

01

**Don't forget: This is about Black America.**

80% of Black Americans say that business must speak out against systemic racism, versus 66% of Latinx and 54% of Asian Americans. And Black Americans don't trust any institution to respond to the problem.

02

**Jacob Blake's shooting has catalyzed awareness.**

76% of Americans now personally believe that systemic racism and racial injustice exists in this country, up 5 points since Jacob Blake's shooting and the protests in Kenosha. The greatest increases are for Republicans and those 55+.

03

**Support for the protests has entered the mainstream.**

57% support current protests against racial injustice, up 9% since Jacob Blake's shooting. This increase is particularly acute among Republicans, whose support for the protests rose 17%.

04

**The media is seen as fueling racism.**

62% say that, in covering the demonstrations against racial injustice, the news media has focused on rioting at the expense of peaceful protests.

05

**For government, low marks and mistrust.**

Only 36% trust say that government is hearing the call for racial justice – a stat that's consistent across ethnic groups. The federal government ranks lowest among institutions trusted to respond to racism.

06

**Employees & employers: A growing social mandate.**

While "my employer" is the most trusted institution in the response to systemic racism (71%), the majority of Americans (58%) say they observe racism in their corporations. For Black Americans, this more acute at 77%.

07

**A gap between expectations and delivery.**

While 55% of Americans expect CEOs to be actively anti-racist, 44% believe that the business community has "done very little" to address systemic racism.

08

**For business, challenge and opportunity.**

The majority of Americans say it's critical for business to establish zero-tolerance policies towards racism, ensure all levels of staff are racially representative, and remove racist symbols and traditions.