

Comparing Estimates of Newsroom Employees in U.S. Government and Private-Sector Surveys

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Purpose of Presentation

There are four main surveys that produce estimates of newsroom employees in the United States: two private-sector and two government surveys.

- American Society of News Editors (ASNE) Newsroom Census and Employee Diversity Survey
- Radio Television and Digital News Association (RTDNA) Newsroom Staffing and Women and Minorities Survey
- Bureau of Labor Statistics (BLS) Occupational Employment Statistics (OES) Survey
- U.S. Census Bureau American Community Survey (ACS)

This poster assesses the comparability of estimates of the size and characteristics of news workers derived from these four surveys.

Basic Survey Characteristics

Survey	Survey type	Estimates	Sample size	Sampling frame	Weighted?
ASNE	Establishment	Number of working journalists in newsrooms by job type (1997-2015); percent of women and minorities in newsrooms (2016-present)	About 1,700 news organizations	Internally maintained list of contacts at newspapers and online news sources	No
RTDNA	Establishment	Total local TV news employment and radio station staffing by job type; percent of women and minorities in TV and radio newsrooms	About 1,700 TV stations and 3,500 radio stations	Internally maintained list of operating non-satellite TV stations and radio stations	No
BLS OES	Establishment	Employment and wage estimates for more than 800 occupations and by industry	1.2 million establishments	State unemployment insurance (UI) files	Yes
ACS	Household	Selected social, economic and housing characteristics of the population for many geographic areas and subpopulations	2.0 million households	Master Address File (MAF) maintained by the U.S. Census Bureau	Yes

Pew Estimates of “Newsroom Employees”

We use BLS/OES **occupation** by **industry** estimates to count “newsroom employees” by news industry:

We include five **occupation** codes:

- News analysts, reporters and correspondents
- Editors
- Photographers
- Television, video, and motion picture camera operators and editors



We include five **industry** codes:

- Newspaper publishers
- Television broadcasting
- Cable and other subscription programming
- Radio broadcasting
- Other information services



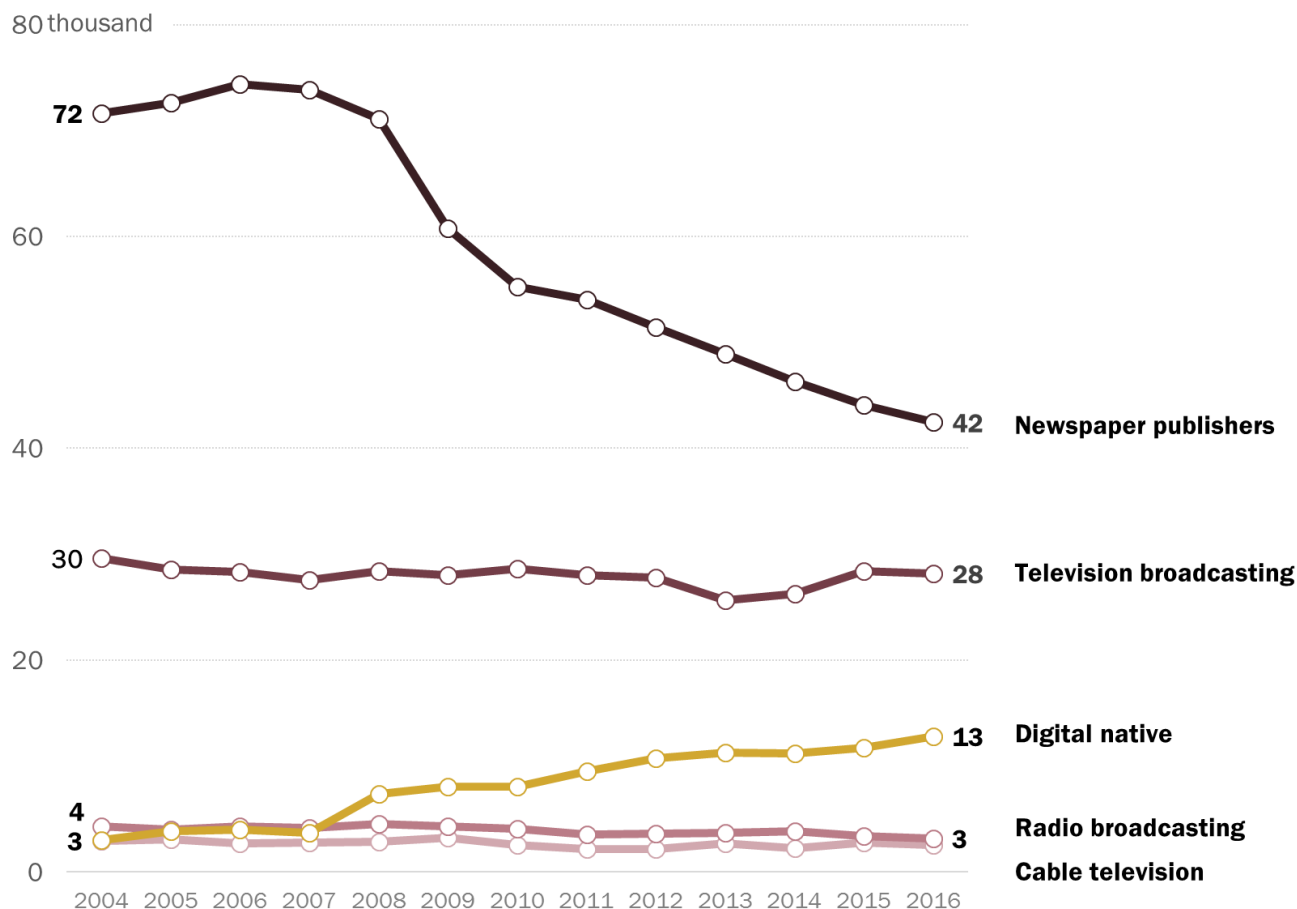
Number of newsroom employees in each news industry

Note: SOC = Standard Occupational Classification

Note: NAICS = North American Industry Classification System

Estimates of Newsroom Employees by Industry: OES

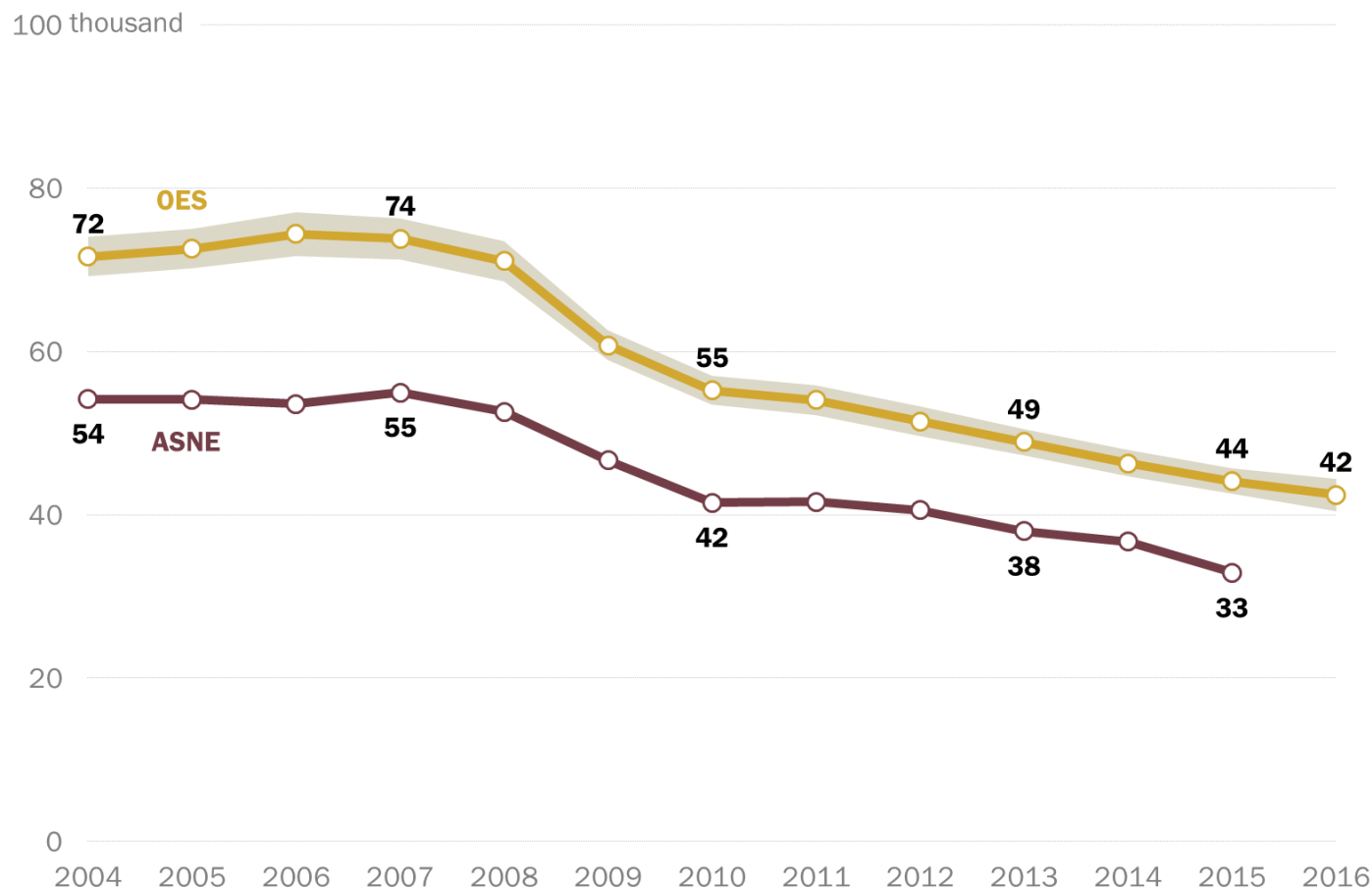
Number of U.S. newspaper newsroom employees in each news industry, in thousands



Source: Pew Research Center analysis of Bureau of Labor Statistics (BLS) Occupational Employment Statistics (OES) data.

Newspaper Newsroom Employees: OES vs. ASNE

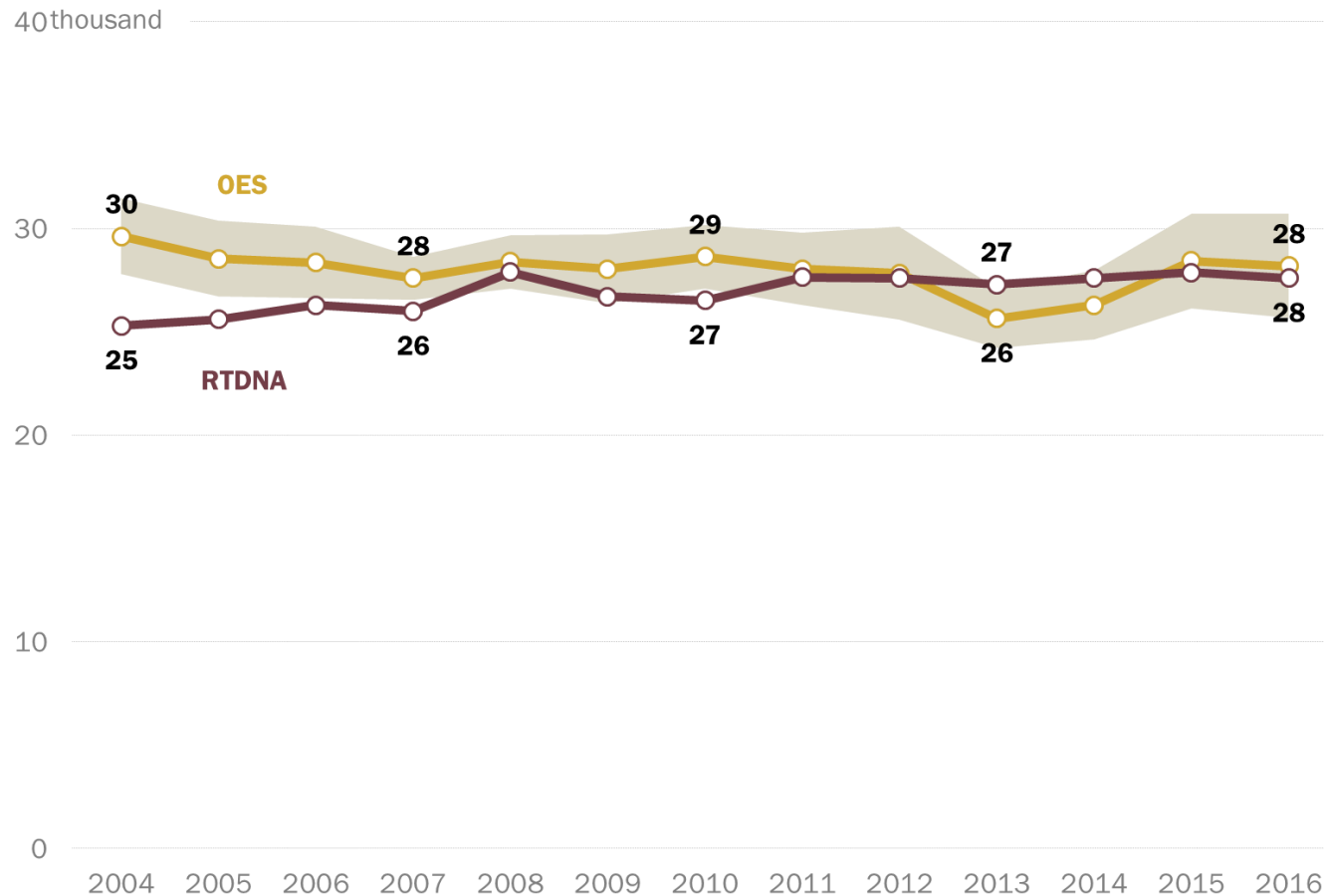
Number of U.S. newspaper newsroom employees, in thousands



Source: Pew Research Center analysis of Bureau of Labor Statistics (BLS) Occupational Employment Statistics (OES) and American Society of News Editors (ASNE) Newsroom Census and Employment Diversity surveys.

TV Broadcasting Newsroom Employees: OES vs. ASNE

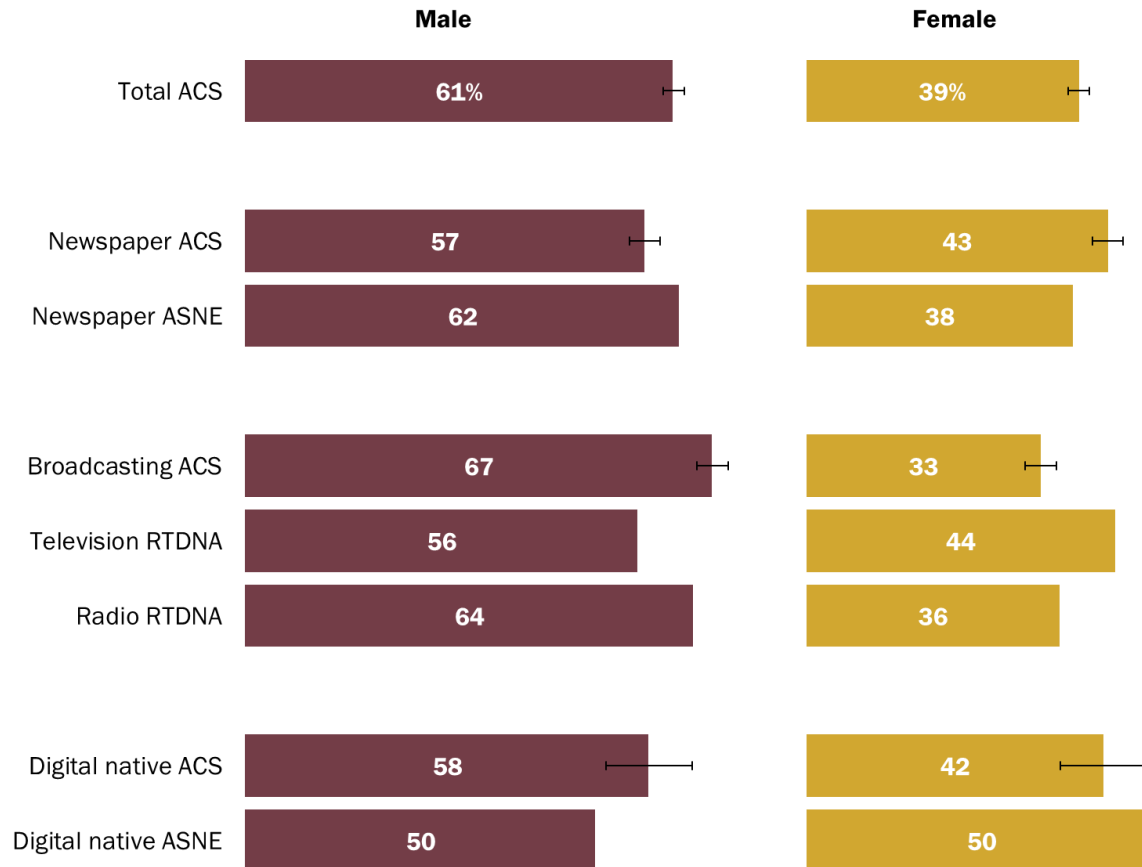
Number of U.S. local television newsroom employees, in thousands



Source: Pew Research Center analysis of Bureau of Labor Statistics (BLS) Occupational Employment Statistics (OES) and Radio Television Digital News Association (RTDNA) Staffing surveys.

Newsroom Employees by Sex: ACS, ASNE and RTDNA

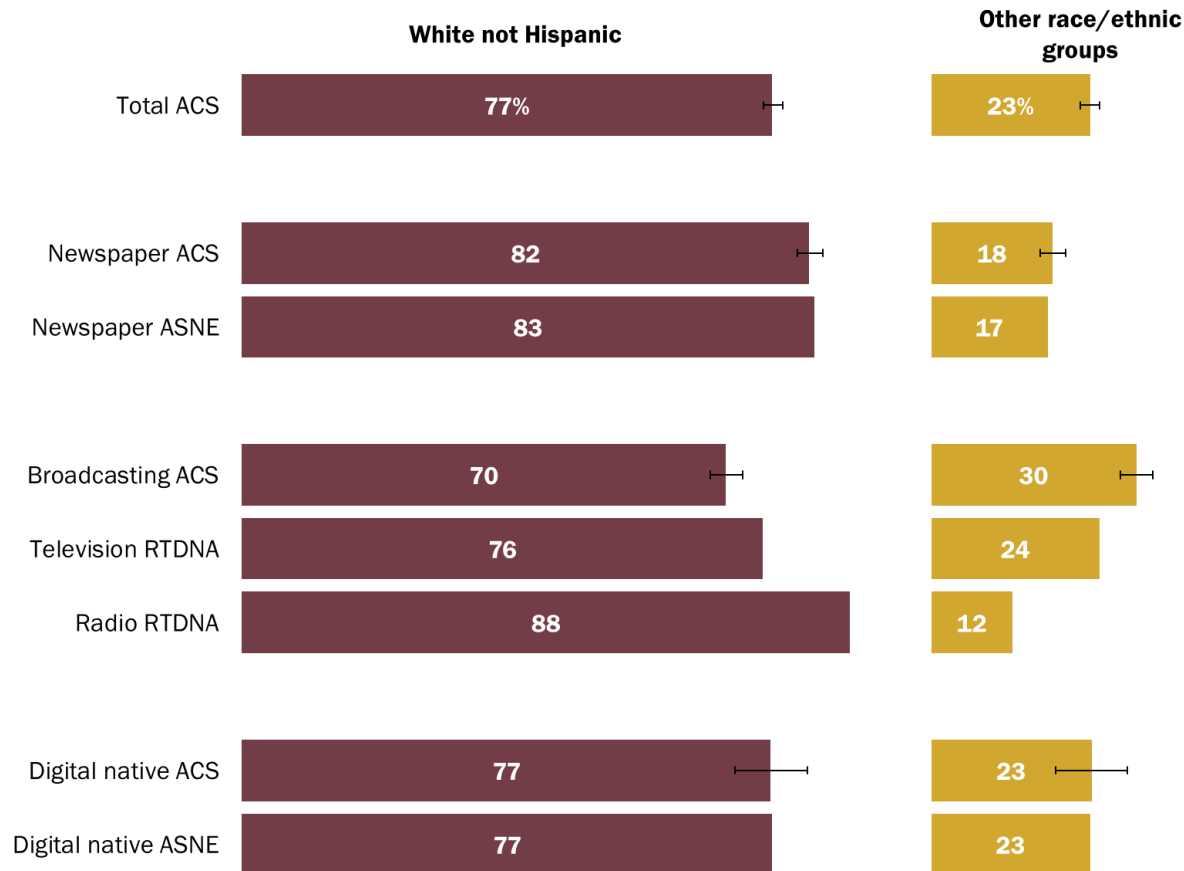
Percent of U.S. employed adults in each industry who are ...



Source: Pew Research Center analysis of U.S. Census Bureau 2012-2016 American Community Survey (ACS), American Society of News Editors (ASNE) 2016 Newsroom Census and Employment Diversity surveys, and Radio Television Digital News Association (RTDNA) 2016 Staffing and Women and Minorities Survey.

Newsroom Employees by Race/Ethnicity: ACS, ASNE and RTDNA

Percent of U.S. employed adults in each industry who are ...



Source: Pew Research Center analysis of U.S. Census Bureau 2012-2016 American Community Survey (ACS), American Society of News Editors (ASNE) 2016 Newsroom Census and Employment Diversity surveys, and Radio Television Digital News Association (RTDNA) 2016 Staffing and Women and Minorities Survey.

Conclusions

Estimates from government sources generally track with those from private-sector sources, with differences generally explained by differences in data collection methodology.

This suggests that, as declining response rates push the cost of conducting surveys beyond the reach of many private organizations, government surveys may be an alternative source for some – but not all – of the information on newsroom employees traditionally provided by private-sector sources.

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