

MEMORANDUM

TO: THE DAILY WIRE
FROM: NEIL NEWHOUSE – PUBLIC OPINION STRATEGIES
SUBJECT: RECENT POLLING DATA RE DISNEY AND GINA CARANO
DATE: MARCH 4, 2021

The purpose of this memo is to provide a brief review of the recent national survey that was conducted on behalf of The Daily Wire. The online poll of 1,098 adults was conducted between February 26 and March 3, 2021, and has a credibility interval of +/-3.37%. The poll was conducted by Survey Monkey, and Public Opinion Strategies provided oversight and analysis.

KEY FINDINGS

1. *Gina Carano's name is recognized by about half of Americans, and she has a favorable image.*

Fully half of Americans interviewed (51%) say they have heard of “former Mandalorian actress Gina Carano” with 30% having a favorable impression of her and 22% unfavorable. That means among Americans who know her, 58% have a favorable impression of Carano.

2. *Disney's image is positive, but it is being weighed down by “playing ‘woke’ politics.”*

While Disney begins with a very favorable image among Americans (77% favorable/21% unfavorable), fully 36% of those who have heard something in the news recently regarding Disney say that it made them less favorable to the company. Importantly, 61% of those with a “less favorable” impression of Disney point to its firing of Gina Carano and other “cancel culture” actions the company has taken recently. Here's some of the verbatim comments:

“Disney defended using sets near the slave camps in China.”

“Them firing people for having different views than the boss has.”

“They are yielding to woke cultural activism.”

“They are developing a full-blown cancel culture.”

“They caved to the liberals of the cancel culture. If she had liberal views, she would be hailed as a champion.”

“They fired an actress who dared to be conservative.”

3. A majority of Americans oppose Disney's filming in a region of China where the US Government has accused the Chinese of genocide against the Uighurs, oppose Disney's decision to close down popular rides at its theme parks because activists have claimed they have racist origins, oppose Disney's firing of Gina Carano for her social media post and oppose Disney's threat to pull out of doing business in Georgia because of that state's "heartbeat" law.

By 84%-16% Americans oppose Disney's decision to film a movie in a region China where one of China's minority groups, the Uighur people, have reportedly been imprisoned. A majority of Americans across all age groups, gender, ethnicity and region of the country oppose this action by Disney.

By 64%-36%, Americans oppose Disney's decision to close down popular rides at its theme parks after activists said the rides have racist origins and messages. A majority of Americans of color also oppose this decision, as well as 60% of Disney fans.

By 58%-42%, Americans oppose Disney's decision to fire Gina Carano from the Mandalorian series over her social media posts. Disney's decision to fire Gina Carano is opposed by a majority of Americans across all age groups, gender, and ethnicity, as well as majorities of Republican and Independents, and 40% of Democrats.

By 54%-46%, Americans oppose Disney's threat to pull out of doing business in the state of Georgia after the state government passed legislation banning abortion when a doctor can detect a fetal heartbeat. This decision is opposed by 50% of women and a majority of Republicans and Independents as well as nearly one-third (31%) of Democrats. Fifty-one percent of Disney fans also oppose the company inserting itself into abortion politics.

4. Disney's actions make a majority of Americans less favorable to the company and less likely to watch Disney programming.

After hearing about actions that Disney has recently taken, fully 60% of Americans say they have a less favorable impression of the company, and 58% say they are less likely to watch Disney programming.

5. Disney's politically tinged actions also polarize its fans.

Among fans of Disney's entertainment offerings, 51% say they view the company less favorably after learning of its recent activities, while 47% said it made them less likely to watch Disney's programming in the future.

6. Nearly half of Americans believe that Hollywood executives and the country's entertainment industry are biased against conservatives and Republicans.

Forty-seven percent of Americans believe that Hollywood is biased against Republicans and conservatives, including 75% of conservatives themselves. Just 25% of Americans disagree, saying Hollywood is not biased against conservatives and Republicans.

7. *Nearly two-thirds of Americans agree that companies like Disney have taken political correctness too far.*

By a 65%-35% margin, Americans believe that companies like Disney have taken political correctness too far, including a majority of every age group tested, 90% of Republicans, 60% of Independents and 47% of Democrats.

8. *When Americans are shown Gina Carano's social media post, more than 70% say she should not have been fired.*

Because this survey was conducted on-line, we were able to paste a copy of Carano's social media post for which she was fired by Disney. After reading it, 28% of Americans said Disney was right to fire her, 39% said it may have been poorly worded but she did not deserve to get fired, and 34% said they found nothing wrong with the quote and she should not have been fired.

After viewing the post, a majority of every single group tested, including Democrats, liberals and 70% of Disney fans said that Carano should not have been fired.

9. *More than three-fourths of Americans believe that Hasbro's action changing "Mr. Potato Head" to "Potato Head" is "political correctness going too far."*

Just 23% of Americans say they support Hasbro's steps to make "Mr. Potato Head" gender neutral by changing it to "Potato Head," while 77% say this is silly and political correctness going too far. Again, a majority of every single group tested agreed this is an example of political correctness going too far.

BOTTOM LINE

Corporate America's lunge into "wokeness" and cancel culture might hit a bump in the road given public reaction to Disney's recent actions. With at least half of Americans opposing each of the Disney actions tested and also being less likely to watch Disney programming, companies may be wise to slow the stampede to "wokeism."

This data clearly shows that actions like the ones Disney has taken recently definitely have the potential to negatively impact its bottom line.