

Film & Television Production in British Columbia: Public Opinion Research

Motion Picture Association
of Canada

AUGUST 2026



Methodology

This research was conducted via online survey with 2,000 adults (aged 18+) living in British Columbia from August 12 to 22, 2026. A random sample of panelists were invited to complete the survey from a set of partner panels. These partners are typically double opt-in survey panels, blended to manage out potential skews in the data from a single source.

The margin of error for a comparable probability-based random sample of the same size is +/- 2.2%, 19 times out of 20.

The data was weighted according to census data to ensure that the sample matched British Columbia's population according to age, gender, educational attainment, and region. Totals may not add up to 100 due to rounding.





EXECUTIVE SUMMARY



SECTOR VALUE

81%

say global studio productions deliver significant benefits

2024: 84%

86%

prefer policy that encourages production in BC

2024: 90%

84%

want the sector to become a bigger part of the BC economy

2024: 90%

LOCAL FOOTPRINT

69%

are aware of productions made in or near their community

89%

support more productions taking place in or near their community

77%

are more supportive after learning about BC's current role in industry

POLICY & INCENTIVES

83%

say government action to keep BC competitive and protect jobs is important

61%

say support for production should be protected, because it brings in more than it costs

83%

support BC continuing to offer production incentives

KEY INSIGHTS

1

British Columbians continue to see film and television production as an important part of BC's economy.

81% say global studio productions bring significant benefits to the province, similar to 84% in 2024. At least 90% see value in the industry creating good-paying jobs, supporting local businesses, providing creative and high-tech careers, and strengthening BC's reputation as a place to invest. The industry is clearly seen as contributing to BC's broader economy, not just benefiting those who work directly in film and television.

2

There is still strong support for protecting and growing the industry. 82% say attracting production is critical to people who work in the industry and 79% say it is critical to BC's future economy, broadly in line with 2024.

Meanwhile, 84% want the industry to become a bigger part of BC's economy, down from 90%, and 86% support policies that encourage more production, down slightly from 90%. Support remains high, but the soft declines reinforce the need to keep demonstrating the industry's value to the province.

3

Film and television production has a visible presence across BC, and people want more of it in their communities. 69% are aware of productions taking place in or near where they live, including majorities in every region, from 74% in Vancouver to 59% in the Interior/North. Even more importantly, 89% would support more production in their community, with support at 87% or higher across every region. This shows that support for growing the industry extends well beyond Vancouver.

KEY INSIGHTS

4

British Columbians understand what BC could lose if production leaves, but fewer recognize how actively the province needs to compete to keep it here. 89% say a significant drop in production would hurt BC's economy, 81% expect an impact on regional jobs and 78% expect local small businesses to be affected. However, only 53% recognize that BC must actively compete or risk losing production elsewhere. This suggests communications should connect the competition for global productions more clearly to the jobs and economic benefits British Columbians already value.

5

There is a strong and politically broad mandate for government to help keep BC competitive. 83% say it is important for the provincial government to take action to protect BC's competitiveness and film and television jobs. About eight in ten also support government working with industry and labour (79%) and federal-provincial coordination (78%). Support for incentives is also strong: after learning that BC's wage-based tax credit generates \$6.44 in provincial GDP for every \$1 invested, 83% support continuing it.

6

Jobs and economic return are the leading reasons British Columbians support the industry. Supporting more than 70,000 British Columbians is the number one reason people identify for supporting the industry (23%), followed by generating more than \$6 for every dollar invested (19%) and spending that supports local businesses (14%). More broadly, 62% identify economic benefits as the most important reason for wanting more production, unchanged from 2024. Together, the findings reinforce that support for the industry is rooted primarily in its economic contribution: creating BC jobs, supporting local businesses and delivering a strong economic return.

THE UPSHOT

British Columbians see film and television production as an economic opportunity worth protecting and growing. Support for the sector remains broad, with strong majorities seeing benefits for jobs, local businesses, creative careers and BC's economy. While a few measures have softened slightly since 2024, there is still clear public appetite for the sector to remain an important part of the province's economic future.

Economic benefits are the number one reason British Columbians support the industry. Jobs, spending with BC businesses and the return generated from production incentives are the leading reasons for continued support. The research also shows that when people better understand the sector's size, employment footprint and economic contribution, support for attracting more investment increases substantially.

There is also a clear expectation that government should play an active role. British Columbians largely support policies and incentives that help BC compete for production, and most believe government should work with industry and labour to protect jobs and investment. Even in a tighter fiscal environment, more people favour protecting support for production than cutting it.



DETAILED FINDINGS





Section I: Economic Context and Issue Salience

KEY FINDINGS

Economic Context and Issue Salience

British Columbians enter the discussion in a challenging economic and political mood. Nearly half (47%) believe the province is on the wrong track compared with 38% who say it is headed in the right direction.

Affordability is the dominant concern, but priorities vary meaningfully by age. Cost of living and inflation tops the agenda at 61%, followed by housing affordability (42%), health care (34%) and homelessness, mental health and addictions (34%). Younger British Columbians aged 18 to 29 are more likely to identify jobs and the economy as a top issue (40%).

Economic optimism is limited. Just 13% expect BC's economy to improve over the next year, compared with 37% who expect it to worsen and 42% who expect little change.

Confidence in BC's job market is divided. Overall, 44% are confident they or someone in their household could find a good job if needed, while 48% are not confident. Confidence is higher among those with a personal connection to the motion picture industry (57%).

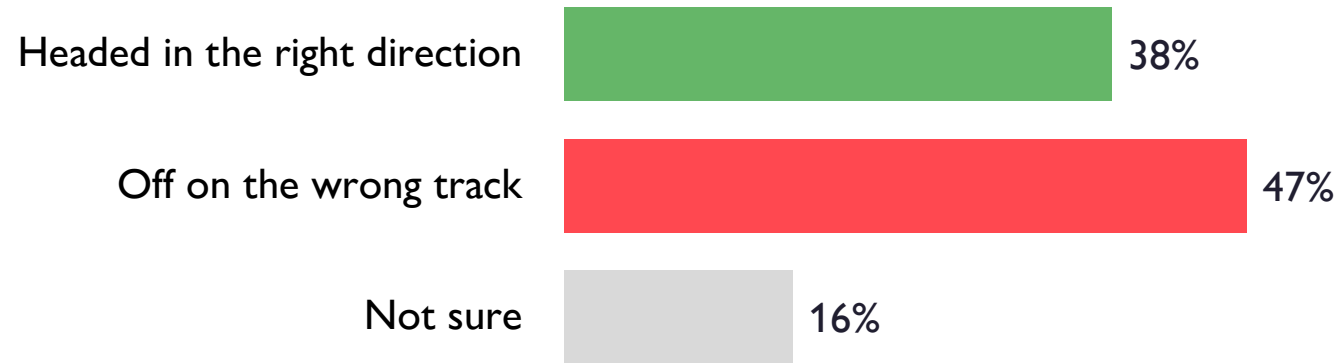
Against this backdrop, there is broad support for competing for investment and jobs. Nearly eight in ten (79%) agree good middle-class jobs are becoming harder to find, while 77% believe governments should actively compete with other jurisdictions to bring investment and jobs to BC and 72% say the province needs to do more to attract investment from elsewhere.

British Columbians appreciate the role of film and television production as an economic development issue. Concern about jobs and the economy is paired with widespread support for governments taking action to attract investment and jobs. This is particularly strong among those personally connected to the industry, 86% of whom support governments actively competing for investment and jobs.



Generally speaking, would you say things in British Columbia today are headed in the right direction, or are they off on the wrong track?

More British Columbians feel the province is on the wrong track (47%) than headed in the right direction (38%).



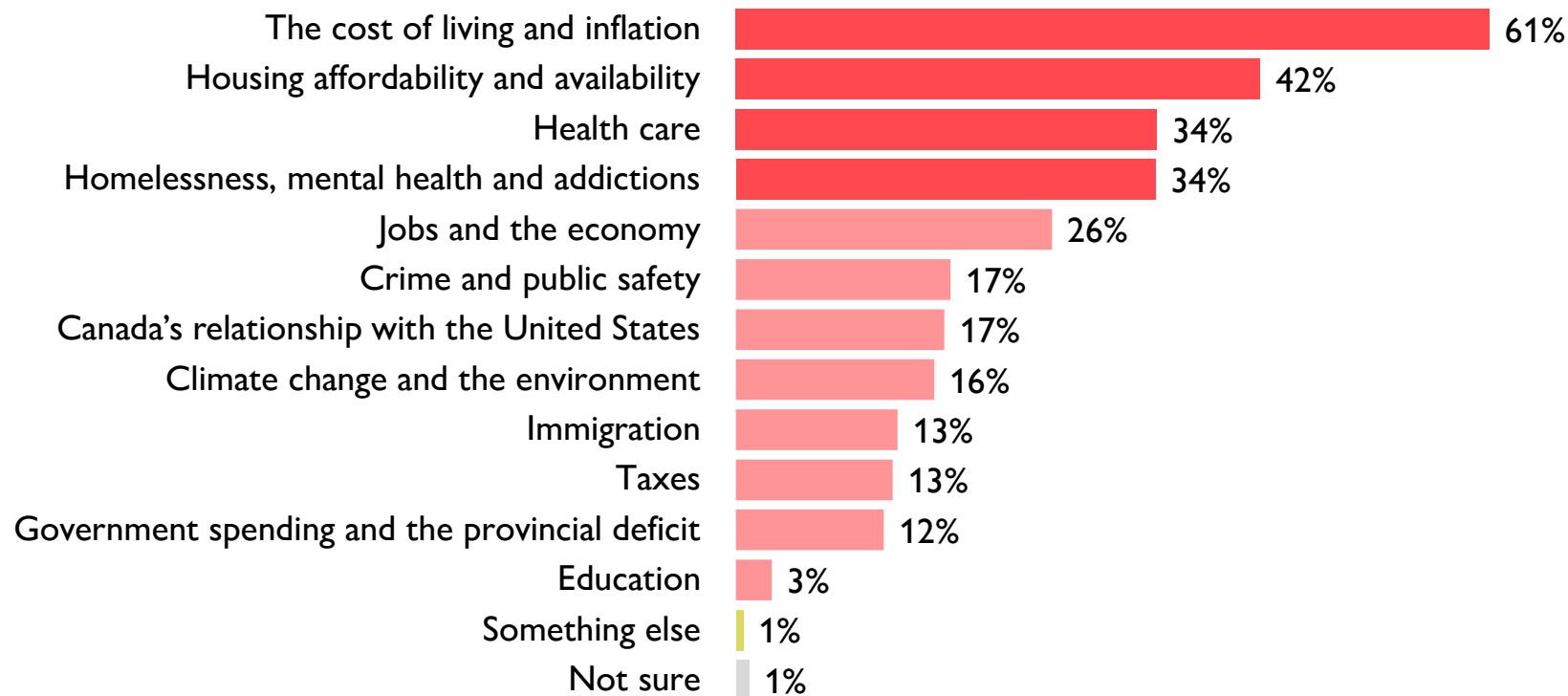
	TOT.	AGE				GENDER		REGION				IND. CONNECTION
		18-29	30-44	45-59	60+	Male	Female	City of Van.	Metro Van./ Fraser Valley	Van. Island	Int./ North	Yes
Headed in the right direction	38%	38%	36%	35%	42%	41%	34%	43%	37%	39%	33%	50%
Off on the wrong track	47%	42%	49%	50%	45%	47%	46%	40%	49%	46%	48%	41%
Not sure	16%	20%	14%	16%	14%	12%	20%	17%	14%	15%	19%	9%

[BASE] n=2,000



Which of the following do you consider to be the top three issues facing British Columbia today? (Select up to three)

Cost of living dominates the agenda in BC (61%), followed by housing affordability (42%) and health care and homelessness (34% each).



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Which of the following do you consider to be the top three issues facing British Columbia today? (Select up to three)

TOP ISSUES FACING BRITISH COLUMBIA TODAY

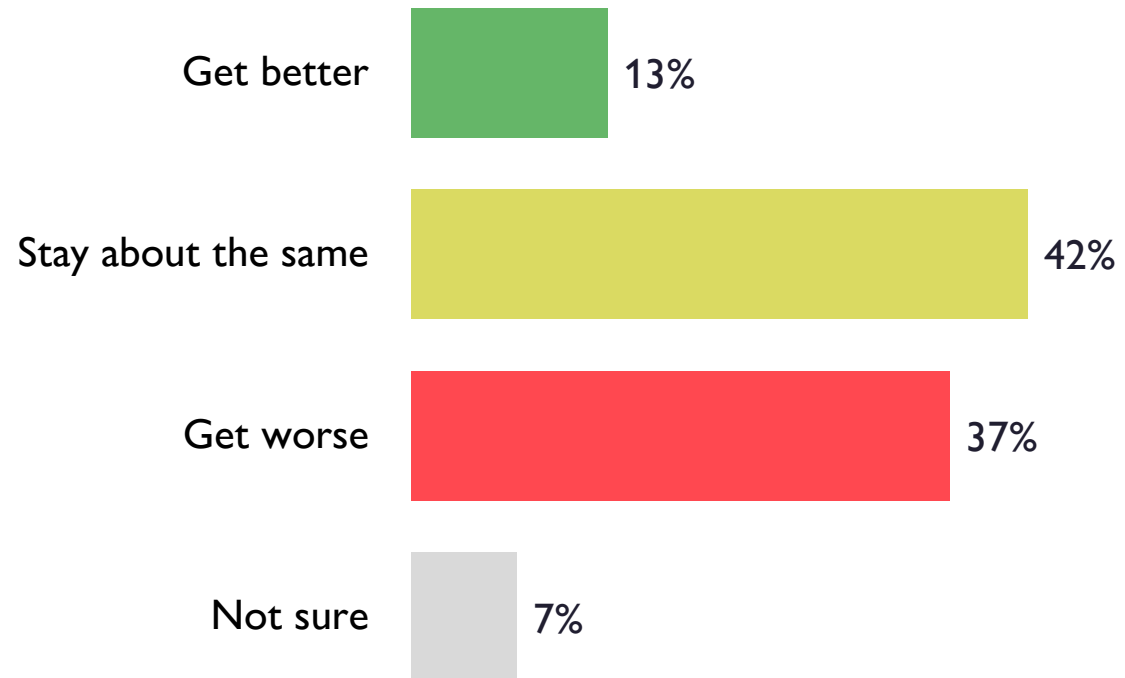
	TOT.	AGE				GENDER		REGION				INDUSTRY CONNECTION
		18-29	30-44	45-59	60+	Male	Female	City of Van.	Metro Van./ Fraser Valley	Van. Island	Int./ North	Yes
The cost of living and inflation	61%	55%	67%	66%	54%	58%	64%	55%	63%	60%	63%	58%
Housing affordability and availability	42%	41%	46%	47%	35%	40%	45%	38%	42%	44%	47%	42%
Health care	34%	19%	25%	34%	55%	29%	40%	23%	37%	40%	35%	31%
Homelessness, mental health and addictions	34%	39%	31%	35%	32%	28%	40%	32%	30%	32%	43%	35%
Jobs and the economy	26%	40%	28%	20%	18%	29%	22%	31%	27%	20%	23%	25%
Crime and public safety	17%	19%	15%	17%	19%	18%	17%	17%	18%	18%	15%	15%
Canada's relationship with the United States	17%	14%	11%	17%	25%	19%	15%	19%	16%	18%	17%	22%
Climate change and the environment	16%	15%	17%	15%	17%	16%	16%	18%	12%	20%	19%	15%
Immigration	13%	17%	17%	13%	6%	15%	11%	13%	16%	7%	11%	16%
Taxes	13%	12%	16%	14%	9%	17%	9%	19%	14%	11%	7%	15%
Government spending and the provincial deficit	12%	7%	8%	11%	21%	14%	10%	11%	13%	12%	11%	9%
Education	3%	4%	4%	2%	1%	2%	3%	3%	3%	3%	3%	3%
Something else	1%	1%	0%	1%	1%	1%	0%	0%	1%	2%	0%	1%
Not sure	1%	2%	2%	0%	0%	1%	1%	3%	1%	2%	0%	1%

[BASE] n=2,000



Over the next twelve months, do you think the British Columbia economy will get better, get worse, or stay about the same?

Economic optimism is limited, with just 13% expecting BC's economy to improve compared with 37% who expect it to worsen.



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Over the next twelve months, do you think the British Columbia economy will get better, get worse, or stay about the same?

ECONOMIC OUTLOOK IN BRITISH COLUMBIA

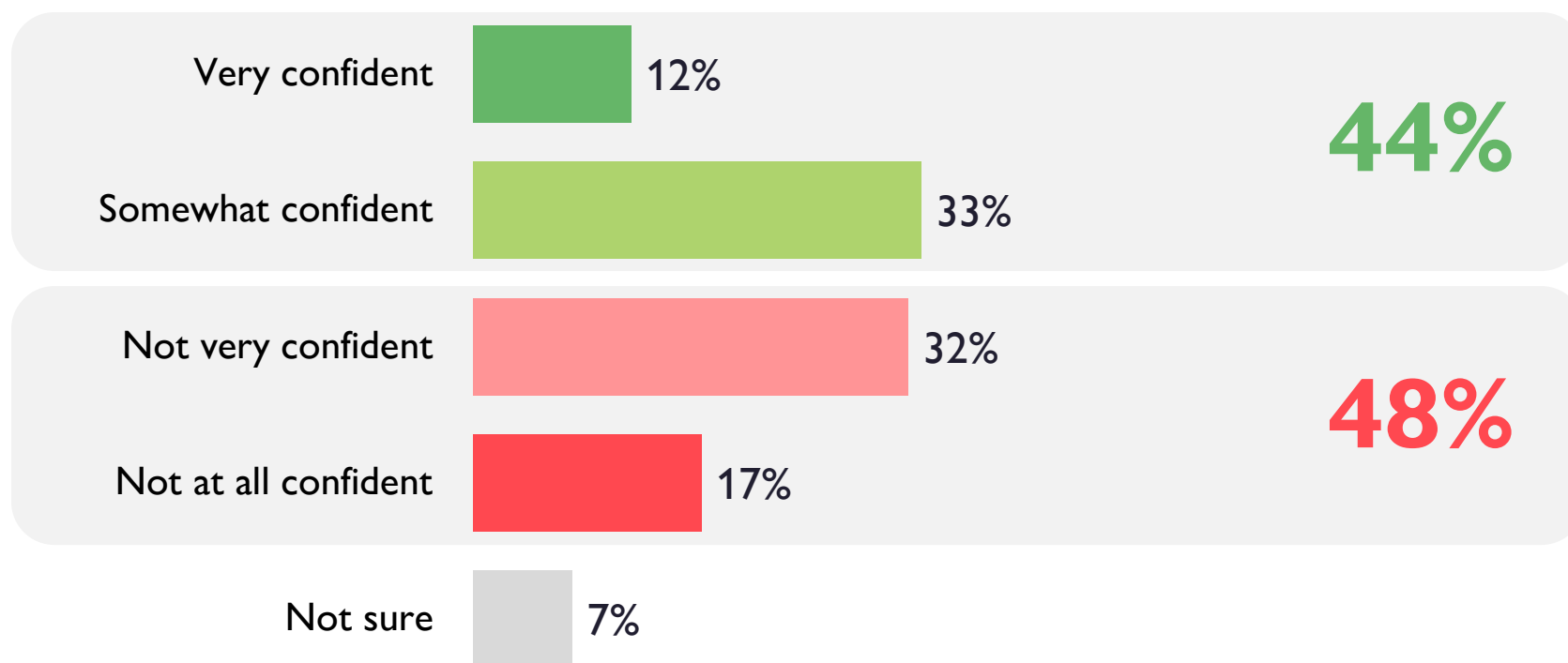
	TOT.	AGE				GENDER		REGION				INDUSTRY CONNECTION
		18-29	30-44	45-59	60+	Male	Female	City of Van.	Metro Van./ Fraser Valley	Van. Island	Int./ North	Yes
Get better	13%	16%	16%	10%	12%	16%	11%	19%	12%	13%	12%	22%
Stay about the same	42%	40%	36%	45%	47%	39%	46%	43%	45%	40%	38%	46%
Get worse	37%	36%	41%	37%	34%	40%	34%	31%	38%	37%	41%	30%
Not sure	7%	7%	7%	8%	7%	5%	9%	7%	5%	10%	10%	2%

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How confident are you that you, or someone in your household, could find a good job in British Columbia if you needed one in the next year?

British Columbians are divided on the job market, with 44% confident they could find a good job and 48% not confident.



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How confident are you that you, or someone in your household, could find a good job in British Columbia if you needed one in the next year?

CONFIDENCE IN ABILITY TO FIND EMPLOYMENT IN TODAY'S JOB MARKET

	TOT.	AGE				GENDER		REGION				INDUSTRY CONNECTION
		18-29	30-44	45-59	60+	Male	Female	City of Van.	Metro Van./ Fraser Valley	Van. Island	Int./ North	Yes
NET: Confident	44%	48%	47%	42%	41%	45%	43%	47%	42%	45%	45%	57%
Very confident	12%	11%	17%	10%	9%	12%	11%	15%	9%	14%	11%	16%
Somewhat confident	33%	37%	31%	32%	32%	33%	32%	32%	33%	30%	34%	41%
NET: Not confident	48%	51%	46%	51%	46%	49%	48%	46%	51%	46%	47%	41%
Not very confident	32%	36%	28%	33%	31%	32%	31%	33%	33%	30%	29%	28%
Not at all confident	17%	15%	18%	17%	15%	16%	17%	13%	18%	16%	18%	13%
Not sure	7%	1%	6%	7%	13%	6%	9%	7%	6%	9%	8%	2%

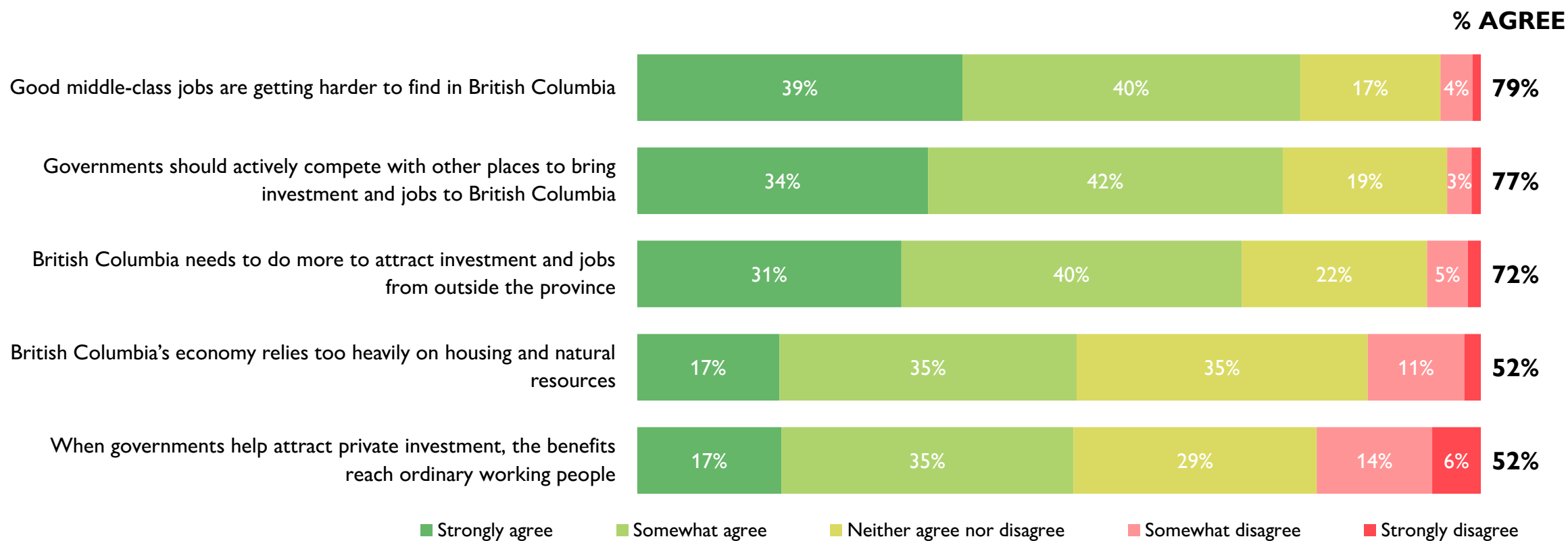
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Please indicate whether you agree or disagree with each of the following statements

Economic concerns are widespread, with 79% saying good middle-class jobs are harder to find and 77% supporting active government competition for investment and jobs.



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Section 2: Film and TV Production in British Columbia

KEY FINDINGS

Film and TV Production in British Columbia

Support for the sector remains broad and deeply rooted. Eight in ten British Columbians (81%) believe global productions deliver significant benefits to the province. At least 90% see value in the industry creating good-paying jobs, supporting local businesses, providing creative and high-tech careers, and strengthening BC's reputation as a place to invest.

British Columbians continue to see attracting global productions as important to both workers and the wider economy. More than eight in ten (82%) say continuing to attract productions is critical to the livelihood and well-being of motion picture workers, while 79% say it is critical to a healthy future economy for BC. Both remain broadly consistent with 2024.

There is widespread support for government action to sustain production in the province. 86% prefer provincial policy that encourages film and television production, while 88% support more incentives to attract jobs through global studio productions. While both measures have softened somewhat from 2024 (90% and 93%, respectively), support remains overwhelming.

The industry is widely viewed as a competitive advantage for BC. Nine in ten (89%) agree that every effort should be made to hold onto and strengthen BC's competitive advantage in film and television production, while 83% believe every effort should be made to increase production. More than nine in ten (92%) also recognize the experience global productions provide to BC's creative workforce.

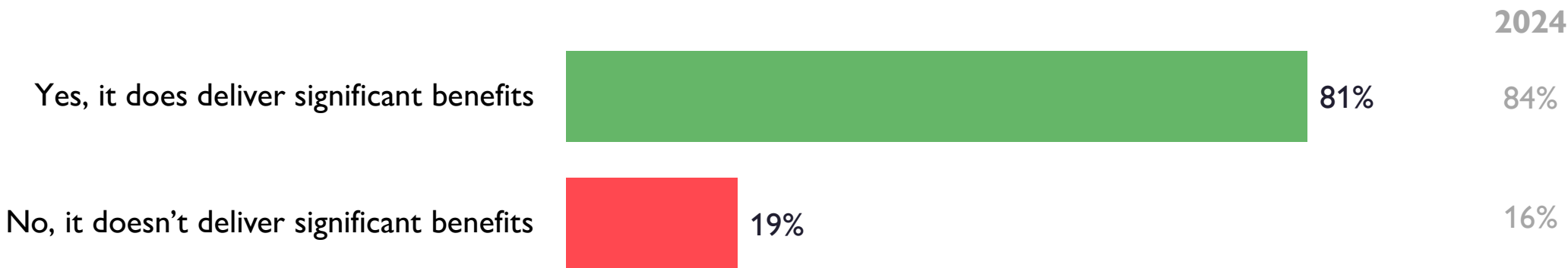
Economic benefits remain the strongest case for growing the sector. Almost all British Columbians consider jobs and purchases from BC businesses (96%) and opportunities for BC's creative people (96%) important reasons for wanting more production. When asked to choose the single most important benefit, however, economic benefits clearly lead at 62%, unchanged from 2024.

British Columbians ultimately want to see the industry grow, despite some softening from 2024. More than eight in ten (84%) want film and television production to become a bigger part of BC's economy in the coming years. This is down from 90% in 2024, but still reflects a strong mandate for continued growth and investment in the sector.



Do you believe that when global Hollywood studios make films and shows in BC that this delivers significant benefits to the province or not?

A strong majority (81%) believe global studio productions deliver significant benefits to BC, largely consistent with 2024 (84%).



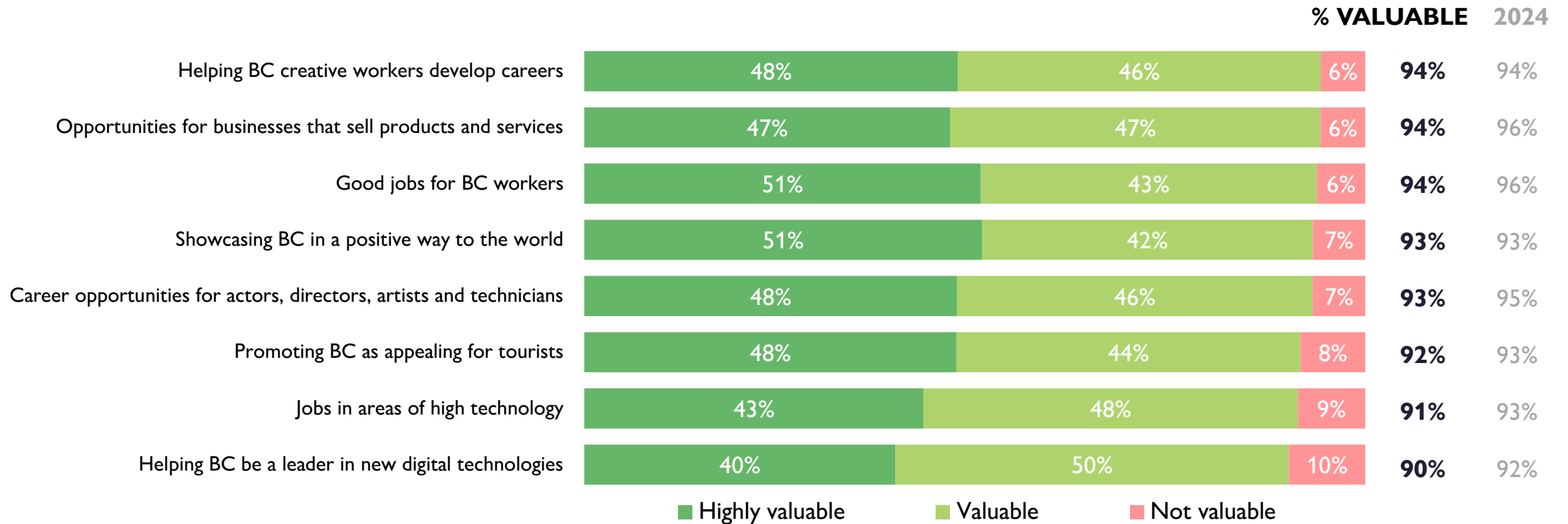
	TOT.	AGE				GENDER		REGION				INDUSTRY CONNECTION
		18-29	30-44	45-59	60+	Male	Female	City of Van.	Metro Van./ Fraser Valley	Van. Island	Int./ North	Yes
Yes, it does deliver significant benefits	81%	70%	79%	85%	88%	81%	82%	82%	81%	83%	80%	89%
No, it doesn't deliver significant benefits	19%	30%	21%	15%	12%	19%	18%	18%	19%	17%	20%	11%

[BASE] n=2,000



Please indicate if you think these specific impacts are valuable for the province or not, when global Hollywood studios make films and shows in the province

The value of film and television production remains broadly recognized, with at least 90% rating every impact as valuable, largely consistent with 2024.



[BASE] n=2,000





Please indicate if you think these specific impacts are valuable for the province or not, when global Hollywood studios make films and shows in the province

VALUABLE IMPACTS OF FILM AND SHOW PRODUCTION FOR THE PROVINCE

% VALUABLE	TOT.	AGE				GENDER		REGION				INDUSTRY CONNECTION
		18-29	30-44	45-59	60+	Male	Female	City of Van.	Metro Van./ Fraser Valley	Van. Island	Int./ North	Yes
Helping BC creative workers develop careers	94%	92%	94%	95%	96%	93%	95%	95%	94%	94%	94%	97%
Opportunities for businesses that sell products and services	94%	90%	95%	95%	96%	94%	95%	95%	94%	95%	95%	96%
Good jobs for BC workers	94%	90%	94%	94%	96%	93%	94%	94%	94%	95%	92%	97%
Showcasing BC in a positive way to the world	93%	93%	92%	95%	94%	93%	94%	93%	93%	93%	94%	98%
Career opportunities for actors, directors, artists and technicians	93%	91%	92%	94%	95%	92%	95%	92%	94%	94%	92%	96%
Promoting BC as appealing for tourists	92%	87%	92%	93%	93%	92%	92%	91%	93%	92%	90%	93%
Jobs in areas of high technology	91%	87%	92%	93%	92%	91%	92%	92%	91%	91%	91%	96%
Helping BC be a leader in new digital technologies	90%	87%	90%	92%	91%	90%	90%	93%	90%	89%	88%	94%

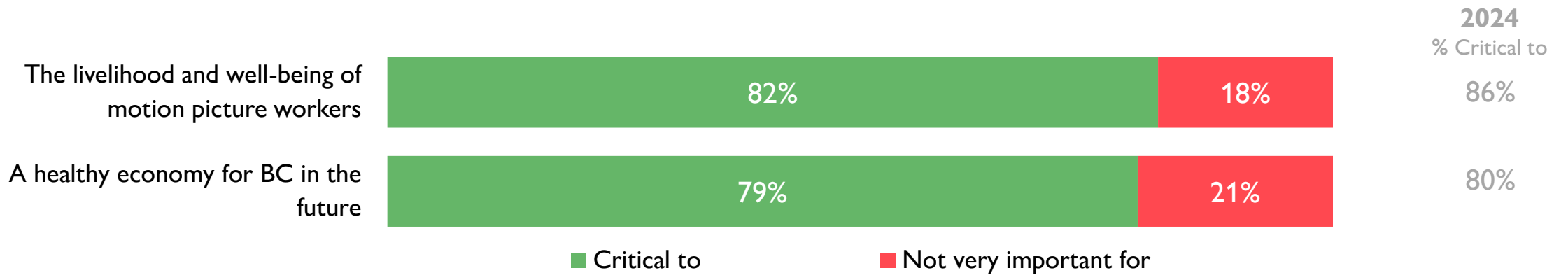
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Do you believe that continuing to attract global Hollywood studio films and shows to be produced in BC is critical to or not very important for the following

Large majorities continue to see attracting global productions as critical to both motion picture workers (82%) and BC's future economy (79%), largely consistent with 2024.



% CRITICAL TO	TOT.	AGE				GENDER		REGION				INDUSTRY CONNECTION
		18-29	30-44	45-59	60+	Male	Female	City of Van.	Metro Van./ Fraser Valley	Van. Island	Int./ North	Yes
The livelihood and well-being of motion picture workers	82%	73%	79%	83%	89%	80%	83%	80%	84%	83%	77%	88%
A healthy economy for BC in the future	79%	76%	79%	83%	79%	79%	80%	79%	82%	75%	78%	91%

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As the provincial government considers public policy that will help BC for the long term, would you prefer to see policy that encourages production of films and shows in British Columbia or do you not feel the province should encourage this?

Support for encouraging film and television production remains strong at 86%, largely consistent with 2024 (90%).

Prefer policy that encourages production in BC



86%

2024

90%

Prefer that the province does not encourage production in BC



14%

10%

	TOT.	AGE				GENDER		REGION				INDUSTRY CONNECTION
		18-29	30-44	45-59	60+	Male	Female	City of Van.	Metro Van./ Fraser Valley	Van. Island	Int./ North	Yes
Prefer policy that encourages production in BC	86%	75%	83%	90%	93%	84%	88%	83%	86%	91%	87%	84%
Prefer that the province does not encourage production in BC	14%	25%	17%	10%	7%	16%	12%	17%	14%	9%	13%	16%

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In general, would you support or oppose the provincial government putting in place more incentives to attract more jobs through global Hollywood studio films and shows being made in BC?

Support for production incentives remains widespread at 88%, compared with 93% in 2024.



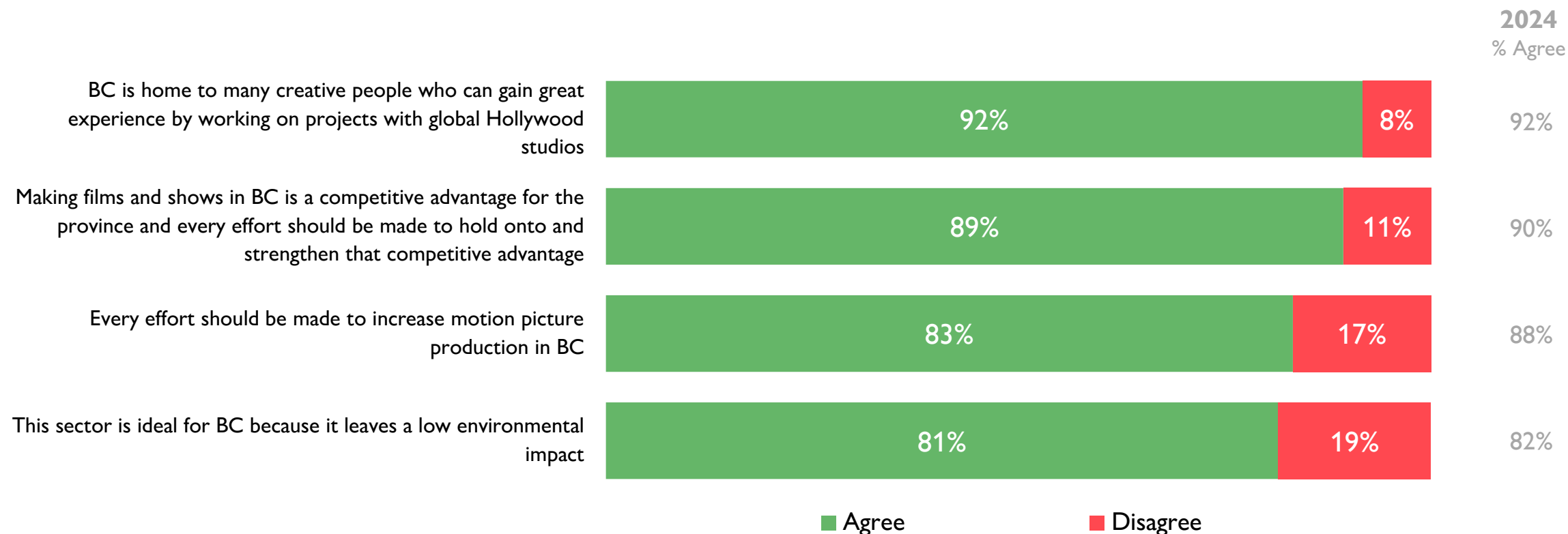
	TOT.	AGE				GENDER		REGION				INDUSTRY CONNECTION
		18-29	30-44	45-59	60+	Male	Female	City of Van.	Metro Van./ Fraser Valley	Van. Island	Int./ North	Yes
Support	88%	85%	88%	91%	87%	87%	90%	87%	88%	91%	88%	89%
Oppose	12%	15%	12%	9%	13%	13%	10%	13%	12%	9%	12%	11%

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Please indicate if you agree or disagree with each of the following

Strong majorities continue to see film and television production as a competitive advantage for BC, with results relatively consistent with 2024.



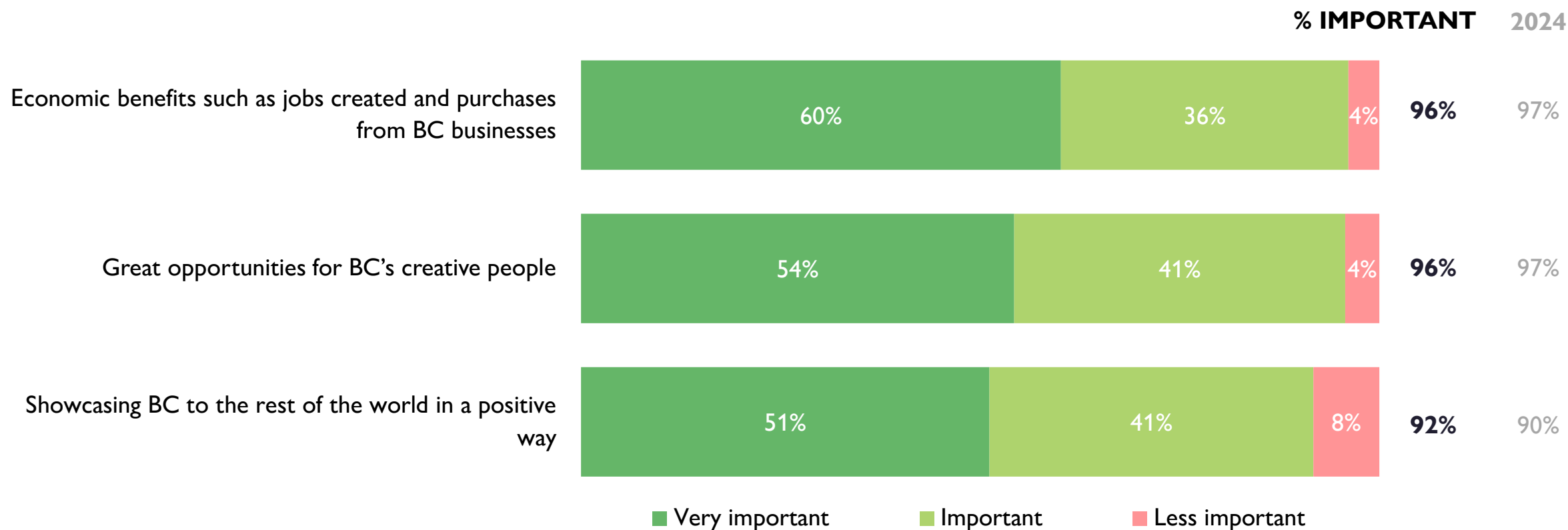
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In terms of the reasons why you personally would like to see more global Hollywood studio projects made in BC, how important are each of these

Economic benefits and creative opportunities remain key reasons for supporting more production.



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In terms of the reasons why you personally would like to see more global Hollywood studio projects made in BC, how important are each of these?

REASONS TO SUPPORT MORE GLOBAL STUDIO PROJECTS IN BC

% IMPORTANT	TOT.	AGE				GENDER		REGION				INDUSTRY CONNECTION
		18-29	30-44	45-59	60+	Male	Female	City of Van.	Metro Van./ Fraser Valley	Van. Island	Int./ North	Yes
Economic benefits such as jobs created and purchases from BC businesses	96%	96%	95%	96%	97%	95%	97%	96%	96%	96%	96%	98%
Great opportunities for BC's creative people	96%	95%	96%	96%	96%	95%	97%	96%	96%	95%	95%	98%
Showcasing BC to the rest of the world in a positive way	92%	93%	91%	93%	90%	90%	93%	90%	93%	93%	90%	94%

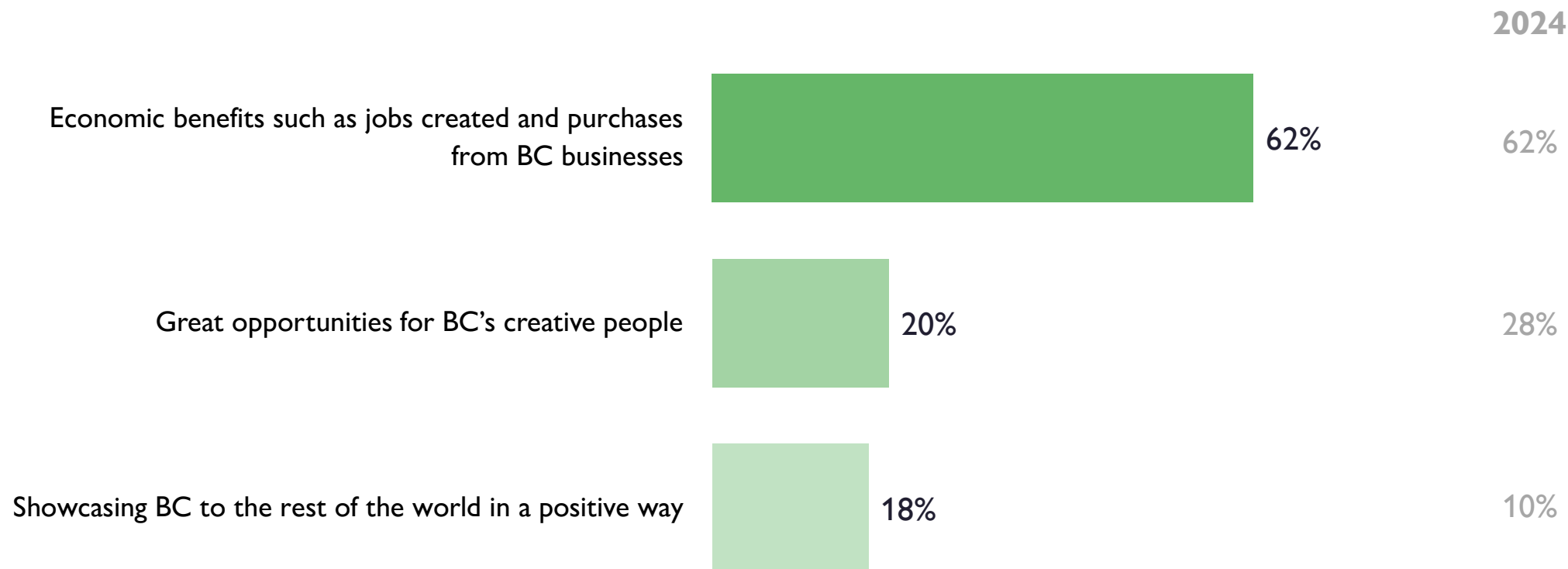
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And which is the most important for you?

Economic benefits remain the clear priority, with 62% citing jobs and spending with BC businesses as the most important benefit.



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And which is the most important for you?

MOST IMPORTANT REASON TO SUPPORT MORE GLOBAL STUDIO PROJECTS IN BC

	TOT.	AGE				GENDER		REGION				INDUSTRY CONNECTION
		18-29	30-44	45-59	60+	Male	Female	City of Van.	Metro Van./ Fraser Valley	Van. Island	Int./ North	Yes
Economic benefits such as jobs created and purchases from BC businesses	62%	49%	55%	68%	73%	63%	61%	55%	64%	62%	65%	59%
Great opportunities for BC's creative people	20%	32%	24%	16%	11%	18%	23%	25%	19%	20%	17%	24%
Showcasing BC to the rest of the world in a positive way	18%	19%	21%	15%	16%	19%	16%	19%	17%	19%	17%	17%

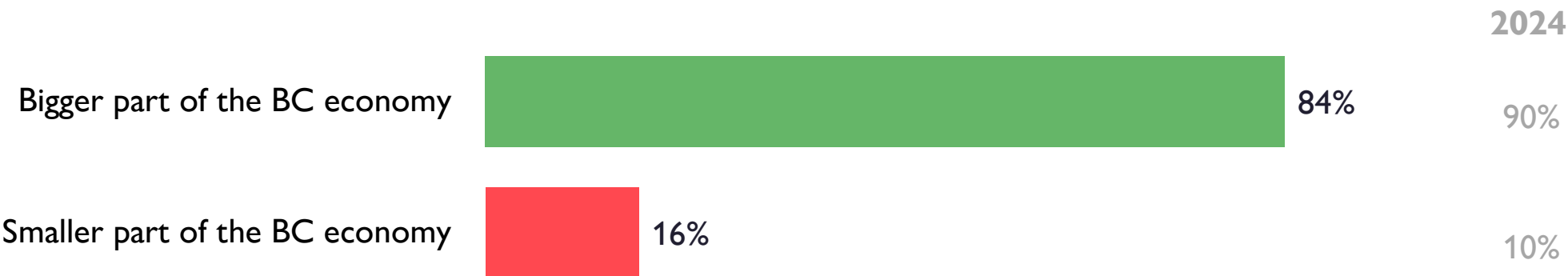
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Would you like to see this sector become a bigger or a smaller part of the BC economy over the coming years?

A strong majority (84%) want the sector to become a bigger part of BC’s economy, though this is down from 90% in 2024.



	TOT.	AGE				GENDER		REGION				INDUSTRY CONNECTION
		18-29	30-44	45-59	60+	Male	Female	City of Van.	Metro Van./ Fraser Valley	Van. Island	Int./ North	Yes
Bigger part of the BC economy	84%	80%	82%	85%	86%	83%	85%	81%	85%	88%	83%	92%
Smaller part of the BC economy	16%	20%	18%	15%	14%	17%	15%	19%	15%	12%	17%	8%

[BASE] n=2,000



Section 3: The Province-wide Footprint

KEY FINDINGS

The Province-Wide Footprint

Film and television production has a visible footprint in communities across BC. More than two-thirds (69%) are aware of film, television, animation or visual effects productions taking place in or near their community in recent years, including 26% who say there have been quite a few.

The industry's local presence extends beyond Vancouver, although awareness varies across the province. Awareness is highest in the City of Vancouver (74%) and Metro Vancouver/Fraser Valley (72%), but more than two-thirds on Vancouver Island (68%) and nearly six in ten in the Interior/North (59%) also report productions taking place nearby.

British Columbians overwhelmingly welcome more production in their own communities. Nearly nine in ten (89%) would support more film, television, animation and visual effects production taking place in or near where they live, including 51% who are very supportive. Just 6% are opposed.

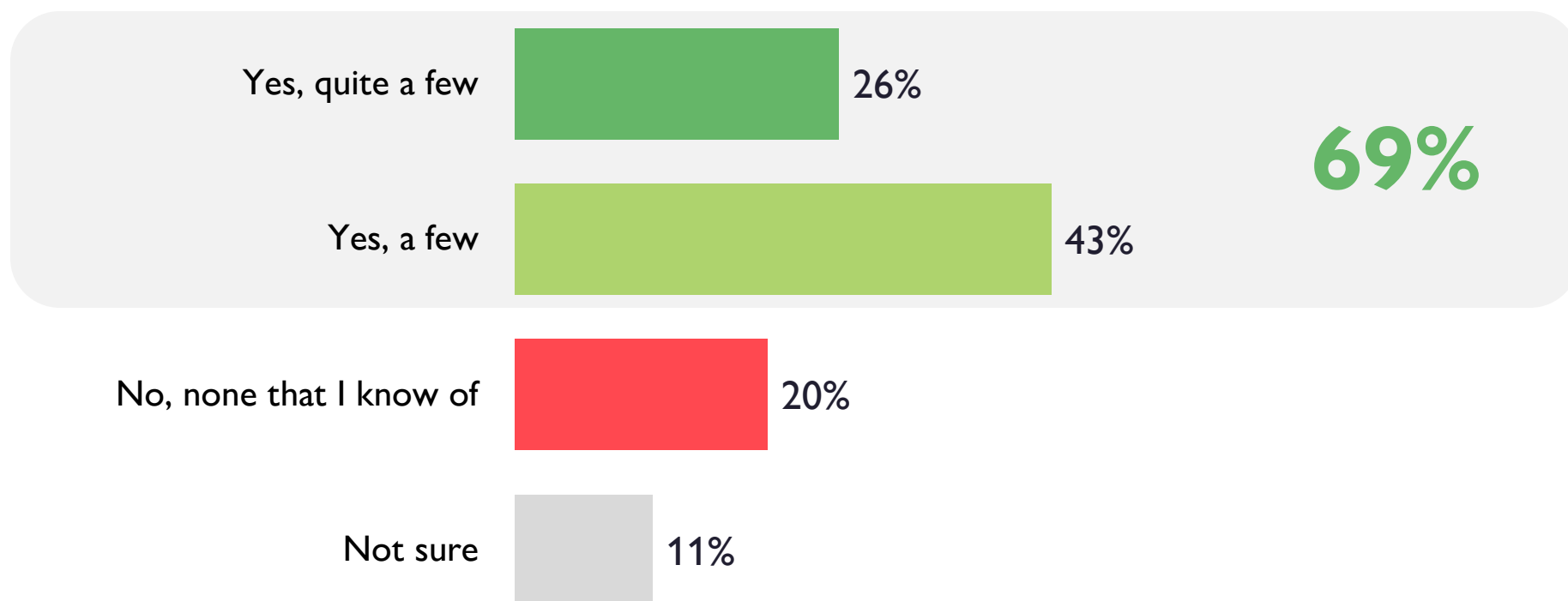
Support for more local production is broad across regions and demographic groups. At least 87% in every region support more production nearby, rising to 92% on Vancouver Island. Support is also particularly strong among those with a personal connection to the industry (95%), but remains widespread among the broader population.

The sector is widely understood as contributing to BC's workforce and economy. More than eight in ten agree BC should be a place where people can build successful careers in the global creative economy (86%), that the sector creates creative, technical and skilled career opportunities (84%), and that it supports jobs and local businesses across the province, not only in Vancouver (82%).



As far as you know, have any films, television series, or animation and visual effects productions been made in or near your community in the past few years?

Production has a broad local footprint, with 69% aware of film, television or related productions taking place in or near their community.



[BASE] n=2,000



As far as you know, have any films, television series, or animation and visual effects productions been made in or near your community in the past few years?

AWARENESS OF PRODUCTIONS BEING MADE IN COMMUNITY

	TOT.	AGE				GENDER		REGION				INDUSTRY CONNECTION
		18-29	30-44	45-59	60+	Male	Female	City of Van.	Metro Van./ Fraser Valley	Van. Island	Int./ North	Yes
NET: Yes	69%	72%	70%	68%	66%	69%	69%	74%	72%	68%	59%	87%
Yes, quite a few	26%	28%	31%	25%	20%	27%	25%	34%	29%	22%	16%	41%
Yes, a few	43%	44%	39%	43%	46%	42%	44%	40%	43%	46%	43%	46%
No, none that I know of	20%	21%	21%	17%	22%	22%	19%	15%	18%	19%	29%	10%
Not sure	11%	7%	10%	14%	12%	10%	12%	11%	9%	13%	12%	3%

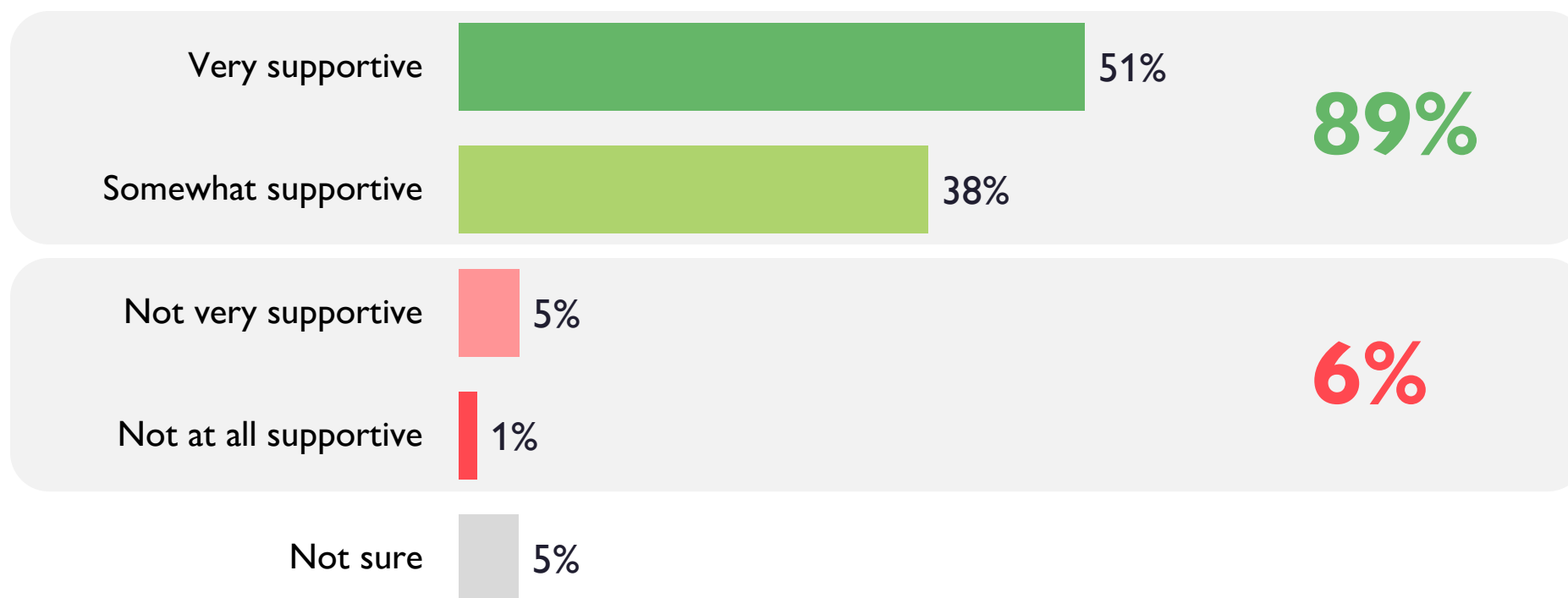
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How supportive would you be of more film, television, animation and visual effects productions taking place in or near your community?

Support for more local production is widespread at 89%, with just 6% opposed.



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How supportive would you be of more film, television, animation and visual effects productions taking place in or near your community?

SUPPORT OF PRODUCTIONS IN COMMUNITY

	TOT.	AGE				GENDER		REGION				INDUSTRY CONNECTION
		18-29	30-44	45-59	60+	Male	Female	City of Van.	Metro Van./ Fraser Valley	Van. Island	Int./ North	Yes
NET: Supportive	89%	84%	88%	90%	92%	89%	89%	87%	88%	92%	90%	95%
Very supportive	51%	33%	52%	53%	60%	51%	51%	44%	51%	55%	53%	61%
Somewhat supportive	38%	52%	35%	37%	31%	38%	38%	43%	37%	36%	37%	34%
NET: Not supportive	6%	10%	8%	5%	4%	7%	5%	8%	8%	2%	5%	5%
Not very supportive	5%	9%	6%	3%	3%	5%	5%	6%	6%	2%	4%	3%
Not at all supportive	1%	1%	1%	2%	1%	2%	1%	2%	2%	0%	1%	2%
Not sure	5%	6%	5%	5%	5%	4%	6%	5%	4%	6%	5%	0%

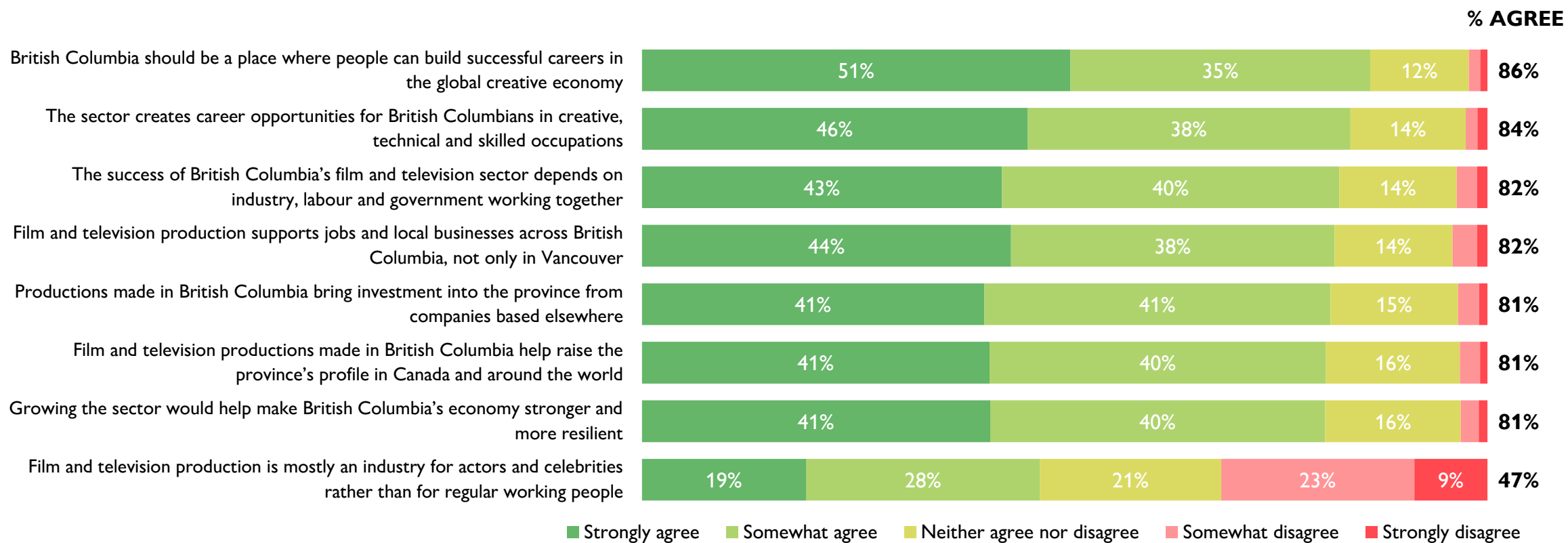
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Please indicate whether you agree or disagree with each of the following statements.

British Columbians broadly recognize the sector's economic and workforce value, with more than 8 in 10 seeing benefits for careers, jobs, investment and economic growth.



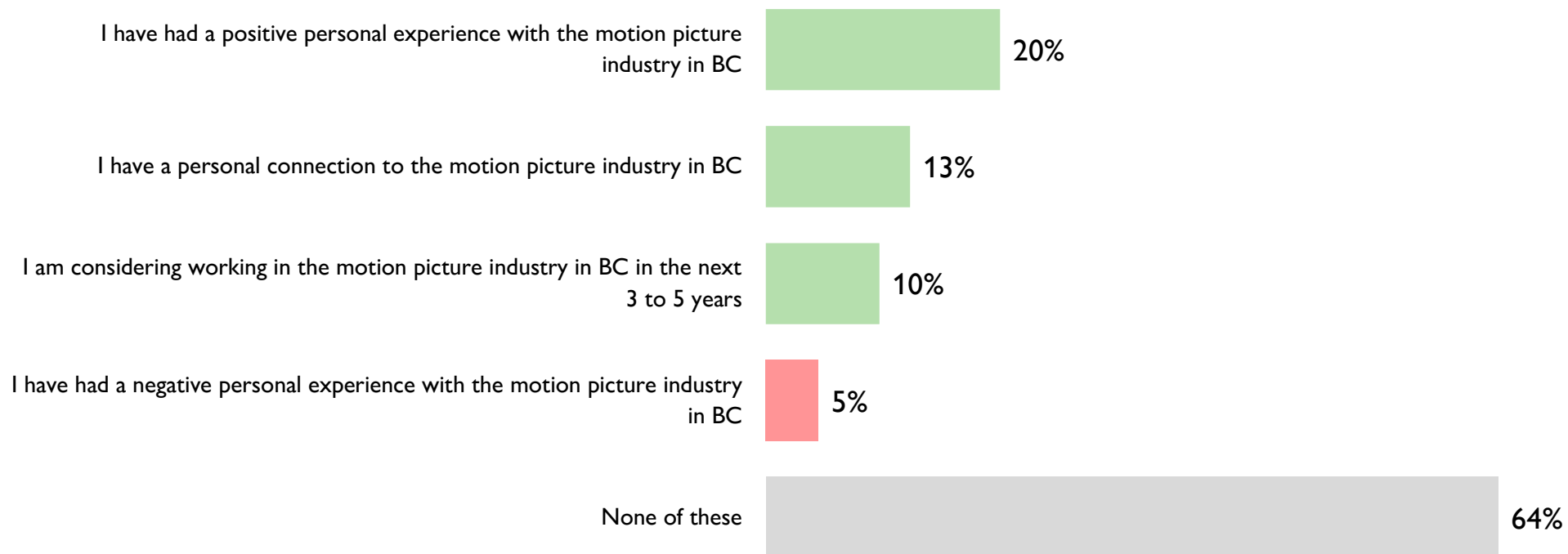
[BASE] n=2,000





Please check all that apply to you.

Most British Columbians have no direct connection to the industry, but positive experiences outweigh negative ones (20% vs. 5%), while 10% are considering working in the sector.



[BASE] n=2,000



Please check all that apply to you

PERSONAL EXPERIENCES WITH THE MOTION PICTURE INDUSTRY IN BC

	TOT.	AGE				GENDER		REGION				INDUSTRY CONNECTION
		18-29	30-44	45-59	60+	Male	Female	City of Van.	Metro Van./ Fraser Valley	Van. Island	Int./ North	Yes
I have had a positive personal experience with the motion picture industry in BC	20%	23%	24%	21%	14%	23%	17%	25%	21%	19%	16%	40%
I have a personal connection to the motion picture industry in BC	13%	16%	15%	12%	7%	15%	10%	16%	14%	7%	11%	100%
I am considering working in the motion picture industry in BC in the next 3 to 5 years	10%	18%	13%	9%	2%	11%	8%	13%	10%	9%	7%	18%
I have had a negative personal experience with the motion picture industry in BC	5%	10%	6%	3%	1%	6%	4%	7%	5%	2%	3%	11%
None of these	64%	51%	58%	63%	80%	58%	69%	54%	62%	69%	71%	0%

[BASE] n=2,000





In a few words, can you tell us about that positive experience?

Positive experiences are varied, led by behind-the-scenes access (14%), family and friends working in the industry (12%), and extra or background acting (9%).

Behind-the-scenes learning and access	14%
Family and friends thriving in film	12%
Extra and background acting enjoyment	9%
Friendly and respectful crews	6%
Community employment spillover	5%
Memorable ccreen content and cultural impact	5%
General positive sentiment with industry	5%
Pride in BC on screen	4%

Supplier and contractor revenue	4%
Boost for local small businesses	4%
Positive and well-paid industry careers	4%
Tourism and provincial exposure	3%
Creative fulfillment and inspiration	2%
Other	18%
Not sure / no comment	5%

[THOSE WHO HAVE HAD A POSITIVE EXPERIENCE IN THE INDUSTRY] n=413



In a few words, can you tell us about that negative experience?

Negative experiences are less common and varied, with concerns around production management (7%), compensation (6%), and stressful or unstable work (5% each).

General negative but unspecified experience	20%
Production mismanagement and resource shortages	7%
Delayed or disputed compensation	6%
Stressful or emotionally draining experience	5%
Unstable gig-based employment	5%
Rude or bullying film staff	4%
Hierarchy and union frustrations	4%
Foreign investment dependence and tax concerns	2%
Casting exclusion and role bias	2%
Other	19%
Not sure / no comment	26%

[THOSE WHO HAVE HAD A NEGATIVE EXPERIENCE IN THE INDUSTRY] n=90



Section 4: The Competitive Landscape

KEY FINDINGS

The Competitive Landscape

Awareness of the competitive environment is moderate, but not especially deep. About two-thirds (65%) have heard at least a little about other provinces, U.S. states and countries competing with BC for film and television production, but just 9% say they have heard a lot. Awareness is higher among men (73%), Vancouver residents (76%) and those personally connected to the industry (85%).

The size of BC's film and television sector appears to be underestimated. Only 34% initially see the sector as a large or one of the largest parts of the provincial economy, while 55% consider it a moderate or small part. Perceptions of its scale are particularly low among those aged 60+ (19% large), Vancouver Island residents (23%) and those in the Interior/North (23%).

Providing concrete information about the sector's scale and economic contribution substantially increases support for attracting investment. After learning that BC is the third-largest film and television production centre in North America, generates about \$3.1 billion in provincial GDP and supports more than 70,000 workers, 77% say they become more supportive of BC working to attract global production investment, including 46% who become much more supportive.

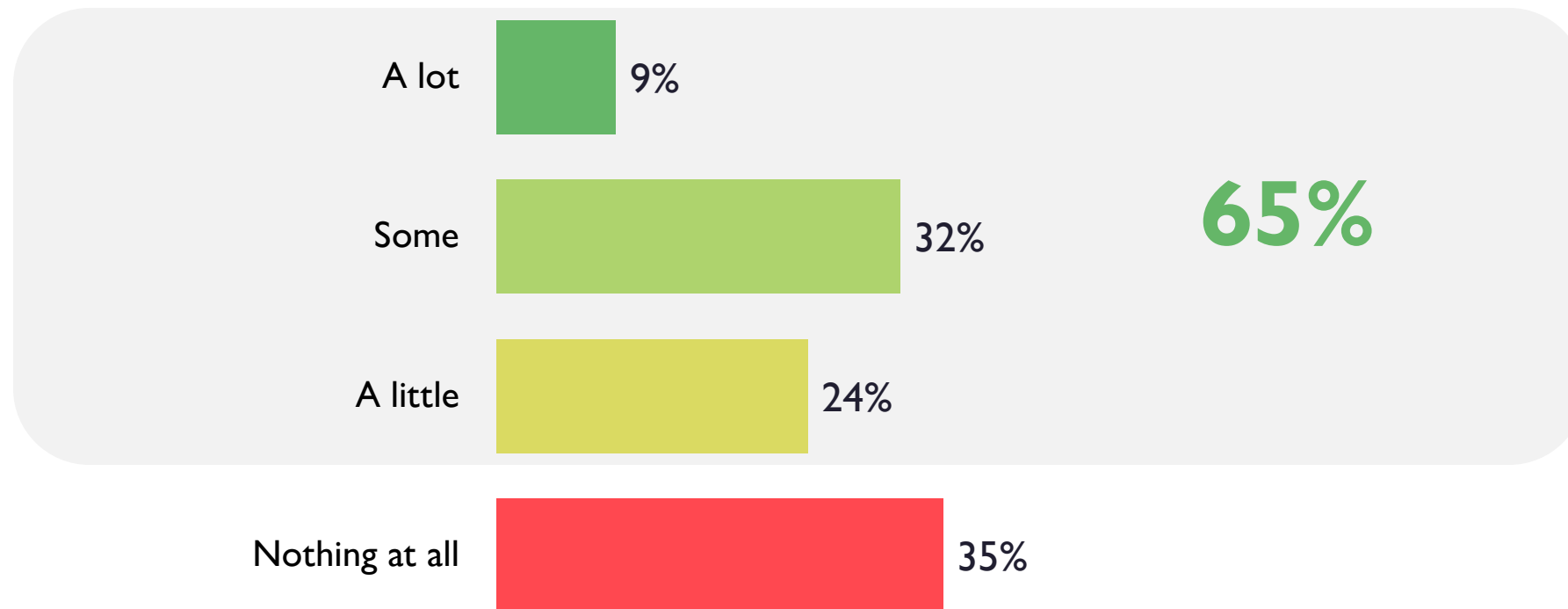
British Columbians recognize that losing production would have consequences well beyond the industry itself. If global studios significantly reduced production in BC, 89% expect an impact on the provincial economy, 81% on jobs in their region and 78% on small businesses in their community. While fewer anticipate an impact on their own household (43%), the results show a strong understanding of the broader economic stakes.

There is broad support for using incentives to keep BC competitive. After learning about the province's increased production tax credits and the competitive context behind them, 77% support the decision to increase incentives, compared with just 11% who oppose it.



How much have you seen, read or heard about other provinces, U.S. states and other countries competing with British Columbia to attract film and television production?

Awareness of global competition for production is moderate, with 65% having heard at least a little about other jurisdictions competing with BC.



[BASE] n=2,000



How much have you seen, read or heard about other provinces, U.S. states and other countries competing with British Columbia to attract film and television production?

AWARENESS OF INTERNATIONAL COMPETITION WITHIN THE INDUSTRY

	TOT.	AGE				GENDER		REGION				INDUSTRY CONNECTION
		18-29	30-44	45-59	60+	Male	Female	City of Van.	Metro Van./ Fraser Valley	Van. Island	Int./ North	Yes
NET: A little +	65%	70%	66%	64%	61%	73%	58%	76%	68%	59%	54%	85%
A lot	9%	12%	13%	6%	6%	12%	7%	13%	10%	8%	6%	20%
Some	32%	37%	29%	33%	29%	37%	26%	42%	34%	25%	22%	44%
A little	24%	22%	24%	25%	26%	24%	25%	22%	24%	26%	26%	21%
Nothing at all	35%	30%	34%	36%	39%	27%	42%	24%	32%	41%	46%	15%

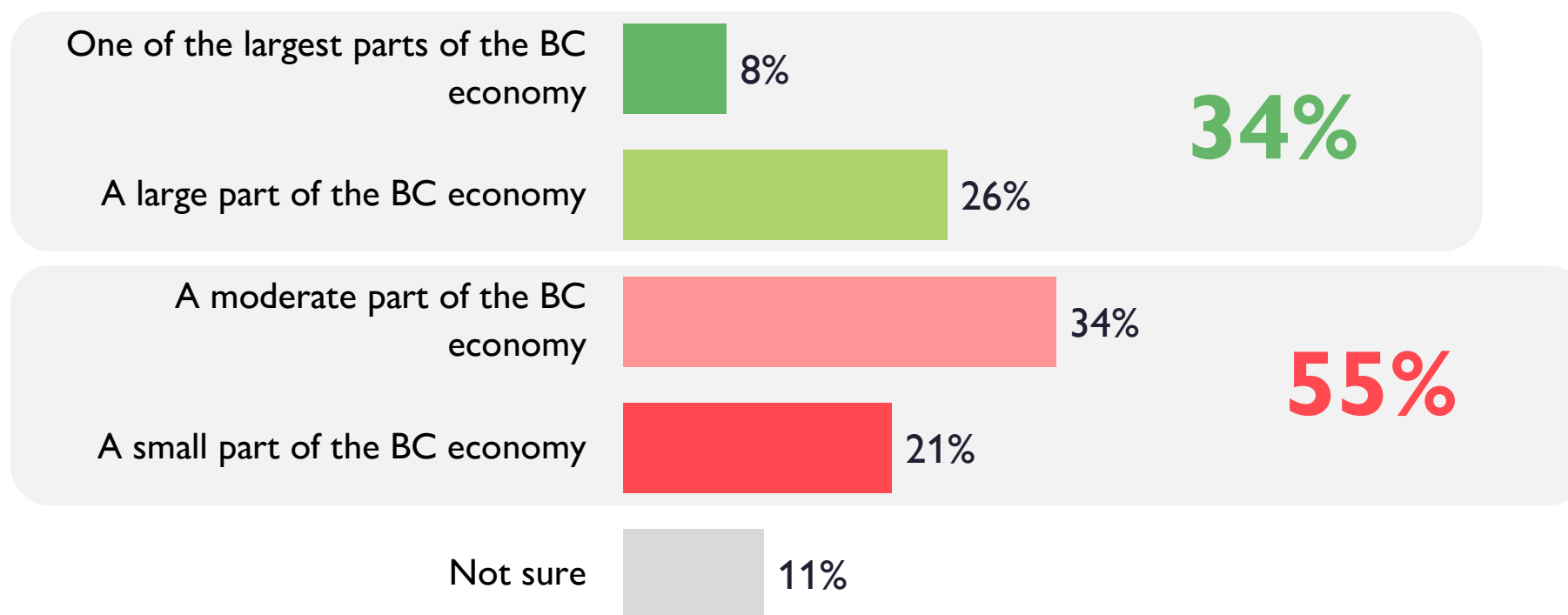
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Before today, how large did you think British Columbia's film, television, visual effects and animation sector was, compared with other parts of the provincial economy?

The sector's economic scale may be underestimated, with just 34% viewing it as a large part of BC's economy.



[BASE] n=2,000



Before today, how large did you think British Columbia's film, television, visual effects and animation sector was, compared with other parts of the provincial economy?

BRITISH COLUMBIA'S FILM, TELEVISION, VISUAL EFFECTS AND ANIMATION SECTOR COMPARED WITH OTHER PARTS OF THE PROVINCIAL ECONOMY

	TOT.	AGE				GENDER		REGION				INDUSTRY CONNECTION
		18-29	30-44	45-59	60+	Male	Female	City of Van.	Metro Van./ Fraser Valley	Van. Island	Int./ North	Yes
NET: Top 2	34%	39%	44%	34%	19%	39%	28%	49%	36%	23%	23%	61%
One of the largest parts of the BC economy	8%	10%	15%	5%	3%	11%	5%	13%	8%	6%	5%	18%
A large part of the BC economy	26%	29%	29%	29%	16%	28%	23%	36%	28%	17%	18%	43%
NET: Bottom 2	55%	49%	47%	55%	70%	52%	58%	43%	54%	63%	63%	35%
A moderate part of the BC economy	34%	30%	31%	35%	40%	31%	37%	32%	36%	34%	33%	27%
A small part of the BC economy	21%	19%	16%	20%	30%	21%	21%	12%	18%	28%	30%	8%
Not sure	11%	12%	9%	11%	12%	8%	14%	8%	10%	14%	14%	3%

[BASE] n=2,000

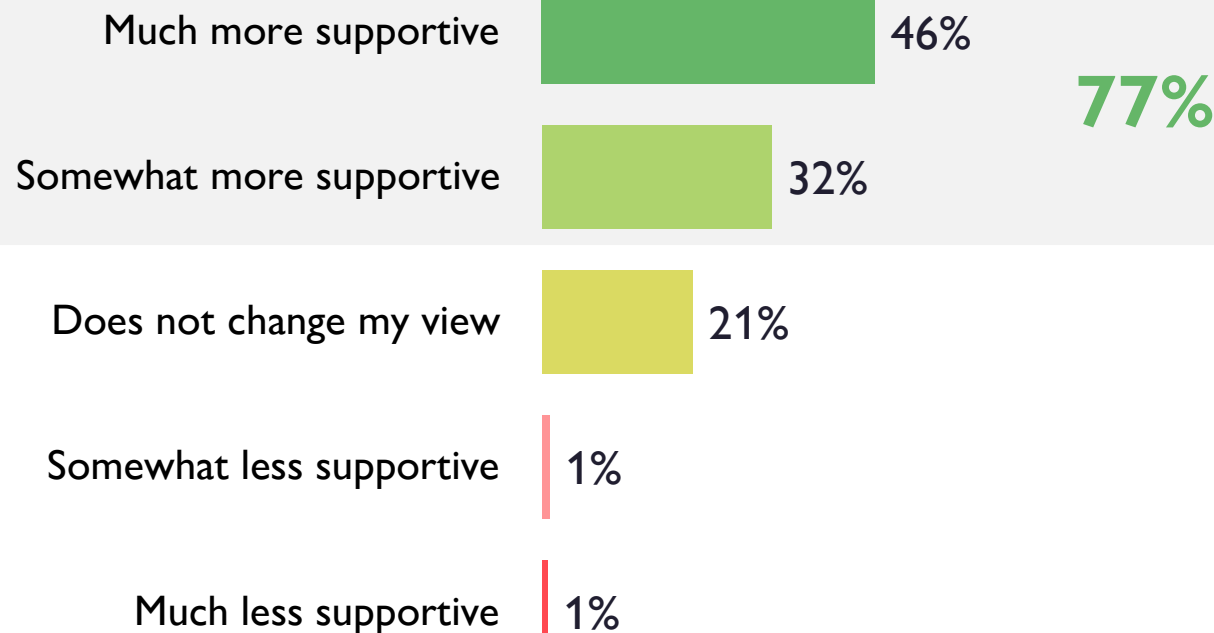




Having read this information, does it make you more supportive or less supportive of British Columbia working to attract more global investment in film, television, animation and visual effects production?

Highlighting the sector's economic footprint has a strong impact, making 77% more supportive of BC attracting global production investment.

British Columbia is the third-largest film and television production centre in North America. The sector generates about \$3.1 billion in provincial GDP and supports more than 70,000 workers, including camera crews, carpenters, electricians, drivers, caterers, animators and visual effects artists. More than 80 per cent of production investment in British Columbia comes from studios and companies based outside the province.



[BASE] n=2,000



Having read this information, does it make you more supportive or less supportive of British Columbia working to attract more global investment in film, television, animation and visual effects production?

SUPPORT AFTER LEARNING ABOUT ECONOMIC FOOTPRINT OF SECTOR

	TOT.	AGE				GENDER		REGION				INDUSTRY CONNECTION
		18-29	30-44	45-59	60+	Male	Female	City of Van.	Metro Van./ Fraser Valley	Van. Island	Int./ North	Yes
NET: Supportive	77%	75%	81%	74%	80%	78%	77%	77%	78%	77%	77%	91%
Much more supportive	46%	33%	48%	44%	56%	45%	46%	42%	46%	50%	46%	57%
Somewhat more supportive	32%	42%	33%	30%	24%	32%	31%	34%	33%	26%	31%	34%
Does not change my view	21%	23%	17%	23%	20%	20%	21%	22%	20%	21%	21%	6%
Somewhat less supportive	1%	1%	1%	2%	0%	1%	1%	0%	1%	1%	1%	2%
Much less supportive	1%	1%	1%	1%	0%	1%	1%	1%	0%	1%	1%	0%

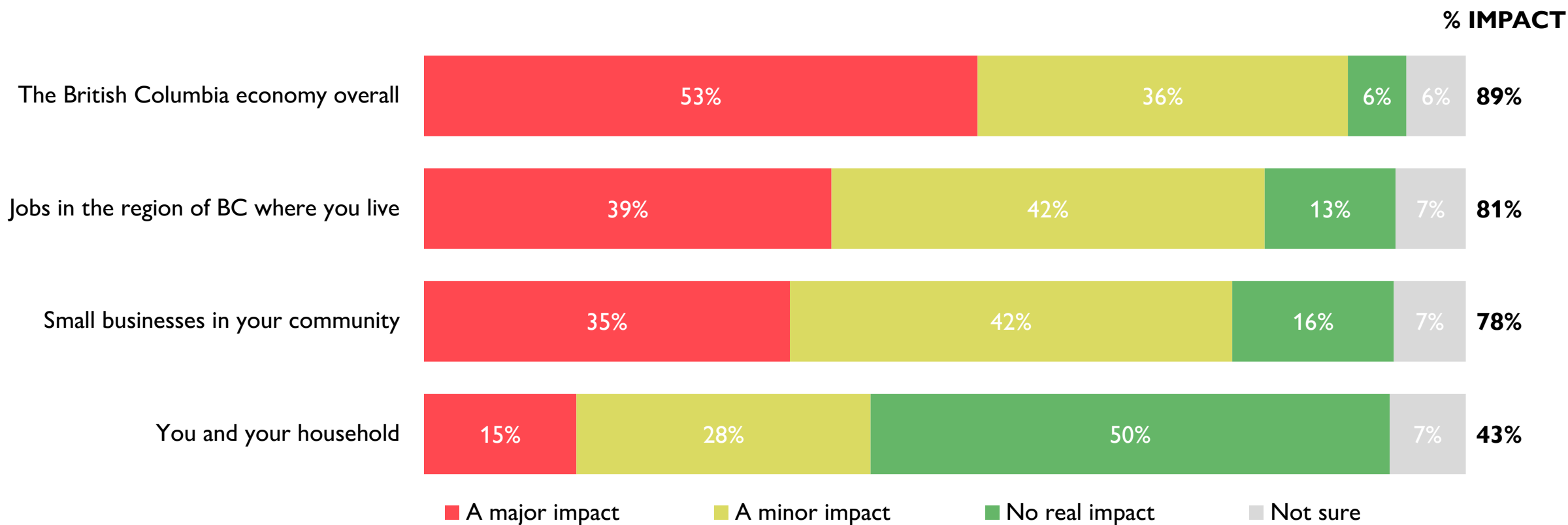
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If global studios decided to make significantly fewer films and shows in British Columbia over the next few years, how much of an impact do you think that would have on each of the following

Fewer productions are seen as a risk to BC's economy (89%), regional jobs (81%) and local small businesses (78%).



[BASE] n=2,000



If global studios decided to make significantly fewer films and shows in British Columbia over the next few years, how much of an impact do you think that would have on each of the following?

IMPACT FROM MAKING FEWER FILMS AND SHOWS IN BC

	TOT.	AGE				GENDER		REGION				INDUSTRY CONNECTION
		18-29	30-44	45-59	60+	Male	Female	City of Van.	Metro Van./ Fraser Valley	Van. Island	Int./ North	Yes
The British Columbia economy overall	89%	82%	88%	89%	93%	90%	88%	87%	91%	88%	87%	96%
Jobs in the region of BC where you live	81%	77%	83%	83%	80%	82%	79%	86%	85%	82%	68%	95%
Small businesses in your community	78%	70%	79%	81%	78%	78%	77%	81%	82%	77%	66%	93%
You and your household	43%	51%	54%	42%	26%	47%	39%	55%	45%	34%	33%	74%

[BASE] n=2,000

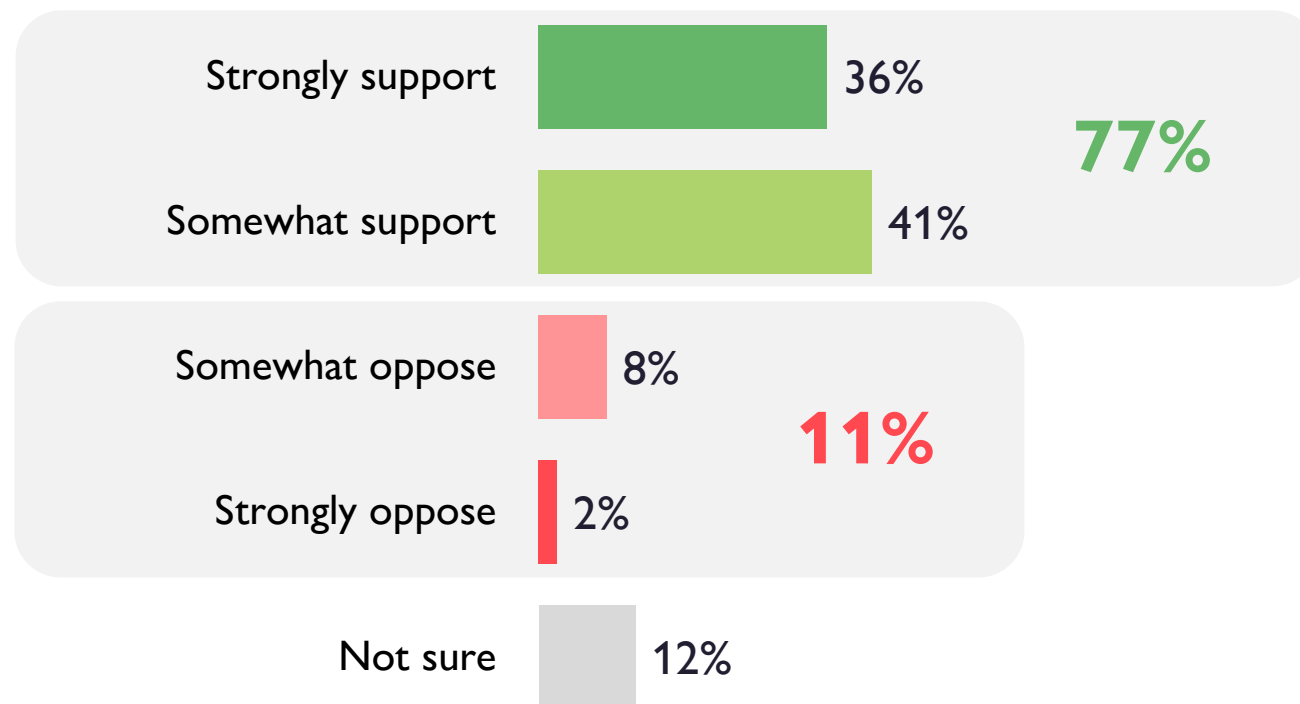




Based on what you have read, do you support or oppose the province's decision to increase these incentives?

After learning more about BC's production incentives, 77% support the province's decision to increase them, compared with just 11% opposed.

In 2025, the British Columbia government increased the tax credits it offers to film and television productions in order to compete with other jurisdictions. The rate for productions made in BC by companies based elsewhere rose from 28 per cent to 36 per cent of what those productions pay in BC wages, and an additional bonus was introduced for the very largest productions.



[BASE] n=2,000



Based on what you have read, do you support or oppose the province's decision to increase these incentives?

SUPPORT AFTER LEARNING MORE ABOUT THE CURRENT INCENTIVES OFFERED

	TOT.	AGE				GENDER		REGION				INDUSTRY CONNECTION
		18-29	30-44	45-59	60+	Male	Female	City of Van.	Metro Van./ Fraser Valley	Van. Island	Int./ North	Yes
NET: Support	77%	69%	76%	79%	83%	78%	76%	76%	77%	79%	77%	89%
Strongly support	36%	26%	36%	36%	43%	38%	34%	34%	37%	39%	33%	47%
Somewhat support	41%	43%	40%	44%	39%	41%	42%	42%	40%	40%	44%	41%
NET: Oppose	11%	15%	12%	9%	8%	12%	9%	12%	12%	6%	11%	8%
Somewhat oppose	8%	12%	10%	7%	6%	10%	7%	10%	9%	6%	8%	8%
Strongly oppose	2%	3%	2%	2%	2%	3%	2%	2%	3%	1%	3%	1%
Not sure	12%	16%	12%	11%	10%	9%	15%	11%	11%	14%	12%	3%

[BASE] n=2,000





Which of the following comes closer to your own view, even if neither is exactly right?

A majority (53%) recognize that BC must actively compete for film and television production or risk losing work elsewhere.

Film and television production can be made almost anywhere, so British Columbia has to compete actively or the work will go somewhere else

53%

British Columbia has enough natural advantages that productions will keep coming here whether or not the province competes for them

35%

Not sure

12%

[BASE] n=2,000



Which of the following comes closer to your own view, even if neither is exactly right?

VIEWPOINTS OF BRITISH COLUMBIANS

	TOT.	AGE				GENDER		REGION				INDUSTRY CONNECTION
		18-29	30-44	45-59	60+	Male	Female	City of Van.	Metro Van./ Fraser Valley	Van. Island	Int./ North	Yes
Film and television production can be made almost anywhere, so British Columbia has to compete actively or the work will go somewhere else	53%	41%	47%	58%	62%	56%	49%	49%	53%	53%	55%	54%
British Columbia has enough natural advantages that productions will keep coming here whether or not the province competes for them	35%	44%	39%	32%	26%	34%	35%	39%	34%	30%	35%	39%
Not sure	12%	15%	14%	10%	12%	9%	16%	11%	13%	17%	10%	7%

[BASE] n=2,000





Section 5: Production Incentives, Investment Or Subsidy

KEY FINDINGS

Production Incentives, Investment Or Subsidy

Explaining the return on investment further strengthens support for production incentives. After learning that BC's film and television tax credit is tied to wages already paid in the province and that every \$1 invested returns an average of \$6.44 in provincial GDP, 83% support continuing the incentives, including 44% who strongly support them. Just 7% are opposed.

Support for continuing production incentives is broad across demographic, regional and political groups. At least eight in ten support continuation across every region of BC. Support is also particularly high among those aged 60+ (88%), compared with 74% among those aged 18 to 29.

Economic impact is the most important reason British Columbians give for supporting the industry. Supporting more than 70,000 British Columbians who work in and around the industry ranks first (23%), followed by the return of more than six dollars to BC's economy for every dollar invested (19%) and production spending that supports local businesses (14%).

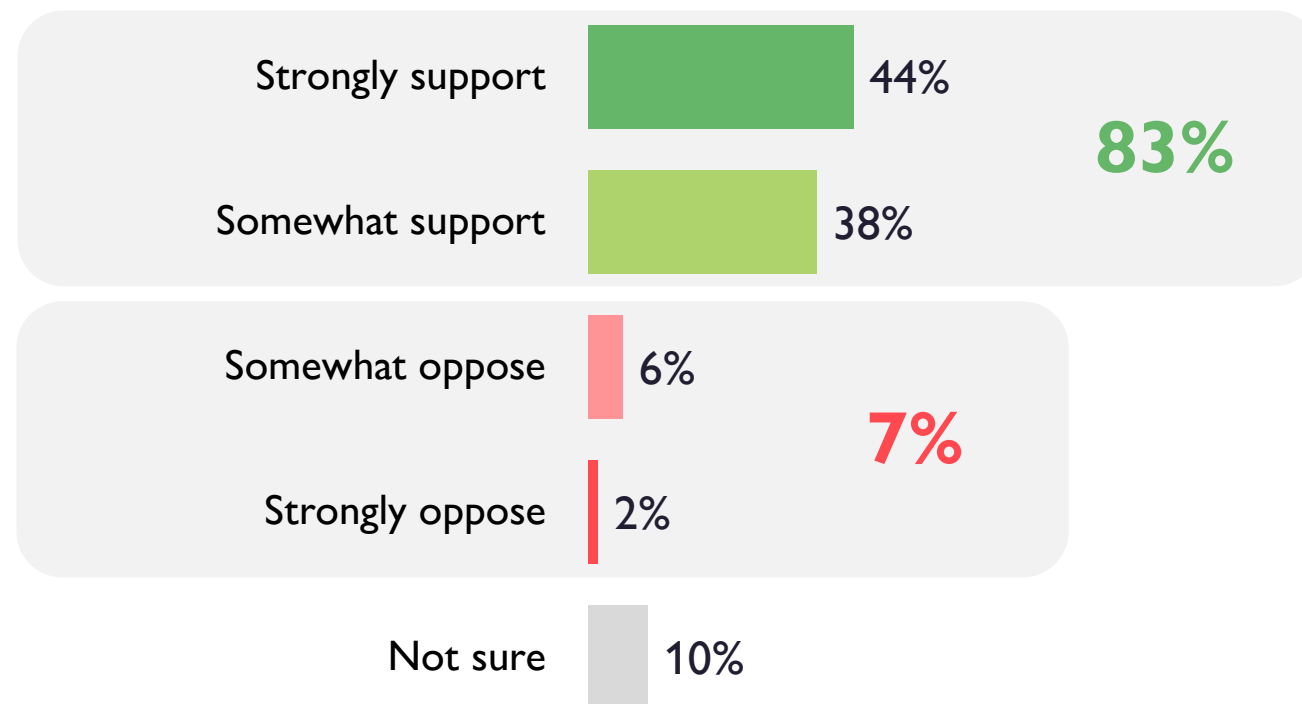
The same economic realities continue to lead when British Columbians identify their second-most compelling reason for support. Supporting more than 70,000 workers again ranks first at 23%, while return on investment and benefits to local businesses are tied at 16%. Together, the findings point to jobs, economic return and local business activity as the most consistently compelling reasons to support production incentives.



Having read that, do you support or oppose British Columbia continuing to offer these production incentives?

Understanding the return on investment strengthens the case for incentives, with 83% supporting their continuation.

British Columbia's film and television tax credit is based on wages. Productions receive it only on money they have already spent paying workers in British Columbia. An independent analysis found that every \$1 the province invests this way returns an average of \$6.44 in provincial GDP.



[BASE] n=2,000



Having read that, do you support or oppose British Columbia continuing to offer these production incentives?

SUPPORT AFTER LEARNING ABOUT THE CURRENT PRODUCTION INCENTIVES

	TOT.	AGE				GENDER		REGION				INDUSTRY CONNECTION
		18-29	30-44	45-59	60+	Male	Female	City of Van.	Metro Van./ Fraser Valley	Van. Island	Int./ North	Yes
NET: Support	83%	74%	80%	86%	88%	85%	80%	84%	83%	82%	81%	90%
Strongly support	44%	31%	42%	46%	56%	46%	43%	40%	45%	48%	44%	54%
Somewhat support	38%	43%	38%	40%	32%	39%	37%	44%	38%	34%	36%	36%
NET: Oppose	7%	13%	8%	6%	5%	8%	7%	7%	7%	5%	10%	8%
Somewhat oppose	6%	11%	6%	3%	4%	6%	6%	6%	5%	4%	7%	7%
Strongly oppose	2%	2%	1%	2%	1%	2%	1%	1%	2%	0%	3%	1%
Not sure	10%	13%	12%	8%	7%	7%	13%	9%	10%	13%	9%	2%

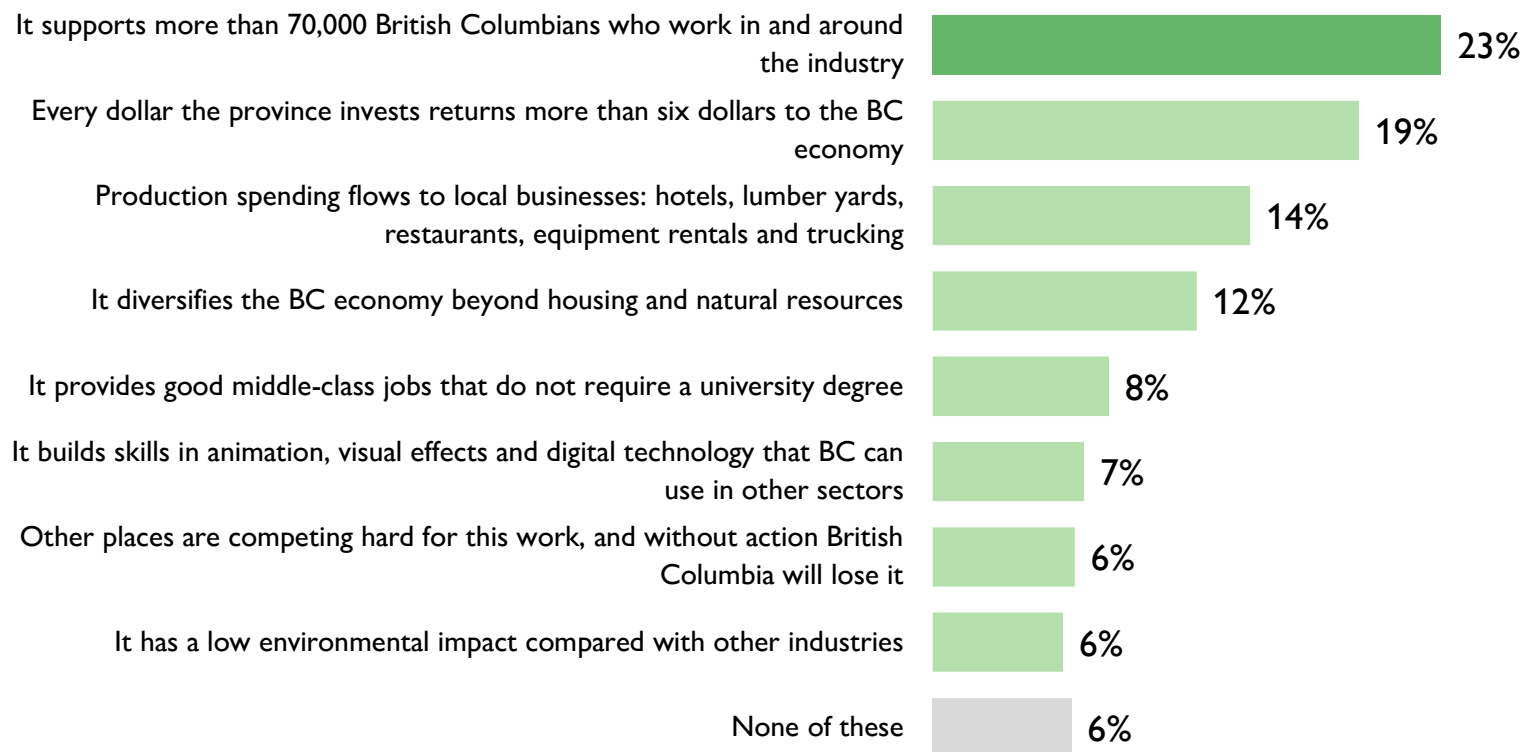
[BASE] n=2,000





Which one of these arguments for supporting film and television production in British Columbia do you personally find most convincing?

The strongest reasons centre on economic impact, led by supporting more than 70,000 British Columbians (23%) and delivering more than six dollars to the BC economy for every dollar invested (19%).



[BASE] n=2,000



Which one of these arguments for supporting film and television production in British Columbia do you personally find most convincing?

MOST COMPELLING REASONS

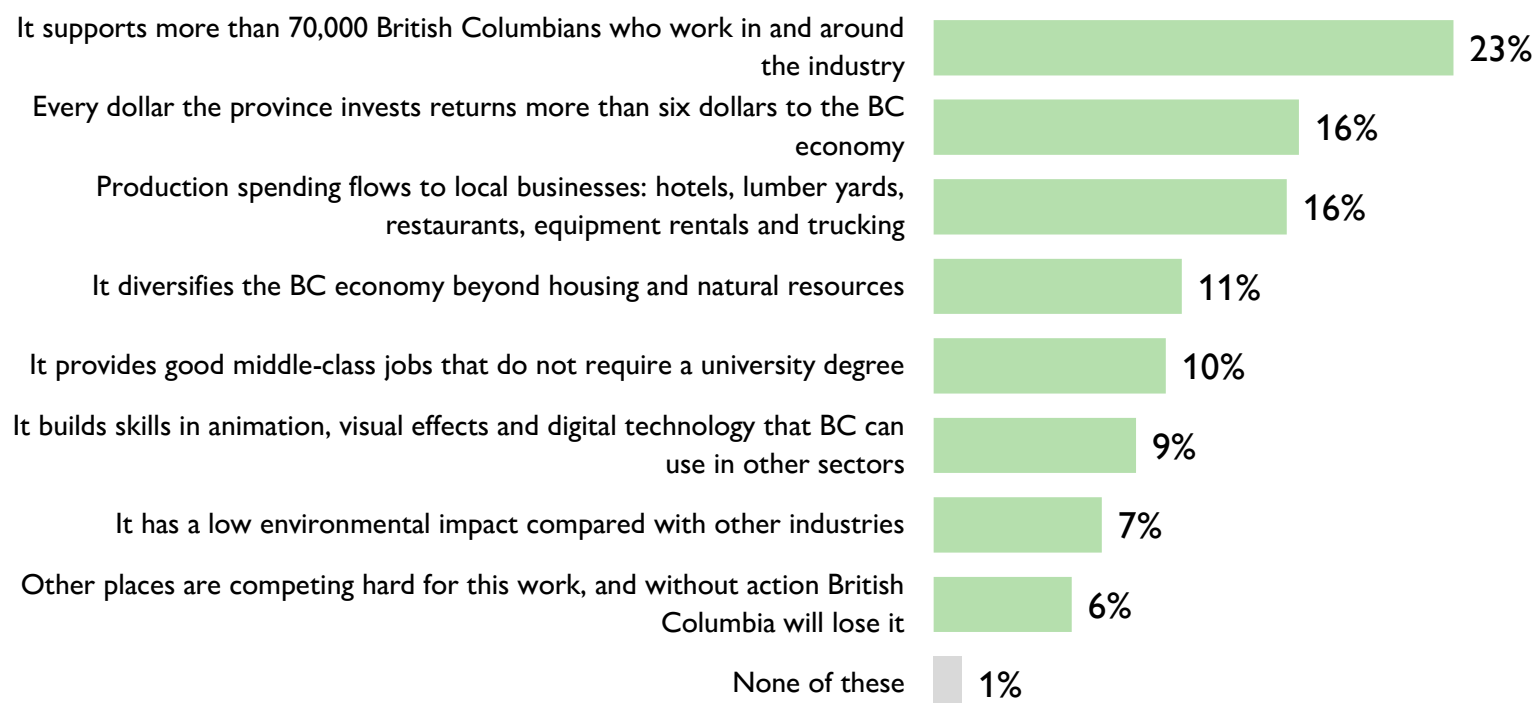
	TOT.	AGE				GENDER		REGION				INDUSTRY CONNECTION
		18-29	30-44	45-59	60+	Male	Female	City of Van.	Metro Van./ Fraser Valley	Van. Island	Int./ North	Yes
It supports more than 70,000 British Columbians who work in and around the industry	23%	14%	22%	24%	28%	22%	23%	24%	23%	24%	20%	24%
Every dollar the province invests returns more than six dollars to the BC economy	19%	13%	19%	22%	20%	20%	18%	20%	18%	17%	20%	19%
Production spending flows to local businesses: hotels, lumber yards, restaurants, equipment rentals and trucking	14%	11%	11%	14%	19%	12%	16%	12%	13%	18%	15%	9%
It diversifies the BC economy beyond housing and natural resources	12%	12%	13%	12%	10%	12%	11%	11%	12%	10%	13%	13%
It provides good middle-class jobs that do not require a university degree	8%	13%	8%	7%	4%	8%	8%	8%	8%	5%	8%	13%
It builds skills in animation, visual effects and digital technology that BC can use in other sectors	7%	11%	7%	5%	5%	7%	6%	7%	8%	6%	5%	6%
Other places are competing hard for this work, and without action British Columbia will lose it	6%	7%	6%	7%	5%	7%	6%	5%	7%	6%	7%	9%
It has a low environmental impact compared with other industries	6%	11%	6%	4%	4%	7%	5%	7%	5%	7%	6%	7%
None of these	6%	8%	8%	5%	5%	5%	7%	5%	6%	7%	7%	1%

[BASE] n=2,000



And which would you say is the second most convincing?

Economic impact continues to resonate most strongly as a second choice, with supporting 70,000+ British Columbians leading at 23%, followed by the return on provincial investment and benefits to local businesses at 16% each.



[THOSE WHO SELECTED AN ARGUMENT AS MOST CONVINCING] n=1,886



And which would you say is the second most convincing?

SECOND MOST CONVINCING

	TOT.	AGE				GENDER		REGION				INDUSTRY CONNECTION
		18-29	30-44	45-59	60+	Male	Female	City of Van.	Metro Van./ Fraser Valley	Van. Island	Int./ North	Yes
It supports more than 70,000 British Columbians who work in and around the industry	23%	18%	23%	25%	25%	23%	23%	18%	24%	24%	25%	22%
Every dollar the province invests returns more than six dollars to the BC economy	16%	13%	16%	17%	18%	17%	15%	14%	16%	21%	16%	12%
Production spending flows to local businesses: hotels, lumber yards, restaurants, equipment rentals and trucking	16%	14%	10%	18%	20%	16%	15%	17%	15%	15%	16%	16%
It diversifies the BC economy beyond housing and natural resources	11%	8%	14%	11%	10%	12%	10%	14%	11%	9%	10%	11%
It provides good middle-class jobs that do not require a university degree	10%	11%	13%	9%	9%	11%	10%	11%	11%	11%	9%	10%
It builds skills in animation, visual effects and digital technology that BC can use in other sectors	9%	14%	11%	6%	6%	8%	10%	12%	8%	6%	9%	11%
It has a low environmental impact compared with other industries	7%	11%	8%	7%	5%	7%	8%	7%	8%	7%	8%	9%
Other places are competing hard for this work, and without action British Columbia will lose it	6%	7%	5%	6%	6%	6%	6%	6%	7%	4%	6%	9%
None of these	1%	2%	1%	1%	1%	1%	2%	1%	1%	1%	2%	0%

[THOSE WHO SELECTED AN ARGUMENT AS MOST CONVINCING] n=1,886





Section 6: Political Accountability And Government Alignment

KEY FINDINGS

Political Accountability And Government Alignment

British Columbians see a clear role for government in keeping the province competitive and protecting film and television jobs. More than eight in ten (83%) say it is important for the BC government to take action, including 41% who say it is very important.

There is broad agreement on what government action should look like, particularly collaboration and a focus on economic outcomes. About eight in ten agree the BC government should work with industry and labour to attract global production investment (79%), that federal and provincial governments should coordinate their approaches (78%), and that public support should prioritize jobs and economic activity in BC (77%).

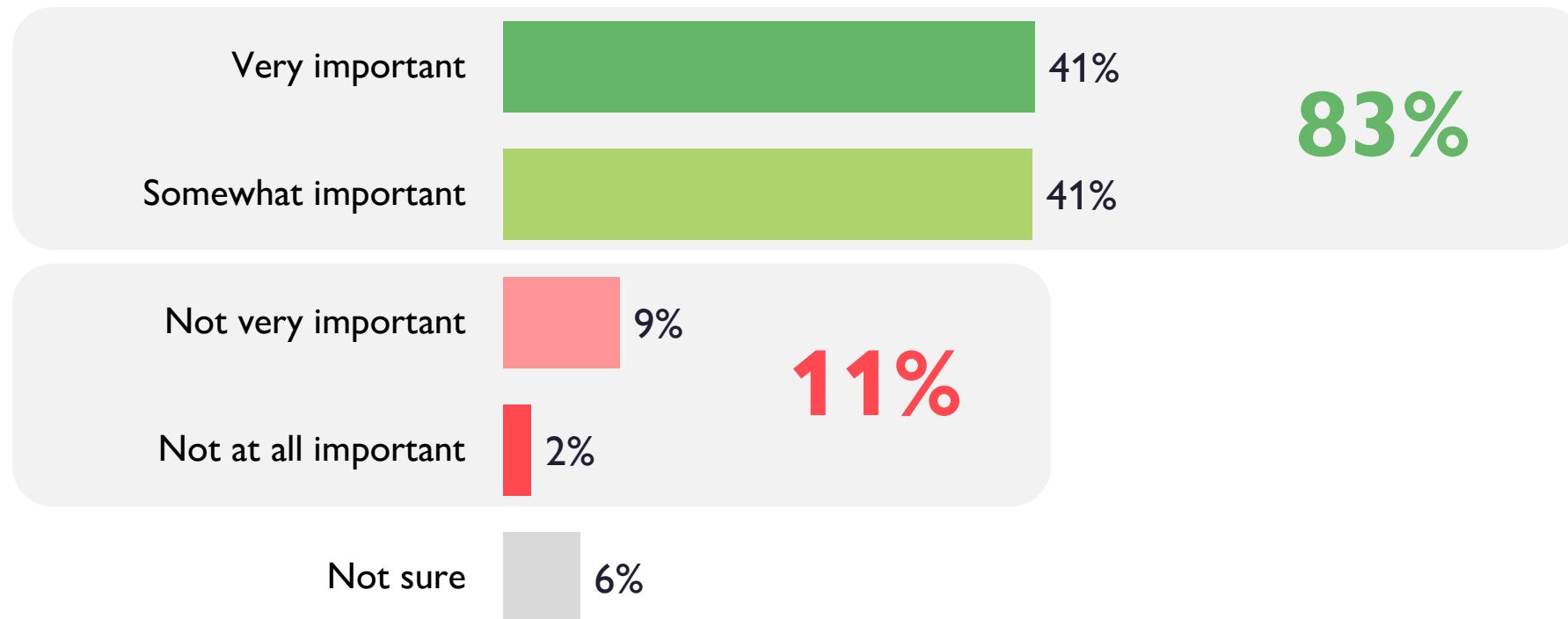
Accountability rests most heavily with the province, although many see responsibility as shared. Four in ten (41%) say the provincial government has greater responsibility for keeping film and television production in BC, while another 36% say the provincial and federal governments are equally responsible. Only 9% place greater responsibility on the federal government and just 7% say it is not a job for government.

Even when framed against the need to find government savings, British Columbians favour protecting support for the industry. Six in ten (61%) say film and television production support should be protected because it brings in more than it costs, three times the 20% who say it should be cut like anything else.



How important is it to you that the British Columbia government takes action to keep the province competitive for film and television production and to protect the jobs that come with it?

There is a strong mandate for government action, with 83% of British Columbians saying it is important for the province to remain competitive for film and television production and protect the jobs that come with it.



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How important is it to you that the British Columbia government takes action to keep the province competitive for film and television production and to protect the jobs that come with it?

IMPORTANCE OF BC GOVT ACTION TO KEEP COMPETITIVE

	TOT.	AGE				GENDER		REGION				INDUSTRY CONNECTION
		18-29	30-44	45-59	60+	Male	Female	City of Van.	Metro Van./ Fraser Valley	Van. Island	Int./ North	Yes
NET: Important	83%	71%	82%	86%	89%	84%	82%	82%	84%	87%	79%	92%
Very important	41%	23%	40%	46%	53%	44%	39%	37%	44%	46%	38%	54%
Somewhat important	41%	48%	42%	40%	36%	40%	42%	45%	40%	41%	41%	39%
NET: Not important	11%	20%	11%	9%	7%	12%	11%	12%	11%	6%	14%	6%
Not very important	9%	16%	9%	7%	5%	10%	9%	10%	10%	5%	11%	6%
Not at all important	2%	4%	2%	2%	2%	2%	2%	2%	2%	1%	3%	0%
Not sure	6%	9%	7%	4%	4%	5%	7%	6%	5%	7%	7%	2%

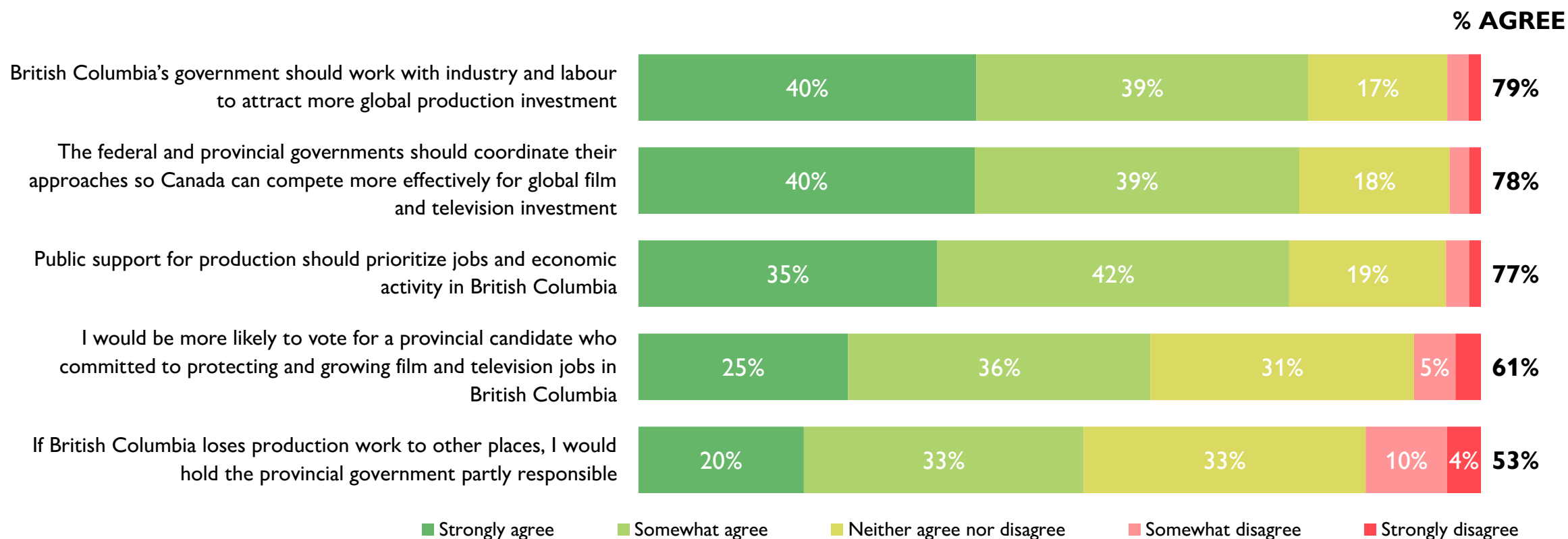
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Please indicate whether you agree or disagree with each of the following statements.

British Columbians see a clear role for government in supporting the sector, with about 8 in 10 backing collaboration with industry and labour (79%), federal-provincial coordination (78%), and a focus on jobs and economic activity (77%).



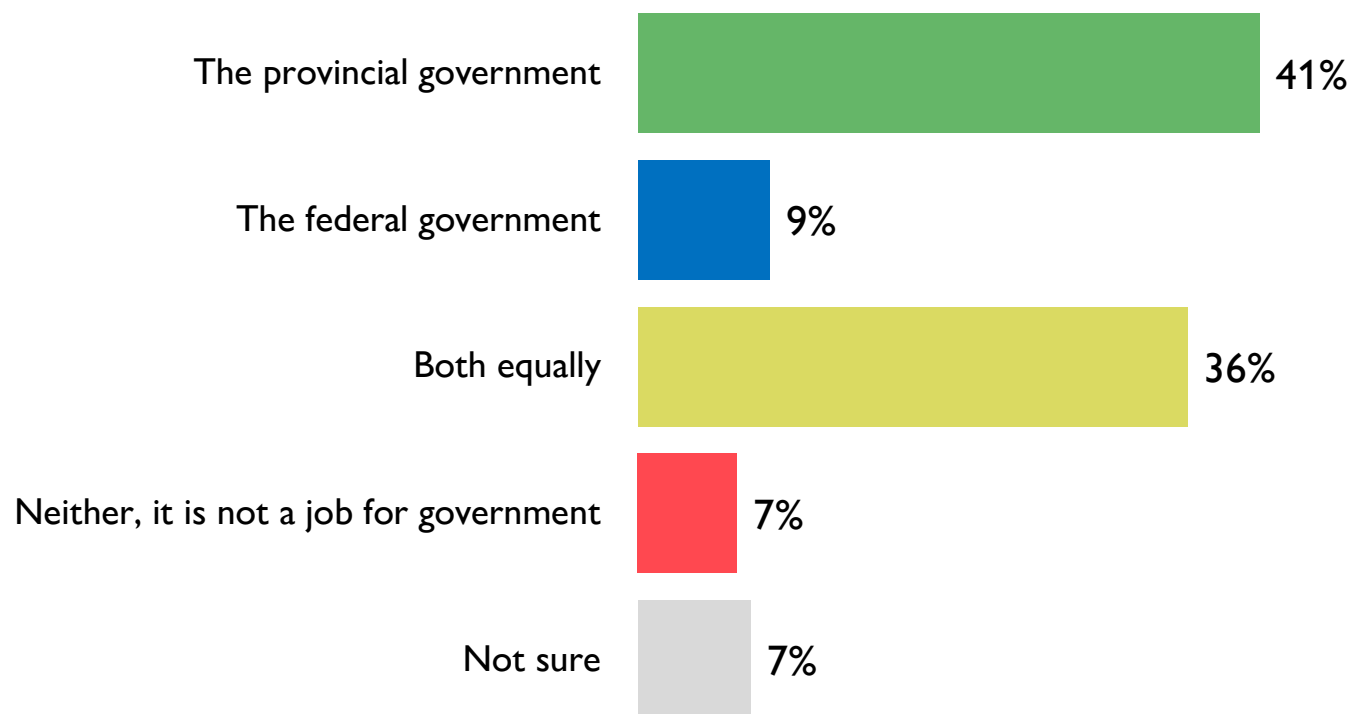
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Which level of government do you think has the greater responsibility for keeping film and television production in British Columbia?

Responsibility is seen as primarily provincial or shared, with 41% placing greater responsibility on the BC government and another 36% saying the provincial and federal governments are equally responsible.



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 Which level of government do you think has the greater responsibility for keeping film and television production in British Columbia?

LEVEL OF GOVERNMENT MOST RESPONSIBLE FOR KEEPING PRODUCTION IN BC

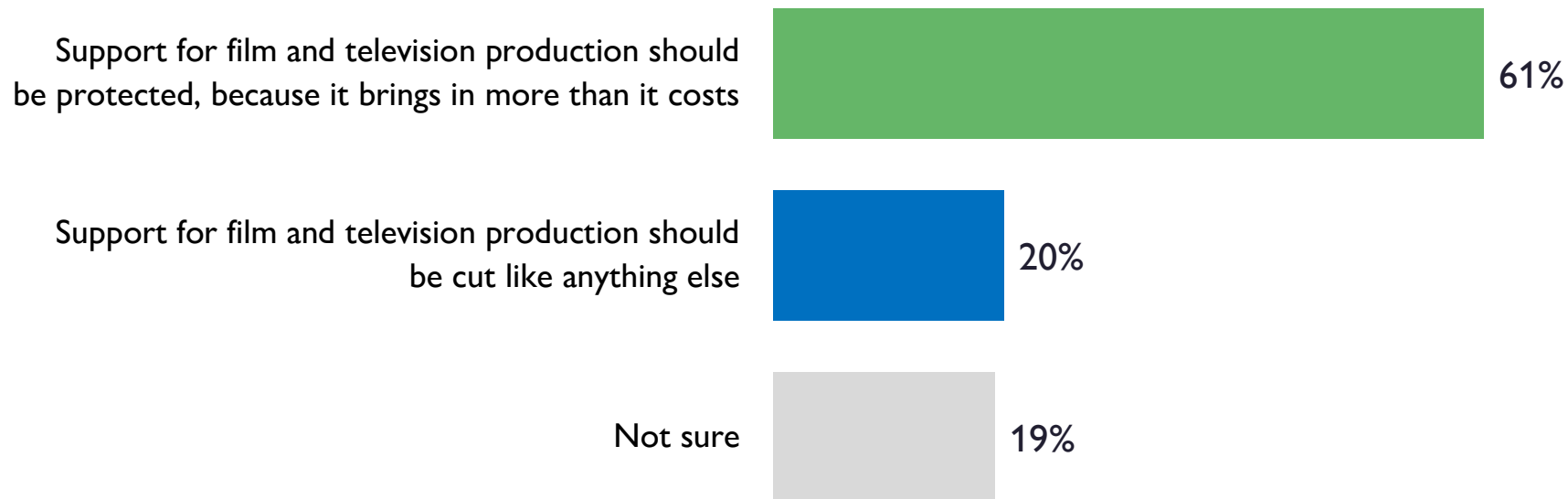
	TOT.	AGE				GENDER		REGION				INDUSTRY CONNECTION
		18-29	30-44	45-59	60+	Male	Female	City of Van.	Metro Van./ Fraser Valley	Van. Island	Int./ North	Yes
The provincial government	41%	26%	38%	43%	53%	44%	38%	41%	40%	43%	41%	38%
The federal government	9%	18%	11%	6%	2%	11%	6%	12%	9%	4%	9%	20%
Both equally	36%	35%	38%	39%	33%	33%	40%	34%	38%	36%	35%	33%
Neither, it is not a job for government	7%	9%	5%	7%	7%	6%	7%	7%	6%	4%	8%	4%
Not sure	7%	12%	7%	6%	6%	6%	9%	7%	6%	13%	7%	5%

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If the British Columbia government had to find savings, which of the following comes closer to your view?

Even in the context of finding government savings, 61% of British Columbians believe support for film and television production should be protected because it brings in more than it costs, compared with just 20% who favour cutting support.



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If the British Columbia government had to find savings, which of the following comes closer to your view?

VIEWPOINTS OF BRITISH COLUMBIANS

	TOT.	AGE				GENDER		REGION				INDUSTRY CONNECTION
		18-29	30-44	45-59	60+	Male	Female	City of Van.	Metro Van./ Fraser Valley	Van. Island	Int./ North	Yes
Support for film and television production should be protected, because it brings in more than it costs	61%	49%	63%	65%	64%	62%	60%	60%	64%	61%	56%	71%
Support for film and television production should be cut like anything else	20%	29%	21%	16%	16%	23%	17%	21%	20%	16%	21%	22%
Not sure	19%	21%	16%	20%	20%	15%	23%	19%	16%	22%	23%	7%

[BASE] n=2,000



Good decisions require good data.

Good data drives success.



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