



IntelligenSEER[®]

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Introduction – June 1st, 2020

During the last quarter of 2019 we knew that 2020 would be a watershed moment. As a result, we started our podcast “The Zogby Report: Real and Unscripted” to chronicle what we believed would go down in the books like 1848, 1945, 1989, and 2001 – forever changing the globe. Months later Zogby Strategies partnered with EMI Research Solutions (a leading online sample provider) to bring you the Main St. – K St. IntelligenSEER.

[Episode 1](#) of the Zogby Report offered a breakdown of how and why 2020 would continue with mass protests around the globe. Then the COVID-19 Pandemic took center stage.

We have come full circle, as of June 1st, 26 states have called upon the National Guard due to pent up and volatile energy reaching a boiling point after the death of George Floyd on Memorial day.

Brief Review of Previous Forecasts:

- **2020: The Year of the Protest** – From Paris to Hong Kong, to Beirut, to Santiago, and beyond – although different contexts, there was a common theme for this year of demonstrations:
 - Increasing insecurity among Gen Z and Millennials who saw the prospects for careers drifting away;
 - Increasing anxiety among Boomers concerned over pensions either dwindling or not being enough to support their golden years;
 - All of this juxtaposed against a backdrop where elites appear to have unlimited power.
 - *Updated Forecast* -- It is a law that energy doesn't disappear; it changes form. Currently, many states are entering early phases of business openings while tens of millions are still out of work, and [food insecurity is on the rise](#). The full-scale riots unraveling this weekend – caused by outside agitators or not – point to a summer filled with riots and eventually military in the streets across the nation. In other words, something exactly like or [similar to Martial law](#), as we [forecasted towards the end of episode 12](#).
 - *Forecast Continued* -- Prospects for martial law grow more and more each day in the U.S. and **the new Zogby Strategies/EMI Research Solutions survey** fielded and finalized on May 26th (just one day after the death of George Floyd), revealed 32% of US likely voters feel it is *likely* (9% *very* and 23% *somewhat*) that they'll live under martial law at some point in the next several years.
- **Medical 9/11 & Crossing the Rubicon** – On January 31st, the [fourth episode](#) of the Zogby Report podcast, we discussed the potential for the Coronavirus to have a significant impact worldwide. Weeks before anyone in the U.S. took the story seriously, the Zogby Report raised vital questions related to what was unfolding and yet to unfold regarding COVID-19.

- What are the implications for 60 million people going on lockdown in the Hubei Province in China with just hundreds of cases identified?
- What precedent was being set for the United States while Italy and China had basically succumbed to Martial Law?
- Drawing on the analogy of what happened after 9/11 regarding the creation of a surveillance state and TSA in every airport – what new surveillance measures would the American people see rolled out as a result of COVID-19? We forecasted the [expansion of biometric technology](#).
- With business shutdowns, stay at home orders, and tens of millions out of work – how would people begin to rebuild their lives amidst the great fear and uncertainty?
- *Prologue to the future* – Our polling data below will reveal in greater depth what the future portends regarding our often discussed themes of [Medical 9/11](#) & [Crossing the Rubicon](#).

The Main St. – K St. IntelligenSEER Looks at the Future of America

On May 26th, Zogby Strategies/EMI Research Solutions polled 1,001 likely voters in an online survey (margin of error +/- 3.2 percentage points). Here are just a few of the essential topics.

▪ On Biometric ID Tracking –

- Which of the following statements comes closer to your view?
- *Statement A: Innovative technologies like biometric ID tracking could reduce the likelihood of future pandemics by allowing...the ability to track everyone's movement... all from an implanted nano-sized chip placed inside of human skin.*
- *Statement B: Biometric ID technology is dangerous and allows for unprecedented abuse of power, ...likely to result in the total loss of privacy and other natural rights...*
- Overall, 24% agree with statement A, 56% agree with statement B, and the remaining 20% are not sure.
- *Follow this trending story – Tracking systems are currently being rolled out via contact tracing apps. The biometric ID aspect of tracking is hailed by organizations like the Bill and Melinda Gates Foundation - a major player in helping India develop a biometric database of all citizens. Gates advises that the technology is crucial to preventing future pandemics, which he has been warning for a couple of years now – particularly the recent John's Hopkins/Gates Foundation [Event 201](#), a simulation of a deadly coronavirus pandemic.*
 - *Forecast – Looking at the overall data, there are many in the U.S. weary of technocracy. The data reveals 68% of voters who will support the re-election of President Trump in November agree with Statement B (vs. 18% who agree with statement A). On the flip side, 48% of voters who will support Biden in November agree with statement B (vs. 28% that agree with statement A). The conclusion is that there are considerable numbers on both sides that do not like the idea of biometric ID tracking. As a result, contact tracing methods will be a tough sell for the public, **barring a more lethal disease or strain in the near future.** Finally, it appears public sentiment aligns with the famous Benjamin Franklin quote – “those who trade their liberties for security deserve neither.”*

▪ **On 5G/AI/Robotics –**

- *Statement A: Humanity will take a leap forward into a world powered by 5G, Artificial Intelligence, and robotics, which is likely to result in advancement for human civilization.*
- *Statement B: A world powered by 5G, Artificial Intelligence, and robotics will be a threat to human civilization.*
- Overall, 34% agree with statement A, whereas 41% agree with statement B, leaving 26% not sure.
- *Follow this trending story –* Although a slight plurality believes that a new era of 5G/AI/Robotics is a threat to humans, there is an intense divide among the public.
 - *Forecast –* Aligning almost precisely with the overall results - 43% of those who report recently losing a job agree with Statement B. 34% of those who report not having lost a job agree with statement A. So, it is unlikely that the millions who have recently lost their jobs (approximately 41 million Americans) will be swayed as they feel directly threatened by a roll-out of artificial intelligence and robots, effectively replacing their work due to exponential productivity. In the process of rebuilding their lives, millions of Americans will have to reinvent themselves by exploring fields AI and robotics are not likely to dominate for some time to come – craftsmanship, artisanship, ecological regeneration, practical, and technical trades – basically the old school creators of things we humans enjoy and need.

▪ **On Trusting Science**

- *Statement A: We need to trust the scientific experts from the most prestigious institutions...Not trusting our scientific leaders is dangerous.*
- *Statement B: There are expert scientists who work for institutions that are biased and have an agenda. As a result, scientific ideas outside of the mainstream are a necessary part of the dialogue to discover what is true...even during a crisis.*
- Split down the middle! Overall, 41% agree with statement A, and 41% agree with statement B (leaving 19% not sure).
- *Follow this Trending Story –* A major divide as 53% of those who say they will vote for Biden in November agree with Statement A vs. 31% that agree with statement B. On the other side, 55% of those that say they will vote for Trump in November agree with statement B whereas 25% agree with statement A.

- *Forecast* – Our data proves what John Zogby has been saying for weeks now - one of the biggest issues leading up to November will be “[*Science vs. Skepticism*](#).” While some may liken this to religious fundamentalism clashing with modern science – and there may be a little of that - the bulk of skepticism is a deep mistrust of prestigious institutions that tend to set the parameters for what is debatable and what is not.

Top Stories Today & Beyond - As a bonus, we’d like to share what are the hottest stories over the past week and what you need to follow to have an idea of what the future holds.

Last week witnessed major developments in the news. Here are just a few that the above themes regarding disruption and division.

- **Legendary Podcaster Joe Rogan Signs with Spotify** -- The self-proclaimed meathead podcaster with 4 million subscribers on his YouTube channel and often in the top ten most downloaded podcasts on Apple, has signed an exclusive deal with podcast platform Spotify. Rogan and Spotify are likely to have started a powerful trend that could result in more bypassing Silicon Valley censorship of topics surrounding COVID-19 that are contrary to angles covered in the mainstream media.
 - *Follow this trending story* –A journalist on any network or channel does not have the freedom to say what they want without fear of losing their job or facing fines from the FCC. The podcast medium is revolutionary for the reason that podcasters, like Rogan, have in-depth conversations with guests about their areas of interest for up to four hours!
 - *Forecast* -- Joe Rogan’s move to ditch YouTube and Apple (where he was guaranteed millions of views/listens per month) and exclusively work with Spotify is risky. With YouTube increasingly censoring COVID-19 content deemed controversial, and Spotify now offering an uncensored platform to Rogan, social media giants are likely to face blowback if a significant number of users migrate to Spotify and new platforms that follow in search of a ripe market-share.
 - *[Author’s note, May 28th]* President Trump signed an executive order removing liability shielding from social media platforms with the intent to fine or put them out of business if found to be influencing the upcoming election. Some have suggested this is political theater, and little will come from it. Either way, it captures an increasing sentiment that is critical towards Social Media and embodied by the anticipated success of the Rogan-Spotify deal.
 - *Forecast Continued* – The mighty opinion influencer platforms (Facebook, Twitter, YouTube, etc.) may have dealt themselves with their death blow by becoming too engaged in opinion molding. Practices of shadow banning, algorithms that prevent news stories in peoples’ feeds, etc. Either the social media giants will have to reform themselves, or new platform-

based services will rise with a new focus towards user ownership of user data, privacy, and censorship that is not politically motivated.

- **A vaccine to be Mandated?** -- Recently, Harvard Law Professor Alan Dershowitz made the following comment, "*Let me put it very clearly, you have no constitutional right to endanger the public and spread the disease, even if you disagree. You have no right not to be vaccinated; you have no right not to wear a mask; you have no right to open up your business. And if you refuse to be vaccinated, the state has the power to literally take you to a doctor's office and plunge a needle into your arm.*"
 - *Follow this trending story* – While vaccines are mandatory for children that want to attend Public and Private schools, the U.S. has yet to Mandate a vaccine for all Americans. We have polling data that we will release in our next report that shows a slight majority of Americans prefer a vaccine for COVID-19 compared to a little over one-quarter that prefer the Swedish policy of herd immunity via keeping the economy open. Yet, when asked about a mandated vaccine for the COVID-19 – a large majority prefer that citizens have the choice to opt-out vs. about one-quarter who want the vaccine mandated for all. Will a second wave of the Coronavirus that is being projected by fall be enough to flip the numbers? What is at stake is another set of values of what it means to be American and which of these values will dominate: liberty vs. the broader community interest.
 - *Forecast* – Barring something far more lethal than COVID-19, a substantial number of Americans will still prefer that citizens be free to opt-out of anything that smacks of a government mandate (even if it includes a possibly lifesaving vaccine). Yet, this very issue is likely to be split down the middle by the time a second wave hits, especially if it demonstrates in an early spike in cases and deaths.

Conclusion

America has long faced division; Federalists vs. Anti-Federalists, North vs. South, Urban vs. Rural, Progressive vs. Fundamentalist, Liberal vs. Conservative, and Democrat vs. Republican.

Since 2000, most Presidential election results have been narrowly decided – including 2008, which were very competitive until the very end.

This time, however, the division is elite vs. anti-elite (i.e., Trump taking on the so-called swamp). It is also science vs. skepticism (i.e., MIT vs. independent scientists/journalists) and the debate over the future role of technology in the most intimate aspects of our lives and bodies.

As of this week, there is also the urban rioter vs. the police.

While there will likely be no final epic battle, 2020 is a tumultuous year given that much the trends reported here are global. Something has got to give.

We look forward to investigating these unfolding events further in our next IntelligenSEER two weeks from now.

John Zogby Strategies

Nearly 40 years of excellence providing the most accurate polling and market research - servicing clients in over 80 countries, ranging from global NGOs, Fortune 500 companies, candidates from all parties, business startups, and local municipalities trying to redefine their strategy amidst dynamic changes. JZS asks revealing questions that get to the core and point to the future, offer meaningful analysis, and guiding strategies.

EMI Research Solutions

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