

2017 ASNE Diversity Survey – Methodology and Detailed Tables

Methodology

A total of 1,1660 news organizations were contacted for the 2017 ASNE Newsroom Employment Diversity Survey, including 1,356 daily print newspapers and 304 online-only sites. Editors and past survey contact persons at those organizations were sent emails starting in mid-May 2017. Email reminders were sent weekly. Additionally, follow-up phone calls were made to all non-responding organizations beginning in mid-June. Non-responding organizations received multiple emails, and each also received at least three follow-up phone calls. All survey collection methods ended in early September 2017.

In total, 661 news organizations responded, for a total response rate of 39.82 percent. Although this is lower than ideal, it is a fairly typical response rate for web and phone surveys, and it is near recent responses rates of 42.50 percent in 2016 and 38.8 percent in 2015. With print-only organizations, we received 598 responses, for a 44.10 percent response rate, compared to 46.91 percent in 2016 and 43.8 percent in 2015.

This is the second year in which we used methods that were significantly updated in 2016. Those 2016 changes included reducing the categories in which journalists would be classified (into “newsroom leaders” and “all other journalists” from a system that more specifically listed types of employees (e.g., reporters, copy editors, photojournalists, etc.), which likely missed journalists in positions not covered by traditional positions).

Last year, we updated slightly the categories of race to match likely categories to be used by the Census Bureau in 2020. However, this year, we did receive a bulk dataset from one large media chain, which included a category for employees who chose not to disclose race. Because that included a significant number of records in our dataset, we added that “unknown” category to responses.

Because this is the second year of the same methods, we feel comfortable providing a comparison of this year’s data to last year’s data, as is included in the following detailed tables. However, as in the past, this survey is a reflection of only those organizations that responded, and lacks any kind of random sampling that would aid in statistical inferences of broad generalizability.

Detailed Tables

Table A. Percentage of minorities in the overall workforce of daily print and online-only organizations.		2016 Comparison
Daily Print	16.31%	16.65%
Online-Only	24.32%	23.26%
Overall	16.55%	16.94%

Table B. Minorities in Leadership Positions		2016 Comparison
<i>Of All Newsroom Leaders</i>		
White	86.47%	86.97%
Minority	13.42%	13.03%
<i>Of All Minorities</i>		
Leader	20.47%	19.41%
Non-Leader (FT Only)	79.53%	80.59%
<i>Of All Blacks</i>		
Leader	20.75%	22.29%
Non-Leader (FT Only)	79.25%	77.71%
<i>Of All Hispanics</i>		
Leader	20.83%	19.33%
Non-Leader (FT Only)	79.17%	80.67%
<i>Of All American Indians/Native Americans</i>		
Leader	38.71%	27.94%
Non-Leader (FT Only)	61.29%	72.06%
<i>Of All Asians</i>		
Leader	19.02%	18.17%
Non-Leader (FT Only)	80.98%	81.83%
<i>Of All Native Hawaiians/Pacific Islanders</i>		
Leader	17.39%	8.00%
Non-Leader (FT Only)	82.61%	92.00%
<i>Of All Other Minorities</i>		
Leader	14.29%	11.16%
Non-Leader (FT Only)	85.71%	88.84%

* Some totals do not equal 100% because very small numbers of employees at some organization are listed as unknown race because they desired not to provide the information.

Table C. Whites and minority percentages of the overall workforce (including both newsroom leaders and all others)				2016 comparison	
White	Men	52.12%	83.16%	52.51%	83.06%
	Women	31.04%		30.55%	
Black	Men	3.02%	5.64%	2.84%	5.33%
	Women	2.62%		2.49%	
Hispanic	Men	3.09%	5.56%	3.12%	5.44%
	Women	2.47%		2.32%	
American Indian	Men	0.20%	0.36%	0.22%	0.39%
	Women	0.16%		0.17%	
Asian	Men	1.88%	4.28%	1.85%	4.25%
	Women	2.39%		2.40%	
Hawaiian/Pac. Is.	Men	0.09%	0.13%	0.09%	0.14%
	Women	0.04%		0.05%	
Other	Men	0.30%	0.57%	0.71%	1.38%
	Women	0.27%		0.67%	
Unknown	Men	0.16%	0.29%	Did not measure in 2016	
	Women	0.13%			
Unknown - Very small numbers of employees at some organizations are listed as unknown race because they desired not to provide the information.					

Table D. Whites and minority percentages among newsroom leaders				2016 comparison	
White	Men	53.65%	86.47%	55.66%	86.97%
	Women	32.82%		31.31%	
Black	Men	2.48%	4.63%	2.49%	4.71%
	Women	2.16%		2.22%	
Hispanic	Men	2.83%	4.59%	2.72%	4.17%
	Women	1.76%		1.45%	
American Indian	Men	0.28%	0.56%	0.29%	0.43%
	Women	0.28%		0.14%	
Asian	Men	1.53%	3.22%	1.43%	3.06%
	Women	1.69%		1.63%	
Hawaiian/Pac. Is.	Men	0.05%	0.09%	0.02%	0.05%
	Women	0.05%		0.02%	
Other	Men	0.21%	0.32%	0.27%	0.61%
	Women	0.12%		0.34%	
Unknown	Men	0.07%	0.12%	Did not measure in 2016	
	Women	0.05%			
<p>Unknown - Very small numbers of employees at some organizations are listed as unknown race because they desired not to provide the information.</p>					

Table E. Whites and minority percentages among all other (non-leader) journalists				2016 comparison	
White	Men	51.60%	82.04%	51.45%	81.74%
	Women	30.44%		30.29%	
Black	Men	3.20%	5.98%	2.96%	5.54%
	Women	2.78%		2.58%	
Hispanic	Men	3.18%	5.89%	3.26%	5.87%
	Women	2.71%		2.61%	
American Indian	Men	0.17%	0.30%	0.20%	0.37%
	Women	0.13%		0.18%	
Asian	Men	2.00%	4.63%	1.99%	4.65%
	Women	2.63%		2.66%	
Hawaiian/Pac. Is.	Men	0.11%	0.15%	0.11%	0.18%
	Women	0.04%		0.06%	
Other	Men	0.34%	0.66%	0.86%	1.64%
	Women	0.32%		0.78%	
Unknown	Men	0.19%	0.35%	Did not measure in 2016	
	Women	0.16%			
<p>Unknown - Very small numbers of employees at some organizations are listed as unknown race because they desired not to provide the information.</p>					

Table F. Percentages of newsrooms with a minority in a top-three leadership position		2016 comparison
<i>Overall</i>		
Top three are racial minorities	0.79%	1.94%
Two of top three are racial minorities	5.00%	4.21%
One of top three is a racial minority	19.74%	22.33%
AT LEAST ONE MINORITY IS IN TOP THREE	25.53%	28.48%
<i>Daily Print</i>		
Top three are racial minorities	0.90%	1.52%
Two of top three are racial minorities	4.50%	3.80%
One of top three is a racial minority	18.62%	22.05%
AT LEAST ONE MINORITY IS IN TOP THREE	24.02%	27.37%
<i>Online</i>		
Top three are racial minorities	0.00%	4.35%
Two of top three are racial minorities	8.51%	6.52%
One of top three is a racial minority	12.50%	23.91%
AT LEAST ONE MINORITY IS IN TOP THREE	21.01%	34.78%

Table G. Average Percentage of Minorities Per Newsroom Within Each Circulation Band		2016 comparison
Overall	11.16%	10.59%
A (500K+)	23.38%	23.65%
B (250K-500K)	21.51%	19.95%
C (100K-250K)	17.29%	19.35%
D (50K-100K)	14.40%	12.65%
E (25K-50K)	11.84%	14.59%
F (10K-25K)	9.62%	7.23%
G (5K-10K)	7.91%	7.44%
H (Under 5K)	8.45%	8.03%
Online	18.47%	17.18%
NOTE: Overall data for 2017 include several design studios from one corporation and several cooperative newsgroups that contribute to overall workforce but don't work for one property with a specified circulation band.		

Table H. Percentage of women part of the overall workforce		2016 comparison
Daily Print	38.88%	38.14%
Online-Only	47.80%	49.61%
Overall	39.13%	38.65%

Table I. Percent of men/women among newsroom leaders and among all other journalists.		2016 comparison
<i>Of All Newsroom Leaders</i>		
Men	61.09%	62.89%
Women	38.91%	37.11%
<i>Of All Other FT Journalists</i>		
Men	60.79%	60.83%
Women	39.21%	39.17%

Table J. Percentage of newsrooms where majority of the overall workforce are women		2016 comparison
Daily Print	15.54%	14.24%
Online-Only	30.16%	37.36%
Overall	16.92%	17.10%

Table K. Percentage of newsroom where majority of newsroom leaders are women		2016 comparison
Daily Print	17.02%	17.34%
Online-Only	31.75%	36.26%
Overall	18.41%	19.67%

Table L. Average percentage of women per newsroom within each circulation band		2016 comparison print only
A (500K+)	39.55%	40.28%
B (250K-500K)	37.17%	36.72%
C (100K-250K)	36.68%	35.67%
D (50K-100K)	35.22%	35.30%
E (25K-50K)	37.07%	37.68%
F (10K-25K)	38.81%	35.41%
G (5K-10K)	37.36%	35.45%
H (Under 5K)	37.22%	38.13%

Table M. Percentages of newsrooms with a woman in top-three leadership position		2016 comparison
<i>Overall</i>		
Top three are women	4.77%	4.22%
Two of top three are women	18.66%	20.58%
One of top three is a woman	51.41%	52.24%
AT LEAST ONE WOMAN IS IN TOP THREE	74.84%	77.04%
<i>Daily Print</i>		
Top three are women	4.65%	2.50%
Two of top three are women	18.09%	18.75%
One of top three is a woman	51.83%	54.38%
AT LEAST ONE WOMAN IS IN TOP THREE	74.57%	75.63%
<i>Online</i>		
Top three are women	5.77%	13.56%
Two of top three are women	23.08%	30.51%
One of top three is a woman	61.11%	40.68%
AT LEAST ONE WOMAN IS IN TOP THREE	89.96%	84.75%