

Leger

REPORT

SAG-AFTRA STRIKE AND AI

Survey of Americans

LA Times

DATE 2023-08-03



Methodology



Method

An online survey among respondents 18 years of age or older (n= 1,002).

Respondents were randomly recruited using LEO's online panel.



When

July 28 to
July 30, 2023



Margin of error

For comparison purposes, a probability sample of this size yields a margin of error no greater than $\pm 3.1\%$, (19 times out of 20).



Weighting

Results were weighted according to **age, gender, region, education, ethnicity and number of people in the household** in order to ensure a representative sample of the American population.

Methodology



Significant differences

Data in bold **red** characters indicate a significantly lower proportion than that of other respondents. Conversely, data in bold **green** characters indicate a significantly higher proportion than that of other respondents.



Rounded data

The numbers presented have been rounded up. However, the numbers before rounding were used to calculate the sums presented and might therefore not correspond to the manual addition of these numbers.



Questions

Have questions about the data presented in this report? Please contact Christian Bourque, Executive Vice-President, Eastern Canada at the following e-mail addresses: cbourque@leger360.com

A more detailed methodology is presented in the Appendix.

Methodology

Leger is the polling firm that has presented the most accurate election survey data, on average, over the last ten years in Canada. During the last federal election in 2021, Leger was once again **the most accurate firm in the country**. This accuracy is attributed to the quality of the LEO panel and rigorous application of methodological rules by Leger's 600 employees, including 200 professionals in Leger's eight offices across Canada (Montreal, Toronto, Quebec City, Winnipeg, Calgary, Edmonton and Vancouver) and in the United States (New York).

Poll aggregator 338Canada.com gave Leger the highest rating among all polling firms in Canada for the accuracy of its studies. See <https://338canada.com/pollster-ratings.htm>

2021 CANADIAN FEDERAL ELECTION



LEGER SURVEY

Published in *Le Journal de Montréal*
and *The National Post/Postmedia*
September 18, 2021

33%

32%

19%

7%

6%

2%

OFFICIAL RESULTS

2021 Canadian Federal Election*

33.7%

32.6%

17.8%

7.7%

5.0%

2.3%

REPORT

Detailed Results

SAG-AFTRA STRIKE

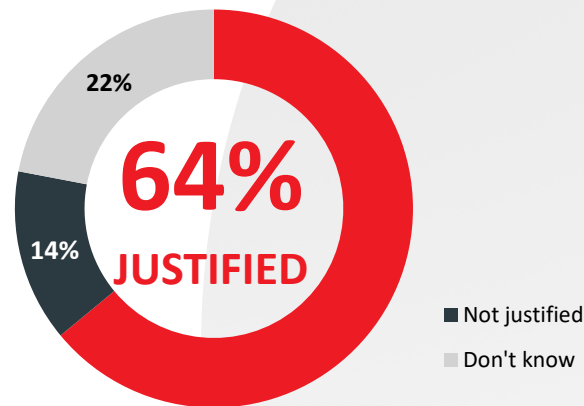


NEW QUESTION

Concern about AI's role

Q6. One of the issues in the strike is artificial intelligence (AI). Actors and writers fear that some of their work will be replaced by computer-generated images or text and want strict limits in their contract. Do you believe the writers and actors are justified in pressing this issue or should they not push this issue?

Base: All respondents (n=1,002)

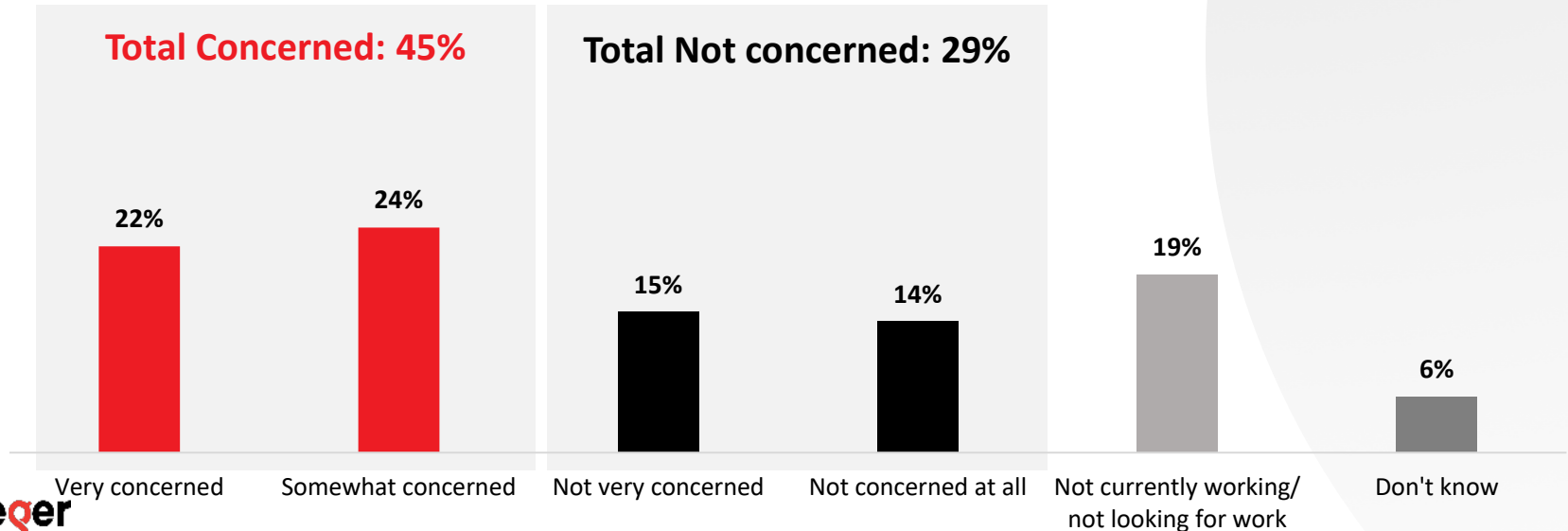


	Total	Northeast	Midwest	South	West	18-34	35-54	55+	Male	Female
Weighted n=	1,002	180	204	384	234	274	319	409	479	523
Unweighted n=	1,002	222	217	317	246	186	342	474	500	502
Justified	64%	64%	58%	66%	67%	61%	64%	67%	60%	68%
Not justified	14%	19%	16%	14%	9%	18%	11%	14%	19%	9%
Don't know	22%	17%	26%	21%	23%	22%	25%	19%	21%	23%

Concern about AI in line of work (1/2)

Q7. To what extent are you concerned or unconcerned about AI replacing human workers in your line of work?

Base: All respondents (n=1,002)



NEW QUESTION

Concern about AI in line of work (2/2)

Q7. To what extent are you concerned or unconcerned about AI replacing human workers in your line of work?

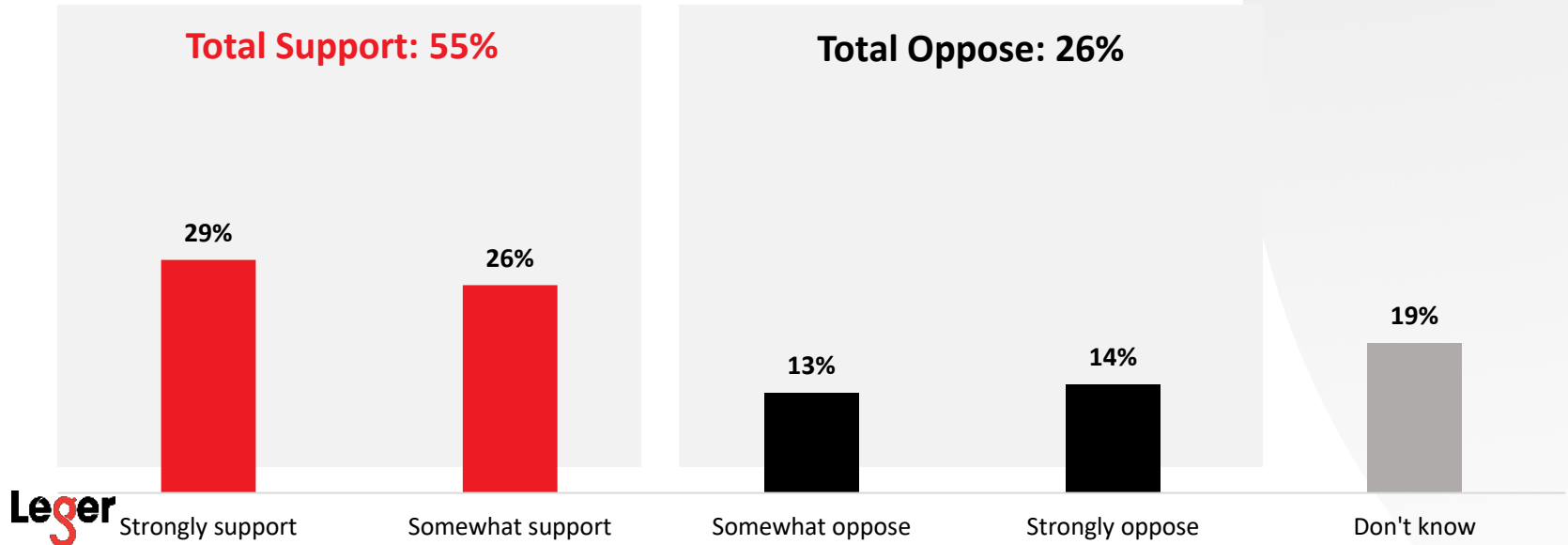
Base: All respondents (n=1,002)

	Total	North east	Midwest	South	West	18-34	35-54	55+	Male	Female
Weighted n=	1,002	180	204	384	234	274	319	409	479	523
Unweighted n=	1,002	222	217	317	246	186	342	474	500	502
NET CONCERNED	45%	38%	46%	47%	48%	57%	46%	37%	46%	45%
Very concerned	22%	24%	20%	22%	22%	20%	24%	22%	19%	24%
Somewhat concerned	24%	14%	26%	25%	26%	37%	22%	15%	26%	21%
NET NOT CONCERNED	29%	34%	29%	26%	29%	29%	34%	25%	35%	24%
Not very concerned	15%	19%	14%	12%	16%	14%	19%	12%	16%	14%
Not concerned at all	14%	15%	15%	14%	13%	16%	14%	13%	19%	10%
Not currently working/not looking for work	19%	22%	18%	20%	17%	8%	10%	34%	16%	22%
I don't know	6%	6%	7%	7%	6%	6%	10%	4%	4%	9%

Support of AI use regulation (1/2)

Q8. To what extent do you support or oppose the government regulating the use of AI?

Base: All respondents (n=1,002)



NEW QUESTION

Support of AI use regulation (2/2)

Q8. To what extent do you support or oppose the government regulating the use of AI?

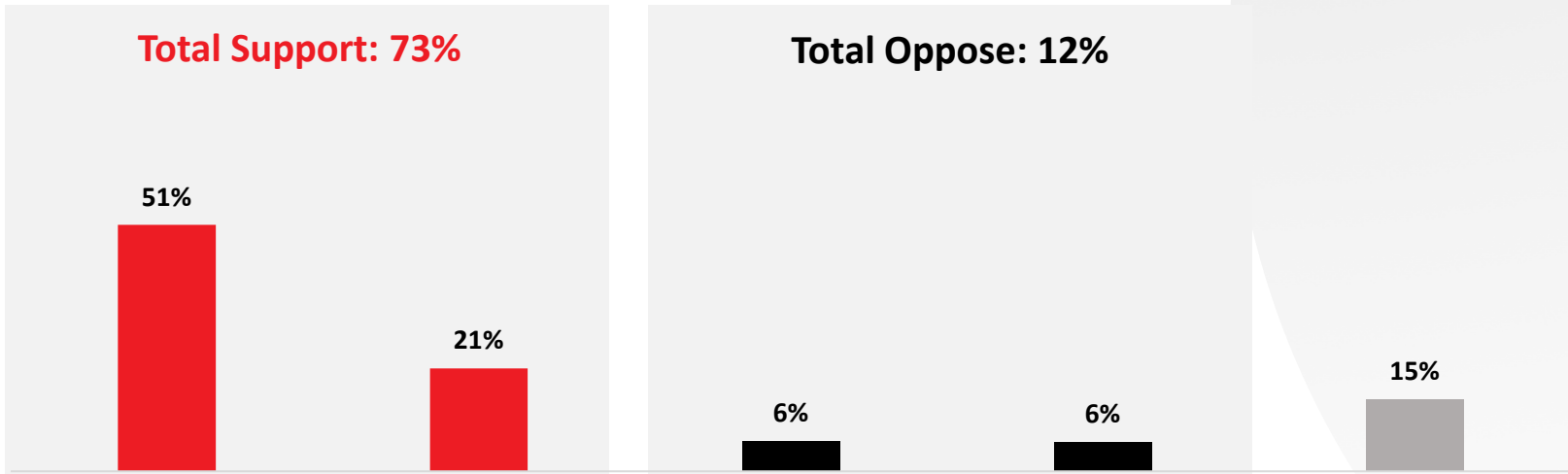
Base: All respondents (n=1,002)

	Total	North east	Midwest	South	West	18-34	35-54	55+	Male	Female
Weighted n=	1,002	180	204	384	234	274	319	409	479	523
Unweighted n=	1,002	222	217	317	246	186	342	474	500	502
NET SUPPORT	55%	56%	59%	52%	56%	47%	57%	59%	63%	48%
Strongly support	29%	32%	28%	30%	27%	21%	34%	31%	33%	26%
Somewhat support	26%	24%	30%	22%	29%	27%	24%	27%	30%	23%
NET OPPOSE	26%	28%	22%	29%	24%	34%	25%	22%	21%	31%
Somewhat oppose	13%	14%	10%	14%	12%	21%	9%	10%	11%	14%
Strongly oppose	14%	14%	12%	15%	12%	14%	15%	12%	10%	17%
Don't know	19%	16%	19%	19%	20%	18%	18%	20%	16%	21%

Support of a disclaimer on AI-generated content (1/2)

Q9. To what extent do you support or oppose including a disclaimer with all content produced by AI (such as texts, videos, images, etc.) so that everything generated by AI is clearly identified?

Base: All respondents (n=1,002)



Support of a disclaimer on AI-generated content (2/2)

Q9. To what extent do you support or oppose including a disclaimer with all content produced by AI (such as texts, videos, images, etc.) so that everything generated by AI is clearly identified?

Base: All respondents (n=1,002)

	Total	North east	Midwest	South	West	18-34	35-54	55+	Male	Female
Weighted n=	1,002	180	204	384	234	274	319	409	479	523
Unweighted n=	1,002	222	217	317	246	186	342	474	500	502
NET SUPPORT	73%	74%	69%	73%	73%	63%	71%	80%	79%	67%
Strongly support	51%	53%	46%	53%	52%	41%	46%	62%	55%	48%
Somewhat support	21%	21%	23%	21%	21%	22%	26%	18%	24%	19%
NET OPPOSE	12%	11%	12%	15%	11%	22%	13%	6%	7%	17%
Somewhat oppose	6%	4%	4%	8%	7%	14%	5%	2%	3%	10%
Strongly oppose	6%	6%	7%	6%	4%	8%	7%	4%	4%	8%
Don't know	15%	15%	19%	12%	16%	15%	16%	14%	14%	16%

NEW QUESTION

Opinion about AI and jobs

Q10. Which of the following statements better reflects your opinion about AI replacing human jobs?

Base: All respondents (n=1,002)



	Total	Northeast	Midwest	South	West	18-34	35-54	55+	Male	Female
Weighted n=	1,002	180	204	384	234	274	319	409	479	523
Unweighted n=	1,002	222	217	317	246	186	342	474	500	502
Governments must step in to regulate AI to reduce the risk of it replacing human jobs	63%	67%	61%	66%	57%	63%	67%	59%	52%	72%
AI will inevitably replace some human jobs, the market will adjust, and people will find new opportunities	37%	33%	39%	34%	43%	37%	33%	41%	48%	28%

REPORT

Detailed methodology



Weighted and Unweighted Sample

The table below presents the geographic distribution of respondents before and after weighting.

	Unweighted	Weighted
US Region		
NorthEast	222	180
MidWest	217	204
South	317	384
West	346	234

The table below presents the age and gender distribution of respondents before and after weighting.

	Unweighted	Weighted
Gender		
Male	500	479
Female	502	523
Age		
Between 18 and 29	93	184
Between 30 and 39	189	180
Between 40 and 49	169	163
Between 50 and 64	274	253
65 or older	277	222

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Online community management
- **Leger Digital**
Digital strategy and user experience
- **International Research**
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8

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