

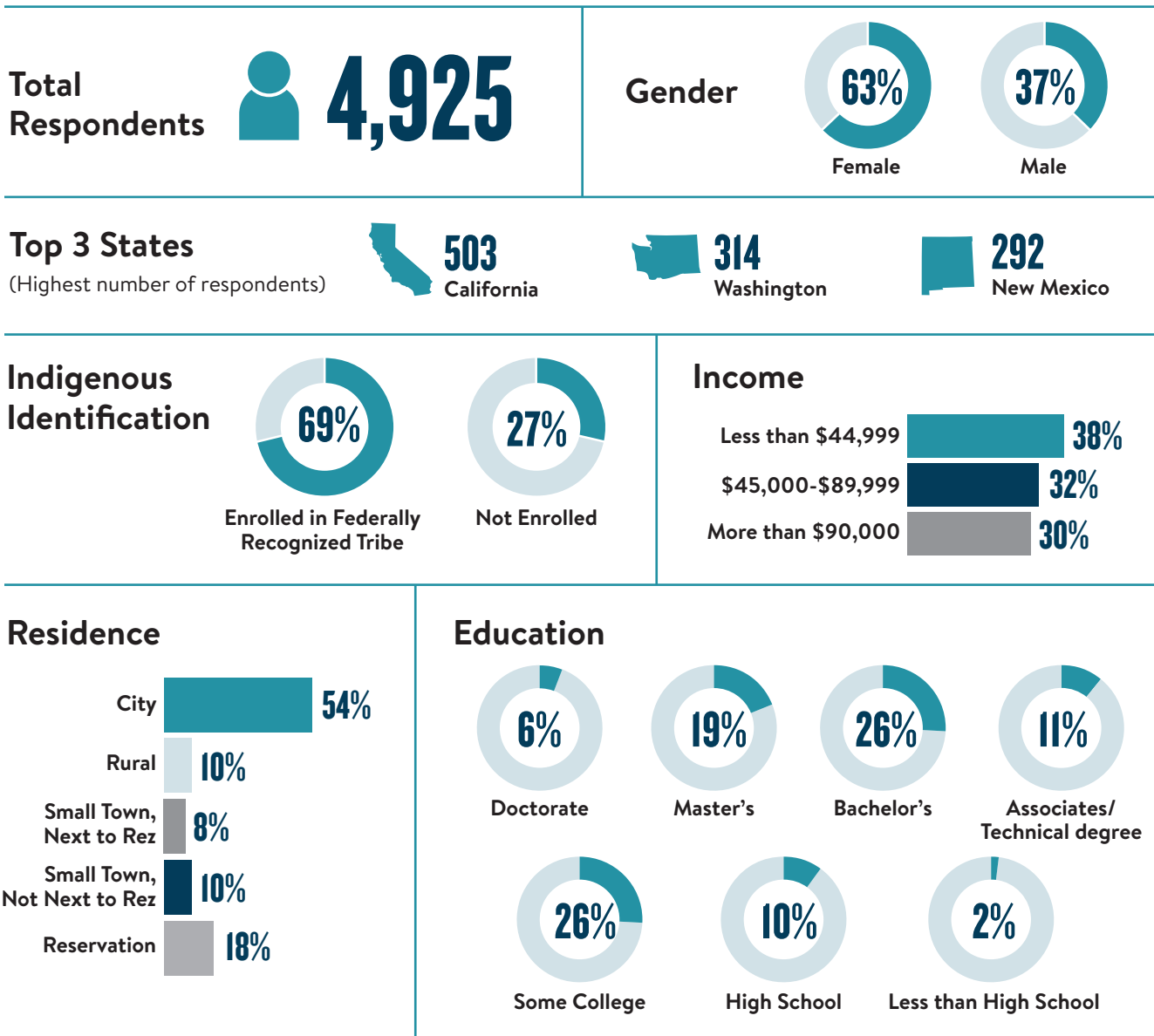
# INDIAN COUNTRY'S TOP PRIORITIES



**INDIGENOUS FUTURES**  
SURVEY

Nearly 5,000 respondents across Indian Country weighed in on the things that matter most to them in the 2021 Indigenous Futures Survey. Native peoples shared their opinions about national issues including elections, education, law enforcement, media, and healthcare, as well as how they're simply feeling in this moment.

## WHO RESPONDED?



# KEY TAKEAWAYS

On the topics of: identity & well-being, trust in institutions, media habits, women in leadership, and political engagement, several points emerged.

## Overall well-being and mental health improved

Despite the challenges of the COVID-19 pandemic, respondents noted their overall well-being and mental health improved slightly from the previous year.

## Vast majority of respondents vote

The vast majority of respondents vote in federal, state, and local elections. Eighty-four percent reported voting in 2020, with 79.7% indicating they planned to vote in 2022.

## Climate change is driving their choice at the polls

For voters, especially those who identify as liberal, climate change is driving their choice at the polls, followed by issues of **racism** and **healthcare**.

## Cost of living, economy, and immigration are top priorities

Cost of living, economy, and immigration are top priorities for those who identify as conservative.

## Low trust in federal, state, and local governments

Respondents have low trust in federal, state, and local governments to make good decisions about issues that Native communities face.

## Native peoples continue to feel unseen

85% of respondents feel they are rarely represented in media and 85% feel that most Americans wrongly believe there are few Natives left living in America.

## Respondents believe that Natives are more visible in mainstream society

While a majority of respondents feel that Natives are rarely represented (or represented inaccurately) in media, they also perceive a shift in visibility of Native peoples, with nearly 63% of respondents believing that Natives are more visible in mainstream society.

## Respondents are “feeling upset when there are no portrayals of Natives”

The lack of representation has an effect, with more than 83% of respondents “feeling upset when there are no portrayals of Natives” in mainstream media.

## New TV series centered on Natives are popular with Native viewers

74% of respondents have watched *Reservation Dogs*, and 25% have watched more than one program that centers or features Native characters and themes.

## Majority want to see more women in leadership

A majority want to see more women in leadership positions, with 95% of women and 85% of men in support.



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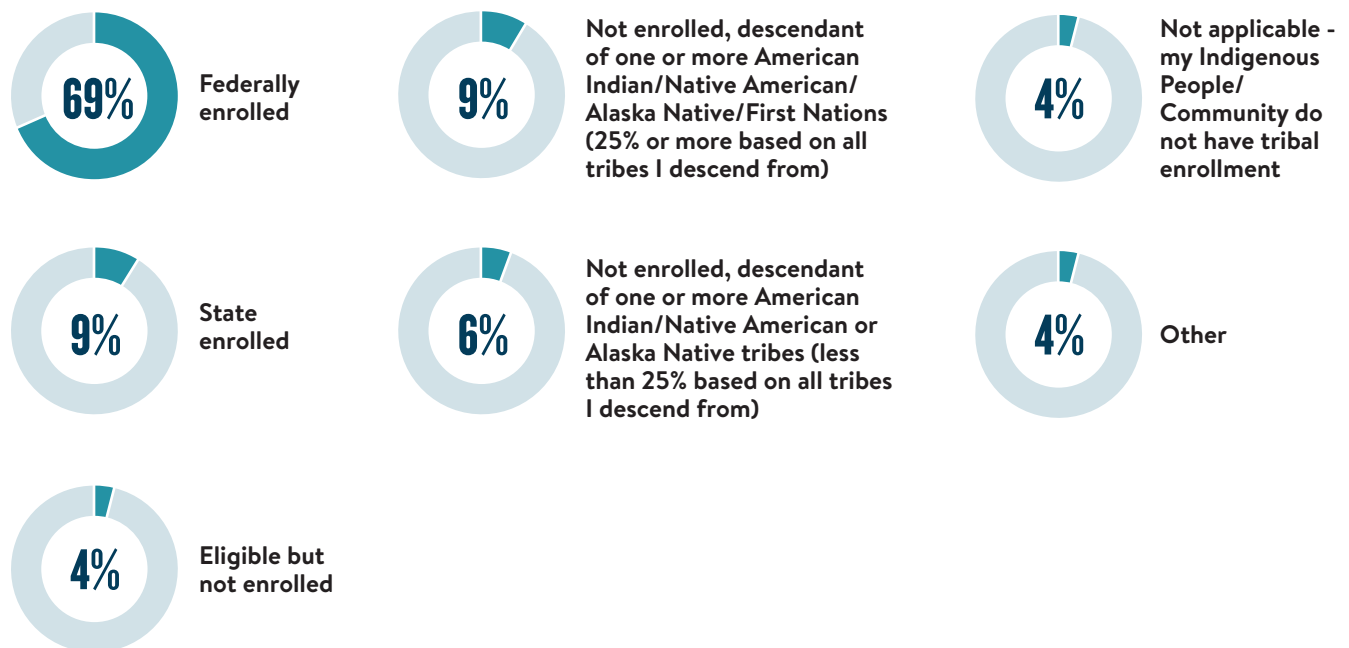
# NATIVE IDENTITY: BEING AND LIVING AS NATIVE PEOPLES



INDIGENOUS FUTURES  
SURVEY

Regardless of enrollment status or place of residence, nearly all survey respondents noted how important their identity as Native people and as members of their Tribal nations is to them.

## WHO RESPONDED?

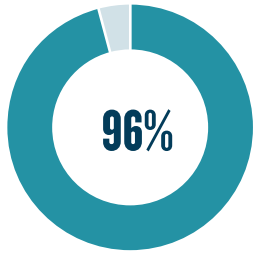


## NATIVE IDENTITY IS IMPORTANT

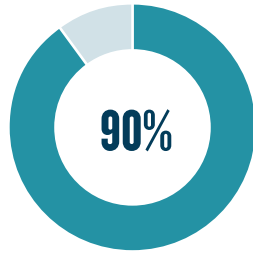
**95%** of respondents say being Native is an important part of their identity

**85%** say that being a member of their Tribe is an important part of their identity

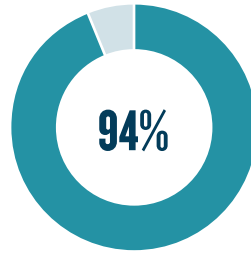
# PARTICIPATING IN CULTURAL ACTIVITIES MATTERS TO RESPONDENTS



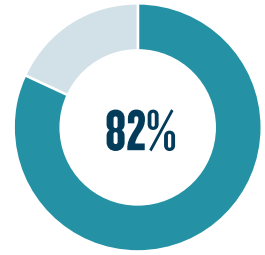
Know or share Native history



Eat or cook Native foods



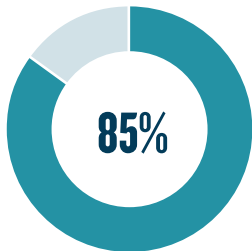
socialize with/have Native friends



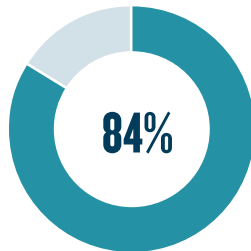
Attend pow wows

## INVISIBLE IN AMERICA

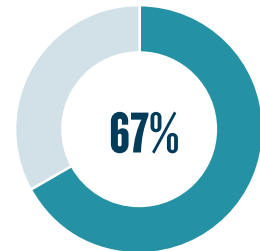
While for nearly all respondents being Native and practicing their culture was important to their identity, they also felt an erasure of their existence in the broader American life. Respondents overwhelmingly believe that the greater American public does not know they exist. And nearly 70% have experienced racial discrimination.



Feel that the average Americans thinks there are hardly any Natives left



Feel that the average American does not care about the experiences of Native peoples



Experience discrimination because they are Native



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# MEDIA AND INDIAN COUNTRY: WHAT ARE WE WATCHING?



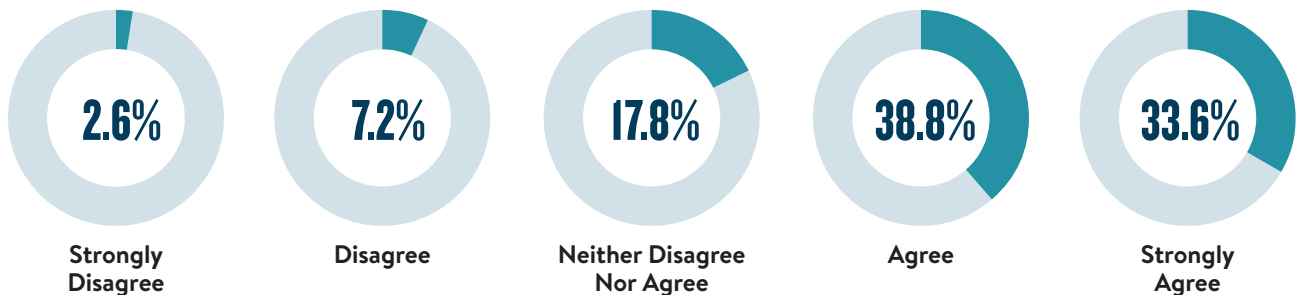
INDIGENOUS FUTURES  
SURVEY

Today, there is more Indigenous-created TV content and more TV shows featuring Native peoples than ever before. But the entertainment industry has a long way to go to satisfy the Native viewer's desire to see more representation on screen.

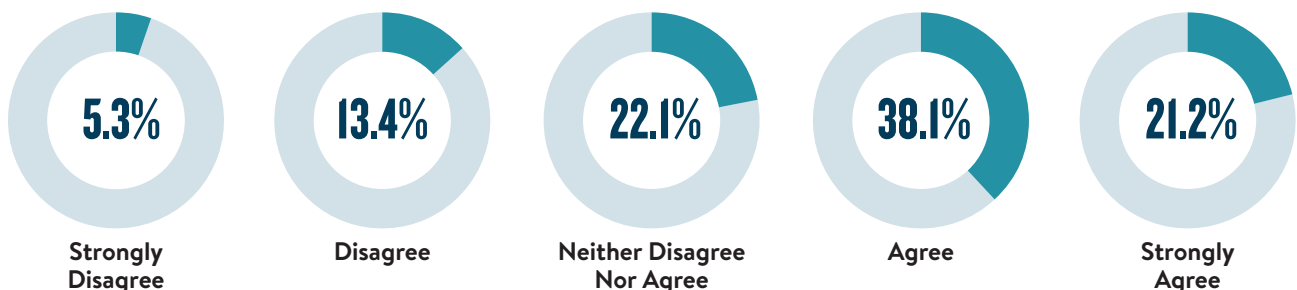
Of nearly 5,000 respondents to the 2022 Indigenous Futures Survey, the majority feel most represented by shows that are centered on Native characters and stories. Most respondents agree they feel most represented by Native actors portraying Native characters, and when shows and films feature Native characters and stories.

## REPRESENTATION

I feel represented when Native actors/actresses portray Native American characters.



I feel represented when TV shows and films feature Native characters, stories and experiences.

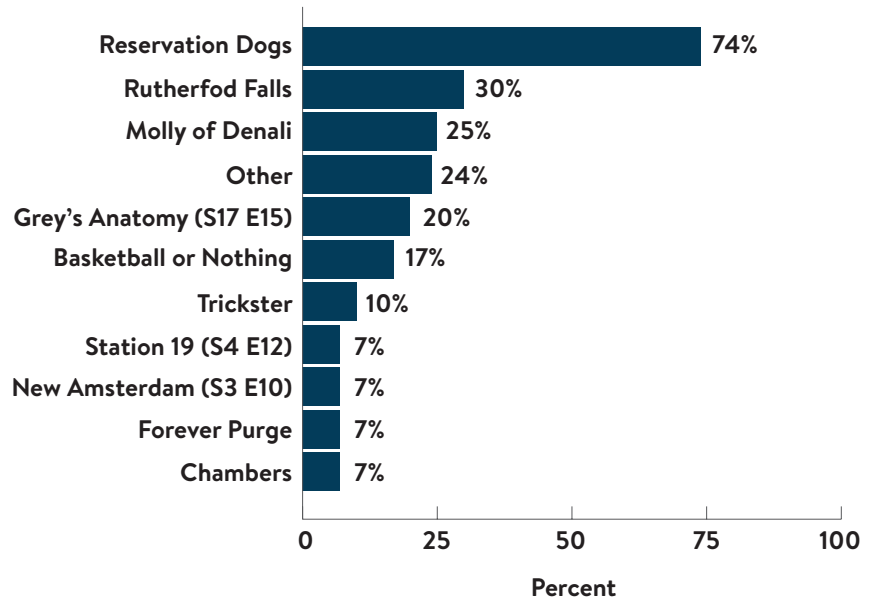


# VIEWING HABITS

Respondents were asked about viewing habits regarding several Native-centered shows or shows featuring Native characters and stories. A large majority, 74%, have seen Reservation Dogs, while a quarter of all respondents have watched at least two of the shows.

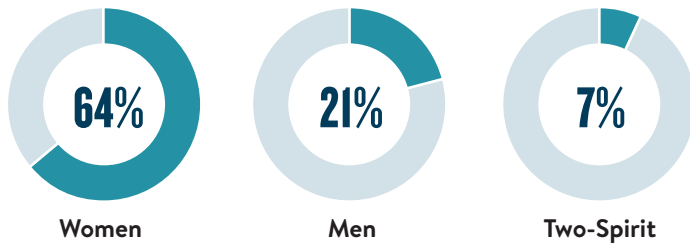
Note: Respondents could select all that apply.

## Have you or your child watched any of the following television programs or movies featuring Natives?

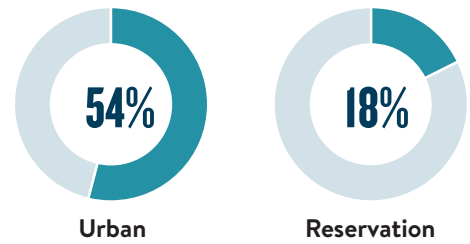


# WHO IS WATCHING?

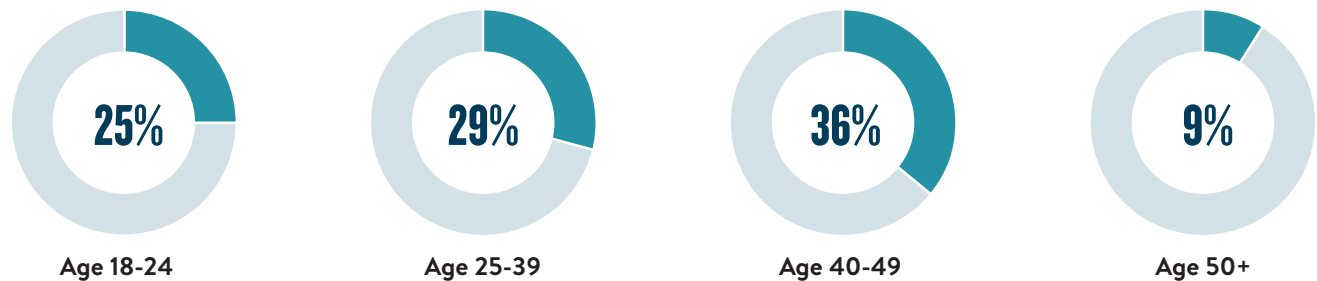
## Gender



## Residence



## Age



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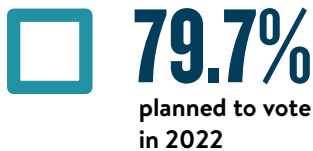
# POLITICAL ENGAGEMENT IN INDIAN COUNTRY: WHO IS THE NATIVE VOTER?



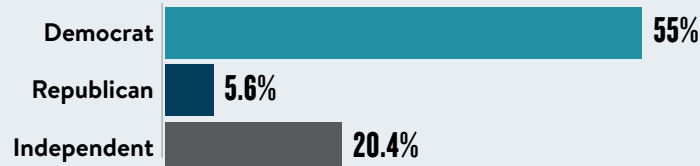
INDIGENOUS FUTURES  
SURVEY

Following record-breaking Native voter turnout in 2020, nearly 5,000 respondents to the Indigenous Futures Survey in 2022 signal even higher turnout in the 2022 midterm elections, which notoriously have a lower voter turnout. The respondents, 63% of whom were women with an average age of 44, identify across the political spectrum, from liberal to conservative. The majority also have had some college or associate's degree.

## BUILDING NATIVE POWER AND POLITICAL PARTICIPATION

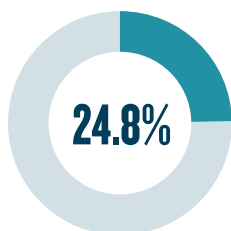


### Who Planned to Vote in 2022?

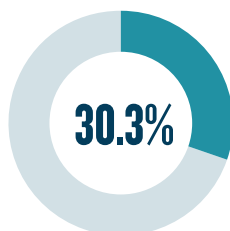


## VOTERS CONTINUE TO BE OLDER

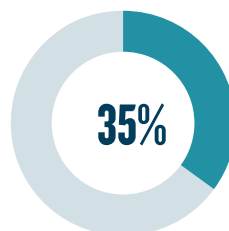
### Planned to Vote in the 2022 Midterm Elections (by Generation)



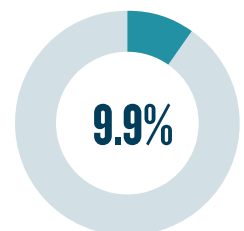
Boomer or Older  
(58+ years old)



Gen X  
(42-57 years old)



Millennials  
(26-41 years old)

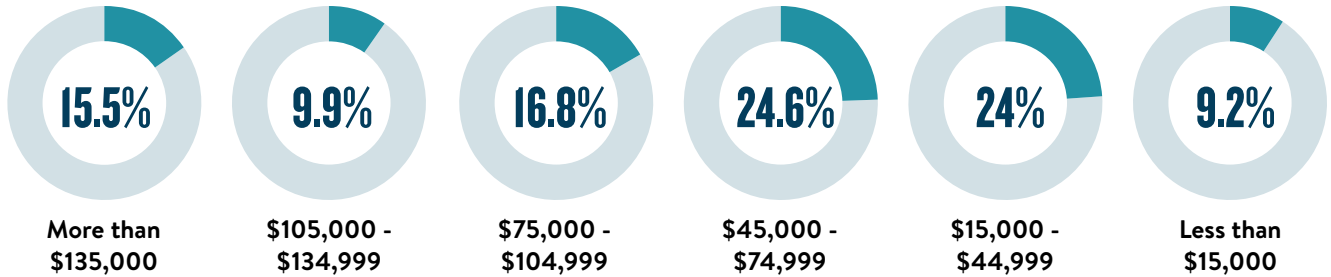


Gen Z  
(18-25 years old)

# MAJORITY OF VOTERS ARE HIGHER INCOME EARNERS

More than 42% of future voters are from households earning \$75,000 or more.

## Planned to Vote in the 2022 Midterm Elections (by Income)



## THE ISSUES NATIVE VOTERS CARE ABOUT

There are large differences in what mattered to voters based on whether they identify as liberal or conservative.

### Liberals' Top Issues



Climate Change



Racism



Healthcare

### Conservatives' Top Issues



Cost of Living

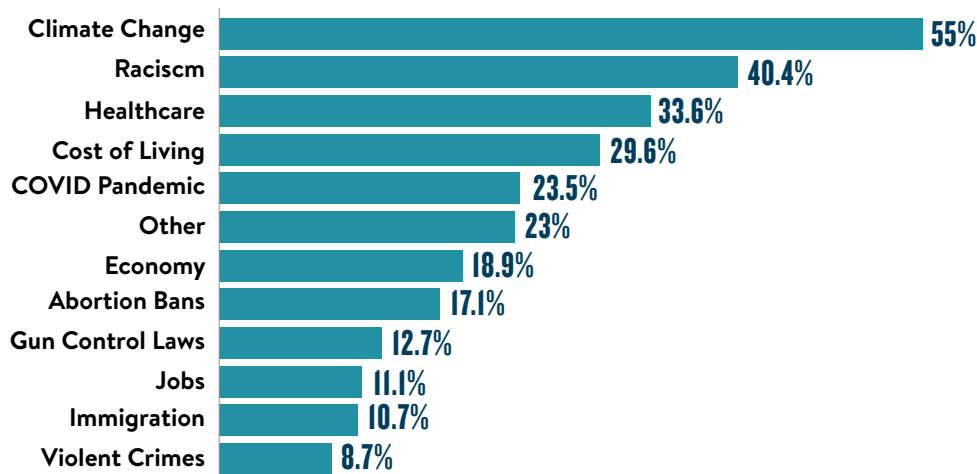


Economy



Immigration

## 2022 voters identified the top issues that would determine their vote:



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# TRUST IN INSTITUTIONS ACROSS INDIAN COUNTRY

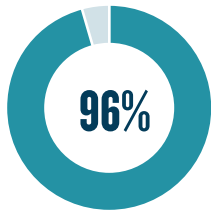


INDIGENOUS FUTURES SURVEY

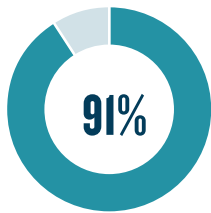
Nearly 5,000 respondents to the Indigenous Futures Survey 2.0 weighed in on how much trust they put into the institutions of government, media, schools, medicine, and the election system. Since 2020, faith in all systems has decreased. With the exception of the U.S. electoral system, few Native respondents have faith in our country's systems.

## DISTRUST OF GOVERNMENT IS EXTREMELY HIGH

Respondents have little faith in federal, state, and local governments to make good decisions about issues that Native communities face.



Do **NOT** trust the U.S. government to make good decisions about the issues that Native communities face



Do **NOT** trust their local and state government to make good decisions about the issues that Native communities face

Native peoples are

**8.5x** MORE LIKELY TO TRUST TRIBAL GOVERNMENTS

versus the federal government to address issues that matter to them.

38.3%  
trust tribal government

4.5%  
trust federal government

## NO FAITH IN MAJOR INSTITUTIONS



don't trust the media to accurately portray Native peoples



don't trust K-12 schools and colleges to teach accurate information about Native peoples



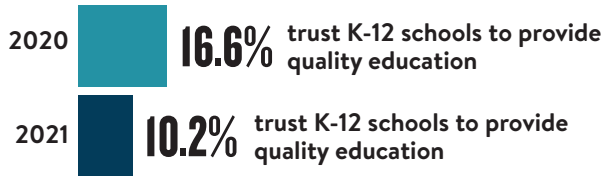
don't trust police to treat Native peoples fairly



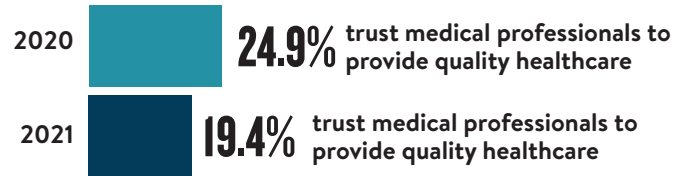
don't trust medical professionals to provide quality medical care to Native peoples

# SINCE 2020, DISTRUST IN HEALTHCARE AND K-12 EDUCATION HAS GROWN

## K-12 Education



## Healthcare



## THE 2020 ELECTION

Participants trust the US electoral system the most, with a majority of participants (62.2%) trusting the results of the presidential election in 2020.

Yet, there remains a sharp contrast between liberals and conservatives regarding the fairness of the 2020 election.

“The 2020 election was fair”

**71.3%** of self-identified liberals agreed

**34.7%** of conservatives agreed

Of those who disagreed or strongly disagreed that the 2020 election was fair:

**14.2%** are enrolled members of a federally recognized tribe

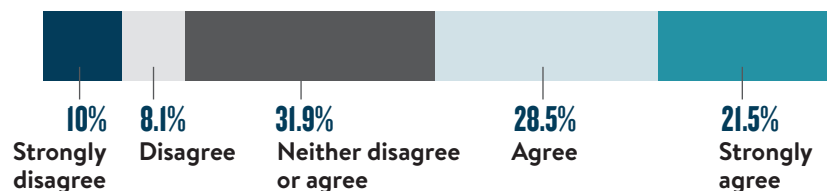
**82.1%** are not enrolled members

Older respondents largely agree that the 2020 election was fair.

**60.5%** Age 30-49 agree it was fair

**71.7%** Age 50+ agree it was fair

Respondents 18-29 were more divided, with 50% of respondents believing it was fair.



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# WELL-BEING IN INDIAN COUNTRY



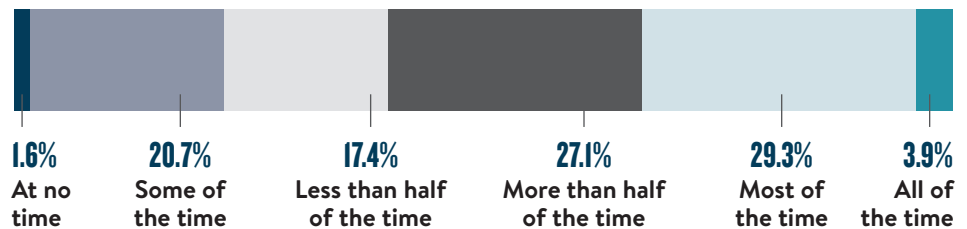
**INDIGENOUS FUTURES**  
SURVEY

Indigenous Futures Survey respondents in 2021 had experienced a pandemic, significant changes in the economy and unemployment numbers, a slight increase of Native visibility with the growing popularity of Native-centered TV shows, and a slow return to a more typical daily life after quarantine. With that in mind, respondents answered the 5 questions from the World Health Organization’s well-being index, intended to assess current mental well-being.

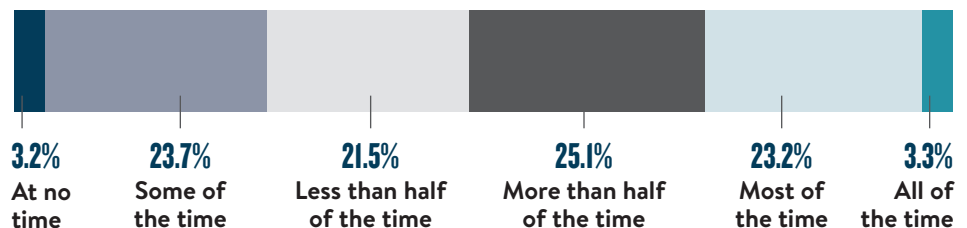
**While more than half of respondents (56.4%) have felt cheerful and in good spirits more than half of the time or most of the time, and more than half (51.6%) have felt calm and relaxed more than half of the time or most of the time, the majority of respondents answered negatively regarding their well-being for three of the five index measures.**

## Percent of respondents who stated:

**I have felt cheerful  
and in good spirits**

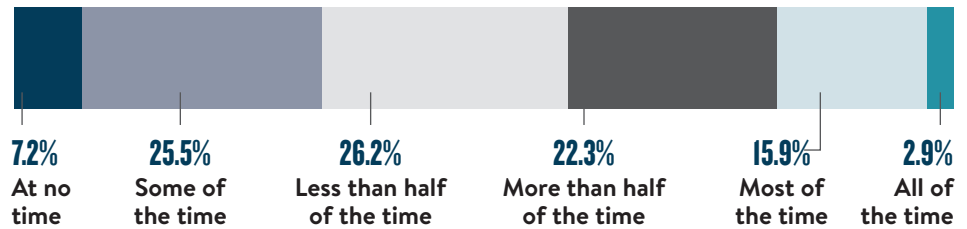


**I have felt calm  
and relaxed**

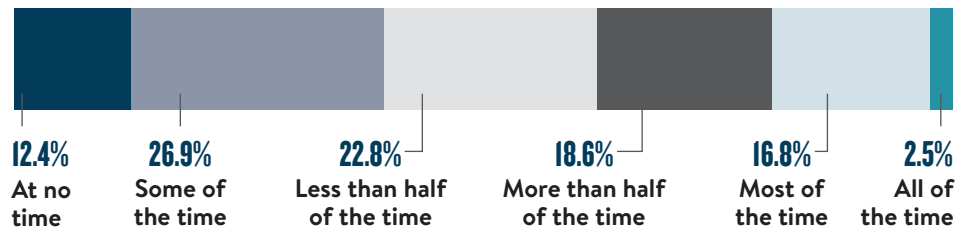


## Percent of respondents who stated:

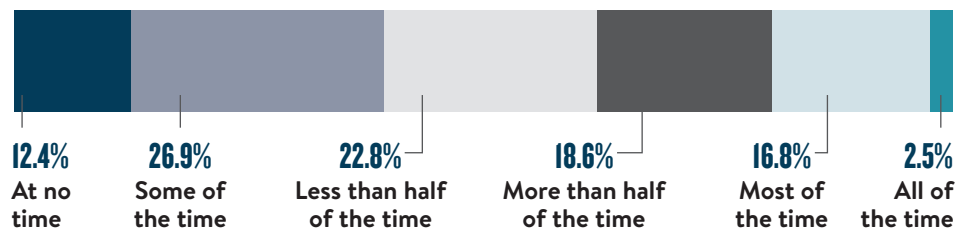
I have felt active and vigorous



I woke up feeling fresh and rested



My daily life has been filled with things that interest me



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# INDIAN COUNTRY WANTS MORE WOMEN IN LEADERSHIP



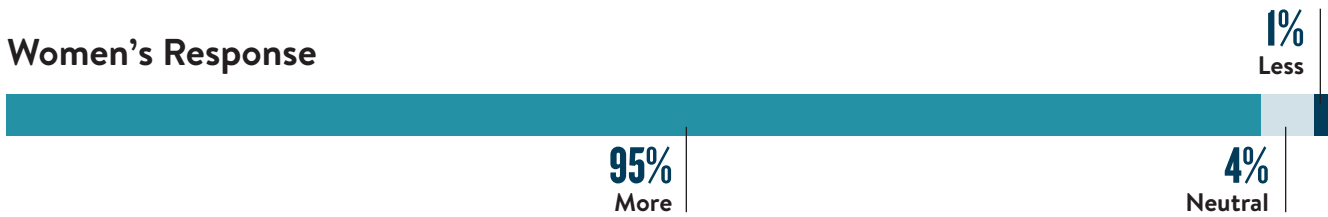
INDIGENOUS FUTURES  
SURVEY

Visibility of women in leadership positions has increased in recent years, with more women, including Native women, being elected to offices at all levels.

## THERE IS A STRONG DESIRE TO SEE MORE NATIVE WOMEN IN LEADERSHIP POSITIONS

An overwhelming majority of respondents want to see more Native women in leadership.

### Women's Response



### Men's Response

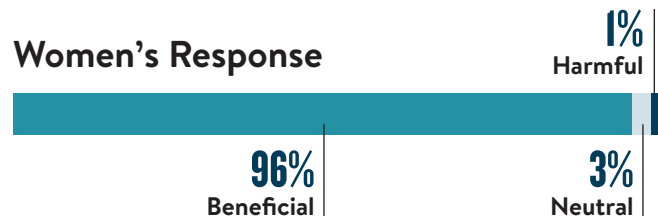


## NATIVE WOMEN IN LEADERSHIP IS BENEFICIAL

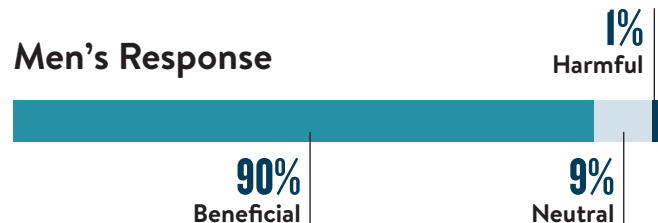
More than 90% of men and 96% of women think a Native woman in a leadership position is beneficial. In part, because:

- They believe it would lead to more visibility for women-led movements and issues like Missing and Murdered Indigenous Women and Girls and abortion rights.
- They are tired of the “incompetency” of male leadership and sexism within leadership.

### Women's Response



### Men's Response



# VISIBILITY OF NATIVE WOMEN IN LEADERSHIP IS GROWING

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A majority of respondents report a noticeable increase in Native women taking on leadership roles over the past decade. This increase is viewed positively with the vast majority being able to identify positive outcomes for their communities and Native people broadly.

**72%** Report noticing an increase in Native women in Tribal leadership roles over the past decade

**84%** Report noticing an increase in Native women in overall leadership roles over the past decade



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