

How Personal Vehicles Can Bring Americans Back Together

Insights from the COVID-19 Tracker

June 1, 2020



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 continuously polling among a nationally representative sample of U.S. adults.

<u>Wave</u>	<u>Field Dates</u>	<u>Number of Completes</u>
Wave 13	May 20-22	2,032
Wave 12	May 15-17	1,961
Wave 11	May 8-10	2,030
Wave 10	May 1-3	2,039
Wave 9	April 25-27	2,050
Wave 8	April 18-20	2,029
Wave 7	April 11-13	2,013
Wave 6	April 3-5	1,993
Wave 5	March 28-30	2,016
Wave 4	March 21-23	2,023
Wave 3	March 17-18	2,019
Wave 2	March 14-15	2,050
Wave 1	March 5-9	2,019

- These online surveys are 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.



Key Findings

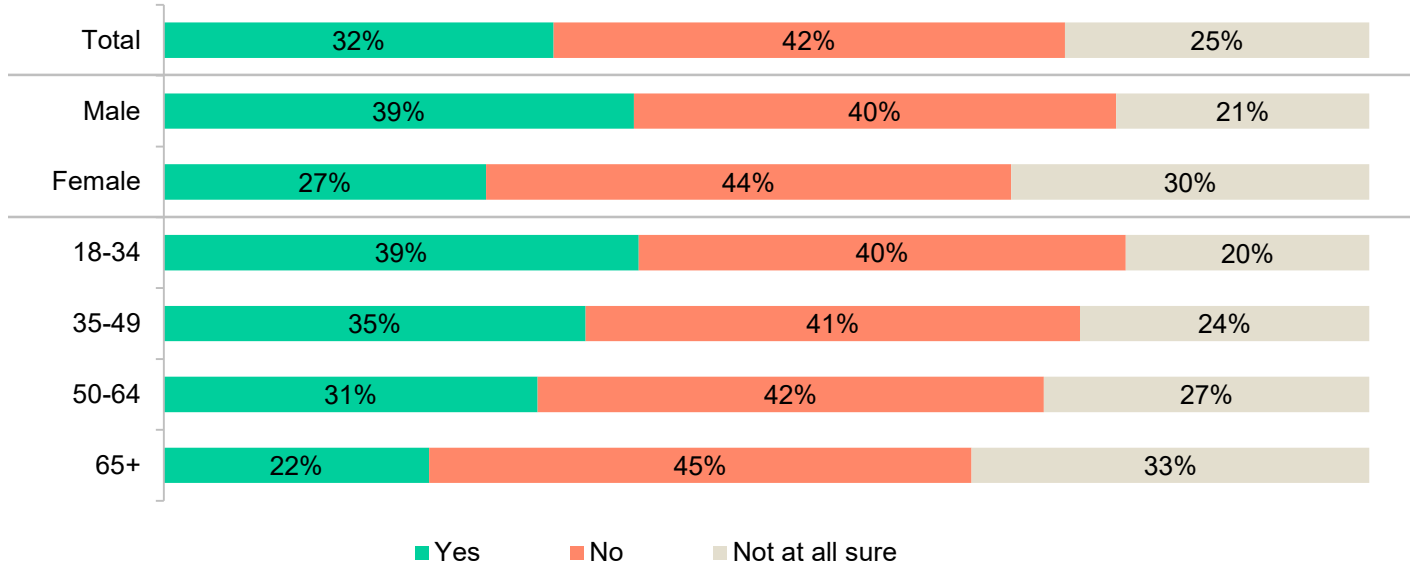
As America begins to re-open from COVID-19, personal vehicles are poised to play an important role in bringing its people back together.

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- Americans are divided on whether the worst of the pandemic is behind us or not. However nearly all are concerned that there will be an increase in the number of COVID-19 cases.
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- While down from its “peak” of 95%, currently 84% of Americans are leaving their residences as little as possible. Until a vaccine is created, extreme cleaning of the places where Americans go is the most comforting measure that can be taken.
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- At the same time, Americans are getting eager to get see close family and friends once COVID-19 restrictions are lifted, with over half considering this “essential leisure travel”.
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- Americans overwhelmingly see personal vehicles as the safest mode of transportation now and in the future. Therefore many Americans are planning to use their vehicles instead of flights and even virtual gatherings to get them to the places they want to go.
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Americans are divided on whether the worst of COVID-19 is already behind us, with women and older being more pessimistic

Is the Worst Behind Us?



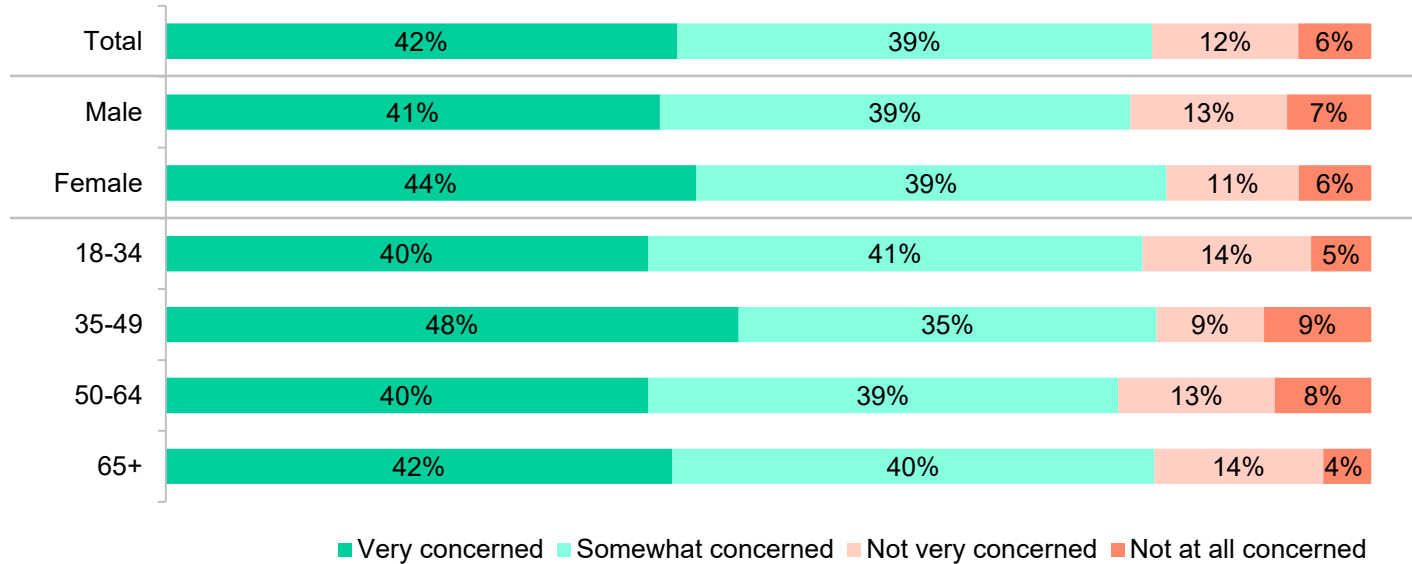
Base: All Wave 12 Respondents

AD10 Think about the COVID-19 pandemic, do you believe the worst is behind us?



But all are quite concerned that there may be an increase in the number of COVID-19 cases

How Concerned Are You There May Be An Increase In Cases of COVID-19?



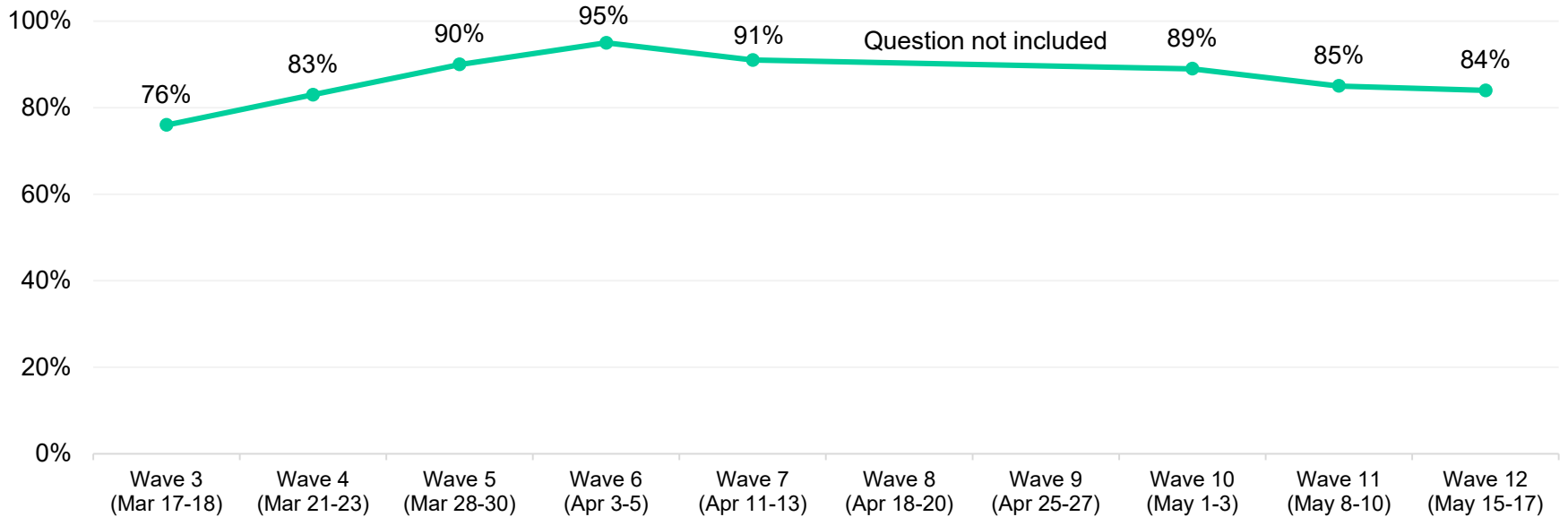
Base: All Wave 12 Respondents

AD12 How concerned are you that there may be an increase in cases of COVID-19?



While down from its “peak”, the majority of Americans are still leaving their residence as little as possible

Have Taken Steps To Leave My Residence As Little As Possible



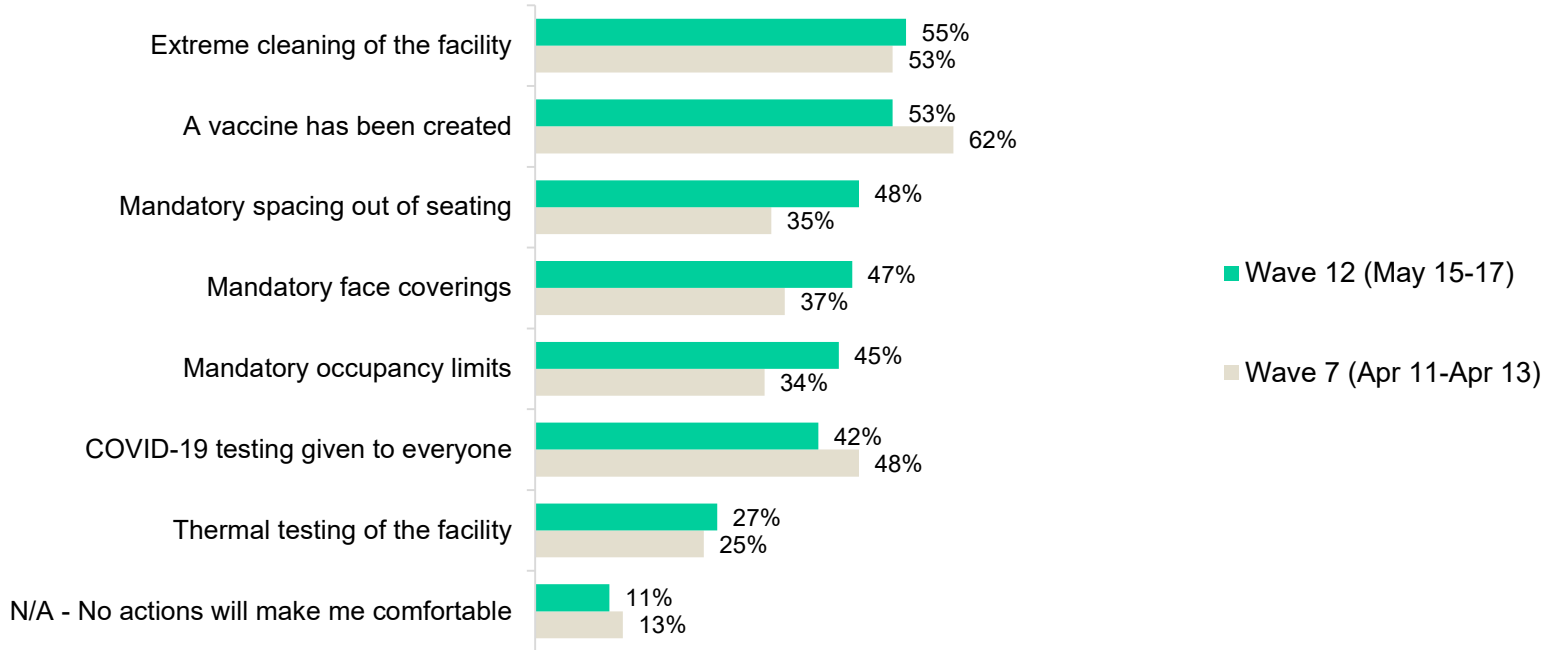
Base: All Respondents

Q3A Which of the following best describes your response to the coronavirus?



Short of having a vaccine created, the other action that elicits the most comfort is extreme cleaning of the places where Americans go

Actions To Make You Feel Comfortable Again



Base: All Respondents

BHV02 Which of the following actions will make you comfortable to do certain activities (e.g., fly, go to the gym, go to sporting events, go on a cruise, etc.) again?
Please select all that apply.



Women, and older consumers would like to see more measures taken to ensure their comfort

Actions To Make You Feel Comfortable Again

	Age				Gender	
	18-34	35-49	50-64	65+	Male	Female
Extreme cleaning of the facility	49%	55%	58%	61%	50%	60%
A vaccine has been created	47%	45%	54%	68%	54%	51%
Mandatory spacing out of seating	38%	49%	54%	53%	45%	51%
Mandatory face coverings for workers and patrons	38%	48%	51%	53%	44%	50%
Mandatory occupancy limits	36%	46%	47%	53%	41%	48%
COVID-19 testing given to everyone	43%	40%	38%	49%	41%	43%
Thermal testing of the facility	26%	25%	32%	25%	27%	28%
N/A - No actions will make me comfortable	11%	10%	13%	12%	10%	13%

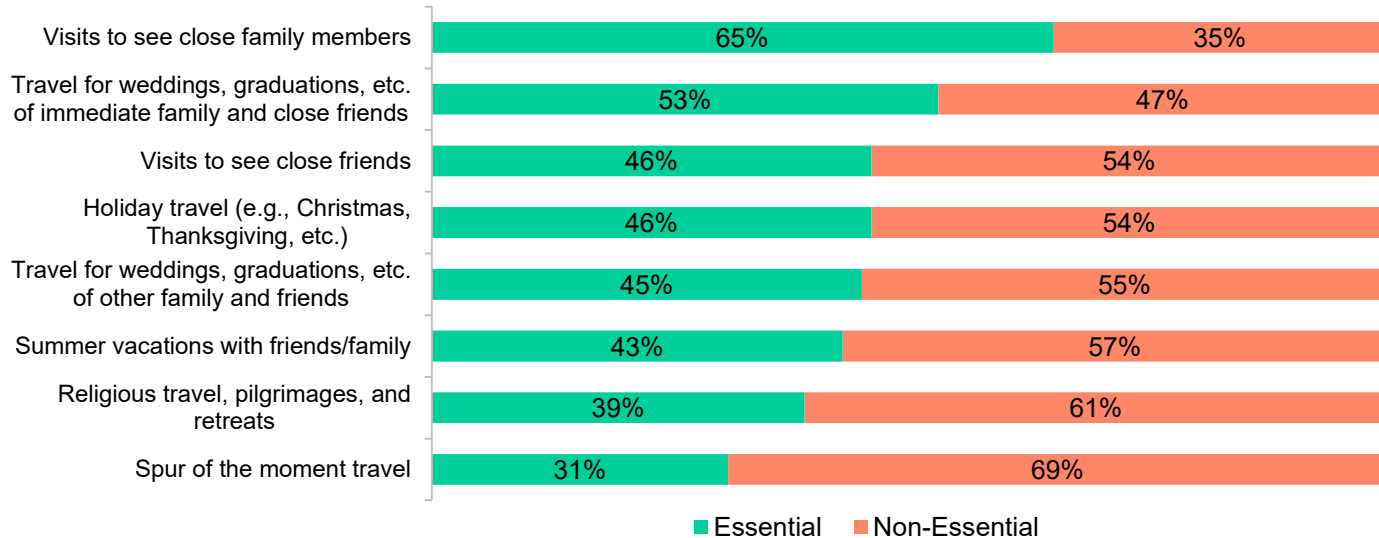
Base: All Wave 12 Respondents

BHV02 Which of the following actions will make you comfortable to do certain activities (e.g., fly, go to the gym, go to sporting events, go on a cruise, etc.) again?
Please select all that apply.



However, Americans are getting eager to see close family/friends and life events of close family/friends once COVID restrictions are lifted

Perceptions of Essential vs. Non-Essential Leisure Travel



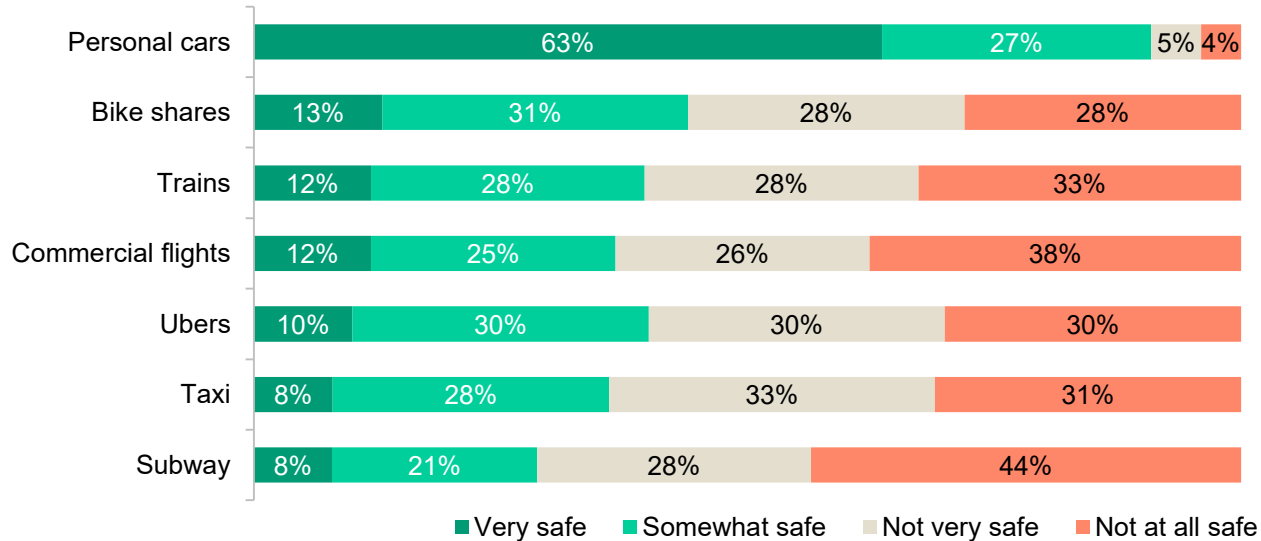
Base: All Wave 13 Respondents

AA09 After restrictions are lifted for stay at home, what will you consider essential vs. non-essential leisure travel after COVID-19?



Personal cars are overwhelmingly viewed as the safest means of transportation right now

Perceptions of Safety – Right Now



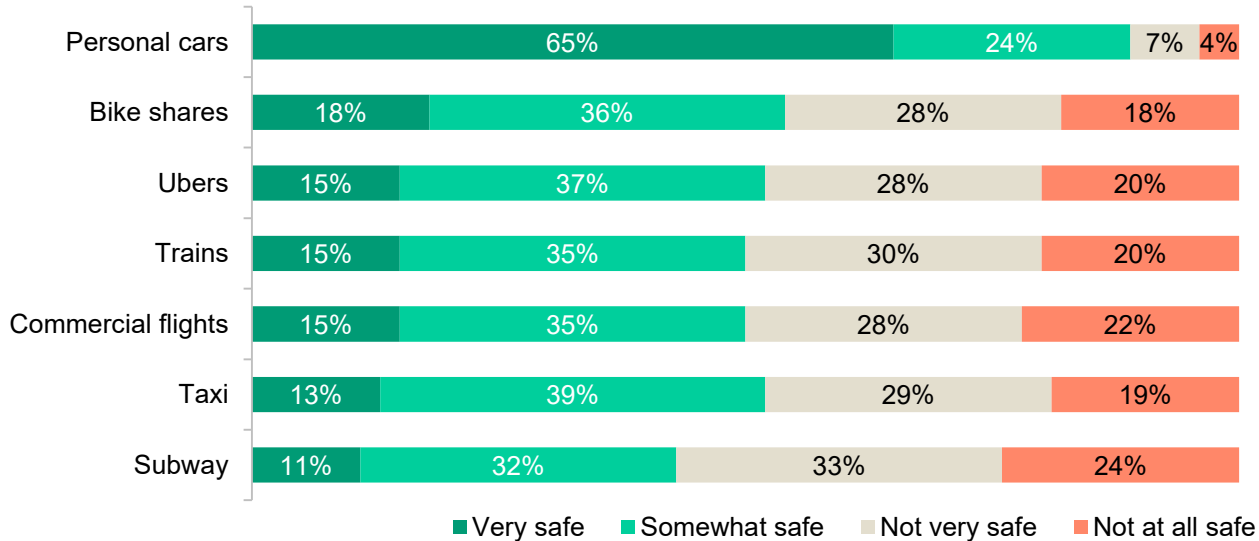
Base: All Wave 13 Respondents

AA03 How safe do you/would you feel traveling by the following means of transportation right now?



And personal cars are still anticipated to be the safest means of transportation 3 months from now, by a wide margin

Perceptions of Safety – 3 Months From Now



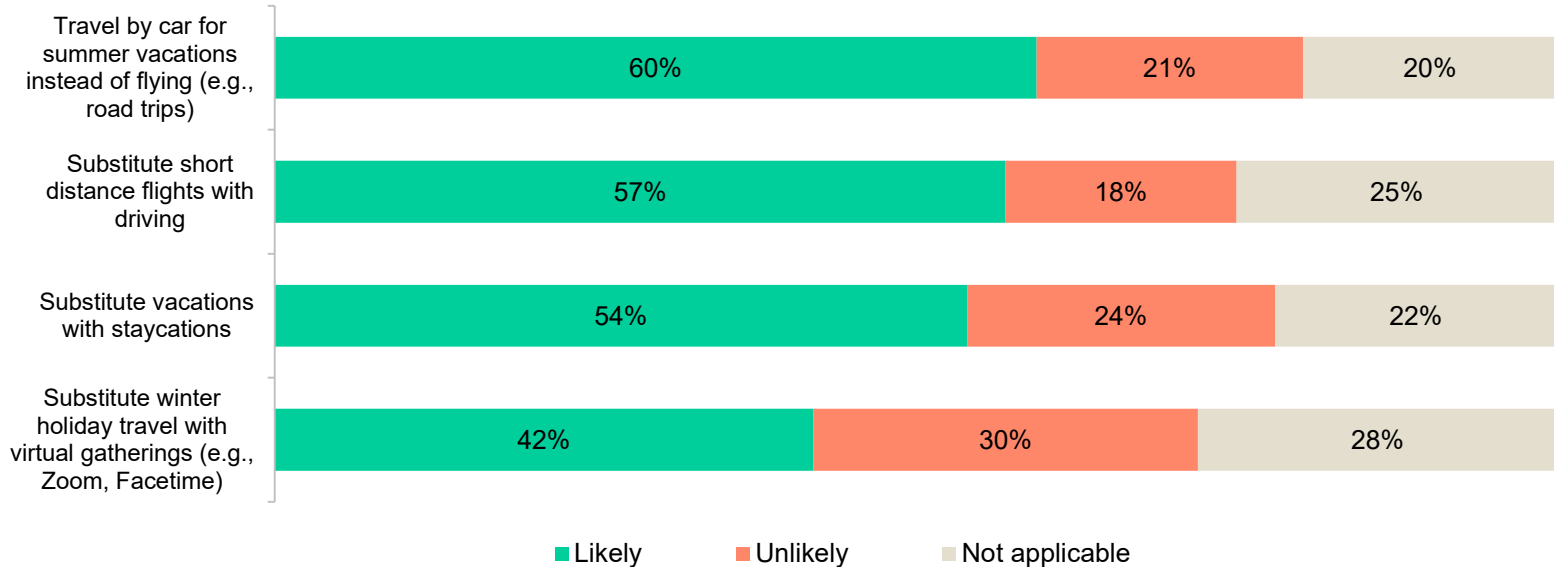
Base: All Wave 13 Respondents

AA04 How safe do you think the following means of transportation will be in 3 months from now?



Therefore, for the remainder of this year, a large percentage of Americans anticipate using their vehicle for travel

Likelihood Of Doing The Following



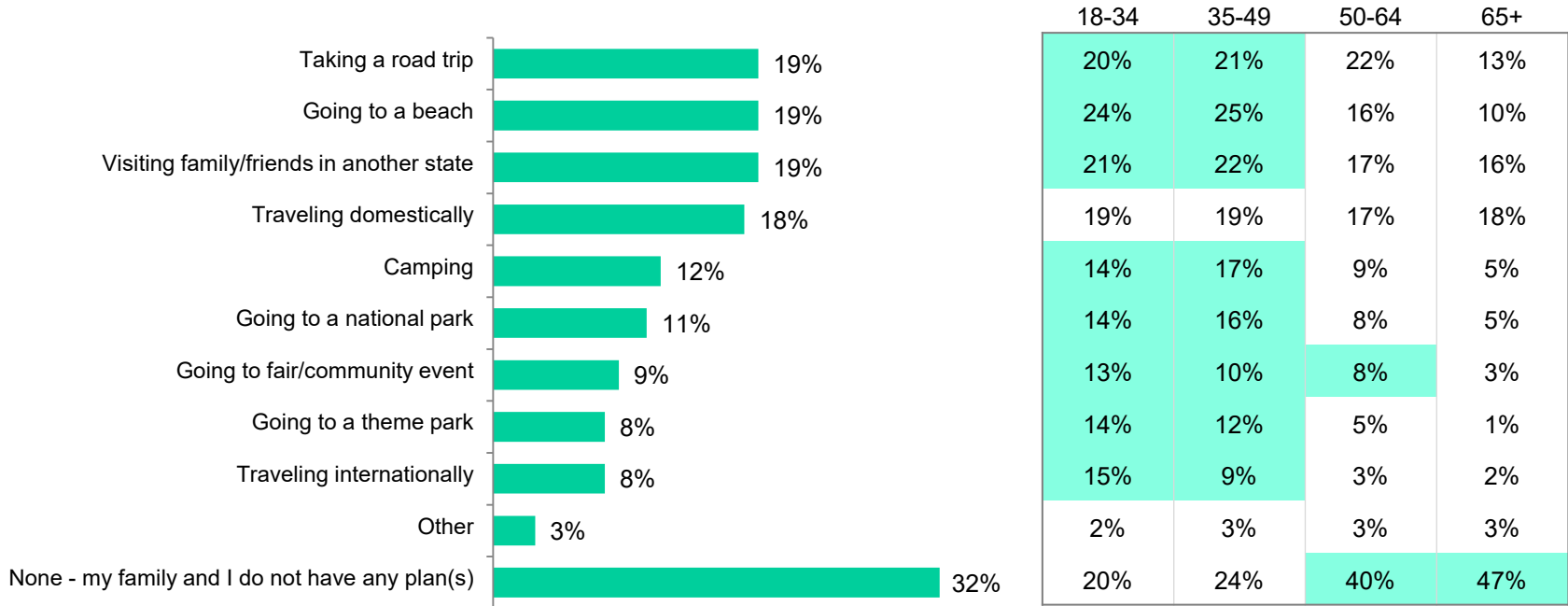
Base: All Wave 13 Respondents

AA11 As you look out on the remainder of this year, are you likely or unlikely to take the following actions?



But for the short-term, many Americans plan on staying closer to home

Plans For Summer Vacation



Base: All Wave 12 Respondents

AD13 Which of the following plan(s) do you and your family have for your summer vacation this year? Please select all that apply.

