



Leger

REPORT

Actors' Strike and Change of Streaming Habits

Survey of Americans

**LA
Times**

DATE 2023-10-16

Methodology



Method

An online survey among respondents 18 years of age or older (n= 1,003).

Respondents were randomly recruited using LEO's online panel.



When

October 06 to
October 09, 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.

Key highlights (1 of 2)

The Hollywood writers' strike has ended, but the actors are still on strike. From October 6 to 9, 2023, we surveyed Americans about the impact of the strike on their watching habits, and their opinion on the situation.

Some of the key highlights of our survey about change of streaming habits and the actors' strike include...

- Scripted entertainment programs are the type of content that is the most watched by Americans; 78% watch at least one hour of scripted programs in a typical week.
- Half of Americans (48%) saw at least one movie in the theater in the past year.
- 26% of Americans report watching more videos on social media compared to two years ago, while 51% report watching about the same amount and 16% report watching less. The number is even higher among those aged 18 to 34, at 46%.
- 59% of Americans watch the same amount of scripted TV as two years ago. The number is even higher among those aged 55 or older, at 67%.
- 69% of Americans are subscribed to at least one streaming service, while 28% are not subscribed to any. The main reasons for not subscribing to streaming services are the high cost and the lack of interest in watching more programming.



Key highlights (2 of 2)

A high proportion of Americans have noticed the absence of new programs on TV

- 69% of Americans have noticed, to some extent, the absence of new programs due to the strike.
- Due to the absence of new programs, 22% switched to watching type of content other than scripted programs, 34% caught up on shows they hadn't had the chance to watch yet and 44% did not really change their habits.
- When it comes to the ongoing dispute between actors and producers, studios, and distributors, 34% of Americans side with the actors, while only 7% support the latter group. Another 29% have sympathy for both sides.



REPORT

Detailed Results

*Change in
Streaming Habits*

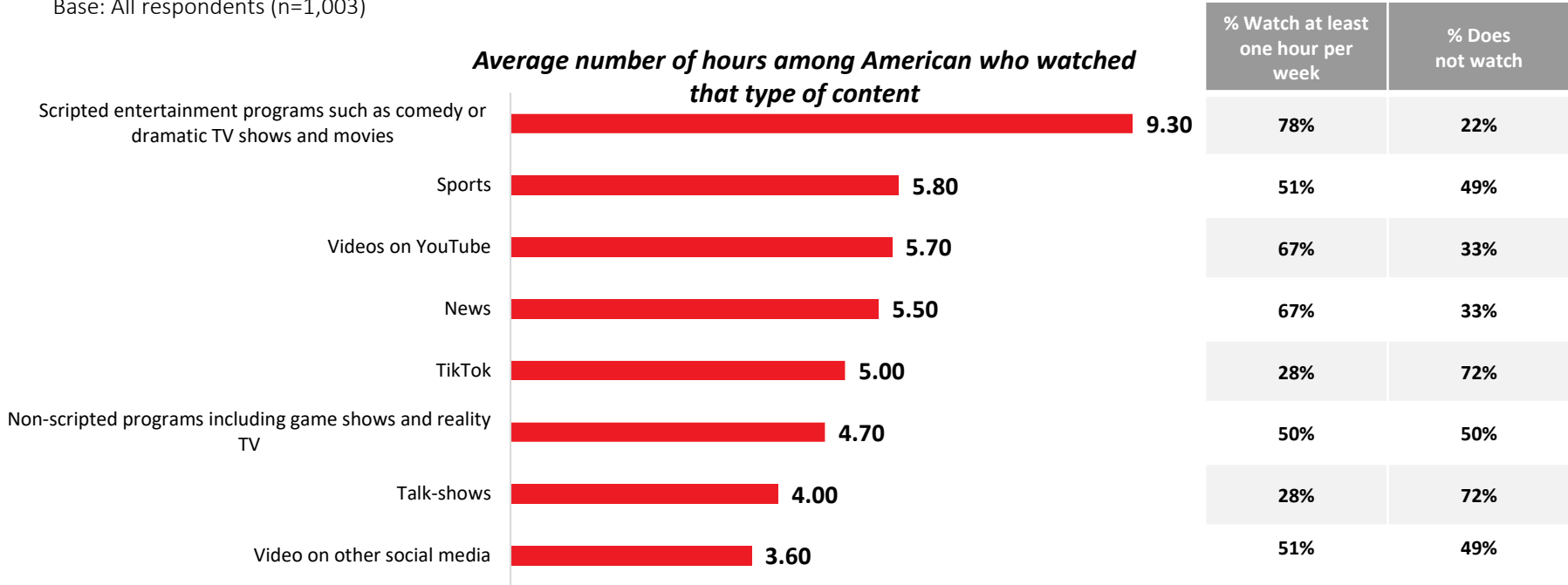


NEW QUESTION

Type of Content Watched weekly (1/2)

Q1. In a typical week, thinking about all the devices (i.e., tv, computer, tablet, cellphone) you use to watch programs, how many hours do you spend watching each of the following?

Base: All respondents (n=1,003)



NEW QUESTION

Type of Content Watched weekly (2/2)

Q1. In a typical week, thinking about all the devices (i.e., tv, computer, tablet, cellphone) you use to watch programs, how many hours do you spend watching each of the following?

Base: All respondents

Average number of hours among American who Watched that type of content

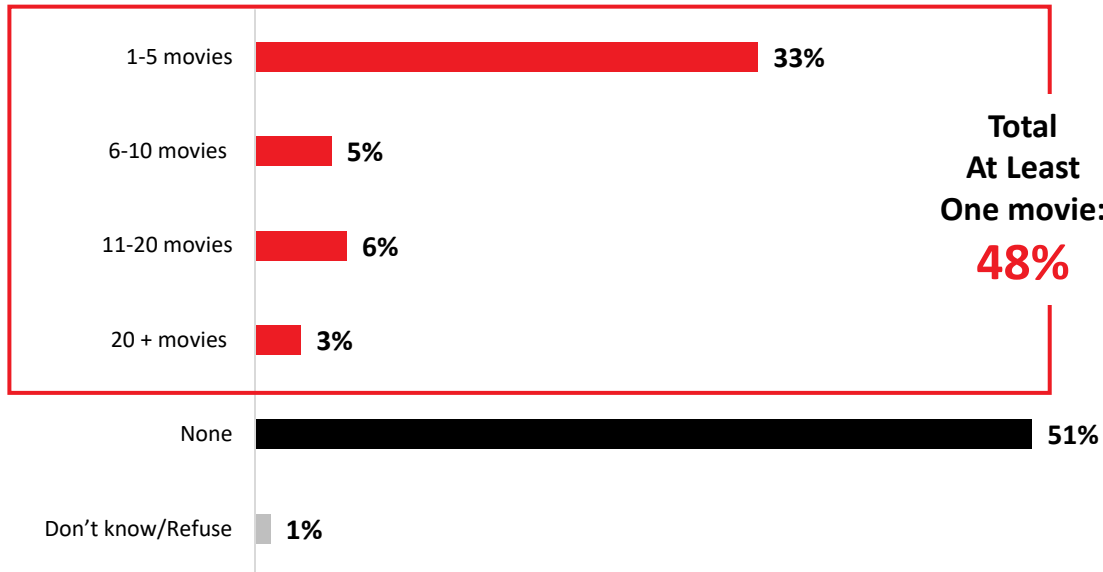
	Total	Northeast	Midwest	South	West	18-34	35-54	55+	Male	Female
Weighted n=	1,003	180	205	385	233	277	325	400	485	518
Unweighted n=	1,003	218	236	363	186	171	351	481	470	533
Scripted entertainment programs such as comedy or dramatic TV shows and movies	9,30	10,6	9,4	9,1	8,5	6,1	9,9	10,9	8,4	10,1
Sports	5,80	6,6	6,7	5,2	5,0	5,2	5,4	6,5	6,4	4,6
Videos on YouTube	5,70	4,8	5,0	7,3	4,5	5,3	7,3	4,3	6,0	5,3
News	5,50	5,4	5,9	5,6	5,1	3,0	4,8	7,1	5,8	5,1
TikTok	5,00	5,0	5,0	6,4	3,6	6,0	3,3	6,0	3,5	6,3
Non-scripted programs including game shows and reality TV	4,70	4,4	5,2	4,6	4,7	4,4	4,9	4,8	4,7	4,7
Talk-shows	4,00	3,6	3,3	4,4	3,8	3,0	3,6	5,2	4,0	3,9
Video on other social media	3,60	3,4	3,3	4,0	3,2	3,6	4,2	2,9	3,7	3,5

NEW QUESTION

Number of Movies Seen in a Theater Last Year (1/2)

Q2. Over the past 12 months, how many movies have you watched in a theater outside of your home?

Base: All respondents (n=1,003)



On Average, Americans watched **3,2 Movies** in a theater in the past 12 months.

Among Americans who watched at least one movie, the average is **6,6 movies** in the past year.

NEW QUESTION

Number of Movies Seen in a Theater Last Year (2/2)

Q2. Over the past 12 months, how many movies have you watched in a theater outside of your home?

Base: All respondents

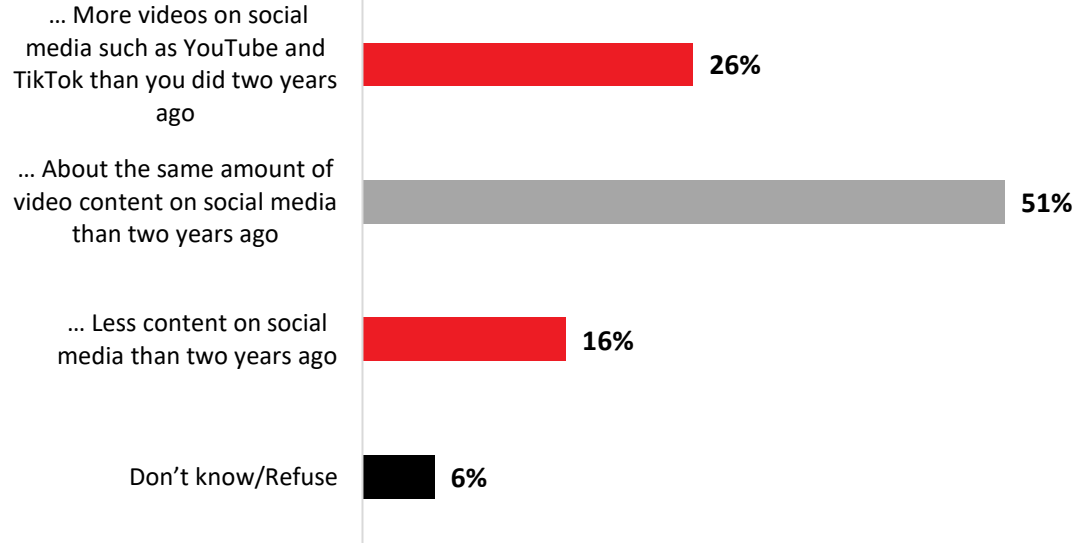
	Total	Northeast	Midwest	South	West	18-34	35-54	55+	Male	Female
Weighted n=	1,003	180	205	385	233	277	325	400	485	518
Unweighted n=	1,003	218	236	363	186	171	351	481	470	533
Total At Least one movie	48%	52%	45%	42%	56%	63%	53%	32%	53%	43%
1-5 movies	33%	36%	32%	30%	37%	49%	31%	24%	34%	32%
6-10 movies	5%	4%	6%	4%	6%	5%	8%	3%	6%	4%
11-20 movies	6%	9%	5%	4%	8%	7%	8%	4%	8%	4%
20 + movies	3%	3%	2%	3%	5%	2%	7%	1%	5%	2%
None	51%	48%	52%	58%	41%	35%	45%	67%	46%	55%
Don't know/Refuse	1%	0%	2%	1%	3%	2%	2%	0%	1%	2%

NEW QUESTION

Content on Social Media

Q3. Compared to 2 years ago, do you watch more or less video content on social media?

Base: All respondents (n=1,003)



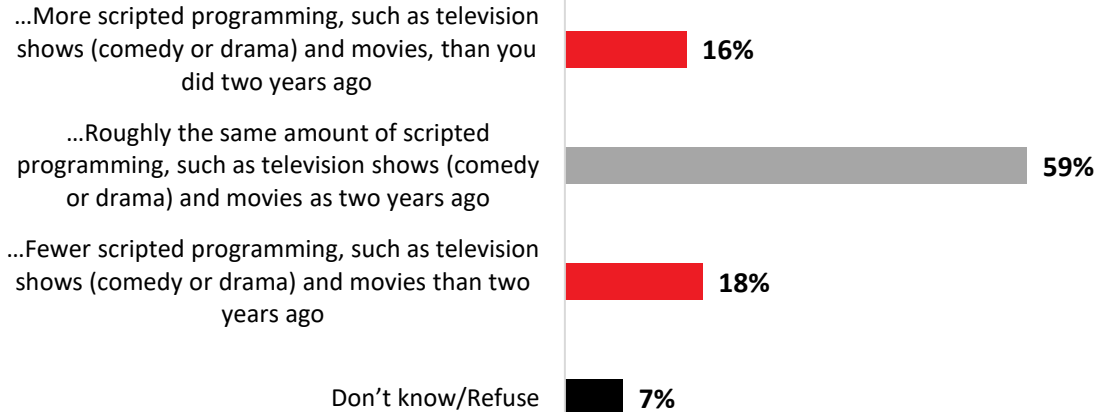
	Total	Northeast	Midwest	South	West	18-34	35-54	55+	Male	Female
Weighted n=	1,003	180	205	385	233	277	325	400	485	518
Unweighted n=	1,003	218	236	363	186	171	351	481	470	533
... More videos on social media such as YouTube and TikTok than you did two years ago	26%	34%	25%	21%	30%	46%	27%	13%	23%	30%
... About the same amount of video content on social media than two years ago	51%	48%	57%	53%	47%	40%	54%	57%	56%	47%
... Less content on social media than two years ago	16%	13%	15%	20%	13%	11%	11%	24%	16%	17%
Don't know/Refuse	6%	5%	3%	5%	10%	4%	7%	6%	5%	6%

NEW QUESTION

Watching Scripted Programming

Q4. And, compared to two years ago, would you say you watch...

Base: All respondents (n=1,003)



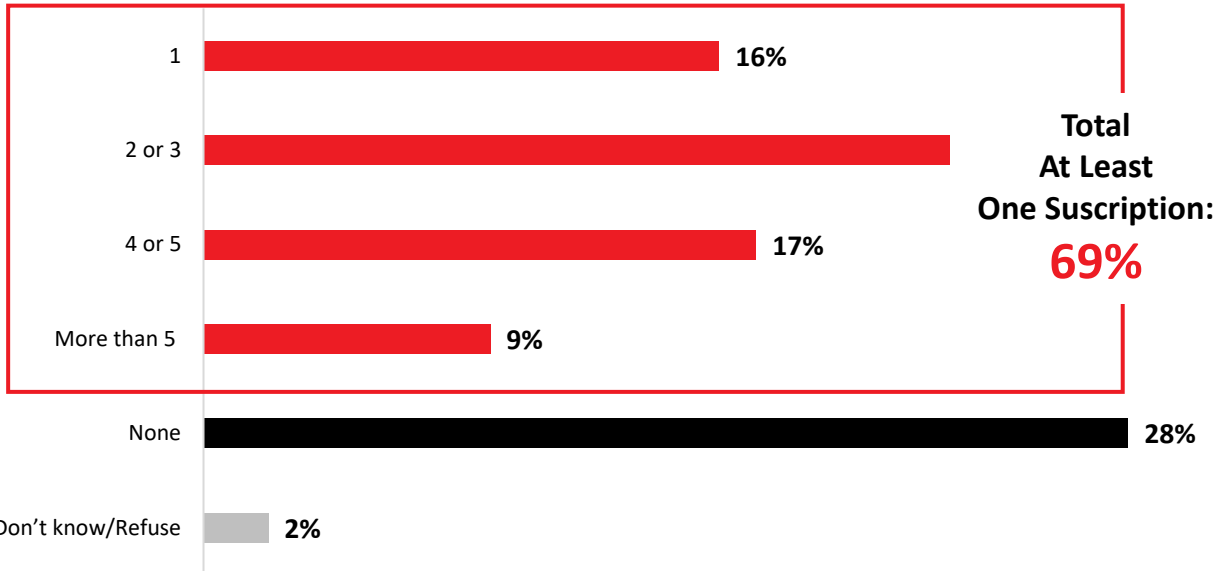
	Total	Northeast	Midwest	South	West	18-34	35-54	55+	Male	Female
Weighted n=	1,003	180	205	385	233	277	325	400	485	518
Unweighted n=	1,003	218	236	363	186	171	351	481	470	533
...More scripted programming, such as television shows (comedy or drama) and movies, than you did two years ago	16%	22%	13%	14%	16%	26%	16%	8%	17%	14%
...Roughly the same amount of scripted programming, such as television shows (comedy or drama) and movies as two years ago	59%	58%	62%	62%	54%	49%	58%	67%	59%	60%
...Fewer scripted programming, such as television shows (comedy or drama) and movies than two years ago	18%	16%	19%	19%	16%	16%	18%	19%	18%	17%
Don't know/Refuse	7%	5%	6%	6%	14%	9%	8%	6%	6%	9%

NEW QUESTION

Number of Subscriptions to Streaming Services (1/2)

Q5. How many streaming services like Netflix, Amazon Prime, Disney+, or Hulu, do you yourself or your household subscribe to?

Base: All respondents (n=1,003)



On average, Americans are subscribe to **2,3 Streaming services.**

Among Americans who are subscribed to at least one platform, the average is **3,3.**

NEW QUESTION

Number of Subscriptions to Streaming Services (2/2)

Q5. How many streaming services like Netflix, Amazon Prime, Disney+, or Hulu, do you yourself or your household subscribe to?

Base: All respondents

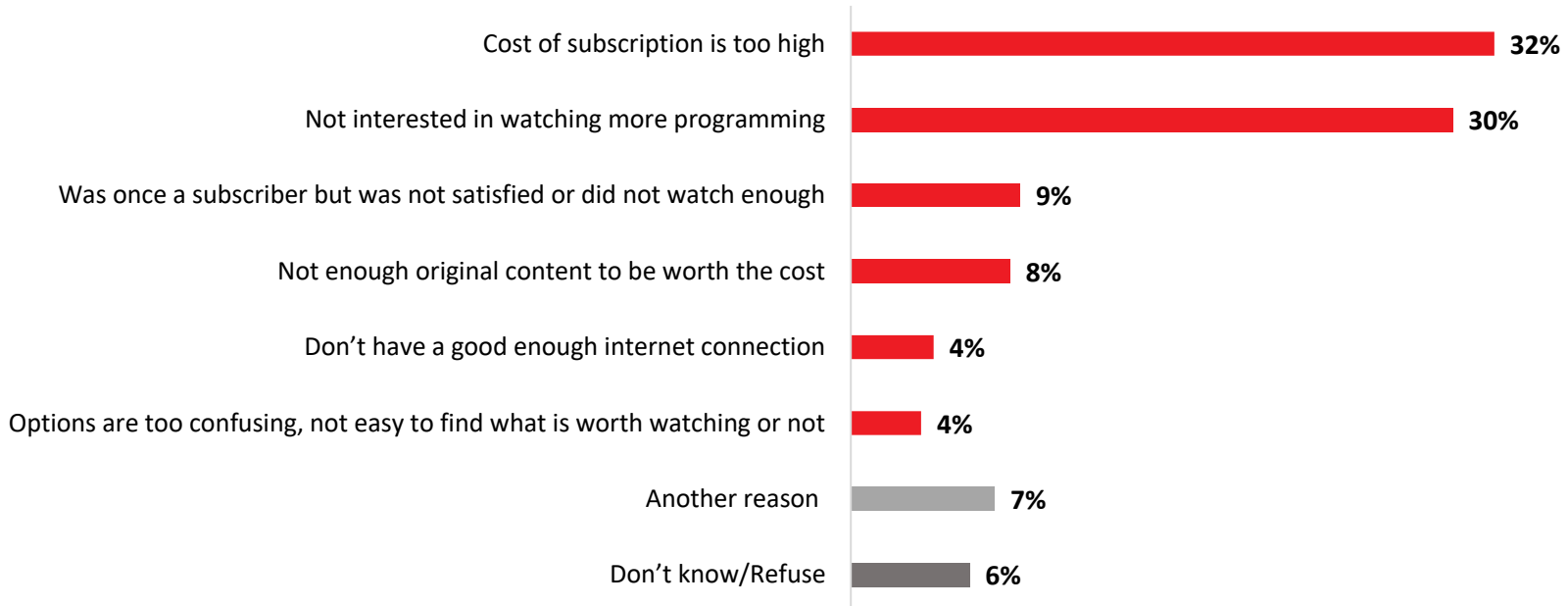
	Total	Northeast	Midwest	South	West	18-34	35-54	55+	Male	Female
Weighted n=	1,003	180	205	385	233	277	325	400	485	518
Unweighted n=	1,003	218	236	363	186	171	351	481	470	533
1	16%	15%	13%	18%	17%	13%	14%	19%	17%	14%
2 or 3	27%	31%	27%	25%	29%	32%	30%	23%	29%	26%
4 or 5	17%	18%	16%	18%	16%	19%	18%	15%	12%	22%
More than 5	9%	9%	11%	8%	9%	9%	16%	3%	10%	8%
None	28%	26%	33%	30%	25%	25%	19%	38%	29%	28%
Don't know/Refuse	2%	2%	1%	2%	5%	3%	2%	2%	3%	2%

NEW QUESTION

Reasons Not to Subscribe to Streaming Services (1/2)

Q6. What is the main reason why you do not subscribe to any streaming service?

Base: Respondents who are not subscribed to any streaming services (n=287)



NEW QUESTION

Reasons Not to Subscribe to Streaming Services (2/2)

Q6. What is the main reason why you do not subscribe to any streaming service?

Base: Respondents who are not subscribed to any streaming services

	Total	Northeast	Midwest	South	West	18-34	35-54	55+	Male	Female
Weighted n=	285	46	67	114	58	70	63	152	142	143
Unweighted n=	287	56	78	109	44	38	63	186	138	149
Cost of subscription is too high	32%	26%	32%	37%	28%	23%	29%	38%	28%	36%
Not interested in watching more programming	30%	26%	37%	29%	27%	21%	37%	32%	29%	31%
Was once a subscriber but was not satisfied or did not watch enough	9%	20%	5%	7%	6%	19%	12%	2%	11%	6%
Not enough original content to be worth the cost	8%	9%	4%	5%	16%	16%	5%	5%	10%	6%
Don't have a good enough internet connection	4%	3%	6%	4%	2%	2%	4%	5%	4%	4%
Options are too confusing, not easy to find what is worth watching or not	4%	5%	5%	4%	0%	5%	3%	3%	4%	3%
Another reason	7%	4%	7%	10%	6%	4%	5%	10%	5%	10%
Don't know/Refuse	6%	6%	3%	3%	15%	10%	5%	5%	8%	4%

REPORT

Detailed Results

Opinion on the Strike

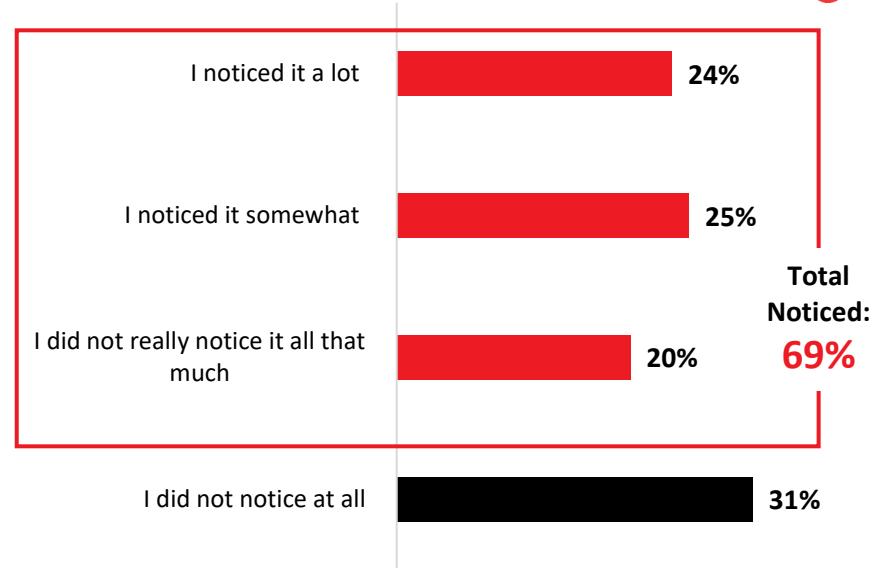


NEW QUESTION

Noticing the Absence of New Programs

Q7. As you may know, the Writers Guild of America conducted a 146-day strike against the major Hollywood studios this year. The strike blocked or delayed release of many new programs. Did you notice or not the absence of new programs?

Base: All respondents (n=1,003)



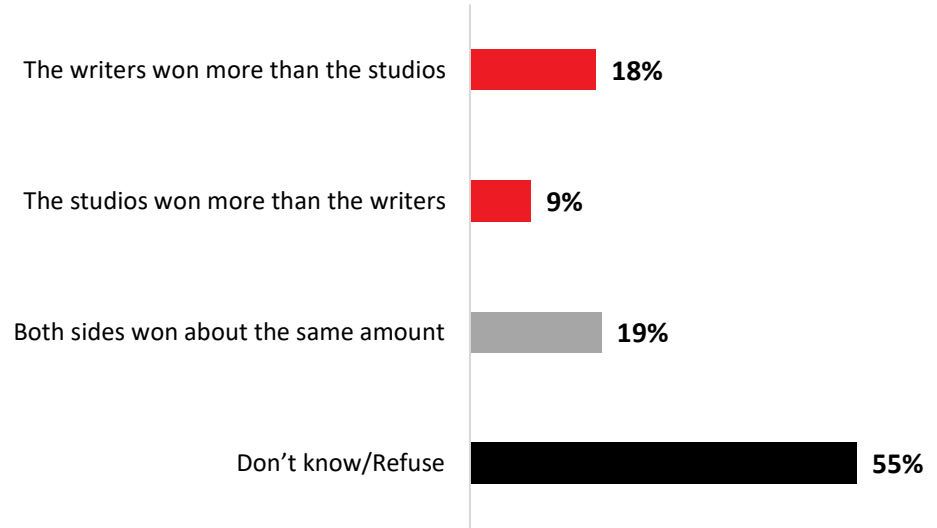
	Total	Northeast	Midwest	South	West	18-34	35-54	55+	Male	Female
Weighted n=	1,003	180	205	385	233	277	325	400	485	518
Unweighted n=	1,003	218	236	363	186	171	351	481	470	533
I noticed it a lot	24%	33%	17%	23%	24%	24%	27%	21%	28%	20%
I noticed it somewhat	25%	25%	27%	26%	22%	31%	25%	22%	23%	27%
I did not really notice it all that much	20%	19%	27%	21%	15%	11%	20%	27%	19%	22%
I did not notice at all	31%	24%	29%	30%	39%	34%	29%	30%	31%	31%

NEW QUESTION

Opinion on the End of the Dispute

Q9. As you may know, the Writers Guild and the major studios recently reached an agreement to settle the strike. Based on what you've seen and heard, which side in the dispute won more?

Base: All respondents (n=1,003)



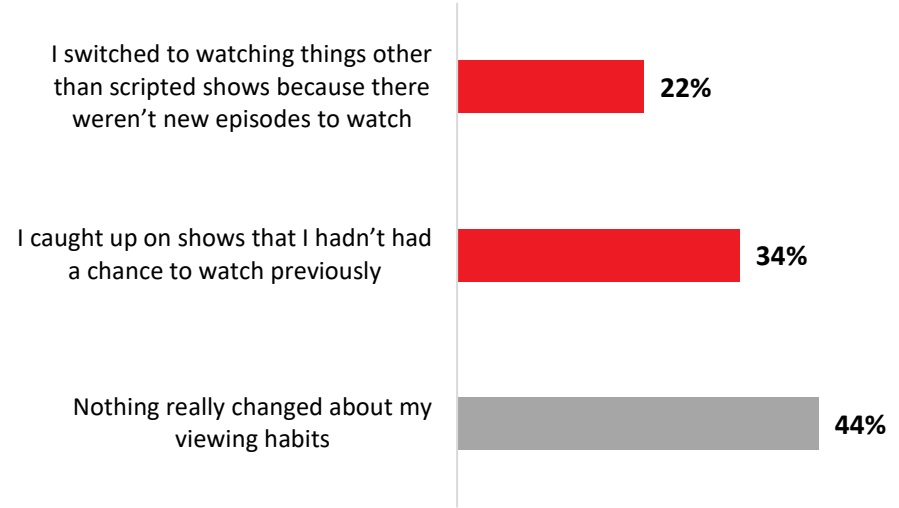
	Total	Northeast	Midwest	South	West	18-34	35-54	55+	Male	Female
Weighted n=	1,003	180	205	385	233	277	325	400	485	518
Unweighted n=	1,003	218	236	363	186	171	351	481	470	533
The writers won more than the studios	18%	22%	17%	18%	16%	18%	22%	15%	23%	13%
The studios won more than the writers	9%	11%	5%	12%	4%	18%	7%	3%	8%	9%
Both sides won about the same amount	19%	16%	23%	17%	20%	15%	18%	22%	23%	15%
Don't know/Refuse	55%	51%	55%	54%	60%	49%	53%	60%	46%	63%

NEW QUESTION

Impact of the Absence of New TV Programs

Q8. Which of these statements comes closest to how the absence of new shows affected you?

Base: Respondents who noticed the absence of new TV programs (n=723)



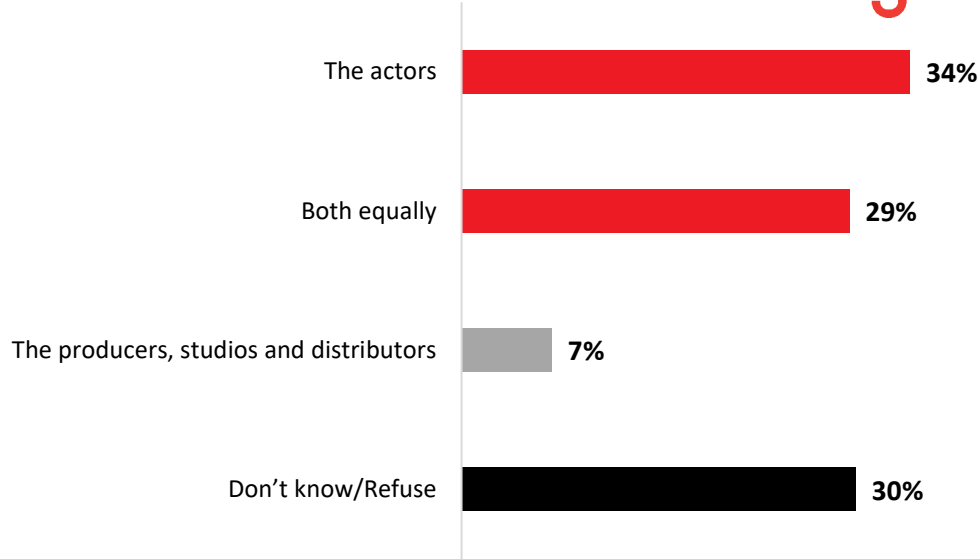
	Total	Northeast	Midwest	South	West	18-34	35-54	55+	Male	Female
Weighted n=	694	137	145	269	142	183	232	279	337	358
Unweighted n=	723	171	169	255	128	130	258	335	334	389
I switched to watching things other than scripted shows because there weren't new episodes to watch	22%	23%	18%	24%	23%	24%	28%	17%	20%	24%
I caught up on shows that I hadn't had a chance to watch previously	34%	43%	29%	34%	30%	46%	34%	26%	37%	31%
Nothing really changed about my viewing habits	44%	34%	53%	42%	46%	30%	38%	57%	43%	44%

NEW QUESTION

Position on the Dispute

Q10. Generally, which side in the dispute do you have more sympathy with? Are you more sympathetic to the actors and their union, or are you more sympathetic to the movie studios, streaming services and other producers? Or do you sympathize with both sides equally?

Base: All respondents (n=1,003)



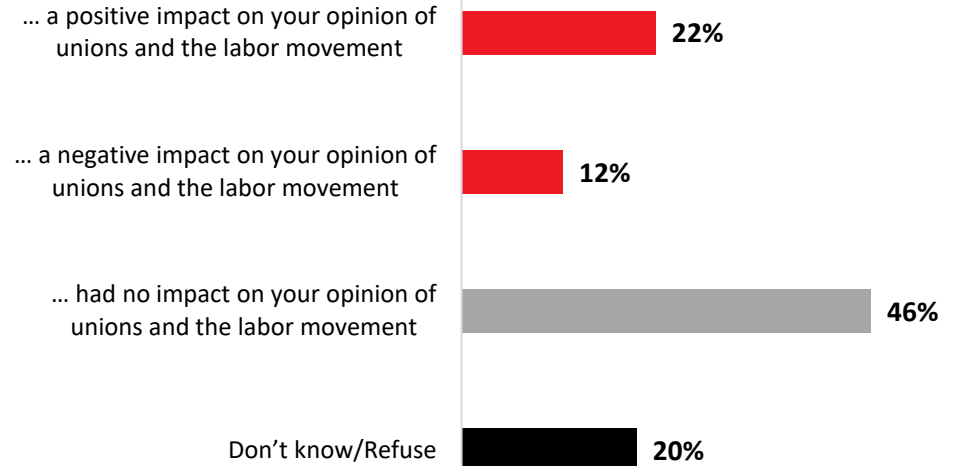
	Total	Northeast	Midwest	South	West	18-34	35-54	55+	Male	Female
Weighted n=	1,003	180	205	385	233	277	325	400	485	518
Unweighted n=	1,003	218	236	363	186	171	351	481	470	533
The actors	34%	35%	35%	33%	34%	37%	35%	31%	34%	34%
Both equally	29%	32%	27%	30%	27%	28%	32%	28%	28%	31%
The producers, studios and distributors	7%	7%	9%	6%	5%	8%	6%	7%	9%	4%
Don't know/Refuse	30%	26%	29%	30%	33%	28%	27%	33%	28%	31%

NEW QUESTION

Impact of the Strike

Q11. In addition to the Writers Guild, the actor's union has also been on strike since mid-July. Has the strike by actors and writers against the studios had ...

Base: All respondents (n=1,003)



	Total	Northeast	Midwest	South	West	18-34	35-54	55+	Male	Female
Weighted n=	1,003	180	205	385	233	277	325	400	485	518
Unweighted n=	1,003	218	236	363	186	171	351	481	470	533
... a positive impact on your opinion of unions and the labor movement	22%	26%	16%	21%	26%	39%	23%	10%	28%	17%
... a negative impact on your opinion of unions and the labor movement	12%	12%	11%	14%	9%	9%	12%	13%	14%	9%
... had no impact on your opinion of unions and the labor movement	46%	47%	52%	47%	40%	29%	45%	59%	45%	48%
Don't know/Refuse	20%	15%	21%	18%	25%	23%	20%	18%	14%	26%

REPORT

Detailed methodology



Weighted and Unweighted Sample

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

	Unweighted	Weighted
US Region	1,003	1,003
NorthEast	218	180
MidWest	236	205
South	363	385
West	186	233

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

	Unweighted	Weighted
Gender	1,003	1,003
Male	470	485
Female	533	518
Age	1,003	1,003
Between 18 and 29	76	182
Between 30 and 39	172	181
Between 40 and 49	172	161
Between 50 and 64	323	255
65 or older	260	224

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