

THE **CALL** OF THE **CONSUMER**



H2R MARKET RESEARCH COVID-19 UPDATE

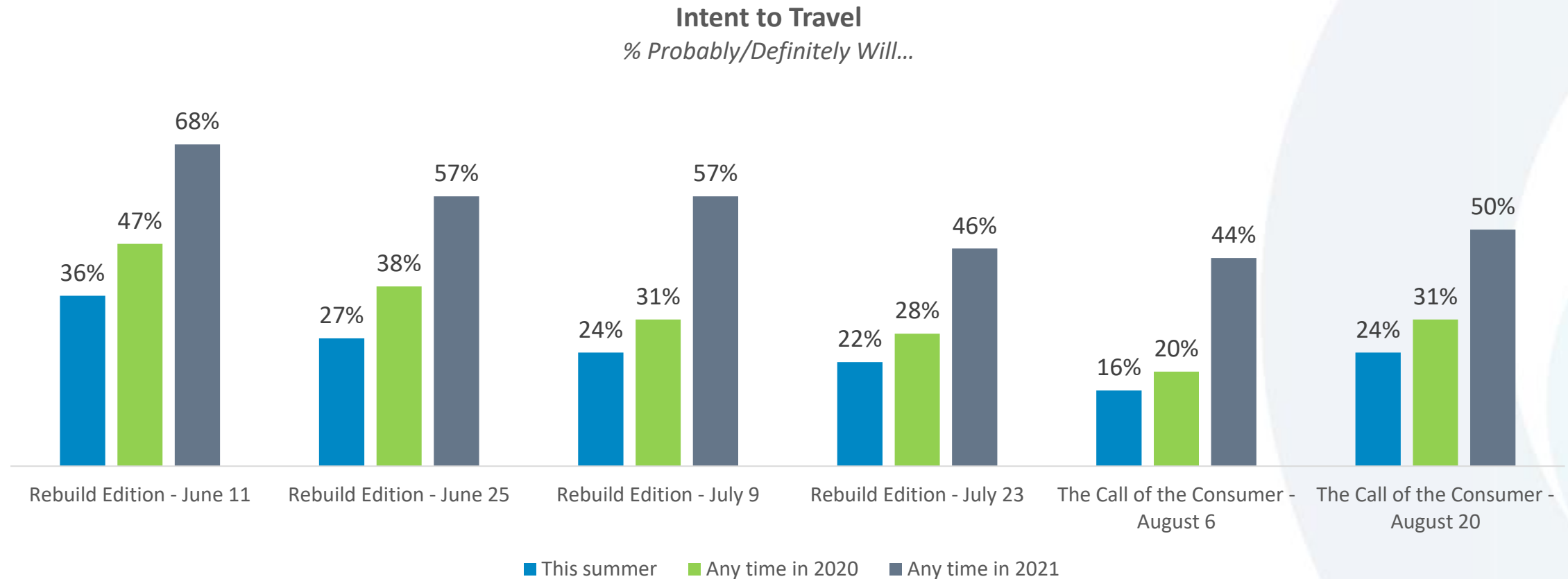
Survey Results

Wave 2 – Published August 20, 2020

The purpose in conducting this research is to track the everchanging attitudes of consumers across the nation regarding the COVID-19 pandemic.

This data reflects the second wave of The Call of the Consumer: H2R's COVID-19 Update conducted the week of August 17, from a nationwide, professionally managed panel of consumers. 225 responses were collected for this wave, providing for a maximum margin of error of +/-6.5% at a 95% confidence interval.

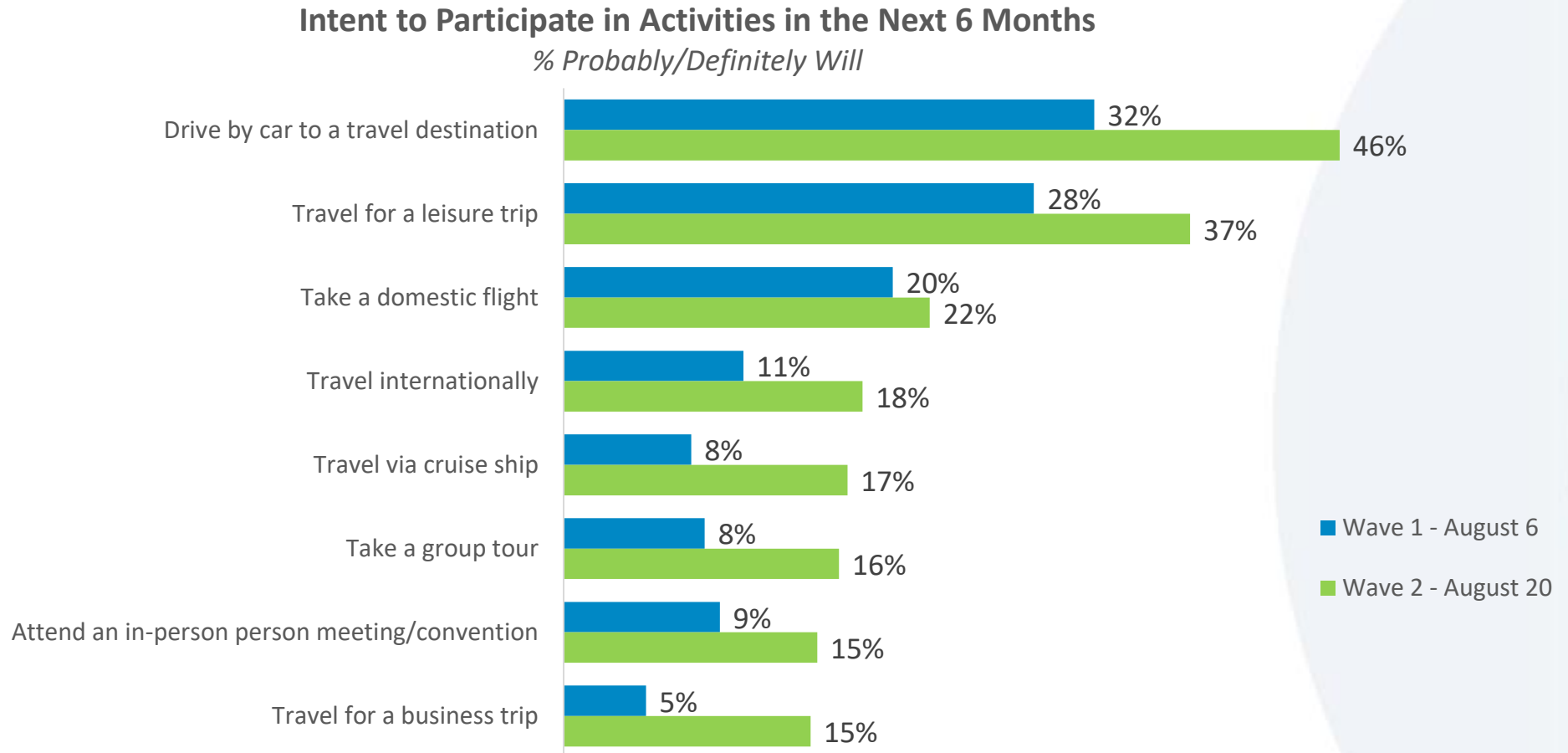
There has been a strong correlation between the number of new COVID-19 cases reported each week and ongoing consumer intent to travel since the pandemic began. So, as the number of new COVID cases finally began to decline in recent weeks, intent to travel has finally begun to rebound.



Using the scale provided, please indicate your intent to travel...

RESPONDENT BASE: 300n per Rebuild Edition Wave
225n August 6 | 225n August 20

In this wave of research, 37% of consumers indicated they would take a leisure trip in the next six months, and nearly half are willing to drive to their travel destination.



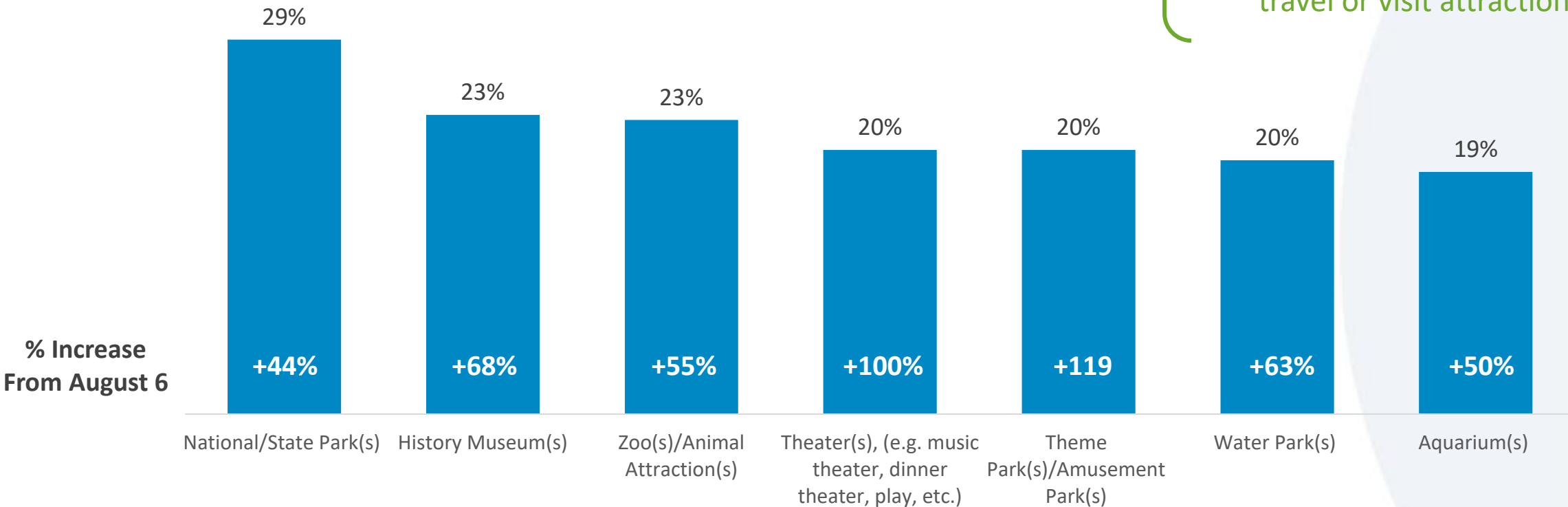
Using the scale provided, please indicate your intent to do each of the following activities in the next 6 months.

RESPONDENT BASE: 225n Wave 1
225n Wave 2

Intent to visit attractions has increased notably in the past two weeks—also attributed to the decreasing COVID-19 case counts.

Intent to Visit Attraction Types
% Probably/Definitely Will Visit

To date, 18% of consumers indicate they have already ventured out to travel or visit attractions.



Using the scale provided, please indicate your intent to visit the following types of attractions in the next 6 months.

RESPONDENT BASE: 225n Wave 2

4

H2R's COVID-19 Confidence Index

Economic recovery is dependent upon consumer confidence, which is in turn dependent upon the number of new COVID-19 cases and the risk tolerance of customers.

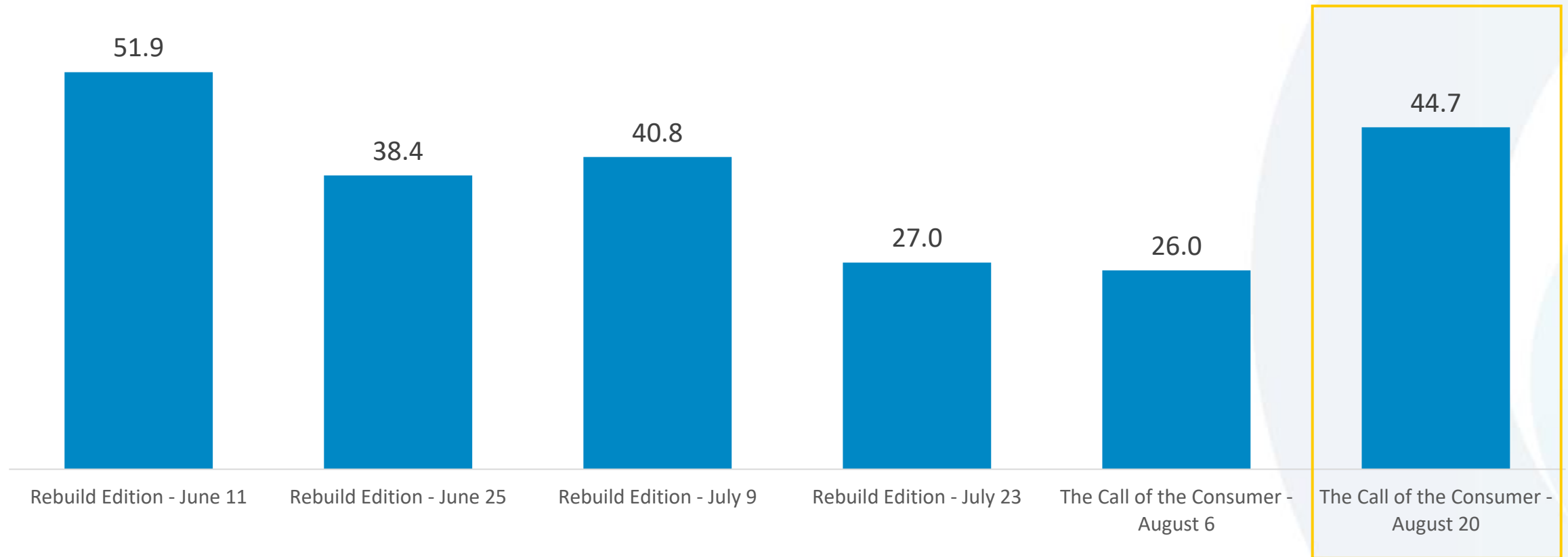
The H2R COVID-19 Confidence Index (CCI) measures the degree to which travelers and attraction visitors feel safe and confident traveling and visiting attractions.

The greater the level of confidence among visitors, the more likely that other visitors will follow and the faster the road to recovery.



Of the nearly 20% who have already ventured out, satisfaction and feelings of safety are growing stronger—resulting in a considerable increase in H2R’s COVID-19 Confidence Index from two weeks ago.

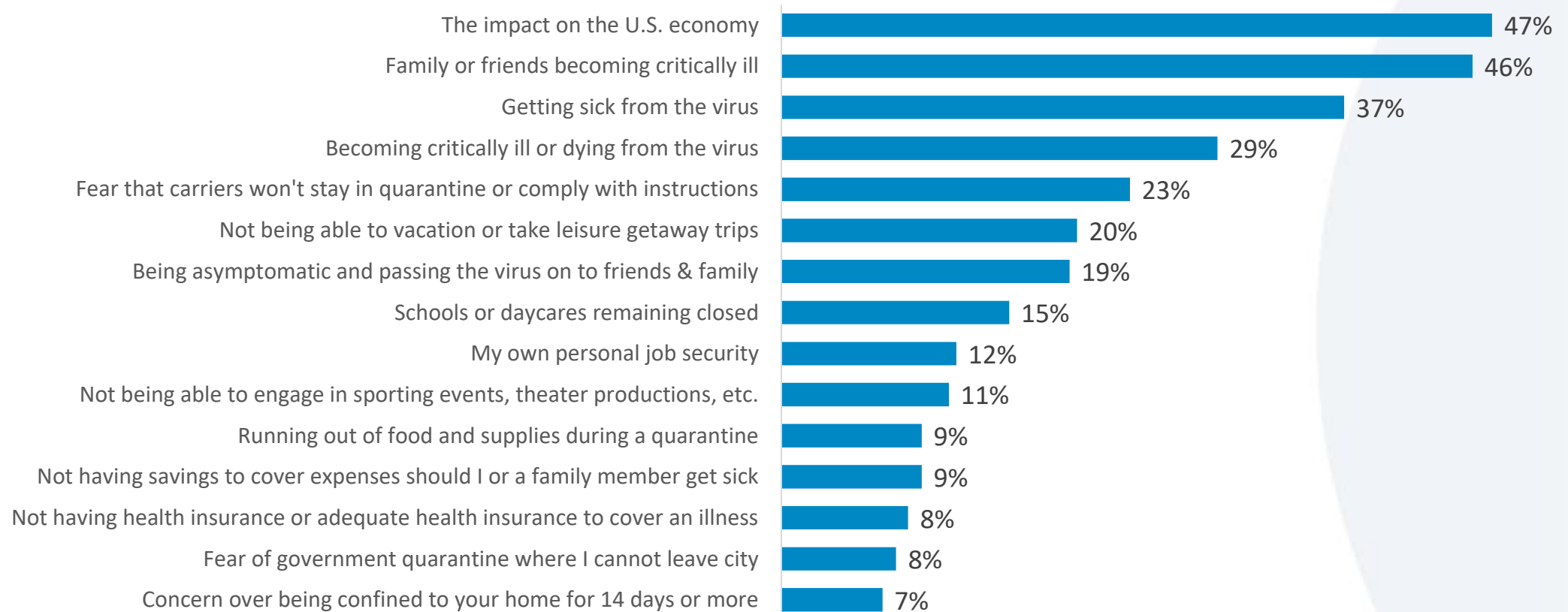
H2R COVID-19 Confidence Index



Consumers are most concerned with how the pandemic affects the economy and their personal health, as well as the impact it may have on the health of loved ones.

Most Concerning COVID-19 Effects

Select Top 4 Concerns

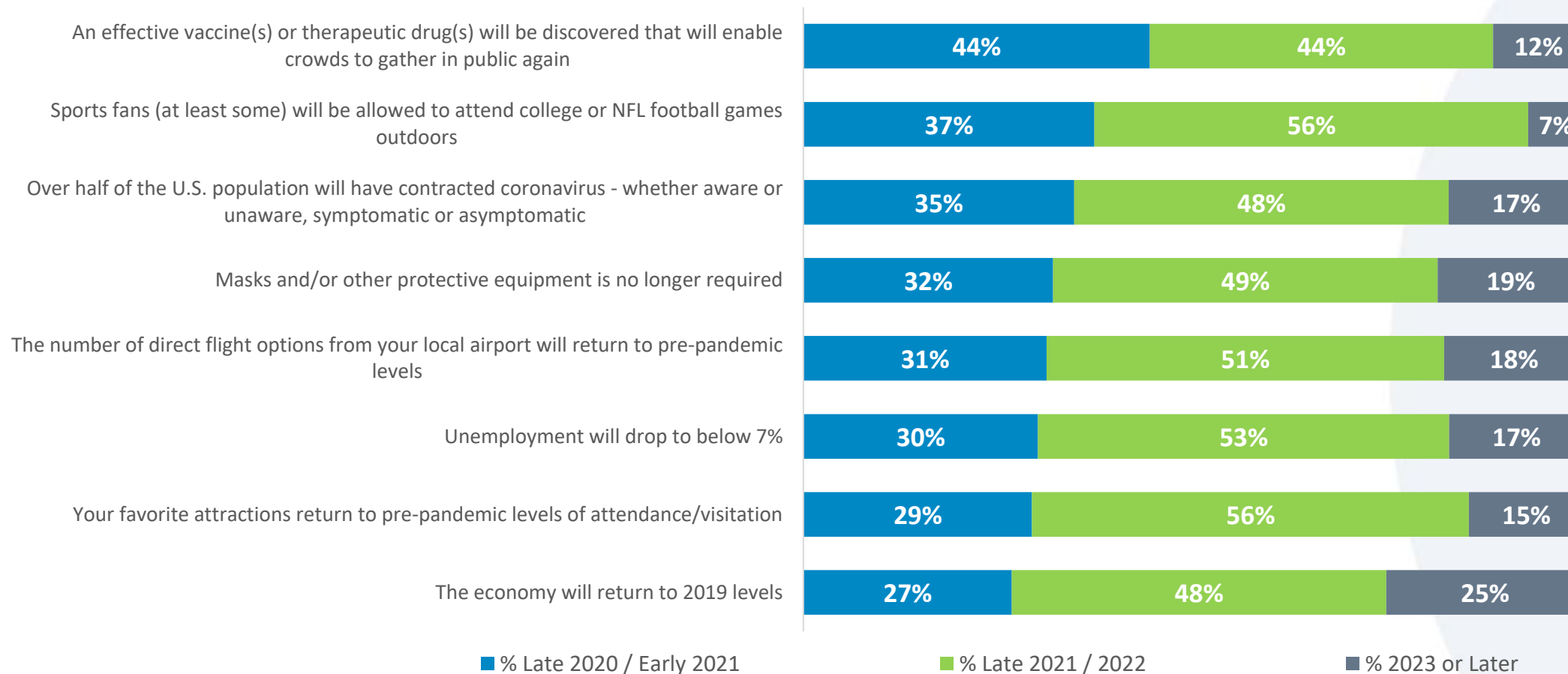


What about COVID-19, if anything, concerns you the most? Select your top 4 concerns.

RESPONDENT BASE: 225n Wave 2

Consumers expect to end 2020 in a position similar to the nation's current one, and most are not hopeful to see real economic recovery until 2022.

Expected Timeline of Milestones to Occur



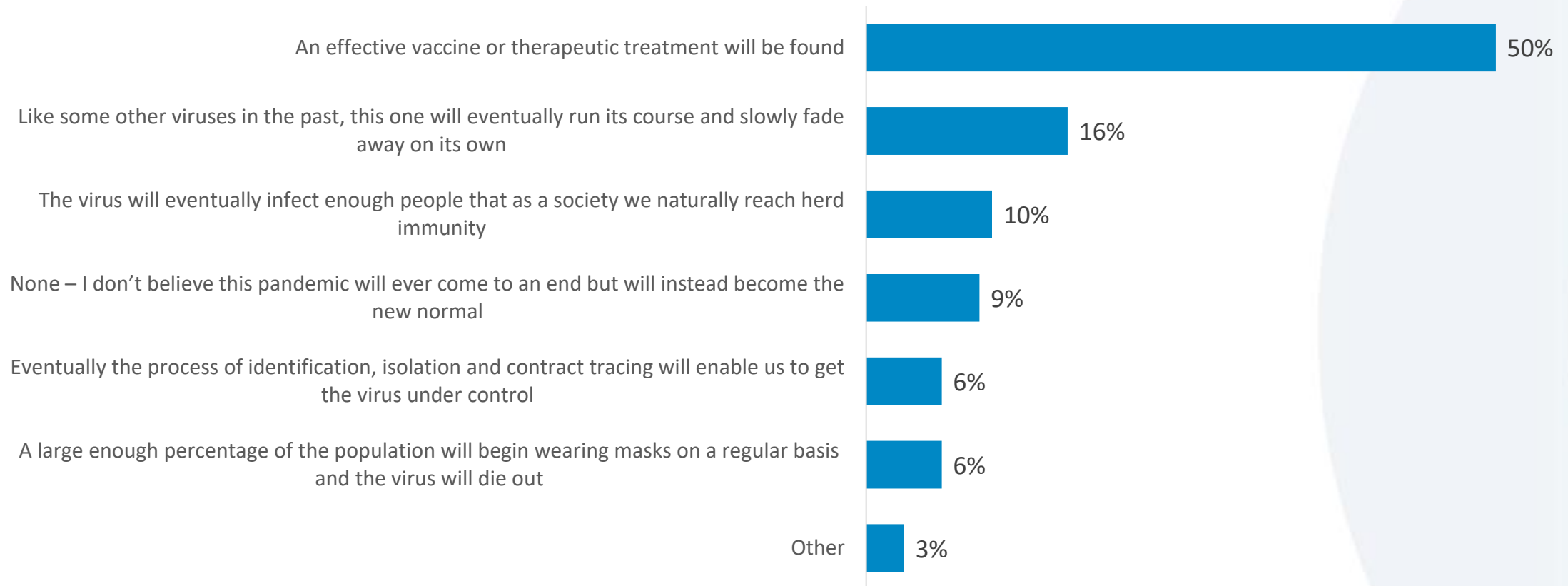
When do you expect each of the following events or milestones from the coronavirus pandemic to occur?

RESPONDENT BASE: 225n Wave 2

Most consumers continue to believe that the pandemic will finally come to an end by means of vaccine discovery.

How the Pandemic Will End

Select One



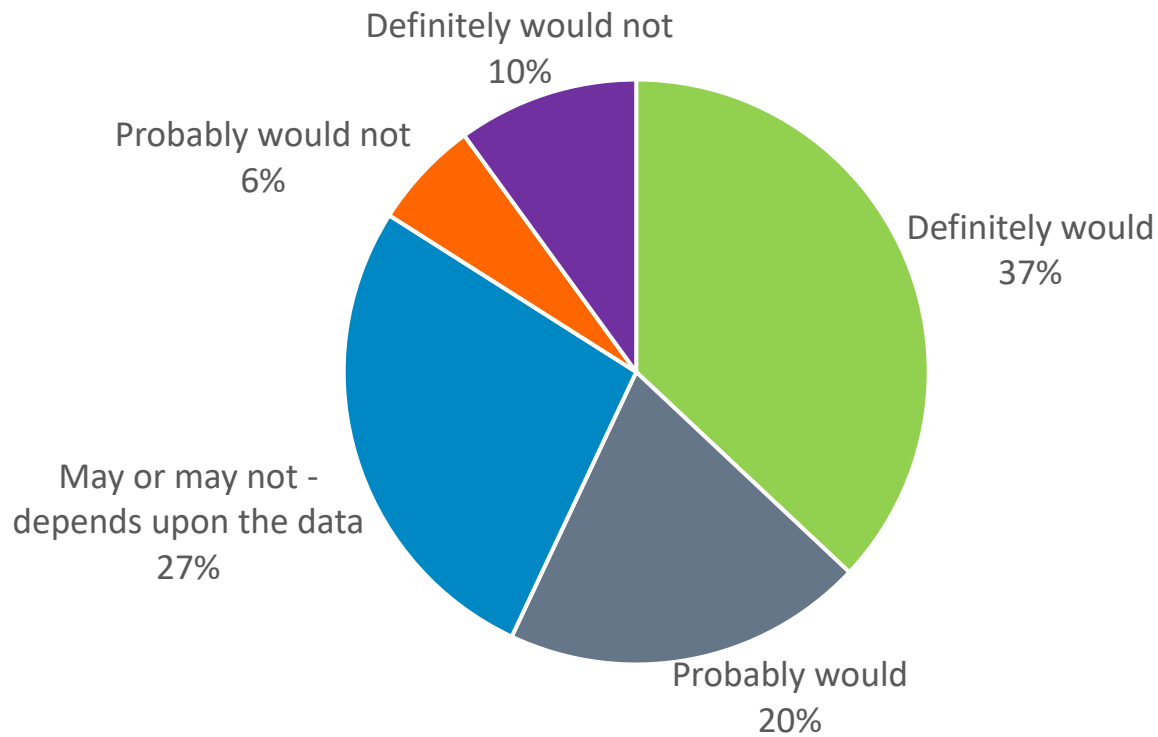
By what means do you believe the pandemic will eventually come to an end, if at all?

RESPONDENT BASE: 450n To Date

9

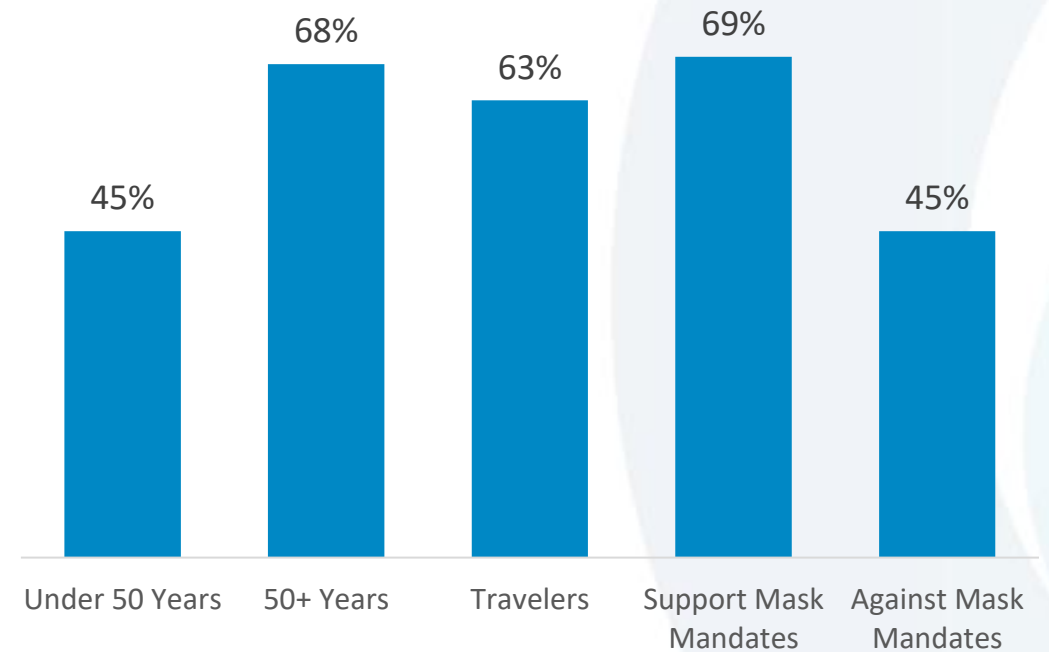
Fortunately, the race to discover a vaccine is well underway, and more than half of consumers indicate that if the vaccine were proven safe and effective, they would be likely to receive it.

Intentions to Receive COVID-19 Vaccine



RESPONDENT BASE: 225n Wave 2

Intentions to Receive COVID-19 Vaccine
By Segment



RESPONDENT BASE: N Size Varies by Segment

If a vaccine for COVID-19 was approved as being safe and effective, how likely would you be to get this vaccination?

THE **CALL** OF THE **CONSUMER**



H2R MARKET RESEARCH COVID-19 UPDATE

**As you continue to plan for the future, don't do it without
consumer data to back up your decisions.**

Interested in evaluating consumer intent to visit your state, destination or attraction? Want to see the full tables of these consumer insights and many more? We are adding more and more each week.

Just click below to learn more.

[I WANT IN!](#)