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FACT SHEET

JULY 12, 2018



Audio and Podcasting Fact Sheet

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Audience

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Ownership

Find out more

The audio news sector in the United States is split by modes of delivery: traditional terrestrial (AM/FM) radio and digital formats such as online radio and podcasting. While terrestrial radio reaches almost the entire U.S. population and remains steady in its revenue, online radio and podcasting audiences have continued to grow over the past decade. Explore the patterns and longitudinal data about audio and podcasting below. Data on other public radio beyond podcasting are available in [a separate fact sheet](#).



Audience

The audience for terrestrial radio remains steady and high: In 2017, 90% of Americans ages 12 and older listened to terrestrial radio in a given week, according to [Nielsen Media Research data published by the Radio Advertising Bureau](#), a figure that has changed little since 2009.

Note: This and most data on the radio sector apply to all types of listening and do not break out news, except where noted. Nielsen lists news/talk among the most listened-to radio formats; in 2017, the news/talk format earned 9.9% of radio audiences during any 15-minute period during the day.

Weekly terrestrial radio listenership

- Chart
- Data
- Share
- Embed

% of Americans ages 12 and older who listen to terrestrial (AM/FM) radio in a given week

Year	% of Americans ages 12 and older who listen to terrestrial (AM/FM) radio in a given week
2009	92%
2010	92%
2011	93%
2012	92%
2013	92%
2014	91%
2015	91%
2016	91%
2017	90%

Source: Nielsen Audio RADAR 136, March 2018, publicly available via Radio Advertising Bureau.

According to “The Infinite Dial” report by Edison Research and Triton Digital, the portion of the public listening to online radio continues to grow. As of early 2018, 64% of Americans ages 12 and older had listened to online radio in the past month, while 57% had listened in the past week. This is up slightly from 61% and 53%, respectively, in 2017, continuing online radio’s steady year-over-year growth.

Online radio listenership

Chart Data Share Embed

% of Americans ages 12 and older who have listened to online radio in the past ...

Year	Month	Week
2007	20%	12%
2008	21%	13%
2009	27%	17%
2010	27%	17%
2011	34%	22%
2012	39%	29%
2013	45%	33%
2014	47%	36%
2015	53%	44%
2016	57%	50%
2017	61%	53%
2018	64%	57%

Note: Edison Research and Triton Digital's survey is conducted in January or February of every year. Online radio includes listening to terrestrial (AM/FM) radio stations online and/or listening to streamed audio content available only on the internet.

Source: Edison Research and Triton Digital, "The Infinite Dial 2018."

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Online radio listening in cars, such as listening to AM/FM stations online or streaming other online audio, continues its steady increase. In 2018, 44% of U.S. cellphone owners have ever listened to online radio in a car using a phone, up from just 6% in 2010.

Online radio listenership in cars by cellphone owners

Chart Data Share Embed

% of U.S. cellphone owners who have ever listened to online radio in a car using a phone

Year	% of U.S. cellphone owners who have ever listened to online radio in a car using a phone
2010	6%
2011	11%
2012	17%
2013	21%
2014	26%
2015	35%
2016	37%
2017	40%
2018	44%

Note: Edison Research and Triton Digital's survey is conducted in January or February of every year. Online radio includes listening to terrestrial (AM/FM) radio stations online and/or listening to streamed audio content available only on the internet.

Source: Edison Research and Triton Digital, "The Infinite Dial 2018."

The percentage of podcast listeners in America has also substantially increased over the past decade. In 2018, 44% of Americans ages 12 and older have ever listened to a podcast, according to Edison Research and Triton Digital survey data, and 26% have listened to a podcast in the past month, up from just 9% in 2008. Furthermore, 17% of those 12 and older said they have listened to a podcast in the past week, up from 7% when this was first measured in 2013. (The data in this chart, as well as in the subsequent chart about podcasts, are for all types of listening and do not break out news programs.)

Podcast listenership

Chart Data Share Embed

% of Americans ages 12 and older who have listened to a podcast ...

Year	Ever	In the past month	In the past week
2006	11%		
2007	13%		
2008	18%	9%	
2009	22%	11%	
2010	23%	12%	
2011	25%	12%	
2012	29%	14%	
2013	27%	12%	7%
2014	30%	15%	8%
2015	33%	17%	10%
2016	36%	21%	13%
2017	40%	24%	15%
2018	44%	26%	17%

Note: Edison Research and Triton Digital's survey is conducted in January or February of every year. Monthly podcast listening data were first reported in 2008; weekly podcast listening data were first reported in 2013.

Source: Edison Research and Triton Digital, "The Infinite Dial 2018."

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The average weekly unique users who download NPR podcasts, which include some of the most popular podcasts in the iTunes library such as Up First and Planet Money, rose from 3.5 million in 2016 to 5.4 million in 2017, according to NPR data from Splunk. (More information about public media is available in the public broadcasting [fact sheet](#).)

NPR podcast users

Chart Data Share Embed

Average weekly unique users who download NPR podcasts

Year	Average weekly unique users who download NPR podcasts
2014	2,000,000
2015	2,500,000
2016	3,538,004
2017	5,401,231

Source: NPR, based on podcast weekly users data via Splunk, 2017.

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Economics

Average radio revenue remained steady in 2017 for stations in the all-news format, according to Pew Research Center analysis of MEDIA Access Pro & BIA Advisory Services data. Over the past seven years, the average station revenue for these all-news stations has hovered between \$21 million and \$23 million per year. (It is worth noting that the BIA Advisory Services database only contains revenue data during these years for 15 of the 26 all-news stations; thus, only those stations are included in the averages.)

Average revenue for a combination of stations in the all-news, news/talk and news/talk/info programming is significantly lower than when looking at all-news stations alone – in 2017, \$2.8 million per station. This likely stems from the fact that this category represents a much larger number of smaller stations. (The BIA Advisory Services database contains revenue data during these years for 365 stations in this category.)

Average station revenue by programming category

All-News

News/Talk/Info

Chart Data Share Embed

Average station revenue for all-news radio stations (in U.S. dollars)

Year	Average station revenue
2010	\$22,728,000
2011	\$23,422,000
2012	\$22,810,000
2013	\$22,497,000
2014	\$21,640,000
2015	\$21,568,000
2016	\$21,822,000
2017	\$20,913,000

Note: Data are updated every year. The BIA Advisory Services database contains revenue data for every year shown in the chart for 15 of the 26 all-news stations; thus, only those stations are included in the averages. BIA Advisory Services typically does not report revenue for stations that are not part of a radio market. Data include full-power AM and FM radio stations in the BIA Advisory Services database in 50 U.S. states and Washington, D.C.

Source: Pew Research Center analysis of MEDIA Access Pro & BIA Advisory Services data.

PEW RESEARCH CENTER

There were 3,320 news employees in the radio broadcasting industry in 2017, according to data from the Bureau of Labor Statistics' Occupational Employment Statistics. (To learn more about how we measured news employees, see the [methodology](#).) This represents a decline since 2004, when there were 4,290 news employees.

The median wage in 2017 for news analysts, reporters and correspondents in the radio broadcasting industry was about \$38,000. Editors in the radio broadcasting industry had a median annual wage of about \$71,000.

Employment in radio newsrooms

Employees

Wages

Chart Data Share Embed

Total number of newsroom employees in the radio broadcasting sector

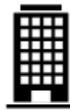
Year	Newsroom employees
------	--------------------

Year	Newsroom employees
2004	4,290
2005	4,000
2006	4,320
2007	4,140
2008	4,570
2009	4,330
2010	4,100
2011	3,540
2012	3,610
2013	3,700
2014	3,820
2015	3,380
2016	3,190
2017	3,320

Note: The OES survey is designed to produce estimates by combining data collected over a three-year period. Newsroom employees include news analysts, reporters and correspondents; editors; photographers; and television, video and motion picture camera operators and editors.

Source: Pew Research Center analysis of Bureau of Labor Statistics Occupational Employment Statistics.

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Ownership

As of 2018, there were 26 AM or FM stations listed as “all-news” in the BIA Advisory Services database of radio stations. Entercom (which merged with CBS Corp. last year) is currently the parent company of 10 of these 26 stations.

Ownership of all-news radio stations

Chart Data Share Embed

Number of all-news stations, by parent company

Call	2014	2015	2016	2017
Entercom	0	0	0	10
CBS Corp.	10	10	10	0
Hubbard Broadcasting Inc.	3	3	3	3
Cox Media Group	2	2	2	2
Neal Ardman	2	2	2	2
Sinclair Broadcast Group Inc.	2	2	2	2
Cumulus Media Inc.	2	2	2	1
Genesis Communications Network	2	2	1	0
Talking Stick Communications LLC	1	1	1	1
Paskvan Media Inc.	1	1	1	1
CC Media Holdings Inc.	0	1	1	1
Jet Broadcasting Inc.	0	0	1	1
MultiCultural Radio Broadcasting Inc.	0	0	0	1
Storm Front Communications LLC	0	0	0	1
Radio Free Moscow Inc.	1	1	1	0

Call	2014	2015	2016	2017
Calvary Inc.	1	1	1	0
Times-Shamrock Communications	1	1	1	0

Note: Data include full-power AM and FM radio stations in the BIA Advisory Services database in 50 U.S. states and Washington, D.C. Entercom and CBS Radio merged in 2017.

Source: Pew Research Center analysis of MEDIA Access Pro & BIA Advisory Services data.

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Find out more

This fact sheet was compiled by Research Associate Elisa Shearer.

Read the [methodology](#).

Find more in-depth explorations of audio and podcasting by following the links below:

- [Public Broadcasting Fact Sheet, June 6, 2018](#)
- [Covering President Trump in a Polarized Media Environment, Oct. 2, 2017](#)
- [Americans' online news use is closing in on TV news use, Sept. 7, 2017](#)
- [Trump, Clinton Voters Divided in Their Main Source for Election News, Jan. 18, 2017](#)

Average station revenue by programming category

All-News

News/Talk/Info

Chart Data Share Embed

Average station revenue for all-news, news/talk and news/talk/information radio stations (in U.S. dollars)

Year	Average station revenue
2010	\$2,963,000
2011	\$3,038,000
2012	\$3,043,000
2013	\$2,961,000
2014	\$2,849,000
2015	\$2,796,000
2016	\$2,818,000
2017	\$2,762,000

Note: Data are updated every year. The BIA Advisory Services database contains revenue data for every year shown in the chart for 365 all-news, news/talk and news/talk/information stations. BIA Advisory Services typically does not report revenue for stations that are not part of a radio market. Data include full-power AM and FM radio stations in the BIA Advisory Services database in 50 U.S. states and Washington, D.C.

Source: Pew Research Center analysis of MEDIA Access Pro & BIA Advisory Services data.

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Employment in radio newsrooms

Employees

Wages

Chart

Data

Share

Embed

Median annual wage for newsroom employees in the radio broadcasting sector (in U.S. dollars)

Year	News analysts, reporters, and correspondents	Editors	Camera operators and film and video editors
2012	\$39,159	\$47,395	\$32,100
2013	\$37,533	\$55,093	\$36,374
2014	\$39,178	\$49,273	\$42,319
2015	\$38,325	\$58,915	\$44,191
2016	\$37,489	\$53,496	\$36,447
2017	\$37,920	\$70,930	

Note: The OES survey is designed to produce estimates by combining data collected over a three-year period. Median annual wage is adjusted for inflation. Data unavailable for camera operators and film and video editors for 2017.

Source: Pew Research Center analysis of Bureau of Labor Statistics Occupational Employment Statistics.

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FACT SHEET

JULY 25, 2018



Cable News Fact Sheet

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Audience

Economics

Newsroom investment

Find out more

Cable TV is home to a set of television channels whose news broadcasts have become **an important information source** for many Americans. In 2017, however, the evening news audience declined while the daytime audience remained stable. Financially, these channels have set themselves apart from other news media with their comparatively robust business model. Explore the patterns and longitudinal data about cable news below.



Audience

According to comScore TV Essentials® data, viewership declined for the three major cable news channels (CNN, Fox News and MSNBC) in 2017. The average audience (defined as the average number of TVs tuned to a program throughout a time period) for the evening news time slot (8 p.m. to 11 p.m.) of these three networks declined 12%, to about 1.2 million. (Audience data for the three major financial networks – CNBC, Fox Business and Bloomberg – are not included here.) The average audience for the daytime time slot (6 a.m. to 6 p.m.) remained relatively stable.

Average audience for cable TV news

Chart Data Share Embed

Average number of TVs tuning to news programming during each time slot for CNN, Fox News and MSNBC

Year	2016	2017
Daytime news	794,979	784,088
Evening news	1,311,210	1,154,876

Note: Numbers represent CNN, Fox News and MSNBC for the full year and include live viewership only. Average audience is the average number of TVs tuned to an entity throughout the selected time frame. It is calculated by dividing the total hours viewed by the length of the time frame (in hours). National news is defined as any telecast that has been flagged by comScore (either by notification from clients, or from standard processes) as being a news-based program airing at approximately the same time across a majority of markets. The evening news time slot is defined as prime news by comScore and includes newscasts that air from 8 p.m. to 11 p.m.; the daytime news time slot includes newscasts that air from 6 a.m. to 6 p.m.

Source: comScore TV Essentials®, 2016 and 2017, U.S.

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In 2018, Pew Research Center began using data from comScore TV Essentials® for this audience analysis, and as such, the current fact sheet includes figures for only the past two years. Previous versions of this fact sheet included data stretching back to 2007 and used data from Nielsen Media Research. Those data are available in the [2017 archived](#)

fact sheet. Because of various differences between the two sets of data points, figures from prior years are not directly comparable with the data shown here.



Economics

Total revenue across the three channels increased by 10% in 2017 to a total of \$5 billion, according to SNL Kagan estimates. This includes increases in both of the main revenue sources: advertising and license (affiliate) fees. The three major financial networks (CNBC, Fox Business and Bloomberg) saw little to no growth in either their advertising or license revenue, which leaves total revenue on par with 2016.

Revenue for cable TV

Total

Advertising

License fee

Chart Data Share Embed

Combined annual revenue (in U.S. dollars)

Year	Fox News, CNN and MSNBC	CNBC, Fox Business and Bloomberg
2006	\$1,781,500,000	\$603,400,000
2007	\$2,008,500,000	\$683,000,000
2008	\$2,478,000,000	\$830,400,000
2009	\$2,641,500,000	\$866,700,000
2010	\$2,868,400,000	\$892,100,000
2011	\$3,153,900,000	\$958,800,000
2012	\$3,369,700,000	\$979,500,000
2013	\$3,498,400,000	\$1,023,200,000
2014	\$3,610,900,000	\$1,098,300,000
2015	\$3,868,100,000	\$1,166,500,000
2016	\$4,541,600,000	\$1,224,200,000
2017	\$4,988,000,000	\$1,252,400,000

Note: Numbers are estimates and projections prepared by SNL Kagan and are often revised annually even for previous years. Displayed numbers indicate most recent updates.

Source: SNL Kagan.

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Fox News, MSNBC and CNN were all projected to grow their profits in 2017, registering a combined increase of 13%.

Total profit for cable TV

Chart Data Share Embed

Combined annual profit (in U.S. dollars)

Year	Fox News, CNN and MSNBC	CNBC, Fox Business and Bloomberg
2012	\$1,581,800,000	\$402,000,000
2013	\$1,665,200,000	\$429,500,000
2014	\$1,678,000,000	\$477,500,000
2015	\$1,896,500,000	\$524,900,000
2016	\$2,381,200,000	\$542,400,000
2017	\$2,700,000,000	\$549,700,000

Note: Numbers are estimates and projections prepared by SNL Kagan and are often revised annually even for previous years. Displayed numbers indicate most recent updates.

Source: SNL Kagan.

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Newsroom investment

Total newsroom spending by the three channels combined increased by 6% in 2017 to a total of \$2.3 billion, according to estimates by SNL Kagan. Newsroom spending at the three major financial networks was \$703 million, a 3% change.

Newsroom spending for cable TV

Chart Data Share Embed

Combined newsroom spending (in U.S. dollars)

Year	Fox News, CNN and MSNBC	CNBC, Fox Business and Bloomberg
2006	\$1,225,400,000	\$292,400,000
2007	\$1,303,500,000	\$400,500,000
2008	\$1,417,500,000	\$478,100,000
2009	\$1,423,500,000	\$472,200,000
2010	\$1,525,700,000	\$505,100,000
2011	\$1,649,700,000	\$538,600,000
2012	\$1,787,900,000	\$577,600,000
2013	\$1,833,200,000	\$593,700,000
2014	\$1,932,900,000	\$620,800,000
2015	\$1,971,600,000	\$641,600,000
2016	\$2,160,400,000	\$681,800,000
2017	\$2,287,900,000	\$702,700,000

Note: Numbers are estimates and projections prepared by SNL Kagan and are often revised annually even for previous years. Displayed numbers indicate most recent updates.

Source: SNL Kagan.

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About 2,900 employees worked as reporters, editors, photographers, camera operators and film and video editors in cable TV newsrooms in 2017, according to data from the Bureau of Labor Statistics' Occupational Employment Statistics. This is on par with 2004 – in spite of fluctuations over the last 14 years – but is up 33% from 2014 when about 2,200 people worked in cable TV newsrooms.

The median wage for editors was about \$63,000 per year in 2017, followed by reporters at about \$55,000 and photographers at about \$48,000. Data were not available in 2017 for camera operators and film and video editors.

Employment in cable TV newsrooms

Employees

Wages

Chart Data Share Embed

Total number of newsroom employees in the cable TV sector

Year	Total
2004	2,950
2005	3,110
2006	2,700
2007	2,820
2008	2,830
2009	3,260
2010	2,590
2011	2,190
2012	2,150
2013	2,720
2014	2,210
2015	2,760
2016	2,560
2017	2,940

Note: The OES survey is designed to produce estimates by combining data collected over a three-year period. Newsroom employees include news analysts, reporters and correspondents; editors; photographers; and television, video and motion picture camera operators and editors.

Source: Pew Research Center analysis of Bureau of Labor Statistics Occupational Employment Statistics data.

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Find out more

This fact sheet was compiled by Senior Writer/Editor Elizabeth Grieco.

Read the [methodology](#).

Find more in-depth explorations of cable news by following the links below:

- [Fewer Americans rely on TV news; what type they watch varies by who they are, Jan. 5, 2018](#)
- [Trump, Clinton Voters Divided in Their Main Source for Election News, Jan. 18, 2017](#)
- [The Modern News Consumer, July 7, 2016](#)

Revenue for cable TV

Total

Advertising

License fee

Chart Data Share Embed

Combined annual advertising revenue (in U.S. dollars)

Year	Fox News, CNN and MSNBC	CNBC, Fox Business and Bloomberg
2012	\$1,324,400,000	\$346,400,000
2013	\$1,329,100,000	\$331,300,000
2014	\$1,320,400,000	\$346,600,000
2015	\$1,407,600,000	\$384,700,000
2016	\$1,831,400,000	\$382,800,000
2017	\$2,120,300,000	\$384,900,000

Note: Numbers are estimates and projections prepared by SNL Kagan and are often revised annually even for previous years.

Displayed numbers indicate most recent updates.

Source: SNL Kagan.

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Revenue for cable TV

Total

Advertising

License fee

Chart Data Share Embed

Combined annual license fee revenue (in U.S. dollars)

Year	Fox News, CNN and MSNBC	CNBC, Fox Business and Bloomberg
2012	\$1,971,900,000	\$538,700,000
2013	\$2,084,200,000	\$596,000,000
2014	\$2,195,400,000	\$665,500,000
2015	\$2,382,600,000	\$699,300,000
2016	\$2,624,500,000	\$756,400,000
2017	\$2,774,400,000	\$780,100,000

Note: Numbers are estimates and projections prepared by SNL Kagan and are often revised annually even for previous years.

Displayed numbers indicate most recent updates.

Source: SNL Kagan.

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Employment in cable TV newsrooms

Employees

Wages

Chart Data Share Embed

Median annual wage for newsroom employees in the cable TV sector (in U.S. dollars)

Year	News analysts, reporters and correspondents	Editors	Photographers	Camera operators and film and video editors
2012	\$55,182	\$66,766	\$50,540	\$38,667
2013	\$53,143	\$64,105	\$49,349	\$45,586
2014	\$51,709	\$63,038	\$49,336	\$55,440
2015	\$47,554	\$67,554	\$46,871	
2016	\$56,653	\$70,004	\$49,860	
2017	\$55,410	\$63,420	\$47,810	

Note: The OES survey is designed to produce estimates by combining data collected over a three-year period. Median annual wage adjusted for inflation. Data unavailable for camera operators and film and video editors for 2015-2017.

Source: Pew Research Center analysis of Bureau of Labor Statistics Occupational Employment Statistics data.

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FACT SHEET

JUNE 6, 2018



Digital News Fact Sheet

MORE FACT SHEETS: [STATE OF THE NEWS MEDIA](#)

Audience

Economics

Newsroom investment

Find out more

A vast majority of adults in the United States get at least some news online (either via a mobile device or desktop/laptop), and the online space has become a host for the digital homes of both legacy news outlets and new, “born on the web” news outlets.** Digital advertising revenue across all digital entities (beyond just news) continues to grow, with technology companies playing a large role in the flow of both news and revenue. Explore the patterns and longitudinal data about digital news below.



Audience

CORRECTION: This fact sheet was updated on June 19, 2018 to correct the source notes in the charts for unique visitors and visit duration. Those data were misattributed to an audit of the news outlets with the highest traffic. The charts use data on those outlets from comScore.

While online news includes the digital operations of many so-called “legacy” news organizations (those that originated in print or broadcast), this audience section presents data about digital-native news publishers – those originally founded on the web. (Data on the digital operations of legacy media outlets are included in [other fact sheets](#) where available.)

The digital-native news outlets included in this analysis are those whose primary domain – the outlet’s flagship website – averaged at least 10 million unique visitors per month from October-December of each year analyzed, according to comScore, a cross-platform audience measurement company. There were 35 such outlets in 2017 (for a full list of outlets and collection methods, see the [methodology](#)).

The average fourth quarter, monthly unique visitors for the primary domains of these outlets decreased 5% in 2017 to 22 million, compared with 23 million in 2016, according to comScore data. The average minutes per visit was 2.4 minutes, on par with 2016.

Audience reach and engagement of digital-native news outlets

Unique visitors

Average visit duration

Chart Data Share Embed

Average number of monthly unique visitors for the digital-native news outlets with the highest traffic

Year	Average monthly unique visitors
2014	18,978,777
2015	20,351,765
2016	22,805,209
2017	21,711,285

** (November 2019): We have removed a previously posted data point from this sentence because of methodological concerns about measuring total online news use using an online panel.

Note: The digital-native news outlets with the highest traffic are defined as those that had a monthly average of at least 10 million unique visitors from October-December of the year being analyzed, according to comScore data. Each outlet's primary domain – the outlet's flagship website – was analyzed; see the methodology for a list of domains. 2016 and 2017 cohorts are based on data from those years; 2014 and 2015 cohorts are based on 2015 data, since 2015 was the first year this analysis was conducted.

Source: comScore Media Metrix Multi-platform, unique visitors, October-December 2014, 2015, 2016 and 2017.

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Outlets have several options for reaching their consumers, including apps, newsletters, podcasts and aggregation platforms like Apple News. The use of those different tools varies across digital-native news outlets. In a Pew Research Center **audit of 35 outlets** conducted in early 2018, a majority of these highest-traffic digital-native news outlets (57%) have apps for at least one of the two main mobile platforms (iOS and Android). However, compared with 2017 there has been some movement away from offering apps on both platforms: 31% of digital-native news outlets offer both in 2018, down from 42% in 2017. Instead, more outlets in 2018 (23%) have just an iOS app than in 2017 (17%), while just one outlet (3%) offers only an Android app.

Mobile app availability for digital-native news outlets

Chart Data Share Embed

% of digital-native news outlets with the highest traffic that have an app for ...

Year	Android only	iOS only	Android + iOS
2016	5	23	35
2017	3	17	42
2018	3	23	31

Note: The digital-native news outlets with the highest traffic are defined as those that had a monthly average of at least 10 million unique visitors from October-December of the previous year, according to comScore data. Each outlet's primary domain – the outlet's flagship website – was analyzed; see the methodology for a list of domains. The percent of outlets without either type of app is not shown.

Source: Pew Research Center audit of the 35 digital-native news outlets with the highest traffic. See methodology for details on site selection and comparison between years.

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Digital-native news outlets are also adopting other outreach and engagement methods. About eight-in-ten (83%) of these outlets offer newsletters, and 86% have an official presence on Apple News. A large majority (71%) release podcasts, and 63% allow comments on their articles.

These outlets are also highly likely to use social media as part of their outreach. Similar to 2017, nearly all have official pages or accounts on Facebook (100%), Twitter (100%), YouTube (94%) and Instagram (89%). However, only about one-in-ten (14%) have an official channel or account on Snapchat, down about 10 percentage points from 2017.

Audience outreach for digital-native news outlets

Outreach methods Social media presence

Chart Data Share Embed

% of digital-native news outlets with the highest traffic that use ...

Outreach type	2017	2018
Newsletters	97	83
Apple News	92	86
Podcasts	75	71
Comments	61	63

Note: The digital-native news outlets with the highest traffic are defined as those that had a monthly average of at least 10 million unique visitors from October-December of the previous year, according to comScore data. Each outlet's primary domain – the outlet's flagship website – was analyzed; see the methodology for a list of domains.

Source: Pew Research Center audit of the 35 digital-native news outlets with the highest traffic. See methodology for details on site selection and comparison between years.

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Economics

Digital advertising continues to grow as a proportion of total advertising revenue, a trend driven in large part by growth in advertising on mobile devices. The estimates below are for all digital advertising revenue, not just for news outlets, and thus are an indicator of the general direction of the economic health of the digital realm rather than the digital news sector specifically. (There is no available economic data specifically for the digital-native news outlets studied above.)

In 2017, according to eMarketer estimates, digital advertising grew to \$90 billion, an increase from \$72 billion in 2016. It was estimated to comprise 44% of all advertising revenue, up from 37% in 2016.

Digital and non-digital advertising revenue

Chart Data Share Embed

Annual advertising revenue to all recipients, not just news outlets (in U.S. dollars)

Year	Non-digital advertising	Digital advertising
2011	\$124,821,360,000	\$31,998,790,000
2012	\$126,908,330,000	\$36,820,240,000
2013	\$126,215,710,000	\$43,026,350,000
2014	\$125,629,150,000	\$49,688,350,000
2015	\$123,091,720,000	\$59,821,250,000
2016	\$123,253,560,000	\$71,596,390,000
2017	\$116,948,742,000	\$90,391,816,000

Note: Figures are updated annually.

Source: eMarketer, U.S. Ad Spending Estimates.

PEW RESEARCH CENTER

Mobile advertising revenue's rapid growth continued in 2017, increasing from \$47 billion in 2016 to \$61 billion. Although desktop advertising revenue also saw an increase in 2017, mobile advertising revenue comprised two thirds of all digital advertising revenue.

Digital advertising revenue on desktop and mobile

Chart Data Share Embed

Annual digital advertising revenue to all recipients, not just news outlets (in U.S. dollars)

Year	Desktop digital advertising	Mobile digital advertising
2011	\$30,382,520,000	\$1,616,270,000
2012	\$31,971,450,000	\$4,848,800,000
2013	\$32,359,000,000	\$10,667,350,000

Year	Desktop digital advertising	Mobile digital advertising
2014	\$30,540,460,000	\$19,147,890,000
2015	\$28,131,490,000	\$31,689,760,000
2016	\$24,895,690,000	\$46,700,700,000
2017	\$29,688,442,000	\$60,703,374,000

Note: Figures are updated annually.
Source: eMarketer, U.S. Ad Spending Estimates.

PEW RESEARCH CENTER

Looking more specifically at digital display ads, which include banners, videos and other advertisements that news organizations and other websites typically run alongside their content, revenue continued to rise in 2017. The rise was driven by growth in both mobile and desktop display ad revenue.

Banner ads were the largest segment of this market in 2017 at \$18 billion, growing 24% over the previous year. However, the sharpest growth in revenue was from rich media ads (those with interactive or audio/video components, 48%) and video ads (36%).

Digital display advertising revenue by device and format

Desktop and mobile

By format

Chart Data Share Embed

Annual digital display advertising revenue to all recipients, not just news outlets (in U.S. dollars)

Year	Desktop display advertising	Mobile display advertising
2011	\$11,761,460,000	\$563,760,000
2012	\$12,271,170,000	\$2,247,910,000
2013	\$12,181,650,000	\$5,308,920,000
2014	\$11,420,280,000	\$9,645,840,000
2015	\$10,733,210,000	\$16,183,850,000
2016	\$10,910,370,000	\$23,988,810,000
2017	\$14,906,065,000	\$31,565,754,000

Note: Figures are updated annually.
Source: eMarketer, U.S. Ad Spending Estimates.

PEW RESEARCH CENTER

Digital display advertising revenue continued to be dominated by just a few companies in 2017, with Facebook comprising 39% of this advertising segment, according to eMarketer estimates. Google comprised 13% of this segment, while no other company controlled more than 10% of this market (in 2017, Verizon purchased Yahoo and created a new subsidiary called Oath that incorporated Yahoo, AOL and Verizon's other digital entities).

In the mobile sector, Facebook captured half of mobile digital display advertising revenue, according to eMarketer estimates. No other company controlled more than 10% of the mobile market.

Digital display advertising revenue by company

All digital

Mobile only

Chart Data Share Embed

% of annual digital display advertising revenue going to ...

Year	Other	Verizon	Yahoo	Amazon	Twitter	Oath	Google	Facebook
2014	45	4	6	0	4	0	16	25
2015	41	4	5	0	5	0	16	30
2016	40	3	4	0	4	0	14	35
2017	38	0	0	3	3	5	13	39

Note: Numbers may not add up to 100% due to rounding. From 2014-2016, Amazon was included in Other. In 2017, Verizon purchased Yahoo and created a new subsidiary called Oath that incorporated Yahoo, AOL and Verizon's other digital entities. Therefore Verizon and Yahoo are not broken out separately in 2017.

Source: eMarketer, U.S. Ad Spending Estimates.

PEW RESEARCH CENTER



Newsroom investment

Roughly 13,000 employees worked as reporters, editors, photographers or videographers in the newsrooms of digital-native outlets in 2017, according to data from the Bureau of Labor Statistics' Occupational Employment Statistics. (Digital-native newsroom employment and wage data are based on the "other information services" industry code, whose largest component is "internet publishing and broadcasting and web search portals." For details see the [methodology](#).) The median wage for reporters and editors was roughly \$60,000 per year in 2017. (Data were not available in 2017 for photographers or videographers.)

Employment in digital-native newsrooms

Employees

Wages

Chart Data Share Embed

Total number of newsroom employees in the digital-native sector

Year	Newsroom employees
2008	7,400
2009	8,090
2010	8,090
2011	9,520
2012	10,750
2013	11,250
2014	11,180
2015	11,710
2016	12,830
2017	13,260

Note: The OES survey is designed to produce estimates by combining data collected over a three-year period. Newsroom employees include news analysts, reporters and correspondents; editors; photographers; and television, video and motion picture camera operators and editors. These data are based on the "other information services" industry code, whose largest component is "internet publishing and broadcasting and web search portals." See methodology for more details.

Source: Pew Research Center analysis of Bureau of Labor Statistics Occupational Employment Statistics.

PEW RESEARCH CENTER



Find out more

This fact sheet was compiled by Computational Social Scientist [Galen Stocking](#).

Read the [methodology](#).

Find more in-depth explorations of digital news by following the links below:

- [5 Facts about Americans and Facebook](#), April 10, 2018
- [Sources Shared on Twitter: A Case Study on Immigration](#), Jan. 29, 2018
- [Growth in mobile news use driven by older adults](#), June 12, 2017
- [Searching for News: The Flint Water Crisis](#), April 27, 2017
- [How Americans Encounter, Recall and Act Upon Digital News](#), Feb. 9, 2017
- [The Modern News Consumer](#), July 7, 2016

Audience reach and engagement of digital-native news outlets

Unique visitors

Average visit duration

Chart Data Share Embed

Average minutes per visit for the digital-native news outlets with the highest traffic

Year	Average minutes per visit
2014	2.18
2015	2.15
2016	2.42
2017	2.37

Note: The digital-native news outlets with the highest traffic are defined as those that had a monthly average of at least 10 million unique visitors from October-December of the year being analyzed, according to comScore data. Each outlet's primary domain – the outlet's flagship website – was analyzed; see the methodology for a list of domains. 2016 and 2017 cohorts are based on data from those years; 2014 and 2015 cohorts are based on 2015 data, since 2015 was the first year this analysis was conducted.

Source: comScore Media Metrix Multi-platform, unique visitors, October-December 2014, 2015, 2016 and 2017.

PEW RESEARCH CENTER

Digital display advertising revenue by device and format

Desktop and mobile

By format

Chart Data Share Embed

Annual digital display advertising revenue to all recipients, not just news outlets (in U.S. dollars)

Year	Banner ads	Rich media ads	Sponsorship ads	Video ads
2011	\$7,550,000,000	\$1,650,000,000	\$1,120,000,000	\$2,000,000,000
2012	\$8,560,000,000	\$1,790,000,000	\$1,280,000,000	\$2,890,000,000
2013	\$9,700,000,000	\$2,610,000,000	\$1,450,000,000	\$3,720,000,000
2014	\$10,530,000,000	\$3,710,000,000	\$1,580,000,000	\$5,240,000,000
2015	\$11,910,000,000	\$5,600,000,000	\$1,730,000,000	\$7,680,000,000
2016	\$14,280,000,000	\$8,030,000,000	\$1,890,000,000	\$10,700,000,000
2017	\$17,749,000,000	\$11,893,000,000	\$2,234,000,000	\$14,596,000,000

Note: Figures are updated annually. Rich media ads are those with interactive or audio/video components. Sponsorship ads are those in which the advertiser sponsors content.

Source: eMarketer, U.S. Ad Spending Estimates.

PEW RESEARCH CENTER

Audience outreach for digital-native news outlets

Outreach methods

Social media presence

Chart Data Share Embed

% of digital-native news outlets with the highest traffic that have an official presence on

	Platform	2017	2018
	Facebook	100	100
	Twitter	100	100
	YouTube	97	94
	Instagram	92	89
	Snapchat	25	14

Note: The digital-native news outlets with the highest traffic are defined as those that had a monthly average of at least 10 million unique visitors from October-December of the previous year, according to comScore data. Each outlet's primary domain – the outlet's flagship website – was analyzed; see the methodology for a list of domains.

Source: Pew Research Center audit of the 35 digital-native news outlets with the highest traffic. See methodology for details on site selection and comparison between years.

PEW RESEARCH CENTER

Digital display advertising revenue by company

All digital

Mobile only

Chart Data Share Embed

% of annual mobile digital display advertising revenue going to ...

Year	Other	Oath	Yahoo	Pandora	Twitter	Google	Facebook
2014	37	0	2	6	7	12	37
2015	39	0	2	4	7	9	38
2016	37	0	2	4	5	8	44
2017	34	2	0	3	3	8	50

Note: Numbers may not add up to 100% due to rounding. From 2014-2016, Amazon was included in Other. In 2017, Verizon purchased Yahoo and created a new subsidiary called Oath that incorporated Yahoo, AOL and Verizon's other digital entities. Therefore Verizon and Yahoo are not broken out separately in 2017.

Source: eMarketer, U.S. Ad Spending Estimates.

PEW RESEARCH CENTER

Employment in digital-native newsrooms

Employees

Wages

Chart Data Share Embed

Median annual wage for newsroom employees in the digital-native sector (in U.S. dollars)

Year	News analysts, reporters and correspondents	Editors	Photographers	Camera operators and film and video editors
2012	\$49,802	\$58,113	\$52,412	\$48,230
2013	\$48,875	\$60,785	\$61,839	\$40,316
2014	\$51,377	\$59,068	\$54,290	\$52,777
2015	\$54,600	\$59,246		\$56,525
2016	\$60,790	\$58,430		\$62,874
2017	\$60,370	\$60,470		

Note: The OES survey is designed to produce estimates by combining data collected over a three-year period. Median annual wage is adjusted for inflation. Data is unavailable for photographers for 2015-2017 and camera operators and film and video editors for 2017. These data are based on the "other information services" industry code, whose largest component is "internet publishing and broadcasting and web search portals." See methodology for more details.

Source: Pew Research Center analysis of Bureau of Labor Statistics Occupational Employment Statistics.

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Journalism & Media

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FACT SHEET

JULY 25, 2018



Hispanic and African American News Media Fact Sheet

MORE FACT SHEETS: [STATE OF THE NEWS MEDIA](#)

Audience

Economics

Newsroom investment

Find out more

News media made by and for the two largest racial/ethnic minority groups in the United States – blacks and Hispanics – have been a consistent part of the American news landscape. News media aimed at both of these groups have seen recent declines in audience. Explore the patterns and longitudinal data about Hispanic- and black-oriented news outlets below.



Audience

As the two largest Spanish-language television networks in the U.S., Univision and Telemundo are key providers of news for Spanish speakers. Viewership for each network’s national newscasts – measured as the average number of TVs tuned to a program throughout a time period – during key time slots decreased in 2017. The average audience during the early evening national news time slot (4 p.m. to 7 p.m.) declined by 6% for both networks, to an average audience of about 1.1 million for Univision and about 700,000 for Telemundo. The late night news time slot audience (11 p.m. to 2 a.m.) declined for both networks as well – by 7% for Univision and 5% for Telemundo. And Univision’s average audience declined 17% for the morning news time slot – the shows between 6 a.m. and 9 a.m.

Audience for Hispanic TV networks

Univision

Telemundo

Chart Data Share Embed

Average number of TVs tuning to network news programming during each time slot for Univision

Time slot	2016	2017
Morning news	609,400	505,644
Early evening news	1,205,741	1,138,172
Late night news	597,456	555,746

Note: Numbers represent Univision for the full year and include live viewership only. Average Audience is the average number of TVs tuned to an entity throughout the selected time frame. It is calculated by dividing the total hours viewed by the length of the time frame (in hours). National News is defined as any telecast that has been flagged by comScore (either by notification from clients, or from standard processes) as being a news-based program airing at approximately the same time across a majority of markets. The morning news time slot includes newscasts that air from 6 a.m. to 9 a.m.; the early evening news time slot is defined as early fringe by comScore and includes newscasts that air from 4 p.m. to 7 p.m.; the late night news time slot is defined as late fringe by comScore and includes newscasts that air from 11 p.m. to 2 a.m. Source: comScore TV Essentials®, 2016 and 2017, U.S.

In 2018, Pew Research Center began using data from comScore TV Essentials® and comScore StationView Essentials® for this audience analysis, and as such, the current fact sheet includes figures for only the past two years. Previous versions of this fact sheet included data stretching back to 2013 and used data from Nielsen Media Research. Those data are available in the [2017 archived fact sheet](#). Because of various differences between the two sets of data points, figures from prior years are not directly comparable with the data shown here.

Both Univision and Telemundo have local affiliate stations that also carry their own original news programming. In 2017, average viewership for Univision affiliates' late night news (11 p.m. to 2 a.m.) showed a large drop of 35%, while early evening news (4 p.m. to 7 p.m.) viewership for Univision affiliates declined by 8%. Morning news for Univision affiliates, which has far lower viewership overall, increased by 10%. Average viewership for Telemundo affiliates during these time slots stayed somewhat steadier, with early evening news dropping 6%, late night news down 2%, and morning news declining 11% in average audience.

Audience for Hispanic TV networks' local affiliates

Univision

Telemundo

Chart Data Share Embed

Average number of TVs tuning to news programming during each time slot for Univision affiliates

Time slot	2016	2017
Morning news	23,020	25,336
Early evening news	652,674	601,678
Late night news	353,686	231,519

Note: Numbers represent Univision affiliates for the full year and include live viewership only. Average Audience is the average number of TVs tuned to an entity throughout the selected time frame. It is calculated by dividing the total hours viewed by the length of the time frame (in hours). Local News is defined as any telecast that has been flagged by comScore (either by notification from clients, or from standard processes) as being a news-based program airing on a local broadcast affiliate of Univision. The morning news time slot includes newscasts that air from 6 a.m. to 9 a.m.; the early evening news time slot is defined as early fringe by comScore and includes newscasts that air from 4 p.m. to 7 p.m.; the late night news time slot is defined as late fringe by comScore and includes newscasts that air from 11 p.m. to 2 a.m.

Source: comScore StationView Essentials®, 2016 and 2017, U.S.

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In 2017, circulation declined by at least 18% for each of the three daily Hispanic newspapers for which there are 2017 data. For the top 20 Hispanic weekly and semiweekly newspapers, however, average per-paper circulation remained steady, at about 92,000.

Circulation for Hispanic newspapers

Daily circulation

Weekly/semiweekly circulation

Chart Data Share Embed

Average Monday through Friday circulation

Year	El Nuevo Herald (Brownsville, Texas)	El Nuevo Herald (Miami)	La Opinión (Los Angeles)	El Diario La Prensa (New York)
2014	3,368	50,859	64,260	32,150
2015	4,351	44,944	49,953	29,339
2016	3,839	40,134	37,998	
2017	3,156	32,902	25,269	

Note: Numbers represent audited average circulation, if an audited statement is available for that year; if not, the most comparable publisher's statement was used if it exists. The circulation presented here for La Opinión does not include the average circulation for La Opinión Contigo, which is a free weekly insert. Sunday circulation is used for El Nuevo Herald. Source: Alliance for Audited Media.

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Black-oriented newspapers are a long-standing minority news sector in the U.S. The black press trade association (National Newspaper Publishers Association) currently lists around **170 members** on its website, but few of these papers have regularly audited circulation figures, making it difficult to acquire audience figures for the sector as a whole. There are, however, 10 black-oriented newspapers – most of which are weekly or semiweekly – with recent audited circulation data that can serve as indicators. Among the five of these with paid circulation, circulation fell for two, remained flat for one, and rose substantially for the final two – though those increases do not make up for the loss in circulation for those outlets over the past decade. The remaining newspapers with audited circulation data, which are primarily free distribution, experienced more year-over-year circulation stability, with all changing by 5% or less from 2016 to 2017. (For newspapers with paid circulation in this analysis, at least 25% of each paper's circulation is paid; for the free newspapers, less than 1% of each paper's circulation is paid.)

(Pew Research Center is not aware of any directory of black-oriented news radio or television stations, though the [National Association of Black Owned Broadcasters](#) represents African-American-owned radio and TV stations in the U.S.)

Circulation for African American newspapers

Paid circulation

Free circulation

Chart Data Share Embed

Average circulation for the period ending on Sept. 30

Year	Michigan Chronicle	Chicago Defender	Philadelphia Tribune	New York Amsterdam News	New Pittsburgh Courier	Baltimore Afro-American	Washington Afro-American	Combined Baltimore and Washington Afro-American
2006	26,674			13,175	3,997	11,224	11,557	
2007	25,214	9,996		13,380	4,001	8,775	9,749	
2008	25,292	16,207		11,958	4,123	9,971	10,853	
2009	24,944	11,158	12,543	17,477	4,721	7,244	6,592	
2010	21,761	8,603	14,177	9,750	4,226	6,923	7,211	
2011	21,034	8,396	14,955	12,607	3,997	7,394	11,858	
2012	20,978	7,737	13,320	14,042	3,480	6,840	6,007	
2013	21,702	6,741	13,745	13,588	3,063	5,595	7,172	
2014	20,201	5,477	19,265	10,470	2,591	5,146	5,948	
2015	20,082	10,888	15,138	8,298	2,280			10,315
2016	22,231	11,882	9,114	7,843	2,231			
2017	22,724	11,124	10,789	6,777	2,607			

Note: Numbers represent audited average circulation for the period ending on Sept. 30, if one is available for that year; if not, the most comparable publisher's statement was used if it exists. At least 25% of each newspaper's total qualified and verified circulation is paid. The print runs of the Baltimore Afro-American and the Washington Afro-American papers were combined in June 2015. This chart tracks Tuesday's circulation for the Philadelphia Tribune.

Source: Alliance for Audited Media and Verified Audit Circulation.

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Economics

Univision's total revenue remained steady at about \$3 billion in 2017. (Telemundo's revenue is not available for analysis, as its parent company, Comcast, does not provide network-specific revenue.)

Revenue for Univision network

Chart Data Share Embed

Total revenue (in U.S. dollars)

Year	Total revenue
2014	\$2,911,400,000
2015	\$2,858,400,000
2016	\$3,042,000,000
2017	\$3,016,400,000

Source: Univision press releases and SEC filings.

PEW RESEARCH CENTER

While audience data are not available for Spanish-language news radio, revenue data show relative stability. Average station revenue for Spanish-language news stations that are listed in the BIA Advisory Services database declined 4%, to \$1.2 million.

Revenue for Spanish news radio stations

Chart Data Share Embed

Average station revenue for Spanish news radio stations (in U.S. dollars)

Year	Station revenue
2010	\$1,353,947
2011	\$1,332,895
2012	\$1,290,789
2013	\$1,240,789
2014	\$1,164,474
2015	\$1,202,632
2016	\$1,264,474
2017	\$1,209,211

Note: Data are updated every year. Stations here include the formats Spanish News, Spanish News/Info, Spanish News/Sports, Spanish News/Talk and Spanish News/Variety in BIA Advisory Services' database, which contains revenue data for 21 stations in these formats. BIA Advisory Services typically does not report revenue for stations that are not part of a radio market. Data include full-power AM and FM radio stations in the BIA Advisory Services database in 50 U.S. states and Washington, D.C.

Source: Pew Research Center analysis of MEDIA Access Pro & BIA Advisory Services data.

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There is no revenue data available for black-oriented newspapers, which are mostly privately held, and no database that the Center is aware of that separates out black-oriented TV or radio news stations from all English-speaking news outlets.



Newsroom investment

The portion of local TV newsroom staff who are black has remained at about 10% since 1995, according to a survey of TV stations from [RTDNA](#). In comparison, the percentage of television news directors who are black is smaller, at 5%; in 1995, just 2% of local TV news directors were black. Hispanics, who made up 4% of both the TV news workforce and TV news directors in 1995, now make up 11% of the TV news workforce and 7% of TV news directors.

Hispanic and African American staff in TV newsrooms

TV news workforce

TV news directors

Chart Data Share Embed

% of the TV news workforce who are ...

Year	African American	Hispanic
1995	10.1%	4.2%
2000	11.0%	7.0%
2005	10.3%	8.7%
2010	11.5%	5.8%
2015	10.8%	8.2%
2016	11.1%	8.9%
2017	10.9%	10.5%

Source: RTDNA.

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Find out more

This fact sheet was compiled by Research Associate [Elisa Shearer](#).

Read the [methodology](#).

Find more in-depth explorations of Hispanic and African American news media by following the link below:

- [Among U.S. Latinos, the internet now rivals television as a source for news](#), Jan. 11, 2018
- [Blacks more likely to follow up on digital news than whites](#), March 2, 2017

Audience for Hispanic TV networks

Univision

Telemundo

Chart Data Share Embed

Average number of TVs tuning to network news programming during each time slot for Telemundo

Time slot	2016	2017
Early evening news	698,064	656,599
Late night news	394,857	374,175

Note: Numbers represent Telemundo for the full year and include live viewership only. Average Audience is the average number of TVs tuned to an entity throughout the selected time frame. It is calculated by dividing the total hours viewed by the length of the time frame (in hours). National News is defined as any telecast that has been flagged by comScore (either by notification from clients, or from standard processes) as being a news-based program airing at approximately the same time across a majority of markets. The early evening news time slot is defined as early fringe by comScore and includes newscasts that air from 4 p.m. to 7 p.m.; the late night news time slot is defined as late fringe by comScore and includes newscasts that air from 11 p.m. to 2 a.m.

Source: comScore TV Essentials®, 2016 and 2017, U.S.

PEW RESEARCH CENTER

Audience for Hispanic TV networks' local affiliates

Univision

Telemundo

Chart Data Share Embed

Average number of TVs tuning to news programming during each time slot for Telemundo affiliates

Time slot	2016	2017
Morning news	49,731	44,310
Early evening news	253,023	237,049
Late night news	305,900	298,284

Note: Numbers represent Telemundo affiliates for the full year and include live viewership only. Average Audience is the average number of TVs tuned to an entity throughout the selected time frame. It is calculated by dividing the total hours viewed by the length of the time frame (in hours). Local News is defined as any telecast that has been flagged by comScore (either by notification from clients, or from standard processes) as being a news-based program airing on a local broadcast affiliate of Telemundo. The morning news time slot includes newscasts that air from 6 a.m. to 9 a.m.; the early evening news time slot is defined as early fringe by comScore and includes newscasts that air from 4 p.m. to 7 p.m.; the late night news time slot is defined as late fringe by comScore and includes newscasts that air from 11 p.m. to 2 a.m.

Source: comScore StationView Essentials®, 2016 and 2017, U.S.

PEW RESEARCH CENTER

Circulation for Hispanic newspapers

Daily circulation

Weekly/semiweekly circulation

Chart Data Share Embed

Average circulation per paper for the 20 Hispanic weekly/semiweekly newspapers with the top circulation

Year	Average circulation
2013	100,525
2014	107,685
2015	96,957
2016	92,189
2017	91,917

Note: Data reflect the most recent audit statement, if one is available for that year; if not, the most recent publisher's statement was used if it exists.

Source: Alliance for Audited Media.

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Circulation for African American newspapers

Paid circulation

Free circulation

Chart Data Share Embed

Average circulation

Year	St. Louis American	Richmond Free Press	Houston Defender	The Atlanta Voice	The Dallas Weekly
2010		33,455			4,825
2011		33,378			4,794
2012	64,137	33,006			5,570
2013	67,851	32,939	21,399	25,898	5,345
2014	67,956	33,021	23,979	27,225	5,003
2015	66,848	31,673	26,972	26,665	4,968
2016	66,500	31,328	31,022	24,363	4,900
2017	65,856	29,888	31,822	25,335	4,900

Note: Numbers represent 12-month audit of circulation, if one is available for that year; if not, the most comparable publisher's statement was used, if one exists, which may cover a different period. Less than 1% of each paper's total qualified and verified circulation is paid.

Source: Alliance for Audited Media and Verified Audit Circulation.

PEW RESEARCH CENTER

Hispanic and African American staff in TV newsrooms

TV news workforce

TV news directors

Chart Data Share Embed

% of TV news directors who are ...

Year	African American	Hispanic
1995	1.6%	3.8%
2000	3.0%	9.0%
2005	3.9%	5.8%
2010	3.3%	6.6%
2015	4.3%	6.0%
2016	5.5%	8.8%
2017	5.3%	7.1%

Source: RTDNA.

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FACT SHEET

JULY 12, 2018



Local TV News Fact Sheet

MORE FACT SHEETS: [STATE OF THE NEWS MEDIA](#)

- Audience
- Economics
- Newsroom investment
- Ownership
- Find out more**

While television remains the **most common place for Americans to get their news**, with local TV **outpacing cable and network TV**, local TV news saw its audience decline across most time slots studied this past year. Financially, local TV companies generated less revenue in 2017 than in 2016, though this is consistent with a cyclical pattern in which revenue rises in election years and falls in non-election years. Explore the patterns and longitudinal data about local TV news below.



Audience

In 2017, viewership for network local affiliate news stations (ABC, CBS, Fox and NBC) declined in key time slots – morning (6 a.m. to 9 a.m.), early evening (4 p.m. to 7 p.m.) and late night (11 p.m. to 2 a.m.), according to comScore StationView Essentials® data. The average audience (defined as the average number of TVs tuned to a program throughout a time period) for the morning news time slot decreased 15% in 2017. Local TV average audience for the late night and early evening news time slots also declined (7% for both). Audience for the midday news time slot (11 a.m. to 2 p.m.) declined 4%, while evening news remained relatively stable.

Note: Audience data for 2016 and 2017 has since been updated by Comscore to provide accurate trending for local TV that aligns with the national rollup (i.e., how the average audience for local newscasts are rolled up into a figure for the U.S. overall). For the most current data, please see the fact sheet at journalism.org/fact-sheet/local-tv-news.

Average audience for local TV news

- Key time slots**
- Noon and 7 p.m.

- Chart
- Data
- Share
- Embed

Average number of TVs tuning to news programming during each time slot for ABC, CBS, Fox and NBC affiliates

Year	2016	2017
Morning news	3,192,416	2,715,980
Early evening news	4,694,289	4,346,252
Late night news	4,643,964	4,323,572

Note: Numbers represent ABC, CBS, Fox and NBC affiliates for the full year and include live viewership only. Average Audience is the average number of TVs tuned to an entity throughout the selected time frame. It is calculated by dividing the total hours viewed by the length of the time frame (in hours). Local News is defined as any telecast that has been flagged by comScore (either by notification from clients, or from standard processes) as being a news-based program airing on a local broadcast affiliate of ABC, CBS, NBC, or Fox. The morning news time slot includes newscasts that air from 6 a.m. to 9 a.m.; the early evening news time slot is defined as early fringe by comScore and includes newscasts that air from 4 p.m. to 7 p.m.; the late night news time slot is defined as late fringe by comScore and includes newscasts that air from 11 p.m. to 2 a.m.

Source: comScore StationView Essentials®, 2016 and 2017, U.S.

In 2018, Pew Research Center began using data from comScore StationView Essentials® for this audience analysis, and as such, the current fact sheet includes figures for only the past two years. Previous versions of this fact sheet included data stretching back to 2007 and used data from Nielsen Media Research. Those data are available in the [2017 archived fact sheet](#). Because of various differences between the two sets of data points, figures from prior years are not directly comparable with the data shown here.



Economics

Local TV station revenue typically follows a cyclical pattern: increasing in election years and decreasing in non-election years. In 2017, a non-election year, local TV over-the-air advertising revenue totaled \$17.4 billion, a 13% decrease over 2016, according to Pew Research Center analysis of MEDIA Access Pro & BIA Advisory Services data. In comparison, local TV advertising revenue in other non-election years was \$18.1 billion in 2015 and \$18.0 billion in 2013.

Total digital advertising revenue for local TV stations increased 3% in 2017 (reaching a total of about \$1 billion). Digital advertising revenue accounts for a small portion of total ad revenue.

Advertising revenue for 830 local TV stations defined as “news-producing stations” (i.e., stations that have a news director and are viable, commercial and English-language affiliates in the U.S.) was \$14.1 billion, which is 81% of the total \$17.4 billion revenue for the local TV industry overall, according to the BIA Advisory Services database.

Advertising revenue for local TV

Chart Data Share Embed

Total local TV advertising revenue (in U.S. dollars)

Year	Digital	Over-the-air
2004		\$22,400,000,000
2005		\$21,000,000,000
2006		\$22,800,000,000
2007		\$21,542,700,000
2008		\$20,621,200,000
2009		\$16,013,400,000
2010	\$400,000,000	\$18,930,800,000
2011	\$534,750,000	\$17,420,800,000
2012	\$625,870,000	\$19,825,000,000
2013	\$708,960,000	\$17,986,600,000
2014	\$834,400,000	\$19,607,500,000
2015	\$928,130,000	\$18,075,200,000
2016	\$1,024,650,000	\$20,123,000,000
2017	\$1,054,440,000	\$17,419,100,000
2018*	\$1,121,720,000	\$18,424,600,000
2019*	\$1,201,420,000	\$17,520,300,000
2020*	\$1,289,180,000	\$18,823,300,000
2021*	\$1,387,470,000	\$17,927,300,000
2022*	\$1,495,150,000	\$18,897,300,000

* 2018-2022 numbers are projections.

Note: Local TV advertising revenue figures include over-the-air (OTA) revenue and digital revenue. Digital revenue numbers are not available prior to 2010. Numbers are updated annually.

Source: Pew Research Center analysis of MEDIA Access Pro & BIA Advisory Services data.

Revenue from retransmission fees – the fees paid by cable and satellite systems to carry local channels – has been increasing rapidly in the past decade, according to estimates from Kagan, a media research group within S&P Global Market Intelligence. In 2017, retransmission revenue reached over \$9 billion, up from \$8 billion in 2016, and Kagan projects that this figure will reach \$12.8 billion by 2023.

Retransmission fee revenue for U.S. local TV stations

Chart Data Share Embed

Total retransmission fee revenue (in U.S. dollars)

Year	Revenue
2006	\$215,000,000
2007	\$314,000,000
2008	\$502,000,000
2009	\$762,000,000
2010	\$1,246,000,000
2011	\$1,776,000,000
2012	\$2,408,000,000
2013	\$3,620,000,000
2014	\$4,859,000,000
2015	\$6,424,000,000
2016	\$7,980,000,000
2017	\$9,392,000,000
2018*	\$10,230,000,000
2019*	\$10,862,000,000
2020*	\$11,442,000,000
2021*	\$11,931,000,000
2022*	\$12,402,000,000
2023*	\$12,821,000,000

* 2018-2023 numbers are projections.

Note: Broadcast retransmission fees include owned and operated (O&O), affiliate station, reverse retransmissions and estimated broadcast station carriage fees from the Virtual Service Providers or vMVPDs. Numbers are updated annually.

Source: Estimates and projections by Kagan, a media research group within S&P Global Market Intelligence.

Six major publicly held local TV station companies – Tribune, Nexstar, Sinclair, Tegna, Gray and Scripps – report political advertising revenue separately from other types of revenues in their Securities and Exchange Commission filings. In 2017, the six companies reported a total of \$112 million in political advertising revenue, compared with \$124 million in 2015 and \$50 million in 2013, the two most recent non-election years. (Data points for 2012-2016 also include Media General, which was purchased by Nexstar in 2017.)

Political advertising revenue at local TV companies

Chart Data Share Embed

Total political advertising revenue for six publicly held local TV station companies (in U.S. dollars)

Year	Revenue
2012	\$573,591,000
2013	\$49,880,000
2014	\$696,482,000
2015	\$124,451,000
2016	\$842,737,000
2017	\$111,612,000

Note: Political advertising revenue includes both local and national political advertising. Meredith was not included because it operates in a different fiscal year from the others. Data for 2012-2016 include Media General, which was purchased by Nexstar in 2017.

Source: Individual company Securities and Exchange Commission filings for the full year ending on Dec. 31. Companies included here are: Tribune, Nexstar, Sinclair, Tegna, Gray and Scripps.

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Newsroom investment

Roughly 29,000 employees worked as reporters, editors, photographers or film and video editors in broadcast TV newsrooms in 2017, according to data from the Bureau of Labor Statistics' Occupational Employment Statistics. Median wages for editors in 2017 were about \$54,000, while for reporters the figure was about \$51,000. (Broadcast TV newsroom employment and wage data includes both national and local TV broadcasters. For details, [see the methodology](#).)

Employment in broadcast TV newsrooms

Employment

Wages

Chart Data Share Embed

Total number of newsroom employees in the broadcast TV sector

Year	Total
2004	29,630
2005	28,550
2006	28,360
2007	27,600
2008	28,390
2009	28,040
2010	28,640
2011	28,050
2012	27,830
2013	25,650
2014	26,300
2015	28,430
2016	28,190
2017	28,900

Note: The OES survey is designed to produce estimates by combining data collected over a three-year period. Newsroom employees include news analysts, reporters and correspondents; editors; photographers; and television, video, and motion picture camera operators and editors. Data includes both national and local TV broadcasters.

Source: Pew Research Center analysis of Bureau of Labor Statistics Occupational Employment Statistics data.

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The average amount of weekday local TV news programming was steady in 2017, according to the [RTDNA/Hofstra University survey](#). Local TV stations dedicated an average of 5.6 hours to news programming per weekday in 2017, similar to 5.7 hours in 2016.

Number of hours dedicated to local TV news

Chart Data Share Embed

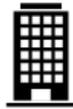
Average number of local TV news hours per weekday

Year	Hours
2003	3.7
2004	3.6
2005	3.8
2006	4.1
2007	4.1
2008	4.6
2009	5.0
2010	5.3
2011	5.5
2012	5.4
2013	5.3
2014	5.3
2015	5.5
2016	5.7
2017	5.6

Note: Based on survey responses of news directors at all commercial local TV stations in the fourth quarter of each year among operating, non-satellite television stations.

Source: RTDNA/Hofstra University Surveys.

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Ownership

In 2017, 107 local TV stations changed hands at a cost of \$4.7 billion, as annually reported by BIA Advisory Services. This is down from \$5.3 billion across 97 stations that experienced changes in ownership in 2016. (This does not include Sinclair's proposed purchase of Tribune, which has not yet been finalized.)

Mergers and acquisitions of local TV stations

Chart Data Share Embed

Total value of local TV station mergers and acquisitions (in U.S. dollars)

Year	Revenue
------	---------

Year	Revenue
2000	\$8,800,000,000
2001	\$4,900,000,000
2002	\$2,529,000,000
2003	\$520,000,000
2004	\$872,000,000
2005	\$2,842,000,000
2006	\$18,127,000,000
2007	\$2,899,000,000
2008	\$537,000,000
2009	\$714,000,000
2010	\$199,000,000
2011	\$1,102,000,000
2012	\$1,891,000,000
2013	\$9,712,000,000
2014	\$4,616,000,000
2015	\$670,000,000
2016	\$5,280,000,000
2017	\$4,684,000,000

Note: Transaction totals include all that are announced as of the end of December for each year. Numbers from the previous year may be updated to reflect new information.

Source: Pew Research Center analysis of MEDIA Access Pro & BIA Advisory Services data.

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Find out more

This fact sheet was compiled by Associate Director [Katerina Eva Matsa](#) and Research Assistant Sophia Fedeli.

Read the [methodology](#).

Find more in-depth explorations of local TV news by following the links below:

- [Fewer Americans rely on TV news; what type they watch varies by who they are, Jan. 5, 2018](#)
- [Americans' online news use is closing in on TV news use, Sept. 7, 2017](#)
- [Buying spree brings more local TV stations to fewer big companies, May 11, 2017](#)
- [Trump, Clinton Voters Divided in Their Main Source for Election News, Jan. 18, 2017](#)

Average audience for local TV news

Key time slots

Noon and 7 p.m.

Chart Data Share Embed

Average number of TVs tuning to news programming during each time slot for ABC, CBS, Fox and NBC affiliates

Year	2016	2017
Evening news	3,999,933	3,946,806
Midday news	2,898,410	2,770,438

Note: Numbers represent ABC, CBS, Fox and NBC affiliates for the full year and include live viewership only. Average Audience is the average number of TVs tuned to an entity throughout the selected time frame. It is calculated by dividing the total hours viewed by the length of the time frame (in hours). Local News is defined as any telecast that has been flagged by comScore (either by notification from clients, or from standard processes) as being a news-based program airing on a local broadcast affiliate of ABC, CBS, NBC, or Fox. The evening news time slot is defined as prime news by comScore and includes newscasts that air from 8 p.m. to 11 p.m.; the midday news time slot is defined as noon news by comScore and includes newscasts that air from 11 a.m. to 2 p.m.

Source: comScore StationView Essentials®, 2016 and 2017, U.S.

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Employment in broadcast TV newsrooms

Employment

Wages

Chart Data Share Embed

Median annual wage for newsroom employees in the broadcast TV sector (in U.S. dollars)

Year	News analysts, reporters and correspondents	Editors	Photographers	Camera operators and film and video editors
2012	\$47,812	\$51,781	\$41,748	\$39,427
2013	\$46,724	\$50,751	\$40,211	\$36,996
2014	\$46,485	\$51,668	\$40,629	\$42,972
2015	\$49,747	\$50,575	\$42,060	
2016	\$50,054	\$52,505	\$45,539	
2017	\$51,310	\$54,200	\$45,560	

Note: The OES survey is designed to produce estimates by combining data collected over a three-year period. Median annual wage adjusted for inflation. Data includes both national and local TV broadcasters. Data unavailable for camera operators and film and video editors for 2015-2017.

Source: Pew Research Center analysis of Bureau of Labor Statistics Occupational Employment Statistics data.

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Journalism & Media

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RESEARCH AREAS

FACT SHEET

JULY 25, 2018



Network News Fact Sheet

MORE FACT SHEETS: [STATE OF THE NEWS MEDIA](#)

Audience

Economics

Find out more

Network TV news – appointment viewing for many Americans – saw its audience decline over the past year. Financially, advertiser expenditure for the news programs of the three major networks – ABC, CBS and NBC – has been steady in recent years. Explore the patterns and longitudinal data about network TV news below.



Audience

The average audience for the evening newscasts for ABC, CBS and NBC decreased by 7% in 2017, down to 5.2 million, compared with 5.6 million in 2016, according to comScore TV Essentials® data. (Average audience is defined as the average number of TVs tuned to a program throughout a time period.)

Average audience for network TV evening news

- Chart
- Data
- Share
- Embed

Average number of TVs tuning to news programming during the evening news time slot for ABC, CBS and NBC

Year	Evening news audience
2016	5,622,630
2017	5,223,985

Note: Numbers represent ABC, CBS and NBC for the full year and include live viewership only. Average Audience is the average number of TVs tuned to an entity throughout the selected time frame. It is calculated by dividing the total hours viewed by the length of the time frame (in hours). National News is defined as any telecast that has been flagged by comScore (either by notification from clients, or from standard processes) as being a news-based program airing at approximately the same time across a majority of markets. The evening news time slot is defined as early fringe by comScore and includes newscasts that air from 4 p.m. to 7 p.m.

Source: comScore TV Essentials®, 2016 and 2017, U.S.

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In 2018, Pew Research Center began using data from comScore TV Essentials® for this audience analysis, and as such, the current fact sheet includes figures for only the past two years. Previous versions of this fact sheet included data stretching back to 2008 and used data from Nielsen Media Research. Those data are available in the [2017 archived fact sheet](#). Because of various differences between the two sets of data points, figures from prior years are not directly comparable with the data shown here.

Average audience for morning news programs from ABC, CBS and NBC also declined over the past year, down 10% in 2017, to about 3 million.

Average audience for network TV morning news

Chart	Data	Share	Embed
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Average number of TVs tuning to news programming during the morning news time slot for ABC, CBS and NBC

Year	Morning news audience
2016	3,698,547
2017	3,324,744

Note: Numbers represent ABC, CBS and NBC for the full year and include live viewership only. Average Audience is the average number of TVs tuned to an entity throughout the selected time frame. It is calculated by dividing the total hours viewed by the length of the time frame (in hours). National News is defined as any telecast that has been flagged by comScore (either by notification from clients, or from standard processes) as being a news-based program airing at approximately the same time across a majority of markets. The morning news time slot includes newscasts that air from 6 a.m. to 9 a.m.

Source: comScore TV Essentials®, 2016 and 2017, U.S.

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Average audience for the network TV Sunday morning political talk shows on ABC, CBS, Fox and NBC – This Week, Face the Nation, Fox News Sunday and Meet the Press, respectively – remained stable, down 1% in 2017, staying at about 2 million.

Average audience for network TV Sunday morning political talk shows

Chart	Data	Share	Embed
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Average number of TVs tuning to Sunday morning political talk show news programming for ABC's This Week, CBS's Face the Nation, Fox News Sunday and NBC's Meet the Press

Year	Sunday morning political talk show audience
2016	2,377,826
2017	2,352,338

Note: Numbers represent ABC, CBS, Fox and NBC for the full year and include live viewership only. Average Audience is the average number of TVs tuned to an entity throughout the selected time frame. It is calculated by dividing the total hours viewed by the length of the time frame (in hours). National News is defined as any telecast that has been flagged by comScore (either by notification from clients, or from standard processes) as being a news-based program airing at approximately the same time across a majority of markets. Sunday morning political talk shows include ABC's This Week, CBS's Face the Nation, Fox News Sunday and NBC's Meet the Press.

Source: comScore TV Essentials®, 2016 and 2017, U.S.

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The average audience for the four newsmagazine shows aired by the networks – ABC's 20/20, CBS's 60 Minutes and 48 Hours, and NBC's Dateline – declined in 2017, down 12% from 2016.

Average audience for network TV newsmagazines

Chart	Data	Share	Embed
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Average number of TVs tuning to newsmagazine programming for ABC's 20/20, CBS's 48 Hours, CBS's 60 Minutes and NBC's Dateline

Year	Newsmagazine audience
2016	3,946,580
2017	3,467,870

Note: Numbers represent ABC, CBS and NBC for the full year and include live viewership only. Average Audience is the average number of TVs tuned to an entity throughout the selected time frame. It is calculated by dividing the total hours viewed by the length of the time frame (in hours). National News is defined as any telecast that has been flagged by comScore (either by notification from clients, or from standard processes) as being a news-based program airing at approximately the same time across a majority of markets. Newsmagazine network shows include ABC's 20/20, CBS's 48 Hours, CBS's 60 Minutes and NBC's Dateline.

Source: comScore TV Essentials®, 2016 and 2017, U.S.

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Economics

Combined advertiser expenditures for the evening broadcast news programs, ABC's World News Tonight, CBS Evening News and NBC Nightly News, were \$552 million, roughly the same as 2016, according to estimates from Kantar Media. (These data reflect the amount of money paid by advertisers, rather than the amount of revenue actually earned by networks.)

Advertiser expenditure for evening network news

Chart	Data	Share	Embed
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Gross advertiser expenditures for network TV evening news programs

Year	Average expenditure
2013	\$454,208,000
2014	\$466,054,900
2015	\$500,292,700
2016	\$547,932,400
2017	\$552,369,500

Note: The above figures only include Monday through Friday telecasts of ABC's World News Tonight, CBS Evening News and NBC Nightly News. These figures reflect total payments by advertisers for purchase of commercial time. A proportion of these payments are paid as commissions or fees to media buyers, and the balance are recognized by the network as revenue.

Source: Kantar Media.

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The three networks also saw no change in advertiser expenditures for the morning news programs from the previous year, holding roughly steady at \$1.1 billion in 2017.

Advertiser expenditure for morning network news

Chart	Data	Share	Embed
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Gross advertiser expenditures for network TV morning news programs

Year	Average expenditure
------	---------------------

Year	Average expenditure
2013	\$991,814,500
2014	\$982,048,500
2015	\$1,072,226,300
2016	\$1,105,728,100
2017	\$1,089,767,000

Note: The above figures only include Monday through Friday telecasts of ABC's Good Morning America, CBS This Morning and NBC's Today. These figures reflect total payments by advertisers for purchase of commercial time. A proportion of these payments are paid as commissions or fees to media buyers, and the balance are recognized by the network as revenue.

Source: Kantar Media.

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Find out more

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Journalism & Media

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FACT SHEET

JUNE 13, 2018



Newspapers Fact Sheet

MORE FACT SHEETS: [STATE OF THE NEWS MEDIA](#)

Audience

Economics

Newsroom investment

Find out more

Newspapers are a critical part of the American news landscape, but they have been hit hard as more and more Americans consume news digitally. The industry’s financial fortunes and subscriber base have been in decline since the early 2000s, even as website audience traffic has grown for many. Meanwhile, alt-weekly papers have also seen their circulation drop. Explore the patterns and longitudinal data about U.S. newspapers below.



Audience

The estimated total U.S. daily newspaper circulation (print and digital combined) in 2017 was 31 million for weekday and 34 million for Sunday, down 11% and 10%, respectively, from the previous year. Declines were highest in print circulation: Weekday print circulation decreased 11% and Sunday circulation decreased 10%. (Note that in this fact sheet, and in the chart below, data through 2014 are from Editor & Publisher, which were published on the website of the News Media Alliance (NMA), known at the time as the Newspaper Association of America (NAA). Since then, the NMA/NAA no longer supplies these data, so the Center determined the year-over-year change in total circulation for those daily U.S. newspapers that report to the Alliance for Audited Media and meet certain criteria, as detailed in the note of the chart below. This percentage change was then applied to the total circulation from the prior year – thus the use of the term “estimated total circulation.”)

Total estimated circulation of U.S. daily newspapers

Total circulation of U.S. daily newspapers

Year	Weekday	Sunday	Weekday (estimated)	Sunday (estimated)
1940	41,132,000	32,371,000		
1945	48,384,000	39,860,000		
1946	50,928,000	43,665,000		
1947	51,673,000	45,151,000		
1948	52,285,000	46,308,000		
1949	52,846,000	46,399,000		
1950	53,829,000	46,582,000		
1951	54,018,000	46,279,000		
1952	53,951,000	46,210,000		
1953	54,472,000	45,949,000		
1954	55,072,000	46,176,000		
1955	56,147,000	46,448,000		
1956	57,102,000	47,162,000		
1957	57,805,000	47,044,000		
1958	57,418,000	46,955,000		

Year	Weekday	Sunday	Weekday (estimated)	Sunday (estimated)
1959	58,300,000	47,848,000		
1960	58,882,000	47,699,000		
1961	59,261,000	48,216,000		
1962	59,849,000	48,888,000		
1963	58,905,000	46,830,000		
1964	60,412,000	48,383,000		
1965	60,358,000	48,600,000		
1966	61,397,000	49,282,000		
1967	61,561,000	49,224,000		
1968	62,535,000	49,693,000		
1969	62,060,000	49,675,000		
1970	62,108,000	49,217,000		
1971	62,231,000	49,665,000		
1972	62,510,000	50,001,000		
1973	63,147,000	51,717,000		
1974	61,877,000	51,679,000		
1975	60,655,000	51,096,000		
1976	60,977,000	51,565,000		
1977	61,495,000	52,429,000		
1978	61,990,000	53,990,000		
1979	62,223,000	54,380,000		
1980	62,202,000	54,676,000		
1981	61,431,000	55,180,000		
1982	62,487,000	56,261,000		
1983	62,645,000	56,747,000		
1984	63,340,000	57,574,000		
1985	62,766,000	58,826,000		
1986	62,502,000	58,925,000		
1987	62,826,000	60,112,000		
1988	62,695,000	61,474,000		
1989	62,649,000	62,008,000		
1990	62,328,000	62,635,000		
1991	60,687,000	62,068,000		
1992	60,164,000	62,160,000		
1993	59,812,000	62,566,000		
1994	59,305,000	62,295,000		
1995	58,193,000	61,229,000		
1996	56,983,000	60,798,000		
1997	56,728,000	60,486,000		
1998	56,182,000	60,066,000		
1999	55,979,000	59,894,000		
2000	55,773,000	59,421,000		
2001	55,578,000	59,090,000		
2002	55,186,000	58,780,000		
2003	55,185,000	58,495,000		
2004	54,626,000	57,754,000		
2005	53,345,000	55,270,000		
2006	52,329,000	53,179,000		
2007	50,742,000	51,246,000		
2008	48,597,000	49,115,000		
2009	45,653,000	46,164,000		
2010	--	--		
2011	44,421,000	48,510,000		
2012	43,433,000	44,821,000		

Year	Weekday	Sunday	Weekday (estimated)	Sunday (estimated)
2013	40,712,000	43,292,000		
2014	40,420,000	42,751,000		
2015			37,711,860	40,955,458
2016			34,657,199	37,801,888
2017			30,948,419	33,971,695

Note: To determine totals for 2015 onward, researchers analyzed the year-over-year change in total weekday and Sunday circulation using AAM data and applied these percent changes to the previous year's total. Only those daily U.S. newspapers that report to AAM are included. Affiliated publications are not included in the analysis. Weekday circulation only includes those publications reporting a Monday-Friday average. For each year, the comparison is for all newspapers meeting these criteria for the three-month period ending Dec. 31 of the given year. Comparisons are between the three-month averages for the period ending Dec. 31 of the given year and the same period of the previous year. Source: Editor & Publisher (through 2014); estimation based on Pew Research Center analysis of Alliance for Audited Media data (2015-2017).

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Digital circulation is more difficult to gauge. Three of the highest-circulation daily papers in the U.S. – The New York Times, The Wall Street Journal and The Washington Post – have in recent years not fully reported their digital circulation to the Alliance for Audited Media (AAM), the group that audits the circulation figures of many of the largest North American newspapers and other publications. Two of these papers report such digital circulation elsewhere: The New York Times in their financial statements and The Wall Street Journal in reports available on the Dow Jones website. (The Washington Post does not fully report digital circulation in any forum.) But because they may not be counted under the same rules used by AAM, these independently produced figures cannot easily be merged with the AAM data.

Taking these complexities into account, using the AAM data, digital circulation in 2017 was projected to have fallen, with weekday down 9% and Sunday also down 9%. According to the independently produced reports from The New York Times and The Wall Street Journal, however, both companies saw large gains in digital circulation in the past year: 42% for the Times and 26% for the Journal, on top of gains in 2016. If these independently produced figures were included in both 2016 and 2017, weekday digital circulation would have risen by 10%.

This would also change the overall picture for combined print and digital circulation. Including the digital boost driven by these two large, national brands would still result in an overall drop in circulation year-over-year, but a smaller one: Overall weekday circulation would have fallen by 4% in 2017 rather than 11%.

Unique visitors of newspaper websites

Chart	Data	Share	Embed
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Average monthly unique visitors of the top 50 U.S. newspapers by circulation

Year	Average monthly unique visitors
2014	8,233,544
2015	9,709,071
2016	11,734,536
2017	11,527,744

Note: For each year, the average traffic for each website for October/November/December was calculated; the data point represents the overall average of those numbers. Analysis is of the top 49 newspapers by average Sunday circulation for Q3 2016 and Q3 2017, according to Alliance for Audited Media data, with the addition of The Wall Street Journal. For each newspaper, the comScore entity matching its homepage URL was analyzed.

Source: comScore Media Metrix Multi-platform, unique visitors, October-December 2014, 2015, 2016 and 2017.

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Gauging digital audience for the entire newspaper industry is difficult since many daily newspapers do not receive enough traffic to their websites to be measured by comScore, the data source relied on here. Thus, the figures offered above reflect the top 50 U.S. daily newspapers based on circulation. In the fourth quarter of 2017, there was an

average of 11.5 million monthly unique visitors (across all devices) for these top 50 newspapers. This is nearly the same as in 2016 (11.7 million), making this the first year since we began tracking the trend that did not show a double-digit rise in web traffic: There was, for example, a 21% increase from 2015 to 2016 and an 18% rise from 2014 to 2015. (The list of top 50 papers is based on Sunday circulation but also includes The Wall Street Journal, which does not have any Sunday circulation. It also includes The Washington Post and The New York Times, which make the top 50 even though they do not fully report their digital circulation to AAM. For more details and the full list of newspapers, see our [methodology](#).)

Visit duration of newspaper websites

Chart Data Share Embed

Average minutes per visit of the top 50 U.S. newspapers by circulation

Year	Average minutes per visit
2014	2.59
2015	2.59
2016	2.45
2017	2.44

Note: For each year, the average minutes per visit for each website for October/November/December were calculated; the data point represents the overall average of those numbers. Analysis is of the top 49 newspapers by average Sunday circulation for Q3 2016 and Q3 2017, according to Alliance for Audited Media data, with the addition of The Wall Street Journal. For each newspaper, the comScore entity matching its homepage URL was analyzed.

Source: comScore Media Metrix Multi-platform, unique visitors, October-December 2014, 2015, 2016 and 2017.

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Average minutes per visit for the top 50 U.S. daily newspapers, based on circulation, is about two-and-a-half minutes. This is roughly the same as 2016.

Average circulation of alt-weekly newspapers

Chart Data Share Embed

Average per-paper circulation of the top 20 U.S. alt-weeklies by circulation

Year	Average circulation
2012	87,186
2013	79,942
2014	72,910
2015	65,936
2016	61,654
2017	55,347

Note: Data reflect most recent audit statement, if one is available for that year; if not, the most recent publisher's statement was used.

Source: Alliance for Audited Media, Verified Audit Circulation, Circulation Verification Council, and self-reported data.

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Beyond daily newspapers, many U.S. cities have what are known as “alt-weekly” papers – weekly newspapers, generally distributed for free, which put a heavy focus on arts and culture. Average circulation for the top 20 U.S. alt-weekly papers is just over 55,000, a 10% decline from 2016.



Economics

Turning back to the newspaper industry as a whole, the total estimated newspaper industry advertising revenue for 2017 was \$16.5 billion, based on the Center's analysis of financial statements for publicly traded newspaper companies. This decreased 10% from 2016. Total estimated circulation revenue was \$11 billion, which is changed only slightly from 2016, up by 3%.

Estimated advertising and circulation revenue of the newspaper industry

Chart Data Share Embed

Total revenue of U.S. newspapers (in U.S. dollars)

Year	Advertising	Circulation	Advertising (estimated)	Circulation (estimated)
1956	\$3,223,000,000	\$1,344,492,000		
1957	\$3,268,000,000	\$1,373,464,000		
1958	\$3,176,000,000	\$1,459,013,000		
1959	\$3,526,000,000	\$1,549,576,000		
1960	\$3,681,000,000	\$1,604,228,000		
1961	\$3,601,000,000	\$1,684,319,000		
1962	\$3,659,000,000	\$1,819,840,000		
1963	\$3,780,000,000	\$1,901,820,000		
1964	\$4,120,000,000	\$1,983,809,000		
1965	\$4,426,000,000	\$2,023,090,000		
1966	\$4,865,000,000	\$2,109,050,000		
1967	\$4,910,000,000	\$2,180,242,000		
1968	\$5,232,000,000	\$2,288,215,000		
1969	\$5,714,000,000	\$2,425,446,000		
1970	\$5,704,000,000	\$2,634,402,000		
1971	\$6,167,000,000	\$2,833,320,000		
1972	\$6,939,000,000	\$2,929,233,000		
1973	\$7,481,000,000	\$3,037,820,000		
1974	\$7,842,000,000	\$3,581,733,000		
1975	\$8,234,000,000	\$3,921,515,000		
1976	\$9,618,000,000	\$4,087,303,000		
1977	\$10,751,000,000	\$4,310,236,000		
1978	\$12,213,000,000	\$4,534,779,000		
1979	\$13,863,000,000	\$4,950,542,000		
1980	\$14,794,000,000	\$5,469,589,000		
1981	\$16,527,000,000	\$6,206,141,000		
1982	\$17,694,000,000	\$6,656,661,000		
1983	\$20,581,000,000	\$7,044,098,000		
1984	\$23,522,000,000	\$7,368,158,000		
1985	\$25,170,000,000	\$7,659,297,000		
1986	\$26,990,000,000	\$8,052,148,000		
1987	\$29,412,000,000	\$8,399,032,000		
1988	\$31,197,000,000	\$8,046,287,000		
1989	\$32,368,000,000	\$8,370,324,000		
1990	\$32,280,000,000			
1991	\$30,349,000,000	\$8,697,679,000		

Year	Advertising	Circulation	Advertising (estimated)	Circulation (estimated)
1992	\$30,639,000,000	\$9,163,534,000		
1993	\$31,869,000,000	\$9,193,802,000		
1994	\$34,109,000,000	\$9,443,217,000		
1995	\$36,092,000,000	\$9,720,186,000		
1996	\$38,075,000,000	\$9,969,240,000		
1997	\$41,330,000,000	\$10,065,642,000		
1998	\$43,925,000,000	\$10,266,955,000		
1999	\$46,289,000,000	\$10,472,294,000		
2000	\$48,670,000,000	\$10,540,643,000		
2001	\$44,305,000,000	\$10,783,078,000		
2002	\$44,102,000,000	\$11,025,896,000		
2003	\$46,156,000,000	\$11,224,362,000		
2004	\$48,244,000,000	\$10,988,651,000		
2005	\$49,435,000,000	\$10,746,901,000		
2006	\$49,275,402,572	\$10,548,344,000		
2007	\$45,375,000,000	\$10,294,920,096		
2008	\$37,848,257,630	\$10,086,956,940		
2009	\$27,564,000,000	\$10,066,783,026		
2010	\$25,837,698,822	\$10,049,360,689		
2011	\$27,078,473,864	\$9,989,064,525		
2012	\$25,316,461,215	\$10,448,561,493		
2013			\$23,587,097,435	\$10,641,662,892
2014			\$22,077,809,951	\$10,744,324,061
2015			\$20,362,238,293	\$10,870,292,720
2016			\$18,274,943,567	\$10,910,460,499
2017			\$16,476,453,084	\$11,211,011,020

Source: News Media Alliance, formerly Newspaper Association of America (through 2012); Pew Research Center analysis of year-end SEC filings of publicly traded newspaper companies (2013-2017).

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In the chart above, data through 2012 come from the trade group formerly known as the Newspaper Association of America (NAA), now known as the News Media Alliance (NMA). Data from 2013 onward are based on the Center's analysis of financial statements from publicly traded U.S. newspaper companies, which now number seven and account for more than 300 U.S. daily newspapers, from large national papers to midsize metro dailies to local papers. For each year since 2012, the year-over-year percentage change in advertising and circulation revenue for these companies is calculated and then applied to the previous year's revenue totals as reported by the NMA/NAA. In testing this method, changes from 2004 through 2012 generally matched those as reported by the NMA/NAA; for more details, see our [2016 report](#).

Percentage of newspaper advertising revenue coming from digital advertising

Chart Data Share Embed

Percent of newspaper companies' advertising revenue coming from digital advertising

Year	Advertising revenue coming from digital advertising
2011	17%
2012	19%
2013	20%
2014	21%
2015	25%
2016	29%
2017	31%

Source: Pew Research Center analysis of year-end SEC filings for publicly traded newspaper companies that break out digital advertising revenue for each year.

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Digital advertising accounted for 31% of newspaper advertising revenue in 2017, based on this same analysis of publicly traded newspaper companies. The portion stood at 29% in 2016 and 17% in 2011.



Newsroom investment

According to data from the Bureau of Labor Statistics' Occupational Employment Statistics, 39,210 people worked as reporters, editors, photographers, or film and video editors in the newspaper industry in 2017. That is down 15% from 2014 and 45% from 2004. Median wages for editors in 2017 were about \$49,000, while for reporters the figure was about \$34,000.

Employment in newspaper newsrooms

Employees

Wages

Chart Data Share Embed

Total number of newsroom employees in the newspaper sector

Year	Total
2004	71,640
2005	72,600
2006	74,410
2007	73,810
2008	71,070
2009	60,770
2010	55,260
2011	54,050
2012	51,430
2013	48,920
2014	46,310
2015	44,120
2016	42,450
2017	39,210

Note: The OES survey is designed to produce estimates by combining data collected over a three-year period. Newsroom employees include news analysts, reporters and correspondents; editors; photographers; and television, video, and motion picture camera operators and editors.

Source: Pew Research Center analysis of Bureau of Labor Statistics Occupational Employment Statistics data.

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Find out more

This fact sheet was compiled by Research Associate [Michael Barthel](#).

Read the [methodology](#).

Find more in-depth explorations of U.S. newspapers by following the links below:

- [Newspaper employment dropped nearly a quarter in less than 10 years, with greatest decline at newspapers, July 30, 2018](#)
- [About a third of large U.S. newspapers have suffered layoffs since 2017, July 23, 2018](#)
- [Covering President Trump in a Polarized Media Environment, Oct. 2, 2017](#)
- [For election news, young people turned to some national papers more than their elders, Feb. 17, 2017](#)
- [Trump, Clinton Voters Divided in Their Main Source for Election News, Jan. 18, 2017](#)

Employment in newspaper newsrooms

Employees

Wages

Chart Data Share Embed

Median annual wage for newsroom employees in the newspaper sector (in U.S. dollars)

Year	News analysts, reporters and correspondents	Editors	Photographers	Camera operators and film and video editors
2012	\$34,453	\$49,353	\$38,731	\$51,096
2013	\$34,456	\$48,695	\$40,031	\$53,670
2014	\$33,675	\$47,625	\$38,981	\$52,963
2015	\$33,524	\$48,237	\$39,556	\$57,994
2016	\$33,710	\$49,226	\$40,656	\$55,417
2017	\$34,180	\$49,430	\$39,780	\$51,350

Note: The OES survey is designed to produce estimates by combining data collected over a three-year period. Median annual wage adjusted for inflation.

Source: Pew Research Center analysis of Bureau of Labor Statistics Occupational Employment Statistics data.

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FACT SHEET

JUNE 6, 2018



Public Broadcasting Fact Sheet

MORE FACT SHEETS: [STATE OF THE NEWS MEDIA](#)

Audience

Economics

Newsroom investment

Find out more

Hundreds of local and regional radio and television stations comprise the U.S. public media system. On the audio side, organizations such as NPR, American Public Media (APM) and Public Radio International (PRI) produce and distribute programming, reaching audiences through local stations as well as digital channels. Individual stations, such as New York’s WNYC and Chicago’s WBEZ, produce nationally syndicated original journalism as well. On the television side, PBS NewsHour produces an evening newscast that airs on local PBS stations around the country. The organization has a digital operation as well. On the whole, the news offerings of U.S. public broadcasters have been marked by relative financial stability and, in the past year, moderate audience growth. Explore the patterns and longitudinal data about public broadcasting below.



Audience

The top 20 NPR-affiliated public radio stations (by listenership) had on average a total weekly listenership of about 11 million in 2017, up from about 10 million in 2016. (This includes listeners of NPR programming as well as original or other syndicated content aired on these stations.)

Weekly broadcast audience for top 20 NPR-affiliated radio stations

Chart
Data
Share
Embed

Average weekly terrestrial listenership

Year	Average weekly terrestrial listenership
2015	8,724,100
2016	10,212,600
2017	11,210,500

Source: NPR, based on data from Nielsen Audio Nationwide, for persons 12+.

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When looking specifically at NPR programming across all stations that carry it, terrestrial broadcast listenership remained about the same between 2016 and 2017. (Traditional radio listening is “terrestrial,” i.e. coming from radio broadcast towers rather than satellites or the internet.) About 30 million average weekly listeners tuned in to any NPR programming during the year, about the same as in 2016, according to internal data provided by the organization. Programming from PRI, which distributes programs such as The World and The Takeaway, reached a terrestrial audience of about 9 million on average per week, the same as in 2016. Audience figures from American Public Media, which produces Marketplace, increased to about 20.5 million average weekly listeners in 2017, up from approximately 19.1 million in 2016.

Weekly broadcast audience of NPR, PRI and APM

National Public Radio (NPR)

Public Radio International (PRI)

American Public Media (APM)

Chart Data Share Embed

Average weekly terrestrial listenership

Year	Average weekly terrestrial listenership
2005	25,300,000
2006	25,500,000
2007	25,500,000
2008	26,400,000
2009	26,400,000
2010	27,200,000
2011	26,800,000
2012	26,000,000
2013	27,300,000
2014	26,200,000
2015	26,000,000
2016	29,700,000
2017	30,100,000

Source: NPR, based on data from Nielsen Audio Nationwide, for persons 12+.

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NPR's broadcasting reach remained stable between 2016 and 2017 in terms of both the number of member stations (stations either owned or operated by member organizations) and the number of stations airing any NPR programming (which includes member stations). The number of member organizations — flagship educational and community organizations that operate at least one station — stood at 260, down four from the previous year.

Broadcasting reach of NPR

NPR stations

NPR member organizations

Chart Data Share Embed

Number of...

	2013	2014	2015	2016	2017
NPR member stations	849	946	972	990	991
All stations (member and non-member) airing NPR programming	1,001	1,029	1,054	1,072	1,074

Note: NPR includes repeaters in the count of stations airing its programming. All stations includes member stations.

Source: Information provided by NPR.

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For both PRI and APM, the number of stations airing their programming remained more-or-less stable between 2016 and 2017.

Broadcasting reach of PRI and APM

PRI stations

APM stations

Chart Data Share Embed

Number of stations airing PRI programming

Year	All stations airing PRI programming
2016	836
2017	830

Source: Information provided by Public Radio International (PRI).

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NPR's digital platforms continue to be an important part of its reach. Both the NPR News app, which offers livestreams from individual stations and digital content, and the NPR One app, which offers a stream of individual shows and podcasts, showed steady growth across most devices in the average number of total completed sessions each month in 2017. (A completed session is any instance in which a user starts and stops using the app.)

Monthly sessions on NPR apps

Chart Data Share Embed

Average number of completed monthly sessions by device and app

App	2014	2015	2016	2017
NPR News: Android	2,913,814	3,613,494	5,005,041	8,242,722
NPR News: iPhone	6,947,956	7,826,679	11,433,558	14,502,478
NPR News: iPad	2,734,069	1,610,358	1,630,880	1,488,862
NPR One: Android		460,263	1,326,320	2,396,494
NPR One: iPhone		758,531	2,649,326	4,462,950

Note: The NPR One app launched on July 28, 2014, thus data are not available for 2014. 2014 sessions for the NPR News app on iPhone are based on an estimate for April 9-May 2. There is no NPR One app specifically for iPads. A completed session is any instance in which a user starts and stops using the app.

Source: NPR, based on Google Analytics data for January-December and iPhone News App data from January-August of each year.

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The audience for public television programming also grew over the past year: In 2017, the NewsHour program, which airs on PBS, attracted 1.2 million viewers on average, up 17% from the year before.

PBS NewsHour viewership

Chart Data Share Embed

Total average viewership

Year	Total average viewership
2016	1,007,000
2017	1,178,000

Note: Numbers represent the annual P2+, Live+SD average for each broadcast calendar year.

Source: Information provided by PBS NewsHour, based on Nielsen NPower.

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Economics

The financial picture for news outlets in public broadcasting appears to be strong both locally and nationally.

At the national level, NPR increased its total operating revenue in 2017 to \$233 million, up 9% from 2016 levels. APM saw gains as well, rising 33% to about \$168 million in total revenue for 2017. PRI's total revenue, on the other hand, went down 17% year over year, amounting to \$18 million in 2017.

Total revenue for NPR, PRI and APM

NPR

PRI

APM

Chart Data Share Embed

Total operating revenue (in U.S. dollars)

Year	Revenue
2015	\$195,900,000
2016	\$213,100,000
2017	\$232,800,000

Source: Information provided by NPR.

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At the local public radio level, an analysis of the public filings provided by the 123 largest news-oriented licensees (organizations that operate local public radio stations) shows that in 2016 – the last year for which reliable data are available – total revenue for this group was \$829 million.

Local public radio station revenue

Chart Data Share Embed

Total revenue for the 123 largest news-oriented public radio licensees (in U.S. dollars)

Year	Total revenue
2008	\$662,255,028
2009	\$635,097,527
2010	\$680,632,046
2011	\$736,772,807
2012	\$742,374,640
2013	\$775,779,526
2014	\$821,923,867
2015	\$806,928,542
2016	\$829,367,948

Note: All figures are fiscal year, inflation-adjusted calculations. Data for these licensees were aggregated and provided by Mark Fuerst, director of the consultancy Public Media Futures Forum, using the Annual Financial Reports submitted by each licensee to the Corporation for Public Broadcasting (CPB).

Source: Public Media Futures Forum.

This revenue for local public radio comes from a range of streams, but individual giving (which includes member revenue and major gifts) and underwriting (from both businesses and foundations and other nonprofit organizations) are two key sources of funding. Among the 123 news-oriented licensees studied here, individual giving and underwriting combined accounted for \$556 million in revenue in 2016.

Individual giving and underwriting revenue for local public radio stations

Chart Data Share Embed

Revenue for the 123 largest news-oriented public radio licensees (in U.S. dollars)

Year	Individual giving	Underwriting
2008	\$246,033,393	\$186,811,947
2009	\$260,202,855	\$165,894,678
2010	\$269,136,911	\$166,988,900
2011	\$289,700,081	\$166,684,136
2012	\$296,739,904	\$180,117,773
2013	\$311,323,553	\$180,244,446
2014	\$323,671,449	\$192,482,447
2015	\$339,148,175	\$196,937,610
2016	\$351,891,752	\$203,778,343

Note: All figures are fiscal year, inflation-adjusted calculations. Data for these licensees were aggregated and provided by Mark Fuerst, director of the consultancy Public Media Futures Forum, using the Annual Financial Reports submitted by each licensee to the Corporation for Public Broadcasting (CPB).

Source: Public Media Futures Forum.

The total number of individual members – defined as anyone who has given money to one of the stations owned by these 123 licensees in each calendar year – in 2016 was 2.1 million, about the same as the previous year.

Local public radio station membership

Chart Data Share Embed

Total station membership for the 123 largest news-oriented public radio licensees

Year	Total membership
2008	1,621,011
2009	1,701,256
2010	1,793,440
2011	1,943,306
2012	1,959,259
2013	2,019,808
2014	2,011,954
2015	2,050,438
2016	2,090,074

Note: Data for these licensees were aggregated and provided by Mark Fuerst, director of the consultancy Public Media Futures Forum, using the Annual Financial Reports submitted by each licensee to the Corporation for Public Broadcasting (CPB).

Source: Public Media Futures Forum.

On the television side, NewsHour derives its revenue from a variety of sources, including PBS, the Corporation for Public Broadcasting (CPB) and a mix of “nonpublic” streams such as corporations, individual giving and foundations. While the details about public sources of revenue were unavailable for this analysis, NewsHour did provide information about its breakdown of nonpublic funding. In 2017, contributions from individuals comprised 13% of total nonpublic funding. (Information on whether the total amount of this funding rose or fell was also unavailable.)

PBS NewsHour nonpublic funding makeup

Chart Data Share Embed

% of PBS NewsHour's nonpublic funding revenue

Year	Individuals	Corporations	Foundations
2014	3%	41%	56%
2015	6%	23%	71%
2016	11%	19%	70%
2017	13%	17%	70%

Note: Numbers correspond to calendar year.
Source: Information provided by PBS NewsHour.

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Newsroom investment

Program and production expenses for the 123 news-oriented local public radio licensees increased between 2015 and 2016 to \$427 million, a growth rate of 7%. While program and production expenses comprise only a portion of overall station expenses, an increase in these kinds of expenditures is an indicator that the stations are directing more dollars towards the creation of news content.

Local public radio station expenses

Chart Data Share Embed

Total program and production expenses for the 123 largest news-oriented public radio licensees (in U.S. dollars)

Year	Total program and production expenses
2008	\$319,169,234
2009	\$331,330,707
2010	\$337,859,650
2011	\$353,435,708
2012	\$367,621,155
2013	\$368,229,862
2014	\$389,328,433
2015	\$399,226,934
2016	\$427,102,047

Note: All figures are fiscal year, inflation-adjusted calculations. Data for these licensees were aggregated and provided by Mark Fuerst, director of the consultancy Public Media Futures Forum, using the Annual Financial Reports submitted by each licensee to the Corporation for Public Broadcasting (CPB).
Source: Public Media Futures Forum.

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Find out more

This fact sheet was compiled by Senior Writer/Editor [Elizabeth Grieco](#).

Read the [methodology](#).

Find more in-depth explorations of public broadcasting by following the link below:

- [Covering President Trump in a Polarized Media Environment, Oct. 2, 2017](#)
- [Trump, Clinton Voters Divided in Their Main Source for Election News, Jan. 18, 2017](#)

Weekly broadcast audience of NPR, PRI and APM

National Public Radio
(NPR)

**Public Radio
International
(PRI)**

American Public Media
(APM)

Chart Data Share Embed

Average weekly terrestrial listenership

Year	Average weekly terrestrial listenership
2015	8,132,000
2016	8,861,000
2017	8,813,000

Source: Public Radio International (PRI), based on data from spring 2017 Nielsen Audio Nationwide.

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Weekly broadcast audience of NPR, PRI and APM

National Public Radio
(NPR)

Public Radio International
(PRI)

**American Public Media
(APM)**

Chart Data Share Embed

Average weekly terrestrial listenership

Year	Average weekly terrestrial listenership
2016	19,100,000
2017	20,500,000

Source: American Public Media (APM), based on Nielsen Audio Nationwide DMA data, for persons 12+.

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Broadcasting reach of NPR

NPR stations

NPR member organizations

Chart Data Share Embed

Number of ...

	2013	2014	2015	2016	2017
NPR member organizations	269	263	265	264	260

Note: Member organizations are flagship educational and community organizations that operate at least one station.

Source: Information provided by NPR.

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Broadcasting reach of PRI and APM

PRI stations

APM stations

Chart Data Share Embed

Number of stations airing APM programming

Year	All stations airing APM programming
2016	988
2017	998

Source: Information provided by American Public Media (APM).

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Total revenue for NPR, PRI and APM

NPR

PRI

APM

Chart Data Share Embed

Total operating revenue (in U.S. dollars)

Year	Revenue
2015	\$17,400,000
2016	\$21,900,000
2017	\$18,100,000

Source: Information provided by Public Radio International (PRI).

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Total revenue for NPR, PRI and APM

NPR

PRI

APM

Chart Data Share Embed

Total operating revenue (in U.S. dollars)

Year	Revenue
2015	\$134,200,000
2016	\$126,200,000
2017	\$168,000,000

Source: Information provided by American Public Media (APM).

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JULY 25, 2018



State of the News Media Methodology

The State of the News Media fact sheets use a range of different methodologies to study the health of the U.S. news industry, including custom analysis of news audience behavior, secondary analysis of industry data and direct reporting to solicit information unavailable elsewhere.

State of the News Media industry data

The State of the News Media fact sheets consist of data originally generated by other individuals or organizations that Pew Research Center then collected and aggregated.

For the data aggregated from other researchers, Pew Research Center's team took several steps. First, Center researchers tried to determine what data had been collected and by whom for the media sectors studied. In many cases, this included securing rights to data through license fees or other means, and often included paying for use of the data.

Next, we studied the data closely to determine where elements reinforced each other and where there were apparent contradictions or gaps. In doing so, Pew Research Center endeavored to determine the value and validity of each dataset. That, in many cases, involved going back to the sources that collected the research in the first place. Where data conflicted, the Center has included all relevant sources and tried to explain their differences, either in footnotes or in the narratives.

All sources are cited in footnotes or within the narrative and in all graphics in the report.

Analysis of comScore digital audience data

In order to provide as clear a sense as possible of the digital audience data of U.S. news organizations, researchers took several steps using digital audience measurement data from comScore, a cross-platform measurement company.

After the initial selection process, each comScore entry representing an outlet or website ("entity") was individually vetted by researchers and unusual shifts in data over time were checked with comScore analysts. Using feedback from analysts, entities that registered increases or declines in unique visitors over the time period studied (October 2014-December 2017) that were likely due to inorganic changes in measurement or site structure were considered to not have trendable data and were removed from the analysis.

For all outlets, entities that are representative of an entire web domain ("total domain entities") were used whenever possible. When domain entities were incomplete – i.e., when they did not represent traffic to an entire web domain – custom entities that represent the total domain were used when available. Multiple entities of the same URL that were the result of a structure change in the comScore database over time were considered comparable. Researchers consulted comScore analysts throughout the entity selection process.

Selection

Newspapers: Researchers first assembled a list of the top 49 newspapers by average Sunday circulation for Q3 2015, Q3 2016 and Q3 2017 according to the Alliance for Audited Media data. The Wall Street Journal was then added to the list, as it is one of the largest papers in the U.S. but does not have a Sunday edition, to produce a list of the top 50 newspapers by circulation. Each was matched with its associated total-domain entities in comScore. Researchers then analyzed the comScore data for October, November and December in each year. The following 50 entities were used in 2017:

AJC.COM
ARKANSASONLINE.COM
AZCENTRAL.COM
BALTIMORESUN.COM
BOSTONGLOBE.COM
BUFFALONEWS.COM
CHICAGOTRIBUNE.COM
CHRON.COM

CINCINNATI.COM
CLEVELAND.COM
COURANT.COM
COURIER-JOURNAL.COM
DALLASNEWS.COM
DENVERPOST.COM
DISPATCH.COM
ELNUEVODIA.COM
FREEP.COM
INDYSTAR.COM
JSONLINE.COM
KANSASCITY.COM
LATIMES.COM
MERCURYNEWS.COM
MYSANANTONIO.COM
NEWSDAY.COM
NJ.COM
NYDAILYNEWS.COM
NYPOST.COM
NYTIMES.COM
OCREGISTER.COM
OKLAHOMAN.COM
OREGONLIVE.COM
ORLANDOSENTINEL.COM
PHILLY.COM
PILOTONLINE.COM
POST-GAZETTE.COM
SACBEE.COM
SANDIEGOUNIONTRIBUNE.COM
SEATTLETIMES.COM
SFGATE.COM
STARADVERTISER.COM
STAR-TELEGRAM.COM
STARTRIBUNE.COM
STLTODAY.COM
SUN-SENTINEL.COM
SUNTIMES.COM
TAMPABAY.COM
TWINCITIES.COM
USATODAY.COM
WASHINGTONPOST.COM
WSJ.COM

▼ 2016

The following 50 entities were used in 2016:

ARKANSASONLINE.COM
AZCENTRAL.COM
BALTIMORESUN.COM
BOSTONGLOBE.COM
BUFFALONEWS.COM
CHARLOTTEOBSERVER.COM
CHICAGOTRIBUNE.COM
CHRON.COM
CINCINNATI.COM
CLEVELAND.COM
COURANT.COM
COURIER-JOURNAL.COM
DALLASNEWS.COM
DENVERPOST.COM
DESERETNEWS.COM
DESMOINESREGISTER.COM
DISPATCH.COM
ELNUEVODIA.COM
FREEP.COM
INDYSTAR.COM
JSONLINE.COM
KANSASCITY.COM

LATIMES.COM
MERCURYNEWS.COM
MIAMIHERALD.COM
MYSANANTONIO.COM
NEWSDAY.COM
NJ.COM
NORTHJERSEY.COM
NYDAILYNEWS.COM
NYPOST.COM
NYTIMES.COM
OCREGISTER.COM
OREGONLIVE.COM
ORLANDOSENTINEL.COM
PHILLY.COM
PILOTONLINE.COM
POST-GAZETTE.COM
SACBEE.COM
SANDIEGOUNIONTRIBUNE.COM
SEATTLETIMES.COM
SFGATE.COM
STAR-TELEGRAM.COM
STARTRIBUNE.COM
STLTODAY.COM
SUN-SENTINEL.COM
TWINCITIES.COM
USATODAY.COM
WASHINGTONPOST.COM
WSJ.COM

▼ 2014/2015

The 2014 cohort was compiled based on 2015 data, so the entities are the same. The 50 sites in those cohorts were:

AJC.COM
ARKANSASONLINE.COM
AZCENTRAL.COM
BALTIMORESUN.COM
BOSTONGLOBE.COM
BUFFALONEWS.COM
CHICAGOTRIBUNE.COM
CHRON.COM
CINCINNATI.COM
CLEVELAND.COM
COURIER-JOURNAL.COM
DAILYNEWS.COM
DALLASNEWS.COM
DENVERPOST.COM
DISPATCH.COM
ELNUEVODIA.COM
FREEP.COM
INDYSTAR.COM
JSONLINE.COM
KANSASCITY.COM
LATIMES.COM
MERCURYNEWS.COM
MYSANANTONIO.COM
NEWSDAY.COM
NJ.COM
NORTHJERSEY.COM
NYDAILYNEWS.COM
NYPOST.COM
NYTIMES.COM
OCREGISTER.COM
OREGONLIVE.COM
ORLANDOSENTINEL.COM
PHILLY.COM
POST-GAZETTE.COM
SACBEE.COM
SEATTLETIMES.COM
SFGATE.COM
STAR-TELEGRAM.COM
STARTRIBUNE.COM
STLTODAY.COM
SUN-SENTINEL.COM
TAMPABAY.COM
TBO.COM
TENNESSEAN.COM
TRIBLIVE.COM
TWINCITIES.COM

Digital-native news outlets: Researchers assessed all domains from 11 comScore categories (Business/Finance, Directories/Resources, Entertainment, Games, Lifestyles, News/Information, Regional/Local, Services, Social Media, Sports and Technology) with at least 10 million average monthly unique digital visitors in the fourth quarter of 2017. From that set of entities, they then selected digital-native news outlets using the following criteria:

1. Must be “born on the web,” i.e. not the website of a legacy news brand (Note: may be owned by a legacy media company).
2. It is a publisher of original content about news, defined as current events affecting public life (can include both original reporting and commentary/analysis). Sites are judged by an assessment of the material appearing on their home page. A review of top stories on the home page must render some evidence of original reporting, such as interviews, eyewitness accounts or referral to source documents, by a dedicated reporter/editorial staff. Sites are also judged as news publishers if they self-describe as an organization that produces news, either in the subject headers/navigation bar and/or in their “about” or advertising section through usage of terms like “news,” “journalism,” “covering” or “informing.”
3. It is not entirely focused on reviews, advice, recipes or unedited raw data.
4. It is not primarily a user-generated or aggregated content platform (such as Medium, Reddit or Wikipedia). Branded content such as NBA.com was also excluded.

The following 35 entities were used for 2017:

12UP.COM
247SPORTS.COM
BGR.COM
BLEACHERREPORT.COM
BREITBART.COM
BUSINESSINSIDER.COM
BUSTLE.COM
BUZZFEED.COM
CNET.COM
DEADSPIN.COM
DIGITALTRENDS.COM
EATER.COM
ELITEDAILY.COM
GAMESPOT.COM
GIZMODO.COM
HUFFINGTONPOST.COM
IBTIMES.COM
IGN.COM
INVESTOPEDIA.COM
JEZEBEL.COM
MASHABLE.COM
MAXPREPS.COM
POLITICO.COM
QZ.COM
REFINERY29.COM
SBNATION.COM
SLATE.COM
THEDAILYBEAST.COM
THEVERGE.COM
THRILLIST.COM
TMZ.COM
TOPIX.NET
UPROXX.COM
UPWORTHY.COM
VOX.COM

A fresh cohort was chosen in each year using the criteria above. Audience information was calculated based on the cohort for that year to reflect the characteristics of the most popular digital-native sites at the time.

▼ 2016

The 36 sites in the 2016 cohort were:

247SPORTS.COM
BLEACHERREPORT.COM
BREITBART.COM
BUSINESSINSIDER.COM
BUSTLE.COM
BUZZFEED.COM
CNET.COM
DEADSPIN.COM
DIGITALTRENDS.COM
ELITEDAILY.COM
FIVETHIRTYEIGHT.COM
GIZMODO.COM
HELLOGIGGLES.COM
HOLLYWOODLIFE.COM
HUFFINGTONPOST.COM
IBTIMES.COM
IFLSCIENCE.COM
IGN.COM
IJR.COM
MASHABLE.COM
MIC.COM
OPPOSINGVIEWS.COM
POLITICO.COM
QZ.COM
RAWSTORY.COM
REFINERY29.COM
SBNATION.COM
SLATE.COM
THEDAILYBEAST.COM
THEVERGE.COM
THRILLIST.COM
TMZ.COM
TOPIX.COM
UPROXX.COM
UPWORTHY.COM
VOX.COM

▼ 2014/2015

The 2014 cohort was compiled based on 2015 data, so the entities are the same. The 40 sites in those cohorts were:

247SPORTS.COM
APLUS.COM
BLEACHERREPORT.COM
BREITBART.COM
BUSINESSINSIDER.COM
BUSTLE.COM
BUZZFEED.COM
CHEATSHEET.COM
CINEMABLEND.COM
CNET.COM
DAILYDOT.COM
DEADSPIN.COM
DIGITALTRENDS.COM
ELITEDAILY.COM
ENGADGET.COM
GIZMODO.COM
HELLOGIGGLES.COM
HOLLYWOODLIFE.COM
HUFFINGTONPOST.COM
IBTIMES.COM
IJREVIEW.COM
MASHABLE.COM
MIC.COM
OPPOSINGVIEWS.COM
QZ.COM
RARE.US
RAWSTORY.COM
REFINERY29.COM
SALON.COM
SBNATION.COM

SLATE.COM
THEBLAZE.COM
THEDAILYBEAST.COM
THEROOT.COM
THEVERGE.COM
THRILLIST.COM
TMZ.COM
UPROXX.COM
UPWORTHY.COM
VOX.COM

Analysis

For each website, minutes per visit and unique visitors for October–December of each year were acquired from the comScore Media Metrix database for Total Digital Population.

Comparisons year over year are between monthly averages of October–December data in each year.

For sites that didn't meet the reporting threshold for one month out of a quarter, we averaged across the two months for which we had data.

Digital-native news outlet audit

Researchers studied several outreach avenues that digital-native news outlets could take to engage with their audiences. For mobile apps, researchers searched the Google Play and iOS App Store for official apps from each outlet. For newsletters, researchers searched each outlet's site for a sign-up form. For Apple News, researchers searched the Apple News app for official channels for the outlet. For podcasts, researchers searched the iTunes podcast store for podcasts from the outlet and performed a search on each outlet's site. An outlet was determined to support comments if at least one of the first five stories on its homepage supported comments at the time of analysis. For social media outreach, researchers searched for official pages, accounts or channels for the outlet on each platform, as well as on the outlet's primary website.

Employment and wage data

Fact sheets released after May 31, 2018, include employment and wage trends based on data from the Bureau of Labor Statistics (BLS) Occupational Employment Statistics (https://www.bls.gov/oes/oes_emp.htm) (OES) survey. We use the OES data to estimate employment and median wages for four media-related occupations in five information-producing industries. The OES survey produces annual estimates of occupational employment and wage rates for full- and part-time wage and salary workers (excluding the self-employed) in nonfarm establishments.

The Center's analyses focus on five industries (https://www.census.gov/cgi-bin/sssd/naics/naicsrch?chart_code=51&search=2012%20NAICS%20Search): 1) newspaper publishers, 2) television broadcasting, 3) cable and other subscription programming, 4) radio broadcasting and 5) other information services, which is the best match for digital-native publishers. (See below for more information on this category.)

Within each industry, the number of newsroom employees is limited to four occupations (https://www.bls.gov/soc/2010/2010_major_groups.htm) associated with news production: 1) news analysts, reporters and correspondents; 2) editors; 3) photographers (e.g., photojournalists) and 4) television, video, and motion picture camera operators and editors (e.g., news videographers, television news video editors).¹ This allows a focus on newsroom staff rather than those on the business or distribution side, such as advertising sales agents, printing press operators and delivery truck drivers. (It does not allow for the inclusion of layout artists, designers or digital producers, as there are no occupation codes for employees doing this work specifically in the group of media and communication equipment workers (https://www.bls.gov/soc/2010/2010_major_groups.htm).

The OES survey (<https://www.bls.gov/oes/>) produces employment and wage estimates annually for over 800 occupations. National occupational estimates for specific industries are also available. The wage data presented are adjusted for inflation, using annual averages from the BLS Consumer Price Index Research Series (<https://www.bls.gov/cpi/research-series/home.htm>) (CPI-U-RS), with the latest year in the trend as the base year.

Using this single source of data allows for comparable employment estimates across the industry groups by standardizing the occupations included rather than relying on estimates that are either specific to certain sectors of the news media industry or are not produced on an annual basis.

Few other surveys produce estimates of newsroom employees, but the OES data closely tracks those sources that are available. When compared with the annual census of full-time newspaper journalists performed by the American Society of News Editors (http://asne.org/newsroom_diversitysurvey) (ASNE), the employment estimates from OES for the newspaper publishers industry are slightly higher – in part due to the inclusion of part-time employees in the OES data – but follow the same general trend.

(https://www.journalism.org/pj_2018-06-06_state-of-the-news-media-employment-and-wage-methodology_001/) The OES employment estimates for the television broadcasting industry also closely follow estimates of the number of local television station newsroom employees published by the Radio Television Digital News Association (https://www.rtdna.org/channel/staffing_profitability) (RTDNA).

No current, publicly available surveys provide comparable employment statistics for the cable, radio or digital news industries.

OES data, however, does naturally carry some limitations. For example, OES uses the federal government’s Standard Occupational Classification (https://www.bls.gov/soc/2010/2010_major_groups.htm) system, making the occupations for which they have wage data not quite as fine-grained or industry-specific as the salary data published by RTDNA, which uses a classification system tailored to include specific occupations in the television and radio industries, such as weathercaster, sports anchor or tape editor.

Additionally, OES uses the federal government’s North American Industry Classification System (<https://www.census.gov/eos/www/naics/>) (NAICS), which subsumes the category most closely corresponding to digital-native publishers – internet publishing and broadcasting and web search portals – under the broader other information services industry, and only allows the data to be broken out for this umbrella category.

We believe the estimates of this broader industry still reflect the employment and wage trends of digital-native publishing for two reasons. First, internet publishing and broadcasting and web search portals make up about three-quarters (78%) of the other information services industry, according to the 2017 Current Employment Statistics (<https://www.bls.gov/ces/>) survey. Second, it has represented 60% or more of the other information services industry since 2008.

However, the number of digital-native newsroom employees over time may be slightly elevated as they include newsroom employees from other categories in the broader other information sources industry, such as those from the news syndicates category. It also may include legacy news organizations that are now published exclusively on the web. Because of these limitations, and given that digital news is a rapidly-evolving industry, the most valuable information derived from these data are not annual employment and wage levels but trends over time.

Note that we show the employment data for the other information services industry starting from 2008. This is because OES switched from the 2002 NAICS to the 2007 NAICS beginning with the May 2008 estimates, and the other information services industry is defined differently under the two systems. Data for the newspaper, radio, television and cable industries were not similarly affected. Additionally, OES may withhold from publication employment and wage data for some occupations due to, for example, failure to meet Bureau of Labor Statistics quality standards or the need to protect the confidentiality of survey respondents. Gaps in the trend data we present reflect these limitations in the OES data.

The OES survey (<https://www.bls.gov/news.release/ocwage.tn.htm>) produces annual estimates by combining six panels of data collected over a three-year period. Every year, two new panels of data are added, and the two oldest panels are dropped, resulting in a moving average staffing pattern. The three years of employment data are benchmarked to represent the total employment for the reference period. Because annual estimates from overlapping three-year periods are based on nearly the same data, it is difficult to make conclusive year-to-year comparisons. Comparisons are best made between non-overlapping periods. OES data are not designed for making comparisons through time, and such comparisons should be interpreted with caution.

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Comparison of OES and ASNE newspaper employment data

Year	OES		ASNE	
	Employees	Percent change	Employees	Percent change
2004	71,640	–	54,200	–
2005	72,600	+1.3	54,100	-0.2
2006	74,410	+2.5	53,600	-0.9
2007	73,810	-0.8	55,000	+2.6
2008	71,070	-3.7	52,600	-4.4
2009	60,770	-14.5	46,700	-11.2
2010	55,260	-9.1	41,500	-11.1
2011	54,050	-2.2	41,600	+0.2
2012	51,430	-4.8	40,600	-2.4
2013	48,920	-4.9	38,000	-6.4
2014	46,310	-5.3	36,700	-3.4
2015	44,120	-4.7	32,900	-10.4

Note: The American Society of News Editors (ASNE) Newsroom Employment Census was discontinued in 2016.
Source: Bureau of Labor Statistics Occupational Employment Statistics, 2004 to 2015; American Society of News Editors, 2004 to 2015.

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Comparison of OES and RTDNA television newsroom employment data

Year	OES		RTDNA	
	Employees	Percent change	Employees	Percent change
2010	28,640	–	26,522	–
2011	28,050	-2.1	27,653	+4.3
2012	27,830	-0.8	27,605	-0.2
2013	25,650	-7.8	27,300	-1.1
2014	26,300	+2.5	27,600	+1.1
2015	28,430	+8.1	27,870	+1.0
2016	28,190	-0.8	27,600	-1.0
2017	28,900	+2.5	27,100	-1.8

Source: Bureau of Labor Statistics Occupational Employment Statistics, 2010 to 2017; Radio Television Digital News Association, 2010 to 2017.

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communication support.

1. In applying this group of occupations across different sectors of the news media, we make the assumption that this fourth category – television, video and motion picture camera operators and editors – includes people working as web video producers for websites and other digital products of newspapers or radio broadcasters. ↗



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