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# *Georgia Voters' Attitudes Towards the Film and TV Industry*

Findings from a survey among likely Georgia voters and likely Republican Primary Georgia voters conducted by FGS Global in partnership with the Georgia Screen Entertainment Coalition (GSEC)

*March 2024*



# We conducted a survey on behalf of the Georgia Screen Entertainment Coalition to gauge attitudes and perceptions toward the industry and film tax credit in Georgia.

## OBJECTIVES:

- Measure voters' awareness and support for the film tax credit in Georgia
- Gauge voters' concerns towards a change in the tax credit
- Understand how voters perceive the implications of this change, both positive and negative

## METHODOLOGY:



ONLINE SURVEY WITH  
**1,000 LIKELY GA VOTERS**  
AND OVERSAMPLE OF  
**300 LIKELY REPUBLICAN**  
**PRIMARY VOTERS\***

**MARCH 8-18, 2024**

### MARGIN OF ERROR

LIKELY GA VOTERS: 3.1%

LIKELY GOP PRIMARY VOTERS: 5.7%

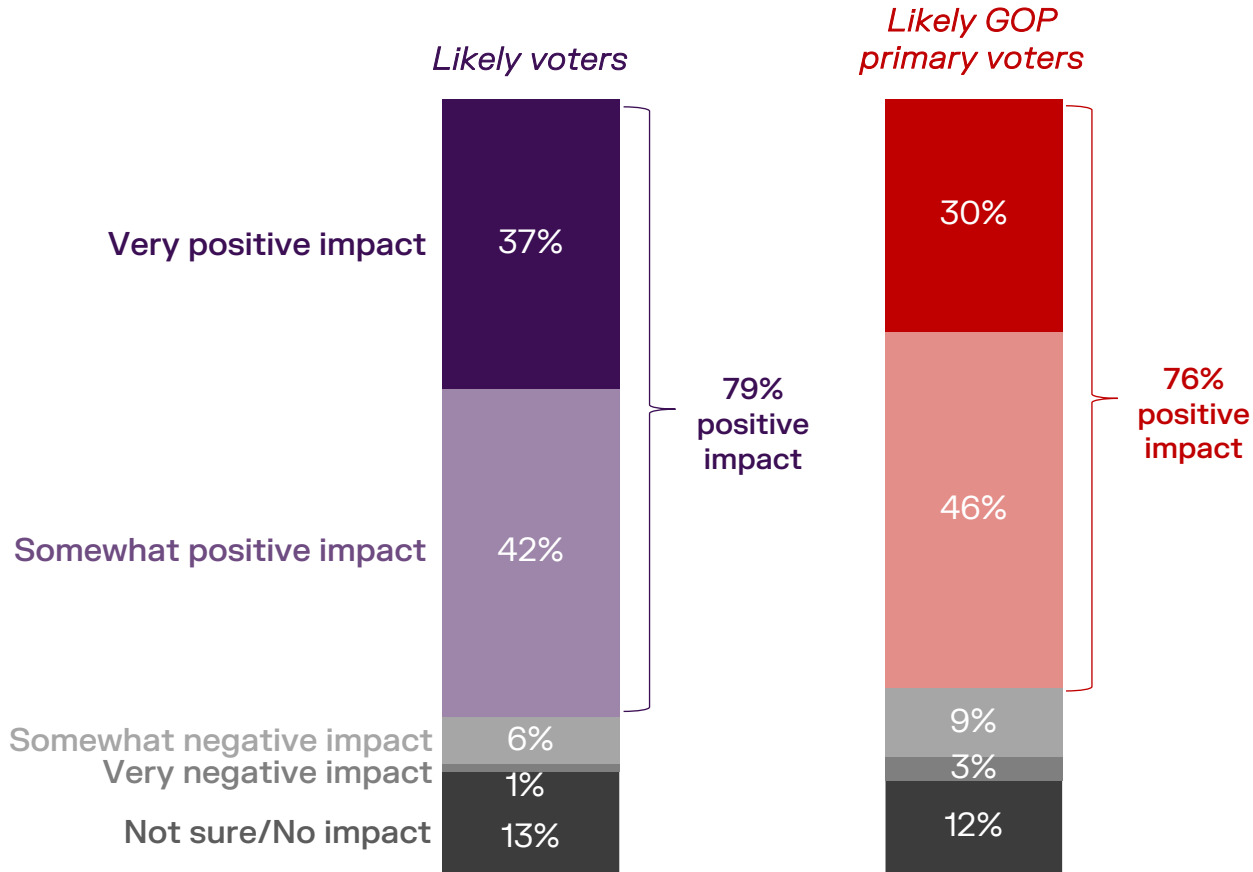
*\*Note: The Georgia Republican presidential primary election was held on March 12, during fielding.*

## Key findings:

- 1 Eight-in-ten (79%) likely voters say the film and TV production industry has a positive impact on Georgia's economy, a sentiment shared by three quarters of likely GOP primary voters. Voters credit the industry with creating jobs, bringing in revenue, and attracting tourism.
- 2 Set against the backdrop where two-thirds of likely voters believe Georgia's economy is strong, three quarters (76%) of voters see the industry as essential to the statewide economy.
- 3 The film tax incentive is both known and popular, with two-thirds of likely voters and Republican primary voters backing the credit.
- 4 With local jobs seen as the top benefit of the industry's presence in the state, eight in ten (82%) fear loss of jobs if the film tax incentive is changed or limited.
- 5 With 70% of likely voters seeing the industry benefiting all corners of Georgia, 8 in 10 (78%) voters fear Georgia's business losing out on revenues if the tax credit and incentive is changed or limited.

# Eight-in-ten likely voters say film and TV production has a positive impact on the state's economy.

## Film industry's impact on GA's economy



## In their own words...

Ways the film industry has a **positive** impact on the economy...

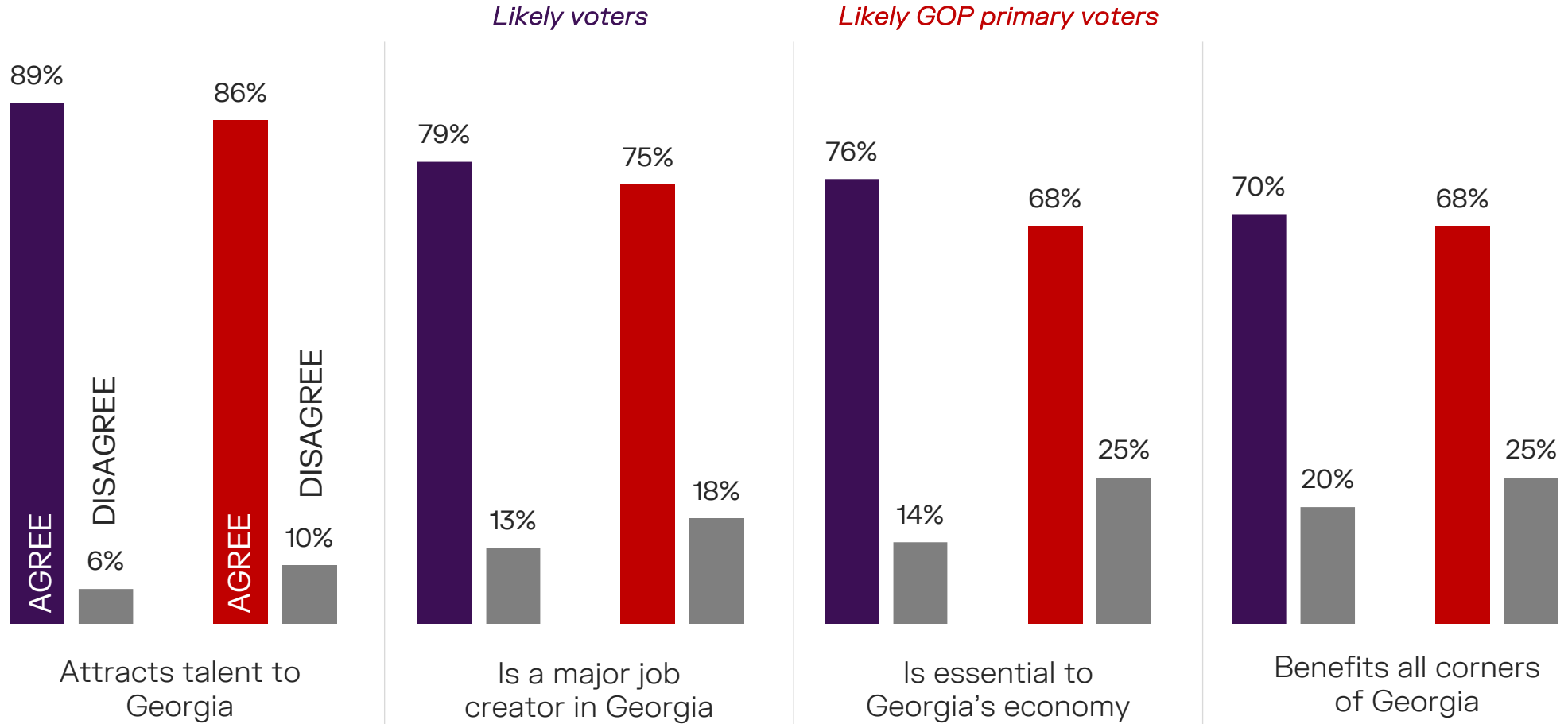
	Likely voters	Likely GOP primary voters
Brings in money/revenue to the state	45%	46%
Generates jobs	45%	47%
Attracts attention/business/tourism to GA	17%	16%

Ways the industry has a **negative** impact on the economy...

	Likely voters	Likely GOP primary voters
Inappropriate content: bad morals, sex, violence, etc.	20%	19%
Not helping the economy and contributing to cost of living increasing	8%	12%
Brings too many tourists	8%	5%

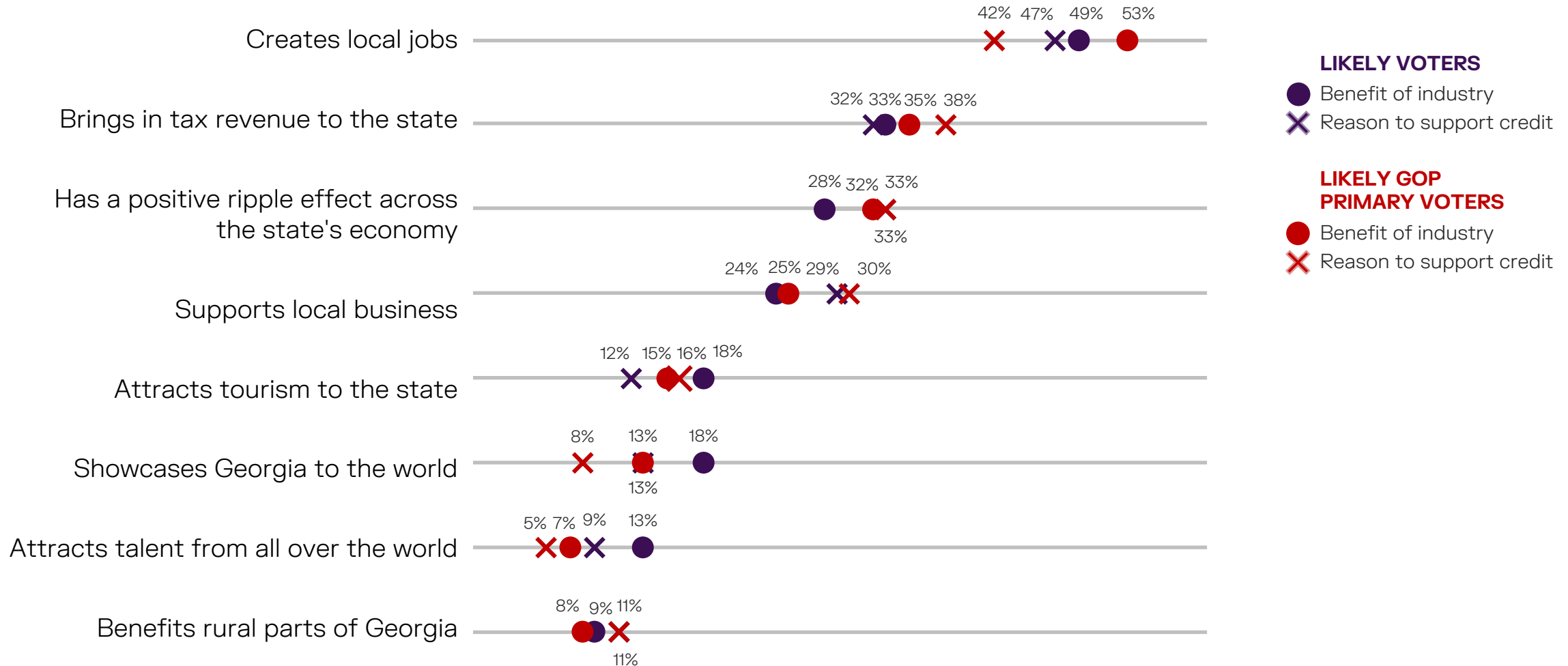
# Eight-in-ten agree that the film industry is a job creator, with three-quarters seeing the sector as essential to the economy.

## The film/TV industry in Georgia...



# Jobs, tax revenue, and an economic ripple effect are top drivers for voters to support the Georgia film tax incentive.

**Top benefits of film and TV shows being produced in Georgia / Top reasons to support the film tax incentive**

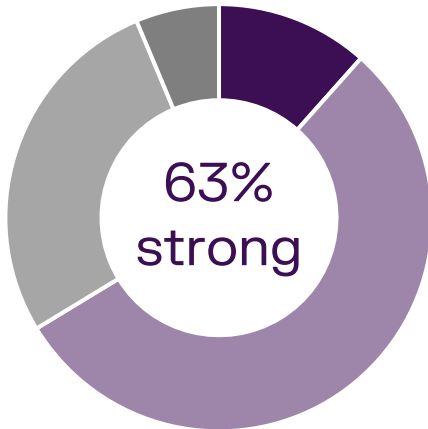


# The industry's positive impact is set against the backdrop of nearly two-thirds of likely voters rating Georgia's economy as strong.



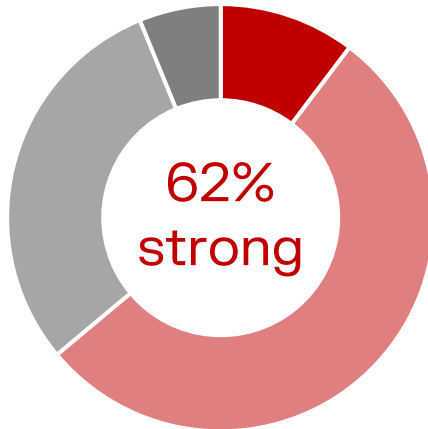
## Strength of Georgia's economy

Very strong   Somewhat strong   Somewhat weak   Very weak

Likely voters



Likely GOP primary voters



**Inflation** and the **economy** are the top two concerns likely voters think Georgia lawmakers should address right now.

- **34% of likely voters** and **46% of likely GOP voters** believe inflation is the top issue
- **31% of likely voters** and **40% of likely GOP voters** believe the economy is the top issue

# The film tax incentive is both known and popular, with nearly two-thirds supporting the credit.

## Aware of the film tax incentive

**64%**

*of likely voters*

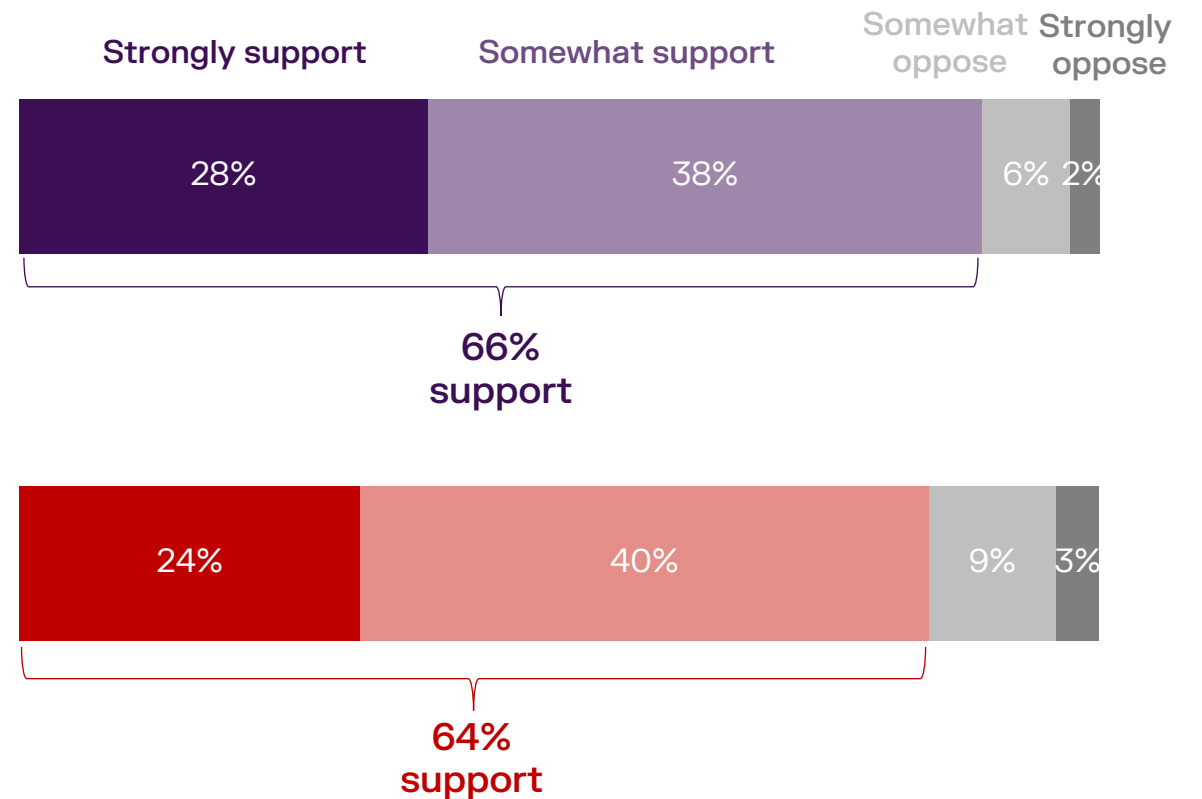
**62%**

*of likely GOP primary voters*

## Support for tax incentive in Georgia

*Likely voters*

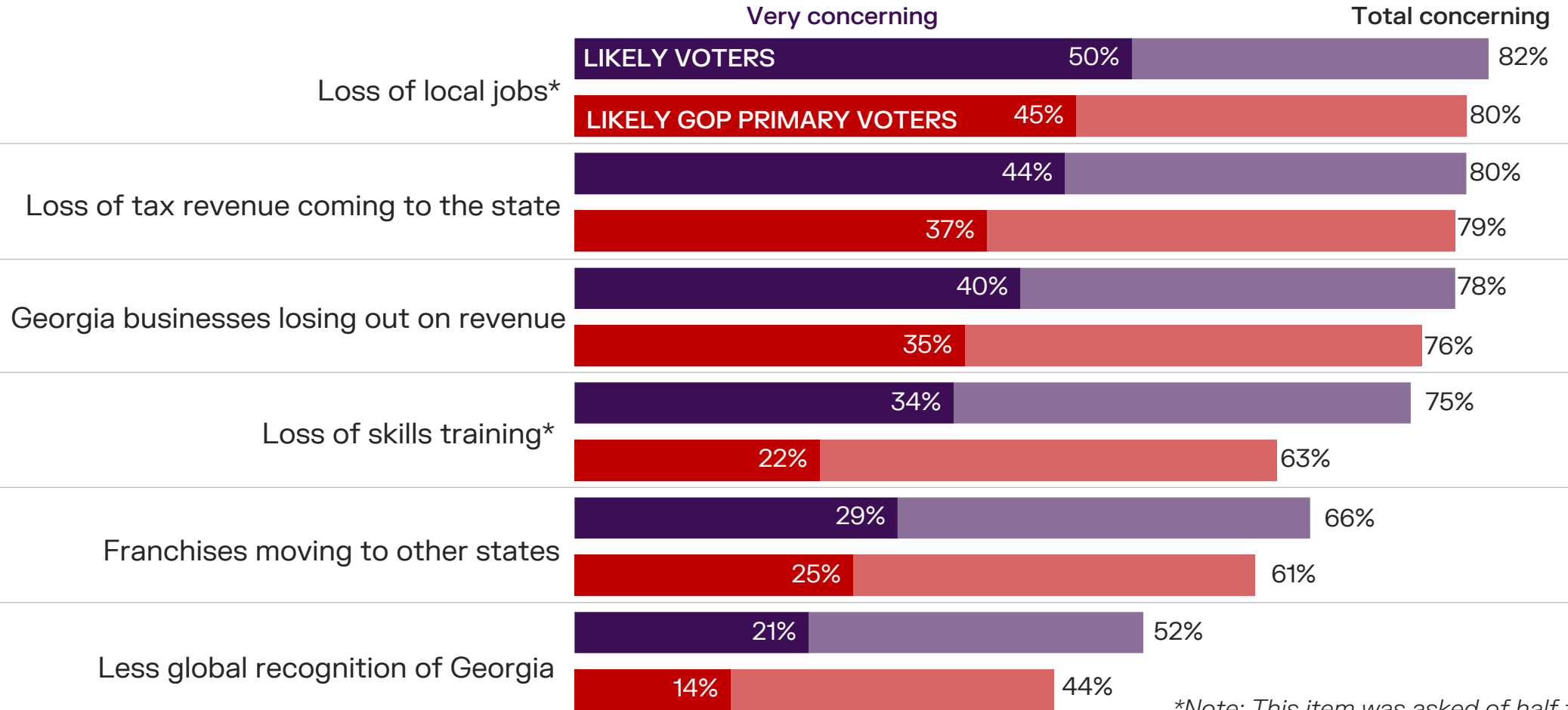
*Likely GOP primary voters*





# Likely voters are most concerned that changing the incentive would lead to a loss of jobs, taxes, and business revenue.

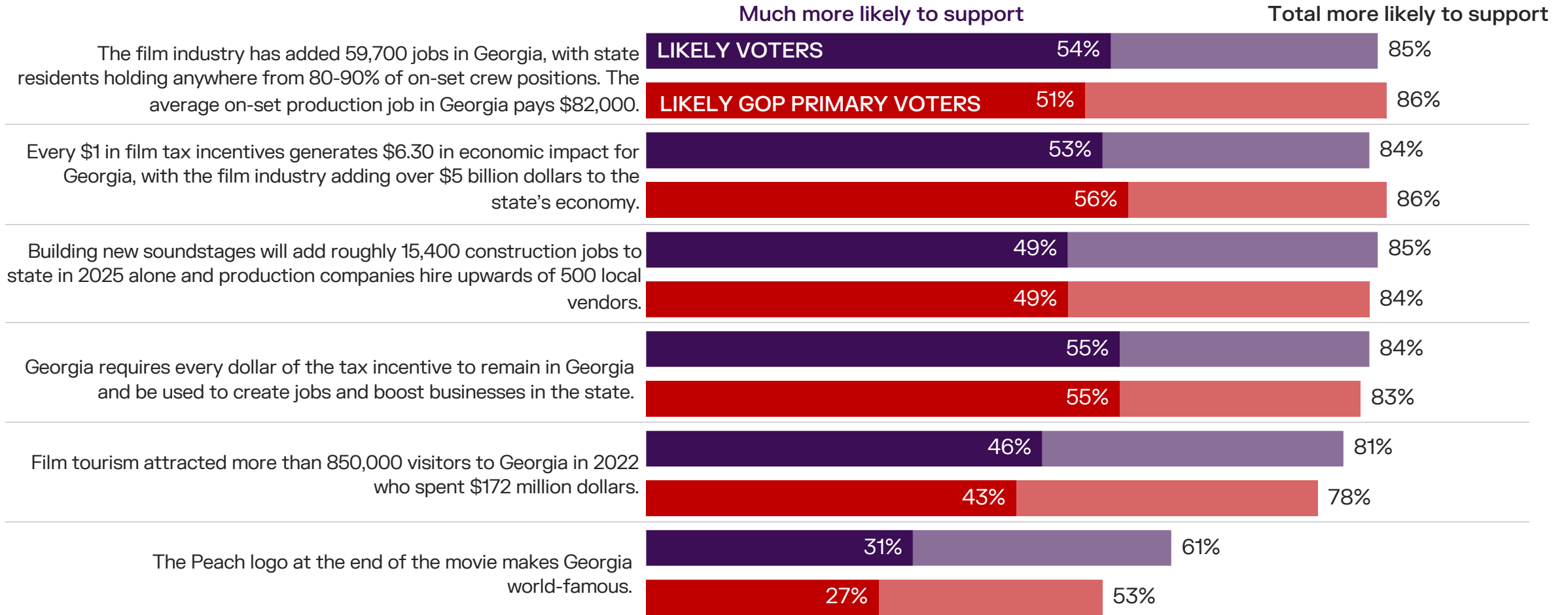
## Concerns with potentially changing and limiting tax incentive



\*Note: This item was asked of half the sample

# Statistics about jobs and revenue produced by the film industry are most convincing to likely voters; fame and tourism less so.

## Top reasons to support the film tax incentive

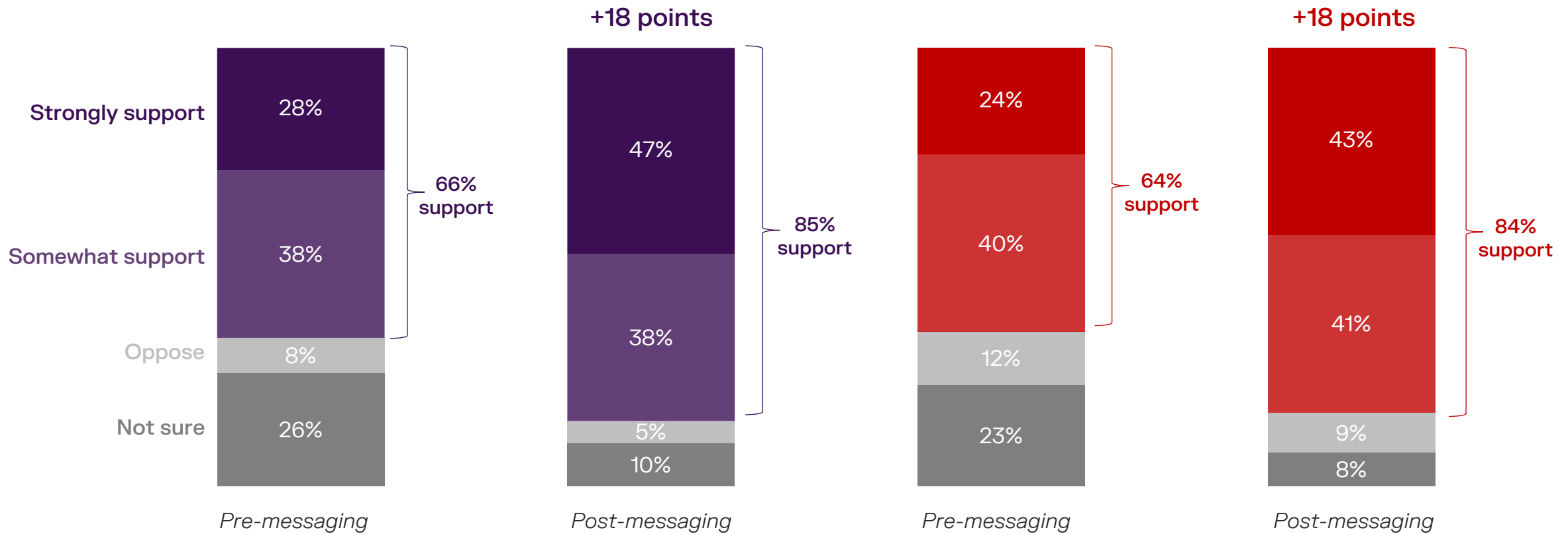


# Facts about the film industry's contributions increase support and reduce opposition.

## Support for the film tax incentive Pre-to Post-Messaging

*Likely voters*

*Likely GOP primary voters*





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