

APCO's *Reset Indicator*: Tracking America's New Normal

The **APCO Reset Indicator** is tracking the United States' evolution through the COVID-19 crisis on three dimensions: where Americans see themselves **today**, who is supporting (or supported) them **during** the pandemic and how they feel about the **future**.

This latest study expands on these themes to also explore attitudes around the impact of COVID-19 on geopolitics and expectations around the upcoming U.S. elections. The analysis that follows also makes comparisons to similar studies conducted in April and May in the United States.

The crisis is unrelenting and fueled by a lack of trust.

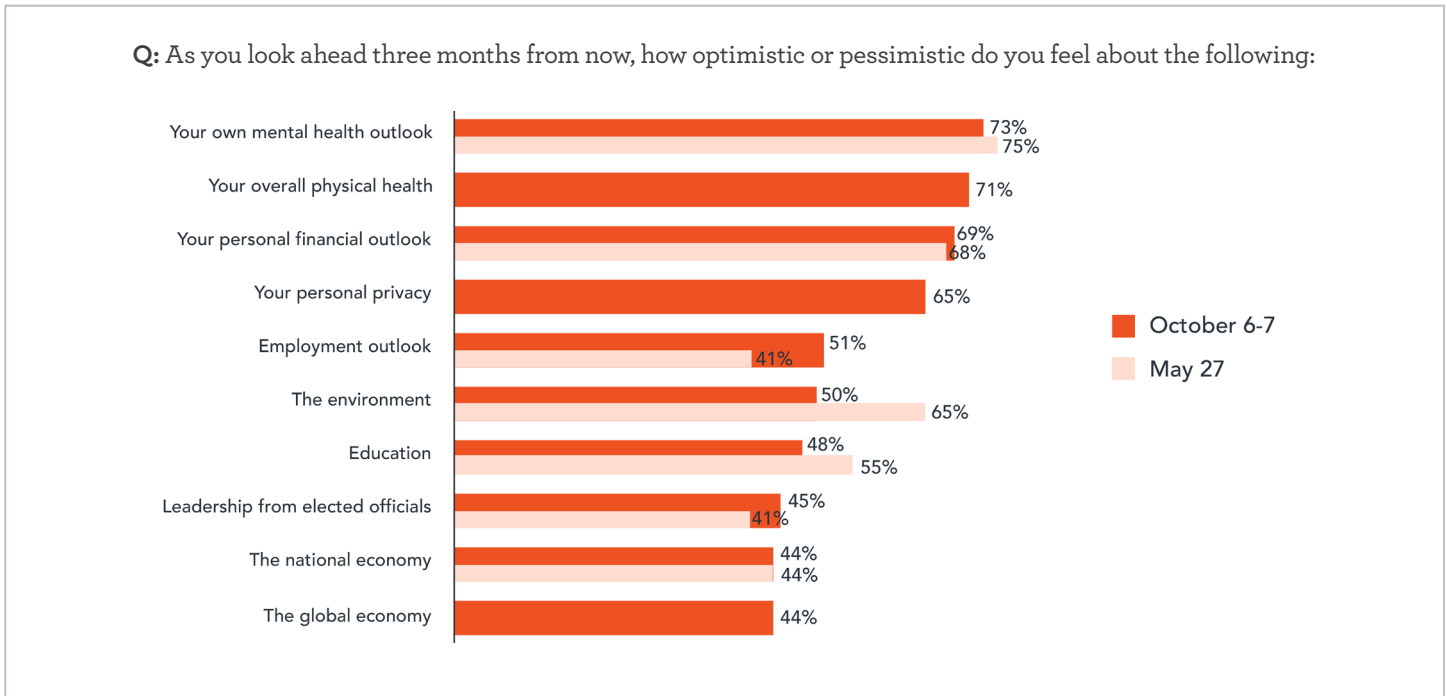
The percentage of Americans who say "we are still in a crisis" has increased since May and assessments of institutions in managing the crisis have plummeted, with schools, employers and charities seeing the steepest declines. Furthermore, there is widespread distrust of the information the public is receiving about the pandemic, including how long it will take to get a vaccine, when public spaces will be reopened and the timeline for economic recovery. One silver lining is that there is more optimism towards the employment market than previously.

Q: Overall, when you think about the COVID-19 crisis, do you feel like you are:



An engaged electorate sees rocky waters ahead.

Nine-in-ten Americans see the upcoming elections as being important to them personally, but nearly half worry that COVID-19 will hinder their ability to vote and six-in-ten believe COVID-19 will cause political turmoil within the United States.



COVID-19 seen as exacerbating geopolitical stressors.

With the exception of improved workplace/health protections, the public expects to see COVID-19 having harmful effects on a broad range of issues in the United States, including an increased gap between the rich and poor, increased mistrust between geopolitical allies and a decrease in trust in health information.

