

# America's Response to Racial Injustice Over the Past Year

CARAVAN<sup>®</sup>  
Omnibus Surveys

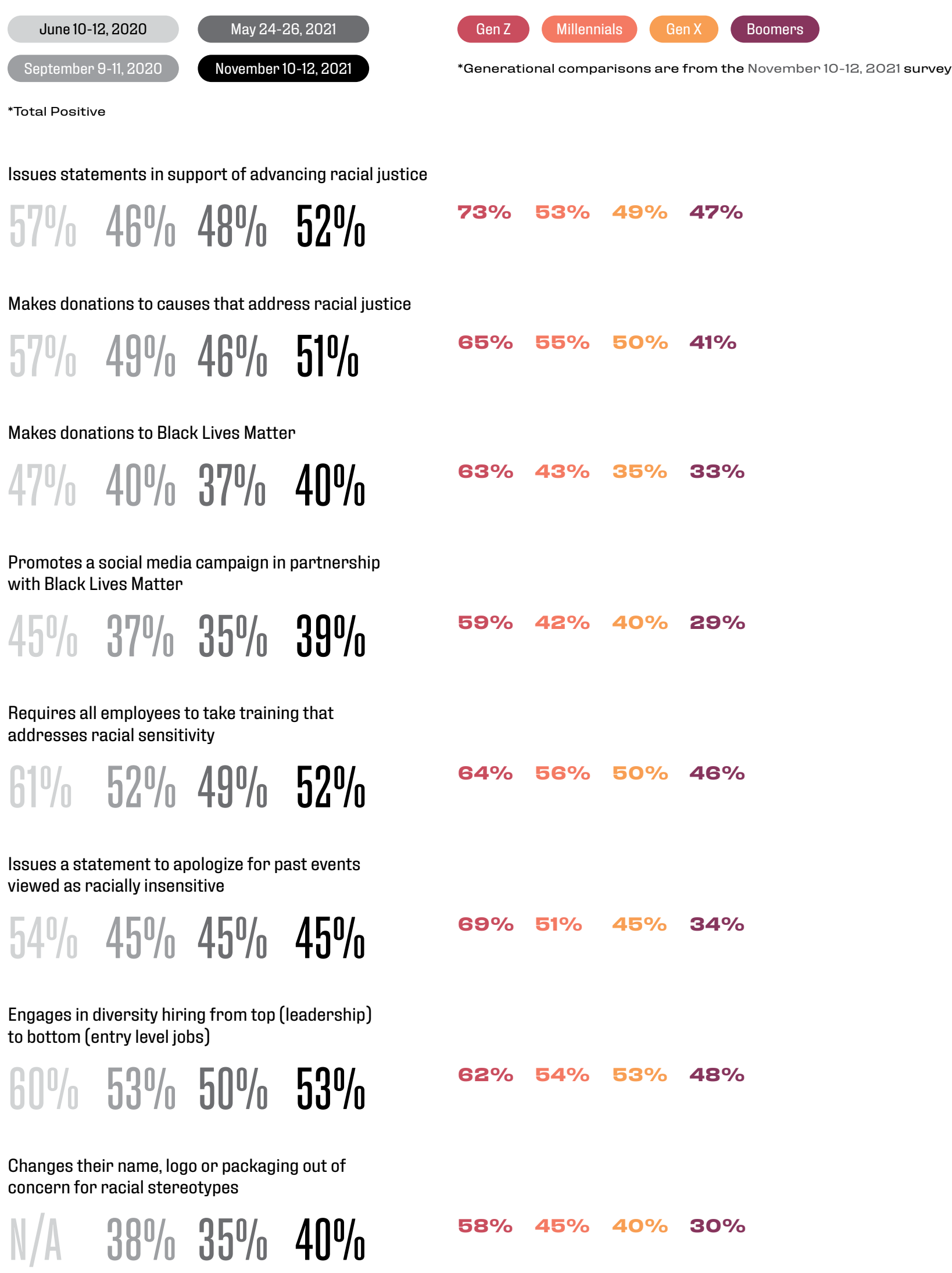
The conversation regarding racial injustice has only grown in the 18 months since the killing of George Floyd. Issues of systemic racism, race relations in the media, "woke" culture, critical race theory—and more—continue to be a point of conflict for Americans.

The findings released today unveil American's views on where we are compared to 18 months ago. This continues to be an important time in our country. Big Village is proud to bring America's voice to the conversation.

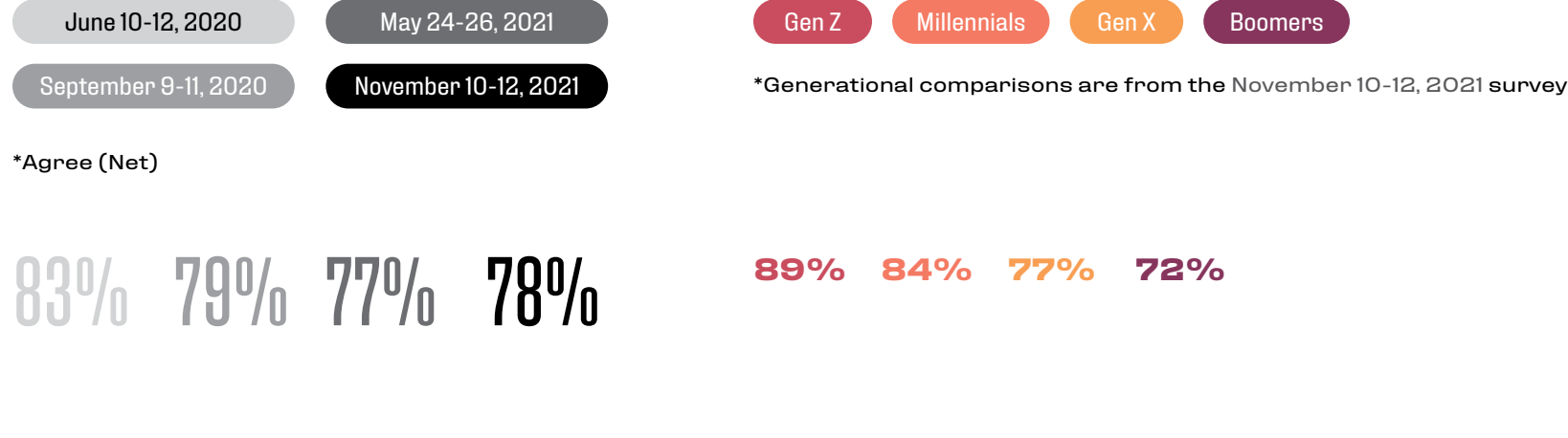
It has been about **18 months** since the murder of George Floyd, which resulted in many protests involving the Black Lives Matter movement and several other matters related to racial equality since. With this in mind, **how much do you agree or disagree with the statements below regarding your feelings since those events last summer?**



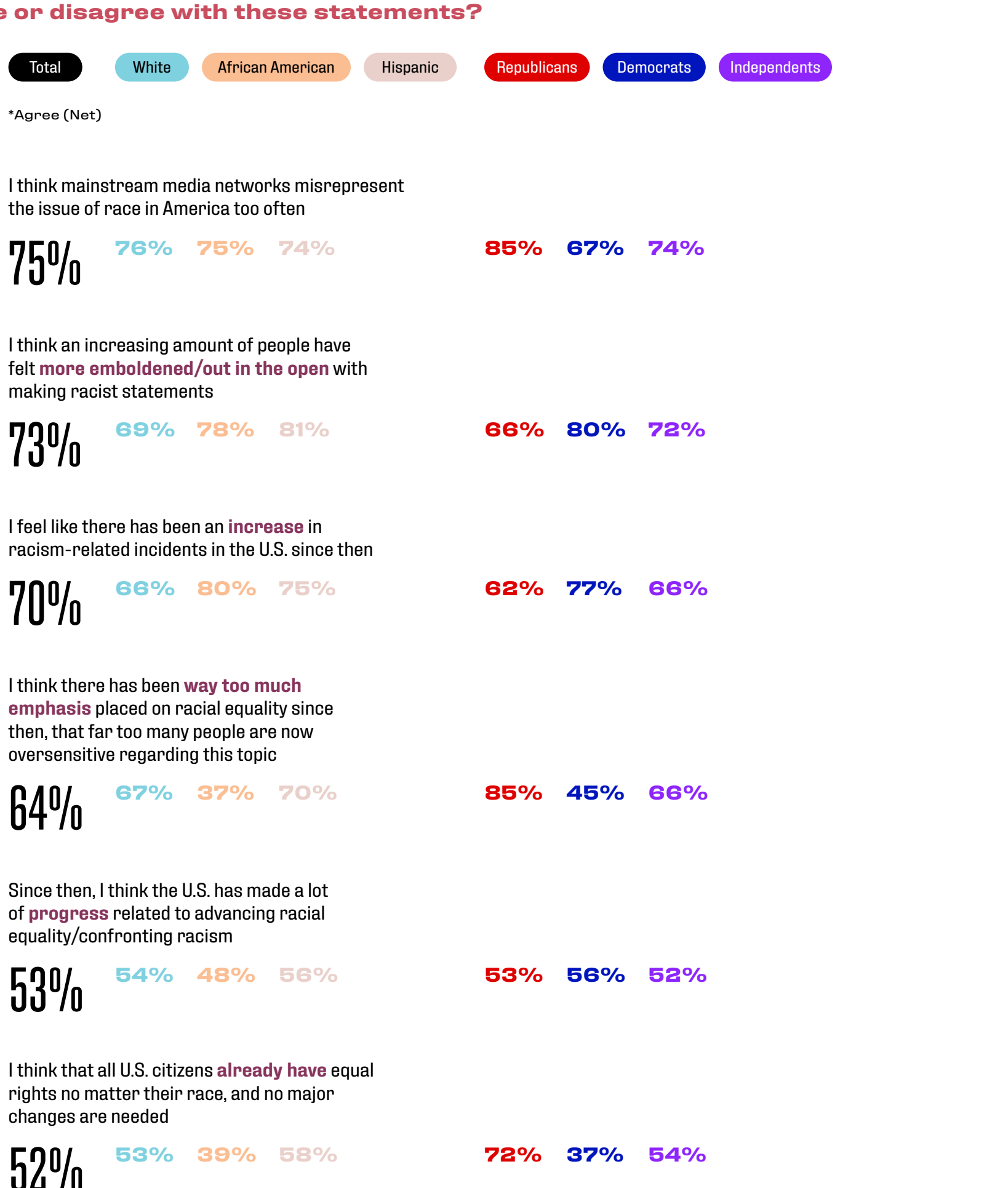
How would you feel about a brand/company that does the following?



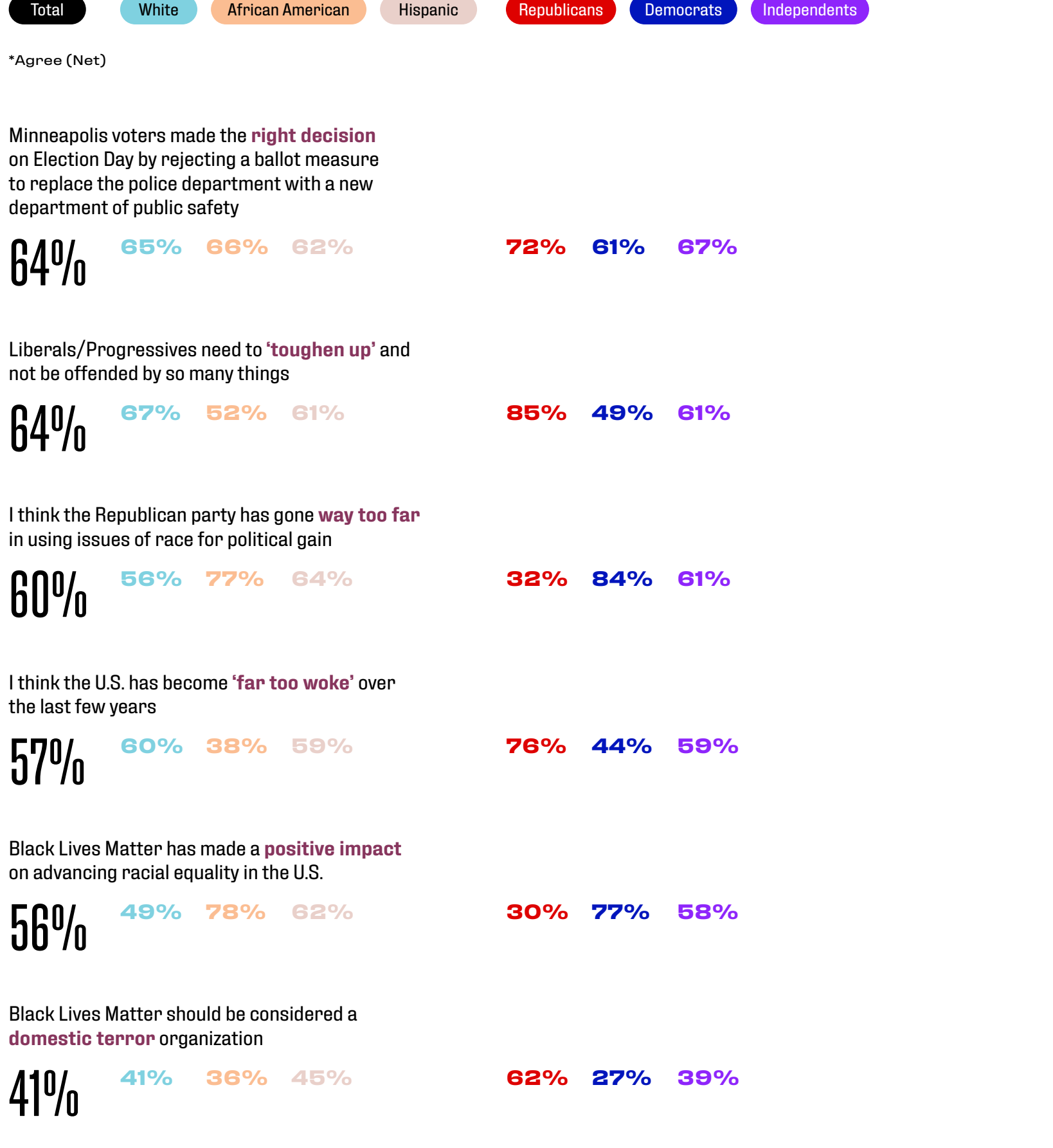
How much do you agree or disagree with this statement: **I believe there is still an issue of systemic racism in America.**



Thinking back to race relations in the U.S. over the last 18 months since the murder of George Floyd through today, **to what extent do you agree or disagree with these statements?**



How much do you agree or disagree with these statements?



Which of these statements best describes you as it relates to **critical race theory**?

