

America's Response to Racial Injustice Over the Past Year

The killing of George Floyd sparked necessary conversation and conflict across the country over the past 12 months. As national-scale protests took center stage and increased visibility was given to injustice, it is vital that we connect and understand Americans – what they are going through, what they need, and how they feel.

The findings released today unveil American's views on where we are compared to a year ago. This continues to be an important time in our country and Big Village is proud to bring America's voice to the conversation.

77%

77% of U.S. Adults believe there is still an issue of systemic racism in America, a 7% decrease from June 3-5, 2020.

It has been **12 months** since the murder of George Floyd, which resulted in many protests involving the Black Lives Matter movement and several other matters related to racial equality since. With this in mind, **how much do you agree or disagree with the statements below regarding your feelings since those events last summer?**

+/- compares to results collected from June 3-5, 2020

Agree (net) Completely Agree (net) Gen Z Millennials Gen X Boomers Republicans Democrats White African American Hispanic

I have refocused myself to be more conscious of diversity and inclusion

66% -1% 30% 81% 72% 59% 61% 61% 78% 76% 47% 82%

These events have made an impact on the media outlets I trust to accurately portray the news

65% 30% 75% 69% 65% 57% 63% 78% 67% 55% 77%

I have taken/will take additional steps to educate myself on race issues in my community

64% 30% 82% 75% 54% 55% 59% 74% 74% 43% 80%

I have spoken up about racism

60% -1% 29% 84% 67% 56% 50% 52% 72% 79% 44% 73%

These events have made an impact on what celebrities I support

56% +11% 25% 71% 61% 59% 44% 49% 66% 66% 50% 61%

These events have made an impact on what athletes I support

56% 24% 68% 62% 51% 51% 51% 69% 68% 51% 61%

I have taken/will take additional steps to educate others on race issues in my community

54% -5% 25% 78% 69% 44% 41% 46% 74% 70% 33% 70%

These events have made an impact on what brands I support

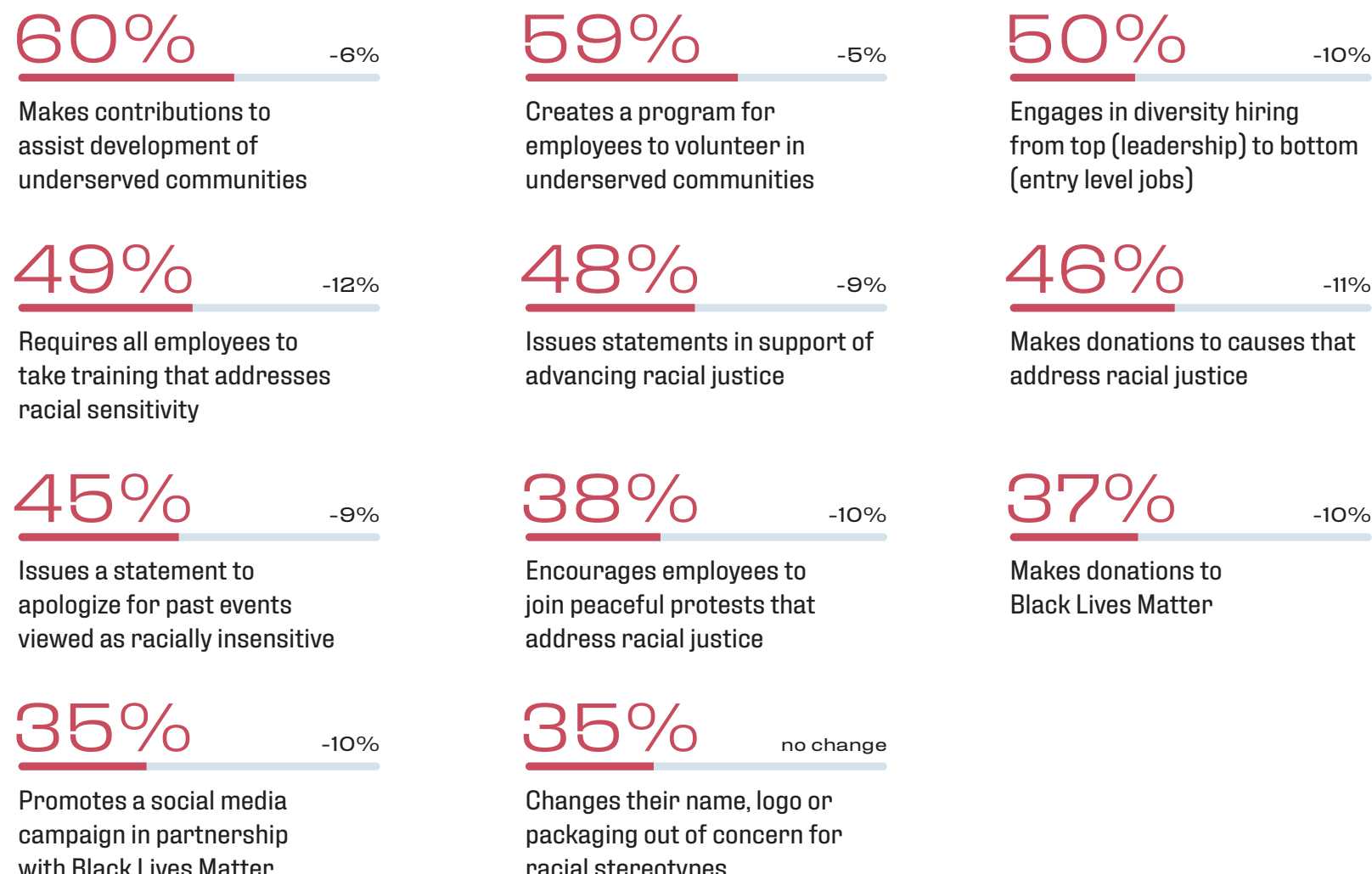
54% +11% 21% 72% 63% 53% 41% 45% 72% 71% 45% 63%

These events have made an impact on the sports leagues I support

54% 23% 67% 57% 49% 51% 51% 61% 62% 51% 58%

How would you feel about a brand/company that does the following?

+/- compares to results collected from June 22-24, 2020



How much do you agree or disagree with these statements?

Agree (net) Completely Agree (net) Gen Z Millennials Gen X Boomers Republicans Democrats White African American Hispanic

I expect brands to take a stance on issues impacting the Black community

52% 22% 76% 64% 46% 40% 43% 75% 67% 25% 76%

I am more likely to **boycott** a brand based on its stand on issues impacting the Black community

52% 22% 67% 57% 44% 44% 43% 70% 56% 37% 65%

I am more likely to **purchase** a brand based on its stand on issues impacting the Black community

47% 20% 65% 59% 42% 36% 38% 71% 59% 22% 69%

Black culture is adequately represented in the mainstream media

46% 18% 54% 48% 49% 40% 44% 49% 54% 48% 43%

Black culture is accurately portrayed in advertising

45% 14% 56% 46% 48% 37% 43% 41% 49% 47% 42%

Black culture is accurately portrayed in the media

40% 15% 52% 45% 42% 32% 38% 39% 50% 37% 41%

60%

60% of respondents became aware of the meaning of Juneteenth within the past year alone. Many believe that this should be celebrated in one way or another, with the following statements best matching the public opinion:

It should be recognized as a federal holiday across the United States

24%

It should be recognized as a day of observance across the United States, but not as a federal holiday

22%

It should be recognized as a day of observance on a state-by-state level, but not across the United States

6%

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

12%

Juneteenth should not be recognized as a holiday or day of observance in any fashion

13%

I don't know enough about it to make a fair decision

23%