

YouGov Survey Results

Sample Size: 3756 GB Adults
Fieldwork: 28th May - 1st June 2018

	Vote in 2017			EU Ref 2016		Gender		Age						Male						Female						
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-24	25-34	35-44	45-54	55-64	65+	18-24	25-34	35-44	45-54	55-64	65+
Weighted Sample	3756	1288	1232	229	1476	1604	1818	1938	421	561	640	673	601	860	210	231	343	346	298	391	210	330	298	327	303	470
Unweighted Sample	3756	1325	1198	234	1627	1598	1602	2154	346	538	601	663	618	990	96	181	273	302	290	460	250	357	328	361	328	530
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which, if any, of the following Disney princess movies have you ever watched?

The Little Mermaid

Have watched	43	32	51	36	47	36	34	52	64	80	54	31	30	19	50	65	46	22	24	14	78	90	64	42	37	23
Have not watched	50	60	44	55	47	57	58	42	27	14	39	62	61	74	40	24	47	71	68	79	14	7	30	53	54	69
Don't know/can't recall	7	8	5	9	7	7	8	6	10	6	6	6	9	7	11	11	7	7	9	7	8	3	5	5	9	8

Sleeping Beauty

Have watched	60	57	63	61	61	58	52	67	65	79	63	52	56	51	52	63	56	43	53	48	79	89	71	61	59	54
Have not watched	32	36	30	30	30	35	38	27	25	13	29	42	36	42	35	23	33	49	39	43	15	7	24	33	32	40
Don't know/can't recall	8	7	7	9	8	6	10	6	10	8	8	7	8	8	14	14	11	8	8	9	6	4	5	6	8	6

Aladdin

Have watched	61	55	65	56	63	57	57	65	71	90	68	54	54	43	62	84	65	48	52	41	80	94	71	62	57	43
Have not watched	33	39	29	37	30	37	36	30	21	7	26	42	39	49	29	10	28	48	40	48	13	5	23	34	38	49
Don't know/can't recall	6	6	5	7	7	5	8	5	8	3	7	4	7	9	9	6	8	4	8	11	6	2	6	4	5	7

The Princess and the Frog

Have watched	21	15	23	15	21	16	15	26	38	35	28	14	11	8	30	24	23	7	8	6	47	43	35	22	15	10
Have not watched	70	76	67	78	69	75	74	65	51	52	61	78	81	83	58	60	65	84	84	84	44	46	57	72	77	82
Don't know/can't recall	10	9	9	7	10	8	11	8	11	13	10	8	8	9	13	16	12	9	8	10	8	11	8	6	8	8

Tangled

Have watched	33	26	38	30	36	27	24	42	56	55	43	31	19	12	39	37	33	22	16	9	73	67	55	39	22	16
Have not watched	61	68	57	67	59	67	69	54	39	41	52	64	75	80	57	55	61	71	78	83	22	31	41	57	72	77
Don't know/can't recall	6	6	4	4	5	6	6	5	5	5	5	5	6	8	4	7	5	6	6	8	5	3	4	4	6	7

Beauty and the Beast (1991 animated version)

Have watched	51	42	59	51	56	45	43	59	69	86	58	42	41	29	58	73	50	33	34	25	79	95	67	51	48	33
Have not watched	42	51	36	44	38	49	49	36	23	10	34	53	52	64	32	18	41	60	58	67	14	4	27	45	46	61
Don't know/can't recall	6	7	5	5	6	6	8	5	8	4	7	6	7	7	10	9	9	7	8	8	7	2	6	4	5	6

Brave

Have watched	33	25	36	33	36	28	29	37	50	46	46	33	24	13	37	33	41	30	25	12	63	55	52	36	23	14
Have not watched	61	68	60	62	59	66	64	57	44	47	48	61	70	80	56	58	51	62	69	81	32	39	43	60	71	80
Don't know/can't recall	6	7	5	5	6	6	7	5	6	7	6	6	6	7	7	9	7	7	6	7	5	6	5	4	6	6

Cinderella (1950 animated version)

Have watched	60	55	66	61	64	57	51	68	68	74	58	55	62	51	56	56	48	45	57	47	81	86	68	65	67	54
Have not watched	31	36	27	27	29	35	38	25	22	18	30	37	31	41	32	32	37	45	35	44	12	9	22	30	27	38
Don't know/can't recall	9	8	7	12	8	8	11	7	9	8	12	8	7	9	11	12	15	10	8	10	7	5	9	5	7	8

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	Social Grade		Region					Parent		The Little Mermaid			Sleeping Beauty			Aladdin			
	Total	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	Yes	No	Have watched	Have not watched	Don't know/can't recall	Have watched	Have not watched	Don't know/can't recall	Have watched	Have not watched	Don't know/can't recall
Weighted Sample	3756	2141	1615	503	1217	804	905	327	1961	1622	1620	1861	275	2243	1215	297	2294	1225	236
Unweighted Sample	3756	2252	1504	355	1310	823	927	341	2056	1530	1611	1876	269	2272	1202	282	2280	1241	235
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which, if any, of the following Disney princess movies have you ever watched?

The Little Mermaid

Have watched	43	44	42	49	42	40	43	47	41	44	100	0	0	64	9	20	65	7	15
Have not watched	50	49	50	42	51	53	50	46	52	48	0	100	0	31	90	27	29	91	34
Don't know/can't recall	7	7	8	9	7	7	8	7	7	8	0	0	100	5	0	53	5	2	52

Sleeping Beauty

Have watched	60	59	60	62	59	59	59	63	62	56	89	37	41	100	0	0	84	21	25
Have not watched	32	32	32	26	32	34	35	31	31	34	7	59	2	0	100	0	12	75	8
Don't know/can't recall	8	8	7	13	8	7	6	6	7	10	4	4	57	0	0	100	4	4	67

Aladdin

Have watched	61	62	60	64	61	60	60	64	61	61	93	36	45	86	23	32	100	0	0
Have not watched	33	32	33	28	33	34	34	31	33	33	5	60	10	12	76	15	0	100	0
Don't know/can't recall	6	6	7	8	6	6	6	5	6	7	2	4	44	3	2	53	0	0	100

The Princess and the Frog

Have watched	21	20	21	24	20	18	20	24	21	21	40	6	7	31	4	6	32	3	2
Have not watched	70	70	69	62	72	72	71	69	70	70	51	92	31	60	94	46	60	95	38
Don't know/can't recall	10	9	10	14	8	10	9	7	9	10	8	3	62	9	1	48	8	2	60

Tangled

Have watched	33	33	33	31	33	34	33	38	33	33	59	13	16	46	13	16	47	11	9
Have not watched	61	61	61	61	63	61	61	58	62	62	38	85	35	49	86	49	48	88	48
Don't know/can't recall	6	5	6	8	5	6	6	4	6	5	3	1	48	4	1	35	4	1	43

Beauty and the Beast (1991 animated version)

Have watched	51	53	48	58	49	49	51	54	51	51	85	24	32	75	15	23	75	14	14
Have not watched	42	41	45	34	44	44	43	41	43	42	11	73	17	21	84	30	21	84	33
Don't know/can't recall	6	6	7	8	7	6	6	5	6	7	4	2	51	4	1	47	4	2	53

Brave

Have watched	33	33	33	28	31	32	32	54	32	34	53	18	16	43	17	19	45	15	11
Have not watched	61	61	60	64	63	61	62	43	61	61	43	80	34	51	81	45	50	83	44
Don't know/can't recall	6	6	7	8	6	7	6	3	6	6	4	1	50	5	1	35	5	2	45

Cinderella (1950 animated version)

Have watched	60	61	59	62	59	61	57	65	62	57	84	42	41	85	23	23	79	31	26
Have not watched	31	31	32	25	33	30	35	28	30	33	10	53	8	10	73	18	15	65	15
Don't know/can't recall	9	9	9	13	8	9	8	7	8	10	6	5	51	5	4	60	6	4	59

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	The Princess and the Frog			Tangled			Beauty and the Beast (1991)			Brave			Cinderella (1950)			
	Total	Have watched	Have not watched	Don't know/can't recall	Have watched	Have not watched	Don't know/can't recall	Have watched	Have not watched	Don't know/can't recall	Have watched	Have not watched	Don't know/can't recall	Have watched	Have not watched	Don't know/can't recall
Weighted Sample	3756	776	2621	360	1247	2297	212	1923	1589	243	1242	2277	237	2250	1173	333
Unweighted Sample	3756	777	2641	338	1255	2294	207	1925	1596	235	1254	2278	224	2285	1153	318
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which, if any, of the following Disney princess movies have you ever watched?

The Little Mermaid

Have watched	43	84	32	38	77	27	25	72	12	24	69	30	31	61	14	28
Have not watched	50	13	65	15	20	69	12	24	86	19	27	66	11	34	84	30
Don't know/can't recall	7	2	3	47	4	4	63	5	3	58	4	4	58	5	2	42

Sleeping Beauty

Have watched	60	91	51	55	83	48	46	87	30	38	79	51	48	84	20	33
Have not watched	32	7	44	4	13	45	5	9	65	4	17	43	7	13	75	13
Don't know/can't recall	8	2	5	40	4	6	48	3	6	58	5	6	44	3	4	53

Aladdin

Have watched	61	94	52	54	87	48	47	89	30	39	83	51	46	81	29	42
Have not watched	33	5	44	7	11	47	5	9	65	9	15	45	9	17	68	16
Don't know/can't recall	6	1	3	40	2	5	48	2	5	51	2	5	45	3	3	42

The Princess and the Frog

Have watched	21	100	0	0	49	7	7	36	4	5	43	9	10	31	4	9
Have not watched	70	0	100	0	44	88	17	56	93	31	50	86	20	62	93	45
Don't know/can't recall	10	0	0	100	7	5	76	8	3	64	6	5	70	8	3	46

Tangled

Have watched	33	79	21	23	100	0	0	54	11	13	71	14	19	45	14	21
Have not watched	61	20	77	32	0	100	0	42	88	38	27	84	18	52	85	43
Don't know/can't recall	6	2	1	45	0	0	100	4	1	49	2	2	63	4	1	37

Beauty and the Beast (1991 animated version)

Have watched	51	89	41	43	83	35	34	100	0	0	76	39	36	72	17	33
Have not watched	42	9	56	13	14	61	10	0	100	0	21	57	7	25	81	23
Don't know/can't recall	6	2	3	44	2	4	56	0	0	100	3	3	56	3	1	44

Brave

Have watched	33	70	24	22	70	15	12	49	17	15	100	0	0	43	17	21
Have not watched	61	27	75	31	26	83	18	47	82	31	0	100	0	53	82	39
Don't know/can't recall	6	3	2	46	4	2	70	4	1	55	0	0	100	4	1	39

Cinderella (1950 animated version)

Have watched	60	90	53	48	81	51	38	84	35	32	78	52	40	100	0	0
Have not watched	31	7	41	9	13	43	5	11	60	7	16	42	4	0	100	0
Don't know/can't recall	9	4	6	43	6	6	58	6	5	61	6	6	55	0	0	100

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	Snow White and the Seven Dwarves			Pocahontas			Mulan			Frozen			The Little Mermaid			
Total	Have watched	Have not watched	Don't know/can't recall	Have watched	Have not watched	Don't know/can't recall	Have watched	Have not watched	Don't know/can't recall	Have watched	Have not watched	Don't know/can't recall	Have watched	Have not watched	Don't know/can't recall	
Weighted Sample	3756	2786	767	203	1419	2072	265	1079	2419	258	1927	1702	126	1620	1861	275
Unweighted Sample	3756	2828	742	186	1428	2077	251	1080	2429	247	1934	1702	120	1611	1876	269
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which, if any, of the following Disney princess movies have you ever watched?

The Little Mermaid

Have watched	43	54	9	15	77	22	28	82	27	32	63	23	14	100	0	0
Have not watched	50	40	89	38	18	75	19	15	69	13	31	73	11	0	100	0
Don't know/can't recall	7	6	2	47	5	3	53	4	4	55	6	4	75	0	0	100

Sleeping Beauty

Have watched	60	77	9	10	87	43	42	89	48	49	76	44	32	89	37	41
Have not watched	32	18	89	20	9	51	8	8	46	7	19	50	4	7	59	2
Don't know/can't recall	8	5	2	70	3	6	50	3	6	45	5	7	63	4	4	57

Aladdin

Have watched	61	76	20	17	93	41	44	93	48	52	78	44	31	93	36	45
Have not watched	33	20	79	25	5	54	10	5	48	7	19	50	4	5	60	10
Don't know/can't recall	6	4	1	58	1	5	45	2	5	40	3	5	65	2	4	44

The Princess and the Frog

Have watched	21	27	4	2	42	8	7	49	9	10	34	6	6	40	6	7
Have not watched	70	65	94	44	50	88	35	44	86	23	58	87	11	51	92	31
Don't know/can't recall	10	8	2	53	8	4	58	7	4	67	8	6	83	8	3	62

Tangled

Have watched	33	41	11	10	57	19	18	67	19	21	57	8	1	59	13	16
Have not watched	61	55	88	48	39	80	34	30	79	25	39	90	14	38	85	35
Don't know/can't recall	6	4	1	43	4	1	48	3	2	54	4	2	85	3	1	48

Beauty and the Beast (1991 animated version)

Have watched	51	65	12	13	84	32	32	88	36	39	71	31	20	85	24	32
Have not watched	42	31	87	35	14	65	17	10	60	9	25	65	5	11	73	17
Don't know/can't recall	6	5	1	52	3	3	51	2	4	52	4	4	75	4	2	51

Brave

Have watched	33	40	13	15	54	20	19	65	20	19	53	13	4	53	18	16
Have not watched	61	55	86	38	40	78	31	31	78	20	43	84	11	43	80	34
Don't know/can't recall	6	5	1	47	5	2	50	4	2	60	4	3	85	4	1	50

Cinderella (1950 animated version)

Have watched	60	79	6	4	83	46	39	86	50	42	74	47	22	84	42	41
Have not watched	31	15	93	22	11	47	10	9	44	7	19	47	6	10	53	8
Don't know/can't recall	9	6	1	74	5	6	51	5	6	51	7	7	72	6	5	51

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	Moana				Important for Disney Princesses to be role models	
	Total	Have watched	Have not watched	Don't know/can't recall	TOTAL IMPORTANT	TOTAL NOT IMPORTANT
Weighted Sample	3756	876	2705	175	2509	824
Unweighted Sample	3756	885	2704	167	2584	801
	%	%	%	%	%	%

Which, if any, of the following Disney princess movies have you ever watched?

The Little Mermaid							
	Have watched	43	77	33	24	49	33
	Have not watched	50	17	62	13	45	59
	Don't know/can't recall	7	6	4	63	6	8
Sleeping Beauty							
	Have watched	60	83	54	37	67	51
	Have not watched	32	12	40	8	27	40
	Don't know/can't recall	8	5	6	55	6	9
Aladdin							
	Have watched	61	88	54	39	67	52
	Have not watched	33	10	42	5	28	41
	Don't know/can't recall	6	2	4	55	5	7
The Princess and the Frog							
	Have watched	21	50	12	7	25	14
	Have not watched	70	42	82	16	67	77
	Don't know/can't recall	10	8	6	76	8	9
Tangled							
	Have watched	33	77	21	10	39	25
	Have not watched	61	21	77	17	57	70
	Don't know/can't recall	6	2	2	73	4	6
Beauty and the Beast (1991 animated version)							
	Have watched	51	83	42	29	58	41
	Have not watched	42	14	54	8	37	52
	Don't know/can't recall	6	3	4	63	5	7
Brave							
	Have watched	33	69	23	12	38	26
	Have not watched	61	26	75	12	58	68
	Don't know/can't recall	6	5	2	76	5	6
Cinderella (1950 animated version)							
	Have watched	60	80	56	29	67	51
	Have not watched	31	15	38	9	26	39
	Don't know/can't recall	9	5	7	62	7	9

Sample Size: 3756 GB Adults
Fieldwork: 28th May - 1st June 2018

	Vote in 2017				EU Ref 2016		Gender		Age						Male						Female					
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-24	25-34	35-44	45-54	55-64	65+	18-24	25-34	35-44	45-54	55-64	65+
Weighted Sample	3756	1288	1232	229	1476	1604	1818	1938	421	561	640	673	601	860	210	231	343	346	298	391	210	330	298	327	303	470
Unweighted Sample	3756	1325	1198	234	1627	1598	1602	2154	346	538	601	663	618	990	96	181	273	302	290	460	250	357	328	361	328	530
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Snow White and the Seven Dwarves

Have watched	74	73	78	83	78	73	68	80	72	84	75	72	78	68	61	69	69	67	73	65	84	94	81	76	82	71
Have not watched	20	22	17	14	18	22	26	16	19	13	19	25	18	26	27	24	23	28	22	28	12	4	14	21	14	24
Don't know/can't recall	5	5	5	4	5	5	7	4	8	4	6	4	4	6	12	6	8	5	5	7	4	2	5	3	4	6

Pocahontas

Have watched	38	31	42	30	40	34	30	45	52	74	37	30	31	19	38	60	33	21	27	17	66	83	42	38	35	21
Have not watched	55	62	52	66	54	60	62	49	39	20	56	64	63	74	50	30	60	71	66	76	28	12	51	56	59	72
Don't know/can't recall	7	7	6	3	6	7	8	6	9	7	7	7	6	7	12	9	7	8	7	7	6	5	6	5	6	7

Mulan

Have watched	29	21	33	28	32	23	23	34	56	55	26	25	18	10	42	47	21	21	16	8	71	61	31	30	21	11
Have not watched	64	72	62	68	63	70	69	60	36	35	67	70	74	84	50	45	72	71	76	85	23	29	61	68	73	83
Don't know/can't recall	7	7	5	4	5	7	8	6	7	9	7	5	7	6	8	8	7	8	8	7	6	10	7	3	7	5

Frozen

Have watched	51	46	54	51	54	47	42	60	69	70	59	50	40	33	55	56	51	40	36	27	84	80	70	60	43	39
Have not watched	45	50	44	47	43	50	53	38	27	27	38	48	57	63	40	38	46	56	61	68	13	19	29	39	53	58
Don't know/can't recall	3	4	2	2	3	3	4	2	4	3	3	3	3	4	5	5	4	4	3	5	3	2	2	1	3	3

Moana

Have watched	23	18	27	15	25	19	18	28	41	41	33	20	10	8	30	30	26	17	9	6	52	49	41	23	12	9
Have not watched	72	77	70	81	71	77	76	68	54	54	63	76	85	87	65	62	68	78	86	87	43	48	56	75	83	88
Don't know/can't recall	5	5	3	4	4	4	6	3	5	5	4	4	5	5	5	8	5	6	5	7	4	3	3	2	5	3

Which is your favourite Disney princess?

Snow White (Snow White and the Seven Dwarves)	10	15	8	11	8	13	11	9	5	2	5	11	17	17	0	3	3	2	0	1	2	2	4	2	1	1
Belle (Beauty and the Beast, 1991 animated version)	7	7	8	6	8	6	3	10	8	13	8	6	6	2	2	6	1	4	3	6	5	4	5	9	9	12
Ariel (The Little Mermaid)	6	3	7	7	6	5	4	7	11	10	7	4	3	2	0	3	2	1	2	2	3	3	2	3	2	3
Cinderella (Cinderella, 1950 animated version)	6	8	5	5	5	7	4	8	3	4	3	6	6	9	8	1	4	2	2	3	3	4	4	5	2	3
Merida (Brave)	4	3	4	4	4	3	3	4	3	5	6	4	3	2	10	5	6	4	0	1	7	8	8	4	2	1
Moana (Moana)	4	3	6	2	5	2	4	4	9	7	7	4	1	1	12	5	1	1	3	1	11	9	2	3	2	1
Mulan (Mulan)	4	2	6	4	5	2	3	4	11	7	2	2	3	1	3	2	0	1	2	1	6	5	1	2	1	1
Rapunzel (Tangled)	4	3	5	6	5	3	4	4	8	6	7	4	2	1	7	3	6	11	20	17	3	1	4	10	14	17
Elsa (Frozen)	3	4	3	3	3	4	3	4	5	3	4	4	2	3	3	11	3	3	0	0	2	5	2	2	2	2
Jasmine (Aladdin)	3	2	4	4	3	3	3	2	3	7	3	2	1	1	3	4	5	3	4	2	4	5	7	5	3	1
Anna (Frozen)	2	1	2	3	2	1	2	2	1	2	3	2	1	1	9	4	5	4	2	2	13	14	9	5	5	3
Aurora (Sleeping Beauty)	2	3	2	1	1	3	2	3	2	3	2	2	2	2	4	7	4	2	3	1	12	18	12	10	9	3
Pocahontas (Pocahontas)	2	2	2	3	3	2	1	2	5	4	1	2	2	1	8	6	5	4	2	1	7	6	8	3	2	1
Tiana (The Princess and the Frog)	1	0	1	0	1	0	0	1	1	1	0	0	0	0	0	2	0	1	0	0	2	1	1	0	0	0
None of these	22	21	20	19	20	23	28	17	14	12	24	26	26	27	20	22	30	30	32	31	7	6	17	22	21	23
Don't know	21	23	18	23	20	22	24	18	11	12	18	22	25	29	10	18	23	27	26	30	12	9	14	16	23	28

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	Social Grade			Region					Parent		The Little Mermaid			Sleeping Beauty			Aladdin		
	Total	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	Yes	No	Have watched	Have not watched	Don't know/can't recall	Have watched	Have not watched	Don't know/can't recall	Have watched	Have not watched	Don't know/can't recall
Weighted Sample	3756	2141	1615	503	1217	804	905	327	1961	1622	1620	1861	275	2243	1215	297	2294	1225	236
Unweighted Sample	3756	2252	1504	355	1310	823	927	341	2056	1530	1611	1876	269	2272	1202	282	2280	1241	235
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Snow White and the Seven Dwarves																			
Have watched	74	75	74	76	75	72	73	76	76	71	94	59	60	96	41	47	92	46	47
Have not watched	20	20	21	16	21	22	21	20	19	23	4	37	5	3	56	6	7	50	3
Don't know/can't recall	5	5	6	8	5	6	6	4	5	6	2	4	34	1	3	48	1	4	50
Pocahontas																			
Have watched	38	37	38	39	39	37	36	40	37	38	67	14	25	55	11	16	58	6	9
Have not watched	55	57	53	51	55	56	57	55	56	55	28	83	25	40	88	39	37	92	41
Don't know/can't recall	7	6	8	11	6	7	7	5	7	7	5	3	51	5	2	45	5	2	50
Mulan																			
Have watched	29	30	28	32	29	26	26	34	26	31	54	9	15	43	7	12	44	4	8
Have not watched	64	65	64	59	65	67	66	61	67	62	41	90	34	52	92	49	50	94	48
Don't know/can't recall	7	6	9	10	6	7	7	5	7	6	5	2	51	6	1	39	6	2	44
Frozen																			
Have watched	51	53	49	52	50	53	51	52	52	50	75	33	39	65	30	34	65	30	27
Have not watched	45	44	47	43	47	43	46	46	45	47	24	67	27	33	69	39	33	70	39
Don't know/can't recall	3	3	4	4	3	4	3	2	3	3	1	1	34	2	0	27	2	0	35
Moana																			
Have watched	23	24	22	22	23	23	24	26	24	22	42	8	18	32	9	14	33	7	9
Have not watched	72	72	72	73	72	72	72	72	71	74	56	91	42	65	90	54	63	92	50
Don't know/can't recall	5	4	6	5	5	5	5	3	5	4	3	1	40	3	1	32	3	1	41
Which is your favourite Disney princess?																			
Snow White (Snow White and the Seven Dwarves)	10	10	11	10	11	10	11	7	13	7	7	13	9	12	7	6	11	9	8
Belle (Beauty and the Beast, 1991 animated version)	7	7	6	6	7	7	7	5	7	7	12	3	3	10	2	4	10	2	3
Ariel (The Little Mermaid)	6	5	6	6	6	6	5	6	6	6	12	1	2	9	1	3	8	2	3
Cinderella (Cinderella, 1950 animated version)	6	6	6	4	6	5	7	5	6	5	5	7	6	7	4	5	6	6	4
Merida (Brave)	4	4	3	2	3	3	3	11	4	3	6	2	3	5	2	3	5	2	2
Moana (Moana)	4	4	4	5	4	4	4	4	4	4	6	2	3	5	3	3	5	2	2
Mulan (Mulan)	4	4	3	5	4	3	2	3	2	6	6	1	2	5	1	1	5	1	1
Rapunzel (Tangled)	4	5	3	4	5	3	4	4	4	4	7	2	3	5	3	2	5	3	1
Elsa (Frozen)	3	3	4	1	4	3	4	2	4	3	4	3	3	4	3	3	3	3	4
Jasmine (Aladdin)	3	3	3	5	2	3	3	3	3	3	5	1	2	4	1	2	4	0	1
Anna (Frozen)	2	2	1	3	2	1	2	2	2	1	2	1	0	2	2	1	2	2	1
Aurora (Sleeping Beauty)	2	2	2	2	2	3	2	1	2	2	3	2	2	3	1	0	3	1	0
Pocahontas (Pocahontas)	2	2	2	2	2	2	2	2	2	2	2	2	2	3	1	0	3	1	0
Tiana (The Princess and the Frog)	1	1	0	1	1	0	1	1	0	1	1	0	0	1	1	0	1	0	0
None of these	22	22	24	24	21	23	23	24	20	26	10	34	20	11	42	27	12	40	30
Don't know	21	20	22	19	21	22	20	20	21	21	12	26	38	15	27	38	15	27	41

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	The Princess and the Frog			Tangled			Beauty and the Beast (1991)			Brave			Cinderella (1950)			
	Total	Have watched	Have not watched	Don't know/can't recall	Have watched	Have not watched	Don't know/can't recall	Have watched	Have not watched	Don't know/can't recall	Have watched	Have not watched	Don't know/can't recall	Have watched	Have not watched	Don't know/can't recall
Weighted Sample	3756	776	2621	360	1247	2297	212	1923	1589	243	1242	2277	237	2250	1173	333
Unweighted Sample	3756	777	2641	338	1255	2294	207	1925	1596	235	1254	2278	224	2285	1153	318
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Snow White and the Seven Dwarves

Have watched	74	96	69	65	91	66	57	94	54	53	90	68	56	98	36	52
Have not watched	20	4	28	5	7	29	2	5	42	3	8	29	3	2	61	3
Don't know/can't recall	5	1	3	30	2	4	41	1	4	43	2	3	40	0	4	45

Pocahontas

Have watched	38	76	27	33	64	24	28	62	12	17	62	25	30	53	14	22
Have not watched	55	21	69	24	32	72	13	34	85	28	34	71	14	43	84	38
Don't know/can't recall	7	2	4	42	4	4	59	4	3	55	4	4	55	5	2	41

Mulan

Have watched	29	68	18	21	58	14	14	49	7	9	57	15	17	41	9	15
Have not watched	64	29	80	30	37	83	20	46	91	36	39	83	18	54	90	45
Don't know/can't recall	7	3	2	48	4	3	66	5	1	55	4	2	65	5	2	40

Frozen

Have watched	51	85	43	42	89	33	32	72	30	30	82	36	35	63	32	39
Have not watched	45	14	57	29	11	66	17	27	69	31	18	63	20	35	68	33
Don't know/can't recall	3	1	1	29	0	1	51	1	0	39	0	1	45	1	1	27

Moana

Have watched	23	56	14	20	54	8	10	38	8	11	49	10	17	31	11	14
Have not watched	72	42	85	43	45	91	30	60	91	44	50	89	26	67	87	54
Don't know/can't recall	5	2	1	37	1	1	61	3	1	46	2	1	56	2	1	33

Which is your favourite Disney princess?

Snow White (Snow White and the Seven Dwarves)	10	7	12	7	6	13	9	9	12	10	6	13	8	13	6	5
Belle (Beauty and the Beast, 1991 animated version)	7	12	5	6	11	5	2	12	1	1	11	5	5	10	2	4
Ariel (The Little Mermaid)	6	10	5	5	9	4	6	10	1	4	8	5	5	8	2	5
Cinderella (Cinderella, 1950 animated version)	6	4	6	6	4	7	4	6	6	2	3	7	4	8	2	1
Merida (Brave)	4	6	3	4	7	2	2	5	2	3	11	0	0	5	2	3
Moana (Moana)	4	8	3	4	9	2	2	6	2	4	9	2	2	5	3	2
Mulan (Mulan)	4	9	2	1	7	2	2	6	1	2	7	2	1	5	1	2
Rapunzel (Tangled)	4	10	3	3	11	0	1	6	2	3	8	2	3	5	2	3
Elsa (Frozen)	3	4	3	5	4	3	2	4	3	2	5	3	3	4	3	3
Jasmine (Aladdin)	3	3	3	2	3	3	4	4	1	2	3	3	3	3	2	3
Anna (Frozen)	2	3	2	1	3	1	1	2	1	2	3	1	1	2	2	1
Aurora (Sleeping Beauty)	2	3	2	3	3	2	2	3	1	1	2	2	2	3	1	1
Pocahontas (Pocahontas)	2	2	2	1	2	2	4	3	1	0	2	2	3	2	1	2
Tiana (The Princess and the Frog)	1	2	0	0	1	0	0	1	0	0	1	0	0	1	0	0
None of these	22	8	27	20	9	30	18	10	37	22	12	28	20	12	42	24
Don't know	21	8	23	34	10	25	41	13	27	41	11	24	40	14	27	40

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	Snow White and the Seven Dwarves			Pocahontas			Mulan			Frozen			The Little Mermaid			
	Total	Have watched	Have not watched	Don't know/can't recall	Have watched	Have not watched	Don't know/can't recall	Have watched	Have not watched	Don't know/can't recall	Have watched	Have not watched	Don't know/can't recall	Have watched	Have not watched	Don't know/can't recall
Weighted Sample	3756	2786	767	203	1419	2072	265	1079	2419	258	1927	1702	126	1620	1861	275
Unweighted Sample	3756	2828	742	186	1428	2077	251	1080	2429	247	1934	1702	120	1611	1876	269
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Snow White and the Seven Dwarves

Have watched	74	100	0	0	95	62	56	95	66	62	87	63	41	94	59	60
Have not watched	20	0	100	0	4	34	4	4	30	2	11	33	4	4	37	5
Don't know/can't recall	5	0	0	100	1	4	39	1	4	36	3	5	56	2	4	34

Pocahontas

Have watched	38	48	7	9	100	0	0	84	18	29	54	21	17	67	14	25
Have not watched	55	46	92	39	0	100	0	13	79	8	42	74	4	28	83	25
Don't know/can't recall	7	5	2	51	0	0	100	3	3	63	5	4	79	5	3	51

Mulan

Have watched	29	37	5	7	64	7	13	100	0	0	45	12	7	54	9	15
Have not watched	64	58	94	47	31	92	25	0	100	0	50	85	7	41	90	34
Don't know/can't recall	7	6	1	46	5	1	62	0	0	100	5	3	86	5	2	51

Frozen

Have watched	51	60	27	25	73	39	35	80	40	36	100	0	0	75	33	39
Have not watched	45	38	72	40	26	61	27	19	60	22	0	100	0	24	67	27
Don't know/can't recall	3	2	1	35	1	0	38	1	0	42	0	0	100	1	1	34

Moana

Have watched	23	28	10	10	41	12	17	51	12	17	41	5	4	42	8	18
Have not watched	72	69	89	50	56	87	39	47	88	29	57	94	9	56	91	42
Don't know/can't recall	5	3	1	40	3	1	44	2	1	54	2	1	87	3	1	40

Which is your favourite Disney princess?

Snow White (Snow White and the Seven Dwarves)	10	13	2	2	9	12	8	6	13	8	8	13	6	7	13	9
Belle (Beauty and the Beast, 1991 animated version)	7	9	2	1	12	4	5	11	5	4	10	3	2	12	3	3
Ariel (The Little Mermaid)	6	7	1	4	11	3	4	10	4	6	8	4	5	12	1	2
Cinderella (Cinderella, 1950 animated version)	6	7	3	1	6	6	3	4	6	5	5	6	1	5	7	6
Merida (Brave)	4	4	1	3	5	3	3	7	2	3	6	2	0	6	2	3
Moana (Moana)	4	4	3	3	6	3	5	8	3	3	7	2	2	6	2	3
Mulan (Mulan)	4	4	2	2	8	1	1	12	0	0	5	2	1	6	1	2
Rapunzel (Tangled)	4	5	1	3	5	3	3	7	3	2	7	1	2	7	2	3
Elsa (Frozen)	3	3	3	4	3	3	3	4	3	4	6	0	0	4	3	3
Jasmine (Aladdin)	3	3	2	1	4	2	2	4	2	2	3	2	2	5	1	2
Anna (Frozen)	2	2	2	1	2	2	1	2	2	1	3	0	0	2	1	0
Aurora (Sleeping Beauty)	2	3	1	0	3	2	3	2	2	3	3	2	2	3	2	2
Pocahontas (Pocahontas)	2	2	1	0	4	0	1	4	1	2	2	2	3	2	2	2
Tiana (The Princess and the Frog)	1	1	1	0	1	0	0	1	0	1	1	0	0	1	0	0
None of these	22	15	49	30	9	32	21	7	30	20	12	34	26	10	34	20
Don't know	21	17	27	44	12	25	36	11	23	37	13	27	48	12	26	38

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	Moana				Important for Disney Princesses to be role models	
	Total	Have watched	Have not watched	Don't know/can't recall	TOTAL IMPORTANT	TOTAL NOT IMPORTANT
Weighted Sample	3756	876	2705	175	2509	824
Unweighted Sample	3756	885	2704	167	2584	801
	%	%	%	%	%	%

Snow White and the Seven Dwarves

Have watched	74	89	71	48	81	67
Have not watched	20	8	25	5	16	28
Don't know/can't recall	5	2	4	46	3	6

Pocahontas

Have watched	38	66	29	27	43	30
Have not watched	55	29	67	7	52	63
Don't know/can't recall	7	5	4	66	5	7

Mulan

Have watched	29	63	19	12	33	22
Have not watched	64	32	78	9	61	71
Don't know/can't recall	7	5	3	79	5	7

Frozen

Have watched	51	90	40	27	58	40
Have not watched	45	10	59	10	39	57
Don't know/can't recall	3	1	0	63	2	3

Moana

Have watched	23	100	0	0	28	15
Have not watched	72	0	100	0	69	80
Don't know/can't recall	5	0	0	100	3	5

Which is your favourite Disney princess?

Snow White (Snow White and the Seven Dwarves)	10	5	12	6	12	10
Belle (Beauty and the Beast, 1991 animated version)	7	12	5	3	8	4
Ariel (The Little Mermaid)	6	7	5	4	7	5
Cinderella (Cinderella, 1950 animated version)	6	3	7	2	6	6
Merida (Brave)	4	8	3	2	5	3
Moana (Moana)	4	17	0	0	5	3
Mulan (Mulan)	4	5	3	2	4	2
Rapunzel (Tangled)	4	8	3	2	5	2
Elsa (Frozen)	3	5	3	3	4	3
Jasmine (Aladdin)	3	3	3	2	3	3
Anna (Frozen)	2	3	2	1	2	1
Aurora (Sleeping Beauty)	2	2	2	2	3	2
Pocahontas (Pocahontas)	2	2	2	3	2	2
Tiana (The Princess and the Frog)	1	1	0	0	1	0
None of these	22	8	27	22	15	35
Don't know	21	9	23	47	19	19

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	Vote in 2017				EU Ref 2016		Gender		Age						Male						Female						
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-24	25-34	35-44	45-54	55-64	65+	18-24	25-34	35-44	45-54	55-64	65+	
Weighted Sample	3756	1288	1232	229	1476	1604	1818	1938	421	561	640	673	601	860	210	231	343	346	298	391	210	330	298	327	303	470	
Unweighted Sample	3756	1325	1198	234	1627	1598	1602	2154	346	538	601	663	618	990	96	181	273	302	290	460	250	357	328	361	328	530	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How important do you think it is for Disney princesses to be good role models for girls?

Very important	30	31	32	28	32	30	24	36	32	36	31	28	29	27	26	24	25	22	21	23	38	44	37	34	36	30
Quite important	37	39	36	42	38	36	36	38	40	36	37	35	34	39	41	37	34	35	30	39	40	36	41	35	37	39
TOTAL IMPORTANT	67	70	68	70	70	66	60	74	72	72	68	63	63	66	67	61	59	57	51	62	78	80	78	69	73	69
Not very important	15	15	14	9	12	16	16	13	12	14	15	16	14	15	15	17	18	17	16	14	9	11	11	16	12	15
Not important at all	7	7	7	9	7	7	9	6	5	4	6	9	9	10	6	6	7	11	12	12	4	2	5	7	6	8
TOTAL NOT IMPORTANT	22	22	21	18	19	23	25	19	17	18	21	25	23	25	21	23	25	28	28	26	13	13	16	23	18	23
Don't know	11	9	11	12	10	11	15	8	10	11	11	12	14	10	12	15	16	16	20	12	8	7	6	7	8	8

And do you think the following Disney princesses are good or bad role models for girls?

[Asked only to respondents who had seen the relevant films; n=3239]

Ariel (The Little Mermaid)

[n=1611]

Good role model	41	46	39	22	35	48	39	43	45	37	44	42	37	44	45	30	47	32	35	41	45	41	41	48	39	45
Bad role model	12	10	15	12	18	5	11	12	15	18	10	8	6	5	16	21	5	4	5	3	15	16	13	10	7	6
Neither good nor bad role model	30	28	30	38	30	28	26	32	26	28	31	35	34	26	21	23	28	38	29	12	29	31	33	34	37	33
Don't know	17	16	16	28	17	19	25	12	13	16	16	15	23	25	18	25	19	26	32	44	11	12	12	8	17	16

Aurora (Sleeping Beauty)

[n=2272]

Good role model	34	39	32	20	28	40	35	34	36	33	39	35	31	33	42	32	41	28	29	35	32	34	36	39	33	33
Bad role model	9	5	13	15	14	5	7	10	14	15	8	6	6	4	13	13	7	4	3	2	15	16	9	7	8	5
Neither good nor bad role model	31	29	32	32	32	29	26	34	35	31	31	37	30	25	28	30	26	37	25	17	39	32	35	37	34	31
Don't know	26	28	23	33	27	27	32	21	15	20	22	22	33	38	17	25	25	31	42	46	14	18	20	16	25	32

Jasmine (Aladdin)

[n=2280]

Good role model	44	43	45	37	45	42	41	46	55	54	48	38	31	31	55	49	45	35	32	28	55	58	50	41	31	33
Bad role model	4	2	5	5	6	2	5	3	7	6	4	3	3	1	11	10	5	1	3	0	5	4	2	5	3	2
Neither good nor bad role model	25	23	26	26	24	24	21	28	21	20	27	31	26	27	14	15	24	30	20	21	26	23	30	31	32	31
Don't know	27	32	25	32	26	31	33	23	17	20	22	28	39	42	20	26	26	34	45	51	14	16	18	23	34	34

Tiana (The Princess and the Frog)

[n=777]

Good role model	60	57	64	67	62	60	49	66	63	70	64	57	47	35	41	62	56	50	41	31	77	73	71	59	51	37
Bad role model	3	2	3	0	4	2	4	3	5	1	1	5	3	6	10	1	0	4	6	0	1	0	2	6	2	9
Neither good nor bad role model	20	23	18	15	18	21	23	18	16	10	19	29	38	28	21	13	24	39	37	16	13	9	15	26	38	35
Don't know	17	18	15	19	17	16	24	13	16	19	16	9	11	30	28	24	21	7	16	53	9	18	13	9	9	19

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Fieldwork: 28th May - 1st June 2018

	Social Grade		Region					Parent		The Little Mermaid			Sleeping Beauty			Aladdin			
	Total	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	Yes	No	Have watched	Have not watched	Don't know/can't recall	Have watched	Have not watched	Don't know/can't recall	Have watched	Have not watched	Don't know/can't recall
Weighted Sample	3756	2141	1615	503	1217	804	905	327	1961	1622	1620	1861	275	2243	1215	297	2294	1225	236
Unweighted Sample	3756	2252	1504	355	1310	823	927	341	2056	1530	1611	1876	269	2272	1202	282	2280	1241	235
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How important do you think it is for Disney princesses to be good role models for girls?

Very important	30	32	27	26	32	31	28	29	31	28	37	25	21	35	23	21	34	25	20
Quite important	37	37	37	35	37	34	41	34	38	37	39	36	32	40	33	29	40	33	29
TOTAL IMPORTANT	67	69	64	61	69	65	69	63	69	65	76	61	53	75	56	50	74	58	49
Not very important	15	15	14	14	13	16	14	17	15	14	12	16	17	14	16	16	14	16	12
Not important at all	7	7	8	10	7	6	7	9	7	8	5	10	8	5	11	10	5	12	12
TOTAL NOT IMPORTANT	22	22	22	24	20	22	21	26	22	22	17	26	25	19	27	26	19	28	24
Don't know	11	10	14	14	11	12	9	11	9	13	7	13	22	6	17	25	8	15	27

And do you think the following Disney princesses are good or bad role models for girls?

[Asked only to respondents who had seen the relevant films; n=3239]

Ariel (The Little Mermaid)

[n=1611]

Good role model	41	40	43	36	44	42	43	37	46	36	41	0	0	42	37	21	42	41	26
Bad role model	12	14	8	20	11	10	9	10	9	14	12	0	0	11	19	13	12	15	9
Neither good nor bad role model	30	28	32	26	29	29	30	40	30	31	30	0	0	30	27	29	30	22	33
Don't know	17	17	17	18	16	18	19	13	15	19	17	0	0	16	17	36	16	22	32

Aurora (Sleeping Beauty)

[n=2272]

Good role model	34	33	37	36	35	36	34	28	38	30	38	30	24	34	0	0	36	27	16
Bad role model	9	11	6	13	7	8	8	13	6	11	11	6	3	9	0	0	9	7	2
Neither good nor bad role model	31	30	32	27	31	29	33	37	30	33	33	26	30	31	0	0	31	30	31
Don't know	26	26	25	25	27	27	25	22	26	26	18	39	43	26	0	0	24	36	50

Jasmine (Aladdin)

[n=2280]

Good role model	44	44	42	47	44	46	39	42	42	45	51	29	31	46	29	28	44	0	0
Bad role model	4	5	3	7	4	2	4	4	3	5	4	4	2	3	9	5	4	0	0
Neither good nor bad role model	25	23	28	21	24	25	26	33	27	23	26	24	22	25	27	18	25	0	0
Don't know	27	28	27	25	28	27	31	21	28	27	19	43	45	25	35	49	27	0	0

Tiana (The Princess and the Frog)

[n=777]

Good role model	60	63	56	57	62	65	59	53	60	61	62	52	37	59	66	75	61	47	84
Bad role model	3	3	3	3	2	4	3	4	3	3	3	1	4	3	2	0	3	1	0
Neither good nor bad role model	20	16	24	18	17	15	26	28	23	15	19	25	15	20	21	10	19	36	0
Don't know	17	18	16	22	19	16	12	15	14	21	15	22	44	18	12	15	17	15	16

Sample Size: 3756 GB Adults
Fieldwork: 28th May - 1st June 2018

	The Princess and the Frog			Tangled			Beauty and the Beast (1991)			Brave			Cinderella (1950)			
	Total	Have watched	Have not watched	Don't know/can't recall	Have watched	Have not watched	Don't know/can't recall	Have watched	Have not watched	Don't know/can't recall	Have watched	Have not watched	Don't know/can't recall	Have watched	Have not watched	Don't know/can't recall
Weighted Sample	3756	776	2621	360	1247	2297	212	1923	1589	243	1242	2277	237	2250	1173	333
Unweighted Sample	3756	777	2641	338	1255	2294	207	1925	1596	235	1254	2278	224	2285	1153	318
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How important do you think it is for Disney princesses to be good role models for girls?

Very important	30	40	28	25	38	27	22	35	25	21	38	26	22	36	22	21
Quite important	37	39	37	31	40	36	30	41	34	27	38	37	28	39	34	32
TOTAL IMPORTANT	67	79	65	56	78	63	52	76	59	48	76	63	50	75	56	53
Not very important	15	11	16	14	13	15	15	13	16	15	13	15	14	14	16	14
Not important at all	7	4	8	6	3	10	8	4	11	8	5	9	6	5	11	9
TOTAL NOT IMPORTANT	22	15	24	20	16	25	23	17	27	23	18	24	20	19	27	23
Don't know	11	5	11	24	6	13	26	7	14	28	7	12	29	7	16	24

And do you think the following Disney princesses are good or bad role models for girls?

[Asked only to respondents who had seen the relevant films; n=3239]

Ariel (The Little Mermaid)

[n=1611]

Good role model	41	46	39	31	43	39	37	42	38	28	40	42	43	44	35	19
Bad role model	12	13	12	5	14	8	10	12	12	7	14	9	6	12	15	10
Neither good nor bad role model	30	29	29	36	30	29	28	30	29	29	31	28	31	30	26	39
Don't know	17	12	19	28	12	24	25	16	21	36	14	21	20	15	24	32

Aurora (Sleeping Beauty)

[n=2272]

Good role model	34	41	32	28	38	32	30	37	28	16	36	34	35	36	28	21
Bad role model	9	10	9	6	11	7	9	10	6	1	12	7	4	9	9	3
Neither good nor bad role model	31	34	29	31	37	26	26	32	24	36	35	28	24	32	24	34
Don't know	26	15	30	35	14	36	36	20	42	46	18	31	37	23	39	42

Jasmine (Aladdin)

[n=2280]

Good role model	44	57	38	34	54	35	29	50	26	22	49	38	42	47	32	26
Bad role model	4	5	4	4	5	4	4	4	4	4	4	4	3	4	7	3
Neither good nor bad role model	25	24	26	24	26	24	24	25	27	22	26	24	20	25	26	28
Don't know	27	15	33	38	16	37	43	22	43	53	20	33	34	25	35	44

Tiana (The Princess and the Frog)

[n=777]

Good role model	60	60	0	0	66	39	42	63	42	27	64	51	55	61	54	46
Bad role model	3	3	0	0	3	4	5	2	7	0	3	2	7	3	4	2
Neither good nor bad role model	20	20	0	0	19	22	21	19	28	29	19	21	23	20	23	21
Don't know	17	17	0	0	12	35	32	16	23	45	13	26	15	16	19	31

Sample Size: 3756 GB Adults
Fieldwork: 28th May - 1st June 2018

	Snow White and the Seven Dwarves			Pocahontas			Mulan			Frozen			The Little Mermaid			
	Total	Have watched	Have not watched	Don't know/can't recall	Have watched	Have not watched	Don't know/can't recall	Have watched	Have not watched	Don't know/can't recall	Have watched	Have not watched	Don't know/can't recall	Have watched	Have not watched	Don't know/can't recall
Weighted Sample	3756	2786	767	203	1419	2072	265	1079	2419	258	1927	1702	126	1620	1861	275
Unweighted Sample	3756	2828	742	186	1428	2077	251	1080	2429	247	1934	1702	120	1611	1876	269
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How important do you think it is for Disney princesses to be good role models for girls?

Very important	30	34	18	18	36	26	24	38	27	21	37	23	18	37	25	21
Quite important	37	39	33	23	40	36	27	39	36	31	39	35	26	39	36	32
TOTAL IMPORTANT	67	73	51	41	76	62	51	77	63	52	76	58	44	76	61	53
Not very important	15	14	18	14	13	16	13	11	16	15	13	16	13	12	16	17
Not important at all	7	6	12	10	5	9	8	5	8	8	4	11	7	5	10	8
TOTAL NOT IMPORTANT	22	20	30	24	18	25	21	16	24	23	17	27	20	17	26	25
Don't know	11	7	20	35	6	13	27	6	12	25	7	14	36	7	13	22

And do you think the following Disney princesses are good or bad role models for girls?

[Asked only to respondents who had seen the relevant films; n=3239]

Ariel (The Little Mermaid)

[n=1611]

Good role model	41	43	24	22	44	37	29	42	40	39	43	37	21	41	0	0
Bad role model	12	11	22	11	12	13	6	14	10	5	12	10	5	12	0	0
Neither good nor bad role model	30	30	27	44	30	30	26	29	31	27	29	31	45	30	0	0
Don't know	17	16	27	22	15	19	39	15	19	29	15	22	29	17	0	0

Aurora (Sleeping Beauty)

[n=2272]

Good role model	34	35	21	11	38	32	24	36	34	29	38	29	16	38	30	24
Bad role model	9	9	12	4	10	7	8	13	5	9	9	9	2	11	6	3
Neither good nor bad role model	31	31	34	33	32	30	23	33	29	29	34	25	34	33	26	30
Don't know	26	25	33	52	20	32	45	18	32	33	20	37	48	18	39	43

Jasmine (Aladdin)

[n=2280]

Good role model	44	45	26	14	51	35	26	54	36	37	50	33	13	51	29	31
Bad role model	4	3	15	2	4	3	5	5	3	5	4	4	4	4	4	2
Neither good nor bad role model	25	24	31	37	25	25	25	24	26	22	25	25	34	26	24	22
Don't know	27	27	29	46	20	37	44	17	35	37	21	38	48	19	43	45

Tiana (The Princess and the Frog)

[n=777]

Good role model	60	61	36	84	62	55	47	65	50	63	64	41	0	62	52	37
Bad role model	3	3	8	0	3	4	0	3	4	3	3	4	9	3	1	4
Neither good nor bad role model	20	19	32	0	18	26	12	18	23	18	19	25	43	19	25	15
Don't know	17	17	23	16	17	14	41	14	23	16	14	30	47	15	22	44

Sample Size: 3756 GB Adults
Fieldwork: 28th May - 1st June 2018

	Moana			Important for Disney Princesses to be role models		
	Total	Have watched	Have not watched	Don't know/can't recall	TOTAL IMPORTANT	TOTAL NOT IMPORTANT
Weighted Sample	3756	876	2705	175	2509	824
Unweighted Sample	3756	885	2704	167	2584	801
	%	%	%	%	%	%

How important do you think it is for Disney princesses to be good role models for girls?

Very important	30	41	27	15	45	0
Quite important	37	39	37	29	55	0
TOTAL IMPORTANT	67	80	64	44	100	0
Not very important	15	10	16	15	0	66
Not important at all	7	4	9	8	0	34
TOTAL NOT IMPORTANT	22	14	25	23	0	100
Don't know	11	6	11	33	0	0

And do you think the following Disney princesses are good or bad role models for girls?

[Asked only to respondents who had seen the relevant films; n=3239]

Ariel (The Little Mermaid)

[n=1611]

Good role model	41	45	39	31	49	18
Bad role model	12	14	11	4	13	11
Neither good nor bad role model	30	28	31	30	25	53
Don't know	17	14	19	36	13	18

Aurora (Sleeping Beauty)

[n=2272]

Good role model	34	41	31	29	41	16
Bad role model	9	11	8	2	10	7
Neither good nor bad role model	31	32	30	28	28	46
Don't know	26	15	30	41	21	30

Jasmine (Aladdin)

[n=2280]

Good role model	44	55	38	31	52	25
Bad role model	4	4	4	4	4	4
Neither good nor bad role model	25	24	26	21	21	41
Don't know	27	17	32	44	23	31

Tiana (The Princess and the Frog)

[n=777]

Good role model	60	67	51	56	68	34
Bad role model	3	2	5	5	2	6
Neither good nor bad role model	20	19	21	13	16	45
Don't know	17	13	23	26	14	15

Sample Size: 3756 GB Adults
Fieldwork: 28th May - 1st June 2018

	Vote in 2017				EU Ref 2016		Gender		Age						Male						Female					
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-24	25-34	35-44	45-54	55-64	65+	18-24	25-34	35-44	45-54	55-64	65+
Weighted Sample	3756	1288	1232	229	1476	1604	1818	1938	421	561	640	673	601	860	210	231	343	346	298	391	210	330	298	327	303	470
Unweighted Sample	3756	1325	1198	234	1627	1598	1602	2154	346	538	601	663	618	990	96	181	273	302	290	460	250	357	328	361	328	530
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Rapunzel (Tangled)
[n=1255]

Good role model	57	60	59	57	60	56	54	59	63	62	60	52	46	47	51	59	60	48	47	47	69	64	59	54	45	46
Bad role model	4	3	3	3	3	4	5	3	5	3	4	4	1	6	14	3	4	3	0	4	1	3	4	5	1	7
Neither good nor bad role model	24	23	25	24	23	27	22	26	20	21	19	33	33	33	23	14	12	37	26	30	19	23	23	30	38	34
Don't know	15	14	13	16	14	13	19	12	11	14	18	11	20	15	12	24	23	12	26	19	11	11	14	11	16	12

Belle (Beauty and the Beast, 1991 animated version)
[n=1925]

Good role model	58	65	57	46	56	62	53	62	64	58	58	58	60	52	54	50	55	49	62	46	71	63	60	64	59	56
Bad role model	5	2	6	5	6	3	6	5	9	9	3	3	3	1	11	13	4	1	1	0	7	6	3	4	4	2
Neither good nor bad role model	20	17	22	19	20	20	20	20	15	17	23	24	18	24	20	15	22	27	14	22	11	18	23	22	21	26
Don't know	17	16	14	29	18	15	22	13	12	16	16	15	18	23	15	23	19	23	22	33	11	12	14	9	16	16

Merida (Brave)
[n=1254]

Good role model	66	64	73	65	72	64	58	71	71	77	66	64	54	50	64	67	58	57	48	55	74	81	72	70	61	45
Bad role model	2	2	2	3	1	2	2	2	3	3	1	2	1	5	4	3	2	2	0	5	3	2	0	2	1	6
Neither good nor bad role model	15	14	12	14	12	16	16	15	16	8	14	19	19	22	18	8	13	20	22	14	15	7	15	19	16	28
Don't know	17	20	13	19	15	18	24	12	10	13	19	15	26	23	14	22	27	22	30	26	9	9	12	8	21	21

Cinderella (Cinderella, 1950 animated version)
[n=2285]

Good role model	44	55	38	29	34	55	46	44	47	40	41	45	39	53	50	40	43	42	40	57	46	40	40	48	38	50
Bad role model	11	4	15	19	17	5	10	11	13	19	13	7	7	4	16	19	15	6	6	1	11	19	12	8	8	7
Neither good nor bad role model	28	25	31	28	30	26	23	32	29	25	28	34	32	23	23	19	22	33	24	17	33	28	34	34	39	28
Don't know	17	16	16	23	19	14	22	13	11	16	17	14	22	19	11	21	20	20	30	25	10	13	14	10	16	15

Snow White (Snow White and the Seven Dwarves)
[n=2828]

Good role model	44	53	38	33	36	52	45	43	41	40	40	45	40	54	43	41	42	42	40	58	39	39	38	47	40	50
Bad role model	10	4	15	17	16	5	8	11	17	17	11	8	7	4	19	17	10	7	5	1	15	18	13	10	9	6
Neither good nor bad role model	27	24	29	25	27	26	23	31	30	24	29	30	31	21	23	17	24	28	27	16	36	28	33	32	35	26
Don't know	19	18	18	25	21	16	24	15	13	19	20	17	22	22	16	24	24	23	28	26	10	15	16	11	17	19

Pocahontas (Pocahontas)
[n=1428]

Good role model	57	59	59	57	59	57	51	61	67	60	56	56	48	50	59	56	50	47	42	49	71	62	61	61	52	51
Bad role model	2	1	3	2	4	1	3	2	0	5	2	1	3	2	0	4	4	2	4	0	0	5	0	1	1	3
Neither good nor bad role model	21	19	22	16	19	22	21	22	21	18	23	24	25	23	28	15	24	23	22	15	17	19	22	24	26	27
Don't know	19	21	16	24	18	21	25	15	13	17	19	19	25	26	14	24	22	27	31	36	12	14	16	14	21	19

Sample Size: 3756 GB Adults
Fieldwork: 28th May - 1st June 2018

	Social Grade		Region					Parent		The Little Mermaid			Sleeping Beauty			Aladdin			
	Total	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	Yes	No	Have watched	Have not watched	Don't know/can't recall	Have watched	Have not watched	Don't know/can't recall	Have watched	Have not watched	Don't know/can't recall
Weighted Sample	3756	2141	1615	503	1217	804	905	327	1961	1622	1620	1861	275	2243	1215	297	2294	1225	236
Unweighted Sample	3756	2252	1504	355	1310	823	927	341	2056	1530	1611	1876	269	2272	1202	282	2280	1241	235
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Rapunzel (Tangled)
[n=1255]

Good role model	57	60	54	63	57	54	59	52	57	57	61	46	42	59	48	42	59	44	31
Bad role model	4	5	3	5	3	4	4	6	3	5	4	5	0	4	7	0	4	3	3
Neither good nor bad role model	24	21	29	18	27	23	24	29	26	23	24	26	26	25	22	20	24	29	21
Don't know	15	14	15	13	13	19	13	14	14	15	12	23	33	12	23	38	13	23	45

Belle (Beauty and the Beast, 1991 animated version)
[n=1925]

Good role model	58	58	58	54	61	62	57	54	60	56	61	55	40	60	45	43	59	56	40
Bad role model	5	6	4	7	3	6	5	7	4	7	6	4	2	5	7	3	5	4	2
Neither good nor bad role model	20	19	21	22	18	18	23	22	21	18	20	20	23	20	25	20	20	22	25
Don't know	17	17	16	18	18	14	16	16	15	18	14	21	36	15	23	34	16	18	33

Merida (Brave)
[n=1254]

Good role model	66	70	60	72	70	62	63	62	63	68	71	52	66	69	52	58	69	54	36
Bad role model	2	2	2	4	1	2	3	2	2	2	2	1	5	2	2	1	2	3	2
Neither good nor bad role model	15	12	19	9	15	15	17	19	18	13	15	18	4	15	17	12	15	14	22
Don't know	17	15	19	15	14	21	17	17	17	16	12	29	26	13	29	29	14	29	39

Cinderella (Cinderella, 1950 animated version)
[n=2285]

Good role model	44	43	46	41	47	46	46	34	48	39	44	45	46	46	36	42	45	41	40
Bad role model	11	13	7	16	9	9	11	12	8	13	13	7	7	10	13	6	11	10	8
Neither good nor bad role model	28	28	29	25	28	29	27	37	29	28	30	26	24	28	33	21	28	31	23
Don't know	17	16	17	18	16	17	16	16	15	19	14	21	24	16	18	31	16	17	29

Snow White (Snow White and the Seven Dwarves)
[n=2828]

Good role model	44	42	46	42	44	45	46	36	48	38	43	45	45	46	37	33	45	42	30
Bad role model	10	13	6	14	10	9	8	13	7	14	12	8	5	10	12	7	10	10	3
Neither good nor bad role model	27	27	27	23	27	27	28	35	28	26	31	23	22	27	28	24	27	28	28
Don't know	19	18	20	21	19	20	18	17	17	22	14	24	28	17	23	36	18	21	38

Pocahontas (Pocahontas)
[n=1428]

Good role model	57	60	53	62	58	57	57	48	55	60	60	48	44	59	46	48	58	40	41
Bad role model	2	3	2	3	2	2	3	3	2	3	3	2	1	2	3	1	2	4	3
Neither good nor bad role model	21	20	23	19	21	22	20	28	23	20	22	21	14	21	28	13	21	23	14
Don't know	19	17	22	16	19	20	20	22	20	17	15	29	41	18	22	37	18	33	42

Sample Size: 3756 GB Adults
Fieldwork: 28th May - 1st June 2018

	The Princess and the Frog			Tangled			Beauty and the Beast (1991)			Brave			Cinderella (1950)			
	Total	Have watched	Have not watched	Don't know/can't recall	Have watched	Have not watched	Don't know/can't recall	Have watched	Have not watched	Don't know/can't recall	Have watched	Have not watched	Don't know/can't recall	Have watched	Have not watched	Don't know/can't recall
Weighted Sample	3756	776	2621	360	1247	2297	212	1923	1589	243	1242	2277	237	2250	1173	333
Unweighted Sample	3756	777	2641	338	1255	2294	207	1925	1596	235	1254	2278	224	2285	1153	318
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Rapunzel (Tangled)
[n=1255]

Good role model	57	64	51	47	57	0	0	61	43	32	59	54	53	60	47	42
Bad role model	4	4	4	2	4	0	0	4	5	4	4	3	3	4	6	0
Neither good nor bad role model	24	23	26	23	24	0	0	24	28	20	24	27	20	25	22	23
Don't know	15	9	19	27	15	0	0	12	25	44	14	16	25	11	25	35

Belle (Beauty and the Beast, 1991 animated version)
[n=1925]

Good role model	58	67	54	48	64	52	46	58	0	0	62	56	46	62	42	33
Bad role model	5	4	6	3	5	5	9	5	0	0	4	6	4	5	8	4
Neither good nor bad role model	20	19	20	22	20	21	19	20	0	0	21	19	25	19	27	29
Don't know	17	10	19	27	11	23	26	17	0	0	13	19	25	14	24	34

Merida (Brave)
[n=1254]

Good role model	66	73	61	52	70	54	55	71	51	50	66	0	0	69	57	52
Bad role model	2	3	1	3	2	2	11	2	3	0	2	0	0	2	2	4
Neither good nor bad role model	15	15	15	17	15	15	9	15	16	13	15	0	0	16	13	18
Don't know	17	9	22	27	12	29	25	12	30	37	17	0	0	14	28	27

Cinderella (Cinderella, 1950 animated version)
[n=2285]

Good role model	44	47	43	44	44	45	45	46	41	38	39	48	48	44	0	0
Bad role model	11	11	10	7	13	9	13	11	9	4	13	8	8	11	0	0
Neither good nor bad role model	28	32	27	25	32	25	21	29	27	25	34	25	18	28	0	0
Don't know	17	10	19	24	11	21	22	14	23	33	14	19	26	17	0	0

Snow White (Snow White and the Seven Dwarves)
[n=2828]

Good role model	44	45	43	43	43	44	45	45	41	35	40	46	50	45	39	31
Bad role model	10	13	9	6	13	8	9	11	8	5	12	9	5	11	9	6
Neither good nor bad role model	27	31	26	24	32	24	25	28	26	25	33	24	20	28	25	26
Don't know	19	11	22	27	12	24	20	15	25	35	15	22	25	16	27	37

Pocahontas (Pocahontas)
[n=1428]

Good role model	57	64	55	37	62	51	43	61	42	25	62	51	52	60	40	42
Bad role model	2	3	2	2	2	3	5	2	3	0	2	2	2	2	4	0
Neither good nor bad role model	21	20	22	23	22	21	17	21	25	29	21	22	17	20	29	23
Don't know	19	13	21	37	14	25	35	16	30	46	15	24	29	17	27	35

Sample Size: 3756 GB Adults
Fieldwork: 28th May - 1st June 2018

	Snow White and the Seven Dwarves			Pocahontas			Mulan			Frozen			The Little Mermaid			
	Total	Have watched	Have not watched	Don't know/can't recall	Have watched	Have not watched	Don't know/can't recall	Have watched	Have not watched	Don't know/can't recall	Have watched	Have not watched	Don't know/can't recall	Have watched	Have not watched	Don't know/can't recall
Weighted Sample	3756	2786	767	203	1419	2072	265	1079	2419	258	1927	1702	126	1620	1861	275
Unweighted Sample	3756	2828	742	186	1428	2077	251	1080	2429	247	1934	1702	120	1611	1876	269
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Rapunzel (Tangled)
[n=1255]

Good role model	57	59	37	49	60	52	45	61	52	53	60	37	0	61	46	42
Bad role model	4	4	6	0	3	6	4	4	4	4	3	6	0	4	5	0
Neither good nor bad role model	24	24	29	7	24	25	23	23	26	22	23	34	100	24	26	26
Don't know	15	13	28	44	12	17	28	12	18	21	14	22	0	12	23	33

Belle (Beauty and the Beast, 1991 animated version)
[n=1925]

Good role model	58	60	38	29	62	55	37	63	56	44	63	49	17	61	55	40
Bad role model	5	5	16	3	5	6	5	5	5	7	5	6	3	6	4	2
Neither good nor bad role model	20	20	28	20	19	20	27	19	21	24	19	23	45	20	20	23
Don't know	17	16	18	47	14	19	30	13	19	25	14	22	35	14	21	36

Merida (Brave)
[n=1254]

Good role model	66	68	50	51	70	61	47	72	58	52	68	54	45	71	52	66
Bad role model	2	2	3	0	3	1	6	3	1	7	2	1	11	2	1	5
Neither good nor bad role model	15	15	17	12	15	16	15	15	16	13	15	17	28	15	18	4
Don't know	17	15	30	36	13	22	32	10	25	28	14	28	16	12	29	26

Cinderella (Cinderella, 1950 animated version)
[n=2285]

Good role model	44	45	20	18	45	44	36	44	45	44	45	43	34	44	45	46
Bad role model	11	10	12	32	12	8	9	14	8	9	11	9	10	13	7	7
Neither good nor bad role model	28	28	47	0	29	29	20	29	29	20	30	25	25	30	26	24
Don't know	17	17	21	50	13	19	35	13	19	28	13	23	31	14	21	24

Snow White (Snow White and the Seven Dwarves)
[n=2828]

Good role model	44	44	0	0	45	43	37	42	45	43	46	40	38	43	45	45
Bad role model	10	10	0	0	12	8	6	14	7	8	11	8	5	12	8	5
Neither good nor bad role model	27	27	0	0	28	27	21	29	26	25	28	25	34	31	23	22
Don't know	19	19	0	0	15	22	37	14	22	25	15	26	23	14	24	28

Pocahontas (Pocahontas)
[n=1428]

Good role model	57	58	32	37	57	0	0	63	46	47	60	50	25	60	48	44
Bad role model	2	3	0	0	2	0	0	2	3	6	2	3	7	3	2	1
Neither good nor bad role model	21	21	40	29	21	0	0	20	25	18	22	19	30	22	21	14
Don't know	19	19	28	34	19	0	0	15	26	29	16	28	38	15	29	41

Sample Size: 3756 GB Adults
Fieldwork: 28th May - 1st June 2018

	Moana				Important for Disney Princesses to be role models	
	Total	Have watched	Have not watched	Don't know/can't recall	TOTAL IMPORTANT	TOTAL NOT IMPORTANT
Weighted Sample	3756	876	2705	175	2509	824
Unweighted Sample	3756	885	2704	167	2584	801
	%	%	%	%	%	%

Rapunzel (Tangled)
[n=1255]

Good role model	57	62	51	51	65	36
Bad role model	4	3	4	12	3	6
Neither good nor bad role model	24	22	28	21	21	42
Don't know	15	12	17	17	10	15

Belle (Beauty and the Beast, 1991 animated version)
[n=1925]

Good role model	58	65	55	44	68	34
Bad role model	5	5	5	6	5	8
Neither good nor bad role model	20	18	21	22	16	36
Don't know	17	12	19	28	12	22

Merida (Brave)
[n=1254]

Good role model	66	73	59	41	76	36
Bad role model	2	2	2	15	1	6
Neither good nor bad role model	15	13	18	11	11	34
Don't know	17	12	21	33	11	24

Cinderella (Cinderella, 1950 animated version)
[n=2285]

Good role model	44	46	44	41	52	25
Bad role model	11	12	10	10	11	9
Neither good nor bad role model	28	30	28	20	25	44
Don't know	17	12	19	29	11	22

Snow White (Snow White and the Seven Dwarves)
[n=2828]

Good role model	44	44	44	38	52	25
Bad role model	10	13	9	5	11	8
Neither good nor bad role model	27	30	26	28	23	44
Don't know	19	13	21	28	14	23

Pocahontas (Pocahontas)
[n=1428]

Good role model	57	64	54	36	65	40
Bad role model	2	2	3	6	2	3
Neither good nor bad role model	21	21	22	20	18	36
Don't know	19	14	22	38	15	20

Sample Size: 3756 GB Adults
Fieldwork: 28th May - 1st June 2018

	Vote in 2017				EU Ref 2016		Gender		Age						Male						Female						
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-24	25-34	35-44	45-54	55-64	65+	18-24	25-34	35-44	45-54	55-64	65+	
Weighted Sample	3756	1288	1232	229	1476	1604	1818	1938	421	561	640	673	601	860	210	231	343	346	298	391	210	330	298	327	303	470	
Unweighted Sample	3756	1325	1198	234	1627	1598	1602	2154	346	538	601	663	618	990	96	181	273	302	290	460	250	357	328	361	328	530	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Mulan (Mulan)
[n=1080]

Good role model	68	66	73	65	69	65	59	73	81	74	67	61	51	44	76	63	58	49	47	43	83	80	73	70	55	44
Bad role model	2	2	1	2	2	1	3	0	2	2	3	1	1	1	5	4	7	2	0	0	0	0	0	0	1	2
Neither good nor bad role model	15	14	14	12	14	16	17	14	9	9	17	21	23	31	13	14	16	23	20	26	7	6	18	20	25	34
Don't know	16	18	12	21	15	18	20	13	9	16	13	17	25	24	6	20	19	27	33	31	10	14	9	10	19	20

Anna (Frozen)
[n=1934]

Good role model	49	48	51	49	50	50	46	51	53	55	55	47	37	42	58	47	50	41	42	38	49	59	60	52	33	44
Bad role model	5	4	7	4	6	4	7	4	10	7	4	5	2	4	15	11	5	4	2	4	6	5	3	6	3	4
Neither good nor bad role model	25	25	24	27	24	25	21	28	28	19	20	28	32	29	21	19	18	24	23	25	32	19	22	30	39	31
Don't know	20	23	17	21	20	21	25	17	10	19	20	19	29	26	6	23	27	30	32	34	13	17	15	12	25	22

Elsa (Frozen)
[n=1934]

Good role model	46	47	47	44	46	48	43	49	51	50	49	46	37	40	52	39	46	42	41	36	51	55	52	50	34	43
Bad role model	7	6	8	5	8	5	9	6	10	9	6	8	2	5	15	15	6	8	2	5	7	6	6	8	2	4
Neither good nor bad role model	26	24	27	31	26	26	22	29	29	22	24	27	32	28	26	21	20	22	24	21	31	23	27	31	39	32
Don't know	20	23	18	20	20	20	26	17	10	19	21	19	28	27	7	25	27	29	33	38	12	17	15	12	25	21

Moana (Moana)
[n=885]

Good role model	72	70	76	67	77	68	68	74	78	77	74	68	59	48	78	74	71	62	51	45	78	78	76	72	65	50
Bad role model	2	1	1	0	2	1	2	1	2	2	1	2	1	1	5	3	1	2	0	3	0	2	1	2	3	0
Neither good nor bad role model	14	15	12	15	9	18	14	14	9	8	12	19	28	29	10	7	10	18	34	22	8	9	13	21	23	33
Don't know	13	14	10	18	11	13	16	11	11	13	13	11	12	21	7	15	18	19	15	29	14	12	10	6	10	17

Sample Size: 3756 GB Adults
Fieldwork: 28th May - 1st June 2018

	Social Grade		Region					Parent		The Little Mermaid			Sleeping Beauty			Aladdin			
	Total	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	Yes	No	Have watched	Have not watched	Don't know/can't recall	Have watched	Have not watched	Don't know/can't recall	Have watched	Have not watched	Don't know/can't recall
Weighted Sample	3756	2141	1615	503	1217	804	905	327	1961	1622	1620	1861	275	2243	1215	297	2294	1225	236
Unweighted Sample	3756	2252	1504	355	1310	823	927	341	2056	1530	1611	1876	269	2272	1202	282	2280	1241	235
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Mulan (Mulan)
[n=1080]

Good role model	68	70	65	73	66	67	69	65	62	73	71	55	47	68	68	55	68	56	59
Bad role model	2	2	1	0	3	1	1	1	1	2	1	4	0	1	7	0	2	3	0
Neither good nor bad role model	15	14	17	8	16	14	17	21	18	13	15	18	17	16	11	17	15	15	18
Don't know	16	14	17	19	15	18	14	13	18	12	13	23	36	15	14	28	15	26	23

Anna (Frozen)
[n=1934]

Good role model	49	51	47	51	52	44	51	47	51	48	53	44	38	52	43	36	52	43	25
Bad role model	5	7	4	7	4	7	5	4	4	7	6	5	6	5	7	3	5	6	3
Neither good nor bad role model	25	23	29	19	25	26	26	32	26	25	25	25	26	26	25	21	25	25	29
Don't know	20	20	21	23	19	23	18	18	20	21	16	27	29	18	25	40	18	26	43

Elsa (Frozen)
[n=1934]

Good role model	46	48	44	48	50	43	46	40	48	44	50	41	36	49	40	31	48	42	29
Bad role model	7	9	4	7	6	7	7	8	5	9	7	7	7	7	8	5	7	6	3
Neither good nor bad role model	26	24	30	22	25	27	28	34	27	27	28	24	26	27	26	24	27	25	27
Don't know	20	20	21	22	20	23	19	18	20	21	16	28	31	18	26	40	18	27	42

Moana (Moana)
[n=885]

Good role model	72	76	65	71	71	73	72	73	70	74	73	69	54	72	73	56	72	68	61
Bad role model	2	1	2	4	2	0	1	1	1	1	2	1	1	1	3	0	1	5	0
Neither good nor bad role model	14	11	18	9	14	13	16	14	17	10	13	14	19	14	14	13	14	14	16
Don't know	13	11	15	15	13	14	11	11	12	15	11	16	26	12	10	31	13	14	23

Sample Size: 3756 GB Adults
Fieldwork: 28th May - 1st June 2018

	The Princess and the Frog			Tangled			Beauty and the Beast (1991)			Brave			Cinderella (1950)			
	Total	Have watched	Have not watched	Don't know/can't recall	Have watched	Have not watched	Don't know/can't recall	Have watched	Have not watched	Don't know/can't recall	Have watched	Have not watched	Don't know/can't recall	Have watched	Have not watched	Don't know/can't recall
Weighted Sample	3756	776	2621	360	1247	2297	212	1923	1589	243	1242	2277	237	2250	1173	333
Unweighted Sample	3756	777	2641	338	1255	2294	207	1925	1596	235	1254	2278	224	2285	1153	318
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Mulan (Mulan)
[n=1080]

Good role model	68	75	63	44	72	60	52	70	51	35	71	62	57	70	55	42
Bad role model	2	2	1	4	1	2	3	1	4	0	1	2	3	2	0	5
Neither good nor bad role model	15	13	16	21	15	15	20	14	20	21	15	15	12	14	20	19
Don't know	16	10	20	31	12	24	25	14	24	43	12	21	28	14	25	34

Anna (Frozen)
[n=1934]

Good role model	49	60	44	39	55	42	32	53	41	32	53	46	39	52	44	33
Bad role model	5	5	6	5	6	4	4	5	6	5	6	5	4	5	8	3
Neither good nor bad role model	25	24	26	23	24	27	22	24	28	22	26	25	17	26	22	28
Don't know	20	10	24	33	14	27	41	17	25	41	15	24	40	17	26	36

Elsa (Frozen)
[n=1934]

Good role model	46	55	42	40	52	40	35	49	40	33	50	43	32	49	41	28
Bad role model	7	7	7	4	8	6	3	6	8	5	8	6	6	7	7	6
Neither good nor bad role model	26	27	27	24	26	27	19	27	25	25	27	26	22	27	24	32
Don't know	20	10	25	33	14	27	42	18	26	38	15	25	40	17	27	34

Moana (Moana)
[n=885]

Good role model	72	77	70	49	75	61	58	74	62	59	75	67	47	74	64	48
Bad role model	2	2	2	1	0	6	3	1	3	0	1	2	9	2	2	1
Neither good nor bad role model	14	13	13	20	13	19	13	13	18	17	13	15	15	13	15	19
Don't know	13	8	15	31	12	14	26	12	17	24	11	16	29	11	19	32

Sample Size: 3756 GB Adults
Fieldwork: 28th May - 1st June 2018

	Snow White and the Seven Dwarves			Pocahontas			Mulan			Frozen			The Little Mermaid			
	Total	Have watched	Have not watched	Don't know/can't recall	Have watched	Have not watched	Don't know/can't recall	Have watched	Have not watched	Don't know/can't recall	Have watched	Have not watched	Don't know/can't recall	Have watched	Have not watched	Don't know/can't recall
Weighted Sample	3756	2786	767	203	1419	2072	265	1079	2419	258	1927	1702	126	1620	1861	275
Unweighted Sample	3756	2828	742	186	1428	2077	251	1080	2429	247	1934	1702	120	1611	1876	269
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Mulan (Mulan)
[n=1080]

Good role model	68	68	51	65	68	67	59	68	0	0	70	58	43	71	55	47
Bad role model	2	2	0	0	1	1	7	2	0	0	1	3	9	1	4	0
Neither good nor bad role model	15	15	21	14	15	17	15	15	0	0	15	16	30	15	18	17
Don't know	16	15	28	20	16	15	19	16	0	0	14	23	18	13	23	36

Anna (Frozen)
[n=1934]

Good role model	49	51	42	33	54	45	34	53	47	39	49	0	0	53	44	38
Bad role model	5	5	8	8	5	6	4	7	4	4	5	0	0	6	5	6
Neither good nor bad role model	25	25	25	25	25	25	27	26	25	17	25	0	0	25	25	26
Don't know	20	19	25	34	16	24	34	15	23	40	20	0	0	16	27	29

Elsa (Frozen)
[n=1934]

Good role model	46	48	39	33	51	42	33	51	43	42	46	0	0	50	41	36
Bad role model	7	6	10	3	6	8	6	8	6	4	7	0	0	7	7	7
Neither good nor bad role model	26	27	25	31	27	25	29	27	27	18	26	0	0	28	24	26
Don't know	20	19	26	32	16	25	32	15	24	37	20	0	0	16	28	31

Moana (Moana)
[n=885]

Good role model	72	73	65	49	74	69	57	75	69	49	73	58	62	73	69	54
Bad role model	2	1	3	3	2	1	0	2	2	0	1	5	0	2	1	1
Neither good nor bad role model	14	13	18	15	12	18	18	12	16	16	13	21	38	13	14	19
Don't know	13	12	13	34	12	12	25	11	13	35	13	16	0	11	16	26

Sample Size: 3756 GB Adults
Fieldwork: 28th May - 1st June 2018

	Moana				Important for Disney Princesses to be role models	
	Total	Have watched	Have not watched	Don't know/can't recall	TOTAL IMPORTANT	TOTAL NOT IMPORTANT
Weighted Sample	3756	876	2705	175	2509	824
Unweighted Sample	3756	885	2704	167	2584	801
	%	%	%	%	%	%

Mulan (Mulan)
[n=1080]

Good role model	68	72	64	32	77	42
Bad role model	2	1	2	4	1	3
Neither good nor bad role model	15	14	16	27	11	36
Don't know	16	12	18	37	12	19

Anna (Frozen)
[n=1934]

Good role model	49	58	44	31	58	26
Bad role model	5	6	5	5	5	7
Neither good nor bad role model	25	22	28	19	21	42
Don't know	20	14	24	45	15	24

Elsa (Frozen)
[n=1934]

Good role model	46	54	41	38	54	25
Bad role model	7	7	7	0	7	8
Neither good nor bad role model	26	25	28	16	23	42
Don't know	20	14	24	46	15	25

Moana (Moana)
[n=885]

Good role model	72	72	0	0	81	46
Bad role model	2	2	0	0	1	5
Neither good nor bad role model	14	14	0	0	10	33
Don't know	13	13	0	0	8	16

Sample Size: 3756 GB Adults
Fieldwork: 28th May - 1st June 2018

	Vote in 2017				EU Ref 2016		Gender		Age						Male						Female					
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-24	25-34	35-44	45-54	55-64	65+	18-24	25-34	35-44	45-54	55-64	65+
Weighted Sample	3756	1288	1232	229	1476	1604	1818	1938	421	561	640	673	601	860	210	231	343	346	298	391	210	330	298	327	303	470
Unweighted Sample	3756	1325	1198	234	1627	1598	1602	2154	346	538	601	663	618	990	96	181	273	302	290	460	250	357	328	361	328	530
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following, if any, do you think a future Disney princess should be? Please tick all that apply

Kind	60	62	61	62	62	62	47	72	63	63	60	58	60	59	56	48	49	44	45	46	69	74	73	74	74	70
Intelligent	57	57	61	61	62	57	48	66	59	67	58	52	57	54	49	52	47	45	47	48	69	77	71	59	67	58
Confident	56	57	58	66	60	56	46	66	53	64	59	56	56	51	41	54	48	44	46	44	65	71	71	69	65	56
Independent	52	47	59	60	60	48	41	62	55	61	52	53	53	42	44	48	38	42	42	35	67	70	68	65	63	48
Brave	47	45	52	49	52	44	36	57	54	59	49	44	46	37	42	46	37	32	38	30	66	68	63	57	55	43
Adventurous	43	41	47	51	48	42	35	51	46	52	44	42	44	36	36	43	34	33	41	30	57	59	55	52	48	41
Funny	41	38	45	40	42	41	35	47	42	50	44	38	40	37	39	44	34	32	36	33	44	53	56	46	44	40
Ambitious	38	33	44	45	45	33	31	45	58	56	42	32	32	23	49	44	32	26	26	20	67	64	52	39	39	26
Talented	31	30	32	34	33	30	28	33	35	37	29	27	32	27	34	32	26	23	31	26	36	40	32	31	32	28
Beautiful	22	26	18	13	16	27	23	21	24	25	18	20	21	24	24	25	17	20	23	29	24	25	19	20	18	21
Sassy	17	15	21	17	19	16	13	21	21	25	16	16	15	12	18	21	12	13	10	9	24	28	22	20	20	14
Rebellious	13	9	17	14	16	10	12	14	23	16	13	11	14	6	27	16	10	10	12	5	20	16	16	13	15	7
Obedient	7	8	6	3	5	9	6	8	7	10	5	6	7	8	7	8	4	5	6	8	7	11	7	7	8	9
None of these	3	3	1	3	3	2	4	1	2	2	2	3	3	3	4	3	4	5	4	4	1	1	1	1	1	1
Don't know	19	19	17	16	16	19	28	10	12	10	19	20	22	24	17	18	27	30	33	32	7	5	9	10	10	17

Would you feel comfortable or uncomfortable with a future Disney princess being...

Homosexual

Very comfortable	32	17	48	47	46	19	28	35	50	47	41	32	22	12	47	42	36	29	19	10	54	50	47	35	25	14
Somewhat comfortable	17	17	19	17	19	17	16	18	17	18	20	19	18	13	17	19	18	18	17	11	17	18	22	20	19	14
TOTAL COMFORTABLE	49	34	67	64	65	36	44	53	67	65	61	51	40	25	64	61	54	47	36	21	71	68	69	55	44	28
Somewhat uncomfortable	14	18	10	13	12	18	13	16	10	10	8	14	18	22	12	9	8	12	15	19	7	10	8	16	20	24
Very uncomfortable	20	32	9	11	11	29	22	17	10	11	15	17	22	35	10	13	19	19	23	40	10	9	10	14	20	31
TOTAL UNCOMFORTABLE	34	50	19	24	23	47	35	33	20	21	23	31	40	57	22	22	27	31	38	59	17	19	18	30	40	55
Don't know	17	16	13	12	12	18	20	14	13	14	16	18	21	19	14	17	18	22	25	21	11	12	13	14	16	17

Overweight

Very comfortable	27	17	38	27	34	20	25	29	36	35	34	29	22	13	31	30	32	25	20	14	40	38	36	33	24	12
Somewhat comfortable	25	26	26	27	26	26	23	27	17	26	27	31	29	20	13	27	25	28	28	17	21	25	30	34	30	23
TOTAL COMFORTABLE	52	43	64	54	60	46	48	56	53	61	61	60	51	33	44	57	57	53	48	31	61	63	66	67	54	35
Somewhat uncomfortable	20	24	16	25	19	22	20	20	22	17	15	15	20	29	29	17	15	17	16	29	14	16	16	13	23	29
Very uncomfortable	12	18	7	9	9	15	12	12	11	10	8	9	10	20	9	10	9	9	10	21	13	11	7	9	10	20
TOTAL UNCOMFORTABLE	32	42	23	34	28	37	32	32	33	27	23	24	30	49	38	27	24	26	26	50	27	27	23	22	33	49
Don't know	16	15	12	13	12	17	20	12	15	12	15	16	19	18	18	16	18	21	26	20	12	9	11	11	13	16

Sample Size: 3756 GB Adults
Fieldwork: 28th May - 1st June 2018

	Social Grade		Region					Parent		The Little Mermaid			Sleeping Beauty			Aladdin			
	Total	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	Yes	No	Have watched	Have not watched	Don't know/can't recall	Have watched	Have not watched	Don't know/can't recall	Have watched	Have not watched	Don't know/can't recall
Weighted Sample	3756	2141	1615	503	1217	804	905	327	1961	1622	1620	1861	275	2243	1215	297	2294	1225	236
Unweighted Sample	3756	2252	1504	355	1310	823	927	341	2056	1530	1611	1876	269	2272	1202	282	2280	1241	235
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following, if any, do you think a future Disney princess should be? Please tick all that apply

Kind	60	61	59	57	63	60	60	59	63	57	68	55	51	70	47	46	67	51	43
Intelligent	57	60	53	55	60	55	57	59	57	58	66	51	48	66	45	44	64	47	42
Confident	56	59	53	56	59	53	56	52	57	55	64	50	46	64	45	43	63	47	41
Independent	52	56	46	53	54	49	51	51	52	51	62	44	44	59	41	41	58	42	37
Brave	47	49	44	50	48	44	46	50	47	46	58	38	41	56	33	36	55	35	32
Adventurous	43	46	40	42	45	42	41	47	44	41	54	36	32	51	33	26	50	33	29
Funny	41	41	41	43	40	37	44	46	43	39	51	34	35	48	30	34	48	31	29
Ambitious	38	41	34	37	40	35	38	39	35	41	50	29	32	44	29	29	45	28	25
Talented	31	33	28	34	31	26	31	33	30	30	36	26	28	35	24	25	35	24	23
Beautiful	22	20	25	24	23	21	22	17	23	20	24	20	25	26	16	18	26	17	13
Sassy	17	18	16	19	17	15	17	20	15	18	23	13	13	20	13	13	20	12	10
Rebellious	13	15	11	16	14	12	11	14	11	14	16	10	12	14	10	13	15	10	12
Obedient	7	6	8	7	7	7	8	7	7	7	7	7	9	7	7	7	8	6	6
None of these	3	2	3	2	3	3	3	4	2	3	1	4	2	1	5	2	1	5	3
Don't know	19	17	20	23	16	19	18	22	18	20	10	25	29	10	29	37	12	28	39

Would you feel comfortable or uncomfortable with a future Disney princess being...
Homosexual

Very comfortable	32	36	26	36	30	27	33	40	24	40	43	24	20	36	27	22	36	25	18
Somewhat comfortable	17	18	16	16	19	18	16	14	17	17	18	17	14	18	17	15	18	15	15
TOTAL COMFORTABLE	49	54	42	52	49	45	49	54	41	57	61	41	34	54	44	37	54	40	33
Somewhat uncomfortable	14	15	13	10	15	16	15	12	17	11	12	16	13	14	15	12	13	16	16
Very uncomfortable	20	18	23	19	21	21	19	14	24	15	14	24	23	19	20	22	18	22	22
TOTAL UNCOMFORTABLE	34	33	36	29	36	37	34	26	41	26	26	40	36	33	35	34	31	38	38
Don't know	17	14	21	19	15	17	17	21	17	17	13	18	30	13	21	29	14	21	29
Overweight																			
Very comfortable	27	29	24	30	26	24	28	30	24	29	35	21	17	31	22	14	31	21	11
Somewhat comfortable	25	25	25	25	26	28	23	24	27	24	27	24	21	26	23	24	27	24	20
TOTAL COMFORTABLE	52	54	49	55	52	52	51	54	51	53	62	45	38	57	45	38	58	45	31
Somewhat uncomfortable	20	21	19	17	21	23	20	16	21	19	18	22	17	20	21	19	19	21	24
Very uncomfortable	12	12	12	12	14	10	11	9	12	12	9	14	16	11	13	16	11	14	17
TOTAL UNCOMFORTABLE	32	33	31	29	35	33	31	25	33	31	27	36	33	31	34	35	30	35	41
Don't know	16	13	20	16	14	15	18	21	16	16	11	19	28	12	21	27	12	21	28

Sample Size: 3756 GB Adults
Fieldwork: 28th May - 1st June 2018

	The Princess and the Frog			Tangled			Beauty and the Beast (1991)			Brave			Cinderella (1950)			
	Total	Have watched	Have not watched	Don't know/can't recall	Have watched	Have not watched	Don't know/can't recall	Have watched	Have not watched	Don't know/can't recall	Have watched	Have not watched	Don't know/can't recall	Have watched	Have not watched	Don't know/can't recall
Weighted Sample	3756	776	2621	360	1247	2297	212	1923	1589	243	1242	2277	237	2250	1173	333
Unweighted Sample	3756	777	2641	338	1255	2294	207	1925	1596	235	1254	2278	224	2285	1153	318
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following, if any, do you think a future Disney princess should be? Please tick all that apply

Kind	60	68	59	53	71	56	45	70	51	44	68	57	49	69	48	47
Intelligent	57	66	56	47	68	53	44	67	48	42	67	53	46	66	45	42
Confident	56	66	55	46	67	51	43	65	48	42	65	53	41	64	45	44
Independent	52	61	50	46	63	46	41	62	42	38	62	47	38	60	38	40
Brave	47	61	44	37	62	40	35	57	38	29	61	41	38	56	34	35
Adventurous	43	56	41	34	55	38	31	52	35	30	55	38	30	51	32	30
Funny	41	52	39	37	52	37	31	49	34	29	52	37	29	49	29	32
Ambitious	38	52	35	31	52	32	23	48	28	28	49	34	24	44	30	30
Talented	31	37	29	25	35	29	25	36	25	24	37	28	22	34	25	26
Beautiful	22	26	21	22	24	21	21	25	18	18	22	22	20	25	18	16
Sassy	17	24	15	12	24	13	13	21	13	10	24	14	10	20	12	10
Rebellious	13	19	11	10	17	11	9	16	9	12	19	10	9	15	9	10
Obedient	7	10	7	6	8	7	6	8	7	6	7	8	6	8	8	4
None of these	3	1	3	2	1	3	3	1	4	3	1	3	3	1	5	2
Don't know	19	7	21	27	8	23	33	9	27	37	11	21	33	11	29	35

Would you feel comfortable or uncomfortable with a future Disney princess being...
Homosexual

Very comfortable	32	44	29	23	43	27	17	39	24	18	43	28	13	37	25	18
Somewhat comfortable	17	19	17	14	19	16	13	18	16	16	18	17	14	18	16	16
TOTAL COMFORTABLE	49	63	46	37	62	43	30	57	40	34	61	45	27	55	41	34
Somewhat uncomfortable	14	11	16	13	11	16	13	14	15	12	13	15	12	14	15	14
Very uncomfortable	20	16	21	20	14	23	21	16	25	20	15	22	23	18	22	22
TOTAL UNCOMFORTABLE	34	27	37	33	25	39	34	30	40	32	28	37	35	32	37	36
Don't know	17	11	17	29	12	18	35	13	19	34	12	18	38	13	22	30
Overweight																
Very comfortable	27	39	24	18	36	23	15	34	21	10	36	24	11	32	20	13
Somewhat comfortable	25	23	26	22	26	25	19	27	24	21	28	25	17	27	23	23
TOTAL COMFORTABLE	52	62	50	40	62	48	34	61	45	31	64	49	28	59	43	36
Somewhat uncomfortable	20	19	21	17	18	22	15	18	22	21	16	22	18	19	22	21
Very uncomfortable	12	9	12	15	9	13	19	10	14	14	9	13	19	11	13	14
TOTAL UNCOMFORTABLE	32	28	33	32	27	35	34	28	36	35	25	35	37	30	35	35
Don't know	16	9	16	29	10	18	32	11	19	34	11	17	35	11	22	28

Sample Size: 3756 GB Adults
Fieldwork: 28th May - 1st June 2018

	Snow White and the Seven Dwarves			Pocahontas			Mulan			Frozen			The Little Mermaid			
Total	Have watched	Have not watched	Don't know/can't recall	Have watched	Have not watched	Don't know/can't recall	Have watched	Have not watched	Don't know/can't recall	Have watched	Have not watched	Don't know/can't recall	Have watched	Have not watched	Don't know/can't recall	
Weighted Sample	3756	2786	767	203	1419	2072	265	1079	2419	258	1927	1702	126	1620	1861	275
Unweighted Sample	3756	2828	742	186	1428	2077	251	1080	2429	247	1934	1702	120	1611	1876	269
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following, if any, do you think a future Disney princess should be? Please tick all that apply

Kind	60	66	44	37	67	57	51	68	59	47	69	52	37	68	55	51
Intelligent	57	63	41	37	65	53	45	67	54	45	66	49	34	66	51	48
Confident	56	62	41	35	64	52	43	66	53	41	64	49	31	64	50	46
Independent	52	57	36	32	61	47	41	65	47	42	60	44	32	62	44	44
Brave	47	53	30	29	58	41	38	61	42	35	58	36	26	58	38	41
Adventurous	43	49	28	23	53	38	33	56	39	29	53	34	24	54	36	32
Funny	41	47	26	25	50	37	33	50	38	33	50	33	18	51	34	35
Ambitious	38	42	27	25	49	32	26	51	33	29	47	29	19	50	29	32
Talented	31	33	23	20	35	29	22	36	29	24	36	25	21	36	26	28
Beautiful	22	24	16	14	26	20	21	23	22	19	26	18	20	24	20	25
Sassy	17	19	11	8	23	13	10	24	14	12	21	13	11	23	13	13
Rebellious	13	14	8	12	17	10	10	18	11	10	16	9	10	16	10	12
Obedient	7	7	7	5	7	7	7	7	7	7	8	6	8	7	7	9
None of these	3	1	6	4	2	3	2	1	3	3	1	4	4	1	4	2
Don't know	19	14	31	43	9	24	33	9	22	32	10	27	43	10	25	29

Would you feel comfortable or uncomfortable with a future Disney princess being...

Homosexual

Very comfortable	32	35	24	15	40	28	17	45	27	16	37	26	13	43	24	20
Somewhat comfortable	17	17	17	16	18	17	15	18	17	15	17	17	11	18	17	14
TOTAL COMFORTABLE	49	52	41	31	58	45	32	63	44	31	54	43	24	61	41	34
Somewhat uncomfortable	14	14	15	13	13	15	15	12	16	12	14	15	9	12	16	13
Very uncomfortable	20	20	19	20	16	23	21	13	23	21	19	20	23	14	24	23
TOTAL UNCOMFORTABLE	34	34	34	33	29	38	36	25	39	33	33	35	32	26	40	36
Don't know	17	13	25	36	13	18	32	12	17	36	12	20	43	13	18	30

Overweight

Very comfortable	27	30	20	9	35	23	13	39	23	14	32	22	10	35	21	17
Somewhat comfortable	25	26	23	21	25	25	21	25	26	19	27	24	12	27	24	21
TOTAL COMFORTABLE	52	56	43	30	60	48	34	64	49	33	59	46	22	62	45	38
Somewhat uncomfortable	20	20	20	23	18	22	18	17	22	15	20	21	15	18	22	17
Very uncomfortable	12	12	12	14	10	12	17	9	13	19	10	13	22	9	14	16
TOTAL UNCOMFORTABLE	32	32	32	37	28	34	35	26	35	34	30	34	37	27	36	33
Don't know	16	12	25	34	11	17	31	11	17	32	11	20	41	11	19	28

Sample Size: 3756 GB Adults
Fieldwork: 28th May - 1st June 2018

	Moana			Important for Disney Princesses to be role models		
	Total	Have watched	Have not watched	Don't know/can't recall	TOTAL IMPORTANT	TOTAL NOT IMPORTANT
Weighted Sample	3756	876	2705	175	2509	824
Unweighted Sample	3756	885	2704	167	2584	801
	%	%	%	%	%	%

Which of the following, if any, do you think a future Disney princess should be? Please tick all that apply

Kind	60	72	58	40	74	39
Intelligent	57	70	54	39	69	41
Confident	56	69	53	35	68	41
Independent	52	65	49	33	63	36
Brave	47	63	43	28	59	30
Adventurous	43	56	40	27	52	31
Funny	41	53	38	28	50	28
Ambitious	38	54	34	23	47	24
Talented	31	38	29	23	38	19
Beautiful	22	24	21	23	27	14
Sassy	17	23	15	11	21	10
Rebellious	13	18	11	9	15	10
Obedient	7	9	7	8	9	5
None of these	3	1	3	4	0	10
Don't know	19	7	21	40	7	28

Would you feel comfortable or uncomfortable with a future Disney princess being...
Homosexual

Very comfortable	32	45	29	14	36	27
Somewhat comfortable	17	19	17	11	19	16
TOTAL COMFORTABLE	49	64	46	25	55	43
Somewhat uncomfortable	14	11	15	10	16	13
Very uncomfortable	20	14	22	24	20	22
TOTAL UNCOMFORTABLE	34	25	37	34	36	35
Don't know	17	11	17	41	9	22
Overweight						
Very comfortable	27	38	24	9	30	23
Somewhat comfortable	25	26	25	15	27	23
TOTAL COMFORTABLE	52	64	49	24	57	46
Somewhat uncomfortable	20	16	21	17	22	18
Very uncomfortable	12	9	12	20	12	15
TOTAL UNCOMFORTABLE	32	25	33	37	34	33
Don't know	16	11	16	40	8	21

Sample Size: 3756 GB Adults
Fieldwork: 28th May - 1st June 2018

	Vote in 2017				EU Ref 2016		Gender		Age						Male						Female					
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-24	25-34	35-44	45-54	55-64	65+	18-24	25-34	35-44	45-54	55-64	65+
Weighted Sample	3756	1288	1232	229	1476	1604	1818	1938	421	561	640	673	601	860	210	231	343	346	298	391	210	330	298	327	303	470
Unweighted Sample	3756	1325	1198	234	1627	1598	1602	2154	346	538	601	663	618	990	96	181	273	302	290	460	250	357	328	361	328	530
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
A feminist																										
Very comfortable	30	18	44	48	44	18	24	35	44	39	34	27	28	18	35	31	28	22	22	16	52	45	41	32	34	19
Somewhat comfortable	23	26	23	20	25	25	20	25	16	21	24	24	25	25	12	21	21	22	21	22	19	22	27	25	28	28
TOTAL COMFORTABLE	53	44	67	68	69	43	44	60	60	58	51	53	43	47	47	52	49	44	43	38	71	67	68	57	62	47
Somewhat uncomfortable	16	22	12	12	12	22	17	16	14	13	13	16	17	22	18	11	14	16	17	24	11	13	12	17	16	21
Very uncomfortable	13	18	7	7	7	17	17	9	15	10	12	13	12	17	22	16	15	17	15	19	8	7	7	9	8	15
TOTAL UNCOMFORTABLE	29	40	19	19	19	39	34	25	29	23	25	29	29	39	40	27	29	33	32	43	19	20	19	26	24	36
Don't know	18	17	13	14	13	19	21	15	11	16	17	21	20	19	13	21	22	23	25	20	9	13	12	18	14	17
From an ethnic minority																										
Very comfortable	52	39	67	67	66	39	44	59	66	65	63	50	46	33	56	55	57	43	36	28	77	72	70	58	55	37
Somewhat comfortable	22	29	18	18	20	26	22	22	15	17	18	23	25	31	18	19	15	24	26	28	11	15	20	21	24	33
TOTAL COMFORTABLE	74	68	85	85	86	65	66	81	81	82	81	73	71	64	74	74	72	67	62	56	88	87	90	79	79	70
Somewhat uncomfortable	5	9	2	2	2	8	6	5	4	3	3	5	6	9	5	4	5	4	6	11	4	2	2	6	5	7
Very uncomfortable	5	8	2	2	2	8	7	3	4	4	3	5	5	8	7	4	5	8	7	11	2	3	0	3	4	6
TOTAL UNCOMFORTABLE	10	17	4	4	4	16	13	8	8	7	6	10	11	17	12	8	10	12	13	22	6	5	2	9	9	13
Don't know	16	16	11	11	10	18	20	11	11	12	13	17	19	19	15	18	18	21	26	22	6	8	8	12	12	17
40 years old or older																										
Very comfortable	35	26	45	42	45	27	33	36	38	40	44	39	32	21	35	33	46	37	30	21	41	46	43	41	34	20
Somewhat comfortable	25	27	25	22	24	27	25	26	24	25	24	28	27	25	22	25	22	26	25	26	25	25	26	30	28	23
TOTAL COMFORTABLE	60	53	70	64	69	54	58	62	62	65	68	67	59	46	57	58	68	63	55	47	66	71	69	71	62	43
Somewhat uncomfortable	14	18	11	15	13	16	13	16	17	13	10	9	12	23	19	15	9	8	9	21	15	12	12	9	15	25
Very uncomfortable	7	10	4	5	4	9	6	7	5	5	4	5	8	12	4	6	3	5	7	10	6	4	4	5	9	13
TOTAL UNCOMFORTABLE	21	28	15	20	17	25	19	23	22	18	14	14	20	35	23	21	12	13	16	31	21	16	16	14	24	38
Don't know	19	18	15	16	14	20	23	15	16	16	17	20	22	20	19	22	20	25	29	21	13	12	14	14	15	19
A parent																										
Very comfortable	44	34	58	55	55	35	41	47	55	58	55	43	39	27	49	53	53	40	35	27	61	61	57	46	43	26
Somewhat comfortable	26	29	24	22	23	29	26	26	23	22	20	29	29	29	25	24	19	30	30	27	21	20	22	28	29	30
TOTAL COMFORTABLE	70	63	82	77	78	64	67	73	78	80	75	72	68	56	74	77	72	70	65	54	82	81	79	74	72	56
Somewhat uncomfortable	8	12	5	5	7	10	7	9	7	6	6	6	8	15	9	5	5	5	6	13	5	6	8	7	9	15
Very uncomfortable	4	6	2	4	2	6	4	4	4	1	2	4	4	8	2	0	3	4	3	8	5	2	1	5	4	8
TOTAL UNCOMFORTABLE	12	18	7	9	9	16	11	13	11	7	8	10	12	23	11	5	8	9	9	21	10	8	9	12	13	23
Don't know	18	19	12	14	13	20	22	14	12	13	16	18	20	22	15	17	21	22	26	25	9	11	11	14	15	20

Sample Size: 3756 GB Adults
Fieldwork: 28th May - 1st June 2018

	Social Grade			Region					Parent		The Little Mermaid			Sleeping Beauty			Aladdin		
	Total	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	Yes	No	Have watched	Have not watched	Don't know/can't recall	Have watched	Have not watched	Don't know/can't recall	Have watched	Have not watched	Don't know/can't recall
Weighted Sample	3756	2141	1615	503	1217	804	905	327	1961	1622	1620	1861	275	2243	1215	297	2294	1225	236
Unweighted Sample	3756	2252	1504	355	1310	823	927	341	2056	1530	1611	1876	269	2272	1202	282	2280	1241	235
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
A feminist																			
Very comfortable	30	35	23	37	29	25	31	32	24	36	38	24	23	34	25	18	33	25	20
Somewhat comfortable	23	24	21	23	24	26	21	20	26	19	25	22	15	24	21	20	24	21	21
TOTAL COMFORTABLE	53	59	44	60	53	51	52	52	50	55	63	46	38	58	46	38	57	46	41
Somewhat uncomfortable	16	16	17	13	17	16	18	16	19	14	14	19	14	16	17	15	16	18	15
Very uncomfortable	13	11	16	11	14	14	12	12	13	14	10	16	17	12	15	15	12	15	13
TOTAL UNCOMFORTABLE	29	27	33	24	31	30	30	28	32	28	24	35	31	28	32	30	28	33	28
Don't know	18	14	23	16	16	19	19	20	18	18	14	19	32	13	22	33	14	21	31
From an ethnic minority																			
Very comfortable	52	57	45	57	52	48	51	57	48	55	64	43	39	58	43	40	58	43	35
Somewhat comfortable	22	22	22	21	22	26	22	18	24	20	19	25	20	22	23	22	21	24	22
TOTAL COMFORTABLE	74	79	67	78	74	74	73	75	72	75	83	68	59	80	66	62	79	67	57
Somewhat uncomfortable	5	4	7	4	6	5	5	4	7	4	4	7	8	5	7	5	5	7	6
Very uncomfortable	5	5	6	3	6	6	5	2	5	5	3	7	6	4	7	6	4	7	8
TOTAL UNCOMFORTABLE	10	9	13	7	12	11	10	6	12	9	7	14	14	9	14	11	9	14	14
Don't know	16	12	21	15	14	15	17	20	16	15	11	18	28	11	20	28	12	20	29
40 years old or older																			
Very comfortable	35	37	32	36	34	34	34	39	31	38	41	31	24	38	32	21	38	31	21
Somewhat comfortable	25	26	24	27	26	26	26	20	27	24	26	25	21	26	24	23	26	24	23
TOTAL COMFORTABLE	60	63	56	63	60	60	60	59	58	62	67	56	45	64	56	44	64	55	44
Somewhat uncomfortable	14	15	14	13	15	15	14	14	16	13	13	15	15	15	13	17	14	15	19
Very uncomfortable	7	6	7	5	8	5	7	5	8	6	5	8	7	7	7	6	7	8	4
TOTAL UNCOMFORTABLE	21	21	21	18	23	20	21	19	24	19	18	23	22	22	20	23	21	23	23
Don't know	19	16	23	20	17	20	19	21	19	19	14	21	33	14	24	33	15	24	33
A parent																			
Very comfortable	44	48	39	46	43	42	45	48	42	46	54	37	35	49	38	32	50	36	30
Somewhat comfortable	26	26	25	26	25	28	26	22	27	25	24	28	20	26	26	24	26	27	21
TOTAL COMFORTABLE	70	74	64	72	68	70	71	70	69	71	78	65	55	75	64	56	76	63	51
Somewhat uncomfortable	8	8	9	6	11	9	7	4	9	7	6	9	12	8	8	9	8	9	12
Very uncomfortable	4	3	5	3	4	4	4	5	5	3	3	5	4	4	5	4	4	5	4
TOTAL UNCOMFORTABLE	12	11	14	9	15	13	11	9	14	10	9	14	16	12	13	13	12	14	16
Don't know	18	15	22	18	17	17	18	21	17	18	12	21	30	13	23	31	13	23	32

Sample Size: 3756 GB Adults
Fieldwork: 28th May - 1st June 2018

	The Princess and the Frog			Tangled			Beauty and the Beast (1991)			Brave			Cinderella (1950)			
	Total	Have watched	Have not watched	Don't know/can't recall	Have watched	Have not watched	Don't know/can't recall	Have watched	Have not watched	Don't know/can't recall	Have watched	Have not watched	Don't know/can't recall	Have watched	Have not watched	Don't know/can't recall
Weighted Sample	3756	776	2621	360	1247	2297	212	1923	1589	243	1242	2277	237	2250	1173	333
Unweighted Sample	3756	777	2641	338	1255	2294	207	1925	1596	235	1254	2278	224	2285	1153	318
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
A feminist																
Very comfortable	30	38	29	22	37	27	19	36	24	19	38	27	17	35	22	19
Somewhat comfortable	23	26	23	19	25	22	20	25	21	18	23	23	20	25	21	19
TOTAL COMFORTABLE	53	64	52	41	62	49	39	61	45	37	61	50	37	60	43	38
Somewhat uncomfortable	16	14	17	17	15	18	13	15	18	13	14	18	14	15	18	17
Very uncomfortable	13	10	14	13	10	15	14	11	16	14	11	14	15	12	16	14
TOTAL UNCOMFORTABLE	29	24	31	30	25	33	27	26	34	27	25	32	29	27	34	31
Don't know	18	12	18	29	13	19	35	13	21	37	14	18	34	13	23	31
From an ethnic minority																
Very comfortable	52	67	49	41	67	46	31	63	41	36	66	46	30	59	40	40
Somewhat comfortable	22	17	24	19	17	25	23	20	25	18	17	25	21	21	25	21
TOTAL COMFORTABLE	74	84	73	60	84	71	54	83	66	54	83	71	51	80	65	61
Somewhat uncomfortable	5	4	6	6	4	6	7	3	8	7	4	6	9	4	7	6
Very uncomfortable	5	3	6	5	3	6	7	4	7	6	3	6	6	4	6	5
TOTAL UNCOMFORTABLE	10	7	12	11	7	12	14	7	15	13	7	12	15	8	13	11
Don't know	16	9	16	29	10	17	33	10	19	34	11	16	34	11	21	28
40 years old or older																
Very comfortable	35	42	34	25	42	32	20	39	31	19	42	32	19	39	30	21
Somewhat comfortable	25	26	26	19	26	25	22	27	24	20	26	26	19	27	24	23
TOTAL COMFORTABLE	60	68	60	44	68	57	42	66	55	39	68	58	38	66	54	44
Somewhat uncomfortable	14	14	14	18	13	15	14	13	16	17	12	16	14	14	15	16
Very uncomfortable	7	6	7	6	6	7	8	6	7	6	5	7	8	7	7	6
TOTAL UNCOMFORTABLE	21	20	21	24	19	22	22	19	23	23	17	23	22	21	22	22
Don't know	19	13	19	33	13	20	36	14	22	39	14	19	39	14	24	34
A parent																
Very comfortable	44	57	41	36	57	39	28	53	36	28	54	40	29	50	37	32
Somewhat comfortable	26	24	27	19	24	27	23	25	27	20	26	26	19	26	26	25
TOTAL COMFORTABLE	70	81	68	55	81	66	51	78	63	48	80	66	48	76	63	57
Somewhat uncomfortable	8	6	9	9	6	10	9	7	9	8	6	10	9	8	9	7
Very uncomfortable	4	3	4	4	2	5	4	3	5	5	2	5	4	4	5	2
TOTAL UNCOMFORTABLE	12	9	13	13	8	15	13	10	14	13	8	15	13	12	14	9
Don't know	18	10	18	32	11	20	35	12	22	40	12	19	39	12	24	33

Sample Size: 3756 GB Adults
Fieldwork: 28th May - 1st June 2018

	Snow White and the Seven Dwarves			Pocahontas			Mulan			Frozen			The Little Mermaid			
	Total	Have watched	Have not watched	Don't know/can't recall	Have watched	Have not watched	Don't know/can't recall	Have watched	Have not watched	Don't know/can't recall	Have watched	Have not watched	Don't know/can't recall	Have watched	Have not watched	Don't know/can't recall
Weighted Sample	3756	2786	767	203	1419	2072	265	1079	2419	258	1927	1702	126	1620	1861	275
Unweighted Sample	3756	2828	742	186	1428	2077	251	1080	2429	247	1934	1702	120	1611	1876	269
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
A feminist																
Very comfortable	30	33	22	17	37	27	19	41	26	17	35	25	14	38	24	23
Somewhat comfortable	23	24	19	17	25	22	19	23	23	18	25	21	15	25	22	15
TOTAL COMFORTABLE	53	57	41	34	62	49	38	64	49	35	60	46	29	63	46	38
Somewhat uncomfortable	16	16	17	16	14	18	15	13	18	16	15	19	8	14	19	14
Very uncomfortable	13	13	14	14	11	14	14	10	14	16	12	14	19	10	16	17
TOTAL UNCOMFORTABLE	29	29	31	30	25	32	29	23	32	32	27	33	27	24	35	31
Don't know	18	14	27	36	13	19	33	13	18	32	13	21	44	14	19	32
From an ethnic minority																
Very comfortable	52	57	38	33	63	46	36	68	46	37	60	44	28	64	43	39
Somewhat comfortable	22	22	23	21	18	25	23	17	25	20	21	25	12	19	25	20
TOTAL COMFORTABLE	74	79	61	54	81	71	59	85	71	57	81	69	40	83	68	59
Somewhat uncomfortable	5	5	8	6	5	6	7	4	6	6	5	6	8	4	7	8
Very uncomfortable	5	5	6	7	4	6	4	2	7	6	4	7	10	3	7	6
TOTAL UNCOMFORTABLE	10	10	14	13	9	12	11	6	13	12	9	13	18	7	14	14
Don't know	16	12	25	34	11	17	30	10	17	31	11	19	42	11	18	28
40 years old or older																
Very comfortable	35	38	29	15	41	32	21	43	32	24	38	32	15	41	31	24
Somewhat comfortable	25	26	24	21	26	26	21	25	26	20	26	25	18	26	25	21
TOTAL COMFORTABLE	60	64	53	36	67	58	42	68	58	44	64	57	33	67	56	45
Somewhat uncomfortable	14	14	14	19	13	15	16	12	16	13	15	14	11	13	15	15
Very uncomfortable	7	7	6	4	6	7	6	5	7	7	6	7	7	5	8	7
TOTAL UNCOMFORTABLE	21	21	20	23	19	22	22	17	23	20	21	21	18	18	23	22
Don't know	19	15	28	41	14	20	36	14	19	36	14	22	50	14	21	33
A parent																
Very comfortable	44	48	35	25	54	39	30	58	39	34	51	37	27	54	37	35
Somewhat comfortable	26	26	26	22	23	28	19	22	28	17	26	26	13	24	28	20
TOTAL COMFORTABLE	70	74	61	47	77	67	49	80	67	51	77	63	40	78	65	55
Somewhat uncomfortable	8	8	9	13	7	9	11	6	10	8	8	9	7	6	9	12
Very uncomfortable	4	4	4	3	4	4	5	3	4	5	3	5	4	3	5	4
TOTAL UNCOMFORTABLE	12	12	13	16	11	13	16	9	14	13	11	14	11	9	14	16
Don't know	18	14	27	37	13	19	34	11	19	36	12	22	49	12	21	30

Sample Size: 3756 GB Adults
Fieldwork: 28th May - 1st June 2018

	Moana				Important for Disney Princesses to be role models	
	Total	Have watched	Have not watched	Don't know/can't recall	TOTAL IMPORTANT	TOTAL NOT IMPORTANT
Weighted Sample	3756	876	2705	175	2509	824
Unweighted Sample	3756	885	2704	167	2584	801
	%	%	%	%	%	%

A feminist

Very comfortable	30	40	28	13	34	25
Somewhat comfortable	23	25	23	20	26	20
TOTAL COMFORTABLE	53	65	51	33	60	45
Somewhat uncomfortable	16	12	18	9	18	16
Very uncomfortable	13	11	14	19	12	17
TOTAL UNCOMFORTABLE	29	23	32	28	30	33
Don't know	18	13	18	39	10	22

From an ethnic minority

Very comfortable	52	68	48	26	60	42
Somewhat comfortable	22	17	24	20	23	23
TOTAL COMFORTABLE	74	85	72	46	83	65
Somewhat uncomfortable	5	3	6	7	6	7
Very uncomfortable	5	2	6	7	5	8
TOTAL UNCOMFORTABLE	10	5	12	14	11	15
Don't know	16	9	16	41	7	21

40 years old or older

Very comfortable	35	45	33	17	39	32
Somewhat comfortable	25	25	26	19	28	24
TOTAL COMFORTABLE	60	70	59	36	67	56
Somewhat uncomfortable	14	12	16	11	16	13
Very uncomfortable	7	6	7	8	7	7
TOTAL UNCOMFORTABLE	21	18	23	19	23	20
Don't know	19	13	19	45	10	24

A parent

Very comfortable	44	58	41	25	50	39
Somewhat comfortable	26	24	27	18	28	24
TOTAL COMFORTABLE	70	82	68	43	78	63
Somewhat uncomfortable	8	5	9	9	9	8
Very uncomfortable	4	3	5	4	4	5
TOTAL UNCOMFORTABLE	12	8	14	13	13	13
Don't know	18	10	19	44	9	24