Description: COVID-19 and nationwide protests over police violence were the defining stories of Summer 2020. As ubiquitous as both issues were in the US, they did not necessarily generate similar responses. This new project attempts to capture and analyze responses to both issues at the individual and organizational level. The research draws on two separate data sources, interviews with a nationally representative sample of US residents and public statements from Fortune 500 companies. Both data sources suggest that although there was broad awareness and acknowledgement of both COVID and police protests, they triggered very different responses. At the individual level, race and ethnicity were important drivers of responses across both issues. In contrast, organizations responded differently depending on the issue. Despite variation at the individual level, the summer protests about policing mostly triggered calls for talk and conversation from both individuals and organizations. In contrast, responses to COVID-19, particularly among organizations, focused on actions that were taken to manage life in the pandemic. Responses to both issues point to a broader division in experiences connected to race and racial justice.

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