The Harris Poll COVID-19 Travel Sentiment

Reported on September 10, 2021
Data Source: The Harris Poll COVID-19 Tracker

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

- Not leaving home due to COVID-19
- Fear of global recession
- Fear of losing job
- Think national fear is sensible
- Fear of dying
- Fear of leaving home for essential errands
- Fear of returning to public activities
- Fear of a new wave
- Fear of ventilator shortage
- Fear of leaving home for essential errands
- Fear of returning to public activities
- Fear of new variants
- Fear of global recession

Source: HVCB analysis of Harris Poll COVID-19 Waves 2-80
Once we reach herd immunity, how long will it take you to resume pre-pandemic levels of stay in a hotel?

|---------------------|---------------------|---------------------|---------------------|-------------------|

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?

Source: HVCB analysis of Harris Poll COVID-19 Wave 80 (September 3 - September 5, 2021)
Once we reach herd immunity, how long will it take you to resume pre-pandemic levels of stay in a hotel?

**By Age**

<table>
<thead>
<tr>
<th>Immediately</th>
<th>1-30 days</th>
<th>2-3 months</th>
<th>4-6 months</th>
<th>7-11 months</th>
<th>12+ months</th>
<th>Never again</th>
</tr>
</thead>
<tbody>
<tr>
<td>11%</td>
<td>28%</td>
<td>11%</td>
<td>11%</td>
<td>14%</td>
<td>12%</td>
<td>6%</td>
</tr>
<tr>
<td>36%</td>
<td>16%</td>
<td>15%</td>
<td>16%</td>
<td>14%</td>
<td>14%</td>
<td>3%</td>
</tr>
<tr>
<td>31%</td>
<td>16%</td>
<td>12%</td>
<td>12%</td>
<td>16%</td>
<td>15%</td>
<td>2%</td>
</tr>
<tr>
<td>8%</td>
<td>15%</td>
<td>5%</td>
<td>8%</td>
<td>8%</td>
<td>12%</td>
<td>2%</td>
</tr>
</tbody>
</table>

Source: HVCB analysis of Harris Poll COVID-19 Wave 80  (September 3 - September 5, 2021)
Once we reach herd immunity, how long will it take you to resume pre-pandemic levels of stay in a hotel?

**By Income**

<table>
<thead>
<tr>
<th>Time Frame</th>
<th>Less than $50K</th>
<th>$50-$99K</th>
<th>$100K+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Immediately</td>
<td>36%</td>
<td>32%</td>
<td>27%</td>
</tr>
<tr>
<td>1-30 days</td>
<td>14%</td>
<td>17%</td>
<td>14%</td>
</tr>
<tr>
<td>2-3 months</td>
<td>14%</td>
<td>15%</td>
<td>10%</td>
</tr>
<tr>
<td>4-6 months</td>
<td>16%</td>
<td>18%</td>
<td>15%</td>
</tr>
<tr>
<td>7-11 months</td>
<td>8%</td>
<td>10%</td>
<td>11%</td>
</tr>
<tr>
<td>12+ months</td>
<td>16%</td>
<td>14%</td>
<td>9%</td>
</tr>
<tr>
<td>Never again</td>
<td>6%</td>
<td>2%</td>
<td>1%</td>
</tr>
</tbody>
</table>

Source: HVCB analysis of Harris Poll COVID-19 Wave 80 (September 3 - September 5, 2021)
Once we reach herd immunity, how long will it take you to resume pre-pandemic levels of stay in a hotel?

By Region

<table>
<thead>
<tr>
<th>Region</th>
<th>Immediately</th>
<th>1-30 days</th>
<th>2-3 months</th>
<th>4-6 months</th>
<th>7-11 months</th>
<th>12+ months</th>
<th>Never again</th>
</tr>
</thead>
<tbody>
<tr>
<td>Northeast</td>
<td>35%</td>
<td>14%</td>
<td>18%</td>
<td>18%</td>
<td>11%</td>
<td>13%</td>
<td>3%</td>
</tr>
<tr>
<td>Midwest</td>
<td>32%</td>
<td>13%</td>
<td>13%</td>
<td>15%</td>
<td>9%</td>
<td>13%</td>
<td>2%</td>
</tr>
<tr>
<td>South</td>
<td>30%</td>
<td>16%</td>
<td>11%</td>
<td>16%</td>
<td>9%</td>
<td>14%</td>
<td>4%</td>
</tr>
<tr>
<td>West</td>
<td>29%</td>
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<td>10%</td>
<td>15%</td>
<td>9%</td>
<td>12%</td>
<td>2%</td>
</tr>
</tbody>
</table>

Source: HVCB analysis of Harris Poll COVID-19 Wave 80 (September 3 - September 5, 2021)
Once we reach herd immunity, how long will it take you to resume pre-pandemic levels of stay in a hotel?

By Urbanicity

Source: HVCB analysis of Harris Poll COVID-19 Wave 80 (September 3 - September 5, 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 Tracker
Generally speaking, how comfortable would you be staying in a hotel today, given the COVID-19 pandemic?

Source: HVCB analysis of Harris Poll COVID-19 Wave 80  (September 3 - September 5, 2021)
Generally speaking, how comfortable would you be staying in a hotel today, given the COVID-19 pandemic?

By Gender

<table>
<thead>
<tr>
<th></th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very</td>
<td>24%</td>
<td>18%</td>
</tr>
<tr>
<td>Comfortable</td>
<td>15%</td>
<td>11%</td>
</tr>
<tr>
<td>Somewhat</td>
<td>16%</td>
<td>20%</td>
</tr>
<tr>
<td>Neutral</td>
<td>18%</td>
<td>16%</td>
</tr>
<tr>
<td>Somewhat uncomfortable</td>
<td>10%</td>
<td>10%</td>
</tr>
<tr>
<td>Uncomfortable</td>
<td>7%</td>
<td>6%</td>
</tr>
<tr>
<td>Not at all comfortable</td>
<td>10%</td>
<td>18%</td>
</tr>
</tbody>
</table>

Source: HVCB analysis of Harris Poll COVID-19 Wave 80 (September 3 - September 5, 2021)
Generally speaking, how comfortable would you be staying in a hotel today, given the COVID-19 pandemic?

By Age

- **Gen Z**
- **Millenials**
- **Gen X**
- **Boomers+

Source: HVCB analysis of Harris Poll COVID-19 Wave 80 (September 3 - September 5, 2021)
Generally speaking, how comfortable would you be staying in a hotel today, given the COVID-19 pandemic?

By Income

<table>
<thead>
<tr>
<th>Comfort Level</th>
<th>Less than $50K</th>
<th>$50-$99K</th>
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<tr>
<td>Very comfortable</td>
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<td>19%</td>
<td>24%</td>
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<td>8%</td>
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</tr>
<tr>
<td>Uncomfortable</td>
<td>6%</td>
<td>7%</td>
<td>5%</td>
</tr>
<tr>
<td>Not at all comfortable</td>
<td>12%</td>
<td>10%</td>
<td>21%</td>
</tr>
</tbody>
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Generally speaking, how comfortable would you be staying in a hotel today, given the COVID-19 pandemic?

By Region

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

By Urbanicity

<table>
<thead>
<tr>
<th>Comfort Level</th>
<th>Urban</th>
<th>Suburban</th>
<th>Rural</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very comfortable</td>
<td>21%</td>
<td>20%</td>
<td>22%</td>
</tr>
<tr>
<td>Comfortable</td>
<td>16%</td>
<td>13%</td>
<td>10%</td>
</tr>
<tr>
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<tr>
<td>Not at all comfortable</td>
<td>13%</td>
<td>13%</td>
<td>21%</td>
</tr>
</tbody>
</table>

Source: HVCB analysis of Harris Poll COVID-19 Wave 80 (September 3 - September 5, 2021)
Once we reach herd immunity, how long will it take you to resume pre-pandemic activity levels for flying on a plane?

Source: HVCB analysis of Harris Poll COVID-19 Tracker
Once we reach herd immunity, how long will it take you to resume pre-pandemic activity levels for flying on a plane?

<table>
<thead>
<tr>
<th>Duration</th>
<th>Already Vaccinated</th>
<th>All Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Immediately</td>
<td>22%</td>
<td>25%</td>
</tr>
<tr>
<td>1-30 days</td>
<td>10%</td>
<td>10%</td>
</tr>
<tr>
<td>2-3 months</td>
<td>12%</td>
<td>11%</td>
</tr>
<tr>
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<td>20%</td>
<td>18%</td>
</tr>
<tr>
<td>7-11 months</td>
<td>13%</td>
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</tr>
<tr>
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<td>5%</td>
</tr>
<tr>
<td>Never again</td>
<td>22%</td>
<td>5%</td>
</tr>
</tbody>
</table>

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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 Gender

Source: HVCB analysis of Harris Poll COVID-19 Wave 80 (September 3 - September 5, 2021)
Once we reach herd immunity, how long will it take you to resume pre-pandemic activity levels for flying on a plane?

By Age

Source: HVCB analysis of Harris Poll COVID-19 Wave 80 (September 3 - September 5, 2021)
Once we reach herd immunity, how long will it take you to resume pre-pandemic activity levels for flying on a plane?

By Income

Source: HVCB analysis of Harris Poll COVID-19 Wave 80 (September 3 - September 5, 2021)
Once we reach herd immunity, how long will it take you to resume pre-pandemic activity levels for flying on a plane?

By Region

<table>
<thead>
<tr>
<th>Duration</th>
<th>Northeast</th>
<th>Midwest</th>
<th>South</th>
<th>West</th>
</tr>
</thead>
<tbody>
<tr>
<td>Immediately</td>
<td>28%</td>
<td>28%</td>
<td>25%</td>
<td>19%</td>
</tr>
<tr>
<td>1-30 days</td>
<td>10%</td>
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<td>11%</td>
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<tr>
<td>12+ months</td>
<td>19%</td>
<td>18%</td>
<td>10%</td>
<td>20%</td>
</tr>
<tr>
<td>Never again</td>
<td>3%</td>
<td>4%</td>
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<td>6%</td>
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Source: HVCB analysis of Harris Poll COVID-19 Wave 80 (September 3 - September 5, 2021)
Once we reach herd immunity, how long will it take you to resume pre-pandemic activity levels for flying on a plane?

By Urbanicity

<table>
<thead>
<tr>
<th>Time Period</th>
<th>Urban</th>
<th>Suburban</th>
<th>Rural</th>
</tr>
</thead>
<tbody>
<tr>
<td>Immediately</td>
<td>31%</td>
<td>27%</td>
<td>20%</td>
</tr>
<tr>
<td>1-30 days</td>
<td>12%</td>
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<tr>
<td>12+ months</td>
<td>15%</td>
<td>17%</td>
<td>21%</td>
</tr>
<tr>
<td>Never again</td>
<td>4%</td>
<td>3%</td>
<td>9%</td>
</tr>
</tbody>
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Source: HVCB analysis of Harris Poll COVID-19 Wave 80 (September 3 - September 5, 2021)
Generally speaking, how comfortable would you be flying on a plane today, given the COVID-19 pandemic?

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Source: HVCB analysis of Harris Poll COVID-19 Wave 80 (September 3 - September 5, 2021)
Generally speaking, how comfortable would you be flying on a plane today, given the COVID-19 pandemic?

By Gender

<table>
<thead>
<tr>
<th>Comfort Level</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very comfortable</td>
<td>21%</td>
<td>14%</td>
</tr>
<tr>
<td>Comfortable</td>
<td>13%</td>
<td>11%</td>
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</tr>
<tr>
<td>Uncomfortable</td>
<td>10%</td>
<td>10%</td>
</tr>
<tr>
<td>Not at all comfortable</td>
<td>10%</td>
<td>10%</td>
</tr>
</tbody>
</table>

Source: HVCB analysis of Harris Poll COVID-19 Wave 80  (September 3 - September 5, 2021)
Generally speaking, how comfortable would you be flying on a plane today, given the COVID-19 pandemic?

By Age

Source: HVCB analysis of Harris Poll COVID-19 Wave 80 (September 3 - September 5, 2021)
Generally speaking, how comfortable would you be flying on a plane today, given the COVID-19 pandemic?

By Income

<table>
<thead>
<tr>
<th>Comfort Level</th>
<th>Less than $50K</th>
<th>$50-$99K</th>
<th>$100K+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very comfortable</td>
<td>16%</td>
<td>12%</td>
<td>23%</td>
</tr>
<tr>
<td>Comfortable</td>
<td>10%</td>
<td>7%</td>
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<td>11%</td>
<td>12%</td>
</tr>
<tr>
<td>Uncomfortable</td>
<td>10%</td>
<td>10%</td>
<td>9%</td>
</tr>
<tr>
<td>Not at all comfortable</td>
<td>37%</td>
<td>27%</td>
<td>18%</td>
</tr>
</tbody>
</table>

Source: HVCB analysis of Harris Poll COVID-19 Wave 80 (September 3 - September 5, 2021)
Generally speaking, how comfortable would you be flying on a plane today, given the COVID-19 pandemic?

**By Region**

- **Northeast**
  - Very comfortable: 16%
  - Comfortable: 11%
  - Somewhat comfortable: 16%
  - Neutral: 15%
  - Somewhat uncomfortable: 14%
  - Uncomfortable: 15%
  - Not at all comfortable: 22%
- **Midwest**
  - Very comfortable: 15%
  - Comfortable: 9%
  - Somewhat comfortable: 13%
  - Neutral: 13%
  - Somewhat uncomfortable: 9%
  - Uncomfortable: 13%
  - Not at all comfortable: 25%
- **South**
  - Very comfortable: 16%
  - Comfortable: 9%
  - Somewhat comfortable: 13%
  - Neutral: 15%
  - Somewhat uncomfortable: 11%
  - Uncomfortable: 11%
  - Not at all comfortable: 27%
- **West**
  - Very comfortable: 15%
  - Comfortable: 7%
  - Somewhat comfortable: 13%
  - Neutral: 12%
  - Somewhat uncomfortable: 8%
  - Uncomfortable: 9%
  - Not at all comfortable: 31%

Source: HVCB analysis of Harris Poll COVID-19 Wave 80 (September 3 - September 5, 2021)
Generally speaking, how comfortable would you be flying on a plane today, given the COVID-19 pandemic?

By Urbanicity

- **Urban**
  - Very comfortable: 20%
  - Comfortable: 13%
  - Somewhat comfortable: 13%
  - Neutral: 14%
  - Somewhat uncomfortable: 13%
  - Uncomfortable: 12%
  - Not at all comfortable: 22%

- **Suburban**
  - Very comfortable: 15%
  - Comfortable: 9%
  - Somewhat comfortable: 13%
  - Neutral: 14%
  - Somewhat uncomfortable: 13%
  - Uncomfortable: 8%
  - Not at all comfortable: 24%

- **Rural**
  - Very comfortable: 18%
  - Comfortable: 7%
  - Somewhat comfortable: 9%
  - Neutral: 12%
  - Somewhat uncomfortable: 8%
  - Uncomfortable: 8%
  - Not at all comfortable: 39%

Source: HVCB analysis of Harris Poll COVID-19 Wave 80 (September 3 - September 5, 2021)
How much would you say you miss the following during this time of virus-related restrictions?

- Gathering with friends and family: 74%
- Dining out at a restaurant/bar: 69%
- In person celebrations: 68%
- Shopping in stores: 60%
- Going to a social gathering: 61%
- Attending live events: 54%
- Going to the cinema: 54%
- Traveling on an airplane: 47%
- Going to my local coffee shop: 45%
- Going to church: 50%
- Going to the gym: 43%
- Working from the office: 35%
- Going to school: 35%

Source: HVCB analysis of Harris Poll COVID-19 Wave 80 (September 3 - September 5, 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
How much would you say you miss traveling on an airplane during this time of virus-related restrictions?

Source: HVCB analysis of Harris Poll COVID-19 Wave 80  (September 3 - September 5, 2021)
How much would you say you miss traveling on an airplane during this time of virus-related restrictions?

By Gender

Source: HVCB analysis of Harris Poll COVID-19 Wave 80 (September 3 - September 5, 2021)
How much would you say you miss traveling on an airplane during this time of virus-related restrictions?

By Age

- **Gen Z**
  - A lot: 15%
  - Somewhat: 34%
  - Not very: 24%
  - Not at all: 27%

- **Millennial**
  - A lot: 32%
  - Somewhat: 28%
  - Not very: 18%
  - Not at all: 21%

- **Gen X**
  - A lot: 29%
  - Somewhat: 22%
  - Not very: 14%
  - Not at all: 35%

- **Boomer+**
  - A lot: 13%
  - Somewhat: 21%
  - Not very: 17%
  - Not at all: 49%

Source: HVCB analysis of Harris Poll COVID-19 Wave 80 (September 3 - September 5, 2021)
How much would you say you miss traveling on an airplane during this time of virus-related restrictions?

By Income

<table>
<thead>
<tr>
<th>Income</th>
<th>A lot</th>
<th>Somewhat</th>
<th>Not very</th>
<th>Not at all</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than $50K</td>
<td>15%</td>
<td>18%</td>
<td>18%</td>
<td>48%</td>
</tr>
<tr>
<td>$50-$99K</td>
<td>20%</td>
<td>25%</td>
<td>19%</td>
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<tr>
<td>$100K+</td>
<td>32%</td>
<td>31%</td>
<td>15%</td>
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</tr>
</tbody>
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How much would you say you miss traveling on an airplane during this time of virus-related restrictions?

By Region

<table>
<thead>
<tr>
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</thead>
<tbody>
<tr>
<td>Northeast</td>
<td>21%</td>
<td>25%</td>
<td>18%</td>
<td>36%</td>
</tr>
<tr>
<td>Midwest</td>
<td>22%</td>
<td>21%</td>
<td>20%</td>
<td>38%</td>
</tr>
<tr>
<td>South</td>
<td>20%</td>
<td>24%</td>
<td>17%</td>
<td>39%</td>
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<tr>
<td>West</td>
<td>29%</td>
<td>30%</td>
<td>16%</td>
<td>24%</td>
</tr>
</tbody>
</table>

Source: HVCB analysis of Harris Poll COVID-19 Wave 80  (September 3 - September 5, 2021)
How much would you say you miss traveling on an airplane during this time of virus-related restrictions?

By Urbanicity

- **Urban**
  - A lot: 30%
  - Somewhat: 28%
  - Not very: 16%
  - Not at all: 27%

- **Suburban**
  - A lot: 22%
  - Somewhat: 26%
  - Not very: 20%
  - Not at all: 32%

- **Rural**
  - A lot: 14%
  - Somewhat: 17%
  - Not very: 15%
  - Not at all: 55%

Source: HVCB analysis of Harris Poll COVID-19 Wave 80 (September 3 - September 5, 2021)
Are you planning to purchase the following once things return to normal?

- Hotel stays: 28%
- Plane tickets: 27%
- Shoes or footwear: 22%
- Replacement clothes for sweats and t-shirts: 18%
- Concert tickets: 17%
- Going-out clothes: 17%
- Smartphones: 19%
- Furniture: 19%
- Television: 17%
- Personal technology: 16%
- Sporting event tickets: 15%
- Personal accessories: 14%
- Athleisure: 13%
- Jewelry: 13%
- Smart home tech: 11%
- Work attire: 12%
- None of these: 26%

Source: HVCB analysis of Harris Poll COVID-19 Wave 80 (September 3 - September 5, 2021)
Men and women have a slightly higher intention to purchase hotels over flights.

By Gender

<table>
<thead>
<tr>
<th></th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hotel stays</td>
<td>35%</td>
<td>39%</td>
</tr>
<tr>
<td>Plane tickets</td>
<td>33%</td>
<td>38%</td>
</tr>
</tbody>
</table>

Source: HVCB analysis of Harris Poll COVID-19 Wave 80 (September 3 - September 5, 2021)
Boomers are most likely to purchase travel post-COVID

By Age

<table>
<thead>
<tr>
<th></th>
<th>Gen Z</th>
<th>Millennials</th>
<th>Gen X</th>
<th>Boomer+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hotel stays</td>
<td>25%</td>
<td>32%</td>
<td>42%</td>
<td>44%</td>
</tr>
<tr>
<td>Plane tickets</td>
<td>22%</td>
<td>34%</td>
<td>41%</td>
<td>39%</td>
</tr>
</tbody>
</table>

Source: HVCB analysis of Harris Poll COVID-19 Wave 80 (September 3 - September 5, 2021)
Post-COVID, higher income respondents are most likely to buy travel

By Income

- Hotel stays
  - Less than $50K: 31%
  - $50-$99K: 35%
  - $100K+: 42%

- Plane tickets
  - Less than $50K: 28%
  - $50-$99K: 31%
  - $100K+: 44%

Source: HVCB analysis of Harris Poll COVID-19 Wave 80 (September 3 - September 5, 2021)
Post-COVID, respondents in the West are most likely to purchase travel

By Region

<table>
<thead>
<tr>
<th>Region</th>
<th>Hotel stays</th>
<th>Plane tickets</th>
</tr>
</thead>
<tbody>
<tr>
<td>Northeast</td>
<td>29%</td>
<td>26%</td>
</tr>
<tr>
<td>Midwest</td>
<td>27%</td>
<td>26%</td>
</tr>
<tr>
<td>South</td>
<td>31%</td>
<td>24%</td>
</tr>
<tr>
<td>West</td>
<td>33%</td>
<td></td>
</tr>
</tbody>
</table>

Source: HVCB analysis of Harris Poll COVID-19 Wave 80  (September 3 - September 5, 2021)
Rural residents are least likely to purchase travel post-COVID-19

By Urbanicity

- **Hotel Stays**
  - Urban: 27%
  - Suburban: 31%
  - Rural: 23%

- **Plane tickets**
  - Urban: 27%
  - Suburban: 31%
  - Rural: 17%

Source: HVCB analysis of Harris Poll COVID-19 Wave 80 (September 3 - September 5, 2021)
Impact on School
How concerned are you that schools will have to go back to virtual or online classes because of COVID?

Source: HVCB analysis of Harris Poll COVID-19 Wave 80 (September 3 - September 5, 2021)
How critical is in-person schooling to the following developmental aspects for students?

By Gender

- **Social health**: 89% Male, 88% Female
- **Emotional health**: 88% Male, 86% Female
- **Mental health**: 87% Male, 86% Female
- **Academic well-being**: 85% Male, 83% Female

Source: HVCB analysis of Harris Poll COVID-19 Wave 80 (September 3 - September 5, 2021)
How critical is in-person schooling to the following developmental aspects for students?

By Age

Social health: Gen Z 89%, Millennials 84%, Gen X 78%, Boomer + 71%
Emotional health: Gen Z 91%, Millennials 85%, Gen X 84%, Boomer + 71%
Mental health: Gen Z 92%, Millennials 88%, Gen X 85%, Boomer + 81%
Academic well-being: Gen Z 94%, Millennials 85%, Gen X 81%, Boomer + 85%

Source: HVCB analysis of Harris Poll COVID-19 Wave 80 (September 3 - September 5, 2021)
How critical is in-person schooling to the following developmental aspects for students?

**By Income**

- **Social health:**
  - Less than $50K: 86%
  - $50-99K: 90%
  - $100K+: 89%

- **Emotional health:**
  - Less than $50K: 84%
  - $50-99K: 90%
  - $100K+: 87%

- **Mental health:**
  - Less than $50K: 84%
  - $50-99K: 89%
  - $100K+: 87%

- **Academic well-being:**
  - Less than $50K: 82%
  - $50-99K: 83%
  - $100K+: 87%

*Source: HVCB analysis of Harris Poll COVID-19 Wave 80 (September 3 - September 5, 2021)*
How critical is in-person schooling to the following developmental aspects for students?

**By Region**

- **Social health**:
  - Northeast: 91%
  - Midwest: 90%
  - South: 85%
  - West: 90%

- **Emotional health**:
  - Northeast: 89%
  - Midwest: 86%
  - South: 84%
  - West: 91%

- **Mental health**:
  - Northeast: 88%
  - Midwest: 87%
  - South: 83%
  - West: 88%

- **Academic well-being**:
  - Northeast: 83%
  - Midwest: 83%
  - South: 82%
  - West: 89%

Source: HVCB analysis of Harris Poll COVID-19 Wave 80 (September 3 - September 5, 2021)
How concerned are you about the following potential issues due to long-term effects of virtual schooling because of COVID?

- Worsening inequality: 72%
- Higher rates of anxiety or depression: 84%
- Lower student outcomes: 84%
- Lack of social emotional intelligence/social skills: 85%
- Lack of education quality/loss of learning: 85%

Source: HVCB analysis of Harris Poll COVID-19 Wave 80 (September 3 - September 5, 2021)
Do you think it will be difficult to reverse the negative impacts of virtual schooling and lack of in-person schooling for the following?

**By Gender**

<table>
<thead>
<tr>
<th>Issue</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lack of education quality/loss of learning</td>
<td>79%</td>
<td>80%</td>
</tr>
<tr>
<td>Lack of social emotional intelligence/social skills</td>
<td>80%</td>
<td>79%</td>
</tr>
<tr>
<td>Lower student outcomes</td>
<td>77%</td>
<td>80%</td>
</tr>
<tr>
<td>Higher rates of anxiety or depression</td>
<td>77%</td>
<td>81%</td>
</tr>
<tr>
<td>Worsening inequality</td>
<td>75%</td>
<td>78%</td>
</tr>
</tbody>
</table>

Source: HVCB analysis of Harris Poll COVID-19 Wave 80 (September 3 - September 5, 2021)
Do you think it will be difficult to reverse the negative impacts of virtual schooling and lack of in-person schooling for the following??

**By Age**

- **Lack of education quality/ loss of learning**
  - Gen Z: 82%
  - Millennials: 79%
  - Gen X: 81%
  - Boomer+: 69%

- **Lack of social emotional intelligence/ social skills**
  - Gen Z: 80%
  - Millennials: 79%
  - Gen X: 80%
  - Boomer+: 79%

- **Lower student outcomes**
  - Gen Z: 79%
  - Millennials: 80%
  - Gen X: 80%

- **Higher rates of anxiety or depression**
  - Gen Z: 84%
  - Millennials: 76%

- **Worsening inequality**
  - Gen Z: 78%
  - Millennials: 79%
  - Gen X: 77%
  - Boomer+: 73%

**Source:** HVCB analysis of Harris Poll COVID-19 Wave 80 (September 3 - September 5, 2021)
Do you think it will be difficult to reverse the negative impacts of virtual schooling and lack of in-person schooling for the following?

**By Income**

<table>
<thead>
<tr>
<th>Issue</th>
<th>Less than $50K</th>
<th>$50-99K</th>
<th>$100K+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lack of education quality/ loss of learning</td>
<td>79%</td>
<td>77%</td>
<td>82%</td>
</tr>
<tr>
<td>Lack of social emotional intelligence/ social skills</td>
<td>80%</td>
<td>76%</td>
<td>82%</td>
</tr>
<tr>
<td>Lower student outcomes</td>
<td>78%</td>
<td>75%</td>
<td>81%</td>
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<td>Higher rates of anxiety or depression</td>
<td>82%</td>
<td>76%</td>
<td>81%</td>
</tr>
<tr>
<td>Worsening inequality</td>
<td>76%</td>
<td>72%</td>
<td>81%</td>
</tr>
</tbody>
</table>

Source: HVCB analysis of Harris Poll COVID-19 Wave 80 (September 3 - September 5, 2021)
Do you think it will be difficult to reverse the negative impacts of virtual schooling and lack of in-person schooling for the following?

By Region

- **Lack of education quality/ loss of learning**
  - Northeast: 79%
  - Midwest: 75%
  - South: 80%
  - West: 83%

- **Lack of social emotional intelligence/ social skills**
  - Northeast: 79%
  - Midwest: 74%
  - South: 81%
  - West: 83%

- **Lower student outcomes**
  - Northeast: 74%
  - Midwest: 73%
  - South: 81%
  - West: 83%

- **Higher rates of anxiety or depression**
  - Northeast: 75%
  - Midwest: 75%
  - South: 78%
  - West: 87%

- **Worsening inequality**
  - Northeast: 73%
  - Midwest: 72%
  - South: 78%
  - West: 81%

Source: HVCB analysis of Harris Poll COVID-19 Wave 80 (September 3 - September 5, 2021)
Do you support or oppose digital vaccine passports which store a person’s vaccination status?

**By Gender**

- **Strongly support**
  - Male: 46%
  - Female: 37%
- **Somewhat support**
  - Male: 34%
  - Female: 29%
- **Somewhat oppose**
  - Male: 11%
  - Female: 16%
- **Strongly oppose**
  - Male: 22%
  - Female: 20%

Source: HVCB analysis of Harris Poll COVID-19 Wave 80 (September 3 - September 5, 2021)
Do you support or oppose digital vaccine passports which store a person’s vaccination status?

By Age

- Strongly support
  - Gen Z: 40%
  - Millennials: 32%
  - Gen X: 35%
  - Boomer+: 31%

- Somewhat support
  - Gen Z: 42%
  - Millennials: 36%
  - Gen X: 25%
  - Boomer+: 29%

- Somewhat oppose
  - Gen Z: 15%
  - Millennials: 15%
  - Gen X: 13%
  - Boomer+: 13%

- Strongly oppose
  - Gen Z: 4%
  - Millennials: 4%
  - Gen X: 17%
  - Boomer+: 26%

Source: HVCB analysis of Harris Poll COVID-19 Wave 80 (September 3 - September 5, 2021)
Do you support or oppose digital vaccine passports which store a person’s vaccination status?

**By Income**

- **Less than $50K**
  - Strongly support: 30%
  - Somewhat support: 33%
  - Somewhat oppose: 17%
  - Strongly oppose: 20%

- **$50-99K**
  - Strongly support: 29%
  - Somewhat support: 33%
  - Somewhat oppose: 16%
  - Strongly oppose: 22%

- **$100K+**
  - Strongly support: 42%
  - Somewhat support: 29%
  - Somewhat oppose: 19%
  - Strongly oppose: 19%

*Source: HVCB analysis of Harris Poll COVID-19 Wave 80 (September 3 - September 5, 2021)*
Do you support or oppose digital vaccine passports which store a person’s vaccination status?

**By Region**

- **Northeast**
  - Strongly support: 46%
  - Somewhat support: 29%
  - Somewhat oppose: 25%
  - Strongly oppose: 14%

- **Midwest**
  - Strongly support: 35%
  - Somewhat support: 34%
  - Somewhat oppose: 25%
  - Strongly oppose: 14%

- **South**
  - Strongly support: 31%
  - Somewhat support: 35%
  - Somewhat oppose: 15%
  - Strongly oppose: 12%

- **West**
  - Strongly support: 26%
  - Somewhat support: 21%
  - Somewhat oppose: 18%
  - Strongly oppose: 19%

Source: HVCB analysis of Harris Poll COVID-19 Wave 80 (September 3 - September 5, 2021)
Do you support or oppose digital vaccine passports which store a person’s vaccination status?

By Urbanicity

<table>
<thead>
<tr>
<th>Category</th>
<th>Urban</th>
<th>Rural</th>
<th>Suburban</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly support</td>
<td>26%</td>
<td>32%</td>
<td>41%</td>
</tr>
<tr>
<td>Somewhat support</td>
<td>31%</td>
<td>26%</td>
<td>34%</td>
</tr>
<tr>
<td>Somewhat oppose</td>
<td>14%</td>
<td>15%</td>
<td>14%</td>
</tr>
<tr>
<td>Strongly oppose</td>
<td>14%</td>
<td>20%</td>
<td>34%</td>
</tr>
</tbody>
</table>

Source: HVCB analysis of Harris Poll COVID-19 Wave 80 (September 3 - September 5, 2021)
Which of the following public activities should require people to show their vaccine passport to attend?

- Entering a store: 55%
- Going to work: 63%
- Sending your child to school: 63%
- Sporting events: 64%
- Concerts: 65%
- Attending college: 67%
- Flying on a plane: 67%

Source: HVCB analysis of Harris Poll COVID-19 Wave 80 (September 3 - September 5, 2021)
Do you support or oppose people required to show their vaccine passport to fly on a plane?

**By Gender**

<table>
<thead>
<tr>
<th></th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly support</td>
<td>46%</td>
<td>46%</td>
</tr>
<tr>
<td>Somewhat support</td>
<td>22%</td>
<td>22%</td>
</tr>
<tr>
<td>Somewhat oppose</td>
<td>12%</td>
<td>12%</td>
</tr>
<tr>
<td>Strongly oppose</td>
<td>21%</td>
<td>21%</td>
</tr>
</tbody>
</table>

Source: HVCB analysis of Harris Poll COVID-19 Wave 80 (September 3 - September 5, 2021)
Do you support or oppose people required to show their vaccine passport to fly on a plane?

By Age

Source: HVCB analysis of Harris Poll COVID-19 Wave 80 (September 3 - September 5, 2021)
Do you support or oppose people required to show their vaccine passport to fly on a plane?

**By Income**

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

Source: HVCB analysis of Harris Poll COVID-19 Wave 80 (September 3 - September 5, 2021)
Do you support or oppose people required to show their vaccine passport to fly on a plane?

By Region

Source: HVCB analysis of Harris Poll COVID-19 Wave 80  (September 3 - September 5, 2021)
Do you support or oppose people required to show their vaccine passport to fly on a plane?

By Urbanicity

Strongly support

Somewhat support

Somewhat oppose

Strongly oppose

Source: HVCB analysis of Harris Poll COVID-19 Wave 80 (September 3 - September 5, 2021)
Impact of Vaccines
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 Gender

- **Very likely**
- **Somewhat likely**
- **Not very likely**
- **Not at all likely**

<table>
<thead>
<tr>
<th>Gender</th>
<th>Very likely</th>
<th>Somewhat likely</th>
<th>Not very likely</th>
<th>Not at all likely</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>67%</td>
<td>16%</td>
<td>7%</td>
<td>10%</td>
</tr>
<tr>
<td>Female</td>
<td>64%</td>
<td>11%</td>
<td>8%</td>
<td>15%</td>
</tr>
</tbody>
</table>

Source: HVCB analysis of Harris Poll COVID-19 Wave 80 (September 3 - September 5, 2021)
How likely are you to get a COVID-19 vaccine as soon as it becomes available?

By Age

<table>
<thead>
<tr>
<th>Age</th>
<th>Very likely</th>
<th>Somewhat likely</th>
<th>Not very likely</th>
<th>Not at all likely</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gen Z</td>
<td>61%</td>
<td>23%</td>
<td>9%</td>
<td>6%</td>
</tr>
<tr>
<td>Millennials</td>
<td>54%</td>
<td>20%</td>
<td>13%</td>
<td>13%</td>
</tr>
<tr>
<td>Gen X</td>
<td>65%</td>
<td>12%</td>
<td>6%</td>
<td>17%</td>
</tr>
<tr>
<td>Boomer+</td>
<td>79%</td>
<td>6%</td>
<td>4%</td>
<td>11%</td>
</tr>
</tbody>
</table>

Source: HVCB analysis of Harris Poll COVID-19 Wave 80 (September 3 - September 5, 2021)
How likely are you to get a COVID-19 vaccine as soon as it becomes available?

<table>
<thead>
<tr>
<th>By Income</th>
<th>Very likely</th>
<th>Somewhat likely</th>
<th>Not very likely</th>
<th>Not at all likely</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than $50K</td>
<td>62%</td>
<td>12%</td>
<td>9%</td>
<td>16%</td>
</tr>
<tr>
<td>$50-$99K</td>
<td>69%</td>
<td>12%</td>
<td>6%</td>
<td>13%</td>
</tr>
<tr>
<td>$100K+</td>
<td>69%</td>
<td>16%</td>
<td>7%</td>
<td>8%</td>
</tr>
</tbody>
</table>

Source: HVCB analysis of Harris Poll COVID-19 Wave 80 (September 3 - September 5, 2021)
How likely are you to get a COVID-19 vaccine as soon as it becomes available?

By Region

- **Northeast**
  - Very likely: 71%
  - Somewhat likely: 11%
  - Not very likely: 9%
  - Not at all likely: 10%

- **Midwest**
  - Very likely: 61%
  - Somewhat likely: 13%
  - Not very likely: 8%
  - Not at all likely: 18%

- **South**
  - Very likely: 67%
  - Somewhat likely: 11%
  - Not very likely: 8%
  - Not at all likely: 13%

- **West**
  - Very likely: 67%
  - Somewhat likely: 19%
  - Not very likely: 5%
  - Not at all likely: 9%

Source: HVCB analysis of Harris Poll COVID-19 Wave 80 (September 3 - September 5, 2021)
How likely are you to get a COVID-19 vaccine as soon as it becomes available?

By Urbanicity

<table>
<thead>
<tr>
<th></th>
<th>Very likely</th>
<th>Somewhat likely</th>
<th>Not very likely</th>
<th>Not at all likely</th>
</tr>
</thead>
<tbody>
<tr>
<td>Urban</td>
<td>65%</td>
<td>18%</td>
<td>8%</td>
<td>9%</td>
</tr>
<tr>
<td>Suburban</td>
<td>70%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rural</td>
<td>59%</td>
<td>9%</td>
<td>8%</td>
<td>23%</td>
</tr>
</tbody>
</table>

Source: HVCB analysis of Harris Poll COVID-19 Wave 80 (September 3 - September 5, 2021)