

# YouGov Survey Results

Sample Size: 1725 GB Adults  
Fieldwork: 8th - 9th October 2020

	NAT REP	BAME
<b>Weighted Sample</b>	<b>1725</b>	<b>525</b>
Unweighted Sample	1725	525
	%	%

## Have you heard of Breonna Taylor?

Yes and I know why her name has been in the news	43	53
Yes, I've heard of the name but can't remember why	12	13
No, I've not heard the name	45	34

## Have you heard of George Floyd?

Yes and I know why his name has been in the news	87	88
Yes, I've heard of the name but can't remember why	5	5
No, I've not heard the name	8	6

Are you having more or fewer conversations about racism with each of the following groups now compared to a few months ago, or has there been no real difference? If an option is not relevant (e.g. you are not working), please tick the Not applicable option.

### Friends who are of the same race as you

Having more conversations now	25	30
Having fewer conversations now	2	6
No real difference	60	50
Don't know	3	6
Not applicable	11	8

### Friends who are of a different race to you

Having more conversations now	14	24
Having fewer conversations now	2	5
No real difference	58	56
Don't know	3	6
Not applicable	23	9

### Family

Having more conversations now	31	35
Having fewer conversations now	3	4
No real difference	54	47
Don't know	3	5
Not applicable	9	10

### Colleagues who are of the same race as you

Having more conversations now	15	21
Having fewer conversations now	2	6
No real difference	53	48
Don't know	3	5
Not applicable	27	20

### Colleagues who are of a different race to you

Having more conversations now	10	21
Having fewer conversations now	1	4
No real difference	50	51
Don't know	3	9
Not applicable	35	16

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Earlier this year, a Black man named George Floyd was killed by a police officer in the United States. Do you think the death of George Floyd was an isolated incident, or part of a broader pattern in the way police treat Black men in the United States?

[Asked only to those who answered that they had heard of George Floyd; n=1624]

An isolated incident	16	10
Part of a broader problem	72	83
Not sure	12	8

How important a factor do you think race was in the death of George Floyd?

[Asked only to those who answered that they had heard of George Floyd; n=1624]

Major factor	59	
Minor factor	16	81
Not a factor	12	8
Not sure	13	5
		6

Do you think the Black Lives Matter protests have had a generally positive or negative impact in Britain?

[Asked only to those who answered that they had heard of Black Lives Matter; n=1449]

Generally positive	32	51
Generally negative	40	14
Neither positive nor negative	17	23
Don't know	11	13

And what type of impact, if any, do you think the Black Lives Matter protests have had in Britain?

A large and long-term impact	13	21
A large but short-term impact	23	31
A small but short-term impact	24	17
A small and long-term impact	10	9
No impact at all	11	6
Don't know	19	15

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**Do you have a favourable or unfavourable opinion of the Black Lives Matter movement?**

*[Asked only to those who answered that they had heard of Black Lives Matter; n=1449]*

Very favourable	17	32
Somewhat favourable	30	41
<b>TOTAL FAVOURABLE</b>	<b>47</b>	<b>73</b>
Somewhat unfavourable	23	9
Very unfavourable	18	6
<b>TOTAL UNFAVOURABLE</b>	<b>41</b>	<b>15</b>
Not sure	12	11