

For Immediate Release

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New Survey Finds A Plurality of Maryland Voters Support Renaming Washington Redskins Football Team

According to the newly released HIT Strategies survey, 45 percent of Maryland voters support renaming Washington's National Football Team. In June, HIT Strategies surveyed 800 Maryland voters on the question of changing the team's name. Though Maryland voters remain split on the name change, the HIT Strategies' survey showed steadily growing support to change the name of Washington's Football Team.

Highlights of the survey:

- Primary backing for this change comes from Black voters. 64 percent of black voters responded yes to the survey question.
- 60 percent of self-identifying Democratic voters support the name change.
- 42 percent of respondents did not support changing the Redskins name.
- A majority of white voters (52 percent) opposed the name change.
- 78 percent of self-identifying Republicans opposed the name change.

"Since the anti-racism protests began in early summer following the death of George Floyd, support for anti-racism causes like changing the Washington Football Team's name has increased," HIT Strategies partner Terrance Woodbury said. "It is not surprising that in a state like Maryland where 71 percent of voters consider themselves progressive or moderate that support for changing the team's name is increasing so fast."

Toplines of the survey are listed below. HIT Strategies is a public opinion research company that specializes in research and messaging for Millennials, People of Color, LGBTQ+, and other underrepresented communities.

For any follow-ups or media inquiries, please contact media@hitstrat.com

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HIT Strategies surveyed 800 registered Maryland Voters from June 27 to July 1, 2020 with 50% of respondents reached via phone and 50% surveyed online.

TOPLINES

Regardless of whether or not you find the Washington Redskins name offensive, do you think the time has come to change the Redskins' name?

	Total	White	Black	Male	Female	Under 50	50 and Over
Yes	45%	36%	64%	47%	44%	49%	42%
No	42%	52%	23%	42%	41%	36%	45%
Don't know	13%	12%	13%	11%	15%	14%	13%

DEMOGRAPHICS

Race	Total
White or Caucasian	58%
Hispanic or Latino	5%
Asian or Pacific Islander	4%
African-American or Black	28%
Other	5%

Age	Total
18-29	12%
30-39	13%
40-49	15%
50-64	31%
65 and up	28%

Ideology	Total
Progressive	37%
Moderate	34%
Conservative	26%
(Don't know/Ref)	3%

Gender	Total
Male	46%
Female	54%
Other	0%

Party ID	Total
Democrat	50%
Republican	22%
Independent	28%