



PUBLIC POLL FINDINGS AND METHODOLOGY

Reuters/Ipsos Poll: Disney vs. DeSantis

Topline Findings

These are the results of a Reuters/Ipsos poll conducted between April 24-25, 2023. For this survey, a sample of 1,005 adults age 18+ from the continental U.S., Alaska, and Hawaii was interviewed online in English. The sample includes 450 Democrats, 366 Republicans, and 116 independents. The poll has a credibility interval of plus or minus 3.8 percentage points for all respondents.

For complete results, please refer to the following annotated questionnaire:

Full Annotated Questionnaire

TM1890Y20. Are you registered to vote at your current address?

| | All Respondents | Democrats | Republicans | Independents |
|--|-----------------|-----------|-------------|--------------|
| Yes, registered to vote at my current address | 82% | 90% | 92% | 69% |
| No, not registered to vote at my current address | 15% | 9% | 8% | 22% |
| Not sure | 3% | 1% | 0% | 8% |

TM3142Y23. To what extent, if at all, do you believe large U.S. companies' views on social issues are liberal, conservative, or neither?

| | All Respondents | Democrats | Republicans | Independents |
|----------------------------------|-----------------|-----------|-------------|--------------|
| Very liberal | 9% | 14% | 8% | 2% |
| Somewhat liberal | 21% | 42% | 12% | 6% |
| Neither liberal nor conservative | 43% | 26% | 29% | 83% |
| Somewhat conservative | 17% | 12% | 31% | 6% |
| Very conservative | 10% | 6% | 20% | 3% |
| Total Liberal | 30% | 56% | 20% | 8% |
| Total Conservative | 27% | 18% | 51% | 9% |



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TM3032Y22. Are you more or less likely to support a political candidate who does the following?

a. Supports laws that ban or severely restrict abortion access

| | All Respondents | Democrats | Republicans | Independents |
|----------------------|-----------------|-----------|-------------|--------------|
| Much more likely | 13% | 5% | 24% | 11% |
| Somewhat more likely | 22% | 10% | 33% | 25% |
| Somewhat less likely | 22% | 14% | 27% | 27% |
| Much less likely | 43% | 71% | 17% | 37% |
| Total More Likely | 35% | 15% | 57% | 36% |
| Total Less Likely | 65% | 85% | 43% | 64% |

b. Supports laws that prevent teachers from discussing sexual orientation or gender identity at school

| | All Respondents | Democrats | Republicans | Independents |
|----------------------|-----------------|-----------|-------------|--------------|
| Much more likely | 24% | 7% | 49% | 19% |
| Somewhat more likely | 24% | 17% | 27% | 33% |
| Somewhat less likely | 24% | 27% | 15% | 35% |
| Much less likely | 27% | 49% | 10% | 13% |
| Total More Likely | 49% | 24% | 75% | 51% |
| Total Less Likely | 51% | 76% | 25% | 49% |

c. Supports policies that ban books in schools and school libraries on subject matter that deals with sex, sexual orientation, and gender identity

| | All Respondents | Democrats | Republicans | Independents |
|----------------------|-----------------|-----------|-------------|--------------|
| Much more likely | 15% | 5% | 30% | 9% |
| Somewhat more likely | 23% | 9% | 33% | 27% |
| Somewhat less likely | 22% | 20% | 16% | 37% |
| Much less likely | 41% | 65% | 21% | 26% |
| Total More Likely | 38% | 14% | 63% | 36% |
| Total Less Likely | 62% | 86% | 37% | 64% |



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TM3032Y22. Are you more or less likely to support a political candidate who does the following? (Continued)

d. Supports or passes laws designed to punish a company for its political, social, or cultural stances.

| | All Respondents | Democrats | Republicans | Independents |
|----------------------|-----------------|-----------|-------------|--------------|
| Much more likely | 7% | 4% | 10% | 4% |
| Somewhat more likely | 20% | 14% | 26% | 22% |
| Somewhat less likely | 41% | 39% | 39% | 47% |
| Much less likely | 32% | 43% | 25% | 27% |
| Total More Likely | 27% | 18% | 37% | 26% |
| Total Less Likely | 73% | 82% | 63% | 74% |

e. Supports the free speech rights of a company, even if they disagree with what the company is saying.

| | All Respondents | Democrats | Republicans | Independents |
|----------------------|-----------------|-----------|-------------|--------------|
| Much more likely | 31% | 29% | 38% | 23% |
| Somewhat more likely | 47% | 46% | 46% | 50% |
| Somewhat less likely | 17% | 15% | 14% | 24% |
| Much less likely | 6% | 10% | 2% | 3% |
| Total More Likely | 77% | 75% | 85% | 73% |
| Total Less Likely | 23% | 25% | 15% | 27% |

TM3143Y23. Are you more likely to vote for a candidate who focuses on social issues or who focuses on the economy?

| | All Respondents | Democrats | Republicans | Independents |
|---------------|-----------------|-----------|-------------|--------------|
| The economy | 63% | 51% | 83% | 62% |
| Social issues | 22% | 38% | 9% | 18% |
| Don't know | 16% | 11% | 8% | 20% |



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TM3144Y23. How familiar, if at all, are you with the following?

- a. Walt Disney objecting to recent Florida laws banning the discussion of sexuality and gender in public schools

| | All Respondents | Democrats | Republicans | Independents |
|----------------------------|-----------------|-----------|-------------|--------------|
| Very familiar | 20% | 28% | 20% | 12% |
| Somewhat familiar | 34% | 36% | 37% | 34% |
| Heard of, but that's it | 20% | 17% | 21% | 15% |
| I have never heard of this | 27% | 19% | 23% | 38% |
| Total Aware | 73% | 81% | 77% | 62% |
| Total Familiar | 54% | 64% | 56% | 46% |

- b. Conservatives waging a “war on woke” against companies who take pro-diversity or pro-LGBTQ positions

| | All Respondents | Democrats | Republicans | Independents |
|----------------------------|-----------------|-----------|-------------|--------------|
| Very familiar | 22% | 31% | 23% | 11% |
| Somewhat familiar | 33% | 34% | 39% | 33% |
| Heard of, but that's it | 22% | 18% | 23% | 23% |
| I have never heard of this | 23% | 18% | 15% | 34% |
| Total Aware | 77% | 82% | 85% | 66% |
| Total Familiar | 55% | 65% | 62% | 44% |

- c. Florida Governor Ron DeSantis’ recent efforts to revoke some of Walt Disney World’s legal privileges in Florida

| | All Respondents | Democrats | Republicans | Independents |
|----------------------------|-----------------|-----------|-------------|--------------|
| Very familiar | 24% | 32% | 26% | 14% |
| Somewhat familiar | 29% | 29% | 30% | 30% |
| Heard of, but that's it | 25% | 23% | 26% | 23% |
| I have never heard of this | 22% | 15% | 18% | 33% |
| Total Aware | 78% | 85% | 82% | 67% |
| Total Familiar | 53% | 62% | 56% | 44% |



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TM3145Y23. As you may know, recently, Florida Governor Ron DeSantis made efforts to revoke some of Walt Disney World’s legal privileges in Florida. To the best of your understanding, is Governor DeSantis winning or losing this fight?

| | All Respondents | Democrats | Republicans | Independents |
|------------|-----------------|-----------|-------------|--------------|
| Losing | 30% | 43% | 27% | 20% |
| Winning | 22% | 17% | 37% | 13% |
| Don’t know | 47% | 41% | 36% | 67% |

TM3146Y23. Which of the following statements comes closest to your view, even if neither is exactly right?

| | All Respondents | Democrats | Republicans | Independents |
|---|-----------------|-----------|-------------|--------------|
| Florida Governor Ron DeSantis is punishing Disney for exercising their right to free speech | 64% | 87% | 36% | 67% |
| Florida Governor Ron DeSantis is rightfully rolling back special treatment for Disney | 36% | 13% | 64% | 33% |

TM3146Y23. Do you think Disney was acting within its right when it criticized the Florida law banning the discussion of sexuality and gender in public schools last year?

| | All Respondents | Democrats | Republicans | Independents |
|------------|-----------------|-----------|-------------|--------------|
| Yes | 55% | 80% | 40% | 46% |
| No | 23% | 7% | 38% | 28% |
| Don’t know | 22% | 13% | 23% | 27% |

TM3148Y23. How has your opinion of the following changed, if at all, as a result of their fight over LGBTQ+ issues in Florida?

a. Florida Governor Ron DeSantis

| | All Respondents | Democrats | Republicans | Independents |
|-------------------------------------|-----------------|-----------|-------------|--------------|
| More favorable | 23% | 8% | 44% | 19% |
| Less favorable | 42% | 68% | 19% | 34% |
| No impact / no change in my opinion | 36% | 24% | 37% | 48% |



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TM3148Y23. How has your opinion of the following changed, if at all, as a result of their fight over LGBTQ+ issues in Florida? (Continued)

b. The Walt Disney World resort

| | All Respondents | Democrats | Republicans | Independents |
|-------------------------------------|-----------------|-----------|-------------|--------------|
| More favorable | 24% | 47% | 11% | 13% |
| Less favorable | 27% | 8% | 47% | 28% |
| No impact / no change in my opinion | 49% | 45% | 42% | 60% |

c. The Disney Company

| | All Respondents | Democrats | Republicans | Independents |
|-------------------------------------|-----------------|-----------|-------------|--------------|
| More favorable | 29% | 55% | 13% | 19% |
| Less favorable | 29% | 9% | 49% | 31% |
| No impact / no change in my opinion | 42% | 37% | 38% | 50% |

TM3149Y23. Are you more or less likely to visit Florida as a result of Governor Ron DeSantis' recent actions around...

a. Banning LGBTQ+ discussions in schools

| | All Respondents | Democrats | Republicans | Independents |
|----------------------|-----------------|-----------|-------------|--------------|
| Much more likely | 14% | 5% | 28% | 9% |
| Somewhat more likely | 10% | 5% | 15% | 13% |
| Somewhat less likely | 12% | 18% | 9% | 7% |
| Much less likely | 21% | 37% | 6% | 14% |
| No impact | 43% | 34% | 42% | 56% |
| Total More Likely | 24% | 11% | 43% | 22% |
| Total Less Likely | 33% | 56% | 15% | 22% |

b. Signing of a six-week abortion ban

| | All Respondents | Democrats | Republicans | Independents |
|----------------------|-----------------|-----------|-------------|--------------|
| Much more likely | 10% | 5% | 20% | 4% |
| Somewhat more likely | 10% | 8% | 11% | 13% |
| Somewhat less likely | 11% | 18% | 9% | 7% |
| Much less likely | 24% | 38% | 12% | 16% |
| No impact | 46% | 32% | 48% | 60% |
| Total More Likely | 20% | 13% | 31% | 17% |
| Total Less Likely | 35% | 55% | 21% | 23% |





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TM1978Y20. In the 2020 presidential election, did you vote for Donald Trump or Joe Biden?

| | All Respondents | Democrats | Republicans | Independents |
|--|-----------------|-----------|-------------|--------------|
| Donald Trump | 31% | 7% | 71% | 16% |
| Joe Biden | 37% | 76% | 9% | 27% |
| Some other candidate | 6% | 2% | 6% | 10% |
| I did not vote in the 2020 presidential election | 23% | 15% | 14% | 39% |
| Not sure | 3% | 1% | 0% | 8% |





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About the Study

These are some of the findings of an Ipsos poll conducted between April 24-25, 2023, on behalf of Thomson Reuters. For this survey, a sample of 1,005 adults age 18+ from the continental U.S., Alaska, and Hawaii was interviewed online in English. The sample includes 450 Democrats, 366 Republicans, and 116 independents.

The sample was randomly drawn from [Ipsos' online panel](#), partner online panel sources, and ["river" sampling](#) and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing a sample. After a sample has been obtained from the Ipsos panel, Ipsos calibrates respondent characteristics to be representative of the U.S. Population using standard procedures such as raking-ratio adjustments. The source of these population targets is U.S. Census 2022 American Community Survey data. The sample drawn for this study reflects fixed sample targets on demographics. Posthoc weights were made to the population characteristics on gender, age, race/ethnicity, region, and education.

Statistical margins of error are not applicable to online non-probability polls. All sample surveys and polls may be subject to other sources of error, including but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of plus or minus 3.8 percentage points for all respondents. Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following (n=1,005, DEFF=1.5, adjusted Confidence Interval=+/-5.3 percentage points).

The poll also has a credibility interval of plus or minus 5.7 percentage points for Democrats, plus or minus 6.3 percentage points for Republicans, and plus or minus 11.1 percentage points for independents.

For more information on this news release, please contact:

Chris Jackson
Senior Vice President, US
Public Affairs
+1 202 420-2025
Chris.Jackson@ipsos.com

Annaleise Azevedo Lohr
Director, US
Public Affairs
Annaleise.Lohr@ipsos.com



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About Ipsos

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Our tagline "Game Changers" sums up our ambition to help our 5,000 customers move confidently through a rapidly changing world.

Founded in France in 1975, Ipsos has been listed on the Euronext Paris since July 1, 1999. The company is part of the SBF 120 and Mid-60 indices and is eligible for the Deferred Settlement Service (SRD). ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP