

The Harris Poll COVID-19 Travel Sentiment

Reported on January 14, 2022



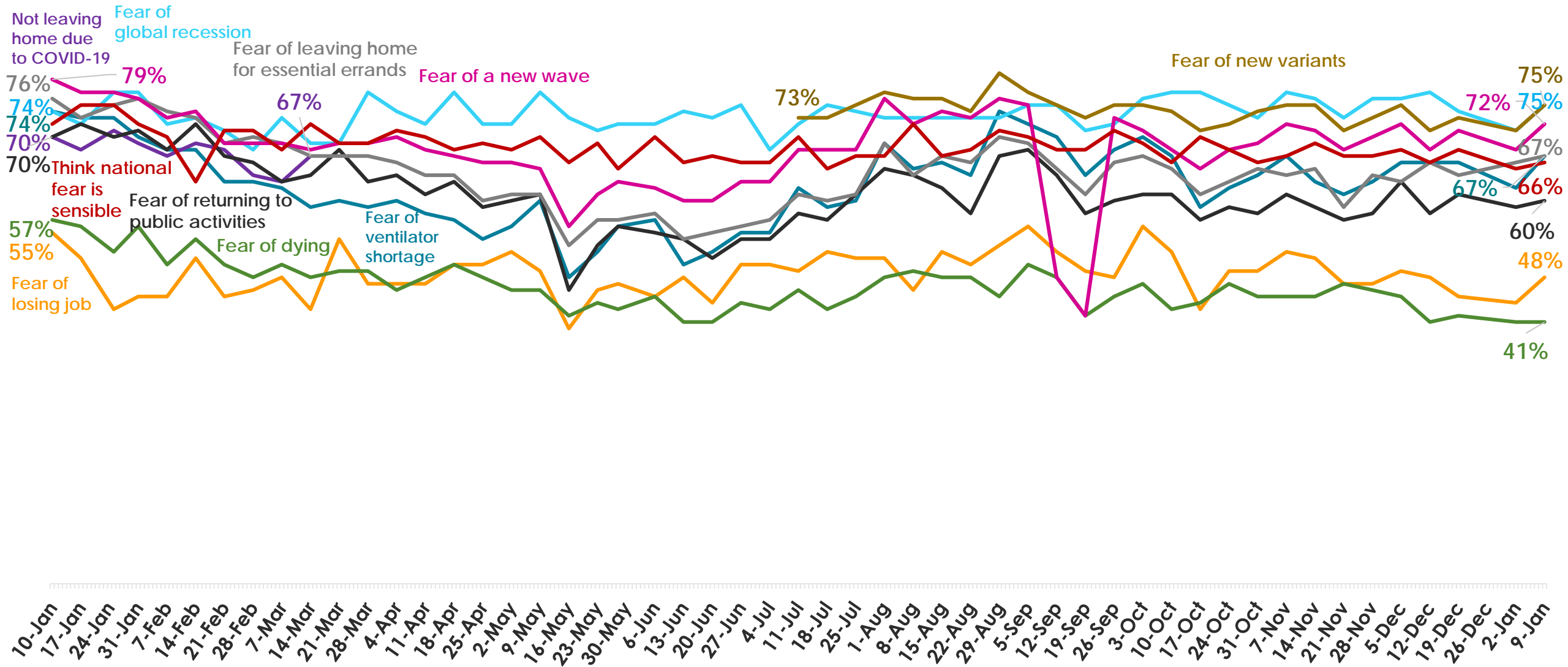
Data Source:

The Harris Poll COVID-19 Tracker

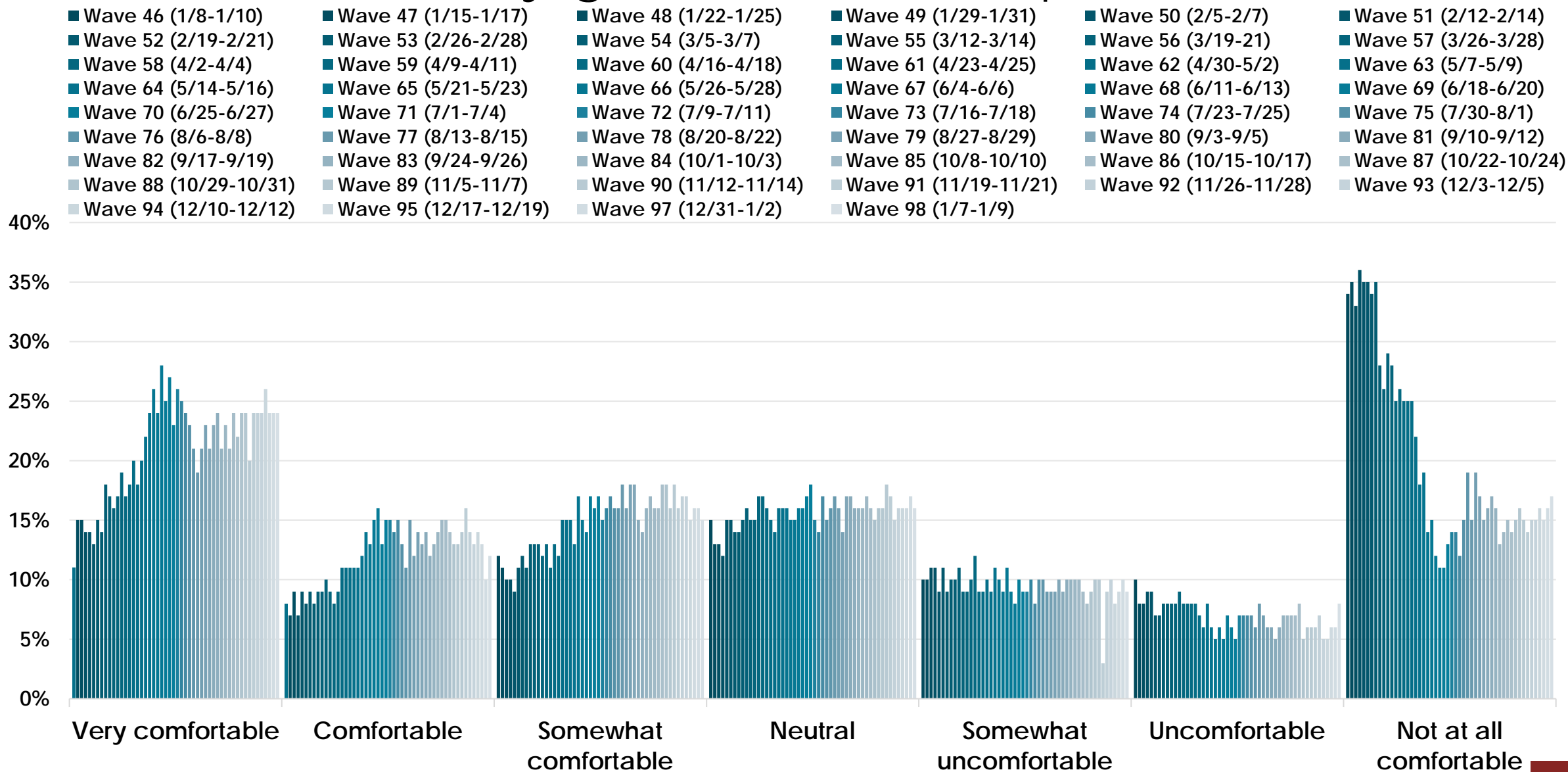
The Harris Poll
COVID-19 Tracker

- 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

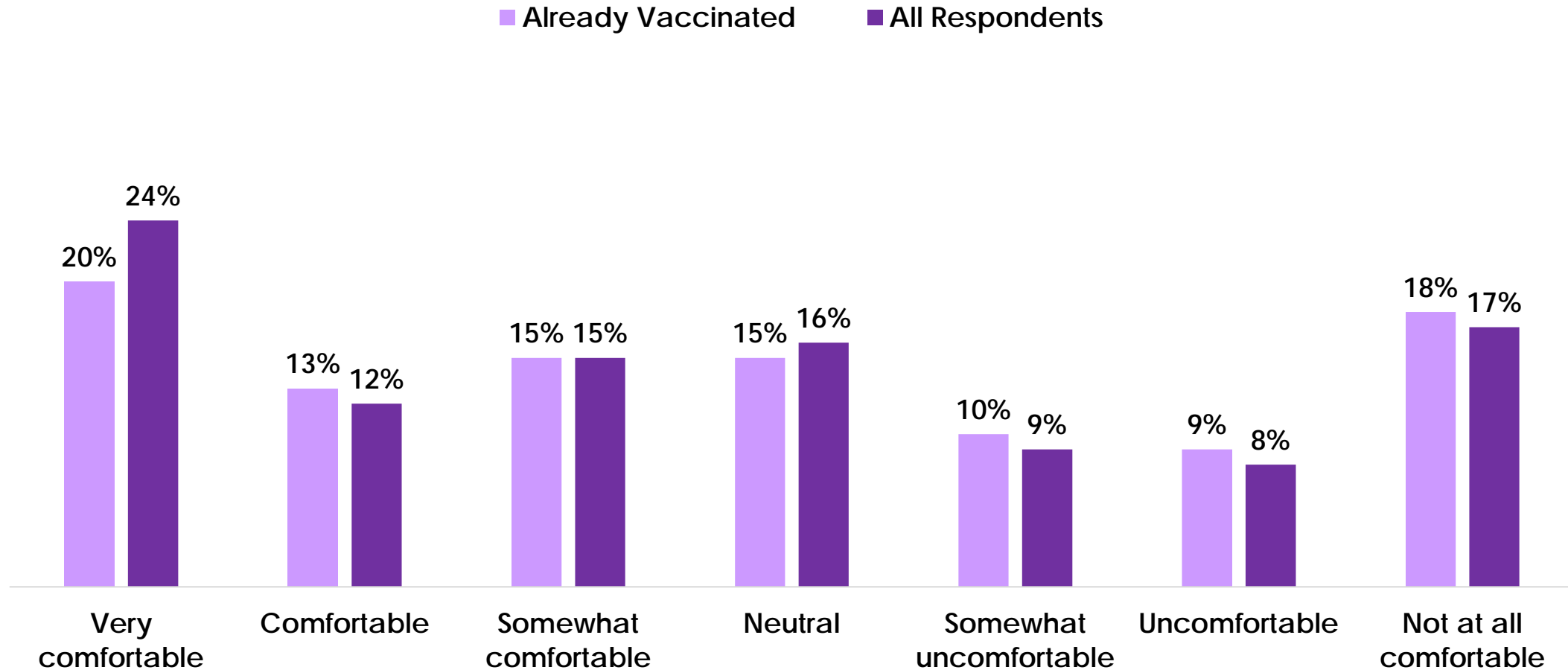
Fear Sentiment Trends



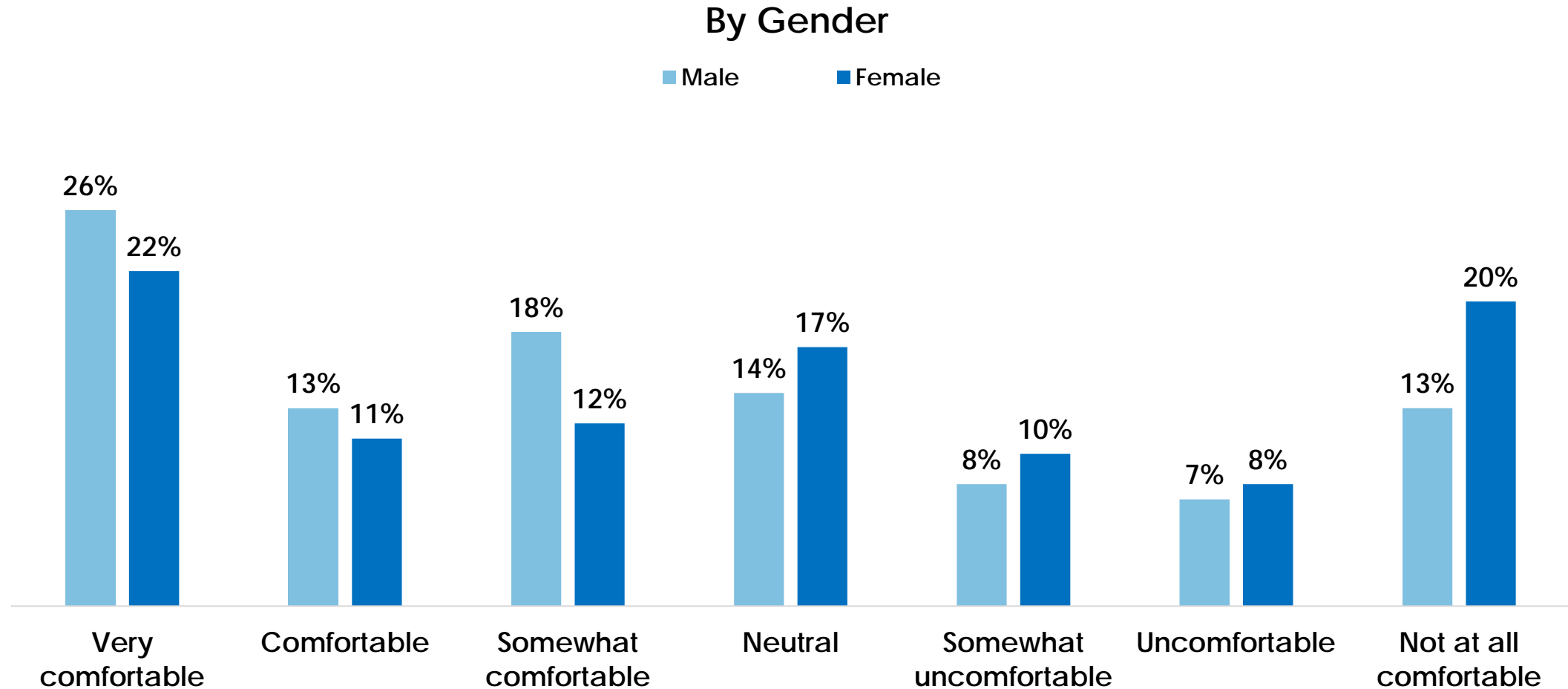
Generally speaking, how comfortable would you be staying in a hotel today, given the COVID-19 pandemic?



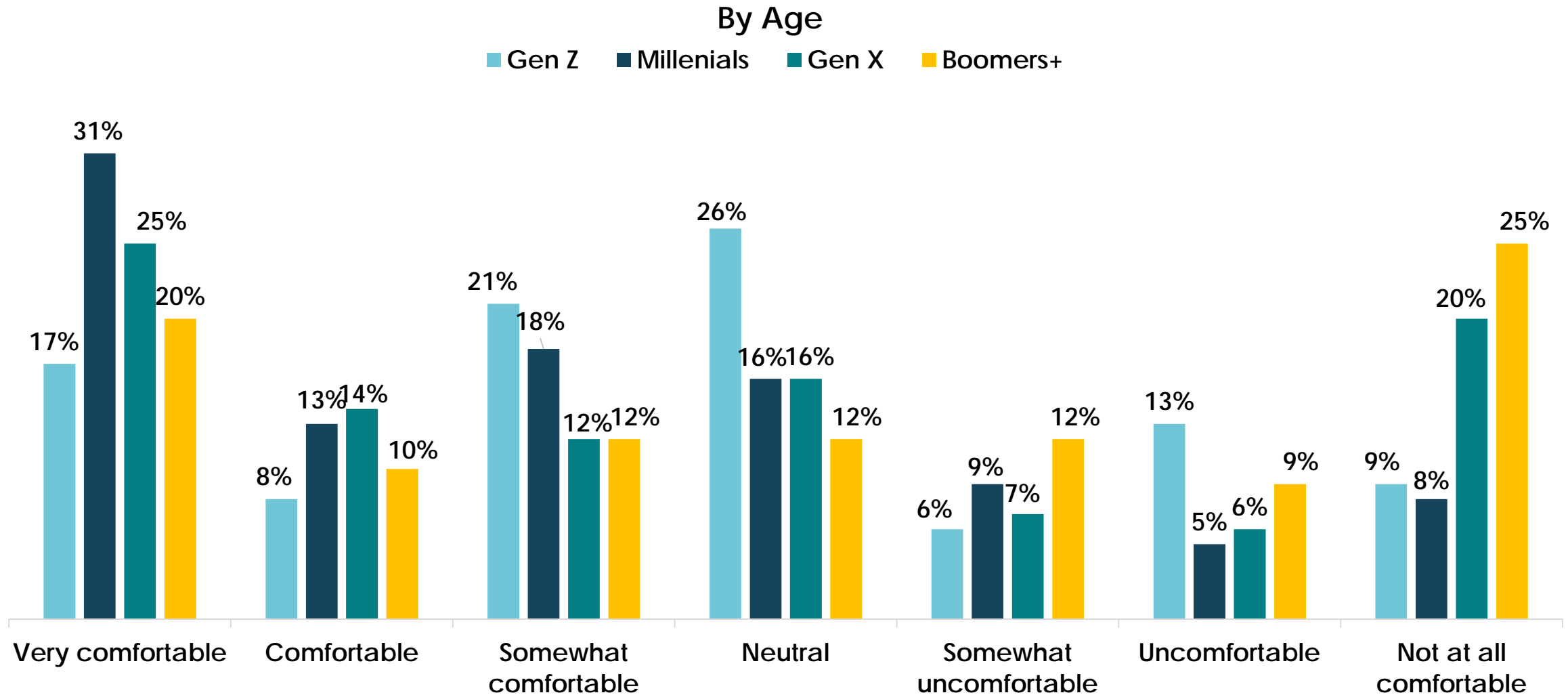
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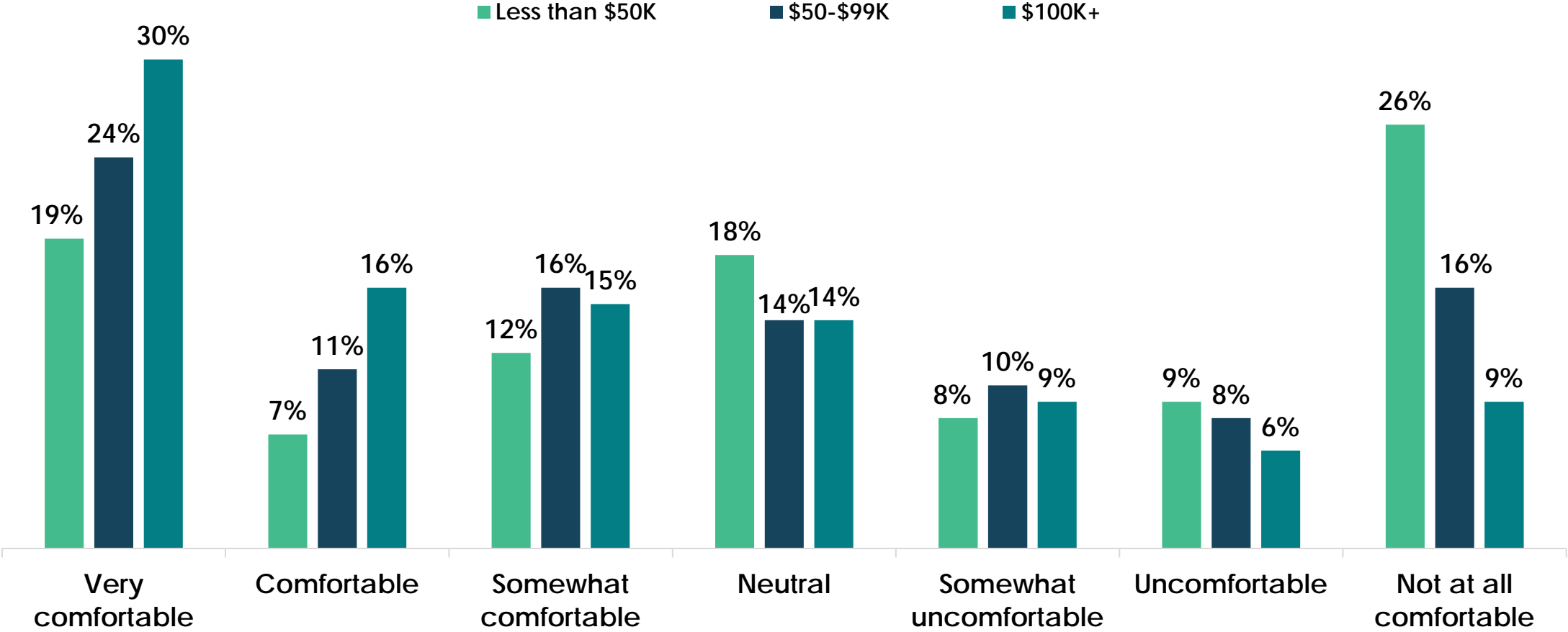


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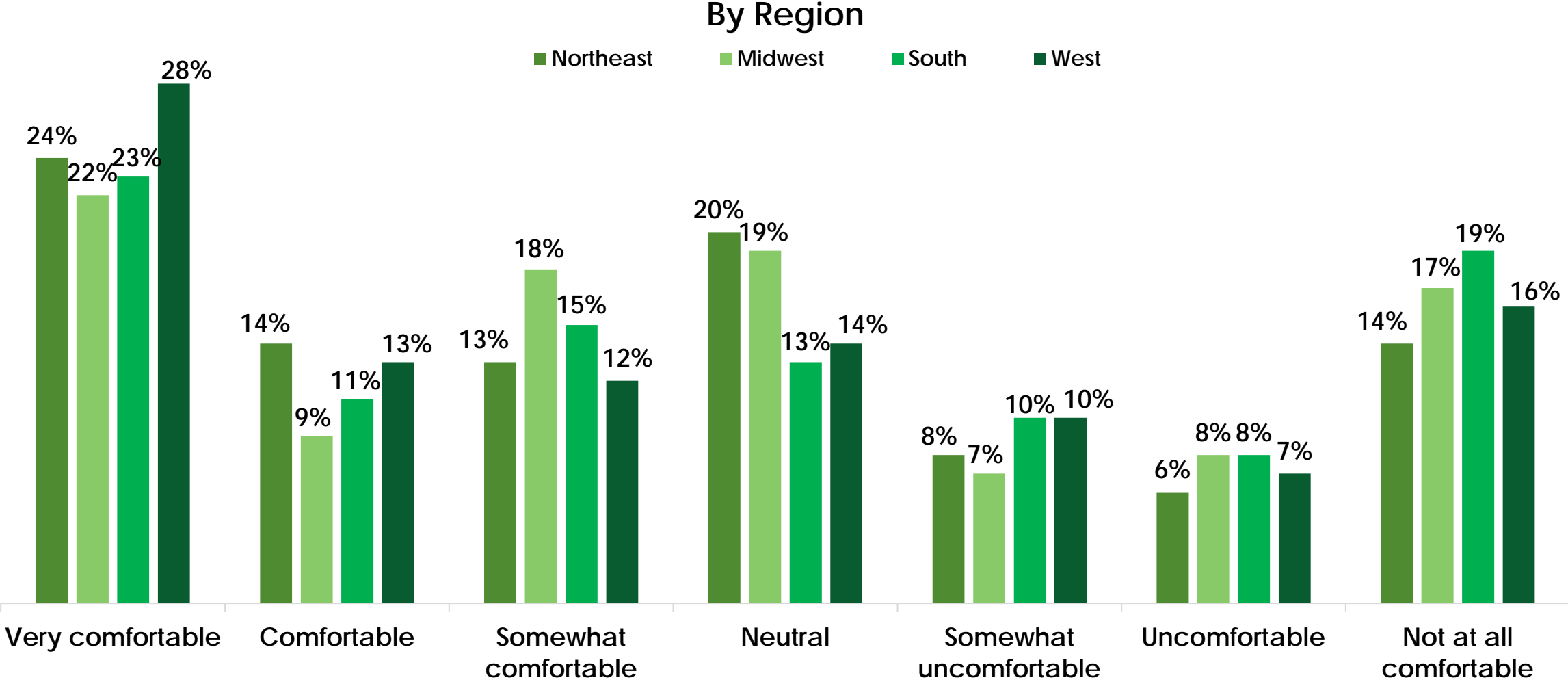
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By Income



Source: HVCB analysis of Harris Poll COVID-19 Wave 98 (January 7 - January 9, 2022)

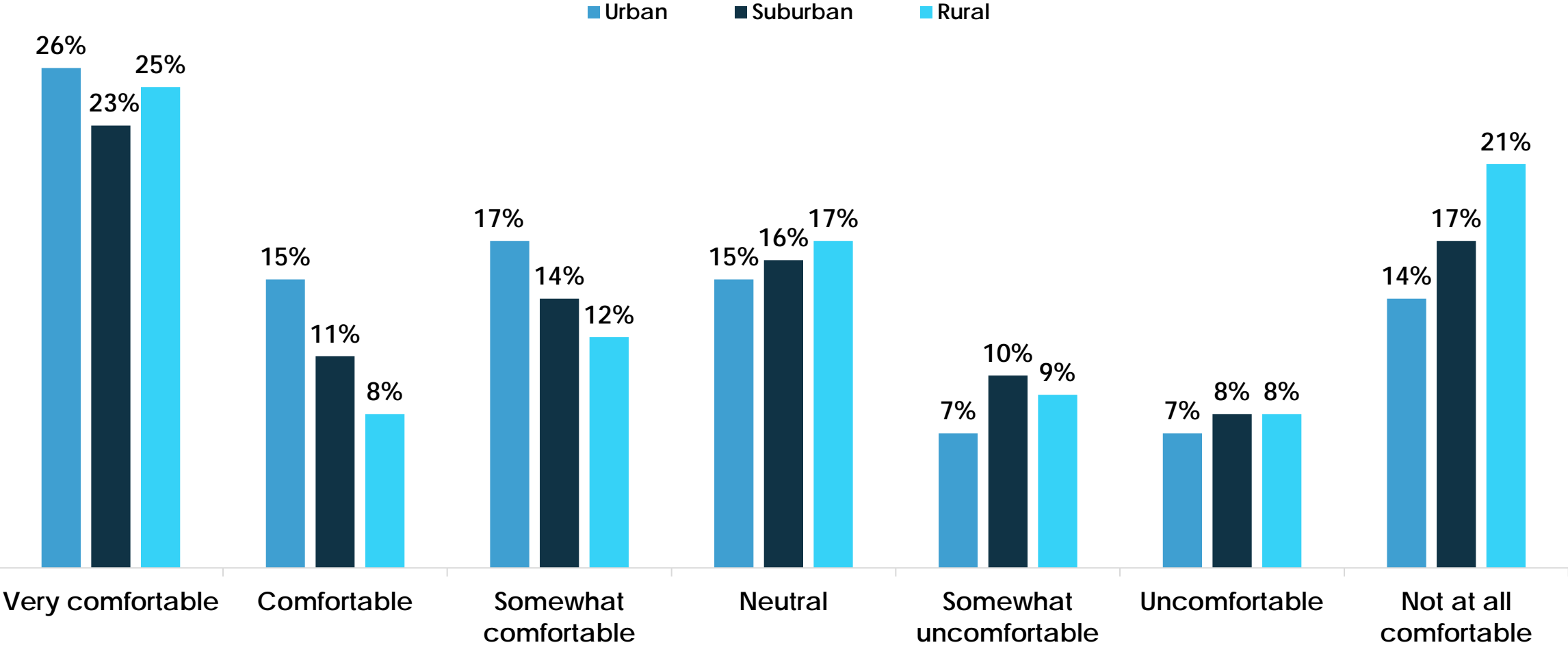
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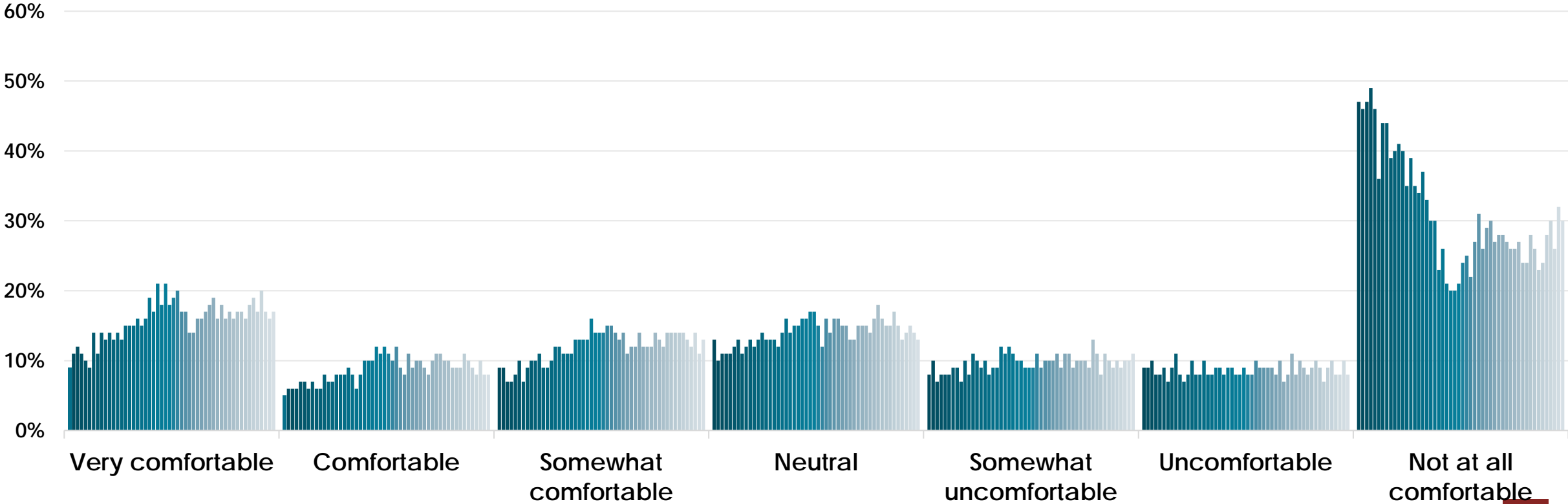
By Urbanicity



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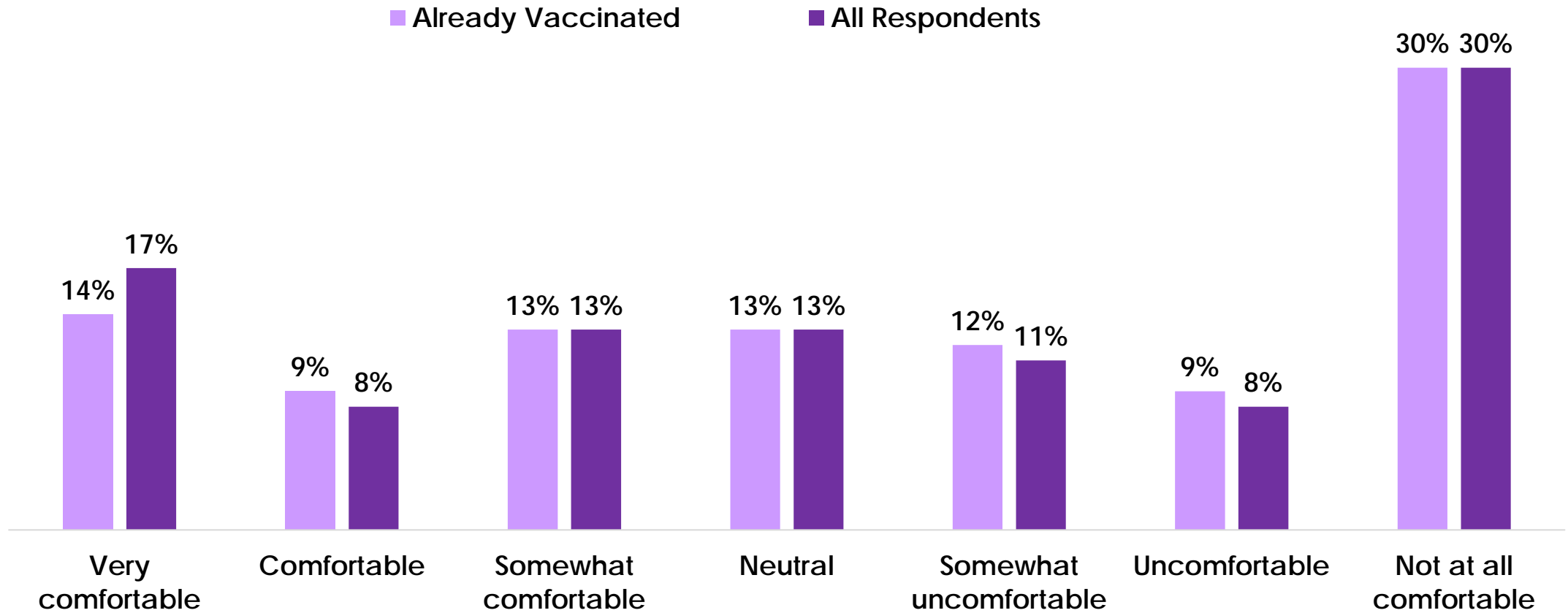
Generally speaking, how comfortable would you be flying on a plane today, given the COVID-19 pandemic?

- 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) ■ Wave 51 (2/12-2/14)
- Wave 52 (2/19-2/21) ■ Wave 53 (2/26-2/28) ■ Wave 54 (3/5-3.75) ■ 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) ■ 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) ■ Wave 90 (11/12-11/14) ■ Wave 91 (11/19-11/21) ■ Wave 92 (11/26-11/28) ■ Wave 93 (12/3-12/5)
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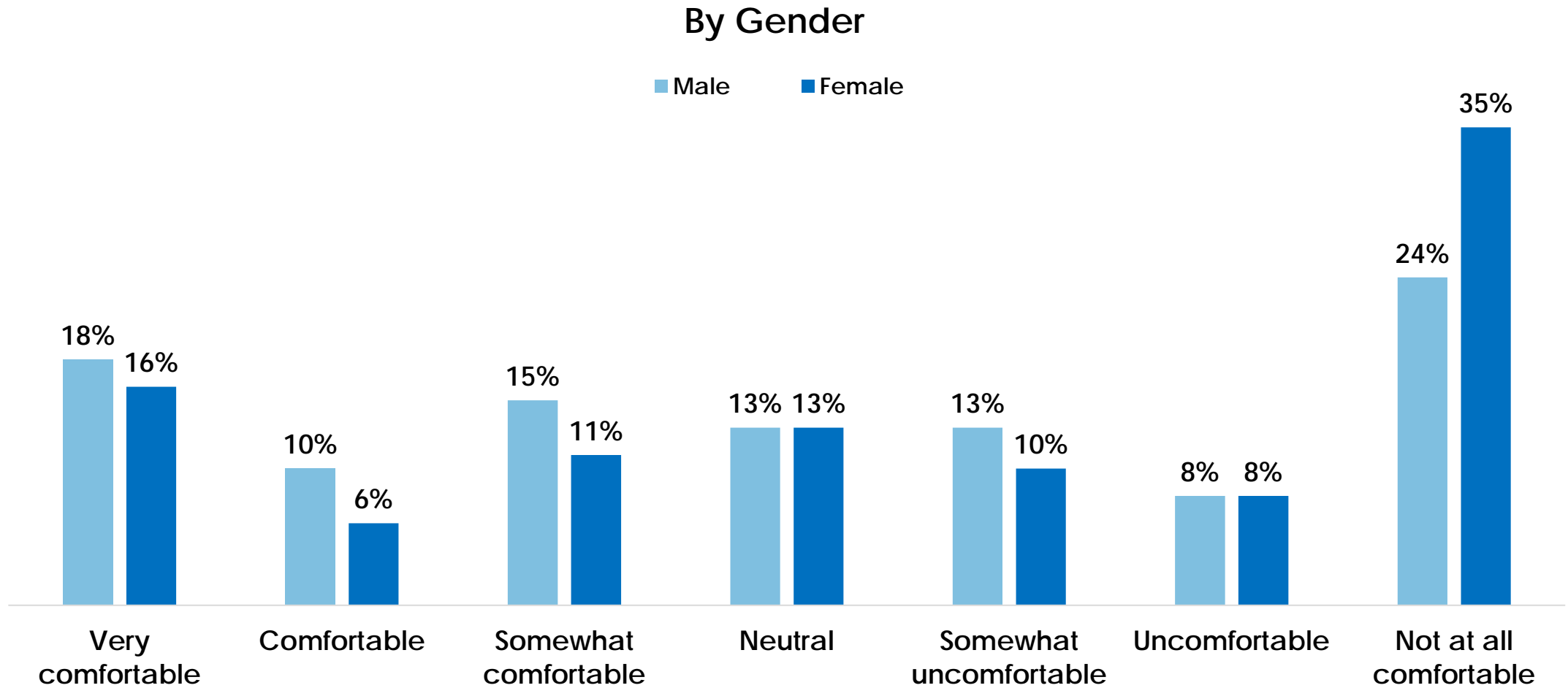


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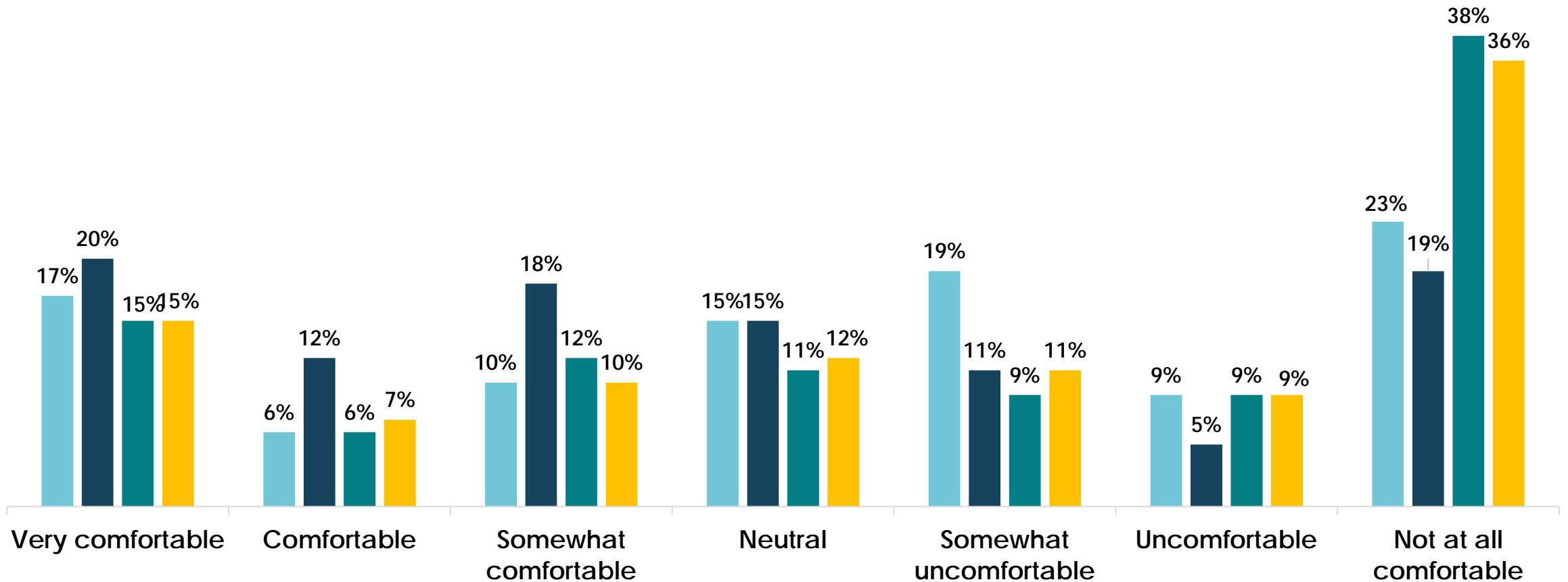
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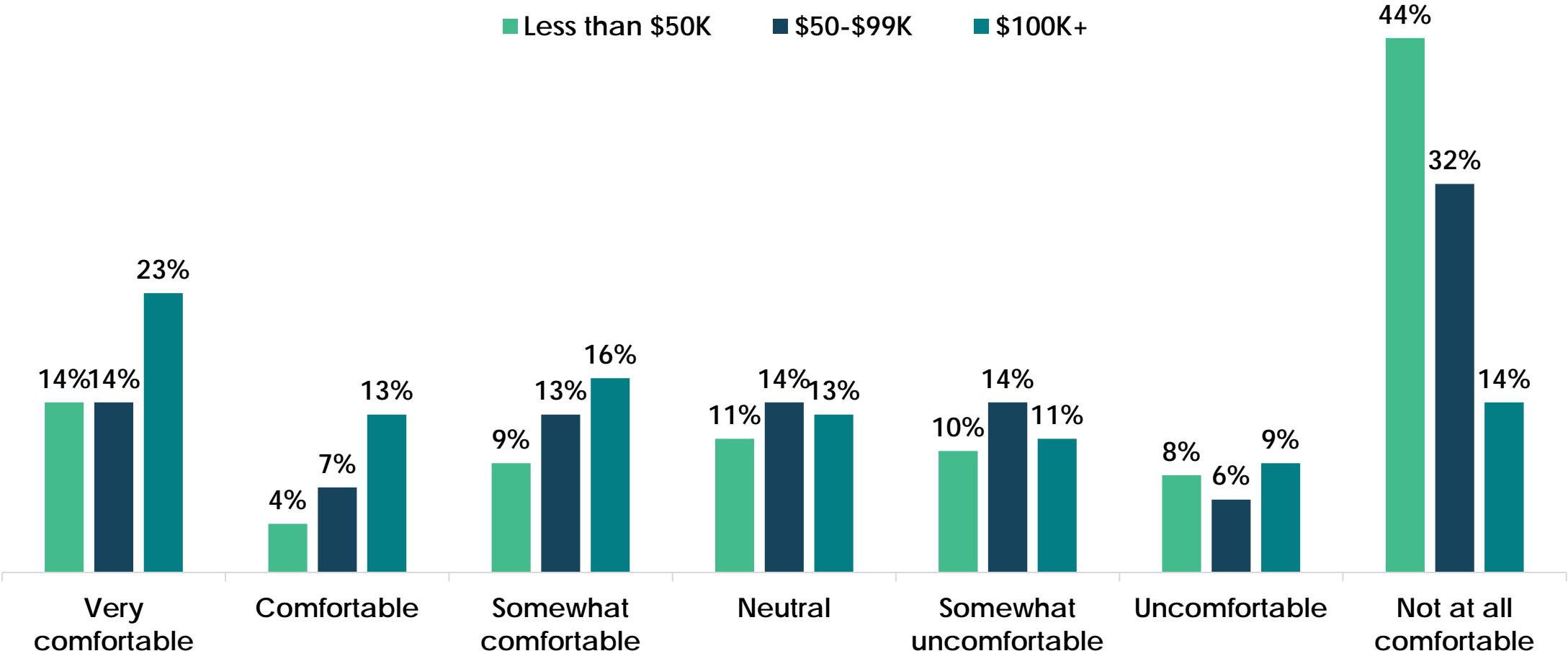
By Age

■ Gen Z ■ Millennials ■ Gen X ■ Boomer+



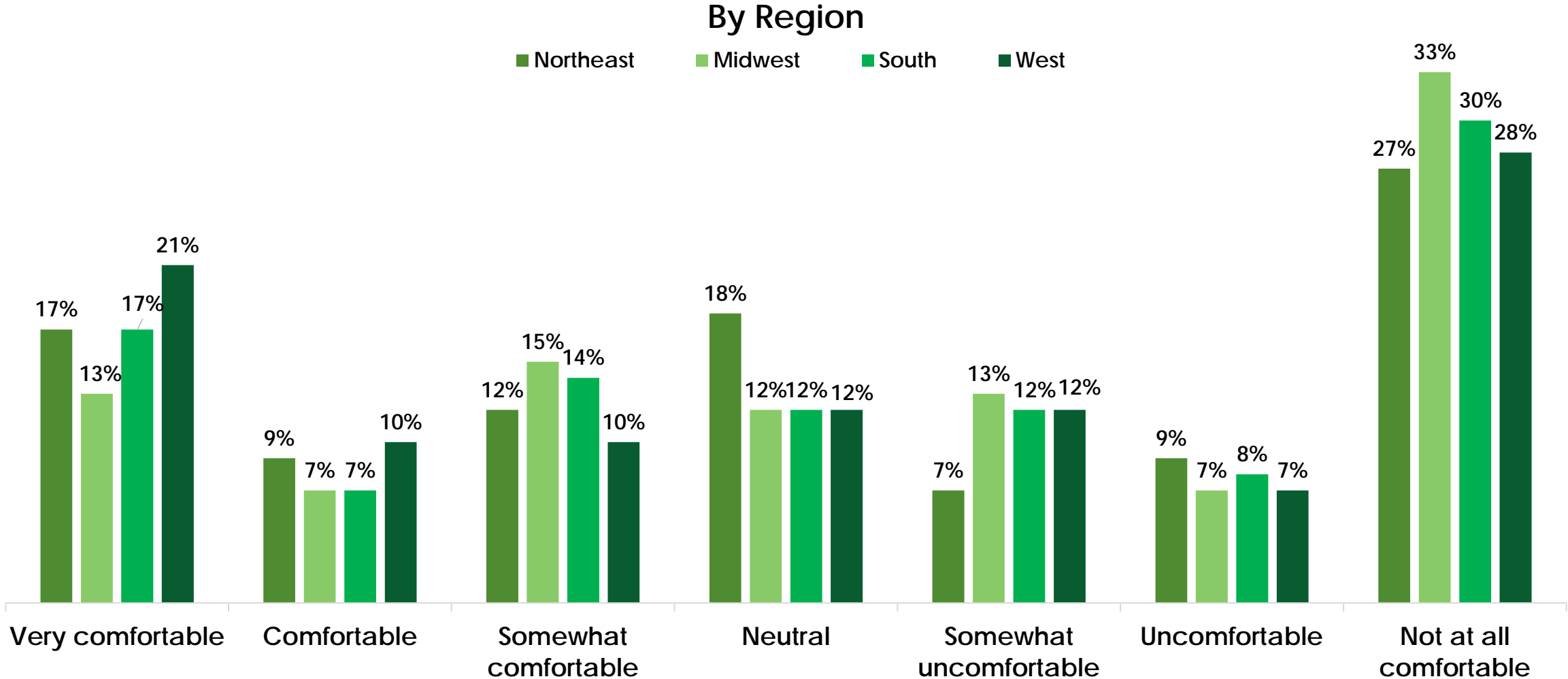
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By Income



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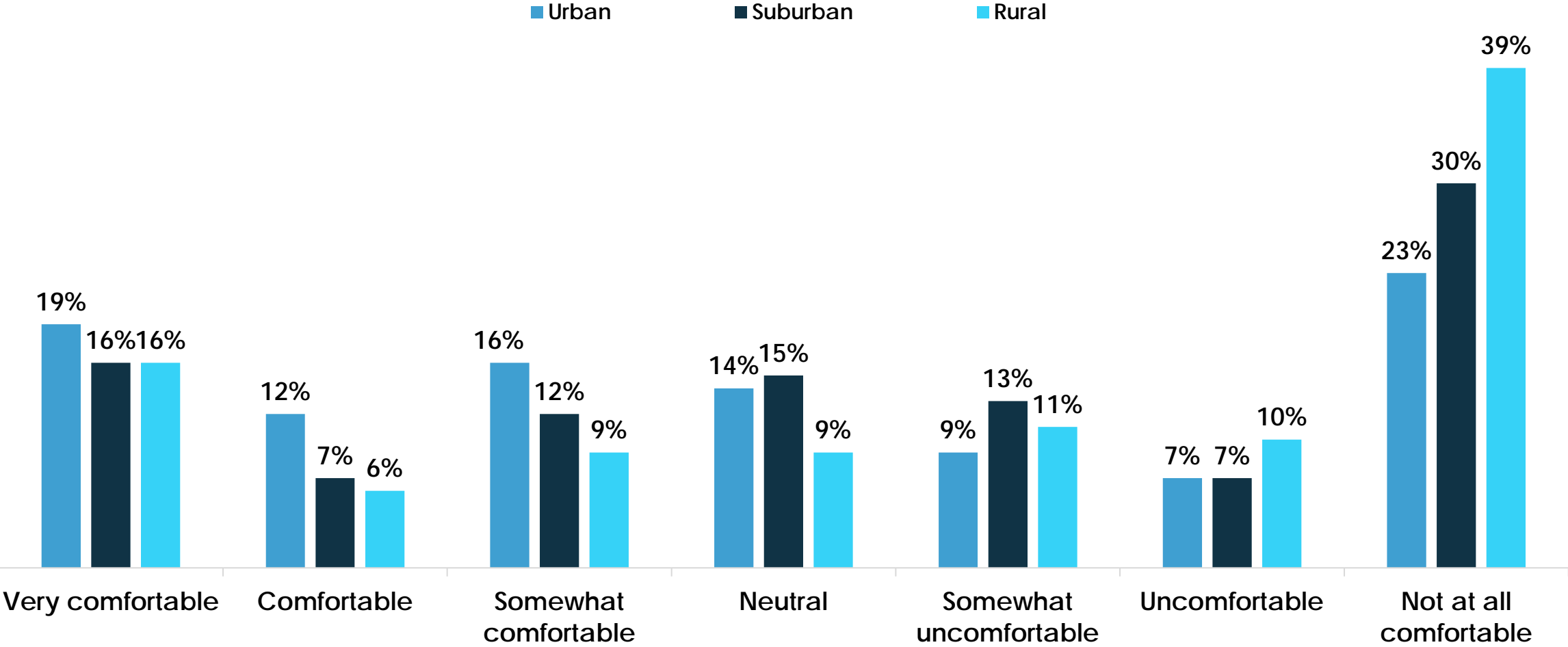
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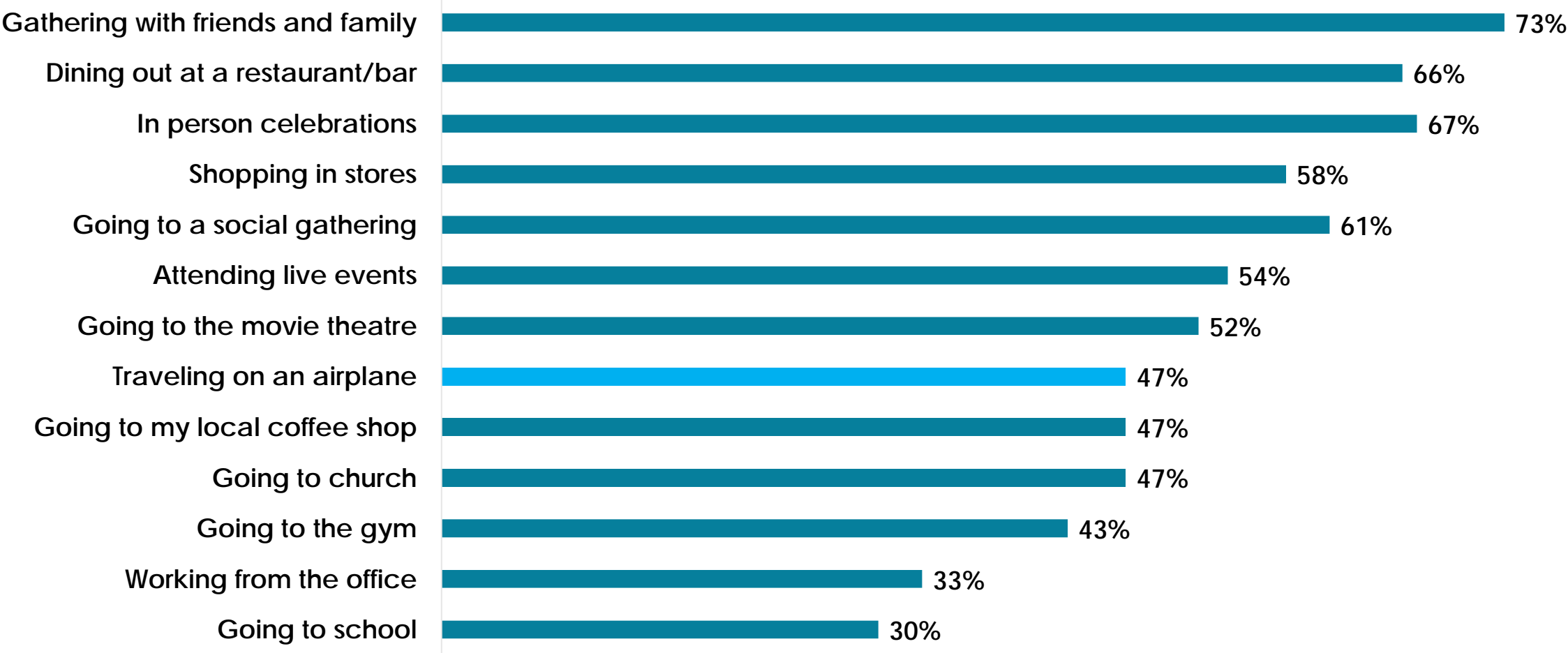
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By Urbanicity



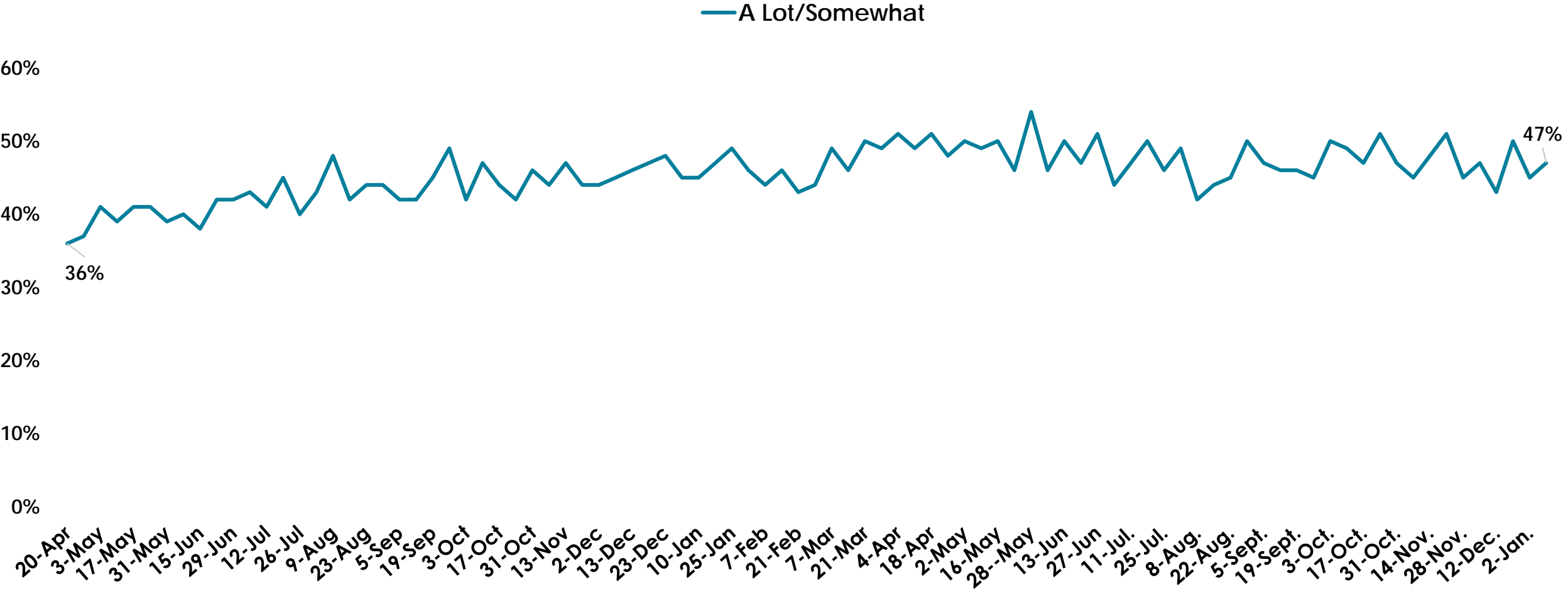
Source: HVCB analysis of Harris Poll COVID-19 Wave 98 (January 7 - January 9, 2022)

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



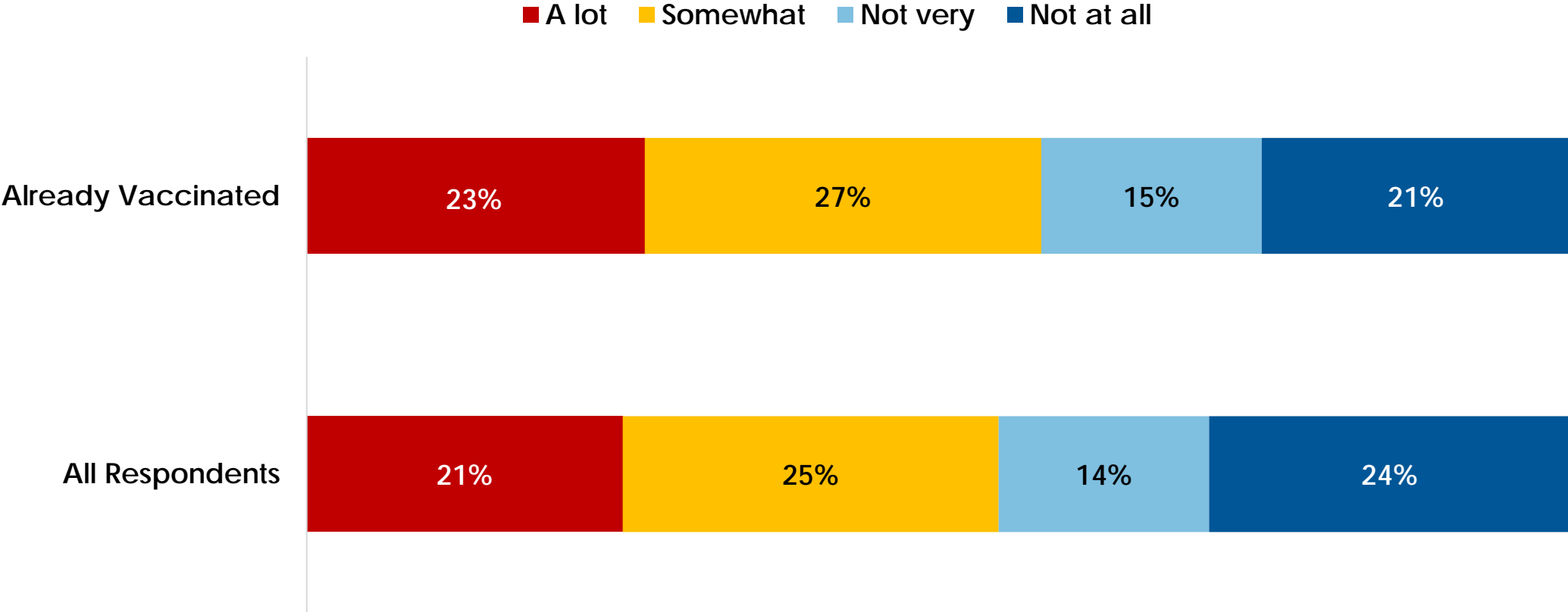
Source: HVCB analysis of Harris Poll COVID-19 Wave 98 (January 7 - January 9, 2022)

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?

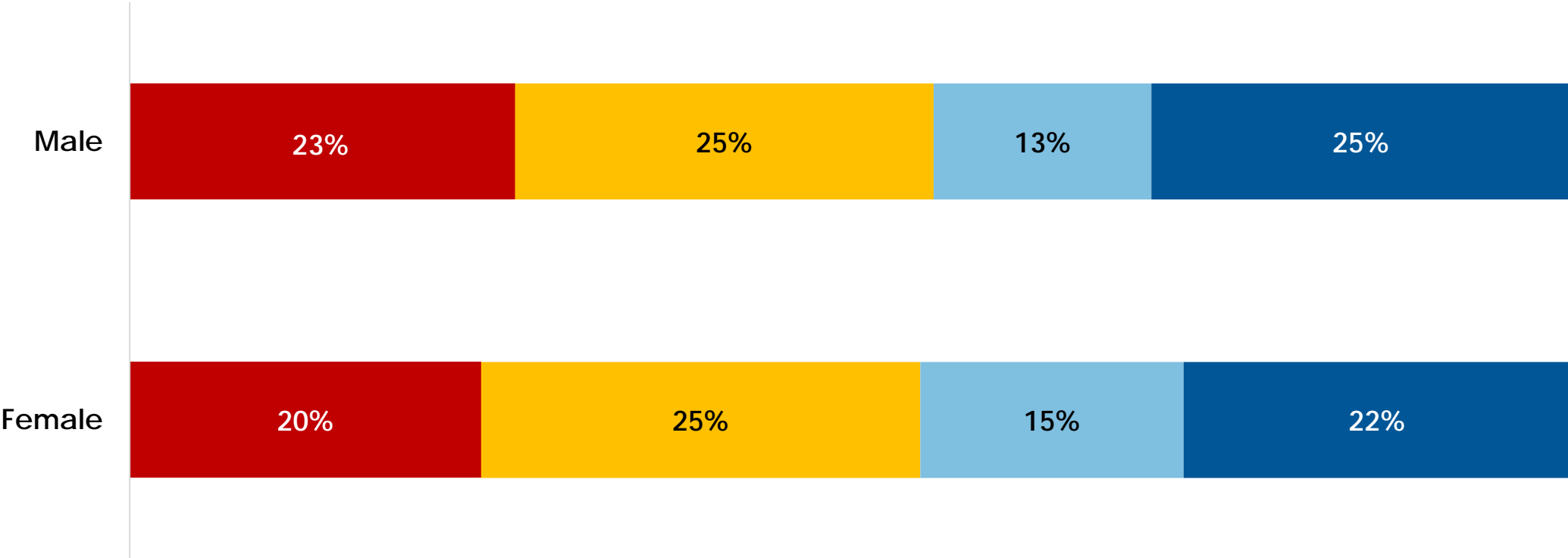


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How much would you say you miss traveling on an airplane during this time of virus-related restrictions?

By Gender

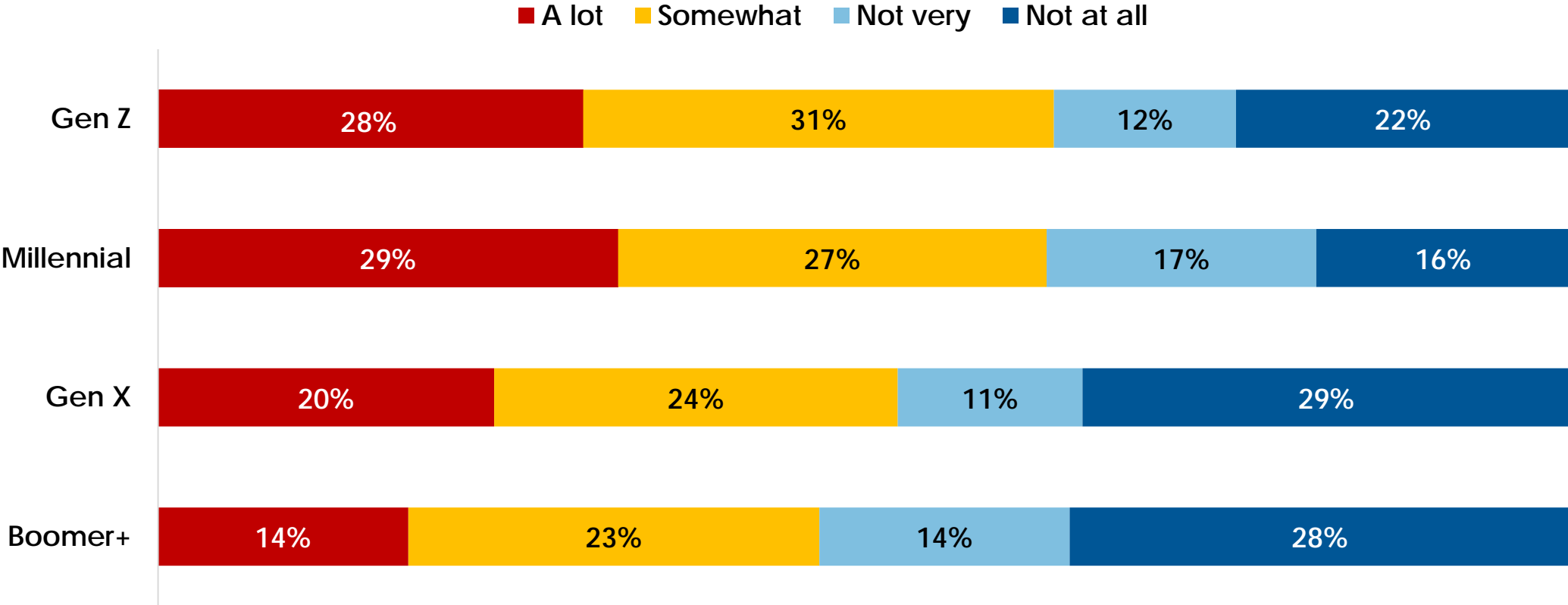
■ A lot ■ Somewhat ■ Not very ■ Not at all



Source: HVCB analysis of Harris Poll COVID-19 Wave 98 (January 7 - January 9, 2022)

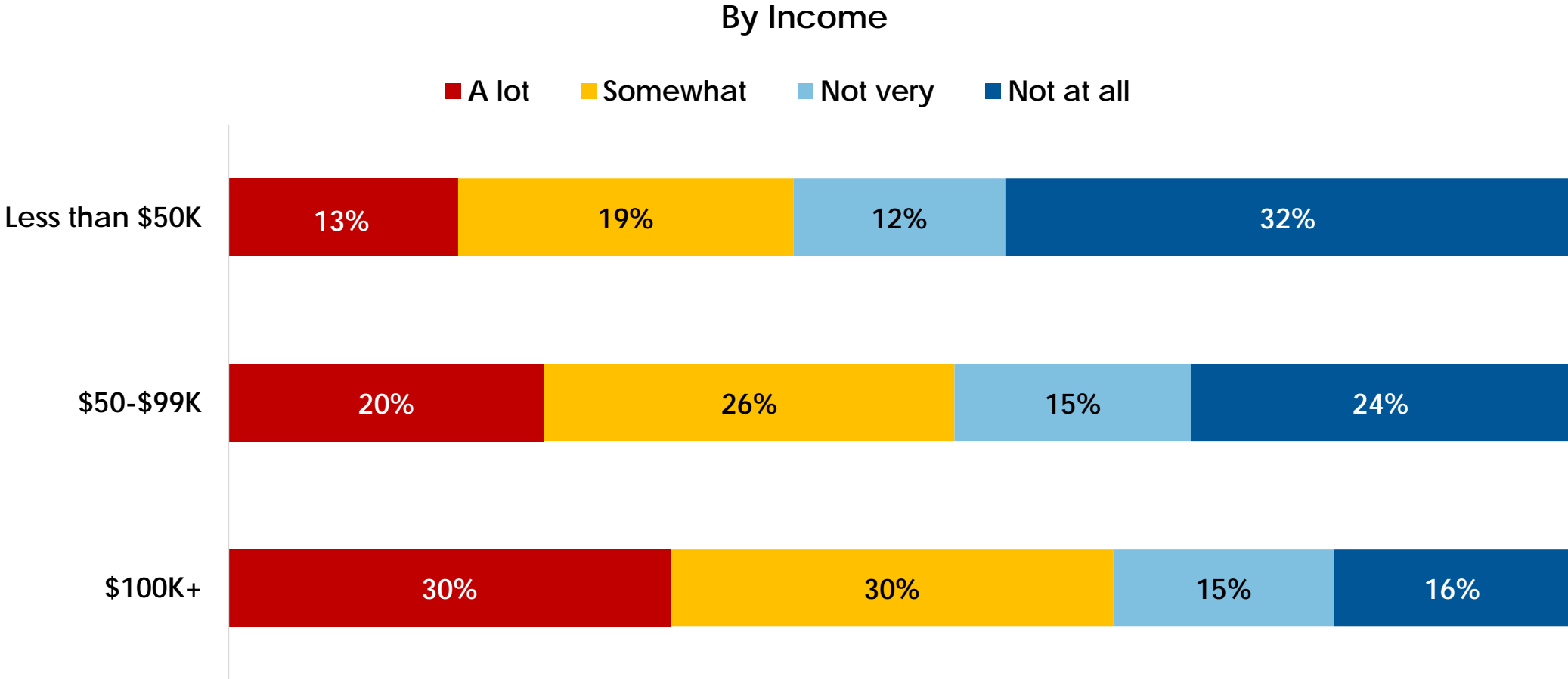
How much would you say you miss traveling on an airplane during this time of virus-related restrictions?

By Age



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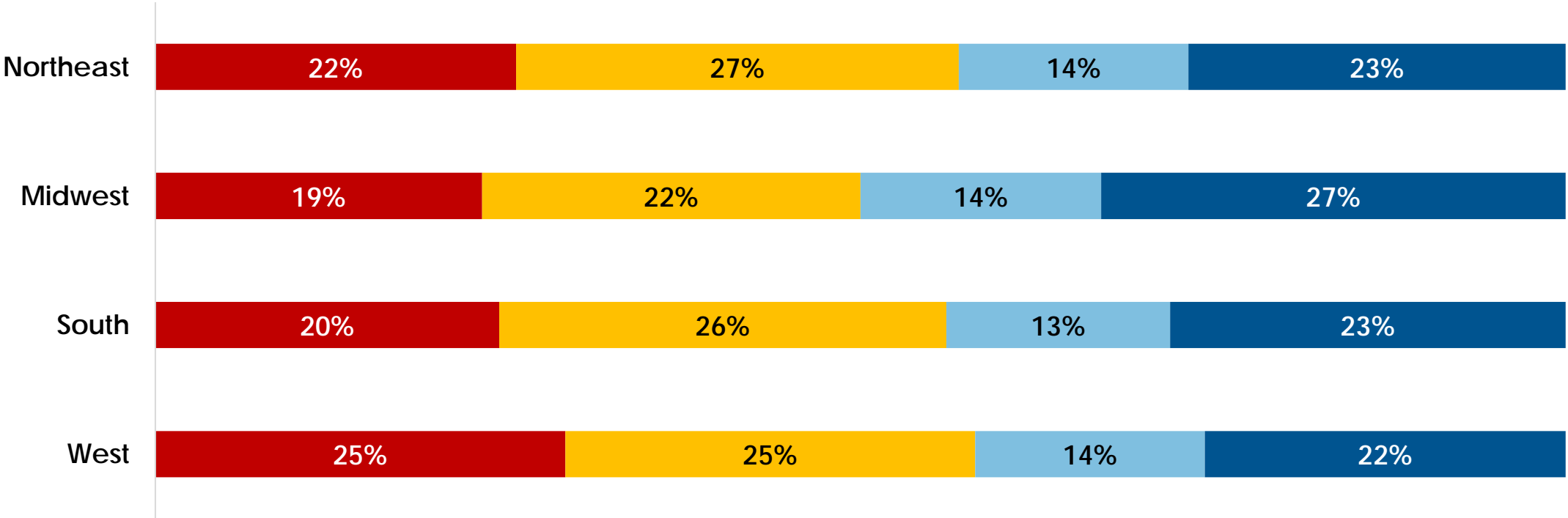


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How much would you say you miss traveling on an airplane during this time of virus-related restrictions?

By Region

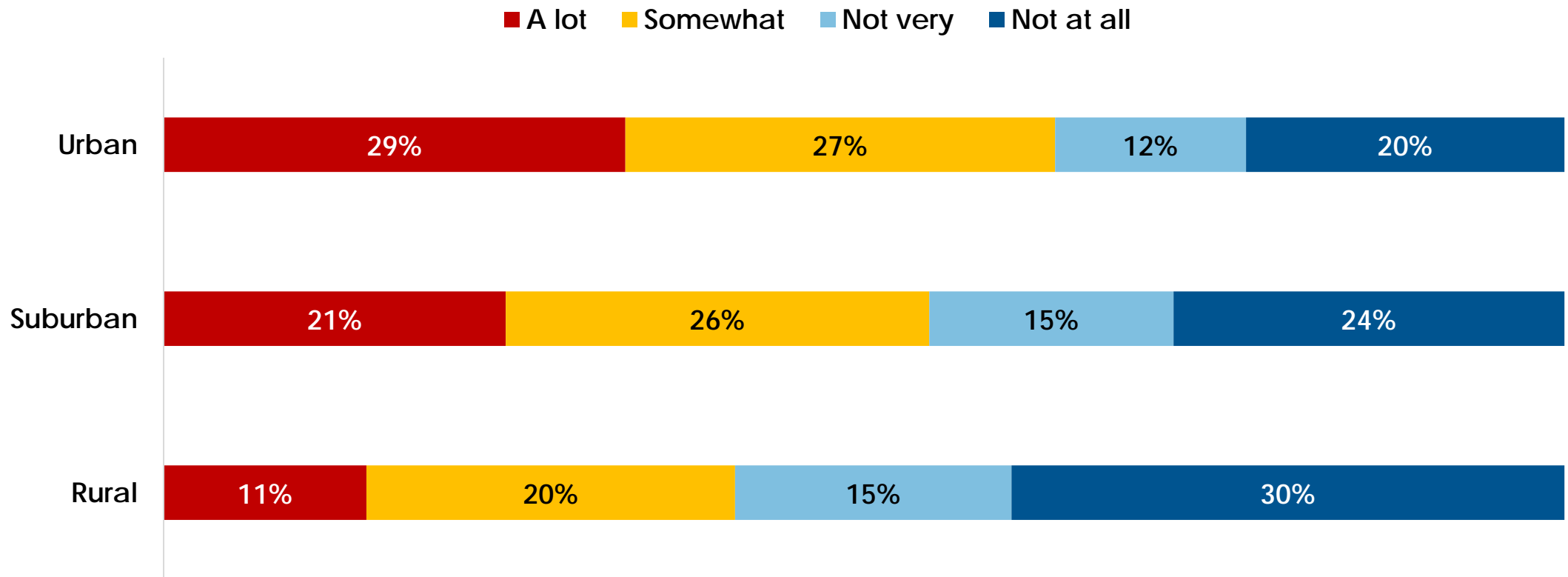
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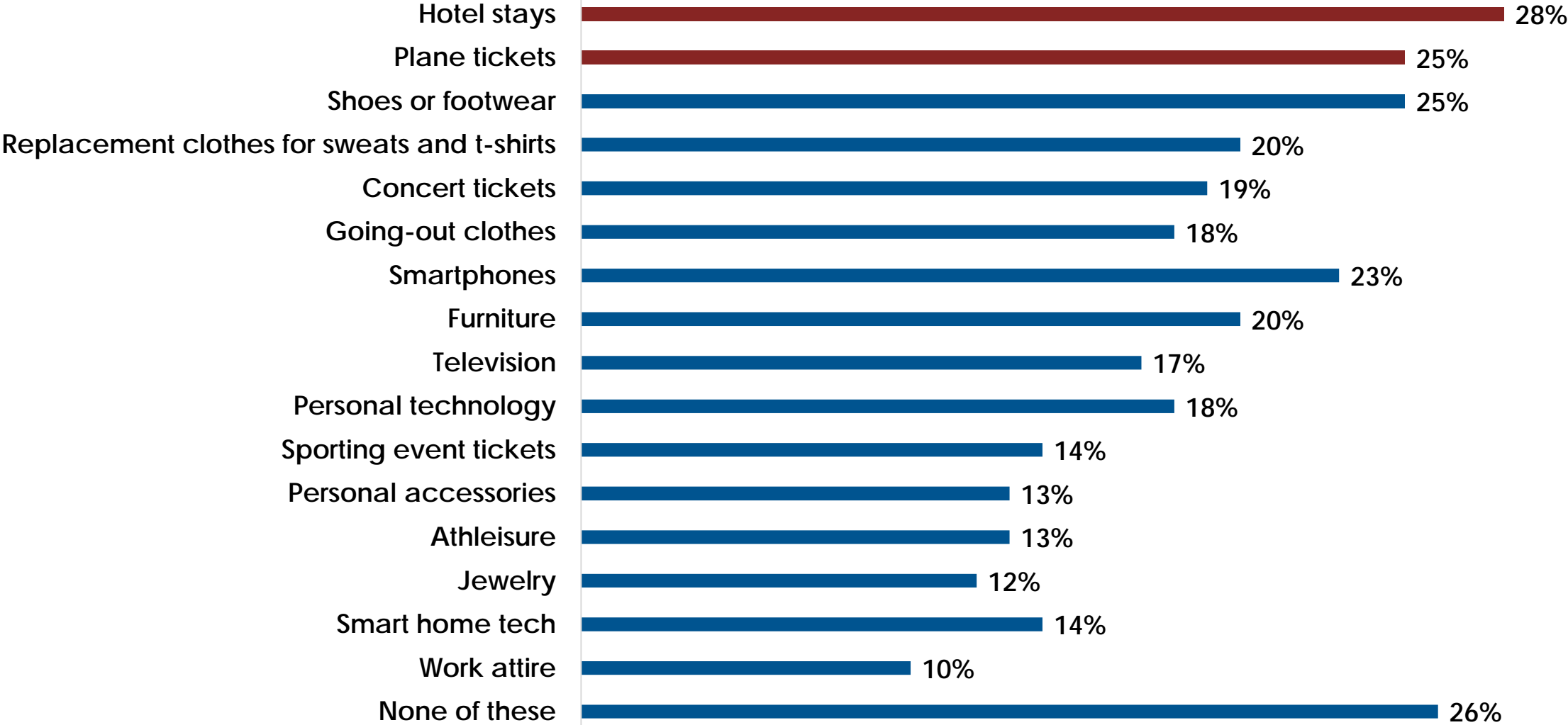
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By Urbanicity



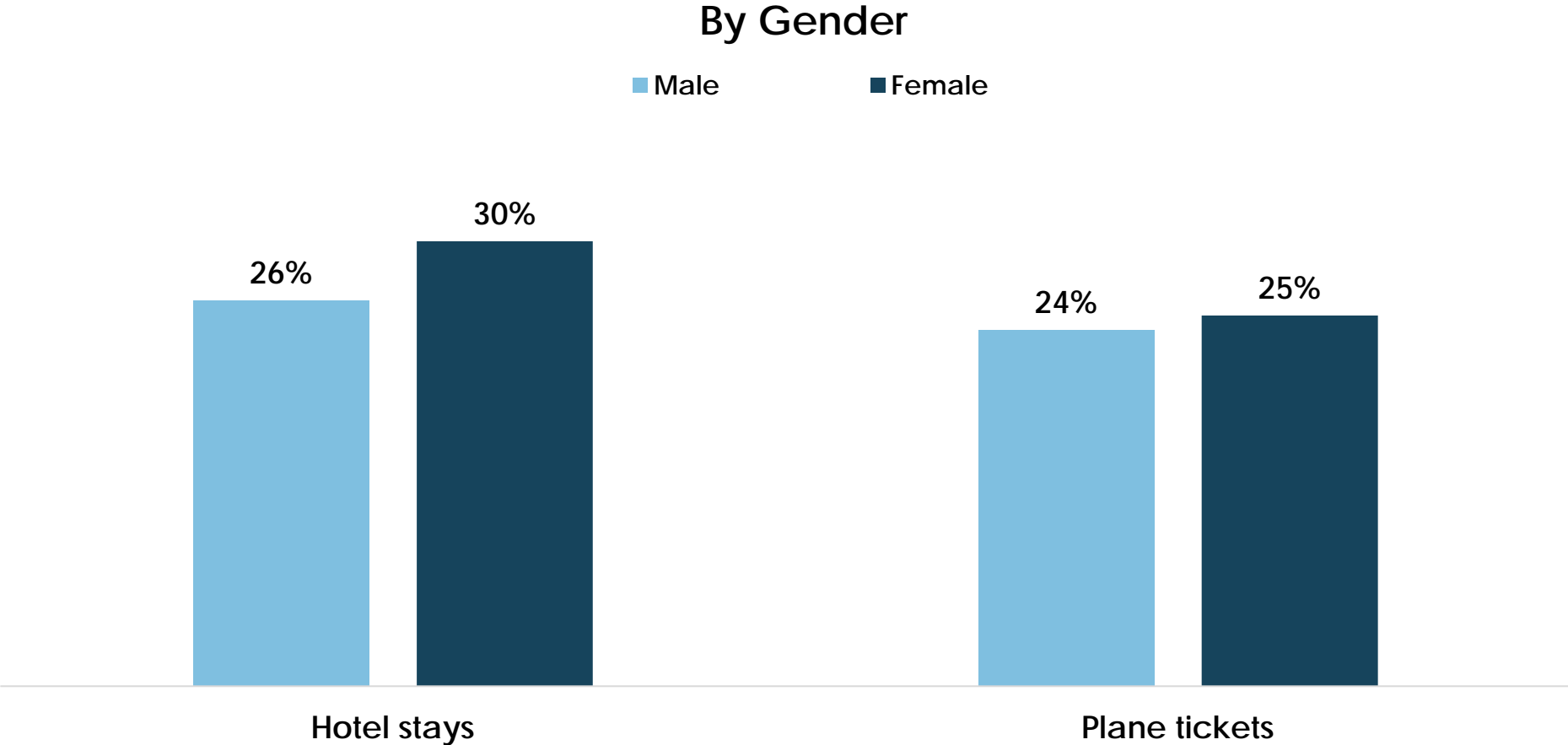
Source: HVCB analysis of Harris Poll COVID-19 Wave 98 (January 7 - January 9, 2022)

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



Source: HVCB analysis of Harris Poll COVID-19 Wave 98 (January 7 - January 9, 2022)

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

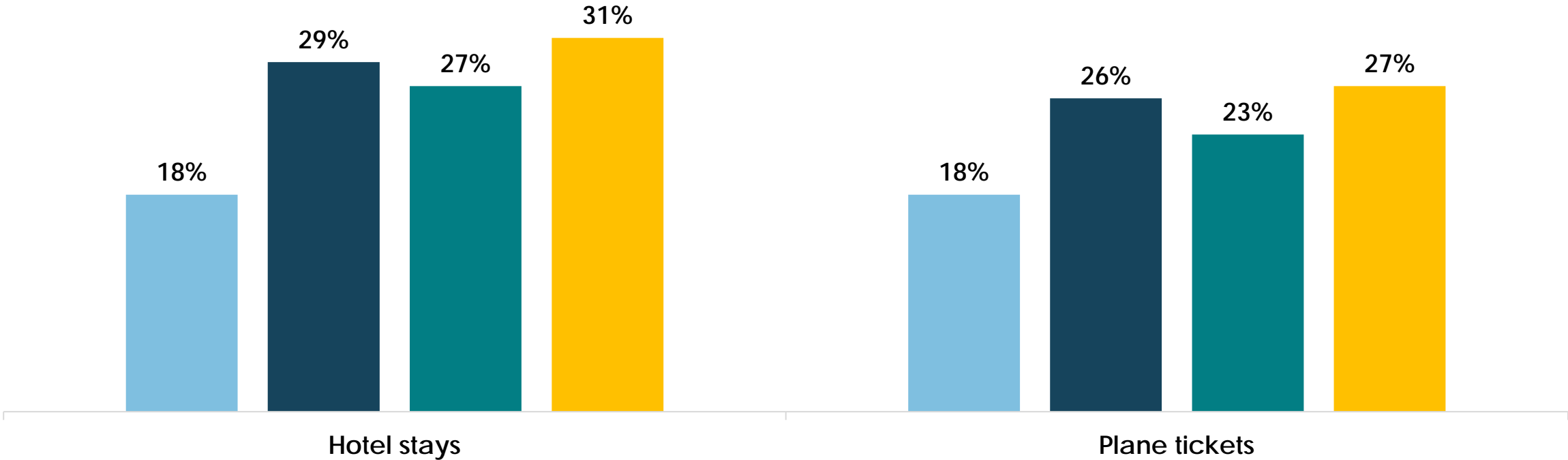


Source: HVCB analysis of Harris Poll COVID-19 Wave 98 (January 7 - January 9, 2022)

Boomers are most likely to purchase travel post-COVID

By Age

■ Gen Z ■ Millennials ■ Gen X ■ Boomer+

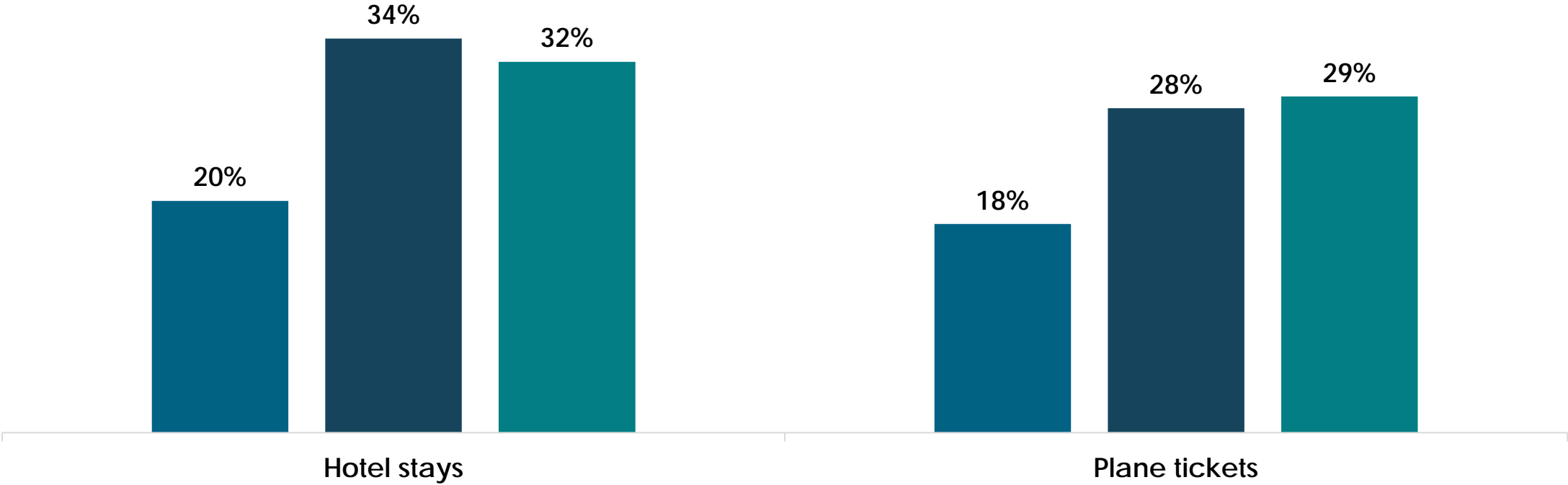


Source: HVCB analysis of Harris Poll COVID-19 Wave 98 (January 7 - January 9, 2022)

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

By Income

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

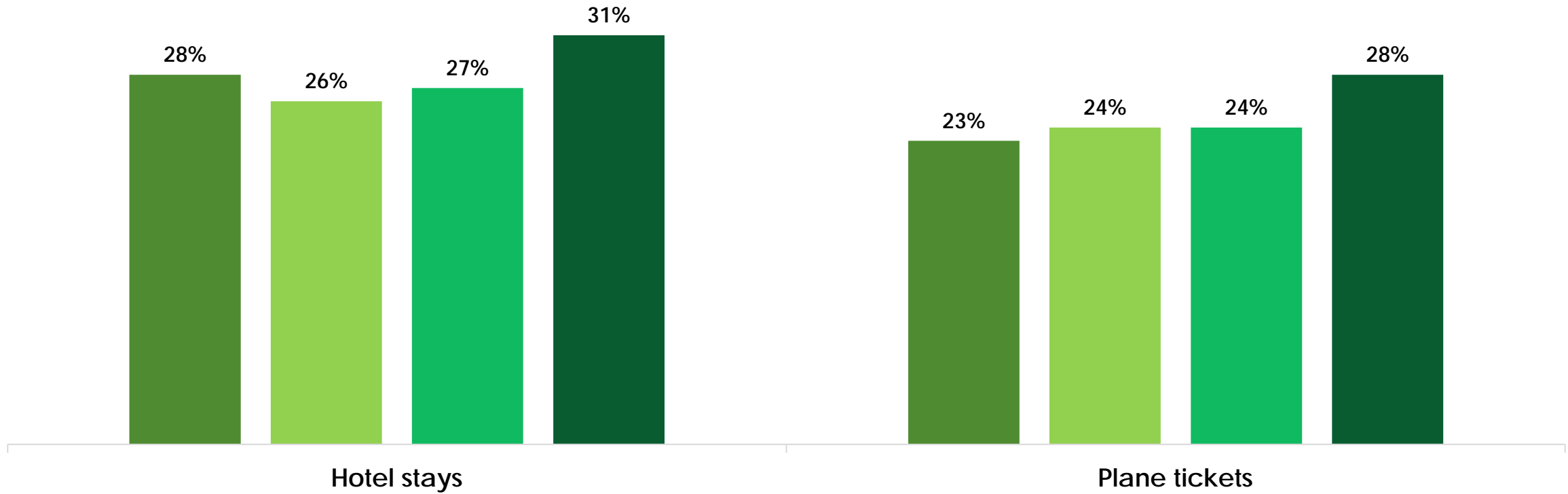


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Post-COVID, respondents in the West are most likely to purchase travel

By Region

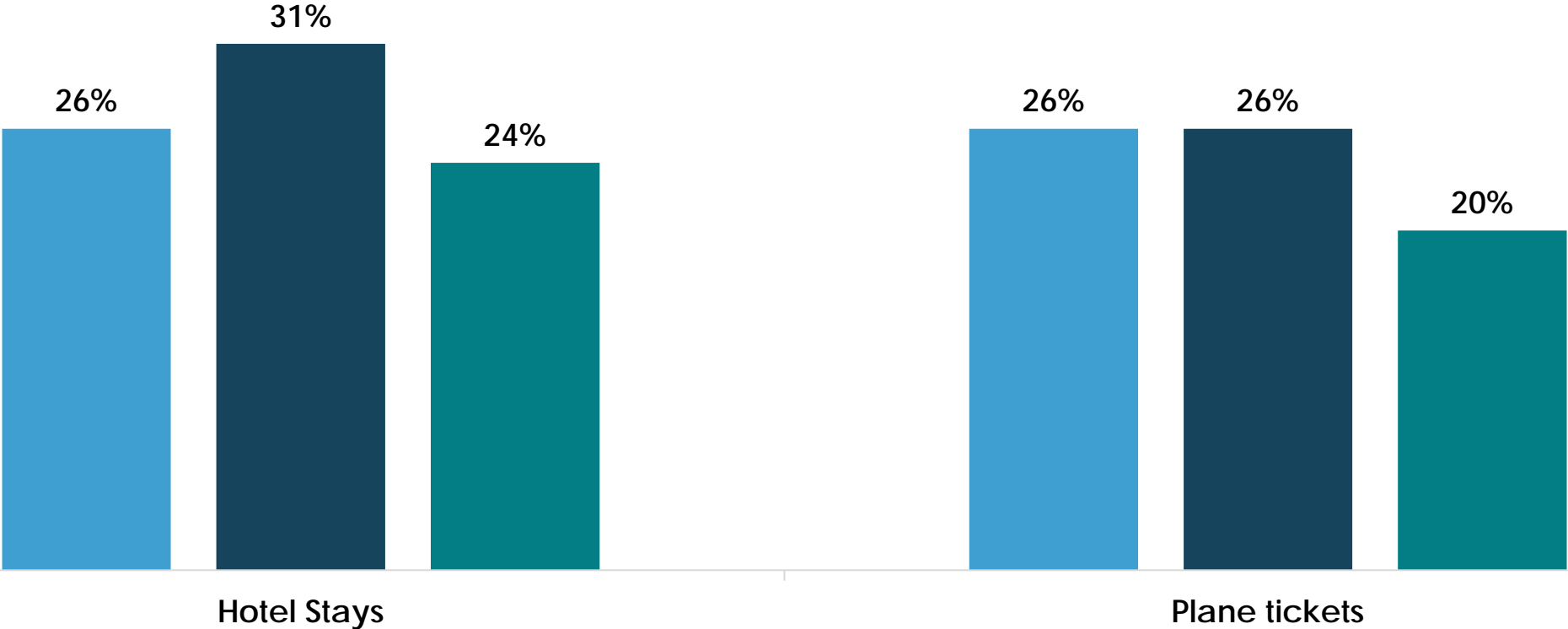
■ Northeast ■ Midwest ■ South ■ West



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

By Urbanicity

■ Urban ■ Suburban ■ Rural



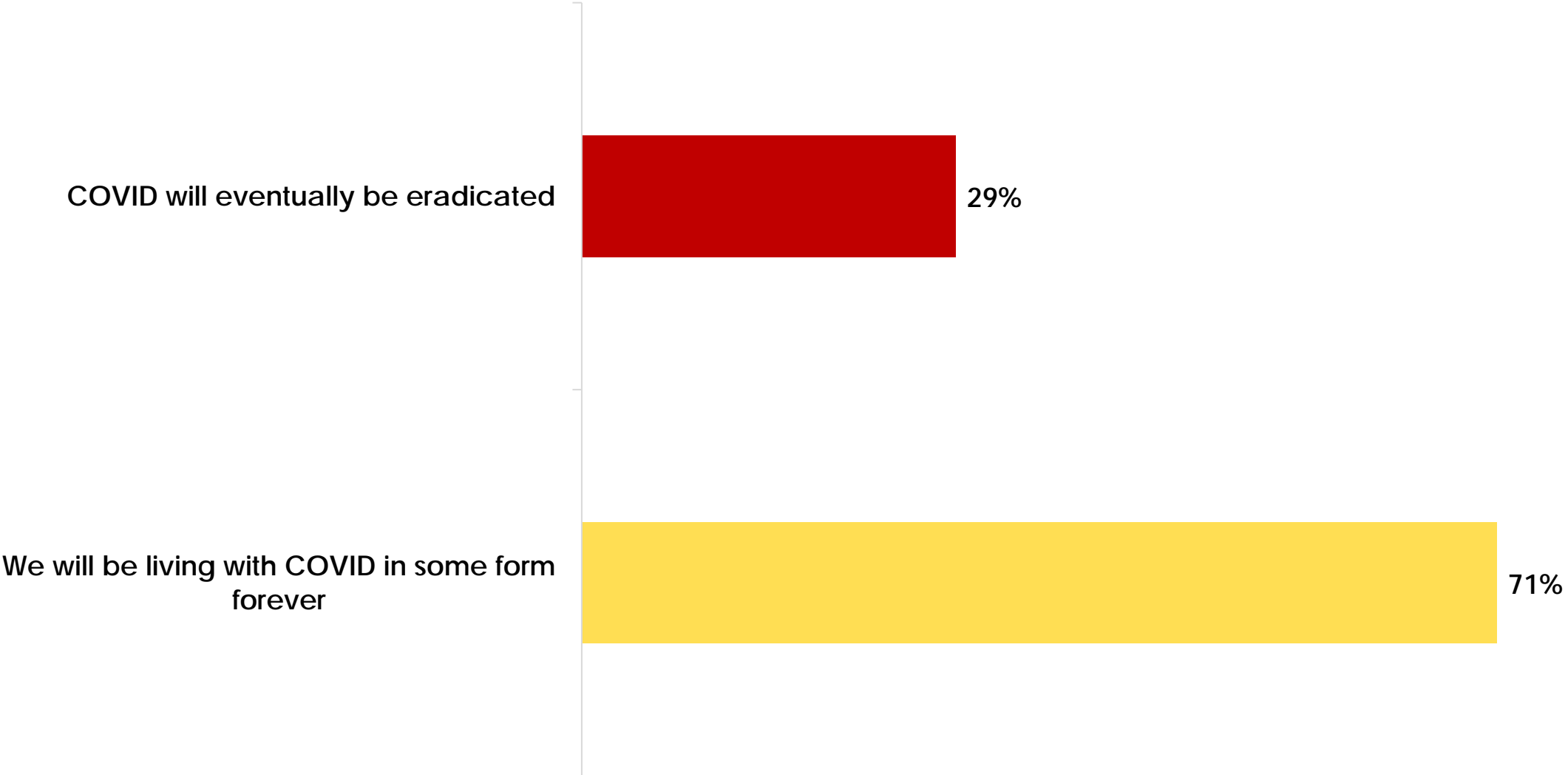
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Impact of Coronavirus



Do you believe that the virus is now a part of daily life and last in some form, or do you think it will eventually be eradicated and no longer a cause of concern?

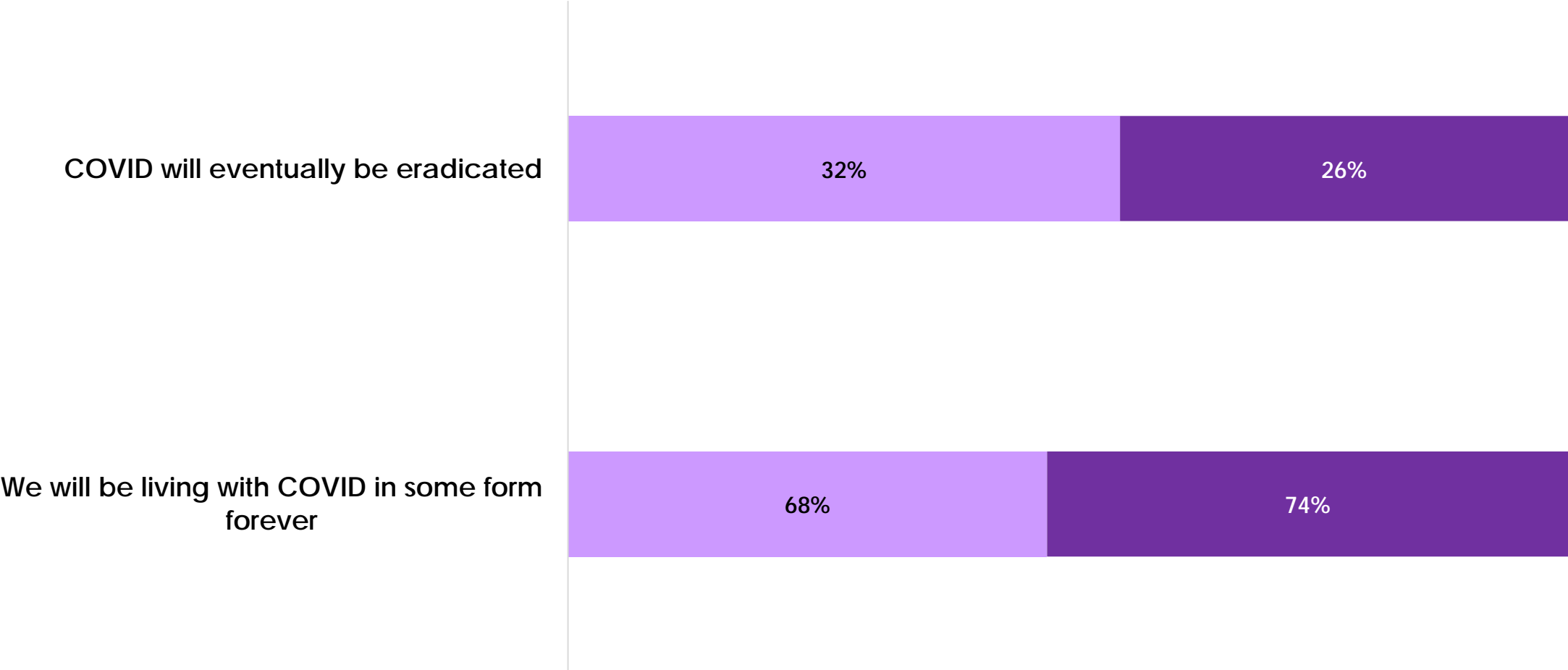


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By Gender

■ Male ■ Female

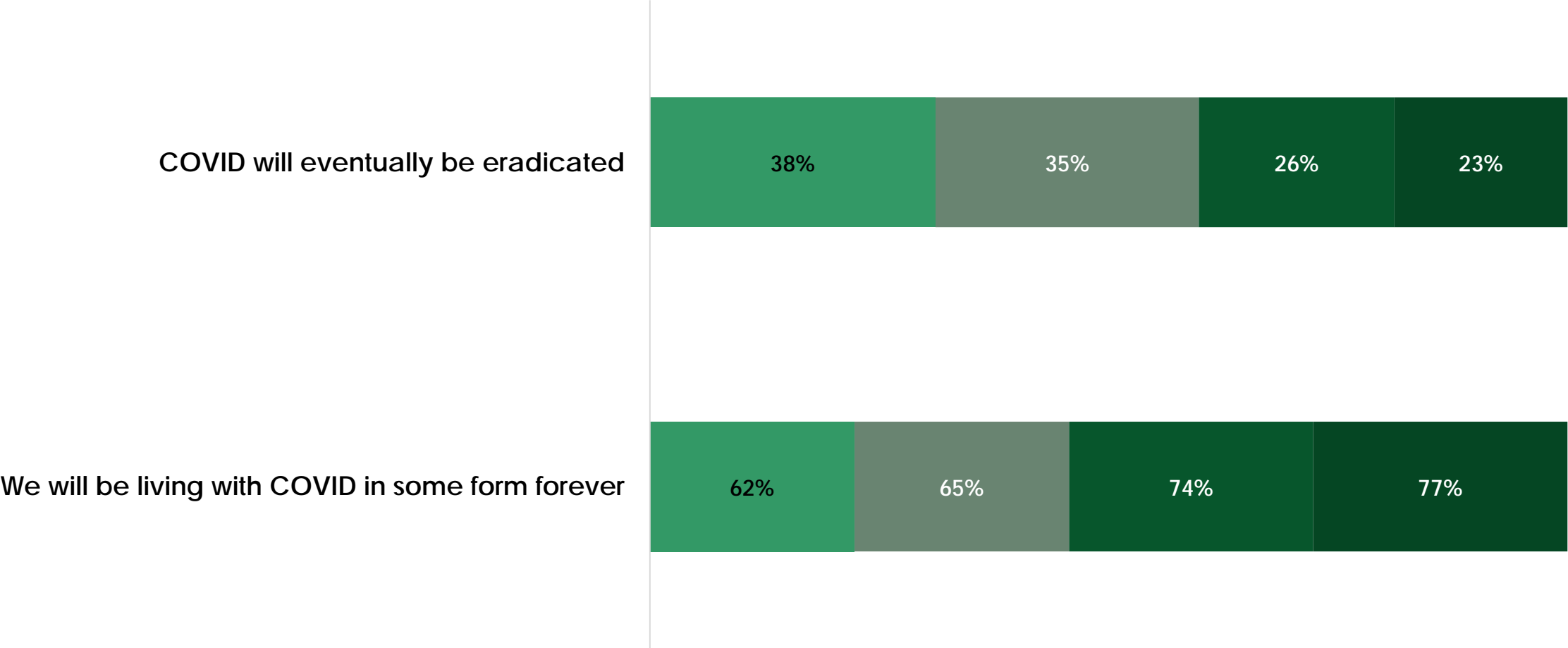


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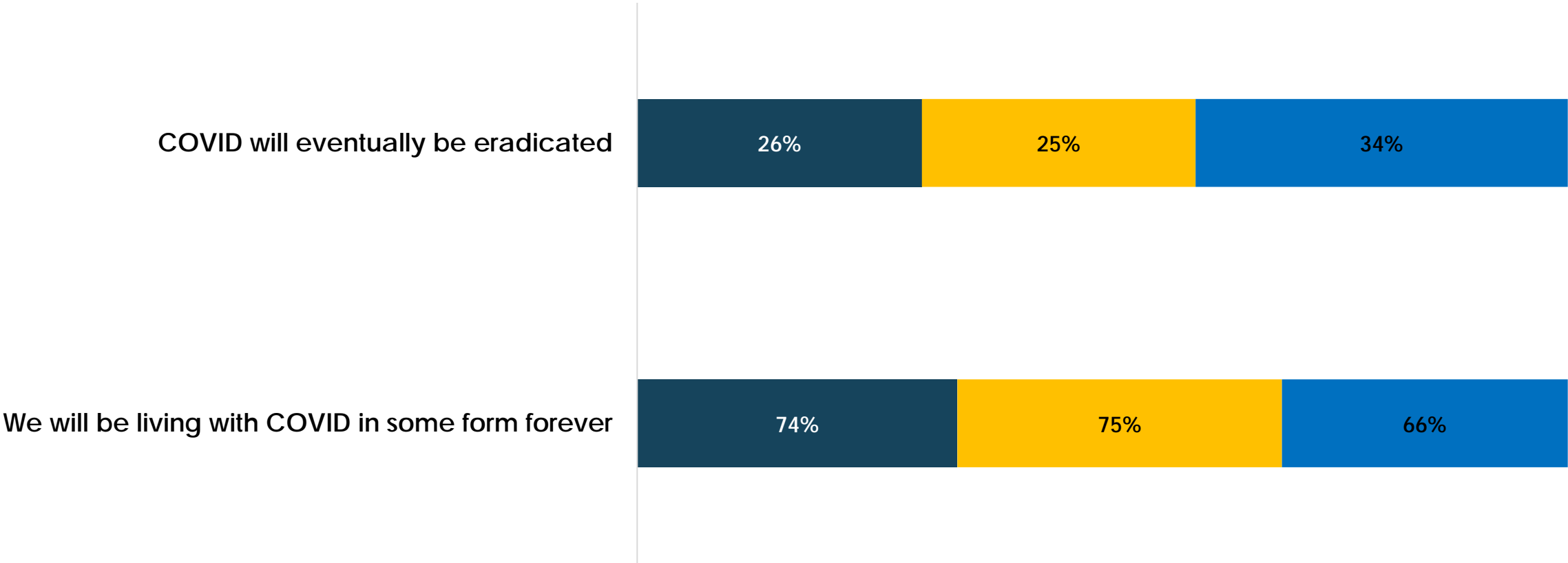


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Do you believe that the virus is now a part of daily life and last in some form, or do you think it will eventually be eradicated and no longer a cause of concern?

By Income

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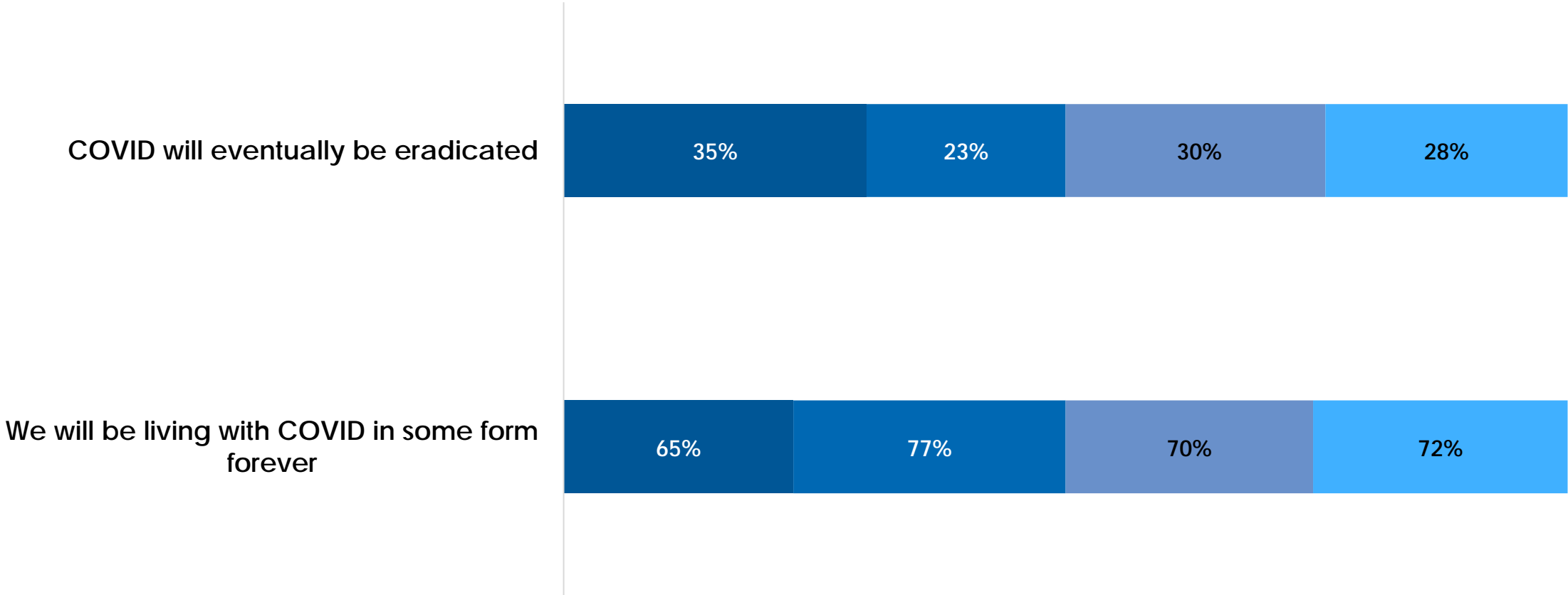


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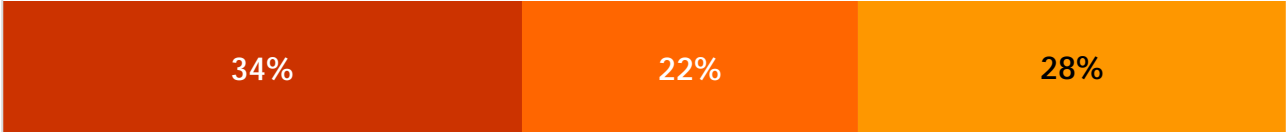
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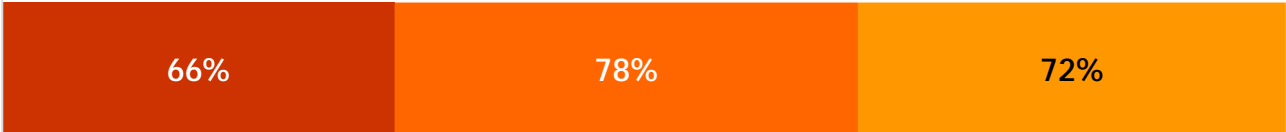
By Urbanicity

Urban Rural Suburban

Having received a booster at least six months after initial Moderna/Pfizer vaccination or at least two months after J & J

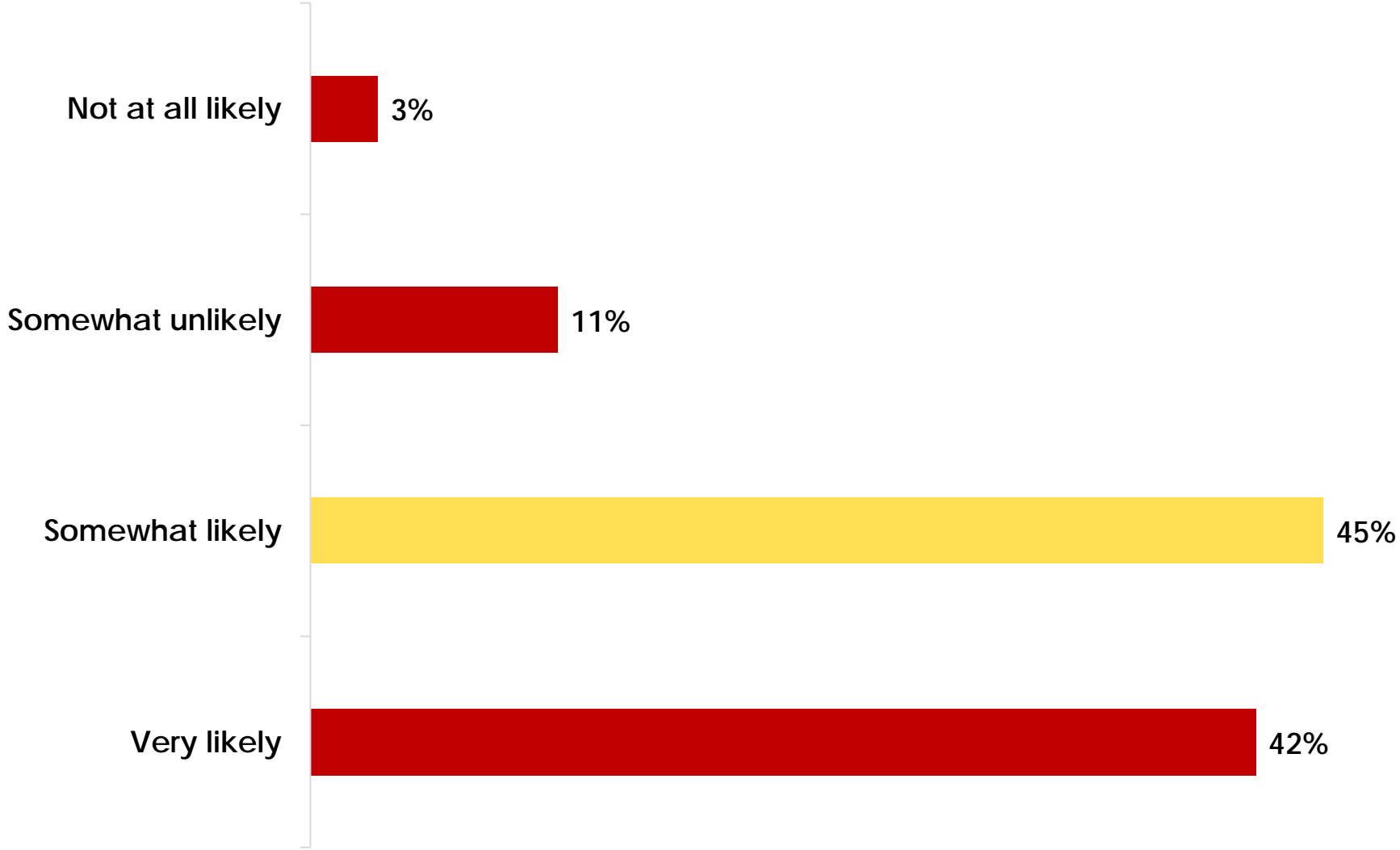


Having received two shots of Moderna/Pfizer or one shot of J & J



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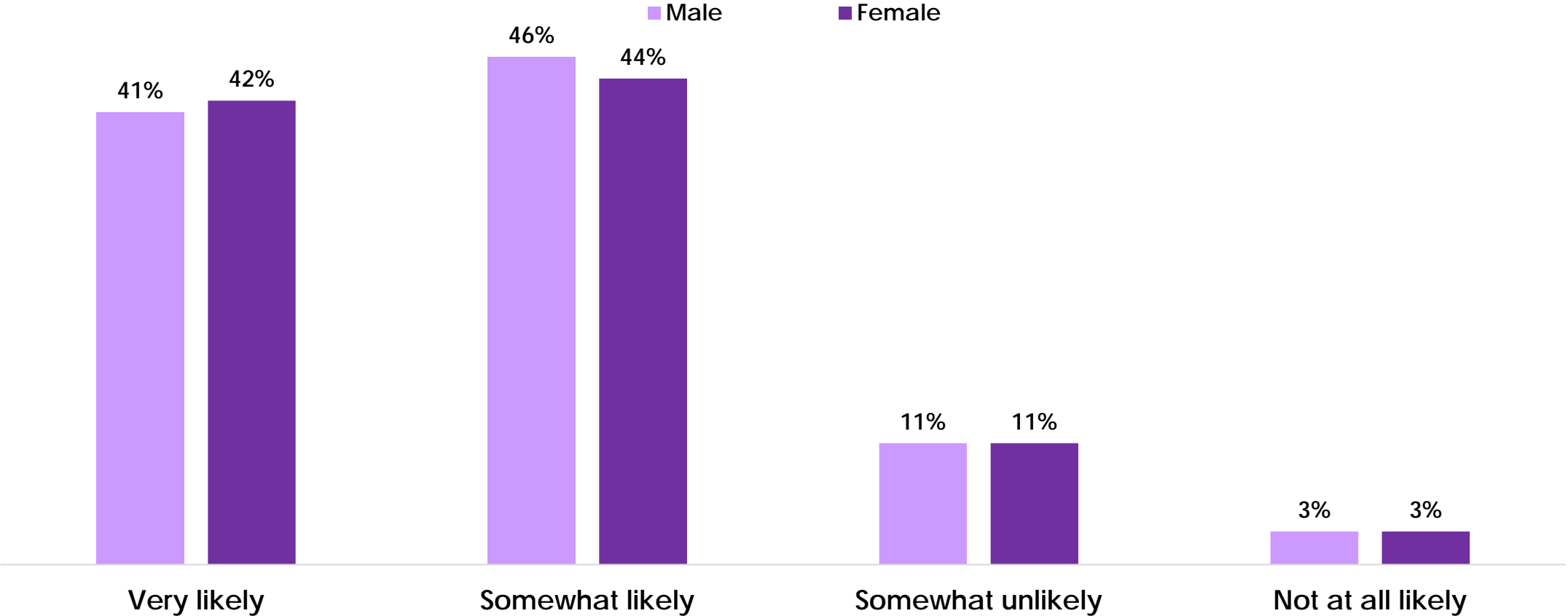
Do you believe another serious variant, like Delta and Omicron, will surface in the U.S. in 2022?



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Do you believe another serious variant, like Delta and Omicron, will surface in the U.S. in 2022?

By Gender

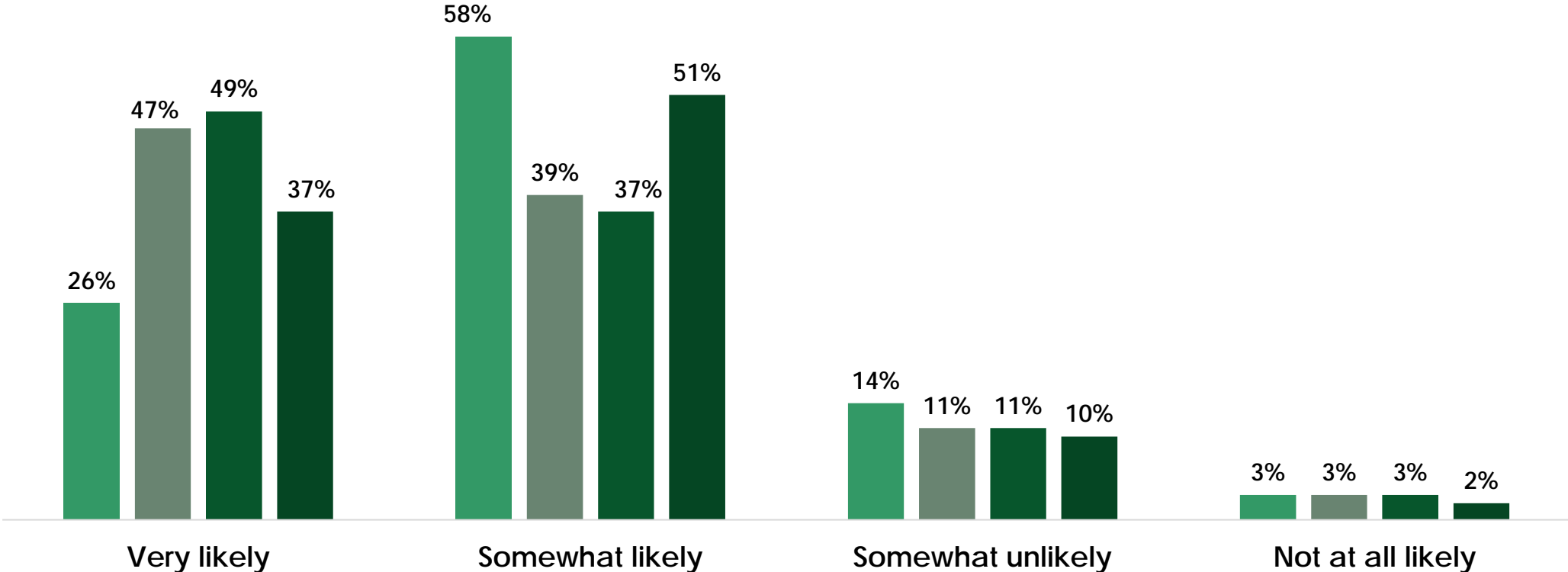


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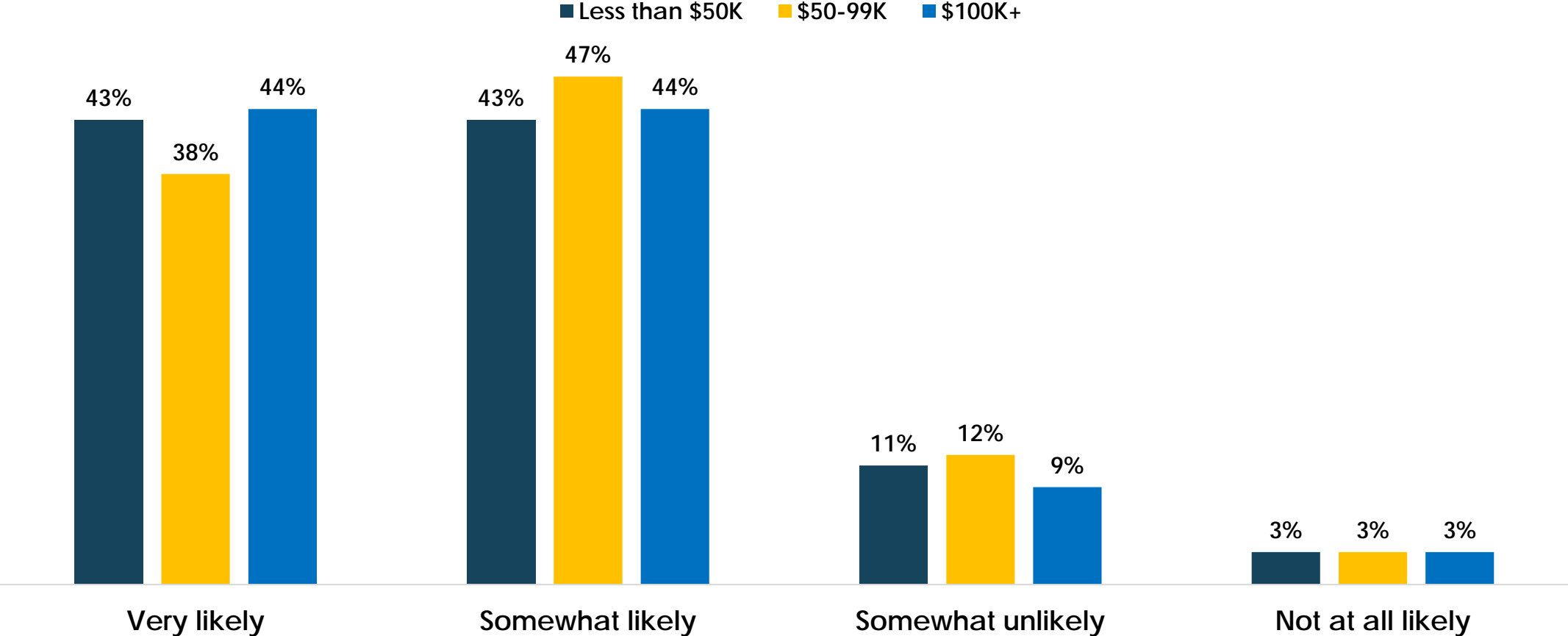
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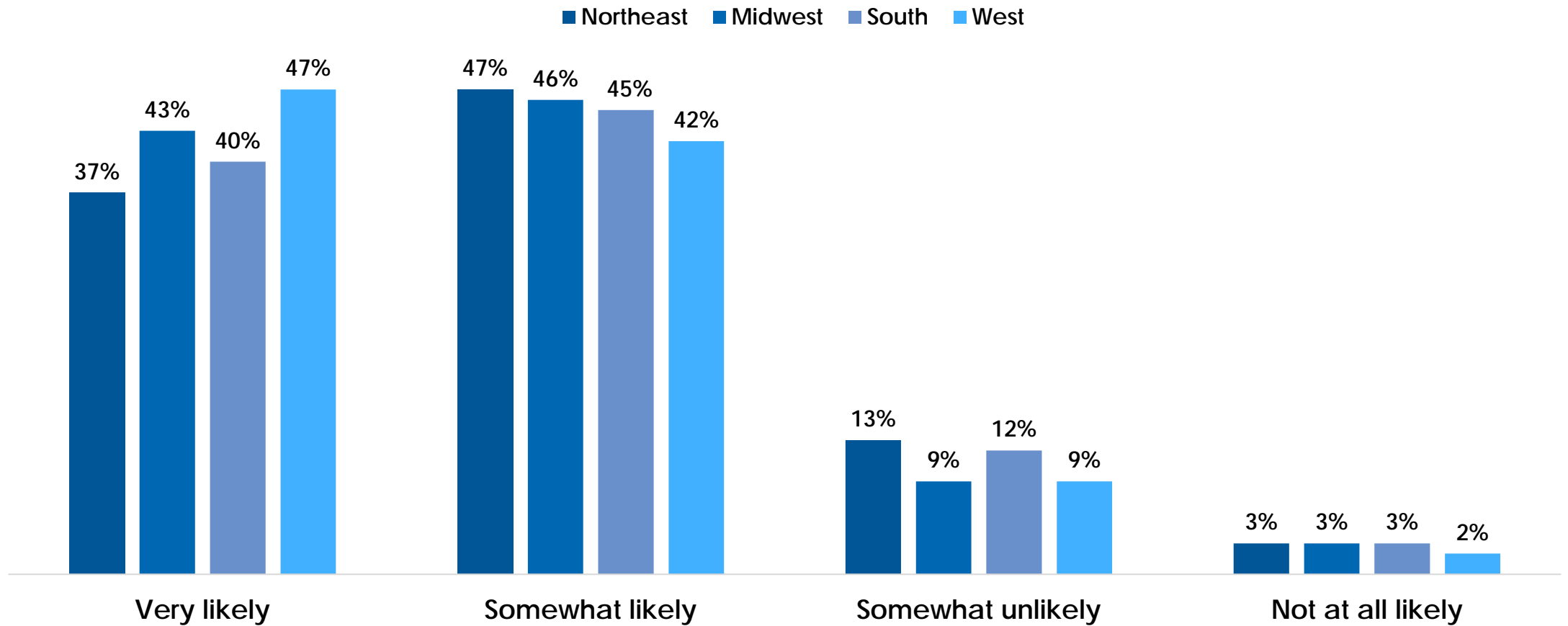
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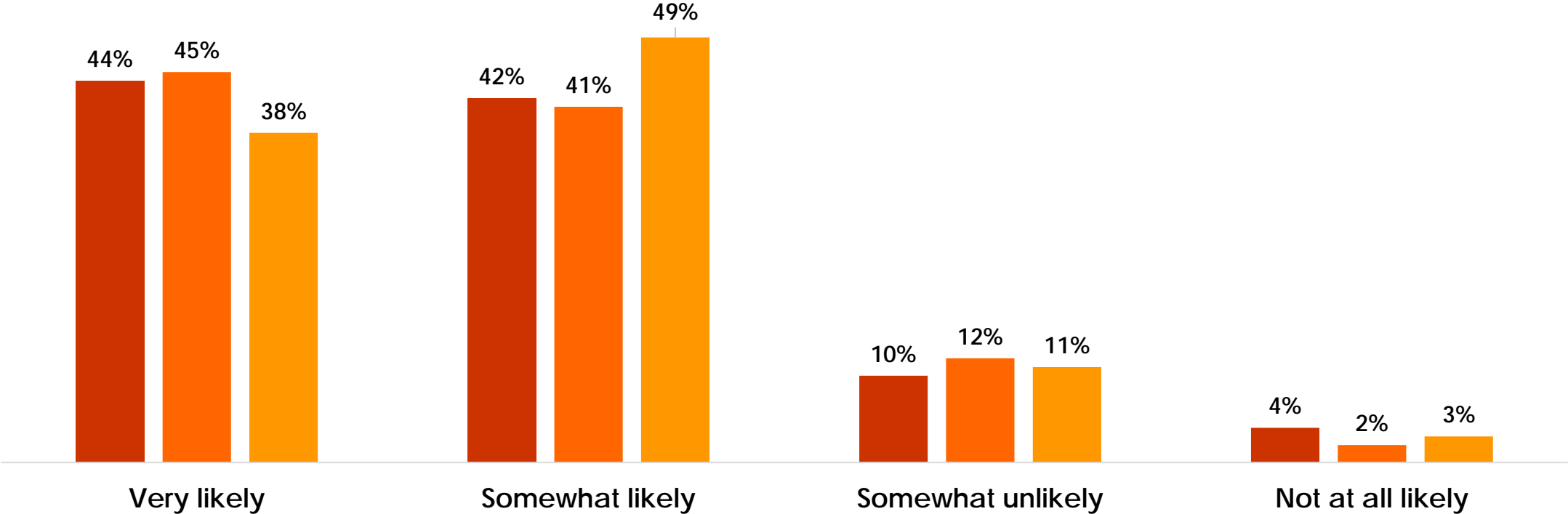
By Region



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By Urbanicity

Urban Rural Suburban



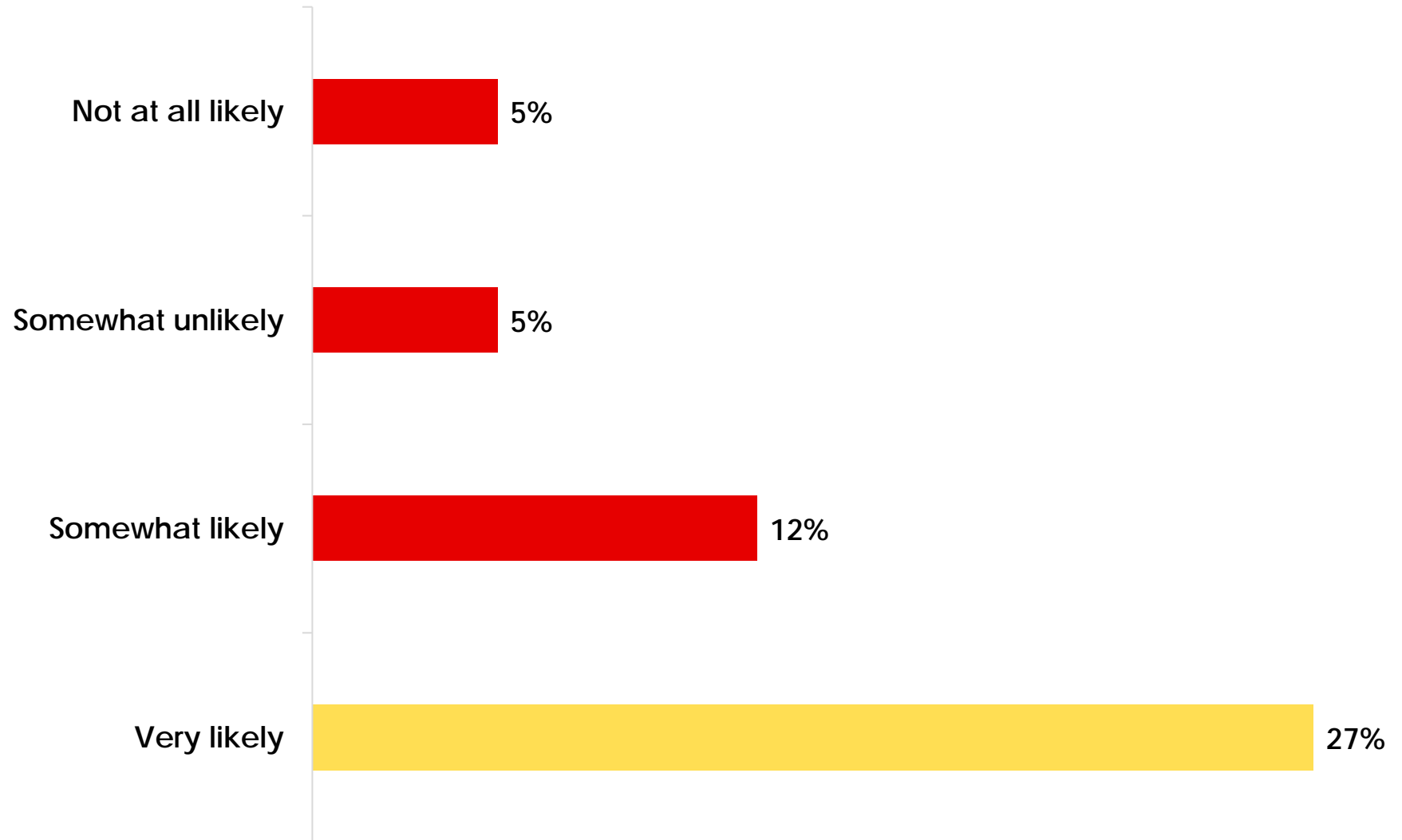
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Impact of Booster Shot

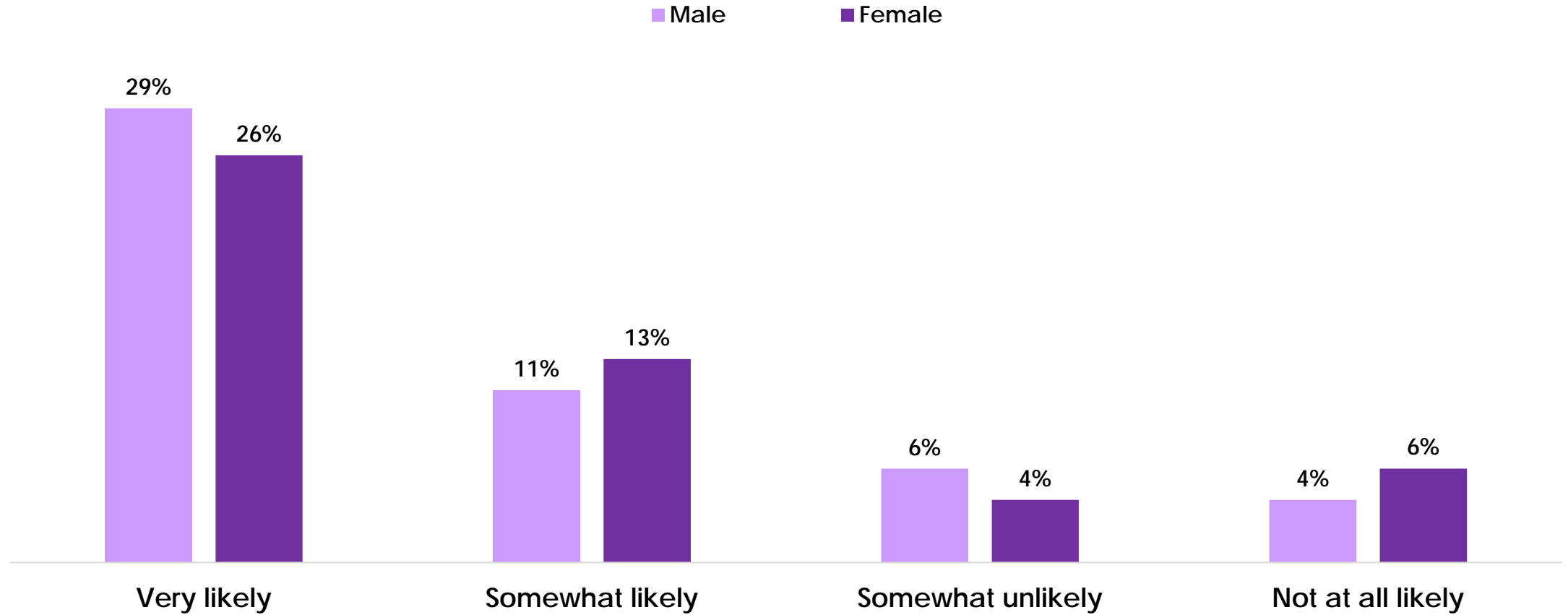


How likely are you to get a COVID-19 booster shot now that it is available to you?



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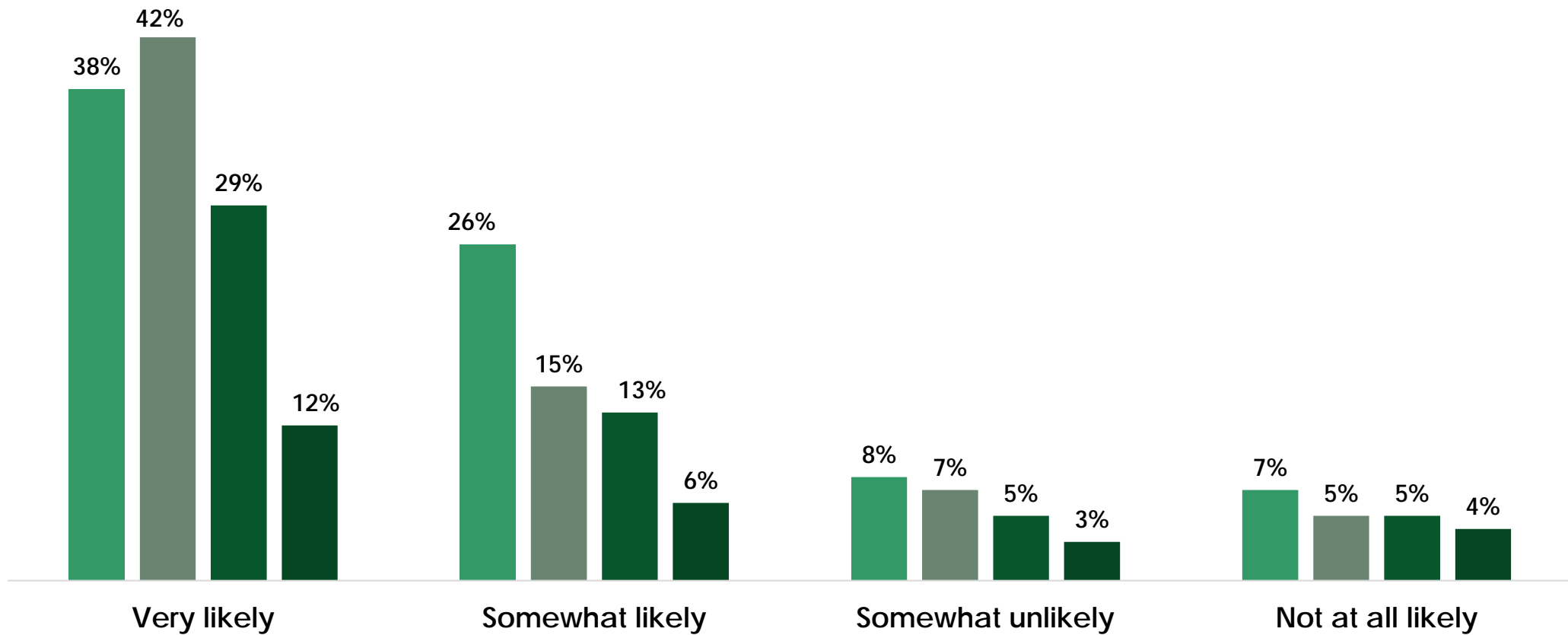
By Gender



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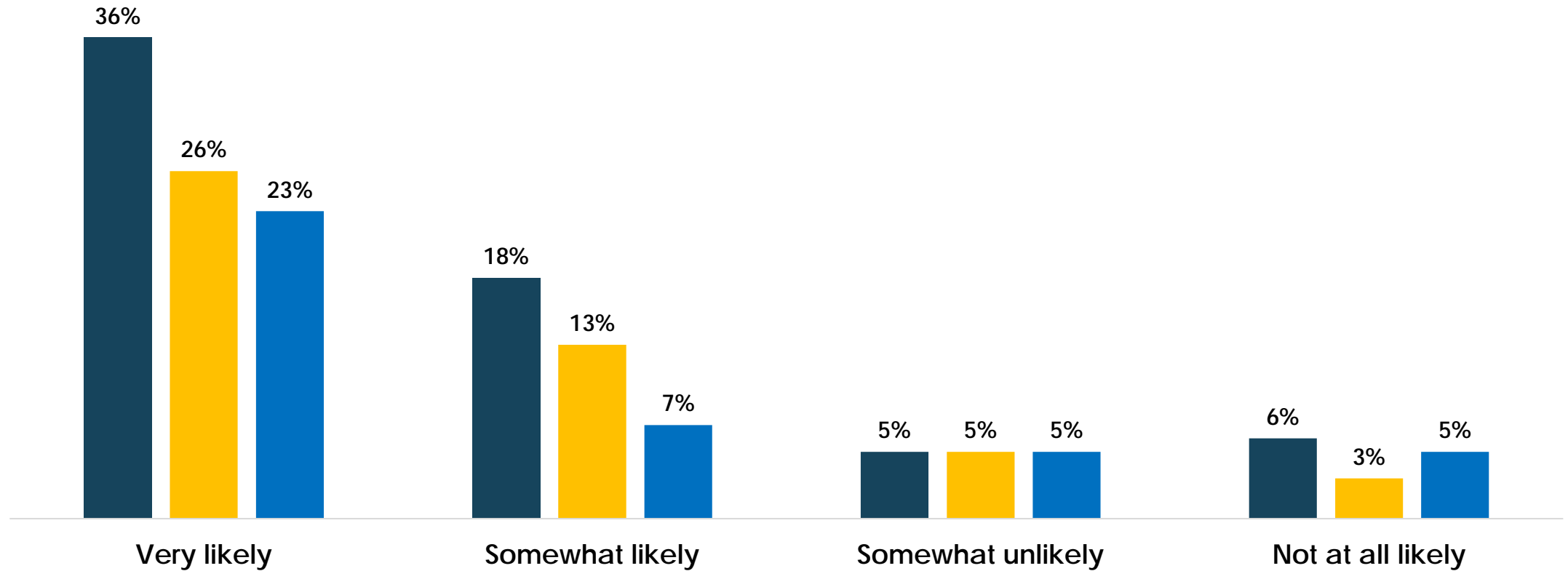
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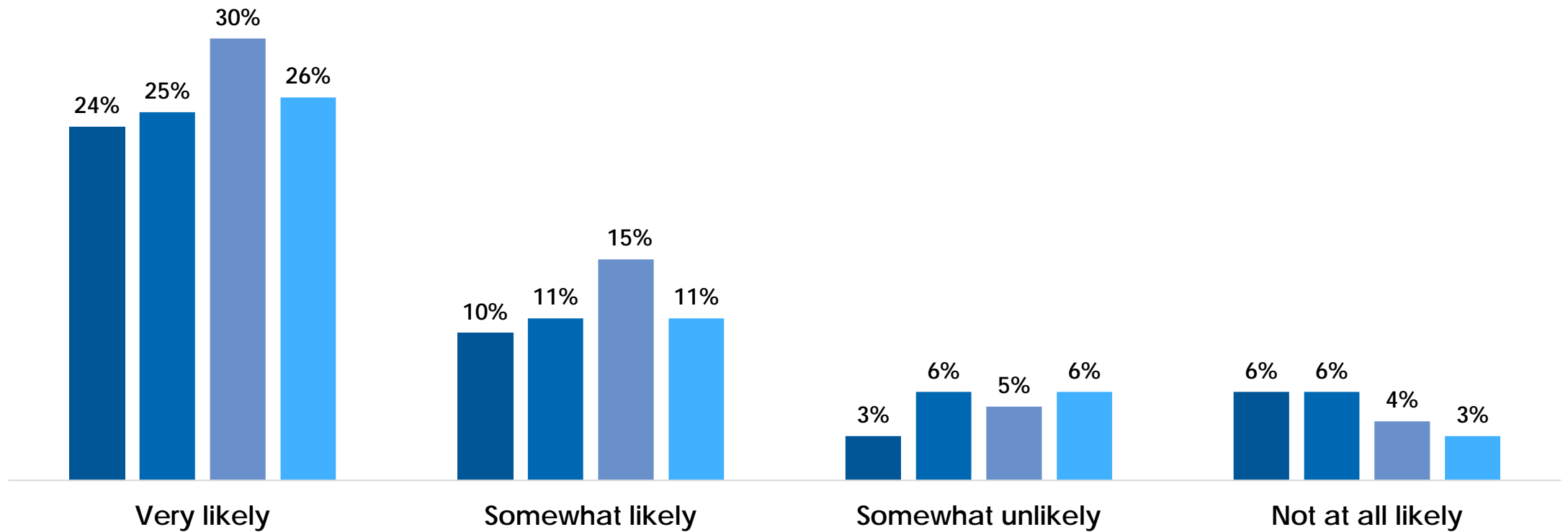
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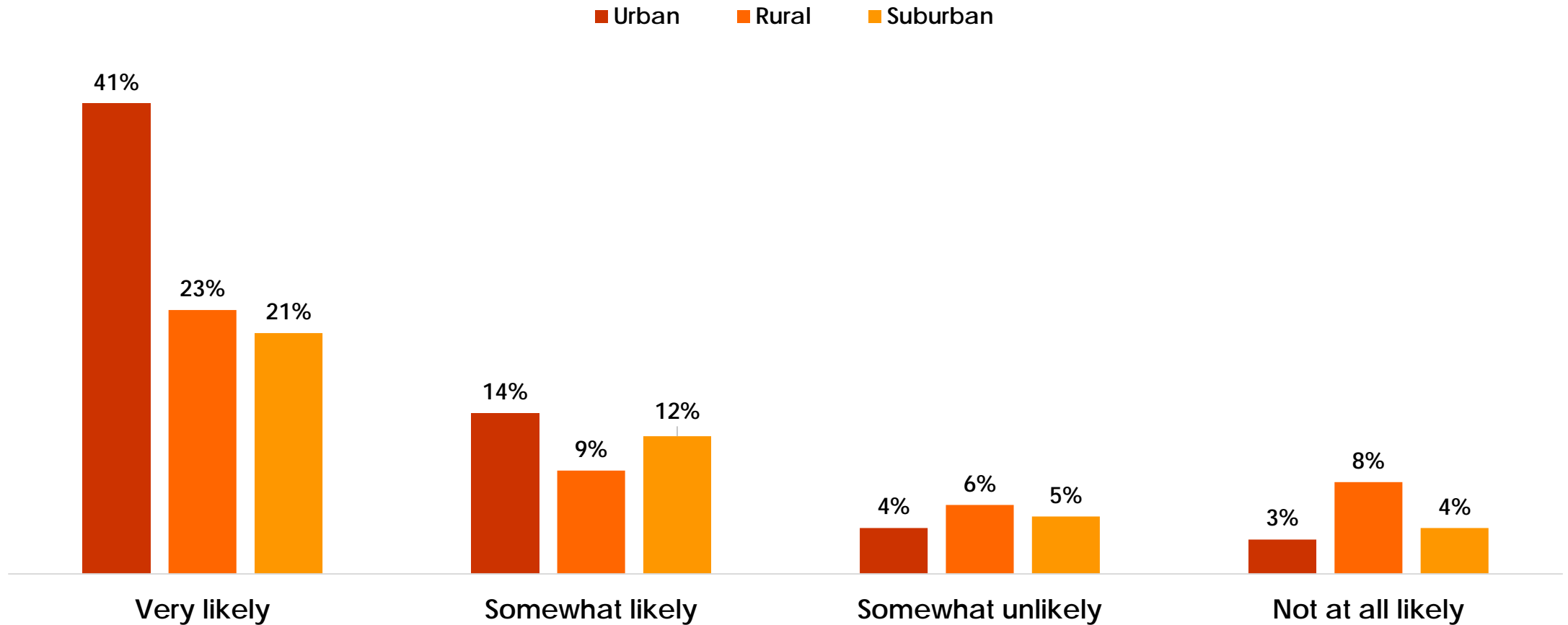
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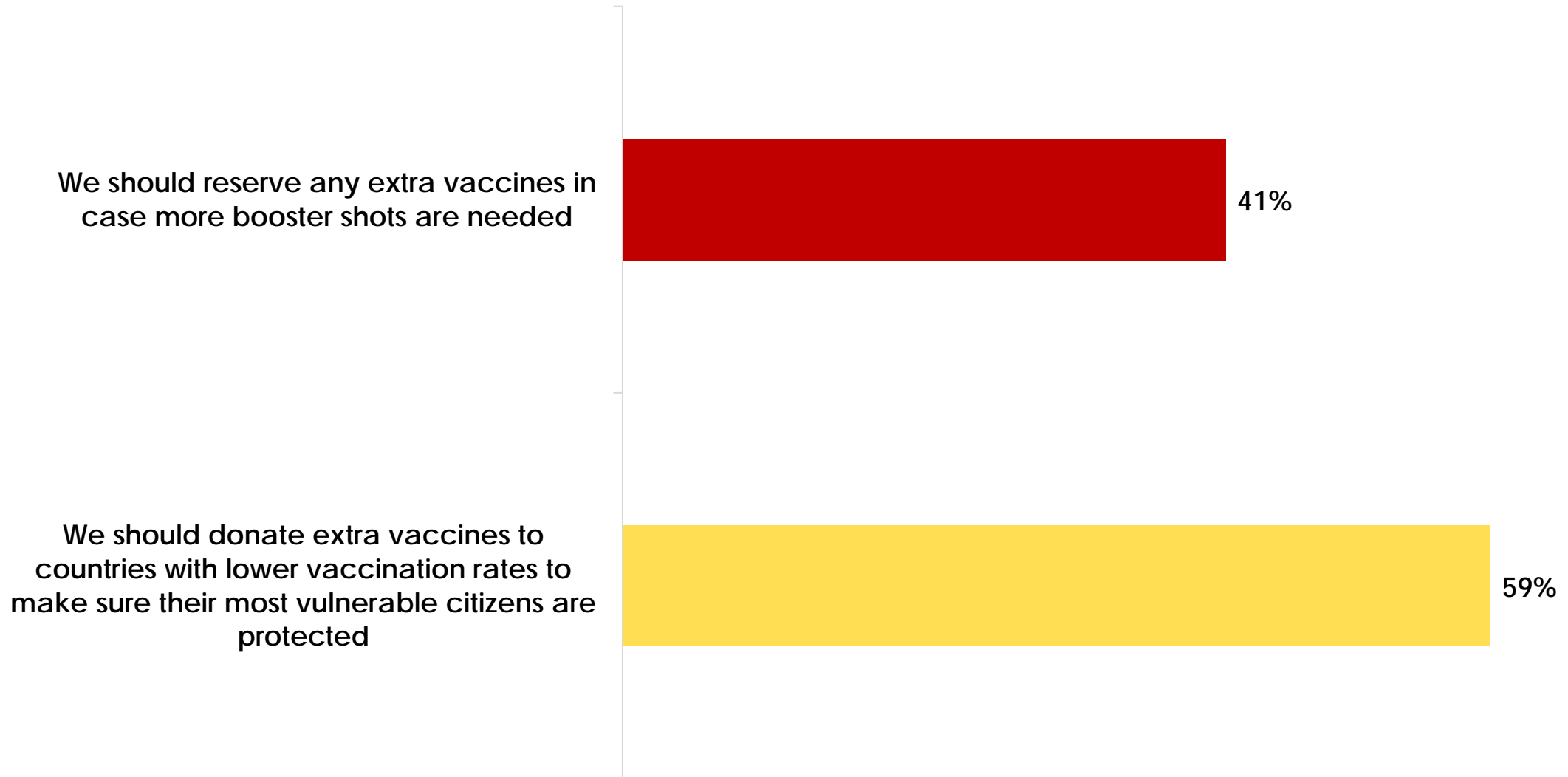


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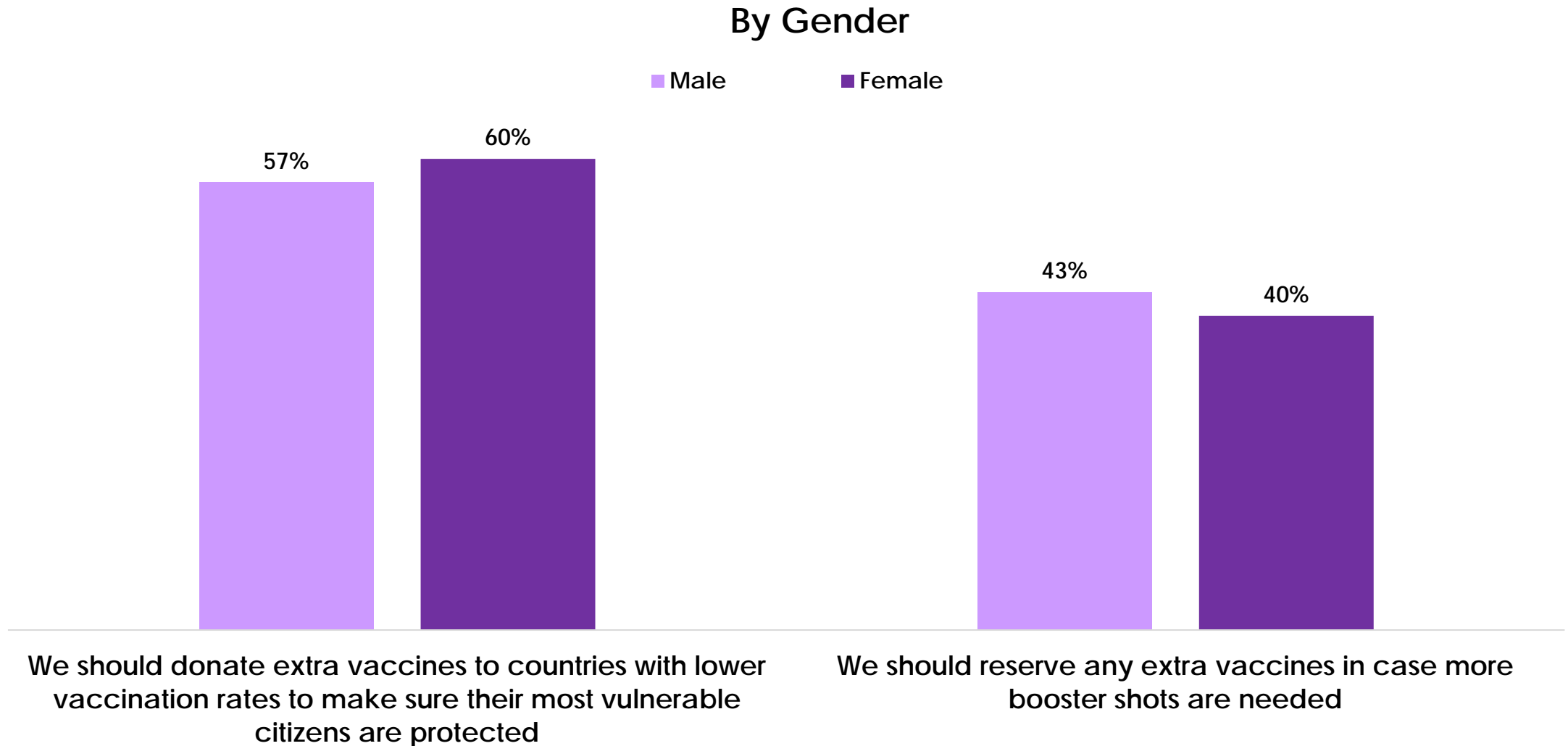
By Urbanicity



Which of the following statements comes closer to your point of view for how the U.S. should use the remaining supply of COVID-19 vaccines and boosters?



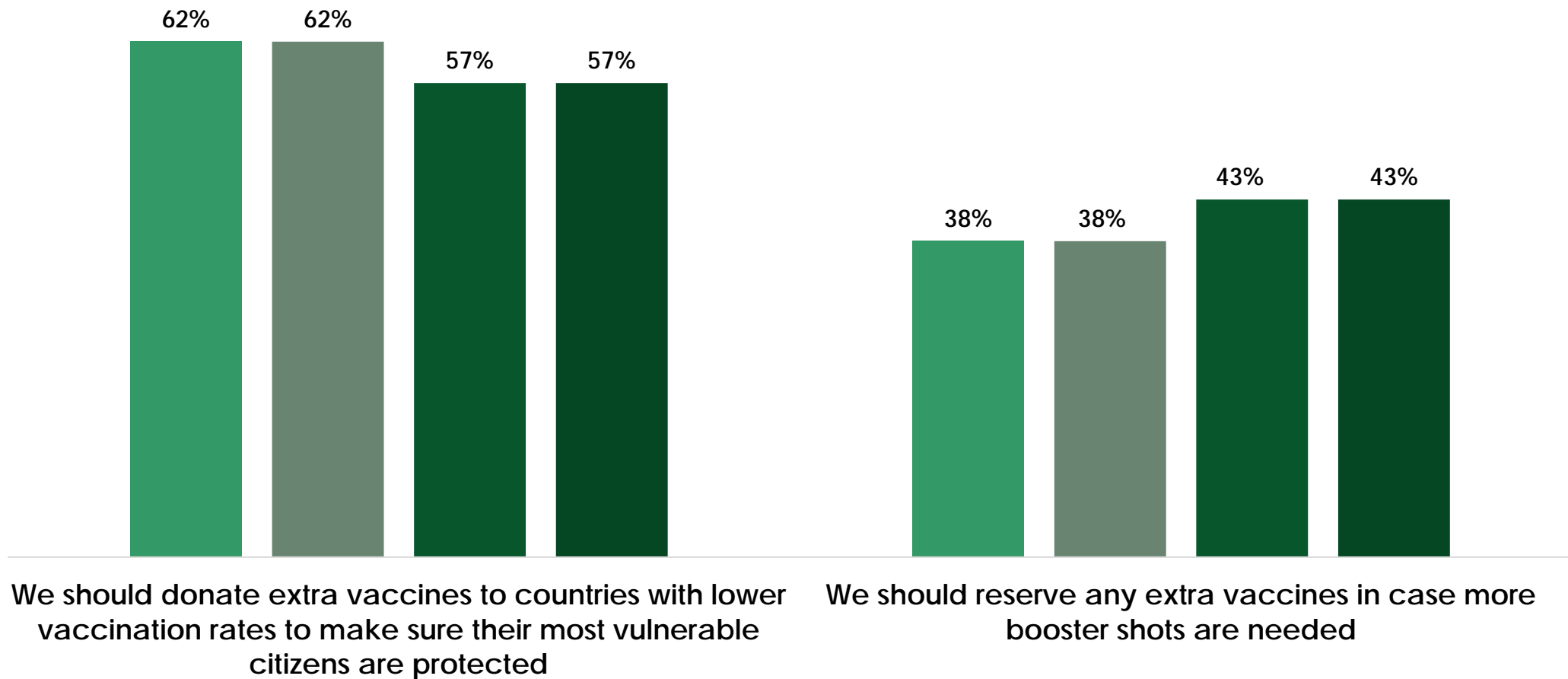
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By Age

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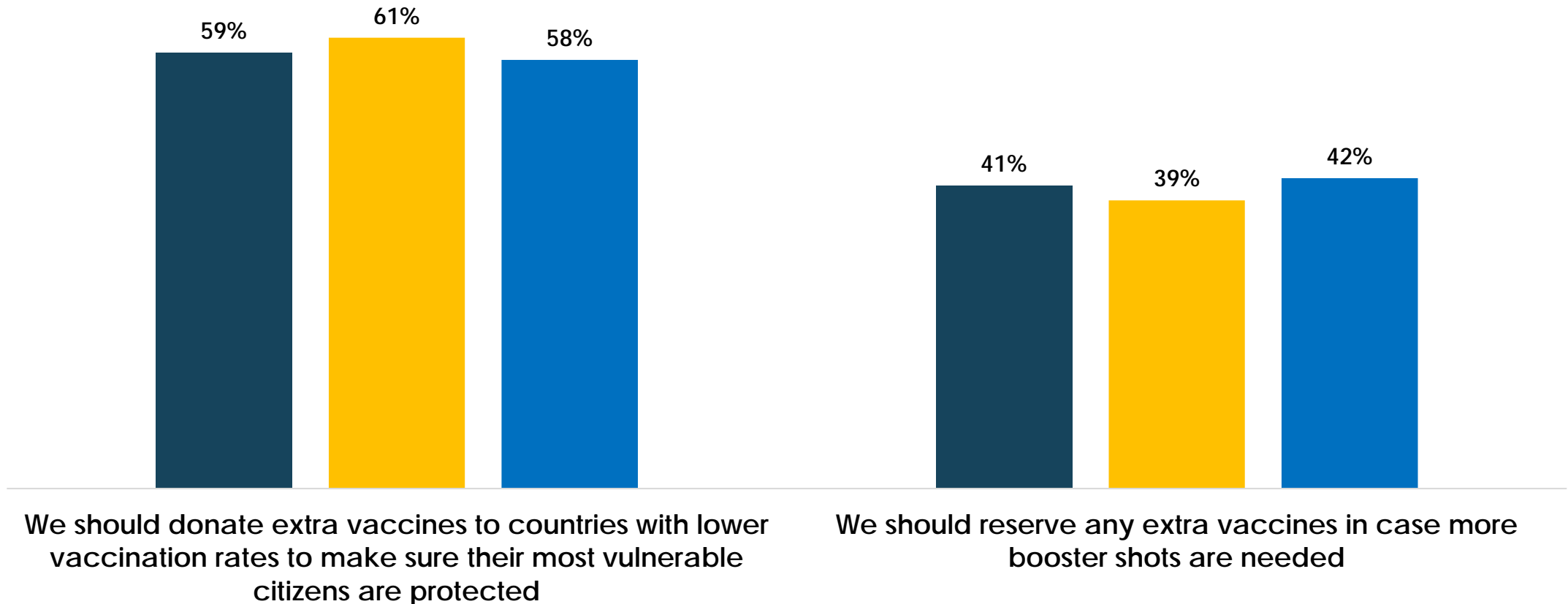


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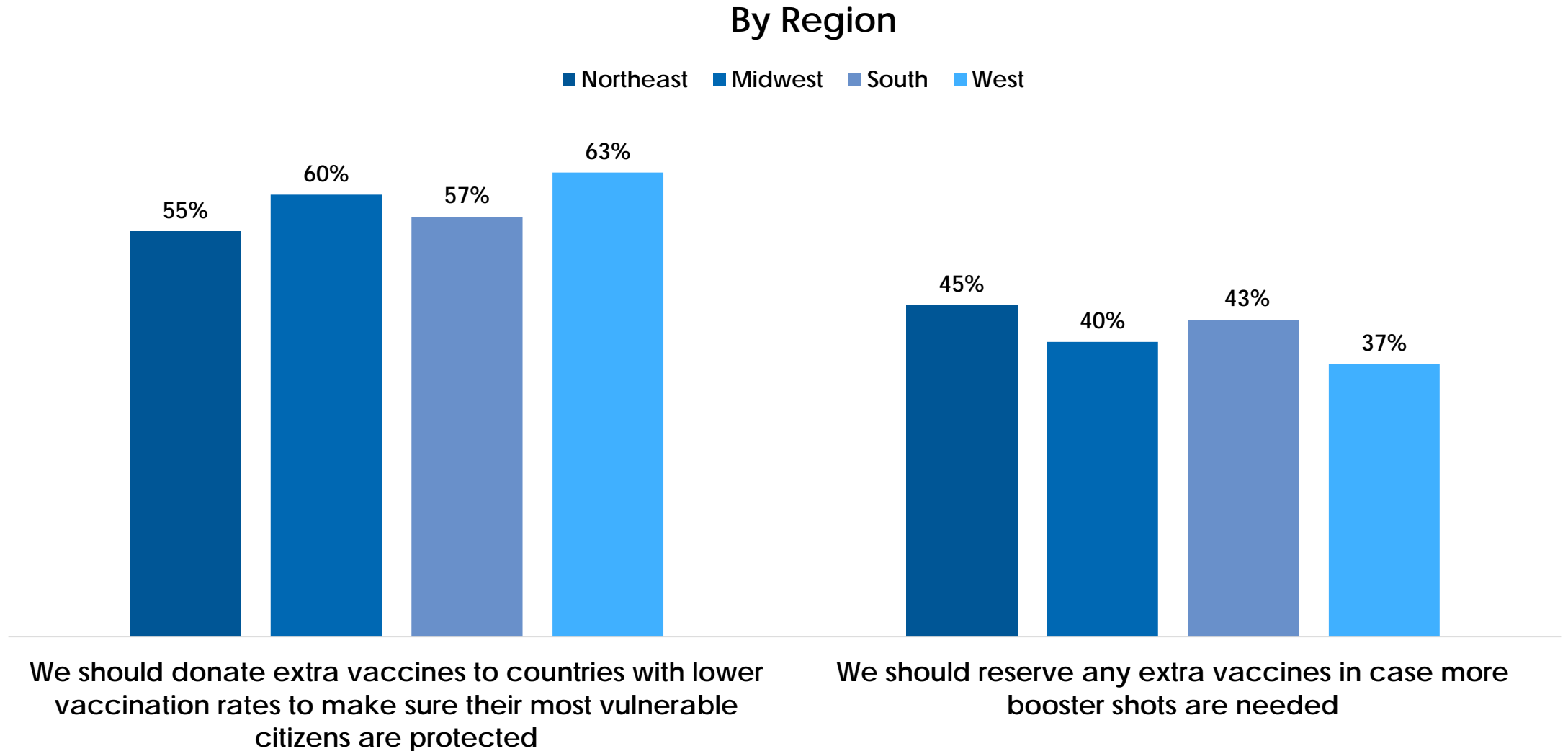
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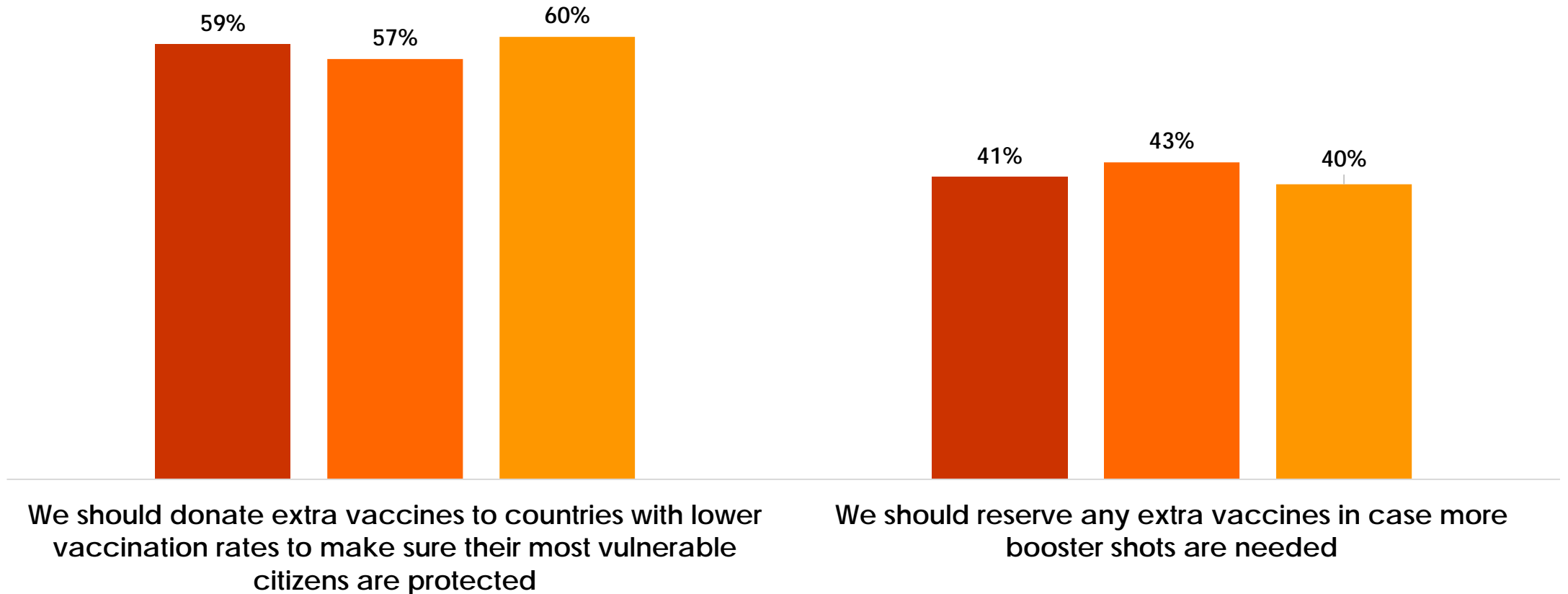


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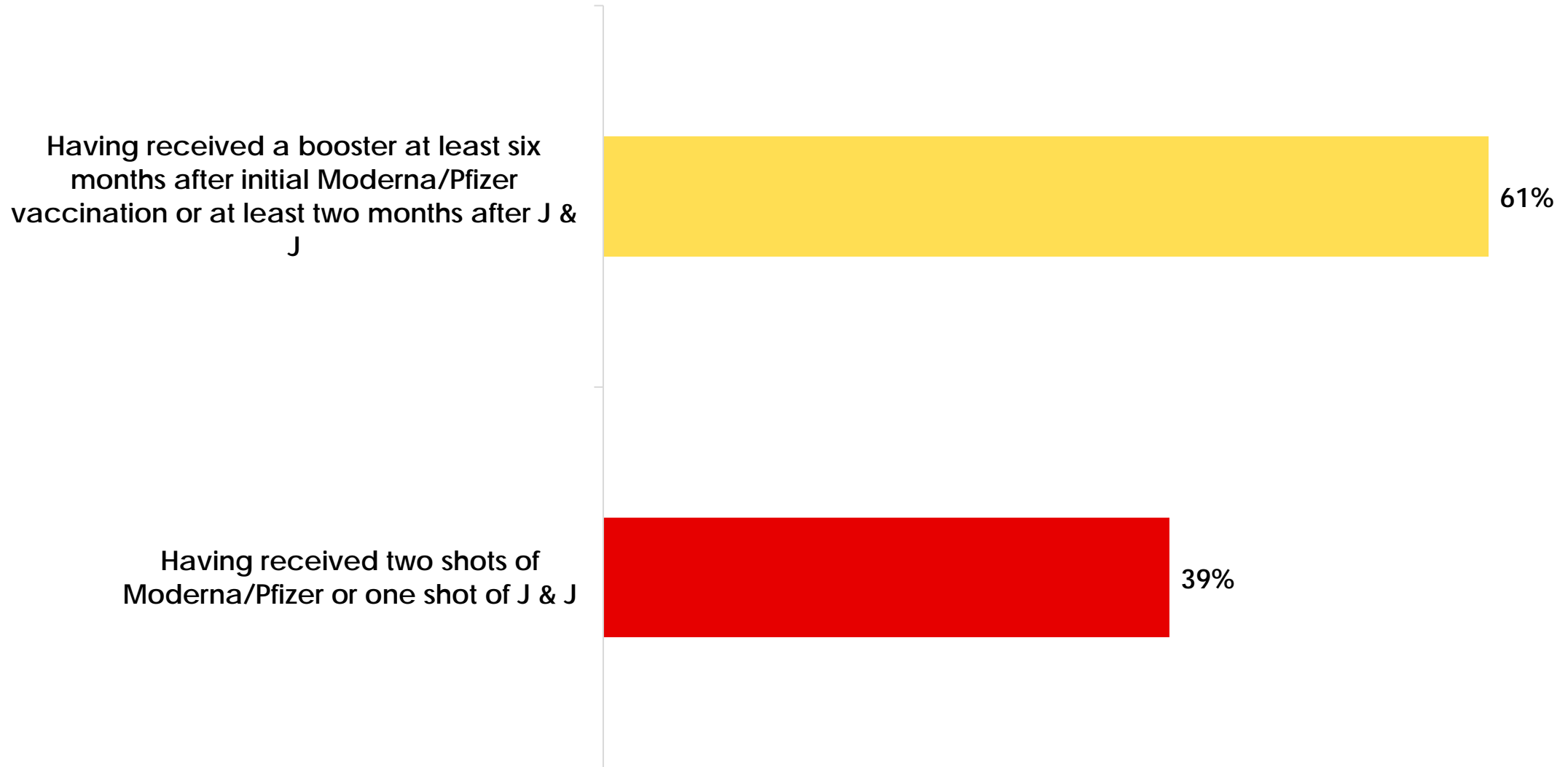
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By Urbanicity

■ Urban ■ Rural ■ Suburban



What do you consider to be "fully vaccinated" today?

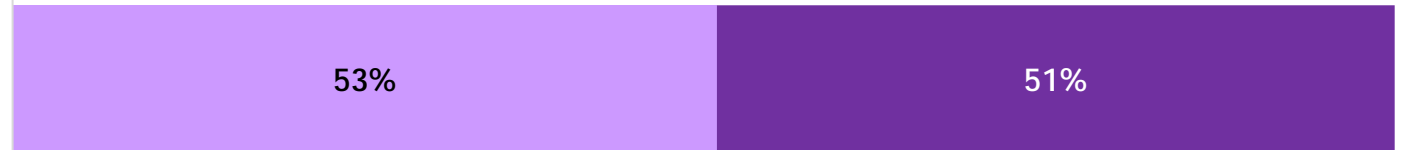


What do you consider to be "fully vaccinated" today?

By Gender

■ Male ■ Female

Having received a booster at least six months after initial Moderna/Pfizer vaccination or at least two months after J & J



Having received two shots of Moderna/Pfizer or one shot of J & J

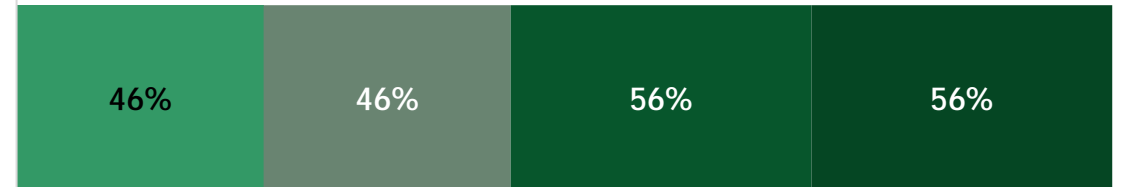


What do you consider to be "fully vaccinated" today?

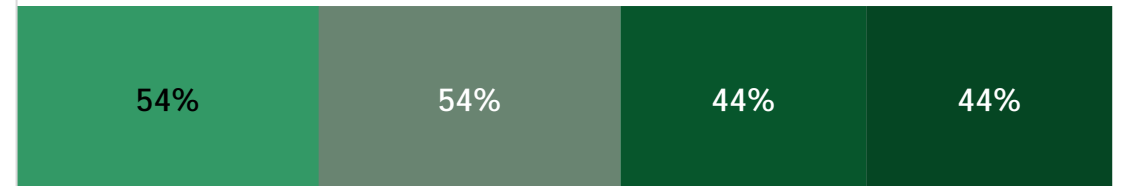
By Age

■ Gen Z ■ Millennials ■ Gen X ■ Boomer +

Having received a booster at least six months after initial Moderna/Pfizer vaccination or at least two months after J & J



Having received two shots of Moderna/Pfizer or one shot of J & J

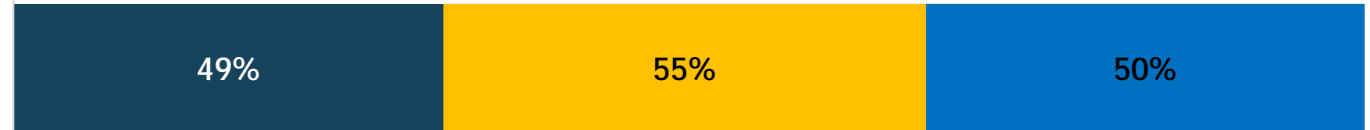


What do you consider to be "fully vaccinated" today?

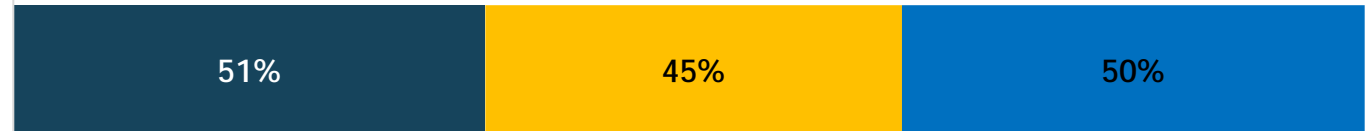
By Income

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

Having received a booster at least six months after initial Moderna/Pfizer vaccination or at least two months after J & J



Having received two shots of Moderna/Pfizer or one shot of J & J



What do you consider to be "fully vaccinated" today?

By Region

■ Northeast ■ Midwest ■ South ■ West

Having received a booster at least six months after initial Moderna/Pfizer vaccination or at least two months after J & J



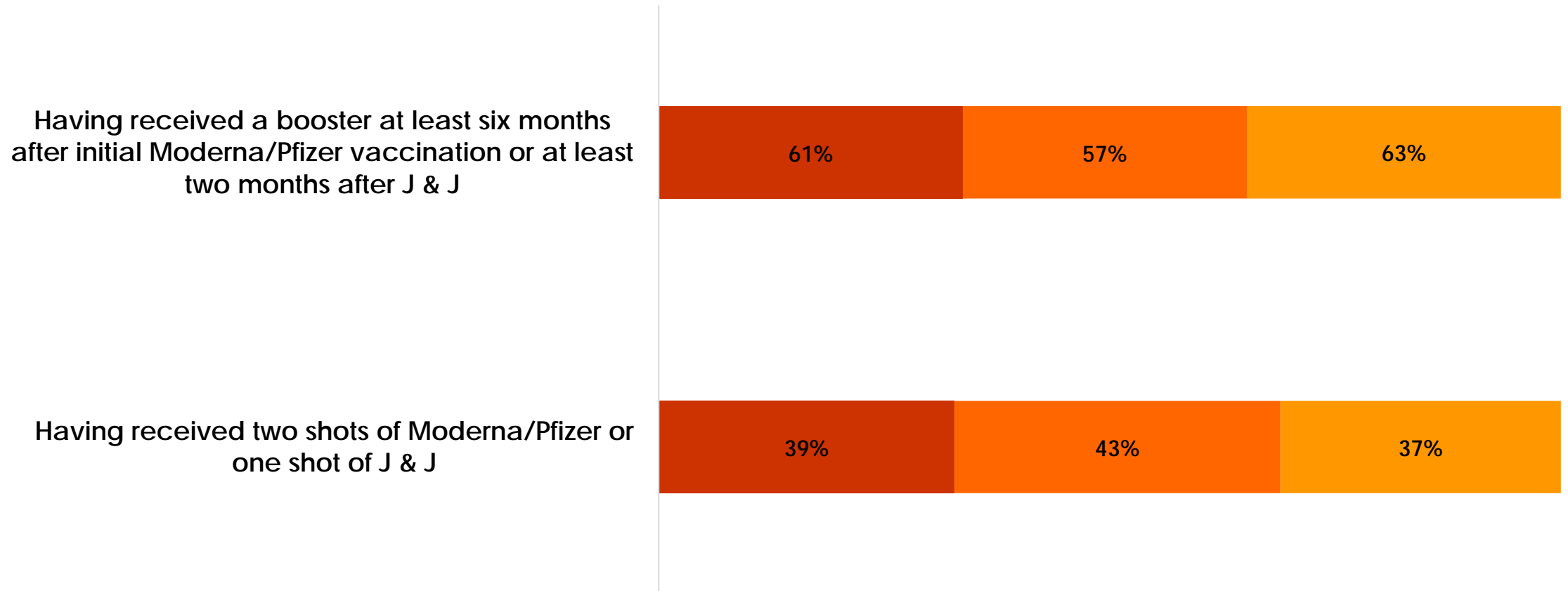
Having received two shots of Moderna/Pfizer or one shot of J & J



What do you consider to be "fully vaccinated" today?

By Urbanicity

■ Urban ■ Rural ■ Suburban



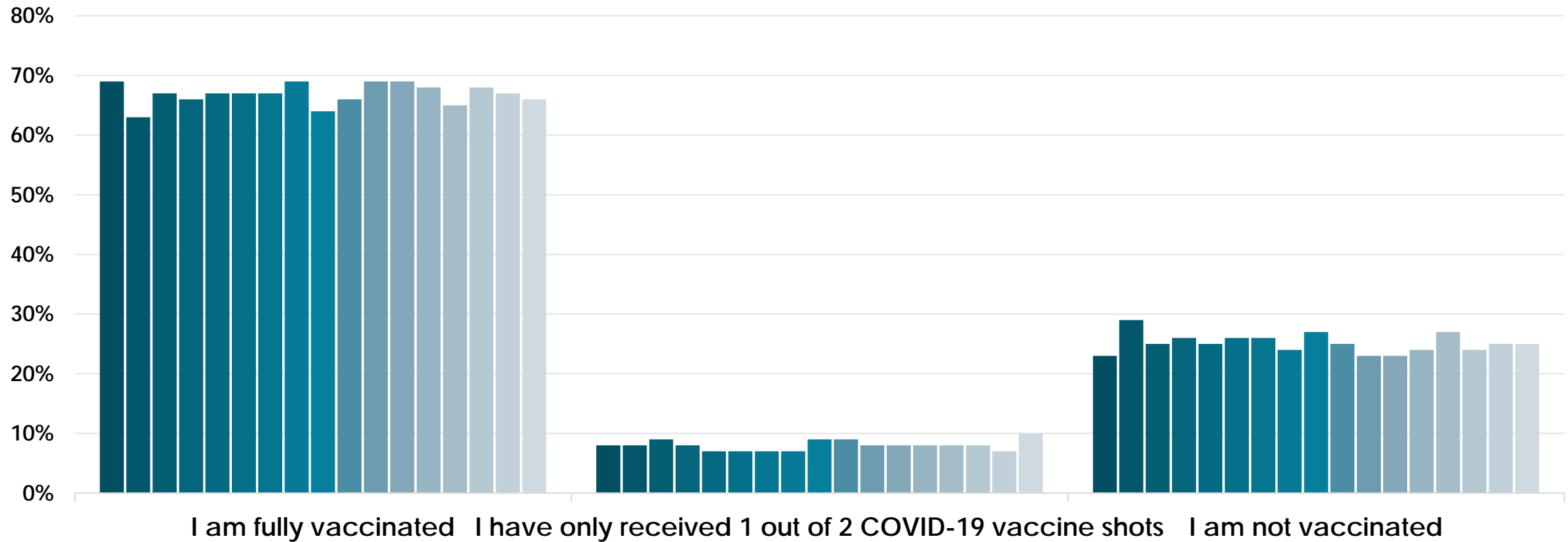


Impact of Vaccines



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

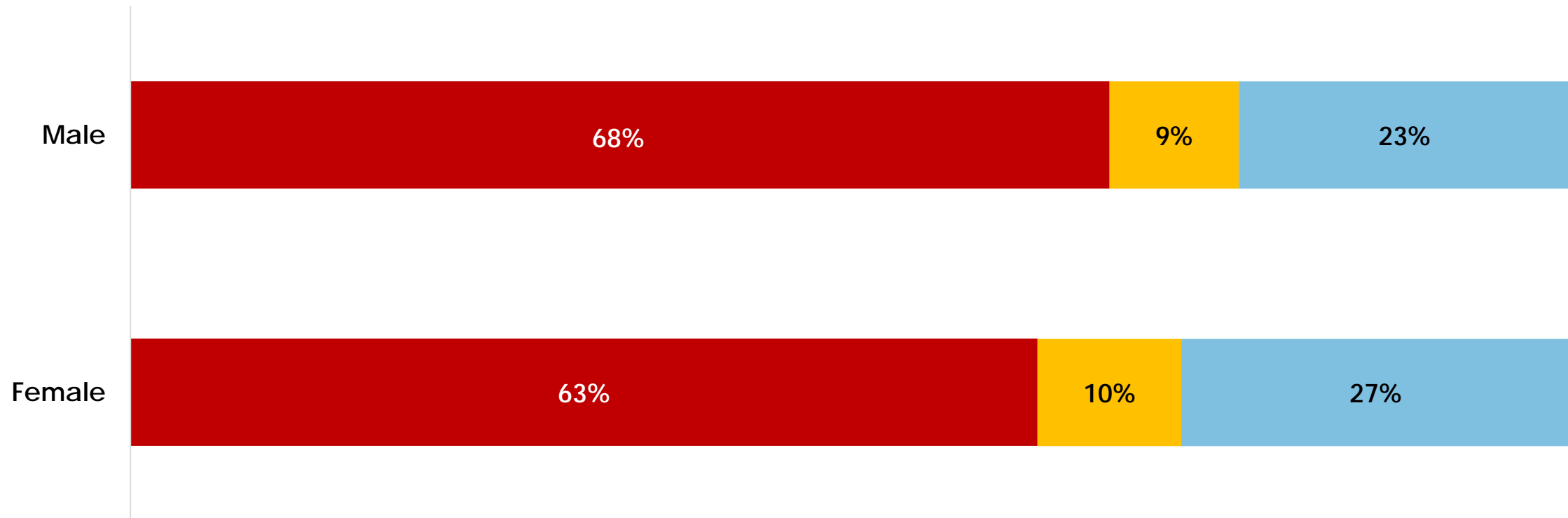
- Wave 81 (9/10-9/12)
- Wave 82 (9/17-9/19)
- Wave 83 (9/24-9/26)
- Wave 84 (10/1-10/3)
- Wave 85 (10/8-10/10)
- Wave 86 (10/15-10/17)
- Wave 87 (10/22-10/24)
- Wave 88 (10/29-10/31)
- Wave 89 (11/5-11/7)
- Wave 90 (11/12-11/14)
- Wave 91 (11/19-11/21)
- Wave 92 (11/26-11/28)
- Wave 93 (12/3-12/5)
- Wave 94 (12/10-12/12)
- Wave 95 (12/17-12/19)
- Wave 97 (12/31-1/2)
- Wave 98 (1/7-1/9)



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

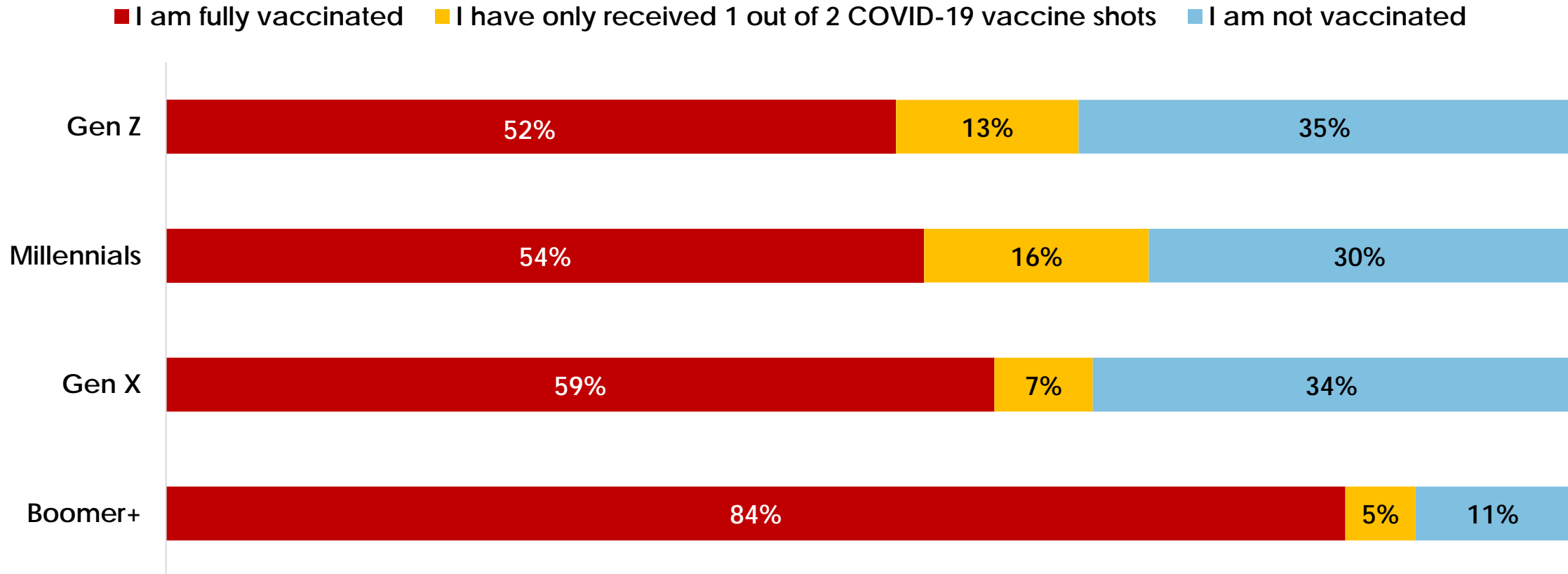
By Gender

■ 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?

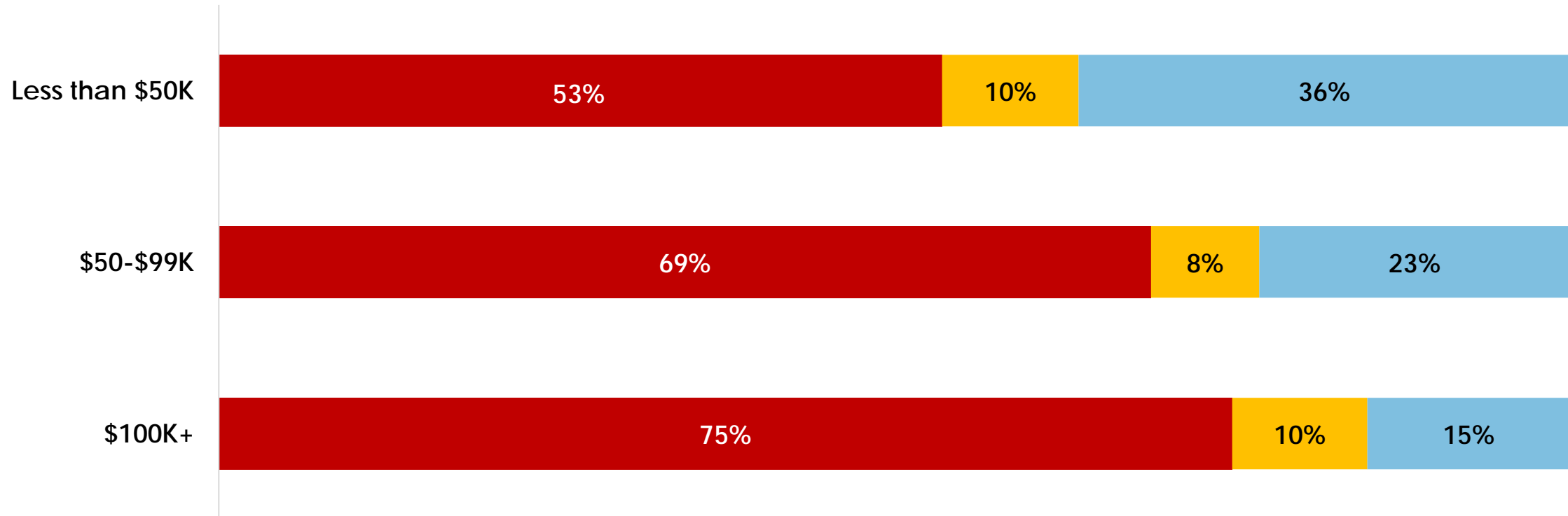
By Age



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

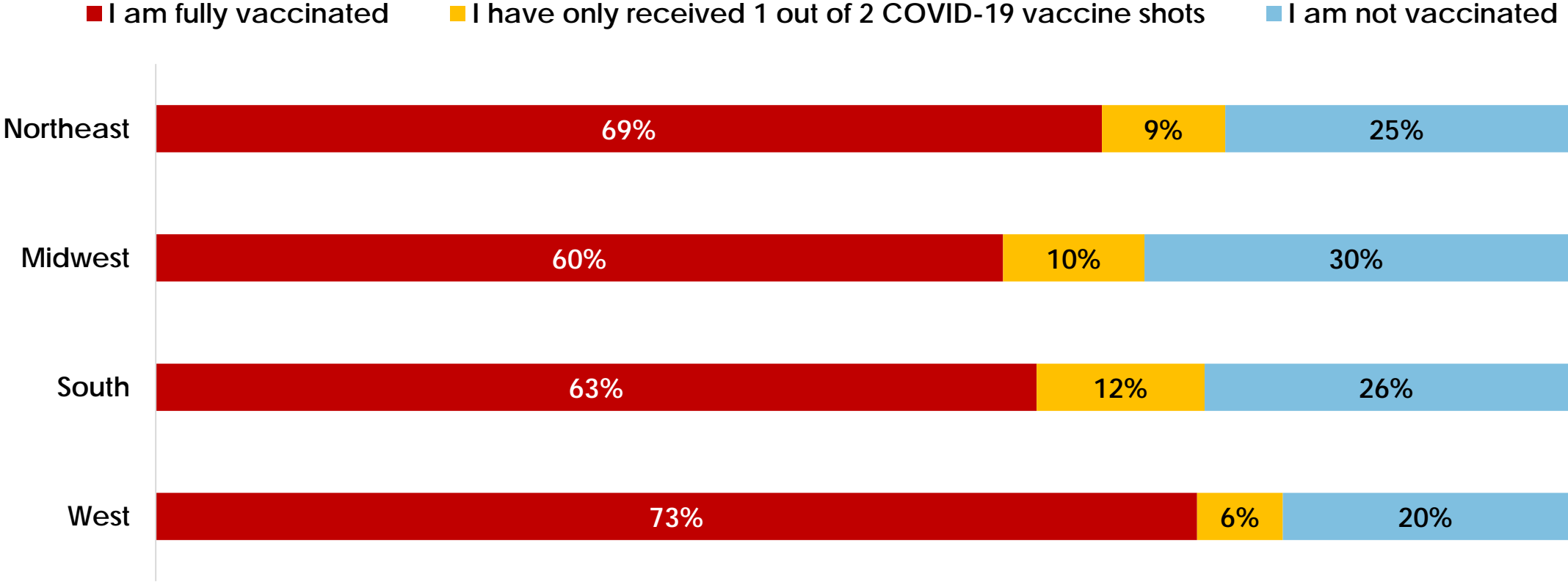
By Income

■ 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



Source: HVCB analysis of Harris Poll COVID-19 Wave 98 (January 7 - January 9, 2022)

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

By Urbanicity

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

