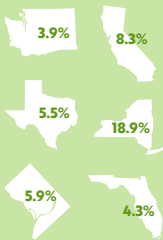


BUSINESS JOURNALIST SALARY SURVEY 2023

RESPONDENTS WERE FROM A RANGE OF STATES AND PUBLICATIONS



Journalists from 35 states responded to the survey. Almost half (46.8%) work in six states - NY, CA, TX, DC, FL, WA.

The majority of respondents work in print or digital media outlets with almost a third from the 42 Business Journals (24.9%), regional/local publications (31.6%) and global/national publications (30.7%). The rest work for a trade, magazine, newsletter or other publication.

PUBLICATION
GLOBAL/NATIONAL
REGIONAL/LOCAL
BUSINESS JOURNALS
OTHER

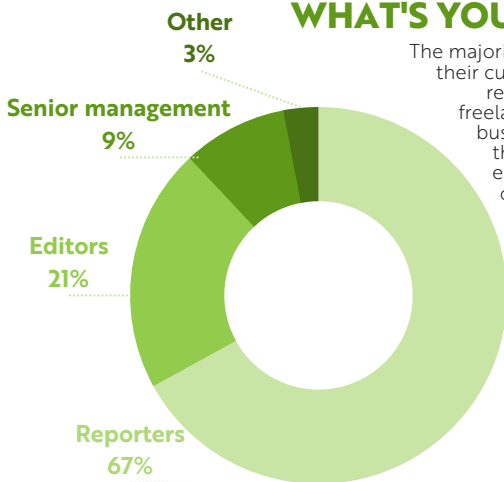
15.4% FROM 2022

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.

REPORTERS
MEDIAN SALARY
\$78,260

WHAT'S YOUR POSITION?



The majority of respondents stated their current position as either a reporter/correspondent or freelancer covering a range of business topics. Almost one third of respondents were either editors, supervisors, or in senior management positions. The median annual base salary for all positions was \$84,615, with editors and managers reporting a median of \$108,333.

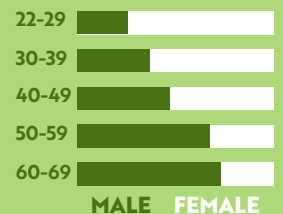
254
RESPONDENTS

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.

DISTRIBUTION OF RACE AND GENDER



30 AND OVER

UNDER 30

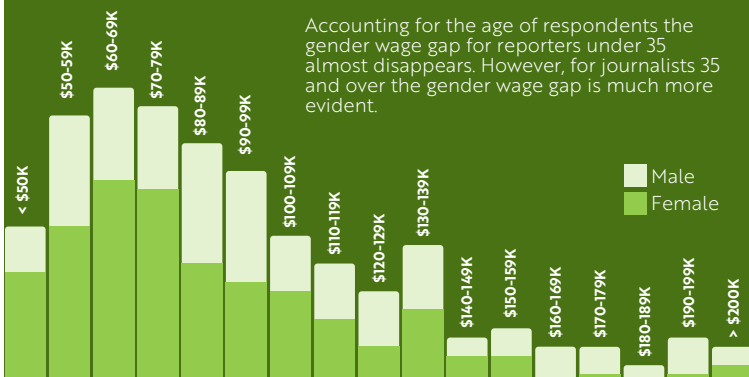
White Non-white

Distribution of salary among all respondents

The median salary among all business journalism professions was \$84,615, with managers and editors reporting a median salary of \$108,333. Female journalists reported a median salary \$15,477 less than their male colleagues.

A closer look suggests a portion of this wage gap could be explained by a difference in experience and age from survey respondents. Female respondents were on average 8.7 years younger than male respondents and reported 6.4 fewer average years as a business journalist.

Accounting for the age of respondents the gender wage gap for reporters under 35 almost disappears. However, for journalists 35 and over the gender wage gap is much more evident.



WHAT'S YOUR BEAT?

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

