SETTING THE STAGE

BIG VILLAGE America's Response to Racial Injustice How much do you agree or disagree with this statement: I believe there is still an issue of systemic racism in America. **RACE:** Agree (net) **↓ -1**% **GENERATION: Baby Boomers POLITICAL:** Independents Republicans How much do you agree or disagree with the following statement regarding the events surrounding George Floyd, Rayshard Brooks, and others deaths: I expect real, systematic change, to actually happen this time. **RACE: ↓ -1**% **GENERATION: Baby Boomers** Gen Z **POLITICAL:** 54% (-6%) 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 some of the protests. **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" **↓ -4**% **GENERATION:** Millennials Baby Boomers **POLITICAL:** Republicans Independents "I have taken/will take additional steps to educate myself on race issues in my community" Agree (net) **↓** -3% **GENERATION:** +2% 83% **POLITICAL:** "I have taken/will take additional steps to educate others on race issues in my community" Agree (net) **↓** -3% **GENERATION:** Gen Z **Baby Boomers** Millennials **POLITICAL:** "I would like to help but don't know what to do" RACE: **Black** Agree (net) **↓ -1**% **GENERATION:** Gen Z **Baby Boomers POLITICAL:** Republicans Democrats Independents Have you personally participated in any of the following activities in response to the events over the past few weeks? Public clean-ups Public protests Prayer events Social media Writing posts on Engaging in dialogue about events such 'blackout' events social media about as these issues such as these Virtual events Family discussions None of the above about issues such as these WHAT WE NEED TO DO Since the start of large scale protests following the death of George Floyd, how much do you agree or disagree with the statements below? "There needs to be major reform of the way policing is done in this country" 1 +1% **GENERATION:** Gen Z **Baby Boomers POLITICAL:** "There needs to be major reform of the justice system in this country" 1 +2% **GENERATION: Baby Boomers POLITICAL:** JUNETEENTH When did you become aware of the meaning of JUNETEENTH?

President Trump

100/₋

POLITICAL:

GENERATION:

GENERATION:

POLITICAL:

Republicans

Democrats

This past year or

It should be left up to

individual companies and organizations to observe, but doesn't need to be at the formal state or federal level

I don't know enough about it

to make a fair decision

270/.

Hispanic

+8% **J4**70

less recently

This past month or more recently

60%

WHAT THIS MEANS FOR POLITICS

Handled Well (net)

Handled Well (net)

↓ -4%

↓ -4%

↓ -3%

↓ -5%

State Government Officials

↓ -2%

Which of these statements relating to

Should be recognized at the

formal state or federal level

Juneteenth should not be

recognized as a holiday or day

How well do you think each of the following have

handled the events of the past few weeks?

RACE:

Former Vice President Joe Biden

RACE:

Your local police departments

16%

Black

of observance in any fashion

JUNETEENTH best matches your views?

I've been aware of it

Baby Boomers

Independents

most of my life

Handled Well (net) **↓ -2**% **GENERATION: POLITICAL:** Independents Do you expect that the way the following entities responded to the recent events will have an impact on how you will vote for them in the 2020 elections? **Federal Government Officials**

GENERATION:

Gen Z

GENERATION:

Gen Z

GENERATION:

Gen Z

POLITICAL:

Republicans

Provides counselling and

other forms of support

Makes donations to

causes that address

Engages in diversity hiring

packaging out of concern for

racial stereotypes

from top (leadership) to

racial justice

to employees

POLITICAL:

Hispanic

POLITICAL:

Republicans

Democrats

Independents

Baby Boomers

Baby Boomers

Makes contributions to

underserved communities

assist development of

Makes donations to

Black Lives Matter

Issues statements in

support of advancing

Independents

Republicans **Local Government Officials**

Black

Provides financial support

to rebuild local businesses

impacted by recent

58% -6%

vandalism and looting

Creates a program for

employees to volunteer in

underserved communities

Requires all employees to

campaign in partnership

with Black Lives Matter

take training that addresses

How would you feel about a brand/company that does the following? % indicates positive sentiment

> bottom (entry level jobs) racial sensitivity racial justice Issues a statement to Encourages employees to apologize for past events join peaceful protests that viewed as racially insensitive address racial justice Changes their name, logo or Promotes a social media

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This Online CARAVAN® omnibus survey was conducted June 3-4, June 10-11, and June 22-23, 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.