

# The Harris Poll COVID-19 Travel Sentiment

Reported on November 12, 2021



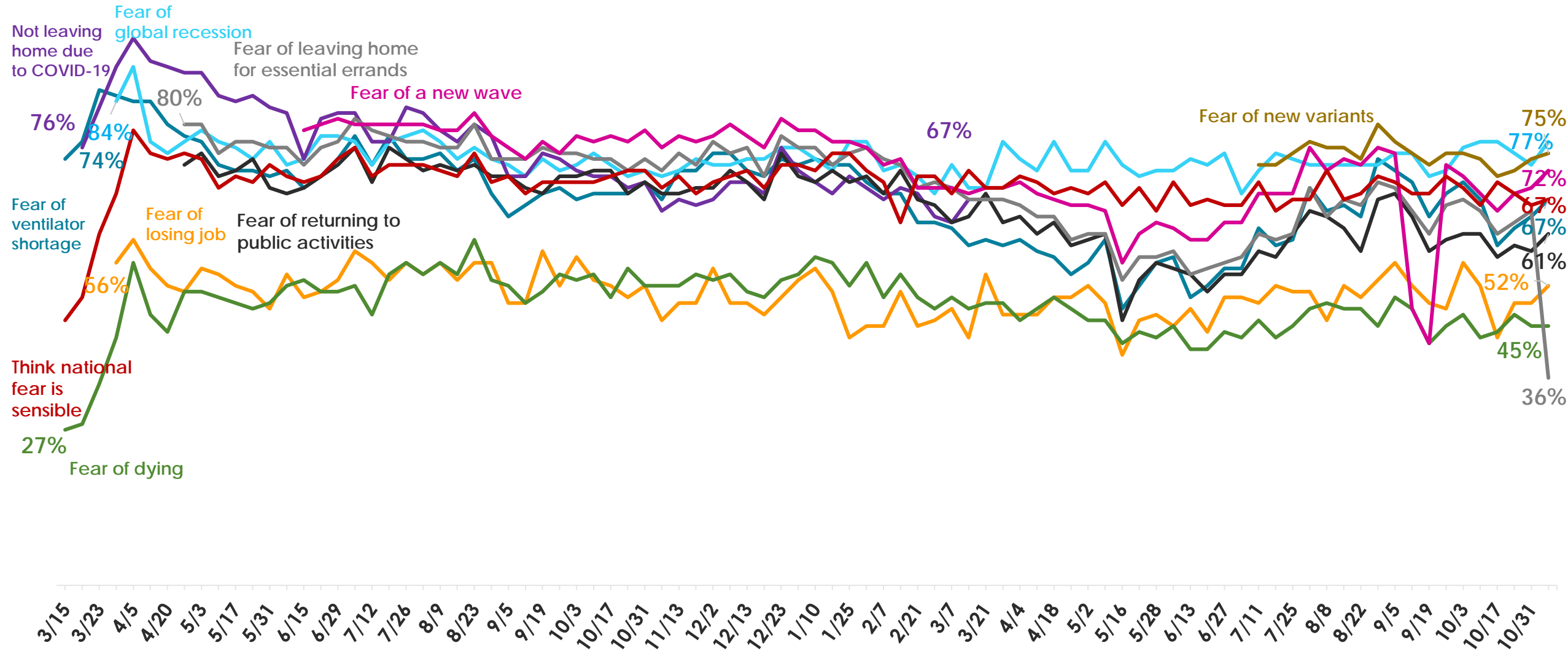
# Data Source:

## The Harris Poll COVID-19 Tracker

The Harris Poll  
COVID-19 Tracker

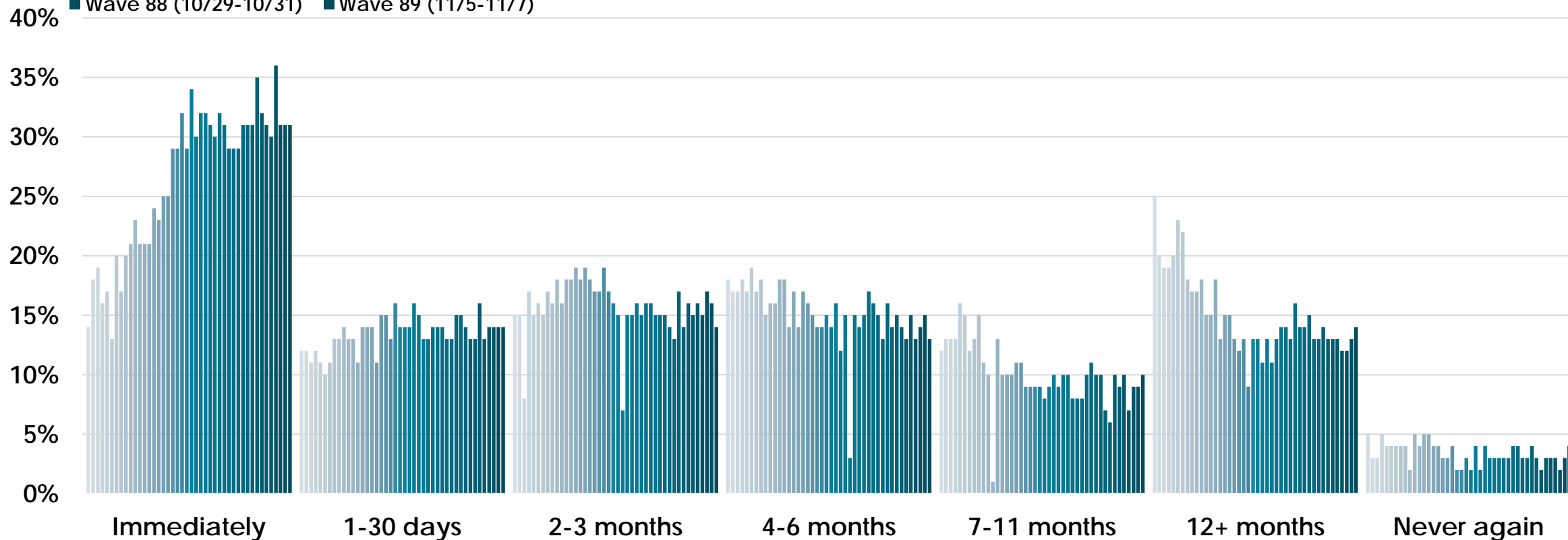
- **Bi-weekly overnight polling conducted among a nationally representative sample of U.S. adults on a range of different topics from the economy, healthcare, jobs, education, and mental health**
- **Sample is the entire U.S. population**
  - **NOT specific to air travel behavior, income, or age brackets**

# Fear Sentiment Trends



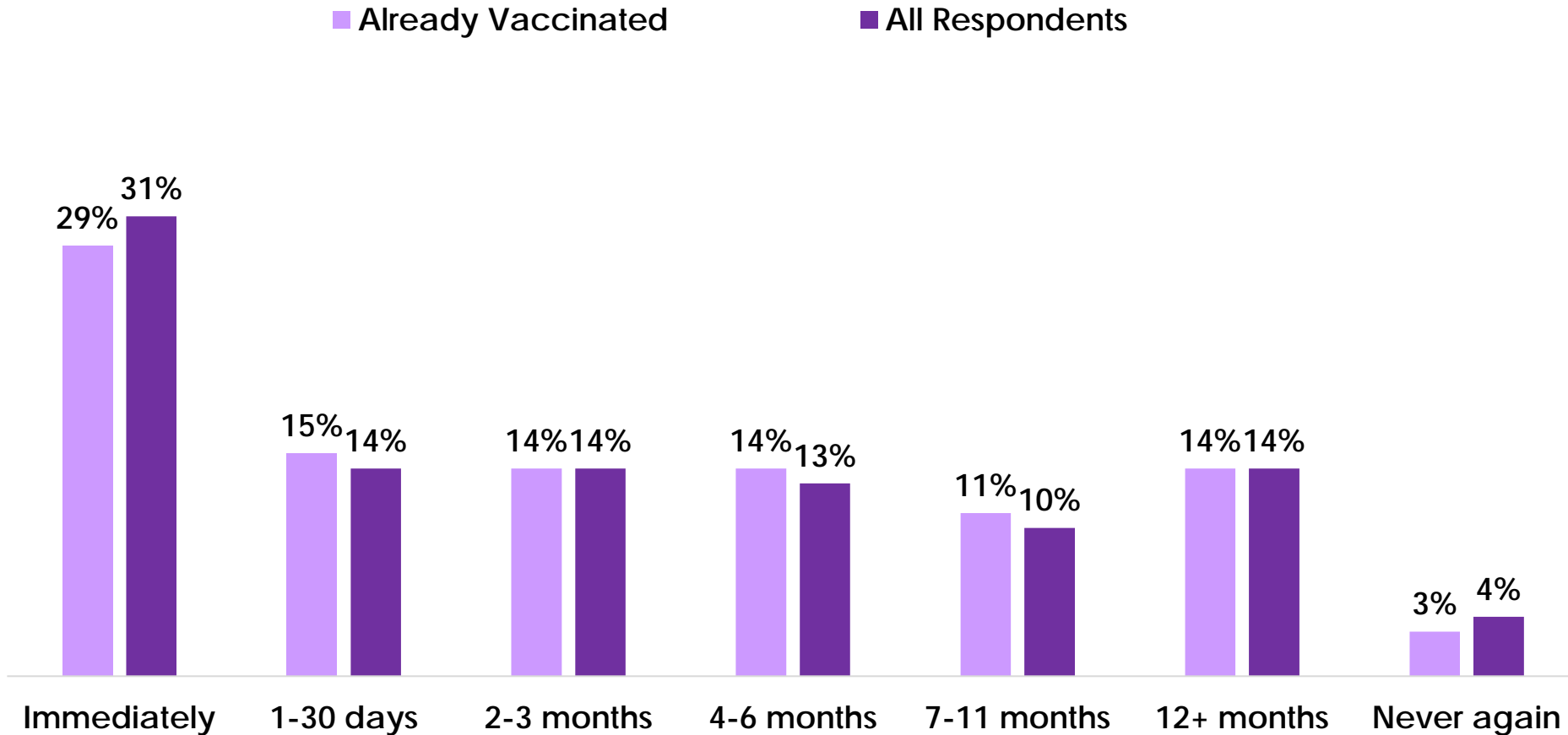
# Once we reach herd immunity, how long will it take you to resume pre-pandemic levels of stay in a hotel?

- Wave 46 (1/8-1/10)    ■ Wave 47 (1/15-1/17)    ■ Wave 48 (1/22-1/25)    ■ Wave 49 (1/29-1/31)    ■ Wave 50 (2/5-2/7)    ■ Wave 51 (2/12-2/14)
- Wave 52 (2/19-2/21)    ■ Wave 53 (2/26-2/28)    ■ Wave 54 (3/5/3/7)    ■ Wave 55 (3/12-3/14)    ■ Wave 56 (3/19-3/21)    ■ Wave 57 (Wave 26-28)
- Wave 58 (4/2/4/4)    ■ Wave 59 (4/9-4/11)    ■ Wave 60 (4/16-4/18)    ■ Wave 61 (4/23-25)    ■ 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)    ■ Wave 80 (9/10-9/12)
- Wave 82 (9/17-9/19)    ■ Wave 83 (9/24-9/26)    ■ Wave 84 (10/1-10/3)    ■ Wave 85 (10/8-10/10)    ■ Wave 86 (10/15-10/17)    ■ Wave 87 (10/22-10/24)
- Wave 88 (10/29-10/31)    ■ Wave 89 (11/5-11/7)



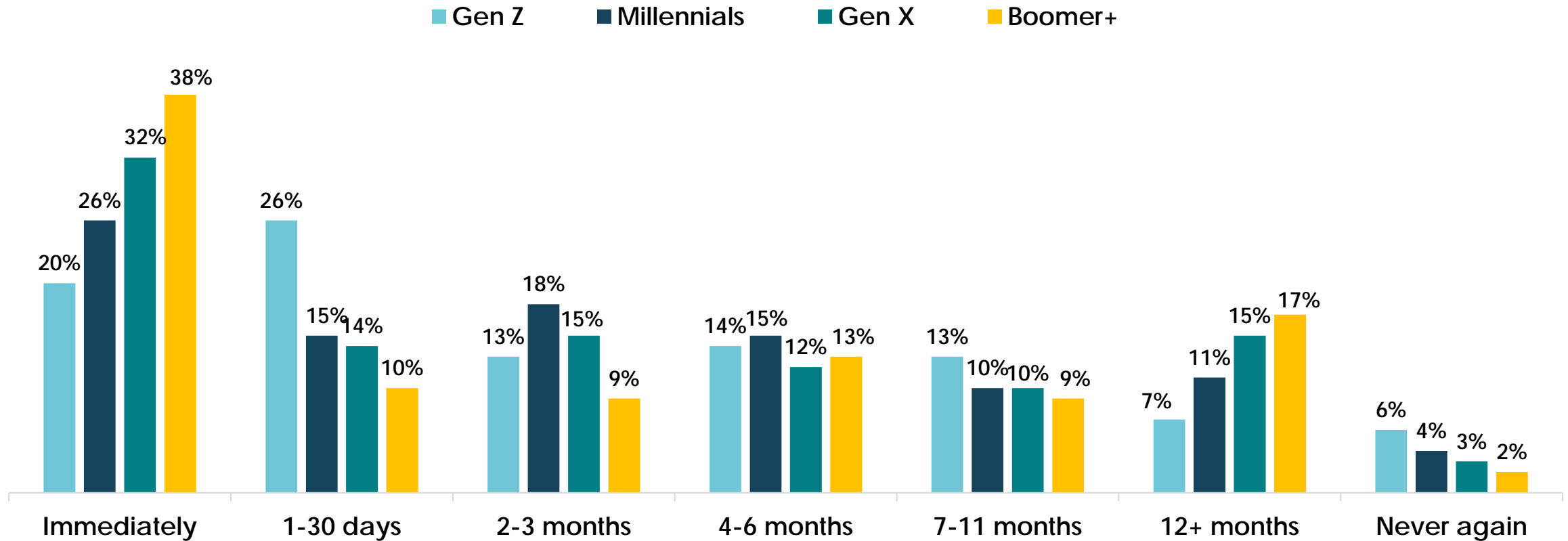
Source: HVCB analysis of Harris Poll COVID-19 Tracker

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



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

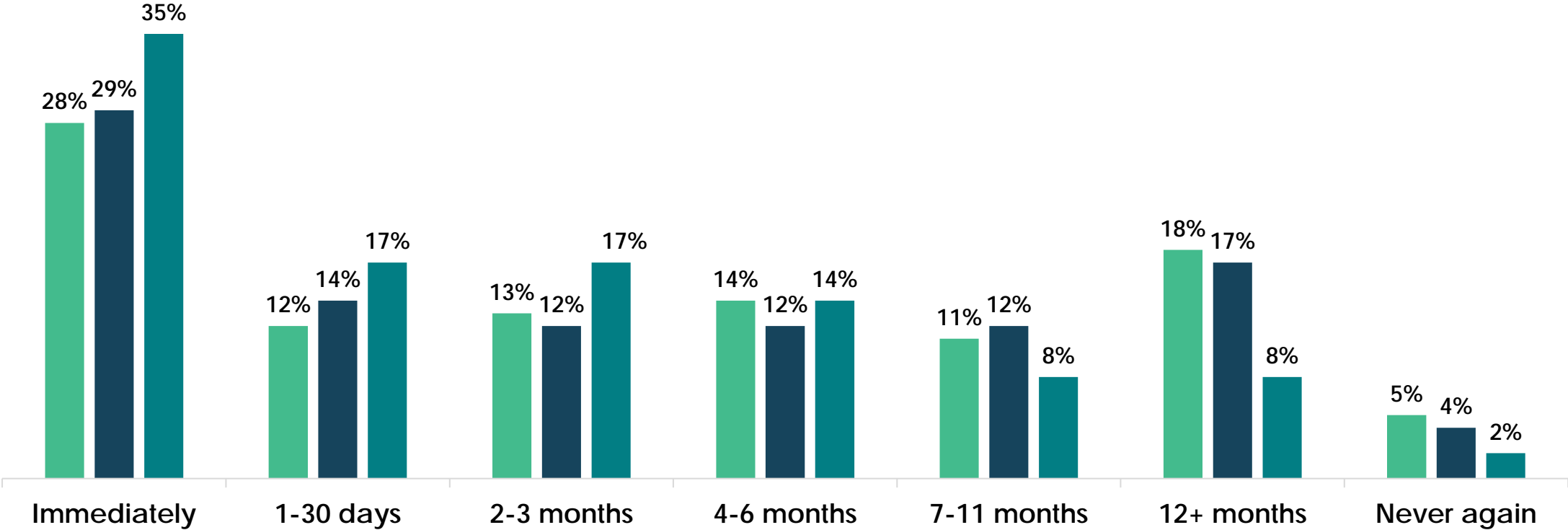
## By Age



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

## By Income

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

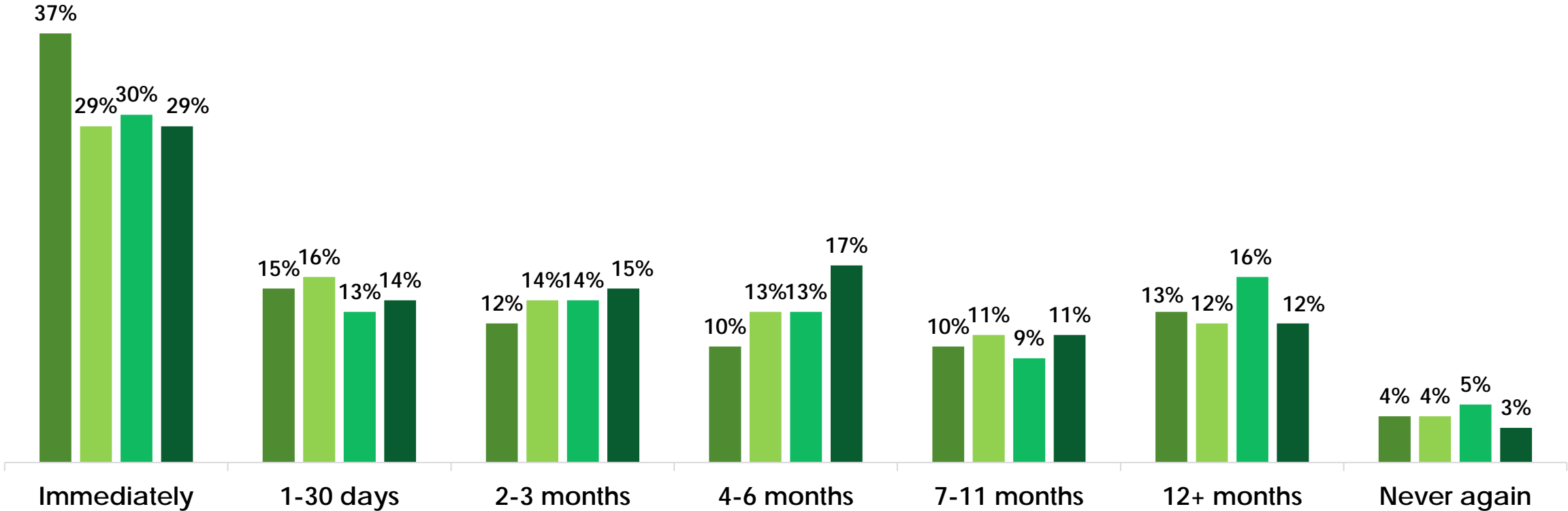


Source: HVCB analysis of Harris Poll COVID-19 Wave 89 (November 5 - November 7, 2021)

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

## By Region

■ Northeast ■ Midwest ■ South ■ West

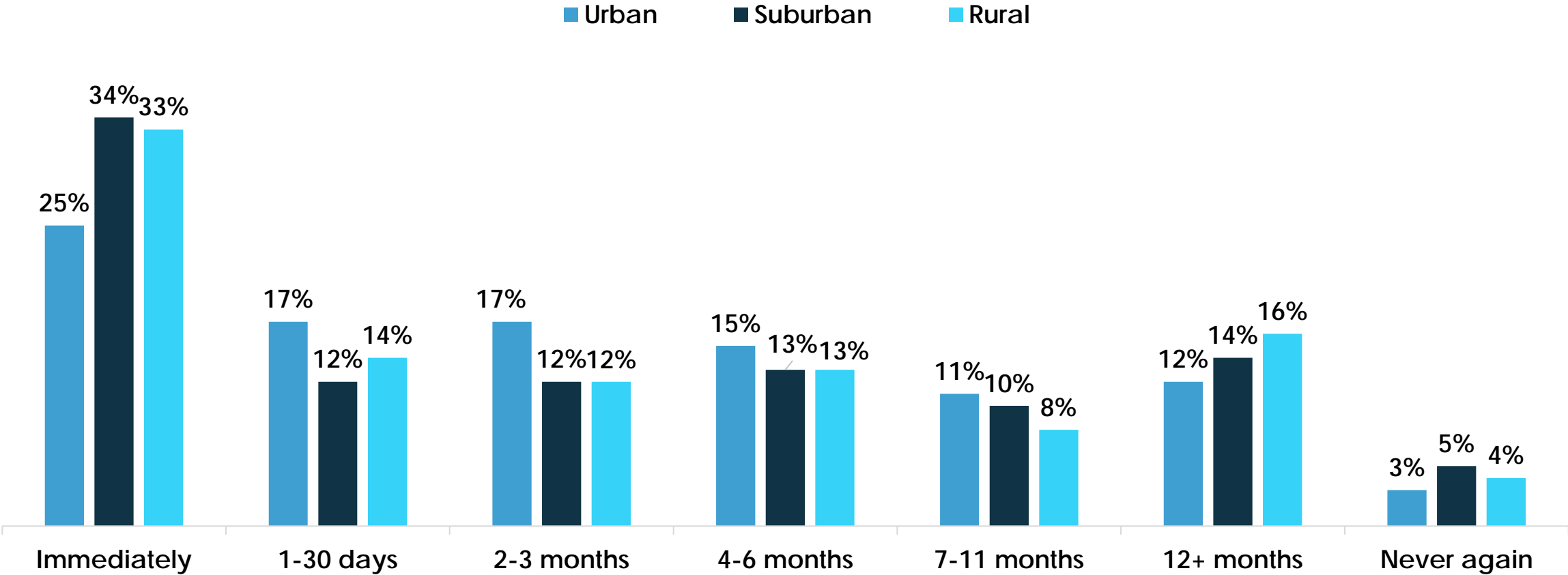


Source: HVCB analysis of Harris Poll COVID-19 Wave 89 (November 5 - November 7, 2021)



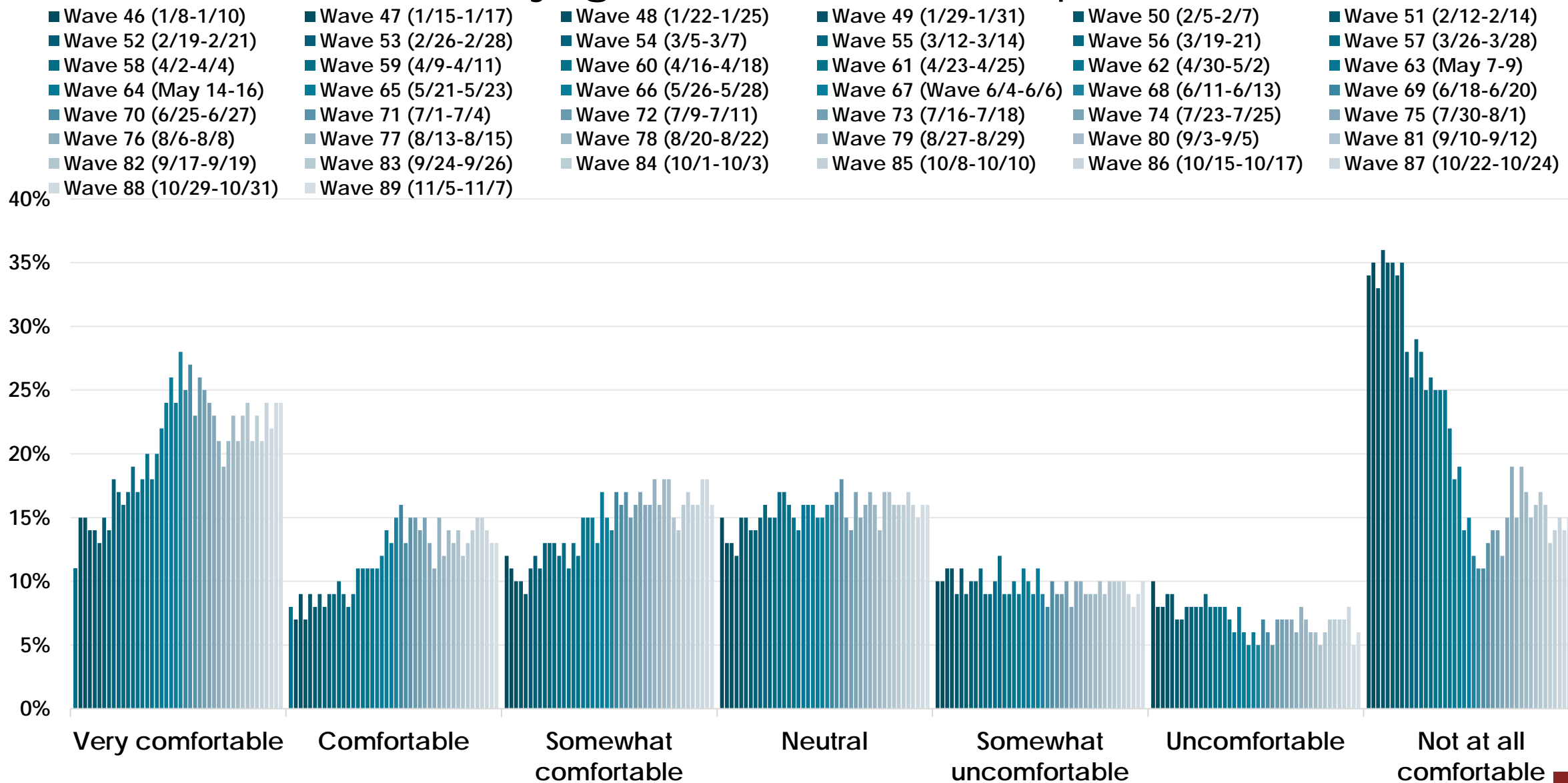
# Once we reach herd immunity, how long will it take you to resume pre-pandemic levels of stay in a hotel?

## By Urbanicity



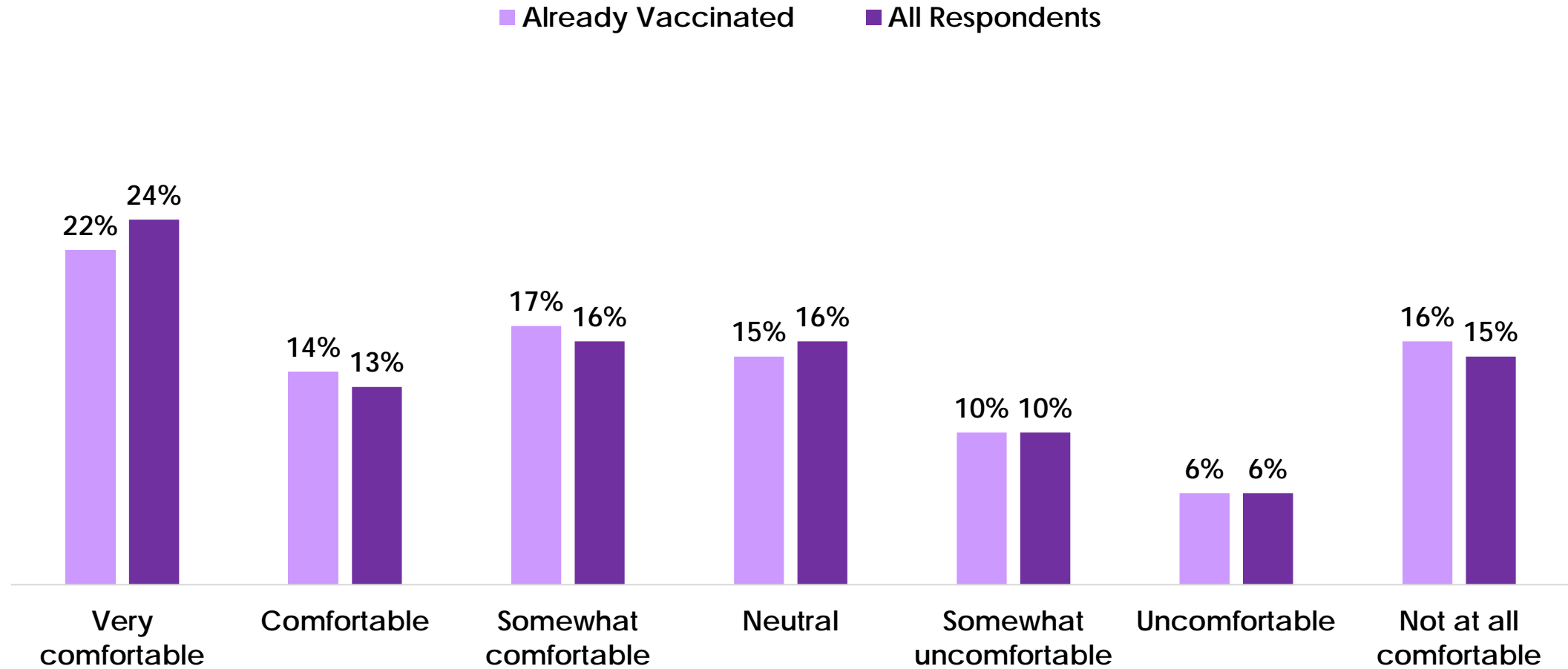
Source: HVCB analysis of Harris Poll COVID-19 Wave 89 (November 5 - November 7, 2021)

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

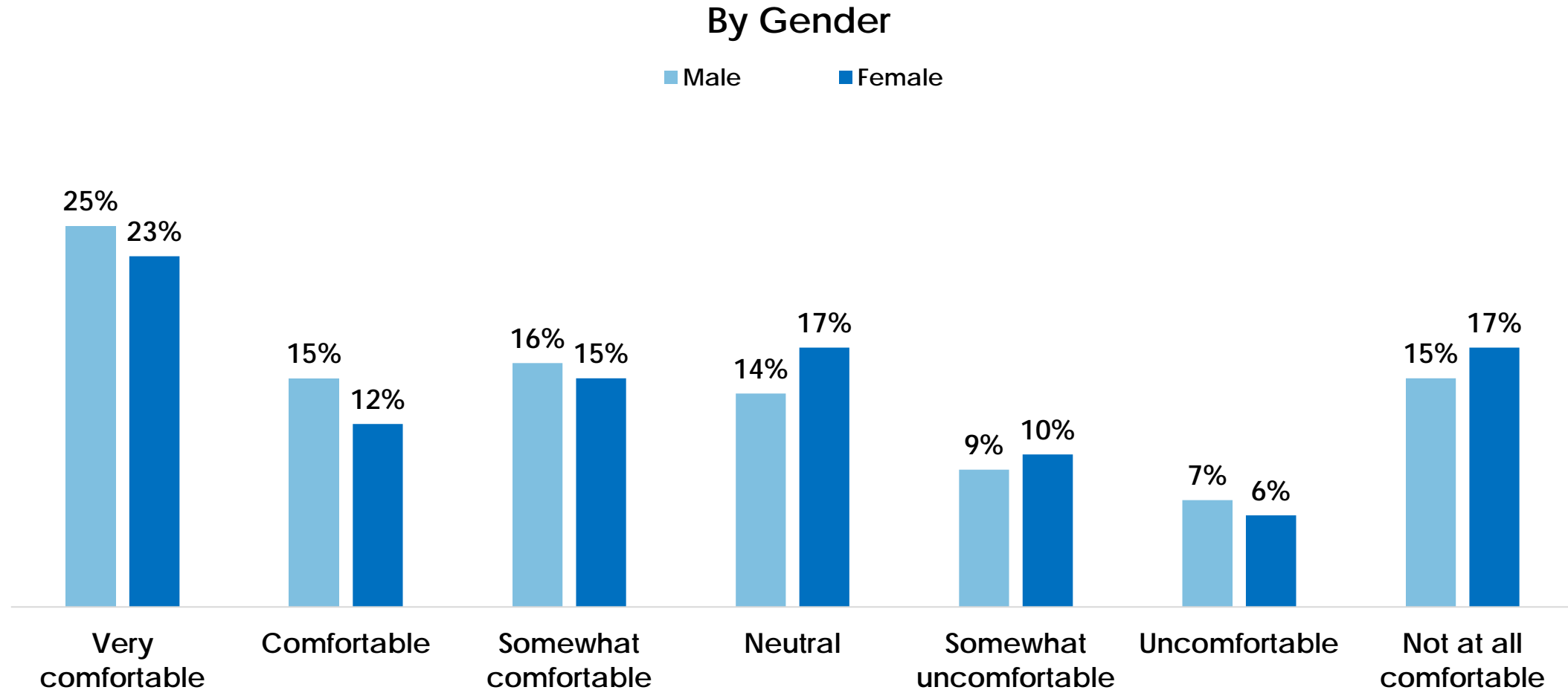


Source: HVCB analysis of Harris Poll COVID-19 Tracker

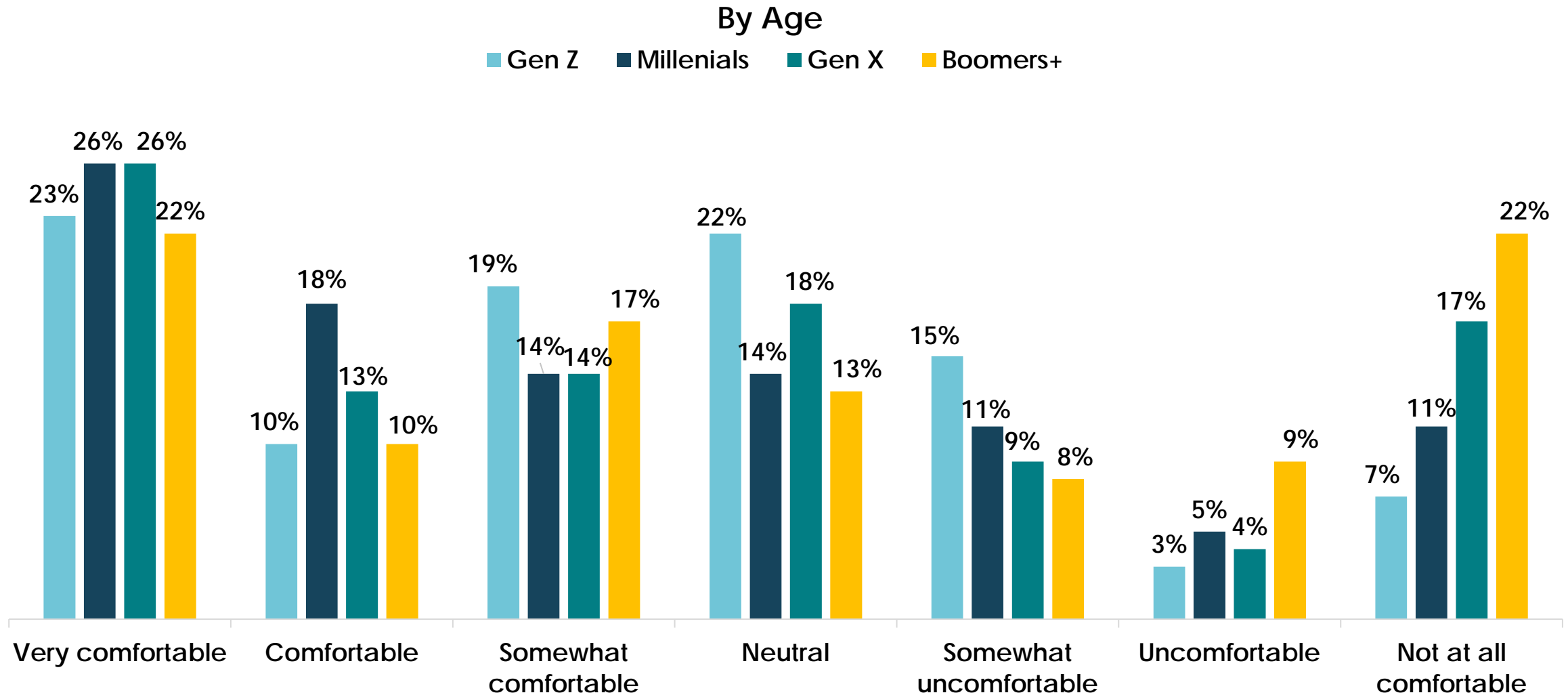
# Generally speaking, how comfortable would you be staying in a hotel today, given the COVID-19 pandemic?



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

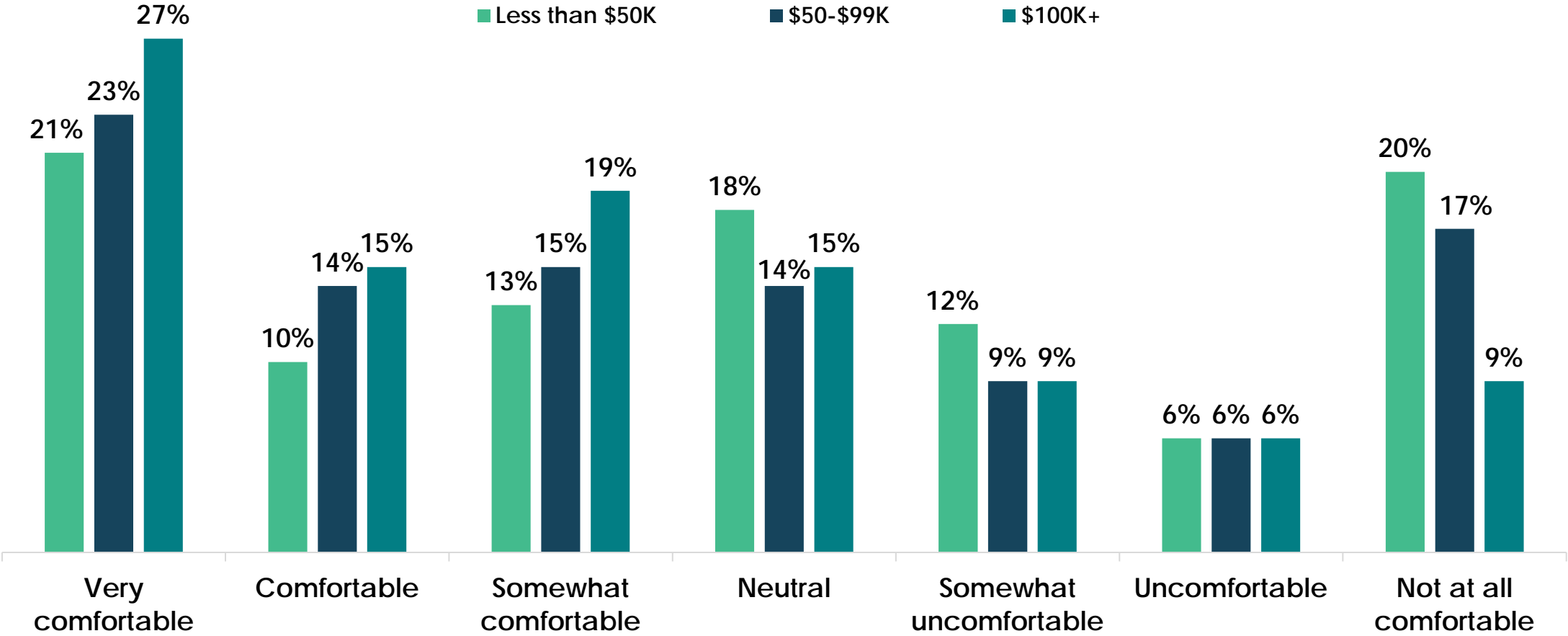


# Generally speaking, how comfortable would you be staying in a hotel today, given the COVID-19 pandemic?



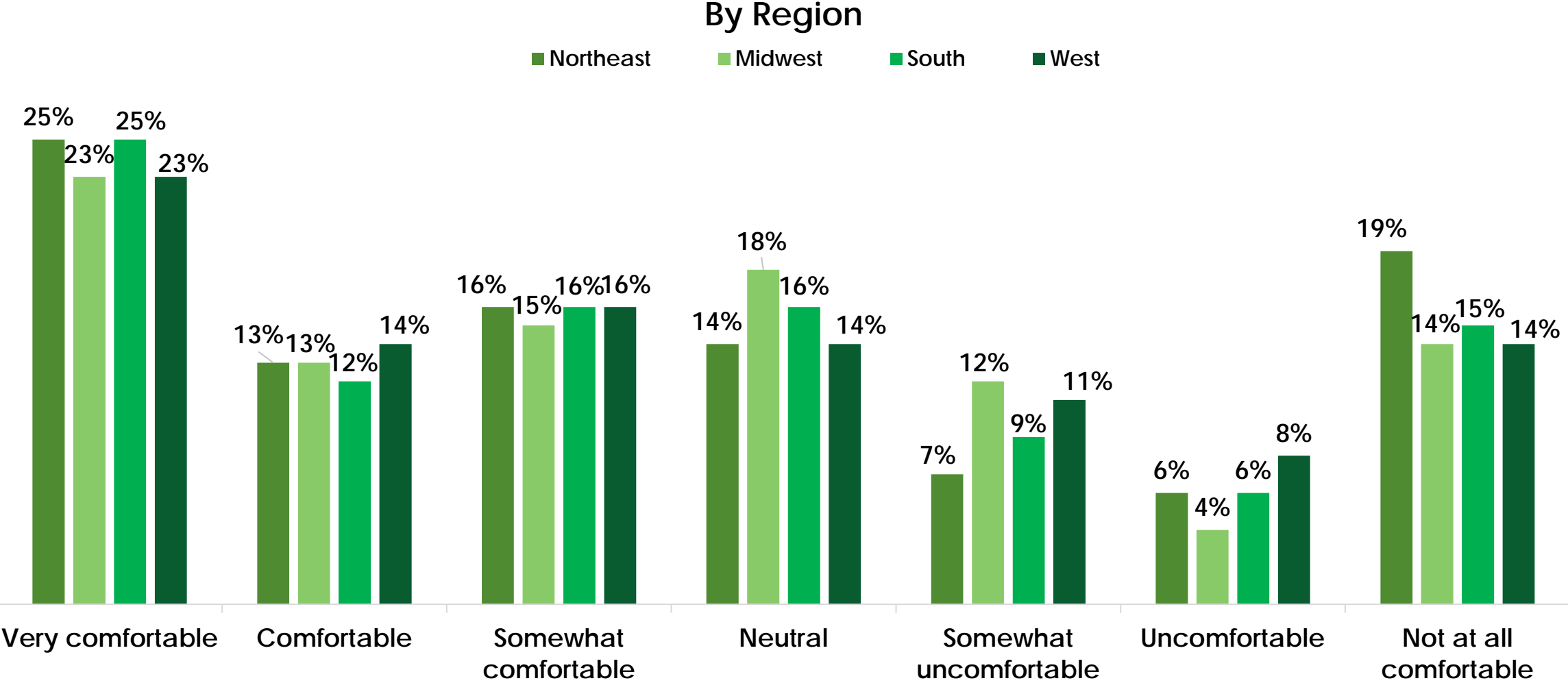
# Generally speaking, how comfortable would you be staying in a hotel today, given the COVID-19 pandemic?

## By Income



Source: HVCB analysis of Harris Poll COVID-19 Wave 89 (November 5 - November 7, 2021)

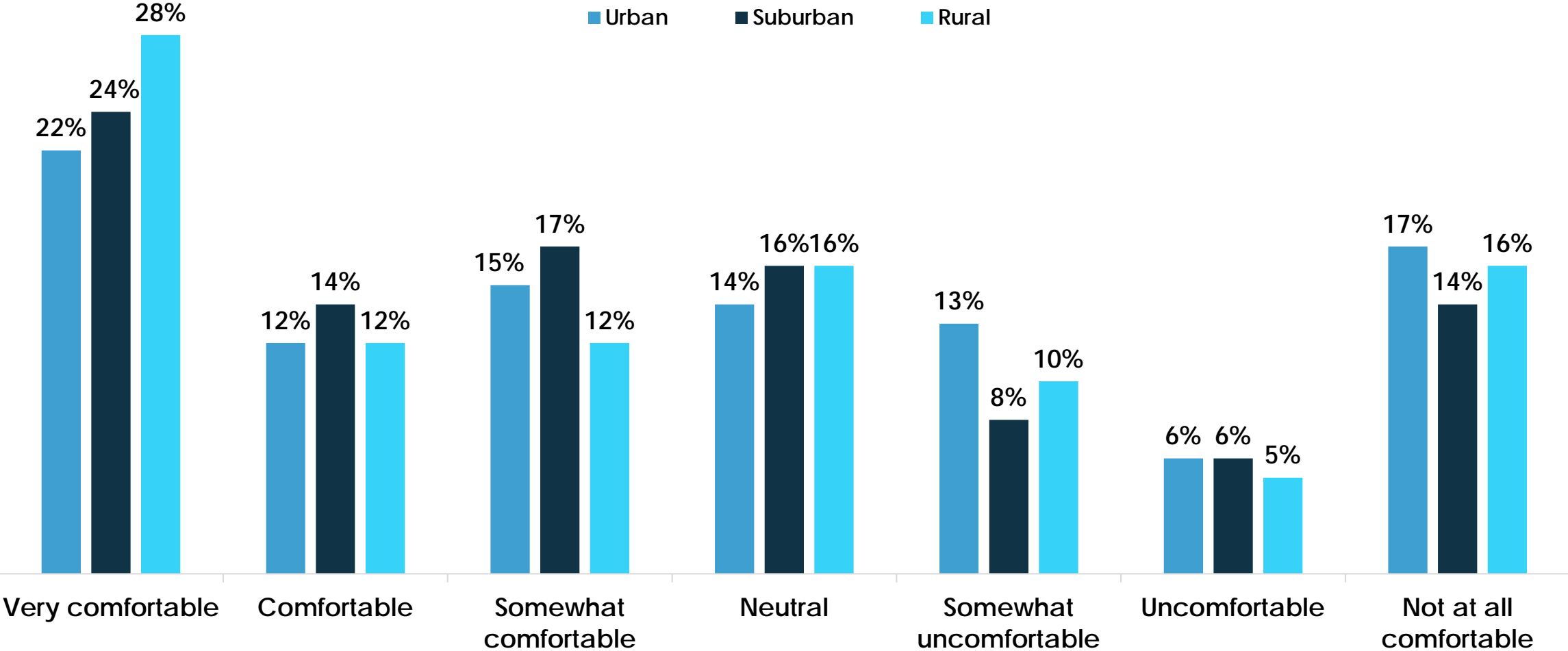
# Generally speaking, how comfortable would you be staying in a hotel today, given the COVID-19 pandemic?



Source: HVCB analysis of Harris Poll COVID-19 Wave 89 (November 5 - November 7, 2021)

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

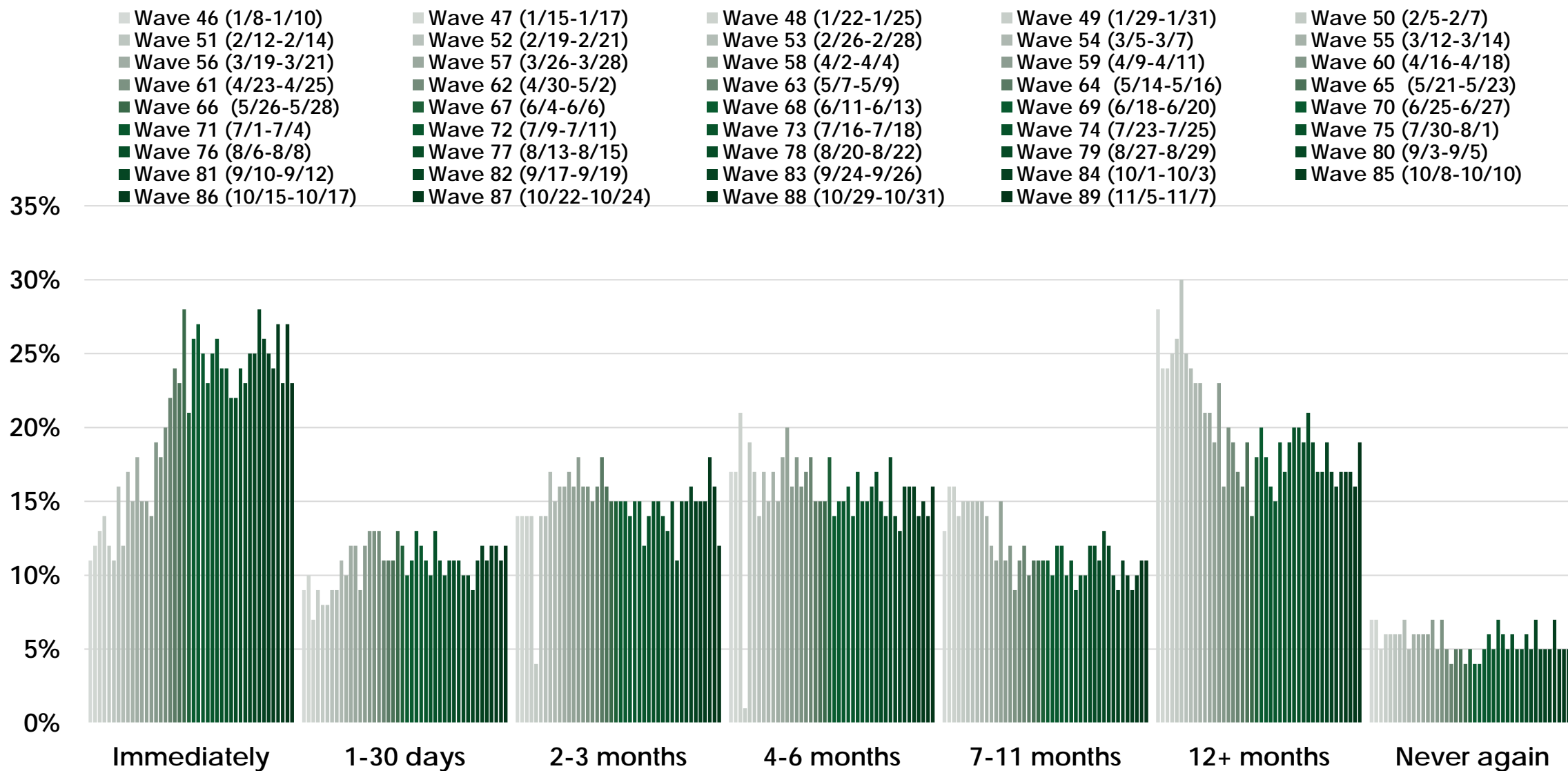
## By Urbanicity



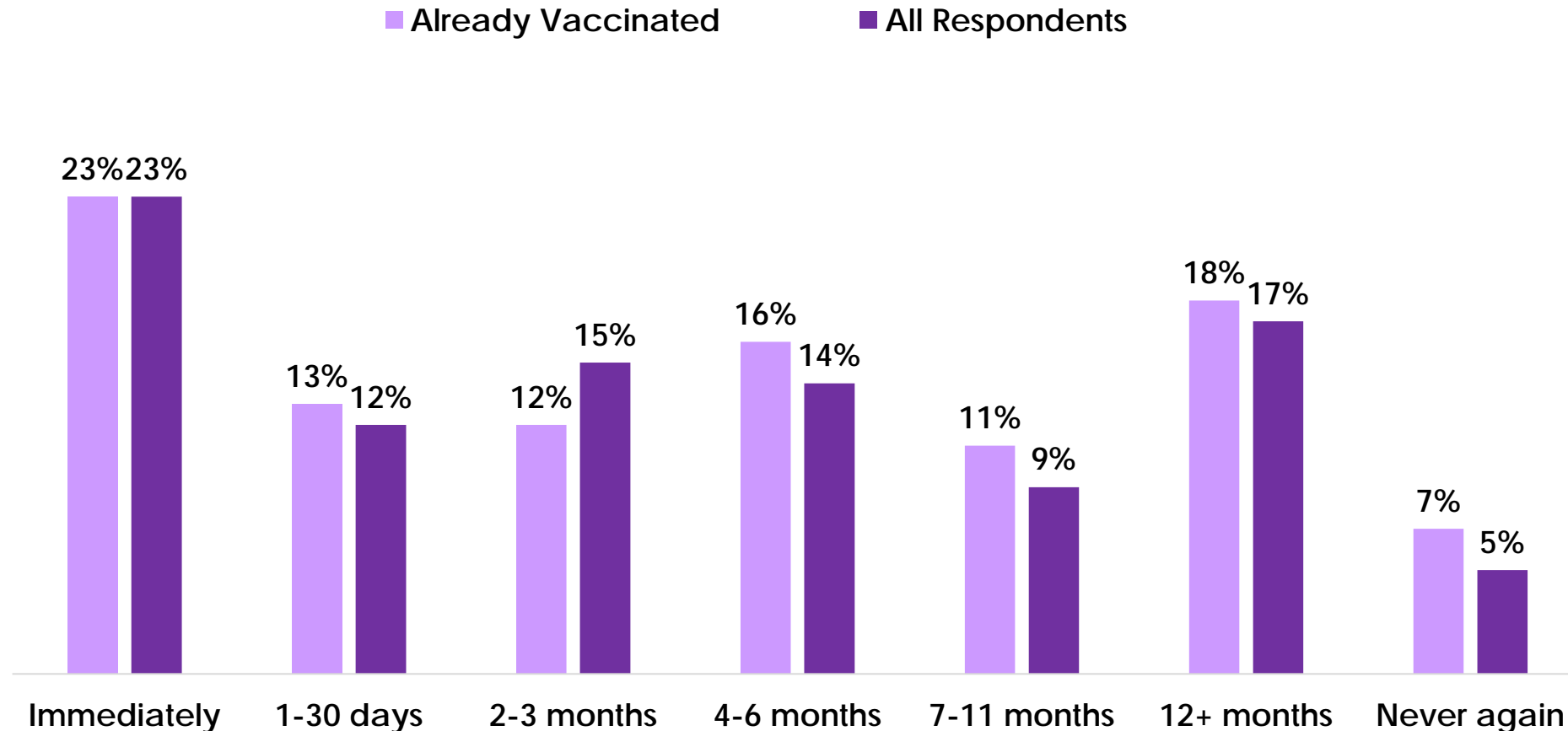
Source: HVCB analysis of Harris Poll COVID-19 Wave 89 (November 5 - November 7, 2021)



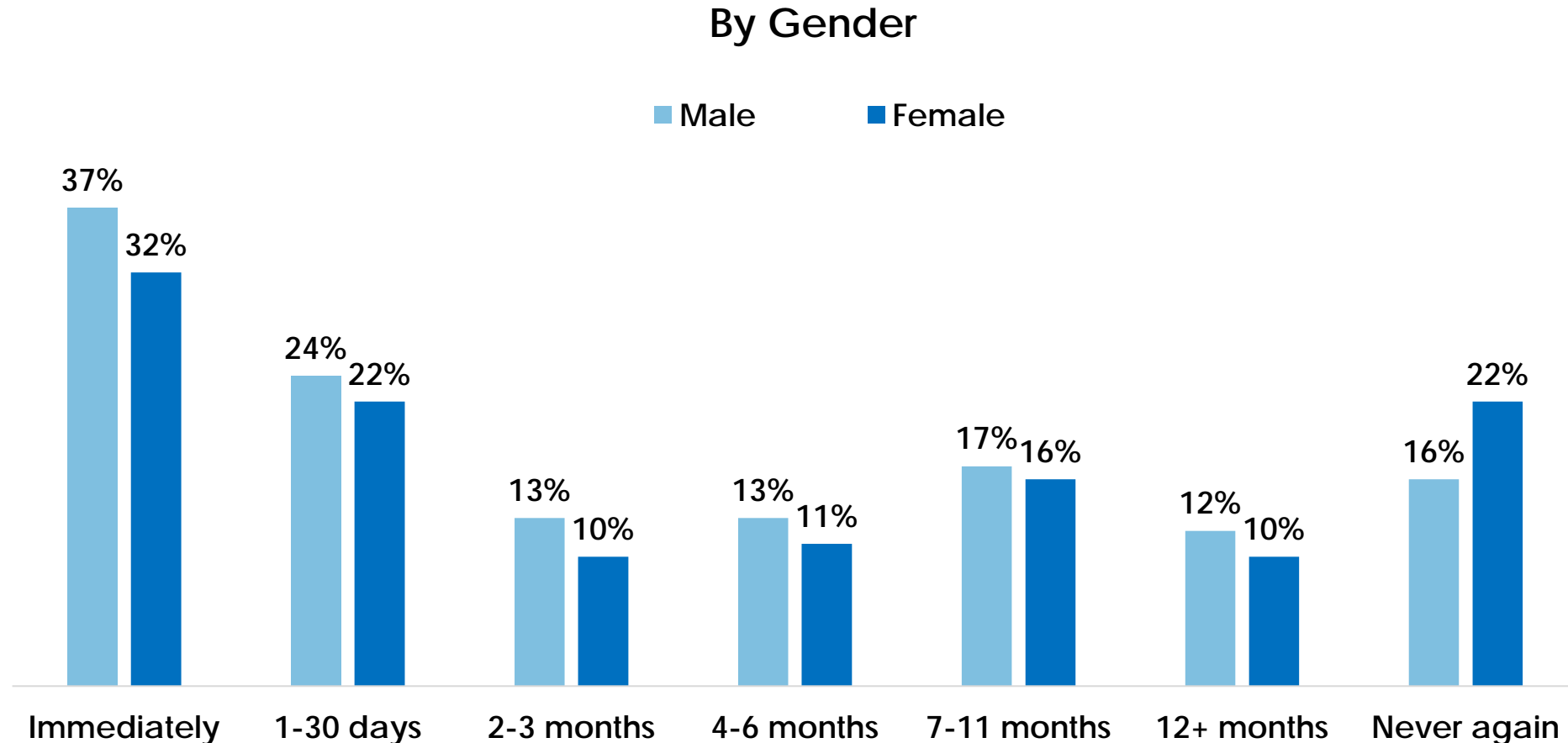
# Once we reach herd immunity, how long will it take you to resume pre-pandemic activity levels for flying on a plane?



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



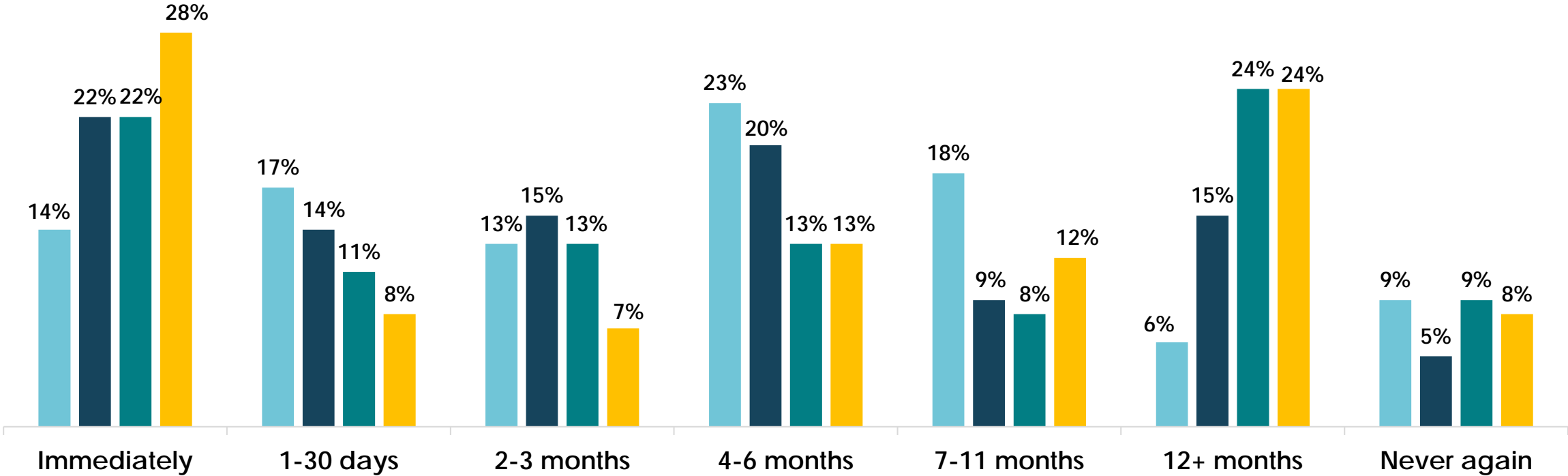
# Once we reach herd immunity, how long will it take you to resume pre-pandemic activity levels for flying on a plane?



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

## By Age

■ Gen Z ■ Millenials ■ Gen X ■ Boomers+

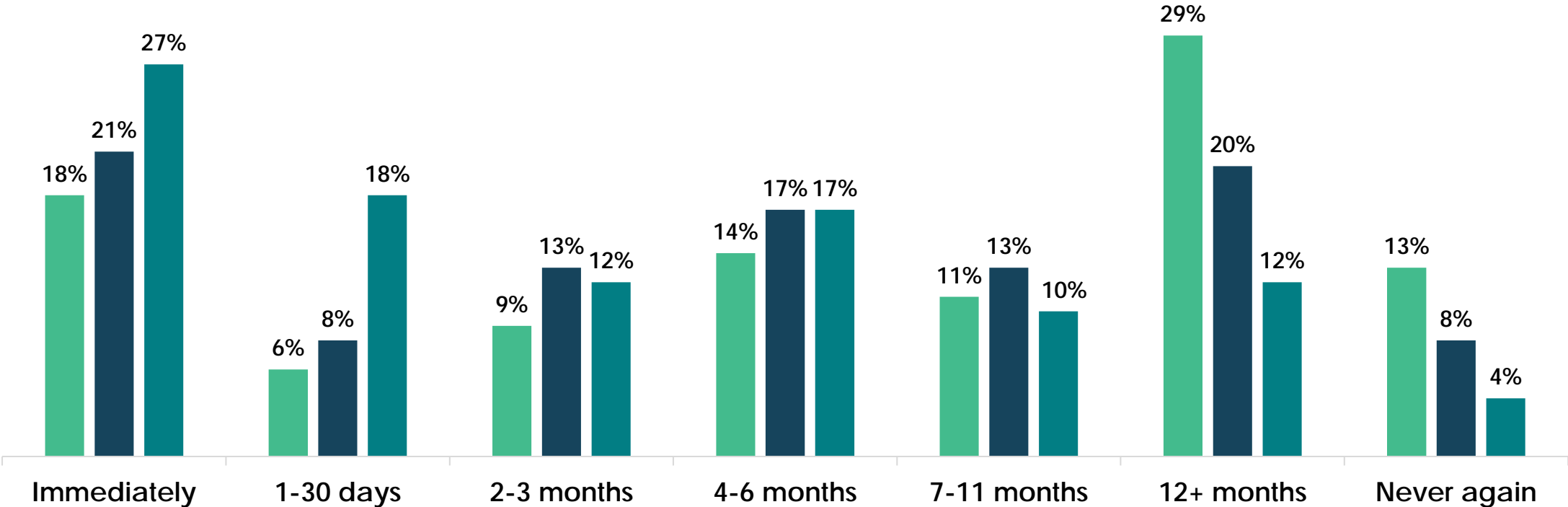


Source: HVCB analysis of Harris Poll COVID-19 Wave 89 (November 5 - November 7, 2021)

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

By Income

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

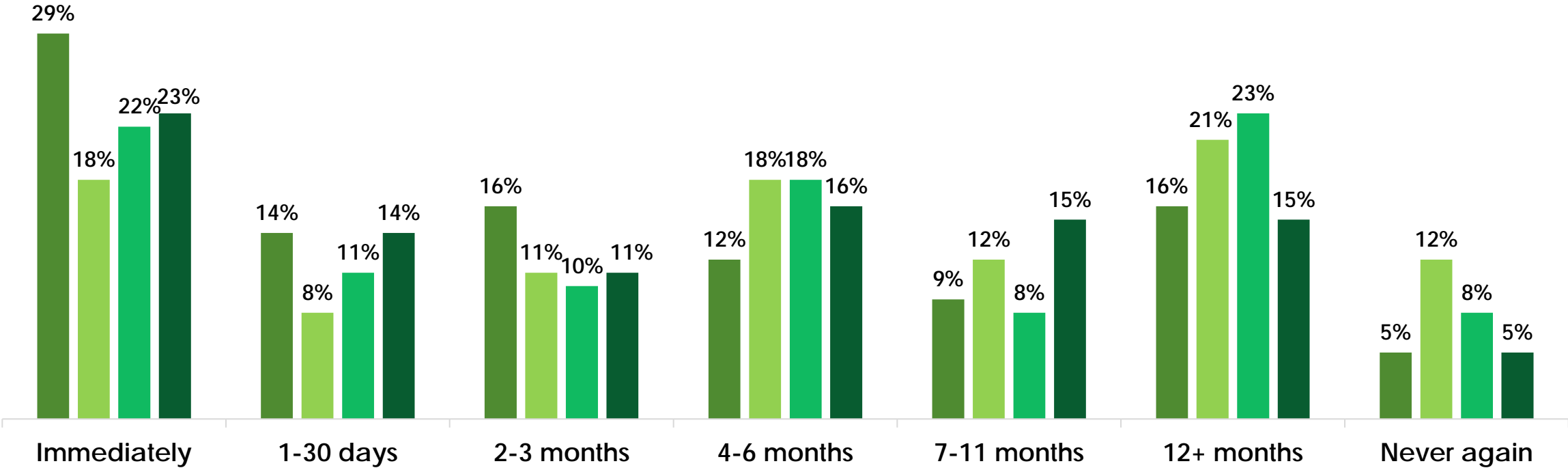


Source: HVCB analysis of Harris Poll COVID-19 Wave 89 (November 5 - November 7, 2021)

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

## By Region

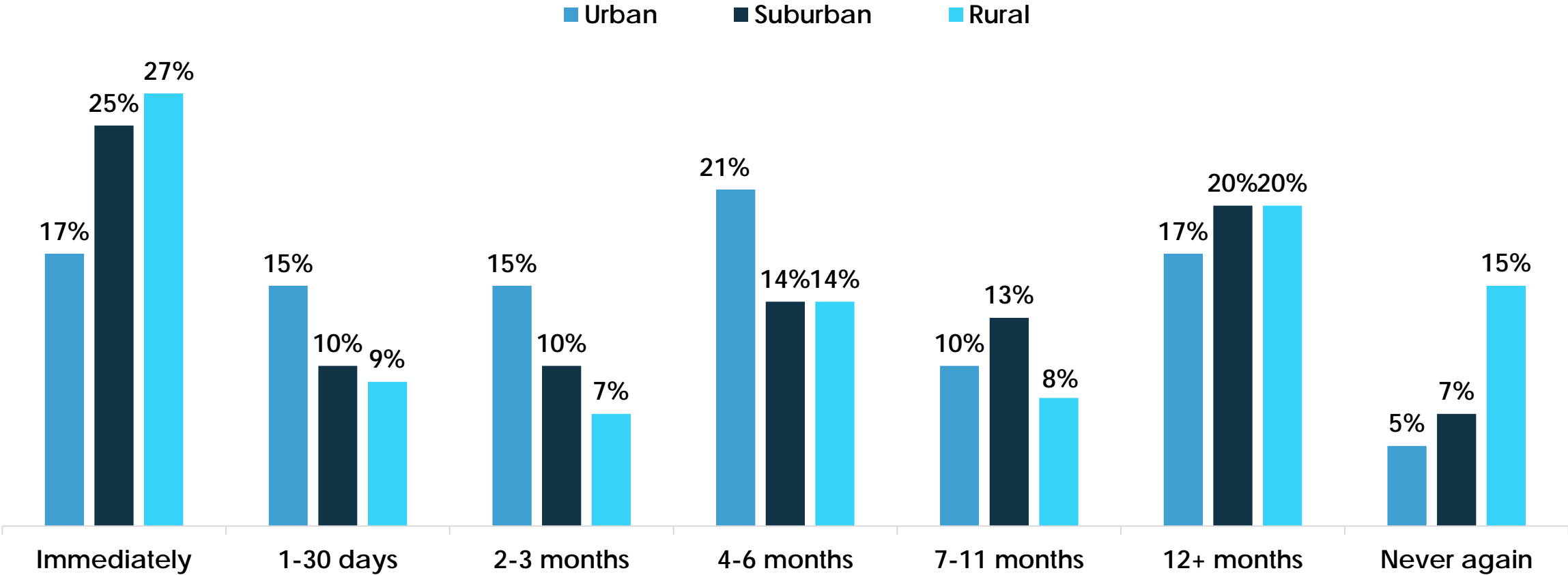
■ Northeast ■ Midwest ■ South ■ West



Source: HVCB analysis of Harris Poll COVID-19 Wave 89 (November 5 - November 7, 2021)

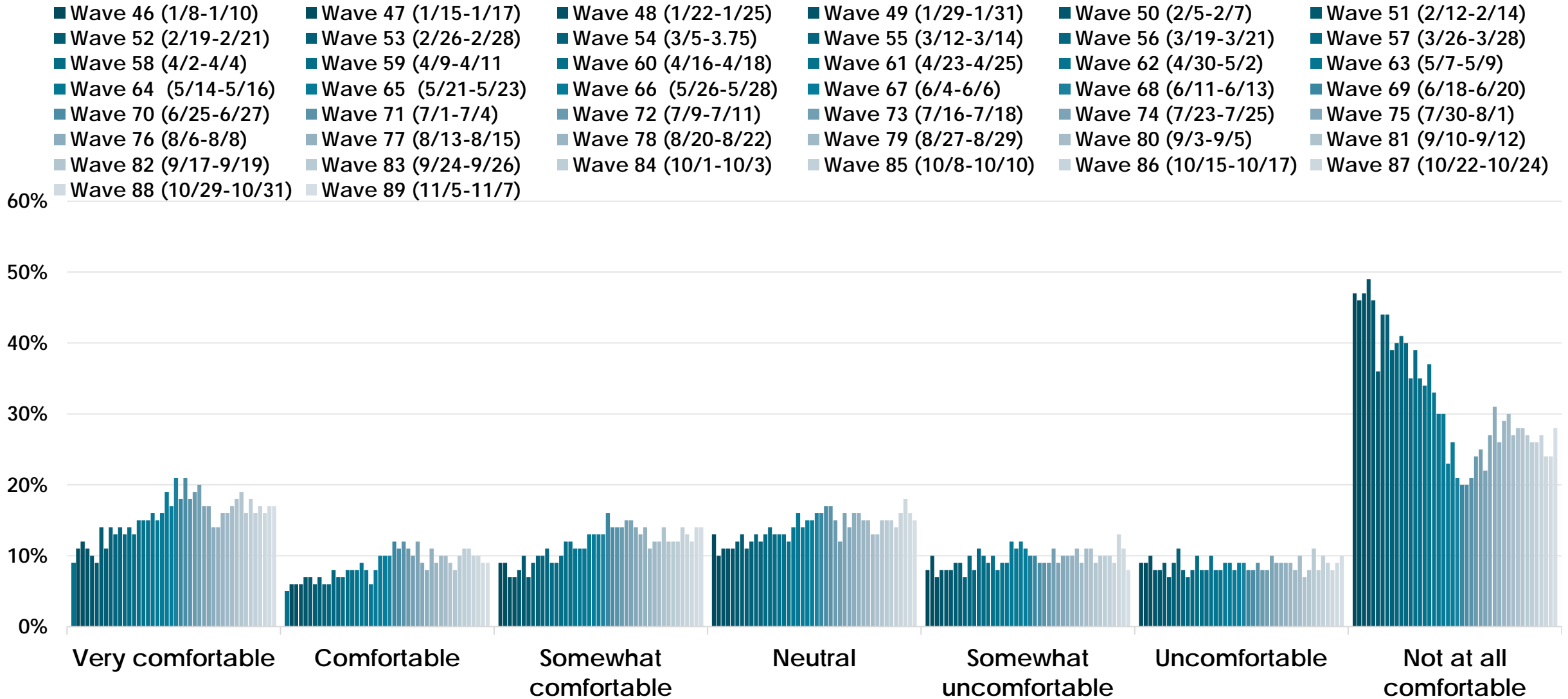
# Once we reach herd immunity, how long will it take you to resume pre-pandemic activity levels for flying on a plane?

## By Urbanicity



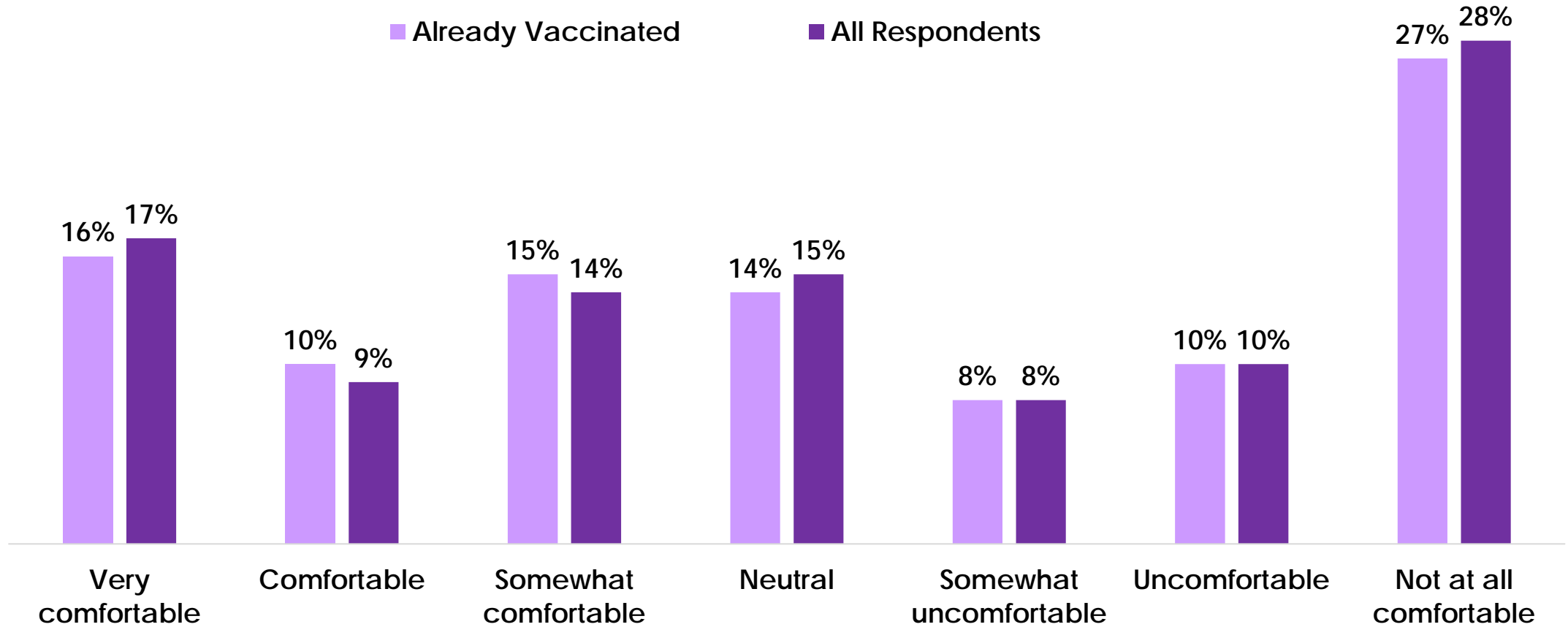
Source: HVCB analysis of Harris Poll COVID-19 Wave 89 (November 5 - November 7, 2021)

# Generally speaking, how comfortable would you be flying on a plane today, given the COVID-19 pandemic?

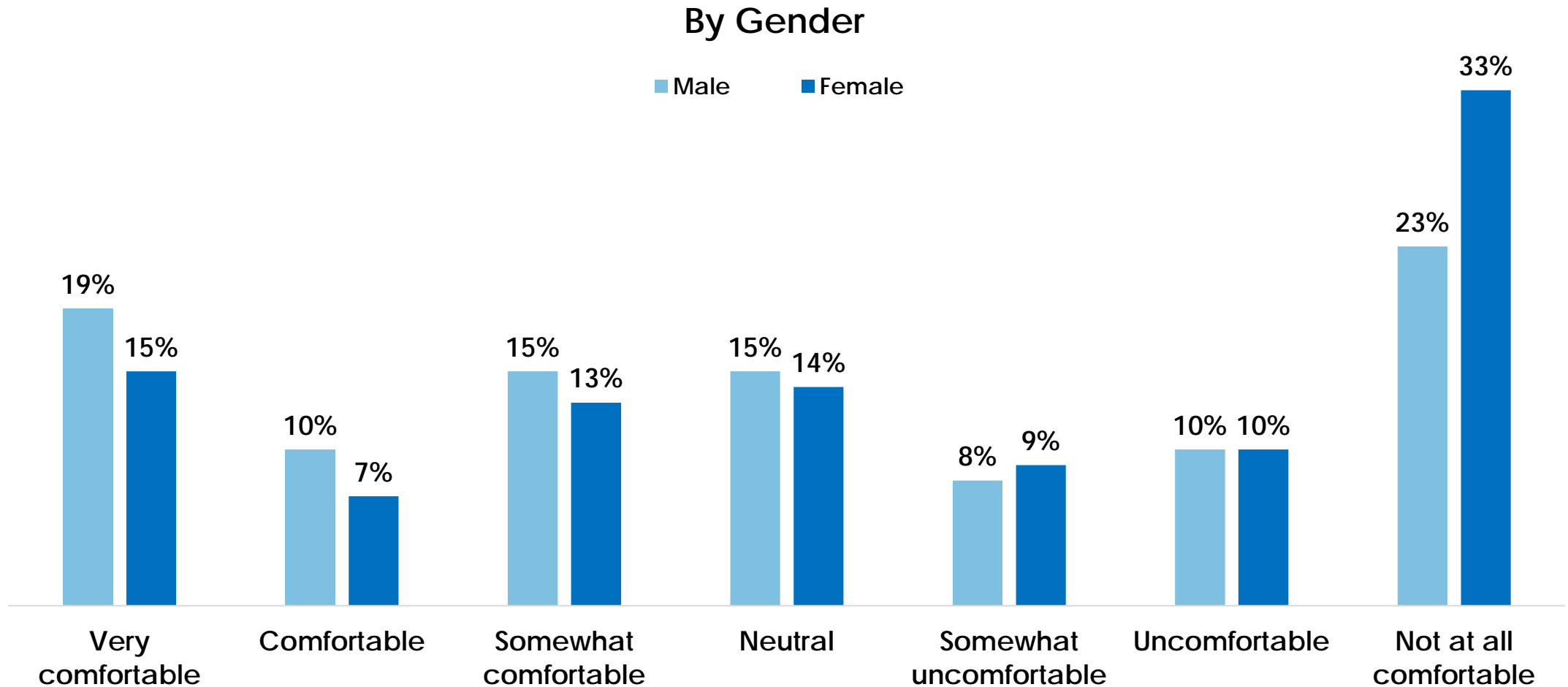




# Generally speaking, how comfortable would you be flying on a plane today, given the COVID-19 pandemic?



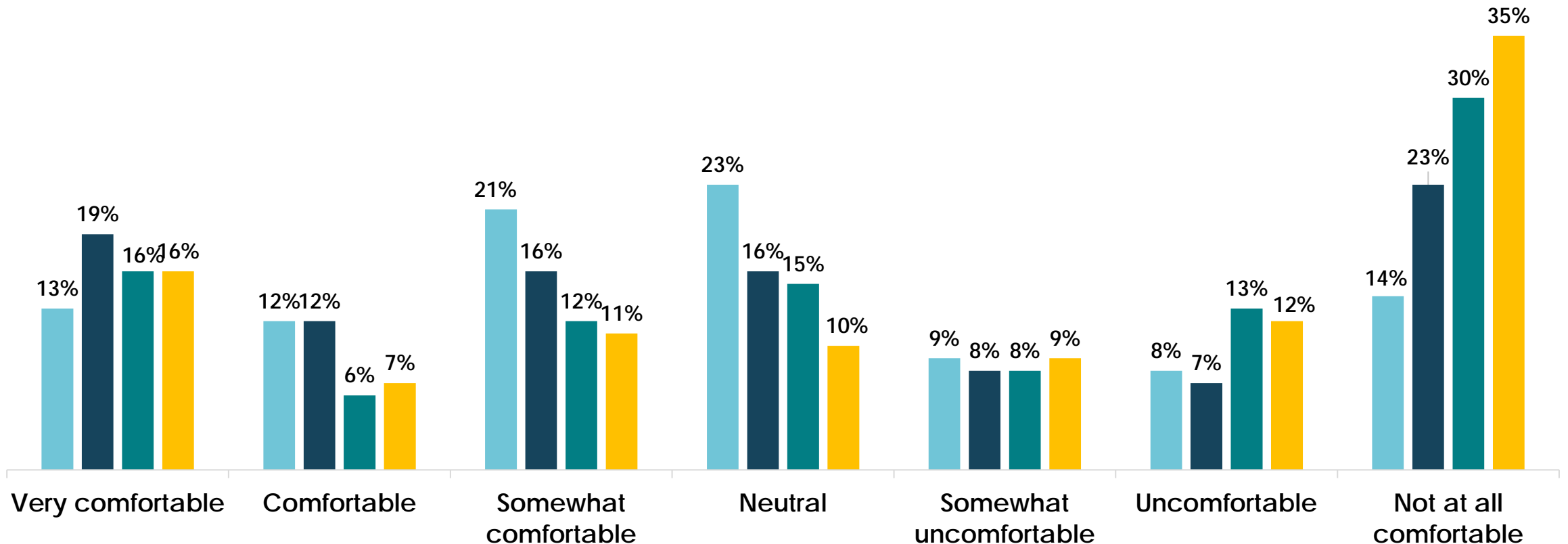
# Generally speaking, how comfortable would you be flying on a plane today, given the COVID-19 pandemic?



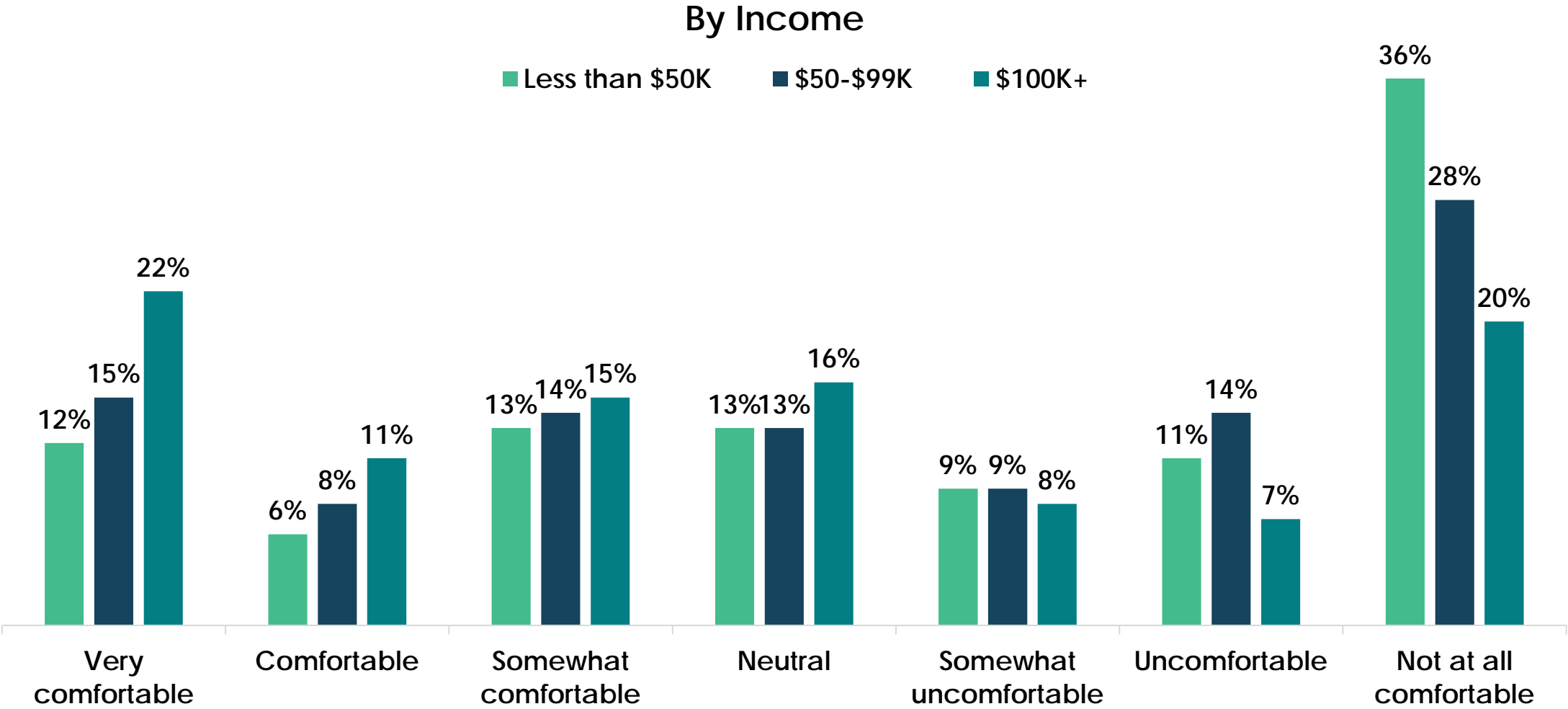
# Generally speaking, how comfortable would you be flying on a plane today, given the COVID-19 pandemic?

## By Age

■ Gen Z ■ Millennials ■ Gen X ■ Boomer+

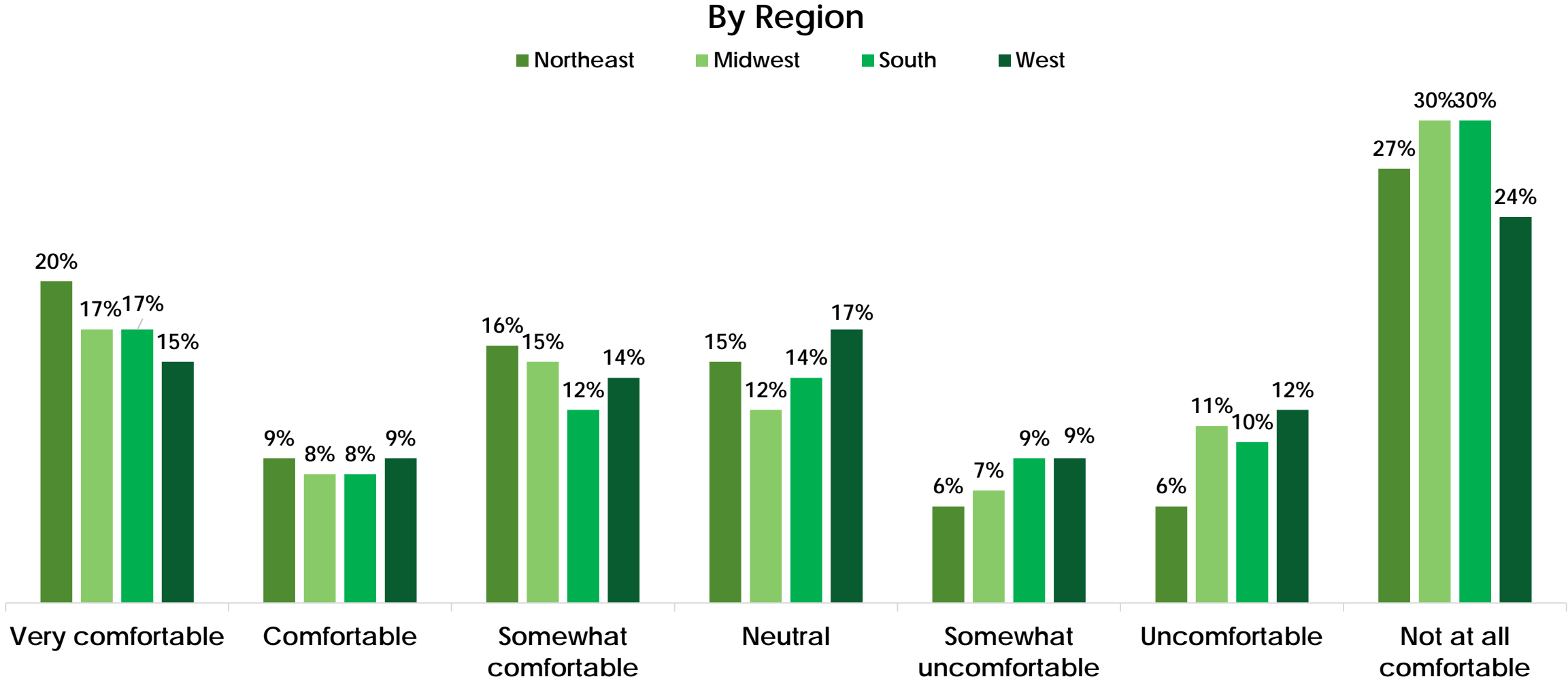


# Generally speaking, how comfortable would you be flying on a plane today, given the COVID-19 pandemic?



Source: HVCB analysis of Harris Poll COVID-19 Wave 89 (November 5 - November 7, 2021)

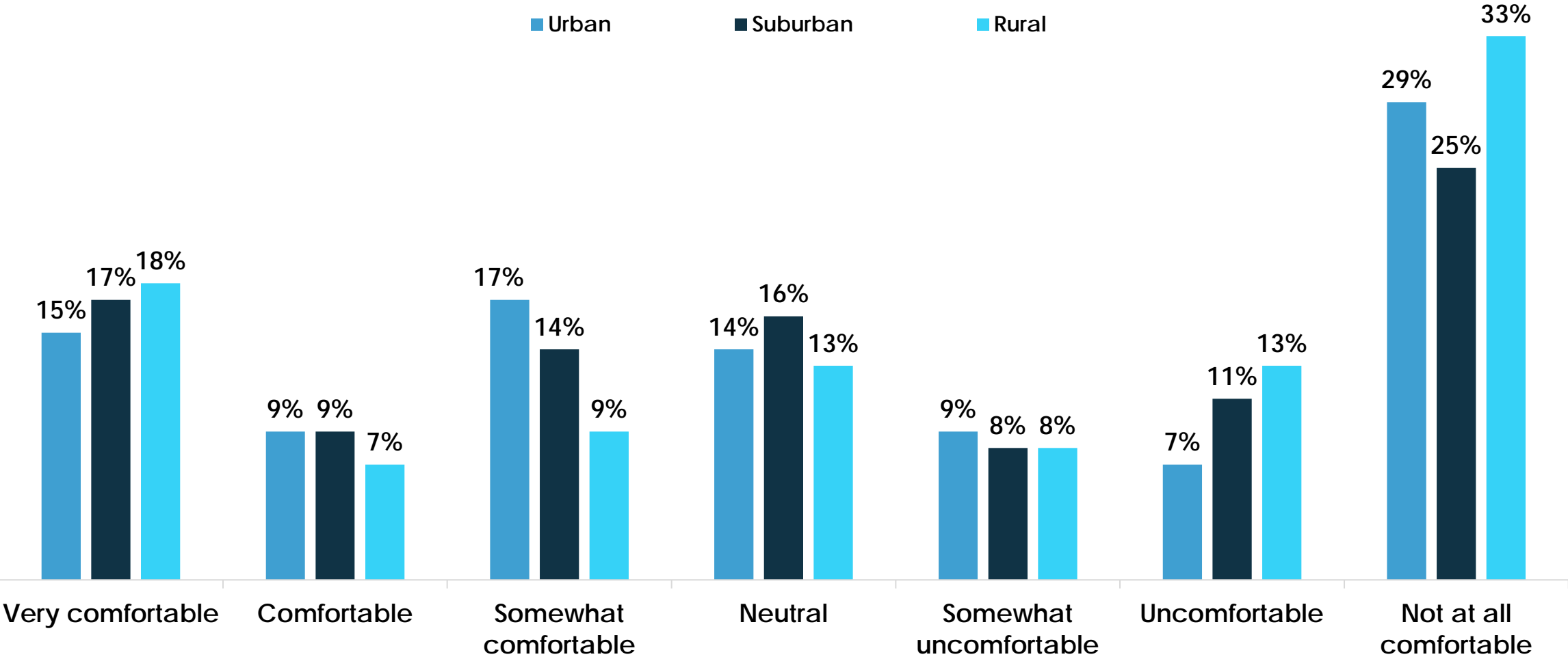
# Generally speaking, how comfortable would you be flying on a plane today, given the COVID-19 pandemic?



Source: HVCB analysis of Harris Poll COVID-19 Wave 89 (November 5 - November 7, 2021)

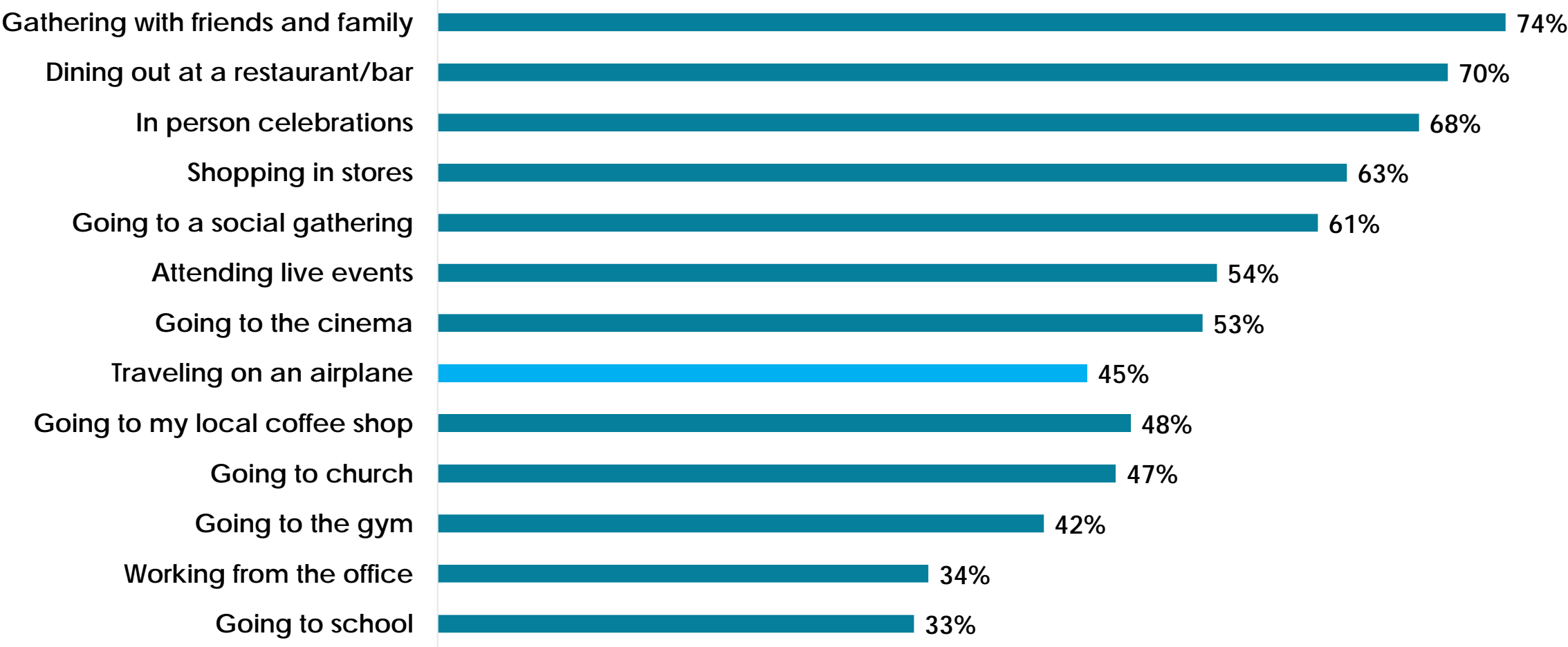
# Generally speaking, how comfortable would you be flying on a plane today, given the COVID-19 pandemic?

## By Urbanicity



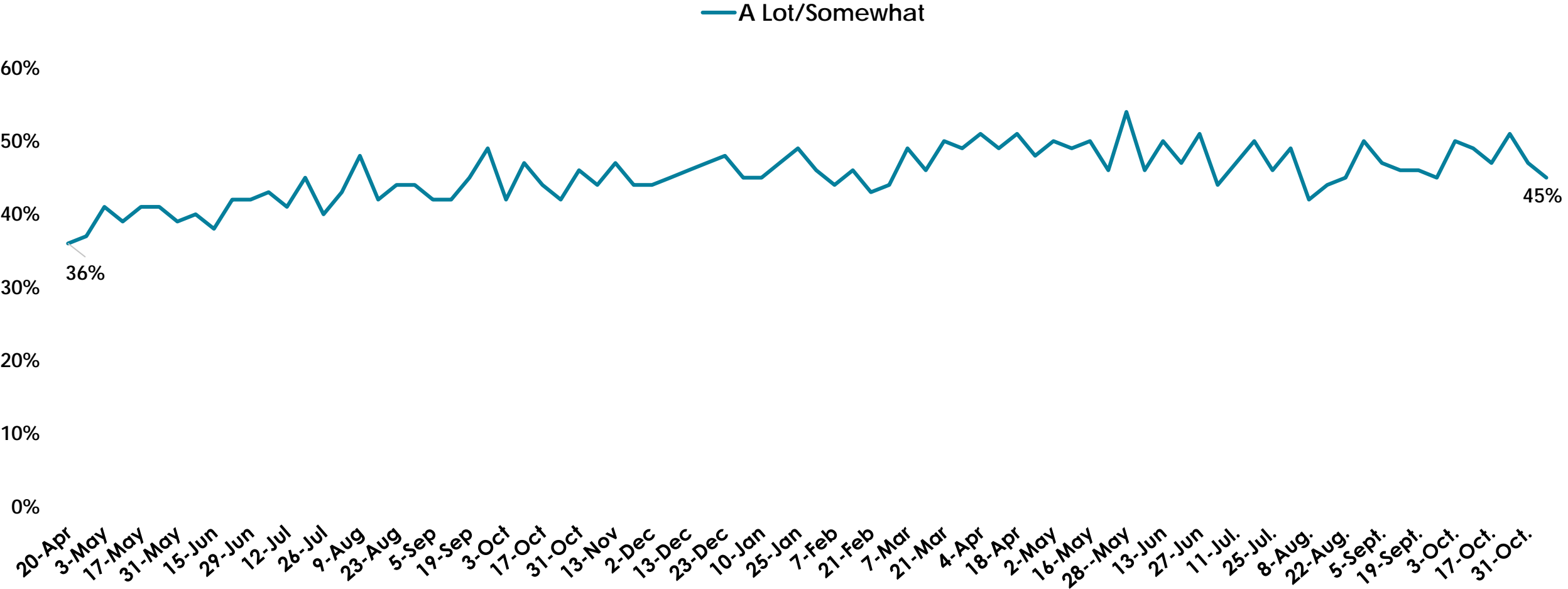
Source: HVCB analysis of Harris Poll COVID-19 Wave 89 (November 5 - November 7, 2021)

# 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 89 (November 5 - November 7, 2021)

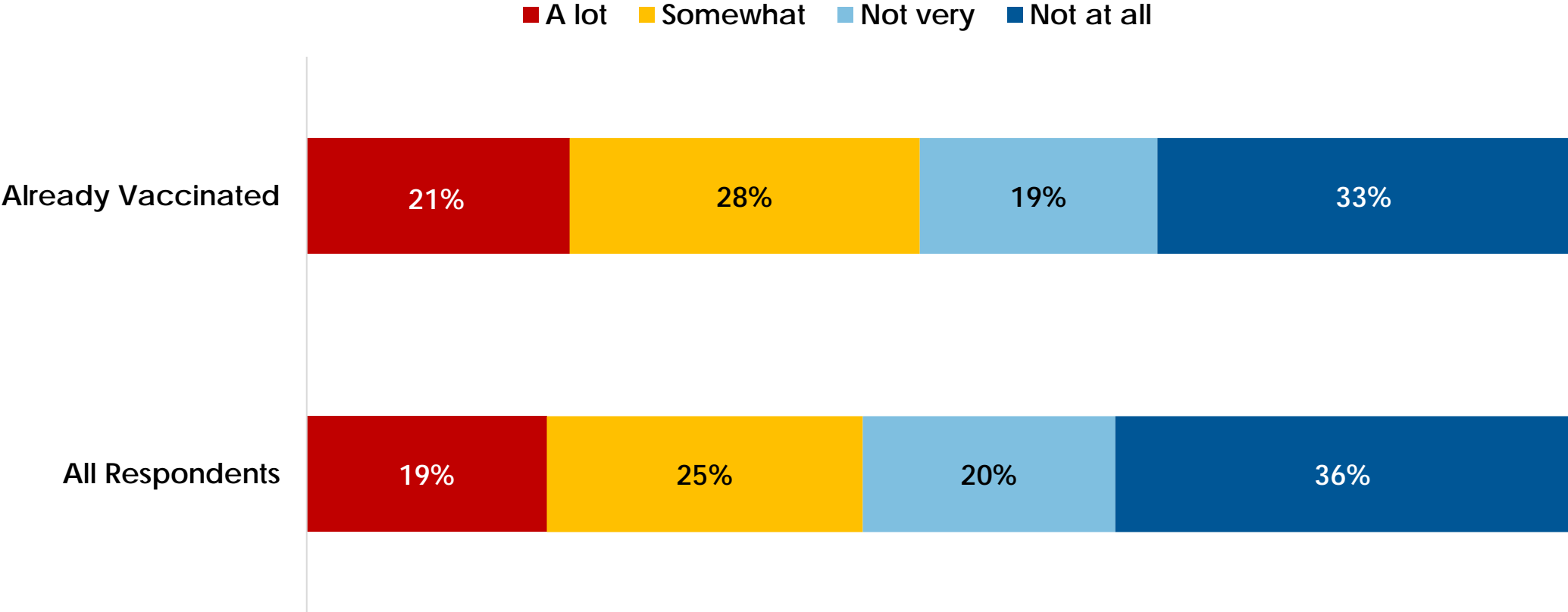
# How much would you say you miss traveling on an airplane during this time of virus-related restrictions?



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?

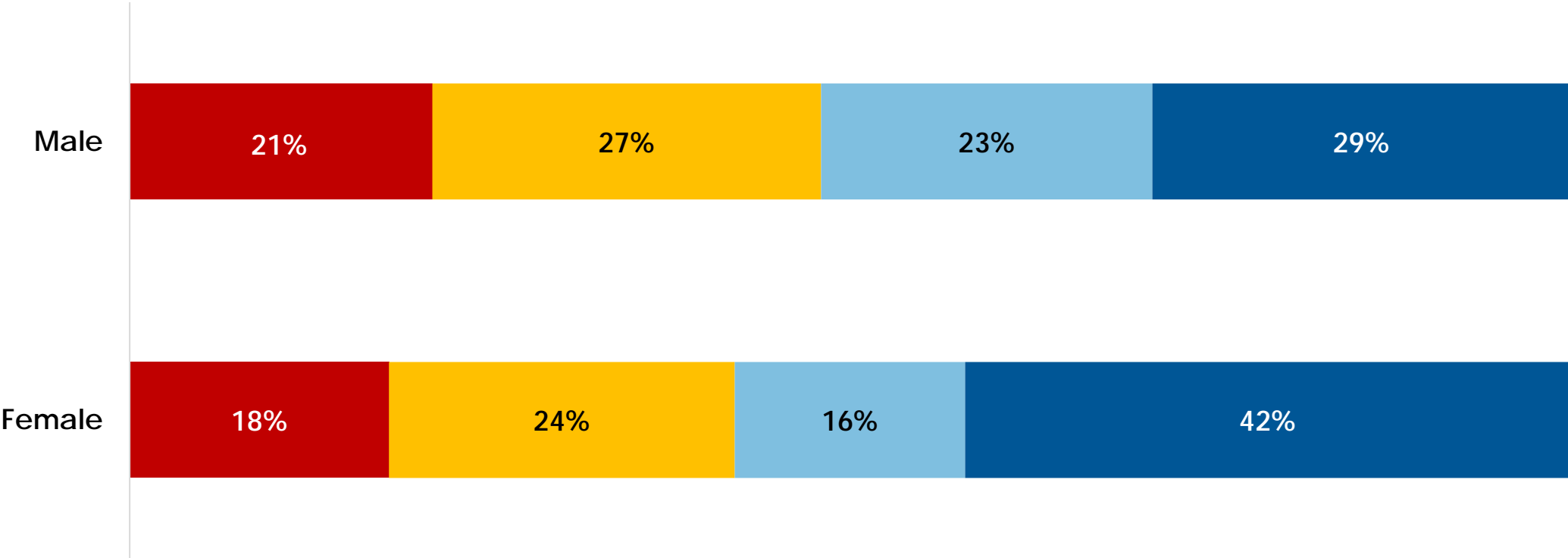


Source: HVCB analysis of Harris Poll COVID-19 Wave 89 (November 5 - November 7, 2021)

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

## By Gender

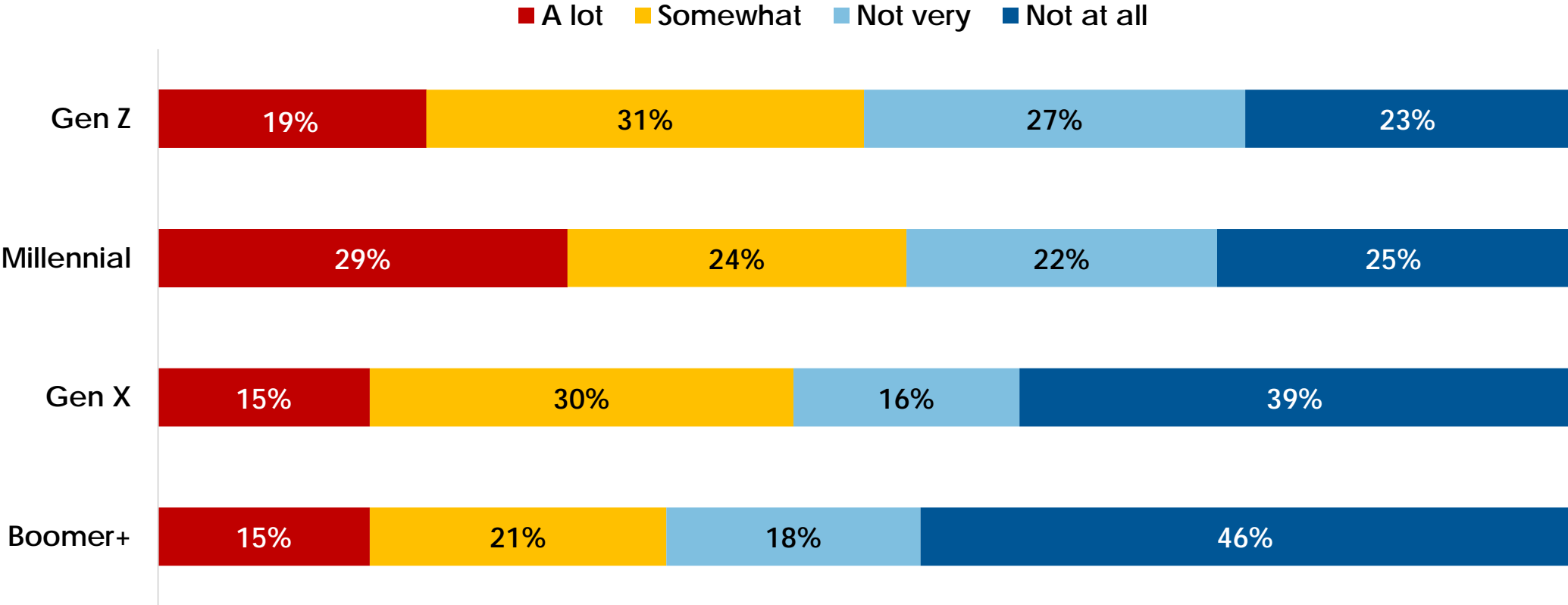
■ A lot ■ Somewhat ■ Not very ■ Not at all



Source: HVCB analysis of Harris Poll COVID-19 Wave 89 (November 5 - November 7, 2021)

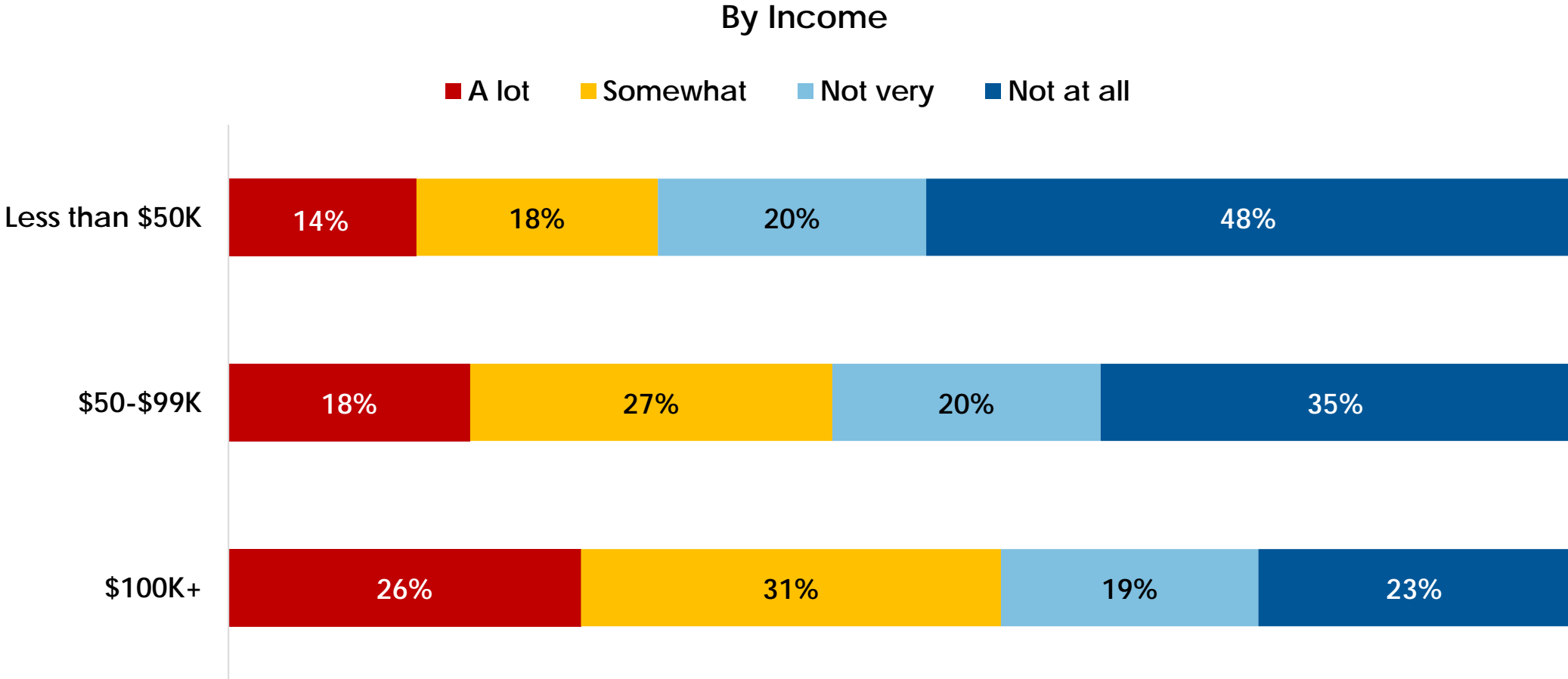
# How much would you say you miss traveling on an airplane during this time of virus-related restrictions?

## By Age



Source: HVCB analysis of Harris Poll COVID-19 Wave 89 (November 5 - November 7, 2021)

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

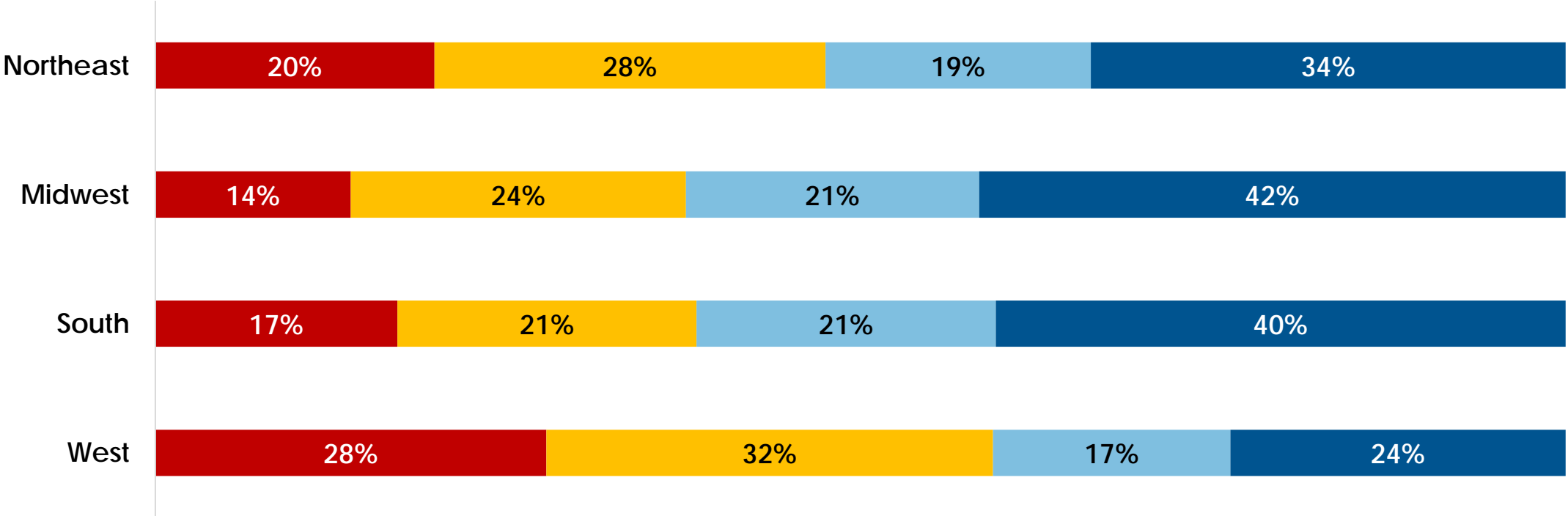


Source: HVCB analysis of Harris Poll COVID-19 Wave 89 (November 5 - November 7, 2021)

# 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

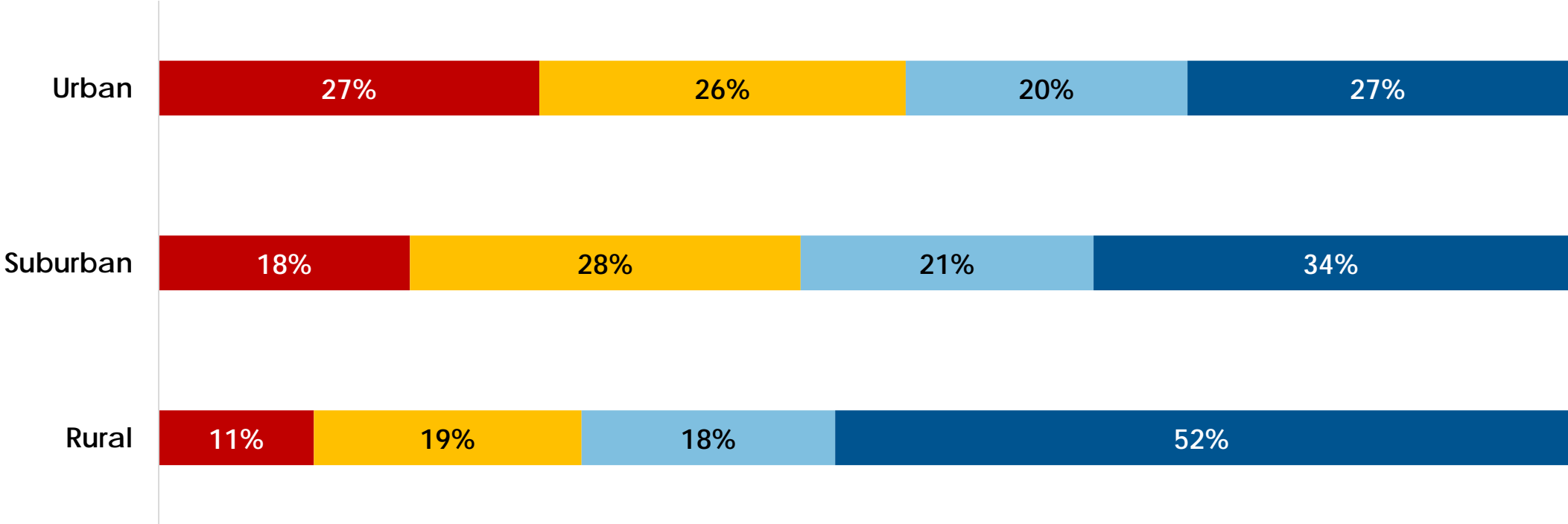


Source: HVCB analysis of Harris Poll COVID-19 Wave 89 (November 5 - November 7, 2021)

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

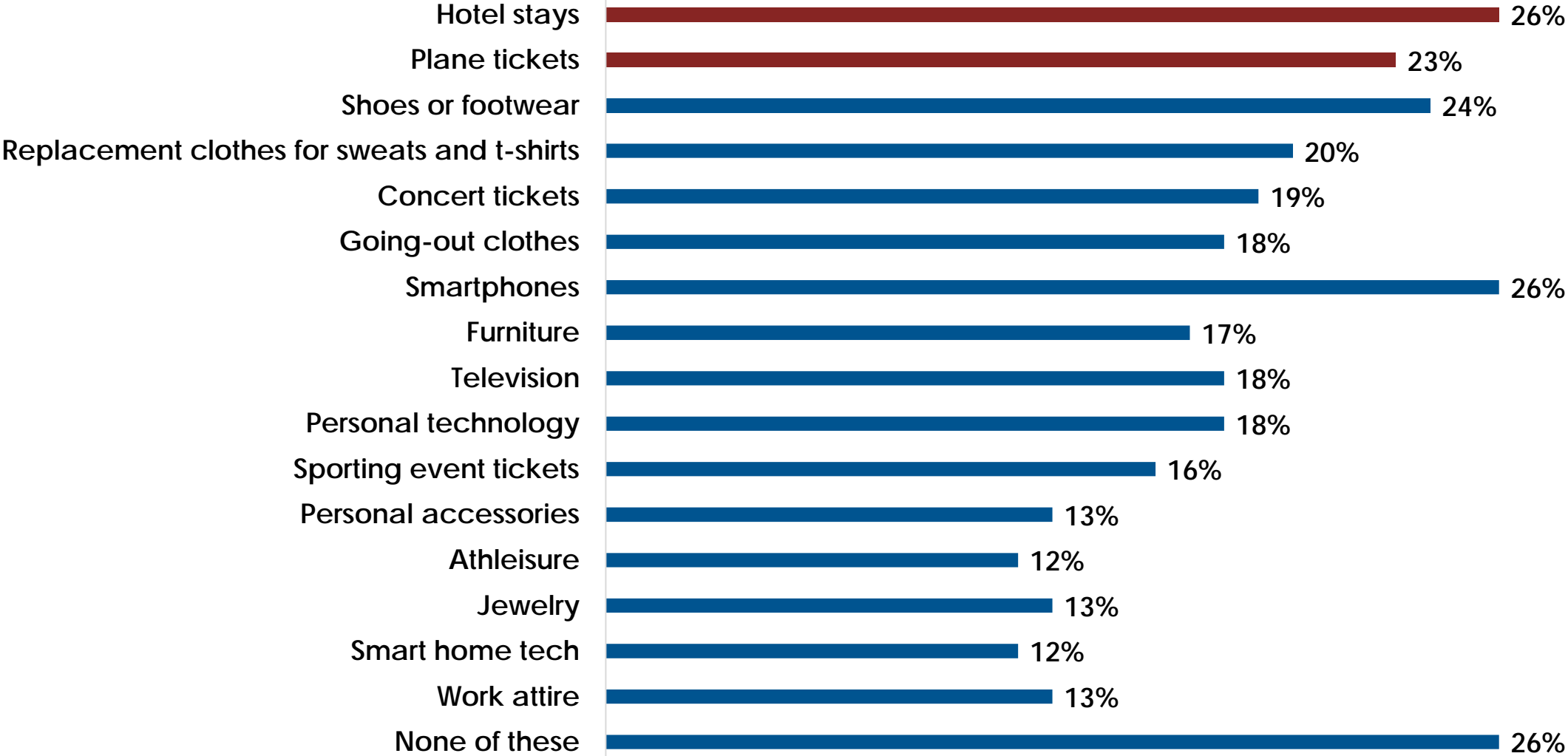
## By Urbanicity

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



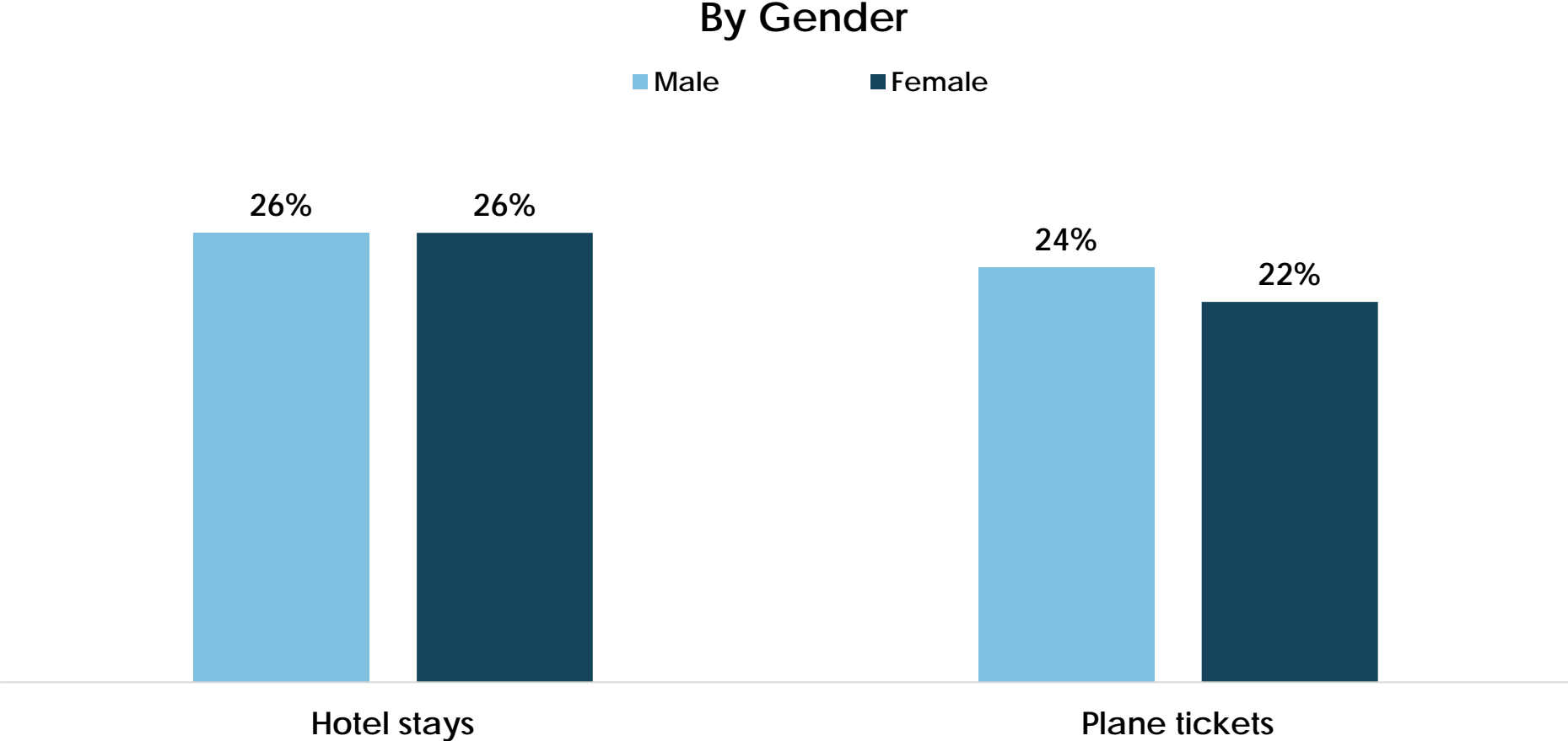
Source: HVCB analysis of Harris Poll COVID-19 Wave 89 (November 5 - November 7, 2021)

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



Source: HVCB analysis of Harris Poll COVID-19 Wave 89 (November 5 - November 7, 2021)

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



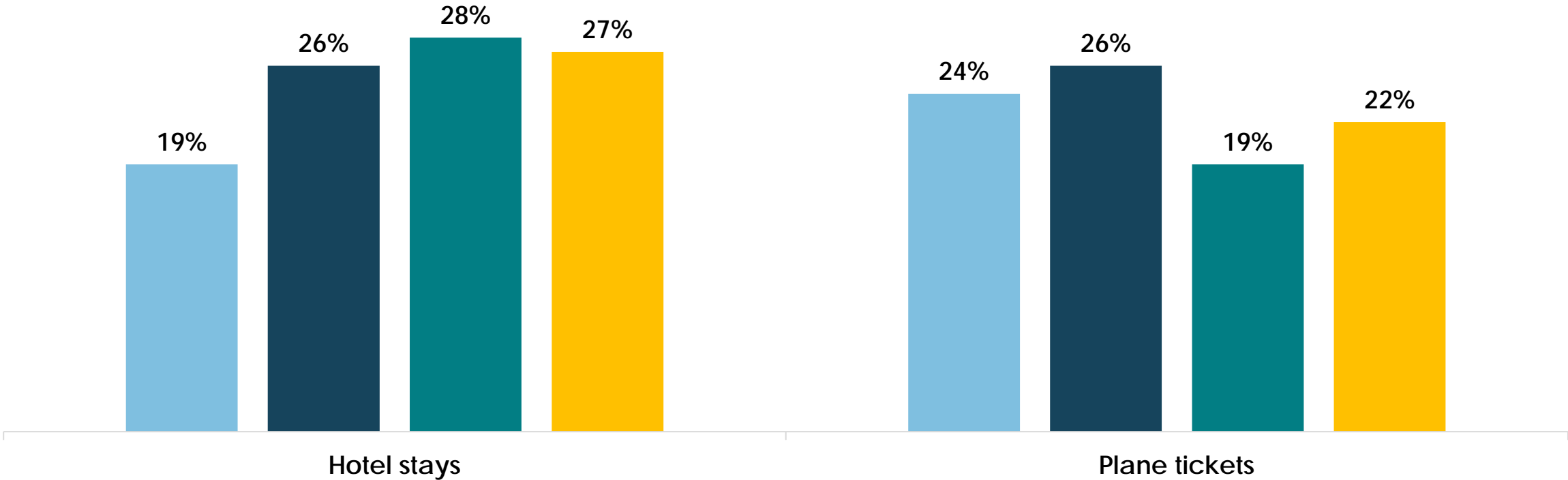
Source: HVCB analysis of Harris Poll COVID-19 Wave 89 (November 5 - November 7, 2021)



# Millennials are most likely to purchase travel post-COVID

By Age

■ Gen Z ■ Millennials ■ Gen X ■ Boomer+

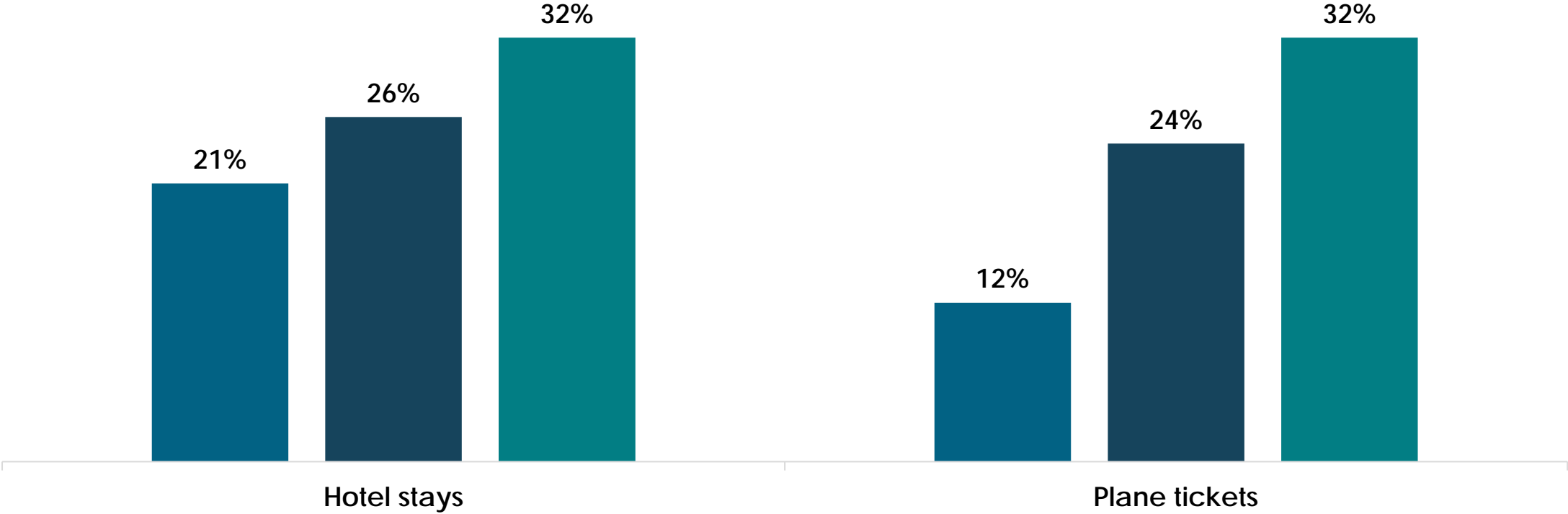


Source: HVCB analysis of Harris Poll COVID-19 Wave 89 (November 5 - November 7, 2021)

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

## By Income

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

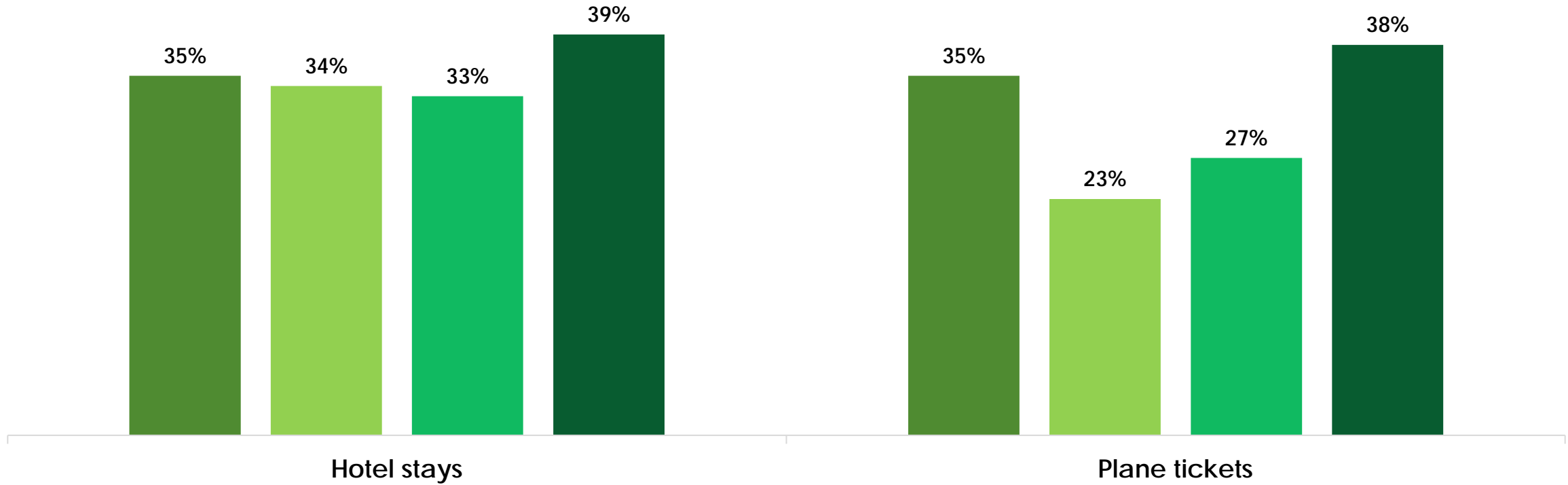


Source: HVCB analysis of Harris Poll COVID-19 Wave 89 (November 5 - November 7, 2021)

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

## By Region

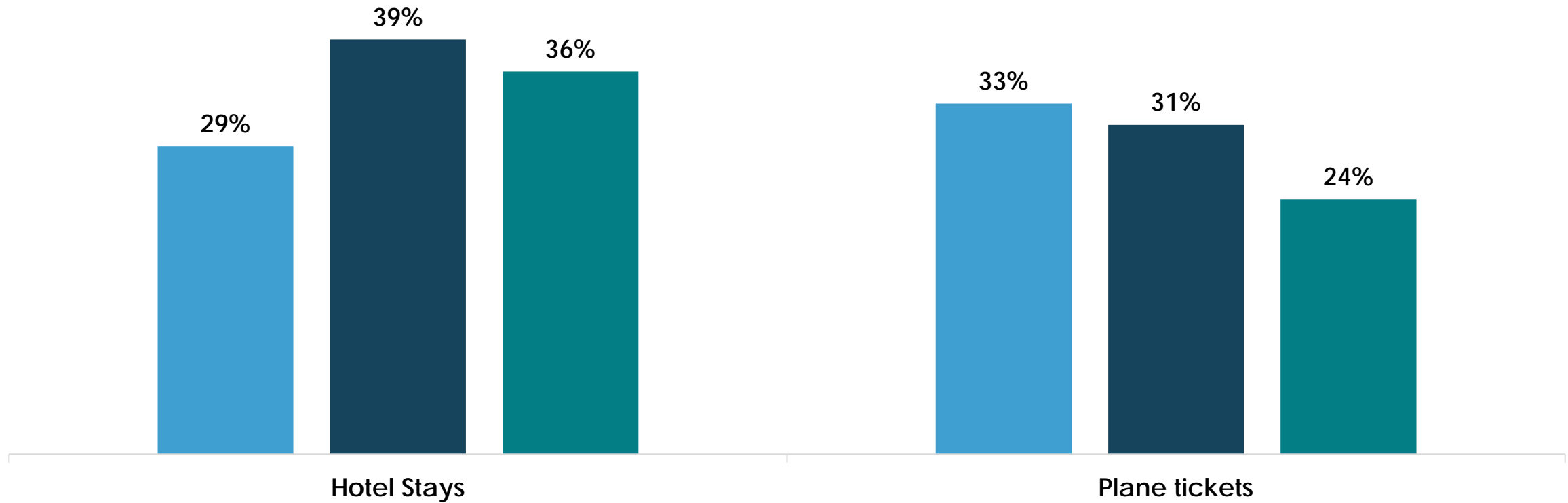
■ Northeast   ■ Midwest   ■ South   ■ West



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

## By Urbanicity

■ Urban   ■ Suburban   ■ Rural

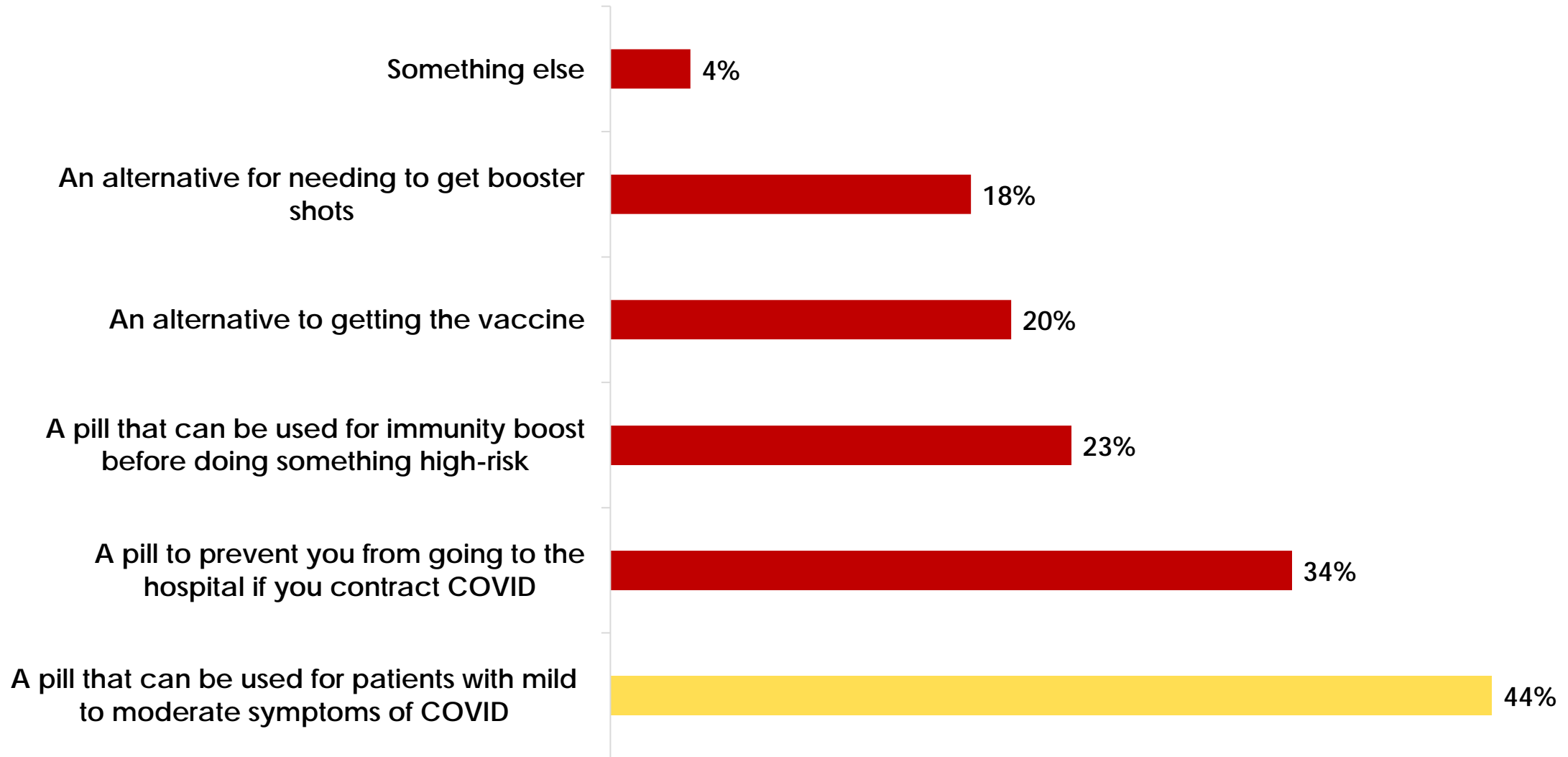




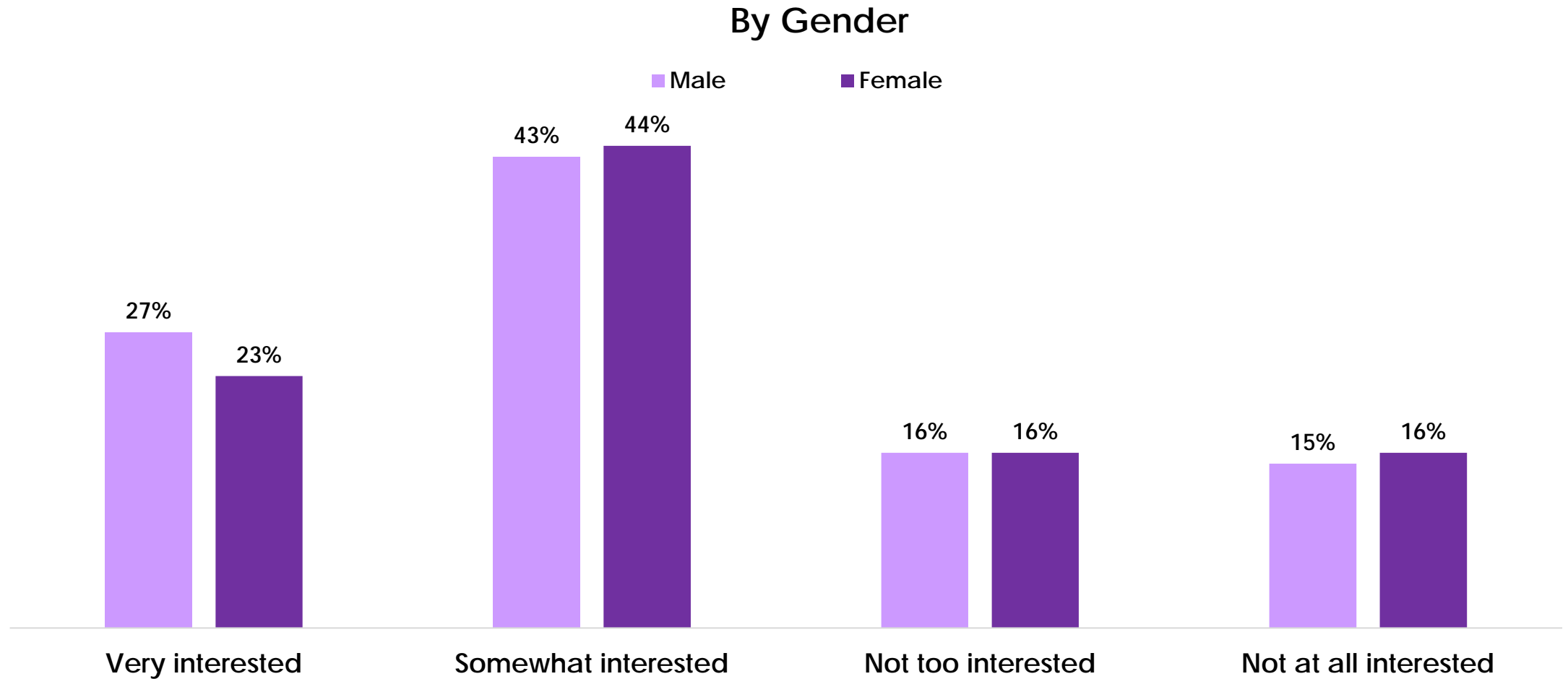
# Impact of Antiviral Medication



# What is the purpose of oral antiviral medications for COVID?



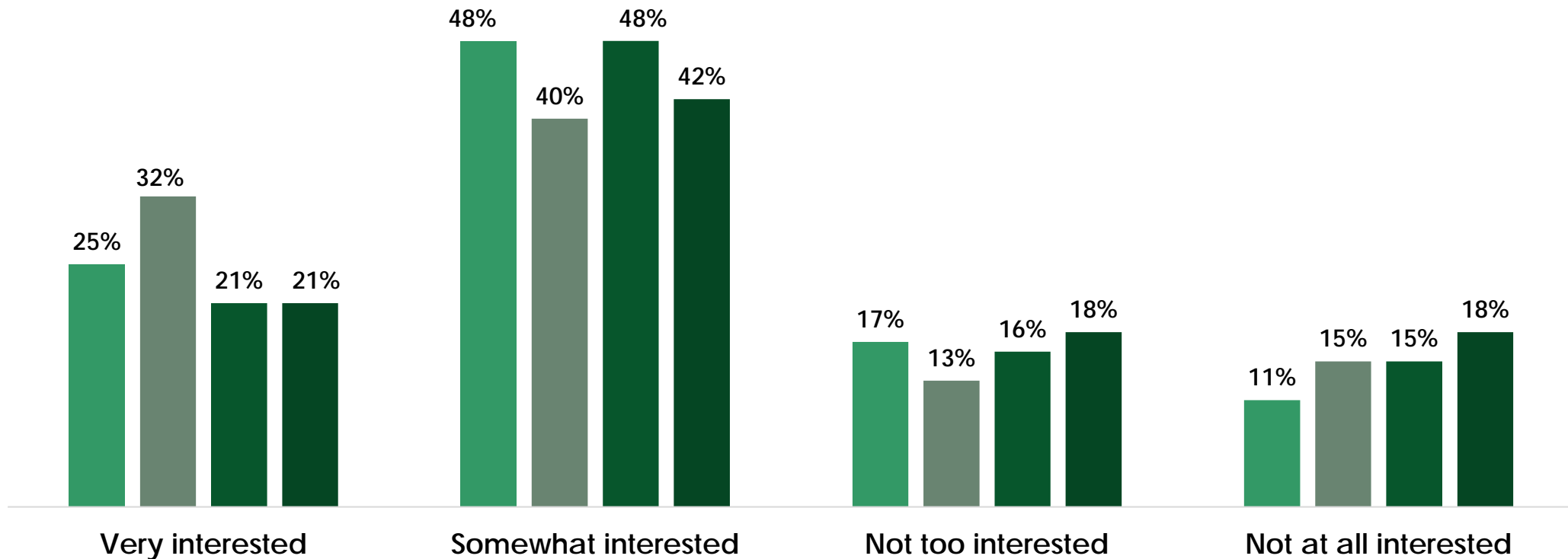
Regardless of how much you know about antiviral medications, how interested would you be in taking this for protection against COVID?



# Regardless of how much you know about antiviral medications, how interested would you be in taking this for protection against COVID?

## By Age

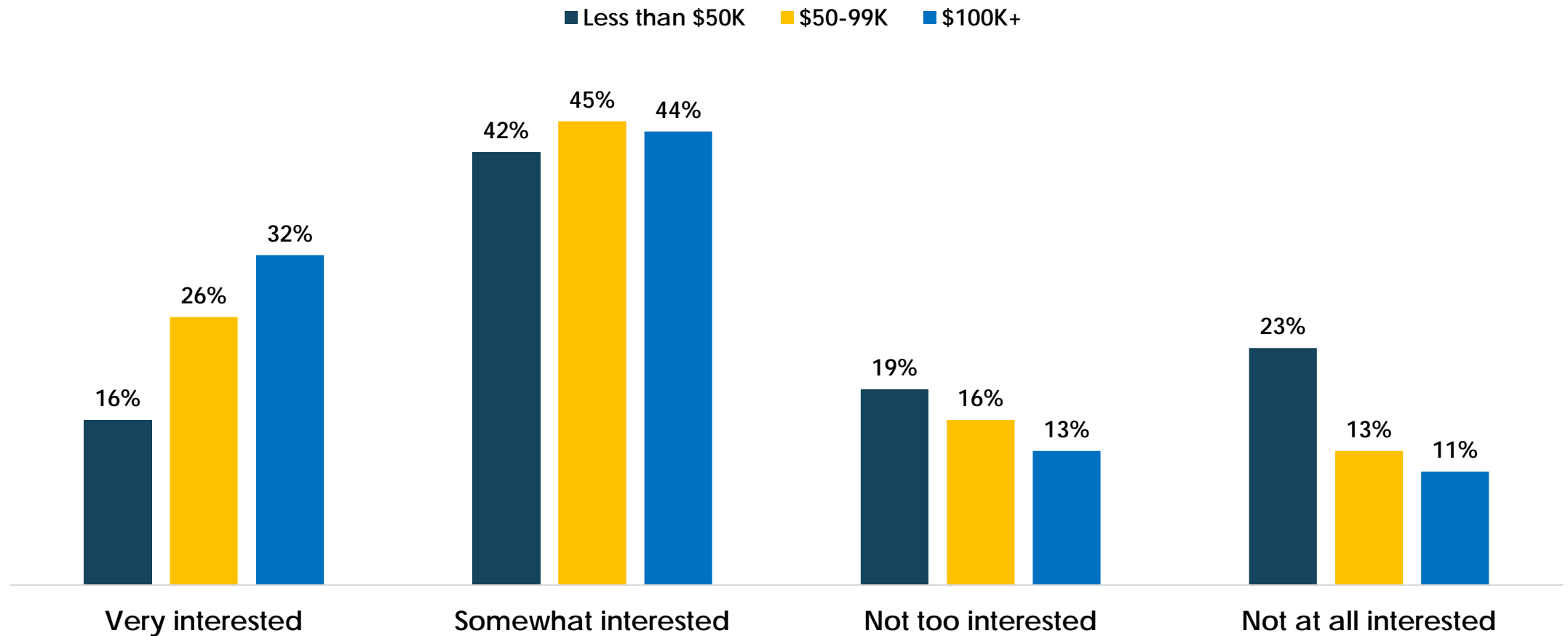
■ Gen Z ■ Millennials ■ Gen X ■ Boomer +





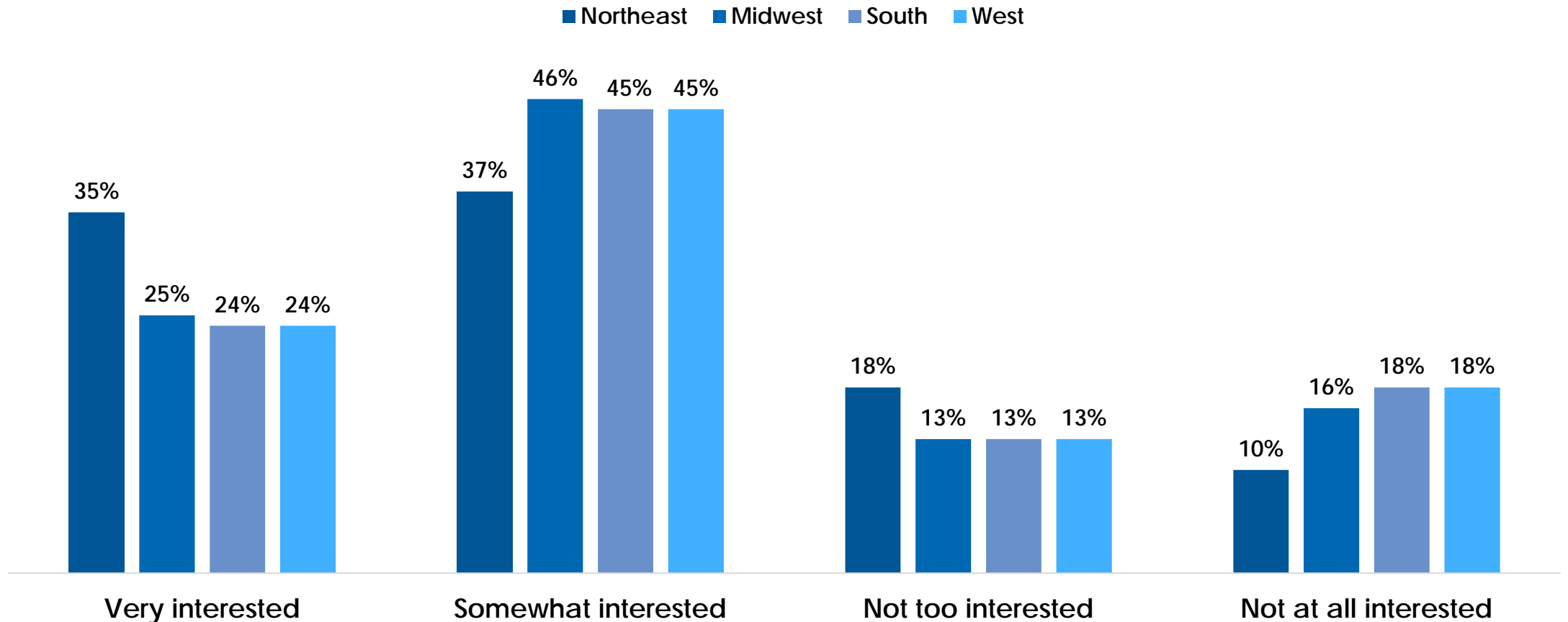
# Regardless of how much you know about antiviral medications, how interested would you be in taking this for protection against COVID?

## By Income



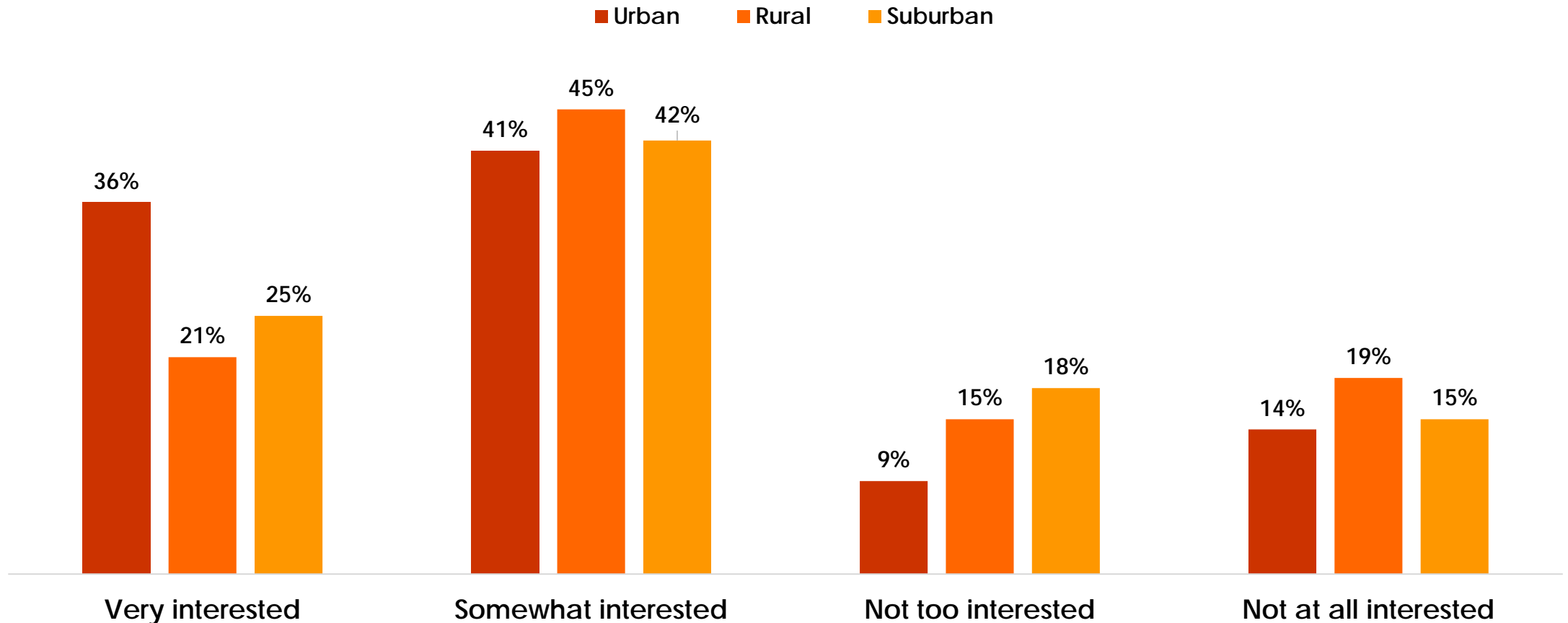
Regardless of how much you know about antiviral medications, how interested would you be in taking this for protection against COVID?

### By Region

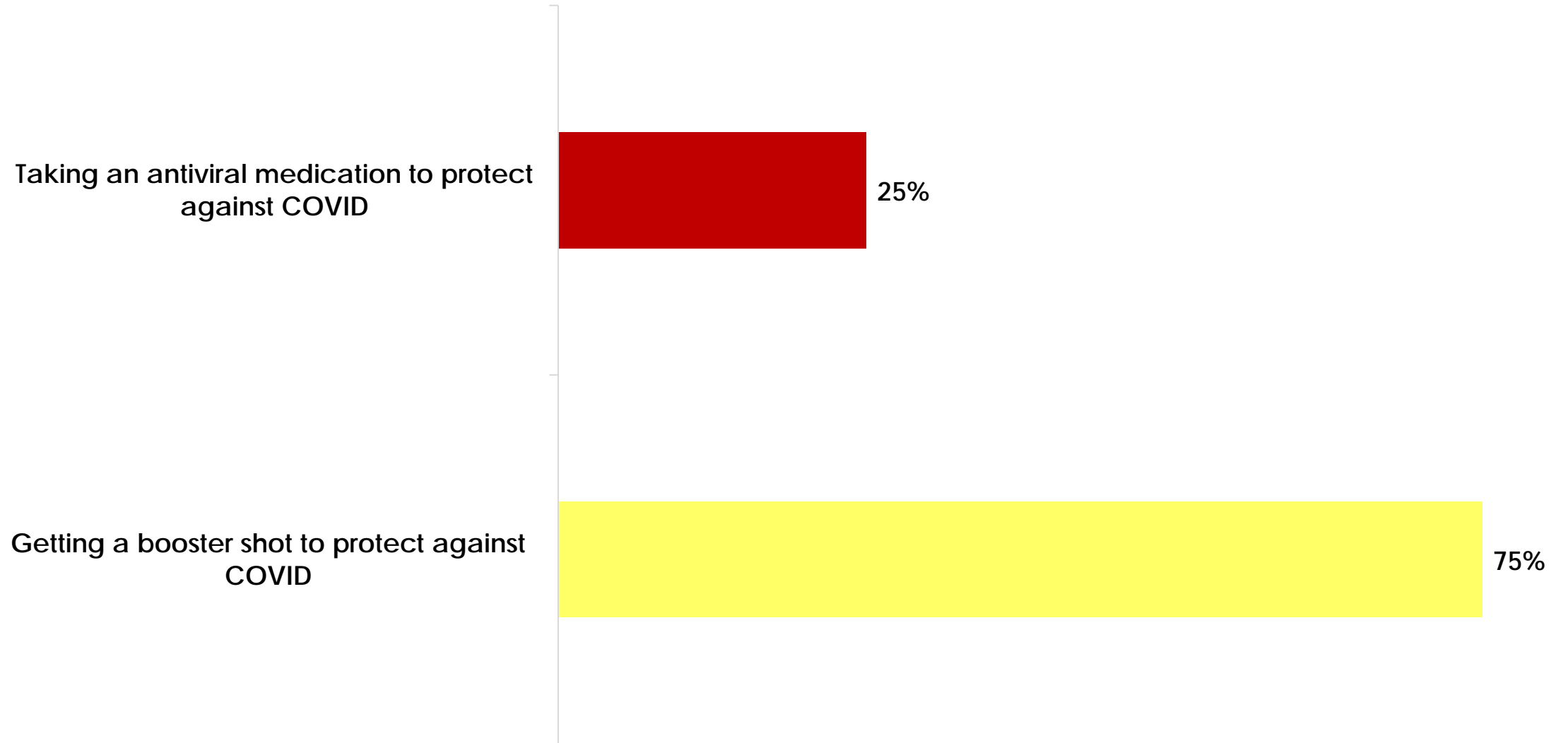


# Regardless of how much you know about antiviral medications, how interested would you be in taking this for protection against COVID?

## By Urbanicity

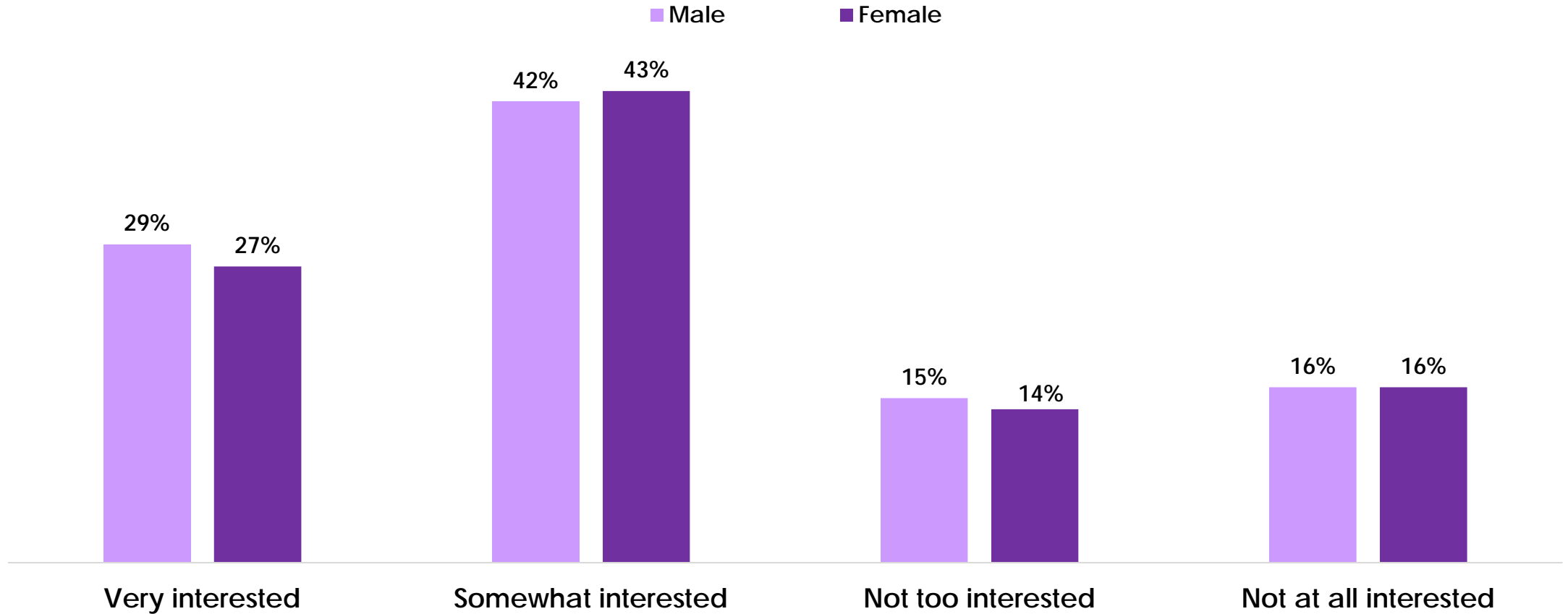


# Which of the following would you prefer?



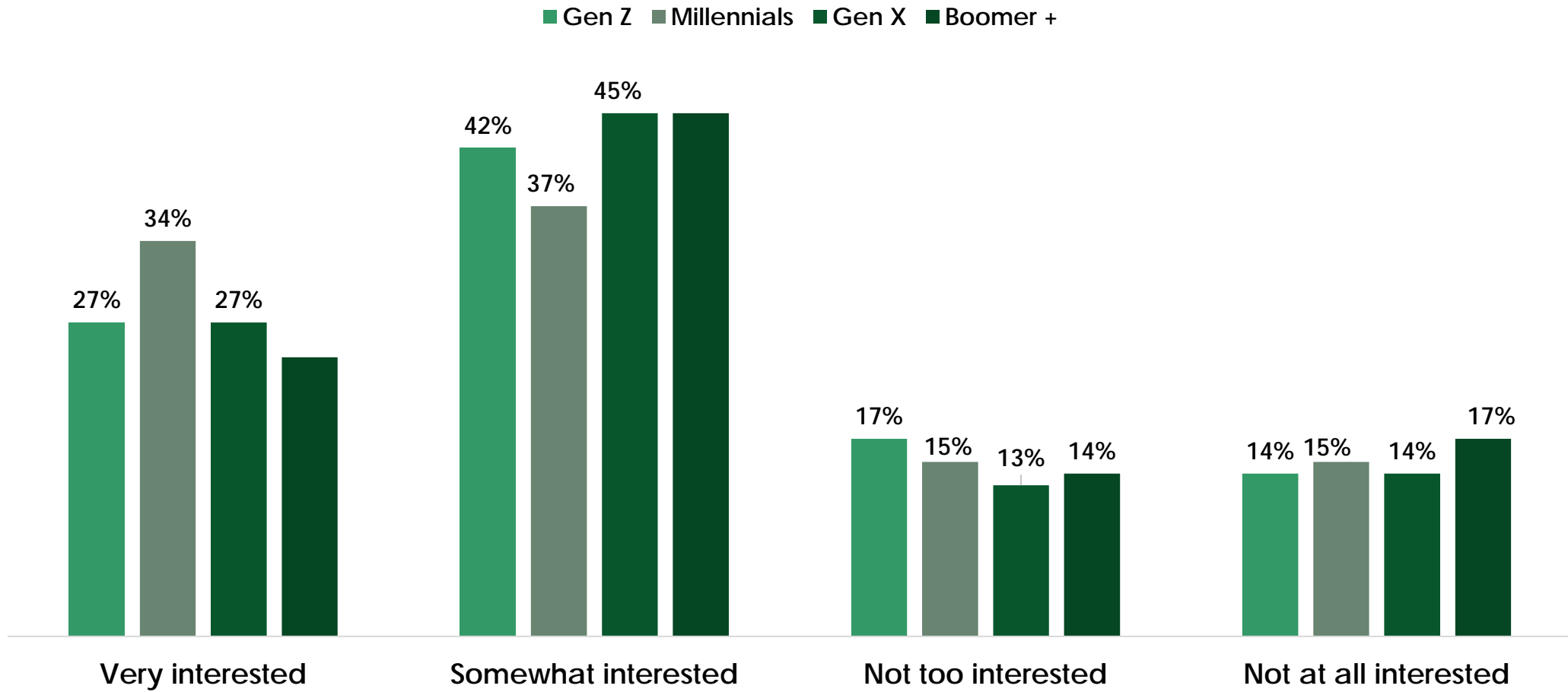
Oral antiviral medications are not intended to replace vaccines to fight against COVID, how interested would you be in taking this medication if it were available to you?

By Gender



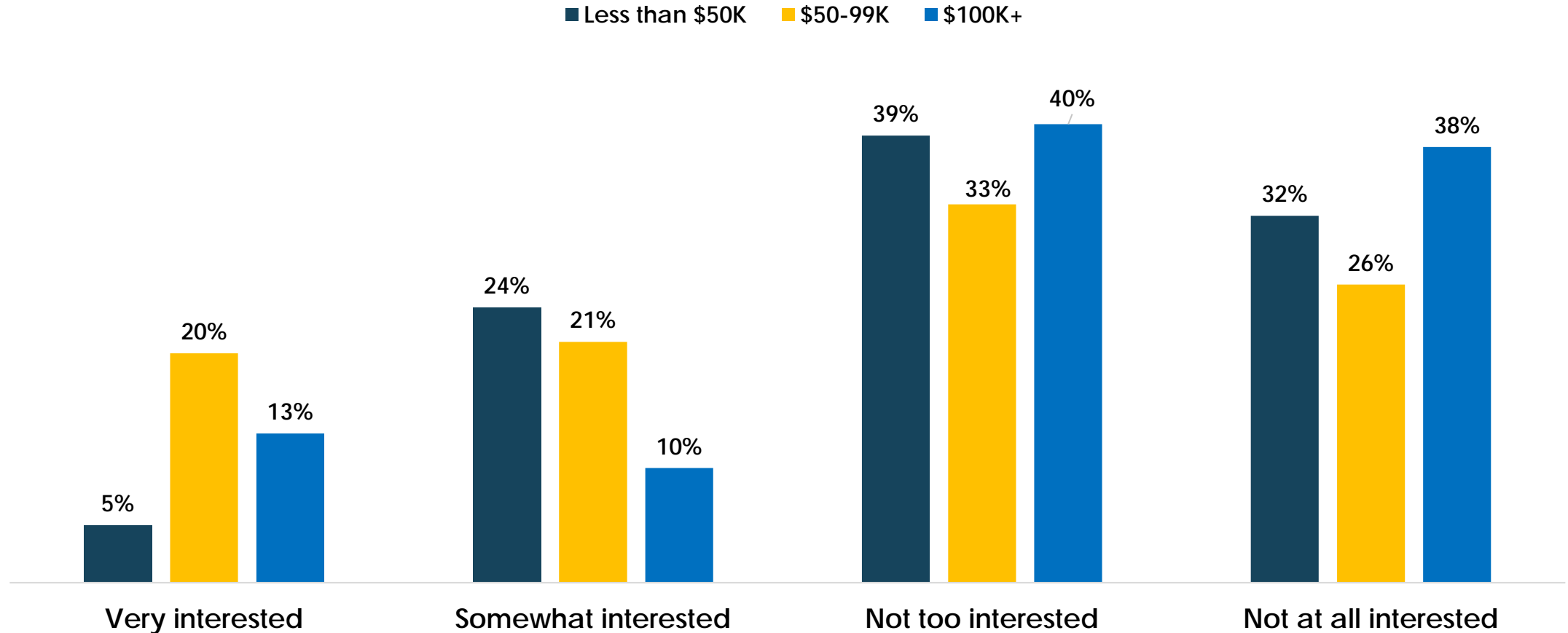
Oral antiviral medications are not intended to replace vaccines to fight against COVID, how interested would you be in taking this medication if it were available to you?

By Age



Oral antiviral medications are not intended to replace vaccines to fight against COVID, how interested would you be in taking this medication if it were available to you?

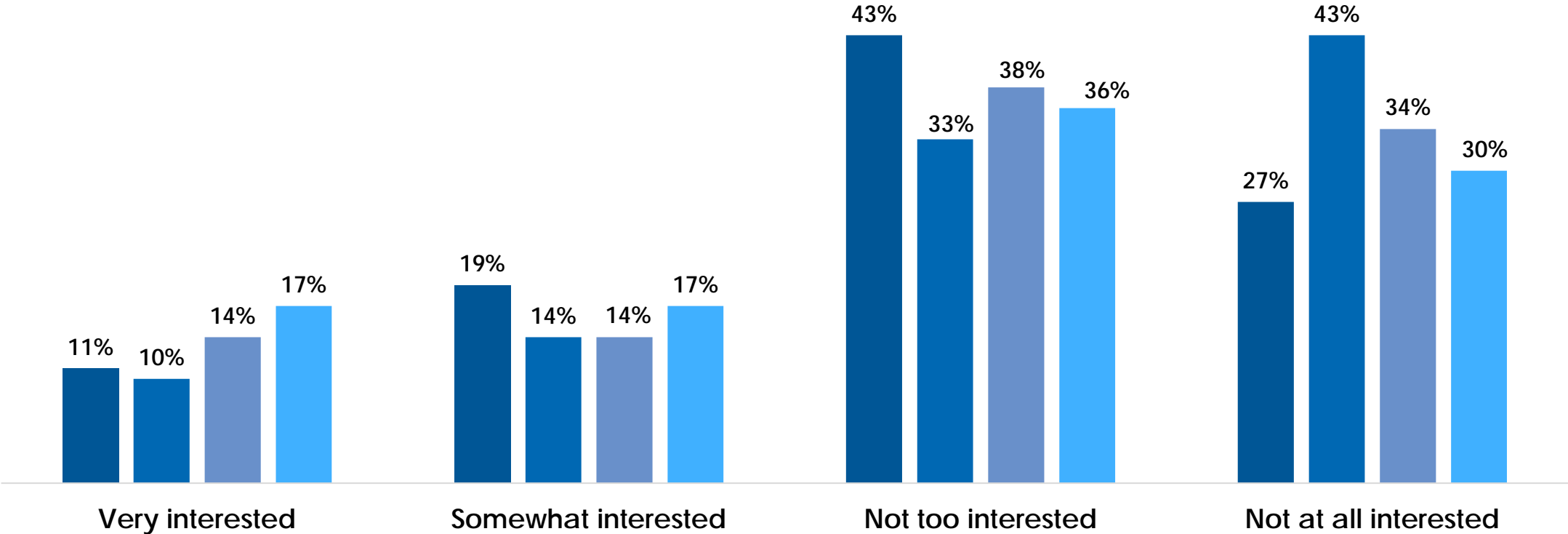
By Income



Oral antiviral medications are not intended to replace vaccines to fight against COVID, how interested would you be in taking this medication if it were available to you?

By Region

■ Northeast ■ Midwest ■ South ■ West

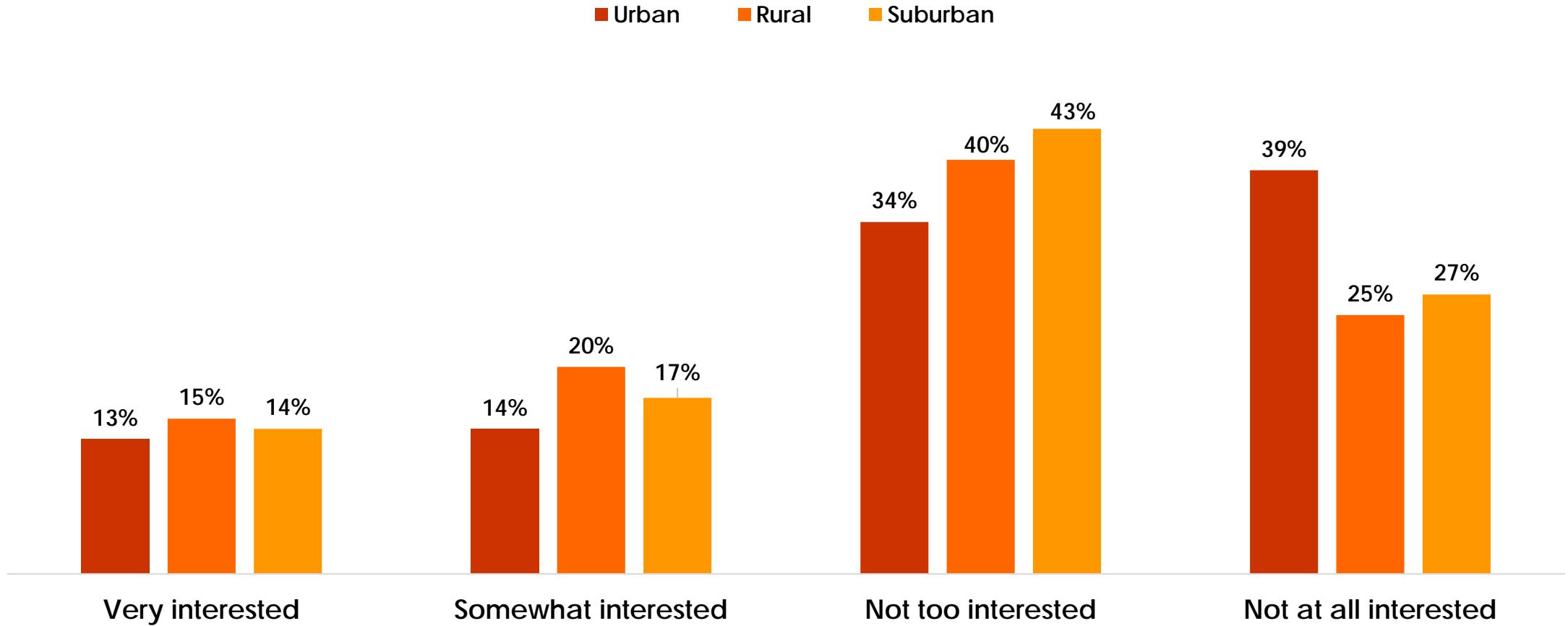


Source: HVCB analysis of Harris Poll COVID-19 Wave 89 (November 5 - November 7, 2021)

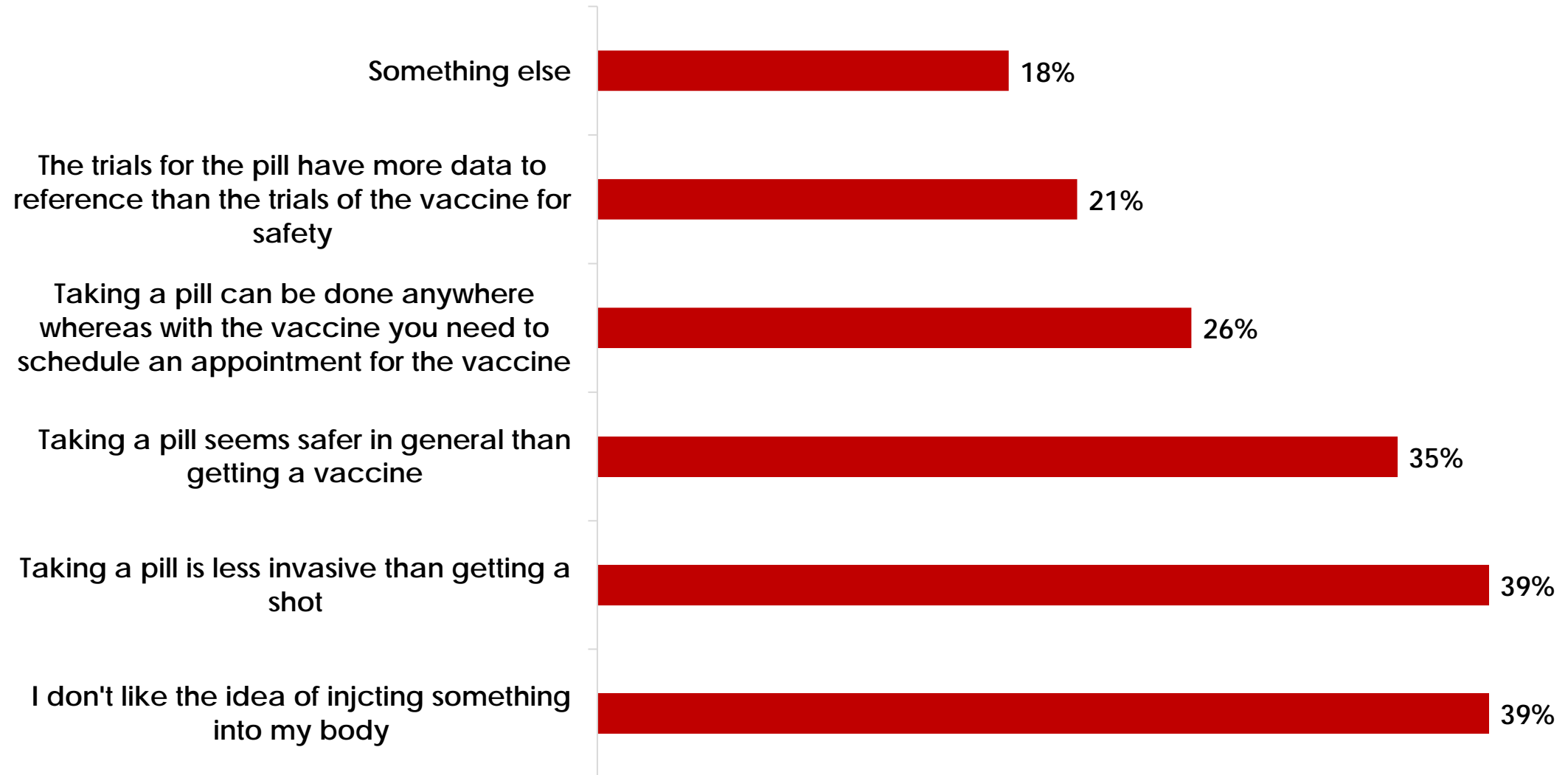


Oral antiviral medications are not intended to replace vaccines to fight against COVID, how interested would you be in taking this medication if it were available to you?

By Urbanicity

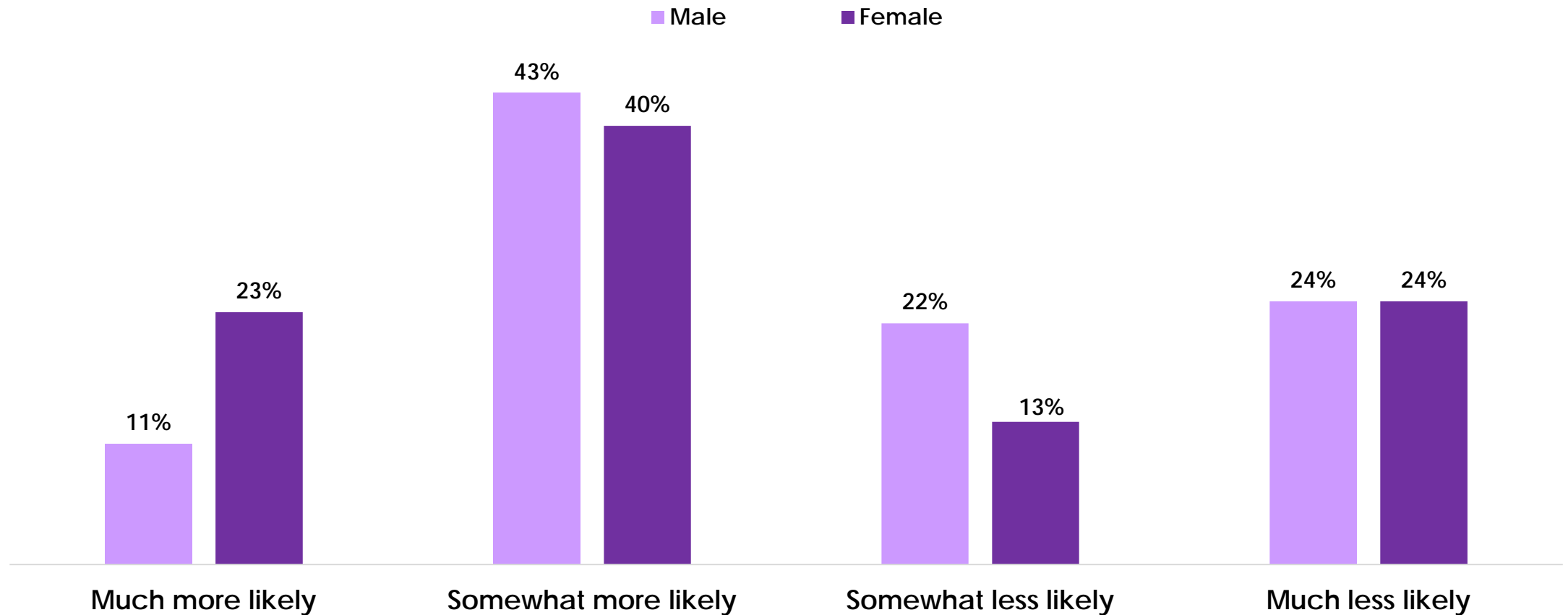


# Why are you more likely to take an oral antiviral medication for COVID than to get vaccinated?



# How likely would you be to take an oral antiviral medication for COVID than get vaccinated?

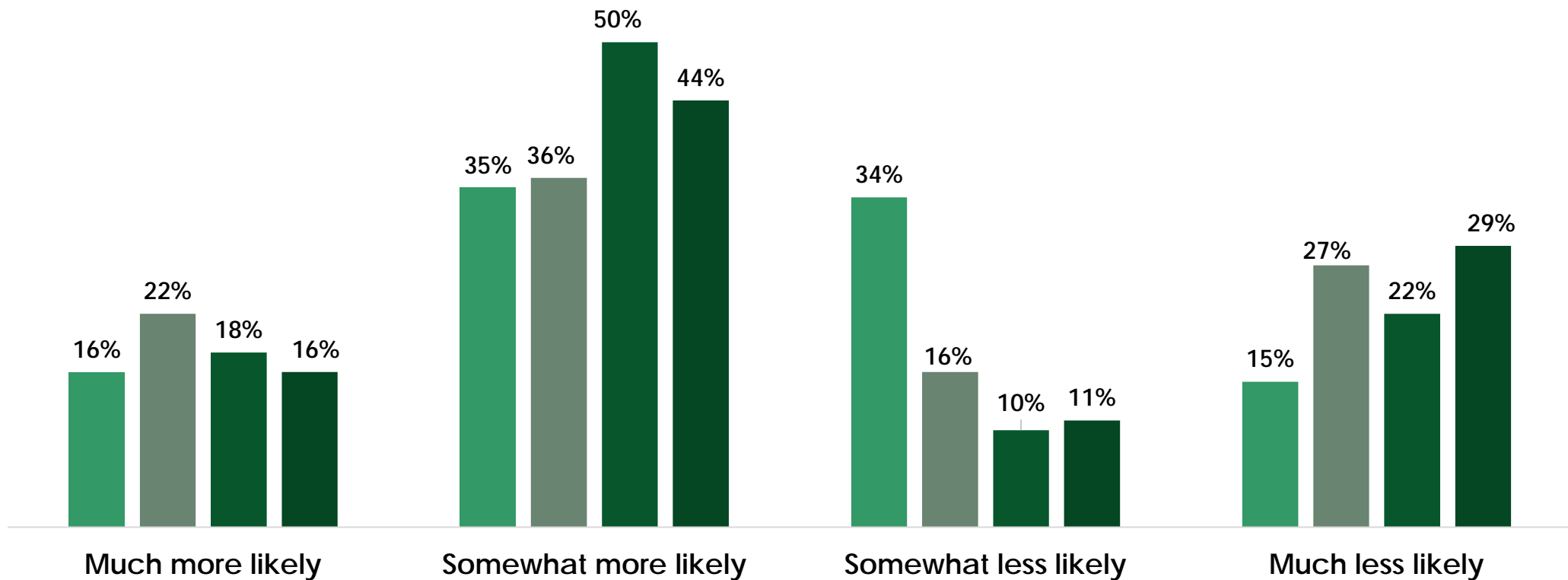
## By Gender



# How likely would you be to take an oral antiviral medication for COVID than get vaccinated?

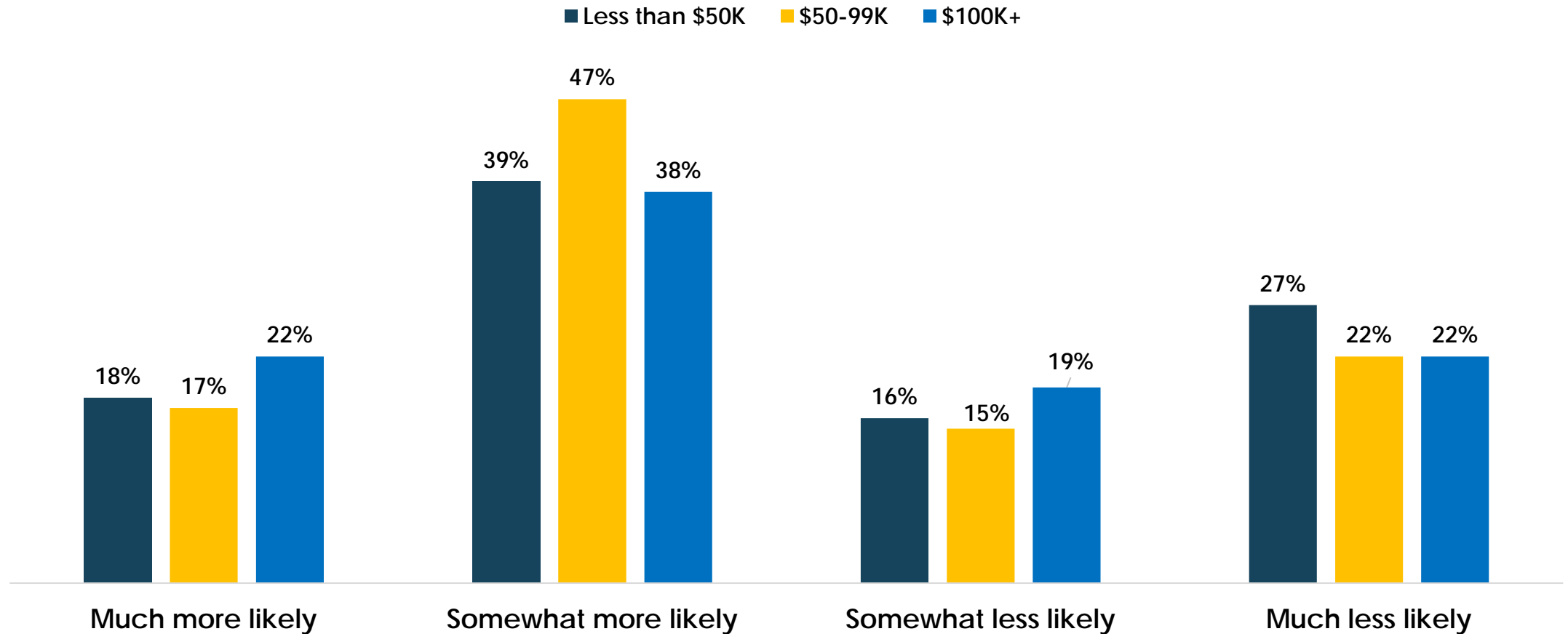
## By Age

■ Gen Z ■ Millennials ■ Gen X ■ Boomer +



# How likely would you be to take an oral antiviral medication for COVID than get vaccinated?

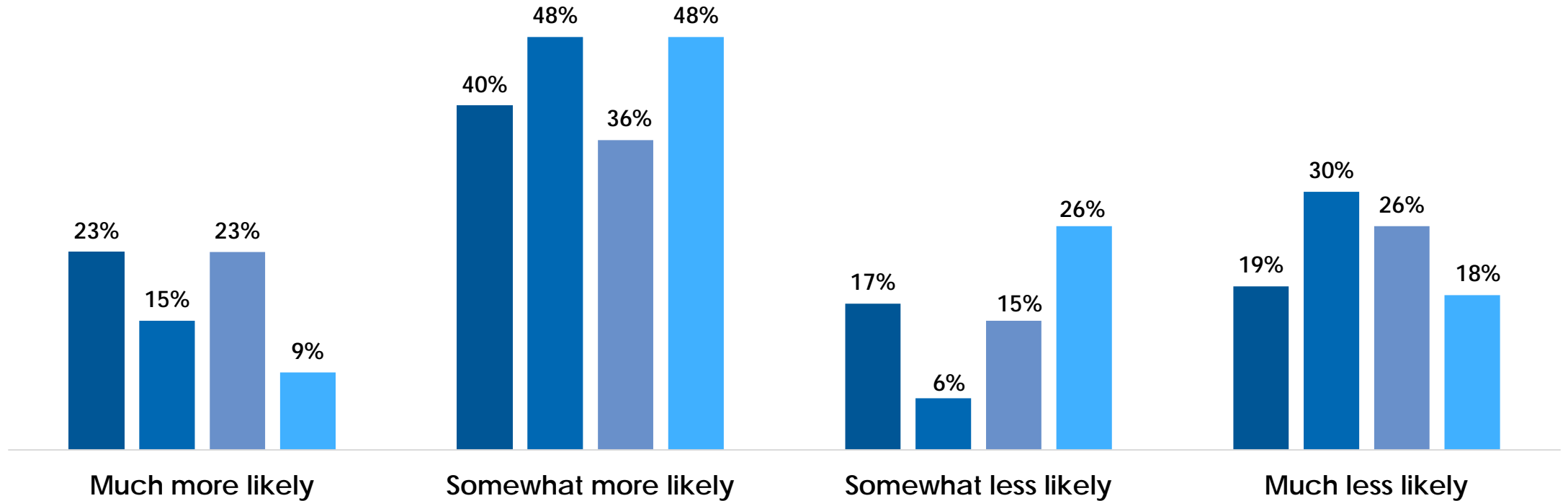
## By Income



# How likely would you be to take an oral antiviral medication for COVID than get vaccinated?

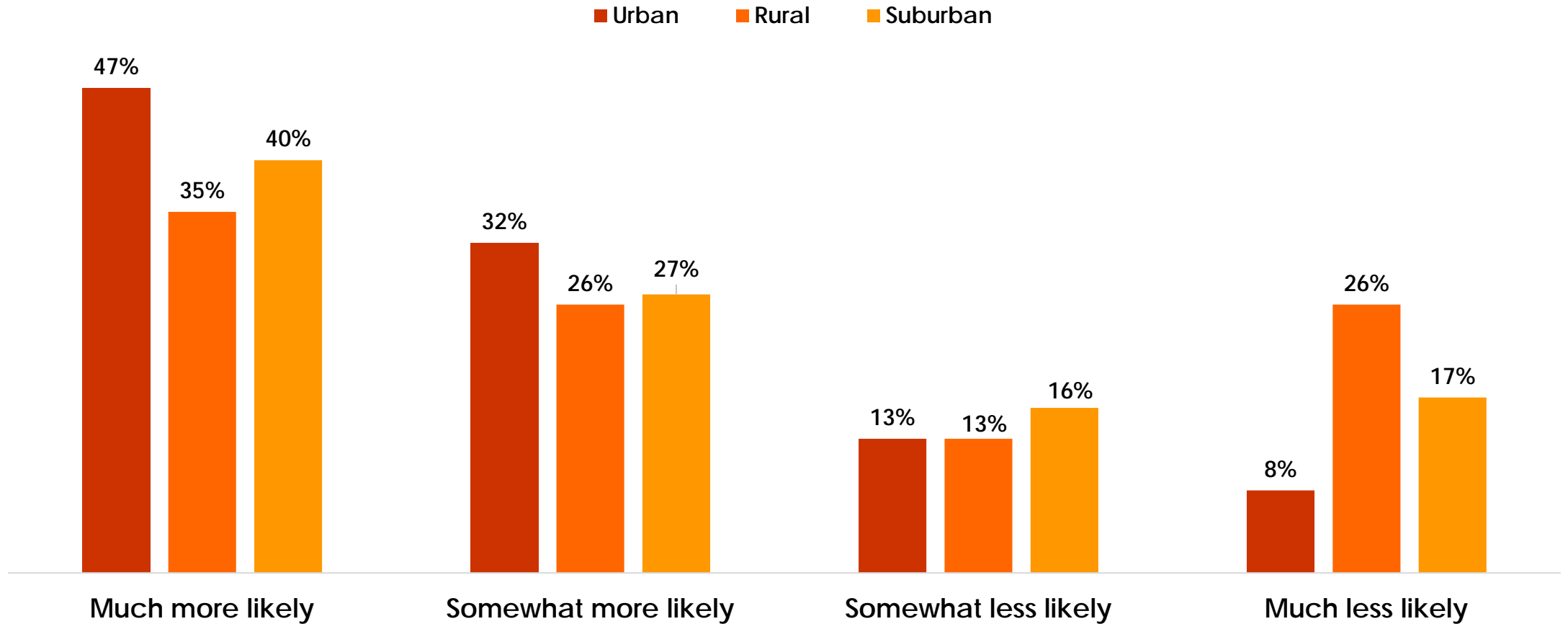
## By Region

■ Northeast ■ Midwest ■ South ■ West



# How likely would you be to take an oral antiviral medication for COVID than get vaccinated?

## By Urbanicity



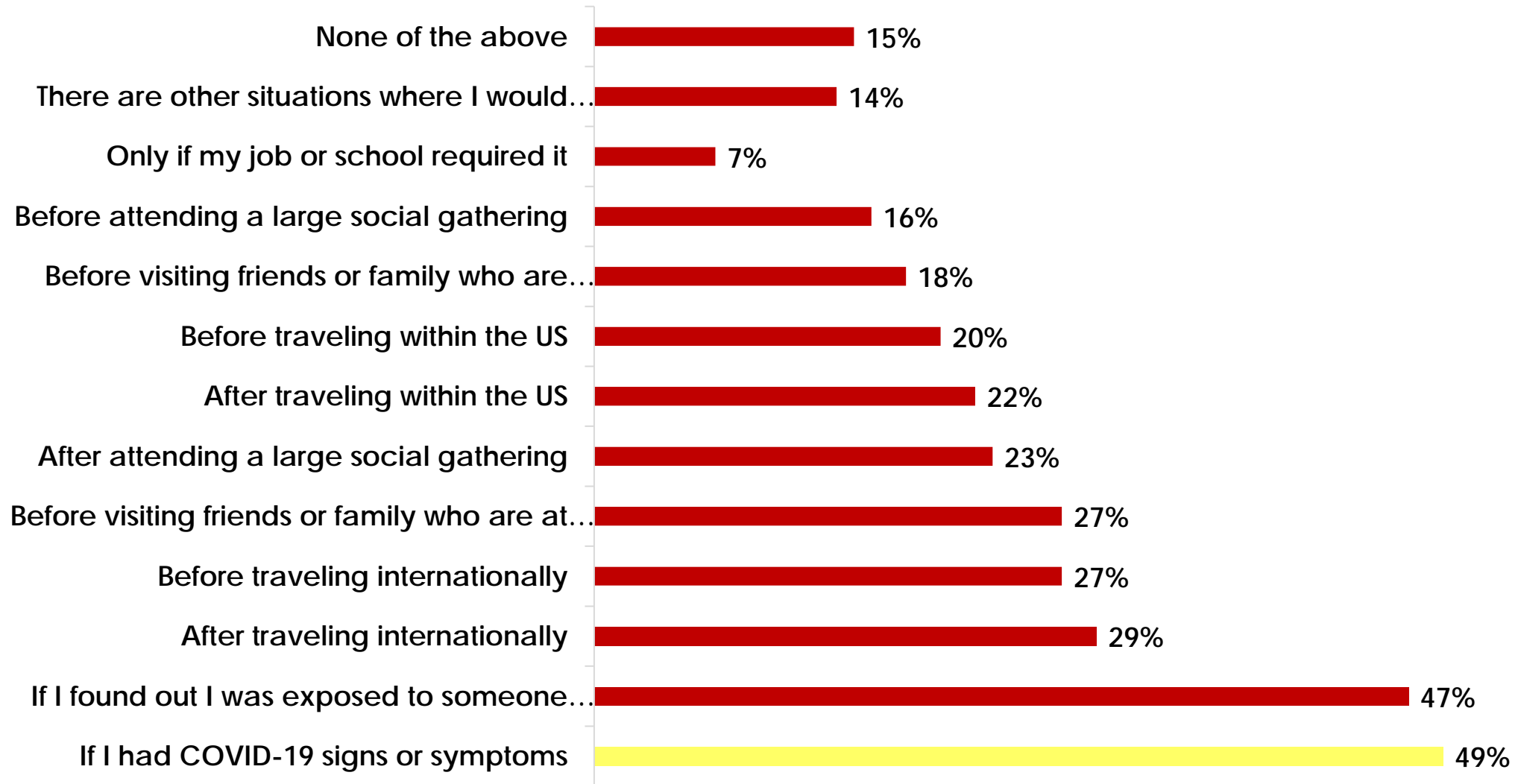


# Impact of COVID-19 Testing



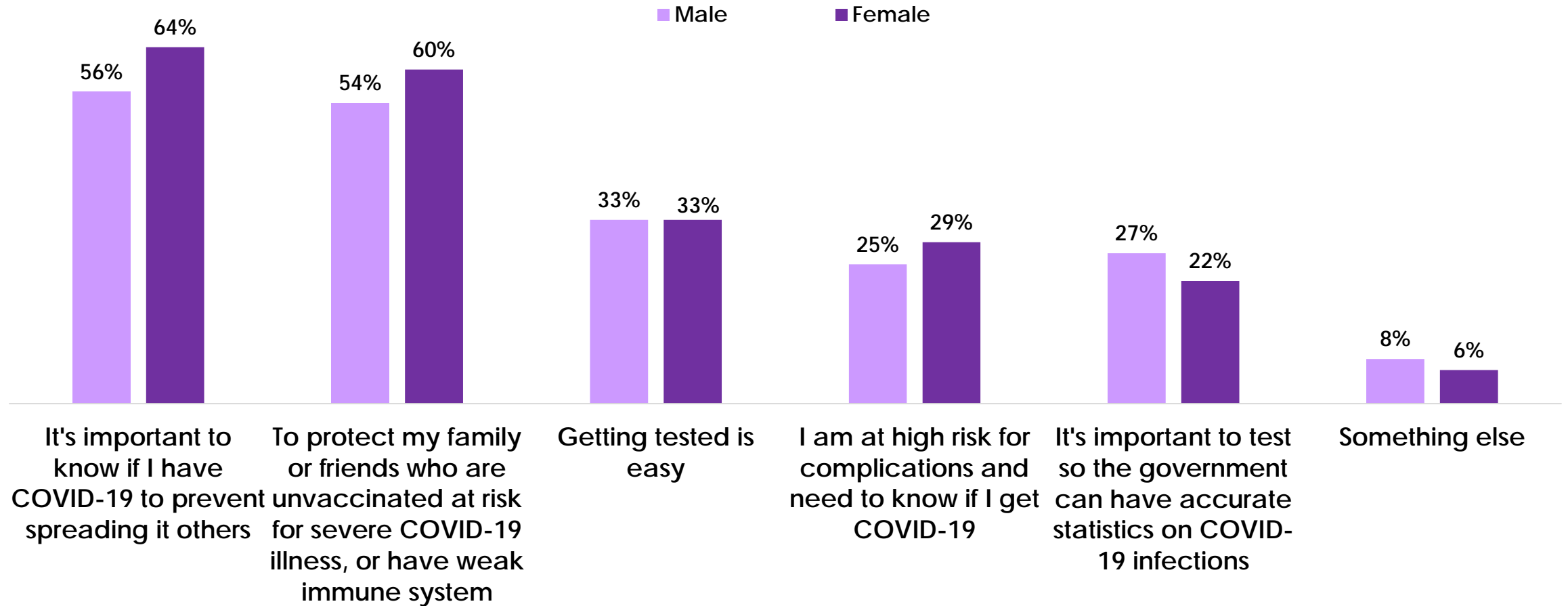


# In the following situations, would you get tested for COVID-19?



# Why are you likely to get tested for COVID-19?

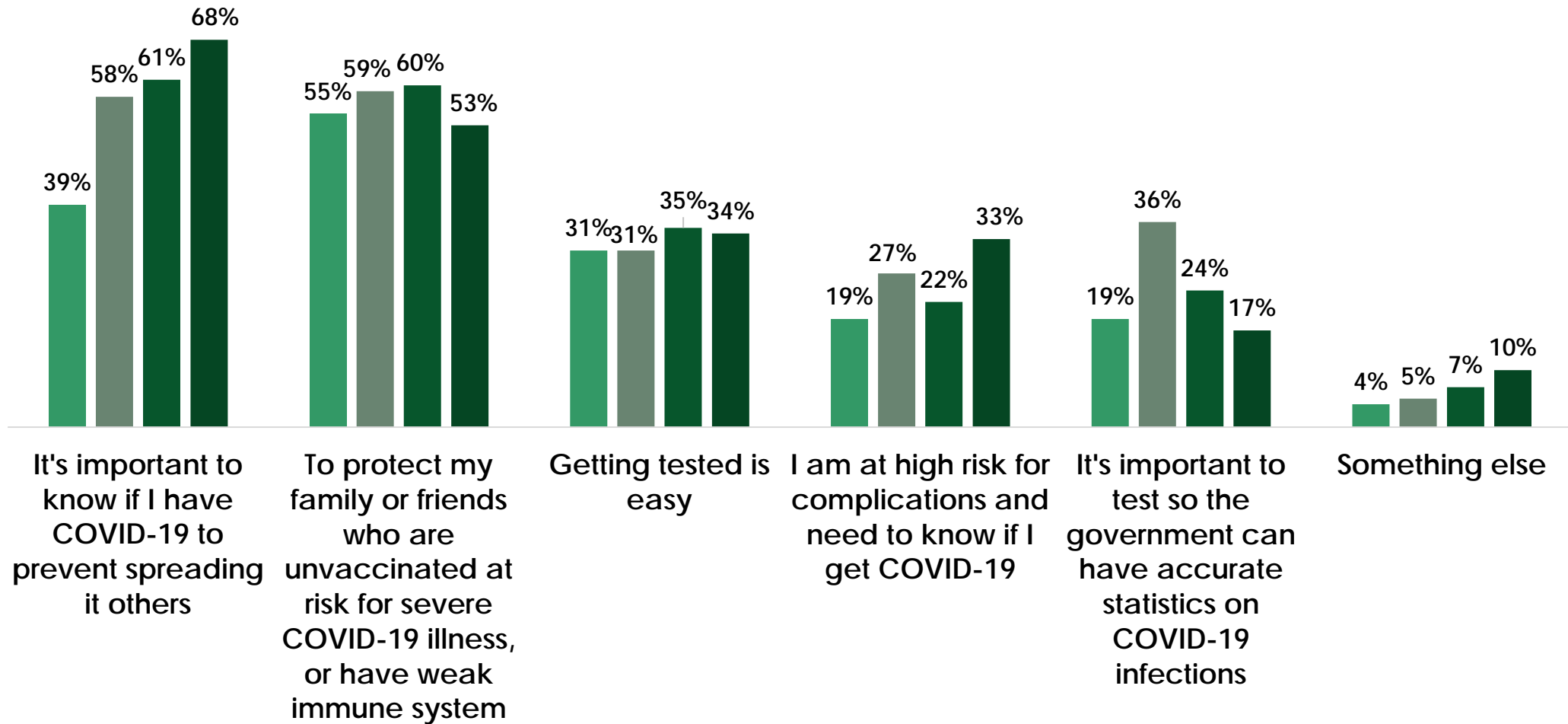
## By Gender



# Why are you likely to get tested for COVID-19?

## By Age

■ Gen Z ■ Millennials ■ Gen X ■ Boomer +

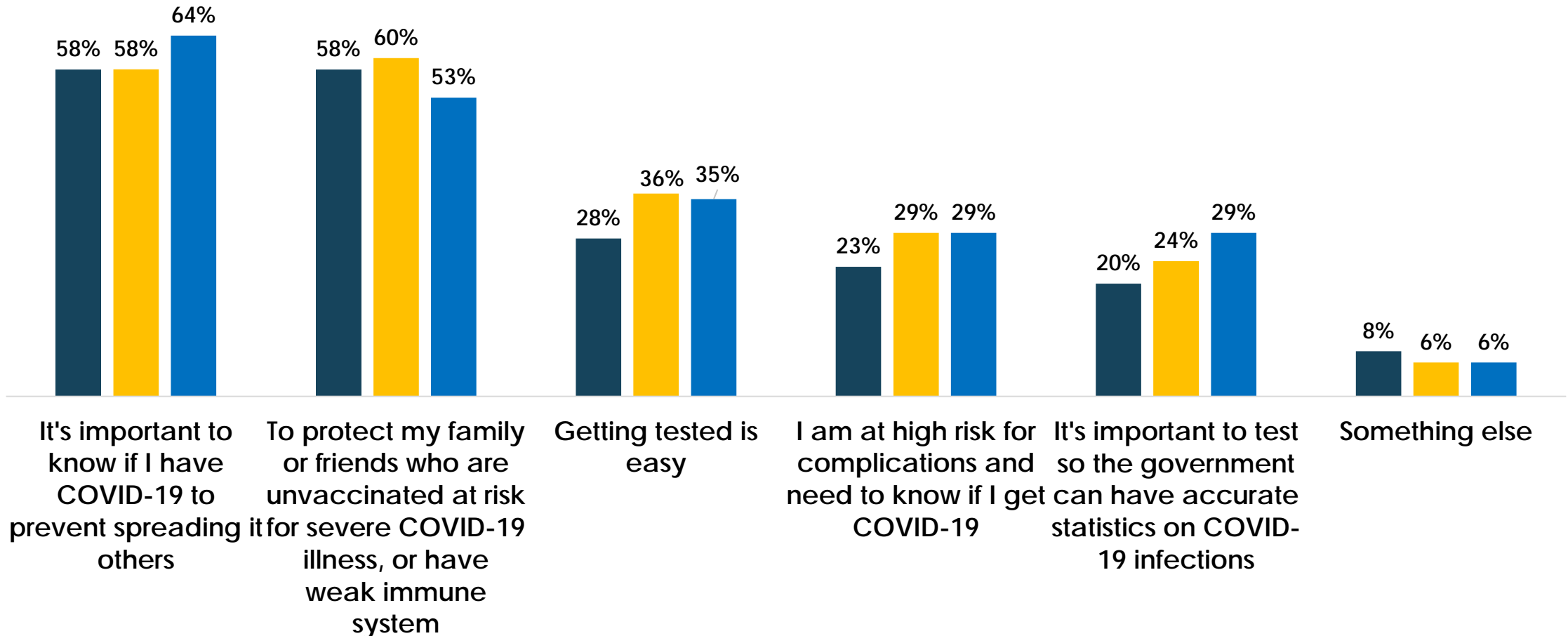


Source: HVCB analysis of Harris Poll COVID-19 Wave 89 (November 5 - November 7, 2021)

# Why are you likely to get tested for COVID-19?

## By Income

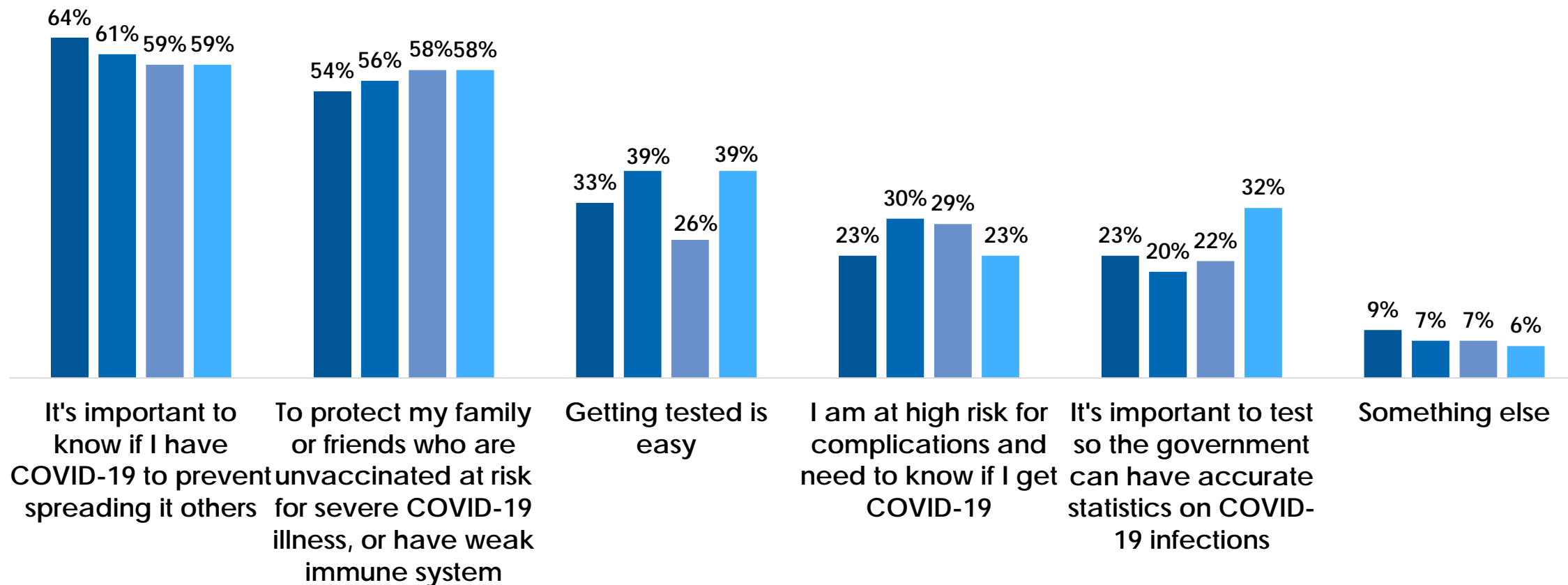
■ Less than \$50K ■ \$50-99K ■ \$100K+



# Why are you likely to get tested for COVID-19?

## By Region

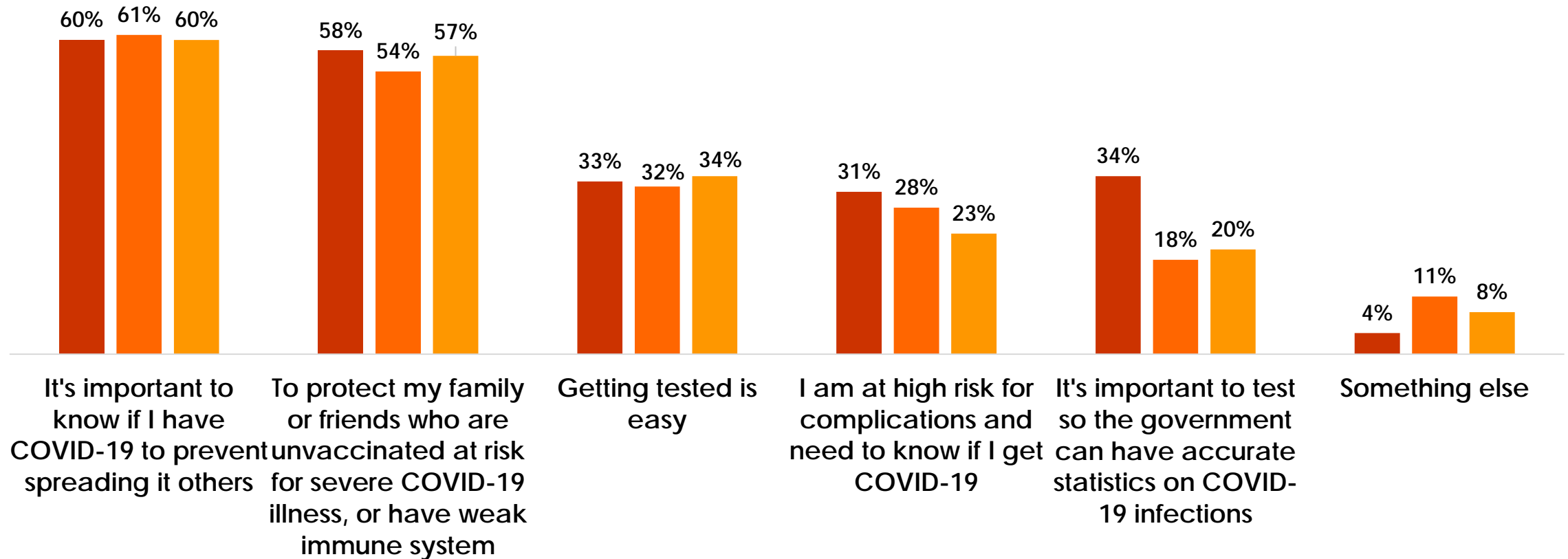
■ Northeast ■ Midwest ■ South ■ West



# Why are you likely to get tested for COVID-19?

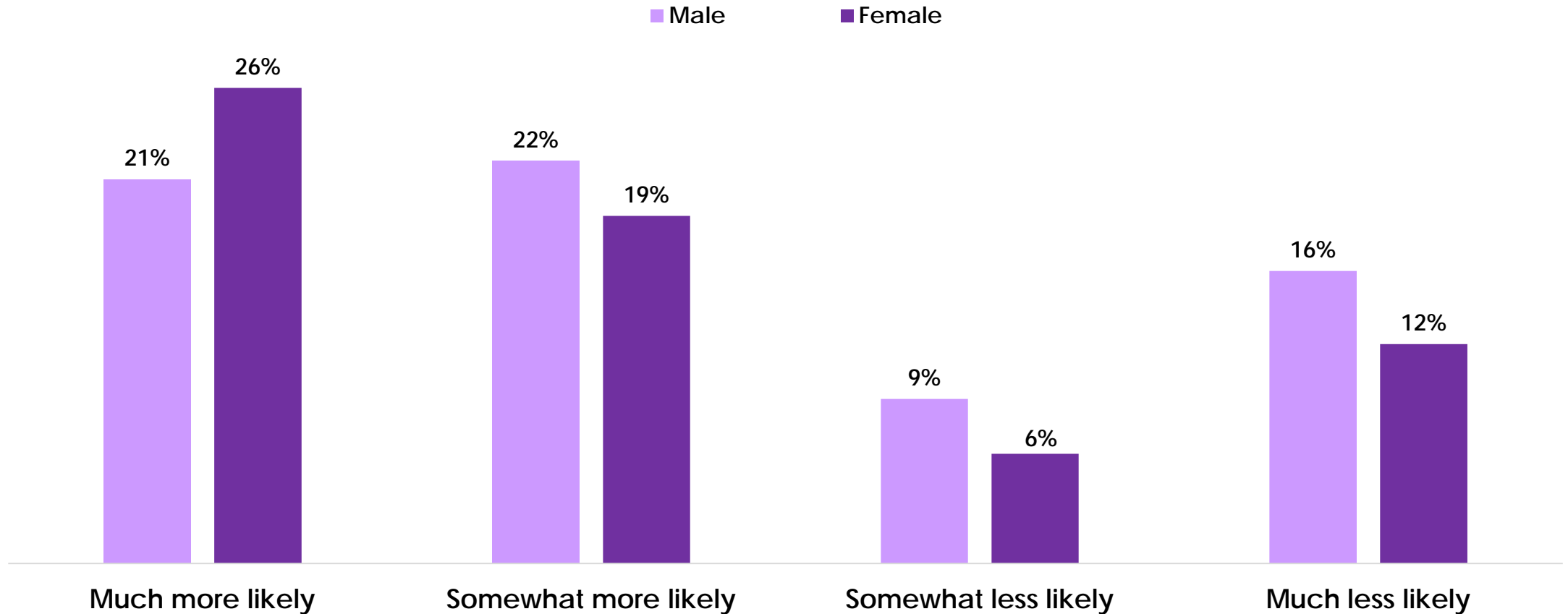
## By Urbanicity

Urban Rural Suburban



# How likely are you to consider getting tested for COVID-19 if you have symptoms, now that we are entering the holiday season?

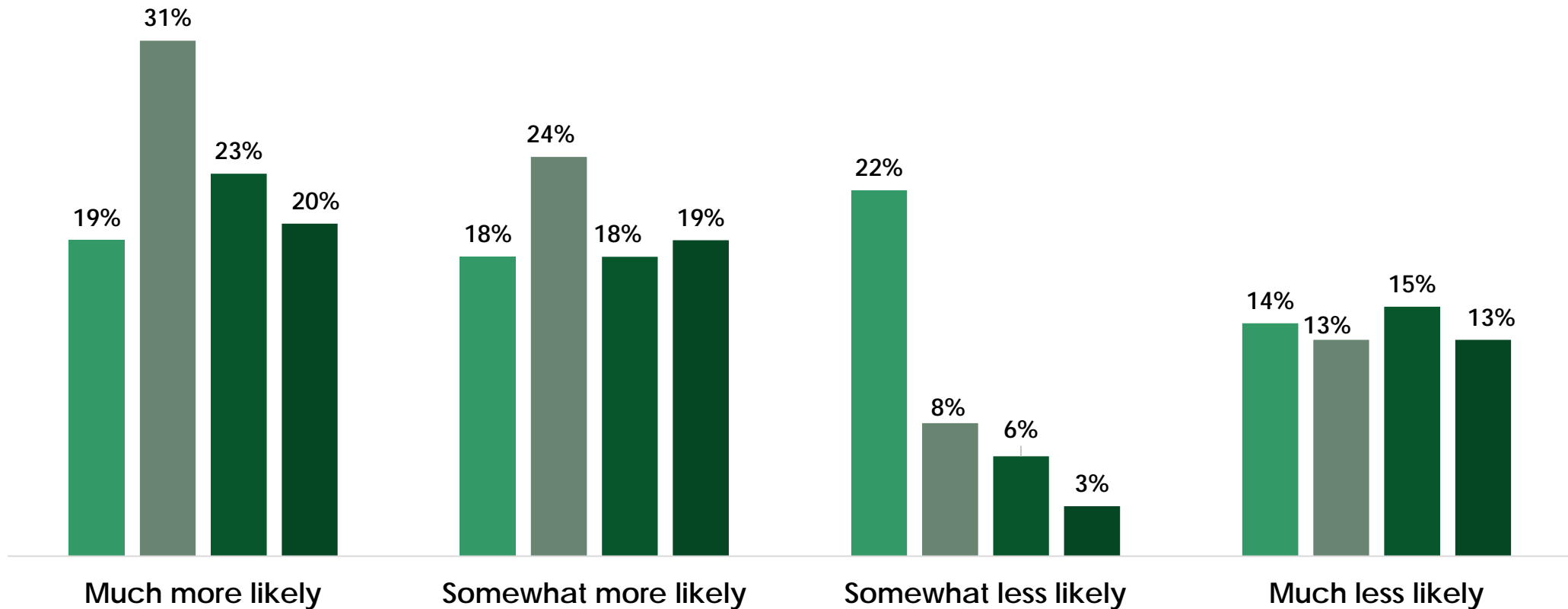
## By Gender



# How likely are you to consider getting tested for COVID-19 if you have symptoms, now that we are entering the holiday season?

## By Age

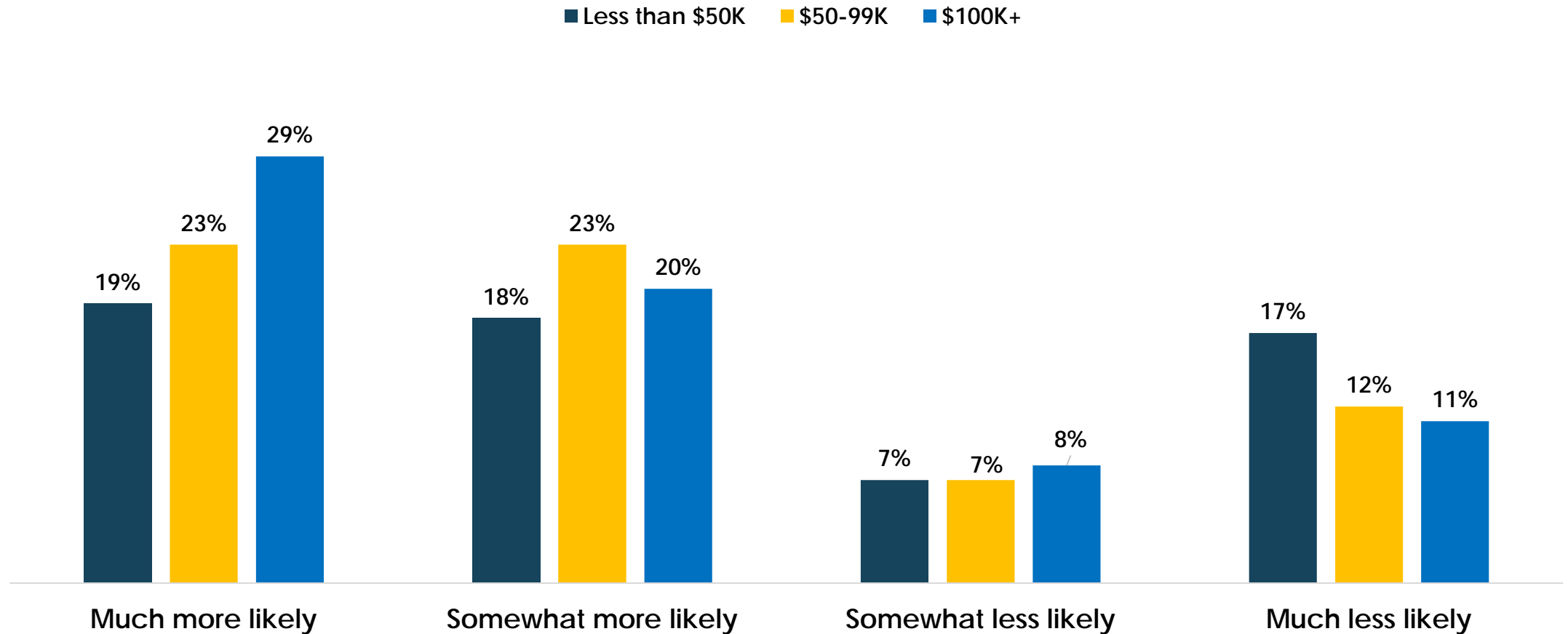
■ Gen Z ■ Millennials ■ Gen X ■ Boomer +





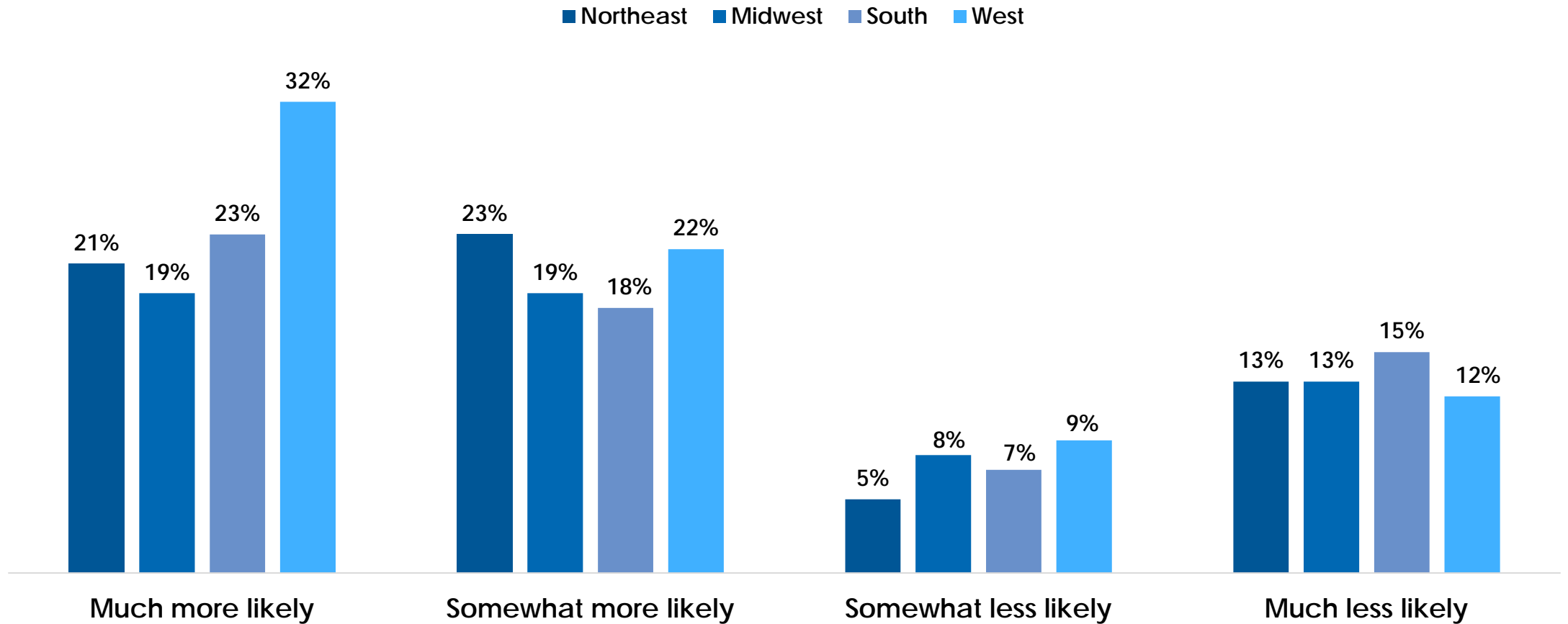
# How likely are you to consider getting tested for COVID-19 if you have symptoms, now that we are entering the holiday season?

## By Income



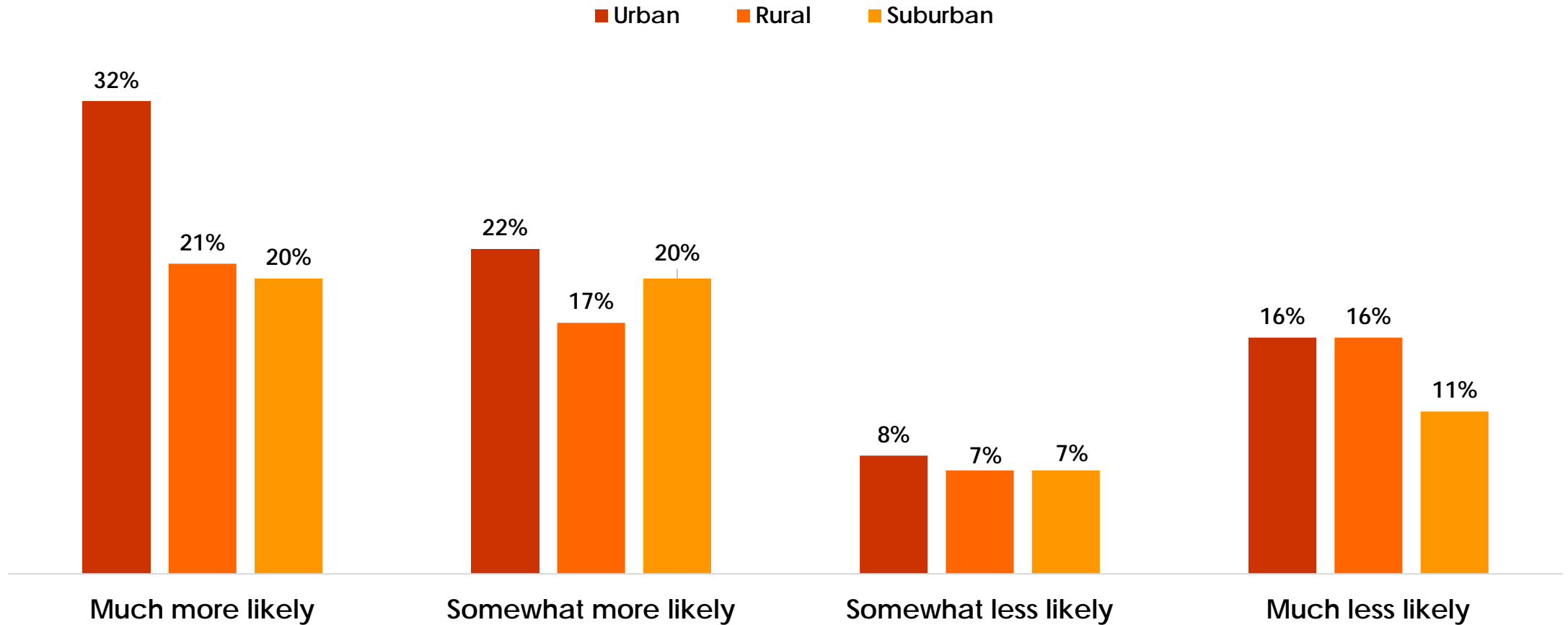
# How likely are you to consider getting tested for COVID-19 if you have symptoms, now that we are entering the holiday season?

## By Region



# How likely are you to consider getting tested for COVID-19 if you have symptoms, now that we are entering the holiday season?

## By Urbanicity



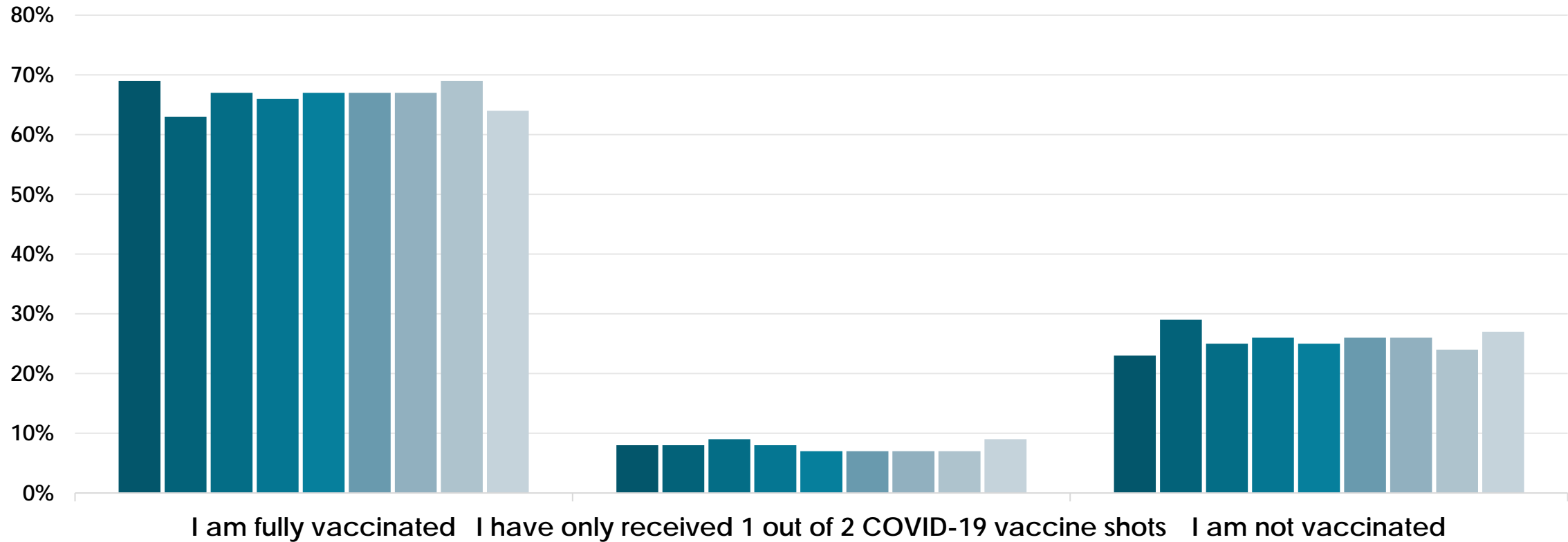


# Impact of Vaccines



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

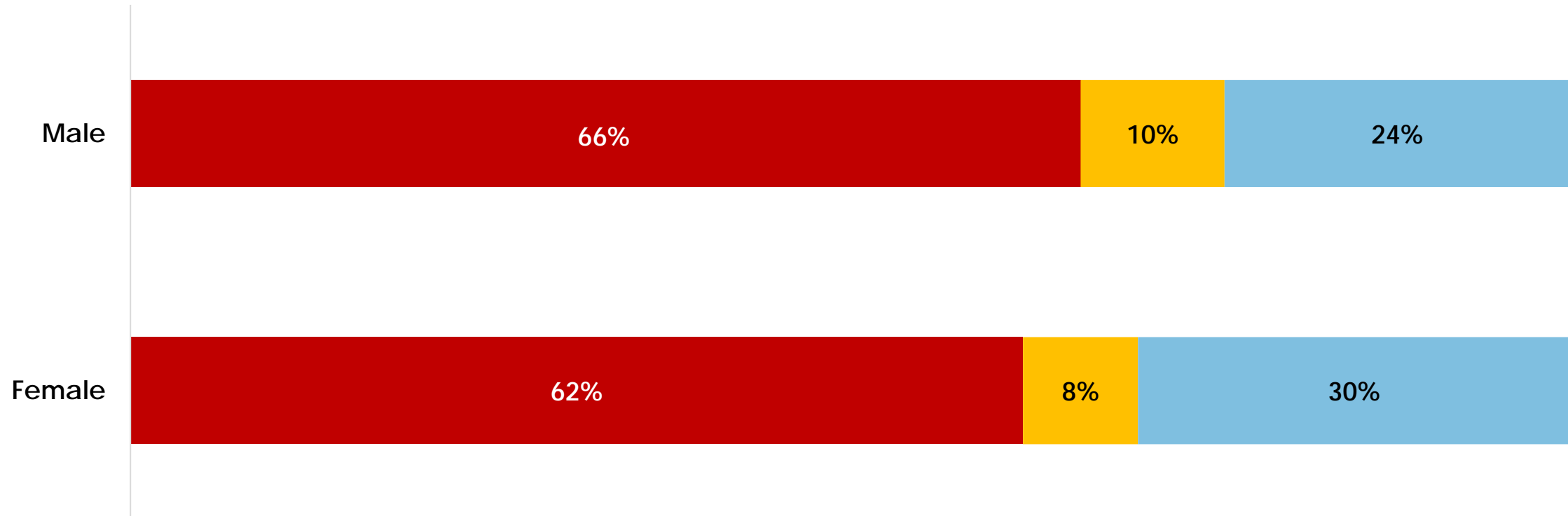
- Wave 81 (9/10-9/12)
- Wave 82 (9/17-9/19)
- Wave 83 (9/24-9/26)
- Wave 84 (10/1-10/3)
- Wave 85 (10/8-10/10)
- Wave 86 (10/15-10/17)
- Wave 87 (10/22-10/24)
- Wave 88 (10/29-10/31)
- Wave 89 (11/5-11/7)



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

By Gender

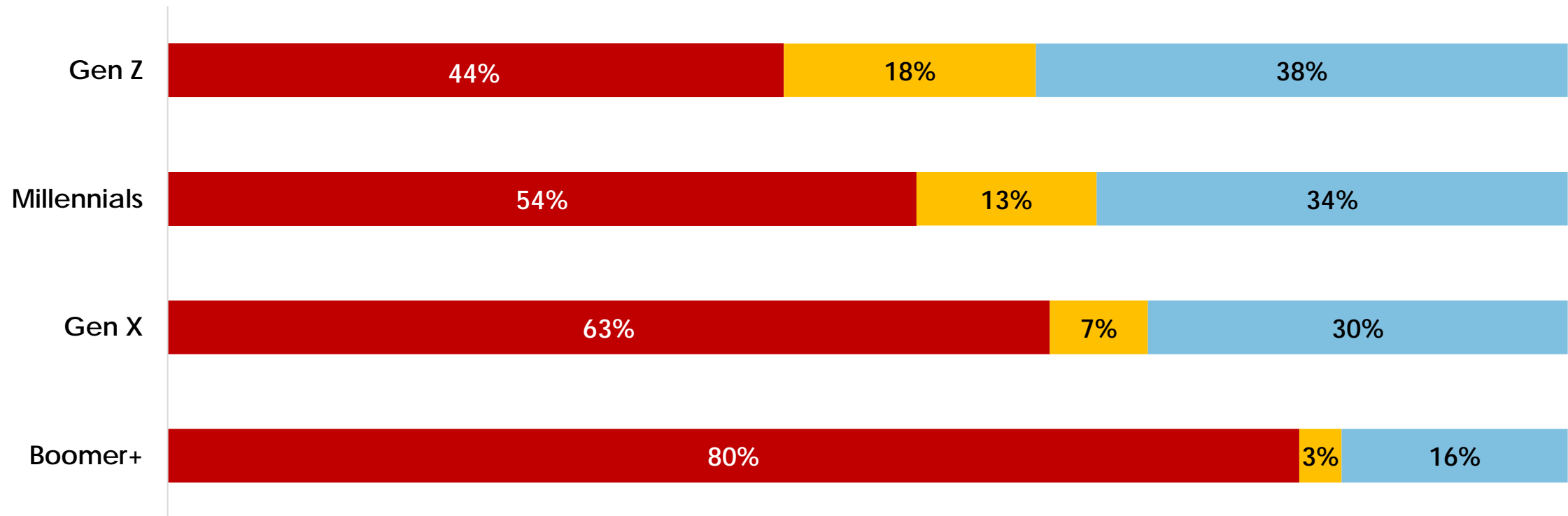
■ I am fully vaccinated ■ I have only received 1 out of 2 COVID-19 vaccine shots ■ I am not vaccinated



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

By Age

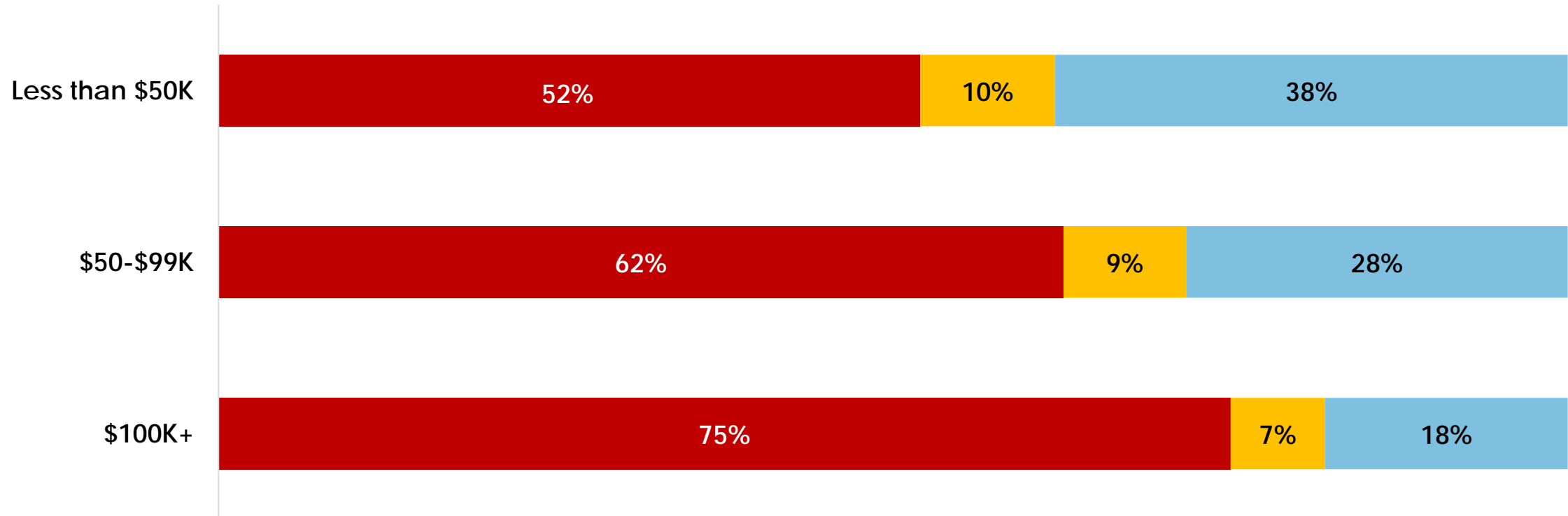
■ I am fully vaccinated ■ I have only received 1 out of 2 COVID-19 vaccine shots ■ I am not vaccinated



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

By Income

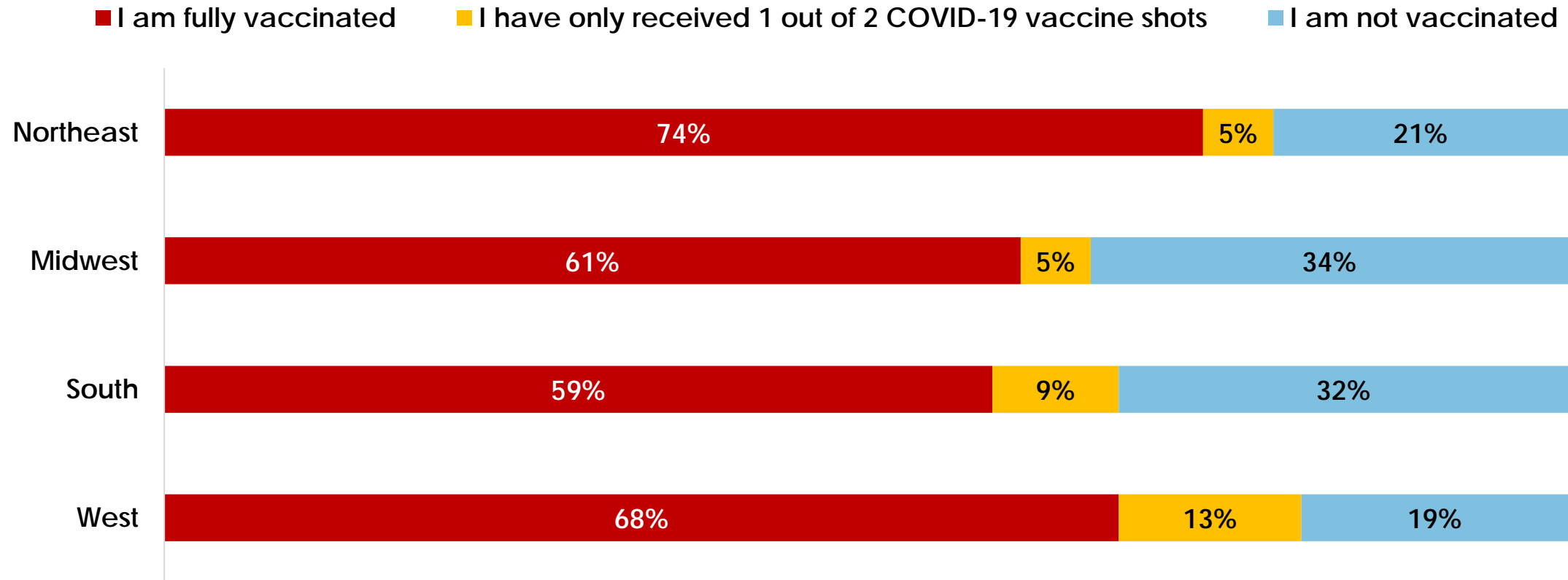
■ I am fully vaccinated ■ I have only received 1 out of 2 COVID-19 vaccine shots ■ I am not vaccinated





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

## By Region



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

## By Urbanicity

