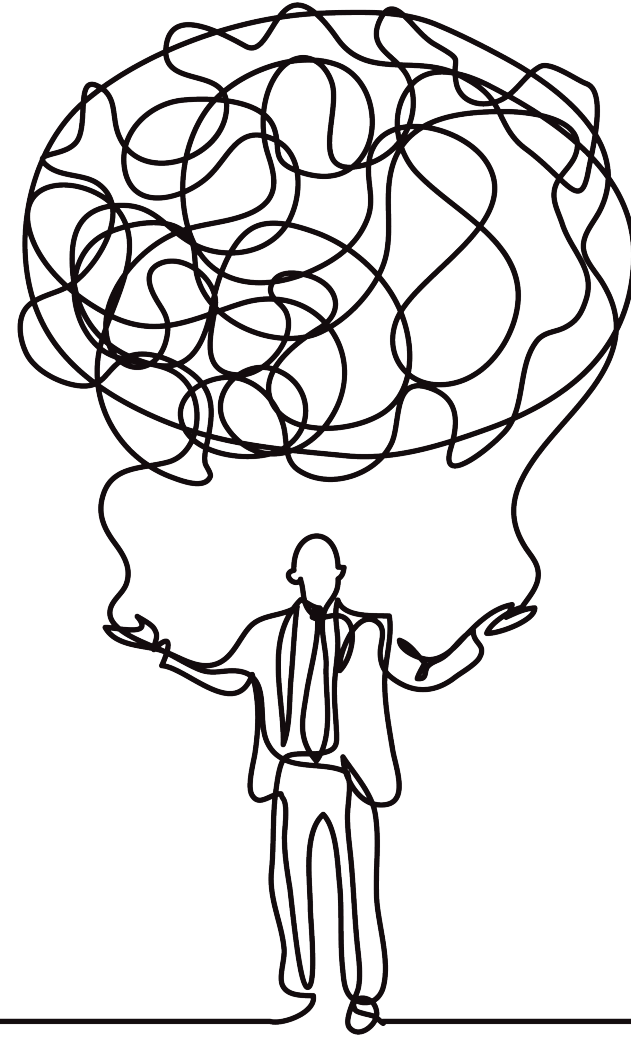


# Creativity in Times of Crisis

February 2021  
Roundtable

Thinking **outside**  
the pandemic





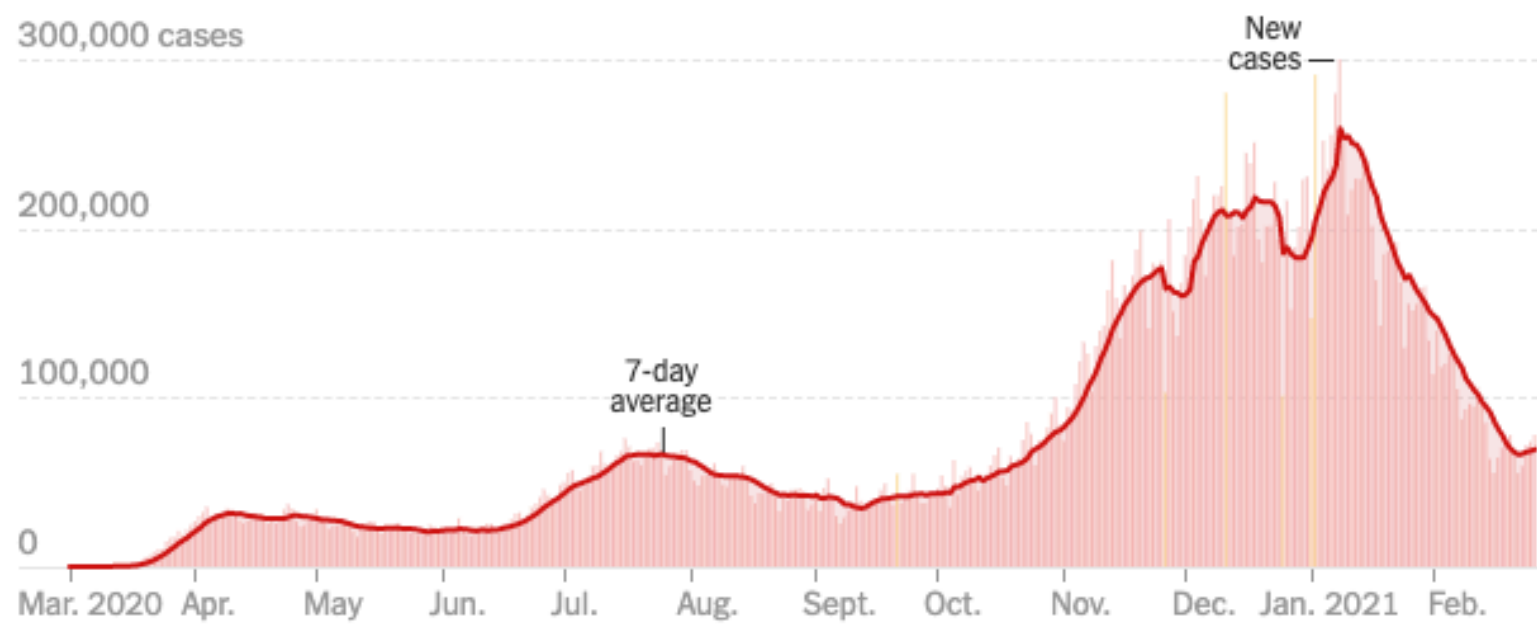


We believe in  
**people** and the **power of choice.**

In life's ever-changing marketplace we will always  
**champion the human.**

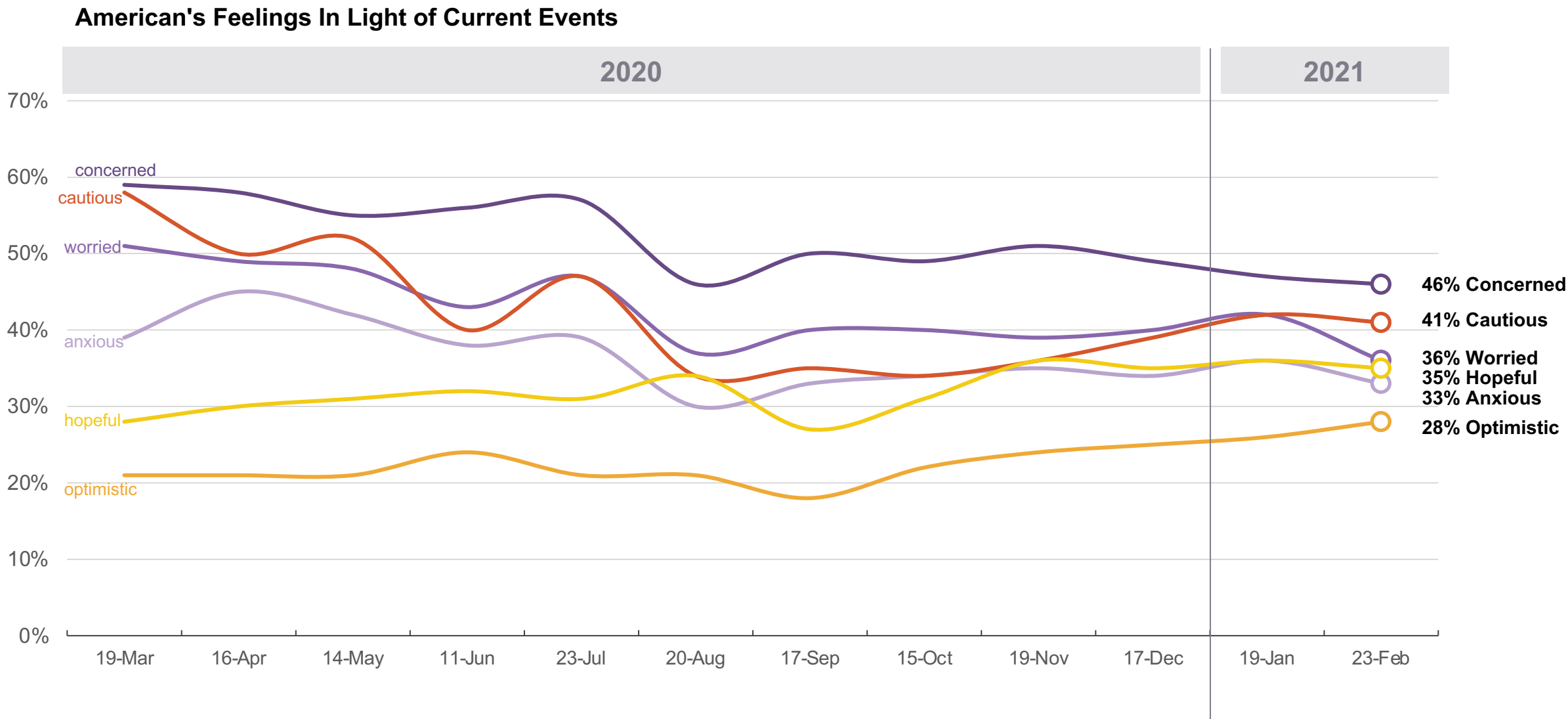


# The Chart as of 2/26/23

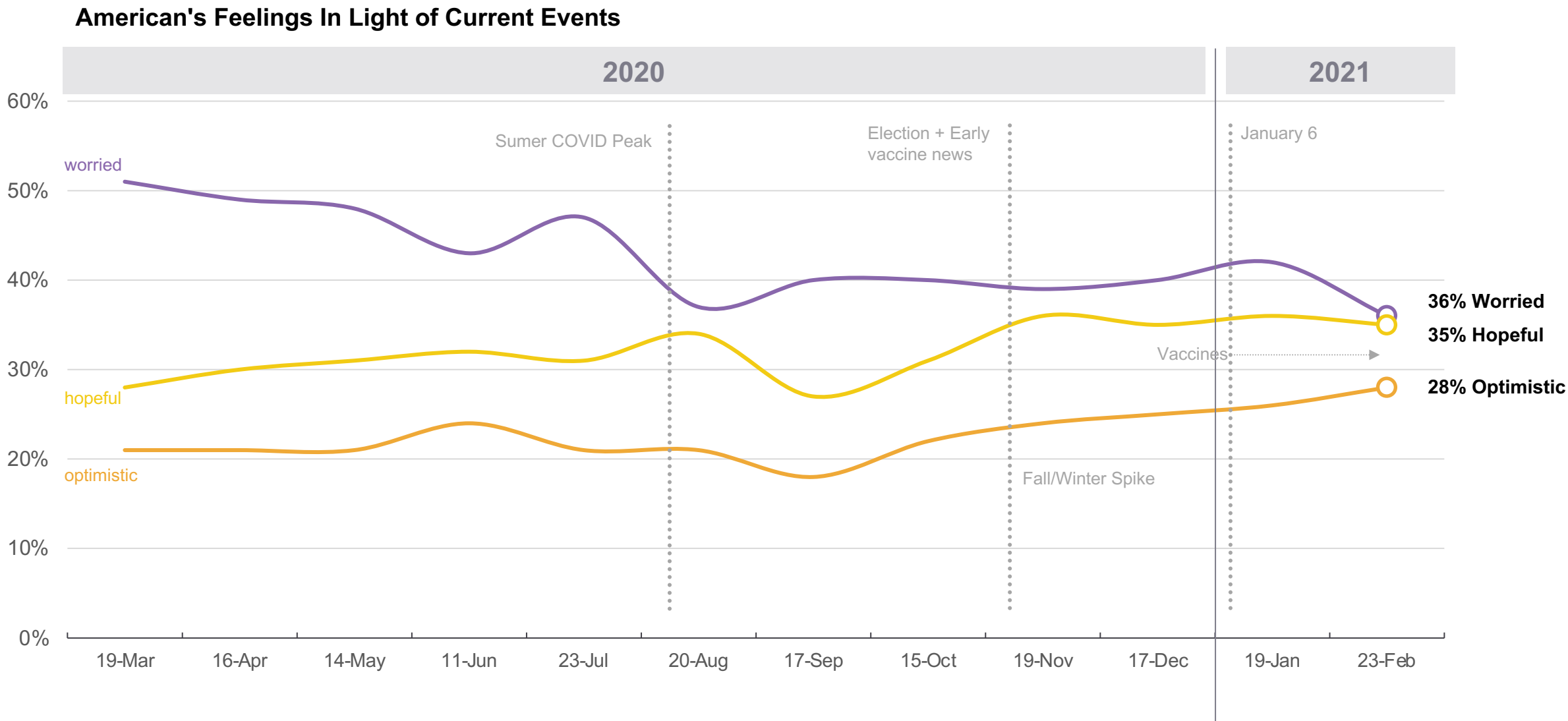


	TOTAL REPORTED	ON FEB. 25	14-DAY CHANGE
Cases	28.4 million+	77,804	-32% ↘
Deaths	508,107	2,465	-22% ↘
Hospitalized		52,669	-30% ↘

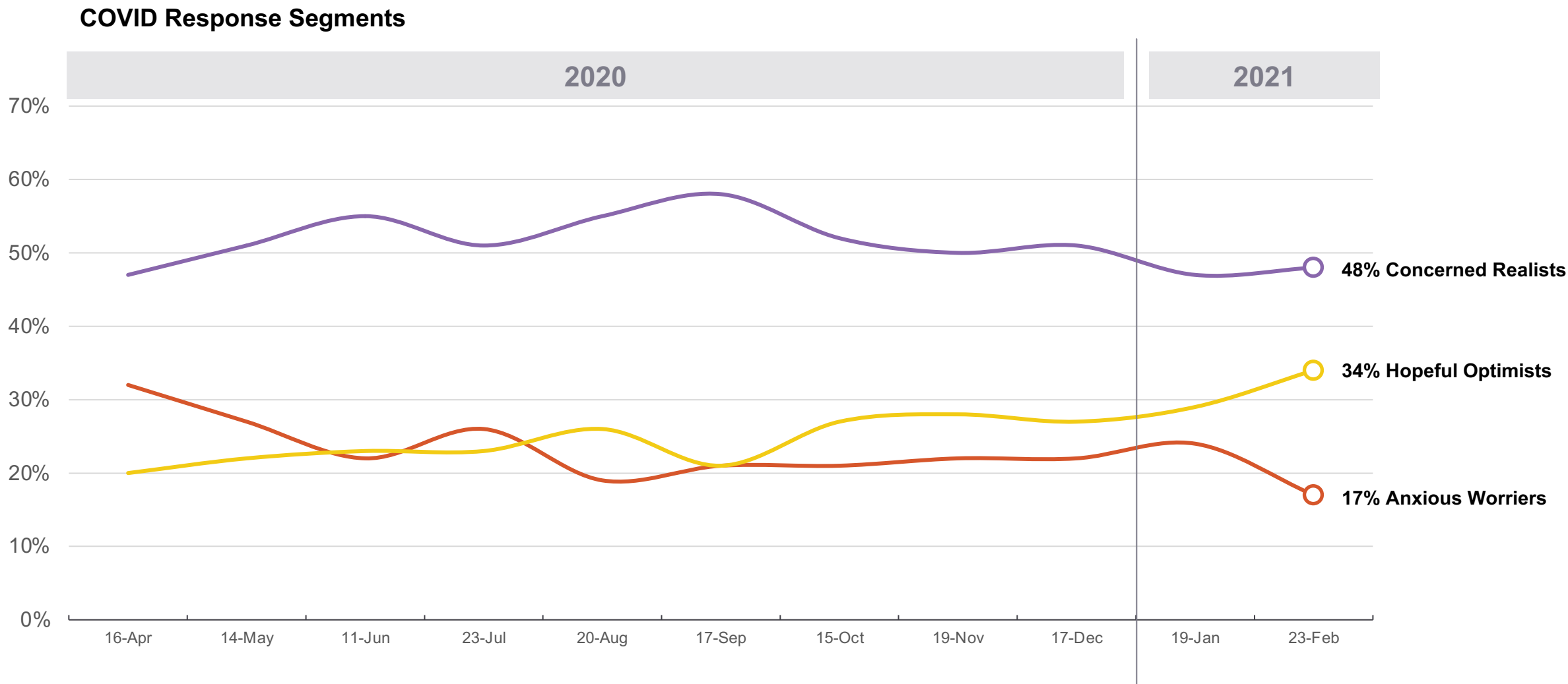
# American Sentiment Through COVID



# Rising Hope & Optimism Since Fall



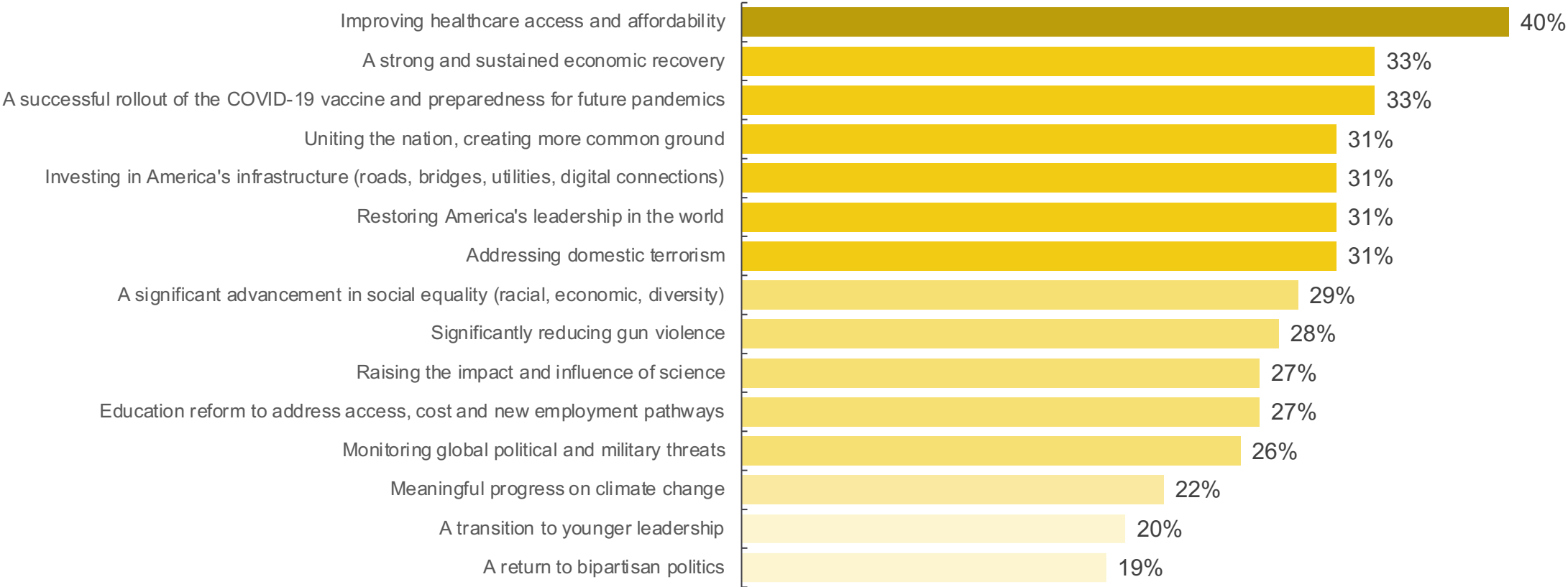
# Hopeful Optimist Segment Growing Nationally



# Many Reasons for Optimism for Decade Ahead

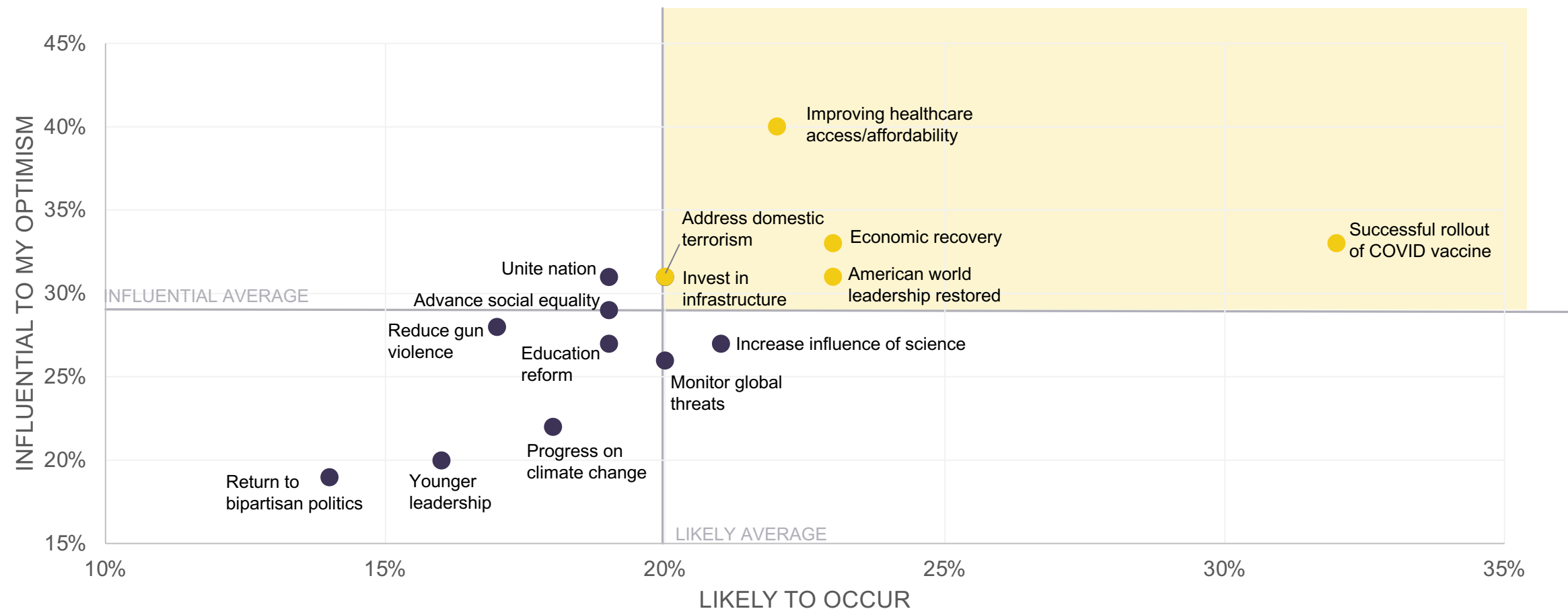
## Influential on Your Optimism for the Decade Ahead

%Top 2 Box – Very Influential



# Leadership Hopes Drives Optimism

Actions Most Influential to Optimism AND Most Likely to Occur in Next 10 Years



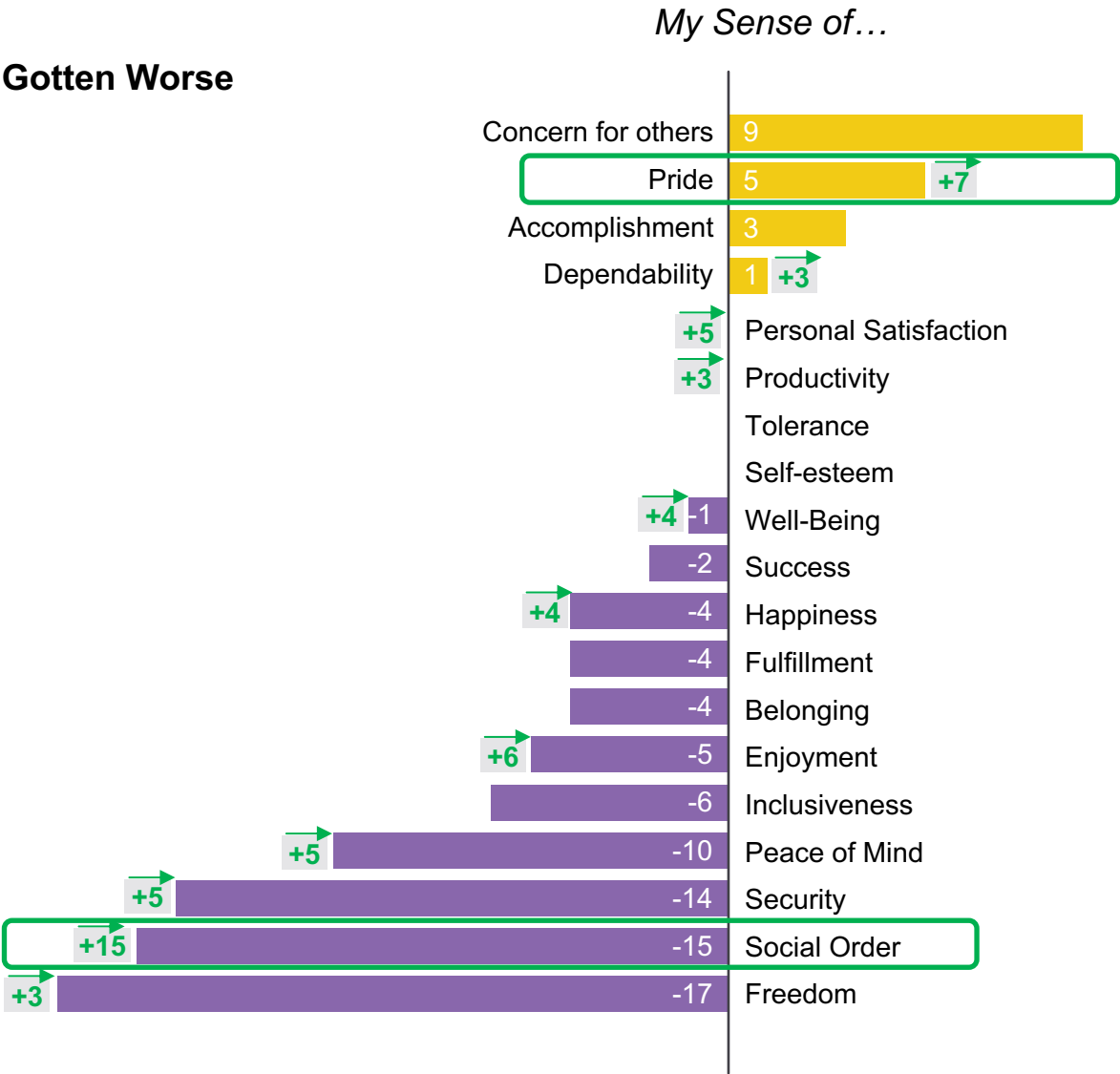
BASE: n=1,001  
Q224. Please assess each of the following in terms how **INFLUENTIAL** each of the following would be on your optimism on the decade ahead. Use a scale of 1-10 where a '1' means a very low level of influence on my optimism and a '10' means a very high level of influence on my optimism.  
Q224a. Now, consider the same list. This time, how **LIKELY** are each of the following to occur in the decade ahead (use a scale of 1-10 where a '1' means not at all likely and a '10' means extremely likely):



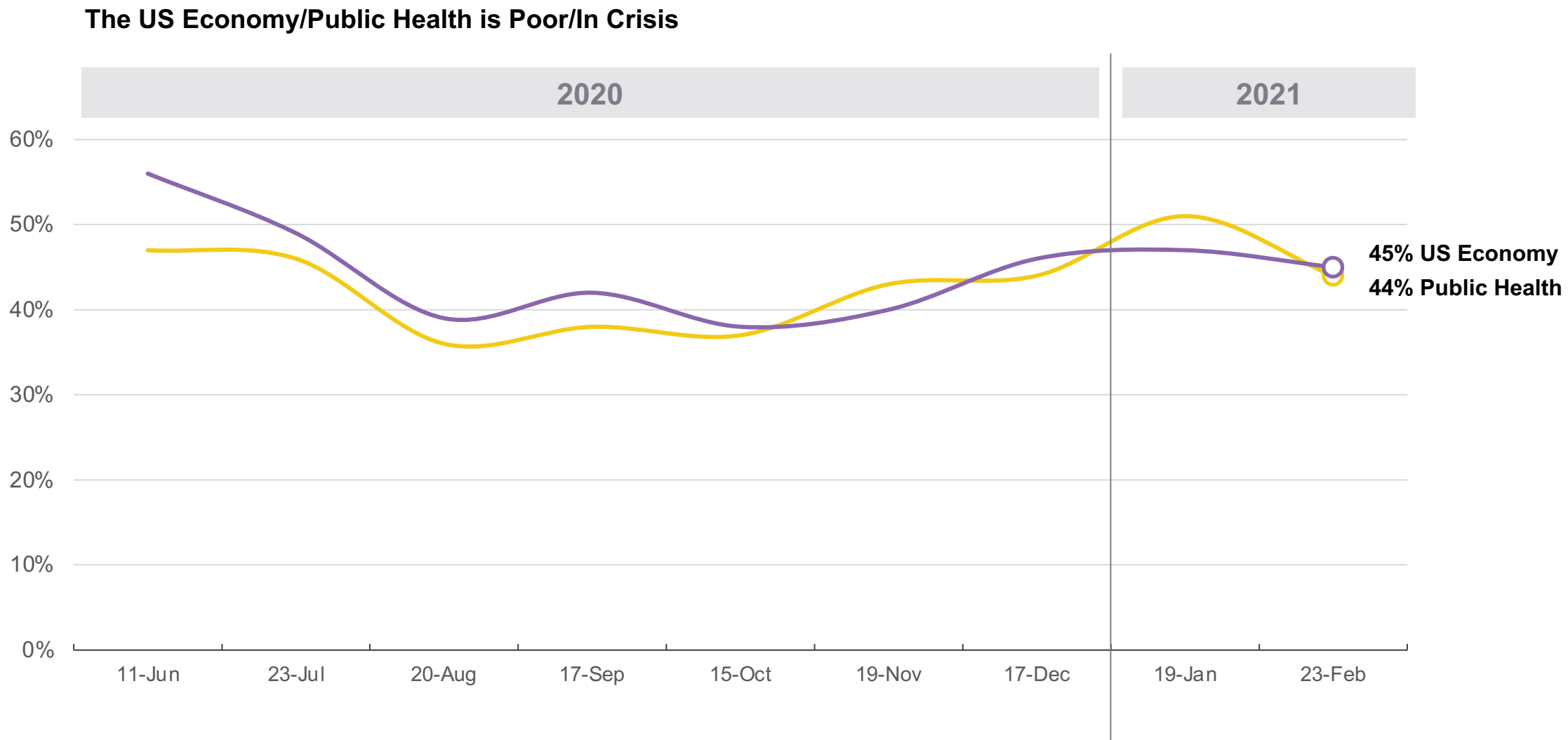
# 2021 Has Brought Societal Sense of Pride Boost

Change in the Last 3 Months: Improved vs. Gotten Worse  
*Diff. Score Reported*

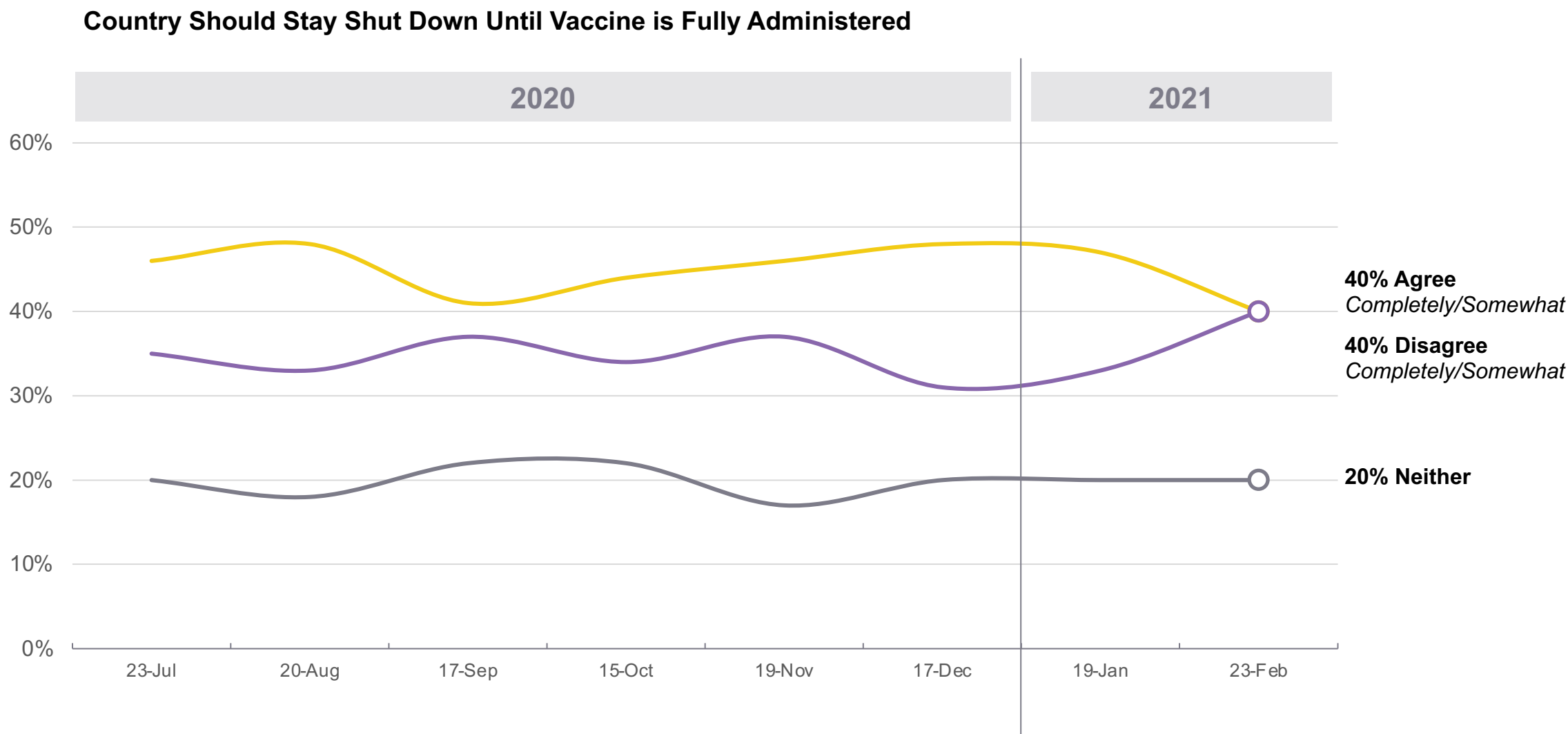
- More People say "Improved"
- More People say "Gotten Worse"
- Significant movement from previous month



# Half of Country Recognize Crisis Reality

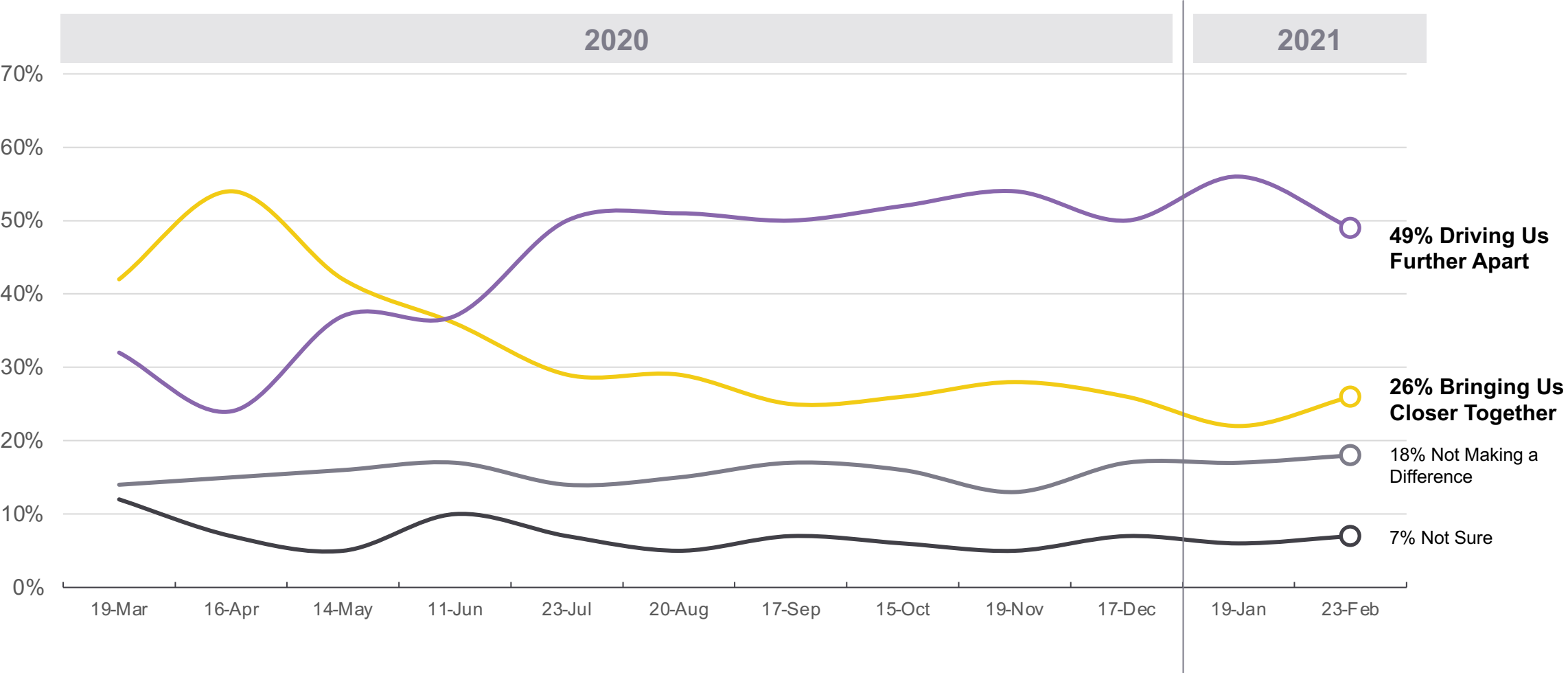


# Very Divided on Opening Up with Vaccination



# Half Still See A Divided Country, Improving?

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



BASE: n=1,001

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?

# ORIGINALITY IS A MYTH.



OPTIMISTS ARE  
MORE FUN.

# CONTENT IS NOT ENOUGH.



IDEAS ARE NEW  
COMBINATIONS.

# VACATIONS ARE NECESSARY.

