

YouGov Survey: AI and Filmmaking



Sample 1106 U.S. adult citizens
 Conducted October 2 - 5, 2025
 Margin of Error $\pm 4\%$

1. Do you consider it to be acceptable or unacceptable for filmmakers to use artificial intelligence (AI) in the following ways when making a movie?

	Acceptable	Unacceptable	Not sure
Translating for subtitles for versions in other countries	64%	17%	18%
Generating visual effects	61%	21%	18%
Creating dubbed audio tracks for languages the film wasn't recorded in	52%	27%	20%
Generating audio of dialogue in a language that the actors do not speak	45%	33%	23%
Editing footage and assembling scenes	45%	34%	21%
Generating voiceover audio for narration	42%	39%	19%
De-aging an actor	38%	40%	22%
Composing the musical score	37%	44%	19%
Making movie trailers	36%	39%	25%
Using AI and a human-written script to generate all of the visuals and sound	33%	42%	25%
Writing the script	25%	57%	18%
Creating an entirely AI-generated movie without human actors or writers	18%	63%	19%
Having an AI character play a role that would normally be played by a human actor	18%	65%	17%
Re-creating actors who are deceased	18%	59%	23%
Replacing all actors with AI-generated characters	11%	75%	14%

2. If a live-action film included an AI-generated character, would that increase or decrease your interest in watching it?

Increase	6%
Not change	26%
Decrease	53%
Not sure	15%

3. If a live-action film included an AI-generated character, do you think you would be able to tell?

Yes	41%
No	15%
Not sure	43%

YouGov Survey: AI and Filmmaking



Interviewing Dates	October 2 - 5, 2025
Target population	U.S. Citizens, aged 18 and over.
Sampling method	Respondents were selected from YouGov's opt-in panel to be representative of adult U.S. citizens.
Weighting	The sample was weighted according to gender, age, race, education, 2024 presidential vote, 2020 election turnout and presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. 2024 presidential vote, at time of weighting was estimated to be 48% Harris and 50% Trump. Baseline party identification is the respondent's most recent answer given around November 8, 2024, and is weighted to the estimated distribution at that time (31% Democratic, 32% Republican). The weights range from 0.052 to 6.607, with a mean of one and a standard deviation of 0.899.
Number of respondents	1106
Margin of error	± 4% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	87 questions not reported.

1A. Acceptability of AI in Filmmaking — Translating for subtitles for versions in other countries

Do you consider it to be acceptable or unacceptable for filmmakers to use artificial intelligence (AI) in the following ways when making a movie?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Acceptable	64%	67%	62%	58%	65%	66%	68%	67%	57%	59%	*
Unacceptable	17%	18%	17%	25%	14%	18%	13%	17%	16%	20%	*
Not sure	18%	15%	22%	17%	22%	16%	19%	16%	27%	21%	*
Totals	99%	100%	101%	100%	101%	100%	100%	100%	100%	100%	*
Unweighted N	(1,102)	(521)	(581)	(282)	(294)	(308)	(218)	(724)	(146)	(158)	(74)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Acceptable	64%	64%	57%	74%	66%	73%	58%	67%	75%	63%	67%	63%	65%
Unacceptable	17%	22%	18%	11%	20%	13%	17%	20%	14%	16%	16%	19%	16%
Not sure	18%	14%	24%	15%	14%	14%	24%	12%	11%	20%	17%	18%	19%
Totals	99%	100%	99%	100%	100%	100%	99%	99%	100%	99%	100%	100%	100%
Unweighted N	(1,102)	(375)	(416)	(311)	(466)	(382)	(422)	(316)	(253)	(201)	(219)	(424)	(258)

1B. Acceptability of AI in Filmmaking — Generating visual effects

Do you consider it to be acceptable or unacceptable for filmmakers to use artificial intelligence (AI) in the following ways when making a movie?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Acceptable	61%	62%	60%	49%	55%	64%	74%	63%	57%	48%	*
Unacceptable	21%	23%	20%	32%	23%	20%	11%	21%	17%	27%	*
Not sure	18%	15%	20%	19%	22%	16%	14%	16%	26%	24%	*
Totals	100%	100%	100%	100%	100%	100%	99%	100%	100%	99%	*
Unweighted N	(1,102)	(520)	(582)	(282)	(296)	(306)	(218)	(723)	(145)	(158)	(76)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Acceptable	61%	64%	53%	67%	62%	68%	57%	61%	70%	58%	60%	60%	66%
Unacceptable	21%	22%	25%	16%	25%	16%	21%	22%	19%	24%	18%	23%	19%
Not sure	18%	14%	22%	16%	13%	16%	22%	16%	10%	17%	22%	17%	16%
Totals	100%	100%	100%	99%	100%	100%	100%	99%	99%	99%	100%	100%	101%
Unweighted N	(1,102)	(375)	(415)	(312)	(465)	(384)	(419)	(316)	(256)	(201)	(220)	(424)	(257)

1C. Acceptability of AI in Filmmaking — Creating dubbed audio tracks for languages the film wasn't recorded in

Do you consider it to be acceptable or unacceptable for filmmakers to use artificial intelligence (AI) in the following ways when making a movie?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Acceptable	52%	52%	52%	44%	51%	54%	58%	56%	39%	40%	*
Unacceptable	27%	27%	28%	41%	23%	26%	22%	26%	23%	40%	*
Not sure	20%	21%	20%	15%	26%	20%	20%	18%	38%	20%	*
Totals	99%	100%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,105)	(522)	(583)	(283)	(296)	(308)	(218)	(725)	(146)	(158)	(76)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Acceptable	52%	53%	43%	62%	54%	57%	50%	50%	62%	43%	54%	53%	57%
Unacceptable	27%	30%	32%	19%	28%	26%	26%	32%	23%	29%	29%	27%	26%
Not sure	20%	17%	25%	18%	17%	16%	24%	18%	14%	27%	17%	21%	17%
Totals	99%	100%	100%	99%	99%	99%	100%	100%	99%	99%	100%	101%	100%
Unweighted N	(1,105)	(376)	(417)	(312)	(467)	(384)	(422)	(316)	(256)	(201)	(220)	(425)	(259)

1D. Acceptability of AI in Filmmaking — Generating audio of dialogue in a language that the actors do not speak

Do you consider it to be acceptable or unacceptable for filmmakers to use artificial intelligence (AI) in the following ways when making a movie?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Acceptable	45%	46%	43%	41%	39%	48%	49%	46%	36%	38%	*
Unacceptable	33%	33%	32%	41%	31%	31%	28%	32%	30%	39%	*
Not sure	23%	20%	25%	18%	29%	21%	23%	22%	33%	23%	*
Totals	101%	99%	100%	100%	99%	100%	100%	100%	99%	100%	*
Unweighted N	(1,103)	(522)	(581)	(282)	(295)	(308)	(218)	(725)	(145)	(157)	(76)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Acceptable	45%	44%	38%	53%	45%	51%	41%	47%	52%	38%	44%	44%	51%
Unacceptable	33%	38%	33%	27%	36%	32%	31%	36%	32%	41%	29%	31%	31%
Not sure	23%	19%	28%	20%	19%	16%	28%	17%	16%	21%	26%	24%	18%
Totals	101%	101%	99%	100%	100%	99%	100%	100%	100%	100%	99%	99%	100%
Unweighted N	(1,103)	(375)	(416)	(312)	(465)	(384)	(420)	(316)	(256)	(201)	(220)	(425)	(257)

1E. Acceptability of AI in Filmmaking — Editing footage and assembling scenes

Do you consider it to be acceptable or unacceptable for filmmakers to use artificial intelligence (AI) in the following ways when making a movie?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Acceptable	45%	47%	42%	41%	43%	49%	43%	46%	37%	38%	*
Unacceptable	34%	34%	34%	41%	28%	32%	37%	35%	27%	35%	*
Not sure	21%	19%	24%	18%	29%	19%	21%	19%	36%	27%	*
Totals	100%	100%	100%	100%	100%	100%	101%	100%	100%	100%	*
Unweighted N	(1,104)	(522)	(582)	(283)	(294)	(309)	(218)	(725)	(145)	(158)	(76)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Acceptable	45%	45%	39%	52%	45%	53%	40%	50%	50%	42%	45%	45%	46%
Unacceptable	34%	37%	34%	31%	38%	31%	32%	35%	38%	33%	32%	34%	36%
Not sure	21%	19%	28%	17%	17%	15%	27%	15%	12%	25%	23%	21%	18%
Totals	100%	101%	101%	100%	100%	99%	99%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,104)	(375)	(416)	(313)	(466)	(384)	(422)	(316)	(256)	(201)	(220)	(425)	(258)

1F. Acceptability of AI in Filmmaking — Generating voiceover audio for narration

Do you consider it to be acceptable or unacceptable for filmmakers to use artificial intelligence (AI) in the following ways when making a movie?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Acceptable	42%	40%	43%	31%	36%	47%	48%	43%	43%	40%	*
Unacceptable	39%	42%	37%	57%	38%	36%	30%	39%	32%	40%	*
Not sure	19%	18%	20%	12%	26%	17%	21%	18%	25%	20%	*
Totals	100%	100%	100%	100%	100%	100%	99%	100%	100%	100%	*
Unweighted N	(1,103)	(519)	(584)	(282)	(294)	(309)	(218)	(725)	(145)	(157)	(76)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Acceptable	42%	37%	33%	57%	39%	52%	40%	42%	49%	33%	40%	47%	42%
Unacceptable	39%	46%	44%	27%	44%	34%	38%	45%	36%	46%	39%	38%	37%
Not sure	19%	17%	23%	16%	18%	14%	22%	14%	15%	21%	21%	16%	21%
Totals	100%	100%	100%	100%	101%	100%	100%	101%	100%	100%	100%	101%	100%
Unweighted N	(1,103)	(374)	(416)	(313)	(464)	(385)	(422)	(315)	(255)	(200)	(220)	(425)	(258)

1G. Acceptability of AI in Filmmaking — De-aging an actor

Do you consider it to be acceptable or unacceptable for filmmakers to use artificial intelligence (AI) in the following ways when making a movie?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Acceptable	38%	43%	33%	46%	38%	38%	31%	37%	32%	42%	*
Unacceptable	40%	37%	43%	36%	33%	43%	47%	43%	31%	35%	*
Not sure	22%	21%	24%	18%	30%	19%	21%	20%	37%	23%	*
Totals	100%	101%	100%	100%	101%	100%	99%	100%	100%	100%	*
Unweighted N	(1,106)	(522)	(584)	(283)	(296)	(309)	(218)	(726)	(146)	(158)	(76)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Acceptable	38%	38%	36%	41%	37%	39%	36%	37%	49%	37%	40%	36%	40%
Unacceptable	40%	41%	37%	43%	40%	45%	38%	46%	36%	38%	34%	45%	39%
Not sure	22%	21%	27%	17%	23%	16%	26%	17%	15%	25%	26%	19%	20%
Totals	100%	100%	100%	101%	100%	100%	100%	100%	100%	100%	100%	100%	99%
Unweighted N	(1,106)	(376)	(417)	(313)	(467)	(385)	(423)	(316)	(256)	(201)	(220)	(426)	(259)

1H. Acceptability of AI in Filmmaking — Composing the musical score

Do you consider it to be acceptable or unacceptable for filmmakers to use artificial intelligence (AI) in the following ways when making a movie?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Acceptable	37%	39%	35%	23%	38%	39%	44%	36%	37%	40%	*
Unacceptable	44%	44%	45%	60%	37%	43%	39%	46%	32%	41%	*
Not sure	19%	17%	21%	17%	25%	18%	17%	18%	32%	19%	*
Totals	100%	100%	101%	100%	100%	100%	100%	100%	101%	100%	*
Unweighted N	(1,103)	(521)	(582)	(282)	(296)	(308)	(217)	(723)	(146)	(158)	(76)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Acceptable	37%	35%	29%	48%	36%	41%	34%	41%	40%	32%	33%	39%	39%
Unacceptable	44%	49%	50%	33%	48%	44%	42%	46%	47%	44%	47%	42%	46%
Not sure	19%	16%	21%	19%	16%	15%	24%	13%	13%	24%	20%	19%	15%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,103)	(376)	(416)	(311)	(467)	(383)	(421)	(315)	(256)	(201)	(219)	(424)	(259)

1I. Acceptability of AI in Filmmaking — Making movie trailers

Do you consider it to be acceptable or unacceptable for filmmakers to use artificial intelligence (AI) in the following ways when making a movie?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Acceptable	36%	39%	34%	22%	40%	43%	35%	36%	35%	43%	*
Unacceptable	39%	38%	40%	55%	30%	36%	39%	39%	37%	37%	*
Not sure	25%	23%	27%	22%	30%	21%	26%	25%	28%	21%	*
Totals	100%	100%	101%	99%	100%	100%	100%	100%	100%	101%	*
Unweighted N	(1,104)	(521)	(583)	(283)	(295)	(308)	(218)	(725)	(146)	(157)	(76)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Acceptable	36%	33%	29%	49%	35%	49%	34%	39%	45%	36%	32%	38%	38%
Unacceptable	39%	44%	42%	31%	43%	34%	40%	41%	34%	35%	40%	41%	38%
Not sure	25%	23%	30%	20%	22%	17%	26%	20%	22%	28%	28%	21%	24%
Totals	100%	100%	101%	100%	100%	100%	100%	100%	101%	99%	100%	100%	100%
Unweighted N	(1,104)	(376)	(416)	(312)	(467)	(383)	(423)	(315)	(255)	(201)	(219)	(426)	(258)

1J. Acceptability of AI in Filmmaking — Using AI and a human-written script to generate all of the visuals and sound

Do you consider it to be acceptable or unacceptable for filmmakers to use artificial intelligence (AI) in the following ways when making a movie?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Acceptable	33%	37%	30%	23%	28%	36%	45%	34%	28%	35%	*
Unacceptable	42%	43%	41%	55%	42%	40%	33%	43%	34%	46%	*
Not sure	25%	20%	29%	22%	30%	24%	22%	23%	38%	19%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,106)	(522)	(584)	(283)	(296)	(309)	(218)	(726)	(146)	(158)	(76)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Acceptable	33%	33%	27%	41%	33%	37%	31%	39%	36%	25%	37%	37%	31%
Unacceptable	42%	43%	46%	36%	44%	41%	42%	39%	44%	49%	38%	41%	41%
Not sure	25%	24%	27%	23%	23%	22%	27%	22%	19%	26%	25%	22%	28%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	99%	100%	100%	100%	100%
Unweighted N	(1,106)	(376)	(417)	(313)	(467)	(385)	(423)	(316)	(256)	(201)	(220)	(426)	(259)

1K. Acceptability of AI in Filmmaking — Writing the script

Do you consider it to be acceptable or unacceptable for filmmakers to use artificial intelligence (AI) in the following ways when making a movie?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Acceptable	25%	30%	19%	19%	25%	28%	25%	23%	26%	31%	*
Unacceptable	57%	54%	61%	67%	54%	56%	55%	59%	51%	52%	*
Not sure	18%	16%	20%	15%	22%	16%	20%	18%	22%	17%	*
Totals	100%	100%	100%	101%	101%	100%	100%	100%	99%	100%	*
Unweighted N	(1,105)	(522)	(583)	(283)	(296)	(308)	(218)	(725)	(146)	(158)	(76)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Acceptable	25%	24%	20%	31%	23%	31%	22%	27%	26%	22%	24%	26%	25%
Unacceptable	57%	58%	59%	55%	61%	55%	55%	59%	60%	61%	59%	56%	55%
Not sure	18%	18%	21%	15%	16%	14%	23%	13%	14%	17%	17%	18%	20%
Totals	100%	100%	100%	101%	100%	100%	100%	99%	100%	100%	100%	100%	100%
Unweighted N	(1,105)	(376)	(417)	(312)	(467)	(384)	(422)	(316)	(256)	(201)	(220)	(425)	(259)

1L. Acceptability of AI in Filmmaking — Creating an entirely AI-generated movie without human actors or writers

Do you consider it to be acceptable or unacceptable for filmmakers to use artificial intelligence (AI) in the following ways when making a movie?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Acceptable	18%	25%	12%	13%	21%	20%	15%	19%	14%	19%	*
Unacceptable	63%	58%	68%	77%	54%	62%	63%	64%	56%	60%	*
Not sure	19%	17%	20%	10%	24%	18%	22%	17%	31%	21%	*
Totals	100%	100%	100%	100%	99%	100%	100%	100%	101%	100%	*
Unweighted N	(1,101)	(519)	(582)	(282)	(294)	(308)	(217)	(723)	(145)	(158)	(75)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Acceptable	18%	15%	17%	22%	16%	23%	15%	21%	23%	9%	17%	21%	21%
Unacceptable	63%	70%	60%	60%	67%	63%	63%	66%	61%	69%	64%	61%	60%
Not sure	19%	15%	23%	18%	17%	14%	22%	13%	16%	22%	18%	18%	19%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	99%	100%	100%
Unweighted N	(1,101)	(375)	(415)	(311)	(466)	(382)	(421)	(314)	(255)	(201)	(220)	(422)	(258)

1M. Acceptability of AI in Filmmaking — Having an AI character play a role that would normally be played by a human actor

Do you consider it to be acceptable or unacceptable for filmmakers to use artificial intelligence (AI) in the following ways when making a movie?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Acceptable	18%	23%	13%	11%	22%	20%	17%	18%	14%	24%	*
Unacceptable	65%	60%	70%	76%	56%	65%	67%	67%	56%	59%	*
Not sure	17%	17%	17%	13%	22%	16%	17%	16%	30%	17%	*
Totals	100%	100%	100%	100%	100%	101%	101%	101%	100%	100%	*
Unweighted N	(1,102)	(521)	(581)	(280)	(296)	(309)	(217)	(724)	(146)	(157)	(75)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Acceptable	18%	16%	17%	20%	16%	23%	16%	21%	22%	11%	19%	19%	19%
Unacceptable	65%	70%	61%	66%	72%	64%	62%	68%	66%	70%	67%	64%	62%
Not sure	17%	13%	22%	14%	12%	13%	22%	11%	13%	19%	14%	17%	18%
Totals	100%	99%	100%	100%	100%	100%	100%	100%	101%	100%	100%	100%	99%
Unweighted N	(1,102)	(376)	(415)	(311)	(466)	(383)	(420)	(316)	(256)	(201)	(219)	(425)	(257)

1N. Acceptability of AI in Filmmaking — Re-creating actors who are deceased

Do you consider it to be acceptable or unacceptable for filmmakers to use artificial intelligence (AI) in the following ways when making a movie?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Acceptable	18%	22%	14%	23%	24%	13%	13%	17%	21%	18%	*
Unacceptable	59%	56%	62%	61%	49%	62%	64%	60%	50%	59%	*
Not sure	23%	22%	24%	17%	27%	25%	22%	22%	28%	23%	*
Totals	100%	100%	100%	101%	100%	100%	99%	99%	99%	100%	*
Unweighted N	(1,103)	(522)	(581)	(282)	(296)	(308)	(217)	(725)	(145)	(158)	(75)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Acceptable	18%	19%	17%	17%	17%	19%	18%	16%	21%	14%	18%	16%	23%
Unacceptable	59%	59%	55%	64%	61%	59%	58%	63%	56%	61%	55%	65%	51%
Not sure	23%	22%	28%	19%	21%	22%	23%	21%	23%	25%	27%	19%	25%
Totals	100%	100%	100%	100%	99%	100%	99%	100%	100%	100%	100%	100%	99%
Unweighted N	(1,103)	(375)	(415)	(313)	(465)	(385)	(420)	(316)	(256)	(200)	(218)	(426)	(259)

10. Acceptability of AI in Filmmaking — Replacing all actors with AI-generated characters

Do you consider it to be acceptable or unacceptable for filmmakers to use artificial intelligence (AI) in the following ways when making a movie?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Acceptable	11%	15%	7%	7%	14%	14%	8%	11%	6%	16%	*
Unacceptable	75%	71%	78%	84%	64%	73%	80%	76%	66%	70%	*
Not sure	14%	14%	14%	9%	22%	13%	12%	13%	28%	14%	*
Totals	100%	100%	99%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,104)	(520)	(584)	(281)	(296)	(309)	(218)	(725)	(145)	(158)	(76)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Acceptable	11%	11%	10%	13%	11%	15%	8%	13%	15%	6%	13%	11%	13%
Unacceptable	75%	78%	71%	76%	78%	76%	73%	77%	75%	77%	75%	74%	73%
Not sure	14%	12%	19%	11%	12%	9%	18%	10%	10%	16%	12%	14%	15%
Totals	100%	101%	100%	100%	101%	100%	99%	100%	100%	99%	100%	99%	101%
Unweighted N	(1,104)	(376)	(415)	(313)	(466)	(385)	(421)	(316)	(256)	(201)	(220)	(424)	(259)

2. Likelihood of Watching AI Character

If a live-action film included an AI-generated character, would that increase or decrease your interest in watching it?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Increase	6%	6%	5%	7%	12%	4%	0%	4%	8%	16%	*
Not change	26%	29%	22%	24%	25%	26%	29%	26%	27%	24%	*
Decrease	53%	48%	58%	59%	44%	56%	53%	56%	39%	46%	*
Not sure	15%	16%	15%	10%	19%	14%	17%	15%	26%	14%	*
Totals	100%	99%	100%	100%	100%	100%	99%	101%	100%	100%	*
Unweighted N	(1,105)	(522)	(583)	(283)	(296)	(308)	(218)	(725)	(146)	(158)	(76)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Increase	6%	10%	3%	5%	7%	5%	6%	6%	6%	5%	4%	6%	7%
Not change	26%	24%	22%	33%	23%	32%	31%	21%	25%	21%	29%	24%	29%
Decrease	53%	53%	57%	49%	55%	52%	46%	59%	56%	58%	54%	53%	48%
Not sure	15%	13%	19%	14%	15%	10%	16%	14%	13%	16%	13%	16%	17%
Totals	100%	100%	101%	101%	100%	99%	99%	100%	100%	100%	100%	99%	101%
Unweighted N	(1,105)	(376)	(416)	(313)	(467)	(385)	(423)	(315)	(256)	(201)	(220)	(426)	(258)

3. Ability to Identify an AI Character

If a live-action film included an AI-generated character, do you think you would be able to tell?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	41%	44%	39%	61%	46%	39%	22%	41%	39%	38%	*
No	15%	15%	15%	9%	17%	16%	17%	13%	18%	20%	*
Not sure	43%	41%	46%	30%	37%	45%	60%	45%	42%	42%	*
Totals	99%	100%	100%	100%	100%	100%	99%	99%	99%	100%	*
Unweighted N	(1,104)	(522)	(582)	(282)	(296)	(309)	(217)	(725)	(146)	(158)	(75)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	41%	43%	40%	42%	42%	39%	40%	40%	52%	37%	40%	42%	45%
No	15%	14%	16%	15%	13%	16%	18%	14%	10%	21%	14%	16%	10%
Not sure	43%	43%	44%	43%	45%	45%	42%	46%	38%	42%	46%	42%	45%
Totals	99%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,104)	(375)	(417)	(312)	(466)	(384)	(423)	(315)	(256)	(201)	(220)	(424)	(259)

YouGov Survey: AI and Filmmaking

October 2 - 5, 2025 - 1106 U.S. adult citizens



Interviewing Dates	October 2 - 5, 2025
Target population	U.S. Citizens, aged 18 and over.
Sampling method	Respondents were selected from YouGov's opt-in panel to be representative of adult U.S. citizens.
Weighting	The sample was weighted according to gender, age, race, education, 2024 presidential vote, 2020 election turnout and presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. 2024 presidential vote, at time of weighting was estimated to be 48% Harris and 50% Trump. Baseline party identification is the respondent's most recent answer given around November 8, 2024, and is weighted to the estimated distribution at that time (31% Democratic, 32% Republican). The weights range from 0.052 to 6.607, with a mean of one and a standard deviation of 0.899.
Number of respondents	1106
Margin of error	± 4% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	87 questions not reported.