

The Harris Poll COVID-19 Travel Sentiment

Reported on September 10, 2021



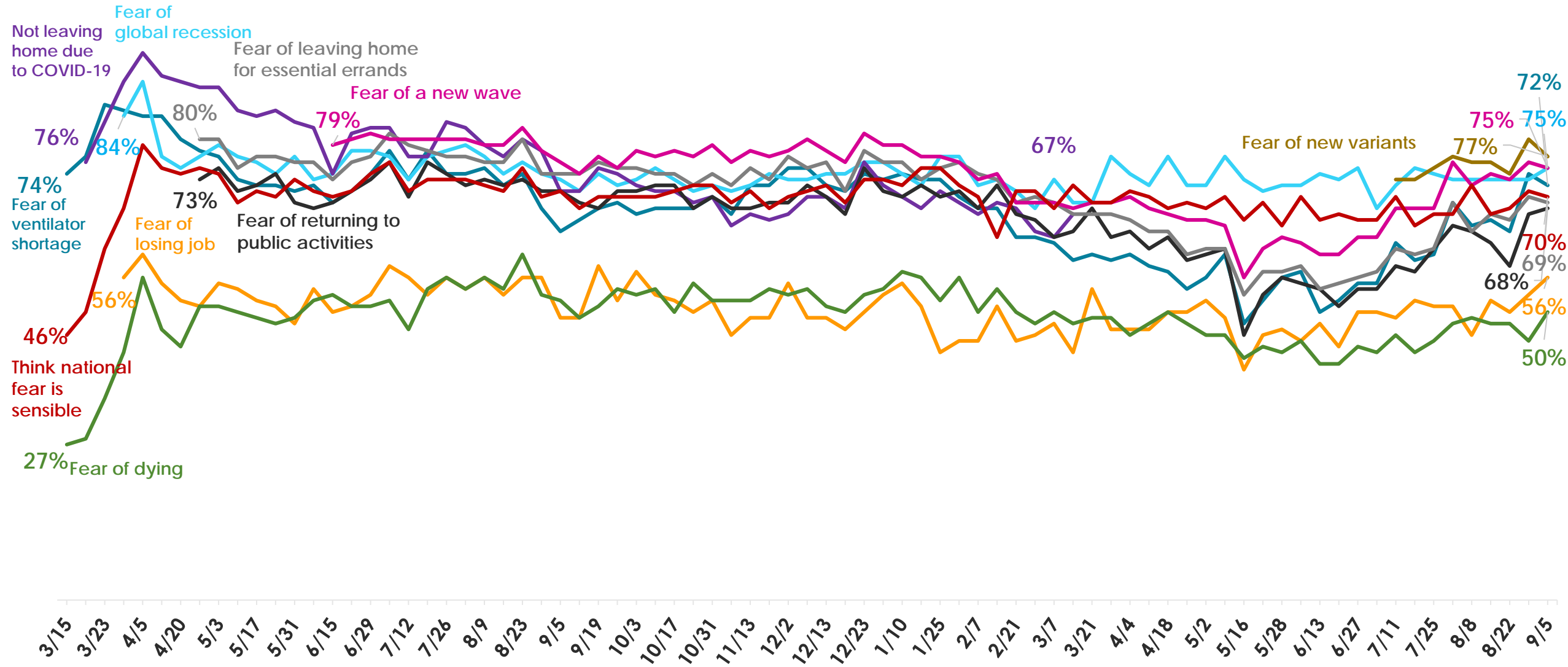
Data Source:

The Harris Poll COVID-19 Tracker

The Harris Poll
COVID-19 Tracker

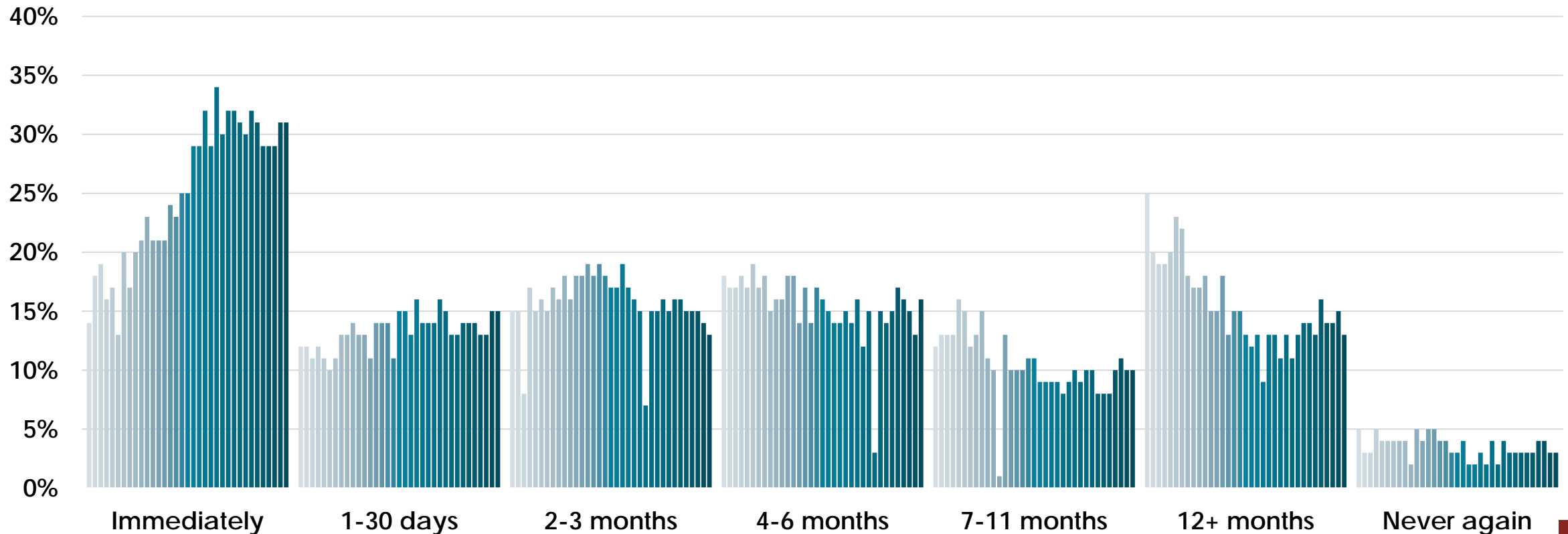
- Bi-weekly overnight polling conducted among a nationally representative sample of U.S. adults on a range of different topics from the economy, healthcare, jobs, education, and mental health
- Sample is the entire U.S. population
 - NOT specific to air travel behavior, income, or age brackets

Fear Sentiment Trends

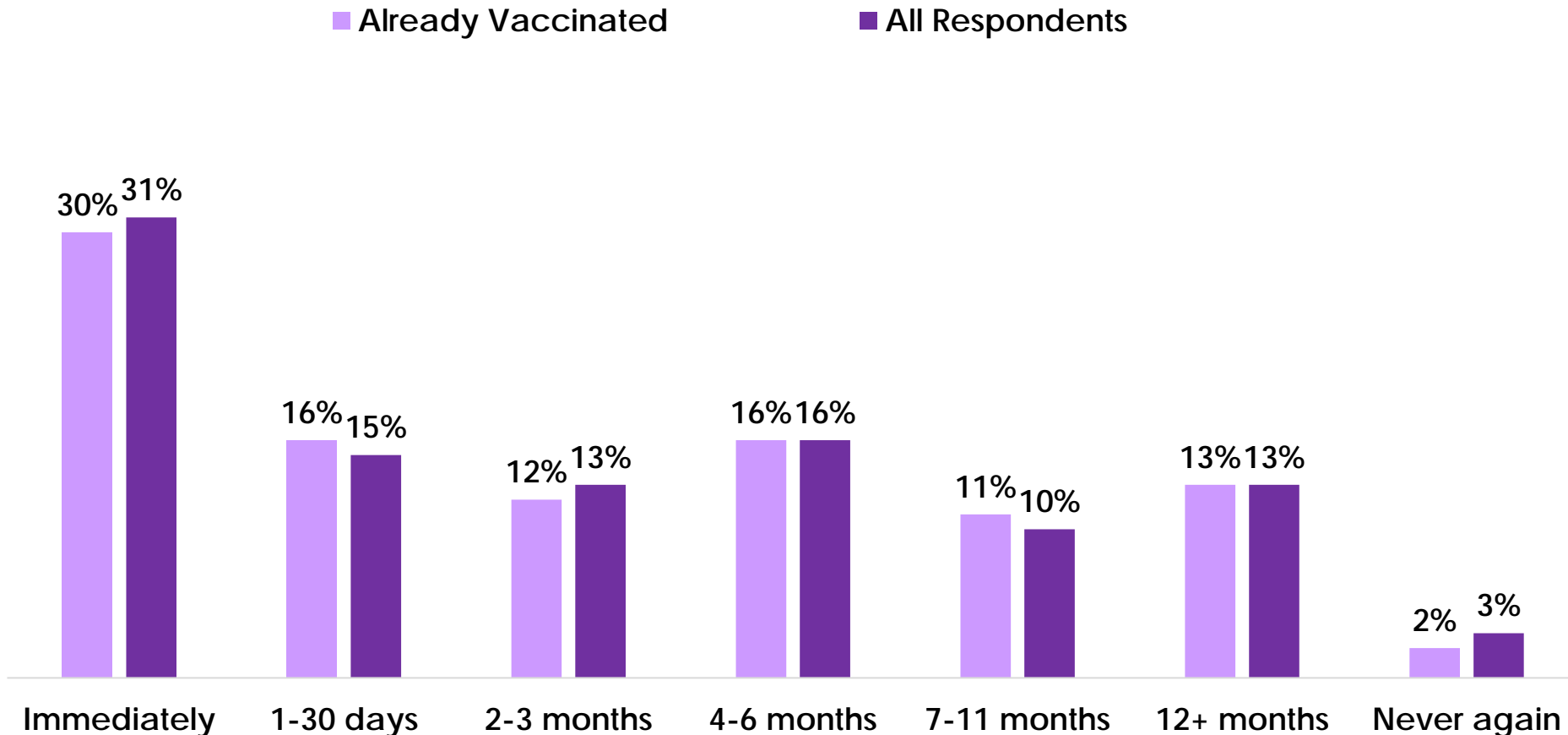


Once we reach herd immunity, how long will it take you to resume pre-pandemic levels of stay in a hotel?

- Wave 46 (1/8-1/10)
- Wave 47 (1/15-1/17)
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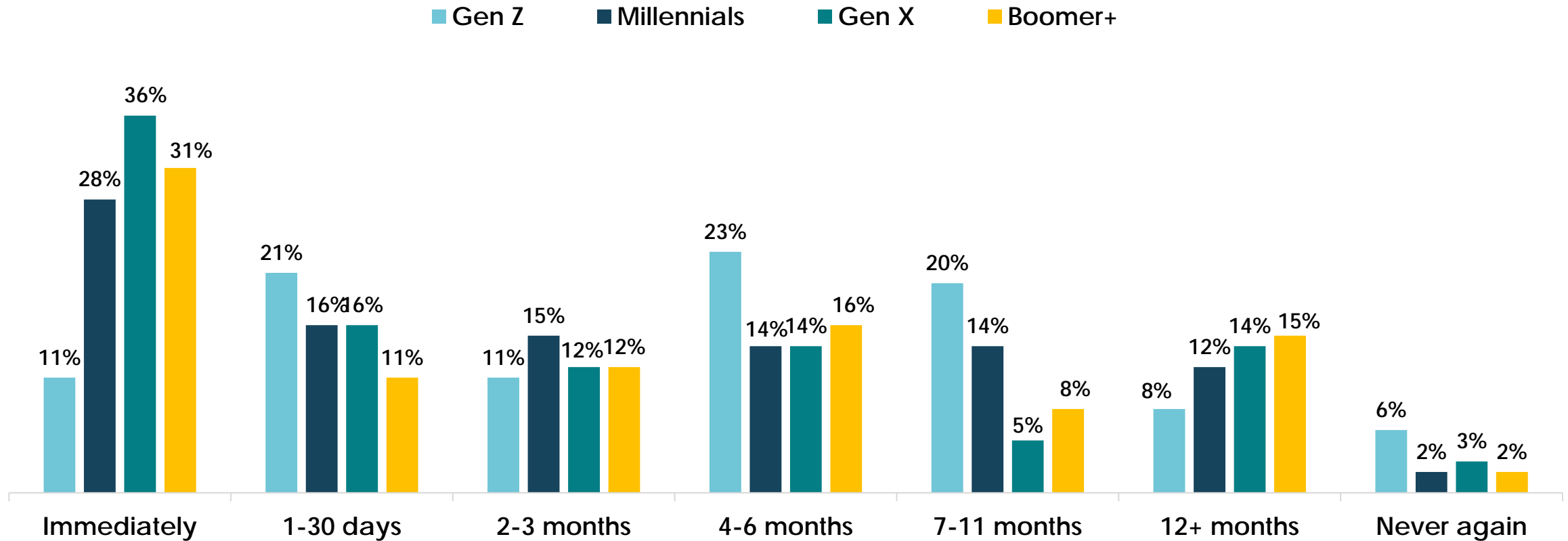


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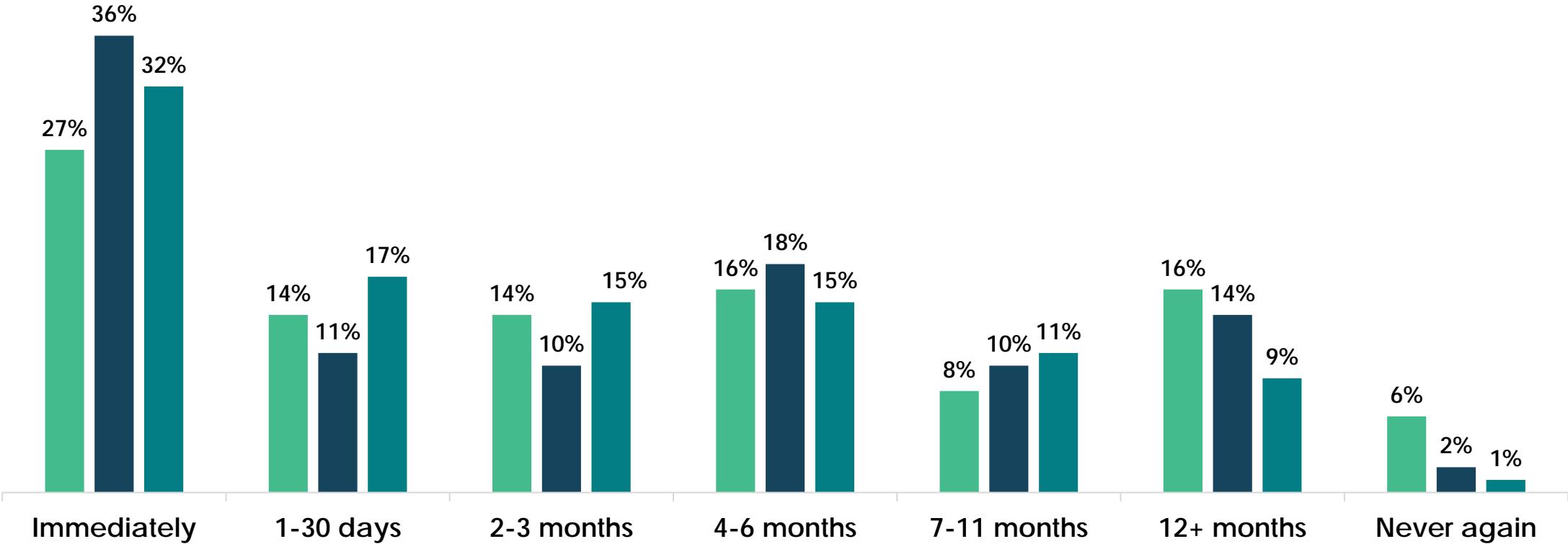
By Age



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

By Income

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

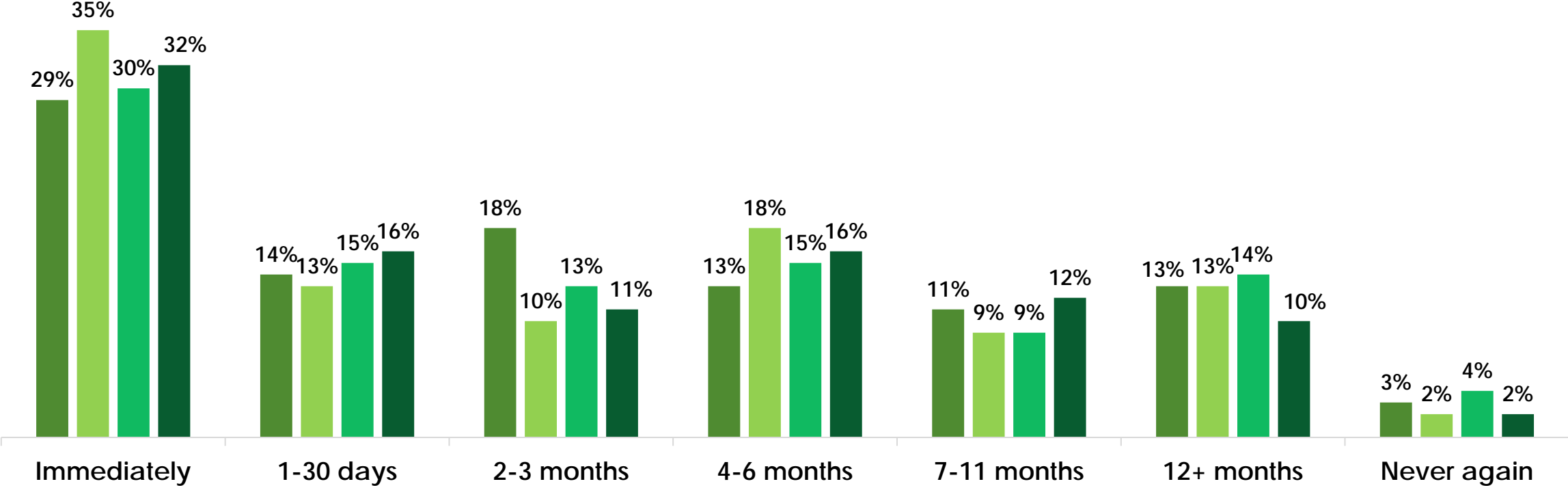


Source: HVCB analysis of Harris Poll COVID-19 Wave 80 (September 3 - September 5, 2021)

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

By Region

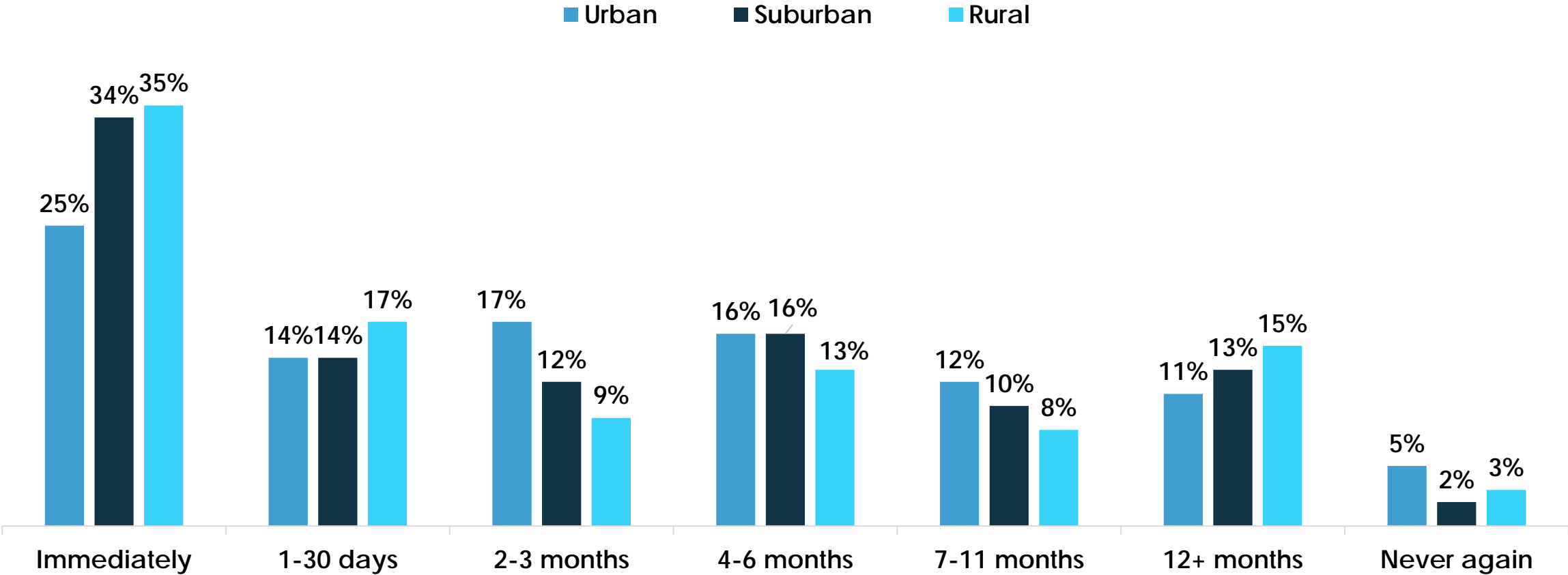
■ Northeast ■ Midwest ■ South ■ West



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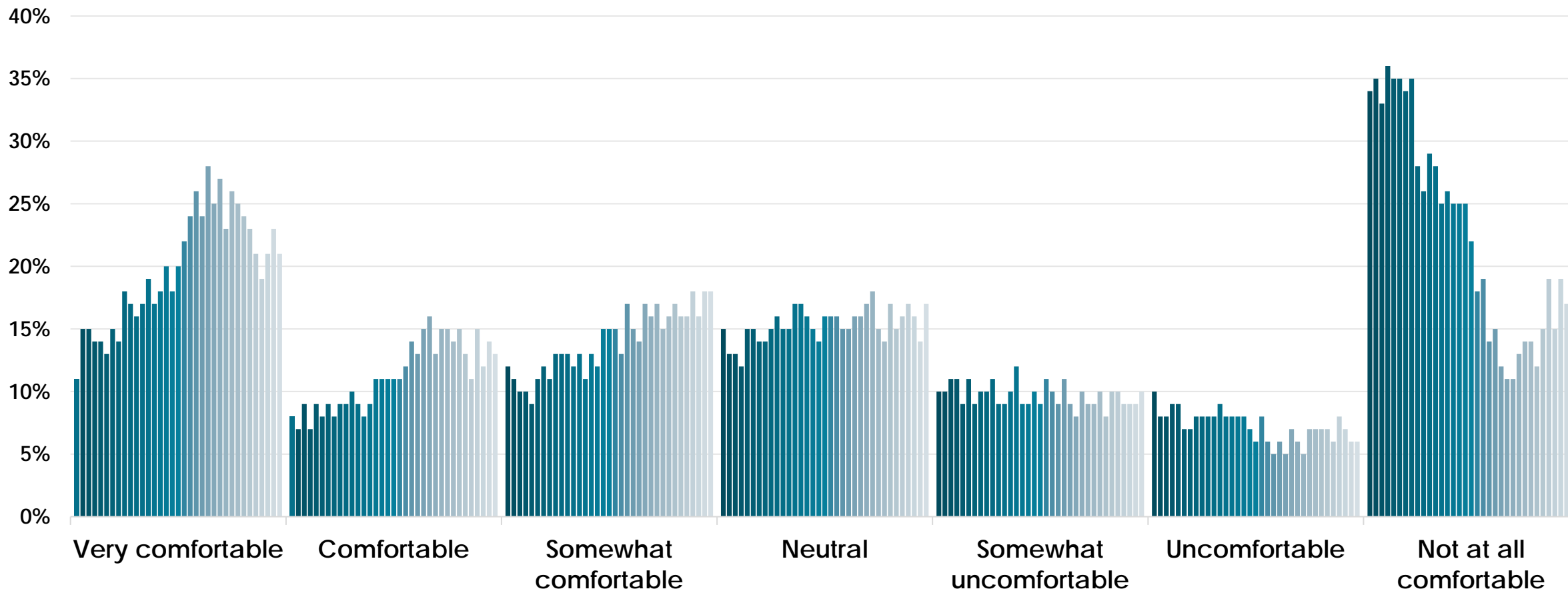
By Urbanicity



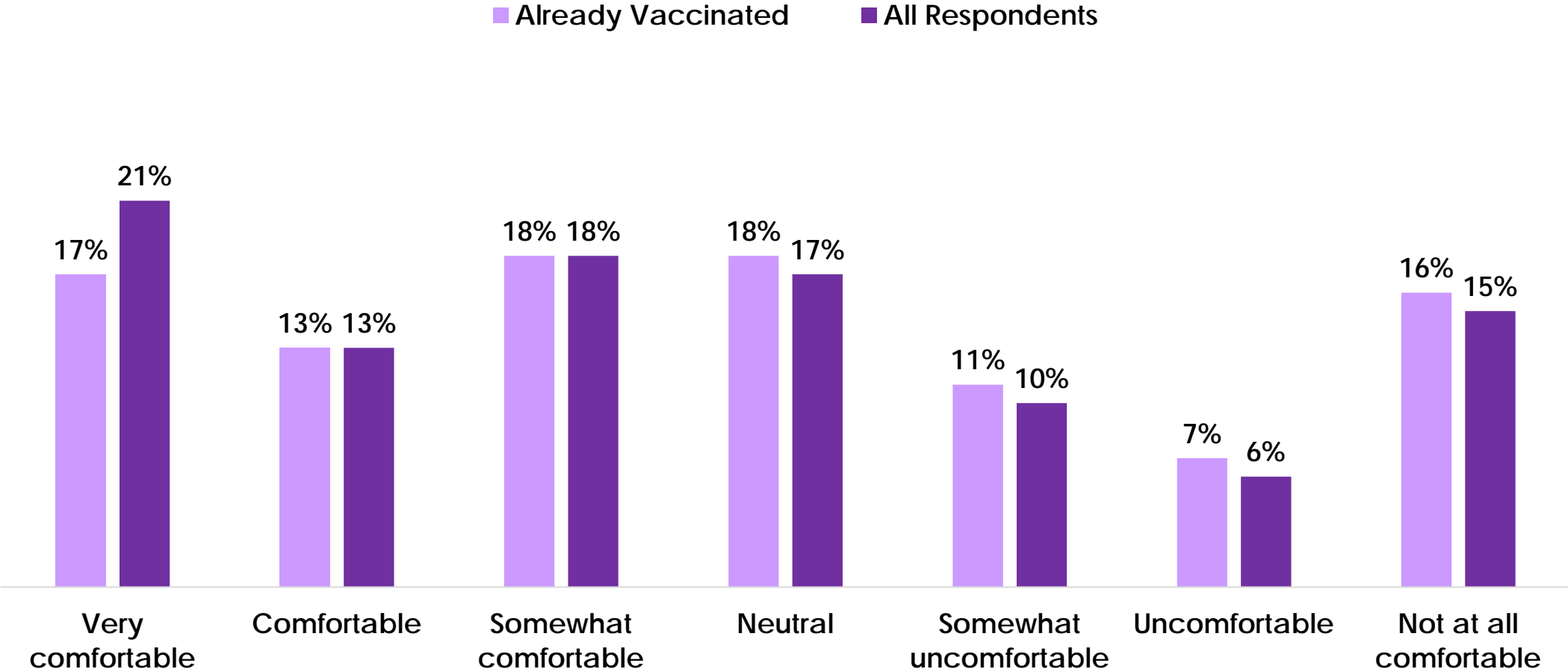
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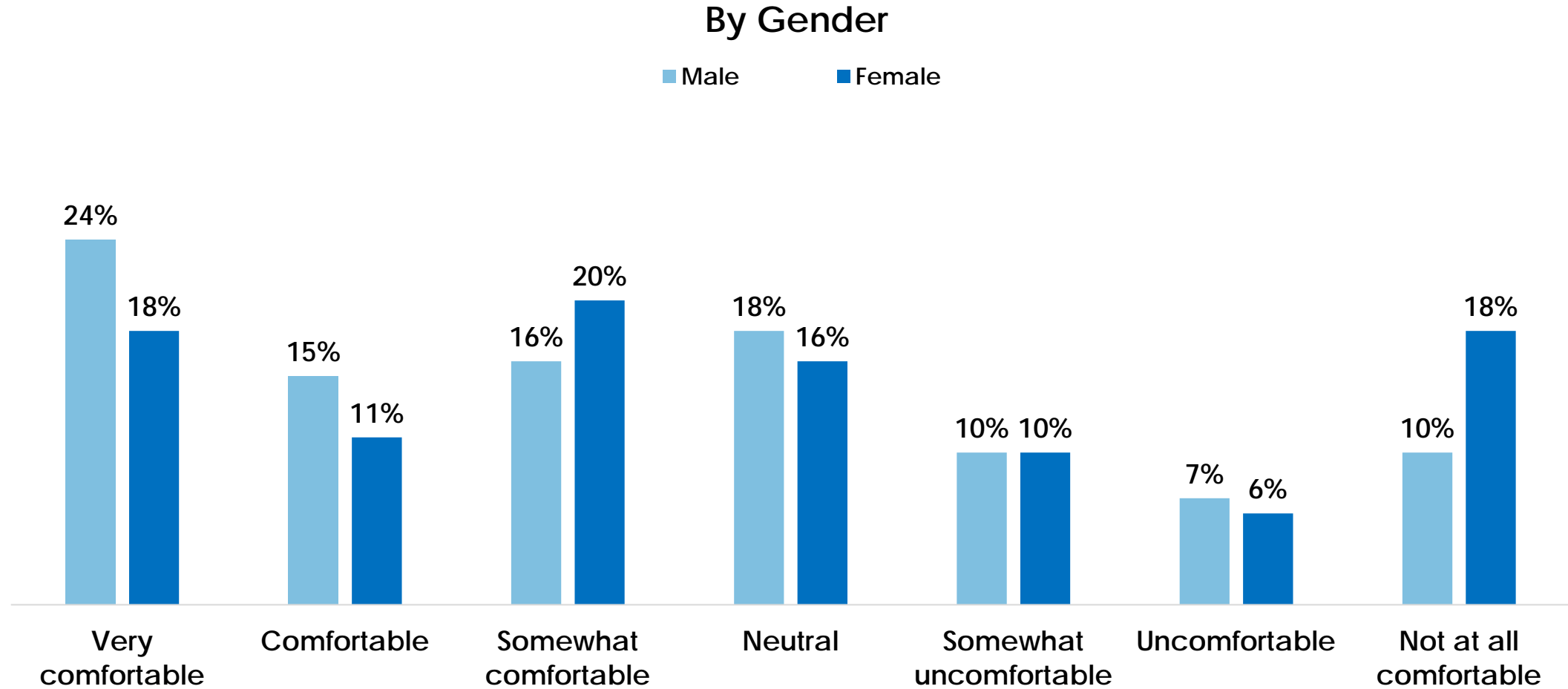


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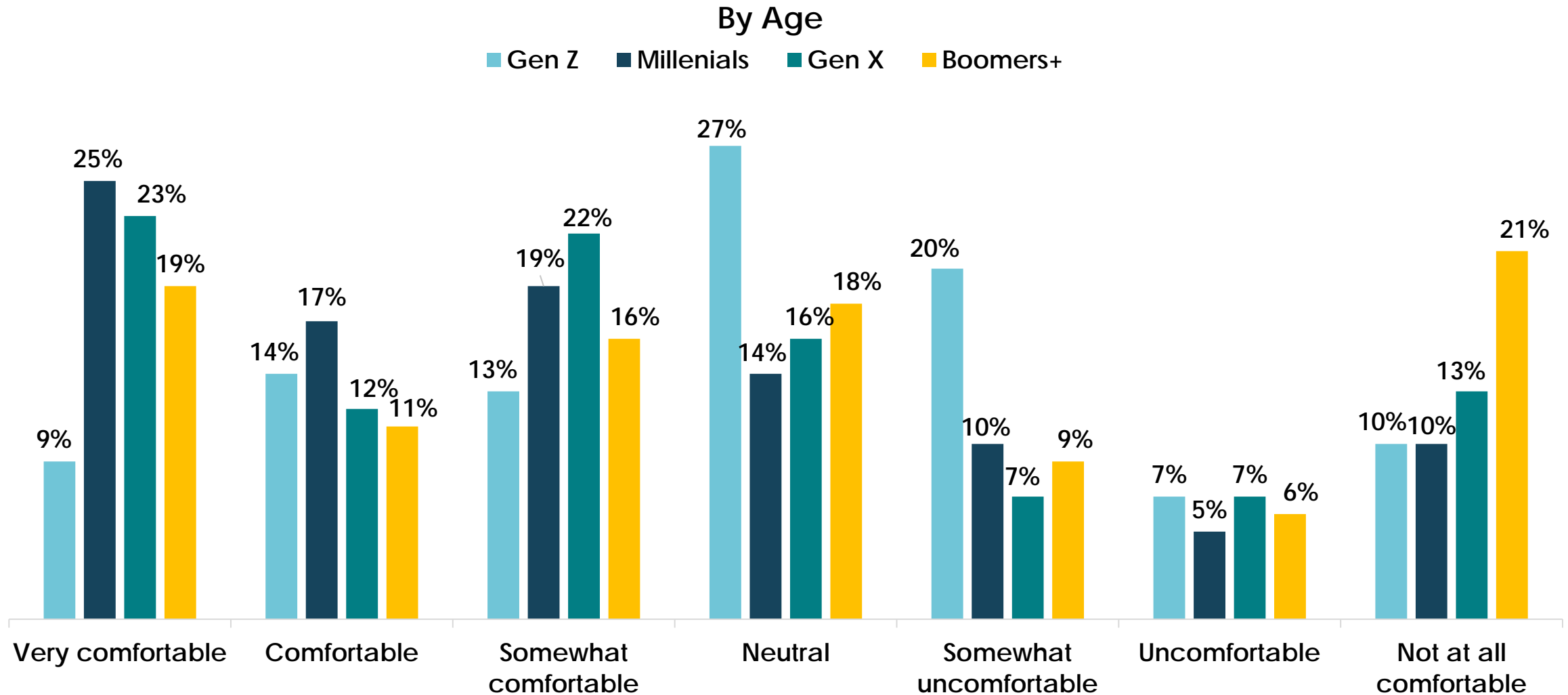


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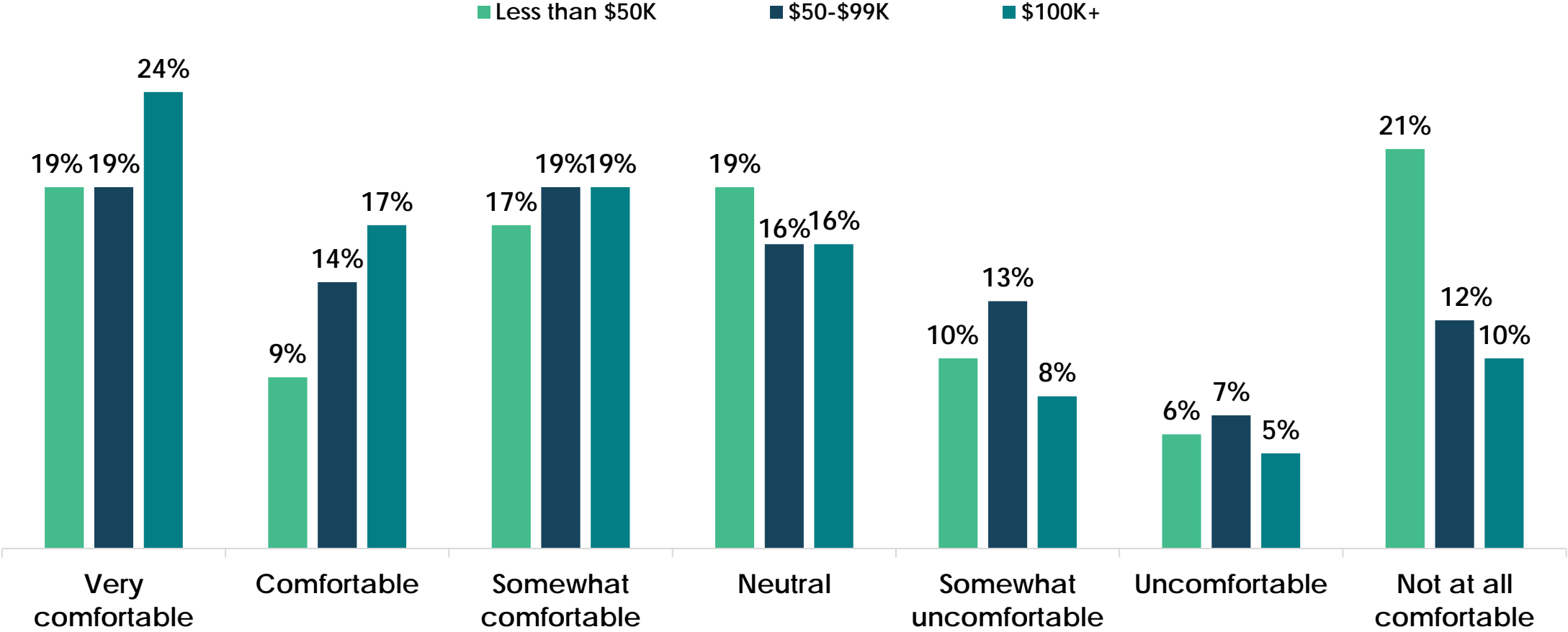


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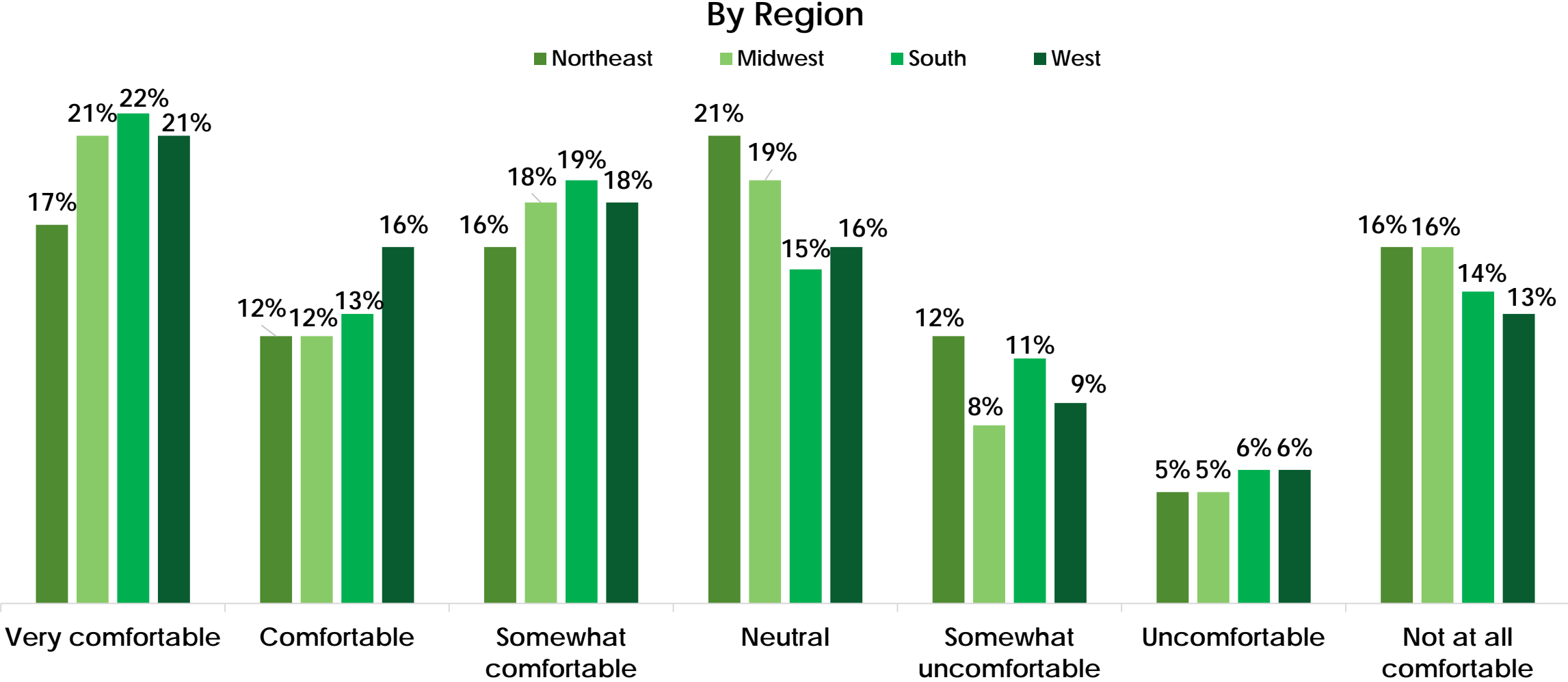
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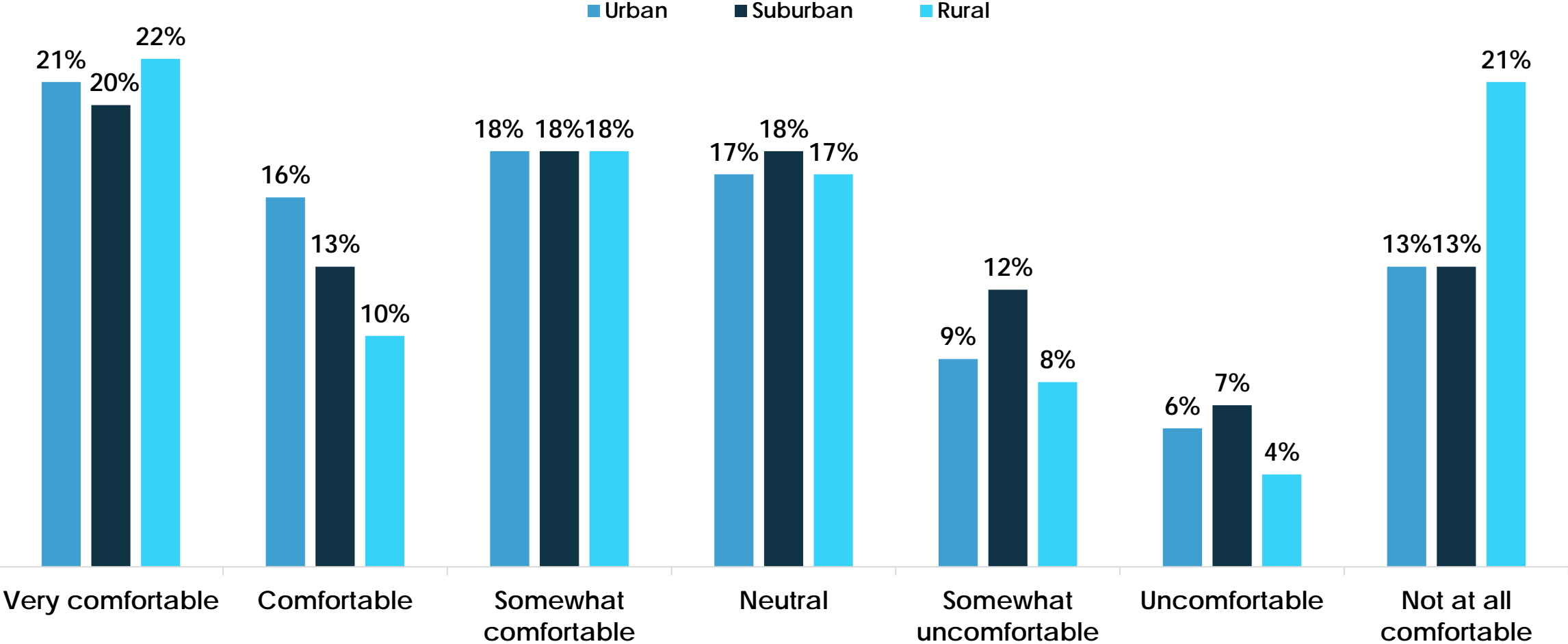
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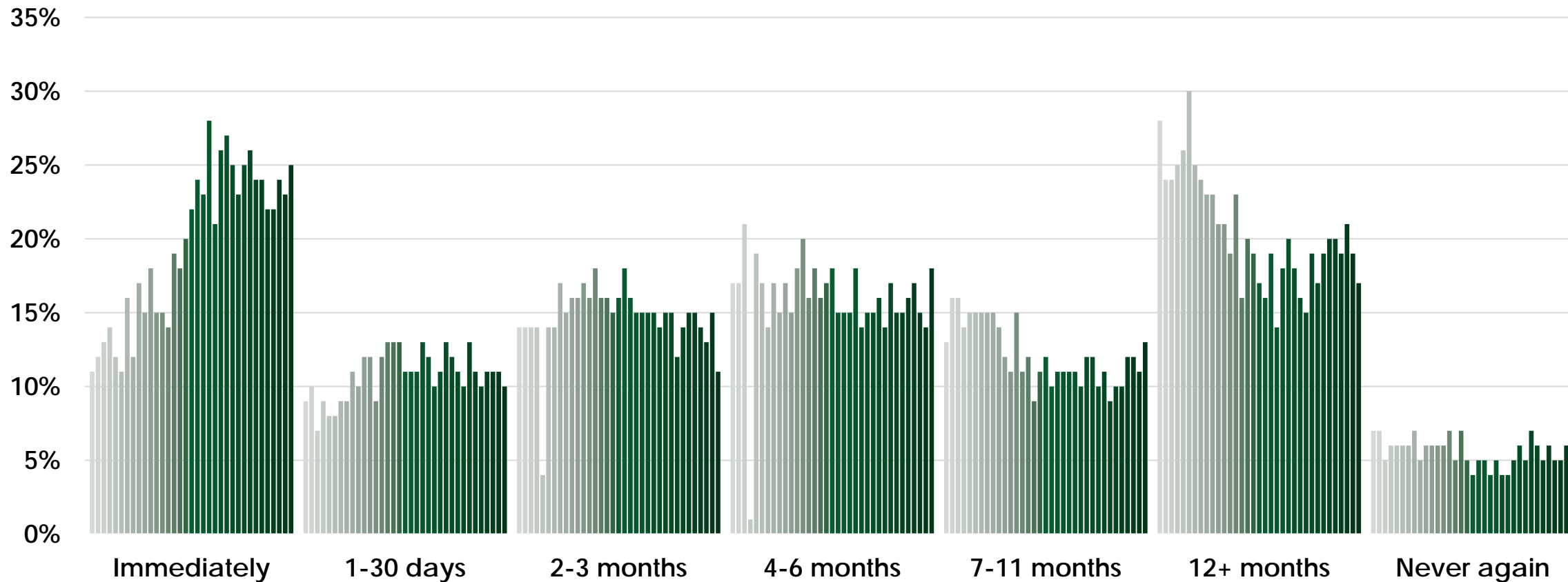
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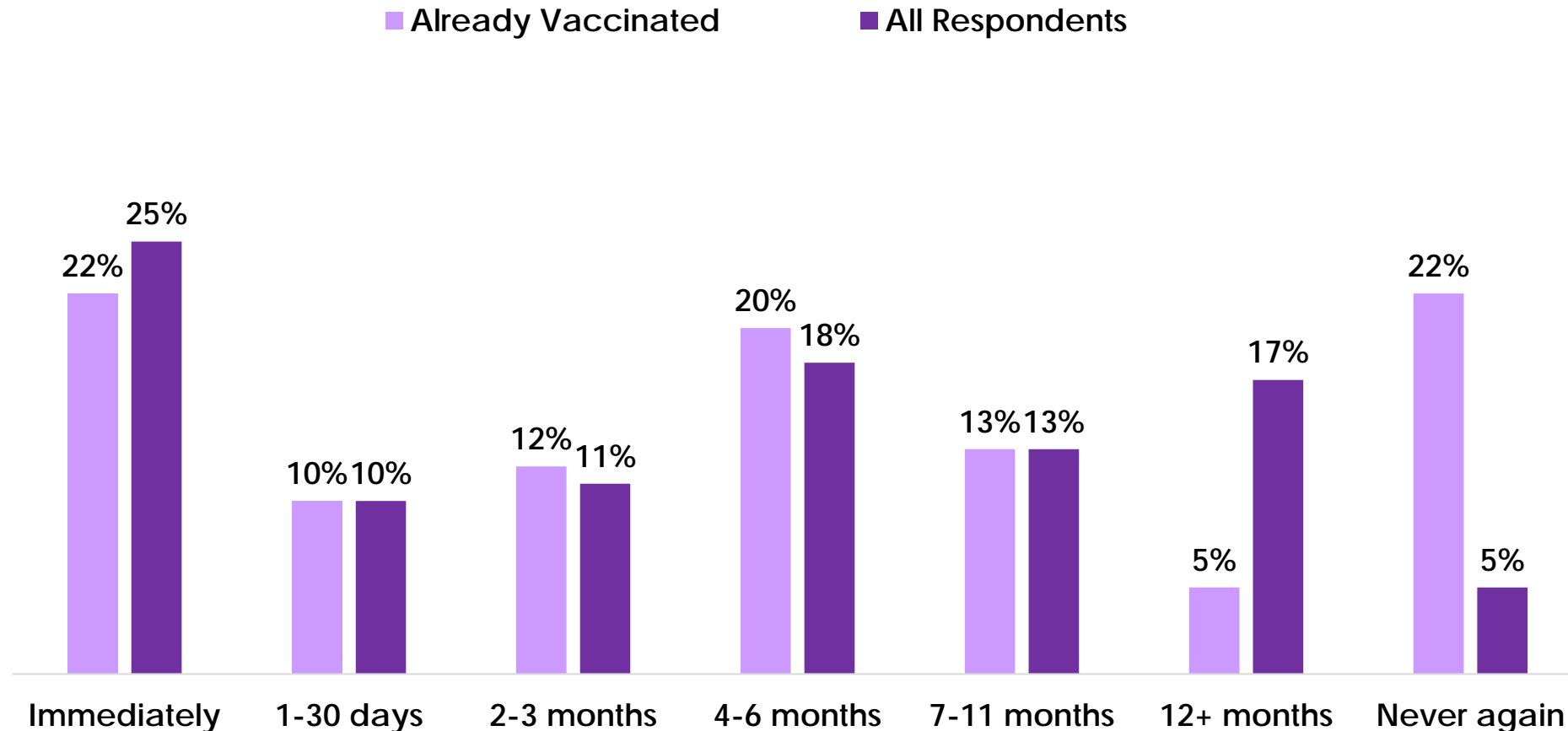
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Once we reach herd immunity, how long will it take you to resume pre-pandemic activity levels for flying on a plane?

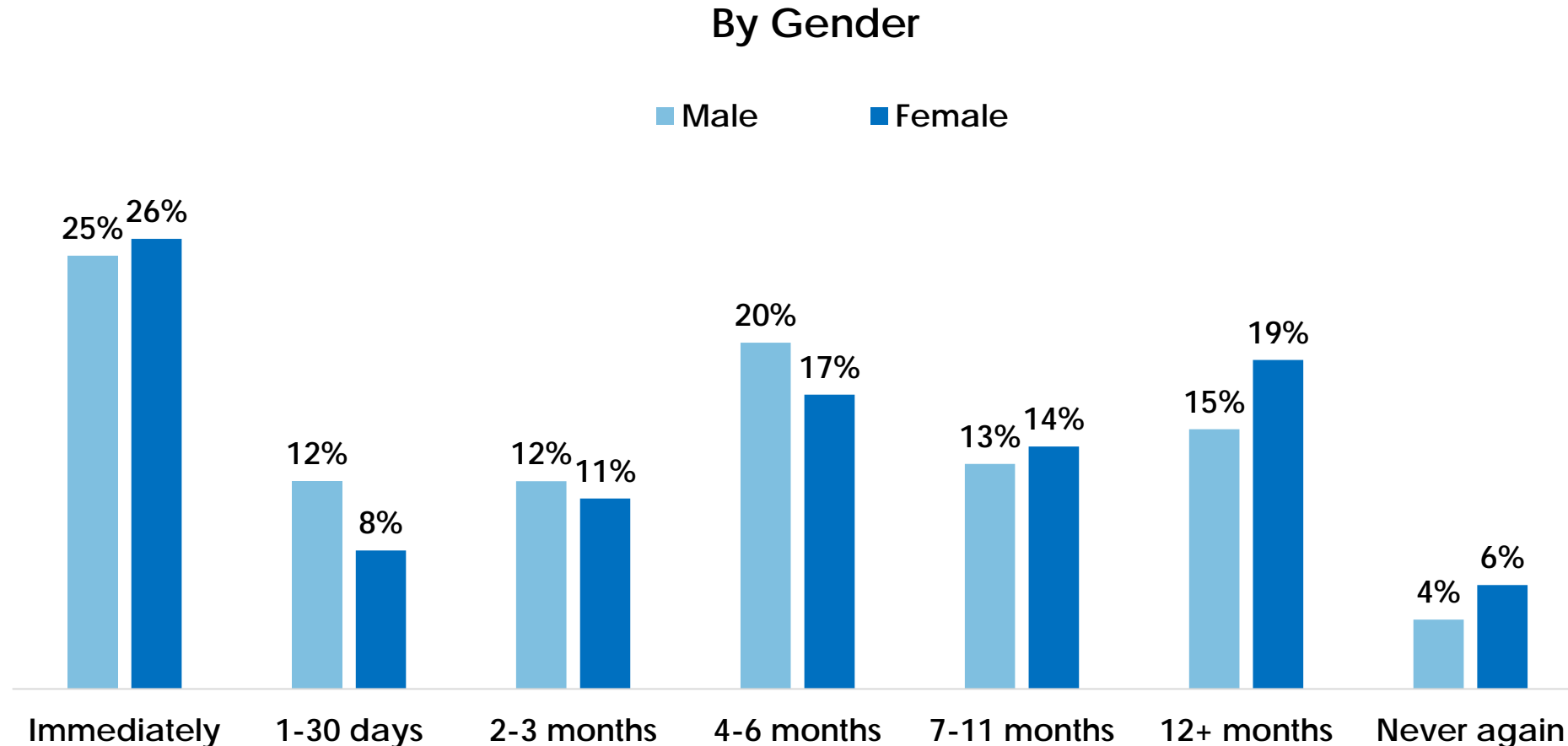
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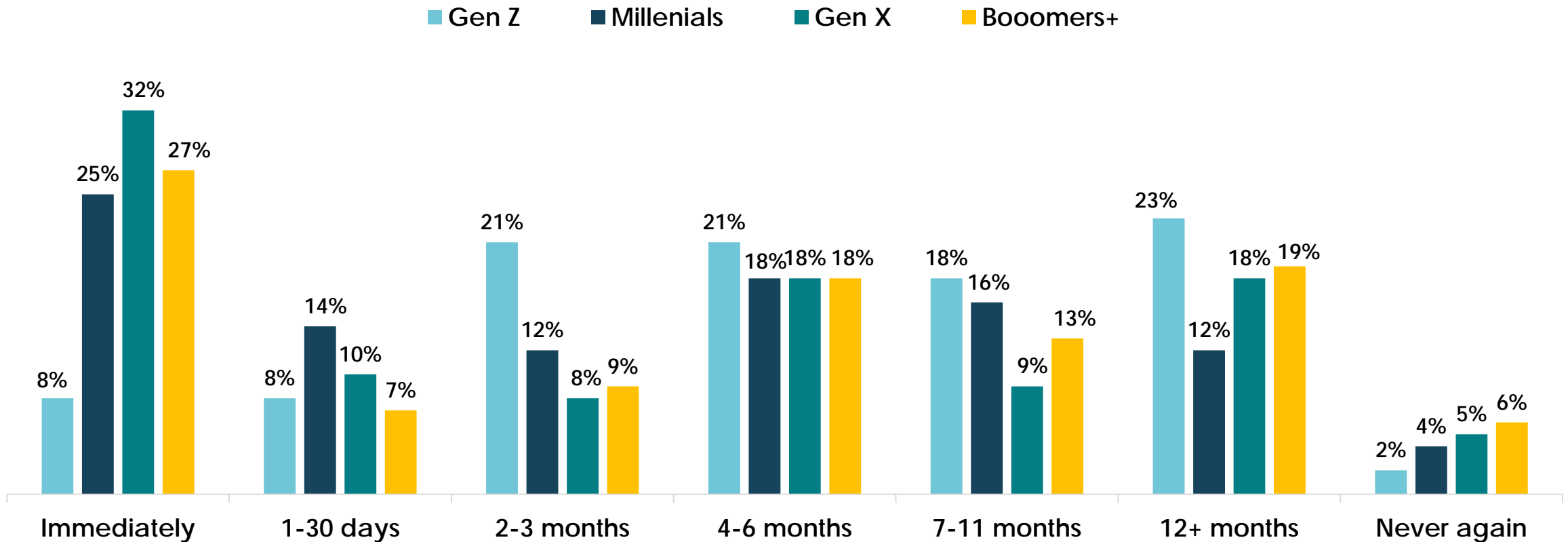


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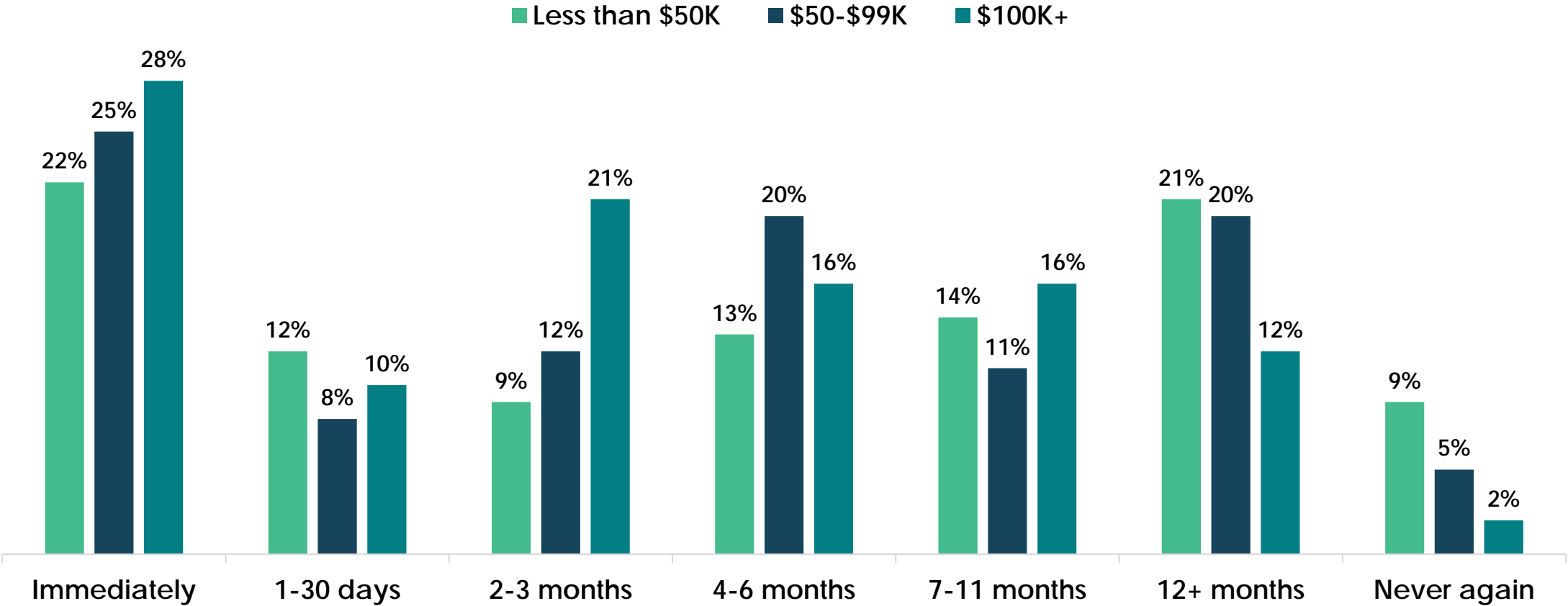
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By Age



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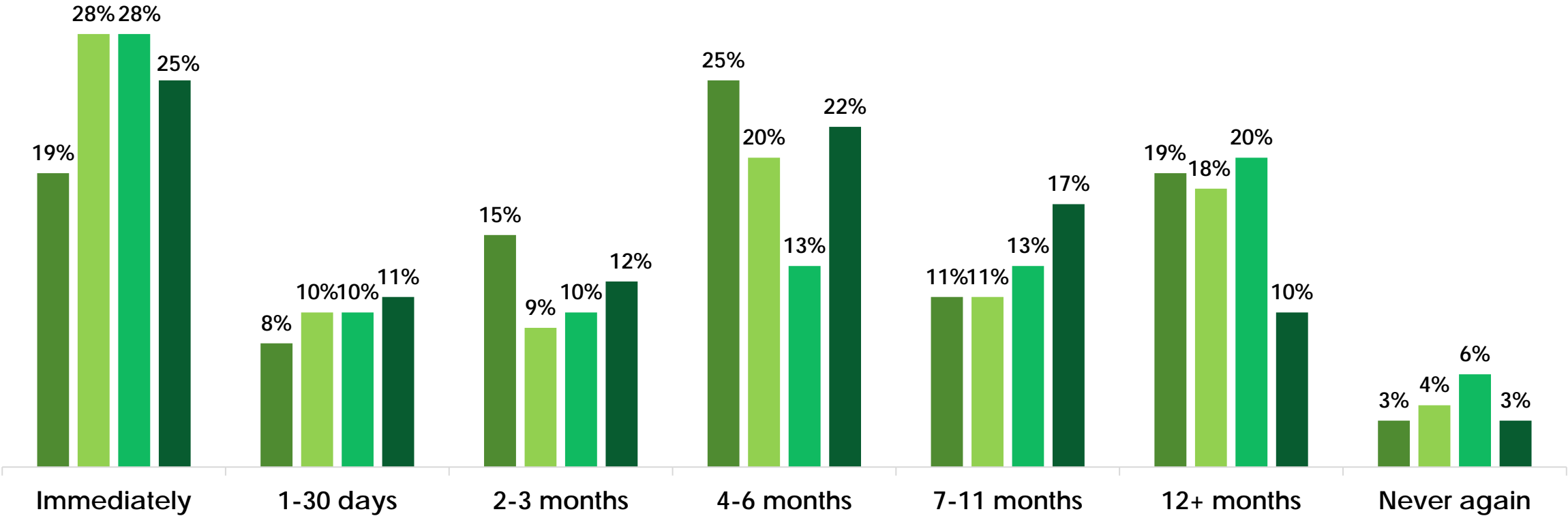


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By Region

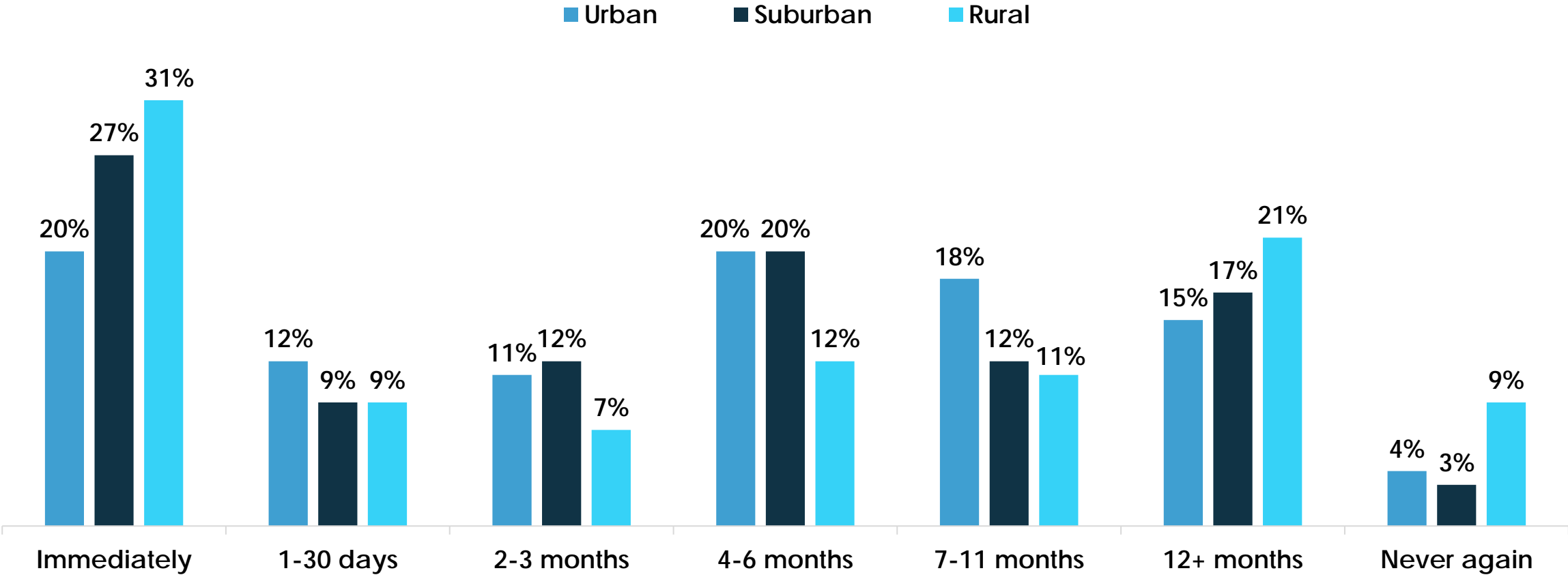
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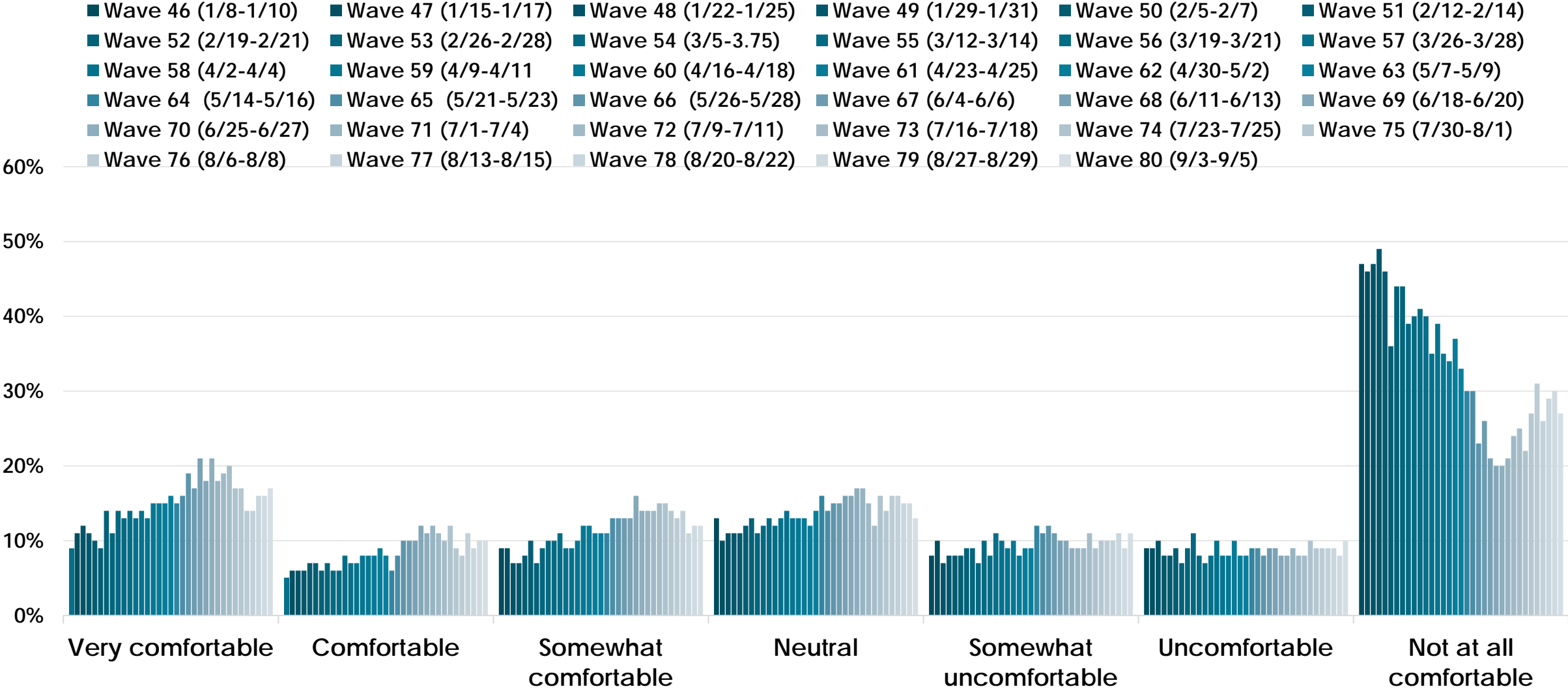
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By Urbanicity



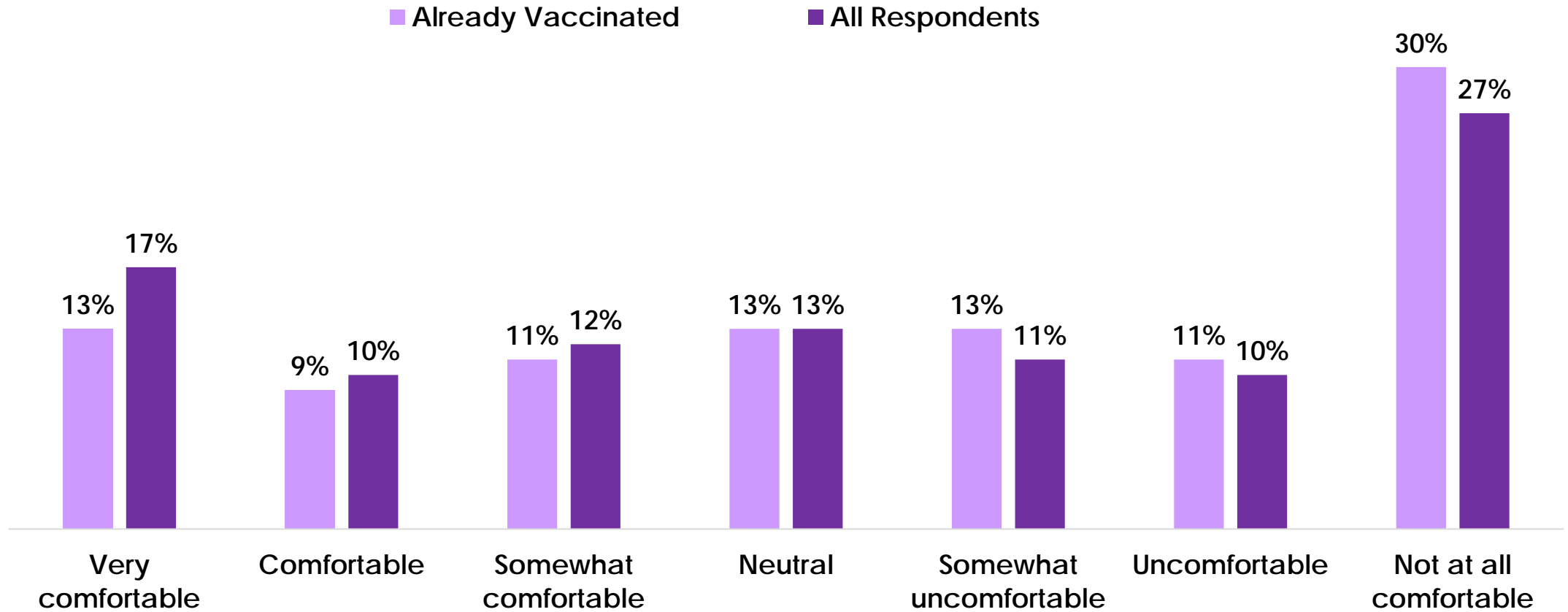
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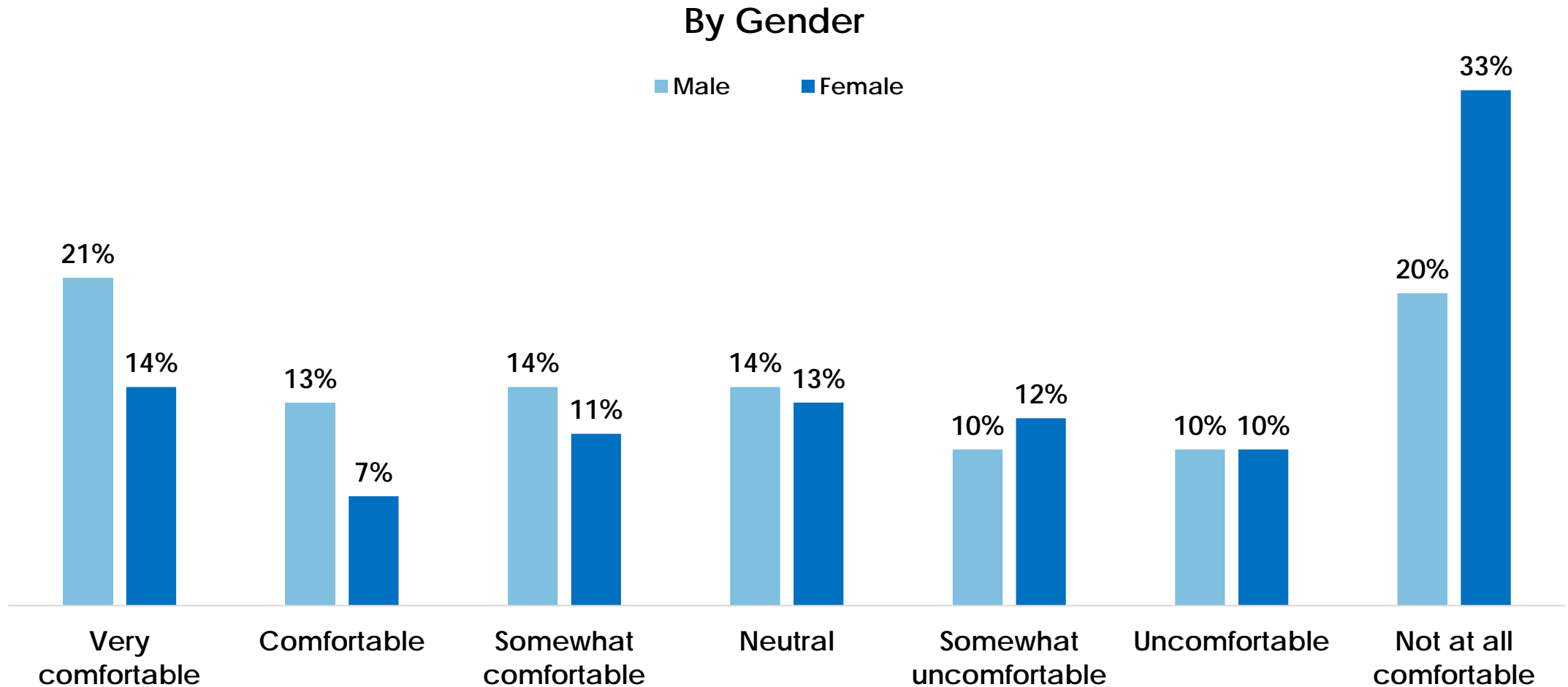


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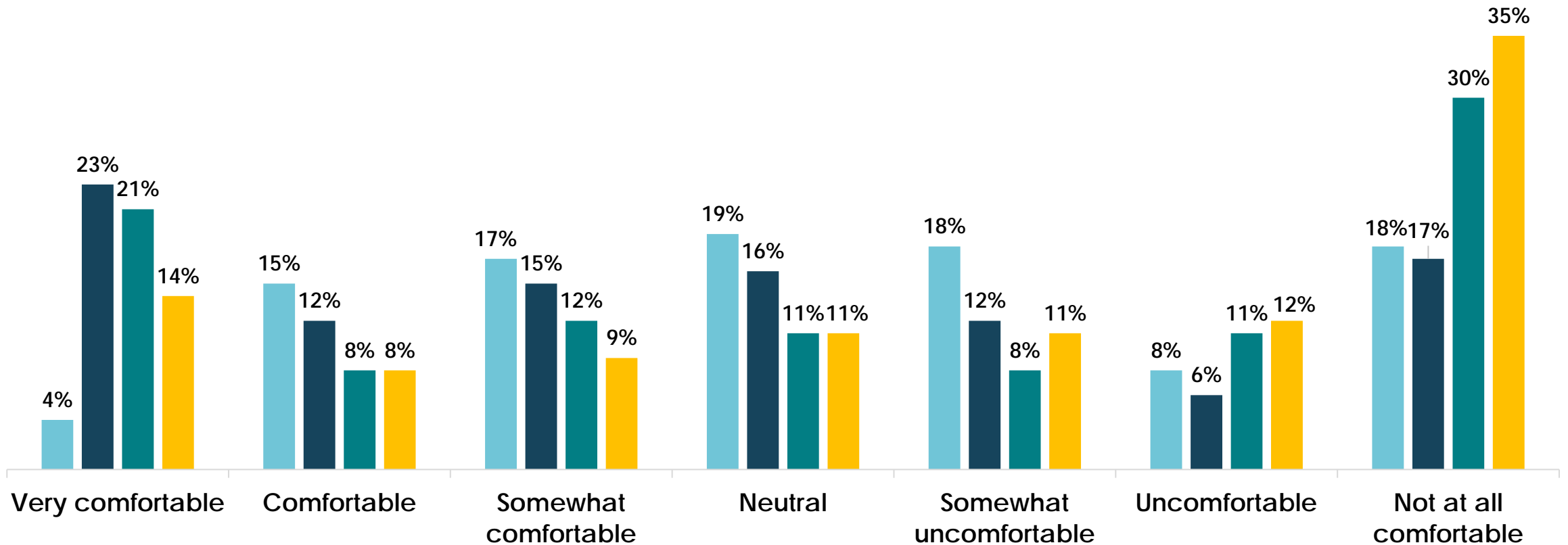
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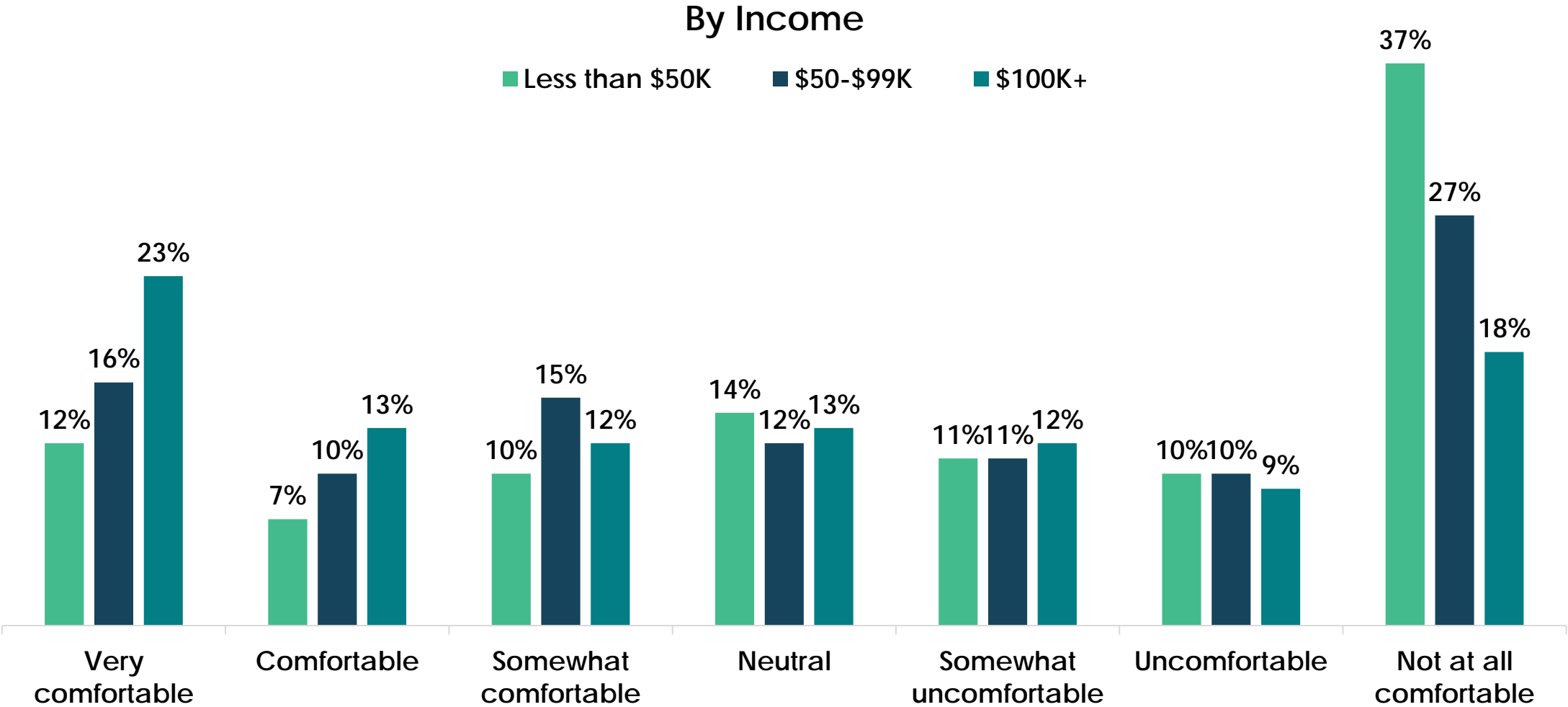
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By Age

■ Gen Z ■ Millennials ■ Gen X ■ Boomer+

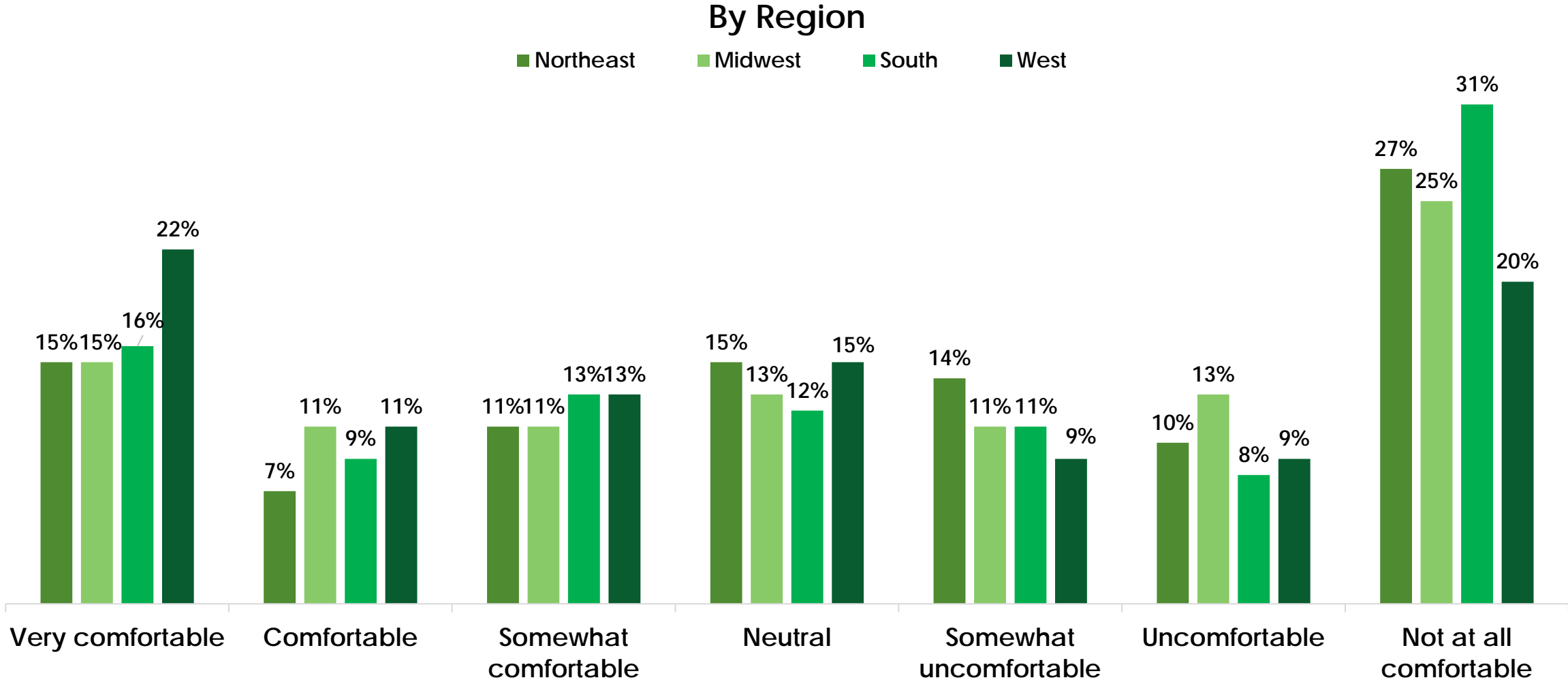


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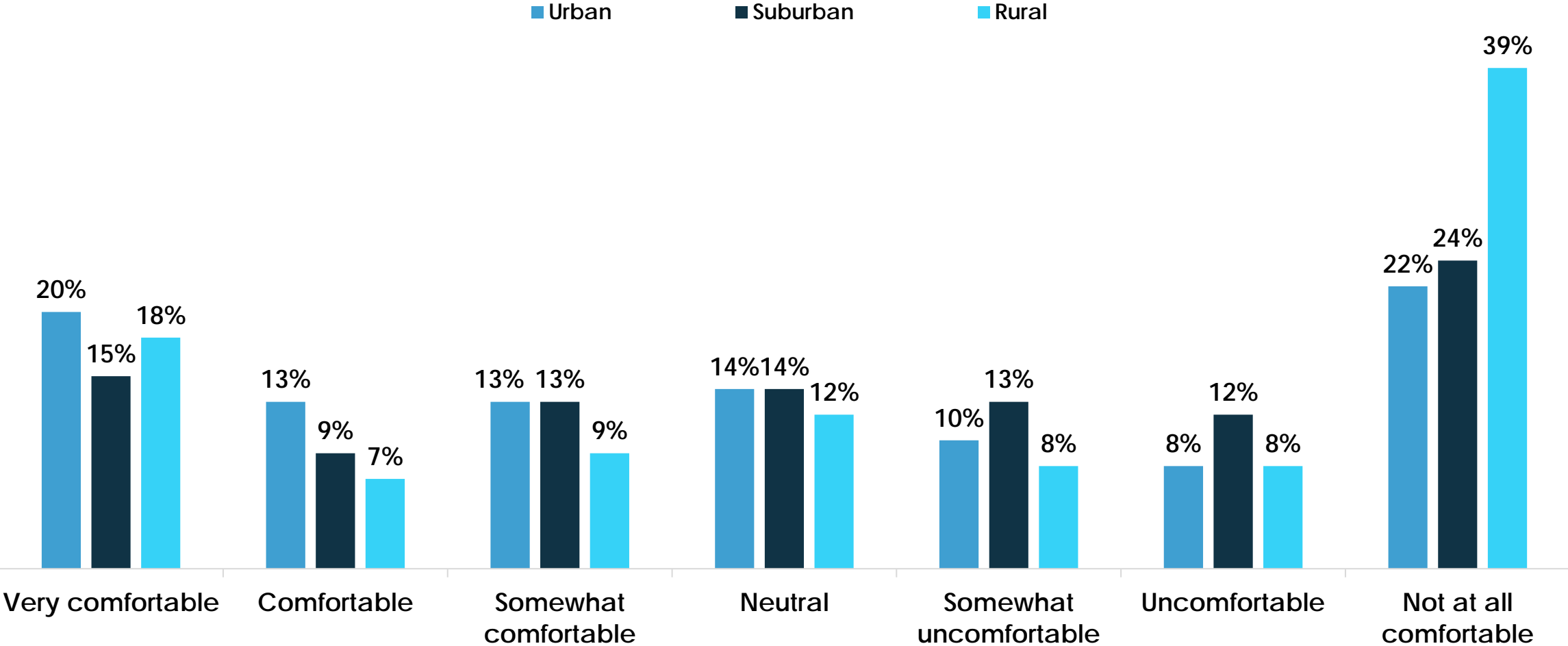
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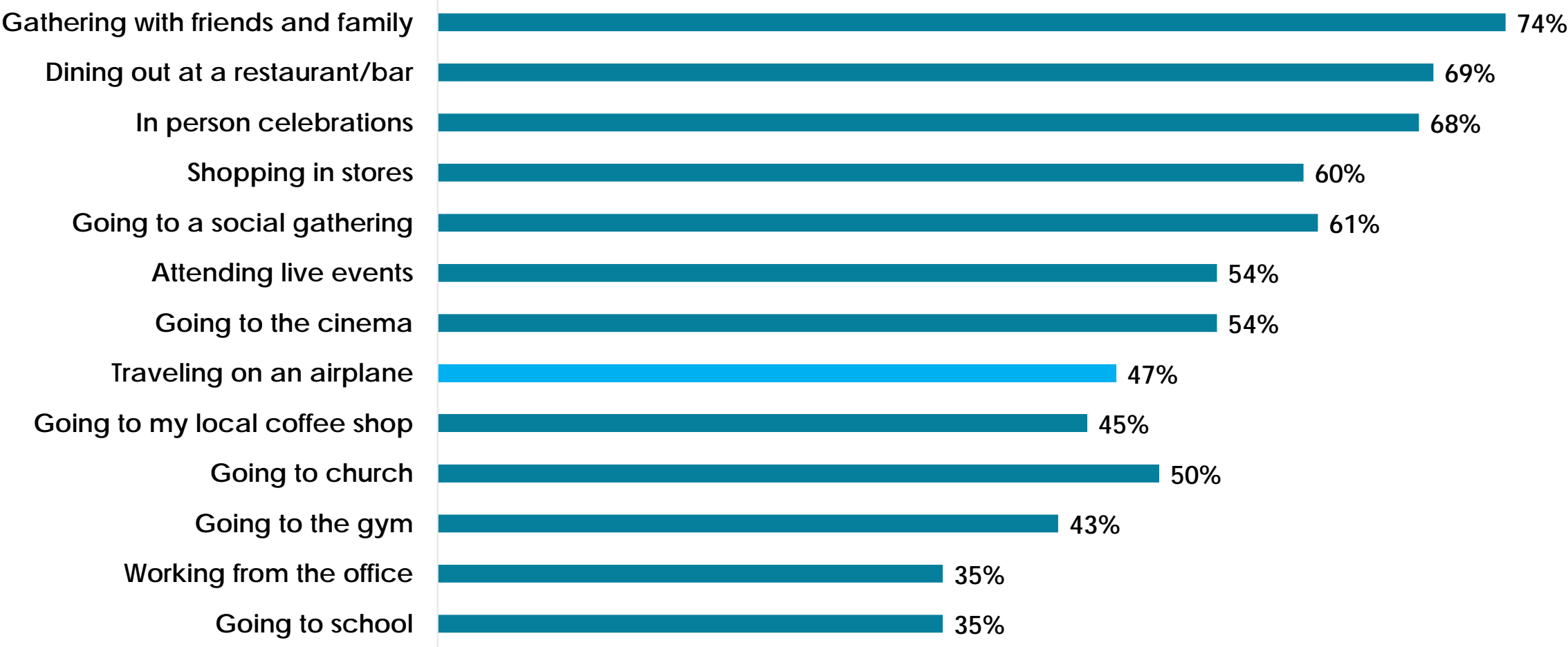
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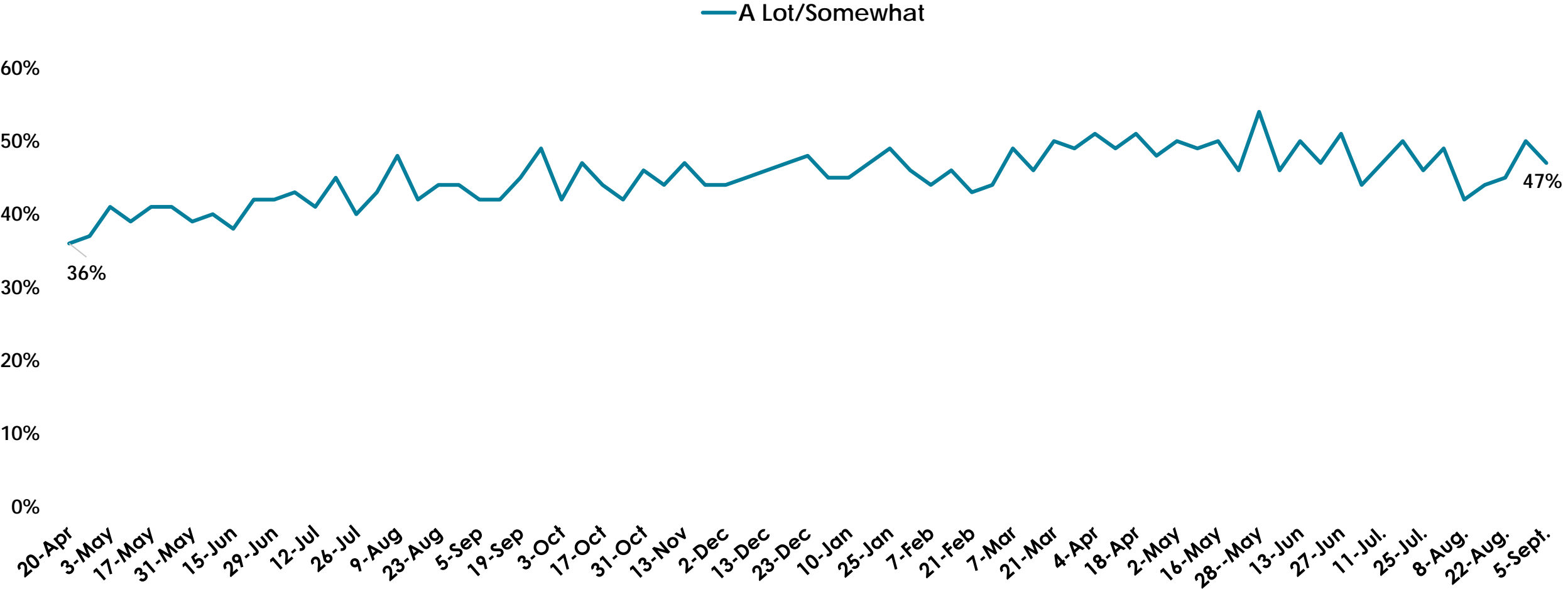
Source: HVCB analysis of Harris Poll COVID-19 Wave 80 (September 3 - September 5, 2021)

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



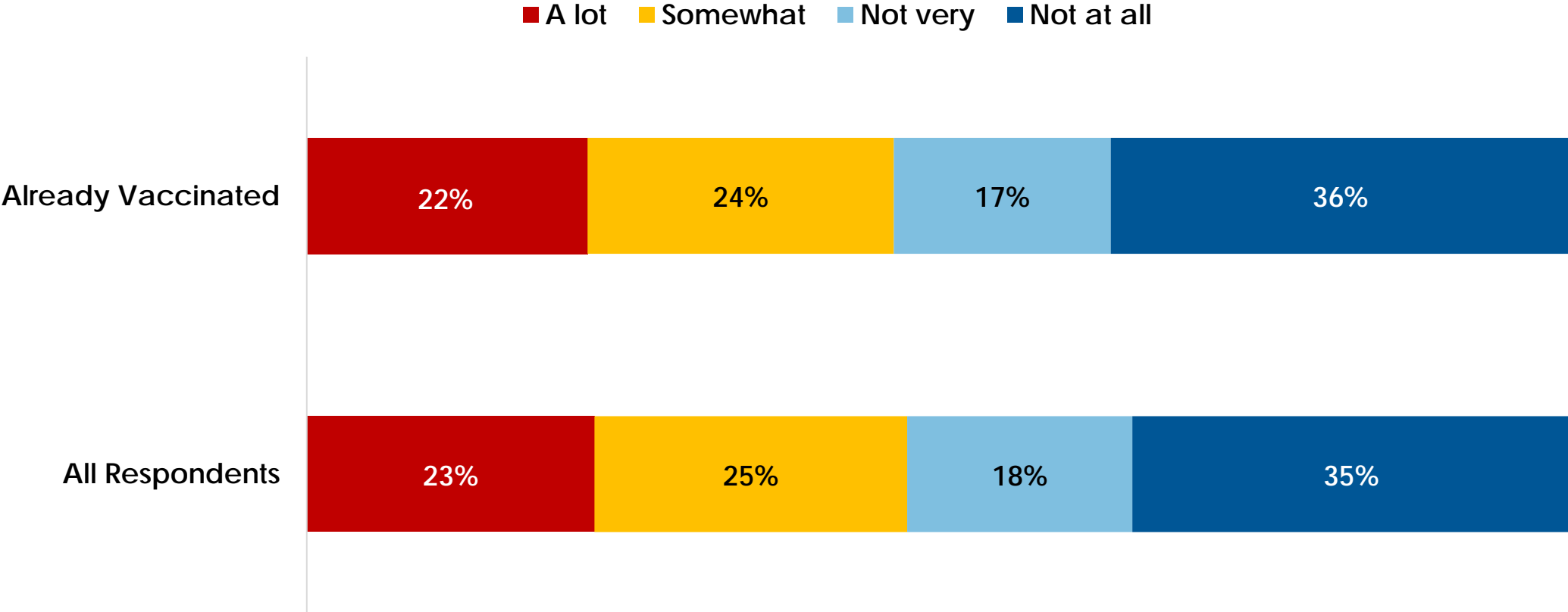
Source: HVCB analysis of Harris Poll COVID-19 Wave 80 (September 3 - September 5, 2021)

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



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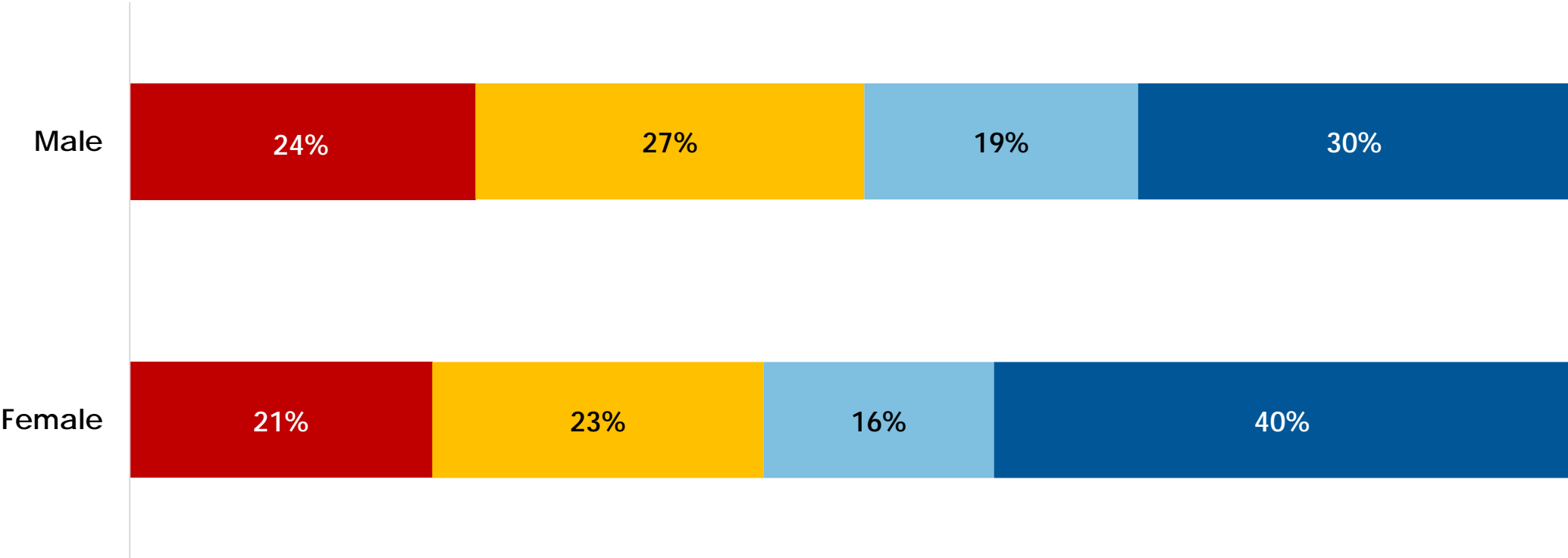


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How much would you say you miss traveling on an airplane during this time of virus-related restrictions?

By Gender

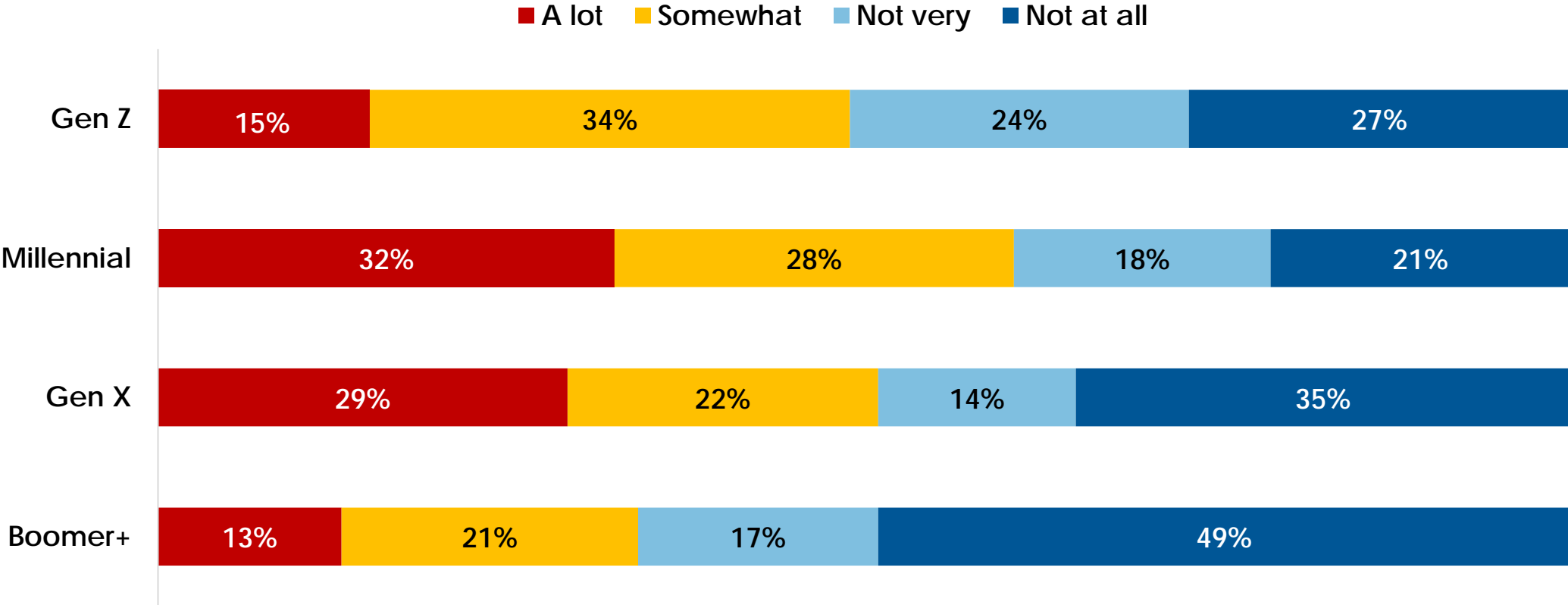
■ A lot ■ Somewhat ■ Not very ■ Not at all



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

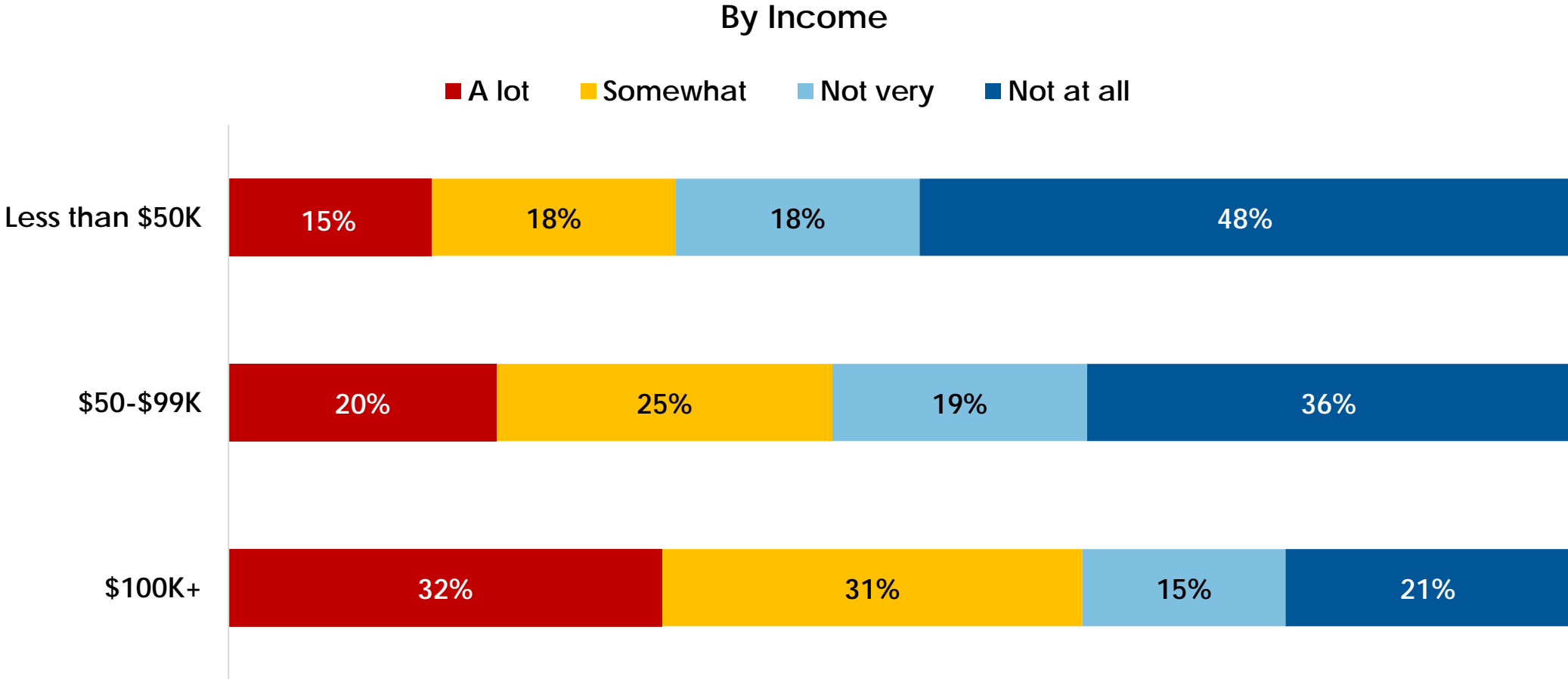
How much would you say you miss traveling on an airplane during this time of virus-related restrictions?

By Age



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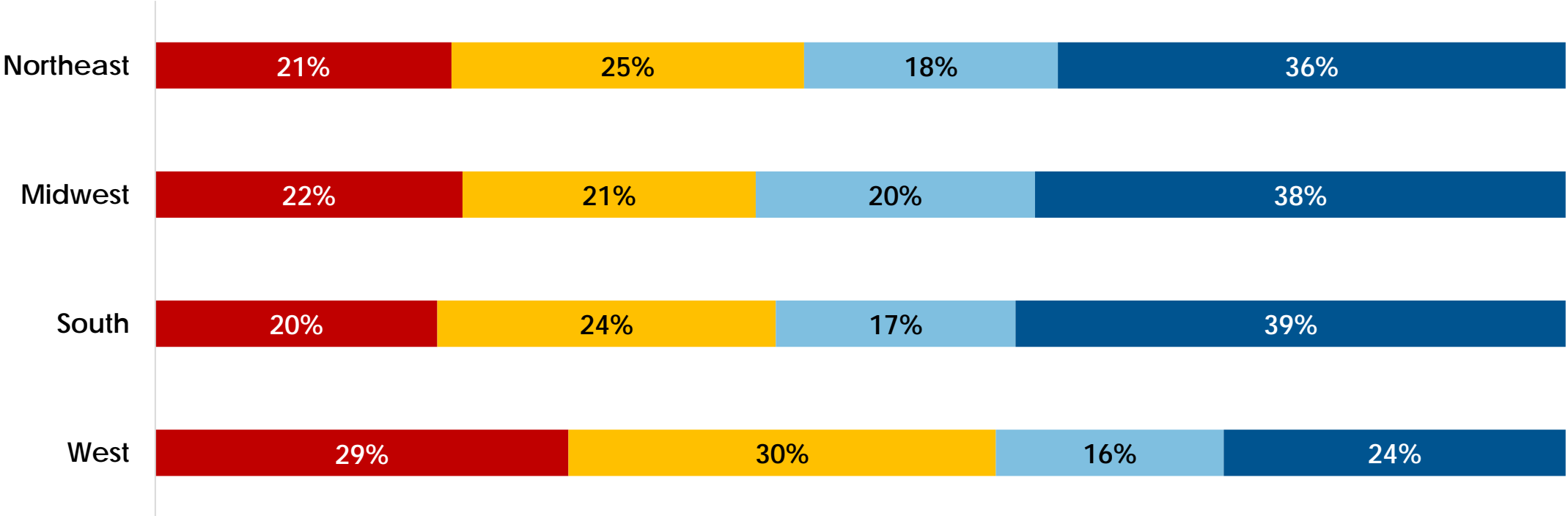


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How much would you say you miss traveling on an airplane during this time of virus-related restrictions?

By Region

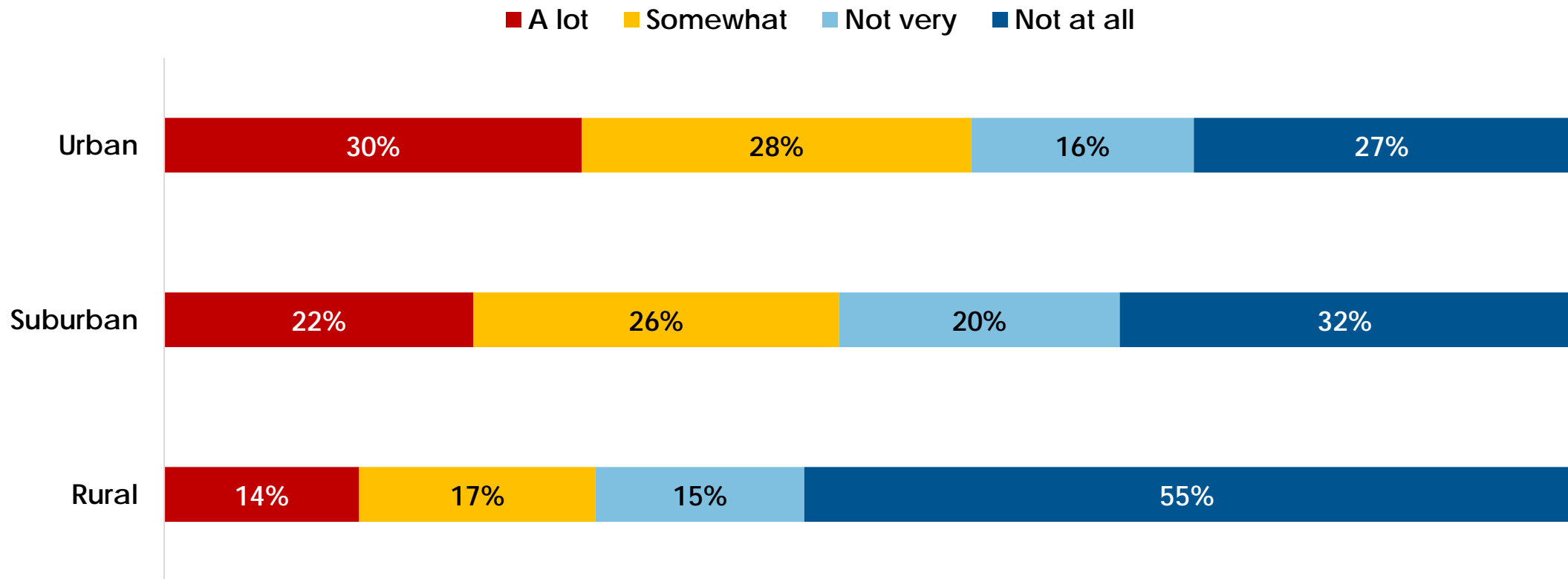
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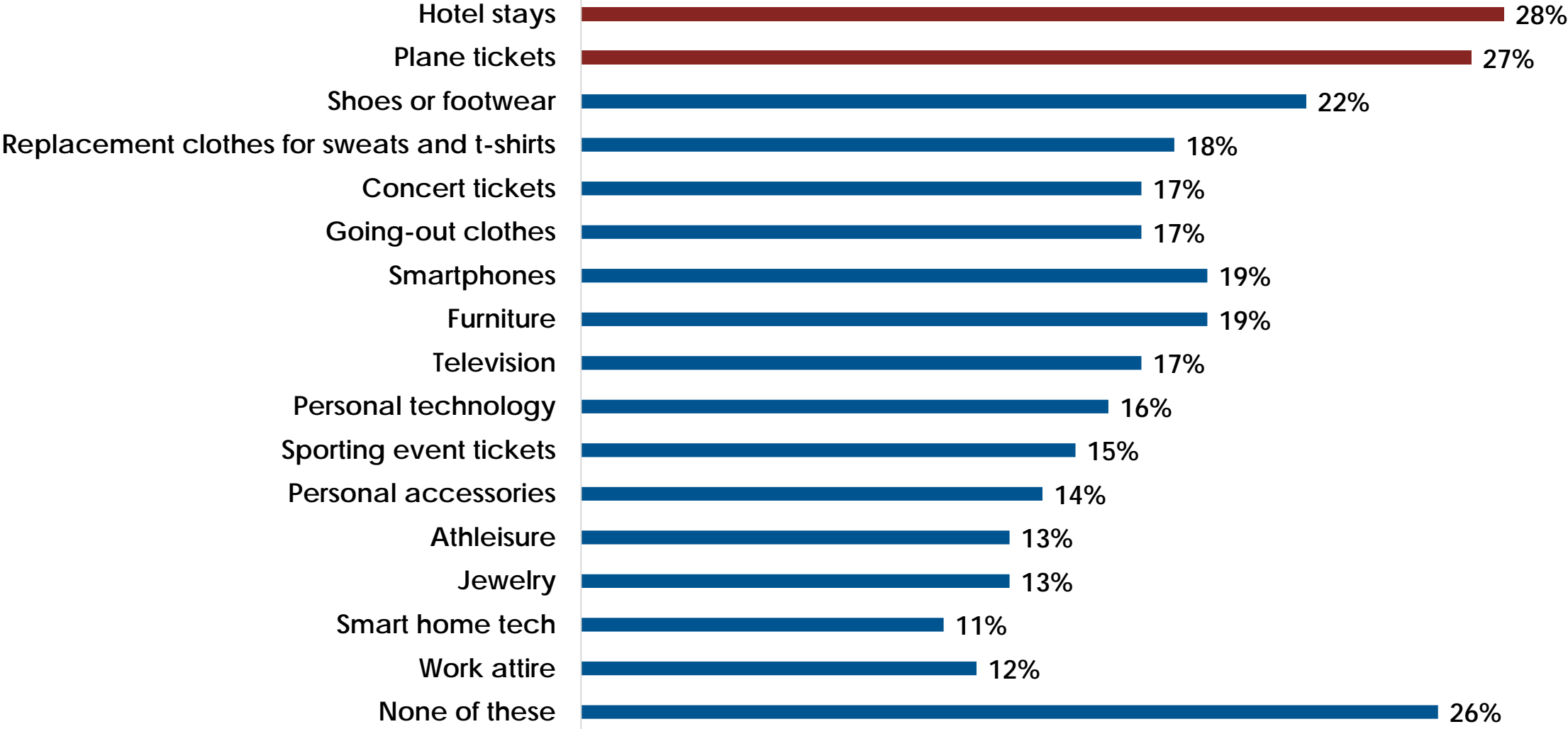
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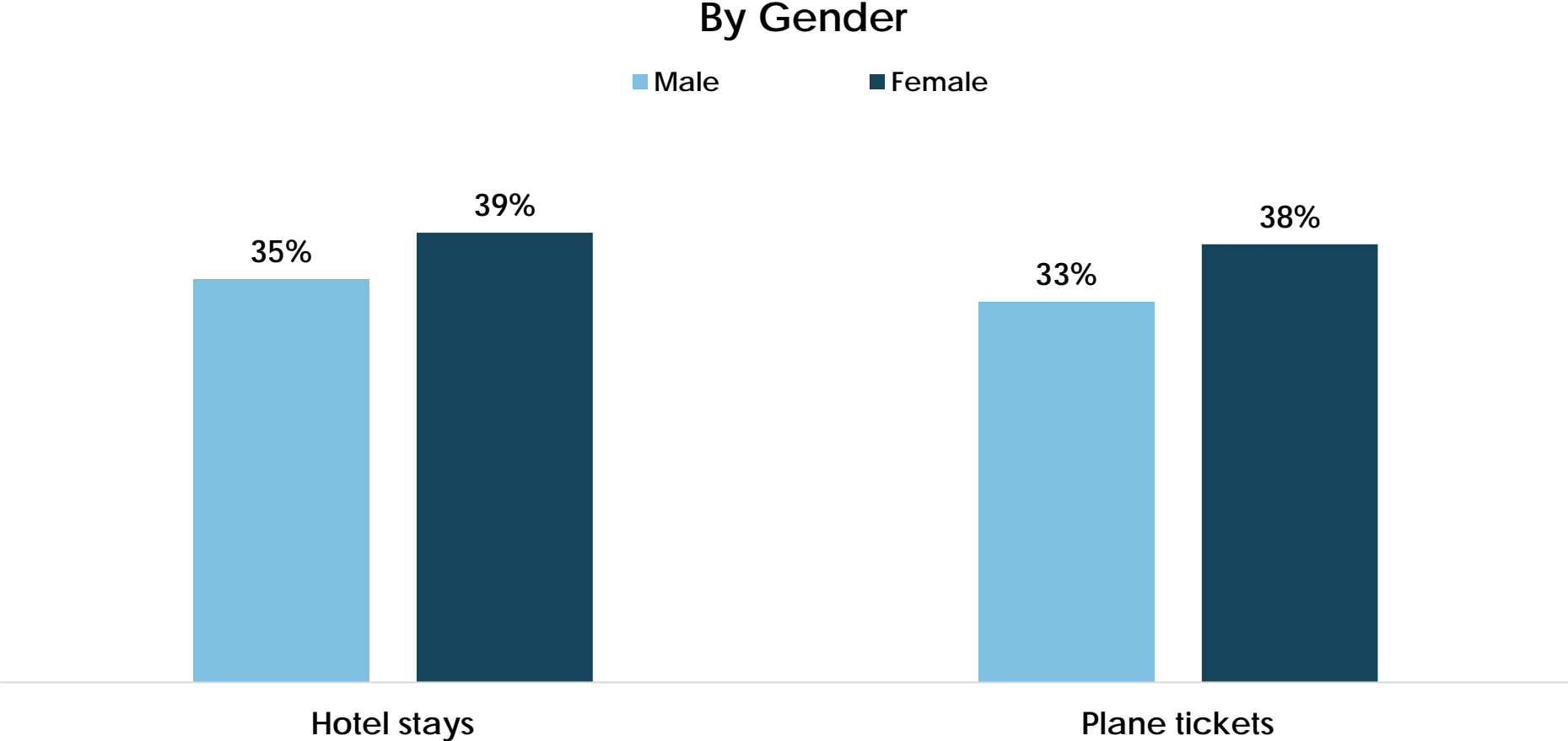
Source: HVCB analysis of Harris Poll COVID-19 Wave 80 (September 3 - September 5, 2021)

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



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

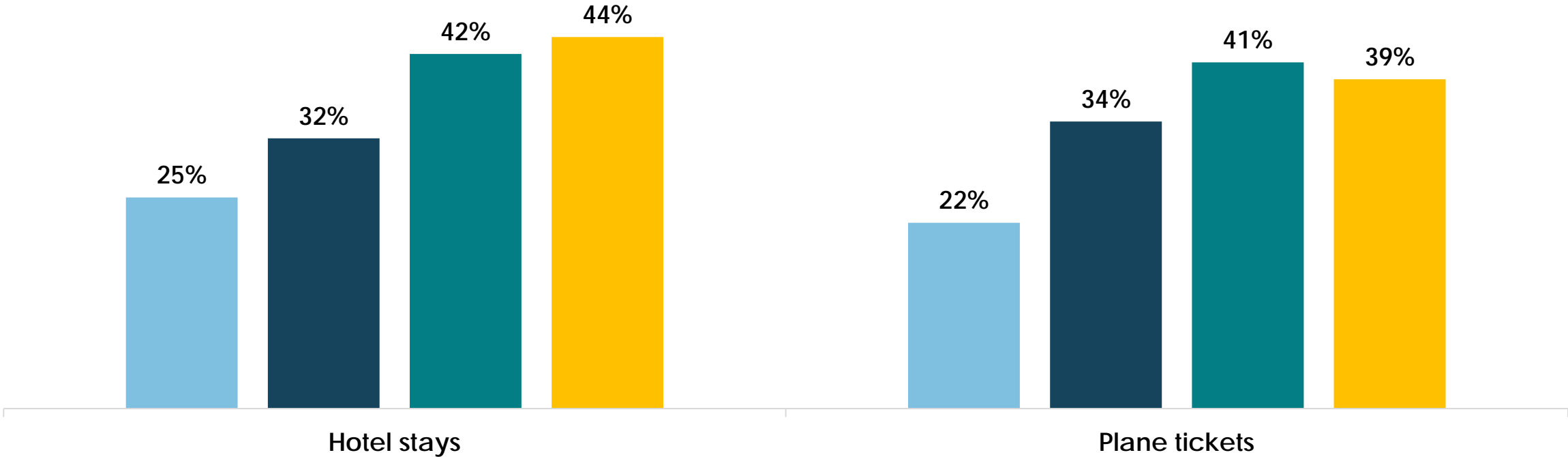


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Boomers are most likely to purchase travel post-COVID

By Age

■ Gen Z ■ Millennials ■ Gen X ■ Boomer+

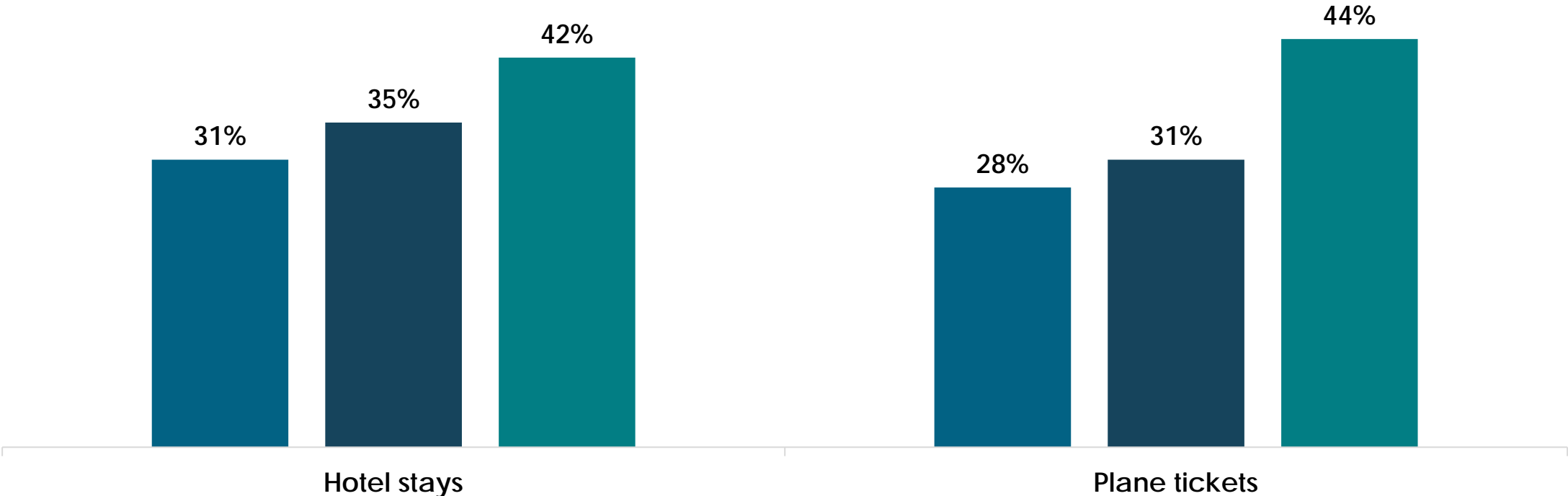


Source: HVCB analysis of Harris Poll COVID-19 Wave 80 (September 3 - September 5, 2021)

Post-COVID, higher income respondents are most likely to buy travel

By Income

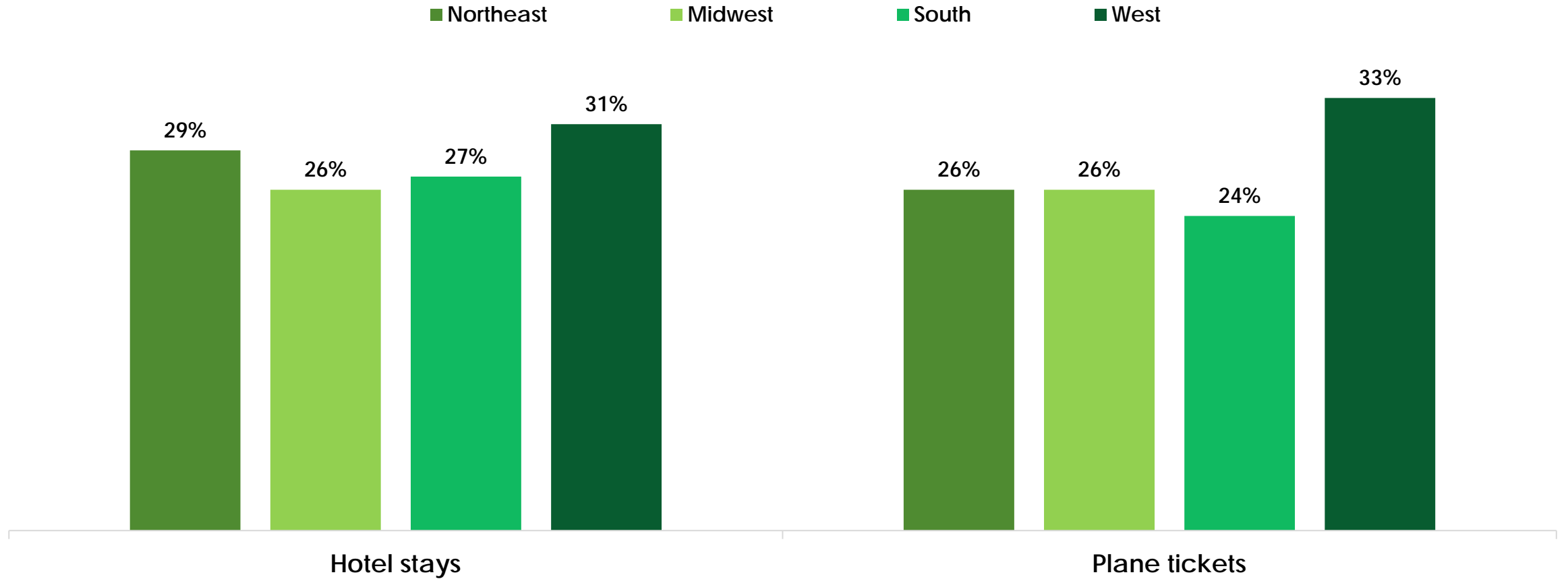
■ Less than \$50K ■ \$50-\$99K ■ \$100K+



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Post-COVID, respondents in the West are most likely to purchase travel

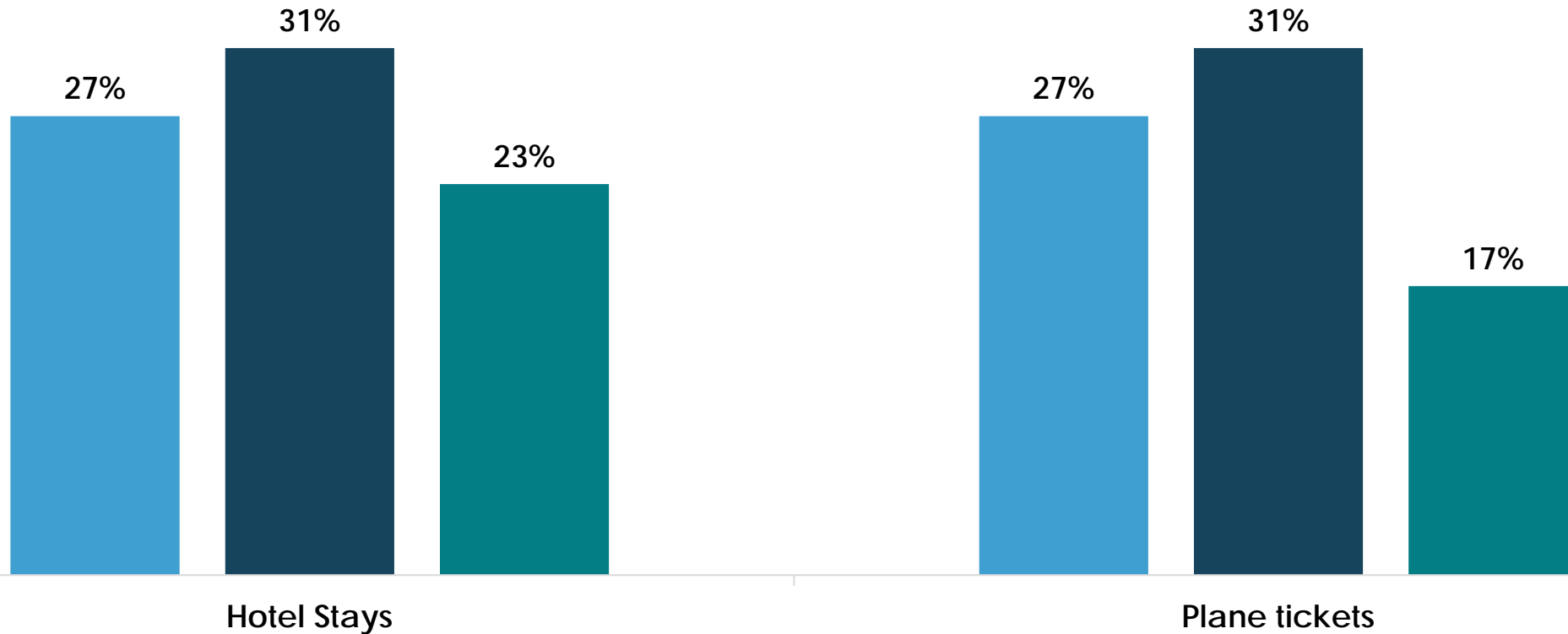
By Region



Rural residents are least likely to purchase travel post-COVID-19

By Urbanicity

■ Urban ■ Suburban ■ Rural

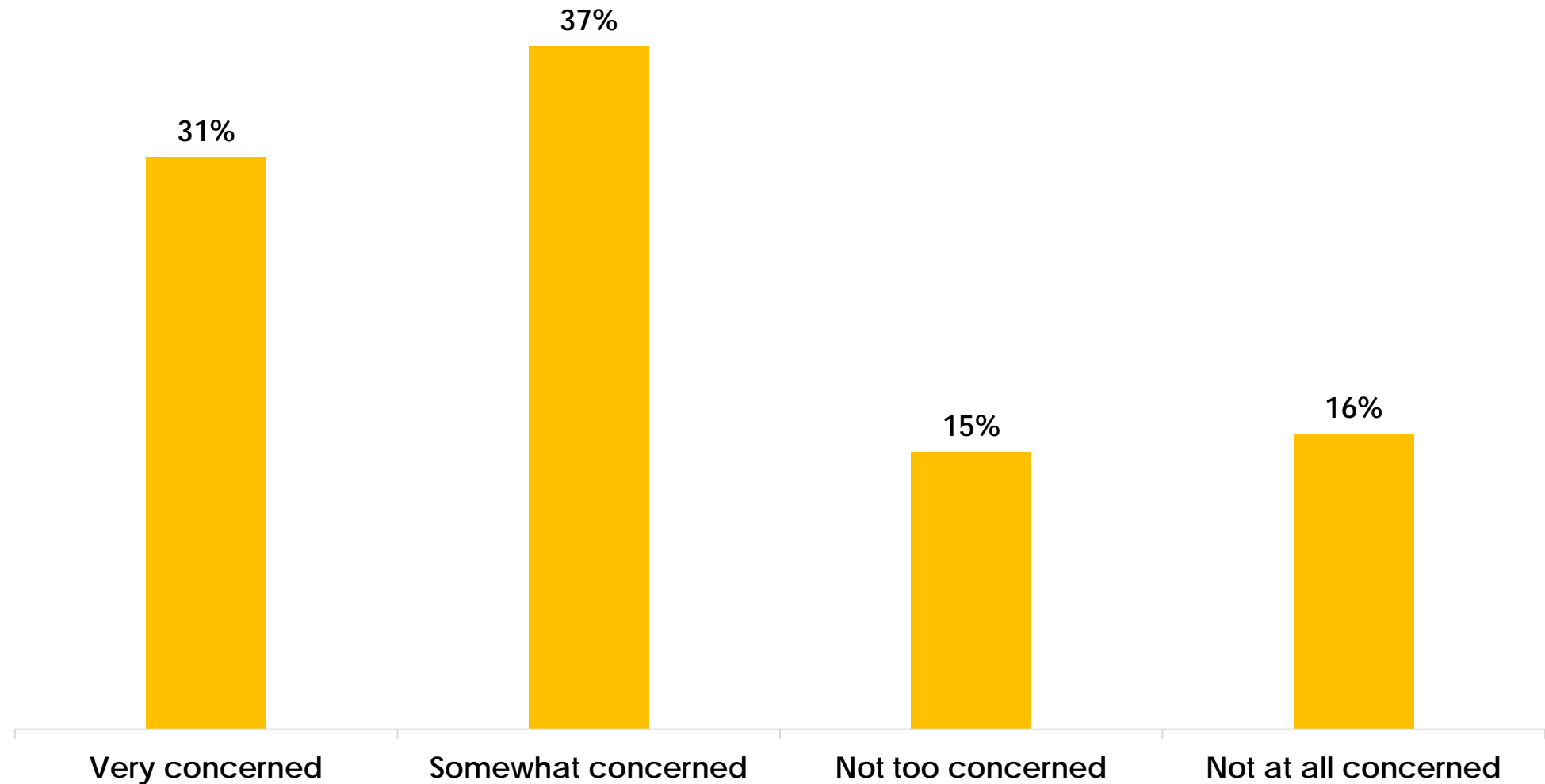




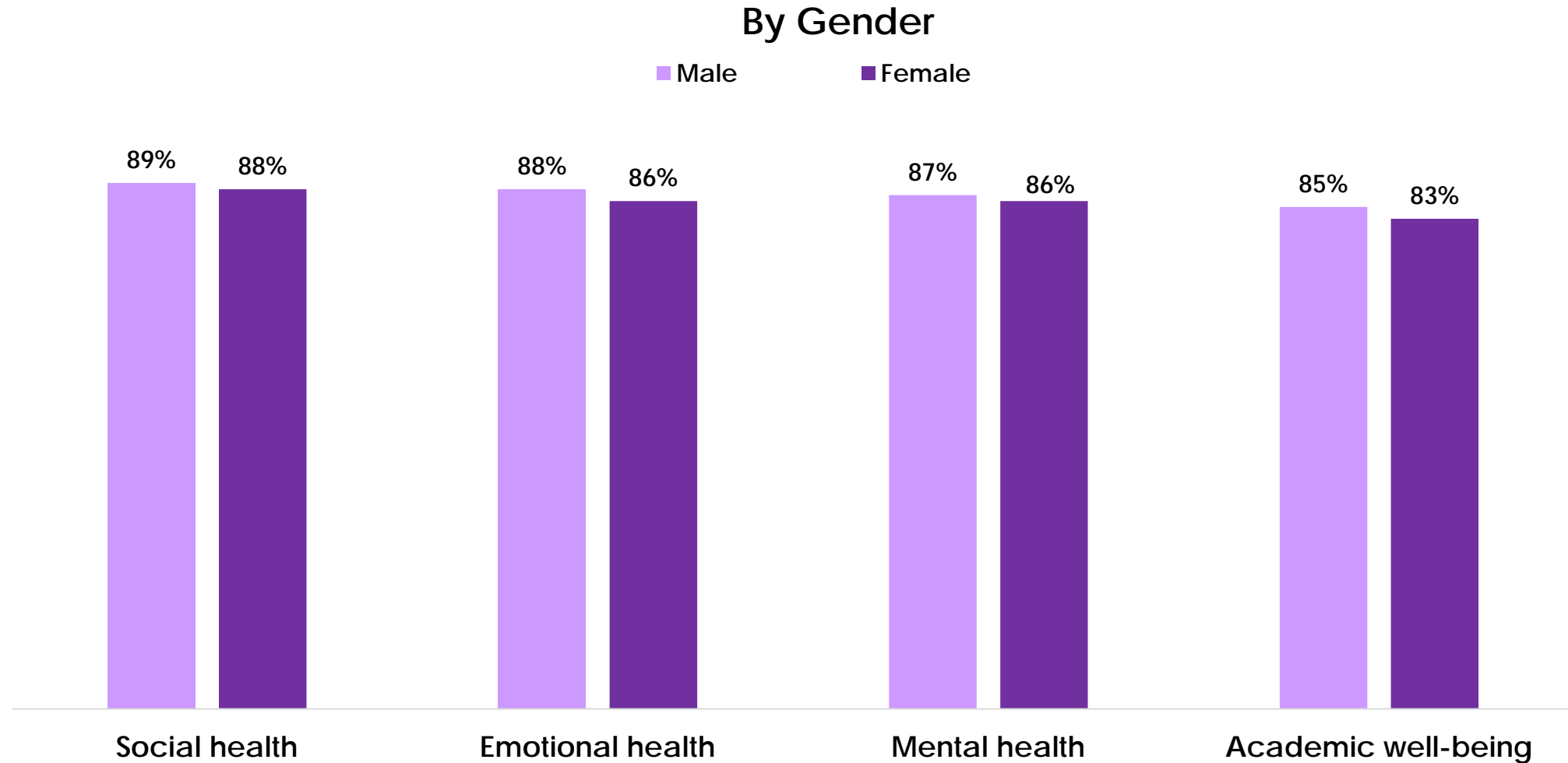
Impact on School



How concerned are you that schools will have to go back to virtual or online classes because of COVID?

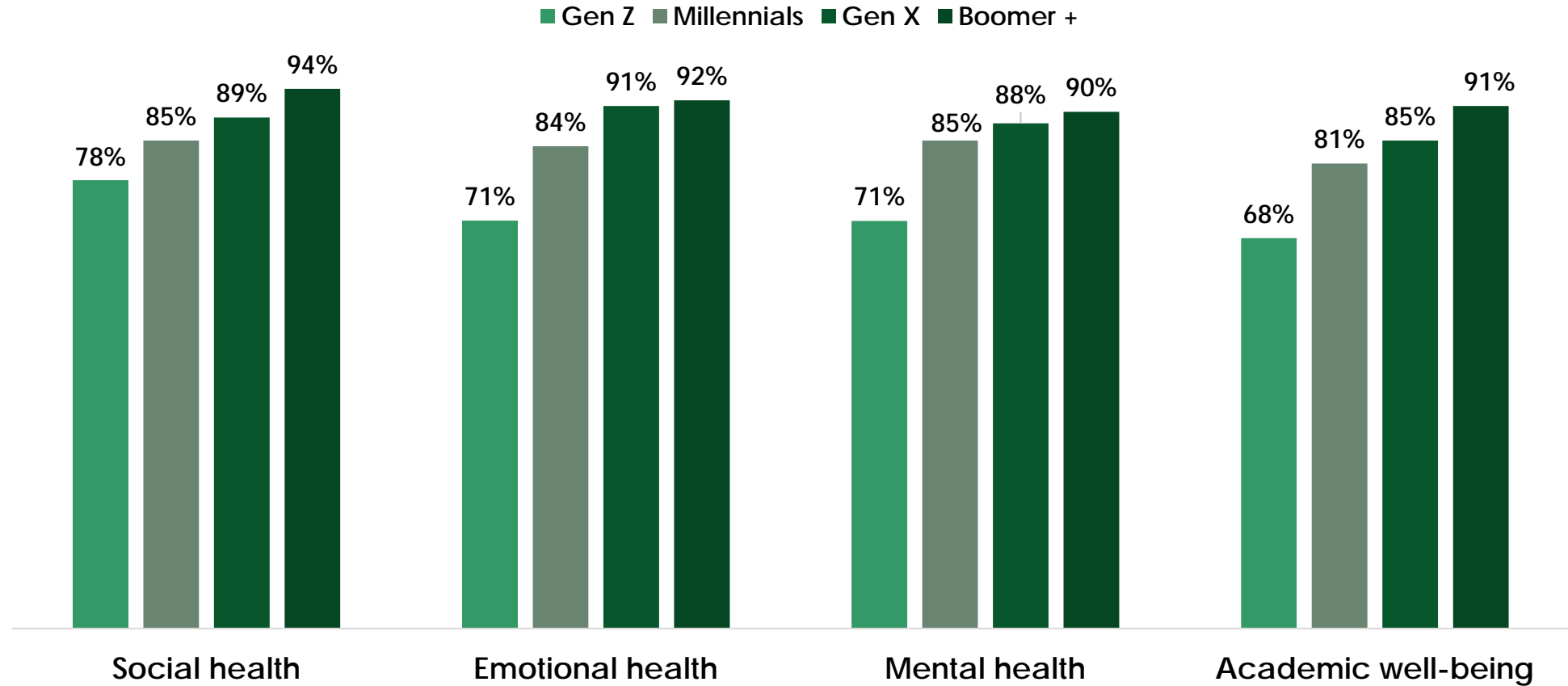


How critical is in-person schooling to the following developmental aspects for students?



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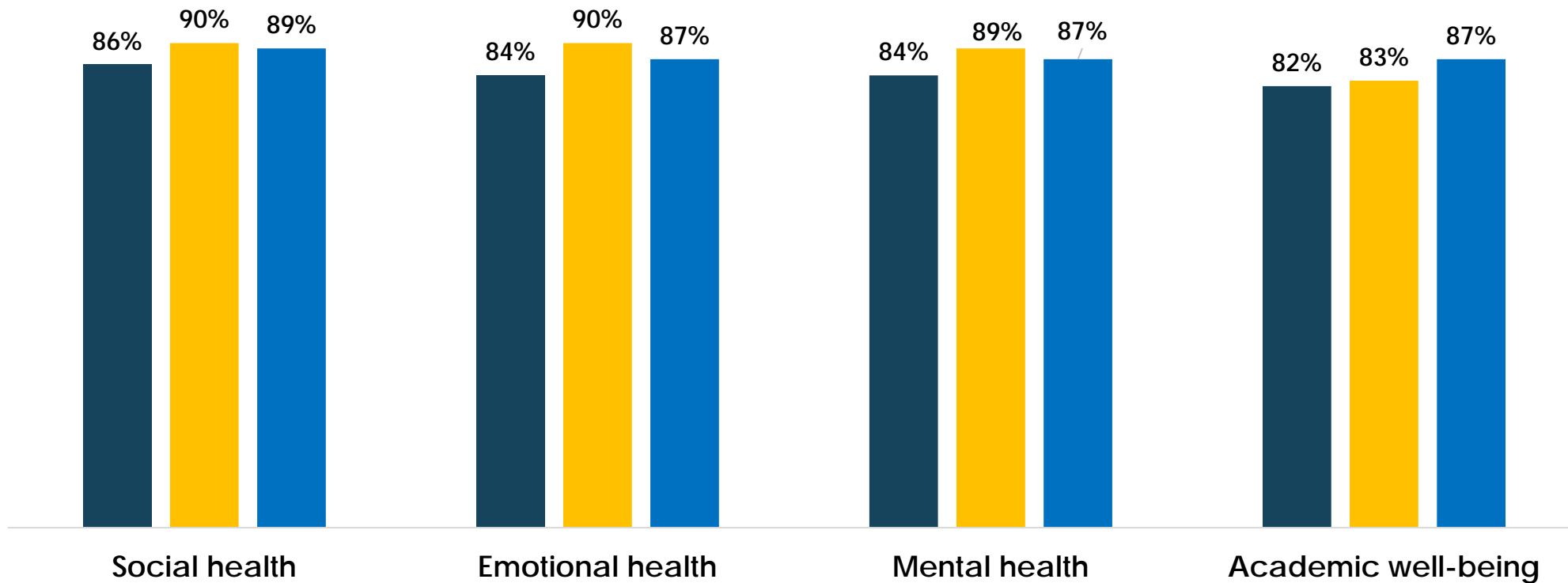
By Age



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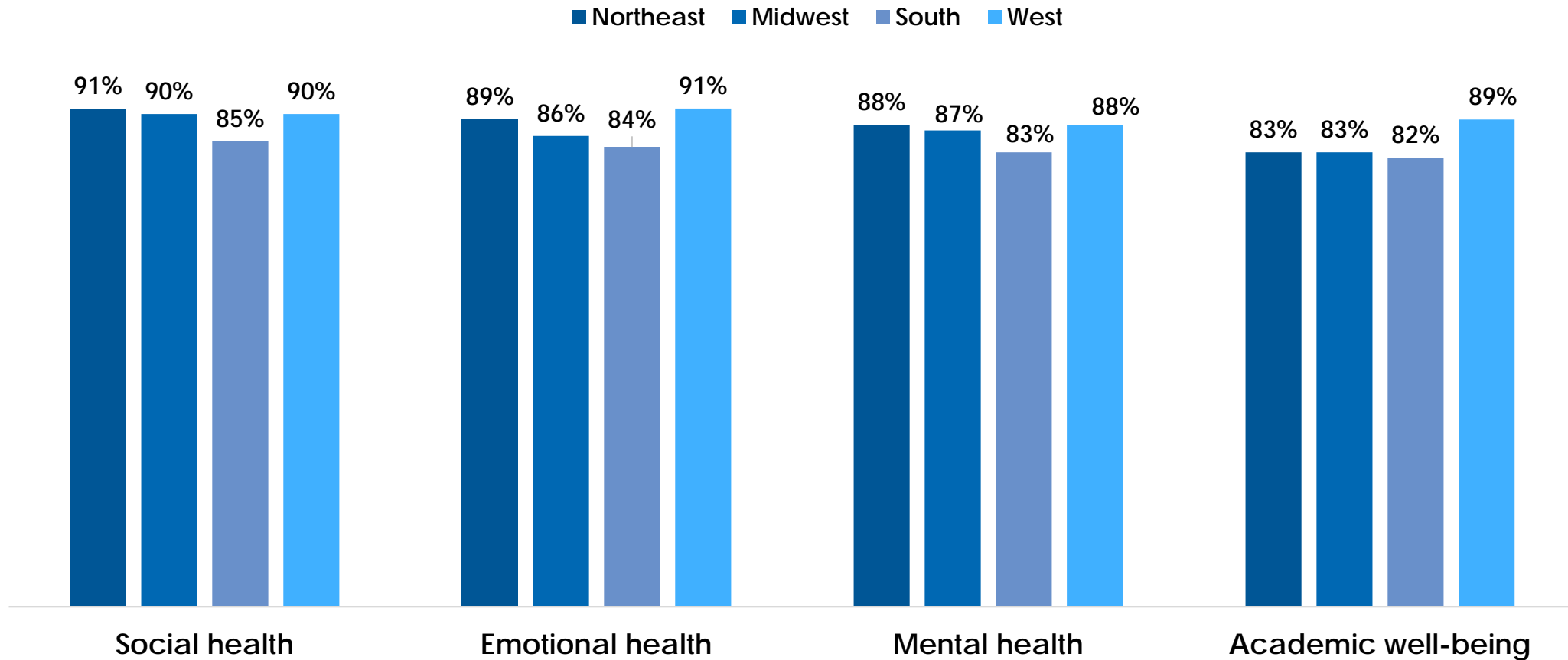
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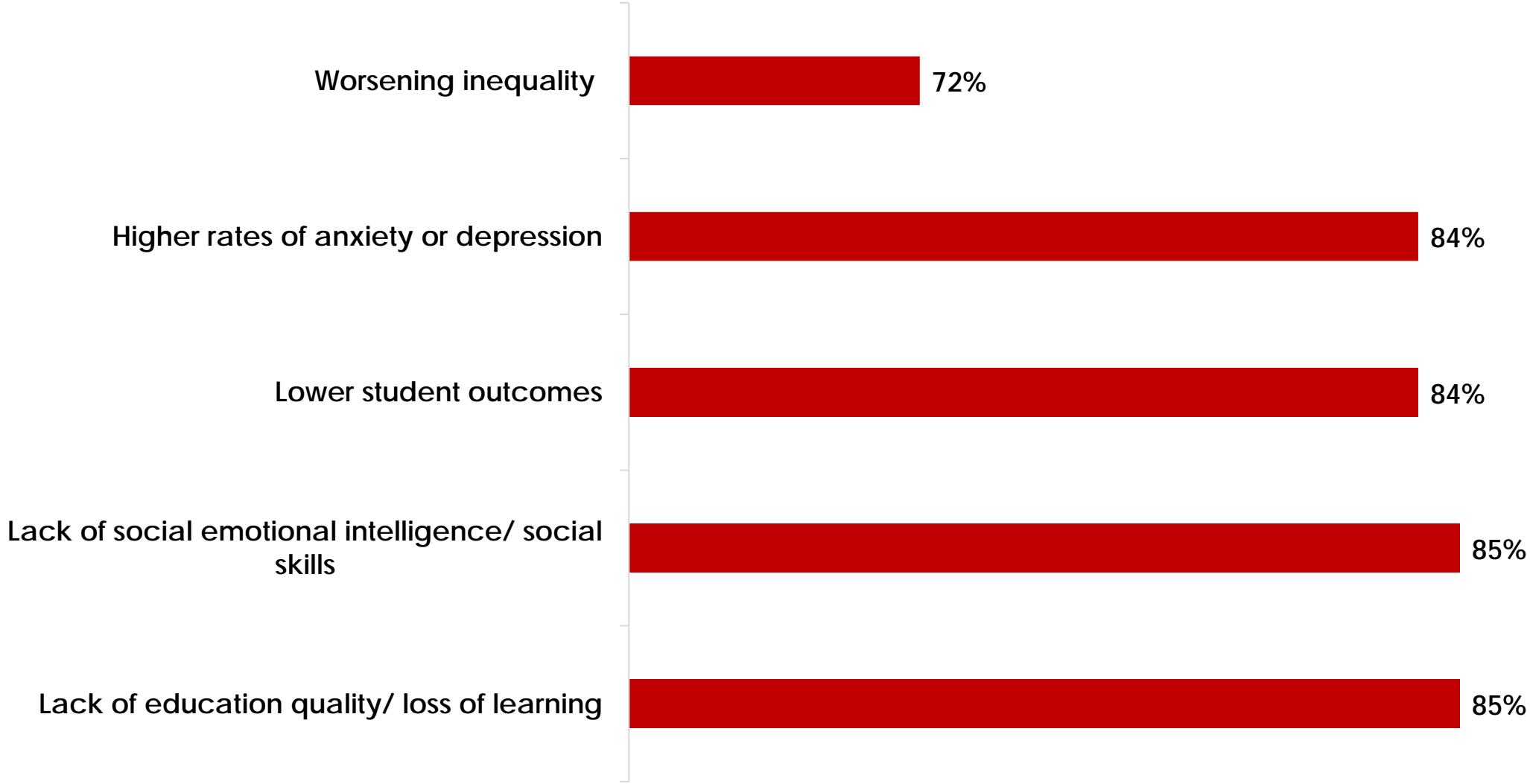


How critical is in-person schooling to the following developmental aspects for students?

By Region



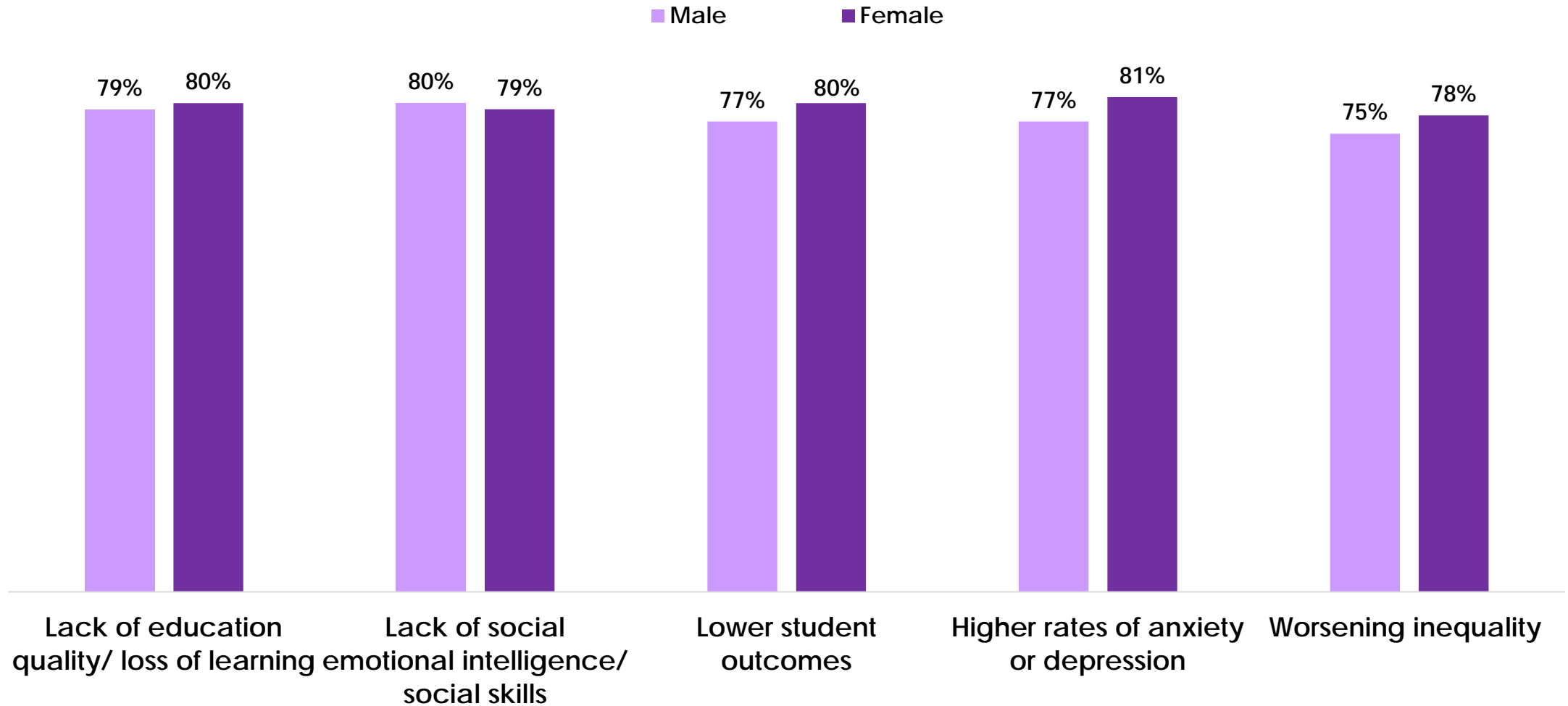
How concerned are you about the following potential issues due to long-term effects of virtual schooling because of COVID?



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?

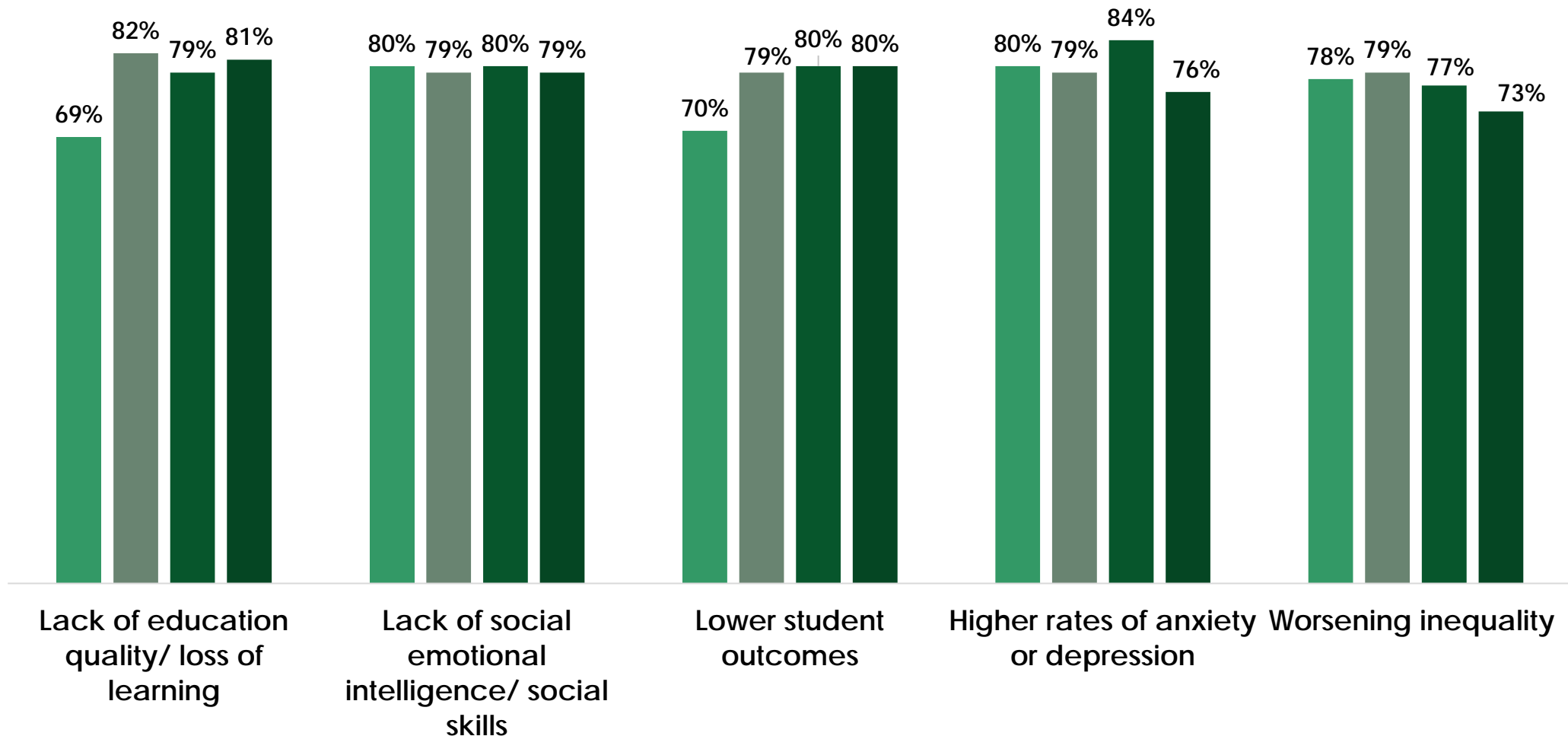
By Gender



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

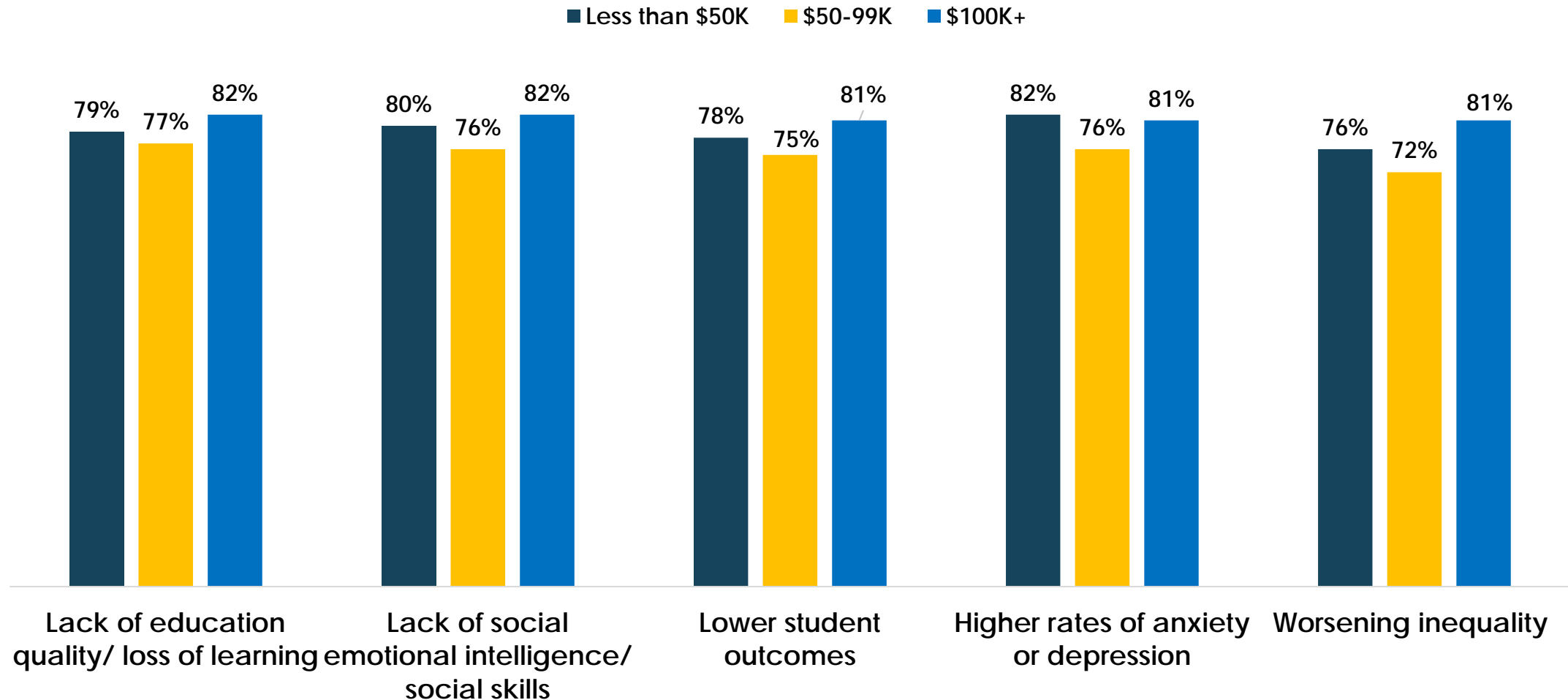
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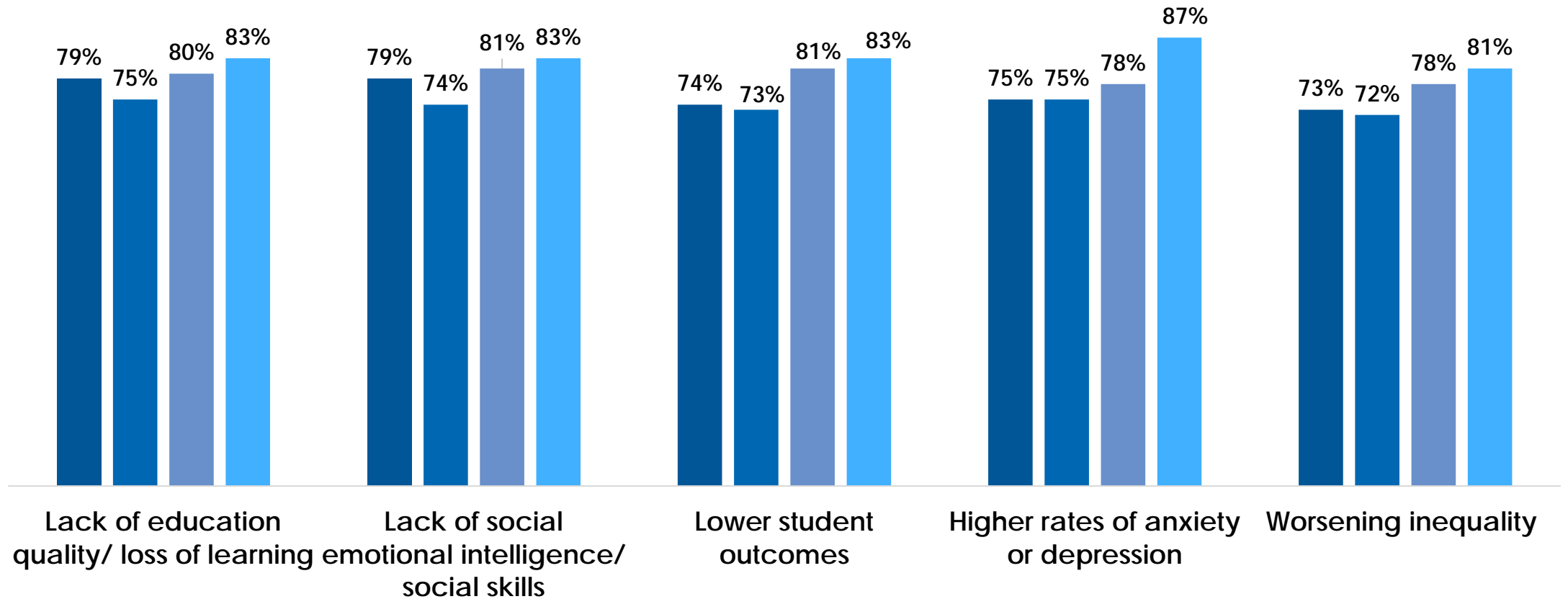
By Income



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By Region

■ Northeast ■ Midwest ■ South ■ West

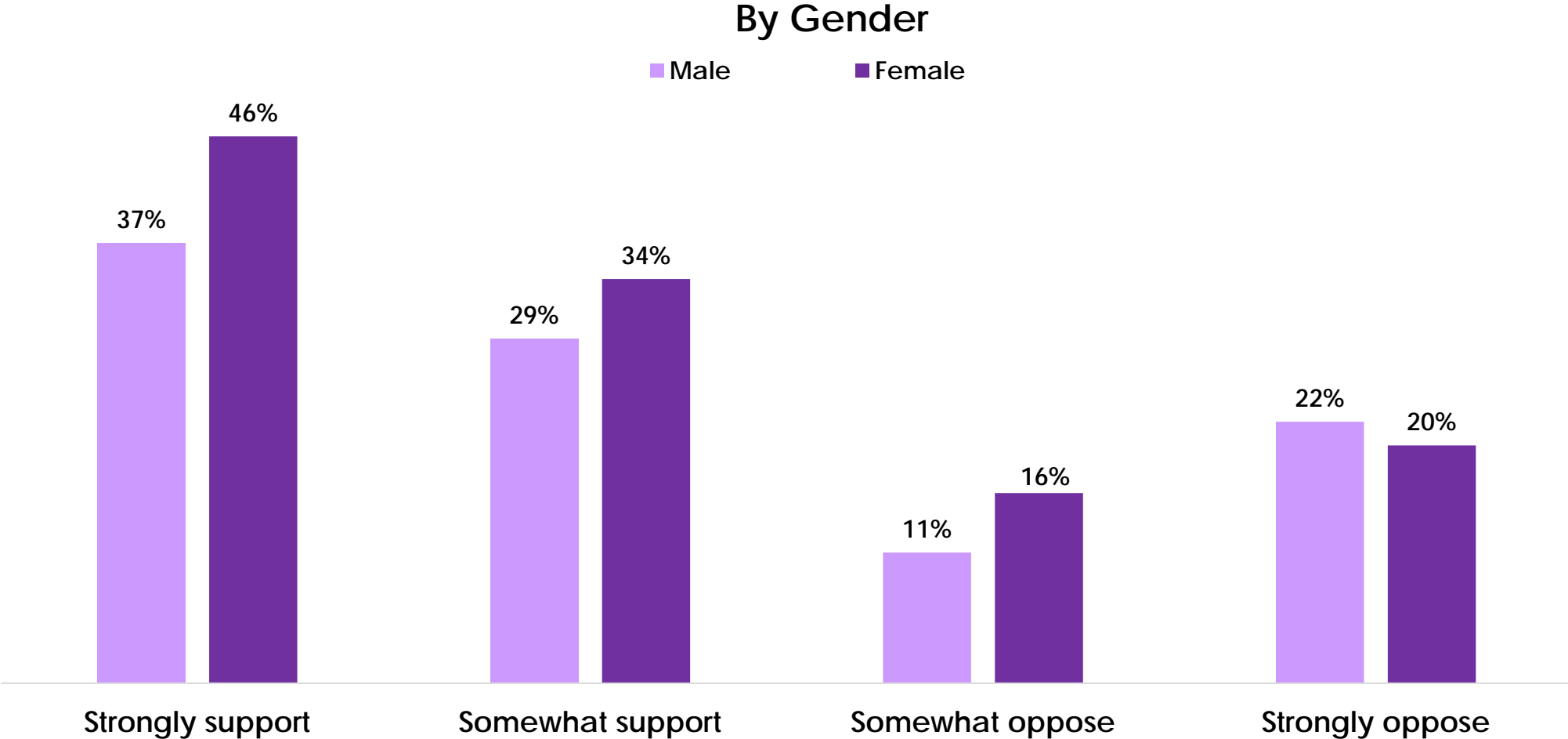




Vaccine Passports



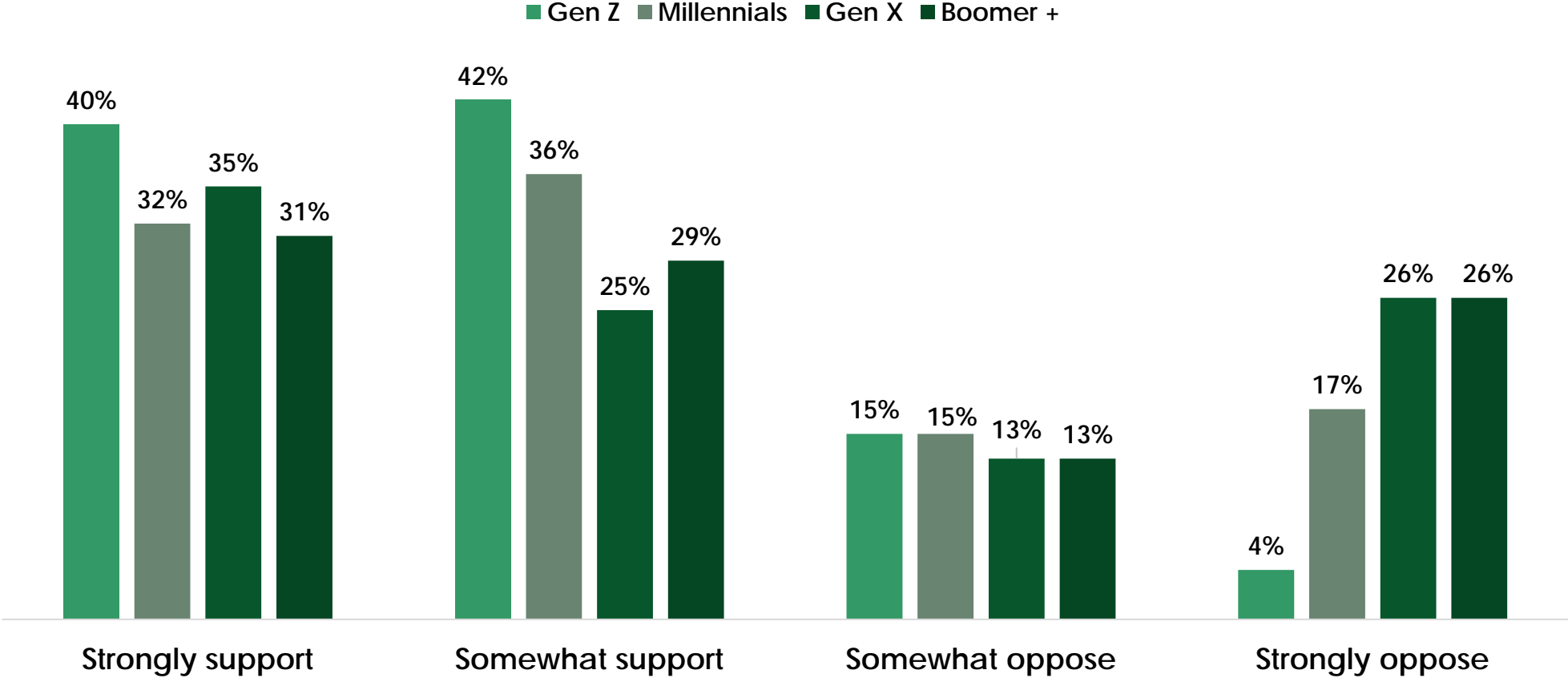
Do you support or oppose digital vaccine passports which store a person's vaccination status?



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

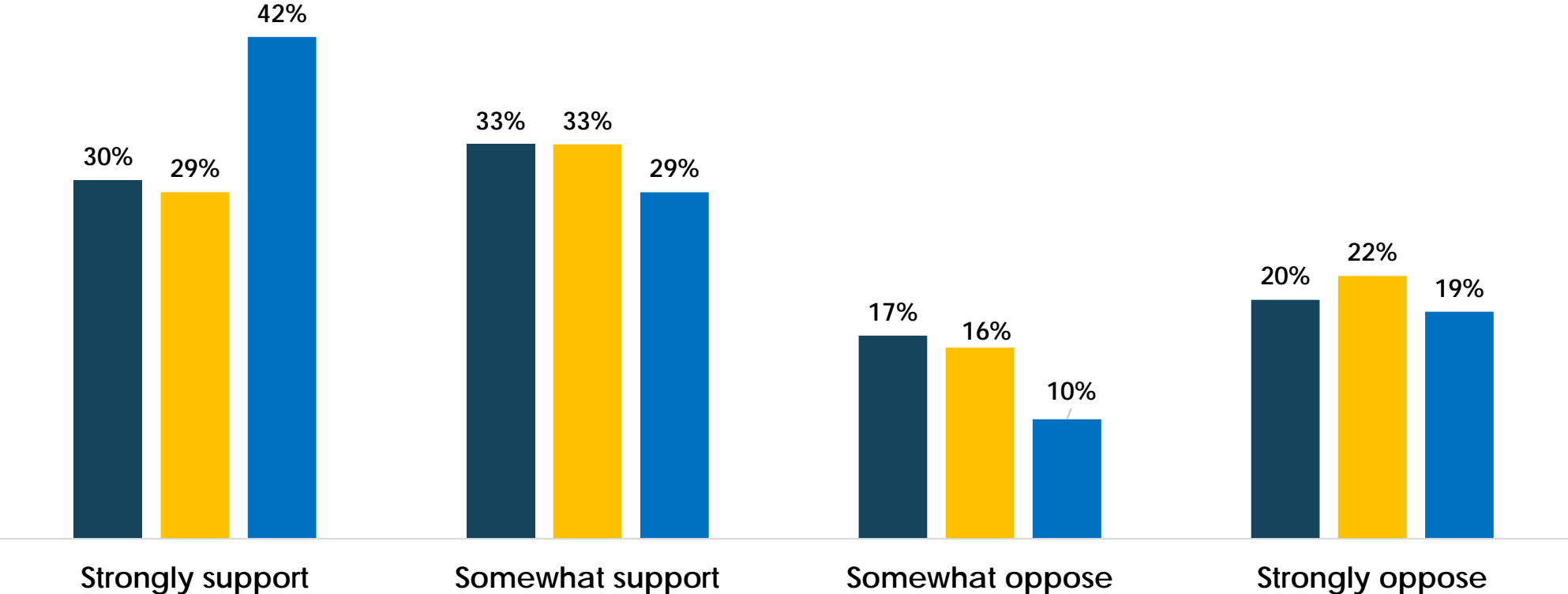


Source: HVCB analysis of Harris Poll COVID-19 Wave 80 (September 3 - September 5, 2021)

Do you support or oppose digital vaccine passports which store a person's vaccination status?

By Income

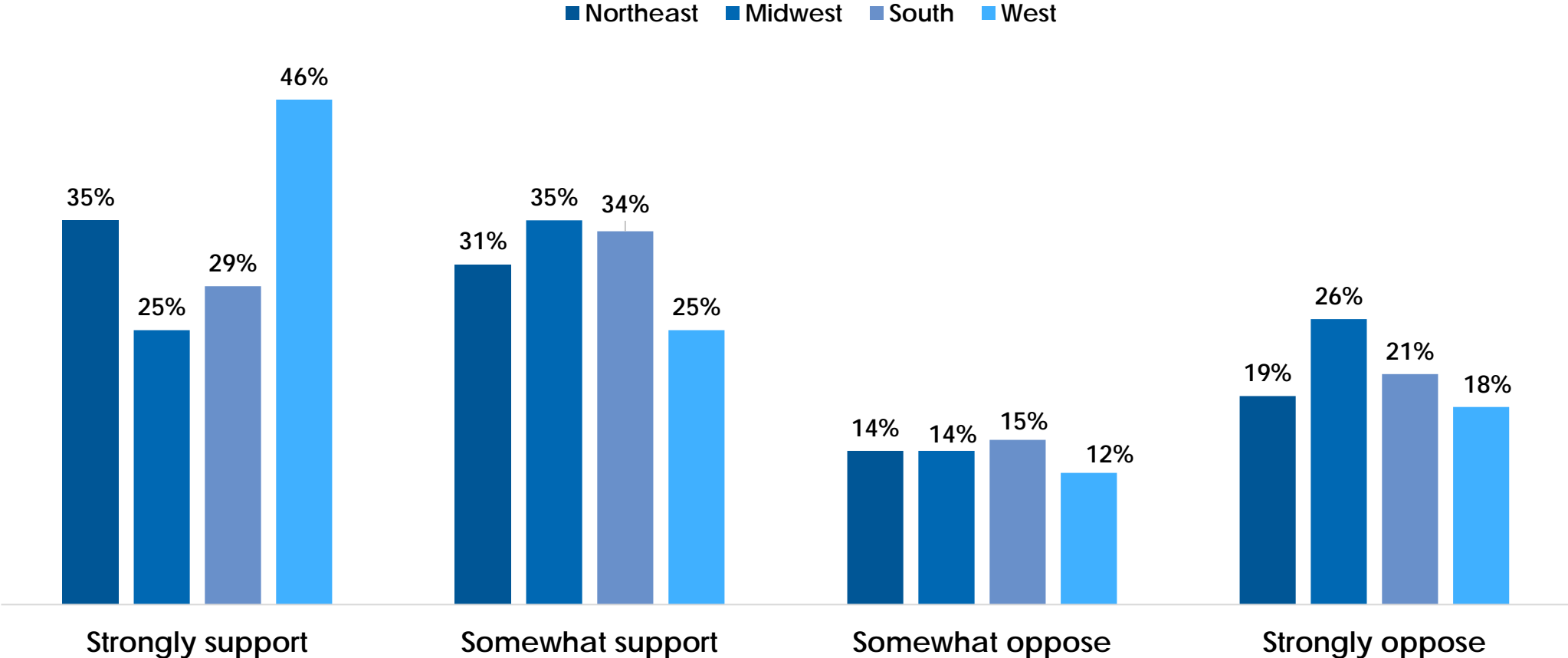
■ Less than \$50K ■ \$50-99K ■ \$100K+



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

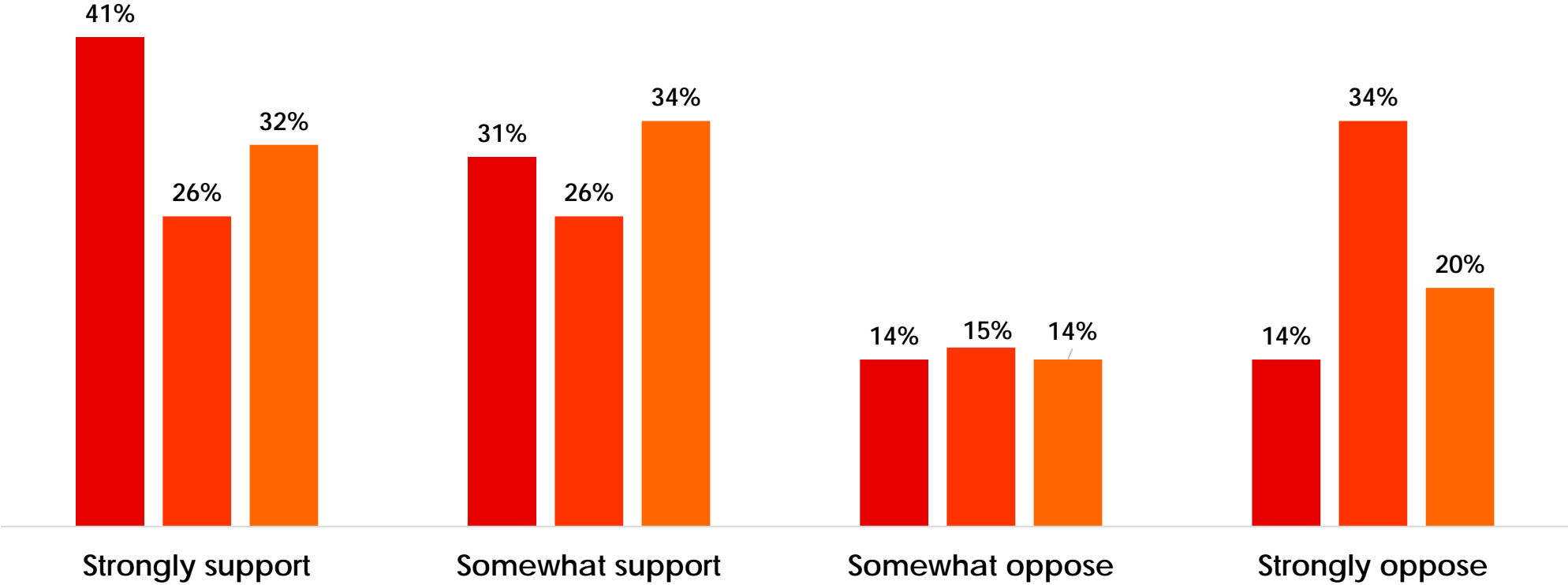


Source: HVCB analysis of Harris Poll COVID-19 Wave 80 (September 3 - September 5, 2021)

Do you support or oppose digital vaccine passports which store a person's vaccination status?

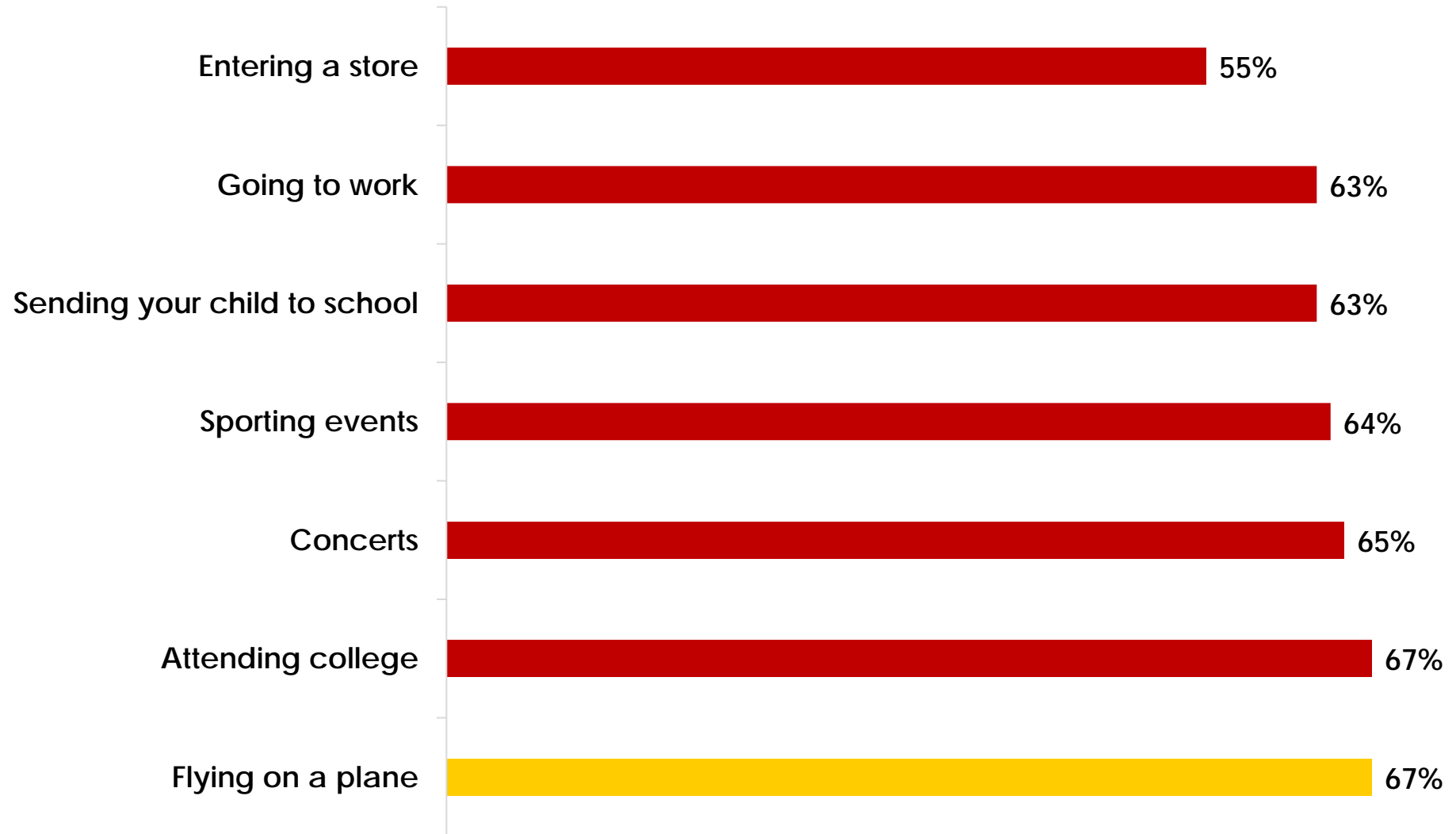
By Urbanicity

■ Urban ■ Rural ■ Suburban

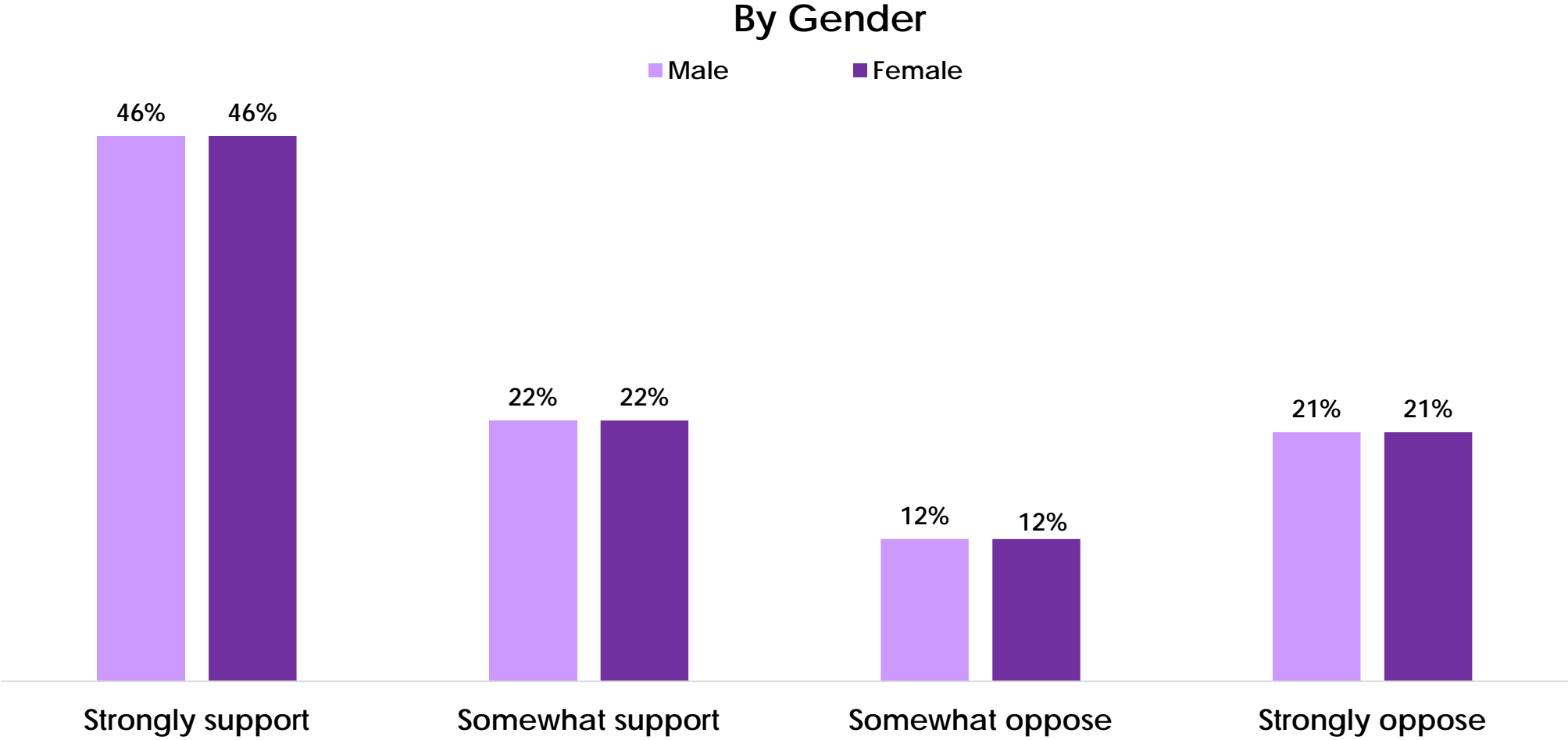


Source: HVCB analysis of Harris Poll COVID-19 Wave 80 (September 3 - September 5, 2021)

Which of the following public activities should require people to show their vaccine passport to attend?



Do you support or oppose people required to show their vaccine passport to fly on a plane?

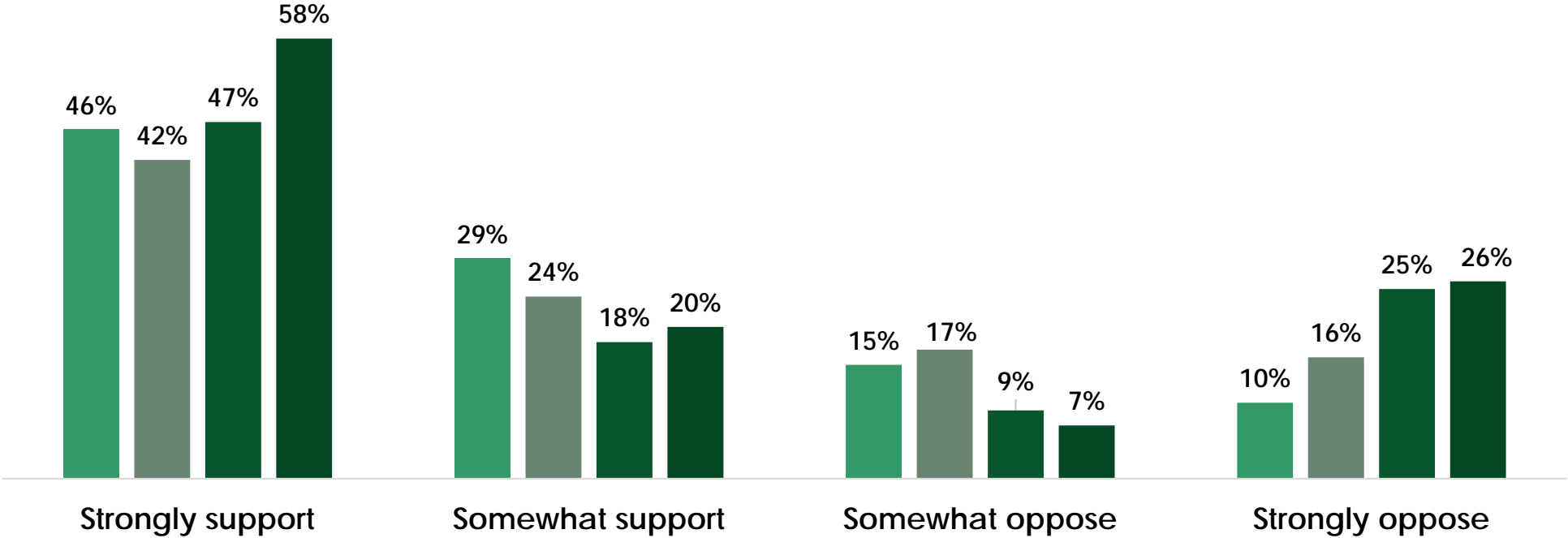


Source: HVCB analysis of Harris Poll COVID-19 Wave 80 (September 3 - September 5, 2021)

Do you support or oppose people required to show their vaccine passport to fly on a plane?

By Age

■ Gen Z ■ Millennials ■ Gen X ■ Boomer +

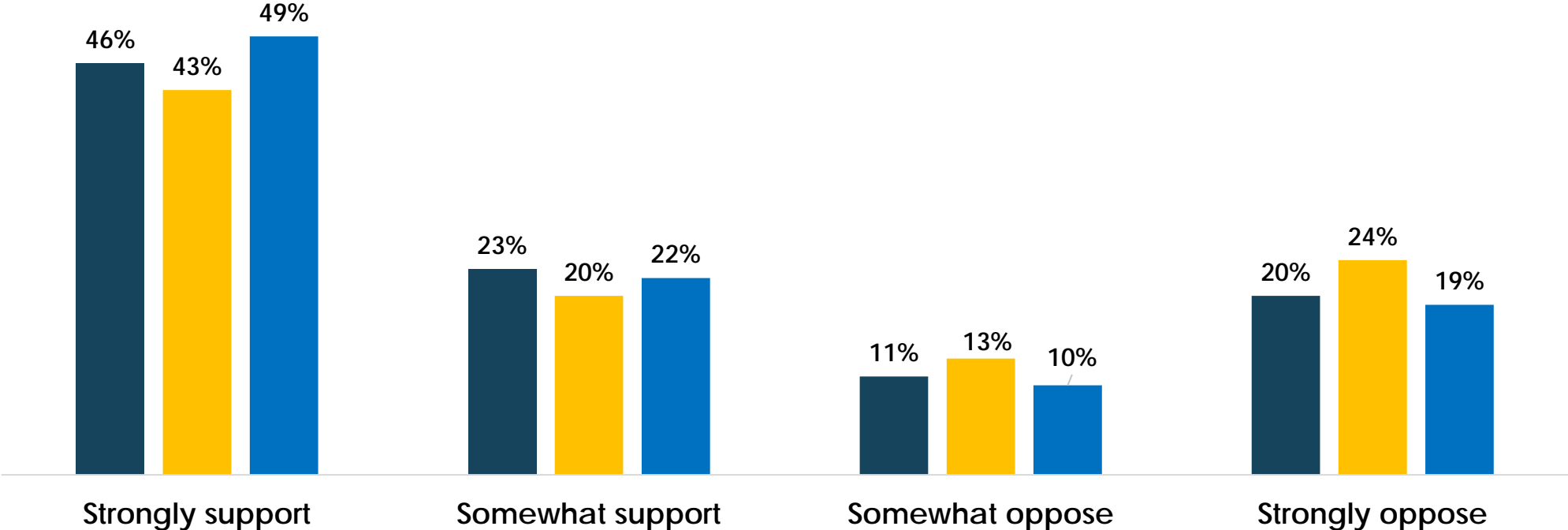


Source: HVCB analysis of Harris Poll COVID-19 Wave 80 (September 3 - September 5, 2021)

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+

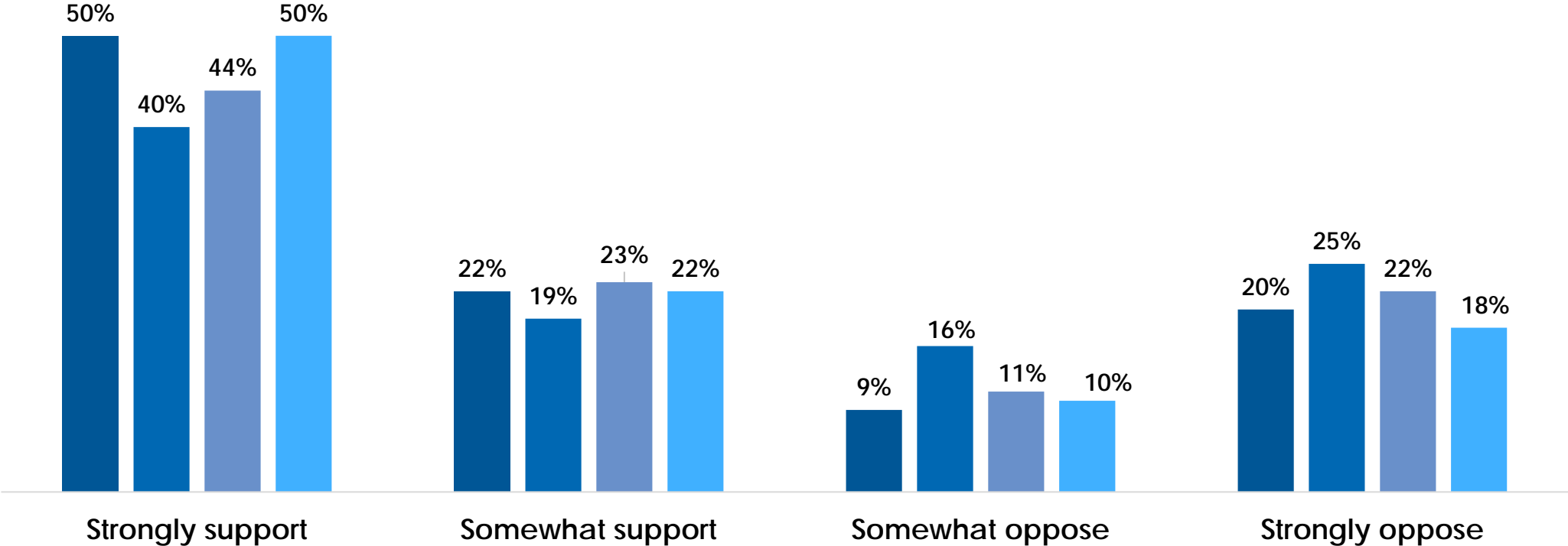


Source: HVCB analysis of Harris Poll COVID-19 Wave 80 (September 3 - September 5, 2021)

Do you support or oppose people required to show their vaccine passport to fly on a plane?

By Region

■ Northeast ■ Midwest ■ South ■ West

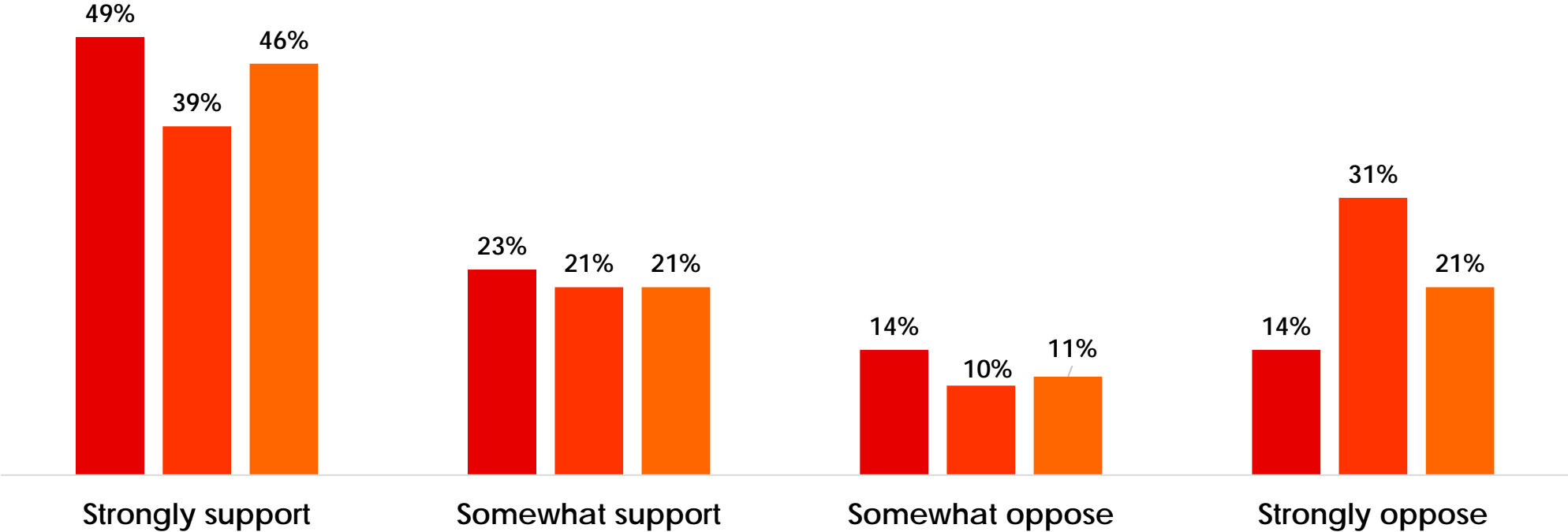


Source: HVCB analysis of Harris Poll COVID-19 Wave 80 (September 3 - September 5, 2021)

Do you support or oppose people required to show their vaccine passport to fly on a plane?

By Urbanicity

■ Urban ■ Rural ■ Suburban



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

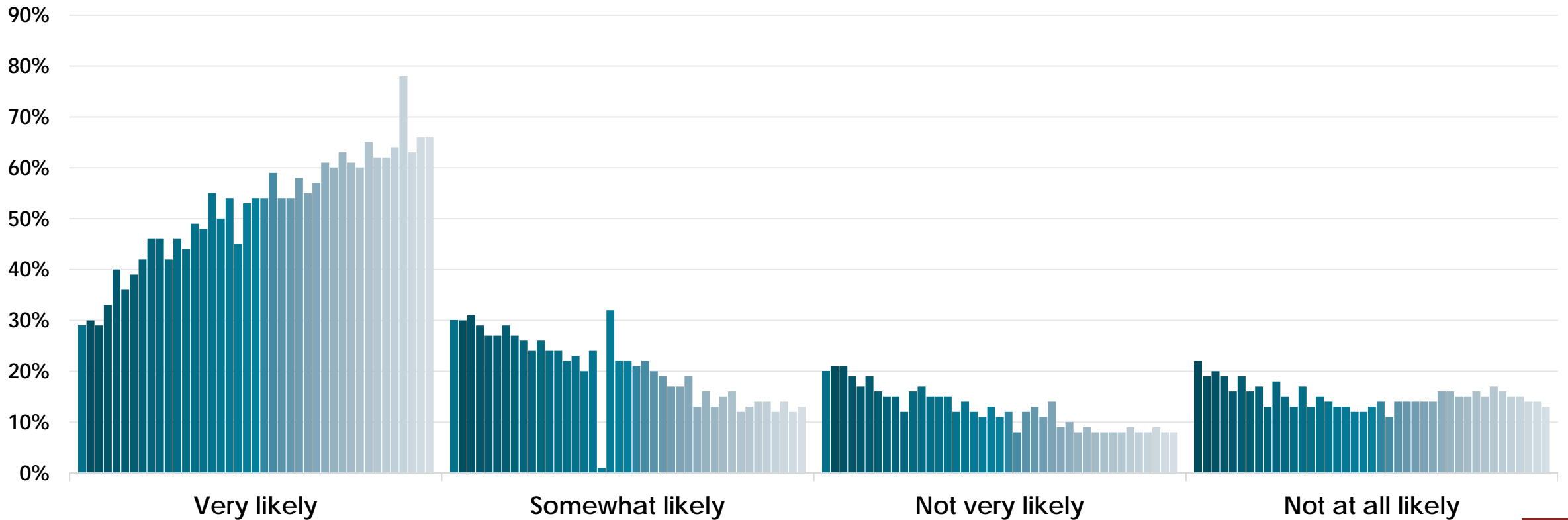


Impact of Vaccines



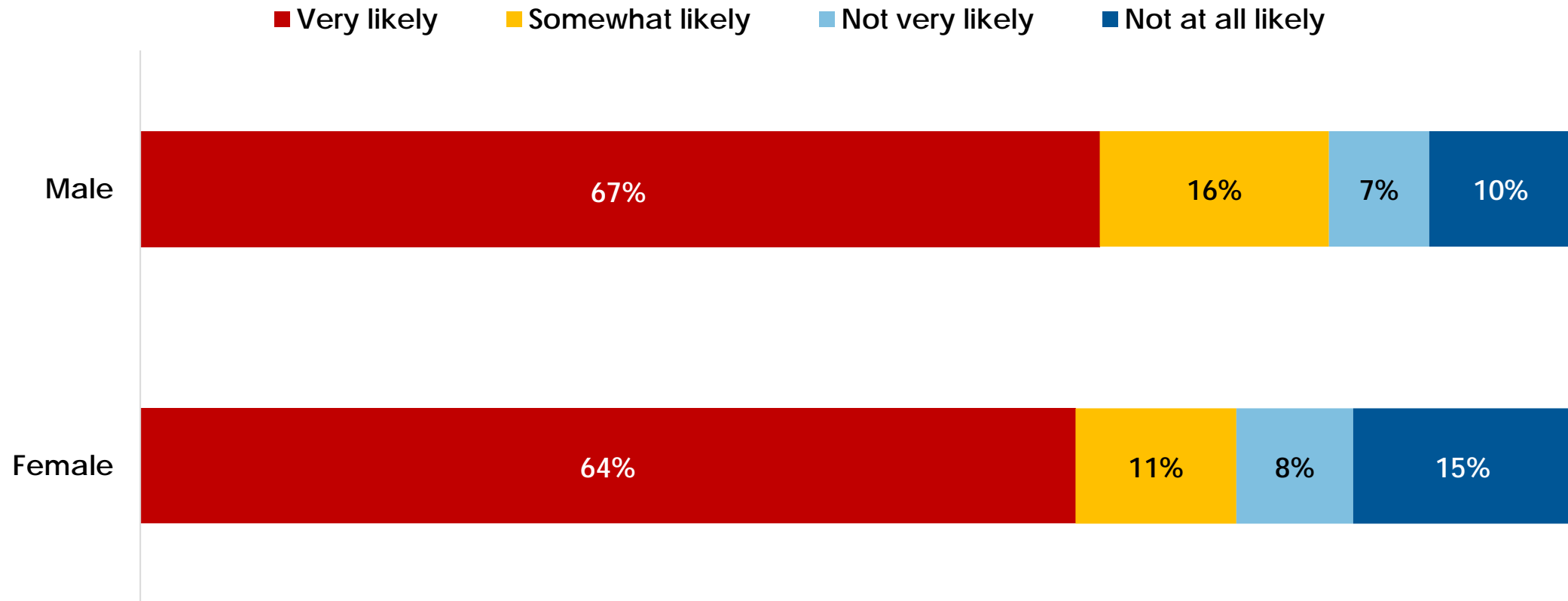
How likely are you to get a COVID-19 vaccine as soon as it becomes available?

- 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 (3/26-3/28)
- Wave 58 (4/2-4/4) ■ Wave 59 (4/9-4/11) ■ Wave 60 (4/16-4/18) ■ Wave 61 (4/23-4/25) ■ Wave 62 (4/30-5/2) ■ Wave 63 (5/7-5/9)
- Wave 64 (5/14-5/16) ■ Wave 65 (5/21-5/23) ■ Wave 66 (5/26-5/28) ■ Wave 67 (6/4-6/6) ■ Wave 68 (6/11-6/13) ■ Wave 69 (6/18-6/20)
- Wave 70 (6/25-6/27) ■ Wave 71 (7/1-7/4) ■ Wave 72 (7/9-7/11) ■ Wave 73 (7/16-7/18) ■ Wave 74 (7/23-7/25) ■ Wave 75 (7/30-8/1)
- Wave 76 (8/6-8/8) ■ Wave 77 (8/13-8/15) ■ Wave 78 (8/20-8/22) ■ Wave 79 (8/27-8/29) ■ Wave 80 (9/3-9/5)

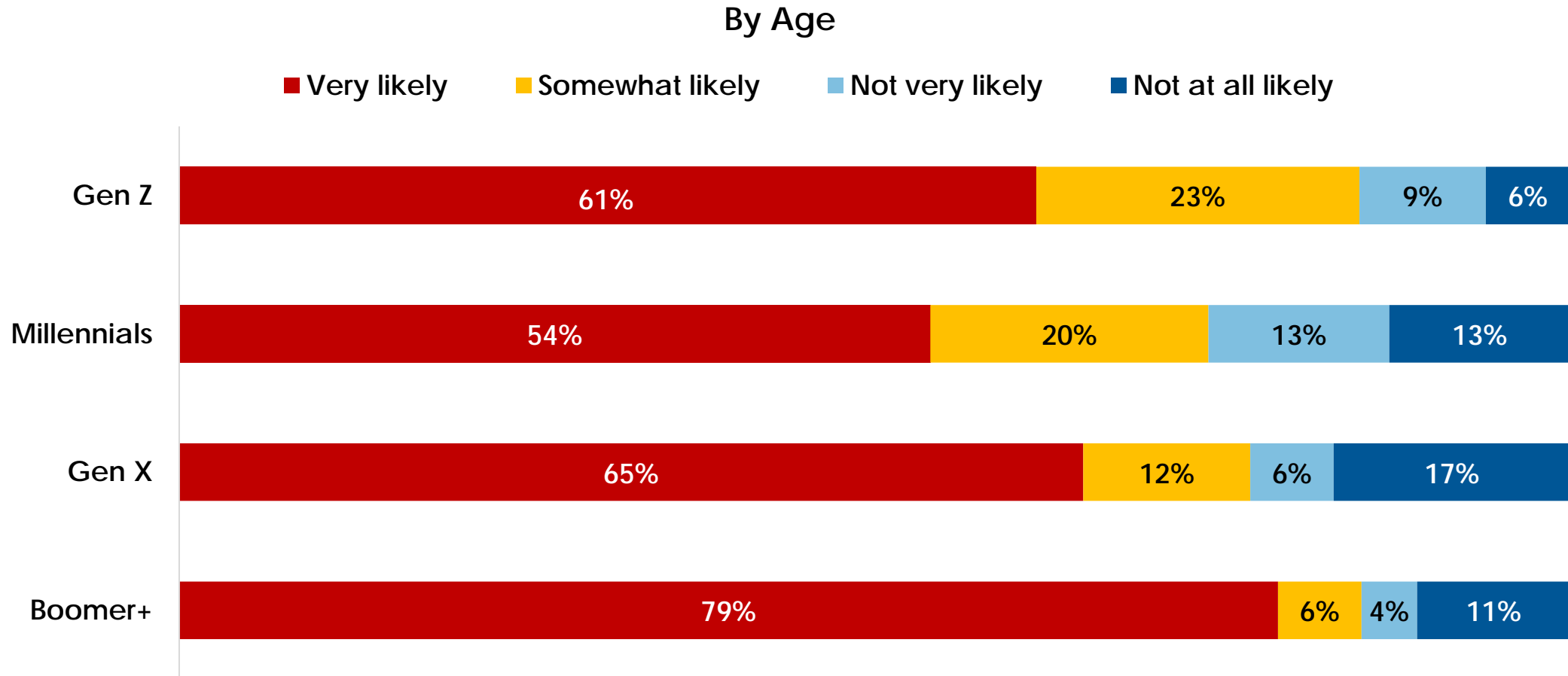


How likely are you to get a COVID-19 vaccine as soon as it becomes available?

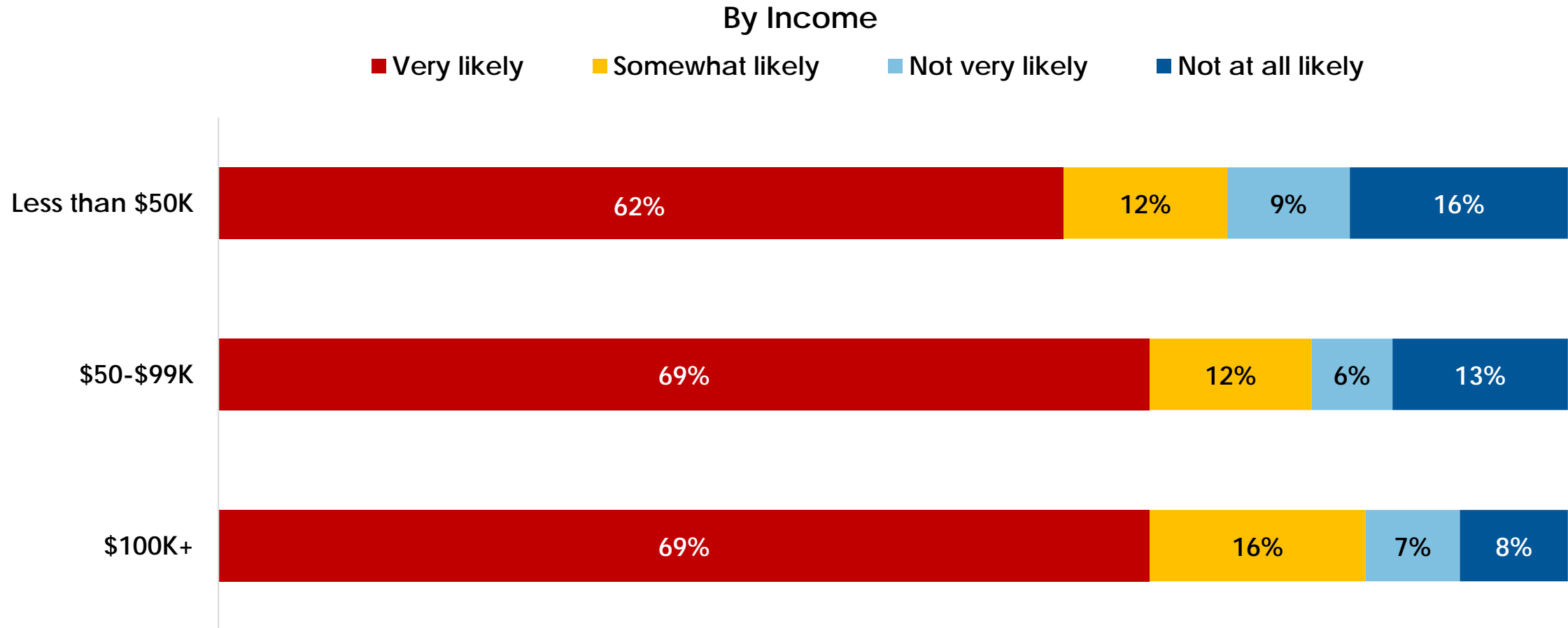
By Gender



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



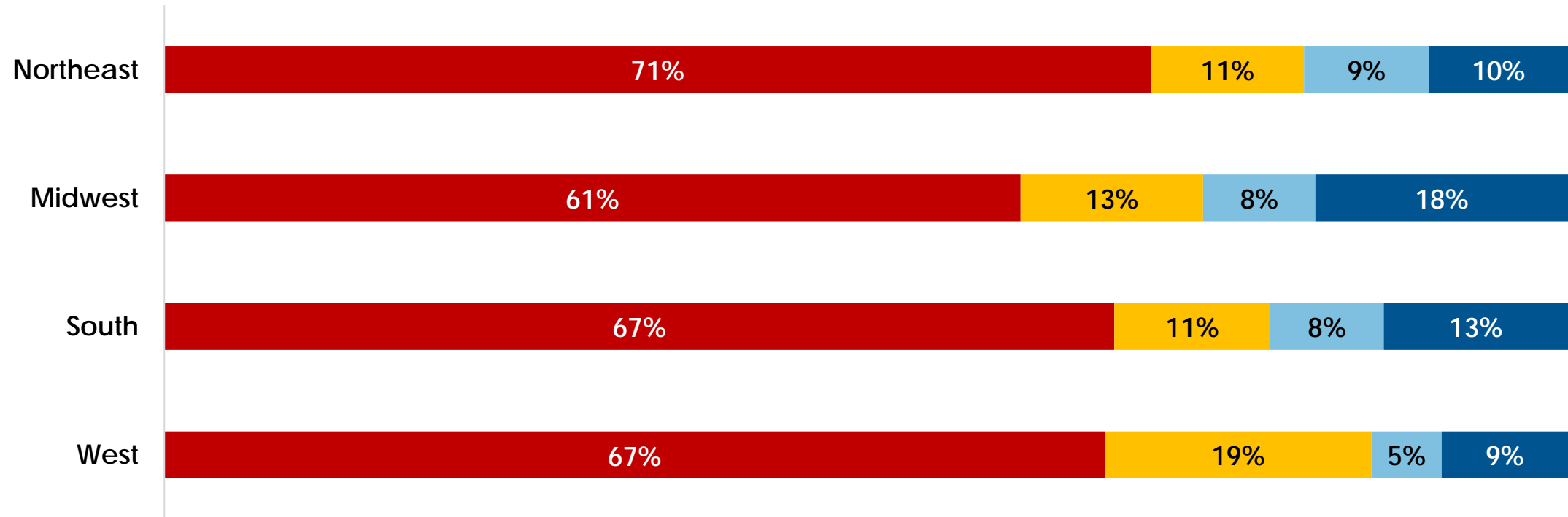
How likely are you to get a COVID-19 vaccine as soon as it becomes available?



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

By Region

Very likely Somewhat likely Not very likely Not at all likely



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

By Urbanicity

