

441 G St. N.W.  
Washington, DC 20548

## Accessible Version

September 21, 2021

Congressional Requesters

### **Workforce Diversity: Analysis of Federal Data Shows Hispanics Are Underrepresented in the Media Industry**

The media industry plays an important role in educating and entertaining the public, from producing movies and television programming to publishing books and providing news coverage.<sup>1</sup> As discussed in the 2020 House hearing on the Representation of People of Color in the Media, the media often serves as a means by which Americans are exposed to ideas and a representation of life different from their own.<sup>2</sup> Concerns have been raised in Congress that inadequate representation of people of color in the media can reinforce negative images of particular racial and ethnic groups. Additionally, we have recently reported that lower representation of people of color may indicate barriers to equal opportunities in the workforce.<sup>3</sup>

As the U.S. population has become more diverse, many media companies have come to recognize the importance of employing a diverse workforce and reflecting diverse perspectives on screen and in print. However, news reports, studies, and policymakers have raised ongoing questions about racial and ethnic diversity in the media industry, including for Hispanic workers.<sup>4</sup>

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<sup>1</sup>There is no common definition of the media industry. To determine which industry subsectors to include, we reviewed the approaches other federal agencies have used to report on the media industry workforce. We included the following North American Industry Classification System (NAICS) categories in our analyses because they cover the film, television, and publishing industries: Newspaper, Periodical, Book, and Directory Publishers (5111), Motion Picture and Video Industries (5121), Sound Recording Industries (5122), Radio and Television Broadcasting (5151), Cable and Other Subscription Programming (5152), and Other Information Services (5191). We did not include subsectors that provide the technology and infrastructure to communicate media content. Specifically, we did not include software publishing (5112), telecommunications (5173, 5174, 5179), or data processing (5182) in our definition of the media industry. However, GAO previously reported on workforce diversity in the technology sector, which included these subsectors. See GAO, *Diversity in the Technology Sector: Federal Agencies Could Improve Oversight of Equal Employment Opportunity Requirements*, [GAO-18-69](#) (Washington, D.C.: Nov. 16, 2017).

<sup>2</sup>*Diversity in America: The Representation of People of Color in the Media: Hearing Before the H. Comm. on the Judiciary*, 116th Cong. (2020).

<sup>3</sup>GAO, *State Department: Additional Steps Are Needed to Identify Potential Barriers to Diversity*, [GAO-20-237](#) (Washington, D.C.: Jan. 27, 2020).

<sup>4</sup>The federal data sources we cite in this report use the term “Hispanic or Latino” in their data collection, which refers to a person of Cuban, Mexican, Puerto Rican, South or Central American, or other Spanish culture or origin regardless of race. While there is no consensus on a preferred term to describe this population, we use the term Hispanic for the purposes of this report. According to a Pew survey of about 3,000 U.S. adults who identify as Hispanic or Latino, conducted in December 2019, a majority said they prefer the term Hispanic to describe the Hispanic or Latino population in the U.S. See Pew Research Center, *About One-in-Four U.S. Hispanics Have Heard*

For example, a study of 1,300 popular movies from 2007-2019 found that about 5 percent of all speaking characters on screen and 4 percent of directors were Hispanic.<sup>5</sup> In 2019, Hispanics represented an estimated 18 percent of the U.S. population, according to our analysis of American Community Survey (ACS) data from the U.S. Census Bureau.

You asked us to review the number of Hispanics working in the media industry, including in the film, television, and publishing subsectors, and in which occupations they worked, from entry-level to executive-level positions. This report describes representation of Hispanics in the media industry and in specific media occupations. We are currently conducting a broader review of Hispanic employment in the media and expect to issue a report on the results of that work in spring 2022.

To describe representation of Hispanics within the media industry, we analyzed workforce data from the annual American Community Survey (ACS) Public Use Microdata Sample (PUMS) from the Census Bureau and from the U.S. Equal Employment Opportunity Commission's (EEOC) annual Employer Information Reports (EEO-1).<sup>6</sup> We analyzed ACS's 1-year PUMS data from 2014–2019 and EEOC data from 2014–2018, the most recent data available, respectively.<sup>7</sup> We present occupation data in two different ways. First, we present the estimated percentage of Hispanics in specific media occupations using pooled 2018 and 2019 ACS data. Secondly, we present the percentage of Hispanics in 10 job categories used in the EEO-1 report in the 2018 EEOC data, which are broader categories that cover media and non-media occupations from entry-level to management-level positions. See enclosure I for more details on the data sources used for our analysis. We assessed the reliability of the data by (1) reviewing relevant Census Bureau and EEOC documentation, (2) collecting information from officials knowledgeable about the data, and (3) conducting electronic testing of the data. We determined that the data were sufficiently reliable for our purposes.

We conducted this performance audit from June 2021 to September 2021 in accordance with generally accepted government auditing standards. Those standards require that we plan and perform the audit to obtain sufficient, appropriate evidence to provide a reasonable basis for our findings and conclusions based on our audit objectives. We believe that the evidence obtained provides a reasonable basis for our findings and conclusions based on our audit objectives.

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*of Latinx, but Just 3% Use It* (Washington, D.C.: August 2020). Latinx is a term used to describe people of Latin American descent which is a gender-neutral or nonbinary alternative to Latino or Latina.

<sup>5</sup>S.L. Smith, M. Choueiti, and K. Pieper, *Inequality in 1,300 Popular Films: Examining Portrayals of Gender, Race/Ethnicity, LGBTQ & Disability from 2007 to 2019* (Los Angeles, Calif.: University of Southern California Annenberg School for Communication and Journalism, September 2020). Included in the study's sample were the 100 top-grossing fictional films in the U.S. each year across the 2007-2019 timeframe. Independent human coders analyzed the films to identify speaking characters, defined as independent characters that spoke one or more words in any language or were referred to by name. Human coders assessed the apparent race and ethnicity of 3,891 independent speaking characters across the sample of films. The study also found that a total of 53 of 1,447 directors were Hispanic across the sample of films. Findings from this study are not generalizable to characters or directors in films outside the study's sample.

<sup>6</sup>The North American Industry Classification System (NAICS) and Census' Industry and Occupation Classification System changed in 2017. GAO used the Census Bureau's supplemental tables to crosswalk the changes across different years. For ACS estimates in this report, we determined that differences between estimates were statistically significant if the confidence intervals at the 95 percent level did not overlap. The 95 percent confidence intervals are estimated using successive difference replicate (SDR) weights.

<sup>7</sup>For our analysis of ACS data, we included individuals identified as civilian employed and excluded individuals in the Armed Forces and those identified as unemployed or not in the labor force.

Analysis of Federal Data Shows Hispanics Are Underrepresented in the Media Industry, and Representation Varied by Occupation

**Hispanics Made Up 12 Percent of the Media Workforce in 2019, Compared to 18 Percent in the Rest of the Workforce**

The media industry had a lower percentage of Hispanic workers than the percentage for all other industries combined in 2019, according to the most recent data from the Census Bureau's ACS. Specifically, Hispanics made up an estimated 12 percent of workers in the media industry compared to an estimated 18 percent of workers in the rest of the workforce (workers in all industries outside of the media industry combined).<sup>8</sup> See enclosure II for estimates covering all of the race/ethnicity categories.

Our analysis of ACS data shows little increase in the overall representation of Hispanics in the media industry in recent years. Hispanic representation in the media industry remained at an estimated 11 to 12 percent of the media industry workforce from 2014-2019, while Hispanics comprised 16 to 18 percent of workers in all other industries combined over the same time period (see fig. 1).<sup>9</sup> Similarly, media company reports to EEOC stated Hispanic representation in their workforce remained at 10 percent from 2014-2018, the most recent years of EEOC data available.<sup>10</sup>

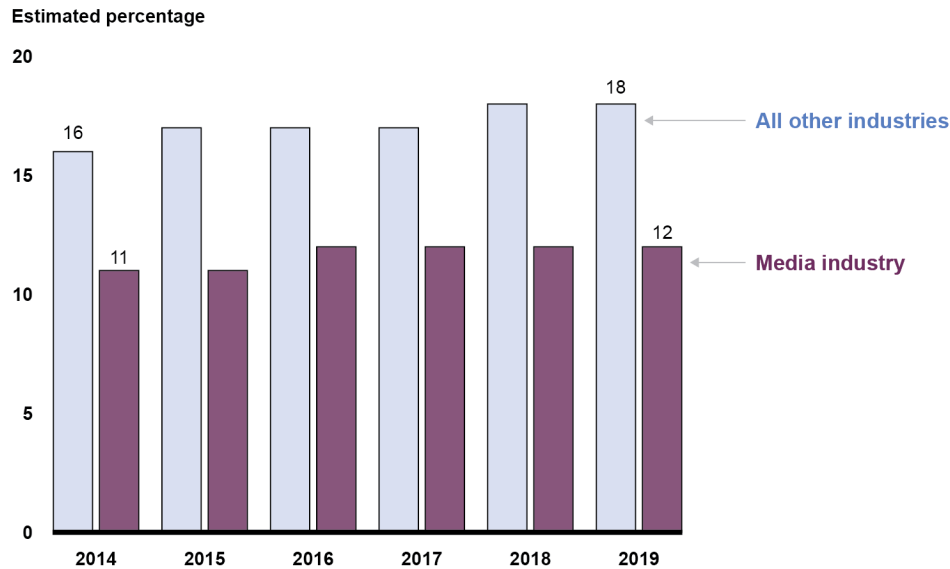
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<sup>8</sup>The 12 percent estimate is statistically different from the 18 percent estimate at the 95 percent confidence interval. In our analysis, the percentage of Hispanic workers in "all other industries" is the sum of the estimated number of Hispanic workers in all industries outside of the media industry (non-media industries) divided by the total estimated number of workers in the non-media industries.

<sup>9</sup>See enclosure III for additional information on the places of origin and the race categories that Hispanic workers in the media industry selected on the American Community Survey.

<sup>10</sup>EEOC collects data from larger employers, whereas the Census Bureau's American Community Survey captures data on workers regardless of the size of their employer. EEOC data includes employers who have at least 100 employees and federal contractors who have at least 50 employees.

**Figure 1: Estimated Percentage of Workers in the Media Industry and All Other Industries Who Are Hispanic, 2014-2019**



Source: GAO analysis of American Community Survey (ACS) data from the U.S. Census Bureau. | GAO-21-105322

**Accessible Data Table for Figure 1**

	<b>All other industries (Estimated percentage)</b>	<b>Media industry (Estimated percentage)</b>
2014	16	11
2015	17	11
2016	17	12
2017	17	12
2018	18	12
2019	18	12

Notes: Estimates in this figure have a margin of error of less than  $\pm 1$  percentage point at the 95 percent confidence level. In our analysis, the percentage of Hispanic workers in “all other industries” is the sum of the estimated number of Hispanic workers in all industries outside of the media industry (non-media industries) divided by the total estimated number of workers in the non-media industries.

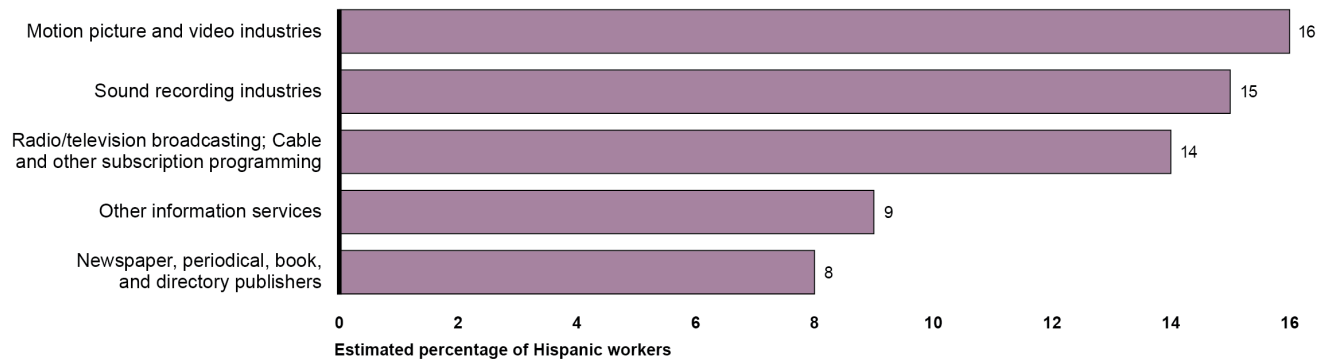
The media industry includes companies classified under the following North American Industry Classification System (NAICS) codes: Newspaper, Periodical, Book, and Directory Publishers (5111), Motion Picture and Video Industries (5121), Sound Recording Industries (5122), Radio and Television Broadcasting (5151), Cable and Other Subscription Programming (5152), and Other Information Services (5191).

Hispanic representation varied across the different subsectors of the media industry, according to our analysis of ACS data (see fig. 2).<sup>11</sup> In 2019, the estimated percentage of Hispanic

<sup>11</sup>In the ACS, individuals are asked what kind of industry they work in and the Census Bureau uses North American Industry Classification System (NAICS) codes to document the industry. Our definition of the media industry included subsectors of the NAICS Information Services sector (NAICS 51), which is detailed in the NAICS 2017 manual. Specifically, our definition of the media industry includes the following NAICS industry subsectors: Newspaper, Periodical, Book, and Directory Publishers (5111), Motion Picture and Video Industries (5121), Sound Recording Industries (5122), Radio and Television Broadcasting (5151), Cable and Other Subscription Programming (5152), and Other Information Services (5191). Individuals are separately asked questions about the type of occupation they have in the ACS. Those with media occupations could work in any of the media industry subsectors or outside of the media industry.

workers ranged from 8 percent for the newspaper, periodical, book, and directory publishers subsector to 16 percent for the motion picture and video industry subsector.<sup>12</sup>

**Figure 2: Estimated Percentage of Hispanic Workers by Media Industry Subsector, 2019**



Source: GAO analysis of American Community Survey (ACS) data from the U.S. Census Bureau. | GAO-21-105322

**Accessible Data Table for Figure 2**

	Estimated percentage of Hispanic workers
Motion picture and video industries	16
Sound recording industries	15
Radio/television broadcasting; Cable and other subscription programming	14
Other information services	9
Newspaper, periodical, book, and directory publishers	8

Notes: The 95 percent confidence interval for the 16 percent estimate for the Motion Picture and Video Industries is 14.6 to 17.2. The 95 percent confidence interval for the 15 percent estimate for the Sound Recording Industries is 11.4 to 19.9. The 95 percent confidence interval for the 14 percent estimate for the Radio and Television Broadcasting and Cable and Other Subscription Programming industries is 13.1 to 15.9. The 95 percent confidence interval for the 9 percent estimate for Other Information Services is 7.8 to 9.8. The 95 percent confidence interval for the 8 percent estimate for the Newspaper, Periodical, Book, and Directory Publishers is 7.0 to 9.5.

Since these estimates are derived from a probability procedure based on random selections, the sample is only one of a large number of samples that could have been drawn. Since each sample could have provided different estimates, we express our confidence in the precision of our particular sample's results as a 95 percent confidence interval. This is the interval that would contain the actual population value for 95 percent of the samples we could have drawn.

The media industry includes companies classified under the following North American Industry Classification System (NAICS) codes: Newspaper, Periodical, Book, and Directory Publishers (5111), Motion Picture and Video Industries (5121), Sound Recording Industries (5122), Radio and Television Broadcasting (5151), Cable and Other Subscription Programming (5152), and Other Information Services (5191). Examples of other information services include news syndicates and exclusively Internet publishing and/or broadcasting.

<sup>12</sup>The difference between these estimates was statistically significant at the 95 percent confidence level.

## Hispanic Representation in the Media Industry Varied by Occupation

Hispanic representation varied for some media occupations, according to our analysis of the two most recent years of ACS data.<sup>13</sup> We analyzed ACS data on the race/ethnicity of workers in 13 media occupations and found, on average, about 11 percent of these workers were Hispanic.<sup>14</sup> The estimated percentage of Hispanic workers in specific media occupations ranged from 7 percent for editors to 16 percent for music directors and composers (see fig 3).<sup>15</sup> In addition, an estimated 11 percent of news analysts, reporters, and journalists were Hispanic.<sup>16</sup>

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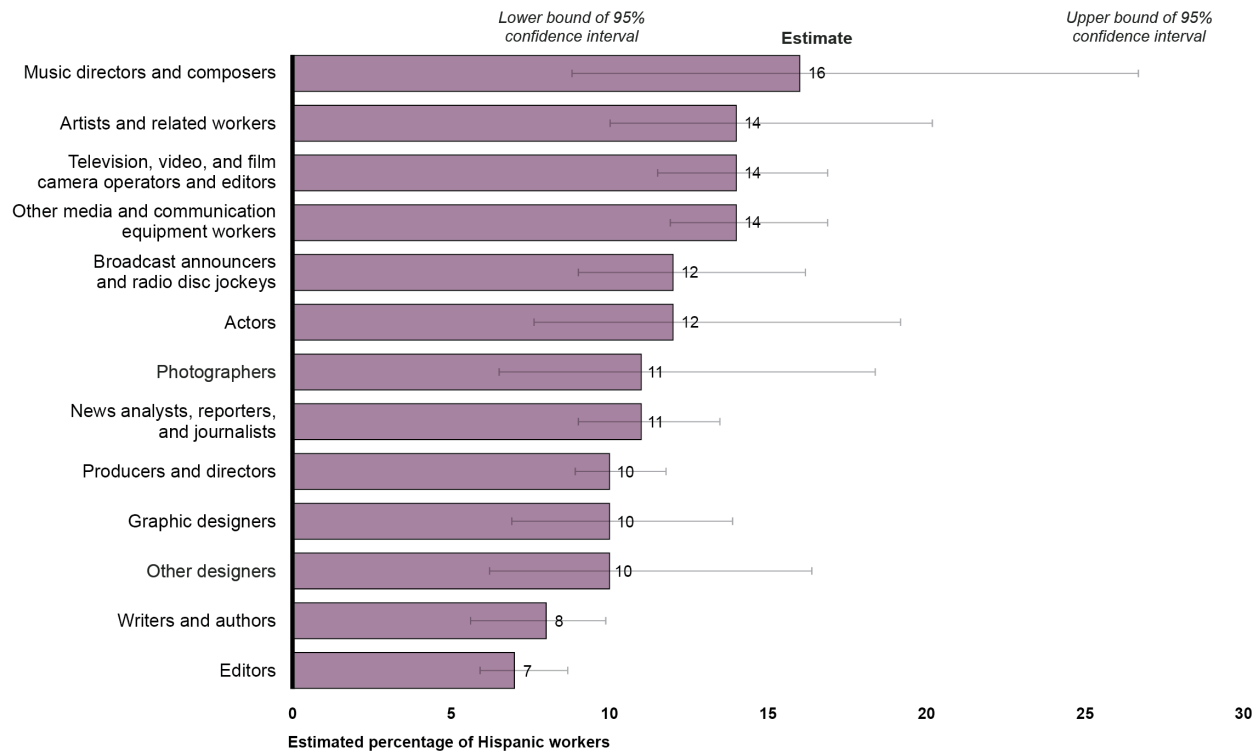
<sup>13</sup>We estimated the pooled average percent of Hispanic representation from ACS 1-year Public Use Microdata Sample (PUMS) data for 2018 and 2019 in this analysis to improve the precision of our estimates. Our analysis of ACS data on the race/ethnicity of workers in specific occupations focused on occupations that are specifically related to producing media content, and not on other types of jobs individuals may hold when working for companies in the media industry, such as accountants, computer specialists, or janitors, for example. We defined media occupations as the entertainment occupations that were held by at least 0.5 percent of workers in the media industry, according to 2019 ACS data. See figure 3 or enclosure I for the list of media occupations.

<sup>14</sup>The 95 percent confidence interval for the 11 percent estimate for the percentage of workers in media occupations that are Hispanic is 10.0 to 11.5.

<sup>15</sup>The 95 percent confidence interval for the 7 percent estimate for editors is 5.9 to 8.7. The 95 percent confidence interval for the 16 percent estimate for music directors and composers is 8.8 to 26.7.

<sup>16</sup>The 95 percent confidence interval for the 11 percent estimate for news analysts, reporters, and journalists is 9.0 to 13.5.

**Figure 3: Estimated Percentage of Hispanic Workers in the Media Industry by Media Occupation, 2018 and 2019 Combined**



Source: GAO analysis of American Community Survey (ACS) data from the U.S. Census Bureau. | GAO-21-105322

**Accessible Data Table for Figure 3**

Media Occupation	Estimated percentage of Hispanic workers	Lower bound of 95% confidence interval	Upper bound of 95% confidence interval
Music directors and composers	16.0	8.8	26.7
Artists and related workers	14.0	10	20.2
Television, video, and film camera operators and editors	14.0	11.5	16.9
Other media and communication equipment workers	14.0	11.9	16.9
Broadcast announcers and radio disc jockeys	12.0	9	16.2
Actors	12.0	7.6	19.2
Photographers	11.0	6.5	18.4
News analysts, reporters, and journalists	11.0	9	13.5
Producers and directors	10.0	8.9	11.8
Graphic designers	10.0	6.9	13.9
Other designers	10.0	6.2	16.4
Writers and authors	8.0	5.6	9.9

	<b>Estimated percentage of Hispanic workers</b>	<b>Lower bound of 95% confidence interval</b>	<b>Upper bound of 95% confidence interval</b>
Editors	7.0	5.9	8.7

Notes: Since these estimates are derived from a probability procedure based on random selections, the sample is only one of a large number of samples that could have been drawn. Since each sample could have provided different estimates, we express our confidence in the precision of our particular sample's results as a 95 percent confidence interval. This is the interval that would contain the actual population value for 95 percent of the samples we could have drawn. The estimates are the pooled average percent of Hispanic representation from 2018 and 2019 ACS 1-year Public Use Microdata Sample (PUMS) data. The 95 percent confidence intervals are estimated using successive difference replicate (SDR) weights.

The media industry includes companies classified under the following North American Industry Classification System (NAICS) codes: Newspaper, Periodical, Book, and Directory Publishers (5111); Motion Picture and Video Industries (5121); Sound Recording Industries (5122); Radio and Television Broadcasting (5151); Cable and Other Subscription Programming (5152); and Other Information Services (5191).

EEOC provides a different breakout of occupations that further informs the racial and ethnic makeup of the industry. Specifically, the EEO-1 report collects data on the number of workers in 10 job categories, each of which includes many occupations. EEOC data collected from media companies showed that Hispanic representation in the media industry varied by EEO-1 job category in 2018, with service jobs having the largest percentage of Hispanic workers and management having among the lowest Hispanic representation (see table 1).

**Table 1: Percentage of Workers in the Media Industry Who Are Hispanic, by EEOC Job Category, as Stated in Media Companies' Employer Information Reports (EEO-1), 2018**

<b>Job Category</b>	<b>Summary Description</b>	<b>Percentage of Workers Who Are Hispanic</b>
Senior and Executive Management	Individuals who plan, direct and formulate policies, set strategy, and provide the overall direction of enterprises/organizations. Includes chief executive officers (CEO) and those individuals within two reporting levels of the CEO.	4
First and Mid-level Management	Individuals who serve as managers, other than those who serve in Senior and Executive Management.	7
Professionals	Most jobs in this category require bachelor and graduate degrees, and/or professional certification. Examples of media occupations in this category include actors, producers, directors, broadcast announcers, writers, reporters, editors, and camera operators.	8
Technicians	Jobs in this category include activities that require applied scientific skills, usually obtained by post-secondary education/training of varying lengths, depending on the particular occupation. Examples of media occupations in this category include broadcast and sound engineering technicians.	13
Sales Workers	These jobs include non-managerial activities that primarily involve direct sales, such as advertising sales agents.	8
Administrative Support Workers	These jobs involve non-managerial tasks providing administrative and support assistance, primarily in office settings.	12
Craft Workers	Jobs in this category include higher skilled occupations, such as carpenters and electricians.	13
Operatives	Most jobs in this category include intermediate skilled occupations and include workers who operate machines or equipment, such as printing press operators and truck drivers.	13
Laborers	Jobs in this category include workers with more limited skills who require only brief training to perform tasks. Examples include landscaping workers and construction laborers.	13
Service Workers	Jobs in this category include food service, cleaning service, personal service, and protective service activities.	22
<b>Total (all job categories)</b>		<b>10</b>



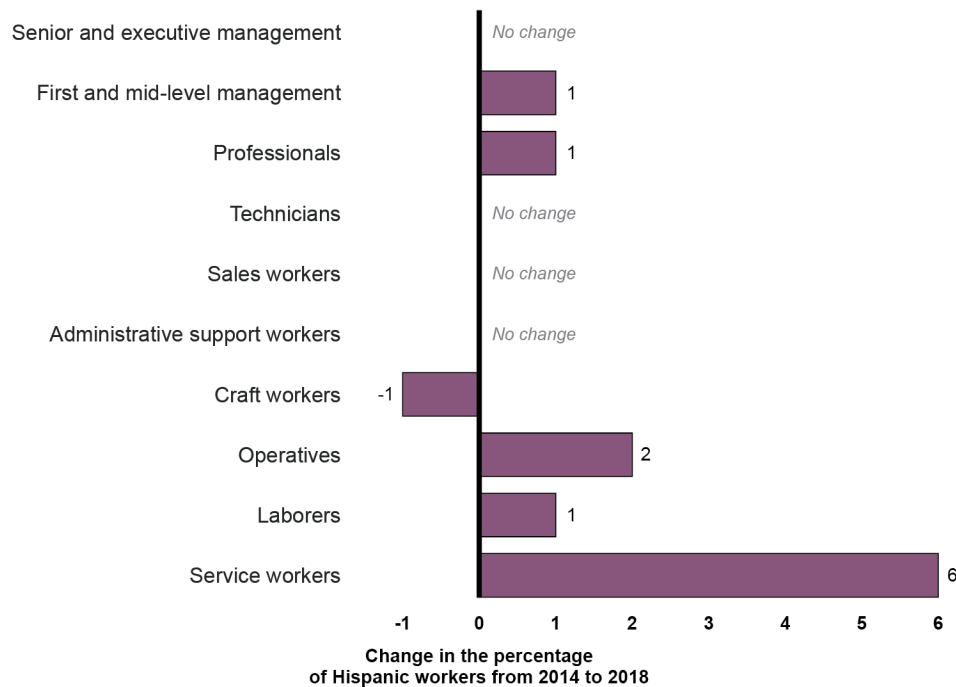
Notes: These data reflect information about full- and part-time employees reported by EEO-1 filers during a workforce snapshot period chosen by the employer from the fourth quarter of the calendar year. EEO-1 filers include private firms with 100 or more employees, and certain federal contractors and financial institutions with 50 or more employees. Temporary employees are not included in these data. Therefore, our counts do not include the races or ethnicities of those individuals who, for example, are freelance workers. This may affect our analysis if this particular workforce is skewed for certain racial or ethnic groups.

For our analysis, we created the "Other" category, which combined the American Indian or Alaska Native, Native Hawaiian or Other Pacific Islander category with the Two or More Races category. While the EEO-1 report contains a category for "Two or More Races," employers cannot report a worker in more than one race/ethnicity category. Moreover, an employee who identifies both as Hispanic and by another race/ethnicity must be reported as Hispanic and not by their other identified race/ethnicity.

The media industry includes companies classified under the following North American Industry Classification System (NAICS) codes: Newspaper, Periodical, Book, and Directory Publishers (5111), Motion Picture and Video Industries (5121), Sound Recording Industries (5122), Radio and Television Broadcasting (5151), Cable and Other Subscription Programming (5152), and Other Information Services (5191).

Hispanic representation in the various EEO-1 job categories remained relatively unchanged in the media industry from 2014 to 2018, with the exception of the service worker category, in which the percentage of Hispanic workers increased 6 percentage points, from 16 percent in 2014 to 22 percent in 2018. For four of the 10 job categories, there was no change; for the remaining five job categories, changes ranged from 1 to 2 percentage points (see fig. 4).

**Figure 4: Change in the Percentage of Hispanic Workers in the Media Industry by EEOC Job Category from 2014 to 2018, as Stated in Media Companies’ Employer Information Reports (EEO-1)**



Source: GAO analysis of U.S. Equal Employment Opportunity Commission, Employer Information Report data. | GAO-21-105322

**Accessible Data Table for Figure 4**

	<b>Change in the percentage of Hispanic workers from 2014 to 2018</b>
Senior and executive management	No change
First and mid-level management	1
Professionals	1
Technicians	No change
Sales workers	No change
Administrative support workers	No change
Craft workers	-1
Operatives	2
Laborers	1
Service workers	6

Notes: These data reflect information about full- and part-time employees reported by EEO-1 filers during a workforce snapshot period chosen by the employer from the fourth quarter of the calendar year. EEO-1 filers include private firms with 100 or more employees, and certain federal contractors and financial institutions with 50 or more employees. Temporary employees are not included in these data. Therefore, our counts do not include the races or ethnicities of those individuals who, for example, are freelance workers. This may affect our analysis if this particular workforce is skewed for certain racial or ethnic groups. For three of these job categories—technicians, office and clerical workers, and craft workers—there was not a consistent trend over this period. Specifically, the percentage of Hispanic workers in these categories increased slightly and then declined. Service workers include food service, cleaning service, personal service, and protective service positions. Operatives are workers who operate machines or equipment. The media industry includes companies classified under the following North American Industry Classification System (NAICS) codes: Newspaper, Periodical, Book, and Directory Publishers (5111), Motion Picture and Video Industries (5121), Sound Recording Industries (5122), Radio and Television Broadcasting (5151), Cable and Other Subscription Programming (5152), and Other Information Services (5191).

For our ongoing review, we will expand our analysis to include, for example, representation of women in the media industry by race and ethnicity, including by occupation. We are also in the process of identifying and evaluating what steps large media companies have taken to increase their workforce diversity, and how federal agencies are promoting diversity in the media industry.

Agency Comments

We provided a draft of this report to EEOC and the Department of Commerce, which includes the Census Bureau, for review and comment. EEOC provided technical comments, which we incorporated as appropriate. The Census Bureau informed us that they had no comments on the draft report.

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We are sending copies of this report to the appropriate congressional committees, the Chair of EEOC, the Secretary of Commerce, and other interested parties. In addition, the report will be available at no charge on the GAO website at <https://www.gao.gov>. If you or your staff have any questions about this report, please contact me at 202-512-7215 or [locked@gao.gov](mailto:locked@gao.gov). Contact points for our Offices of Congressional Relations and Public Affairs may be found on the last page of this report. GAO staff who made key contributions to this report include Rebecca Woiwode (Assistant Director), Cathy Roark (Analyst in Charge), Susan Aschoff, James Bennett, Caitlin Cusati, Gustavo O. Fernandez, Joel Marus, Moon Parks, David Perkins, James Rebbe, and Manuel Valverde. Other contributors include Amber Yancey-Carroll, Anjalique Lawrence, Kate Lenane, Zina Merritt, Carl Nadler, Amrita Sen, Almeta Spencer, Gloria Taylor, Andrew Von Ah, Betty Ward-Zukerman, and Charles Young.

Sincerely yours,



Dawn Locke, Acting Director  
Education, Workforce, and Income Security Issues

Enclosures – 4

*List of Requesters*

The Honorable Carolyn B. Maloney  
Chairwoman  
Committee on Oversight and Reform  
House of Representatives  
The Honorable Tony Cárdenas  
House of Representatives  
The Honorable Joaquin Castro  
House of Representatives  
The Honorable Jimmy Gomez  
House of Representatives  
The Honorable Juan Vargas  
House of Representatives  
The Honorable Nydia M. Velázquez  
House of Representatives

**Enclosure I: Description of Federal Data Sources Used in Our Review**

American Community Survey (ACS) Public Use Microdata Sample (PUMS) Data

The ACS is a national survey administered by the U.S. Census Bureau that annually collects information from a random sample of about 3.5 million households.<sup>17</sup> The survey includes questions about the respondent’s employment. Specifically, the individual completing the survey is asked if they work in the private sector, government, or are self-employed; the name of their employer; the kind of business or industry the employer is in; their main occupation; and their most important work activities or duties. If they work in multiple jobs, they are asked to report on the one with the most hours worked. According to Census Bureau documentation, response to the survey is required by law because it is part of the decennial census.

To determine the extent to which Hispanics are represented in the media industry, we analyzed ACS’s 1-year PUMS data on the race and ethnicity of workers within and outside the media industry from 2014 through 2019, the most recent year of data available at the time of our review.

We also analyzed data on workers in media occupations within the media industry. We defined media occupations as those that comprised at least 0.5 percent of the occupations held by workers in the media industry based on 2019 ACS data.<sup>18</sup> This covers about 28 percent of the workforce in the media industry using Census occupation codes. See table 2 for the list of media occupations we used in our analyses.

**Table 2: 2019 U.S. Census Occupation Codes for GAO-Selected Media Occupations**

<b>Media Occupation</b>	<b>Census Occupation Code</b>
Artists and Related Workers	2600
Graphic Designers	2634
Other Designers	2640
Producers and Directors	2710

<sup>17</sup>According to the U.S. Department of Commerce, the ACS is conducted under the authority of 13 U.S.C. §§ 141 and 193.

<sup>18</sup>The media industry includes the following North American Industry Classification System (NAICS) categories: Newspaper, Periodical, Book, and Directory Publishers (5111), Motion Picture and Video Industries (5121), Sound Recording Industries (5122), Radio and Television Broadcasting (5151), Cable and Other Subscription Programming (5152), and Other Information Services (5191).

<b>Media Occupation</b>	<b>Census Occupation Code</b>
Music Directors and Composers	2751
Broadcast Announcers and Radio Disc Jockeys	2805
News Analysts, Reporters, and Journalists	2810
Editors	2830
Writers and Authors	2850
Other Media and Communication Equipment Workers	2905
Photographers	2910
Television, Video, and Film Camera Operators and Editors	2920
Actors	2700

Source: GAO analysis of American Community Survey data documentation from the U.S. Census Bureau. | GAO-21-105322

To develop our estimates, we used the ACS “person weight” variable, which is a factor applied to the sample characteristics to calculate estimates of the population characteristics. All percentage estimates presented from the ACS data are statistically significant at the 95 percent confidence interval.

For the race and ethnicity categories using ACS data in this report, we included only non-Hispanics for the White, Black, Asian, and Other categories. The Hispanic category incorporated Hispanics of all races. Our analysis included American Indian or Alaska Native, Native Hawaiian or Other Pacific Islander, and Some Other Race, in the category reported as “Other.” We created this category because these groups made up a small percentage of workers reported by employers.

#### Employer Information Report (EEO-1) Data

To determine the extent to which Hispanics are represented in companies within the media industry, we analyzed data from the U.S. Equal Employment Opportunity Commission’s (EEOC) Employer Information Reports (EEO-1) for the years 2014 through 2018, the most recent year of data available at the time of our review.

The EEO-1 report requires certain employers<sup>19</sup> to report the number of employees by sex, race/ethnicity, and job category. EEOC’s seven race/ethnicity categories include:

- Hispanic or Latino
- White (Not Hispanic or Latino)
- Black or African American (Not Hispanic or Latino)
- Native Hawaiian or Other Pacific Islander (Not Hispanic or Latino)
- Asian (Not Hispanic or Latino)
- American Indian or Alaska Native (Not Hispanic or Latino)
- Two or More Races (Not Hispanic or Latino)

In our reporting, we created an “Other” category, which combined American Indian or Alaska Native, Native Hawaiian or Other Pacific Islander, and Two or More Races. We created this category because these groups made up a small percentage of workers reported by employers.

<sup>19</sup>EEO-1 refers to EEO-1 Component 1 report, which EEOC uses to collect employee demographic data from employers. Private employers subject to Title VII and with at least 100 employees and certain federal contractors are required to file the EEO-1 annually. The following federal contractors are expected to file the EEO-1 annually: all federal contractors who (1) are not exempt as provided for by 41 C.F.R. § 60-1.5; (2) have 50 or more employees; (3) are prime contractors or first-tier subcontractors; and (4) have a contract, subcontract, or purchase order amounting to \$50,000 or more; or serve as depositories of Government funds in any amount; or are financial institutions which are issuing and paying agents for U.S. Savings Bonds and savings notes. The term “EEO-1 filers” in this report refers to the contractors and non-contractors required to file the EEO-1 report. EEOC states that it collects these data under the authority of Title VII of the Civil Rights Act of 1964, as amended, and its implementing regulations. 42 U.S.C. § 2000e-8(c); 29 C.F.R. pt. 1602.

EEOC guidance states that employers are required to allow employees to self-identify their race/ethnicity, but may use employment records or observer identification if an employee declines to self-identify his or her race/ethnicity. According to EEOC officials, while each employee is counted in only one of the seven EEO-1 race/ethnicity categories, one of the race/ethnicity categories is "Two or More Races." Employers can use this category to report employees who identify with more than one of the listed races. However, according to the EEO-1 Instruction Booklet,<sup>20</sup> the "Two or More Races" category cannot be used for an employee who identifies both as Hispanic/Latino and as one of the five listed racial groups. Not only must each employee be counted in only one of EEOC's race/ethnicity categories, but if an employee identifies as both Hispanic and as one of the listed races, the EEO-1 report directs the employer to identify and count that employee as Hispanic/Latino, and not by race. As a result, EEOC data cannot be used to identify the race of an employee who is identified as Hispanic on an EEO-1 report.

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<sup>20</sup>See <https://eeocdata.org/EEO1/howto/instructionbooklet>.

## Enclosure II: Estimated Percentage of Workers in the Media Industry by Race/Ethnicity

**Table 3: Estimated Percentage of Workers in the Media Industry by Race/Ethnicity, 2014-2019**

Race/Ethnicity Category	2014	2015	2016	2017	2018	2019
White (not Hispanic)	70.8 (70.0-71.6)	70.4 (69.6-71.1)	69.5 (68.7-70.2)	69.5 (68.6-70.4)	68.8 (68.1-69.4)	68.0 (67.1-68.8)
Black (not Hispanic)	9.5 (8.9-10.0)	9.6 (9.1-10.2)	9.6 (9.1-10.2)	9.2 (8.7-9.8)	8.8 (8.2-9.4)	9.2 (8.5-9.9)
Hispanic	11.1 (10.5-11.7)	11.4 (10.8-12.0)	11.8 (11.3-12.4)	12.0 (11.4-12.6)	12.4 (11.8-13.1)	12.1 (11.5-12.7)
Asian (not Hispanic)	6.1 (5.6-6.5)	5.7 (5.3-6.1)	6.2 (5.7-6.6)	6.2 (5.8-6.6)	6.9 (6.5-7.4)	7.4 (6.9-7.9)
Other (not Hispanic)	2.6 (2.3-3.0)	2.8 (2.5-3.2)	2.9 (2.6-3.2)	3.0 (2.8-3.3)	3.1 (2.8-3.5)	3.3 (3.1-3.7)

Source: GAO analysis of American Community Survey data from the U.S. Census Bureau. | GAO-21-105322

Notes: The 95 percent confidence intervals are in parentheses following the estimate.

We included only non-Hispanics in the White, Black, Asian, and Other categories. The "Other" category includes American Indian or Alaska Native, Native Hawaiian or Other Pacific Islander, and Some Other Race.

The media industry includes companies classified under the following North American Industry Classification System (NAICS) codes: Newspaper, Periodical, Book, and Directory Publishers (5111), Motion Picture and Video Industries (5121), Sound Recording Industries (5122), Radio and Television Broadcasting (5151), Cable and Other Subscription Programming (5152), and Other Information Services (5191).

### **Enclosure III: Census Bureau Data on Place of Origin and Race of Hispanic Workers in the Media Industry**

The U.S. Census Bureau collects race and ethnicity data in the American Community Survey (ACS) in accordance with the 1997 Office of Management and Budget standards on race and ethnicity. In the ACS survey, individuals are first asked about their ethnicity and then asked about their race.

The ACS ethnicity and race categories are as follows:

#### Ethnicity Categories

- Hispanic or Latino—a person of Cuban, Mexican, Puerto Rican, South or Central American, or other Spanish culture or origin, regardless of race.
- Not Hispanic or Latino.

#### Race Categories

- American Indian or Alaska Native—a person having origins in any of the original peoples of North and South America (including Central America), and who maintains tribal affiliation or community attachment.
- Asian—a person having origins in any of the original peoples of the Far East, Southeast Asia, or the Indian subcontinent including, for example, Cambodia, China, India, Japan, Korea, Malaysia, Pakistan, the Philippine Islands, Thailand, and Vietnam.
- Black or African American—a person having origins in any of the black racial groups of Africa.
- Native Hawaiian or Other Pacific Islander—a person having origins in any of the original peoples of Hawaii, Guam, Samoa, or other Pacific Islands.
- White—a person having origins in any of the original peoples of Europe, the Middle East, or North Africa.
- Some Other Race

#### Place of Origin for Hispanics in the Media Industry

Three places of origin apply to about 70 percent of Hispanics in the media industry, according to our analysis of 2019 ACS data (see fig. 5). Over half (53 percent) of Hispanics in the media industry identified as Mexican/Mexican American/Chicano when asked about their Hispanic origin, 11 percent identified as Puerto Rican, and 6 percent identified as Cuban.



**Figure 5: Percentage of Hispanic Workers in the Media Industry by Family’s Place of Origin, 2019**



Source: GAO analysis of American Community Survey (ACS) data from the U.S. Census Bureau. | GAO-21-105322

**Accessible Data Table for Figure 5**

	Percentage
Mexico	53
Puerto Rico	11
Cuba	6
Colombia	4
Dominican Republic	3
All other countries	23

Note: The 95 percent confidence interval for the 53 percent estimate for Mexican is 49.9 to 56.0. The 95 percent confidence interval for the 11 percent estimate for Puerto Rican is 9.4 to 13.4. The 95 percent confidence interval for the 6 percent estimate for Cuban is 4.5 to 7.2. The 95 percent confidence interval for the 4 percent estimate for Colombian is 2.7 to 4.5. The 95 percent confidence interval for the 3 percent estimate for Dominican is 2.4 to 4.8. The 95 percent confidence interval for the 23 percent estimate for all others is 21.2 to 25.3.

**Race of Hispanics in the Media Industry**

People of Hispanic origin may be of any race. Over two-thirds (67 percent) of Hispanic workers in the media industry selected White alone as their race, according to our analysis of 2019 ACS data (see fig. 6). Multiracial and Black Hispanics comprised 5 percent and 3 percent of Hispanic workers in the media industry, respectively. In addition, 22 percent of Hispanics identified as some other race. According to Census Bureau documentation, identifying as Hispanic on the race question results in an individual being classified by the Census Bureau as “some other race.” For example, if a Hispanic individual listed Latino, Mexican, or Salvadoran as their race, that response would be counted in the “some other race” category.<sup>21</sup>

**Figure 6: Racial Category that Hispanic Workers in the Media Selected on the Census Bureau’s American Community Survey, 2019**



Source: GAO analysis of American Community Survey (ACS) data from the U.S. Census Bureau. | GAO-21-105322

**Accessible Data Table for Figure 6**

	Percentage
White alone	67
Black alone	3
American Indian/Alaska Native or Native Hawaiian/Other Pacific Islander alone	2
Asian alone	1
Another race alone	22
Two or more races	5

Notes: The 95 percent confidence interval for the 67 percent estimate for White alone is 64.3 to 69.4. The 95 percent confidence interval for the 3 percent estimate for Black alone is 2.1 to 4.0. The 95 percent confidence interval for the 1 percent estimate for Asian alone is 0.5 to 1.4. The 95 percent confidence interval for the 22 percent estimate for Some Other Race alone is 20.1 to 24.9.

<sup>21</sup>U.S. Census Bureau’s Population Division, *Collecting and Tabulating Ethnicity and Race Responses in the 2020 Census*, February 2020.

The 95 percent confidence interval for the 5 percent estimate for Two or More Races is 4.2 to 6.9. The 95 percent confidence interval for the 2 percent estimate for American Indian/Alaska Native alone is 1.1 to 2.2.

### Enclosure IV: Race/Ethnicity of Workers by Job Category, as Stated in Media Companies' Employer Information Reports to EEOC

Table 4 summarizes the race/ethnicity of workers in different job categories, based on data provided by media companies in their 2018 Employer Information Reports (EEO-1) to the U.S. Equal Employment Opportunity Commission (EEOC). In their EEO-1 reports, employers are asked to provide a count of the full and part-time employees working for the company during one pay period—known as the workforce snapshot period—from October through December of the reporting year. Employers report a snapshot of their workforce, including a count of the companies' full- and part-time workers by sex, race/ethnicity, and EEO-1 job category.

**Table 4: Percentage of Workers by Job Category and Race/Ethnicity in Media Companies' Submitted Employer Information Reports (EEO-1), 2018**

Job Category	White (not Hispanic)	Black (not Hispanic)	Hispanic	Asian (not Hispanic)	Other (not Hispanic)
Senior and Executive Management	83	3	4	8	2
First and Mid-level Management	72	6	7	12	3
Professionals	63	6	8	20	3
Technicians	66	12	13	4	5
Sales Workers	77	8	8	4	4
Administrative Support Workers	62	17	12	5	4
Craft Workers	57	23	13	4	3
Operatives	60	19	13	5	3
Laborers	61	20	13	3	3
Service Workers	52	17	22	3	6
<b>Total</b>	<b>64</b>	<b>10</b>	<b>10</b>	<b>12</b>	<b>4</b>

Source: GAO analysis of U.S. Equal Employment Opportunity Commission, Employer Information Report (EEO-1) data. | GAO-21-105322

Notes: Numbers in each row do not always add to 100 percent due to rounding. These data reflect information about full- and part-time employees reported by EEO-1 filers during a workforce snapshot period chosen by the employer from the fourth quarter of the calendar year. EEO-1 filers include private firms with 100 or more employees, and certain federal contractors and financial institutions with 50 or more employees. Temporary employees are not included in these data. Therefore, our counts do not include the races or ethnicities of those individuals who, for example, are freelance workers. This may affect our analysis if this particular workforce is skewed for certain racial or ethnic groups.

For our analysis, we created the "Other" category, which combined the American Indian or Alaska Native, Native Hawaiian or Other Pacific Islander category with the Two or More Races category. While the EEO-1 report contains a category for "Two or More Races," employers cannot report a worker in more than one race/ethnicity category. Moreover, an employee who identifies both as Hispanic and by another race/ethnicity must be reported as Hispanic and not by their other identified race/ethnicity. Media companies include those classified under the following North American Industry Classification System (NAICS) codes: Newspaper, Periodical, Book, and Directory Publishers (5111), Motion Picture and Video Industries (5121), Sound Recording Industries (5122), Radio and Television Broadcasting (5151), Cable and Other Subscription Programming (5152), and Other Information Services (5191).

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