



**Harris On Demand**  
**The Harris Poll**



## INTRODUCTION

The aim in conducting the *Curiosity Study* was to understand how Americans are feeling as a result of the pandemic, and changes they hope to make in their life.

We are pleased to present the findings of the *Curiosity Study* commissioned by Waking Up.



## KEY FINDINGS BY QUESTION

### Q1: Compared to before the pandemic, how much more or less important do you find each of the following in your life?

#### Career

About two in five Americans (43%) say their career is more important now compared to before the pandemic.

- Men (47%) are significantly more likely to say this than women (40%)
- Adults ages 18-54 (57%) are more likely than older adults ages 55 + (20%) to feel this way

#### Family

Nearly three quarters of Americans (72%) say their family is more important now compared to before the pandemic.

- Adults ages 35-54 (78%) are more likely than younger adults ages 18-34 (69%) to feel this way

#### Travel

Over a third of Americans (37%) say travel is more important now compared to before the pandemic.

- Men (40%) are significantly more likely to say this than women (34%)
- Adults ages 18-44 (44%) are more likely than adults ages 45+ (30%) to feel this way

#### Mental health

Two thirds of Americans (67%) say their mental health is more important now compared to before the pandemic.

- Women (71%) are significantly more likely to express this than men (62%)
- Adults ages 18-54 (73%) are more likely than adults ages 55+ (58%) to say this



### Physical health

Just over seven in ten Americans (71%) say their physical health is more important now compared to before the pandemic.

- Adults ages 35-54 (76%) are significantly more likely than adults ages 18-34 (67%) to say this

### Community involvement

Nearly two in five Americans (38%) say community involvement is more important now compared to before the pandemic.

- Adults ages 18-64 (42%) are significantly more likely than adults ages 65+ (26%) to feel this way

### Religion

Over two in five Americans (45%) say religion is more important now compared to before the pandemic.

## **Q2: Compared to before the pandemic, how much more or less likely are you to...?**

### Quit your job

Nearly a quarter of employed Americans (23%) are more likely to quit their job now compared to before the pandemic.

- Employed men (27%) are significantly more likely to say this than employed women (18%)
- Employed adults ages 18-34 (30%) are more likely than those ages 45+ (14%) to feel this way

### Start a new business

About a quarter of Americans (26%) are more likely to start a business now compared to before the pandemic.

- Those ages 18-44 (42%) are more likely than those ages 45+ (13%) to say this

### Go skydiving

One in six Americans (16%) are more likely to go skydiving now compared to before the pandemic.



- Men (21%) are significantly more likely to say this than women (12%)
- Those ages 18-44 (29%) are much more likely than those ages 45+ (5%) to feel this way

### Get into a new romantic relationship

Nearly a quarter of Americans (23%) are more likely to get into a new romantic relationship now compared to before the pandemic.

- Men (28%) are more likely to say this than women (18%)
- Those ages 18-44 (34%) are significantly more likely than those ages 45+ (13%) to feel this way

### Get in touch with people you've lost touch with

Nearly half of Americans (46%) are more likely to get in touch with people they've lost touch with now compared to before the pandemic.

## Q3: Compared to before the pandemic, how much more or less do you care about...?

### Your appearance

Nearly two in five Americans (39%) care more about their appearance now compared to before the pandemic.

- Adults ages 18-54 (47%) are significantly more likely than those ages 55+ (28%) to feel this way

### What other people think of you

About a quarter of Americans (26%) care more about what other people think of them now compared to before the pandemic.

- Men (29%) are more likely to say this than women (22%)
- Adults ages 18-34 (36%) are significantly more likely than those 45+ (17%) to feel this way

### Playing by the rules

About two in five Americans (43%) care more about playing by the rules now compared to before the pandemic.

- Men (46%) are more likely to say this than women (41%)



### How much money you are making

About half of Americans (48%) care more about how much money they are making now compared to before the pandemic.

- Adults ages 18-54 (56%) are significantly more likely than those ages 55+ (35%) to feel this way

### Being thoughtful in your choices

More than three in 5 Americans (61%) care more about being thoughtful in their choices now compared to before the pandemic.

- Women (64%) are more likely to feel this way than men (58%)

### **Q4: As a result of the pandemic, how much more or less curious are you about each of the following?**

#### Learning better coping skills

About half of Americans (51%) are more curious about learning better coping skills as a result of the pandemic.

- Women (55%) are more likely to express this than men (48%)
- Adults ages 18-54 (58%) are significantly more likely than those ages 55+ (41%) to feel this way

#### Understanding what motivates you

Half of Americans (50%) are more curious about understanding what motivates them as a result of the pandemic.

- Adults ages 18-54 (59%) are significantly more likely than those ages 55+ (37%) to say this

#### Figuring out your true purpose in life

About half of Americans (51%) are more curious about figuring out their true purpose in life as a result of the pandemic.



- Adults ages 18-54 (60%) are significantly more likely than those ages 55+ (35%) to feel this way

#### Finding ways to improve your relationships

About half of Americans (51%) are more curious about finding ways to improve their relationships as a result of the pandemic.

- Adults ages 18-54 (58%) are significantly more likely than those ages 55+ (38%) to express this

#### Finding ways to contribute to your community

Over a third of Americans (37%) are more curious about finding ways to contribute to their community as a result of the pandemic.

- Adults ages 18-54 (42%) are significantly more likely than those ages 65+ (26%) to say this

### **Q5: Please tell us how much you agree or disagree with each of the following statements. As a result of the pandemic, I am ...**

#### Reevaluating my priorities in life

Over half of Americans (56%) are reevaluating their priorities in life as a result of the pandemic.

- Adults ages 18-54 (62%) are much more likely than those ages 55+ (47%) to say this

#### Ending my relationships with toxic people

Over half of Americans (56%) are ending their relationships with toxic people as a result of the pandemic.

- Adults ages 18-54 (59%) are significantly more likely than those ages 55+ (50%) to say this

#### Trying to better manage my emotions

Over half of Americans (55%) are trying to better manage their emotions as a result of the pandemic.

- Women (60%) are much more likely than men (49%) to express this.



- Adults ages 18-54 (62%) are significantly more likely than those ages 55+ (44%) to say this

#### Worrying less about the future

Only slightly more than a third of Americans (37%) are worrying less about the future as a result of the pandemic.

#### Taking more risks in my life

About a third of Americans (34%) are taking more risks in their life as a result of the pandemic.

- Men (39%) are more likely than women (29%) to say this
- Adults ages 18-54 (45%) are significantly more likely than those ages 55+ (17%) to say this





## FULL METHODOLOGY

This survey was conducted online within the United States by The Harris Poll on behalf of Notably between May 18 - 20, 2021 among 2,032 adults ages 18+, among whom 979 are employed.

Results were weighted for age within gender, region, race/ethnicity, income, and education where necessary to align them with their actual proportions in the population. Propensity score weighting was also used to adjust for respondents' propensity to be online.

All sample surveys and polls, whether or not they use probability sampling, are subject to multiple sources of error which are most often not possible to quantify or estimate, including sampling error, coverage error, error associated with nonresponse, error associated with question wording and response options, and post-survey weighting and adjustments. Therefore, Harris Poll avoids the words "margin of error" as they are misleading. All that can be calculated are different possible sampling errors with different probabilities for pure, unweighted, random samples with 100% response rates. These are only theoretical because no published polls come close to this ideal.

Respondents for this survey were selected from among those who have agreed to participate in online surveys. The data have been weighted to reflect the composition of the adult population. Because the sample is based on those who agreed to participate in our panel, no estimates of theoretical sampling error can be calculated.

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### About The Harris Poll

The Harris Poll is one of the longest-running surveys in the U.S., tracking public opinion, motivations and social sentiment since 1963. It is now part of Harris Insights & Analytics, a global consulting and market research firm that delivers social intelligence for transformational times. We work with clients in three primary areas: building 21<sup>st</sup> century corporate reputation, crafting brand strategy and performance tracking, and earning organic media through public relations research. Our mission is to provide insights and advisory to help leaders make the best decisions possible. Learn more by visiting [www.harrispoll.com](http://www.harrispoll.com) and follow Harris Poll on [Twitter](#) and [LinkedIn](#).