



What people think,  
feel and do



Camargue

Marlow Film Studios



Key findings

26 April 2024



## OPINIUM RESEARCH

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# Project details

PROJECT NUMBER	UK25279
PROJECT NAME	Marlow Film Studios
CLIENT COMPANY NAME	Camargue
PROJECT MANAGER NAME	Henry Oliver
SAMPLE	500 Residents of the Buckinghamshire Area
FIELDWORK DATES	28/03/2024 – 25/04/2024

## Support for Studio High

### Buckingham residents within a 5-mile area of the proposed studio twice as likely to be aware of the proposed Marlow film studio than the rest of Buckinghamshire

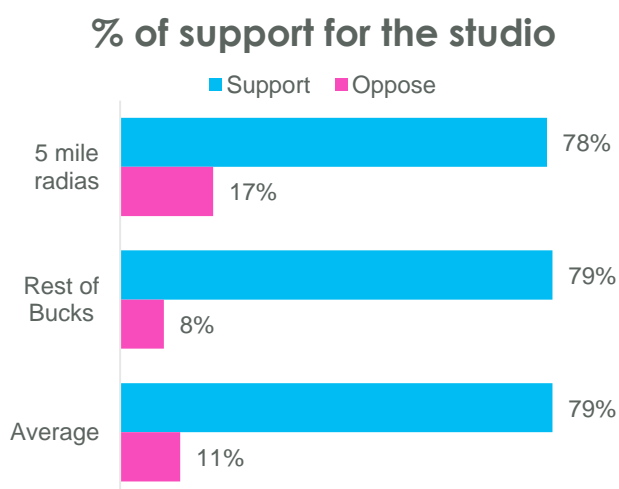
Only two fifths (41%) of Buckinghamshire respondents were aware of the plan before taking the survey, contrasting with the 59% of respondents who were not.

Individuals living within a five-mile radius of the proposed site are more than twice as likely to be aware of the studio than the rest of Buckinghamshire (66% vs. 30%).

Meanwhile, individuals who intend to vote for Conservative councillors in the local elections are more likely to have heard of the proposal than intended Labour voters (44% vs. 34%). Individuals who are intending to vote for the Liberal Democrats\* are slightly more aware than the other two main parties, with almost half (47%) aware of the new studio's proposal. Two fifths (40%) of undecided voters are aware of the proposed studio, while only 36% of non-voters are.

### Vast majority of Buckinghamshire residents surveyed support the creation of the film studio

Citing the creation of 4,000 new jobs, investment in the local road network, public transport, and the development of a new public recreation space, four fifths (79%) of Bucks residents support the building of the film studio in Marlow. Of those who support the studio's creation, almost half (47%) fully support it. Only one in ten (11%) oppose the proposal.



Individuals surveyed within a five-mile radius of the proposed site are almost just as likely to support the studios creation as those from the rest of Buckinghamshire (78% vs. 79%).

Politically, respondents intending to vote for a Conservative councillor in the next local elections are more likely to initially support the film studio's creation than intended Labour voters (89% vs. 82%). Despite being slightly less likely to support the studio than their Conservative and Labour counterparts, 71% of Liberal Democrat\* voters

supported the proposal. Meanwhile, four fifths (80%) of undecided voters gave their support for the project, and 79% of those not intending to vote.

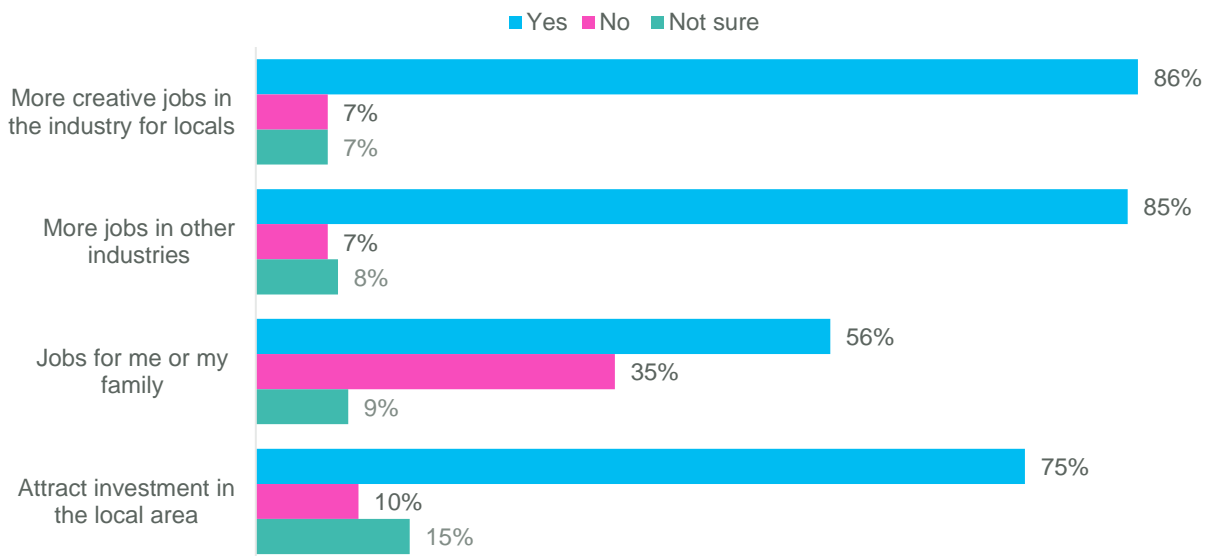
Of the three separate prompts shown to respondents, Marlow Film Studios' commitment to improving biodiversity by 20% and making 36 hectares of land available for recreation and wildlife to complement the local vision of creating a new Country Park was the most likely to increase peoples support for the studios (54%). Funding at least 600 traineeships for people to acquire new skills and jobs within the local area increased support by half or respondents (50%), while a proposed upgrade to the A404/A4155 increased support by two fifths (41%).

## Majority of Buckinghamshire residents recognise the new job opportunities it could bring to the county

Almost nine in ten believe that it will open more creative jobs opportunities in the film and TV sector for local people (86%), while almost the same proportion (85%) believe that it will create more jobs in other industries due to the increased local demand from the film and TV industry. Further to this, 56% say that it will also provide job opportunities that them and their families might use.

An increase in local investment for the county is also recognised, with three quarters (75%) surveyed saying that the new studio will attract other investment to the local area from government and business.

### % of respondents who believe the film studio will create...





## Local councils in Bucks could do more to develop new business opportunities and attract more local employment

Asked whether the local councils were doing enough to develop new business opportunities in their local area, a third (34%) disagreed. One fifth (18%) of those who disagreed, strongly disagreed.

Focusing on the local council's ability to attract more employment in the area, 37% disagree that their local council is doing enough. Almost one fifth (18%) of those who disagree strongly disagree with the statement.

Thinking about the top priority for planning policy in the area, residents surveyed identified better infrastructure and amenities (35%), protecting the countryside (25%), and investing in local businesses and jobs (22%).

With Buckinghamshire being one of the leading centres of global film making, residents think it's important for the council to support the local film and TV industry in Bucks because it provides additional jobs (90%), support for students interested in working in film (84%), and it is important that the county maintains its strong advantage in comparison to other areas in the UK (79%). Meanwhile, three quarters believe that it is important that the UK leads in this field (75%).

Over three quarters (78%) of respondents agree that a new film studio in Buckinghamshire would develop the creative talent and create new job opportunities in the surround areas. Meanwhile, 71% of respondents agreed that a new film studio would help the local economy and benefit everyone in Buckinghamshire, and 69% agree that the studio will help to sustain its world-leading position in film and TV.

## Over two fifths of Buckinghamshire parents surveyed believe their children or grandchildren would like to work in the film and TV sector in Buckinghamshire when they are older

Thinking about the future of Buckinghamshire, almost three fifths (57%) of residents are confident that their children or grandchildren will be able to get a job in the creative sector in Buckinghamshire if they wanted to. Interestingly, one in ten (11%) wouldn't want them to get a job in Buckinghamshire.

*\*The figures in this report relating to Liberal Democrat voters are indicative, and come from 34 responses out of the total sample of 500 adults in Buckinghamshire.*

# About Opinium

**OPINIUM** is an award winning strategic insight agency built on the belief that in a world of uncertainty and complexity, success depends on the ability to stay on pulse of what people **think, feel** and **do**. Creative and inquisitive, we are passionate about empowering our clients to make the decisions that matter. We work with organisations to define and overcome strategic challenges – helping them to get to grips with the world in which their brands operate. We use the right approach and methodology to deliver robust insights, strategic counsel and targeted recommendations that generate change and positive outcomes.

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