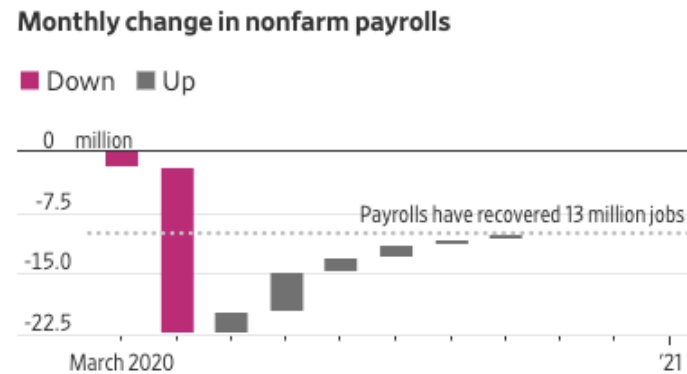


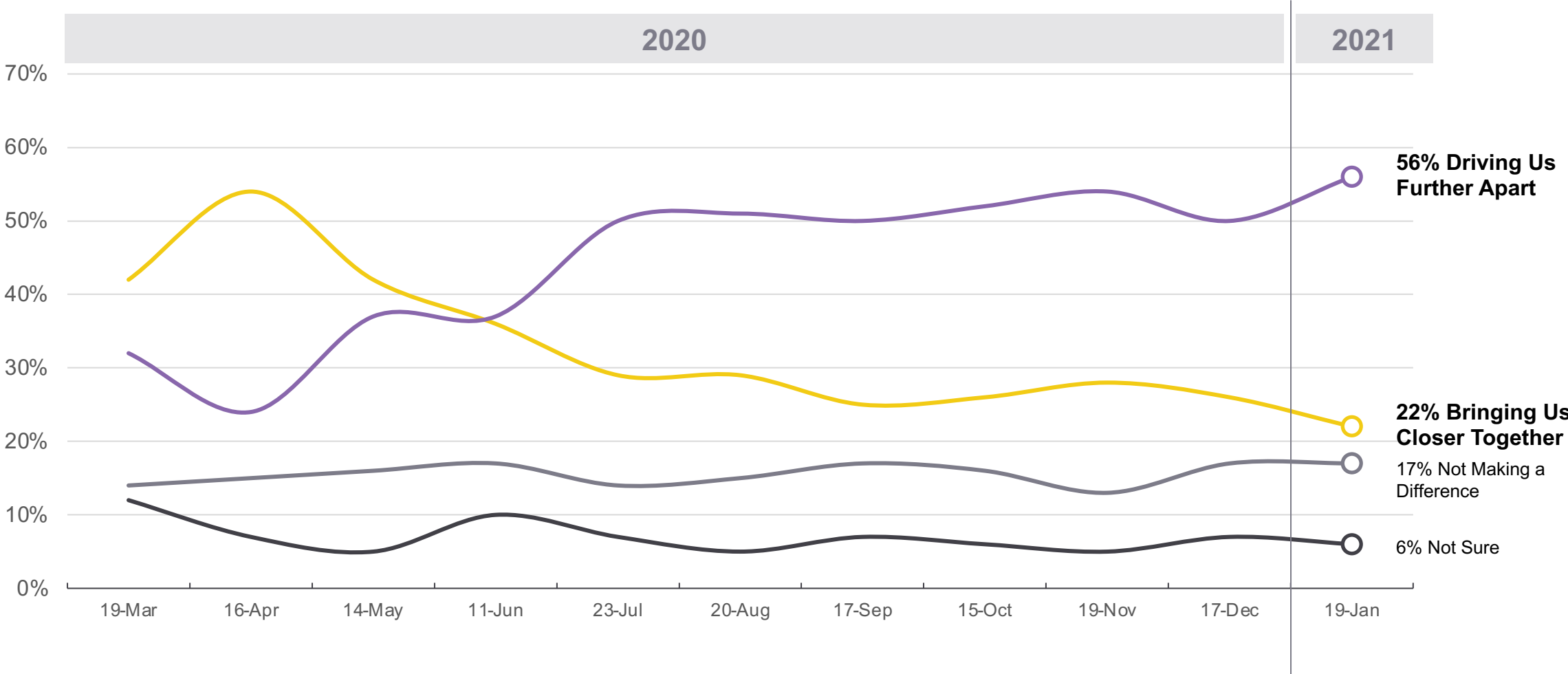
# Lot of Action on the Federal Scene

- 28 executive orders (just behind FDRs 30 in the first month)
- 5AM US Senate vote 51-50 for new stimulus package
- GOP no action on Congresswoman Cheney
- Dems vote to remove Congresswoman Greene from committees
- Jobs reports... +49,000 in January after loss in December, but pace of recovery slowing



# Majority Seeing Division Keeps Growing

Effect of Pandemic on Communities: Closer Together vs. Further Apart

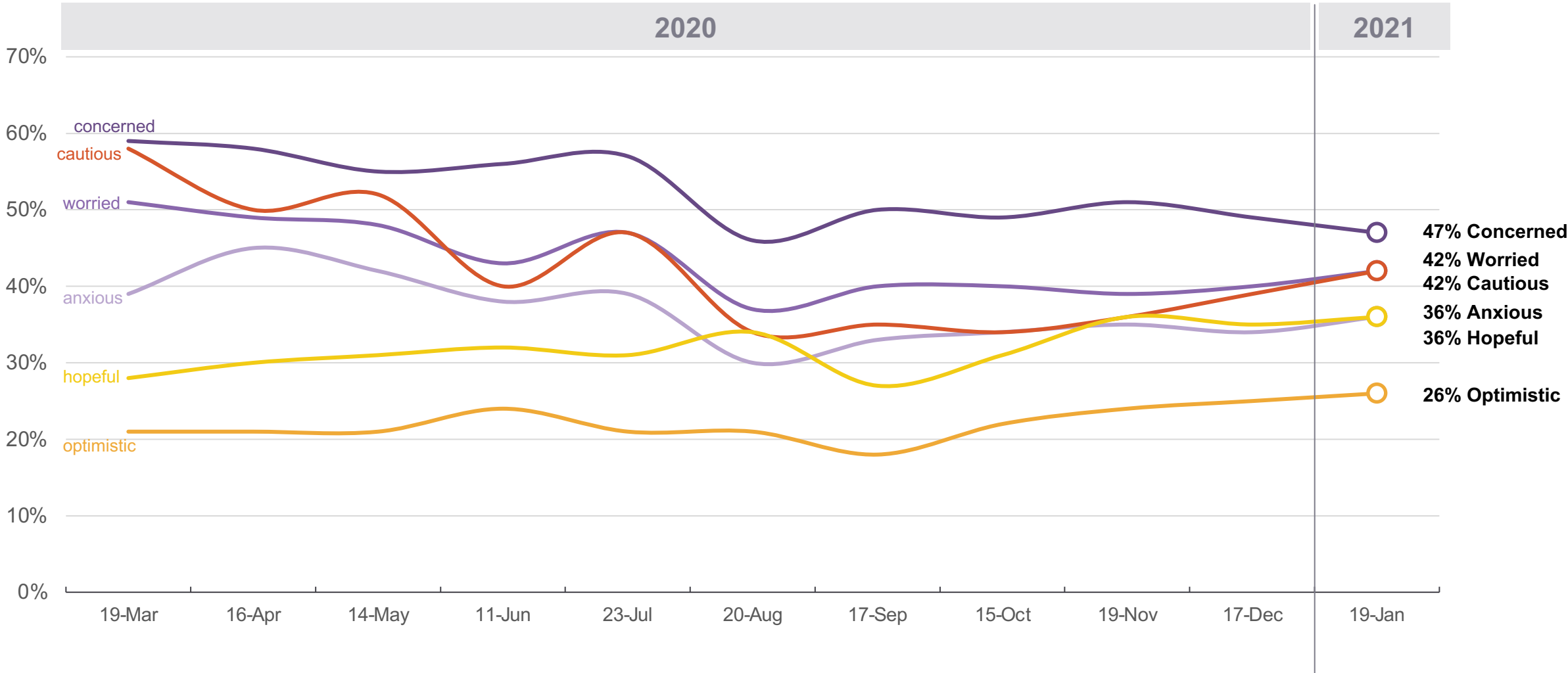


BASE: n=1,015

Q230. Overall, would you say the outbreak of the coronavirus is bringing our communities and the people in our country closer together and making us more unified, or is it driving us further apart and making us more divided?

# But, Positive Emotional Outlook is Growing

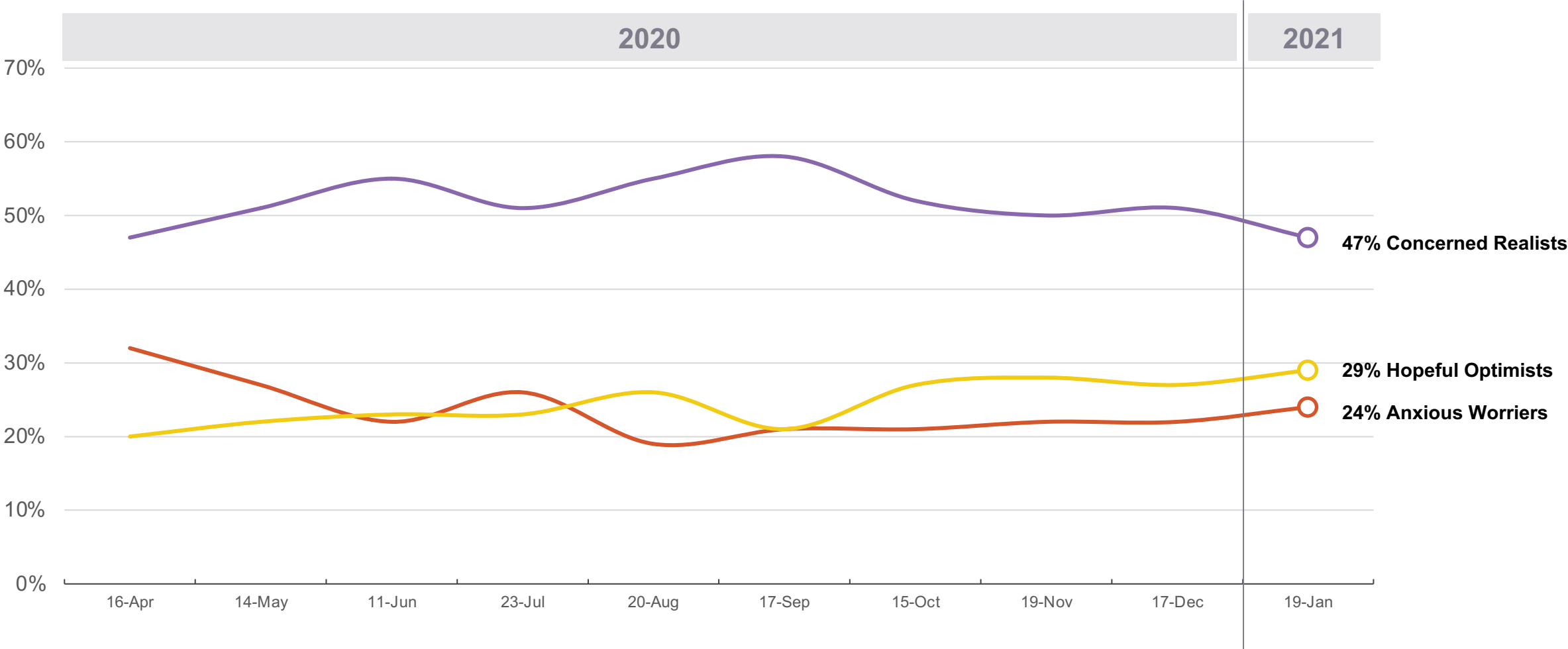
American's Feelings In Light of Current Events



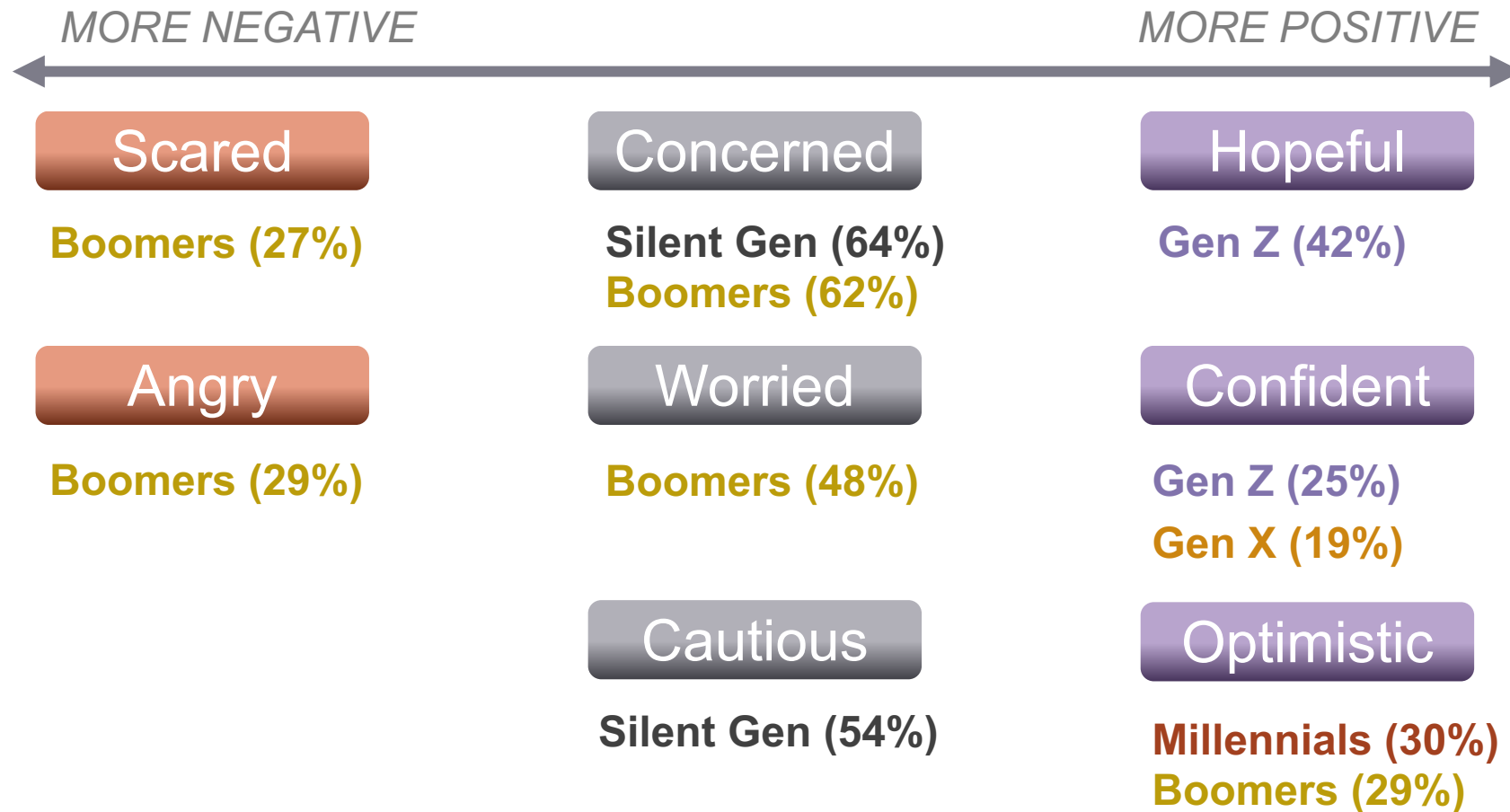
BASE: n=1,015  
 Q210: Please select the words below that best describe the way you feel right now in light of current events.

# Hopeful Optimists At Highest Level We've Seen

American Emotional Response Segments

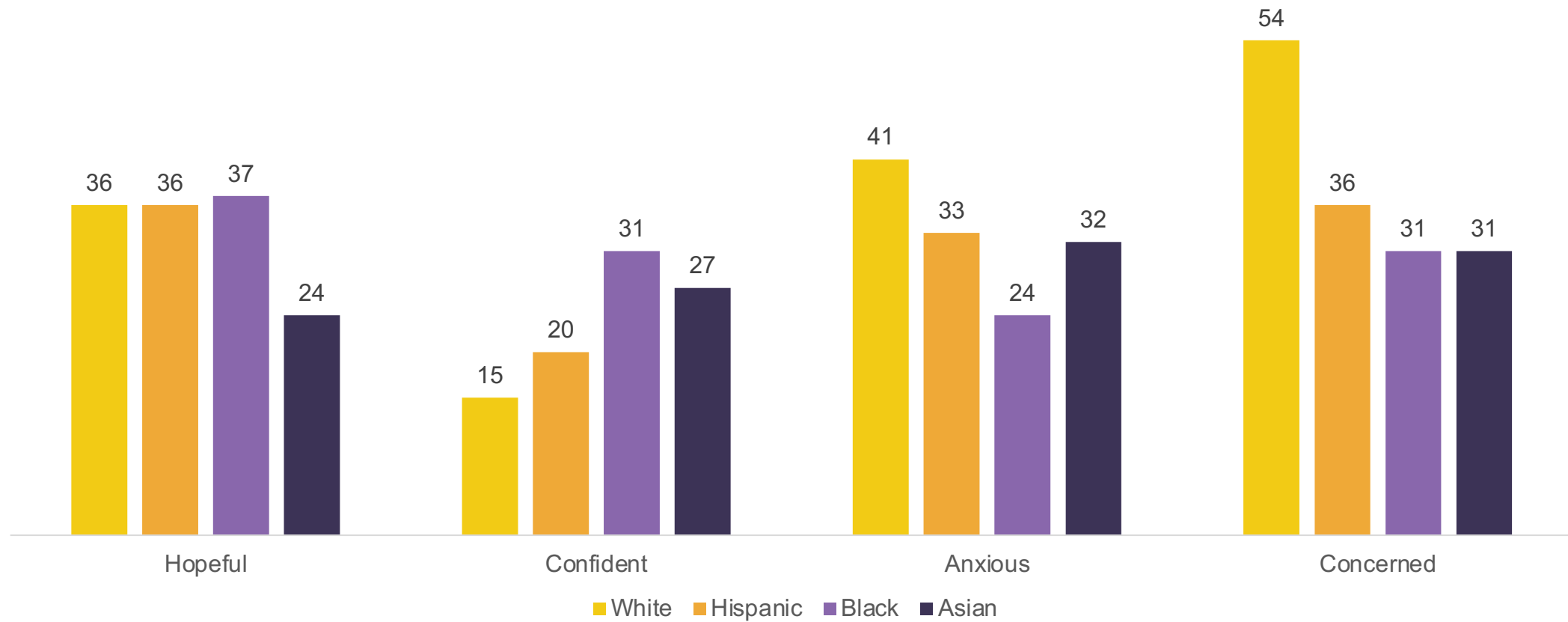


# Generational Differences on Emotions



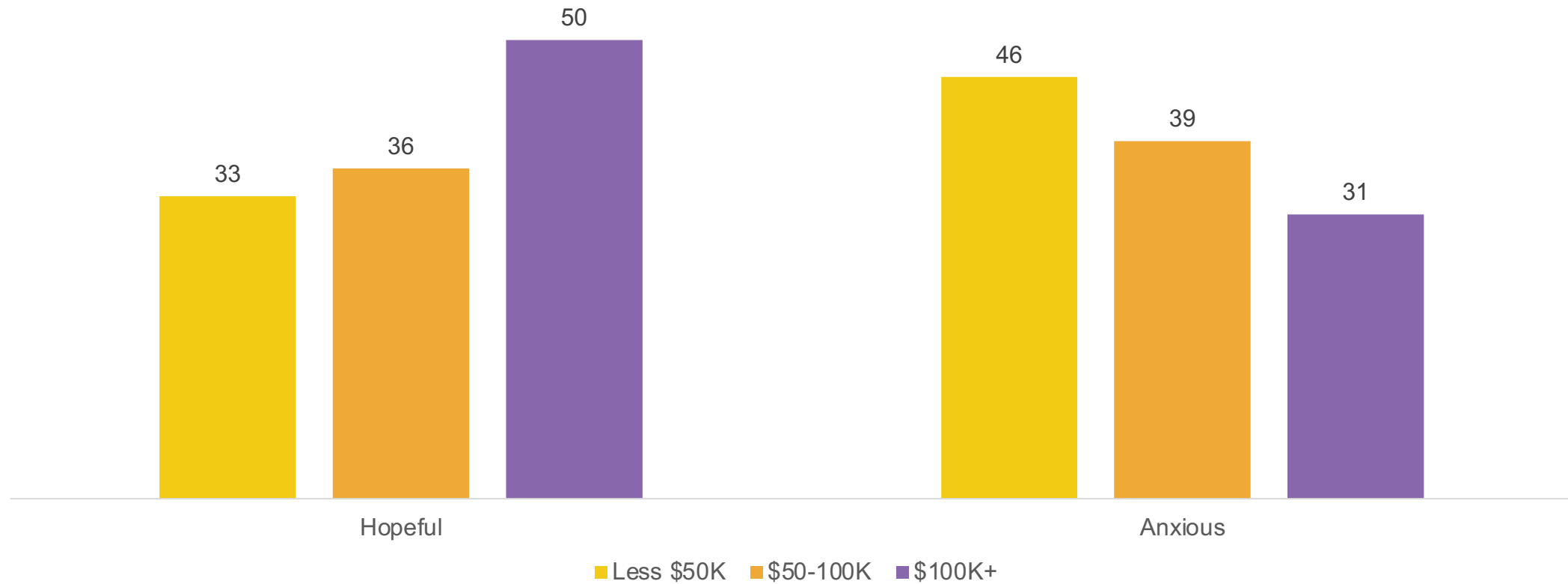
# Ethnicity Divide in Emotional Outlook

*minorities are more confident, less anxious/concerned*



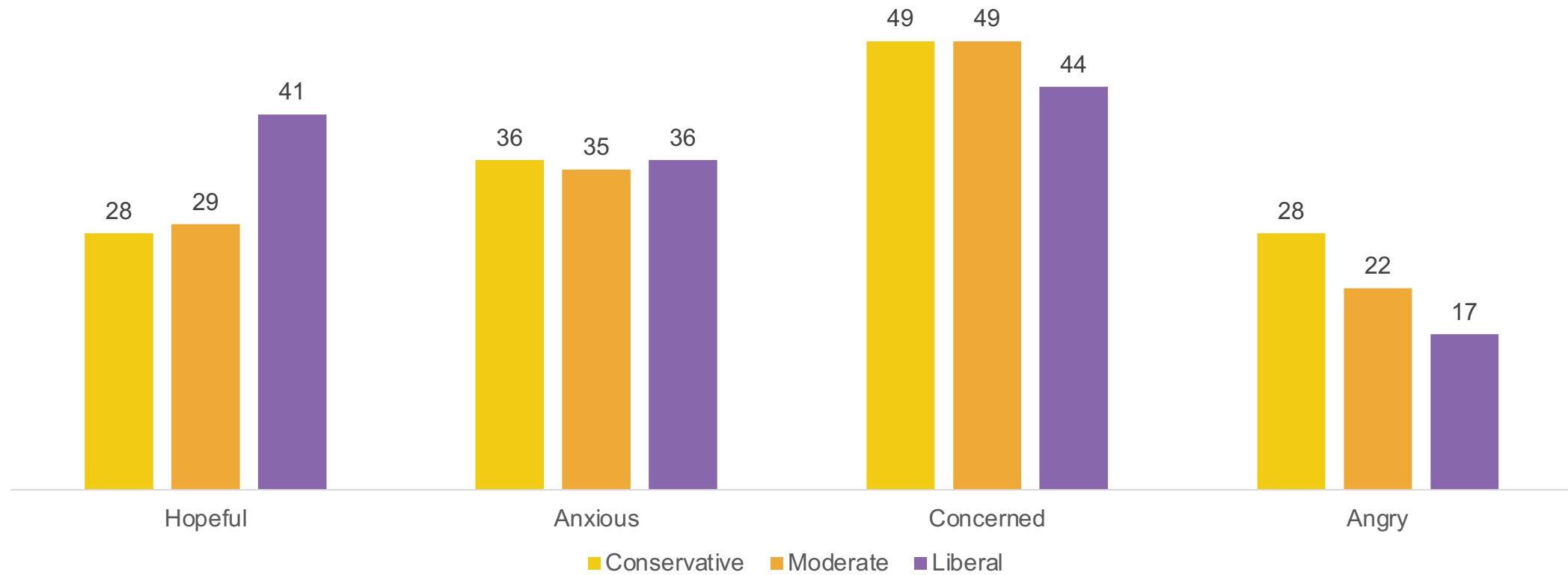
# Income Divide in Emotional Outlook

*opposite emotional states across household income reality*



# Ideology Divide in Emotional Outlook

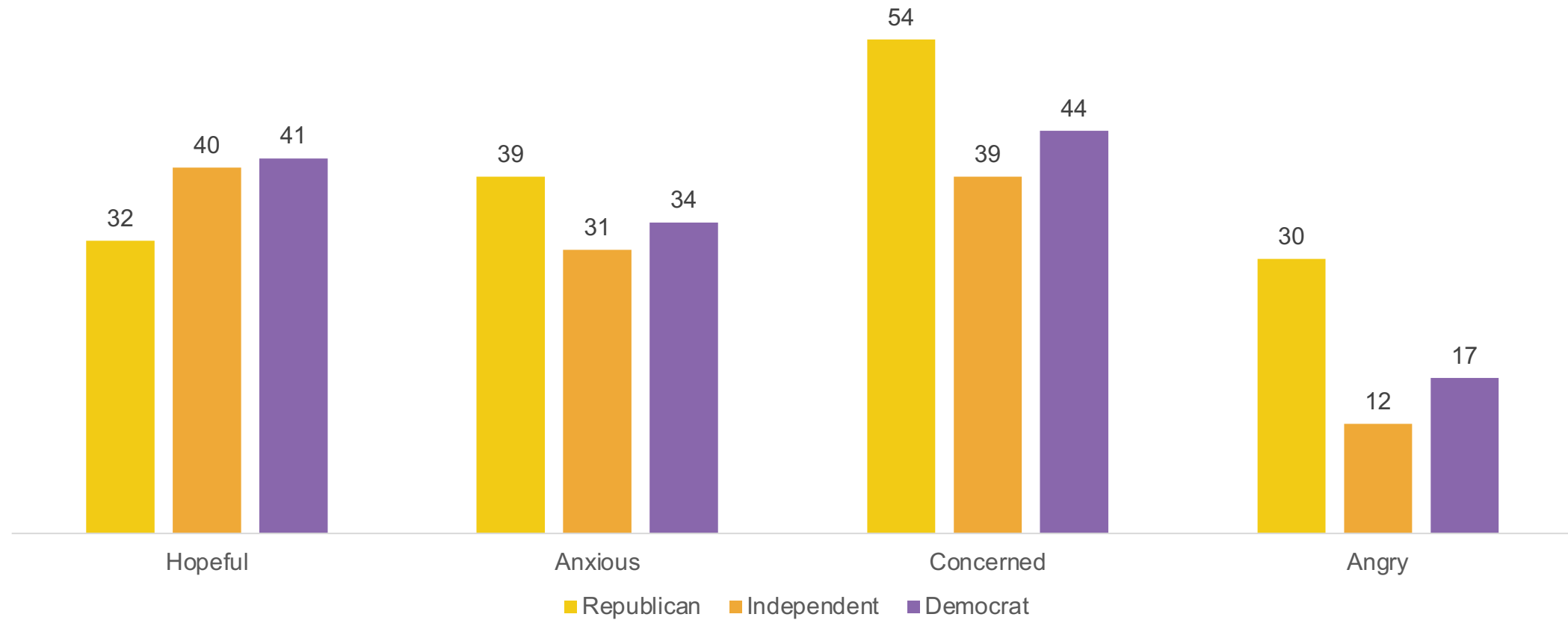
*liberals are more hopeful, conservatives are more angry*



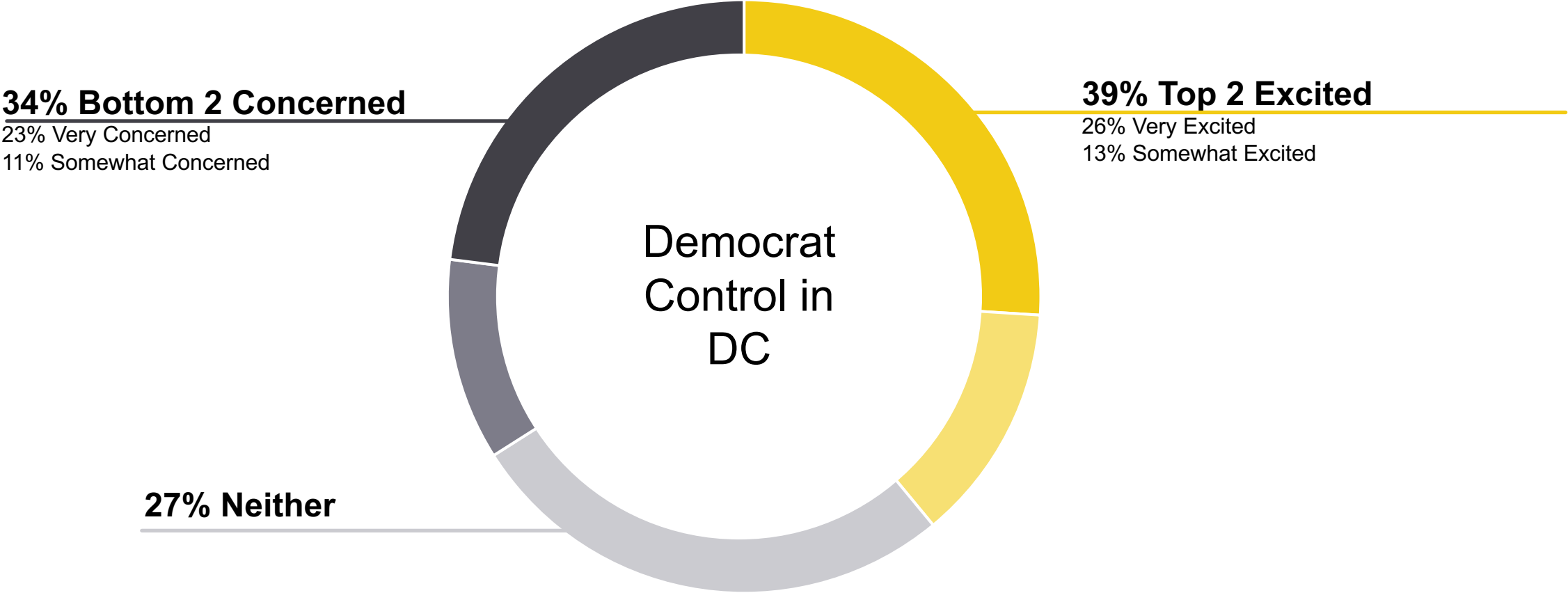


# Partisan Divide in Emotional Outlook

*GOP are more concerned, anxious, and angry – Dems hopeful*



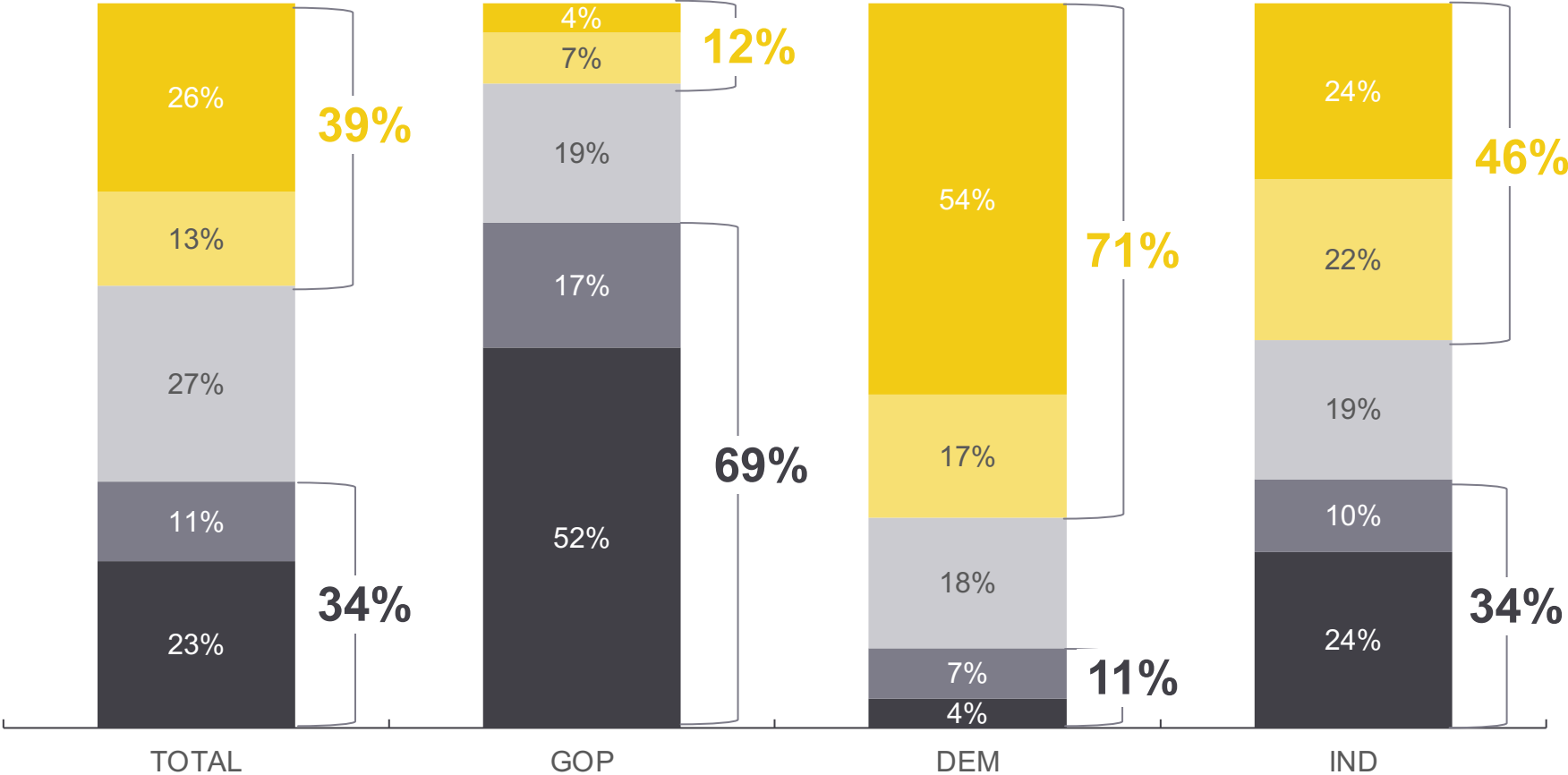
# Split Reactions to Dem Control of the US Senate



# Split Purely Partisan, Independents Are Positive

## Democrat Control in DC – Excited vs. Concerned

- Very excited
- Somewhat excited
- Neither
- Somewhat concerned
- Very concerned

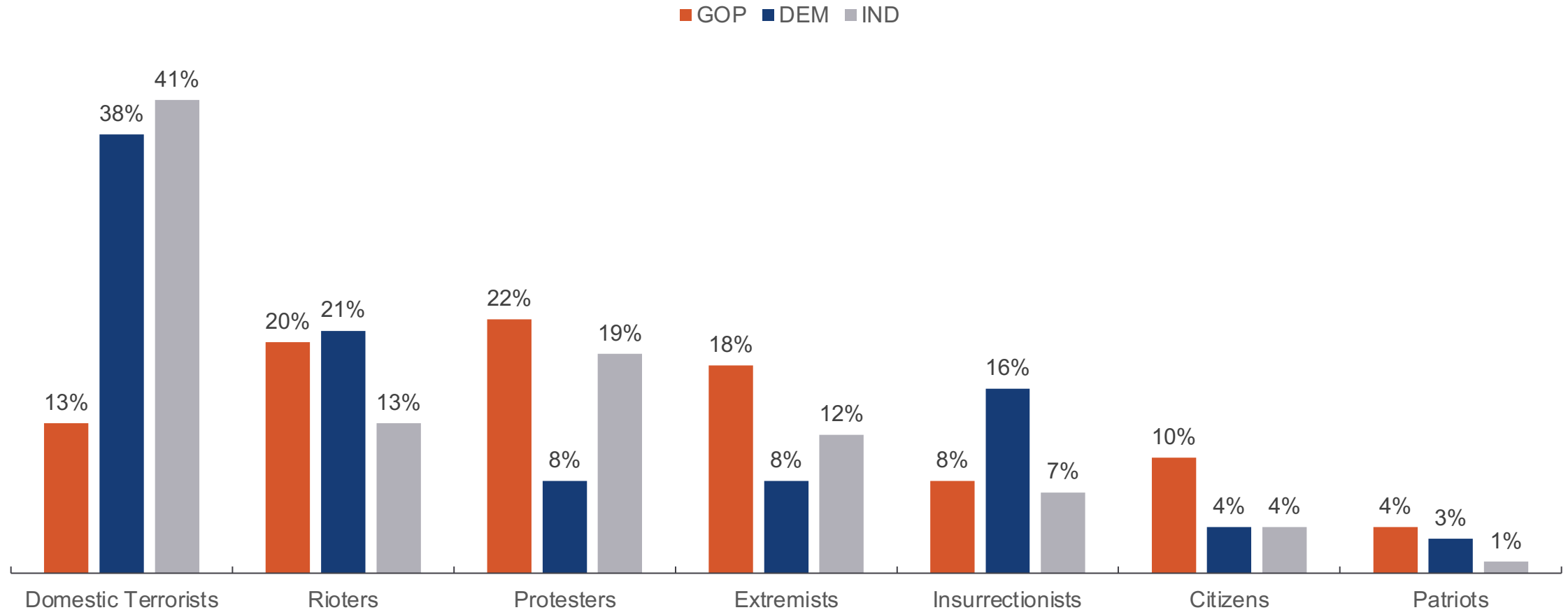


BASE: n=1,015 (GOP n=278) (DEM n=422) (IND n=136)

Q218. After Georgia's Special Elections for its two Senators, Democrats now control the White House, the House of Representatives and the Senate. How do you feel about this?

# Attitudes Toward Rioters At Capitol on January 6

One Word Best Describes People Involved in Incident at the Capitol



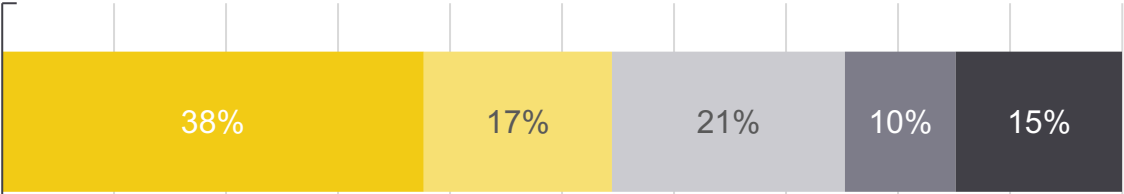
BASE: n=1,015 (GOP n=278) (DEM n=422) (IND n=136)

Q221. What word best describes the people involved in the incident at the Capitol?

# Divided Responses Even to Jan. 6 Events

■ Completely Agree   
 ■ Somewhat Agree   
 ■ Neither   
 ■ Somewhat Disagree   
 ■ Completely Disagree

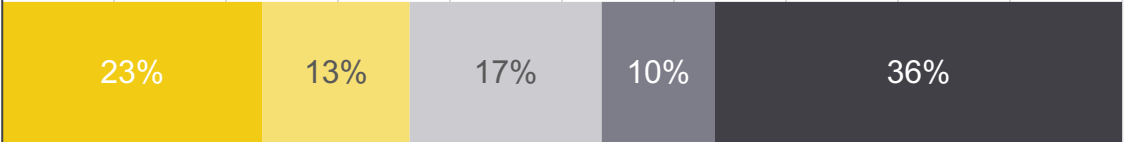
The storming of the US Capitol by protestors on January 6 was an attempt to illegitimately overturn the results of a democratic election



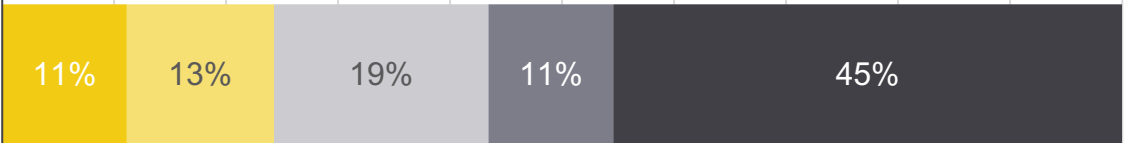
The crowd at the Capitol on January 6th was likely a mix of Trump supporters and left-wing groups such as ANTIFA



President Trump has a legitimate claim that there was fraud and corruption in the 2020 Presidential Election and the group at the Capitol on January 6th was simply voicing that point of view



The demonstration at the Capitol on January 6th was largely a peaceful protest



0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

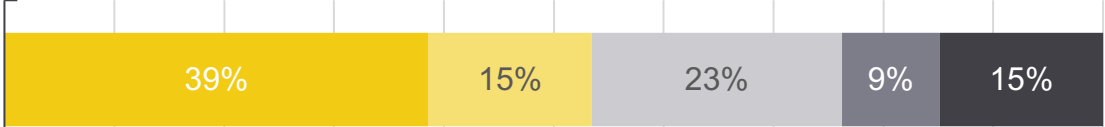
BASE: n=1,015

Q219. On January 6, 2021 a group breached the United States Capitol. How much do you agree or disagree with the following statements?

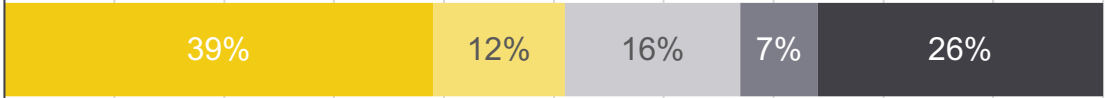
# Between 25-33% Still Support Trump's Actions

■ Completely Agree  
 ■ Somewhat Agree  
 ■ Neither  
 ■ Somewhat Disagree  
 ■ Completely Disagree

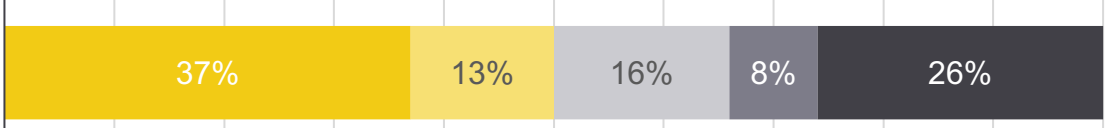
It was inappropriate and dangerous for President Trump to refuse to say he would engage in a peaceful transfer of power if he lost the 2020 Presidential election



President Trump should not be allowed to run for political office ever again



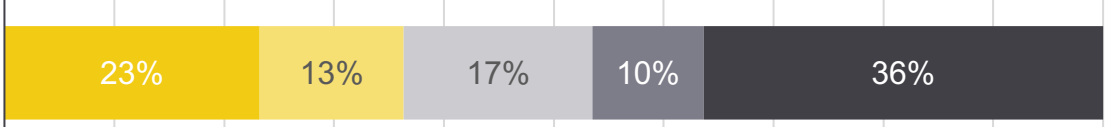
Social media and tech companies made the right decision by permanently removing President Trump from their platforms



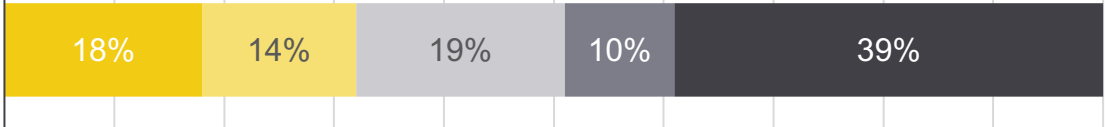
President Trump deliberately incited the violence that took place in the US Capitol on January 6.



President Trump has a legitimate claim that there was fraud and corruption in the 2020 Presidential Election and the group at the Capitol on January 6th was simply...



President Trump did as much as he could to de-escalate the situation



0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

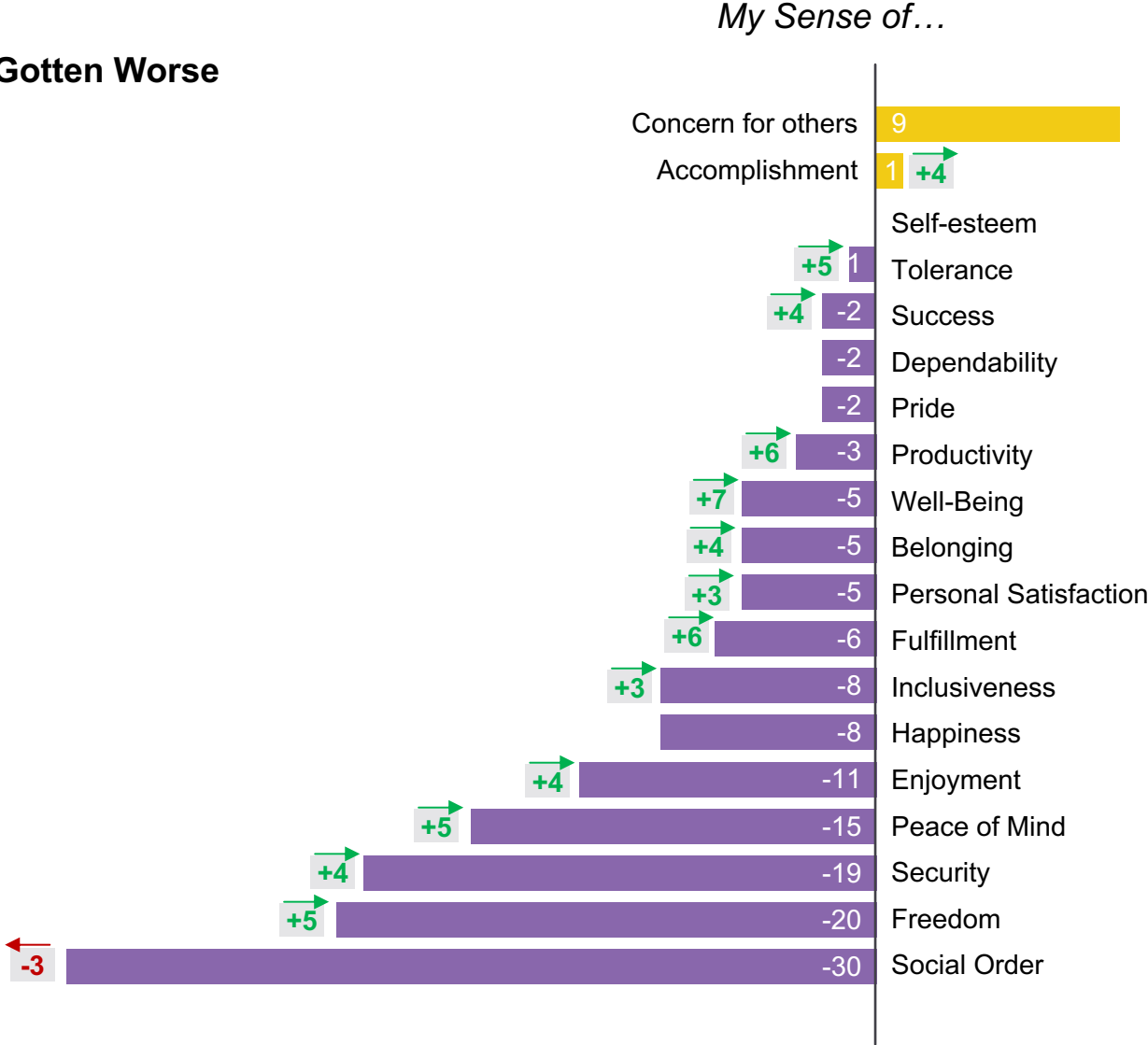
BASE: n=1,015  
 Q219. On January 6, 2021 a group breached the United States Capitol. How much do you agree or disagree with the following statements?

# Social Order Has Been Impacted Significantly

## Change in the Last 3 Months: Improved vs. Gotten Worse

Diff. Score Reported

- More People say "Improved"
- More People say "Gotten Worse"
- Significant movement from previous month

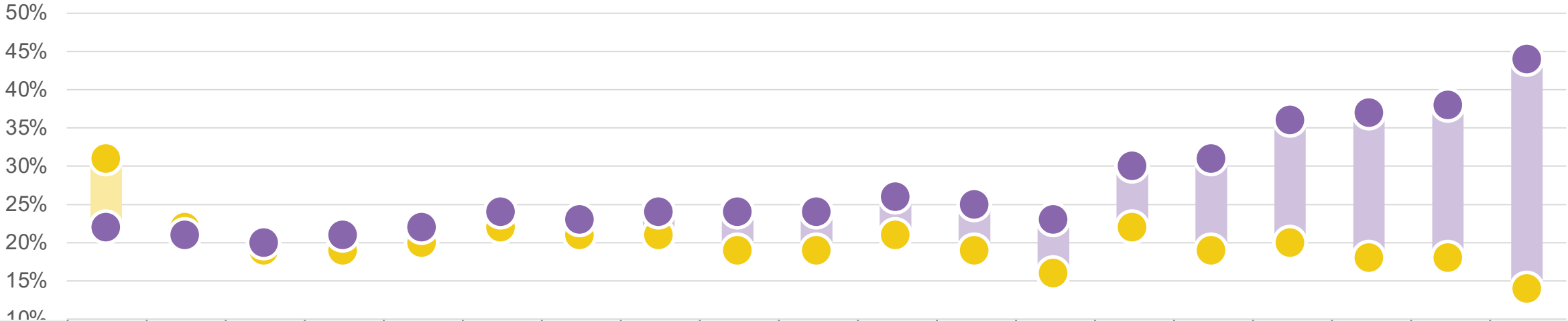


# Impact on Peace, Security, Freedom and Order

## Change in the Last 3 Months: Improved vs. Gotten Worse

My Sense of...

Improved Gotten Worse

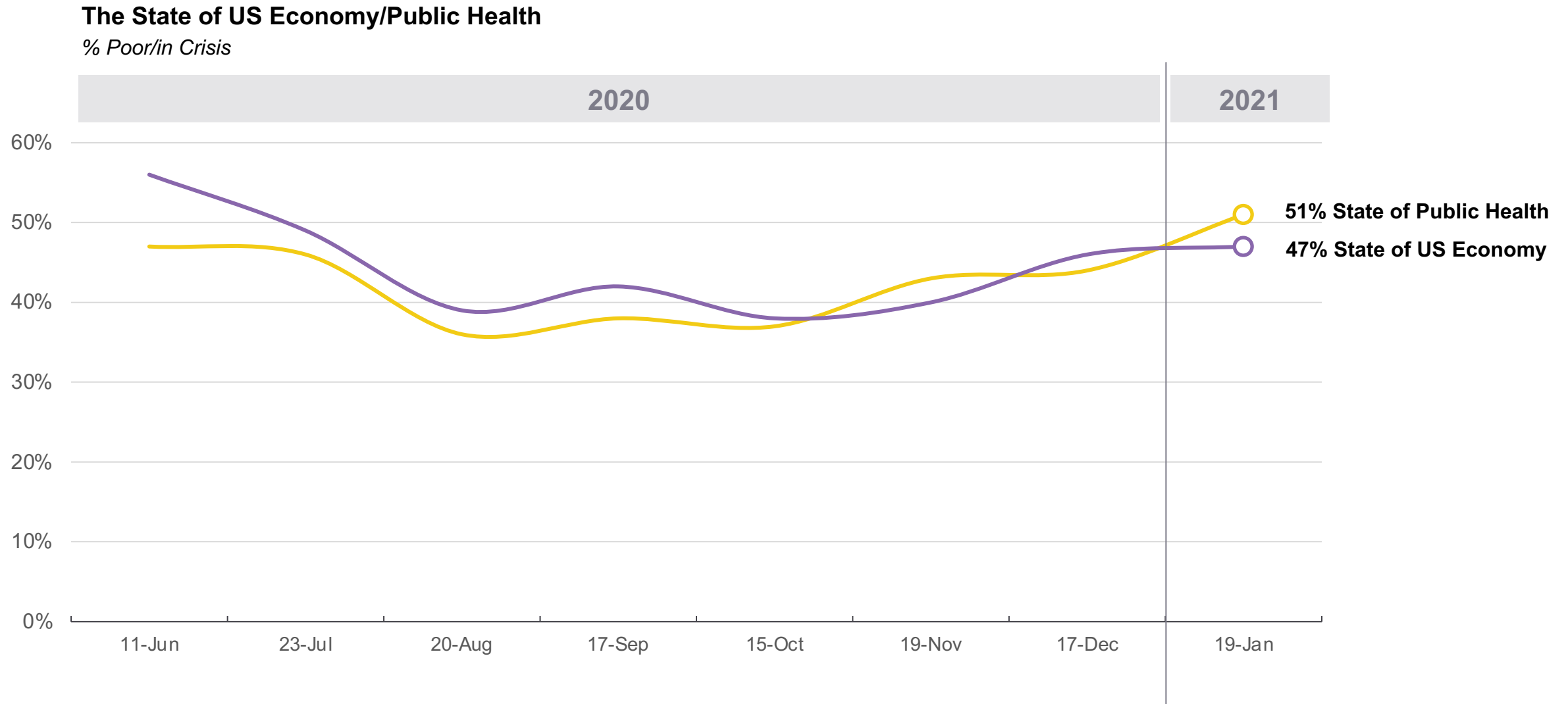


Diff. Score	9	1	0	-1	-2	-2	-2	-3	-5	-5	-5	-6	-8	-8	-11	-15	-19	-20	-30
Change from previous month	-1	+4	+2	+1	+4	+5	-2	+6	+3	+4	+7	+6	+3	+2	+4	+5	+4	+5	-3

Concern for others  
Accomplishment  
Self-esteem  
Dependability  
Success  
Tolerance  
Pride  
Productivity  
Personal Satisfaction  
Belonging  
Well-Being  
Fulfillment  
Inclusiveness  
Happiness  
Enjoyment  
Peace of Mind  
Security  
Freedom  
Social Order



# Recognition of Our Challenges is Growing



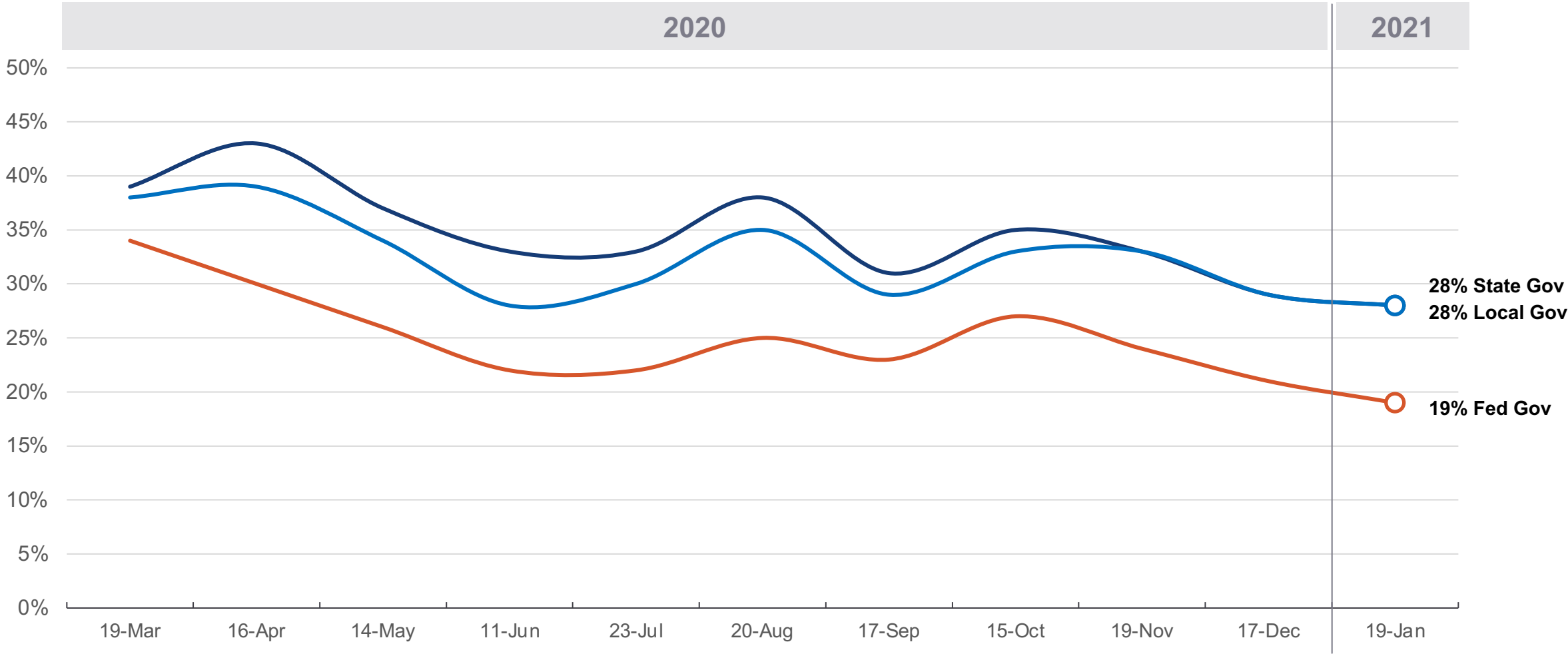
BASE: n=1,015

Q413. How would you describe each of the following?

# Steady Decline of Trust in Government

## Sources of Information: Government

% Trust Completely/A Great Deal



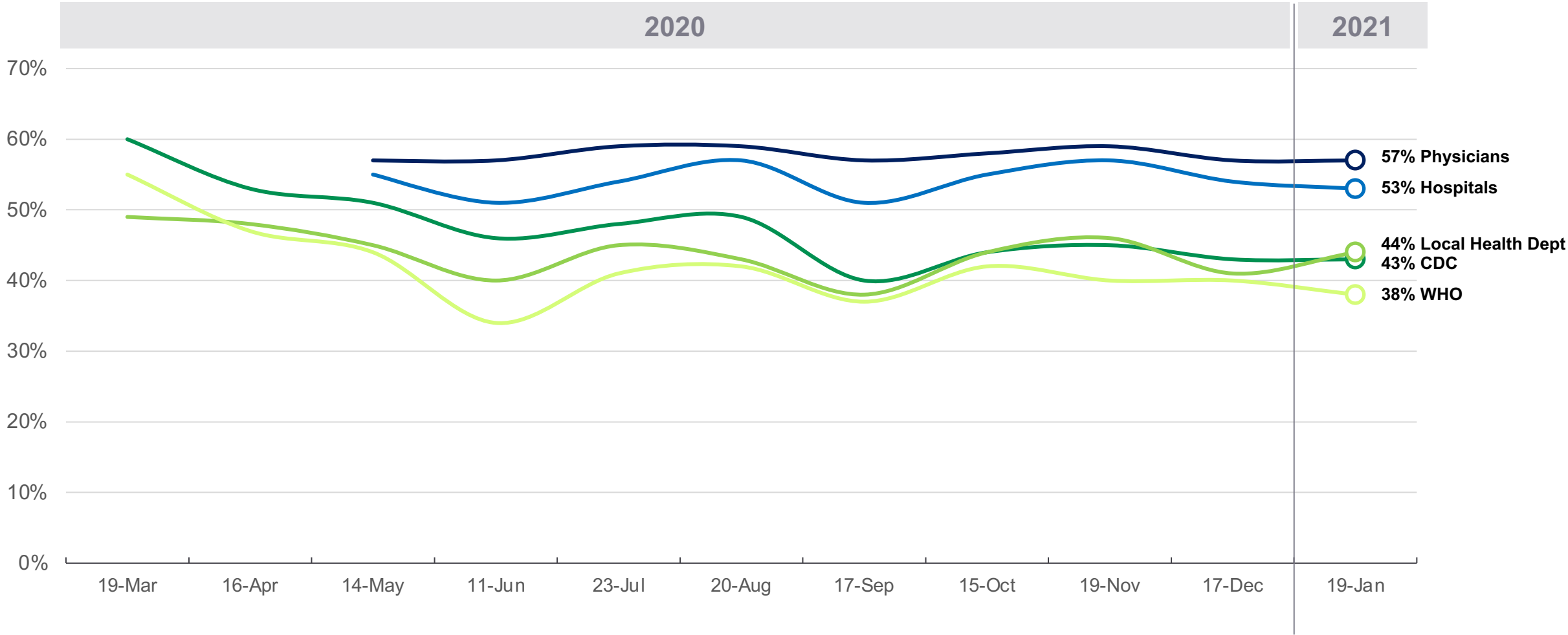
BASE: n=1,015

Q500. How much trust do you have in the following sources of information?

# CDC/WHO Trust Decline Levels Out, Docs High

## Sources of Information: Healthcare

% Trust Completely/A Great Deal



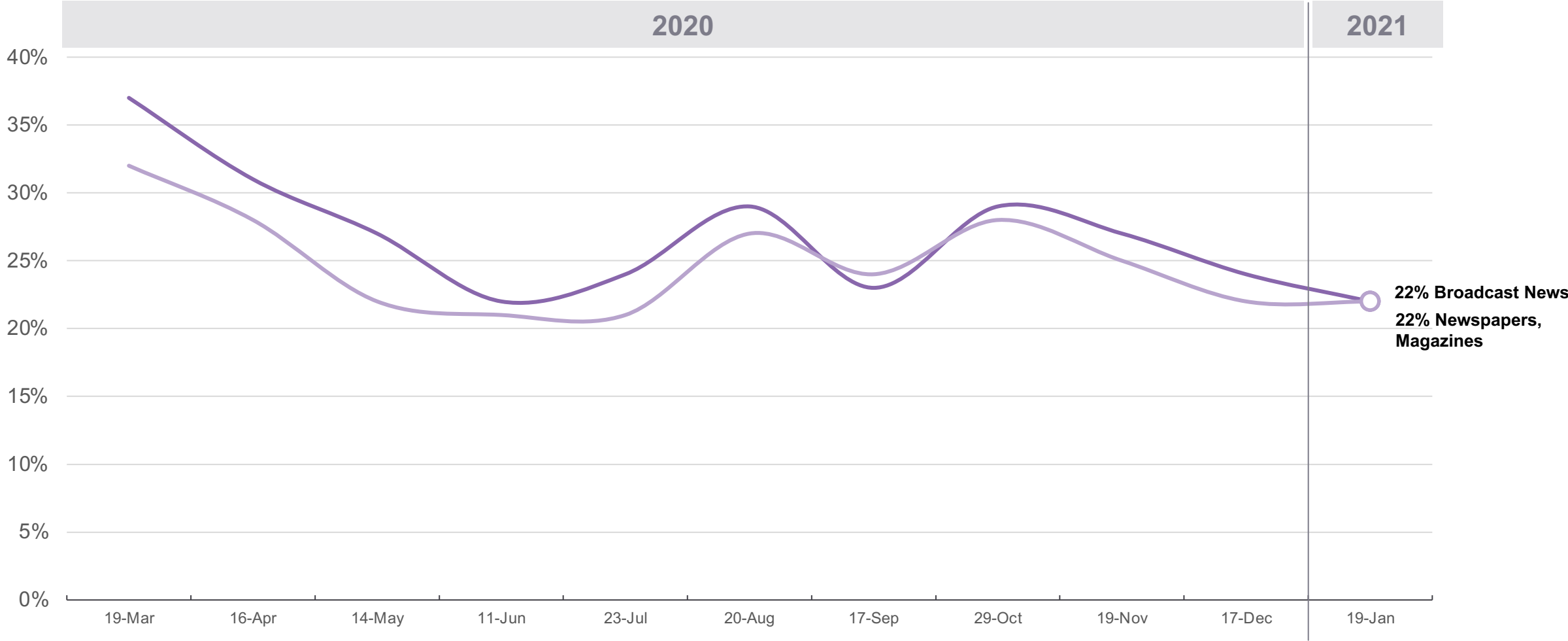
BASE: n=1,015

Q500. How much trust do you have in the following sources of information?

# Trust in Media Dives After Fall Recovery

## Sources of Information: News Media

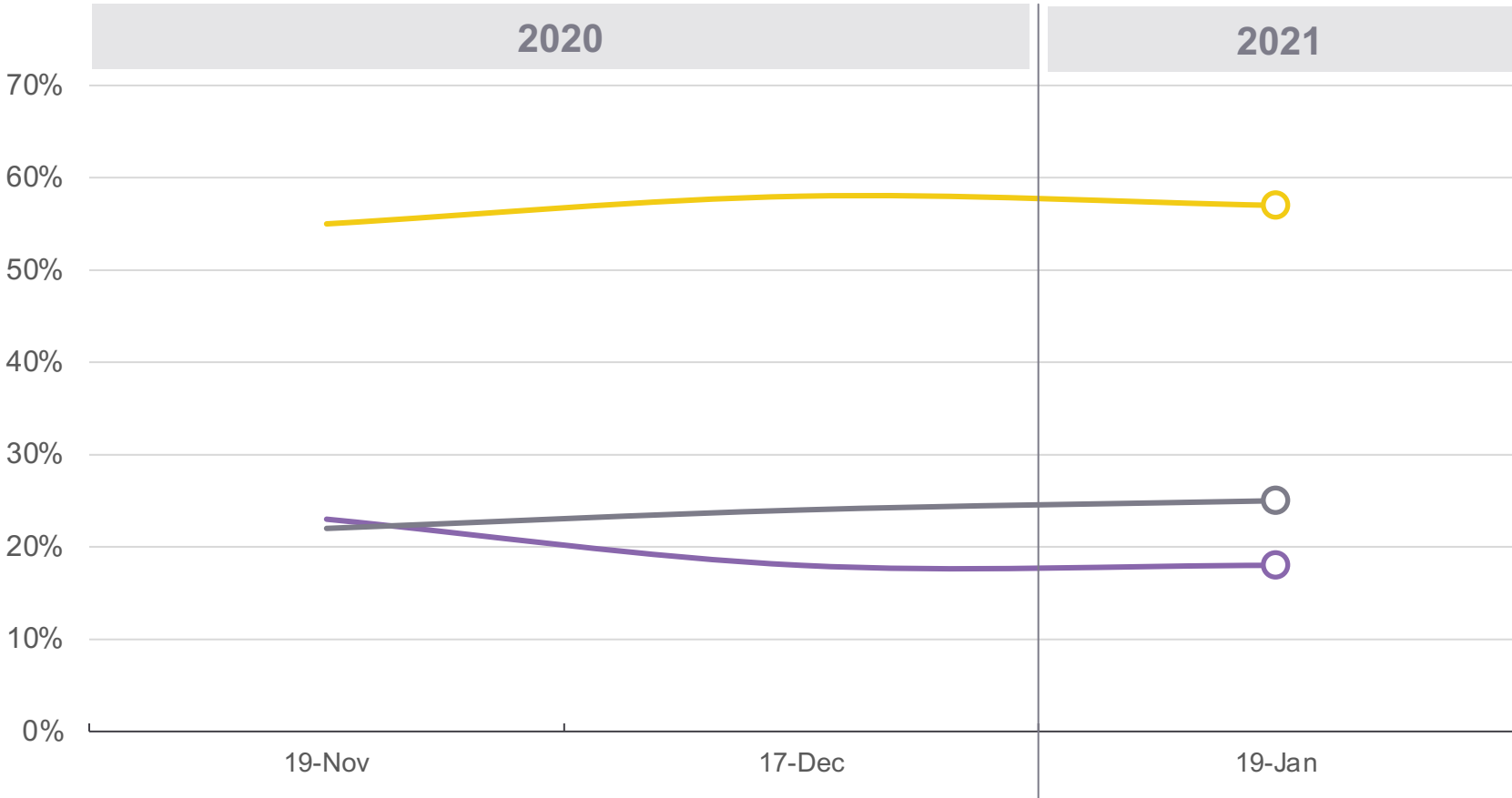
% Trust Completely/A Great Deal



22% Broadcast News  
22% Newspapers, Magazines

# Most Want Moderation in Political Debate

**Moderate vs. Extreme Voices**  
*% Completely/Somewhat Agree*



**57% More emphasis on Moderate voices**

We should stop letting the people on the extreme ends of the issues dominate the discussion and put more faith and emphasis on moderate voices on each side of the debate to find common ground.

**25% Do Not Agree with Either**

**18% Extremism is needed**

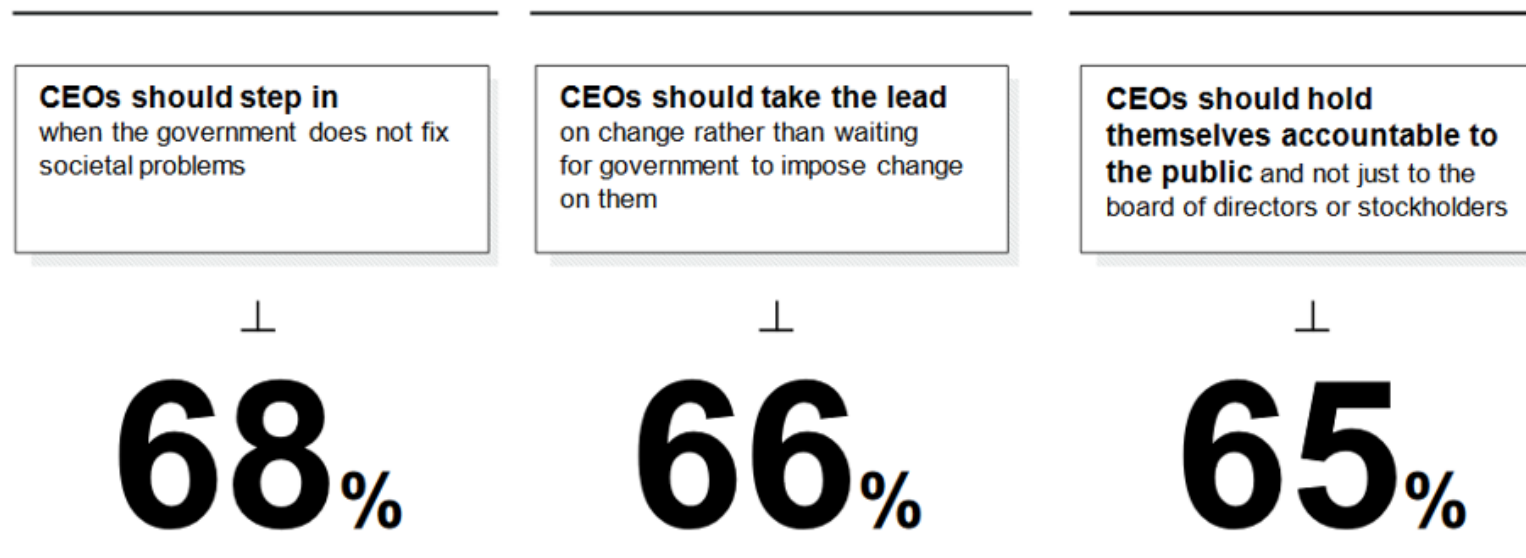
Letting the people on extreme ends of issues dominate the discussion is the only way to accomplish real change and extremism is needed to counter some of the dangerous ideas and policies that are being suggested.

# Restoring Trust: The Role of Business

## Expectations + Accountability

- Trust in all information sources is at record lows
- The most powerful countries in the world have lost trust capital, especially the US
- Business is viewed as both more competent and ethical, unlike government, NGO's and the media
- Expectations are growing for business to fill the void of trust in institutions

Percent who agree



2021 Edelman Trust Barometer, CEO EXP. Below is a list of potential expectations that you might have for a company CEO. Thinking about CEOs in general, whether they are global CEOs or a

Source: 2021 Edelman Trust Barometer

# Building Resiliency: Purpose Matters

## People + Culture

- During COVID-19, purpose-based companies outperformed others on market valuation and financial performance.
- Employees who felt safe and informed, had confidence in their leaders, and had opportunity to upskill demonstrated greater resilience.
- Gen Z, Millennials and Diverse employees faced the greatest workplace impact during COVID – their expectations, needs and values have evolved.
- Employees, and consumers, expect to have a seat at the corporate table and believe they have the power to force companies to change.

**50%** of employees are more likely to voice their objections to management or engage in a workplace protest

<i>Change in importance as an employer attribute since the start of the year...</i>	Net change	More Important	Less Important
<b>Keep workers, customers safe</b>	<b>+49</b>	59	10
<b>Job skills training programs</b>	<b>+44</b>	54	10
Regular employee communications	<b>+44</b>	54	10
Diverse, representative workforce	<b>+39</b>	50	11

“ Six in ten people under age 30 want the post-pandemic recovery to prioritize 'restructuring our economy so it deals better with challenges like inequality and climate change'.

Source: BBMG Poll

