the TRAFALGAR GROUP

The Lesson of Trafalgar:
Superior strategy, innovative tactics, and bold leadership can prevail even over larger numbers and greater resources.

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Nationwide Issues Survey

April 2022

Partnered with:

COS **CONVENTION** *of* **STATES ACTION**

Nationwide Survey

COS CONVENTION of STATES ACTION
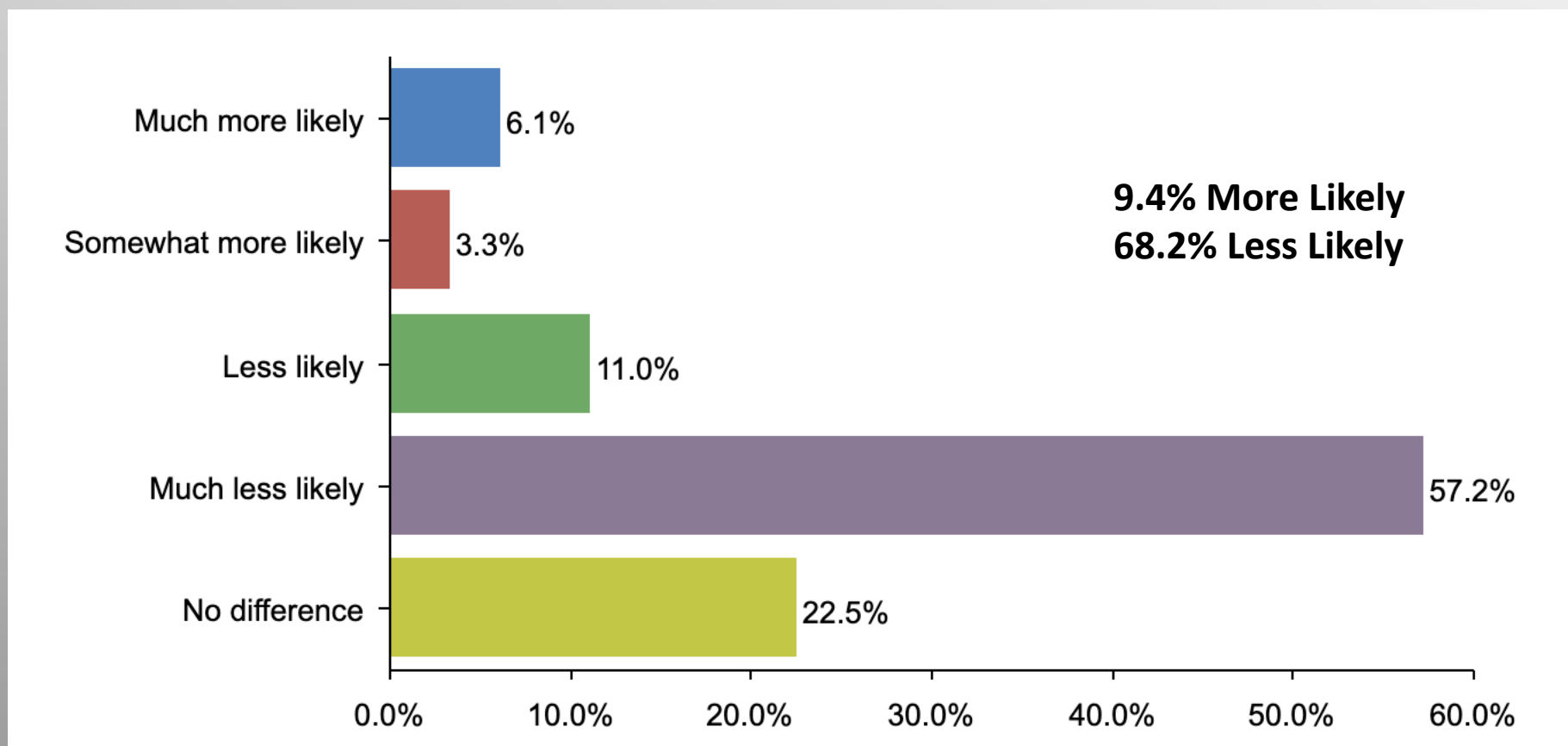
- **Conducted 04/05/22 – 04/08/22**

- **1079 Respondents**

- **Likely General Election Voters**

- **Response Rate: 1.44%**

- **Margin of Error: 2.99%**

- **Confidence: 95%**

- **Response Distribution: 50%**

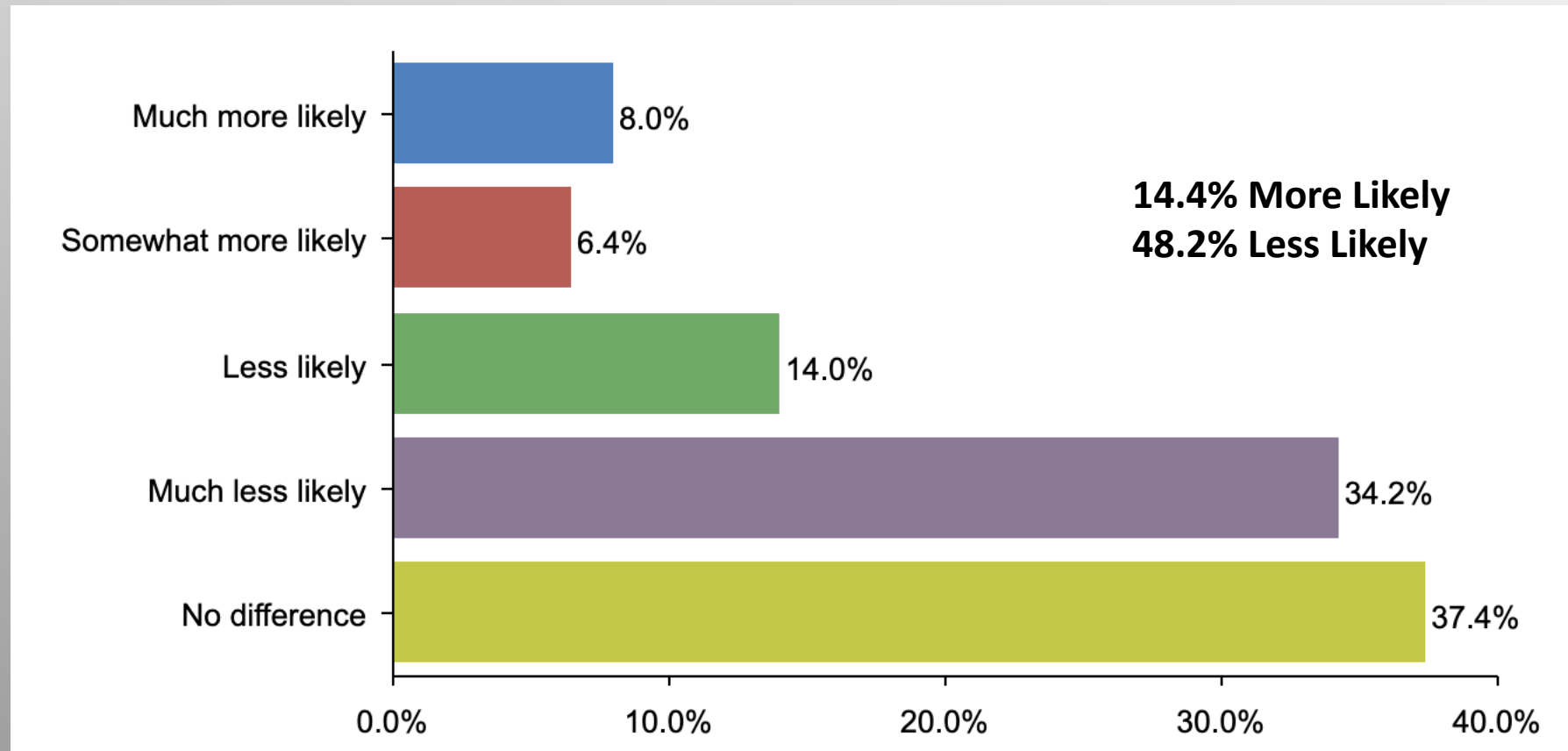- **Methodology: TheTrafalgarGroup.org/Polling-Methodology**
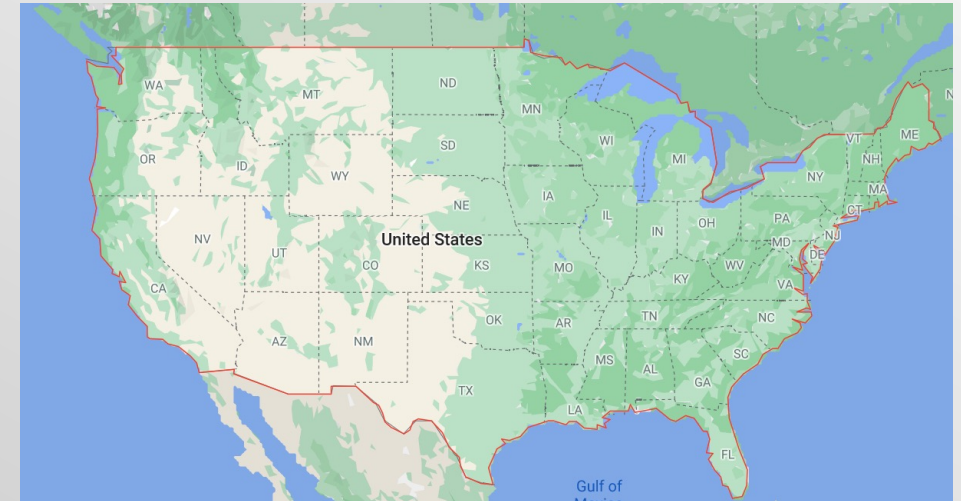
Disney Business

News reports reveal Disney is focusing on creating content to expose young children to sexual ideas. Does this make you more or less likely to do business with Disney?

COS | CONVENTION *of* STATES ACTION

9.4% More Likely
68.2% Less Likely

Category	Percentage
Much more likely	6.1%
Somewhat more likely	3.3%
Less likely	11.0%
Much less likely	57.2%
No difference	22.5%

Disney Business (GOP)

News reports reveal Disney is focusing on creating content to expose young children to sexual ideas. Does this make you more or less likely to do business with Disney?
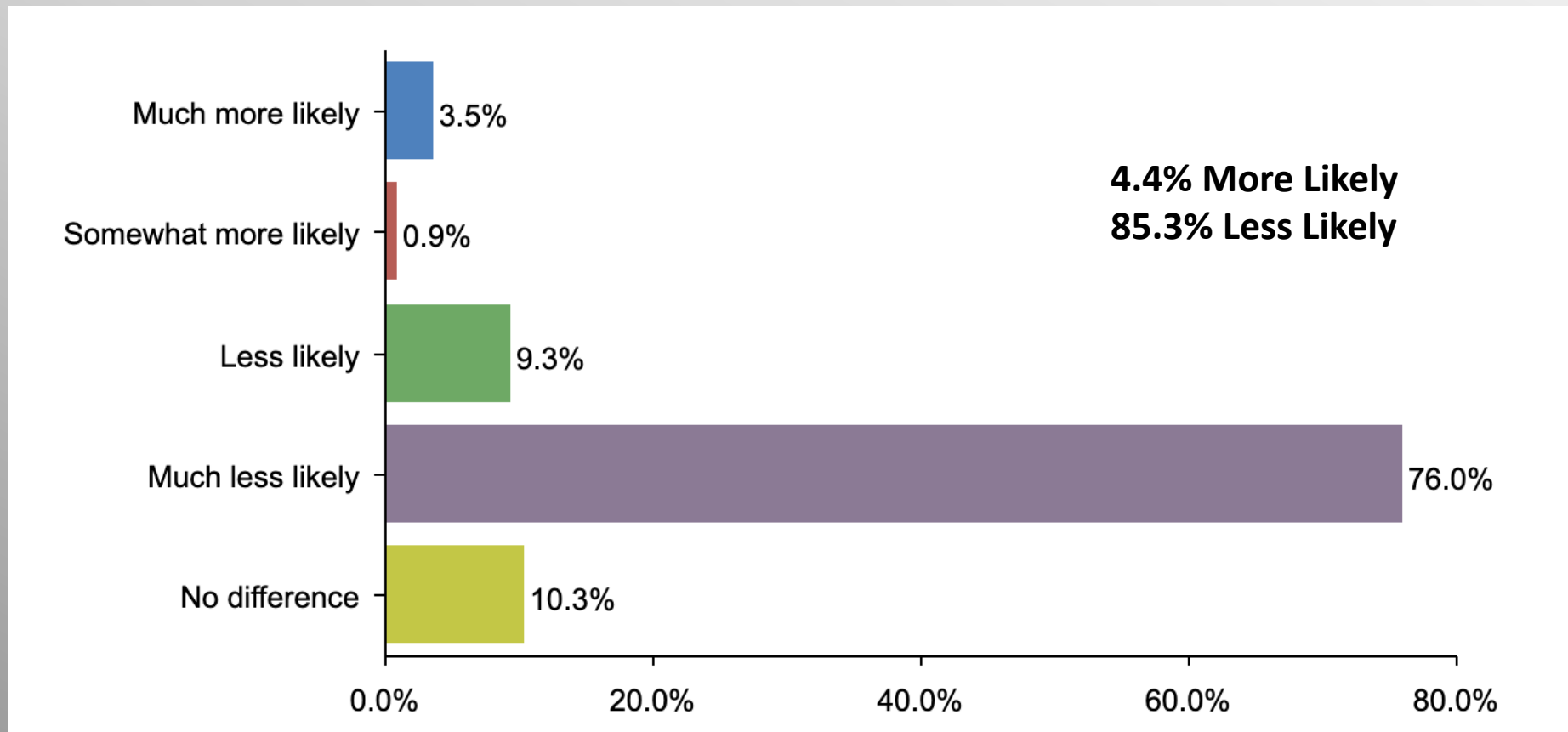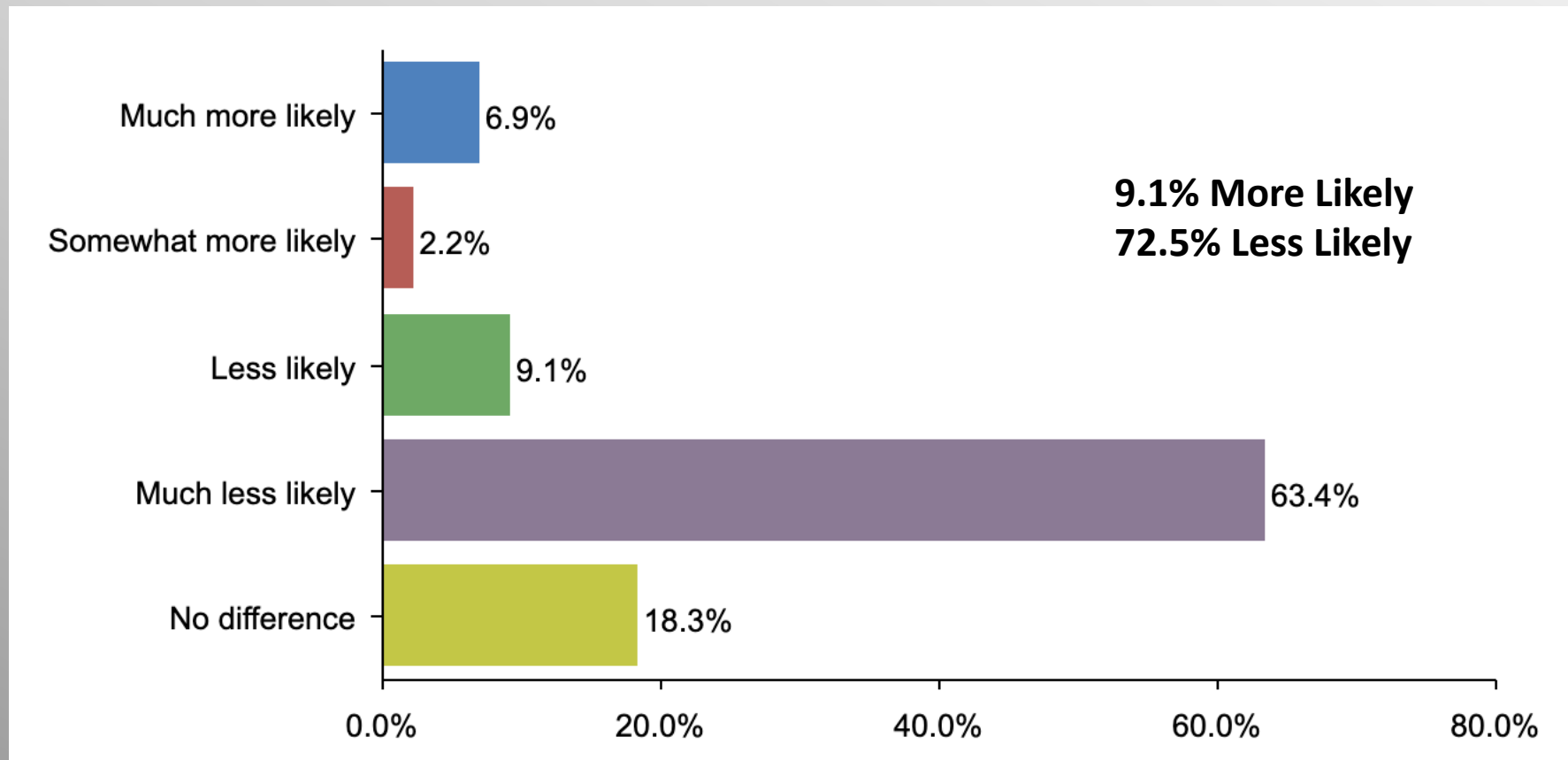

4.4% More Likely
85.3% Less Likely

Disney Alternatives

How likely are you to support family-friendly alternatives to Disney?

Very likely: 45.1%
Somewhat likely: 24.0%
Somewhat unlikely: 11.5%
Very unlikely: 19.3%

69.1% Likely
30.8% Unlikely

Disney Alternatives (Democrats)

How likely are you to support family-friendly alternatives to Disney?

58.6% Likely
41.4% Unlikely

Disney Alternatives (GOP)

How likely are you to support family-friendly alternatives to Disney?

77.6% Likely
22.4% Unlikely
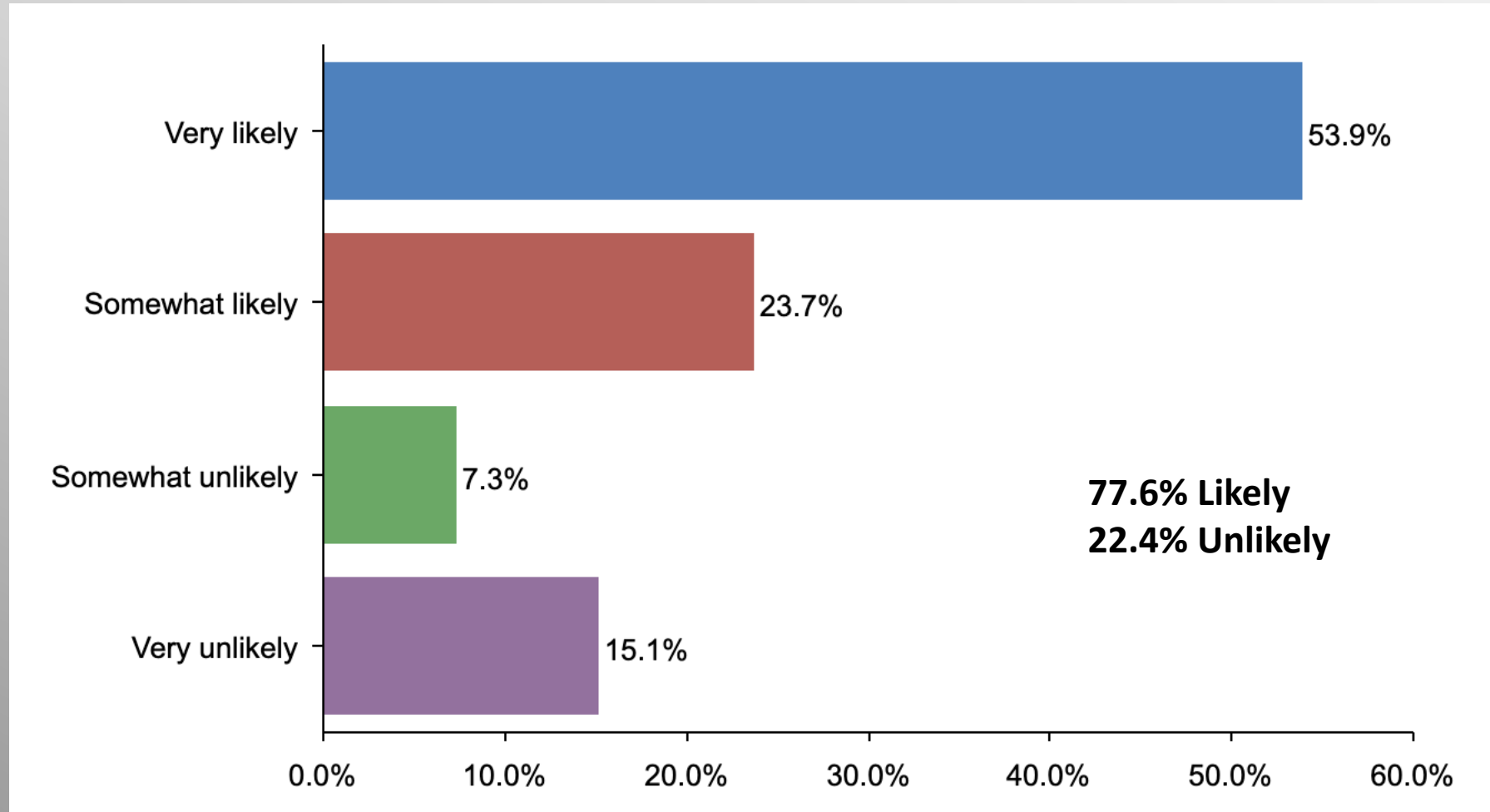
Disney Alternatives (No Party/Other)

How likely are you to support family-friendly alternatives to Disney?

72.1% Likely
28.0% Unlikely
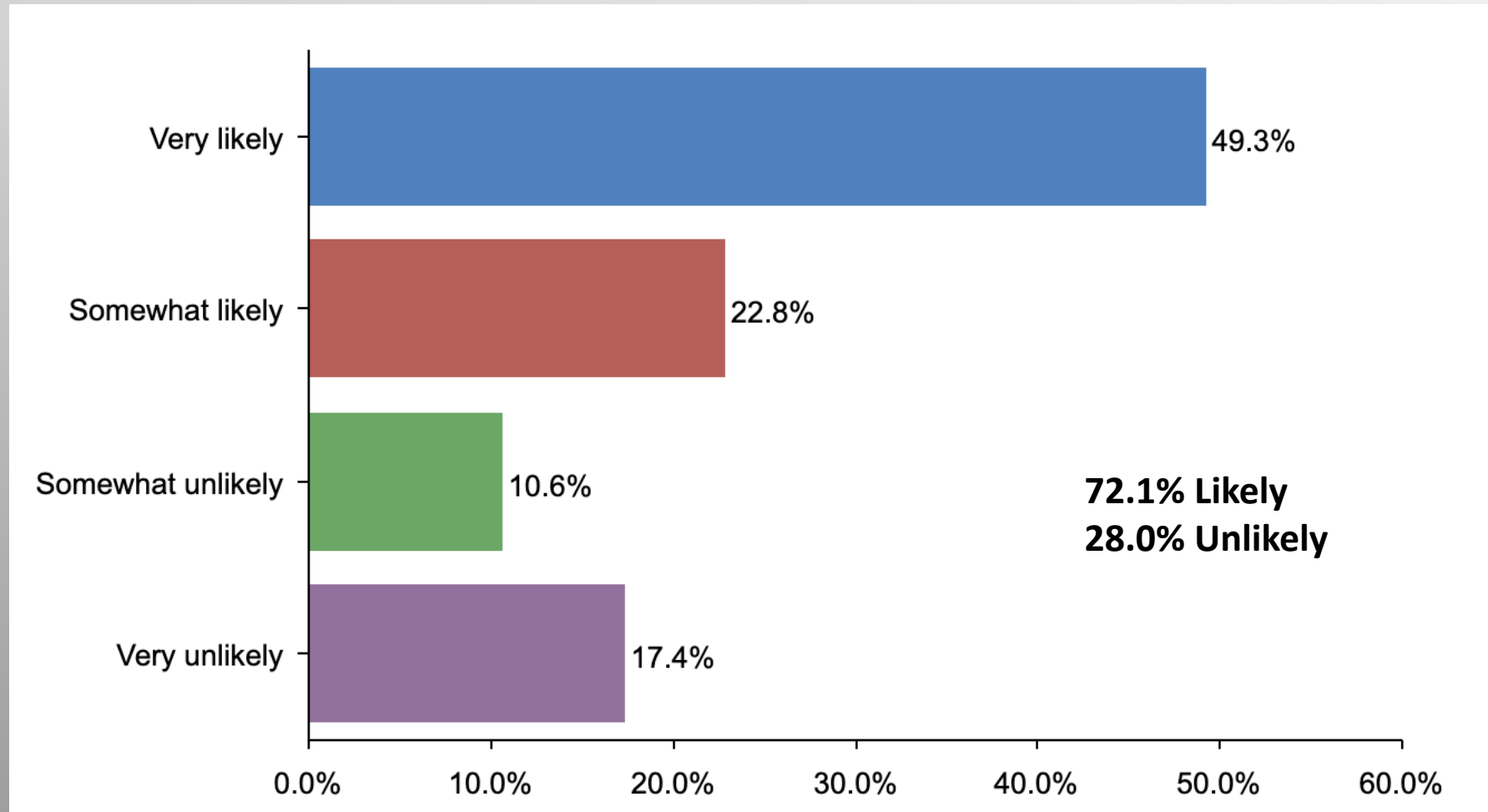
Age Participation

Ethnicity Participation
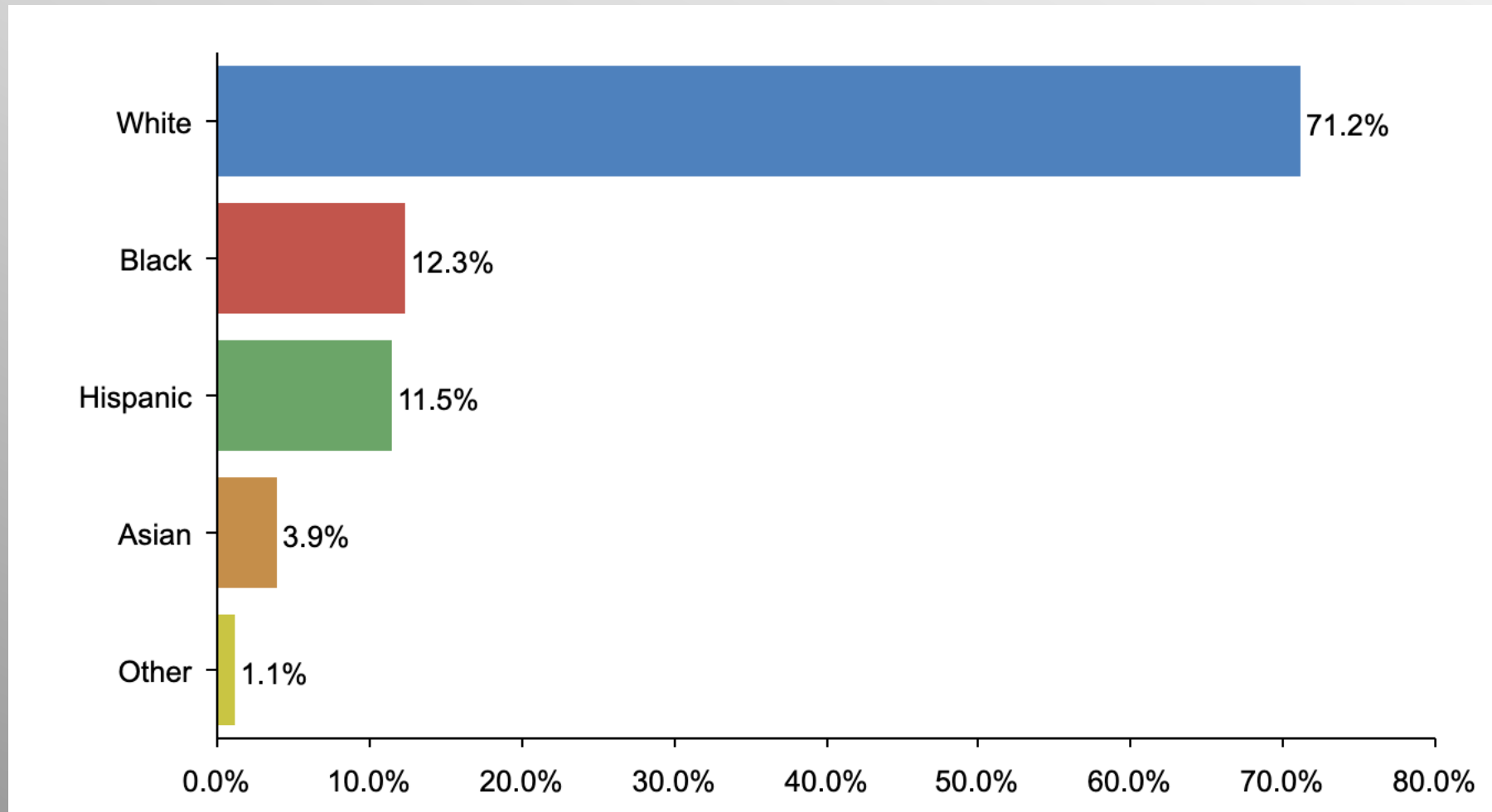
Party Participation
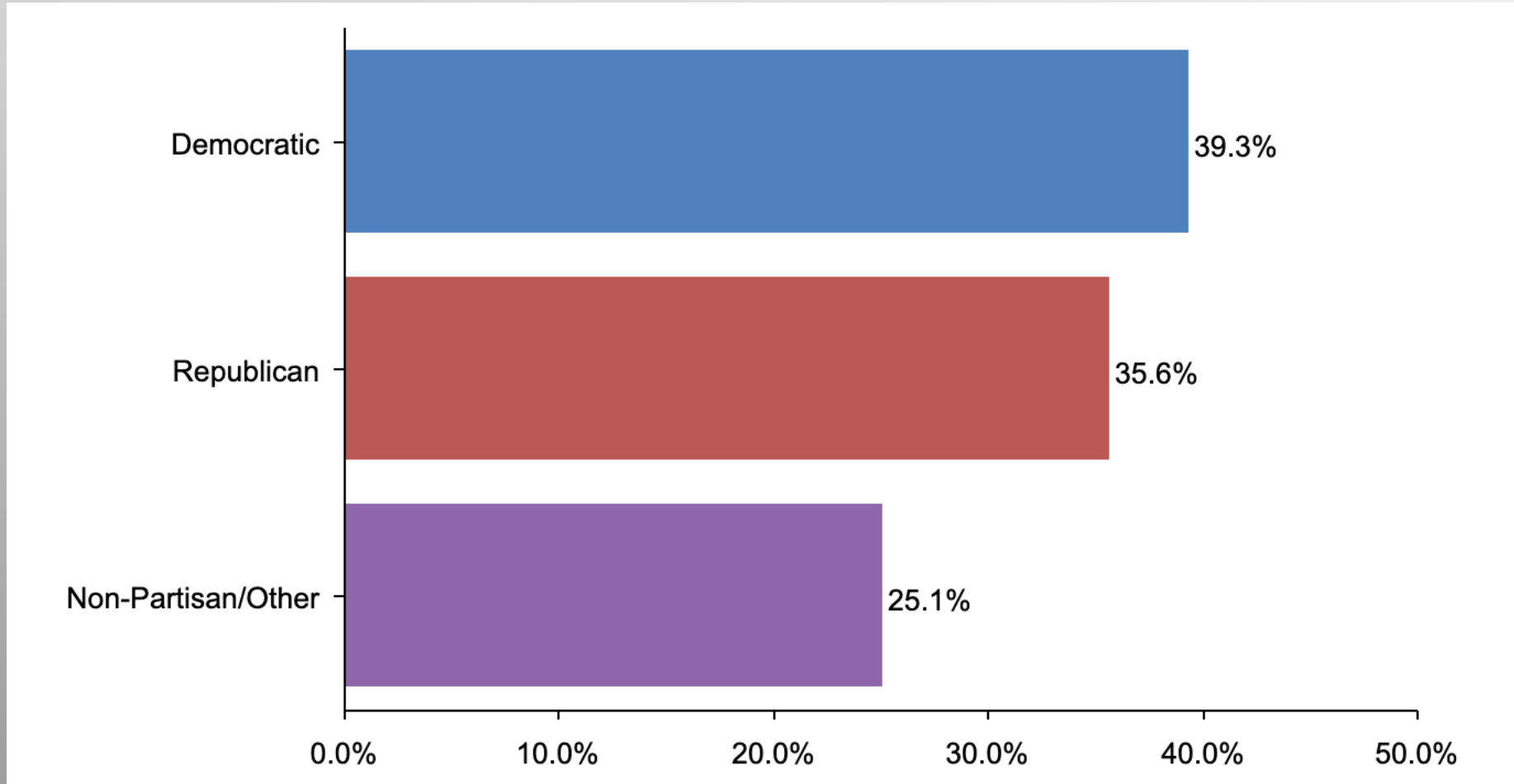
Gender Participation
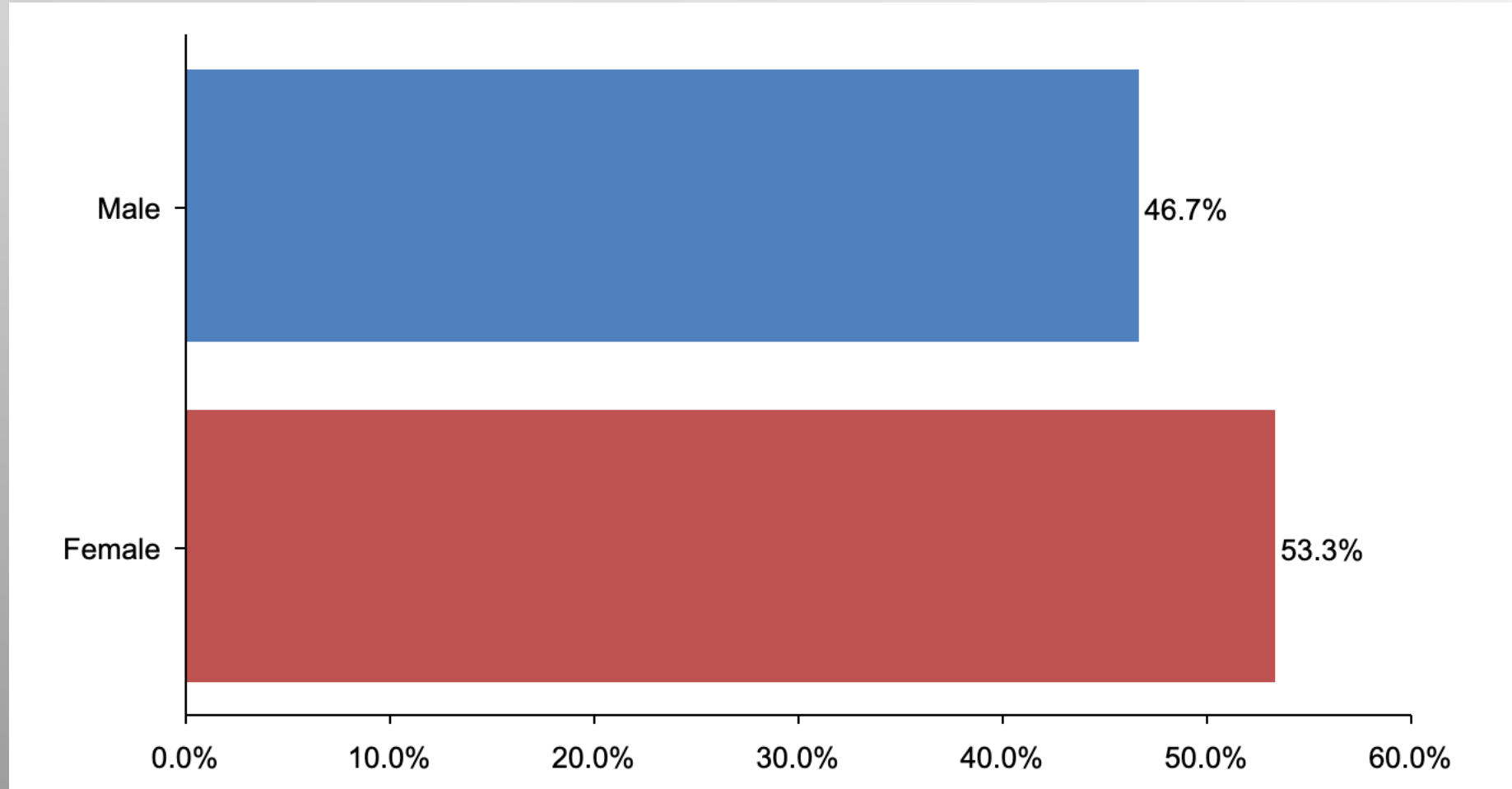
COSA April #1 Party Crosstabs

News reports reveal Disney is focusing on creating content to expose young children to sexual ideas. Does this make you more or less likely to do business with Disney?
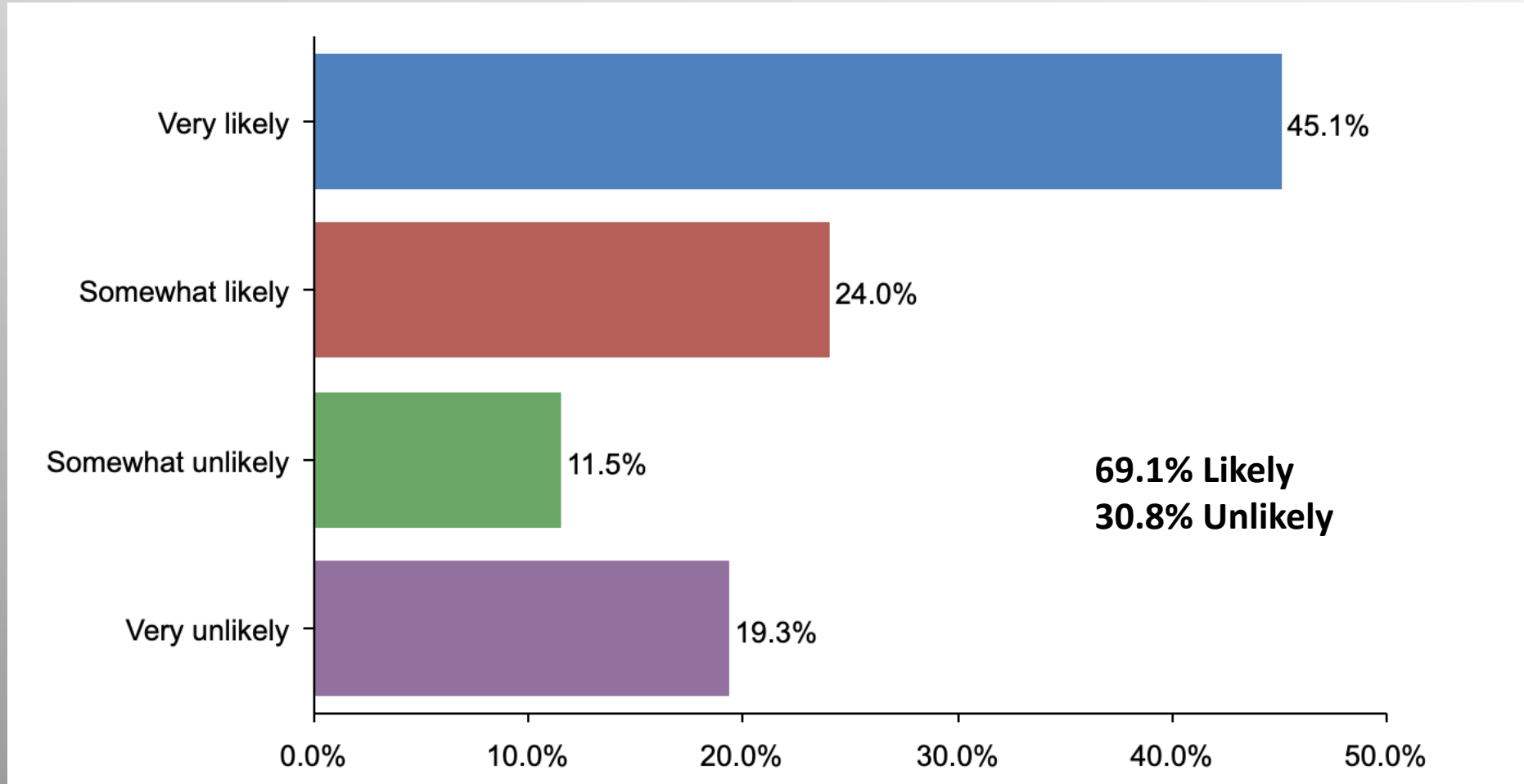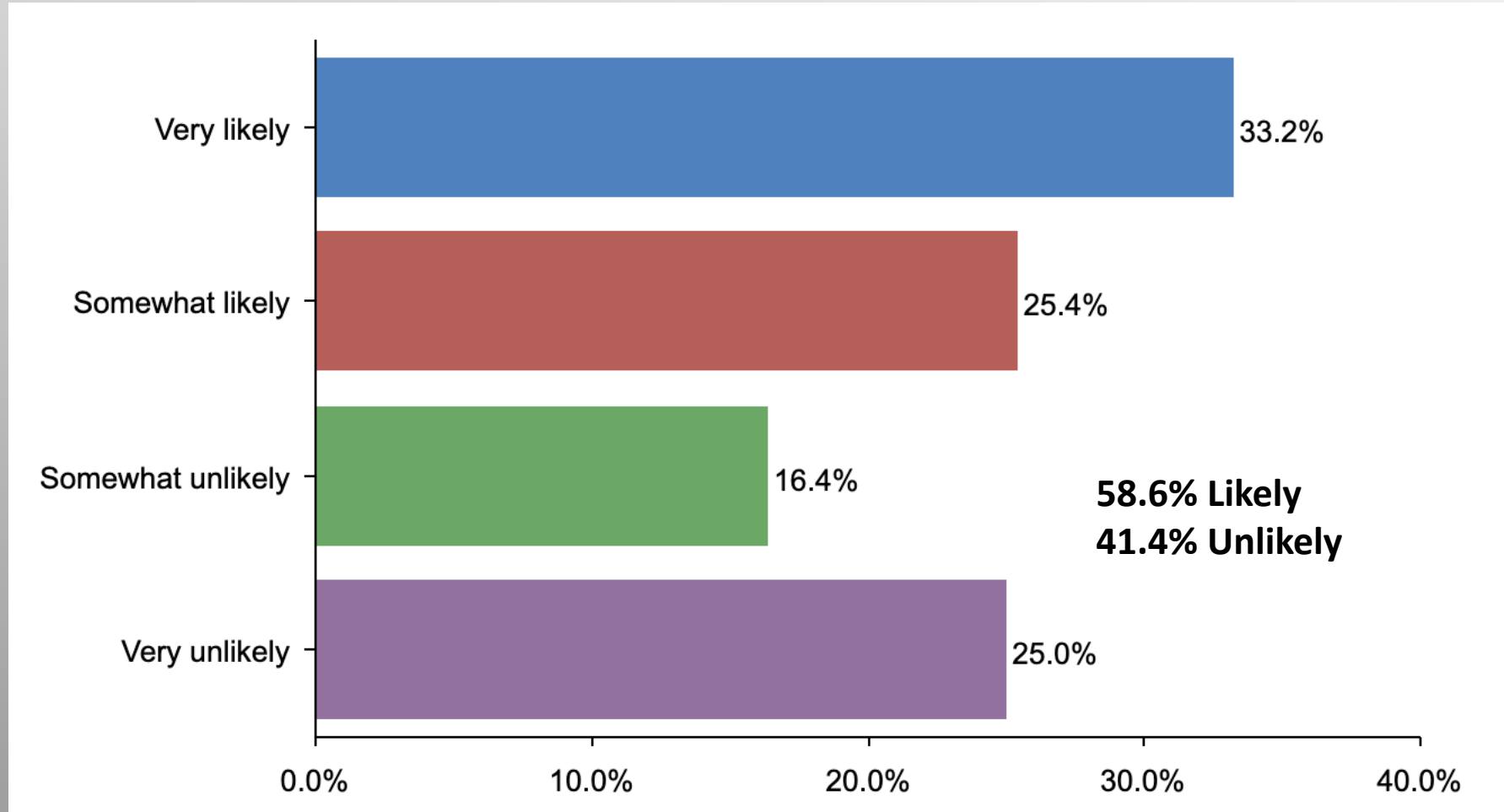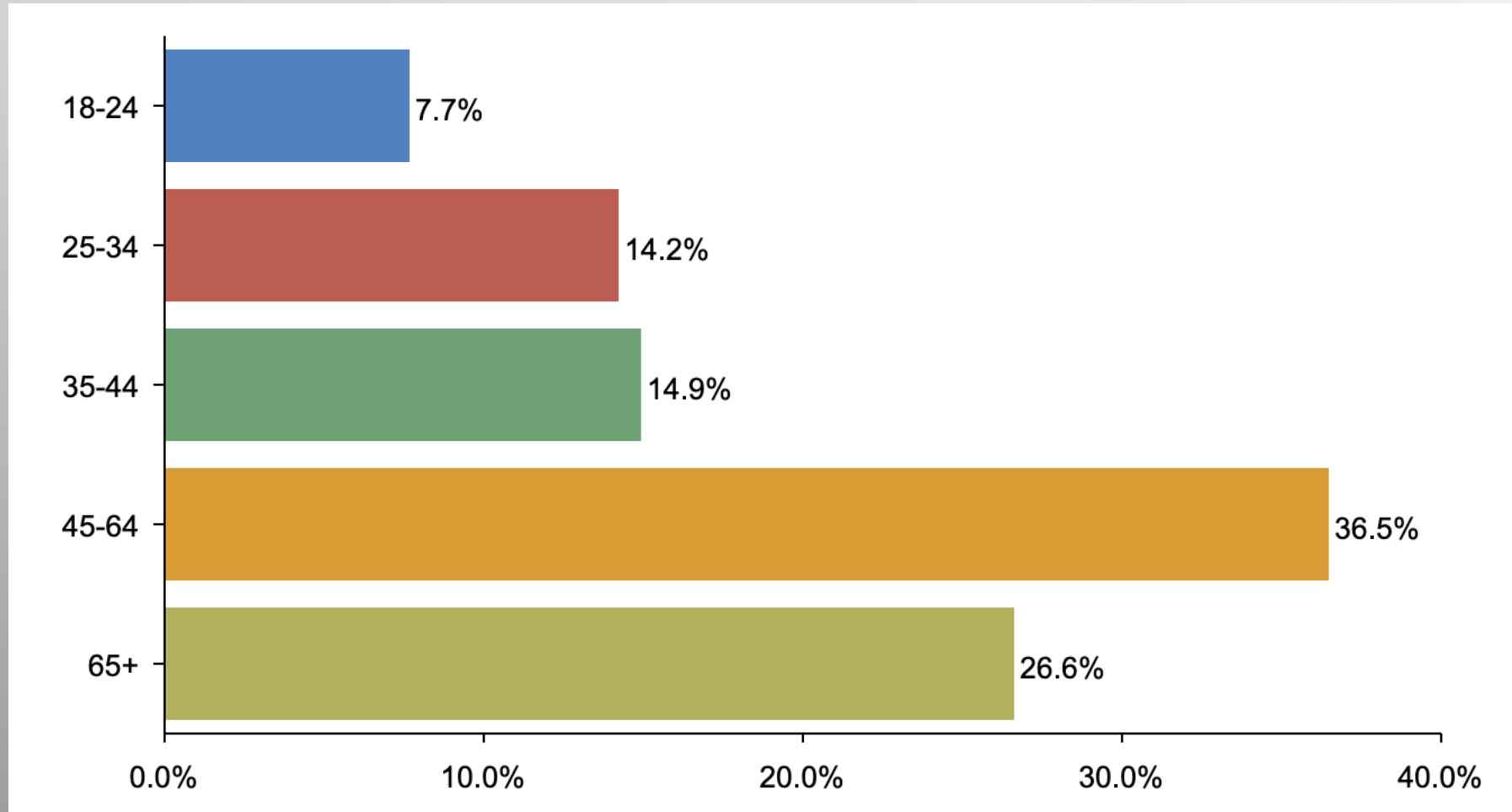
		Party		
	Total	**Democrat**	**Republican**	**No Party/Other**
Much more likely Column %	6.1%	**8.0%**	**3.5%**	6.9%
Somewhat more likely Column %	3.3%	**6.4%**	**0.9%**	**2.2%**
Less likely Column %	11.0%	14.0%	9.3%	9.1%
Much less likely Column %	57.2%	**34.2%**	**76.0%**	**63.4%**
No difference Column %	22.5%	**37.4%**	**10.3%**	**18.3%**

COSA April #1 Party Crosstabs

How likely are you to support family-friendly alternatives to Disney?

		Party		
	Total	**Democrat**	**Republican**	**No Party/Other**
Very likely Column %	45.1%	**33.2%**	**53.9%**	**49.3%**
Somewhat likely Column %	24.0%	25.4%	23.7%	22.8%
Somewhat unlikely Column %	11.5%	**16.4%**	**7.3%**	10.6%
Very unlikely Column %	19.3%	**25.0%**	**15.1%**	17.4%

News reports reveal Disney is focusing on creating content to expose young children to sexual ideas. Does this make you more or less likely to do business with Disney?

		Age Group						Gender		
	Total	18-24	25-34	35-44	45-64	65+		Total	Female	Male
Much more likely Column %	6.1%	**14.6%**	**10.5%**	**4.1%**	**6.1%**	**2.5%**		6.1%	7.5%	4.7%
Somewhat more likely Column %	3.3%	4.6%	1.9%	3.2%	**1.8%**	**5.6%**		3.3%	3.5%	3.1%
Less likely Column %	11.0%	16.3%	**15.7%**	9.4%	**8.3%**	11.5%		11.0%	12.3%	9.5%
Much less likely Column %	57.2%	**46.2%**	**47.4%**	52.2%	**63.4%**	59.6%		57.2%	**53.3%**	**61.3%**
No difference Column %	22.5%	18.3%	24.5%	**31.1%**	**20.3%**	20.9%		22.5%	23.4%	21.5%

How likely are you to support family-friendly alternatives to Disney?

	Age Group						Gender		
	Total	**18-24**	**25-34**	**35-44**	**45-64**	**65+**	**Total**	**Female**	**Male**
Very likely Column %	45.1%	**30.9%**	42.5%	46.3%	**48.6%**	45.5%	45.1%	41.7%	48.7%
Somewhat likely Column %	24.0%	**34.6%**	19.9%	**32.5%**	**17.4%**	**26.9%**	24.0%	23.7%	24.4%
Somewhat unlikely Column %	11.5%	9.5%	14.8%	7.5%	13.7%	9.9%	11.5%	13.2%	9.7%
Very unlikely Column %	19.3%	25.0%	22.7%	13.7%	20.3%	17.7%	19.3%	21.4%	17.1%

News reports reveal Disney is focusing on creating content to expose young children to sexual ideas. Does this make you more or less likely to do business with Disney?

		Ethnicity				
	Total	**Asian**	**Black**	**Hispanic**	**White**	**Other**
Much more likely Column %	6.1%	0.0%	8.5%	**11.3%**	**5.2%**	8.0%
Somewhat more likely Column %	3.3%	0.0%	4.7%	5.5%	2.9%	0.0%
Less likely Column %	11.0%	**26.0%**	9.2%	8.3%	**11.2%**	4.3%
Much less likely Column %	57.2%	**29.3%**	**44.3%**	**61.3%**	**59.6%**	60.3%
No difference Column %	22.5%	**44.7%**	**33.3%**	**13.6%**	**21.1%**	27.4%

How likely are you to support family-friendly alternatives to Disney?

		Ethnicity				
	Total	**Asian**	**Black**	**Hispanic**	**White**	**Other**
Very likely Column %	45.1%	29.3%	40.3%	39.0%	47.3%	48.0%
Somewhat likely Column %	24.0%	38.9%	20.7%	23.2%	24.2%	22.1%
Somewhat unlikely Column %	11.5%	21.9%	16.0%	7.3%	11.1%	5.6%
Very unlikely Column %	19.3%	**9.9%**	23.0%	**30.5%**	**17.4%**	24.3%