

Poll Suggests Disney May Be In for 'Brand Destruction'

A stunning new poll released amid Disney's controversial decision to rail against Florida's Parental Rights in Education Act – as well as the release of leaked videos from Disney leaders and staff discussing LGBTQ issues – is yielding results that seemingly don't fare too well for the kids' entertainment company.

"News reports reveal Disney is focusing on creating content to expose young children to sexual ideas," read the survey question from The Trafalgar Group and the Convention of States Action. "Does this make you more or less likely to do business with Disney?"

Overall, nearly 70% of likely American voters said they are less likely to do business with Disney in response to this question, with 57% saying they are much less likely to engage with the brand.

Just over 9% said they are more likely to do business with the entertainment company, and 23% said there was no difference in their willingness to do business with Disney.

Mark Meckler, president of the Convention of States Action, said in a statement the results show there's a "parent's revolt movement ... growing stronger every day."

"Disney is about to learn that attempting to ideologically and sexually groom our children is a recipe for brand destruction, costing the company massively in both customers and revenue," Meckler said.

He also detailed statistics showing parents are looking for "family-friendly alternatives to Disney."

The survey was conducted from April 5-8 among 1,079 likely general election voters.

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