Full Questionnaire

S1A. Do you create and publish original **podcast or video** content, either for your own personal/business account or as a part of your job for a business or brand? Original content is any content that you created; it does not include content shared or reposted from others. Select all that apply.

Yes, for **my own** personal account(s)
Yes, for **my own** business/brand account(s)
Yes, on behalf of a business/brand
No, do not create/publish original content

[TERMINATE IF S1A = NO, DO NOT CREATE/PUBLISH CONTENT]

S1B. On which of the following platforms do you publish original content? Select all that apply.

Facebook
Instagram
TikTok
Snapchat
LinkedIn
YouTube
Podcast platform (e.g., Apple Podcasts, Spotify)
Other, specify
I don't create and publish content for any account

[TERMINATE IF S1B = DON'T CREATE]

S2. How frequently do you publish, on any platform?

[SCALE NOT ROTATED]
At least once a day
3-5 times a week
Weekly
2-3 times a month
Once a month
Less than once a month
Never

[TERMINATE IF S2 = LESS THAN ONCE A MONTH OR NEVER]

S3. What is the **primary** type of content you create? Select one.

Podcast (audio only)
Podcast (audio & video)
Long-form videos (e.g., for YouTube)
Short-form videos (e.g., for TikTok, Instagram Reels)
None of the above

[TERMINATE IF S3 = NONE OF THE ABOVE]

Generative Artificial Intelligence (AI) are technology tools that can create new content such as text, code, audio, images, and videos.

ChatGPT, Jasper, Dall-E, Stable Diffusion, and Descript's Overdub are all generative AI tools.

For the next set of questions, we'll dig into if and how you use generative AI tools when you create content.

Q1. Have you ever used generative AI tools to help create [INSERT S3 RESPONSE]?

[SCALE NOT ROTATED]
Yes
No

Q2. How likely are you to use generative AI tools to create content [**again**/**in the future**]?

[SCALE NOT ROTATED]
Very unlikely
Somewhat unlikely
Neither likely nor unlikely
Somewhat likely
Very likely
Not sure

Q3. How familiar are you, if at all, with the following types of generative AI tools?

Text-generation tools (e.g., ChatGPT, GPT-3, Jasper)
Image-generation tools (e.g., DALL-E, Midjourney, Stable Diffusion)
Audio tools (e.g., Descript, Murf, Resound)
Video tools (e.g., Runway, Synthesia, Pictory)
Music-generation tools (e.g., MuseNet, Amper Music, AIVA)

[SCALE NOT ROTATED]
Never heard of them
Heard of them, but don't want to try them
Heard of them, want to try them, but haven't
Have tried them [SHOWN ONLY IF Q1 = YES]
Use them regularly or semi-regularly [SHOWN ONLY IF Q1 = YES]

[ASK IF Q1 = YES]
Q4. How have you used generative AI tools to help create [INSERT S3 RESPONSE]? Select all that apply.

Get content ideas (e.g., topics, angles)
Start writing/rough drafts (e.g. use ChatGPT to write a rough script as a starting point)
Write full scripts
Write other text (e.g., titles, keywords, subject lines, show notes)
Generate images
Generate video
Edit video
Generate audio (e.g., text-to-speech)
Edit audio
Other, specify

Q5. How do you <u>intend</u> to use generative AI tools in your content creation in the future, if at all? Select all that apply.

Get content ideas (e.g., topics, angles)
Start writing/rough drafts (e.g. use ChatGPT to write a rough script as a starting point)
Write full scripts
Write other text (e.g., titles, keywords, subject lines, show notes)
Generate images
Generate video
Edit video
Generate audio (e.g., text-to-speech)
Edit audio
Other, specify
I don't plan to use generative AI tools in the future

[IF Q5 = DON'T PLAN TO USE]
Q6. Why don't you intend to use generative AI tools in the future? Select all that apply.

Don't understand it
Don't trust it – accuracy
Quality concerns
Ethical concerns
Hinders creativity
Other

[ASK IF Q1 = YES]
Q7. What capabilities would you like to see developed to make generative AI tools more useful or valuable to you?

[OPEN END]

[ASK IF Q1 = YES]
Q8. How has using generative AI tools most impacted you and your content? Select up to three.

Saved me time
Cost me time
Produced higher quality content
Produced lower quality content
Made me more creative
Made me less creative
Helped me grow my audience
Caused me to lose viewers/listeners
Other, specify
None of the above

[ASK IF Q1 = NO]
Q9. Why aren't you using generative AI tools to create content? Select all that apply.

Not familiar with the tools
Not familiar with AI in general
It's not good enough yet
Concerns about copyright infringement
Concerns about ethics
Hinders my creative process
Haven't gotten around to it yet
Other, specify

The next few questions will explore how you feel about using generative AI to create content — both as a creator and as a content consumer.

Q10. Which of the following statements best describes how you feel about consuming content (video, podcasts, images, or writing) created using AI tools?

[SCALE NOT ROTATED]
I like it
I am indifferent to it
I don't like it

Q11. As a creator, how would you describe your overall feeling about generative AI?

[SCALE NOT ROTATED]
Very negative
Somewhat negative
Neither positive nor negative
Somewhat positive
Very positive

[ASK IF Q11 = VERY POSITIVE OR SOMEWHAT POSITIVE]
Q12. Why do you feel [INSERT Q11 RESPONSE] about generative AI? Select all that apply.

Generative AI tools will:

Enhance creativity
Save time
Help creators produce more content
Help creators produce better content
Help creators make more money
Other, specify

[ASK IF Q11 = VERY NEGATIVE OR SOMEWHAT NEGATIVE]
Q13. Why do you feel [INSERT Q11 RESPONSE] about generative AI? Select all that apply.

Generative AI tools will:

Diminish creativity
Make content less human/personal
Reduce content quality
Lead to too much content
Replace human jobs
Inject potential bias or inaccuracy
Create ethical issues (e.g., plagiarism, deep fakes)
Other, specify

Q14. How do you expect generative AI to change content, creative work, and the creator economy in the next year?

Quality of content
Quantity of content
Creativity of content
Accuracy of content
Impact on jobs
Time savings
Ease of original content creation

[SCALE NOT ROTATED]
Significant change for the worse
Some change for the worse
No change
Some change for the better
Significant change for the better

D1. What is your average annual income exclusively from creating content (not including income from other jobs)?

$0
$1-$999
$1,000-$9,999
$10,000-$49,999
$50,000-$99,999
$100,000-$149,999
$150,000 or more

D2. Which of the following platforms do you have the most followers/subscribers on? Select one.

Facebook
Instagram
TikTok
LinkedIn
Twitter
Snapchat
YouTube
Podcast (all platforms)
Newsletter (any platform)
Other, specify

D3. Approximately how many followers/subscribers do you have on [PLATFORM IN D2; IF "PODCAST" OR "NEWSLETTER", INSERT "your" [PODCAST / NEWSLETTER], IF "OTHER", INSERT "the platform you have the most followers/subscribers on"]?

1-499
500-999
1,000-4,999
5,000-9,999
10,000-24,999
25,000-49,999
50,000-74,999
75,000-99,999
100,000-149,999
150,000 or more

About the Study

These are the findings of a Descript poll with data collection by Ipsos conducted between March 29 and April 12, 2023. For this survey, a sample of 1,004 podcasters and video creators from the continental U.S., Alaska, and Hawaii was interviewed online in English. To qualify, respondents needed to be 18+ and create and publish original podcast or video content on their own personal account, a business account, or as a part of their job for a business or brand at least once a month.

The sample was randomly drawn from Ipsos' online panel, partner online panel sources, and "river" sampling and does not rely on a population frame in the traditional sense. No post-hoc weights were applied to the data and findings reflect the opinion of these respondents.

Statistical margins of error are not applicable to online non-probability polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of plus or minus 3.8 percentage points for all respondents. Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following (n=1,005, DEFF=1.5, adjusted Confidence Interval=+/- 5.3 percentage points).

About Ipsos

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