

The Harris Poll COVID-19 Travel Sentiment

Reported on July 30, 2020



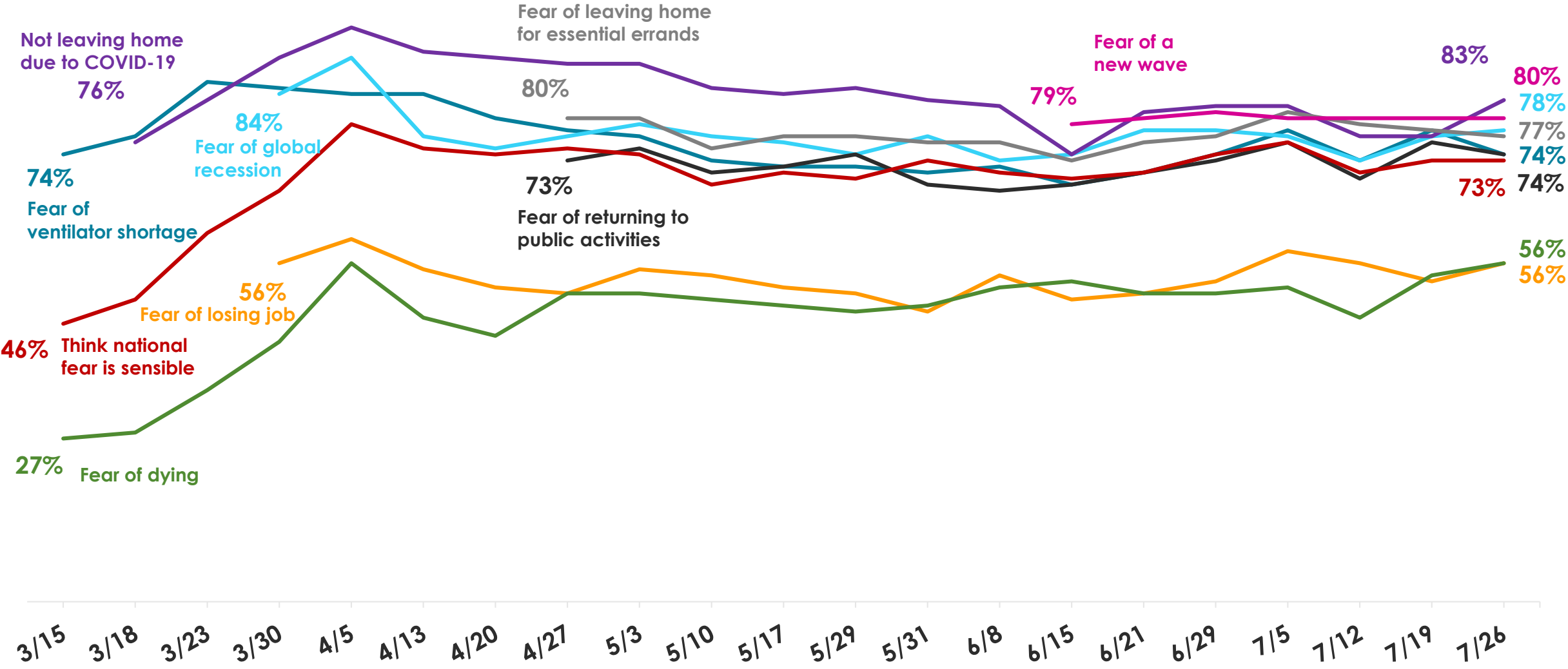
Data Source:

The Harris Poll COVID-19 Tracker

The Harris Poll
COVID-19 Tracker

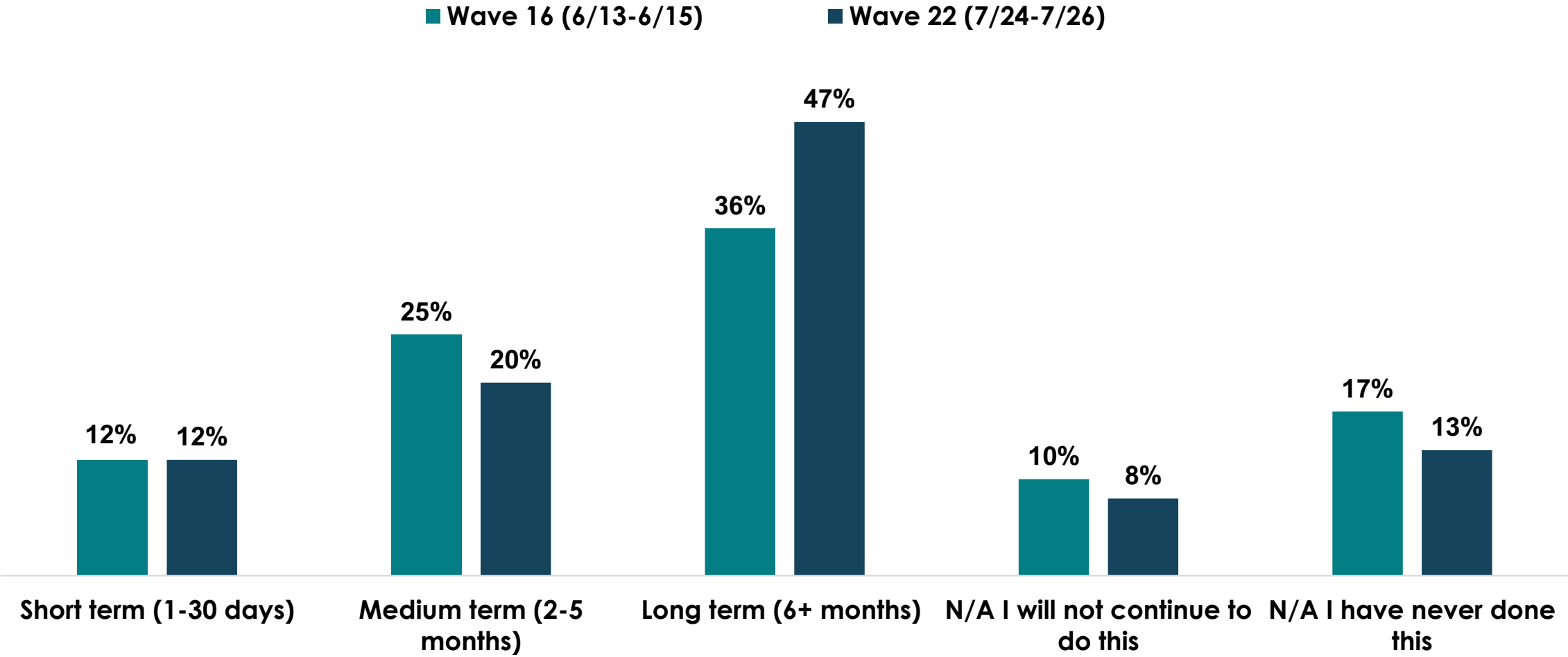
- **Bi-weekly overnight polling conducted among a nationally representative sample of U.S. adults on a range of different topics from the economy, healthcare, jobs, education, and mental health**
- **Sample is the entire U.S. population**
 - **NOT specific to air travel behavior, income, or age brackets**

Fear Sentiment Trends



Source: HVCB analysis of Harris Poll COVID-19 Waves 2-22

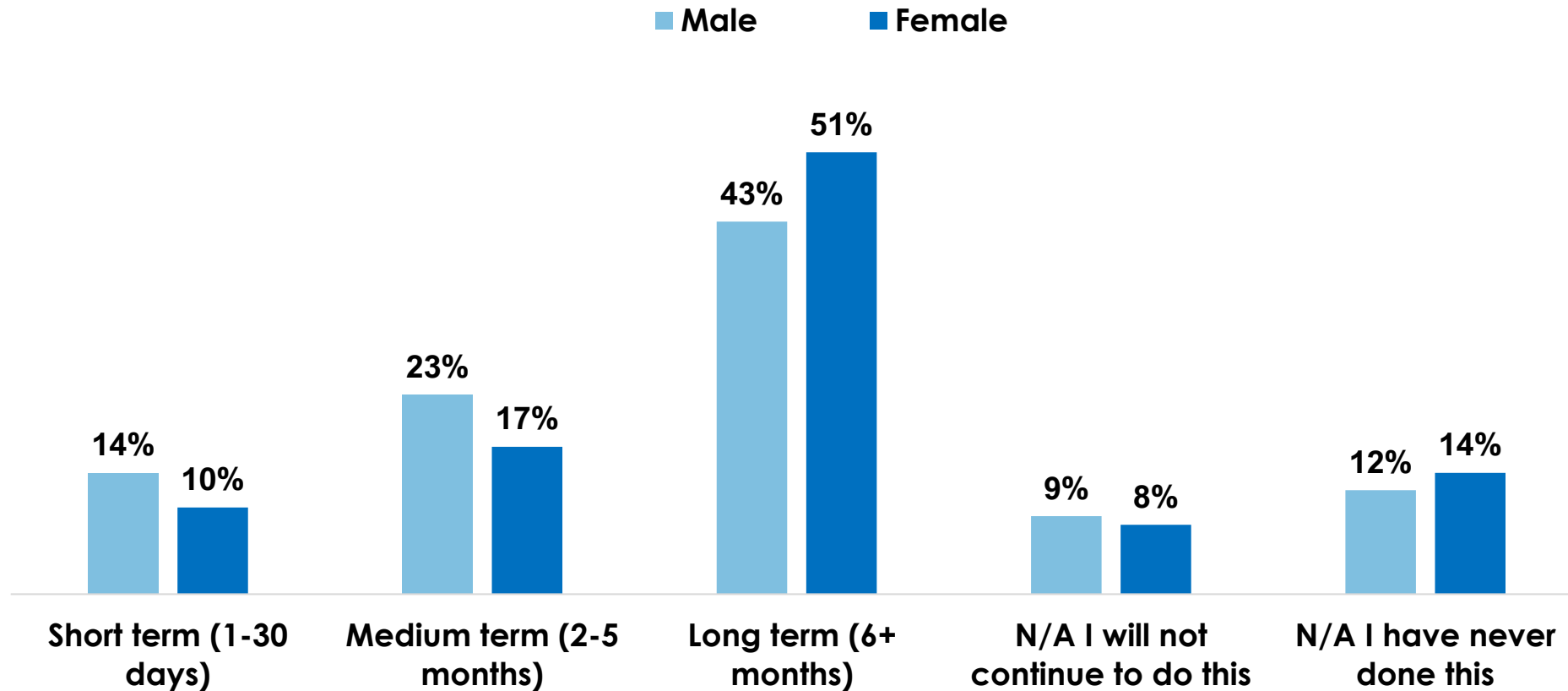
Until a vaccine is found and distributed, do you plan on continuing to cut non-essential leisure travel?



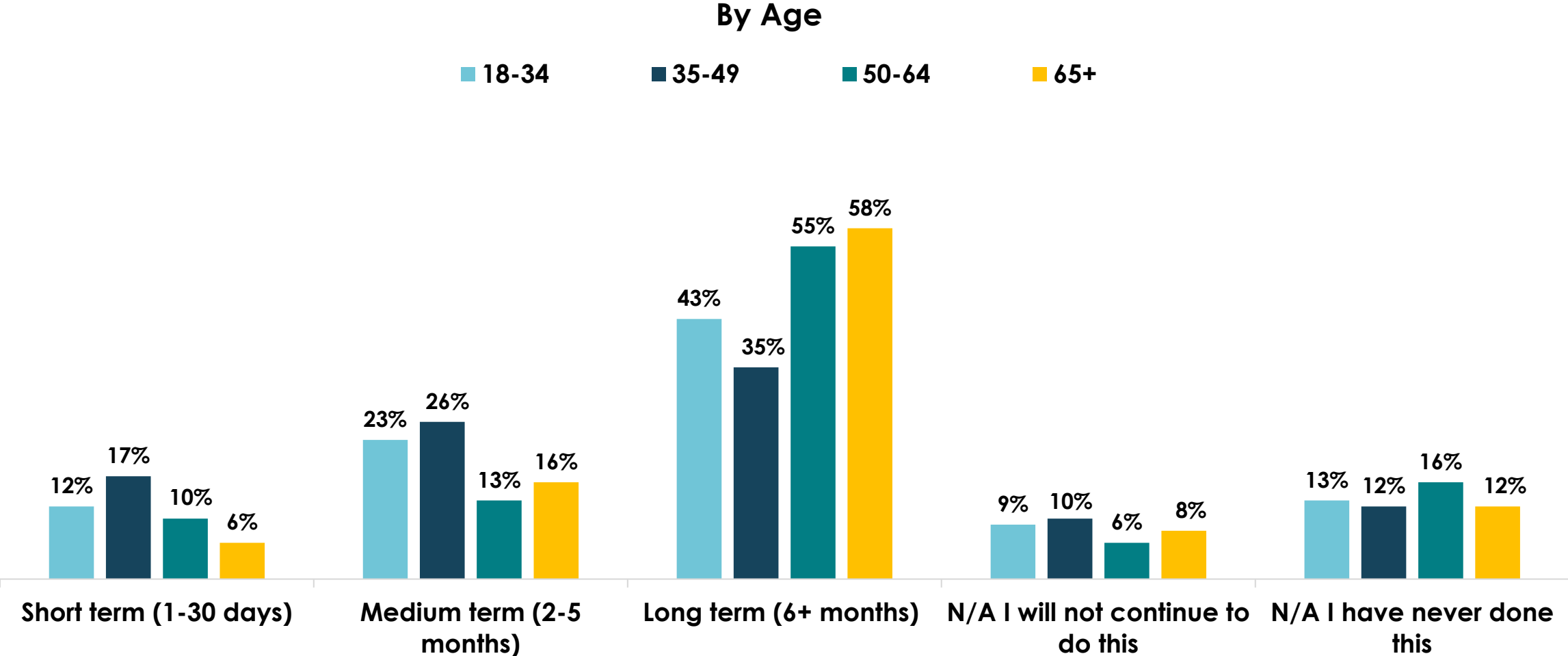
Source: HVCB analysis of Harris Poll COVID-19 Waves 16 and 22

Until a vaccine is found and distributed, do you plan on continuing to cut non-essential leisure travel?

By Gender



Until a vaccine is found and distributed, do you plan on continuing to cut non-essential leisure travel?

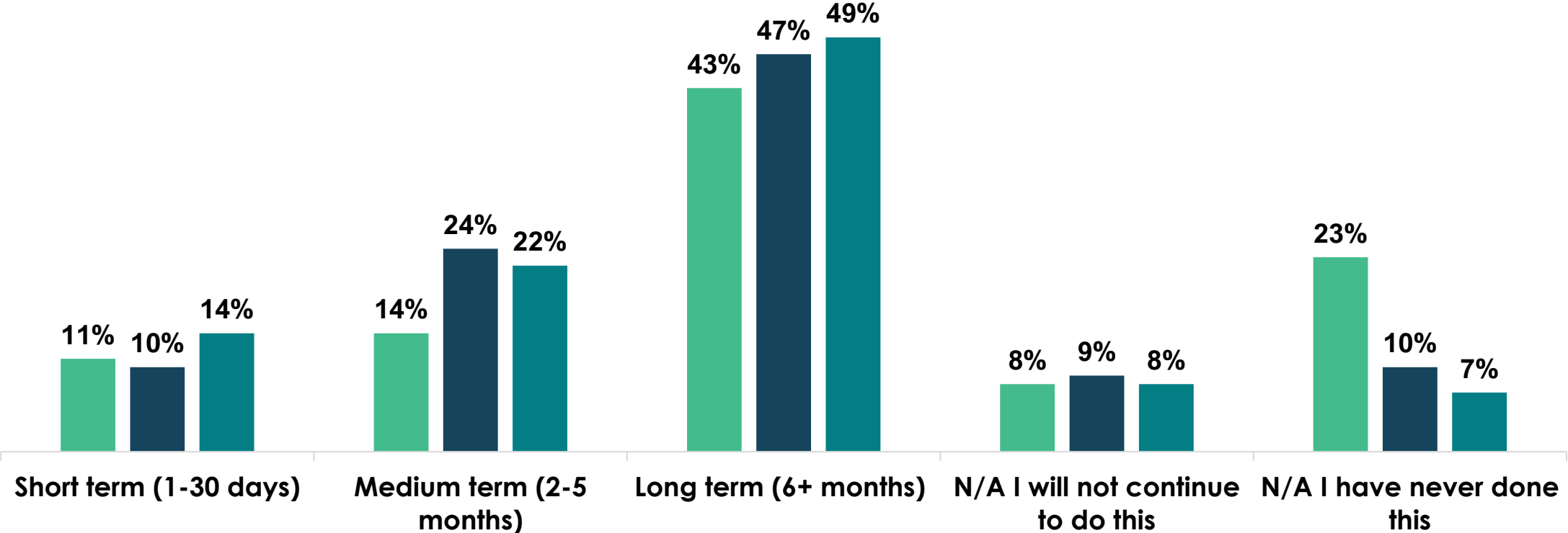


Source: HVCB analysis of Harris Poll COVID-19 Wave 22 (July 24-26, 2020)

Until a vaccine is found and distributed, do you plan on continuing to cut non-essential leisure travel?

By Income

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

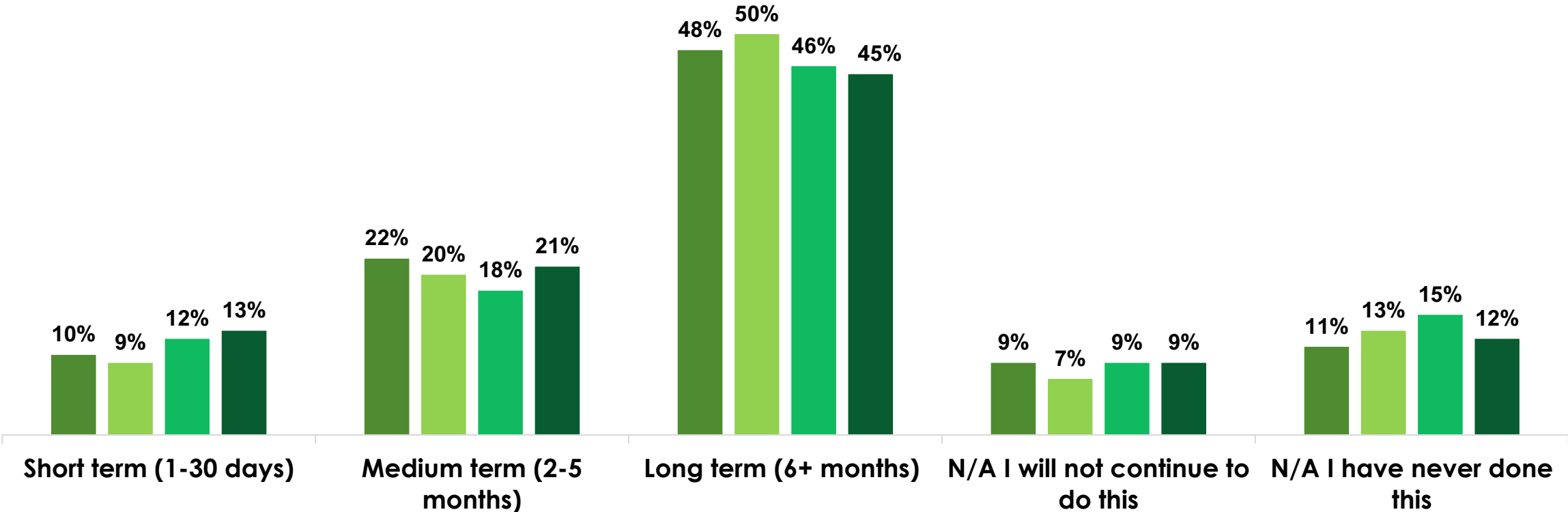


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Until a vaccine is found and distributed, do you plan on continuing to cut non-essential leisure travel?

By Region

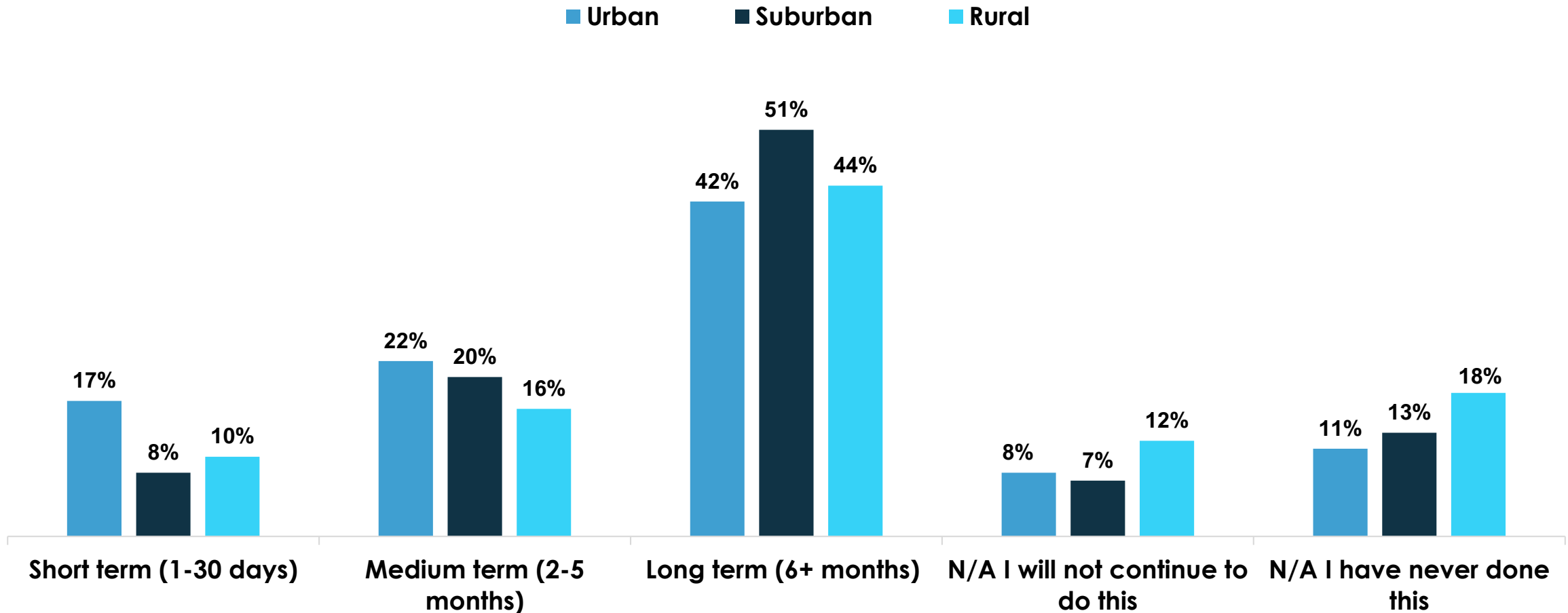
■ Northeast ■ Midwest ■ South ■ West



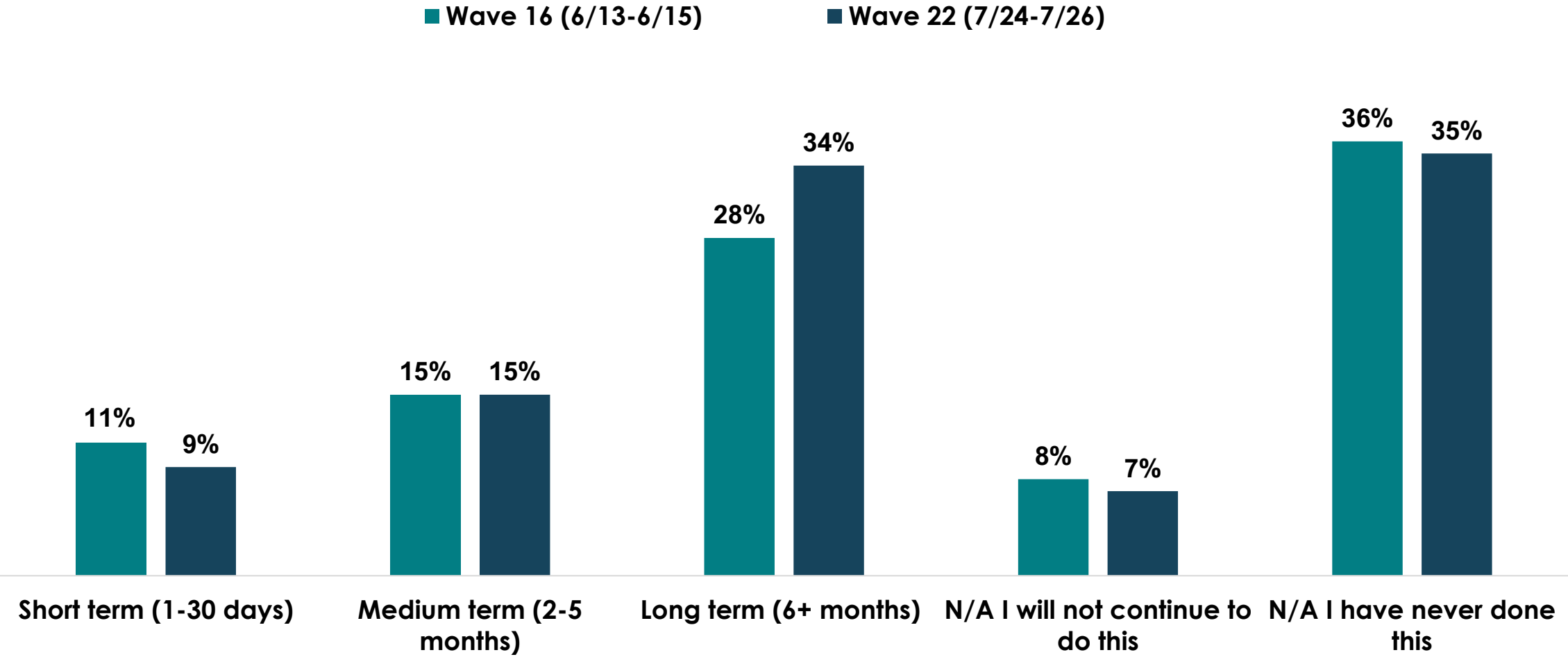
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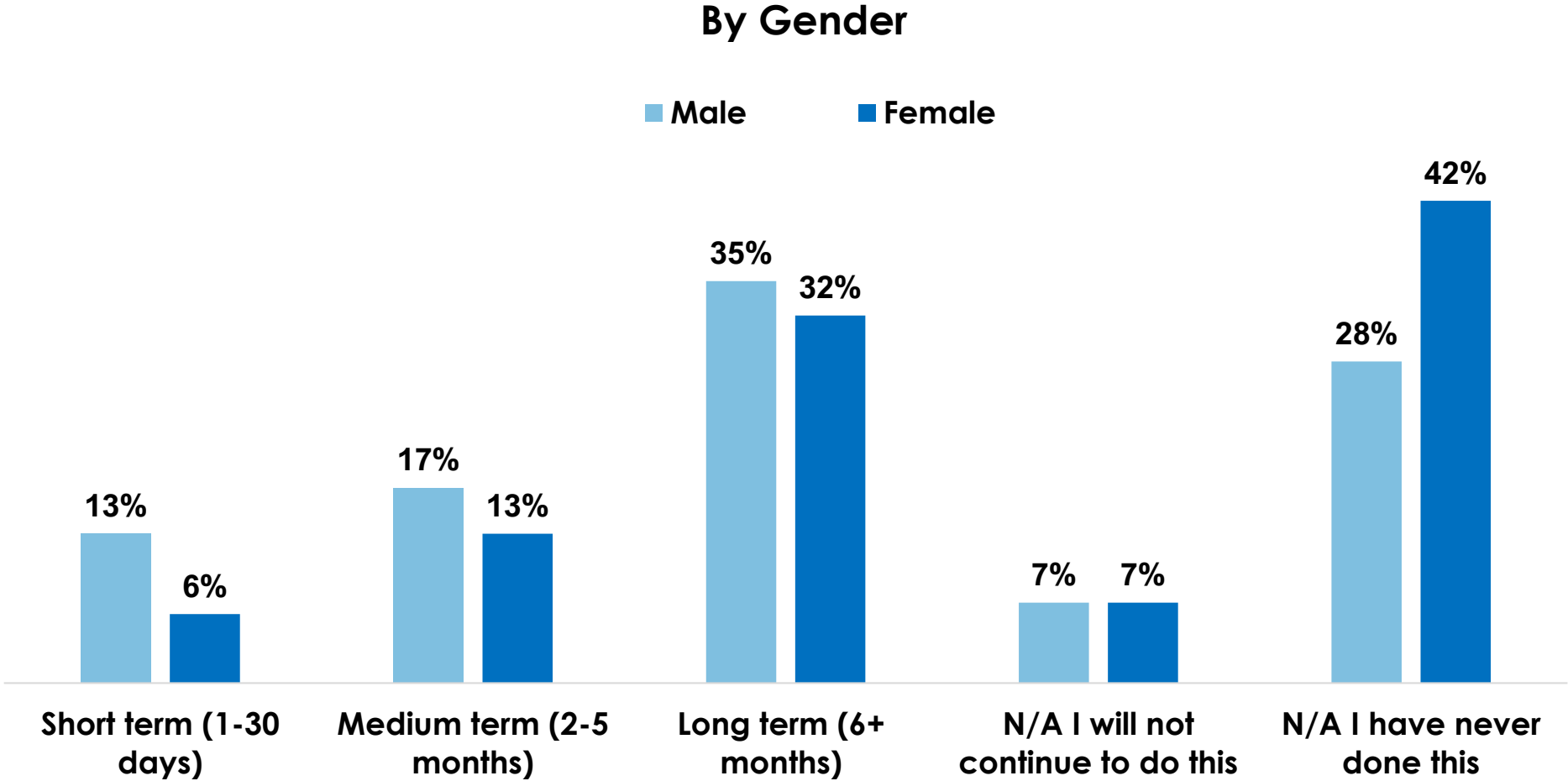


Until a vaccine is found and distributed, do you plan on continuing to cut non-essential business travel?



Source: HVCB analysis of Harris Poll COVID-19 Waves 16 and 22

Until a vaccine is found and distributed, do you plan on continuing to cut non-essential business travel?

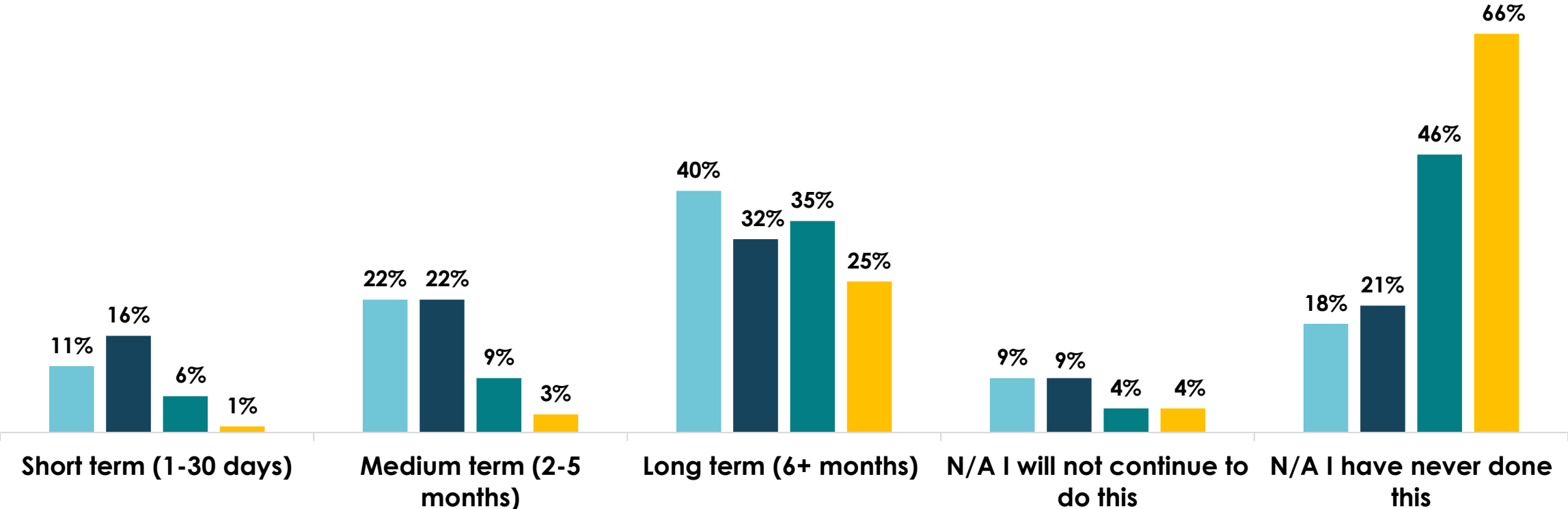


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Until a vaccine is found and distributed, do you plan on continuing to cut non-essential business travel?

By Age

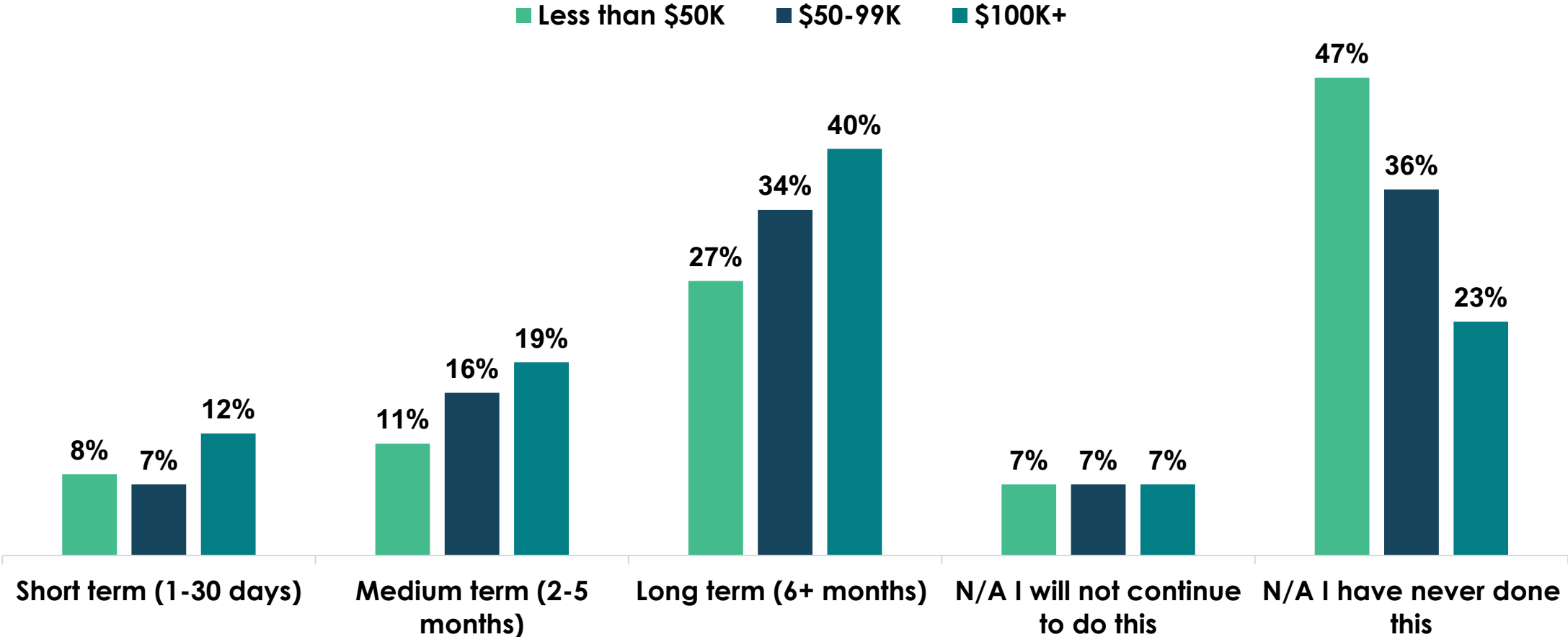
■ 18-34 ■ 35-49 ■ 50-64 ■ 65+



Source: HVCB analysis of Harris Poll COVID-19 Wave 22 (July 24-26, 2020)

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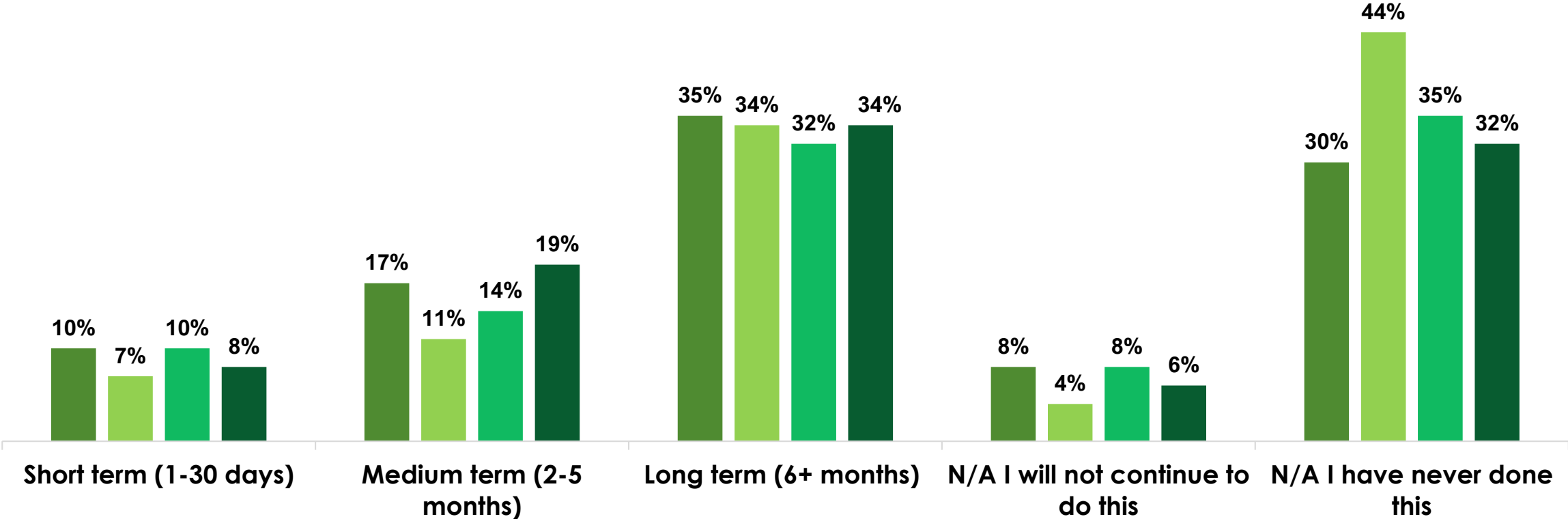


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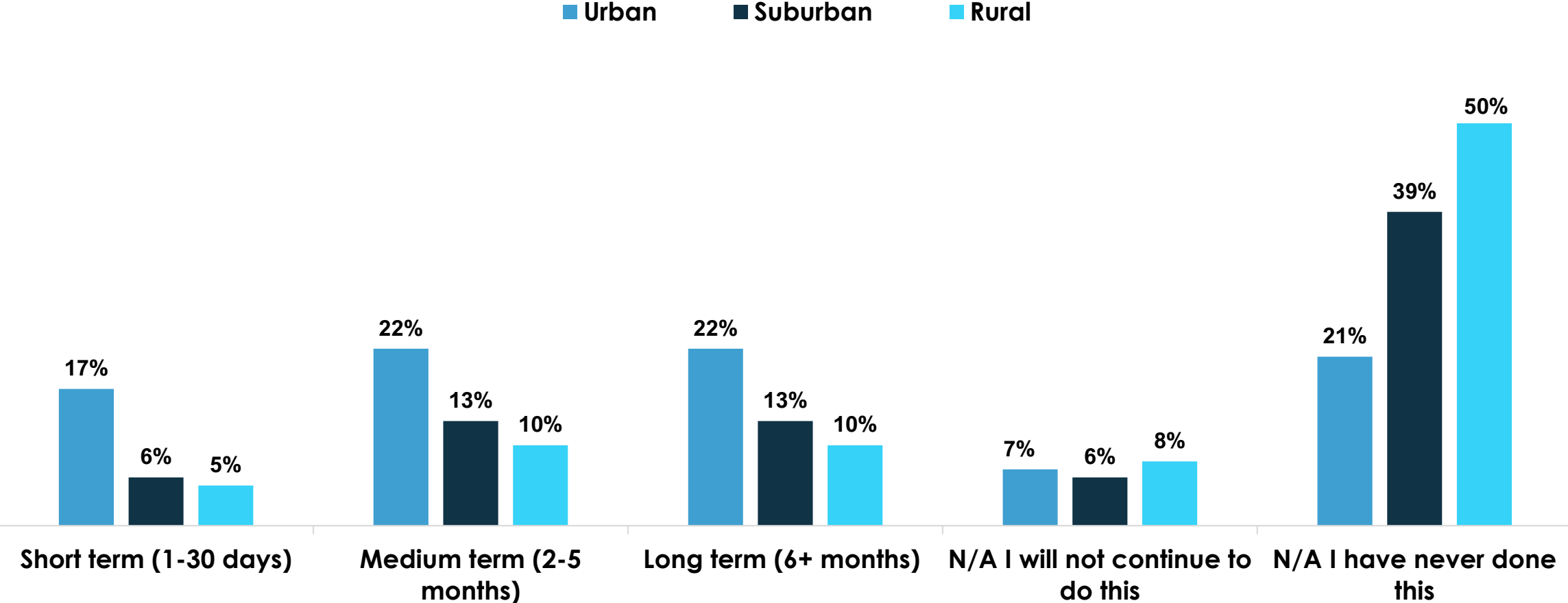
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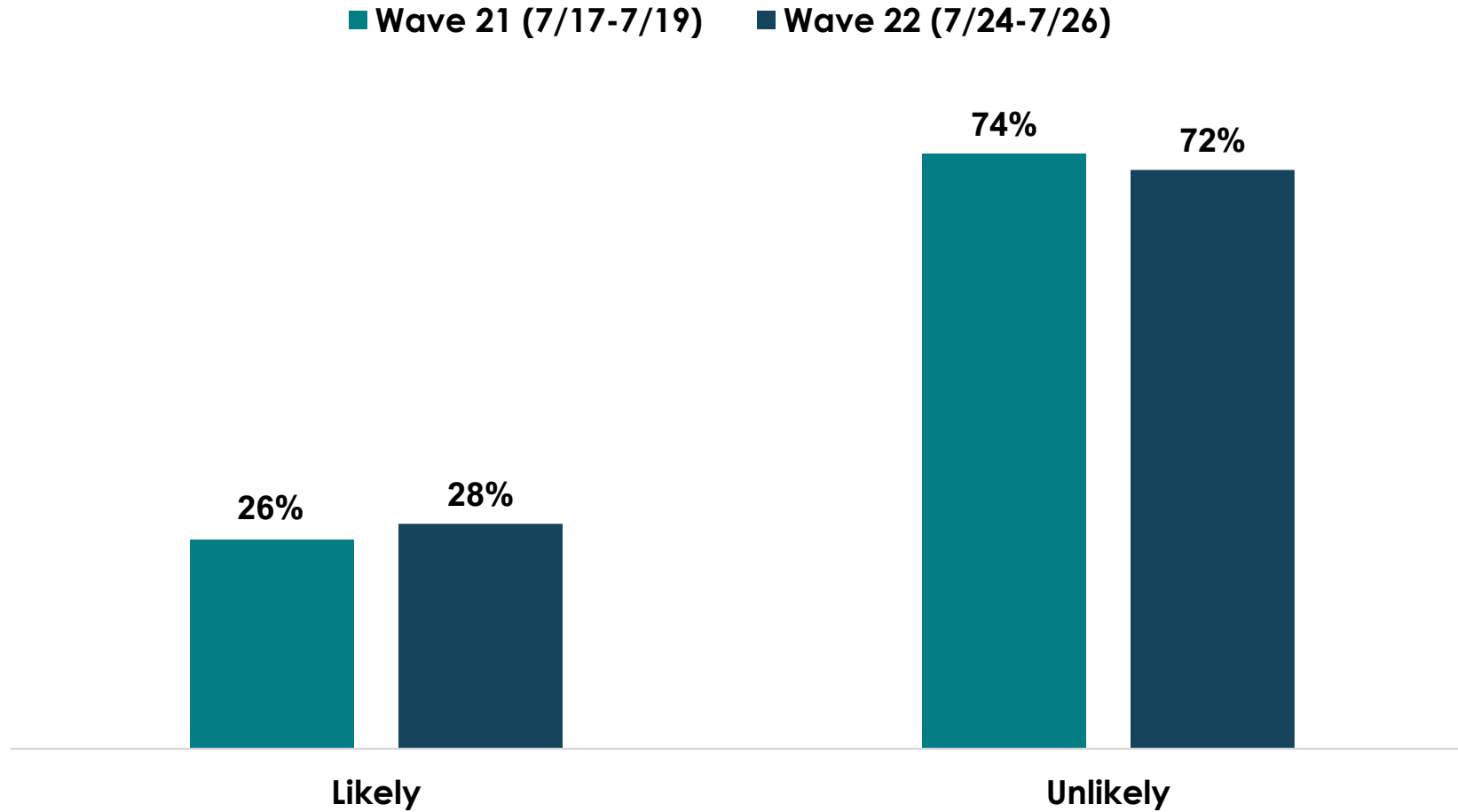
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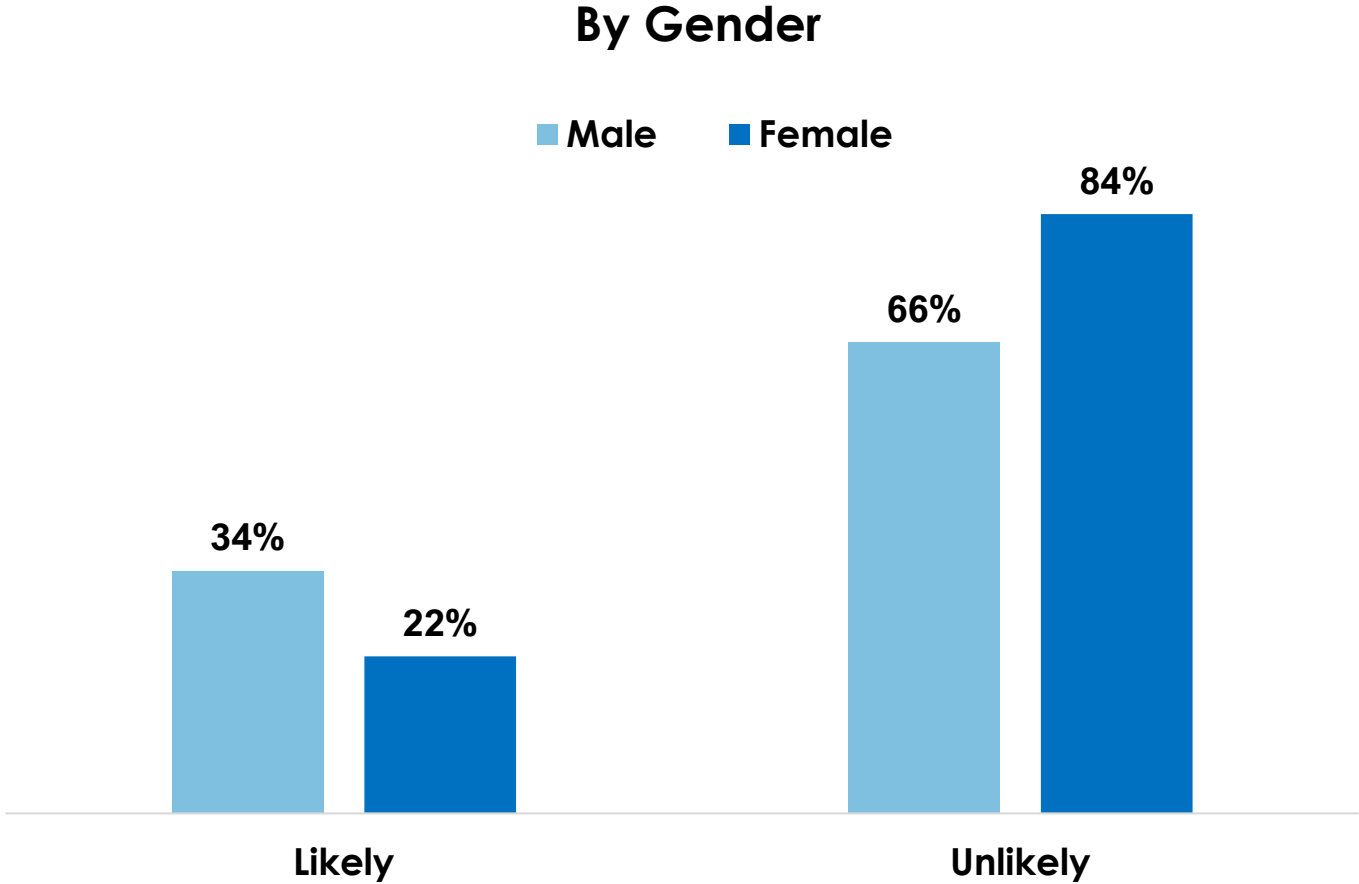


Source: HVCB analysis of Harris Poll COVID-19 Wave 22 (July 24-26, 2020)

How likely are you to travel for the winter holidays?



How likely are you to travel for the winter holidays?

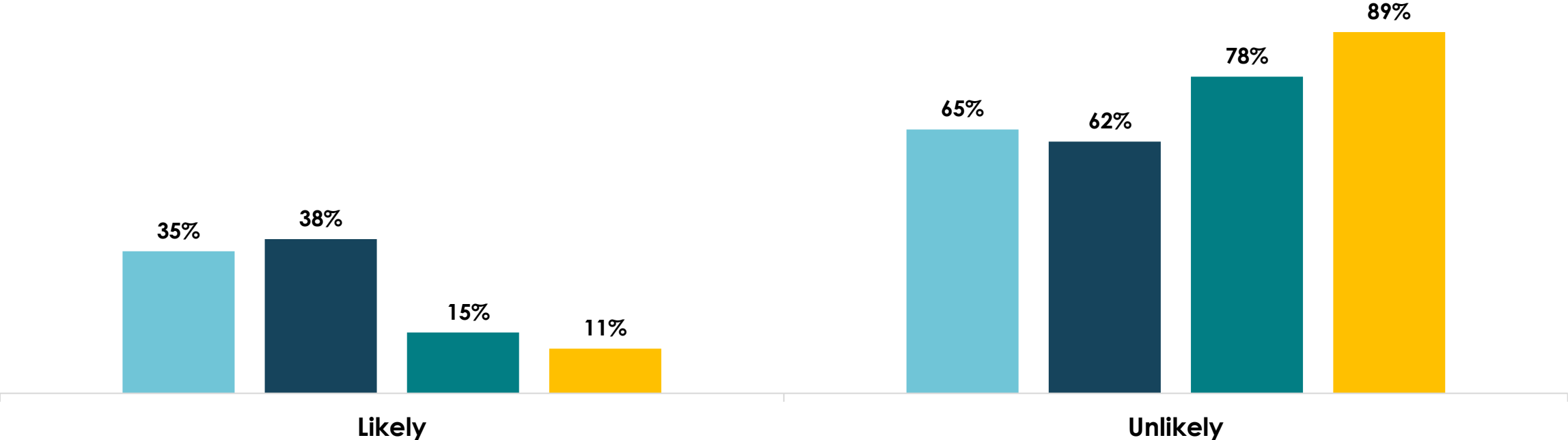


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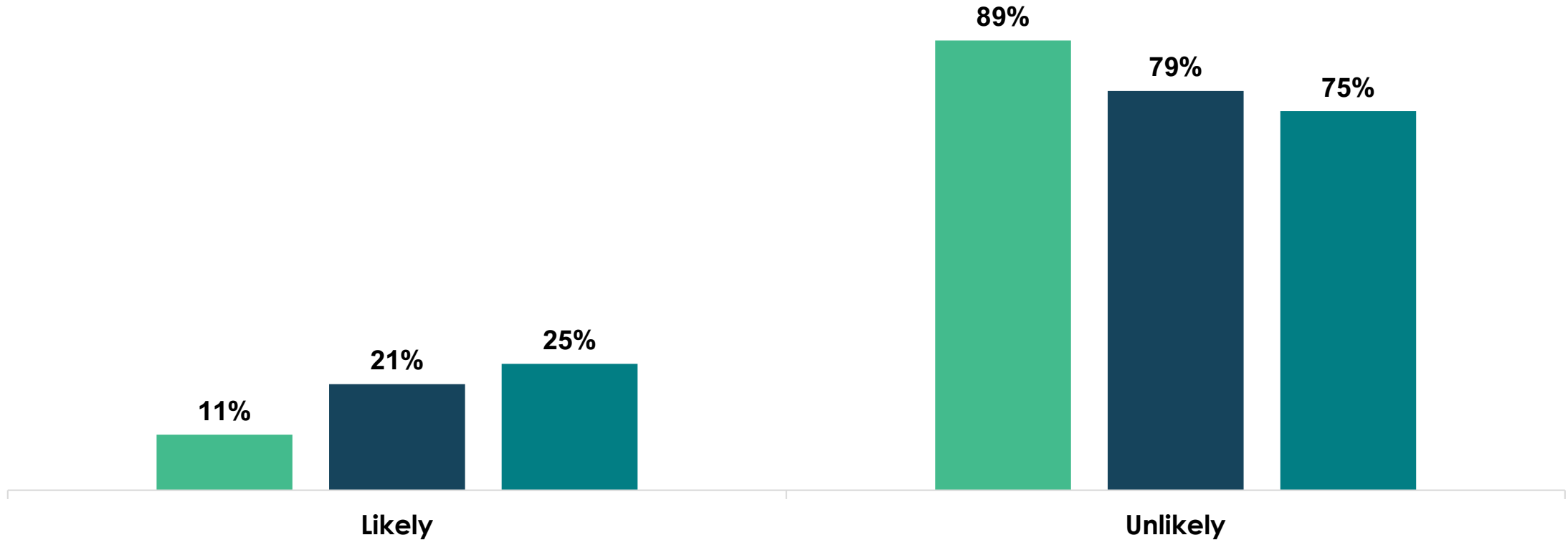


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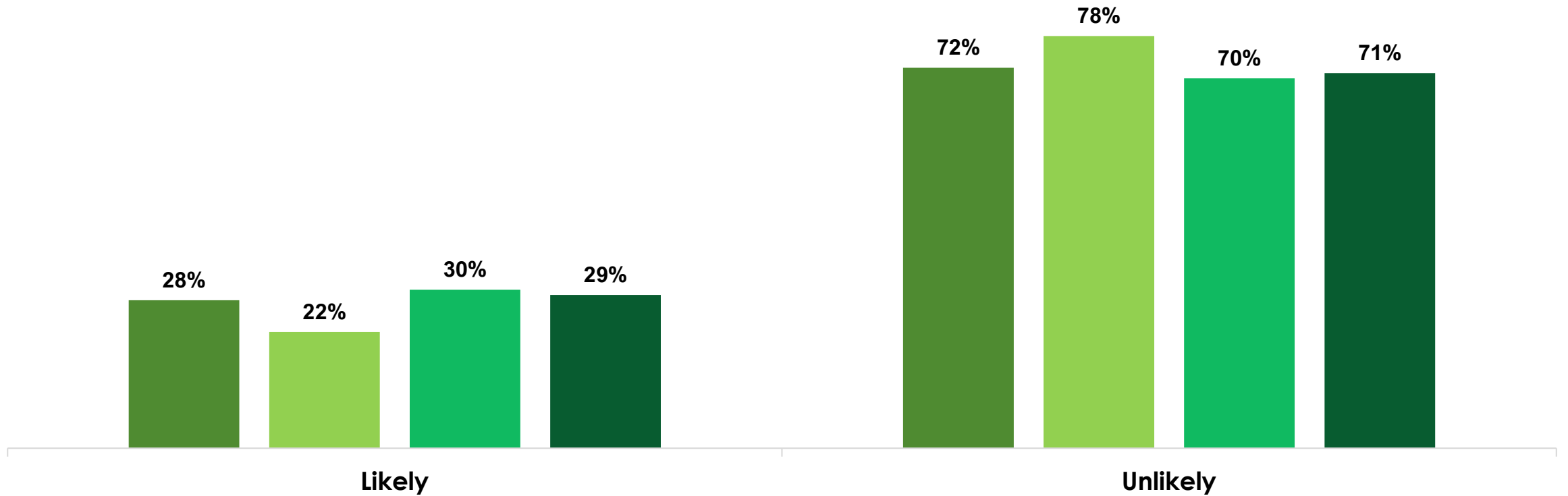
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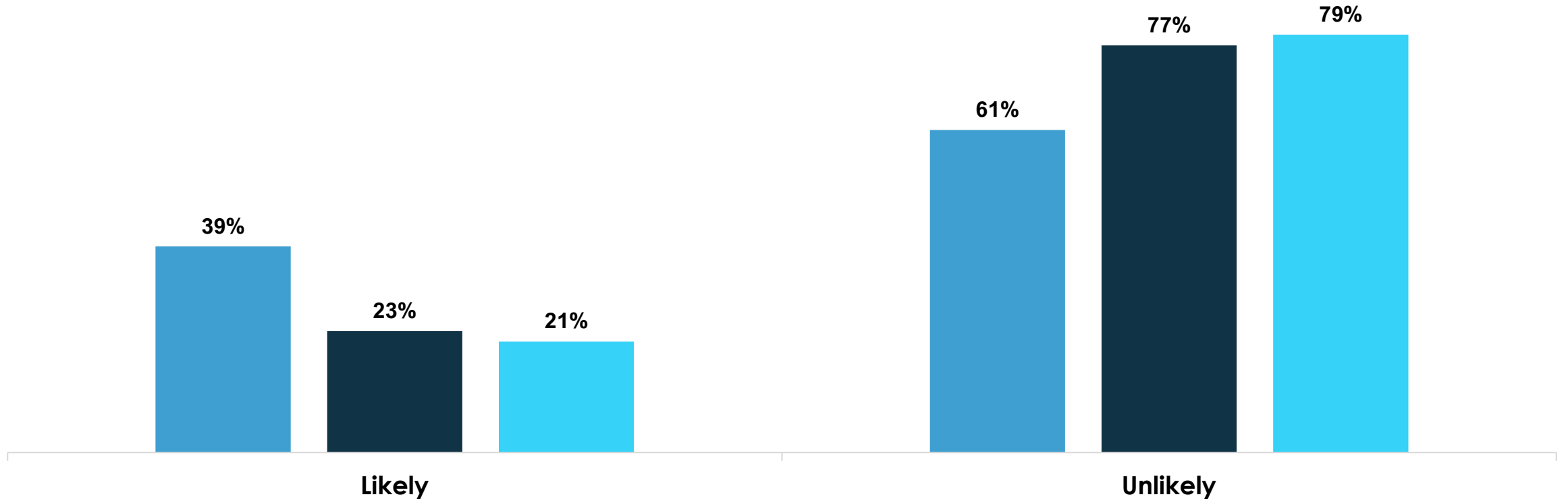
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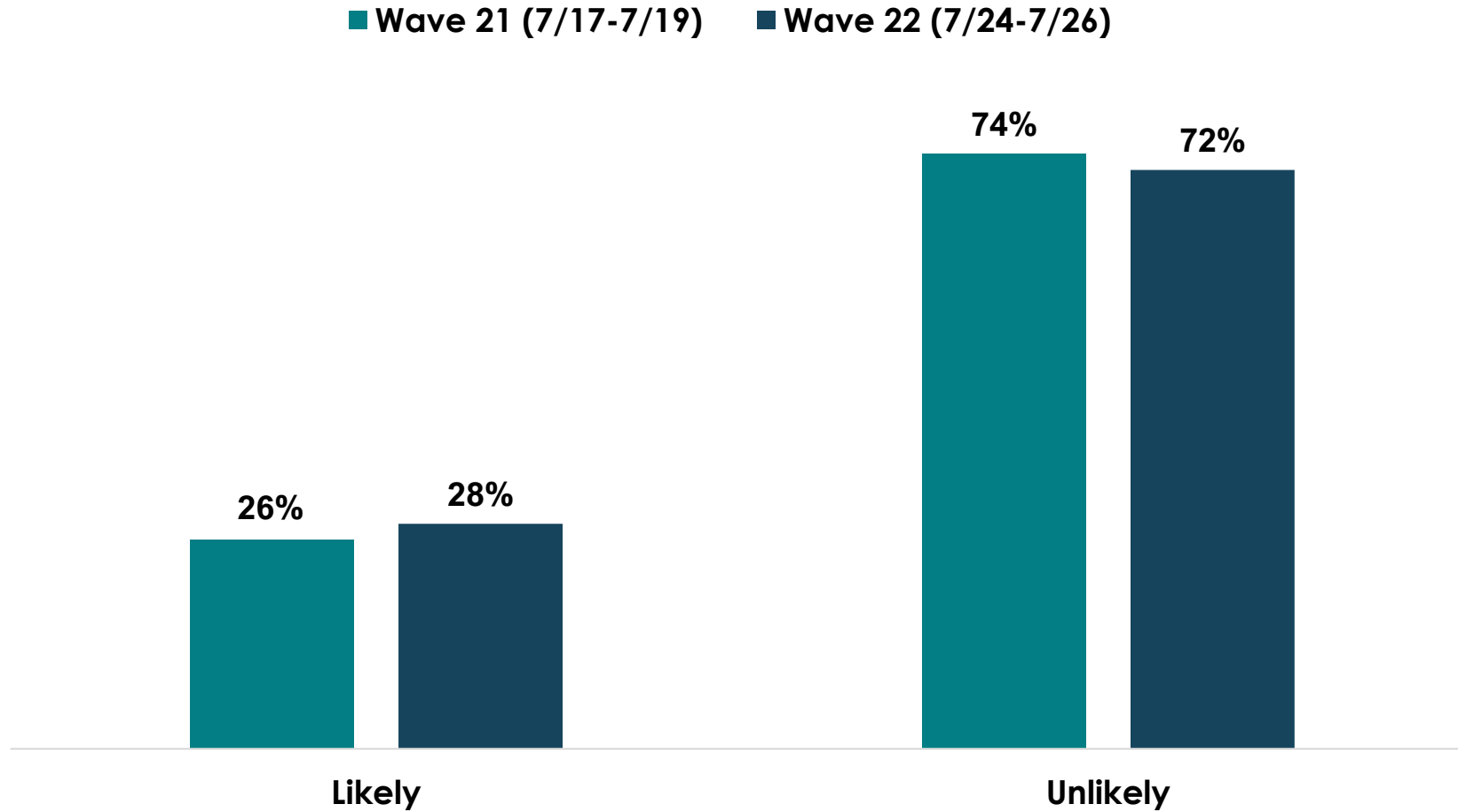
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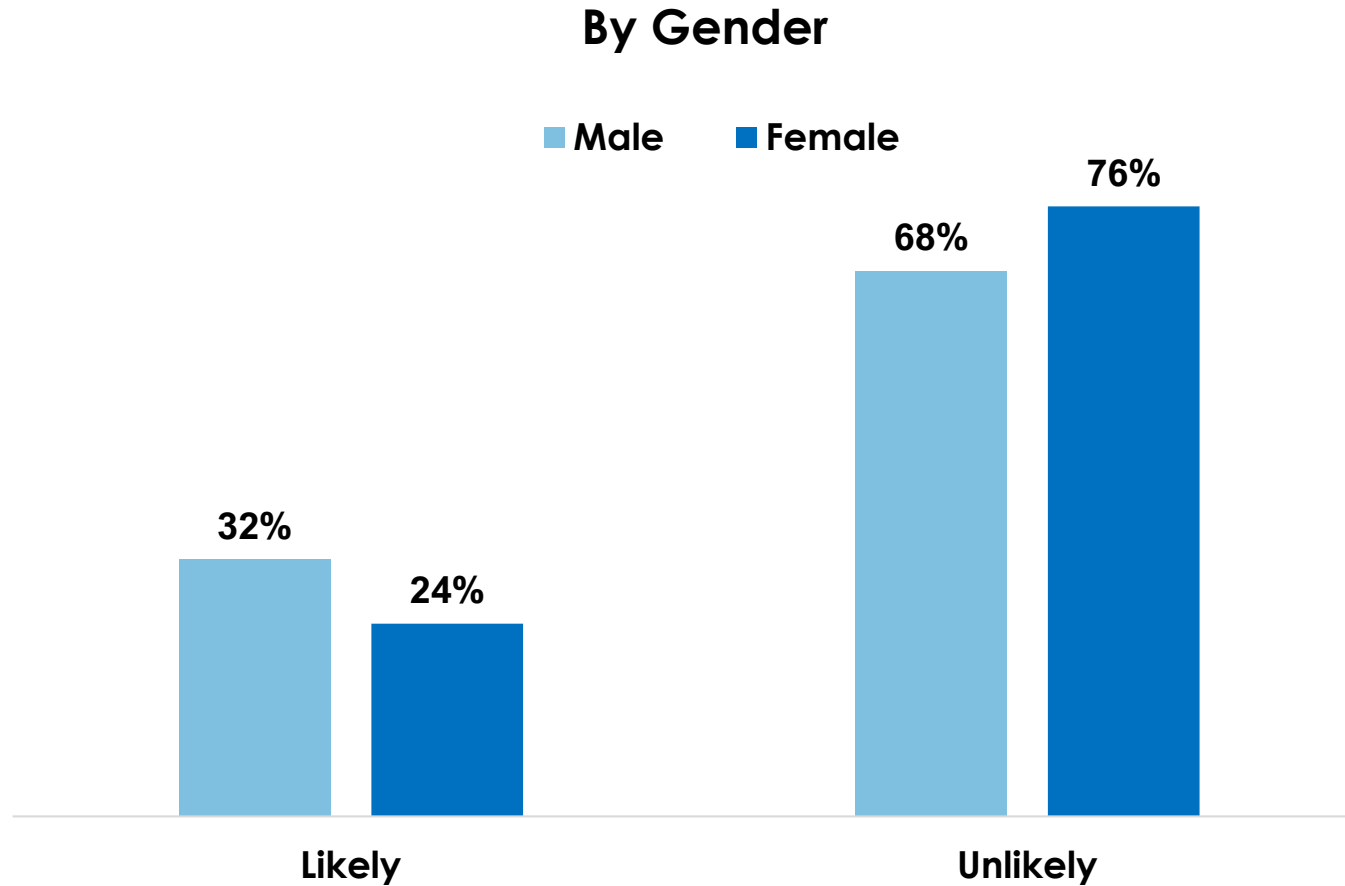
■ Urban ■ Suburban ■ Rural



How likely are you to stay in a hotel this fall?

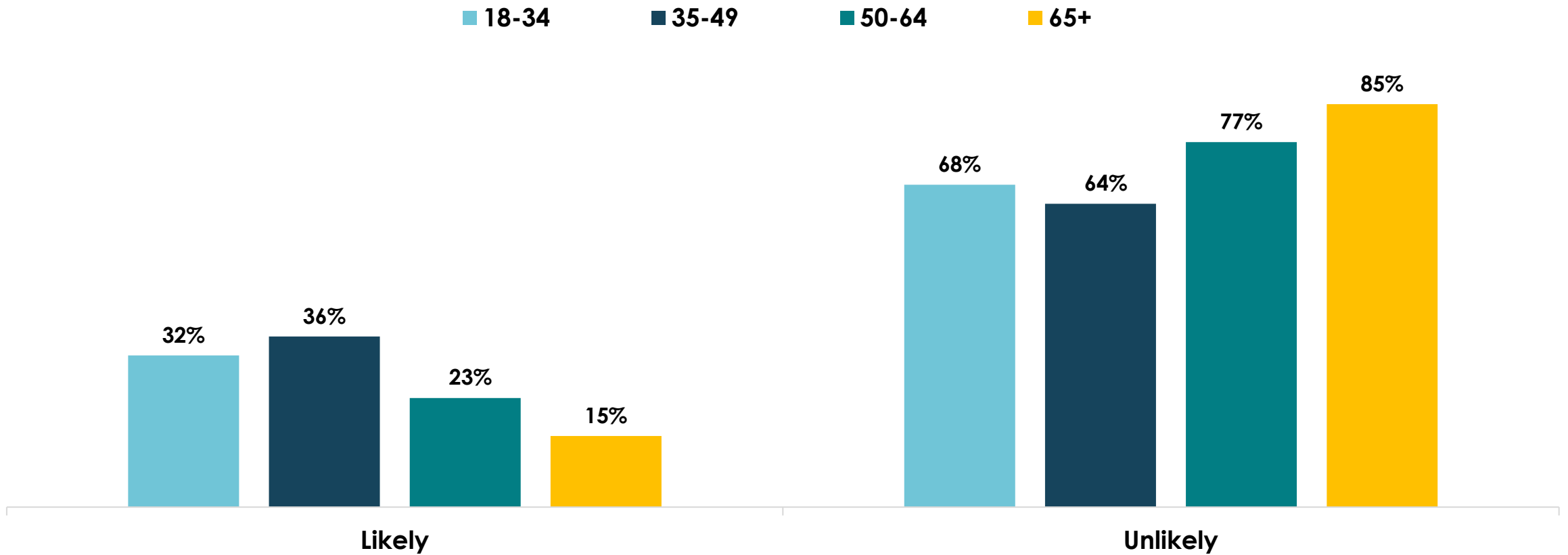


How likely are you to stay in a hotel this fall?



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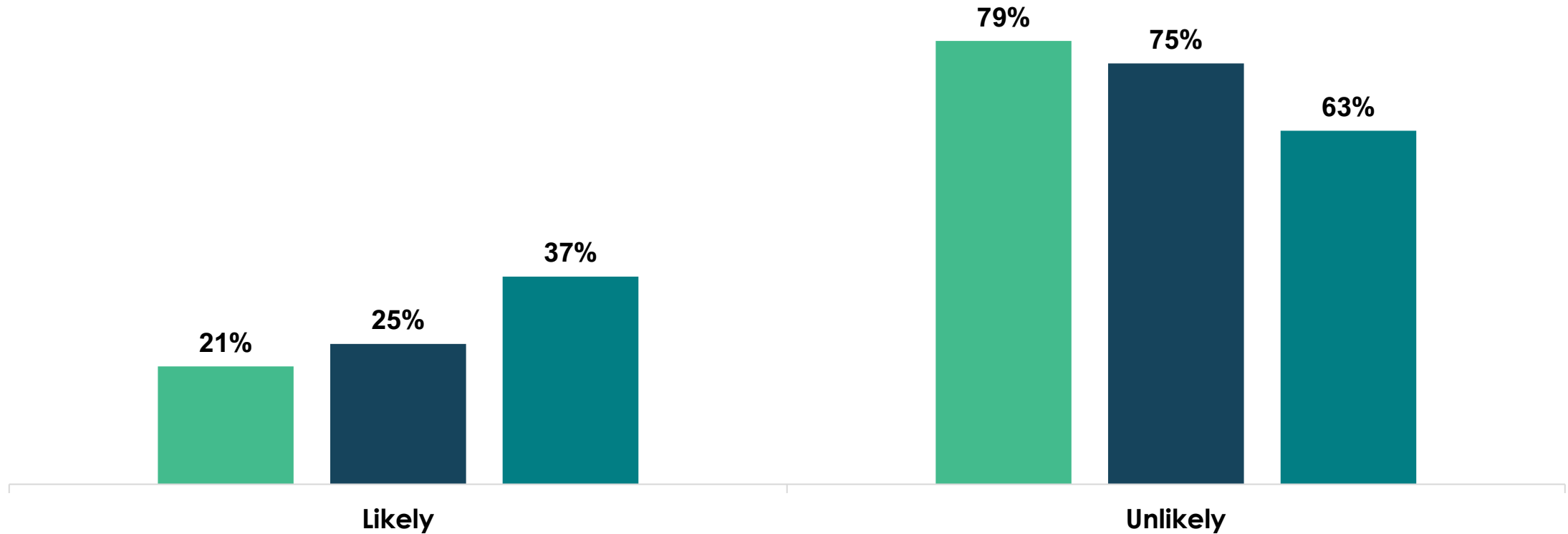
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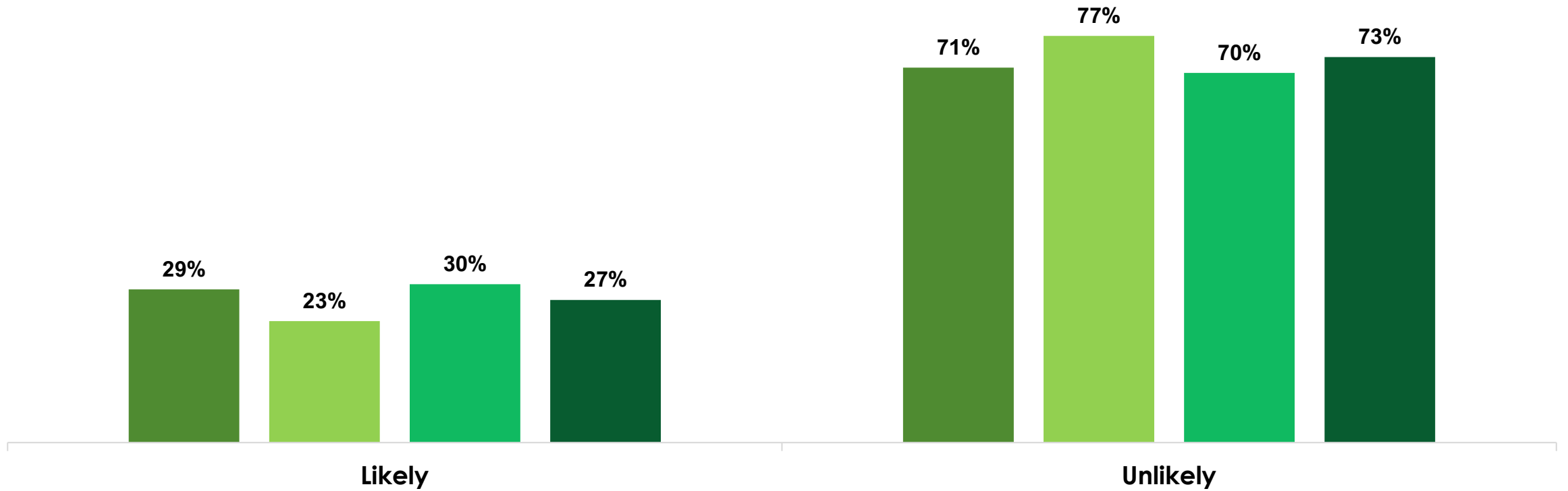
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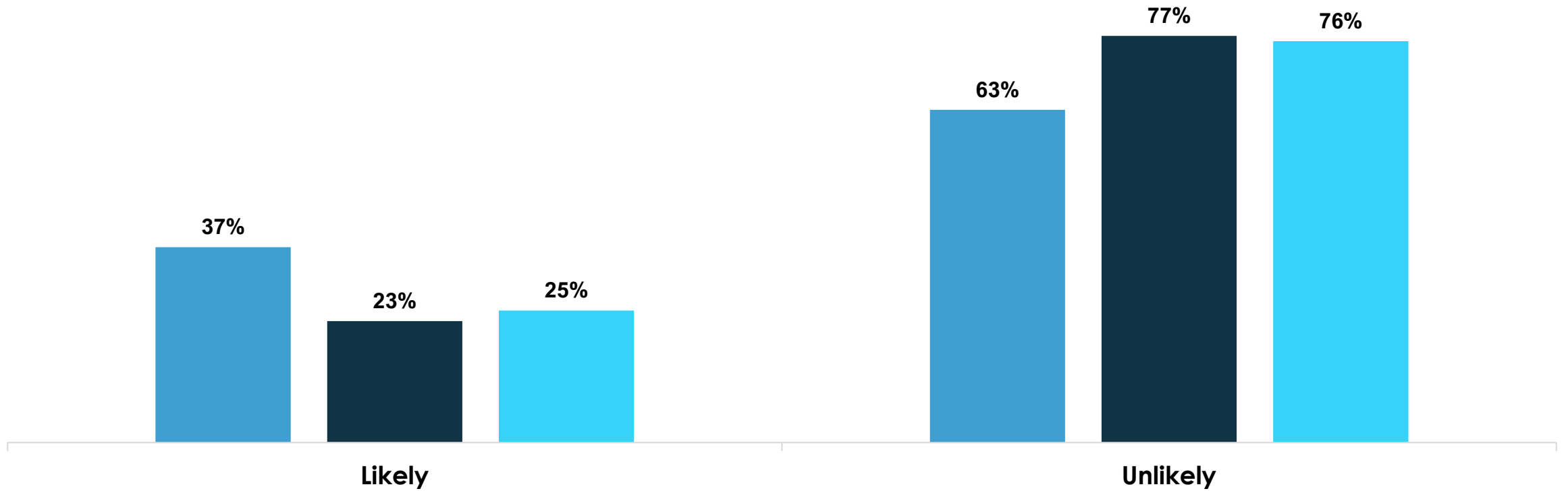
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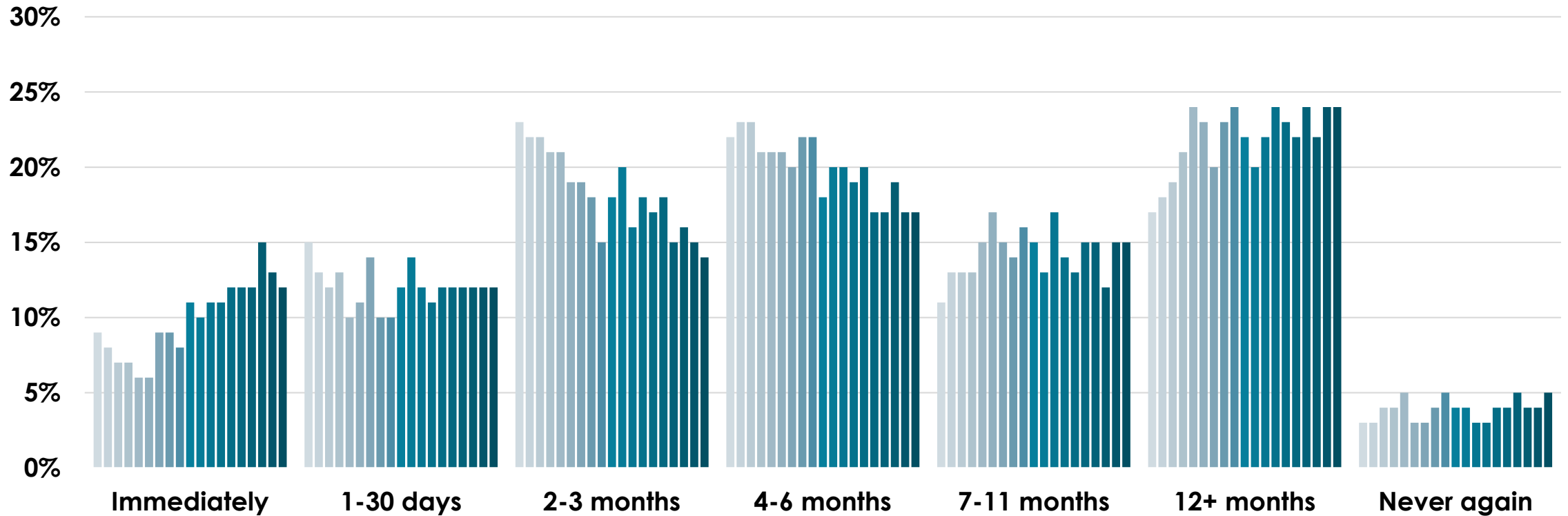
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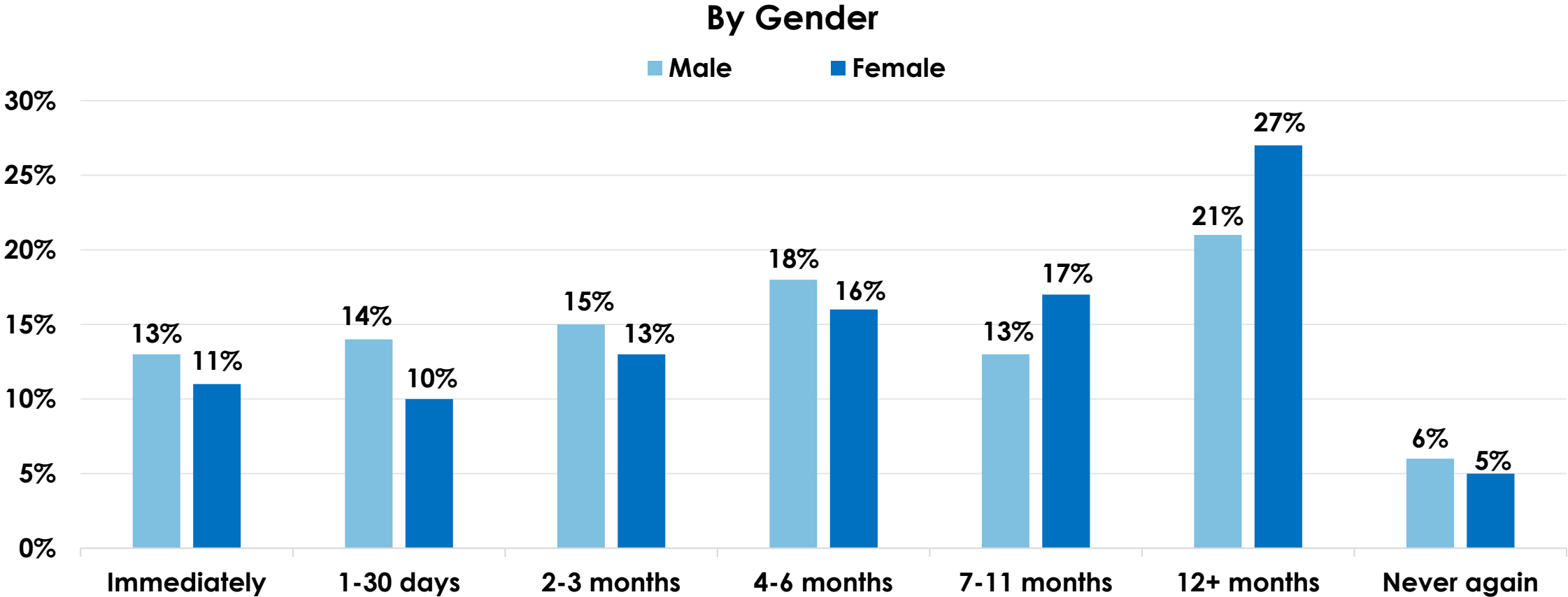


Once the government provides information that the spread of the virus is flattening how long will it take you to stay in a hotel?

- Wave 4 (3/21-3/23)
- Wave 5 (3/28-3/30)
- Wave 6 (4/3-4/5)
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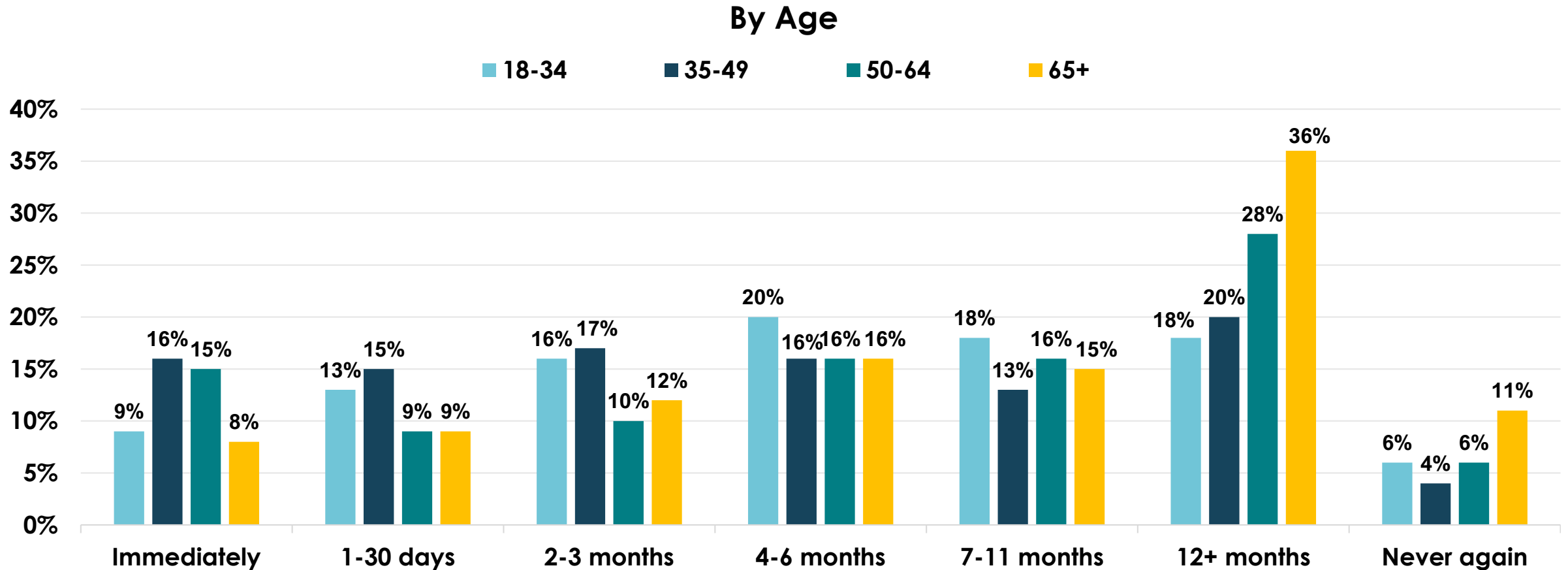


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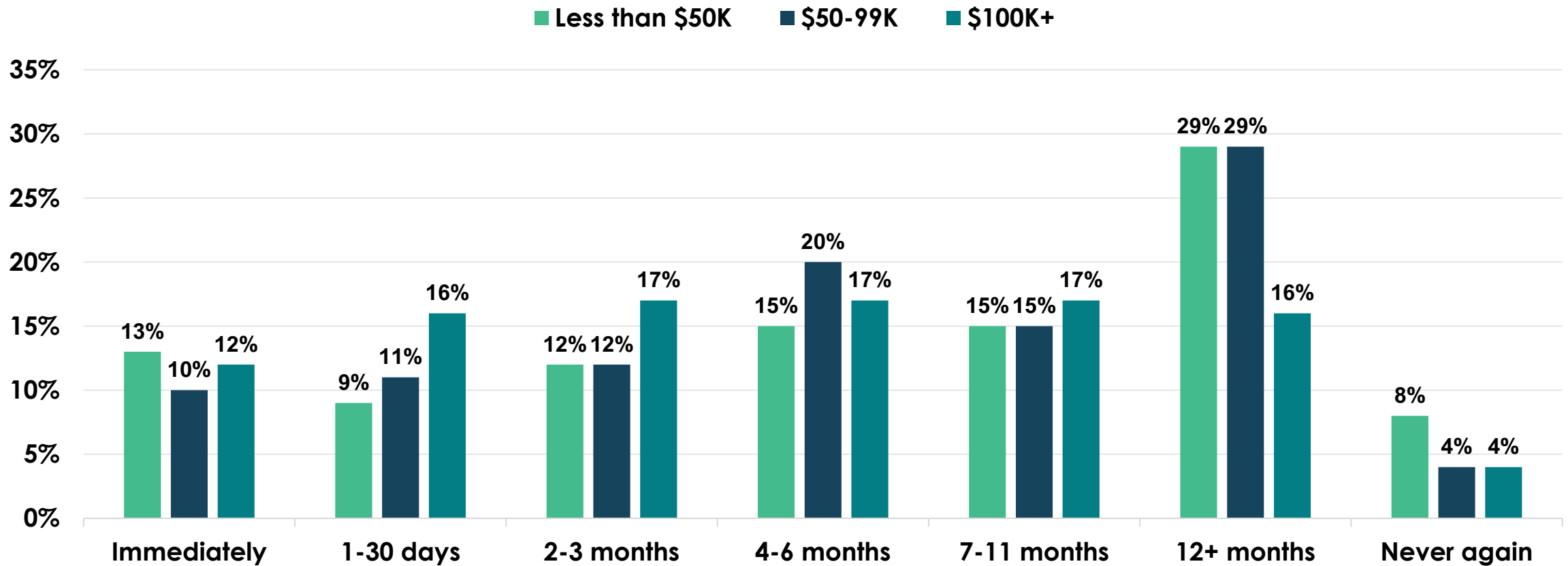
Source: HVCB analysis of Harris Poll COVID-19 Wave 22 (July 24-26, 2020)

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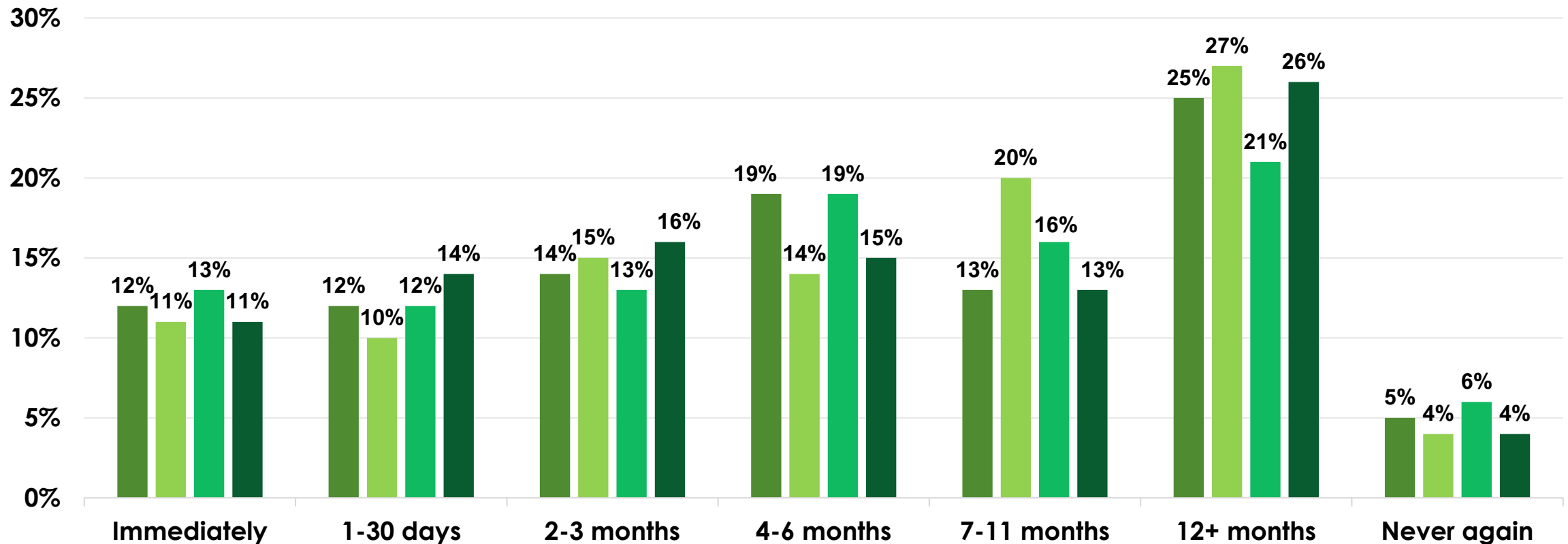
By Income



Once the government provides information that the spread of the virus is flattening how long will it take you to stay in a hotel?

By Region

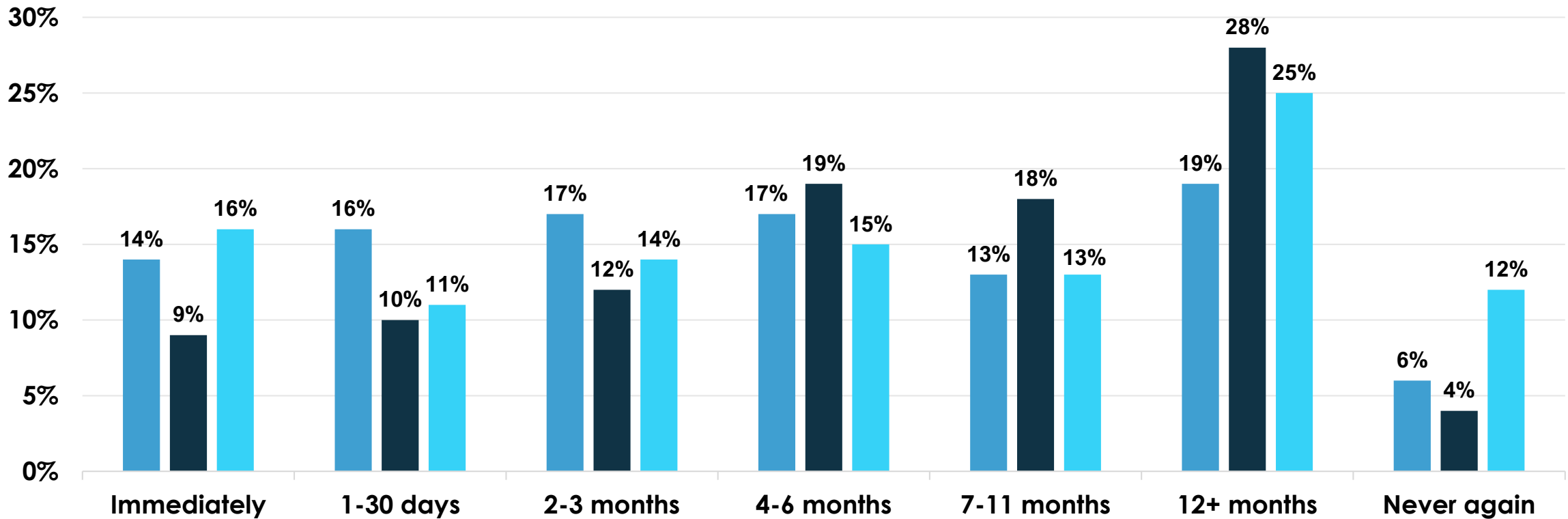
■ Northeast ■ Midwest ■ South ■ West



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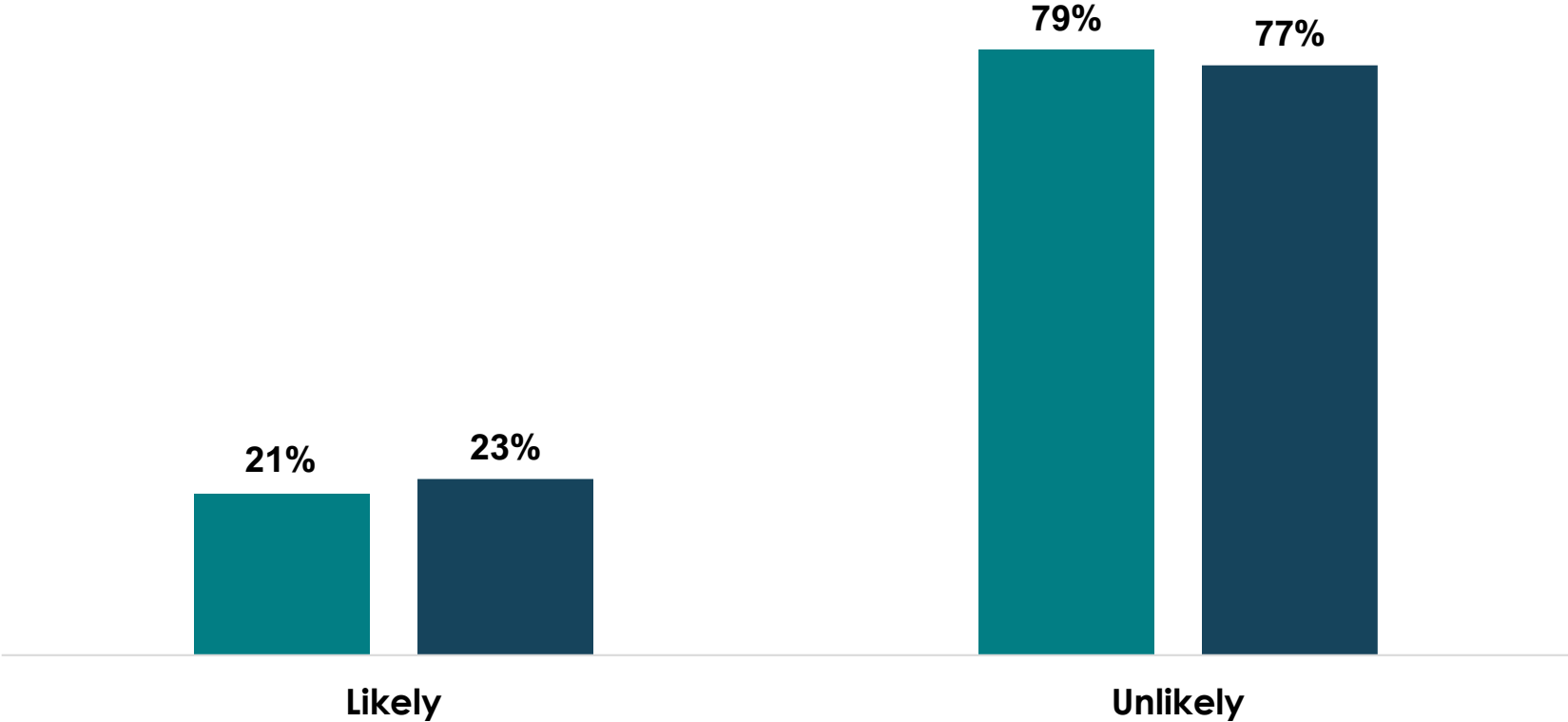
By Urbanicity

Urban Suburban Rural



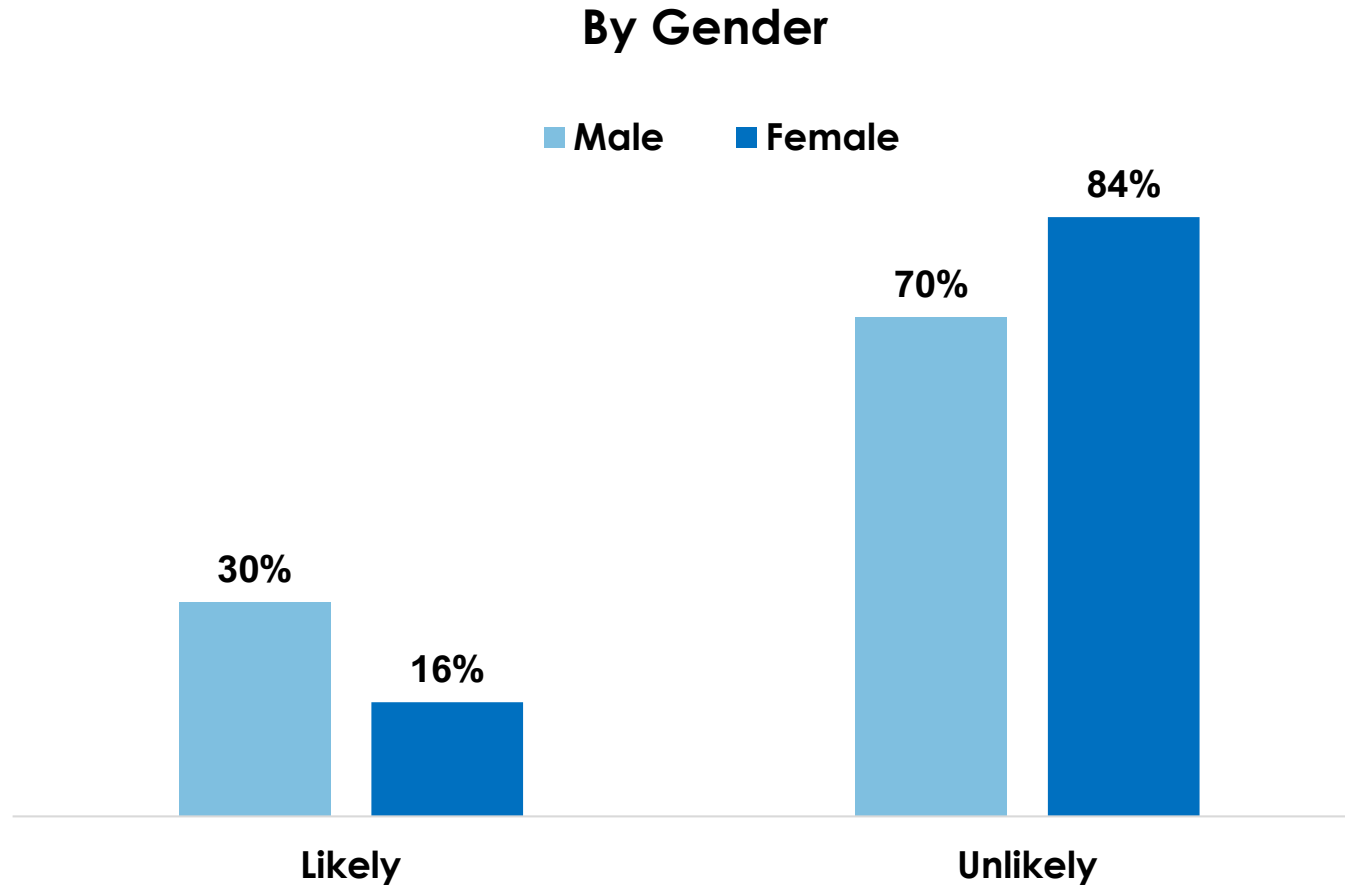
How likely are you to fly on a plane this fall?

■ Wave 21 (7/17-7/19) ■ Wave 22 (7/24-7/26)

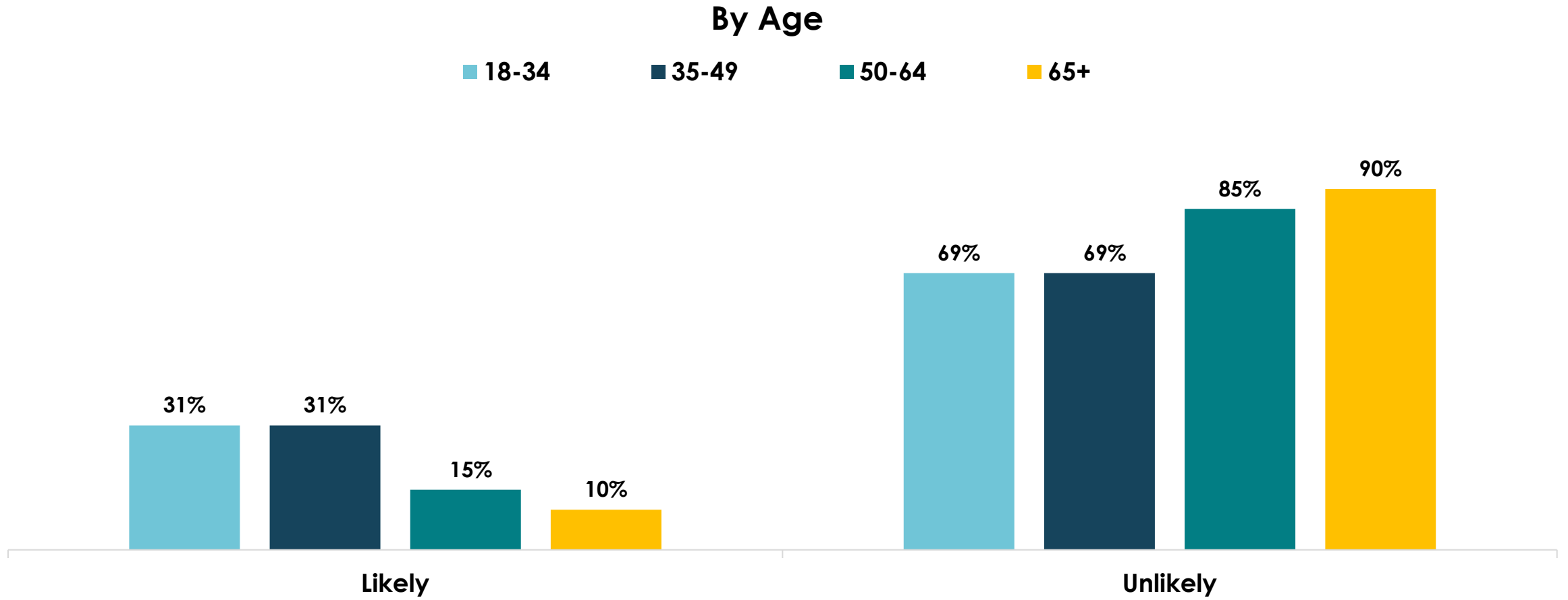


Source: HVCB analysis of Harris Poll COVID-19 Waves 21-22

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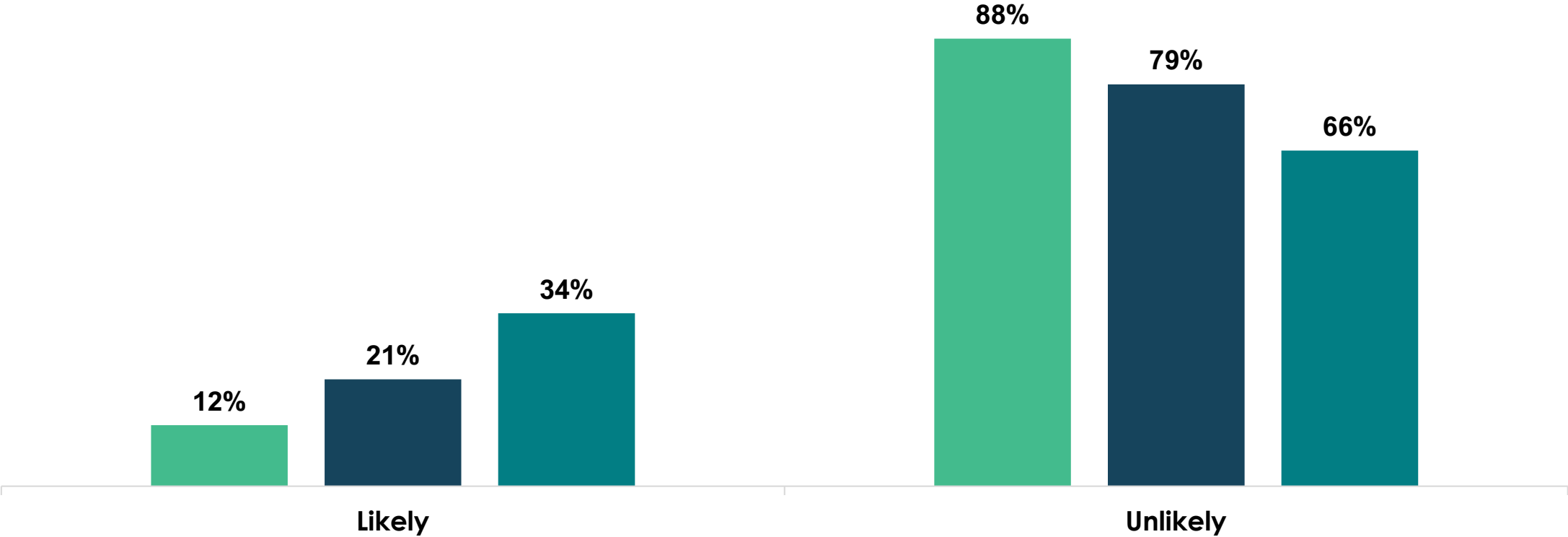
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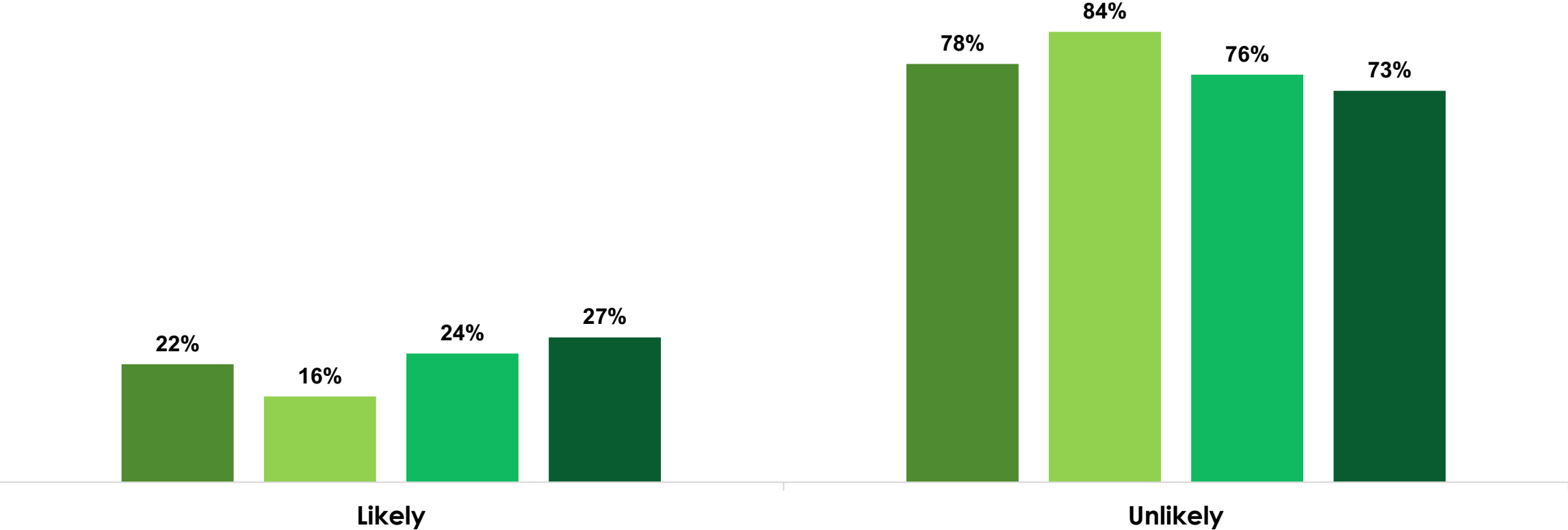


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By Region

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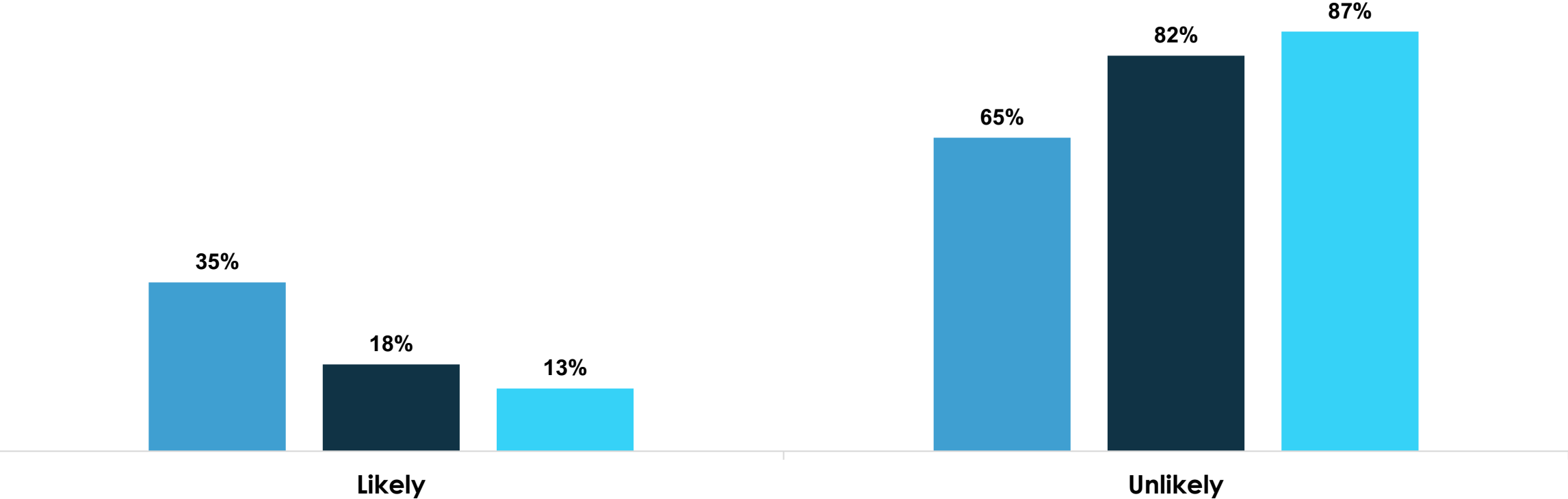


Source: HVCB analysis of Harris Poll COVID-19 Wave 22 (July 24-26, 2020)

How likely are you to fly on a plane this fall?

By Urbanicity

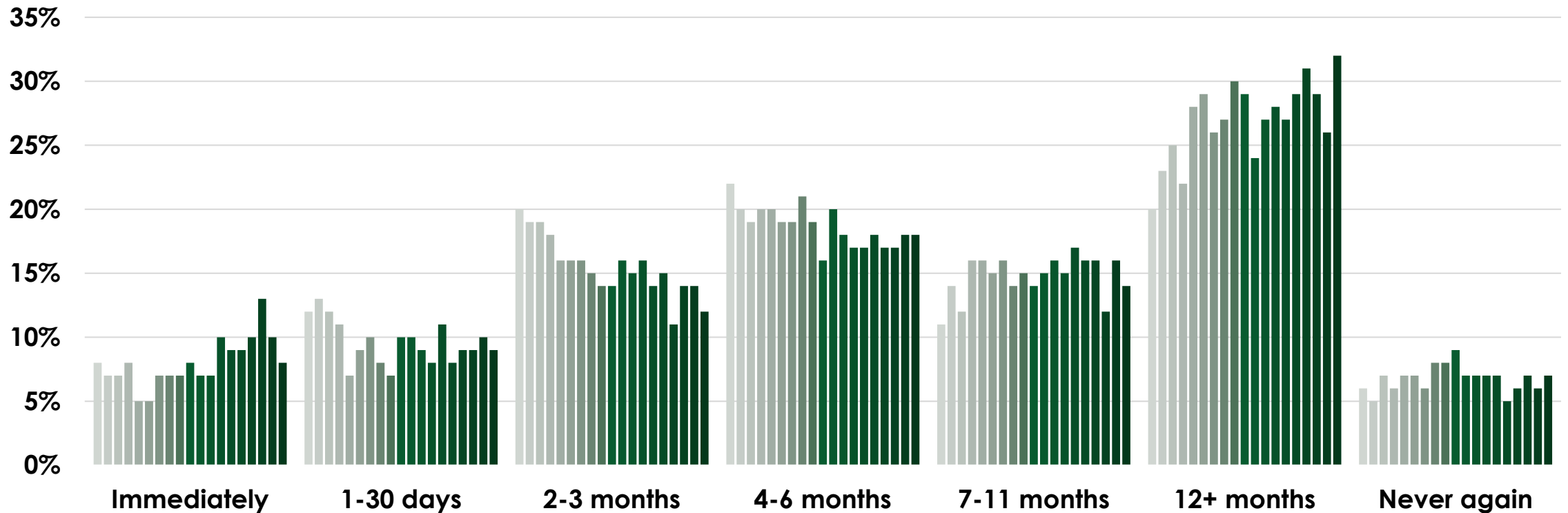
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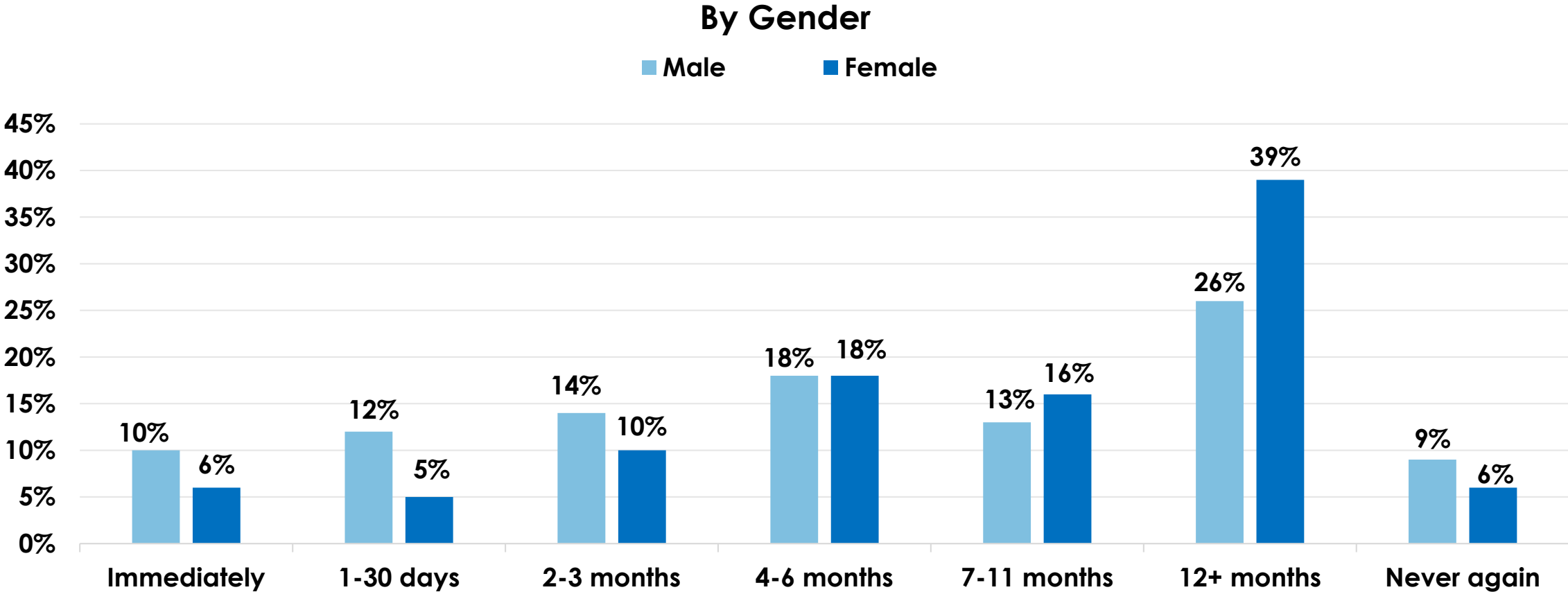
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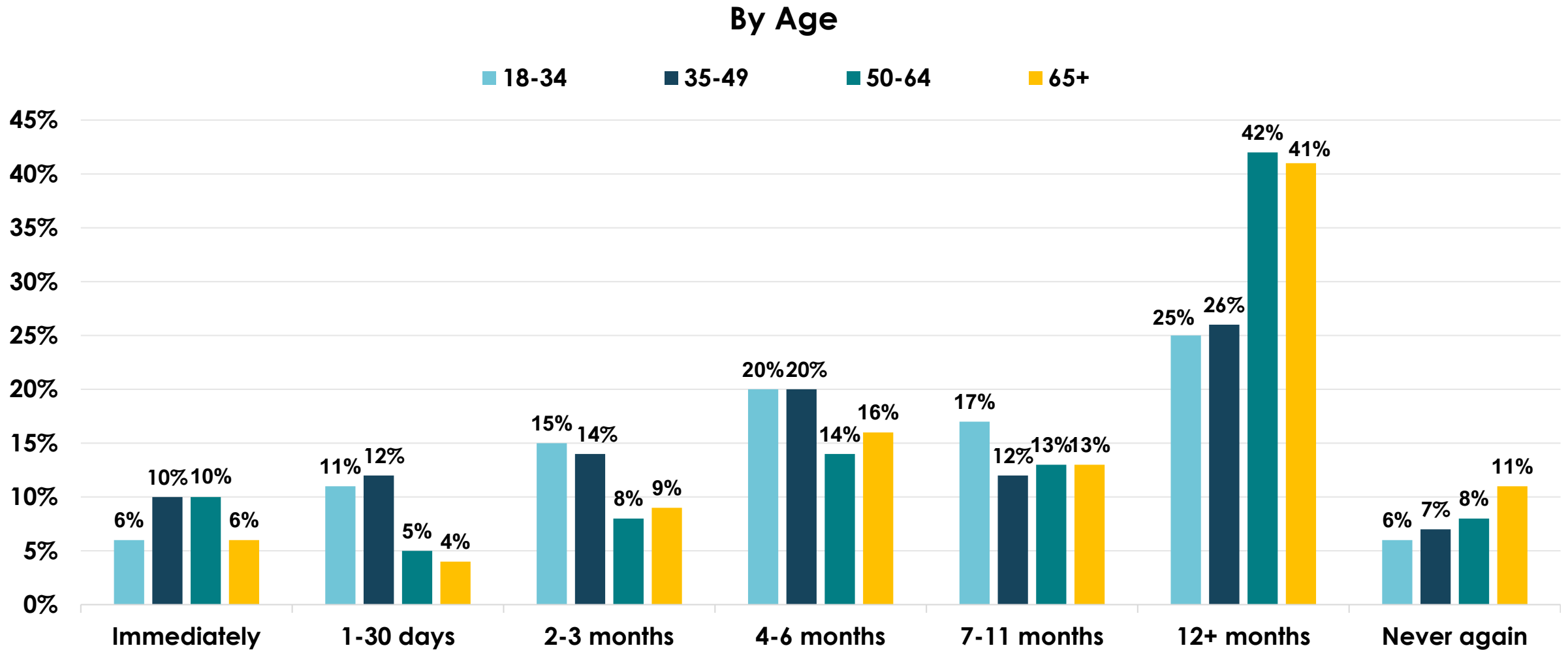
Source: HVCB analysis of Harris Poll COVID-19 Waves 4-22

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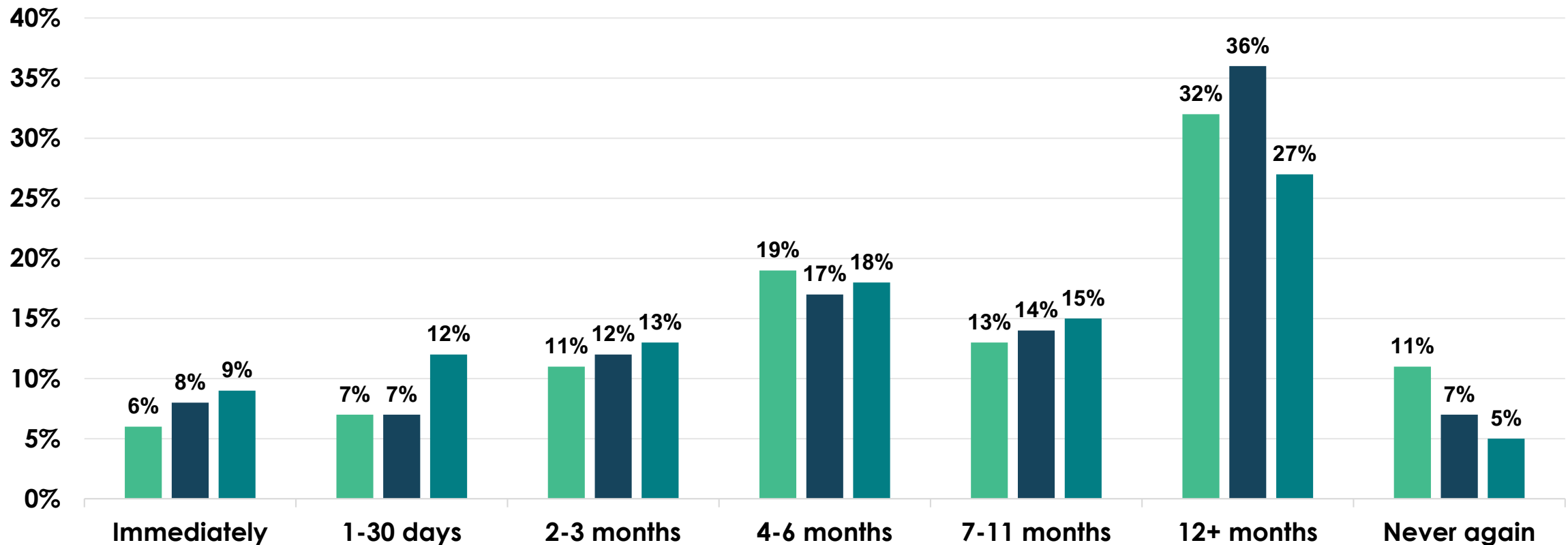
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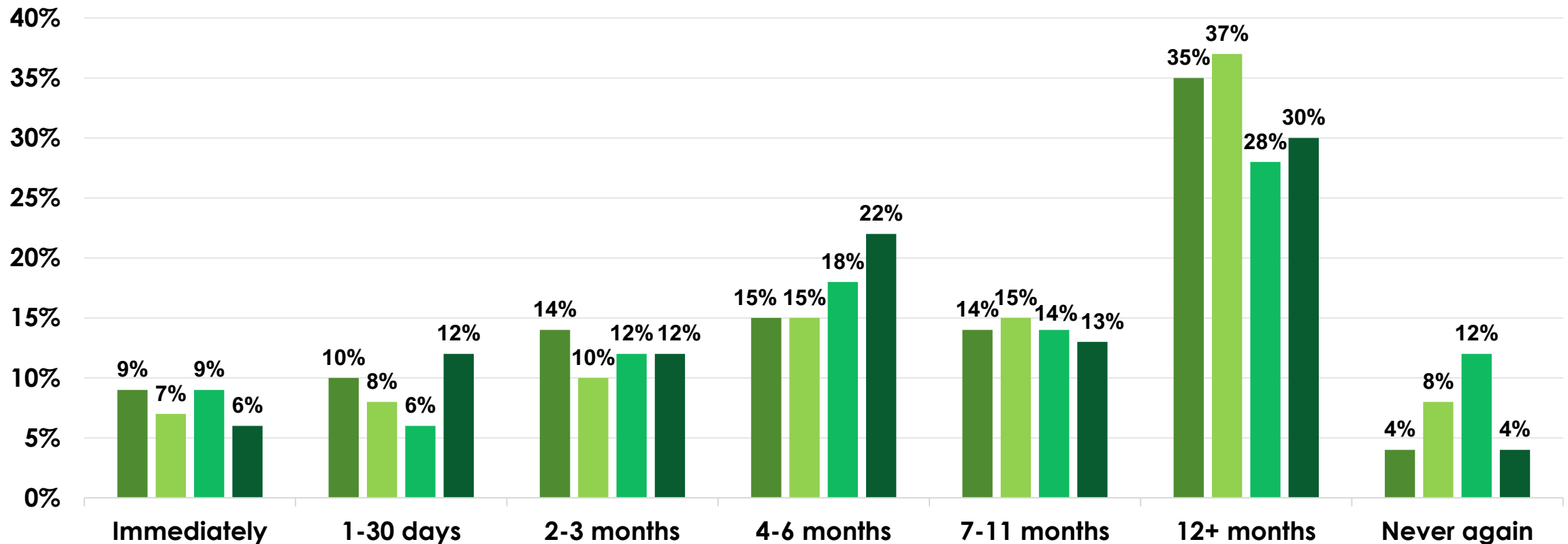
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By Region

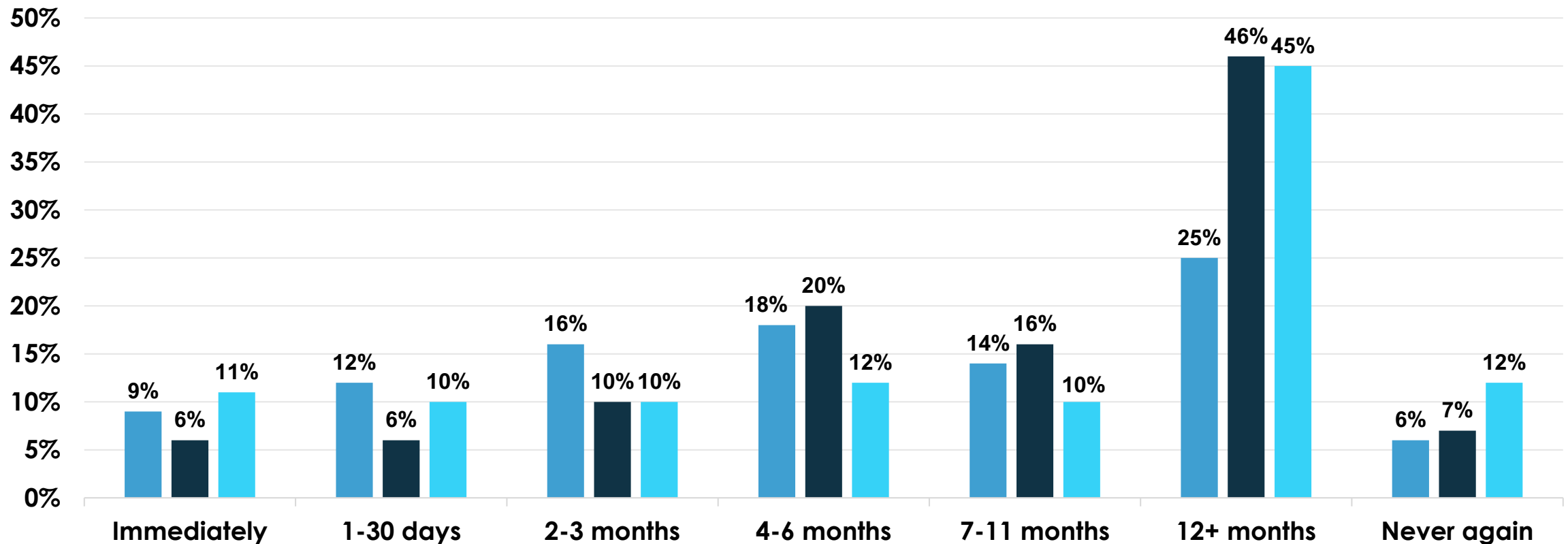
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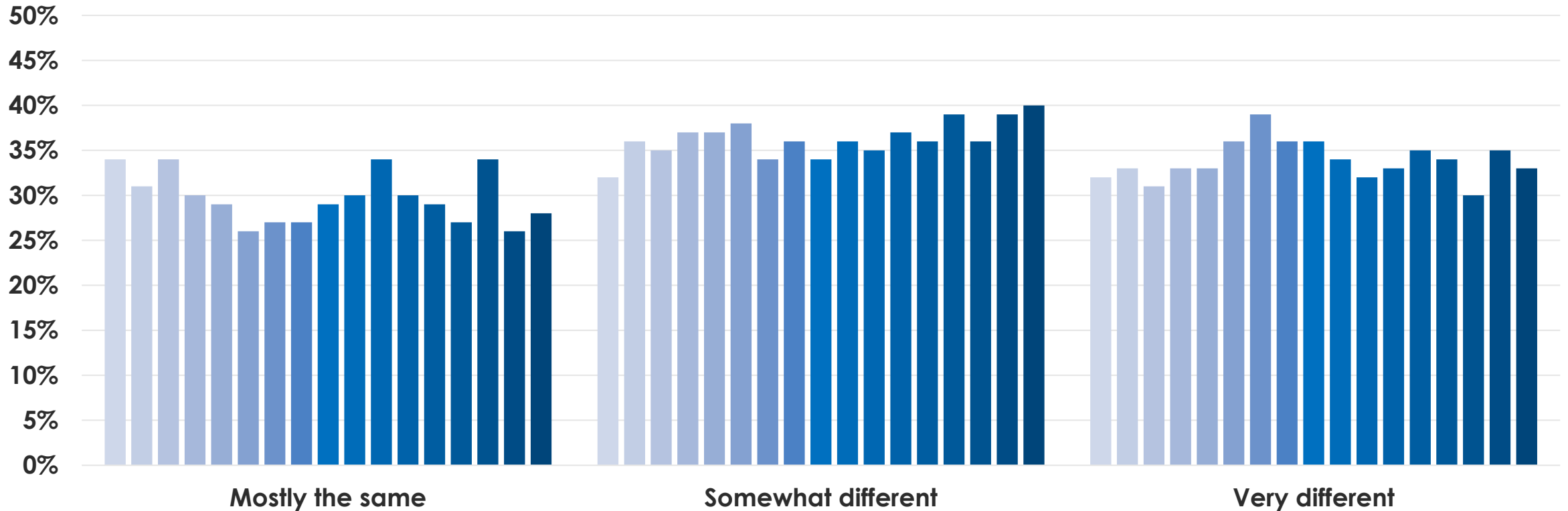
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Urban Suburban Rural

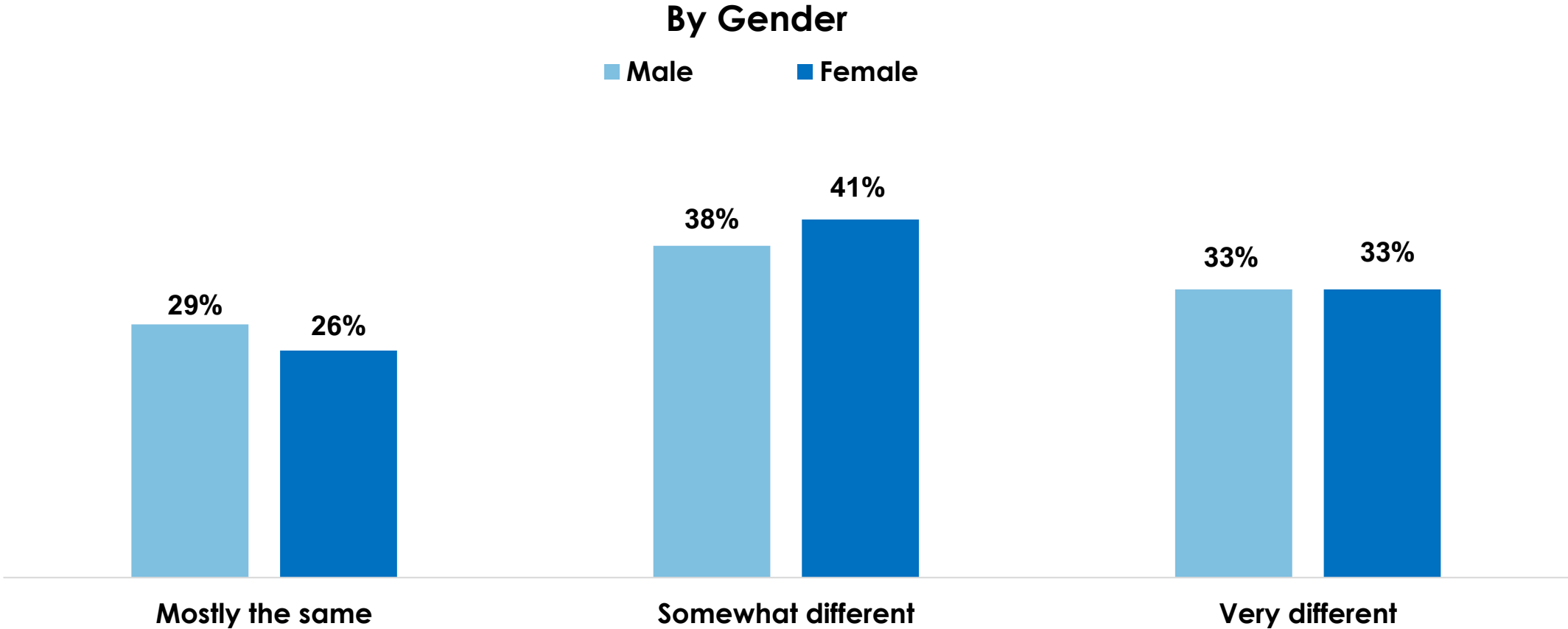


Once the pandemic is over and things return to normal, do you think travel/vacation will be very different, somewhat different or mostly the same?

- Wave 6 (4/3-4/5)
- Wave 7 (4/11-4/13)
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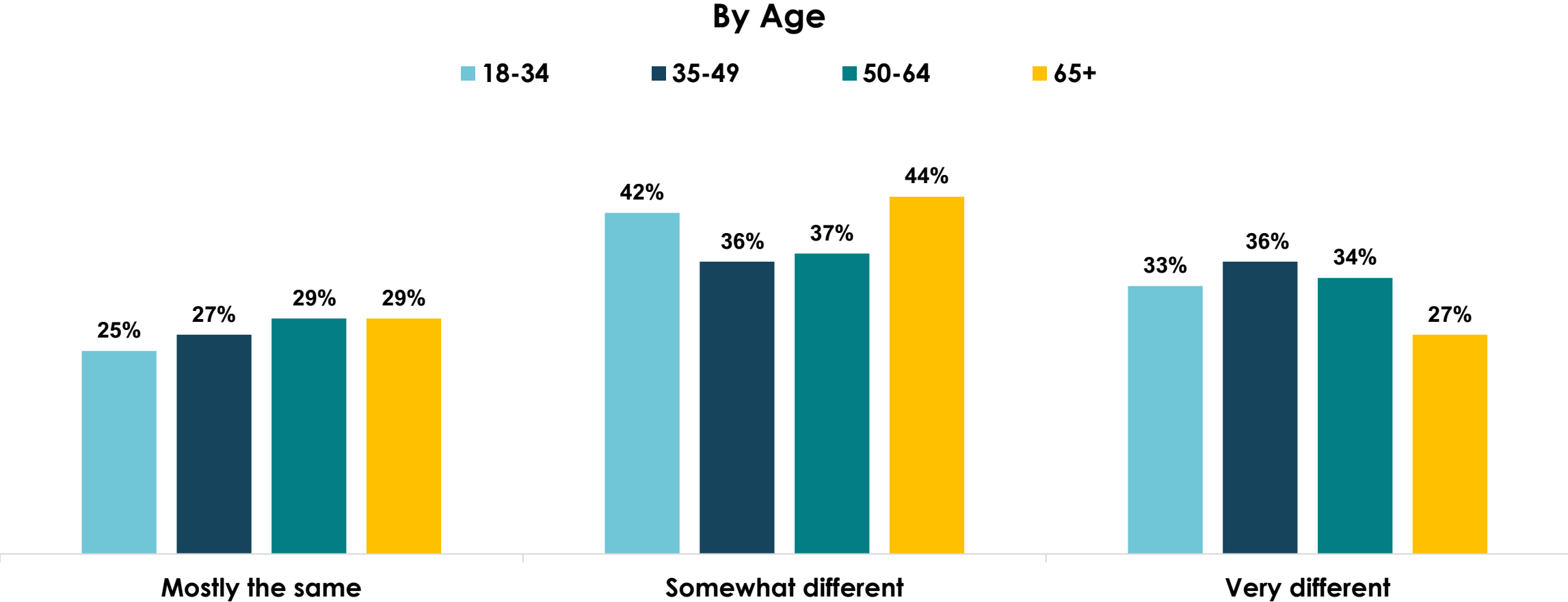


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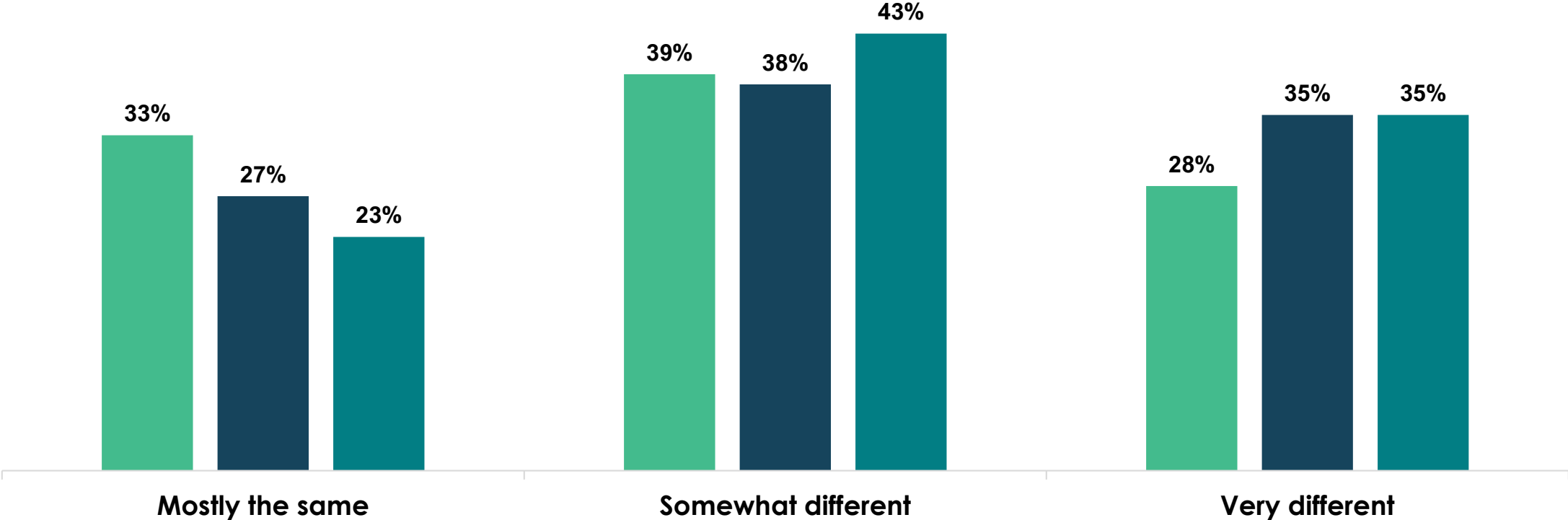


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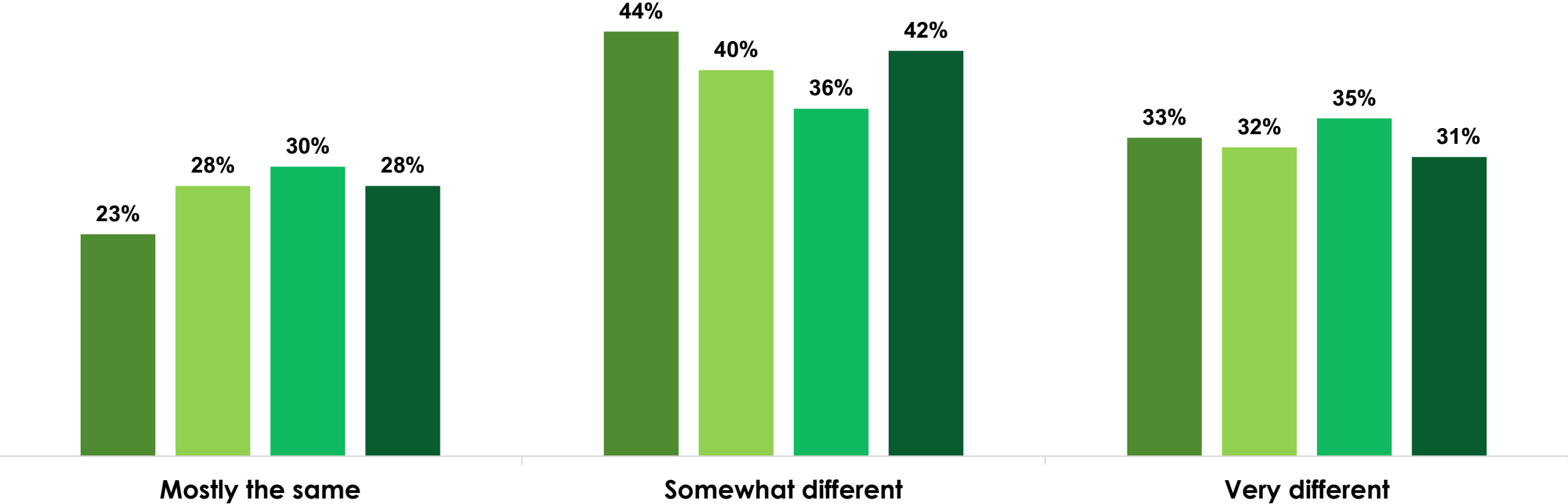


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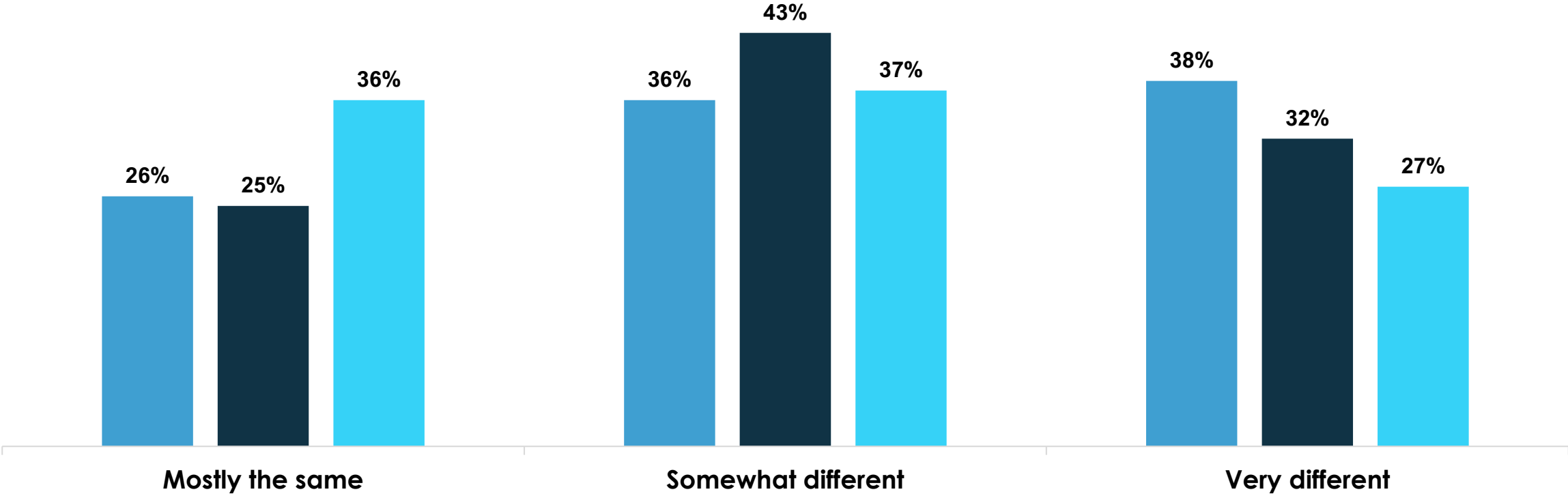


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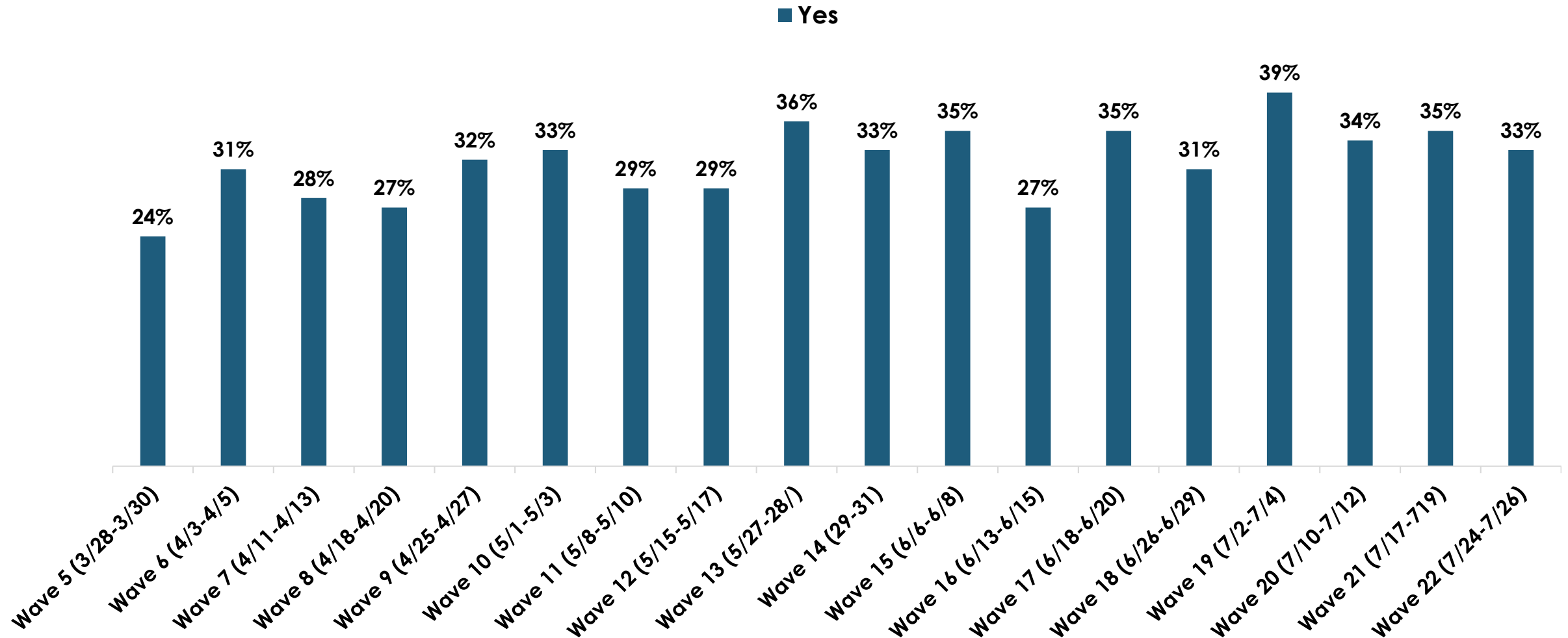
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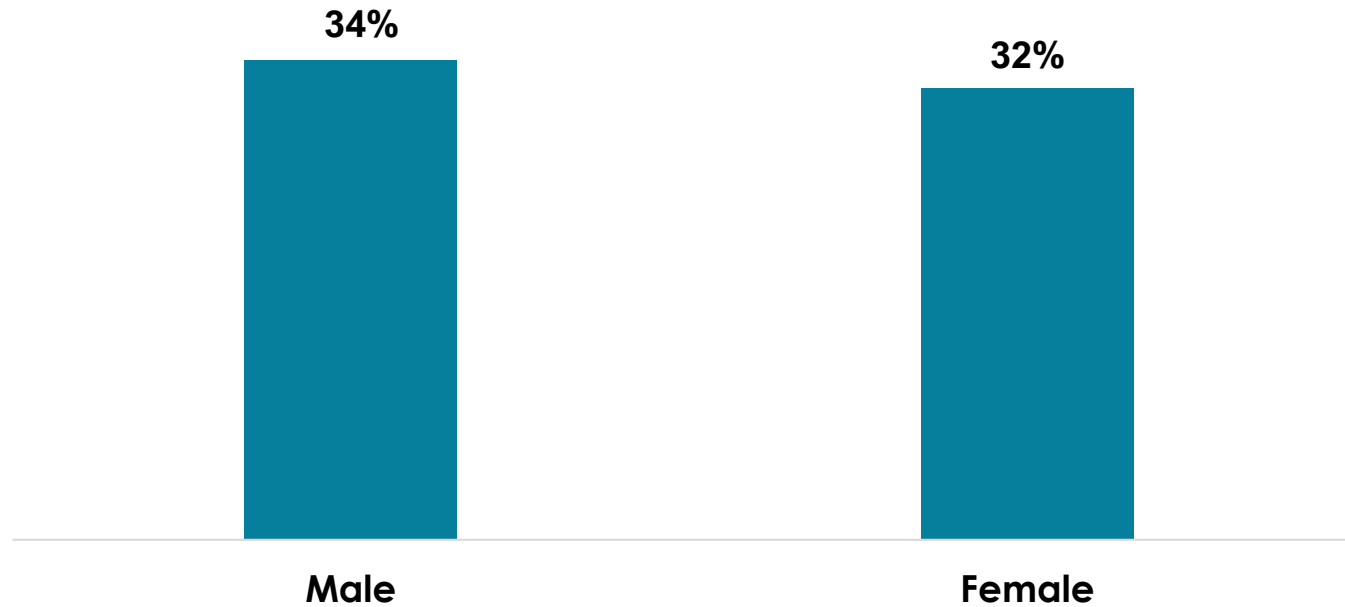
Source: HVCB analysis of Harris Poll COVID-19 Wave 22 (July 24-26, 2020)

Are you planning to go on vacation/travel once things return to normal and businesses re-open?



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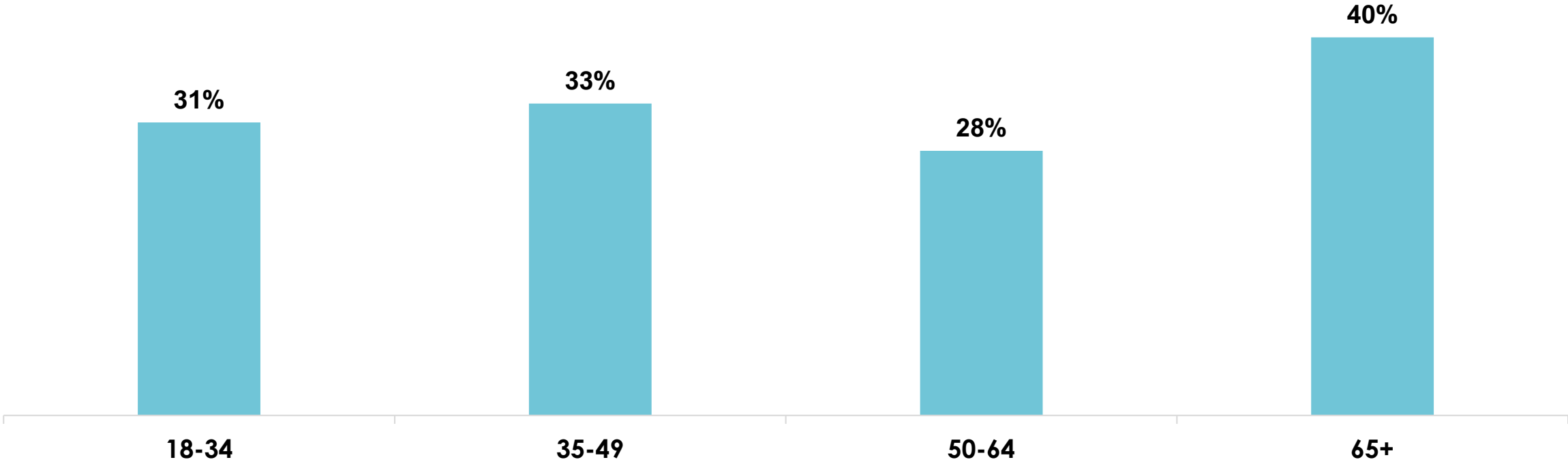
By Gender



Are you planning to go on vacation/travel once things return to normal and businesses re-open?

By Age

■ Yes

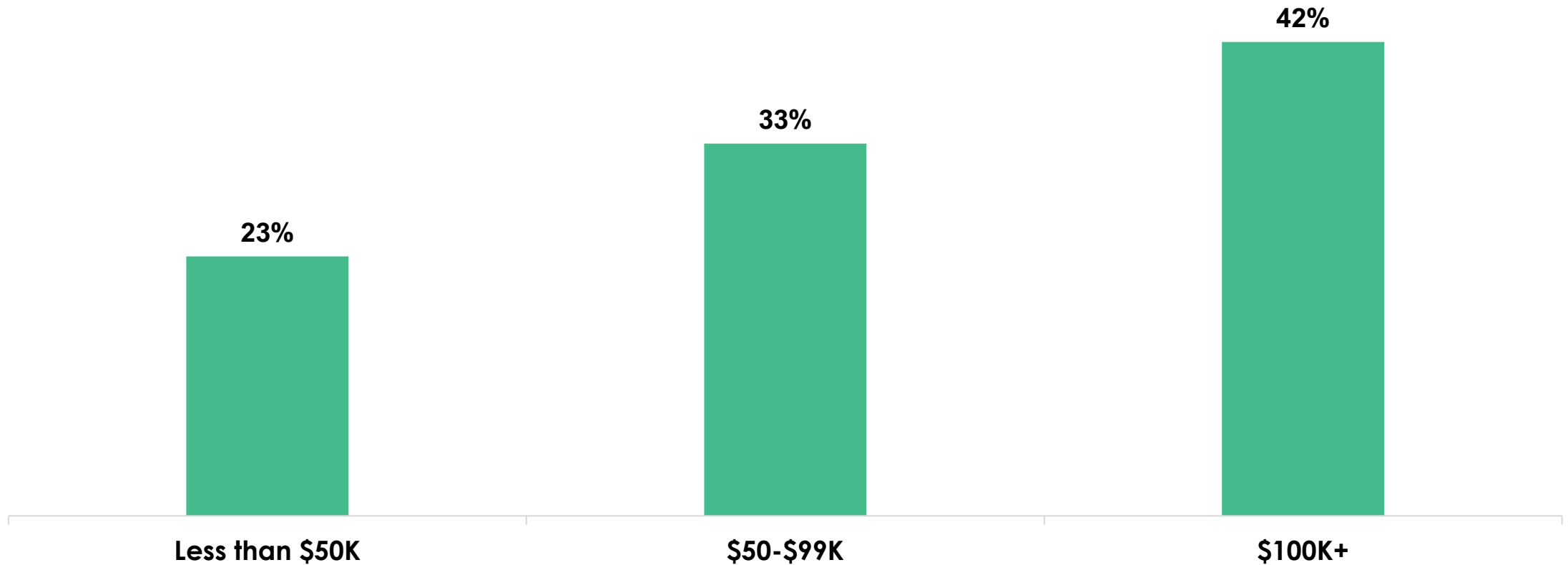


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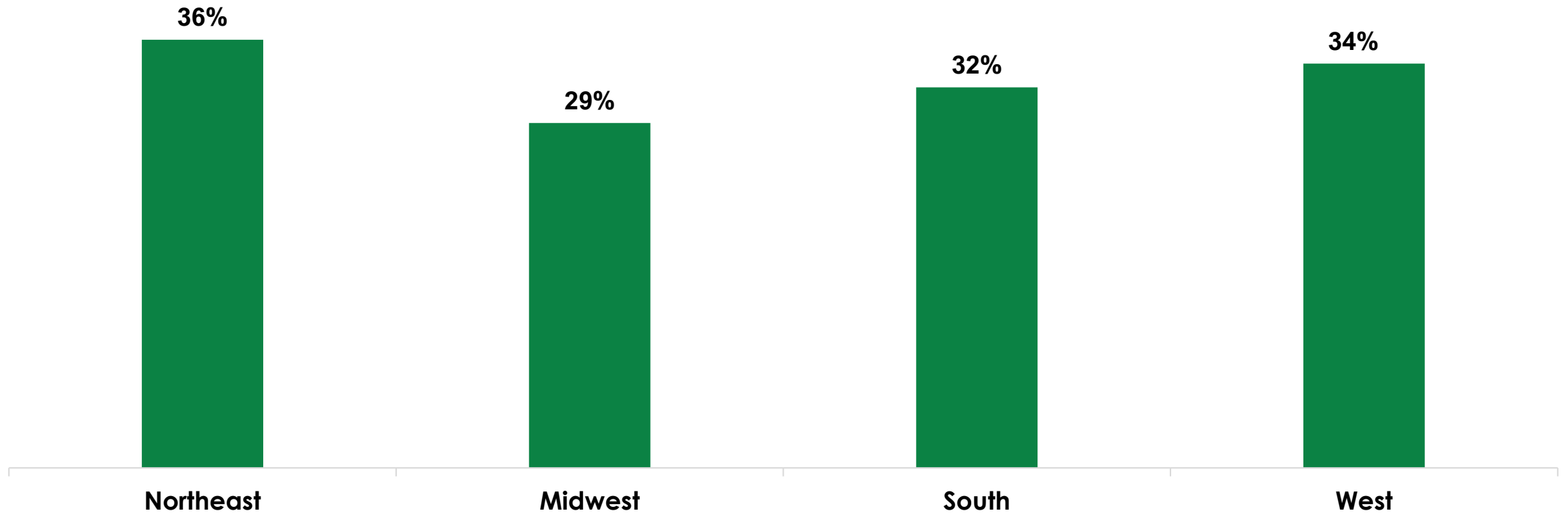
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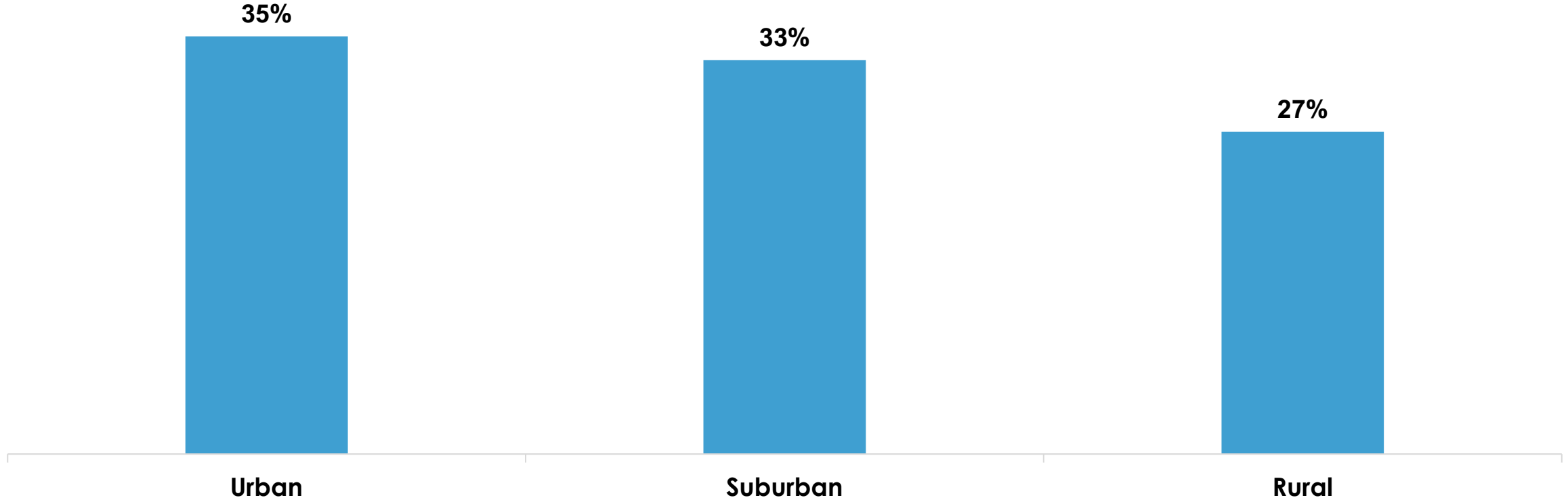
■ Yes



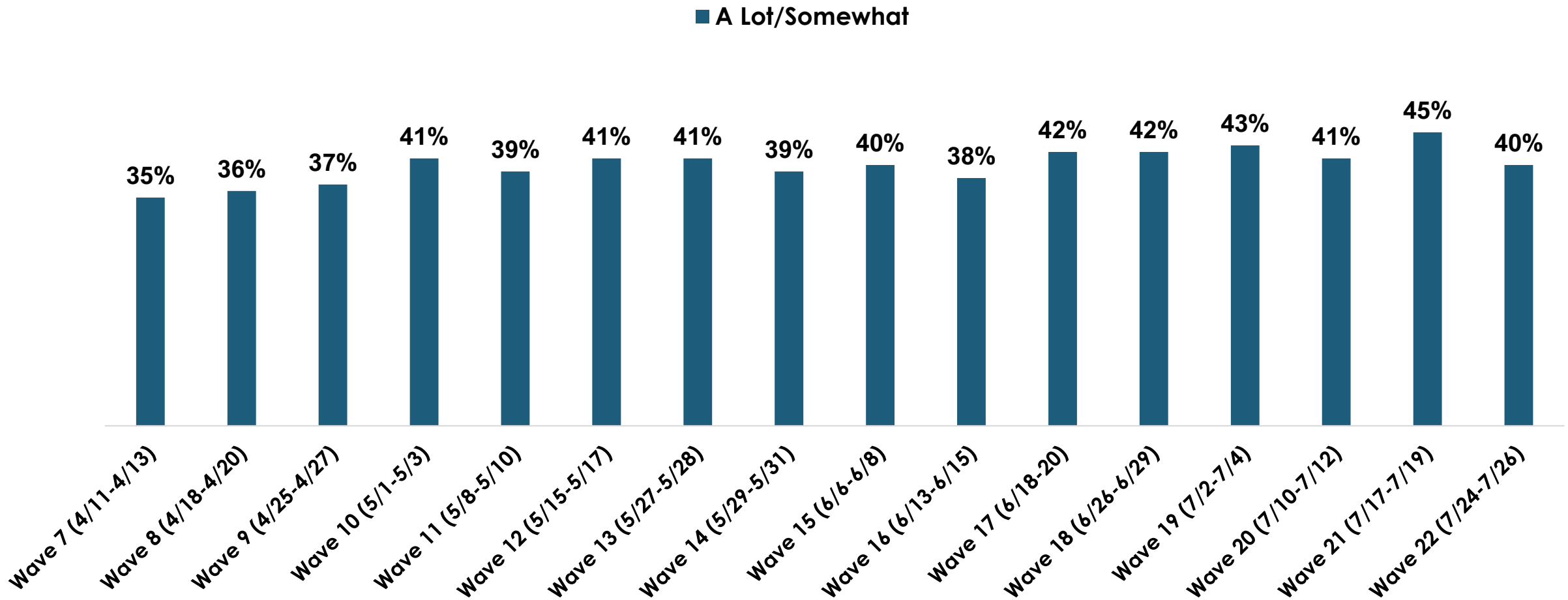
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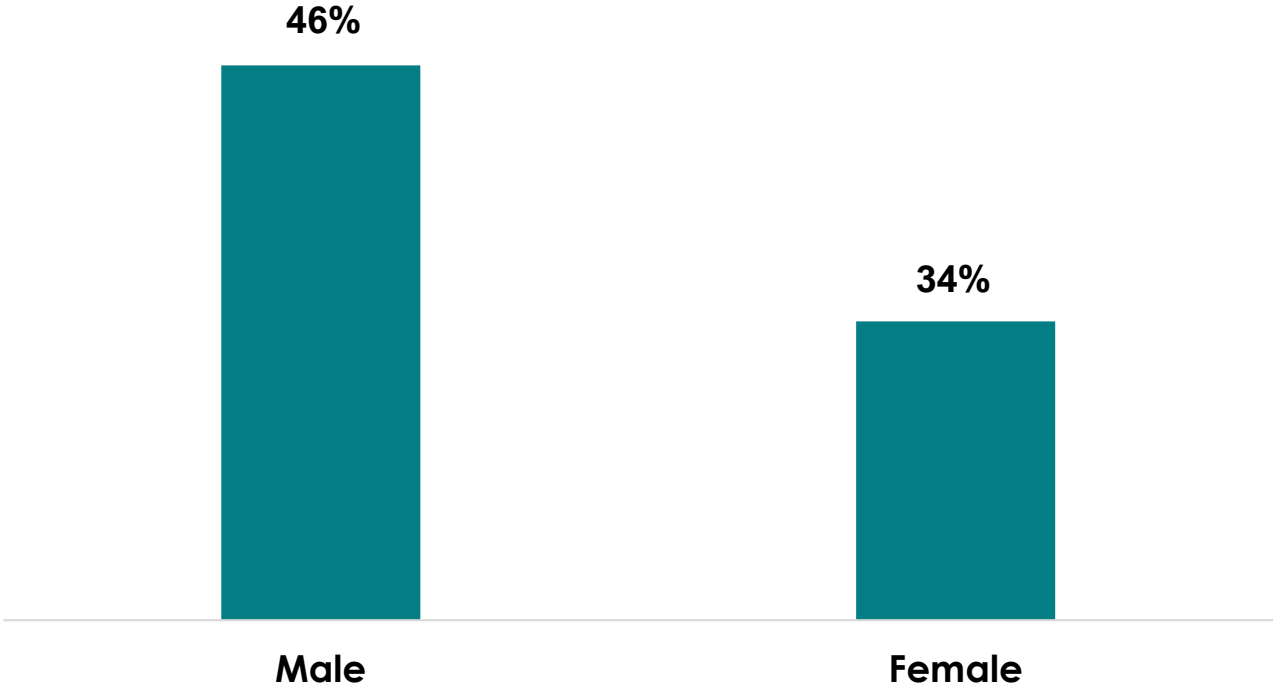


How much would you say you miss traveling on an airplane during this time of virus-related restrictions?



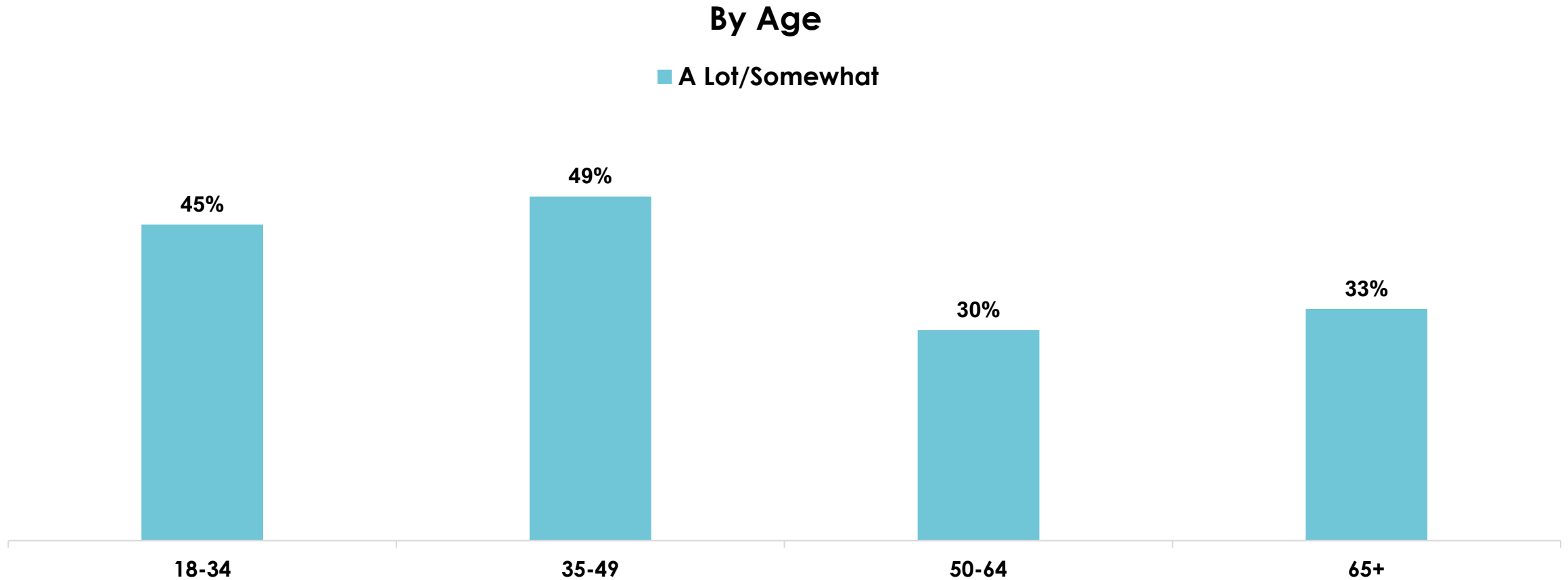
Men are more likely to miss traveling on an airplane than women

By Gender

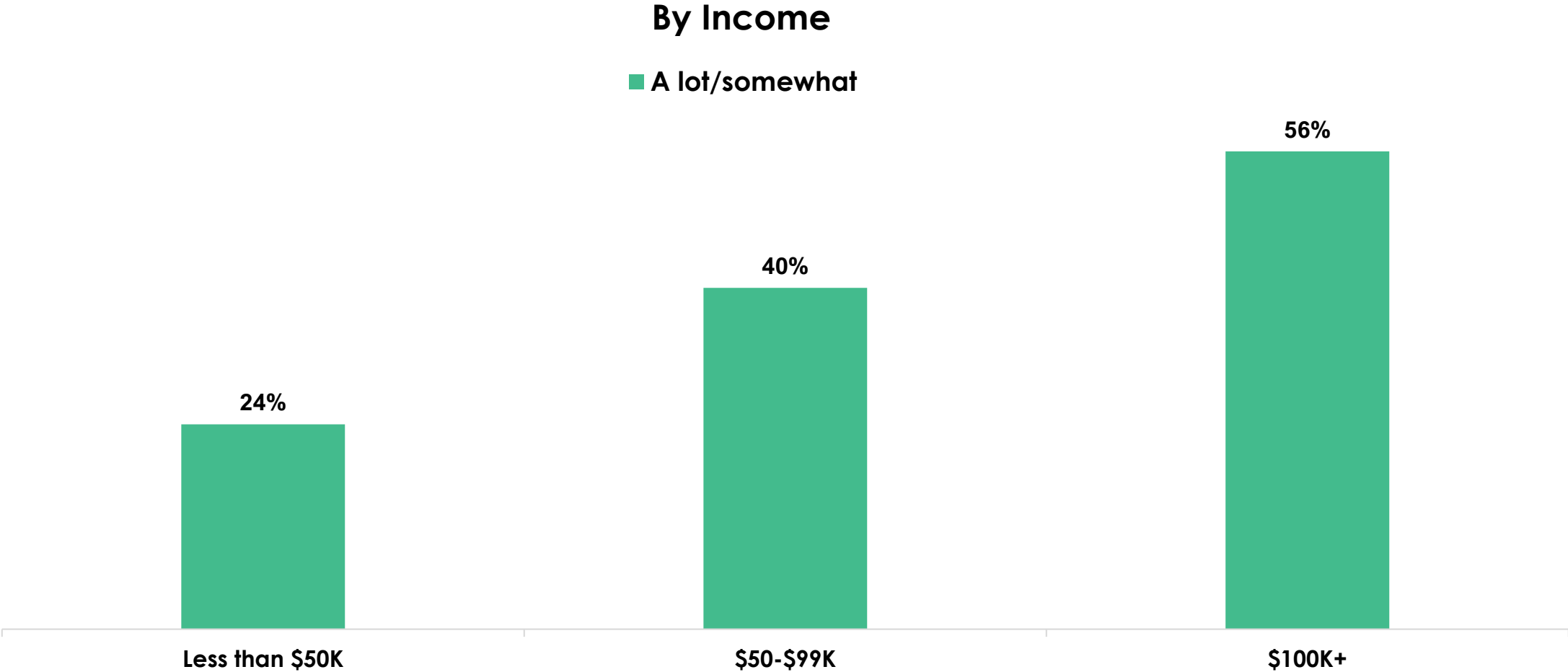


Source: HVCB analysis of Harris Poll COVID-19 Wave 22 (July 24-26)

Younger generations are more likely to miss traveling on an airplane



Respondents with higher income are more likely to miss traveling by plane

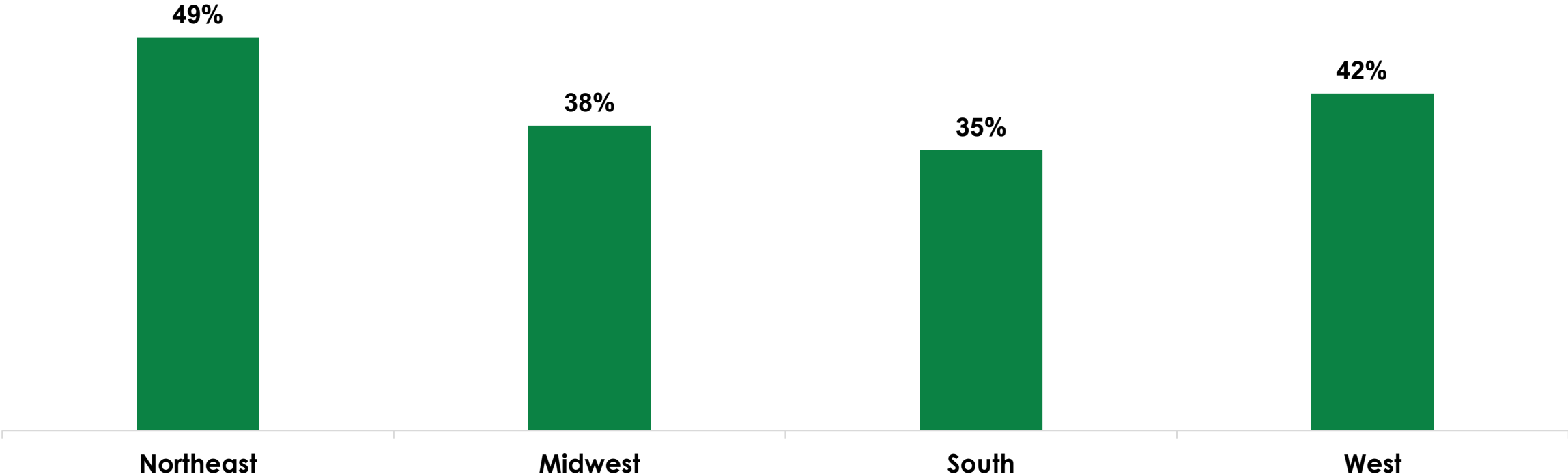


Source: HVCB analysis of Harris Poll COVID-19 Wave 22 (July 24-26, 2020)

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

By Region

■ A lot/somewhat

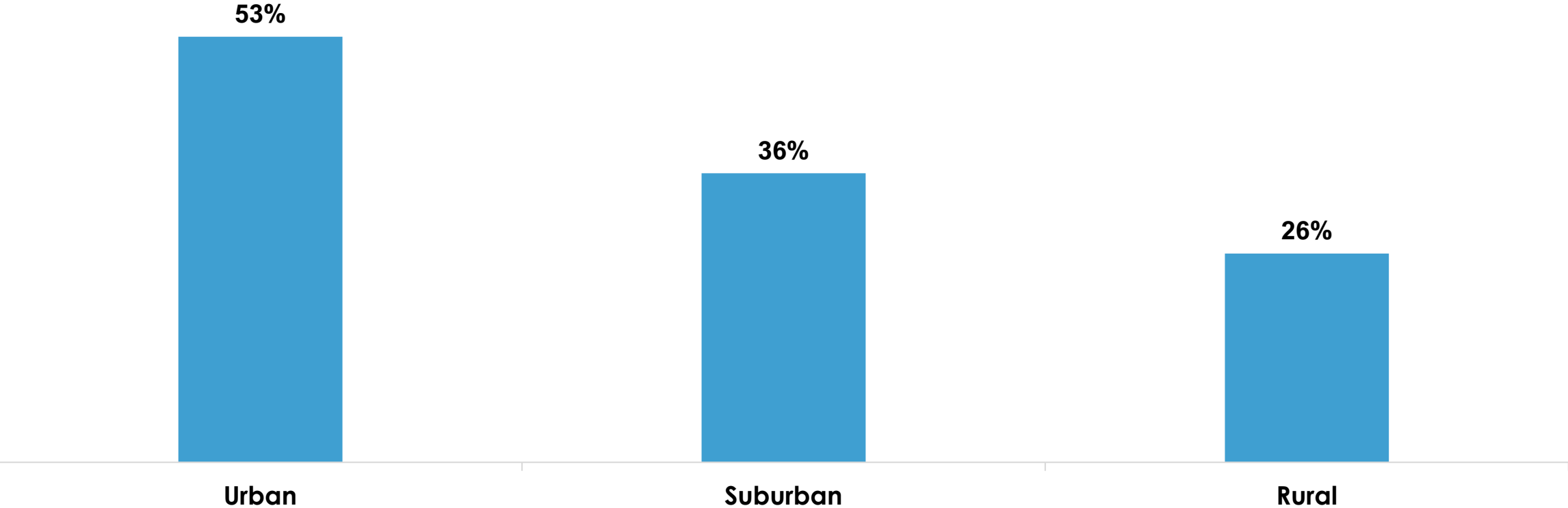


Source: HVCB analysis of Harris Poll COVID-19 Wave 22 (July 24-26, 2020)

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

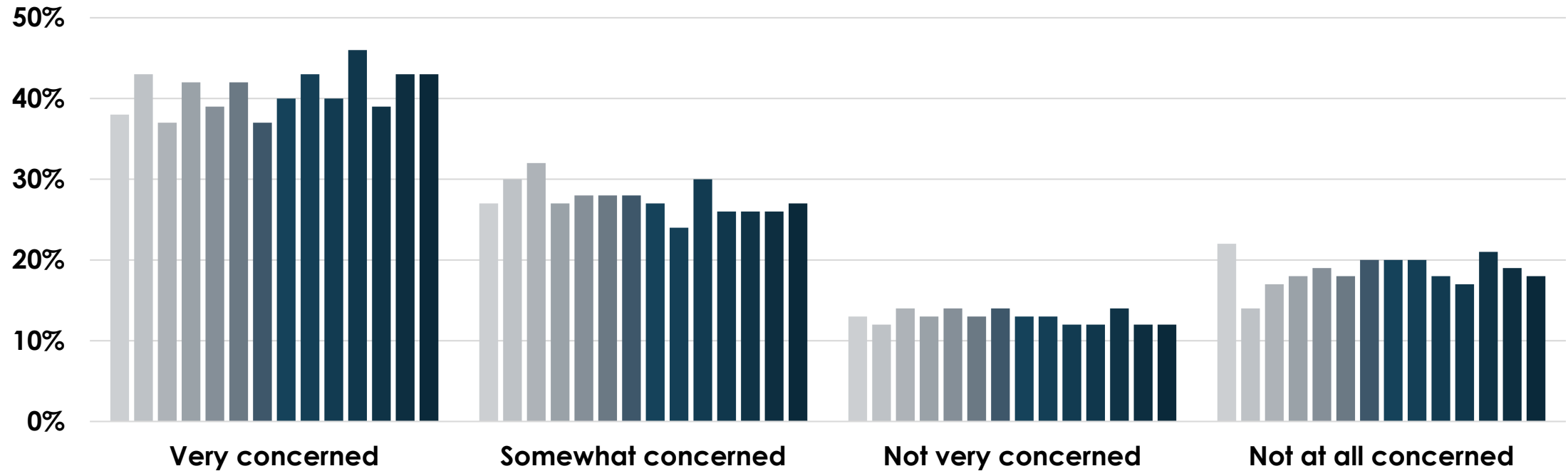
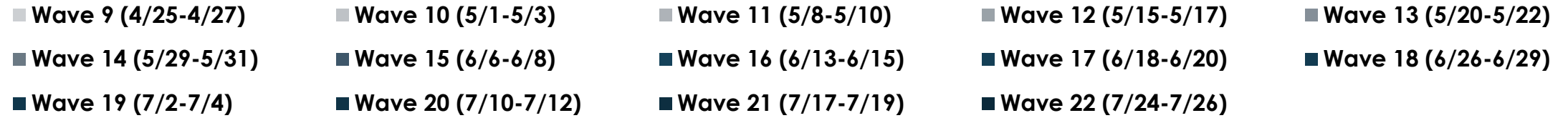
By Urbanicity

■ A lot/somewhat

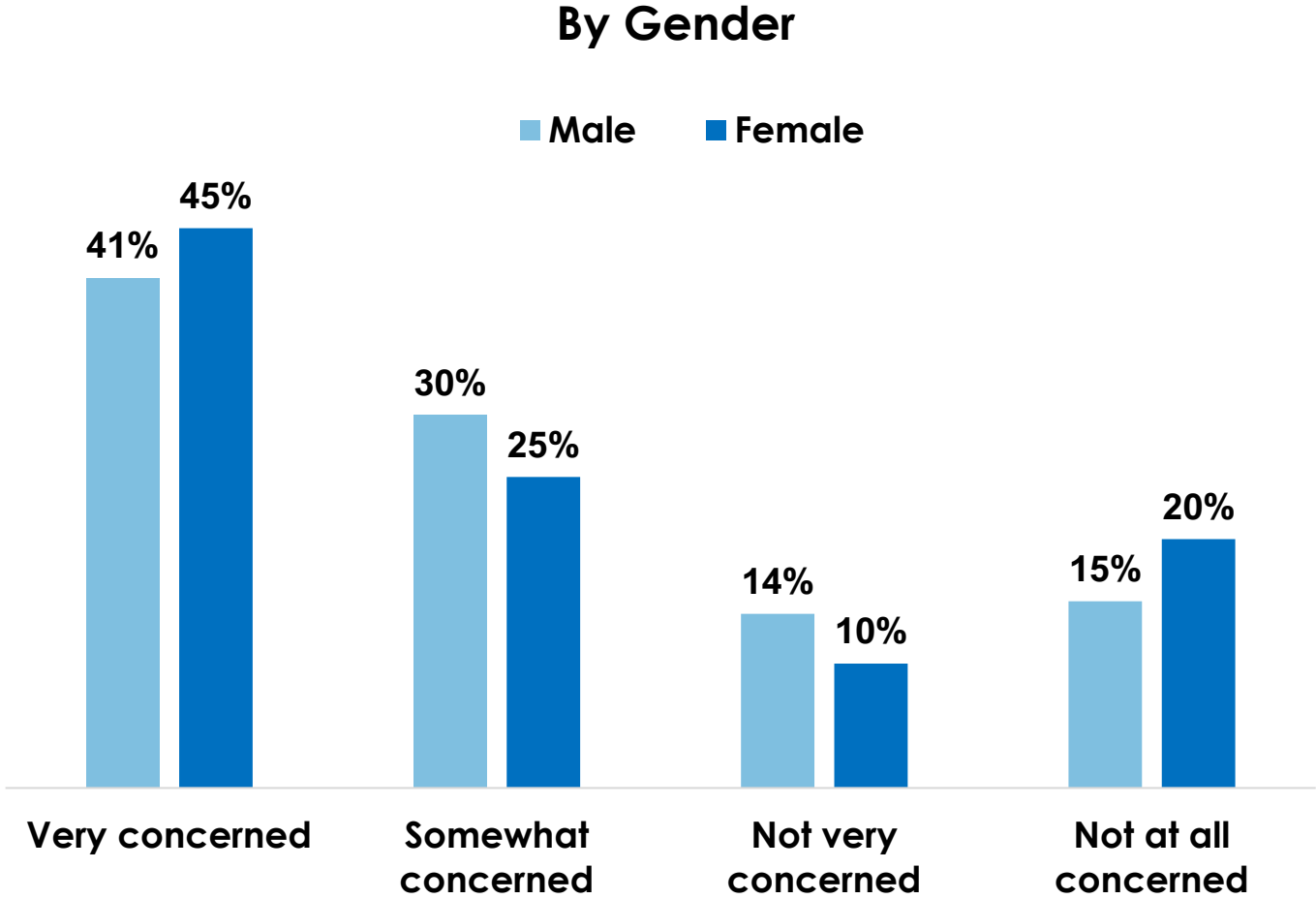


Source: HVCB analysis of Harris Poll COVID-19 Wave 22 (July 24-26, 2020)

When stay-at-home orders are lifted, how concerned are you about taking your first flight, in terms of you/your loved ones being exposed or exposing others to coronavirus?

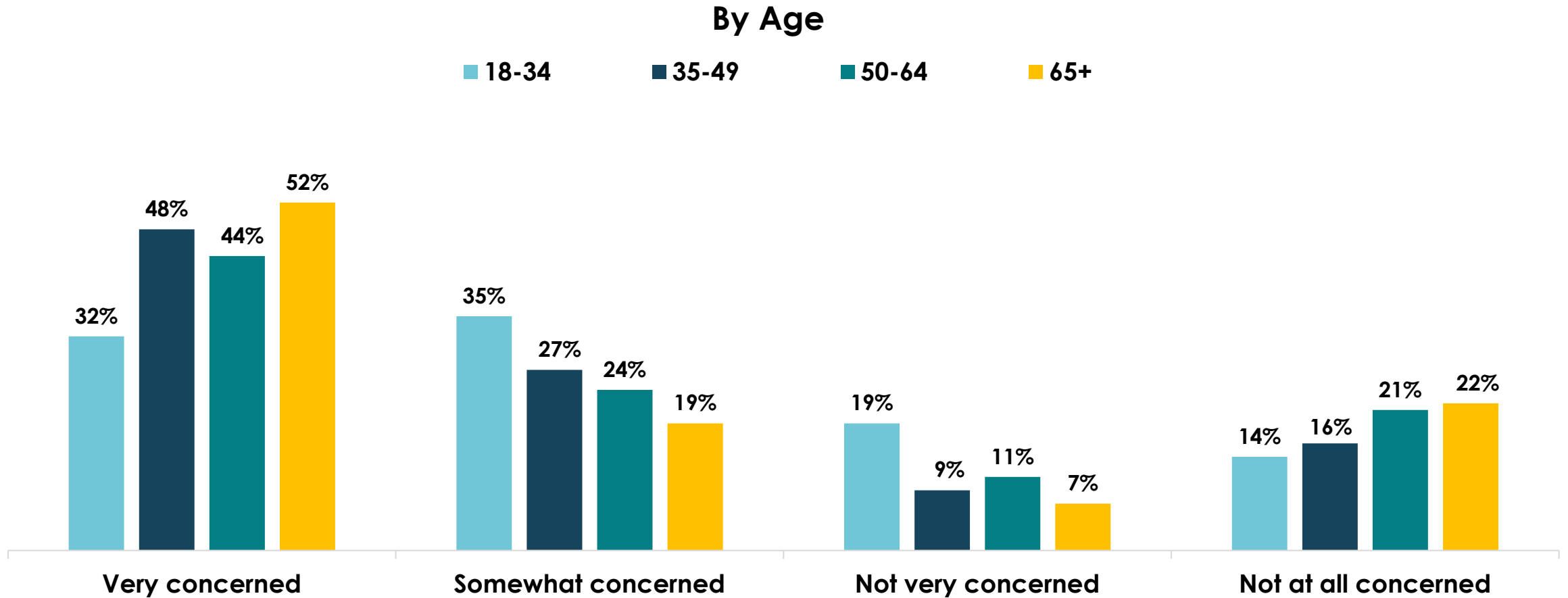


When stay-at-home orders are lifted, how concerned are you about taking your first flight, in terms of you/your loved ones being exposed or exposing others to coronavirus?

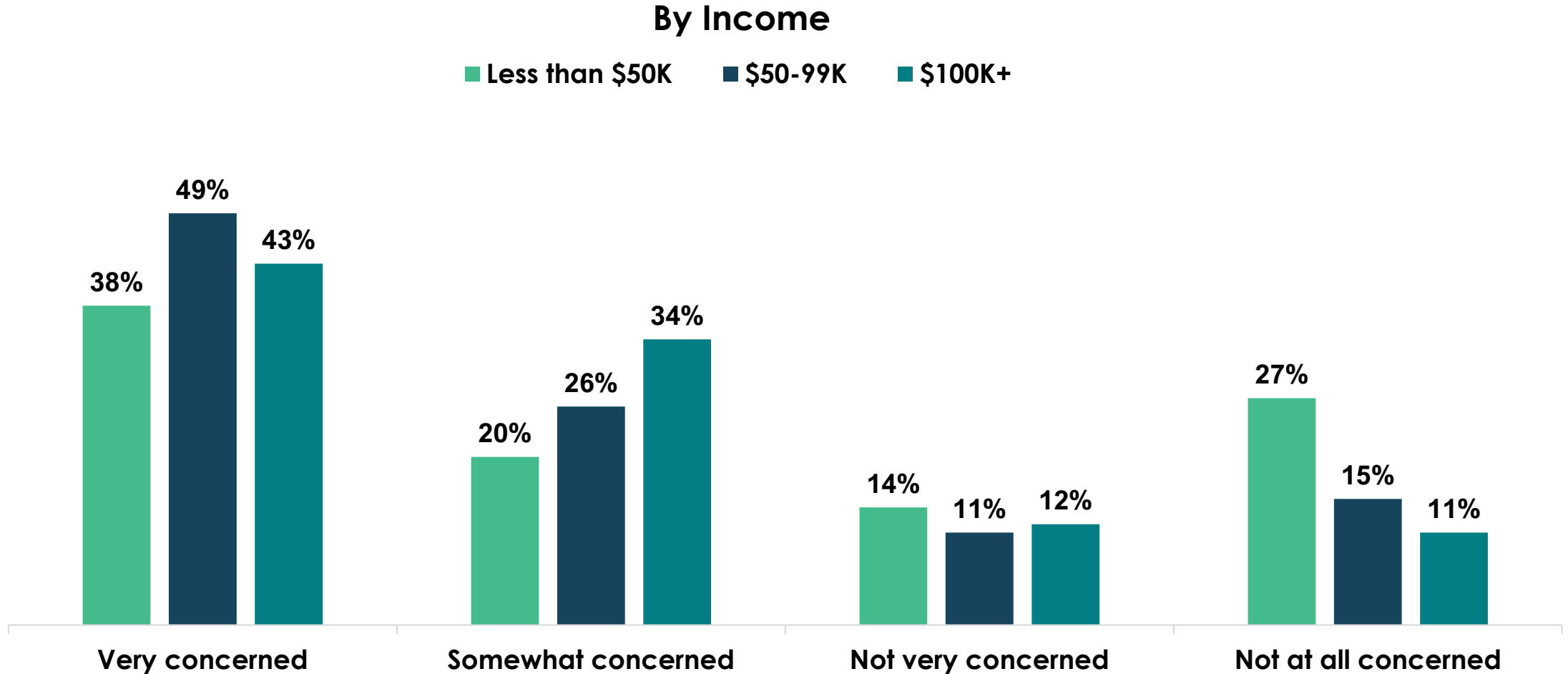


Source: HVCB analysis of Harris Poll COVID-19 Wave 22 (July 24-26, 2020)

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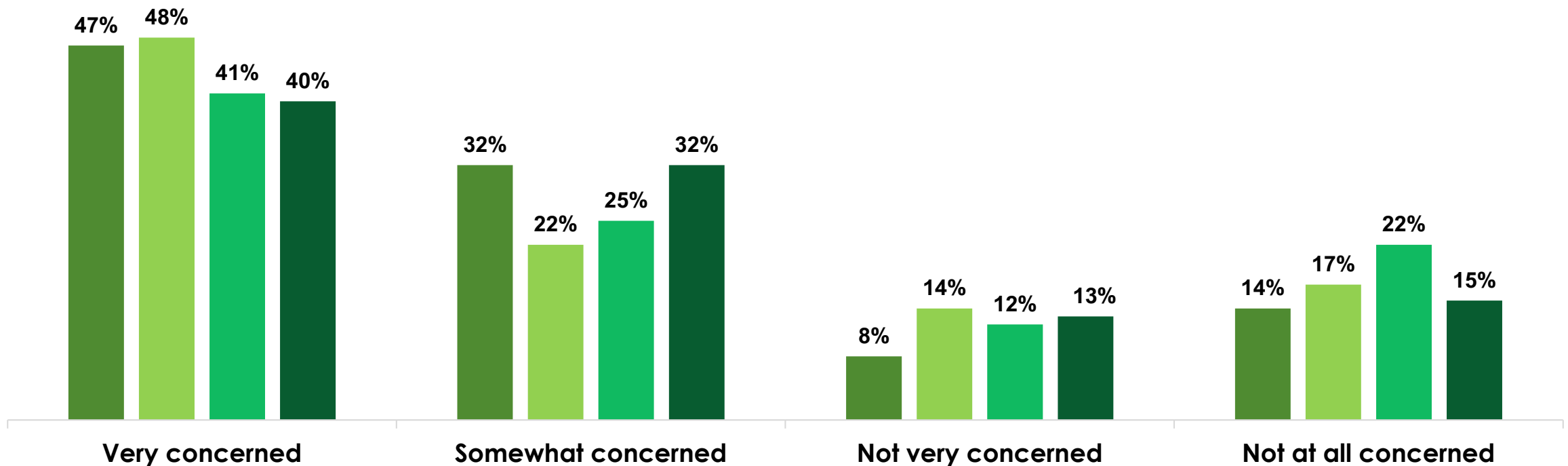
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When stay-at-home orders are lifted, how concerned are you about taking your first flight, in terms of you/your loved ones being exposed or exposing others to coronavirus?

By Region

■ Northeast ■ Midwest ■ South ■ West



When stay-at-home orders are lifted, how concerned are you about taking your first flight, in terms of you/your loved ones being exposed or exposing others to coronavirus?

By Urbanicity

■ Urban ■ Suburban ■ Rural

