kNOW Instant Insights

6/10/2020

kNOW DVG x Dynata Survey 6.9.2020
Survey Methodology:

All data was sourced from a survey conducted by global data and insights company Dynata in partnership with DeVries Global, a lifestyle communications agency, on Tuesday, June 9. The process involved surveying a representative sample of 1,000 Americans through Dynata’s online platform.
Q1 How would you characterize your feelings about the Black Lives Matter movement?

- **43%** I strongly support what the Black Lives Matter movement is doing in response to racial injustice
- **21%** I somewhat support Black Lives Matter
- **22%** I am neutral about Black Lives Matter and what the movement stands for
- **5%** I somewhat oppose Black Lives Matter
- **11%** I strongly oppose with what the Black Lives Matter movement is doing right now
Q2 In response to George Floyd’s death and other recent interactions involving police officers, there has been an increase in conversation around the best ways to minimize police brutality. What do you believe could be the most effective ways to create positive change, when it comes to police brutality?

- Requiring the use of body cameras to be “always on” when police officers are on duty: 60% (Americans), 59% (BLM Supporters)
- Requiring officers to de-escalate before using force: 46% (Americans), 46% (BLM Supporters)
- Putting more funding into social services (e.g. schools, homeless shelters): 37% (Americans), 44% (BLM Supporters)
- Demilitarizing police departments: 44% (Americans), 36% (BLM Supporters)
- Other: 28% (Americans), 24% (BLM Supporters)

% VALID CASES

- Americans
- BLM Supporters
Q3 What do you believe the term "defunding the police" means?

- 54% Re-distributing funding away from the police department to other social services (e.g., schools, homeless shelters)
- 27% Allowing alternatives, such as community patrols and neighborhood watches to take over policing duties
- 13% Ending no-knock warrants and military-style raids
- 9% Privatizing police departments
- 22% Disbanding police departments completely
- 17% I don't know what it means
- 5% Other

% Valid Cases
The Minneapolis City Council announced plans to disband its police department and invest in community-led public safety programs, such as community policing. How closely have you been following this news?
Q5 How would you characterize your feelings about the Minneapolis City Council’s recent decision to disband its police department and invest in community-led public safety programs, such as community policing?
Q6 Many companies have been responding to Black Lives Matter over the past two weeks. As an employee, what do you expect from your employer during this time?
Q7 Would you consider yourself a fan of the NFL?

- Yes, I watch regularly: 38%
- Yes, I watch in social settings: 25%
- No, I don’t follow the NFL at all: 21%
- No, I actively avoid information about the NFL: 16%
Q8 The NFL recently changed its stance on players kneeling during the national anthem, with commissioner Roger Goodell saying that the league was “wrong for not listening to NFL players earlier,” and hinted that he himself might kneel during the 2020/2021 season. Have you been following the news around kneeling in the NFL?

- 49% of Americans and 37% of NFL fans are very much aware of this news and have been following it closely.
- 35% of Americans and 32% of NFL fans have somewhat been following this news.
- 14% of Americans and 10% of NFL fans haven't been following this news closely.
- 18% of Americans and 6% of NFL fans haven't been following this news at all.
Q9 How would you feel if more NFL players started kneeling during the national anthem next season?

- I would strongly support more NFL players kneeling next season: 29% Americans, 35% NFL Fans
- I would somewhat support more NFL players kneeling next season: 11% Americans, 15% NFL Fans
- I wouldn't have strong feelings about it: 27% Americans, 21% NFL Fans
- I would somewhat oppose more NFL players kneeling next season: 9% Americans, 9% NFL Fans
- I would strongly oppose more NFL players kneeling next season: 24% Americans, 20% NFL Fans
Q10 How would you characterize your feelings about the NFL’s stance on kneeling changing over time?

- **I’m very happy with the NFL for changing its position**: 33% (Americans), 30% (NFL Fans)
- **I’m somewhat happy with the NFL for changing its position**: 14%, 14%
- **I’m happy with the NFL for changing its position, but I wish they’d done it sooner**: 16%, 12%
- **I’m indifferent to the NFL changing its position**: 11%, 8%
- **I’m disappointed that the NFL changed its stance on kneeling because I disagree with it**: 24%, 20%
- **Other**: 2%, 1%
Q11 Why would you say that you are disappointed with the NFL changing its stance on kneeling?

- I believe kneeling is disrespectful to military personnel: 74%
- My friends/family are in the military, so it is personally disrespectful to me/them: 43%
- I don’t agree with involving politics in sports: 71%
- Kneeling takes away from the game: 29%
- It feels inauthentic for the NFL to suddenly change their decision - they are jumping on the "bandwagon": 55%
- Other: 7%
Demographic Data Can Be Found on The Following Slides
Gender

Male: 51%
Female: 49%
Some High School or less
High School Graduate or equivalent (i.e., GED)
Some college
Technical/Vocational Degree
Associate Degree
Bachelors Degree
Professional Degree (i.e., Teaching Credential, Legal Counsel, Physician’s Assistant, etc.)
Master's Degree (i.e., MBA, etc.)
PhD (Doctorate Degree)