

**Baldwin Wallace University - Community Research Institute NE Ohio Poll
Cleveland Indians logos**

Methodology

This poll was conducted by Baldwin Wallace University's Community Research Institute between February 21 and March 11, 2018 among Northeast Ohioans in Cuyahoga, Geauga, Lake, Lorain, Medina, Portage, and Summit counties (n=518). Respondents were selected to participate from an online panel Qualtrics curated. To overcome some of the limitations associated with online surveys, Qualtrics utilized quotas for gender (52.4% female) and age (18-34 years - 26.1%; 35-54 years - 35.6%; 55-64 years - 16.9%; 65 years and up - 21.4%) based on data from the 2014 American Community Survey (ACS) for Ohio. Compared to 2014 ACS data, our sample is better educated. In addition, there is a greater percentage of Democrats in the sample than Republicans (39.4% vs. 30.4%, respectively.) However, this distribution is reflective of the seven counties as a whole.

First, we'd like to ask you about Chief Wahoo (pictured above). To what extent do you agree or disagree with the following statements?

"This logo reflects the heritage of the Indians"

| | Freq. | Percent | Cum. |
|----------|--------------|----------------|-------------|
| Disagree | 122 | 23.55 | 23.55 |
| Neither | 86 | 16.60 | 40.15 |
| Agree | 310 | 59.85 | 100.00 |
| Total | 518 | 100.00 | |

"I feel a strong positive emotional connection to this logo"

| | Freq. | Percent | Cum. |
|----------|--------------|----------------|-------------|
| Disagree | 123 | 23.75 | 23.75 |
| Neither | 95 | 18.34 | 42.08 |
| Agree | 300 | 57.92 | 100.00 |
| Total | 518 | 100.00 | |

"This logo makes me proud of the Indians"

| | Freq. | Percent | Cum. |
|----------|--------------|----------------|-------------|
| Disagree | 97 | 18.73 | 18.73 |
| Neither | 100 | 19.31 | 38.03 |
| Agree | 321 | 61.97 | 100.00 |
| Total | 518 | 100.00 | |

"This logo represents more than the team - it represents the city of Cleveland"

| | Freq. | Percent | Cum. |
|----------|--------------|----------------|-------------|
| Disagree | 93 | 17.95 | 17.95 |
| Neither | 59 | 11.39 | 29.34 |
| Agree | 366 | 70.66 | 100.00 |
| Total | 518 | 100.00 | |

"This logo is an important part of my support for the Indians"

| | Freq. | Percent | Cum. |
|----------|--------------|----------------|-------------|
| Disagree | 153 | 29.54 | 29.54 |
| Neither | 108 | 20.85 | 50.39 |
| Agree | 257 | 49.61 | 100.00 |
| Total | 518 | 100.00 | |

Next, we'd like to ask you about the block letter 'C' (pictured above). To what extent do you agree or disagree with the following statements?

"This logo reflects the heritage of the Indians"

| | Freq. | Percent | Cum. |
|----------|--------------|----------------|-------------|
| Disagree | 292 | 56.37 | 56.37 |
| Neither | 115 | 22.20 | 78.57 |
| Agree | 111 | 21.43 | 100.00 |
| Total | 518 | 100.00 | |

"I feel a strong positive emotional connection to this logo"

| | Freq. | Percent | Cum. |
|----------|--------------|----------------|-------------|
| Disagree | 267 | 51.54 | 51.54 |
| Neither | 150 | 28.96 | 80.50 |
| Agree | 101 | 19.50 | 100.00 |
| Total | 518 | 100.00 | |

"This logo makes me proud of the Indians"

| | Freq. | Percent | Cum. |
|----------|--------------|----------------|-------------|
| Disagree | 163 | 31.47 | 31.47 |
| Neither | 181 | 34.94 | 66.41 |
| Agree | 174 | 33.59 | 100.00 |
| Total | 518 | 100.00 | |

"This logo represents more than the team - it represents the city of Cleveland"

| | Freq. | Percent | Cum. |
|----------|--------------|----------------|-------------|
| Disagree | 138 | 26.64 | 26.64 |
| Neither | 134 | 25.87 | 52.51 |
| Agree | 246 | 47.49 | 100.00 |
| Total | 518 | 100.00 | |

"This logo is an important part of my support for the Indians"

| | Freq. | Percent | Cum. |
|----------|--------------|----------------|-------------|
| Disagree | 239 | 46.14 | 46.14 |
| Neither | 162 | 31.27 | 77.41 |
| Agree | 117 | 22.59 | 100.00 |
| Total | 518 | 100.00 | |

To what extent do you think that Major League Baseball's All Star game being hosted in Cleveland in 2019 had any influence in the organization's decision to drop Chief Wahoo?

| | Freq. | Percent | Cum. |
|------------------------|-------|---------|--------|
| No influence | 90 | 17.37 | 17.37 |
| Some influence | 254 | 49.03 | 66.41 |
| Considerable influence | 174 | 33.59 | 100.00 |
| Total | 518 | 100.00 | |

Do you think that the Cleveland Indians should continue to sell merchandise with Chief Wahoo on it?

| | Freq. | Percent | Cum. |
|--------|-------|---------|--------|
| Yes | 334 | 64.48 | 64.48 |
| No | 126 | 24.32 | 88.80 |
| Unsure | 58 | 11.20 | 100.00 |
| Total | 518 | 100.00 | |

How do you feel about Chief Wahoo in regards to other Native American mascots under scrutiny, such as the Chicago Blackhawks, Washington Redskins, and Florida Seminoles?

| | Freq. | Percent | Cum. |
|---|-------|---------|--------|
| Chief Wahoo is less disrespectful | 60 | 11.58 | 11.58 |
| Chief Wahoo is equally disrespectful | 112 | 21.62 | 33.20 |
| Chief Wahoo is more disrespectful | 38 | 7.34 | 40.54 |
| Native American mascots are not disresp | 249 | 48.07 | 88.61 |
| Unsure | 59 | 11.39 | 100.00 |
| Total | 518 | 100.00 | |