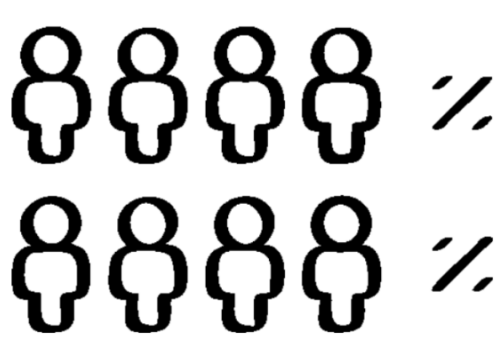




Sample Description



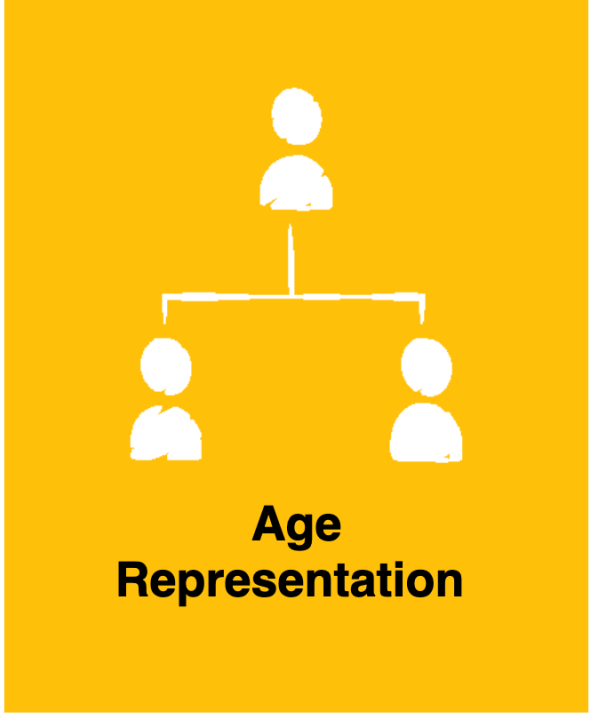
Freelancers	77.4%
Employees	20.3%
Other	8.5%



Performing Arts	28.3%
Writing & Journalism	24.7%
Film, TV, Media	23.7%
Digital & Gaming	6.7%
Marketing & PR	3.2%



Small to Medium Companies	62.7%
Multinational Companies	42.7%
Trusts & Foundations	9.3%
Public Sector	21.9%
Grassroots Orgs	4.7%



18-30	11.7 %
31-40	19.8%
41-50	21.2 %
51-60	24%
61 +	19.8%



Women	50.9%
Men	43.1 %
Non-Binary	2.1 %
Prefer Not to Say	3.9%



White	78.1%
Mixed	6.4%
Asian	3.5%
Black	2.1 %
Other/Prefer Not to Say	9.9%



Professional / Higher Socio-Economic	59.7%
Intermediate Background	12 %
Working Class / Lower Socio-Economic	20.5%



Society of Authors		29%
Equity		25.4%
Musicians Union		18.3%
BECTU (Broadcasting & Theatre Union)		9.4%

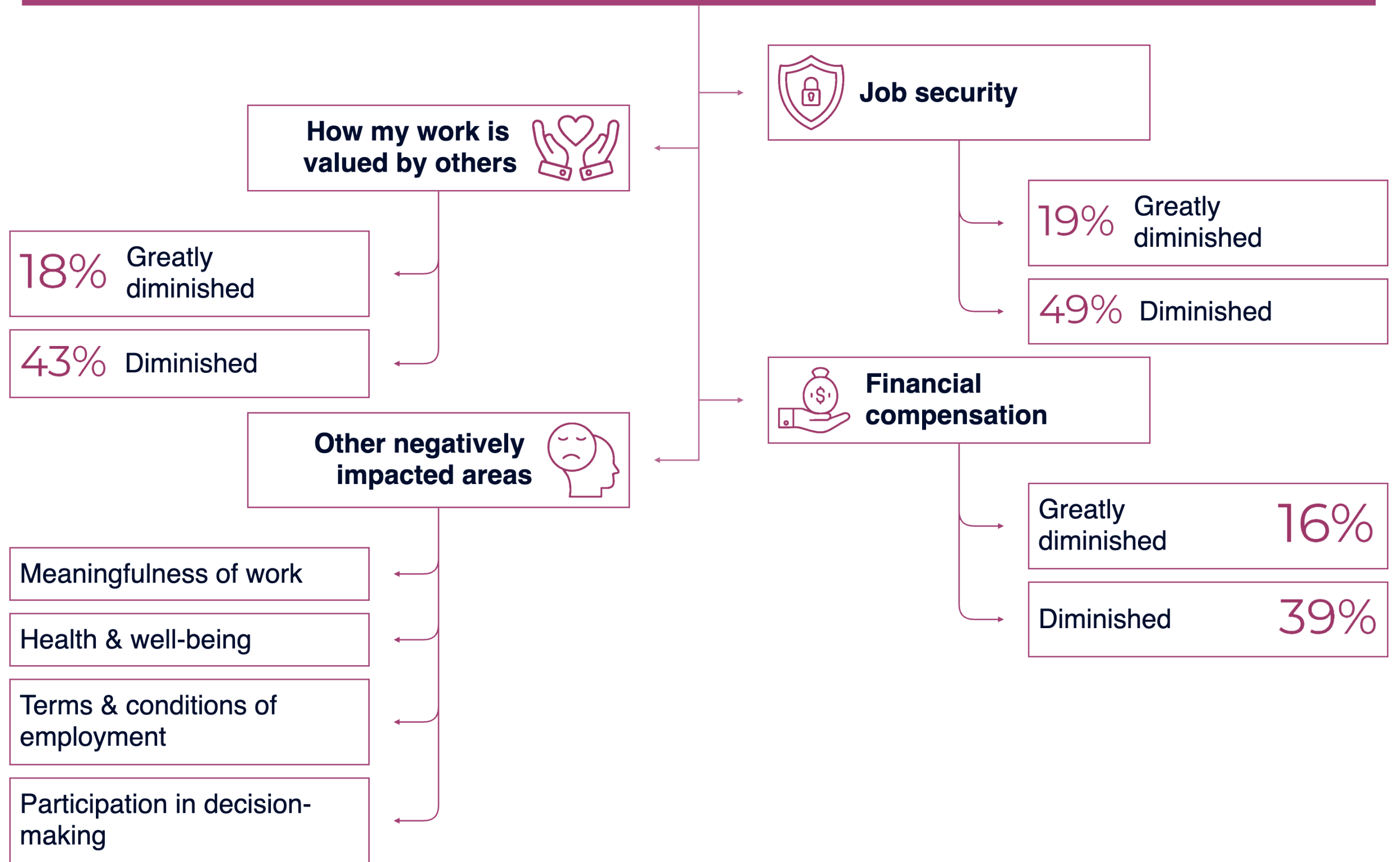


£20,300 or less	13.4 %
£27,301 - £35,100	13.4 %
£35,101 - £54,600	19.1 %

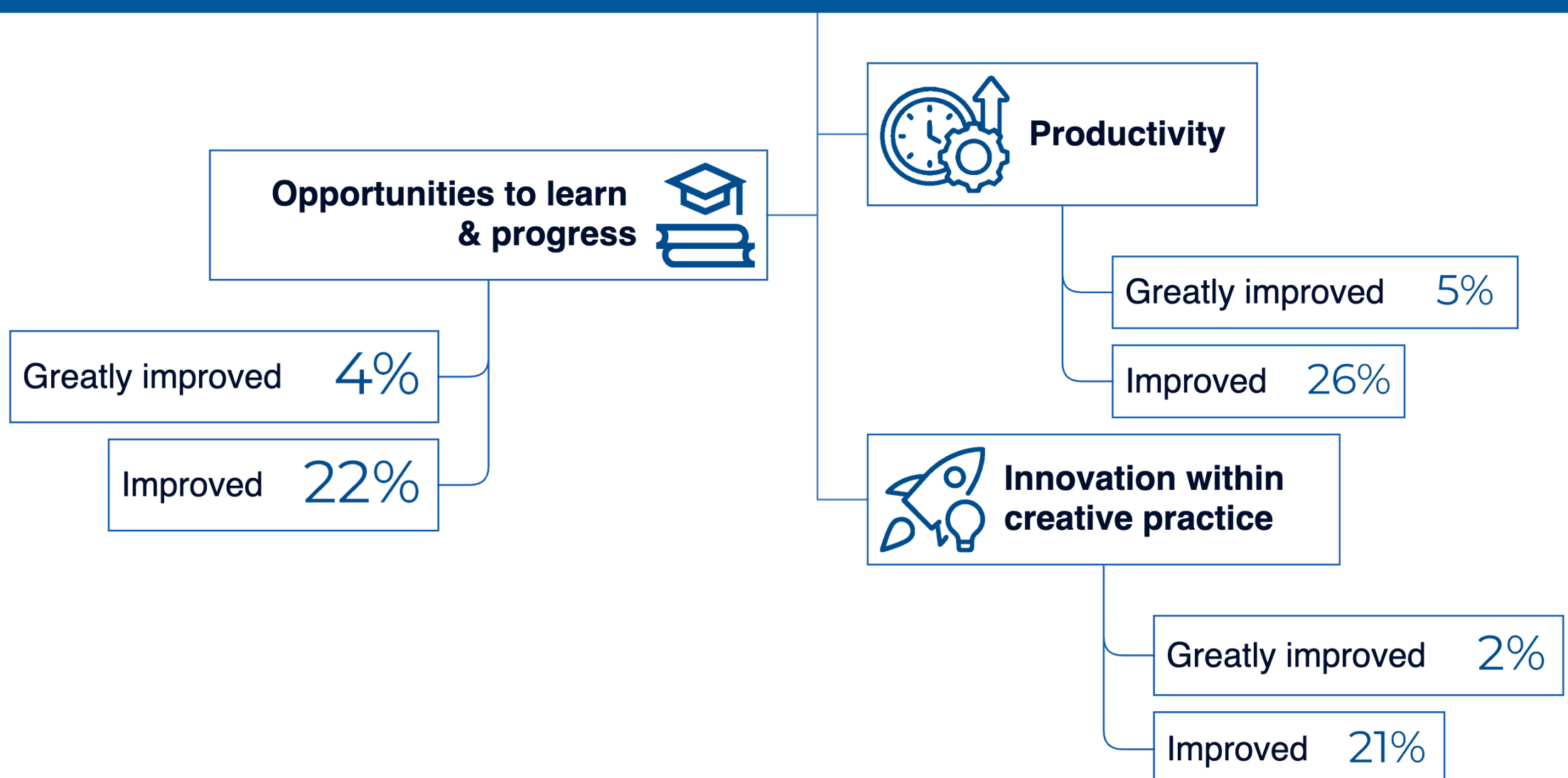


AI Perception

Negative Impact



Positive Impact



General Perception



Generative AI is changing work quality

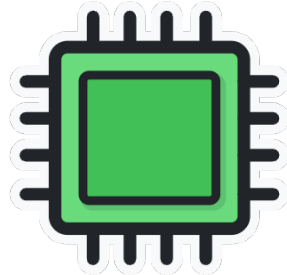
73%

21%

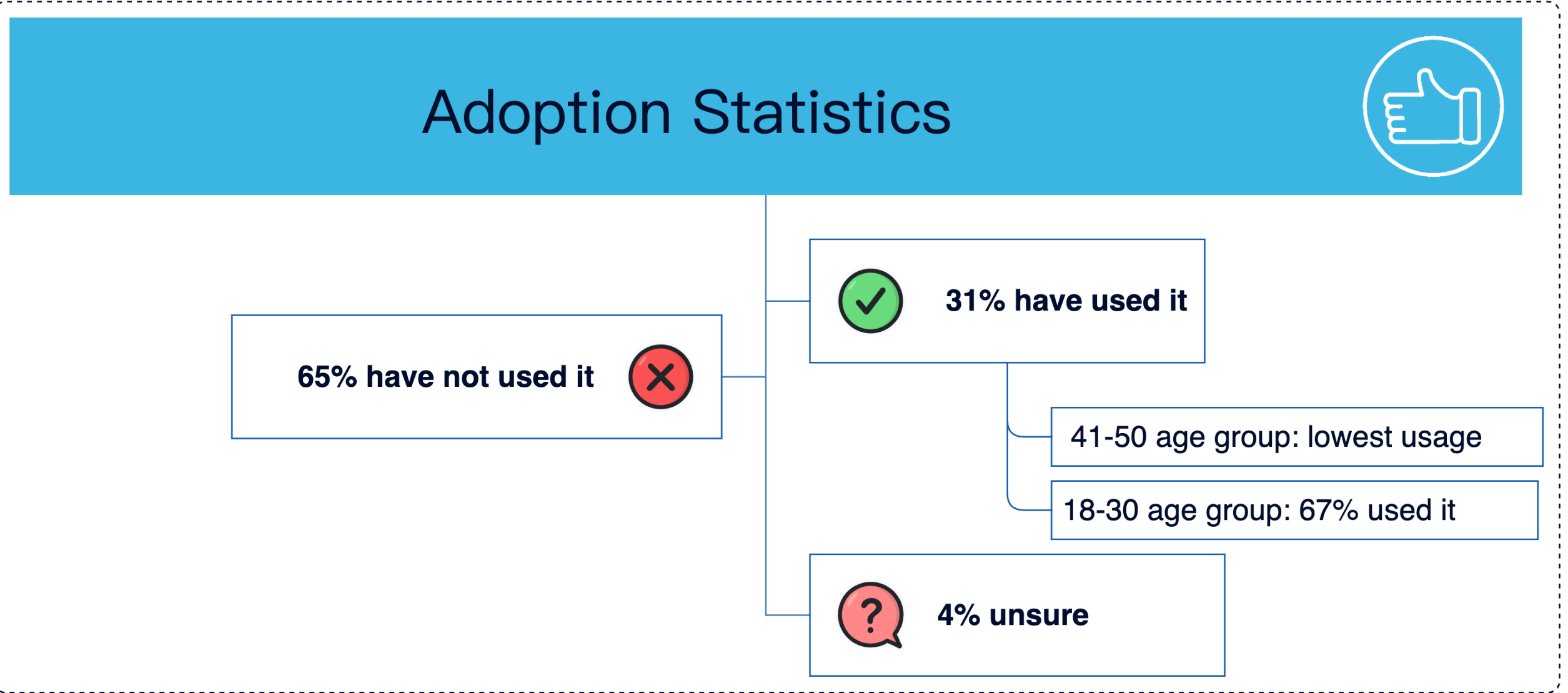
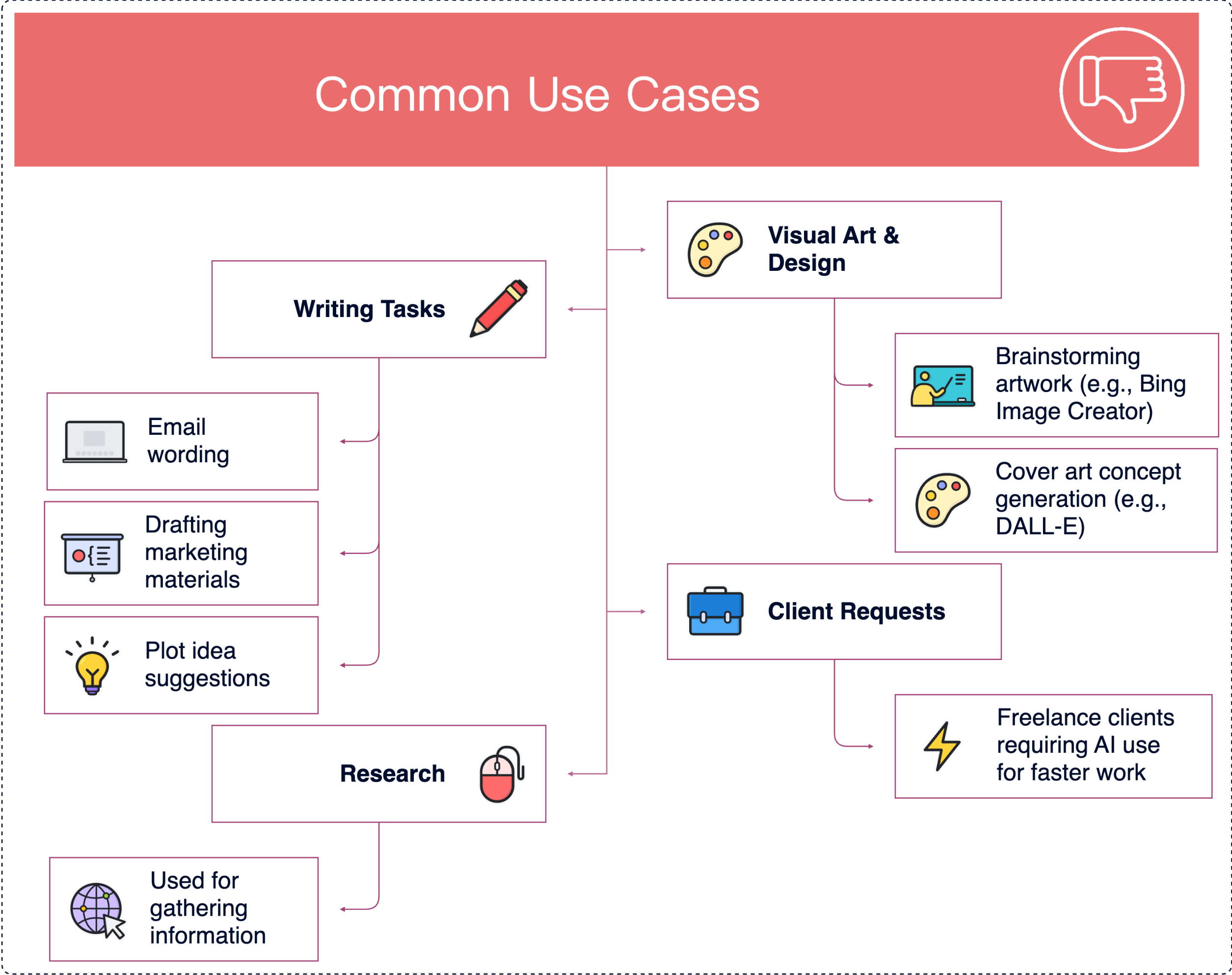
Neutral

6%

Generative AI is not changing work quality



Generative AI Usage in Creative Work





Methods Used to Protect Work

Contractual protections



Stating AI-use restrictions in contracts

Public Statements & Opt-Outs



Publicly declaring AI-use restrictions



Opting out from big platforms

AI Resistance Tools



Nightshade



AI-blocking platforms like Cara



Glaze



Calls to Action

Regulatory and legal framework



A developed regulatory and legal framework that matches technological advancement

Compensation



Fair compensation models for AI training data usage

Clear guidelines



Information and guidelines for creative professionals

IP rights



Improved intellectual property, copyright and moral rights protection



Job Security

Cross-disciplinary workers

40%

reported job security improvements



Music & audio professionals

13

saw some improvement



%
Translation & language services workers

86%

reporting diminished job security.



Performing arts professionals

82%

reported diminished job security



Other Workers (Zero-hours, Temp, Agency)

Most vulnerable group with lowest stability



Highest exposure to AI-related financial losses & job insecurity

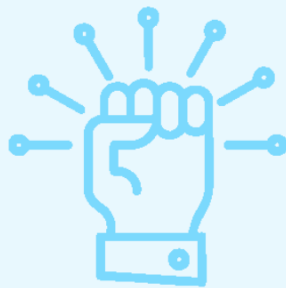


Fewer reported productivity benefits than employees



Self-Employed & Freelancers

More autonomy but less stability, fewer legal protections



Some productivity benefits, but fewer than employees.



Higher financial risks with 61% reporting earnings decline



Employees

More job security



Fewer negative AI impacts



Higher productivity benefits



Lower financial losses

Higher productivity gains