

# The Washington Post

This Washington Post poll was conducted by telephone December 16, 2015 to April 12, 2016, among a random national sample of 504 Native American adults. Interviews were conducted by live interviewers reached on conventional and cellular phones. The margin of sampling error for overall results is plus or minus 5.5 percentage points. Sampling, data collection and tabulation by SSRS of Media, Pa.

(Full methodological details appended at the end.)

\*= less than 0.5 percent

1. Do you consider yourself white, black or African American, Asian, Native American, Pacific Islander, mixed race or some other race?

|         | Native American/<br>American Indian/<br>Alaska Native | White | Black/<br>Afr. Amer. | Hawaiian/<br>Pacif. Isl. | Mixed/<br>Other | Refused |
|---------|---|-------|----------------------|--------------------------|-----------------|---------|
| 4/12/16 | 100   | 0     | 0                    | 0                        | 0               | 0       |

2. Are you currently enrolled as a member with a Native American tribe? (IF YES) For statistical purposes, what tribe is that?

|               | 4/14/16 |
|---------------|---------|
| Yes, enrolled | 44      |
| Cherokee      | 6       |
| Navajo        | 6       |
| Sioux         | 4       |
| Apache        | 3       |
| Other         | 23      |
| No opin/Ref.  | 2       |
| Not enrolled  | 56      |
| No opinion    | 1       |

3. The professional football team in Washington calls itself the Washington Redskins. As a Native American, do you find that name offensive, or doesn't it bother you?

|          | Offensive | Does not bother you | No opinion |
|----------|-----------|---------------------|------------|
| 4/12/16  | 9         | 90                  | 1          |
| 9/20/04* | 9         | 90                  | 1          |

\*National Annenberg Election Survey

4. How much have you heard about the debate over changing the name of the Washington Redskins - A great deal, a good amount, not too much, or not at all?

|         | -----Heard about----- |                |     | -----Heard less----- |               |               |
|---------|-----------------------|----------------|-----|----------------------|---------------|---------------|
|         | Great<br>deal         | Good<br>amount | NET | Not<br>too much      | Not<br>at all | No<br>opinion |
| 4/12/16 | 43                    | 22             | 56  | 32                   | 24            | 2             |

5. How important is the issue of the Redskins' name to you personally - very important, somewhat important, not too important, or not at all important?

|  | -----Important----- |          |     | -----Less important----- |            |            |
|--|---------------------|----------|-----|--------------------------|------------|------------|
|  | Very                | Somewhat | NET | Not too                  | Not at all | No opinion |

4/12/16 20 10 10 78 23 54 2

6. In general, do you feel the word 'Redskin' is disrespectful of Native Americans, or not?\*

|         | Yes | No | No opinion |
|---------|-----|----|------------|
| 4/12/16 | 21  | 73 | 6          |

\*Asked of 340 respondents Jan 12-April 14.

7. If a NON-Native American person called you a Redskin, would you be personally offended, or not? (Based on 504 interviews).

|         | Would be offended | Would not be offended | No opinion |
|---------|-------------------|-----------------------|------------|
| 4/12/16 | 17                | 80                    | 3          |

8. Regardless of your opinion on the Redskins team name, how much, if at all, are you bothered by the use of Native American imagery in sports - does this bother you...?

|         | -----Bothers----- |              |             | -----Bothers less----- |              |            |            |
|---------|-------------------|--------------|-------------|------------------------|--------------|------------|------------|
|         | NET               | A great deal | Good amount | NET                    | Not too much | Not at all | No opinion |
| 4/12/16 | 8                 | 4            | 3           | 91                     | 19           | 73         | 1          |

9. Do you consider yourself to be a fan of professional football, or not?

|         | Fan | Not a fan | No opinion |
|---------|-----|-----------|------------|
| 4/12/16 | 51  | 48        | 1          |

Compare to national adults:

|          |    |    |   |
|----------|----|----|---|
| 9/29/14* | 43 | 56 | 2 |
| 1/21/14  | 49 | 49 | 1 |
| 4/15/13  | 56 | 43 | 1 |
| 1/29/08  | 50 | 50 | - |

\*2013-2014: Associated Press-GfK poll, 2008: Washington Post-ABC News poll

#### METHODOLOGICAL DETAILS

This poll was sponsored and funded by The Washington Post. The poll is a random sample of self-identified Native American adults in the United States, including interviews in English and Spanish. This questionnaire was administered with the exact questions in the exact order as appears in this document, with the exception of 43 respondents who were asked to confirm their answer to Question 3 for comprehension purposes (see below). These questions were part of an "omnibus" survey in which other questions were asked before or after these questions.

A dual frame landline and cellular phone telephone sample was generated using Random Digit Dialing procedures. When calling landline phones, interviewers first requested to speak with the youngest adult male or female at home. When calling cellular phones, interviewers spoke to the adult who answered the phone. Only respondents who identified their race as Native American were asked the series of questions above, with results from these questions analyzed and weighted separately from the general public sample. The final sample included 210 interviews completed on landlines and 294 interviews completed via cellular phones, including 198 interviews with adults in cell phone-only households.

This survey uses statistical weighting procedures to account for differential chances of being selected due to landline and cellular phone access and household size. Weighting also corrects for deviations in the survey sample from known population characteristics, which helps correct for differential survey participation and random variation in samples.

The overall sample of Native American adults was weighted using a raking procedure to match the demographic makeup of the population by sex, age, Hispanic ethnicity, education, region and proximity to tribal and reservation land. The table below shows interview counts, unweighted percentages and weighted percentages which closely match Census Bureau population benchmarks.

| <b>Table 1. Demographics</b>  |                             |                               |                             |
|---|-----------------------------|-------------------------------|-----------------------------|
|   | <b>Unweighted<br/>TOTAL</b> | <b>TOTAL<br/>Unweighted %</b> | <b>TOTAL Weighted<br/>%</b> |
| <b>Total</b>  | <b>504</b>                  | <b>100%</b>                   | <b>100%</b>                 |
| <b>BASIC DEMOS</b>  |                             |                               |                             |
| <b>Gender<sup>a</sup></b>   |                             |                               |                             |
| Male  | 254                         | 50%                           | 49%                         |
| Female  | 250                         | 50%                           | 51%                         |
| <b>Age<sup>a</sup></b>  |                             |                               |                             |
| 18-29   | 76                          | 15%                           | 24%                         |
| 30-49   | 151                         | 30%                           | 37%                         |
| 50+   | 274                         | 54%                           | 39%                         |
| <b>Ethnicity<sup>a</sup></b>  |                             |                               |                             |
| Hispanic  | 79                          | 16%                           | 19%                         |
| Non-Hispanic  | 416                         | 83%                           | 79%                         |
| <b>Education<sup>a</sup></b>  |                             |                               |                             |
| Less than high school   | 69                          | 14%                           | 20%                         |
| Graduated high school   | 137                         | 27%                           | 32%                         |
| Some college  | 164                         | 33%                           | 34%                         |
| College graduate  | 127                         | 25%                           | 13%                         |
| <b>Region<sup>a</sup></b>   |                             |                               |                             |
| Northeast   | 70                          | 14%                           | 7%                          |
| North-central   | 109                         | 22%                           | 16%                         |
| South   | 181                         | 36%                           | 31%                         |
| Mountain  | 58                          | 12%                           | 25%                         |
| Pacific   | 86                          | 17%                           | 21%                         |
| <b>Population living in areas where<br/>tribal/reservation land makes up ___<br/>percent of zip codes<sup>b</sup></b>   |                             |                               |                             |
| 0 percent   | 397                         | 79%                           | 65%                         |
| 0.1 to 74 percent   | 49                          | 10%                           | 16%                         |
| 75 to 100 percent   | 58                          | 12%                           | 19%                         |
| Data are weighted to population benchmarks for Native Americans identifying with only one race based on (a) 2014 American Community Survey and (b) 2010 Decennial Census. |                             |                               |                             |

All error margins have been adjusted to account for the survey's design effect, which is 1.65 for this survey. The design effect is a factor representing the survey's deviation from a simple random sample, and takes into account decreases in precision due to sample design and weighting procedures. Surveys that do not incorporate a design effect overstate their precision.

#### QUESTION 3 COMPREHENSION TEST

To verify respondents understood Question 3 ("The professional football team in Washington calls itself the Washington Redskins. As a Native American, do you find that name offensive, or doesn't it bother you?"), the first 43 respondents interviewed were asked a follow-up question, "Just to check that I entered your answer correctly -

you said (Washington Redskins' name is offensive/the Washington Redskins' name does not bother you), is that correct?" If a respondent said the answer was wrong, they were re-asked the initial question. Of these respondents, 41 out of 43 confirmed their answer. Of the two who indicated their response was inaccurate, both selected their initial response when re-asked the question.

Contact [polls@washpost.com](mailto:polls@washpost.com) for further information about how The Washington Post conducts polls.

The Washington Post and SSRS are both charter members of AAPOR's Transparency Initiative, which recognizes organizations that disclose key methodological details on the research they produce.

