



A profile of contemporary New Zealand journalists

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The survey

- First since 2007 report
- This survey conducted in 2013. SurveyMonkey plus targeted respondents
- This presentation is a summary – full results available at www.ejournalist.com.au (Volume 14, No. 2)
- 320 usable responses from full-time NZ journalists (8% of the estimated 3800 full-time journalists in NZ)

Age

Table 1: NZ journalists by age

	Frequency	Per cent
20 years or less	3	1.0
21 - 30 years	105	34.1
31 - 40 years	69	22.4
41 - 50 years	53	17.2
51 - 60 years	61	19.8
> 60 years	17	5.5
Total	308	100.0

- Relatively young: About third aged 30 years or younger and almost 60% aged 40 years or younger
- Estimated mean age of 40, median of 38
- In the New Zealand full-time workforce generally about 25% of employees aged 30 years or younger, and about 45% aged 40 years or younger

Experience

Table 2: NZ journalists' experience in the job

	Frequency	Per cent
1 year or less	25	7.8
More than 1 but less than 2	31	9.7
2 or more, but less than 5	44	13.8
5 or more, but less than 10	61	19.1
10 years or more	158	49.5
Total	319	100.0

- May be youthful, but experienced.
- Fully 50% of the respondents have 10 years' or more experience as journalists
- Nearly 70% (68.6%) have worked in the industry for five years or more.

Ethnicity

Table 3: NZ journalists by ethnicity

	Frequency	Per cent
European	256	83.1
Māori	15	4.9
Pasifika	7	2.3
Asian	3	1.0
Other	27	8.8
Total	308	100.0

- Disproportionately European in ethnicity.
- 83% of respondents identified themselves as being of European ethnicity, Māori comprised 5% of the respondents, Pasifika 2% and Asian 1%.
- By contrast, in the New Zealand population generally in 2013, Europeans comprised 74% of the population, Māori 15%, Pasifika 7% and Asians 12%

Income

Table 4: NZ journalists by before-tax annual income

	Frequency	Per cent
\$20,000 or less	1	0.3
\$20,001 - \$30,000	14	4.6
\$30,001 - \$40,000	60	19.7
\$40,001 - \$50,000	66	21.6
\$50,001 - \$60,000	37	12.1
\$60,001 - \$70,000	39	12.8
\$70,001 - \$80,000	34	11.1
\$80,001 - \$90,000	17	5.6
\$90,001 - \$100,000	13	4.3
\$100,001 - \$120,000	11	3.6
> \$120,000	13	4.3
Total	305	100.0

- Mean annual income estimated as \$60,000
- This is effectively the same as the mean income of \$59,000 for the New Zealand full-time workforce generally
- 58% earned \$60,000 or less

Gender

Table 5: NZ journalists by age and gender

		Gender	
		Female	Male
20 years or less	Frequency	2	1
	% of age band	66.7%	33.3%
21 - 30 years	Frequency	70	35
	% of age band	66.7%	33.3%
31 - 40 years	Frequency	35	33
	% of age band	51.5%	48.5%
41 - 50 years	Frequency	30	23
	% of age band	56.6%	43.4%
51 - 60 years	Frequency	29	32
	% of age band	47.5%	52.5%
> 60 years	Frequency	9	8
	% of age band	52.9%	47.1%
All ages	Total	175	132
	% of total	57.0%	43.0%

- The journalism workforce is relatively feminised. 57% female
- By contrast, in New Zealand full-time workforce generally, 41% of full-time workforce female
- Females outnumber males in virtually all age bands

Gender



- However, men continue to dominate in terms of power/position.
- Only 8.7% of female respondents were in senior management, whereas 20.3% of males were.
- At the middle management level, 12.7% of females were represented, against 9.8% of males.
- A large majority of women, 78.6%, were in the rank-and-file category, against 69.9% of men.

Employment

Table 6: NZ journalists by employment

	Frequency	Per cent	Subtotal Per cent
Conventional media			
Newspaper	139	45.3	
Magazine	18	5.9	51.1
Radio	46	15.0	
Television	28	9.1	24.1
<i>Subtotal</i>			75.2
New media			
Multi-platform	48	15.6	
Online only	18	5.9	
<i>Subtotal</i>			21.5
Other (eg, news agency)	10	3.3	
Total	307	100.0	

- Conventional media remains the backbone of the industry, employing three-quarters of all respondents. Within this, print is the larger category, employing 51% of respondents, with broadcasting employing 24% of respondents.
- Newspapers remain the largest single category, employing 45% of respondents.
- New media is a significant player, employing 22% of respondents. Multi-platform is the larger category here, employing 16% of respondents.

Education

Table 7: NZ journalists by highest qualification

	Frequency	Per cent
Master's degree	31	10.0
Bachelor's degree	119	38.5
University diploma	78	25.2
P o l y t e c h n i c diploma	54	17.5
Undertook some university studies, but no qualification	13	4.2
Completed High School	11	3.6
Did not complete High School	2	0.6
Don't know	1	0.3
Total	309	100.0

- Nearly half (48.5%) have a degree as their highest qualification.
- In the New Zealand adult population (those aged 15 years or over), only 20% had a degree (or equivalent)

Political stance

- Journalists generally regarded themselves as moderately left-wing.
- 62% of respondents rated themselves as somewhere on the left of the political spectrum, 22% placed themselves in the centre and 16% rated themselves somewhere on the right.

Happy with their work

- A large majority (82%) rated themselves as very or moderately happy. Only 10% expressed any level of unhappiness. Comments tempered by tighter resources:
- “Love the work but getting sick of the long hours.”
- “The work of the journalists etc. is generally outstanding. But there is a lot of under-resourcing, lack of money and commercial influences that surely are having some effect on the output.”
- “Changing technologies have increased the pressure of the job. We're now expected to do things like blog, tweet, and edit our own footage, and I fear this compromises our focus on researching/writing the story itself.”

Journalism ethics

- Three-quarters believed no further regulation of the industry required:
- “For the most part the industry operates in an ethically acceptable manner and has appropriate bodies in place to deal with public complaints.”
- “I think the NZ media is very ethical already - we are nothing like the British press, so should not become overly regulated due to mistakes they have made.”
- 25% wanted regulatory reform:
- “A single body to judge all media is a fair idea.”

New media having an impact

- We gave respondents 23 elements that may have strengthened over the past five years.
- The elements identified by respondents that have strengthened the most:
 - Social media, such as Facebook or Twitter
 - The use of search engines
 - User-generated content, such as blogs
 - Profit-making pressures
 - The importance of technical skills
 - Audience feedback

Quality of the news media

- Respondents generally had a fairly positive view of the quality of the news media in New Zealand. 45% rated the NZ news media as either excellent or above average. A further 41% rated it average:
- “If you listen to Radio New Zealand, watch the main TV news bulletins, read at least one daily newspaper and keep an eye on the websites, you're not doing too badly for a country with the population of Melbourne.”
- 15% rated it poor or below average:
- “Our newsroom basically looks like this: many young female reporters at the bottom and then middle-aged men in middle management and above. I wish we had more experienced reporters in our newsroom, who could mentor us. And I wish there were more females to look up to.”

Good career

- Asked respondents why they became journalists :
- “I like to write and I like variety.”
- “Because I wanted to find out more about what makes other people tick and hold people in power accountable for their actions.”
- “To change the world for the better and to tell stories.”
- “Best job in the world.”



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