American Resolve

Getting on with Life: What’s Next
COVID19 Survey Methodology

The Harris Poll is committed to providing the latest in public opinion polling on the Coronavirus outbreak as a free service to public health officials, media, policymakers, the business community, and the American public. We are in the field conducting bi-tri-weekly overnight polling among a nationally representative sample of U.S. adults on a range of different topics as this crisis continues to unfold. All data is published free on our website.

This survey (Wave 8) was conducted online within the U.S. by The Harris Poll from April 18-20 among a nationally representative sample of 2,029 U.S. adults.

Additionally, we conducted a proprietary overnight poll on April 22\textsuperscript{nd} amongst a nationally representative sample of 405 adults who travel for leisure (3+ flights per year for leisure) and 125 business travelers (5+ flights per year for business).

This online survey is not based on a probability sample and therefore no estimate of theoretical sampling error can be calculated. Results are weighted for age within gender, race/ethnicity, household income, and education where necessary to align them with their actual proportions in the population.
American Society: Fear, Finances and the Future
The American Fear Curve Has Started to Recede Even As Cases/Deaths Grow

Which of the following is true for you?
“I fear I could die as a result of contracting coronavirus”

54% thought national fear was irrational

74% now think national fear is sensible

27% Cases: 3,600 Deaths: 0
28% Cases: 6,300 Deaths: 100
35% Cases: 43,781 Deaths: 550
43% Cases: 123,578 Deaths: 3,000
56% Cases: 336,673 Deaths: 16,700+
47% Cases: 640,291 Deaths: 31,000+
44% Cases: 827,038 Deaths: 45,000+

Numbers Reported on First Day of Tracking

Fear Comes in Waves: First Health. Then Jobs. And Now, Leaving the House

Trended Fear Curves During COVID19

- Fear of dying: 27%, 76%
- Fear ventilator shortage: 74%, 76%
- Fear losing their job: 52%, 44%
- Amount who are not leaving their home because of COVID19: 95%, 80%, 75%

Once the government provides information that the spread of the virus is flattening how long will it take you to do each of the following?

- Go to a sporting event
- Go to the movies
- Take Public Transit
- Visit a Casino
- Host large gathering

**Within 30 days**

**1 Year or Longer**
Americans Miss Their Social Life; Especially Dining Out, Shopping, and Even Flying on Airplane

How much would you say you miss each of the following during this time of virus-related shutdowns? % A lot/Somewhat

- Gatherings with friends and family: 78% (Wave 8) vs. 74% (Wave 7)
- Dining out at a restaurant/bar: 74% (Wave 8) vs. 70% (Wave 7)
- Shopping in stores: 68% (Wave 8) vs. 67% (Wave 7)
- Going to a social gathering: 59% (Wave 8) vs. 59% (Wave 7)
- Attending events like concerts, theatre and sporting events: 49% (Wave 8) vs. 49% (Wave 7)
- Going to a movie theatre: 46% (Wave 8) vs. 44% (Wave 7)
- Going to church: 47% (Wave 8) vs. 49% (Wave 7)
- Going to my local coffee shop: 46% (Wave 8) vs. 43% (Wave 7)
- Watching sports on TV: 45% (Wave 8) vs. 45% (Wave 7)
- Going to the gym/work out class: 40% (Wave 8) vs. 37% (Wave 7)
- Traveling on an airplane: 36% (Wave 8) vs. 35% (Wave 7)
- Working from the office: 33% (Wave 8) vs. 31% (Wave 7)
- Going to school or university: 27% (Wave 8) vs. 24% (Wave 7)

Source: Harris Poll COVID19 Tracker Wave 2-8
BASE: GENERAL PUBLIC W7 (2013); W8 (2020)
FR05 How much would you say you miss each of the following during this time of virus-related shutdowns?
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Creating a Noticeable Pent-up Demand for Travel and Shopping (‘Revenge Spending’)

**Major Purchases Planned Once Things Return To Normal**

- **Going on vacation/travelling**
  - Men: 27%
  - Women: 24%

- **Buying new clothes**
  - Men: 18%
  - Women: 19%

- **Buying new household goods, furniture or appliances**
  - Men: 17%
  - Women: 17%

- **Attending a concert or sporting event**
  - Men: 12%
  - Women: 12%

- **Buying gifts for my friends/family**
  - Men: 11%
  - Women: 12%

- **Buying a car**
  - Men: 14%
  - Women: 11%

- **Not planning a purchase**
  - Men: 46%
  - Women: 51%

**Men are more likely than women to plan on:**

- Attending a concert or sporting event: Men 16%, Women 7%
- Buying a car: Men 19%, Women 10%
- Buying gifts for friends/family: Men 14%, Women 7%
- Buying new clothes: Men 21%, Women 16%
- Going on vacations: Men 32%, Women 22%

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Wave 8 (4/18 – 4/20)

Wave 5 (3/28 – 3/30)

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Especially Travel: Consumers See Self-Imposed Longer Time Limits Until They Fly Or Stay In A Hotel

Once the government provides information that the spread of the virus is flattening how long will it take you to do each of the following?

### Fly on a plane
- 28% up to 3 months
- 48% up to 6 months
- 28% 1 year or longer

- 20% Wave 4
- 24% Wave 7
- 24% Wave 8

- 23% Men
- 37% Adults 50-64
- 33% Women

- 12% Wave 4
- 13% Wave 7
- 13% Wave 8

- 7% 30 days Wave 4
- 15% 30 days Wave 7
- 10% 30 days Wave 8

- 2% Seniors 65+

### Stay in a hotel
- 28% up to 3 months
- 28% up to 6 months
- 48% 1 year or longer

- 17% Wave 4
- 24% Wave 7
- 24% Wave 8

- 13% Gen Z/Millennials

- 7% Wave 4
- 15% Wave 7
- 10% Wave 8

- 2% Seniors 65+

Wave 8
Almost Two Thirds of Americans Say It Will Take a Vaccine To Be Comfortable in Public Again.

Which of the following actions will make you comfortable to do certain activities again? Please select all that apply.

- A vaccine has been created: 62%
- Extreme cleaning of the facility: 53%
- COVID-19 testing given to everyone: 48%
- Mandatory masks for workers and patrons: 37%
- Mandatory spacing out of seating: 35%
- Mandatory occupancy limits: 34%
- Thermal testing of the facility: 25%
- There are no actions that will make me comfortable to do certain activities again: 13%

Source: Harris Poll COVID19 Tracker Wave 2-7
BASE: GENERAL PUBLIC W7 (2013)

75% Would Be Comfortable with a Combination of Non-Vaccine Response
Yet There is Growing Desire For Normalcy; Half Think We Should Return A Month From Now

When do you think Americans should start returning to work and life as normal

Source: Harris Poll COVID19 Tracker Wave 2-8
BASE: GENERAL PUBLIC W8 (2029)


More than six months from now
- Wave 8: 18% (Urban: 16%, Suburban: 23%, Rural: 23%)
- Wave 7: 18% (Urban: 15%, Suburban: 16%, Rural: 15%)

More than a month from now
- Wave 8: 43% (Urban: 38%, Suburban: 47%, Rural: 47%)
- Wave 7: 51% (Urban: 41%, Suburban: 41%, Rural: 41%)

3-4 weeks from now
- Wave 8: 26% (Urban: 25%, Suburban: 26%, Rural: 30%)
- Wave 7: 23% (Urban: 12%, Suburban: 14%, Rural: 14%)

1-2 weeks from now
- Wave 8: 13% (Urban: 14%, Suburban: 12%, Rural: 14%)
- Wave 7: 9% (Urban: 12%, Suburban: 14%, Rural: 14%)

BHVI07 Based on what you know and have heard, when do you think Americans should start returning to work and life as normal?
Who Will Return to Flying First and What Will It Take?
After the Pandemic Ends, a Majority of Americans Are Likely to Avoid Non-Essential Travel and Use Their Car to Travel Long Distance Instead of Air Travel

<table>
<thead>
<tr>
<th>Activity</th>
<th>Not Very/Not At All Likely</th>
<th>Very/Somewhat Likely</th>
</tr>
</thead>
<tbody>
<tr>
<td>Move out of densely populated areas and toward rural areas</td>
<td>71%</td>
<td>29%</td>
</tr>
<tr>
<td>Continue home-schooling my child(ren)</td>
<td>69%</td>
<td>31%</td>
</tr>
<tr>
<td>Order groceries online for delivery</td>
<td>57%</td>
<td>43%</td>
</tr>
<tr>
<td>Use my car to travel long distance instead of air travel</td>
<td>29%</td>
<td>59%</td>
</tr>
<tr>
<td>Avoid non-essential travel</td>
<td>32%</td>
<td>68%</td>
</tr>
<tr>
<td>Save more and spend less</td>
<td>21%</td>
<td>79%</td>
</tr>
</tbody>
</table>

**Source:** Harris Poll COVID19 Tracker Wave 2-8  
**BASE:** GENERAL PUBLIC W8 (2029)
Boomers/Seniors, Higher Income Earners Are More Likely to Avoid Non-Essential Travel

How likely are you to do each of the following once the pandemic ends?

% Very/Somewhat Likely

Avoid non-essential travel

<table>
<thead>
<tr>
<th>Group</th>
<th>% Likely</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>68%</td>
</tr>
<tr>
<td>Female</td>
<td>68%</td>
</tr>
<tr>
<td>Gen Z/Millennials</td>
<td>63%</td>
</tr>
<tr>
<td>Gen X</td>
<td>68%</td>
</tr>
<tr>
<td>Boomers</td>
<td>73%</td>
</tr>
<tr>
<td>Seniors</td>
<td>71%</td>
</tr>
<tr>
<td>HHI &lt;$50k</td>
<td>65%</td>
</tr>
<tr>
<td>HHI $50k-$75k</td>
<td>70%</td>
</tr>
<tr>
<td>HHI $75k+</td>
<td>70%</td>
</tr>
<tr>
<td>Rep</td>
<td>66%</td>
</tr>
<tr>
<td>Dem</td>
<td>73%</td>
</tr>
<tr>
<td>Ind</td>
<td>65%</td>
</tr>
<tr>
<td>Parent</td>
<td>70%</td>
</tr>
<tr>
<td>Non-Parent</td>
<td>67%</td>
</tr>
</tbody>
</table>
More Than 1 in 3 Americans Say They Plan to Spend Less on Leisure Travel Than Before COVID-19

Compared to before COVID-19, how do you anticipate your spending after the pandemic will change, if at all, in each of the following categories?

<table>
<thead>
<tr>
<th>Category</th>
<th>More</th>
<th>No Change</th>
<th>Less</th>
</tr>
</thead>
<tbody>
<tr>
<td>Groceries</td>
<td>30%</td>
<td>51%</td>
<td>19%</td>
</tr>
<tr>
<td>Personal care</td>
<td>29%</td>
<td>55%</td>
<td>17%</td>
</tr>
<tr>
<td>Medical products</td>
<td>25%</td>
<td>61%</td>
<td>15%</td>
</tr>
<tr>
<td>Leisure travel</td>
<td>20%</td>
<td>44%</td>
<td>36%</td>
</tr>
<tr>
<td>Movies/shows</td>
<td>20%</td>
<td>47%</td>
<td>33%</td>
</tr>
<tr>
<td>Apparel</td>
<td>18%</td>
<td>52%</td>
<td>31%</td>
</tr>
<tr>
<td>Consumer electronics</td>
<td>16%</td>
<td>55%</td>
<td>29%</td>
</tr>
</tbody>
</table>

Source: Harris Poll COVID19 Tracker Wave 2-8
BASE: GENERAL PUBLIC W8 (2029)
BHV25 Compared to before COVID-19, how do you anticipate your spending after the pandemic will change, if at all, in each of the following categories?
THE HARRIS POLL: COVID-19 IN THE U.S.

Many are Unsure/Wary of Planning Vacations but Men, Gen Z/Millennials and Higher Income Households Are More Eager

When do you think you will take your next vacation?

- A month from now: 3%
- 2-3 months from now: 10%
- 4-5 months from now: 12%
- 6 months to under 1 year: 23%
- A year from now: 15%
- More than a year from now: 11%
- Not at all sure: 26%

Planning Vacation in Under 6 Months

- Male: 31%
- Female: 19%
- Gen Z/Millennial: 30%
- Gen X: 29%
- Boomers: 22%
- Seniors: 17%
- HHI < $50k: 22%
- HHI $50k - $75k: 23%
- HHI $75k+: 29%

Source: Harris Poll COVID19 Tracker Wave 2-8
BASE: GENERAL PUBLIC W8 (2029)
BH520 When do you think you will take your next vacation?
Harris Insights & Analytics LLC, A Stagwell Company © 2020
Once the government provides information that the spread of the virus is flattening how long will it take you to…

Fly on a plane

% Up to 3 Months

- Total: 28%
- Male: 34%
- Female: 22%
- Gen Z/Millennial: 36%
- Gen X: 36%
- Boomer: 23%
- Seniors: 15%
- HHI <$50k: 29%
- HHI $50k - $75k: 19%
- HHI $75k+: 32%

Source: Harris Poll COVID19 Tracker Wave 2-8
BASE: GENERAL PUBLIC W8 (2029)
Once the government provides information that the spread of the virus is flattening how long will it take you to...

% Up to 3 Months

### Stay in a hotel

- **Male**: 43%
- **Female**: 29%
- **Gen Z/Mill**: 46%
- **Gen X**: 43%
- **Boomer**: 26%
- **Seniors**: 24%
- **HHI <$50k**: 34%
- **HHI $50-75k**: 33%
- **HHI $75k+**: 40%

### Take public transit

- **Male**: 39%
- **Female**: 45%
- **Gen Z/Mill**: 32%
- **Gen X**: 45%
- **Boomer**: 48%
- **Seniors**: 32%
- **HHI <$50k**: 19%
- **HHI $50-75k**: 50%
- **HHI $75k+**: 33%

### Go out to dinner

- **Male**: 67%
- **Female**: 59%
- **Gen Z/Mill**: 68%
- **Gen X**: 66%
- **Boomer**: 58%
- **Seniors**: 59%
- **HHI <$50k**: 65%
- **HHI $50-75k**: 58%
- **HHI $75k+**: 63%

Source: Harris Poll COVID19 Tracker Wave 2-8
BASE: GENERAL PUBLIC W8 (2029)
Q33B_1 Once the government provides information that the spread of the virus is flattening how long will it take you to do each of the following?
Business Travelers are Willing to Take More Risk for Essential Travel than Leisure Travelers

Which of the following destinations would you be willing to travel to for essential travel after restrictions are lifted for stay-at-home orders and the economy begins to reopen?

- **Domestic travel to regions that have limited community transmission**
  - Leisure Travelers: 33%
  - Business Travelers: 40%

- **Domestic travel to regions that have ongoing/widespread community transmission**
  - Leisure Travelers: 25%
  - Business Travelers: 37%

- **International travel to countries that have limited community transmission (CDC Level 1)**
  - Leisure Travelers: 58%
  - Business Travelers: 53%

- **International travel to countries that have ongoing/widespread community transmission (CDC Level 2 and 3 countries)**
  - Leisure Travelers: 25%
  - Business Travelers: 44%

- **I would not be willing to travel for essential leisure travel**
  - Leisure Travelers: 19%
  - Business Travelers: 20%

Source: Harris Poll Overnight Poll

BASE: BUSINESS TRAVELERS n=125 LEISURE TRAVELERS N=450

Q5B: Which of the following destinations would you be willing to travel to for essential business travel after restrictions are lifted for stay-at-home orders and the economy begins to reopen? Please select all that apply.
After restrictions related to COVID-19 are lifted for stay-at-home orders and the economy begins to reopen, what will you consider essential vs. non-essential business travel?

<table>
<thead>
<tr>
<th>% Essential Travel</th>
<th>Business Travelers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business meetings with prospective clients (e.g., new business development)</td>
<td>82%</td>
</tr>
<tr>
<td>Business travel for on-site quality control at production sites / factories</td>
<td>80%</td>
</tr>
<tr>
<td>Business meetings with clients (e.g., existing business contracts)</td>
<td>78%</td>
</tr>
<tr>
<td>Internal organizational meetings (e.g., meetings with your staff)</td>
<td>73%</td>
</tr>
<tr>
<td>Meetings to manage fast-moving developments (e.g., new business opportunities, new asks from clients, etc.)</td>
<td>73%</td>
</tr>
<tr>
<td>Keynote business events and professional conferences</td>
<td>69%</td>
</tr>
<tr>
<td>Company retreats, offsites, team building meetings, etc.</td>
<td>67%</td>
</tr>
</tbody>
</table>
What’s Essential for Leisure Travelers: Family, Weddings, and Holidays

After restrictions related to COVID19 are lifted for stay-at-home orders and the economy begins to reopen, what will you consider essential vs. non-essential leisure travel?

% Essential Travel

- Visits to see close family members (e.g., parents, kids, siblings, grandparents, etc.): 73%
- Travel for weddings, graduations, etc. of immediate family and close friends: 57%
- Holiday travel (e.g., Thanksgiving, Christmas, Rosh Hashanah, Yom Kippur etc.): 55%
- Summer vacations with friends/family: 51%
- Visits to see close friends: 45%
- Travel for weddings, graduations, etc. of other family and friends: 43%
- Religious travel, pilgrimages, and retreats: 41%
- Spur of the moment travel (e.g., weekend getaways, etc.): 39%

Source: Harris Poll Overnight Poll
BASE: LEISURE TRAVELERS n=450
Q3: After restrictions related to COVID19 are lifted for stay-at-home orders and the economy begins to reopen, what will you consider essential vs. non-essential leisure travel?
Leisure Travelers Will Likely Substitute Flying with Road Trip Vacations and Car Travel for Short Distance Flights

As you look out on the remainder of this year, are you likely or unlikely to take the following actions? (Leisure Travelers)

<table>
<thead>
<tr>
<th>Action</th>
<th>Likely</th>
<th>Unlikely</th>
</tr>
</thead>
<tbody>
<tr>
<td>Travel by car for summer vacations instead of flying</td>
<td>77%</td>
<td>23%</td>
</tr>
<tr>
<td>Substitute short distance flights with driving</td>
<td>75%</td>
<td>25%</td>
</tr>
<tr>
<td>Substitute vacations with staycations</td>
<td>69%</td>
<td>31%</td>
</tr>
<tr>
<td>Substitute winter holiday travel with virtual gatherings</td>
<td>55%</td>
<td>45%</td>
</tr>
</tbody>
</table>

Source: Harris Poll Overnight Poll
BASE: LEISURE TRAVELERS n=450
Q3: After restrictions related to COVID-19 are lifted for stay-at-home orders and the economy begins to reopen, what will you consider essential vs. non-essential business travel?
Gen Z Leisure Travelers Are Least Likely to Substitute Flying with Car Travel

As you look out on the remainder of this year, are you likely or unlikely to take the following actions? (% Likely Leisure Travelers)

<table>
<thead>
<tr>
<th>Action</th>
<th>Gen Z</th>
<th>Millennials</th>
<th>Gen X</th>
<th>Boomers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Travel by car for summer vacations instead of flying (e.g., road trips)</td>
<td>64%</td>
<td>73%</td>
<td>81%</td>
<td>77%</td>
</tr>
<tr>
<td>Substitute short distance flights with driving</td>
<td>45%</td>
<td>73%</td>
<td>83%</td>
<td>75%</td>
</tr>
<tr>
<td>Substitute vacations with staycations</td>
<td>54%</td>
<td>72%</td>
<td>71%</td>
<td>65%</td>
</tr>
<tr>
<td>Substitute winter holiday travel with virtual gatherings (e.g., Zoom, Facetime)</td>
<td>48%</td>
<td>62%</td>
<td>65%</td>
<td>34%</td>
</tr>
</tbody>
</table>

Source: Harris Poll Overnight Poll
BASE: LEISURE TRAVELERS n=450
Q3: After restrictions related to COVID19 are lifted for stay-at-home orders and the economy begins to reopen, what will you consider essential vs. non-essential business travel?
THE HARRIS POLL: COVID-19 IN THE U.S.

Business Travelers Will Likely Cut Flights for Zoom Meetings and Drive for Short Distances

As you look out on the remainder of this year, are you likely or unlikely to take the following actions? (Business Travelers)

- Substitute business meetings that require flying with virtual meetings
  - Likely: 75%
  - Unlikely: 25%

- Substitute short distance flights with driving
  - Likely: 72%
  - Unlikely: 28%

Source: Harris Poll Overnight Poll
BASE: BUSINESS TRAVELERS n=125
Q3: After restrictions related to COVID19 are lifted for stay-at-home orders and the economy begins to reopen, what will you consider essential vs. non-essential business travel?
What Can Airlines Do? Reconfigure Airports for Social Distancing, Temperature Tests and Tracing

Are you more or less likely to travel with an airline if the airline took the following actions to make flying safer during the COVID19 pandemic?

- Reconfiguring airports for social distancing: 65% (Leisure Travelers), 67% (Business Travelers)
- Required temperature tests for passengers and crew: 69% (Leisure Travelers), 67% (Business Travelers)
- Cleaning services guarantee hygienic wipe down of seats: 64% (Leisure Travelers), 72% (Business Travelers)
- News and information from the airline on where it is safe to travel to and from: 60% (Leisure Travelers), 63% (Business Travelers)
- Pre-travel testing/screening for passengers/crew to ensure no passenger is traveling with ongoing transmission: 68% (Leisure Travelers), 63% (Business Travelers)
- Mandatory masks on the plane for passengers and crew: 69% (Leisure Travelers), 69% (Business Travelers)
- Hand sanitizer packets handed out with snacks: 62% (Leisure Travelers), 69% (Business Travelers)

Source: Harris Poll Overnight Poll
BASE: BUSINESS TRAVELERS n=125 LEISURE TRAVELERS n=450
Q3: After restrictions related to COVID19 are lifted for stay-at-home orders and the economy begins to reopen, what will you consider essential vs. non-essential business travel?
THE HARRIS POLL: COVID-19 IN THE U.S.

As Well As Pre-travel Screenings, No Middle Seats (And Even Razors)

Are you more or less likely to travel with an airline if the airline took the following actions to make flying safer during the COVID19 pandemic?

<table>
<thead>
<tr>
<th>Action</th>
<th>Leisure Travelers</th>
<th>Business Travelers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Guarantee of circulating air</td>
<td>60%</td>
<td>61%</td>
</tr>
<tr>
<td>Pre-travel testing/screening for passengers/crew to ensure no passenger is infected or has the antibodies from recovery</td>
<td>68%</td>
<td>61%</td>
</tr>
<tr>
<td>Planes configured for social distancing (e.g., removing the middle seat)</td>
<td>65%</td>
<td>56%</td>
</tr>
<tr>
<td>Shared data on where the airplane has been, including the crew</td>
<td>55%</td>
<td>55%</td>
</tr>
<tr>
<td>Contact-less menus/disposable silverware</td>
<td>48%</td>
<td>54%</td>
</tr>
<tr>
<td>No-beard policy for flight attendees</td>
<td>32%</td>
<td>44%</td>
</tr>
<tr>
<td>No-beard policy for passengers</td>
<td>29%</td>
<td>34%</td>
</tr>
</tbody>
</table>

Source: Harris Poll Overnight Poll
BASE: BUSINESS TRAVELERS n=125 LEISURE TRAVELERS n=450

Q3: After restrictions related to COVID19 are lifted for stay-at-home orders and the economy begins to reopen, what will you consider essential vs. non-essential business travel?
More Frequent Fliers Are More Likely to Travel if Pre-Travel Testing/Screening and Required Temperature Checks Take Place

Are you more or less likely to travel with an airline if the airline took the following actions to make flying safer during the COVID19 pandemic?

Leisure Travelers

- Pre-travel testing/screening for passengers/crew to ensure no passenger is infected or has the antibodies from recovery
- Required temperature tests for passengers and crew
- Shared data on where the airplane has been, including the crew
- No-beard policy for flight attendees

Source: Harris Poll Overnight Poll
BASE: BUSINESS TRAVELERS n=125 LEISURE TRAVELERS n=450
Q3: After restrictions related to COVID19 are lifted for stay-at-home orders and the economy begins to reopen, what will you consider essential vs. non-essential business travel?
Airlines Do Not Receive the Same Positive Sentiment as More Struggling Industries…

<table>
<thead>
<tr>
<th></th>
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<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Healthcare</td>
<td>61%</td>
<td>54%</td>
<td>65%</td>
</tr>
<tr>
<td>Small Businesses</td>
<td>44%</td>
<td>37%</td>
<td>45%</td>
</tr>
<tr>
<td>Restaurants</td>
<td>38%</td>
<td>30%</td>
<td>41%</td>
</tr>
<tr>
<td>Technology</td>
<td>38%</td>
<td>31%</td>
<td>41%</td>
</tr>
<tr>
<td>Retail</td>
<td>31%</td>
<td>27%</td>
<td>33%</td>
</tr>
<tr>
<td>Airlines</td>
<td>18%</td>
<td>20%</td>
<td>18%</td>
</tr>
</tbody>
</table>

Feel More Positive Toward Industry Since Start Of Coronavirus Pandemic

Source: Harris Poll COVID19 Tracker Wave 2-8
Q38 How has your view of each of the following industries changed since the start of the coronavirus pandemic?
But Americans Acknowledge It Is Not The Airlines’ Fault; Half or More Say Their Opinion of Airlines Is Unchanged and About 1 in 5 Say They View the Industry More Positively

How View of Airlines Has Changed Since Start of Coronavirus Pandemic

- **Unchanged**
- **More positive**
- **More positive + Unchanged (NET)**

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<th>Boomers</th>
<th>Seniors</th>
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BASE: GENERAL PUBLIC W8 (2029)
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