

# America's Response to Racial Injustice

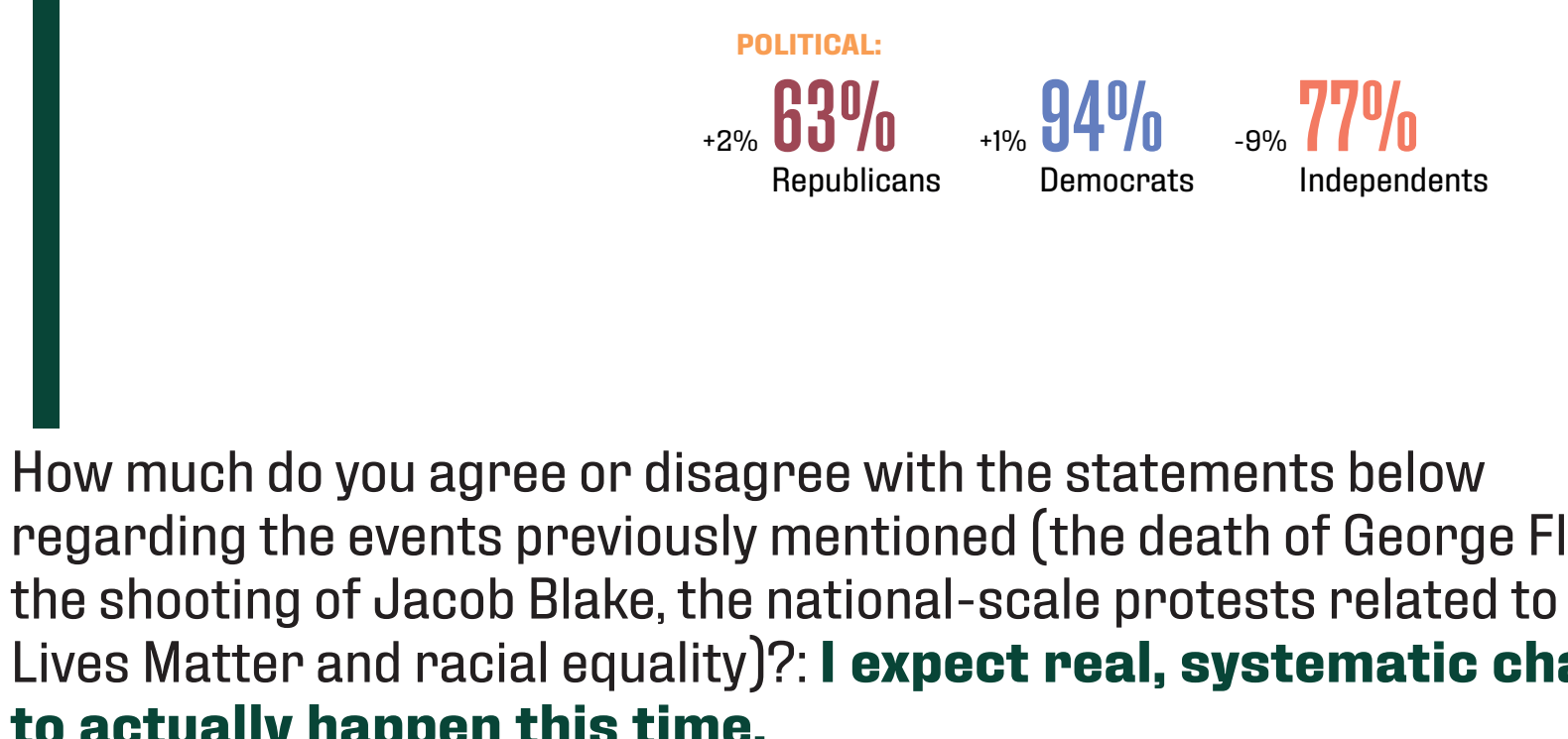
**When history looks back on 2020**, several themes will stand out: the ongoing COVID-19 global pandemic, the United States presidential election cycle, and the complicated saga of racial justice in the U.S. that reignited on May 25th with the killing of George Floyd by Minneapolis Police.

Since that time, many other high-profile situations related to race and equality have occurred across the country. And, along the way, Big Village Insights' CARAVAN Surveys Team has been there to measure the response of the American public. **To date, we have completed a series of 5 surveys beginning June 3-5, and most recently September 9-11.** Throughout this time, some critical measures have held steady while some others have evolved in a significant way. Check out the findings in the infographic below. For the full results, contact us at [caravaninfo@big-village.com](mailto:caravaninfo@big-village.com).

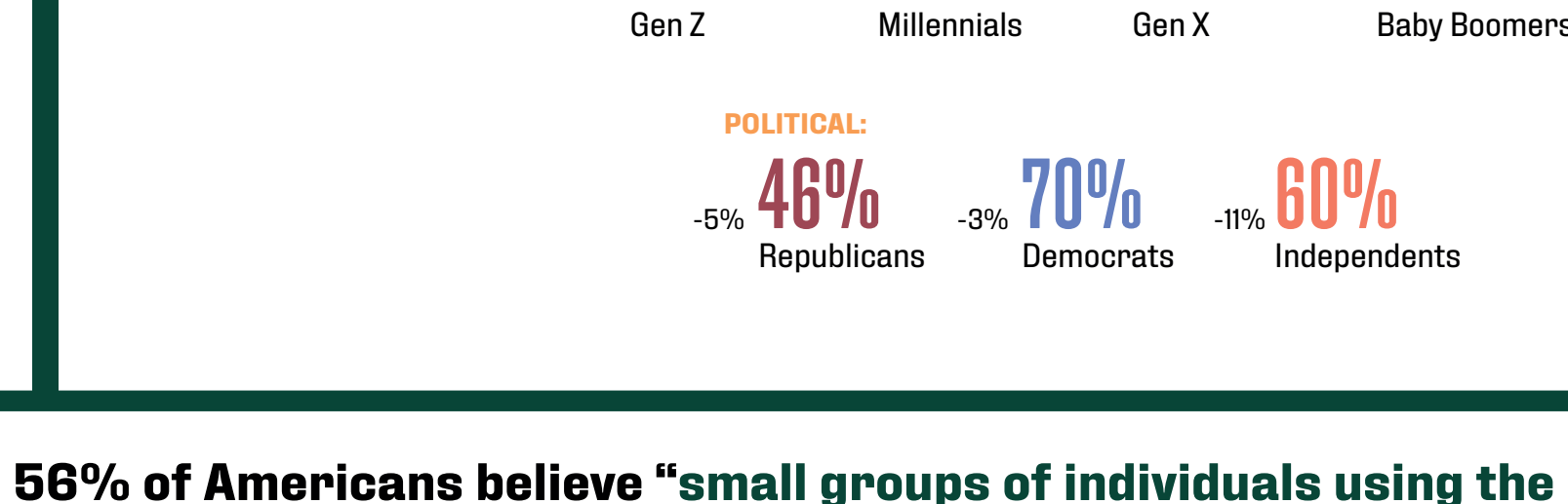
## SETTING THE STAGE

\*Differences reflected are from previous survey conducted July 29th-31st

How much do you agree or disagree with this statement: **I believe there is still an issue of systemic racism in America.**



How much do you agree or disagree with the statements below regarding the events previously mentioned (the death of George Floyd, the shooting of Jacob Blake, the national-scale protests related to Black Lives Matter and racial equality)? **I expect real, systematic change, to actually happen this time.**



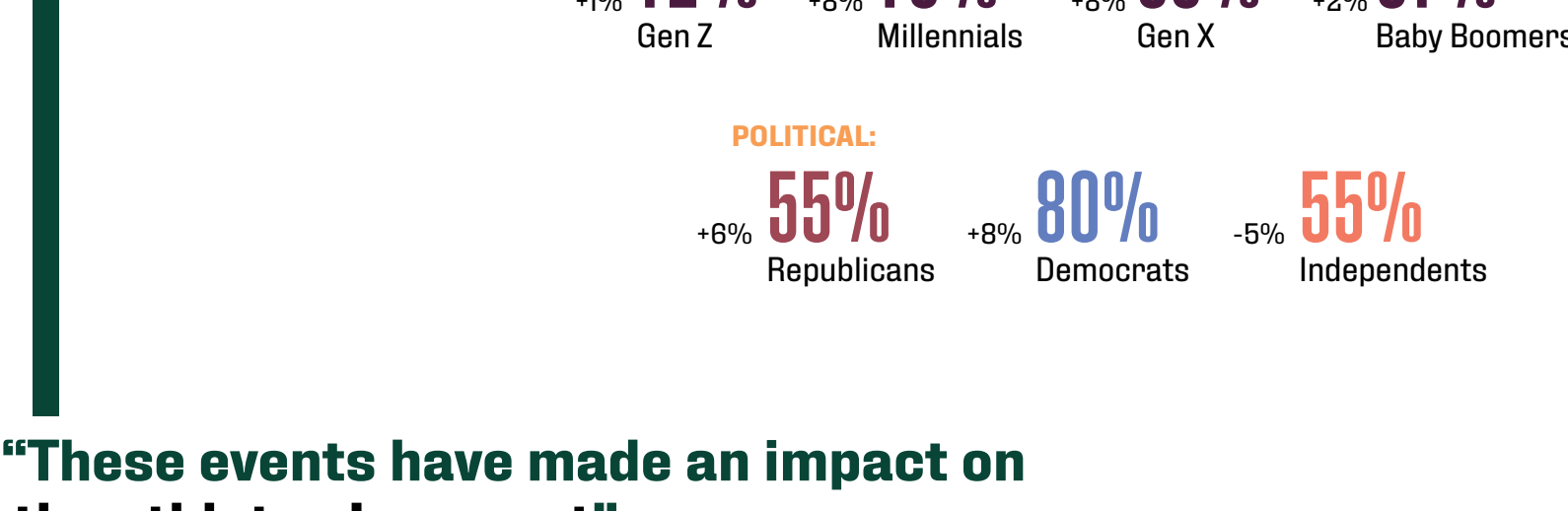
**56% of Americans believe "small groups of individuals using the protests as cover to vandalize and steal" are responsible for a MAJORITY of the looting/violence in the nationwide protests that have taken place throughout the summer.**

However, opinions that assign responsibility among other groups has grown quite a bit from early June to September. **Black Lives Matter increased from 19% to 34%, White supremacy groups increased from 19% to 28%, and the media increased from 17% to 26%.**

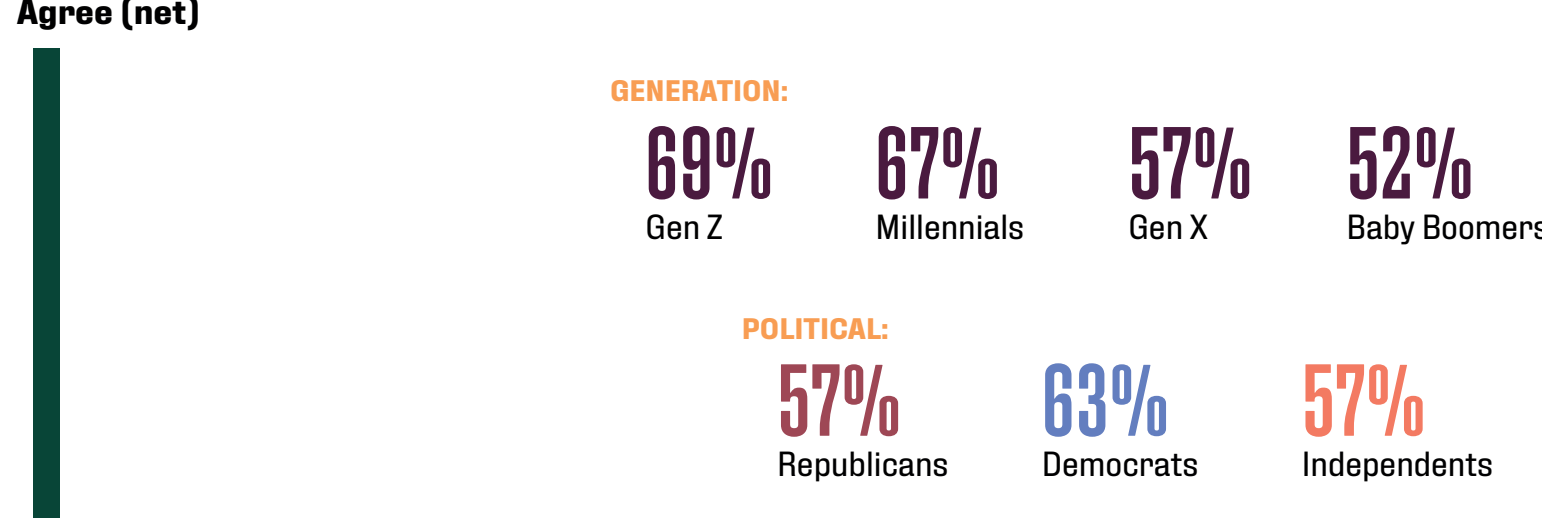
## WHAT CHANGE IS BEING MADE

As a result of these recent events (the death of George Floyd, the shooting of Jacob Blake, the national-scale protests related to Black Lives Matter and racial equality), how much do you agree or disagree with the statements below?

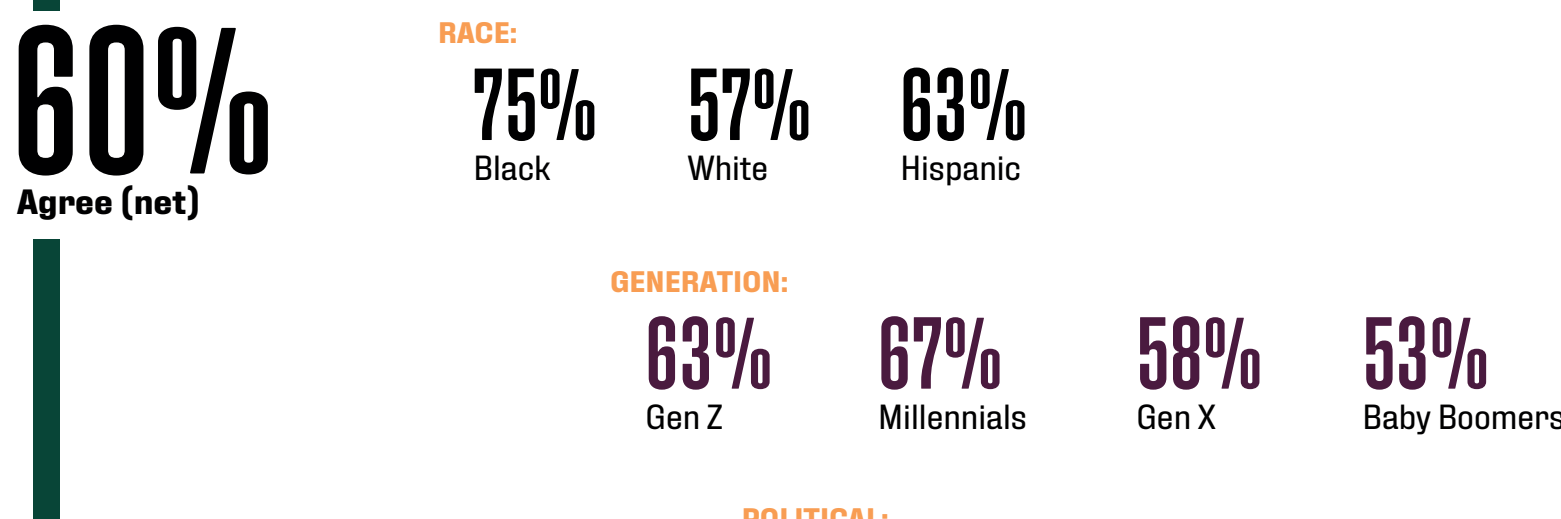
**"I have spoken up about racism"**



**"These events have made an impact on the athletes I support"** \*NEW QUESTION



**"These events have made an impact on the sports leagues I support"** \*NEW QUESTION

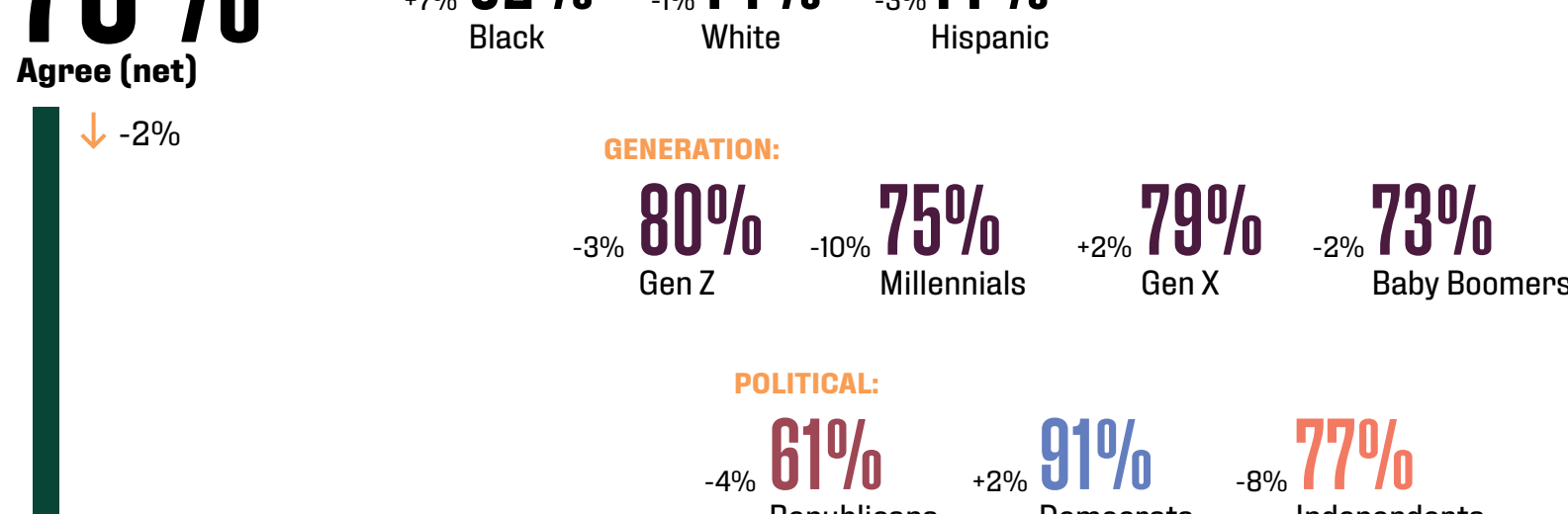


**From Wave 1 in early June to Wave 5 in September, agreement with the sentiment, "These events have made an impact on what BRANDS I support," has increased from 43% to 54%.**

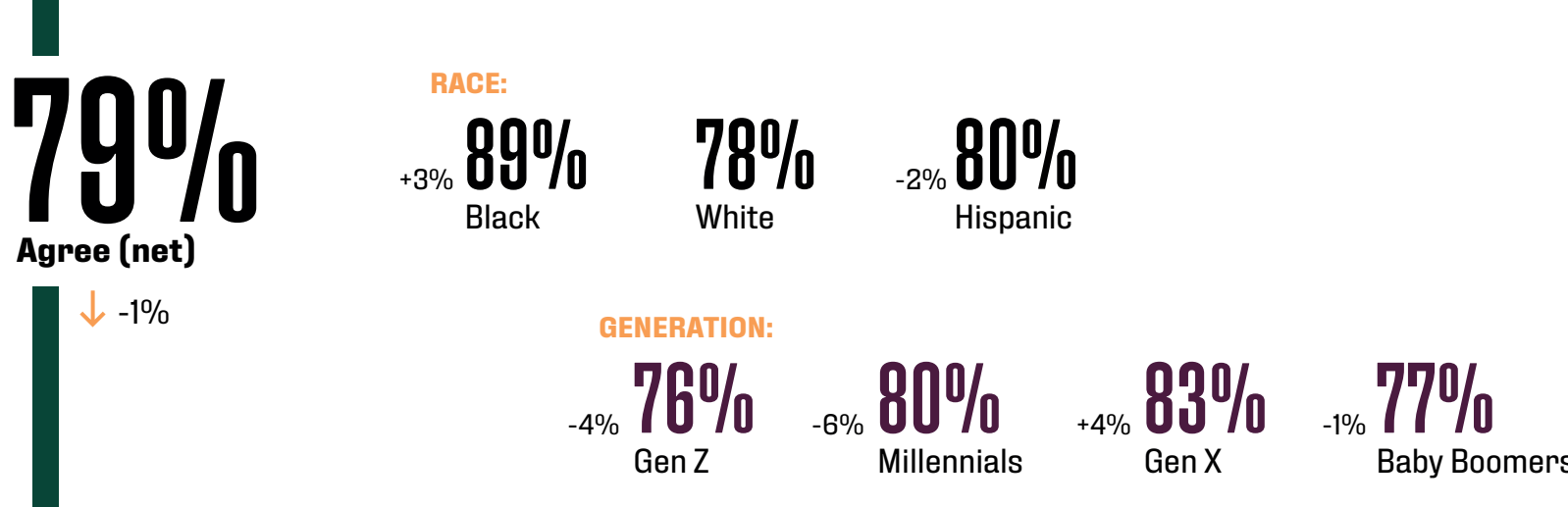
## WHAT WE NEED TO DO

How much do you agree or disagree with the statements below regarding the events previously mentioned?

**"There needs to be major reform of the way policing is done in this country"**

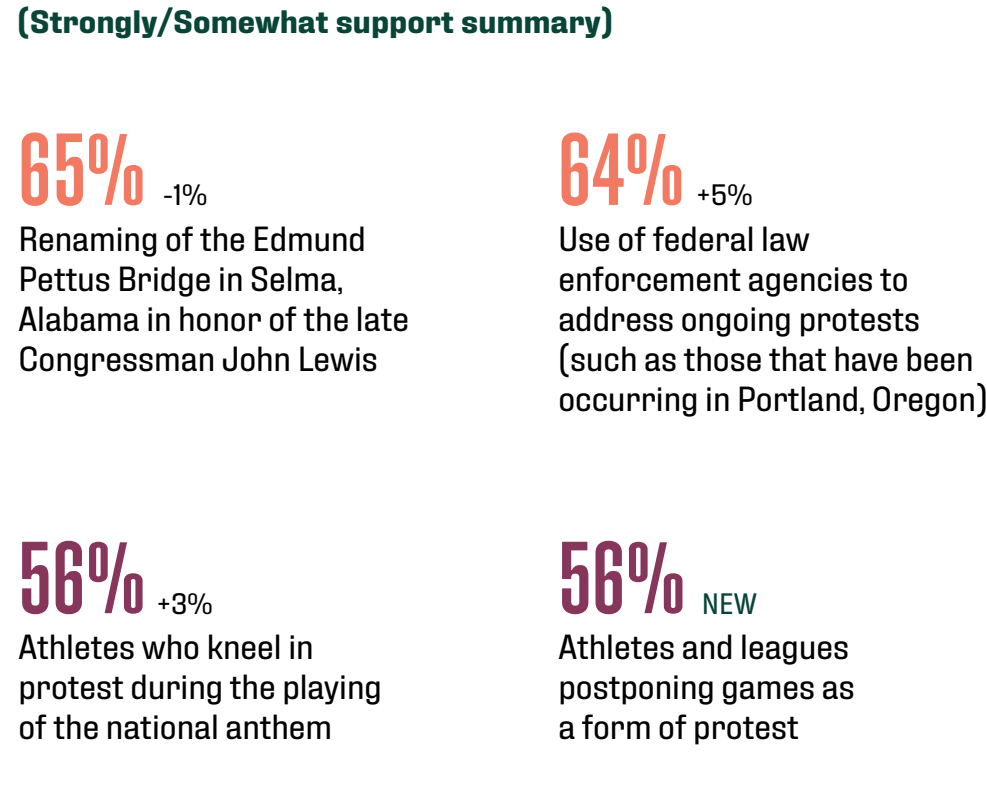


**"There needs to be major reform of the justice system in this country"**



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

(Strongly/Somewhat support summary)

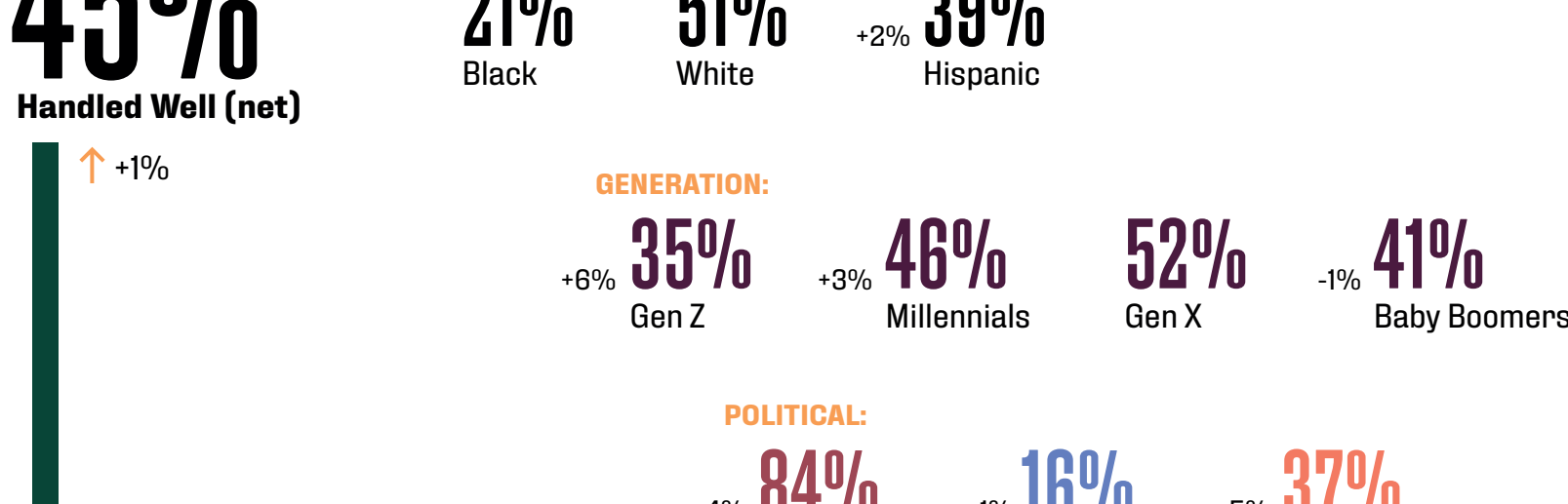


**When asked "Which of the following names do you recognize as people who were killed by police?" recognition for Breonna Taylor increased significantly from 33% in early June to 63% in September.**

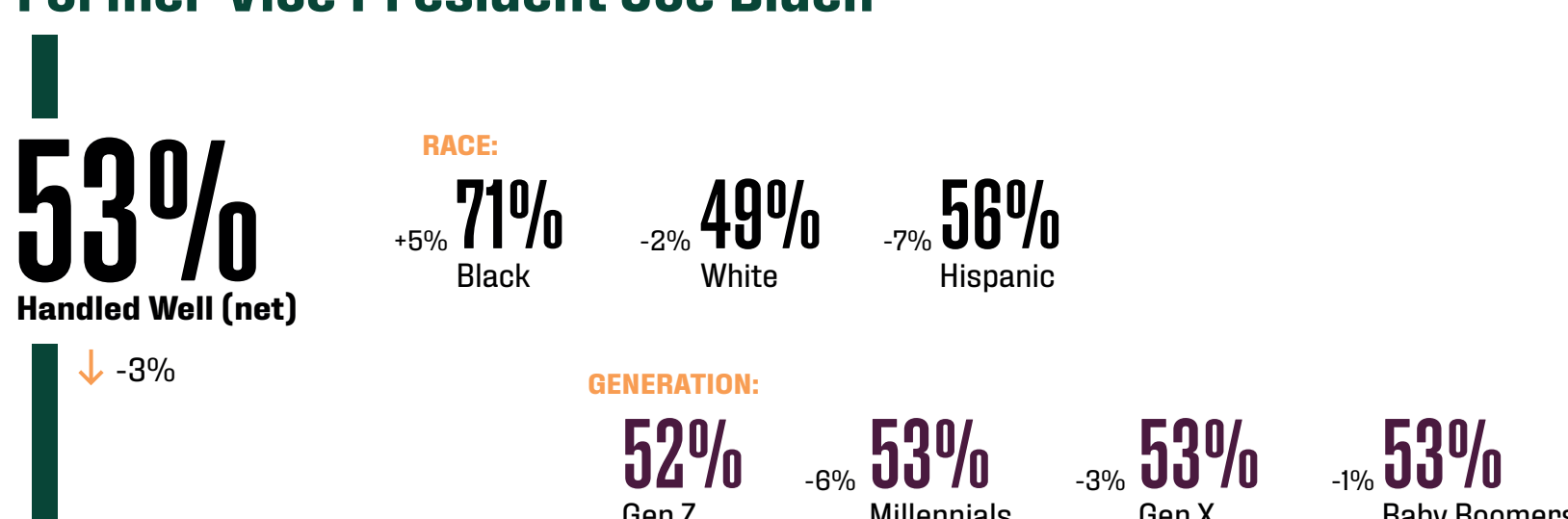
## WHAT THIS MEANS FOR POLITICS

How well do you think each of the following have handled these specific events throughout the summer?

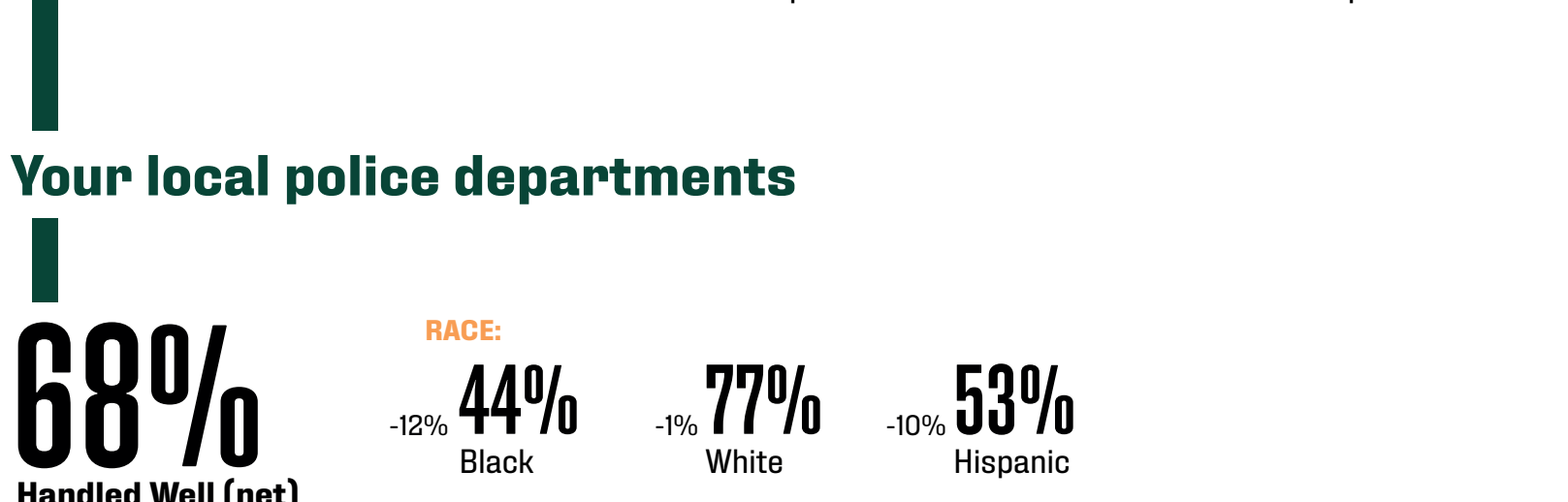
**President Trump**



**Former Vice President Joe Biden**

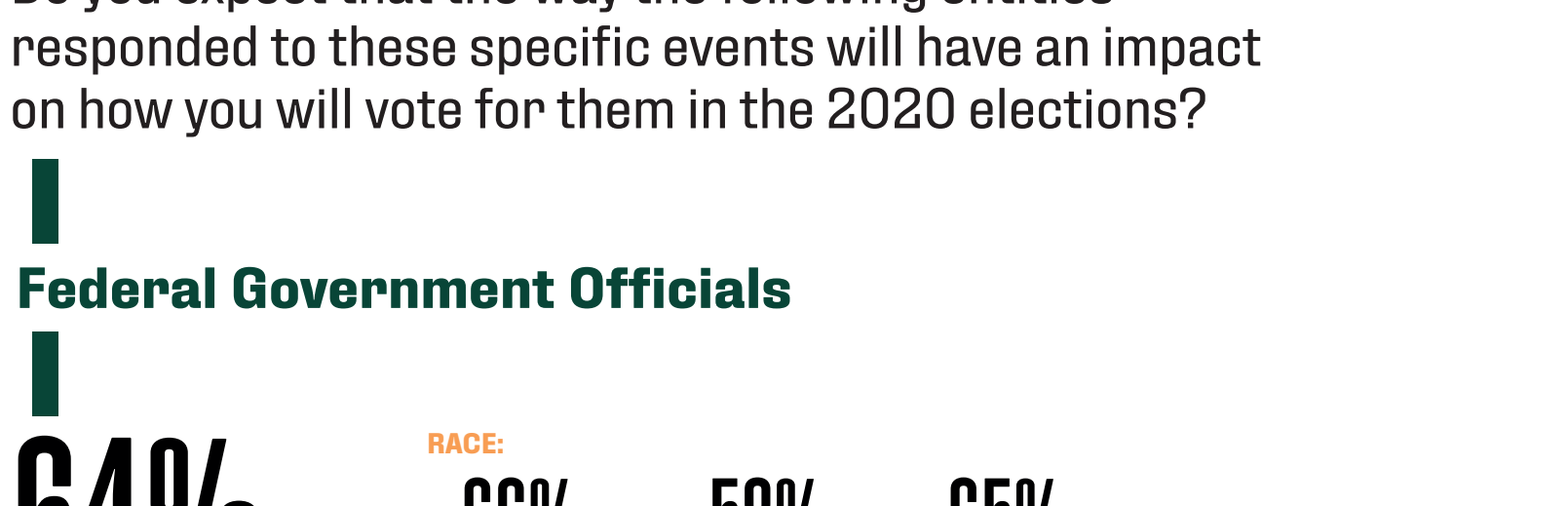


**Your local police departments**

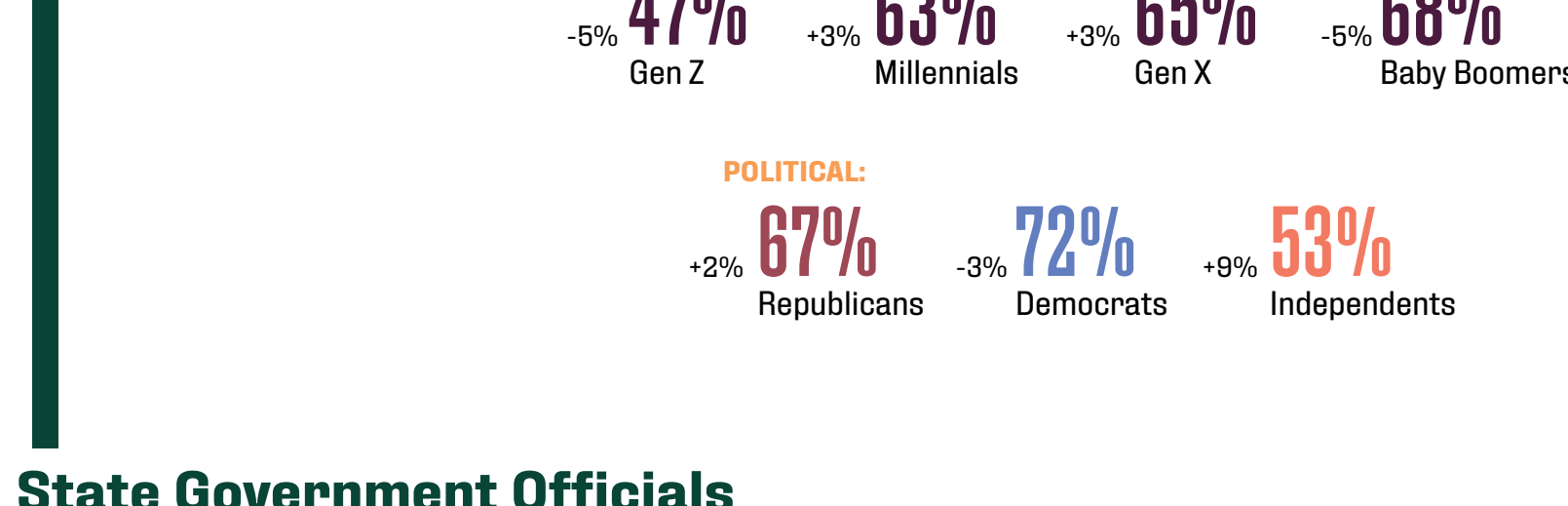


Do you expect that the way the following entities responded to these specific events will have an impact on how you will vote for them in the 2020 elections?

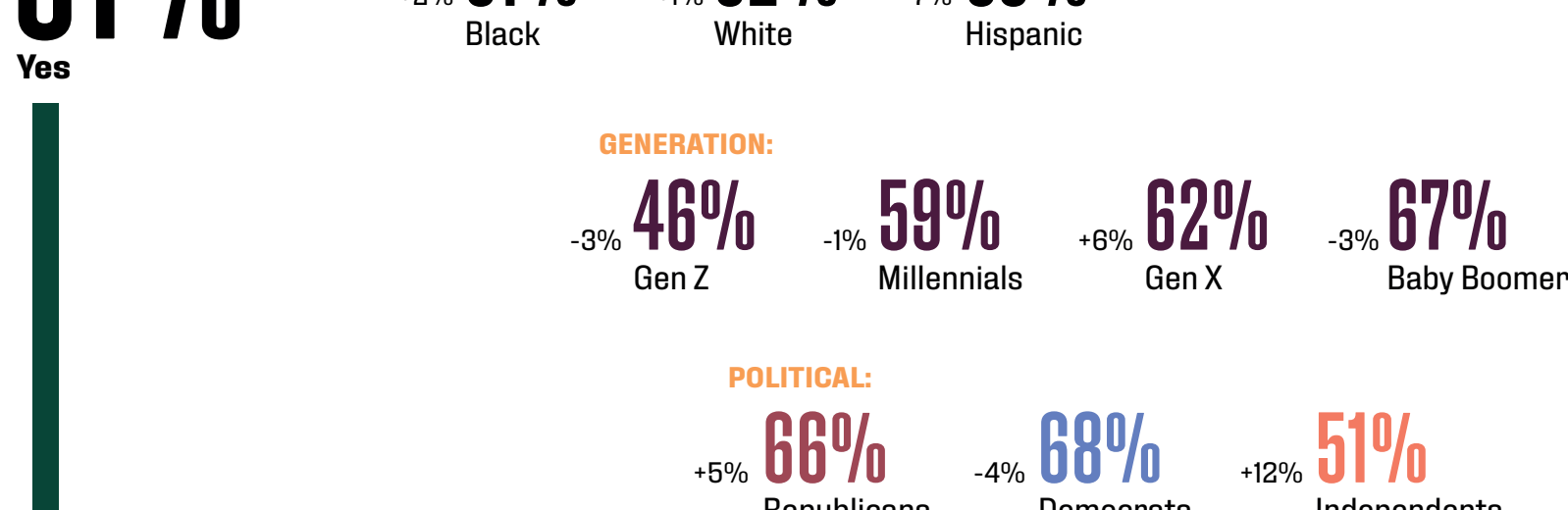
**Federal Government Officials**



**State Government Officials**



**Local Government Officials**



**From Wave 1 in early June to Wave 5 in September, agreement increased from 54% to 64% for Federal Government Officials, 51% to 61% for State Government Officials, and 51% to 61% for Local Government Officials.**