

To: The Motion Picture Association
From: Echelon Insights
Re: Polling Memorandum - NY State Voter Survey
Date: July 9, 2024

A survey of 615 likely voters in New York State was conducted from May 28 to 31, 2024, found strong support for tax incentives to keep TV and film companies in New York across the political spectrum. New Yorkers support tax incentives to keep TV and film production companies in New York 78-14%. Democrats support tax incentives for the film industry at 86-8%, Independents 68-20%, and Republicans 72-17%.

Q. New York state provides tax incentives to film and television production companies and studios that film their movies, series and streaming programs in the state. In return, these local productions generate jobs and economic activity in the state.

Knowing this, would you support or oppose providing tax incentives to film and television production companies to keep jobs and economic activity in New York?

STRONGLY/SOMEWHAT SUPPORT	78%
STRONGLY/SOMEWHAT OPPOSE	14%
UNSURE	9%

Voters value increased tax revenues and benefits to local businesses

Added revenue generation through tax dollars and economic activity (62%) and investment in local businesses and communities (51%) are cited as the primary benefits of producing films and shows in New York. 70% of Democrats, 52% of Independents, and 58% of Republicans say that revenue generation through tax dollars and economic activity is a primary benefit of the New York film industry.

62% say that production companies and studios leaving the state for lack of incentives would have a negative effect on the state's economy, and just 8% say that companies and studios leaving the state would have a positive effect. This holds true among voters from different parties. Democratic voters say it would have a negative effect by a 53 point margin, Independents by a 59 point margin, and Republicans by a 50 point margin.

Highlighting jobs generated by tax incentives for the filming industry increased the likelihood of support for tax incentives, with 48% of voters overall saying they are extremely or very likely to support the film industry tax incentives which generated over 114,000 jobs in New York from a two-year period from 2019-2020, 32% saying they are somewhat likely, and only 14% saying they are not very or not at all likely to support tax incentives for the film and TV industry.

Voters want to keep movie and TV companies filming in New York

New Yorkers agree that films and movies about New York should be filmed in the state (84%) and that the industry is good for the state (85%). **Supermajorities across both parties hold these views. Democrats agreed with a +77 point margin (86-9) and Republicans with +78 margin (84-8) on filming NY scenes in New York**, along with suburban women (88-7) and NYC voters (84-7). Meanwhile, 89% of Democrats agree that movies and TV/streaming programs filmed in New York are good for the state, with similar majorities holding these views among Republicans (84%), urban (85%) and suburban (87%) New Yorkers.

	Overall	DEM	GOP	Suburban Women	Suburban	Urban
Films or movie scenes about New York should be filmed in New York rather than outside the state.	84-8	86-9	84-6	88-7	85-7	83-8
Movies, TV, and streaming programs filmed here are good for New York.	85-8	89-7	84-5	89-4	87-5	85-10
Note: above represents % agree-disagree						

Voters support tax incentives that bring more jobs and revenues to New York State

There is strong support for giving tax incentives to certain industries, if they bring more jobs and revenues to New York state. 7 in 10 voters support such incentives, while only 22% oppose this type of measure. This is in light of more than half of all New York voters believing that good jobs are hard to find in New York state.

Q. Do you support or oppose giving tax incentives to certain industries, if they bring more jobs and revenues to New York state?

STRONGLY/SOMEWHAT SUPPORT	70%
STRONGLY/SOMEWHAT OPPOSE	22%
UNSURE	8%

Elected officials will likely face pressure if state legislation ends up reducing or eliminating tax incentives for film and TV production companies for filming in New York

41% of respondents say they'd be less likely to vote for a State Senator or Assemblymember if they were to support legislation reducing tax incentives that film and TV production companies receive for filming in New York, while 16% would be more likely to vote for them and 34% say it would not change their vote. Pluralities across party lines hold the same view, including 46% of Democrats, 39% of Independents and 32% of Republicans saying they are less likely to vote for a State Senator or Assemblymember who supports legislation reducing tax incentives for film and TV production companies. Voters in the NYC suburbs are 35 points less likely to vote for a representative that reduces incentives.

Methodology:

N=615 likely voters in New York state were surveyed from May 28-31, 2024, using a mixed mode method. Forty-nine percent of respondents were contacted via text message to complete the survey online and the remaining 51% were interviewed using a web survey. The sample was weighted to population benchmarks for registered voters and the 2024 Likely Electorate on gender, age, race/ethnicity, education, region, party, past primary participation, and 2020 presidential vote adjusted for 2024 turnout probability. Calculated the way it would be for a random sample and adjusted to incorporate the effect of weighting, the margin of sampling error is +/- 4.5 percentage points.