

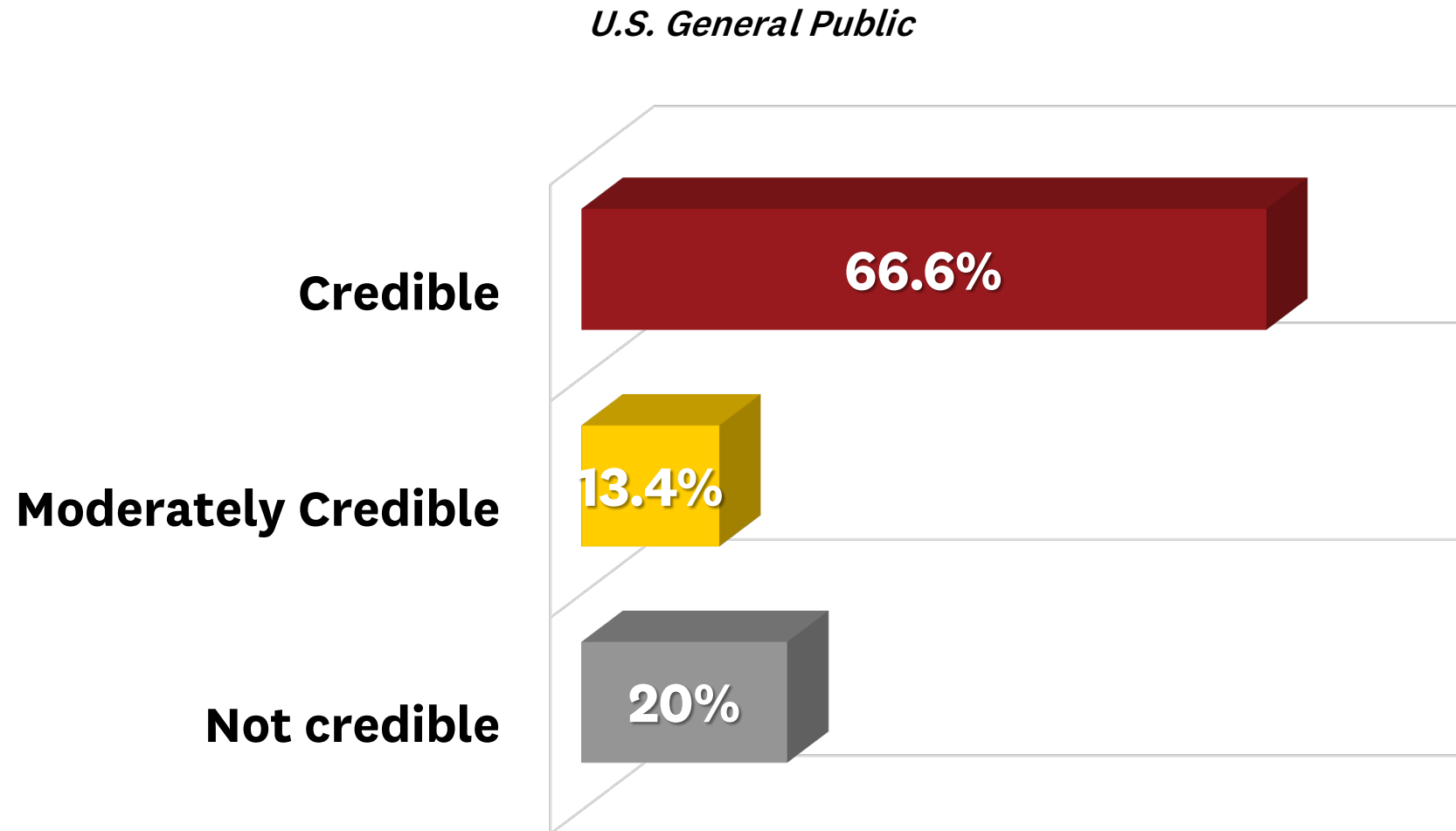
Politics, Polarization and Purpose

January 2021

USC
Annenberg
School for Communication
and Journalism
Center for Public Relations

MUCK
RACK

Credibility of the U.S. Presidential Election



Election Impact on Polarization

Polarization will stay the same or increase

84%

General public



84%

Journalists



86%

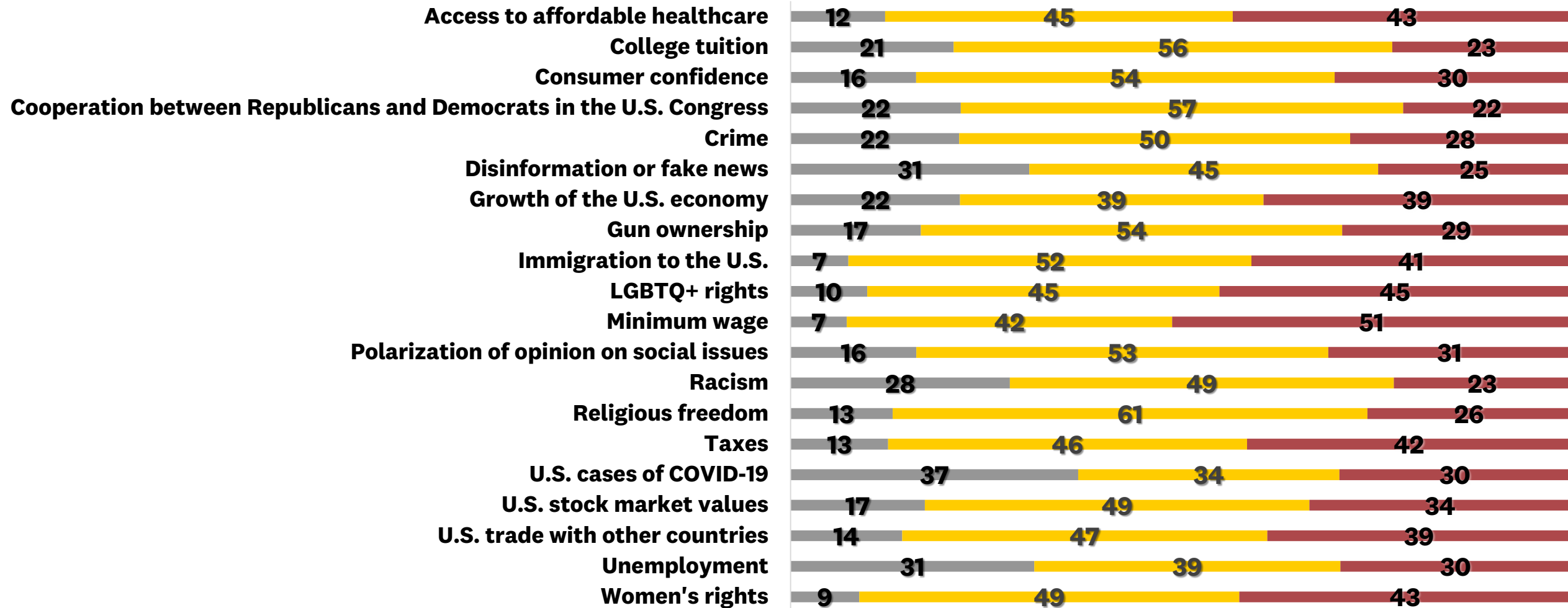
PR Professionals



Impact on U.S.

U.S. General Public

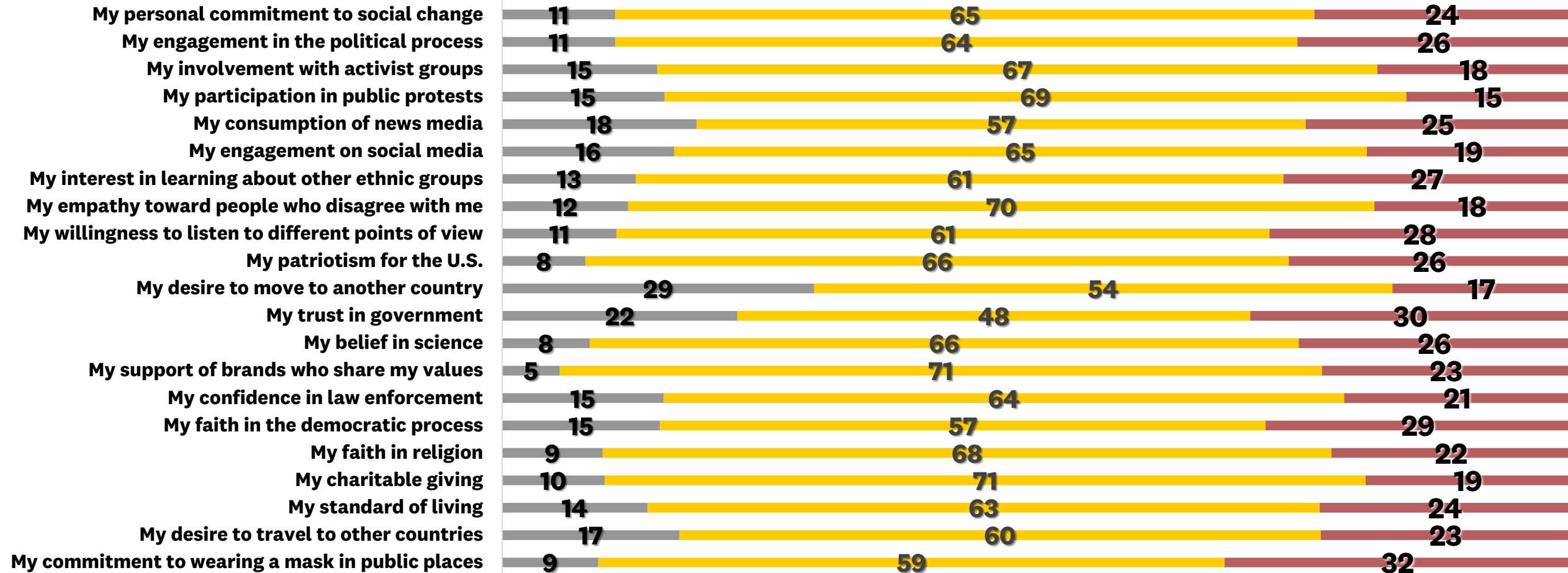
■ Decrease ■ Stay Same ■ Increase



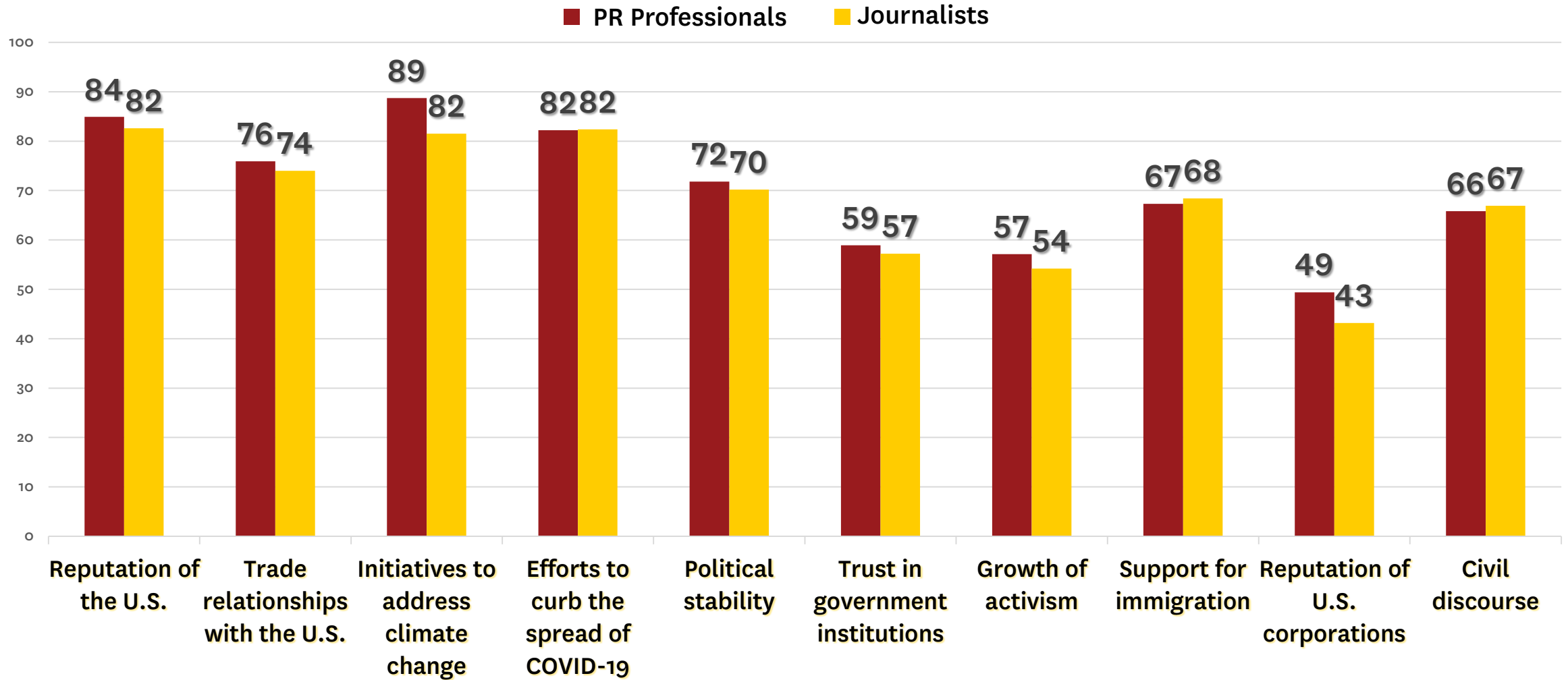
Impact on Beliefs

U.S. General Public

■ Decrease ■ Stay Same ■ Increase

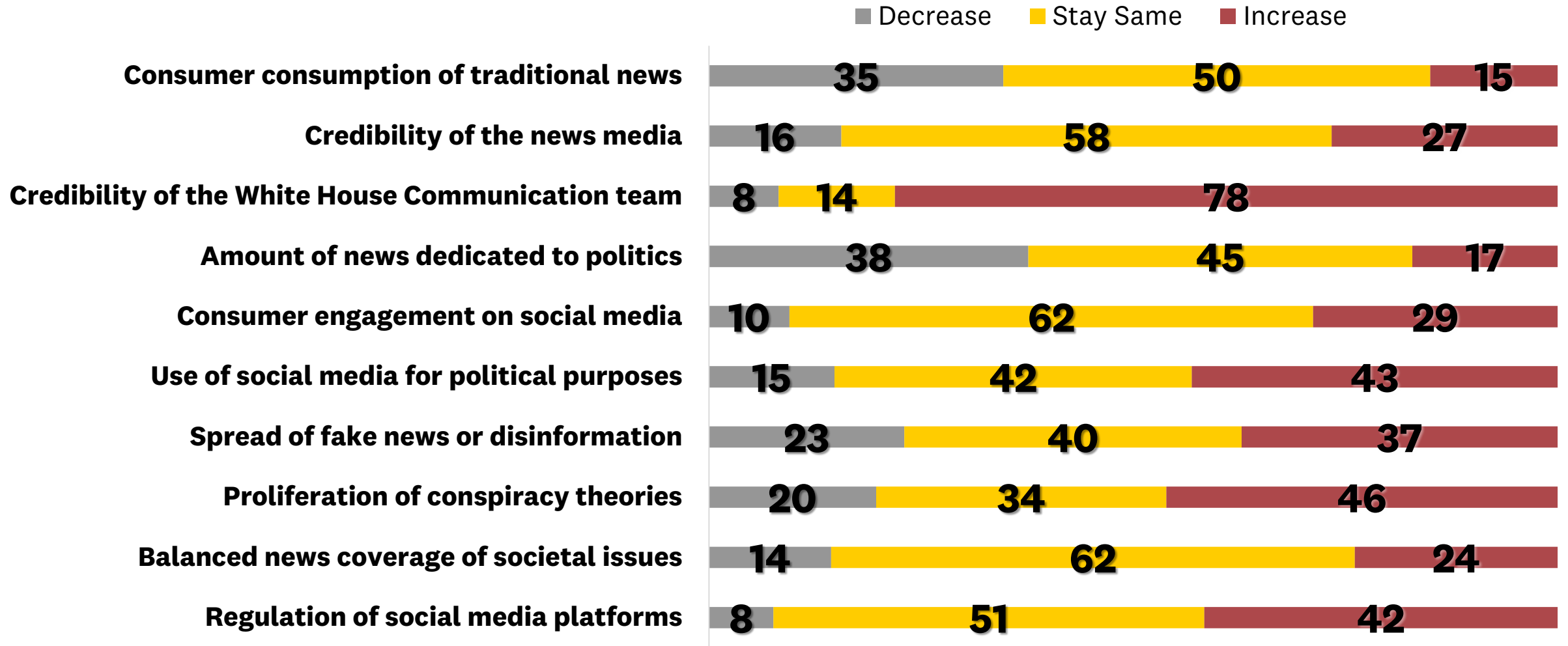


Positive Impact on Global Affairs



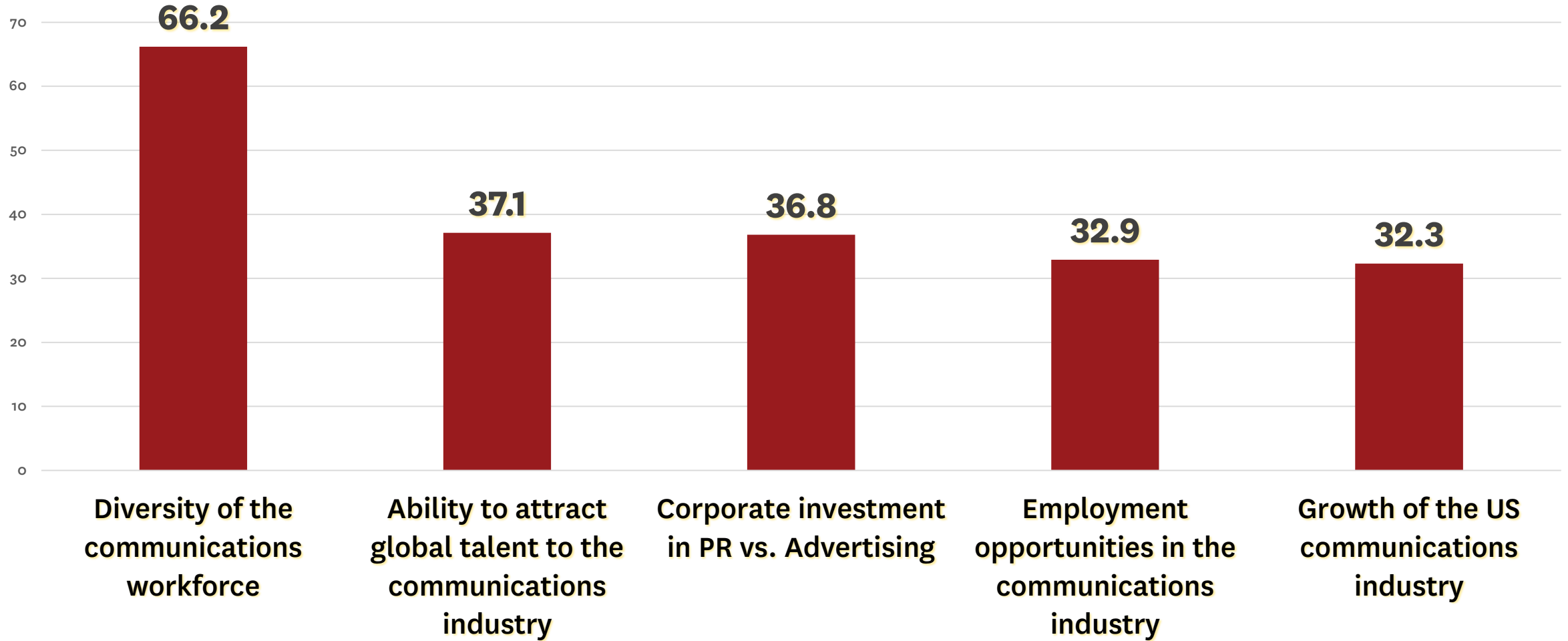
Impact on Media

Journalists



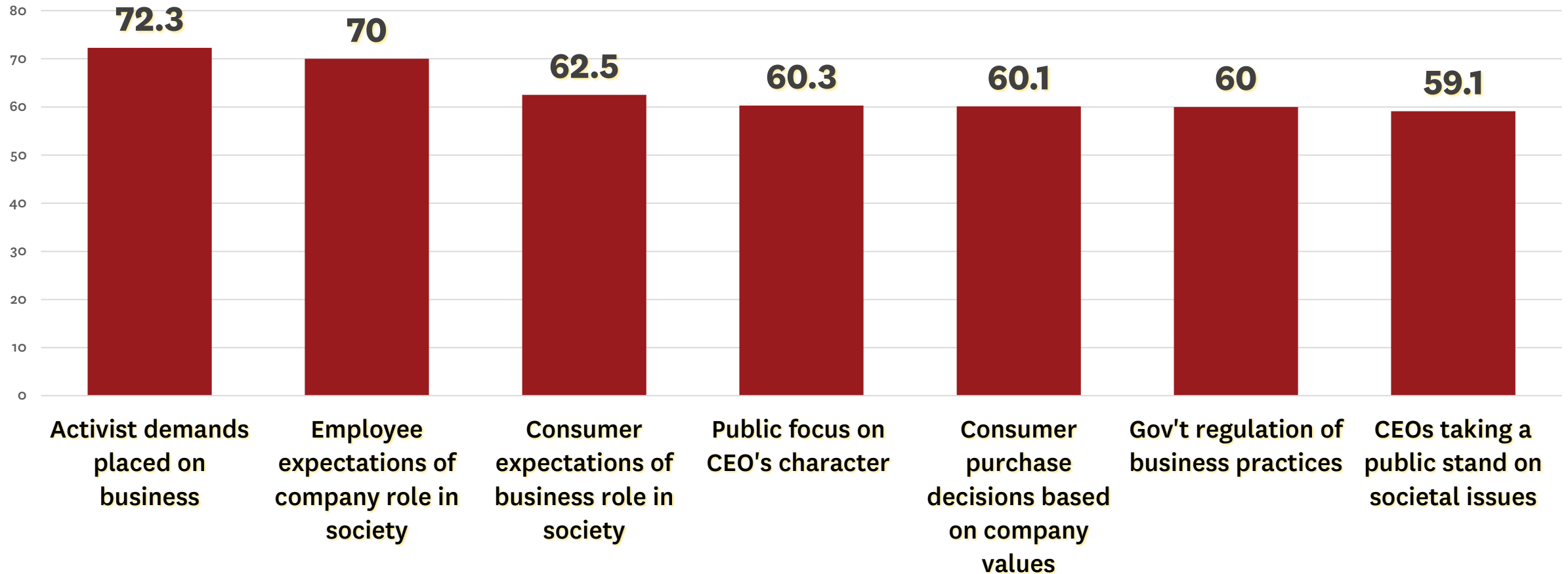
Impact on Communication Industry

% of PR Professionals Who Expect an Increase



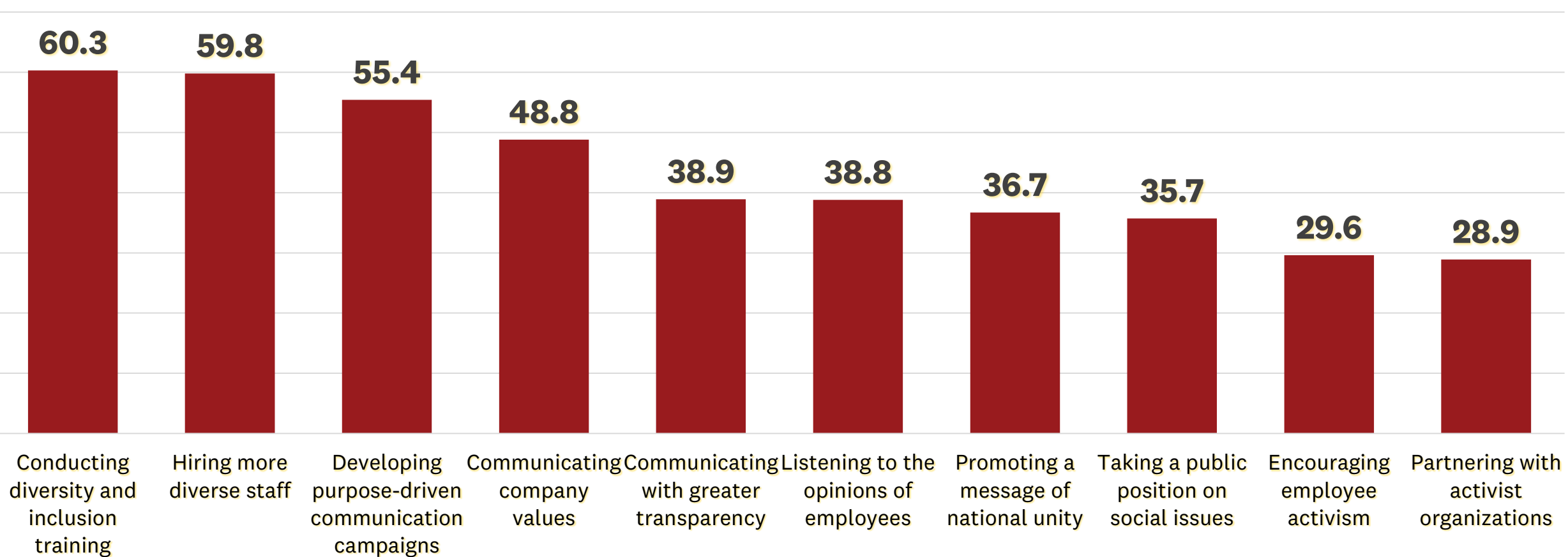
Impact on Business

% of PR Professionals Who Expect an Increase



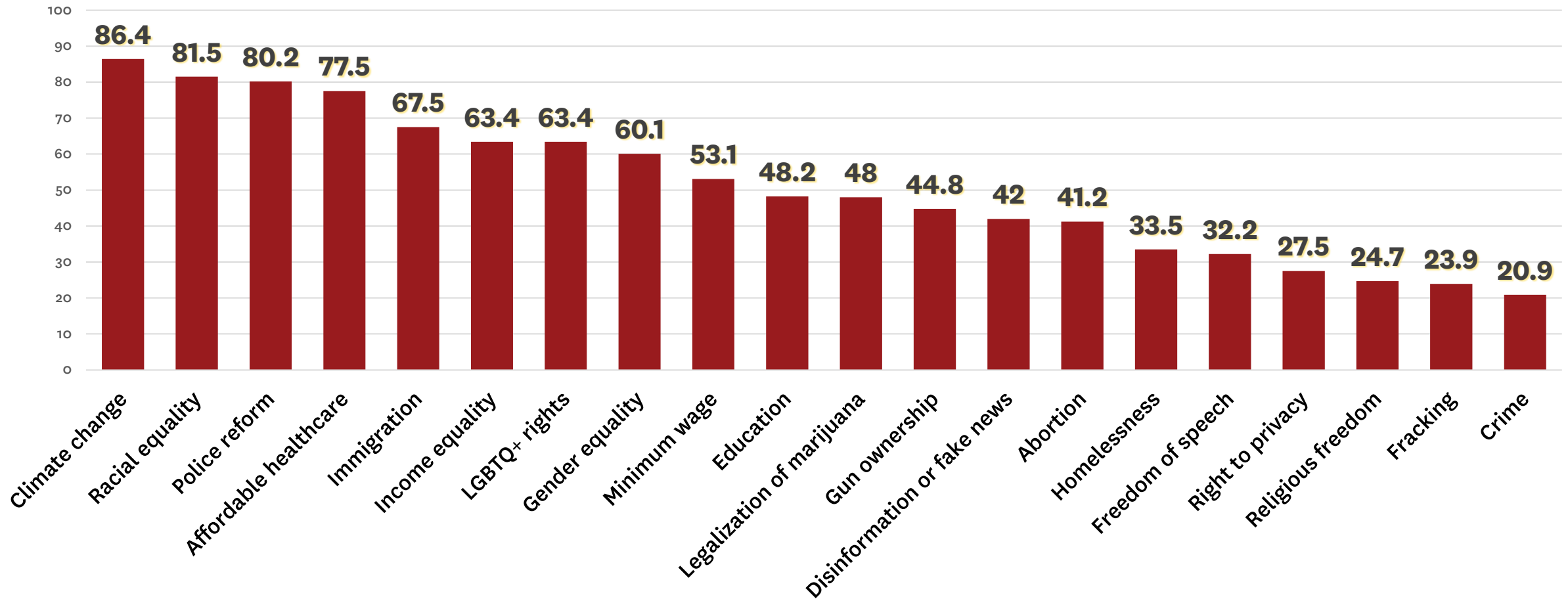
Impact on Activism

% of PR Professionals Who Expect an Increase



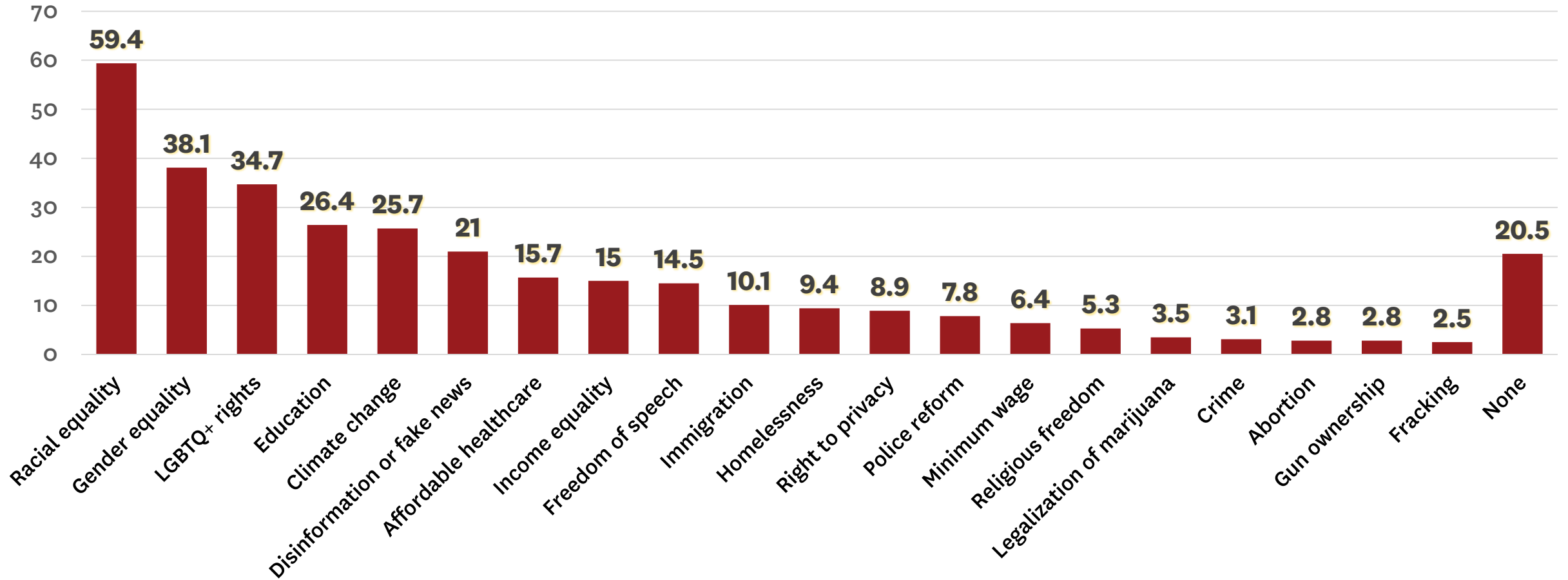
Impact on Issues

% of PR Professionals Who Expect an Increase in Activism



Impact on Company Causes

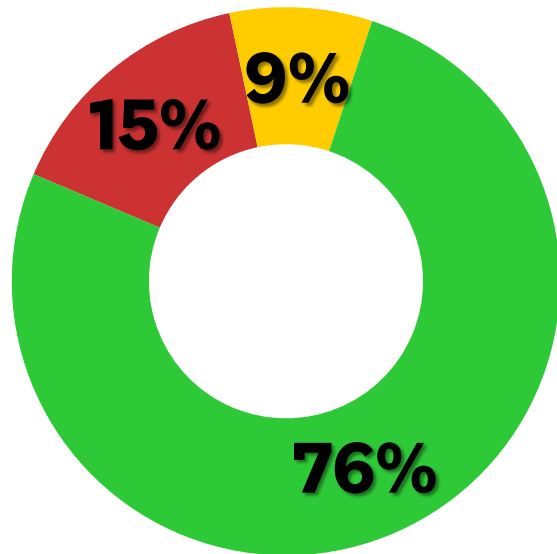
PR Professionals: % Where Company Will Take a Public Stand



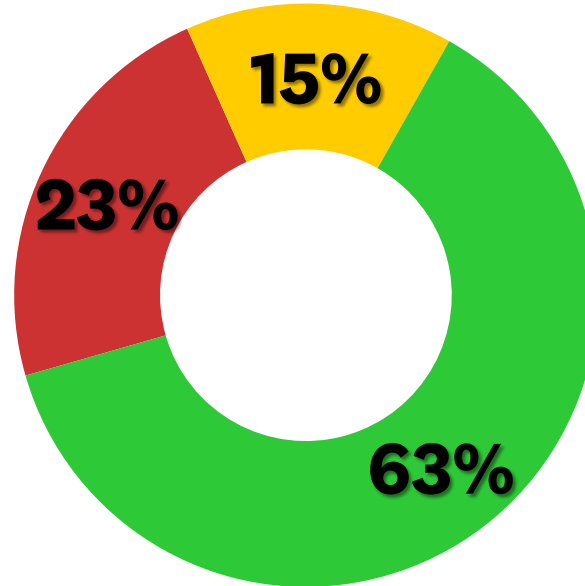
Impact on Personal Outlook

U.S. General Public

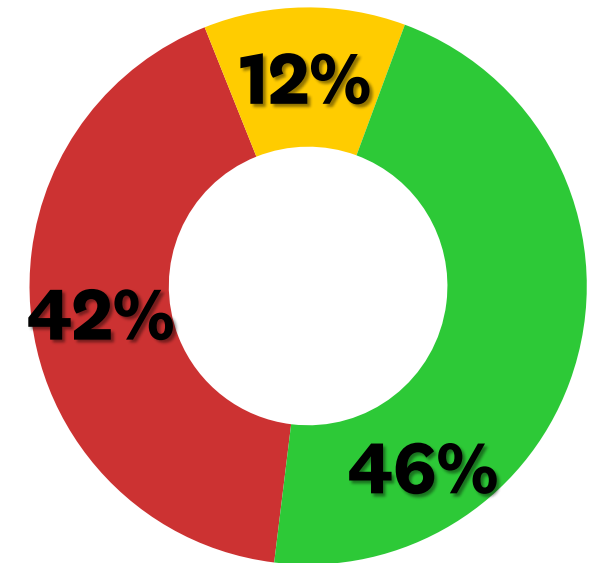
- Negative Outlook
- Neutral Outlook
- Positive Outlook



Left



Overall

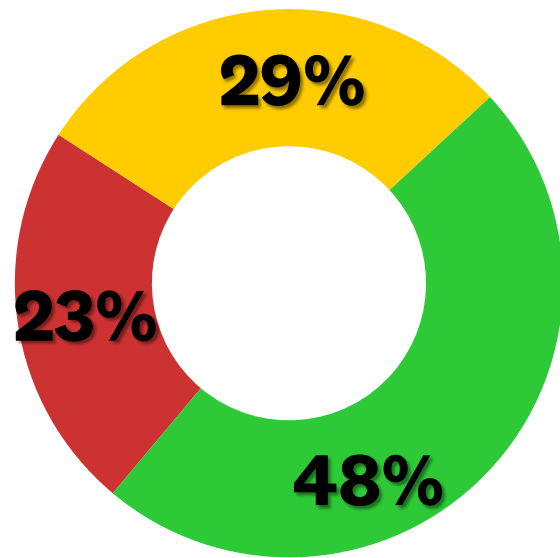


Right

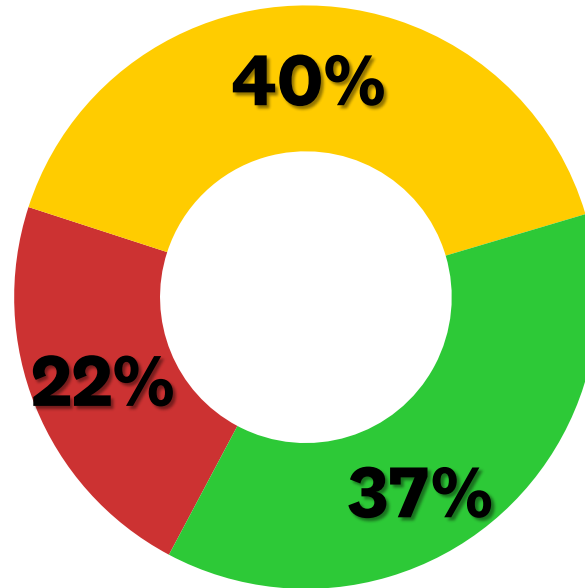


Impact on Unity vs. Civil Unrest

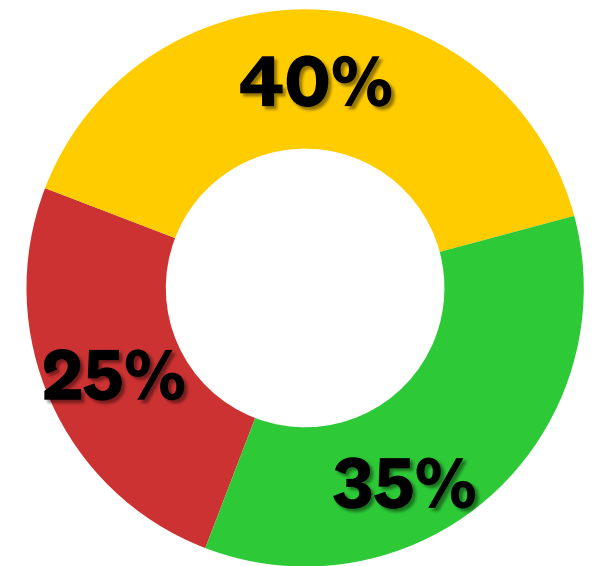
■ Civil Unrest
■ Neither/Both
■ National Unity



General Public



PR Professionals



Journalists



Impact on Mutual Respect Between Professions

% Who Expect a Positive Impact As An Election Outcome

39%

PR Professionals

37%

Journalists



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