

The Harris Poll COVID-19 Travel Sentiment

Reported on April 21, 2021



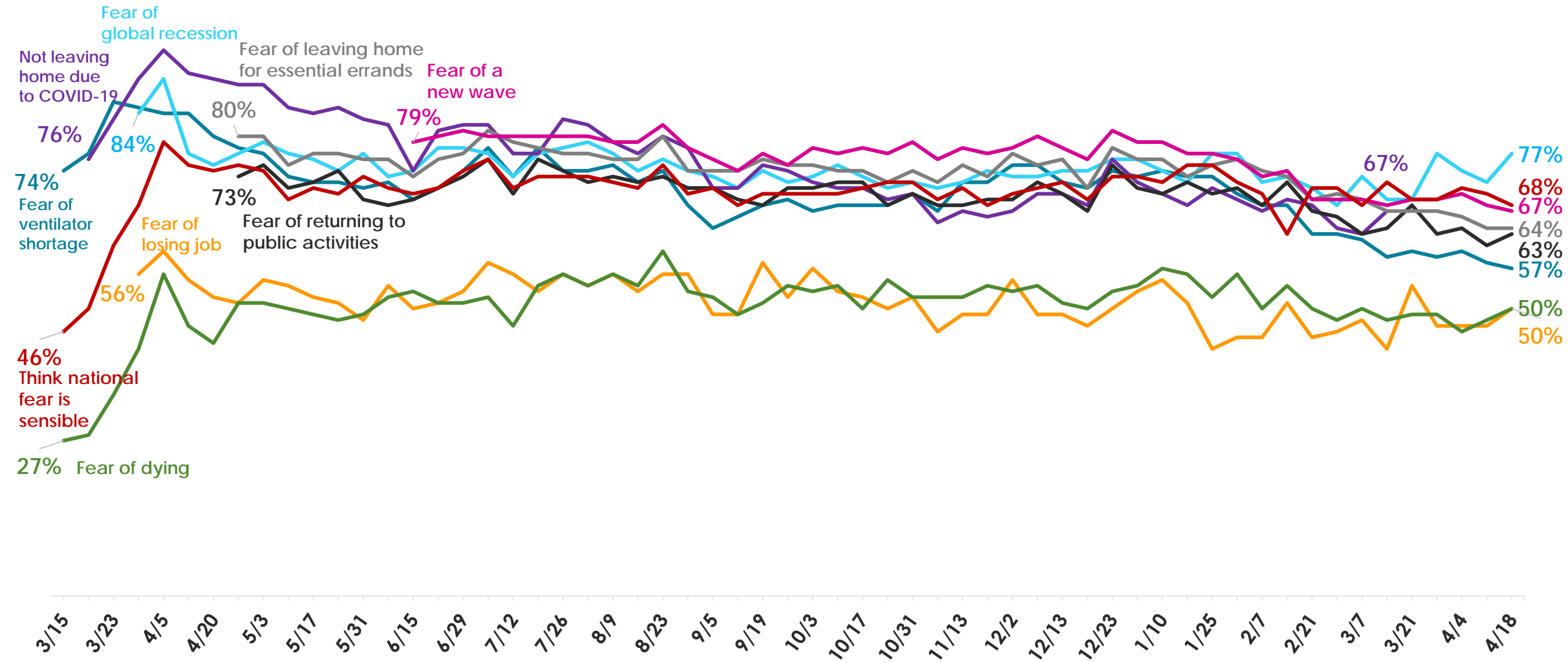
Data Source:

The Harris Poll COVID-19 Tracker

The Harris Poll
COVID-19 Tracker

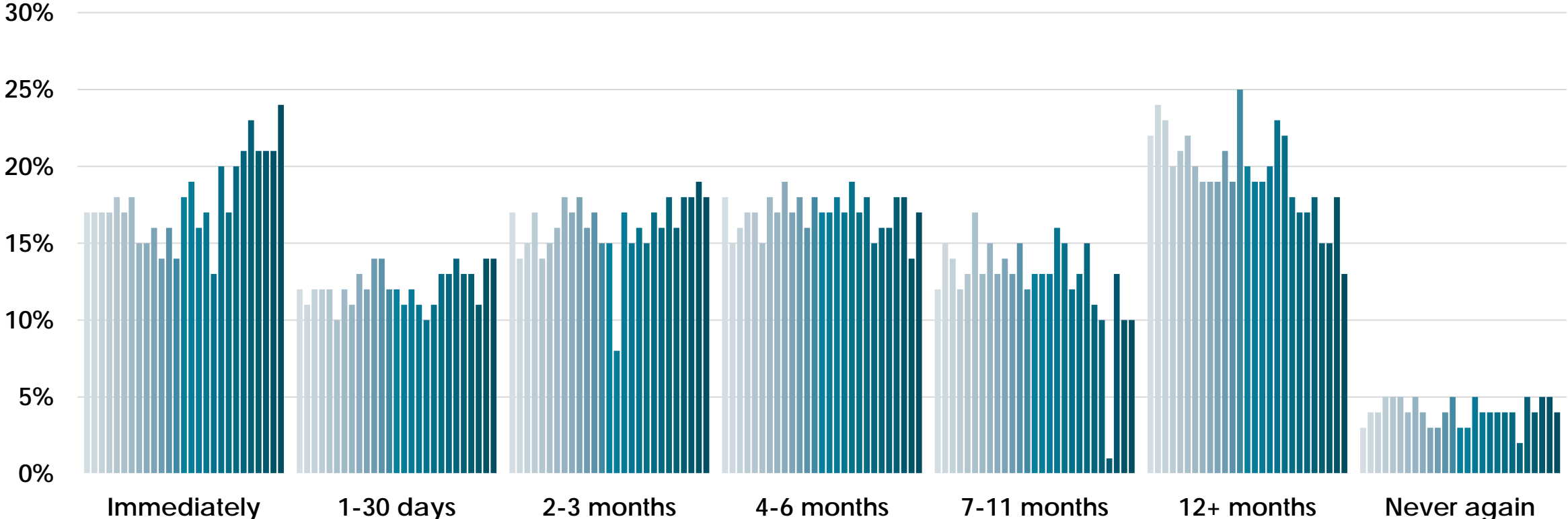
- Bi-weekly overnight polling conducted among a nationally representative sample of U.S. adults on a range of different topics from the economy, healthcare, jobs, education, and mental health
- Sample is the entire U.S. population
 - NOT specific to air travel behavior, income, or age brackets

Fear Sentiment Trends



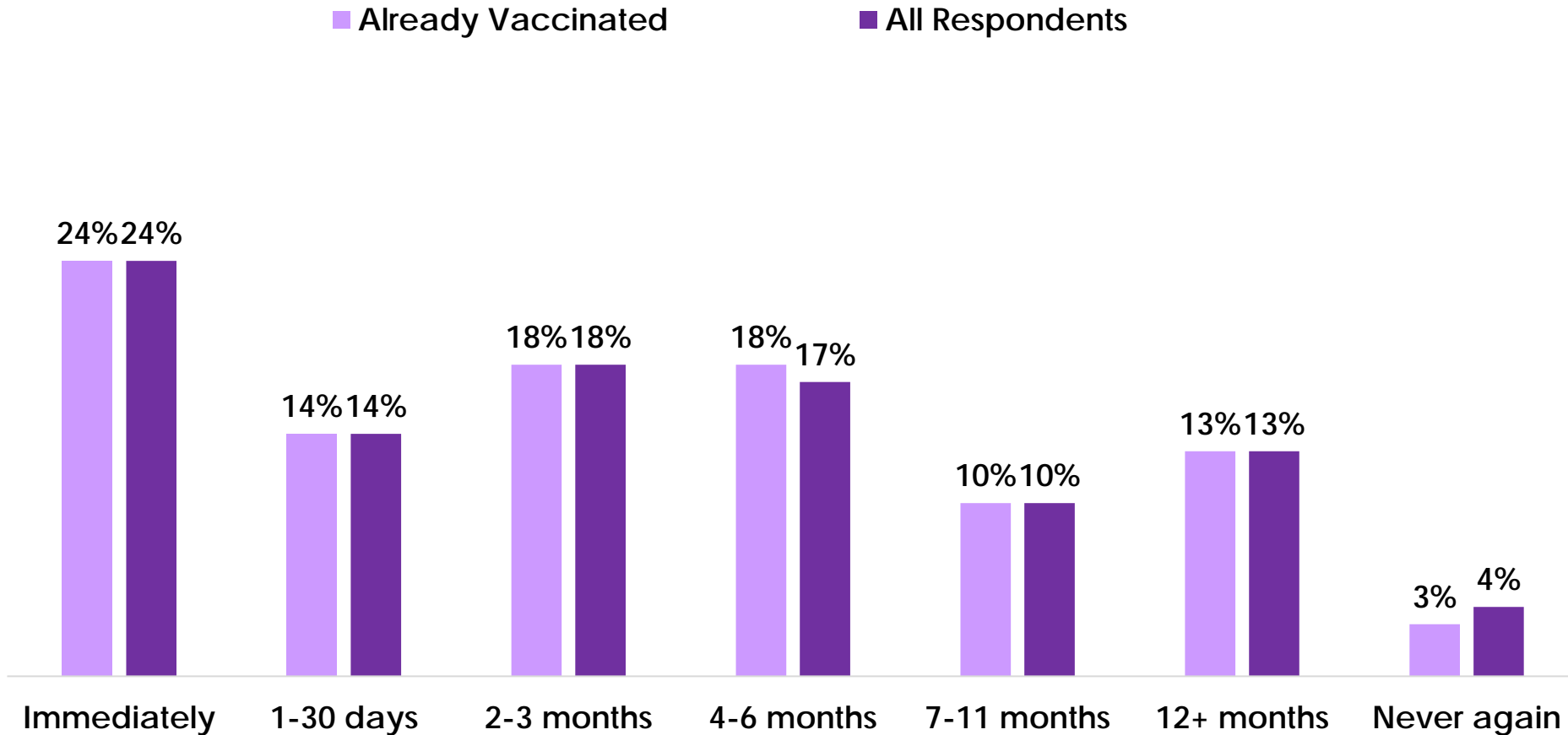
Once we reach herd immunity, how long will it take you to resume pre-pandemic levels of stay in a hotel?

- 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)
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- Wave 58 (4/2/4/4) ■ Wave 59 (4/9-4/11) ■ Wave 60 (4/16-4/18)

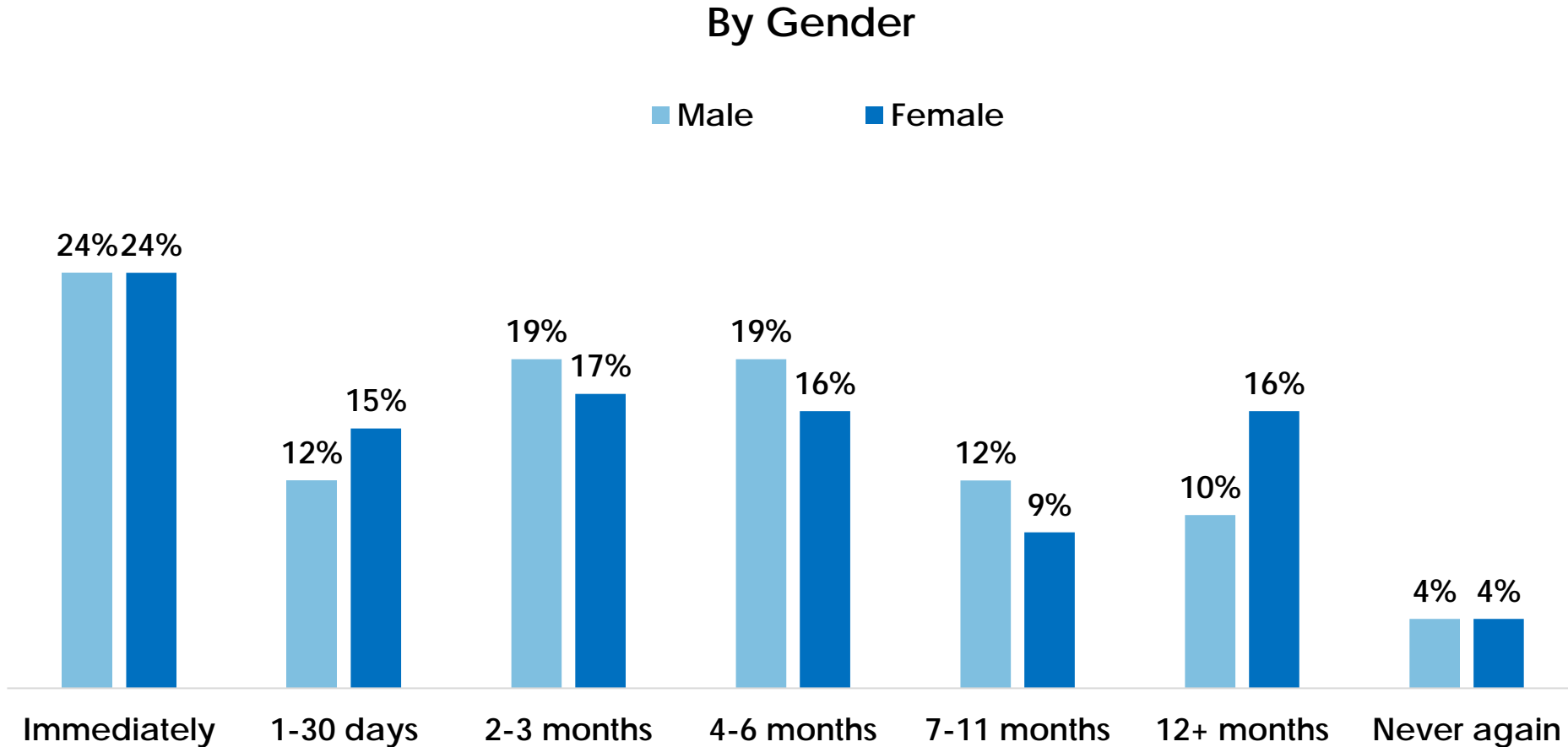


Source: HVCB analysis of Harris Poll COVID-19 Tracker

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

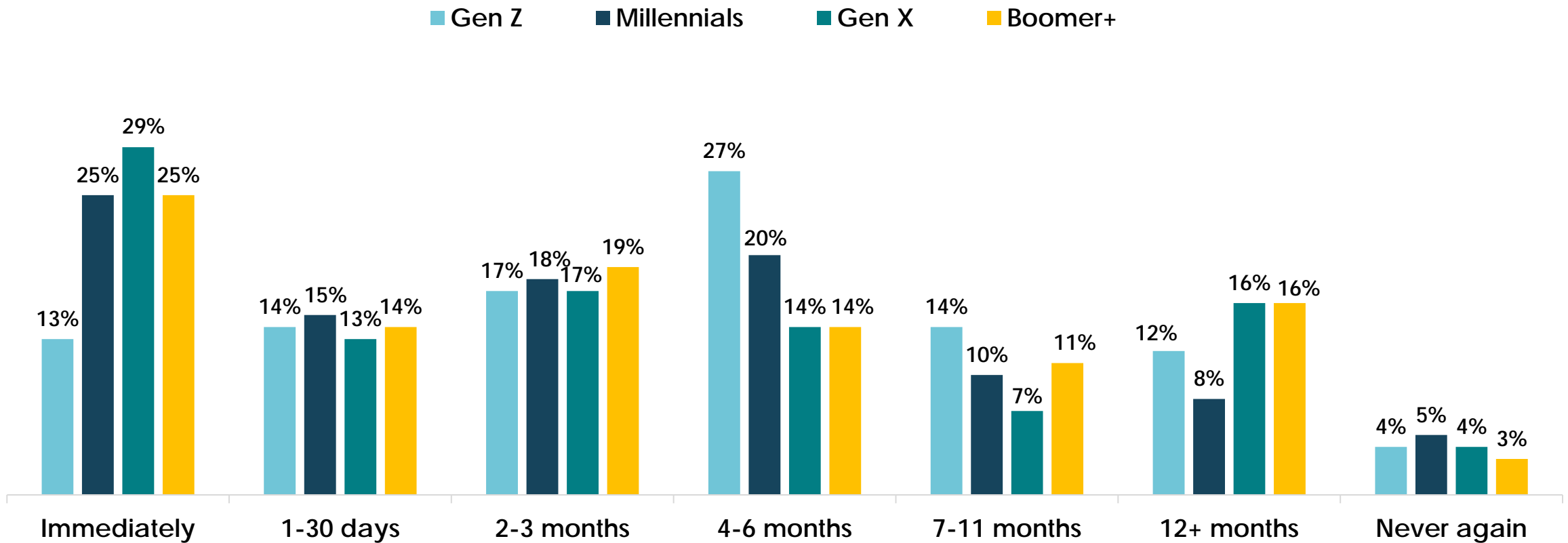


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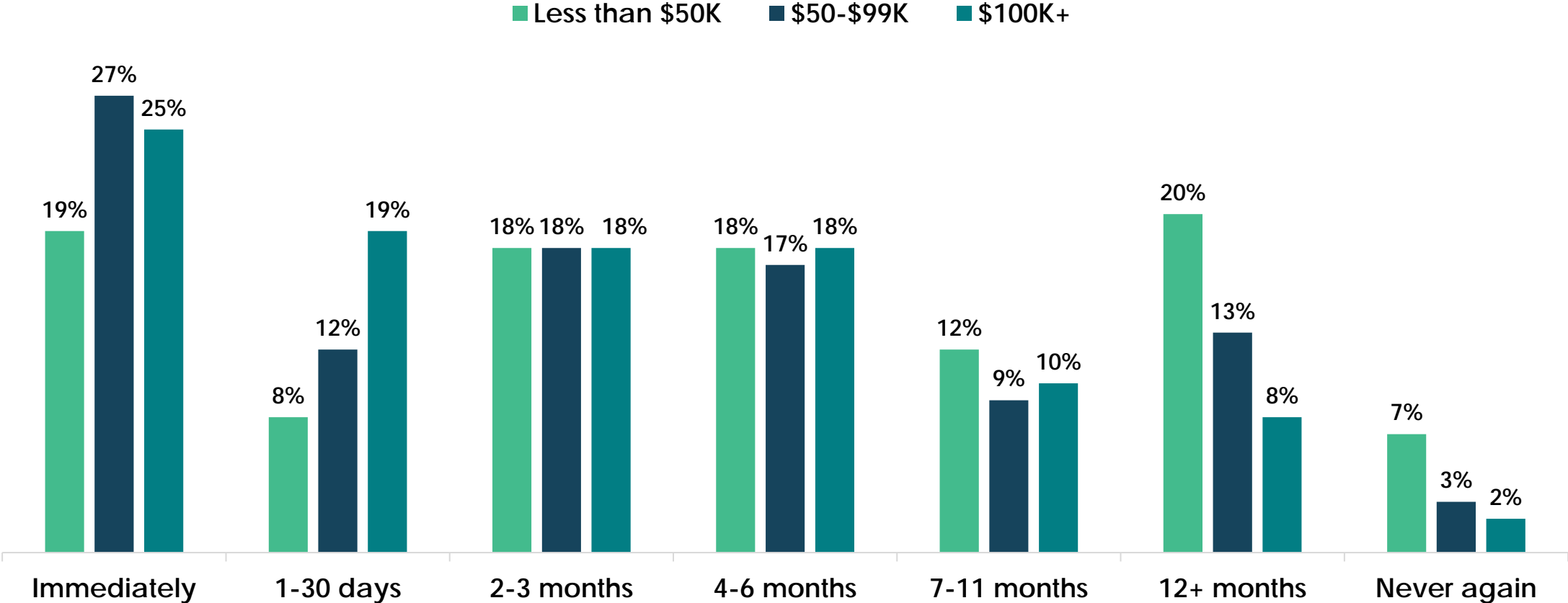
Once we reach herd immunity, how long will it take you to resume pre-pandemic levels of stay in a hotel?

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

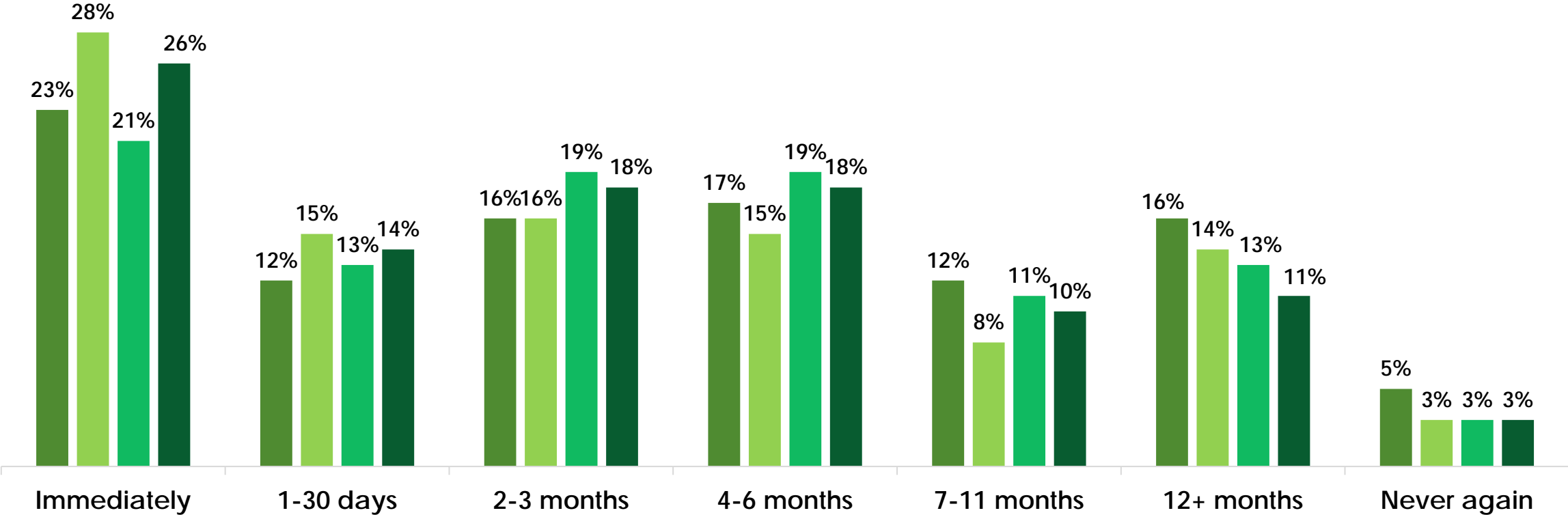


Source: HVCB analysis of Harris Poll COVID-19 Wave 60 (April 16-18, 2021)

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

By Region

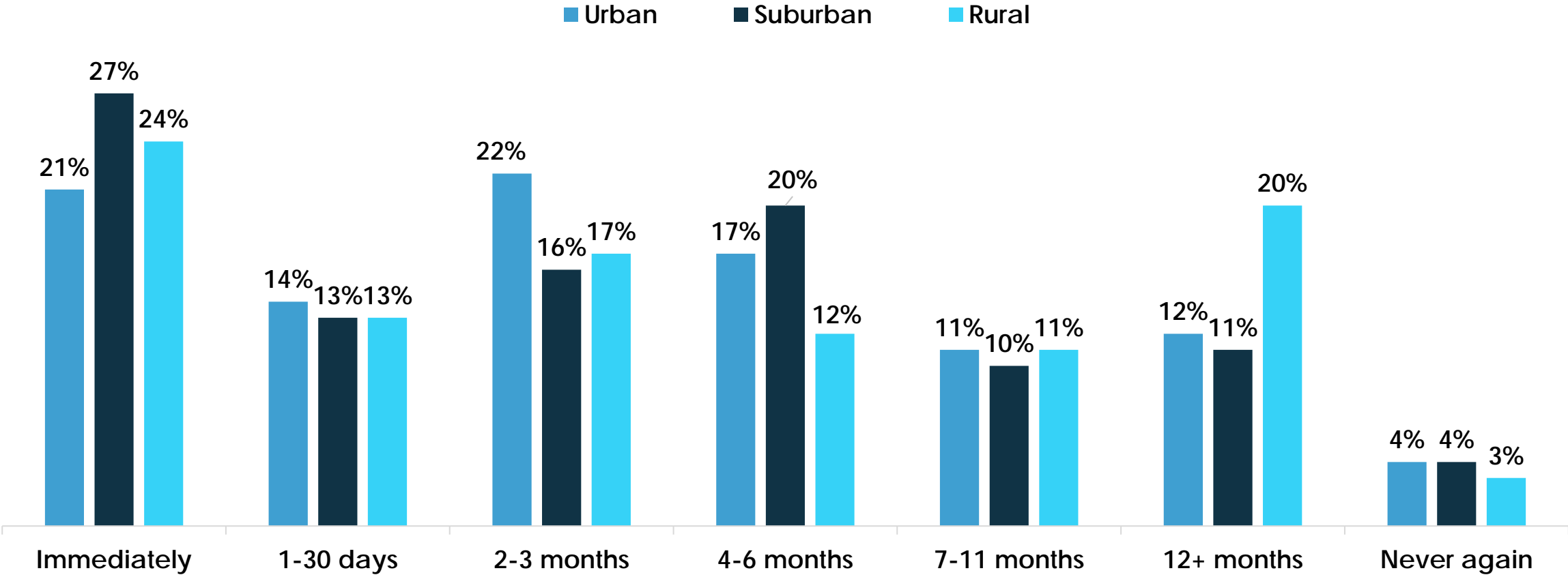
■ Northeast ■ Midwest ■ South ■ West



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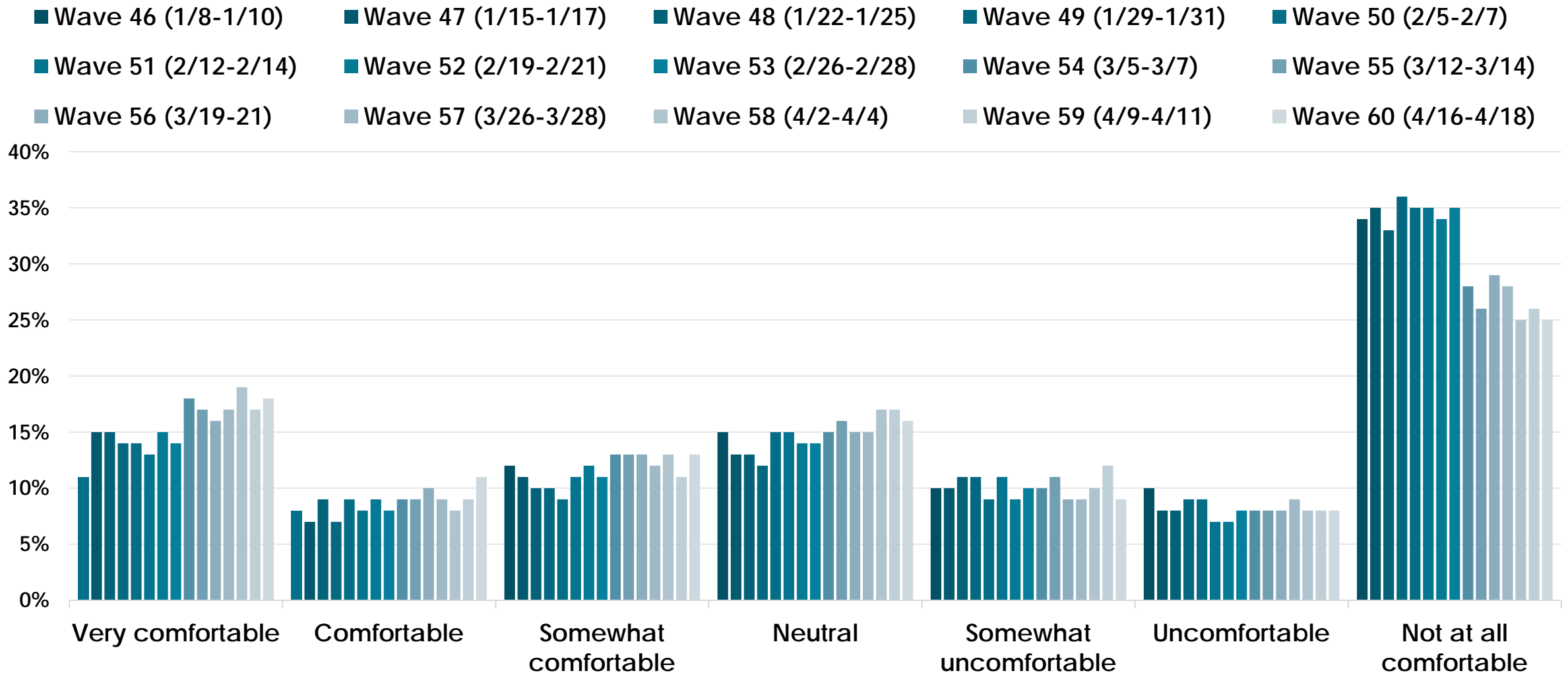
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By Urbanicity

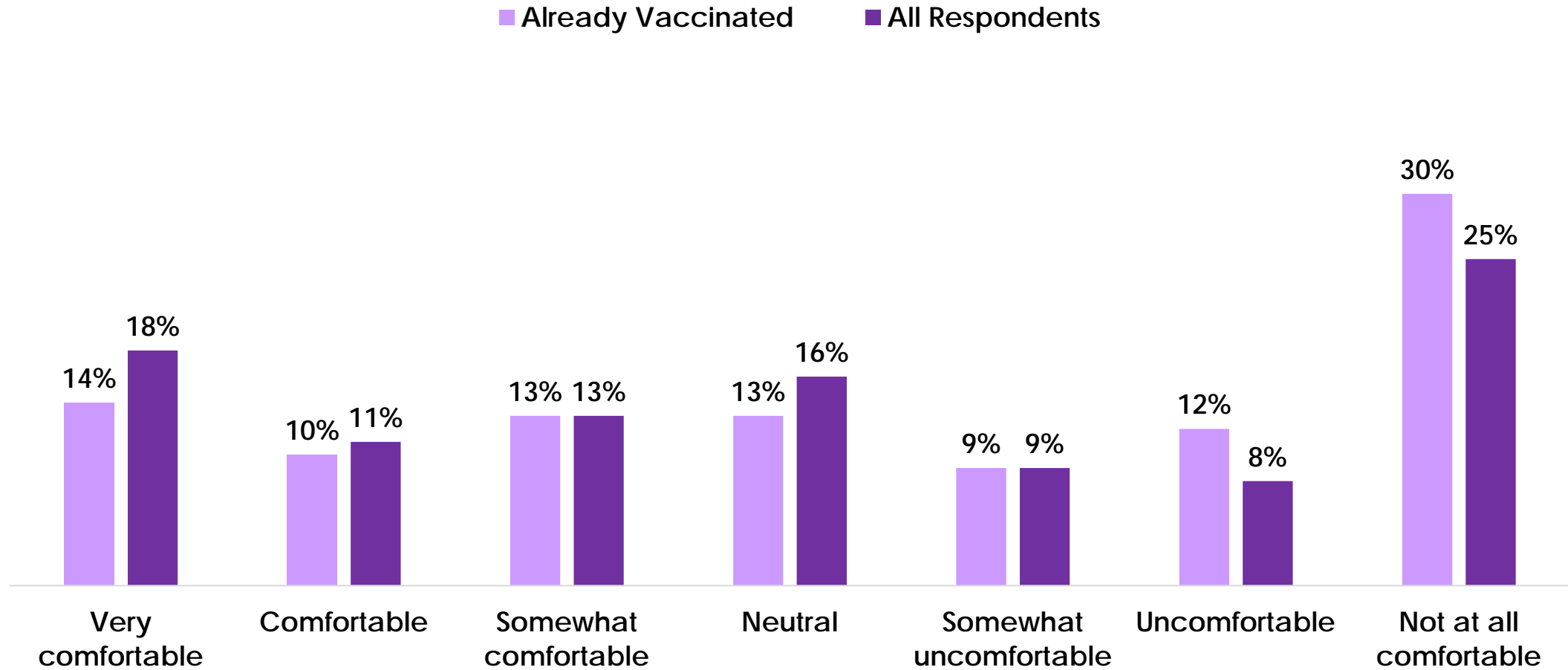


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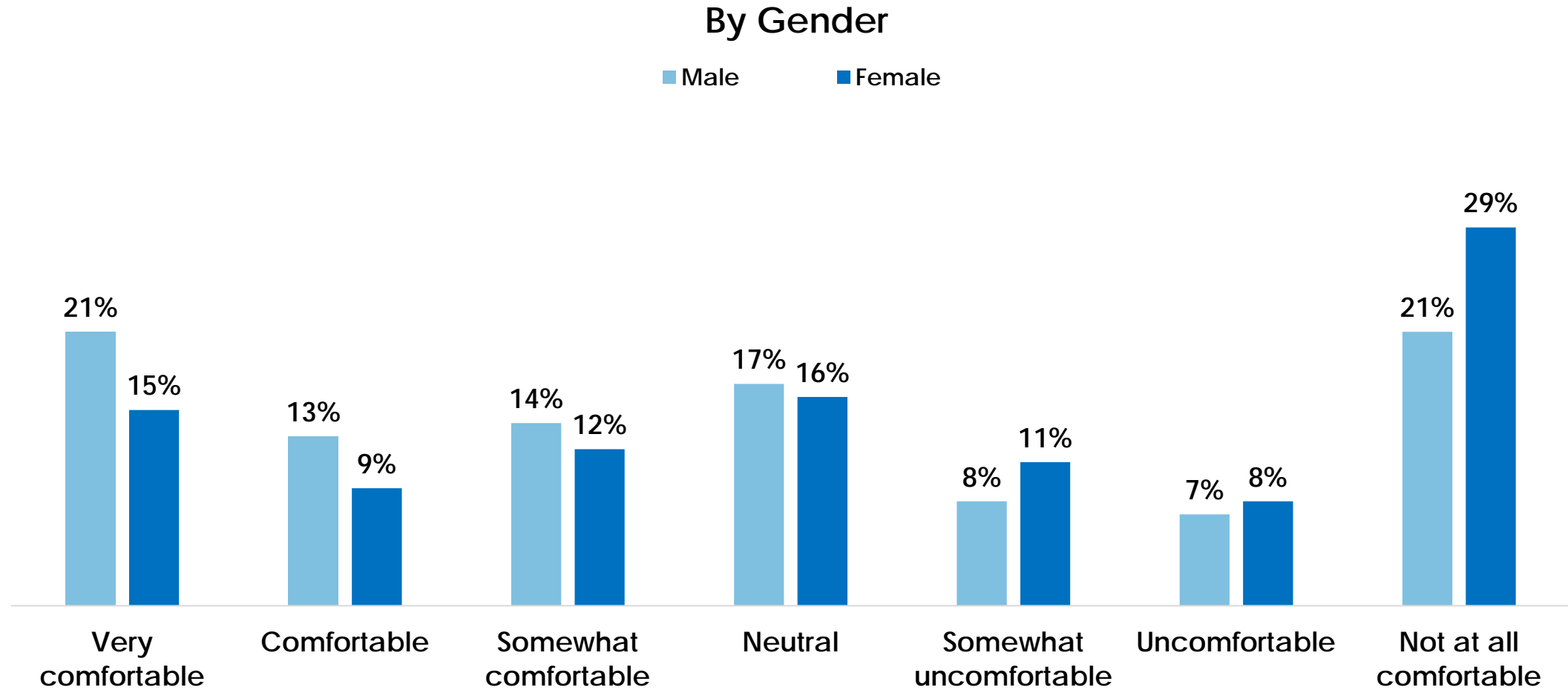
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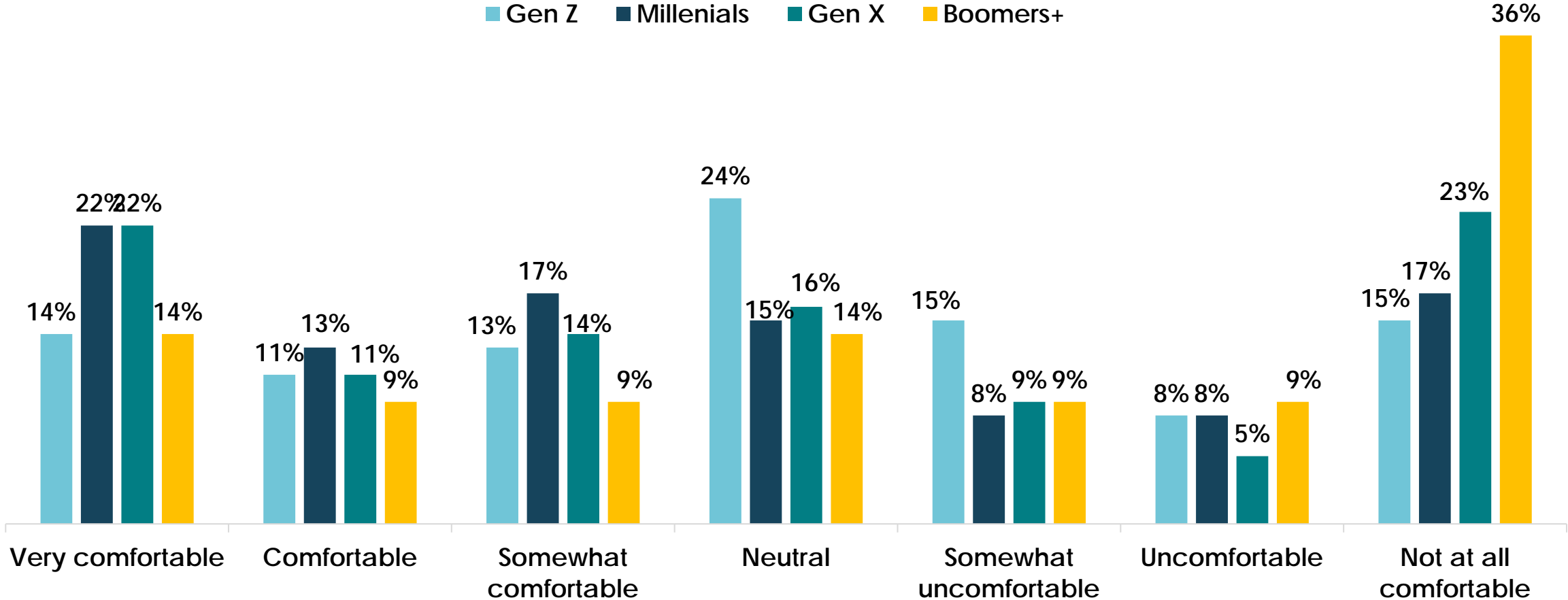
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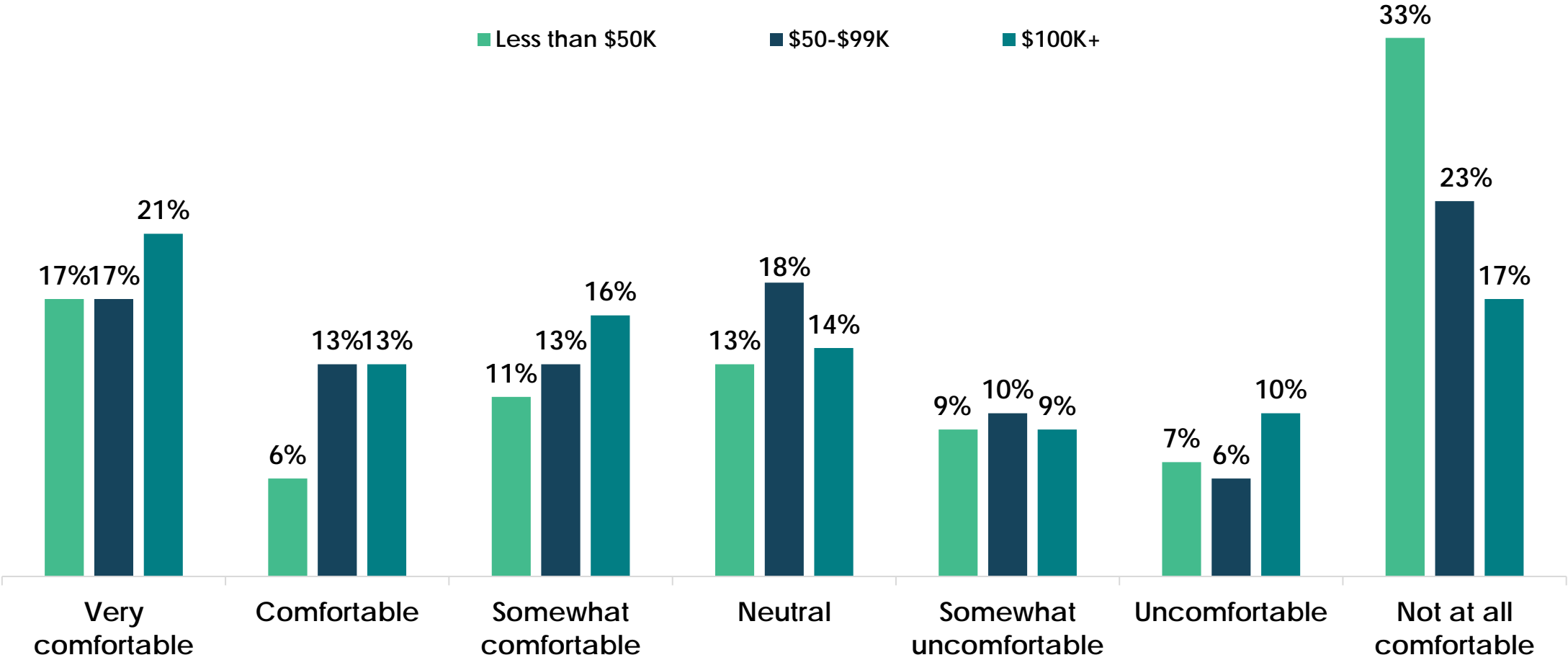
Gen Z Millenials Gen X Boomers+



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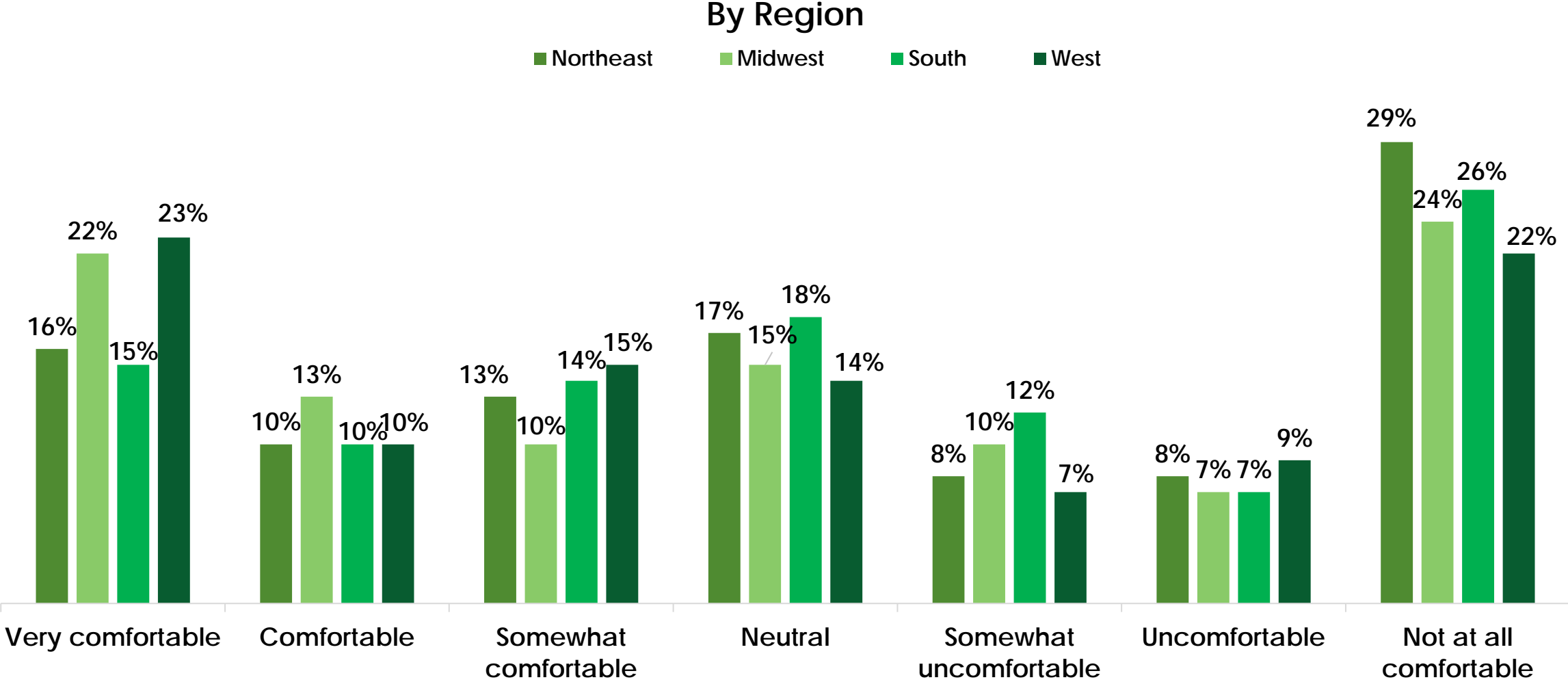
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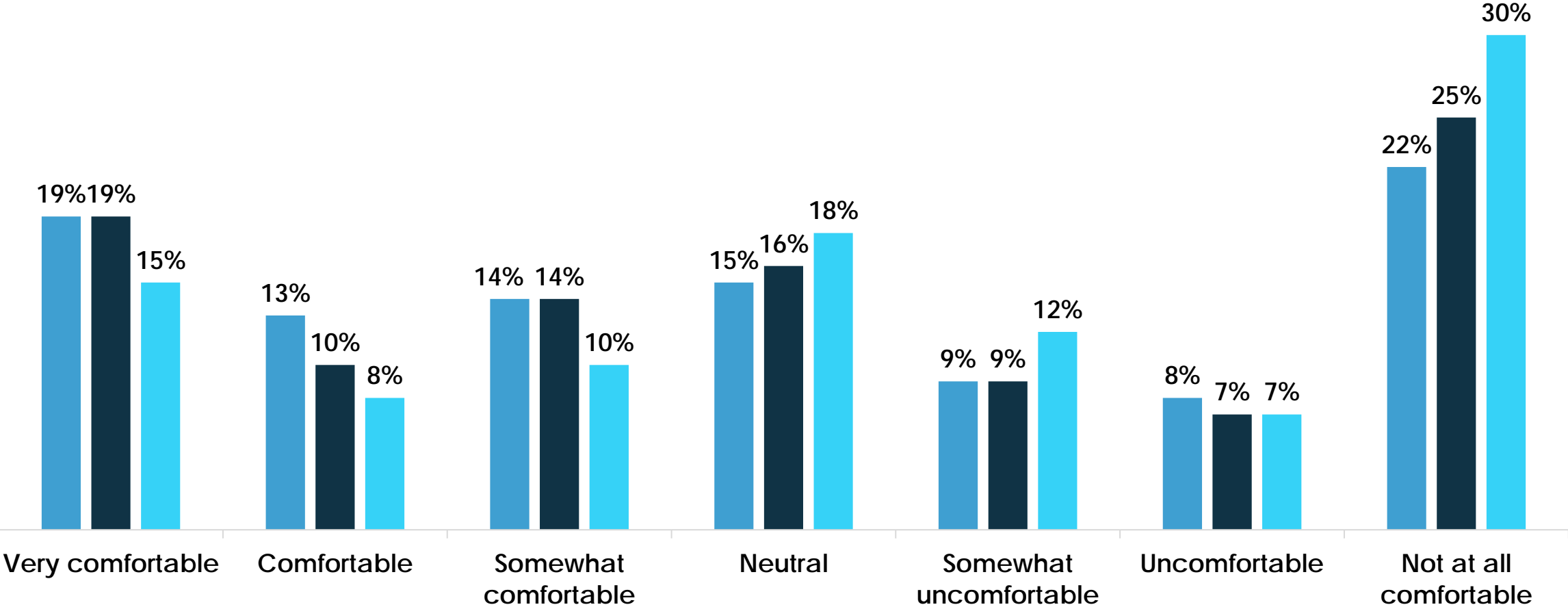


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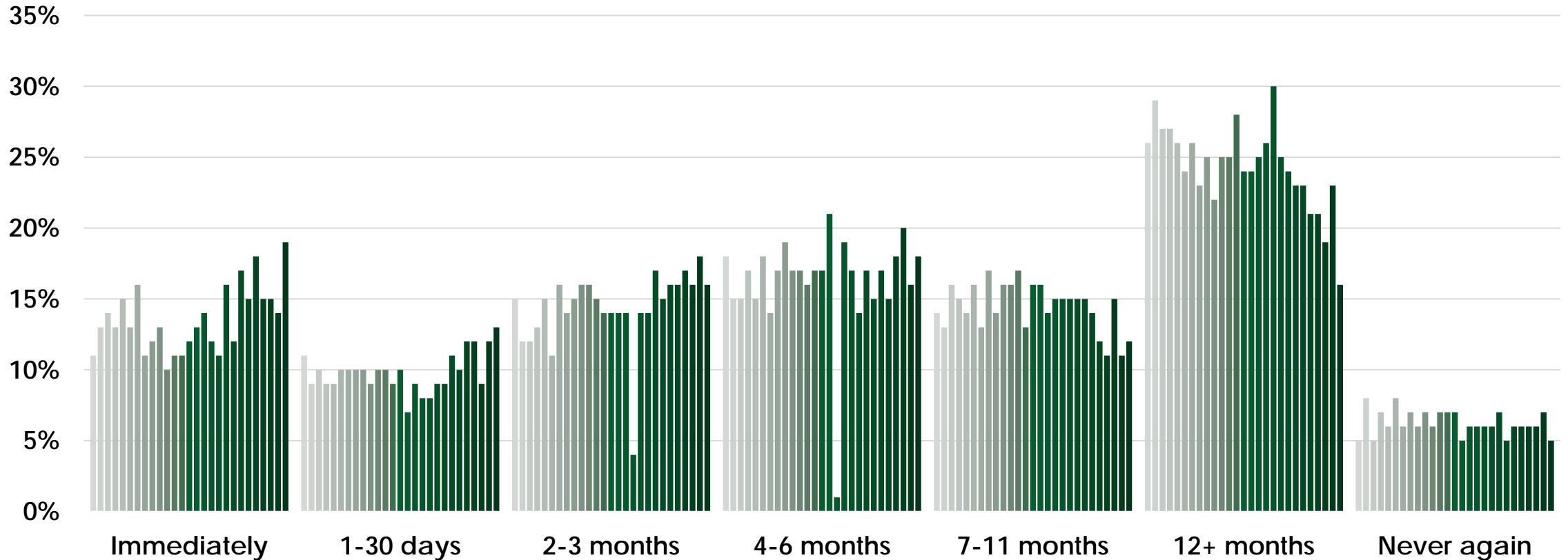
Urban Suburban Rural



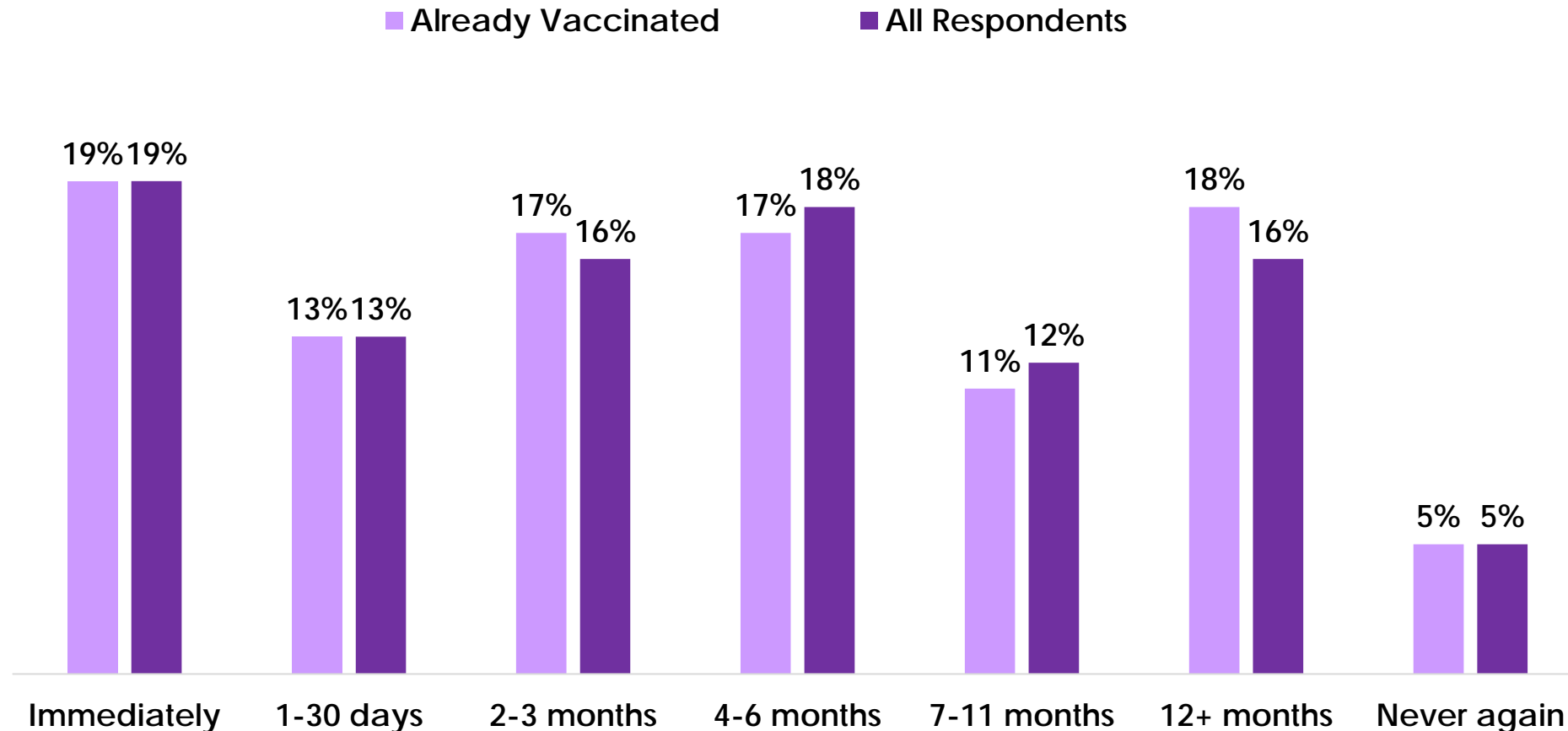
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Once we reach herd immunity, how long will it take you to resume pre-pandemic activity levels for flying on a plane?

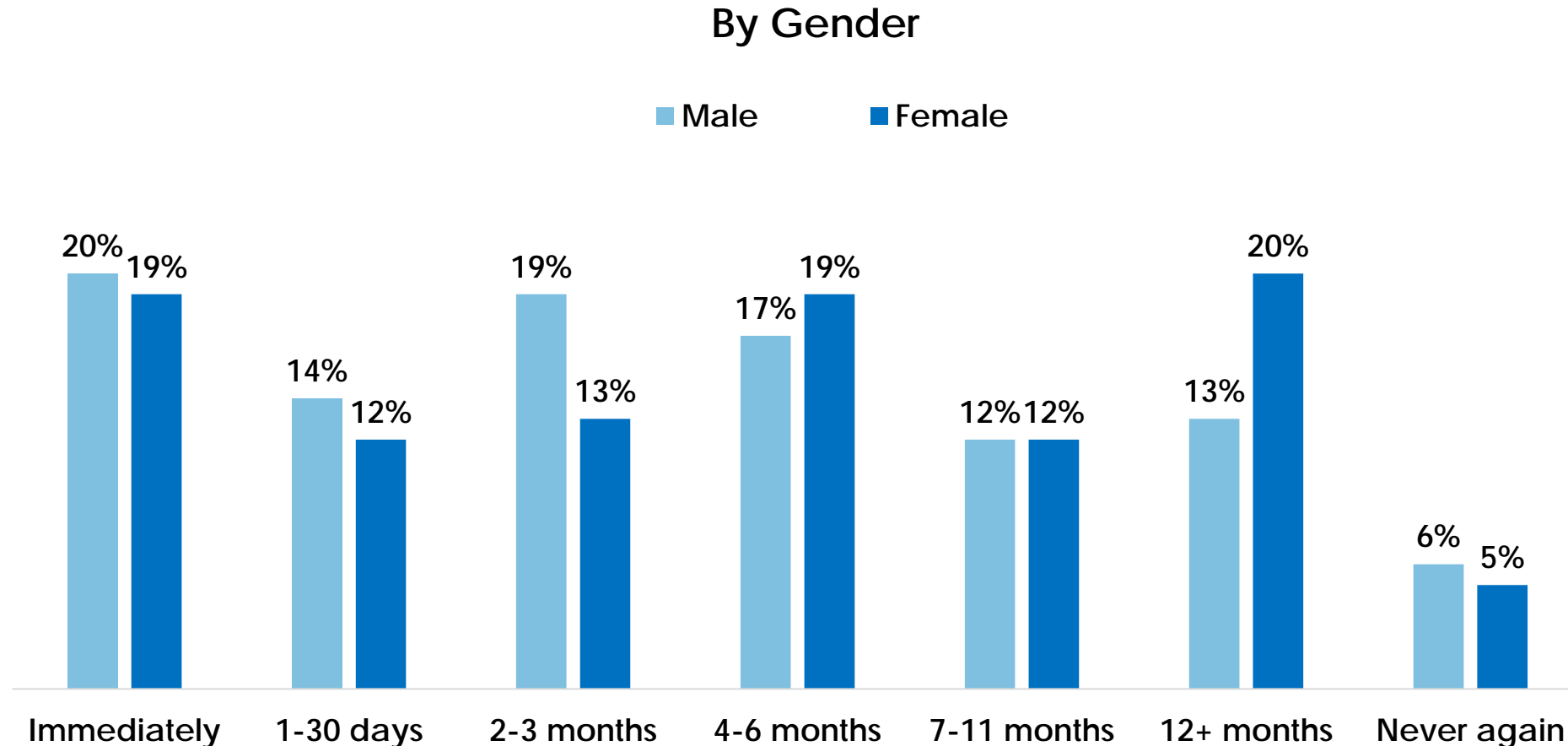
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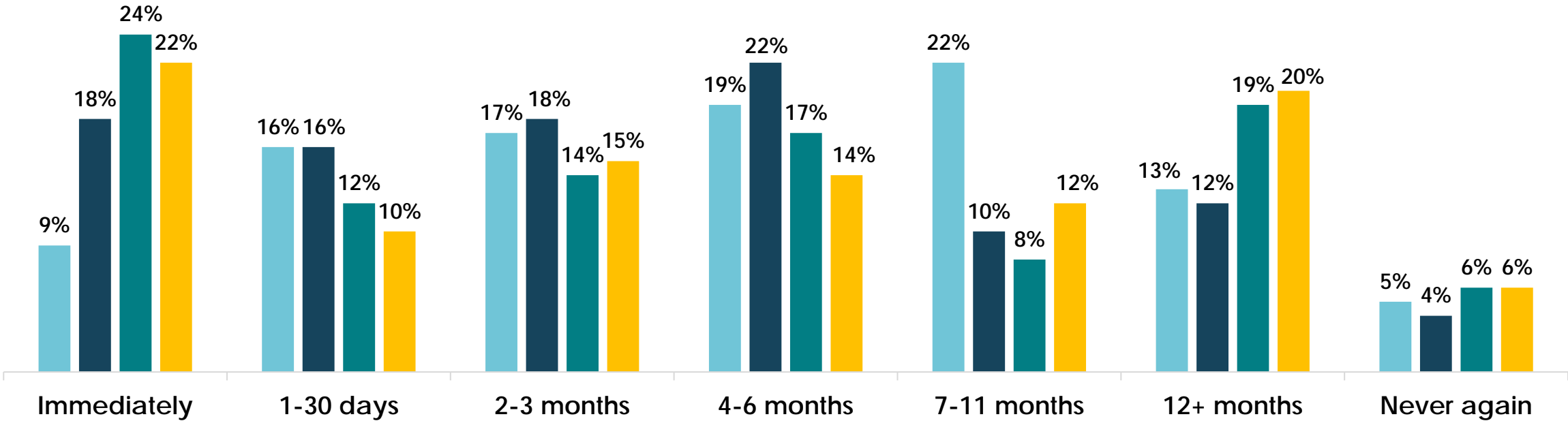
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By Age

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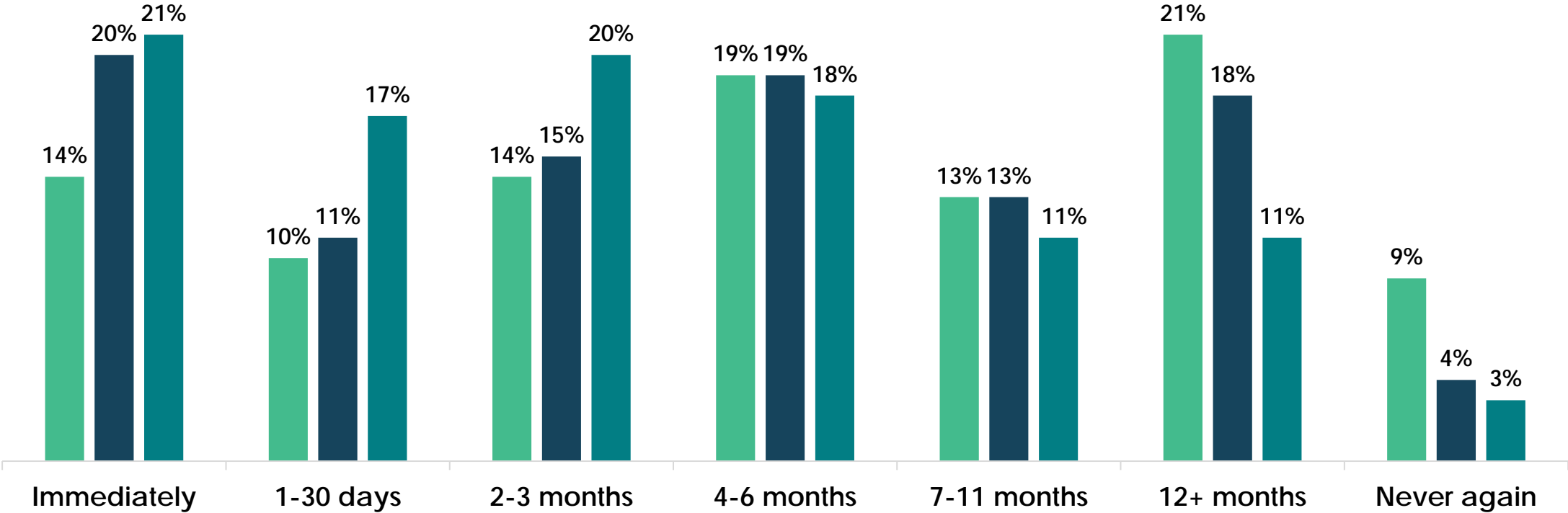


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By Income

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

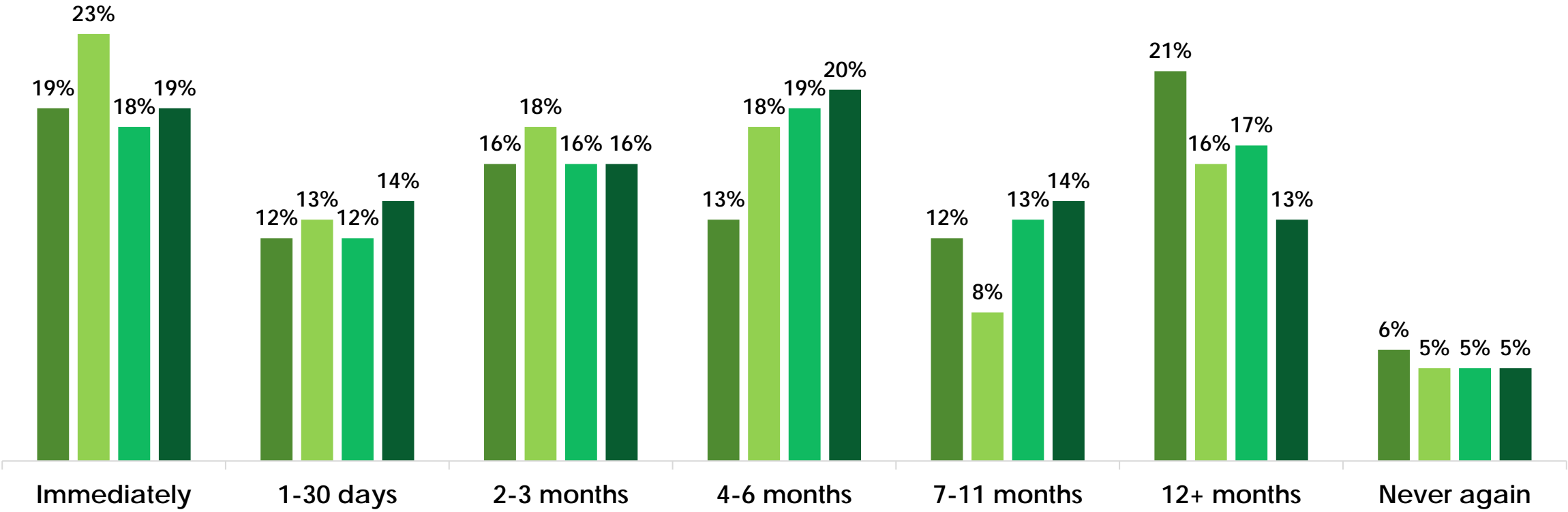


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By Region

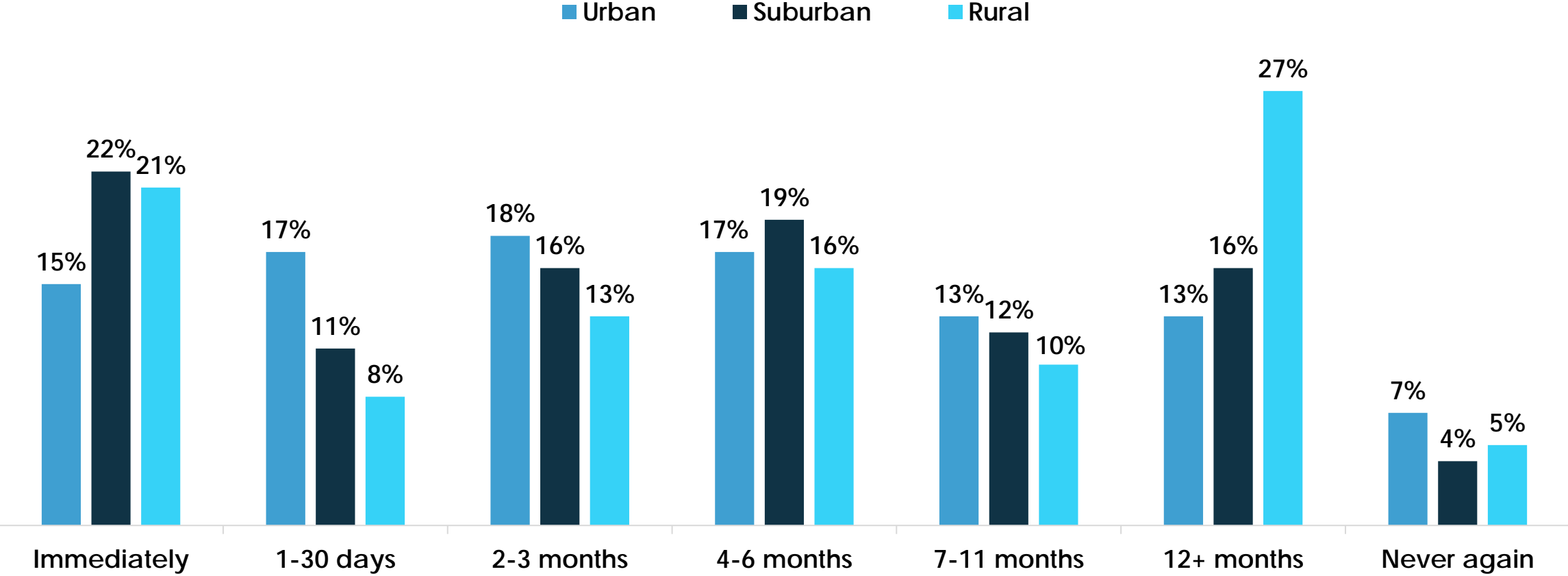
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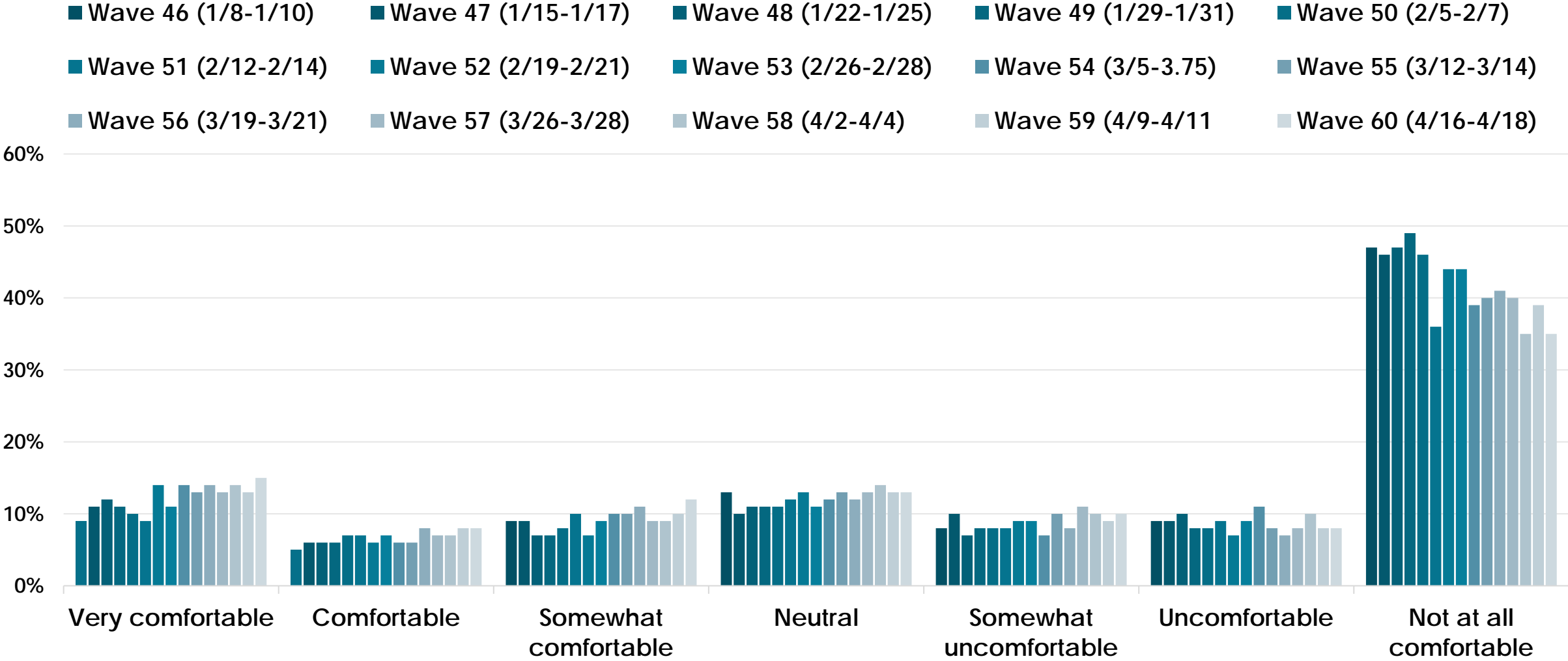
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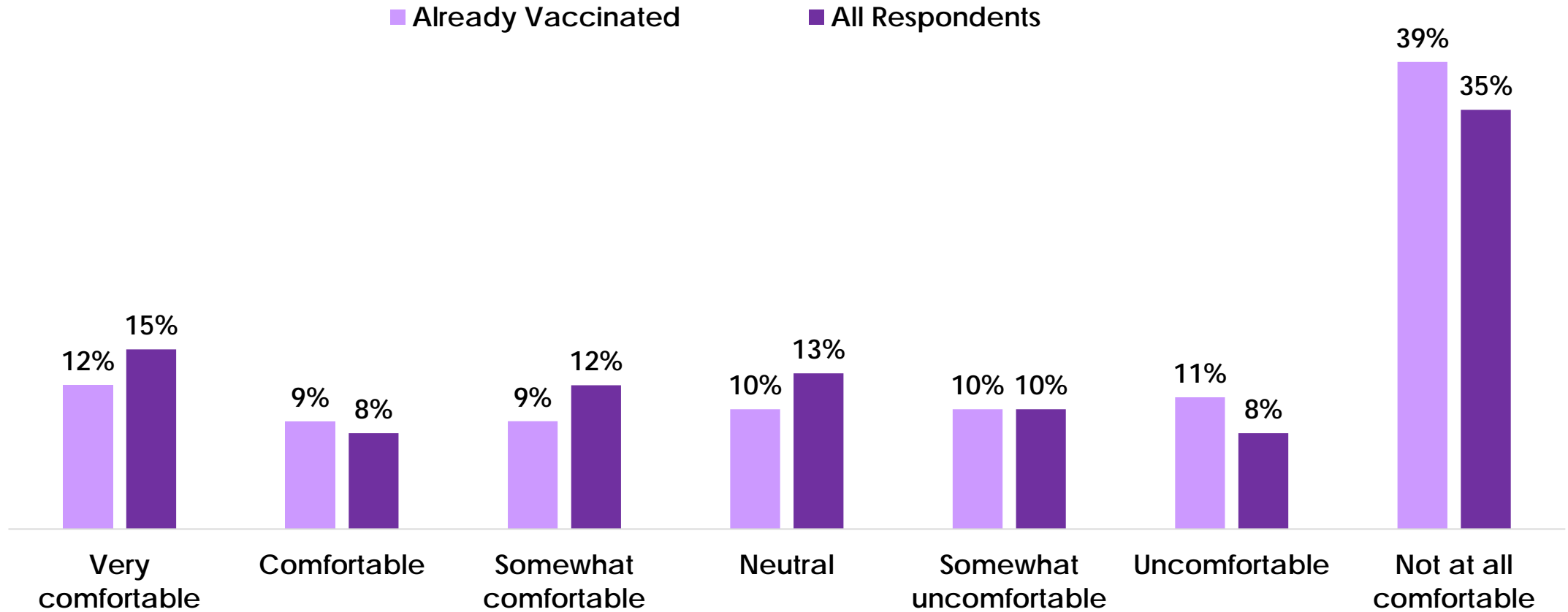
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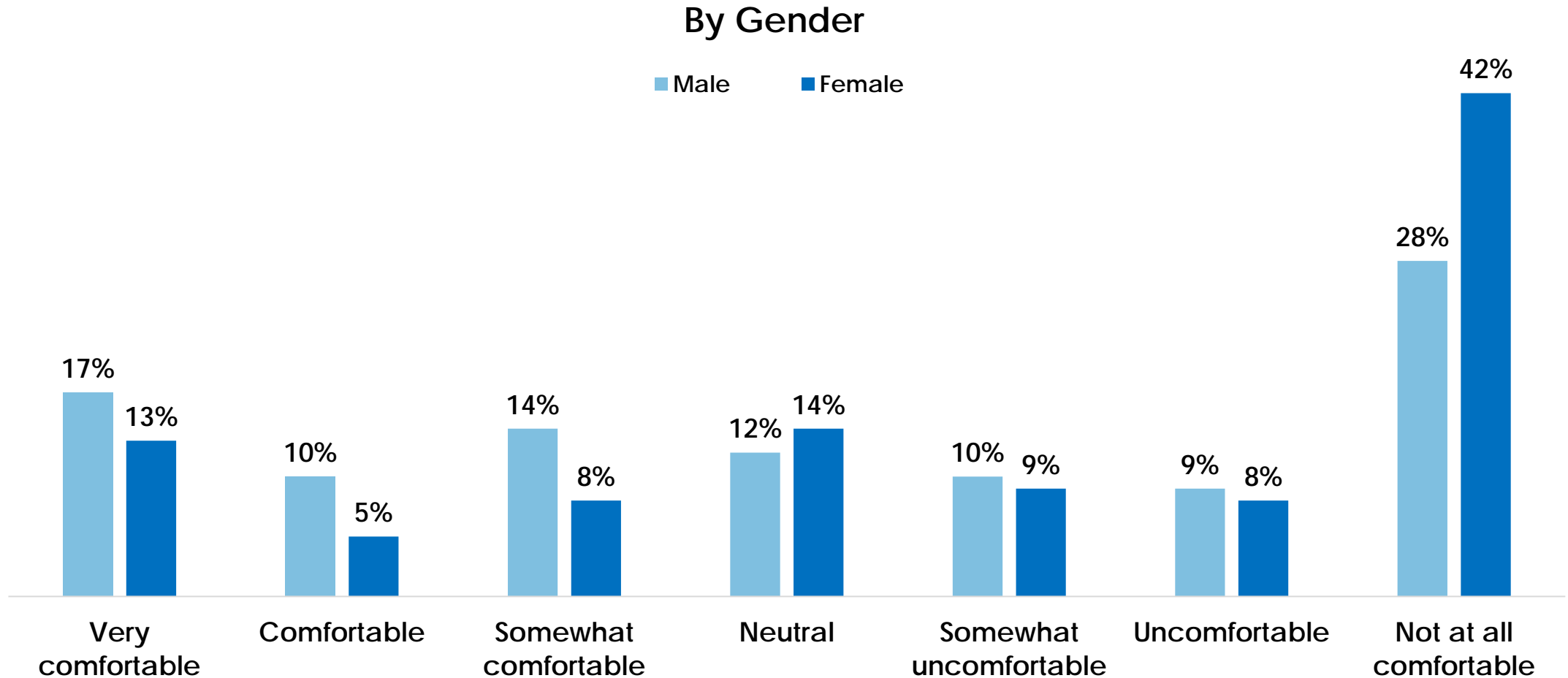


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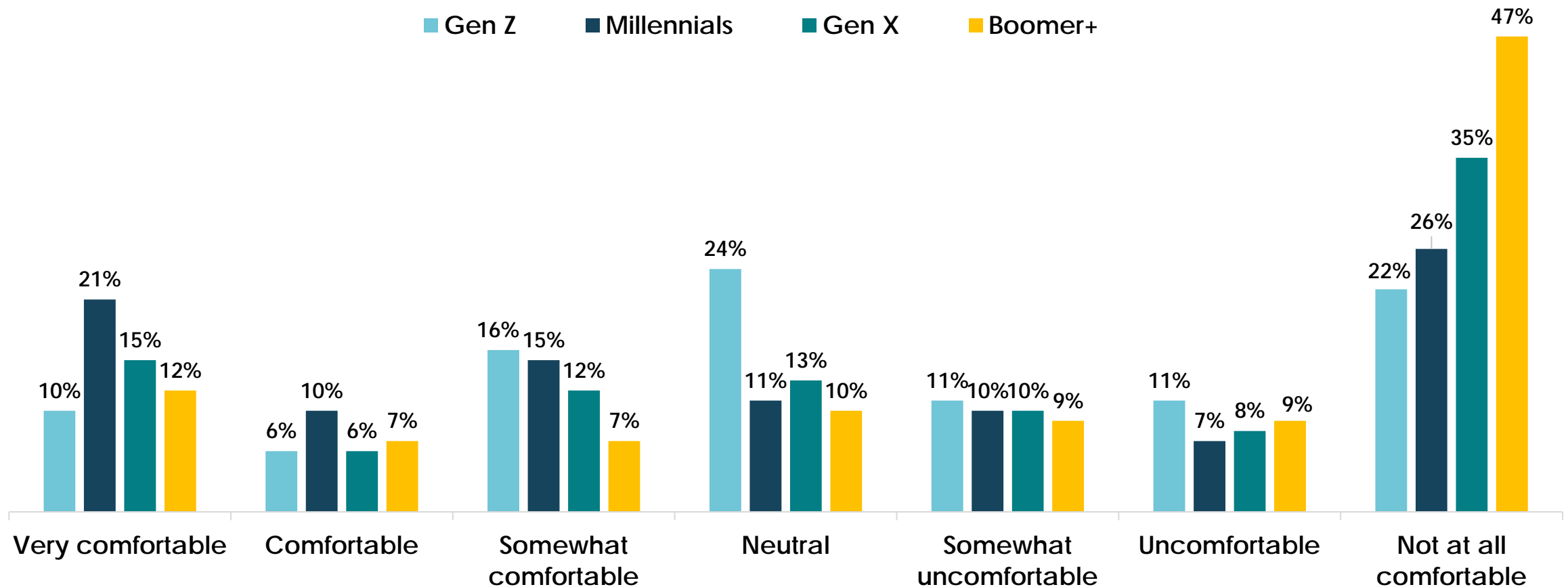


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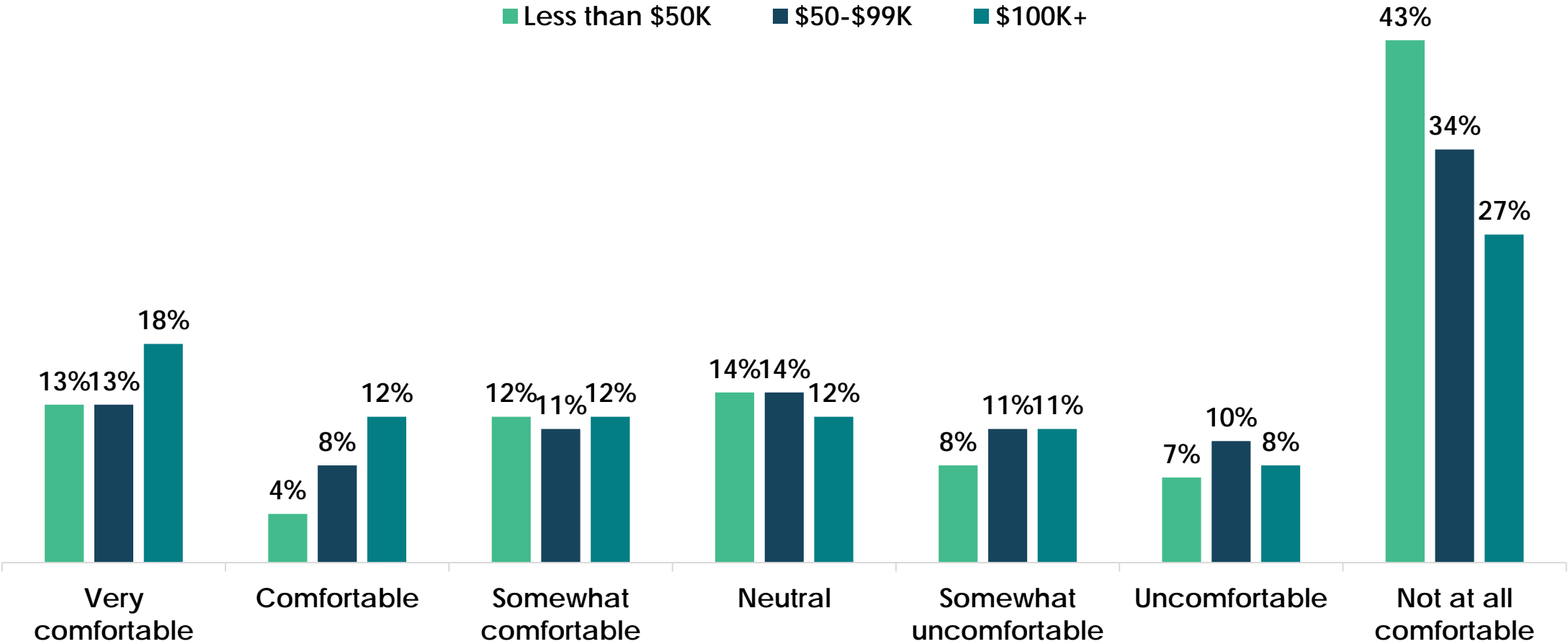
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By Age



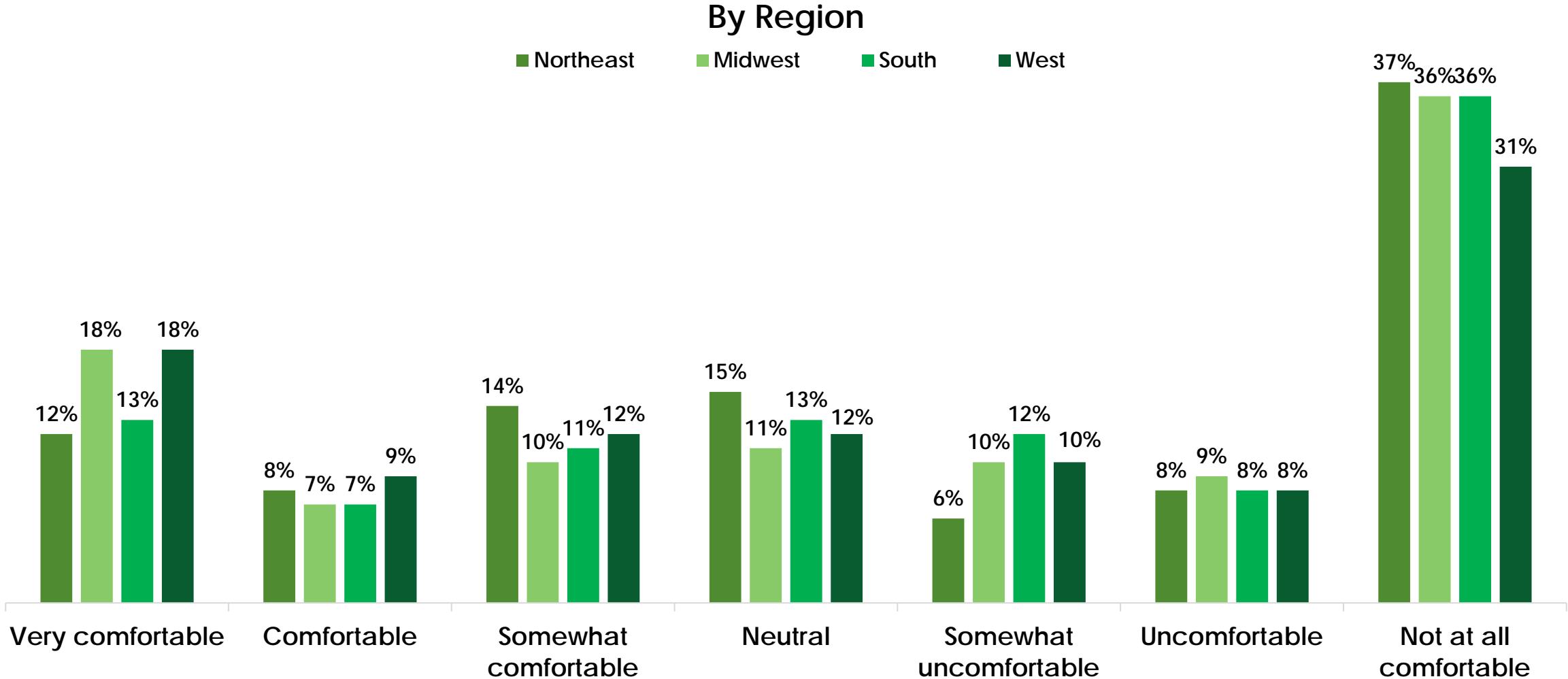
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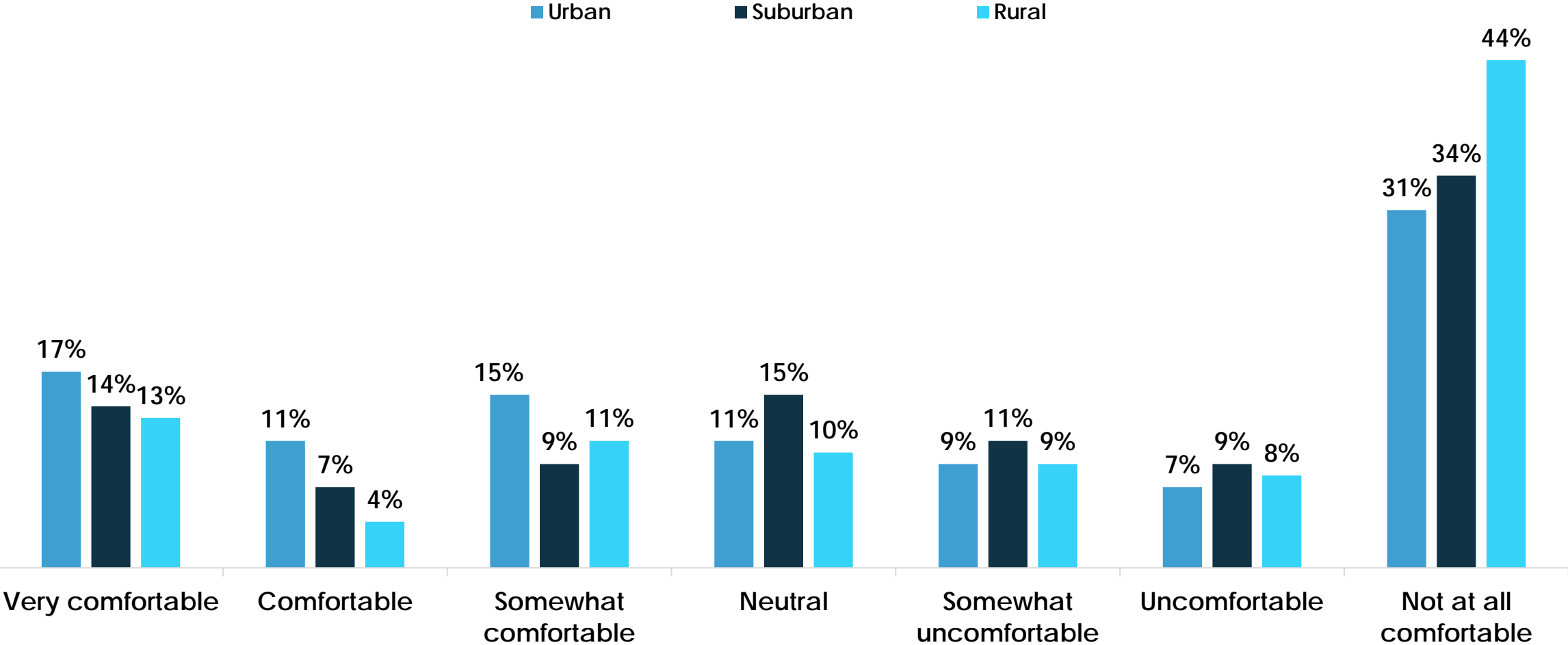
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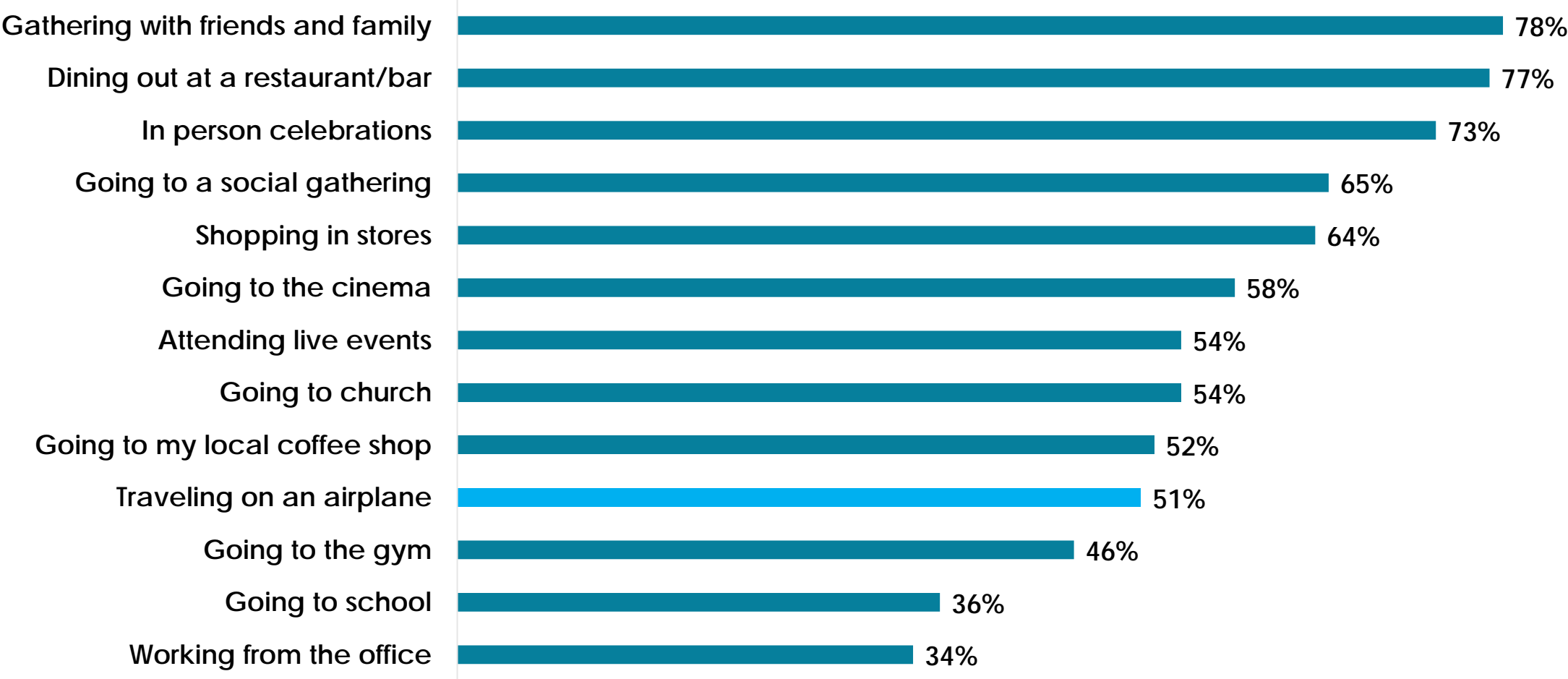
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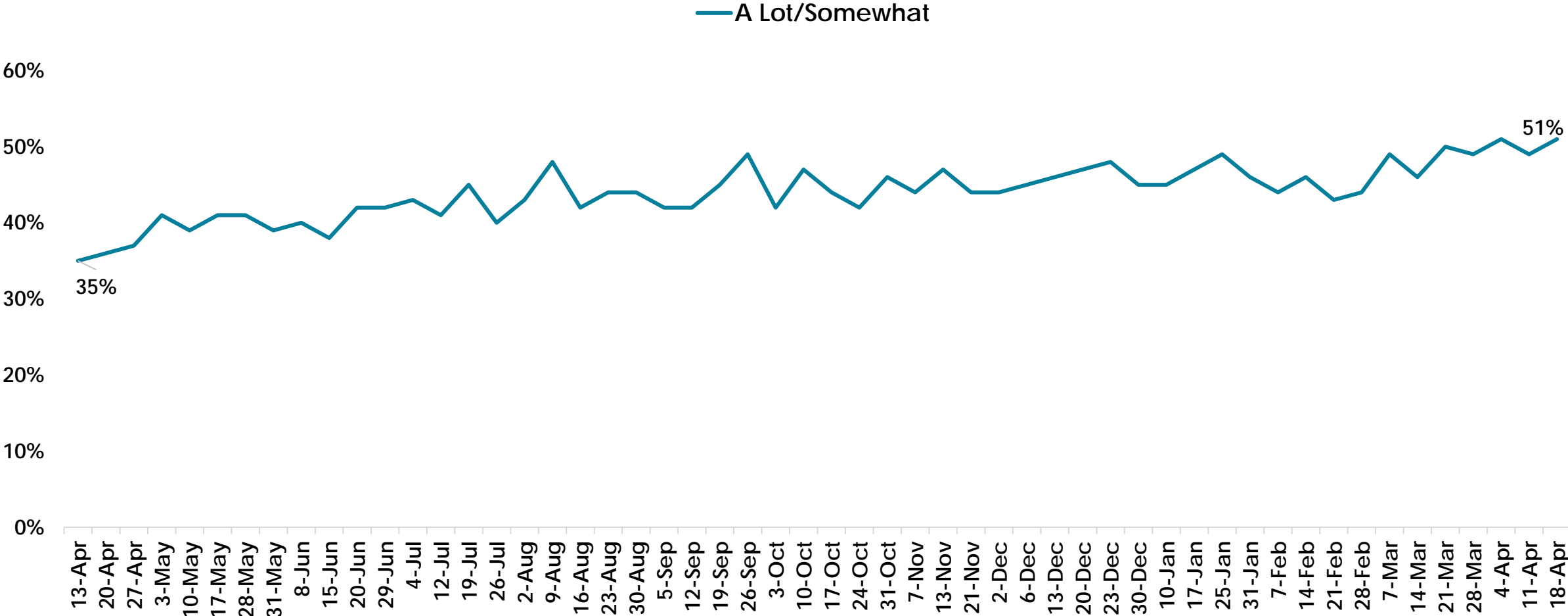
Source: HVCB analysis of Harris Poll COVID-19 Wave 60 (April 16-18, 2021)

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



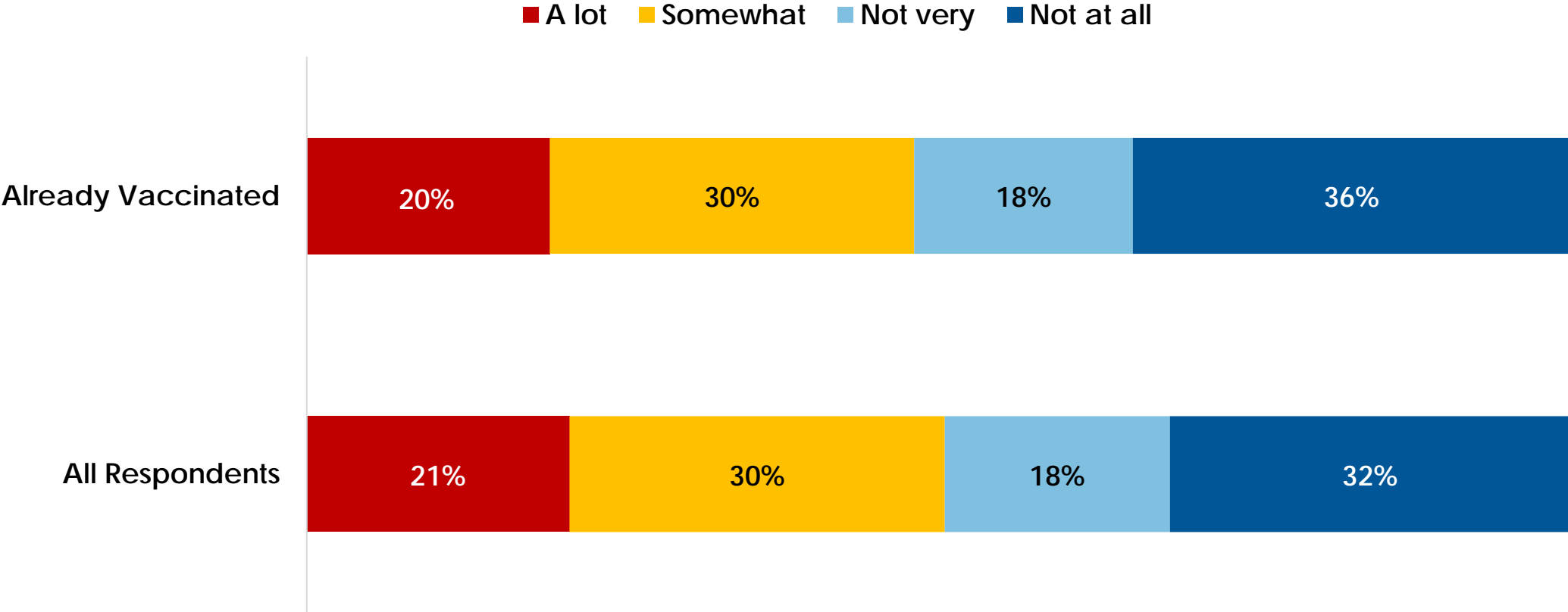
Source: HVCB analysis of Harris Poll COVID-19 Wave 60 (April 16-18, 2021)

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



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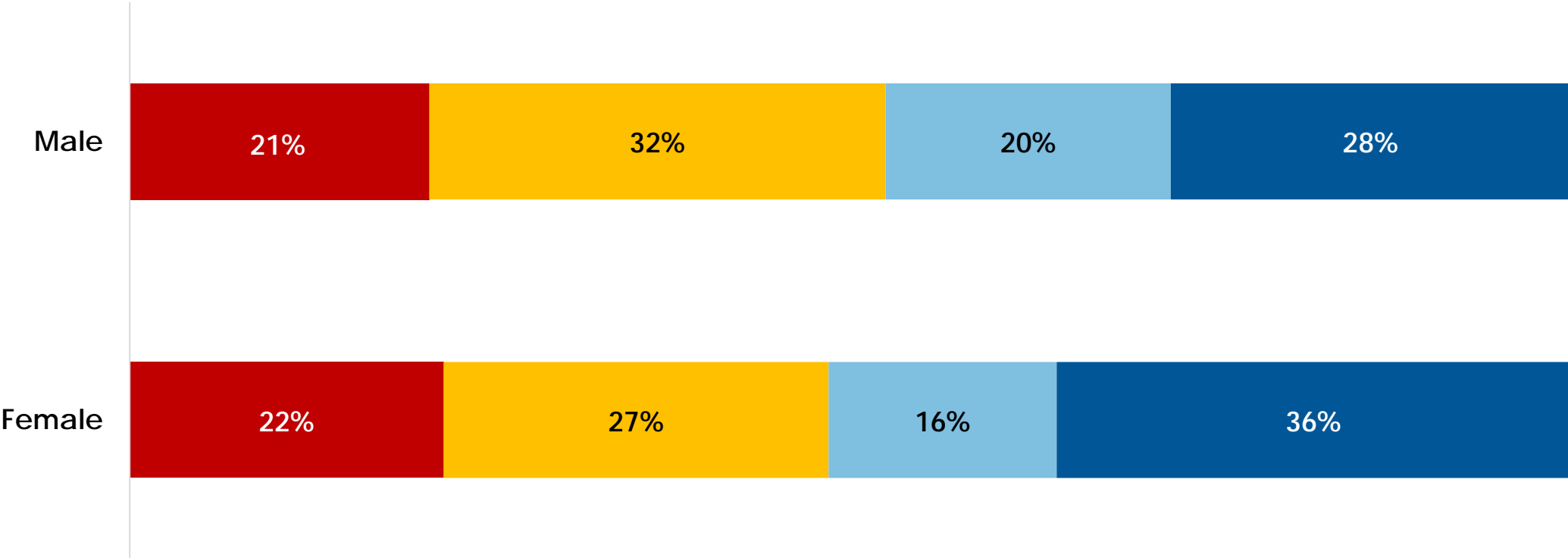


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How much would you say you miss traveling on an airplane during this time of virus-related restrictions?

By Gender

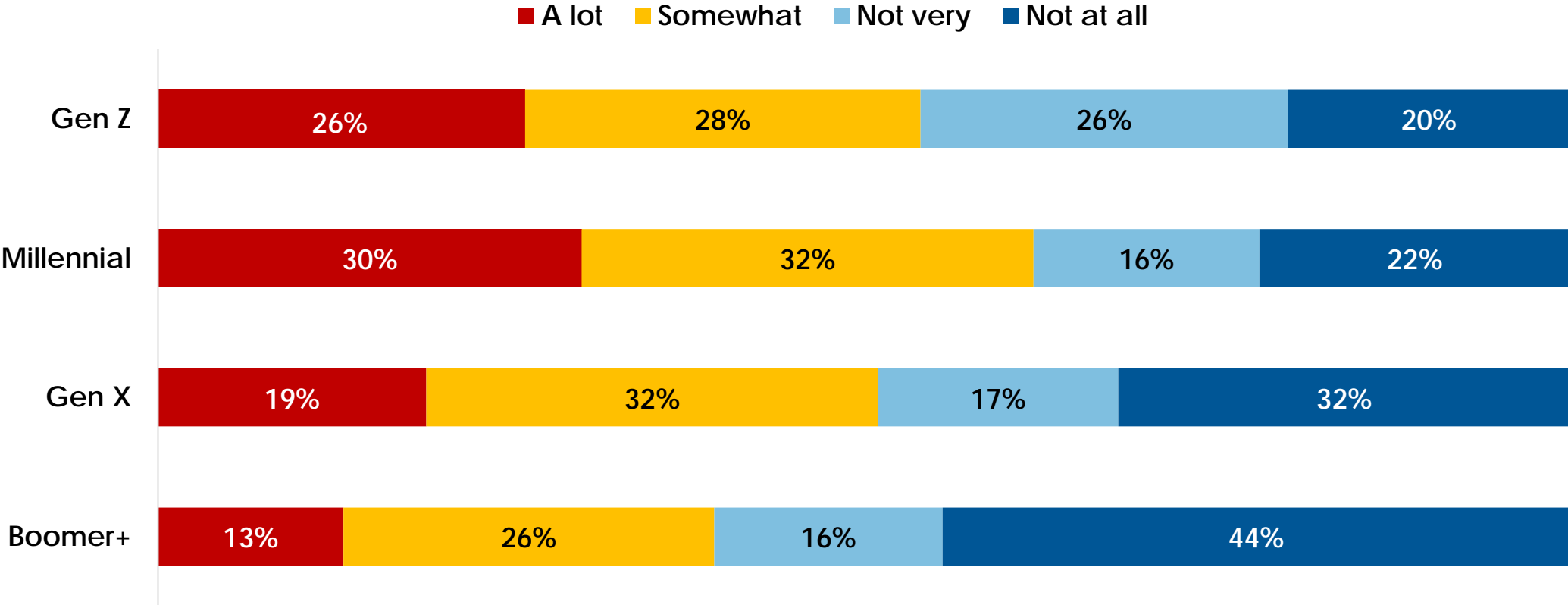
■ A lot ■ Somewhat ■ Not very ■ Not at all



Source: HVCB analysis of Harris Poll COVID-19 Wave 60 (April 16-18, 2021)

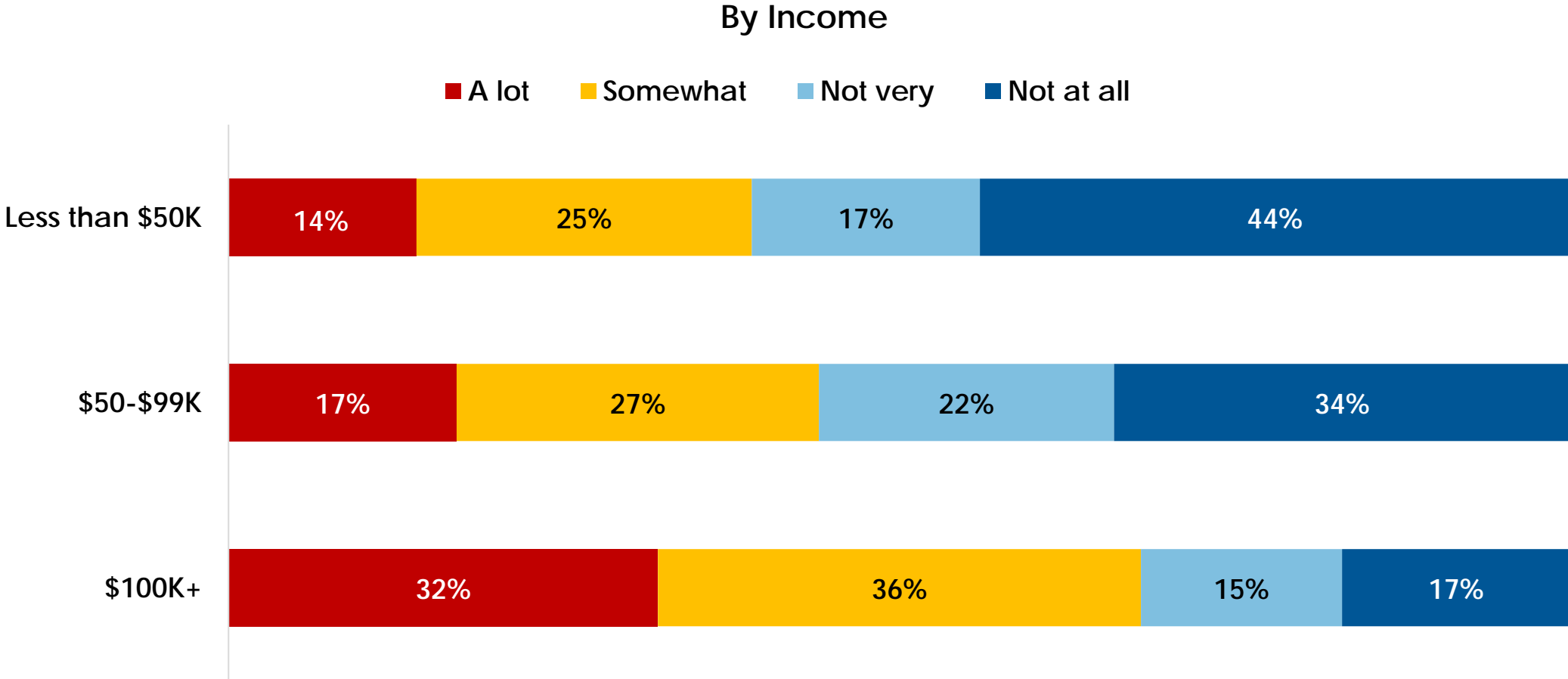
How much would you say you miss traveling on an airplane during this time of virus-related restrictions?

By Age



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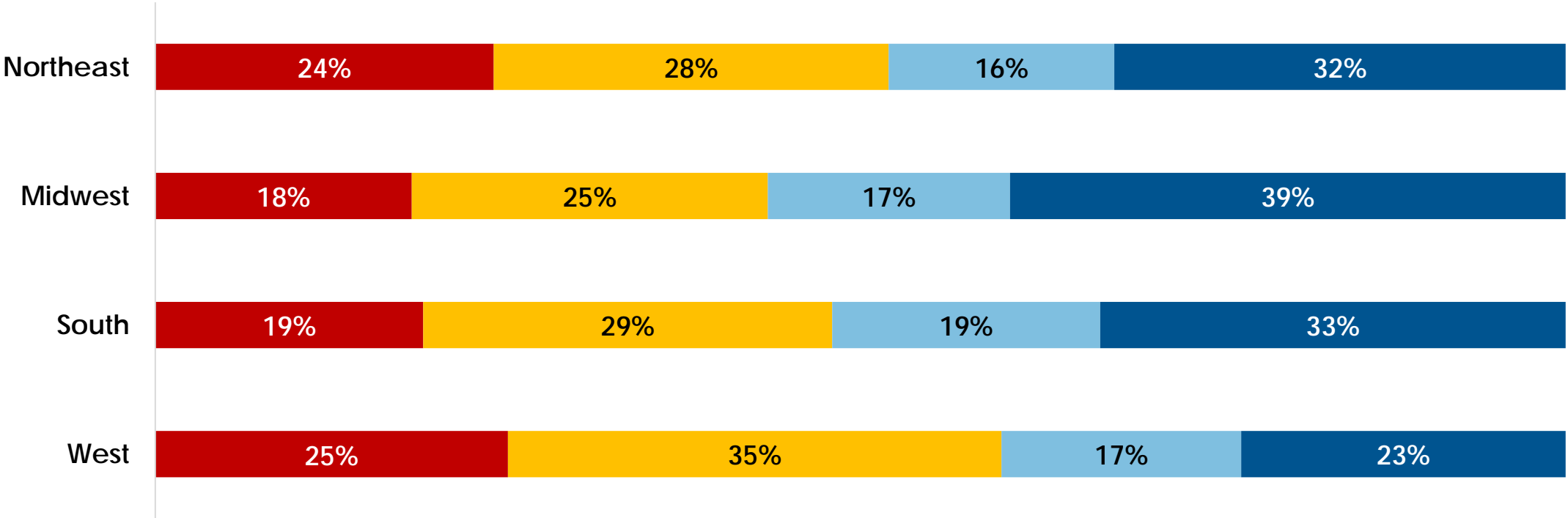


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How much would you say you miss traveling on an airplane during this time of virus-related restrictions?

By Region

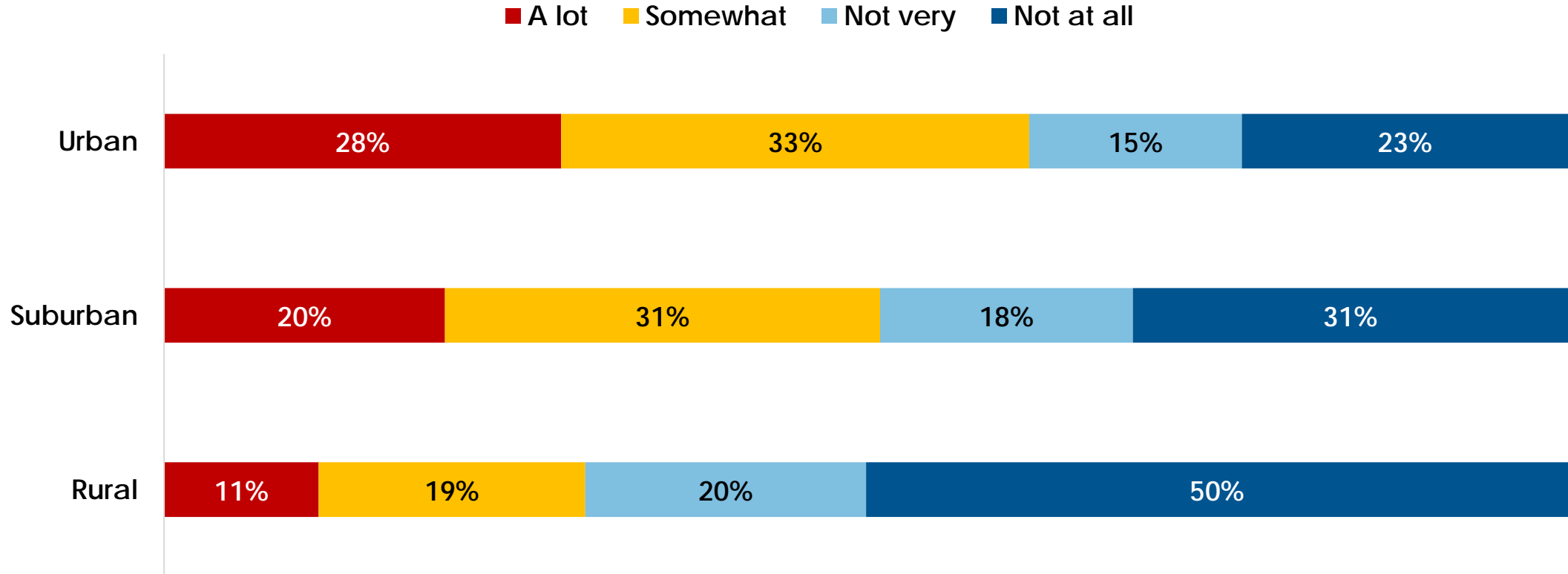
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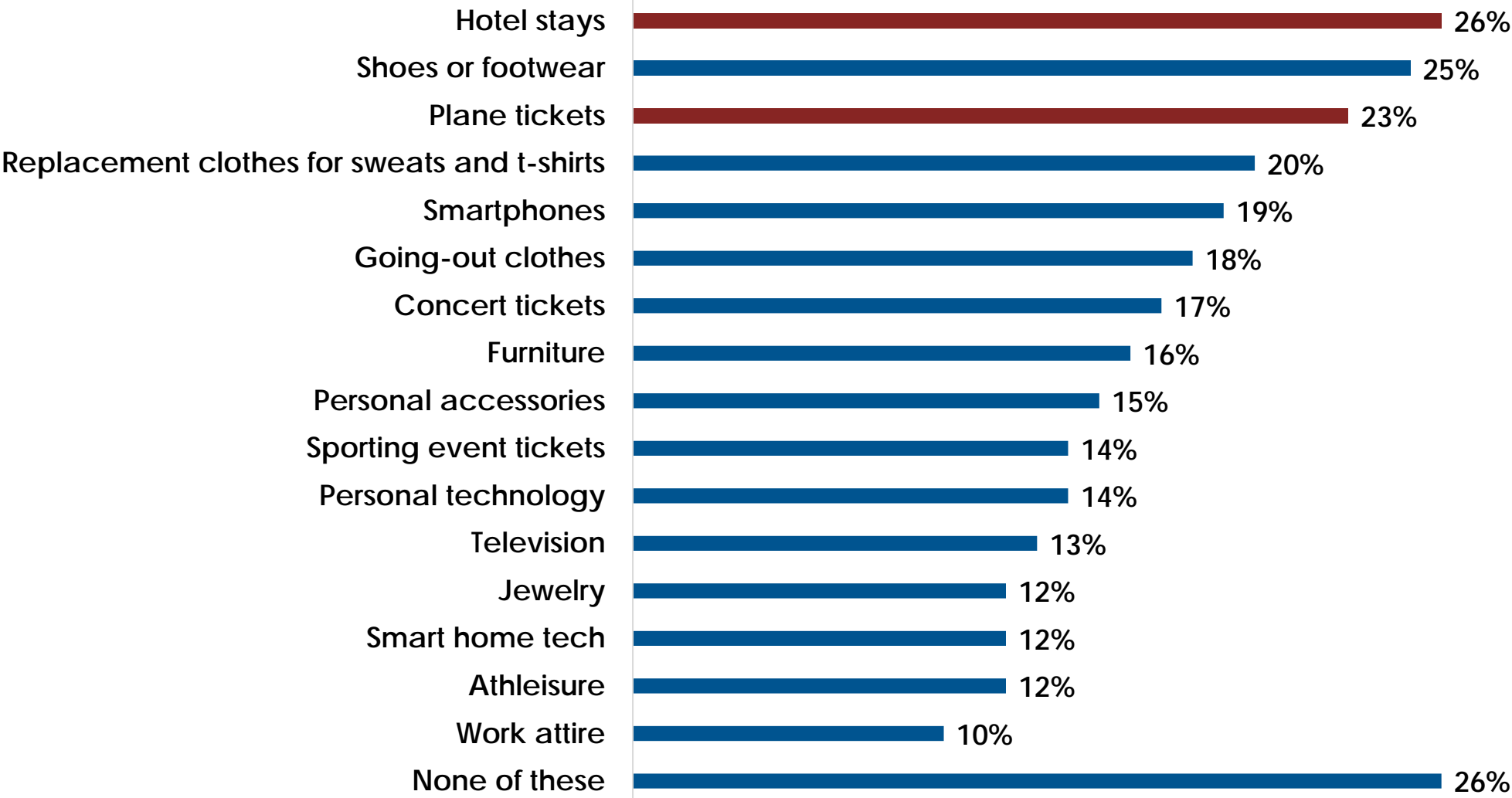
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By Urbanicity



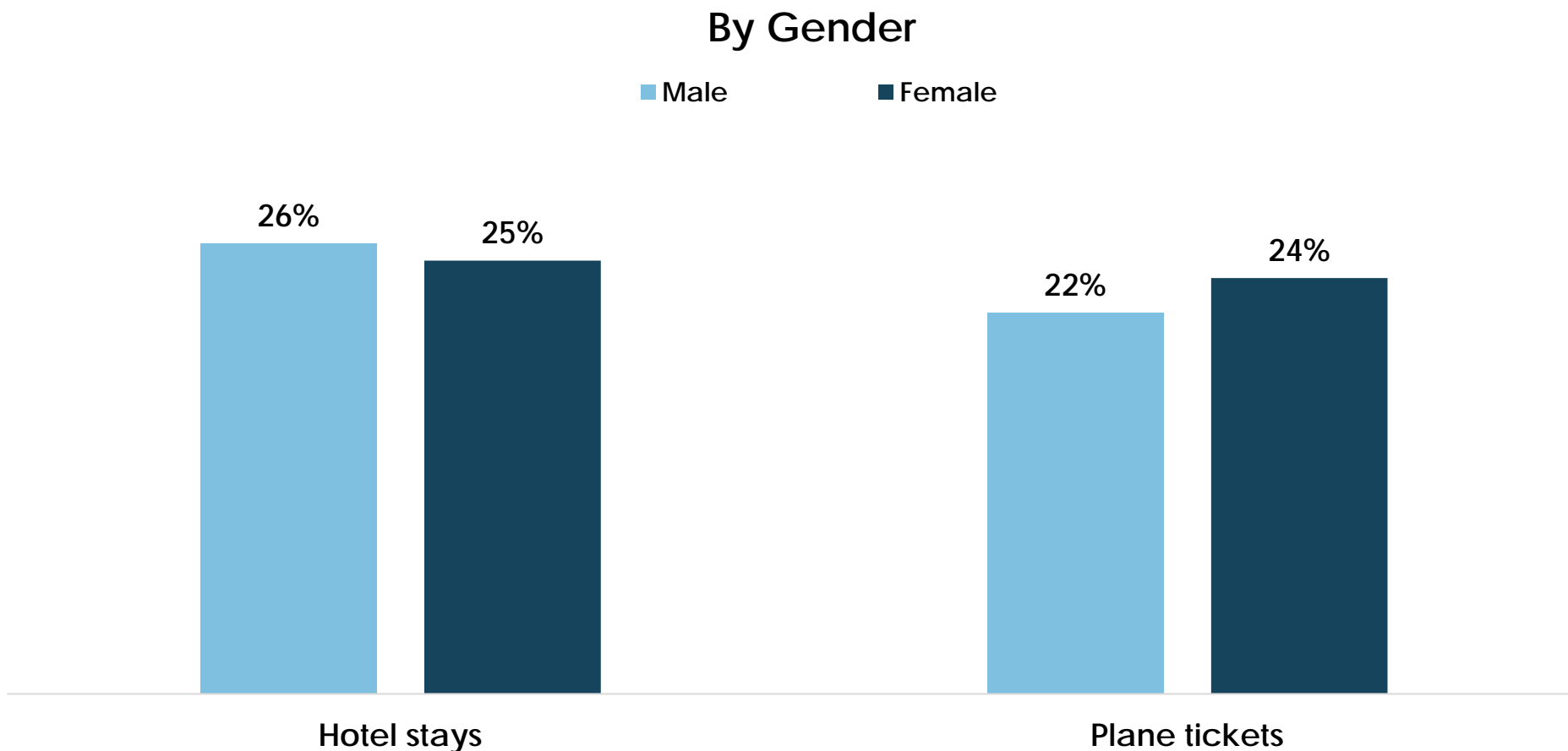
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Are you planning to purchase the following once things return to normal?

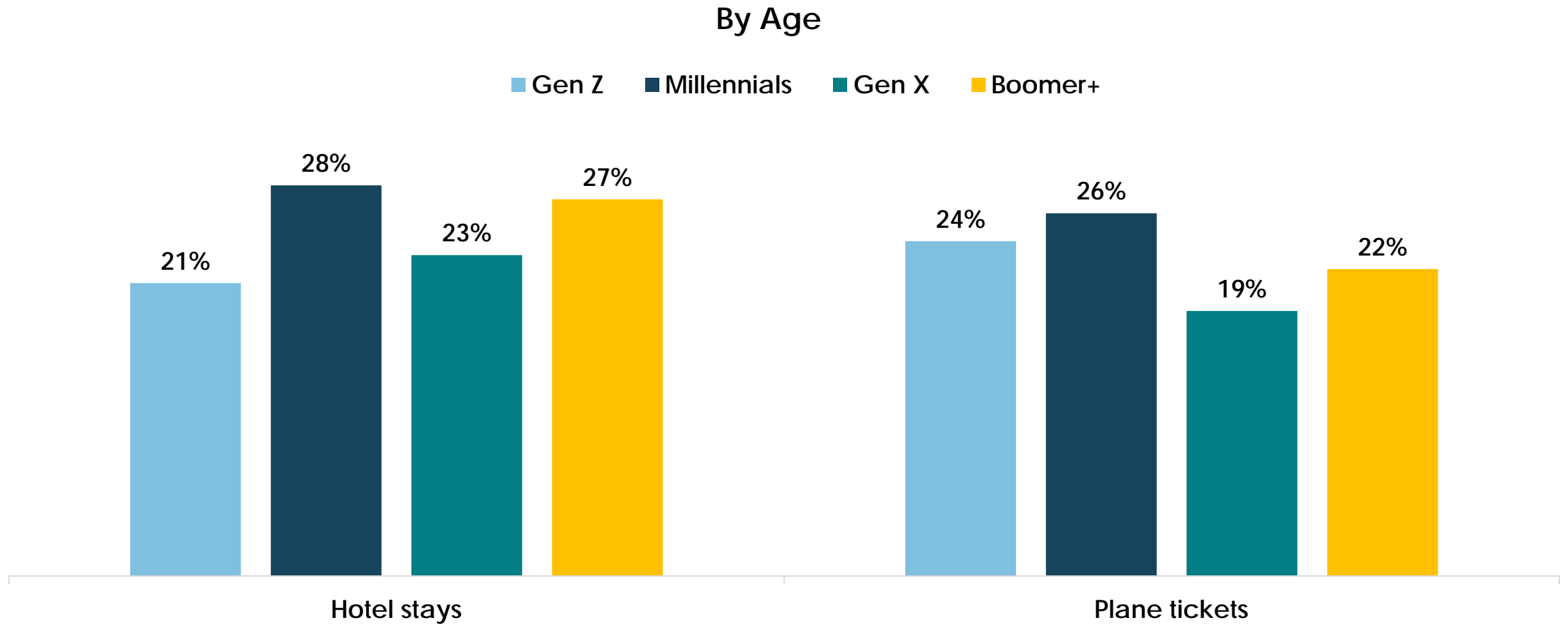


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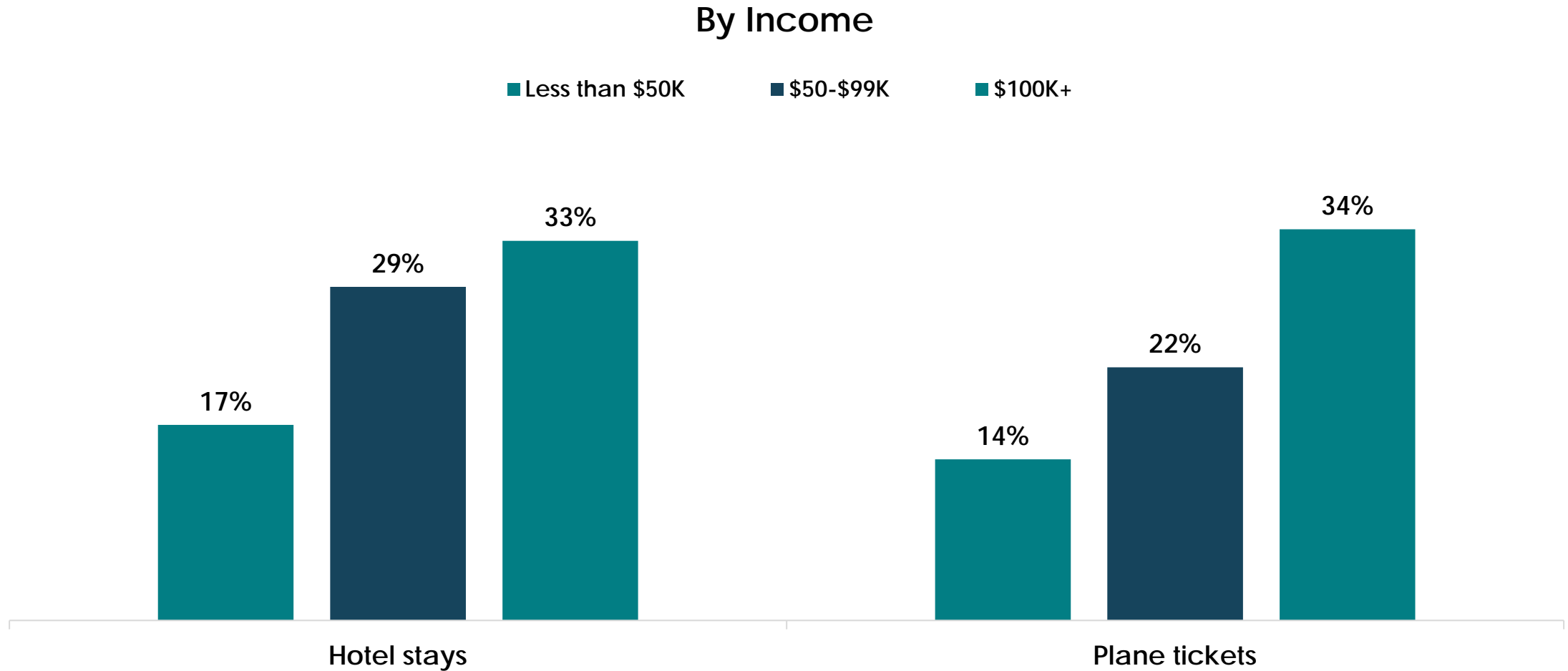
Post-COVID, just under 1 out of 4 women and men intend to purchase plane tickets, slightly lower than intent to buy hotel stays



Post-COVID, Millennials are most likely to purchase hotel stays and plane tickets

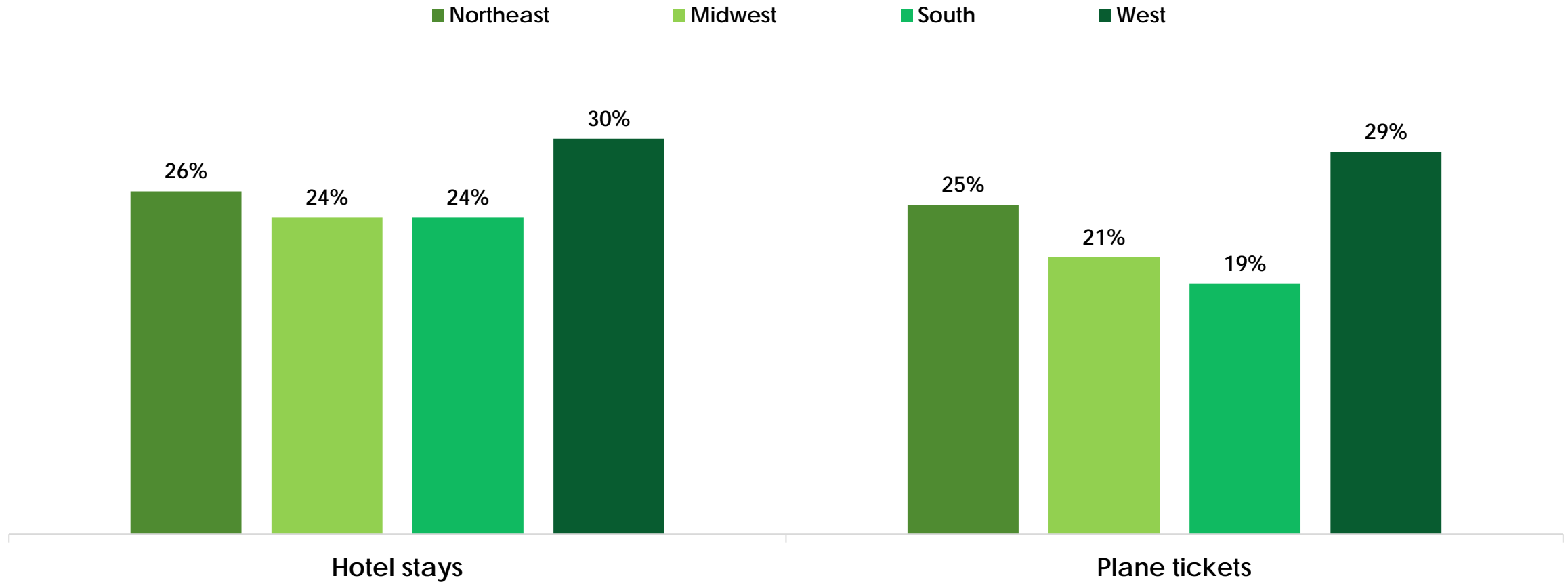


Post-COVID, higher income respondents are most likely to buy hotel stays and plane tickets



Post-COVID, respondents in the West are most likely to purchase hotel stays and plane tickets

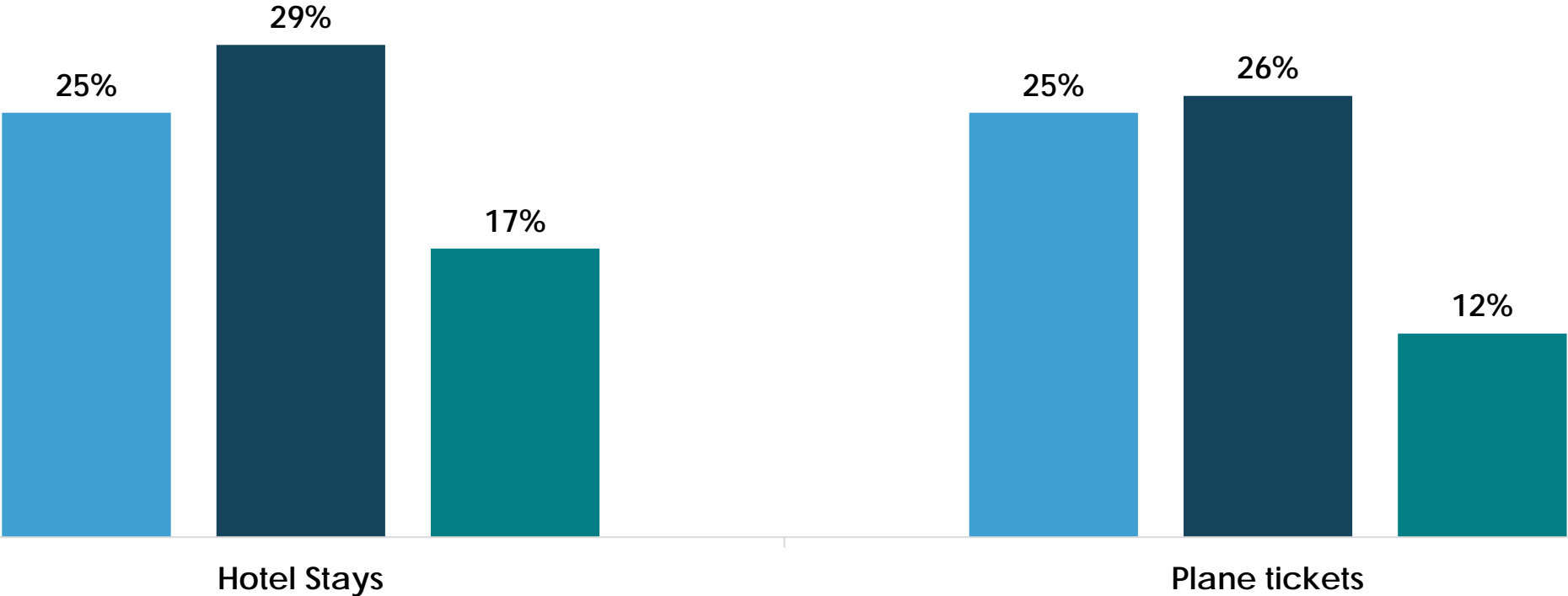
By Region



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

By Urbanicity

■ Urban ■ Suburban ■ Rural



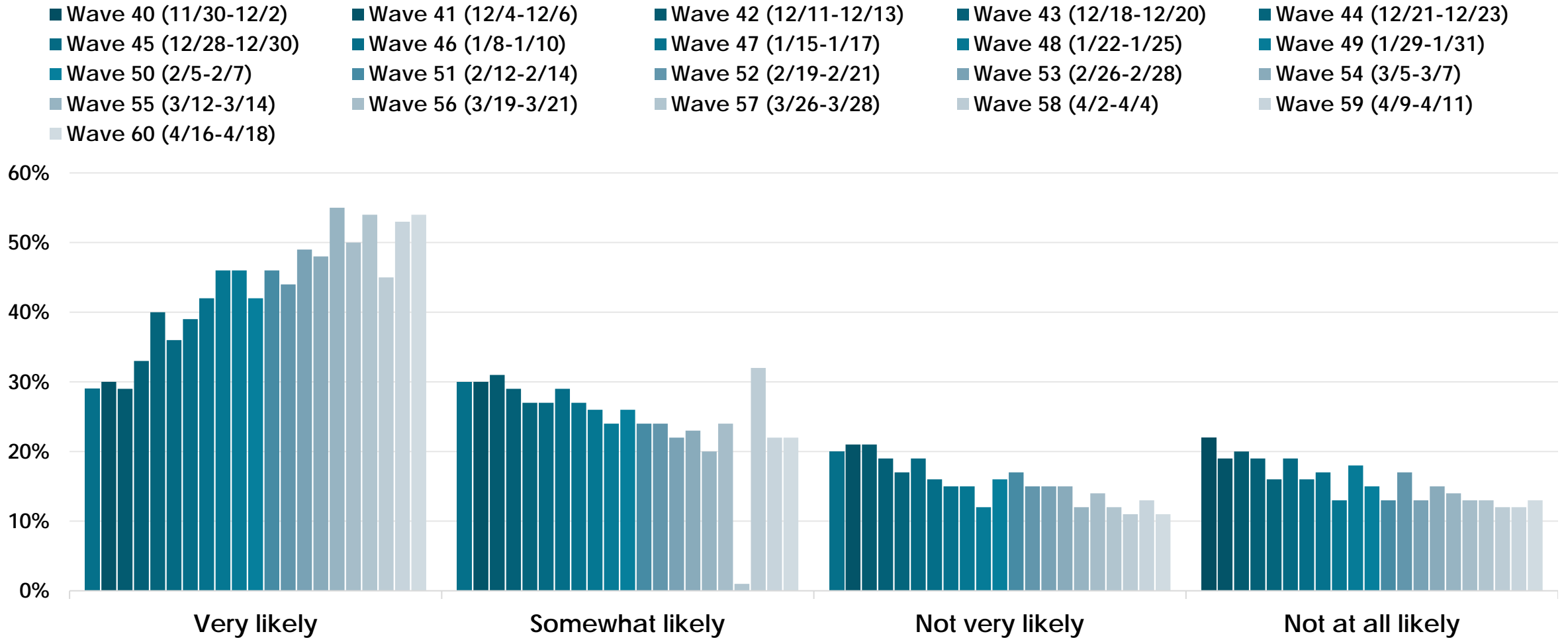
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Impact of Vaccines

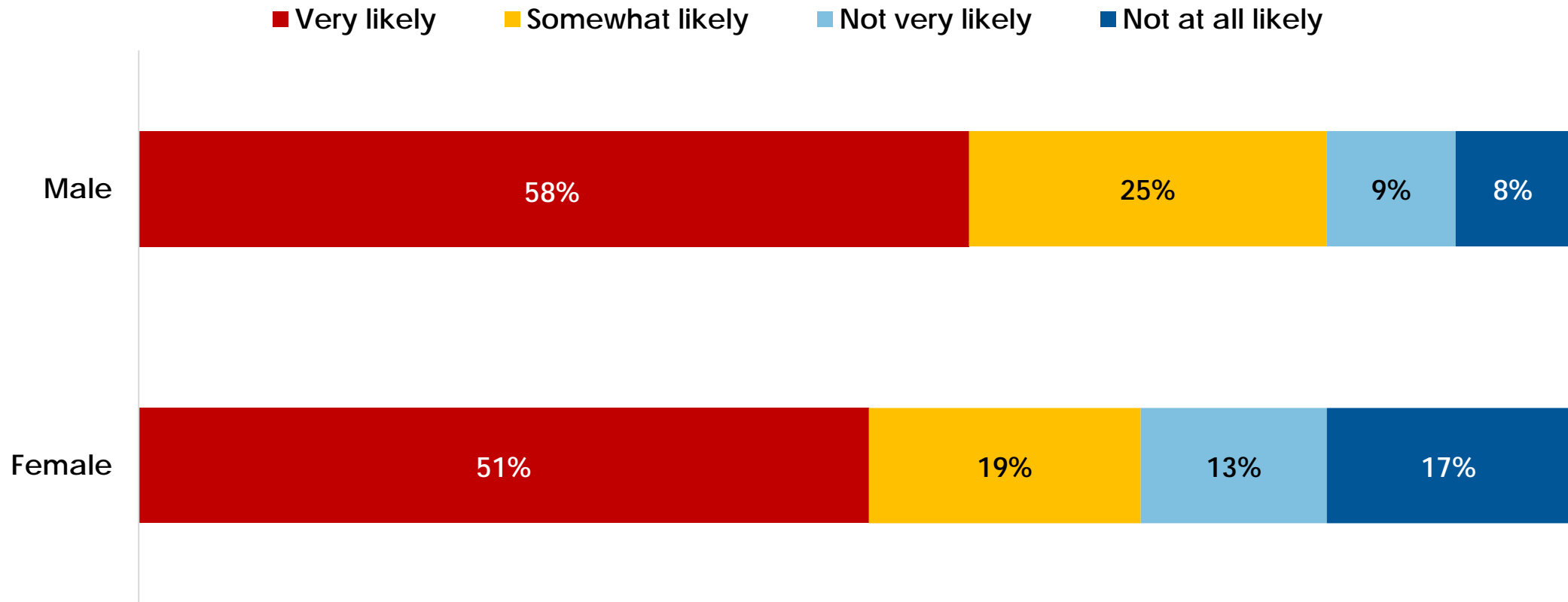


How likely are you to get a COVID-19 vaccine as soon as it becomes available?

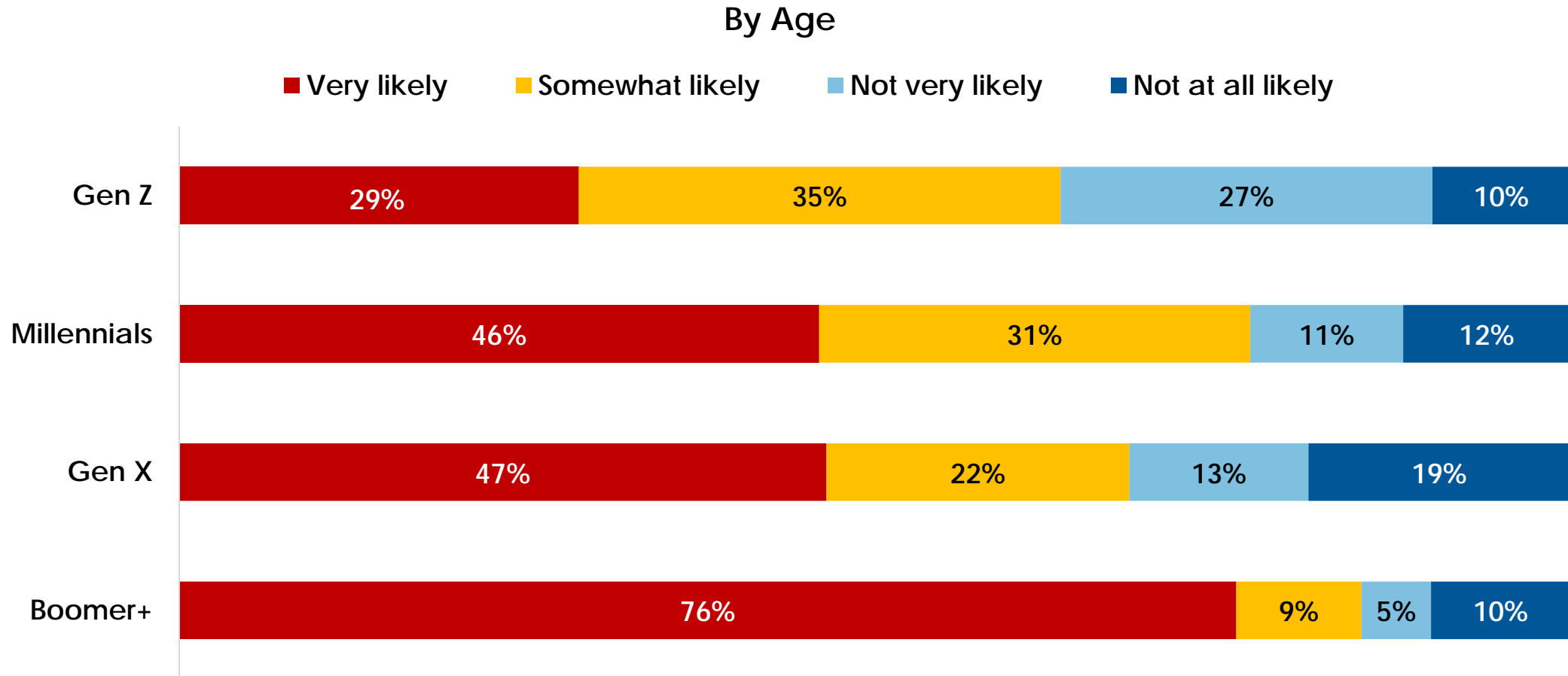


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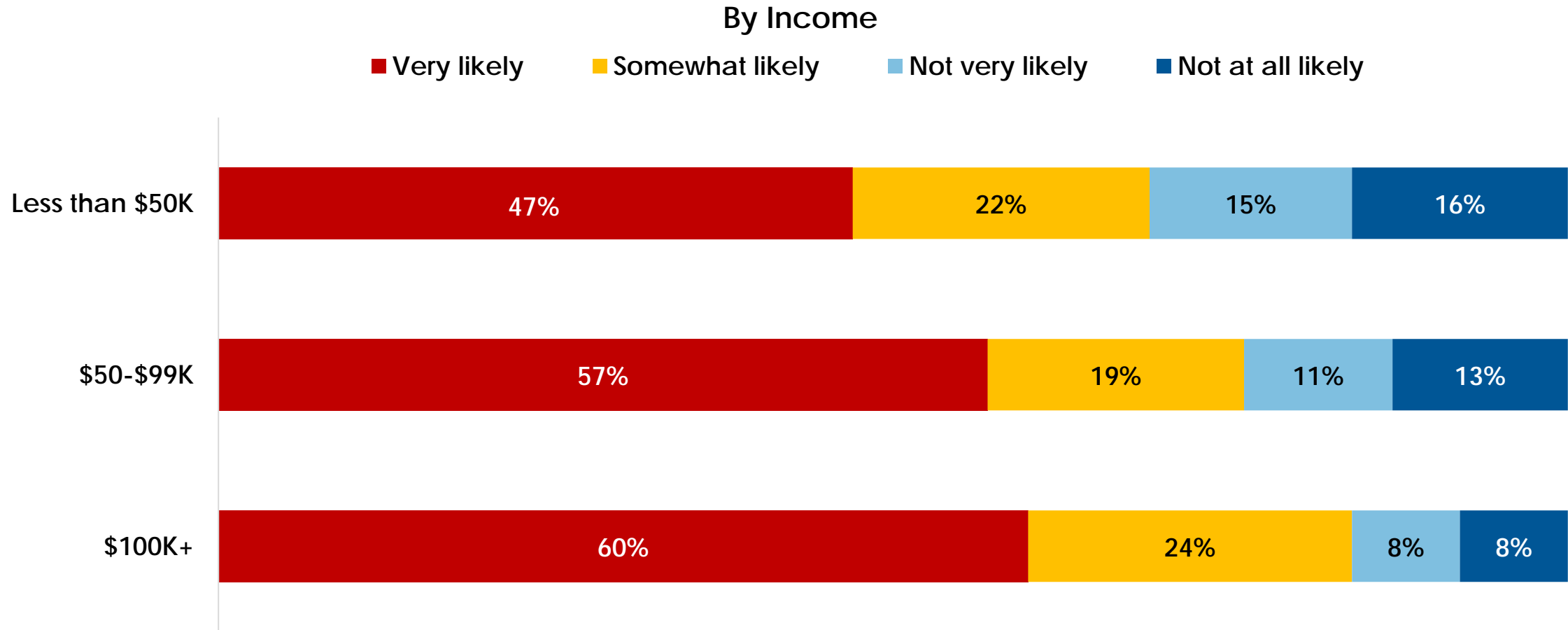
By Gender



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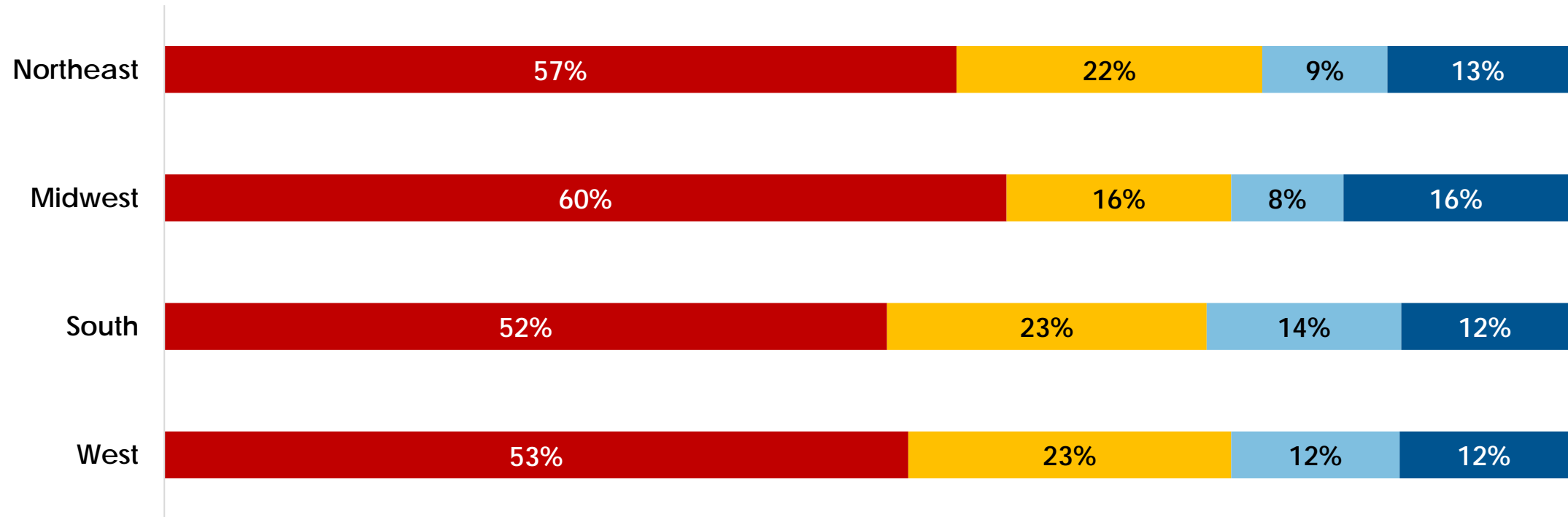
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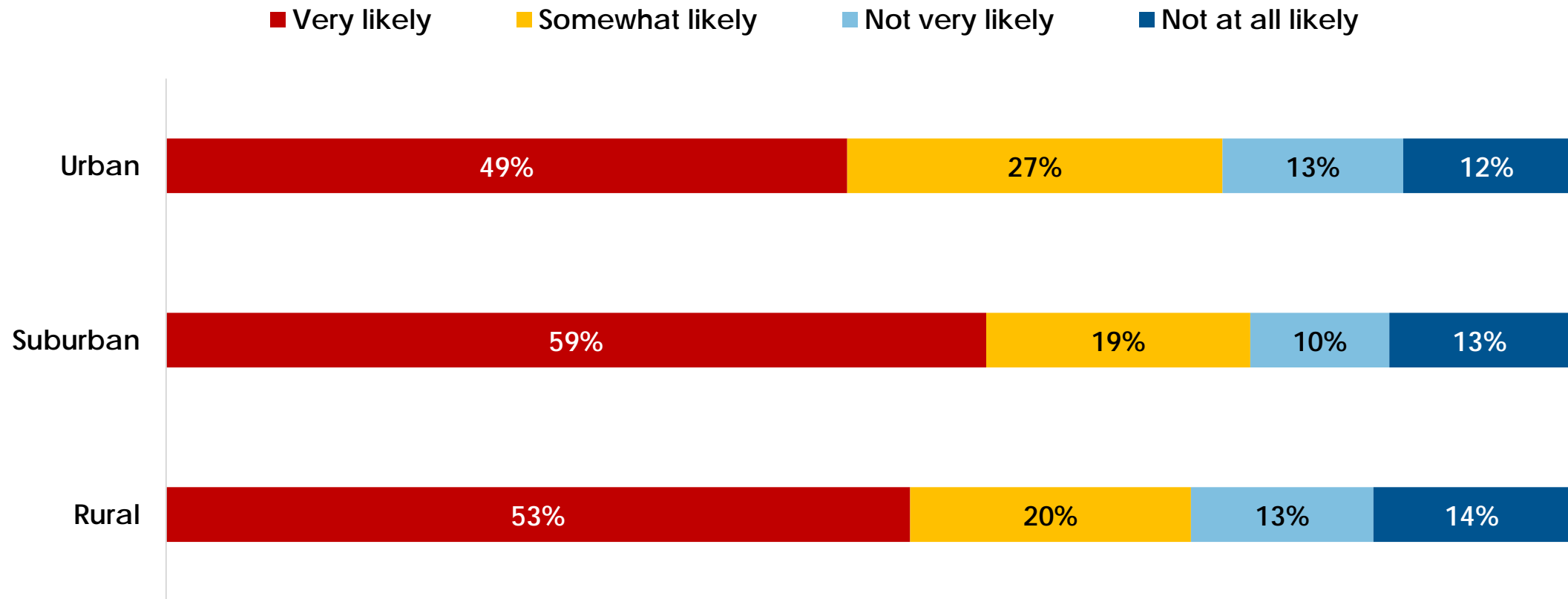
By Region

Very likely Somewhat likely Not very likely Not at all likely



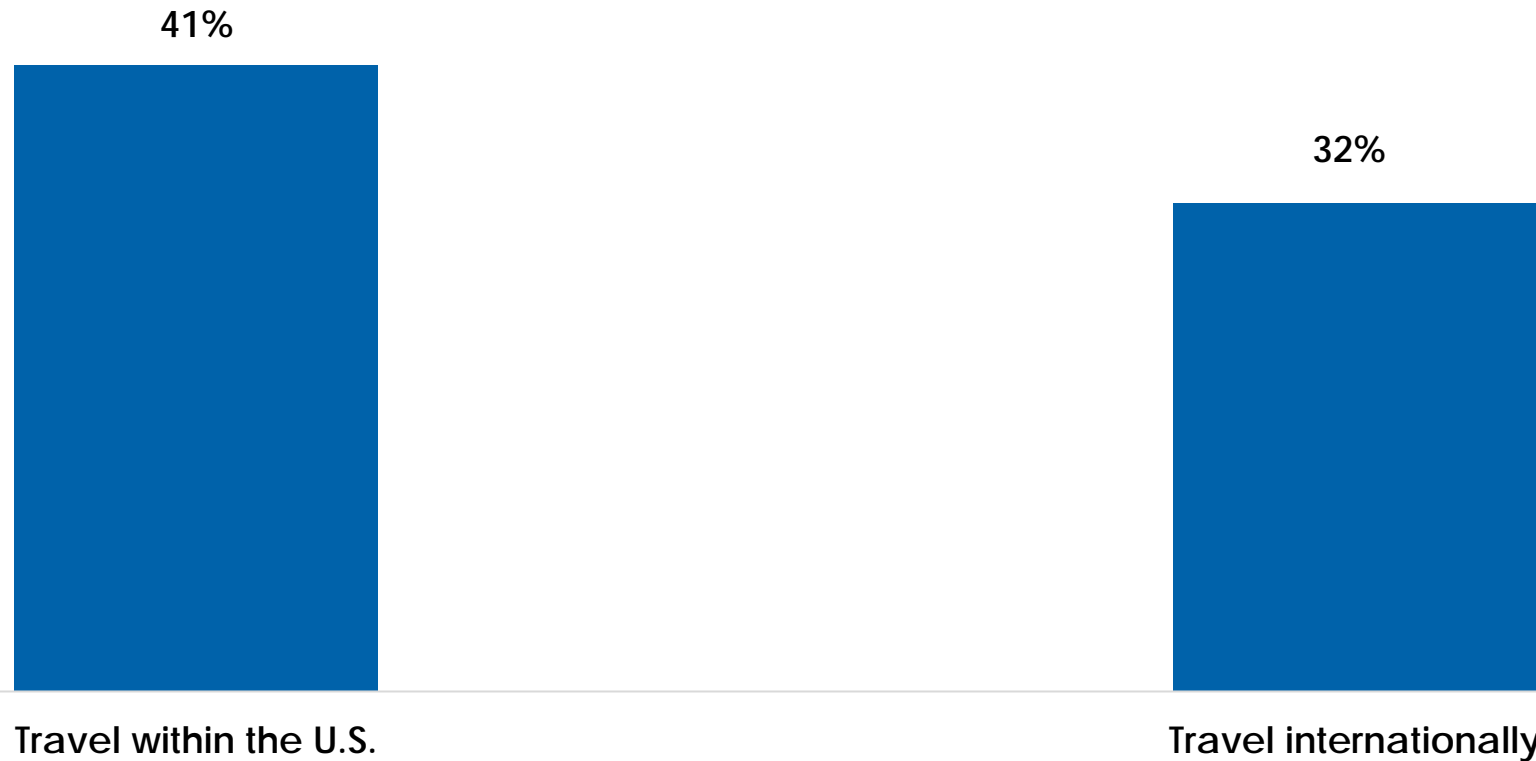
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By Urbanicity

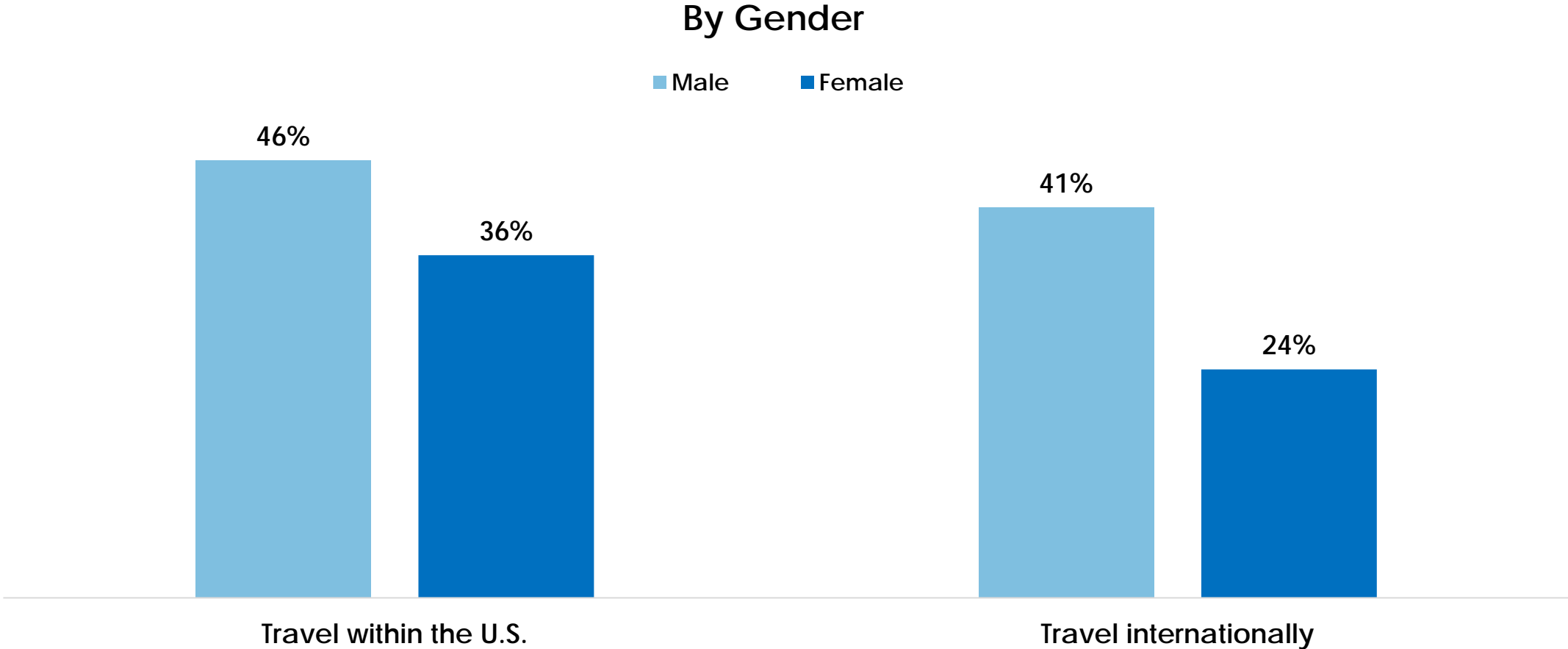


Are you more or less likely to get vaccinated if proof of vaccination becomes a requirement to travel?

Much/Somewhat More Likely

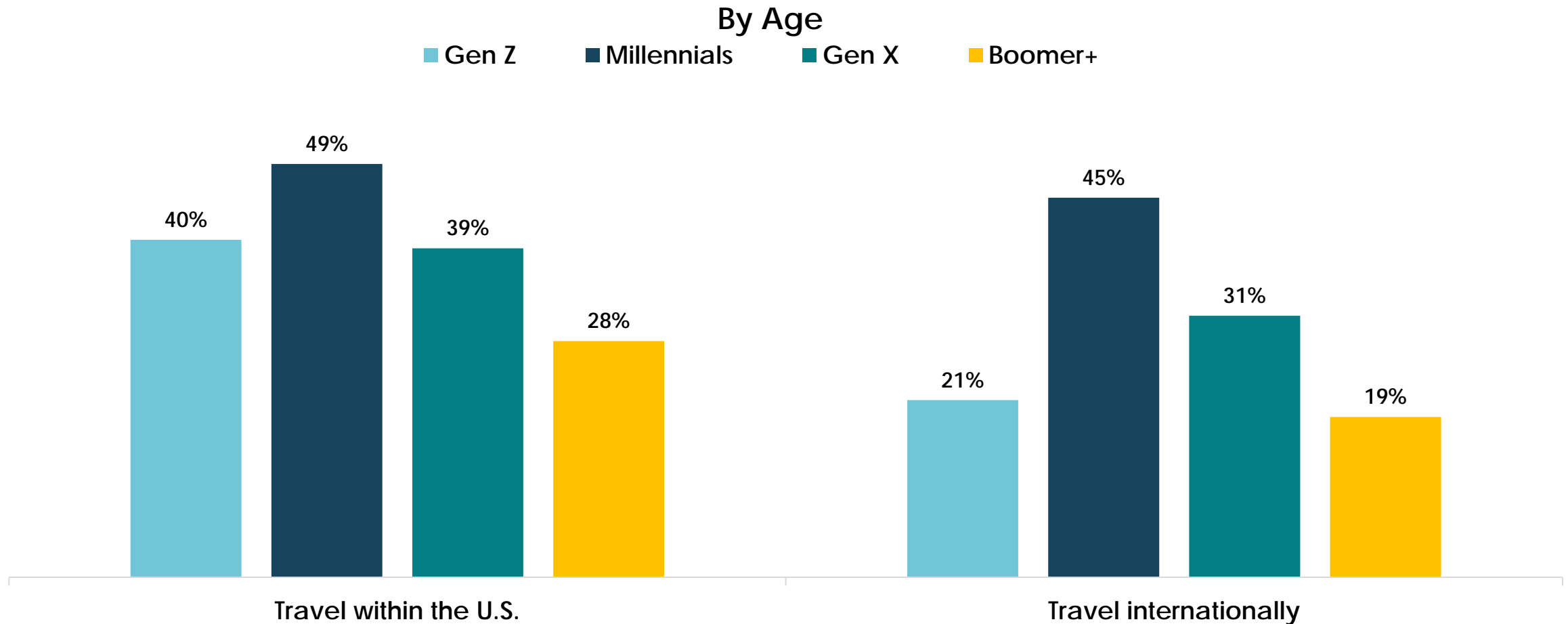


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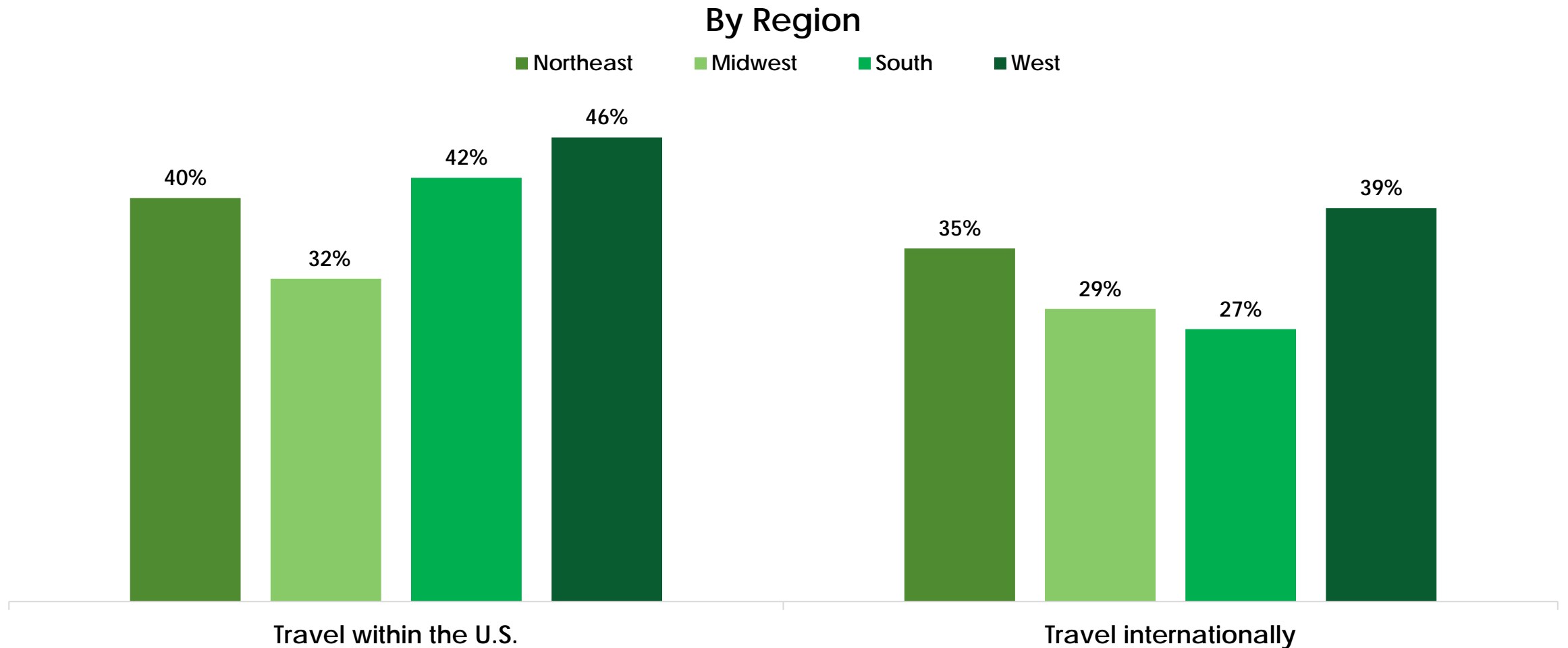
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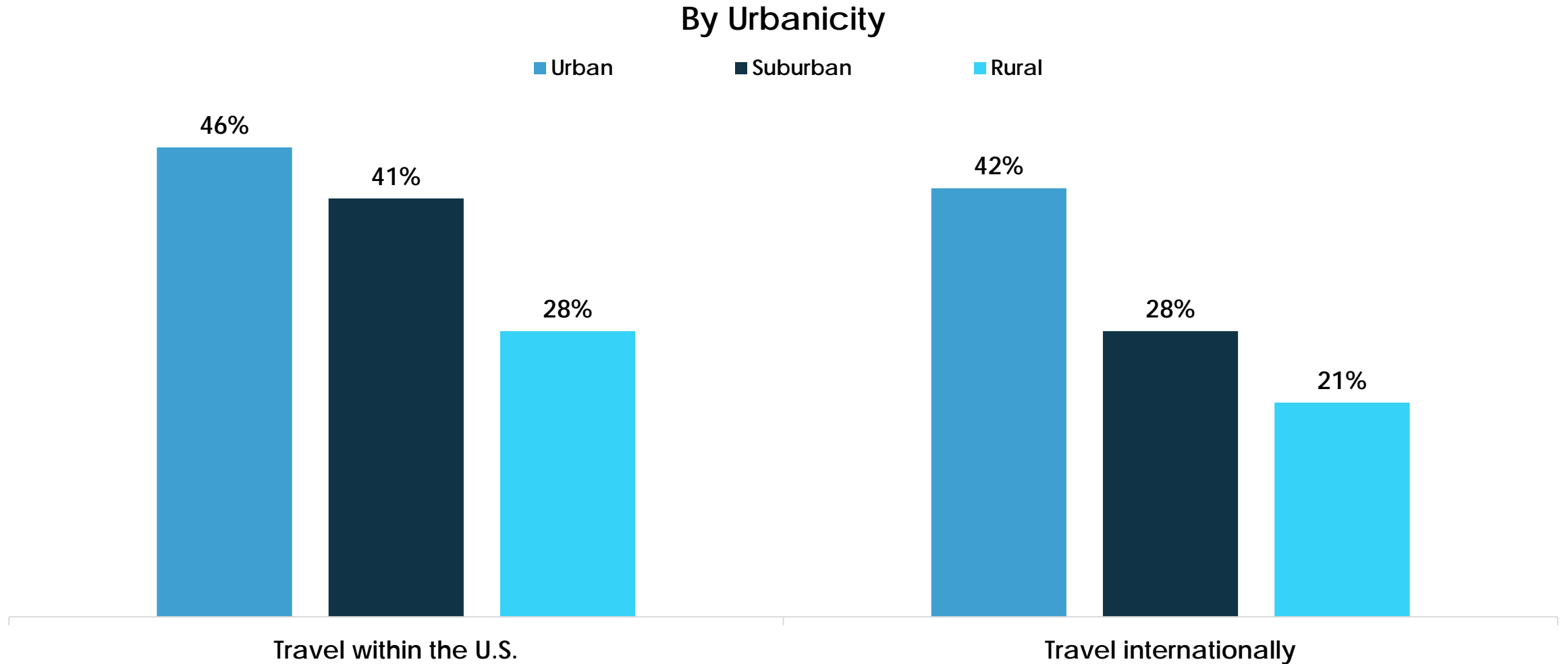
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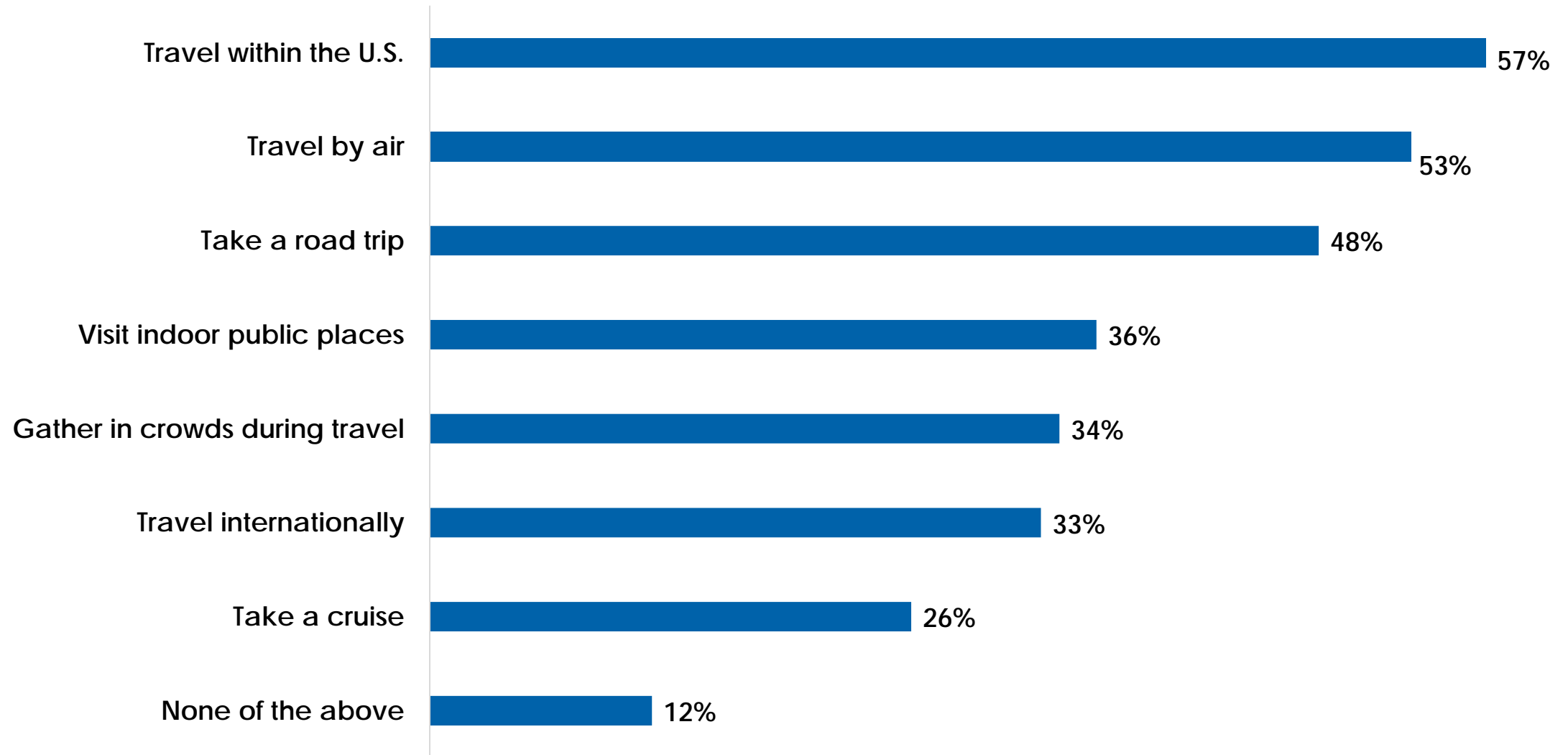




Impact of CDC Guidance



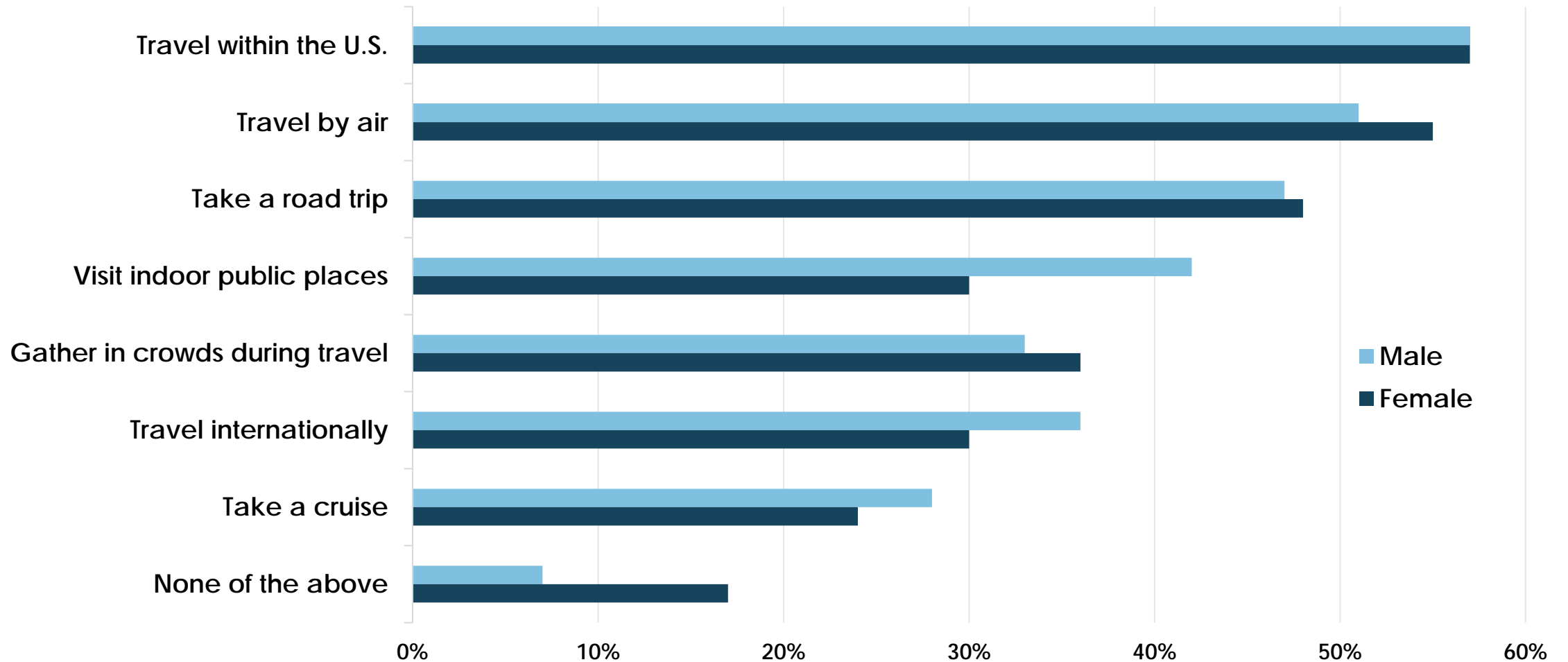
From what you understand of CDC's new guidance, what travel-related activities can people who have been **fully vaccinated** now safely do?



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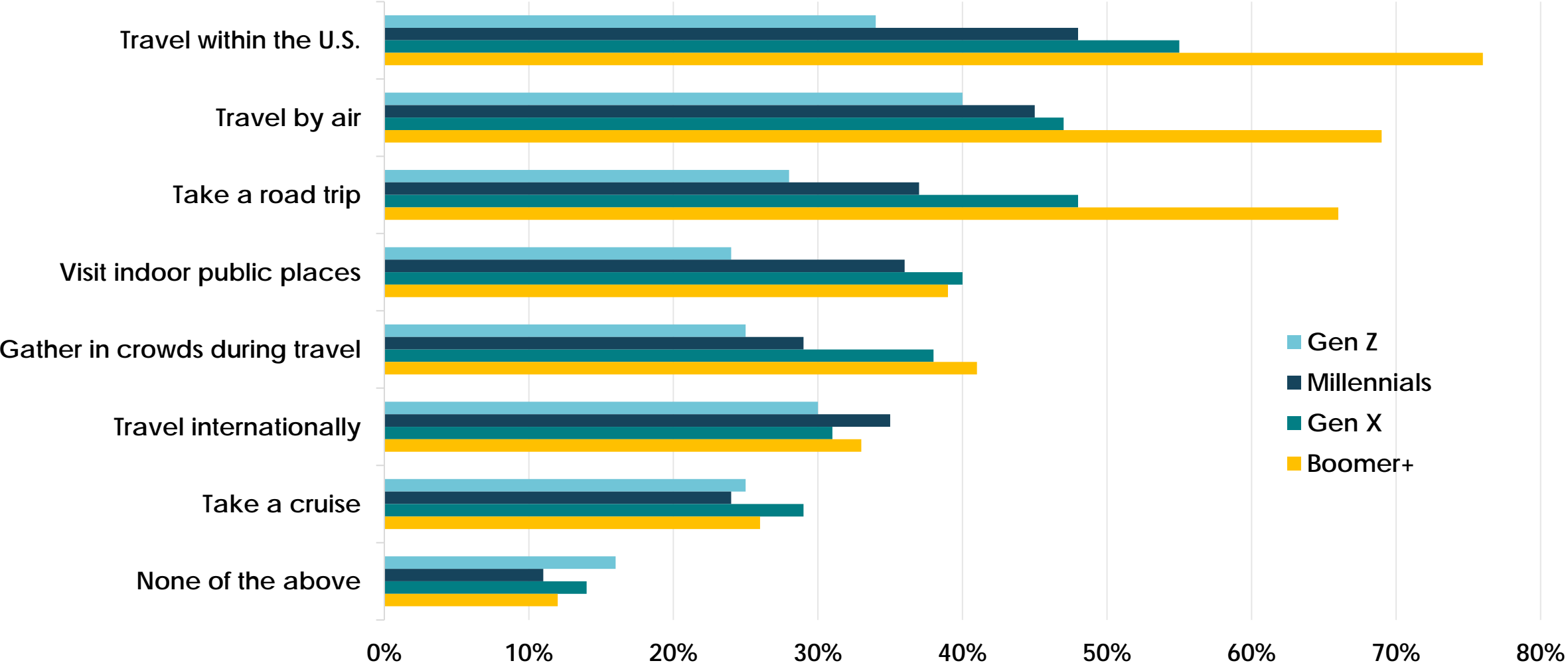
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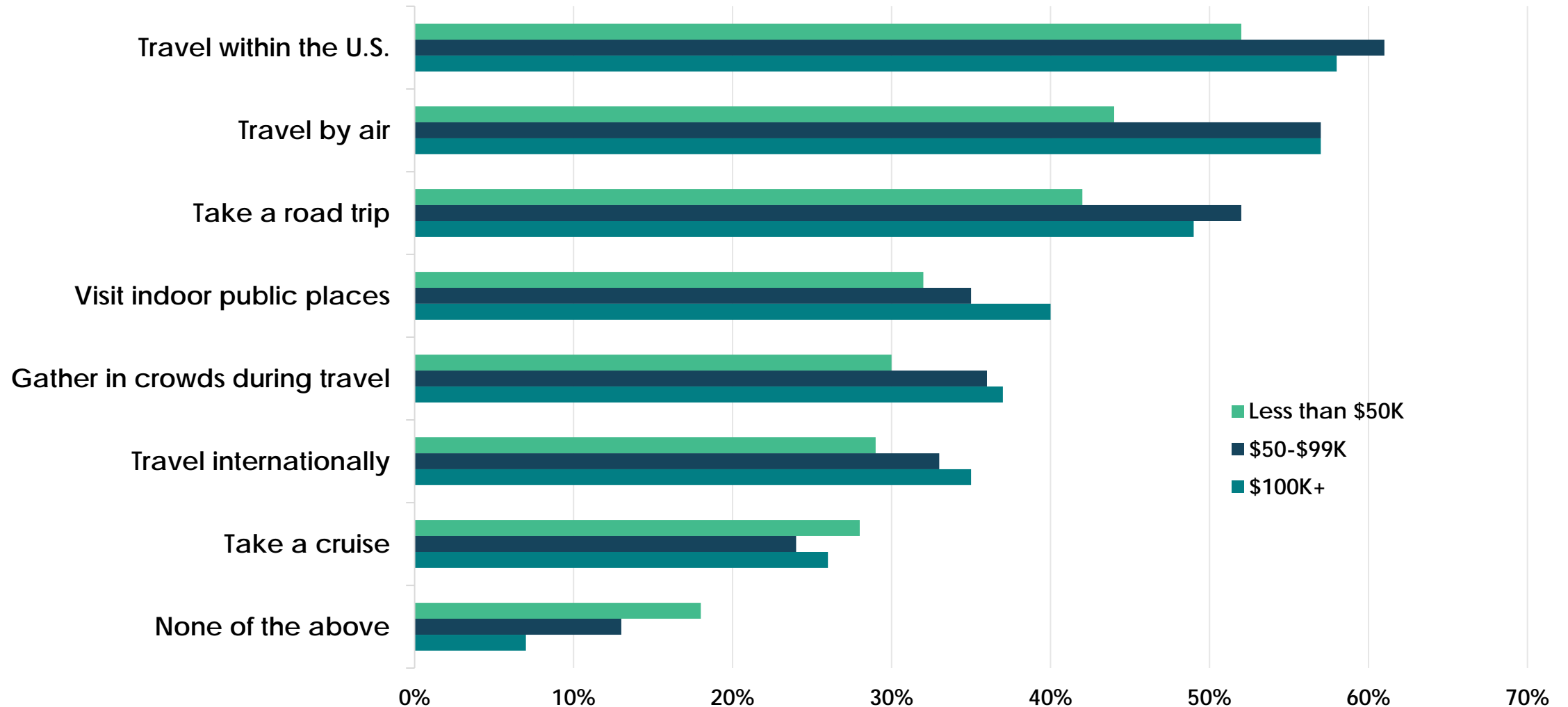
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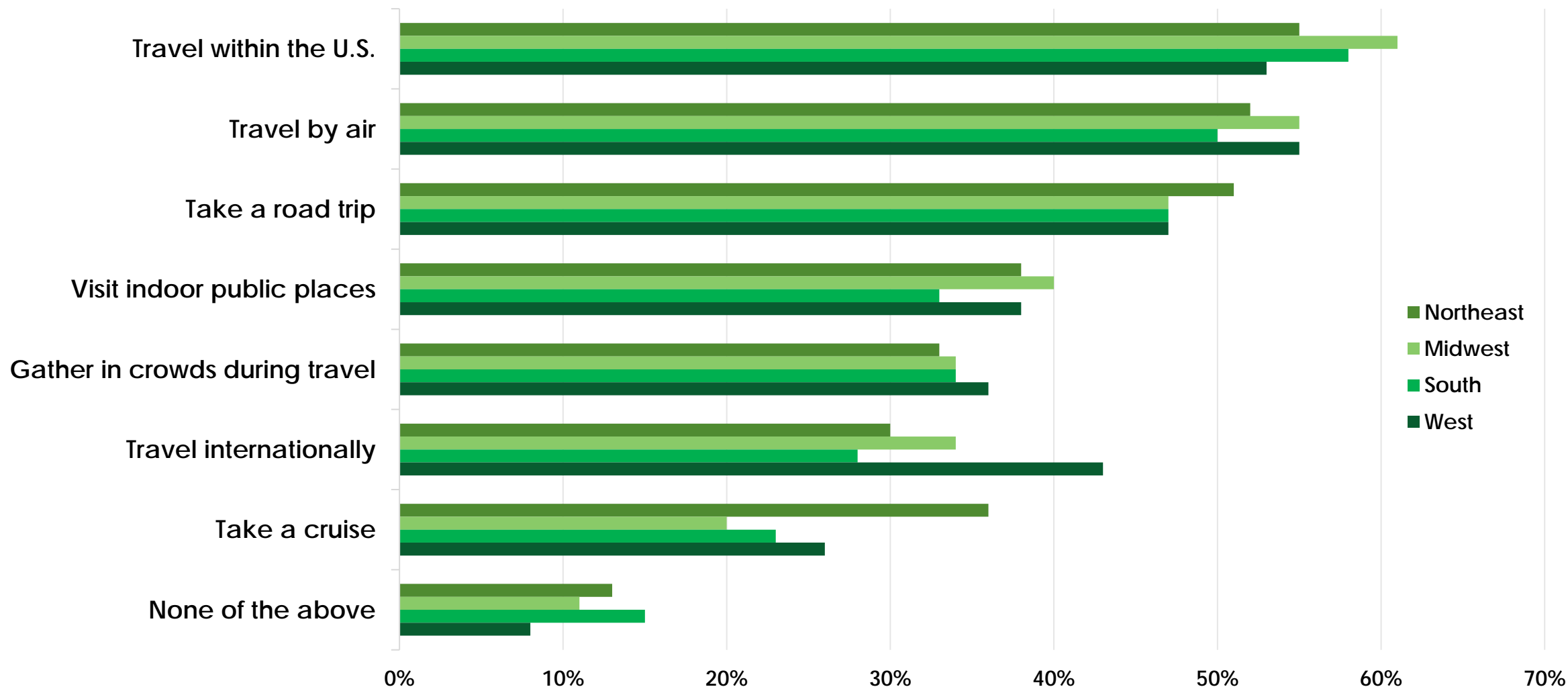
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By Income



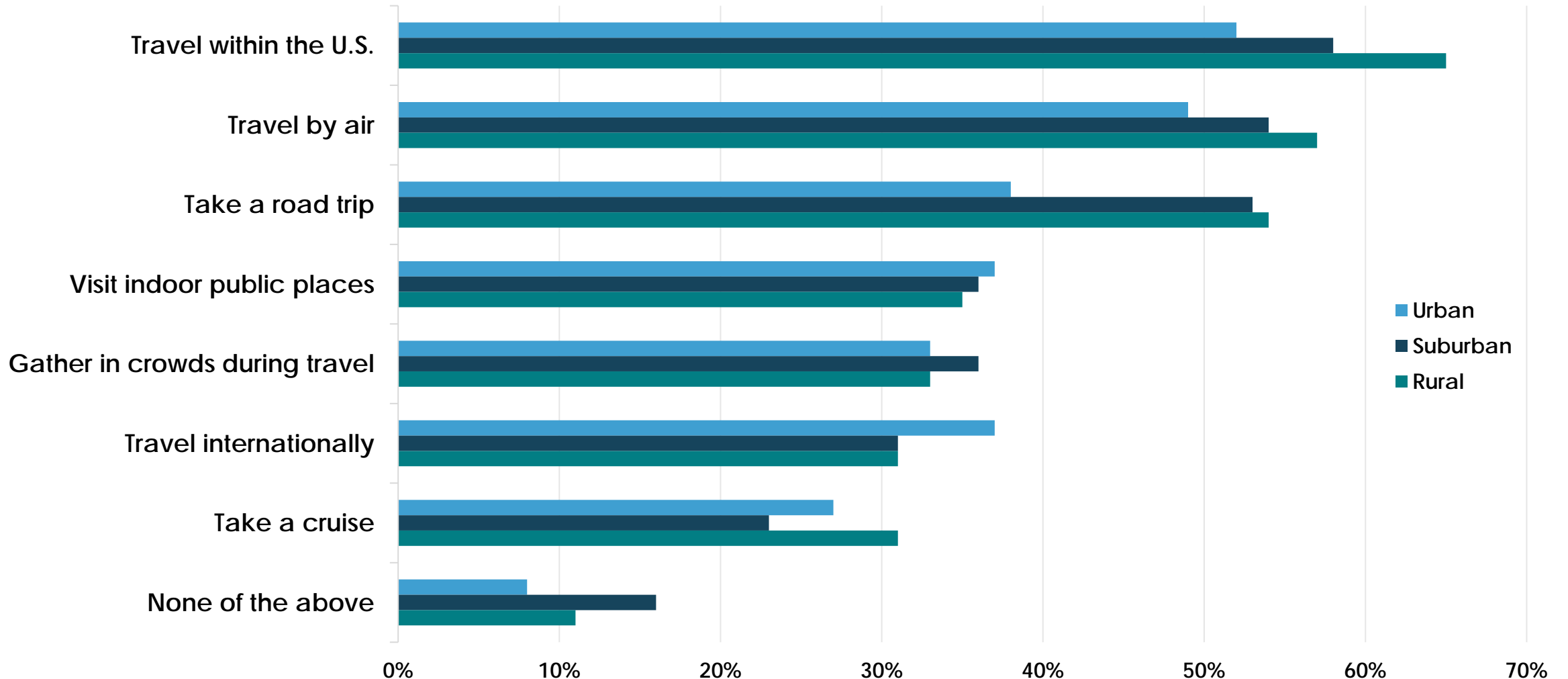
From what you understand of CDC's new guidance, what travel-related activities can people who have been **fully vaccinated** now safely do?

By Region

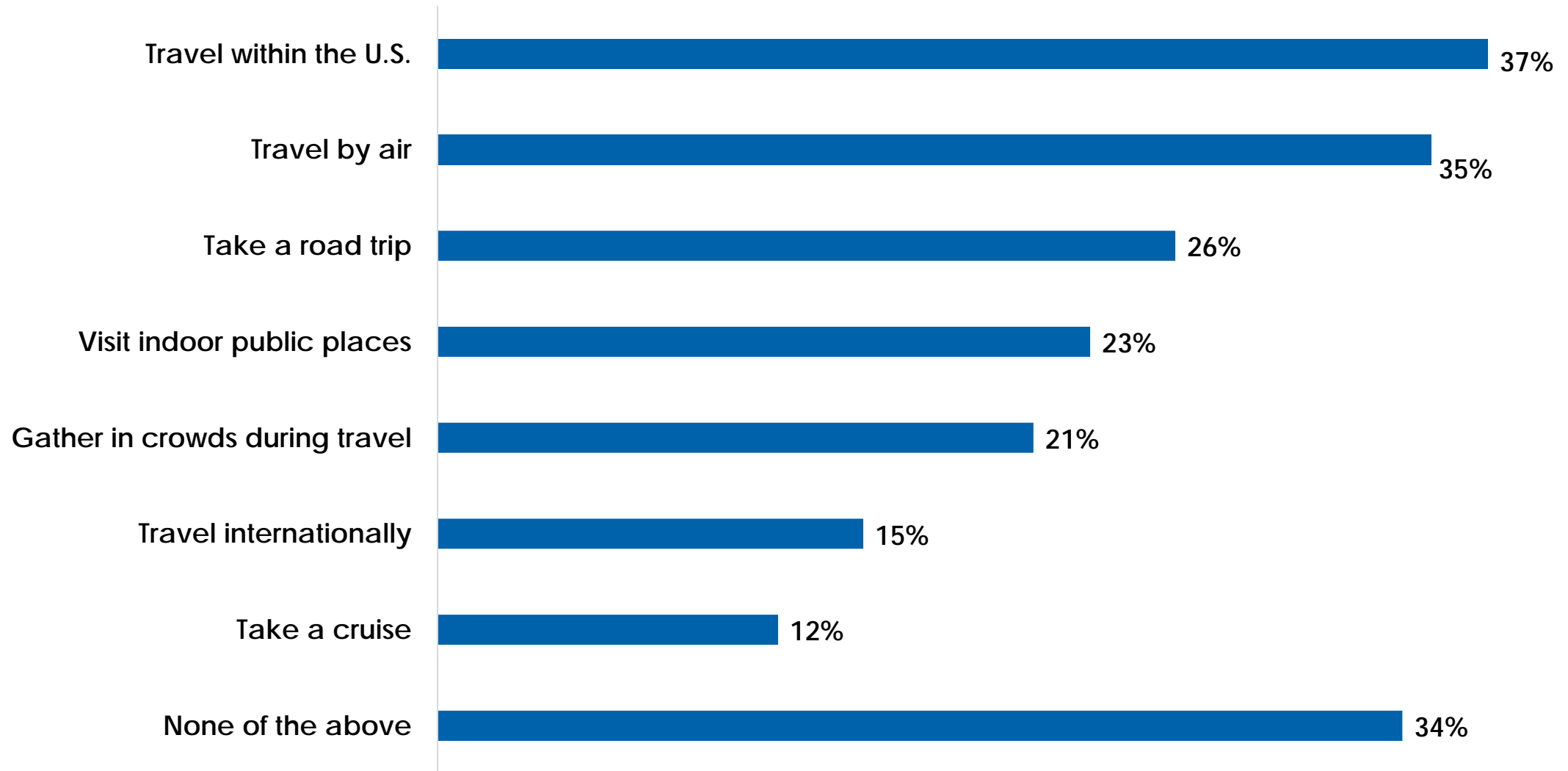


From what you understand of CDC's new guidance, what travel-related activities can people who have been **fully vaccinated** now safely do?

By Urbanicity

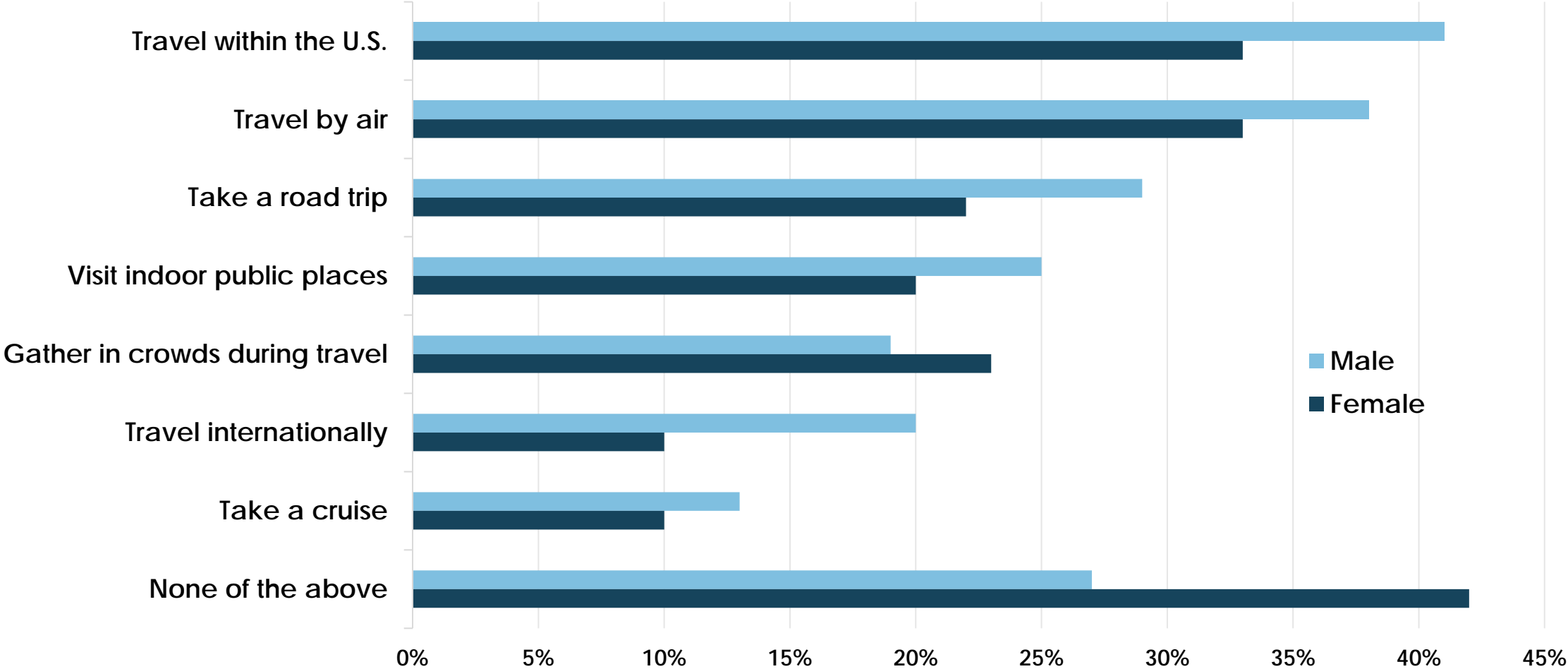


From what you understand of CDC's new travel guidance, what travel-related activities can everyone, including unvaccinated people, now safely resume?



From what you understand of CDC's new travel guidance, what travel-related activities can everyone, including **unvaccinated people**, now safely resume?

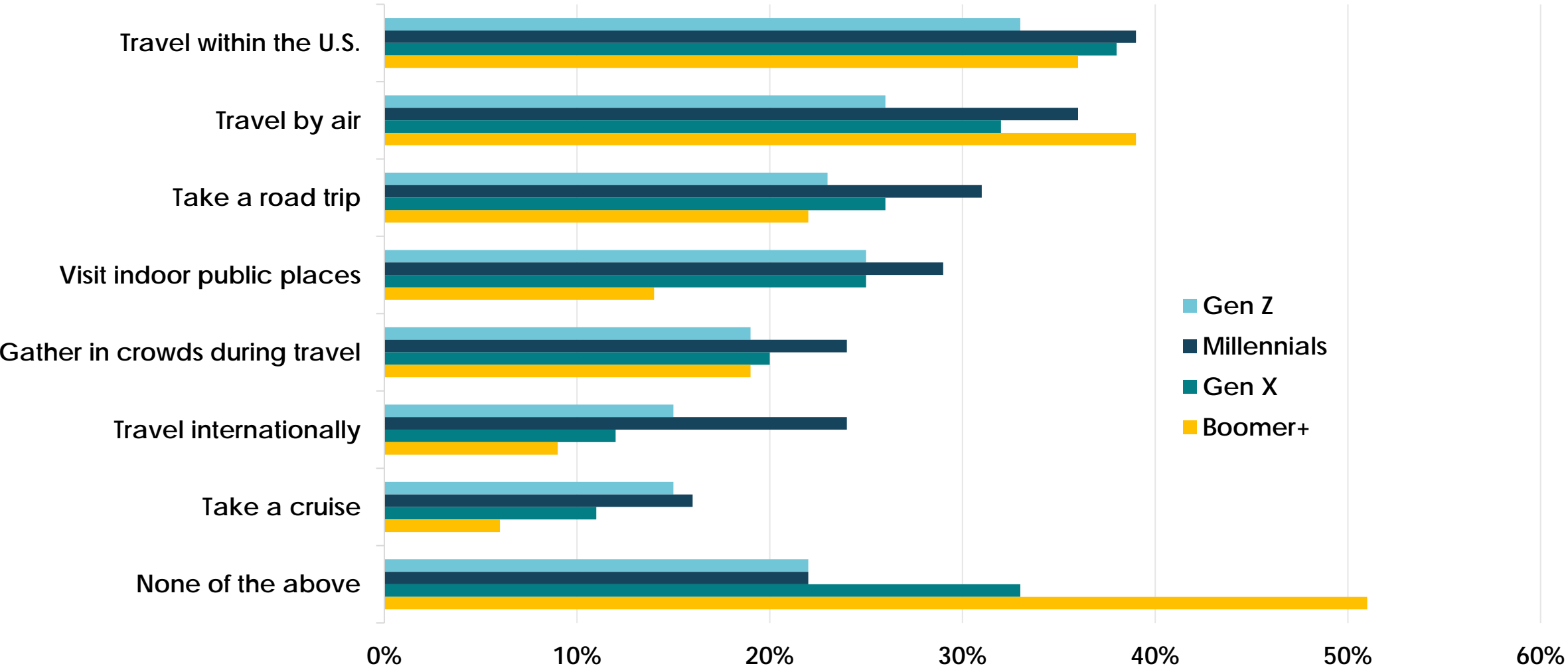
By Gender



Source: HVCB analysis of Harris Poll COVID-19 Wave 60 (April 16-18, 2021)

From what you understand of CDC's new travel guidance, what travel-related activities can everyone, including unvaccinated people, now safely resume?

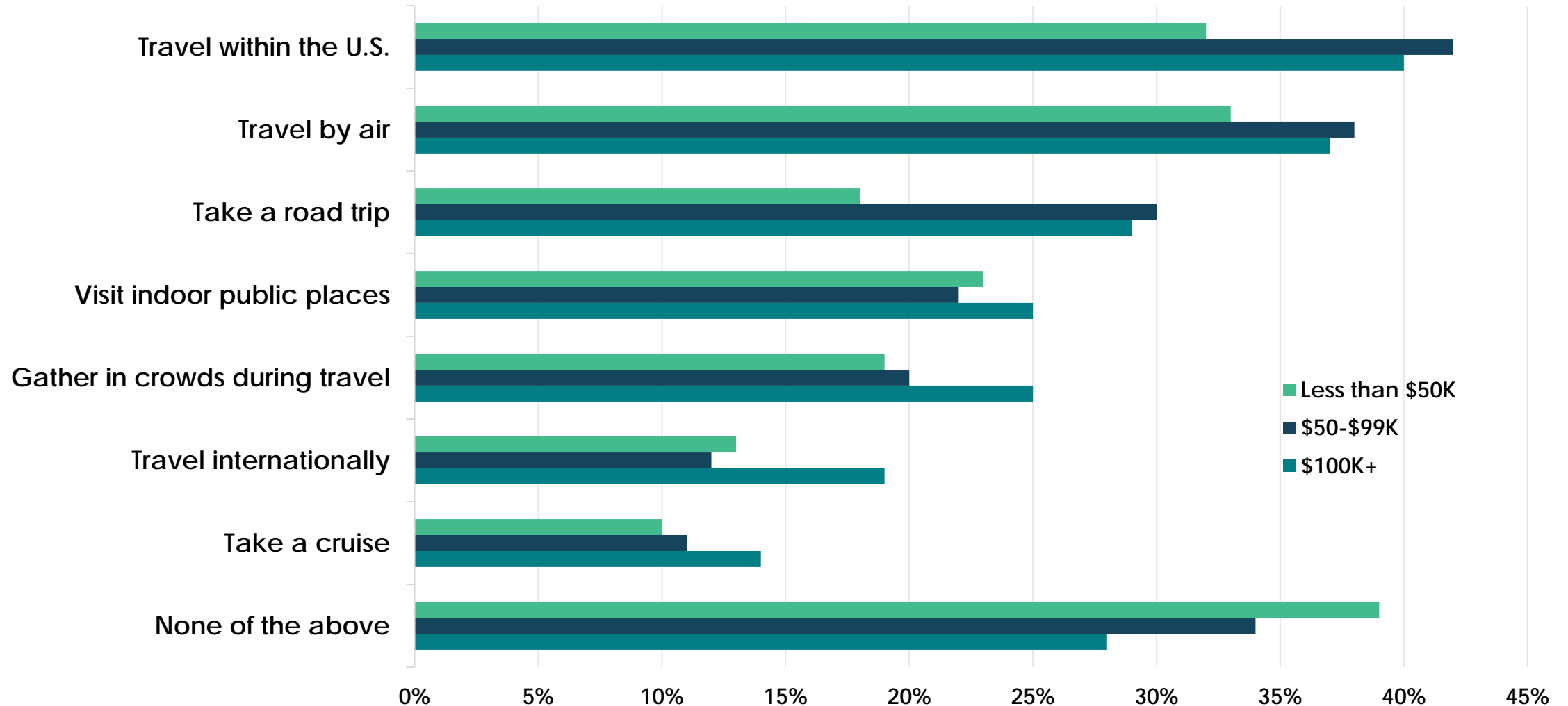
By Age



Source: HVCB analysis of Harris Poll COVID-19 Wave 60 (April 16-18, 2021)

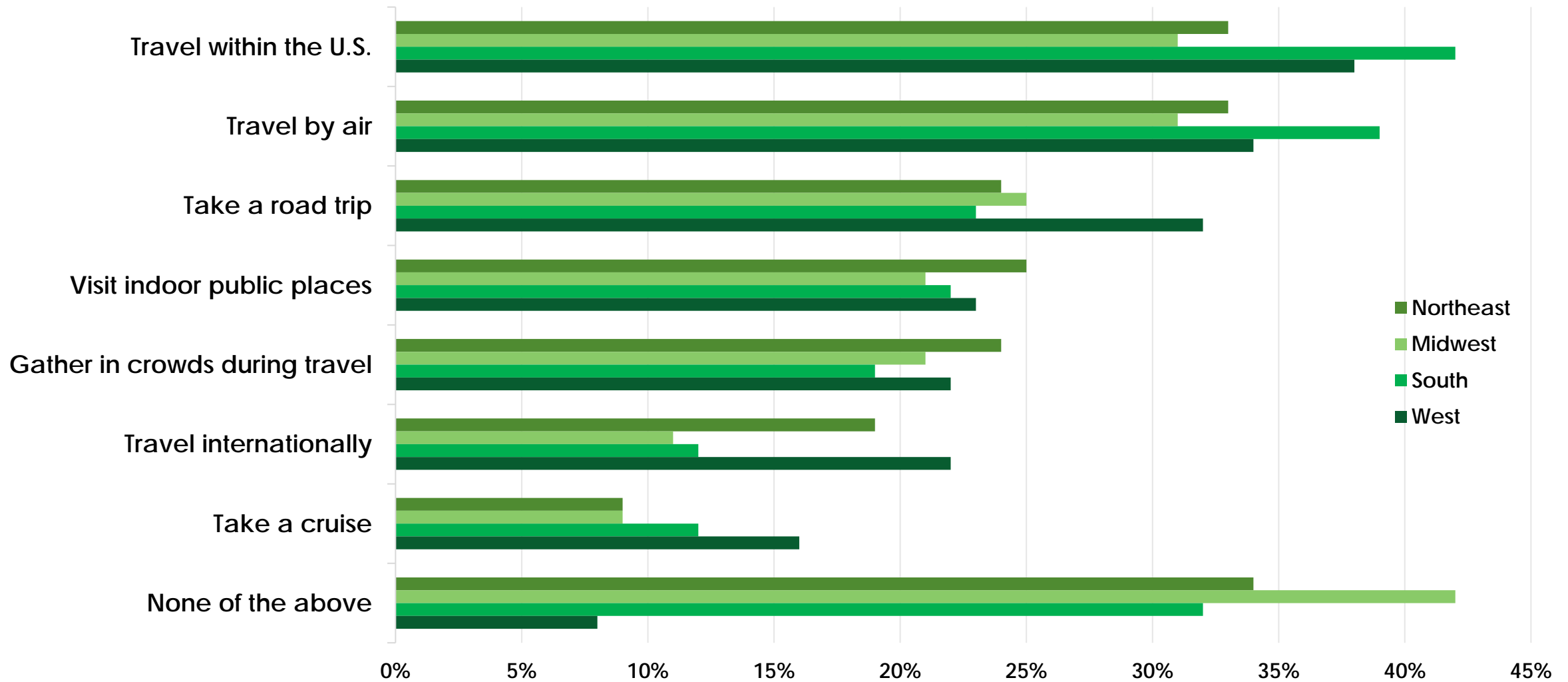
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By Income



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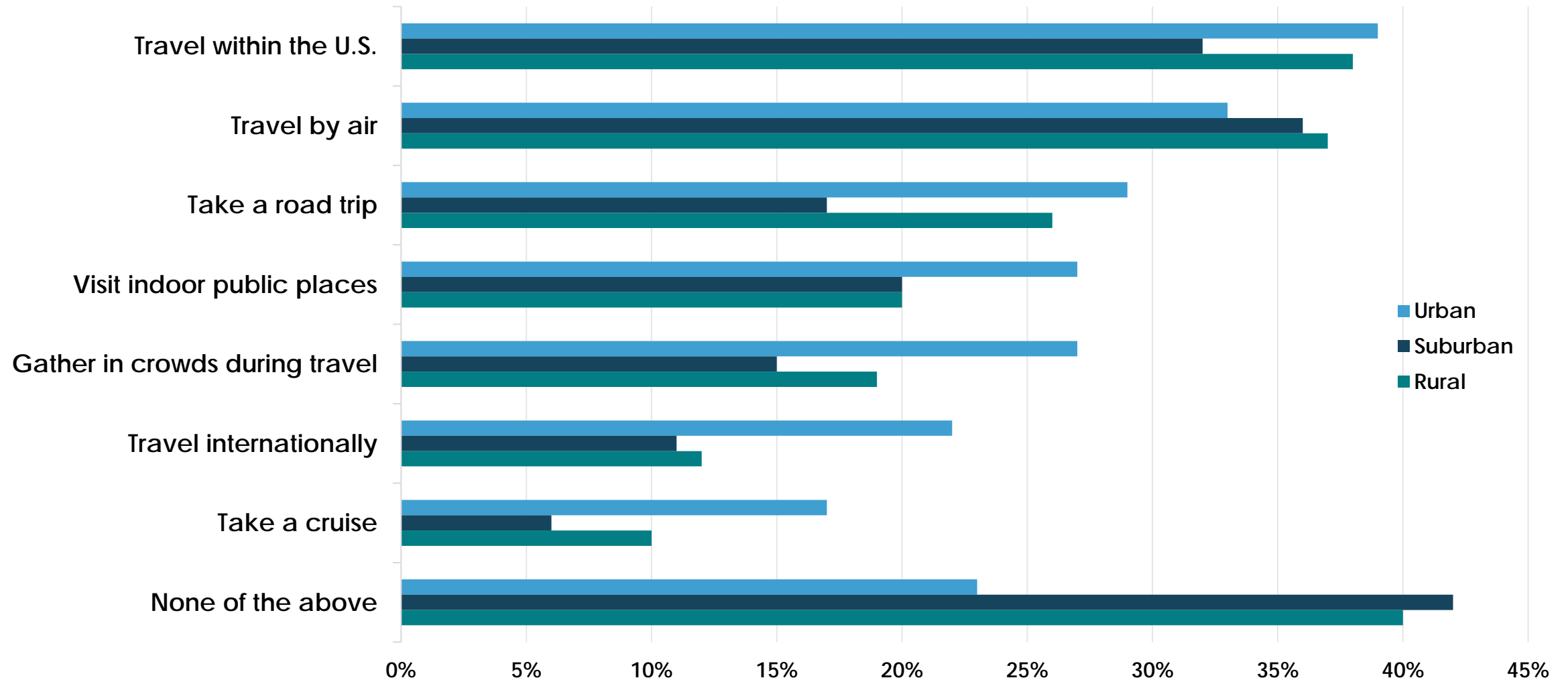
By Region



Source: HVCB analysis of Harris Poll COVID-19 Wave 60 (April 16-18, 2021)

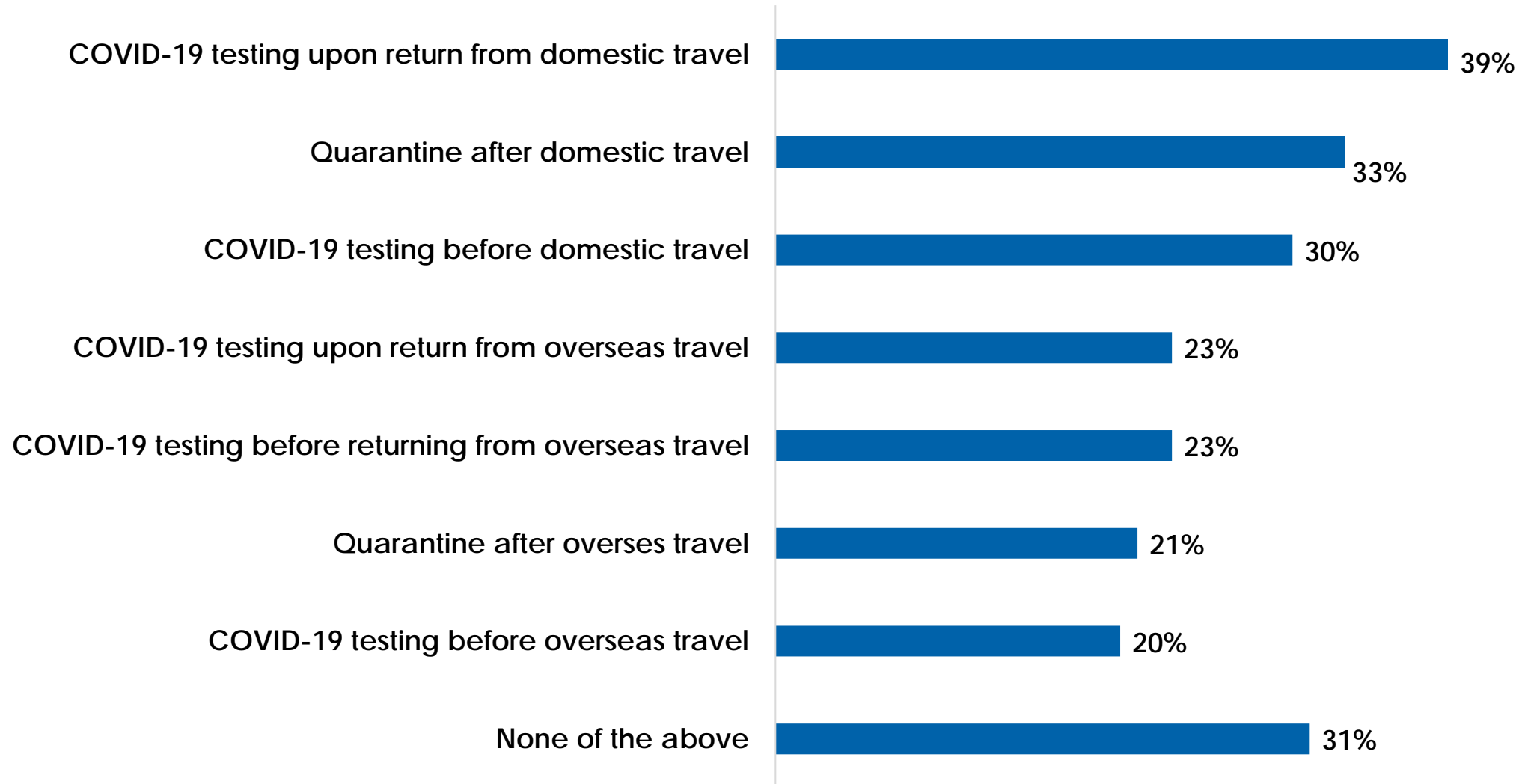
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By Urbanicity

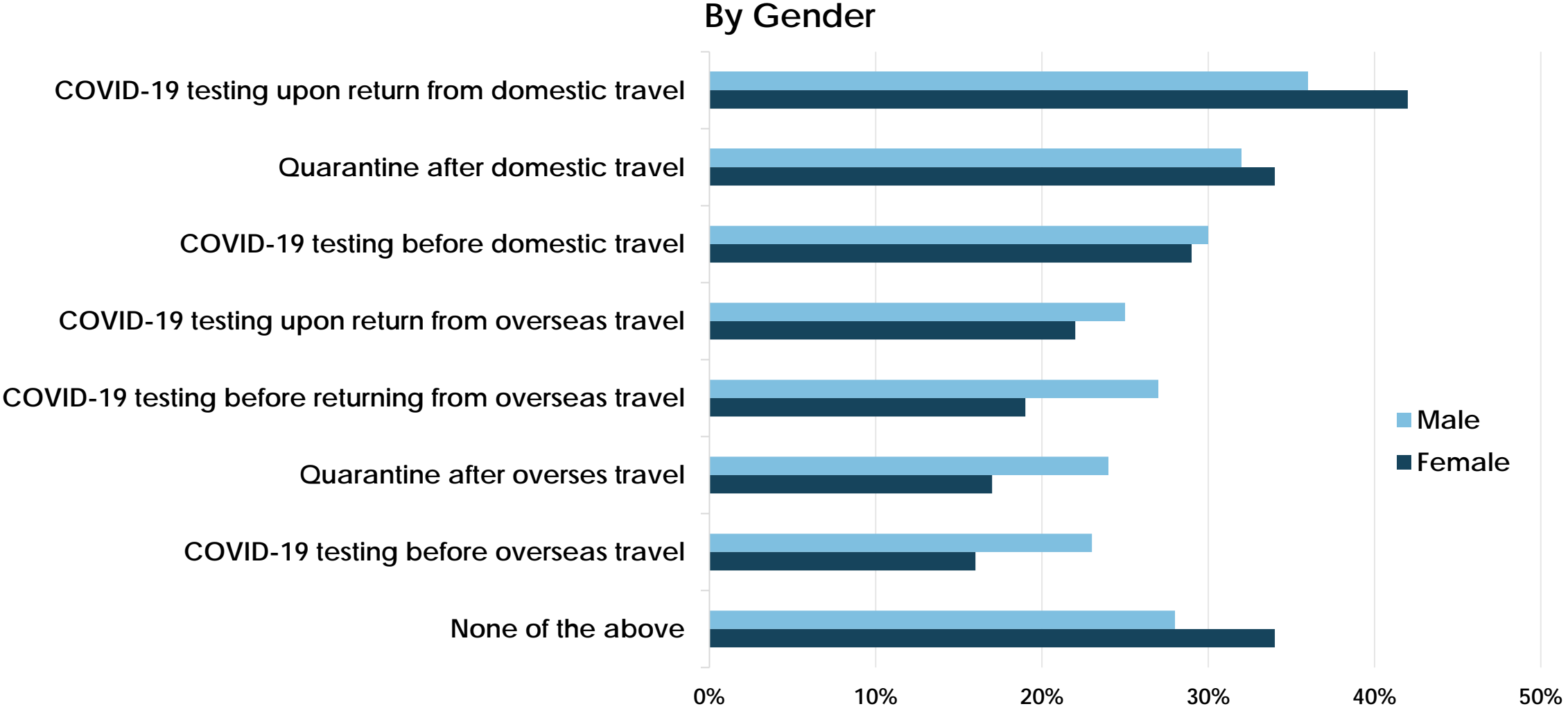


Source: HVCB analysis of Harris Poll COVID-19 Wave 60 (April 16-18, 2021)

From what you understand of CDC's new guidance, what quarantine and testing-related activities can people who have been **fully vaccinated** now skip?



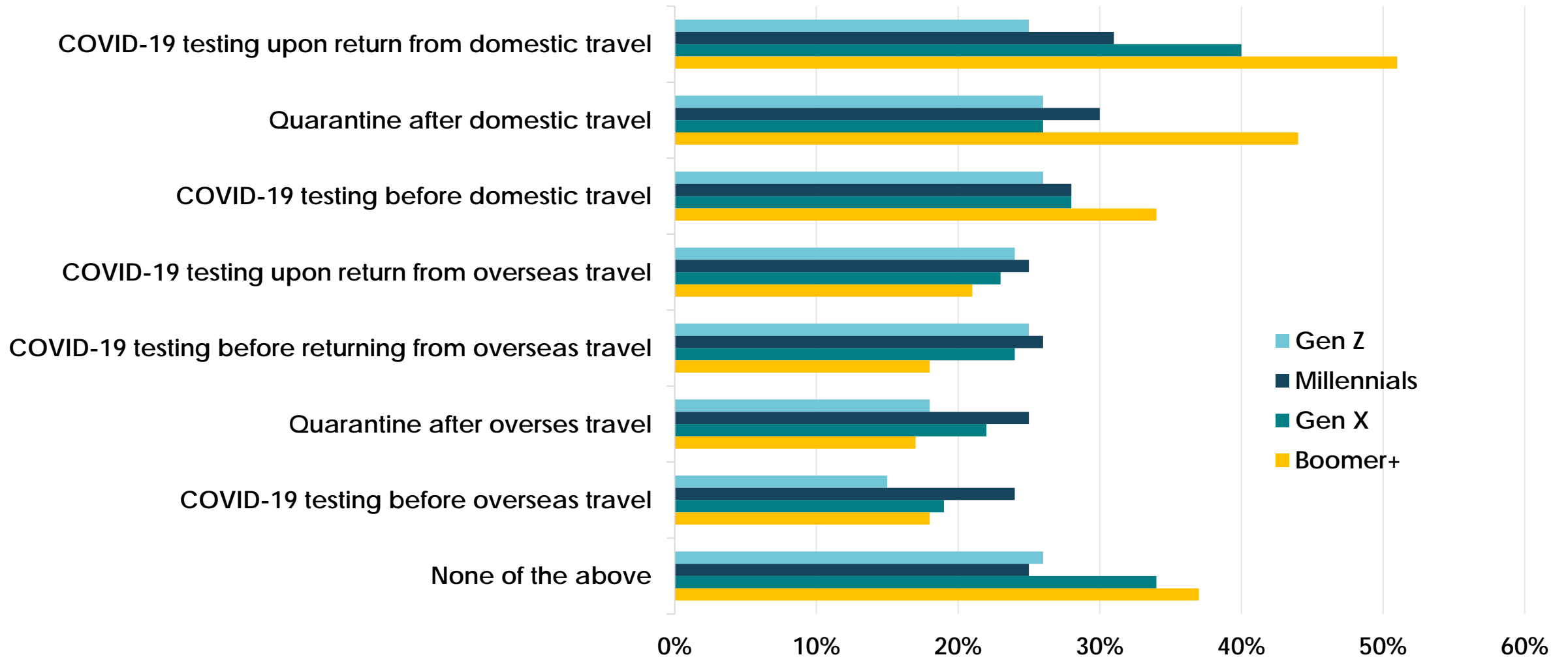
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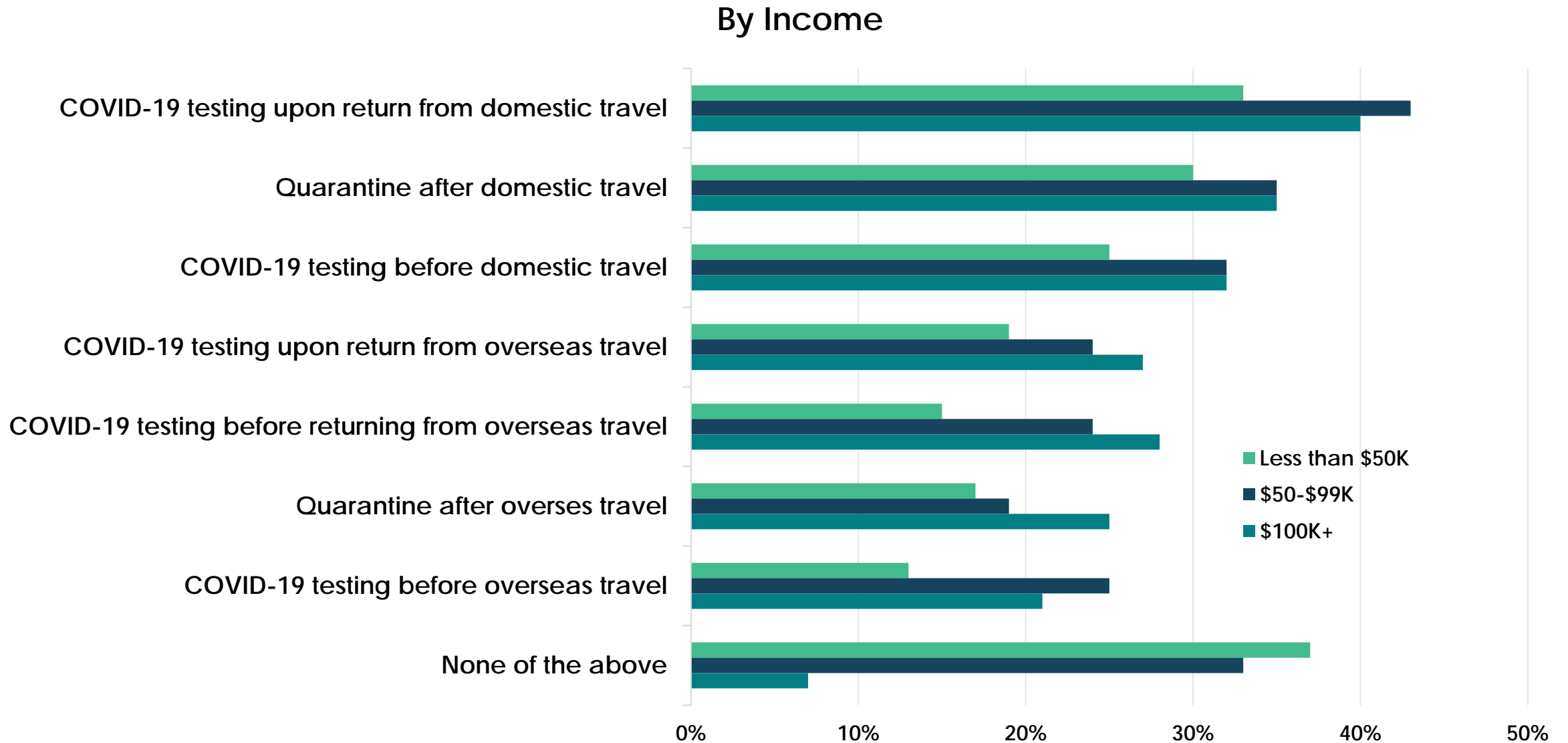
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By Age



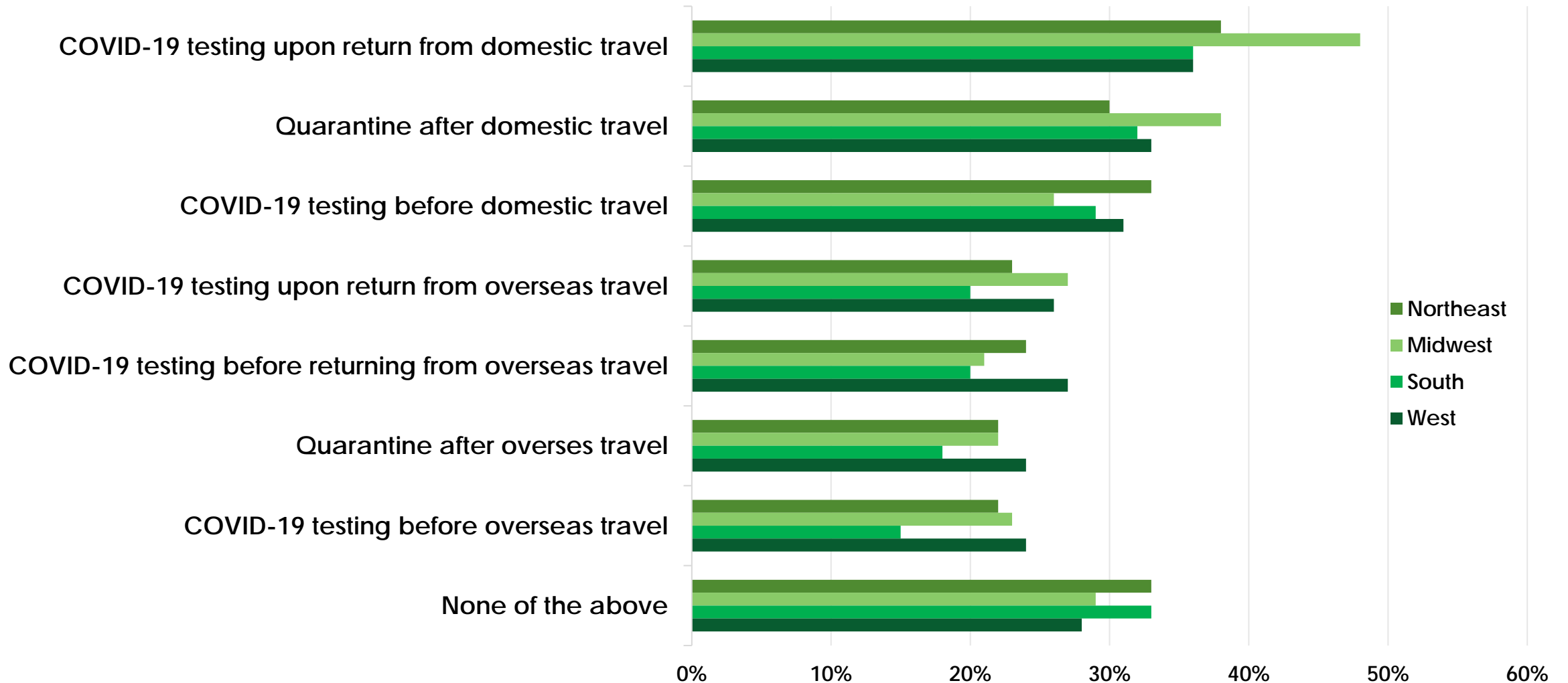
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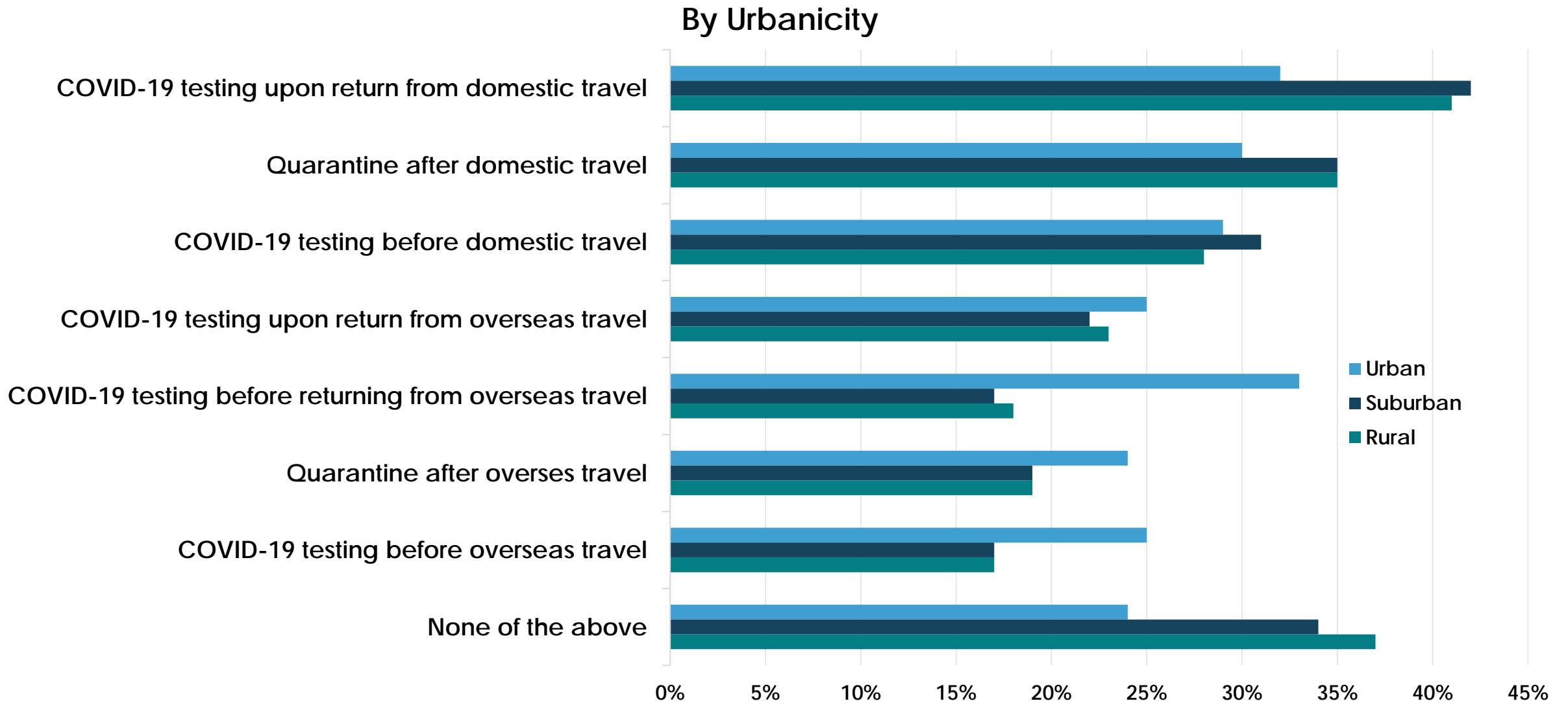
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By Region

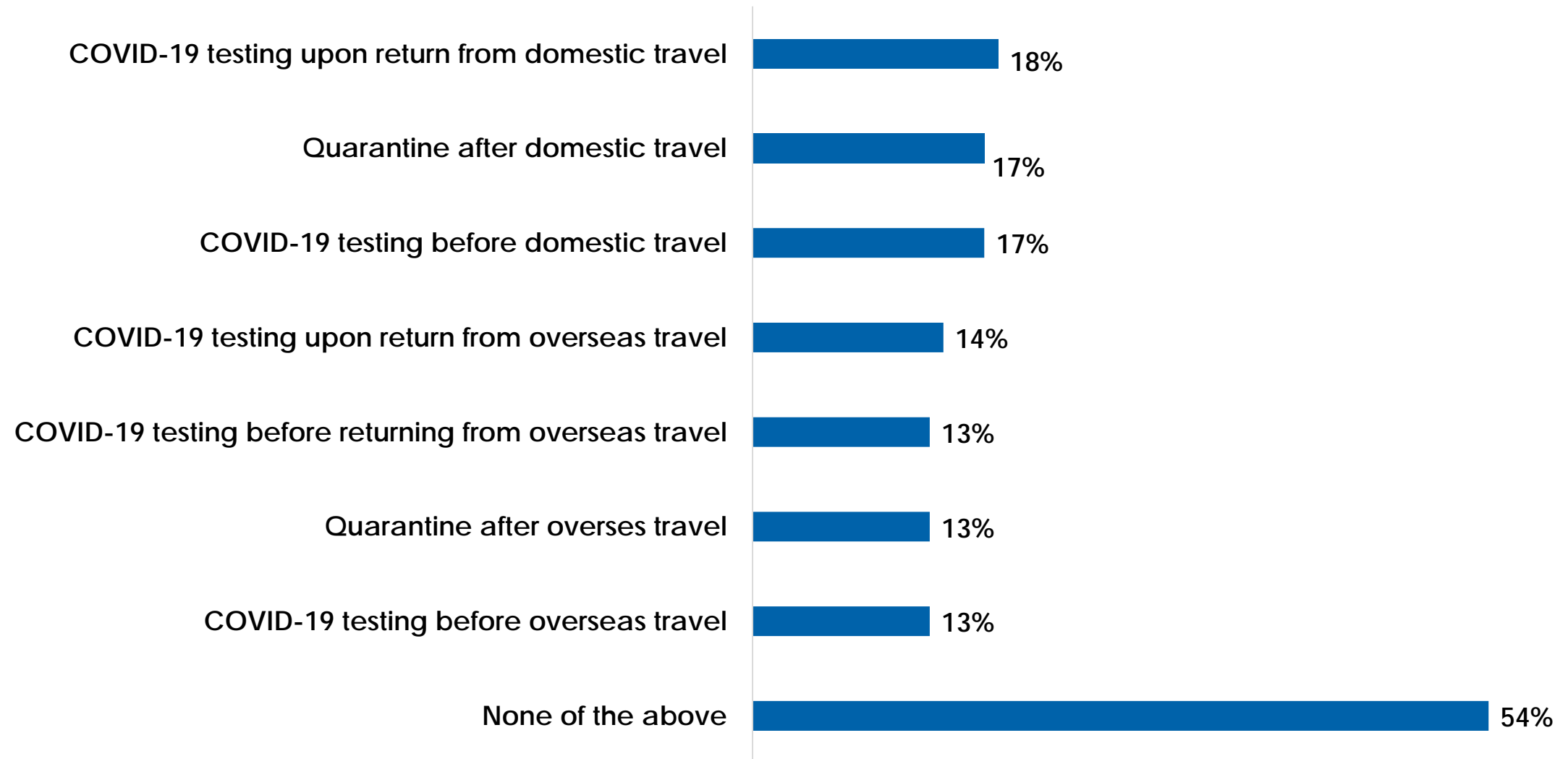


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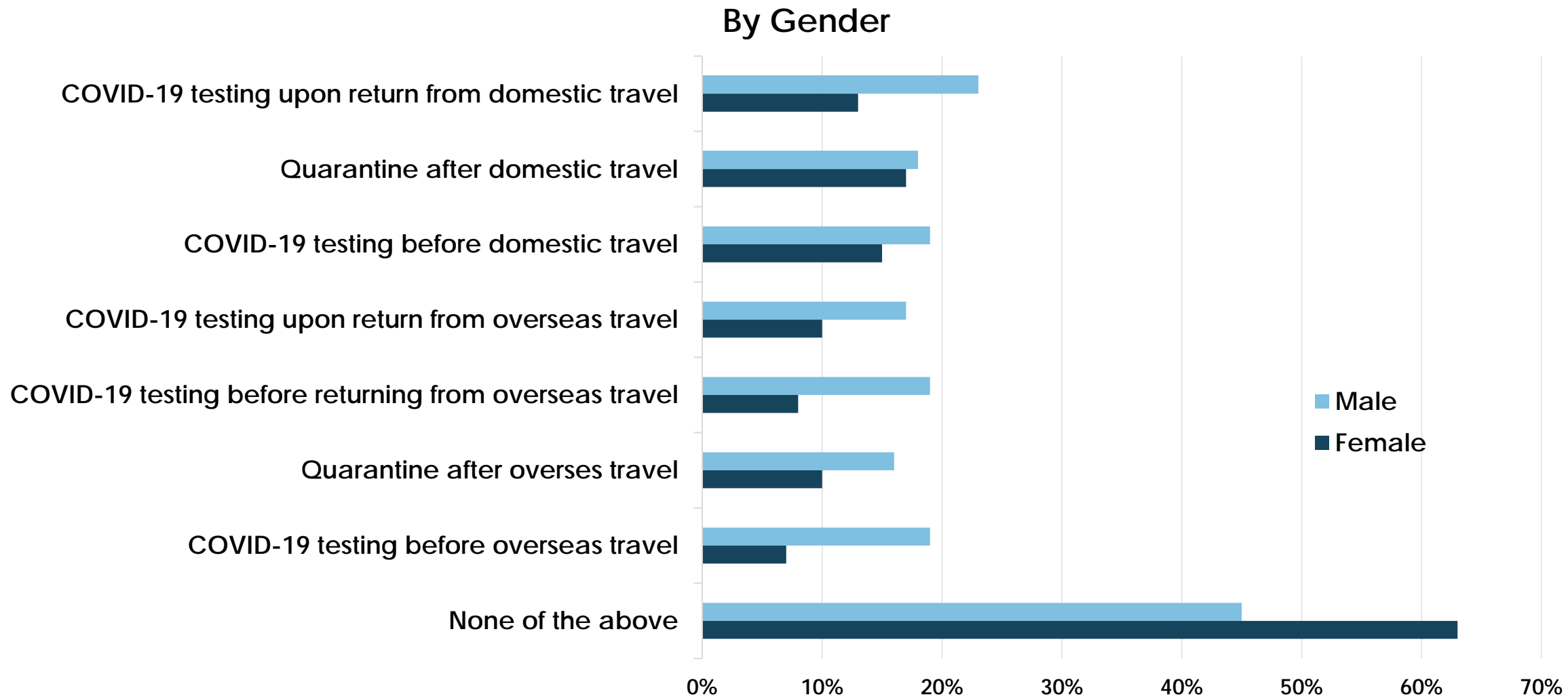
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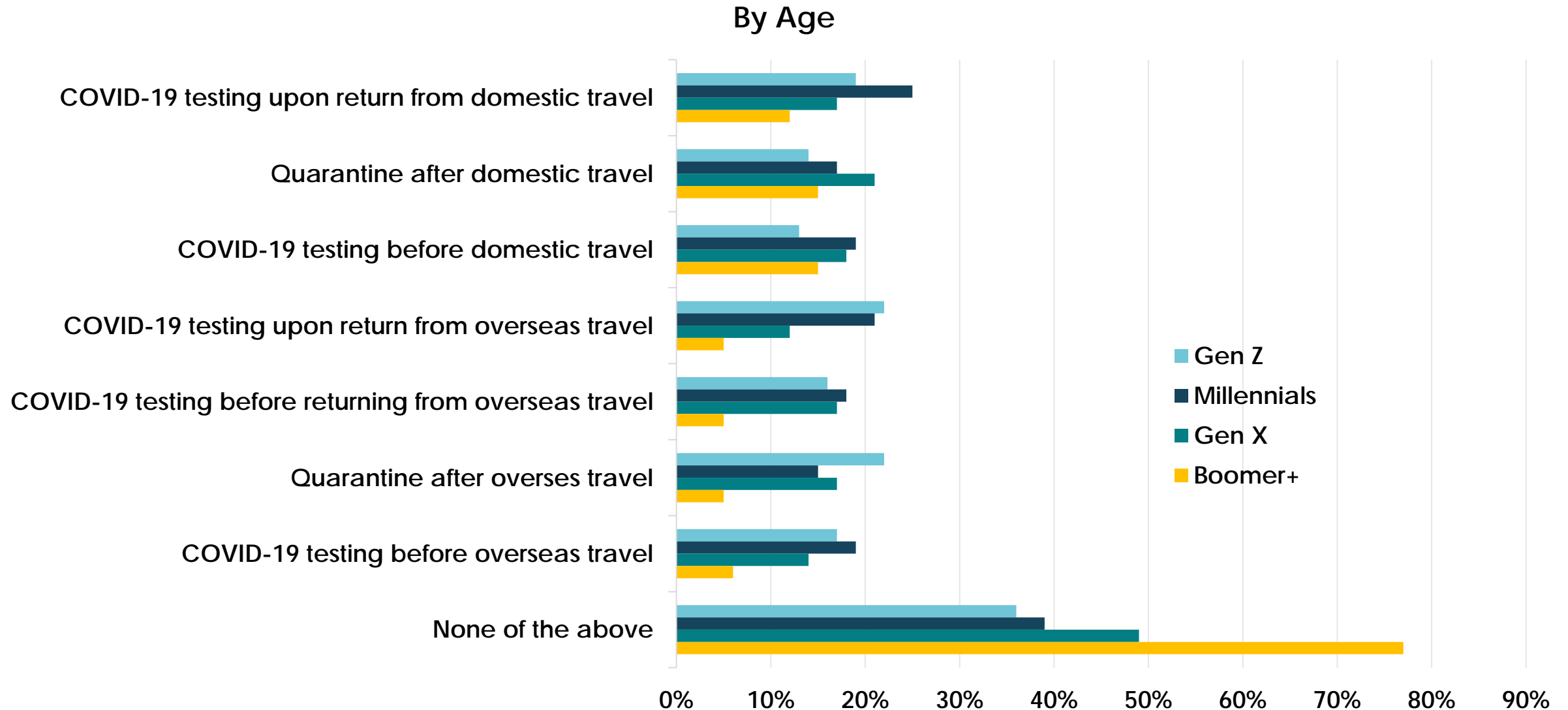


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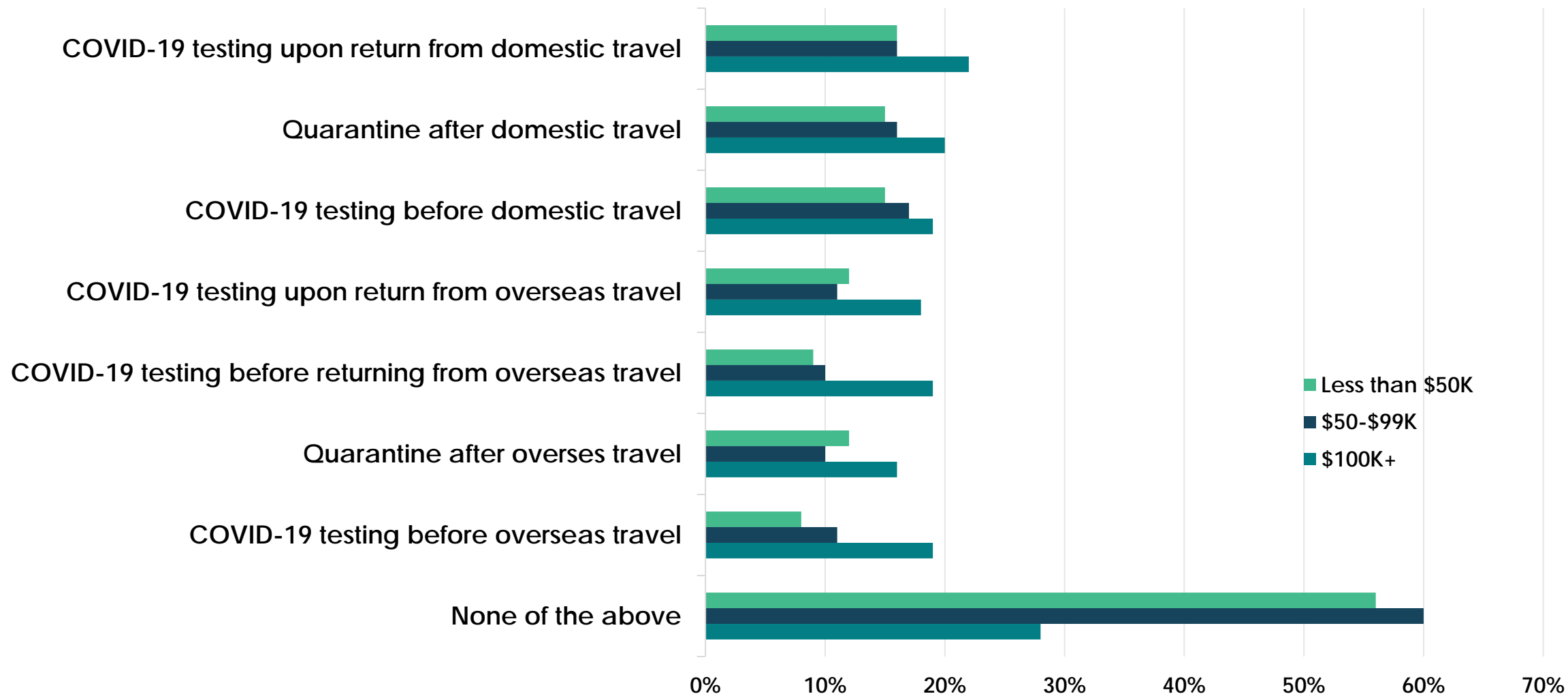


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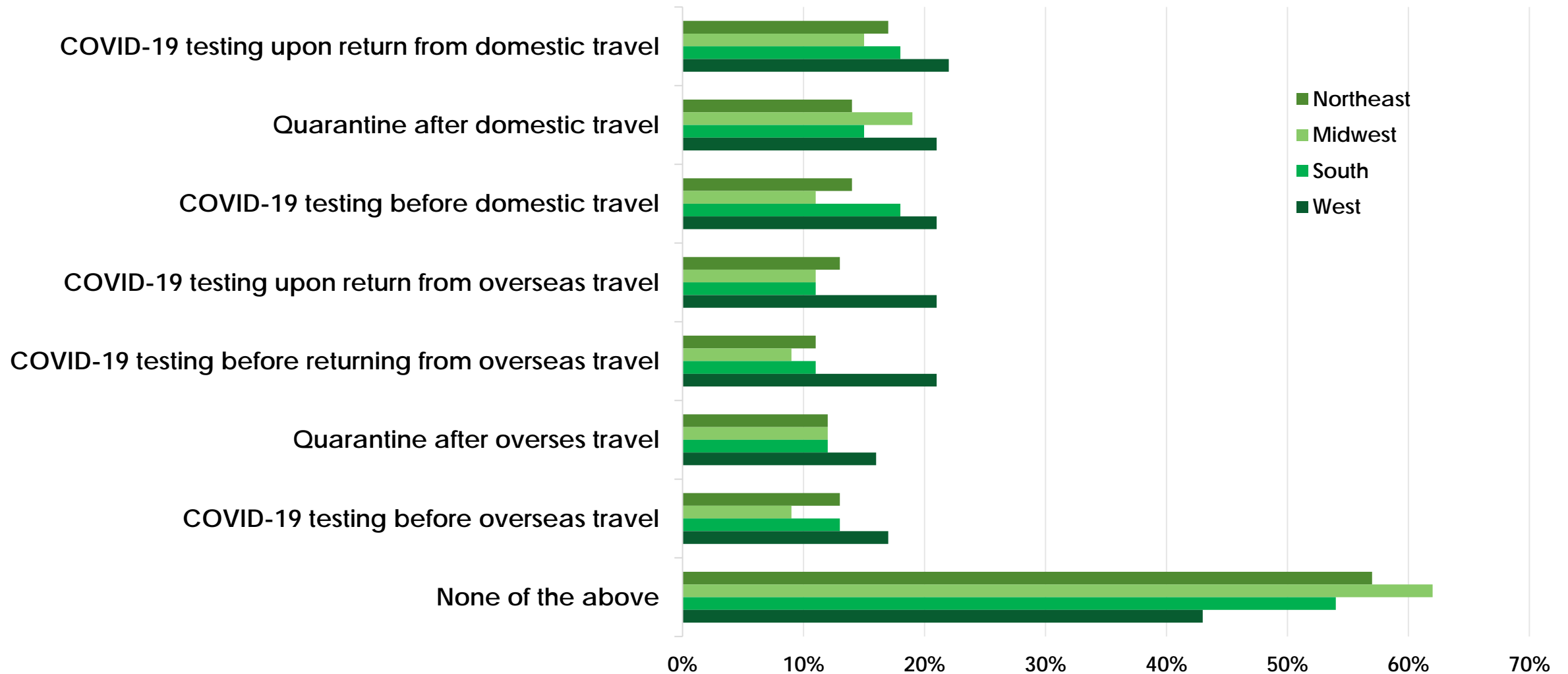
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By Income



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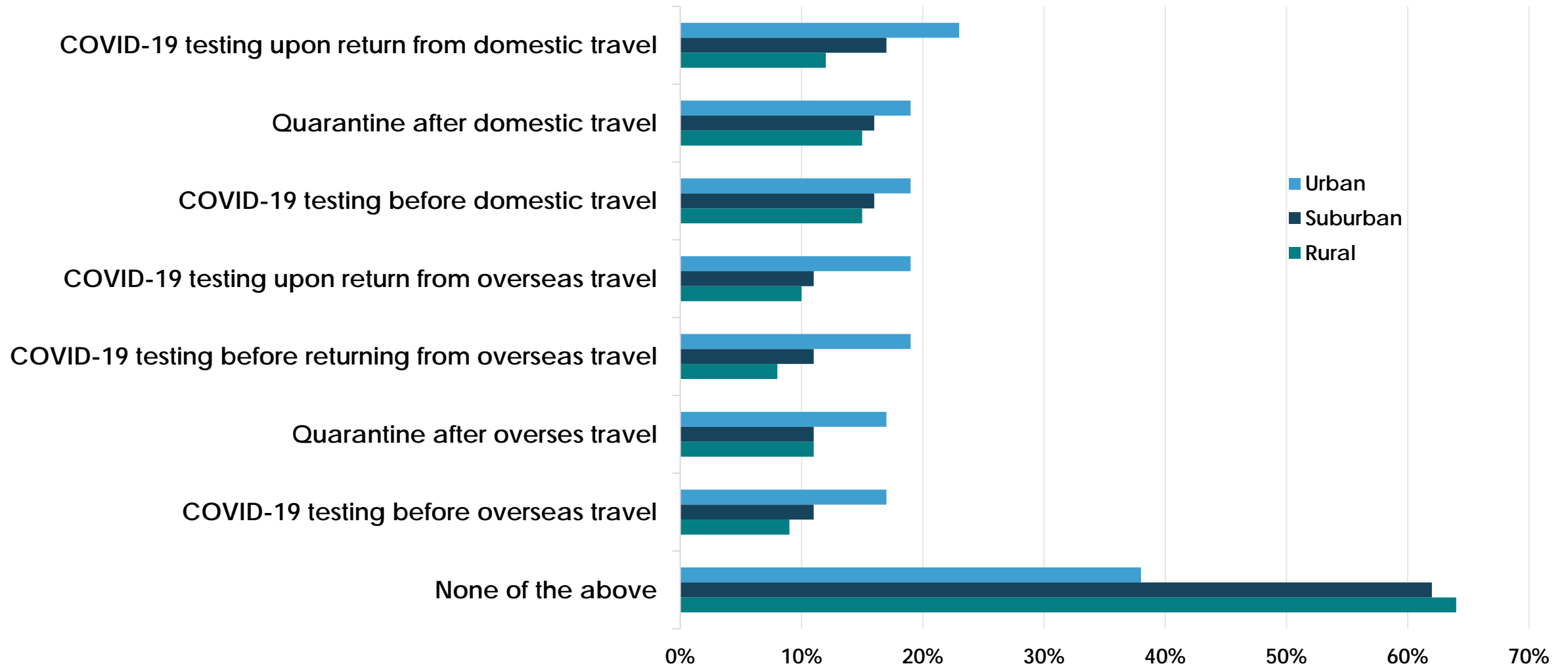
By Region



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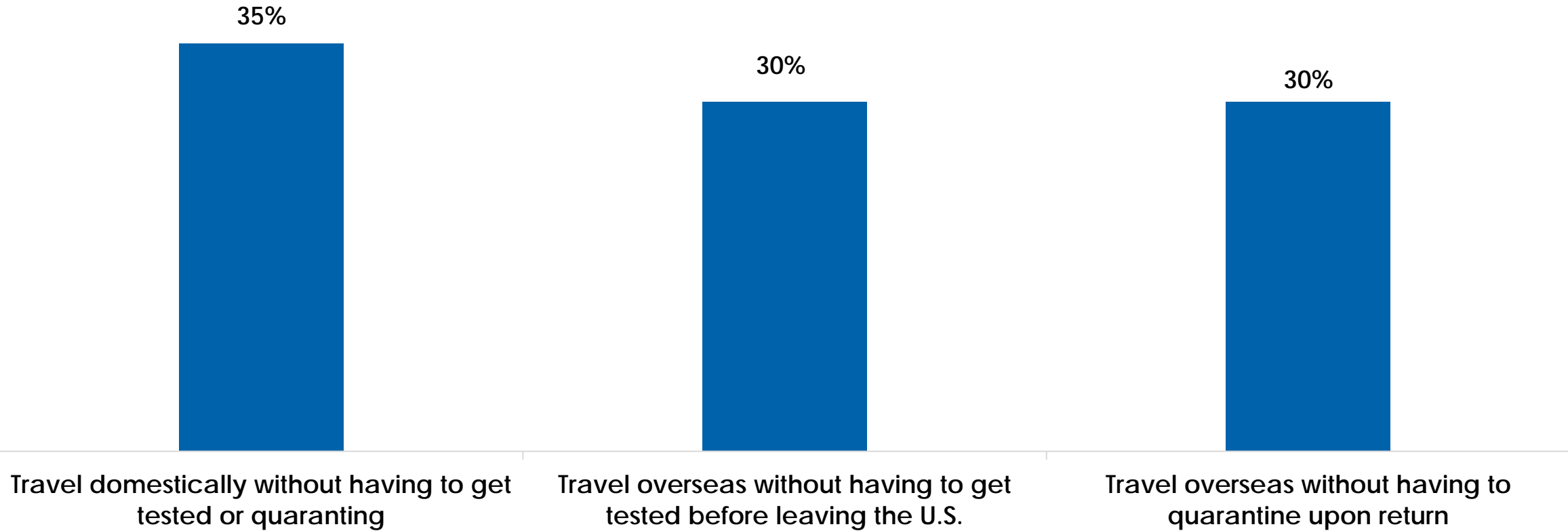
By Urbanicity



Source: HVCB analysis of Harris Poll COVID-19 Wave 60 (April 16-18, 2021)

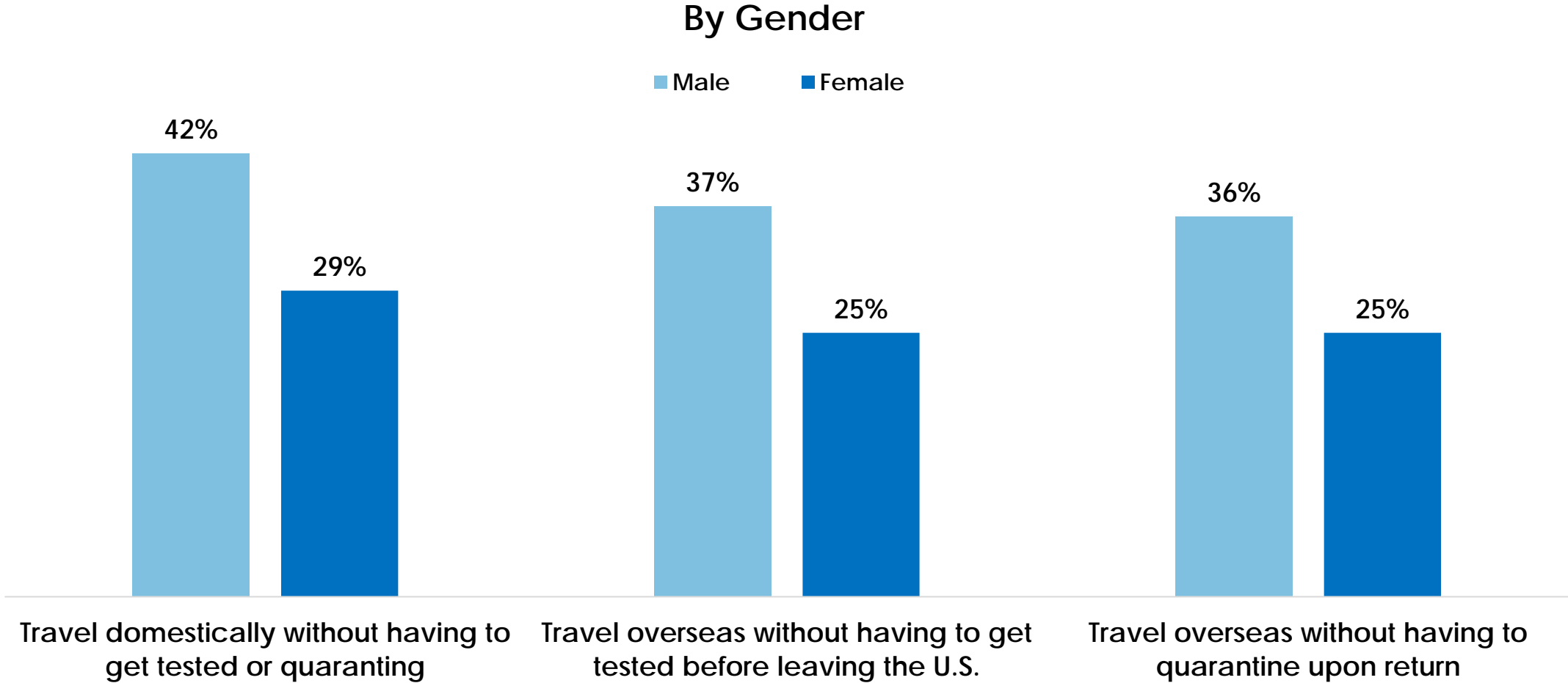
How likely are you to get vaccinated knowing that the CDC now says that fully vaccinated people can safely resume the following activities?

Much/Somewhat More Likely



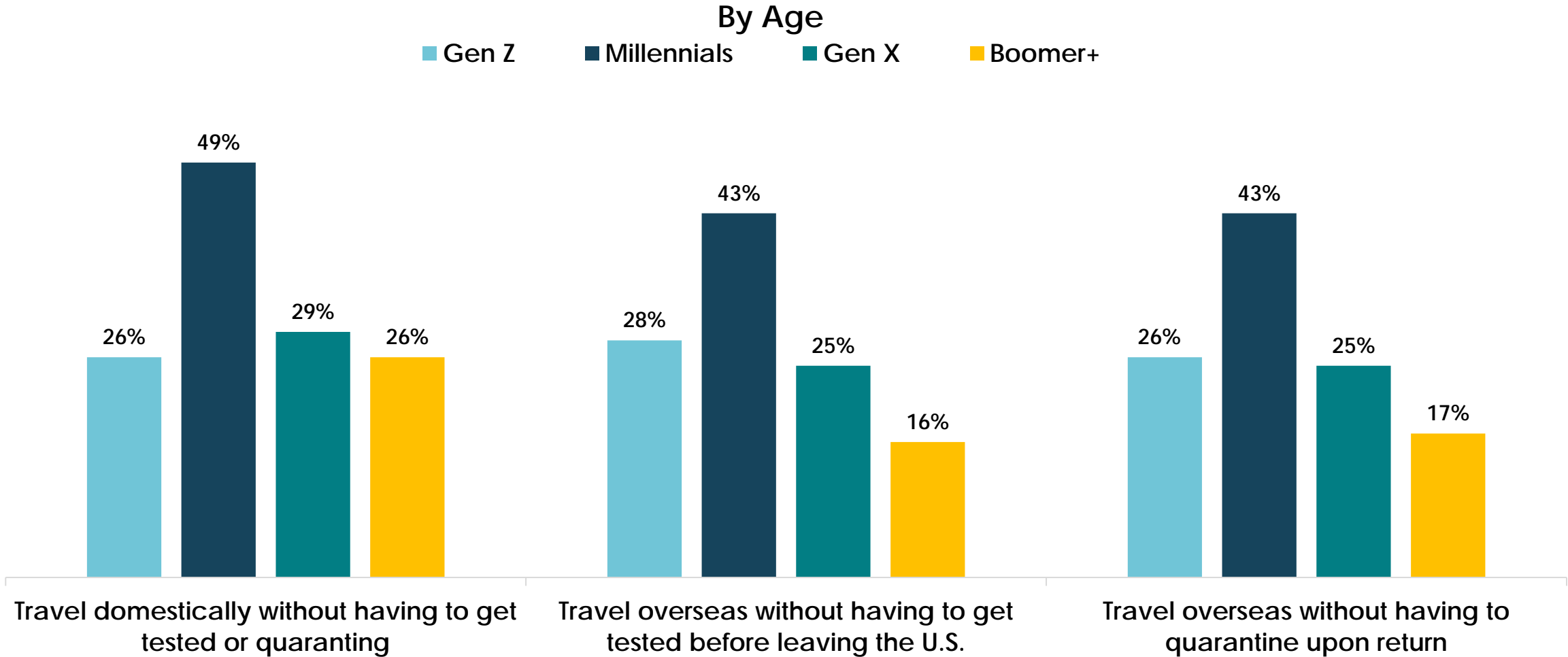
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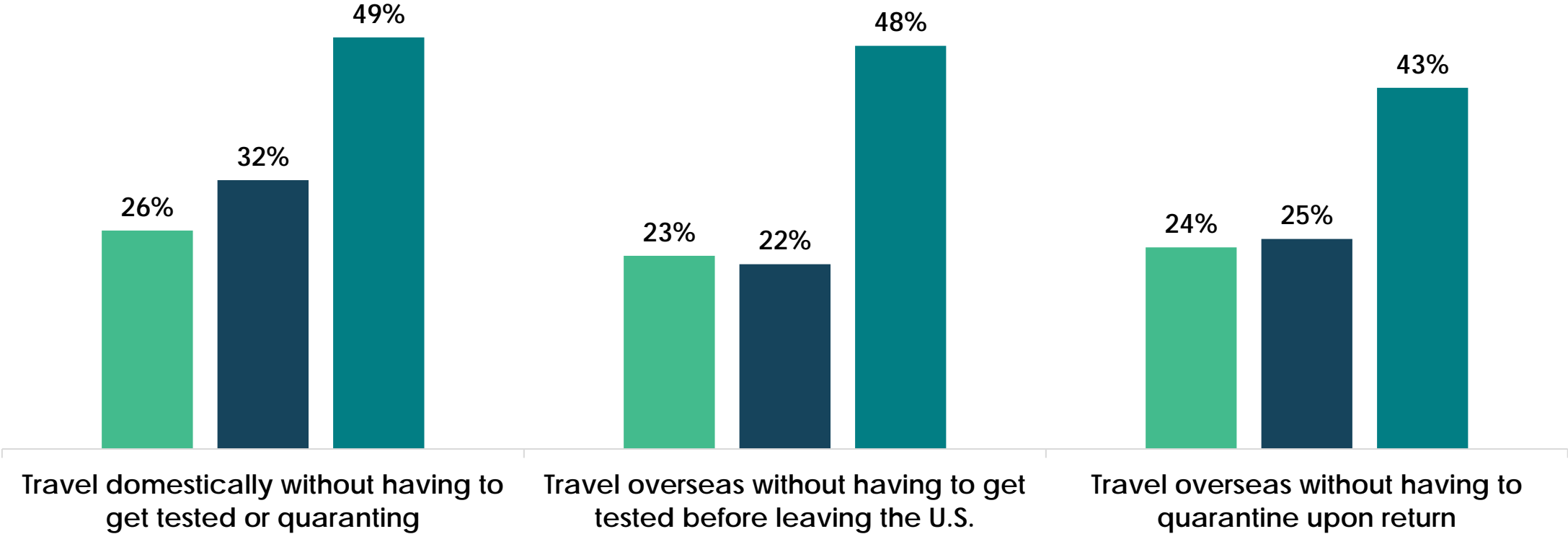


Source: HVCB analysis of Harris Poll COVID-19 Wave 60 (April 16-18, 2021)

How likely are you to get vaccinated knowing that the CDC now says that fully vaccinated people can safely resume the following activities?

By Income

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

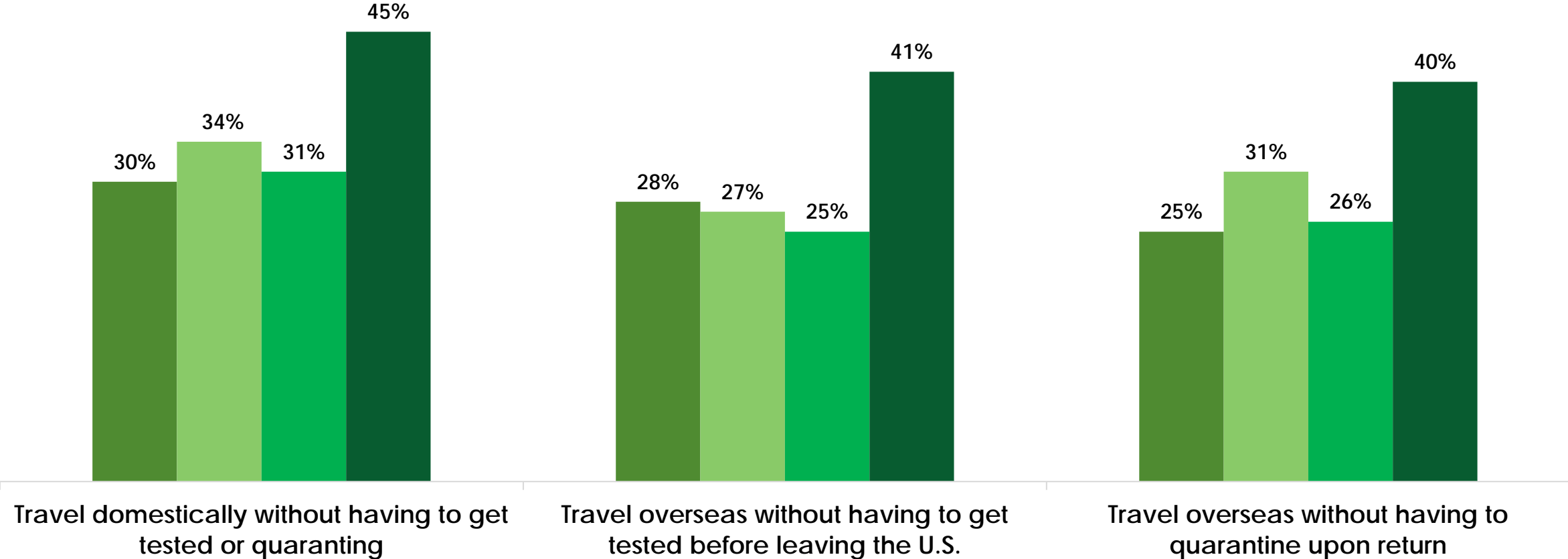


Source: HVCB analysis of Harris Poll COVID-19 Wave 60 (April 16-18, 2021)

How likely are you to get vaccinated knowing that the CDC now says that fully vaccinated people can safely resume the following activities?

By Region

■ Northeast ■ Midwest ■ South ■ West

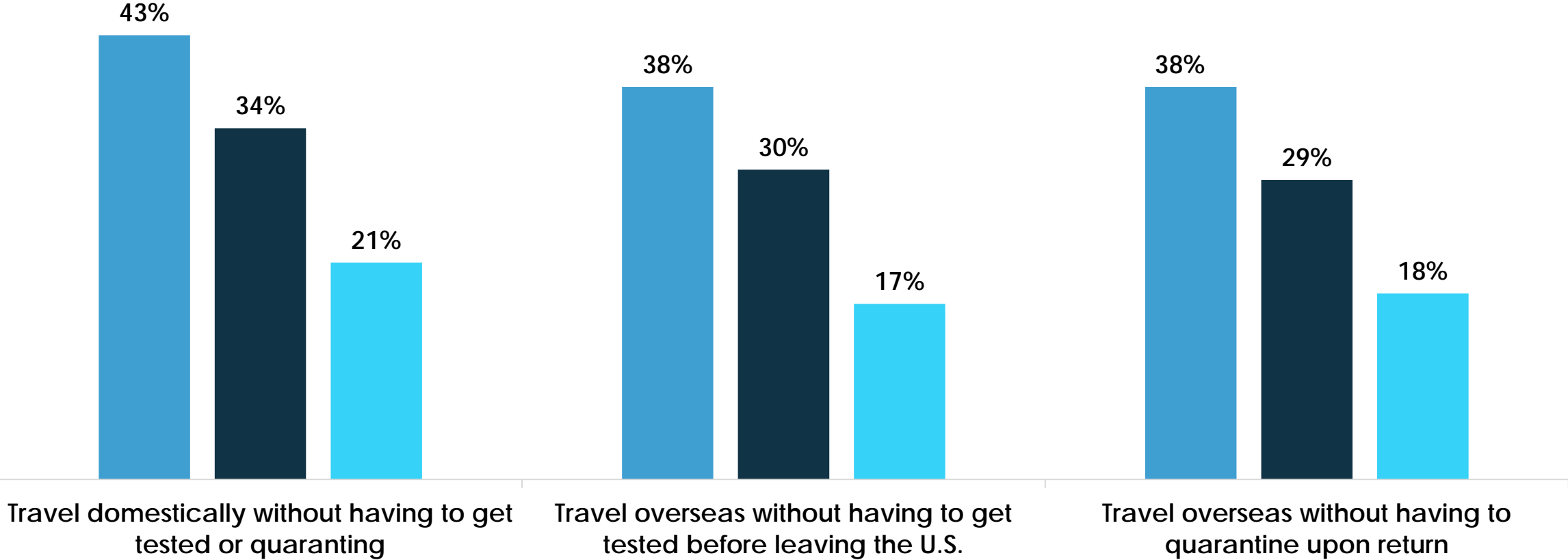


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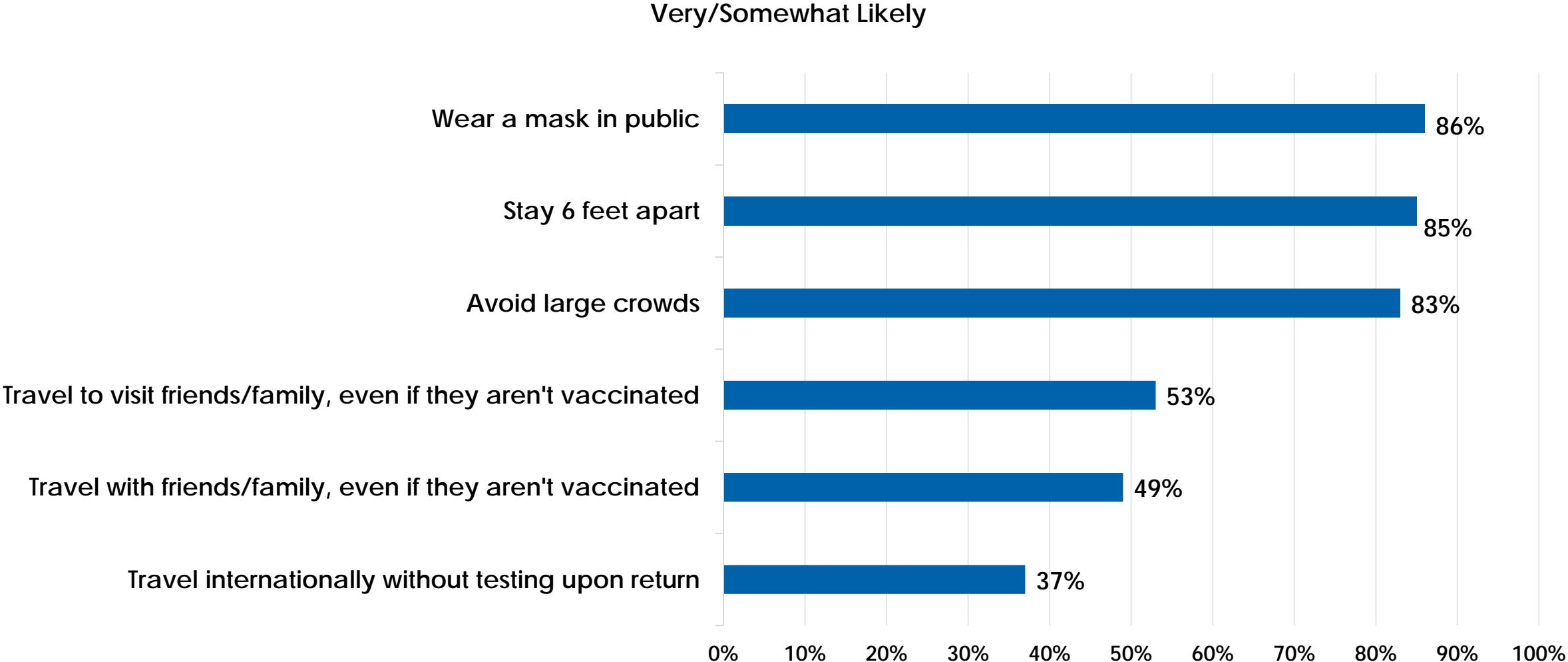
By Urbanicity

■ Urban ■ Suburban ■ Rural



Source: HVCB analysis of Harris Poll COVID-19 Wave 60 (April 16-18, 2021)

According to CDC's new travel guidance, fully vaccinated people can now safely travel domestically without needing to get tested or quarantine, but should still follow COVID-19 precautions during travel. Knowing this, how likely are you to do the following during travel after you are fully vaccinated?

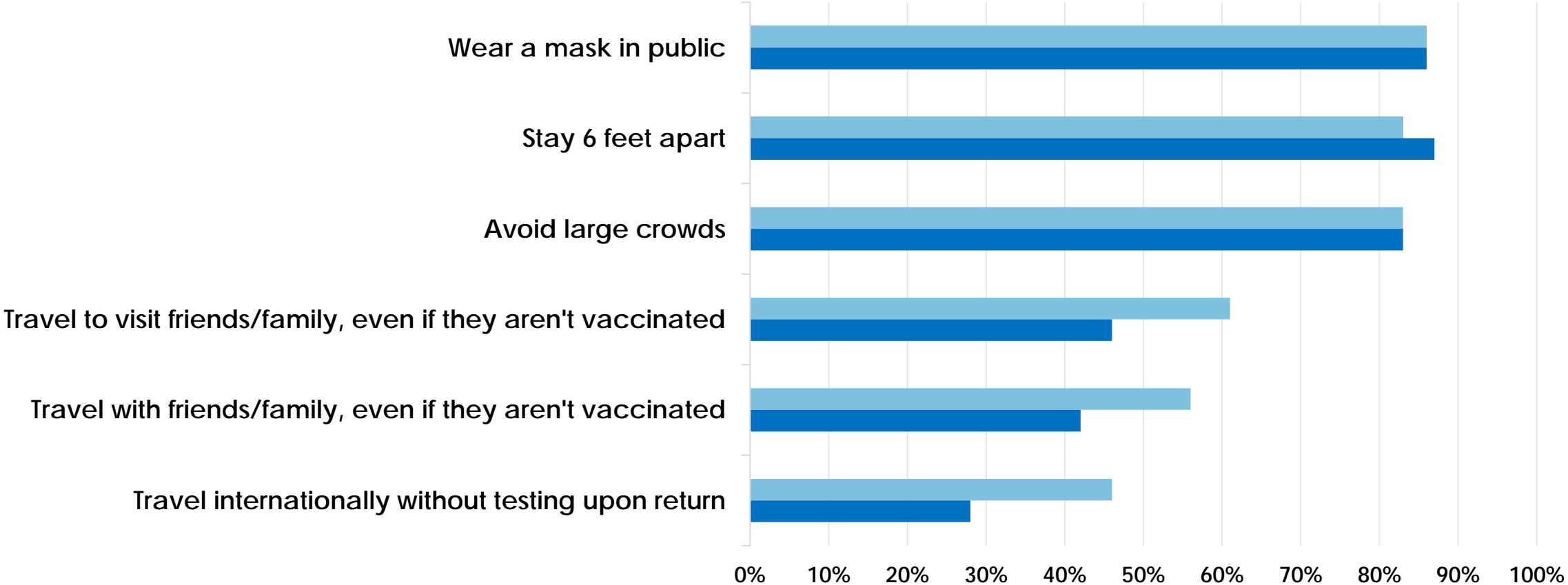


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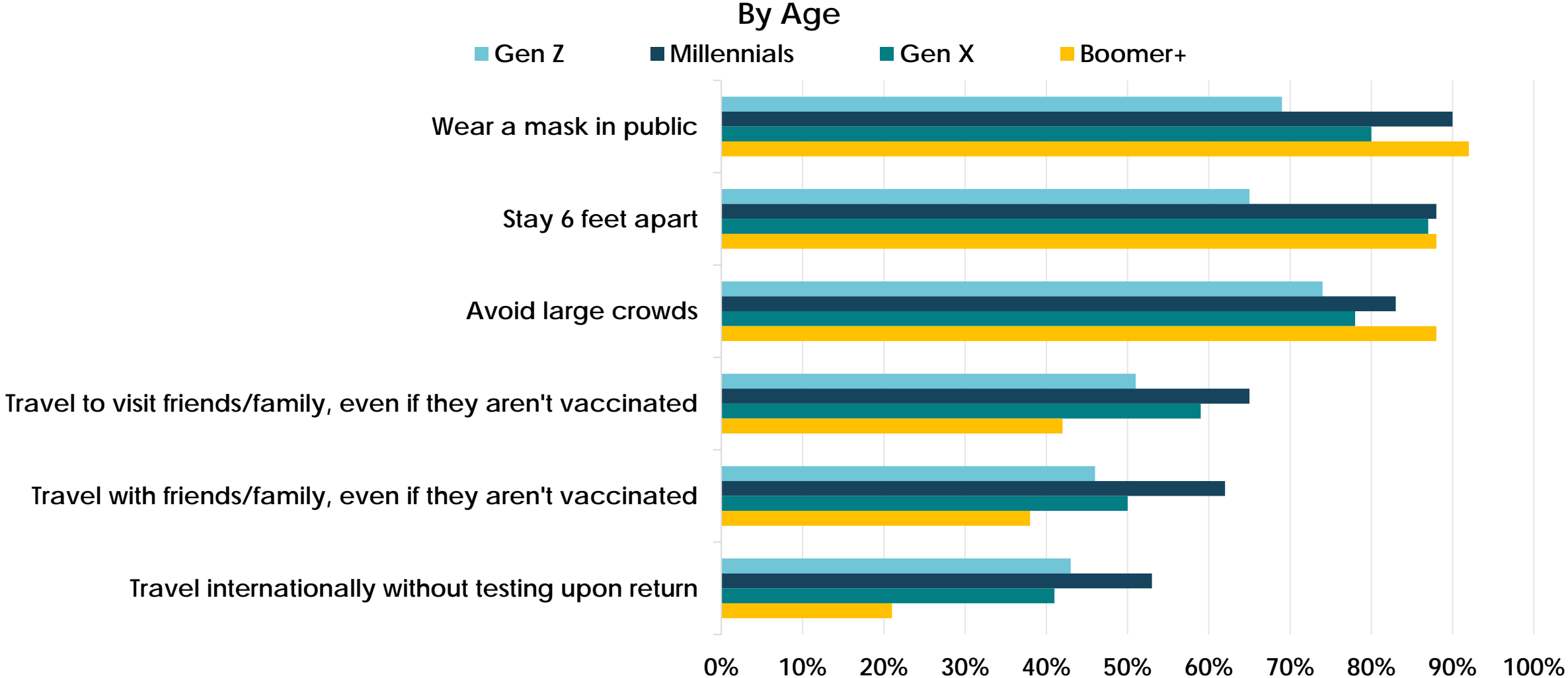
By Gender

■ Male ■ Female



Source: HVCB analysis of Harris Poll COVID-19 Wave 60 (April 16-18, 2021)

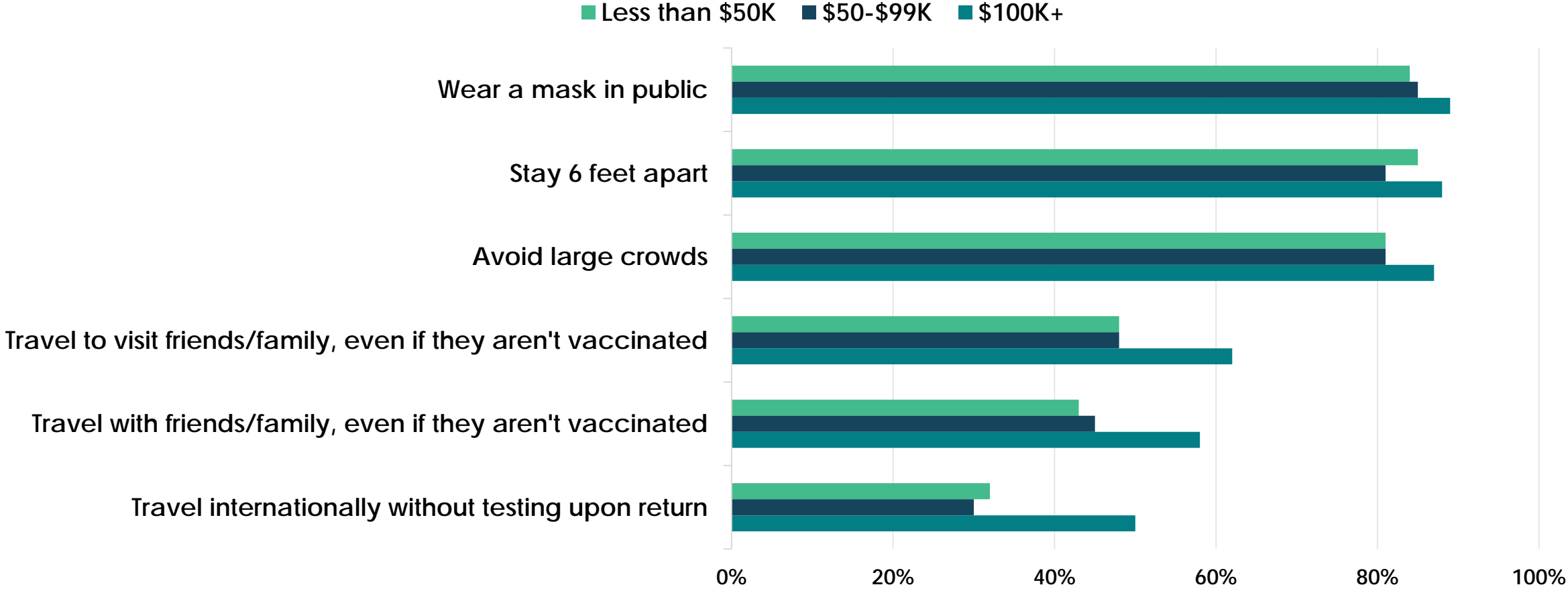
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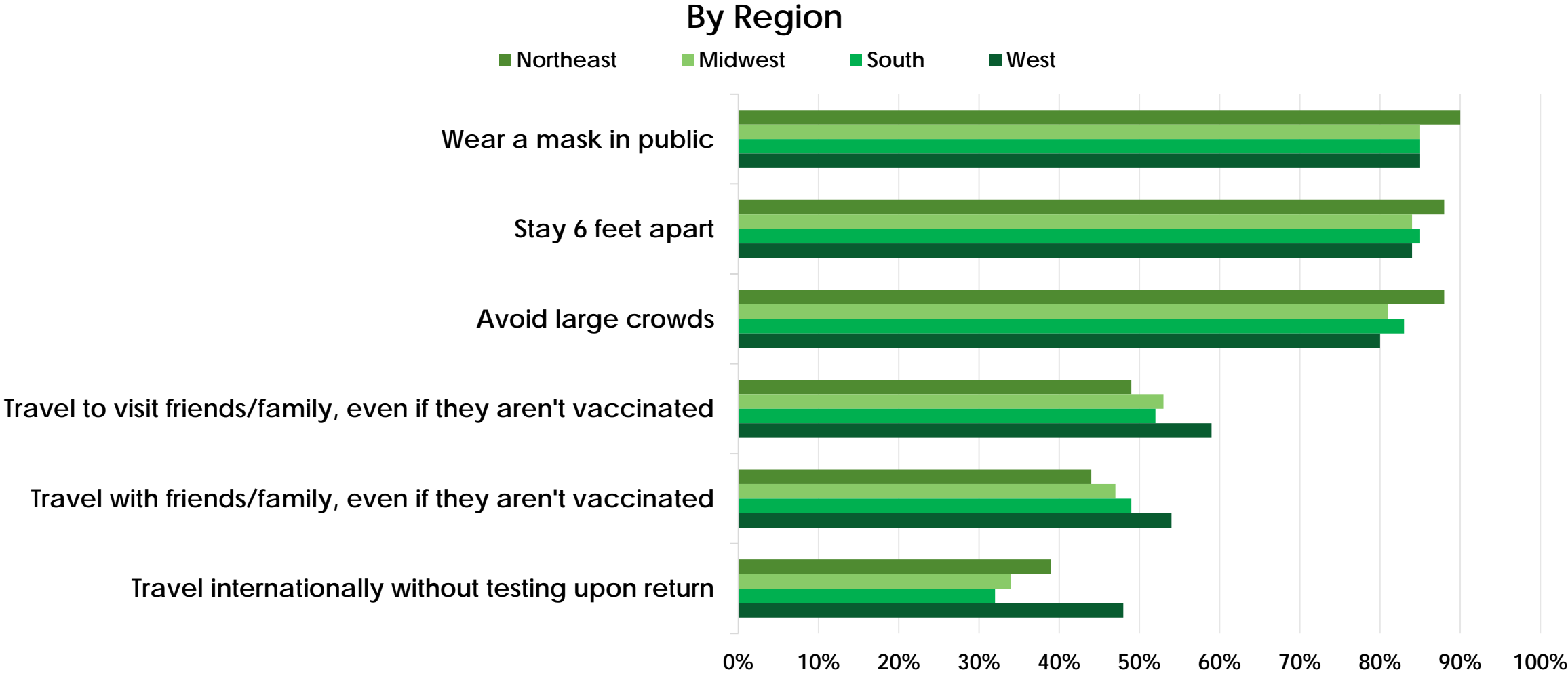
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By Income



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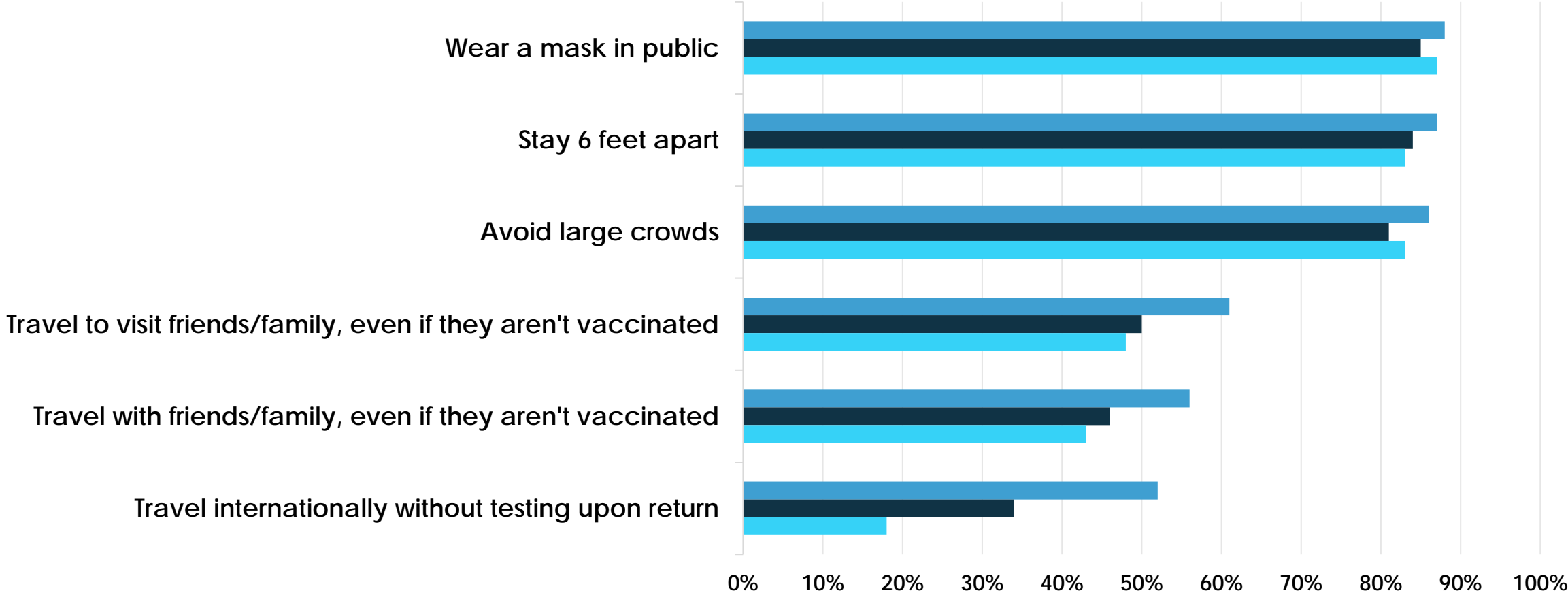


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By Urbanicity

■ Urban ■ Suburban ■ Rural



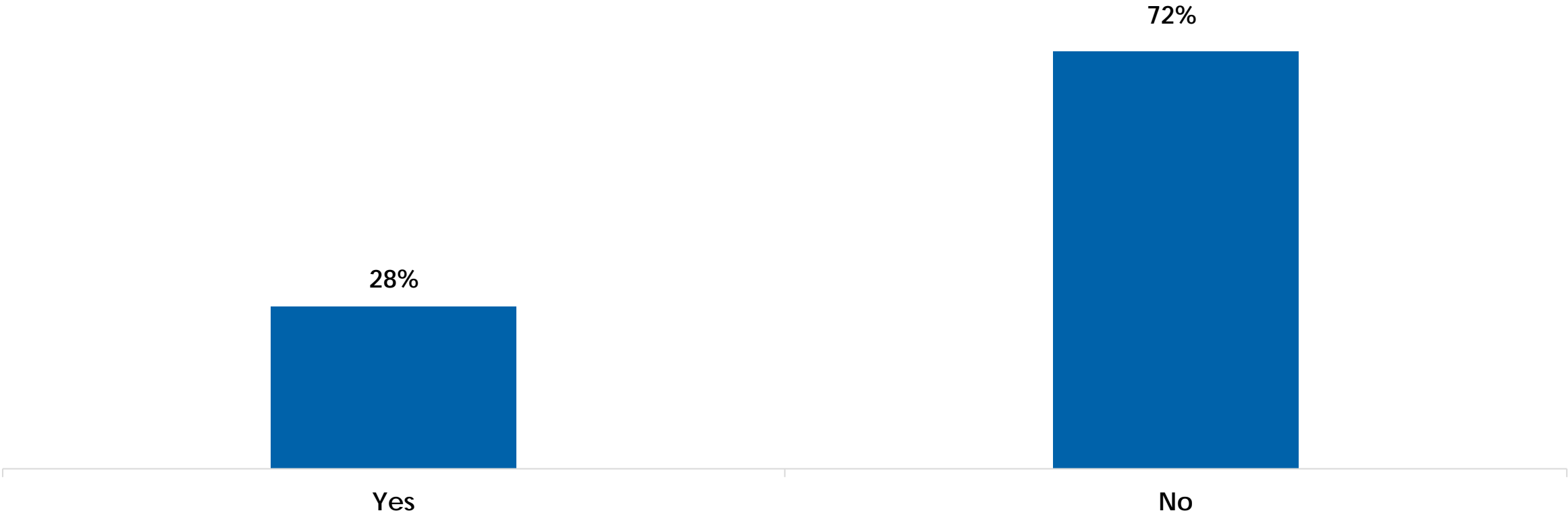
Source: HVCB analysis of Harris Poll COVID-19 Wave 60 (April 16-18, 2021)



Recent Travel Behaviors



Have you traveled within the past month, either within the U.S. or internationally?

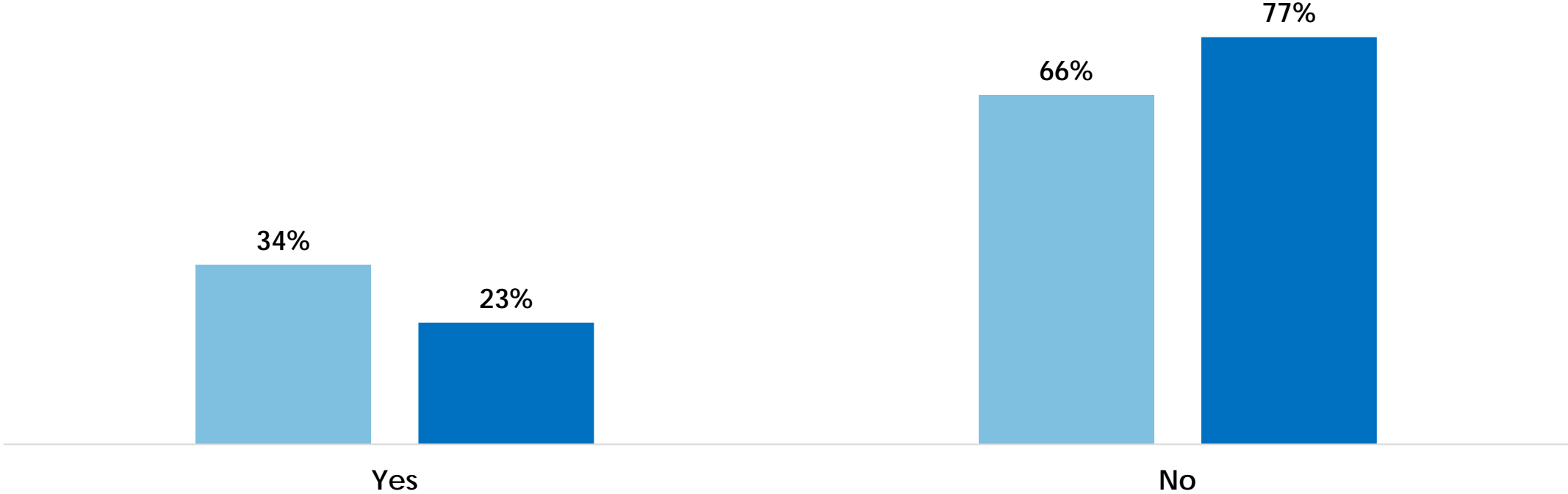


Source: HVCB analysis of Harris Poll COVID-19 Wave 60 (April 16-18, 2021)

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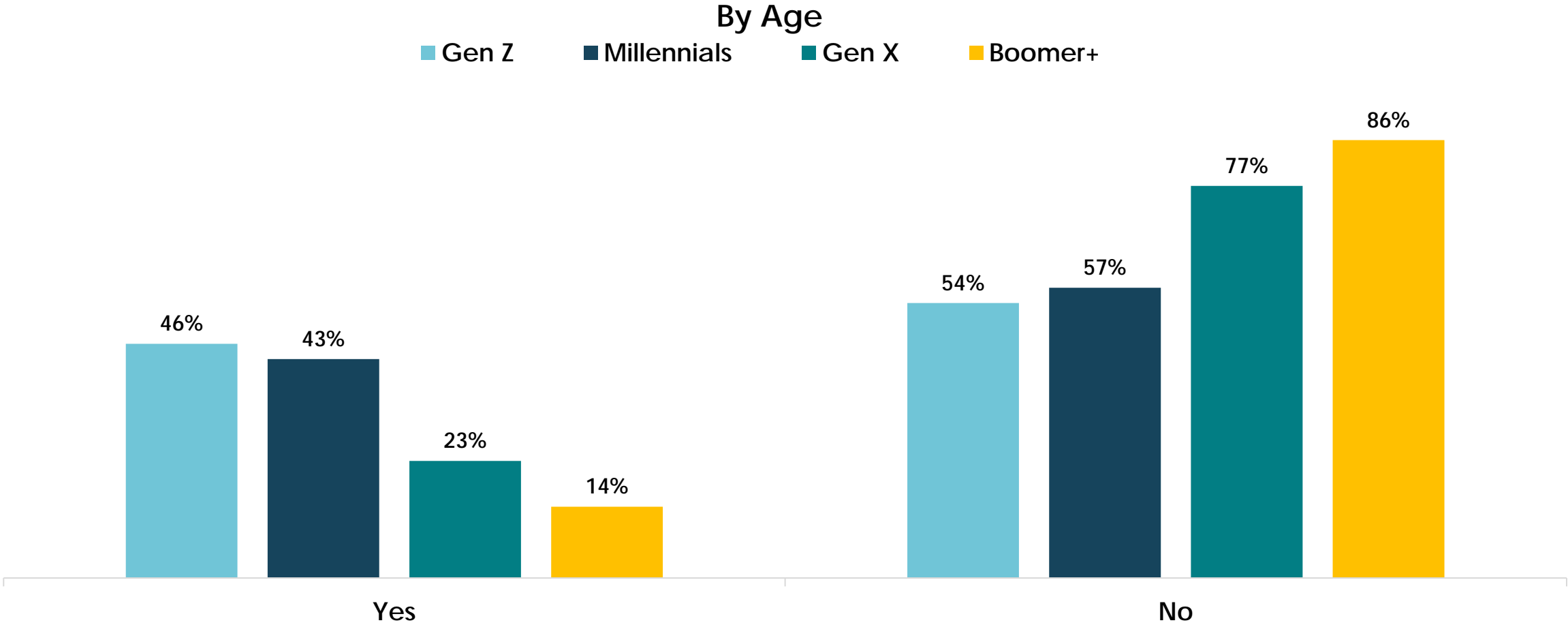
By Gender

■ Male ■ Female



Source: HVCB analysis of Harris Poll COVID-19 Wave 60 (April 16-18, 2021)

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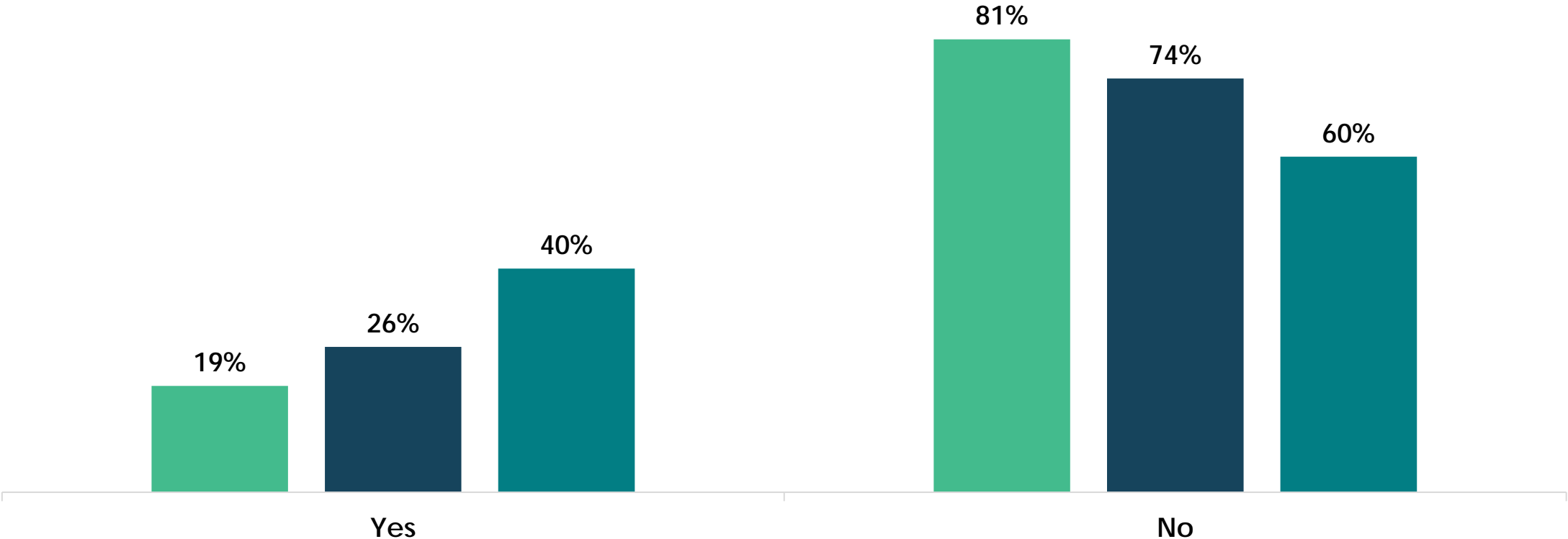


Source: HVCB analysis of Harris Poll COVID-19 Wave 60 (April 16-18, 2021)

Have you traveled within the past month, either within the U.S. or internationally?

By Income

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

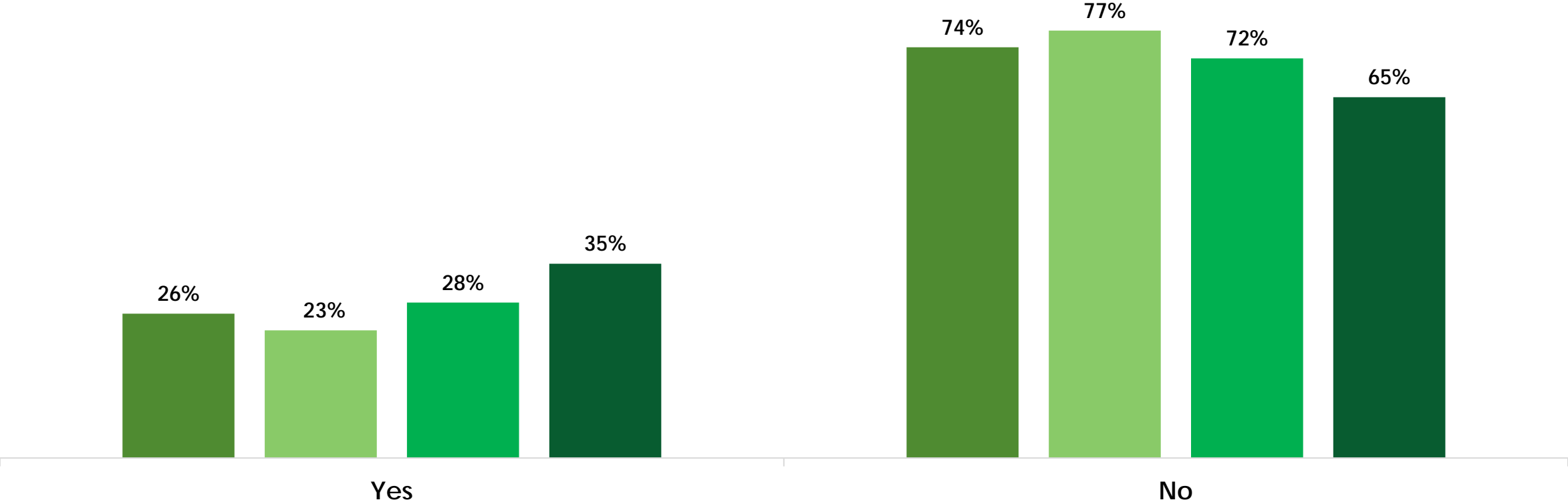


Source: HVCB analysis of Harris Poll COVID-19 Wave 60 (April 16-18, 2021)

Have you traveled within the past month, either within the U.S. or internationally?

By Region

■ Northeast ■ Midwest ■ South ■ West

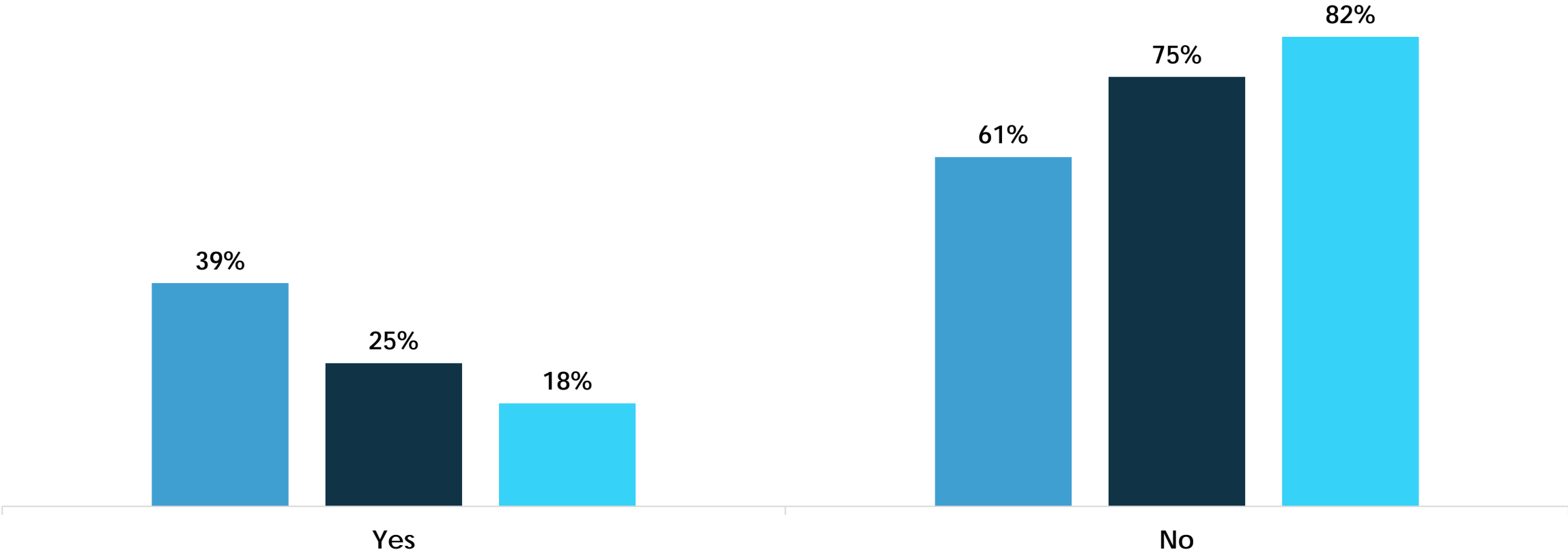


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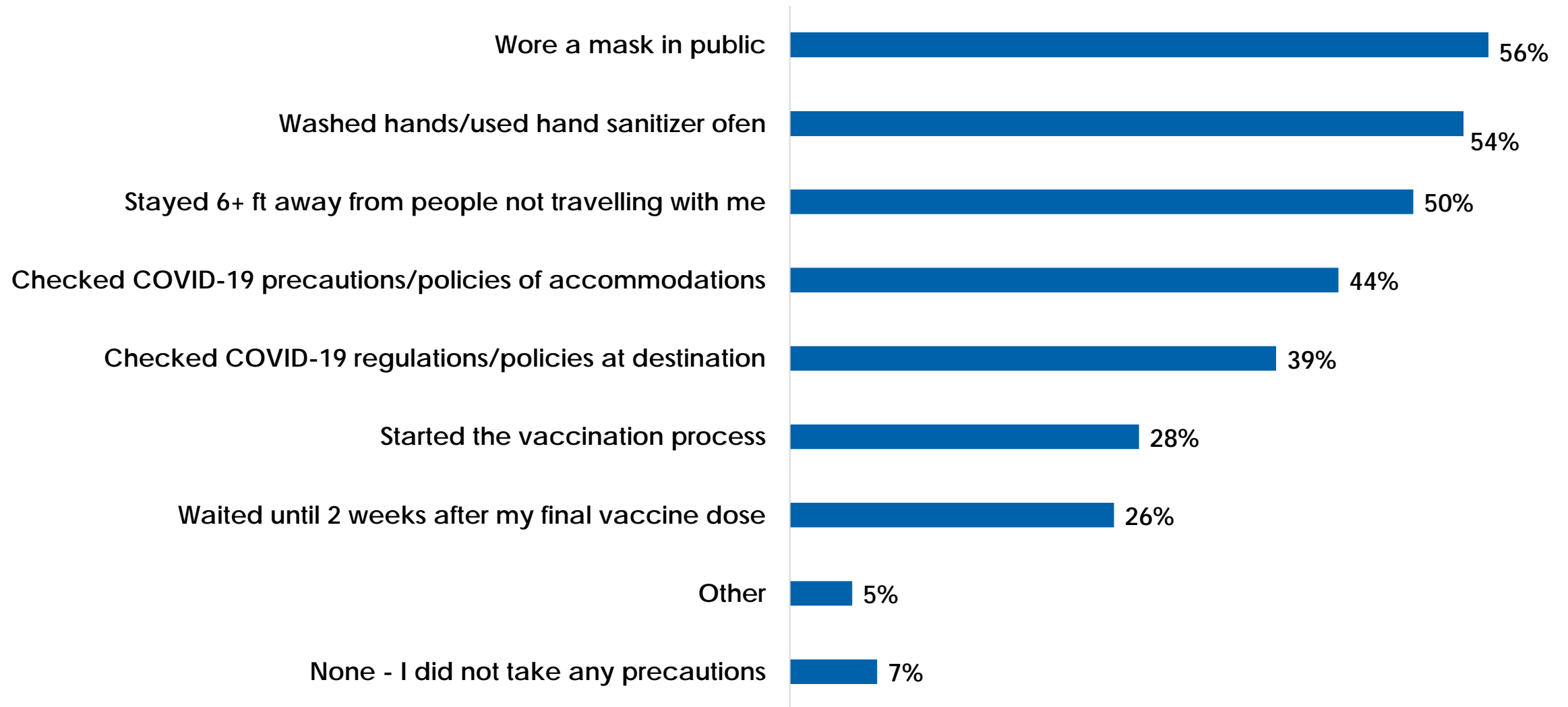
By Urbanicity

■ Urban ■ Suburban ■ Rural



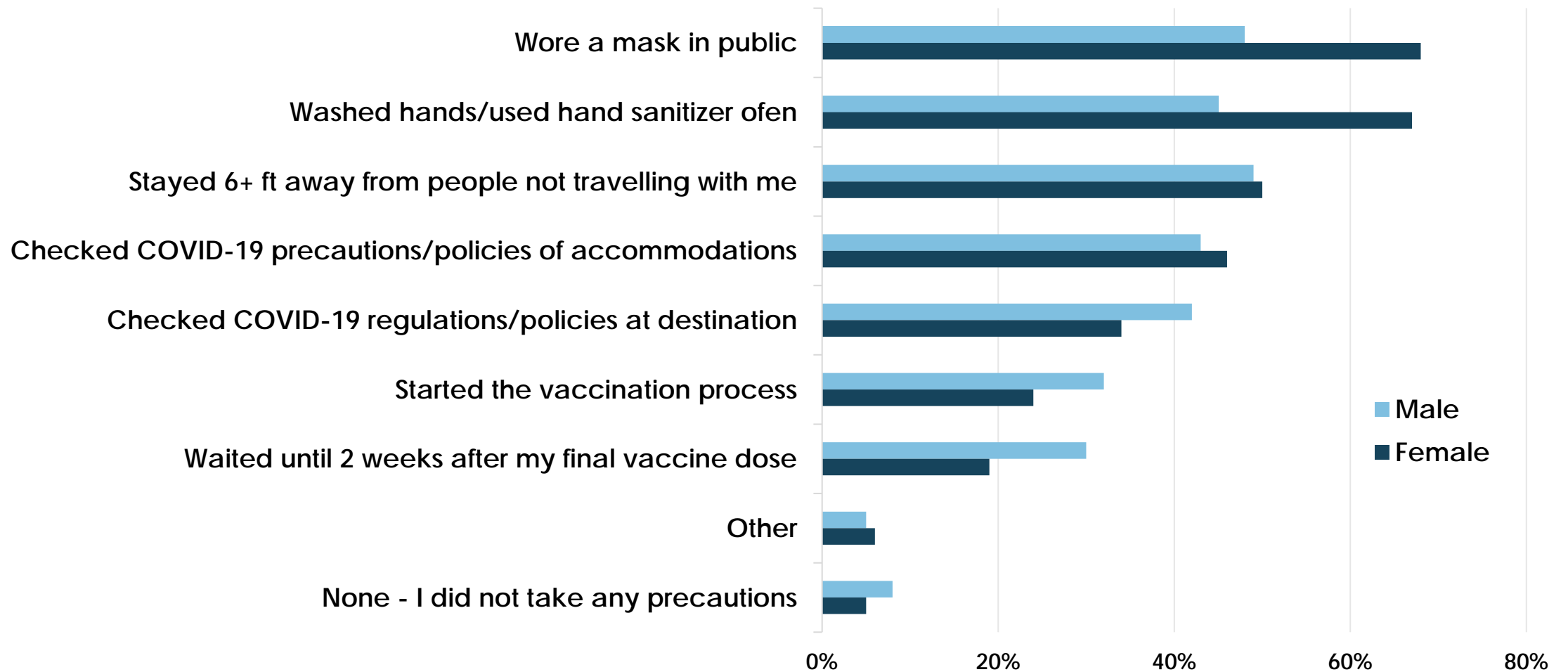
Source: HVCB analysis of Harris Poll COVID-19 Wave 60 (April 16-18, 2021)

Thinking about the trips you've taken in the past month, which of the following precautions did you take before and during your travel?



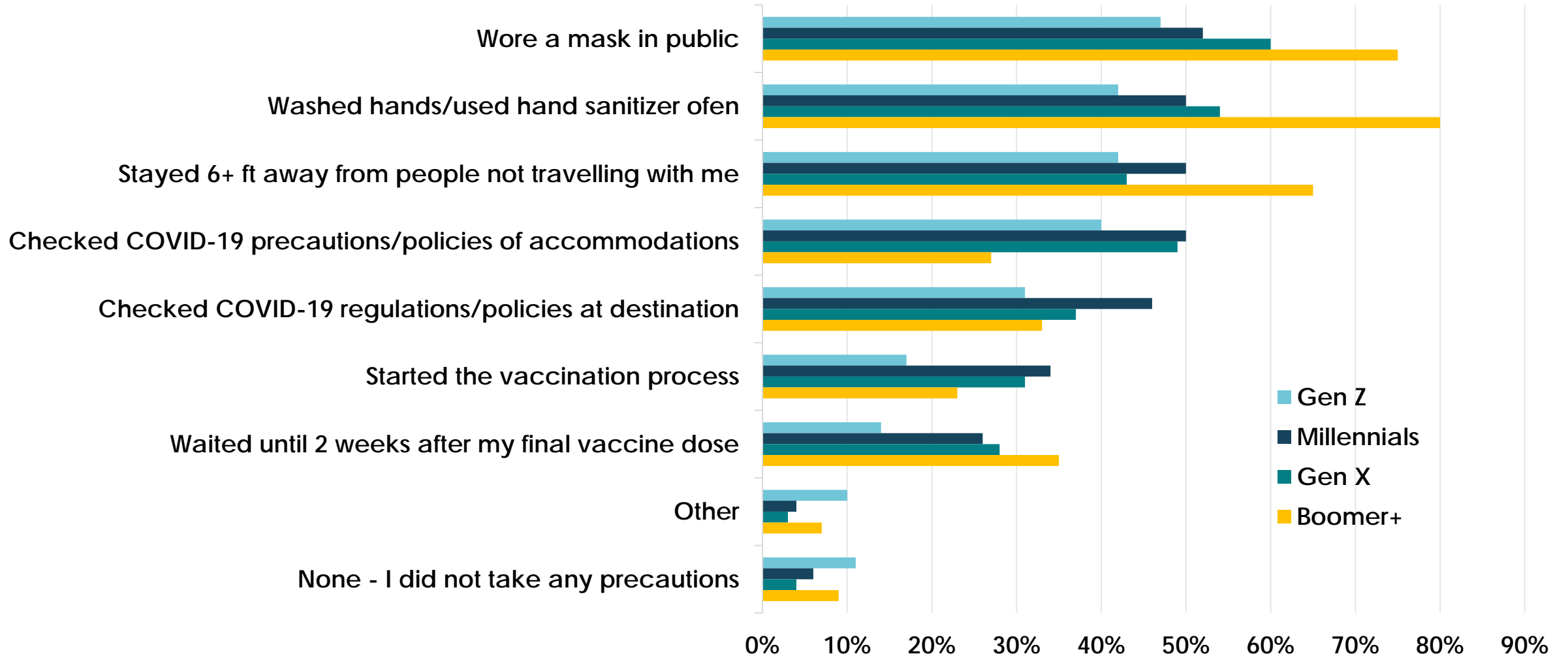
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By Gender



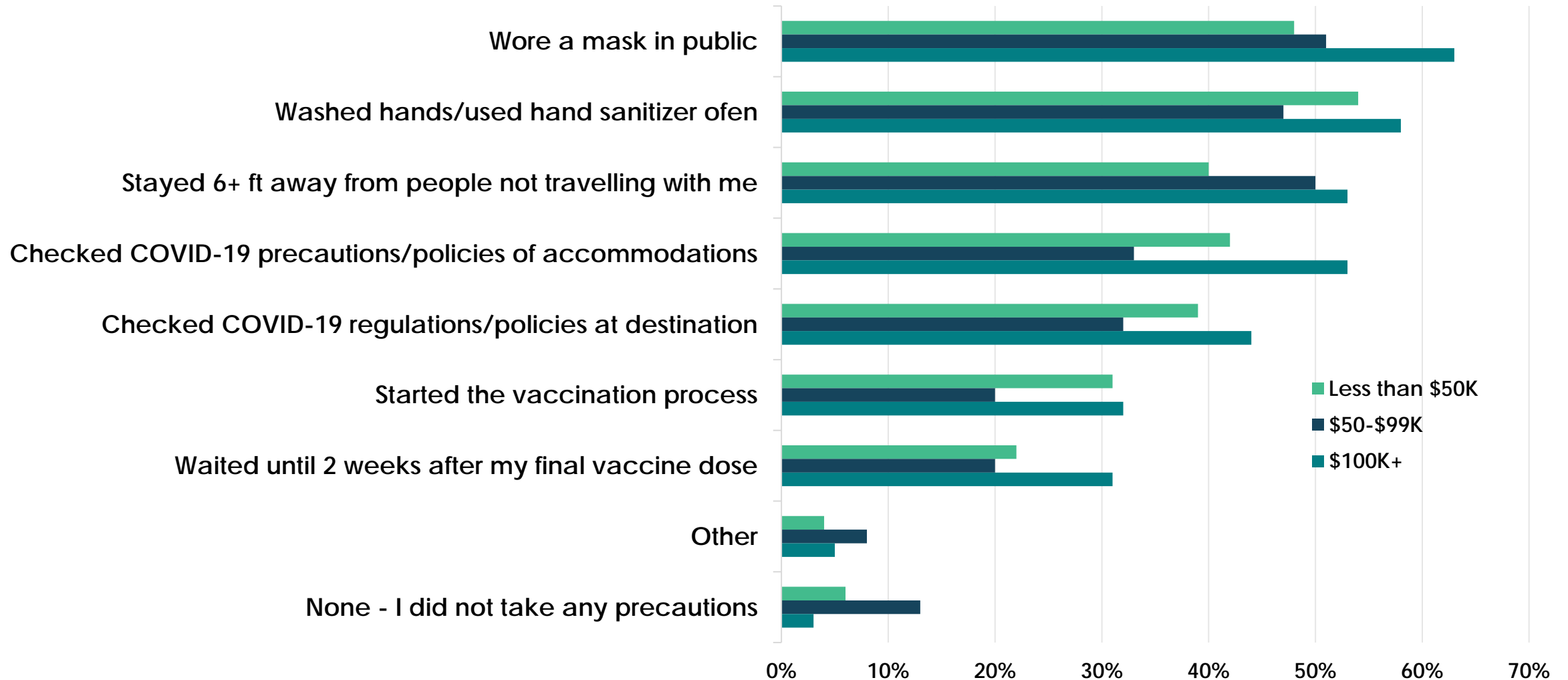
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By Age



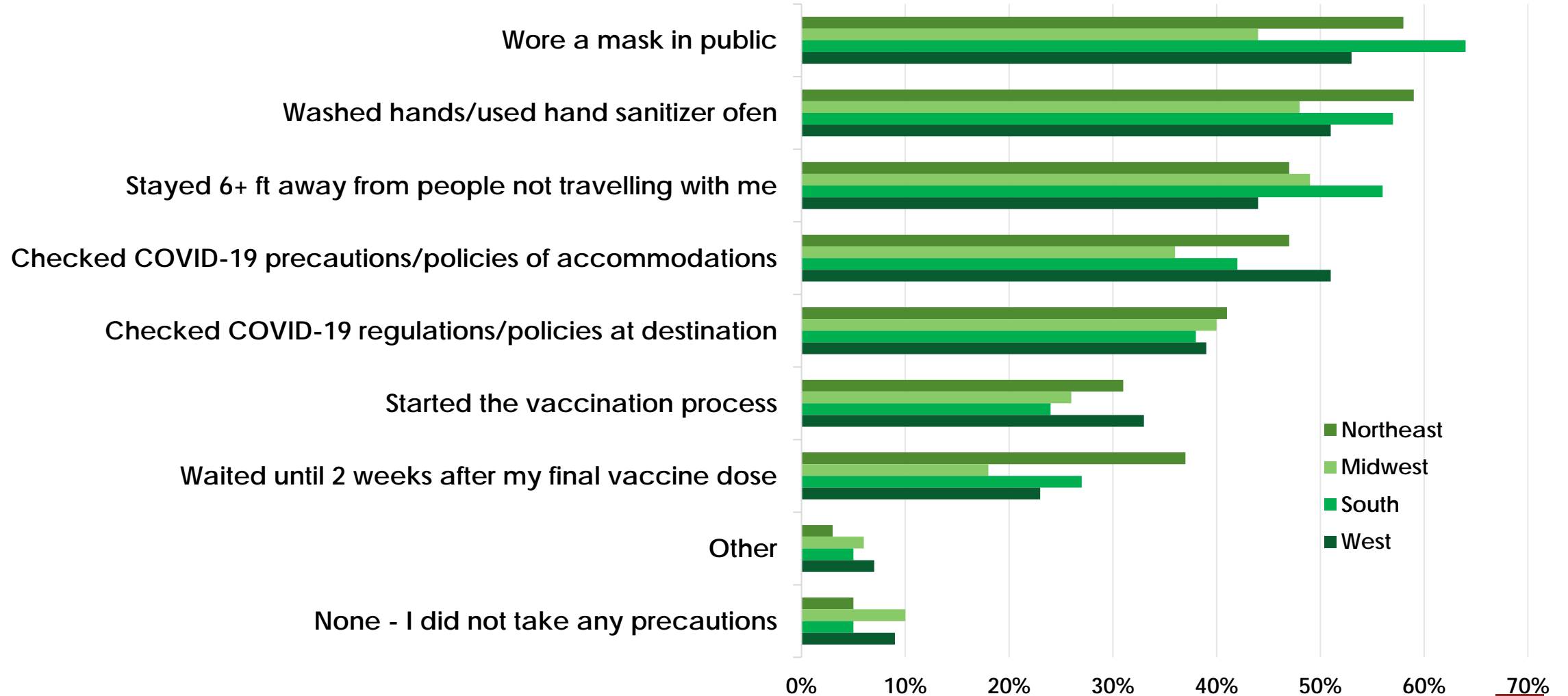
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By Income



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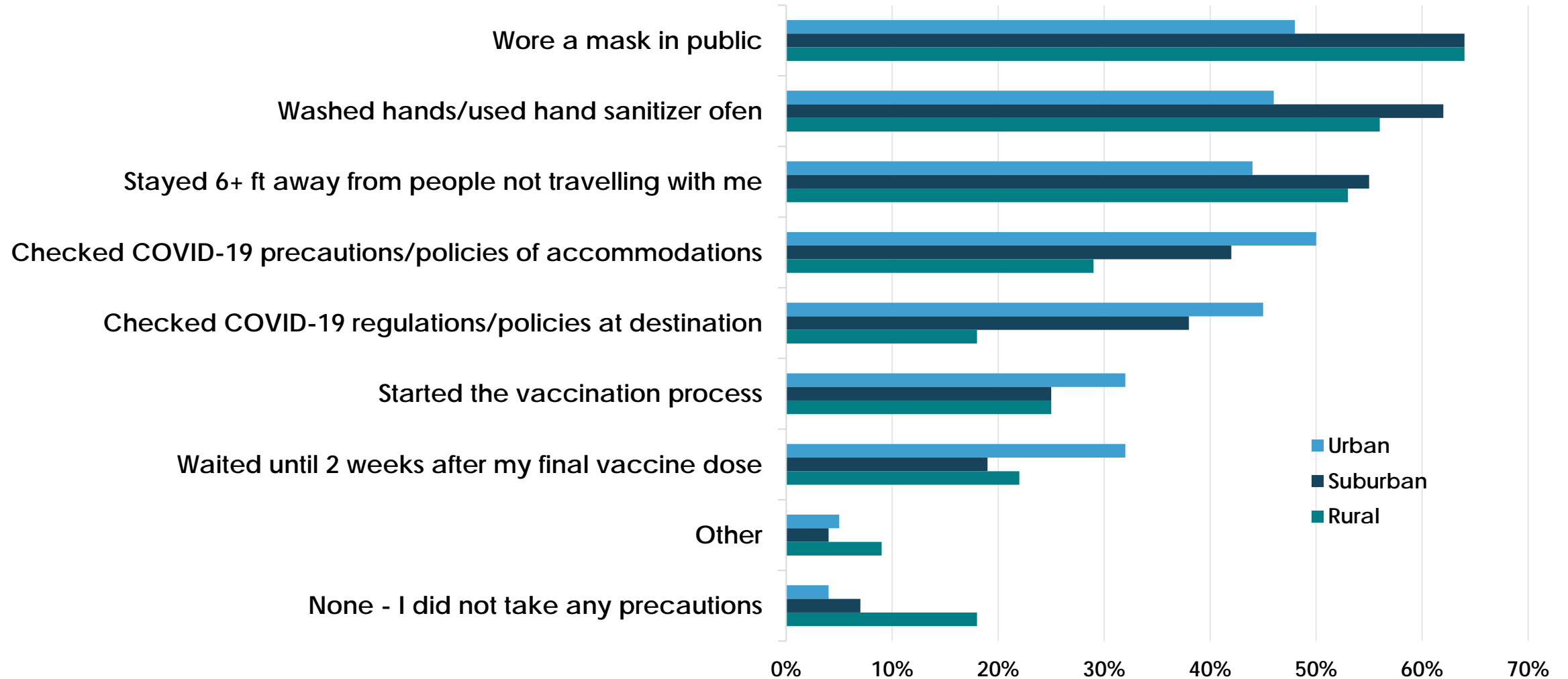
By Region



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