

Press Release: Fans Support Washington Football Team Name Change
September 16, 2013

The Let's Change the Name Campaign announces the results of a survey conducted on September 12, 2013 of Washington DC area residents concerning attitudes towards the name of the Washington Football Team.

63% of those surveyed either would approve of broadcast TV stations not using the current name or do not care if broadcasters stop using that name. Only 37% would disapprove of broadcasters if they no longer used the name.

The new survey contradicts an Associate Press-GfK Survey conducted last April that shows 79% of respondents favor keeping the name.¹ The Campaign's new survey tells a different story. Last week 68% of respondents said they would either encourage or not care if owner Dan Snyder were to change the team name.

Former Federal Communications Commission chairman Reed Hundt, one of the campaign members, said, "These results show that public opinion is shifting in favor of wanting media outlets to stop using a name for the Washington Football Team that is deemed offensive by Native Americans. I urge the FCC chair to convene an open meeting to discuss voluntary cooperation by media outlets with popular opinion in avoiding hateful speech in broadcasting."

The survey also showed that 84% of respondents said that they would continue supporting the team even if it was renamed. Hundt added, "This result shows that by any name the team would still retain the affections of loyal fans, among whom I have counted myself for more than a half-century."

A strong majority (61%) of respondents even said they would buy memorabilia bearing a different logo, name and/or colors. The survey asked about new names for the team, and 46% said they would be just as likely to watch the games and purchase memorabilia if the team name were changed to "Skins." Another popular choice was to bring back the name "Washington Senators."

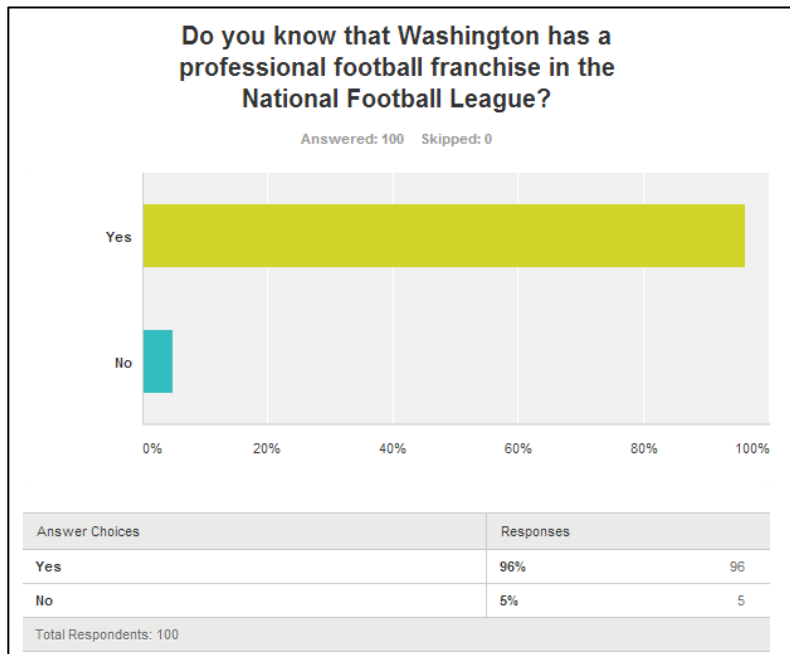
The Campaign conducted the survey through Survey Monkey.² It was distributed to a random pool of 100 Washingtonians and surveyed across all age groups, races, household incomes, and education levels. Please see attachment for full survey results.

¹ "Poll: Majority OK with 'Redskins,'" ESPN NFL, ESPN.com, May 2, 2013.

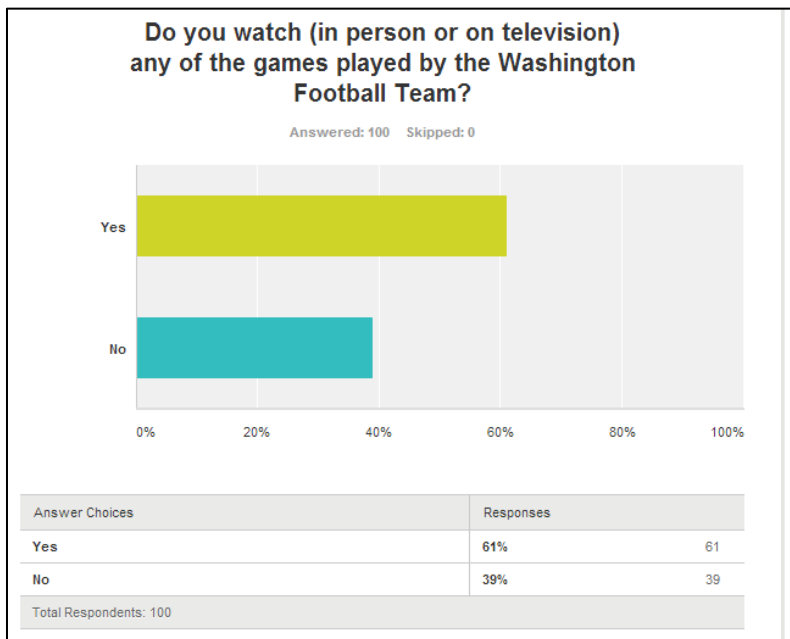
http://espn.go.com/nfl/story/_/id/9235381/poll-majority-approve-washington-redskins-name

² www.surveymonkey.com

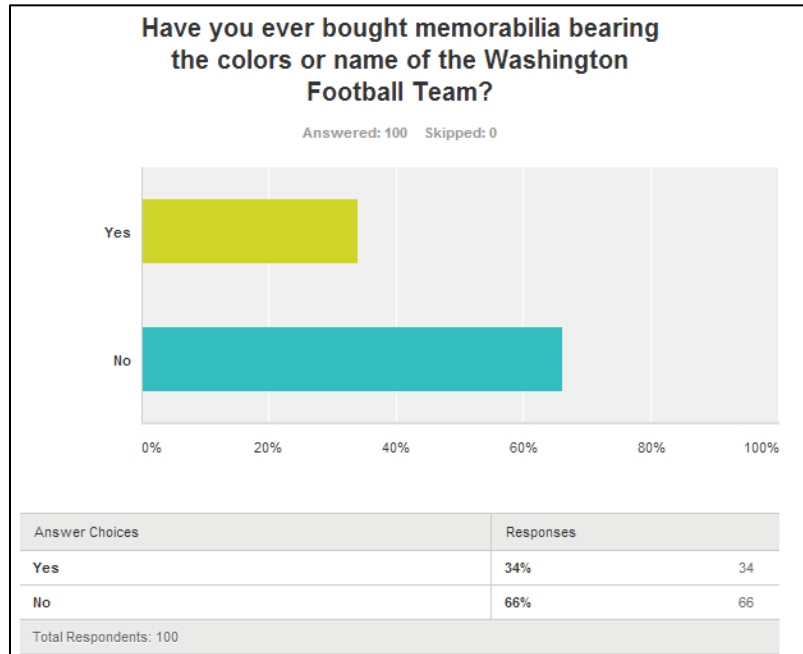
Question 1



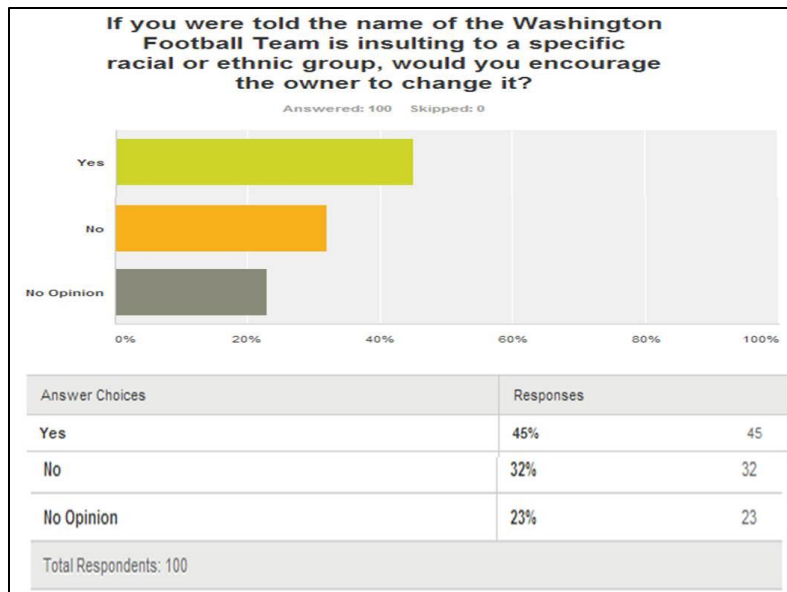
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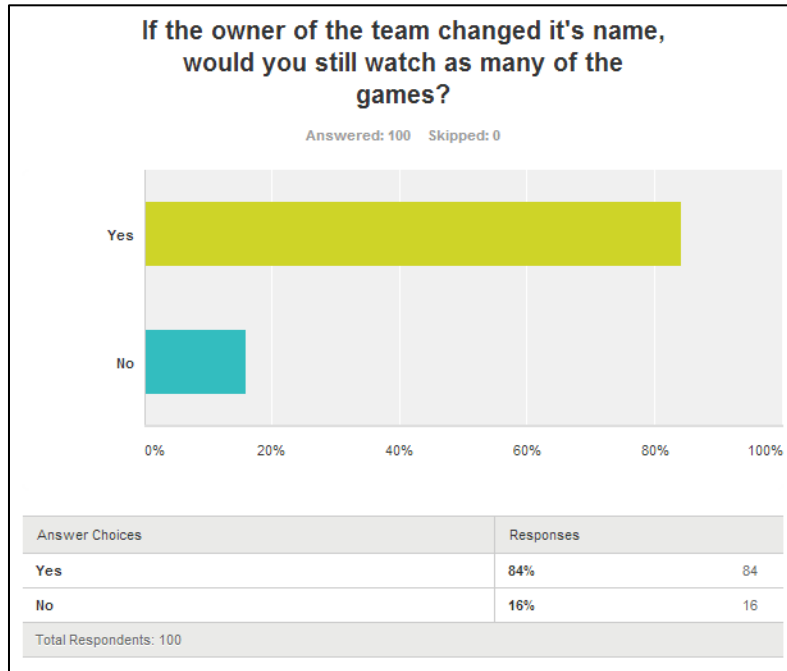
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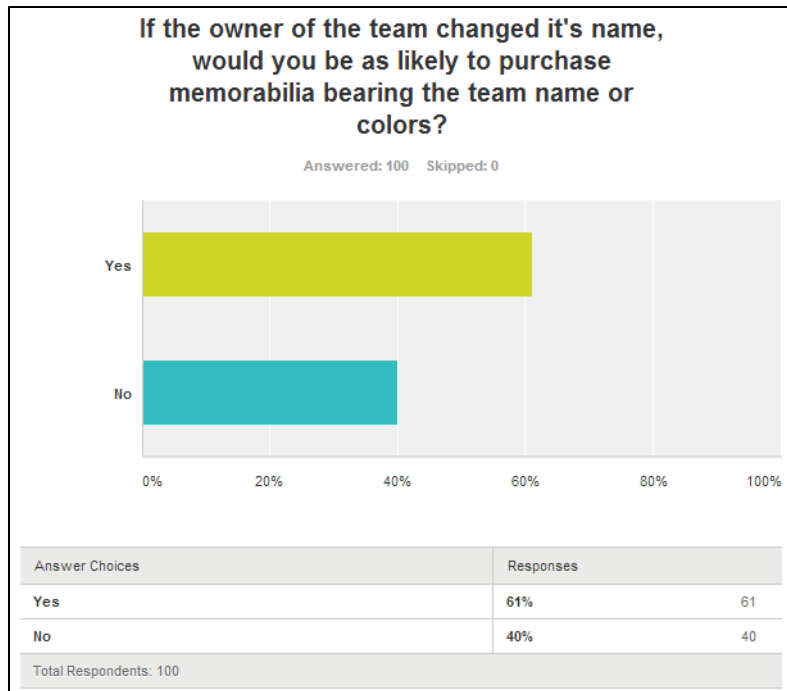
Question 4



Question 5



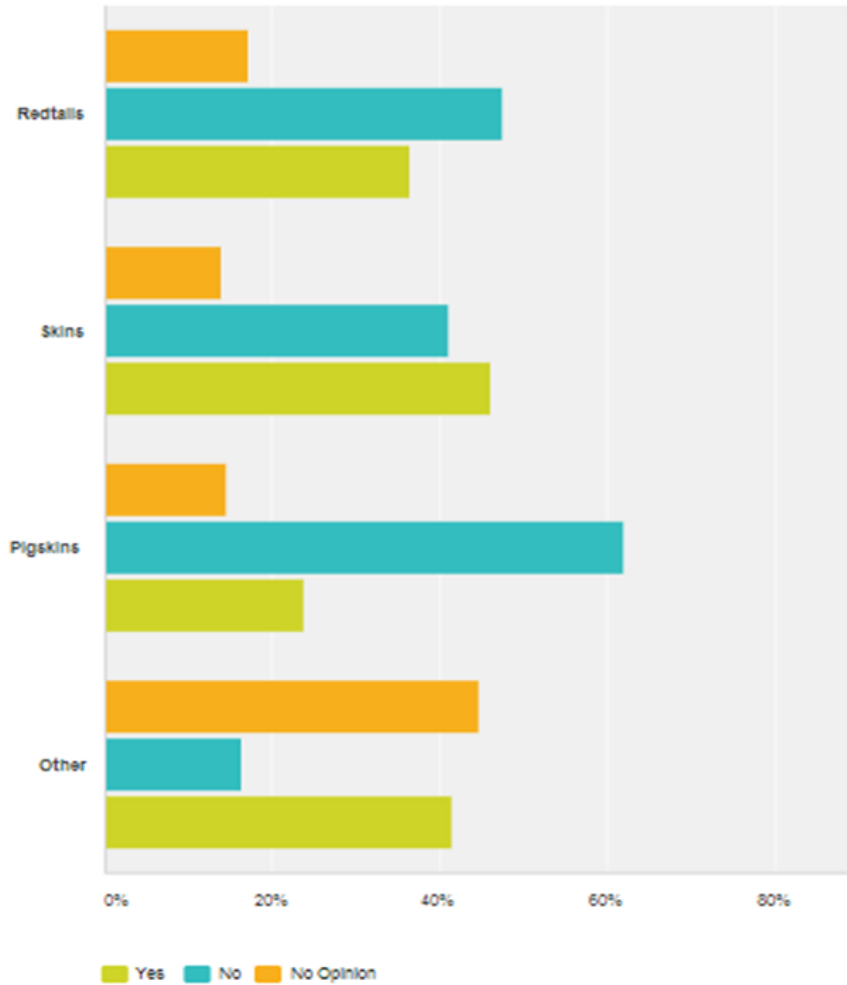
Question 6



Question 7

Media and fans have proposed some new names for the team (listed below). If the team name were changed to any of the following, would you be just as likely to watch the games and buy memorabilia?

Answered: 100 Skipped: 0



	Yes	No	No Opinion	Total Respondents
Redtails	36.36% 36	47.47% 47	17.17% 17	99
Skins	46% 46	41% 41	14.00% 14	100
Pigskins	23.71% 23	61.86% 60	14.43% 14	97
Other	41.30% 38	16.30% 15	44.57% 41	92

Question 8

If you answered YES to the "Other" option in Question 7, what do you recommend the team name be changed to?

Answer provided in custom text box.

Question 9

