

America Adjusting

Settling in for the long haul; adjusting to a new normal

APCO Worldwide conducted a fifth weekly wave of U.S. public opinion research to understand the effects of COVID-19 on people, businesses and institutions. The poll was conducted on April 3, 2020. APCO, a global advisory and advocacy communications firm, will continue to track Americans' attitudes and behaviors related to COVID-19 over the coming weeks.

Quarantine and self-isolation are taking their toll on America's mental health.

70% of Americans say they have felt at least one kind of negative emotion over the past few weeks due to voluntary or mandatory quarantines.

More positive emotions are less commonly reported, such as feeling a sense of responsibility (24%), determination (19%) or teamwork (14%).

Loneliness (26%), powerlessness (25%), being overwhelmed (24%) and depression (20%) are also fairly common emotions.

Anxiety and frustration have each been experienced by 38% of Americans and are the most common negative emotions felt by Americans in quarantine.

Negative feelings are more likely among women, people in the Northeast and West and those in their middle age.

Coronavirus and social distancing are reshaping our domestic lives, and not all for the worse.

Those that are cooking at home more now find it to be an overall positive experience (net +57 positive), as do those that are reading more books (net +50), playing family games (net +49), getting more sleep (net +38) or watching more TV (net +30).

60% of those now using technology to connect with family and friends find it to be a positive change, as opposed to just 7% who say it is a negative change (net +53).

Americans expect disruptions to their 'normal life' through mid-summer, at least, with effects on employment and the stock market lasting at least a year.

Majorities of Americans expect it to be at least 3–4 months for things to be back to normal, including on-site work (66%), retail shopping (72%), business (79%) and leisure travel (80%).

Stock market performance (15%) and employment levels (16%) are seen as the most likely areas to not have returned to normal for at least a year from now.

Americans recognize and hold in esteem the countries that have 'got it right'.

Coronavirus is changing the impression of Americans towards other countries based on how they are responding to the crisis.

The highest net positive change in impressions are towards South Korea (+19%), Canada (+18%) and Germany (+15%).

55% of Americans think school will not be back in session until August, (4–6 months from now) at the earliest.

Impressions of China experienced the most negative change (net -24), followed by Iran (-13).

Americans are still most likely to look to our long-standing allies for leadership in future crises, including the UK (chosen by 30% of Americans), Canada (28%), South Korea (23%) and Germany (22%).

Older Americans are increasingly worried about contracting coronavirus.

84% of those over the age of 65 are worried about getting COVID-19, a 15-percentage point increase over last week (69% to 84%).

The seriousness of coronavirus is now nearly universal, with 98% of all Americans saying it is serious.



APCO Worldwide is an advisory and advocacy communications consultancy helping leading public and private sector organizations build and protect organizational reputations, relationships and brands, and act with agility in handling dynamic marketplace and social issues. APCO has more than 800 employees based in more than 30 global markets. More information can be found at apcoworldwide.com.

Methodology note: APCO Worldwide conducted a poll of n=1,000 American adults on April 3, 2020. The study is based on a national sample, balanced by age, gender and region. Visit apcoworldwide.com/coronavirus for more information.