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

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 bring America's voice to the conversation.

agree or disagree with the statements below regarding your feelings since those events last summer? June 10-12, 2020 May 24-26, 2021 November 10-12, 2021 \*Generational comparisons are from the November 10-12, 2021 survey \*Agree (Net)

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

I have taken/will take additional steps to educate

myself on race issues in my community

N/A 64% 67% I have taken/will take additional steps to educate

60% N/A 54% 56%

others on race issues in my community

These events have made an impact on what **brands** I support

48% 54% 54% 53%

55% 56% 56%

60% 54% 55%

These events have made an impact on what celebrities | support

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

\*Total Positive

June 10-12, 2020

September 9-11, 2020

Issues statements in support of advancing racial justice

May 24-26, 2021

November 10-12, 2021

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

Makes donations to causes that address racial justice 49°/n 46°/n

Promotes a social media campaign in partnership

with Black Lives Matter

Requires all employees to take training that addresses racial sensitivity

37% 35%

54% 45% 45% 45% 45%

Engages in diversity hiring from top (leadership)

viewed as racially insensitive

to bottom (entry level jobs)

concern for racial stereotypes

\*Agree (Net)

Total

Changes their name, logo or packaging out of

38% 35% 40%

I believe there is still an issue of systemic racism in America. May 24-26, 2021 June 10-12, 2020

83% 79% 77% 78%

\*Agree (Net) I think mainstream media networks misrepresent the issue of race in America too often

I think an increasing amount of people have felt more emboldened/out in the open with

making racist statements

agree or disagree with these statements?

I feel like there has been an increase in racism-related incidents in the U.S. since then

**69% 78% 81%** 

**67**% **37**% 70%

Since then, I think the U.S. has made a lot of **progress** related to advancing racial

equality/confronting racism

I think there has been way too much emphasis placed on racial equality since then, that far too many people are now

changes are needed

**53% 39% 58%** 

\*Agree (Net) Minneapolis voters made the right decision on Election Day by rejecting a ballot measure

to replace the police department with a new

department of public safety

not be offended by so many things **67**% **52**% **61**%

Liberals/Progressives need to 'toughen up' and

I think the Republican party has gone way too far

in using issues of race for political gain

**65% 66% 62%** 

I think the U.S. has become 'far too woke' over

**56% 77%** 

49% 78% 62%

on advancing racial equality in the U.S.

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

> \*Total Agree It **SHOULD** be taught in U.S. schools

African American

28% 63% It SHOULD NEVER be taught in U.S. schools

Gen Z

White

26% 31% 15%

ODOI

35% 35% 41% 41% 22%

to be an important time in our country. Big Village is proud It has been about 18 months since the murder of George

82% 74% 63% 59%

76% 67% 53% 43%

Boomers

48%

**54%** 

\*Generational comparisons are from the November 10-12, 2021 survey

Boomers

70% 62% 47% 54%

66% 62% 48%

**57%** 

**57%** 

Gen Z

65% 55% 50% 41%

59% 42% 40% 29%

58% 45% 40% 30%

56% 50% 46%

34%

Boomers

\*Generational comparisons are from the November 10-12, 2021 survey

72%

Independents

Independents

**61%** 

32% 84% 61%

**30% 77%** 

Republicans

**58%** 

Democrats

Independents

**67%** 

**56%** 

**73**% **53%** 49% **47**% 46% 48% 52%

Makes donations to Black Lives Matter 40% 37% 40% **63**% **43**% **35**% 33%

52% 49% 52% Issues a statement to apologize for past events

**64%** 

69% 51%

62% 54% 53% 48% 53% 50% 53%

How much do you agree or disagree with this statement:

Gen Z

Republicans

89% 84% 77%

66% 80% 72%

Democrats

the murder of George Floyd through today, to what extent do you

African American

Thinking back to race relations in the U.S. over the last 18 months since

Hispanic

November 10-12, 2021

**76% 75% 85% 67% 74%** 

66% 80% 75% 66%

oversensitive regarding this topic 85% 45% 66%

**53**% **56% 52% 54% 48% 56%** I think that all U.S. citizens already have equal rights no matter their race, and no major

How much do you agree or disagree with these statements? Total Republicans Democrats White African American Hispanic

49% 61%

the last few years 60% 38% 59% 44% 59% Black Lives Matter has made a positive impact

Black Lives Matter should be considered a domestic terror organization 41% 36% 45% **62% 27% 39%** 

Boomers

Hispanic

49% 41% **35%** 26% 16% **54% 23%** 41%

17% 23% 30% 33% **52% 15%** 23%

Honestly, I DON'T KNOW enough about it to make an informed decision

**32% 31% 54%** 

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