|  |  |  |
| --- | --- | --- |
| Name | No. of interviews | No. of references |
| **Quick fire (checklists)** | **30** | **36** |
| **Quick fire (training interventions)** | **30** | **35** |
| **Quick fire (targets and quotas)** | **29** | **38** |
| **Magic wand answers** | **28** | **38** |
| **Data and numerical diversity, role of evidence** | **27** | **54** |
| **Policy agents, who leads the direction of travel** | **23** | **57** |
| **Gender equity, has not improved or problems persist** | **21** | **36** |
| **On-screen representation** | **21** | **37** |
| **Finance, funding and budgets** | **20** | **41** |
| **Gender equity, has improved** | **19** | **33** |
| **Intersectionality and diversity within diversity** | **19** | **63** |
| **Policies and interventions, need for a sustainable approach** | **18** | **39** |
| **Other characteristics, race, ethnicity and migration background** | **17** | **28** |
| **Business case, is important rationale** | **16** | **21** |
| **Training and mentorship, negative view** | **16** | **23** |
| **Problems (what is wrong), existence of elite networks and nepotism** | **15** | **23** |
| **Rationales, moral and ethical** | **15** | **16** |
| **Complaints and grievances** | **14** | **19** |
| **Policies and interventions, rhetoric vs. action** | **14** | **22** |
| **Areas of intervention** | **13** | **16** |
| **Box-ticking, frequent or common** | **13** | **16** |
| **Box-ticking, infrequent or uncommon** | **13** | **18** |
| **Change, happens because campaign groups (mainly white women) kick up a fuss** | **13** | **22** |
| **Obstacles and barriers, industry fragmented and need for a joined up approach** | **13** | **26** |
| **Other issues, historical factors** | **12** | **21** |
| **Senior roles, women represented in senior roles** | **12** | **16** |
| **Work and employment practices, flexible working arrangements (including job share)** | **12** | **19** |
| **Box-ticking, negative view** | **11** | **18** |
| **Change, happens because of peer pressure, good for their reputation** | **11** | **20** |
| **Commissioning policies or quotas, negative view** | **11** | **21** |
| **Finance, incentives** | **11** | **31** |
| **Other characteristics, caring responsibilities** | **11** | **26** |
| **Other issues, covid-19 pandemic** | **11** | **15** |
| **Policy agents, negative view** | **11** | **13** |
| **Rationales, legal and regulatory** | **11** | **12** |
| **Senior roles, negative view** | **11** | **13** |
| **Training and mentorship, need for more training** | **11** | **15** |
| **Business case, positive view (gender equity good for business)** | **10** | **14** |
| **Commissioning policies or quotas, positive view** | **10** | **17** |
| Change, following high-profile events | 9 | 13 |
| Gender conceptualised, how gender is understood (eg. distinction between gender and women, gender and parenting) | 9 | 14 |
| Obstacles and barriers, priorities always shifting | 9 | 9 |
| Other characteristics, social class or capital | 9 | 15 |
| Other issues, comparisons with other industries or countries | 9 | 16 |
| Training and mentorship, sucessful (if funded and designed well) | 9 | 17 |
| Awards and recognition, positive view | 8 | 8 |
| Data and numerical diversity, negative view | 8 | 14 |
| Other characteristics, age | 8 | 13 |
| Other issues, education and young people | 8 | 15 |
| Policies and interventions, carrot not stick approach is most effective | 8 | 13 |
| Policies and interventions, enforceability, accountability and compliance | 8 | 14 |
| Policies and interventions, need money behind them | 8 | 11 |
| Change, happens because of demands and expectations of younger generations | 7 | 13 |
| Change, resistance to change | 7 | 9 |
| Gender equity, imagined as a zero-sum game (pie with finite slices) | 7 | 9 |
| Obstacles and barriers, adding more 'diverse people' not enough | 7 | 10 |
| Obstacles and barriers, biases | 7 | 11 |
| Other characteristics, disability and mental health | 7 | 7 |
| Other issues, regulation of the industry | 7 | 13 |
| Problems (what is wrong), freelance nature of the industry | 7 | 8 |
| Problems (what is wrong), type of content people expected to make | 7 | 14 |
| Rationales, other | 7 | 7 |
| Work and employment practices, attrition and retention of women | 7 | 9 |
| Awards and recognition, negative view | 6 | 8 |
| Business case, women as audiences | 6 | 6 |
| Change, actions of key individuals | 6 | 14 |
| Finance, pay inequality | 6 | 7 |
| Obstacles and barriers, hiring decisions | 6 | 10 |
| Obstacles and barriers, structural issues not addressed | 6 | 12 |
| Obstacles and barriers, unions | 6 | 11 |
| Other characteristics, pregnancy and maternity | 6 | 8 |
| Other issues, workplace culture | 6 | 8 |
| Policies and interventions, backlash or resentment from men | 6 | 9 |
| Policies and interventions, have been successful | 6 | 12 |
| Policies and interventions, things other than policies | 6 | 6 |
| Policy agents, positive view | 6 | 8 |
| Risk | 6 | 13 |
| Senior roles, pipeline issues (including senior women bringing more women into productions) | 6 | 6 |
| Work and employment practices, bad practices | 6 | 9 |
| Bullying and harassment (inclusive of sexual harassment and violence) | 5 | 9 |
| Change, technology and streaming | 5 | 10 |
| Gender conceptualised, roles in the industry are gendered | 5 | 5 |
| Other issues, technical roles | 5 | 10 |
| Policies and interventions, evaluation | 5 | 14 |
| Policies and interventions, that focus on a particular role (eg. directors) | 5 | 5 |
| Rationales, reputation management | 5 | 8 |
| Senior roles, women not represented in senior roles | 5 | 5 |
| Box-ticking, positive view | 4 | 4 |
| Film industry, not understood as important by decision makers (government, funders etc.) | 4 | 8 |
| Obstacles and barriers, lack of diversity of thought, narrow ideas about equity | 4 | 6 |
| Other characteristics, sexual orientation | 4 | 4 |
| Work and employment practices, economic matters | 4 | 5 |
| Business case, negative view | 3 | 3 |
| Business case, not foregrounded enough by the industry | 3 | 3 |
| Film industry, is harsh and negative environment | 3 | 5 |
| Obstacles and barriers, lack of time to do things right or implement change | 3 | 5 |
| Other characteristics, trans | 3 | 3 |
| Policies and interventions, good examples | 3 | 6 |
| Policies and interventions, longer projects | 3 | 5 |
| Problems (what is wrong), women overqualified but not given opportunities or underpaid | 3 | 3 |
| Rationales, cultural | 3 | 3 |
| Senior roles, positive view | 3 | 3 |
| Senior roles, women expected to replicate previous ways of working or past initiatives | 3 | 4 |
| Work and employment practices, received little attention, unclear what has been done | 3 | 3 |
| Change, middle aged women were told they could have it all and are angry | 2 | 3 |
| Change, will happen organically, things evolve over time | 2 | 3 |
| Empowering interventions, negative view | 2 | 6 |
| Gender equity, mistaken belief the problem is solved | 2 | 2 |
| Obstacles and barriers, lack of industry knowledge | 2 | 2 |
| Obstacles and barriers, opportunities only available to those who are already successful | 2 | 2 |
| Other issues, academic work on the industry | 2 | 2 |
| Policies and interventions, bad examples | 2 | 2 |
| Policies and interventions, targeted intervention required | 2 | 3 |
| Problems (what is wrong), acknowledged and discussed (but action might not follow) | 2 | 2 |
| Problems (what is wrong), Quebec | 2 | 3 |
| Rationales, 50-50 argument | 2 | 2 |
| Work and employment practices, employers will always select the best person for the job | 2 | 3 |
| Other characteristics, region | 1 | 2 |
| Other issues, distribution | 1 | 1 |
| Policies and interventions, can backfire or deliver unintended outcomes (gender neutral categories) | 1 | 1 |