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The Washington Redskins: A Brand in Crisis

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An Honors Thesis in partial fulfillment of the requirements for the degree Bachelor of Science in
Business Administration in Marketing and Economics

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Abstract

Even though it is not new, the debate over the use of the brand and logo by the Washington Redskins has come to the forefront of the collective consciousness. With this debate in mind, I completed a study to answer two questions. Should the Redskins change its brand and logo? And must the Redskins change their brand and logo? In order to complete the study, a survey was conducted with undergraduate students that gathered more than 300 complete responses. After gathering and analyzing the data, I was able to draw conclusions. The first conclusion being that the Washington Redskins should change their brand and logo. Not only did the participants perceive the logo to be below average, thus hurting the brand equity, but they also noted that the use of racially offensive logos was not supported by the public, thus hurting overall consumer perceptions. These two factors mean that the Redskins will likely be better off financially if they change their brand and logo sooner rather than later, as it seems like only a matter of time before the public pressure will be too great. For the second question their appeared to be some, but not enough support point toward the Redskins being forced to change. While people did not believe that companies, and more specifically sports franchises, should use racially offensive images, they also indicated that companies should be able to use whatever logo they see fit. However, while the Redskins' logo may not be illegal, it seems possible that public and financial pressure may lead the Washington Redskins owner to change.

Introduction

There is a new debate storming across America and it once again is coming out of Washington D.C. This time, however, the debate is not centered on Capitol Hill, but instead on the Washington D.C. professional football franchise, the Washington Redskins. The debate is over the use of the term “Redskins” as the mascot and primary brand and logo of the franchise. Native American groups are claiming that the term is a racial slur and is deeply offending to them and their culture, while the Washington owner, Dan Snyder, claims that the name honors and represents respect for Native American culture (Snyder, 2014).

This debate has put the franchise in the midst of a “brand crisis”. A brand crisis is any event that severely threatens the equity that a brand has built (Dutta and Pullig 2011). The Redskins are not only in a position of losing fans and drawing negative attention from media outlets, the US government has gotten involved. The United States Patent and Trademark Office took away the trademark protection for the franchise in June and the Federal Communications Commission accepted a petition to essentially take the name off the air by revoking the broadcasting licenses of any station that uttered the word (Gartland 2014). This measure essentially prevents most networks from discussing or broadcasting the team to avoid fines or lost licenses. These actions do not only hurt the franchise, they also could potentially weaken the entire National Football League (NFL). There are senators and representatives working to take away the NFL’s tax exemption if the Washington franchise refuses to change its mascot (Gartland 2014). It seems possible that the NFL could decide to force this change to protect the league.

The Washington Redskins do not have an insignificant brand to lose. The franchise is currently worth approximately \$1.7 billion dollars and ranks as the third most valuable NFL team and the ninth most valuable sports franchise in the world (Badenhausen 2014). The Redskins franchise must consider the impact of this crisis on its brand imagery, as well as its overall value. There are multiple areas in which a brand crisis can negatively affect a company's bottom line. Not only could the brand continue to lose sales and market share, but its advertising will become less effective due to a decrease in consumer trust of the company (Heerde, Helsen and Dekimpe 2007). The franchise will also see their market share fall through indirect causes such as consumer distrust and perceived unethical behavior. They are also being seen as less socially responsible by the general public. Research has shown that companies that are less socially responsible are going to take greater blame from the consumer, thus escalating the brand crisis further (Klein and Dawar 2003).

The debate about the Washington franchise is not solely about one team, but may also, impact multiple levels of sports competition. In 2005 the National Collegiate Athletic Association announced that "any school with a nickname or logo considered racially or ethnically 'hostile' or 'abusive' by the NCAA would be prohibited from using them in postseason events." At the time this affected 18 schools, plus those that changed their mascot over the course of the NCAA discussion as a preemptive measure, with deep emotional ties to their mascots. Some, including Florida State and the University of Illinois, had very recognizable brands (Preschel 2005). In March 2015 one school district in the state of New York announced that it would no longer use the nickname or mascot "Redskins", despite the fact that a petition in favor of keeping the name gained more signatures than the petition for change. The school board president announced that the mascot was selected nearly 70 years ago to honor

Native Americans, but that the world has changed and Native Americans no longer feel honored (Heck 2015).

I explore this issue from two perspectives. First I consider the following: *Should* the Washington Redskins change their mascot. This question looks at if the general public's view with respect to the mascot have a negative impact on the franchise's brand equity and does this influence consumers' decision to support the franchise through purchasing. That is to say they will take their purchasing power elsewhere due to ethical reasons. Second being *must* the Washington Redskins change their mascot. This question looks at if the Redskin mascot is so offensive that it should not be protected under the first amendment and free speech. This is no easy task as the Supreme Court of the United States only limited free speech in situations in which protecting the public clearly outweighs an individual's or corporation's right to free speech. These situations are always scenarios where the government's interest in protecting the public greatly outweighs the rights of the individual or corporation. These scenarios include situations such as untrue speech or inciting violence. While vulgarity, including offensive terms such as "Redskins", are not prohibited, laws do protect broadcast airways from ideas that may be detrimental to youth, holding corporations to a higher standard (Chemerinsky, 2002, pp. 1321-1344).

Methodology

A survey was developed to investigate the two primary research questions in this study.

- *Should the Washington Redskins change their brand?*
- *Must the Washington Redskins change their brand?*

The survey was distributed using both social media and Amazon's Mechanical Turk (MTurk) to achieve an appropriate sample size and broader age range. The survey included questions to make sure that the data collected was useful for drawing accurate conclusions. After filtering out the responses completed by individuals that did not pass quality control checks, 306 completed responses remained for analysis.

Of the 306 participants 180 (59%) were male and 126 (41%) were female. The population had a mean age of 32 years old. Based on responses to a self-reported measure of income very heavily skewed toward the lower values. Of the 306 quality respondents the majority of respondents (70%) indicated an annual salary of less than \$50,000, compared with approximately 47% of the U.S. population (Census Bureau 2014; see figure 1). This deviation is likely caused by the higher than normal population of college students present in the survey, which is also seen by the category "some college" representing the most participants in the survey (see figure 2).

The ethnicity of the respondents also appears to be highly skewed toward Caucasians (83%) as can be seen in figure 3. It is also important to note that there is 1.3% (4) respondents that identified as Native Americans. None of these respondents identified with a tribe that is currently a mascot for a major sporting franchise or college. These values are consistent with the population of the United States which is 78% Caucasian and 1.2% Native American (Census Bureau 2014).

Results

In order to test the first question, whether the Washington franchise should change their logo, I used a simple ranking question. The logos used for the survey are provided in Appendix. Respondents were asked to rank ten different sports logos in order of their preference see (table 1). The first thing I wanted to investigate was which of the logos were different from the expected value of 5.5. If we make the assumption that none of the logos would be inherently viewed as better or worse than the others, then we can assume that all logos will be viewed equally by the general public. This assumption leads to an expected value of 5.5, which is the null hypothesis used for a two tailed t-test on each of the sample means, we get the following results. The Chicago Blackhawks (mean= 6.42, t statistic (305)=5.4, p-value<.001) , Washington Redskins ($\mu=6.57$, $t(305)=7.117$, $p= <.001$), and the New Zealand All Blacks ($\mu=6.05$, $t(305)=3.007$, $p=.003$) were all significantly above the expected value at an $\alpha=.01$. This points toward them being consistently ranked near the bottom of the choices. The St. Louis Cardinals ($\mu=3.85$, $t(305)=-11.363$, $p<.001$) and both Atlanta Braves ($\mu=4.20$, $t(161)=-6.54$, $p<.001$: $\mu=3.94$, $t(141)=-6.783$, $p<.001$) were significantly below the expected value. In this survey this indicates that these logos were being selected near the top of the given options. No other logos emerged as significantly different from the expected value.

In order to further examine how a Native American characteristic could effect a logo. The Atlanta Braves use two logos that are nearly identical, except for one distinguishing mark. The Atlanta Braves use two logos: one is a script A, the other includes the image of a Native American tomahawk for the A's crossbar. During the survey respondents saw nine different logos and either viewed the simple or embellished Atlanta Braves logo. In order to determine whether differences in ranking emerged based on which Braves logo was viewed are

significantly different from each other I conducted a two sample difference of means two tailed t-test. The simple logo (only script A) had an average ranking of 3.94, while the logo (with the tomahawk image) produced a mean of 4.20. The test produces a t-statistic of .855, degrees of freedom of 291.8, and a p-value of .393 ($t(291.8)=.855, p=.39$). This indicates that the respondents did not evaluate the two Braves logos differently.

I next wanted to investigate if there were any differences across demographics, particularly with respect to the Washington Redskins logo. I conducted a 2-sample t-test for difference in means. Males on average placed the Redskin logo at 6.61, while women placed it at 6.51. For the Washington Redskins logo the test does not indicate a statistically significant difference ($t(254.65)=.322, p=.748$) between the two genders. This indicates that there is not a significant difference between the two genders when it comes to the way they see this issue on the use racial stereotypes in logos (see table 2 and figure 4).

The breakdown of the Washington Redskins logo based on income can be seen in table 3 and figure 5. While there does not appear to be a significant pattern or difference between the income ranges, there is not a sufficient sample size in several ranges to make a definitive conclusion based on a between group test. The breakdown of the Redskins logo based on ethnicity can be seen in table 4 and in figure 6. While it presents much the same problem as income, there is one notable result. While the sample size is extremely small (4) the portion of the sample that selected Native American ranked the Washington Redskins logo higher than the general public. While the difference in means test was not significant ($t=-.879, p=.443$), it is a pattern that may begin to create holes in the argument of the public that Native Americans find these logos to be highly offensive. While it would not be prudent to draw any definitive conclusions from such a small group, it is something that may be investigated in later studies.

In order to answer the second question, must the Washington Redskins change their logo, I modified a study conducted by The Association of Religion Data Archives on freedom of speech issues. Participants answered a series of questions regarding the extent to which the First Amendments protects free speech (see appendix).

The first question asked for respondents' thoughts regarding limits to the first amendment. The mode of responses indicated that most people (47%) say that the First Amendment does not go too far in protecting free speech. The question produced a mean value of 4.20. I did conduct a one tailed t-test with a null hypothesis of $\mu=3$, or neutral and an alternative hypothesis of $\mu>3$, or the first amendment does not go too far protecting free speech. The t-test produced a t-statistic of 21.20, which produces a p-statistic of less than .001 ($\mu=4.2$, $t(305)=21.2$, $p<.001$). With these results I concluded that the respondents disagree with the belief that the first amendment goes too far in protecting free speech. This indicated that according to the general public, any speech that is currently covered under the First Amendment should be covered (See table 5).

The next set of questions look at the freedom that companies in general have when designing logos and brands. A small proportion (5%) of respondents agreed that companies have too much freedom to create their logos and brands, which matches the opinion of the next question where a large proportion of participants (71%) believe that companies should be able to use whatever logos they desire. To test for statistical significance, a one sided t-test was conducted with a null hypothesis of $\mu=3$, or neutral. For the question pertaining to the freedom companies have in creating their logos, the alternative hypothesis is $\mu>3$, or companies do not have too much freedom in creating their logos. The question produced a mean of 4.12, which resulted in a t-statistic of 22.52 and p-value of less than .001 ($\mu=4.12$, $t(305)=22.52$, $p<.001$) (see

table 6 and 7). Which suggests that respondents did not believe that companies have too much freedom in creating their logos. For the question pertaining to companies being able to produce whatever logo they see fit the alternative hypothesis is $\mu > 3$, or companies should be able to produce whatever logo they desire. The mean response from the participants was 3.81. This gave came to a t-statistic of 13.24 and p-value of less than .001 ($\mu = 3.81$, $t(305) = 13.24$, $p < .001$). This leads to the conclusion that the participants believe that companies should have the right to use any logo they see fit.

In the next question respondents were asked whether companies should be able to use any logo they wish. When asked if they should be able to use an offensive logo, only 31% took a stance that this was acceptable. When asked about racially offensive logos this drops to a 24% acceptance rate. I once again ran a one tail t-test with a null hypothesis of $\mu = 3$ or neutral and an alternative hypothesis of $\mu < 3$, or companies should not be able to use offensive images. For the simply offensive question the mean was 2.84, which led to a t-statistic of -2.24 and a p-value of .013 ($\mu = 2.84$, $t(305) = -2.24$, $p = .013$) (see table 8 and 9). This test is significant at $\alpha = .05$, but not if $\alpha = .01$. This leads me to be cautiously confident that the general public feels that companies should not be allowed to use offensive logos. For the racially offensive question the mean was 2.49. The test produced a t-statistic of -6.86, which results in a p-value of less than .001 ($\mu = 2.49$, $t(305) = -6.86$, $p < .001$). This leads me to feel very confident that the general public does not believe a company should be allowed to use a racially offensive image for their logo. It is also of note that the participants believe that companies should be able to utilize any logo, as long as it is not offensive to anyone. This follows with the saying, you can do whatever you want, as long as it does not hurt anyone else.

The remaining questions looked at how participants viewed sports logos. On the issue of allowing sports teams to use offensive images in logos only 27% of respondents agreed that sports teams should have this right, which is down from 31% for companies in general. In order to determine the significance of the results of the question a one tailed t-test was conducted with a null hypothesis of $\mu=3$ or neutral. For this question the alternative was $\mu>3$, or sports teams should not be able to use offensive logos. The mean response to this question was 3.3, which produced a t-statistic of 4.10 and p-value of less than .001 ($\mu=3.3$, $t(305)=4.1$, $p<.001$). This led to the conclusion that the public does not support sports teams having offensive logos. In order to see if sports teams were viewed differently than other industries, a two tailed, difference of mean t-test was conducted. The mean for sports franchises was 3.3, while non-sports companies was 2.84. But in order to place the two means on the same scale, the scale for the sports companies was flipped. This moves the mean to 2.7. The t-test then produces a t-statistic of -1.369 and p-value of .172 ($\mu_1=2.7$, $\mu_2=2.84$, $t(305)=-1.369$, $p=.172$) (See table 10). This led to the conclusion that the participants did not see a statistically significant difference between sports franchises and companies in other industries in terms of their use of offensive images in logos. The next question addresses the use of racially offensive logos in sports teams. When it comes to racially offensive sports logos, fewer than 25% felt that teams and franchises should have this freedom. This is similar to that of non-sports companies. A one tailed t-test was once again conducted with a null of $\mu=3$, or neutral. The alternative for this question was that $\mu<3$, or sports teams should not be able to use racially offensive logos. The mean response for the question was 2.52, which gives a t-statistic of -5.058 and p-value of less than .001 ($\mu=2.52$, $t=-5.058$, $p<.001$). This led us to reject the null and conclude that people do believe that sports teams and franchises should not use racially offensive logos. In order to once again determine if

sports franchises were held to different standard from companies of different industries a two-tailed, two sample t-test was conducted. The mean for generic companies was 2.49 and the mean for sports teams was 2.52. The test produced a t-statistic of -.287 and p-value of .775 ($\mu_1=2.49$, $\mu_2=2.52$, $t(305)=-.287$, $p=.775$). This led to the conclusion that sports teams were not viewed differently from other industries in terms of expectations of their use of logos. The two t-test outcomes pointed to a belief in America that sports teams and franchises were not placed on a pedestal, but instead were viewed on level playing field in terms of ethics.

Conclusion

When looking at the first research question, (i.e. *should* the Washington Redskins change their brand and logo?), the conclusion was very strong. Whether looking at it from a corporate responsibility standpoint or brand equity standpoint, the Washington Redskins should change their logo. In the survey they ranked significantly below the mean, thus indicating that participants were ranking them in the bottom half. Whether the participants were bringing in their biases or simply did not find Native American logos desirable, in order to grow their brand, the franchise will need to design a more preferred logo. This is not a struggle unique to the Redskins, though. Any professional sports franchise with a Native American mascot or logo should also make efforts to avoid potentially devastating brand crises. Changing to a more subtle logo that does not put the Native American image front and center, much like that of the Atlanta Braves, may allow the franchise to avoid most of the negative publicity, but the best solution is still to remove the imagery all together.

As for the second question, *Must* the Washington Redskins change their brand and logo, the answer was less clear. While there was strong support that the public does not favor

offensive logos, especially those that are racially offensive, and even evidence pointing toward people finding “Redskins” offensive, there is no evidence the use of this name is illegal. The Washington Redskins are entitled to freely advertise their organization, unless it goes against one of the limitations to free speech set forth by the Supreme Court. The two most likely avenues for the courts to find the brand illegal are to deem it offensive, which would require the courts to deem it as causing severe emotional distress or to deem it as offensive and to keep it off the airwaves (Chemerinsky, 2002, pp. 1321-1344). Since the survey did not support an argument that Redskins constitutes an offensive term to that extent, it seems that the Redskins will not be forced to change its name.

Limitations

One of the biggest limitations to the study was the lack of diversity in the participants. This prevented the results from having the broad interpretations they would have otherwise. This was especially true in the low percentage of Native Americans. Since one of the biggest arguments in this discussion is that Native Americans no longer see the symbols as honorary, but instead as offensive. Future studies that gather a more diverse group, especially from the Native Americans may be better able to present a wider scope in their conclusions. While the lack of diversity is true across the entire nation, it is not as far off from the population of National Football League Consumers, which are predominately white, middle-aged, males with middle to upper income (“Scarborough Research”, 2009).

Biases of the respondents toward the logos themselves may be another limitation of the data. Most if not all of the logos would be quickly recognized by even a casual sports fan. This

makes it nearly impossible for the logos to only be judged without emotional bias. While the biases should be evenly spread across the participants and thus have no effect on the data, it may have influenced some options. I believe that it was the lack of familiarity that caused the New Zealand All Blacks logo to be scored below the expected value versus a dislike for the logo itself. Future studies may attempt to use more generic logos in order to get a truer sense of how consumers view logos when it comes to purchase intentions.

Future Research

While there are several areas in which this study could be taken in future studies, I offer three that seem practical. The first would be an attempt to extend the current research beyond Native American brands. There are mascots and logos that represent almost every ethnic group. While Native Americans are currently the primary focus, the way this issue plays out could have very far reaching repercussions. Brands such as Notre Dame Fighting Irish and Minnesota Vikings have logos that may be deemed offensive. These brands need to understand how the consumer may view their brands, before they are in their own brand crisis.

Another good avenue for future study will come by extending the research outside of just sports logos. Brands across all sectors may have to deal with this issue in the coming years. Any brand that chooses to incorporate a person in their logo must understand the way that consumers will react to their brand in order to create the best outcome if the time comes for them to face their own brand crisis.

The final avenue of future research would look at the effect that a brand or logo change has on consumer perceptions. Brands such as University of Mississippi Rebels, Aunt Jemima, and Betty Crocker have all adjusted their logos to a less offensive alternative. The direction that

the consumer perception and brand equity that these brands moved will help to determine if brands are better off adjusting their widely known logos or risking public scrutiny and backlash.

FIGURE 1- Income Distribution of Participants

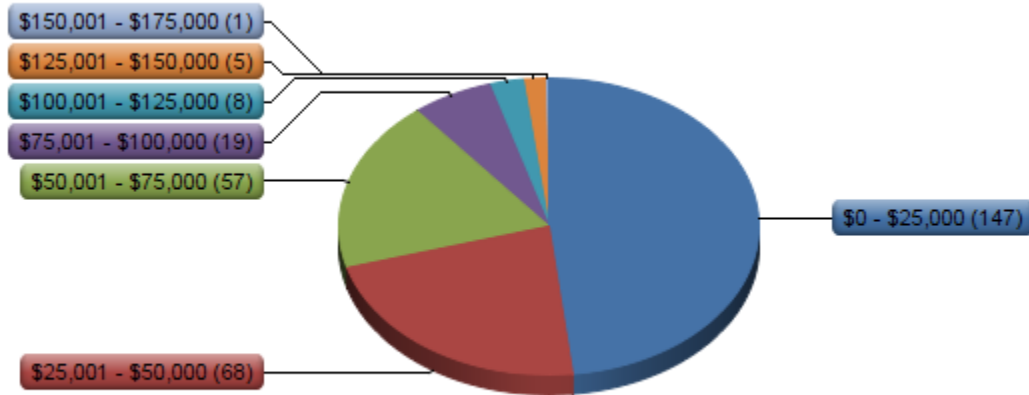


FIGURE 2- Educational Background of Participants

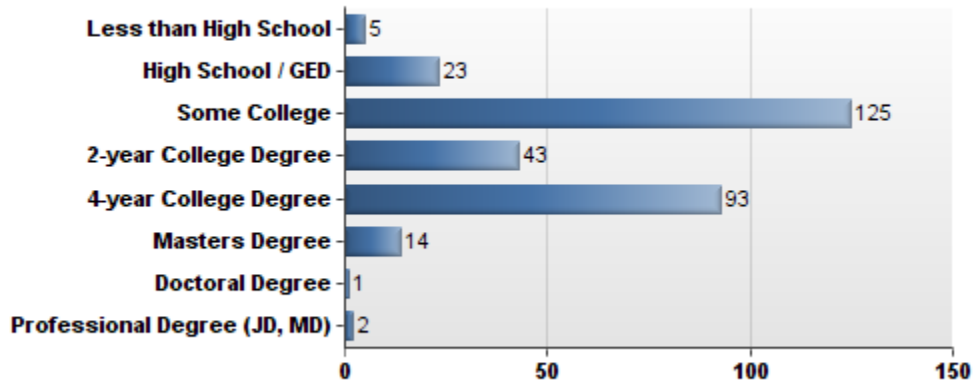


FIGURE 3- Ethnicity of Participants

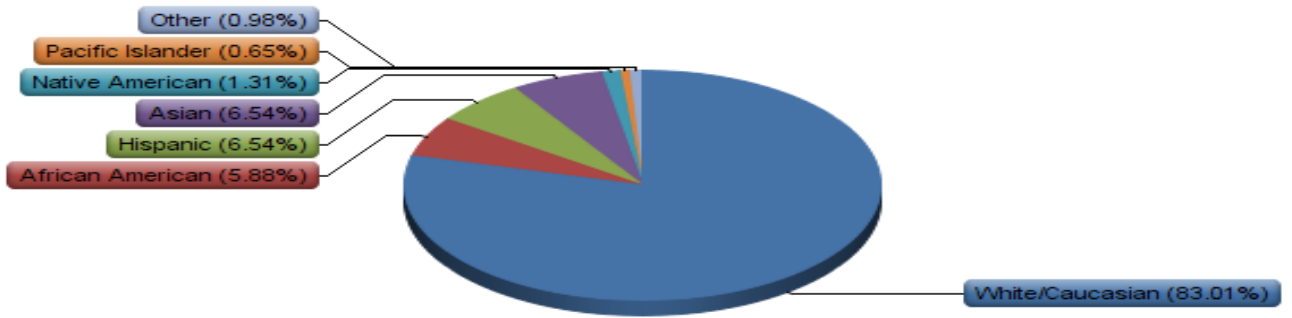
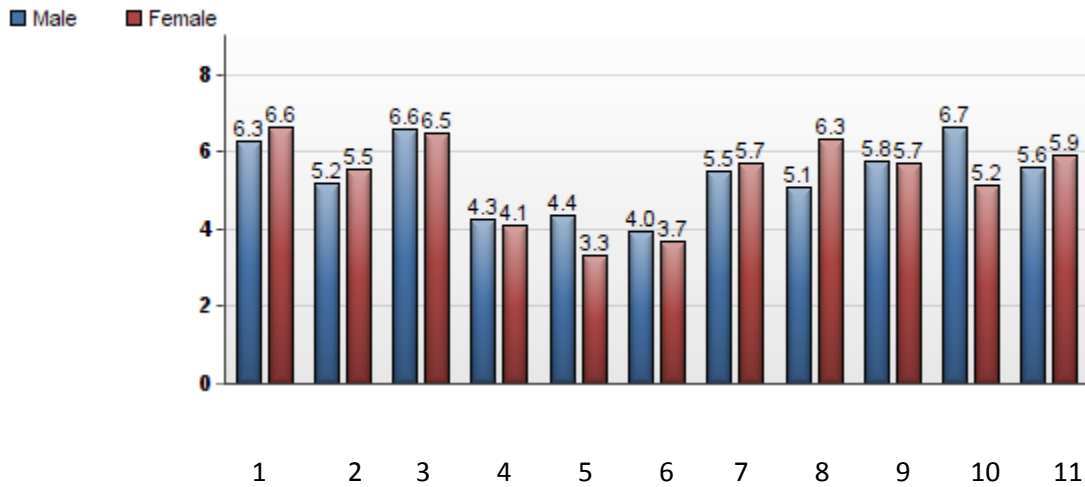


FIGURE 4- Logo Preference Based on Gender



- 1- Chicago Blackhawks
- 2- Arkansas State Red Wolves
- 3- Washington Redskins
- 4- Atlanta Braves (with tomahawk)
- 5- Atlanta Braves (without tomahawk)
- 6- St. Louis Cardinals
- 7- Buffalo Bills
- 8- Minnesota Vikings
- 9- Notre Dame Fighting Irish
- 10- New Zealand All Blacks
- 11- Pittsburgh Pirates

FIGURE 5- Washington Redskins Logo Preference Based on Income

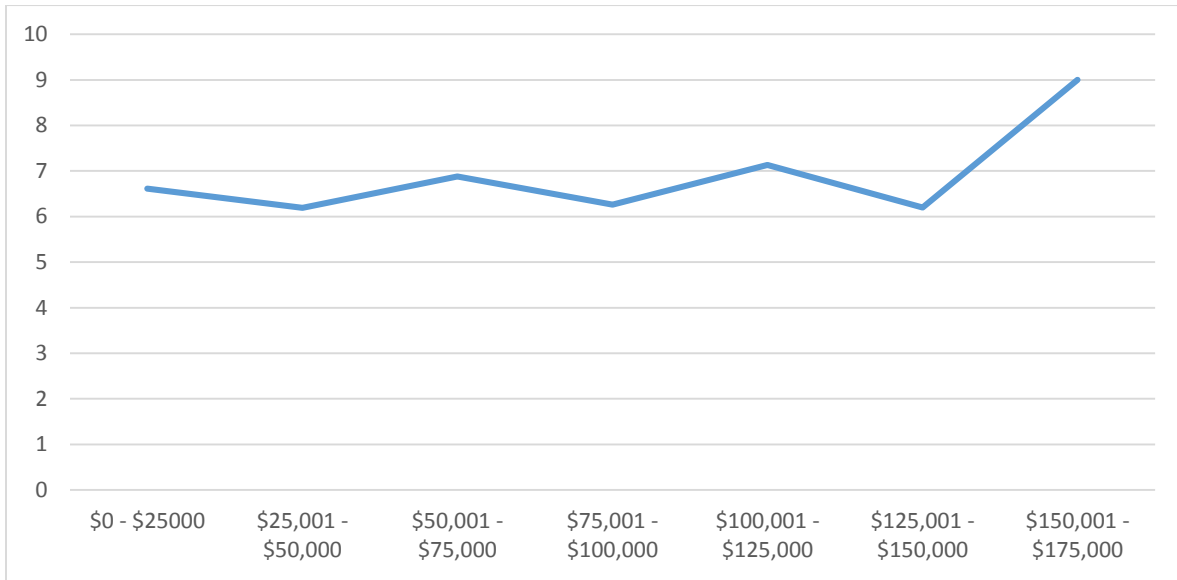


FIGURE 6- Washington Redskins Logo Preference Based on Ethnicity

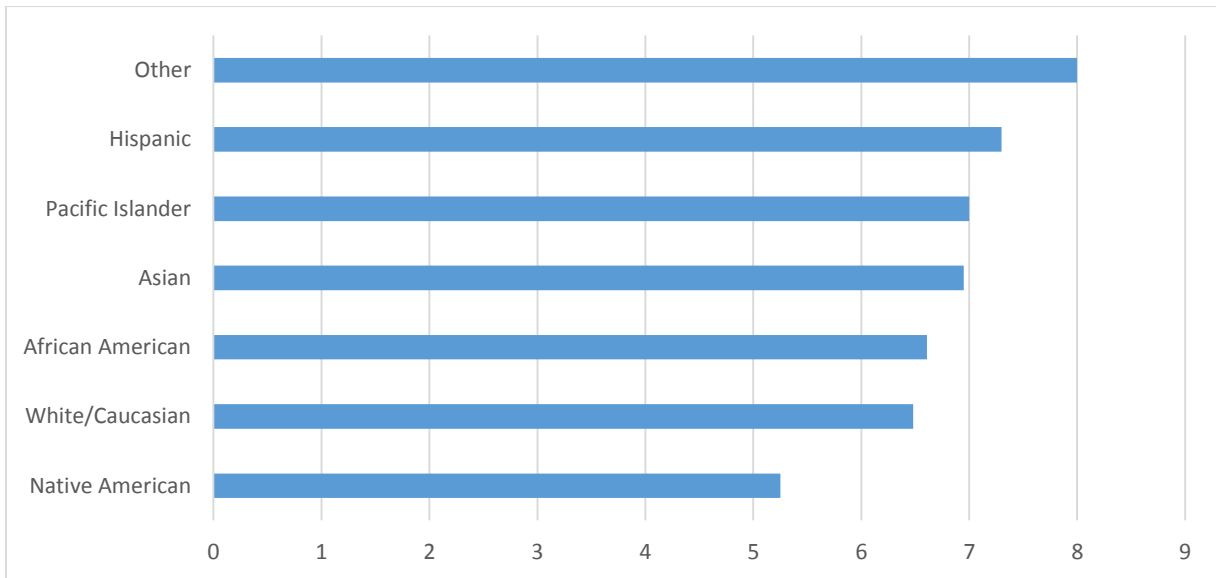


TABLE 1- Logo Preference

Statistic	1	2	3	4	5	6	7	8	9	10	11
Min Value	1	1	1	1	1	1	1	1	1	1	1
Max Value	10	10	10	10	10	10	10	10	10	10	10
Mean	6.42	5.33	6.57	4.20	3.94	3.85	5.60	5.60	5.76	6.05	5.74
Variance	8.89	8.17	6.91	6.40	7.61	6.44	5.91	6.38	8.23	10.25	7.39
Standard Deviation	2.98	2.86	2.63	2.53	2.76	2.54	2.43	2.53	2.87	3.20	2.72
Total Responses	306	306	306	162	144	306	306	306	306	306	306

- 1- Chicago Blackhawks
- 2- Arkansas State Red Wolves
- 3- Washington Redskins
- 4- Atlanta Braves (with tomahawk)
- 5- Atlanta Braves (without tomahawk)
- 6- St. Louis Cardinals
- 7- Buffalo Bills
- 8- Minnesota Vikings
- 9- Notre Dame Fighting Irish
- 10- New Zealand All Blacks
- 11- Pittsburgh Pirates

TABLE 2- Logo Preference based on Gender

Male											
Statistic	1	2	3	4	5	6	7	8	9	10	11
Mean	6.28	5.19	6.61	4.26	4.36	3.97	5.52	5.08	5.78	6.67	5.59
Variance	8.97	8.00	6.47	8.43	8.42	6.61	5.82	5.58	8.18	10.18	7.37
Standard Deviation	3.00	2.83	2.54	2.90	2.90	2.57	2.41	2.36	2.86	3.19	2.71
Total Responses	180	180	180	93	87	180	180	180	180	180	180
Female											
Statistic	1	2	3	4	5	6	7	8	9	10	11
Mean	6.63	5.54	6.51	4.12	3.32	3.68	5.72	6.34	5.72	5.15	5.94
Variance	8.76	8.41	7.60	3.72	5.83	6.20	6.07	6.63	8.36	9.07	7.40
Standard Deviation	2.96	2.90	2.76	1.93	2.41	2.49	2.46	2.57	2.89	3.01	2.72
Total Responses	126	126	126	69	57	126	126	126	126	126	126

TABLE 3- Washington Redskins Logo Preference Based on Income

	Mean	Variance	Standard Deviation	Total Responses
\$0 - \$25,000	6.61	6.57	2.56	147
\$25,001 - \$50,000	6.19	8.69	2.95	68
\$50,001 - \$75,000	6.88	6.54	2.56	57
\$75,001 - \$100,000	6.26	6.09	2.47	19
\$100,001 - \$125,000	7.13	4.70	2.17	8
\$125,001 - \$150,000	6.20	6.70	2.59	5
\$150,001 - \$175,000	9.00	0.00	0.00	1

TABLE 4- Preference of Washington Redskins Logo based on Ethnicity

	Mean	Variance	Standard Deviation	Total Responses
White/Caucasian	6.48	6.51	2.55	254
African American	6.61	10.60	3.26	18
Hispanic	7.30	9.27	3.05	20
Asian	6.95	8.68	2.95	20
Native American	5.25	8.92	2.99	4
Pacific Islander	7.00	2.00	1.41	2
Other	8.00	7.00	2.65	3

TABLE 5- The first amendment goes too far in protecting our freedom, especially in terms of speech.

Answer	Response	%
Strongly Agree	9	3%
Agree	17	6%
Neither Agree nor Disagree	21	7%
Disagree	115	38%
Strongly Disagree	144	47%
Total	306	100%

Statistic	Value
Min Value	1
Max Value	5
Mean	4.20
Variance	0.99
Standard Deviation	0.99
Total Responses	306

TABLE 6- Companies have too much freedom to create the logos for their brands.

Answer	Response	%
Strongly Agree	4	1%
Agree	12	4%
Neither Agree nor Disagree	40	13%
Disagree	136	44%
Strongly Disagree	114	37%
Total	306	100%

Statistic	Value
Min Value	1
Max Value	5
Mean	4.12
Variance	0.76
Standard Deviation	0.87
Total Responses	306

TABLE 7- Companies should be able to use whatever logos they see fit.

Answer	Response	%
Strongly Disagree	7	2%
Disagree	43	14%
Neither Agree nor Disagree	39	13%
Agree	128	42%
Strongly Agree	89	29%
Total	306	100%

Statistic	Value
Min Value	1
Max Value	5
Mean	3.81
Variance	1.16
Standard Deviation	1.07
Total Responses	306

TABLE 8- Companies should be able to use offensive logos.

Answer	Response	%
Strongly Disagree	45	15%
Disagree	95	31%
Neither Agree nor Disagree	69	23%
Agree	59	19%
Strongly Agree	38	12%
Total	306	100%

Statistic	Value
Min Value	1
Max Value	5
Mean	2.84
Variance	1.57
Standard Deviation	1.25
Total Responses	306

TABLE 9- Companies should be able to use racially offensive logos.

Answer	Response	%
Strongly Disagree	84	27%
Disagree	92	30%
Neither Agree nor Disagree	56	18%
Agree	44	14%
Strongly Agree	30	10%
Total	306	100%

Statistic	Value
Min Value	1
Max Value	5
Mean	2.49
Variance	1.68
Standard Deviation	1.30
Total Responses	306

TABLE 10- Sports teams should be allowed to use offensive images in logos.

Answer	Response	%
Strongly Agree	38	12%
Agree	45	15%
Neither Agree nor Disagree	68	22%
Disagree	98	32%
Strongly Disagree	57	19%
Total	306	100%

Statistic	Value
Min Value	1
Max Value	5
Mean	3.30
Variance	1.63
Standard Deviation	1.28
Total Responses	306

TABLE 11- Sports teams should be allowed to use racially offensive images in logos.

Answer	Response	%
Strongly Disagree	80	26%
Disagree	92	30%
Neither Agree nor Disagree	61	20%
Agree	42	14%
Strongly Agree	31	10%
Total	306	100%

Statistic	Value
Min Value	1
Max Value	5
Mean	2.52
Variance	1.66
Standard Deviation	1.29
Total Responses	306

Appendix

Every question except the demographic questions appeared on it's own screen.

If each of the following logos were to be placed on a plain white t-shirt, please rank them from most likely to purchase to least likely to purchase.

Every Participant saw each of the following logos



Every participant saw one of the following logos.



A click count was recorded for each participant, any response that did not have a click count greater than or equal to two was determined to be of poor quality and excluded from final data.

The first amendment is a part of the United States Constitution and is as follows:

Congress shall make no law respecting an establishment of religion, or prohibiting the free exercise thereof; or abridging the freedom of speech, or of the press; or the right of the people peaceably to assemble, and to petition the government for a redress of grievances.

The first amendment goes too far in protecting our freedom, especially in terms of speech.

Strongly Agree

Somewhat Agree

Neither agree/ nor Disagree

Somewhat Disagree

Strongly disagree

Companies have too much freedom to create the logos for their brands.

Strongly Agree

Somewhat Agree

Neither agree/ nor Disagree

Somewhat Disagree

Strongly disagree

Companies should be able to use whatever logos they see fit.

Strongly Agree

Somewhat Agree

Neither agree/ nor Disagree

Somewhat Disagree

Strongly disagree

The first amendment is a part of the Constitution. Please select Strongly Agree.

Strongly Agree

Somewhat Agree

Neither agree/ nor Disagree

Somewhat Disagree

Strongly disagree

Any response that did not record Strongly Agree for this question was deemed to be of poor quality and excluded from the final results.

Companies should be able to use offensive logos.

Strongly Agree

Somewhat Agree

Neither agree/ nor Disagree

Somewhat Disagree

Strongly disagree

Companies should be able to use racially offensive logos.

Strongly Agree

Somewhat Agree

Neither agree/ nor Disagree

Somewhat Disagree

Strongly disagree

Sports teams should be allowed to use offensive images in logos.

Strongly Agree

Somewhat Agree

Neither agree/ nor Disagree

Somewhat Disagree

Strongly disagree

Sports teams should be allowed to use racially offensive images in logos.

Strongly Agree

Somewhat Agree

Neither agree/ nor Disagree

Somewhat Disagree

Strongly disagree

What is your gender?

Male

Female

What year were you born?

Years 1900-2006 given

What is your ethnicity?

White/Caucasian

African American

Hispanic

Asian

Native American

Pacific Islander

Other

If Native American was selected

With which tribe do you belong?

This question was only asked if Native American was selected in above question

What is the highest level of education you have completed?

- Less than High School
- High School/ GED
- Some College
- 2- year College Degree
- 4- year College Degree
- Master's Degree
- Doctoral Degree
- Professional Degree (JD, MD)

What is your annual income range?

- \$0- \$25,000
- \$25,001- \$50,000
- \$50,001- \$75,000
- \$75,001- \$100,000
- \$100,001- \$125,000
- \$125,001- \$150,000
- \$150,001- \$175,000
- \$175,001- \$200,000
- \$200,001+

The IP address of each respondent was also recorded and any respondent that did not possess a United States address was excluded from the final results.

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