

# YouGov Survey: Disney Princesses



Sample 1000 U.S. Adult Citizens  
 Conducted April 12 - 20, 2023  
 Margin of Error ±3.4%

1. Do you support or oppose modifications to classic media entertainment that are intended to better align it with current social values?

Support in all cases	6%
Support in most cases	24%
Oppose in most cases	22%
Oppose in all cases	25%
Not sure	23%

2. Which of the following Disney movies have you ever watched? If the movie is part of a franchise or has remakes, please say yes if you have seen the original version of it.

	Have watched	Have not watched	Don't know
Aladdin	68%	28%	4%
Beauty and the Beast	74%	23%	3%
Brave	35%	57%	8%
Cinderella	78%	17%	4%
Frozen	56%	40%	4%
Moana	46%	49%	5%
Mulan	49%	45%	6%
Pocahontas	51%	44%	6%
Raya and the Last Dragon	24%	69%	8%
Sleeping Beauty	73%	22%	5%
Snow White and the Seven Dwarves	75%	19%	6%
Tangled	40%	54%	6%
The Little Mermaid	64%	31%	5%
The Princess and the Frog	39%	55%	6%

### 3. What is your opinion of the following movie?

*Asked of people who have seen each movie*

	Love it	Like it	Dislike it	Hate it	Not sure
Aladdin	50%	45%	2%	0%	2%
Beauty and the Beast	49%	45%	3%	0%	3%
Brave	49%	43%	5%	1%	3%
Cinderella	46%	46%	4%	0%	3%
Frozen	49%	41%	7%	1%	2%
Moana	54%	39%	4%	0%	3%
Mulan	47%	42%	5%	0%	5%
Pocahontas	36%	54%	4%	1%	4%
Sleeping Beauty	41%	50%	5%	0%	4%
Snow White and the Seven Dwarves	45%	48%	3%	1%	4%
Tangled	47%	47%	2%	0%	4%
The Little Mermaid	45%	46%	5%	0%	4%
The Princess and the Frog	46%	42%	6%	1%	4%

### 4. Which is your favorite Disney princess?

Ariel (The Little Mermaid)	6%
Aurora (Sleeping Beauty)	2%
Jasmine (Aladdin)	4%
Tiana (The Princess and the Frog)	2%
Rapunzel (Tangled)	3%
Belle (Beauty and the Beast)	7%
Merida (Brave)	3%
Cinderella (Cinderella)	13%
Snow White (Snow White and the Seven Dwarves)	10%
Pocahontas (Pocahontas)	5%
Mulan (Mulan)	6%
Anna (Frozen)	3%
Elsa (Frozen)	5%
Moana (Moana)	5%
Raya (Raya and the Last Dragon)	2%
None of these	10%
Don't know	13%

### 5. How important do you think it is for Disney princesses to be good role models for children?

Very important	52%
Somewhat important	30%
Not very important	7%
Not important at all	4%
Not sure	7%

<b>6. Do you think the Disney princesses are currently good role models for children?</b>	
Yes .....	55%
No .....	16%
Not sure .....	29%
<b>7. Did you look up to Disney princesses or princes as role models when you were a child?</b>	
Yes .....	36%
No .....	50%
Not sure .....	14%
<b>8. Did you want to be a princess or prince when you were a child?</b>	
Yes .....	33%
No .....	58%
Not sure .....	9%
<b>9. Do you think it is a good or bad thing when young girls want to be princesses?</b>	
Good .....	38%
Bad .....	6%
Neither good nor bad .....	50%
Not sure .....	6%
<b>10. How important do you think it is for Disney princesses to reflect racial diversity?</b>	
Very important .....	38%
Somewhat important .....	25%
Not very important .....	10%
Not important at all .....	17%
Not sure .....	10%
<b>11. Do you think the Disney princesses currently reflect racial diversity?</b>	
Yes .....	49%
No .....	20%
Not sure .....	31%
<b>12. How interested would you be in seeing a live-action remake of your favorite animated movie?</b>	
Very interested .....	18%
Somewhat interested .....	20%
Not very interested .....	15%
Not at all interested .....	25%
Not sure .....	8%
A live-action remake already exists .....	3%
I don't have a favorite animated movie .....	11%

13. How interested are you in seeing the live-action remake of "The Little Mermaid" that will be released in May 2023?

Very interested	18%
Somewhat interested	23%
Not very interested	17%
Not at all interested	33%
Not sure	8%

14. In the live-action remake of "The Little Mermaid," the main character Ariel is being played by Halle Bailey, who is a Black singer and actress. Do you approve or disapprove of Ariel being portrayed by a Black actress?

Strongly approve	38%
Somewhat approve	23%
Somewhat disapprove	11%
Strongly disapprove	8%
Not sure	19%

15. Are you familiar with the song from the animated movie "The Little Mermaid" called "Kiss the Girl"?

Yes	44%
No	40%
Not sure	16%

16. Are you familiar with the song from the animated movie "The Little Mermaid" called "Poor Unfortunate Souls"?

Yes	37%
No	48%
Not sure	15%

17. The original song "Kiss the Girl" from "The Little Mermaid" was released in 1989 and includes the main character's sidekick singing, "Yes, you want her. Look at her, you know you do. Possible she wants you, too. There is one way to ask her. It don't take a word. Not a single word. Go on and kiss the girl." Do you approve or disapprove of the original lyrics?

Strongly approve	25%
Somewhat approve	29%
Somewhat disapprove	13%
Strongly disapprove	7%
Not sure	27%

18. The songwriter for the live-action remake of "The Little Mermaid" has said the lyrics for the song "Kiss the Girl" will be modified to reflect changing social attitudes toward consent. Do you think the song's lyrics should be changed in the live-action remake?

Yes	28%
No	44%
Not sure	28%

19. The original song “Poor Unfortunate Souls” from “The Little Mermaid” was released in 1989 and includes the movie’s villain singing, “On land it’s much preferred for ladies not to say a word, and after all dear, what is idle prattle for? Come on, they’re not all that impressed with conversation... It’s she who holds her tongue who gets a man.” Do you approve or disapprove of the original lyrics?

Strongly approve .....	19%
Somewhat approve .....	27%
Somewhat disapprove .....	16%
Strongly disapprove .....	12%
Not sure .....	25%

20. The songwriter for the live-action remake of “The Little Mermaid” has said the lyrics for the song “Poor Unfortunate Souls” will be modified to reflect changing social attitudes toward gender roles. Do you think the song’s lyrics should be changed in the live-action remake?

Yes .....	30%
No .....	45%
Not sure .....	25%

21. Would you approve or disapprove of Disney introducing a princess who openly identifies as gay or lesbian?

Strongly approve .....	20%
Somewhat approve .....	15%
Somewhat disapprove .....	11%
Strongly disapprove .....	39%
Not sure .....	15%

# YouGov Survey: Disney Princesses



<b>Interviewing Dates</b>	April 12 - 20, 2023
<b>Target population</b>	U.S. citizens, aged 18 and over.
<b>Sampling method</b>	Respondents were selected from YouGov's opt-in Internet panel using sample matching. A random sample (stratified by gender, age, race, education, geographic region, and voter registration) was selected from the 2019 American Community Survey.
<b>Weighting</b>	The sample was weighted according to gender, age, race, education, 2020 election turnout and Presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. Baseline party identification is the respondent's most recent answer given prior to March 15, 2022, and is weighted to the estimated distribution at that time (33% Democratic, 28% Republican). The weights range from 0.157 to 3.863, with a mean of 1 and a standard deviation of 0.482.
<b>Number of respondents</b>	1000
<b>Margin of error</b>	± 3.4% (adjusted for weighting)
<b>Survey mode</b>	Web-based interviews
<b>Questions not reported</b>	51 questions not reported.

# YouGov Survey: Disney Princesses

April 12 - 20, 2023 - 1000 U.S. adult citizens



## 1. Support Updating Media

Do you support or oppose modifications to classic media entertainment that are intended to better align it with current social values?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Support in all cases	6%	9%	4%	15%	9%	1%	2%	4%	16%	10%	*
Support in most cases	24%	24%	24%	35%	38%	13%	16%	20%	39%	28%	*
Oppose in most cases	22%	21%	22%	24%	18%	21%	23%	24%	11%	22%	*
Oppose in all cases	25%	29%	21%	8%	13%	37%	36%	30%	10%	15%	*
Not sure	23%	17%	29%	18%	23%	28%	22%	22%	24%	26%	*
Totals	100%	100%	100%	100%	101%	100%	99%	100%	100%	101%	*
Unweighted N	(998)	(465)	(533)	(203)	(231)	(320)	(244)	(687)	(138)	(120)	(53)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Support in all cases	6%	8%	5%	5%	8%	4%	8%	4%	7%	5%	7%	7%	6%
Support in most cases	24%	34%	18%	20%	32%	13%	25%	28%	19%	27%	25%	21%	26%
Oppose in most cases	22%	26%	19%	20%	26%	20%	21%	20%	27%	19%	21%	24%	19%
Oppose in all cases	25%	11%	28%	38%	14%	50%	18%	29%	31%	22%	25%	27%	25%
Not sure	23%	21%	30%	16%	20%	14%	28%	19%	16%	27%	23%	21%	24%
Totals	100%	100%	100%	99%	100%	101%	100%	100%	100%	100%	101%	100%	100%
Unweighted N	(998)	(392)	(355)	(251)	(407)	(321)	(387)	(293)	(217)	(176)	(206)	(389)	(227)

# YouGov Survey: Disney Princesses

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## 2A. Seen Movies — Aladdin

Which of the following Disney movies have you ever watched? If the movie is part of a franchise or has remakes, please say yes if you have seen the original version of it.

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Have watched	68%	65%	71%	63%	84%	66%	58%	68%	62%	74%	*
Have not watched	28%	31%	24%	28%	16%	30%	37%	29%	33%	22%	*
Don't know	4%	4%	5%	9%	1%	4%	5%	3%	5%	4%	*
Totals	100%	100%	100%	100%	101%	100%	100%	100%	100%	100%	*
Unweighted N	(981)	(458)	(523)	(202)	(224)	(316)	(239)	(673)	(137)	(118)	(53)

  

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Have watched	68%	68%	70%	65%	68%	69%	67%	66%	71%	69%	69%	68%	65%
Have not watched	28%	29%	24%	31%	30%	29%	26%	33%	24%	26%	27%	28%	29%
Don't know	4%	3%	6%	4%	2%	2%	7%	2%	5%	5%	3%	4%	6%
Totals	100%	100%	100%	100%	100%	100%	100%	101%	100%	100%	99%	100%	100%
Unweighted N	(981)	(383)	(351)	(247)	(400)	(314)	(381)	(287)	(214)	(173)	(202)	(383)	(223)



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## 2B. Seen Movies — Beauty and the Beast

Which of the following Disney movies have you ever watched? If the movie is part of a franchise or has remakes, please say yes if you have seen the original version of it.

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Have watched	74%	67%	80%	68%	89%	70%	67%	74%	75%	74%	*
Have not watched	23%	29%	17%	23%	10%	27%	31%	24%	22%	19%	*
Don't know	3%	4%	3%	9%	1%	3%	2%	2%	3%	8%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	101%	*
Unweighted N	(991)	(459)	(532)	(201)	(232)	(316)	(242)	(683)	(136)	(119)	(53)

  

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Have watched	74%	75%	72%	75%	78%	72%	68%	76%	80%	75%	74%	73%	73%
Have not watched	23%	22%	24%	22%	21%	27%	27%	22%	17%	21%	23%	24%	22%
Don't know	3%	3%	4%	3%	1%	1%	5%	2%	4%	3%	3%	3%	5%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	101%	99%	100%	100%	100%
Unweighted N	(991)	(387)	(355)	(249)	(405)	(318)	(385)	(289)	(217)	(176)	(205)	(385)	(225)

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## 2C. Seen Movies — Brave

Which of the following Disney movies have you ever watched? If the movie is part of a franchise or has remakes, please say yes if you have seen the original version of it.

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Have watched	35%	31%	38%	45%	49%	28%	19%	33%	36%	43%	*
Have not watched	57%	60%	55%	47%	42%	65%	74%	60%	59%	46%	*
Don't know	8%	9%	7%	8%	9%	7%	7%	7%	5%	10%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	99%	*
Unweighted N	(980)	(456)	(524)	(199)	(228)	(318)	(235)	(675)	(135)	(119)	(51)

  

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Have watched	35%	35%	38%	29%	40%	26%	36%	31%	41%	33%	34%	36%	35%
Have not watched	57%	59%	52%	62%	56%	67%	54%	62%	53%	55%	59%	60%	52%
Don't know	8%	6%	9%	9%	4%	7%	10%	7%	7%	11%	7%	4%	12%
Totals	100%	100%	99%	100%	100%	100%	100%	100%	101%	99%	100%	100%	99%
Unweighted N	(980)	(382)	(353)	(245)	(401)	(313)	(379)	(286)	(215)	(172)	(203)	(381)	(224)

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## 2D. Seen Movies — Cinderella

Which of the following Disney movies have you ever watched? If the movie is part of a franchise or has remakes, please say yes if you have seen the original version of it.

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Have watched	78%	72%	84%	65%	87%	78%	81%	81%	71%	78%	*
Have not watched	17%	23%	12%	28%	11%	17%	14%	16%	26%	16%	*
Don't know	4%	5%	4%	7%	2%	4%	4%	3%	4%	5%	*
Totals	99%	100%	100%	100%	100%	99%	99%	100%	101%	99%	*
Unweighted N	(989)	(462)	(527)	(203)	(227)	(317)	(242)	(679)	(138)	(119)	(53)

  

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Have watched	78%	79%	78%	79%	81%	80%	76%	77%	83%	78%	79%	81%	73%
Have not watched	17%	17%	17%	18%	17%	16%	17%	20%	15%	16%	17%	16%	21%
Don't know	4%	4%	5%	4%	2%	4%	7%	2%	2%	6%	4%	3%	5%
Totals	99%	100%	100%	101%	100%	100%	100%	99%	100%	100%	100%	100%	99%
Unweighted N	(989)	(388)	(352)	(249)	(402)	(319)	(385)	(290)	(215)	(176)	(201)	(386)	(226)

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## 2E. Seen Movies — Frozen

Which of the following Disney movies have you ever watched? If the movie is part of a franchise or has remakes, please say yes if you have seen the original version of it.

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Have watched	56%	49%	63%	64%	66%	54%	43%	56%	60%	60%	*
Have not watched	40%	46%	33%	31%	30%	42%	54%	42%	32%	35%	*
Don't know	4%	5%	4%	6%	4%	4%	3%	2%	8%	5%	*
Totals	100%	100%	100%	101%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(985)	(461)	(524)	(202)	(228)	(317)	(238)	(676)	(137)	(120)	(52)

  

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Have watched	56%	61%	54%	55%	57%	52%	53%	54%	64%	52%	58%	58%	55%
Have not watched	40%	36%	40%	43%	41%	46%	41%	43%	35%	41%	39%	40%	39%
Don't know	4%	3%	6%	2%	2%	3%	6%	3%	1%	7%	3%	2%	6%
Totals	100%	100%	100%	100%	100%	101%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(985)	(388)	(350)	(247)	(403)	(313)	(382)	(289)	(214)	(175)	(203)	(383)	(224)

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## 2F. Seen Movies — Moana

Which of the following Disney movies have you ever watched? If the movie is part of a franchise or has remakes, please say yes if you have seen the original version of it.

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Have watched	46%	40%	52%	66%	61%	36%	25%	43%	51%	56%	*
Have not watched	49%	54%	44%	27%	37%	58%	67%	53%	45%	41%	*
Don't know	5%	6%	5%	7%	1%	6%	7%	4%	4%	3%	*
Totals	100%	100%	101%	100%	99%	100%	99%	100%	100%	100%	*
Unweighted N	(971)	(451)	(520)	(201)	(223)	(315)	(232)	(668)	(136)	(118)	(49)

  

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Have watched	46%	52%	42%	45%	51%	38%	45%	44%	52%	48%	45%	46%	46%
Have not watched	49%	46%	48%	53%	46%	58%	46%	53%	46%	47%	48%	51%	45%
Don't know	5%	2%	10%	2%	3%	4%	9%	3%	2%	5%	7%	3%	8%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	99%
Unweighted N	(971)	(382)	(347)	(242)	(397)	(313)	(376)	(286)	(211)	(171)	(200)	(379)	(221)

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## 2G. Seen Movies — Mulan

Which of the following Disney movies have you ever watched? If the movie is part of a franchise or has remakes, please say yes if you have seen the original version of it.

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Have watched	49%	45%	52%	55%	71%	39%	33%	45%	57%	54%	*
Have not watched	45%	48%	43%	33%	25%	56%	62%	50%	36%	40%	*
Don't know	6%	7%	5%	13%	4%	5%	5%	5%	8%	6%	*
Totals	100%	100%	100%	101%	100%	100%	100%	100%	101%	100%	*
Unweighted N	(986)	(458)	(528)	(198)	(228)	(320)	(240)	(676)	(138)	(119)	(53)

  

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Have watched	49%	51%	52%	41%	56%	39%	46%	48%	58%	54%	50%	46%	49%
Have not watched	45%	46%	38%	54%	41%	57%	44%	49%	39%	39%	45%	51%	41%
Don't know	6%	3%	10%	4%	3%	3%	10%	3%	3%	7%	5%	4%	10%
Totals	100%	100%	100%	99%	100%	99%	100%	100%	100%	100%	100%	101%	100%
Unweighted N	(986)	(385)	(354)	(247)	(404)	(315)	(380)	(290)	(216)	(171)	(204)	(387)	(224)

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## 2H. Seen Movies — Pocahontas

Which of the following Disney movies have you ever watched? If the movie is part of a franchise or has remakes, please say yes if you have seen the original version of it.

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Have watched	51%	44%	57%	45%	73%	46%	39%	49%	44%	66%	*
Have not watched	44%	50%	38%	46%	23%	50%	56%	47%	49%	27%	*
Don't know	6%	6%	6%	10%	4%	5%	5%	4%	7%	7%	*
Totals	101%	100%	101%	101%	100%	101%	100%	100%	100%	100%	*
Unweighted N	(983)	(455)	(528)	(200)	(228)	(319)	(236)	(676)	(135)	(120)	(52)

  

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Have watched	51%	47%	53%	53%	49%	49%	49%	50%	57%	44%	56%	53%	47%
Have not watched	44%	50%	39%	43%	47%	48%	42%	46%	41%	47%	40%	44%	44%
Don't know	6%	4%	9%	4%	5%	3%	9%	4%	2%	9%	4%	3%	9%
Totals	101%	101%	101%	100%	101%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(983)	(385)	(351)	(247)	(402)	(315)	(384)	(288)	(214)	(171)	(203)	(385)	(224)

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## 2I. Seen Movies — Raya and the Last Dragon

Which of the following Disney movies have you ever watched? If the movie is part of a franchise or has remakes, please say yes if you have seen the original version of it.

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Have watched	24%	23%	24%	39%	40%	13%	7%	19%	30%	35%	*
Have not watched	69%	68%	70%	50%	50%	82%	88%	75%	59%	56%	*
Don't know	8%	9%	7%	11%	10%	5%	5%	6%	11%	8%	*
Totals	101%	100%	101%	100%	100%	100%	100%	100%	100%	99%	*
Unweighted N	(970)	(450)	(520)	(199)	(220)	(315)	(236)	(667)	(135)	(118)	(50)

  

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Have watched	24%	31%	23%	16%	24%	15%	26%	22%	22%	27%	23%	22%	25%
Have not watched	69%	64%	67%	77%	72%	80%	66%	72%	69%	63%	70%	73%	64%
Don't know	8%	5%	10%	7%	4%	5%	8%	7%	9%	10%	7%	5%	11%
Totals	101%	100%	100%	100%	100%	100%	100%	101%	100%	100%	100%	100%	100%
Unweighted N	(970)	(377)	(349)	(244)	(399)	(310)	(374)	(285)	(213)	(171)	(200)	(380)	(219)



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## 2J. Seen Movies — Sleeping Beauty

Which of the following Disney movies have you ever watched? If the movie is part of a franchise or has remakes, please say yes if you have seen the original version of it.

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Have watched	73%	68%	77%	62%	82%	72%	75%	75%	65%	76%	*
Have not watched	22%	26%	17%	27%	16%	23%	20%	22%	26%	17%	*
Don't know	5%	6%	5%	11%	2%	4%	5%	3%	9%	7%	*
Totals	100%	100%	99%	100%	100%	99%	100%	100%	100%	100%	*
Unweighted N	(986)	(460)	(526)	(200)	(226)	(319)	(241)	(676)	(138)	(119)	(53)

  

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Have watched	73%	74%	70%	76%	75%	75%	67%	73%	84%	73%	76%	72%	72%
Have not watched	22%	22%	22%	21%	21%	22%	24%	24%	14%	23%	19%	23%	20%
Don't know	5%	4%	8%	4%	4%	3%	9%	2%	3%	4%	5%	5%	9%
Totals	100%	100%	100%	101%	100%	100%	100%	99%	101%	100%	100%	100%	101%
Unweighted N	(986)	(384)	(353)	(249)	(401)	(317)	(382)	(291)	(213)	(172)	(203)	(386)	(225)

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## 2K. Seen Movies — Snow White and the Seven Dwarves

Which of the following Disney movies have you ever watched? If the movie is part of a franchise or has remakes, please say yes if you have seen the original version of it.

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Have watched	75%	67%	83%	58%	81%	77%	83%	81%	62%	66%	*
Have not watched	19%	27%	12%	31%	14%	20%	13%	16%	33%	23%	*
Don't know	6%	6%	5%	11%	5%	3%	4%	4%	5%	11%	*
Totals	100%	100%	100%	100%	100%	100%	100%	101%	100%	100%	*
Unweighted N	(986)	(458)	(528)	(202)	(224)	(318)	(242)	(678)	(136)	(119)	(53)

  

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Have watched	75%	73%	74%	78%	78%	81%	71%	75%	81%	73%	81%	74%	72%
Have not watched	19%	23%	19%	16%	20%	15%	21%	22%	14%	21%	15%	21%	20%
Don't know	6%	4%	7%	6%	3%	4%	8%	2%	5%	6%	4%	5%	8%
Totals	100%	100%	100%	100%	101%	100%	100%	99%	100%	100%	100%	100%	100%
Unweighted N	(986)	(384)	(355)	(247)	(402)	(317)	(383)	(290)	(213)	(174)	(205)	(382)	(225)

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## 2L. Seen Movies — Tangled

Which of the following Disney movies have you ever watched? If the movie is part of a franchise or has remakes, please say yes if you have seen the original version of it.

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Have watched	40%	35%	45%	52%	58%	31%	24%	39%	46%	43%	*
Have not watched	54%	59%	48%	38%	38%	65%	69%	56%	49%	50%	*
Don't know	6%	6%	6%	10%	5%	4%	7%	5%	5%	7%	*
Totals	100%	100%	99%	100%	101%	100%	100%	100%	100%	100%	*
Unweighted N	(981)	(457)	(524)	(200)	(228)	(317)	(236)	(676)	(136)	(118)	(51)

  

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Have watched	40%	44%	38%	39%	41%	35%	39%	38%	44%	39%	37%	42%	41%
Have not watched	54%	53%	53%	55%	56%	60%	52%	58%	52%	53%	57%	54%	50%
Don't know	6%	3%	9%	6%	2%	5%	9%	4%	3%	8%	6%	4%	9%
Totals	100%	100%	100%	100%	99%	100%	100%	100%	99%	100%	100%	100%	100%
Unweighted N	(981)	(384)	(350)	(247)	(402)	(314)	(381)	(289)	(212)	(173)	(205)	(380)	(223)

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## 2M. Seen Movies — The Little Mermaid

Which of the following Disney movies have you ever watched? If the movie is part of a franchise or has remakes, please say yes if you have seen the original version of it.

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Have watched	64%	56%	71%	60%	80%	62%	53%	65%	57%	69%	*
Have not watched	31%	37%	25%	30%	14%	34%	44%	32%	36%	22%	*
Don't know	5%	7%	4%	11%	5%	4%	3%	3%	7%	9%	*
Totals	100%	100%	100%	101%	99%	100%	100%	100%	100%	100%	*
Unweighted N	(989)	(459)	(530)	(201)	(228)	(319)	(241)	(681)	(135)	(121)	(52)

  

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Have watched	64%	63%	63%	66%	63%	63%	60%	63%	72%	64%	65%	65%	60%
Have not watched	31%	33%	29%	30%	34%	34%	32%	35%	24%	28%	30%	31%	32%
Don't know	5%	4%	8%	4%	2%	3%	8%	3%	4%	7%	4%	4%	8%
Totals	100%	100%	100%	100%	99%	100%	100%	101%	100%	99%	99%	100%	100%
Unweighted N	(989)	(387)	(354)	(248)	(403)	(316)	(383)	(290)	(216)	(174)	(204)	(385)	(226)

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## 2N. Seen Movies — The Princess and the Frog

Which of the following Disney movies have you ever watched? If the movie is part of a franchise or has remakes, please say yes if you have seen the original version of it.

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Have watched	39%	34%	45%	56%	56%	28%	22%	32%	49%	60%	*
Have not watched	55%	61%	48%	37%	36%	68%	71%	62%	45%	34%	*
Don't know	6%	5%	7%	7%	7%	4%	7%	5%	5%	6%	*
Totals	100%	100%	100%	100%	99%	100%	100%	99%	99%	100%	*
Unweighted N	(979)	(456)	(523)	(200)	(225)	(318)	(236)	(674)	(135)	(119)	(51)

  

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Have watched	39%	45%	36%	37%	41%	29%	38%	36%	43%	40%	40%	36%	44%
Have not watched	55%	50%	56%	59%	55%	66%	53%	60%	54%	56%	55%	61%	44%
Don't know	6%	5%	8%	5%	4%	5%	9%	3%	4%	5%	5%	3%	13%
Totals	100%	100%	100%	101%	100%	100%	100%	99%	101%	101%	100%	100%	101%
Unweighted N	(979)	(385)	(352)	(242)	(404)	(310)	(378)	(289)	(215)	(172)	(202)	(383)	(222)

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## 3A. Opinions on Disney Princess Movies — Aladdin

What is your opinion of the following movie?

*Asked of people who have seen each movie*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	50%	40%	59%	69%	50%	45%	39%	44%	*	*	*
Like it	45%	54%	37%	27%	45%	49%	56%	51%	*	*	*
Dislike it	2%	2%	2%	2%	2%	3%	1%	2%	*	*	*
Hate it	0%	1%	0%	0%	1%	0%	0%	0%	*	*	*
Not sure	2%	3%	2%	1%	1%	3%	3%	3%	*	*	*
Totals	99%	100%	100%	99%	99%	100%	99%	100%	*	*	*
Unweighted N	(667)	(293)	(374)	(127)	(185)	(215)	(140)	(463)	(83)	(84)	(37)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	50%	55%	46%	49%	53%	44%	51%	45%	48%	57%	43%	54%	44%
Like it	45%	41%	48%	46%	43%	48%	44%	49%	49%	40%	51%	41%	49%
Dislike it	2%	3%	2%	3%	2%	3%	2%	3%	1%	3%	2%	2%	3%
Hate it	0%	0%	0%	0%	0%	1%	0%	1%	0%	1%	0%	0%	0%
Not sure	2%	2%	4%	2%	2%	4%	3%	2%	3%	0%	3%	3%	3%
Totals	99%	101%	100%	100%	100%	100%	100%	100%	101%	101%	99%	100%	99%
Unweighted N	(667)	(260)	(245)	(162)	(274)	(213)	(256)	(189)	(154)	(118)	(138)	(260)	(151)

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## 3B. Opinions on Disney Princess Movies — Beauty and the Beast

What is your opinion of the following movie?

*Asked of people who have seen each movie*

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	49%	33%	60%	53%	47%	48%	47%	46%	57%	*	*
Like it	45%	58%	36%	41%	45%	46%	48%	47%	39%	*	*
Dislike it	3%	4%	2%	5%	3%	2%	3%	3%	2%	*	*
Hate it	0%	0%	1%	0%	2%	0%	0%	0%	1%	*	*
Not sure	3%	5%	1%	1%	3%	3%	2%	2%	2%	*	*
Totals	100%	100%	100%	100%	100%	99%	100%	98%	101%	*	*
Unweighted N	(750)	(312)	(438)	(147)	(207)	(233)	(163)	(516)	(105)	(90)	(39)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	49%	58%	38%	52%	51%	46%	50%	42%	48%	52%	51%	53%	37%
Like it	45%	36%	54%	45%	42%	51%	43%	50%	47%	46%	44%	43%	51%
Dislike it	3%	4%	3%	1%	3%	2%	3%	4%	3%	1%	4%	1%	6%
Hate it	0%	0%	1%	0%	0%	0%	1%	1%	0%	0%	0%	0%	1%
Not sure	3%	2%	4%	2%	3%	1%	3%	3%	2%	1%	1%	3%	5%
Totals	100%	100%	100%	100%	99%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(750)	(300)	(263)	(187)	(319)	(228)	(270)	(221)	(179)	(132)	(154)	(289)	(175)

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## 3C. Opinions on Disney Princess Movies — Brave

What is your opinion of the following movie?

*Asked of people who have seen each movie*

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	49%	35%	60%	*	46%	*	*	46%	*	*	*
Like it	43%	55%	33%	*	45%	*	*	44%	*	*	*
Dislike it	5%	4%	5%	*	6%	*	*	5%	*	*	*
Hate it	1%	1%	0%	*	1%	*	*	1%	*	*	*
Not sure	3%	4%	2%	*	2%	*	*	4%	*	*	*
Totals	101%	99%	100%	*	100%	*	*	100%	*	*	*
Unweighted N	(352)	(148)	(204)	(95)	(115)	(95)	(47)	(231)	(49)	(53)	(19)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	49%	48%	51%	*	51%	*	53%	*	*	*	*	55%	*
Like it	43%	42%	42%	*	39%	*	41%	*	*	*	*	41%	*
Dislike it	5%	4%	3%	*	5%	*	3%	*	*	*	*	3%	*
Hate it	1%	2%	0%	*	1%	*	1%	*	*	*	*	1%	*
Not sure	3%	3%	3%	*	4%	*	2%	*	*	*	*	1%	*
Totals	101%	99%	99%	*	100%	*	100%	*	*	*	*	101%	*
Unweighted N	(352)	(150)	(129)	(73)	(160)	(84)	(140)	(91)	(87)	(61)	(66)	(140)	(85)



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## 3D. Opinions on Disney Princess Movies — Cinderella

What is your opinion of the following movie?

*Asked of people who have seen each movie*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	46%	32%	58%	60%	44%	39%	49%	43%	*	*	*
Like it	46%	58%	36%	31%	46%	55%	44%	50%	*	*	*
Dislike it	4%	5%	4%	6%	7%	2%	3%	4%	*	*	*
Hate it	0%	0%	1%	1%	0%	1%	0%	1%	*	*	*
Not sure	3%	4%	2%	2%	3%	3%	3%	3%	*	*	*
Totals	99%	99%	101%	100%	100%	100%	99%	101%	*	*	*
Unweighted N	(785)	(335)	(450)	(138)	(195)	(257)	(195)	(552)	(98)	(95)	(40)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	46%	54%	39%	47%	47%	42%	48%	46%	38%	49%	46%	48%	42%
Like it	46%	38%	51%	49%	41%	55%	43%	47%	53%	43%	49%	45%	46%
Dislike it	4%	6%	6%	1%	7%	2%	4%	5%	6%	4%	4%	4%	4%
Hate it	0%	1%	0%	0%	1%	0%	0%	1%	0%	1%	0%	1%	0%
Not sure	3%	2%	4%	3%	4%	1%	4%	2%	3%	3%	1%	2%	7%
Totals	99%	101%	100%	100%	100%	100%	99%	101%	100%	100%	100%	100%	99%
Unweighted N	(785)	(311)	(279)	(195)	(330)	(249)	(296)	(225)	(181)	(136)	(161)	(314)	(174)

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## 3E. Opinions on Disney Princess Movies — Frozen

What is your opinion of the following movie?

*Asked of people who have seen each movie*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	49%	33%	60%	58%	43%	45%	52%	47%	*	*	*
Like it	41%	54%	31%	28%	44%	48%	41%	42%	*	*	*
Dislike it	7%	8%	6%	12%	9%	3%	5%	7%	*	*	*
Hate it	1%	1%	1%	2%	0%	2%	0%	1%	*	*	*
Not sure	2%	3%	2%	1%	3%	3%	2%	3%	*	*	*
Totals	100%	99%	100%	101%	99%	101%	100%	100%	*	*	*
Unweighted N	(561)	(228)	(333)	(132)	(151)	(172)	(106)	(381)	(83)	(69)	(28)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	49%	54%	45%	46%	52%	47%	47%	42%	49%	*	41%	50%	50%
Like it	41%	37%	45%	42%	40%	43%	41%	48%	41%	*	44%	39%	44%
Dislike it	7%	6%	7%	7%	6%	5%	7%	6%	8%	*	12%	7%	3%
Hate it	1%	2%	0%	1%	1%	1%	2%	1%	0%	*	1%	2%	1%
Not sure	2%	1%	3%	4%	1%	4%	3%	3%	2%	*	2%	3%	3%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	*	100%	101%	101%
Unweighted N	(561)	(239)	(188)	(134)	(237)	(164)	(203)	(156)	(141)	(90)	(117)	(223)	(131)

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## 3F. Opinions on Disney Princess Movies — Moana

What is your opinion of the following movie?

*Asked of people who have seen each movie*

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	54%	42%	64%	56%	63%	45%	*	52%	*	*	*
Like it	39%	49%	31%	35%	33%	46%	*	40%	*	*	*
Dislike it	4%	5%	2%	5%	3%	3%	*	4%	*	*	*
Hate it	0%	0%	0%	1%	0%	0%	*	0%	*	*	*
Not sure	3%	3%	3%	2%	1%	6%	*	4%	*	*	*
Totals	100%	99%	100%	99%	100%	100%	*	100%	*	*	*
Unweighted N	(455)	(186)	(269)	(135)	(141)	(119)	(60)	(290)	(74)	(66)	(25)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	54%	52%	57%	55%	56%	48%	55%	54%	49%	*	*	57%	57%
Like it	39%	39%	38%	38%	37%	48%	36%	43%	44%	*	*	38%	36%
Dislike it	4%	5%	3%	2%	3%	2%	7%	0%	3%	*	*	3%	4%
Hate it	0%	1%	0%	0%	1%	0%	0%	0%	1%	*	*	0%	1%
Not sure	3%	3%	2%	4%	4%	3%	3%	3%	4%	*	*	3%	3%
Totals	100%	100%	100%	99%	101%	101%	101%	100%	101%	*	*	101%	101%
Unweighted N	(455)	(200)	(146)	(109)	(207)	(121)	(172)	(132)	(109)	(81)	(88)	(177)	(109)

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## 3G. Opinions on Disney Princess Movies — Mulan

What is your opinion of the following movie?

*Asked of people who have seen each movie*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	47%	36%	57%	69%	46%	37%	*	45%	*	*	*
Like it	42%	52%	34%	21%	40%	56%	*	45%	*	*	*
Dislike it	5%	7%	4%	6%	9%	2%	*	5%	*	*	*
Hate it	0%	0%	0%	0%	1%	0%	*	1%	*	*	*
Not sure	5%	5%	4%	4%	4%	4%	*	4%	*	*	*
Totals	99%	100%	99%	100%	100%	99%	*	100%	*	*	*
Unweighted N	(493)	(211)	(282)	(115)	(163)	(136)	(79)	(316)	(79)	(66)	(32)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	47%	50%	46%	46%	48%	43%	45%	47%	41%	*	42%	52%	44%
Like it	42%	42%	43%	41%	44%	44%	44%	42%	45%	*	50%	38%	42%
Dislike it	5%	4%	4%	10%	4%	6%	5%	7%	6%	*	4%	4%	7%
Hate it	0%	0%	0%	0%	0%	0%	0%	1%	1%	*	0%	0%	1%
Not sure	5%	4%	7%	3%	4%	7%	6%	4%	7%	*	4%	5%	6%
Totals	99%	100%	100%	100%	100%	100%	100%	101%	100%	*	100%	99%	100%
Unweighted N	(493)	(209)	(184)	(100)	(224)	(127)	(178)	(146)	(127)	(94)	(101)	(180)	(118)

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## 3H. Opinions on Disney Princess Movies — Pocahontas

What is your opinion of the following movie?

*Asked of people who have seen each movie*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	36%	26%	44%	*	39%	31%	*	31%	*	*	*
Like it	54%	66%	46%	*	52%	63%	*	62%	*	*	*
Dislike it	4%	2%	6%	*	5%	2%	*	4%	*	*	*
Hate it	1%	2%	1%	*	2%	0%	*	0%	*	*	*
Not sure	4%	5%	3%	*	2%	4%	*	3%	*	*	*
Totals	99%	101%	100%	*	100%	100%	*	100%	*	*	*
Unweighted N	(505)	(196)	(309)	(90)	(166)	(155)	(94)	(341)	(58)	(78)	(28)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	36%	38%	37%	34%	34%	36%	42%	26%	34%	*	31%	39%	31%
Like it	54%	50%	56%	58%	55%	60%	47%	64%	56%	*	61%	52%	56%
Dislike it	4%	6%	4%	3%	5%	1%	4%	3%	7%	*	5%	3%	6%
Hate it	1%	3%	1%	1%	1%	0%	2%	1%	2%	*	0%	3%	0%
Not sure	4%	4%	3%	5%	5%	3%	5%	5%	1%	*	3%	3%	8%
Totals	99%	101%	101%	101%	100%	100%	100%	99%	100%	*	100%	100%	101%
Unweighted N	(505)	(192)	(182)	(131)	(201)	(154)	(192)	(145)	(122)	(80)	(114)	(201)	(110)

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## 3I. Opinions on Disney Princess Movies — Sleeping Beauty

What is your opinion of the following movie?

*Asked of people who have seen each movie*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	41%	30%	50%	58%	36%	34%	45%	38%	*	*	*
Like it	50%	57%	43%	32%	49%	60%	48%	54%	*	*	*
Dislike it	5%	7%	4%	7%	10%	1%	4%	4%	*	*	*
Hate it	0%	1%	0%	0%	0%	1%	0%	1%	*	*	*
Not sure	4%	5%	2%	3%	4%	4%	3%	3%	*	*	*
Totals	100%	100%	99%	100%	99%	100%	100%	100%	*	*	*
Unweighted N	(735)	(318)	(417)	(130)	(184)	(238)	(183)	(515)	(89)	(93)	(38)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	41%	51%	30%	44%	41%	39%	44%	36%	36%	42%	36%	47%	37%
Like it	50%	38%	58%	52%	48%	58%	44%	58%	53%	48%	60%	45%	48%
Dislike it	5%	6%	7%	2%	6%	1%	6%	5%	5%	5%	2%	5%	9%
Hate it	0%	1%	0%	0%	0%	0%	0%	0%	2%	2%	0%	0%	0%
Not sure	4%	3%	5%	2%	5%	1%	6%	1%	4%	4%	3%	3%	6%
Totals	100%	99%	100%	100%	100%	99%	100%	100%	100%	101%	101%	100%	100%
Unweighted N	(735)	(292)	(254)	(189)	(304)	(239)	(264)	(213)	(181)	(124)	(154)	(287)	(170)

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## 3J. Opinions on Disney Princess Movies — Snow White and the Seven Dwarves

What is your opinion of the following movie?

*Asked of people who have seen each movie*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	45%	35%	52%	59%	38%	40%	48%	42%	*	*	*
Like it	48%	58%	40%	31%	51%	55%	46%	50%	*	*	*
Dislike it	3%	3%	3%	5%	7%	1%	2%	4%	*	*	*
Hate it	1%	0%	1%	1%	1%	1%	0%	1%	*	*	*
Not sure	4%	4%	3%	5%	3%	4%	4%	4%	*	*	*
Totals	101%	100%	99%	101%	100%	101%	100%	101%	*	*	*
Unweighted N	(762)	(315)	(447)	(124)	(181)	(255)	(202)	(555)	(85)	(85)	(37)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	45%	51%	36%	49%	43%	47%	46%	43%	38%	48%	41%	48%	42%
Like it	48%	41%	53%	49%	45%	50%	45%	48%	54%	43%	54%	46%	47%
Dislike it	3%	3%	6%	0%	6%	1%	3%	5%	4%	2%	2%	4%	4%
Hate it	1%	1%	1%	0%	1%	0%	1%	0%	0%	1%	1%	0%	1%
Not sure	4%	4%	4%	2%	5%	2%	5%	3%	3%	5%	2%	3%	5%
Totals	101%	100%	100%	100%	100%	100%	100%	99%	99%	99%	100%	101%	99%
Unweighted N	(762)	(295)	(274)	(193)	(318)	(255)	(281)	(221)	(178)	(130)	(165)	(296)	(171)

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## 3K. Opinions on Disney Princess Movies — Tangled

What is your opinion of the following movie?

*Asked of people who have seen each movie*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	47%	26%	62%	56%	49%	39%	*	45%	*	*	*
Like it	47%	63%	35%	35%	43%	59%	*	49%	*	*	*
Dislike it	2%	4%	1%	6%	1%	1%	*	2%	*	*	*
Hate it	0%	0%	0%	0%	1%	0%	*	0%	*	*	*
Not sure	4%	6%	2%	3%	6%	1%	*	4%	*	*	*
Totals	100%	99%	100%	100%	100%	100%	*	100%	*	*	*
Unweighted N	(398)	(160)	(238)	(110)	(130)	(102)	(56)	(260)	(63)	(53)	(22)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	47%	54%	42%	*	49%	42%	44%	47%	*	*	*	51%	*
Like it	47%	42%	48%	*	46%	53%	51%	46%	*	*	*	43%	*
Dislike it	2%	2%	4%	*	2%	2%	3%	3%	*	*	*	3%	*
Hate it	0%	0%	1%	*	0%	0%	0%	0%	*	*	*	1%	*
Not sure	4%	1%	5%	*	2%	2%	3%	4%	*	*	*	2%	*
Totals	100%	99%	100%	*	99%	99%	101%	100%	*	*	*	100%	*
Unweighted N	(398)	(170)	(131)	(97)	(165)	(110)	(152)	(112)	(91)	(68)	(77)	(155)	(98)



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## 3L. Opinions on Disney Princess Movies — The Little Mermaid

What is your opinion of the following movie?

*Asked of people who have seen each movie*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	45%	30%	56%	50%	46%	42%	42%	43%	*	*	*
Like it	46%	58%	38%	39%	44%	50%	52%	47%	*	*	*
Dislike it	5%	5%	5%	8%	6%	3%	2%	5%	*	*	*
Hate it	0%	1%	0%	1%	0%	0%	0%	0%	*	*	*
Not sure	4%	6%	2%	2%	4%	5%	4%	4%	*	*	*
Totals	100%	100%	101%	100%	100%	100%	100%	99%	*	*	*
Unweighted N	(639)	(255)	(384)	(124)	(183)	(204)	(128)	(451)	(76)	(81)	(31)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	45%	52%	36%	48%	48%	45%	45%	43%	42%	48%	40%	49%	40%
Like it	46%	40%	53%	46%	45%	47%	43%	49%	50%	42%	54%	44%	47%
Dislike it	5%	6%	6%	2%	3%	4%	6%	4%	5%	6%	2%	5%	6%
Hate it	0%	1%	0%	0%	1%	0%	1%	0%	0%	2%	0%	0%	0%
Not sure	4%	2%	6%	3%	4%	4%	5%	3%	3%	3%	4%	2%	7%
Totals	100%	101%	101%	99%	101%	100%	100%	99%	100%	101%	100%	100%	100%
Unweighted N	(639)	(252)	(227)	(160)	(263)	(196)	(235)	(182)	(157)	(111)	(133)	(252)	(143)

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## 3M. Opinions on Disney Princess Movies — The Princess and the Frog

What is your opinion of the following movie?

*Asked of people who have seen each movie*

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	46%	31%	57%	61%	43%	*	*	40%	*	*	*
Like it	42%	50%	36%	28%	43%	*	*	48%	*	*	*
Dislike it	6%	10%	4%	7%	8%	*	*	6%	*	*	*
Hate it	1%	2%	1%	2%	2%	*	*	2%	*	*	*
Not sure	4%	7%	2%	2%	4%	*	*	4%	*	*	*
Totals	99%	100%	100%	100%	100%	*	*	100%	*	*	*
Unweighted N	(386)	(160)	(226)	(120)	(123)	(94)	(49)	(226)	(66)	(68)	(26)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	46%	52%	40%	*	46%	*	53%	41%	*	*	*	50%	39%
Like it	42%	37%	49%	*	43%	*	40%	43%	*	*	*	44%	40%
Dislike it	6%	6%	5%	*	7%	*	3%	8%	*	*	*	5%	13%
Hate it	1%	1%	1%	*	1%	*	1%	2%	*	*	*	1%	1%
Not sure	4%	3%	5%	*	4%	*	3%	6%	*	*	*	1%	7%
Totals	99%	99%	100%	*	101%	*	100%	100%	*	*	*	101%	100%
Unweighted N	(386)	(176)	(120)	(90)	(170)	(93)	(146)	(106)	(94)	(69)	(77)	(136)	(104)

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## 4. Favorite Disney Princess

Which is your favorite Disney princess?

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Ariel (The Little Mermaid)	6%	5%	8%	4%	8%	6%	8%	7%	6%	6%	*
Aurora (Sleeping Beauty)	2%	1%	3%	3%	1%	2%	2%	2%	2%	1%	*
Jasmine (Aladdin)	4%	6%	2%	3%	10%	2%	2%	4%	5%	4%	*
Tiana (The Princess and the Frog)	2%	1%	3%	2%	3%	1%	2%	1%	9%	1%	*
Rapunzel (Tangled)	3%	3%	4%	8%	3%	1%	2%	3%	7%	0%	*
Belle (Beauty and the Beast)	7%	5%	9%	6%	8%	8%	6%	9%	5%	5%	*
Merida (Brave)	3%	3%	3%	3%	2%	4%	2%	4%	1%	3%	*
Cinderella (Cinderella)	13%	10%	16%	15%	7%	14%	16%	13%	12%	16%	*
Snow White (Snow White and the Seven Dwarves)	10%	12%	8%	3%	7%	13%	17%	12%	4%	11%	*
Pocahontas (Pocahontas)	5%	5%	5%	2%	10%	4%	2%	4%	4%	8%	*
Mulan (Mulan)	6%	7%	5%	10%	9%	4%	1%	4%	8%	9%	*
Anna (Frozen)	3%	3%	3%	6%	4%	3%	0%	3%	4%	2%	*
Elsa (Frozen)	5%	5%	5%	4%	4%	7%	4%	5%	6%	3%	*
Moana (Moana)	5%	4%	6%	8%	8%	3%	0%	4%	7%	4%	*
Raya (Raya and the Last Dragon)	2%	3%	2%	5%	5%	0%	0%	1%	7%	2%	*
None of these	10%	14%	6%	10%	4%	12%	15%	11%	4%	12%	*
Don't know	13%	14%	12%	8%	5%	16%	21%	14%	8%	12%	*
Totals	99%	101%	100%	100%	98%	100%	100%	101%	99%	99%	*
Unweighted N	(998)	(465)	(533)	(204)	(231)	(319)	(244)	(687)	(137)	(121)	(53)

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	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Ariel (The Little Mermaid)	6%	8%	5%	6%	9%	7%	5%	8%	11%	9%	8%	6%	4%
Aurora (Sleeping Beauty)	2%	1%	2%	3%	2%	3%	3%	1%	1%	2%	2%	2%	2%
Jasmine (Aladdin)	4%	4%	5%	4%	7%	2%	5%	5%	3%	4%	5%	3%	6%
Tiana (The Princess and the Frog)	2%	4%	1%	1%	4%	0%	1%	3%	1%	1%	4%	2%	2%
Rapunzel (Tangled)	3%	3%	2%	5%	3%	2%	3%	3%	2%	3%	2%	3%	4%
Belle (Beauty and the Beast)	7%	6%	7%	8%	9%	6%	6%	6%	10%	8%	8%	6%	7%
Merida (Brave)	3%	3%	3%	3%	3%	3%	2%	3%	5%	4%	2%	2%	4%
Cinderella (Cinderella)	13%	12%	8%	20%	9%	20%	13%	17%	10%	13%	11%	15%	11%
Snow White (Snow White and the Seven Dwarves)	10%	11%	11%	7%	10%	12%	10%	11%	11%	8%	12%	11%	8%
Pocahontas (Pocahontas)	5%	4%	6%	4%	3%	5%	4%	5%	4%	3%	4%	5%	6%
Mulan (Mulan)	6%	6%	7%	4%	7%	2%	6%	4%	8%	7%	4%	6%	7%
Anna (Frozen)	3%	5%	2%	3%	4%	3%	3%	2%	5%	3%	5%	3%	3%
Elsa (Frozen)	5%	5%	6%	4%	5%	5%	5%	4%	6%	7%	3%	5%	5%
Moana (Moana)	5%	7%	4%	4%	6%	3%	5%	5%	3%	4%	5%	5%	6%
Raya (Raya and the Last Dragon)	2%	2%	3%	1%	2%	0%	4%	2%	1%	3%	2%	3%	1%
None of these	10%	6%	12%	12%	8%	12%	11%	8%	9%	10%	9%	10%	13%
Don't know	13%	11%	15%	11%	11%	15%	13%	14%	8%	11%	14%	13%	12%
Totals	99%	98%	99%	100%	102%	100%	99%	101%	98%	100%	100%	100%	101%
Unweighted N	(998)	(391)	(356)	(251)	(406)	(321)	(388)	(293)	(216)	(176)	(206)	(389)	(227)

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## 5. Princesses as Role Models

How important do you think it is for Disney princesses to be good role models for children?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very important	52%	46%	57%	47%	48%	52%	60%	52%	57%	49%	*
Somewhat important	30%	32%	29%	27%	36%	30%	26%	31%	27%	31%	*
Not very important	7%	8%	6%	10%	11%	3%	6%	7%	7%	7%	*
Not important at all	4%	5%	2%	3%	2%	5%	5%	4%	2%	5%	*
Not sure	7%	9%	6%	13%	3%	10%	4%	6%	7%	9%	*
Totals	100%	100%	100%	100%	100%	100%	101%	100%	100%	101%	*
Unweighted N	(997)	(464)	(533)	(201)	(232)	(320)	(244)	(688)	(137)	(119)	(53)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very important	52%	48%	50%	58%	51%	57%	49%	52%	48%	48%	52%	55%	48%
Somewhat important	30%	32%	30%	28%	32%	26%	31%	31%	37%	34%	31%	28%	30%
Not very important	7%	9%	6%	6%	6%	7%	6%	7%	9%	7%	5%	9%	6%
Not important at all	4%	2%	4%	4%	3%	5%	5%	2%	1%	3%	3%	2%	7%
Not sure	7%	9%	9%	3%	8%	5%	8%	8%	4%	8%	9%	5%	9%
Totals	100%	100%	99%	99%	100%	100%	99%	100%	99%	100%	100%	99%	100%
Unweighted N	(997)	(390)	(357)	(250)	(405)	(321)	(388)	(292)	(216)	(176)	(205)	(390)	(226)

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## 6. Are Princesses Good Role Models

Do you think the Disney princesses are currently good role models for children?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	55%	49%	61%	64%	63%	46%	50%	55%	64%	57%	*
No	16%	20%	13%	17%	15%	17%	17%	16%	11%	16%	*
Not sure	29%	31%	27%	19%	22%	37%	33%	29%	26%	27%	*
Totals	100%	100%	101%	100%	100%	100%	100%	100%	101%	100%	*
Unweighted N	(997)	(465)	(532)	(203)	(232)	(319)	(243)	(686)	(137)	(121)	(53)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	55%	65%	48%	52%	63%	43%	57%	50%	64%	59%	54%	54%	55%
No	16%	12%	17%	21%	10%	25%	17%	18%	11%	15%	14%	17%	19%
Not sure	29%	23%	35%	27%	27%	32%	27%	31%	25%	26%	32%	29%	27%
Totals	100%	100%	100%	100%	100%	100%	101%	99%	100%	100%	100%	100%	101%
Unweighted N	(997)	(391)	(355)	(251)	(407)	(321)	(386)	(293)	(217)	(175)	(206)	(389)	(227)

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## 7. Did You Look Up to Princesses or Princes

Did you look up to Disney princesses or princes as role models when you were a child?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	36%	30%	41%	45%	51%	24%	28%	36%	42%	39%	*
No	50%	57%	44%	35%	43%	61%	56%	50%	45%	47%	*
Not sure	14%	14%	15%	19%	6%	15%	16%	14%	13%	14%	*
Totals	100%	101%	100%	99%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(998)	(464)	(534)	(204)	(231)	(320)	(243)	(687)	(138)	(120)	(53)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	36%	44%	26%	40%	37%	33%	35%	32%	44%	40%	34%	34%	37%
No	50%	44%	58%	46%	53%	53%	47%	56%	47%	46%	52%	53%	47%
Not sure	14%	12%	16%	13%	10%	15%	18%	12%	9%	15%	13%	13%	16%
Totals	100%	100%	100%	99%	100%	101%	100%	100%	100%	101%	99%	100%	100%
Unweighted N	(998)	(391)	(357)	(250)	(407)	(319)	(389)	(291)	(217)	(177)	(206)	(389)	(226)

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## 8. Did You Want to Be a Princess or Prince

Did you want to be a princess or prince when you were a child?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	33%	25%	41%	55%	46%	21%	19%	32%	40%	42%	*
No	58%	65%	51%	31%	50%	71%	73%	61%	49%	47%	*
Not sure	9%	10%	8%	14%	4%	9%	8%	8%	11%	11%	*
Totals	100%	100%	100%	100%	100%	101%	100%	101%	100%	100%	*
Unweighted N	(994)	(464)	(530)	(201)	(231)	(319)	(243)	(685)	(136)	(121)	(52)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	33%	44%	24%	33%	36%	24%	32%	31%	38%	36%	33%	32%	32%
No	58%	47%	67%	59%	57%	69%	56%	63%	56%	54%	58%	59%	59%
Not sure	9%	9%	9%	7%	7%	7%	12%	6%	6%	9%	8%	9%	9%
Totals	100%	100%	100%	99%	100%	100%	100%	100%	100%	99%	99%	100%	100%
Unweighted N	(994)	(388)	(356)	(250)	(405)	(321)	(385)	(293)	(216)	(175)	(206)	(386)	(227)



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## 9. Good or Bad To Want To Be a Princess

Do you think it is a good or bad thing when young girls want to be princesses?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Good	38%	43%	34%	49%	47%	30%	31%	38%	50%	36%	*
Bad	6%	5%	6%	7%	7%	4%	5%	6%	2%	8%	*
Neither good nor bad	50%	45%	54%	35%	44%	58%	58%	52%	43%	49%	*
Not sure	6%	6%	6%	8%	2%	7%	6%	5%	5%	6%	*
Totals	100%	99%	100%	99%	100%	99%	100%	101%	100%	99%	*
Unweighted N	(997)	(465)	(532)	(203)	(231)	(319)	(244)	(687)	(138)	(120)	(52)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Good	38%	42%	30%	46%	35%	36%	38%	38%	44%	43%	37%	38%	37%
Bad	6%	5%	7%	5%	5%	5%	7%	7%	3%	8%	4%	4%	8%
Neither good nor bad	50%	48%	55%	45%	53%	54%	48%	53%	49%	42%	53%	52%	50%
Not sure	6%	5%	8%	4%	6%	5%	8%	3%	5%	7%	6%	5%	6%
Totals	100%	100%	100%	100%	99%	100%	101%	101%	101%	100%	100%	99%	101%
Unweighted N	(997)	(389)	(357)	(251)	(407)	(320)	(386)	(293)	(217)	(176)	(206)	(388)	(227)

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## 10. Diverse Princesses

How important do you think it is for Disney princesses to reflect racial diversity?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very important	38%	31%	45%	43%	43%	34%	36%	33%	55%	46%	*
Somewhat important	25%	25%	25%	27%	34%	20%	20%	26%	22%	26%	*
Not very important	10%	12%	8%	14%	8%	11%	8%	12%	7%	7%	*
Not important at all	17%	23%	11%	6%	10%	23%	25%	20%	6%	12%	*
Not sure	10%	9%	11%	10%	6%	12%	11%	9%	10%	9%	*
Totals	100%	100%	100%	100%	101%	100%	100%	100%	100%	100%	*
Unweighted N	(998)	(465)	(533)	(204)	(230)	(320)	(244)	(686)	(138)	(121)	(53)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very important	38%	54%	37%	22%	61%	14%	39%	38%	38%	39%	39%	35%	43%
Somewhat important	25%	26%	23%	27%	24%	25%	24%	26%	30%	22%	29%	25%	23%
Not very important	10%	9%	9%	14%	5%	14%	11%	8%	12%	11%	8%	12%	9%
Not important at all	17%	5%	17%	29%	4%	37%	13%	20%	17%	17%	16%	18%	14%
Not sure	10%	7%	14%	8%	6%	9%	13%	8%	2%	11%	9%	10%	11%
Totals	100%	101%	100%	100%	100%	99%	100%	100%	99%	100%	101%	100%	100%
Unweighted N	(998)	(391)	(356)	(251)	(407)	(320)	(387)	(293)	(217)	(176)	(206)	(389)	(227)

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## 11. Do Princesses Reflect Diversity

Do you think the Disney princesses currently reflect racial diversity?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	49%	42%	57%	50%	57%	49%	42%	50%	45%	58%	*
No	20%	25%	15%	27%	25%	15%	15%	17%	33%	25%	*
Not sure	31%	33%	28%	23%	18%	36%	43%	34%	22%	17%	*
Totals	100%	100%	100%	100%	100%	100%	100%	101%	100%	100%	*
Unweighted N	(998)	(465)	(533)	(203)	(231)	(320)	(244)	(687)	(138)	(121)	(52)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	49%	50%	48%	51%	52%	51%	44%	50%	64%	48%	49%	48%	53%
No	20%	27%	14%	19%	22%	15%	23%	18%	14%	23%	17%	22%	17%
Not sure	31%	23%	38%	29%	26%	34%	33%	32%	23%	29%	34%	30%	30%
Totals	100%	100%	100%	99%	100%	100%	100%	100%	101%	100%	100%	100%	100%
Unweighted N	(998)	(390)	(357)	(251)	(407)	(320)	(387)	(293)	(217)	(176)	(206)	(389)	(227)

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## 12. Interest in Live-Action Remakes

How interested would you be in seeing a live-action remake of your favorite animated movie?

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very interested	18%	16%	20%	33%	26%	11%	5%	13%	36%	26%	*
Somewhat interested	20%	19%	21%	19%	30%	16%	17%	20%	21%	27%	*
Not very interested	15%	15%	14%	17%	14%	15%	12%	15%	10%	10%	*
Not at all interested	25%	25%	25%	14%	15%	31%	37%	31%	8%	14%	*
Not sure	8%	9%	7%	8%	5%	9%	8%	7%	11%	9%	*
A live-action remake already exists	3%	2%	4%	4%	6%	2%	1%	2%	4%	8%	*
I don't have a favorite animated movie	11%	14%	9%	5%	3%	17%	18%	12%	11%	6%	*
Totals	100%	100%	100%	100%	99%	101%	98%	100%	101%	100%	*
Unweighted N	(998)	(465)	(533)	(204)	(230)	(320)	(244)	(686)	(138)	(121)	(53)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very interested	18%	24%	13%	16%	18%	9%	19%	16%	19%	20%	17%	17%	19%
Somewhat interested	20%	27%	17%	16%	22%	18%	19%	23%	23%	20%	18%	21%	21%
Not very interested	15%	15%	13%	16%	17%	11%	14%	12%	19%	15%	14%	16%	13%
Not at all interested	25%	16%	28%	33%	22%	41%	19%	31%	27%	18%	27%	27%	26%
Not sure	8%	8%	9%	6%	8%	7%	10%	6%	5%	10%	8%	8%	6%
A live-action remake already exists	3%	2%	4%	5%	3%	3%	5%	1%	3%	6%	4%	3%	3%
I don't have a favorite animated movie	11%	8%	16%	9%	10%	12%	13%	10%	5%	13%	12%	9%	14%
Totals	100%	100%	100%	101%	100%	101%	99%	99%	101%	102%	100%	101%	102%

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	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(998)	(391)	(357)	(250)	(407)	(319)	(387)	(293)	(217)	(176)	(206)	(390)	(226)

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**13. Interest in The Little Mermaid Remake**

How interested are you in seeing the live-action remake of "The Little Mermaid" that will be released in May 2023?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very interested	18%	14%	22%	32%	26%	12%	6%	13%	39%	26%	*
Somewhat interested	23%	22%	25%	33%	34%	14%	16%	21%	27%	33%	*
Not very interested	17%	19%	15%	11%	19%	20%	18%	20%	11%	13%	*
Not at all interested	33%	36%	30%	16%	16%	45%	50%	39%	18%	17%	*
Not sure	8%	8%	9%	8%	6%	10%	9%	7%	6%	10%	*
Totals	99%	99%	101%	100%	101%	101%	99%	100%	101%	99%	*
Unweighted N	(997)	(465)	(532)	(204)	(230)	(320)	(243)	(686)	(138)	(120)	(53)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very interested	18%	24%	15%	16%	21%	9%	23%	16%	18%	17%	18%	19%	18%
Somewhat interested	23%	32%	19%	19%	28%	15%	19%	26%	27%	23%	22%	22%	26%
Not very interested	17%	16%	18%	18%	19%	17%	17%	18%	20%	18%	21%	19%	11%
Not at all interested	33%	23%	34%	43%	28%	53%	27%	36%	35%	31%	31%	34%	34%
Not sure	8%	6%	14%	4%	4%	6%	14%	5%	1%	10%	8%	6%	11%
Totals	99%	101%	100%	100%	100%	100%	100%	101%	101%	99%	100%	100%	100%
Unweighted N	(997)	(390)	(357)	(250)	(407)	(318)	(386)	(293)	(217)	(176)	(206)	(389)	(226)

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## 14. Ariel Being Black

In the live-action remake of "The Little Mermaid," the main character Ariel is being played by Halle Bailey, who is a Black singer and actress. Do you approve or disapprove of Ariel being portrayed by a Black actress?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly approve	38%	34%	42%	41%	39%	35%	40%	35%	56%	42%	*
Somewhat approve	23%	24%	22%	30%	27%	17%	23%	24%	24%	23%	*
Somewhat disapprove	11%	11%	11%	13%	14%	10%	7%	12%	4%	15%	*
Strongly disapprove	8%	9%	7%	6%	8%	12%	6%	10%	1%	7%	*
Not sure	19%	20%	18%	11%	13%	26%	24%	20%	14%	13%	*
Totals	99%	98%	100%	101%	101%	100%	100%	101%	99%	100%	*
Unweighted N	(999)	(465)	(534)	(204)	(231)	(320)	(244)	(687)	(138)	(121)	(53)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Strongly approve	38%	52%	38%	22%	60%	16%	37%	38%	45%	37%	37%	39%	39%
Somewhat approve	23%	25%	18%	29%	20%	26%	25%	24%	22%	24%	23%	25%	20%
Somewhat disapprove	11%	10%	11%	12%	6%	15%	11%	10%	11%	12%	8%	11%	12%
Strongly disapprove	8%	4%	7%	15%	4%	15%	5%	12%	6%	10%	9%	7%	9%
Not sure	19%	10%	26%	22%	10%	27%	22%	17%	16%	17%	23%	18%	20%
Totals	99%	101%	100%	100%	100%	99%	100%	101%	100%	100%	100%	100%	100%
Unweighted N	(999)	(391)	(357)	(251)	(407)	(320)	(389)	(292)	(217)	(177)	(206)	(390)	(226)

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## 15. Familiar With "Kiss the Girl"

Are you familiar with the song from the animated movie "The Little Mermaid" called "Kiss the Girl"?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	44%	39%	49%	51%	63%	38%	26%	44%	35%	47%	*
No	40%	47%	34%	29%	28%	46%	58%	42%	43%	37%	*
Not sure	16%	14%	17%	20%	10%	17%	17%	14%	22%	16%	*
Totals	100%	100%	100%	100%	101%	101%	101%	100%	100%	100%	*
Unweighted N	(996)	(464)	(532)	(201)	(232)	(319)	(244)	(686)	(138)	(120)	(52)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	44%	44%	41%	47%	46%	43%	39%	44%	58%	41%	42%	44%	48%
No	40%	43%	39%	40%	41%	45%	42%	41%	33%	40%	39%	45%	35%
Not sure	16%	13%	20%	13%	13%	12%	20%	15%	9%	20%	19%	12%	17%
Totals	100%	100%	100%	100%	100%	100%	101%	100%	100%	101%	100%	101%	100%
Unweighted N	(996)	(389)	(356)	(251)	(407)	(321)	(386)	(292)	(217)	(176)	(205)	(388)	(227)



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## 16. Familiar With "Poor Unfortunate Souls"

Are you familiar with the song from the animated movie "The Little Mermaid" called "Poor Unfortunate Souls"?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	37%	34%	40%	49%	56%	29%	18%	35%	41%	41%	*
No	48%	53%	43%	36%	36%	54%	63%	51%	46%	39%	*
Not sure	15%	13%	16%	15%	8%	16%	19%	14%	12%	21%	*
Totals	100%	100%	99%	100%	100%	99%	100%	100%	99%	101%	*
Unweighted N	(996)	(463)	(533)	(203)	(231)	(319)	(243)	(685)	(137)	(121)	(53)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	37%	40%	34%	39%	43%	31%	33%	37%	50%	36%	36%	35%	44%
No	48%	48%	48%	47%	44%	56%	50%	48%	41%	48%	48%	53%	38%
Not sure	15%	11%	18%	14%	13%	14%	16%	15%	9%	16%	16%	11%	18%
Totals	100%	99%	100%	100%	100%	101%	99%	100%	100%	100%	100%	99%	100%
Unweighted N	(996)	(390)	(356)	(250)	(405)	(321)	(387)	(292)	(216)	(177)	(204)	(389)	(226)

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## 17. Approval of Lyrics for "Kiss The Girl"

The original song "Kiss the Girl" from "The Little Mermaid" was released in 1989 and includes the main character's sidekick singing, "Yes, you want her. Look at her, you know you do. Possible she wants you, too. There is one way to ask her. It don't take a word. Not a single word. Go on and kiss the girl." Do you approve or disapprove of the original lyrics?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly approve	25%	25%	25%	32%	27%	25%	16%	24%	33%	30%	*
Somewhat approve	29%	29%	28%	29%	35%	24%	29%	29%	27%	29%	*
Somewhat disapprove	13%	11%	15%	10%	20%	9%	12%	14%	9%	12%	*
Strongly disapprove	7%	8%	7%	9%	5%	7%	7%	7%	6%	5%	*
Not sure	27%	28%	26%	20%	14%	35%	35%	26%	25%	25%	*
Totals	101%	101%	101%	100%	101%	100%	99%	100%	100%	101%	*
Unweighted N	(998)	(465)	(533)	(204)	(231)	(320)	(243)	(686)	(138)	(121)	(53)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Strongly approve	25%	21%	23%	33%	19%	33%	25%	24%	28%	25%	20%	27%	27%
Somewhat approve	29%	35%	22%	31%	33%	26%	23%	33%	33%	35%	28%	29%	24%
Somewhat disapprove	13%	13%	15%	9%	16%	11%	12%	12%	16%	8%	18%	9%	17%
Strongly disapprove	7%	7%	7%	7%	7%	6%	8%	8%	5%	5%	8%	8%	7%
Not sure	27%	24%	34%	20%	25%	24%	32%	23%	18%	28%	26%	27%	26%
Totals	101%	100%	101%	100%	100%	100%	100%	100%	100%	101%	100%	100%	101%
Unweighted N	(998)	(391)	(356)	(251)	(406)	(320)	(388)	(293)	(216)	(175)	(206)	(390)	(227)

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## 18. Change Lyrics for "Kiss The Girl"

The songwriter for the live-action remake of "The Little Mermaid" has said the lyrics for the song "Kiss the Girl" will be modified to reflect changing social attitudes toward consent. Do you think the song's lyrics should be changed in the live-action remake?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	28%	28%	28%	42%	36%	18%	22%	26%	39%	27%	*
No	44%	46%	43%	37%	47%	48%	43%	48%	34%	41%	*
Not sure	28%	26%	29%	21%	17%	34%	35%	26%	27%	32%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(988)	(459)	(529)	(197)	(228)	(320)	(243)	(684)	(134)	(119)	(51)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	28%	42%	22%	20%	42%	12%	29%	30%	32%	27%	27%	26%	34%
No	44%	33%	43%	60%	30%	65%	39%	47%	49%	48%	40%	48%	40%
Not sure	28%	25%	35%	20%	28%	23%	33%	23%	18%	25%	33%	27%	26%
Totals	100%	100%	100%	100%	100%	100%	101%	100%	99%	100%	100%	101%	100%
Unweighted N	(988)	(383)	(356)	(249)	(403)	(318)	(382)	(291)	(215)	(175)	(205)	(387)	(221)

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## 19. Approval of Lyrics for "Poor Unfortunate Souls"

The original song "Poor Unfortunate Souls" from "The Little Mermaid" was released in 1989 and includes the movie's villain singing, "On land it's much preferred for ladies not to say a word, and after all dear, what is idle prattle for? Come on, they're not all that impressed with conversation... It's she who holds her tongue who gets a man." Do you approve or disapprove of the original lyrics?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly approve	19%	22%	16%	27%	20%	20%	10%	18%	28%	19%	*
Somewhat approve	27%	28%	26%	32%	36%	19%	24%	27%	24%	33%	*
Somewhat disapprove	16%	15%	17%	13%	20%	15%	18%	16%	15%	16%	*
Strongly disapprove	12%	7%	17%	10%	11%	12%	15%	12%	10%	10%	*
Not sure	25%	27%	24%	19%	12%	34%	34%	26%	23%	22%	*
Totals	99%	99%	100%	101%	99%	100%	101%	99%	100%	100%	*
Unweighted N	(997)	(463)	(534)	(203)	(231)	(320)	(243)	(687)	(138)	(120)	(52)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Strongly approve	19%	15%	17%	28%	15%	26%	16%	21%	25%	19%	16%	20%	21%
Somewhat approve	27%	30%	21%	31%	24%	27%	26%	30%	28%	28%	27%	28%	25%
Somewhat disapprove	16%	20%	16%	12%	20%	14%	18%	13%	19%	18%	15%	16%	17%
Strongly disapprove	12%	17%	12%	7%	19%	6%	11%	15%	10%	8%	15%	12%	13%
Not sure	25%	18%	35%	22%	21%	27%	28%	22%	19%	28%	26%	24%	25%
Totals	99%	100%	101%	100%	99%	100%	99%	101%	101%	101%	99%	100%	101%
Unweighted N	(997)	(391)	(357)	(249)	(406)	(321)	(387)	(293)	(216)	(177)	(205)	(389)	(226)

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## 20. Change Lyrics for "Poor Unfortunate Souls"

The songwriter for the live-action remake of "The Little Mermaid" has said the lyrics for the song "Poor Unfortunate Souls" will be modified to reflect changing social attitudes toward gender roles. Do you think the song's lyrics should be changed in the live-action remake?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	30%	28%	32%	41%	44%	19%	24%	27%	42%	33%	*
No	45%	48%	42%	42%	38%	51%	45%	49%	38%	35%	*
Not sure	25%	24%	26%	17%	18%	30%	32%	24%	20%	32%	*
Totals	100%	100%	100%	100%	100%	100%	101%	100%	100%	100%	*
Unweighted N	(988)	(455)	(533)	(198)	(230)	(319)	(241)	(680)	(137)	(119)	(52)

  

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	30%	42%	26%	22%	43%	15%	30%	32%	35%	29%	29%	28%	37%
No	45%	37%	41%	59%	34%	62%	41%	47%	48%	46%	44%	48%	39%
Not sure	25%	21%	33%	18%	23%	23%	29%	21%	16%	25%	27%	24%	25%
Totals	100%	100%	100%	99%	100%	100%	100%	100%	99%	100%	100%	100%	101%
Unweighted N	(988)	(385)	(353)	(250)	(404)	(318)	(380)	(292)	(215)	(176)	(206)	(383)	(223)

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## 21. Approval of Openly Gay Disney Princess

Would you approve or disapprove of Disney introducing a princess who openly identifies as gay or lesbian?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly approve	20%	20%	20%	23%	23%	20%	15%	19%	25%	23%	*
Somewhat approve	15%	15%	14%	22%	17%	10%	13%	12%	18%	18%	*
Somewhat disapprove	11%	13%	9%	13%	16%	9%	8%	11%	8%	18%	*
Strongly disapprove	39%	38%	41%	28%	33%	44%	50%	43%	32%	26%	*
Not sure	15%	14%	15%	15%	12%	17%	14%	14%	18%	15%	*
Totals	100%	100%	99%	101%	101%	100%	100%	99%	101%	100%	*
Unweighted N	(996)	(464)	(532)	(202)	(231)	(319)	(244)	(684)	(138)	(121)	(53)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Strongly approve	20%	31%	21%	5%	39%	4%	19%	18%	25%	21%	18%	19%	23%
Somewhat approve	15%	26%	10%	8%	22%	7%	16%	17%	15%	19%	15%	12%	16%
Somewhat disapprove	11%	12%	11%	11%	5%	10%	14%	8%	14%	11%	11%	12%	11%
Strongly disapprove	39%	18%	37%	69%	18%	71%	34%	43%	39%	30%	40%	44%	39%
Not sure	15%	13%	21%	7%	16%	8%	18%	14%	8%	19%	15%	14%	12%
Totals	100%	100%	100%	100%	100%	100%	101%	100%	101%	100%	99%	101%	101%
Unweighted N	(996)	(390)	(357)	(249)	(406)	(320)	(388)	(291)	(216)	(176)	(205)	(389)	(226)

# YouGov Survey: Disney Princesses

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<b>Interviewing Dates</b>	April 12 - 20, 2023
<b>Target population</b>	U.S. citizens, aged 18 and over.
<b>Sampling method</b>	Respondents were selected from YouGov's opt-in Internet panel using sample matching. A random sample (stratified by gender, age, race, education, geographic region, and voter registration) was selected from the 2019 American Community Survey.
<b>Weighting</b>	The sample was weighted according to gender, age, race, education, 2020 election turnout and Presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. Baseline party identification is the respondent's most recent answer given prior to March 15, 2022, and is weighted to the estimated distribution at that time (33% Democratic, 28% Republican). The weights range from 0.157 to 3.863, with a mean of 1 and a standard deviation of 0.482.
<b>Number of respondents</b>	1000
<b>Margin of error</b>	± 3.4% (adjusted for weighting)
<b>Survey mode</b>	Web-based interviews
<b>Questions not reported</b>	51 questions not reported.