The goal of the survey is to gain insight into shifts in the field of business journalism and promote the benefits of a business journalism career to college and high school students.

The median salary for reporters is up by $12,056 from the 2022 survey likely due to a majority of respondents (69.3%) indicating that their salaries had increased over the past year. The median annual base salary for all positions was $84,615.

**A CAREER PATH FOR YOUNG REPORTERS**

Just over a quarter of respondents in our survey (28%) were under the age of 30 and reported a median salary of $64,705 - a salary that is in the upper range of entry-level journalism positions, indicating business journalism as a good field for recent graduates to enter.

Not only are business journalists under 30 more likely to be female than older generations, they are also more likely to be from diverse racial backgrounds. While an overwhelming majority of respondents who provided their race in the overall survey were White - 81.3% - for the journalists who were under the age of 30, only 64.4% selected White as their sole race/ethnicity.

**WHAT'S YOUR BEAT?**

Business journalists reported covering an array of beats that can appeal to a range of journalism graduates.