



## Film Tax Credit Statewide Poll Results

### POLLING METHODOLOGY

- Likely voters in Louisiana, conducted March 20-22, 2023 (4.0% MOE with 95% confidence interval)
- Sample size: 600 (77% cell phones (texted), 23% landlines (live dialed) - “hybrid” poll)
- Race/party: 67% white, 28% black, 5% “Other”/39% Democratic, 38% Republican, 23% Independents
- Gender: 55% female, 45% male
- Geography (Nielsen media market): Alexandria 5%, Baton Rouge 20%, Lafayette 15%, Lake Charles 6%, Monroe 8%, New Orleans 36%, Shreveport 11% (*Explanation is graphically depicted in Exhibit A*).

### POLL RESULTS

Question 1: Would you be more or less likely to watch a movie if it was filmed in Louisiana?

|                            | <b>CURRENT</b> | <b>JANUARY POLL</b> |
|----------------------------|----------------|---------------------|
| <b>More Likely</b>         | <b>78%</b>     | <b>73%</b>          |
| <b>Less Likely</b>         | <b>2%</b>      | <b>1%</b>           |
| <b>Makes No Difference</b> | <b>21%</b>     | <b>26%</b>          |

Question 2: Would you agree or disagree that productions and films shot in Louisiana benefit the state?

|                 | <b>CURRENT</b> | <b>JANUARY POLL</b> |
|-----------------|----------------|---------------------|
| <b>Agree</b>    | <b>87%</b>     | <b>86%</b>          |
| <b>Disagree</b> | <b>4%</b>      | <b>3%</b>           |
| <b>Unsure</b>   | <b>9%</b>      | <b>12%</b>          |

Question 3: Do you favor or oppose Louisiana's universities' expanding their educational curriculum to include film and/or digital media classes?

|                   | <b>CURRENT</b> | <b>JANUARY POLL</b> |
|-------------------|----------------|---------------------|
| <b>Favor</b>      | <b>83%</b>     | <b>89%</b>          |
| <b>Oppose</b>     | <b>4%</b>      | <b>3%</b>           |
| <b>No Opinion</b> | <b>12%</b>     | <b>8%</b>           |

Question 4: Do you favor or oppose tax incentives to help develop businesses in Louisiana?

|                  | <b>CURRENT</b> | <b>JANUARY POLL</b> |
|------------------|----------------|---------------------|
| <b>Favor</b>     | <b>69%</b>     | <b>71%</b>          |
| <b>Oppose</b>    | <b>12%</b>     | <b>11%</b>          |
| <b>Undecided</b> | <b>19%</b>     | <b>18%</b>          |

Question 5: Do you favor or oppose tax incentives to help develop the film industry in Louisiana?

|                  | <b>CURRENT</b> | <b>JANUARY POLL</b> |
|------------------|----------------|---------------------|
| <b>Favor</b>     | <b>66%</b>     | <b>68%</b>          |
| <b>Oppose</b>    | <b>14%</b>     | <b>13%</b>          |
| <b>Undecided</b> | <b>20%</b>     | <b>19%</b>          |

Question 6: When creating tax incentives, which industry in Louisiana do you believe is most deserving of them?

|                                     | <b>CURRENT</b>  | <b>JANUARY POLL</b> |
|-------------------------------------|-----------------|---------------------|
| <b>Healthcare</b>                   | <b>25%</b>      | <b>18%</b>          |
| <b>Agriculture/seafood</b>          | <b>21%</b>      | <b>22%</b>          |
| <b>Film industry</b>                | <b>14%</b>      | <b>14%</b>          |
| <b>Green industries</b>             | <b>9%</b>       | <b>12%</b>          |
| <b>Oppose use of tax incentives</b> | <b>9% (TIE)</b> | <b>8%</b>           |
| <b>Petrochemical</b>                | <b>8%</b>       | <b>10%</b>          |
| <b>High tech</b>                    | <b>6%</b>       | <b>6%</b>           |
| <b>None of these</b>                | <b>9% (TIE)</b> | <b>11%</b>          |

Question 7: How often do you and your family watch a movie each month?

|                            | <b>CURRENT</b> | <b>JANUARY POLL</b> |
|----------------------------|----------------|---------------------|
| <b>1-5 movies</b>          | <b>48%</b>     | <b>50%</b>          |
| <b>5-10 movies</b>         | <b>19%</b>     | <b>21%</b>          |
| <b>More than 10 movies</b> | <b>23%</b>     | <b>20%</b>          |
| <b>Never</b>               | <b>4%</b>      | <b>4%</b>           |
| <b>Unsure</b>              | <b>6%</b>      | <b>5%</b>           |

Question 8: Do you personally know anyone who works in the film and entertainment industry?

|               | <b>CURRENT</b> | <b>JANUARY POLL</b> |
|---------------|----------------|---------------------|
| <b>Yes</b>    | <b>38%</b>     | <b>38%</b>          |
| <b>No</b>     | <b>57%</b>     | <b>58%</b>          |
| <b>Unsure</b> | <b>5%</b>      | <b>4%</b>           |

Question 9: To ensure that our survey responses are most accurate, are you male or female?

|               | <b>CURRENT</b> | <b>JANUARY POLL</b> |
|---------------|----------------|---------------------|
| <b>Female</b> | <b>55%</b>     | <b>55%</b>          |
| <b>Male</b>   | <b>45%</b>     | <b>45%</b>          |

## **SUMMARY**

JMC Analytics and Polling was commissioned to conduct this poll for the Louisiana Film Entertainment Association (LFEA). There are three main takeaways from this poll: (1) the film industry in Louisiana is held in high esteem, (2) tax incentives to develop the film industry in Louisiana enjoy broad public support, and (3) since the last poll was conducted in January, the numbers generally have not changed from a statistical significance standpoint.

The first three questions measured opinions about the film industry in the state. Sentiment remains near unanimously favorable (86-3% in January, 87-4% now) regarding the benefit to Louisiana of films shot in the state. Similarly, there is near unanimous support (89-3% in January, 83-4% now) for universities' expanding their educational curriculum to include film and/or digital media classes.

On the subject of tax incentives to benefit the film industry, the numbers remain strong: support for tax incentives in general (71-11% in January, 69-12% now), and support when film industry incentives are mentioned (68-13% in January, 66-14% now). Equally as important: when reading off a list of industries' deserving tax incentives, the film industry was and is the 3<sup>rd</sup> most popular "industry", behind only healthcare and agriculture.

It's also worth noticing that the numbers are generally strong across the board in terms of demography and geography, with minimal opposition among any identified group. **That makes it easier for the film industry to make its case to a broad political spectrum of legislative stakeholders.**

In summary, the data shows that the film industry in Louisiana has sustained broad public support, and the public also strongly favors tax incentives to help develop this industry.

## CROSSTABS

### Question 1 – Watch a film if filmed in Louisiana

|                   |                        | Race Name |       |       |       |
|-------------------|------------------------|-----------|-------|-------|-------|
|                   |                        | Black     | Other | White | Total |
| Movie filed in LA | 01-More Likely         | 78%       | 77%   | 78%   | 78%   |
|                   | 02-Less Likely         | 2%        |       | 2%    | 2%    |
|                   | 03-Makes No Difference | 21%       | 23%   | 20%   | 21%   |
| Total             |                        | 100%      | 100%  | 100%  | 100%  |

|                   |                        | Party |       |      |       |
|-------------------|------------------------|-------|-------|------|-------|
|                   |                        | DEM   | OTHER | REP  | Total |
| Movie filed in LA | 01-More Likely         | 79%   | 74%   | 79%  | 78%   |
|                   | 02-Less Likely         | 1%    | 3%    | 2%   | 2%    |
|                   | 03-Makes No Difference | 20%   | 24%   | 19%  | 21%   |
| Total             |                        | 100%  | 100%  | 100% | 100%  |

|                   |                        | Voter Likelihood |           |           |           |       |
|-------------------|------------------------|------------------|-----------|-----------|-----------|-------|
|                   |                        | 1 4th 25%        | 2 3rd 25% | 3 2nd 25% | 4 Top 25% | Total |
| Movie filed in LA | 01-More Likely         | 92%              | 78%       | 78%       | 77%       | 78%   |
|                   | 02-Less Likely         |                  | 3%        | 1%        | 2%        | 2%    |
|                   | 03-Makes No Difference | 8%               | 19%       | 21%       | 21%       | 21%   |
| Total             |                        | 100%             | 100%      | 100%      | 100%      | 100%  |

|                   |                        | Region     |             |           |              |        |             |            |       |
|-------------------|------------------------|------------|-------------|-----------|--------------|--------|-------------|------------|-------|
|                   |                        | Alexandria | Baton Rouge | Lafayette | Lake Charles | Monroe | New Orleans | Shreveport | Total |
| Movie filed in LA | 01-More Likely         | 71%        | 81%         | 76%       | 88%          | 72%    | 78%         | 76%        | 78%   |
|                   | 02-Less Likely         |            | 3%          | 2%        |              |        | 0%          | 4%         | 2%    |
|                   | 03-Makes No Difference | 29%        | 15%         | 21%       | 12%          | 28%    | 22%         | 19%        | 21%   |
| Total             |                        | 100%       | 100%        | 100%      | 100%         | 100%   | 100%        | 100%       | 100%  |

|                   |                        | Cell Phones? |       |       |
|-------------------|------------------------|--------------|-------|-------|
|                   |                        | Landlines    | Cells | Total |
| Movie filed in LA | 01-More Likely         | 75%          | 79%   | 78%   |
|                   | 02-Less Likely         | 5%           | 1%    | 2%    |
|                   | 03-Makes No Difference | 20%          | 21%   | 21%   |
| Total             |                        | 100%         | 100%  | 100%  |

|                   |                        | Gender  |           |       |
|-------------------|------------------------|---------|-----------|-------|
|                   |                        | 01-Male | 02-Female | Total |
| Movie filed in LA | 01-More Likely         | 71%     | 84%       | 78%   |
|                   | 02-Less Likely         | 1%      | 2%        | 2%    |
|                   | 03-Makes No Difference | 28%     | 15%       | 21%   |
| Total             |                        | 100%    | 100%      | 100%  |

*Question 2 – Films shot in Louisiana benefit the state*

|            |             | Race Name |       |       |       |
|------------|-------------|-----------|-------|-------|-------|
|            |             | Black     | Other | White | Total |
| Benefit LA | 01-Agree    | 85%       | 87%   | 88%   | 87%   |
|            | 02-Disagree | 6%        | 3%    | 4%    | 4%    |
|            | 03-Unsure   | 9%        | 10%   | 9%    | 9%    |
| Total      |             | 100%      | 100%  | 100%  | 100%  |

|            |             | Party |       |      |       |
|------------|-------------|-------|-------|------|-------|
|            |             | DEM   | OTHER | REP  | Total |
| Benefit LA | 01-Agree    | 88%   | 82%   | 88%  | 87%   |
|            | 02-Disagree | 4%    | 6%    | 3%   | 4%    |
|            | 03-Unsure   | 8%    | 11%   | 9%   | 9%    |
| Total      |             | 100%  | 100%  | 100% | 100%  |

|            |             | Voter Likelihood |           |           |           |       |
|------------|-------------|------------------|-----------|-----------|-----------|-------|
|            |             | 1 4th 25%        | 2 3rd 25% | 3 2nd 25% | 4 Top 25% | Total |
| Benefit LA | 01-Agree    | 92%              | 81%       | 87%       | 87%       | 87%   |
|            | 02-Disagree |                  | 5%        | 5%        | 4%        | 4%    |
|            | 03-Unsure   | 8%               | 14%       | 8%        | 9%        | 9%    |
| Total      |             | 100%             | 100%      | 100%      | 100%      | 100%  |

|            |             | Region     |             |           |              |        |             |            |       |
|------------|-------------|------------|-------------|-----------|--------------|--------|-------------|------------|-------|
|            |             | Alexandria | Baton Rouge | Lafayette | Lake Charles | Monroe | New Orleans | Shreveport | Total |
| Benefit LA | 01-Agree    | 75%        | 84%         | 90%       | 82%          | 89%    | 90%         | 84%        | 87%   |
|            | 02-Disagree | 7%         | 6%          | 2%        | 6%           | 4%     | 3%          | 4%         | 4%    |
|            | 03-Unsure   | 18%        | 10%         | 8%        | 12%          | 7%     | 7%          | 12%        | 9%    |
| Total      |             | 100%       | 100%        | 100%      | 100%         | 100%   | 100%        | 100%       | 100%  |

|            |             | Cell Phones? |       | Total |
|------------|-------------|--------------|-------|-------|
|            |             | Landlines    | Cells |       |
| Benefit LA | 01-Agree    | 85%          | 87%   | 87%   |
|            | 02-Disagree | 8%           | 3%    | 4%    |
|            | 03-Unsure   | 7%           | 10%   | 9%    |
| Total      |             | 100%         | 100%  | 100%  |

|            |             | Gender  |           | Total |
|------------|-------------|---------|-----------|-------|
|            |             | 01-Male | 02-Female |       |
| Benefit LA | 01-Agree    | 86%     | 88%       | 87%   |
|            | 02-Disagree | 4%      | 4%        | 4%    |
|            | 03-Unsure   | 10%     | 8%        | 9%    |
| Total      |             | 100%    | 100%      | 100%  |

*Question 3 – Universities’ expanding curriculum*

|                   |               | Race Name |       |       | Total |
|-------------------|---------------|-----------|-------|-------|-------|
|                   |               | Black     | Other | White |       |
| Expand curriculum | 01-Favor      | 89%       | 87%   | 81%   | 83%   |
|                   | 02-Oppose     | 3%        |       | 5%    | 4%    |
|                   | 03-No Opinion | 8%        | 13%   | 14%   | 12%   |
| Total             |               | 100%      | 100%  | 100%  | 100%  |

|                   |               | Party |       |      | Total |
|-------------------|---------------|-------|-------|------|-------|
|                   |               | DEM   | OTHER | REP  |       |
| Expand curriculum | 01-Favor      | 89%   | 81%   | 79%  | 83%   |
|                   | 02-Oppose     | 4%    | 4%    | 4%   | 4%    |
|                   | 03-No Opinion | 6%    | 15%   | 17%  | 12%   |
| Total             |               | 100%  | 100%  | 100% | 100%  |

|                   |               | Voter Likelihood |           |           |           | Total |
|-------------------|---------------|------------------|-----------|-----------|-----------|-------|
|                   |               | 1 4th 25%        | 2 3rd 25% | 3 2nd 25% | 4 Top 25% |       |
| Expand curriculum | 01-Favor      | 100%             | 80%       | 85%       | 83%       | 83%   |
|                   | 02-Oppose     |                  | 2%        | 4%        | 5%        | 4%    |
|                   | 03-No Opinion |                  | 19%       | 11%       | 12%       | 12%   |
| Total             |               | 100%             | 100%      | 100%      | 100%      | 100%  |

|                   |               | Region     |             |           |              |        |             | Total |            |
|-------------------|---------------|------------|-------------|-----------|--------------|--------|-------------|-------|------------|
|                   |               | Alexandria | Baton Rouge | Lafayette | Lake Charles | Monroe | New Orleans |       | Shreveport |
| Expand curriculum | 01-Favor      | 68%        | 77%         | 84%       | 88%          | 72%    | 88%         | 90%   | 83%        |
|                   | 02-Oppose     | 4%         | 4%          | 3%        | 3%           | 9%     | 4%          | 6%    | 4%         |
|                   | 03-No Opinion | 29%        | 19%         | 12%       | 9%           | 20%    | 8%          | 4%    | 12%        |
| Total             |               | 100%       | 100%        | 100%      | 100%         | 100%   | 100%        | 100%  | 100%       |

|                   |               | Cell Phones? |       | Total |
|-------------------|---------------|--------------|-------|-------|
|                   |               | Landlines    | Cells |       |
| Expand curriculum | 01-Favor      | 75%          | 86%   | 83%   |
|                   | 02-Oppose     | 10%          | 3%    | 4%    |
|                   | 03-No Opinion | 15%          | 12%   | 12%   |
| Total             |               | 100%         | 100%  | 100%  |

|                   |               | Gender  |           | Total |
|-------------------|---------------|---------|-----------|-------|
|                   |               | 01-Male | 02-Female |       |
| Expand curriculum | 01-Favor      | 79%     | 87%       | 83%   |
|                   | 02-Oppose     | 5%      | 4%        | 4%    |
|                   | 03-No Opinion | 15%     | 10%       | 12%   |
| Total             |               | 100%    | 100%      | 100%  |

*Question 4 – Favor/oppose tax incentives*

|                |              | Race Name |       |       | Total |
|----------------|--------------|-----------|-------|-------|-------|
|                |              | Black     | Other | White |       |
| Tax incentives | 01-Favor     | 70%       | 68%   | 69%   | 69%   |
|                | 02-Oppose    | 11%       | 10%   | 13%   | 12%   |
|                | 03-Undecided | 20%       | 23%   | 18%   | 19%   |
| Total          |              | 100%      | 100%  | 100%  | 100%  |

|                |              | Party |       |      | Total |
|----------------|--------------|-------|-------|------|-------|
|                |              | DEM   | OTHER | REP  |       |
| Tax incentives | 01-Favor     | 68%   | 69%   | 72%  | 69%   |
|                | 02-Oppose    | 13%   | 11%   | 12%  | 12%   |
|                | 03-Undecided | 19%   | 20%   | 17%  | 19%   |
| Total          |              | 100%  | 100%  | 100% | 100%  |

|                |              | Voter Likelihood |           |           |           | Total |
|----------------|--------------|------------------|-----------|-----------|-----------|-------|
|                |              | 1 4th 25%        | 2 3rd 25% | 3 2nd 25% | 4 Top 25% |       |
| Tax incentives | 01-Favor     | 58%              | 68%       | 72%       | 69%       | 69%   |
|                | 02-Oppose    | 8%               | 5%        | 9%        | 14%       | 12%   |
|                | 03-Undecided | 33%              | 27%       | 20%       | 17%       | 19%   |
| Total          |              | 100%             | 100%      | 100%      | 100%      | 100%  |

|                |              | Region     |             |           |              |        |             |            | Total |
|----------------|--------------|------------|-------------|-----------|--------------|--------|-------------|------------|-------|
|                |              | Alexandria | Baton Rouge | Lafayette | Lake Charles | Monroe | New Orleans | Shreveport |       |
| Tax incentives | 01-Favor     | 61%        | 71%         | 60%       | 64%          | 74%    | 73%         | 71%        | 69%   |
|                | 02-Oppose    | 18%        | 11%         | 16%       | 12%          | 11%    | 11%         | 12%        | 12%   |
|                | 03-Undecided | 21%        | 18%         | 25%       | 24%          | 15%    | 16%         | 18%        | 19%   |
| Total          |              | 100%       | 100%        | 100%      | 100%         | 100%   | 100%        | 100%       | 100%  |

|                |              | Cell Phones? |       |       |
|----------------|--------------|--------------|-------|-------|
|                |              | Landlines    | Cells | Total |
| Tax incentives | 01-Favor     | 62%          | 71%   | 69%   |
|                | 02-Oppose    | 21%          | 10%   | 12%   |
|                | 03-Undecided | 17%          | 19%   | 19%   |
| Total          |              | 100%         | 100%  | 100%  |

|                |              | Gender  |           | Total |
|----------------|--------------|---------|-----------|-------|
|                |              | 01-Male | 02-Female |       |
| Tax incentives | 01-Favor     | 73%     | 66%       | 69%   |
|                | 02-Oppose    | 13%     | 12%       | 12%   |
|                | 03-Undecided | 14%     | 22%       | 19%   |
| Total          |              | 100%    | 100%      | 100%  |

*Question 5 – Favor/oppose film industry tax incentives*

|                     |              | Race Name |       |       | Total |
|---------------------|--------------|-----------|-------|-------|-------|
|                     |              | Black     | Other | White |       |
| Film tax incentives | 01-Favor     | 70%       | 71%   | 64%   | 66%   |
|                     | 02-Oppose    | 14%       | 13%   | 14%   | 14%   |
|                     | 03-Undecided | 17%       | 16%   | 22%   | 20%   |
| Total               |              | 100%      | 100%  | 100%  | 100%  |



|                     |              | Party |       |      | Total |
|---------------------|--------------|-------|-------|------|-------|
|                     |              | DEM   | OTHER | REP  |       |
| Film tax incentives | 01-Favor     | 67%   | 68%   | 64%  | 66%   |
|                     | 02-Oppose    | 16%   | 11%   | 13%  | 14%   |
|                     | 03-Undecided | 16%   | 21%   | 23%  | 20%   |
| Total               |              | 100%  | 100%  | 100% | 100%  |

|                     |              | Voter Likelihood |           |           |           | Total |
|---------------------|--------------|------------------|-----------|-----------|-----------|-------|
|                     |              | 1 4th 25%        | 2 3rd 25% | 3 2nd 25% | 4 Top 25% |       |
| Film tax incentives | 01-Favor     | 42%              | 61%       | 72%       | 66%       | 66%   |
|                     | 02-Oppose    | 8%               | 12%       | 10%       | 15%       | 14%   |
|                     | 03-Undecided | 50%              | 27%       | 19%       | 18%       | 20%   |
| Total               |              | 100%             | 100%      | 100%      | 100%      | 100%  |

|                     |              | Region     |             |           |              |        |             | Total      |      |
|---------------------|--------------|------------|-------------|-----------|--------------|--------|-------------|------------|------|
|                     |              | Alexandria | Baton Rouge | Lafayette | Lake Charles | Monroe | New Orleans | Shreveport |      |
| Film tax incentives | 01-Favor     | 50%        | 64%         | 58%       | 61%          | 65%    | 73%         | 66%        | 66%  |
|                     | 02-Oppose    | 18%        | 15%         | 13%       | 15%          | 15%    | 13%         | 12%        | 14%  |
|                     | 03-Undecided | 32%        | 20%         | 28%       | 24%          | 20%    | 13%         | 22%        | 20%  |
| Total               |              | 100%       | 100%        | 100%      | 100%         | 100%   | 100%        | 100%       | 100% |

|                     |              | Cell Phones? |       | Total |
|---------------------|--------------|--------------|-------|-------|
|                     |              | Landlines    | Cells |       |
| Film tax incentives | 01-Favor     | 60%          | 68%   | 66%   |
|                     | 02-Oppose    | 26%          | 11%   | 14%   |
|                     | 03-Undecided | 15%          | 21%   | 20%   |
| Total               |              | 100%         | 100%  | 100%  |

|                     |              | Gender  |           | Total |
|---------------------|--------------|---------|-----------|-------|
|                     |              | 01-Male | 02-Female |       |
| Film tax incentives | 01-Favor     | 66%     | 67%       | 66%   |
|                     | 02-Oppose    | 16%     | 12%       | 14%   |
|                     | 03-Undecided | 18%     | 21%       | 20%   |
| Total               |              | 100%    | 100%      | 100%  |

Question 6 – Industries most deserving of tax incentives

|                                 |                        | Race Name |       |       | Total |
|---------------------------------|------------------------|-----------|-------|-------|-------|
|                                 |                        | Black     | Other | White |       |
| Industries deserving incentives | 01-Petrochemical       | 2%        | 6%    | 11%   | 8%    |
|                                 | 02-Agriculture/seafood | 11%       | 10%   | 26%   | 21%   |
|                                 | 03-Green industries    | 10%       | 16%   | 9%    | 9%    |
|                                 | 04-Healthcare          | 40%       | 29%   | 18%   | 25%   |
|                                 | 05-High tech           | 4%        | 6%    | 6%    | 6%    |
|                                 | 06-Film industry       | 17%       | 13%   | 14%   | 14%   |
|                                 | 07-Oppose incentives   | 5%        | 6%    | 10%   | 9%    |
|                                 | 08-None of these       | 11%       | 13%   | 7%    | 9%    |
| Total                           |                        | 100%      | 100%  | 100%  | 100%  |

|                                 |                        | Party |       |      | Total |
|---------------------------------|------------------------|-------|-------|------|-------|
|                                 |                        | DEM   | OTHER | REP  |       |
| Industries deserving incentives | 01-Petrochemical       | 3%    | 5%    | 15%  | 8%    |
|                                 | 02-Agriculture/seafood | 13%   | 17%   | 32%  | 21%   |
|                                 | 03-Green industries    | 13%   | 13%   | 3%   | 9%    |
|                                 | 04-Healthcare          | 36%   | 23%   | 14%  | 25%   |
|                                 | 05-High tech           | 3%    | 10%   | 5%   | 6%    |
|                                 | 06-Film industry       | 14%   | 17%   | 13%  | 14%   |
|                                 | 07-Oppose incentives   | 9%    | 6%    | 10%  | 9%    |
|                                 | 08-None of these       | 9%    | 9%    | 7%   | 9%    |
| Total                           |                        | 100%  | 100%  | 100% | 100%  |

|                                 |                        | Voter Likelihood |           |           |           | Total |
|---------------------------------|------------------------|------------------|-----------|-----------|-----------|-------|
|                                 |                        | 1 4th 25%        | 2 3rd 25% | 3 2nd 25% | 4 Top 25% |       |
| Industries deserving incentives | 01-Petrochemical       | 8%               | 7%        | 8%        | 8%        | 8%    |
|                                 | 02-Agriculture/seafood | 25%              | 14%       | 18%       | 23%       | 21%   |
|                                 | 03-Green industries    |                  | 8%        | 11%       | 9%        | 9%    |
|                                 | 04-Healthcare          | 42%              | 32%       | 26%       | 23%       | 25%   |
|                                 | 05-High tech           |                  | 8%        | 4%        | 6%        | 6%    |
|                                 | 06-Film industry       |                  | 8%        | 15%       | 15%       | 14%   |
|                                 | 07-Oppose incentives   |                  | 14%       | 8%        | 8%        | 9%    |
|                                 | 08-None of these       | 25%              | 8%        | 11%       | 7%        | 9%    |
| Total                           |                        | 100%             | 100%      | 100%      | 100%      | 100%  |

|                                 |                        | Region      |             |             |              |             |             |             | Total       |
|---------------------------------|------------------------|-------------|-------------|-------------|--------------|-------------|-------------|-------------|-------------|
|                                 |                        | Alexandria  | Baton Rouge | Lafayette   | Lake Charles | Monroe      | New Orleans | Shreveport  |             |
| Industries deserving incentives | 01-Petrochemical       | 4%          | 14%         | 11%         |              | 7%          | 6%          | 9%          | 8%          |
|                                 | 02-Agriculture/seafood | 25%         | 19%         | 25%         | 24%          | 28%         | 18%         | 22%         | 21%         |
|                                 | 03-Green industries    | 4%          | 8%          | 3%          | 3%           | 9%          | 14%         | 10%         | 9%          |
|                                 | 04-Healthcare          | 25%         | 25%         | 24%         | 36%          | 22%         | 25%         | 19%         | 25%         |
|                                 | 05-High tech           |             | 5%          | 7%          | 3%           | 9%          | 6%          | 3%          | 6%          |
|                                 | 06-Film industry       | 14%         | 9%          | 9%          | 6%           | 9%          | 19%         | 22%         | 14%         |
|                                 | 07-Oppose incentives   | 14%         | 6%          | 10%         | 12%          | 9%          | 7%          | 10%         | 9%          |
|                                 | 08-None of these       | 14%         | 14%         | 11%         | 15%          | 9%          | 4%          | 4%          | 9%          |
| <b>Total</b>                    |                        | <b>100%</b> | <b>100%</b> | <b>100%</b> | <b>100%</b>  | <b>100%</b> | <b>100%</b> | <b>100%</b> | <b>100%</b> |

|                                 |                        | Cell Phones? |             |             |
|---------------------------------|------------------------|--------------|-------------|-------------|
|                                 |                        | Landlines    | Cells       | Total       |
| Industries deserving incentives | 01-Petrochemical       | 7%           | 8%          | 8%          |
|                                 | 02-Agriculture/seafood | 19%          | 22%         | 21%         |
|                                 | 03-Green industries    | 7%           | 10%         | 9%          |
|                                 | 04-Healthcare          | 27%          | 24%         | 25%         |
|                                 | 05-High tech           | 1%           | 7%          | 6%          |
|                                 | 06-Film industry       | 7%           | 17%         | 14%         |
|                                 | 07-Oppose incentives   | 13%          | 7%          | 9%          |
|                                 | 08-None of these       | 19%          | 5%          | 9%          |
| <b>Total</b>                    |                        | <b>100%</b>  | <b>100%</b> | <b>100%</b> |

|                                 |                        | Gender      |             | Total       |
|---------------------------------|------------------------|-------------|-------------|-------------|
|                                 |                        | 01-Male     | 02-Female   |             |
| Industries deserving incentives | 01-Petrochemical       | 13%         | 4%          | 8%          |
|                                 | 02-Agriculture/seafood | 19%         | 22%         | 21%         |
|                                 | 03-Green industries    | 8%          | 11%         | 9%          |
|                                 | 04-Healthcare          | 20%         | 29%         | 25%         |
|                                 | 05-High tech           | 8%          | 3%          | 6%          |
|                                 | 06-Film industry       | 16%         | 13%         | 14%         |
|                                 | 07-Oppose incentives   | 10%         | 7%          | 9%          |
|                                 | 08-None of these       | 7%          | 10%         | 9%          |
| <b>Total</b>                    |                        | <b>100%</b> | <b>100%</b> | <b>100%</b> |

Question 7 – Frequency of movie watching

|                        |                        | Race Name |       |       |       |
|------------------------|------------------------|-----------|-------|-------|-------|
|                        |                        | Black     | Other | White | Total |
| How often watch movies | 01-Between 1-5 movies  | 41%       | 42%   | 51%   | 48%   |
|                        | 02-Between 5-10 movies | 20%       | 32%   | 18%   | 19%   |
|                        | 03-More than 10 movies | 25%       | 19%   | 22%   | 23%   |
|                        | 04-Never               | 2%        | 3%    | 5%    | 4%    |
|                        | 05-Unsure              | 11%       | 3%    | 4%    | 6%    |
| Total                  |                        | 100%      | 100%  | 100%  | 100%  |

|                        |                        | Party |       |      |       |
|------------------------|------------------------|-------|-------|------|-------|
|                        |                        | DEM   | OTHER | REP  | Total |
| How often watch movies | 01-Between 1-5 movies  | 43%   | 51%   | 51%  | 48%   |
|                        | 02-Between 5-10 movies | 21%   | 16%   | 18%  | 19%   |
|                        | 03-More than 10 movies | 25%   | 24%   | 20%  | 23%   |
|                        | 04-Never               | 3%    | 5%    | 5%   | 4%    |
|                        | 05-Unsure              | 8%    | 3%    | 6%   | 6%    |
| Total                  |                        | 100%  | 100%  | 100% | 100%  |

|                        |                        | Voter Likelihood |           |           |           |       |
|------------------------|------------------------|------------------|-----------|-----------|-----------|-------|
|                        |                        | 1 4th 25%        | 2 3rd 25% | 3 2nd 25% | 4 Top 25% | Total |
| How often watch movies | 01-Between 1-5 movies  | 67%              | 39%       | 41%       | 50%       | 48%   |
|                        | 02-Between 5-10 movies |                  | 34%       | 19%       | 18%       | 19%   |
|                        | 03-More than 10 movies | 17%              | 22%       | 27%       | 22%       | 23%   |
|                        | 04-Never               | 8%               | 2%        | 8%        | 4%        | 4%    |
|                        | 05-Unsure              | 8%               | 3%        | 5%        | 7%        | 6%    |
| Total                  |                        | 100%             | 100%      | 100%      | 100%      | 100%  |

|                        |                        | Region     |             |           |              |        |             |            |       |
|------------------------|------------------------|------------|-------------|-----------|--------------|--------|-------------|------------|-------|
|                        |                        | Alexandria | Baton Rouge | Lafayette | Lake Charles | Monroe | New Orleans | Shreveport | Total |
| How often watch movies | 01-Between 1-5 movies  | 57%        | 42%         | 52%       | 58%          | 46%    | 47%         | 50%        | 48%   |
|                        | 02-Between 5-10 movies | 21%        | 19%         | 19%       | 9%           | 15%    | 22%         | 15%        | 19%   |
|                        | 03-More than 10 movies | 11%        | 25%         | 19%       | 24%          | 22%    | 24%         | 26%        | 23%   |
|                        | 04-Never               | 4%         | 6%          | 6%        |              | 7%     | 2%          | 7%         | 4%    |
|                        | 05-Unsure              | 7%         | 9%          | 4%        | 9%           | 11%    | 5%          | 1%         | 6%    |
| Total                  |                        | 100%       | 100%        | 100%      | 100%         | 100%   | 100%        | 100%       | 100%  |

|                        |                        | Cell Phones? |       | Total |
|------------------------|------------------------|--------------|-------|-------|
|                        |                        | Landlines    | Cells |       |
| How often watch movies | 01-Between 1-5 movies  | 42%          | 49%   | 48%   |
|                        | 02-Between 5-10 movies | 11%          | 21%   | 19%   |
|                        | 03-More than 10 movies | 29%          | 21%   | 23%   |
|                        | 04-Never               | 6%           | 4%    | 4%    |
|                        | 05-Unsure              | 12%          | 4%    | 6%    |
| Total                  |                        | 100%         | 100%  | 100%  |

|                        |                        | Gender  |           | Total |
|------------------------|------------------------|---------|-----------|-------|
|                        |                        | 01-Male | 02-Female |       |
| How often watch movies | 01-Between 1-5 movies  | 51%     | 45%       | 48%   |
|                        | 02-Between 5-10 movies | 21%     | 17%       | 19%   |
|                        | 03-More than 10 movies | 19%     | 26%       | 23%   |
|                        | 04-Never               | 4%      | 5%        | 4%    |
|                        | 05-Unsure              | 5%      | 7%        | 6%    |
| Total                  |                        | 100%    | 100%      | 100%  |

***Question 8 – Know anyone in movie industry***

|                         |           | Race Name |       |       | Total |
|-------------------------|-----------|-----------|-------|-------|-------|
|                         |           | Black     | Other | White |       |
| Know anyone in industry | 01-Yes    | 31%       | 45%   | 40%   | 38%   |
|                         | 02-No     | 60%       | 52%   | 56%   | 57%   |
|                         | 03-Unsure | 8%        | 3%    | 4%    | 5%    |
| Total                   |           | 100%      | 100%  | 100%  | 100%  |

|                         |           | Party |       |      | Total |
|-------------------------|-----------|-------|-------|------|-------|
|                         |           | DEM   | OTHER | REP  |       |
| Know anyone in industry | 01-Yes    | 35%   | 46%   | 35%  | 38%   |
|                         | 02-No     | 58%   | 47%   | 62%  | 57%   |
|                         | 03-Unsure | 6%    | 6%    | 3%   | 5%    |
| Total                   |           | 100%  | 100%  | 100% | 100%  |

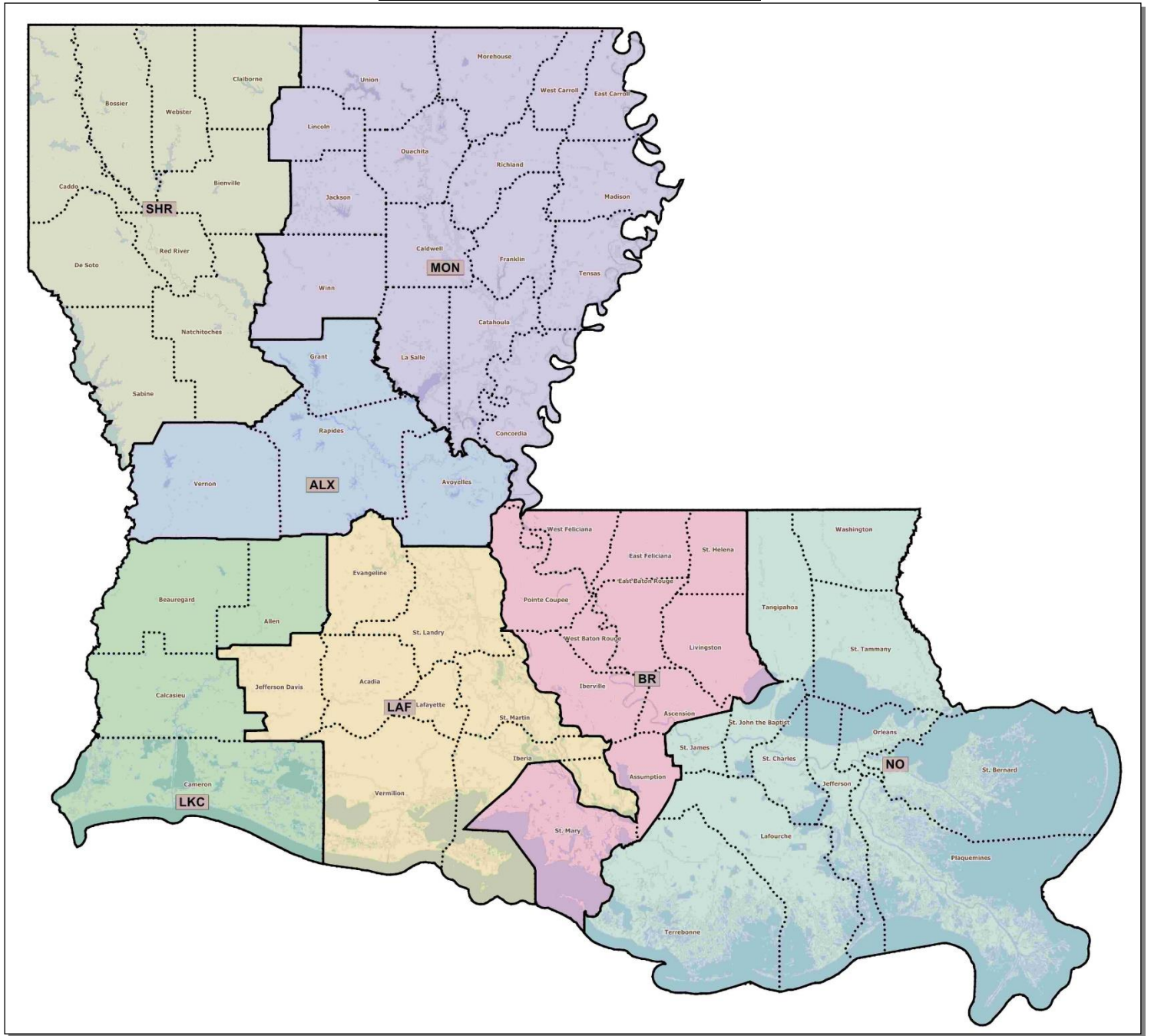
|                         |           | Voter Likelihood |           |           |           | Total |
|-------------------------|-----------|------------------|-----------|-----------|-----------|-------|
|                         |           | 1 4th 25%        | 2 3rd 25% | 3 2nd 25% | 4 Top 25% |       |
| Know anyone in industry | 01-Yes    | 42%              | 34%       | 43%       | 37%       | 38%   |
|                         | 02-No     | 50%              | 59%       | 52%       | 58%       | 57%   |
|                         | 03-Unsure | 8%               | 7%        | 5%        | 5%        | 5%    |
| Total                   |           | 100%             | 100%      | 100%      | 100%      | 100%  |

|                         |           | Region     |             |           |              |        |             |            | Total |
|-------------------------|-----------|------------|-------------|-----------|--------------|--------|-------------|------------|-------|
|                         |           | Alexandria | Baton Rouge | Lafayette | Lake Charles | Monroe | New Orleans | Shreveport |       |
| Know anyone in industry | 01-Yes    | 18%        | 36%         | 22%       | 18%          | 30%    | 53%         | 35%        | 38%   |
|                         | 02-No     | 75%        | 58%         | 72%       | 76%          | 59%    | 44%         | 60%        | 57%   |
|                         | 03-Unsure | 7%         | 6%          | 6%        | 6%           | 11%    | 3%          | 4%         | 5%    |
| Total                   |           | 100%       | 100%        | 100%      | 100%         | 100%   | 100%        | 100%       | 100%  |

|                         |           | Cell Phones? |       |       |
|-------------------------|-----------|--------------|-------|-------|
|                         |           | Landlines    | Cells | Total |
| Know anyone in industry | 01-Yes    | 26%          | 41%   | 38%   |
|                         | 02-No     | 64%          | 55%   | 57%   |
|                         | 03-Unsure | 10%          | 4%    | 5%    |
| Total                   |           | 100%         | 100%  | 100%  |

|                         |           | Gender  |           | Total |
|-------------------------|-----------|---------|-----------|-------|
|                         |           | 01-Male | 02-Female |       |
| Know anyone in industry | 01-Yes    | 41%     | 36%       | 38%   |
|                         | 02-No     | 56%     | 57%       | 57%   |
|                         | 03-Unsure | 3%      | 7%        | 5%    |
| Total                   |           | 100%    | 100%      | 100%  |

## Appendix A: Louisiana regions



(ALX=Alexandria, BR=Baton Rouge, LAF=Lafayette, LKC=Lake Charles, MON=Monroe, NO=New Orleans, SHR=Shreveport)