

# THE POWER OF NATIVE REPRESENTATION IN ENTERTAINMENT



**INDIGENOUS FUTURES  
SURVEY**

There is a profound gap in how Indigenous peoples see ourselves and how we are seen and understood by non-Natives.

## Of the approximately 5,200 respondents to the Indigenous Futures Survey 3.0:

**76%** agree or strongly agree that they have a strong sense of belonging to their Native/Indigenous family, community, Tribe, or Nation

**90%** believe the average American does not understand the experiences of Native peoples

**Closing the visibility gap means investing in and supporting media that features Native characters, stories, and experiences, portrayed by Native actors.**

**77%** of respondents believe that Native peoples are rarely represented in media

**68%** believe that when Native peoples are present, they are misrepresented

However

**64%** feel represented when shows and films feature Native/Indigenous characters, stories and experiences

**65%** feel represented when Native actors portray Native characters

## Culturally accurate Native content brings in millions of new viewers to streaming platforms and networks.

Reservation Dogs (Hulu)

**75%**

of IFS respondents feel represented in the show Reservation Dogs

PREY (Hulu)

**43%**

of IFS respondents feel represented in PREY

PREY brought in

**5.9M NEW VIEWERS**

According to a [2023 survey](#) conducted by Nielsen

## Culturally accurate Native content is on the rise!

According to a [2024 content analysis](#) by USC Annenberg Norman Lear Center:

**88%**

of Native characters were played by Native actors

**34%**

of Native characters identified with a particular Tribe

**22%**

of Native characters spoke their Native language on screen

## Native representation and visibility have important policy implications.

According to a [2024 content analysis](#) by USC Annenberg Norman Lear Center:

Compared to non-viewers, those who saw season two of Reservation Dogs were more likely to:



Support the Indian Child Welfare Act



Seek more information about contemporary Native issues



Follow Native influencers or organizations on social media

Compared to non-viewers, those who saw Rutherford Falls were more likely to:



Support Tribal sovereignty and the U.S. government's obligation to uphold treaty rights

## When Indigenous peoples are accurately and powerfully represented, the benefits are profound and far-reaching.

Native representation is not only healing within our communities, it is a key driver of narrative change, cultural competency, and progress in the policies and issues that matter to us most.



IFS is a collaborative effort of IllumiNative and Native Organizers Alliance in partnership with Kauffman and Associates Incorporated