

The Story We've Been Told

Non-Native perceptions and sentiments of
Native peoples in media, education, and policy



ILLUMINATIVE



Nielsen

Charlene Polite Corley

VP, Diverse Insights & Partnerships

Nielsen

What do non-Natives think,
know & feel about Native
peoples?





KEY FINDINGS

Representation

Education

Sports

Rights & Treaties

Recap



Representation



Source: Nielsen Emerging Media Research Custom Survey, n=2,502

1 in 5

knew of or watched content directed, written or produced by Natives.

63%

recognized importance of Native/ Indigenous actors playing Native/ Indigenous roles.

68%

interested in seeing more content created by Native directors, writers and producers.





Viewers are more likely to
accept media portrayals of
other people as true.



“Seeing Natives represented makes me want to...”

68% - learn more about Native culture

66% - learn more about Native issues

58% - support Native organizations

50% - buy from Native-owned businesses



Source: Nielsen Emerging Media Research Custom Survey, n=2,502



Education



Source: Nielsen Emerging Media Research Custom Survey, n=2,502

28%

agree that their education about Native Americans was accurate, $\frac{1}{3}$ aren't sure.

44%

disagree that their education contained information about Native Americans in a modern day context.


52%

The most pervasive **stereotype** is “Native Americans live in poverty” and many are “alcoholics” (42%).





3 out of 5
Americans don't feel
informed about Native
peoples.



People are questioning
what they've been taught
about Native peoples...and
why.



Sports



Source: Nielsen Emerging Media Research Custom Survey, n=2,502

1 in 3

agree that sports names referencing Native Americans are culturally insensitive.

36%

agree that sports teams that use Native culture as mascots should change their name and imagery.

2 in 5

agree that the only time they see Native representation is through sports mascots



**AANHPI and
Black Americans showed
highest support for
banning Native mascots.**



Rights & Treaties



Source: Nielsen Emerging Media Research Custom Survey, n=2,502

84%

agree that the U.S. government should honor treaties with tribal nations


39%

are aware that the Cherokee Nation delegate to U.S. Congress has never been seated

17%

thought it was false that the Cherokee are entitled to a delegate, while **44%** were unsure





Non-Natives need sources
and coverage they can
trust to learn how to ally.



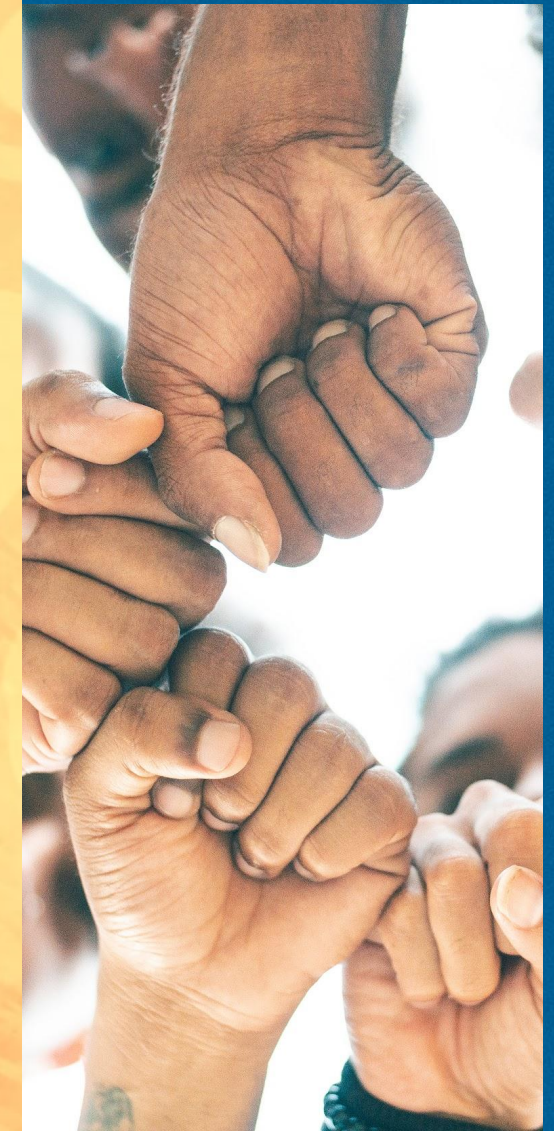
Solidarity.

77%

agree that Native Americans face discrimination.

2 in 3

agree seeing Native representation in media makes them want to learn more about issues/culture or buy from Native-owned businesses.



Source: Nielsen Emerging Media Research Custom Survey, n=2,502



What's next?



THANK YOU!

A custom study on non-Native perceptions and sentiments of
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