

SPORTS FANS WANT MORE THAN MASCOTS

STOP APPROPRIATING NATIVE AMERICAN CULTURE IN SPORTS



FANS SUPPORT ENDING THE USE OF NATIVE AMERICAN NAMES AND MASCOTS IN SPORTS

46% 

support teams that removed racist mascots

45% 

feel that the practice is harmful to Native Americans

MORE NEEDS TO BE DONE TO BETTER REPRESENT NATIVE AMERICANS ON TV

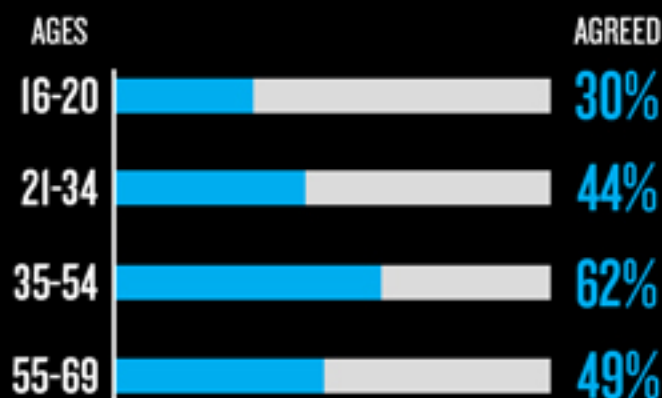
<1% Native American share of screen in leading roles on television was less than one percent in 2020

Src: Gracenote Inclusion Analytics, Share of Screen (Unweighted), 2020

50% of all fans feel there are few options to watch content representing Native American culture, heritage or people

56% of male fans believe that Native American sports mascots are the only time they see Native American representation on TV

THERE'S LESS CONSENSUS AMONG YOUNGER FANS THAT MASCOTS HONOR NATIVE AMERICANS



51% OF FANS STILL FEEL USING NATIVE AMERICANS AS MASCOTS IS AN HONOR

MORE EDUCATION DRIVES MORE CHANGE



of fans want more education on why sports teams are removing Native American names and mascots