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## **New Survey Reveals that Four out of Five Americans Would Be Uncomfortable Calling a Native American a “R\*dskin”**

*The Change the Mascot campaign is highlighting nationwide survey results released today by goodness Mfg. and the National Congress of American Indians. This new polling information indicates Americans’ strong disapproval of the R-word, and underscores the vast changes in opinion on this topic since the 10-year old Annenberg survey, which is often cited by the team.*

**Washington, DC** – The Change the Mascot campaign released a new study today conducted in partnership with [goodness Mfg.](#) that reveals that four in five Americans would be uncomfortable calling a Native American a “r\*dskin.” The respondents also say they would not personally address a Native American using the term.

In the representative study conducted by business intelligence firm ORC International, Americans were polled about their opinion of “r\*dskin” when referring to Native Americans. The survey also examined whether their responses were influenced by their age and if they identified themselves as a fan of the NFL.

The study revealed:

- There is a generational gap in terms of awareness and perception that “r\*dskin” is an offensive name.
  - 50% of Americans 18-34 found the term to be offensive compared to 34% of Americans 35 and older (prior to being informed that the leading dictionaries describe “r\*dskin” as offensive).
  - Nearly twice as many millennials (64%) compared to Americans 35 and older (35%) are aware that the dictionary definition of “r\*dskin” describes the term as offensive.
- “Fan blindness” is a contributing factor to an NFL fan’s decision to favor the Washington team’s current mascot. Fans are clinging to the mascot because of blind loyalty even though they feel that “r\*dskin” is an offensive term. This is evidenced by:
  - 72% of NFL fans who want to keep the mascot would not use “r\*dskin” when speaking with a Native American.
- Once Americans learn that leading dictionaries define “r\*dskin” as offensive:
  - 22% changed their mind and favored ending usage of the term in any context
  - 13% changed their opinion to favor a new mascot for the Washington team

“Our study proves how important context is to behavior. On one hand, group mentality makes people think using the r-word is okay. But on the other hand, when a person comes face to face with a Native American, it’s not,” said D’nae Kingsley, Head of Integrated Strategy, goodness Mfg. “This dichotomy can be explained by several factors including fan blindness and lack of awareness of the definition of the r-word.”

The study entitled “How Americans Feel About Using R\*dskin to Describe Native Americans” is based on 1,020 interviews, conducted online from August 28-31, 2014 among a demographically representative U.S. sample.

The grassroots Change the Mascot campaign, led by the Oneida Indian Nation and the National Congress of American Indians, works to educate the public about the damaging use of the R-word on Native Americans. The group has reshaped the debate surrounding the Washington team’s name and brought the issue to the forefront of social consciousness over the past year. Since its launch, Change the Mascot’s civil and human rights movement has garnered support from a diverse coalition of prominent advocates including Members of Congress from both sides of the aisle, Native American tribes, sports icons, top journalists and news publications, civil rights organizations and religious leaders.

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