

# State Omnibus Survey Spring 2015

## Results for Louisiana Film Entertainment Association

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# Summary Report

The attached file contains the overall response frequencies as well as the crosstabs between those responses and a variety of demographics, including gender, age, education, race, household income, region, income, and political party (with and without individuals who lean towards a party).

Key results include:

- The public is split nearly evenly between those who are aware and those who are unaware of Louisiana's status as the number one production state for major motion pictures. Awareness is highly associated with age, education, household income, and region. Awareness is highest in the Baton Rouge area and lowest in the southwestern and northwestern parts of the state.
- Slightly more than ten percent of adult residents report either being employed by the film industry or knowing someone who is.
- Approximately 84% of the public agrees that jobs in the film industry are good for the state's economy. Responses are associated with age, education, race, household income, region, and political party.
- A similarly large share (88%) agree that movies produced in the state generate tourism. Responses vary by race, household income, region, and political party.
- Most Louisiana adult residents (83%) agree that the film industry benefits the state's economy. Although responses vary across a variety of demographics, there is no subgroup for whom a majority disagrees with this statement.
- More Louisiana residents (48%) have a positive opinion of the film tax credit program than have a negative view (11%). However, significant shares report they have neither a negative nor positive view (16%) or that they do not know (25%). These estimates suggest there is a significant lack of awareness about this policy.

# Frequencies

Values may not sum to 100% due to rounding.

Are you aware that in 2013 Louisiana was the number one production state for major motion pictures?

Yes	47
No	53
Don't know / Refused (Volunteered)	1

Are you, or anyone you know employed by the film industry in Louisiana?

Yes	13
No	84
DK/Refused (Vol.)	3

How much do you agree or disagree with the following statement: "The jobs movie productions create are good for Louisiana's economy."

Very much agree	53
Somewhat agree	30
Neither agree nor disagree	6
Somewhat disagree	4
Very much disagree	4
DK/Refused (Vol.)	3

How much do you agree or disagree with the following statement: "Movies produced in Louisiana bring attention to the state and help generate tourism."

Very much agree	57
Somewhat agree	31
Neither agree nor disagree	4
Somewhat disagree	5
Very much disagree	2
DK/Refused (Vol.)	1

How much do you agree or disagree with the following statement: "The film industry benefits the economy of the state of Louisiana."

Very much agree	53
Somewhat agree	30
Neither agree nor disagree	4
Somewhat disagree	6
Very much disagree	4
DK/Refused (Vol.)	3

What is your overall opinion of the Louisiana Motion Picture Tax Credit Program?

Very positive	22
Somewhat positive	27
Neither positive nor negative	16
Somewhat negative	7
Very negative	4
DK/Refused (Vol.)	25

## Survey Methodology

Data in this report are from a randomly selected, statewide representative group of adult residents of Louisiana. Data were collected via telephone interviews conducted from March 10 to March 31, 2015, among a randomly selected state sample of 1,045 adult residents (18 years or older). The survey includes a traditional landline telephone survey combined with a survey of Louisiana cell phone users. The combined sample of 1,045 respondents includes 525 respondents interviewed on a landline and 520 respondents interviewed on a cell phone. The design of the landline sample ensures representation of both listed and unlisted numbers by use of random digit dialing. The cell phone sample is randomly drawn from known, available phone number banks dedicated to wireless service.

The response rate is 21% for the landline sample and 10% for the cell phone sample. This response rate is the percentage of residential households or personal cell phones for which an interview is completed. The rates are calculated using the American Association for Public Opinion Research's method for Response Rate 3 as published in their Standard Definitions. Response rates have declined steadily for all surveys over the past several decades. The response rates for the 2015 Louisiana Survey are within the range of what national survey research organizations such as Gallup and the Pew Research Center have reported.

The combined landline and cell phone sample is weighted using an iterative procedure that matches race and ethnicity, education, household income, gender and age to known profiles for Louisiana found in the Census Bureau's American Community Survey. The sample is also weighted for population density by parish using parameters from United States Census data.

Weighting cannot eliminate every source of nonresponse bias. However, random sampling combined with accepted weighting techniques has a strong record of yielding statistically valid results. The margin of error and tests for statistical significance take this weighting into account.

The overall survey has a margin of error of +/- 3.1 percentage points. The margin of error for demographic or partisan subgroups are larger than for the total sample.

In addition to sampling error, as accounted for through the margin of error, readers should recognize that questions wording and practical difficulties in conducting surveys can introduce error or bias into the findings of opinion polls.

PPRL bears no responsibility for errors of interpretation made by any users of the data.

Please direct any questions concerning survey methodology to:

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## Regional Definitions

Respondents are divided into six regional groups based on parish of residence using the following classifications:

New Orleans Area: Jefferson, Orleans, Plaquemines, St. Bernard  
[173 respondents]

Baton Rouge Area: Ascension, East Baton Rouge, East Feliciana, Iberville, Livingston, Point Coupee, St. Helena, West Baton Rouge, West Feliciana  
[215 respondents]

Northwest Louisiana: Bienville, Bossier, Caddo, Claiborne, De Soto, Natchitoches, Red River, Sabine, Union, Vernon, Webster  
[140 respondents]

Northeast Louisiana: Avoyelles, Caldwell, Catahoula, Concordia, East Carroll, Franklin, Grant, Jackson, La Salle, Lincoln, Madison, Morehouse, Ouachita, Rapides, Richland, Tensas, West Carroll, Winn  
[148 respondents]

Southwest Louisiana: Acadia, Allen, Beauregard, Calcasieu, Cameron, Evangeline, Iberia, Jefferson Davis, Lafayette, St. Landry, St. Martin, St. Mary, Vermilion  
[199 respondents]

Southeast Louisiana (excluding New Orleans Area and Baton Rouge Area): Assumption, Lafourche, St. Charles, St. James, St. John the Baptist, St. Tammany, Tangipahoa, Terrebonne, Washington  
[170 respondents]

