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# HAWAI'I FILM INDUSTRY PUBLIC OPINION RESEARCH

March 2024

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**Beyond Research, Intelligence**

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March 13, 2024

Mr. Shane Peters  
Peters Communications LLC  
311 Portlock Rd.  
Honolulu, Hawai'i 96825

Dear Shane:

Enclosed are the results of the Hawai'i Film Industry Public Opinion Research. The findings highlight the public's strong support for the industry and existing tax incentives used to induce movie production companies to film in Hawai'i.



It was a pleasure to collaborate with you on this research and we look forward to future endeavors.

Best regards,

Jeff May  
Vice President

Encl.

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# EXECUTIVE SUMMARY

SMS Research surveyed over 400 registered voters across the state of Hawai'i to learn more about their attitudes and opinions towards the film industry and film tax incentives. The results of this public opinion research include the following:

- ❖ 93% of residents agree scenes or films about Hawai'i should be filmed in Hawai'i and 81% believe films with a tropical location should also be filmed in the state. In fact, 66% of residents are more likely to watch a film if they know it is produced in Hawai'i.
- ❖ 94% of residents believe filming in Hawai'i is good for the state, and 62% would like to see even more films produced in Hawai'i.
- ❖ Most residents are aware that computer graphics can be generated about Hawai'i without actually being produced in the state, and 72% of residents are concerned about this ability.
- ❖ About half of residents indicate they are familiar with the industry, but just a small proportion work in the industry themselves or know someone who does.
- ❖ Residents believe the industry primarily provides economic benefits (jobs and increased economic activity).
- ❖ Concerns about the industry vary; there are concerns regarding inconveniences from filming, concerns the industry doesn't employ enough locals, concerns filming doesn't accurately portray Hawai'i, and concerns the industry receives too much money in tax incentives.
- ❖ 87% of residents believe the film industry is important to Hawai'i's economy, 85% agree the industry has been beneficial to the residents of Hawai'i, and 88% of residents agree Hawai'i officials should encourage the film industry to remain in Hawai'i.
- ❖ 90% of residents have a positive view of the industry, principally because of the economic benefits conferred on the state while filming.
- ❖ 85% of residents support film tax incentives, primarily because of their economic benefits.
- ❖ 59% of residents believe residents (alone or in combination) have benefitted from these tax incentives.
- ❖ 54% of residents are concerned that fewer movies would be produced if film tax incentives were reduced, and 63% of residents expressed concern that jobs and economic activity would leave if those same incentives were reduced. 54% of residents also believe the industry is less likely to film in Hawai'i if there is uncertainty about the film tax incentives.
- ❖ 63% of residents believe Hawai'i would be negatively impacted if the film industry left. By comparison, 18% believe there would be no impact, and 14% believe the state would be positively impacted.
- ❖ 67% of residents support increasing tax incentives to attract and retain movie productions in Hawai'i.

# INTRODUCTION

The State of Hawai'i currently offers a motion picture, digital media, and film production income tax credit to qualifying production companies as a means for incentivizing filming in the state. In return, it is expected that the film industry will supply jobs and generate more economic activity and growth that will serve to benefit Hawai'i residents.

The film industry—led by the Motion Picture Association (MPA)—is supportive of these tax incentives, and would like to maintain the status quo with regard to the size of the credit, who is eligible, and what constitutes production costs. However, tax incentive programs become easy targets for modification or repeal when state budgets are short on revenue or when they are not perceived to be cost effective. The Maui fires have placed pressure on the Governor and the Legislature to make hard decisions with regard to budget cuts, which has made Hawai'i film tax incentives vulnerable to changes.

It is against this backdrop that Peters Communication LLC, on behalf of the MPA, has requested research to learn more about public sentiment towards the film industry in Hawai'i. Specifically, Peters Communication would like to gain insight regarding the public's awareness and feeling towards the film industry in Hawai'i, the public's support or opposition to film tax incentives, and the public's concern about the potential for the film industry to leave Hawai'i. In order to address these topics, SMS Research and Marketing Services has conducted public opinion research among residents of the state, and these findings are presented in the following report.

This report includes the analysis of weighted survey data from voters across the state of Hawai'i. The findings demonstrate Hawai'i residents' awareness and support of the film industry and policies used to incentivize the industry to operate in Hawai'i. The results will be useful to the film industry and can be used by stakeholders and policymakers to better understand public sentiment towards the industry and current policy that encourages filming in the Hawaiian Islands.

The report includes data analysis and appendices that contain overall results for survey questions and verbatim responses to open-ended questions.

## PROJECT OBJECTIVES

The primary objectives of this research are to:

1. Quantify Hawai'i voter's knowledge and support for the Hawai'i film industry.
2. Identify awareness and levels of concern about computer generated imagery as it relates to filming in Hawai'i.
3. Identify voters' opinions on benefits and concerns about the Hawai'i film industry.
4. Quantify support for Hawai'i film tax incentives for the industry, including concern if those incentives are modified or eliminated

# METHODOLOGY

## **SURVEY, SAMPLE, AND WEIGHTING**

The survey instrument was designed by SMS Research in consultation with Peters Communications LLC and the Motion Picture Association (MPA). The questionnaire includes questions regarding knowledge and awareness filming in Hawai'i, familiarity and opinions of Hawai'i's film industry, and support for film industry tax incentives. The survey was administered in an online format and the mean survey duration was six minutes to complete.

SMS collected 404 completed surveys from Hawai'i residents (18 or older) who indicated they were registered voters. Residents of all counties were included in data collection activities. Fielding was conducted from February 27<sup>th</sup> through March 5<sup>th</sup>, 2024. All data were reviewed, cleaned, and open-ended responses were coded for quantitative analysis.

Weighting was applied to the analysis to adjust the results to be more in line with known characteristics of the population. The weighting methodology used in this research is iterative proportional fitting (raking). With raking, we start with a set of variables where the population distribution is known, and the procedure iteratively adjusts the weight for each case until the sample distribution aligns with the population for those variables. In this study we used U.S. Census data on Voting and Registration in the 2022 Elections for our population data. In particular, we weighted the data to distributions for age, gender, broad ethnic distribution, and county.

# DATA ANALYSIS

The following portion of this report presents data analysis of the survey research that was conducted among Hawai'i voters. The findings are presented in three sections. First, we provide analysis of questions pertaining to awareness and preference for filming in Hawai'i. The results show residents have preference for Hawai'i-oriented scenes and films to be authentic and actually filmed in the state. Next, we examine resident sentiment towards the film industry in Hawai'i. The results from these questions show a strong affinity for the industry, due in part to the economic benefits conferred by the industry operating in Hawai'i. Finally, we examine the public's support for film industry tax incentives, which is strong, and the public's concern for negative impacts if the incentives are reduced and there is less economic activity as a result.

Each of the following sections present frequency distributions for each question, along with charts to aid in visual understanding of the results. Similarly, where statistically significant differences exist, we present those subgroup differences in the narrative. These additional analyses provide a more nuanced examination of the data and identify sources of variation in the overall results.

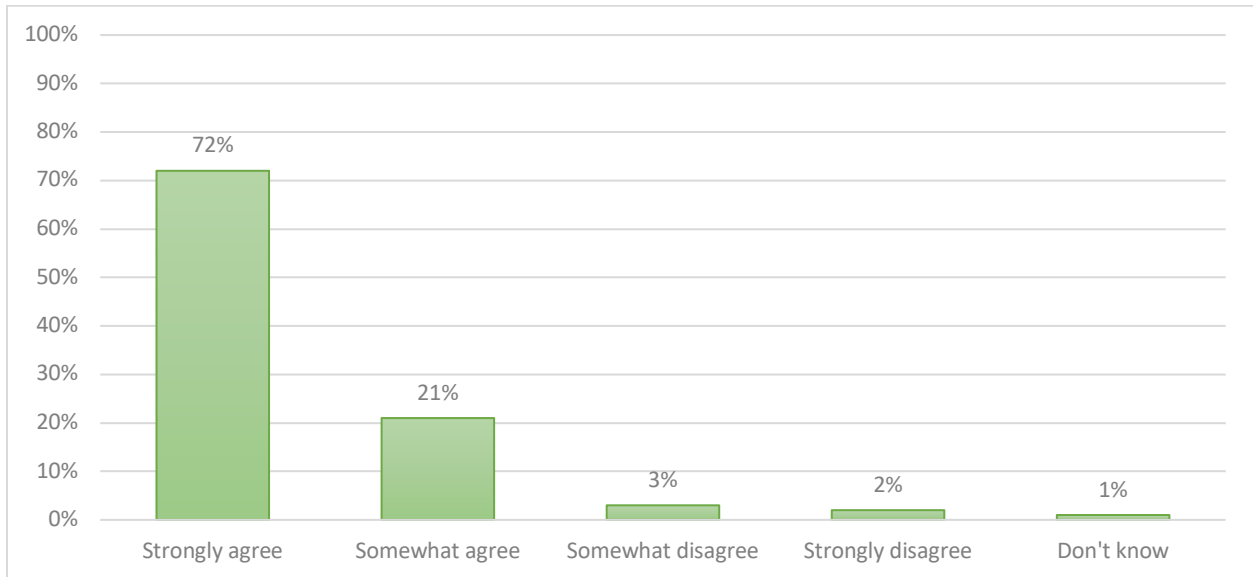
## RESIDENT AWARENESS OF FILMING IN HAWAI'I

To provide context around attitudes and opinions about the film industry in Hawai'i, survey respondents were asked about their general thoughts on filming in the state. To begin, nearly three-quarters of residents (73%) reported that they have ever seen a movie being filmed on-location in Hawai'i. Residents who indicate they are more familiar with the industry were more likely than those who are unfamiliar with the industry to have seen filming (86% vs. 58%), along with younger residents compared to older residents (84% of 18-34 year old residents, 74% of 35 to 54 year old residents, and 67% of residents aged 55 or older). Additionally, Native Hawaiian residents demonstrated greater awareness of on-site filming (86%), compared to Filipinos (78%), Caucasians (68%), and Japanese (64%).

When asked about filming locations for content about Hawai'i, residents were in near universal agreement (93%) that films about Hawai'i should be filmed in Hawai'i. Similarly, residents demonstrated strong agreement (81%) that films or scenes set in tropical locations should also be filmed on-location in the state. Film production in Hawai'i also has an impact on viewership among Hawai'i residents. Two-thirds of residents (66%) indicate they are more likely to watch a film if they know it is produced in Hawai'i. These results suggest residents of the state are interested and prefer authenticity when it comes to filming and producing content about Hawai'i, and that they also see a benefit in using Hawai'i's natural resources for content similar to what the state provides.

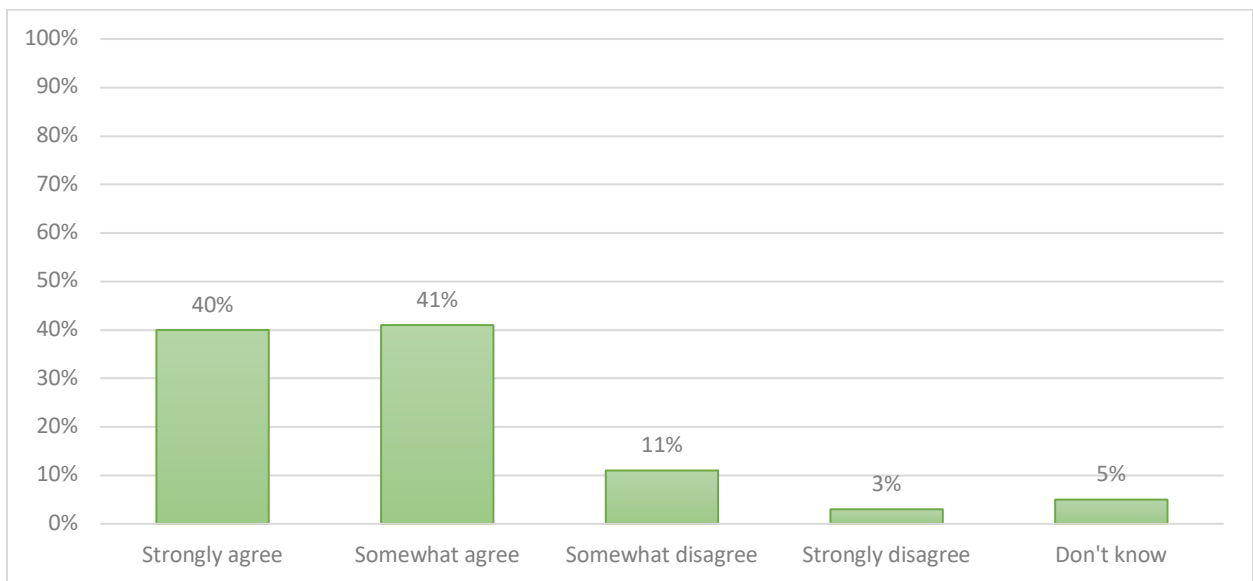


**Figure 1: Films About Hawai'i Should be Filmed in Hawai'i**



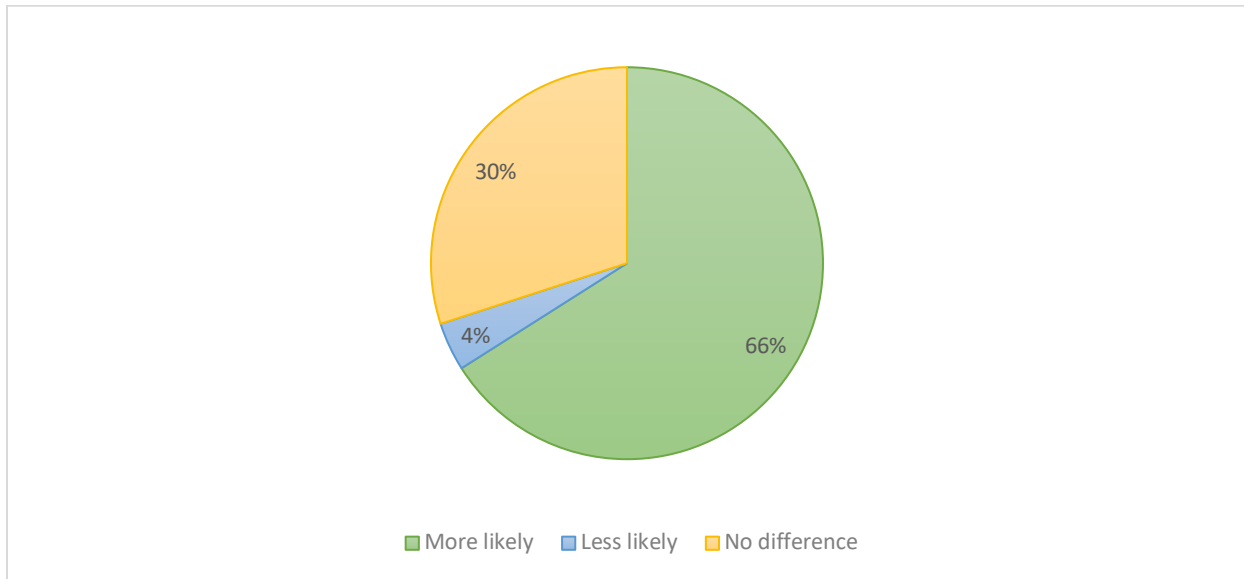
Question: "How strongly do you agree or disagree that films or movie scenes about Hawai'i should be filmed in Hawai'i rather than outside the state?"  
n=404

**Figure 2: Films with Tropical Locations Should be Filmed in Hawai'i**



Question: "And how strongly do you agree or disagree that films or movies scenes set in tropical locations should also be filmed in Hawai'i?"  
n=404

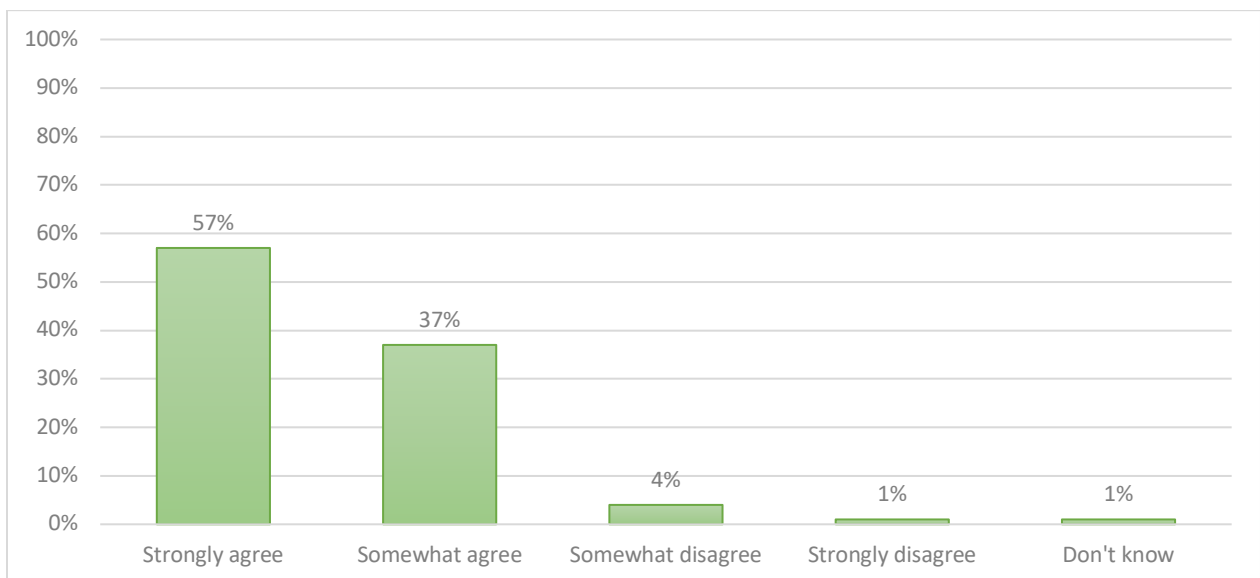
**Figure 3: Impact of Film Produced in Hawai'i on Desire to Watch Film**



Question: "If you know a film is produced in Hawai'i, does that make you more likely or less likely to watch it, or does it make no difference?"  
n=404

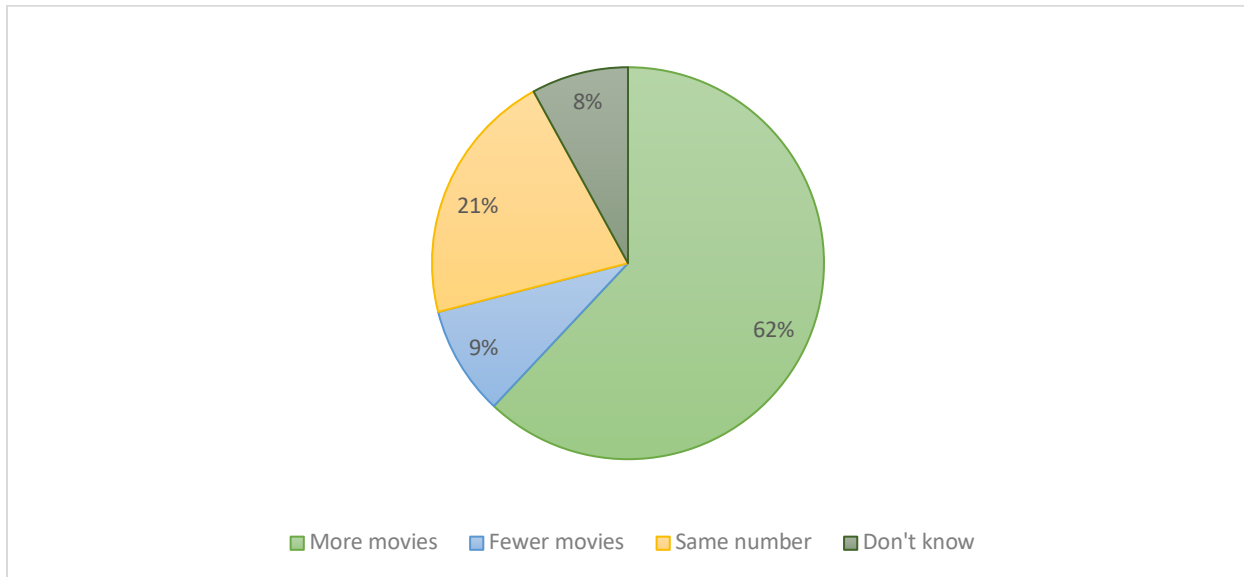
In general, 94 percent of Hawai'i residents agree that the filming of movies, TV, and streaming programs are good for Hawai'i. In fact, 21 percent of residents would prefer to have the same number of movies produced in Hawai'i, and 63 percent would prefer to have even more movies produced in the state. Older residents (55+) and those supportive of film tax incentives for the industry were more inclined to agree that filming is good for the state and that they would prefer a greater number of film productions in the state.

**Figure 4: Filming in Hawai'i is Good for Hawai'i**



Question: "How strongly do you agree or disagree that movies, TV, and streaming programs filmed here are good for Hawai'i?"  
n=404

**Figure 5: Preference for More Filming in Hawai'i**



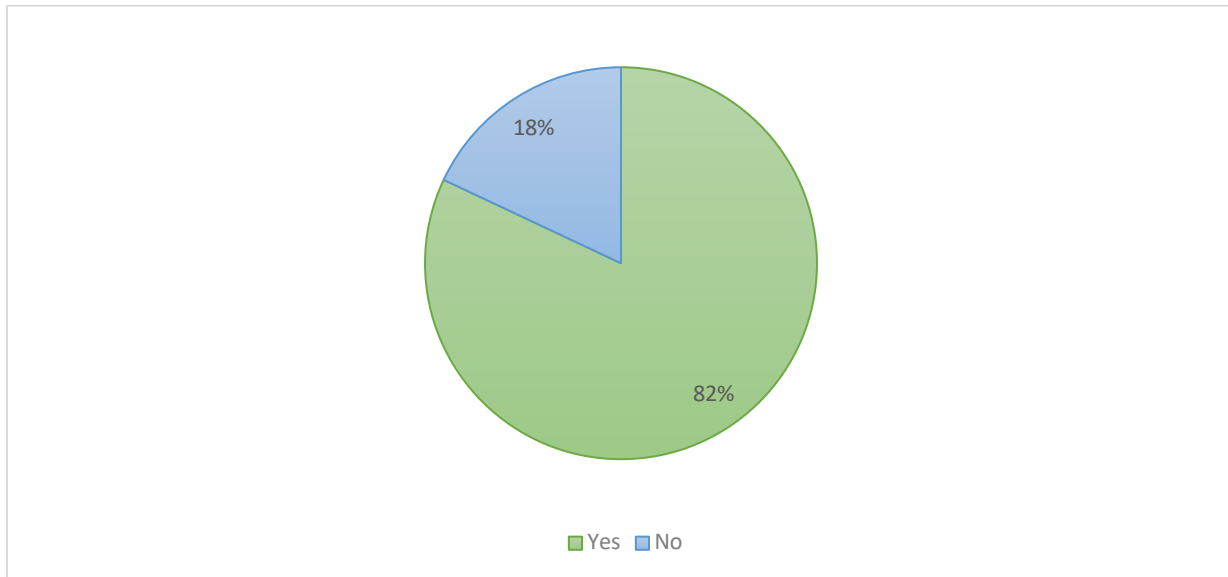
Question: "Would you prefer to have more, fewer, or the same number of movies filmed/produced in Hawai'i than what are currently filmed/produced?"  
n=404

As shown above, Hawai'i residents are sensitive to authenticity when it comes to filming about the state. They believe films and scenes about Hawai'i should be filmed in the state. However, technology has advanced to the point that computers can generate images and scenes that resemble the locations in Hawai'i without actually being filmed in Hawai'i. To learn more about residents' opinions on this situation, respondents were first asked if they were aware of this technology and their level of concern.

Figure 6 shows that there is substantial awareness (82%) among residents of the state that computer graphics can be generated to make a movie, TV, or other streaming show look like it is being filmed in Hawai'i despite being produced at locations outside the state. Awareness of this technology was high among all residents, but especially high among those familiar with the industry compared to those unfamiliar with the industry (87% vs. 77%), men versus women (87% vs. 79%), and middle aged compared to younger and older residents (88% among those aged 35-54, 83% among those 55 or older, and 73% among those aged 18-34).

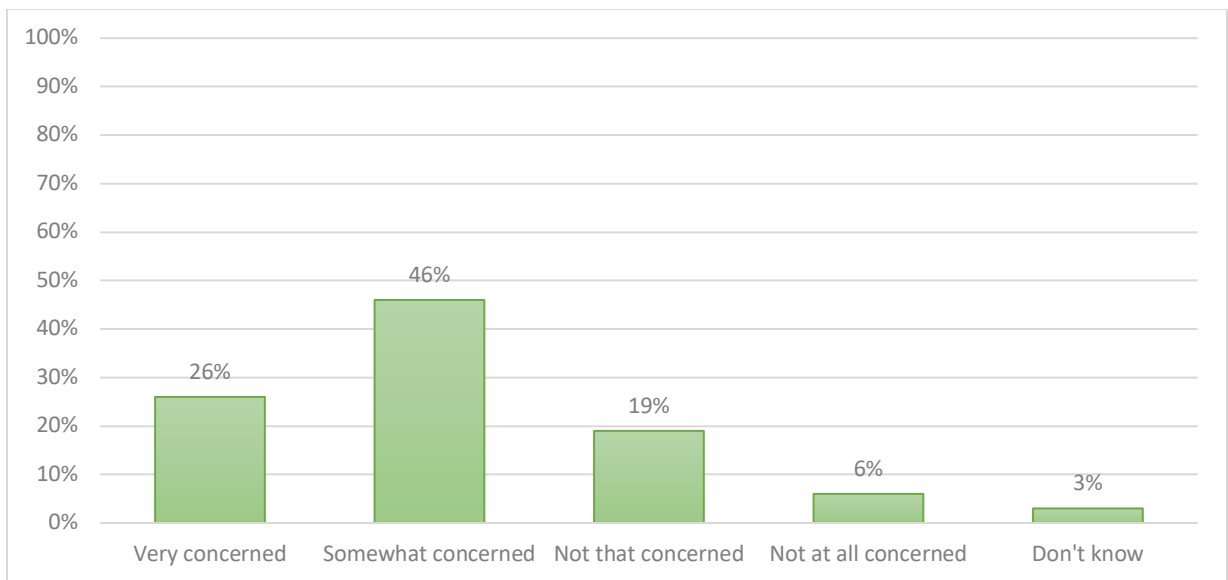
Nearly three-quarters of residents (72%) expressed concern that film production companies could produce films and scenes about Hawai'i without actually being in the state. Residents who are concerned about this scenario are more inclined to be familiar versus unfamiliar with the film industry in Hawai'i (81% vs. 68%) and have higher levels of education (72% among those with a high school degree or less, 69% among those with some college education, and 82% among those with a college degree or higher).

**Figure 6: Awareness of Computer-Generated Imagery**



Question: "Have you heard that computer graphics and other technology advances can make a movie, TV, or streaming show look like its been filmed in Hawai'i, when the production could be made anywhere in the world?"  
n=404

**Figure 7: Level of Concern Regarding Computer-Generated Imagery**



Question: "How concerned are you that the film industry could create movies, TV, and streaming programs, using computer technology, to make it appear to be in Hawai'i without actually filming in the state?"  
n=404

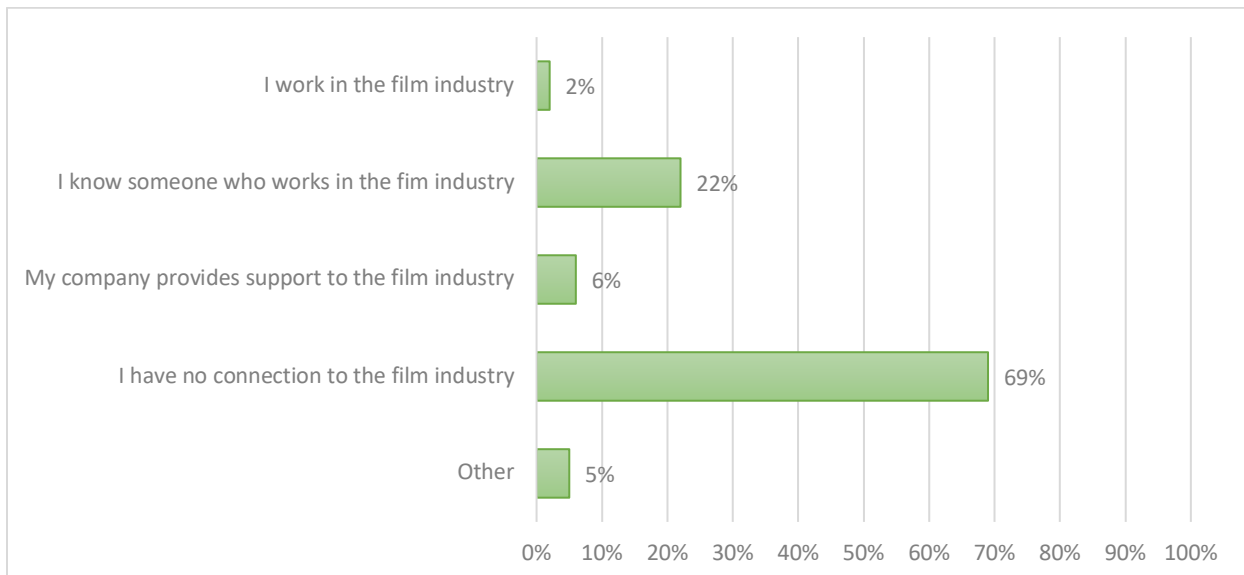
## RESIDENT SENTIMENT TOWARDS THE FILM INDUSTRY

The preceding section shows that residents of Hawai'i believe filming in the state is good for Hawai'i, that they prefer movies about Hawai'i to be filmed on-location, and that they have concerns that computer manipulation could remove future filming in the state. Residents were also asked specifically about their sentiment towards the industry itself. The following section reveals residents' intimacy with the industry, their thoughts about the benefits and concerns with the industry in Hawai'i, and their assessment of the industry itself.

Despite nearly three-quarters of residents seeing filming on-location in Hawai'i, relatively few residents have direct connection with the industry. Figure 8 demonstrates that just two percent of residents work in the film industry, six percent work for a company that provides support to the industry, 22 percent know someone who works in the industry, and 69 percent indicated they have no connection at all.

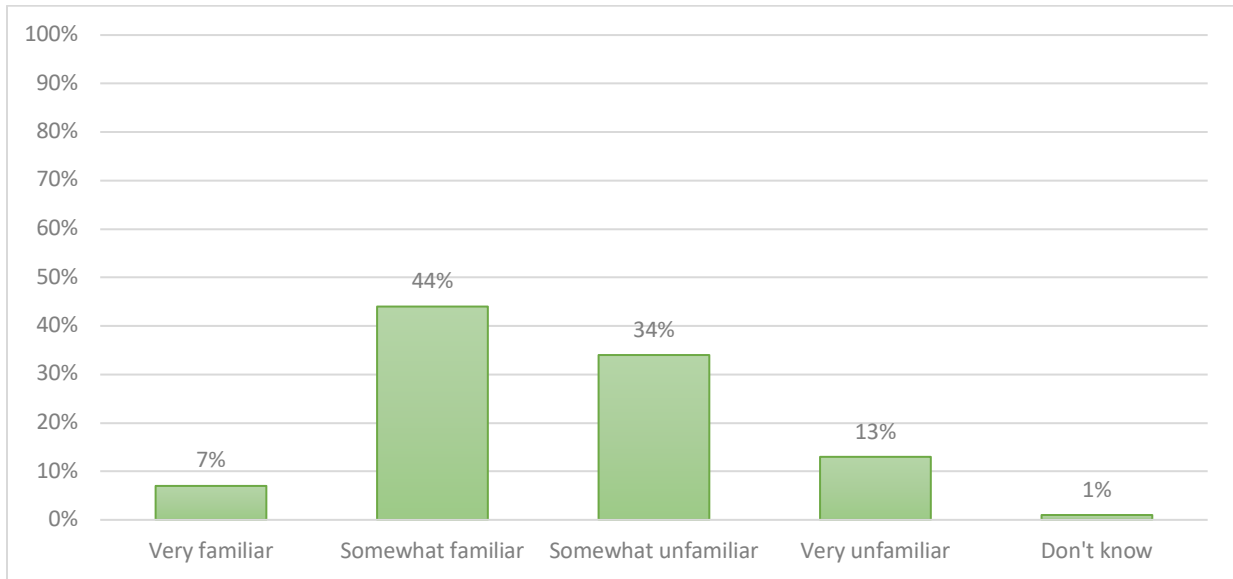
Just over half of residents (51%) reported that they are familiar with the industry. Familiarity was higher among men than women (58% vs. 46%), and Native Hawaiians (61%) compared to Filipinos (55%), Caucasians (53%), and Japanese (38%). Familiarity was also higher among those who support providing tax incentives for the industry compared to those who oppose those incentives (56% vs. 30%).

**Figure 8: Connection to Hawai'i Film Industry**



Question: "What is your connection, if any, to the film industry in Hawai'i?"  
n=404

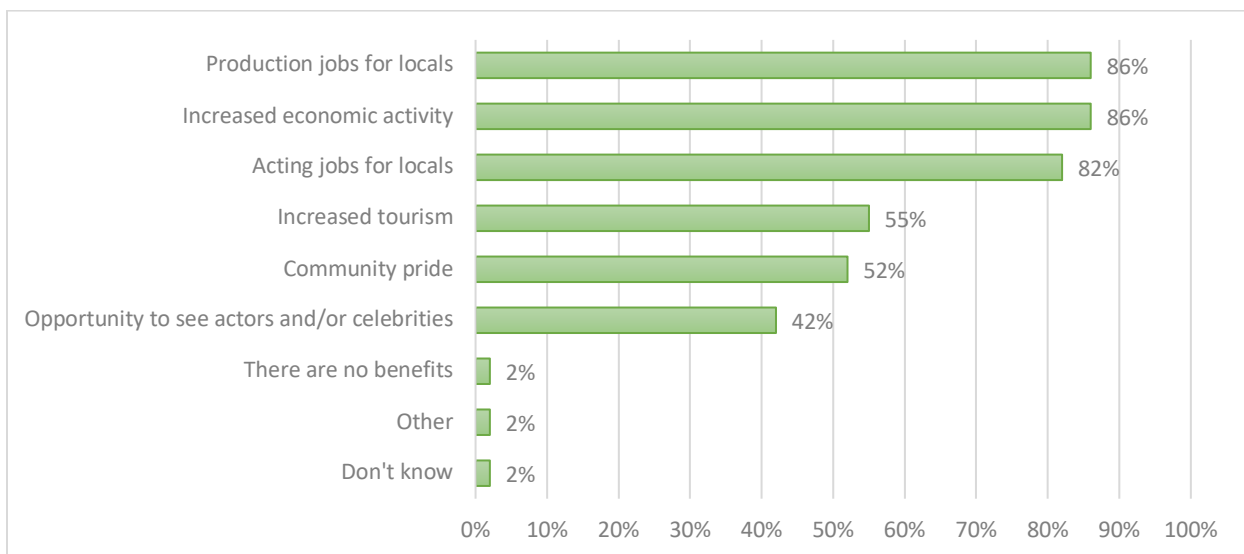
**Figure 9: Hawai'i Film Industry Familiarity**



Question: "How familiar are you with the film industry in Hawai'i?"  
n=404

Survey respondents were provided a list of potential benefits and concerns they might have about the industry and asked to select the ones that resonate most. In terms of benefits, residents were more inclined to identify those that were more economic in nature. For example, 86 percent of residents noted production jobs for locals, 86 percent cited increased economic activity as a result of production, and 82 percent mentioned acting jobs for locals. Older residents, those with higher education levels, Japanese residents, and those who support tax incentives for the industry were more likely than other residents to cite these benefits. A smaller proportion also identified increased tourism (55%), community pride (52%), and the opportunity to see actors and/or celebrities as benefits the film industry brings to Hawai'i.

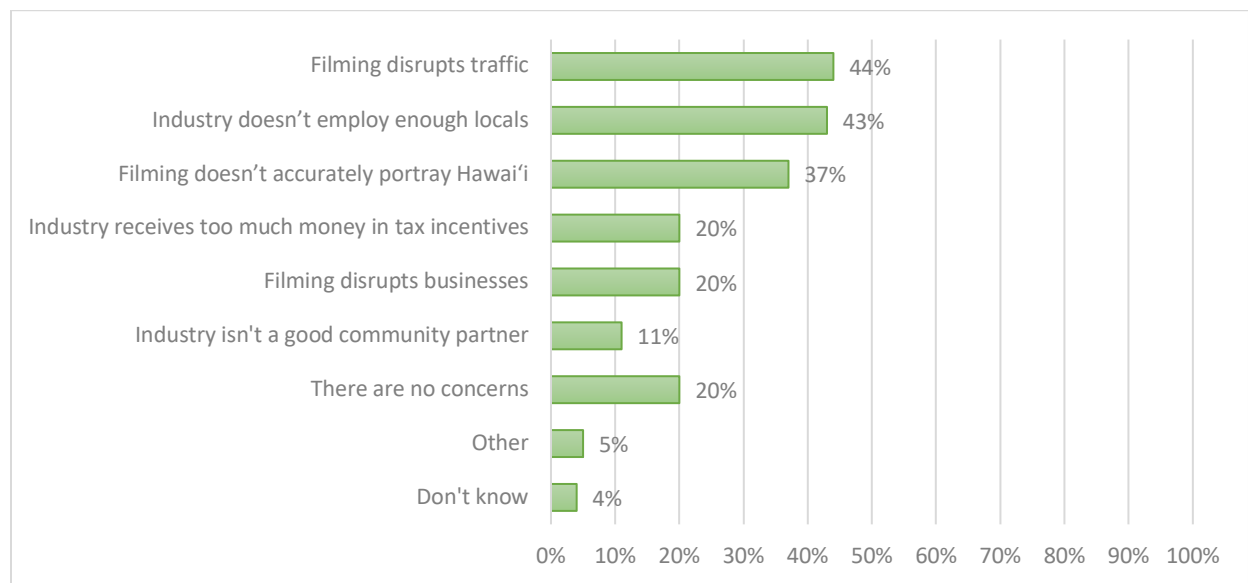
**Figure 10: Film Industry Benefits**



Question: "What do you believe are the main benefits the film industry brings to Hawai'i?"  
n=404

Concerns about the film industry in Hawai'i were felt throughout a smaller proportion of the public and varied in substance. For example, 44 percent of residents noted that filming disrupts traffic at times, 43 percent believe the industry doesn't employ enough local residents, 37 percent believe the industry doesn't accurately portray life or experiences in Hawai'i, and 20 percent of residents expressed concern that filming disrupts businesses. Noteworthy, 20 percent of residents are concerned that the film industry receives too much money in tax incentives and 11 percent believe the industry is not a good community partner. To place these results in some context, among those who support tax incentives for the industry, 18 percent are concerned that the industry receives too much money in incentives, while among those who are opposed to tax incentives for the industry, 42 percent are concerned the industry receives too much in tax incentives.

**Figure 11: Film Industry Concerns**

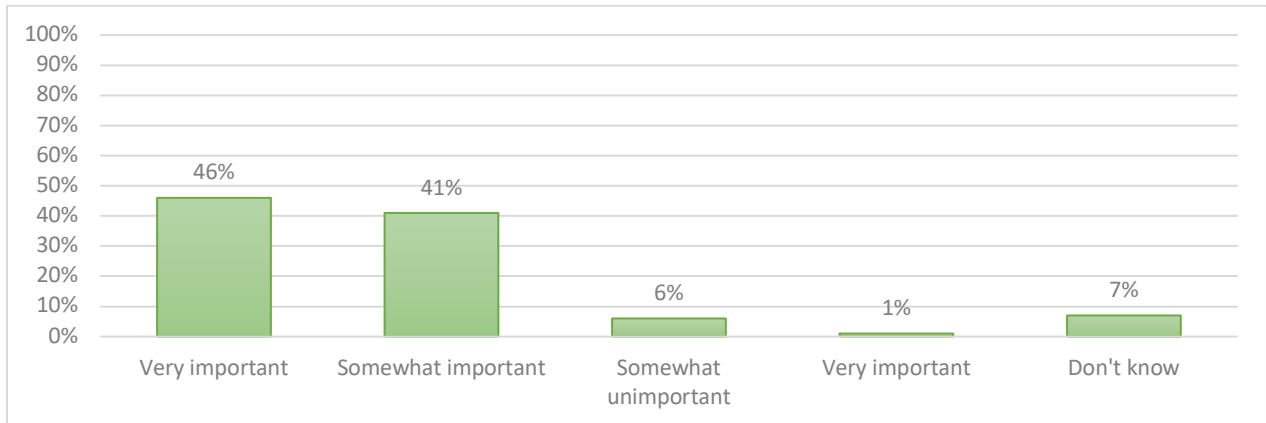


Question: "And what are your primary concerns about the film industry in Hawai'i?"  
n=404

Nearly 90 percent of residents (87%) believe the film industry is either very important or somewhat important to Hawai'i's economy. Belief in the importance of the industry was higher among older residents compared to younger residents (96% among those 55 or older, 93% among those 35-54, and 82% among those 18-34), higher educated residents (96% among those with some college education, 94% among those with a college degree or higher, and 84% among those with a high school degree or less), and residents who support rather than oppose tax incentives for the industry (95% vs. 74%).

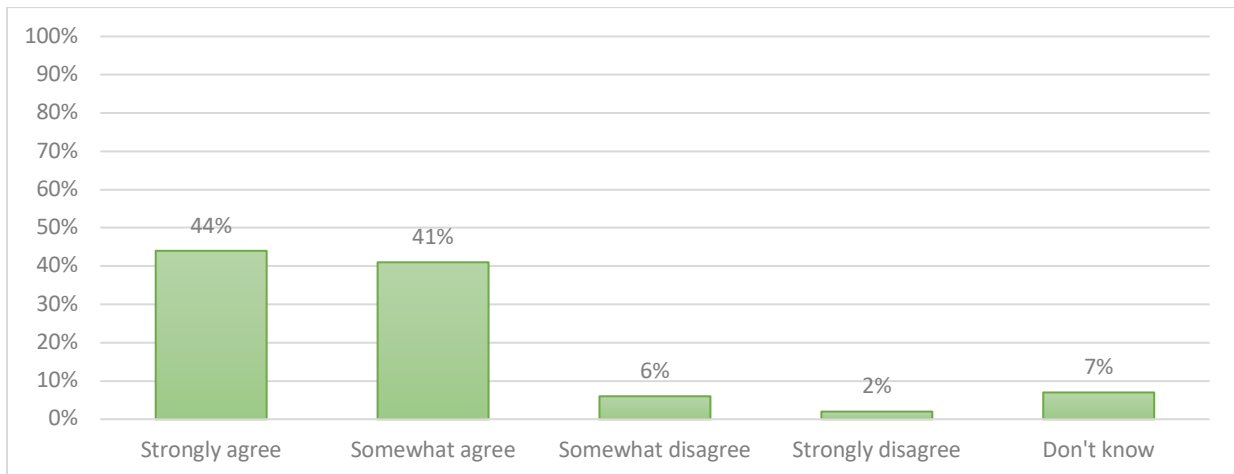
Additionally, residents shared substantial agreement (82%) that film industry has been beneficial to the residents of Hawai'i. Agreement with this sentiment was highest among older residents (97% among those 55 or older, 91% among those 35-54, and 77% among those 18-34), and those who support tax incentives compared to those who do not (95% vs. 65%). Agreement was also higher among Japanese (97%), Caucasians (94%), and Filipinos (92%) when compared to Native Hawaiians (80%).

**Figure 12: Importance of Film Industry to Hawai'i**



Question: "How important is the film industry to Hawai'i's economy?"  
n=404

**Figure 13: Assessment of the Value of the Film Industry**



Question: "How strongly do you agree or disagree that the film industry has been beneficial to the residents of Hawai'i?"  
n=404

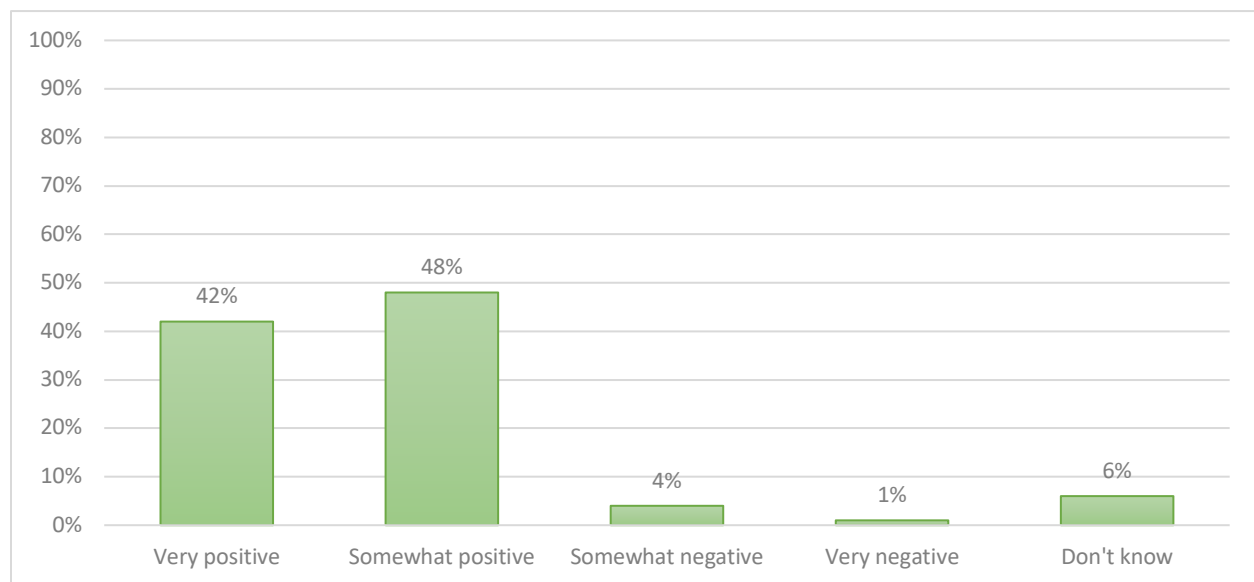
In terms of residents' viewpoint about the industry, 90 percent have either a very positive or somewhat positive view of the film industry in Hawai'i, while just five percent expressed a negative view. Among residents who oppose tax incentives for the industry, 73 percent have positive view of the industry (compared to 98 percent among those who support tax incentives), which suggests the industry itself is viewed highly, just not the incentivized policies themselves.



Survey respondents were also asked to describe in their own words why they have either a positive or negative view of the film industry in Hawai'i. Residents who have a positive view of the industry tend to justify the view on economic grounds. Figure 15 shows 21 percent of those who have a positive view of the industry do so because the industry helps the economy, 17 percent cite the fact that the industry provides jobs for residents, and 12 percent noted that the industry generates revenue for local business. Just under 10 percent stated that the industry promotes Hawai'i, eight percent mentioned that it increases tourism for the state, seven percent like that it shows "authentic" Hawai'i, five percent mentioned they enjoy that the industry provides a connection through familiarity and recognition of places, four percent noted they have a personal connection to the industry, and two percent have a positive view because the industry supports residents (presumably economically). Residents who cited the top three economic reasons for this view of the industry are more likely to be older, supportive of tax incentives, and are typically Japanese or Filipino, and less likely to be Native Hawaiian.

The proportion of residents who have a negative view of the industry is extremely small. Nevertheless, their views of the industry are shaped principally by two complaints: the industry falsely represents or disrespects Hawaiian culture, and the industry disrupts local traffic or events. Essentially these residents are upset that the industry does not show authentic Hawaiian culture and/or scenery and that filming can cause inconveniences for residents.

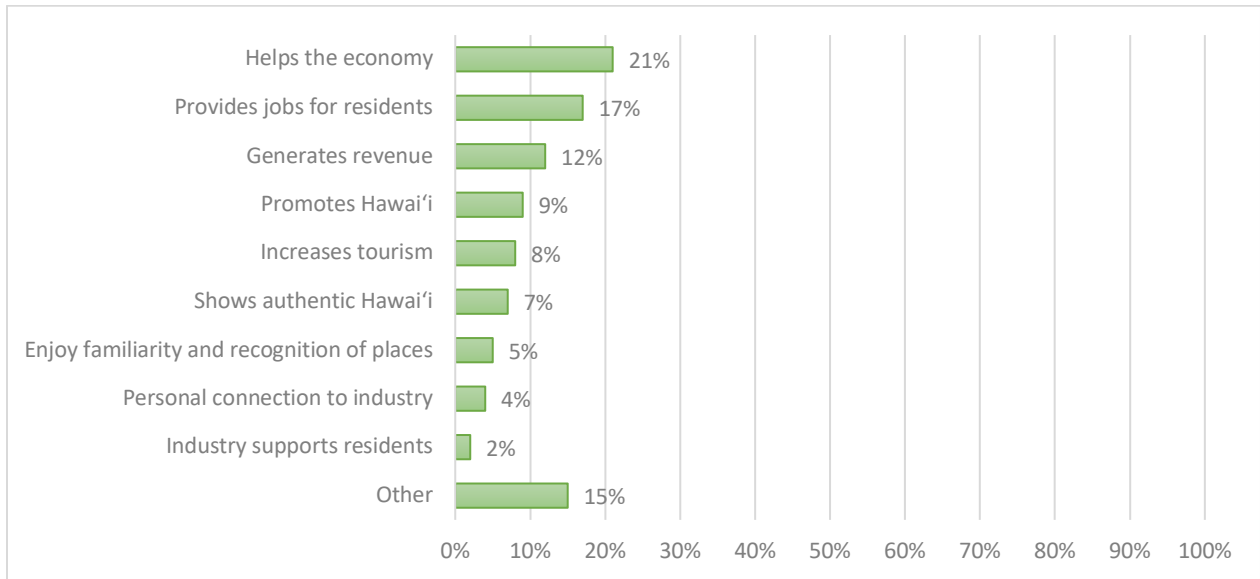
**Figure 14: View of the Film Industry**



Question: "Generally speaking, do you have a very positive, somewhat positive, somewhat negative, or very negative view of the film industry in Hawai'i?"

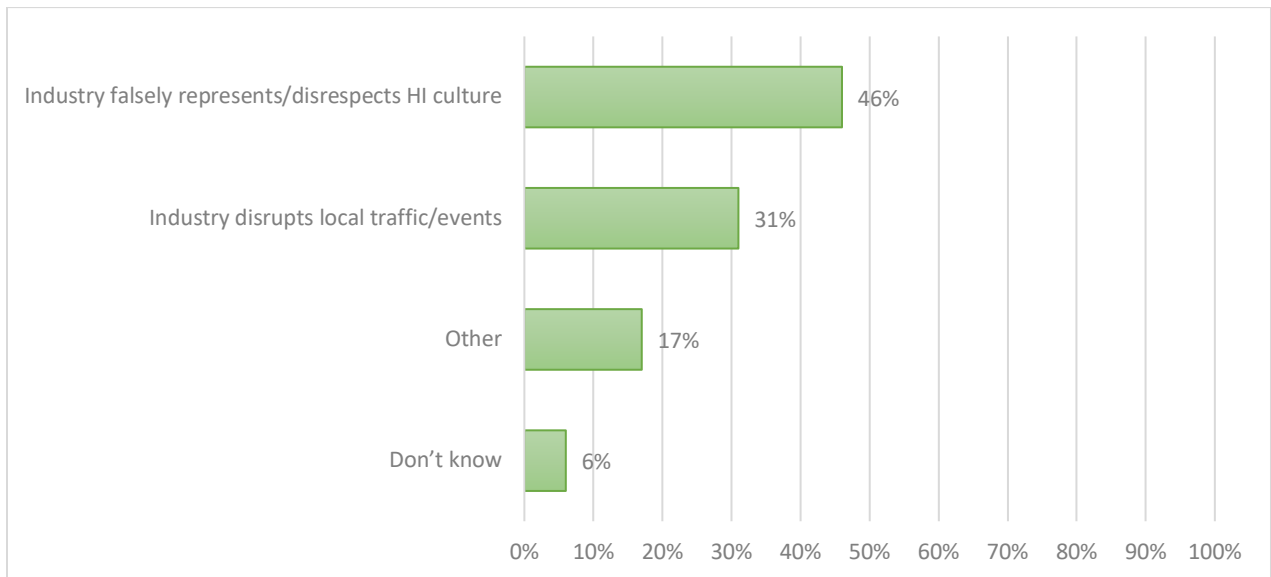
n=404

**Figure 15: Reasons for Positive View of the Film Industry**



Question: "And why do you say that?"  
n=349

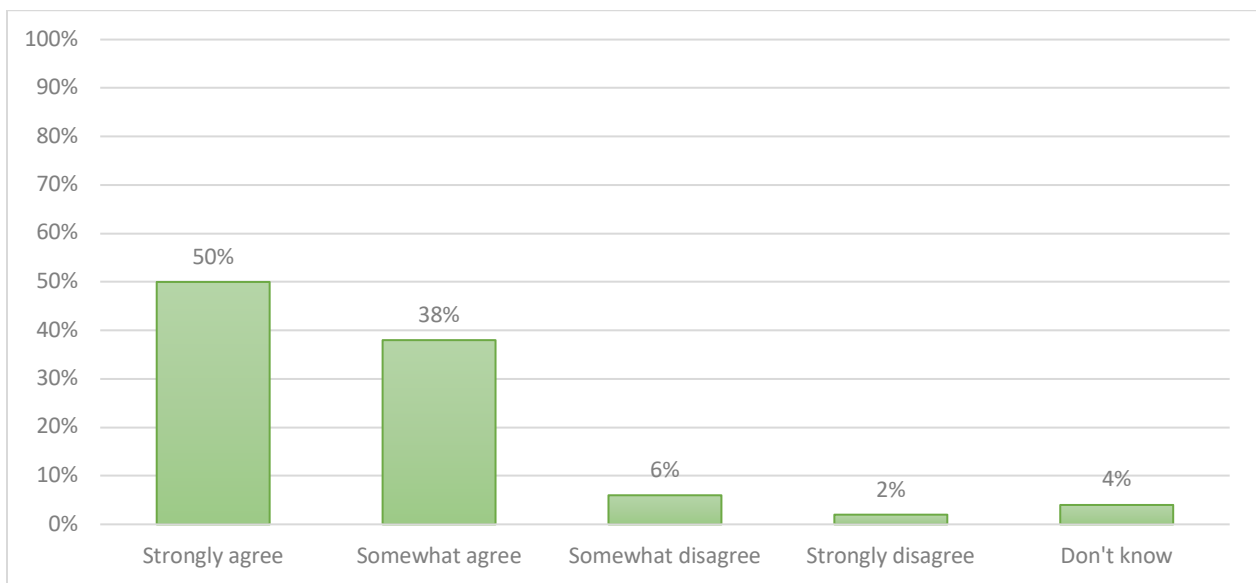
**Figure 16: Reasons for Negative View of the Film Industry**



Question: "And why do you say that?"  
n=20

Given residents' perception of the importance of the film industry in Hawai'i and their overwhelmingly positive viewpoints about the industry itself, it should be no surprise that residents of Hawai'i would prefer to maintain the existing relationship between the state and the industry. Figure 17 shows that 88 percent of residents either strongly agree or somewhat agree that Hawai'i officials should encourage the film industry to remain in Hawai'i. This sentiment was highest among older residents (96% among those 55 or older, 91% among those 35-54, and 82% among those 18-34), higher educated residents (98% among those with a college degree or higher, 89% among those with some college education, and 83% among those with a high school degree or lower), Japanese and Caucasians (98% and 97%) compared to Native Hawaiians and Filipinos (86% and 84%), and those who support tax incentives for the industry compared to those who do not (95% vs. 66%).

**Figure 17: Preference to Encourage the Film Industry to Remain in Hawai'i**



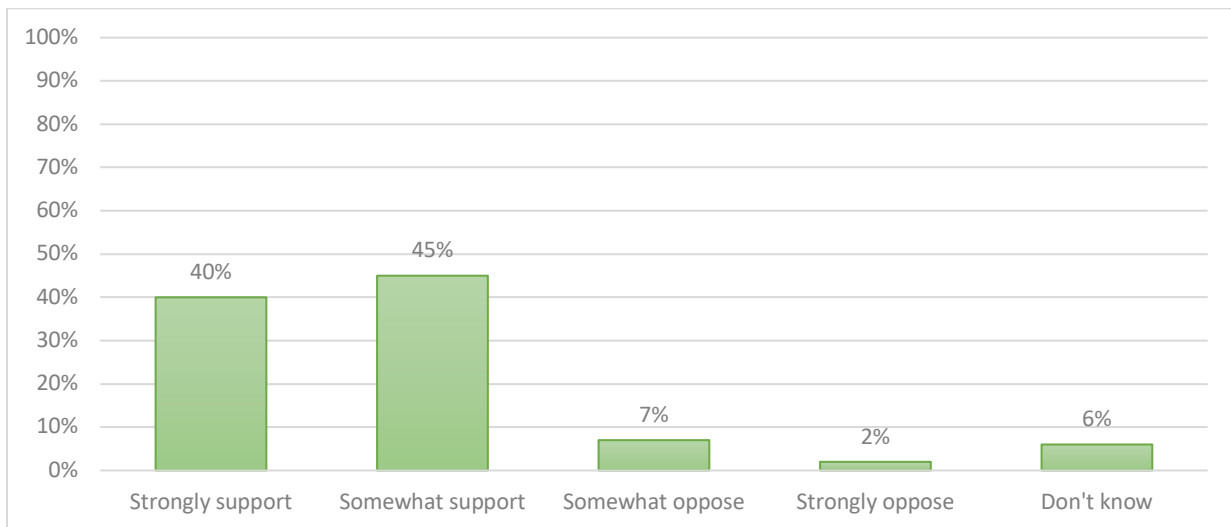
Question: "How strongly do you agree or disagree that Hawai'i officials should encourage the film industry to remain in Hawai'i?"  
n=404

## ASSESSMENT OF HAWAI'I FILM INCENTIVES

Hawai'i residents demonstrated significant levels of support for filming in the islands, and support for the film industry itself. Residents appear to be sensitive to the economic benefits that are produced by filming in the state, and believe the industry is an important component of the overall economy. To learn a little more about perceptions of the interrelationship between the industry and the state, survey respondents were asked about their levels of support for existing tax incentives, their concern if current tax incentives were to be reduced (including impact), and their opinion about increasing incentives. The following section presents these results.

When asked directly about tax incentives for the film industry, 85 percent of residents indicated they either strongly support or somewhat support providing tax incentives to movie production companies to keep jobs and economic activity in Hawai'i. Support for incentives was highest among residents familiar with the film industry compared to those who are not (95% vs. 87%), men compared to women (95% vs. 86%), those with more education (96% of those with a college degree or higher, 92% of those with some college education, and 85% of those who have a high school degree or less), and middle-aged residents compared to younger or older residents (97% among those 35-54, 91% among those 55 or older, and 84% among those 18-34).

**Figure 18: Support for Hawai'i Film Tax Incentives**



Question: "As you may know, Hawai'i provides incentives to movie production companies to film in the state. In return, these companies provide additional jobs and economic activity that would otherwise take place somewhere else. Generally speaking, how strongly do you support or oppose providing tax incentives to movie production companies to keep jobs and economic activity in Hawai'i?"

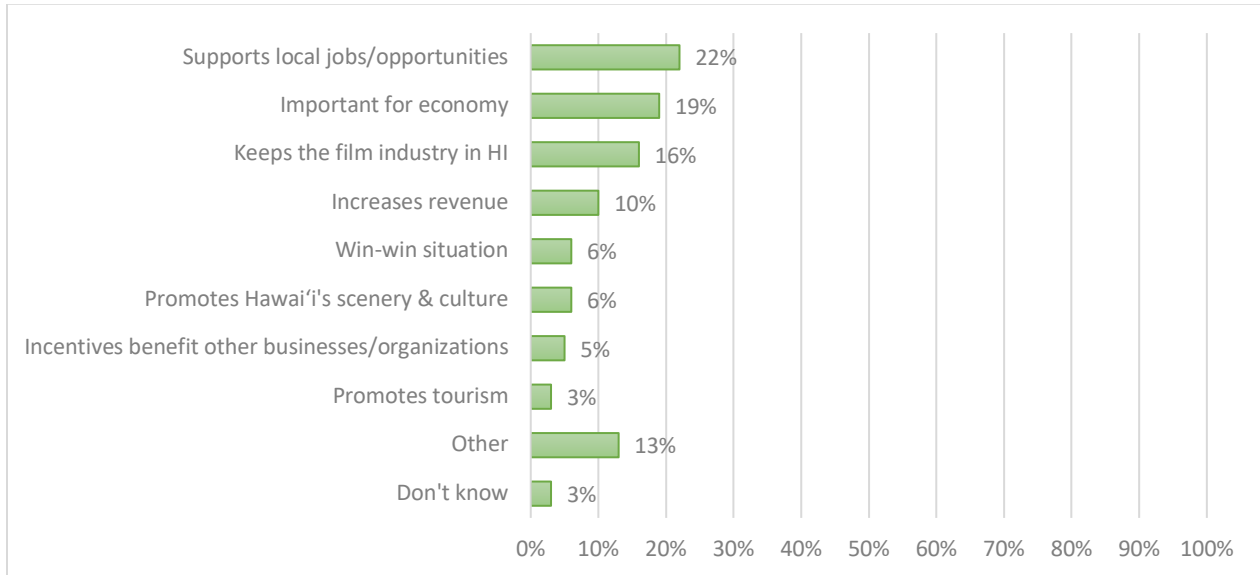
n=404

Among residents who support film tax incentives, 22 percent do so because these incentives create local jobs or economic opportunities, 19 percent support because they believe the incentives are important for the local economy, and 16 percent support incentives because they are the integral part that keeps the film industry in Hawai'i. Ten percent of supporters noted tax incentives indirectly increase business revenues, six percent believe the incentives provide a win-win situation with the industry and the state, and six percent make a connection between filming and the promotion of Hawai'i's scenery and culture, among several other reasons. Younger supporters were more inclined to indicate support originates from the fact that the industry

supports local job creation, while older supporters were more inclined to note the link between incentives and other businesses' revenue increases.

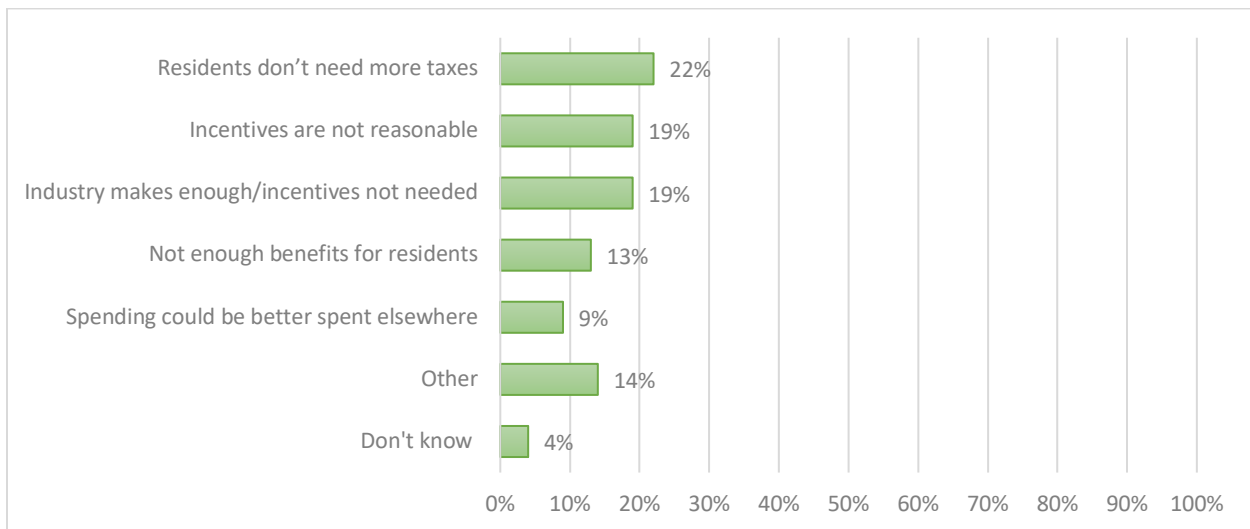
The proportion of residents who oppose tax incentives is small, but their reasons for opposition stem from the belief that incentives are too big, the concern that residents don't benefit, and from general confusion about tax incentives. Among this group, reasons for opposition include the following: residents don't need more taxes (22%), incentives are not reasonable (19%), the industry makes enough or doesn't need incentives (19%), residents don't benefit enough from the incentives (13%), and the misunderstanding that spending could be better spent elsewhere (9%).

**Figure 19: Reasons for Support of Tax Incentives**



Question: "And why do you say that?"  
n=335

**Figure 20: Reasons for Opposition to Tax Incentives**

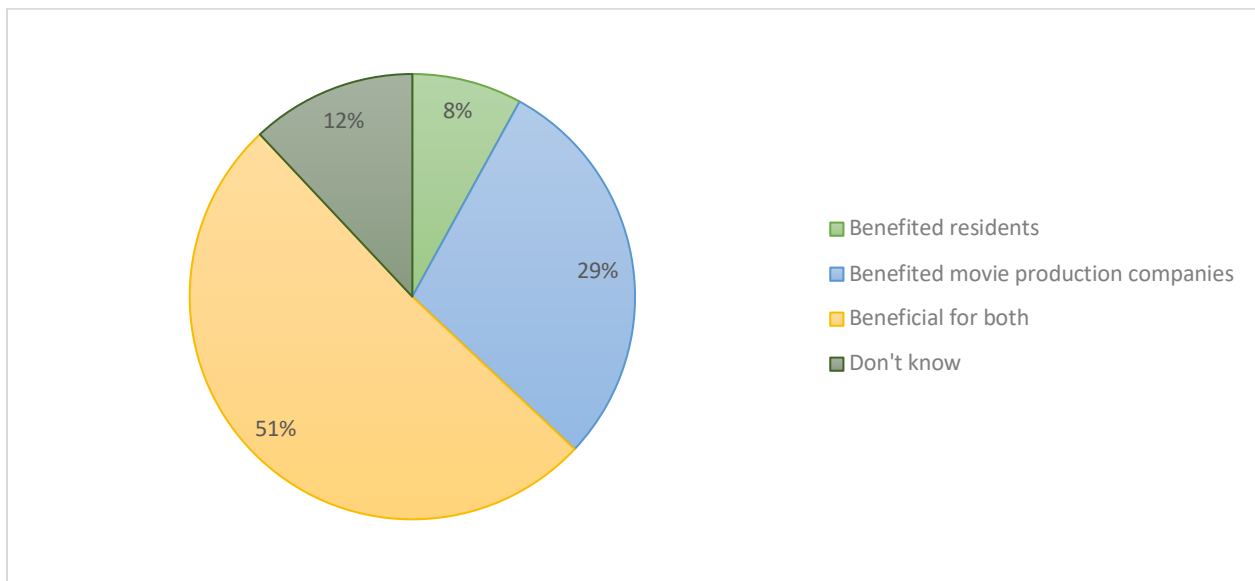


Question: "And why do you say that?"  
n=34

One of the major concerns among those who have concerns about the film industry in Hawai'i and those who oppose tax incentives for the industry is that the industry has benefited from these incentives at the expense of the people of Hawai'i. To gauge resident sentiment about this issue, survey respondents were asked who has benefited from film tax incentives: residents only, movie production companies only, or both entities?

Just over half of residents (51%) believe Hawai'i film incentives have been beneficial for both residents and movie production companies, while 29 percent believe the industry has benefited more, and nine percent believe residents have benefited more. Twelve percent are not sure who benefits as a result of these incentives. Residents who believe that the industry is the principal beneficiary of film tax incentives tend to be less familiar with the industry, strongly oppose tax incentives, and are younger (18-34). Residents who believe that both industry and residents have benefited from these incentives, by contrast, are more likely to be familiar with the industry, be strongly supportive of film tax incentives, and are older (55+).

**Figure 21: Beneficiaries of Hawai'i Film Tax Incentives**



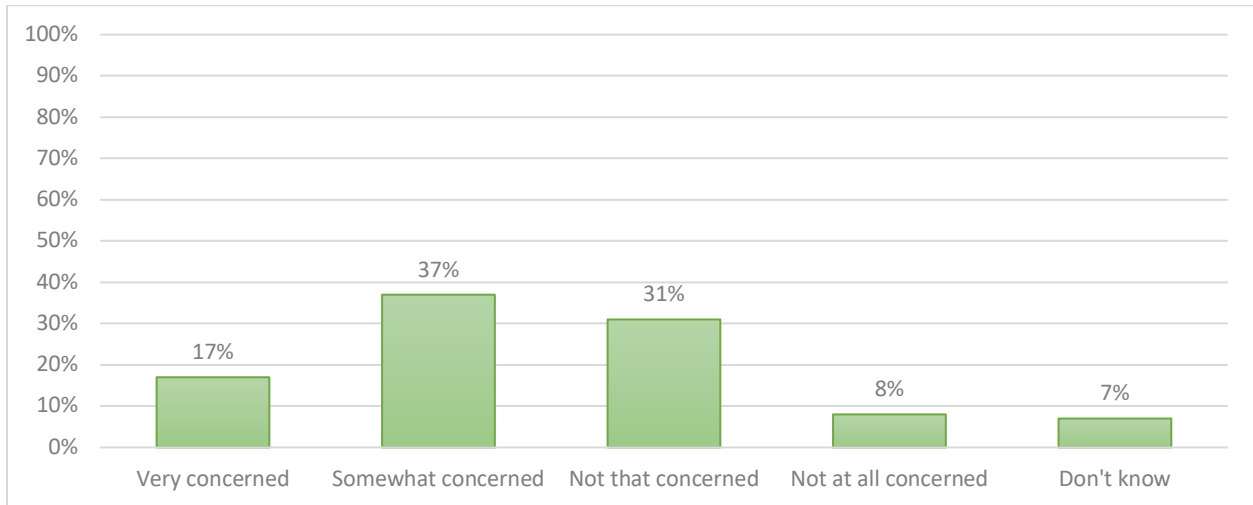
Question: "One of the incentives provided are film tax incentives. Do you think this has benefited the residents of Hawai'i, or benefited the movie production companies, or do you think they have been beneficial for both?"  
n=404

The Hawai'i film tax incentives are included in legislation that may be deleted or altered at the discretion of the state legislature. To learn more about apprehension surrounding these incentives, residents were asked their levels of concern about a reduction in films produced in Hawai'i and a reduction in economic activity if film tax incentives were reduced. Figures 22 and 23 show the results of these questions.

Over half of Hawai'i residents (54%) stated they would be very concerned or somewhat concerned that fewer films would be produced in Hawai'i if film tax incentives were reduced. By contrast, 39 percent would have no concern, and seven percent don't know how they would feel. Residents who have concern are more likely to be familiar with the industry compared to those who are not (67% vs. 46%), support rather than oppose tax incentives (63% vs. 13%), and have high levels of education (67% of those with a college degree or higher, 57% of those with some college education, and 41% of those with a high school degree or less).

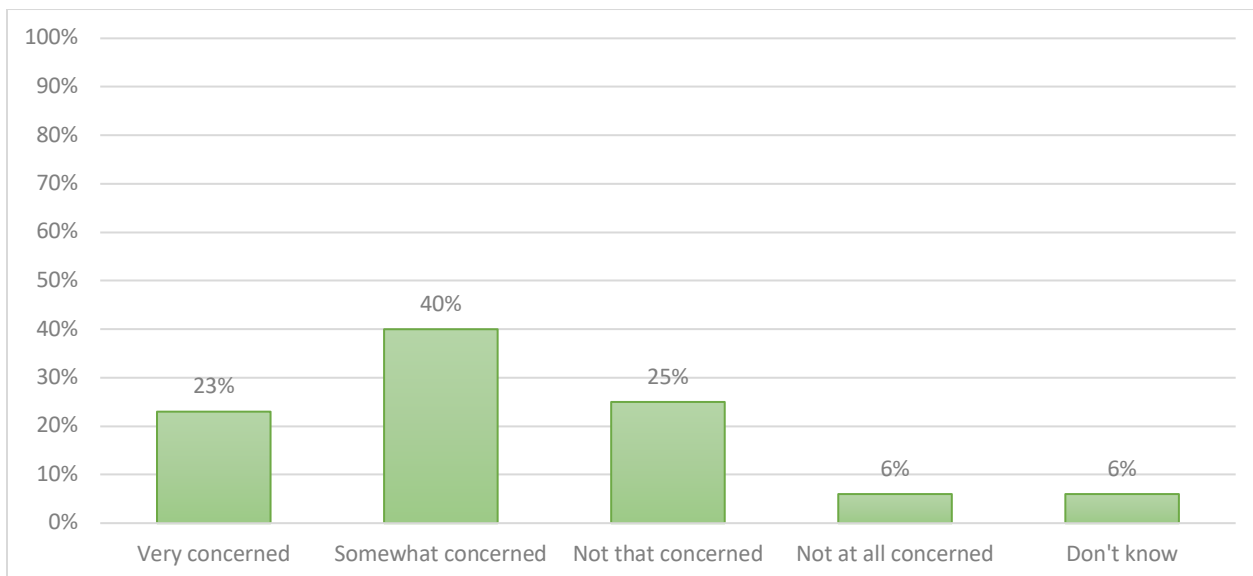
In terms of economic impact, 63 percent of Hawai'i residents are concerned that film industry jobs and economic activity would leave the state if tax incentives were reduced. Thirty-one percent stated they would not be concerned about this economic loss, and six percent indicated they didn't know how they felt. Again, those who expressed the greatest concern were more inclined to be familiar with the industry compared to those who are not (77% vs. 55%), support rather than oppose tax incentives (72% vs. 18%), and have higher levels of education (75% concerned among those who have a college degree or greater, 66% concerned among those who have some college education, and 56% concerned among residents who have a high school degree or less).

**Figure 22: Concern About Fewer Films if Changes to Film Tax Incentives**



Question: "The Hawai'i State Legislature has considered reducing the amount of tax incentives movie production companies could receive for filming in Hawai'i. Given this possibility, how concerned are you that fewer films would be produced in Hawai'i if tax incentives were reduced?"  
n=404

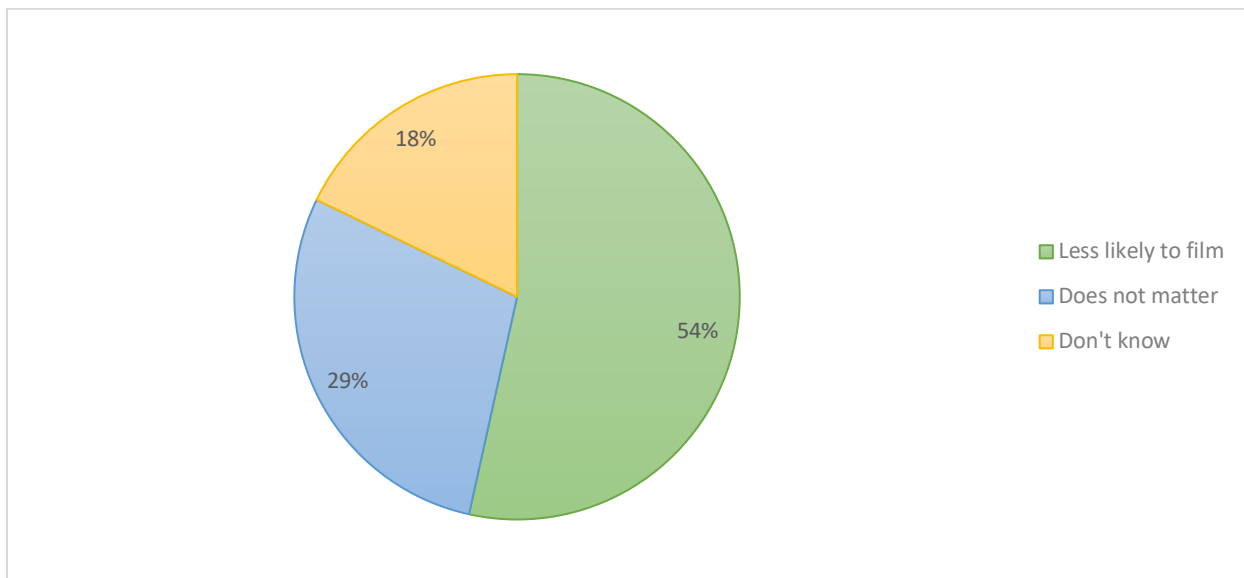
**Figure 23: Concern About Reduced Econ. Activity if Changes to Film Tax Incentives**



Question: "And how concerned are you that film industry jobs and economic activity would leave the state if tax incentives were reduced?"  
n=404

Similarly, most residents believe uncertainty surrounding tax incentives is detrimental to filming in Hawai'i, and by extension, the economic activity associated with movie productions in the state. Over half of residents (54%) believe the film industry would be less likely to film movies in Hawai'i if there is uncertainty about tax incentives, while 29 percent indicate the uncertainty doesn't matter, and 18 percent are sure of the impact. Residents who indicated uncertainty would have a negative impact on the number of films produced were more likely to support rather than oppose tax incentives (69% vs. 30%), be older (72% among those 55+, 64% among those 35-54, and 45% among those 18-34), and have a college education or higher (74%). This group also includes a larger proportion of Japanese (75%), Caucasians (69%), and Native Hawaiians (62%) compared to Filipinos (37%).

**Figure 24: Impact of Tax Incentive Uncertainty**

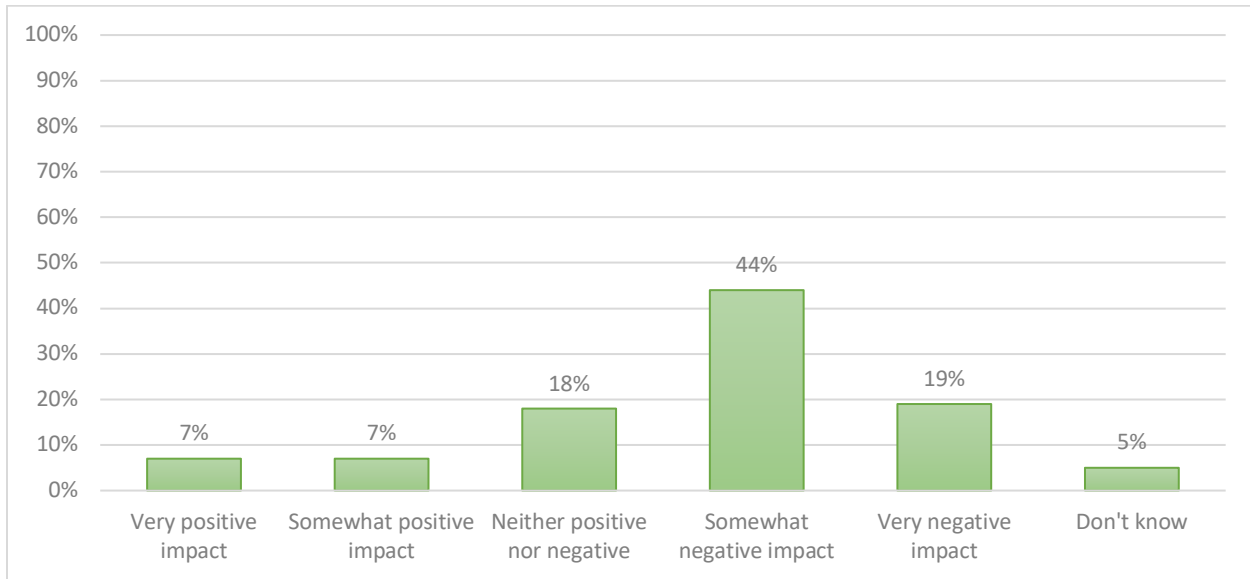


Question: "Do you think the film industry would be less likely to film movies in Hawai'i if there is uncertainty about tax incentives, or do you think it does not matter at all?"  
n=404

Continuing with the line of questions that pertain to the industry leaving, respondents were asked what impact movie production companies leaving the state would have on Hawai'i. Almost two-thirds (63%) of residents believed there would be a somewhat negative or negative impact if the industry pulled out of the state, 18 percent believe there would not be a negative nor a positive impact, 14 percent stated there would be a positive impact on the state, and five percent didn't know. Residents who thought there would be a negative impact on Hawai'i tend to be older and have more education, and were disproportionately Japanese and Caucasian. Seventy-nine percent of residents 55 or older, 68 percent of residents 35-54, and 38 percent of residents aged 18-34 believed the impact would be negative, while 72 percent of those with a college degree or greater, 69 percent of those with some college education, and 46 percent of those with a high school degree or less felt an exodus by the film industry would be bad for the state. Additionally, 77 percent of Japanese and 73 percent of Caucasians thought the industry leaving would have a negative impact, compared to 54 percent of Native Hawaiians and 53 percent of Filipinos who shared that same belief.



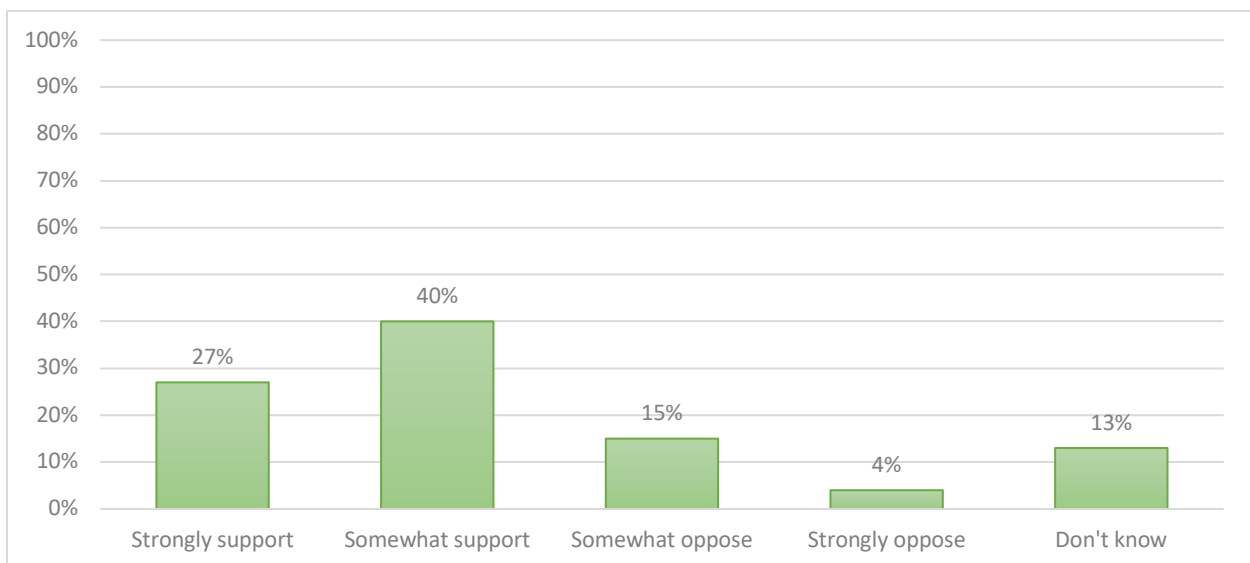
**Figure 25: Impact on Hawai'i if Film Industry Left**



Question: "Considering everything, if movie production companies left the state, what impact would that have on Hawai'i?"  
n=404

Finally, after inquiring about tax incentive reductions, survey respondents were asked their opinions about increasing Hawai'i film tax incentives. Figure 26 shows 67 percent of residents strongly support or somewhat support the state offering more tax incentives to attract and retain movie productions, while 19 percent oppose, and 13 percent indicate they don't know what they think about increasing incentives. Support is higher among those familiar with the industry compared to those unfamiliar (84% vs. 69%), those who support tax incentives versus those who oppose (84% vs. 17%), and men compared to women (84% vs. 71%).

**Figure 26: Support for More Film Tax Incentives**



Question: "How strongly would you support or oppose Hawai'i offering more tax incentives to attract and retain movie productions in Hawai'i?"  
n=404

# APPENDIX

## APPENDIX A: SURVEY INSTRUMENT & FREQUENCIES



### HAWAI'I FILM INDUSTRY SURVEY

Aloha, SMS Hawai'i ([www.smshawaii.com](http://www.smshawaii.com)), a local research company, is administering a community survey to learn more about what Hawai'i residents think about the film industry in Hawai'i. We would appreciate a few minutes of your time to hear your thoughts and opinions about this industry. All responses are confidential and will be combined with responses from other residents.

Mahalo nui loa in advance for your participation. If you have any questions about this survey, please contact us at [info@smshawaii.com](mailto:info@smshawaii.com).

1. Are you a current resident of Hawai'i?
  - Yes ..... 100%
  - No (*Disqualify*) ..... 0%
  
2. On which Hawaiian Island do you currently reside?
  - O'ahu ..... 70%
  - Hawaii ..... 14%
  - Maui ..... 11%
  - Moloka'i ..... 0%
  - Lāna'i ..... 0%
  - Kaua'i ..... 5%
  - Don't currently reside in Hawai'i (*Disqualify*) ..... 0%
  
3. What is your age?
  - Under 18 (*Disqualify*) ..... 0%
  - 18-24 ..... 6%
  - 25-34 ..... 15%
  - 35-44 ..... 19%
  - 45-54 ..... 14%
  - 55-64 ..... 15%
  - 65-74 ..... 24%
  - 75+ ..... 8%
  
4. Are you currently a registered voter?
  - Yes ..... 100%
  - No (*Disqualify*) ..... 0%
  
5. To begin, have you ever seen a movie being filmed on-location in Hawai'i?
  - Yes ..... 73%
  - No ..... 27%
  
6. How strongly do you agree or disagree that movies, tv and streaming programs filmed here are good for Hawaii?
  - Strongly agree ..... 57%
  - Somewhat agree ..... 37%
  - Somewhat disagree ..... 4%
  - Strongly disagree ..... 1%
  - Don't know ..... 1%
  
7. Would you prefer to have more, fewer, or the same number of movies filmed/produced in Hawai'i than what are currently filmed/produced?
  - More movies ..... 62
  - Fewer movies ..... 10
  - Same number ..... 21
  - Don't know ..... 8
  
8. How strongly do you agree or disagree that films or movie scenes about Hawai'i should be filmed in Hawai'i rather than outside the state?
  - Strongly agree ..... 72%
  - Somewhat agree ..... 21%
  - Somewhat disagree ..... 3%
  - Strongly disagree ..... 2%
  - Don't know ..... 1%
  
9. And how strongly do you agree or disagree that films or movie scenes set in tropical locations should also be filmed in Hawai'i?
  - Strongly agree ..... 40%
  - Somewhat agree ..... 41%
  - Somewhat disagree ..... 11%
  - Strongly disagree ..... 3%
  - Don't know ..... 5%
  
10. Have you heard that computer graphics and other technology advances can make a movie, TV, or streaming show look like it's been filmed in Hawai'i, when the production could be made anywhere in the world?
  - Yes ..... 82%
  - No ..... 18%
  
11. How concerned are you that the film industry could create movies, TV, and streaming programs, using computer technology, to make it appear to be in Hawai'i without actually filming in the state?
  - Very concerned ..... 26%
  - Somewhat concerned ..... 46%
  - Not that concerned ..... 19%
  - Not at all concerned ..... 6%
  - Don't know ..... 3%
  
12. If you know a film is produced in Hawai'i, does that make you more likely or less likely to watch it, or does it make no difference?
  - More likely ..... 66%
  - Less likely ..... 4%
  - No difference ..... 30%
  - Don't know ..... 0%
  
13. How familiar are you with the film industry in Hawaii?
  - Very familiar ..... 7%
  - Somewhat familiar ..... 44%
  - Somewhat unfamiliar ..... 34%
  - Very unfamiliar ..... 13%
  - Don't know ..... 1%

<p><b>14. What is your connection, if any, to the film industry in Hawai'i? (Select all that apply)</b></p>	<p><b>21. How strongly do you agree or disagree that Hawaii officials should encourage the film industry to remain in Hawai'i?</b></p>
<p>I work in the film industry .....2%</p> <p>I know someone who works in the industry .....22%</p> <p>My company provides support to the industry .....6%</p> <p>Other (Specify: _____) .....5%</p> <p>I have no connection to the film industry.....69%</p> <p>Don't know .....4%</p>	<p>Strongly agree ..... 50%</p> <p>Somewhat agree ..... 38%</p> <p>Somewhat disagree ..... 6%</p> <p>Strongly disagree.....2%</p> <p>Don't know .....4%</p>
<p><b>15. How important is the film industry to Hawai'i's economy?</b></p>	<p><b>22. As you may know, Hawai'i provides incentives to movie production companies to film in the state. In return, these companies provide additional jobs and economic activity that would otherwise take place somewhere else. Generally speaking, how strongly do you support or oppose providing tax incentives to movie production companies to keep jobs and economic activity in Hawaii?</b></p>
<p>Very important.....46%</p> <p>Somewhat important .....41%</p> <p>Somewhat unimportant .....6%</p> <p>Very unimportant.....1%</p> <p>Don't know .....7%</p>	<p>Strongly support ..... 40%</p> <p>Somewhat support.....45%</p> <p>Somewhat oppose .....7%</p> <p>Strongly oppose.....2%</p> <p>Don't know .....7%</p>
<p><b>16. Generally speaking, do you have a very positive, somewhat positive, somewhat negative, or very negative view of the film industry in Hawai'i?</b></p>	<p><b>23. And why do you say that?</b></p> <p>_____</p> <p>_____</p>
<p>Very positive .....42%</p> <p>Somewhat positive.....48%</p> <p>Somewhat negative .....4%</p> <p>Very negative .....1%</p> <p>Don't know .....6%</p>	<p><b>24. One of the incentives provided are film tax incentives. Do you think this has benefited the residents of Hawai'i, or benefited the movie production companies, or do you think they have been beneficial for both?</b></p>
<p><b>17. And why do you say that?</b></p> <p>_____</p> <p>_____</p>	<p>Benefited residents..... 8%</p> <p>Benefited movie production companies..... 29%</p> <p>Beneficial for both..... 51%</p> <p>Don't know ..... 12%</p>
<p><b>18. How strongly do you agree or disagree that the film industry has been beneficial to residents of Hawai'i?</b></p>	<p><b>25. The Hawai'i State Legislature has considered reducing the amount of tax incentives movie productions could receive for filming in Hawai'i. Given this possibility, how concerned are you that fewer films would be produced in Hawai'i if tax incentives were reduced?</b></p>
<p>Strongly agree.....44%</p> <p>Somewhat agree .....41%</p> <p>Somewhat disagree .....6%</p> <p>Strongly disagree .....2%</p> <p>Don't know .....7%</p>	<p>Very concerned ..... 17%</p> <p>Somewhat concerned ..... 37%</p> <p>Not that concerned ..... 31%</p> <p>Not at all concerned..... 8%</p> <p>Don't know ..... 7%</p>
<p><b>19. What do you believe are the main benefits the film industry brings to Hawaii? (Select all that apply)</b></p>	<p><b>26. And how concerned are you that film industry jobs and economic activity would leave the state if tax incentives were reduced?</b></p>
<p>Increased economic activity .....86%</p> <p>Production jobs for locals .....86%</p> <p>Acting jobs for locals .....82%</p> <p>Increased tourism ..... 55%</p> <p>Opportunity to see actors and/or celebrities ....42%</p> <p>Community pride .....52%</p> <p>There are no benefits .....2%</p> <p>Other (Specify: _____) ...2%</p> <p>Don't know .....2%</p>	<p>Very concerned ..... 23%</p> <p>Somewhat concerned .....40%</p> <p>Not that concerned .....25%</p> <p>Not at all concerned..... 6%</p> <p>Don't know ..... 6%</p>
<p><b>20. And what are your primary concerns about the film industry in Hawai'i? (Select all that apply)</b></p>	<p><b>27. Do you think the film industry would be less likely to film movies in Hawai'i if there is uncertainty about tax incentives, or do you think it does not matter at all?</b></p>
<p>Filming disrupts businesses .....20%</p> <p>Filming disrupts traffic .....44%</p> <p>Filming doesn't accurately portray Hawai'i .....37%</p> <p>Industry doesn't employ enough locals.....43%</p> <p>Ind. receives too much money in tax incentives ...20%</p> <p>Industry isn't a good community partner .....11%</p> <p>There are no concerns .....20%</p> <p>Other (Specify: _____) ...5%</p> <p>Don't know .....4%</p>	<p>Less likely to film..... 54%</p> <p>Does not matter ..... 29%</p> <p>Don't know ..... 18%</p>

**28. Considering everything, if movie production companies left the state, what impact would that have on Hawai'i?**

Very positive impact .....	7%
Somewhat positive impact .....	7%
Neither positive nor negative impact .....	18%
Somewhat negative impact .....	44%
Very negative impact .....	19%
Don't know .....	5%

**29. How strongly would you support or oppose Hawai'i offering more tax incentives to attract and retain movie productions in Hawaii?**

Strongly support .....	27%
Somewhat support .....	40%
Somewhat oppose .....	15%
Strongly oppose .....	4%
Don't know .....	13%

**Just a few more questions for classification purposes only.**

**30. What is your gender?**

Male .....	49%
Female .....	50%
Non-binary .....	1%

**31. What is your primary ethnic background? (Select only one)**

Caucasian .....	24%
Black or African-American .....	3%
Hawaiian or Part-Hawaiian .....	21%
Japanese .....	22%
Chinese .....	7%
Filipino .....	10%
Korean .....	2%
Guamanian or Chamorro .....	0%
Micronesian .....	0%
Samoan .....	0%
Other Pacific Islander .....	2%
American Indian or Alaska Native .....	0%
Hispanic or Latino .....	3%
Mixed, Not Hawaiian .....	4%
Other (Specify: _____) ...	2%

**32. What is your highest level of education?**

Less than high school .....	0%
High school graduate or GED .....	17%
Business or trade school .....	6%
Some college (1-3 years) .....	26%
College degree .....	40%
Graduate school .....	11%
Other (Specify: _____) ...	1%

**33. What is your current employment status?**

Full-time (including self-employment) .....	45%
Part-time .....	13%
Unemployed .....	7%
Retired .....	27%
Disabled .....	5%
Student .....	1%
Other (Specify: _____) ...	2%

**34. What was the total estimated income of all adults in your household, before taxes, in the year 2023? Was it...**

Less than \$10,000 .....	6%
\$10,000 to \$14,999 .....	3%
\$15,000 to \$24,999 .....	4%
\$25,000 to \$34,999 .....	7%
\$35,000 to \$49,999 .....	13%
\$50,000 to \$74,999 .....	21%
\$75,000 to \$99,999 .....	14%
\$100,000 to \$149,999 .....	16%
\$150,000 to \$199,999 .....	9%
\$200,000 or more .....	5%
Don't know .....	2%

**35. How long have you lived in Hawai'i? Is it...**

Less than 1 year .....	1%
1 to 5 years .....	7%
6 to 10 years .....	5%
11 to 20 years .....	9%
Over 20 years, not a lifetime .....	22%
Lifetime resident of Hawai'i .....	56%

**Mahalo nui loa for your time and participation.**

## APPENDIX B: OPEN-ENDED RESPONSES

**You said you have a POSITIVE view of the film industry in Hawai'i. And why do you say that?**

- A lot of them are in fact popular movies or drama.
- A safe environment and friendly atmosphere provide excellent conditions for the film production team
- Actively respond to the call to build a better city and increase people's income
- All or most of the movies produced here have had a positive impact with tourists and our image worldwide.
- Any legitimate industry that an benefit Hawai'i is good for Hawai'i
- Anything that promotes the culture of our Islands is good
- As far as I know, they contribute positively to Hawai'i's economy as a whole.
- As long as they film consciously with heart and don't exploit
- Attract more tourists through movies to boost the tourism economy
- Because as a location, Hawai'i has a mystique!
- Because films could be used in a positive way -- like show true culture
- Because filming on Hawai'i brings a great inspiration of the Hawai'i people and spirit of Aloha.
- Because Hawai'i is beautiful and its films are a way to showcase the beauty of the islands, then I'll support it.
- Because I am still very concerned about the influence and publicity image of the movie on Hawai'i
- Because I believe it helps other industries in Hawai'i to thrive
- Because films showing Hawai'i and its locations can make people want to visit and spend money here. It also gives the movie or show a better feel seeing local places and the beauty of the islands.
- Because I know people employed by the industry so I can see the benefits
- Because it can be good PR for Hawai'i
- Because it creates jobs for local people
- Because it helps Hawai'i's economy. Hawai'i needs more income source not only for tourism.
- Because it helps our economy and attracts tourists
- Because it is important
- Because it provides jobs and opportunities including benefits for local actors and residents and even promotes businesses for the community
- Because it shows how beautiful Hawai'i is and what happens here
- Because it's good for our economy
- Because our people have positive interactions and media
- Because some films are good for Hawai'i and others are not if they're about a lot of crime
- Because sometimes the movies can be putting down Native Hawaiians
- Because the big Hollywood scene employs local characters which in turn helps the local economy
- Because the film industry will employ many local people, will add money to the Hawai'i economy, and will entice viewers to visit Hawai'i because of what they saw in the films made in Hawai'i
- Because the movies are genuine with real scenery and real life filming
- Because they bring a lot of jobs to local people

- Because they provide jobs and by filming here encourages people to come to visit the Islands
- Because we get thousands more tourists
- Because while it can be an inconvenience, sometimes I believe it's overall good for Hawai'i and the economy. People that live here can get jobs which is great.
- Being made in Hawai'i promotes us for tourists.
- Bring profit to Hawai'i
- Brings a lot of revenue to Hawai'i and a lot of jobs
- Brings business and allure to Hawai'i
- Brings global exposure to Hawai'i
- Brings in income publicity
- Brings in large revenue for the state
- Brings in new expenses and attention to Hawai'i
- Brings in revenue to help others less fortunate in need
- Brings more revenue to Hawai'i
- Can generate money and income for the state of Hawai'i. Jobs for the people, about the people. God bless Hawai'i.
- Cause I strongly agree with what I say.
- Cause I'm from here
- Create jobs
- Creates job opportunities for locals
- Creates jobs
- Creates jobs for Hawai'i residents and shows actual places here. Exposes local people in the film industry to showcase their talents which somehow gets 'skimmed over' and missed. However, need to respect the Hawaiian culture and the other racial groups that live here; also, to protect the islands scenery and environment.
- Depending on the movie or production being filmed, it could shine a good light on Hawai'i
- Depends on a lot of different things
- Depends on where and what they are using to film. Safe for economy, will it attract the wrong kind of audience, etc.
- Disrespect of few individuals
- Diversify the economy on the islands
- Does create some inconveniences, but the positives outweigh the negatives
- Economic benefit
- Economic impact is a critical component - encouragement of social media related stupidity is an unfortunate side effect
- Employment opportunities
- Enhance people's understanding of Hawai'i through film
- Everybody wants to escape their encaged cubicles of the city, in order to feel the freedom of paradise. So it's kind of an outlet.
- Everyone in this line of work have to make a living even in this very expensive state, high taxes, and no affordable housing units
- Exposure to Hawai'i scenery
- Film industry boosts Hawai'i's economy greatly
- Filming here brings in revenue, but it does create some disruption to normal routine for people that live and work in other industries when commuting to work, school, etc.
- Filming highlights the beauty of Hawai'i and is good for the economy
- Filming in Hawai'i brings in more jobs and the economy for people who live here. The pay should compensate the actors/actresses who live in the islands. I like to see more movies here in the islands. I'm sure you'll have people getting angry for shooting in places where

we work, shop, eat, or gather. I'm familiar with the problems seeing it happen in Los Angeles. Yes, they have more people there, but we do live on an island not a huge state.

- Filming in Hawai'i brings money and jobs to local people
- Filming in Hawai'i could be good for Hawai'i's economy as long as it doesn't hurt our environment, heritage and people's privacy.
- Filming involves people and people means more interaction with other aspects of our economy
- Filming locations in Hawai'i can be hectic and it's not easy to get good visual effects cause of the weather
- Filming movies in Hawai'i draws people to Hawai'i making business grow and at the same time, a chance to show the rest of the world what Hawai'i looks like
- Films are made in my area
- Films bring tourism
- Friends in the industry have had positive things to say
- From the films I had the experience of seeing filmed within Hawai'i
- Generates money for the state
- Generates revenue for Hawai'i
- Good for advertising travel to Hawai'i, but for the inconvenience of blocking out areas for filming, does the state get any financial benefits. If so, where does that money go?
- Good for employment and supports the economy
- Good for the economy
- Great for tourism
- Has no effect on the daily lives of residents
- Having a unique and rich culture and history can provide a rich theme and story background to attract the interests of the audience
- Having films produced here helps our economy by creating job positions, spending by members of the company, and publicizes our beautiful state to the rest of the world
- Hawai'i enjoys a stable political environment and the rule of law system. This provides security and legal guarantee for film production.
- Hawai'i films are good for businesses
- Hawai'i has a lot to offer
- Hawai'i has many mysterious folklore that can provide inspiration and creativity for fantasy movies
- Hawai'i has produced some very talented people and its a beautiful place
- Hawai'i is a beautiful place to film
- Hawai'i is a beautiful place to live. Just as anywhere else we have our problems. It's nice for the public to know that even with problems, it's still safe and beautiful.
- Hawai'i is based on tourism for much of the economy, but as long as there's respect and awareness for the island, it's ok for me
- Hawai'i is so beautiful that I want the world to see it
- Hawai'i needs other streams of income other than tourism
- Hawai'i currently has the location facilities, production equipment and successful reputation required to provide a complete production that will attract industry film buyers
- Helps out the economy. Also, gives exposure to the world.
- Helps the economy
- Helps the economy, local people employed
- Hope the economy will improve
- I always thought filming in Hawai'i was great for the State for obvious reasons. It generates jobs for local people and money to our State and attracts more tourists here as a result
- I assume it creates jobs, brings in money to the state, and educates people about Hawai'i

- I assume the film industry benefits Hawai'i's economy
- I believe it's good for the economy
- I believe that the film industry helps to improve Hawai'i's economy
- I believe the film industry brings jobs and boosts our economy
- I believe they take care of the land when filming and use locals as extras; and also, for job opportunities.
- I enjoy Hawaiian films
- I enjoy the scenery and places I know. Sometimes I see people I know or am related to.
- I enjoy watching movies with scenes from around the island
- I feel it would bring money to the island, but might also inconvenience the residents
- I feel like it can be used to properly represent Hawai'i while starring locals/Kanaka in the films
- I feel that film industries in Hawai'i can bring in more revenue; however a lot of the locals feel disrespected
- I feel that if it's done right, it can benefit Hawai'i economically
- I feel they provide good jobs for staff and actors without damaging the environment
- I have a somewhat positive feeling because I am born and raised here and I think that movies will help outsiders understand us more
- I have had good interactions with actors and film crews in the past
- I have nothing negative to say about the industry. I love to see movies come out that are filmed in Hawai'i especially if they have a connection to the culture.
- I have pride in my State
- I haven't heard anything negative
- I just think it would bring more local Hawaiians jobs and help the economy here and it's really exciting to watch a movie that was filmed here!
- I know from a previous job how important the film industry is in promoting Hawai'i in concert with the tourism bureau as well as contributing to the economy with jobs and money spent to small businesses.
- I know people wondered about it for their livelihoods
- I like how it is now
- I like that it provides jobs, but I also dislike that it ties up traffic and encourages more people to move here
- I like movies that are filmed here
- I like seeing familiar places in productions
- I like seeing movies that have been filmed in Hawai'i
- I live one mile from a film studio
- I love movies that are made in Hawai'i
- I say somewhat because even though I think it is a good thing for Hawai'i's economy by bringing people to our beautiful islands after watching a movie filmed here, I also believe that when filming is taking place it keeps the locals out of certain places they may go to sustain their families thus hindering the locals from doing what is normal, routine, and needed.
- I say that because it's wonderful for the economy here and it offers exposure to our islands
- I see it adds to the economy by direct payment and employment. I encounter their locations just by driving and have never been inconvenienced before; overall a plus for Hawai'i.
- I support my local friends and have faith for their success
- I think having a strong film industry in Hawai'i is good for creating jobs and also good for its ability to positively portray the state in media which in turn increases tourism, our main industry.



- I think having films here in Hawai'i benefits those who are inspired to work in the film industry.
- I think having the film industry in Hawai'i creates jobs and brings in money to Hawai'i.
- I think it brings in tourism which is good for the state. I have also never been affected or known anyone to be affected by filming done in the state.
- I think it brings some money into Hawai'i's economy which is a good thing.
- I think it definitely increases our tourism industry, and I know there are many people that only dream of coming to Hawai'i, but can't afford it. Therefore, movies filmed in Hawai'i would attract many that haven't been here. Watching a movie on TV people can get an image of what Hawai'i looks like.
- I think it helps expose Hawai'i to new people
- I think it helps promote the islands
- I think it is a good advertisement that that movie is filmed in Hawai'i
- I think it is good for the economy, but don't want too many productions.
- I think it would bring in more money for Hawai'i.
- I think it's a beautiful place and can be tailed but when the island is stronger
- I think it's a good thing to have filming in the islands. It's good for the economy and helps showcase the islands. Good all around.
- I think it's good for the economy in Hawai'i to have movies and shows filmed here.
- I think it's great to have a representation of our Hawai'i Islands and people being part of the film industry.
- I think it's important.
- I think movies being filmed in Hawai'i will bring the people of Hawai'i well deserved attention, which could mean more opportunities for people of Hawai'i when it comes to a career in the movie industry
- I think movies filmed in Hawai'i helps promote tourism
- I think that it provides acting jobs to local actors and bringing film crews from elsewhere can promote the local economy
- I think that movies filmed here are good for our economy
- I think the film industry can bring jobs to Hawai'i but it has to be careful and respect the islands and the people.
- I think the film industry in Hawai'i brings a lot of people to Hawai'i. They want to see where their favorite film was filmed and then they go to the place to check it out.
- I think the industry is great
- I think them making movies here is good for Hawai'i. It shows the beauty of the aina. The aloha of the people and brings in money to the state.
- I used to go visit the place Northern Exposure was filmed. It was big fun and I got to meet some of the cast.
- I worked in more than 5 movies in Hawai'i
- I'm in the hospitality industry and we get a lot of events and catering gigs from the movie industry!
- In addition to knowing someone in the industry, my son had a short speaking part on Lost and I recognize what kind of revenue is generated in the film industry...Hawai'i needs to increase income options aside from tourism and military.
- In recent years, the film industry in Hawai'i has been experiencing continuous growth in revenue.
- Increase urban attractiveness, boost tourism development
- Industry brings in new opportunities for local businesses and people who provide services and support.
- It adds to the economy with jobs of many kinds which includes support for the people employed in the movie. It also attracts future visitors to the islands.

- It brings a diversified revenue source to the state.
- It brings attention to the islands. We need tourists to come and if they see it in a movie they may come. Plus it provides jobs for locals.
- It brings attention to the place that I live. It's awesome seeing places you're familiar with on the screen.
- It brings business and tourism attention, but can be inconvenient when shooting on location and they get heavy tax breaks.
- It brings cultural awareness, tax revenue, boost to small businesses and most important, jobs. These days we need good jobs for Hawai'i folks.
- It brings fun to the islands and jobs
- It brings in money
- It brings in money and tourism
- It brings in money, but I'm concerned about outsiders respecting our culture
- It brings in more people to help with the film, which also brings in more money for Hawai'i.
- It brings income and interest to Hawai'i.
- It brings jobs and money into Hawai'i
- It brings jobs to the islands and money to vendors
- It brings money to our state
- It brings tourism which brings money
- It can be good and bad
- It can promote cultural exchanges between different regions and let more people know about Hawai'i.
- It's cool to have films made in Hawai'i. Yes it's good for the economy and people around the world could learn and see more about Hawai'i.
- It creates jobs and creates scenery that entices people to visit
- It creates jobs and place Hawai'i on the map for others to see us
- It creates jobs for local residents
- It creates jobs for residents
- It does generate revenue for the state, and it does attract more tourism to the islands.
- It employs many local people; the more filming there is the more jobs we will have
- It enhances the economic benefits as well as like seeing my home area shown on TV or movies
- It generates jobs and income for Hawai'i
- It generates revenue
- It gives people work
- It gives us a good reputation
- It's good for the economy
- It has no impact on me
- It helps boost economy
- It helps give jobs to people in the industry, helps give Hawai'i advertising for tourists to want to come and visit here, and it helps the state overall.
- It helps Hawai'i's economy by showing how beautiful Hawai'i's scenery is in films and that attracts attention; and that brings tourists to Hawai'i
- It helps our economy and provides jobs.
- It helps our economy both by film industry spending and through the attraction of tourists when they see movies about Hawai'i.
- It helps the economy
- It helps the economy of Hawai'i
- It helps the local economy
- It helps to generate interest in the islands.
- It highlights the positives of the islands and makes outsiders want to visit the islands.

- It increases the view of Hawai'i in a positive way. Of course it helps our economy, but it shows the world what Hawai'i has to offer.
- It is a good source of income for Hawai'i and it also works as an advertisement to attract people to have them want to visit Hawai'i.
- It is good for Hawai'i's economy and the people in Hawai'i love seeing the areas of Hawai'i that they themselves have never been to
- It is good to a certain extent
- It is good to showcase the Islands in a true light and it helps the economy, not to be too dependent on the tourists.
- It is important for the film industry to use Hawai'i's culture, environment, and history in an accurate way that could educate the public outside of Hawai'i.
- It is important to our economy and it showcases Hawai'i for our tourism industry.
- It helps the economy
- It's my opinion about it
- It promotes the Hawaiian Islands, and helps the economy
- It provides employment
- It provides good paying jobs for locals. University of Hawai'i at West O'ahu was built with the film industry in mind.
- It provides jobs for locals and promotes tourism.
- It provides jobs for the people of the state of Hawai'i.
- It provides needed tax dollars, jobs, products, and promotes Hawai'i
- It provides thousands of jobs and millions to the economy
- It provides to our economy
- It should bring income to the state, especially if they use Hawai'i locals
- It's very fair
- It will be good for the tourism in Hawai'i, more revenue for the state, and Hawai'i businesses
- It will help generate income, bring more travelers to Hawai'i, and will help promote Hawai'i.
- It brings tourists to the islands
- It's a good thing for Hawai'i
- It's a good way to show people around the world our culture
- It's a great way and idea about it
- It's all good.
- It's always important to create an outlet for creative people everywhere.
- It's always neat to have movie stars visit while filming in Hawai'i. Lots of jobs too whenever productions are in town.
- It's another method the state can use to diversify the economy.
- It's cool
- It's cool to recognize locations in Hawai'i.
- It's depicted well on TV and movies and I have to assume that's helpful for the industry and promoting tourism.
- It's exciting to see locations of my home being broadcasted on the big screen.
- It's good for our economy, provides jobs
- It's good for the State of Hawai'i.
- It's good for the economy
- It's good for the economy of the state, and it's good advertising for the state and it's unique culture.
- It's good for the economy, at the very least
- It's good for the Hawai'i's economy
- It's good for us but they don't know its form here
- It's great for our economy but I've heard sometimes the land isn't the same

- It's important
- It's nice to see it in movies as long it doesn't use it for ill gains
- I've never had any negative issues with film industry in Hawai'i
- I've recently seen a movie with locals about a kid who works for KHON and decides to leave the island to live in NYC. It was awesome to see the familiar locations of O'ahu.
- I've seen the movie tours that are available to tourists. This seems like a very good way for the economy to be added to without allowing tourists to randomly destroy the interior of the island. My only pullback is that these tours, and I've been on one, don't hesitate to drive into these movie sights and can harm fragile ecosystems if they aren't careful.
- Jobs and potential visitors increase due to Hawai'i scenes
- Jobs in Hawai'i and work in Hawai'i means money to Hawai'i
- Living near the airport you tend to see a great deal of residents and tourists standing in lines to ride the helicopters to enjoy the tropical sceneries.
- Local artists and film makers are a must. We should do it sensitively with respect to cultural sites and culture.
- Local residents can see celebrities and increase job opportunities.
- Love the movies and shows that are filmed here. Get excited to watch and to know that they are supporting our economy.
- Makes people want to visit
- Money generated helps Hawai'i
- More jobs and opportunities for people of Hawai'i
- More money
- More work for local people
- Movies about Hawai'i encourage tourism and convey Hawai'i culture.
- Movies being filmed in Hawai'i are great because it brings money to Hawai'i and Hawaiians love to support their people so the movie will be watched.
- Movies bring income from other places.
- Movies filmed in Hawai'i are special and unique because people love watching scenes at specific locations around the islands.
- Movies that are filmed in Hawai'i are good for tourism economy because people like to see where movies were filmed.
- Never had a bad experience
- Nice weather and great views
- Not only does it provide jobs but it is a good showcase for the beauty of Hawai'i.
- Not only does it show case the State of Hawai'i, it also brings in revenue and jobs for local people. It's good for our local economy.
- Our economy is driven by tourism and the film industry promotes more of that. It also provides another income stream for the State and a much more heightened awareness of the islands.
- Personal
- Production crew notifies ahead such as road closures, detours to the public so that we are aware of any disruption.
- Provides jobs for the locals; it's a plus for the economy. Film personnel have to eat while here - helps the restaurant industry.
- Provides jobs
- Provides jobs with little impact on the environment, generates interest in Hawai'i, and done right can really popularize genuine Hawaiian culture. Acting in them was awesome/fun.
- Providing jobs and showcasing beautiful scenery of Hawai'i.
- Requires local crews. Promotes the state.
- Seemed appropriate
- Sells Hawai'i

- Showcases beautiful Hawai'i and brings income into the state
- Shows off the state. Provides employment. AIDs tourists interest.
- Shows representation
- So far, the industry tries to be culturally accurate by using local celebrities for main cast characters.
- Sometimes causes traffic congestion
- Sometimes it can disrupt everyday routine, like blocking the only direct route. But it is nice to see films made on the land about the land
- Sometimes it may cause traffic inconveniences, vehicular or pedestrian traffic, due to curiosity.
- The jobs that come here and the images they create are very memorable and a win/win for everyone.
- The fact that their filming here in Hawai'i has some opportunities for the locals that are on site when the film crew might need fill in extras for certain screens or takes others might be interested in a person or how they look, there are a lot of reasons but that saying depends on the film makers and productions, and agency talent search or try outs for parting an upcoming premiere
- The film industry brings in millions of dollars into Hawai'i's economy and it is free advertising for tourism.
- The film industry brings money to Hawai'i; it shows Hawai'i in a positive note.
- The film industry can drive local economic growth and improve people's living standards.
- The film industry can provide employment for local people and increase residents' income.
- The film industry has brought lots of recognition to Hawai'i.
- The film industry helps bring jobs to many local residents. It also promotes the state of Hawai'i, which brings in visitor income.
- The film industry helps our economy!
- The film industry in Hawai'i brings attention to our beautiful landscape, wildlife, and beaches.
- The film industry in Hawai'i creates jobs for local residents, but also helps the economy because viewers from around the world are attracted to Hawai'i via the film industry and thus are inclined to visit in person.
- The film industry is good for the economy, and I think they are generally good stewards of the communities and the environment. However, I am familiar with a situation where a TV show being filmed on the Hamakua Coast was very disrespectful to and dismissive of the neighbors.
- The films attract more tourists to Hawai'i
- The importance is providing jobs (there should be more) and showing Hawaiian culture and the beauty of the islands in a positive light
- The industry provides jobs to local people and if the film is successful, it will attract more tourists to the islands.
- The influx of actors and staff boost the economy of Hawai'i
- The local area is rich in marine resources and underwater landscapes, which provide excellent conditions for filming.
- The local TV shows here aren't bad quality, neither is super popular movie set in Hawai'i unless it's stereotyped.
- The movies filmed here in Hawai'i help to bring more income and tourism back to the islands.
- The movies keep Hawai'i in touch with the mainland in regard to media advancements.
- The scenery is beautiful and can create many wonderful pictures.
- The tourism industry of Hawaiian films brings great benefits.

- The upside is it generates income for the island and community, and provides income to local talent. On the downside, sometimes when the industry is filming in Hawai'i the filming crew, trucks, service vehicles, and incidentals utilizes/confiscate common areas/streets/parking areas and/or other common locations normally needed for everyday residents or customers usage; sometimes the entire street and then some are closed off. Taking these precious spots away greatly diminishes and affects local deliveries, businesses, and/or residents. It contributes to loss income and business and plainly inconveniences local residents and businesses. This fosters animosity and/or anger amongst the locals. There are no compensation for the usage or islanders other than to local talent.
- There's been only one instance where the industry marred a historic site.
- These movies that are filmed in Hawai'i make the graphics a lot relatable to know where the film may be taken. It's absolutely beautiful.
- They are good for the economy
- They bring in dollars to the local economy.
- They can help support the terrible economy here. No exports. People are too lazy. Depend on tourists; and then they hate them.
- They create jobs which help our economy.
- They do show how beautiful it is but not the true culture
- They help promote 'free advertising' for our natural beauty and friendly people.
- They produce jobs and helps the economy.
- They provide a service that shows Hawai'i in an authentic way.
- They provide jobs for local people and bring more tourists to Hawai'i.
- They would be spending money here.
- They've been respectful.
- Think it's good for locals to be on sets and producing but also contribute to the glamorization of Hawai'i
- To increase job opportunities for local residents and boost income.
- To show the beauty and culture of the islands.
- Unless I see them on the local news, I really don't know what they are doing during the year.
- We can't talk about diversifying the economy from tourism and then when we do go against it.
- We have the best weather and we need the exposure and income
- We need more movies so we all can enjoy our own filming in Hawai'i. It's exciting to know it was filmed here.
- We need to diversify our economy away from tourism and military.
- When I see the crew signs, the daily life on the island is usually not interrupted by the activity.
- When people watch movies or films and shows. They show strong interest in where these movies are filmed. It is good advertising for tourism.
- When they come and film it bumps millions of dollars into our local economy
- White Lotus that's why.
- Will help Hawai'i tourism.
- With the local scenery, it is certain to attract many teams to come over.

**You said you have a NEGATIVE view of the film industry in Hawai'i. And why do you say that?**

- Because it either paints it as a perfect paradise or overrides the culture behind it
- Doesn't showcase Hawaiians more frequently
- Hawai'i has few roads and is very congested otherwise
- Hawai'i unions and lack of business opportunities and advancements for the film industry in Hawai'i has been hurting the overall position of movie studios to film here
- Hawai'i uses media and tourism as a main source of income; however, the land belongs to the native people and should be left alone.
- Hawai'i's native people are usually portrayed as dumb and disrespectful
- I believe the film industry attracts pollution environmental degradation and disrespects the traditions of an already devastated and abused land people and culture
- I don't feel that the film industry tries to portray real life in Hawai'i or address actual issues. It portrays a romanticized version of the islands that ignores the experiences of most locals and encourages irresponsible tourism. I also don't see the film industry doing anything to benefit local communities and give back.
- I don't want more tourism brought on by these films.
- I feel like all the films filmed in Hawai'i are all so exaggerated
- I feel like Hollywood doesn't respect the culture of Hawai'i.
- I have had plans disrupted because public areas have been closed off for filming and my public access was denied. Information is not generally available beforehand to make other arrangements. I have also been caught up in traffic jams because of filming. They seem not to care that some of us are just living our lives and the state film office doesn't seem to care about residents. I have had idiot tourists dash out in front of my car because they are trying to get to a nearby location. There are no controls.
- I have seen film crews take over public areas for filming at the expense of local residents' access, and I don't see them putting anything back into the community.
- I say this because the production of a movie takes up resources in Hawai'i and it makes it so people can go in specific areas like where they are filming. It also makes tourists interested so more people come to see where the movie was filmed.
- If we have the technology to produce a film without being at the actual location, then there is no need to film here.
- Most of it is not true
- Often it is used as a tropical paradise, not as the sacred place it is.
- The actors mostly are not from Hawai'i.
- To get Hawai'i culture right
- They close the roads that local people use on a daily basis to film their movie.

**You said you SUPPORT providing tax incentives to movie production companies to keep jobs and economic activity in Hawaii. And why do you say that?**

- Although the industry is healthy for local jobs it is a transitory thing. Also, I've been told, they pay rather less taxes on the whole thing. The local tax economy should not be harmed on the entire things purchase.
- Always good to provide more jobs in different specialties. More diverse jobs.
- Any incentive can be beneficial in the long run
- Any job that supports our state is always good for the Islands
- Anything is good for the economy.
- Anything to keep jobs on island.
- Approving a film should include employment of local people; it does not merit extra tax benefits.
- As long as giving them tax incentives is done without penalizing others, why not?
- As long as it's not too outrageous.
- As long as tax incentives are not less than the benefits received
- As long as the increased benefits outweigh the costs, it's good. But there is a danger that it won't
- As long as we don't give away too much, let's make more movies based in Hawai'i
- As someone who has worked in the hospitality sector for over 23 years on Maui, I've seen the jobs it has created and the families who have benefited!
- Because any input supports endeavors not otherwise available.
- Because I think it's a great thing, not just to showcase, Hawai'i and TV shows or movies, but to employee locals and help out the community
- Because I think people are allowed to get certain jobs if it pays well
- Because I want the economy in Hawai'i to grow and benefit the locals
- Because I'm all about everyone getting opportunities
- Because it gives the film industry an added incentive to film here; things are very expensive, so to offset that an incentive would give them a reason to film here
- Because it helps our economy and provides more opportunities
- Because it helps the Hawai'i economy
- Because it hires local people to work for them and drives economic development
- Because it is good for the state of Hawai'i it helps our economy by producing jobs and it is beneficial to show our Islands in a natural state not a made-up prop to look like Hawai'i
- Because it is important
- Because it keeps locals paid
- Because it overall helps the local economy and keeps the money within the state
- Because it's good for our economy
- Because it's important to our economy
- Because of the jobs
- Because that would mean more job opportunities for the residents
- Because the film industry is a very important part in Hawai'i; many popular movies were made in Hawai'i
- Because the money is important to us
- Because there has to be a 'money ' reason for movie companies to film here. That's a big part of their business, making money.
- Because things like this can be good or bad; good because it encourages production companies to come here and do work, and bad because production companies will take advantage of local resources and disrespect the place.



- Because without those -- tax breaks and they may film elsewhere but say it's here and the tourists would go there instead of come to see Hawai'i in person
- Because Hawai'i needs revenues from visiting tourists to help Hawai'i's economy
- Benefits of jobs and revenue out way tax on the film companies
- Benefits outweigh the negatives
- Benefits the people of Hawai'i
- Bring more development opportunities to the local area and promote sustainable development of the entire region
- Bring more income to Hawai'i
- Bringing additional job opportunities for residents is a good thing
- Bringing in money helps the economy, so tax breaks help to attract companies
- Brings global exposure to Hawai'i
- Brings in additional income and attention
- Brings more revenue to us
- Business is good for Hawai'i and the economy
- Businesses doing business in Hawai'i need tax breaks
- By investing in the industry, the state is investing in its people and in itself. Added tourism and positive portrayal in media are good for the state.
- By providing jobs and roles to locals we can bring support to our Hawai'i filmed movies
- Can bring more international exposure and promotion opportunities to Hawai'i
- Can increase many job positions and mass actors
- Can provide many job opportunities; no need to go out
- Cause it sounds like it brings money to the state and the locals
- Cause it's what I believe
- Cost is very little compared to what the State gains from having the film industry in Hawai'i
- Create more job opportunities for locals
- Creates jobs for locals
- Creates jobs for people with financial obligations
- Do not know how large the credits are
- Don't want to give too many incentives. It needs to be enough so the state will show a positive inflow.
- Due to the reconciliation of benefits for both parties
- During the film production process a large number of staff members are required for employment opportunities to provide work for local residents
- Economic growth and development are important for the local economy and residents
- Economy
- Either way, tax is included with the film industry and Hawai'i
- Even exchange
- Even offering incentives, we would receive money that would not have otherwise
- Every dollar of tax incentives, returns exponentially more money, jobs, and products
- Expand Hawai'i's international reach and partnerships
- Expand the international market and enhance international competitiveness
- Extra is always good
- Film industry is a good thing for Hawai'i and would like to see it continue
- Filming adds diversity to Hawai'i's economy that normally relies on tourism
- Filming disrupts daily life
- Filming movies will bring good business and tourism effects to Hawai'i, and can also better increase business income
- For the benefit of the state
- Generate income

- Getting reduced income from production is better than getting none and all of the local workers' wages are taxed. Locally made goods and services generate taxable income.
- Gives our people work
- Gives people a chance to work in the industry
- Good for economy
- Good for economy
- Good for the economy and tourism
- Good jobs are hard to come by. TV and film production generate good jobs.
- Good to have more jobs for residents
- Has to be the same as other businesses receive
- Hawai'i finds are good for local actors
- Hawai'i needs all the help it can get income wise
- Hawai'i needs to be competitive to attract the film industry to Hawai'i
- Helps the economy
- Helps employment, generates income
- Helps keep them in the islands
- Helps the economy and people
- Helps us get into films that represent Hawai'i
- Hope the economy will improve
- Huge economic advantage to having an established film industry. opportunity to educate folks more about the real Hawai'i. Worked in restaurant/bar industry for 40 years and you wouldn't believe some of the ignorant questions I fielded over that time
- I agree with the benefits of promoting filming industry in Hawai'i.
- I am a legislator and believe the benefits far outweigh the negatives. The film industry has been good for Hawai'i.
- I am a lobbyist in support of these measures and I've seen the overall projection of the positive economic growth it can produce.
- I believe it does nothing but good for Hawai'i. I agree with all the positive things it does for our state.
- I believe it's worth to have them film here, especially if it's a movie that's supposed to be taking place in Hawai'i.
- I believe the 'free' publicity and economic benefits of having a movie filmed here outweigh any tax incentives.
- I believe we and the state will receive a lot more in return for this. I always believe in diversifying industries to keep monopolies from taking over(Hollywood).
- I do not know the actual costs of the incentives versus the benefits. Tax incentives are available in many other locations and we must be competitive.
- I don't know enough about the tax rate but a cut seems to help the economy
- I don't see anything wrong that's why
- I feel overall it is beneficial
- I feel we need to accommodate these production companies to come to Hawai'i and to film. It helps our economy all the way around.
- I guess if they hire
- I realize it's competitive to lure film companies here and incentives are necessary, but I hope the economic benefits are being very carefully scrutinized to make sure the incentives are worth it.
- I say that because the locals, such as myself, have varied opinions about film production on the different islands and everyone who is 'Kanaka', born and raised here or of this land, has concerns that are valid and should be heard and taken into account. The incentives that production companies receive from the state are not, nor should it be the main concern or consideration of the matter.

- I still feel like they could pay something into the economy
- I support tax incentives as it helps the industry, which in turn helps the local residents obtain jobs in the industry, as well as trickles down to other industries -- restaurants, shopping, etc.
- I think giving incentives to the film industry to film in Hawai'i bring more money to Hawai'i's economy.
- I think I said in my previous response, it would be good for jobs and also boost the economy!
- I think it is beneficial for companies to keep preserving the land visually for when it eventually declines
- I think it provides employment opportunities to locals.
- I think it'll be good for the community
- I think it's beneficial; it's a win win situation
- I think it's better for the film industry to film in Hawai'i, then to start using CGI for everything. Having the film industry here creates jobs and interest in our state.
- I think it's cool to see the places that I've been to on the big screen.
- I think it's important
- I think it's important that people have jobs here in Hawai'i. It's very hard to find work, especially after the pandemic.
- I think it's important to be able to provide more jobs and opportunities for locals if they want to use Hawai'i in their films. It's part of giving back what they're taking.
- I think it's important to have the balance
- I think that movies are expensive to make as is, so tax incentives are a good thing.
- I think the jobs should be played by locals so that the right picture is displayed
- I think there should be some incentives but maybe not as much as are currently offered.
- I think this needs to be done responsibly so the economic benefits far outweigh the tax incentives.
- I think you have to provide a reason for business, any business to come to your state and perform business.
- I understand the role that incentives play in business decisions and trust those offering the incentives to know that there is a larger benefit for such offers.
- I want our government to give some tax breaks but not to the point where it affects our economy and we become less profitable as a government
- I wish that was not the case because the movie industry will make back whatever they spend.
- I work in the industry as a background actor and it is fun and makes me some money to help pay my bills
- If Hawai'i doesn't, productions go somewhere else. That means it doesn't help Hawai'i's economy. The scenes of Hawai'i attract more people to visit Hawai'i.
- If industry wants to exploit Hawai'i they should pay for it.
- If it benefits the economy, why not? As long as it's done with respect.
- If it brings financial hope for local residents I can agree
- If it keeps or expands the industry that's good for Hawai'i in the long run
- If it provides jobs and boost economy it might be worth a tax break for them
- If it's done fairly, with Hawaiian residents in mind, then it can be beneficial.
- If it's giving more locals jobs I support it
- If no incentives they would film on closer towns.
- If the film companies are going to help locals with employment opportunities as well as increasing commerce, enabling tax incentives to get them to film in the islands is a small concession.
- If the state doesn't give incentives, would that encourage companies to film?

- If they're providing jobs for locals they should get tax breaks
- If there is an overall gain to having filming in Hawai'i then we should continue promoting filming here
- If too much taxes paid to film companies, then there may be other community programs that suffer.
- If it's helping the economy that's a good thing
- I'm concerned of the preservation of sites and natural resources and plants and animals being disturbed and/or destroyed by the presence of the film industry in Hawai'i.
- I'm concerned there are too many incentives to come but not enough jobs for locals, especially actors
- I'm sure it is quite costly for them to have to bring everything and everybody to Hawai'i. It's nice they have an incentive.
- Implement tax incentives to increase investment in film production companies and drive economic growth.
- Implementing tax incentives can attract film investors to shoot, and increase job opportunities for local people.
- Incentive for more movie production in Hawai'i.
- Incentives are losses for the state. If film companies want to capture the true essence of Hawai'i, they should just film here. Not to receive incentives.
- Incentives are provided to achieve overall economic development
- Incentives cut down on the rates paid by studios to film here.
- Increases tax revenue
- Investing in the film industry will keep Hawai'i a viable location when we compete with other locations that have deeper pockets.
- It benefits the state of Hawai'i
- It brings business
- It can be used to provide additional jobs to locals and to boost the economy
- It can give jobs to locals that need one. It helps everyone here.
- It can provide the economic boost and give jobs to local residents
- It can provide various jobs and increase employment opportunities.
- It could be a good thing or not, so I say somewhat to balance it out
- It creates job opportunities to a wide range of people, from being extras, to support.
- It enables the film industry to do business here without the high costs and it's the best advertisement for the State
- It gives them an incentive to come here. When they come here it brings money to the islands.
- It helps bring in more shows to film here in Hawai'i giving jobs to people here, help give businesses income, and hopefully help bring tourists to want to visit here.
- It helps Hawai'i in return in so many other ways
- It helps locals
- It helps out Hawai'i a lot
- It is good to bring jobs but economic incentives for an already lucrative field seems unnecessary
- It is important for our economy
- It is important to provide jobs to Hawaiians because it is so expensive to live here.
- It just depends honestly
- It keeps money flowing into and through Hawai'i. It's good for the state's economy
- It makes sense for incentives to exist to attract business
- It motivates companies to film here so creates job opportunities and economic benefits to the state
- It provides income to those they employ and financial benefits to the islands

- It provides more jobs for Hawai'i residents
- It should benefit Hawai'i
- It sometimes hurts us more than helps
- It sounds like a good idea but I'm not sure of the dollar amount behind those incentives
- It will help our economy and provide jobs for our local people
- It works if there's a strong return on investment
- It would be good for Hawai'i
- It would help the economy
- It's a give and take. Both sides benefit.
- It's a good thing to provide employment to local residents
- It's a way for state to generate revenue
- It's a win for the state and the industry as well. All the while promoting Hawai'i in a positive way.
- It's a win/win that lasts quite a long time as the films and projects become cultural touchstones.
- It's beneficial for the economy and people to have jobs, even if temporary
- It's beneficial to not only the employees, but the locals that seek employment.
- It brings in money for the state and all the companies, hotels, businesses make money too
- It encourages other film makers to come to Hawai'i and film also
- It's good for everyone
- It's good for local businesses and the local people
- It's good for the economy
- It's good for the economy
- It's good for the economy
- It's good to have tax incentives to influence people to film in Hawai'i; however, it should be noted that they should respect the land
- It's good to see taxes go for something beneficial
- It's great to have another viable industry, not only tourism which is too much
- It's important
- It's important for Hawai'i
- It's important for the residents to benefit from the local film industry
- It's important that locals get jobs in the film industry
- It's like we're begging them to give us jobs. There should be no incentive to film here but also I understand why they're given. Without incentives they would not come and there would be less opportunities for locals.
- It's more expensive to film in Hawai'i
- It's not a bad thing to film here
- It's somewhat good but could be conceived as not so great
- Its tax breaks or they'll film someplace else. We will benefit with the spending and exposure. We have to compete with other places. Without the breaks then we get no money because they will not come.
- Job opportunities
- Jobs and economic activities do not necessarily benefit the locals in Hawai'i. Only a handful of locals are chosen.
- Jobs and opportunities for locals
- Jobs are needed
- Keep the people important in film and you are not disrespecting their homes as much
- Keeps movie production going on here in Hawai'i attracting more people to film here
- Less tax = more films. More films bring tourism.
- Let more people know how beautiful the scenery of Hawai'i is

- Local jobs for local people
- Make it appealing to film in Hawai'i
- Monetary incentives
- Money does talk and the generation of income for the State of Hawai'i with the filming here could be immense. God loves Hawai'i.
- More jobs
- More jobs and more taxes
- More jobs for locals are always a good thing
- More jobs for locals are always a great thing
- More money
- More money for the state even if indirectly obtained is a plus
- More money to Hawai'i
- More people have more jobs. More money stays on the island.
- Most jobs on this island don't cover the cost of living here.
- Movie production adds revenue, adds jobs, adds tourism, and will only add additional long term revenue streams
- Need to make it viable
- Offering tax incentives is appealing, but should be within reason, especially with respect to our own local economy and struggles.
- Other businesses can also use state tax incentives
- Other locations also offer incentives to lure production to their state or country
- Our local people need opportunities
- Overall great productions for Hawai'i help build up great interest in wanting to be an actor or actress from Hawai'i; opens up opportunities for young people to become supportive in community and society and Hawai'i itself
- People in the island are already paying enough taxes in order to live here. So if the Hawaiian politicians can work with the mainland politicians to pay for filming here, I don't see a problem. As long as we the people of Hawai'i gets a fair deal. We can't live here if our taxes go up just to make a film in Hawai'i.
- People need to survive economically, financially, and be aware that there are other job listings such as the film industry
- Portray the real Hawai'i
- Provide locals with an opportunity to make income
- Providing incentives to companies and then hiring locals is a win for both parties
- Providing tax benefits would be win-win for Hawai'i's residents and businesses
- Providing tax incentives can encourage film production companies to shoot more movies here, increasing the city's visibility
- Providing tax incentives can help retain film production companies
- Providing tax incentives to movie production companies is a good way to encourage filming in Hawai'i. It benefits local residents with the increased economy activity to the state.
- Seemed accurate
- So they will be more willing to film in Hawai'i
- Some locals have jobs on films
- Successful movie works will enhance the popularity and image of Hawai'i for international tourists and investors to come
- Supports economy
- Takes money to make money
- Taking advantage of post-tax benefits can increase film investment and promote economic development.

- Tax incentives support the film industry to benefit from filming in Hawai'i. It's a win-win situation all around.
- Tax incentives will be more than made up for via increased tourism and spending in Hawai'i
- Tax revenue can contribute to the better development of the local economy
- The benefit of the doubt
- The benefits outweigh the costs
- The creation of local jobs is beneficial to the state and helps diversify from tourism
- The film company provides many job opportunities and can fully provide tax incentives
- The film industry should stay in Hawai'i. They could use locals and actual scenery from Hawai'i and it would help boost Hawai'i's economy.
- The film industry will only film if there are tax breaks, otherwise they would not come
- The financial support by State of Hawai'i would cause much negative feedback if support was considered unnecessary use of money that would rather be spent on the homeless and needy citizens.
- The incentives make it economically feasible for production companies to film in Hawai'i
- The industry brings jobs to local residents and attracts more tourists to the islands
- The movie industry generates revenue. Revenue which benefits the state.
- The movie industry is good for the State, and I would love to see more of it.
- The only way to get the best deal on the market is through the sale process
- The reciprocity of benefits
- The state gets some benefit from the film industry
- The state of Hawai'i should be getting the tax breaks
- The tax gives movie industries a return of 3-4 times!
- There is a balance to how much support is given to the benefits that particular production brings in. One size should not fit all when contracting with a production.
- There needs to be a balance between incentives and benefits
- These film works can record the history and culture of Hawai'i and leave valuable cultural heritage for future generations.
- They have a right to film
- They should give them some incentives, but not too much
- They will easily go somewhere else to get it done why not here with all the other added benefits
- This is one of the ways to increase the film industry for Hawai'i
- This state needs the exposure, but needs to accurately reflect the economic needs we have
- This way both sides get an incentive
- Those companies bring jobs to the people of Hawai'i
- To attract more movies to come here
- To encourage producers to film, more movies in Hawai'i
- To give them a reason to stay and operate in Hawai'i. If they receive benefits, they in return will give back benefits to Hawai'i.
- To help them to continue to use Hawai'i as a filming location
- To increase economic activity and give local people jobs
- To make Hawai'i more affordable over other places
- To promote the Hawaiian culture
- Too many incentives may negate the financial benefits for Hawai'i
- Too many tax incentives are bad for the economy
- Understandably it's a give and take proposition, it's hoped that protocols are legit on both sides

- We have a good reputation here for our Aloha spirit. I think it helps outside companies feel good and creates more business.
- We need jobs and incentives to keep Hawai'i going all with Aloha. Jobs for locals, etc.
- We need jobs
- We need money for locals
- We need more diverse jobs and opportunities
- We need more jobs. On the other hand, providing tax incentives to companies that are problematic for other reasons and don't contribute to a sustainable future in the islands are problematic.
- We need some incentives to promote the industry here
- We need the business for income for the state
- We need the film industry
- We need to boost our economy
- We need to compete with other states and countries, so a tax incentive is appealing
- We need to promote business growth. Without incentives, people will film somewhere else
- We want to attract the film industry to Hawai'i
- Well I think if they're taxed, it would be more nice times for the state
- Well it has its own variation of incentives and opportunities, extras on site gets paid; great incentives for property owners, for certain scenes, and when they're scouting for fresh talents some lucky local boy or girl becomes a movie star; we have a lot of locals that are still on the rise; opportunities are endless! 'Cut' = 'That's a wrap,' Great work!
- Well, it is a way to help build our tourism industry and a reminder that there is a paradise with Aloha
- Whatever brings economy in Hawai'i, I strongly agree because our state needs money
- Why give incentives when the movie company will already make money
- Without strong support and the right incentives the film industry will simply move to a more welcoming state to do their filming
- Without tax incentives it would be difficult to bring movie productions to Hawai'i because it would cost more
- Without the incentives, productions would probably be filmed elsewhere
- Would prefer filming would come because of the beauty of the islands without providing additional economic incentives
- You give to receive

**You said you OPPOSE providing tax incentives to movie production companies to keep jobs and economic activity in Hawaii. And why do you say that?**

- Any compensation or incentives paid are 'targeted' to a very specific group belonging to the film industry. The Government gets the tax revenue/ they get special accommodations and Hawai'i residents get stuck with the inconvenience / traffic / and mainland attitude when dealing with locals. Stop using language and phrases that fake the appearance of generating jobs / increased income / and generating business. Like I said, only a targeted select few benefits from the film industry and it isn't worth the trouble and it'll stay that way when people or industries fail to pay their fair share. Who are you trying to fool? They don't even cater to our eateries. They bring in their own chefs. Overrated actors; bunch of snobs; there are a lot of you....
- Because it goes somewhere else
- Everyone should pay taxes
- Giving too many incentives does not help the local economy



- Hawai'i has enough economic problems on its own, tax breaks could be used to benefit locals directly instead of outsiders
- I don't believe there should be a tax write-off for huge corporations just to film on the land
- I don't know I just feel that Hawai'i is a place of natives and locals
- I just don't like it
- I think Hawai'i is struggling as it is. Although they provide jobs and economic activity, it doesn't mean it benefits everyone who constantly work in an underpaid manner.
- I think they should get properly paid, but nothing crazy
- I would say that tax incentives shouldn't be placed on the citizens of Hawai'i for movie industries. Although, if most of those taxes go toward paying our local actors and getting them opportunities than there won't be as much of a problem.
- If we are giving more than we get back, then we lose
- It has no impact on me
- It needs to be a win-win for the film industry and the people of Hawai'i
- It's not going to benefit me
- Money is already tight here. The taxes shouldn't go towards entertainment.
- Offer a reasonable incentive, but not more than would be financially prudent regarding state finances
- Taxes are getting ridiculous
- The less activity in Hawai'i the better
- The movie industry is quite lucrative, and they should pay their way without incentives
- The movie they film makes a huge amount of money; they don't need incentives
- There are very few locals that are in these films. Unless you're well known then you are offered the opportunity.
- They make money with their productions
- They need to offer more jobs. They need to make better arrangements and notification about location shoots so residents can better deal with disruptions. They should portray Hawai'i as it is. Not everyone lives in a spacious new house. Crime exists but it's not rampant. Not everyone who lives in Waianae is a drug dealer. Mixed race couples, kids, co-workers, schoolmates, and neighbors are the rule and not the exception. Not everyone speaks standard English.
- They should be treated like any other industry.
- Too many tax incentives for businesses.
- Too many taxes
- We could use those funding to help people get jobs in other industries not everyone is cut out for the movie industry
- We should not have to pay money to encourage filming here. Hawai'i is absolutely the perfect location to film.