

A photograph of two men at an outdoor gym. The man on the left is standing, wearing a dark t-shirt, shorts, a black cap, and a face mask. He has tattoos on his arms and legs. The man on the right is sitting on a wooden bench, wearing a black tank top, shorts, and a black face mask. He is holding a dumbbell. The background shows a metal fence and a tree. The text 'HUMAN FUTURES USA SPECIAL' is overlaid in large white letters across the middle of the image.

HUMAN FUTURES USA SPECIAL

ONE MINUTE TO MIDNIGHT



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WELCOME

Welcome to a special US issue of the Human Futures series. Since April this year we've been checking in with people across the world and simply listening to them and the ways this pandemic is affecting them. This issue we've focused on just one country, the US, and spoken to people across 10 states; from New England to the Deep South, the Mid West to California.

We've focused on the US for two reasons; 1. Few countries are going through such a range of interconnected convulsions; 2. Few countries have such influence on the global mood and outlook.

We've also broadened the scope of this issue compared to previous ones. We have still started with people's responses to the pandemic but there's so much else going on in the US right now. From COVID we go on to hear about the economic situation, protests, civil unrest and we couldn't avoid the upcoming election. Inevitably there are differing perspectives on all of these topics; some you might agree with, some might surprise you, and some might even frustrate you. That's humans and that's America!

There's a particular focus on the future too; listening to how the confluence of these events is shaping how people look forward. In part this was by design, but it was also driven by the people we spoke to; there is appetite to at least try to look beyond the current situation. Here you'll hear trepidation but also positivity and lessons learned. Interestingly, environmental issues spontaneously emerge as people think about the future too.

As ever, this is not a trends piece. It will not proclaim that this bit of technology or that brand of ice cream is having a 'good lockdown'. It will, however, do what we at One Minute to Midnight believe to be at the heart of insight, which is hearing from real people and bringing you closer to them with empathy and honesty.

If you'd like to talk further about any of the topics covered in this document, or are curious about how we might be able to help you, please contact andy@oneminutetomidnight.life



Scan me with your camera to hear from Andy, Co-Founder of OMTM Americas, and find out more about this issue



"It used to be phone and keys, now it's phone, keys, mask."

COVID

Tabitha, 47, AL

"I feel healthy and I feel I've found out enough to protect myself, I just feel like I'm not in danger anymore... I'm not going to be dumb but I'm not hiding... I'm over it and it's just a circus. I'll be honest I've been to a couple of nightclubs, I'm going to live my life."

Joseph, 39, MA

"I honestly think that America right now is a dumpster fire. My wife and I have talked about the practicalities of moving somewhere else. We look at other countries and they've done what they're supposed to do. They put the community over the individual. My country is full of idiots. Doing the chin strap thing or saying it's their God given right to not wear a mask."

Jose, 25, CA

"Me and my whole family are essential workers and you don't know, you might catch it, constantly worried, even right now... I missed two weeks sick in April. I was really worried and frustrated I couldn't get an appointment. I still don't know if I've had it, but I've not been sick since April."

"First thought was, hope I don't go broke... we're not working because of COVID, forgot how it is to have money, we recently lost our place."

Ismael, 53, IL

"My business has gone from 6-7 jobs a month to 2-3. We're spending more than we're making so we're learning to work on a budget. Not had to be on a budget before, we're having to limit things... I'm the only one paying the bills so I'm trying to find different ways to pay. I'm hustling, trying to see what else I can do."

Rhonda, 57, CA

"It started off affecting my life when President put everyone on lockdown. First thought was, hope I don't go broke... we're not working because of COVID, forgot how it is to have money, we recently lost our place, but we got another one!"

Celeste, 50, CT

"Smaller stores like the company I work for just weren't prepared. It's stressful. I can feel it at the end of every work day. Things that aren't normally difficult are just being exacerbated."

ECONOMY



Joseph, 39, MA

"The protests were people putting their lives on the line for social justice; and they're being undermined"

PROTESTERS





“All the shooting and looting and stuff, it’s getting worse... it’s getting out of hand here in Chicago, it’s not safe.”

Brandon, 26, IL

“I see on the news all the shooting and looting and stuff, it’s getting worse. People are stuck at home and some crazy shit... it’s getting out of hand here in Chicago, it’s not safe. I don’t feel safe right now in Chicago. Someone could shoot me at any time, even riding in your car, they’re targeting cars.”

Ismael, 53, IL

“I watch the riots and it’s getting worse. It’s not the COVID, it’s the riots. It feels like someone’s instigating it. I’m not even sure why they’re doing it. Protest isn’t breaking into buildings. That’s not about the cops shooting whoever they want ”

UNREST

ELECTION

"We need to get rid of him. He said it was a hoax, then he calls it the racist 'China Virus'. Because of him people died."

Joseph, 39, MA

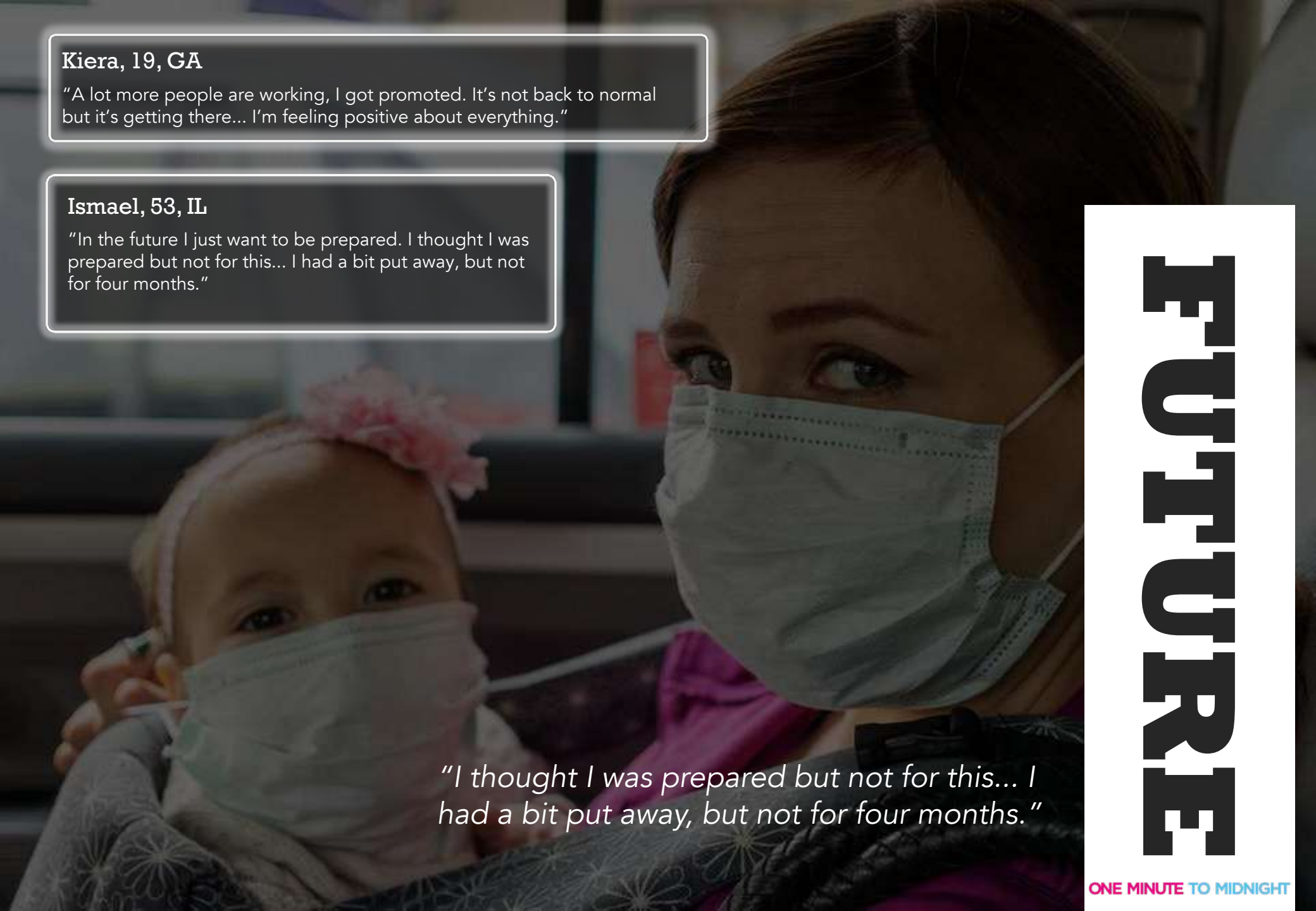
"Most of my family are racist Trump supporters, I don't talk to them because of it. If you support Trump I don't care if I offend you now, because you're wrong."

Tabitha, 47, AL

"We need to get rid of him. He said it was a hoax, then he calls it the racist 'China Virus'. Because of him people died. We shouldn't play that down. People died and people have lost their jobs."

Brandon, 26, IL

"I don't have anything personal against Donald Trump. Somethings he does are ok. I don't have anything against him... he's against the shooting and looting at least."



Kiera, 19, GA

"A lot more people are working, I got promoted. It's not back to normal but it's getting there... I'm feeling positive about everything."

Ismael, 53, IL

"In the future I just want to be prepared. I thought I was prepared but not for this... I had a bit put away, but not for four months."

"I thought I was prepared but not for this... I had a bit put away, but not for four months."

FUTURE

ONE MINUTE TO MIDNIGHT

Tabitha, 47, AL

"I'm going to continue to believe it'll get better and the country will bounce back and everyone will be treated fairly."

Brandon, 26, GA

"I pray that one day this all changes. I pray everyday before I leave my house, I pray that one day things will go back to normal. I pray about the violence in Chicago. All we can do is keep living and keep prayed up."

Jose, 25, CA

"The way I'm looking at my future has just like changed, dang! I was going to legit sign up for college this year. Now I'm just waiting for everything to calm down."

Celeste, 50, CT

"During lockdown and working remotely I started writing, I would like to write a book. I'm a bit of a dreamer."

"All we can do is keep living and keep prayed up"

FUTURE

"We need to take care of the planet. If people thought about it they would be more conscientious... I want to be a better person to the world."

Rhondda, 57, CA

"Biggest concern is weather. The weather is really strange, it's so hot. I don't know if the government is doing this, we need to take care of the planet. If people thought about it they would be more conscientious... I want to be a better person to the world. We recently planted some vegetables and being self sufficient would be great."

Joseph, 39, MA

"The positive thing COVID has shown is that if humans aren't around the earth will fix itself pretty quick."

FUTURE



Issue 1



Issue 2



Issue 3



Scan me with your camera to
be taken to previous issues

HUMAN FUTURES

Issue #4 – US Human Stories of Covid19

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