

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 [content analysis](#) by USC 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 [recent impact study](#) by USC 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