



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.

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About Ipsos

Ipsos is one of the largest market research and polling companies globally, operating in 90 markets and employing over 18,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 solutions are based on primary data from our surveys, social media monitoring, and qualitative or observational techniques.

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

