



## Introduction

Canada's largest media union, the Communication, Energy and Paperworkers Union, working with researchers from McMaster and Ryerson universities, developed a questionnaire that was distributed by the union to broadcast and print newsrooms represented by the CEP. Employees who gather, edit and present the news (and direct support staff) were asked to complete the eight-page survey that took approximately 45 minutes to fill out. Anonymity was guaranteed by using a double envelope system to collect completed surveys, which were then sent to McMaster University in Hamilton for data entry and storage.

We distributed 1,800 questionnaires to our print locals and had 413 were completed for a response rate of 23.0 per cent. We distributed 1,200 questionnaires to our broadcast locals and had 441 completed for a response rate of 36.7%. Some small print newsrooms had a response rate of 100 per cent. We had one large broadcast newsroom where the response rate was over 60 per cent and another where it was over 50 per cent. We had one medium-large print newsroom with a response rate of over 60%.

The data was input into a SPSS file and then analyzed using SPSS 13. B. Stringer, Ph.D., an epidemiologist and assistant professor at McMaster University, T. Haines M.D. M.Sc., an occupational medicine physician and professor at McMaster, and J. Miller M.Sc., a journalism professor at Ryerson, helped develop the questionnaire. B. Stringer and T. Haines oversaw data collection and analysis.

## OVERALL

**Number of journalists who completed questionnaire** 854

**Male** 67%

**Female** 33%

**Broadcast** (TV and radio) 441

**Print** (Dailies, weeklies, magazine) 413

**Average age** 42.6

**Average age (broadcast)** 40.5

**Average age (print)** 44.7

**Average length of current employment** 13.25 years

41.3% worked in the media over 20 years

### **Breakdown by job**

Reporters 261

Print and broadcast editors 214

Camera operators/photographers 121

Technical support 43

Producers 40

Artists 36

Directors 27

Announcers/anchors 25

Other 87

**Percentage of respondents who work in newsrooms in large-market cities** — 55%

**Percentage of respondents who work in newsrooms in mid-market cities** — 35%

**Percentage of respondents who work in newsrooms in small-markets** — 10%

(**Large market** (Toronto-GTA and CMA Vancouver), **mid-market** (over 100,000) and **small market**.)

## 1. WHO WE ARE

### **Newsroom diversity**

**1a) Respondents who identified themselves as a member of a visibly minority** — 6.9%

(In 2001, 13% of Canada's population was from a visible minority. In Toronto and Vancouver visible minorities are almost 40% of the population.)

**1b) Respondents who identified themselves as gay, lesbian or transgendered** — 3.7%

(A Statistics Canada survey released in 2004 reported that one per cent of Canadians identified themselves as homosexual, while 0.7 per cent said they were bisexual. Gay rights groups said the survey suffered from under-reporting and that the number of gay people in society is generally considered to be somewhere between five and 10 per cent.)

## How we see ourselves

**1c) When asked to choose what best describes the work you do, respondents chose:**

Profession — 58.9%

Craft — 23.8%

Job — 13.2%

Trade — 4.2%

(Among the **significant differences** between print and broadcast media **85.5% of broadcast reporters chose profession** and 13.0% chose craft to describe their work; **61.5 % of print reporters chose profession** and 27.7% chose craft. )

**1d) When asked to indicate which of the following occupations has a social status most similar to yours, respondents chose:**

Teacher — 37.3%

Actor — 13.9% (40% of TV anchors)

Carpenter — 12.6%

Chef — 10.4%

Lawyer — 9.7%

Nurse — 6.4%

University professor — 5.8%

Real estate salesperson — 3.9 %

## Education

**1e) Attended journalism or broadcast school – 70% overall**

**Percentage of print journalists who attended journalism school – 65.6%**

**Percentage of broadcast journalists attended journalism or broadcast school – 74.1%**

**Percentage of those who have worked in media less than 10 years who attended journalism or broadcast school – 79.4%**

**Percentage of those who have worked in media more than 10 years who attended journalism or broadcast school – 66.2%**

## 2. STATE OF CANADIAN JOURNALISM

We asked a series of questions to gauge respondents' perceptions of the state of journalism today. In most questions they were asked if they completely agreed, agreed, neither agreed nor or disagreed, disagreed or completely disagreed with a statement. (For the purpose of this report agree and completely agree have been added together as Agree; disagree and completely disagree have been added together as Disagree. Figures do not add up to 100% because “neither agree or disagree” is not reported.)

Respondents overwhelmingly reported that journalism is an important job.

**2a) When asked if they thought: Journalism is essential to democracy because it keeps citizens informed.**

**Overall:** Agree 95.2%; Disagree 1.3%

**Broadcast:** Agree 93.5%; Disagree 1.9%

**Print:** Agree 97.1%; Disagree 0.7%

Most working journalists report that they and their newsroom are doing a good job, but many doubt if the corporate owners of their station/publication share their commitment to quality journalism.

**2b) Does your publication/station do a good job of informing the public about issues that are important to them?**

**Overall:** No 20%; Yes 80%

**Broadcast:** No 16.1%; Yes 83.9%

**Print:** No 24.1%; Yes 75.9%

**2c) Canadian journalists are doing a good of job keeping citizens informed**

**Overall:** Agree 70.1%; Disagree 13.0%

**Broadcast:** Agree 72.1%; Disagree 9.5%

**Print:** Agree 67.9%; Disagree 16.6%

**2d) This newsroom does a good job of keeping readers/viewers informed**

**Overall:** Agree 66.8%; Disagree 18.7%

**Broadcast:** Agree 71.0%; Disagree 11.6%

**Print:** Agree 62.4%; Disagree 25.0%

**2e) The corporate owners of this publication value keeping citizens informed**

**Overall:** Agree 41.3%; Disagree 29.1%

**Broadcast:** Agree 44.8%; Disagree 20.7%

**Print:** Agree 37.5%; Disagree 38.0%

**2f) The corporate owners of this publication/station encourage good journalism**

**Overall:** Agree 40.5%; Disagree 29.7%

**Broadcast:** Agree 42.8%; Disagree 20.0%

**Print:** Agree 38.0%; Disagree 39.7%

**2g) The corporate owners of this publication/station respect journalists**

**Overall:** Agree 35.0%; Disagree 30.8%

**Broadcast:** Agree 41.5%; Disagree 18.2%

**Print:** Agree 28.0%; Disagree 44.0%

**2h) The corporate owners of this publication/station value good journalism over profit**

**Overall:** Agree 9.5%; Disagree 59.7%

**Broadcast:** Agree 9.4%; Disagree 51.3%

**Print:** Agree 9.7%; Disagree 68.6%

**2i) The owners of this publication/station put more value on good journalism than 10 years ago**

**Overall:** Agree 10.3%; Disagree 44.0%

**Broadcast:** Agree 11.4%; Disagree 34.4%

**Print:** Agree 9.3%; Disagree 52.1%

**2j) Most Canadians respect journalists**

**Overall:** Agree 53.7%; Disagree 25.4%

**Broadcast:** agree 63.3%; disagree 16.9%

**Print:** Agree 43.6%; Disagree 34.5%

**2k) Most Canadians trust journalists**

**Overall:** Agree 42.2%; Disagree 29.3%

**Broadcast:** Agree 52.9%; Disagree 20.6%

**Print:** Agree 30.8%; Disagree 38.4%

**2l) The respect Canadians have for journalists has increased during the past 10 years**

**Overall:** Agree 13.8%; Disagree 50.9%

**Broadcast:** Agree 19.6%; Disagree 44.0%

**Print:** Agree 11.3%; Disagree 56.8%

**2m) Canadian journalism is better than it was 10 years ago**

**Overall:** Agree 31.0%; Disagree 46.8%

**Broadcast:** Agree 30.8%; Disagree 42.6%

**Print:** Agree 31.1%; Disagree 50.3%

Cynicism is much higher in print newsrooms hit the hardest by layoffs and a reduction in resources. As the answers below suggest, respondents are more likely to cite financial pressures as shaping the news agenda, rather than the “values and politics” of ownership.

**2n) The values and politics of our corporate owners do not affect our editorial agenda**

**Overall:** Agree 26.6%; Disagree 41.9%

**Broadcast:** Agree 31.5%; Disagree 31.5%

**Print:** Agree 21.5%; Disagree 52.9%

**2o) The politics of our owners has less effect on our editorial agenda than 10 years ago**

**Overall:** Agree 12.2%; Disagree 30.0%

**Broadcast:** Agree 10.2%; Disagree 25.3%

**Print:** Agree 13.9%; Disagree 34.0%

**2p) The financial bottom line of our owners does not affect our editorial agenda**

**Overall:** Agree 11.3%; Disagree 65.2%

**Broadcast:** Agree 11.9%; Disagree 63.9%

**Print:** Agree 10.6%; Disagree 66.4%

**2q) The ownership bottom line has less effect on our editorial agenda than 10 years ago**

**Overall:** Agree 6.7%; Disagree 46.2%

**Broadcast:** Agree 7.0%; Disagree 42.5%

**Print:** Agree 6.5%; Disagree 49.4%

**2r) Advertisers have no influence over editorial decisions in this newsroom**

**Overall:** Agree 27.5%; Disagree 45.2%

**Broadcast:** Agree 30.6%; Disagree 36.9%

**Print:** Agree 24.2%; Disagree 54.0%

**2s) Advertiser influence in this newsroom has fallen during the past 10 years**

**Overall:** Agree 9.6%; Disagree 31.9%

**Broadcast:** Agree 11.2%; Disagree 24.2%

**Print:** Agree 8.3%; Disagree 38.3%

**2t) How much influence does non-newsroom management have over the news agenda?**

**Overall:** None or very little 34.7%; Some 41.1%; A fair amount or a lot 24.1%

**Broadcast:** None or very little 39.1%; Some 40.6%; A fair amount or a lot 20.3%

**Print:** None or very little 30.3%; Some 41.6%; A fair amount or a lot 28.0%

**2u) Is it your impression that the influence over the news agenda of your publication's non-newsroom management is more or less than 10 years ago?**

48.6% more; 11.8% less; 39.6% same

While respondents cite influence of the bottom line and advertisers over the news agenda, they are much less likely to say the government holds sway.

**2v) Government has no influence over editorial decisions in this newsroom**

**Overall:** Agree 51.9%; Disagree 17.8%

**Broadcast:** Agree 49.4%; Disagree 17.6%

**Print:** Agree 54.4%; Disagree 18.1%

### 3. ETHICS

The survey reveals a number of ethical concerns. Some respondents have gone so far as to refuse to work on a story because of concerns over ethics.

**3a) Have you been assigned a story to promote paper/station/management?**

**Overall:** Yes 57.9%; No 41.7%

**Broadcast:** Yes 66.0%; No 34.0%

**Print:** Yes 49.6%; No 49.6%

**3b) Do promotional considerations influence news agenda?**

**Overall:** Yes 77.4%; No 22.6%

**Broadcast:** Yes 75.4%; No 24.6%

**Print:** Yes 79.4%; No 20.6%

**3c) Is it your impression that promotional considerations of the publication have more or less influence over this newsroom's news agenda than 10 years ago?**

60.7% more; 6.2% less; 33.2% same

**3d) Does your newspaper/station distinguish between advertising & news?**

**Overall:** Yes 50.3%; No 49.3%

**Broadcast:** Yes 46.5%; No 53.5%

**Print:** Yes 54.2%; No 45.1%

**3e) All kinds of opinion get fair play on your station or in your publication?**

**Overall:** Yes 65.8%; No 34.1%

**Broadcast:** Yes 69.8%; No 30.2%

**Print:** Yes 61.6%; No 38.1%

Among the people who answered "no" to the previous question, they said "conservative-right wing" and "business" opinions were given extra prominence.

**3f) Have you ever accepted a "gift" of more than nominal value from a company or person in connection with your work in this newsroom?**

**Overall:** Yes 6.8%; No 93.2%

**Broadcast:** Yes 7.6%; No 92.4%

**Print:** Yes 5.9%; No 94.1%

**3g) Do other people in this newsroom accept “gifts” of more than nominal value from companies or persons they are reporting on?**

**Overall:** Yes 33.3%; No 66.7%

**Broadcast:** Yes 35.6%; No 64.4%

**Print:** Yes 30.9%; No 69.1%

**3h) Does your newsroom have a policy against accepting “gifts” of more than nominal value?**

**Overall:** Yes 70.4%; No 29.6%

**Broadcast:** Yes 67.7%; No 32.3%

**Print:** Yes 72.9%; No 27.1%

There were nine newsrooms where a majority reported there was no policy against accepting gifts.

**3i) Have you ever questioned the ethics of something you did on your current job?**

Yes 31.7%; No 68.3%

**3j) Have you ever refused to do something on your current job because of ethical concerns?**

Yes 20.4%; No 79.6%

Respondents were divided over some methods of dealing with ethical concerns.

**3k) Should journalists self-regulate their profession like lawyers or physicians?**

Yes 57.5%; No 42.4%

**3l) Should owners, management and working journalists all agree on a code of ethics that everyone in the news media should follow?**

Yes 86.6%; No 13.4%

**3m) If yes, who should write and enforce the code of ethics?**

Professional association 56.1%

Independent body 28.4%

Media owners 6.8%

Union 6.2%

Government 2.5%

## 4. ON THE JOB CONCERNS

**4a) Amount of investigative journalism?**

**Overall:** Very little or none 45.2%; A fair amount or a lot 22.0%

**Broadcast:** Very little or none 47.2%; A fair amount or a lot 14.3%

**Print:** Very little or none 43.2%; A fair amount or a lot 28.0%

In only three newsrooms did more than 25 per cent of journalists report a lot or a fair amount of investigative journalism. They were Globe and Mail (44.8%); Hamilton Spectator (75.0%); and Toronto Star (80.4%).

**4b) Accurate story withdrawn or taken off air because of concerns over a lawsuit?**

**Overall:** No 80%; Yes 20%

**Broadcast:** No 71.7%; Yes 28.0 %

**Print:** No 87.4%; Yes 12.1%

**4c) Amount of libel chill (softening/withdrawal of story for fear of legal action)**

**Overall:** None or very little 37.6%; Some 46.2%; A fair amount or a lot 16.0%

**Broadcast:** None or very little 34.2%; Some 47.6%; A fair amount or a lot 18.1%

**Print:** None or very little 40.9%; Some 44.9%; A fair amount or a lot 13.7%

**4d) Is it your impression that stories in your newsroom are dropped more or less often than 10 years ago because of concerns over litigation?**

26.5% more; 10.6% less; 62.9% same

**Anonymous sources**

**4e) Have you ever used a source for a story that would talk to you only if they could remain anonymous?**

Yes 74.3%; No 25.7%

**4f) Have you ever promised a source anonymity?**

Yes 69.9%; No 30.1%

**4g) Have you ever refused to reveal the name of a source to your management?**

Yes 16.8%; No 83.1%

**4h) Have you ever refused to reveal the name of a source to police or judges?**

Yes 10.7%; No 89.2%

**4i) Which of the following statements best reflects your views on the use of anonymous sources: (check one)**

Not good, but necessary on rare occasions: 39.0%

A useful tool in investigative reporting: 29.6%

A critical element in a good journalist's arsenal: 18.0%

Very important to protect whistleblowers: 11.3%

A bad idea and should never be used: 2.1%

**4j) Are you in favour of a press shield law that would protect journalists from having to reveal their sources?**

Yes 88.8%; No 11.1%

**4k) If yes do you think that protection should be:**

Almost absolute 32.6%

Based on public interest and decided by a judge: 31.4%

Absolute 27.5%

**Qualities a reporter needs**

**4l) Respondents were asked: Based on your experience please rank the following attributes of a reporter in order of importance for success:**

- 1. Ability to tell a story in a way that anyone can understand.
- 2. Independent thinking.
- 3. Developing contacts
- 4. Colourful style.
- 7. Ability to follow orders
- 8. Good looks.

## 5. TECHNOLOGICAL CHANGE AND CONVERGENCE

Respondents were asked completely agree, agree, neither agree or disagree, disagree or completely disagree to a series of statements about tech change and convergence. Those who completed this survey report lots of both. Many say technological change has helped them do their job and has improved journalism. Respondents were less inclined to say convergence has been a good thing. (Agree below includes completely agree and Disagree includes completely disagree.)

### 5a) There has been little or no technological change in my job during the last 10 years.

**Overall:** Agree 11.7%; Disagree 64.3%

**Broadcast:** Agree 13.0%; Disagree 61.3%

**Print:** Agree 10.5%; Disagree 66.9%

### 5b) Technological change has been neutral or improved journalism during the last 10 years.

**Overall:** Agree 45.2%; Disagree 17.3%

**Broadcast:** Agree 42.2%; Disagree 18.2%

**Print:** Agree 47.6%; Disagree 16.4%

### 5c) Technological change has been neutral or improved my job during the last 10 years.

**Overall:** Agree 48.6%; Disagree 14.3%

**Broadcast:** Agree 48.6%; Disagree 16.2%

**Print:** Agree 48.5%; Disagree 12.8%

### 5d) Media convergence has had little or no effect in this newsroom.

**Overall:** Agree 22.1%; Disagree 52.1%

**Broadcast:** Agree 16.9%; Disagree 52.4%

**Print:** Agree 27.5%; Disagree 51.7%

### 5e) Media convergence has had little or no effect on my particular job.

**Overall:** Agree 39.0%; Disagree 33.0%

**Broadcast:** Agree 34.9%; Disagree 33.3%

**Print:** Agree 43.3%; Disagree 32.7%

### 5f) Media convergence has had a neutral or positive effect on journalism.

**Overall:** Agree 18.6%; Disagree 45.3%

**Broadcast:** Agree 23.9%; Disagree 38.7%

**Print:** Agree 13.2%; Disagree 52.2%

### 5g) Media convergence has had a neutral or positive effect on my job.

**Overall:** Agree 22.9%; Disagree 29.8%

**Broadcast:** Agree 25.0%; Disagree 27.4%

**Print:** Agree 20.7%; Disagree 32.4%

## 6. CHANGE IN THE BUSINESS OVER PAST TEN YEARS

While most respondents say they are committed to the ideals of journalism (see above), many of those who have worked for the same employer for at least 10 say they are disillusioned about the business.

### 6a) Do you take more or less or about the same pride in your work as 10 years ago?

More 14.1%; Less 38.6%; Same 47.3%

### 6b) Compared with 10 years ago how would you say you feel about the following areas of your career?

#### Desire to stay in journalism

7.1% more; 44.2% less; 48.7% same

#### Ambition to move up

7.9% more; 58.2% less; 33.9% same

#### Desire to serve the public:

24.0% more; 10.5% less; 65.5% same

#### Doing a good job:

21.7% more; 8.7% less; 69.6% same

#### Pride in my craft

21.9% more; 19.2% less; 58.9% same

#### Sense of professionalism

22.4% more; 21.4% less; 56.3% same

#### Loyalty to my employer

7.2% more; 55.8% less; 37.0% same

#### Thrill of a good story

19.5% more; 14.2% less; 66.2% same

### 6c) Has training for journalists improved or worsened over the past 10 years?

20.8% improved; 47.3% worsened; 32.0% same

### 6d) During the past 10 years has your newsroom's reliance on your chain's news service

59.7% increased; 7.6% decreased; 32.7% stayed the same

### 6e) Has the quality of your publication/station improved or worsened during the past 10 years?

33.8% improved; 55.3% worsened; 11.0% same

## 7. STAFFING

Most respondents say understaffing is a significant problem. (Agree includes strongly agree and Disagree includes strongly disagree.)

### 7a) Our newsroom normally has the personnel needed to do a good job

Overall: Agree 25.2%; Disagree 65.2%

**Broadcast:** Agree 29.9%; Disagree 59.9%

**Print:** Agree 20.1%; Disagree 70.9%

**7b) Staffing levels in this newsroom have improved during the past 10 years**

**Overall:** Agree 9.4%; Disagree 61.5%

**Broadcast:** Agree 12.2%; Disagree 50.6%

**Print:** Agree 7.0%; Disagree 70.7%

**7c) It is very rare for me to be affected by understaffing**

**Overall:** Agree 16.7%; Disagree 73.0%

**Broadcast:** Agree 17.1%; Disagree 70.6%

**Print:** Agree 16.4%; Disagree 75.5% %

**7d) The quality of journalism in this newsroom is rarely affected by understaffing**

**Overall:** Agree 12.8%; Disagree 74.8%

**Broadcast:** Agree 13.8%; Disagree 70.9%

**Print:** Agree 11.8%; Disagree 78.8%

## **8. SEXISM IN THE MEDIA**

**8a) Does sexism and/or discrimination against women exist in Canadian journalism?**

**Women answered:** No 21.3%; Yes 78.7%

**Men answered:** No 53.1%; Yes 46.9%

**8b) If yes to previous question, how prevalent is sexism and/or discrimination against women in Canadian journalism?**

**Women answered:** Not very prevalent 13.2%; Somewhat prevalent 70.9%; Very prevalent 15.9%

**Men answered:** Not very prevalent 33.3%; Somewhat prevalent 62.9%; Very prevalent 3.8%

**8c) Are women in your newsroom more or less likely to be promoted than their male counterparts?**

**Women answered:** More 1.1%; Less 39.7%; Same 59.2%

**Men answered:** More 12.3%; Less 11.5%; Same 76.2%

**8d) Thinking of Canadian journalism as a whole, are women more or less likely to be promoted than their male counterparts?**

**Women answered:** More 1.6%; Less 57.0%; Same 41.5%

**Men answered:** More 15.0%; Less 22.3%; Same 62.7%

**8e) Are women fairly represented in management at your publication/station?**

**Women answered:** No 58.6%; Yes 41.4%

**Men answered:** No 32.8%; Yes 67.2%

**8f) (If you have worked in your current newsroom for 10 years or more) Is it your impression there is more or less sexism in this newsroom than 10 years ago?**

**Men answered:** More 3.8%; Less 62.0%; Same 34.2%

**Women answered:** More 14.4%; Less 43.3%; Same 42.2%

## 9. HEALTH AND SAFETY

### Assaults and threats

Assaults and threats of violence are a particular problem.

**9a) Respondents were asked: Have you ever been assaulted or threatened with injury while doing your current job?**

**Overall:** Yes 30.2%; No 69.8%

**Broadcast Overall:** Yes 36.1%; No 63.9%

**Broadcast Camera Operator:** Yes 80.7%; (86.0% who have worked 10 or more years at that employer)

**Broadcast Reporter:** Yes 50.0% (65.4% who have worked 10 or more years at that employer)

**Print Overall:** Yes 26.3%; No 73.7%

**Print Photographer:** Yes 76.7%

**Print Reporter:** Yes 29.1%

**Of those who answered yes:**

22.1% said they had been **assaulted or threatened on the job three or more times.**

68.3% said they had **reported the incident(s) to management.**

### Lost-time Injuries

Some jobs are also unhealthy with many respondents reporting injuries that have caused them to take time off work.

**9b) Respondents were asked: Have you suffered a physical injury in your current job that caused you to take time off work?**

**Overall:** Yes 13.1%; No 86.9%

**Broadcast Overall:** Yes 18.2%; No 82.2%

**Broadcast Camera/ENG:** Yes 45.3% (58.2% if worked 10 years or more for employer)

**Broadcast Technical Support:** Yes 20% (28.6% of 10-year employees)

**Broadcast Director:** Yes 17.4% (25.0% of 10-year employees)

**Broadcast Reporter:** Yes 13.2% (19.2% of 10-year employees)

**Print Overall:** Yes 8.5%; No 91.5%

**Print Photographer:** Yes 20.7%

**Print artist/layout:** Yes 12.5%

**Print editors:** Yes 10.1%

Not everyone who reports being injured at work reports claiming compensation or long-term-disability.

**9c) Respondents were asked: Have you made a compensation/LTD claim because of an injury at work in your current job?**

**Overall:** Yes 8.8% (13.1% report a lost-time injury)

**Broadcast Overall:** Yes 11.2% (18.2%)

**Broadcast Camera/ENG:** Yes 27.9% (45.3%)

**Broadcast Technical Support:** Yes 11.1% (20.0%)

**Broadcast Reporter:** Yes 8.8% (13.2%)

**Broadcast Director:** Yes 8.7% (17.4%)

**Print Overall:** Yes 6.2% (8.5%)

**Print Photographer:** Yes 21.4% (20.7%)

It is noteworthy that all print sector journalists are covered by provincial workers' compensation. Those in the broadcast sector are covered by federal legislation that allows an employer to offer "equivalent" coverage. This may help explain why a higher percentage of broadcast employees report not collecting compensation or LTD, even though they have been injured at work.

### Stress

9d) Respondents were asked: **Have you ever taken a stress leave because of conditions at work?**

**Overall:** Yes 7.7%; No 92.3%

**Broadcast Artist:** Yes 17.6%

**Broadcast Technical Support:** Yes 14.3%

**Broadcast Director:** Yes 12.5%

**Broadcast Editor:** Yes 11.6%

**Print Photographer:** Yes 10.0%

**Print editor:** Yes 7.8%

### Burnout

Respondents were asked a series of questions to determine their personal and work burnout.

Researchers around the world have used this “demand scale” to compare workers across occupation and country.

9e) **Mean overall work burnout** 47.04

**Mean overall personal burnout** 45.75

#### Mean work burnout by job

|                                |       |
|--------------------------------|-------|
| Director .....                 | 52.62 |
| Producers.....                 | 49.58 |
| Broadcast reporters .....      | 49.39 |
| Broadcast editor .....         | 49.17 |
| Print editor .....             | 48.11 |
| Print photographer .....       | 46.84 |
| Camera operator.....           | 46.44 |
| Print reporter .....           | 45.49 |
| Columnist/feature writer ..... | 42.34 |
| Announcer/anchor.....          | 41.00 |

As a point of comparison, below are the scores of a large sample of Danish population by occupation.

Journalists would place between electricians (13<sup>th</sup> highest) and clerical workers (12<sup>th</sup> highest) among 32 occupations in the Danish population.

**The mean score on the 7-item quantitative demands scale of 32 jobs in the National Danish Psychosocial Work Environment Study, (Range 0—100).**

| Rank | Job                        | Score | Rank | Job                        | Score |
|------|----------------------------|-------|------|----------------------------|-------|
| 1    | Managers                   | 56.4  | 17   | Elementary school teachers | 44.6  |
| 2    | Systems planners           | 56.3  | 18   | Nurses' aids               | 43.7  |
| 3    | Secretaries                | 53.0  | 19   | Foremen                    | 43.3  |
| 4    | Bank clerk                 | 52.2  | 20   | Cooks                      | 43.1  |
| 5    | High school teachers       | 51.3  | 21   | Home helpers               | 42.5  |
| 6    | Store managers             | 50.8  | 22   | Mechanics                  | 41.8  |
| 7    | Warehouse assistants       | 49.7  | 23   | Drivers                    | 40.9  |
| 8    | Head clerks                | 48.9  | 24   | Metal workers              | 40.6  |
| 9    | Bookkeepers                | 48.5  | 25   | Kindergarten teachers      | 39.9  |
| 10   | Technicians                | 48.0  | 26   | Salesmen                   | 39.8  |
| 11   | Architects                 | 47.4  | 27   | Construction workers       | 39.3  |
| 12   | Office clerks              | 47.2  | 28   | Shop assistants            | 39.0  |
| 13   | Electricians               | 46.3  | 29   | Agricultural workers       | 37.1  |
| 14   | Vocational school teachers | 45.5  | 30   | Cleaners                   | 31.9  |
| 15   | Nurses                     | 45.0  | 31   | Foster parents             | 30.2  |
| 16   | Food industry workers      | 44.9  | 32   | Kindergarten assistants    | 26.2  |

Other studies have shown that the single strongest correlation with increased levels of workplace stress is a feeling of lack of control at work. Respondents were asked about how much control they had on their job.

**9f) I have almost complete control over how I do my job**

**Overall:** Agree 43.9%; Disagree 37.1%

**Broadcast:** Agree 48.3%; Disagree 30.0%

**Print:** Agree 39.4%; Disagree 44.5%

**Control over job and burnout/incivility**

The following table illustrates the correlation between a feeling of control over your work and feelings of burnout, stress and incivility. A feeling of control over “my work” is correlated with work burnout and incivility — the more control one feels over his/her work, the less work burnout is reported. People who report a higher degree of control over their work also report less supervisor and co-worker incivility.

**I have almost complete control of my job.**

|                     | Work burnout | Personal burnout | Supervisor incivility | Co-worker incivility |
|---------------------|--------------|------------------|-----------------------|----------------------|
| completely agree    | 39.7396      | 40.3571          | 9.1892                | 9.3521               |
| agree               | 43.0164      | 44.3442          | 9.9375                | 11.6339              |
| neither             | 43.6432      | 42.5137          | 10.8906               | 10.9375              |
| disagree            | 51.0279      | 48.8149          | 14.1390               | 12.4652              |
| completely disagree | 64.5042      | 55.7319          | 16.8254               | 14.8333              |
| Overall mean        | 47.0743      | 45.9352          | 11.8402               | 11.8047              |

The higher the number the higher the burnout and incivility

Respondents were asked a series of questions to gauge “incivility” in their workplace. This same set of questions has been administered in other workplaces, in order to develop an “index” that will allow comparisons. For example, in one study among civil servants in the USA, mean scores for men were 5.27 and for women 4.16. Possible scores ranged from 0-28.

Researchers are currently administering the same questionnaire in a variety of other workplaces.

**9g) Supervisor Incivility**

**Overall 11.74**

**Male 11.5**

**Female 12.4**

**9h) Co-worker Incivility**

**Overall 11.72**

**Male 11.7**

**Female 11.9**