

As part of a series of polls to understand the effects of COVID-19 on people, businesses and institutions, APCO Worldwide surveyed Americans on April 17, 2020. In this polling, APCO, a global advisory and advocacy communications firm, explored Americans' views on how the country will recover from the pandemic.

Americans look most to government to help recover from this crisis.

67% believe their state and local governments will be more important in creating a safe and prosperous world;

56% say the same about the role of the U.S. federal government.

Global healthcare companies (59%) and small- and medium-sized businesses (58%) are seen as having the next most important roles.

Similarly, when asked who will play the most meaningful role in helping the United States return to what it was like before the COVID-19 crisis, government rises to the top (56%).

The second tier includes public health authorities (CDC, state or local) (46%) and the health sector (providers, pharmaceutical companies or health insurance) (45%).

However, generations differ on the role of government in the recovery.

Those in Gen Z (under 22) are more likely to look to NGOs (WHO, UN, inter-government groups and non-profits) than to government itself.

While only 26% of Americans overall look to NGOs, that increases to 44% among those 22 and under, and drops to 15% among those 75+.

As age increases, the role of government (local, state or federal) is believed to be more meaningful.

Overall, 56% say any form of government will play a big role, which increases to 75% among those 75+ but decreases to 28% among those 22 and younger.

COVID-19 will change our expectations of government, politics and each other.

A majority of Americans think the COVID-19 crisis will have an effect on government investment in social programs — with nearly half (47%) expecting changes to be positive.

And while most believe the crisis will have an impact on public taxes, income inequality, immigration, political partisanship — for these, the effect is uncertain divided between positive and negative.

Views toward change tend to be more positive among younger than older cohorts.

For example, 42% of Gen Z think partisan differences will be positively impacted — versus only 12% of Baby Boomers and 23% of the Silent Generation.

But among Asians the impact on racism and discrimination is seen to be more negative (43%) than positive (15%), whereas Caucasians are least likely to see change (60%).

Employees — and customers — should benefit from better treatment from businesses as a result of the crisis.

85% of Americans expect businesses will pay more attention to the health and safety of their customers, and 75% say they will pay more attention to the way they treat their employees.

In turn, Americans see the impact of the COVID-19 crisis having an overwhelmingly positive impact on the treatment of essential workers, such as nurses and grocery store employees in the next three years (68% total positive).



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 17, 2020. The study is based on a national sample balanced by age, gender and region. Visit apcoworldwide.com/coronavirus for more information.