

## 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

| <b>Table A.<br/>Percentage of minorities in the overall workforce of<br/>daily print and online-only organizations</b> |        |
|--|--------|
| 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% |

| <b>Table C.</b>  |       |        |        |
|--|-------|--------|--------|
| <b>Whites and minority percentages of the overall workforce<br/>(including both newsroom leaders and all others)</b> |       |        |        |
| 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%  |        |

| <b>Table D.</b>   |       |        |        |
|---|-------|--------|--------|
| <b>Whites and minority percentages<br/>among newsroom leaders</b> |       |        |        |
| 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%  |        |

| <b>Table E.</b>   |       |        |        |
|---|-------|--------|--------|
| <b>Whites and minority percentages among all other (non-leader) journalists</b> |       |        |        |
| 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%  |        |

| <b>Table F.</b>  |               |
|--|---------------|
| <b>Percentages of newsrooms with a minority in a top-three leadership position</b> |               |
| <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%        |
| <b>AT LEAST ONE MINORITY IS IN TOP THREE</b>                                       | <b>28.48%</b> |
| <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%        |
| <b>AT LEAST ONE MINORITY IS IN TOP THREE</b>                                       | <b>27.38%</b> |
| <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%        |
| <b>AT LEAST ONE MINORITY IS IN TOP THREE</b>                                       | <b>34.78%</b> |

| <b>Table G.</b><br><b>Average percentage of minorities per newsroom</b><br><b>within each circulation band</b> |        |
|--|--------|
| 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% |

| <b>Table H.</b><br><b>Percentage of women part of the overall workforce</b> |        |
|---|--------|
| Daily Print   | 38.14% |
| Online-Only   | 49.61% |
| Overall   | 38.65% |

| <b>Table I.</b><br><b>Percentage of men/women among newsroom leaders</b><br><b>and among all other journalists</b> |        |
|--|--------|
| <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% |

| <b>Table J.<br/>Percentage of newsrooms<br/>where majority of the overall workforce are women</b> |        |
|---|--------|
| Daily Print   | 14.24% |
| Online-Only   | 37.36% |
| Overall   | 17.10% |

| <b>Table K.<br/>Percentage of newsrooms<br/>where majority of newsroom leaders are women</b> |        |
|--|--------|
| Daily Print  | 17.34% |
| Online-Only  | 36.26% |
| Overall  | 19.67% |

| <b>Table L.<br/>Average percentage of women per newsroom<br/>within each circulation band</b> |        |
|---|--------|
| 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% |

| <b>Table M.</b>   |               |
|---|---------------|
| <b>Percentages of newsrooms<br/>with a woman in a top-three leadership position</b> |               |
| <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%        |
| <b>AT LEAST ONE WOMAN IS IN TOP THREE</b>   | <b>77.04%</b> |
|   |               |
| <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%        |
| <b>AT LEAST ONE WOMAN IS IN TOP THREE</b>   | <b>75.63%</b> |
|   |               |
| <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%        |
| <b>AT LEAST ONE WOMAN IS IN TOP THREE</b>   | <b>84.75%</b> |

| <b>Table N.</b>  |                               |                                  |                             |
|--|-------------------------------|----------------------------------|-----------------------------|
| <b>Average percentage change in newsrooms<br/>within each circulation band</b> |                               |                                  |                             |
|  | <b>White FT<br/>Employees</b> | <b>Minority FT<br/>Employees</b> | <b>All FT<br/>Employees</b> |
| 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   |                               |                                  |                             |