

2016 ASNE Diversity Survey – Methodology and Detailed Tables

Methodology

A total of 1,734 news organizations were contacted for the 2016 ASNE Diversity Survey, including 1,377 daily print newspapers and 357 online-only sites. Editors and past survey contact persons at those organizations were sent emails starting in mid-April 2016. Email reminders were sent weekly. Additionally, follow-up phone calls were made to all non-responding organizations beginning in mid-May. Non-responding organizations received multiple emails, and each also received at least three follow-up phone calls. All survey collection methods ended by Aug. 9.

In total, 737 news organizations responded, for a total response rate of 42.5 percent. This is a fairly typical response rate for web and phone surveys, and it represents a slight increase in the combined print/online response rate from 2015, which was 38.8 percent. For print-only organizations, we received 646 responses, for a 46.91 percent response rate, compared to 43.8 percent last year. For online-only organizations, we received 91 responses, for a response rate of 25.5 percent, compared to 15.8 percent of online-only sites in 2015.

In addition to survey collection techniques, the 2016 ASNE Diversity Survey questions were redesigned in several ways to better measure racial and gender diversity in modern newsrooms. Specifically, we underwent two notable changes. First, we stopped asking news organizations to classify employees by category. Instead, we asked respondents to include all journalists in the newsroom, only breaking out newsroom leaders/supervisors to allow tracking of diversity among decision-makers. Second, we slightly adjusted the race categories to more closely resemble modern practice and how the U.S. Census Bureau might measure diversity in upcoming national censuses.

Finally, our analysis changed this year. First, we combined our analysis of print and online news organizations to better reflect different types of journalism organizations. Second, and perhaps most notable, we no longer calculated estimates of the number of journalists working in newsrooms. Previously, ASNE survey results included a projection for the number of journalists working in newsrooms based on what for years were relatively standard employment levels. Modern newsroom structures make it impractical and error-prone to continue providing that estimate.

Because of the changes we made to the survey, it is hard to compare this year's main results with past years. However, to substantiate some of this year's findings, we went back and analyzed responses from 433 organizations that had responded to both the 2015 and 2016 questions regarding minority employment and calculated the percentage change in the workforce of those organizations, including changes in the number of white and minority employees in each news organization.

Detailed Tables

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

**Table B.
Minorities in leadership positions**

<i>Of All Newsroom Leaders</i>	
White	86.97%
Minority	13.03%
<i>Of All Minorities</i>	
Leader	19.41%
Non-Leader (FT Only)	80.59%
<i>Of All Blacks</i>	
Leader	22.29%
Non-Leader (FT Only)	77.71%
<i>Of All Hispanics</i>	
Leader	19.33%
Non-Leader (FT Only)	80.67%
<i>Of All American Indians/Native Americans</i>	
Leader	27.94%
Non-Leader (FT Only)	72.06%
<i>Of All Asians</i>	
Leader	18.17%
Non-Leader (FT Only)	81.83%
<i>Of All Native Hawaiians/Pacific Islanders</i>	
Leader	8.00%
Non-Leader (FT Only)	92.00%
<i>Of All Other Minorities</i>	
Leader	11.16%
Non-Leader (FT Only)	88.84%

Table C.			
Whites and minority percentages of the overall workforce (including both newsroom leaders and all others)			
White	Men	52.51%	83.06%
	Women	30.55%	
Black	Men	2.84%	5.33%
	Women	2.49%	
Hispanic	Men	3.12%	5.44%
	Women	2.32%	
American Indian	Men	0.22%	0.39%
	Women	0.17%	
Asian	Men	1.85%	4.25%
	Women	2.40%	
Hawaiian/Pac. Is.	Men	0.09%	0.14%
	Women	0.05%	
Other	Men	0.71%	1.38%
	Women	0.67%	

Table D.			
Whites and minority percentages among newsroom leaders			
White	Men	55.66%	86.97%
	Women	31.31%	
Black	Men	2.49%	4.71%
	Women	2.22%	
Hispanic	Men	2.72%	4.17%
	Women	1.45%	
American Indian	Men	0.29%	0.43%
	Women	0.14%	
Asian	Men	1.43%	3.06%
	Women	1.63%	
Hawaiian/Pac. Is.	Men	0.02%	0.05%
	Women	0.02%	
Other	Men	0.27%	0.61%
	Women	0.34%	

Table E.			
Whites and minority percentages among all other (non-leader) journalists			
White	Men	51.45%	81.74%
	Women	30.29%	
Black	Men	2.96%	5.54%
	Women	2.58%	
Hispanic	Men	3.26%	5.87%
	Women	2.61%	
American Indian	Men	0.20%	0.37%
	Women	0.18%	
Asian	Men	1.99%	4.65%
	Women	2.66%	
Hawaiian/Pac. Is.	Men	0.11%	0.18%
	Women	0.06%	
Other	Men	0.86%	1.64%
	Women	0.78%	

Table F.	
Percentages of newsrooms with a minority in a top-three leadership position	
<i>Overall</i>	
Top three are racial minorities	1.94%
Two of top three are racial minorities	4.21%
One of top three is a racial minority	22.33%
AT LEAST ONE MINORITY IS IN TOP THREE	28.48%
<i>Daily Print</i>	
Top three are racial minorities	1.52%
Two of top three are racial minorities	3.80%
One of top three is a racial minority	22.05%
AT LEAST ONE MINORITY IS IN TOP THREE	27.38%
<i>Online</i>	
Top three are racial minorities	4.35%
Two of top three are racial minorities	6.52%
One of top three is a racial minority	23.91%
AT LEAST ONE MINORITY IS IN TOP THREE	34.78%

Table G. Average percentage of minorities per newsroom within each circulation band	
Overall	10.59%
A (500K+)	23.65%
B (250K-500K)	19.95%
C (100K-250K)	19.35%
D (50K-100K)	12.65%
E (25K-50K)	14.59%
F (10K-25K)	7.23%
G (5K-10K)	7.44%
H (Under 5K)	8.03%
Online	17.18%

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

Table I. Percentage of men/women among newsroom leaders and among all other journalists	
<i>Of All Newsroom Leaders</i>	
Men	62.89%
Women	37.11%
<i>Of All Other FT Journalists</i>	
Men	60.83%
Women	39.17%

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

Table K.	
Percentage of newsrooms where majority of newsroom leaders are women	
Daily Print	17.34%
Online-Only	36.26%
Overall	19.67%

Table L.	
Average percentage of women per newsroom within each circulation band	
A (500K+)	40.28%
B (250K-500K)	36.72%
C (100K-250K)	35.67%
D (50K-100K)	35.30%
E (25K-50K)	37.68%
F (10K-25K)	35.41%
G (5K-10K)	35.45%
H (Under 5K)	38.13%

Table M.	
Percentages of newsrooms with a woman in a top-three leadership position	
<i>Overall</i>	
Top three are women	4.22%
Two of top three are women	20.58%
One of top three is a woman	52.24%
AT LEAST ONE WOMAN IS IN TOP THREE	77.04%
<i>Daily Print</i>	
Top three are women	2.50%
Two of top three are women	18.75%
One of top three is a woman	54.38%
AT LEAST ONE WOMAN IS IN TOP THREE	75.63%
<i>Online</i>	
Top three are women	13.56%
Two of top three are women	30.51%
One of top three is a woman	40.68%
AT LEAST ONE WOMAN IS IN TOP THREE	84.75%

Table N.			
Average percentage change in newsrooms within each circulation band			
	White FT Employees	Minority FT Employees	All FT Employees
A (500K+)	-11.50%	4.41%	-8.35%
B (250K-500K)	1.04%	8.42%	2.69%
C (100K-250K)	-9.14%	3.13%	-8.17%
D (50K-100K)	-22.49%	-4.50%	-16.80%
E (25K-50K)	-12.22%	15.65%	-8.28%
F (10K-25K)	-3.66%	-15.28%	-4.13%
G (5K-10K)	0.34%	-38.47%	1.61%
H (Under 5K)	-6.22%	-46.67%	-5.89%
Online	5.60%	25.52%	13.89%
Based on comparison of 433 organizations who responded in both 2015 and 2016			

Table O.
Totals and percentage change in workforce in all 433 news organizations responding in both 2015 and 2016

	Minority Employees	White Employees	All employees
Total reported in 2016	2079	9838	11917
Total reported in 2015	1969	10795	12764
Percentage Change from 2015 to 2016	5.6%	-8.9%	-6.6%