

Politics, Polarization and Purpose

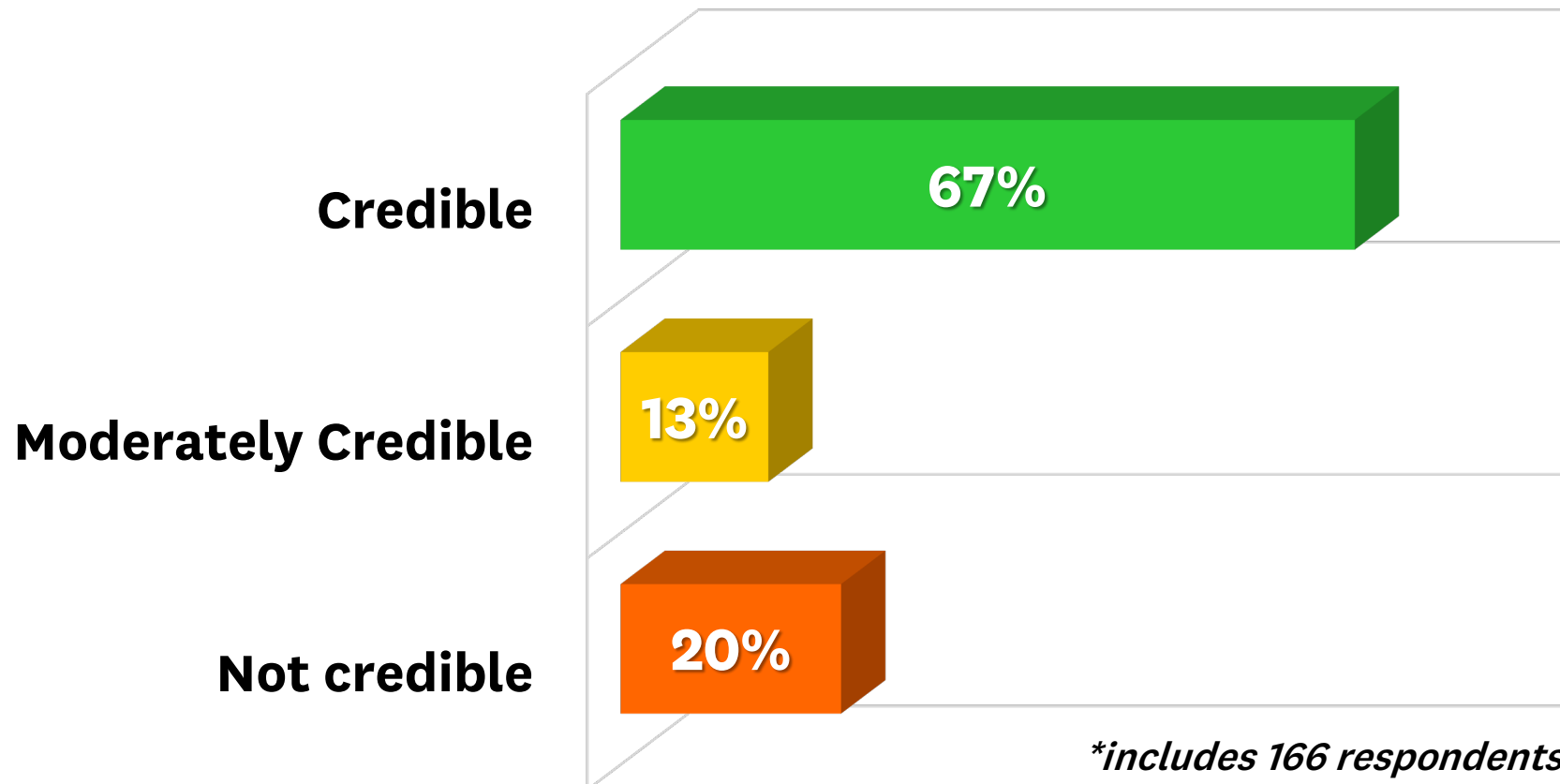
January 2021

USC
Annenberg
School for Communication
and Journalism
Center for Public Relations

**MUCK
RACK**

Credibility of the U.S. Presidential Election

*U.S. General Public**



**includes 166 respondents who believed Trump would be inaugurated on 1/20*



Election Impact on Polarization

Polarization will stay the same or increase

84%

U.S. General Public



84%

Journalists



86%

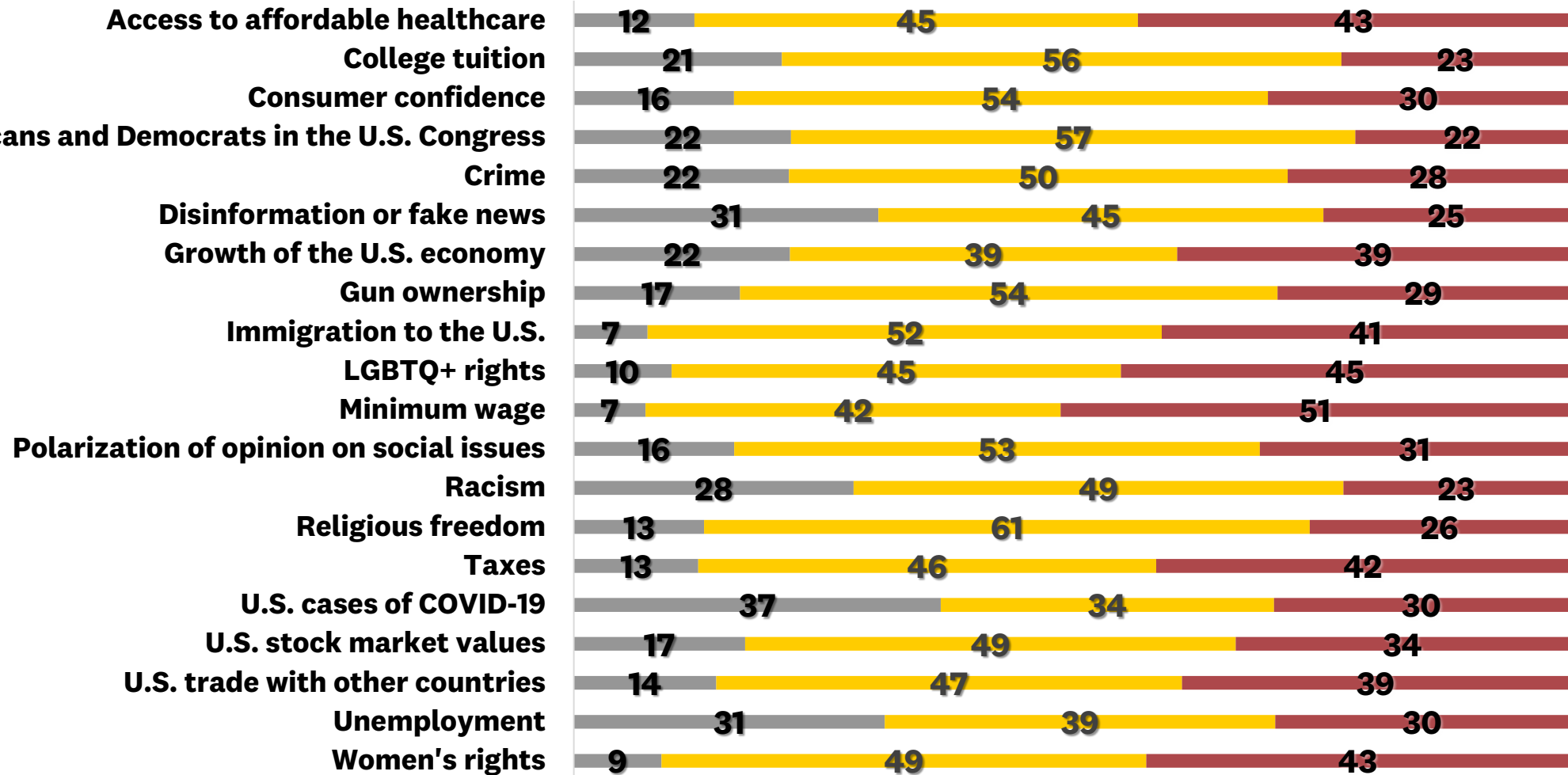
PR Professionals



Impact on U.S.

U.S. General Public

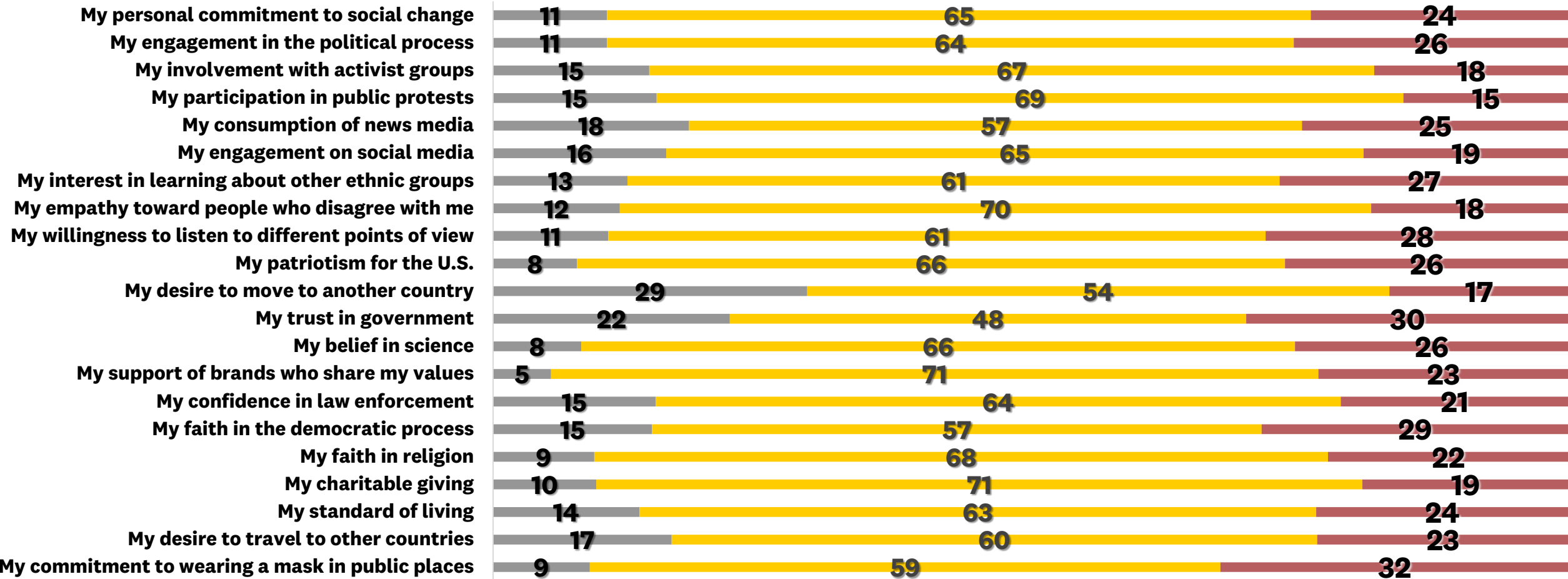
■ Decrease ■ Stay Same ■ Increase



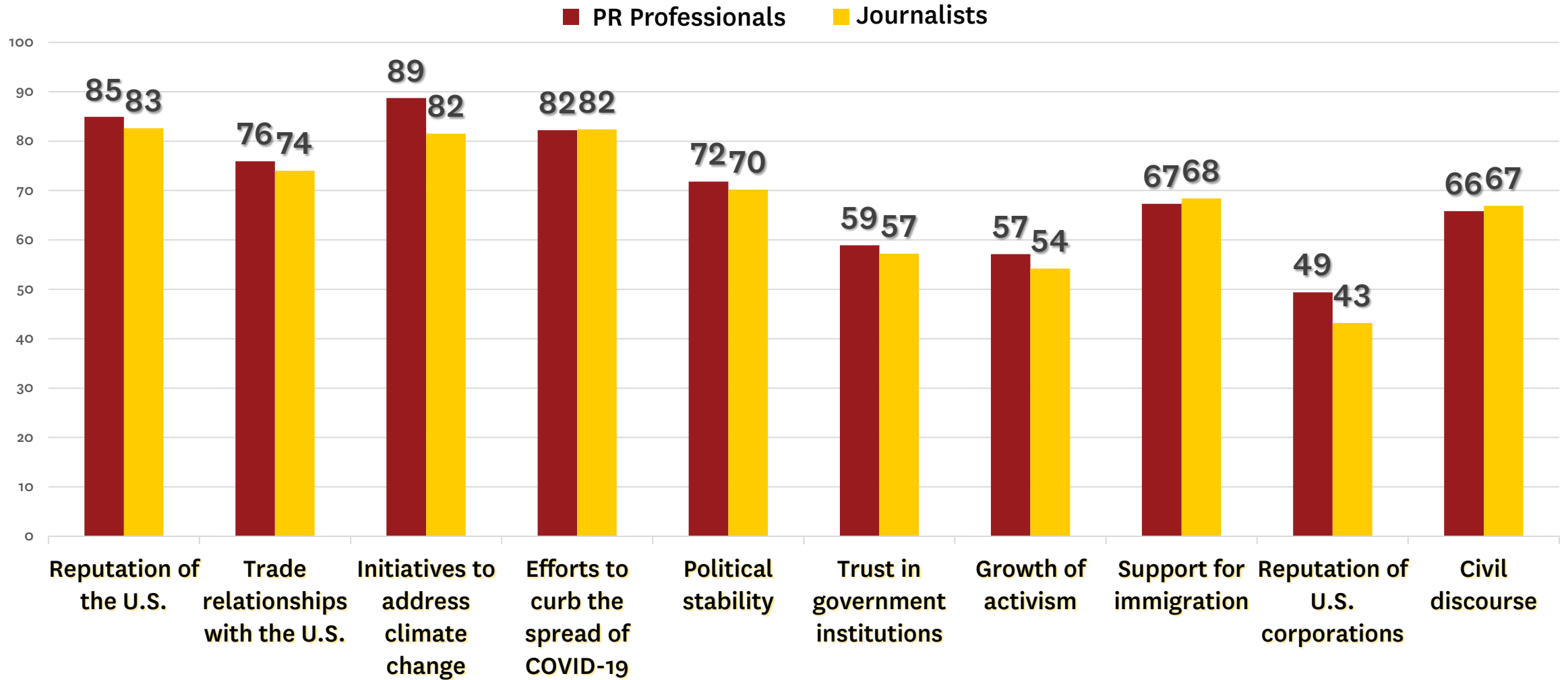
Impact on Beliefs

U.S. General Public

■ Decrease ■ Stay Same ■ Increase

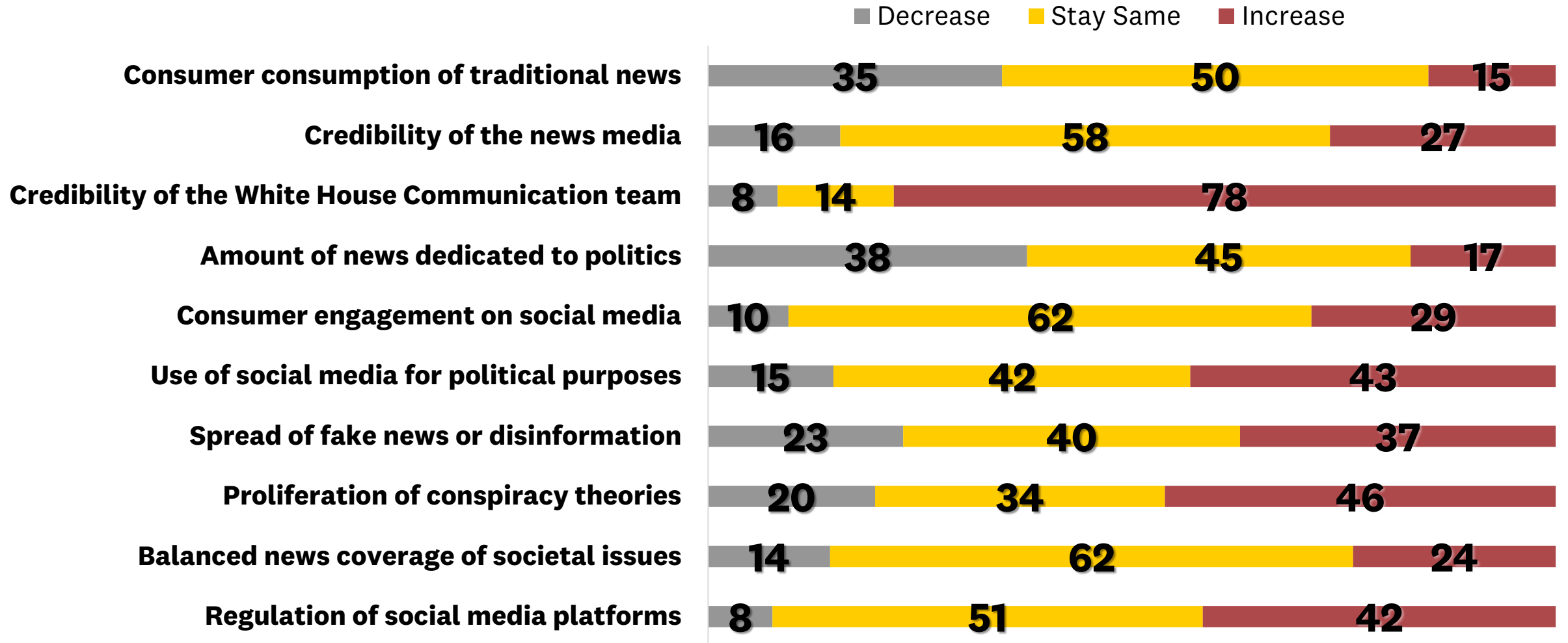


Positive Impact on Global Affairs



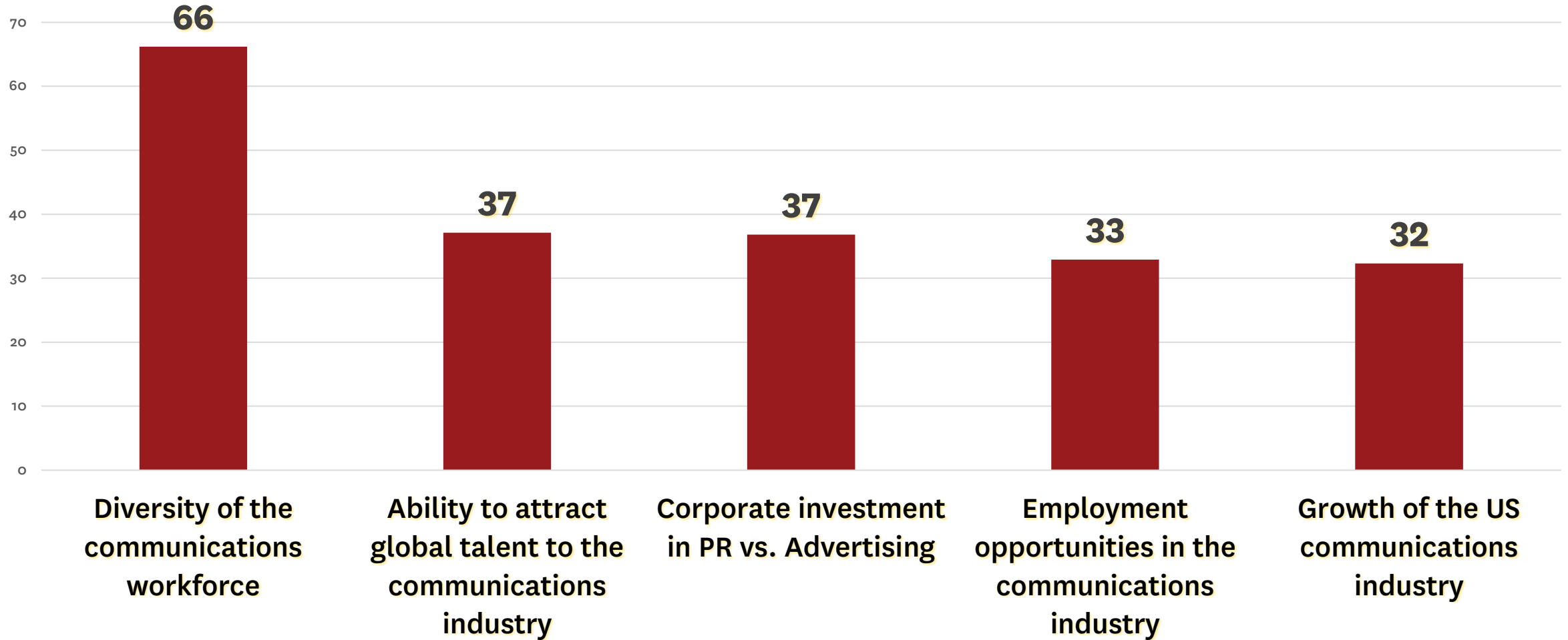
Impact on Media

Journalists



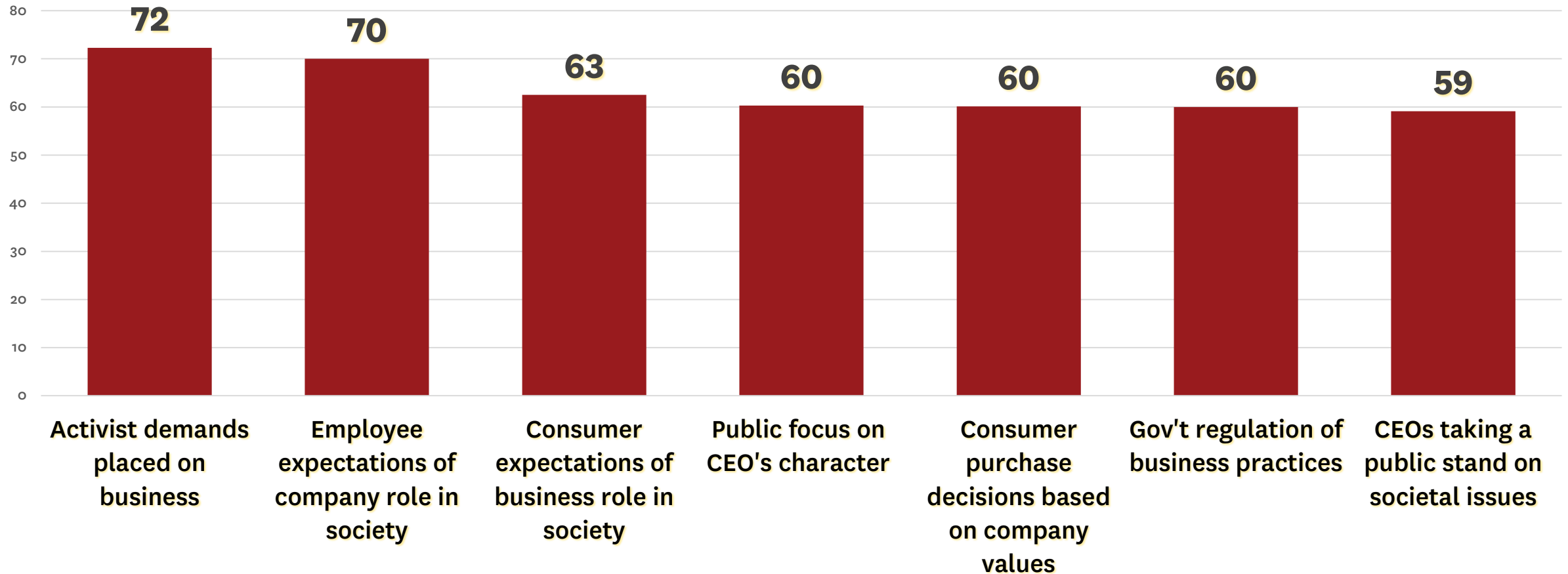
Impact on Communication Industry

% of PR Professionals Who Expect an Increase



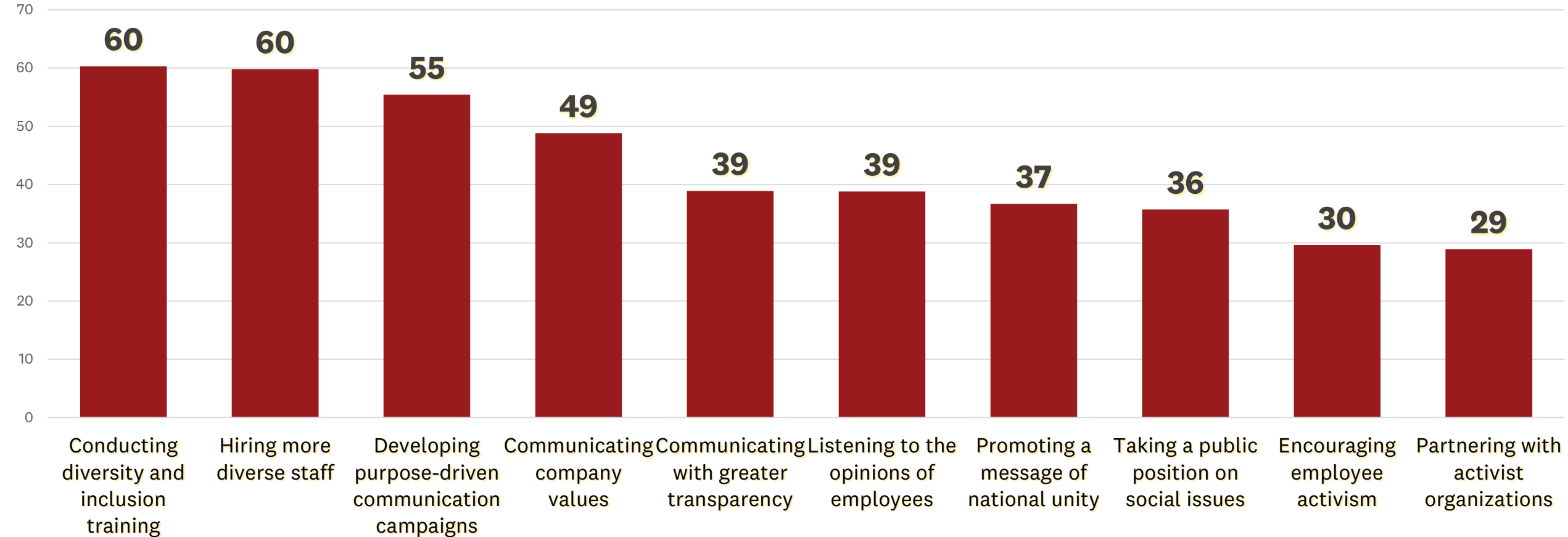
Impact on Business

% of PR Professionals Who Expect an Increase



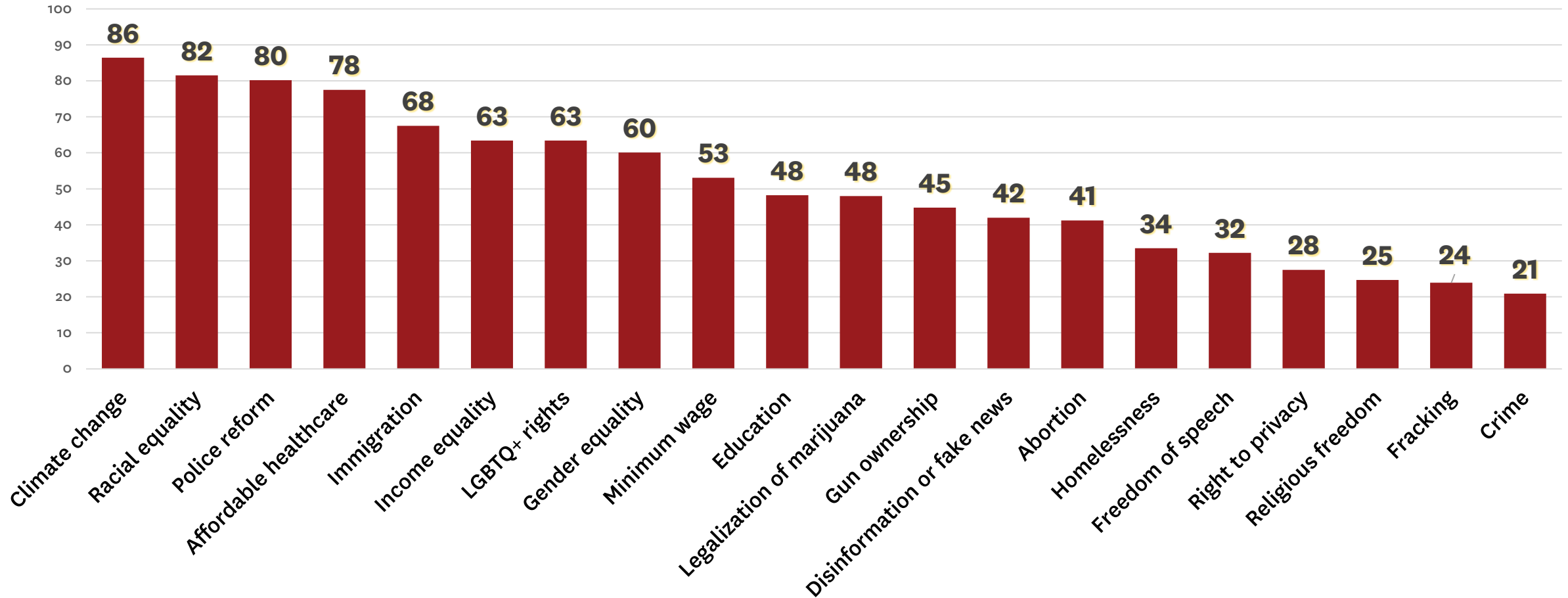
Impact on Purpose

% of U.S. PR Professionals Who Expect an Increase in Activism



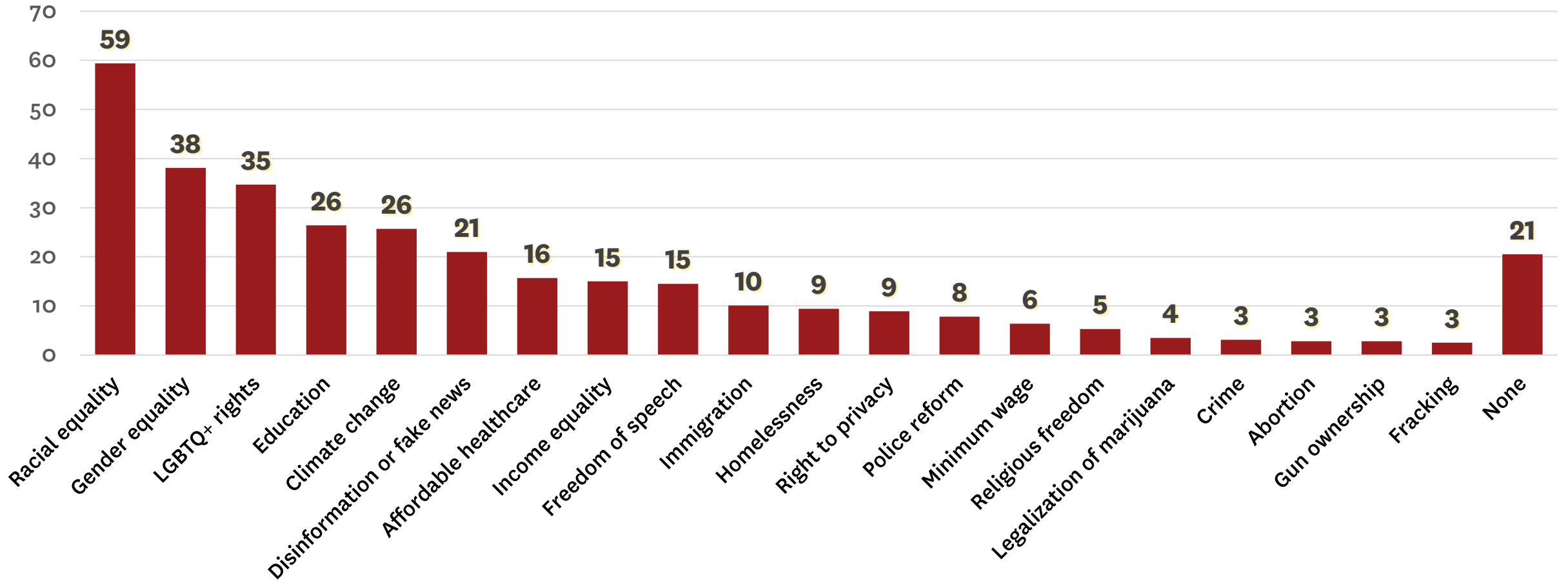
Impact on Activism

% of U.S. PR Professionals Who Expect an Increase in Activism



Impact on Company Causes

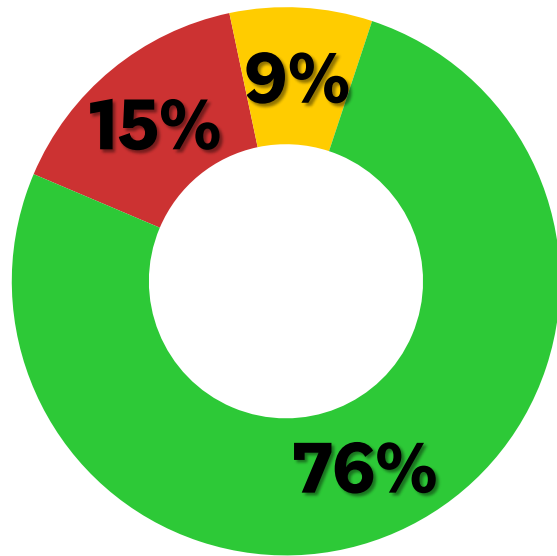
U.S. PR Professionals: % Where Company Will Take a Public Stand



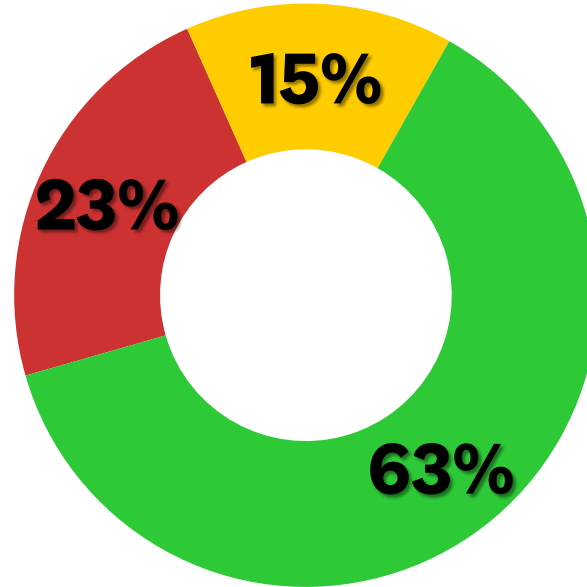
Impact on Personal Outlook

U.S. General Public

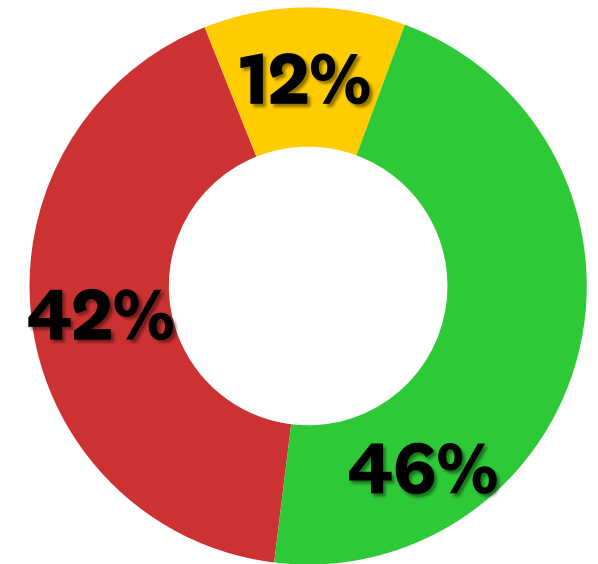
- Negative Outlook
- Neutral Outlook
- Positive Outlook



Left



Overall

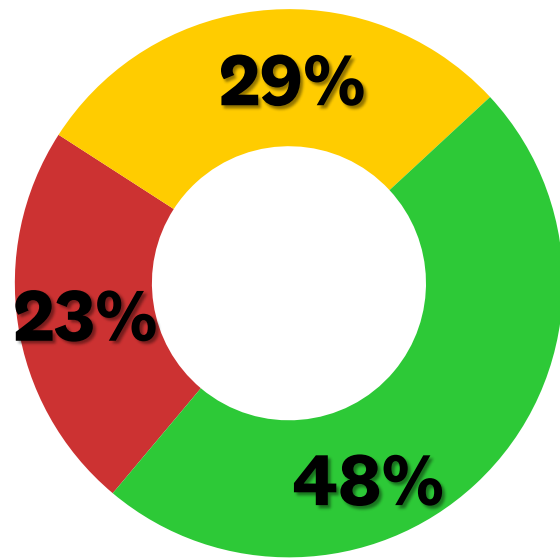


Right

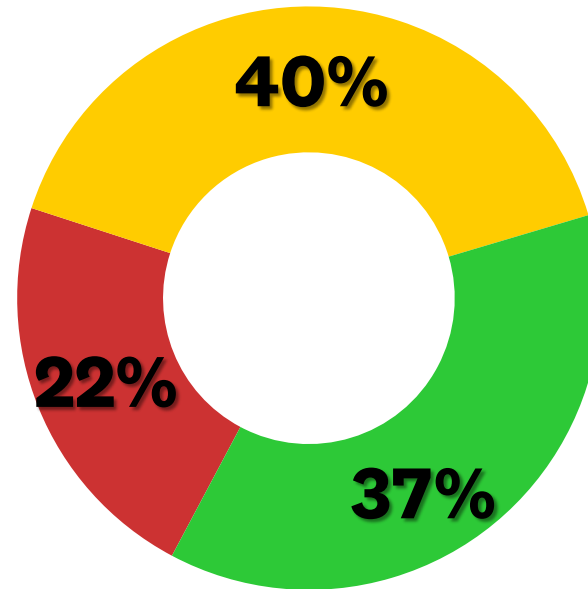


Impact on Unity vs. Civil Unrest

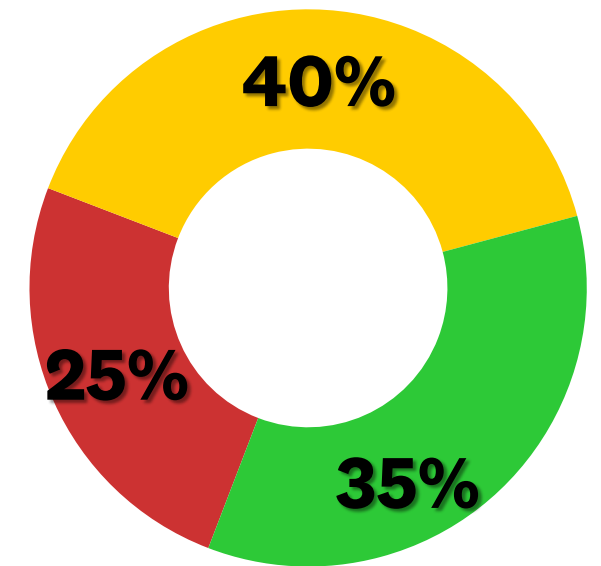
- Civil Unrest
- Neither/Both
- National Unity



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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