

DATA FOR PROGRESS

From August 3 to 5, 2023, Data for Progress conducted a survey of 1,124 likely voters nationally using web panel respondents. The sample was weighted to be representative of likely voters by age, gender, education, race, geography, and voting history. The survey was conducted in English. The margin of error is ± 3 percentage points.

NB: subgroups with a n-size less than 50 (<50) are not shown on these cross-tabs. We choose not to display N<50 subgroups because the sample is too small to have statistical significance. We did, however, take samples of these subgroups for representational and weighting purposes to accurately reflect the electorate makeup. Some values may not add up to 100 due to rounding.

N=1,124 unless otherwise specified.

[1] Do you have a favorable or unfavorable opinion of the following people or institutions?

— Labor unions

Response	Topline	Democrat	Independent / Third party	Republican	Favorable of labor unions	Unfavorable of labor unions
Very favorable	21	31	17	12	38	0
Somewhat favorable	33	40	30	28	62	0
Somewhat unfavorable	17	9	21	23	0	60
Very unfavorable	11	5	11	18	0	40
Haven't heard enough to say	18	14	22	19	0	0
FAVORABLE (TOTAL)	54	71	47	40	100	0
UNFAVORABLE (TOTAL)	28	14	32	41	0	100
FAVORABLE (NET)	+26	+57	+15	-1	+100	-100
Weighted N	1,124	424	304	396	602	319

[2] Do you have a favorable or unfavorable opinion of the following people or institutions?

— Major Hollywood studios

Response	Topline	Democrat	Independent / Third party	Republican	Favorable of labor unions	Unfavorable of labor unions
Very favorable	5	7	5	3	6	3
Somewhat favorable	26	35	24	19	35	15
Somewhat unfavorable	28	28	32	26	30	32
Very unfavorable	20	10	18	32	15	37
Haven't heard enough to say	20	20	21	21	14	13
FAVORABLE (TOTAL)	31	42	29	22	41	18
UNFAVORABLE (TOTAL)	48	38	50	58	45	69
FAVORABLE (NET)	-17	+4	-21	-36	-4	-51
Weighted N	1,124	424	304	396	602	319

[3] Based on what you know, **from the following options**, which do you think describes the **top reason** why the WGA and SAG-AFTRA have gone on strike?

Response	Topline	Democrat	Independent / Third party	Republican	Favorable of labor unions	Unfavorable of labor unions
Better pay and benefits	33	34	32	34	31	37
Protections from artificial intelligence (AI)	16	13	18	17	16	18
Fair compensation for the value generated by their work on streaming platforms	33	38	34	27	37	29
Fair treatment in the workplace	6	8	4	6	6	6
Something else	1	1	2	1	1	1
Don't know	11	7	11	15	8	9
Weighted N	1,124	424	304	396	602	319

[4] Do you support or oppose the Writers Guild of America (WGA) and Screen Actors Guild - American Federation of Television and Radio Artists (SAG-AFTRA) strikes?

Response	Topline	Democrat	Independent / Third party	Republican	Favorable of labor unions	Unfavorable of labor unions
Strongly support	29	47	26	12	42	11
Somewhat support	38	35	42	37	39	37
Somewhat oppose	14	6	14	21	8	28
Strongly oppose	4	1	3	9	3	9
Don't know	15	10	15	20	9	15
SUPPORT (TOTAL)	67	82	68	49	81	48
OPPOSE (TOTAL)	18	7	17	30	11	37
SUPPORT (NET)	+49	+75	+51	+19	+70	+11
Weighted N	1,124	424	304	396	602	319

[5] Do you agree or disagree with the following statements?

— TV actors and writers should receive fair compensation and employment terms that account for the shorter seasons and longer hiatuses between seasons on streaming services

Response	Topline	Democrat	Independent / Third party	Republican	Favorable of labor unions	Unfavorable of labor unions
Strongly agree	38	54	30	26	48	24
Somewhat agree	34	29	39	35	32	40
Somewhat disagree	11	7	11	15	9	15
Strongly disagree	3	2	3	5	2	5
Don't know	15	8	17	20	8	16
AGREE (TOTAL)	72	83	69	61	80	64
DISAGREE (TOTAL)	14	9	14	20	11	20
AGREE (NET)	+58	+74	+55	+41	+69	+44
Weighted N	1,124	424	304	396	602	319

[6] Do you agree or disagree with the following statements?

— Actors and writers should receive the appropriate compensation when their work continues to earn money for corporations from reruns or streaming

Response	Topline	Democrat	Independent / Third party	Republican	Favorable of labor unions	Unfavorable of labor unions
Strongly agree	54	66	53	43	66	38
Somewhat agree	33	25	35	39	28	45
Somewhat disagree	5	3	4	7	3	9
Strongly disagree	2	2	2	3	2	2
Don't know	6	3	6	8	2	6
AGREE (TOTAL)	87	91	88	82	94	83
DISAGREE (TOTAL)	7	5	6	10	5	11
AGREE (NET)	+80	+86	+82	+72	+89	+72
Weighted N	1,124	424	304	396	602	319

[7] Do you agree or disagree with the following statements?

— Actors have the right to their own images, voice, and likeness, and must be ensured consent and fair compensation when any of it is used with artificial intelligence

Response	Topline	Democrat	Independent / Third party	Republican	Favorable of labor unions	Unfavorable of labor unions
Strongly agree	56	66	55	46	64	45
Somewhat agree	29	23	31	35	25	39
Somewhat disagree	5	3	4	7	4	6
Strongly disagree	3	4	1	3	3	2
Don't know	7	4	9	10	4	8
AGREE (TOTAL)	85	89	86	81	89	84
DISAGREE (TOTAL)	8	7	5	10	7	8
AGREE (NET)	+77	+82	+81	+71	+82	+76
Weighted N	1,124	424	304	396	602	319

[8] Do you agree or disagree with the following statements?

— Hollywood studios should be prohibited from replacing human writers with artificial intelligence (AI) tools for the purpose of writing material for movies and TV shows

Response	Topline	Democrat	Independent / Third party	Republican	Favorable of labor unions	Unfavorable of labor unions
Strongly agree	47	55	47	40	54	41
Somewhat agree	27	27	28	27	29	26
Somewhat disagree	11	8	10	15	7	20
Strongly disagree	4	3	5	5	4	5
Don't know	10	7	10	13	6	8
AGREE (TOTAL)	74	82	75	67	83	67
DISAGREE (TOTAL)	15	11	15	20	11	25
AGREE (NET)	+59	+71	+60	+47	+72	+42
Weighted N	1,124	424	304	396	602	319

[9] Do you agree or disagree with the following statements?

— Major Hollywood studios and streamers — such as NBC Universal, Netflix, Amazon, Disney, and Paramount — should guarantee that screenwriters, actors, and other media professionals are fairly compensated for the streaming revenue generated from their work

Response	Topline	Democrat	Independent / Third party	Republican	Favorable of labor unions	Unfavorable of labor unions
Strongly agree	51	63	50	39	60	39
Somewhat agree	31	23	33	39	28	44
Somewhat disagree	5	4	6	6	4	7
Strongly disagree	3	3	2	3	3	1
Don't know	10	7	9	13	6	8
AGREE (TOTAL)	82	86	83	78	88	83
DISAGREE (TOTAL)	8	7	8	9	7	8
AGREE (NET)	+74	+79	+75	+69	+81	+75
Weighted N	1,124	424	304	396	602	319

[10] Major Hollywood studios have **rejected** the demands of the Writers Guild of America (WGA) and Screen Actors Guild - American Federation of Television and Radio Artists (SAG-AFTRA).

Knowing what you know now, do you have a favorable or unfavorable opinion of major Hollywood studios?

Response	Topline	Democrat	Independent / Third party	Republican	Favorable of labor unions	Unfavorable of labor unions
Very favorable	7	11	6	5	10	4
Somewhat favorable	14	14	13	14	11	15
Somewhat unfavorable	38	39	40	34	42	38
Very unfavorable	21	24	18	21	25	21
Haven't heard enough to say	20	13	24	25	12	23
FAVORABLE (TOTAL)	21	25	19	19	21	19
UNFAVORABLE (TOTAL)	59	63	58	55	67	59
FAVORABLE (NET)	-38	-38	-39	-36	-46	-40
Weighted N	1,124	424	304	396	602	319

[11] Do you or someone in your household subscribe to any of the following? Please select all that apply.

— Netflix

Response	Topline	Democrat	Independent / Third party	Republican	Favorable of labor unions	Unfavorable of labor unions
Yes	60	64	58	58	62	56
No	40	36	42	42	38	44
Weighted N	1,124	424	304	396	602	319

[12] Do you or someone in your household subscribe to any of the following? Please select all that apply.

— Max (formerly known as HBO Max)

Response	Topline	Democrat	Independent / Third party	Republican	Favorable of labor unions	Unfavorable of labor unions
Yes	26	29	25	23	30	22
No	74	71	75	77	70	78
Weighted N	1,124	424	304	396	602	319

[13] Do you or someone in your household subscribe to any of the following? Please select all that apply.

— Disney Plus

Response	Topline	Democrat	Independent / Third party	Republican	Favorable of labor unions	Unfavorable of labor unions
Yes	35	39	34	32	36	32
No	65	61	66	68	64	68
Weighted N	1,124	424	304	396	602	319

[14] Do you or someone in your household subscribe to any of the following? Please select all that apply.

— Paramount Plus

Response	Topline	Democrat	Independent / Third party	Republican	Favorable of labor unions	Unfavorable of labor unions
Yes	26	26	26	27	26	28
No	74	74	74	73	74	72
Weighted N	1,124	424	304	396	602	319

[15] Do you or someone in your household subscribe to any of the following? Please select all that apply.

— Hulu

Response	Topline	Democrat	Independent / Third party	Republican	Favorable of labor unions	Unfavorable of labor unions
Yes	41	45	39	39	43	40
No	59	55	61	61	57	60
Weighted N	1,124	424	304	396	602	319

[16] Do you or someone in your household subscribe to any of the following? Please select all that apply.

— Peacock

Response	Topline	Democrat	Independent / Third party	Republican	Favorable of labor unions	Unfavorable of labor unions
Yes	31	33	26	33	32	30
No	69	67	74	67	68	70
Weighted N	1,124	424	304	396	602	319

[17] Do you or someone in your household subscribe to any of the following? Please select all that apply.

— Apple TV

Response	Topline	Democrat	Independent / Third party	Republican	Favorable of labor unions	Unfavorable of labor unions
Yes	16	23	13	11	18	12
No	84	77	87	89	82	88
Weighted N	1,124	424	304	396	602	319

[18] Do you or someone in your household subscribe to any of the following? Please select all that apply.

— Prime Video

Response	Topline	Democrat	Independent / Third party	Republican	Favorable of labor unions	Unfavorable of labor unions
Yes	52	55	50	51	55	51
No	48	45	50	49	45	49
Weighted N	1,124	424	304	396	602	319

[19] Do you or someone in your household subscribe to any of the following? Please select all that apply.

— A traditional cable subscription through a provider such as Comcast, Verizon, or DirecTV

Response	Topline	Democrat	Independent / Third party	Republican	Favorable of labor unions	Unfavorable of labor unions
Yes	31	30	37	26	32	31
No	69	70	63	74	68	69
Weighted N	1,124	424	304	396	602	319

[20] Do you or someone in your household subscribe to any of the following? Please select all that apply.

— None of these

Response	Topline	Democrat	Independent / Third party	Republican	Favorable of labor unions	Unfavorable of labor unions
Yes	11	10	10	12	9	11
No	89	90	90	88	91	89
Weighted N	1,124	424	304	396	602	319

DATA FOR **PROGRESS**

From August 3 to 5, 2023, Data for Progress conducted a survey of 753 likely voters nationally who said they support the WGA and SAG-AFTRA strikes, using web panel respondents. The sample was weighted to be representative of likely voters by age, gender, education, race, geography, and voting history. The survey was conducted in English. The margin of error is ± 4 percentage points.

NB: subgroups with a n-size less than 50 (<50) are not shown on these cross-tabs. We choose not to display N<50 subgroups because the sample is too small to have statistical significance. We did, however, take samples of these subgroups for representational and weighting purposes to accurately reflect the electorate makeup. Some values may not add up to 100 due to rounding.

N=753 unless otherwise specified.

[1] [This question was only asked to respondents who said they support the WGA and SAG-AFTRA strikes]

If the labor disputes between writers, actors, and studios cause major production delays on TV shows and movies that you enjoy, would you continue to support the Writers Guild of America (WGA) and Screen Actors Guild - American Federation of Television and Radio Artists (SAG-AFTRA) strikes, or would you oppose them?

Response	Topline	Democrat	Independent / Third party	Republican	Favorable of labor unions	Unfavorable of labor unions
Strongly support	44	53	42	29	53	26
Somewhat support	42	36	41	54	36	55
Somewhat oppose	9	7	9	10	7	10
Strongly oppose	1	1	1	3	1	3
Don't know	4	2	6	5	3	7
SUPPORT (TOTAL)	86	89	83	83	89	81
OPPOSE (TOTAL)	10	8	10	13	8	13
SUPPORT (NET)	+76	+81	+73	+70	+81	+68
Weighted N	753	351	206	195	486	155