

navigator*

Thursday, May 4th

The War on “Woke”: A
Guide for Advocates



Credit: Hunter Crenian/Shutterstock

Key Takeaways:

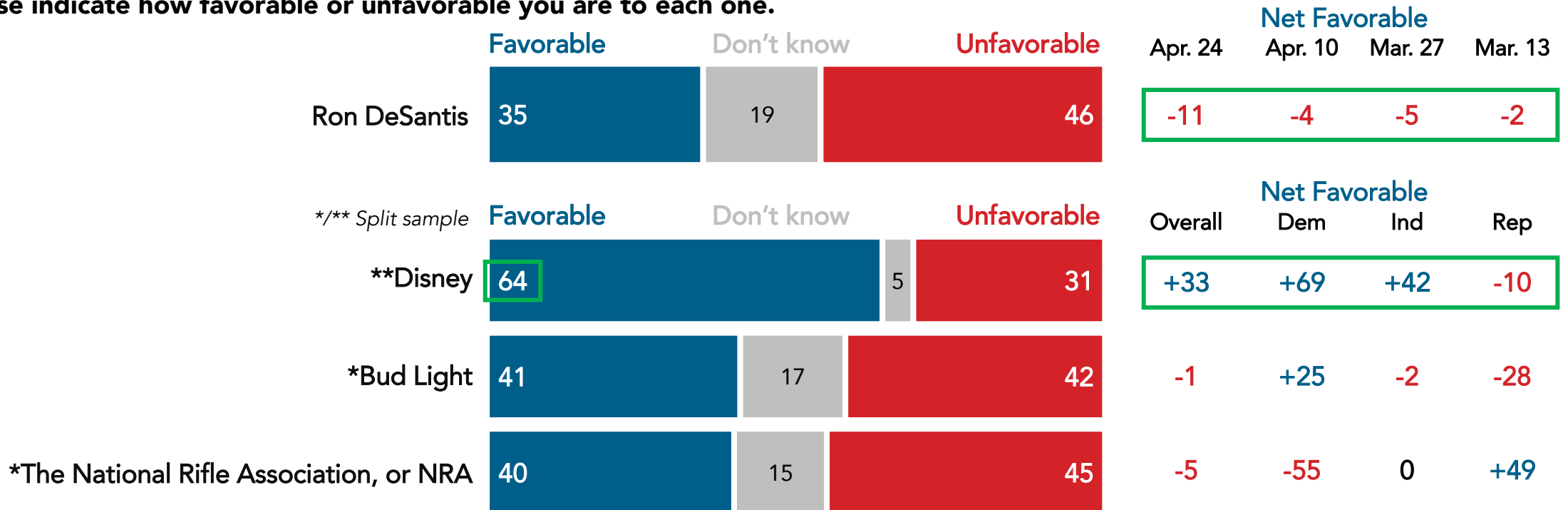
- Favorability of Florida Governor Ron DeSantis has declined since earlier this year, with only about one in three Americans now viewing him favorably.
- Despite DeSantis' attacks, nearly two in three Americans hold favorable views of Disney – including nearly half of Republicans – which is consistent with our tracking from March 2022.
- Three in five agree the Tennessee lawmakers expelled from the state legislature “were expelled by Republican politicians who would rather protect their gun lobby donors' bottom lines” and the lawmakers “were elected by the people they serve and should never have been expelled.”

Disney Is Much More Popular Than Ron DeSantis, Whose Standing Has Declined in Recent Weeks

DeSantis' favorability rating has declined from net -2 favorable in early March to net -11 now.

- By comparison, nearly two in three Americans (64%) hold favorable views of Disney, driven by hugely favorable ratings from Democrats (net +69 favorable) and independents (net +42); 43% of Republicans also view Disney favorably.
- After recent news, views of Bud Light are mixed, with more favorable views coming from Democrats (+25) than Republicans (-28).

Please indicate how favorable or unfavorable you are to each one.



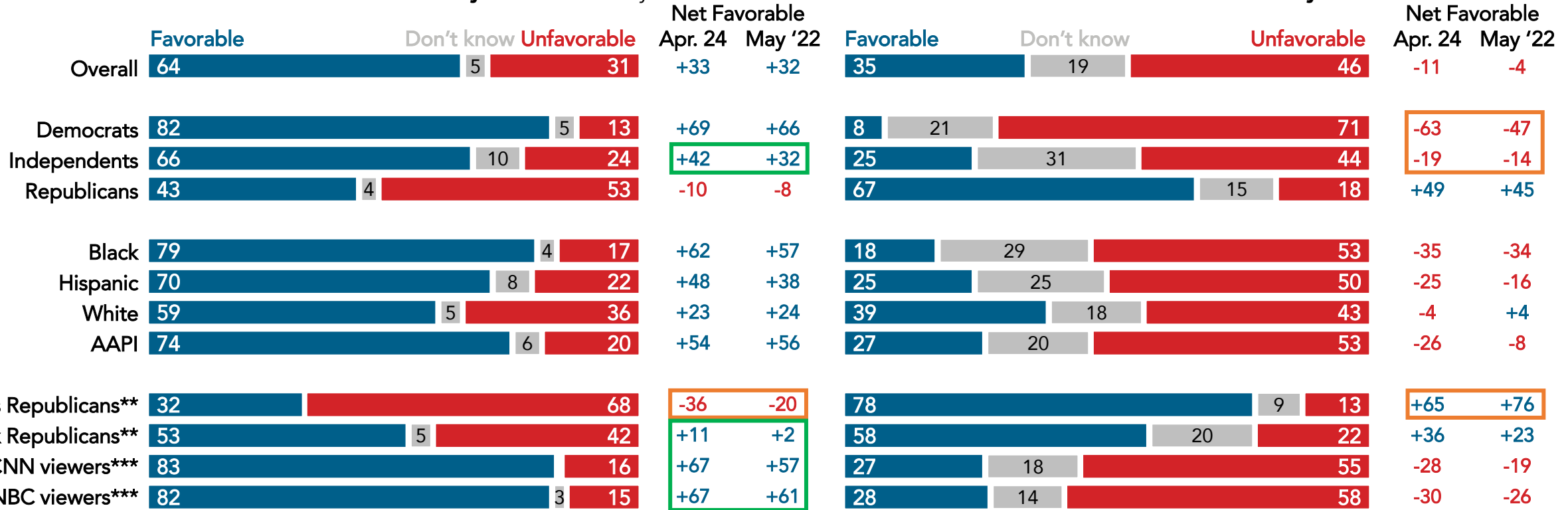
Nationwide surveys of registered voters; Each wave represents approximately 1,000 interviews taken over the prior three-five days. Latest wave conducted April 20-April 24, 2023. For more info, visit navigatorresearch.org

Despite DeSantis' Attacks, Disney's Favorability Remains High While DeSantis' Favorability Has Eroded

Views of Disney have remained positive since last May, improving among independents (net +42 favorable now, up from net +32 last May), non-Fox News Republicans (net +11 now vs. net +2 then), and CNN viewers (net +67 now vs. net +57 then), while views on DeSantis are down (net -11 favorable now compared to net -4), including among Fox News-viewing Republicans (net +65 now compared to net +76).

Please indicate how favorable or unfavorable you are to: Disney.

Please indicate how favorable or unfavorable you are to: Ron DeSantis.*



*The previous version of the question used "Florida Governor Ron DeSantis." ***"Fox News GOP" are those who identify as Republicans and say Fox News is one of their "main sources of news about politics and current events in the U.S." on a separate question. ***"CNN viewers" and "MSNBC viewers" are those who report that they watch CNN and MSNBC a few times a month or more on a separate question. Nationwide surveys of registered voters; Each wave represents approximately 1,000 interviews taken over the prior three-five days. Latest wave conducted April 20-April 24, 2023. For more info, visit navigatorresearch.org

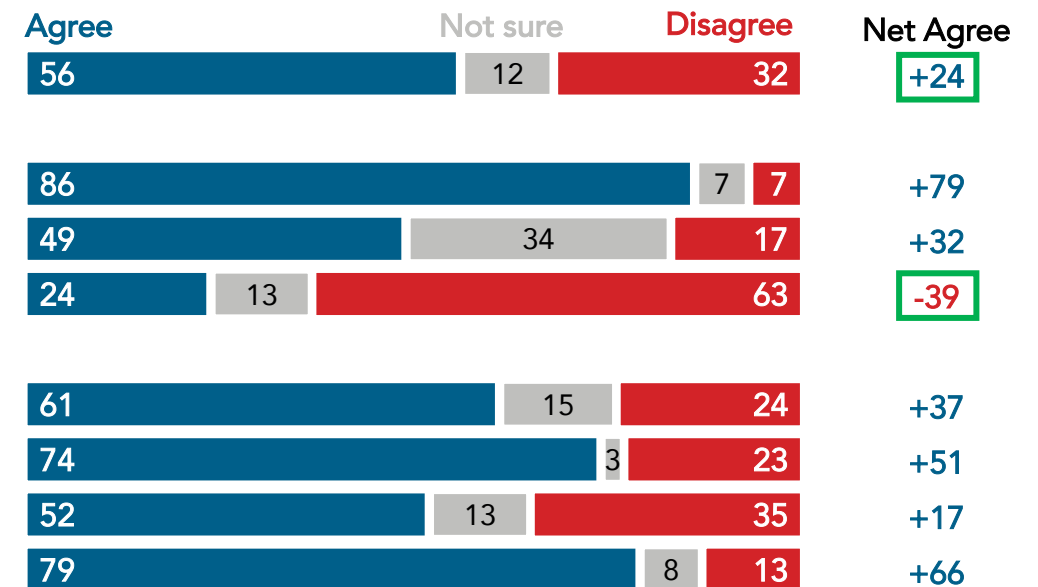
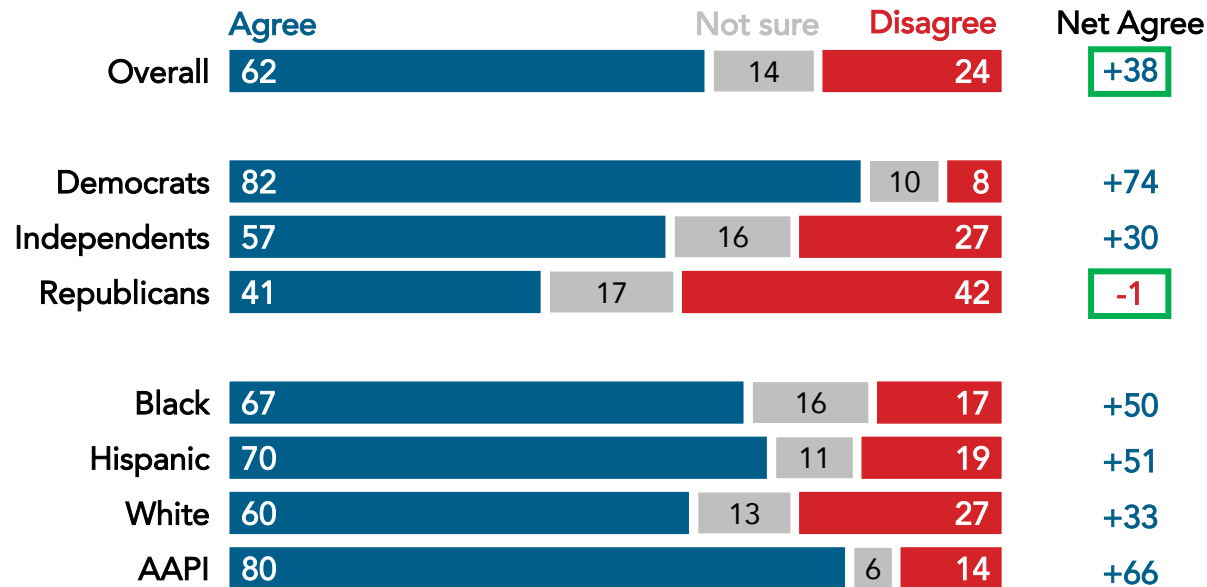
Three in Five Agree Tennessee Lawmakers Should Never Have Been Expelled; GOP Politicians Protecting Gun Lobby Donors

Republicans disagree “this kind of behavior is symptomatic of a broader problem of Republican politicians becoming increasingly extreme” (net -39 agree) but are split on “these lawmakers were elected by the people they serve and should never have been expelled” (net -1).

Please indicate whether you agree or disagree with the following statement:

(Split sample) When lawmakers in Tennessee stood up to demand stronger laws to prevent gun violence, those lawmakers were expelled by Republican politicians who would rather protect their gun lobby donors' bottom lines than the people they serve. **These lawmakers were elected by the people they serve and should never have been expelled.**

(Split sample) When lawmakers in Tennessee stood up to demand stronger laws to prevent gun violence, those lawmakers were expelled by Republican politicians who would rather protect their gun lobby donors' bottom lines than the people they serve. **This kind of behavior is symptomatic of a broader problem of Republican politicians becoming increasingly extreme and threatening our democracy.**



Nationwide survey of 1,002 registered voters conducted April 20-April 24, 2023. For more info, visit navigatorresearch.org.

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About Navigator

In a world where the news cycle is the length of a tweet, our leaders often lack the real-time public-sentiment analysis to shape the best approaches to talking about the issues that matter the most. Navigator is designed to act as a consistent, flexible, responsive tool to inform policy debates by conducting research and reliable guidance to inform allies, elected leaders, and the press. Navigator is a project led by pollsters from Global Strategy Group and GBAO along with an advisory committee, including: Jessica Floyd, The Hub Project; Christina Reynolds, EMILY's List; Mike Podhorzer, AFL-CIO; Jesse Ferguson, progressive strategist; Navin Nayak, Center for American Progress Action Fund; Stephanie Valencia, EquisLabs; and Melanie Newman, Planned Parenthood Action Fund.

About the Study

Global Strategy Group conducted public opinion surveys among a sample of 1,002 registered voters from April 20-April 24, 2023. 102 additional interviews were conducted among Hispanic voters. 79 additional interviews were conducted among Asian American and Pacific Islander voters. 105 additional interviews were conducted among African American voters. 98 additional interviews were conducted among independent voters. The survey was conducted online, recruiting respondents from an opt-in online panel vendor. Respondents were verified against a voter file and special care was taken to ensure the demographic composition of our sample matched that of the national registered voter population across a variety of demographic variables.

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To learn more about Navigator:

<http://navigatorresearch.org>

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