



FOR IMMEDIATE RELEASE

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Most Indians Say Name of Washington “Redskins” Is Acceptable While 9 Percent Call It Offensive, Annenberg Data Show

Most American Indians say that calling Washington’s professional football team the “Redskins” does not bother them, the University of Pennsylvania’s National Annenberg Election Survey shows.

Ninety percent of Indians took that position, while 9 percent said they found the name “offensive.” One percent had no answer. The margin of sampling error for those findings was plus or minus two percentage points.

Because they make up a very small proportion of the total population, the responses of 768 people who said they were Indians or Native Americans were collected over a very long period of polling, from October 7, 2003 through September 20, 2004. They included Indians from every state except Alaska and Hawaii, where the Annenberg survey does not interview. The question that was put to them was “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?”

Some Indian leaders have called upon the team to change the name, but the Redskins’ owner, Daniel Snyder, has insisted it will keep the name it has had ever since 1933, when it played in Boston. The team moved to Washington in 1937.

There was little variation among subgroups of Native Americans. Eight percent of men and 9 percent of women said the name was offensive, while 90 percent of each sex said it did not bother them. Ten percent of Indians under 45 found the name offensive, compared to 8 percent of those 45 and older.

Thirteen percent of Indians with college degrees or more education said “Redskins” was offensive, compared to 9 percent of those with some college and 6 percent of those with a high school education or less. Fourteen percent of Indians who called themselves politically liberal said the name was offensive, compared to 9 percent of moderates and 6 percent of conservatives. Among Indians with household incomes of \$75,000 or more, 12 percent found the name offensive, compared to 9 percent of those with incomes between \$35,000 and \$75,000 and 8 percent of those with incomes below \$35,000.

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The National Annenberg Election Survey is a project of the Annenberg Public Policy Center of the University of Pennsylvania (www.AnnenbergPublicPolicyCenter.org). Dr. Kathleen Hall Jamieson is the director of the survey. Ken Winneg is the managing director of the survey. Adam Clymer is the political director of the survey.

Another major election project of the Annenberg Public Policy Center is FactCheck.org, a project that tries to hold politicians accountable by exposing false or misleading campaign statements. It is available online at www.FactCheck.Org.

Survey Methodology

The National Annenberg Election Survey (NAES) is a survey conducted each presidential election by the Annenberg Public Policy Center of the University of Pennsylvania.

The 2004 National Annenberg Election Survey is based on telephone interviews which began October 7, 2003 and will continue past Election Day.

The sample of telephone exchanges called was randomly selected by a computer from a complete list of thousands of active residential exchanges across the country. Within each exchange, random digits were added to form a complete telephone number, thus permitting access to both listed and unlisted numbers. Within each household, one adult was designated by a random procedure to be the respondent for the survey. The interviewing is conducted by Schulman, Ronca, Bucuvalas, Inc.

This report deals with interviewing conducted from Oct. 7, 2003, through September 20, 2004. In that period 65,047 adults were interviewed, of whom 768 identified themselves as Indians or Native Americans.

In theory, in 19 cases out of 20 the results for these interviews will differ by no more than two percentage points, up or down, from what would have been obtained by interviewing all American adults. For smaller subgroups, the margin of sampling error would be higher.

In addition to sampling error, the practical difficulties of conducting any survey of public opinion may introduce other sources of error into the poll. Variations in the wording and order of questions, for example, may lead to somewhat different results.

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