



Our Age of Uncertainty

A ROAD MAP FOR UNDERSTANDING THE POLITICAL NEW NORMAL

The Lines in Our World Are Being Blurred

The New York Times

Pepsi Pulls Ad Accused of Trivializing Black Lives Matter

They Took a Knee

This weekend, a series of taunting messages from the president led to a widescale protest among players—in the NFL, and beyond.

MEGAN GARBER SEP 24, 2017

Business

Levi Strauss CEO takes a side on gun control: 'It's inevitable that we're going to alienate some consumers'

By Abha Bhattarai
September 10

By AIMEE PICCHI / MONEYWATCH / September 4, 2018, 9:21 AM

Nike shoes burned, defaced over Colin Kaepernick's "Just Do It" ad



Donald J. Trump
@realDonaldTrump

Follow

Thank you to Linda Bean of L.L.Bean for your great support and courage. People will support you even more now. Buy L.L.Bean. @LBPerfectMaine



Donald J. Trump
@realDonaldTrump

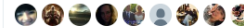
Following

392

Apple prices may increase because of the massive Tariffs we may be imposing on China - but there is an easy solution where there would be ZERO tax, and indeed a tax incentive. Make your products in the United States instead of China. Start building new plants now. Exciting! #MAGA

11:45 AM - 8 Sep 2018

28,320 Retweets 112,695 Likes



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NORDSTROM



**But We Will Return to the
Regular Order Soon...Right?**



Opinions
**John McCain: It's time Congress returns to
regular order**

NO

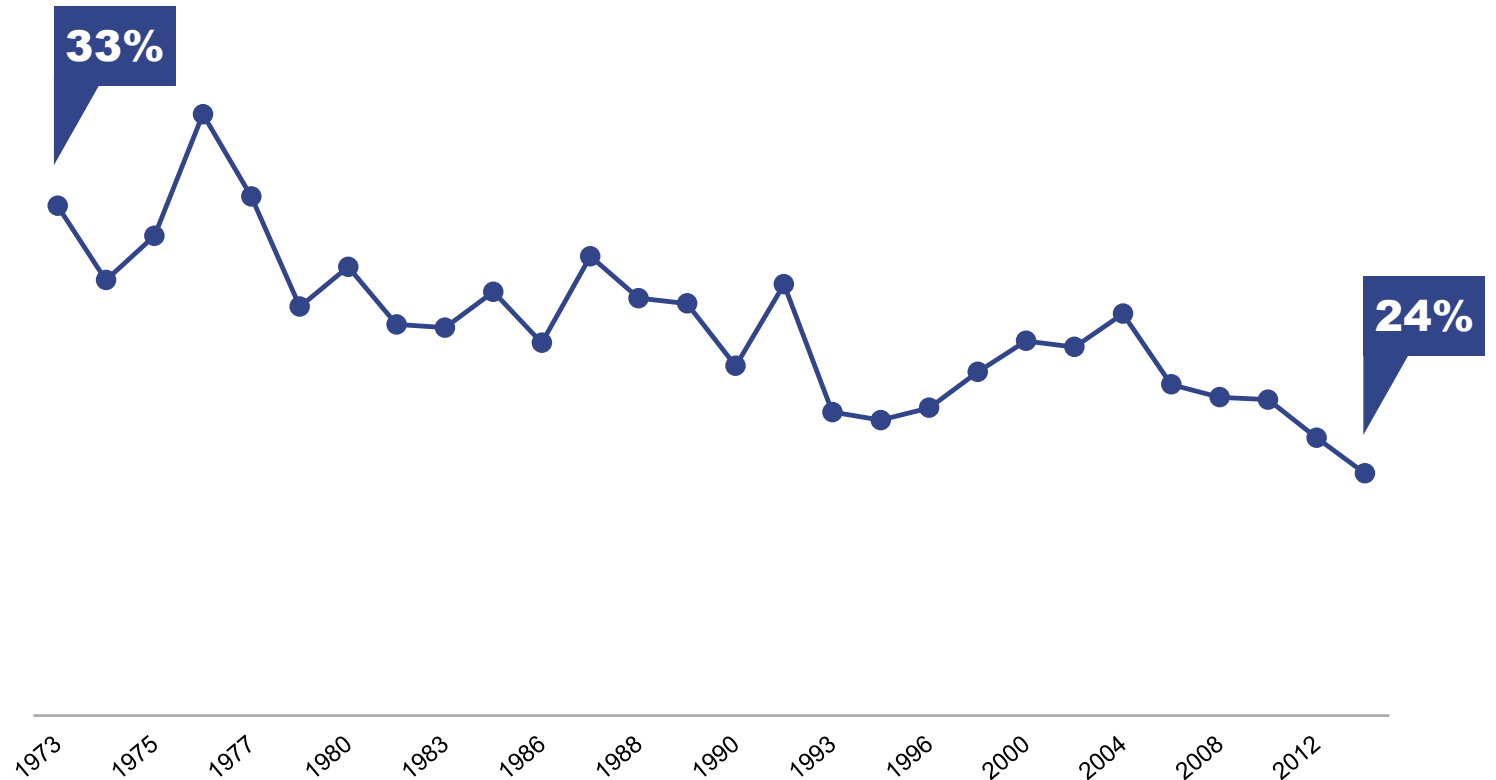
Erosion of Trust



Sharp Decline Over Time in Institutional Trust

Average confidence in 13 institutions: Banks and Financial Institutions, Major Companies, Organized Religion, Education, Executive Branch of the Federal Government, Organized Labor, Press, Medicine, TV, U.S. Supreme, Court, Scientific Community, Congress, and Military

General Social Survey (GSS), Base: 40,956 U.S. adults 18+



“The System Is Broken”

Base: 16,597 adults aged 16-64 in Argentina, Australia, Belgium, Brazil, France, Germany, Great Britain, Hungary, India, Israel, Italy, Japan, Mexico, Peru, Poland, Serbia, South Africa, South Korea, Spain, Sweden, Turkey; aged 18-64 in Canada and the United States., October 21-November 4, 2016

% agree that...



Society is broken

66%

58%

Economy is rigged for the advantage of the rich and powerful

70%

69%

Need a strong leader to take the country back from the rich and powerful

69%

63%

Strong Man Syndrome

Our country is rich



Yet so many poor people

**WHY? BECAUSE THE
SYSTEM IS RIGGED**

The establishment no
longer cares about
people like me



We need a strong
leader to take our
country back



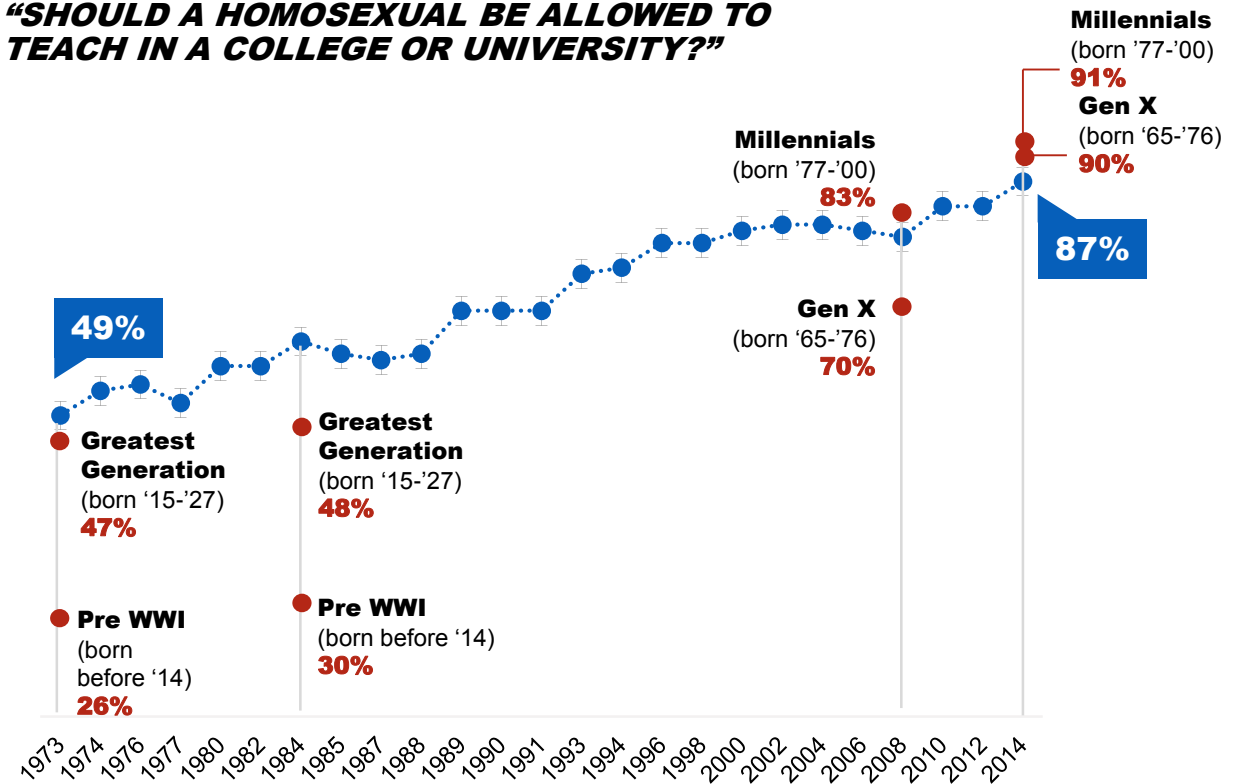
Ideological Tribalism

Hate Does NOT
★ ★
Make America
★ Great ★ ★

Although we are increasingly socially liberal

Source: General Social Survey, n=34,696

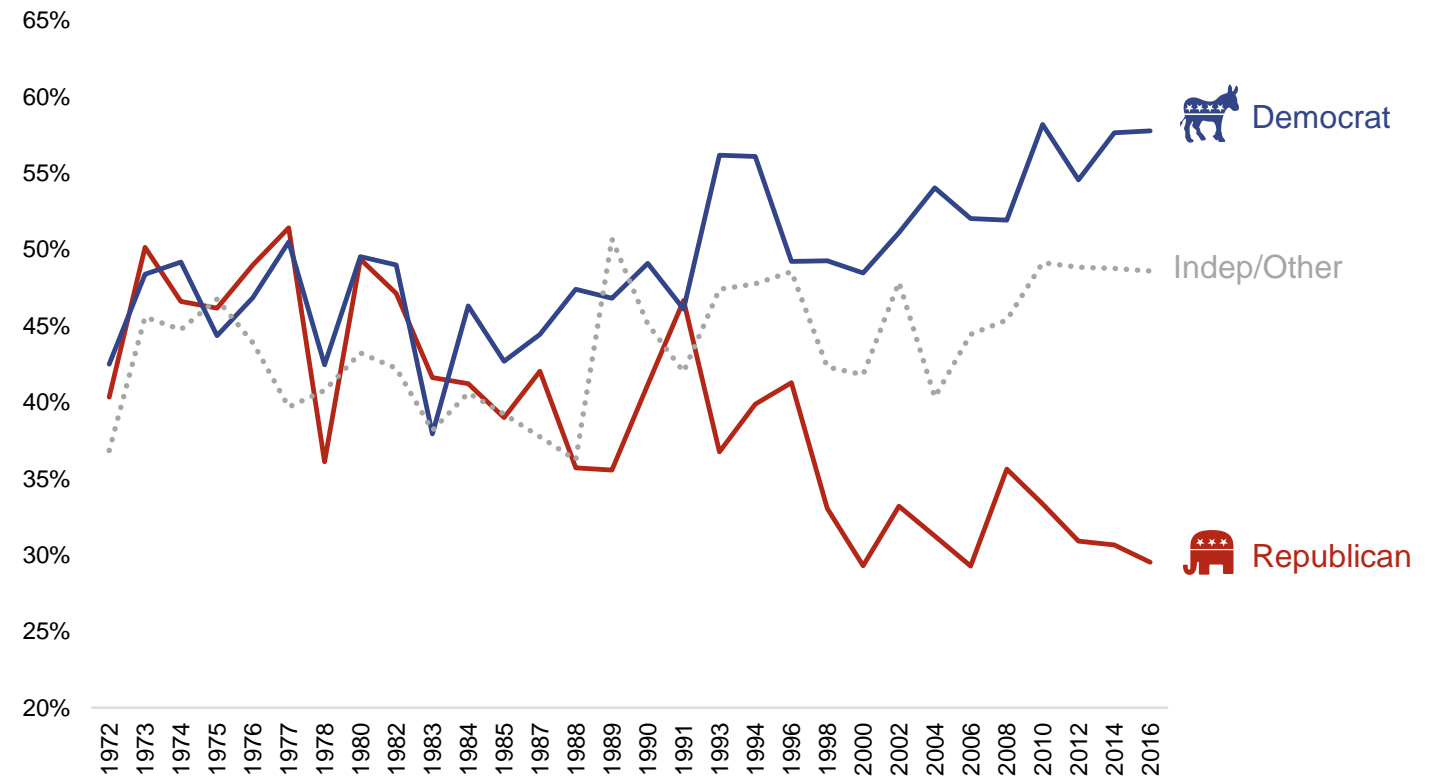
***“SHOULD A HOMOSEXUAL BE ALLOWED TO
TEACH IN A COLLEGE OR UNIVERSITY?”***



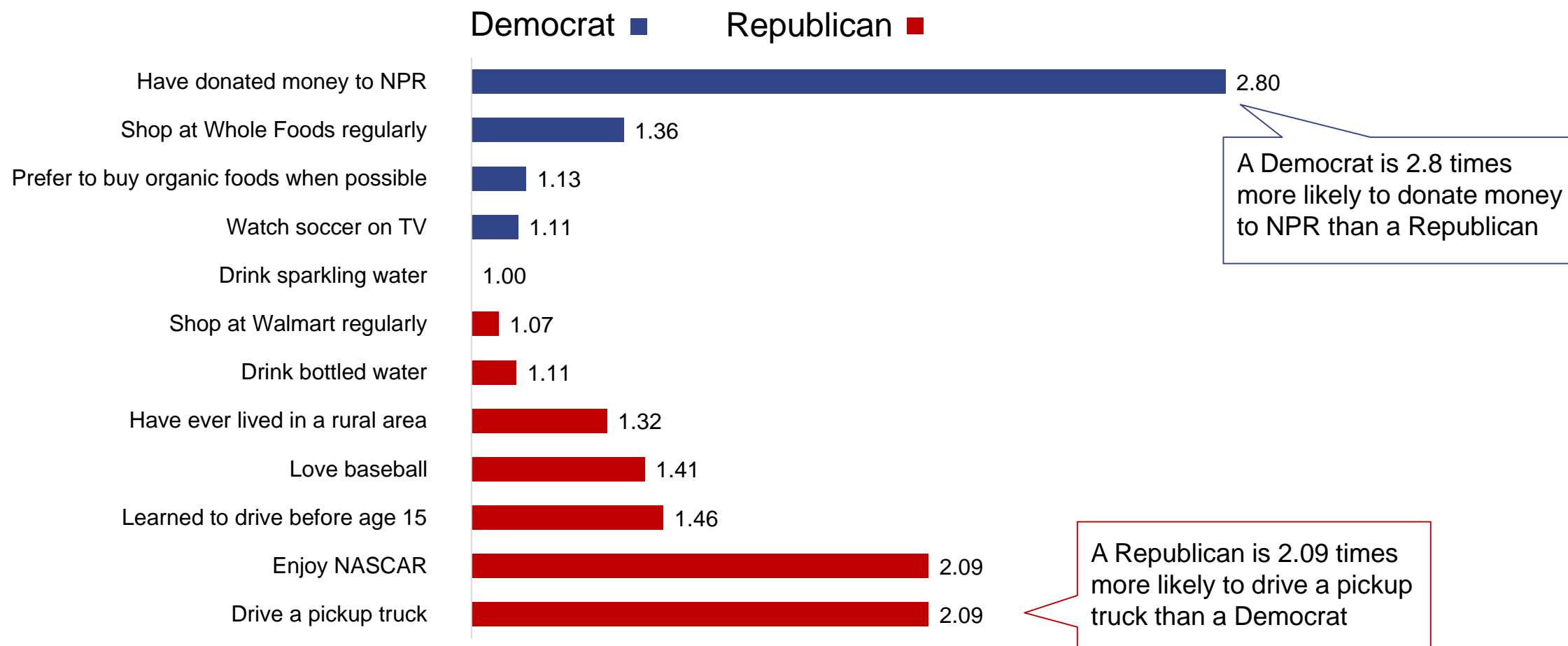
We Are Seeing Increased Ideological Tribalization

Source: General Social Survey, n=34,696

% who favor allowing abortion



Ideologically Polarized Consumer Behavior



Ipsos poll conducted August 17-18, 2017 among 1,021 US adults

Hot Cognition: The Bedrock of Tribalism

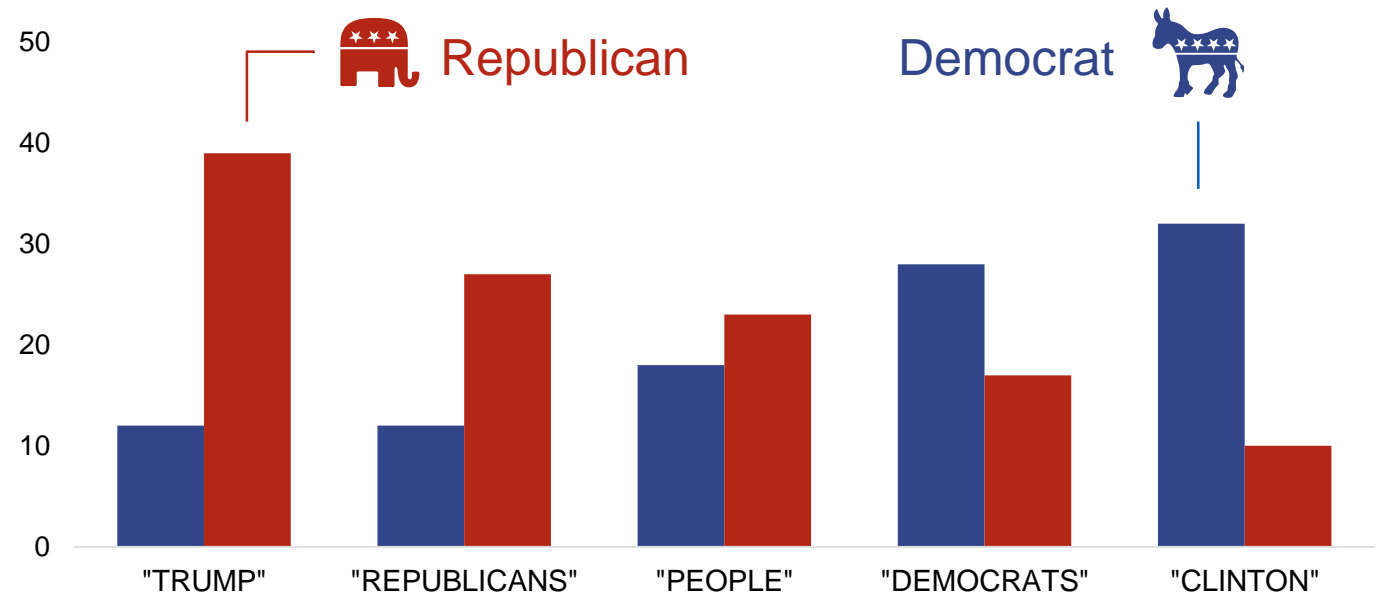


- Priming
- Emotional reaction
- Short circuiting deeper cognition
- Differential credibility of messengers
- Cues and clues of tribal colors

Tribal Cues & Hot Cognition

Q. [SPONSOR] has stated that the 1975 Public Affairs Act should be repealed. To what extent do you agree or disagree? Source: June 2017 Reuters/Ipsos Survey

% who support the repeal of the
"1975 Public Affairs Act"
when repeal is endorsed by...

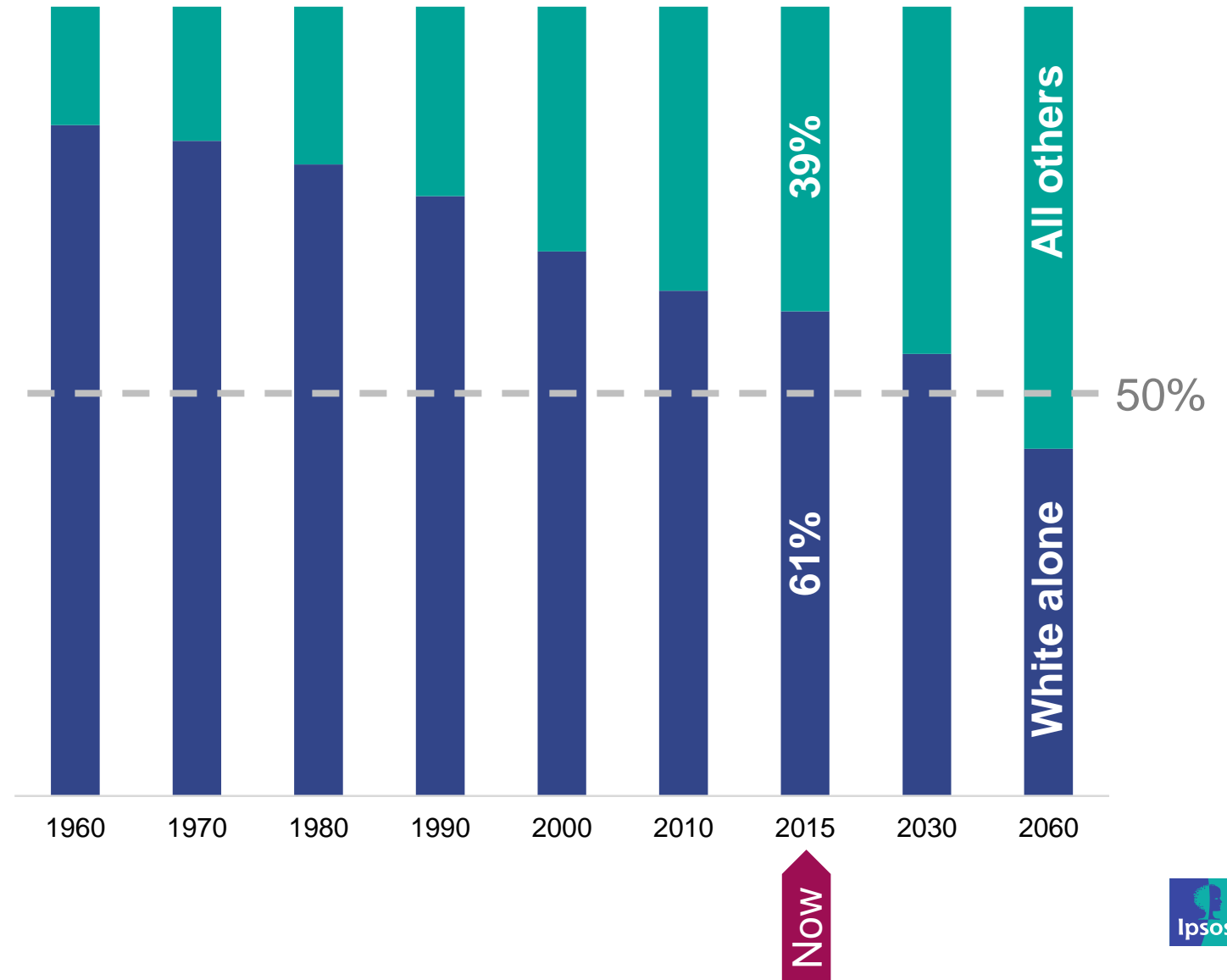


End of the White Majority



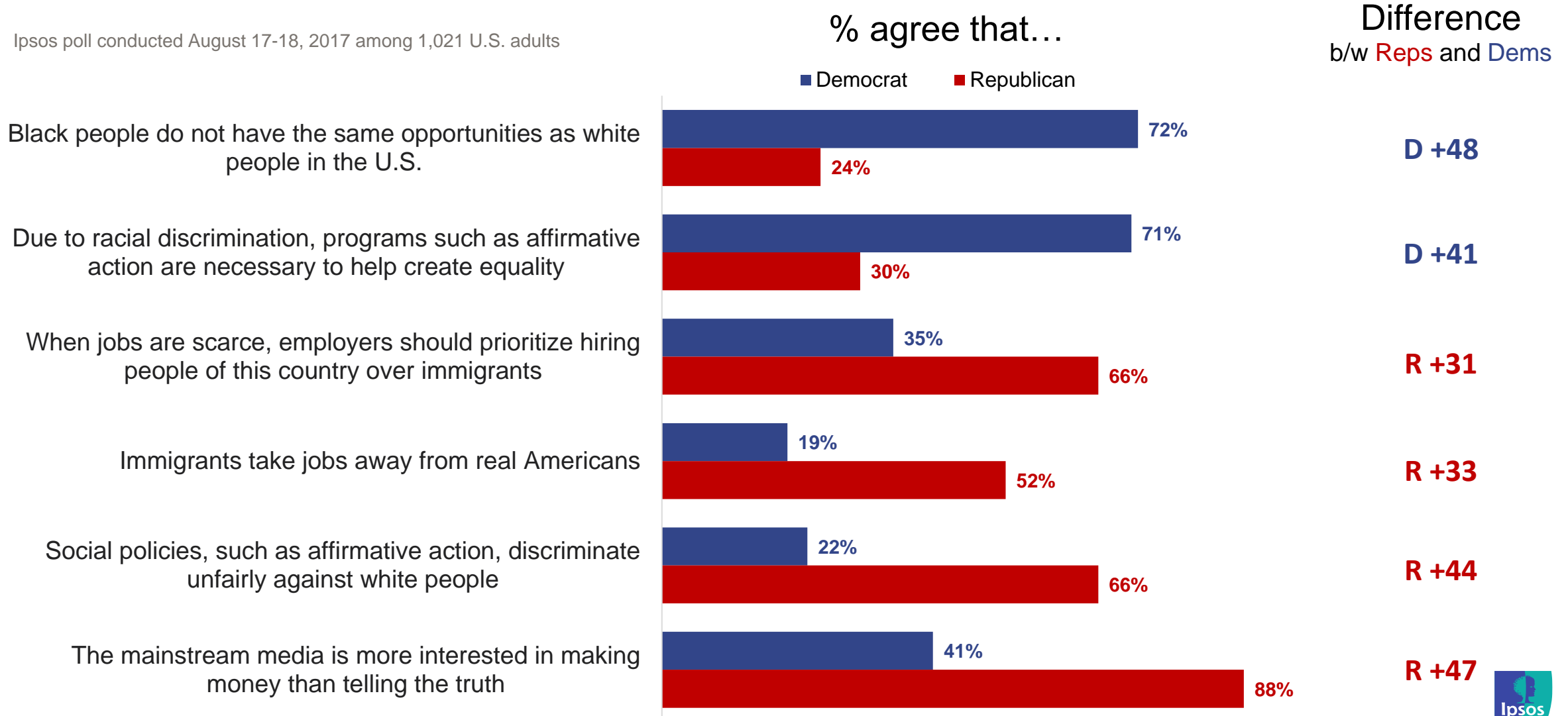
America Is Becoming Less White

Source: For 1960 and 1970, see Passel and Cohn's 2008 population projections. For 1980-2000, Pew Research Center analysis of U.S. decennial census data (5% IPUMS). For 2006-2014, Pew Research Center analysis of American Community Survey (1% IPUMS). For 2030 & 2060 see U.S. Census projections.



Deepening Political Cleavages

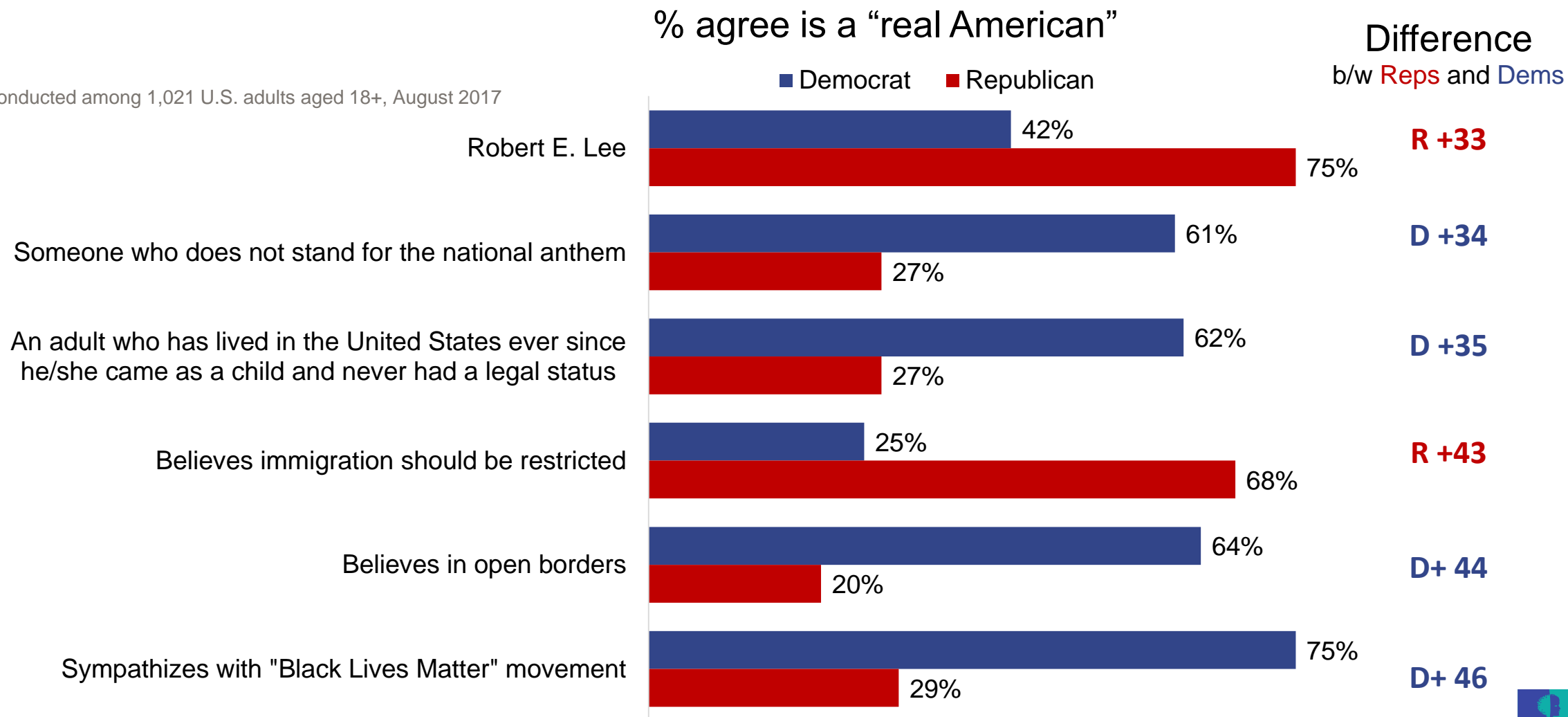
Ipsos poll conducted August 17-18, 2017 among 1,021 U.S. adults



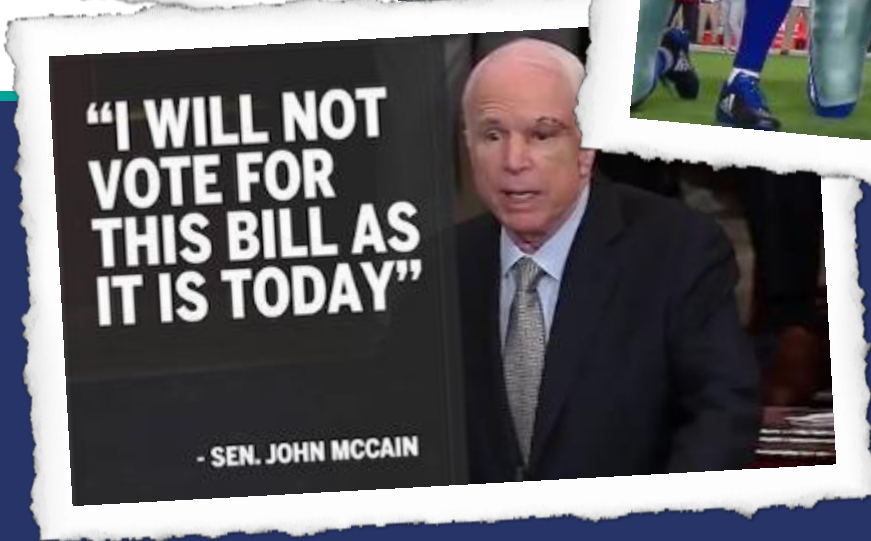
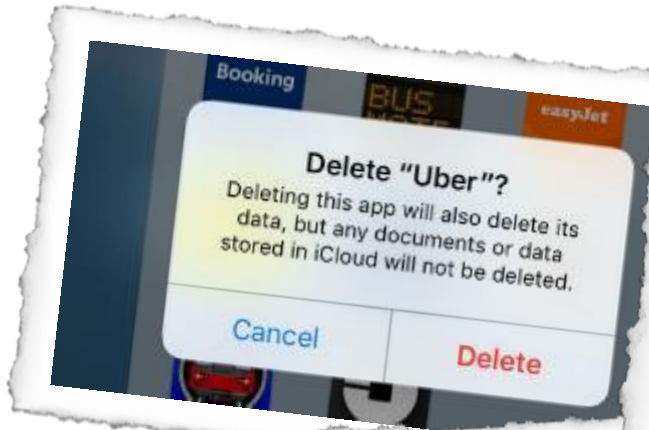
SOME IMPLICATIONS

Challenges to Reach Consensus

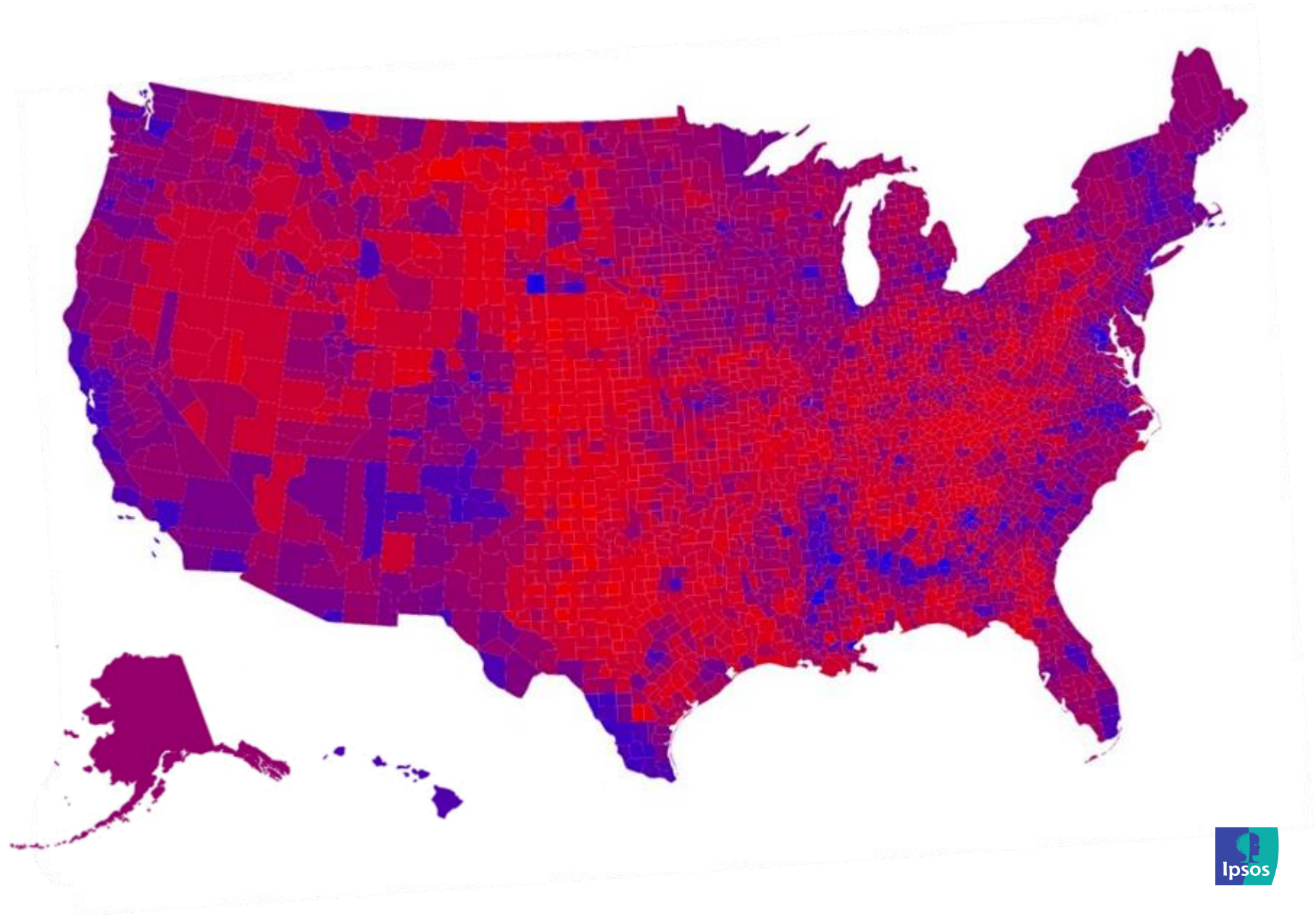
Ipsos poll conducted among 1,021 U.S. adults aged 18+, August 2017



Unanticipated Reactions

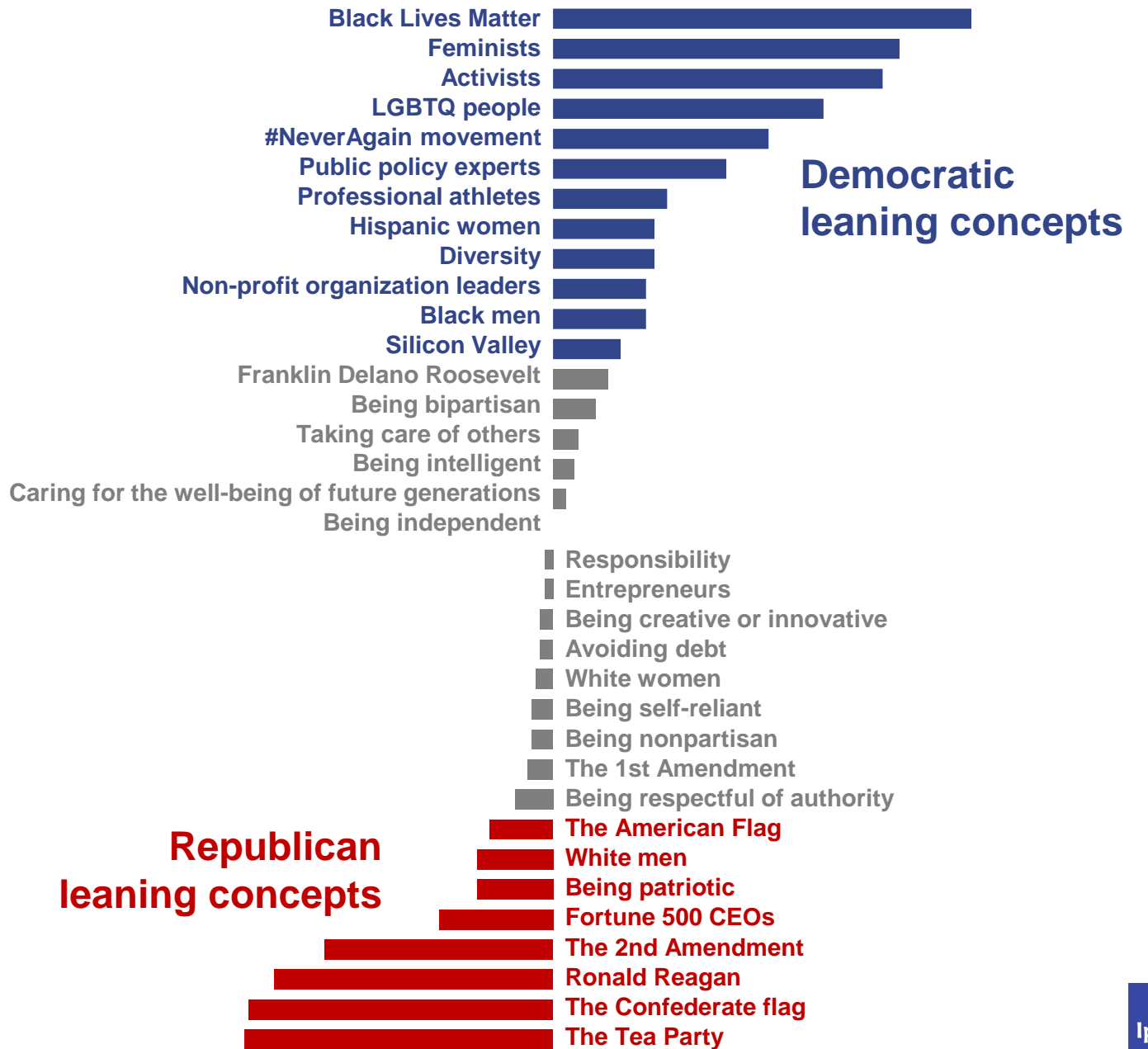


**Be
careful
where
you step**



America is a cognitive minefield

Ipsos poll conducted among 1,004 U.S. adults aged 18+, April 2018. Data point represents the net favorability of each item among Democrats minus the net favorability among Republicans.



Thank you