GMMP+30

NATIONAL REPORT:
England, Northern
Ireland, Scotland and
Wales

GMMP+30

Global Media Monitoring Project

2025

WACC communication for all

University of East Anglia **Norwich**

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Acknowledgements

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Gender Equality in the News Media Index (GEM-I) 2025

1. The GEM-Index calculates the average gender gap in the news based on 6 GMMP indicators. A score of +100 means that all persons in the news (subjects, sources and reporters) are women. A score of -100 indicates that all persons in the news are men. 0 indicates gender equality. 2. The map is based on the latest GEM-I values for each country. GMMP 2020 values are applied for those that did not participate in the 2025 edition. 3. See the report for details on the calculation.

Map: GMMP • Source: Global Media Monitoring Project • Created with Datawrapper

Figure 1 Gender Equality in the News Media Index (GEM-I) 2025

GMMP 2000-2025. Reporters in Print, TV & Radio news, % Women, by Region
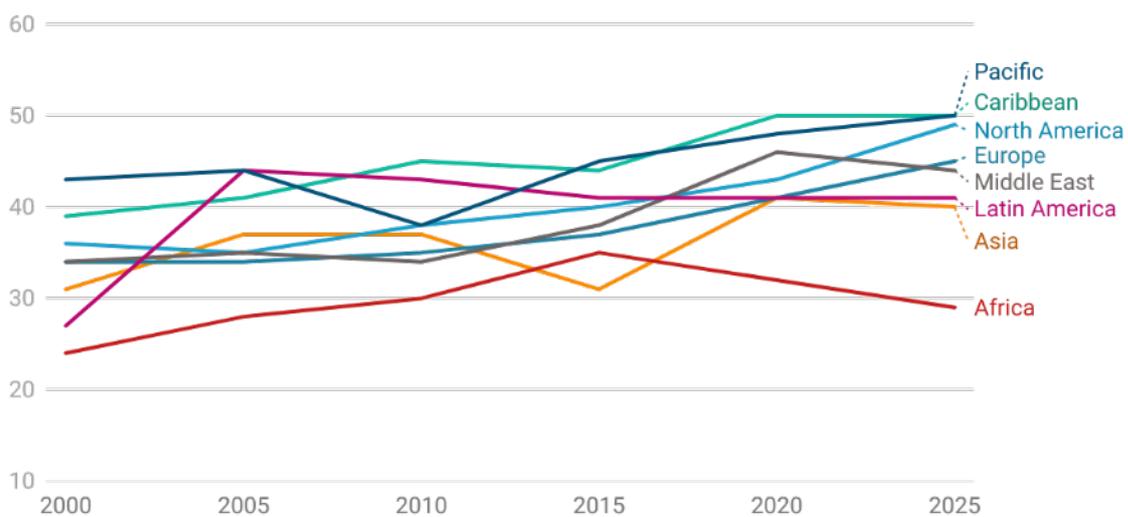
Source: Global Media Monitoring Project 2025 • Created with Datawrapper

Figure 2 GMMP 2000-2025. Reporters in Print, TV & Radio news, % Women, by Region

PREFACE

Global Context

The Global Media Monitoring Project (GMMP) is in its 30th year and is one of the world's longest running and most extensive research on gender in the news media. In 1995 there were 71 countries that took part in the monitoring. Since then, the number of countries that have participated in the project has steadily grown with over 160 countries taking part for the special 30th year comparisons. At the time of data collection there were deepening conflicts and crises as well as worldwide economic instability. The contexts included an earthquake in Tibet, the impeaching of the South Korean President Yoon Suk Yul, and a civil war in Sudan. The media that was evaluated included radio, television, newspapers and news websites across the globe on the 6th of May 2025. The proportion of women as people being seen, heard or spoken about had moved from 17% in 1995 to 25% by 2025 which is only 8% increase in 30 years. Worse still was the media representation of women as experts or commentators, moving from 17% in 2005 to 23% in 2025, which was actually down from 24% in 2020. Slightly better was the number of female reporters which had moved from 28% in 1995 to 41% by 2025. Overall, in 30 years, gender inequalities still persist in news media. By 2025, only 2 out of 100 stories are likely to portray women and men in ways that challenge stereotypical portrayals of gender.

Regional Context

News media and representation in the news remains an influential source of information and opinion and is a key element of the public and private space, but with increasing importance of online news media. Out of the 44 European countries, 25 took part in the monitoring day on the 6th of May 2025. The news in Europe was also dominated by the 80th celebrations of VE day (Victory in Europe Day) commemorating the end of World War II that were taking place during the course of that particular week. Across Europe, there were major commemorations, military parades and concerts and remembrance services. At the same time, Europe was also marked by ongoing conflicts, most notably the Russia-Ukraine war, alongside various protests that reflected deep political and social divisions. The overall European picture noted that there was still a low presence of women in the news in 2025 (27% for print, radio and TV and 31% for the internet) and overrepresentation in relation to women as homemakers and housewives. According to the 2025 Human Development Report, the UK holds the 13th position in Europe, trailing nations including Iceland, Norway, Switzerland and Ireland, but surpassing other European countries such as Austria, Italy and France.

National Context

In the United Kingdom the news was also dominated by the 80th anniversary celebrations of VE day (Victory in Europe Day) which took place during the week of data collection. In the UK, this included the royal family being given prominence with images from Buckingham Palace balcony to street parties and flyovers by Lancaster bombers. Within the context of internet news sources, celebrity stories were given significant coverage, as images from the prior evening's Met Gala featured heavily. In relation to politics, there had been local elections on the 1st of May with results still dominating some news - particularly the success of the far-right Reform party in England. Concern about Reform was similarly echoed in Wales by the Senedd (the Welsh Parliament). In Scotland, the Scottish parliament outlined priorities of the government including climate action, education reform and health care, as well as ongoing discourse about trans rights following a ruling on the Equality Act 2010 from

the Supreme Court, whilst in Northern Ireland, the Stormont power sharing executive was under pressure for a lack of reforms and budget constraints. The combined figure for UK news with women as experts was 34% in 2025 which had increased slightly from 26% in 2020. However, there were also some slight variations across the four nations with England having slightly better statistics in relation to some indicators. For example, in the context of news coverage drawing on women as experts, the proportions were lower for Scotland (13%) and Wales (14%) compared to England (35%). Alongside these differences, there were also areas of similarities across the four nations. Looking at female presence in the news (Print, radio and TV) in 2025, Scotland had the highest figure (38%) compared to Northern Ireland with the lowest metric (29%). Regarding female presence in the news on the Internet, the situation was slightly better for England (47%) and Scotland (43%) compared to Wales (32%) and Northern Ireland (25%). All four nations still have room for improvement.

EXECUTIVE SUMMARY

- Across the four nations we sampled 47 media, including 17 newspapers, 6 radio stations, 10 television channels and 14 online news sites. We coded a total of 570 news stories, 2,243 sources within those news stories, and 708 reporters.
- Of the legacy media analysed, stories making reference to issues of gender equality/inequality, legislation and/or policy was just 5% (women reporters covered 6% and men reporters covered 4%) meanwhile internet news sources covered these topics just 3% of the time.
- Overall, across all media, women comprise 36% of all sources and subjects, an increase of 7% on 2020 (which was 29%). The headline takeaway from this is that women have slightly more or less the same visibility as sources and subjects in news than in 2020, but for every one woman in the news there are nearly twice as many men, a ratio that has scarcely changed over 30 years.
- The number of women who appear as subjects in stories related to politics has increased substantially from a quarter of subjects in 2020, to just over a third (35%) in 2025. While this growth is positive in terms of strides towards representative parity it should be noted that numbers remain below a representative parity (women MPs comprised 35% of British parliament in 2020 and 40% in 2025).
- Stories related to politics and government were dominant in all forms of news media comprising about a third of all news stories analysed (only online news sites had a lower figure of 20%, with stories related to social and legal topics coming higher at 22%).
- Women were nearly twice as likely to be defined by their family status compared to their male counterparts (31% of female compared to 17% of male of news subjects being identified by family status).
- The overall visibility of women in the news remains under representative, with women having 36% visibility across legacy media and 42% presence in internet news. This marks a small increase in legacy media (from 31% in 2020) and a significant increase in internet media (from 27% in 2020). The 2020 report also combined celebrity, arts and media with sports which obscured the underrepresentation of women in sports news (just 6% in print, radio and television), greater representation was noted in internet news (38%) although the sample (8) was very low.
- One area in which we see sustained representation of women is in stories related to celebrity, arts and the media and/or when the sources are celebrities. However, this does not always equate to an 'improvement' in representation as these stories often reproduce common gender stereotypes and sites of objectification.
- We did not find notable differences in the total number of photographs of men and women in the data set, women were only photographed more than men only fractionally (35% to 33%).
- Media reporting of survivors of violence was more likely to feature men (72%) compared to women (52%) owing to a period of warfare across Eastern Europe and the Middle East. The most common category for both men (56%) and women (31%) was in survivors of war, terrorism, vigilantism, state violence.
- However, the reporting of victims who have died as a result of violence is also much more likely to be women at 52% with the major cause (21%) being reported as a victim of domestic violence, rape, murder (with men at 32% with the most common cause (17%) being reported as a victim of an accident, natural disaster, poverty).
- There has been an increase in the number of stories observed in relation to gender-based violence, with more stories overall compared with 2020, particularly relating to sexual harassment against women, rape and sexual assault. Twenty of these stories were reported by male reporters compared to 4 stories that were reported by female reporters. There was 1 story relating to technology facilitated GBV, including revenge porn, online stalking, online misogyny, online harassment and trolling written by a female internet news reporter.

A DAY IN THE NEWS IN THE UK

THE CONTEXT

Data analysed captures the distinct geography of the United Kingdom and its respective four nations of England, Northern Ireland, Scotland and Wales. Media produced within England dominates the wider media landscape across the four nations, with media produced in Northern Ireland, Scotland and Wales often employing a news agenda that foregrounds stories and issues relevant to the respective regions. To reflect this more data was sampled within the England region, with fewer sources looked at in Northern Ireland, Scotland and Wales.

We analysed 17 newspapers, 6 radio station's newscasts, 10 television channel's newscasts[1], and 15 news websites. Sampling was based on distribution, popularity and reach and suitability was discussed and agreed upon by the regional experts of the four nations of the United Kingdom. In each period of data collection, the GMMP reports take a topic of special focus, the 2025 report the special topic of focus was Gender-Based Violence (GBV). The six national coordinators (Garcia-Blanco - Wales, McKay and House - Scotland, Mairs Dyer - Northern Ireland, Mitra and Cann - England) were assisted by media monitors - a list of their names and the media we monitored is contained in Appendix 2.

We analysed a total of 570 news stories across four forms of news media from across the four nations of the United Kingdom (258 print newspaper stories, 66 radio stories, 77 television stories, 169 website stories). Throughout the report, where we mention "legacy media" we mean print, TV and radio and "internet" refers to the online news websites. Assessment of identity markers (such as gender and race) was done on the basis of presentation which is an imperfect and subjective exercise. In instances where a clear judgement could not be made (e.g. due to print/internet media and a gender-neutral name, or a gender ambiguous voice on the radio or presentation on television and self-articulation was not recorded) then gender was coded as 'unsure'. As such this report records no non-binary presence and does not assume that all binary genders coded are cisgender. Limitations to the coding manual had led to only limited data collection along the lines of race and ethnicity and no granular data of wider identity categories. This is a noted limitation within the broader coding framework

TOPICS IN THE NEWS

We coded a total of 570 news stories across four media, distributed as: print (258), radio (66), TV (77) and internet (169). Figure 3 below shows the overall breakdown of the major topics across the entire sample. Unsurprisingly, the topic of Politics and Government was highest in the sample overall, given the typical focus of politics in day-to-day news agendas. This deviates from the 2020 study when the topic of Science and Health dominated due to the ongoing COVID-19 pandemic, with the proportion of these stories reverting to the same amount as the 2015 sample (8%). As identified above, VE news coverage also dominated the sample, which has arguably contributed to the higher proportion of Social and Legal and Celebrity, arts, media stories. Stories about VE day were mostly coded under these categories, in particular those that focused on historical accounts, royal events and

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[1] Due to reasons beyond the coder's control, television data was not collected for news media in Northern Ireland

celebratory stories (Social and Legal), while some stories were coded as celebrity news if they focused on the royal family in a celebrity framing, for example a story about the young children of the royal family, their behaviour and what they were wearing.

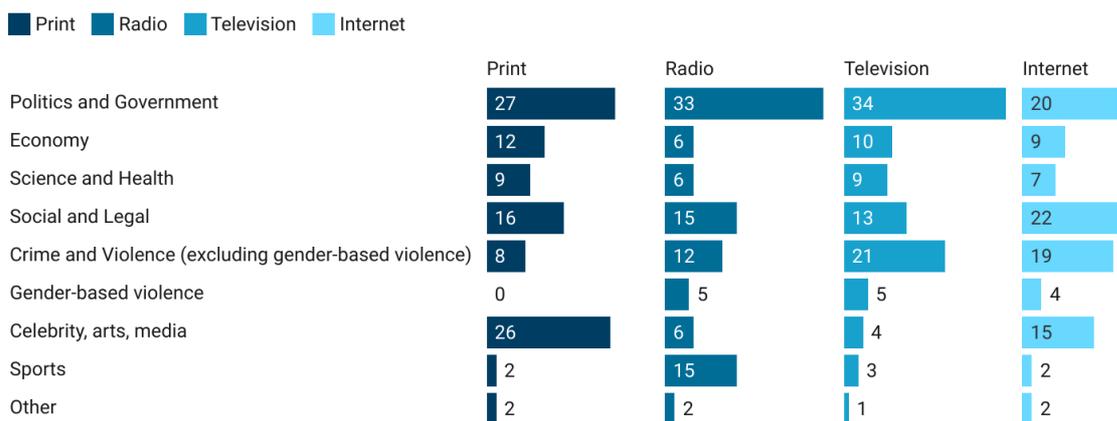## Stories by major topic category, overall sample

Politics and Government	26%
Social and Legal	17%
Celebrity, arts, media	17%
Crime and Violence (excluding gender-based violence)	13%
Economy	10%
Science and Health	8%
Sports	4%
Gender-based violence	3%
Other	2%
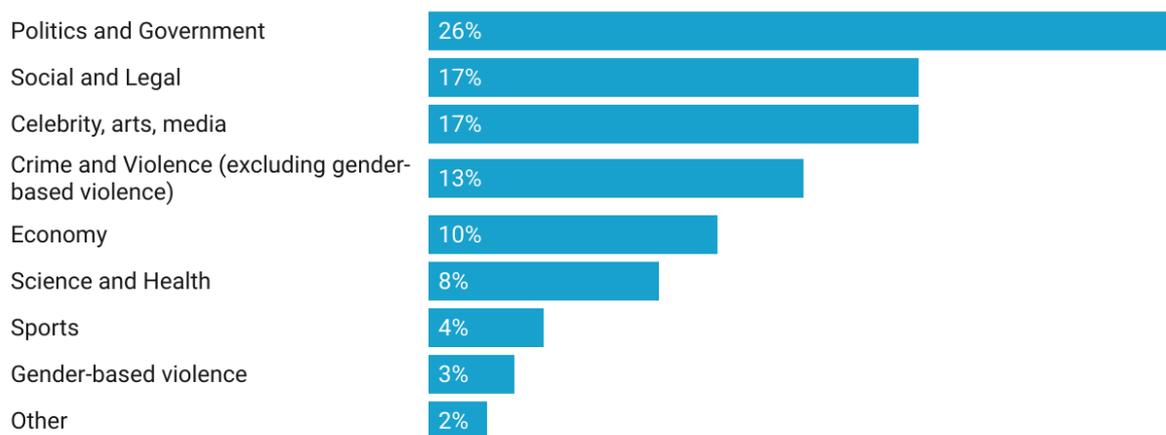
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Figure 3 Stories by major topic category, overall sample

While there were mostly similar trends across the media forms, there were some interesting differences, as shown in Figure 4. While the topic of Politics and Government featured as the highest across legacy media, it was the second highest for the internet sample (20%), with the Social and Legal category the highest proportion (22%), though only by a small difference. Notably, stories on the topic of celebrity, arts and media were highest in print media (26%) and also the topic which occupied the most full pages in the newspapers (43%), tracking with the trend of ongoing celebrification of print news in the UK, particularly in tabloids and mirroring results from the 2020 report. For example, there were multiple, picture-heavy stories devoted to David Beckham's birthday and celebration and ongoing family feud with his son Brooklyn Beckham. The disproportionate space given to this topic relative to the wider coverage given to other more dominant topics (see Figure 5) follows the more image heavy nature of celebrity media. Furthermore, its prevalence in print compared to the internet sample (despite images from the Met Gala sample featuring heavily in national tabloid internet news sites) challenges assumptions about internet news sites "dumbing down" news content and featuring more clickbait-type stories compared to forms of legacy media.

When it comes to stores which focused on gender-based violence, this was a topic that did not feature prominently in the sample (3%). This was more likely to appear on radio and TV and did not feature at all in the print media, with the exception of one in story in the Scottish sample which focused on rising figures of reported rape cases. This meant that the overall proportion was negligible in the UK sample. An interesting dimension to this was a higher proportion of this topic appearing in the TV sample for Scotland, which will be discussed in the case study section (Case Study 2). Crime and violence appear higher in TV and internet and lower in print and radio, though this could potentially be due to the lag in news agenda in print and focus on VE stories from the previous day. Radio focused more on sports in the main news topics which may be due to radio bulletins being more condensed and difficult to disaggregate (rather than in specific sports sections as per the other forms of media), while the overall samples for radio were also fewer.

GMMP 2025. Distribution of major news topics (%) United Kingdom - England, Northern Ireland, Scotland and Wales
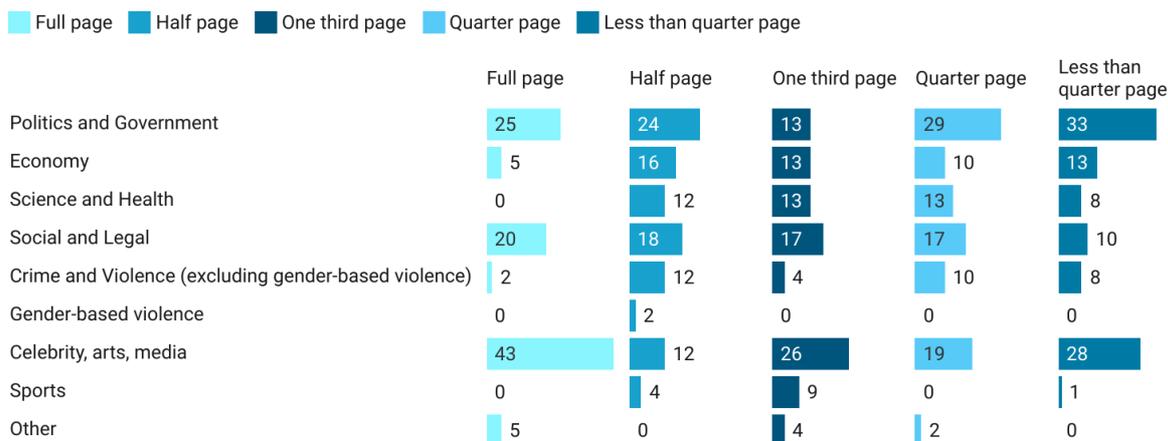
■ Print ■ Radio ■ Television ■ Internet

	Print	Radio	Television	Internet
Politics and Government	27	33	34	20
Economy	12	6	10	9
Science and Health	9	6	9	7
Social and Legal	16	15	13	22
Crime and Violence (excluding gender-based violence)	8	12	21	19
Gender-based violence	0	5	5	4
Celebrity, arts, media	26	6	4	15
Sports	2	15	3	2
Other	2	2	1	2

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Figure 4 Distribution of major news topics (%) United Kingdom

The prominence given to celebrity-based stories (such as Beckham) is reflected in the Figure 5 below, with full page coverage given to celebrity, arts and media compared with other topics.

GMMP 2025. Space allocated to major topics in newspapers (%) United Kingdom - England, Northern Ireland, Scotland and Wales

■ Full page ■ Half page ■ One third page ■ Quarter page ■ Less than quarter page

|	Full page	Half page	One third page	Quarter page	Less than quarter page
Politics and Government	25	24	13	29	33
Economy	5	16	13	10	13
Science and Health	0	12	13	13	8
Social and Legal	20	18	17	17	10
Crime and Violence (excluding gender-based violence)	2	12	4	10	8
Gender-based violence	0	2	0	0	0
Celebrity, arts, media	43	12	26	19	28
Sports	0	4	9	0	1
Other	5	0	4	2	0

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Figure 5 Spaces allocated to major topics in newspapers (%) United Kingdom

NEWS SUBJECTS AND SOURCES

The overall visibility of women in the news remains underrepresented, with women having 36% visibility across legacy media and 42% presence in internet news. Despite these low numbers we do see an increase from data collected in 2020, where representation for women was at 31% in legacy media and 27% in internet news media. This 15% increase in representation within internet news media in a five-year period is significant although it should be noted that the topic women are most represented in internet news is in the field of celebrity, arts and media, where feminist media studies reveal stereotypes and objectification to be rife.

Analysis of data at a more granular level reveals that as subjects there has been some overall growth in the representation of women over time (see discussion below for figures). We see growth in the representation of women as subjects in areas such as politics and government, economy and celebrity, arts and media. As sources in 2025, women saw the highest representation in internet news (42%) and the lowest representation on the radio (29%) (see Figure 6).

Women in the news (sources) by medium
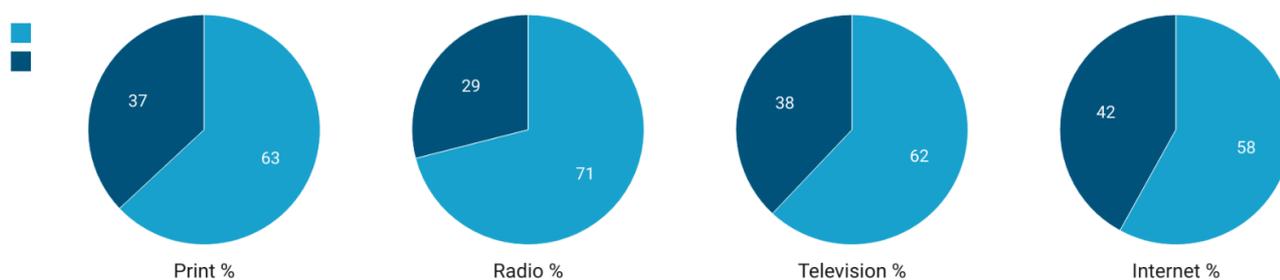
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Figure 6 Women in news (sources) by medium

As illustrated in Figure 7, across legacy media, women were only over-represented in relation to stories covering GBV, out of the 19 stories in total, 63% of print, radio and television coverage focused on women. There were slightly more stories regarding gender-based violence on the internet (23 stories) with slightly more focus on females (52%). The image-heavy reporting of celebrities following the previous evening's Met Gala in New York City (see Case Study 4) led to a significant presence of female celebrities being featured - these images would not have been processed in time to make print deadlines. The number of women who appear as subjects in stories related to politics has increased substantially from a quarter of subjects in 2020, to just over a third (35%) in 2025. While this growth is positive in terms of strides towards equal representation, it should be noted that numbers remain below a representative parity (women MPs comprised 35% of British parliament in 2020 and 40% in 2025). Elsewhere though women remain woefully underrepresented and in the context of sport in legacy media, with visibility of just 6%, and as subjects within these stories comprising 16%.

Overall presence of women in news

Summary of news subjects by sex (2025)

	Female (Print, Radio, TV)	Male (Print, Radio, TV)	N (Print, Radio, TV)	Female (Internet)	Male (Internet)	N (Internet)
Politics and Government	35.0%	65%	421	35%	65%	149
Economy	38.0%	63%	104	31%	69%	32
Science and Health	28.0%	72%	57	39%	61%	33
Social and Legal	38.0%	62%	219	42%	58%	121
Crime and Violence (excluding gender-based violence)	25.0%	75%	112	27%	73%	110
Gender-based violence	63.0%	37%	19	52%	48%	23
Celebrity, arts, media	43.0%	57%	411	59%	41%	186
Sports	6.0%	94%	52	38%	63%	8
Other	27.0%	73%	30	40%	60%	5

Created with Datawrapper

Figure 7 Overall presence of women in news

When women appear as subjects, we see some significant growth in some areas but a shrinking in others (see Figure 8). For example, in what we might consider 'serious' topics in which campaigners have sought to increase women's visibility, there have been meaningful changes, with women's representation in politics stalling at around 24-25% in the period from 2010-2020 to seeing a 10% increase to 35% in 2025. Similarly, in the field of economics we see an increase in representation of a stall at around 27% in the period between 2010-2020 to 38% in 2025 (likely due to female MP Rachel Reeves in the role of Chancellor of the Exchequer). However, we do also see shrinkages in representation over time in the representation of women in science and health (from 42% in 2015 to just 28% in 2025) and non-GBV crime related topics (from 42% in 2015 to just 25% in 2025). In relation to sports, women were underrepresented with just 6% of the reporting in print, radio and television featuring women, compared with 94% of stories focusing on men. In 2020 sports was combined with celebrity, arts and media which led to obscuring the low reporting of coverage of women in sports news.

Major topics in which women appear as subjects in print/radio/TV over time

	2010	2015	2020	2025
Politics and Government	25%	20%	24%	35%
Economy	27%	24%	27%	38%
Science and Health	31%	42%	30%	28%
Social and Legal	43%	31%	38%	38%
Crime and Violence (excluding gender-based violence)	34%	42%	31%	25%
Celebrity, arts, media	31%	23%	37%	43%

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Figure 8 Major topics in which women appear as subjects in print/radio/TV over time

However, when we explore this data in greater depth, we see distinctions in the role women play when they are subjects. Figure 9 illustrates that women are more likely to provide personal experience, eyewitness accounts or popular opinions within new stories than they are likely to appear in more formally recognised or typically 'respected' roles such as spokespeople or experts/commentators. This is broadly similar to 2020 where, although slightly less, women were more likely to be included because they provided eyewitness accounts, personal experience or as the voice of public opinion and less likely to be experts or commentators. The overarching trend continues that in all areas women are underrepresented comparative to men.

News subject's function in news story, by sex

■ Female ■ Male

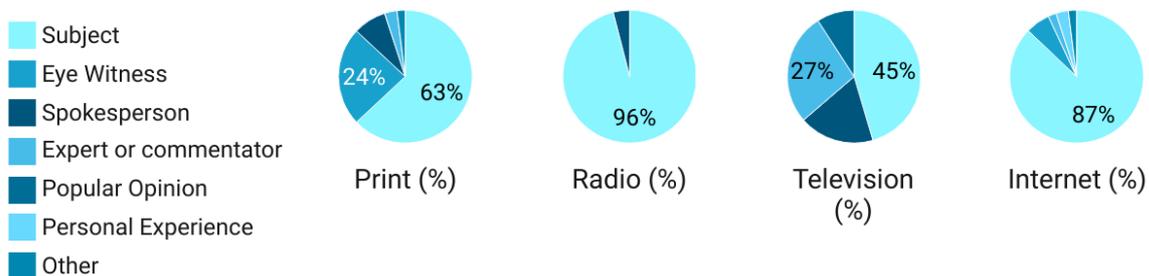|	Female	Male
Subject	36%	64%
Spokesperson	29%	71%
Expert or commentator	34%	66%
Personal Experience	44%	56%
Eye Witness	44%	56%
Popular Opinion	44%	56%
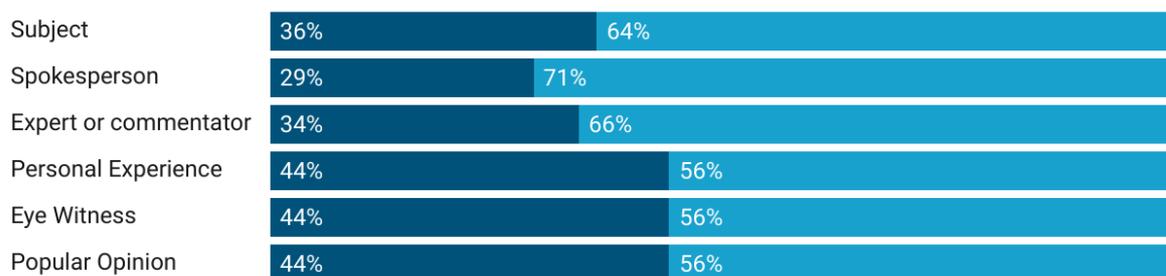
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Figure 9 News subject's function in news story, by sex

When we consider the position or occupation of news sources, we see the areas in which women dominate. For example, in traditionally feminine roles such as homemaker and/or parent and office/service worker, women comprise 100% of people described within that category (although it should be noted that these numbers are very small in the overall sample). Women are also overrepresented in more gender neutral (but also profession absent) roles such as retired person/pensioner (63%) and child/young person (57%). Whereas in more traditionally masculine roles such as science/technology professional and sports, women comprise 0% of those represented. Beyond this there are also only a few roles in which we see women given equal, (or near equal) representation to men, this is as health specialists (50%), health and social care workers (50%) and celebrity/person in the arts (47%). The occupations that have seen the highest increase from 2020 illustrate the distinct geopolitical and cultural events of the monitoring day, namely royal involvement in VE Day celebrations, and military operations in occupied Ukraine and Palestine. However, despite significant increases in these areas, we do not see corresponding percentage increases in women's representation. For example, while there were 184 more news stories covering the British royal family in 2025, the percentage increase in women's representation is just 5%, we see just 5% increase in the representation of women in police and military affiliate roles despite an increase of 119 stories on this topic. The area that has seen significant increase in both numbers of news stories and increases in women's occupational proportion of representation can be seen most readily in the field of celebrity, with 98 more stories on this topic than in 2020 (when it should be noted that Twitter/X was also included as a source for data collection) with women comprising 47% - an increase of 28% from 2020.

When we consider the presence of people from racially minoritised groups we find disparity across media forms. If and when a person of colour is represented, we find that within this group women were most represented in internet news (62%) followed by television news (55%), print news (44%) and just 13% in radio news. When representation occurs, the charts in Figure 10 note that minoritised voices tend to the subject of news stories (63%) print, radio (96%), Television (45%) and the Internet 88% rather than voices. Beyond roles as subjects, minoritised voices featured as eyewitnesses in print newspapers (24%) and on television (27%). However, we rarely see minoritised voices assume the role of expert or commentator, and this is without gender disaggregated as an axis of identity.

Figure 10 Role of Minoritised voices (UK)

Position or occupation of news sources, by sex

Occupation	% (+/- 2020)	N(+/- 2020)
Not stated	53%	163
Royalty, monarch, deposed monarch, etc.	43% (+5%)	202 (+184)
Politician/ member of parliament, ...	27% (+3%)	331 (-78)
Government employee, public servant, spokesperson, etc.	36% (+22%)	42 (-49)
Police, military, para-military, militia, fire officer	24% (+5%)	151 (+119)
Academic expert, lecturer, teacher	36% (-3%)	30 (-29)
Doctor, dentist, health specialist	50% (+25%)	8 (-36)
Health worker, social worker, childcare worker	50% (+19%)	8 (-13)
Science/ technology professional, engineer, etc.	0% (-7%)	5 (-12)
Media professional, journalist, film-maker, etc.	43%	51 (+23)
Lawyer, judge, magistrate, legal advocate, etc.	38% (+11%)	13 (-16)
Business person, exec, manager, stock broker...	41% (+20)	32 (-38)
Office or service worker, non-management worker	100% (+80%)	2 (-8)
Tradesperson, artisan, labourer, truck driver, etc.	23%	13
Agriculture, mining, fishing, forestry	0%	1
Religious figure, priest, monk, rabbi, mullah, nun	0%	10
Activist or worker in civil society org., NGO, trade union	39% (-6%)	28 (-16)
Celebrity, artist, actor, writer, singer, TV personality	47% (+28%)	148 (+98)
Sportsperson, athlete, player, coach, referee	0% (+8%)	63 (+39)
Student, pupil, schoolchild	43% (-10%)	14 (-20)

Additional 6 rows not shown.
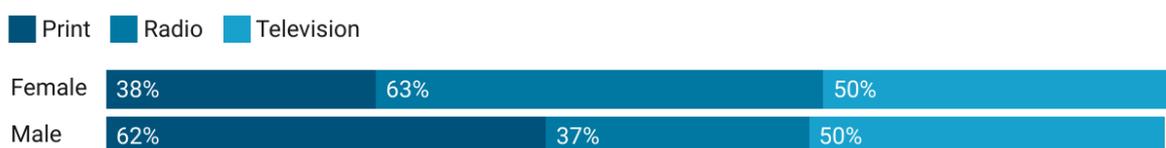
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Figure 11 Position or occupation of news sources, by sex

JOURNALISTS AND REPORTERS

As well as looking at subjects and sources, we also analysed the representation of the people who present the news, both through text and through audio/visual means and coded a total of 489 journalists, reporters and presenters, 39% of whom were women. This is a slight decrease of 2% from 2020 where 893 were coded, of whom 41% were women compared with 2015 where 32% were women.

We found that in total there was variable parity across media when it comes to women as announcers, presenters or reporters in the news. Overall, equal representation was observed in television, where women represented 50% of reporters and/or presenters, women announcers and reporters were overrepresented in radio, making up 63%, whereas in print media they represented just 38% of reporters. However, these aggregates do mask disparities at regional levels, as Figure 13 reveals that Northern Ireland has a dominance of male reporters in all media, whereas England, Scotland and Wales have some instances where women are overrepresented.

Reporters, announcers and presenters by sex and region

■ Print ■ Radio ■ Television

	Print	Radio	Television
Female	38%	63%	50%
Male	62%	37%	50%

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Figure 12 Reporters, announcers and presenters by sex and region

Breakdown of reporters by medium PRINT RADIO TV INTERNET by sex (country)

| Country	Print Reporter Female %	Print Reporter Male %	Radio Reporter Female %	Radio Reporter Male %	Television Reporter Female %	Television Reporter Male %	Internet Reporter Female %	Internet Reporter Male %
	Print Reporter Female %	Male %	Radio Reporter Female %	Male %	Television Reporter Female %	Male %	Internet Reporter Female %	Male %
England	44	56	31	69	26	74	36	64
Northern Ireland	9	91	20	80	0	0	42	58
Scotland	36	64	0	100	60	40	52	48
Wales	33	67	100	0	45	55	39	61

Created with Datawrapper

Figure 13 Breakdown of reporters by medium, by sex (country)

In general, we did not find major differences in the scale of the stories that were covered by

men and women, with some minor distinctions at the local, regional, national and international level as shown in Figure 14 Northern Ireland showed marked differences with Print and Radio (only 9% of reporters were female for print and 20% for Radio).Scotland had more female reporters in some areas (radio, television and internet) compared with Wales where radio had more female reporters. In England, there were more male reporters across the board compared with 2020 women were more visible as announcers on TV than in any other role or medium.

Scope of story by medium, by region, by major topic, by sex of reporter
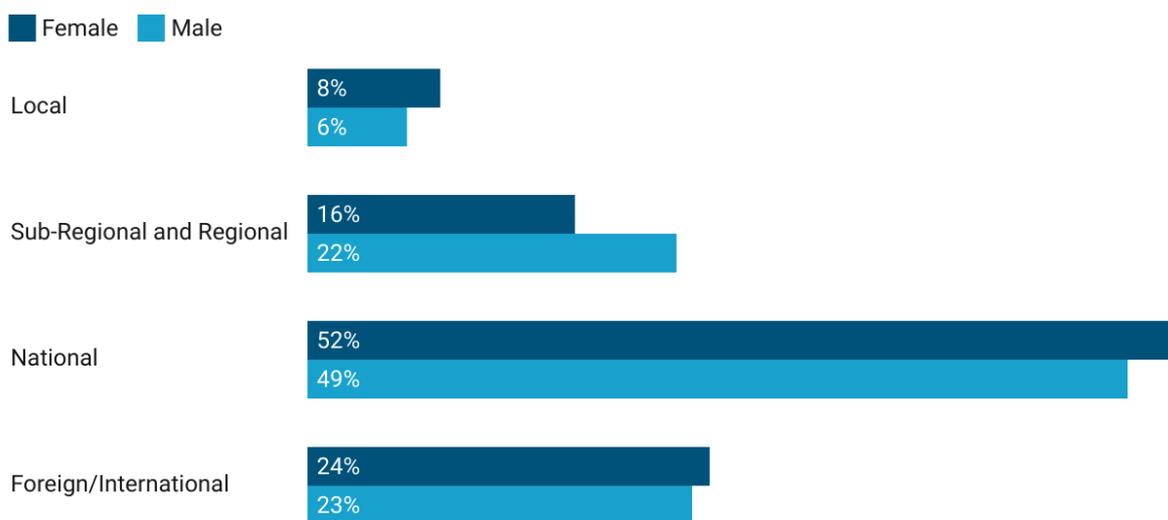
Created with Datawrapper

Figure 14 Scope of story by medium, by region, by major topic, by sex of reporter.

We also coded to see if there was any relationship between stories that had women as the central focus and the gender of the journalist. In many cases the gender of the reporter was not known, however when we could account for gender there were no distinctions along gender lines. This finding was also mirrored in our data that explored stories where issues of gender equality/inequality correlate with the gender of the reporter. In almost all instances there was negligible differences between gender inequality being noted by reporters of any gender, except in the field coded as 'social and legal'. In this context we found that in 71% of instances where gender inequality was raised in this topic, the reporter was female (compared to just 6% of male reporters in this same category).

Breakdown of stories where stereotypes are challenged/supported by news topic

■ Agree %   ■ Disagree %

Topic	Agree %	Disagree %
Politics and Government		98%
Economy		99%
Science and Health		96%
Social and Legal		96%
Crime and Violence (excluding gender-based violence)		100%
Gender-based violence	13%	87%
Celebrity, arts, media		96%
Sports		97%
Other		97%
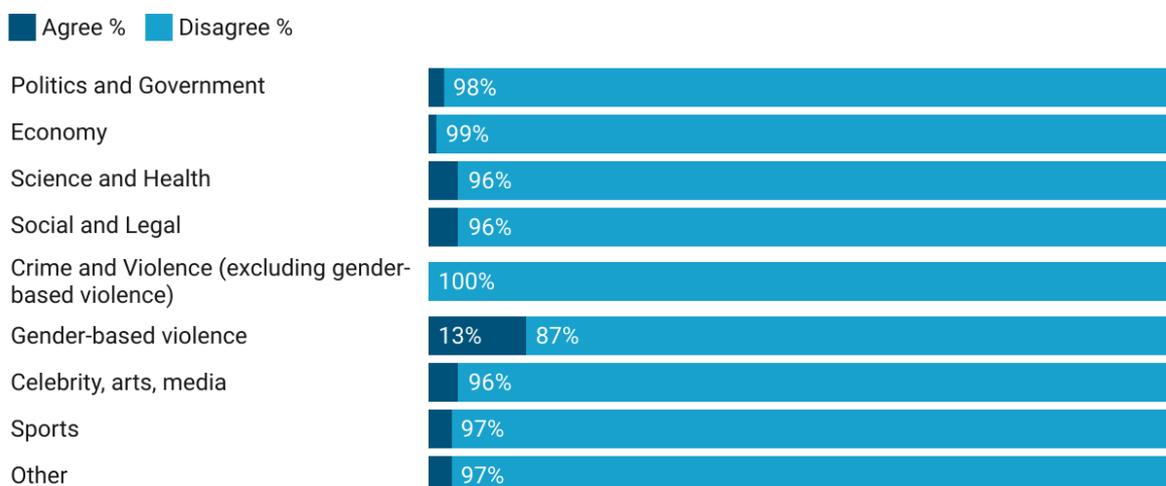
Created with Datawrapper

Figure 15 Breakdown of stories where stereotypes are challenged/supported by news topic

The numbers above reveal that there is very little coverage in relation to stories that relate to stereotypes although gender-based violence was highest compared with other topics which ranged from 2% to 4% of stories relating to gender stereotypes.

FOCUS ON GENDER-BASED VIOLENCE

We noted far less reporting in terms of gender-based violence with many categories having no stories in the media that was analysed. This included intimate partner violence for both men and women. Where there was some reporting, this tended to focus on sexual harassment against women, rape or sexual assault and tended to be reported more by male reporter (92% of male reporters focused on this compared with 8% of female reporters). In the stories that focused on technology-facilitated GBV including revenge porn, online stalking, with males as the central characters, these were reported by female reporters. However, the numbers overall were small for all of these categories suggesting that gender based violence is underreported which is similar to the 2020 report, where there were four stories out of the 639 stories, two were coded about gender as the primary focus and both were coded as sexual harassment against women, rape, sexual assault, #MeToo, #TimesUp).

GBV reporting, source selection, by sub-topic, by sex of reporter, by sex of source

	Sex of reporter	Female (%)	N	Male (%)	N
Sexual harassment against women, rape, sexual assault	female	8	1	27	3
Sexual harassment against women, rape, sexual assault	male	92	12	73	8
Intimate partner violence against women	female	0	0	0	0
Intimate partner violence against women	male	0	0	0	0
Intimate partner violence against men	Female	0	0	0	0
Intimate partner violence against men	Male	0	0	0	0
Intimate partner violence against gender diverse persons	Female	0	0	0	0
Intimate partner violence against gender diverse persons	Male	0	0	0	0
Technology-facilitated GBV incl. revenge porn, online stalking, online misogyny, online harassment, trolling,...	Female	0	0	100	1
Technology-facilitated GBV incl. revenge porn, online stalking, online misogyny, online harassment, trolling,...	Male	0	0	0	0

Created with Datawrapper

Figure 16 GBV Reporting

CASE STUDIES

Please note that the research examples in this report are included solely for the purpose of research and/or education.

Case study 1 Positive representation and juxtaposition to VE coverage which often focused on male veterans

Daily Express Newspaper Clipping, 06/05/2025, Amanda Revell Walton Guest columnist

Source: Daily Express 6th May 2025

Article: Tell today's young riveting story of our Shipyard Girls

Summary: The article was written by a female guest columnist who is a Sunday Times bestselling author and has written about this story. It takes up two thirds of the page.

Analysis: The title refers to the women who are represented by a picture of women in overalls and notes they showed grit and spirit during the Second World War. They are referred to as women in the article rather than girls (in the title) and are called brave, resilient and inspirational women who became welders, crane operators, machinists and labourers helping to replace ships that were being sunk. This was at a time when many shipyards refused to employ women who were referred to as dilutees, and it was assumed that they could not be as productive as males. The article highlights that these women still had to care for families and mentions specific individuals who were married or had lost husbands during the Second World War. The article finally comments that these women have been ignored by historians, publishers and broadcasters.

Case study 2: Gender-based violence story in the Scottish media - a missed opportunity
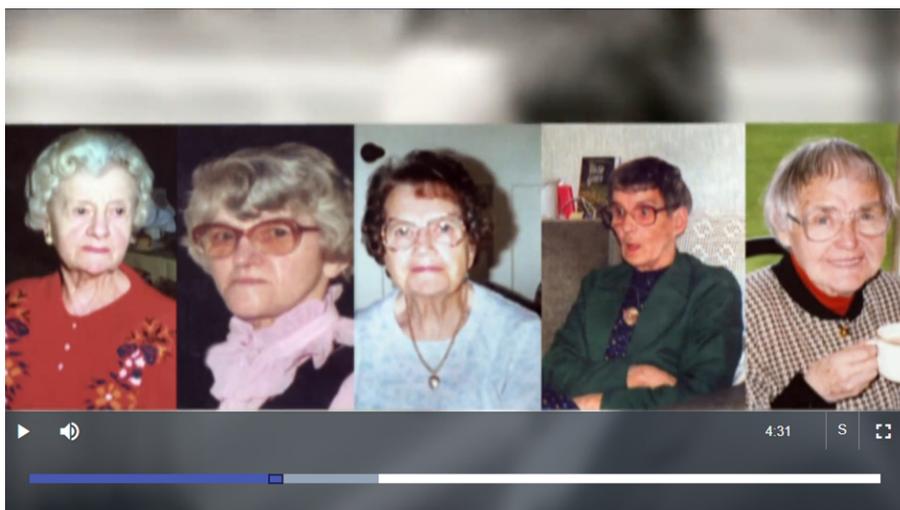
BBC Scotland Broadcast Screenshot 06/05/2025

The Scottish Sun Online Screenshot, 06/05/2025, Zoe Phillips Reporter

Source: BBC Reporting Scotland, STV News [TV] and online [*The Scottish Sun*] 6th May 2025

Article: e.g. "JAIL BREAK Scottish serial killer in fresh freedom bid as family claims new evidence proves he's innocent" *The Scottish Sun Online* and two news stories on the BBC and STV bulletins

Summary: Two TV stories and an internet story which focused on the retrial of the male "serial killer nurse" who was convicted of the murder of four elderly patients - all women - and the attempted murder of a fifth woman in 2008.

Analysis: Several stories on TV and online focused on the story of Colin Norris, who was convicted and serving a life sentence for injecting the women with insulin. The news stories which appeared focused on a fresh appeal to his sentence due to claims of new evidence made available. The stories described the details of the case and included pictures of the perpetrator and the women (described as victims) as well as the potential new evidence available. These stories could be seen to be a missed opportunity to address the murder of these women as a form of gender-based violence. In *The Scottish Sun* story there are quotes from Criminal Cases Review Commission (CCRC) and the perpetrator's mother.

Throughout all the stories, the victims are described in terms of their age and gender (elderly women) but the crimes were not linked or described as a form of gender-based violence or structural violence against women. The way age may intersect with gender can operate in different ways to "other" perceived younger or older women. In this case, this is an example of a story where there is a form of gendered violence against women, but it is not framed as such and differs from other stories which may feature younger women or have a domestic component.

Case study 3: Gender-based violence story in Northern Irish newspaper

Belfast Telegraph Newspaper Clipping 06/05/2025, Stephen Gordon Author

Source: Belfast Telegraph 6th May 2025

Article: Belfast carer struck off following 'vicious attack' on love rival. Young mum ruled to have brought her profession into disrepute.

Summary: This front-page story on Northern Ireland's 'national newspaper' (read mostly by the Protestant/Unionist community) details the story of a young woman who worked as a carer who attacked her ex-partner's new girlfriend.

Analysis: This story highlights the gender of its subject from the outset. She is framed in highly gendered language as a 'carer' who is a 'young mum'. This is presented as being in stark contrast to the reported 'attack' where she allegedly 'pulled clumps of hair from her love rival's scalp as she dragged the victim around'. The article states that the judge in this case labelled it a 'vicious attack'. The story is framed around the disparity between these two seemingly contrasting binaries: a young mother and carer versus violent behaviour. Its positioning as a front-page story highlights the cultural disparity between what is deemed appropriate behaviour for young female mothers who work as carers - i.e. they should be non-physically aggressive at all times. This disparity was enough to warrant a front-page story and the removal of the subject from the care register. This upholds dominant cultural ideologies on what is appropriate 'feminine' behaviour - if you veer too far from this, you may make headline news.

Case Study 4: Women Celebrities at the Met Gala (Representation ≠ equality)

Zendaya, Kim Kardashian, Gigi Hadid and Miley Cyrus lead the stars at the Met Gala... but fans criticise 'underwhelming' event

THE MEH GALA!

On what is considered to be fashion's biggest night, the 2025 Met Gala is being slammed as 'boring' and 'underwhelming' after failing to deliver the star power and glamour of years past. The annual invite-only soiree kicked off Monday at New York City's famed Metropolitan Museum of Art with A-list fixtures like Blake Lively, Taylor Swift, Lady Gaga, Jennifer Lopez, Ariana Grande and Katy Perry noticeably missing from the guest list. While this year's theme 'Superfine: Tailoring Black Style' presented an opportunity for 'boundary-pushing' looks, the red carpet was besieged by celebrities in drab black and gray outfits.

Daily Mail Online Screenshot 05/06/2025 1

https://web.archive.org/web/20250506070321/https://www.dailymail.co.uk/home/index.html

Daily Mail Online Screenshot 05/06/2025 2

Daily Mail Online Screenshot 05/06/2025 3

Daily Mail Online Screenshot 05/06/2025 5

Daily Mail Online Screenshot 05/06/2025 4

Source: Daily Mail Online 6th May 2025

Article: 'The Meh Gala' / 'A-listers shun the Met Gala as Zendaya, Kim Kardashian, Gigi Hadid and Miley Cyrus lead the stars'

Summary: This lead story was written by a female reporter and foregrounds the annual Metropolitan Museum of Art's Costume Institute Gala ('the Met Gala'), a fundraising event which has become a key date in the celebrity calendar. A raft of predominantly female celebrities and their outfits to the fashion-forward event are photographed and critiqued.

Analysis: This article was the lead content on the Daily Mail Online webpage, with images of six women comprising the banner image. The 'Don't Miss' sidebar also leads with this story as does the carousel in the centre of the homepage. At the second layer we see that the article predominantly foregrounds female celebrities and is image-heavy - there are over 108 images on the webpage. The story is framed as cultural criticism, but mimics many tropes of celebrity news which normalises the objectification of women and scrutinises their appearance. The women are described as 'posing up a storm' and their bodies are sexualised "skintight skirt, flashing her ample cleavage and her toned back" or rendered as something to be looked at "The beauty wore her hair back in waves with minimal makeup, highlighting her stunning natural looks" Language such as "busty blonde" "showed off her weight loss" "showcased her toned midsection" "showed off her tiny waist" "The star's form-fitting look also put her pert derriere on display" and "She took a silky brown scarf off to reveal her busty cleavage" reduces these women's bodies to a few sum parts and limited ideals of beauty. Many of the women are also described in relation to their heterosexual relationships throughout the article, and notably the age gap between Madonna and her partner was discussed in three instances. Despite this year's Met Gala theme being described as focusing on menswear, five men are featured at the very bottom of the webpage and their outfits are either described as 'intricate', 'regal' or the clothes are simply

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described for the reader "Rege-Jean Page wore an all-red suit and duster coat; the Bridgerton star's shoes were also red" and "Christian Latchman donned a white suit with a cream coloured cape and a black shirt".

SUMMARY AND CONCLUSIONS

Across the four nations of England, Northern Ireland, Scotland and Wales, we sampled 47 media, including 17 newspapers, 6 radio stations, 10 television channels and 14 online news sites. A total of 570 news stories were coded, with 2,243 sources within those stories and 708 reporters. Gender equality remains a marginal topic in legacy media, with only 5% of stories referencing issues of gender equality or inequality, legislation, or policy. Even within these stories, coverage was uneven: women reporters accounted for 6% of such stories, while men reporters covered just 4%, suggesting that gender-sensitive reporting is still far from mainstream practice. However, this number is even lower in internet news sources, where stories referencing issues of gender equality or inequality, legislation, or policy make up just 3% of the total coverage. Women comprise 36% of all sources and subjects across media, up from 29% in 2020 which marks a modest 7% increase over five years. However, this improvement does not necessarily translate into parity. For every woman featured in the news, there are nearly two men, a ratio that has barely shifted in 30 years of monitoring. This imbalance underscores the enduring dominance of male voices in shaping public discourse. While representation in political stories has grown significantly - from 25% in 2020 to 35% in 2025 - this figure still falls short of reflecting women's actual presence in political life, where women now make up 40% of MPs. The increase is encouraging but highlights that media coverage continues to lag behind real-world progress.

When looking at those who bring the news to us, we found that of the 489 journalists, reporters and presenters coded 39% of whom were women. This is a slight decrease of 2% from 2020 where 893 were coded, of whom 41% were women but up compared with 2015 where 32% were women. We also found that there was variable parity across media when it comes to women as announcers, presenters or reporters in the news. Overall, equal representation was observed in television, where women represented 50% of reporters and/or presenters, women announcers and reporters were overrepresented in radio, making up 63%, whereas in print media they represented just 38% of reporters. However, these aggregates do mask disparities at regional levels where, for example, we found that Northern Ireland has a dominance of male reporters in all media, whereas England, Scotland and Wales have some instances where women are overrepresented.

We have also found that women remain underrepresented in authoritative roles and are more likely to appear as eyewitnesses or sources of personal experience rather than experts or spokespeople. This trend reinforces stereotypes and limits women's influence in shaping narratives on critical issues. Representation data showed women as experts in 34% of UK news in 2025, up from 26% in 2020 but still woefully inadequate.

Compared to 2020, when the topic of Science and Health dominated during the COVID-19 pandemic, the focus on VE celebrations in print news and the Met Gala in internet news has arguably contributed to celebrity, arts, media and social and legal stories dominating. As women are readily represented in the field of celebrity news within our dataset, we should be wary of equating this increase in representation as purely 'good news' for women - case study 4 readily reveals that an increase in gender representation need not necessarily equate to an improvement in representation.

This year's GMMP took GBV as a central topic of focus, and our data revealed very small numbers of reporting on this subject (although a small increase from 2020). Male reporters were more likely to cover stories relating to sexual harassment against women, rape and sexual assault in legacy media compared with female reporters. Therefore, coverage of GBV, when it makes the news, men are more likely to cover these stories.

Gender equality is still treated as a peripheral issue, and women's voices remain marginalised in hard news areas (it is worth noting that we found no representation of non-binary or openly trans voices although the coding framework was not particularly well-

equipped to account for this). Without deliberate interventions, these patterns risk becoming entrenched, perpetuating a media landscape that fails to reflect the diversity and complexity of society.

RECOMMENDATIONS AND ACTION PLAN 2026-2030

Media Organisations

- Implement **gender-sensitive editorial policies** to ensure balanced sourcing and representation, particularly in **politics, economics, and science** reporting. Journalists and researchers should actively seek out **women experts** to ensure women's voices are given parity as experts and spokespeople.
- Digital Platforms must use the growth of **online media** to promote **substantive stories featuring women** beyond celebrity and entertainment.
- Develop targeted **regional strategies** for each of the four nations to increase women's visibility as reporters, experts and commentators.
- Develop an ongoing programme of **training and awareness**. Require, monitor, and incentivise journalists to undertake **intersectionality informed gender-sensitive training**, particularly around gender stereotypes and issues related to GBV.
- Develop **mentorship programmes** to ensure women are not just reported in relation to soft news categories.

Monitoring and Accountability

- Continue **regular monitoring** and **publish transparent data** to track progress toward gender parity in newsrooms and coverage.
- The government must **develop policy** that holds media organisations accountable to gender equality (this could include imposing meaningful **fines** on media organisations where employees take out discrimination claims on the grounds of the Equality Act 2010).
- The government should also give **independent media regulators** more power.
- **Civil society** must be empowered to call out gender stereotyping using existing platforms such as the social media accounts of media organisations, Ofcom, the ASA and consumer rights programmes; work with social justice and gender-based organisations to pursue their aims of gender justice.

Researchers and Educators

- Undertake **longer periods of media monitoring** using GMMP methodology.
- Ensure that coding manuals for quantitative data are able to reflect the diversity of gender categories alongside other intersectional identities to ensure truly accurate and representative data
- Work with **unions** to undertake **surveys of journalists** and other media workers about their experiences of workplace environments and career progression and to assess gender-based inequalities or bottlenecks.
- Encourage **universities** to participate in media-focused initiatives such as the BBC's 50:50 equality campaign (https://www.bbc.co.uk/5050) as ways to encourage **journalism students** to develop awareness of gender in/equality issues within the journalism and media field.
- Develop curriculums that teach **media literacy** from an early age, to ensure children are able to identify gender stereotypes and poor representation in news media from an early age.
- Produce **policy reports** for media regulators that can raise awareness and accountability in relation to gender representation.

Annex 1. Methodology

Methodology

Over a full 24-hour cycle, thousands of volunteers from the Pacific to the Caribbean monitored their news media, adding their countries' voices to this important pulse-check on gender representation in the news media. The seventh edition of the GMMP was marked by many firsts, highlighting the enhancements introduced to this study over the years. Marking a first for the GMMP, 2025 relied entirely on electronic data capture, with no handwritten forms used; coding sheets were submitted to the technical team either directly through the platform or using the spreadsheet version of the familiar coding template. This was also the first time that the majority of the online data capture was done by in-country teams, who were responsible for over 12,000 entries. Another first was the prominence of internet news items, which surpassed radio entries at the global level and in six of the eight regions, reflecting the ongoing shift toward digital news sources. Despite these evolutions, the fundamental GMMP methodology has remained consistent over the decades, preserving the comparability of findings across survey rounds.

How the monitoring took place

The GMMP monitoring day brought together a vast global network of volunteers, all committed to answering the question, how is gender portrayed on an ordinary news day? The GMMP country networks, ranging from university research teams to media advocacy groups, brought with them deep expertise in local media ecosystems, ensuring that the data captured was contextually grounded, accurately capturing the nuances of news coverage across the world. In some regions, collaboration crossed borders; teams in Latin America and Asia supported neighbouring countries with data entry, ensuring that knowledge and effort were shared wherever needed.

In the lead-up to the monitoring day, the WACC team and regional coordinators ran a series of training sessions on the GMMP methodology. Country teams received refresher training on the sampling methodology and monitoring procedures, along with an introduction to the updated topic breakdowns. Teams had a choice of two monitoring options: full monitoring, which provided a detailed view of gender representation across news media, or short monitoring, which captured only the key GMMP indicators.

The training sessions also covered the use of the GMMP's custom data capture platform, which has been used since 2015. Available in English, French, and Spanish, the platform serves as the central system for consolidating responses from country teams after the monitoring day. On the monitoring day itself, teams carry out the initial data capture offline, as discussion and reflection are a key part of the monitoring process. These collaborative sessions allow teams to review findings, compare interpretations and ensure consistency. To maintain accuracy, radio and television bulletins were recorded, and copies of digital and print media were collected for reference.

The GMMP questions capture quantitative data on four key dimensions of each news item: i) About the story: the topic, story placement and scope; ii) About the people in the story - subjects and sources; iii) About the news personnel - announcers, presenters and reporters - in the story; and, iv) The quality of the story from a gender perspectives -gender stereotypes, women's centrality, rights- and gender equality angles. Country teams can also include up to three additional questions about the people in the story, to explore concerns of specific national interest. Additionally, teams provide qualitative context to aid interpretation,

describing the news agenda on the monitoring day, their reasons for selecting particular media outlets, and key features of their national media system. Teams also conduct a structured qualitative analysis following the GMMP's standard framework, complementing the quantitative data with insights that help explain patterns and trends in gender representation in the media.

While teams were not limited in the number of outlets they could monitor, guidance was provided on the recommended minimum through the GMMP media bands chart. The media bands system, first introduced in 2005, was designed to promote a more balanced distribution of data and to provide each country with guidance on the minimum number of media outlets to monitor. The bands were determined by the overall number of each type of media in each country. Over the years, desktop research has formed the basis for compiling these numbers, which were then validated with country teams. For this edition, many of the media research databases previously relied upon were outdated, prompting us to turn inward and draw on historical GMMP databases as a reference for nationally relevant outlets. This list was reviewed and confirmed by country and regional coordinators.

In several countries, the number of media outlets relevant to this study has declined since 2020, reflecting shifts in the media landscape. Subsequently, the number of media bands was reduced; for instance, broadcast media bands were scaled down from five to three. For internet news, countries were ranked according to internet usage rates published by the International Telecommunication Union (ITU) and grouped into corresponding media bands.

Conclusion

From classrooms and offices to shared virtual spaces, the GMMP network turned a single ordinary news day into a globally representative snapshot of gender in the media. This achievement would not have been possible without the dedication of thousands of volunteers, whose careful and diligent monitoring of media outlets worldwide sustains this important tradition of media monitoring.

References

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Annex 2. List of Monitors and Media Monitored

England Team 1 (University of East Anglia)
Led by Victoria Cann (England and UK Coordinator)
Aneesa Dar, Jinsung Kim, Milly Kirby, Victoria Nicholaou, Lily Smith, QinZhi Tan

England Team 2 (University of Worcester)
Led by Barbara Mitra (England and UK Coordinator)
Karen Broughton, Ellie-Jay Blick, Christine Challand, Ryan Jones, Arden Masters, Sydney Miller, Pamela Murray, Vessela Warren

Northern Ireland (Ulster University)
Led and collected by Jolene Mairs Dyer (Northern Ireland Coordinator)

Scotland (University of Strathclyde)
Led by Fiona McKay and Melody House (Scotland Coordinators)
Abeera Baig, Maryam Ishaq

Wales (Cardiff University)
Led by Iñaki Garcia-Blanco (Wales Coordinator)
Maxwell Modell, Llion Carbis

List of Media Monitored

Newspapers (total 17)

Belfast Telegraph
Daily Express
Daily Mail
Daily Mirror
Daily Post
Daily Record
Irish News
Scottish Daily Mail
The Guardian
The Herald
The Telegraph
The Times
The National
The Scotsman
The Scottish Sun
The Sun
Western Mail

Radio (total 6)

BBC Radio Ulster
BBC Radio 4
BBC Radio 4 *The Today Show*
BBC Radio 5 Live
BBC Radio Scotland
BBC Radio Wales

Television (total 10)

BBC1 News
BBC Newsnight
BBC1 (Scotland)
BBC1 Wales
Channel 4 News
Channel 5 News
ITV1 News
ITV1 Wales
S4C
STV

Websites (total 14)

BBC News
BBC Wales Online
Belfast Live
Daily Express
Daily Record
Nation Cymru
The Guardian
The Mail Online
The Mirror Online
The Scottish Sun
The National Scotland
The Scotsman
The Daily Record
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