



Television Academy

Impact Progress Report

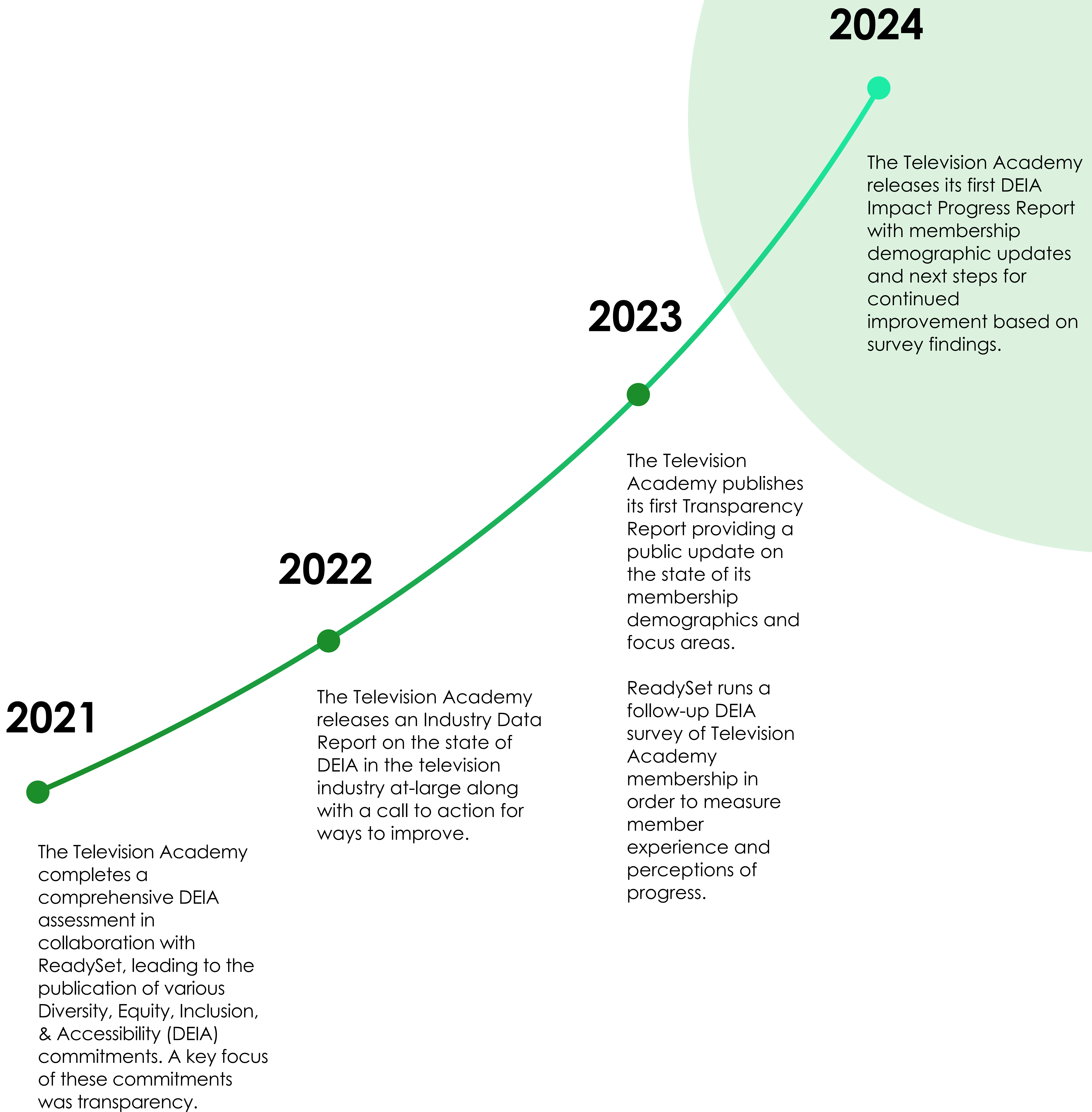
2024



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Report Timeline



Important Context

The report below highlights areas where the Television Academy has made progress on its Diversity, Equity, Inclusion and Accessibility (DEIA) commitments and areas where the Television Academy should next focus its efforts to continue to improve.

To report on progress, ReadySet analyzed two sets of data:

1 **The 2023 Impact Survey on Television Academy member experiences and perceptions of progress toward DEIA commitments.** These findings were compared to the findings from the Television Academy's initial Member Engagement Survey in 2021.

- 2,764 members responded to the 2023 survey, which is a 11.6% response rate (a lower response rate than 2021 but still sufficient for analysis).
- ReadySet and the Television Academy chose to ensure anonymity and confidentiality for all respondents, so demographics provided by each participant on the survey were not checked against what they provided in the membership database.
- A note on timing: This survey was launched right after two historic industry strikes that severely impacted the careers of many Academy members for months. Additionally, this survey was open during a year marked by violence that has affected many across the world. These events may have affected results and participation rates, though there are always external factors that may do so. The Academy and ReadySet felt it was important to remain on task with this survey, despite these unique mitigating factors, in order to remain consistent and accountable to its commitment of regular transparency.

2 **Demographic data pulled from the Television Academy's internal member database.**

- Membership grew by 4,512 over the past two years.
- The most recent data was pulled in January of 2024. This data is compared to member demographic data pulled in January of 2023 to analyze change/growth.
- Filling in demographic information is optional for members. Some members only reported partial demographic information, so sample sizes for identity groups varied. Some representation may have shifted due to an increase in members reporting identities, not because there are more or fewer members of that identity.

Summary of Findings

There has been notable positive growth...

- Women with Historically Marginalized Racial/Ethnic (HMR*) identities, who reported the lowest Belonging scores in 2021, had a 10% increase in Belonging in 2023, the biggest change for any identity group.
- Many members perceive at least some if not significant progress across all of the Television Academy's DEIA commitments.
- The demographic diversity of the Television Academy's membership has increased, with new members over the past two years holding more diverse identities than in the past.
- Perceptions of Belonging, Education, and DEIA Resources are increasingly positive across the membership.

*In 2021 we used the term People of Color and Women of Color. In this report we have shifted terminology to HMR (Historically Marginalized Races), which captures systemic aspects.

But there is still considerable work ahead...

- Members who hold multiple marginalized identities still hold less positive sentiments across the board as compared to those with more majority identities.
- While some progress has been made in diversifying membership, representation is still lagging for multiple identities.
- Areas that still need focus include member engagement and leadership opportunities, communication with Leaders and Governors, career mentorship and support, and diversifying governors and membership.

Where Has Progress Been Made?

Membership Demographics Findings

Membership has grown and become slightly more diverse.

In keeping with the Television Academy's commitment to transparency on membership demographics, below are the main changes in its internal database demographics between 2022 and 2023.

While the Television Academy still has gaps in representation across its membership, it is progressing towards greater diversity. This is especially true for its new members from the last two years who skew younger and more intersectionally diverse than the rest of the membership.

Gender 2022 vs 2023

The number of members reporting their gender increased by 2.0%. Membership gender has seen a very slight increase in those who identify as women.

Identity	Proportion	Population
Men	-1.2%	+1,127 Members
Women	+1.1%	+1,341 Members

- Gender-expansive, trans and intersex identities saw < 0.1% change and +31 members.

Sexual Orientation 2022 vs 2023

The number of members reporting their sexual orientation increased by 16.4%. A more complete picture shows a slight increase in straight and bisexual members, and slight decrease in queer and gay members.

Identity	Proportion	Population
Straight	+0.9%	+3,587 Members
Bisexual	+1.1%	+227 Members
Gay	-1.1%	+454 Members
Queer	-0.6%	+137 Members

- Other aspects of sexual orientation saw no change.
- Respondents had the ability to select more than one sexual orientation.

Race/Ethnicity 2022 vs 2023

The number of members reporting their race/ethnicity increased by 6.3%. The amount of members who identify with a historically marginalized race (HMR) or ethnicity has slightly grown.

Identity	Proportion	Population
HMR	+3.7%	+1,476 Members
White	-3.7%	+1,713 Members

- Respondents had the ability to select more than one race/ethnicity.

Membership Demographics Findings

Note that identity representation proportions may have shifted due to an increase or decrease in members reporting their identities, not because there are necessarily more or fewer members of that identity. We are reporting year-over-year changes based on reported identity data.

Race and Gender

2022 vs 2023

There has been a slight increase in both men and women who identify as members of historically marginalized races/ethnicities.

Identity	Proportion	Population
HMR Men	+3.3%	+587 Members
HMR Women	+2.9%	+694 Members
White Men	-3.3%	+780 Members
White Women	-3.2%	+807 Members

- There were not enough gender-expansive reporting members in 2022 to report this data, so we are unable to track that change for 2023.
- There is not enough data for members identifying as trans or intersex to report on this intersection while maintaining anonymity.

Age

2022 vs 2023

The number of members reporting their age increased by 9.4%. Across years, the percentage of members 40 and Under compared to members Over 40 remained the same in 2023 as compared to 2022.

Age and Race

2022 vs 2023

While the breakdown of age has remained largely the same for members, those who are 40 and Under have become more racially/ethnically diverse between 2022 and 2023.

Identity	Proportion	Population
HMR Age 40 and Under	+3.6%	+520 Members
HMR Age Over 40	+1.8%	+657 Members

Veteran Status

2022 vs 2023

The percentage of veteran members has decreased, though there was a 22.4% increase in the number of members answering this question in 2023.

Identity	Proportion	Population
Veterans or Active Duty Personnel	-9.1%	+73 Members

Disability Status

2022 vs 2023

Members reporting their disability status has increased by 10.9%. Disabled members have increased marginally. The top types of disabilities in membership are ambulatory, medical, and cognitive/neurodiversity.

Identity	Proportion	Population
Disabled	+1.4%	+180 Members

To see a full breakdown of each demographic, please reference Detailed Demographics on page 18.

How to interpret this data

Meaningful Change is + or - 5%

- <50% ▮ **Red Flag:** Area for improvement
- 50-70% ▮ **Yellow Flag:** Area to track
- >70% ▮ **Green Flag:** Positive agreement

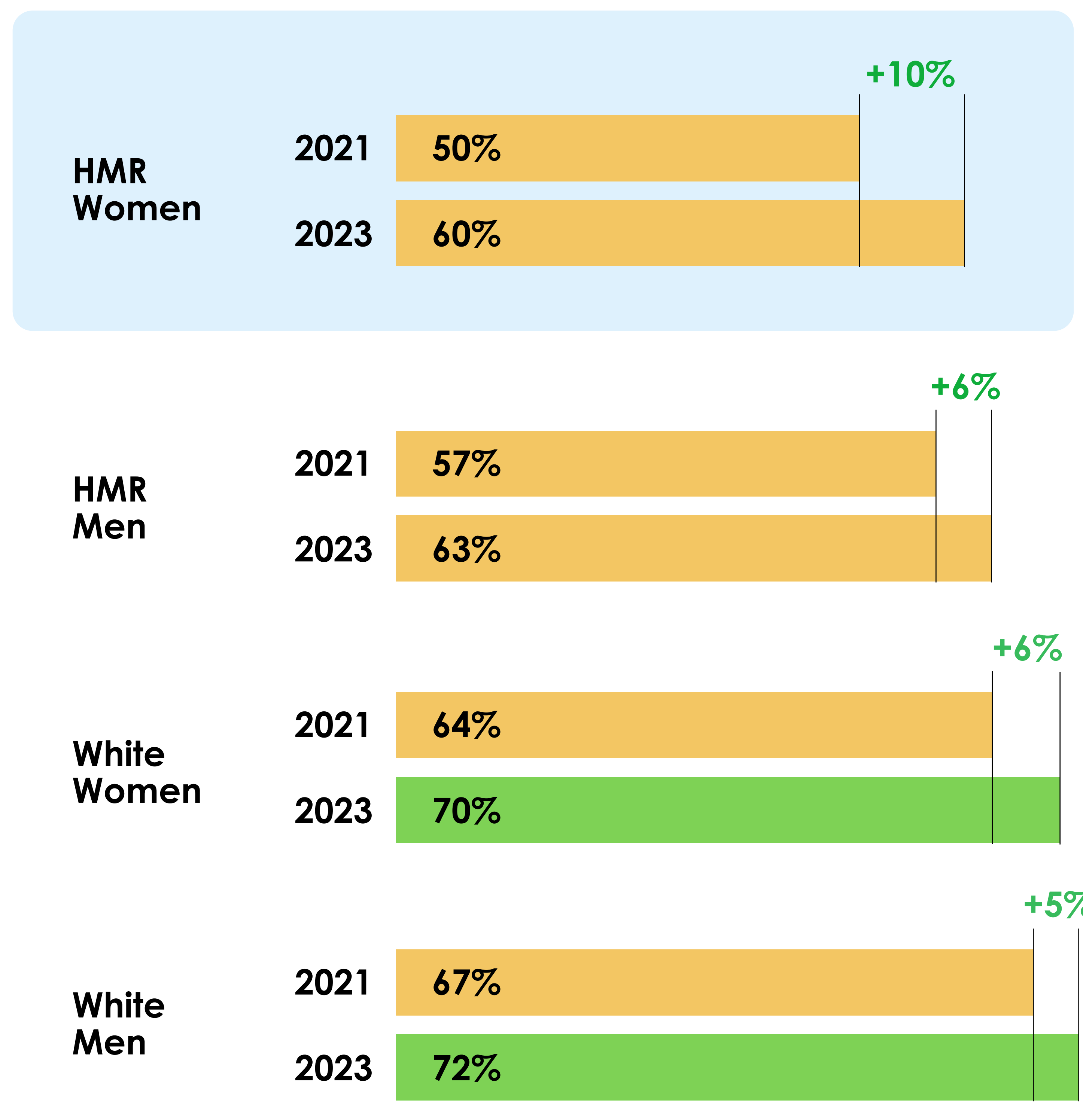
Survey Findings

All members reported increased Belonging*, especially Women from historically marginalized racial identities.

Women from historically marginalized racial/ethnic groups (which includes Black, Latinx, AAPI), had the greatest strides in improvement in all dimensions (see Appendix A for details), especially Belonging.

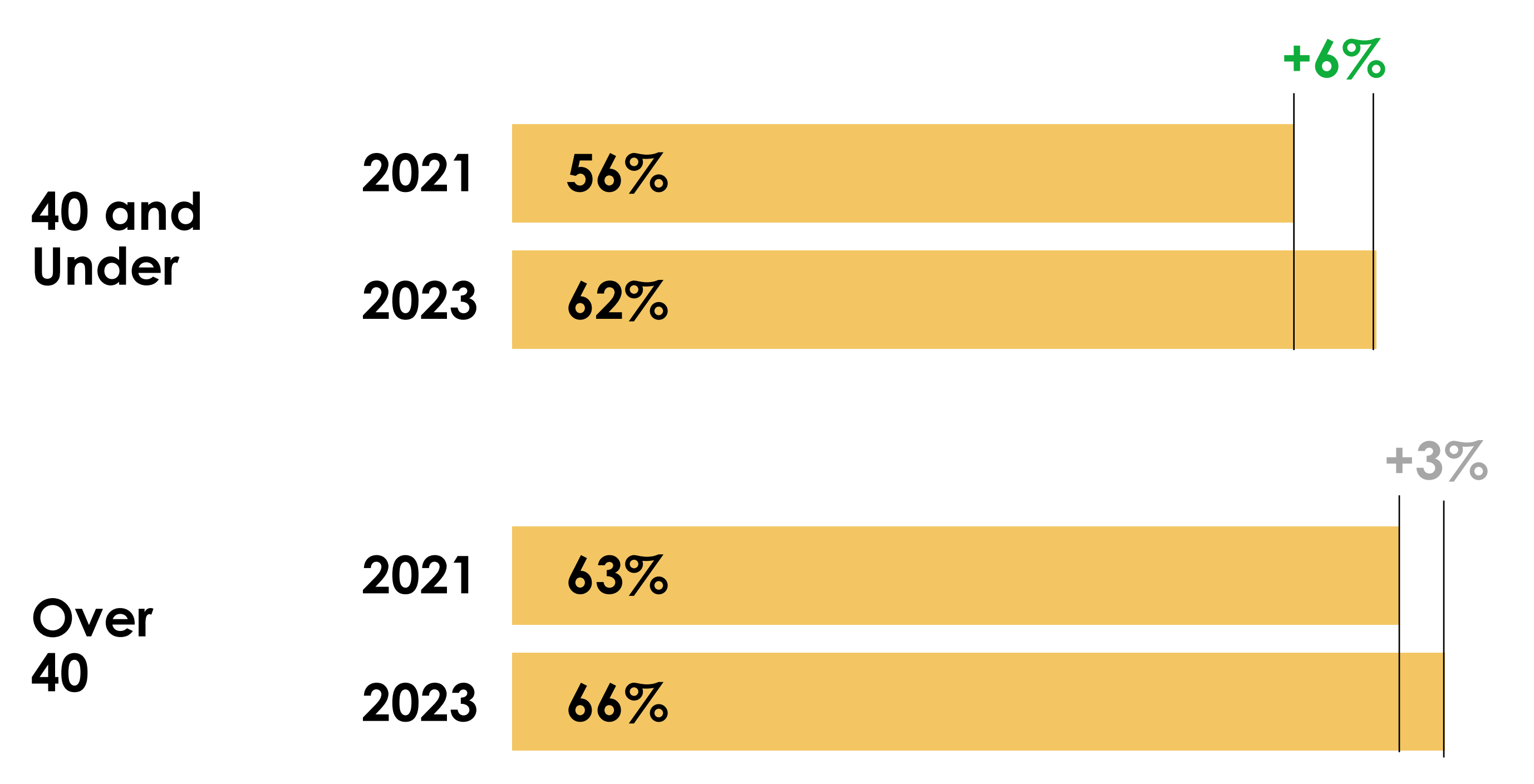
Women from historically marginalized racial/ethnic groups had the largest change in scores across time (an increase of 10 percentage points) yet their score in 2023 (60% favorable) still trailed that of White Men (72%), White Women (70%), and Men from historically marginalized racial/ethnic groups (63%).

Sense of Belonging



Members aged 40 and younger reported greater Belonging.

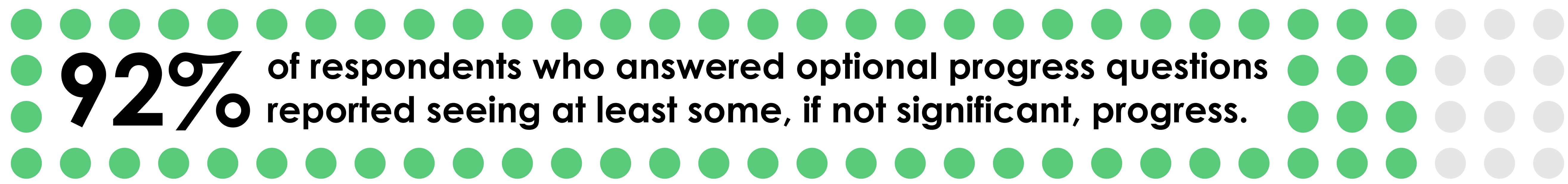
In 2023, 62% of Members 40 and Under felt a greater sense of Belonging compared to 56% in 2021, but still trail members Over 40 who are now at 66% in 2023.



- A graph reporting this intersectional data in the 2021 DEI Report was misprinted with slightly inaccurate numbers. While the overall results and analysis remain correct and applicable, we have corrected our 2021 numbers to compare with the 2023 data as accurately as possible.
- In 2021, there were not enough non-binary respondents to report out on their responses, thus we cannot show change over time yet.

*Definition of Belonging in Appendix A

Members perceive some progress toward DEIA commitments



White members over the age of 40 reported the most significant progress, while those from historically marginalized racial/ethnic groups and those age 40 and under reported the least amount of progress across commitments.

Progress questions on the survey were optional. The response rate on these questions varied between 44-56% of respondents answering, dependent on the item. This response rate, along with comments stating that members were not aware of these commitments, points to a need for clearer, more consistent and more expansive communication practices.

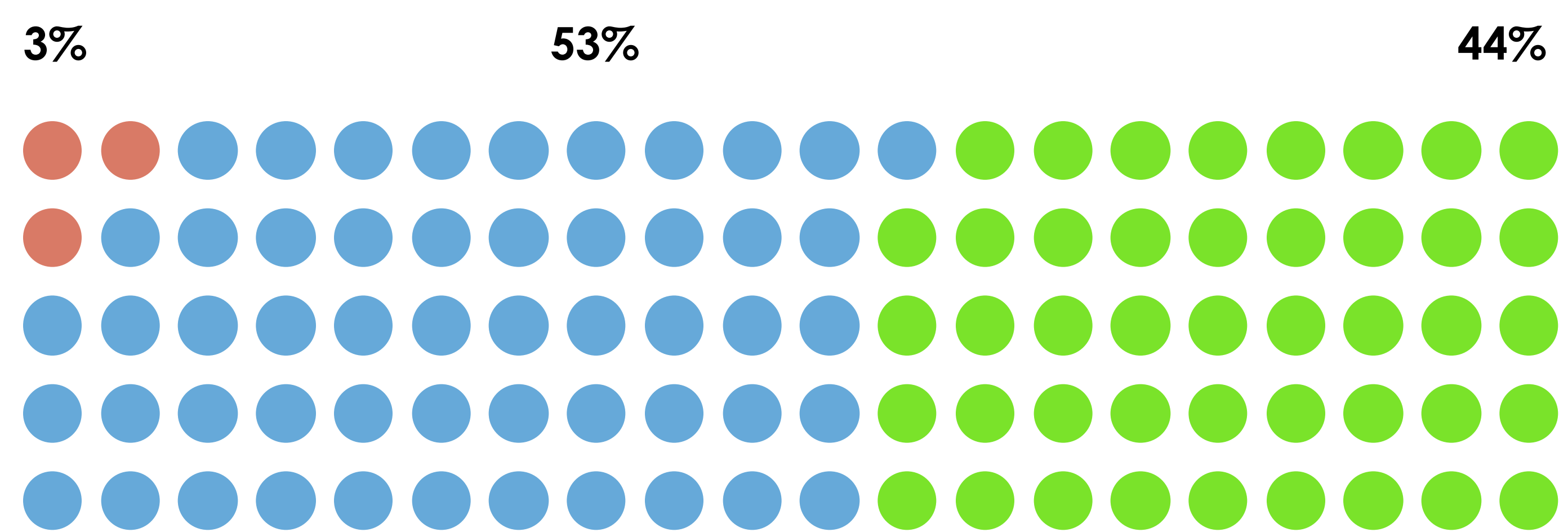
Progress Toward DEIA Commitments

● No progress ● Some progress ● Significant progress

1 Commit to an ongoing focus on equity and inclusion across the organization.

Completed Milestones

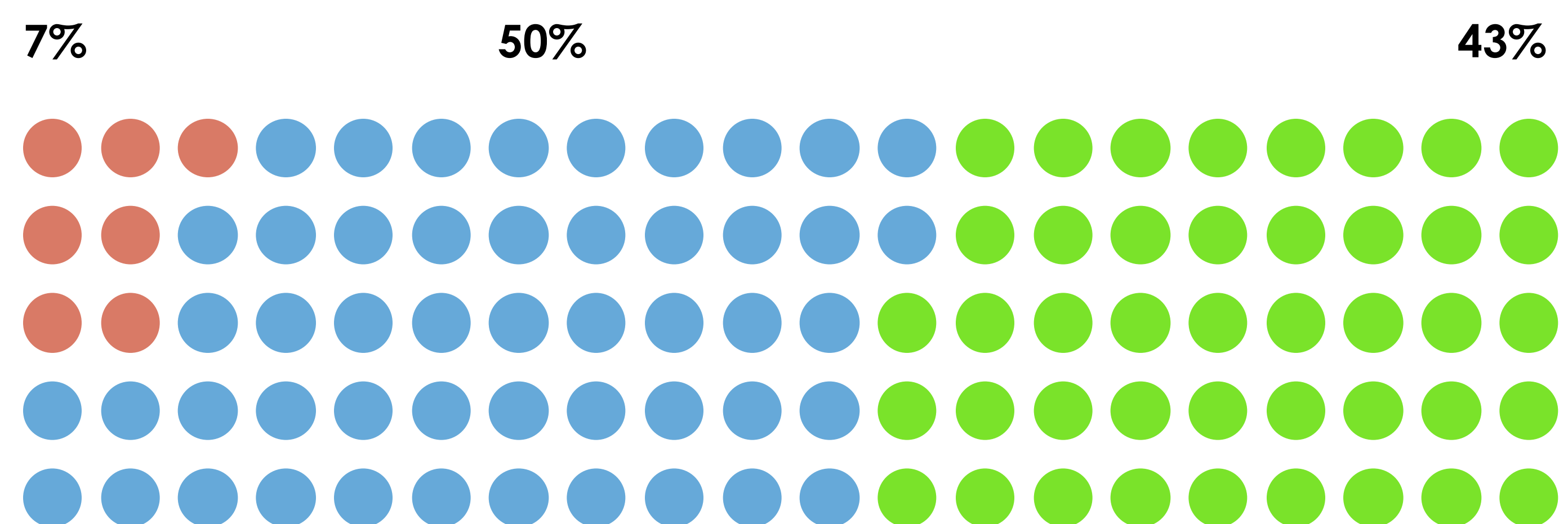
- Delivered comprehensive internal DEIA learning and development program to upskill all staff and leadership
- Updated the Television Academy’s mission statement to take a more expansive, equitable, and inclusive stance
- Developed and implemented an actionable DEIA roadmap with goals, actions, and progress metrics
- Held regular DEIA Task Force meetings to address pressing concerns and long term DEIA planning



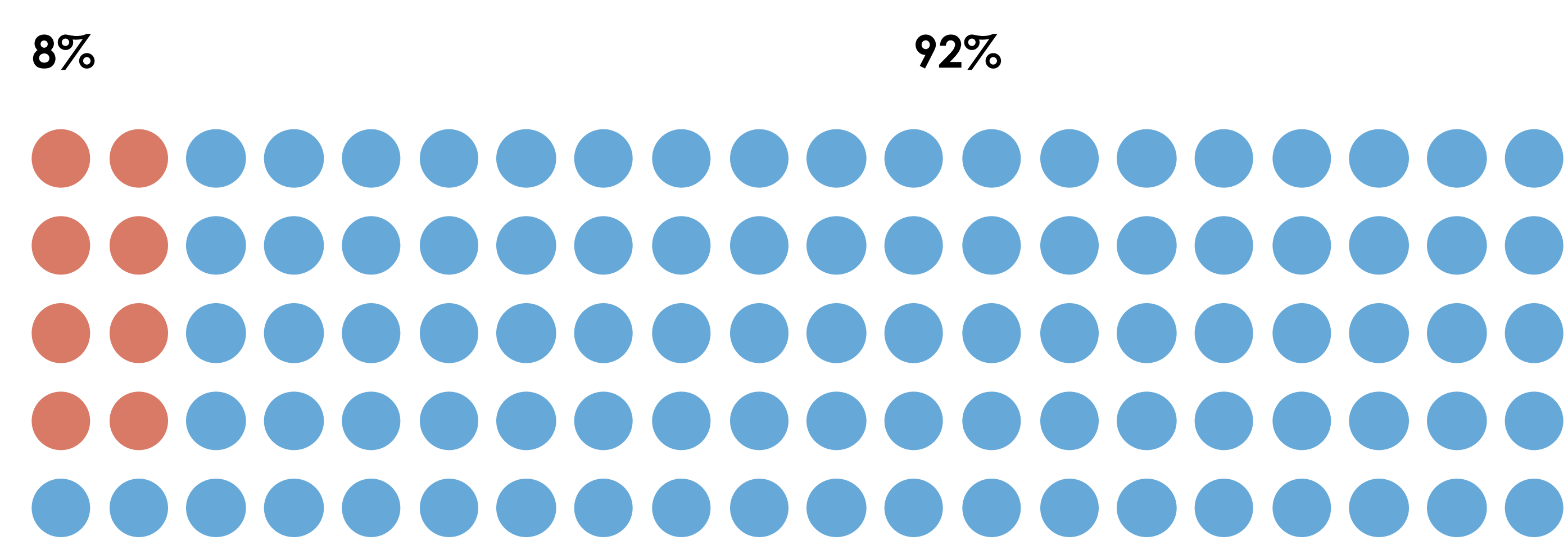
2 Diversify membership so that it is reflective of the broader US population.

Completed Milestones

- Increased size of membership department with a senior executive leader and additional staff
- Established dedicated membership acquisition weeks
- Held membership round tables with various identity advocacy organizations such as NALIP, GLAAD, CAPE, and Goldhouse



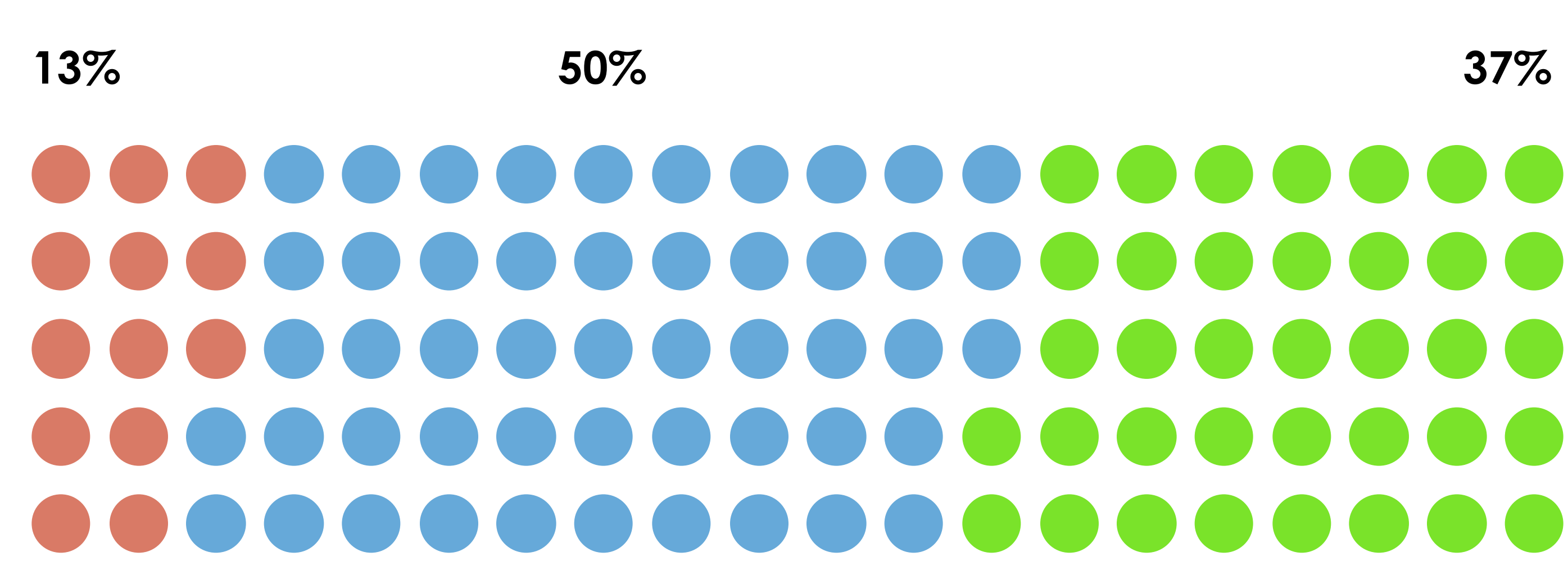
3 Diversify and support Academy leadership so that it is reflective of the Television Academy membership.



Completed Milestones

- Evaluated and updated Peer Group Executive Committee (PGEC) rules and election rules with a DEIA lens
- Provided more leadership opportunities to more members
- Developed an on-boarding process for new PGEC members

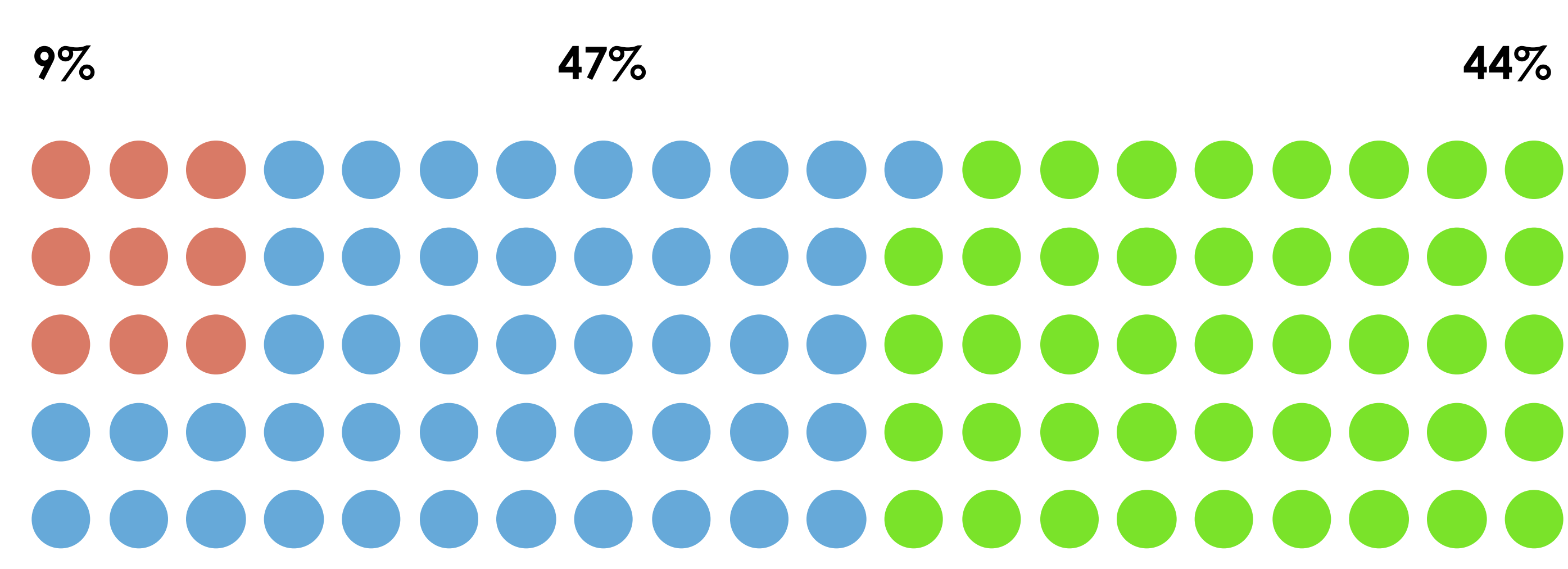
4 Provide innovative opportunities for members to engage more directly and have their voices heard.



Completed Milestones

- Launched Peer Group Circles pilot program
- Drafted first Annual Transparency Report
- Held Diversity Committee meeting with industry counterparts to deepen relationships and share information
- Conducted first Impact Survey to gauge current member sentiments and progress

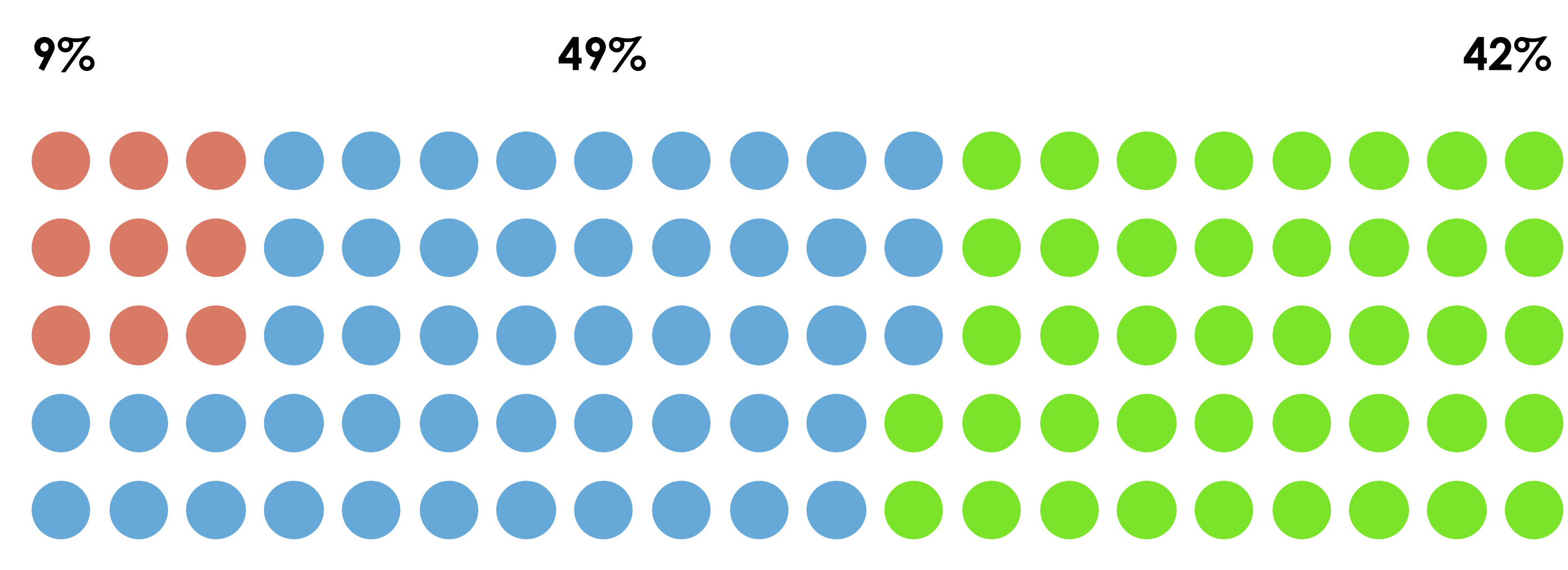
5 Establish measurable DEIA goals for membership, leadership, and staff.



Completed Milestones

- Developed an actionable and dynamic DEIA roadmap complete with metrics
- Held regularly cadenced strategic sessions with DEIA consultant to ensure implementation and consistent progress
- Conducted regular reporting on progress and demographics to exhibit accountability

6 Be a thought leader for the television industry by helping to set the standard for driving DEIA best practices.



Completed Milestones

- Developed and held three DEIA Summits for entertainment DEIA professionals with resources
- Partnered with other DEIA-focused organizations in the industry on programming and initiatives
- Sponsored DEIA-related discussions and panels
- Published an Industry Data Report with a call to action for next steps
- Produced and released a series of DEIA education videos tailored for The Television Academy's members

Where Is Work Still Needed?

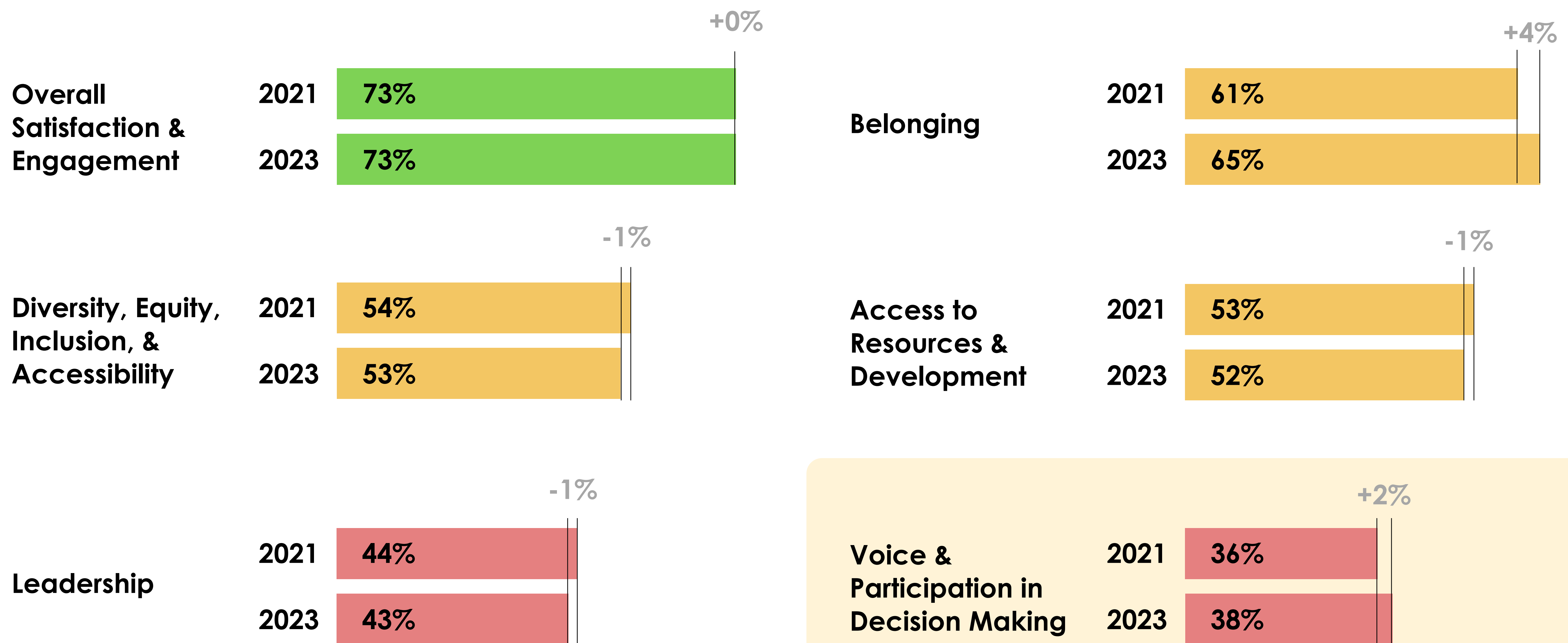
Member Experience did not sizably change over the past 2 years.

How to interpret this data

Meaningful Change is + or - 5%

- <50% █ **Red Flag:** Area for improvement
- 50-70% █ **Yellow Flag:** Area to track
- >70% █ **Green Flag:** Positive agreement

While members note progress in the Television Academy's commitments, and there were positive changes for some groups in Belonging, overall, there was not much change from 2021 to 2023 in 6 dimensions captured in the survey. Moreover, reported member experience in some dimensions remains low; Leadership and Voice & Participation in Decision Making are 'in the red', indicating focus is needed in these areas.

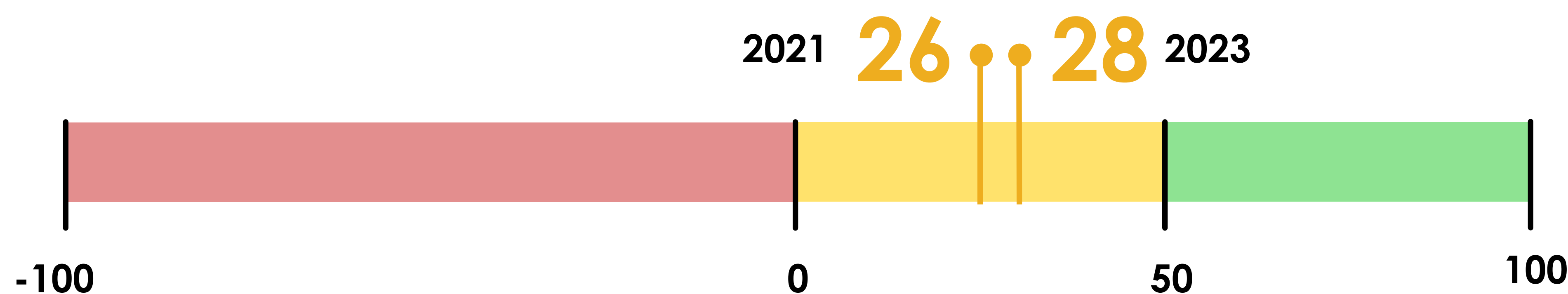


The most critical area for improvement is Voice and Participation in Decision Making. Fewer than 40% of respondents believe:

- Decisions about membership are clearly communicated to them
- Perspectives like theirs are included in decision making
- Their voices and perspectives are heard and valued by the Television Academy

Member Net Promoter Scores (NPS)* remain modest.

A Net Promoter Score* measures customer loyalty to an organization or brand by looking at their likelihood of recommending working with or joining the organization to others.



*Net Promoter Scores can range between -100 and +100, with +50 and above as a benchmark for an ideal score. Scores below 50, especially as they near 0, signal areas of concern. The goal is achieve an NPS over 50%, which would increase confidence around member retention and brand reputation.

Many identity groups still experience a lack of inclusion and belonging.

How to interpret this data

Meaningful Change is + or - 5%

- <50% ▮ Red Flag: Area for improvement
- 50-70% ▮ Yellow Flag: Area to track
- >70% ▮ Green Flag: Positive agreement

In addition to a lack of change across the major dimensions for all members, several historically marginalized identity groups in particular continue to report lower experiences in many of the dimensions.

Women from historically marginalized racial/ethnic groups, non-binary, and Disabled members are still reporting some of the lowest scores across almost all dimensions. Progress is being made, but there is still work ahead to improve these experiences.

	HMR Women	Non-Binary	Have a disability or Disabled
Overall Satisfaction & Engagement	71%	53%	66%
Access to Resources & Development	45%	27%	43%
Voice & Participation in Decision Making	32%	21%	34%
Belonging	60%	47%	57%
Leadership	37%	22%	37%
Diversity, Equity, Inclusion, & Accessibility	44%	38%	51%

Disabled respondents were one of the only groups who reported notable negative change in dimensions of Access to Resources and Engagement. This points to a need for more expansive accessibility efforts.

2021 vs 2023

Change in %

Access to Resources -8%

Engagement -7%

Small samples offer limited analysis, but considering underrepresented group data is important.

The data below represent perceptions from groups with very small sample sizes. Because of this, we cannot confidently state that change has occurred, as small samples are statistically unstable. However, inclusion work involves uplifting the voices of groups who are often underrepresented in organizations and society. While we cannot confidently state if change has occurred or not, despite these statistical limitations, these findings can point to nuances and potential trends worth monitoring and considering when further honing DEIA strategies and approaches at the Television Academy.

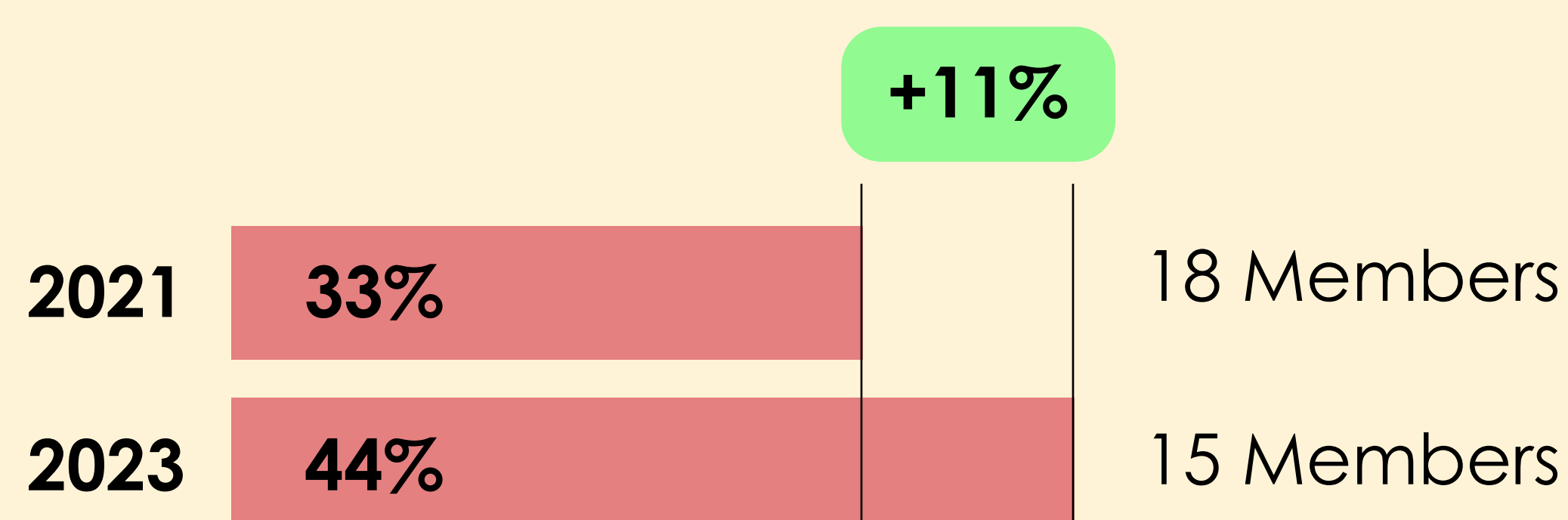
How to interpret this data

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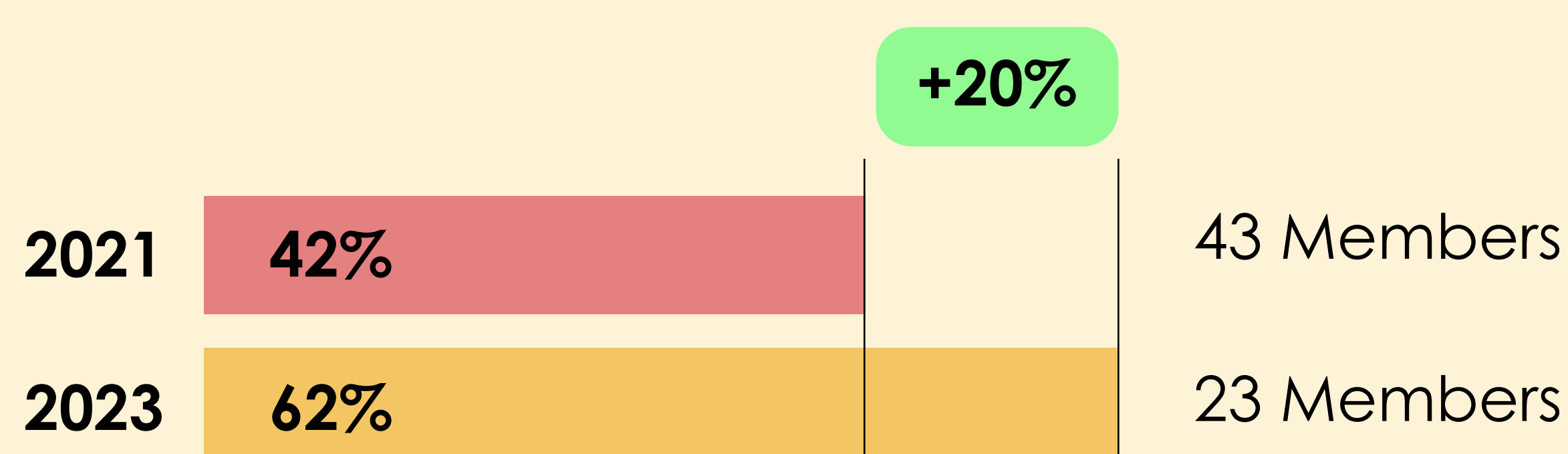
Trans Identities

While trans Belonging scores remain low, they may have increased since 2021.



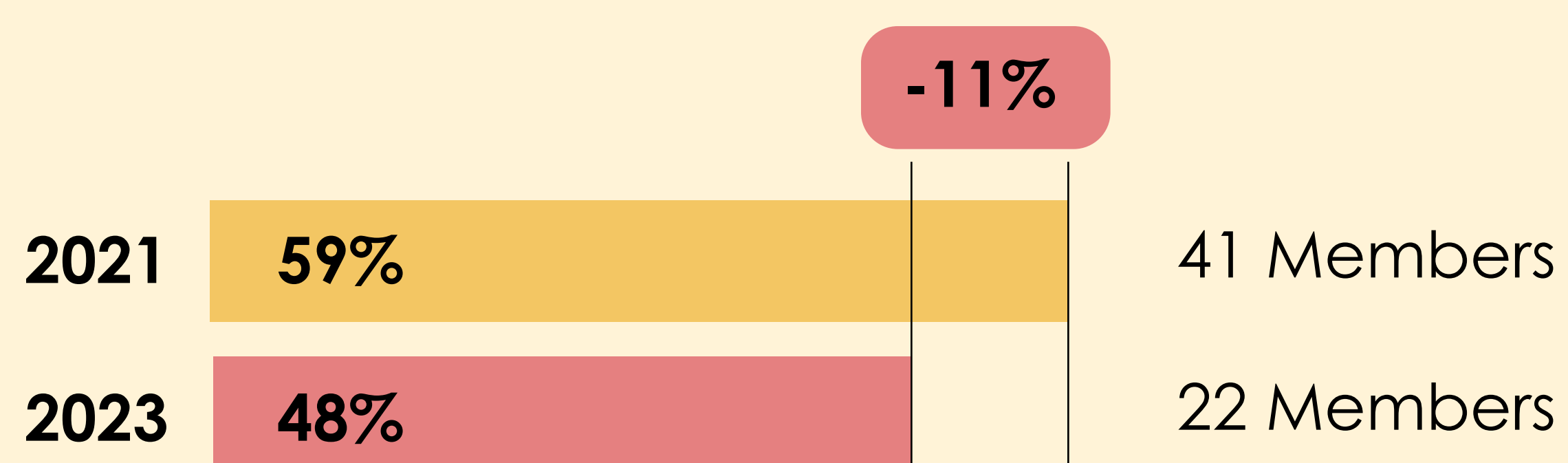
Pansexual Identities

Belonging scores for those who identify as pansexual may have increased since 2021.



Asexual Identities

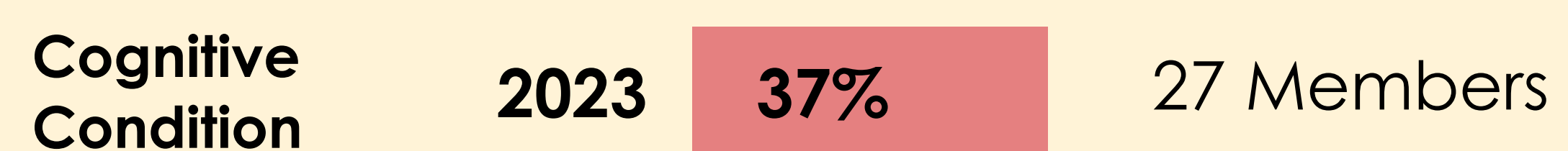
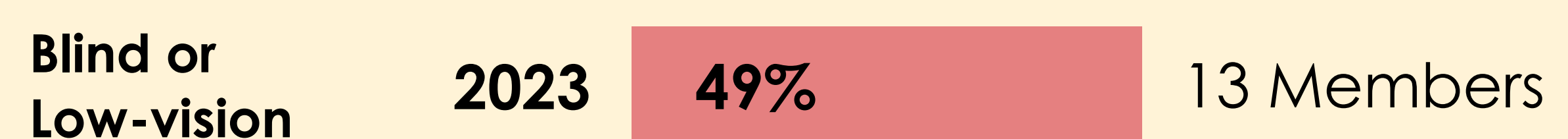
Belonging scores for those who identify as asexual may have decreased since 2021.



- Other sexual orientations saw at most 7% positive change across different dimensions.

Disabled Identities

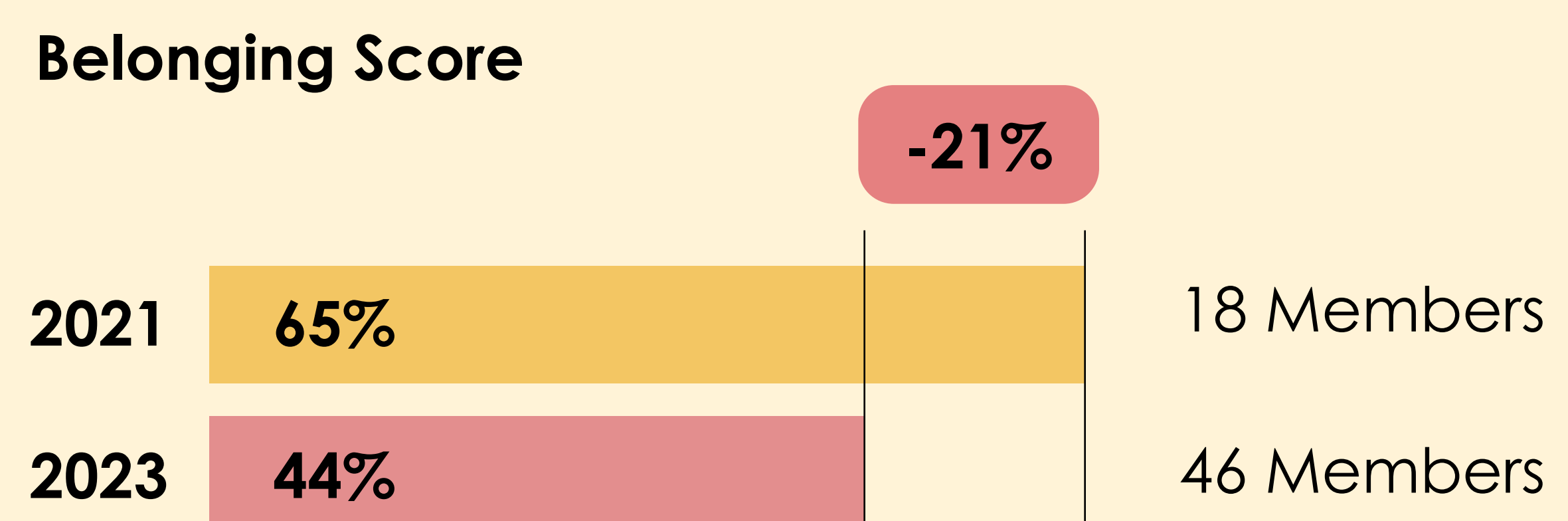
While members of any type of disability had lower Belonging scores than those without disabilities, these two types of disability had the lowest scores.



- A complete breakdown of these scores is available in Appendix F.
- These findings do not represent change from previous years, as we have moved towards more expansive dimensions of disability on the survey than in past years, so we cannot compare them year-over-year.

Write-Ins for Ethnically Jewish Identity

The number of members who wrote in their identity as ethnically Jewish increased between 2021 and 2023, but Belonging scores amongst this group may have decreased.



- In addition to small sample sizes, these write-in answers may not represent the entirety of folks who identify as Jewish as these respondents self-selected a choice that was not a listed option.

Improving communication, engagement, and DEIA are top of mind for members.

Improve transparency, communication, and engagement.

Along with low scores in these dimensions on the survey, almost half of the survey respondents chose not to answer the questions about progress and many commented they didn't know about the DEIA commitments. They also asked for more inclusive ways to engage with programming.

Expand DEIA education and awareness.

Member respondents noted a need for greater resources and training around DEIA topics, including more expansive awareness of identity groups such as disability, age, and ethnic heritage, such as Judaism. They also noted an inability to comfortably discuss DEIA topics.

Build consensus through opportunities for intentional understanding and connection.

Dynamic cultural shifts and global events have revealed a divide in DEIA prioritization among members, with some calling to deprioritize DEIA while others look to actionably expand it. This divide highlights the need for inclusive dialogues that embrace all viewpoints.

Continue diversifying membership through inclusive outreach.

While some progress has been made in diversifying membership, representation is still lagging for multiple identity groups such as Latinx/e, Indigenous, and Disabled identities.

Report Summary

The survey findings are promising, highlighting progress in DEIA (Diversity, Equity, Inclusion, and Accessibility). The Television Academy has advanced in diversity and representation over the last two years, especially among its newest members. Progress is also apparent among some historically marginalized groups, such as Women with Historically Marginalized Racial/Ethnic identities. While it is challenging to directly link these advancements to specific DEIA efforts by the Television Academy and its partnership with ReadySet, we should not discount these wins or the importance of investing in DEIA.

While this progress is worth celebrating, significant work still remains ahead. Enhancing accessibility for individuals with disabilities, boosting communication, engagement, and transparency, and prioritizing more DEIA-focused resources is critical. Paying attention to trends in smaller and larger identity groups is also essential to long-term success and diversifying the membership. In 2024, this work should include systemic changes, educational initiatives, and policy reforms that are crucial for maintaining momentum, centering the most vulnerable members, and setting industry standards. With continued monitoring and transparency of progress, and sustained investment in DEIA, the Television Academy will be able to make impactful strides toward their commitments and to DEIA in the television industry.

Next Steps

The Television Academy remains steadfast in striving to make all members feel welcome and supported in pursuing its mission “to celebrate excellence, innovation, and the advancement of the telecommunications arts and sciences through recognition, education, and leadership, while fostering a diverse, inclusive, and accessible professional community, building a lasting impact on creative generations to come.”

The Television Academy aims to exemplify accountability. To that end, it has made an intentional effort to address each of its 2021 commitments with action and will continue to do so with future work. It will also more clearly communicate its efforts and expectations for the future to ensure Members are aware of the Television Academy’s DEIA initiatives as well as their intended impacts and opportunities for Members to become involved.

Going forward, the Television Academy is committed to:

- Focusing on communication, transparency, and feedback opportunities for Members.
- Creating more equitable opportunities for Members to participate and get involved.
- Clarifying what DEIA means in practice and how it includes all folks, not just those who have been marginalized in the past.
- Developing programs and events to make the Television Academy feel like a place of community, offering avenues for meaningful career growth and support for members.
- Shining a light on identities such as ethnic heritage, disability, and age and facilitating a more expansive understanding of diversity and inclusion given the nuances of the increasingly complex current environment.

Detailed Member Demographics

Membership has become marginally more diverse.

While the member survey respondent demographics have not changed much, according to the Academy's internal data, the membership has become increasingly diverse across multiple types of identity. In an effort to remain committed to transparency, the Television Academy's current top-line membership identity demographics are below.

Additionally new members from the last two years are more diverse than the rest of the Academy's membership.

Television Academy's membership has grown.



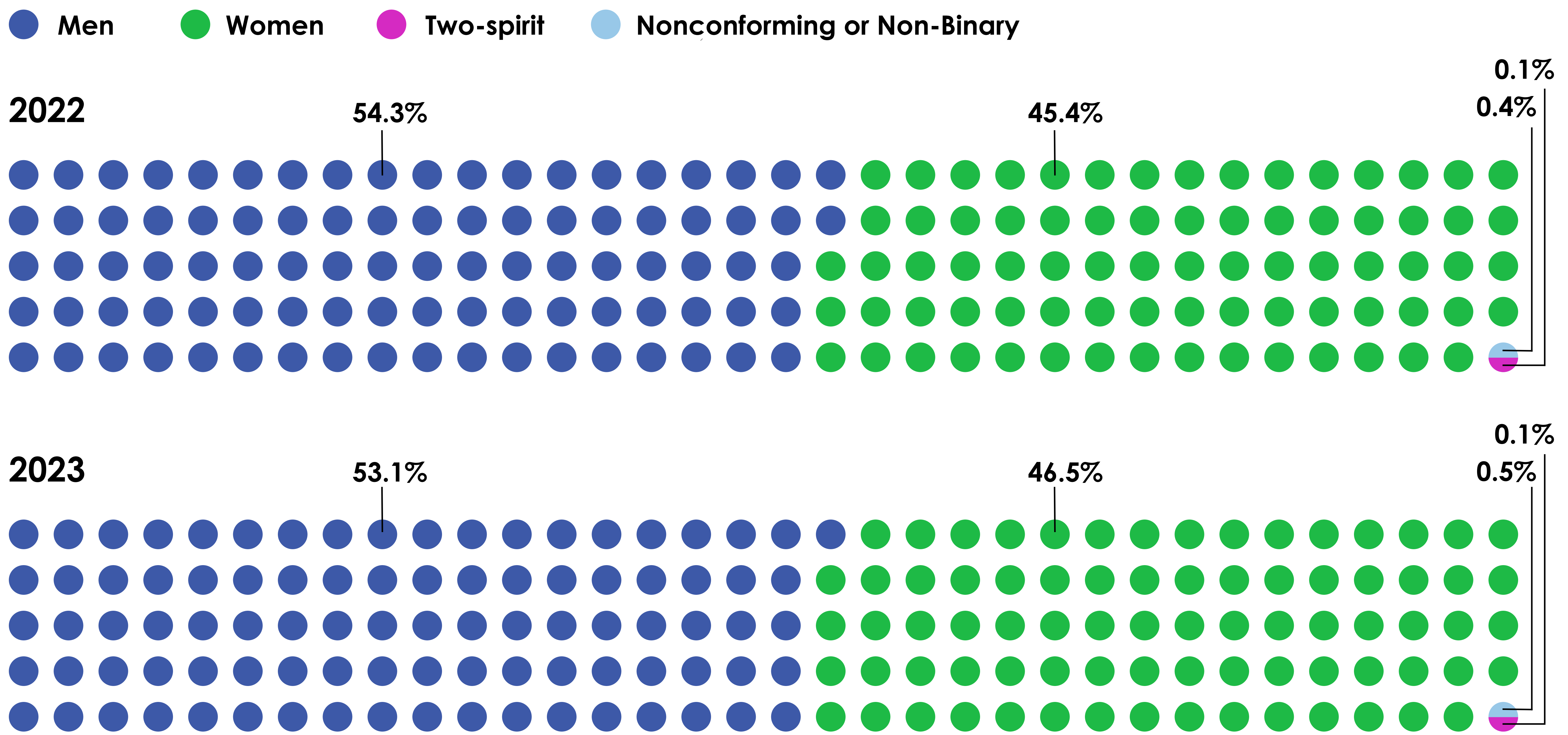
Demographic Comparisons across Years

Gender

2022	79.4%	Response Rate	2023	81.4%	Response Rate
	16,561	Respondents		19,058	Respondents

In 2023, as compared to 2022, the number of members identifying as men decreased by 1.2% and the number of members identifying as women increased by 1,341 members (1.1%). The number of members identifying as nonconforming, non-binary, and/or two-spirit did not change sizeably across years.

In both 2022 and 2023, 0.1% of members identified as transgender and <.01% of members identified as intersex.



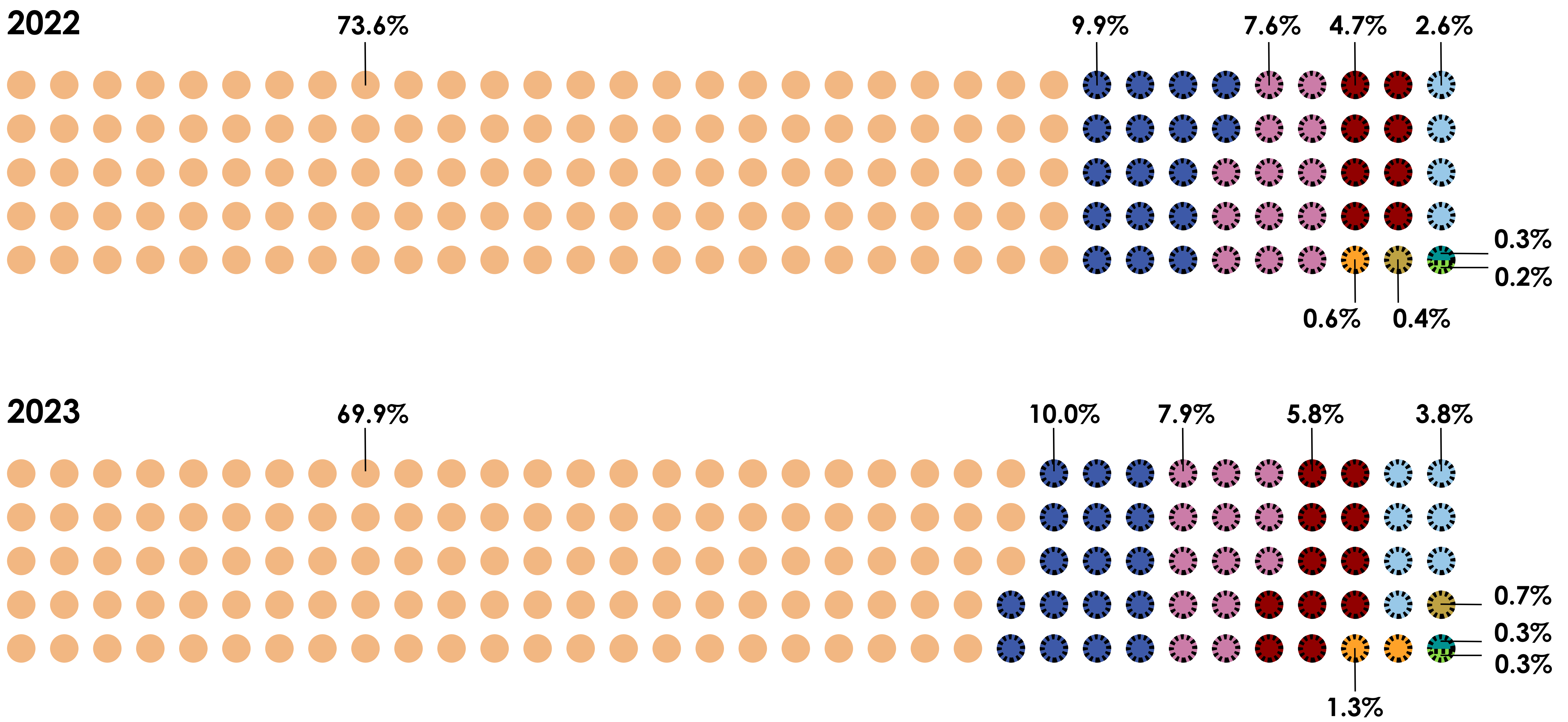
Race/ethnicity

2022 67.3% Response Rate
14,042 Respondents

2023 73.6% Response Rate
17,236 Respondents

The number of members identifying as a member of a historically marginalized racial/ethnic group (HMR) increased by almost 1,500 members (3.7%) in 2023 as compared to 2022 and the number of members identifying as White decreased by the same percentage. See graph below for additional information regarding the racial/ethnic composition of the Television Academy's membership across years.

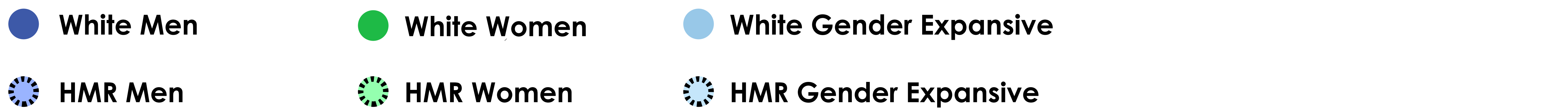
- White or Caucasian (non-Hispanic/non-Latinx)
- East or Southeast Asian
- Middle Eastern
- Black or African American
- South Asian
- Latino/Latina/Latinx or Hispanic
- Native Hawaiian or Other Pacific Islander
- Biracial or Multiracial
- American Indian, Alaska Native, First Nation or Indigenous



Intersection: Gender by Race

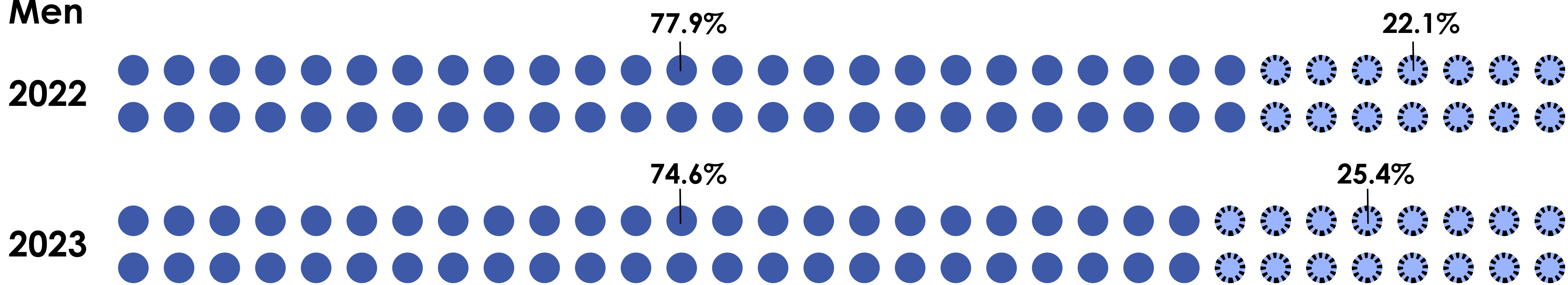
In 2023, as compared to 2022, the percentage of members identifying as White Men and White Women decreased by approximately 3% for both groups. However, the percentage of both men and women identifying as a member of a historically marginalized racial/ethnic group (HMR) increased by about 3% for both groups. Specifically, in 2023, 587 new members identified as men from historically marginalized racial/ethnic groups and 694 women identified as such. This pattern was different for members who identified as either gender nonconforming, non-binary, and/or two-spirit. These individuals were more likely to be White in 2022 (54.5%) as compared to 2023 (46.0%).

.1% members identify as trans and <.01% members identify as intersex.
Gender expansive refers to individuals who identify as non-binary and/or two-spirit.



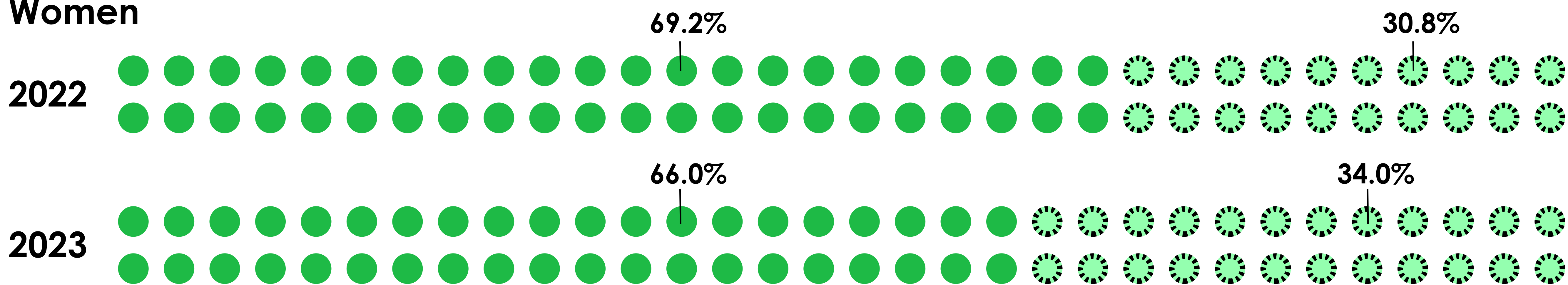
Identifying as

Men



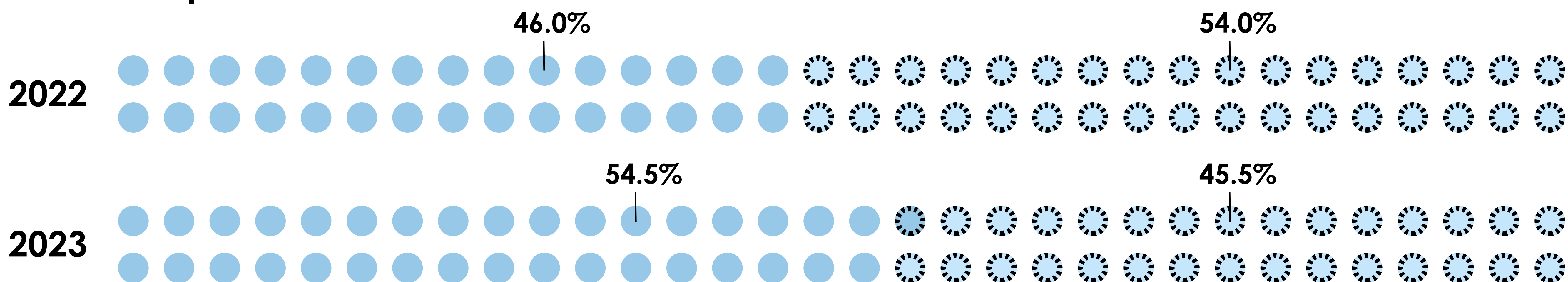
Identifying as

Women



Identifying as

Gender Expansive



Age and the Intersection of Age and Race

Age and the Intersection of Age and Race— Across years, the percentage of members 40 and Under compared to members Over 40 remained the same in 2023 as compared to 2022. Specifically, those 40 and Under made up approximately 36% of the membership base in both years, while those Over 40 made up approximately 64% of members across years. However, those 40 and Under grew more racially and ethnically diverse as compared to those Over 40. For instance, in 2023 the percent of members 40 and Under who identified as a member of a historically marginalized racial/ethnic (HMR) group grew by 3.6% (520 members) where as the percent of members Over 40 who identified as a member of a HMR group only grew by 1.8% (657 members).

2022 vs 2023

Percentage of Members 40 and Under compared to Members Over 40 remained the same.

2023

Identifying as HMR

● Age Over 40	30.5%
● Age 40 and Under	40.3%

● Over 40 White ● Over 40 HMR ● 40 and Under White ● 40 and Under HRM

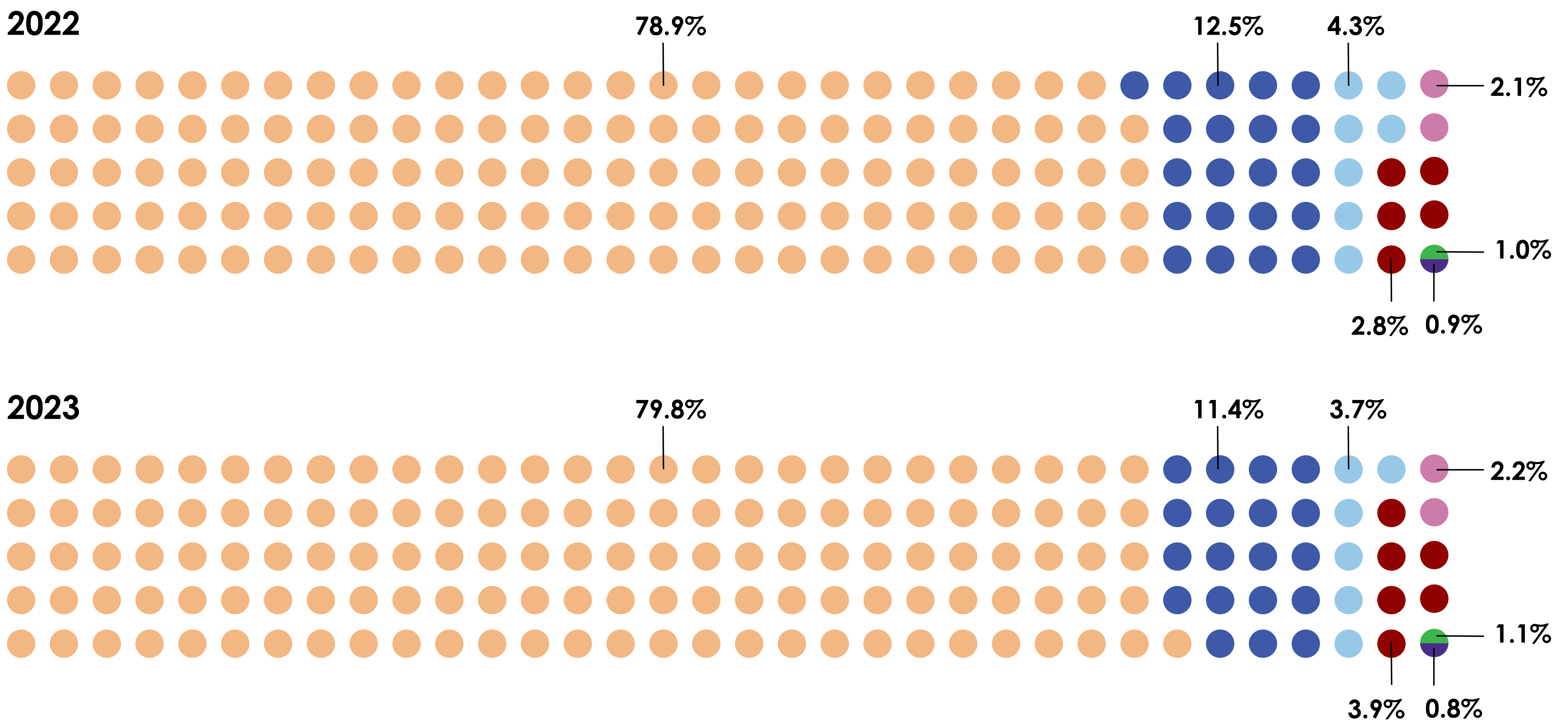


Sexual Orientation

2022 23.5% Response Rate
4,896 Respondents

2023 39.9% Response Rate
9,336 Respondents

In 2023, as compared to 2022, the number of members identifying as heterosexual/straight or bisexual increased by 1%, while the percentage of members identifying as gay or queer decreased by approximately the same amount. The percentage of members identifying as lesbian, pansexual, or asexual did not change sizeably over the past year. The percentages of new members' sexual orientations from the past two years are similar to the rest of the Television Academy's membership.



Disability Status

2022 22.4% Response Rate
4,668 Respondents

2023 33.3% Response Rate
7,786 Respondents

In 2022, 2.4% identified as disabled compared to 3.8% in 2023. Across both years, the top three disability types mentioned include: ambulatory condition, medical condition, and cognitive condition.

2022 vs 2023

Identifying as

● **Disabled** **+1.4%**

2022 + 2023

Top 3 disability types

- **Ambulatory condition**
- **Medical condition**
- **Cognitive condition**

Veteran Status

2022 5.1% Response Rate
1,066 Respondents

2023 27.5% Response Rate
6,427 Respondents

The number of members identifying as either a veteran or active duty personnel decreased in 2023 as compared to 2022. In 2022, 12.3% of members identified as either veterans or active duty personnel while in 2023 only 3.2% of members identified as such.

2022 vs 2023

Identifying as

● **Veterans or Active Duty Personnel** **-9.1%**

Appendices

Appendix A

1. METHODS

1.2 Methodology

- In 2023 we created a survey nearly identical to the 2021 survey, however some differences in 2023 included:
 - Slight changes to demographic terminology and section organization to update inclusive language and survey methods.
 - Inclusion of a new section with "DEIA Commitment Progress Questions" to measure participant perceptions of the Television Academy's DEIA progress toward its public commitments.
- Notes:
 - In general we consider any agreement score of 70% or higher as positive, between 50-70% as a 'yellow flag', and under 50% as a 'red flag', or concerning.
 - When comparing scores across years, a change of at least 5 percentage points is considered substantive.
 - We have reported only on the most useful and impactful data, not all data. Some additional interesting data is reported in these appendices.
- Surveys were distributed electronically via Qualtrics. Participants were notified to complete the survey multiple times over email, in newsletters, and at in-person events.
- There were three types of surveys administered: 1 (one) for Members, 1 (one) for Staff, and 1 (one) with additional questions specifically for Governors. This was the same approach used in the 2021 survey.

Overall Satisfaction & Engagement

General engagement with the Television Academy. A major predictor of member attrition.

Access to Resources & Development

Equal access to member resources and development opportunities through the Academy. Critical for Inclusion.

Voice & Participation in Decision Making

Feeling included in decisions that affect them, and the capacity to share perspectives that are integrated into decision making. More participation predicts higher engagement & satisfaction.

Belonging

The inclusion of individuals' authentic selves in the organizational culture, regardless of whether one is from a historically marginalized group or not. Strong predictor of satisfaction, attrition, and referrals.

Leadership

Measures member perceptions of leadership. Indicates transparency, trust, mission alignment, cohesion, and uncertainty.

Diversity, Equity, Inclusion, and Accessibility

Perception that the Television Academy is diverse or committed to diversity. Predicts trust in the organization's mission and belonging, especially of underrepresented groups.

- Members rated statements about the above mentioned dimensions on a five-point scale from strongly disagree (1) to strongly agree (5). The data reported in this report represent the percentage of respondents who agreed or strongly agreed with positive statements about those dimensions.
- Surveys were analyzed with a holistic, intersectional approach to provide both rigorous findings and nuanced understanding of patterns.
- Analysis includes measuring impact against the 2021 benchmarks from the previous assessment to understand member sentiment and sentiment change over time.

Calculating a Net Promoter Score

The single question of “How likely would you be to recommend the Television Academy to others as an organization to join?” is scored on a 0 to 10 rating scale. Scores between 0 and 6 are considered “Detractors” and are affiliated with people who actively speak out against or complain about an organization, causing that organization to lose potential customers, employees or members. Scores of 7 and 8 are considered “Neutral” as those people have no discernible impact on the gain or loss of customers/employees/members nor brand reputation. Scores of 9 or 10 are considered “Promoters” and represent people who actively speak well of an organization, leading to gains in brand reputation and recruitment. The Net Promoter Score is calculated by adding up the percentage of respondents with ratings of 9 or 10, then subtracting the percentage of respondents with ratings between 0 and 6.

Appendix B

Change in Survey Scores: Intersectional Analyses (RaceXGender)

While perceptions of Belonging have improved for White Men, White Women, HMR Men, and HMR Women (2023 vs. 2021), perceptions across the other five dimensions have remained relatively unchanged.

	2021 Scores				2023 Scores						Change in Scores			
	White Men n= 1,879	White Women n= 1,595	HMR Men n= 680	HMR Women n= 835	White Men n= 792	White Women n= 666	White Non-Binary n= 13	HMR Men n= 383	HMR Women n= 510	HMR Non-Binary n= 10	White Men	White Women	HMR Men	HMR Women
Overall Satisfaction & Engagement	75%	76%	70%	67%	77%	76%	58%	73%	71%	43%	2%	0%	3%	4%
Access to Resources & Development	57%	53%	51%	43%	59%	54%	33%	51%	45%	23%	2%	1%	0%	2%
Voice & Participation in Decision Making	41%	37%	34%	27%	45%	41%	23%	37%	32%	20%	4%	4%	3%	5%
Belonging	67%	64%	57%	50%	72%	70%	49%	63%	60%	40%	5%	6%	6%	10%
Leadership	50%	46%	39%	31%	50%	48%	10%	39%	37%	38%	0%	2%	0%	6%
Diversity, Equity, Inclusion, & Accessibility	61%	56%	47%	40%	62%	57%	36%	51%	44%	43%	1%	1%	4%	4%

Appendix C

Change in Survey Scores: Age Groups

Change the following text: While perceptions of Belonging improved for members age 40 and Under (2023 vs. 2021), they did not sizeably improve for members over 40. Perceptions across the other five dimensions have remained relatively unchanged.

	2021 Scores		2023 Scores		Change in Scores	
	40 and Under n=1,101	Over 40 n=4,179	40 and Under n=467	Over 40 n=2,252	40 and Under	Over 40
Overall Satisfaction & Engagement	71%	73%	71%	73%	0%	0%
Access to Resources & Development	47%	54%	47%	53%	0%	-1%
Voice & Participation in Decision Making	32%	37%	36%	39%	4%	2%
Belonging	56%	62%	63%	66%	7%	4%
Leadership	39%	45%	42%	43%	3%	-2%
Diversity, Equity, Inclusion, & Accessibility	50%	55%	51%	54%	1%	-1%

Appendix D

Change in Survey Scores: Disability Status

For non-disabled members, perceptions of Belonging improved in 2023, as compared to 2021. However, perceptions of Belonging did not change for disabled members. For disabled members, Overall Satisfaction & Engagement worsened, as did Access to Resources & Development.

	2021 Scores		2023 Scores		Change in Scores	
	No disability or non-Disabled n=4,793	Have a disability or Disabled n=202	No disability or non-Disabled n=2,271	Have a disability or Disabled n=188	No disability or non-Disabled	Have a disability or Disabled
Overall Satisfaction & Engagement	73%	73%	74%	66%	1%	-7%
Access to Resources & Development	53%	51%	53%	43%	0%	-8%
Voice & Participation in Decision Making	36%	34%	39%	34%	3%	0%
Belonging	61%	57%	67%	57%	6%	0%
Leadership	44%	41%	44%	37%	0%	-4%
Diversity, Equity, Inclusion, & Accessibility	54%	53%	54%	51%	0%	-2%

Appendix E

Change in Survey Scores: Trans Members

For transgender members, perceptions of Voice and & Participation in Decision Making worsened in 2023, compared to 2021. The remaining dimensions either stayed relatively the same (i.e., Leadership) or improved.

	Trans Members		
	2021 n=18	2023 n=15	Change in Scores 2023 vs 2021
Overall Satisfaction & Engagement	50%	57%	7%
Access to Resources & Development	27%	33%	6%
Voice & Participation in Decision Making	29%	23%	-6%
Belonging	33%	44%	11%
Leadership	19%	17%	-2%
Diversity, Equity, Inclusion, & Accessibility	30%	37%	7%

Appendix F

2023 Survey Scores for Members with Disabilities

While members without disabilities reported more positive views than members with any given type of disability, members with cognitive conditions had the least positive views as compared to members with other types of disabilities.

	2023 Disability Details						
	No disability or non-Disabled n=2,271	Medical Condition n=63	Ambulatory Condition n=45	Deaf or hard-of-hearing n=33	Cognitive Condition n=27	Blind or low-vision n=13	Condition affecting one's ability to care for oneself n=6
Overall Satisfaction & Engagement	74%	67%	74%	55%	56%	69%	46%
Access to Resources & Development	53%	46%	46%	46%	28%	38%	50%
Voice & Participation in Decision Making	39%	37%	36%	36%	28%	23%	29%
Belonging	67%	66%	65%	61%	37%	49%	61%
Leadership	44%	39%	46%	39%	17%	23%	33%
Diversity, Equity, Inclusion, & Accessibility	54%	57%	54%	53%	34%	49%	42%

Appendix G

Progress toward DEIA Commitments: Intersectional Analyses

On average, White Men were more likely than White Women, HMR Men, or HMR women to perceive significant progress toward DEIA commitments.

	White Men			White Women			HMR Men			HMR Women		
	No Progress	Some Progress	Significant Progress	No Progress	Some Progress	Significant Progress	No Progress	Some Progress	Significant Progress	No Progress	Some Progress	Significant Progress
Progress toward DEIA Commitments	4%	55%	41%	5%	59%	36%	11%	58%	31%	14%	60%	26%
1: Commit to an ongoing focus on equity and inclusion across the organization.	1%	46%	54%	2%	52%	45%	6%	59%	35%	6%	60%	34%
2: Diversify membership so that it is reflective of the broader US population.	3%	49%	48%	4%	53%	42%	11%	48%	41%	12%	56%	32%
3: Diversify and support Academy leadership so that it is reflective of the Television Academy membership.	4%	96%	0%	6%	94%	0%	13%	87%	0%	16%	84%	0%
4: Provide innovative opportunities for members to engage more directly and have their voices heard.	8%	47%	46%	11%	54%	35%	17%	52%	32%	20%	52%	28%
5: Establish measurable DEIA goals for membership, leadership, and staff.	5%	42%	53%	5%	48%	47%	11%	51%	37%	14%	56%	30%
6: Be a thought leader for the television industry by helping to set the standard for driving DEIA best practices.	6%	49%	45%	5%	50%	46%	10%	51%	40%	16%	52%	32%

Appendix H

Respondent Demographics

Gender Identity	2021	2023	Change in %
Men	51%	47%	-4%
Women	45%	48%	3%
Non-Binary	2%	1%	-1%
Prefer not to answer	2%	4%	2%
Do you describe yourself as Transgender?			
No	97%	96%	-1%
Prefer not to answer	3%	3%	0%
Yes	0.2%	0.5%	0.3%
Do you describe yourself as Intersex?			
No	97%	97%	0%
Prefer not to answer	3%	3%	0%
Yes	0.02%	0.1%	0.08%

Race or Ethnicity	2021	2023	Change in %
White or Caucasian (non-Hispanic/non-Latinx)	68%	62%	-6%
Black or African American	10%	13%	3%
Latino/Latina/ Latinx or Hispanic	9%	11%	2%
Biracial or Multiracial	5%	6%	1%
East Asian or East Asian-American	5%	5%	-1%
South Asian or South-Asian American	2%	2%	0%
Middle Eastern	2%	1%	-1%
American Indian, Alaska Native, First Nation or Indigenous	1%	1%	-1%
Native Hawaiian or Other Pacific Islander	1%	0.4%	-0.6%

Appendix H

Respondent Demographics

Sexual Orientation	2021	2023	Change in %
Straight	78%	72%	-6%
Prefer not to answer	5%	10%	5%
Gay	9%	9%	0%
Bisexual	3%	4%	0%
Queer	3%	2%	-1%
Lesbian	3%	2%	-1%
Pansexual	1%	1%	0%
Asexual	1%	1%	0%

Member Age	2021	2023	Change in %
18-24	<1%	0.4%	0.3%
25-40	18%	17%	-1%
41-55	42%	44%	2%
56-67	29%	26%	-3%
68 or older	11%	12%	1%

Veteran Status	2021	2023
Not a veteran	96%	94%
Prefer not to answer	1%	3%
Prefer to self describe		1%
Protected Veteran	3%	1%
Active Duty, Wartime or Campaign Badge Veteran		1%
Armed Forces Service Medal Veteran		0.1%
Veteran not listed above		1%

Appendix H

Respondent Demographics

Peer Group	2021	2023	Change in %
Below-the-Line (BTL) Peer Groups	34%	34%	0%
Above-the-Line (ATL) Peer Groups	27%	30%	3%
Business of Entertainment Peer Groups	19%	19%	0%
Mixed ATL/BTO Peer Groups	20%	17%	-3%

Peer Group - detailed	2021	2023		2021	2023
Animation	3.4%	3.1%	Music	3.6%	2.5%
Art Directors/Set Decorators	2.7%	3.5%	Performers	7.1%	9.1%
Casting Directors	2.8%	2.5%	Picture Editors	6.0%	6.9%
Children's Programming	1.3%	1.2%	Producers	9.2%	10.9%
Choreography	0.7%	0.3%	Production Executives	5.0%	4.8%
Cinematographers	1.1%	1.5%	Professional Representatives	2.6%	2.8%
Commercials	1.8%	1.5%	Public Relations	3.9%	2.8%
Costume Design & Supervision	2.0%	3.1%	Reality Programming	3.4%	3.3%
Daytime Programming	1.8%	1.1%	Science & Technology	-	0.8%
Directors	3.2%	4.4%	Sound	2.4%	2.4%
Documentary Programming	3.6%	2.3%	Sound Editors	1.9%	1.7%
Emerging Media Programming	3.3%	2.1%	Special Visual Effects	2.1%	2.3%
Lighting, Camera & Technical Arts	2.1%	2.0%	Stunts	1.4%	1.4%
Los Angeles Area	1.3%	1.4%	Television Executives	10.1%	8.5%
Makeup Artists/Hairstylists	2.3%	2.8%	Writers	7.3%	6.1%
Motion & Title Design	0.8%	0.9%			

Appendix H

Respondent Demographics

Disability Status	2021	2023
Non-Disabled	91%	84%
Disabled	4%	7%
Prefer not to answer	4%	9%
Disability-Detailed	2021	2023
Physical	2.0%	
Mental	0.8%	
Sensory	0.5%	
Prefer to self describe	0.5%	1%
Prefer not to answer		2%
Medical Condition		2%
Deaf/Hard of hearing		1%
Cognitive conditions/neuro distinct		1%
Blind/low vision spectrum		0.5%
Requires self-care support		0.2%
Independent living support		0.1%