

Politics, Polarization and Purpose

January 2021



and Journalism Center for Public Relations

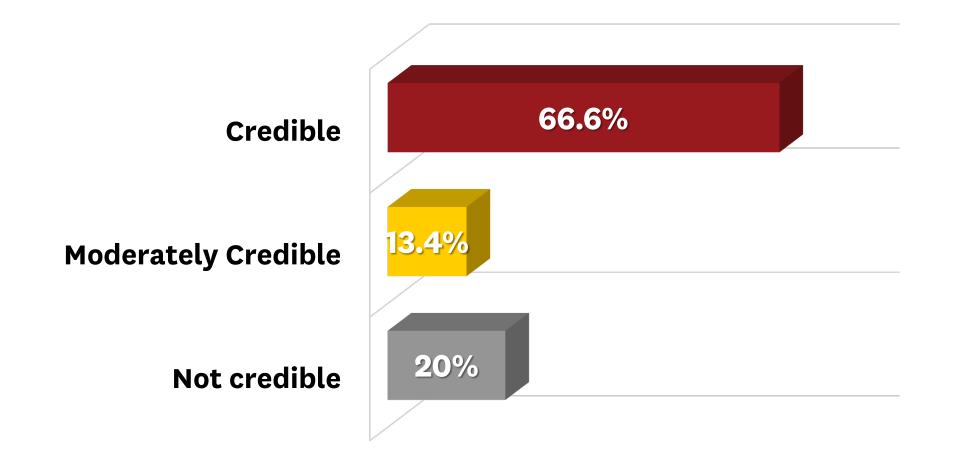






Credibility of the U.S. Presidential Election

U.S. General Public







Election Impact on Polarization

Polarization will stay the same or increase



General public





Journalists



PR Professionals







Decrease Stay Same Increase

Access to affordable healthcare **College tuition Consumer confidence Cooperation between Republicans and Democrats in the U.S. Congress** Crime **Disinformation or fake news** Growth of the U.S. economy Gun ownership Immigration to the U.S. LGBTQ+ rights Minimum wage Polarization of opinion on social issues Racism **Religious freedom** Taxes **U.S. cases of COVID-19** U.S. stock market values U.S. trade with other countries Unemployment Women's rights



Impact on U.S.

U.S. General Public



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Impact on Beliefs

U.S. General Public

■ Decrease ■ Stay Same ■ Increase

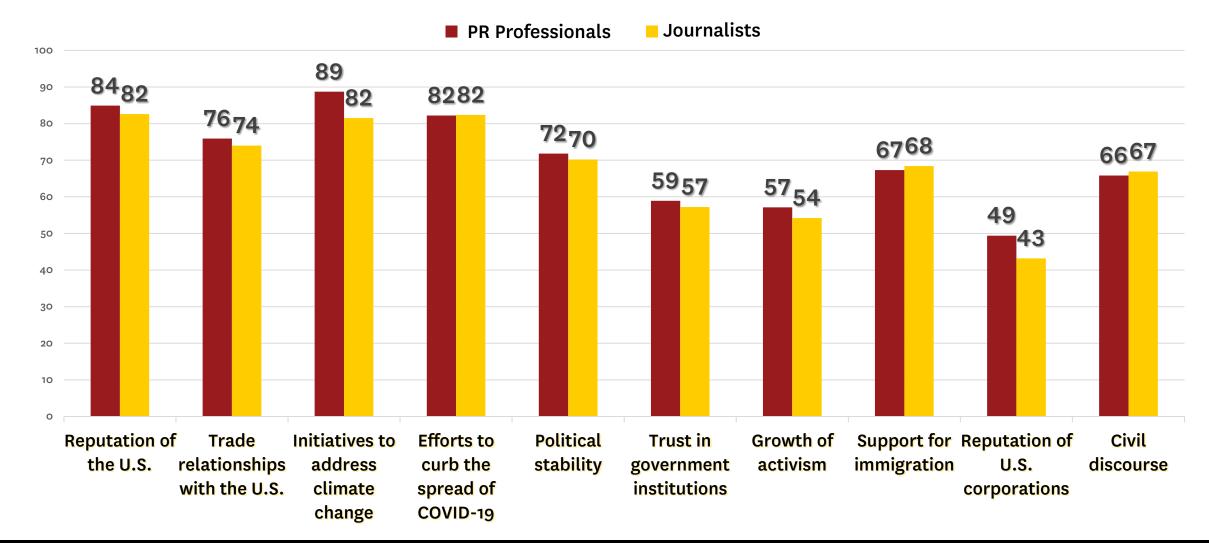
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My personal commitment to social change My engagement in the political process My involvement with activist groups My participation in public protests My consumption of news media My engagement on social media My interest in learning about other ethnic groups My empathy toward people who disagree with me My willingness to listen to different points of view My patriotism for the U.S. My desire to move to another country My trust in government My belief in science My support of brands who share my values My confidence in law enforcement My faith in the democratic process My faith in religion My charitable giving My standard of living My desire to travel to other countries My commitment to wearing a mask in public places





Positive Impact on Global Affairs

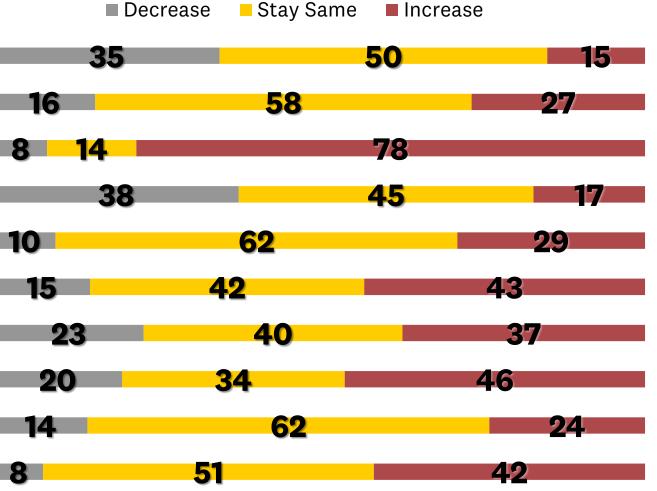






Impact on Media

Consumer consumption of traditional news Credibility of the news media **Credibility of the White House Communication team** Amount of news dedicated to politics **Consumer engagement on social media** Use of social media for political purposes Spread of fake news or disinformation **Proliferation of conspiracy theories Balanced news coverage of societal issues Regulation of social media platforms**



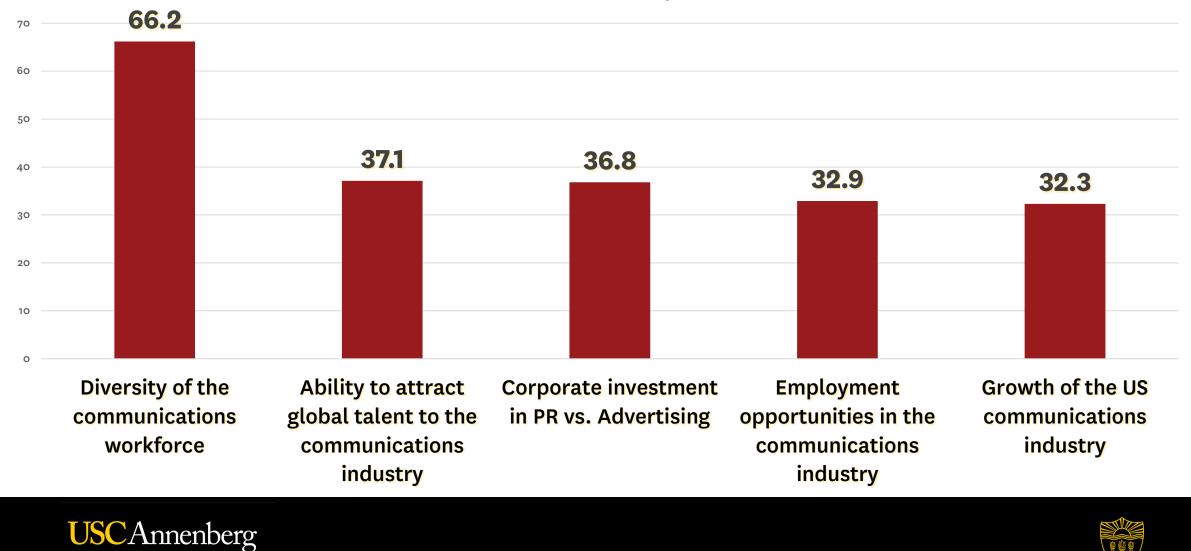




Impact on Communication Industry

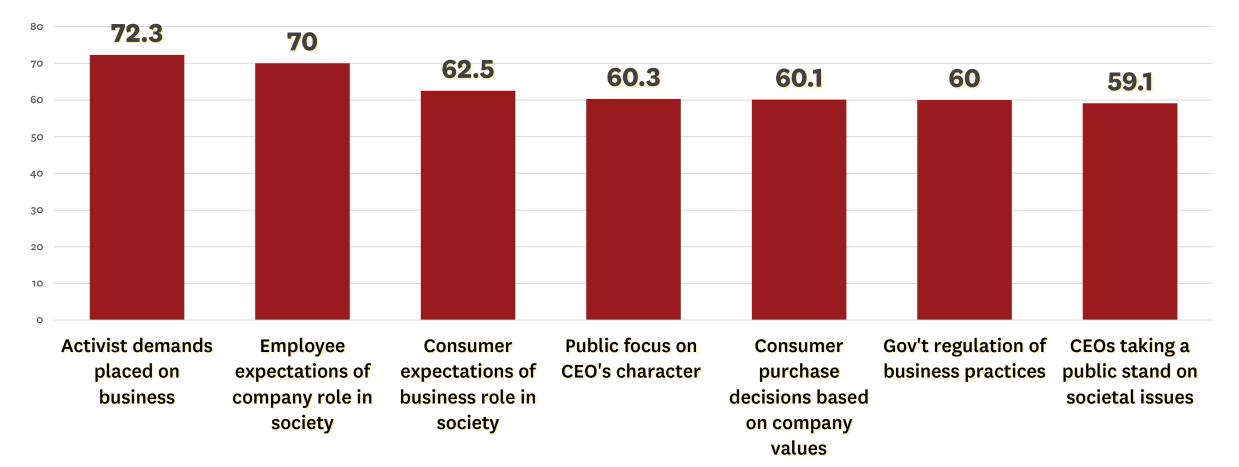
Center for Public Relation.

% of PR Professionals Who Expect an Increase



Impact on Business

% of PR Professionals Who Expect an Increase

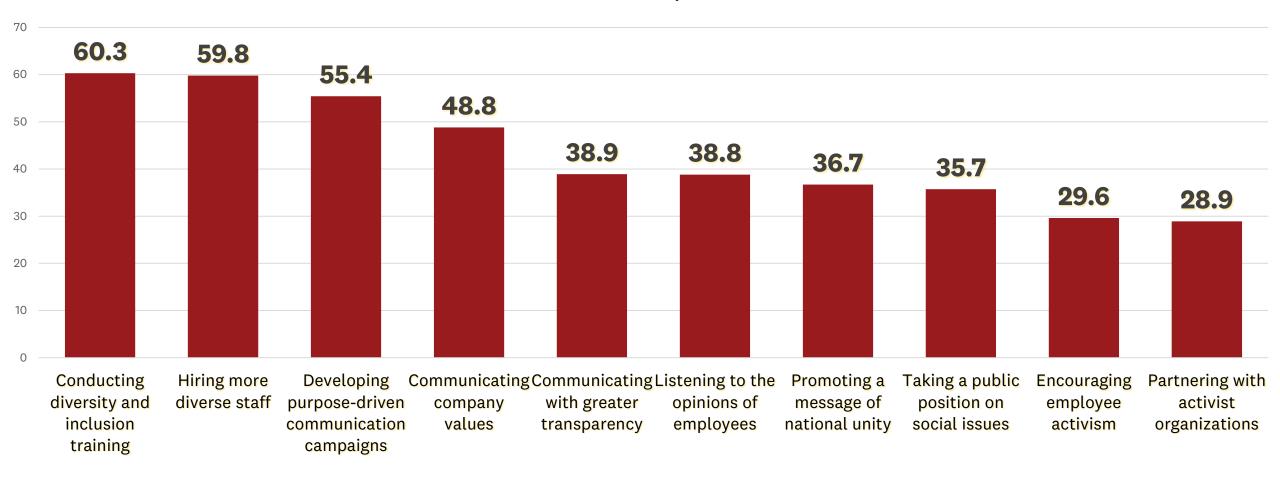






Impact on Activism

% of PR Professionals Who Expect an Increase

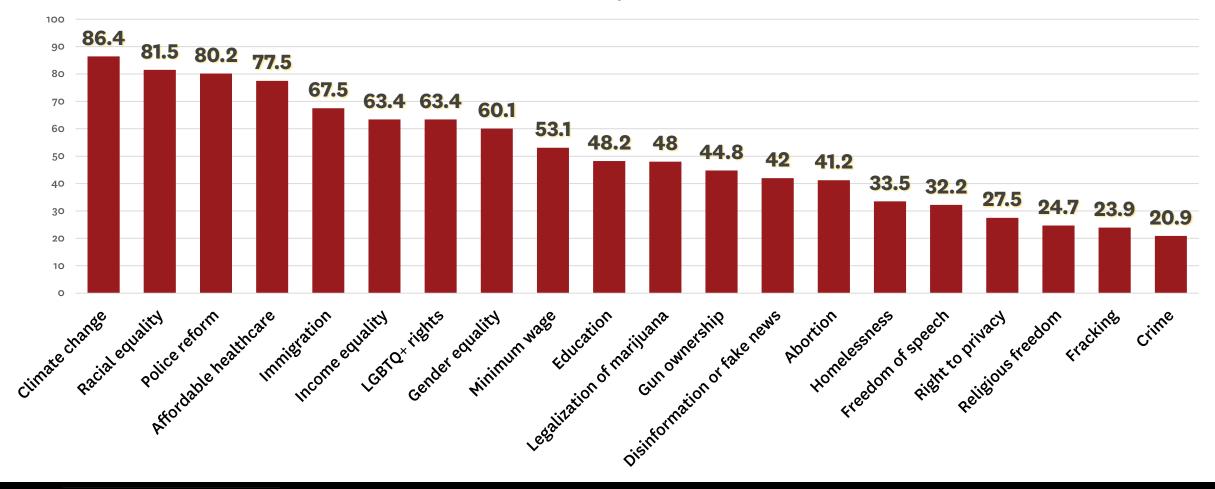






Impact on Issues

% of PR Professionals Who Expect an Increase in Activism

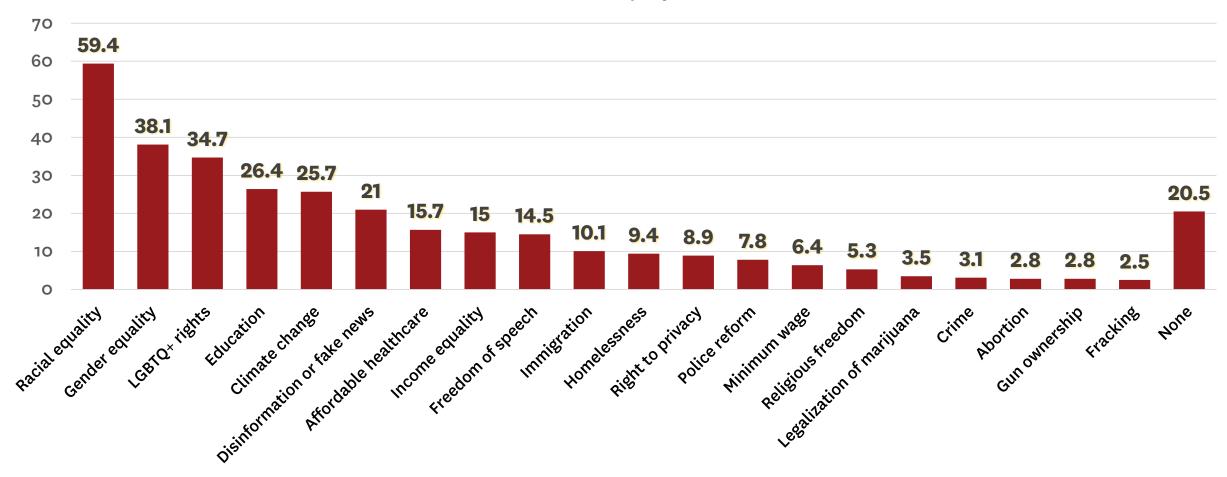






Impact on Company Causes

PR Professionals: % Where Company Will Take a Public Stand



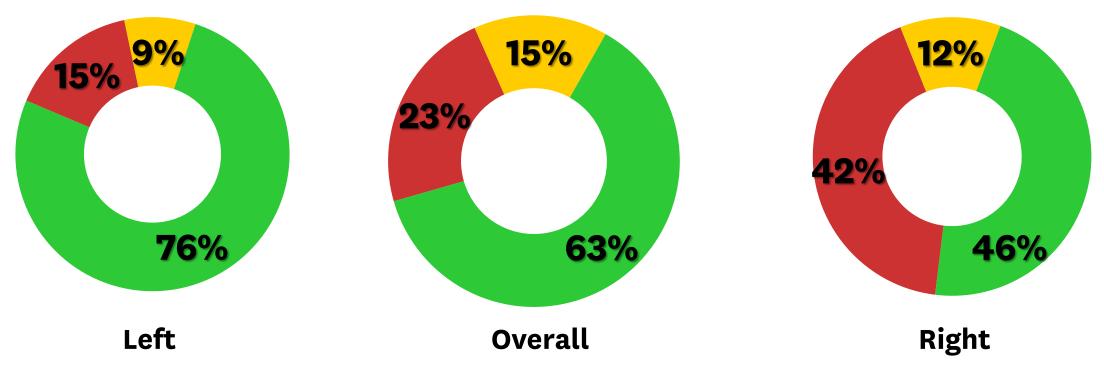




Impact on Personal Outlook



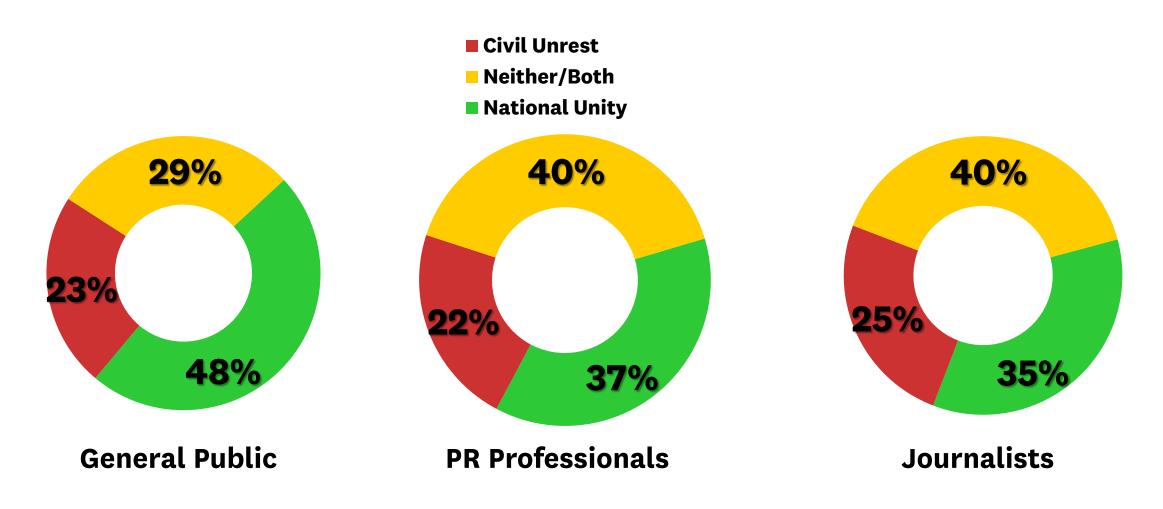
- Negative Outlook
- Neutral Outlook
- Positive Outlook







Impact on Unity vs. Civil Unrest







Impact on Mutual Respect Between Professions

% Who Expect a Positive Impact As An Election Outcome



PR Professionals



Journalists





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