# America's Response to Racial Injustice

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.

When history looks back on

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.

Since that time, many other high-profile

### \*Differences reflected are from previous survey conducted July 29th-31st How much do you agree or disagree with this statement:

**SETTING THE STAGE** 

I believe there is still an issue of systemic racism in America.

**GENERATION:** 86% Gen Z Baby Boomers **POLITICAL:** Republicans Independents

How much do you agree or disagree with the statements below

Lives Matter and racial equality)?: I expect real, systematic change, to actually happen this time. **72%** -4% **55%** Agree (net)

regarding the events previously mentioned (the death of George Floyd,

the shooting of Jacob Blake, the national-scale protests related to Black

**↓ -4**% **GENERATION:** 

-9% **67%** -10% **60%** -2% **60% POLITICAL:** Independents 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

## do you agree or disagree with the statements below?

Agree (net)

"I have spoken up about racism"

Agree (net) **1** +6%

related to Black Lives Matter and racial equality), how much

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

**GENERATION:** 

**57**%

Gen X

**Baby Boomers** 

Gen Z Millennials

**POLITICAL:** Republicans Independents Democrats "These events have made an impact on the sports leagues I support" \*NEW QUESTION RACE: **75**% Hispanic **GENERATION:** 63% **58%** Gen Z **Baby Boomers** Millennials Gen X

**POLITICAL:** 

Republicans

**Democrats** 

Independents

WHAT WE NEED TO DO

How much do you agree or disagree with the statements below

"There needs to be major reform of the way policing

regarding the events previously mentioned?

**RACE:** 

is done in this country"

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%.

**↓** -2%

Gen Z **POLITICAL:** 

Republicans

**Democrats** 

Independents

**GENERATION:** 

"There needs to be major reform of the justice system in this country" Agree (net) **↓ -1**% **GENERATION: POLITICAL:** 

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

Use of federal law

enforcement agencies to

Alabama in honor of the late address ongoing protests Congressman John Lewis (such as those that have been occurring in Portland, Oregon)

How well do you think each of the following have

RACE:

Former Vice President Joe Biden

Black

**President Trump** 

Handled Well (net)

handled these specific events throughout the summer?

(Strongly/Somewhat support summary)

Renaming of the Edmund

Pettus Bridge in Selma,

Athletes who kneel in Athletes and leagues protest during the playing postponing games as of the national anthem a form of protest 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

Gen Z **Baby Boomers POLITICAL:** Republicans Independents Democrats

**GENERATION:** 

**GENERATION:** 

**POLITICAL:** 

Republicans

Millennials

**Baby Boomers** 

**Baby Boomers** 

**Baby Boomers** 

Independents

Handled Well (net)

**↓** -3%

Your local police departments RACE: Handled Well (net) **↓** -3% **GENERATION:** Gen Z **POLITICAL:** Republicans **Democrats** Independents 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?

**POLITICAL:** 

Millennials

**GENERATION:** 

**Federal Government Officials** 

**State Government Officials** 

**GENERATION: POLITICAL:** Republicans **Democrats** Independents **Local Government Officials** 

**GENERATION:** 

**1** +1%

BiG

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.

609-452-5400 | CARAVANinfo@big-village.com

This Online CARAVAN® omnibus survey was conducted June 3-4, June 10-11, June 22-23, 2020, July 29-31st, and September 9-11. Approximately 1000 adults selected from opt-in panels were surveyed. The results are also weighted to U.S. Census data to be demographically representative.

**POLITICAL:** 

Republicans