



NICKNAME DECISION

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Marquette University's Athletics Nickname Survey Results: Executive Summary

The response to the nickname/mascot survey and the significant interest from the media and the Marquette community in the survey offer strong evidence that the issue of Marquette's athletics nickname, mascot and logo, and the particular question of returning to the Warriors nickname, is important to the Marquette community and evokes powerful emotions and feelings from students, alumni, faculty and staff. In fact, 91% of respondents answered that they considered the athletics nickname very important or somewhat important. The Marquette community clearly sees athletic symbols as important elements in the unity and pride that students, alumni, faculty and staff feel. Regardless of the outcome of this decision, Marquette has ample opportunity to rally the pride of its stakeholders in its athletic traditions.

The survey responses confirm some previously held assumptions but they also introduce new pieces of information and new levels of understanding. In particular, the opinions and feedback provided by alumni confirm that most alumni who responded think favorably of the Marquette Warriors as an athletics nickname. For example, 92% of alumni say they identify with the Marquette Warriors. The opinions and emotions of other groups, including students, faculty and staff, are more mixed, with significant numbers reporting both positive and negative associations with the Warriors nickname. On the question of whether the Marquette Warriors nickname is consistent with Marquette's mission and values, only 39% of faculty, 38% of staff and just over half of the student respondents (54%) answered yes. Broad statements that *all* students, faculty, staff or even alumni feel one particular way are not supported by the survey data. Opinions are nuanced, with greater understanding of both the positive and the negative.

Additionally, ten years after its introduction, the survey indicates that the Golden Eagles nickname, logo and mascot have not generated a strong sense of pride or sense of identity with the Marquette community. In fact, the words most often used to describe the Golden Eagles nickname are boring (57%), weak (55%) and common (52%).

Finally, the survey demonstrates that the Marquette community appreciated the opportunity to participate in the discussion of an issue about which they feel so strongly. 87% of respondents agree that a feedback process similar to this one should have been used in 1994 when Marquette changed from Warriors to Golden Eagles.

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Questions? Feedback?

If you are a member of the media, please contact a member of [Marquette University's Communications Team](#) directly with your questions.

All other inquiries and questions about Marquette University's athletics nickname decision should be directed to the Office of Public Affairs at (414) 288-7491 or submitted through our [contact form](#).

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