

Leger

REPORT

SAG-AFTRA STRIKE AND AI

Survey of Americans

LA Times

DATE 2023-08-02



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

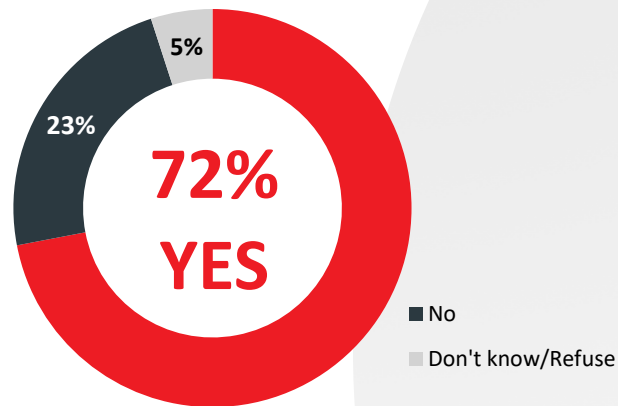


NEW QUESTION

Awareness of the strike

Q1. As of July 14, the Screen Actors Guild–American Federation of Television and Radio Artists have gone on strike, joining the Writers Guild, which declared a strike in May. Before today, were you aware of this strike?

Base: All respondents (n=1,002)



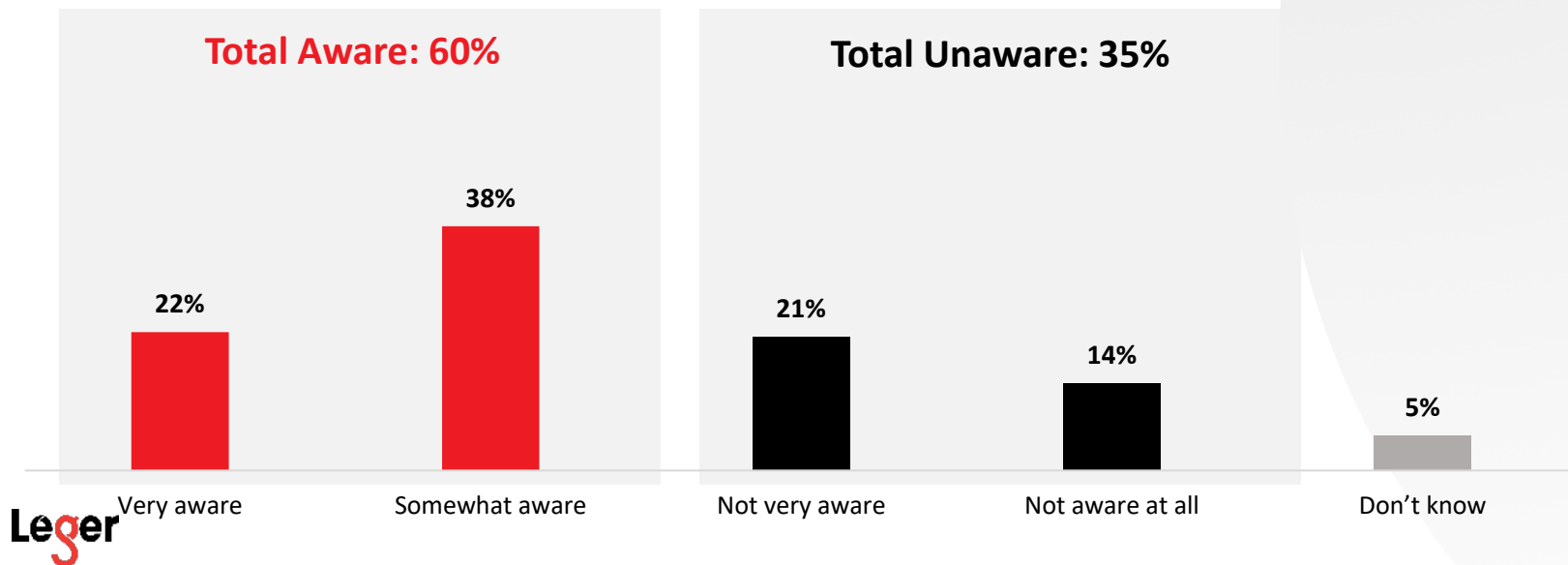
	Total	Northeast	Midwest	South	West	18-34	35-54	55+	Male	Female
Weighted n=	1,002	180	204	384	234	274	319	409	479	523
Unweighted n=	1,002	222	217	317	246	186	342	474	500	502
Yes	72%	78%	75%	69%	69%	59%	66%	86%	75%	69%
No	23%	18%	22%	27%	22%	33%	27%	14%	22%	24%
Don't know/Refuse	5%	4%	3%	4%	8%	9%	7%	1%	3%	7%

NEW QUESTION

Awareness of the related issues (1/2)

Q2. What is your level of awareness of the issues involved in the strike by actors and writers?

Base: All respondents (n=1,002)



NEW QUESTION

Awareness of the related issues (2/2)

Q2. What is your level of awareness of the issues involved in the strike by actors and writers?

Base: All respondents (n=1,002)

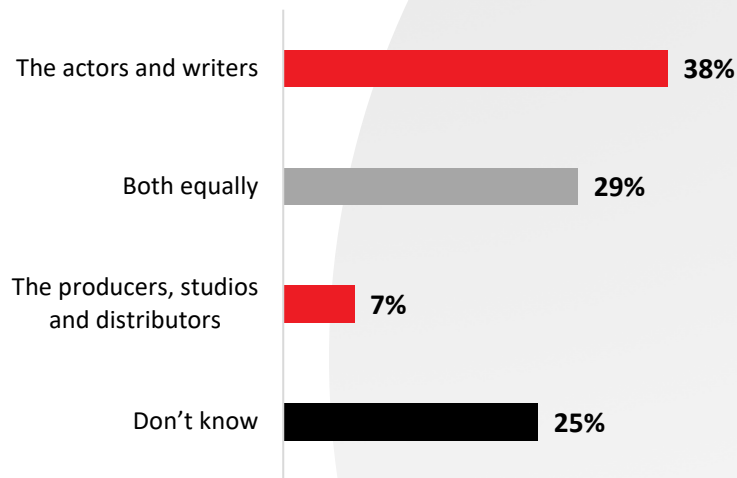
	Total	North east	Midwest	South	West	18-34	35-54	55+	Male	Female
Weighted n=	1,002	180	204	384	234	274	319	409	479	523
Unweighted n=	1,002	222	217	317	246	186	342	474	500	502
NET AWARE	60%	63%	59%	58%	61%	63%	57%	60%	65%	55%
Very aware	22%	26%	21%	20%	22%	30%	21%	16%	26%	18%
Somewhat aware	38%	37%	38%	38%	40%	33%	36%	44%	39%	37%
NET UNAWARE	35%	32%	37%	37%	31%	30%	37%	36%	32%	37%
Not very aware	21%	20%	22%	21%	20%	22%	19%	22%	20%	22%
Not aware at all	14%	12%	14%	16%	11%	9%	17%	14%	12%	15%
I don't know	5%	5%	4%	5%	8%	7%	7%	4%	3%	8%

NEW QUESTION

Position on the Dispute

Q3. Generally, which side in the dispute do you have more sympathy with? Are you more sympathetic to the actors, writers and their unions, 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=1,002)



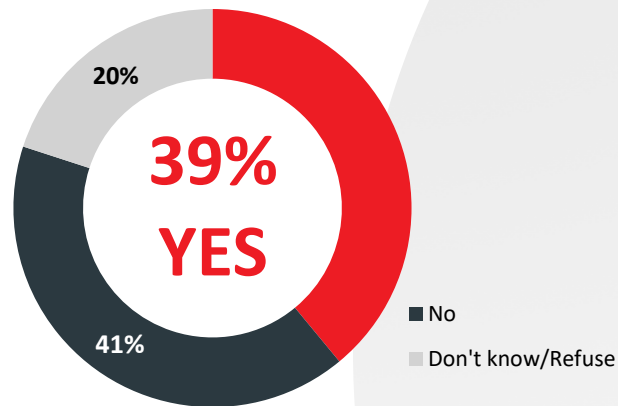
	Total	Northeast	Midwest	South	West	18-34	35-54	55+	Male	Female
Weighted n=	1,002	180	204	384	234	274	319	409	479	523
Unweighted n=	1,002	222	217	317	246	186	342	474	500	502
The actors and writers	38%	39%	33%	39%	42%	43%	37%	36%	38%	39%
Both equally	29%	31%	29%	30%	28%	30%	28%	30%	32%	27%
The producers, studios and distributors	7%	6%	7%	7%	8%	12%	5%	6%	8%	6%
Don't know	25%	24%	31%	25%	22%	15%	31%	28%	22%	28%

NEW QUESTION

Willingness-to-pay

Q5. Suppose reaching an agreement with the unions led to a \$1 increase in the average cost of a movie ticket or the monthly cost of a streaming subscription. Would you be willing to pay that additional cost?

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
Yes	39%	43%	37%	36%	44%	58%	37%	29%	45%	34%
No	41%	39%	45%	45%	34%	29%	40%	50%	41%	41%
Don't know/Refuse	20%	19%	18%	19%	22%	14%	23%	21%	14%	25%

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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- **Leger Opinion (LEO)**
Panel management
- **Leger Communities**
Online community management
- **Leger Digital**
Digital strategy and user experience
- **International Research**
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