Film & Television Production in Ontario:

Public Opinion Research

Motion Picture Association of Canada

OCTOBER 2026



Methodology

2,001

Ontario adults, aged 18+

A random sample of panelists invited from a set of partner panels

Oct 5–14

Fieldwork dates, 2026

Conducted online

±2.2%

Margin of error, 19 times out of 20

For a comparable probability-based random sample; larger for subgroups

Online Survey

Blended, double opt-in panels

Blended to manage out potential skews in the data from a single source

Weighted

To match Ontario's census profile

By age, gender, education, and region

Rounding

Totals may not add up to 100% due to rounding.

This survey was commissioned by the Motion Picture Association of Canada (MPA-Canada). Abacus Data designed the questionnaire in consultation with MPA-Canada, and the factual information presented to respondents about the sector's economic contribution and Ontario's production tax credit was provided by MPA-Canada. Some results reflect views after respondents read information about the sector and its tax credit.
Detailed results tables, including results by age, gender and region, are available on request.

KEY RESULTS DASHBOARD

SECTOR VALUE

77% say global studio productions deliver significant benefits

87% prefer policy that encourages production in Ontario

83% want the sector to become a bigger part of the Ontario economy

LOCAL FOOTPRINT

55% are aware of film or TV productions in their community in past few years

88% support more productions taking place in or near their community

82% say production supports jobs and local businesses across Ontario, not only in Toronto

POLICY & INCENTIVES

84% say government action to keep Ontario competitive and protect jobs is important

58% say support should be protected if the government must find savings, vs. 20% who say cut

89% support more provincial incentives to attract jobs through global studio productions

KEY INSIGHTS

1

Ontarians want governments to compete for good jobs in a tough economy. A majority say Ontario is on the wrong track (54%), only 11% expect the economy to improve over the next year, and 55% are not confident they or someone in their household could find a good job. Against this backdrop, more than 8 in 10 say Ontario needs to diversify its economy (82%) and that governments should actively compete for investment and jobs (81%).

2

Most Ontarians see global studio production as beneficial to the province. More than three in four (77%) say global studio productions deliver significant benefits to Ontario, and 83% would like the sector to become a bigger part of the provincial economy. Ontarians place high value on good jobs for Ontario workers, opportunities for local businesses, careers for creative workers and showcasing Ontario to the world (95% each), with good jobs rated highly valuable most often (54%).

3

Support for production incentives is broad and holds up as Ontarians learn more. Before seeing any information, nearly 9 in 10 (89%) support the provincial government putting in place more incentives to attract jobs through global studio productions. After reading a description of the Ontario Production Services Tax Credit, 83% support Ontario offering it, and support remains at 81% after respondents learn the credit is tied to Ontario spending and labour.

4

Economic benefits, particularly jobs, are the most important reasons Ontarians give for supporting the industry. When asked to choose, 61% say economic benefits such as jobs and spending with Ontario businesses are the most important reason to want more global studio projects. Supporting more than 35,000 jobs is the number one reason Ontarians identify for supporting the industry (24%), followed by the sector's contribution to the economy (21%) and spending with local businesses (14%).

KEY INSIGHTS

5 **Ontarians welcome more production in their own communities, in every region.** Nearly 9 in 10 (88%) would support more film, television, animation and visual effects production in or near their community, with support between 87% and 89% in every region. More than 8 in 10 (82%) agree the sector supports jobs and local businesses across Ontario, not only in Toronto.

6 **Support grows when Ontarians learn about the industry's economic contribution.** Only 22% initially see the sector as a large part of Ontario's economy. After reading about the sector's $2.7 billion contribution and 35,000 jobs, 81% say this makes them more supportive of Ontario attracting global production investment, including 49% who become much more supportive.

7 **Ontarians understand what is at stake if production leaves.** Nine in 10 (90%) expect fewer global productions would affect Ontario's economy, 80% expect an impact on jobs in their region and 77% on small businesses in their community. A majority (58%) say production can be made almost anywhere, so Ontario has to compete actively or the work will go elsewhere, two to one over those who think productions will come regardless (29%).

8 **Most Ontarians want the province to act, even when money is tight.** More than 8 in 10 (84%) say it is important for the Ontario government to act to keep the province competitive for production and protect related jobs, and three in four see this as primarily a provincial or a shared responsibility. If the government had to find savings, 58% say support for production should be protected because it brings in more than it costs, nearly three times the 20% who say it should be cut.

THE UPSHOT

Public opinion provides a supportive environment for policy that keeps Ontario competitive. Large majorities support more provincial incentives, want the sector to grow and expect the provincial government to act. After learning about the sector's economic contribution, most Ontarians expect a decline in global production to affect the economy, regional jobs and local businesses, showing that many view the sector's future in economic terms.

Support for the industry extends across the province. Nearly 9 in 10 Ontarians would welcome more production in their own community, with support high in every region, and more than 8 in 10 agree the sector supports jobs and local businesses across Ontario, not only in Toronto.

The case for the sector rests on jobs and economic return. Ontarians value the industry mainly for the jobs it creates and the spending that reaches local businesses, and supporting more than 35,000 jobs is the top reason they give for backing it. Even when weighed against the need for government savings, Ontarians favour protecting support for production by nearly three to one.

Support grows as Ontarians learn more about the industry. After learning about the sector's $2.7 billion economic contribution and 35,000 jobs, 81% say they are more supportive of Ontario attracting global production investment. Greater awareness of the industry's workforce, regional footprint and economic contribution can further strengthen already broad public support.

abacus data

Detailed Findings



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

More than three in four Ontarians (77%) believe global studio productions deliver significant benefits, with at least 7 in 10 agreeing across every age group and region.

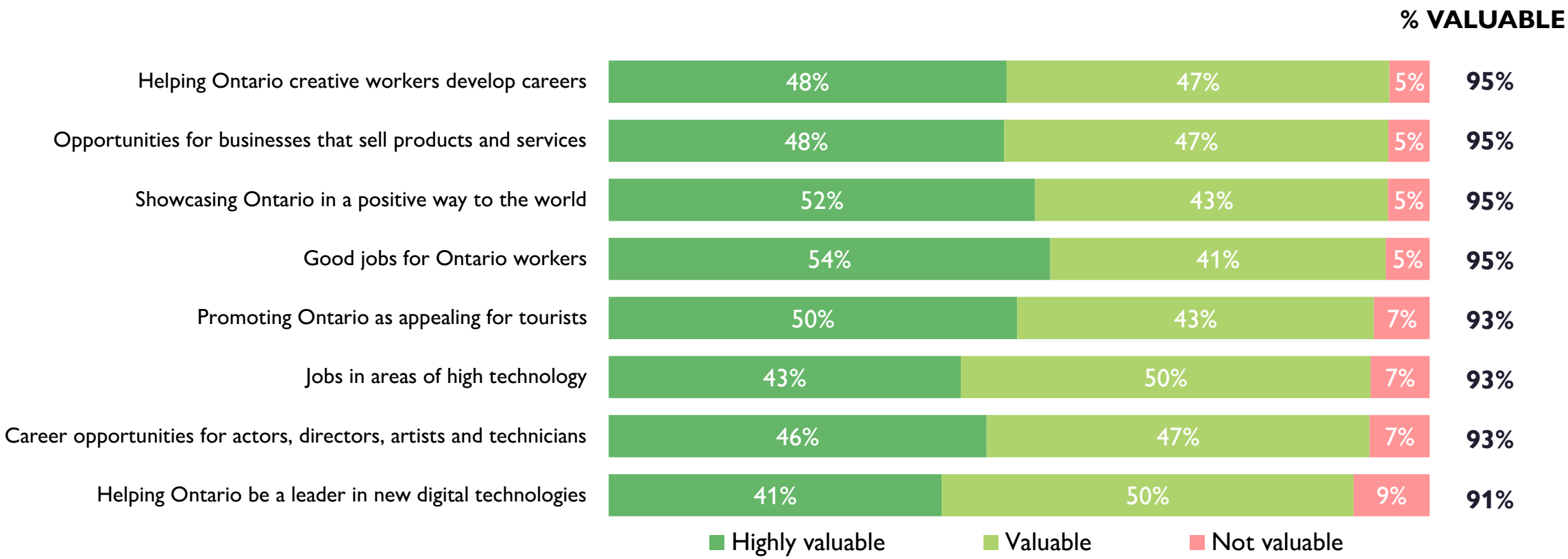


	TOT.	AGE				GENDER		REGION				IND. CONNECTION
		18-29	30-44	45-59	60+	Male	Female	Toronto	GTHA	Eastern	South - western	Yes
Yes, it does deliver significant benefits	**77%**	71%	74%	77%	84%	76%	78%	82%	78%	74%	73%	81%
No, it doesn't deliver significant benefits	**23%**	29%	26%	23%	16%	24%	22%	18%	22%	26%	27%	19%

[BASE] n=2,001

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

More than 9 in 10 Ontarians see every impact of global studio production as valuable, led by good jobs for Ontario workers (54% highly valuable).



[BASE] n=2,001

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

Nearly 9 in 10 Ontarians (89%) support the provincial government offering more incentives to attract jobs through global studio productions.

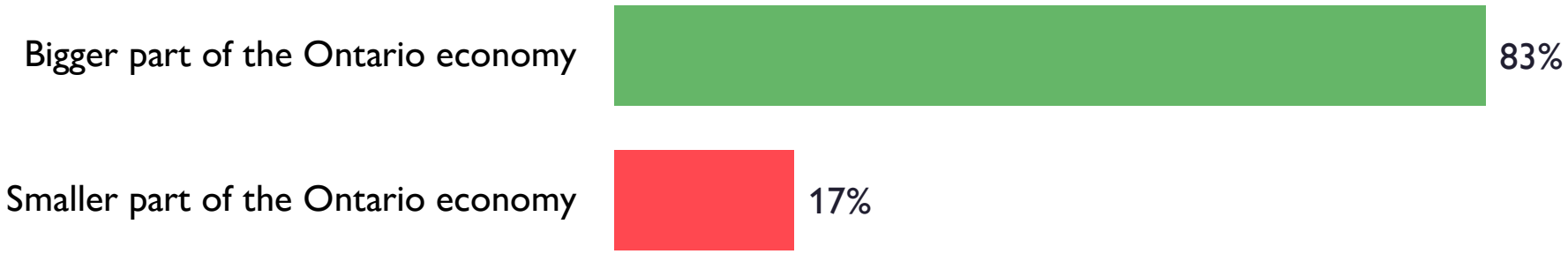


	TOT.	AGE				GENDER		REGION				IND. CONNECTION
		18-29	30-44	45-59	60+	Male	Female	Toronto	GTHA	Eastern	South - western	Yes
Support	**89%**	88%	88%	89%	91%	89%	90%	91%	89%	87%	91%	91%
Oppose	**11%**	12%	12%	11%	9%	11%	10%	9%	11%	13%	9%	9%

[BASE] n=2,001

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

More than 8 in 10 Ontarians (83%) want film and television production to become a bigger part of Ontario's economy in the coming years.

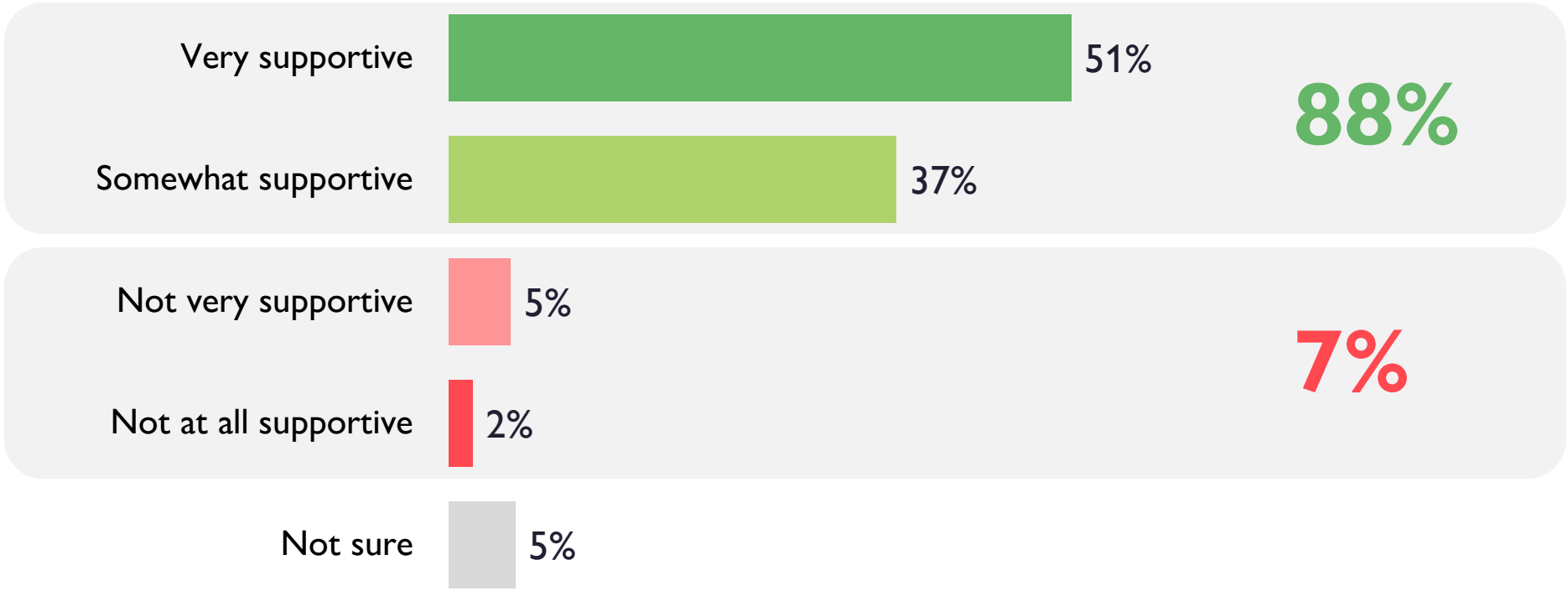


	TOT.	AGE				GENDER		REGION				IND. CONNECTION
		18-29	30-44	45-59	60+	Male	Female	Toronto	GTHA	Eastern	South - western	Yes
Bigger part of the Ontario economy	**83%**	79%	82%	82%	86%	82%	84%	84%	84%	77%	85%	86%
Smaller part of the Ontario economy	**17%**	21%	18%	18%	14%	18%	16%	16%	16%	23%	15%	14%

[BASE] n=2,001

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

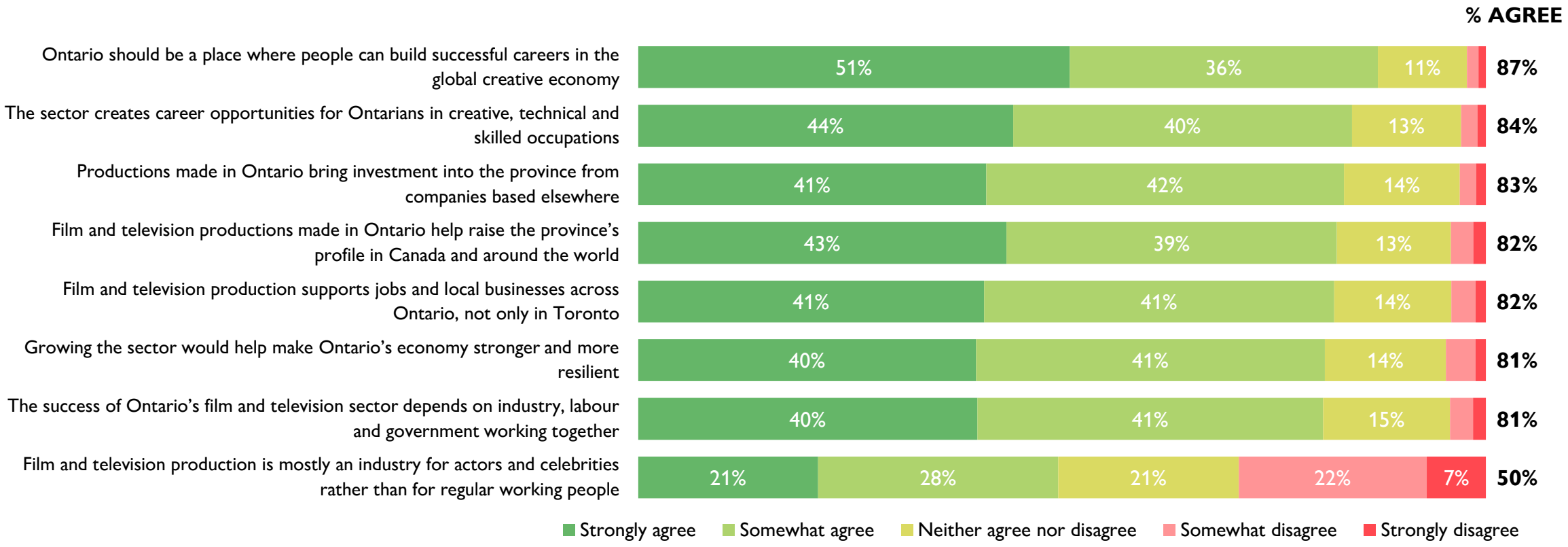
Nearly 9 in 10 Ontarians (88%) would support more productions in or near their community, including a majority (51%) who would be very supportive.



[BASE] n=2,001

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

More than 8 in 10 Ontarians see the sector's value for careers, investment and jobs across the province.

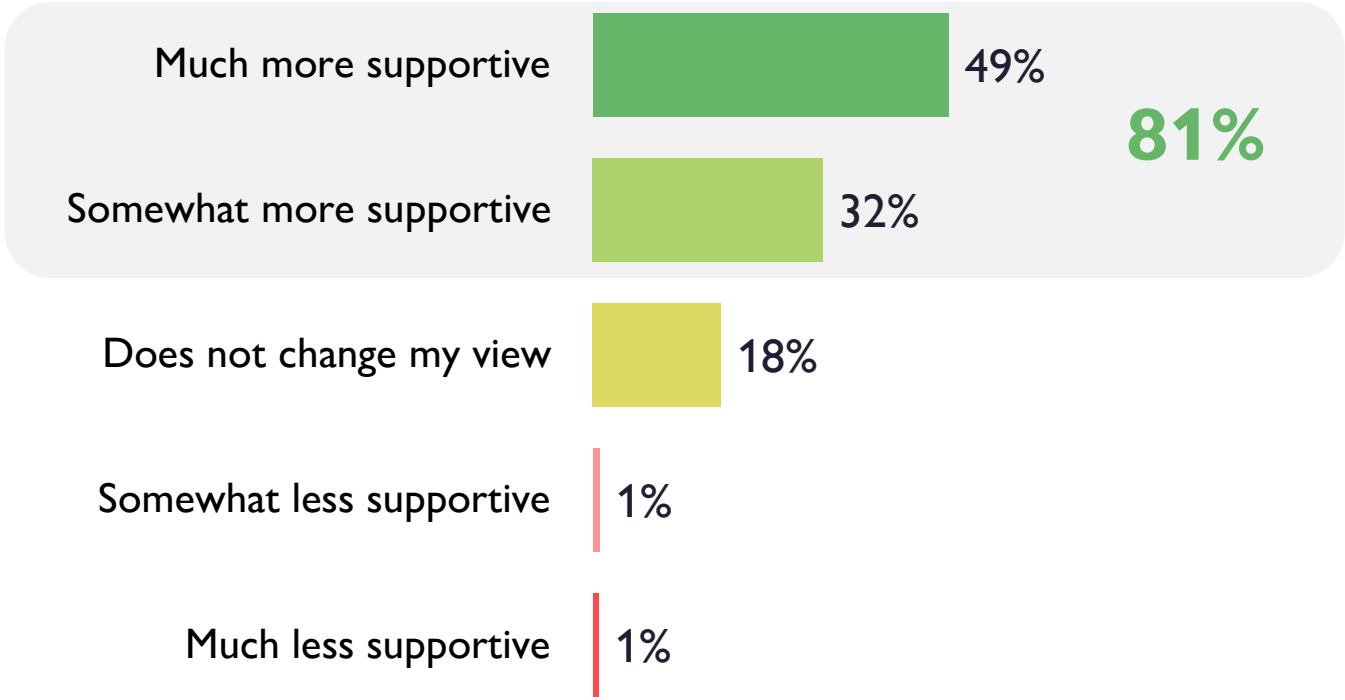


[BASE] n=2,001

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

After reading about the sector's economic contribution, 81% of Ontarians say they are more supportive of attracting global production investment; just 2% are less supportive.

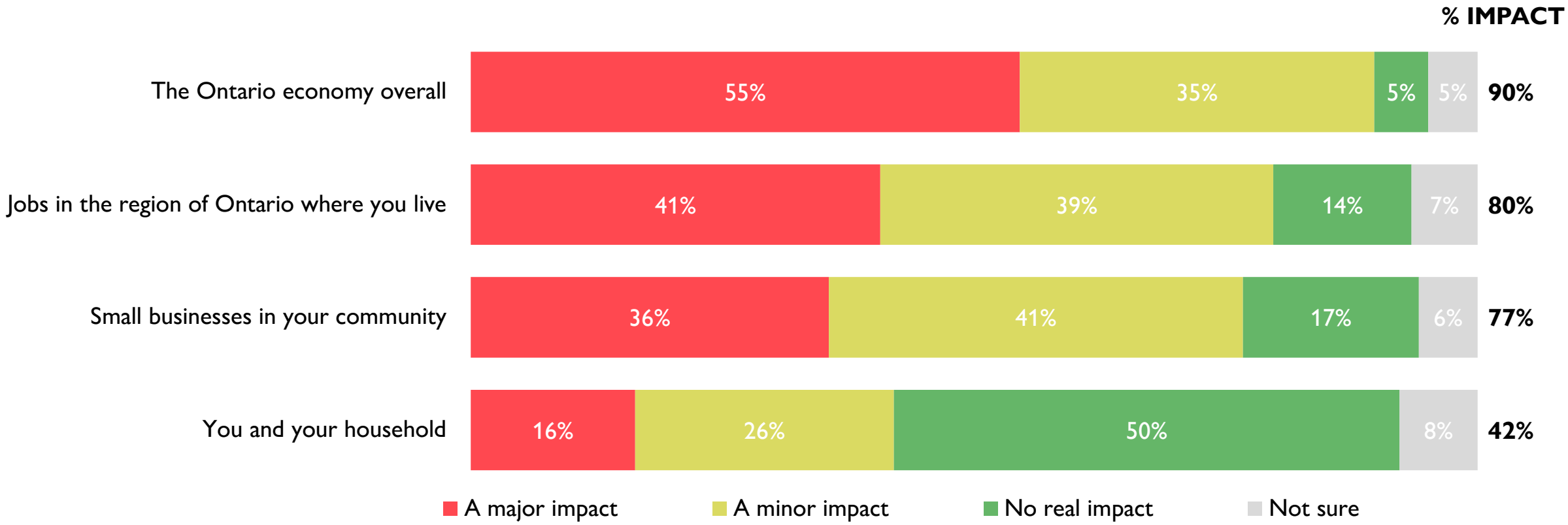
Ontario is one of the world's leading centres for film and television production. In 2025, the sector contributed $2.7 billion to Ontario's economy and supported more than 35,000 jobs, including camera crews, carpenters, set designers, drivers, performers, production staff and other skilled workers. About $1.9 billion of production spending (or 70%) came from global studios based outside Canada.



[BASE] n=2,001

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

Ontarians see fewer global productions hurting the economy (90%), regional jobs (80%) and local small businesses (77%).

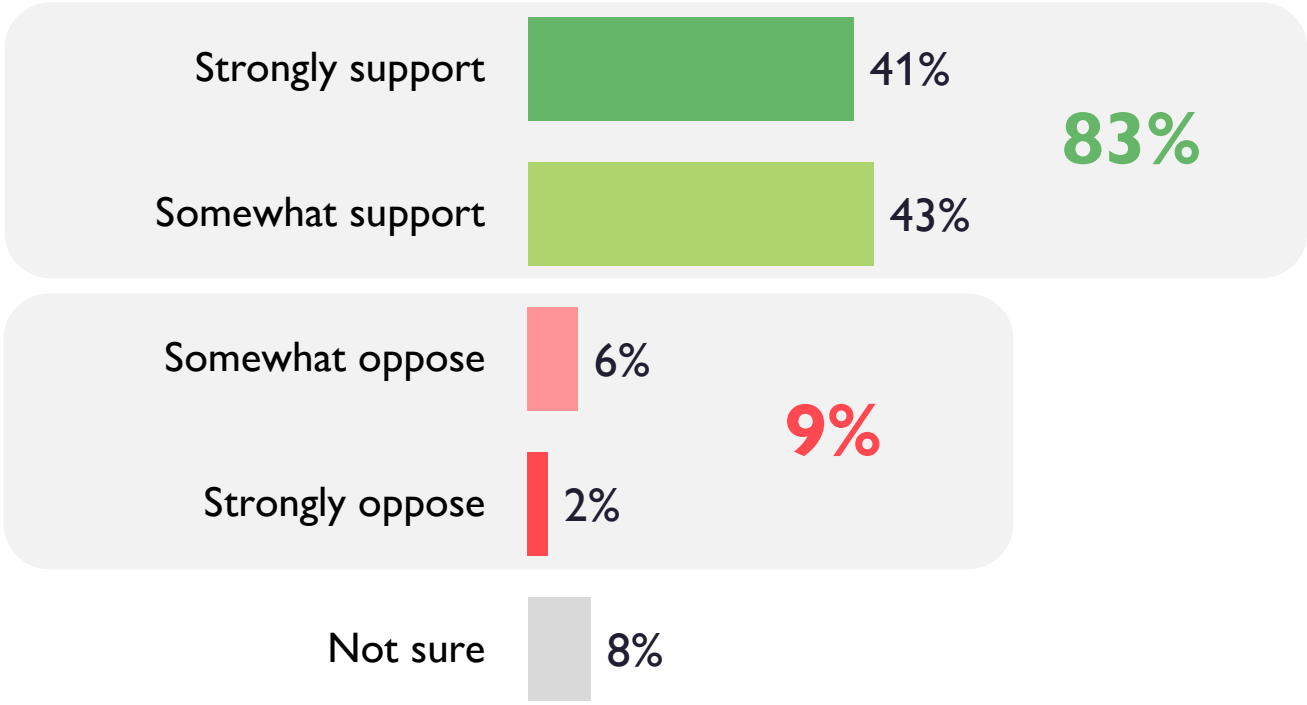


[BASE] n=2,001

Based on what you have read, do you support or oppose Ontario offering these incentives to attract film and television production to the province?

After reading about Ontario's production tax credit, 83% of Ontarians support the province offering these incentives, while 9% oppose.

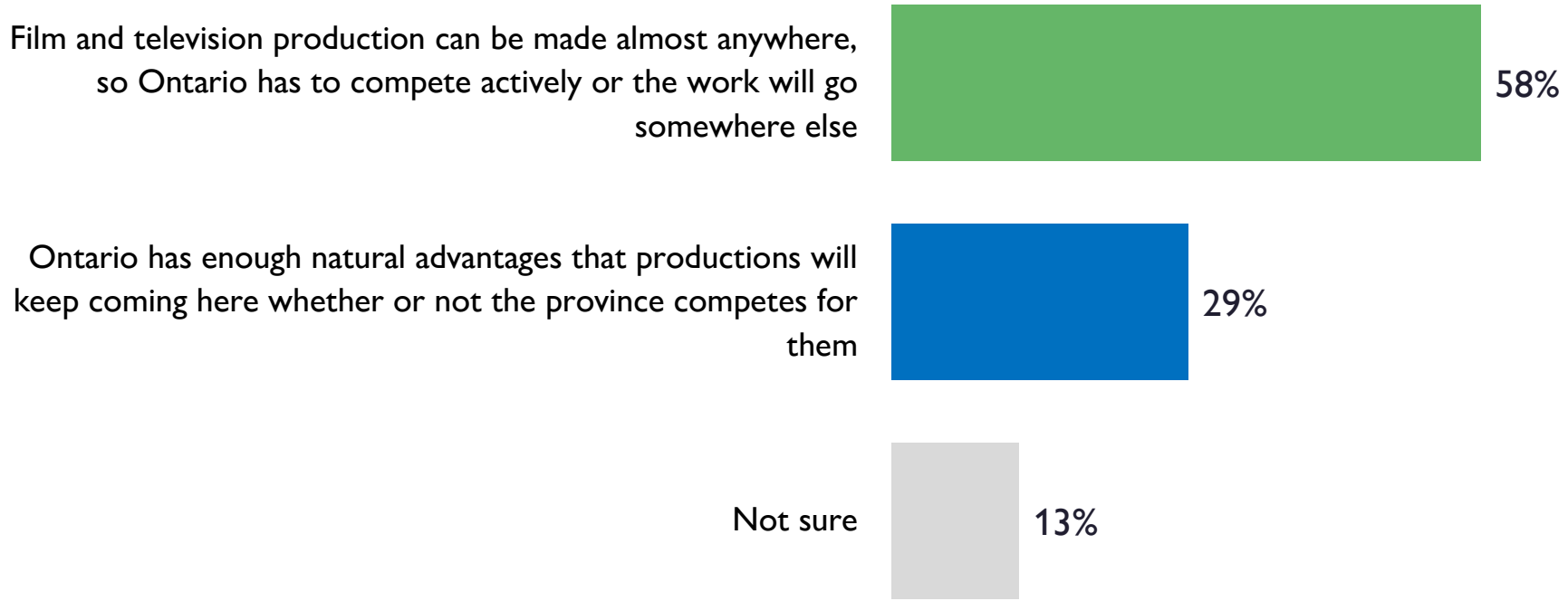
Ontario offers tax credits to encourage film and television productions to locate and spend money in the province. One of the main incentives available to productions, including productions from outside Canada, is the Ontario Production Services Tax Credit. It provides eligible productions with a refundable tax credit equal to 21.5% of qualifying production expenditures made in Ontario (e.g. hiring Ontario labour and buying production-related goods and services from Ontario businesses).



[BASE] n=2,001

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

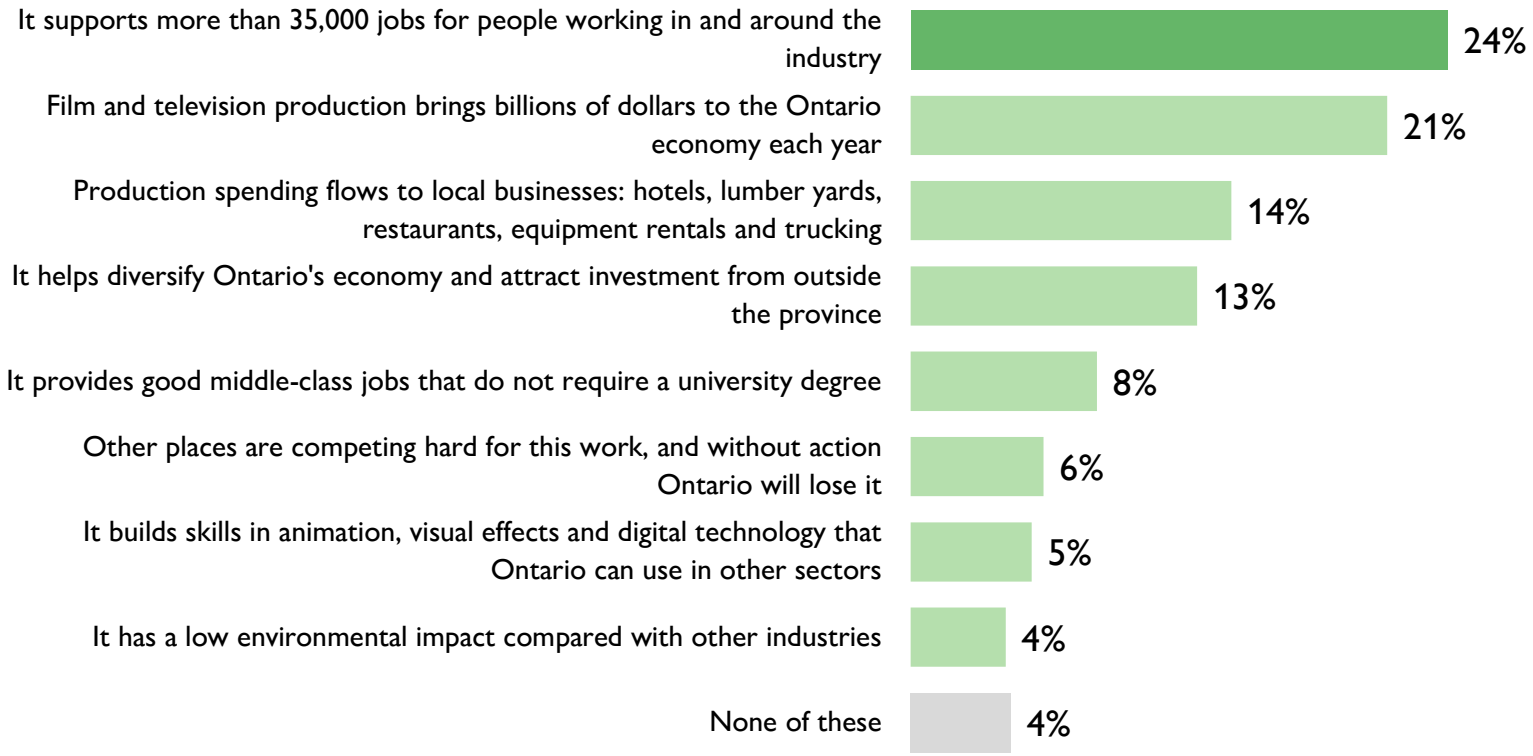
A majority of Ontarians (58%) say Ontario has to compete actively for film and television production or the work will go elsewhere, double the share (29%) who think productions will come regardless.



[BASE] n=2,001

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

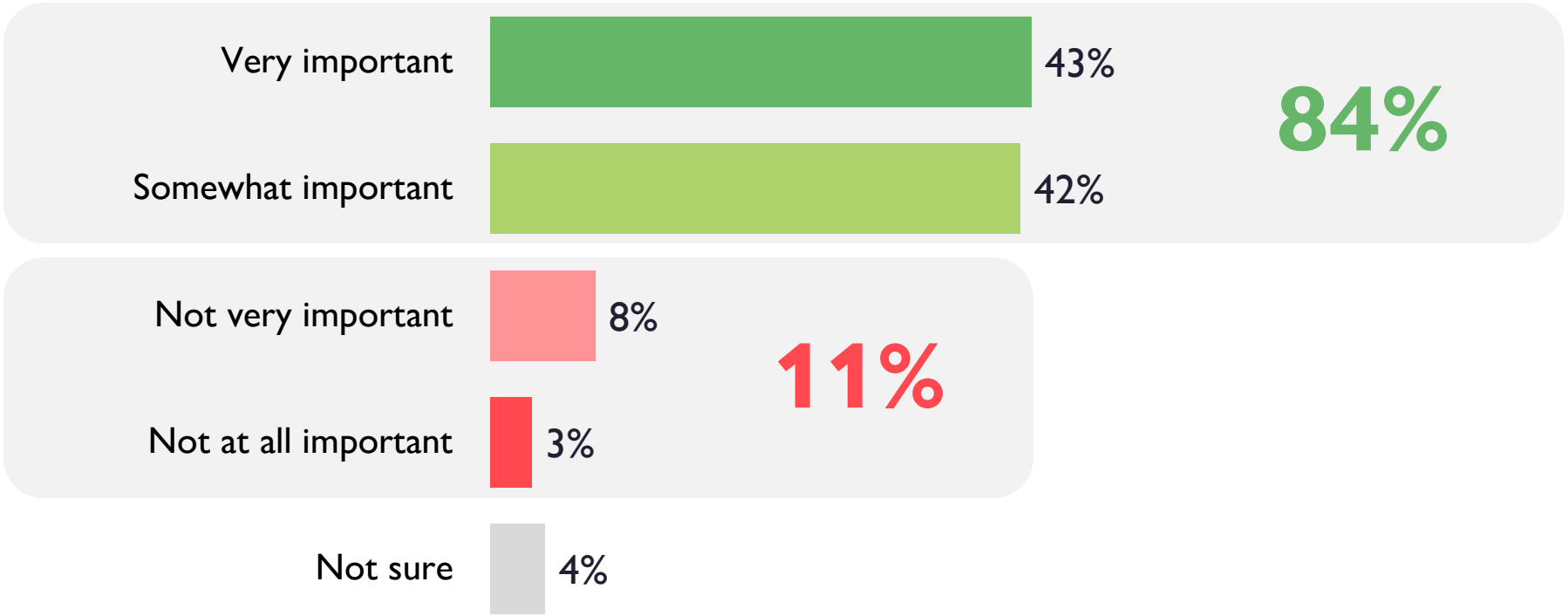
The most important reasons centre on economic impact, led by supporting more than 35,000 jobs (24%) and bringing billions to Ontario's economy each year (21%).



[BASE] n=2,001

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

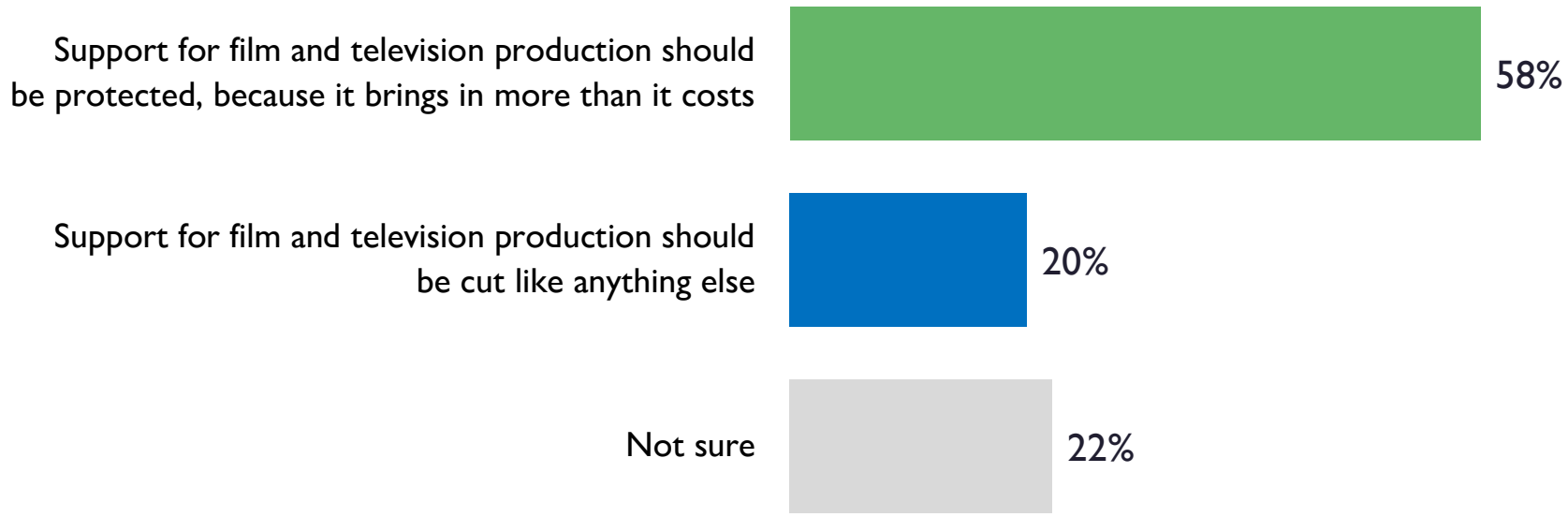
84% of Ontarians say it's important for the province to act to keep film and television production competitive and protect its jobs, including 43% who say it's very important.



[BASE] n=2,001

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

Faced with a need for savings, Ontarians favour protecting production support over cutting it by nearly three to one (58% vs. 20%).



[BASE] n=2,001

abacus data

Good decisions require good data.

Good data drives success.

CONTACT
info@abacusdata.ca