**Big Village** America's Response to Racial Injustice SETTING THE STAGE How much do you agree or disagree with this statement: I believe there is still an issue of systemic racism in America. -3% **92%** -2% **75%** -9% **79%** Agree (net) **↓** -3% **GENERATION: Baby Boomers POLITICAL:** Independents How much do you agree or disagree with the statements below regarding recent events (such as the deaths of George Floyd, Rayshard Brooks and others, the national-scale protests related to Black Lives Matter and racial equality)?: I expect real, systematic change, to actually happen this time. RACE: **↓** -4% **GENERATION:** Gen Z **POLITICAL:** Independents 54% of Americans believe "small groups of individuals using the protests as cover to vandalize and steal" are responsible for a MAJORITY of the looting/violence in the nationwide protests that have taken place over the last two months. WHAT CHANGE IS BEING MADE As a result of these recent events (the deaths of George Floyd, Rayshard Brooks and others, the national-scale protests related to Black Lives Matter and racial equality), how much do you agree or disagree with the statements below? "I have spoken up about racism" Agree (net) **↓ -2**% **GENERATION:** -2% **55%** <sub>-5%</sub> **71% 67% -2% 60%** Gen Z Gen X **Baby Boomers POLITICAL:** "I have taken/will take additional steps to educate myself on race issues in my community" **1** +2% **GENERATION:** 79% <sub>+4%</sub> 66% **POLITICAL:** Republicans "I have taken/will take additional steps to educate others on race issues in my community" Agree (net) **↓** -2% **GENERATION: POLITICAL:** "I would like to help but don't know what to do" **↓ -1**% **GENERATION:** Millennials **POLITICAL:** Republicans Independents Have you personally participated in any of the following activities since the killing of George Floyd and the subsequent events of the last two months? Public clean-ups Public protests Prayer events Social media Writing posts on Engaging in dialogue about events such 'blackout' events social media about

issues such as these as these Virtual events None of the above Family discussions about issues such as these How much do you agree or disagree with the statements below regarding recent events (such as the deaths of George Floyd, Rayshard Brooks and others, the national-scale protests related to Black Lives Matter and racial equality)? "There needs to be major reform of the way policing is done in this country"

Agree (net) **↓ -4**% **GENERATION:** 

**POLITICAL:** 

To what extent do you support or oppose each of the following?

(Strongly/Somewhat support summary)

Renaming of the Edmund

Alabama in honor of the late

Congressman John Lewis

Pettus Bridge in Selma,

Republicans

Use of federal law

to address ongoing

enforcement agencies

protests (such as those that have been occurring in Portland, Oregon)

Democrats

"There needs to be major reform of the justice

system in this country"

**GENERATION:** 

**POLITICAL:** 

Independents

Independents

Banning the display of

the Confederate flag in

all public places

**↓** -5%

Athletes who kneel in Renaming military bases protest during the playing that are currently named of the national anthem for Confederate generals Removal of statues that Removal of statues of honor Confederate generals historical figures who from the Civil War owned slaves WHAT THIS MEANS FOR POLITICS How well do you think each of the following have handled these specific events of the last two months?

**POLITICAL:** 

**GENERATION:** 

Gen Z

**GENERATION:** 

**POLITICAL:** 

Republicans

Republicans

**56**%

**Baby Boomers** 

Handled Well (net)

1+1%

Yes

<u> </u> +5%

**1** +6%

Handled Well (net)

1 +3%

Former Vice President Joe Biden

Your local police departments

**President Trump** 

Handled Well (net)

1 +4%

**POLITICAL:** Do you expect that the way the following entities responded to these specific events will have an impact on how you will vote for them in the 2020 elections? **Federal Government Officials** <u> </u> +**7**% **GENERATION:** Gen Z **POLITICAL:** Republicans **State Government Officials** 

**GENERATION:** 

**GENERATION:** 

Republicans

How would you feel about a brand/company

**POLITICAL:** 

Hispanic

**Democrats** 

Provides counselling and

**Baby Boomers** 

Makes contributions to

Independents

Gen Z **POLITICAL:** 

that does the following?

Provides financial support

Promotes a social media

campaign in partnership

with Black Lives Matter

% indicates positive sentiment

RACE:

**Black** 

**Local Government Officials** 

to rebuild local businesses other forms of support assist development of impacted by recent underserved communities to employees vandalism and looting Creates a program for Makes donations to Makes donations to **Black Lives Matter** employees to volunteer in causes that address underserved communities racial justice Engages in diversity hiring Requires all employees to Issues statements in take training that addresses from top (leadership) to support of advancing racial sensitivity bottom (entry level jobs) racial justice 45% +1% 44% -1% Issues a statement to Encourages employees to apologize for past events join peaceful protests that address racial justice viewed as racially insensitive

BiG Village 609-452-5400 | CARAVANinfo@big-village.com This Online CARAVAN® omnibus survey was conducted June 22-23, and July 29-31, 2020. Approximately 1000 adults selected

from opt-in panels were surveyed. The results are also weighted to U.S. Census data to be demographically representative.

Changes their name, logo or

packaging out of concern for

racial stereotypes