Does British journalism have a diversity problem?


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City University London
Large and representative sample of UK journalists

- 29,326 journalists’ contact details
- 30% chosen at random
- 700 fully completed, usable surveys
Diversity in newsrooms

Diversity in news output
Diversity in newsrooms:
1. Gender
2. Educational
3. Religious
4. Ethnic
Gender equality
Male and female journalists in the UK

Men, 55%
Women, 45%

Journalists

Gender equality

1995-7 (Delano) 2001 (JTF) 2012 (NCTJ) 2015 (This survey)
Proportions of male and female journalists in the UK

Gender equality

Men, 55%
Women, 45%

Female medical consultants, 33%
Female barristers, 31%

Journalists
Employment status of male and female journalists

Gender equality

<table>
<thead>
<tr>
<th></th>
<th>Women (n=314)</th>
<th>Men (n=381)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-time</td>
<td>70%</td>
<td>77%</td>
</tr>
<tr>
<td>Part-time</td>
<td>9%</td>
<td>5%</td>
</tr>
<tr>
<td>Freelance</td>
<td>18%</td>
<td>16%</td>
</tr>
<tr>
<td>Other</td>
<td>2%</td>
<td>3%</td>
</tr>
</tbody>
</table>

Gender equality
### Do paid work outside primary job

<p>| | |</p>
<table>
<thead>
<tr>
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</thead>
<tbody>
<tr>
<td>All journalists</td>
<td>27%</td>
</tr>
<tr>
<td>Whole labour force*</td>
<td>4%</td>
</tr>
</tbody>
</table>

Gross monthly salaries of UK journalists by age.

(n=587)
Gross monthly salaries of full-time male and female journalists.

Notes: Journalists who said they also worked in other paid activities outside journalism were excluded. The average age of female journalists in our survey was 40 against 45 for men. This age difference is likely to explain some, but not all, of the income disparity between the sexes. (n=411)
Rank of male and female journalists in the UK by years of professional experience, December 2015.

Gender equality

**Men**
- 6–10 (n=44): 23%, 36%, 37%
- 11–20 (n=110): 30%, 31%, 41%
- 21–29 (n=70): 41%, 41%, 21%

**Women**
- 6–10 (n=56): 17%, 21%, 28%
- 11–20 (n=94): 35%, 48%, 50%
- 21–29 (n=51): 55%
Freedom in editorial decision-making.

Selecting news stories

Framing news stories

Gender equality

Shows % who believed they had 'complete' or 'a great deal' of freedom. N=689
Proportions of male and female journalists by years of work experience.

Note: data only includes journalists who were working in the profession in December 2015.

Gender equality (n=682)

Years of work experience

- <=2: 65% Men, 36% Women
- 3–5: 50% Men, 50% Women
- 6–10: 52% Men, 48% Women
- 11–20: 46% Men, 54% Women
- 21+: 42% Men, 58% Women
- 30+: 33% Men, 67% Women
Educational diversity
UK journalists with 3 or fewer years of employment in the profession

Have a Bachelors Degree: 98%

Have a Master's Degree: 36%

% of women on journalism degree courses

Bachelors: 57%

Master’s: 63%

Source: HESA (students enrolling in 2012, 2013 & 2014)
University entry rate

All 18-year-olds in England: 31%
White men who received free school meals: 9%

Source: HESA

Predicted graduate debt:

£44,035

Source: IFS
Ethnic and Religious diversity
Religious affiliation (or none).

- **Christian**: 64.4% (UK journalists in 2015), 31.6% (2011 UK Census)
- **Muslim**: 4.8% (UK journalists), 0.4% (2011 UK Census)
- **Hindu**: 1.4% (UK journalists), 0.4% (2011 UK Census)
- **Jewish**: 2.7% (UK journalists), 0.5% (2011 UK Census)
- **Other religion**: 3.7% (UK journalists), 1.6% (2011 UK Census)
- **No religion**: 61.1% (UK journalists), 27.8% (2011 UK Census)
UK journalists' trust.

The police (n=670)
- No trust at all: 4%
- Little trust: 15%
- Some trust: 55%
- A great deal of trust: 24%

The military (n=657)
- No trust at all: 5%
- Little trust: 14%
- Some trust: 51%
- A great deal of trust: 28%

Parliament (n=666)
- No trust at all: 7%
- Little trust: 23%
- Some trust: 57%
- A great deal of trust: 12%

Religious leaders (n=662)
- No trust at all: 18%
- Little trust: 27%
- Some trust: 44%
- A great deal of trust: 10%
“It is heartening to note that a majority of UK journalists say that religious belief is of little importance. Religious pluralism, including equal respect for atheists, is key to future peace. Reporting without prejudice is a key role for journalists”.

Hindu Council UK

Source: email, 20 Feb 2016.
Proportions of white / non-white journalists in the UK

- White journalists, 94%
- Non-white journalists, 0%

87% whites, UK Census, 2011
87% whites in UK Labour Force, 2015

Ethnic and Religious diversity
Proportions of white / non-white journalists in the UK

36% of journalists based in London
(Source: Labour Force Survey, 2015)

30% non-whites in London
Labour Force, 2015
(Source: Labour Force Survey, 2015)

Ethnic and Religious diversity
Ethnicity of non-white UK journalists vs General population.

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>UK journalists in 2015 (n=683)</th>
<th>2011 UK Census</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mixed race</td>
<td>2.3%</td>
<td>2.0%</td>
</tr>
<tr>
<td>Asian</td>
<td>2.5%</td>
<td>6.9%</td>
</tr>
<tr>
<td>Black</td>
<td>0.2%</td>
<td>3.0%</td>
</tr>
<tr>
<td>Other</td>
<td>1.3%</td>
<td>1.0%</td>
</tr>
</tbody>
</table>

Ethnic and Religious diversity
“I applied for the same job using an ‘English’ name and got an interview after being rejected the first time”.

Asian magazine editor

Source: email, 23 Feb 2016.
“Journalism a 2\textsuperscript{nd} tier career after more respected professions like medicine. Highly competitive. Entry requires luck or a network. Asian parents often don’t know anyone in the media”.

Asian financial journalist

Source: email, 23 Feb 2016.
Diversity in newsrooms

Diversity in news output
Importance of promoting tolerance and diversity.

Diversity in news output

<table>
<thead>
<tr>
<th>Economic reporters</th>
<th>39% Unimportant</th>
<th>21% Of little importance</th>
<th>21% Somewhat important</th>
<th>14% Very important</th>
<th>4% Extremely important</th>
</tr>
</thead>
<tbody>
<tr>
<td>Culture reporters</td>
<td>9% Unimportant</td>
<td>5% Of little importance</td>
<td>14% Somewhat important</td>
<td>32% Very important</td>
<td>41% Extremely important</td>
</tr>
</tbody>
</table>
Changes in the influence of PR and advertising considerations

Diversity in news output

<table>
<thead>
<tr>
<th>Public relations (n=569)</th>
<th>Weakened a lot</th>
<th>Somewhat weakened</th>
<th>Did not change</th>
<th>Somewhat strengthened</th>
<th>Strengthened a lot</th>
</tr>
</thead>
<tbody>
<tr>
<td>4%</td>
<td>34%</td>
<td>41%</td>
<td>20%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Advertising considerations (n=538)</th>
<th>Weakened a lot</th>
<th>Somewhat weakened</th>
<th>Did not change</th>
<th>Somewhat strengthened</th>
<th>Strengthened a lot</th>
</tr>
</thead>
<tbody>
<tr>
<td>3%</td>
<td>29%</td>
<td>41%</td>
<td>25%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Journalists were about change in ‘last 5 years’
Changes in the influence of audience research.

Diversity in news output

Influence of audience research / audience metrics (n=563)

- 27% weakened a lot
- 42% somewhat weakened
- 27% did not change
- 27% somewhat strengthened
- 27% strengthened a lot

Journalists were about change in ‘last 5 years’
Changes in editorial freedom

Journalists’ freedom to make editorial decisions (n=542):
- Decreased a lot: 8%
- Decreased: 33%
- Did not change: 40%
- Increased: 17%
- Increased a lot: 3%
Does British Journalism have a Diversity Problem?

- Gender inequalities exist, but trends in the right direction
- Ethnic diversity more problematic, with little sign of improvement
- Socio-economic diversity – some worrying trends for the future
Does British Journalism have a Diversity Problem?

Diversity in news output

• Most journalists see promoting diversity as part of their role but..
• ... other influences get in the way
• Audience has responsibility
• But so do advertisers and marketers...
Full survey results in:

**Journalists in the UK**
published May 2016 by:

[Reuters Institute for the Study of Journalism](https://www.reutersinstitute.politics.ox.ac.uk/)

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