

# 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:

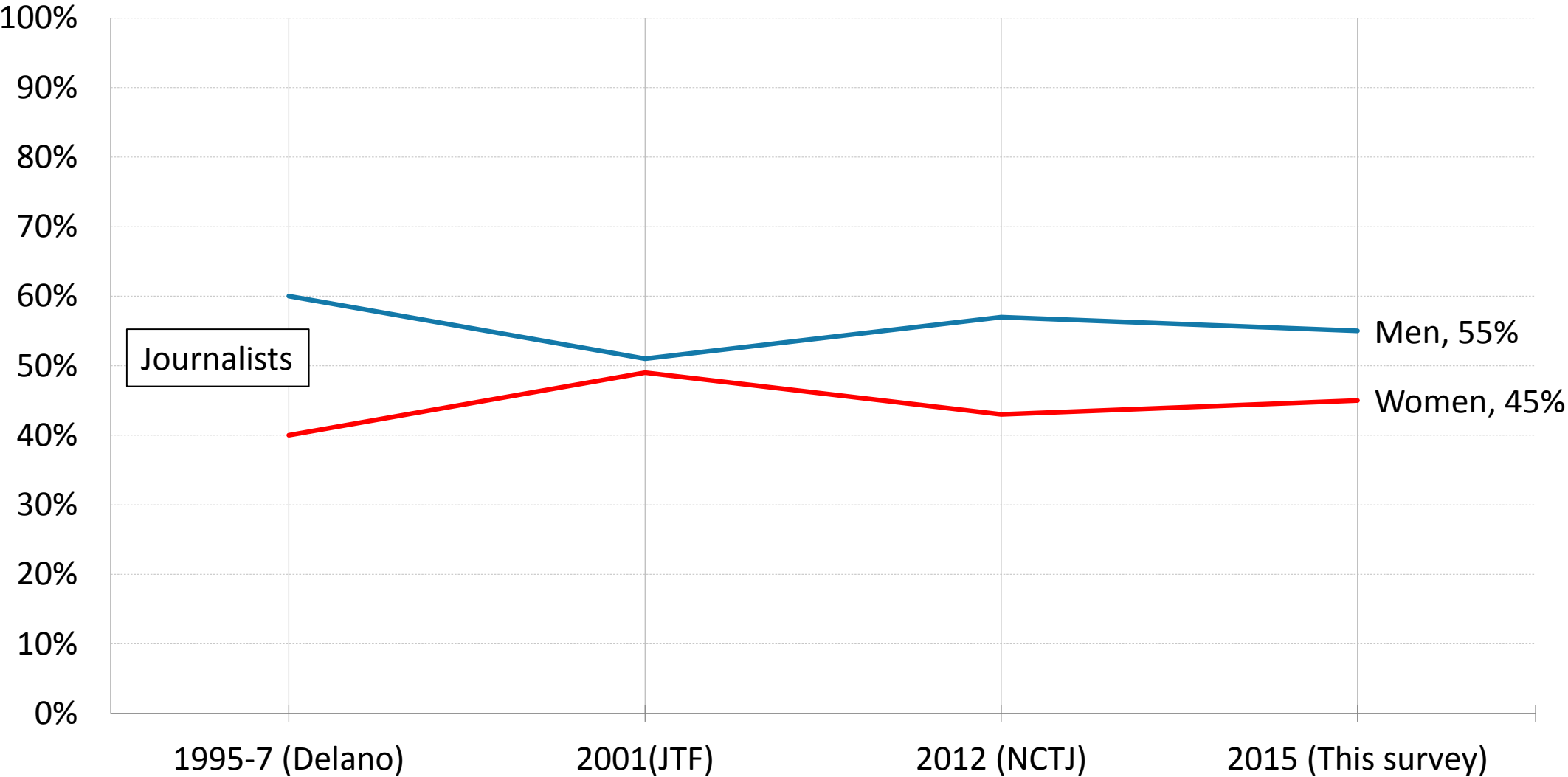
1. Gender
2. Educational
3. Religious
4. Ethnic

Gender  
equality

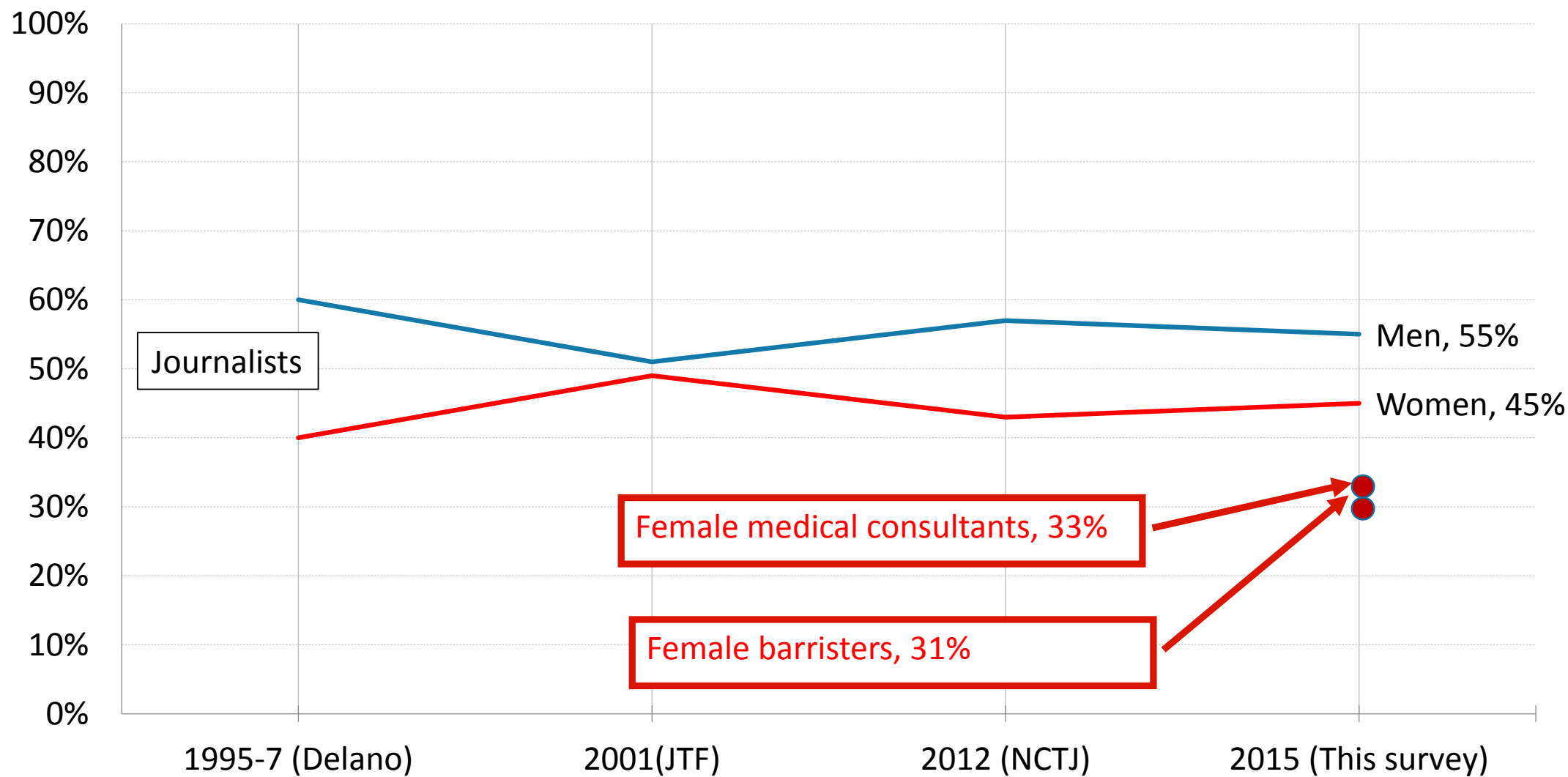




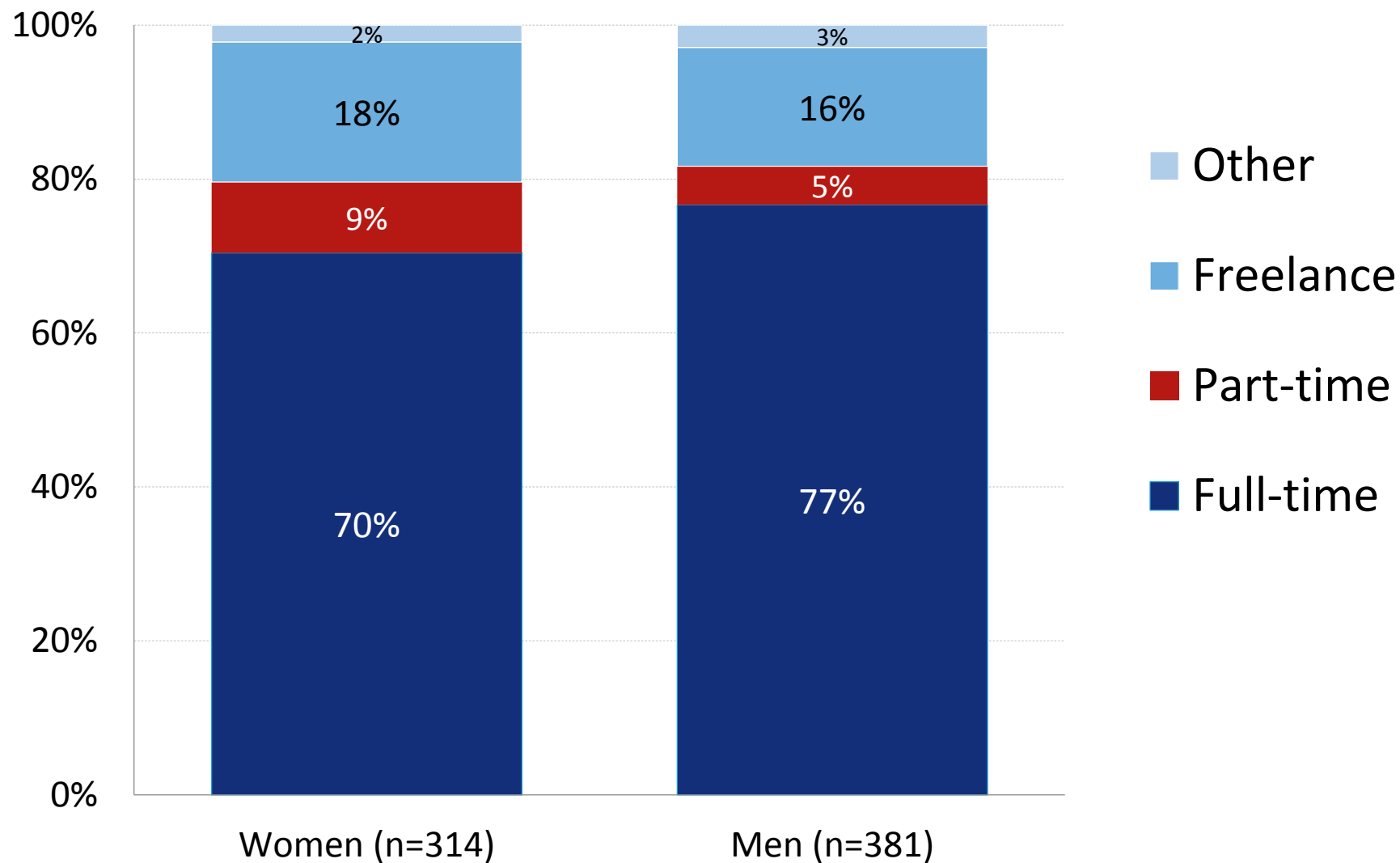
# Male and female journalists in the UK



## Proportions of male and female journalists in the UK



## Employment status of male and female journalists





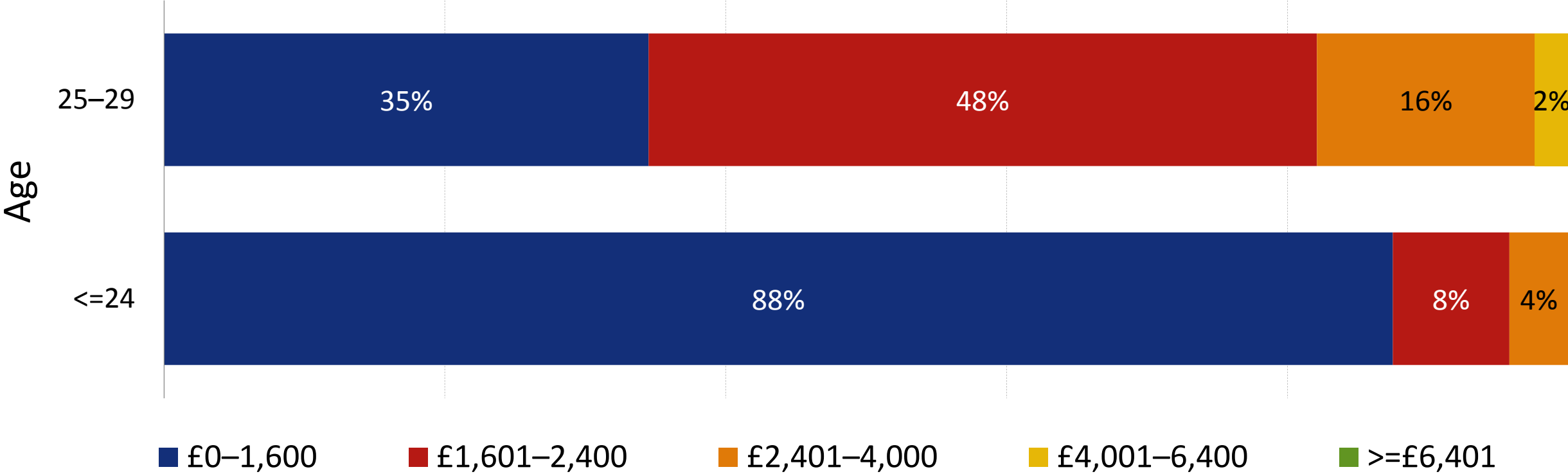
## Do paid work outside primary job

All journalists	27%
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Whole labour force*	4%
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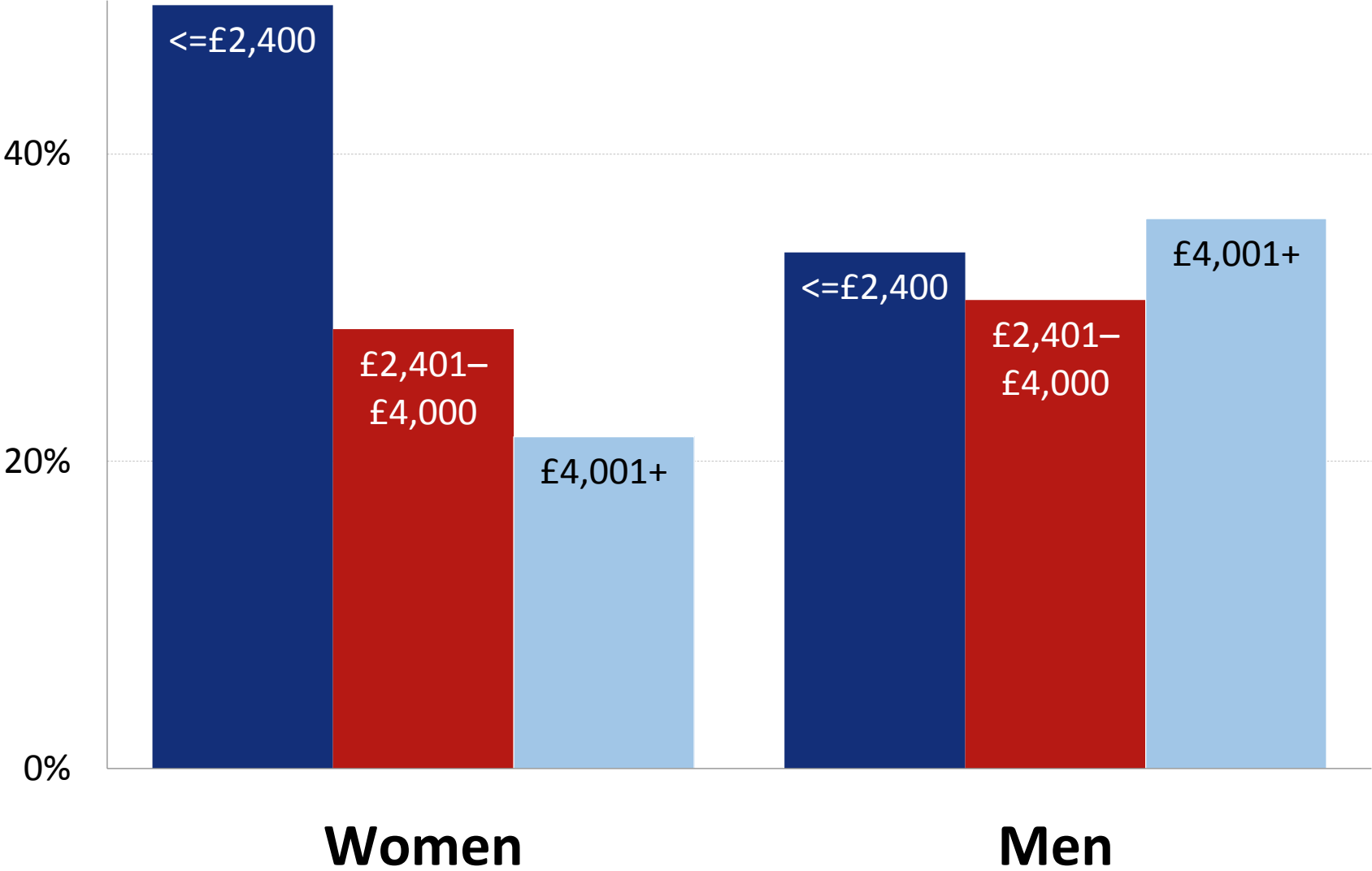
\*Source: Office for National Statistics, *Labour Force Survey*

# Gross monthly salaries of UK journalists by age.



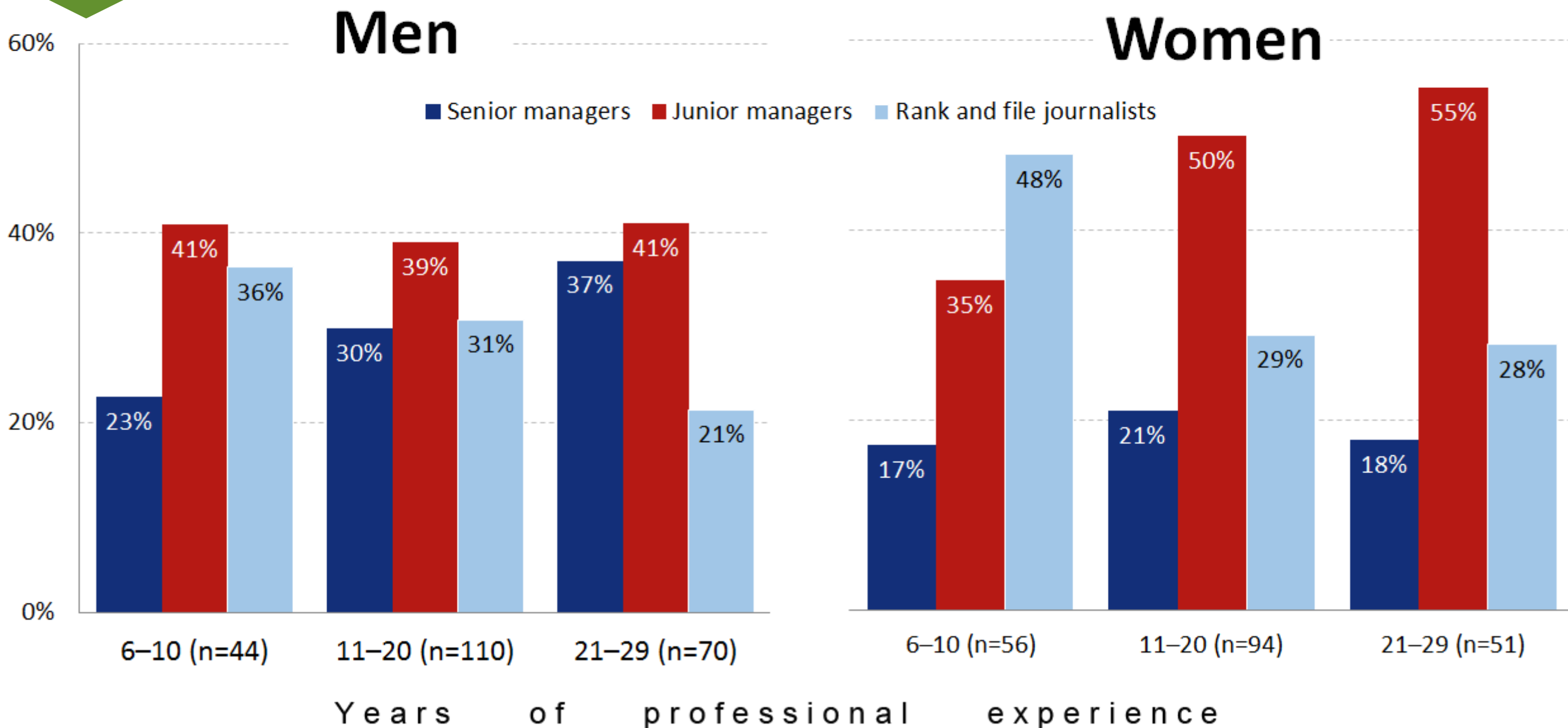


# Gross monthly salaries of full-time male and female journalists.



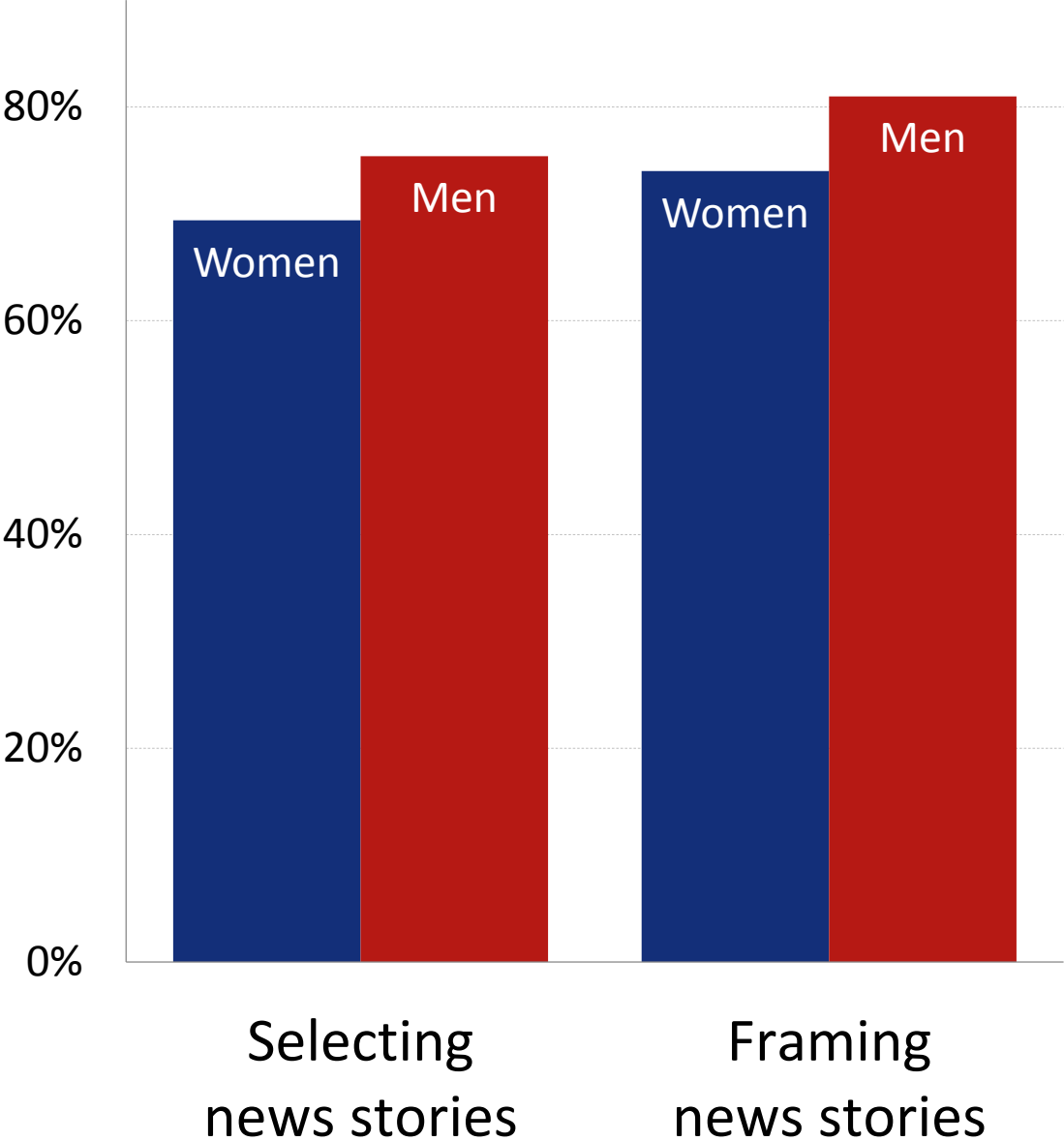
Notes: Journalists who said they also worked in other paid activities outside journalism were excluded. The average age of female journalists in our survey was 40 against 45 for men. This age difference is likely to explain some, but not all, of the income disparity between the sexes. (n=411)

## Rank of male and female journalists in the UK by years of professional experience, December 2015.





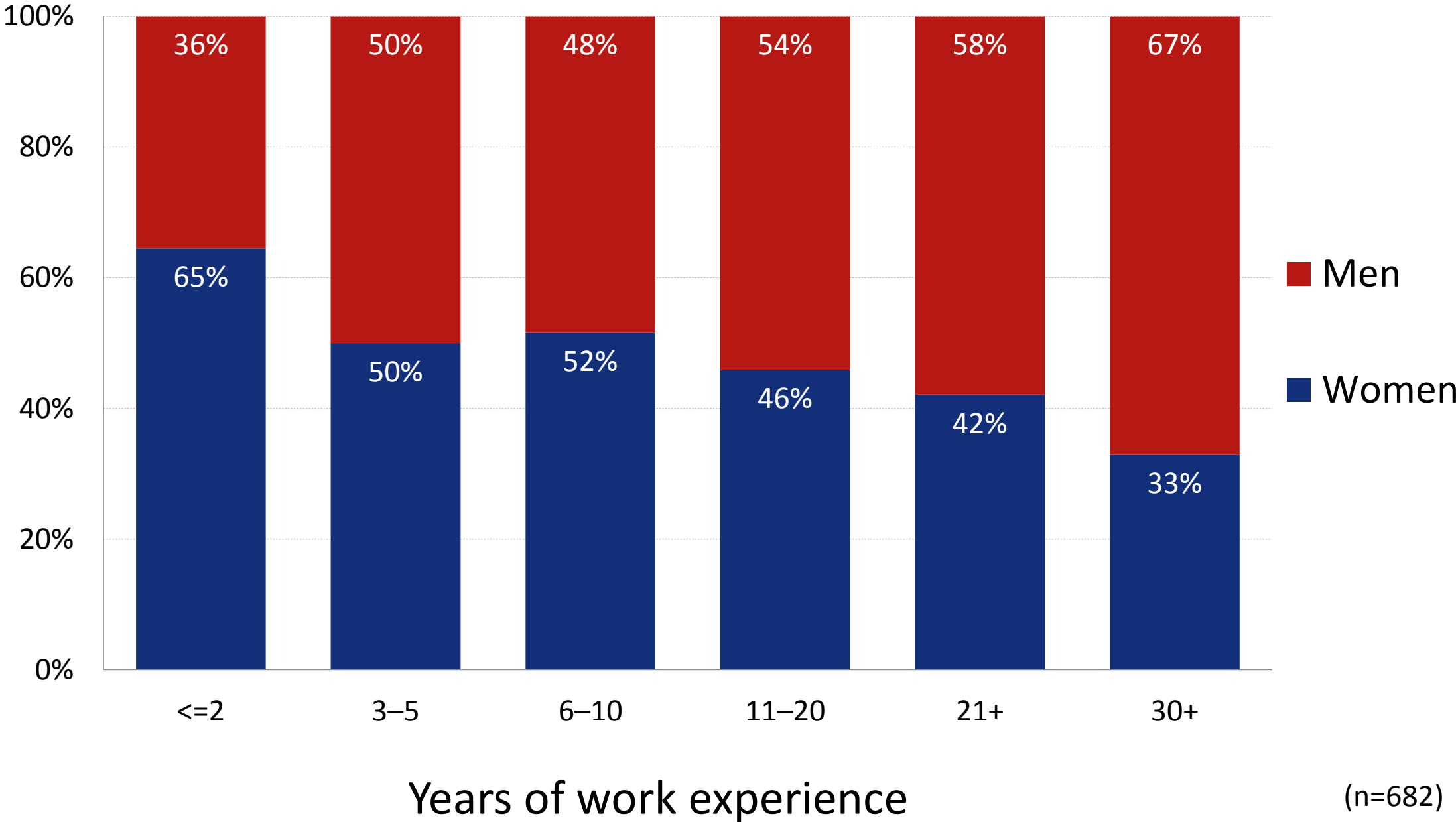
# Freedom in editorial decision-making.



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.

# Educational diversity



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)**







Educational  
diversity

**Predicted graduate debt :**

**£44,035**

**Source: IFS**

**University entry rate**

**All 18-year-olds in England:**

**31%**

**White men who received  
free school meals:**

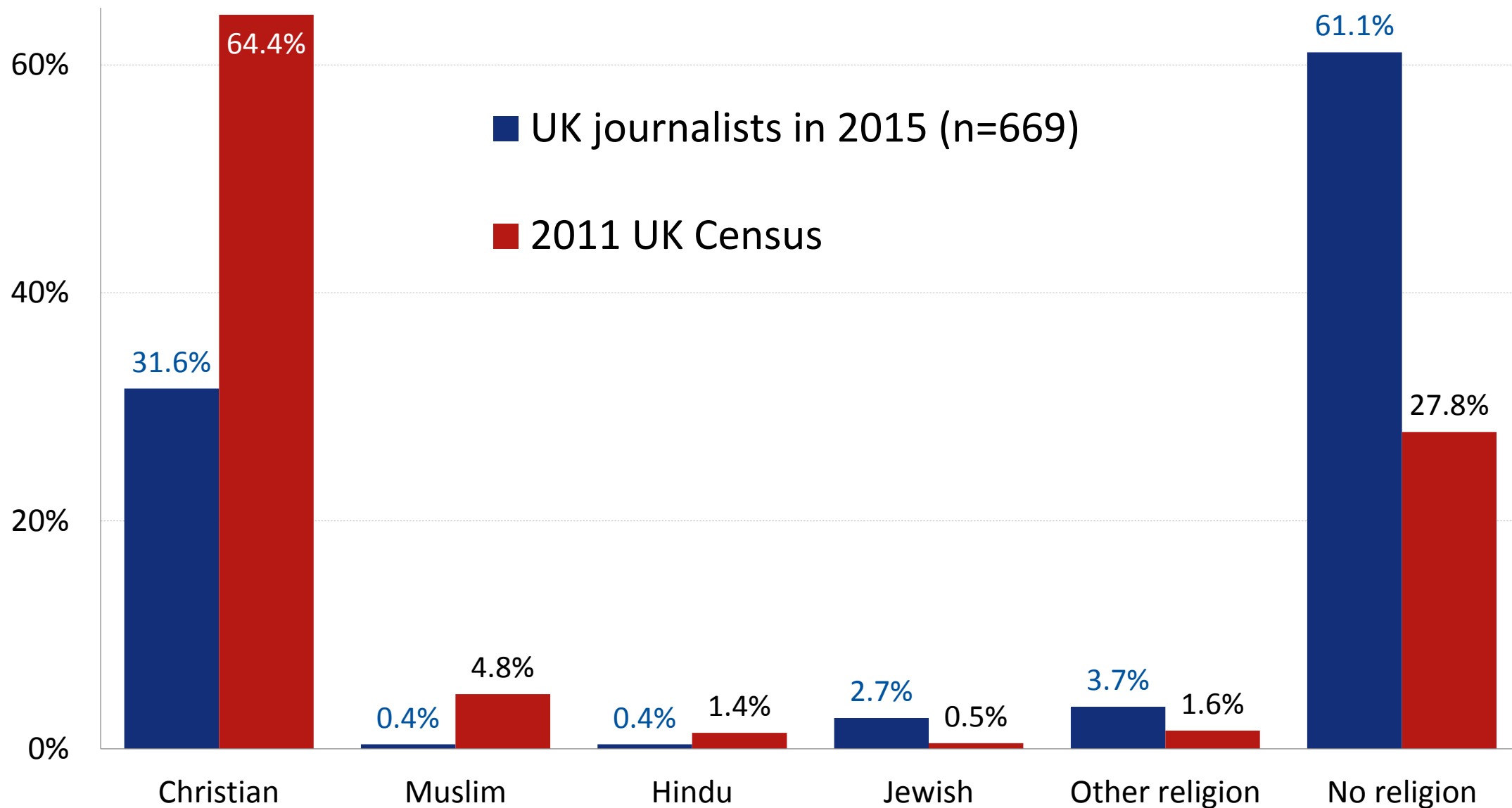
**9%**

**Source: HESA**

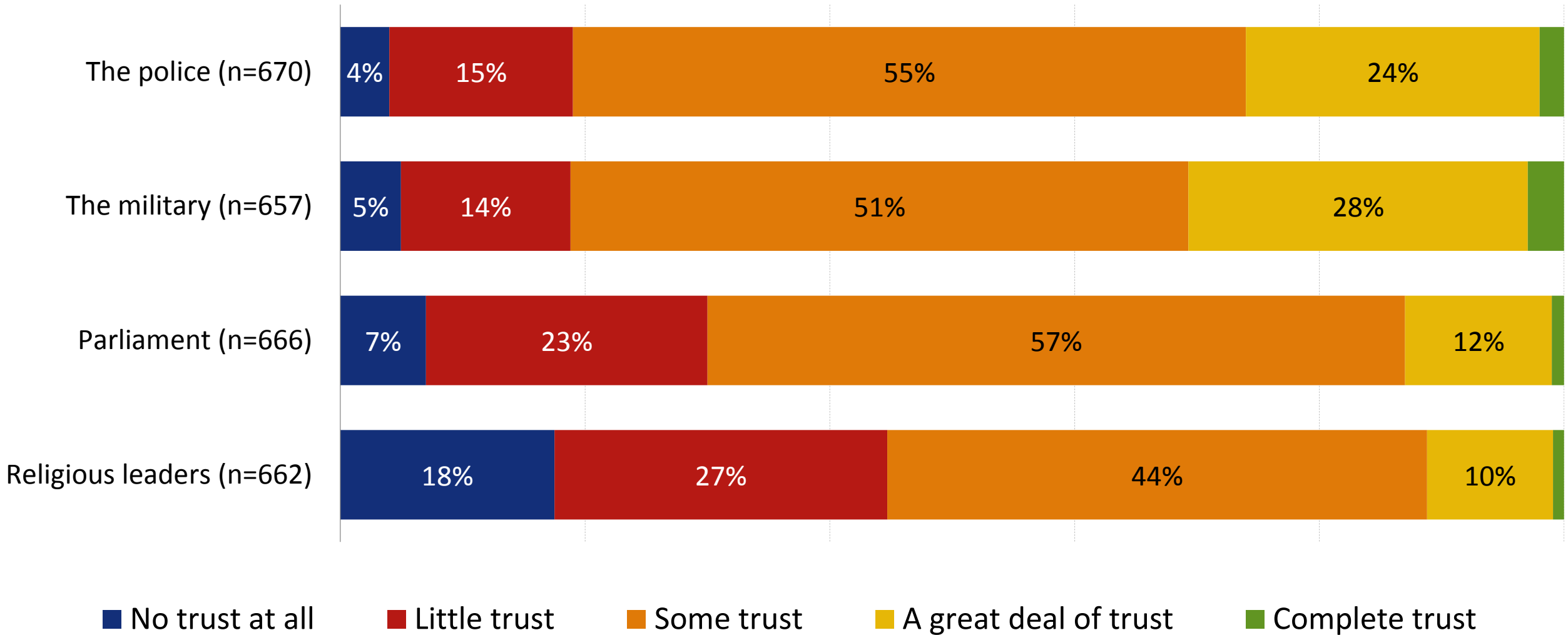
# Ethnic and Religious diversity



## Religious affiliation (or none).



## UK journalists' trust.

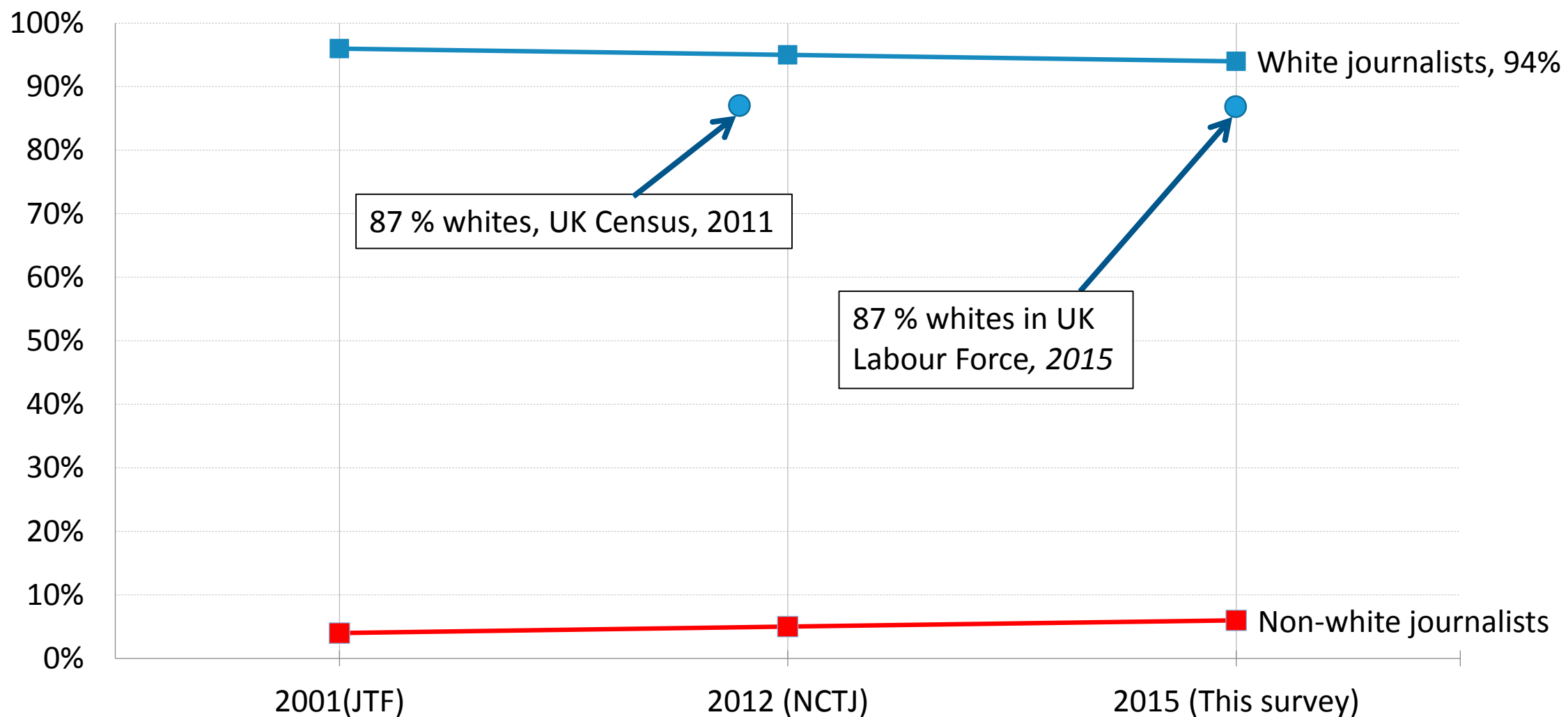


“It is **heartening** to note that a majority of **UK journalists** say that **religious belief** is of **little importance**. Religious pluralism, including equal respect for atheists, is key to future peace. **Reporting without prejudice** is a **key** role for journalists”.

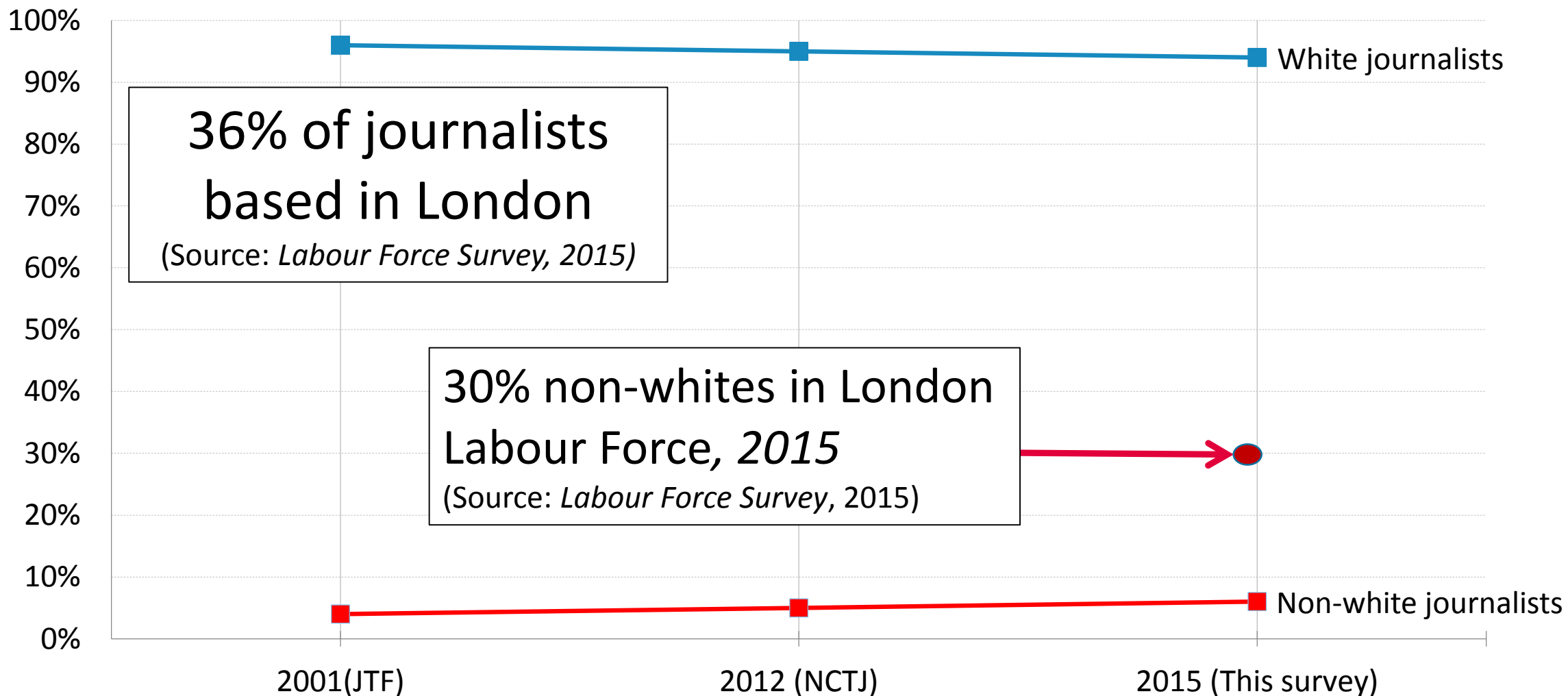
**Hindu Council UK**

**Source: email, 20 Feb 2016.**

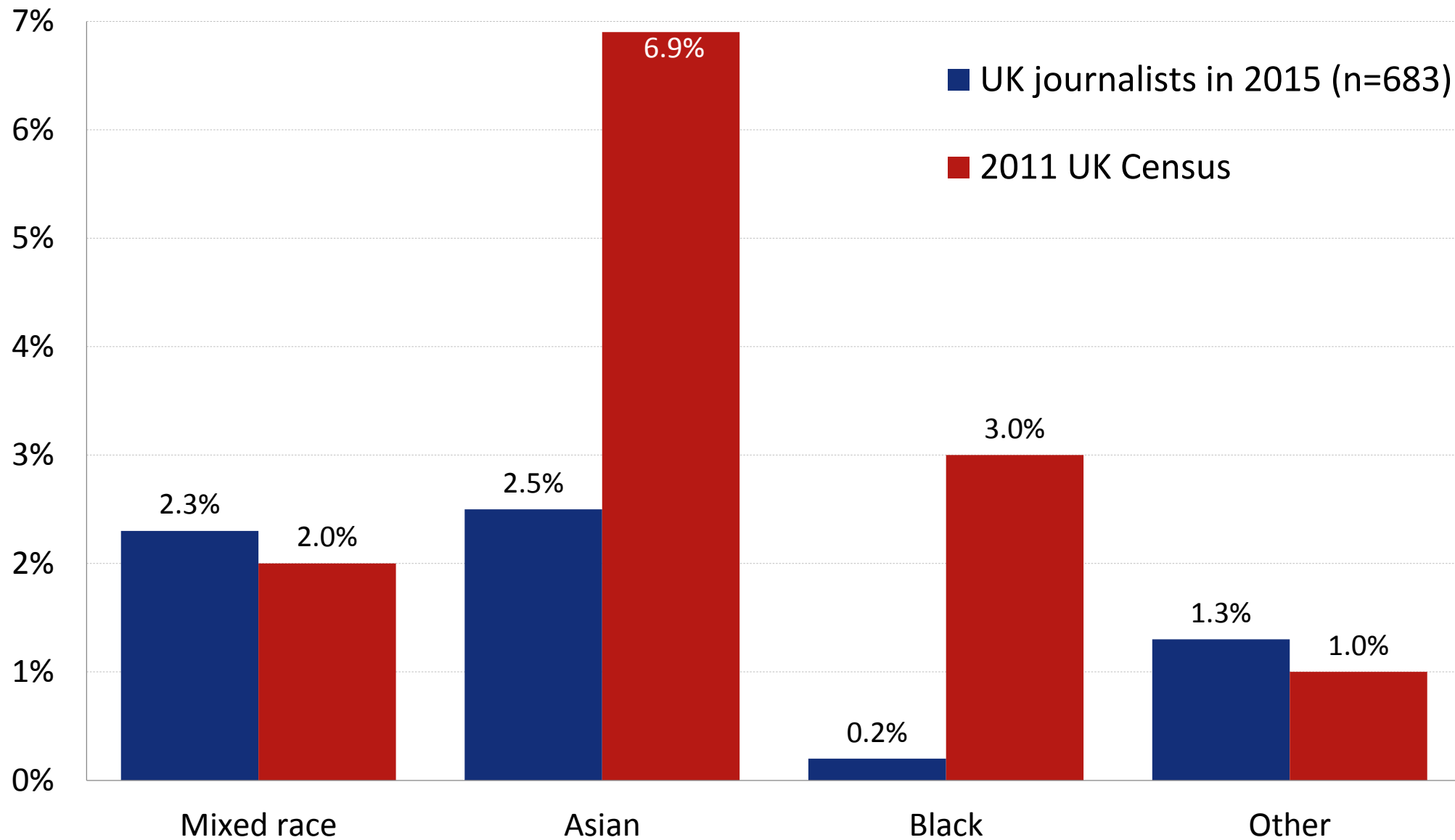
## Proportions of white / non-white journalists in the UK



## Proportions of white / non-white journalists in the UK



## Ethnicity of non-white UK journalists vs General population.





“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<sup>nd</sup> 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**

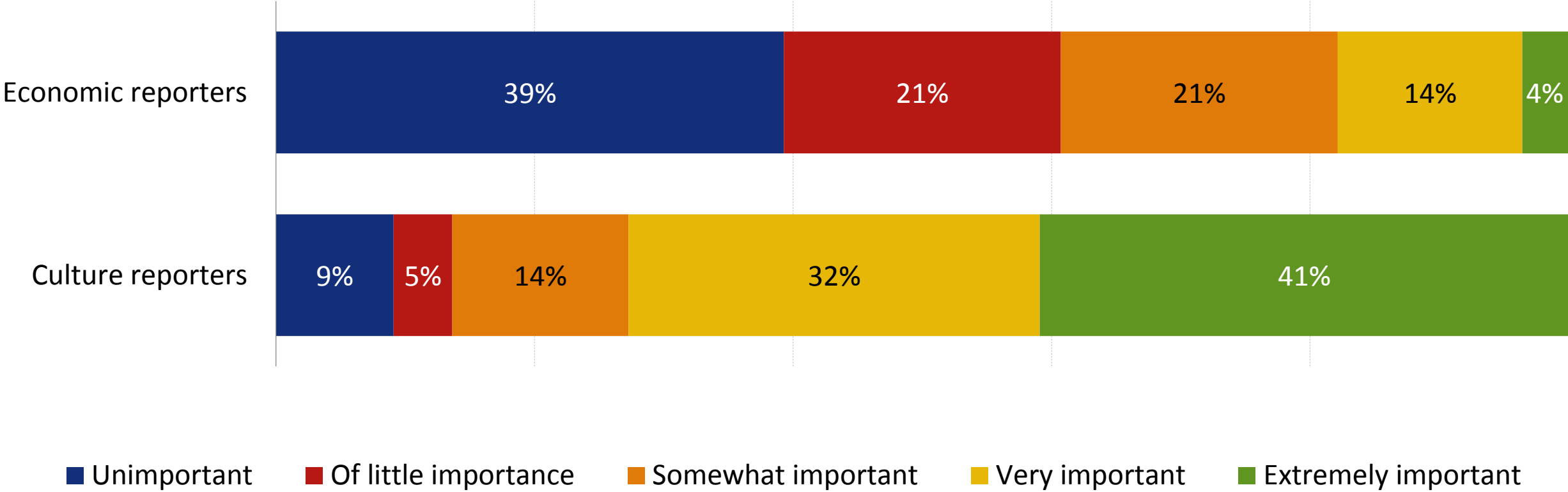
**Source: email, 23 Feb 2016.**

Diversity in  
newsrooms

Diversity  
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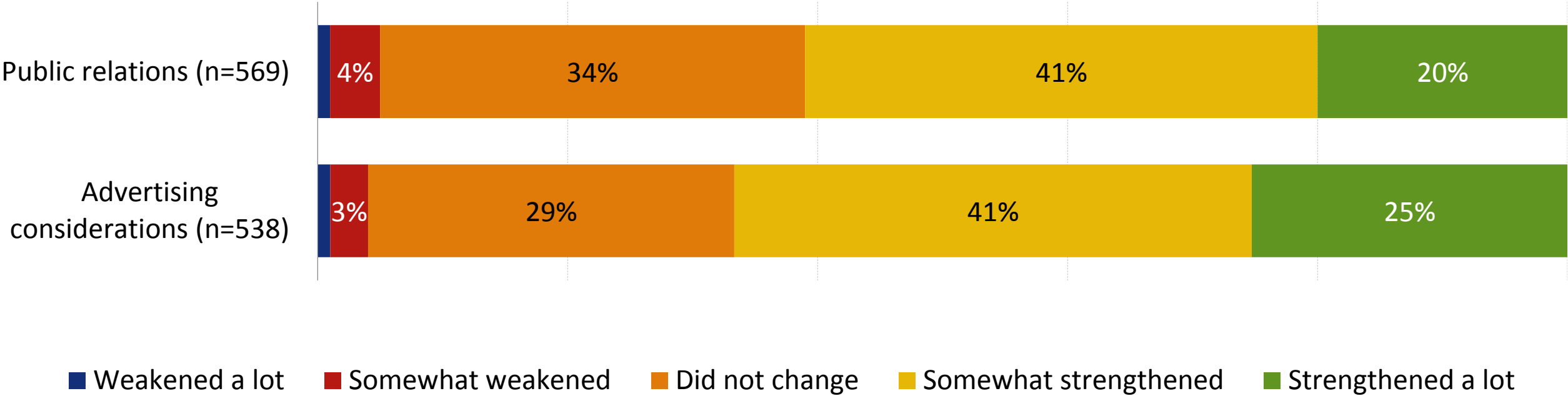


# Importance of promoting tolerance and diversity.





# Changes in the influence of PR and advertising considerations

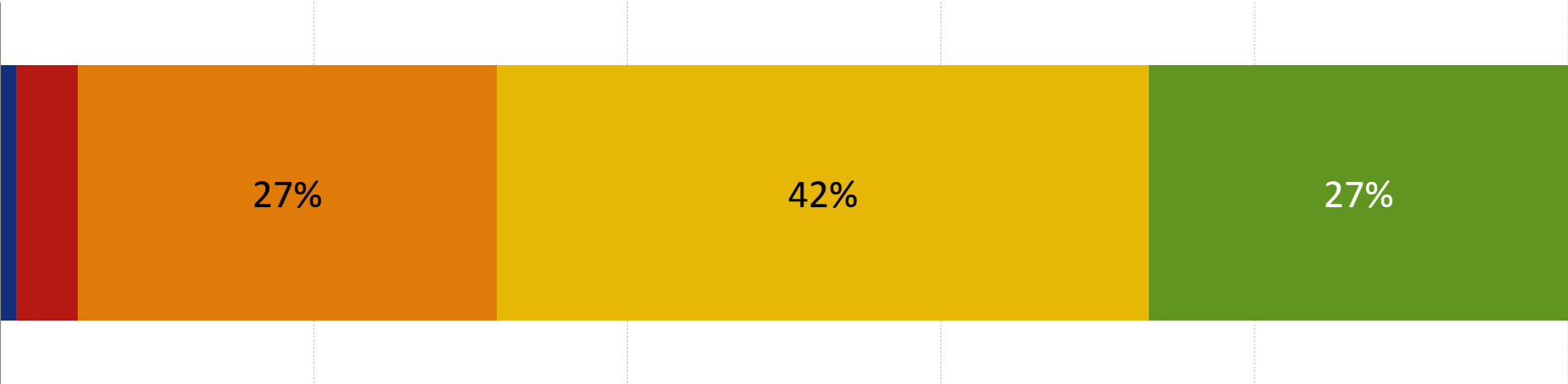


Journalists were about change in 'last 5 years'



# Changes in the influence of audience research.

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



■ Weakened a lot   ■ Somewhat weakened   ■ Did not change   ■ Somewhat strengthened   ■ Strengthened a lot



# Changes in editorial freedom

Journalists' freedom to make editorial decisions  
(n=542)



- Decreased a lot
- Decreased
- Did not change
- Increased
- Increased a lot

## Does British Journalism have a Diversity Problem?

### Newsroom diversity

- 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*

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**Reuters Institute**  
for the Study of Journalism

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