



UBCP/ACTRA

2021 MEMBER CENSUS REPORT



UBCP/ACTRA

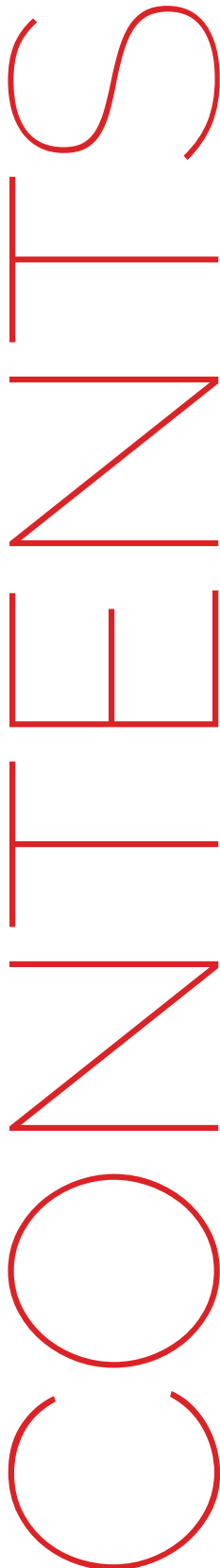
UBCP/ACTRA
February 2022
Membership Census Report

All rights reserved. No part of this report may be reproduced or transmitted in any form or by any means, electronic, mechanical, photocopying, recording or otherwise without prior permission from UBCP/ACTRA.

Questions concerning this report, or further information on the census methodologies, terms, and techniques for conducting a census are welcome and can be directed to:

UBCP/ACTRA
Industry Relations Department
300 – 380 West 2nd Avenue
Vancouver, BC
V5Y 1C8





4
Executive Summary

5
Definition of Terms

6
Introduction & Objectives

7
General Membership Overview

8
Methodology

11
Insights from Phases 1 & 2 of the Member Census

- Inclusion of Performers Identifying as BIPOC
- LGBTQIA2+ Inclusion
- Gender Equity
- Age Inclusion
- Disability Inclusion

19
Phase 3: New Member Onboarding Survey

20
Opportunities

21
Recommendations

22
Acknowledgements

23
Appendices

EXECUTIVE SUMMARY

UBCP/ACTRA represents more than 7,800 performers working in BC's recorded media sector. The membership consists of a wide range of disciplines including actors, voiceover artists, stunt performers, background performers, dancers and puppeteers.

UBCP/ACTRA's principal role is to negotiate, administer and enforce collective agreements to provide performers with equitable compensation as well as safe and reasonable working conditions. UBCP/ACTRA's collective agreements contain provisions relating to rates of pay and use fees, health and safety, bookings and cancellations, benefits and retirement, and preference of engagement.

In 2021, UBCP/ACTRA conducted a survey to learn more about the membership. Prior to this, there was little information available about the member demographic, and limited data on the issues members care about and the direction they would like to see the Union take. While the Union's priorities have always been shaped by the members, this census was designed as a platform for all members to have the opportunity to provide feedback.

The census provided insight into members' experiences working in the recorded media industry, including what they enjoy most and the challenges they face. UBCP/ACTRA has a diverse membership who identify with a broad range of identity markers. The census revealed that a member's age, sex, gender, sexual orientation, race, or disability might impact their experiences in the recorded media industry. Some responses suggested that the demographic markers may also impact how much money a member earns and how much work they might be likely to find in the industry.

There were reports of members experiencing or witnessing discrimination relating to disabilities, race and gender identity. Members also reported a lack of authentic roles for equity-seeking performers. They say that when they are able to find roles, they are often one-dimensional and reinforce negative stereotypes.

While there is still a great deal of work to be done, members have cited some notable signs of positive change, including improvements in representation, conscious effort towards the development and availability of authentic roles, reliable work opportunities for equity-seeking groups, as well as less discrimination and mistreatment across the industry.

UBCP/ACTRA aims to use the census data to strengthen our advocacy efforts and ensure that our work reflects the diverse needs of our membership. We want to show all our members that their voices count. Our goal is to foster the development of an industry that is free of discrimination and mistreatment, in which all performers have equal access to work opportunities.

DEFINITION OF TERMS

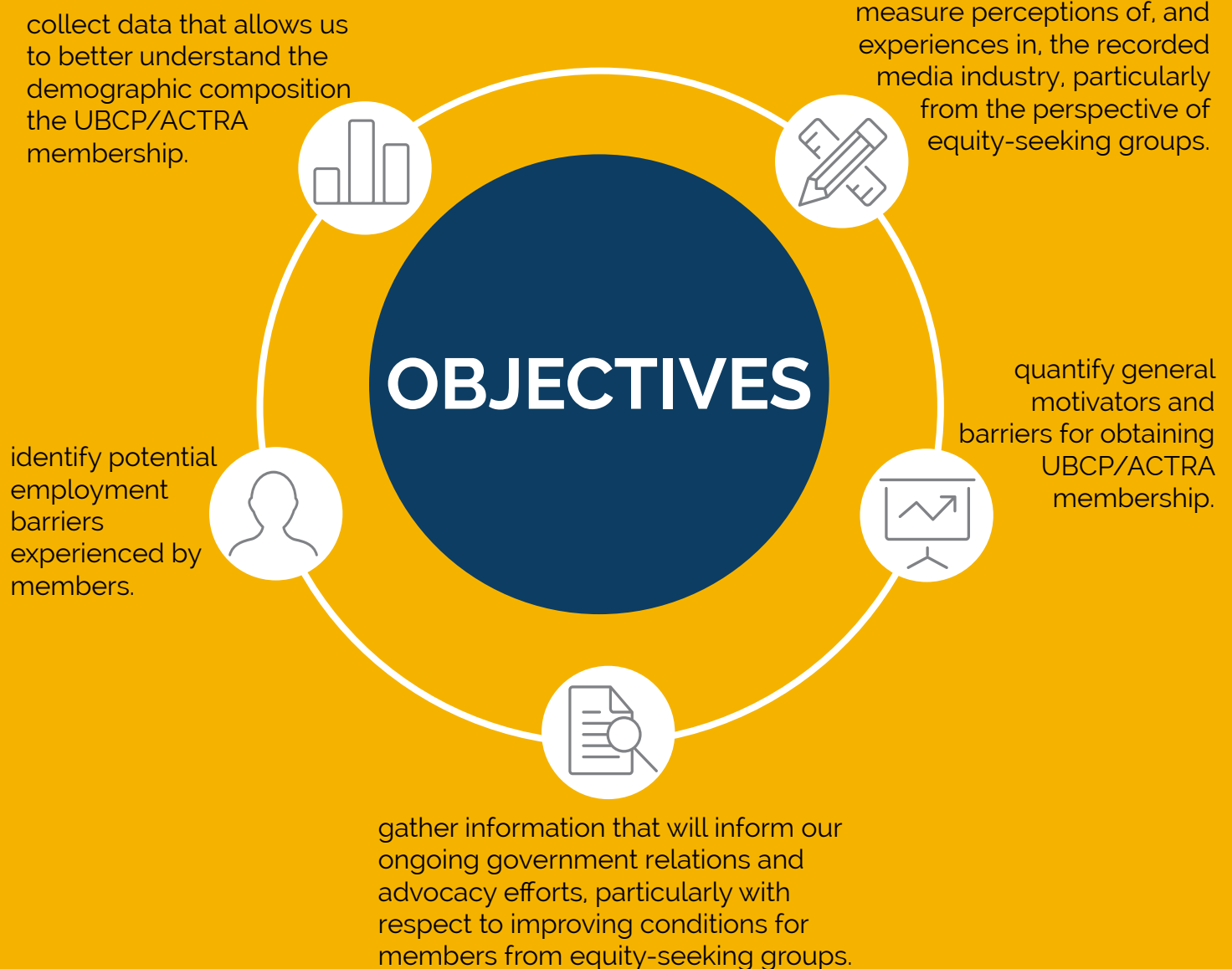
Term	Definition
BIPOC	An acronym which stands for Black, Indigenous, or Person of Colour.
Cisgender	Describes someone who identifies as the gender they were assigned at birth.
Equity-seeking group	Describes people and communities who experience significant barriers to participating in society. They experience reduced access to opportunities and resources compared to those whose identities conform with the majority in their society. These groups are "equity seeking" because they are looking for equitable access to those opportunities and resources.
LGBTQIA2+	An umbrella term to describe a range of gender and sexual identities. It stands for Lesbian, Gay, Bisexual, Transgender, Queer, Intersex, Asexual, Two-Spirit and any additional ways in which people choose to self-identify.
Non-binary	Describes the gender identity of a person who identifies as neither male nor female.
Racialized	Describes people who are non-white/Caucasian.
Sexual identity	How a person identifies with who they are romantically/sexually attracted to.
Transgender	Describes someone who identifies as a different gender than the one they were assigned at birth.

INTRODUCTION

This census is the culmination of dedicated work by members, the Executive Board and staff. The initiative started in 2017, when the former Diversity & Inclusion Committee conducted an informal survey to determine how many BIPOC members were being cast in productions made in British Columbia. Results concluded that BIPOC performers were underrepresented in the recorded media sector, revealing the need to do more to understand the needs of equity-seeking members.

We are building on that important work with this member census. Through the completion of the census and the development of this report, UBCP/ACTRA is better equipped to support bargaining efforts, inform advocacy initiatives and deliver improved services to all members.

The UBCP/ACTRA Member Census is the first of its kind to be conducted. The overall objectives of this initiative are to:



GENERAL MEMBERSHIP OVERVIEW

At the time of conducting the census, the Union had 7297 active members. As part of the Union's membership application process, members typically share general information including age, location, gender, and whether they identify as a person living with a disability.



Youngest Member
1 yr 9 mth



Oldest member
107 yrs



UBCP/ACTRA jurisdiction includes the Yukon, with 2 members in that territory.

38%

of members
live in Vancouver.



of the membership is over the age of 65.



Mean age of the membership

METHODOLOGY

The census was conducted by Lux Insights and covered three areas. The first was self-identification, where we asked members demographic-focused questions. Next, members were asked about their perceptions of UBCP/ACTRA as their representative in the recorded media sector. Finally, we asked questions about the treatment of equity-seeking members in the industry.

A combination of qualitative and quantitative research methods were used in conducting the census. The process was divided into three phases.



Phase 1: In-depth Interviews (IDIs)



Detailed 45-minute-long in-depth interviews (IDIs) were conducted with 24 UBCP/ACTRA members. The process to determine the 24 interviewees included sending a short screener survey to 1000 of our members. A total of 500 surveys were sent to randomly selected members, and a further 500 were sent to randomly selected members from within certain groups. This helped ensure participation of a broad cross-section of our membership.

Approximately 100 members completed and returned their screener surveys. From this group, we invited 35 members to an interview, and 24 agreed to participate.

The 24 participating interviewees had a variation of the following factors:

- Performance areas
- Level of engagement/participation with UBCP/ACTRA
- Sex
- Ethnicity
- Sexual identity
- Annual income from industry
- Years active within industry
- Membership tenure
- Membership types
- Mix of geographic range within BC

The IDIs were conducted between November 10 and December 7, 2020 by video call or phone. All interviews were conducted in English.

The IDIs helped to inform the next phases of the work and the questions to ask at the Member Survey phase.

Phase 2a: Member Survey

A total of 7,149 members in good standing were invited to complete a 13-minute-long survey comprised of 27 questions. Members could complete the survey between February 24 and April 6, 2021. This timeline was chosen so the team could sufficiently process the information learned from Phase 1, and also encourage maximum membership participation in Phase 2.

Members with email addresses on file received an email invitation with a survey link. The members without email addresses were mailed a paper copy of the survey for completion. Less than 15 participants completed paper surveys. The responses were manually entered into the database by Lux staff and incorporated into the online responses. The paper surveys were then shredded to ensure information security.

The Union launched an *Everybody Counts* campaign aimed at promoting the census and the incentives for participating. Between March and April 2021, we sent emails and shared social media posts encouraging members to participate in the census.

In total, 2,554 members completed the census survey, representing 38% of the total membership (with a 1.9% margin of error). Members who completed the survey were entered into a contest to win 1 of 3 \$150 Visa gift cards.

All results are shown at the 95% confidence level, which indicates that the results of the census are highly reliable. All data collected in connection to the census is owned and stored by UBCP/ACTRA. All census information is held by UBCP/ACTRA in compliance with all applicable laws and regulations, including the Personal Information Protection and Electronic Documents Act ("PIPEDA").



INSIGHTS FROM PHASES 1 & 2 OF THE MEMBER CENSUS

Pursuing a Career in the Recorded Media Industry

Members reported that although entering the industry is typically straightforward, there are particular problems associated with the earliest stages of their careers. Challenges emerge when members try to progress their careers or maintain ongoing success. For many members across various demographic groups, intense competition for a limited number of substantial roles can make it hard to transition from taking occasional smaller roles to pursuing a full-time career.

Working in the recorded media sector can mean periods of financial hardship, sometimes forcing members to leave the industry entirely. Citing these challenges, many members described having additional jobs away from the industry.

Inclusion of Performers Identifying as BIPOC

“ [The makeup department] always want to make me look darker skinned, more stereotypically middle eastern. I've felt uncomfortable... It's bad enough for me, but from what I've heard it's a complete disaster for Black actors. ”

- Woman, 31 years, Middle Eastern, member for 4-5 years

1. Insights from In-depth Interviews

Members responses indicate that the industry's consideration of racial diversity and inclusion is increasing. Scripts are encouraging racial diversity, and casting often follows, with more open casting calls available to performers of any ethnicity. BIPOC performers are finding more opportunities to play roles that reflect their cultures and communities.

Responses indicate a need for producers to engage genuinely with BIPOC members and their stories and to avoid tokenizing and stereotyping. While there has been progress, BIPOC members find themselves playing one-dimensional roles, such as “oppressed Middle Eastern woman” or “Nerdy Asian guy”. They believe that the continued pervasiveness of these kinds of roles reinforce harmful stereotypes.

Members who identify as BIPOC also described significant problems when dealing with hair and makeup at work. Some mentioned having to bring their own products to work, and even doing their own hair and makeup, because hair and makeup departments are ill-prepared to work with darker skin and textured hair.

2. Insights from Census Survey

Most of our membership (75%) self-identify as White or European. Some members reported that while they do not identify as White or European, they are able to pass as White and this may increase their work opportunities.

8% of members said they experienced race-based mistreatment in the past year, with 16% saying they have observed this type of mistreatment.

Black or African and East Asian performers reported the highest levels of race-based mistreatment. While Black or African performers make up only 8% of the membership, 35% of those surveyed said they experienced mistreatment on the basis of race. East Asian performers are similarly overrepresented in these statistics. Of the 4% of members who identify as East Asian, 31% said they experienced race-based mistreatment.

BIPOC members reported a number of specific concerns. BIPOC members have negative experiences with hair, makeup, and lighting, and find that even experienced technicians do not know how to work with textured hair or darker skin.

Self-Described Ethnic Origin/Race

Perceived Ethnic Origin/Race



These questions allowed members to select more than one racial/origin. For example, a member could have selected White and Black/African. "Other" ethnic origin mentions include: Italian, Pacific Islander, Persian, Jewish and non-race identifying.

LGBTQIA2+ Inclusion

“ I have heard ‘locker room talk’ and people using derogatory language to describe gay people. But it’s very rare in my experience. What I want to see is a broader acceptance that queer lifestyles are normal.”

- Man, 40 years, Gay, member for 0-3 years

1. Insights from In-depth Interviews

Responses indicate that members have noticed an increased awareness and acceptance of LGBTQIA2+ people at work and that portrayals of LGBTQIA2+ people are improving. They also highlighted more casting calls for authentic LGBTQIA2+ characters, and greater respect and support on set.

However, LGBTQIA2+ members still report experiences of discrimination and mistreatment. Notably, transgender, and non-binary performers reported particularly poor experiences working in the industry.

2. Insights from Census Survey

79% of members reported their sexual identity as straight/heterosexual, with no more than 4% of members saying they identified with any other individual category of sexual identity.

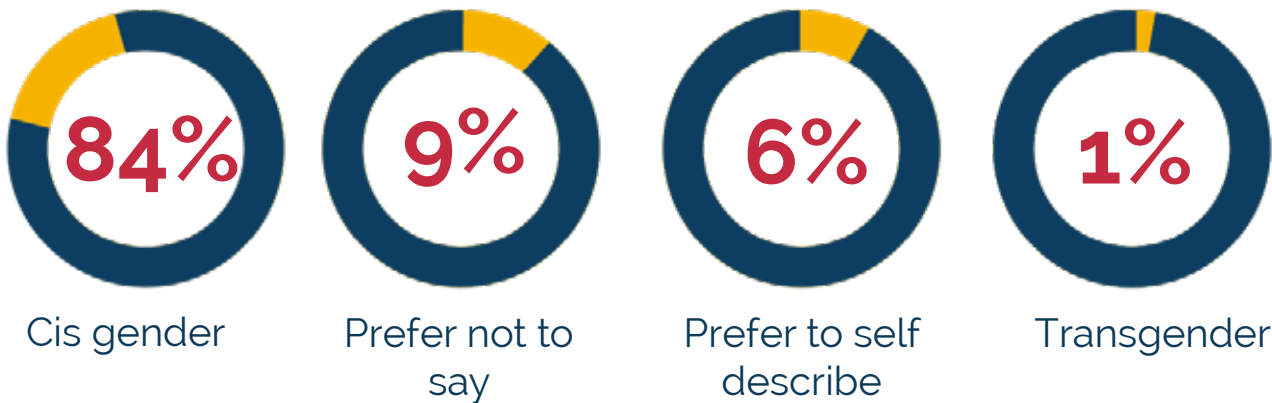
59% of the members who reported LGBTQIA2+ discrimination identified as men.

While only 1% of members reported that they identify as non-binary, these performers made up 10% of those who reported gender-based mistreatment.

28% of all members, and 41% of self-identified LGBTQIA2+ members, said they would be uncomfortable disclosing their sexual identity on set. Members reported concerns about coming out as LGBTQIA2+, which include bullying and harassment, being “type cast” to exclusively play LGBTQIA2+ roles, and other forms of discriminatory mistreatment.

LGBTQIA2+ performers reported a lack of genuine LGBTQIA2+ roles being created, saying that many such characters are written in a way that reinforces stereotypes. They also reported that straight performers are often cast in LGBTQIA+ roles to the exclusion of LGBTQIA+ performers.

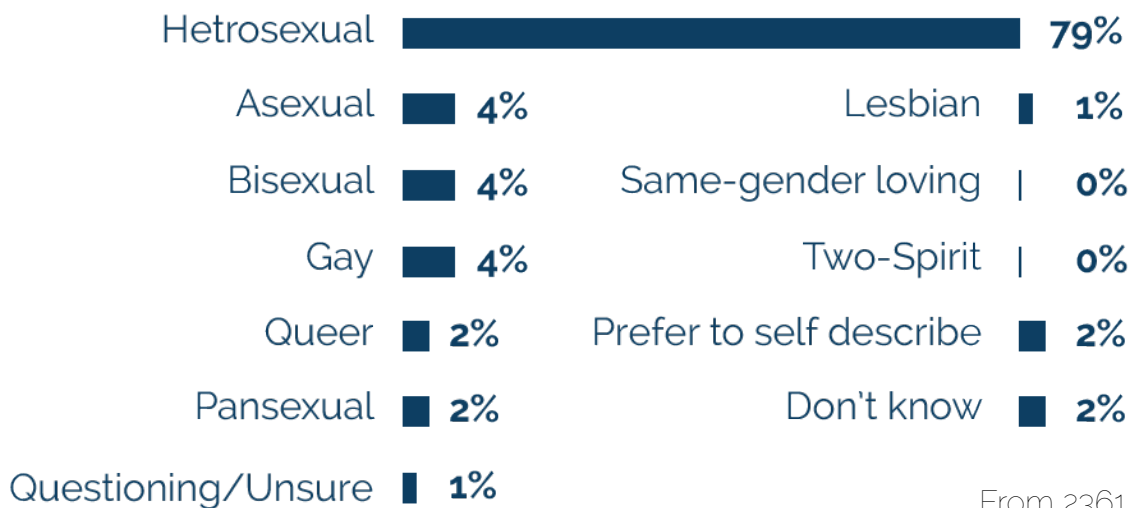
Which of the following best describes your gender identity?



From 2554 responses

Which of the following best describe your sexual identity?

"Prefer not to say" excluded.



From 2361 responses

How comfortable do you generally feel disclosing your sexual identity in your work within the recorded media industry?

28%

OF ALL MEMBERS

41%

OF ALL LGBTQIA2+ MEMBERS

Feel uncomfortable (net) disclosing their sexual identity

From 2554 responses

Gender Equity

“Sexism... do we really need to still say 'woman scientist'? Many roles that could easily be for a woman are still traditionally written and assigned to men.”

- Woman, 58 years, member for 21+ years

1. Insights from In-depth Interviews

Members reported seeing progress on women's equity, primarily due to the greater diversity of roles for females on screen. This may be due, in part, to an increase in female writers, directors and producers in the industry.

The #MeToo movement shed some much-needed light on the treatment of women in the industry. There is now a greater awareness of sexual harassment at work and more protections in place aimed at preventing this kind of mistreatment.

However, there is still a long way ahead to achieving true equity for female performers when compared with their male counterparts. Lack of pay transparency across the industry leads many women to believe they are being paid less than men. Some female members reported cases of pay disparity between men and women. However, female performers are fearful of reporting these issues in case it negatively impacts their careers.



2. Insights from Census Survey

Members were asked whether they had observed or heard about someone being mistreated because they are a woman. 12% answered that they had observed or heard about this kind of mistreatment.

12%

OBSERVED OR HEARD ABOUT MISTREATMENT

Female performers reported being underrepresented in the recorded media industry with few opportunities for female stunt performers. Reports of sexism during casting and on set are not uncommon, and some reported a pay discrepancy between men and women performers of similar status.

Difficulties finding childcare is of particular concern to women performers. Women members said they are sometimes forced to miss auditions and turn down roles because they cannot find affordable or practical childcare options while at work.



Age Inclusion

“ I am now considered 'old,' and as a woman I have felt my opportunities dry up. Not sure what you can do about casting/society in general not placing any value on the status of women and older women more specifically. ”

- Woman, 51 years, member for 0-3 years

1. Insights from In-depth Interviews

Overall, the industry consists of a wide variety of ages. However, members in the 12–17 and 50+ age groups reported problems with representation in the industry. Teenagers find it particularly challenging to win roles, with adult performers often aging down to play teenagers in productions. Generally, minor members feel safe at work and describe their experiences as positive. However, some reported feeling disrespected and pressured to fit in with older colleagues on set.

While performers in their 30s and 40s reported finding more and better roles, performers aged 50+ reported fewer work opportunities because of the lack of scripts written and developed for that age segment.

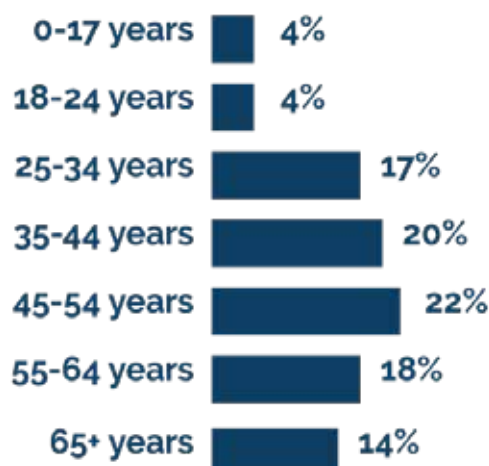
2. Insights from Census Survey

10% of members reported having experienced or observed mistreatment of older performers. Performers over the age of 45 experience the highest levels of ageism.

Older performers, in particular, those who identify as women, cite a lack of roles being written for them as a major problem in the industry.

Some members reported a "limbo period" where they are too old to play younger characters, but not old enough to play more senior roles such as grandparents and therefore experience diminished work opportunities.

What is your age?



From 2554 responses

Disability Inclusion

“Some disabilities cannot be seen. Some struggles cannot be seen. Especially mental health or anything that has to do with a previous injury. They can affect all humans. Everyone has a story and I think that's important to remember when making this industry inclusive.”

- Woman, 25 years, living with long-term concussive symptoms, member for 0-3 years

1. Insights from In-depth Interviews

Members reported an overall lack of representation of people with disabilities across the industry. Performers with physical disabilities are rarely written into stories or scripts or seen on set. Some members believe this is because producers think audiences are made uncomfortable by seeing people with physical disabilities on screen. On the rare occasion that a character is written with a physical disability, they are usually portrayed by a non-disabled actor.

Members with either visible or invisible disabilities often choose not to disclose their disability status, because of the common associated stigmas. They shared that they avoid disclosure because they do not want to be seen as high maintenance or difficult to work with.

2. Insights from Census Survey

20% of members reported having a mental or physical disability. While only 3% reported having a mobility or other physical disability, 22% of those members said that they experience mistreatment because of their disability.

Similarly, 6% of members reported that they have a mental disability. 21% of those members said that they experience mistreatment related to their disability.

Similar to the results from the IDIs, performers reported reluctance in sharing details of their disabilities during casting and while on set due to the fear of being considered high-maintenance or difficult to work with. Members felt that the industry underrepresents people with disabilities with not enough meaningful stories being told about people with disabilities, and not enough casting opportunities. Characters with disabilities are often portrayed by able-bodied performers, limiting the amount of work available.

PHASE 3: NEW MEMBER ONBOARDING SURVEY

For Phase 3 of the census, UBCP/ACTRA and Lux Insights have designed a 3 minute survey for new members to complete when they join the Union. The results from these surveys will be combined with the census data, allowing us to build on the knowledge gained as our membership continues to grow.

The onboarding survey is expected to go live by July 2022.





OPPORTUNITIES

The survey results provided information about UBCP/ACTRA members and their experiences working in the industry. This insight is a critical resource to present to industry partners with the hopes of collaborative development of a strategic path towards longstanding change.

The census highlighted that members want more support navigating the industry, as well as guidance around working as a self-employed performer. They want resources to help them better understand what is expected throughout the audition process, and tools to help them deal with rejection and other mentally and emotionally stressful parts of a performer's career.

Interestingly, while we heard from members belonging to a range of different (but often intersecting) equity-seeking groups, many of their concerns were the same. Across the board, there are insufficient roles for equity-seeking performers. Often, the limited roles that are available to equity-seeking performers reinforce harmful stereotypes and demonstrate a poor understanding of the complexity of their identities. All equity-seeking performers said that producers need to gain a deeper understanding of how to build safe and inclusive workplaces. It is clear that we must maintain our efforts to encourage producers to offer a diverse range of truly representative roles for our members.

Another issue raised by members was the difference in pay, conditions, and work opportunities for Canadian performers when compared to their American counterparts. These are issues that can be addressed in collective bargaining, as well as our ongoing lobbying and industry relations efforts.

The survey results indicate that some members lack a clear understanding of the benefits of union membership. Collaborative efforts from the Union's Member Services and Industry Relations departments are underway to reduce this knowledge gap.

The coming months will see us partnering with the Geena Davis Institute to conduct a comprehensive review of representation of equity-seeking groups in the film and television sectors. The study will involve analysing over 400 hours of film and television productions and will measure the percentage of screen and speaking time by gender, race, ethnicity, age, queer identity, disability, and body size of characters. It will also investigate the use of tropes, stereotypes, and slurs. The results from this project are expected to complement the member census.

RECOMMENDATIONS

Most of our members join UBCP/ACTRA as experienced professional performers, and others see the Union as a space to hone their craft and develop their careers. However, we must always remember that our members live full, complex lives beyond their work in the recorded media industry, and have deep ties to their friends, families, and communities. Knowing more about our members' lives outside the industry would help us with our organizing efforts and allow us to work on initiatives that offer strong representation to our members where they need it most.

We learned from our census that many members experience some degree of financial hardship throughout their careers, and that many work a second job on top of performing to make ends meet. This is something we want to change. Moving beyond our census, we would benefit from learning more about what our members do for work outside of the industry, whether they are members of other unions, and how those earnings stack up against what they earn as performers.

Similarly, the census revealed that we still have much to learn about the living conditions of our members – do they rent or own their homes? Are they or have they ever been unhoused? What is their family status? What proportion of their monthly earnings goes toward keeping a roof over their heads? While our members' average earnings are steadily increasing, so too is the cost of rent, utilities, and general cost of living. Having a better understanding of our members' lives outside of work could help guide advocacy efforts to ease the cost of living and ensure that more of our members' earnings can go toward the things that really matter to them.

While a great success, conducting the census was not without its challenges. Some members felt they lacked a sufficient level of computer literacy to complete the tasks required for participation in the census. While paper copies were mailed to those who did not provide an email address, we should consider whether more could be done to reach people who are not comfortable using online platforms.

A few members had concerns about the security of their personal information, making them reluctant to participate. For the most part we were able to overcome these hesitations with members directly as they arose.

The census results will be an invaluable tool in setting priorities that reflect the interests of our members. Understanding our members and their needs is crucial when we go to collective bargaining, formulate campaigns, and lobby government officials.

We are thankful to each member who took the time to participate in the census, and look towards building an industry free from mistreatment and discrimination.

ACKNOWLEDGMENTS

UBCP/ACTRA would like to acknowledge the following individuals and groups for their contribution to the development of this report:

- ACTRA National
- ACTRA National IT, Peter Zhong
- Lux Insights
- UBCP/ACTRA BIPOC Committee - Data and Research Subcommittee
- UBCP/ACTRA Communications Department
- UBCP/ACTRA Industry Relations Department
- UBCP/ACTRA Member Services Department



Appendix 1: Excerpt from In-Depth Interviews Discussion Guide

INTRODUCTION AND BACKGROUND – (2 mins; 2/45 MINUTES)

Objective: *Introduce research initiative to participants and set expectations for interview.*

Hi [INSERT PARTICIPANT NAME],

My name is [INSERT RESEARCHER NAME] from Lux Insights. Nice to meet you! Thank you for joining me today for this 45-minute interview. How is your day going?

Can you hear me? Can you see me? [MODERATOR TO TROUBLESHOOT IF CANNOT HEAR/SEE AUDIO/VIDEO OF PARTICIPANT]

Great! Before we start, I would like to review a few housekeeping items:

1. I work for Lux Insights, a market research agency, which means I am a neutral third party. I do not work for UBCP/ACTRA. This means if you have great things to say, I won't get promoted and if you have negative things to say I won't get fired.
2. What I'm looking for today are your honest opinions. This is a non-judgmental environment and there are no wrong answers.
3. Your opinion is the only thing that matters. I would like you to speak from your own point of view, and about your experiences.
4. There are various topics I'd like to cover today. If I cut you off, I do apologize! It's mainly because I want to ensure we hear cover the important items throughout our conversation.
5. I understand that COVID-19 has most likely had an impact on you over the past several months, including the film, TV and radio industry. If you could do your best to think outside of COVID-19 during our time together, that would be great!
6. Last but not least, I do want to let you know that I will be recording this session. This is solely for research purposes since it's difficult for me to take thorough notes while we chat. That said, your name and identify, along with all of your comments will be confidential and anonymous. If you feel uncomfortable at any point with a comment you have made, please let me know and I will not use it. Are you okay with the session being recorded?

[IF YES] – Great. I'll begin recording now. If you don't mind, I'm going to re-ask the question so we can record your verbal permission.

[IF NO] – We completely understand.

Do you have any questions before we begin?

GENERAL UNDERSTANDING OF MEMBERS – (8 mins; 10/45 MINUTES)

***Objective:** Explore perceptions of and experiences in the motion picture industry, especially from the perspective of equity seeking groups.*

Warm Up/Ice Breaker Questions

To start off, I'd like to learn more about you, specifically about your experience in the film, TV and radio industry.

About how long have you been working in this industry?

What performance categories do you **primarily** perform in? (i.e., film, TV, radio, etc.)

- [PROBE] How has this changed over time, if at all?

Start of Career

Thanks for this! For my next couple of questions, I'd like you to think back to the **start of your career** in the industry...

What initially **motivated** you to get into the industry?

And vice-versa, what were your **greatest challenges** entering the industry?

What were the **type of roles/jobs you had** in the beginning of your career?

- [PROBE] Were these the types of roles **you wanted**?
 - [IF NOT] What, if anything, do you think **held you back** from getting the roles you wanted?

Current state

For the next few questions, I'd like to learn about the **now** ...

What are the **benefits** of working in the industry?

And vice-versa, what would you say are the **top three challenges** you face?

What are the **types of roles/jobs** you typically take now?

- [PROBE] Are these the types of roles **you want**?
 - [IF NOT] What do you think **holds you back** from getting the roles you want?

How would you describe the industry to me now, as someone who doesn't really know anything about it and might consider joining?

- [PROBE] What would you want me to know? What tips would you have for me?

What are the reasons why you continue to pursue work in the industry?

PERCEPTIONS AND EXPERIENCES – (15 mins; 25/45 MINUTES)

Objective: Explore perceptions of and experiences with UBCP/ACTRA, especially from the perspective of equity seeking groups. Identify general motivators and barriers for entering the industry, obtaining UBCP/ACTRA membership, and areas for improvement for UBCP/ACTRA and the industry overall.

Perceptions of Membership

Great, now I'm going to change focus slightly to your experience with UBCP/ACTRA. Thinking back to when you decided to become a member, what initially attracted you to become a UBCP/ACTRA member?

- What were the main reasons why you wanted to join UBCP/ACTRA?
- How has UBCP/ACTRA delivered on your expectations?
- How have your expectations shifted with over time

How would you describe the process of joining the union?

- [PROBE] Would you describe it as being easy or difficult, or somewhere in between?

How common or uncommon is membership within your network of fellow category performers? What makes you say that?

How would you describe the differences between a UBCP/ACTRA member and non-member?

Based on your experience, how would you say UBCP/ACTRA has positively impacted the overall industry?
=Vice-versa, how has UBCP/ACTRA negatively impacted the industry?

As a member of UBCP/ACTRA, how has membership impacted your career?

- [PROBE] What makes you say that?
- [PROBE] What roles or job opportunities have changed?

[For Apprentice members]

In the 5-minute survey, you mentioned being an Apprentice member. In your opinion, what impact do you think being a full member would have on your career?

- [PROBE] What do you think will be the benefits if and when you become a full member?
- [PROBE] And vice versa, what do you think will be the challenges?

[For former Apprentice members]

Were you ever an Apprentice member before becoming a Full member of UBCP/ACTRA?

[IF YES] What were the greatest changes from being an Apprentice to when you became a full member?

- [PROBE] How did this impact your career, if at all?

Benefits of Membership

What are the main benefits of having a UBCP/ACTRA membership?

- [PROBE] What would you say are the differences between members and non-members?

How would you describe the main drawbacks/disadvantages of UBCP/ACTRA membership, if any?

- [PROBE] What would you say are the differences between members and non-members?

Membership renewal typically occurs in the spring (March-April). What are the reasons why you continue to renew your membership? What drives this?

Improvements for Membership

Now I would like to understand a bit more around the general areas that you believe UBCP/ACTRA could improve their offerings/services on for members like yourself...

Tell me about the areas that you believe could use more focus from UBCP/ACTRA, and why. Anything goes!

How have your past or present experiences/challenges shaped your view on these areas in the industry?

What aspects are currently not included with UBCP/ACTRA membership that you wish were, if any?

- [PROBE] What is on your wish list of things you would like UBCP/ACTRA to start doing/stop doing/keep doing?

How would you describe UBCP/ACTRA's top priorities for their members?

- [PROBE] How does that compare to what your priorities are as a member?
- [PROBE] How have you noticed UBCP/ACTRA's priorities change over time?

If you were on staff at UBCP/ACTRA, what would you do to ensure members feel like there is high value with their membership?

CURRENT ISSUES – (20 mins; 45/45 MINUTES)

Objective: *Understand current issues based on personal experiences within the industry and discuss opportunities for lobbying and advocacy, specifically among equity seeking groups.*

Top of Mind Issues

Great, thank you for your answers so far. Now I would like to change focus slightly to better understand any current issues within the industry...

This year has brought a lot of different matters to the forefront. What are three matters that are top of mind for you that impact the film, tv or radio industry?

I'd like to talk about some of these matters that you mentioned are top-of-mind for you more in-depth. I recognize that some of these matters may be sensitive based on your experience, so please let me know if at any point you no longer feel comfortable discussing them.

The first matter I would like to focus on is [MODERATOR TO GAUGE IMPORTANCE OF VARYING TOPICS THROUGHOUT INTERVIEW]

How would you describe film, TV, radio's stance on [INSERT TOPIC]? What makes you say that?

- What are key things that the industry should keep doing? Why?
- What are key things that the industry should address? Why?

What recommendations do you have for UBCP/ACTRA on how they can better advocate/be a partner/resource for [INSERT AUDIENCE]?

How prevalent do you think this [INSERT TOPIC] is when it comes to [INSERT AUDIENCE]? What makes you say that?

[REPEAT FOR REMAINING ISSUES RELATED TO MATTERS MENTIONED BY MEMBER]

Perceptions of Equity Seeking Groups

Next, I'd like to get a sense if there are any other groups that you're aware of within the film, tv or radio industry that might face barriers.

What groups do you see having more barriers than others in the industry?

- [PROBE] Who would you say has a more difficult time getting into/or participating within the industry?

How would you describe the barriers that you see these groups facing?

- [PROBE] Can you provide some examples?

There are some matters that have come to UBCP/ACTRA's attention that I'd like to hear your thoughts on...

[PLACEHOLDER FOR HYPOTHESES]

Thinking about diversity, equity, and inclusion, are there other ways that we haven't already discussed that your experience in the industry has been **positively or negatively** impacted by your identity?

- [PROBE] Which other topics, if any, are top of mind for you in this industry, if any?

WRAP-UP/CLOSING – (2 mins; 47/45 MINUTES)

Based on your experience in the industry, if there is **one thing** for UBCP/ACTRA to focus their energy on – what would that be and why?

Thank you so much for sharing your experience and thoughts with me over the last 45-minutes. Before we wrap-up, do you have any final comments or questions?

[ANSWER QUESTIONS]

Thank you so much for taking the time to participate in this study.

Appendix 2: Census Survey

UBCP/ACTRA

2021 MEMBER CENSUS

INTRODUCTION

Thank you for participating in the **UBCP/ACTRA Census!**

UBCP/ACTRA is embarking on a multi-phase research study to better understand who we are as a collective and how we can better serve all of our members. In order to understand who our members are, we are asking you to complete this 10-minute survey as part of your membership renewal.

UBCP/ACTRA has asked Lux Insights (www.luxinsights.com), a third-party research company, to conduct the research to ensure your data and privacy are protected. All information you provide in this survey will be kept strictly confidential and will only be used for ongoing UBCP/ACTRA member engagement analysis. Some questions may reflect data that has previously been collected in your membership profile. We are asking these questions again to maintain your privacy. For more information on UBCP/ACTRA's privacy policies, please visit <https://www.ubcpactra.ca/privacy/>.

As a thank you for completing the survey, you'll be entered* for a chance to win **one of three \$150 Visa gift cards!** Please provide your email address at the end of the survey to enter the draw. We'll announce the winners within a week of the survey closing.

*Contest rules can be found at <https://tinyurl.com/ubcpactracontest>.

We look forward to learning from you!

SECTION A – PROFILE (2.5 min) (2.5/10)

A1. What is your **age**? *Please write a whole number.* _____

If you are a parent/guardian answering on behalf of the child UBCP/ACTRA member assigned in the email invitation, please tell us the age of the assigned member.

[FOR UBCP/ACTRA MEMBERS UNDER 18 YEARS OLD]

A1a. If you are a UBCP/ACTRA member under 18 years old, please obtain **permission** from your parent/guardian to answer this survey by asking them to sign below.

By signing below, I give permission for my child to participate in the UBCP/ACTRA member census.

Signature of Parent/Guardian of UBCP/ACTRA member under 18 years old:

Date:

Thank you for getting permission from your parent/guardian to participate! We recommend that your parent/guardian stays with you or sits nearby to provide you with any help you need in reading the questions in the survey. It is OK for your parent/guardian to help you write your answers, but please only enter your words.

A2. What is your **membership type**?

Please select one.

- Full membership
- Apprentice membership
- Background Performer membership

A3. How many **years** have you had a membership with UBCP/ACTRA? Your best estimate is fine.

Please select one.

- 0 to 3 years
- 4 to 5 years
- 6 to 10 years
- 11 to 15 years
- 16 to 20 years
- 21+ years

A4. How many **years** have you worked in the recorded media industry? This includes work experience across all of Canada, not just based in BC. Your best estimate is fine.

Please select one.

- 0 to 3 years
- 4 to 5 years
- 6 to 10 years
- 11 to 15 years
- 16 to 20 years
- 21+ years

A7a. Which of the following best describes your **ethnic origin or race**?

Please note this list may not be exhaustive. Please select all that apply.

- Black or African
- Central Asian (e.g., Tajikistan, Uzbekistan, Afghanistan, etc.)
- East Asian (e.g., Chinese, Japanese, South Korean, Taiwanese, etc.)
- Indigenous (e.g., First Nations, Metis, Inuit, etc.)
- Latin American or Hispanic or Latinx or Latine
- Middle Eastern or Western Asian or North African or Arab
- South Asian (e.g., Indian, Pakistani, Sri Lankan, Afghan, etc.)
- South East Asian (e.g., Filipino, Vietnamese, Thai, Malay, etc.)
- White or European
- Other (please specify): _____
- Prefer not to say

Trouble answering this question?

We understand, race is fluid and complex. The genetic diversity that exists across the entire human race is very, very small, and race isn't even a good proxy for the diversity that does exist. That's why we say race is a social construct. If race were "real" in the genetic sense, racial classifications would remain constant across boundaries. Yet, a person who could be categorized as black in the Canada might be considered white in Brazil or coloured in South Africa. Racial identity can be fluid. How one perceives her racial identity can shift with experience and time, and not simply for those who are multiracial.

To help ensure that we are all on the same page as much as possible, we've provided some examples to illustrate how you may want to think about answering this question:

Example 1. Joy is Trini-Canadian. Her parents are from Trinidad and Tobago and she's lived most of her life in Canada. Her mother is Indo-Trinidadian and her father is Black. Joy would choose 1 and 8 from the list above.

Example 2. George is not sure of his ethnic or racial origins. His family has lived in Canada for many generations, and he has heard from his grandparents that he has Scottish, German, and Italian ancestry. He has also heard a family story about having an Indigenous ancestor. George would choose 2 from the list above.

Example 3. Ari comes from a multi-racial family. His mother is Indo-Ugandan, and Ethiopian Jew. His father is Iraqi Jew. He identifies as African Jew. He could choose "Other" or he could choose a combination of 1, 7 and 8.

A7b. Which of the following **ethnic or racial categories** best describes how you are perceived or cast in the recorded media industry?

Please note this list may not be exhaustive. Please select all that apply.

- Black or African
- Central Asian (e.g., Tajikistan, Uzbekistan, Afghanistan, etc.)
- East Asian (e.g., Chinese, Japanese, South Korean, Taiwanese, etc.)
- Ethnically ambiguous
- Indigenous (e.g., First Nations, Metis, Inuit, etc.)
- Latin American or Hispanic or Latinx or Latine
- Middle Eastern or Western Asian or North African or Arab
- South Asian (e.g., Bangladeshi, Indian, Pakistani, Sri Lankan, Indo-Fijian, etc.)
- South East Asian (e.g., Filipino, Vietnamese, Thai, Malay, etc.)
- White or European
- White passing/ White presenting (e.g., You have non-White/ non-European origins, but are perceived as White or European)
- Other (please specify): _____
- Prefer not to say

A8. **[PLEASE ANSWER IF SELECTED INDIGENOUS IN A7a]**

Which of the following best describes **you**?

Please select all that apply.

I am...

- First Nations
- Inuit
- Métis
- Other (please specify): _____
- Prefer not to say

A9. Which of the following best describes your **gender**?

Please select one.

- Man
- Woman
- Non-binary
- Two-spirit
- Prefer to self-describe: _____
- Prefer not to say

A9a. Which of the following best describes your **gender identity**?

Please select one.

Cis: A term for people whose gender identity matches their sex at birth.

Trans: A term for people whose gender identity does not match their sex at birth.

- Trans gender
- Cis gender
- Prefer to self-describe: _____
- Prefer not to say

A10. Which of the following best describe your **sexual identity**?

Please select one.

- Asexual
- Bisexual
- Gay
- Lesbian
- Pansexual
- Queer
- Questioning or unsure
- Same-gender loving
- Straight/Heterosexual
- Two-spirit
- Prefer to self-describe: _____
- Prefer not to say
- Don't know

A10b. And how comfortable do you generally feel disclosing your sexual identity in your work within the recorded media industry?

Please select one.

- Very uncomfortable
- Somewhat uncomfortable
- Neither comfortable nor uncomfortable
- Somewhat comfortable
- Very comfortable

A11. Do you live with any of the following **disabilities, conditions, or impairments**?
Please select all that apply.

- Blind or visual impairment
- Cognitive/learning disability
- Deaf or hearing impairment
- Mental health disability
- Mobility/physical disability
- Neurodiverse condition
- Short stature or little person
- Speech or communication impairment
- Other (please specify): _____
- None of the above
- Prefer not to say

SECTION B – PERCEPTIONS & PERFORMANCE OF UBCP/ACTRA (3 min) (5.5/10)

Thanks for sharing more about you! Next, you'll be asked about your experiences with UBCP/ACTRA.

As a reminder, if you have any trouble understanding any of the language or terminology used throughout this survey, please ask a parent/guardian for clarification.

B1. Which of the following, if any, are **reasons for you joining or renewing** your membership with UBCP/ACTRA?

*Please select **up to 3** reasons.*

- To access more work/employment opportunities
- To access higher paying work opportunities
- To receive assistance with retirement planning/RRSP contributions
- To receive healthcare benefits/access to a healthcare provider
- To build my professional network
- To grow my career
- To help contribute to advocacy within the recorded media industry
- To elevate my professional status in the industry
- To connect with like-minded individuals
- To comply with production requirements
- None of the above

B1b. What are any **other reasons**, not mentioned above, for you joining or renewing your membership with UBCP/ACTRA?

Please be as detailed as possible.

B2. Which of the following, if any, are **reasons you have considered potentially not joining or renewing your membership with UBCP/ACTRA?**

Please select up to 3 reasons.

- Membership fees are too expensive
- Exploring other career opportunities (e.g., exiting the industry)
- Lack of success booking jobs
- Lack of work/employment opportunities
- Inability to work on non-union projects
- Observing success of non-unionized performers
- Lack of connection to the recorded media industry
- Not enough support for members from UBCP/ACTRA
- None of the above

B2b. What are any **other reasons**, not mentioned above, you have considered for not joining or renewing your membership with UBCP/ACTRA?

Please be as detailed as possible.

B3. How likely, if at all, are you to **recommend** UBCP/ACTRA to a friend, family member, or colleague?

Please circle one.

- | | | | | | | | | | | |
|-----------------------|---|---|---|---|--------------------------------------|---|---|---|---|---------------------|
| 0 – | 1 | 2 | 3 | 4 | 5 – | 6 | 7 | 8 | 9 | 10 – |
| Extremely
unlikely | | | | | Neither
likely
nor
unlikely | | | | | Extremely
likely |

B4. **Why** did you give that rating for likelihood to recommend UBCP/ACTRA to a friend, family member, or colleague?

Please be as detailed as possible.

B5. Overall, how would you rate your level of **satisfaction** with UBCP/ACTRA?

Please circle one.

0 –	1	2	3	4	5 –	6	7	8	9	10 –
Very dissatisfied					Neither satisfied nor dissatisfied					Very satisfied

B6. How would you rate the **value** you receive as a member of UBCP/ACTRA?

Please circle one.

0 –	1	2	3	4	5 –	6	7	8	9	10 –
Very low					Neither high nor low					Very high

SECTION C: TREATMENT OF EQUITY SEEKING MEMBERS (3.5min – 9/10)

UBCP/ACTRA is interested in understanding the array of experiences their members may have and hearing about your opinions related to any issues that exist within the recorded media industry and UBCP/ACTRA.

C1. Thinking about the **recorded media industry**, what are up to 3 top-of-mind issues that you and/or other performers encounter?

Please list up to 3 issues. Please be as detailed as possible.

Today, we'd like to get your thoughts on specific matters within the recorded media industries. Here is an overview of the specific matters of interest:

- **Age Inclusion:** Opportunities and experiences that may differ for older performers.
- **Disability Inclusion:** Opportunities and experiences that may differ for performers with physical, mental, and/or learning disabilities.
- **LGBTQIA2+ Inclusion:** Opportunities and experiences that may differ for LGBTQIA2+ identifying performers.
- **Minors Inclusion:** Opportunities and experiences that may differ for minor-aged performers (under 18 years).
- **Racial Inclusion:** Opportunities and experiences that may differ for Black, Indigenous, or performers of colour.
- **Women's Inclusion:** Opportunities and experiences that may differ for women-identifying performers.

UBCP/ACTRA acknowledges that performers from these groups may experience different opportunities for work, experiences on set, and auditioning/casting processes. Please keep these groups in mind when answering the next few questions.

C3a. In the **past 12 months**, have you **experienced mistreatment or discrimination** in the recorded media industry for any of the following reasons?

Please select all that apply.

- Identifying as a person of colour
- Identifying as LGBTQIA2+
- Identifying as a woman
- Identifying as a performer with a disability
- Identifying as a minor performer (under 18 years)
- Identifying as an older performer
- Other (please specify): _____
- None of the above
- Prefer not to say

C3b. In the **past 12 months**, have you **observed or know someone who has experienced mistreatment or discrimination** in the recorded media industry for any of the following reasons?

Please select all that apply.

- Identifying as a person of colour
- Identifying as LGBTQIA2+
- Identifying as a woman
- Identifying as a performer with a disability
- Identifying as a minor performer (under 18 years)
- Identifying as an older performer
- Other (please specify): _____
- None of the above
- Prefer not to say

C4. How **familiar** are you with UBCP/ACTRA’s **advocacy efforts** on the following issues, if at all?

Please select one per row.

General	I am very familiar	I am aware, but not familiar	I did not know UBCP/ACTRA advocated on this
Age inclusion			
Disability inclusion			
LGBTQIA2+ inclusion			
Minor inclusion (under 18 years)			
Racial inclusion			
Women’s inclusion			

C5. Thinking of the **past 12 months**, how would you rate UBCP/ACTRA's impact on **addressing each of the following issues?**
Please select one per row.

Issues	0 – Worsened a lot	1	2	3	4	5 – Neutral	6	7	8	9	10 – Improved a lot
Age inclusion											
Disability inclusion											
LGBTQIA2+ inclusion											
Minor inclusion (under 18 years)											
Racial inclusion											
Women's inclusion											

C6. As a UBCP/ACTRA member, how would you describe your **involvement** with the following **committees?**
Please select one per row.

Committees	I am currently part of this committee	I used to be a part of this committee, but not anymore	I have never been involved with this committee
Executive Board			
Age Inclusion Working Group Committee			
Background Performers Committee			
BIPOC (Black, Indigenous, and People of Colour) Committee			
Guardians of Minors Committee			
Mental Health and Addiction Committee			
Performers who Create Committee			
Queer Committee			
Stand-in Committee			
Stunt Committee			
Women's Committee			
YEAA (Young & Emerging Actors' Assembly)			

C8. UBCP/ACTRA is advocating on behalf of its members to make life better for its performers. We are interested in learning which of the following issues matter to you the most. Please rate each of the following issues, where '7' is extremely important to you and '1' is not at all important to you.

Please select one per row.

Issues	1 – Not at all important	2	3	4	5	6	7 – Extremely important
Taking action to eliminate systemic barriers faced by performers from historically marginalized artistic communities (e.g., women, BIPOC, LGBTQIA2+, people with disabilities)							
Increasing funding for Canadian content creation in BC							
Reducing tuition fees by increasing funding to post-secondary education institutions							
Creating affordable childcare spaces that meets the needs of gig workers							
Providing a sick leave program for all workers							
Developing a government-backed pension and benefits fund for gig workers							
Introducing income tax measures to allow performers to average their earnings over the previous four years							
Exempting income tax on the first \$10,000 of residual income							
Investing in affordable housing							
Protecting the health and well-being of child performers							
Making the sets and studios where we work safer							
Scaling up BC's response to the opioid crisis							
Expanding access to counselling services							
Other (please specify):							

C9. Are there any other comments you would like to share with us about your experience as a member of UBCP/ACTRA and/or working in the recorded media industry? Please share with us any stories, comments and/or suggestions you have that would enhance our understanding of your experience working in the recorded media industry.

Please be as specific as possible – the more details, the better! Please type your answers in the textbox below.

C7. Those are all of the questions we have for you today! Your information will help us better understand and serve UBCP/ACTRA members. By saying 'Yes' to the below, you agree to grant permission for UBCP/ACTRA to see your individual responses and add information provided in this survey to your membership profile database.

If you select 'Yes', please note your information will only be visible to authorized UBCP/ACTRA Employees. For more information on UBCP/ACTRA's privacy policies, please visit <https://www.ubcpactra.ca/privacy/>.

Do you grant access for UBCP/ACTRA to review your individual responses and add information to your membership profile?

Please select one.

- Yes – UBCP/ACTRA can see my individual responses.
- No – I prefer all my answers to be anonymous.

C10. If you wish to enter the draw for the chance to win **1 of 3 \$150 Visa gift cards**, please enter your **full name, email address and phone number** below. The winner will be initially selected and contacted on or after **April 6, 2021**.

- I do not wish to enter the draw
- Yes, please enter me in the draw:
 - a. Full Name: _____
 - b. Phone Number: _____
 - c. Email: _____
 - d. Confirm email: _____

Thank you for taking the time to complete our membership census!

Please send your completed survey to the address below.

All completed surveys must be received by April 6th, 2021.

Lux Insights

ATTN: Nicole Aleong

138 Victory Ship Way – Unit #2

North Vancouver, BC

V7L 0B1



UBCP/ACTRA