



2007 & 2008 Casting Data Reports

WHAT ARE CASTING DATA REPORTS?

In a joint effort by Producers and the Guild to realistically portray “the American Scene”, Producers signatory to the Guild’s television and theatrical contracts must submit hiring data of performers on all productions from Theatrical Feature Films, Theatrical Low Budget Films, Television Episodic Programs and Television Non-Episodic Programs. Specifically, with the purpose to improve conditions for equal employment access and opportunities, the collection and analysis of hiring data based on gender, age, and race/ethnicity of performers are examined to determine hiring trends of our traditionally underemployed and disenfranchised membership.



Casting Data Reports

Notes on Production Data

- **This Report is an overview of “All TV/Theatrical Productions”, consisting of:**
 - ★ **Theatrical Feature Presentations**
 - ★ **Low Budget Presentations (under \$3.75million)**
 - ★ **Television Episodic (i.e. TV Series & Mini-Series)**
 - ★ **Non-Episodic (i.e. TV Movies & Pilots)**
 - ★ ***Excludes Animation***



Casting Data Reports

Notes on Data Collection

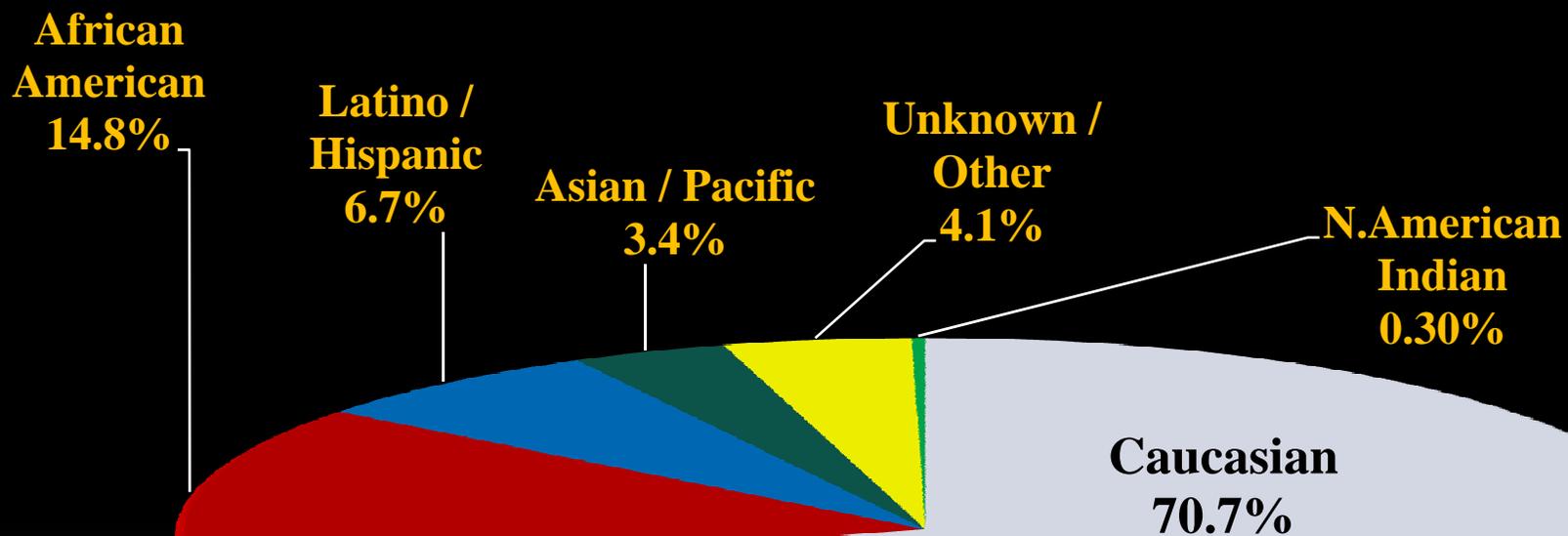
- **Data Collection:**
 - ★ "Eye-ball" determinations of:
 - ★ Age / Gender
 - ★ Ethnicity
 - ★ ***DISABILITY REMAINS UNCOUNTE***



2007 Casting Data Shows Highest Minority Representation on Record for 2nd Straight Year

- ★ 2006:
27.7% non-Caucasian performers
- ★ 2007:
29.3% non-Caucasian performers
- ★ 2008:
27.5% non-Caucasian performers

Share of All 2007 TV/Theatrical Roles (Excluding Animation)



Source: Casting Data Reports, compiled based on information provided by producers

Share of All 2008 TV/Theatrical Roles (Excluding Animation)

**African
American**
13.3%

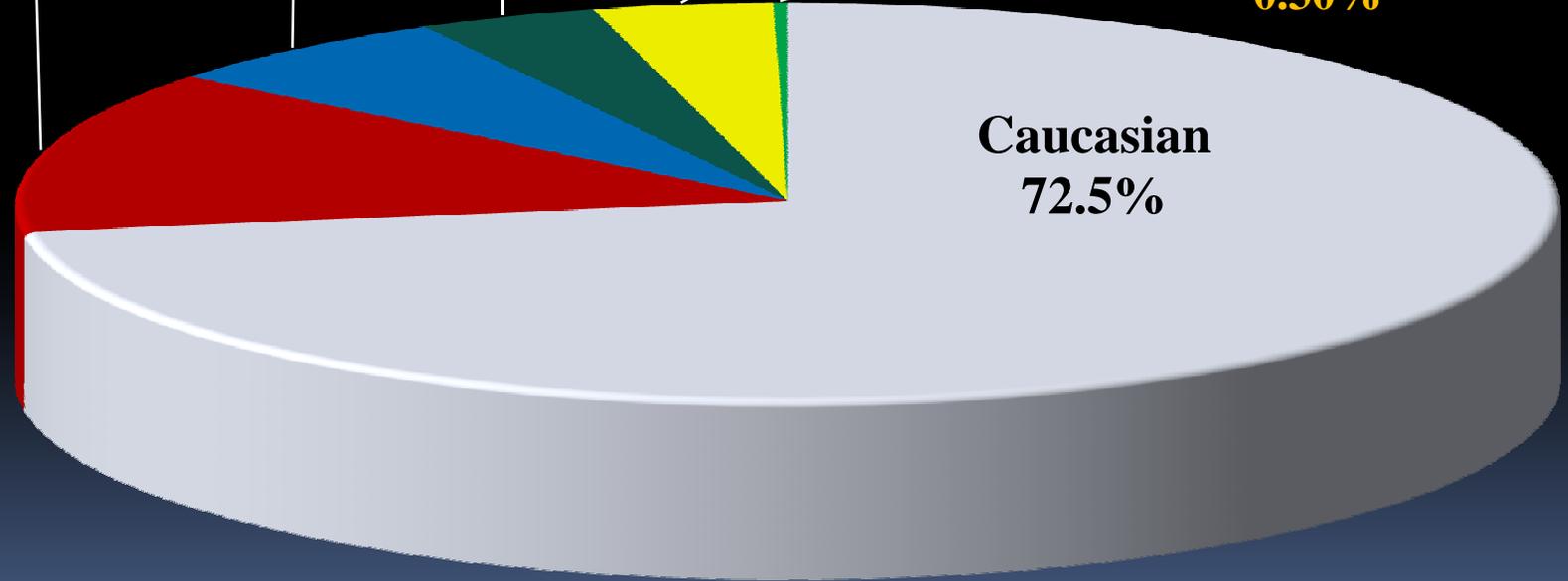
**Latino /
Hispanic**
6.4%

Asian / Pacific
3.8%

**Unknown /
Other**
3.8%

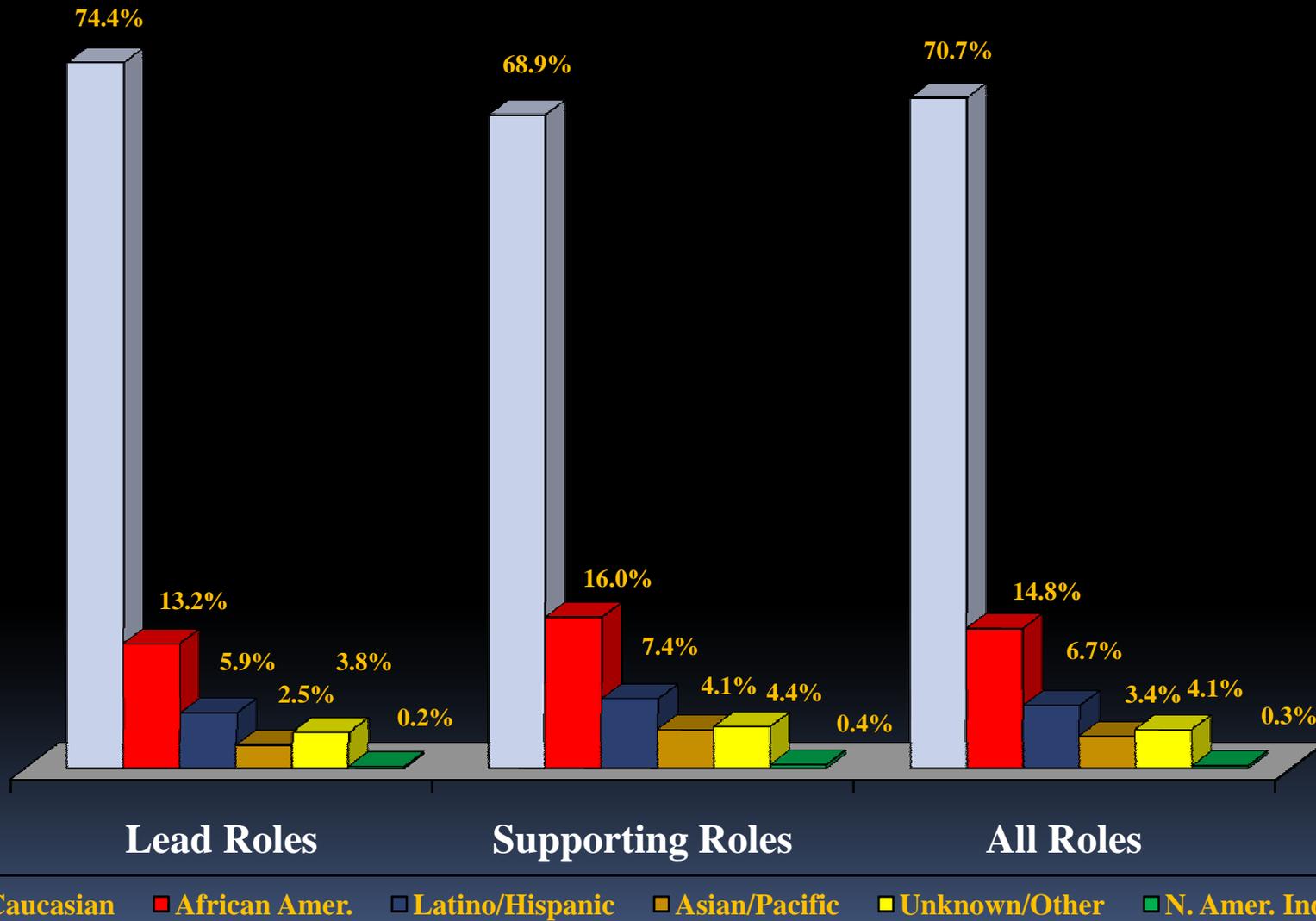
**N. American
Indian**
0.30%

Caucasian
72.5%



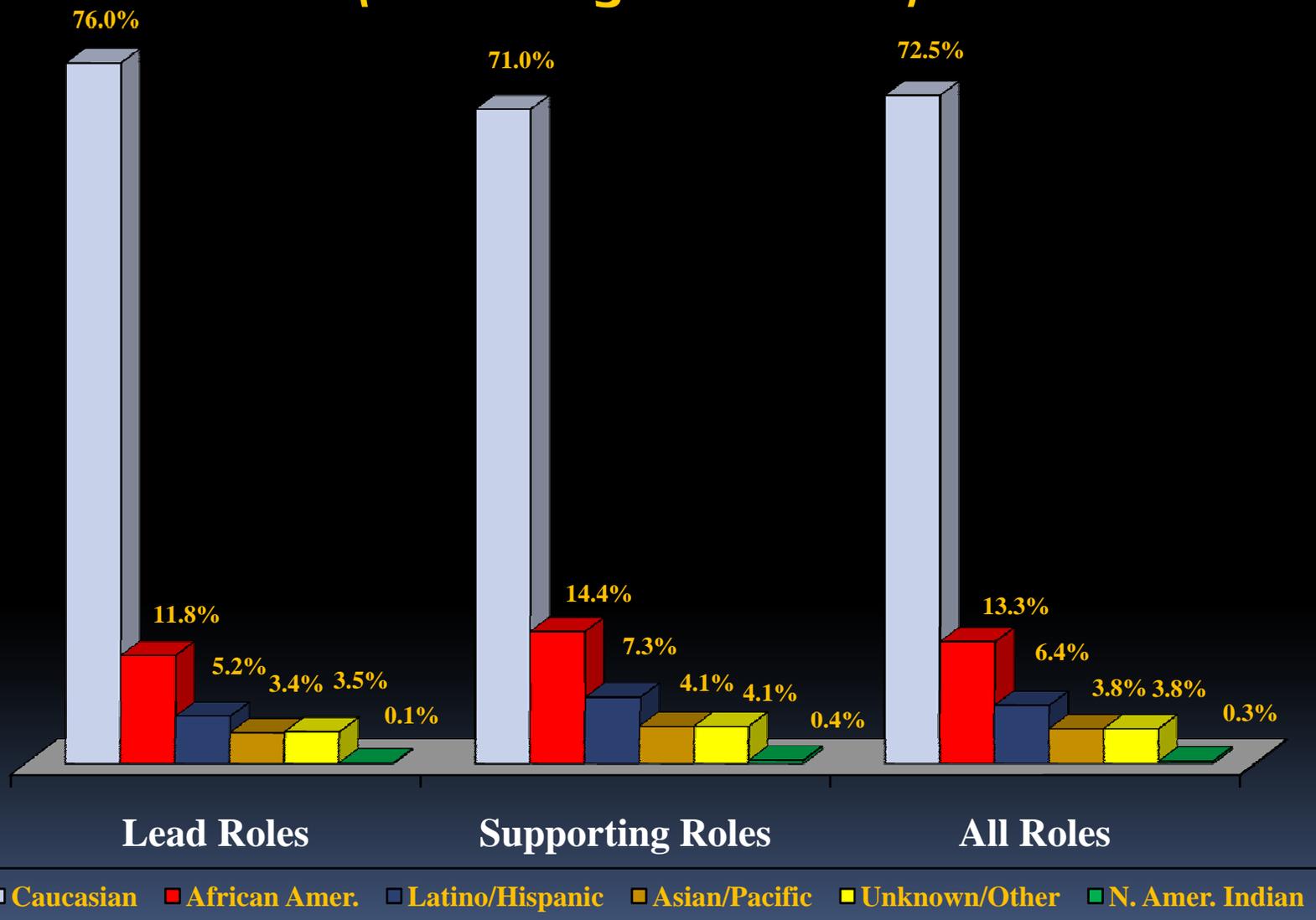
Source: Casting Data Reports, compiled based on information provided by producers

Share of All 2007 TV/Theatrical Roles (Excluding Animation)



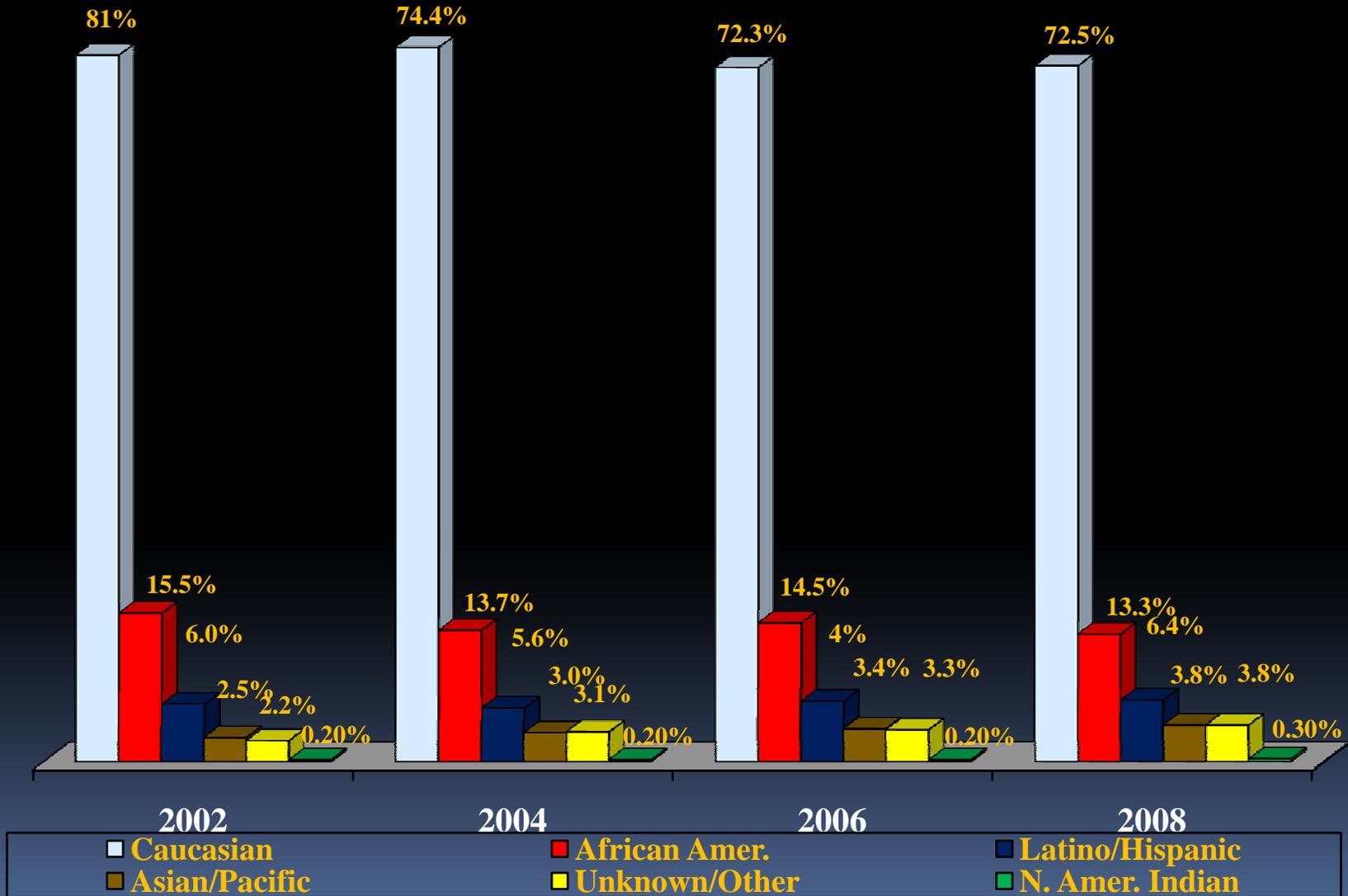
Source: Casting Data Reports, compiled based on information provided by producers

Share of All 2008 TV/Theatrical Roles (Excluding Animation)



Source: Casting Data Reports, compiled based on information provided by producers

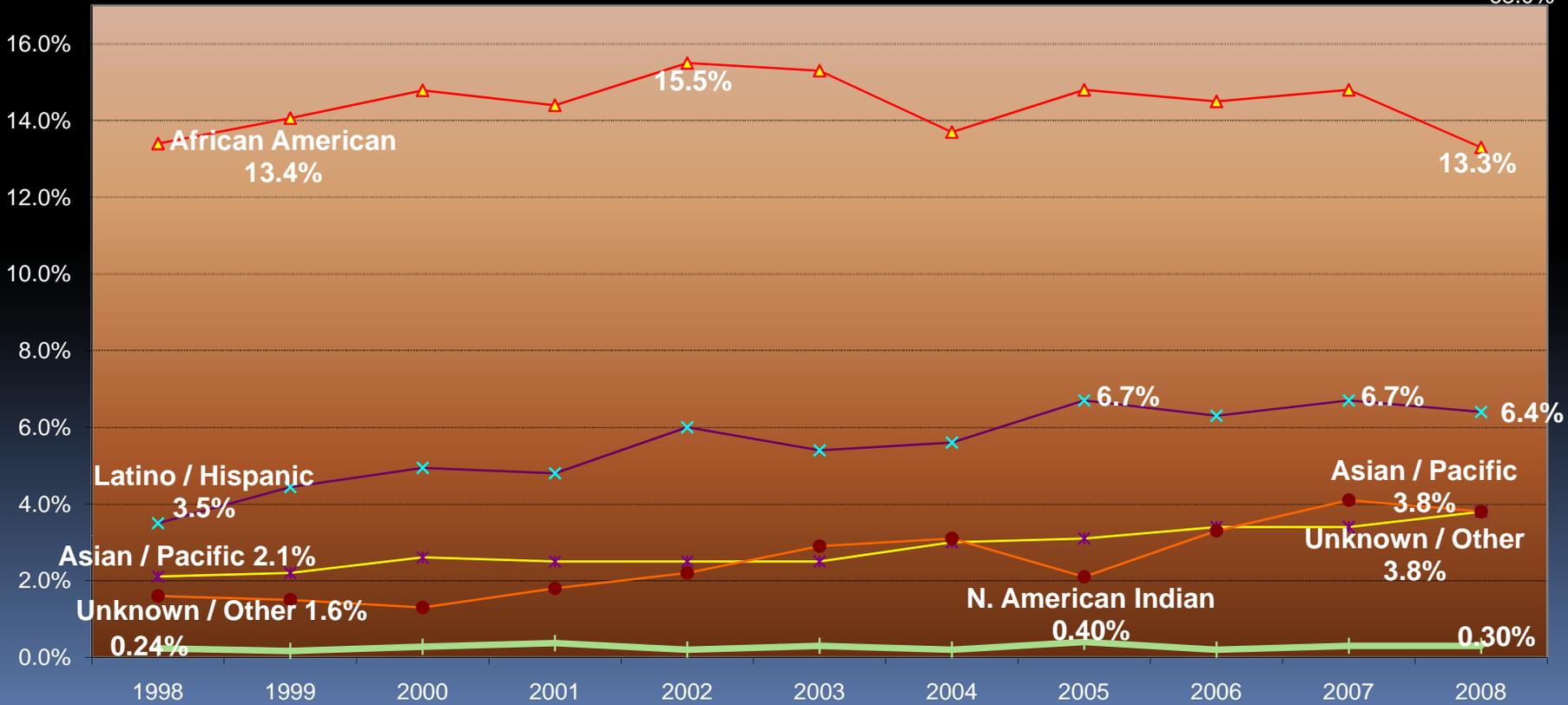
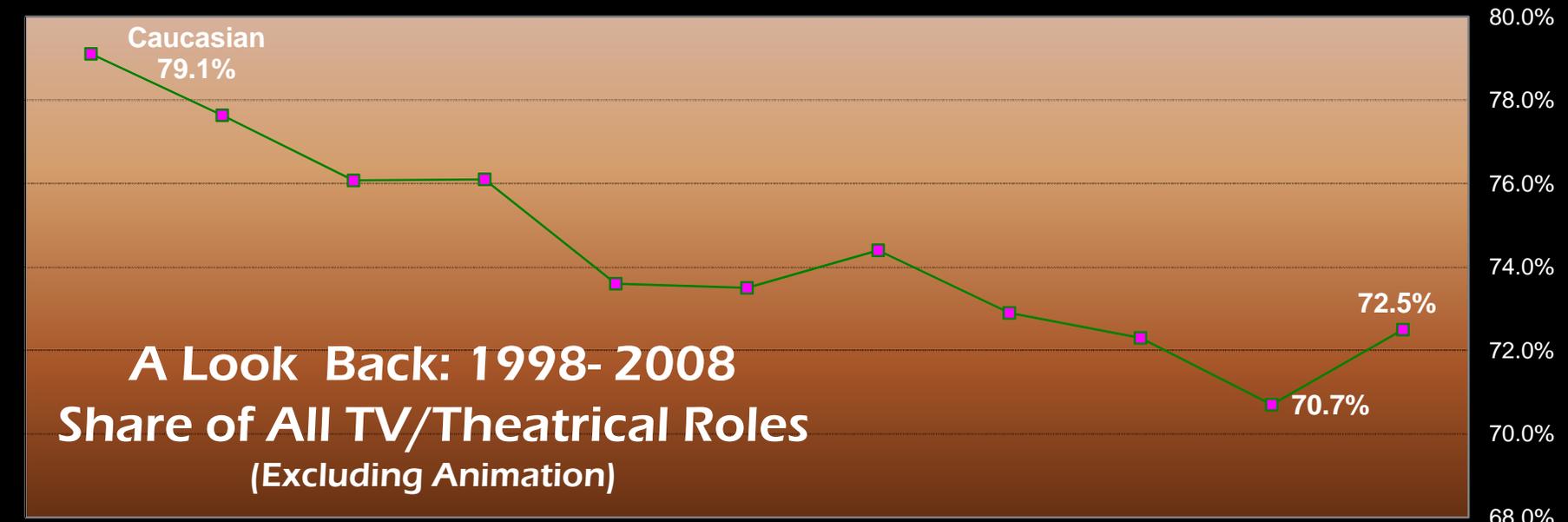
A Look Back: 2002 - 2008 Share of All TV/Theatrical Roles (Excluding Animation)



Source: Casting Data Reports, compiled based on information provided by producers

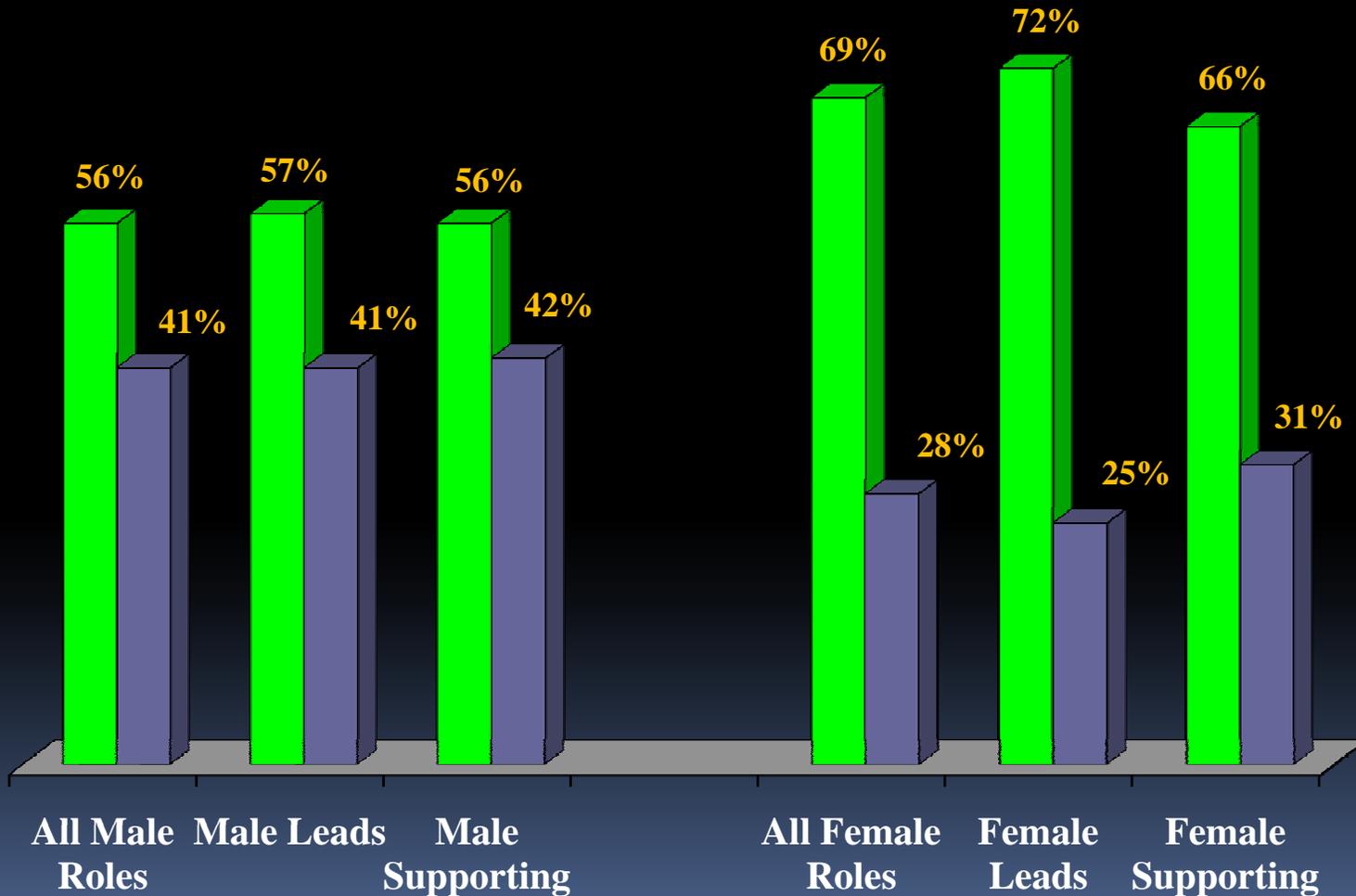
A Look Back: 1998-2008

Share of All TV/Theatrical Roles (Excluding Animation)



Share of All 2007 TV/Theatrical Roles (Excluding Animation)

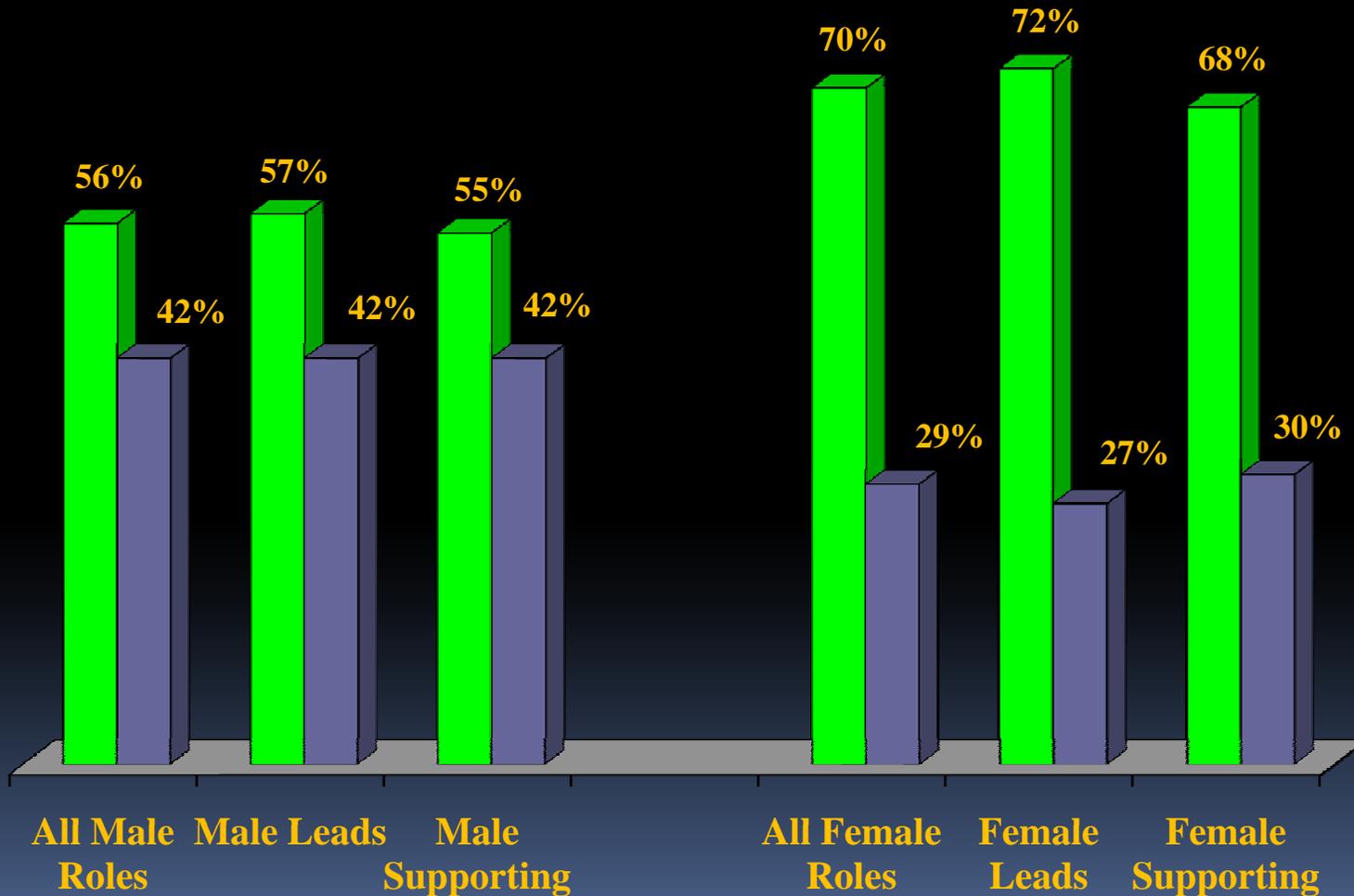
■ Under 40 ■ 40 and Over



Source: Casting Data Reports, compiled based on information provided by producers

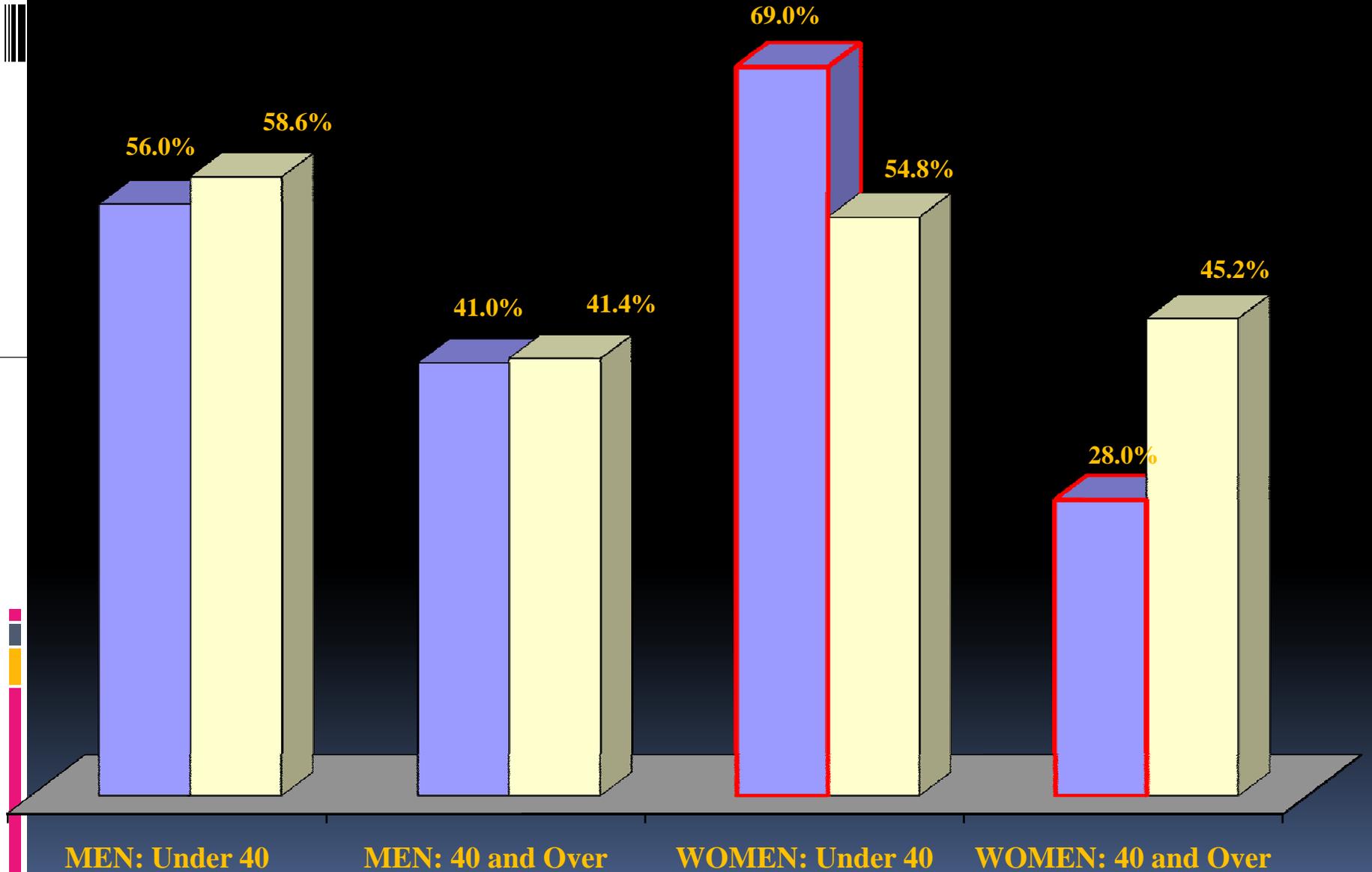
Share of All 2008 TV/Theatrical Roles (Excluding Animation)

■ Under 40 ■ 40 and Over



Source: Casting Data Reports, compiled based on information provided by producers

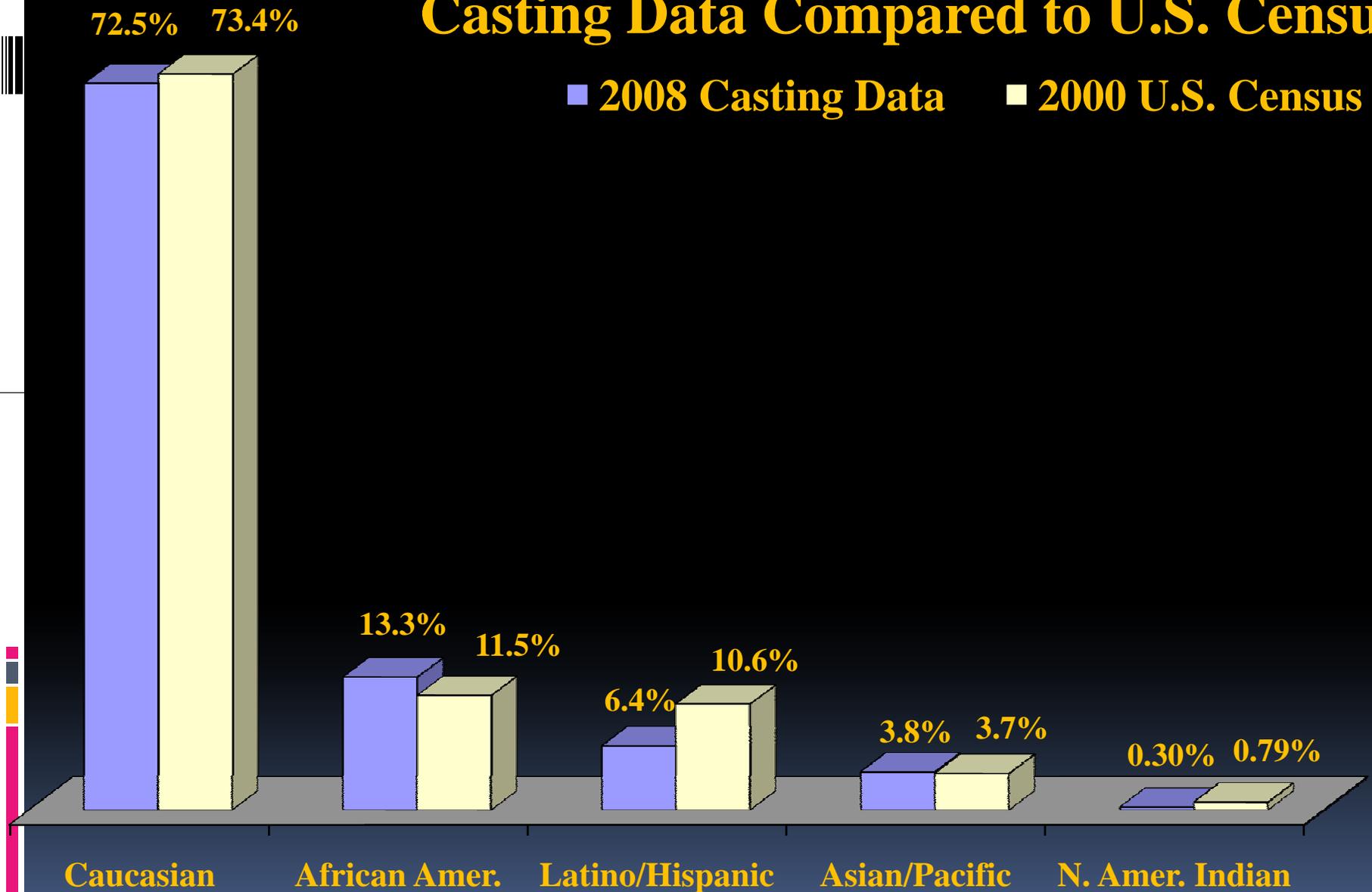
■ 2008 Casting Data ■ 2000 U.S. Census



Source: Casting Data Reports, compiled based on information provided by producers & 2000 United States Census

Casting Data Compared to U.S. Census

■ 2008 Casting Data ■ 2000 U.S. Census



Source: Casting Data Reports, compiled based on information provided by producers & 2000 United States Census

POINTS OF INTEREST

For Ethnicity

Asian / Pacific Islander

- Only ethnic category to gain in percentage of roles from 2007 to 2008, increasing from 3.4% of all roles to 3.8% of all roles. Although features and low budget productions saw decreases in proportion to total roles, increases in episodic television were enough to offset losses in the other categories.

African American

- Showed the largest drop in proportion to total roles, falling from 14.8% in 2007 to 13.3% of total roles in 2008. Each category of production saw a decrease, lead by low budget theatrical productions. In 2008, African Americans constituted 9.5% of low budget roles, which was down 6.5% from the 16% of roles reported in 2007.

POINTS OF INTEREST For Ethnicity

Latino / Hispanic

- Finished slightly down in proportion of roles from 2007 to 2008, with most of the losses coming in the lead role category. Lead roles in features for this category constituted only around 3.4% of roles in 2008, compared to 7.2% of lead roles in features in 2007.

American Indian

- Held steady at 0.3% of all roles from each of the last two years. While the feature film, low budget and episodic television categories all dropped in proportion to total roles, increases in non-episodic television roles kept their overall proportion from all productions steady.

POINTS OF INTEREST For Ethnicity

Unknown / Other

- After reaching an all-time high in 2007 with 4.1% of total roles, those identified as “Unknown/Other” dropped in proportion to total roles to 3.8% in 2008. Each category of production saw a decrease, with the exception of lead roles in low budget theatrical productions, going from 2.3% in 2007 to 4% in 2008.

Caucasian

- Caucasian roles as a proportion of total roles crept up in 2008, after falling each of the previous two years. Caucasians made up 72.5% of all roles in 2008, accounting for 74% of roles in feature films and 71.9% of roles in episodic television.



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