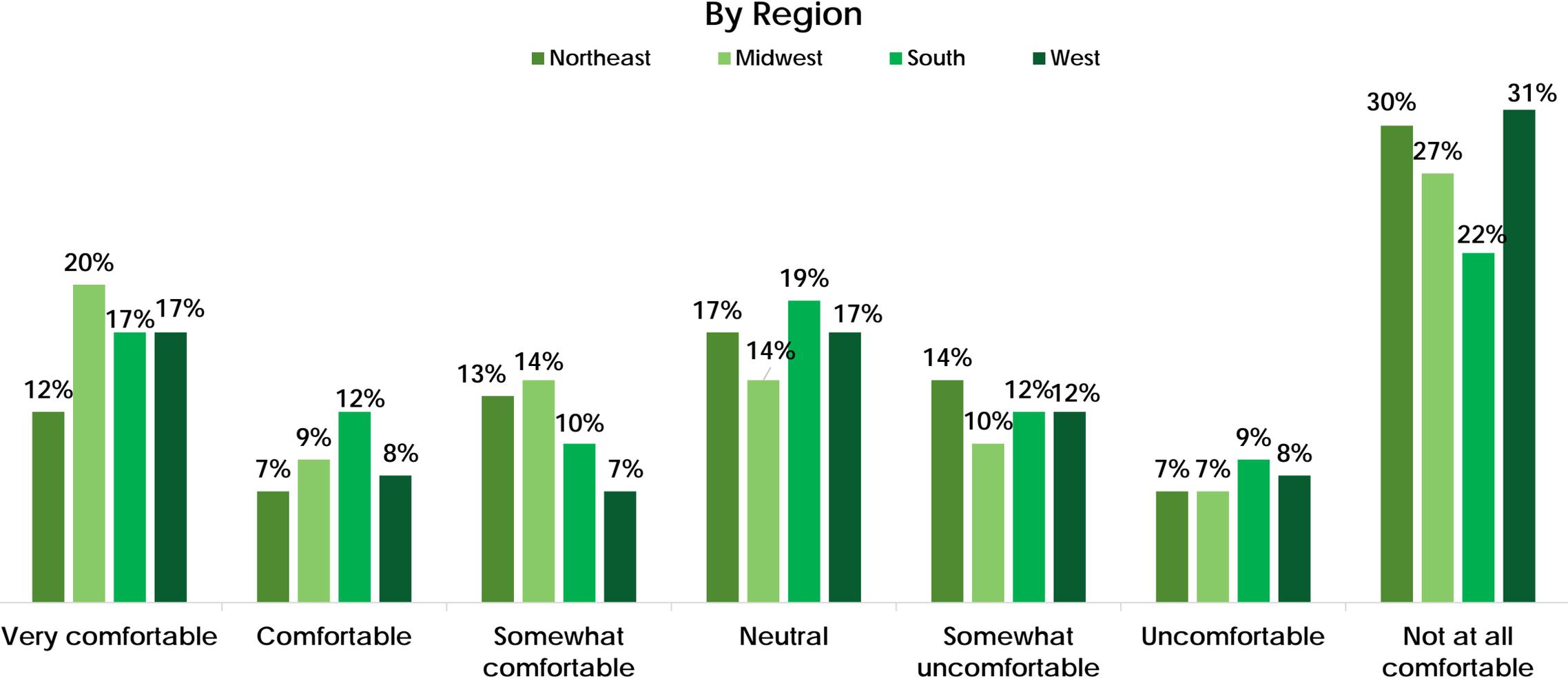
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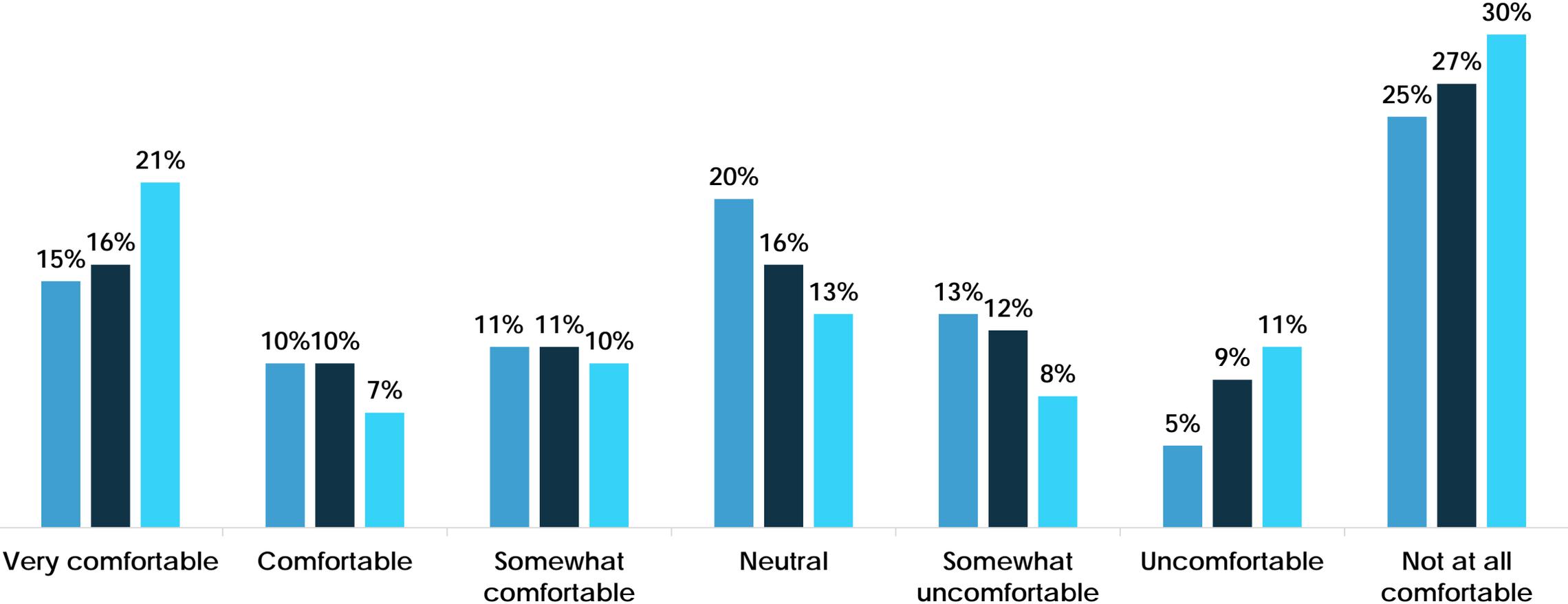


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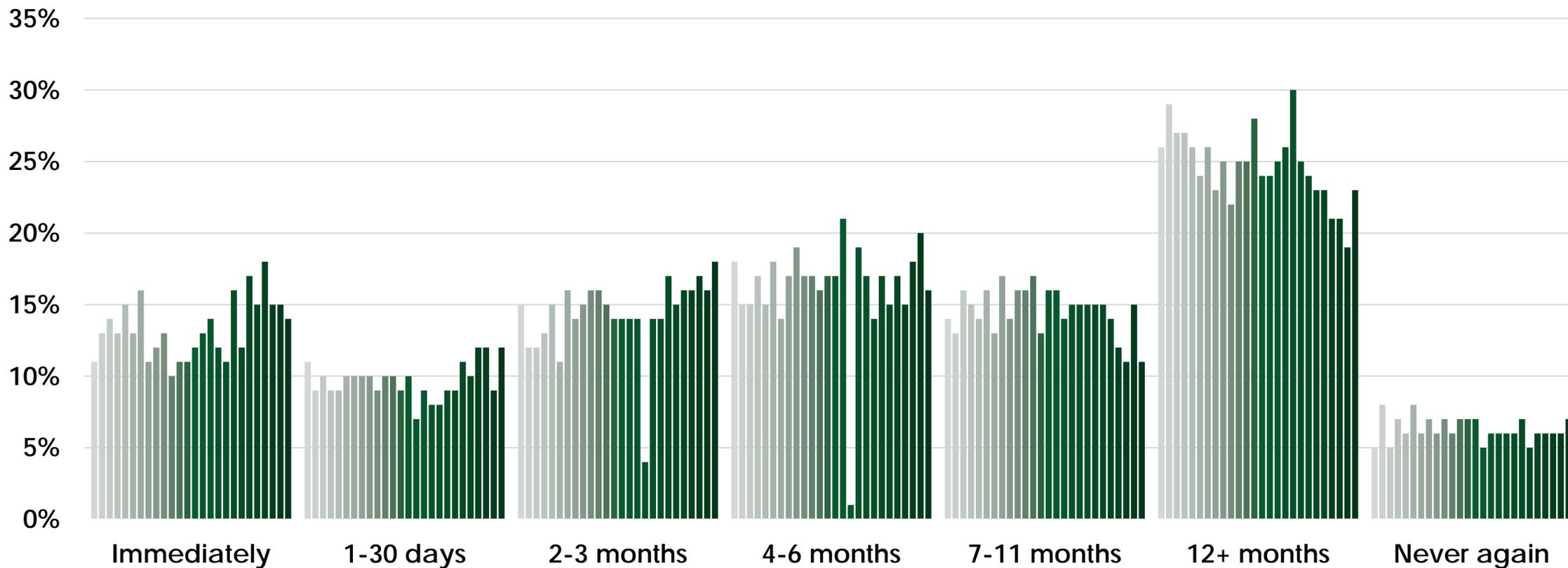
Urban Suburban Rural



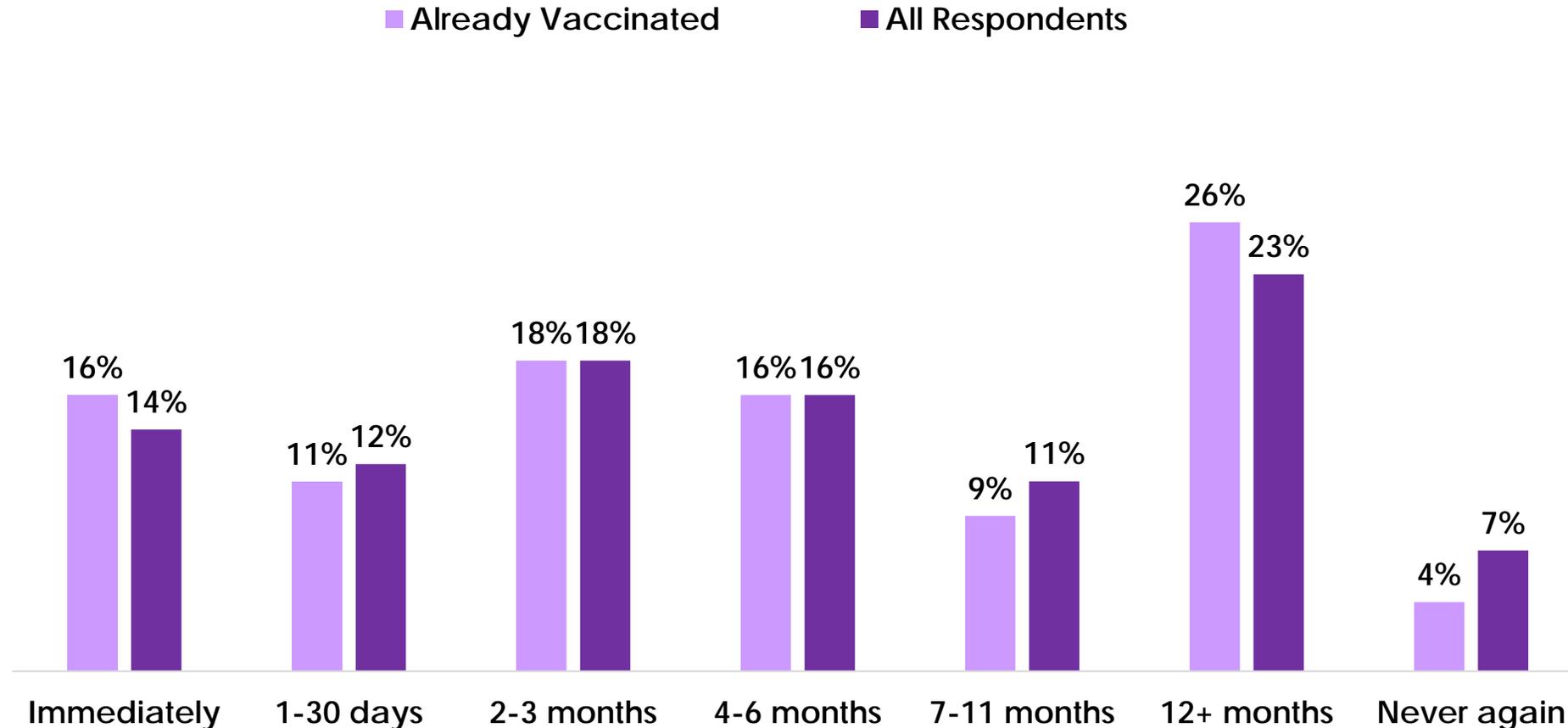
Source: HVCB analysis of Harris Poll COVID-19 Wave 59 (April 9-11, 2021)

# Once we reach herd immunity, how long will it take you to resume pre-pandemic activity levels for flying on a plane?

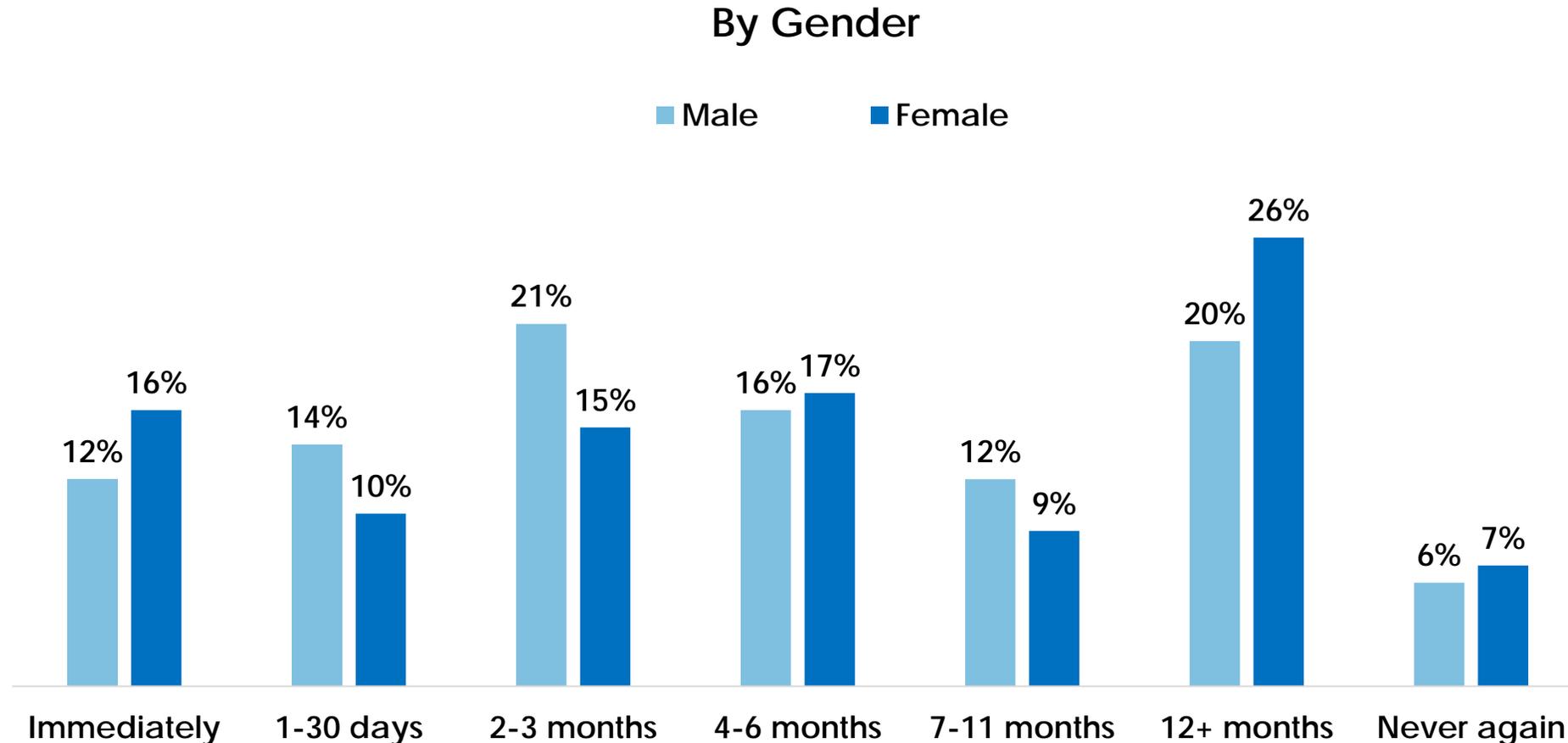
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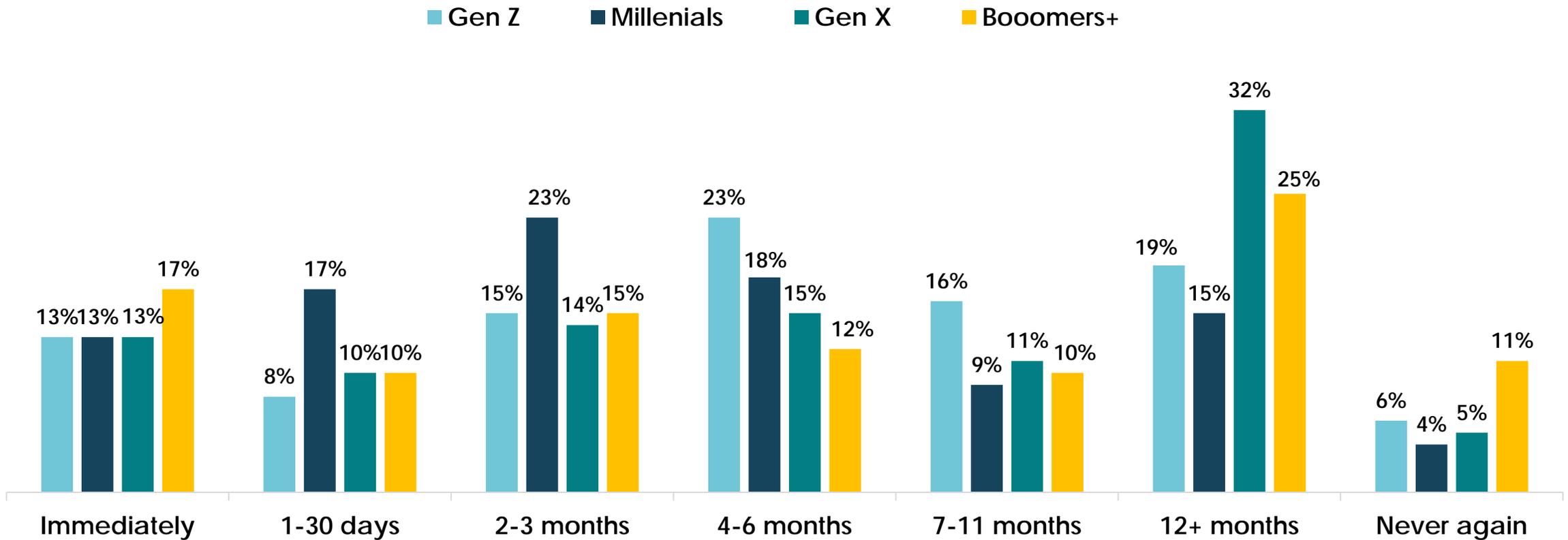


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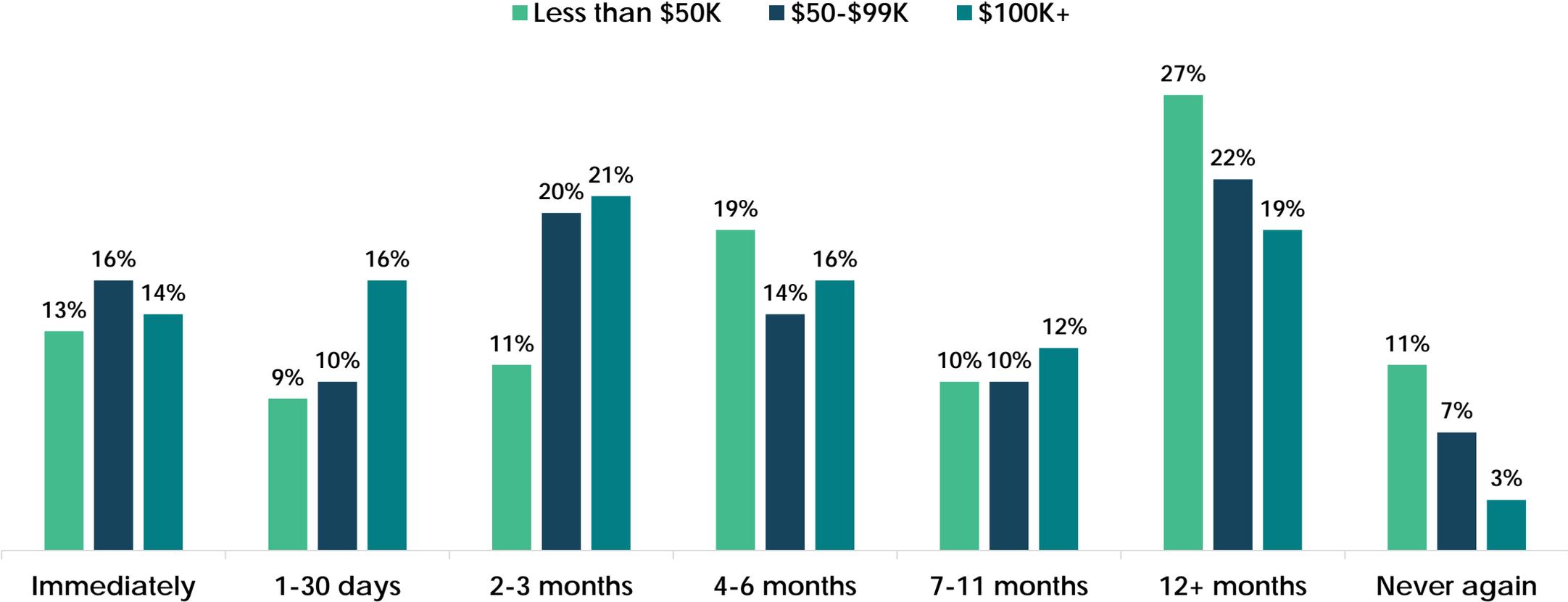
# Once we reach herd immunity, how long will it take you to resume pre-pandemic activity levels for flying on a plane?

## By Age



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By Income

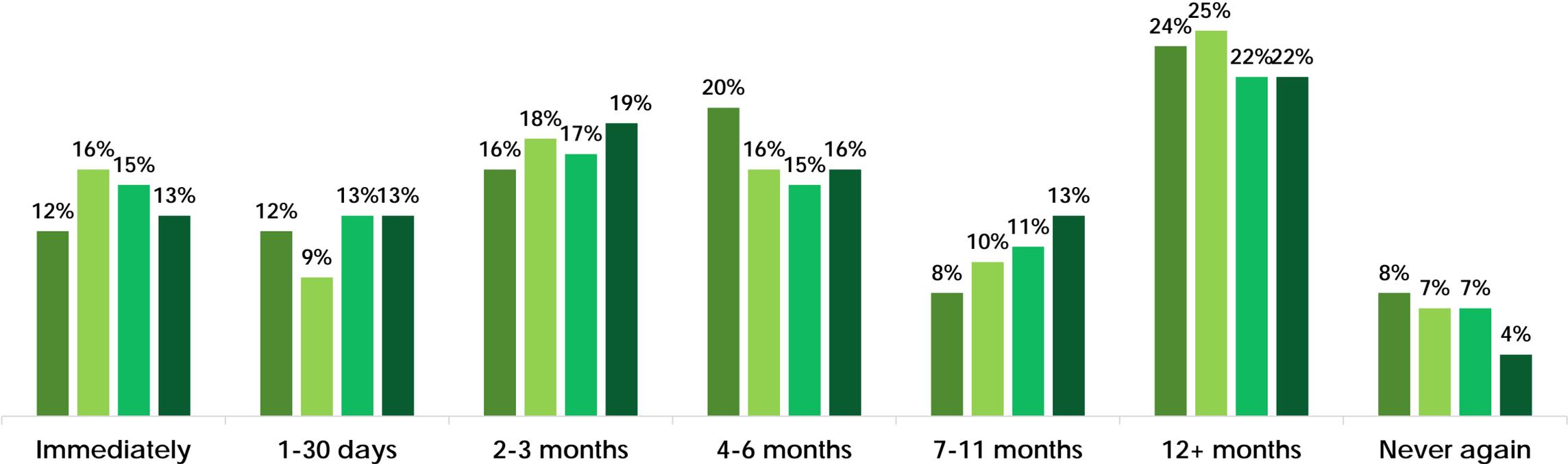


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## By Region

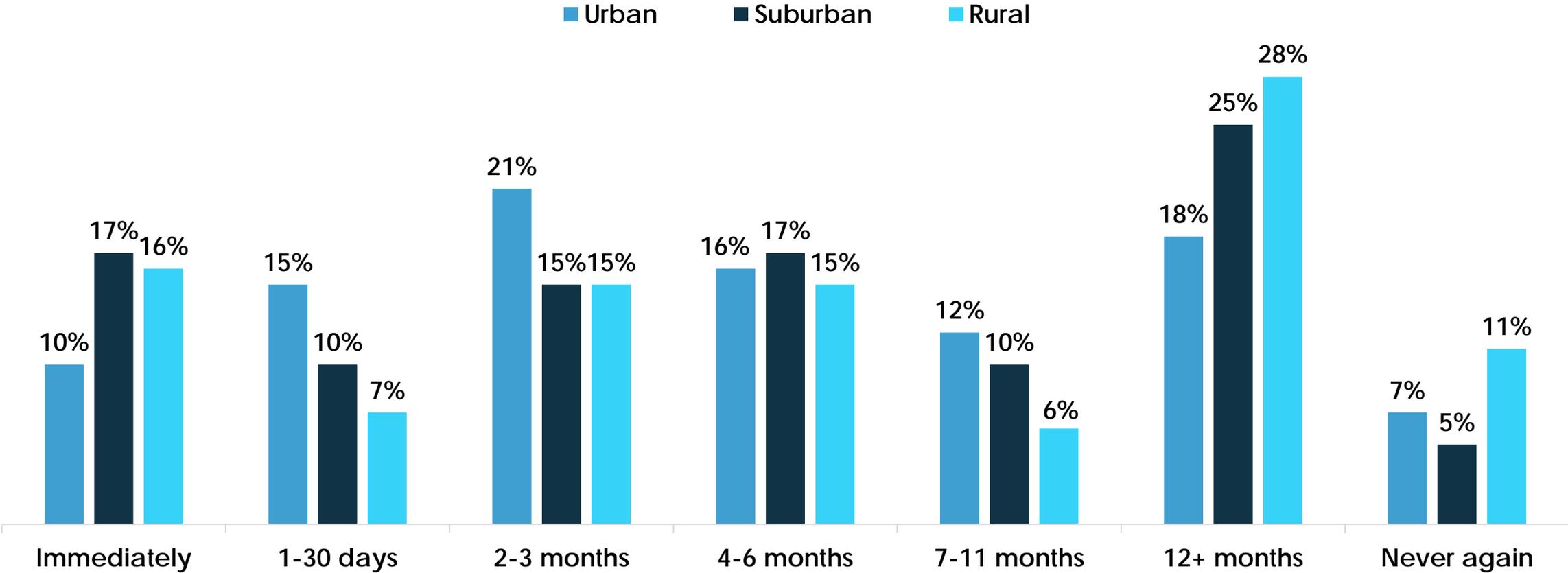
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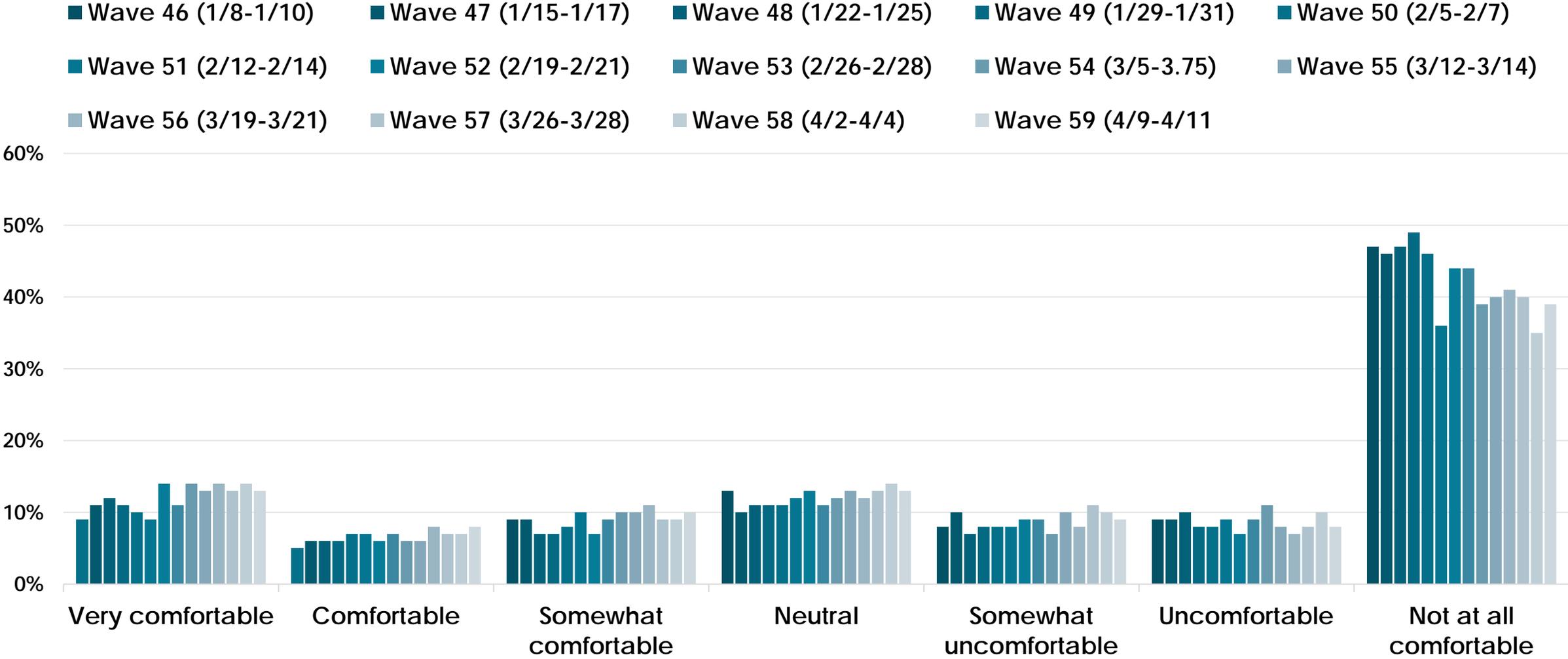
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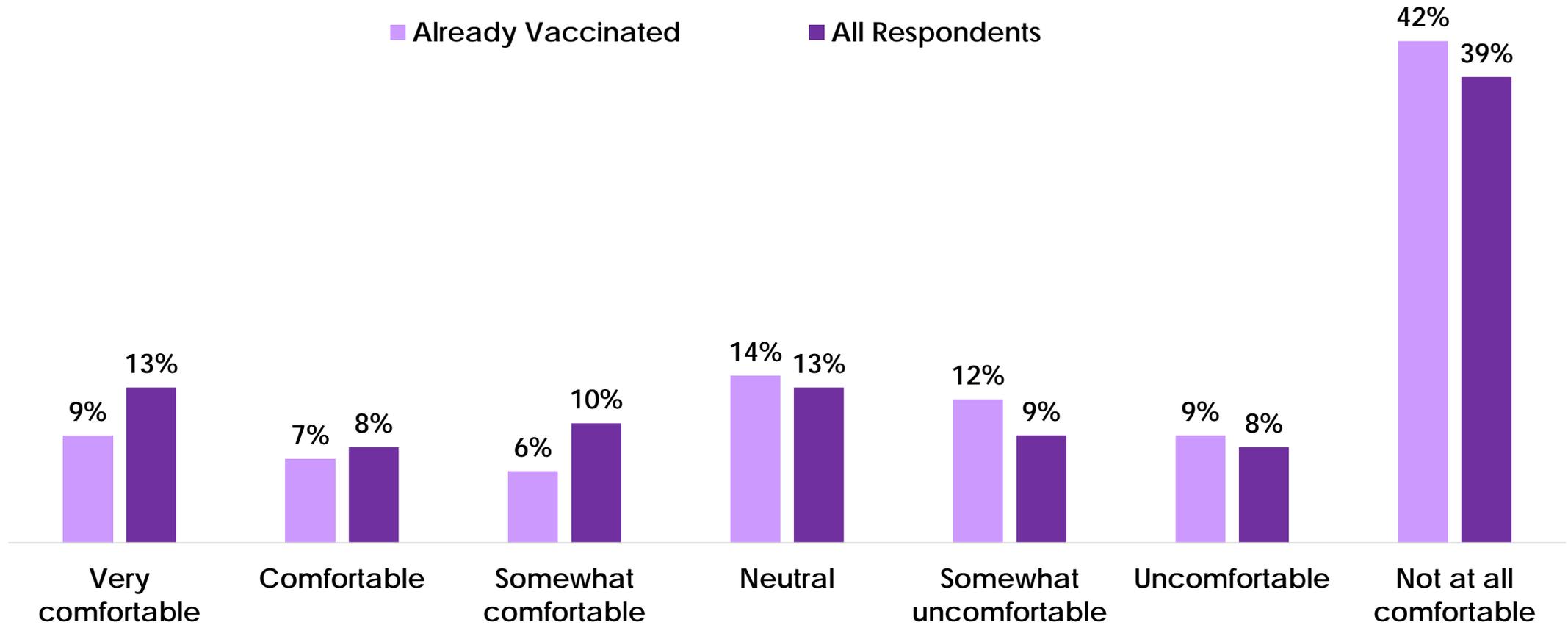
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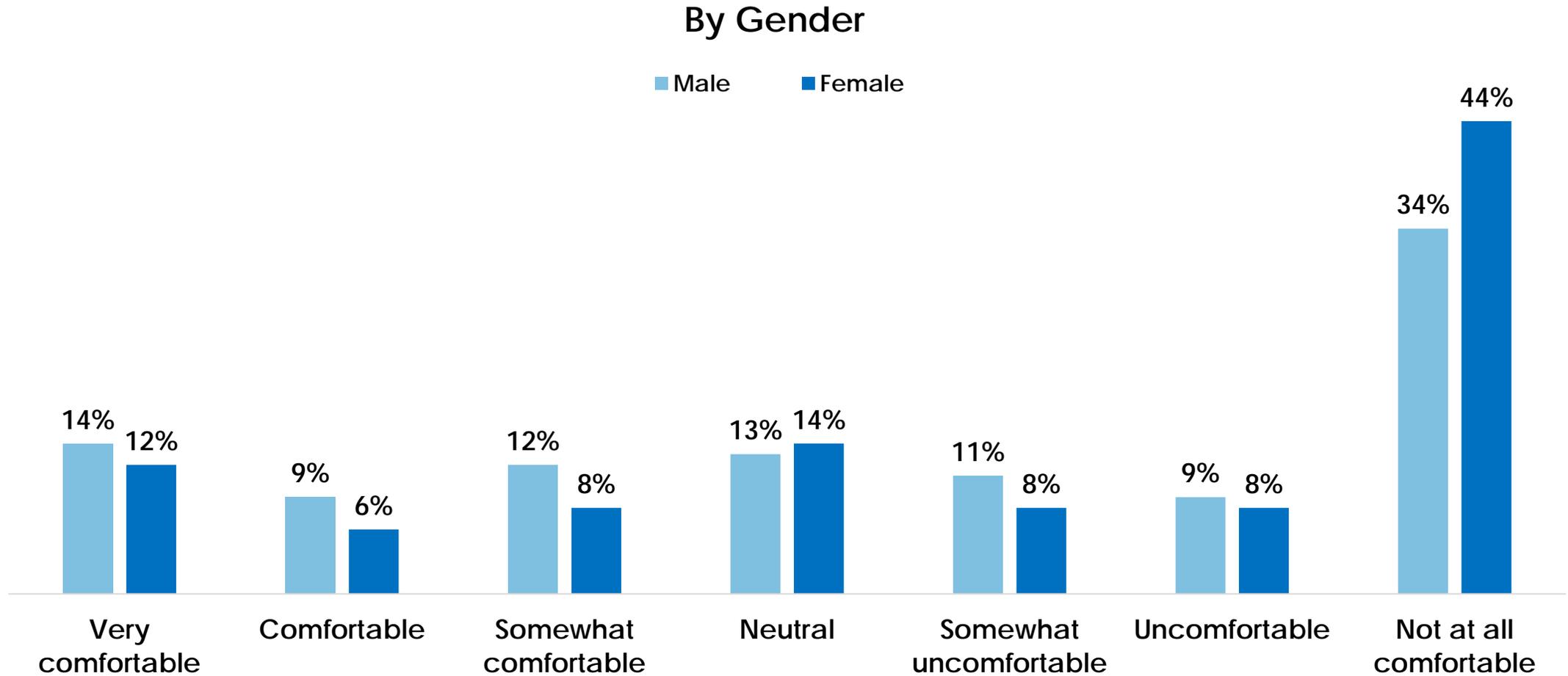


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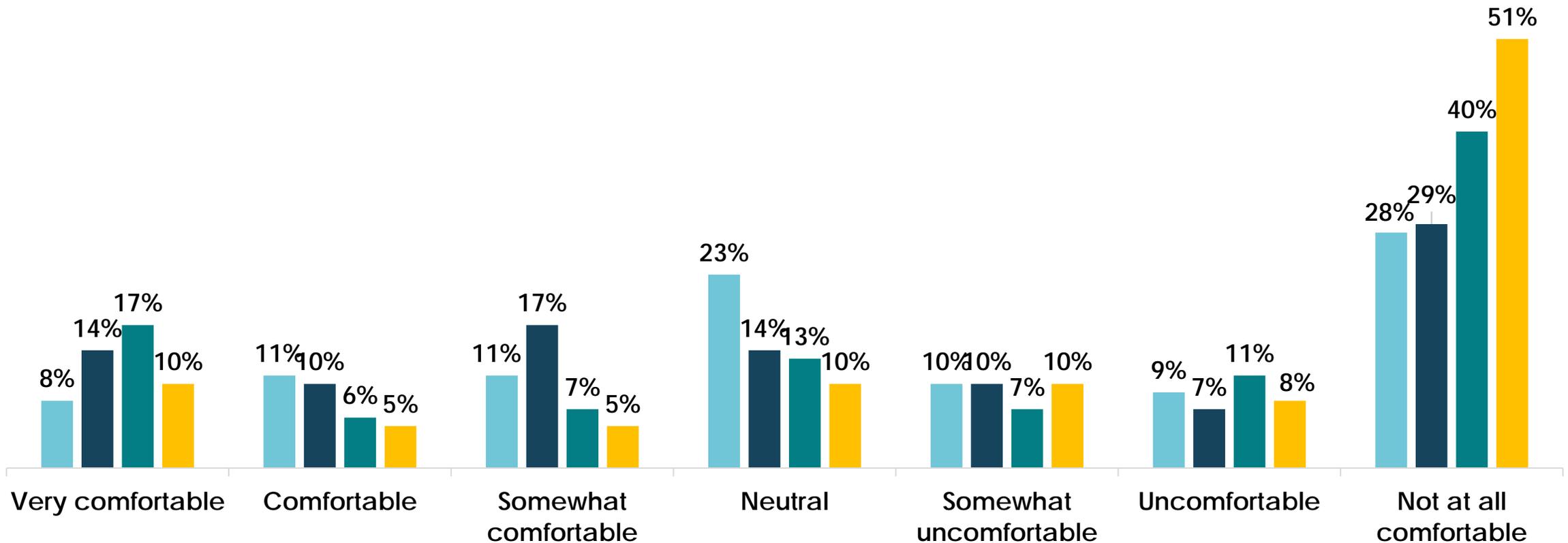
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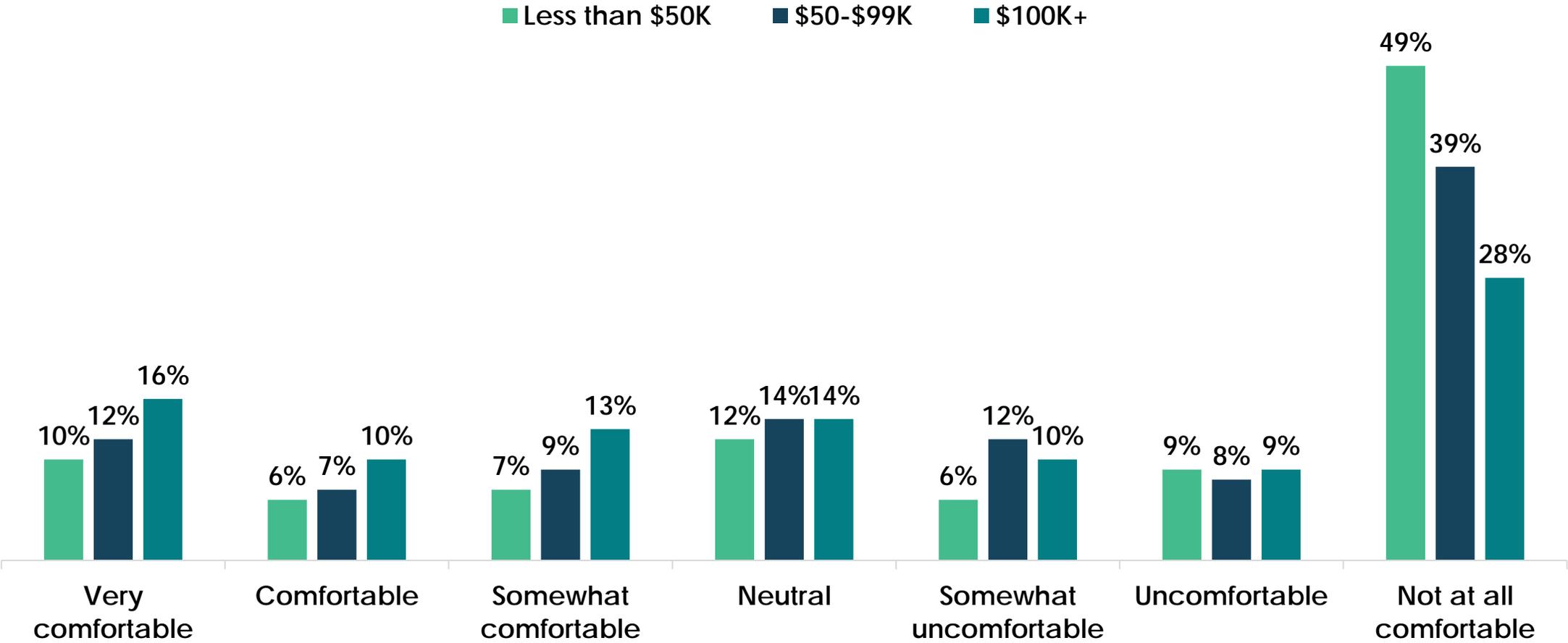
## By Age

■ Gen Z ■ Millennials ■ Gen X ■ Boomer+



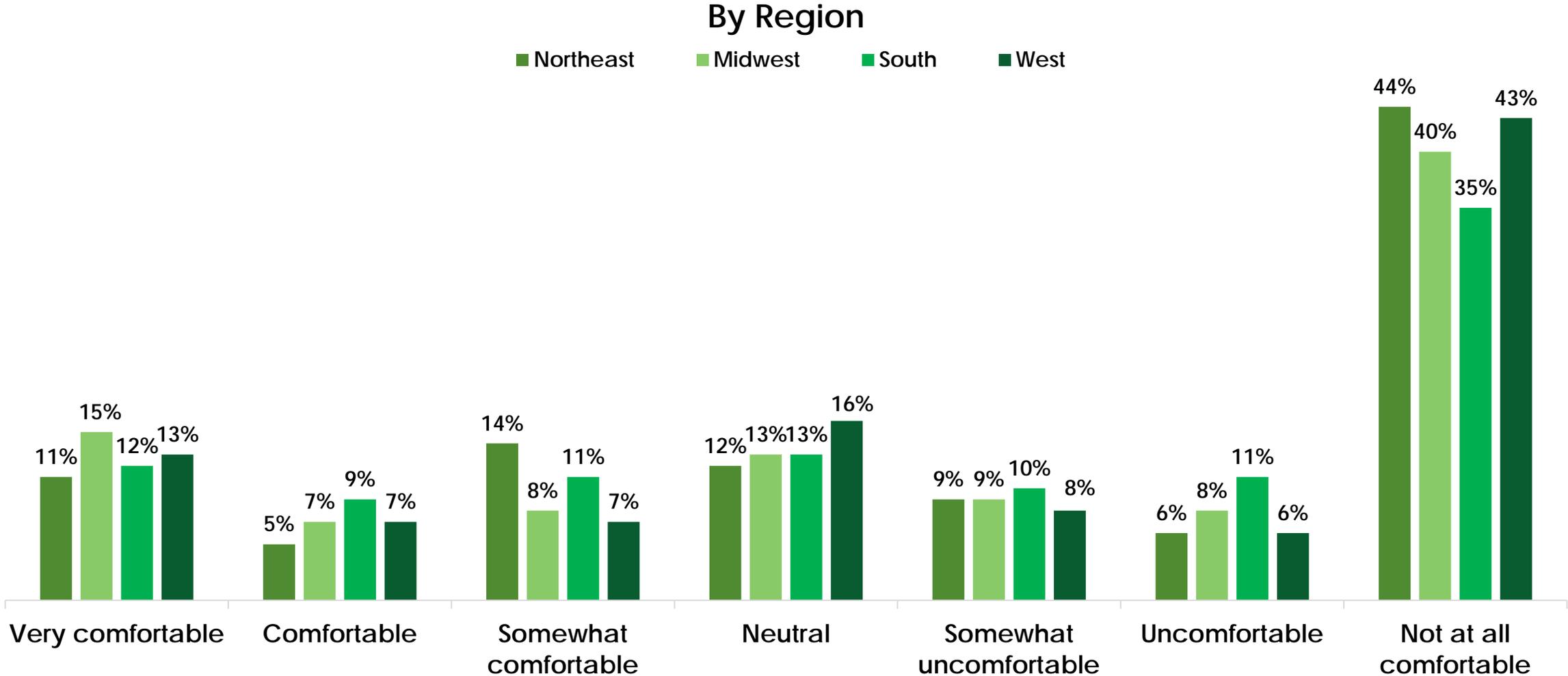
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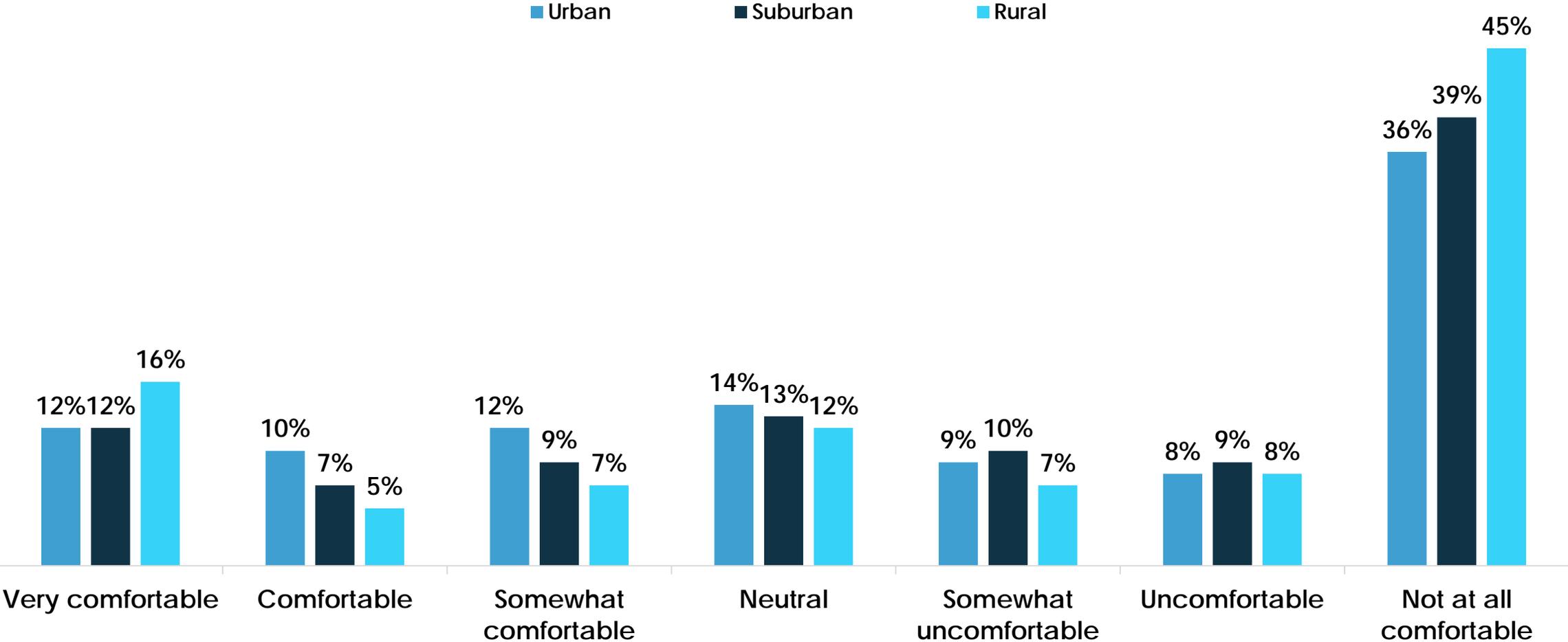
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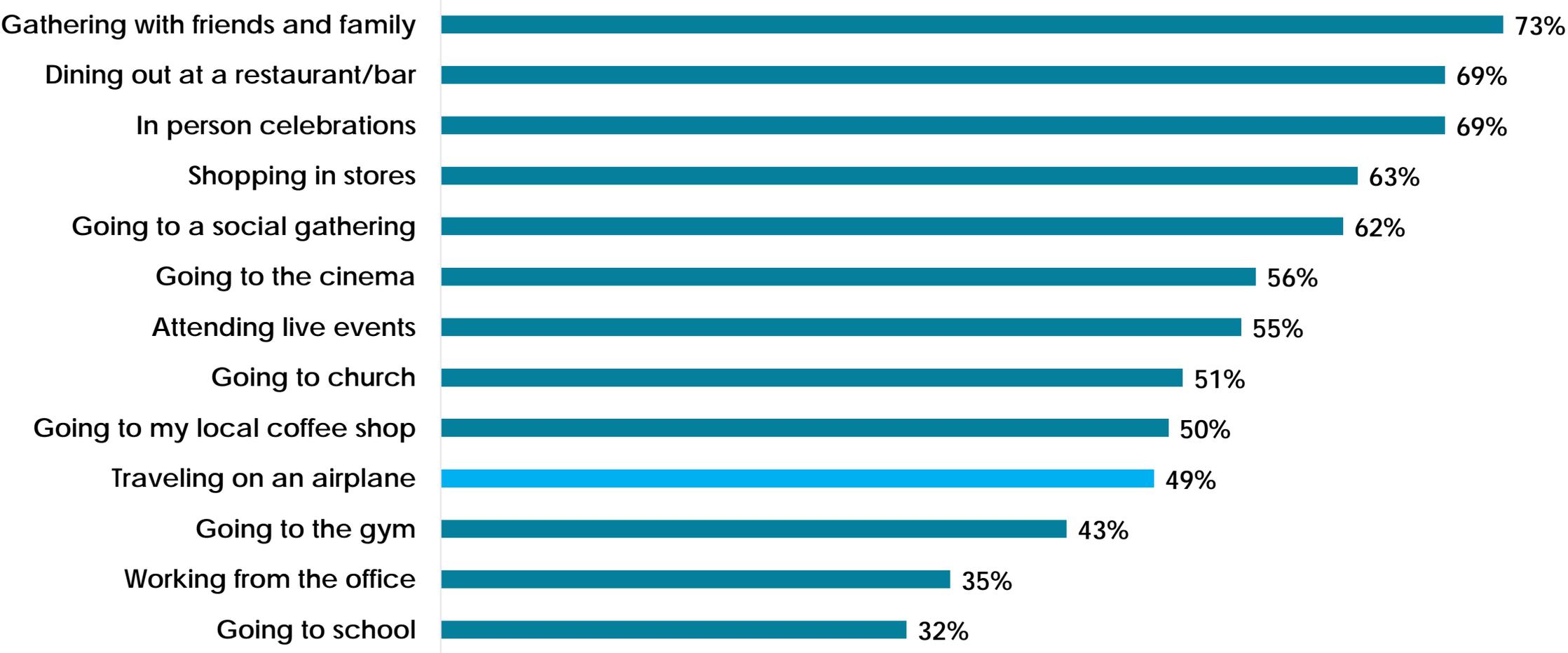
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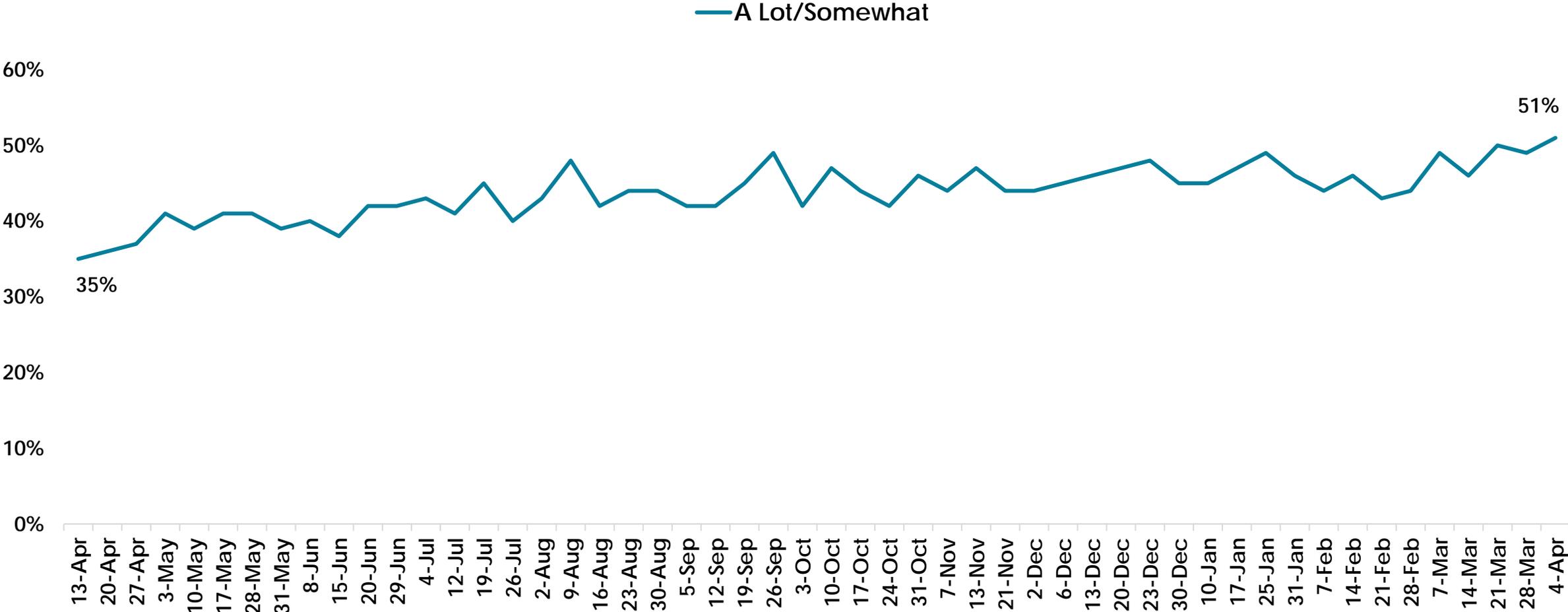
Source: HVCB analysis of Harris Poll COVID-19 Wave 59 (April 9-11, 2021)

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



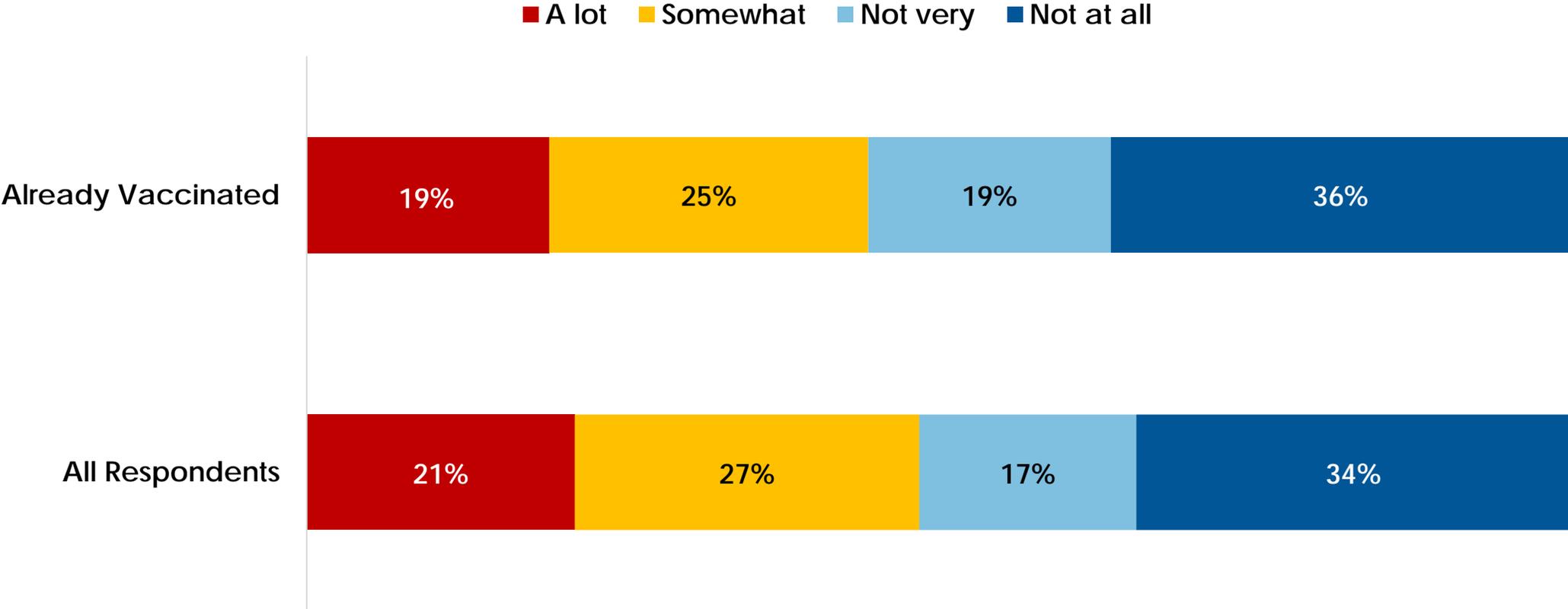
Source: HVCB analysis of Harris Poll COVID-19 Wave 59 (April 9-11, 2021)

# 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

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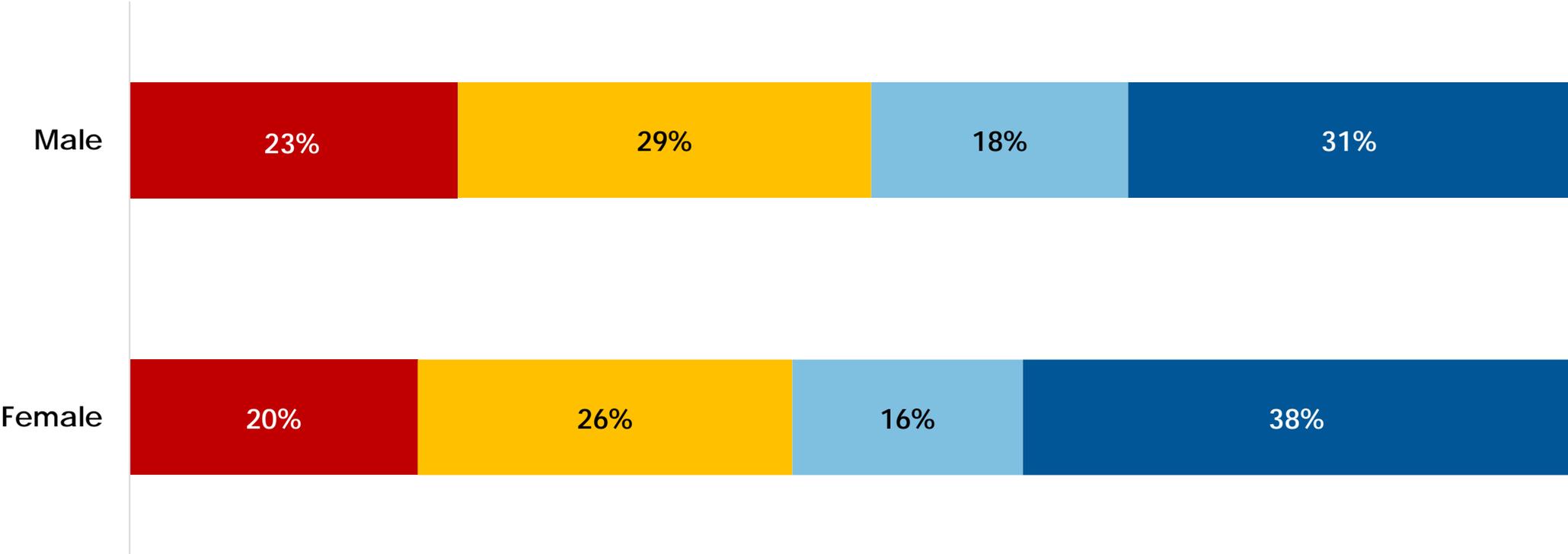


Source: HVCB analysis of Harris Poll COVID-19 Wave 59 (April 9-11, 2021)

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

By Gender

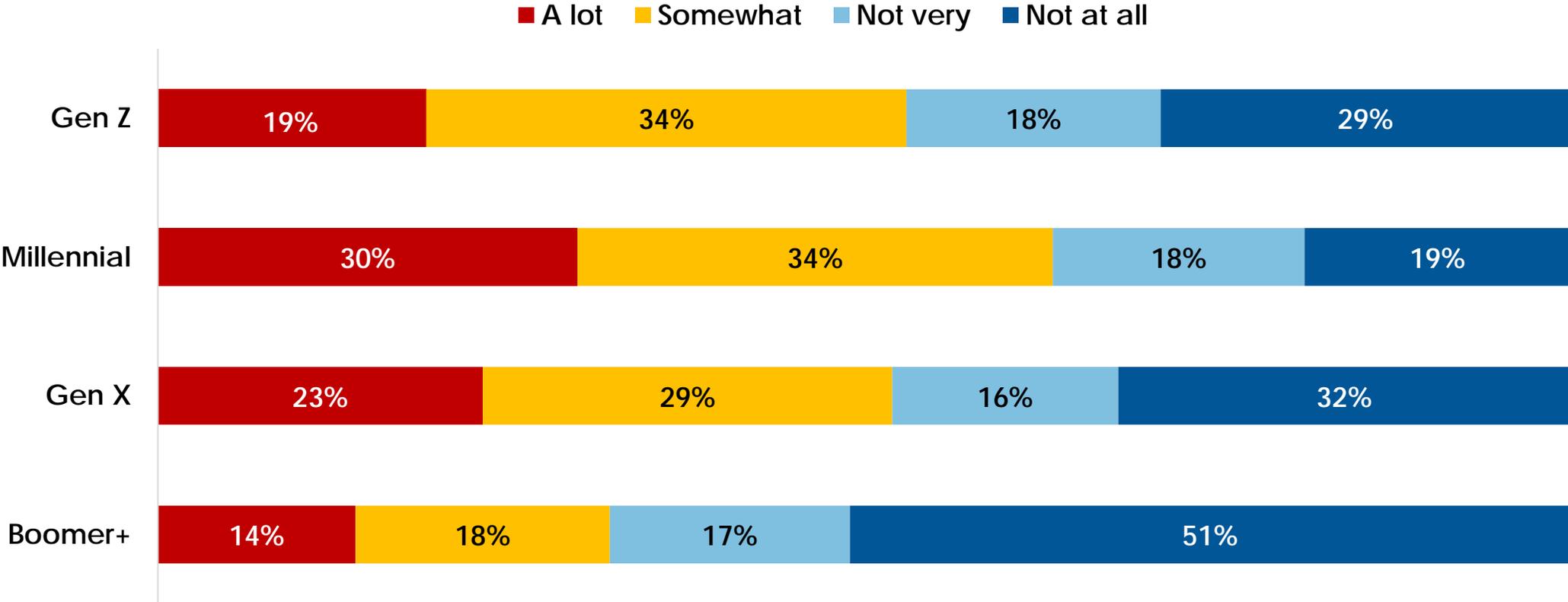
■ A lot ■ Somewhat ■ Not very ■ Not at all



Source: HVCB analysis of Harris Poll COVID-19 Wave 59 (April 9-11, 2021)

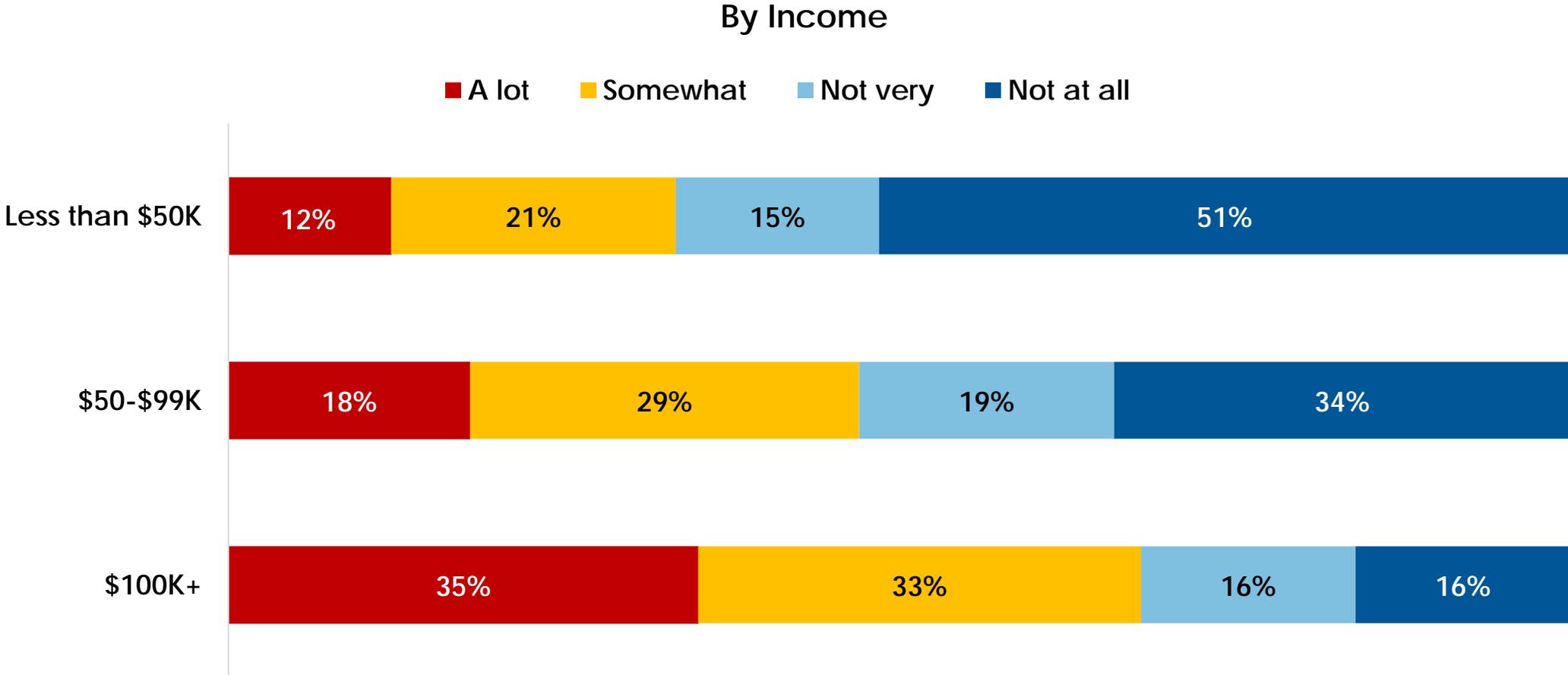
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## By Age



Source: HVCB analysis of Harris Poll COVID-19 Wave 59 (April 9-11, 2021)

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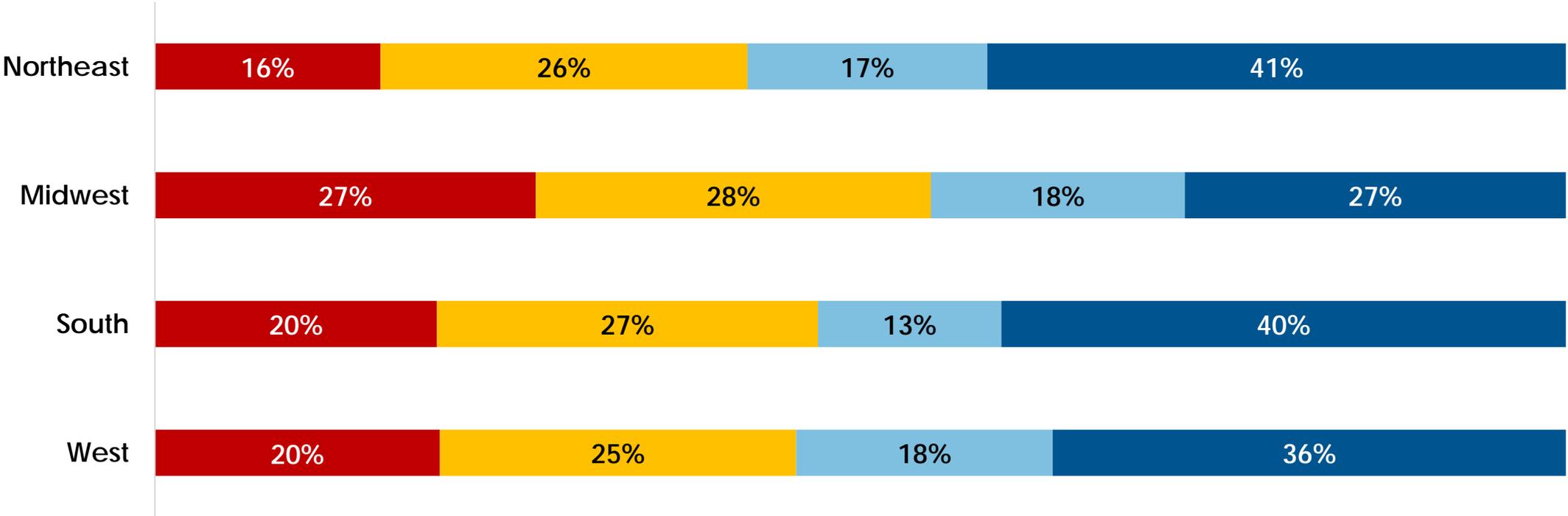


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# How much would you say you miss traveling on an airplane during this time of virus-related restrictions?

## By Region

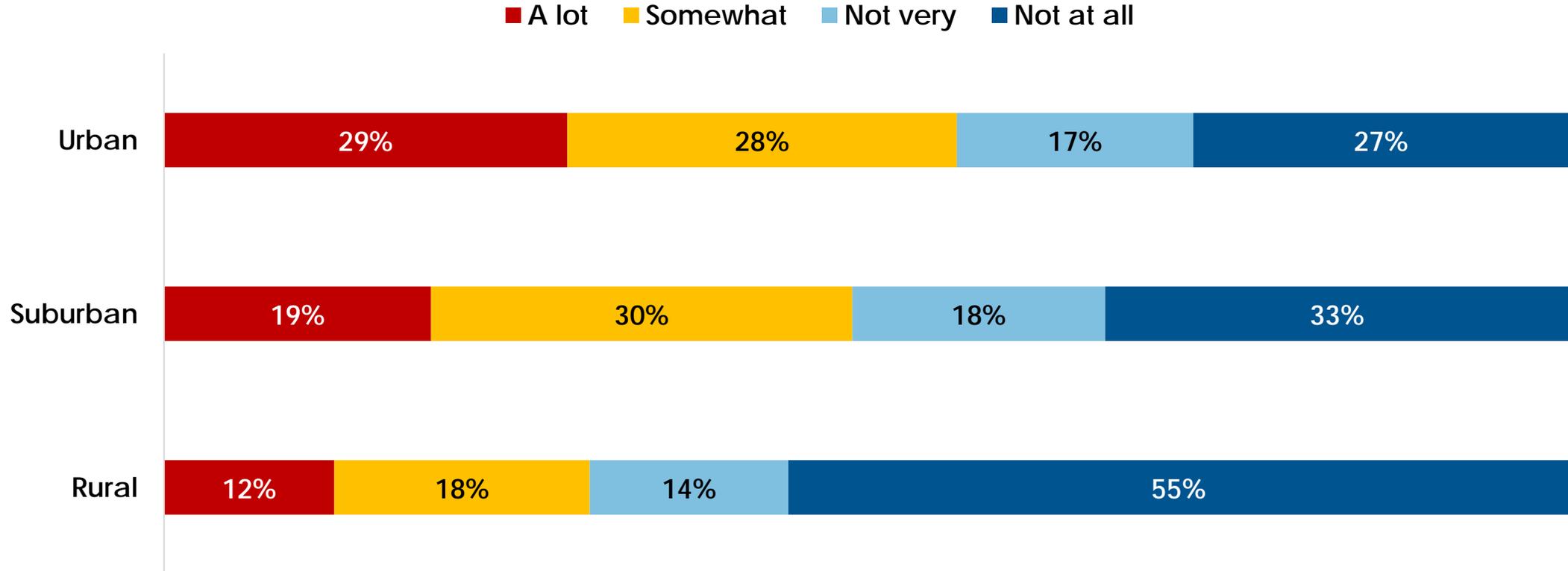
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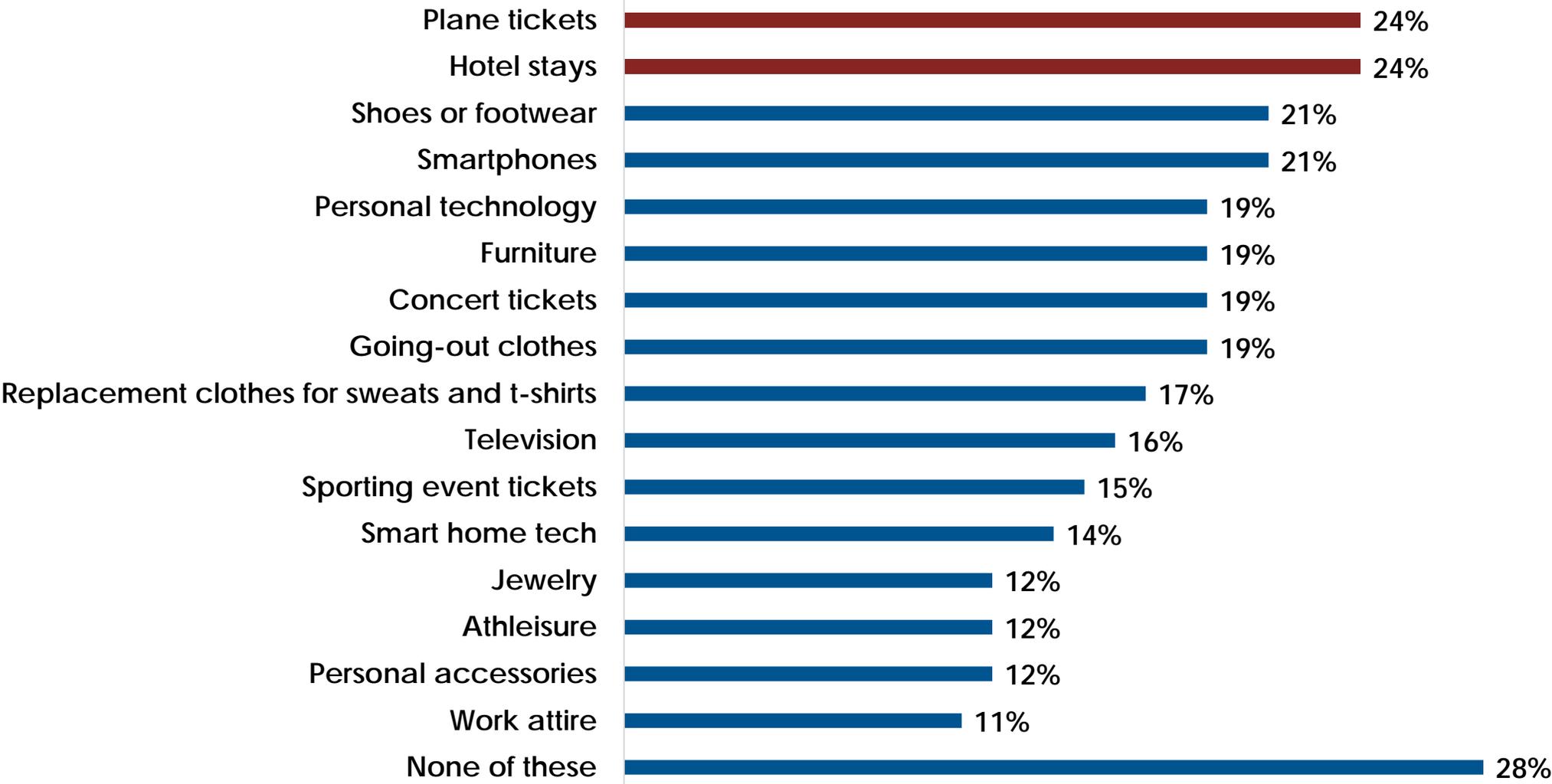
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## By Urbanicity



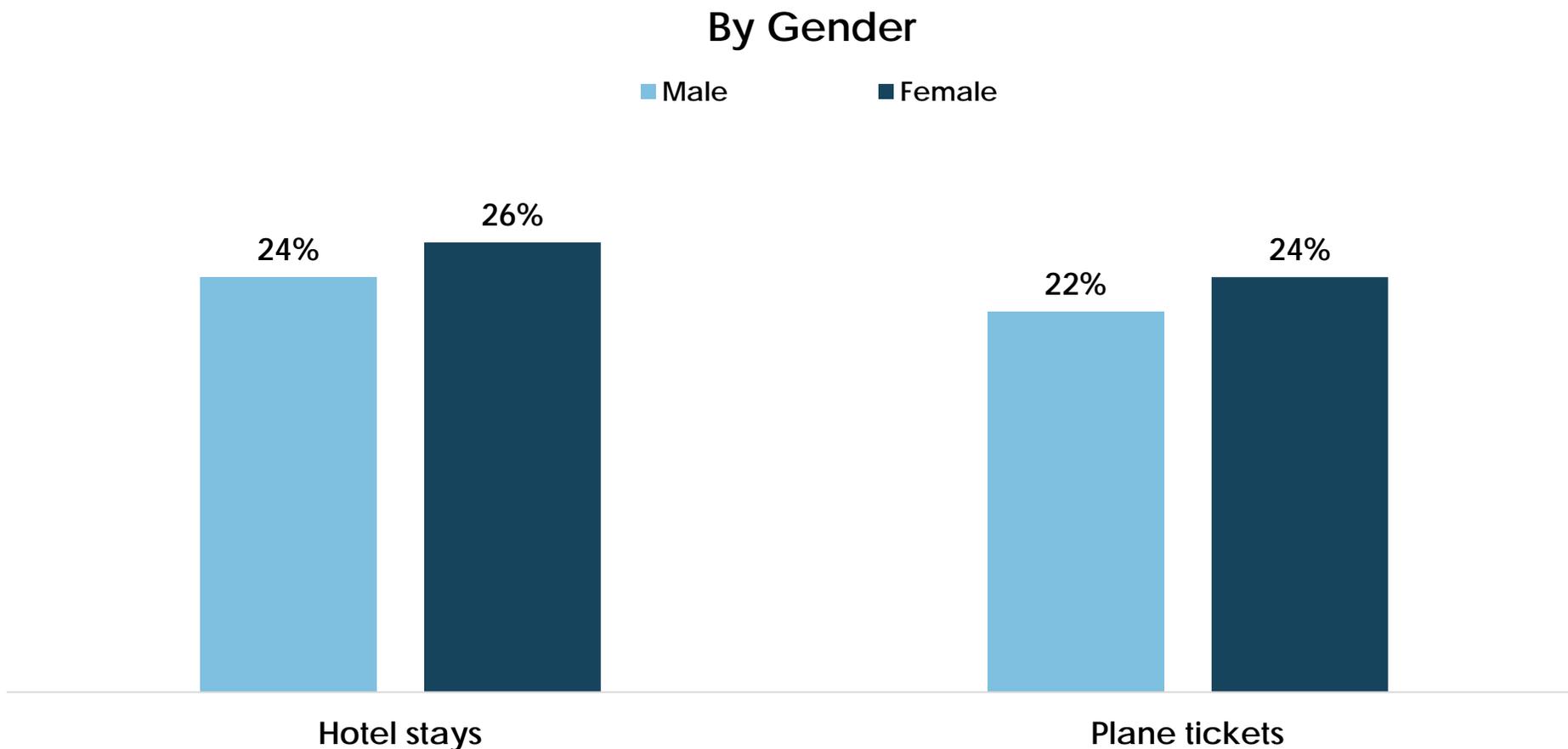
Source: HVCB analysis of Harris Poll COVID-19 Wave 59 (April 9-11, 2021)

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



Source: HVCB analysis of Harris Poll COVID-19 Wave 59 (April 9-11, 2021)

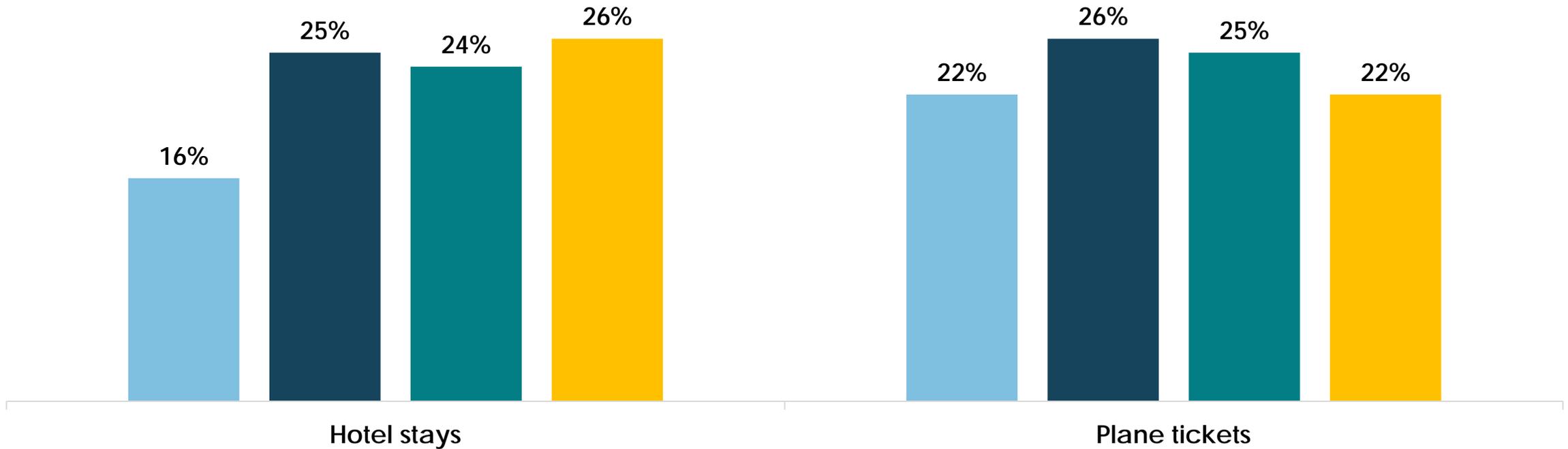
Post-COVID, just under 1 out of 4 women and men intend to purchase plane tickets, slightly lower than intent to buy hotel stays



# Post-COVID, Gen Z is much less likely to purchase hotel stays

## By Age

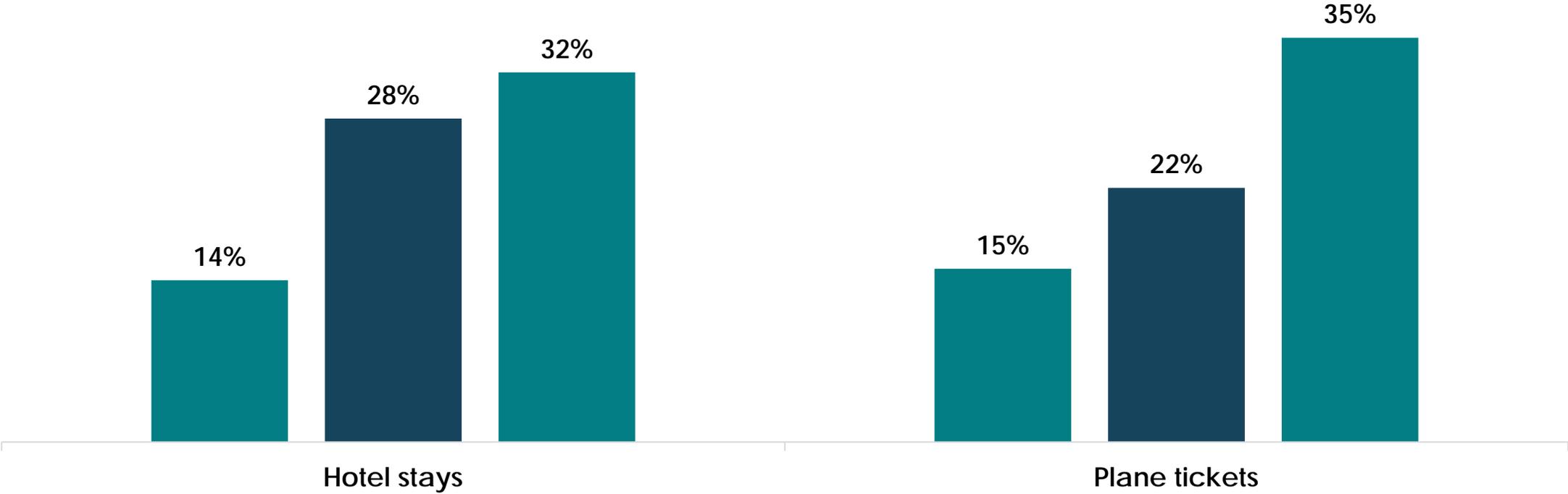
■ Gen Z ■ Millennials ■ Gen X ■ Boomer+



# Post-COVID, higher income respondents are most likely to buy plane tickets

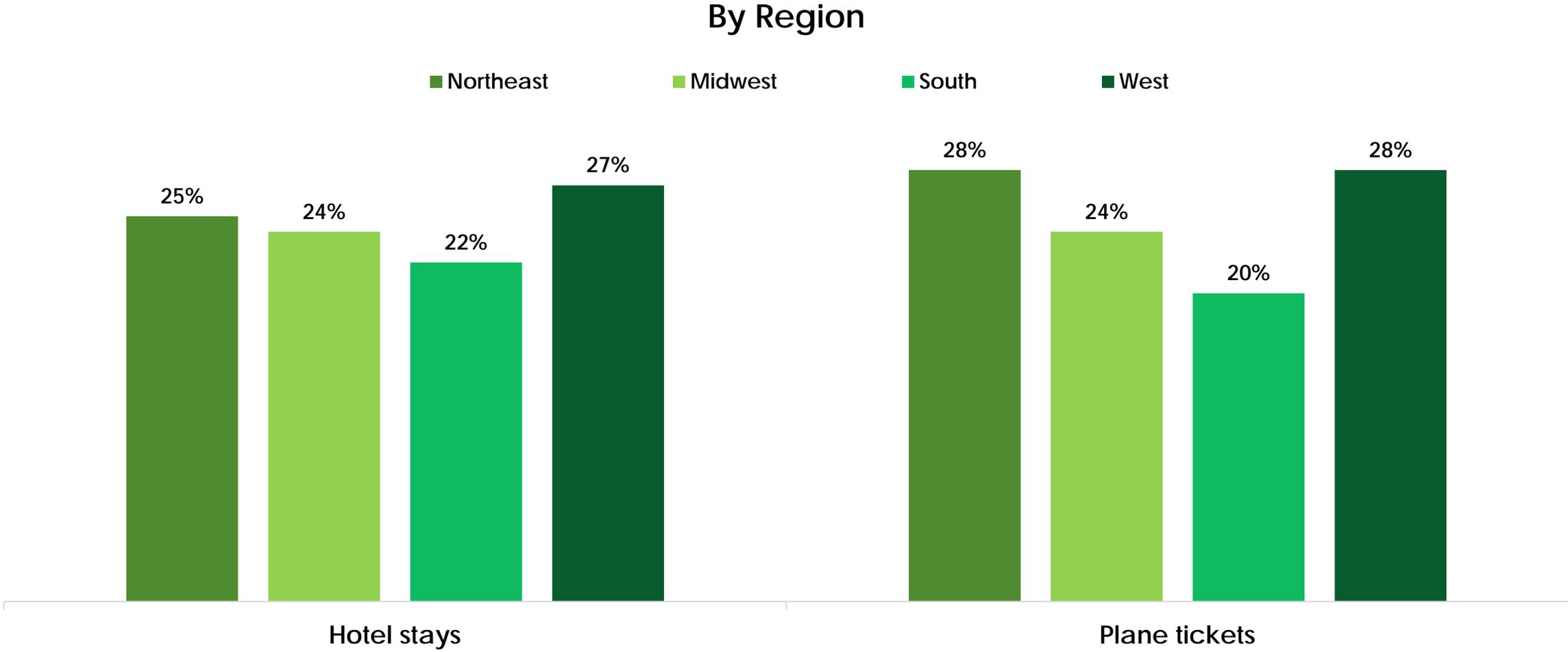
## By Income

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



Source: HVCB analysis of Harris Poll COVID-19 Wave 59 (April 9-11, 2021)

# Post-COVID, respondents in the West are most likely to purchase hotel stays

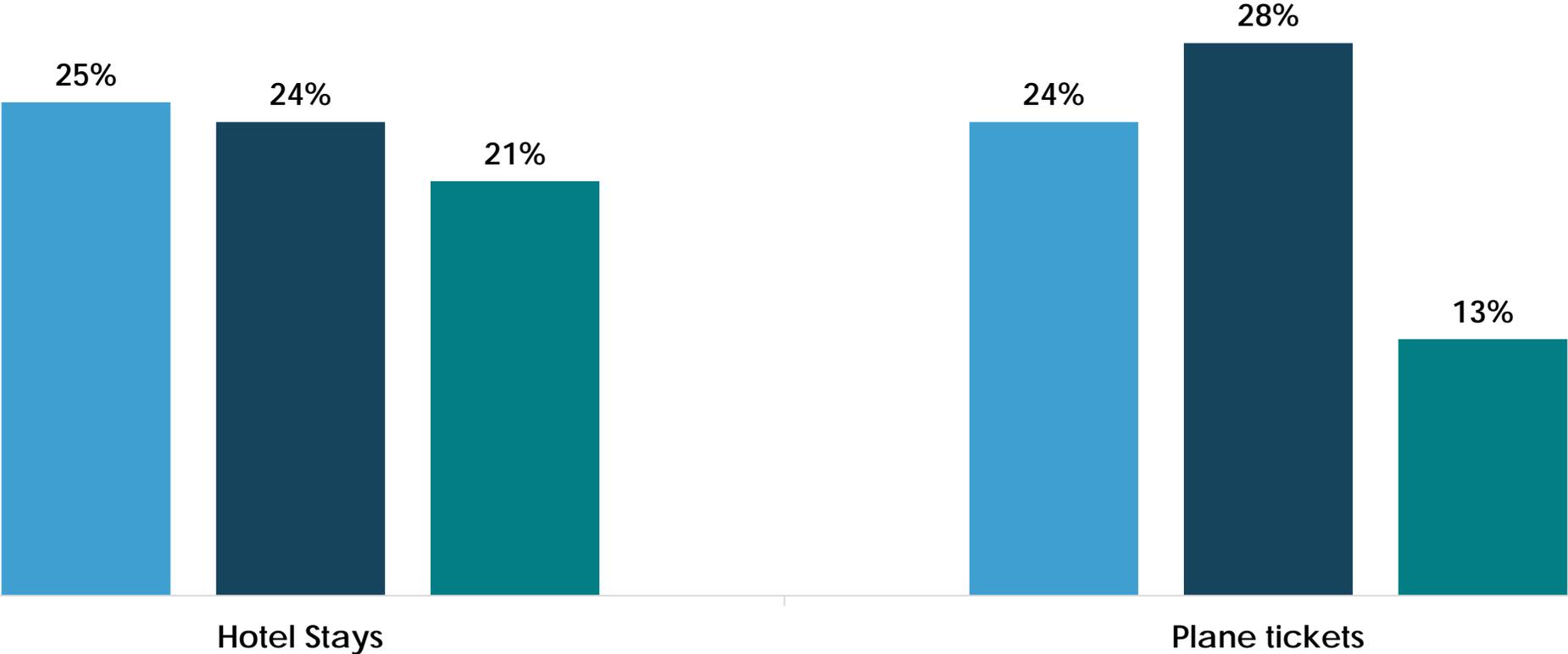


Source: HVCB analysis of Harris Poll COVID-19 Wave 59 (April 9-11, 2021)

# Rural residents are least likely to purchase hotels or flights post-COVID-19

## By Urbanicity

■ Urban   ■ Suburban   ■ Rural



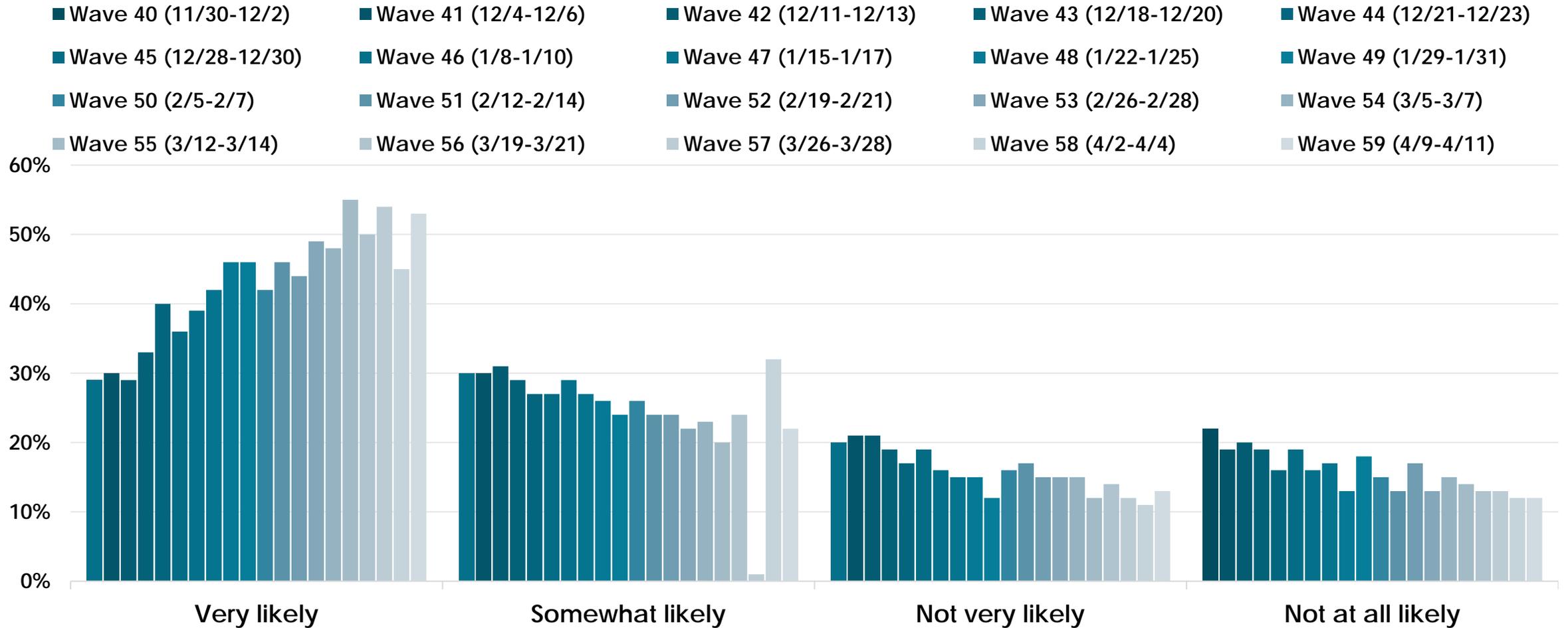
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# Impact of Vaccines

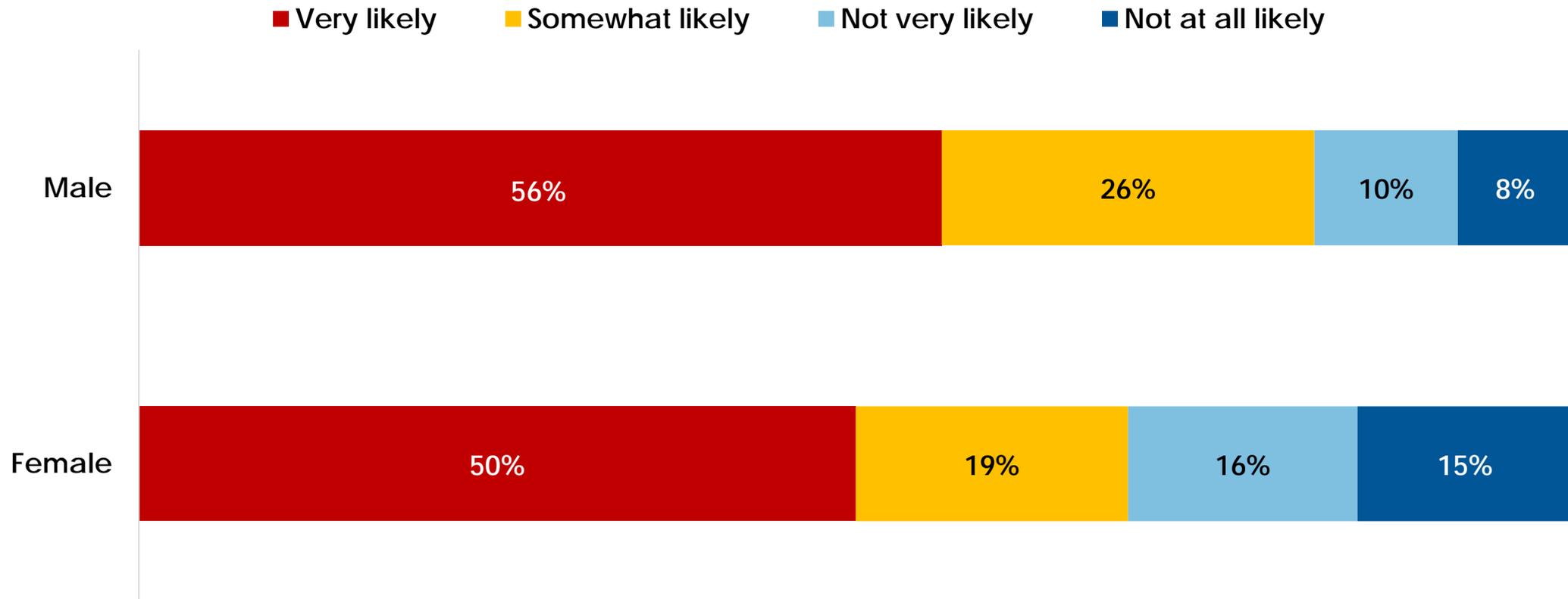


# How likely are you to get a COVID-19 vaccine as soon as it becomes available?

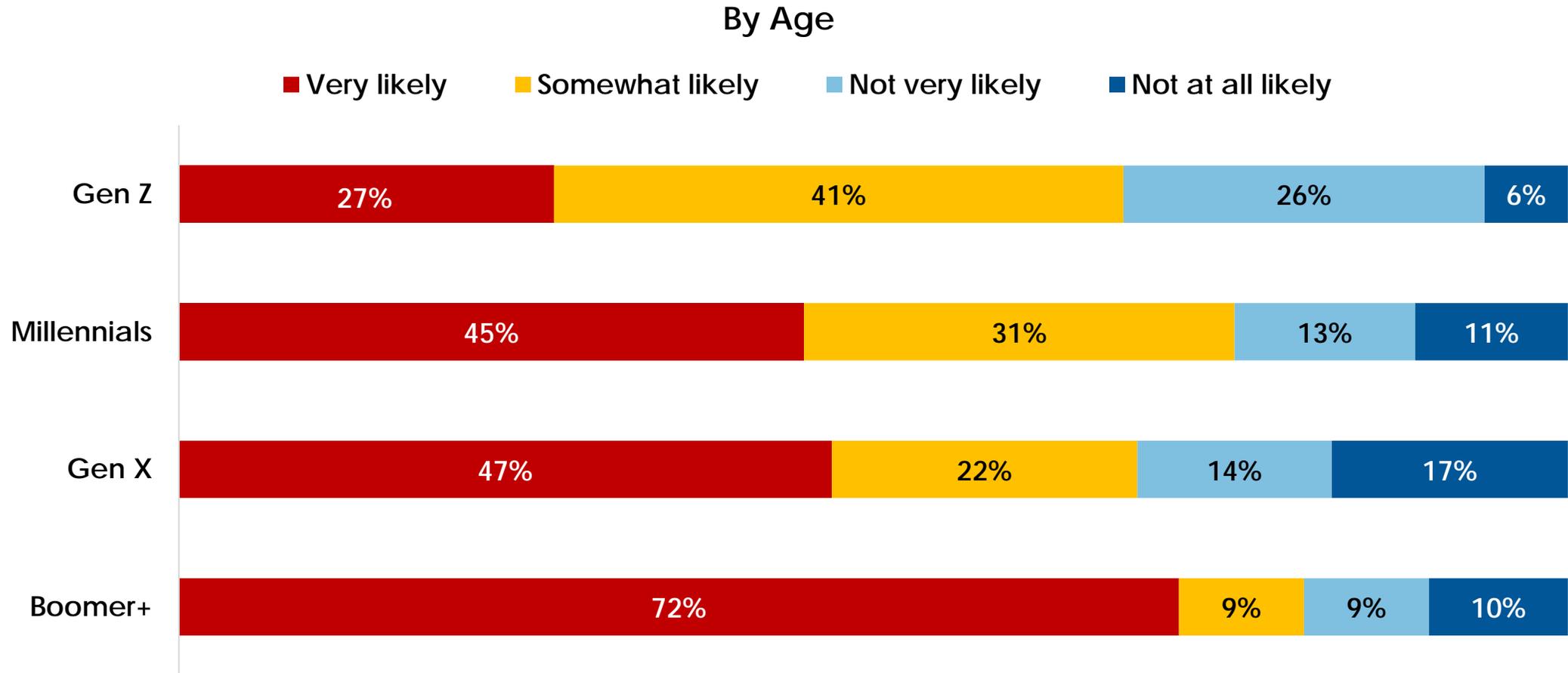


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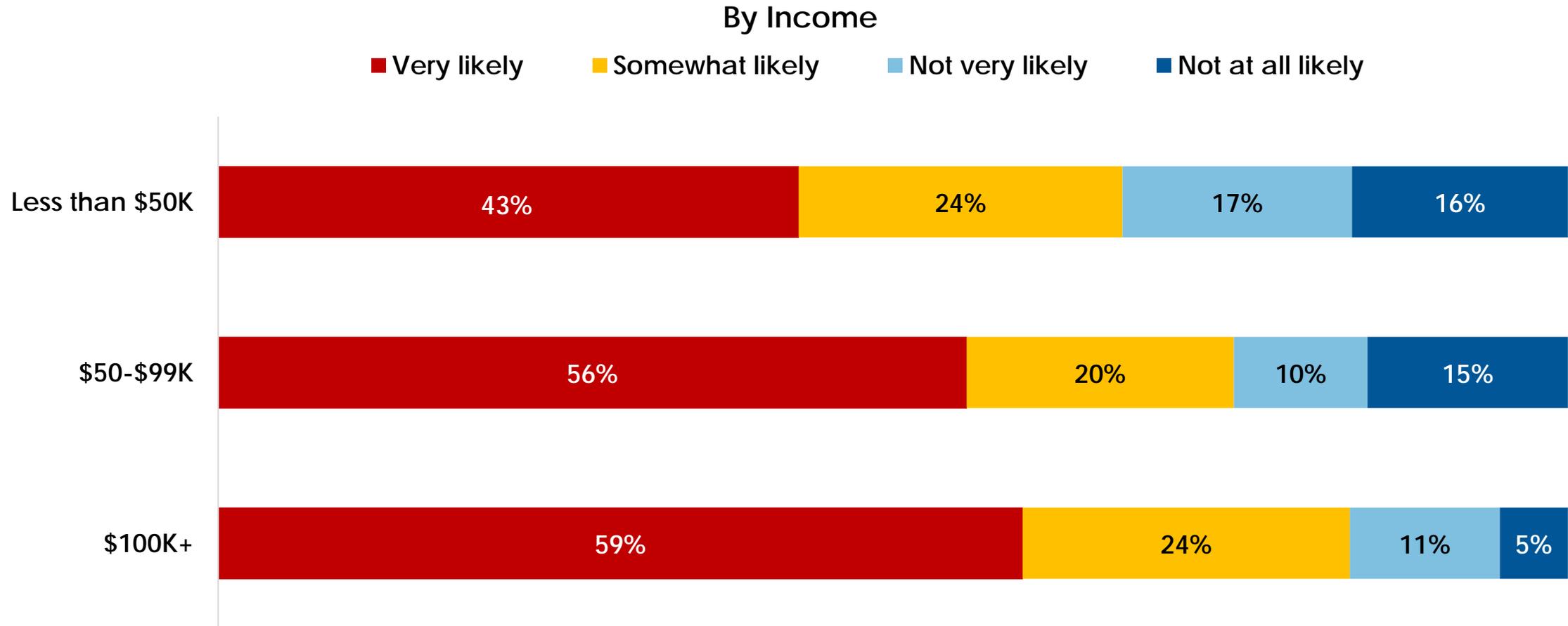
## By Gender



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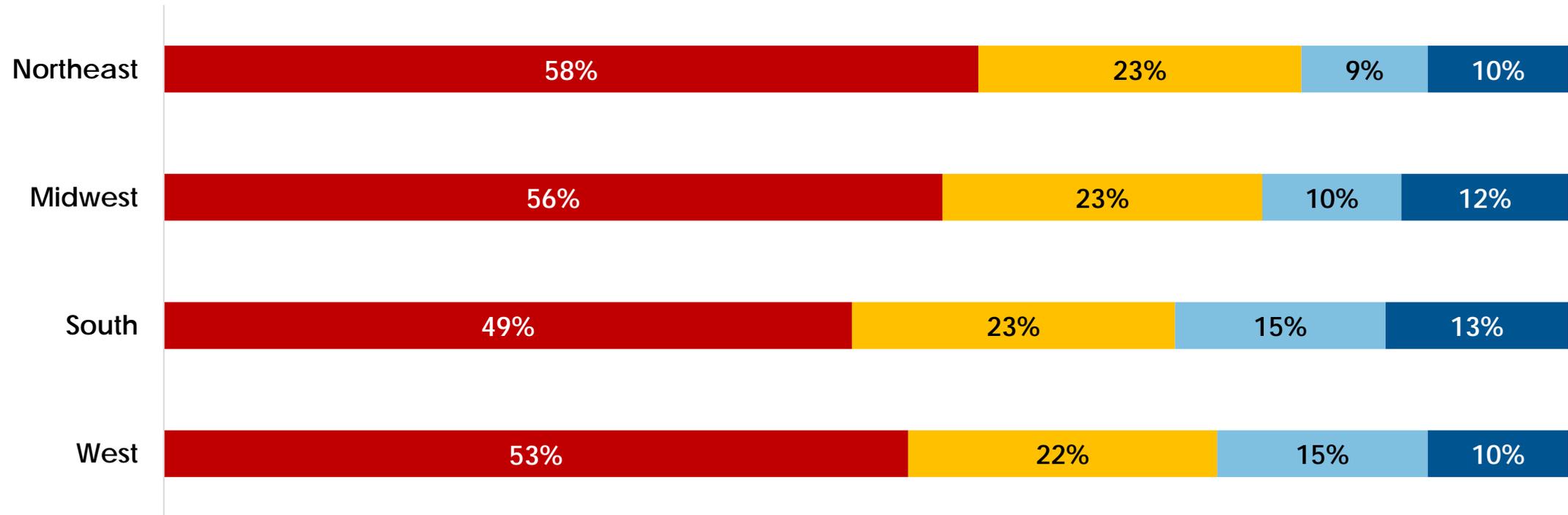
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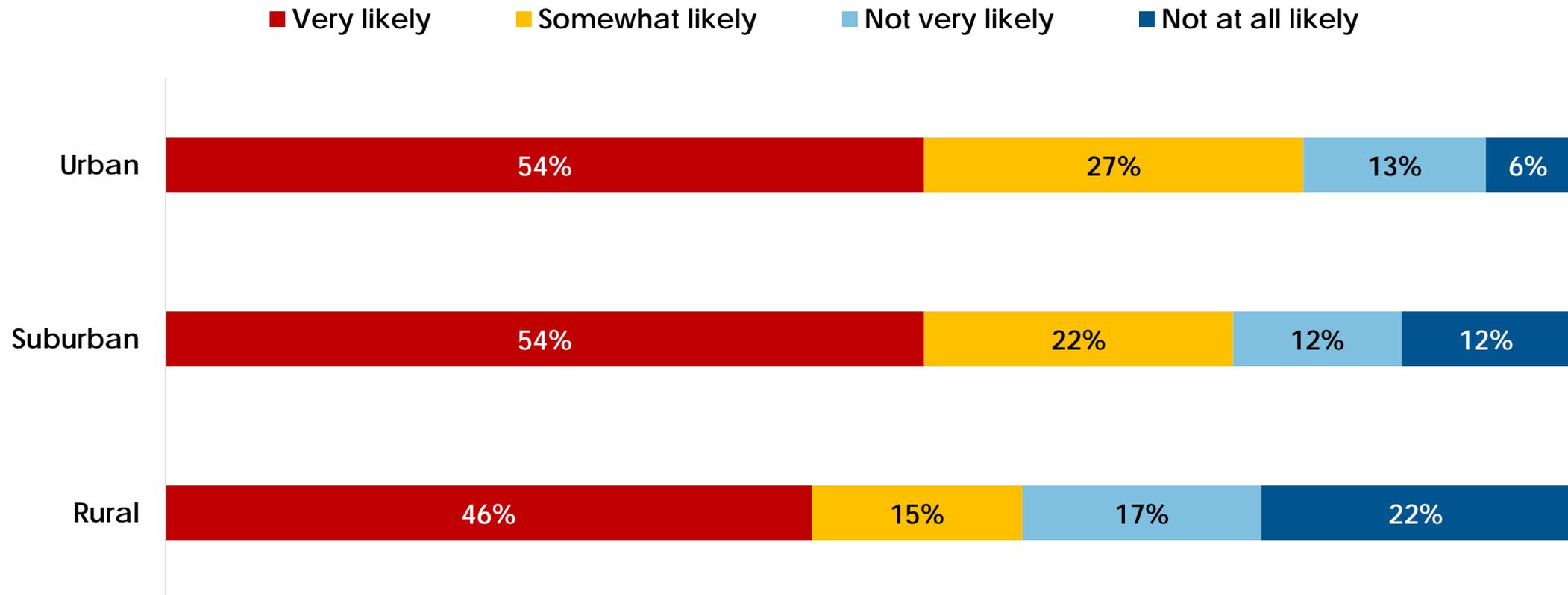
## By Region

Very likely    Somewhat likely    Not very likely    Not at all likely

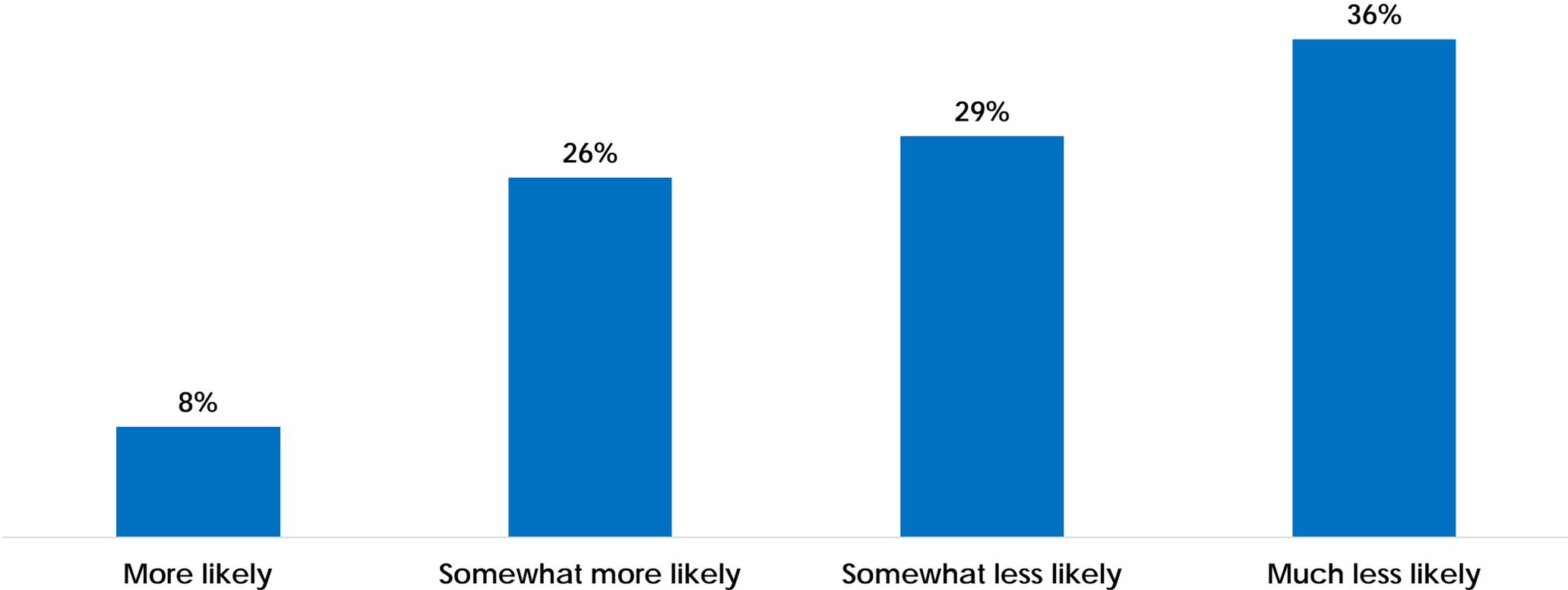


# How likely are you to get a COVID-19 vaccine as soon as it becomes available?

## By Urbanicity



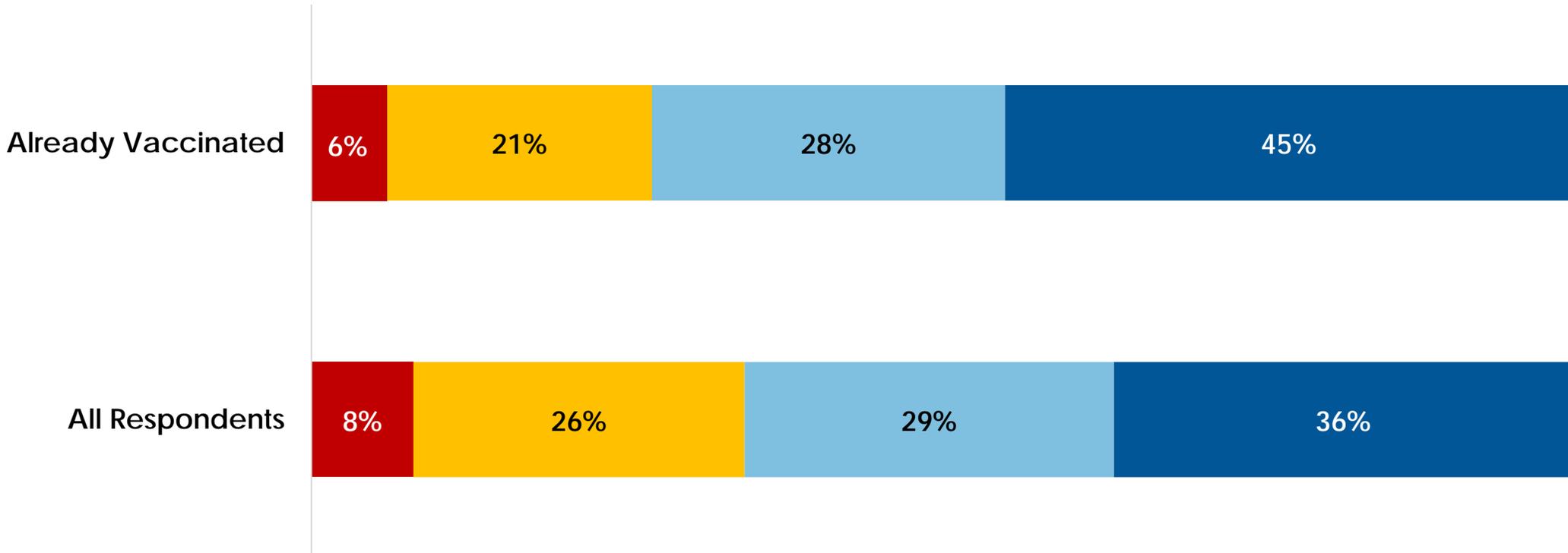
How, if at all, has vaccine rollout outside the U.S. affected your likelihood to travel outside the U.S. in 2021?



Source: HVCB analysis of Harris Poll COVID-19 Wave 59 (April 9-11, 2021)

# How, if at all, has vaccine rollout outside the U.S. affected your likelihood to travel outside the U.S. in 2021?

■ More likely    ■ Somewhat more likely    ■ Somewhat less likely    ■ Much less likely

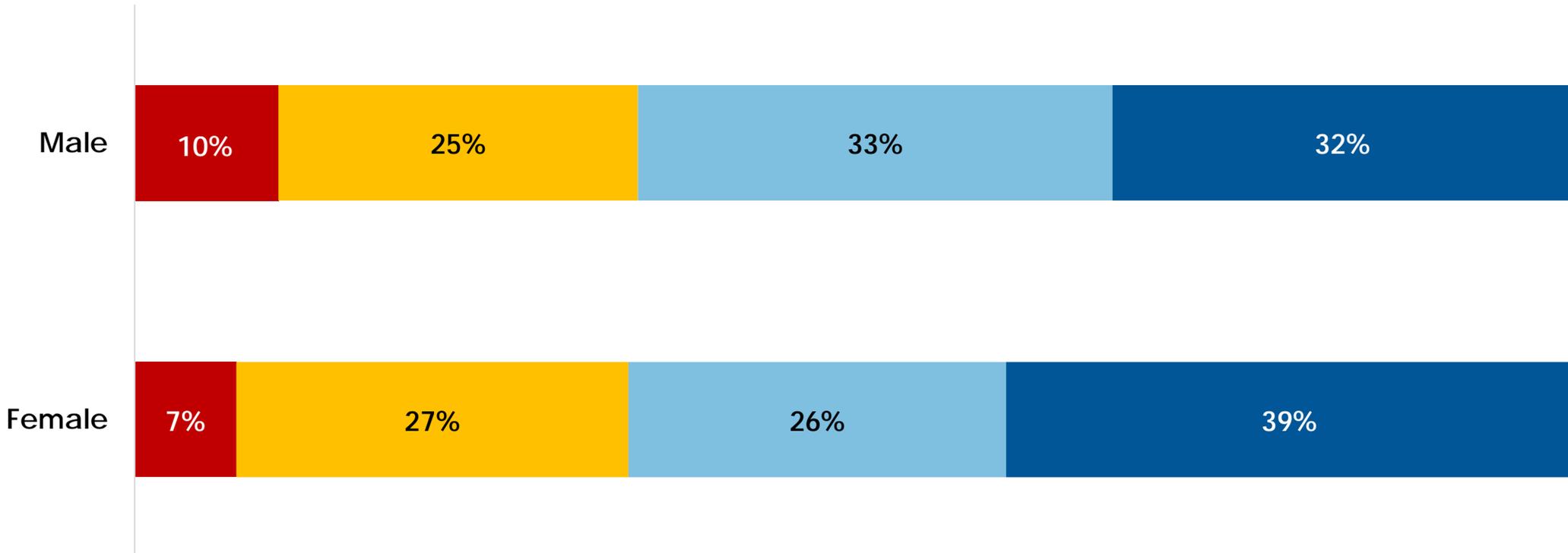


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# How, if at all, has vaccine rollout outside the U.S. affected your likelihood to travel outside the U.S. in 2021?

By Gender

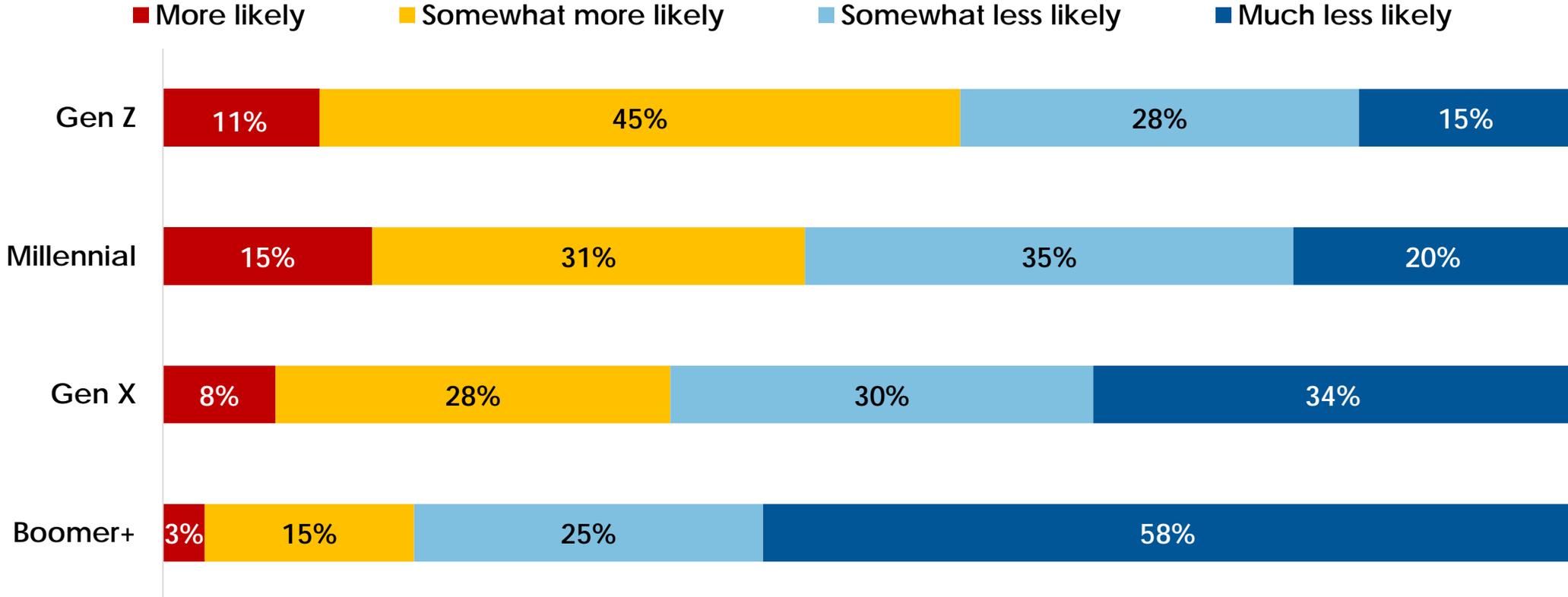
More likely    Somewhat more likely    Somewhat less likely    Much less likely



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# How, if at all, has vaccine rollout outside the U.S. affected your likelihood to travel outside the U.S. in 2021?

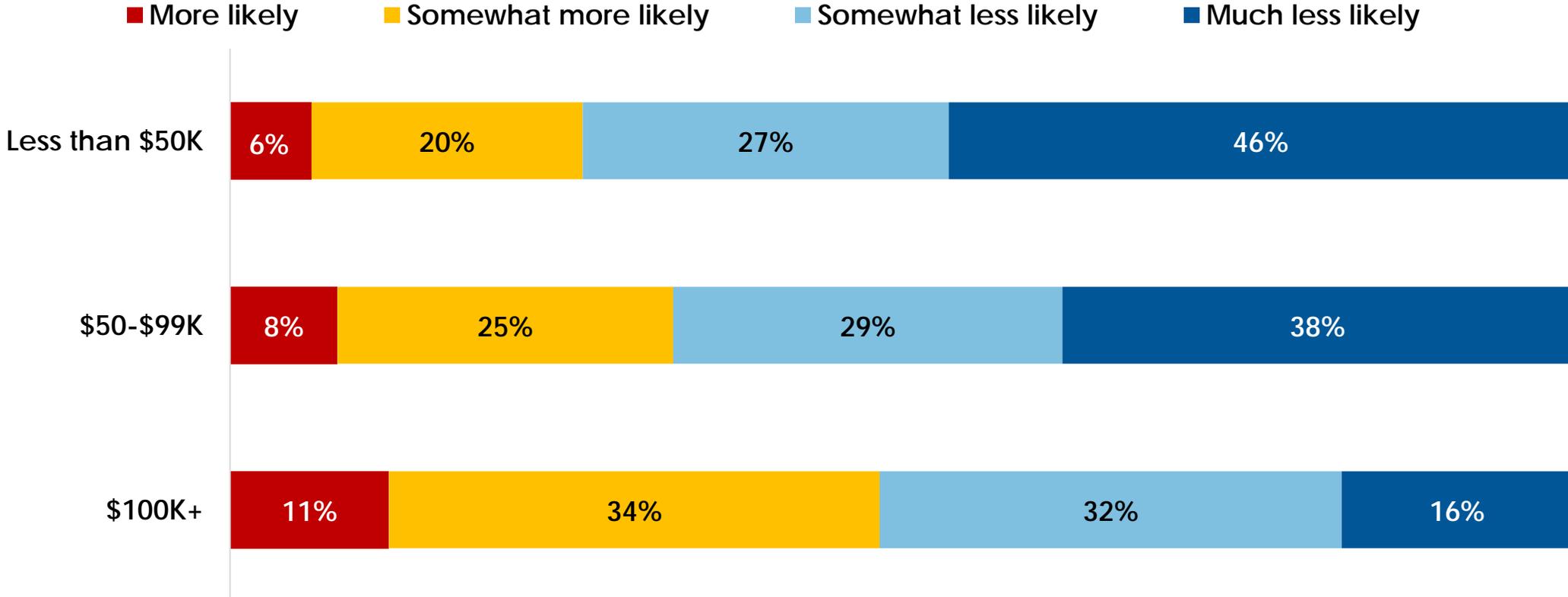
By Age



Source: HVCB analysis of Harris Poll COVID-19 Wave 59 (April 9-11, 2021)

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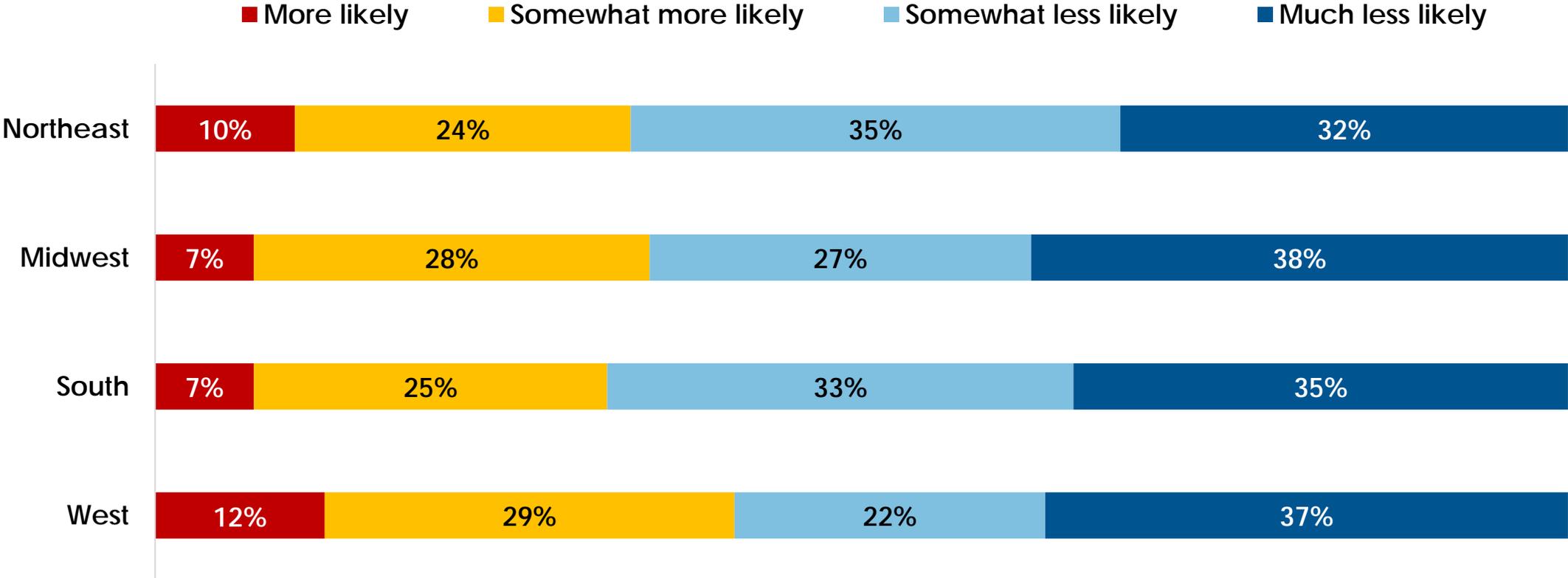
## By Income



Source: HVCB analysis of Harris Poll COVID-19 Wave 59 (April 9-11, 2021)

# How, if at all, has vaccine rollout outside the U.S. affected your likelihood to travel outside the U.S. in 2021?

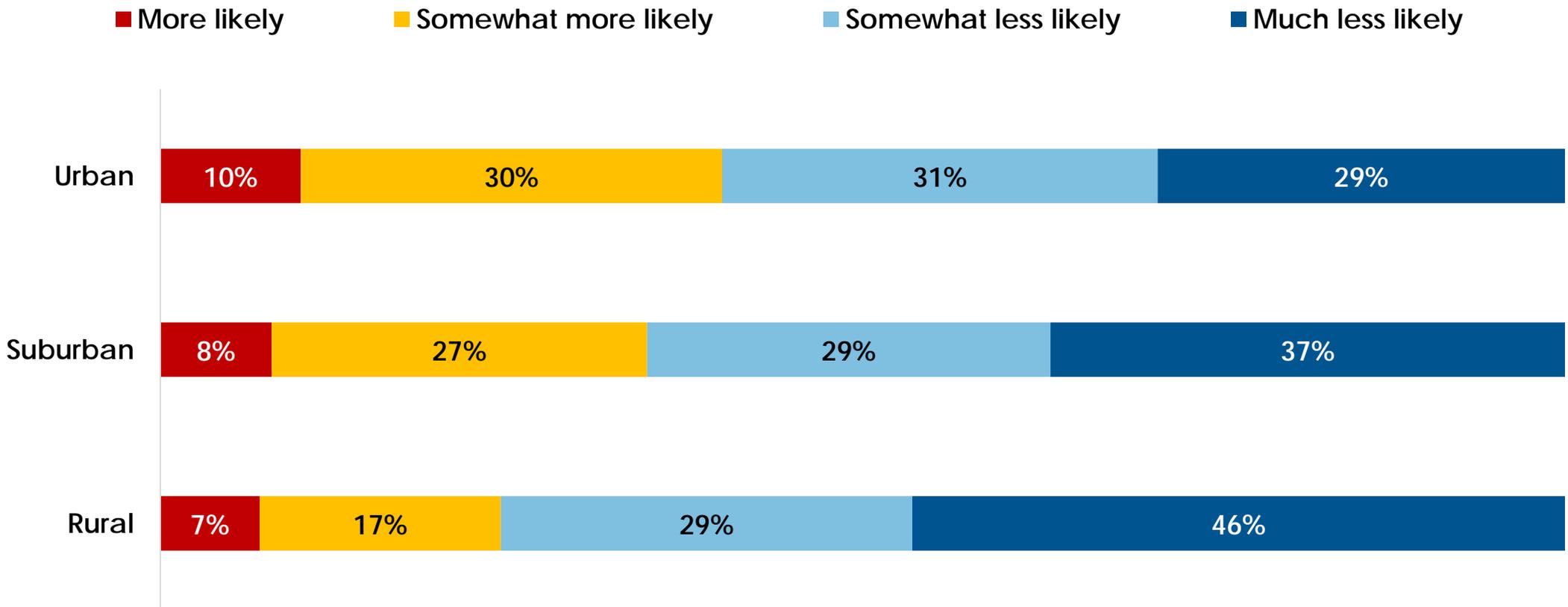
## By Region



Source: HVCB analysis of Harris Poll COVID-19 Wave 59 (April 9-11, 2021)

# How, if at all, has vaccine rollout outside the U.S. affected your likelihood to travel outside the U.S. in 2021?

## By Urbanicity



Source: HVCB analysis of Harris Poll COVID-19 Wave 59 (April 9-11, 2021)

# Do you support or oppose introducing a “vaccine passport” for the following public activities?

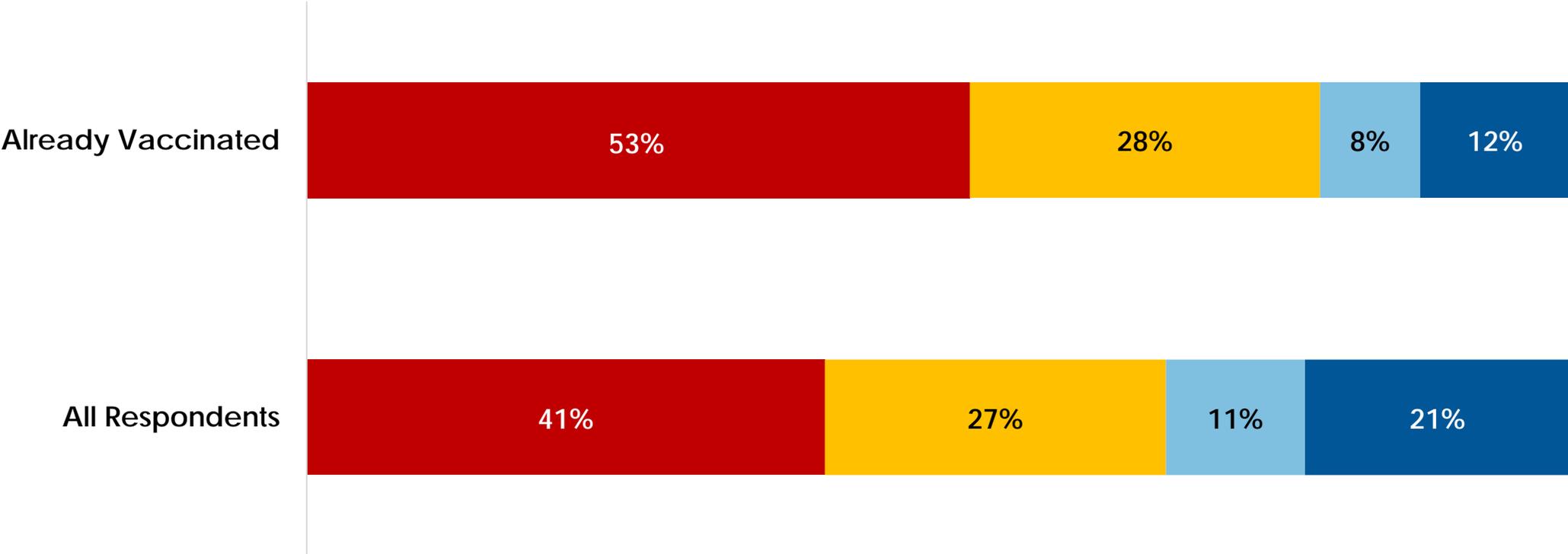
Strongly/somewhat support



Source: HVCB analysis of Harris Poll COVID-19 Wave 59 (April 9-11, 2021)

# Do you support or oppose introducing a “vaccine passport” for flying on a plane?

■ Strongly support ■ Somewhat support ■ Somewhat oppose ■ Strongly oppose

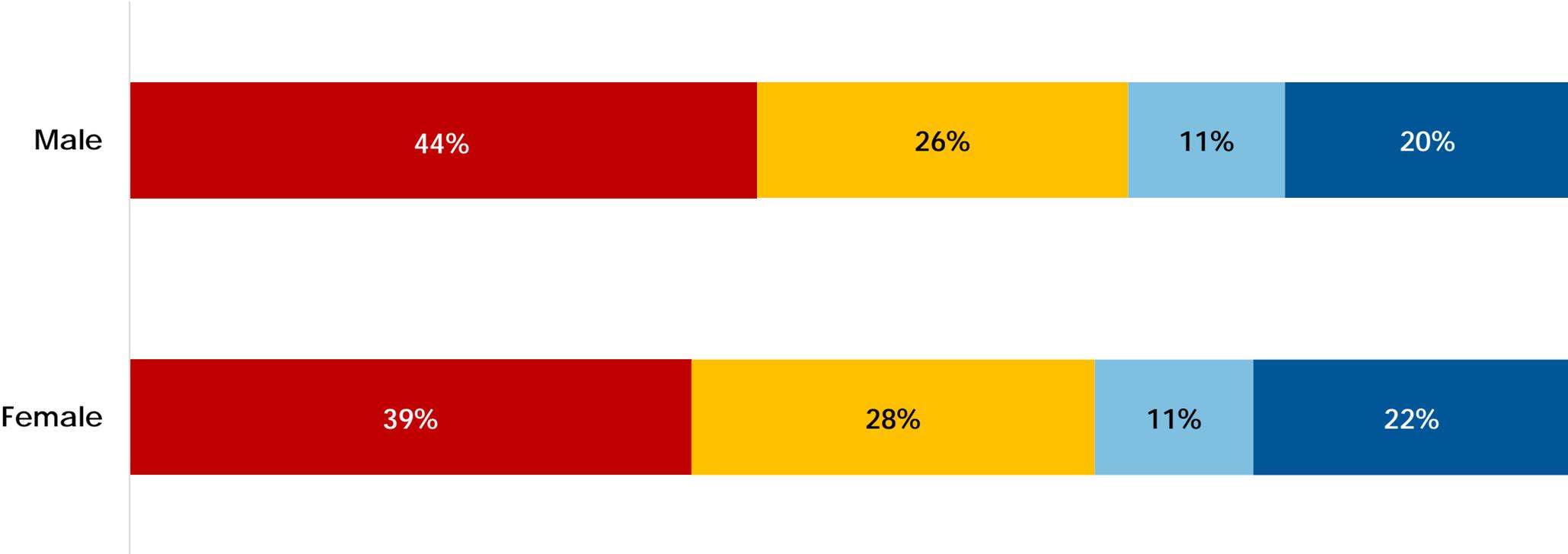


Source: HVCB analysis of Harris Poll COVID-19 Wave 59 (April 9-11, 2021)

# Do you support or oppose introducing a “vaccine passport” for flying on a plane?

By Gender

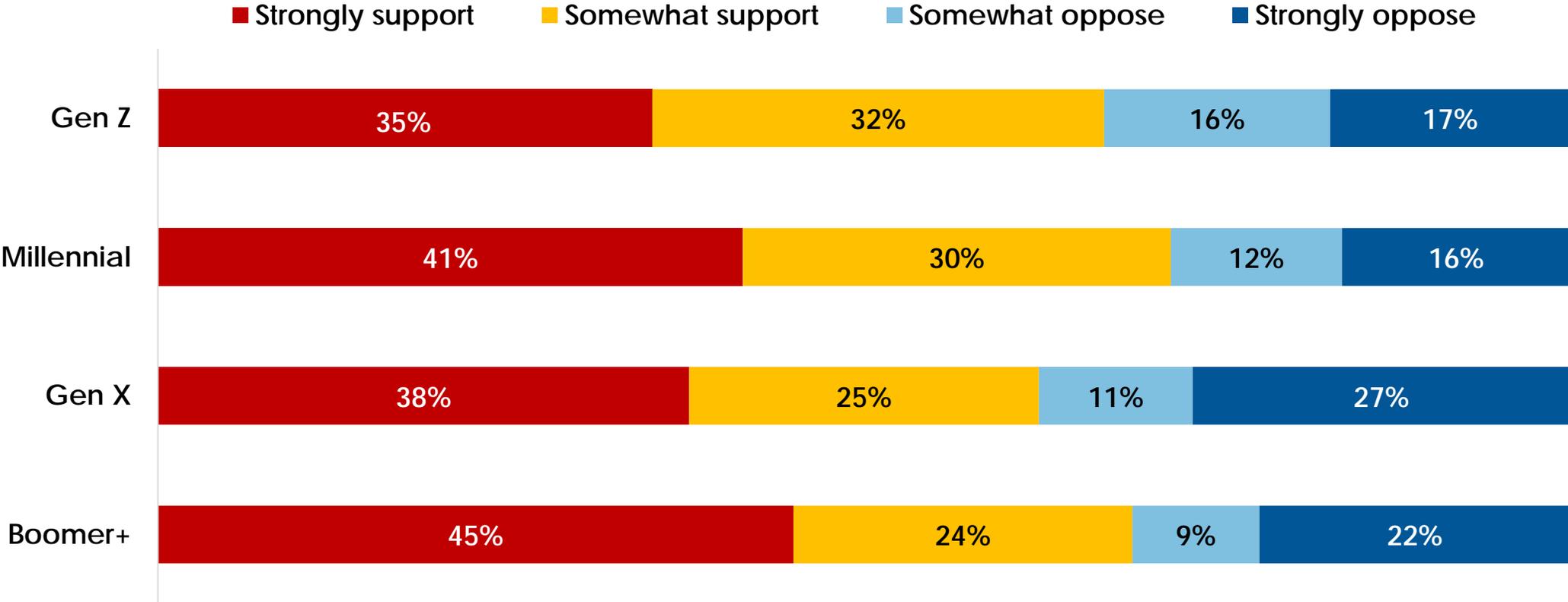
■ Strongly support   ■ Somewhat support   ■ Somewhat oppose   ■ Strongly oppose



Source: HVCB analysis of Harris Poll COVID-19 Wave 59 (April 9-11, 2021)

# Do you support or oppose introducing a “vaccine passport” for flying on a plane?

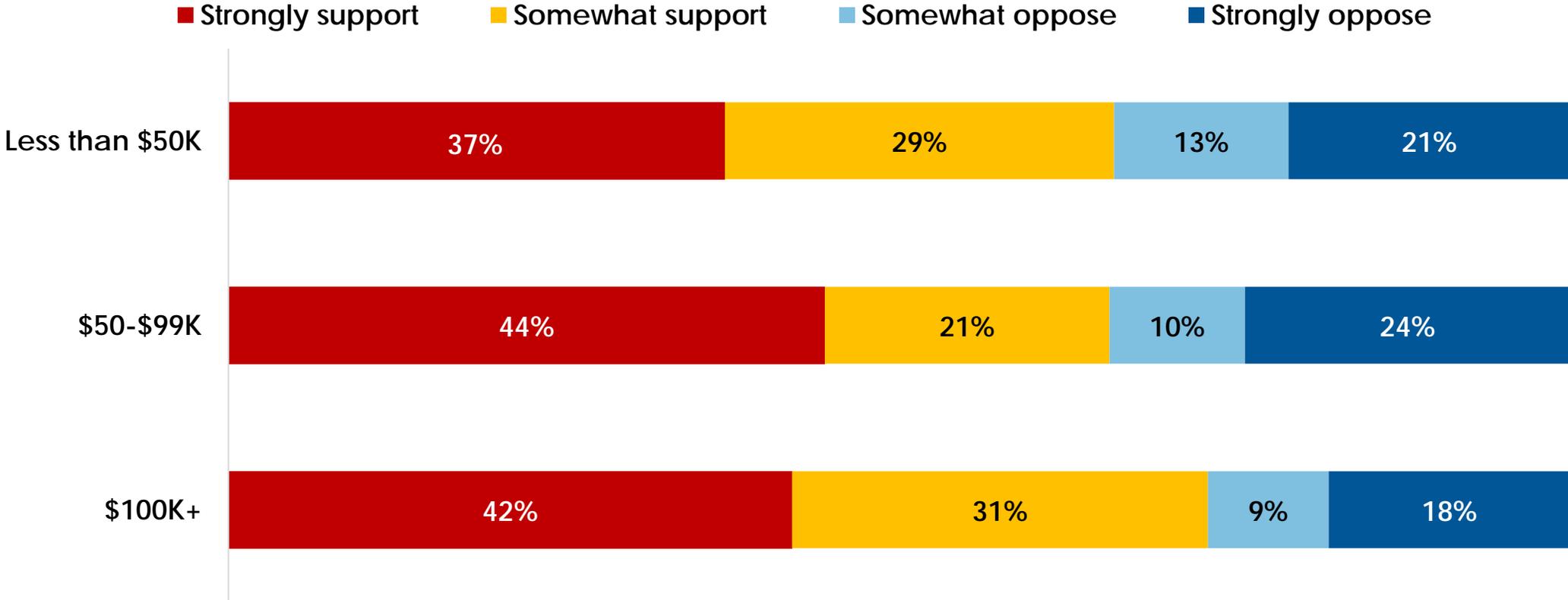
By Age



Source: HVCB analysis of Harris Poll COVID-19 Wave 59 (April 9-11, 2021)

# Do you support or oppose introducing a “vaccine passport” for flying on a plane?

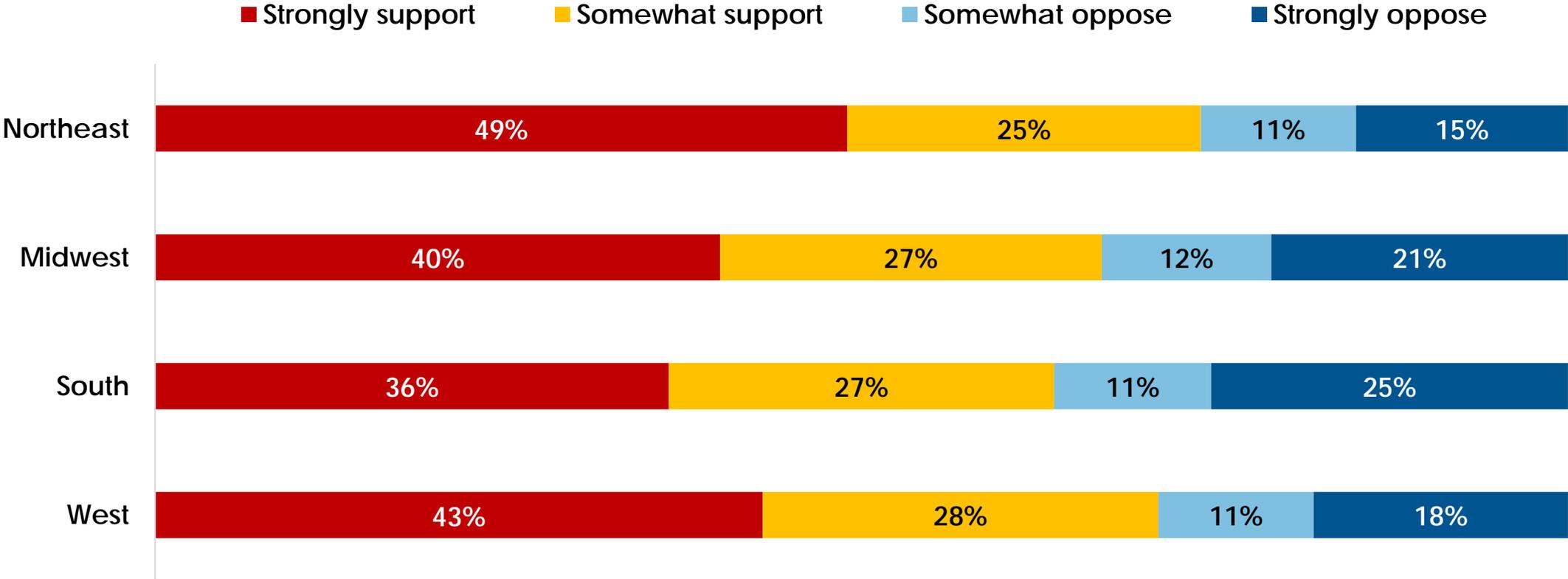
## By Income



Source: HVCB analysis of Harris Poll COVID-19 Wave 59 (April 9-11, 2021)

# Do you support or oppose introducing a “vaccine passport” for flying on a plane?

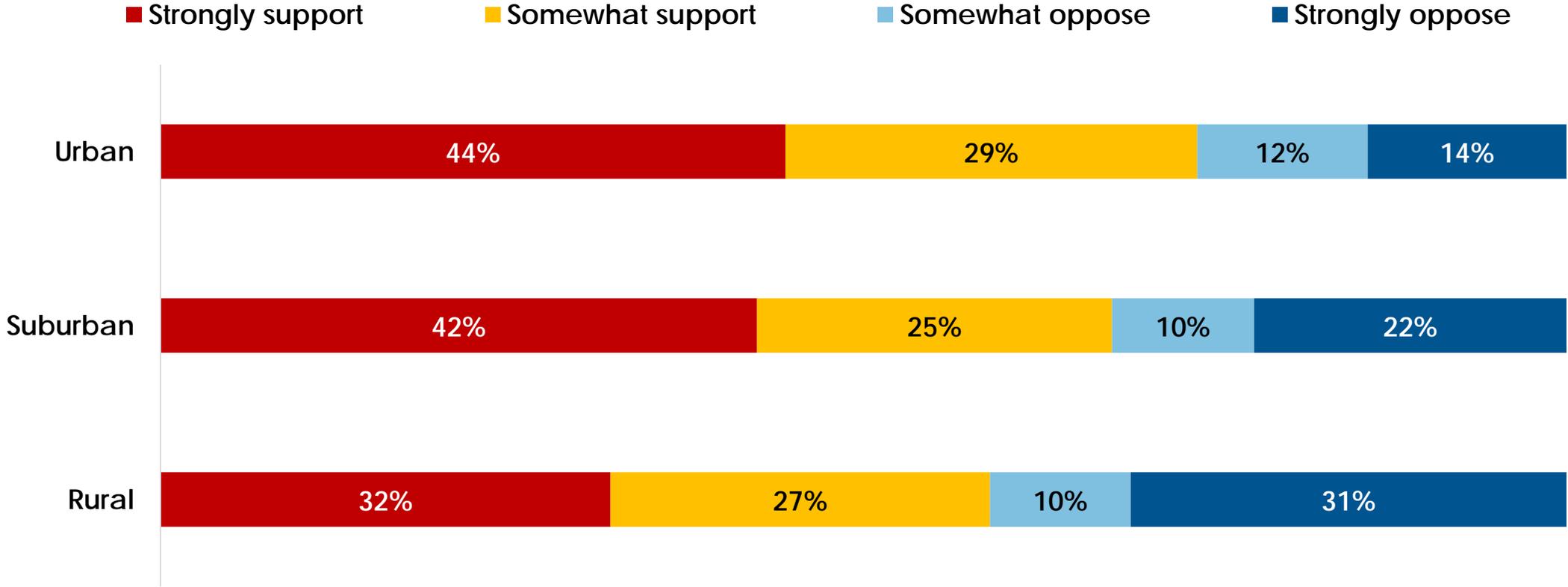
## By Region



Source: HVCB analysis of Harris Poll COVID-19 Wave 59 (April 9-11, 2021)

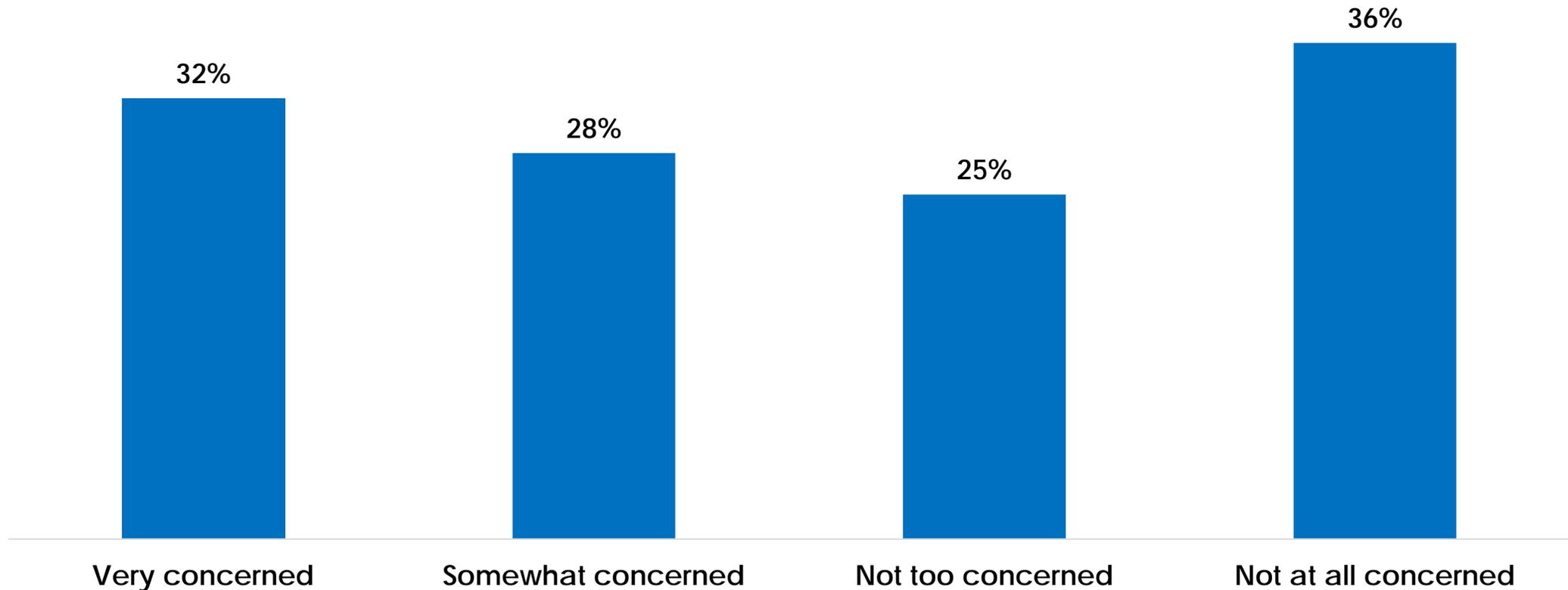
# Do you support or oppose introducing a “vaccine passport” for flying on a plane?

## By Urbanicity



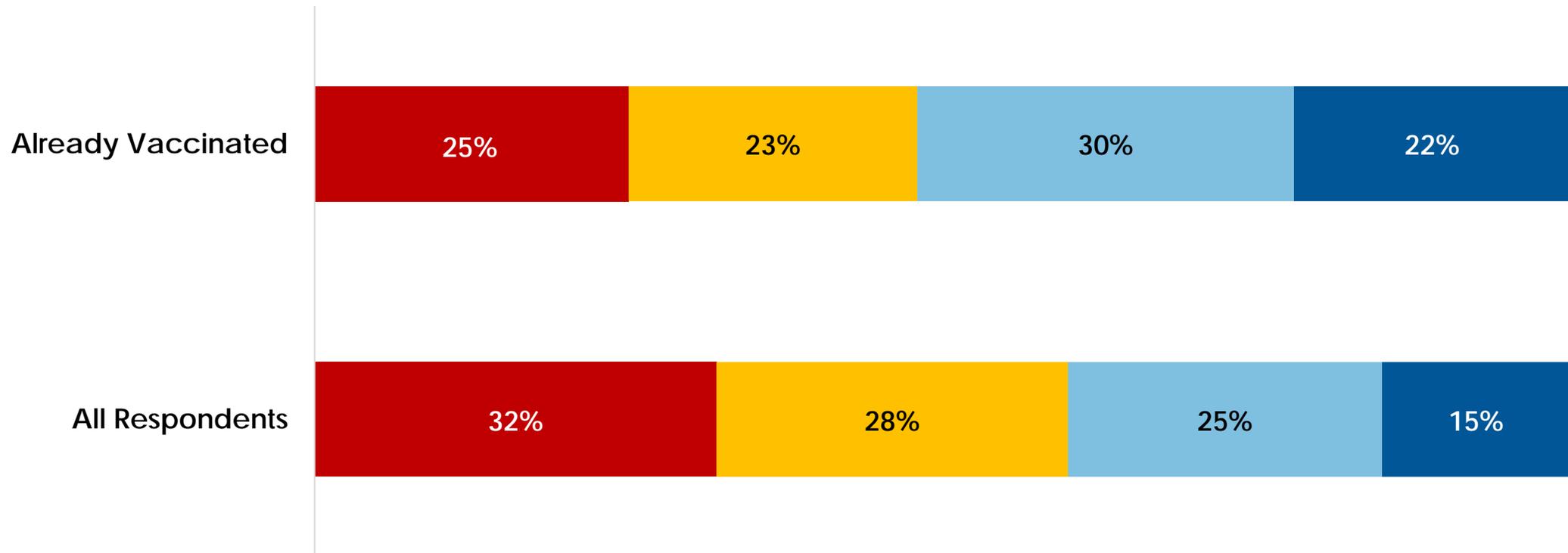
Source: HVCB analysis of Harris Poll COVID-19 Wave 59 (April 9-11, 2021)

Given that a “vaccine passport” would need to access a customer’s health record in order to verify they received a COVID-19 vaccination or a recent negative COVID-19 test, how concerned are you these violating someone’s privacy?



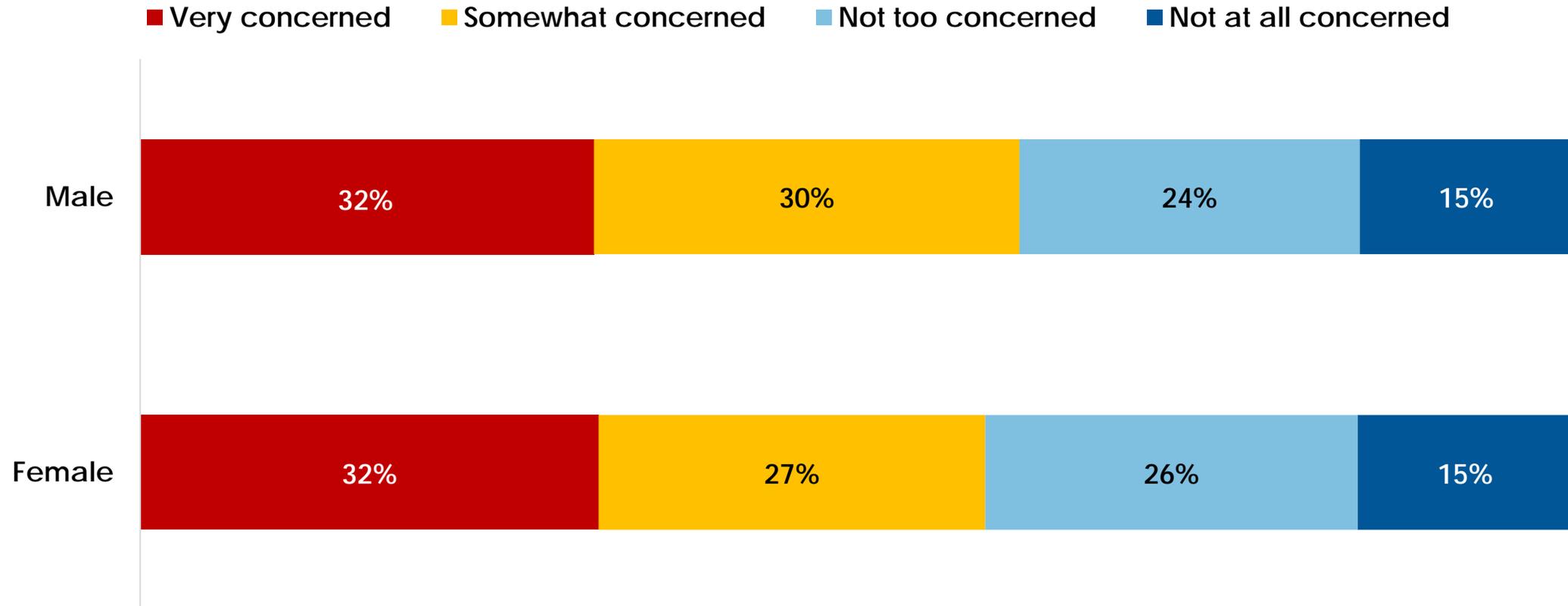
Given that a “vaccine passport” would need to access a customer’s health record in order to verify they received a COVID-19 vaccination or a recent negative COVID-19 test, how concerned are you these violating someone’s privacy?

■ Very concerned   ■ Somewhat concerned   ■ Not too concerned   ■ Not at all concerned



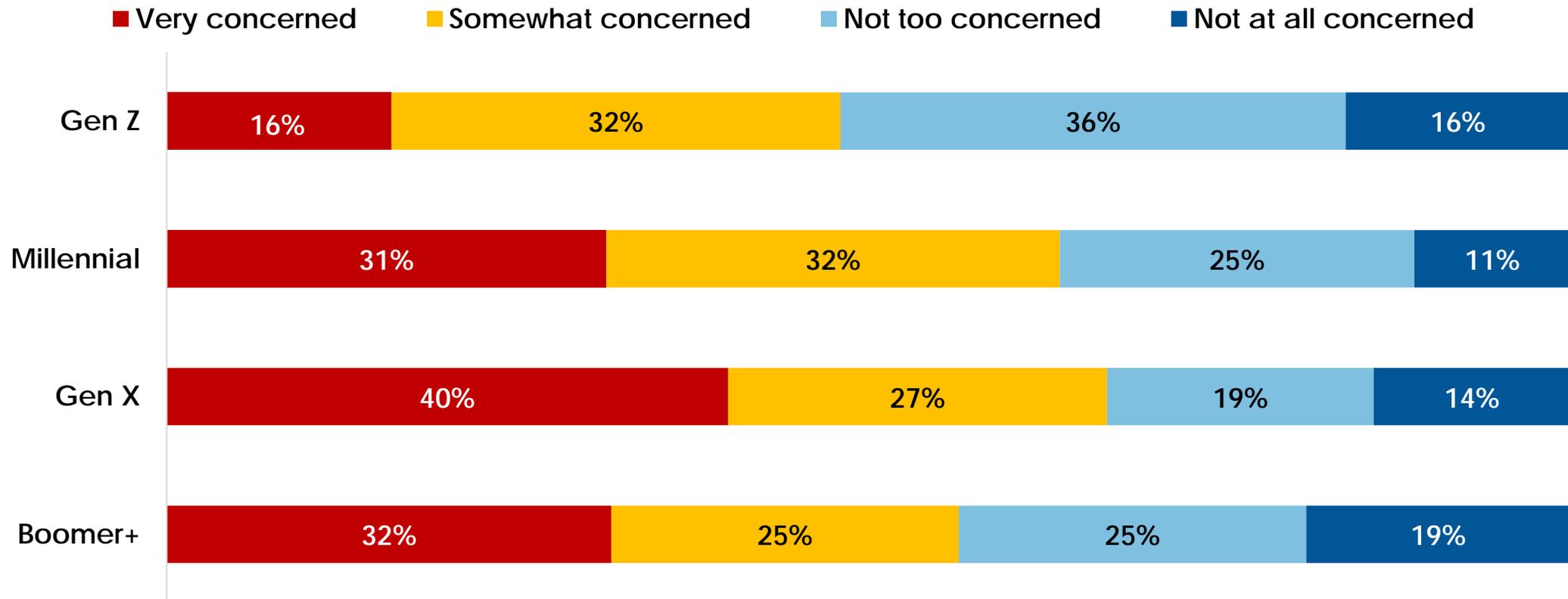
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### By Gender



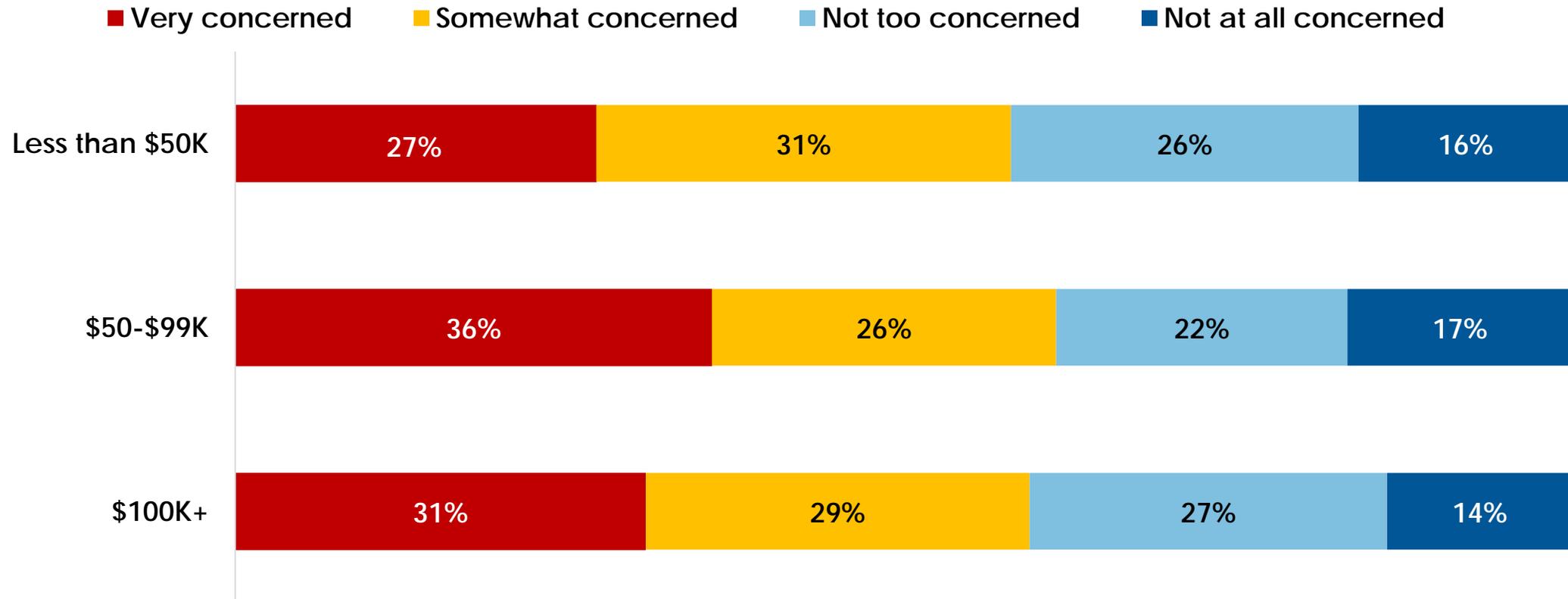
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### By Age



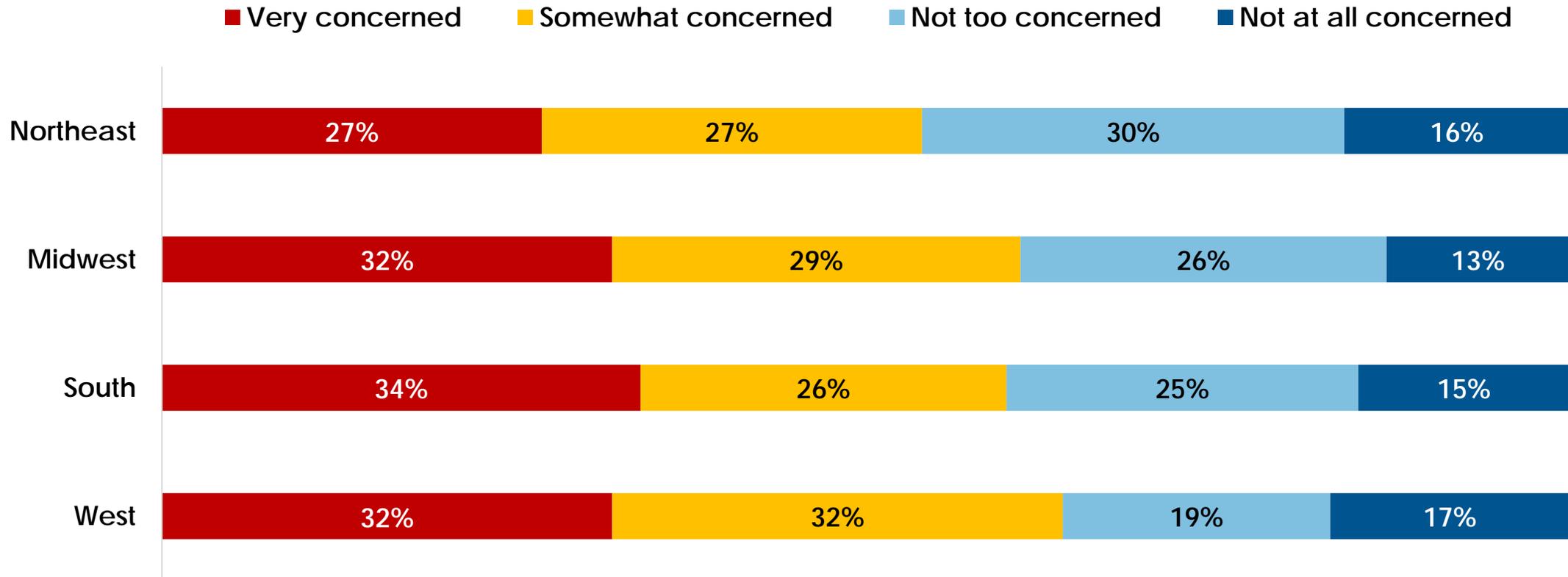
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### By Income



Given that a “vaccine passport” would need to access a customer’s health record in order to verify they received a COVID-19 vaccination or a recent negative COVID-19 test, how concerned are you these violating someone’s privacy?

### By Region



Given that a “vaccine passport” would need to access a customer’s health record in order to verify they received a COVID-19 vaccination or a recent negative COVID-19 test, how concerned are you these violating someone’s privacy?

### By Urbanicity

