

The Harris Poll COVID-19 Travel Sentiment

Reported on October 8, 2021



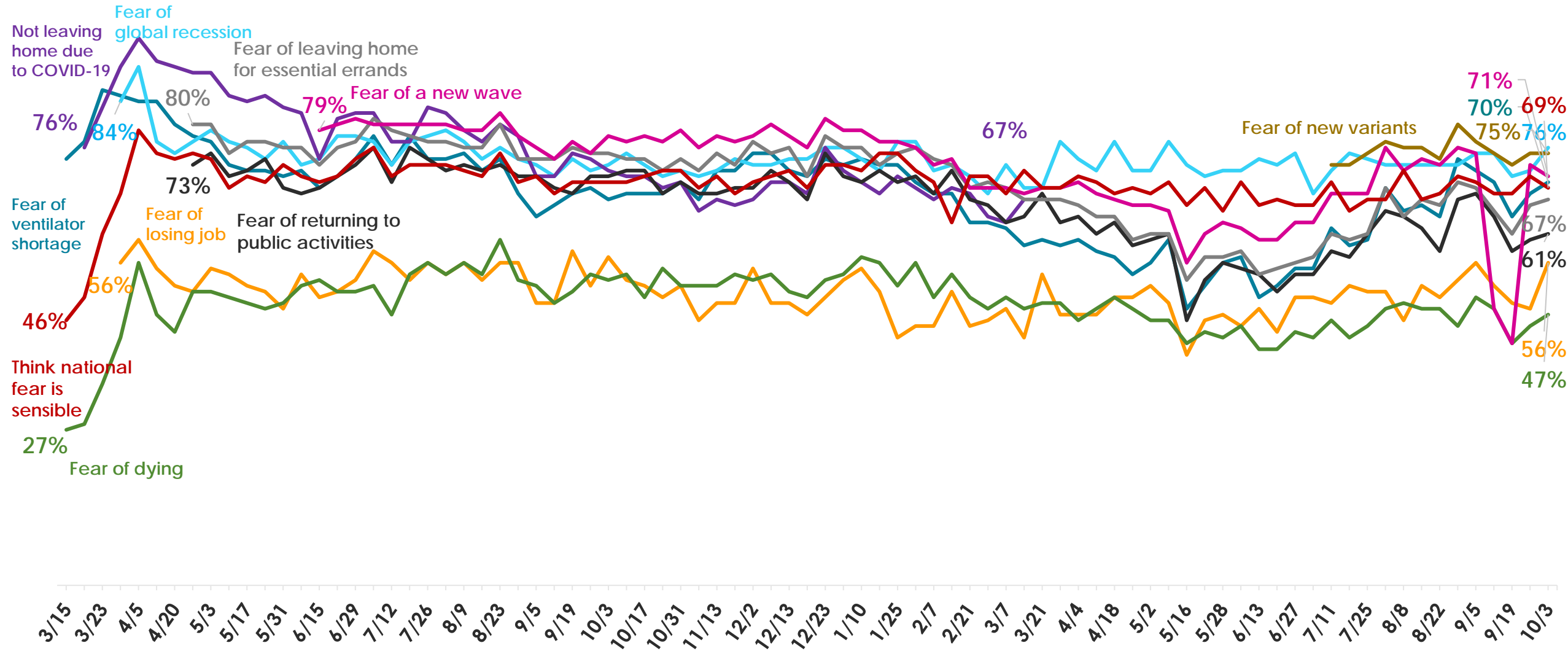
Data Source:

The Harris Poll COVID-19 Tracker

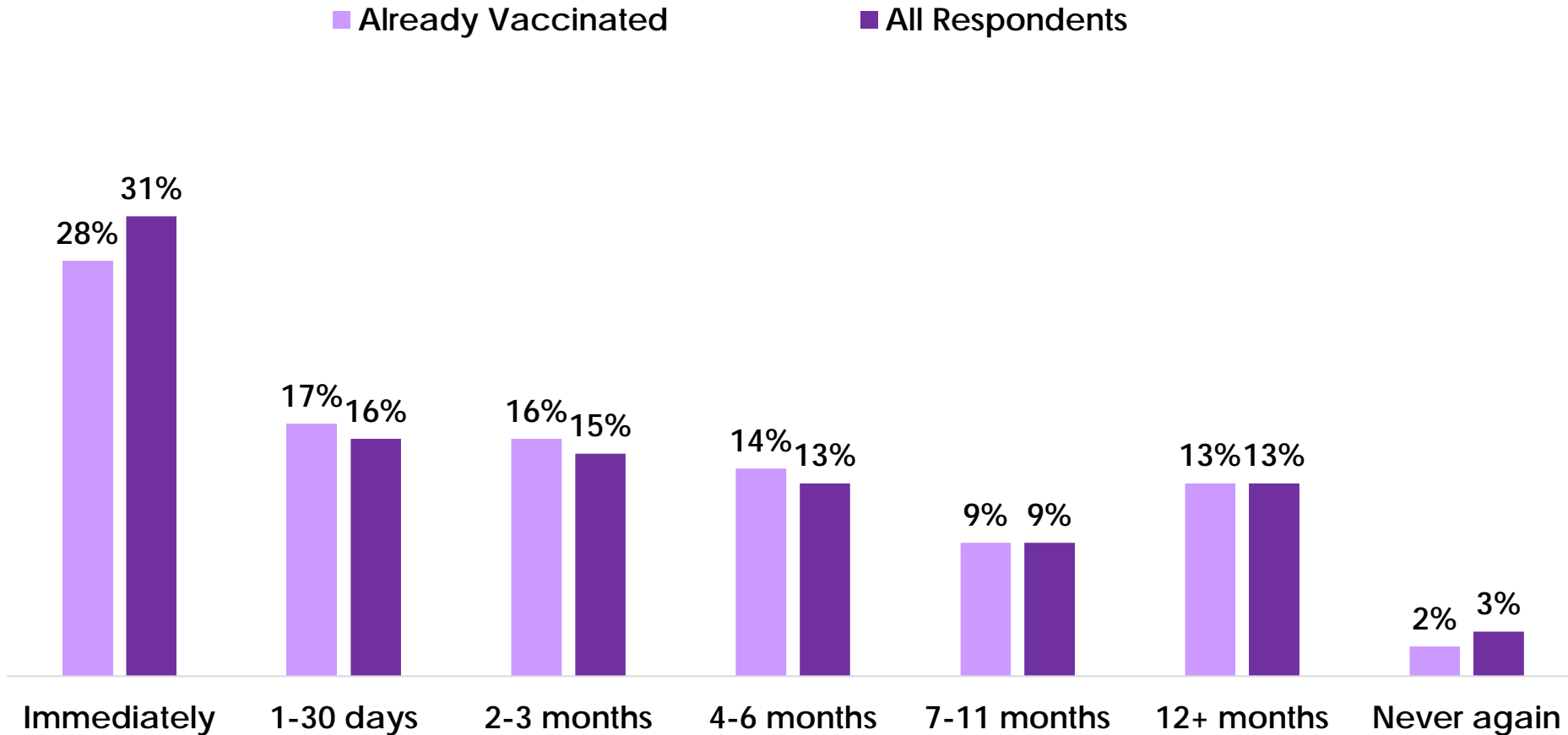
The Harris Poll
COVID-19 Tracker

- 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



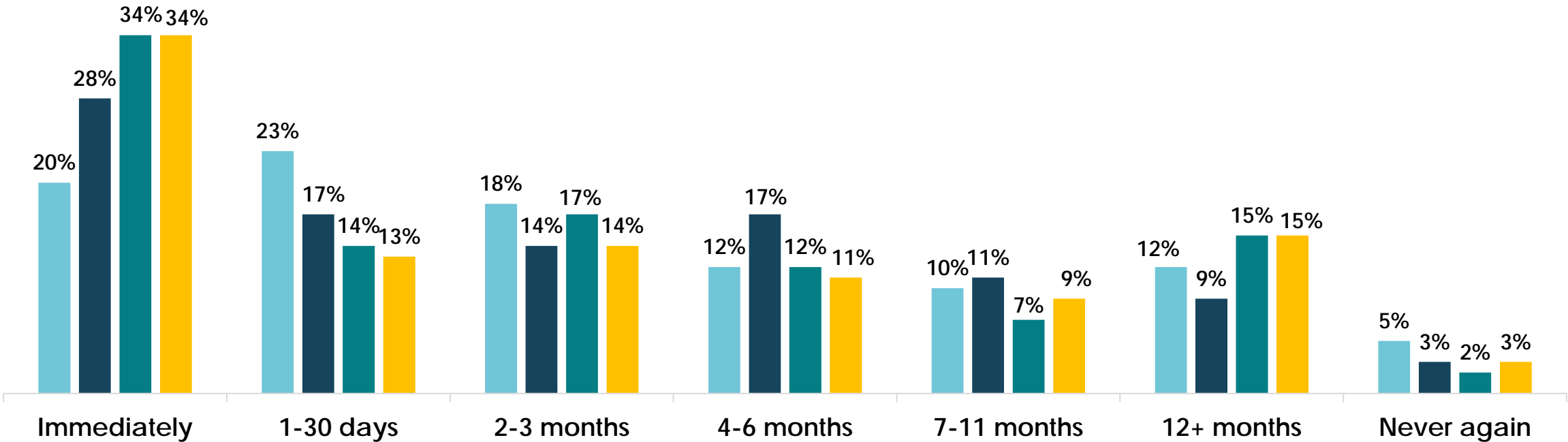
Once we reach herd immunity, how long will it take you to resume pre-pandemic levels of stay in a hotel?



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By Age

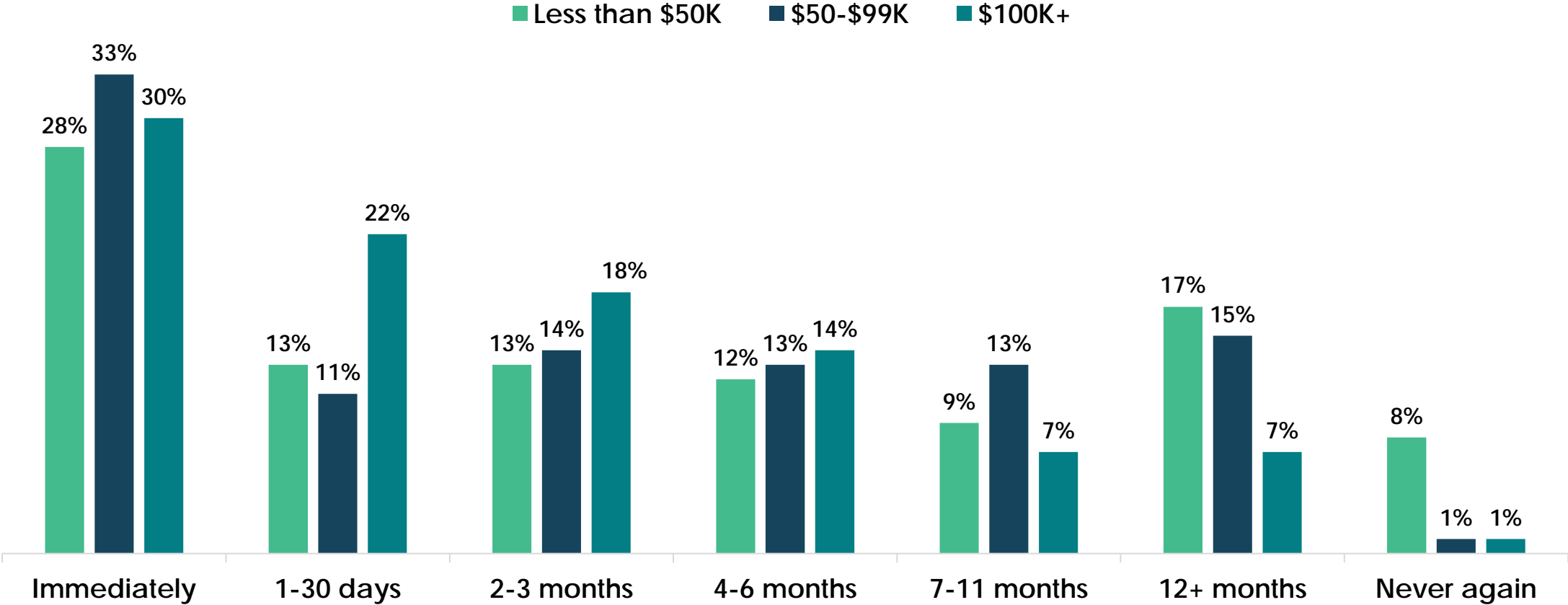
■ Gen Z ■ Millennials ■ Gen X ■ Boomer+



Source: HVCB analysis of Harris Poll COVID-19 Wave 84 (October 1 - October 3, 2021)

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

By Income

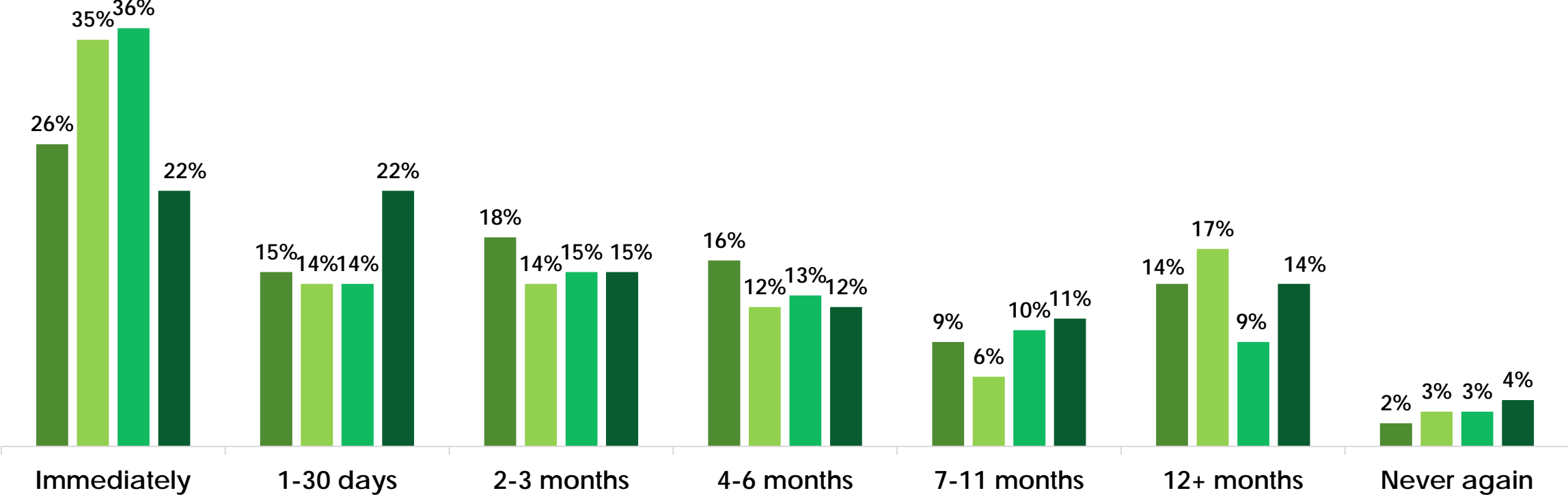


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By Region

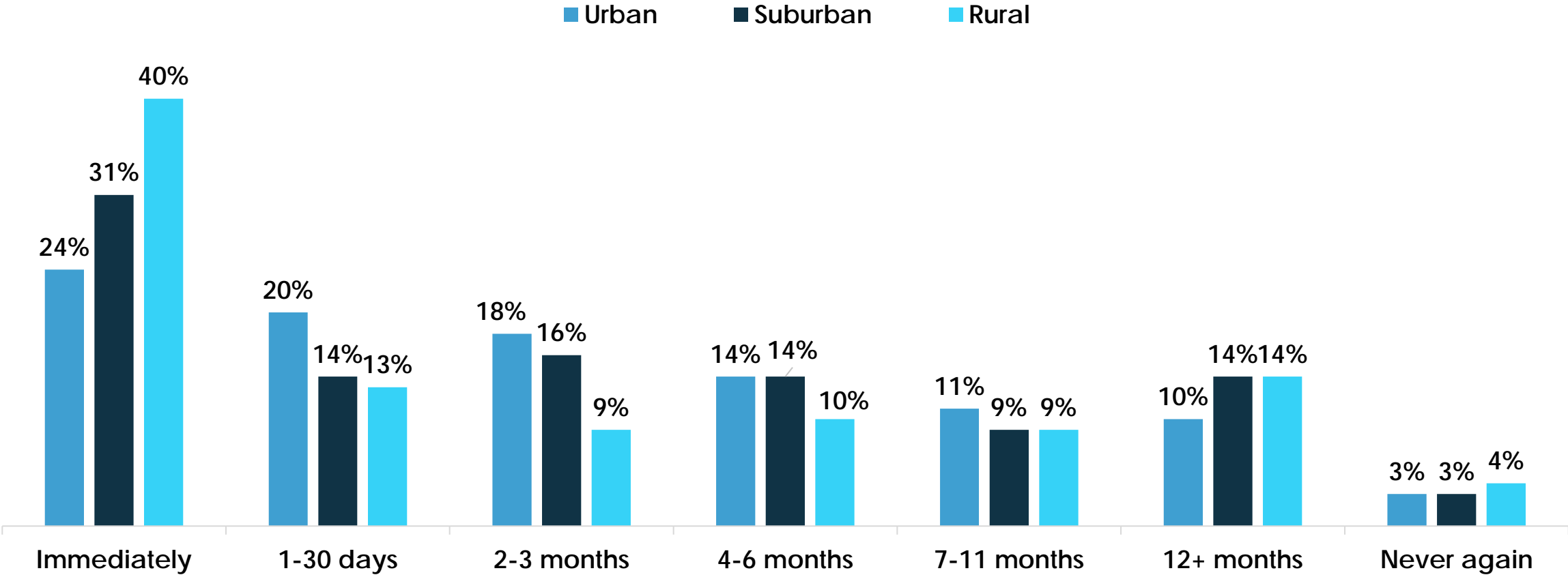
■ Northeast ■ Midwest ■ South ■ West



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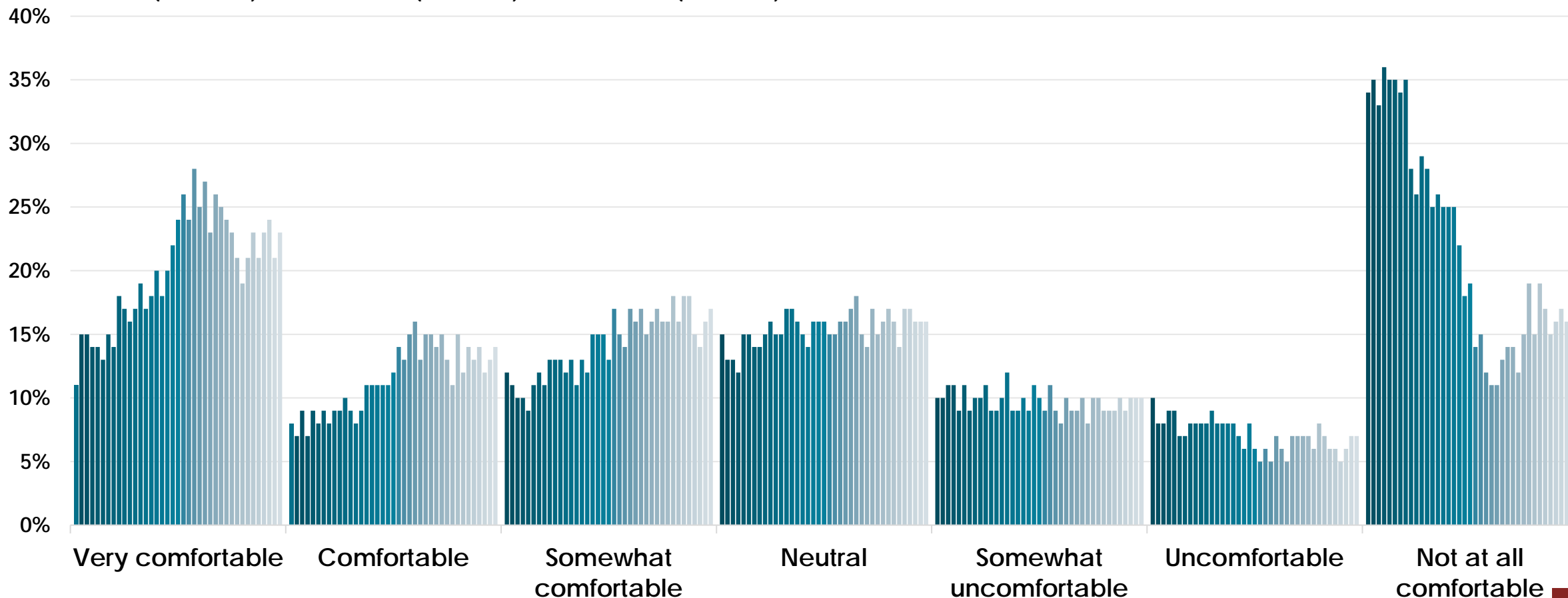
By Urbanicity



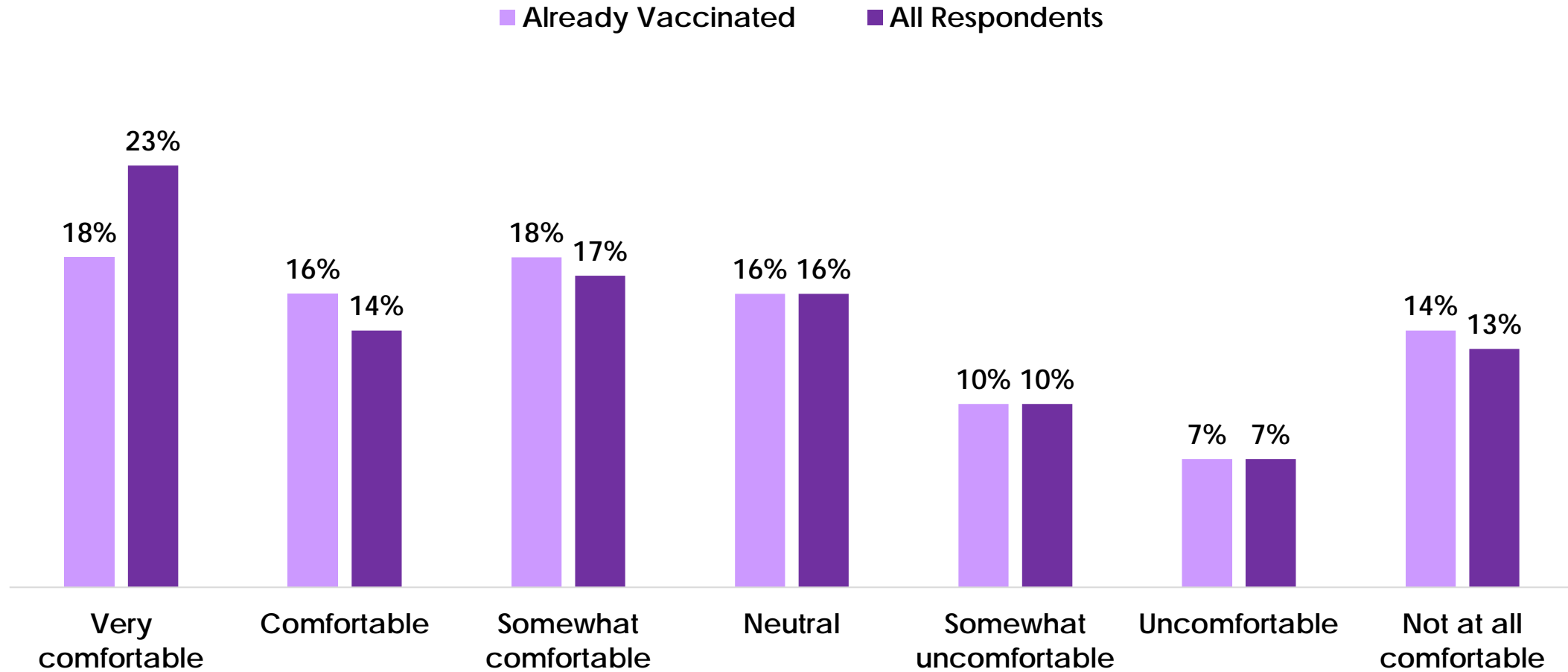
Source: HVCB analysis of Harris Poll COVID-19 Wave 84 (October 1 - October 3, 2021)

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

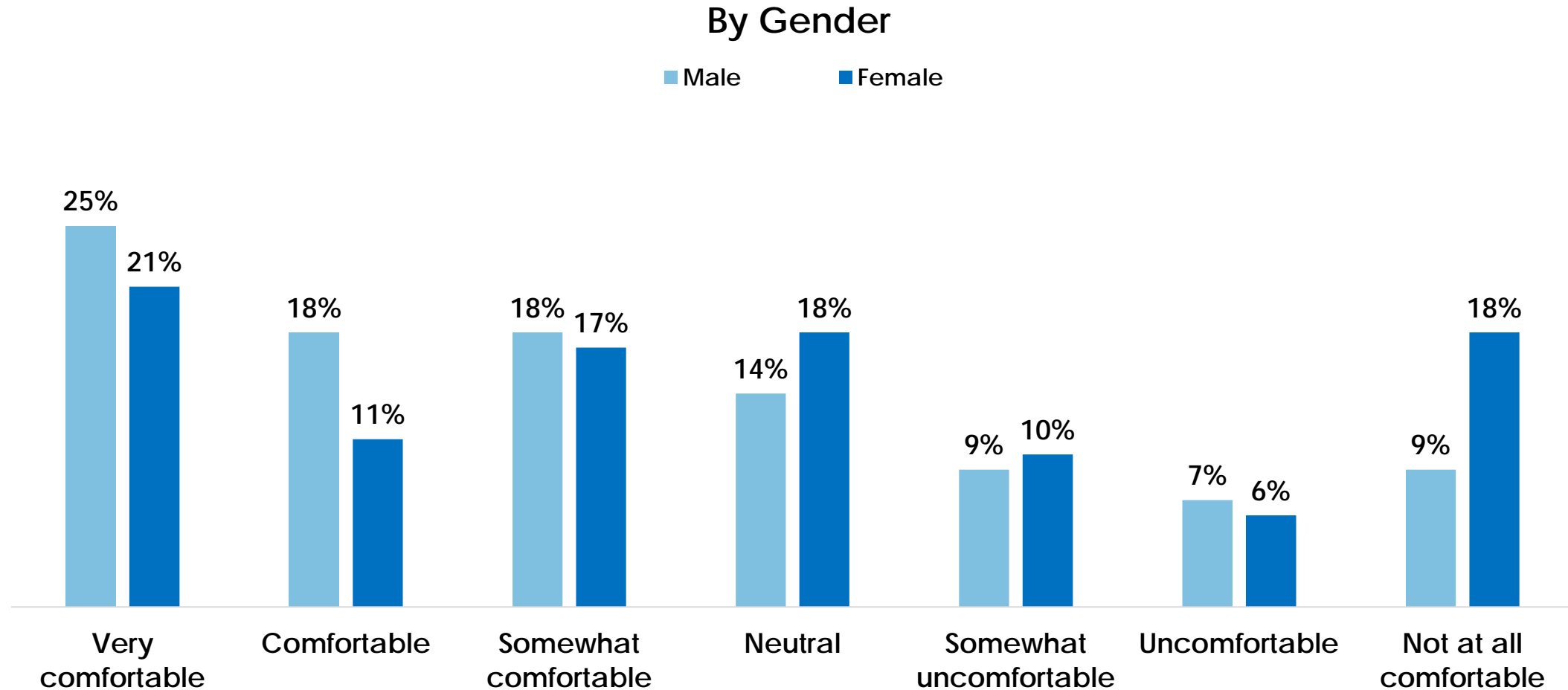
- Wave 46 (1/8-1/10)
- Wave 47 (1/15-1/17)
- Wave 48 (1/22-1/25)
- Wave 49 (1/29-1/31)
- Wave 50 (2/5-2/7)
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- Wave 58 (4/2-4/4)
- Wave 59 (4/9-4/11)
- Wave 60 (4/16-4/18)
- Wave 61 (4/23-4/25)
- Wave 62 (4/30-5/2)
- Wave 63 (May 7-9)
- Wave 64 (May 14-16)
- Wave 65 (5/21-5/23)
- Wave 66 (5/26-5/28)
- Wave 67 (Wave 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)
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- Wave 73 (7/16-7/18)
- Wave 74 (7/23-7/25)
- Wave 75 (7/30-8/1)
- Wave 76 (8/6-8/8)
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- Wave 78 (8/20-8/22)
- Wave 79 (8/27-8/29)
- Wave 80 (9/3-9/5)
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- Wave 84 (10/1-10/3)



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



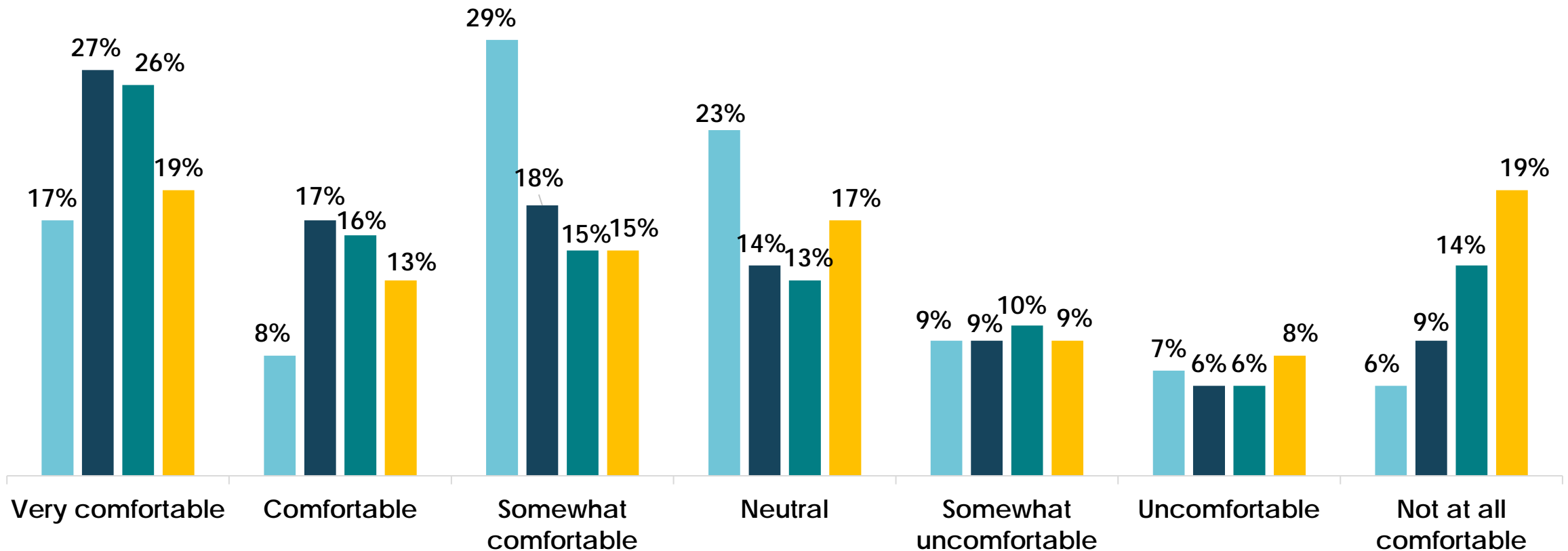
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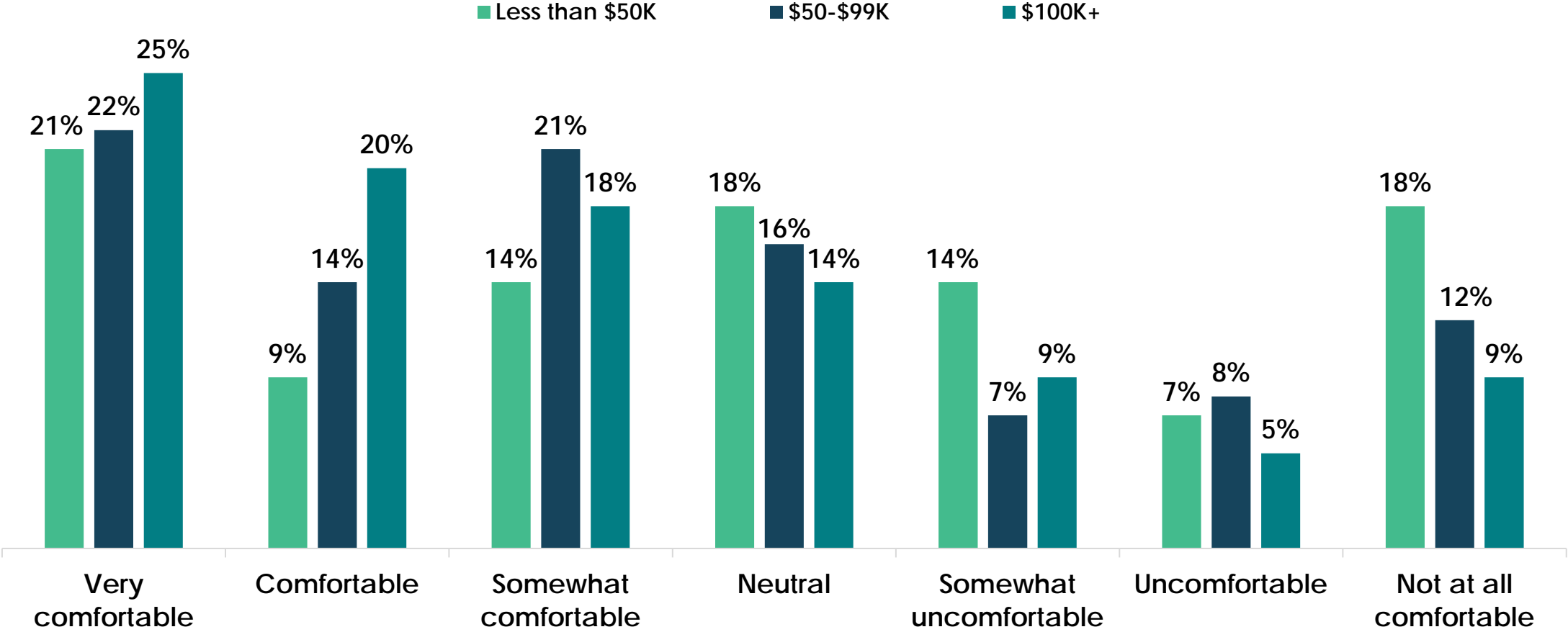
By Age

■ Gen Z ■ Millenials ■ Gen X ■ Boomers+



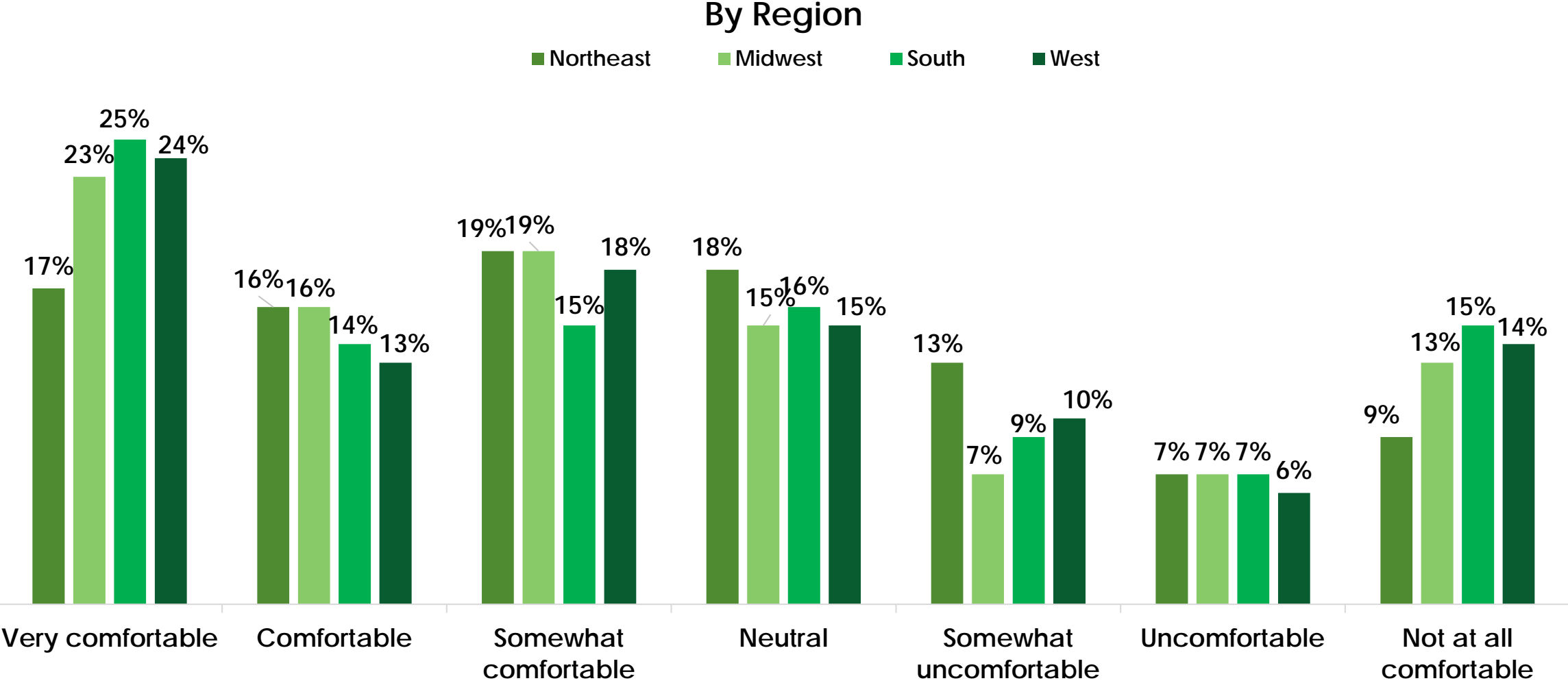
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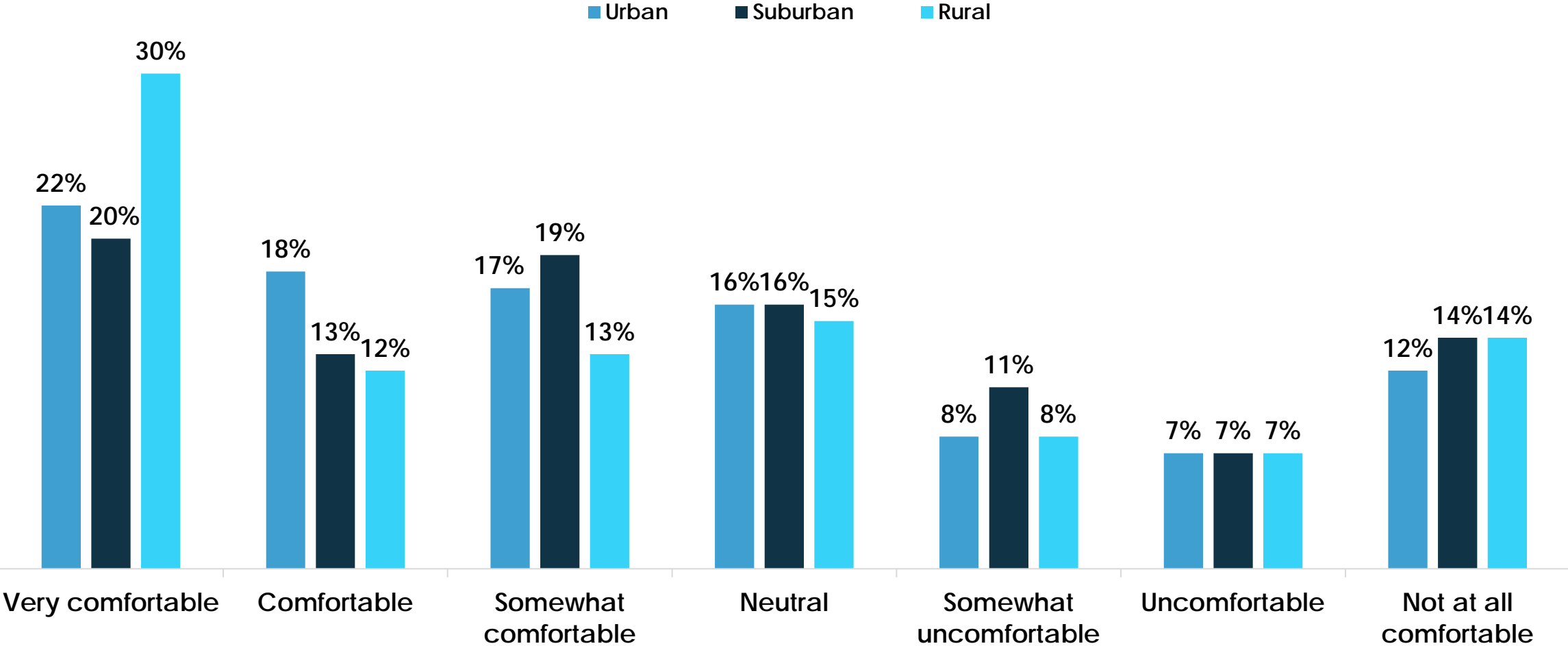
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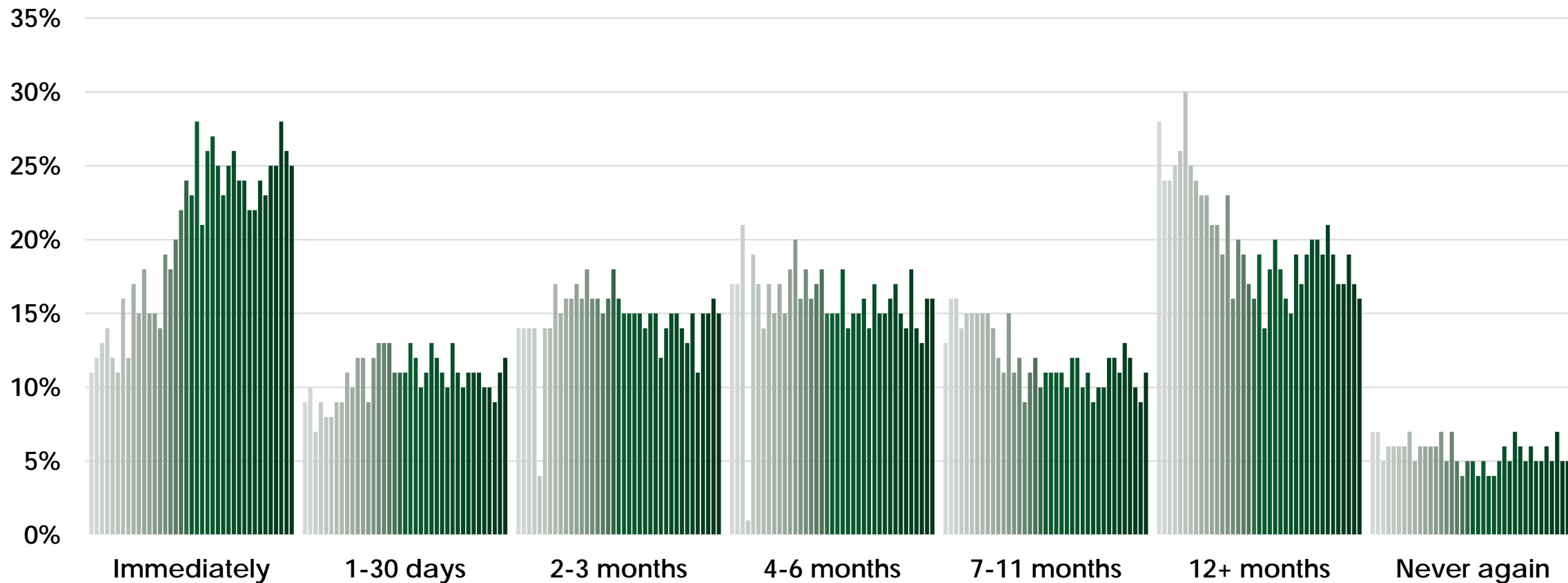
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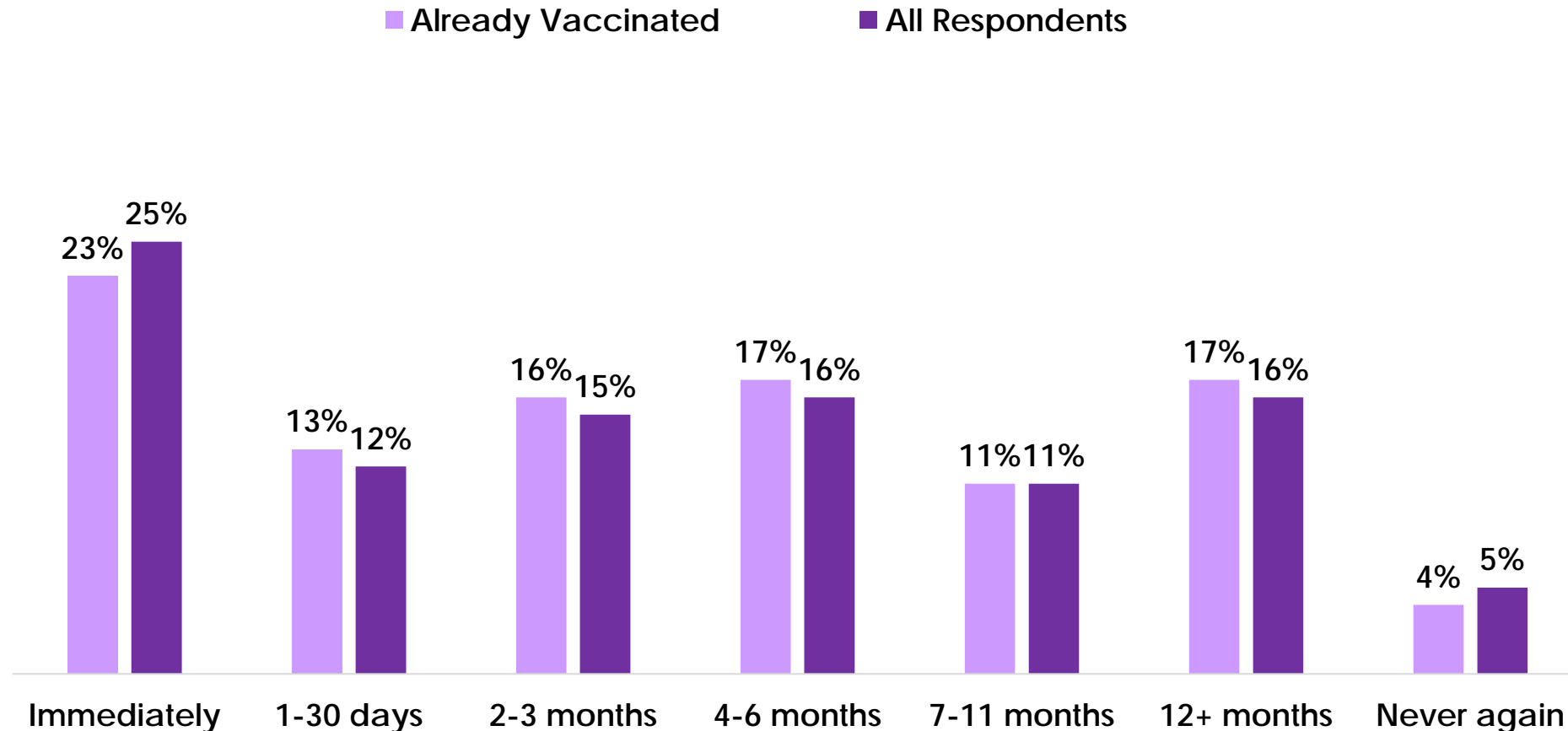
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Once we reach herd immunity, how long will it take you to resume pre-pandemic activity levels for flying on a plane?

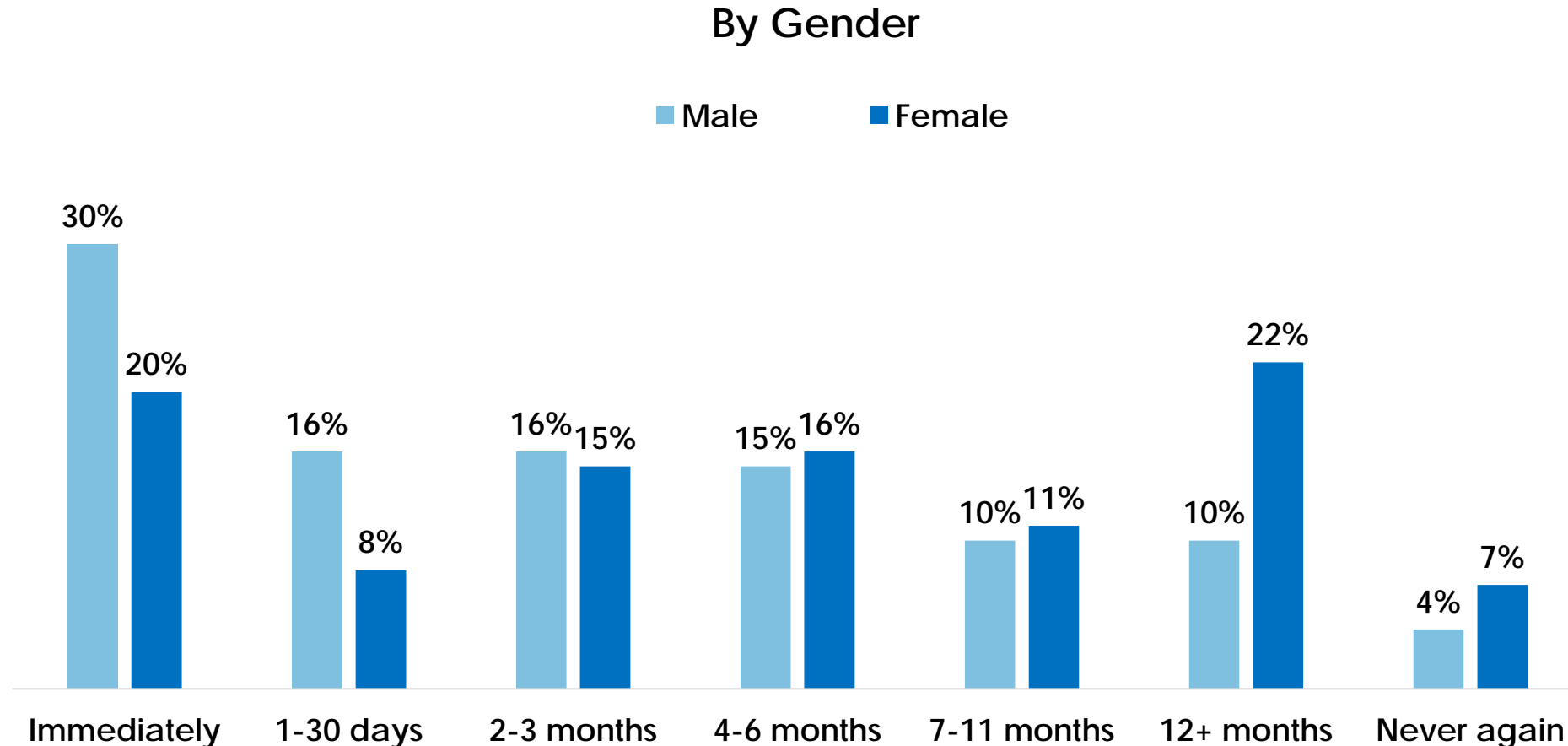
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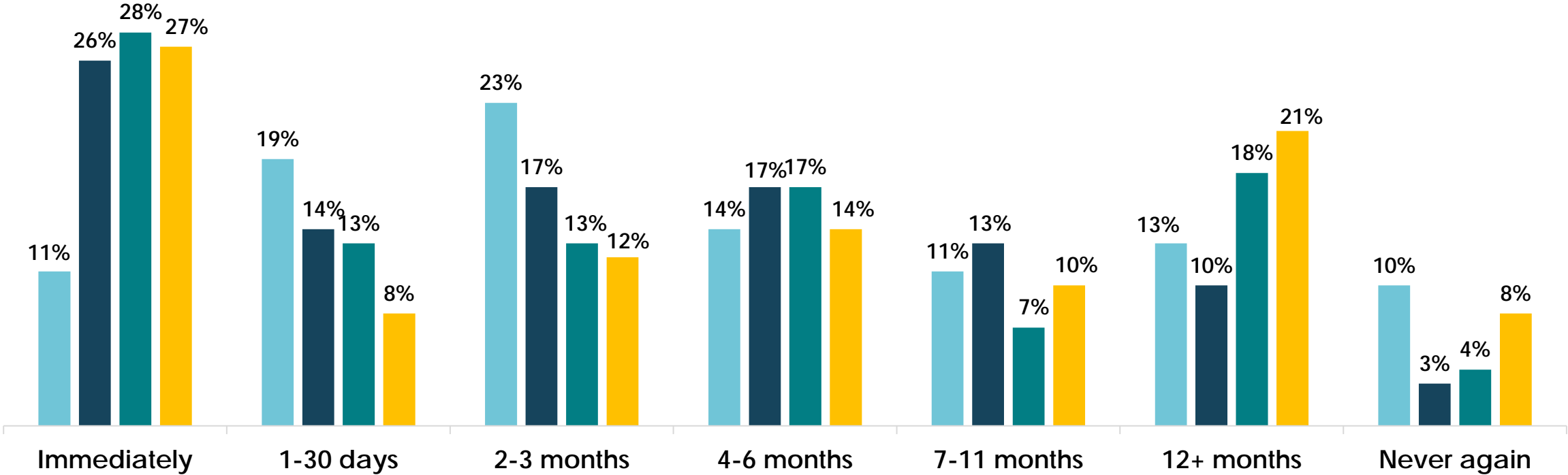
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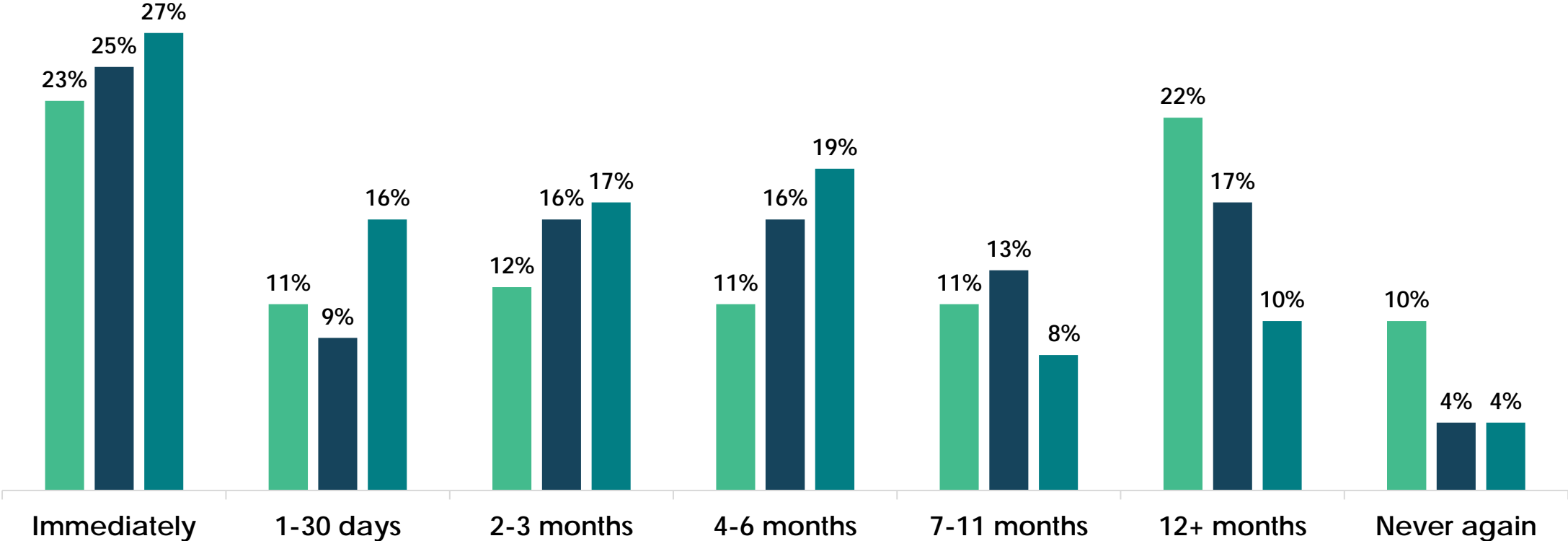


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By Income

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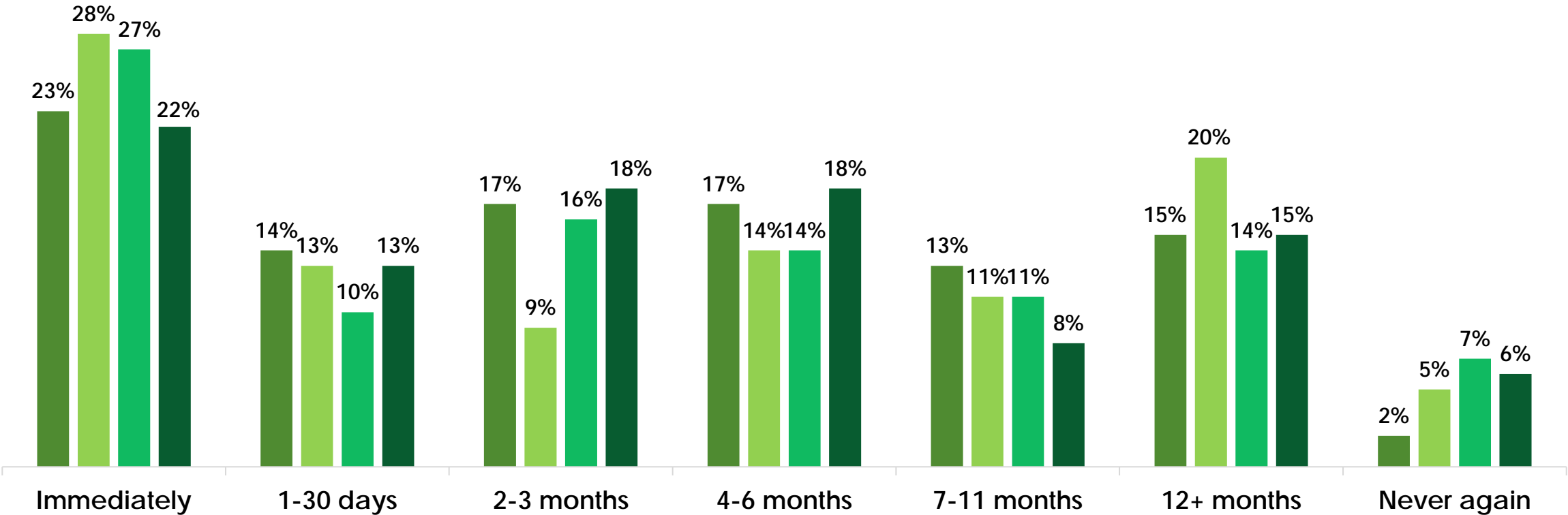


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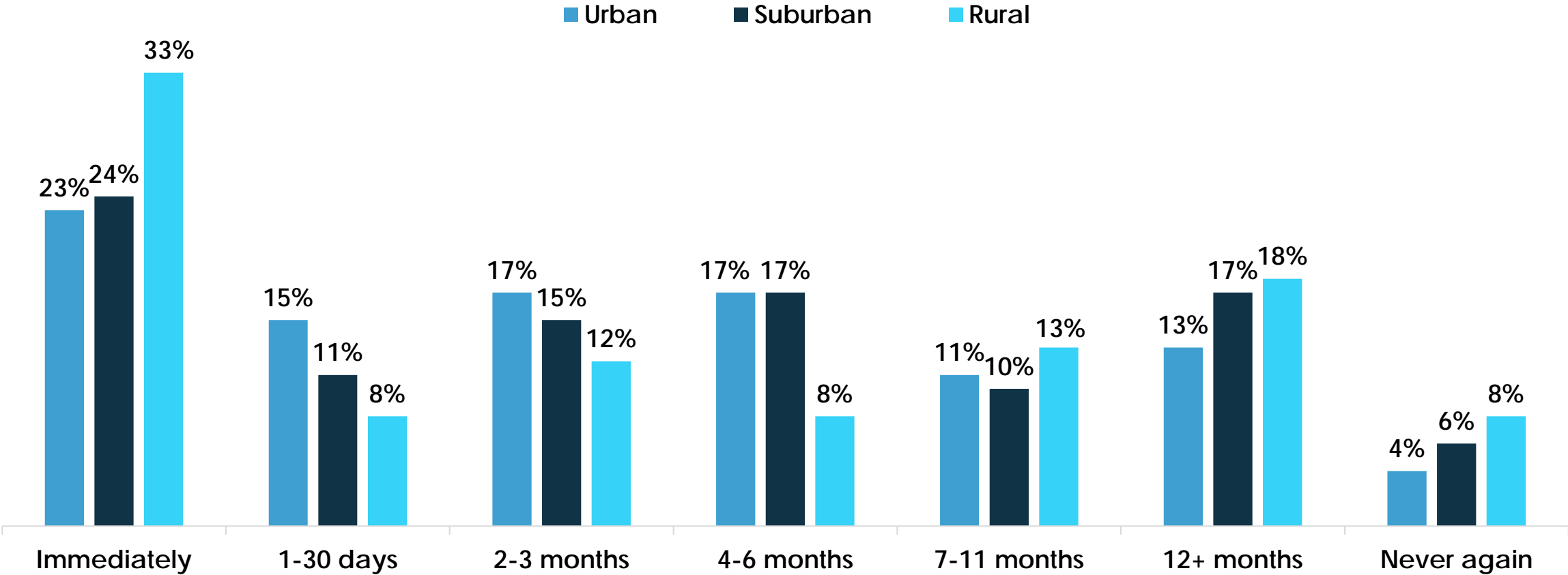
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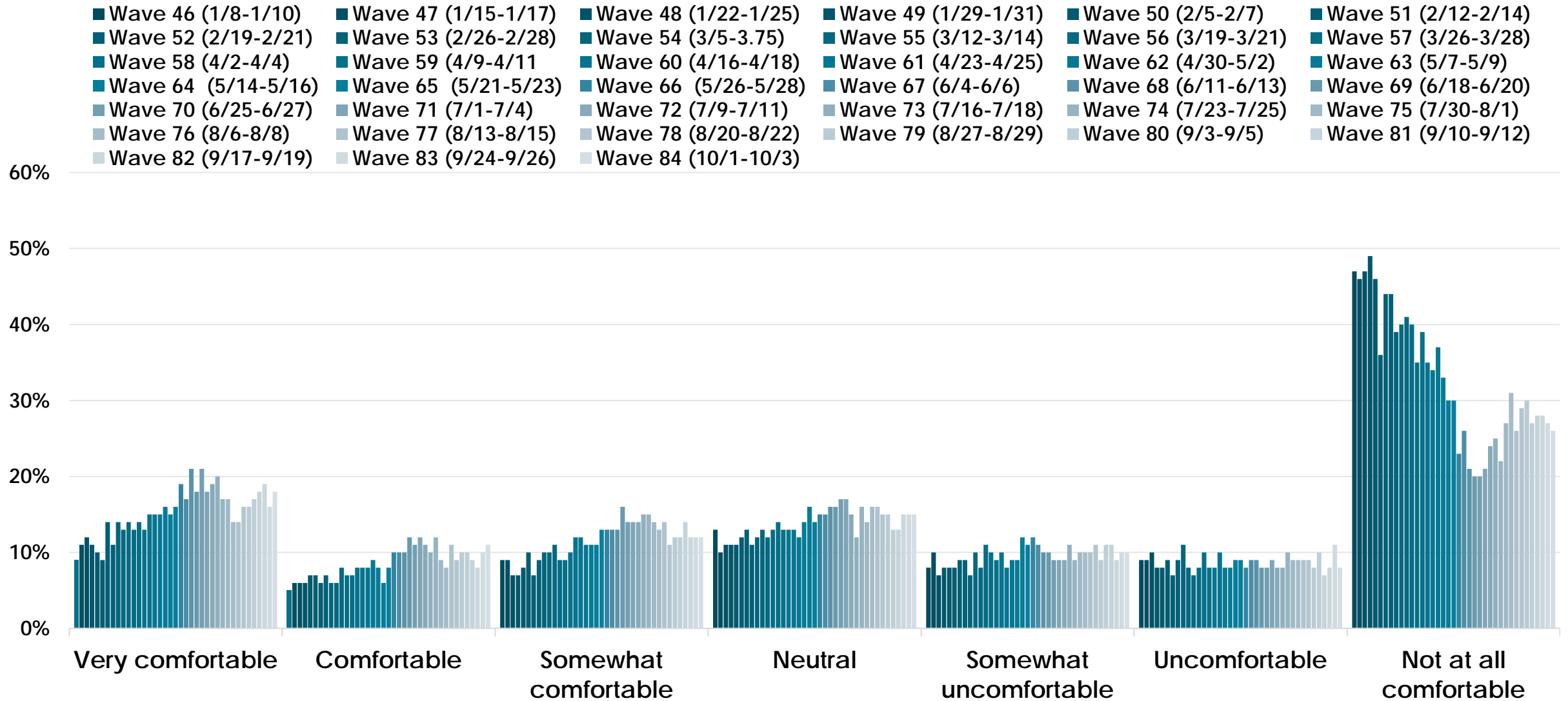
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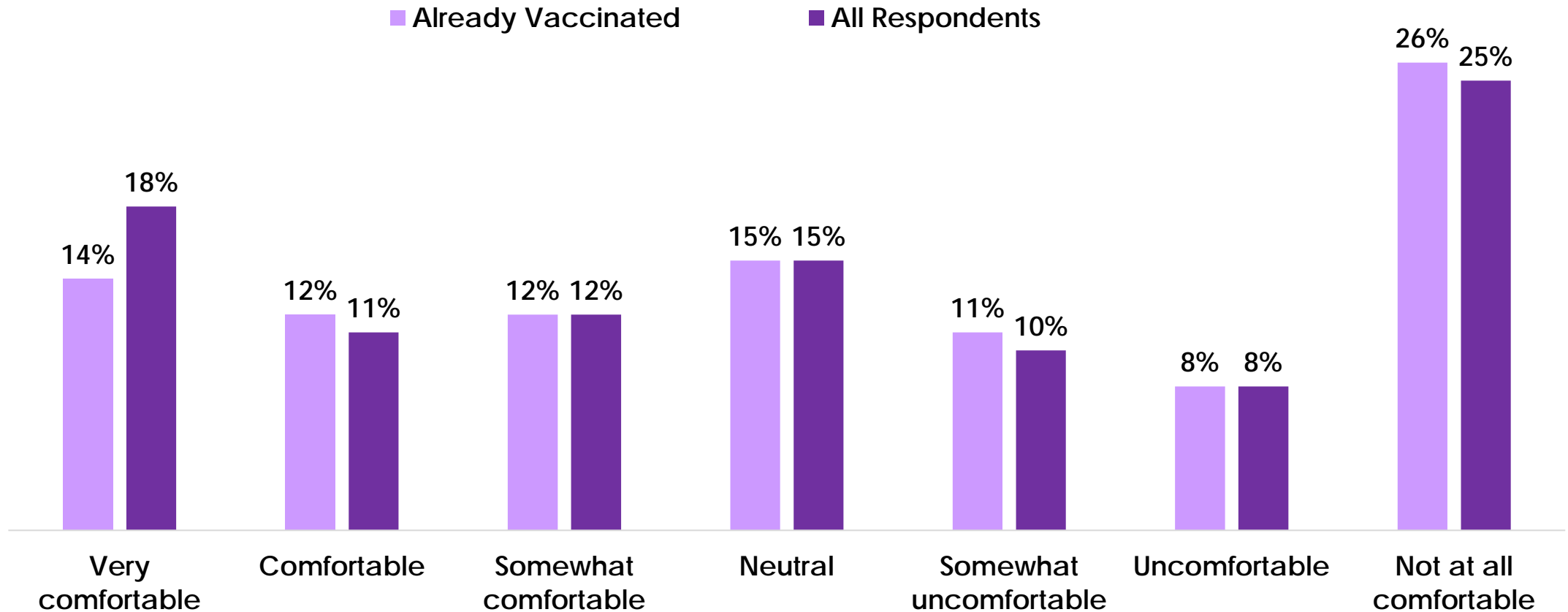


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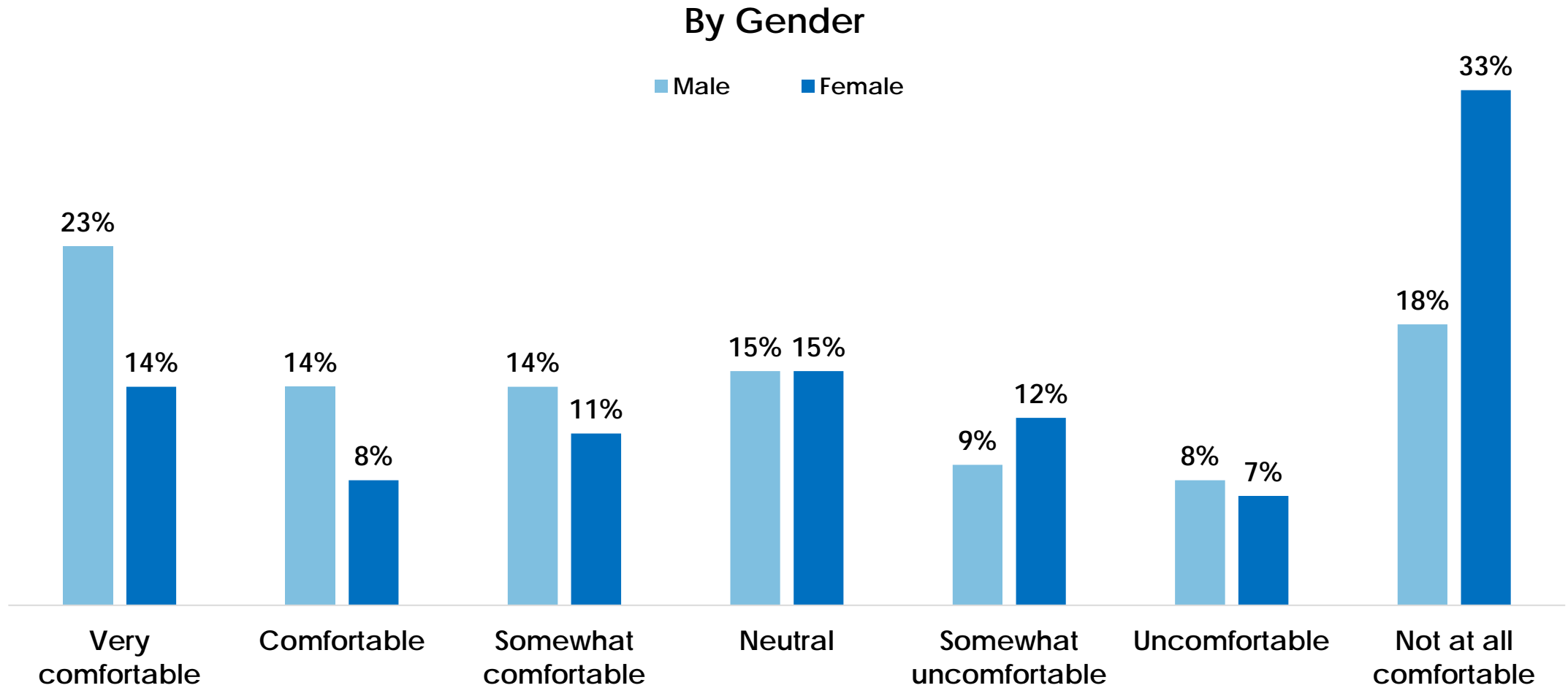
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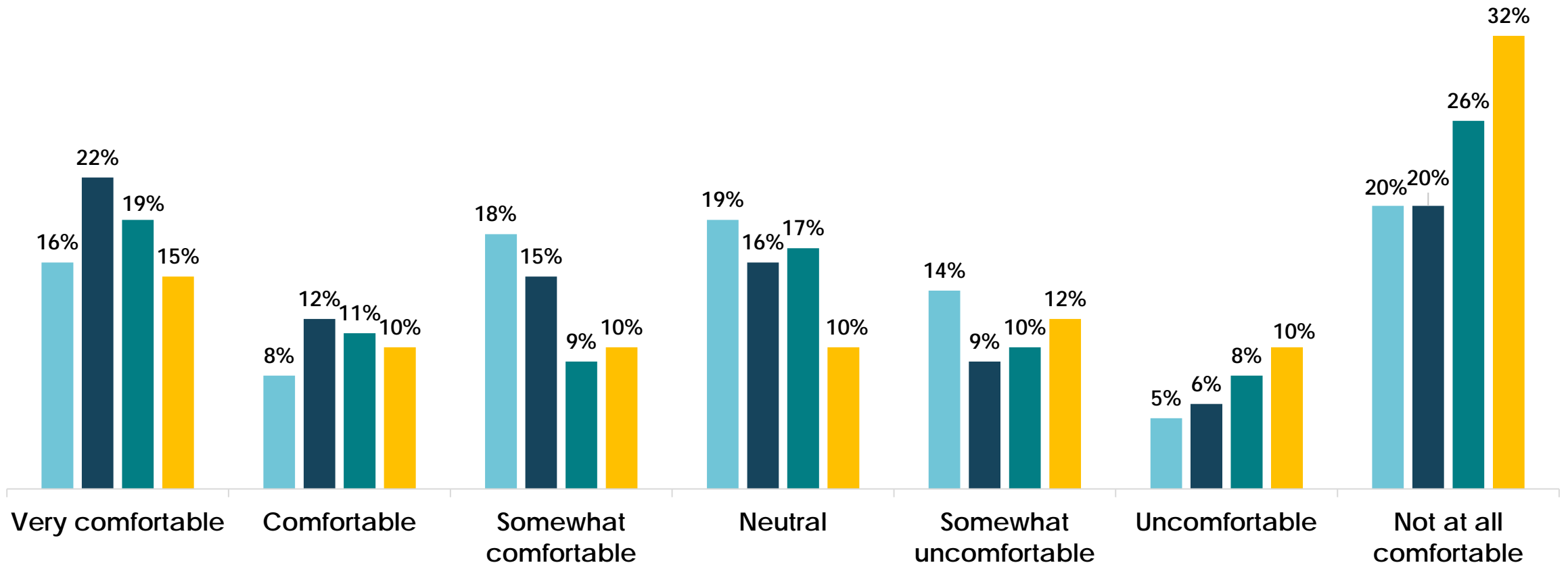
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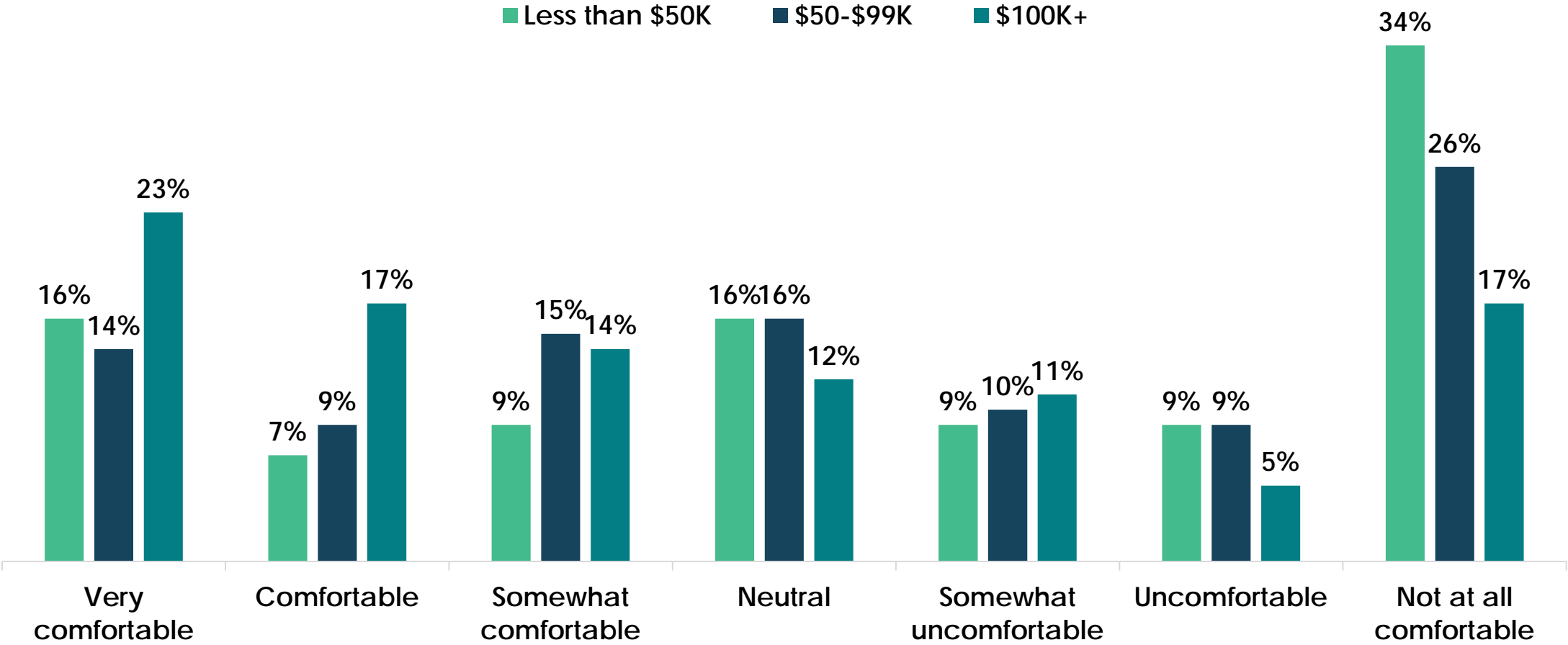
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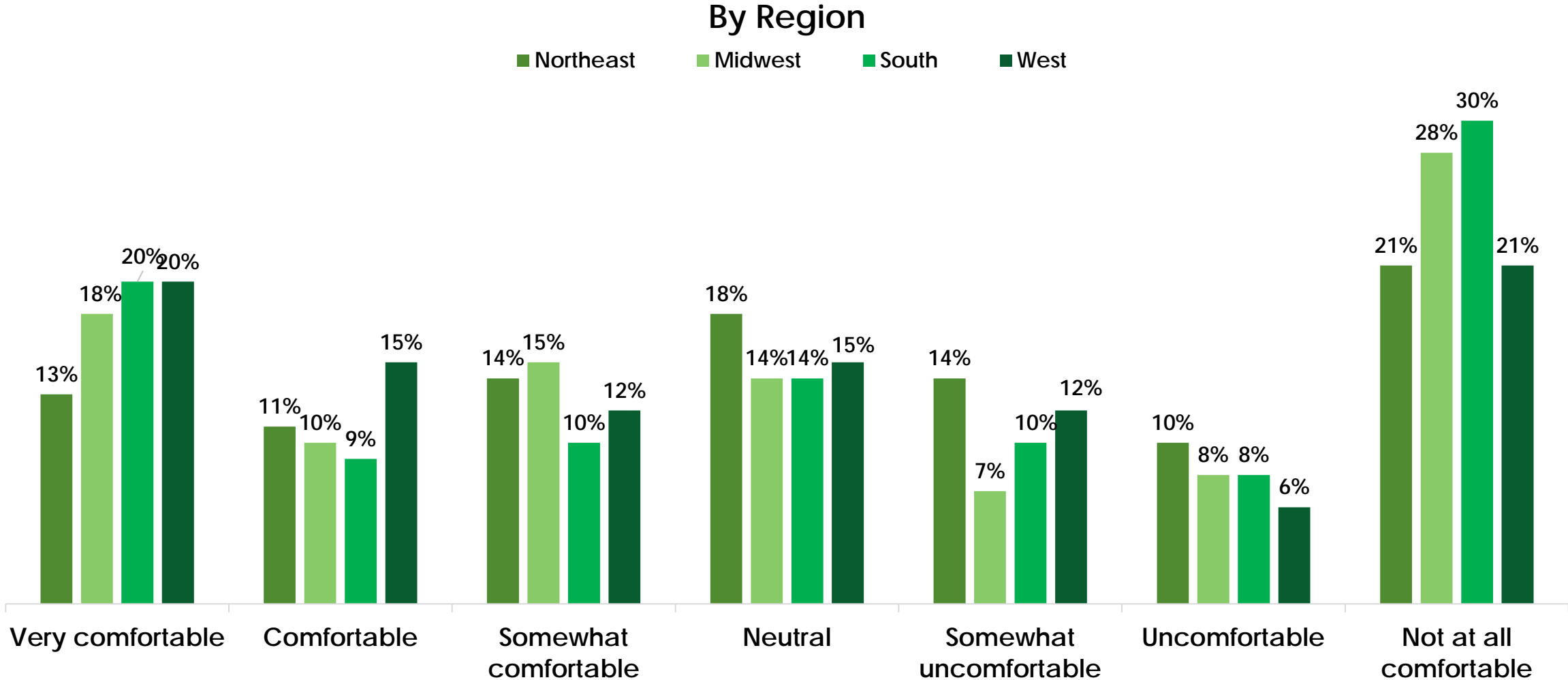
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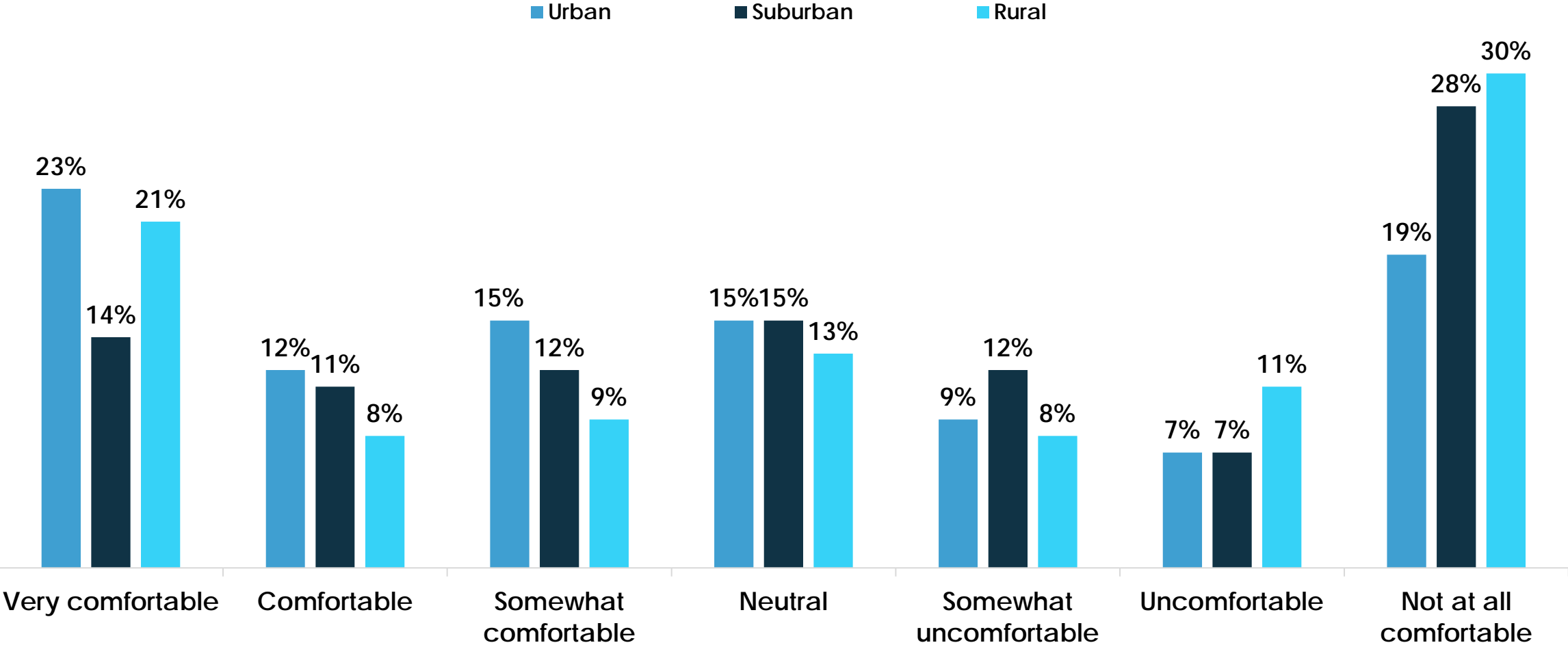
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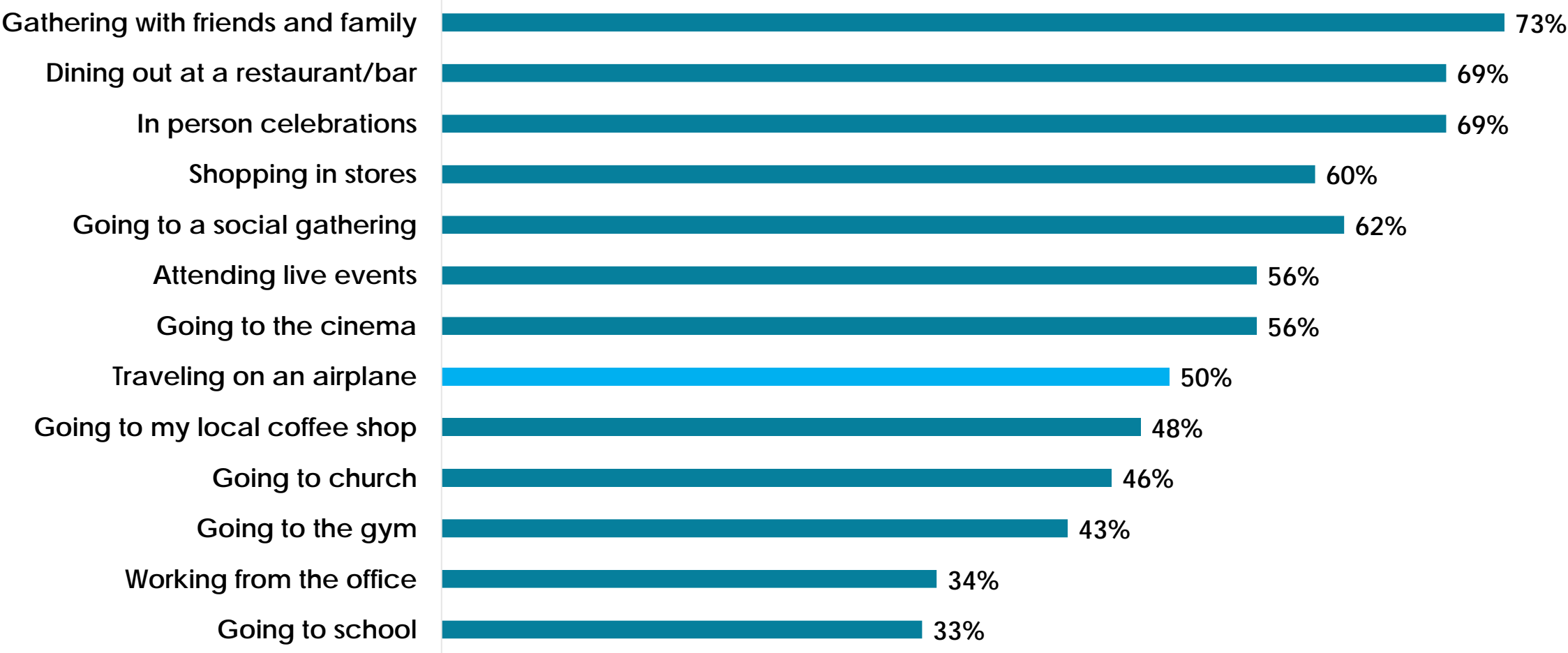
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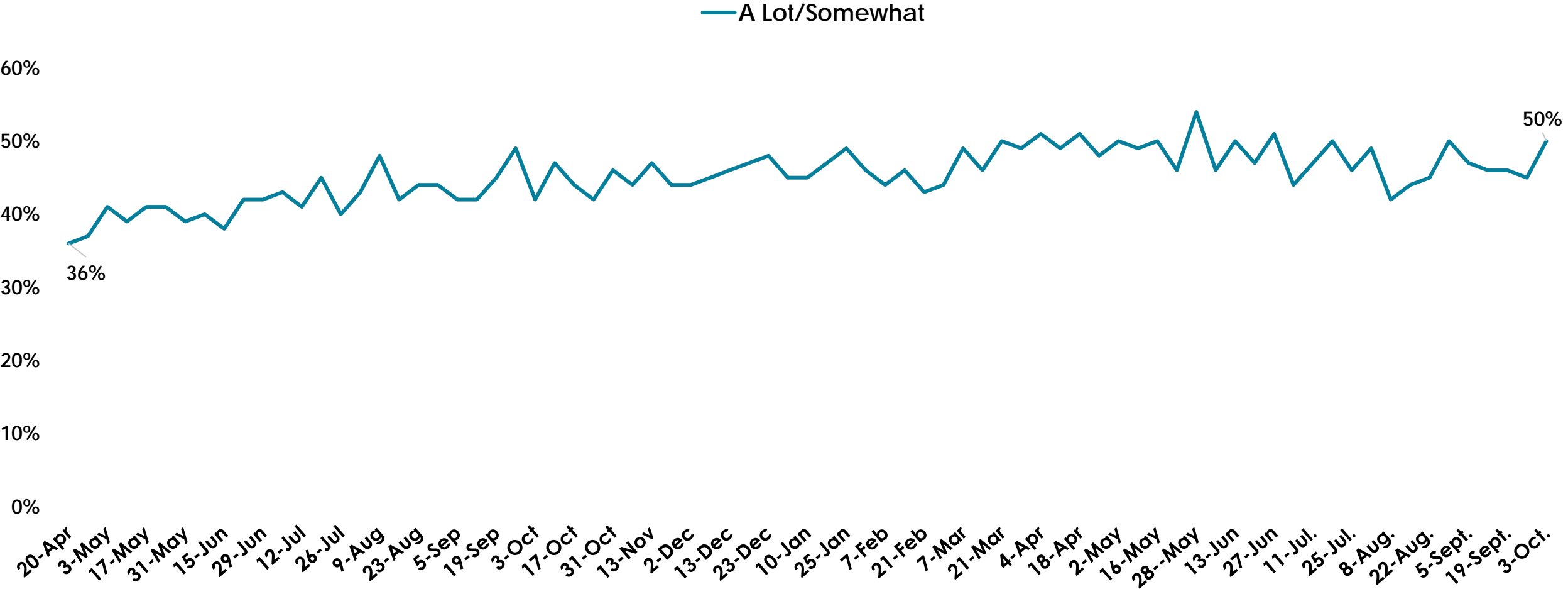
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How much would you say you miss the following during this time of virus-related restrictions?



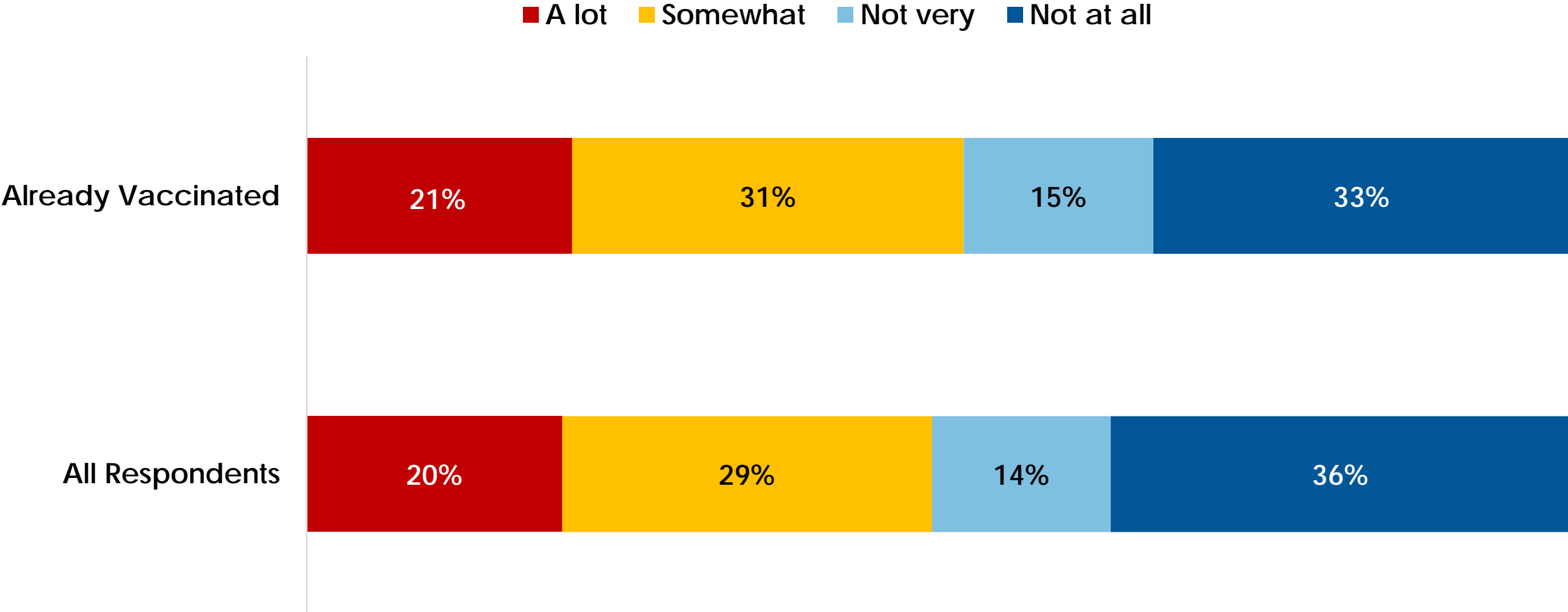
Source: HVCB analysis of Harris Poll COVID-19 Wave 84 (October 1 - October 3, 2021)

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



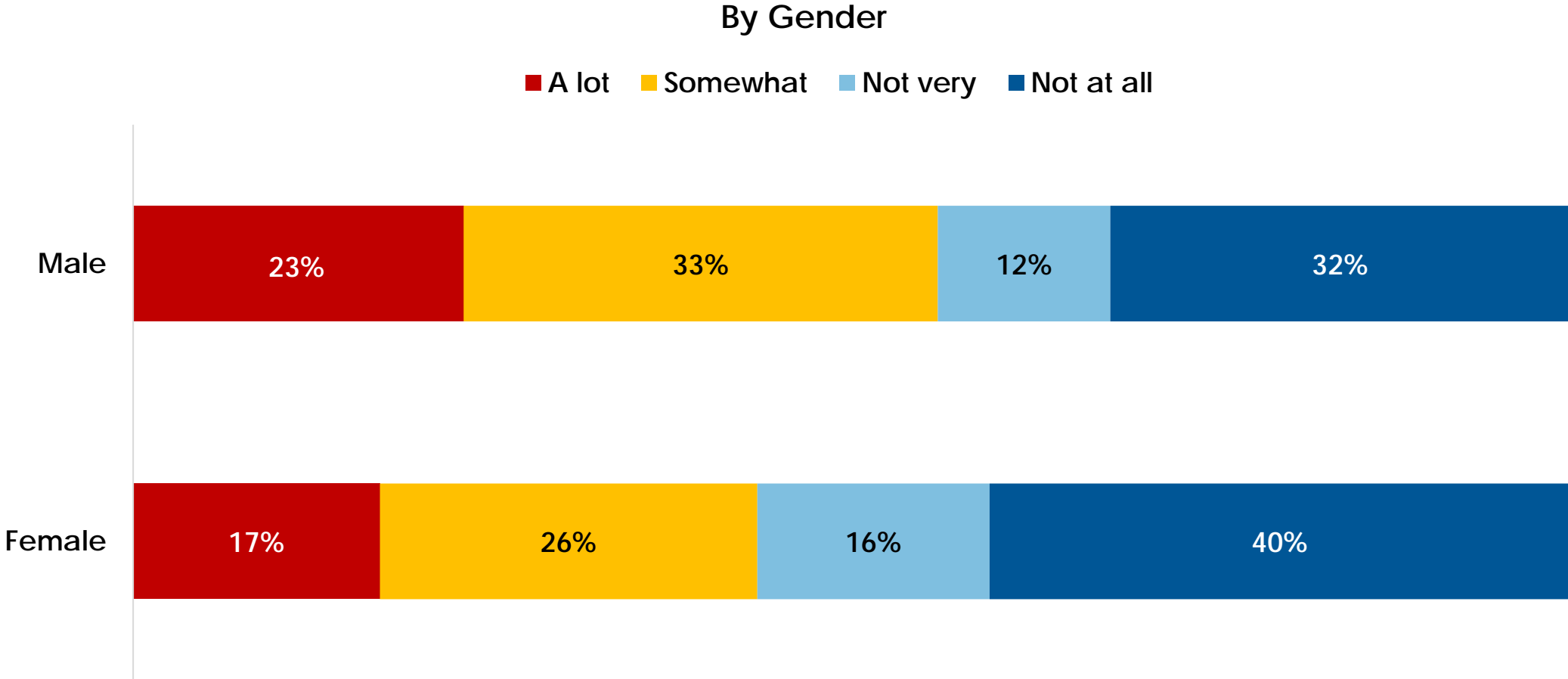
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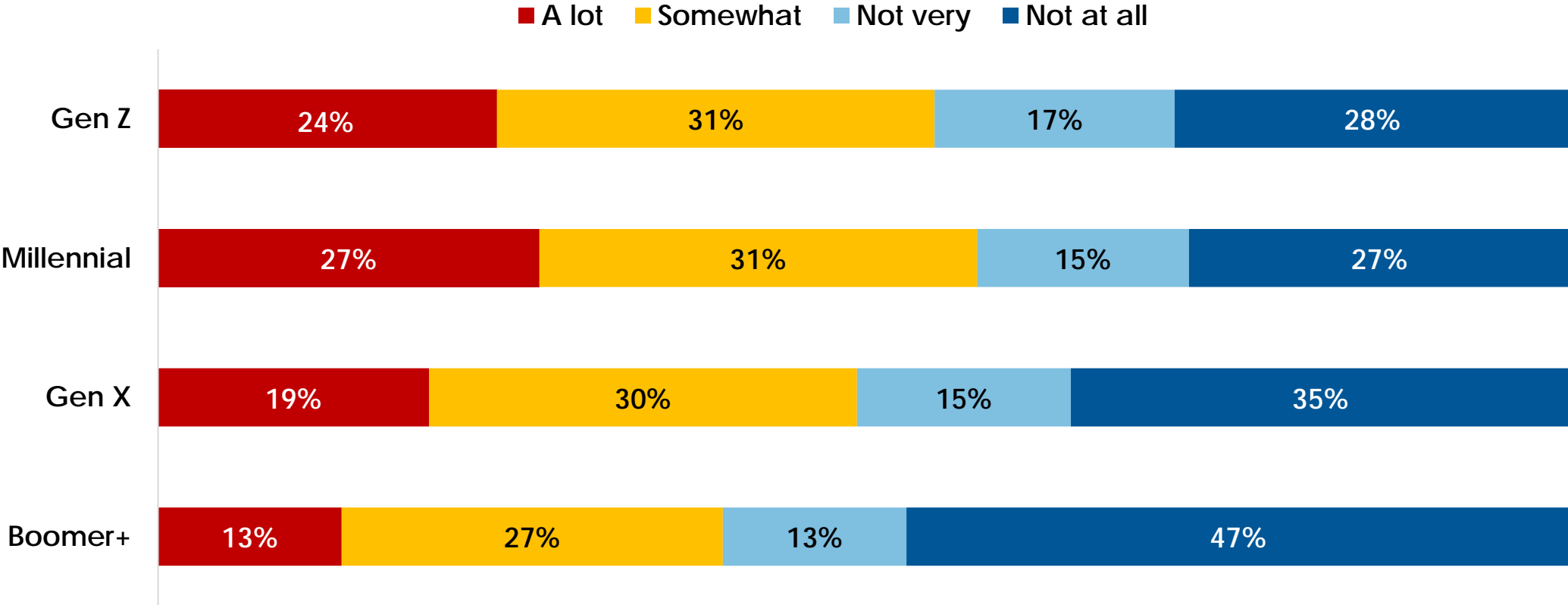
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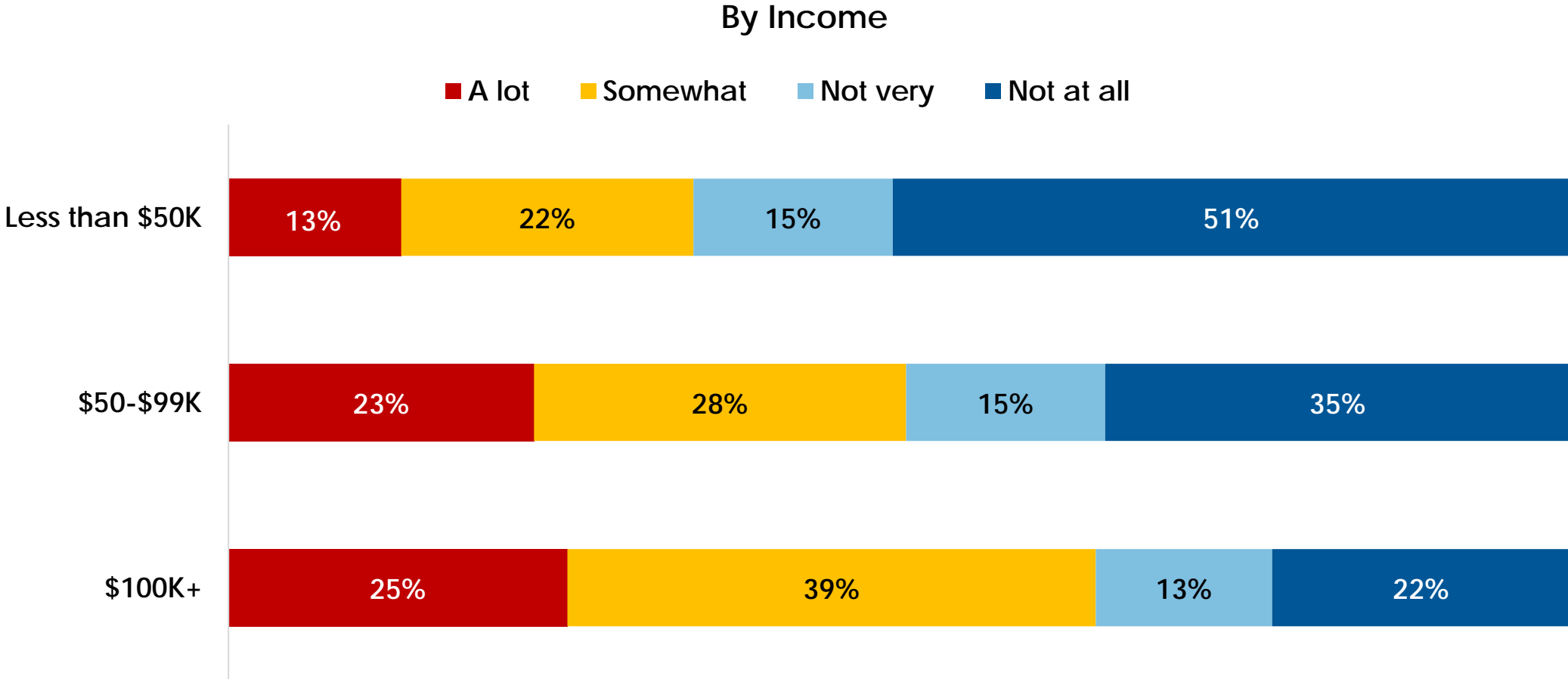
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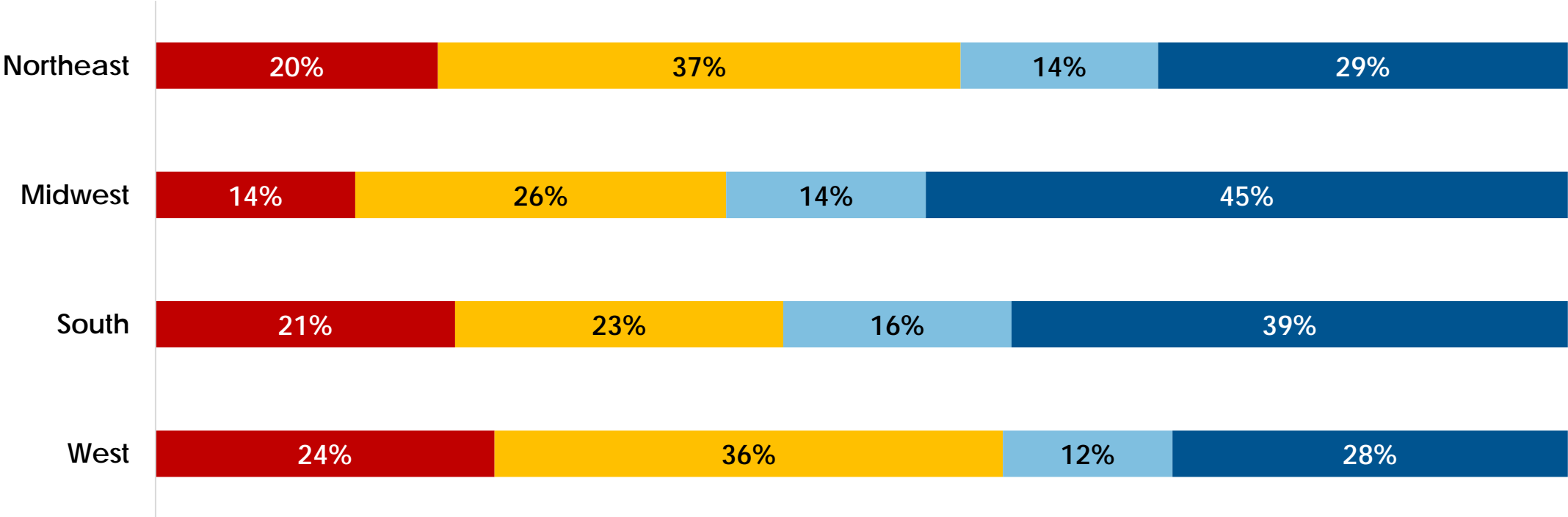


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How much would you say you miss traveling on an airplane during this time of virus-related restrictions?

By Region

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

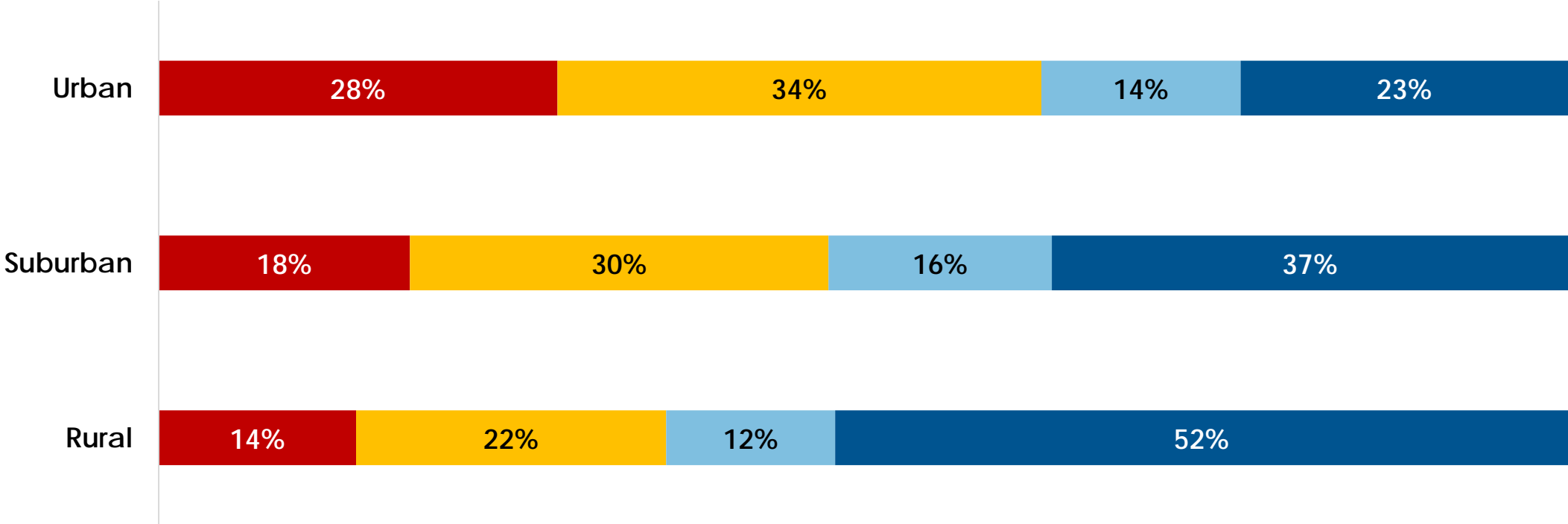


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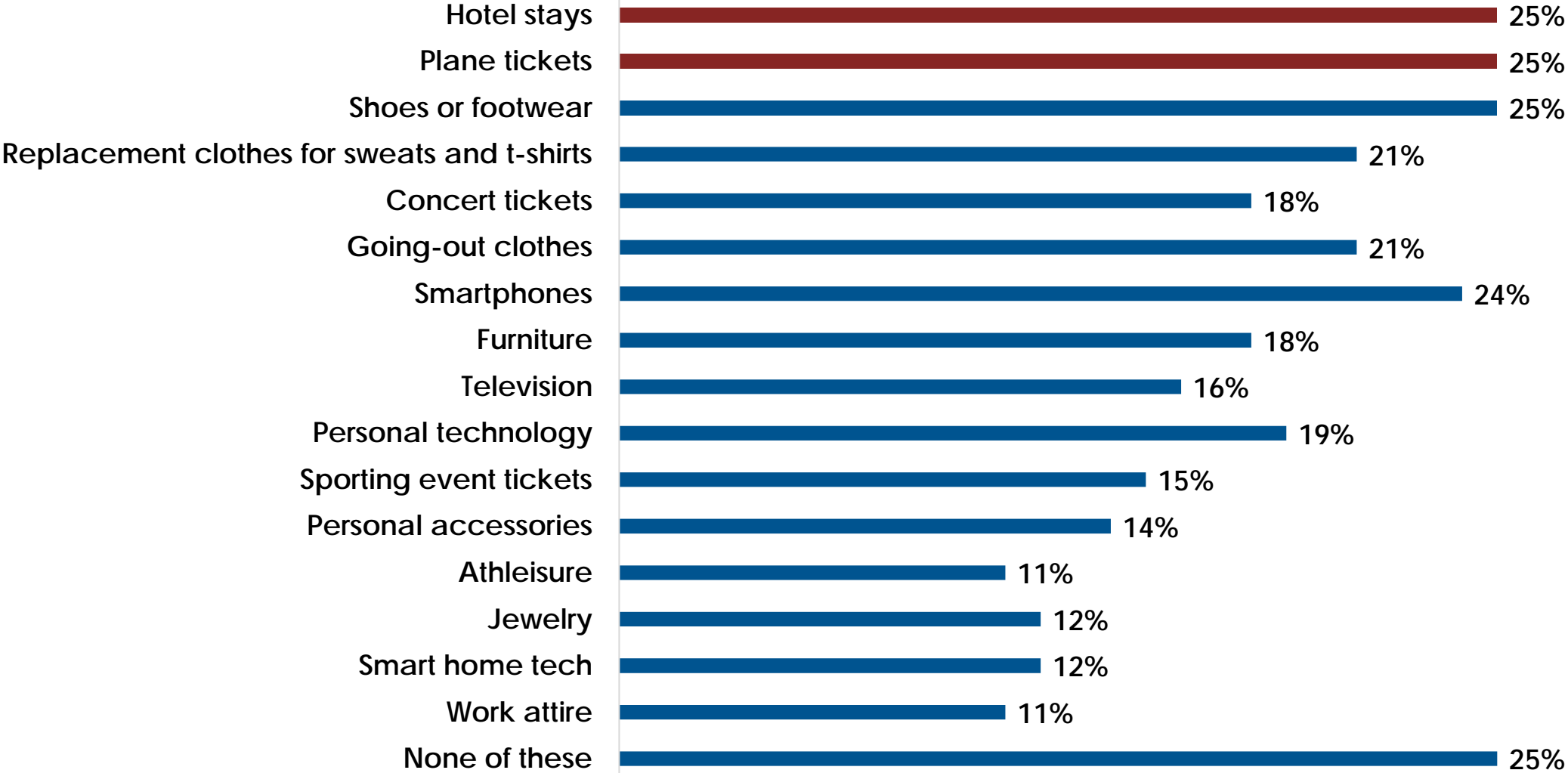
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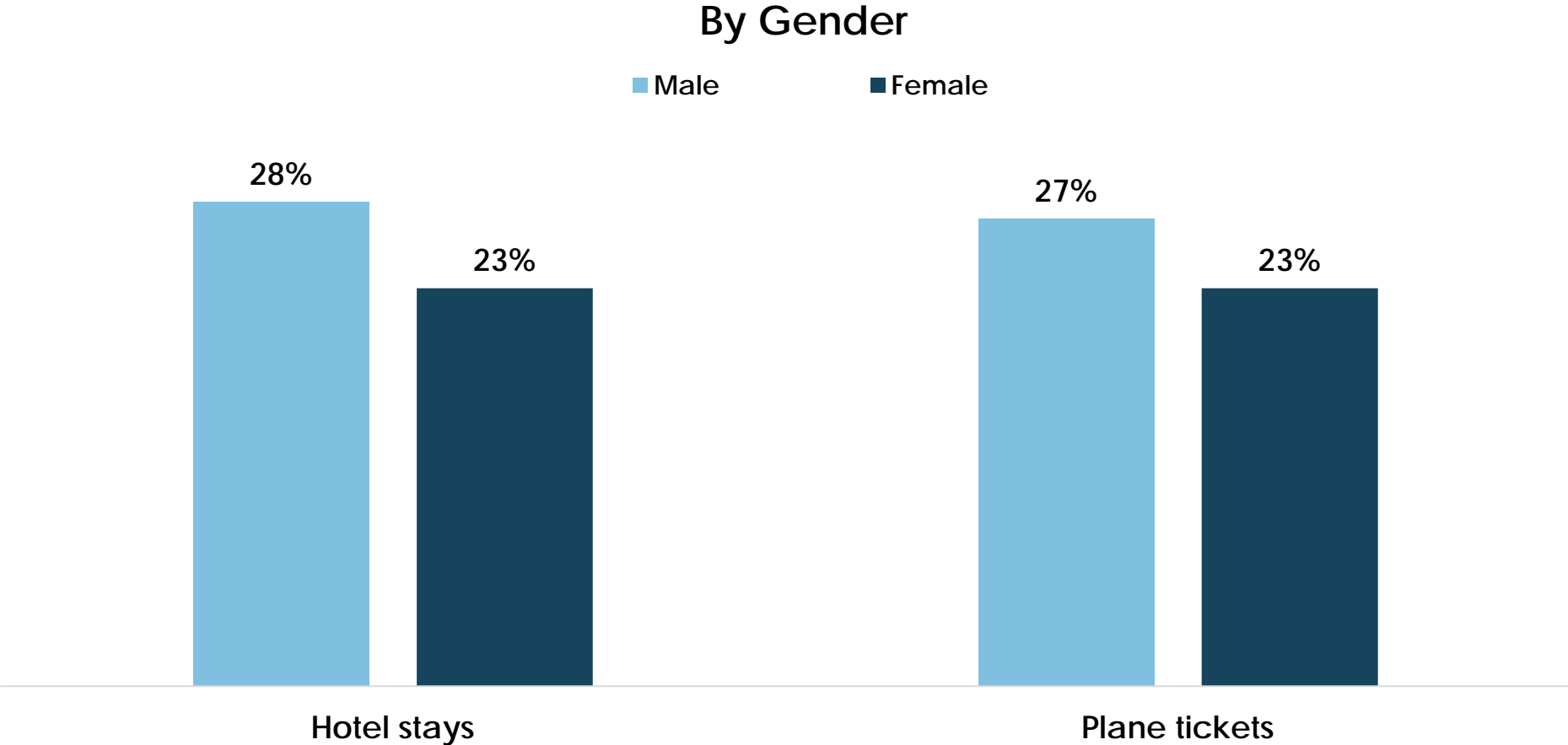
Source: HVCB analysis of Harris Poll COVID-19 Wave 84 (October 1 - October 3, 2021)

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



Source: HVCB analysis of Harris Poll COVID-19 Wave 84 (October 1 - October 3, 2021)

Men and women have a slightly higher intention to purchase hotels over flights

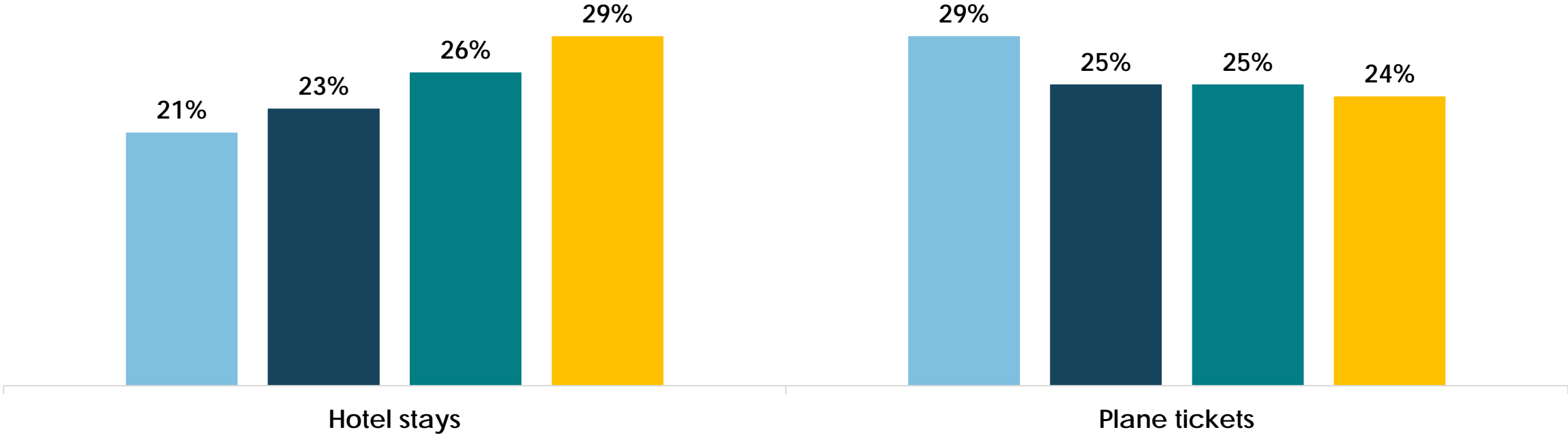


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Boomers are most likely to purchase travel post-COVID

By Age

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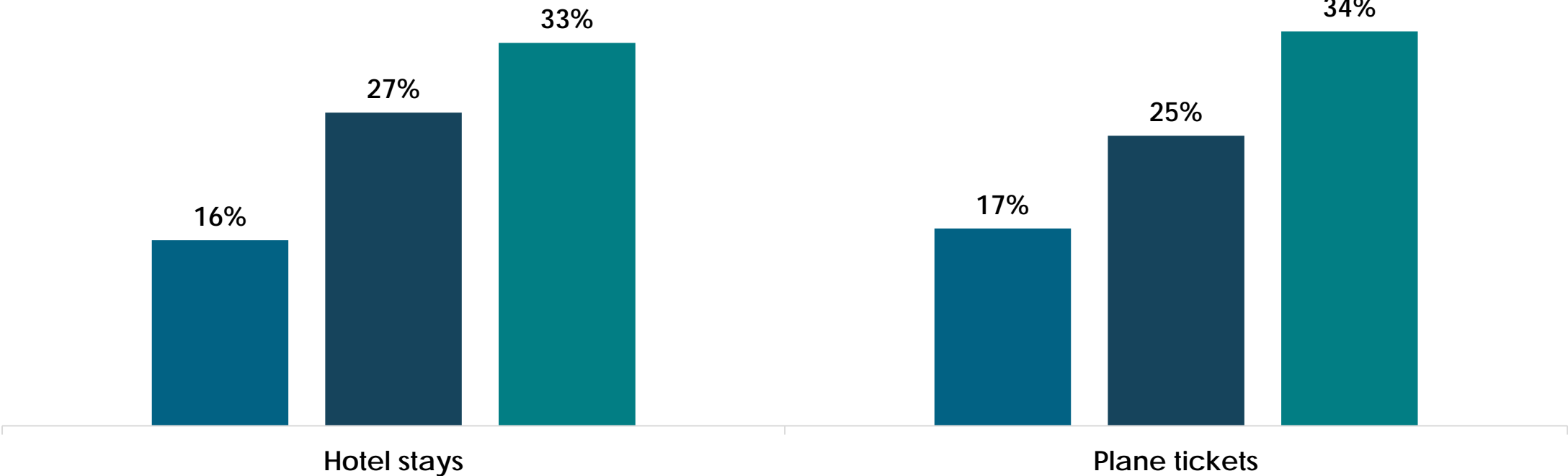


Source: HVCB analysis of Harris Poll COVID-19 Wave 84 (October 1 - October 3, 2021)

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

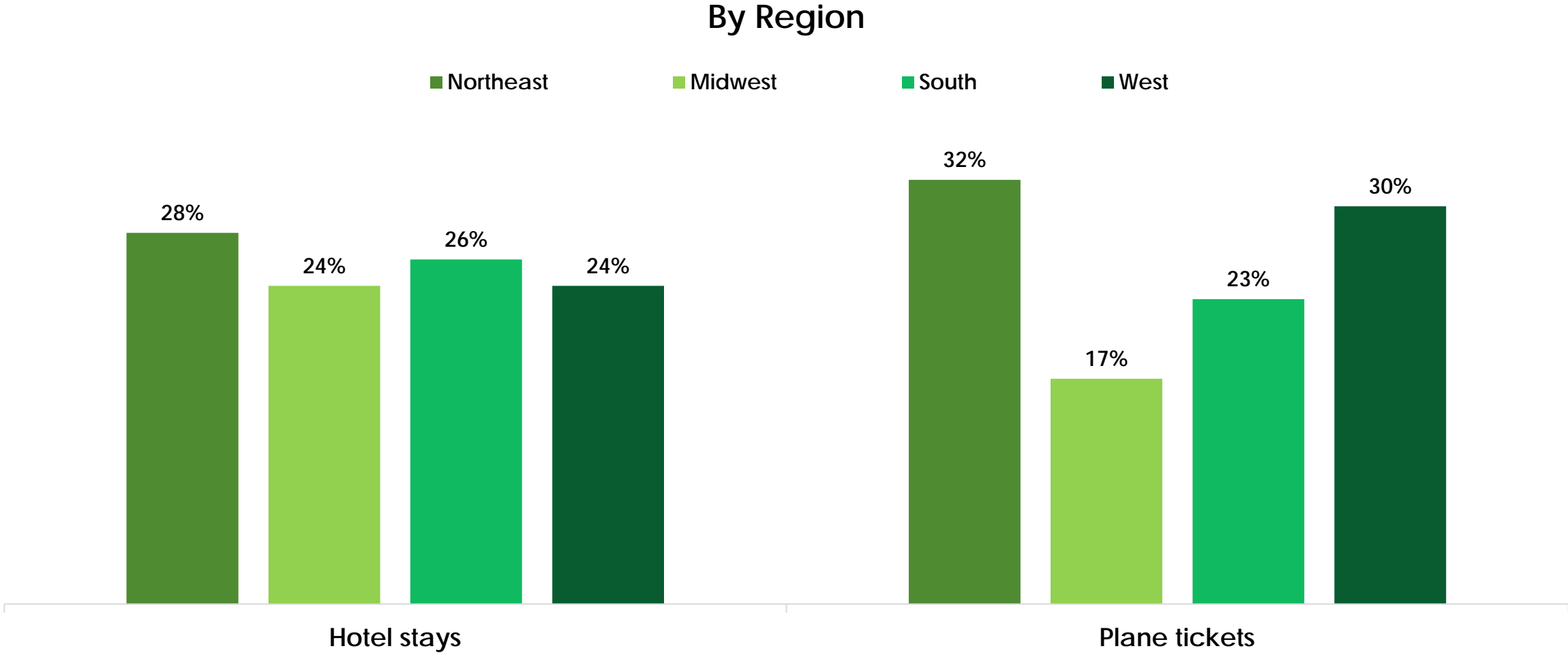
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Source: HVCB analysis of Harris Poll COVID-19 Wave 84 (October 1 - October 3, 2021)

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

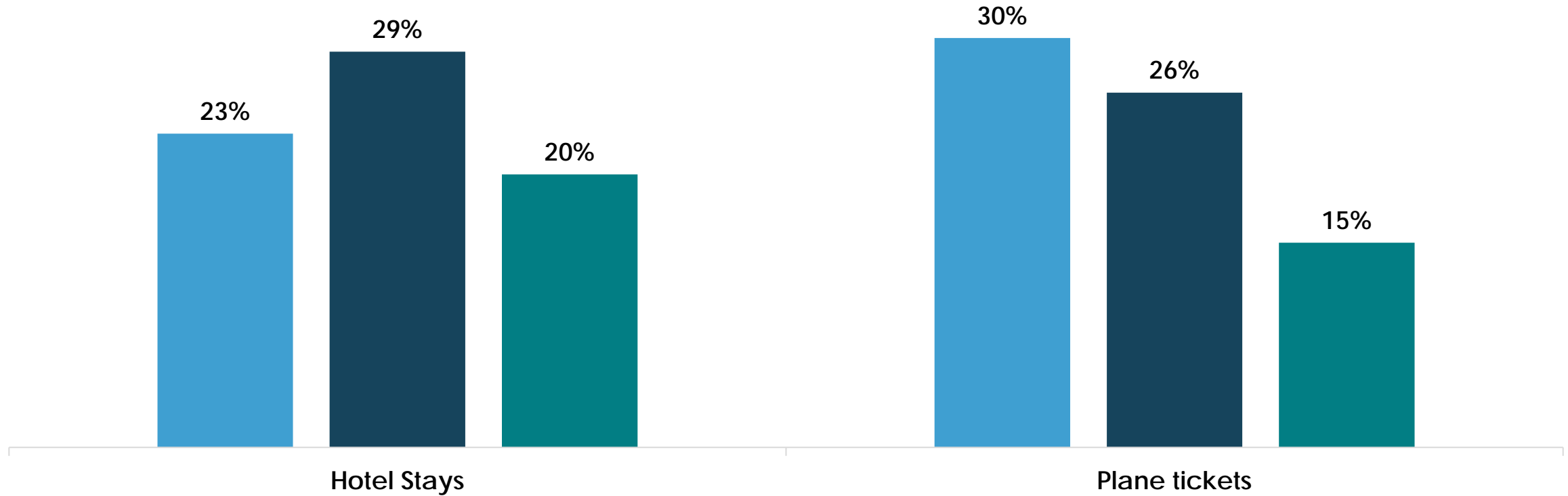


Source: HVCB analysis of Harris Poll COVID-19 Wave 84 (October 1 - October 3, 2021)

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

By Urbanicity

■ Urban ■ Suburban ■ Rural



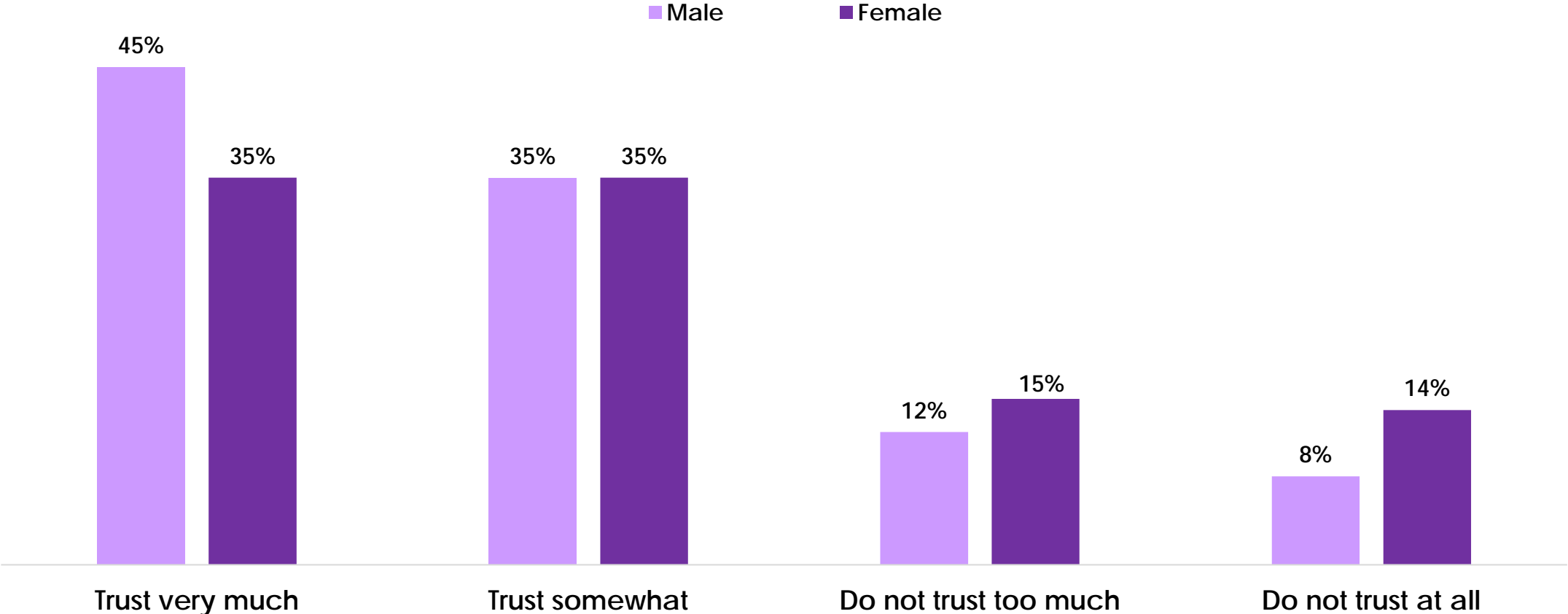


Impact of COVID-19 Treatment



How much would you say you trust existing COVID-19 vaccines in the U.S.?

By Gender

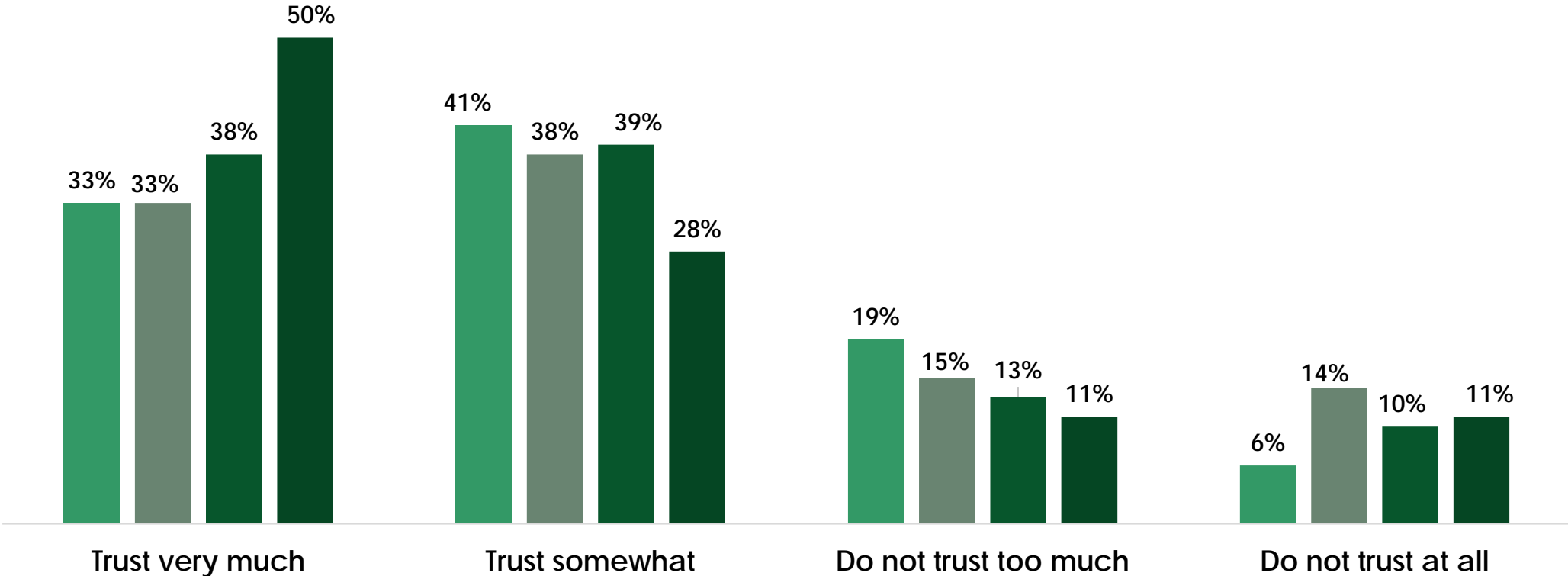


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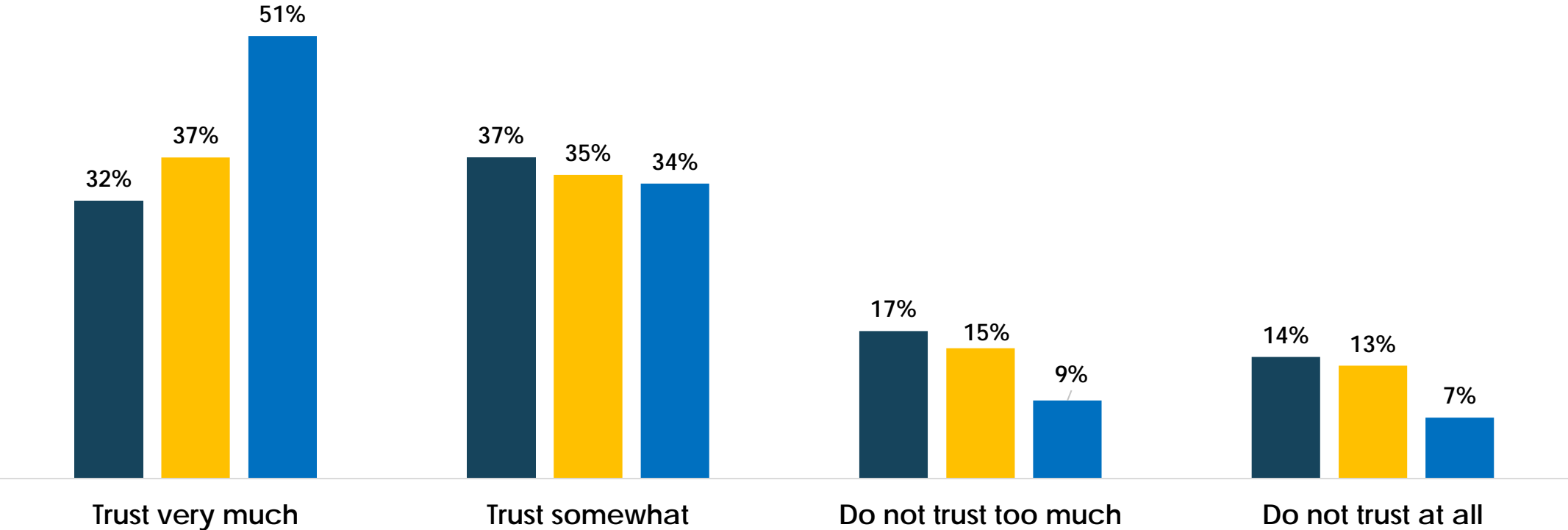


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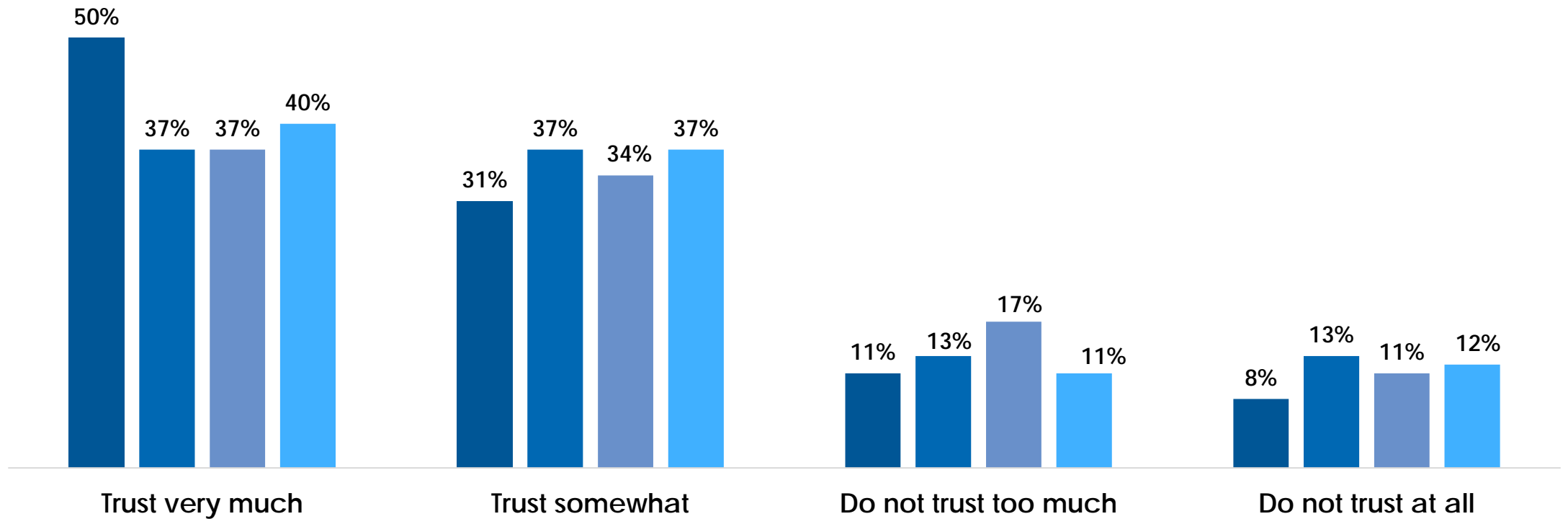


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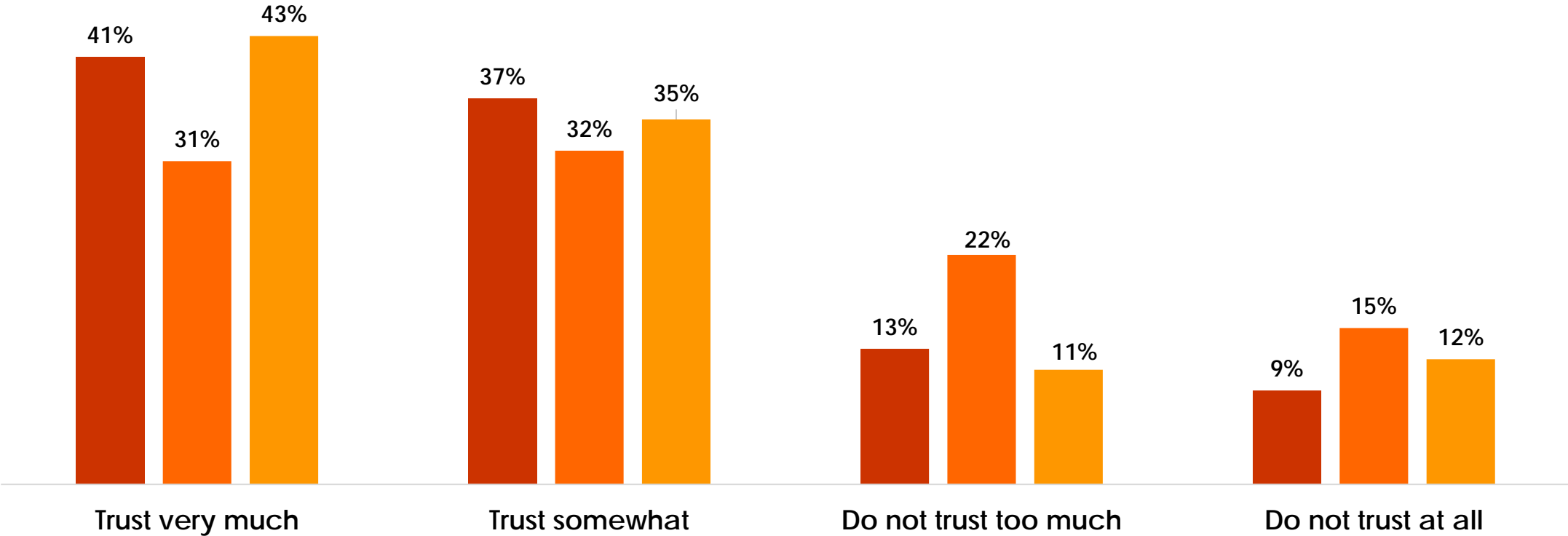
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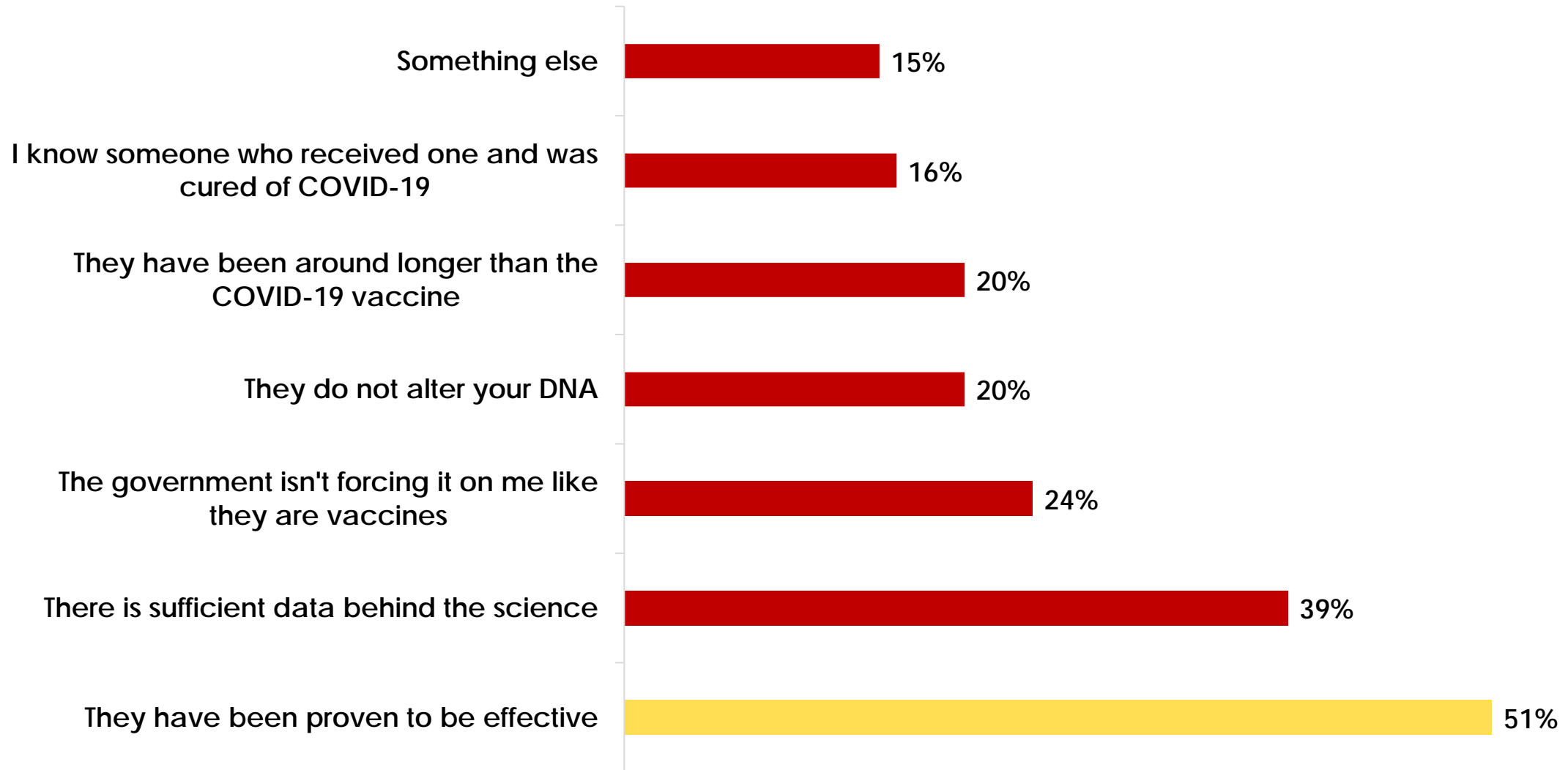
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Urban Rural Suburban



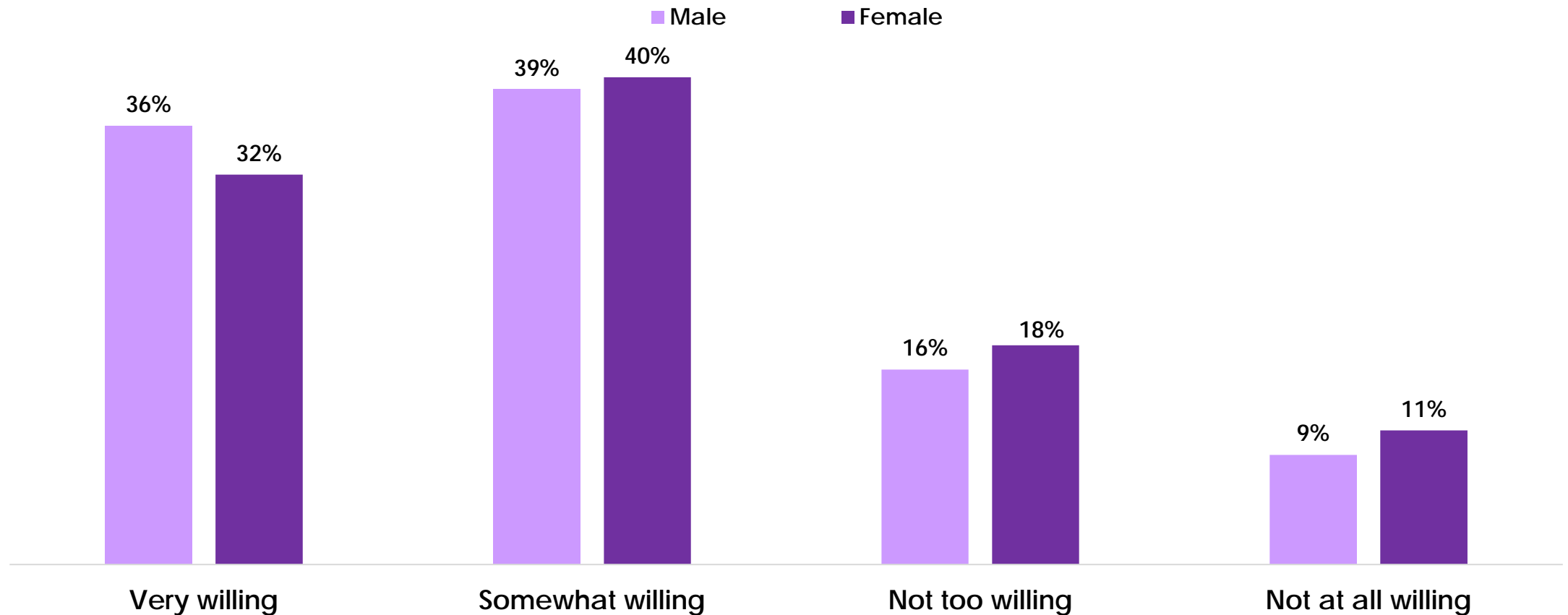
Source: HVCB analysis of Harris Poll COVID-19 Wave 84 (October 1 - October 3, 2021)

Why do you trust monoclonal antibody treatment cocktails?



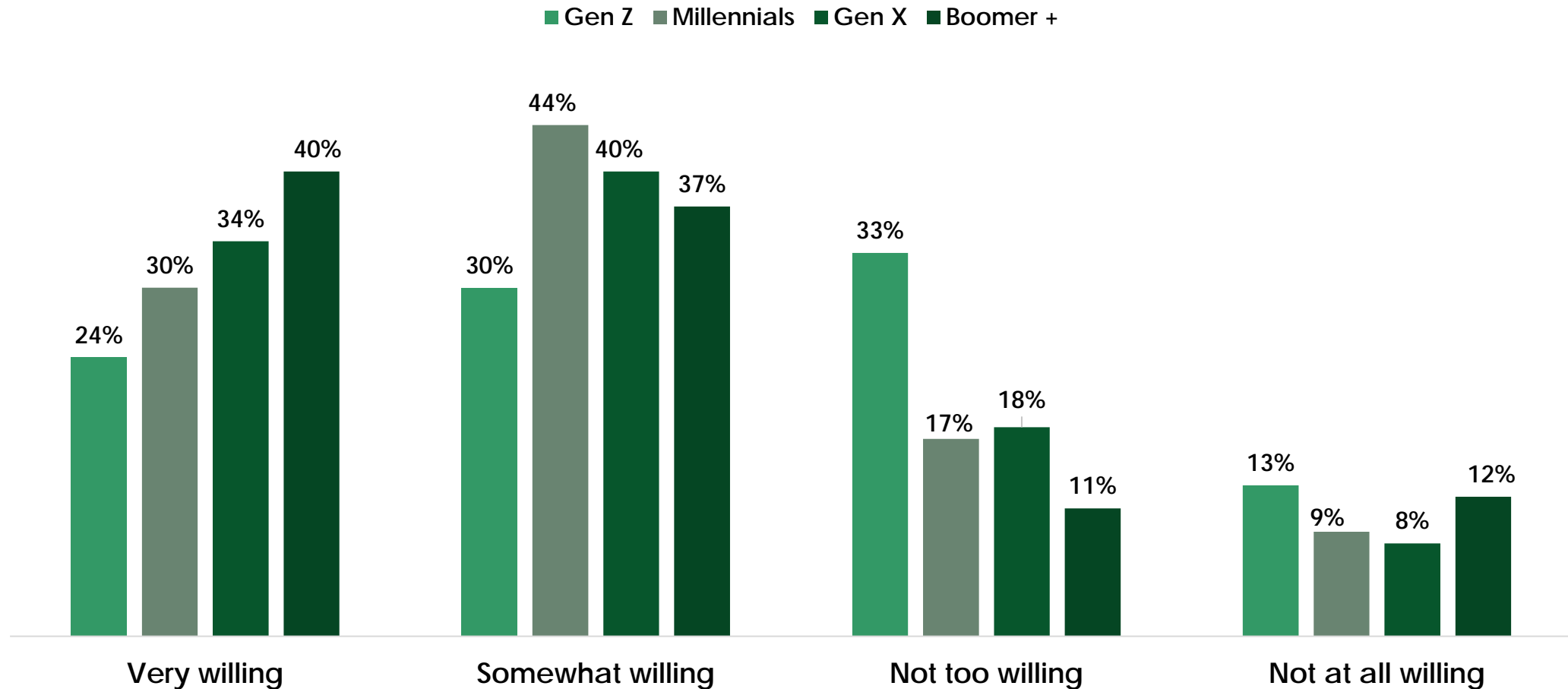
Would you receive a monoclonal antibody treatment cocktail if you were to get COVID-19?

By Gender



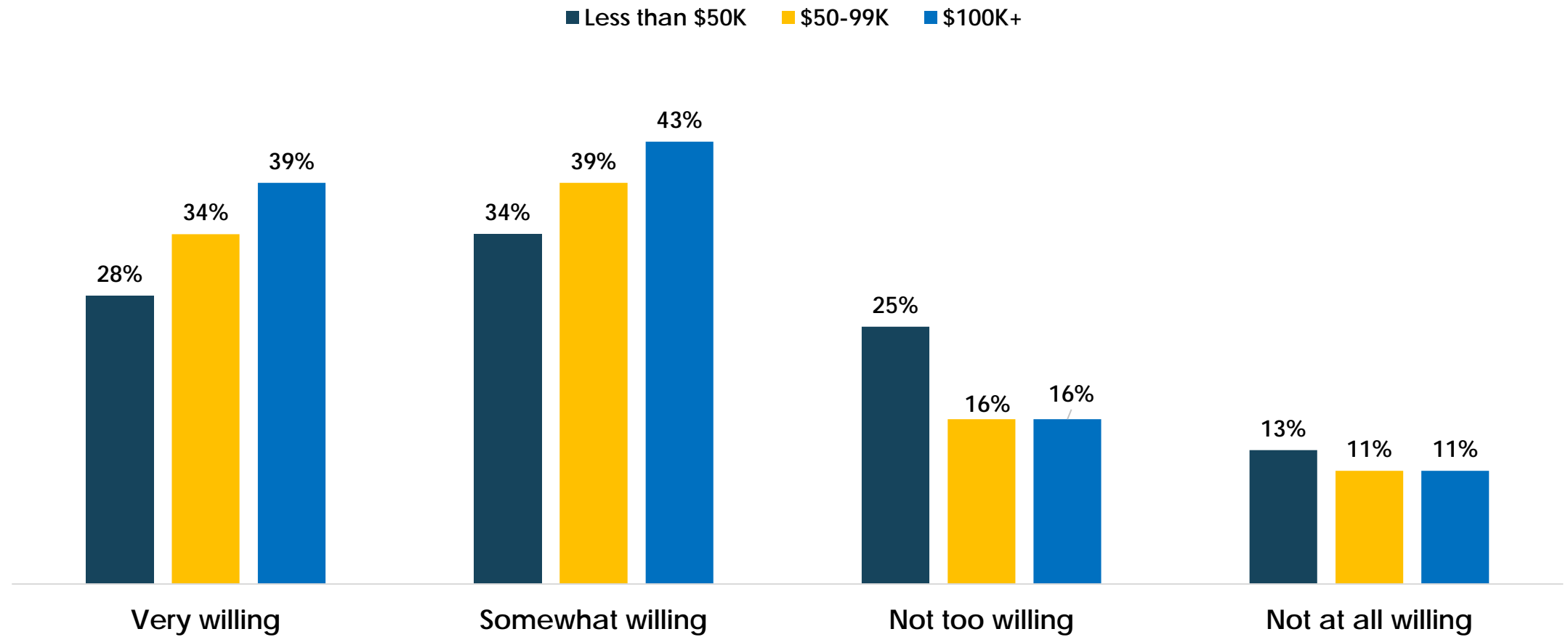
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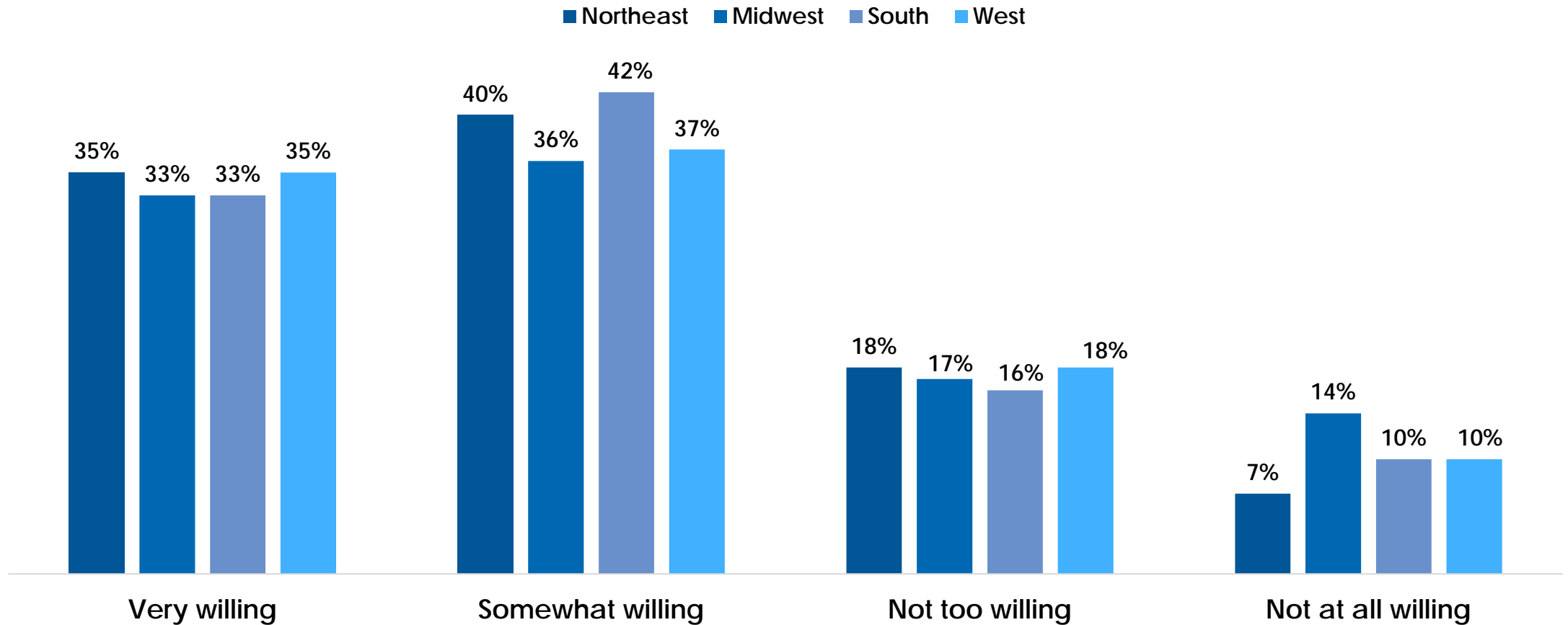
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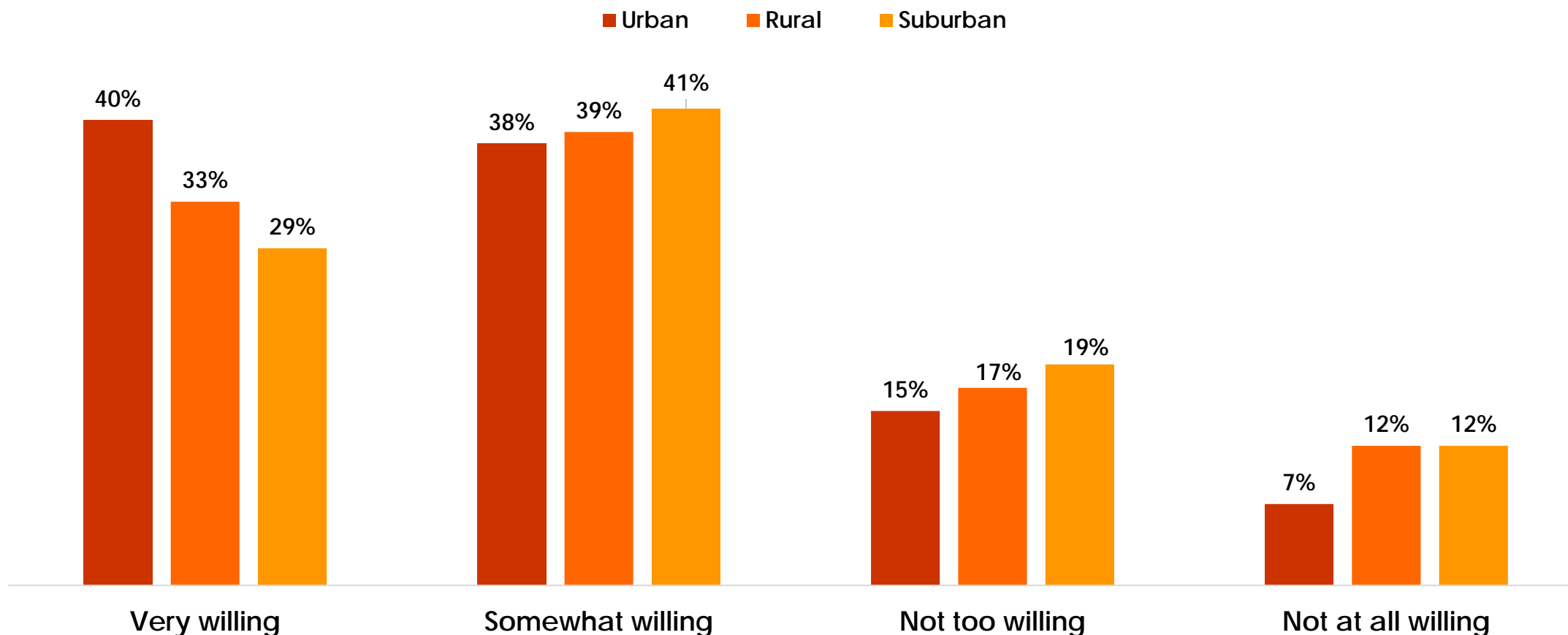
Would you receive a monoclonal antibody treatment cocktail if you were to get COVID-19?

By Region



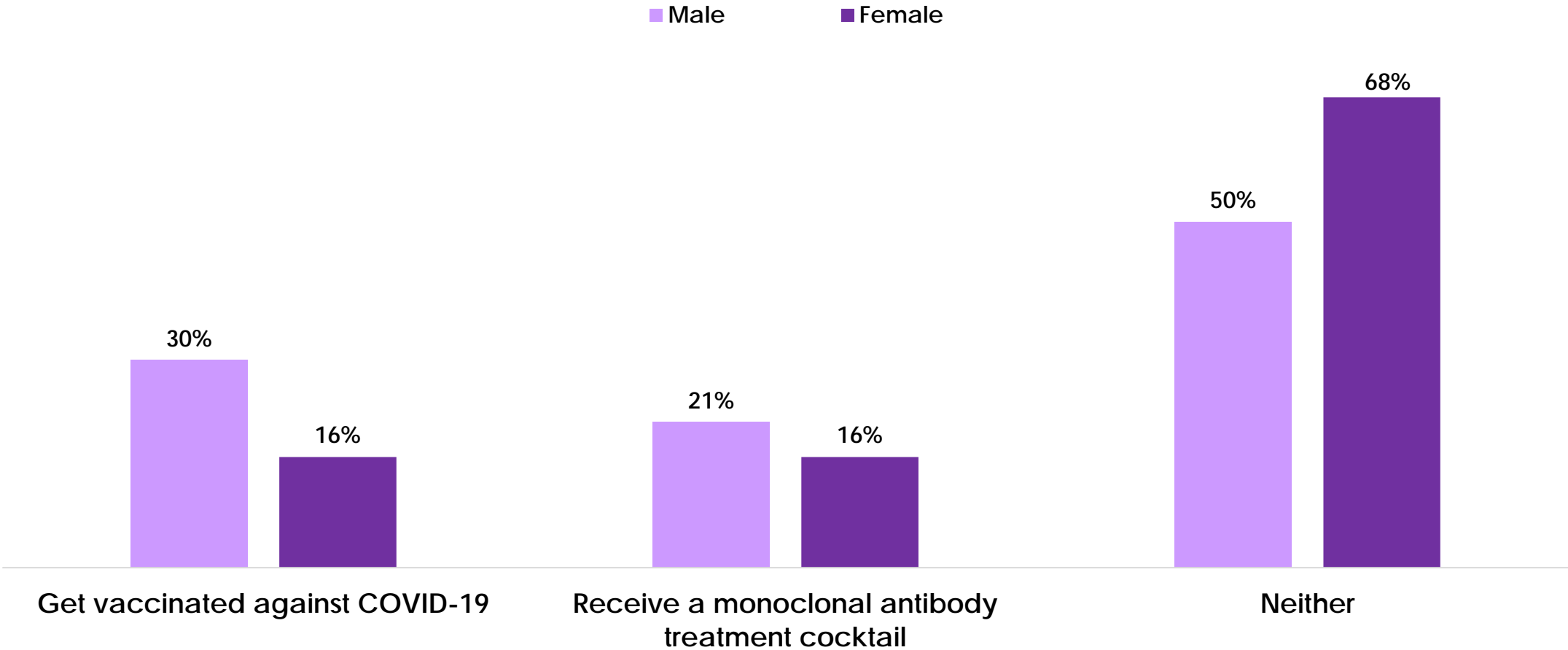
Would you receive a monoclonal antibody treatment cocktail if you were to get COVID-19?

By Urbanicity



Would you prefer to get vaccinated against COVID-19 or receive a monoclonal antibody treatment cocktail?

By Gender

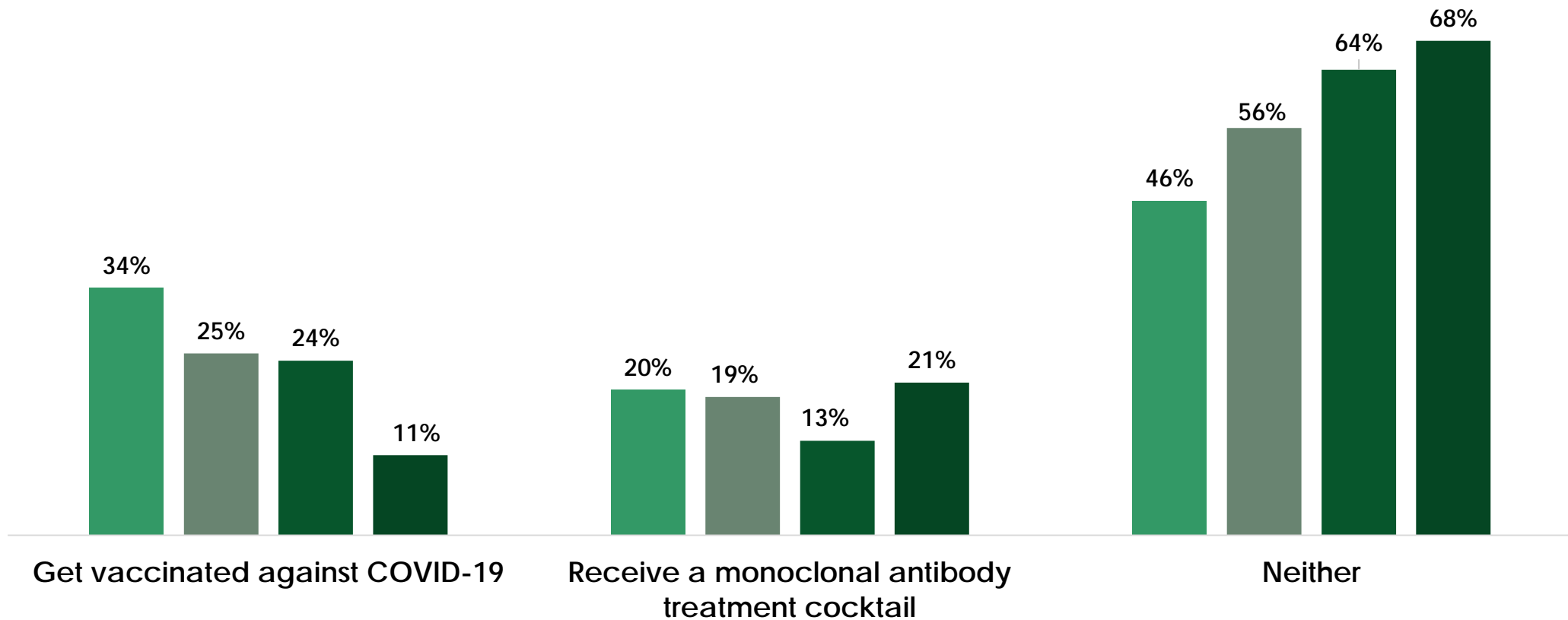


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Would you prefer to get vaccinated against COVID-19 or receive a monoclonal antibody treatment cocktail?

By Age

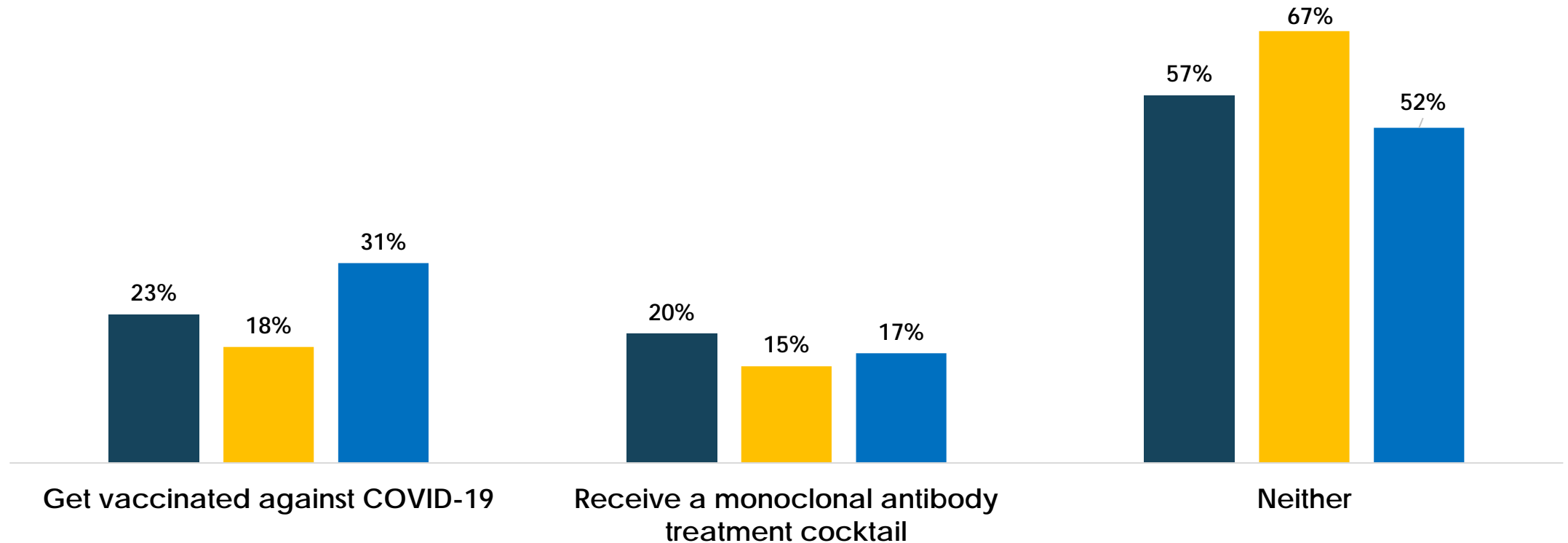
■ Gen Z ■ Millennials ■ Gen X ■ Boomer +



Would you prefer to get vaccinated against COVID-19 or receive a monoclonal antibody treatment cocktail?

By Income

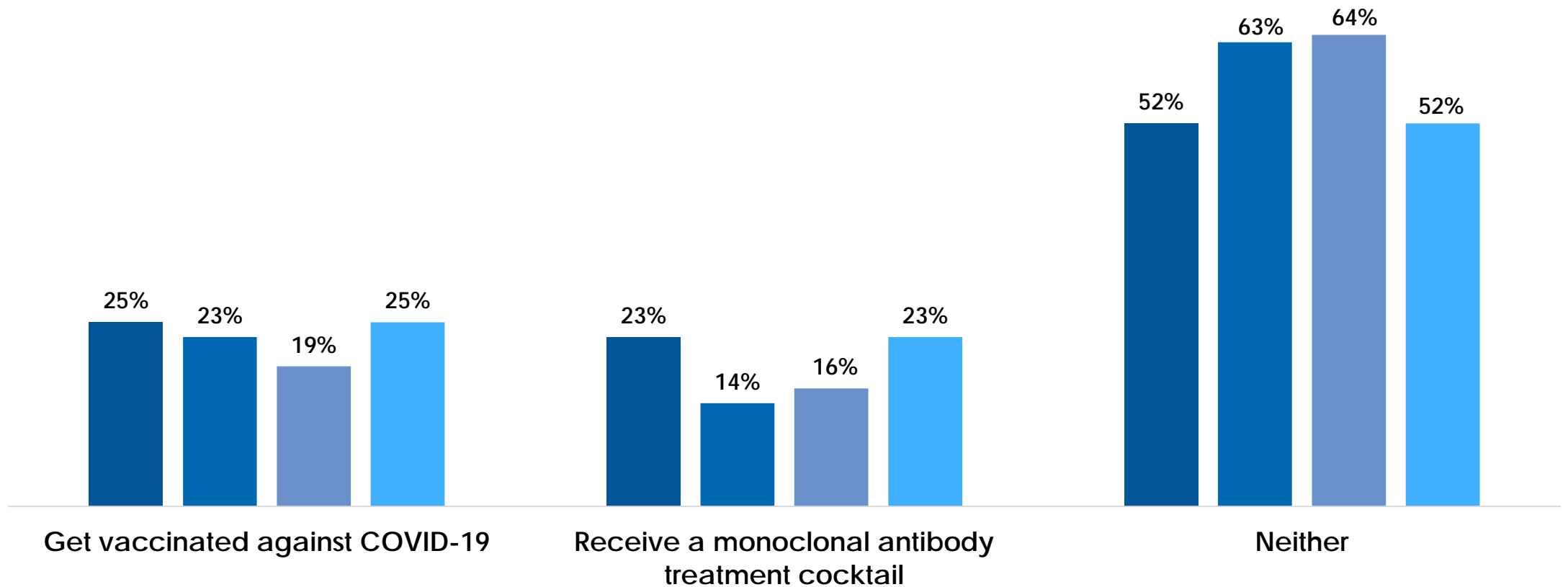
■ Less than \$50K ■ \$50-99K ■ \$100K+



Would you prefer to get vaccinated against COVID-19 or receive a monoclonal antibody treatment cocktail?

By Region

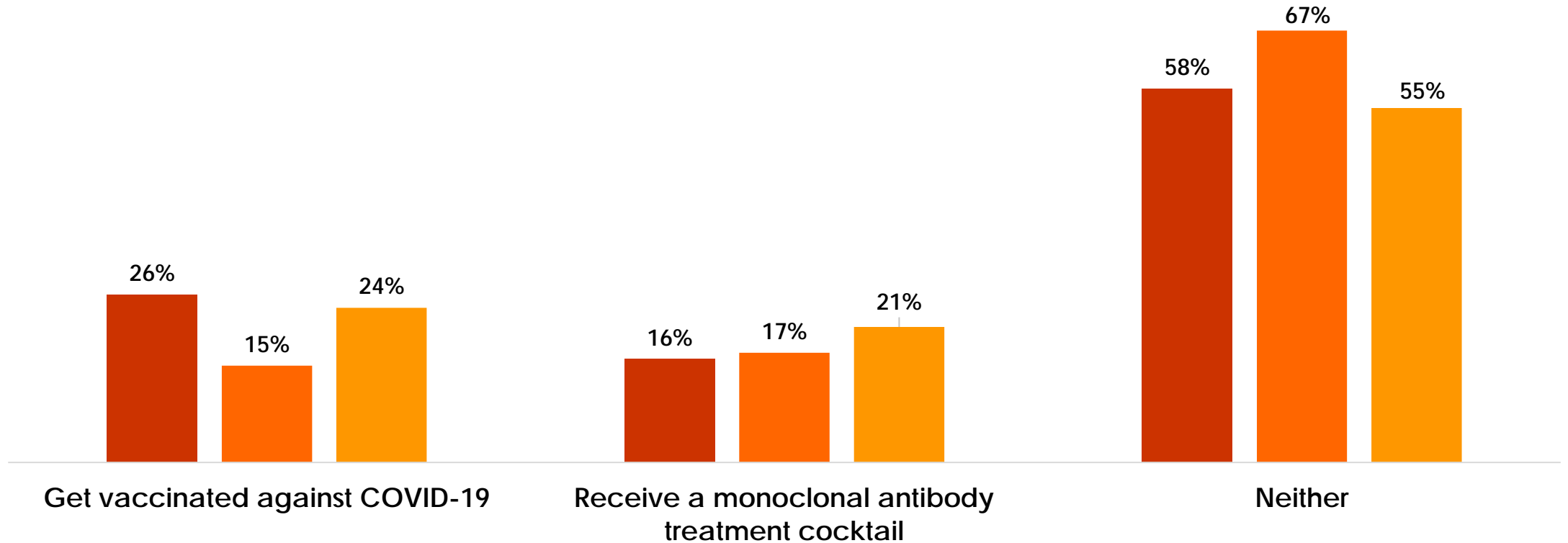
■ Northeast ■ Midwest ■ South ■ West



Would you prefer to get vaccinated against COVID-19 or receive a monoclonal antibody treatment cocktail?

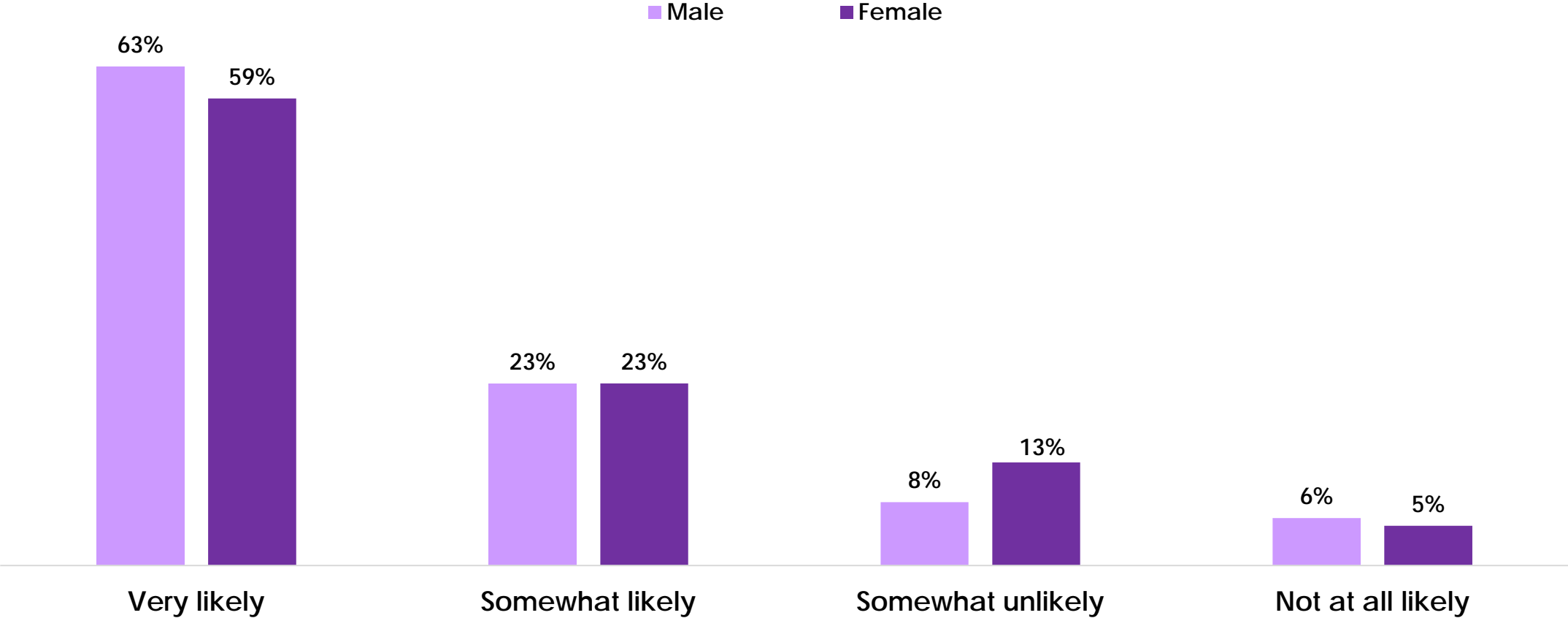
By Urbanicity

■ Urban ■ Rural ■ Suburban



How likely are you to get a COVID vaccine booster shot once it becomes available to you?

By Gender

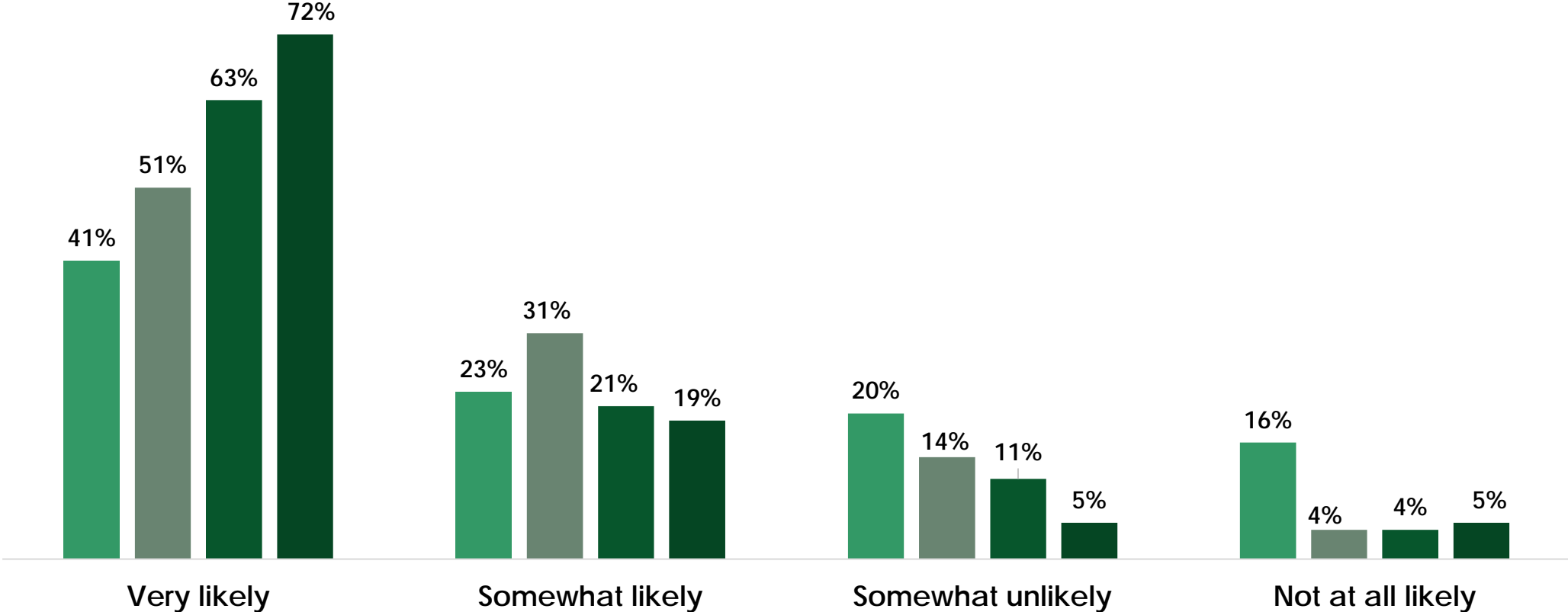


Source: HVCB analysis of Harris Poll COVID-19 Wave 84 (October 1 - October 3, 2021)

How likely are you to get a COVID vaccine booster shot once it becomes available to you?

By Age

■ Gen Z ■ Millennials ■ Gen X ■ Boomer +

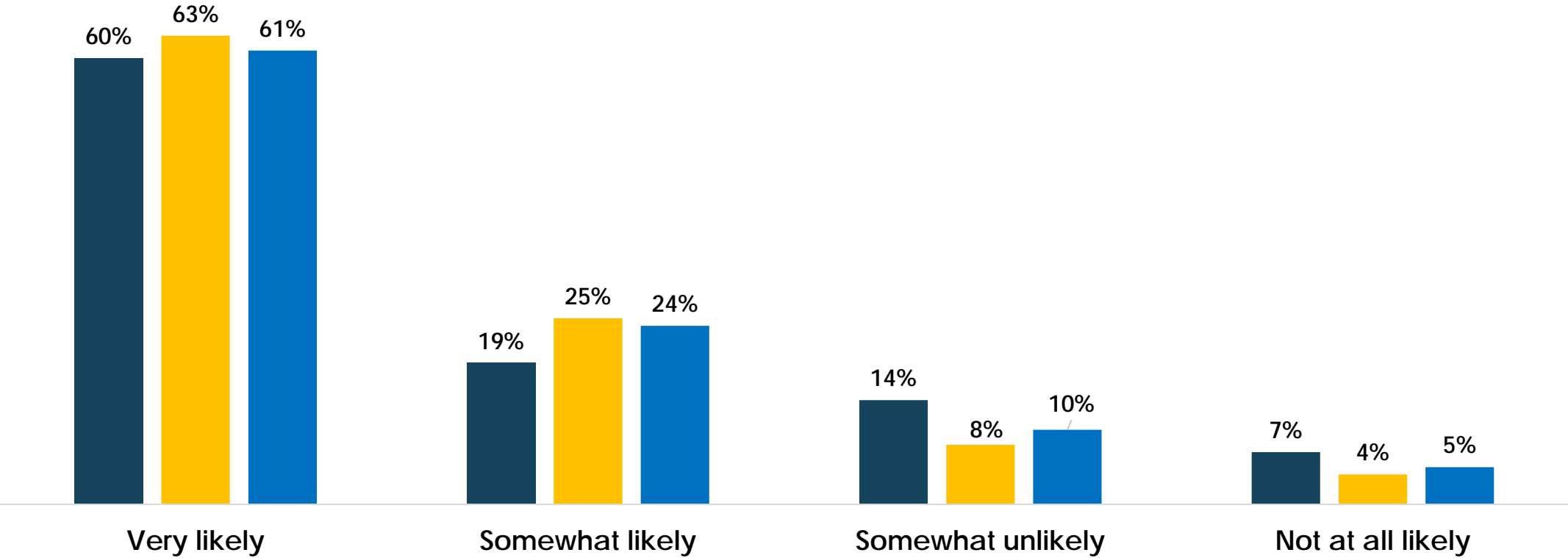


Source: HVCB analysis of Harris Poll COVID-19 Wave 84 (October 1 - October 3, 2021)

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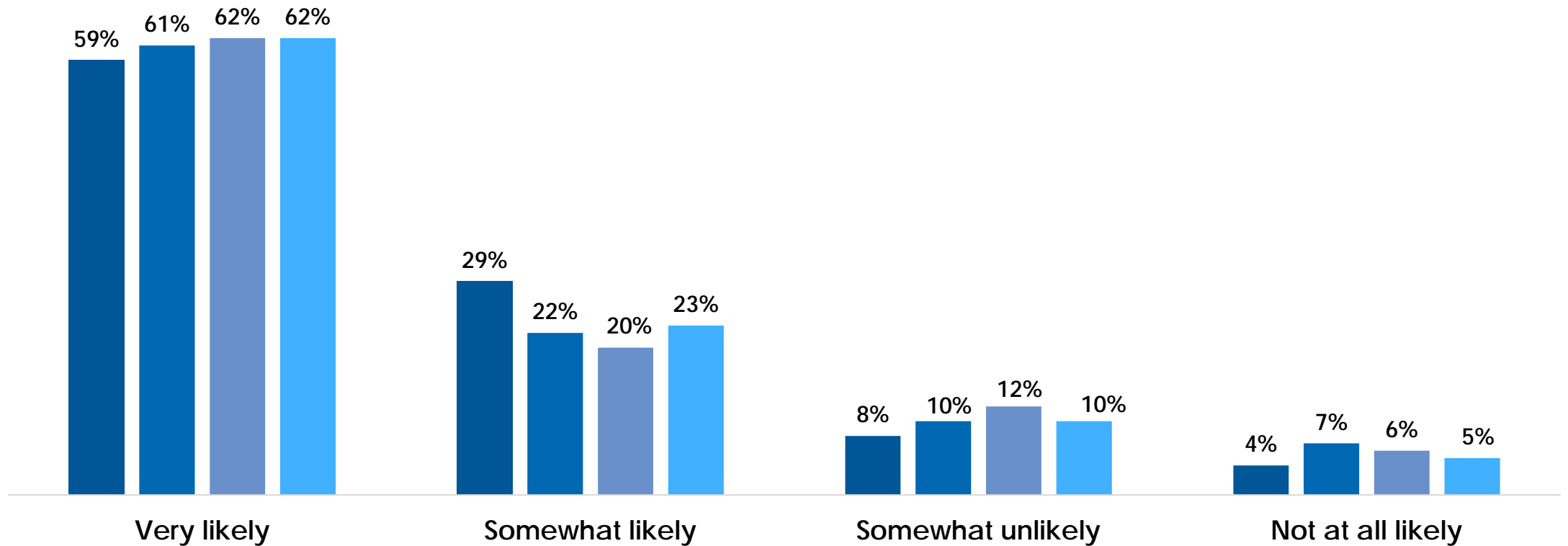


Source: HVCB analysis of Harris Poll COVID-19 Wave 84 (October 1 - October 3, 2021)

How likely are you to get a COVID vaccine booster shot once it becomes available to you?

By Region

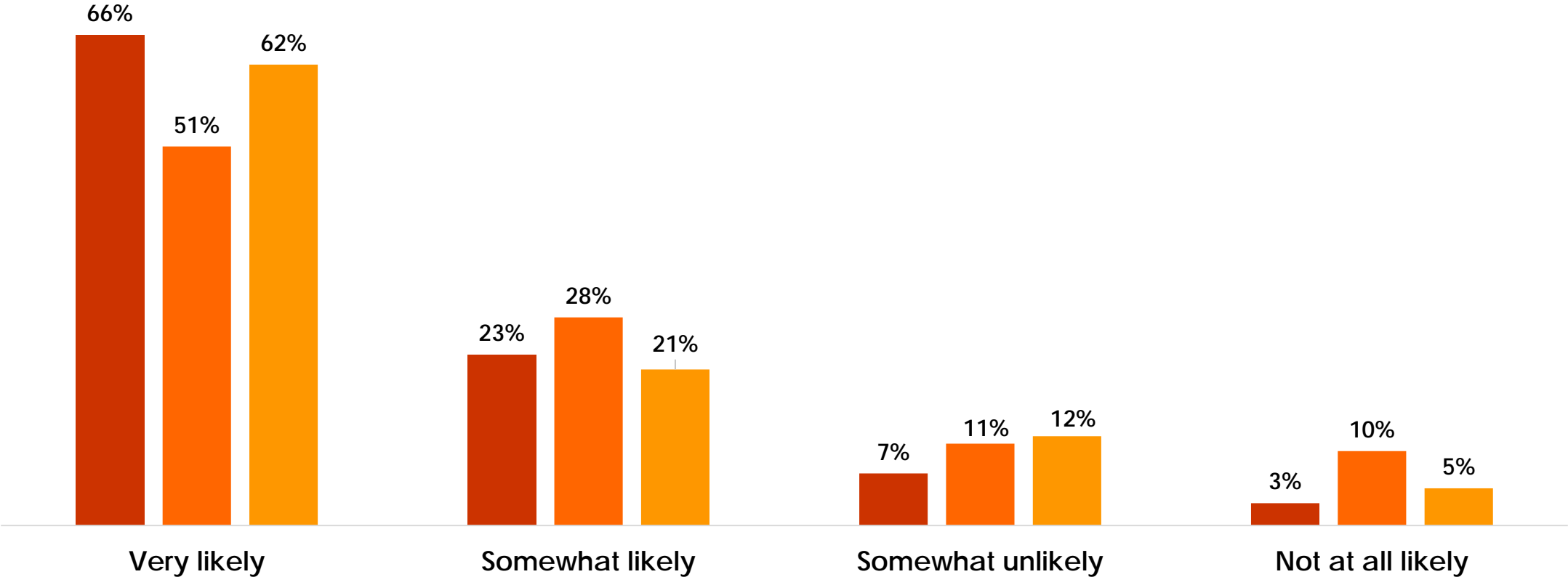
■ Northeast ■ Midwest ■ South ■ West



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By Urbanicity

Urban Rural Suburban



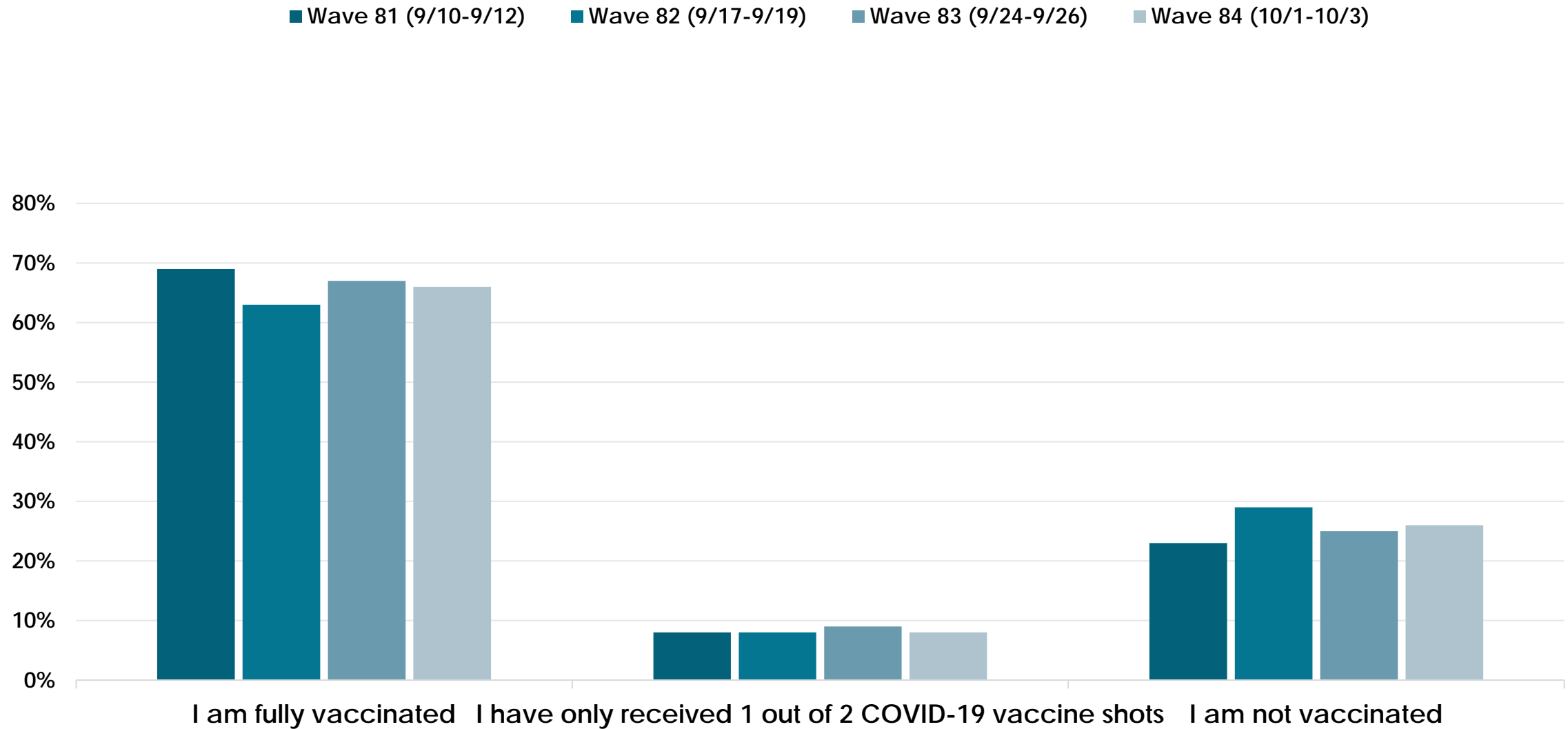
Source: HVCB analysis of Harris Poll COVID-19 Wave 84 (October 1 - October 3, 2021)



Impact of Vaccines



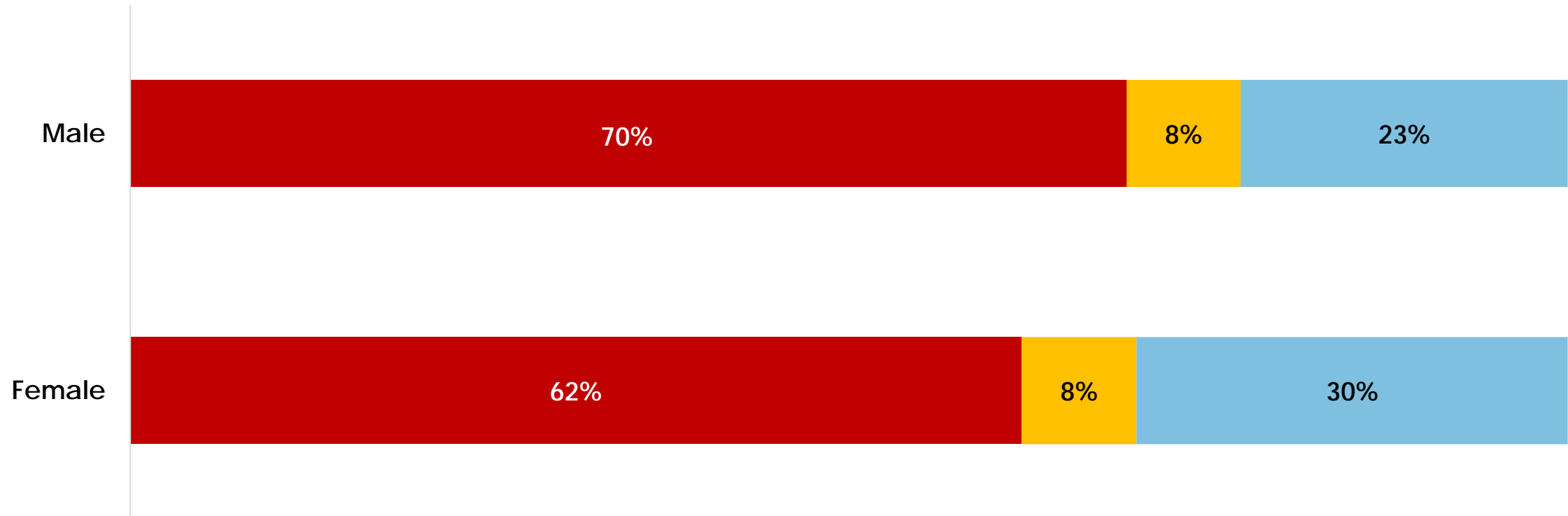
Which of the following applies to you regarding the COVID-19 vaccine?



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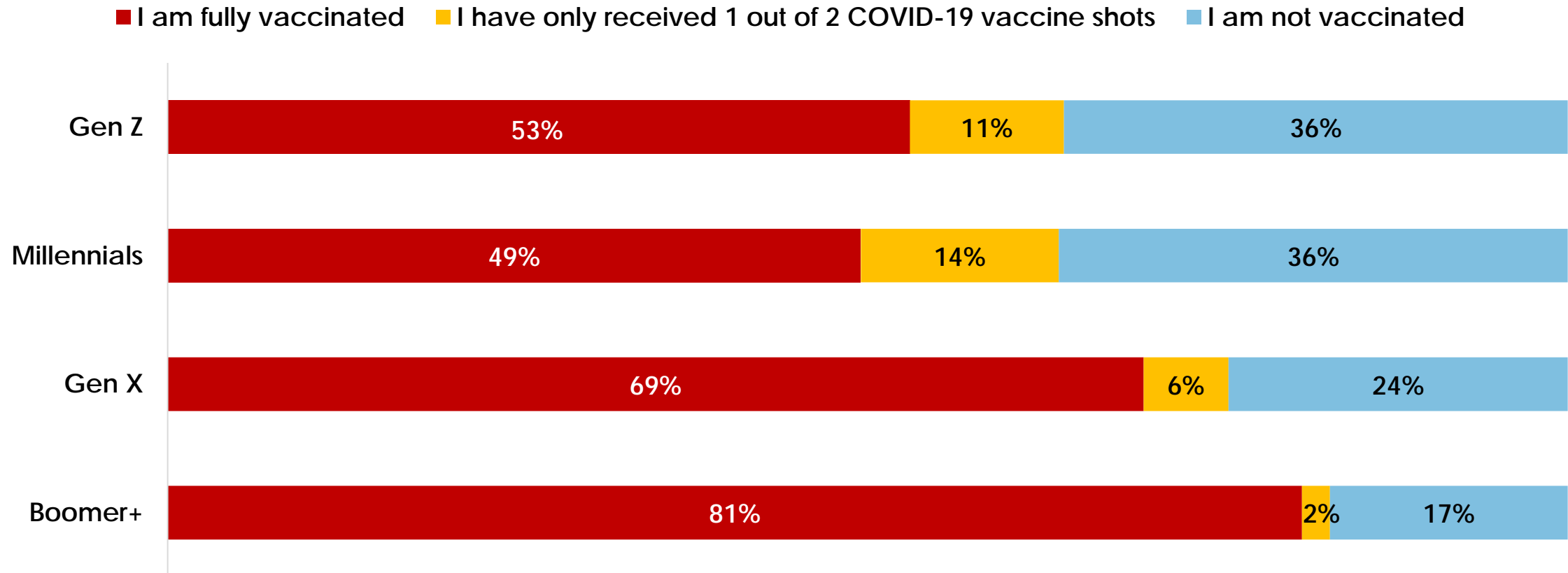
By Gender

■ I am fully vaccinated ■ I have only received 1 out of 2 COVID-19 vaccine shots ■ I am not vaccinated



Which of the following applies to you regarding the COVID-19 vaccine?

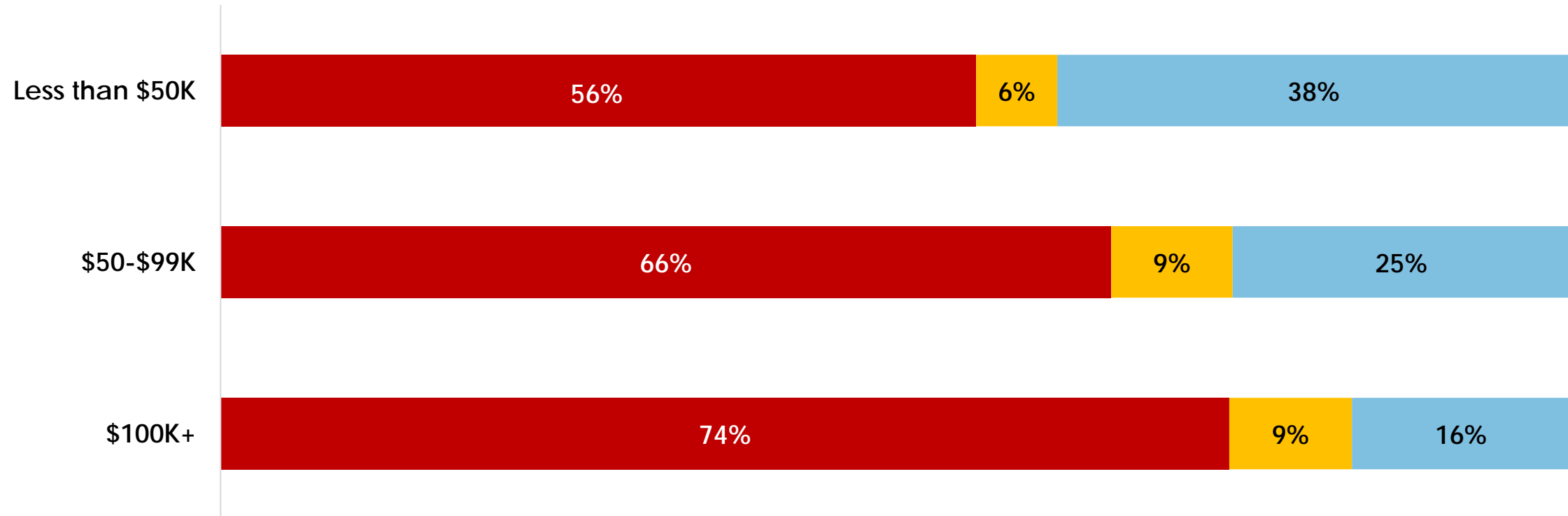
By Age



Which of the following applies to you regarding the COVID-19 vaccine?

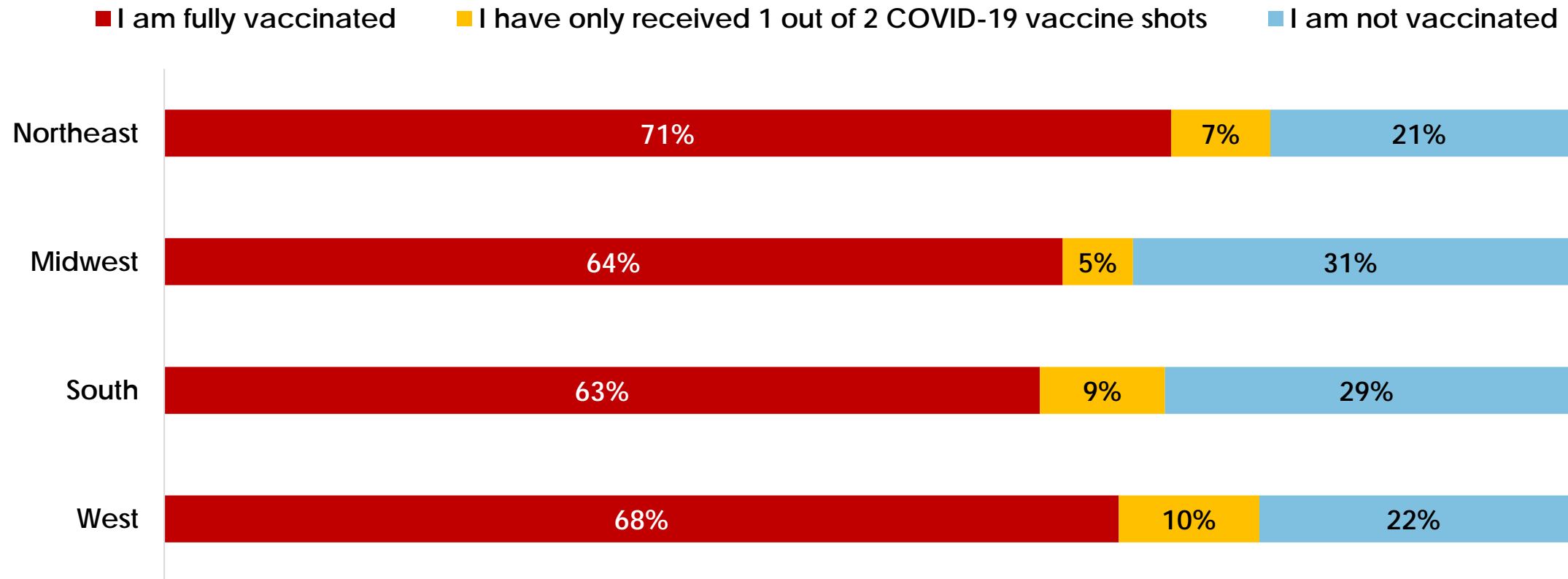
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Which of the following applies to you regarding the COVID-19 vaccine?

By Region



Which of the following applies to you regarding the COVID-19 vaccine?

By Urbanicity

