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)











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

66% 30%

**81%** 

69%

78%

72%

61%

62%

69%

69%

74%

**57%** 

61%

72% 59% 61%

**47% 82%** 

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

65% 30%

**75**%

63%

**65%** 

**54%** 

74%

79%

I have taken/will take additional steps to educate myself

on race issues in my community

67%

**57%** 

**55%** 

55% **77**%

82% **75%** 64% 74% **59%** 

I have spoken up about racism

60% 29%

84% **67%** 

**52**%

71%

**56% 50%** 

43% 80%

44% **73**%

These events have made an impact on what celebrities I support

56% 25%

49% 66% These events have made an impact on what

**59% 44%** 66%

**51%** 

41%

50% 61%

athletes I support 68%

others on race issues in my community

56% 24%

**51%** 

**78**%

I have taken/will take additional steps to educate

**51%** 

68%

44%

70%

**51% 61%** 

54% 25% 46%

These events have made an impact on what

54% 21%

brands I support

63% 45% 72%

**53% 41%** 

49% 51%

33% **70**%

45% 63%

These events have made an impact on the sports leagues I support **67**%

54% 23%

**51%** 

62%

51% 58%

Engages in diversity hiring

from top (leadership) to bottom

Makes donations to causes that

How would you feel about a brand/company that does the following? +/- compares to results collected from June 22-24, 2020

-6%



assist development of

underserved communities

-12%

underserved communities

advancing racial justice

Encourages employees to

Changes their name, logo or

packaging out of concern for

racial stereotypes

Creates a program for

employees to volunteer in

-9% Issues statements in support of

-5%

address racial justice

(entry level jobs)

-11%

-10%

-10%

-9%

Requires all employees to

racial sensitivity

take training that addresses

Issues a statement to apologize for past events

viewed as racially insensitive

Promotes a social media

campaign in partnership

with Black Lives Matter

-10%

join peaceful protests that address racial justice

no change

-10%

Makes donations to

**Black Lives Matter** 

How much do you agree or disagree with these statements? Agree (net) Gen Z Boomers

Completely Agree (net)

White

African American

Hispanic

Democrats

Republicans

the Black community 64% **76**% 52%

I expect brands to take a stance on issues impacting

on issues impacting the Black community

I am more likely to boycott a brand based on its stand

**67**%

43%

**65**%

38%

43%

75% 67%

44%

56%

42%

**59%** 

46%

40%

**25% 76%** 

**37% 65%** 

22% 69%

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

52%

47% 20%

**57%** 

70%

**59%** 

71%

49%

44%

36%

Black culture is adequately represented in the mainstream media **54%** 46%

44%

48% 49% 40%

54%

48%

49%

50%

48% 43%

45% 14% 43% 41%

Black culture is accurately portrayed in advertising

40% 15%

Black culture is accurately portrayed in the media

**52% 45%** 38% 39%

56% 46%

42% 32%

47% 42%

**37%** 41%

It should be recognized as a

federal holiday across

the United States

best matching the public opinion: It should be recognized as a day of observance across the United States, but not as a federal holiday 22% 24%

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

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

23%

or day of observance in any fashion

Juneteenth should not be

recognized as a holiday

13%

I don't know enough about

it to make a fair decision

12%

This CARAVAN survey was conducted by Big Village INSIGHTS among a sample of 1,004 adults 18 years of age and older. The online omnibus study is conducted three times a week among a demographically representative U.S. sample of 1,000 adults 18 years of age and older. This survey was live on May 24-26, 2021.

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