

2022 Canadian Newsroom Diversity Survey
Canadian Association of Journalists

Dear Editor,

Last year, the CAJ launched the first representative survey of diversity in Canadian media. More than 200 newsrooms responded with data for 3,873 journalists.

For the first time ever, we received insights, with hard data, on the gender and racial diversity of Canada's newsrooms. The impact of the survey's findings was felt industry-wide and shed light on the reality that many Canadian newsrooms do not reflect the communities they serve. We learned that half of all newsrooms surveyed employ exclusively white journalists; that more than 8 in 10 newsroom supervisor roles go to white journalists, and that while, overall, women outnumber men in newsrooms, they are largely overrepresented in part-time and internship roles.

We also learned that 8 in 10 outlets have no visible minority or Indigenous journalists in a top-three leadership position.

The CAJ wants to thank all participant newsrooms, especially those that collected data on the race and gender of their teams for the first time. Today, we are pleased to share the 2022 Canadian Newsroom Diversity Survey with you. The survey asks about the gender and racial diversity of journalists working in Canadian newsrooms both throughout the organization and at the leadership level. The survey collects data for individuals in the following four categories: full-time supervisors, full-time staff, part-time staff, and interns.

This survey is made possible through the support of numerous generous partners including the [News Leaders Association](#) and the [Fédération professionnelle des journalistes du Québec](#). The [Canadian Race Relations Foundation](#) has generously provided three years of funding to strengthen the administration of the survey; this includes hiring a part-time diversity survey officer who will help increase the number of newsrooms participating. Qlik provided data analysis and visualizations that made the statistics in the [2021 report](#) possible as well as the [interactive website](#).

For the most part, the survey is the same as last year. We have made a few small additions and changes. For example, we have added supplementary 'housekeeping' questions that ask for the total number of staff and the target audience of the outlet(s) included in the data. We have also added a question about the gender of supervisors in a top-three leadership role, and an additional field to share any diversity data that your newsroom may collect in other categories (e.g., disability, language, religion, etc.).

Accuracy is critical. The percentages at the newsroom level will be made public for all outlets that have six or more full-time employees. For example, the number of women on staff compared with the number of men on staff will be disclosed. For outlets with fewer than six full-time employees, a breakdown at the newsroom level will not be disclosed, but data from these outlets will be included in the aggregate results. Short answer narrative questions will only be disclosed in aggregate, anonymized form for all outlets, regardless of employee number. The CAJ is asking newsrooms to send in responses by Friday, June 24, 2022.

Here's an example of how the data was presented for the 2021 survey which we intend to replicate for this year's results: [Canadian Newsroom Diversity Survey](#).

This survey, which is conducted annually, is designed to be easy to fill out. It asks for information that most Canadian media organizations have already collected or that they typically collect during hiring. The information is also easy to collect if it's not already available. As an organization representing working journalists, the CAJ knows how busy media workers are. That's why we're giving newsroom leaders over three months to respond.

If you have any questions about what goals the CAJ hopes to accomplish with this survey, please do not hesitate to contact us at brent@caj.ca or fatima@caj.ca. If you have technical questions about how to fill out the survey, please review the frequently asked questions posted on our website and don't hesitate to contact survey@caj.ca.

Best wishes,
Brent & Fatima
Brent Jolly & Fatima Syed
President & Vice-President
Canadian Association of Journalists

2020 Canadian Newsroom Diversity Survey
Canadian Association of Journalists

CONTACT INFORMATION

Q1. Name of media outlet completing the survey.

Q2. Are you filling this out for one newsroom or multiple newsrooms?

Options

One newsroom

More than one newsroom

Q3. Please list the full name of each newsroom included in the data and provide a link to the website for each newsroom. Please note that results will be combined and displayed in the disaggregate breakouts for all submissions with six or more full-time staff.

Q4. Total number of full-time supervisors at the outlets included. Please make sure your answer to this question matches the total number listed in question 14.

Q5. Total number of all other full-time journalists. Please make sure your answer to this question matches the total number listed in question 15.

Q6. Total number of part-time employees. Please make sure your answer to this question matches the total number listed in question 17.

Q7. Total number of interns. Please make sure your answer to this question matches the total number listed in question 18.

Q8. Target audience of the outlets included (e.g., local residents of Waterloo, Ontario; British Columbians; all Canadians).

Q9. Name of person completing the survey.

Q10. Title of person completing the survey.

Q11. Email address of person completing the survey.

Q12. Phone number of person completing the survey (with area code).

PRIMARY EDITOR

Q13. Please provide the name and contact information below for the top editor at your news organization (e.g., editor-in-chief, executive editor, or equivalent)

Name:

Title:

Email:

Phone number:

FULL-TIME JOURNALISTS

Please enter the total number of persons in each job category, broken down by race and gender.

Please count each full-time journalist in only one of the two tables below (i.e., do not list the same person as both a supervisor and a non-supervisor). Please note sections asking for data on part-time journalists and interns follow. Within each table, please do not count any journalist more than once. If a journalist holds more than one position, place them in the category that constitutes their primary position.

Q14. SUPERVISORS (Must be numeric) All those who supervise employees full-time in the newsroom. Please include section editors, show producers, assignment editors, editorial page editors and other professional-level managers.

	Men	Women	Non-Binary
Inuit, Metis, First Nations (status or non-status)			
Asian: Asian Caribbean (Ex. Guyanese, Trinidadian), East Asian (Ex. Chinese, Japanese, Korean), South Asian (Ex. Indian, Pakistani, Sri Lankan), Southeast Asian (Ex. Malaysian, Filipino, Vietnamese)			

Black: African (Ex. Ghanaian, Kenyan, Somali), Caribbean (Ex. Barbadian, Jamaican, Grenadian), North American (Ex. Canadian, American), Afro-Latino (Ex. Haitian, Brazilian, Panamanian)			
Latin: Caribbean (Ex. Cuban, Haitian), Central American (Ex. Costa Rican, Honduran), South American (Ex. Colombian, Argentinian)			
Middle Eastern (Ex. Jordanian, Saudi Arabian, Iranian, Afghan)			
White (Ex. English, Scottish, French, Irish, German, Italian)			
Mixed Race (Ex. Mother of Black African descent and Father of First Nations descent)			
Unknown			

Q15. ALL OTHER FULL-TIME JOURNALISTS (Must be numeric)

Include in this section all full-time journalists in your newsroom except for those included in the "Supervisor" category above.

	Men	Women	Non-Binary
Inuit, Metis, First Nations (status or non-status)			

Asian: Asian Caribbean (Ex. Guyanese, Trinidadian), East Asian (Ex. Chinese, Japanese, Korean), South Asian (Ex. Indian, Pakistani, Sri Lankan), Southeast Asian (Ex. Malaysian, Filipino, Vietnamese)			
Black: African (Ex. Ghanaian, Kenyan, Somalian), Caribbean (Ex. Barbadian, Jamaican, Grenadian), North American (Ex. Canadian, American), Afro-Latino (Ex. Haitian, Brazilian, Panamanian)			
Latin: Caribbean (Ex. Cuban, Haitian), Central American (Ex. Costa Rican, Honduran), South American (Ex. Colombian, Argentinian)			
Middle Eastern (Ex. Jordanian, Saudi Arabian, Iranian, Afghan)			
White (Ex. English, Scottish, French, Irish, German, Italian)			
Mixed Race (Ex. Mother of Black African descent and Father of First Nations descent)			
Unknown			

SENIOR LEADERSHIP

All answers in this section must be numeric:

Q16. Of the top three journalists in your newsroom included in the supervisory category above (e.g., editor-in-chief; executive producer; deputy editor), how many are visible minorities or Inuit, Metis, First Nations (status or non-status)?

	Men	Women	Non-Binary
Visible minorities or Inuit, Metis, First Nations (status or non-status)			
White (Ex. English, Scottish, French, Irish, German, Italian)			

PART-TIME JOURNALISTS

This section is designed to capture the contribution of journalists working in part-time paid roles for your newsroom. Different media organizations have varying titles for these workers, which include casual workers, contract workers, or part-time workers. Please don't include any journalists included in the full-time section in this section as well.

Q17. Please enter the total number of persons, broken down by race and gender. Within each table, please do not count any journalist more than once.

	Men	Women	Non-Binary
Inuit, Metis, First Nations (status or non-status)			
Asian: Asian Caribbean (Ex. Guyanese, Trinidadian), East Asian (Ex. Chinese, Japanese, Korean), South Asian (Ex. Indian, Pakistani, Sri Lankan), Southeast Asian (Ex. Malaysian, Filipino, Vietnamese)			

Black: African (Ex. Ghanaian, Kenyan, Somali), Caribbean (Ex. Barbadian, Jamaican, Grenadian), North American (Ex. Canadian, American), Afro-Latino (Ex. Haitian, Brazilian, Panamanian)			
Latin: Caribbean (Ex. Cuban, Haitian), Central American (Ex. Costa Rican, Honduran), South American (Ex. Colombian, Argentinian)			
Middle Eastern (Ex. Jordanian, Saudi Arabian, Iranian, Afghan)			
White (Ex. English, Scottish, French, Irish, German, Italian)			
Mixed Race (Ex. Mother of Black African descent and Father of First Nations descent)			
Unknown			

INTERNS

This section is designed to capture the contribution of interns working in your newsroom. Please include any intern that worked in your newsroom, whether as a paid worker or as part of a school assignment, in the past twelve months.

Q18. Please enter the total number of persons, broken down by race and gender. Within each table, please do not count any journalist more than once.

	Men	Women	Non-Binary
Inuit, Metis, First Nations (status or non-status)			
Asian: Asian Caribbean (Ex. Guyanese, Trinidadian), East Asian (Ex. Chinese, Japanese, Korean), South Asian (Ex. Indian, Pakistani, Sri Lankan), Southeast Asian (Ex. Malaysian, Filipino, Vietnamese)			
Black: African (Ex. Ghanaian, Kenyan, Somalian), Caribbean (Ex. Barbadian, Jamaican, Grenadian), North American (Ex. Canadian, American), Afro-Latino (Ex. Haitian, Brazilian, Panamanian)			
Latin: Caribbean (Ex. Cuban, Haitian), Central American (Ex. Costa Rican, Honduran), South American (Ex. Colombian, Argentinian)			
Middle Eastern (Ex. Jordanian, Saudi Arabian, Iranian, Afghan)			
White (Ex. English, Scottish, French, Irish, German, Italian)			

Mixed Race (Ex. Mother of Black African descent and Father of First Nations descent)			
Unknown			

QUALITATIVE QUESTIONS

The following short answer questions are designed to collect additional qualitative information that may not be captured in the above quantitative section. Individual newsroom responses will not be publicly shared, but aggregate results summarizing the responses may be.

Q19. Please describe your typical job recruitment process. What, if anything, do you typically do to encourage individuals from under-represented groups to apply?

Q20. To what extent do you think your newsroom accurately reflects the gender and racial diversity of your audience?

- My newsroom is very representative of our audience.
- My newsroom is somewhat representative of our audience.
- My newsroom is somewhat unrepresentative of our audience.
- My newsroom is very unrepresentative of our audience.

Q21. Do you collect additional data on the race and gender makeup of your full-time or part-time staff that wasn't requested in this survey? If yes, share it in the format that you have it collected here:

Q22. Do you collect data on the race and gender of your freelance contributors? If yes, share it in the format that you have it collected here:

Q23. Do you collect any of the following data on your employees?

	Yes	No	No, but I'd be willing to collect it for a future survey
Class			
Religion			
LGBTQ+ Identity			
Disability Status			
Languages Spoken			

Q24. If you collect any of the above data related to class, religion, LGBTQ+ identity, disability status, or languages spoken, please share it in the format that you have it collected here:

Q25. What question, if any, would you like next year's Canadian Newsroom Diversity Survey to include?

Q26. I understand that I will not be able to change my results after submitting and by checking the box below, I confirm that the above data is true and correct.

Agree

Q27. I confirm that the top editor of my newsroom has signed off on the above data submission and that the above data is true and correct.

Agree