YouGov Survey: Disney and Florida

YouGov

Conducted   April 5 - 8, 2022

Margin of Error   ±3.6%

1. In their dealings with government and political candidates, do you think American businesses should or should not do any of the following things?

	Should	Should not	Not sure
Donate money directly to political candidates	16%	63%	21%
Lobby federal/state/lo cal governments for corporate/business tax cuts	28%	48%	25%
Lobby federal/state/local governments to reduce business regulations	31%	40%	29%
Lobby federal/state/local governments to increase voter registration and voting	43%	34%	23%
Lobby federal/state/local governments to expand civil rights	41%	33%	26%
Move their business elsewhere if policies they disagree with aren't changed	39%	33%	29%

2. When it comes to taking public positions, do you think American businesses should or should not do any of the following things?

	Should	Should not	Not sure
Support LGBTQ rights organizations	43%	34%	22%
Support feminist organizations	44%	32%	24%
Support gun rights organizations	34%	42%	24%
Support voting rights organizations	58%	24%	19%
Support civil rights organizations	57%	24%	19%
Support religious freedom organizations	51%	24%	24%
Support organizations fighting police violence	47%	28%	25%
Support organizations that support the police	55%	22%	22%

3. How much, if anything, have you heard in the news about legislation in Florida that bans public school teachers from instructing kindergarten through third-grade students on sexual orientation and gender identity and allows parents to sue the school district if they believe the instruction is not age-appropriate?

A lot	39%
A little	39%
Nothing at all	22%

4. Do you support or oppose banning public school teachers from providing classroom instruction on sexual orientation and gender identity to children in kindergarten through third grade?

Strongly support 29%
Somewhat support 15%
Somewhat oppose 12%
Strongly oppose 29%
Not sure 15%

5. Do you support or oppose allowing parents to sue a school district if they believe classroom instruction on sexual orientation or gender identity is not age-appropriate for students according to state standards?

Strongly support 31%
Somewhat support 16%
Somewhat oppose 10%
Strongly oppose 29%
Not sure 15%

6. Do you think the Walt Disney Company is too liberal, too conservative, about right, or none of these?

Too liberal 32%
About right 19%
Too conservative 9%
It is not political 12%
Not sure 27%

7. The CEO of Disney publicly opposed the legislation in Florida about classroom instruction on sexual orientation and gender identity. Was this the right or wrong decision?

Right 39%
Wrong 35%
Not sure 26%

8. Do you think the following themes or plotlines in shows are appropriate or inappropriate for children age 5 and under?

	Appropriate	Inappropriate	Not sure
A character having same-sex parents	43%	44%	13%
A character being gay or lesbian	38%	49%	13%
A character being transgender	32%	52%	16%

9. Do you think the following themes or plotlines in shows are appropriate or inappropriate for children ages 6 to 9?

	Appropriate	Inappropri- ate	Not sure
A character having same-sex parents	45%	41%	14%
A character being gay or lesbian	40%	46%	14%
A character being transgender	35%	50%	15%

10. Do you think the following themes or plotlines in shows are appropriate or inappropriate for children ages 10 to 14?

	Appropriate	Inappropri- ate	Not sure
A character having same-sex parents	55%	33%	13%
A character being gay or lesbian	51%	36%	13%
A character being transgender	47%	39%	14%

Interviewing Dates	April 5 - 8, 2022
Target population	U.S. Citizens, aged 18 and over.
Sampling method	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 2018 American Community Study. Voter registration was imputed from the November 2018 Current Population Survey Registration and Voting Supplement.
Weighting	The sample was weighted based on gender, age, race, education, news interest, and 2020 Presidential vote (or non-vote). The weights range from 0.2 to 6.502, with a mean of one and a standard deviation of 0.59.
Number of respondents	1000
Margin of error	± 3.6% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	61 questions not reported.