

BREAKING THE BAD NEWS

It's official – Brits are getting fed up with an ever increasing diet of bad news.

Research by leading savings bank ING Direct released today reveals that half of the public think that there is too much negativity in the press, whilst 57 per cent think that the media is obsessed with bad news¹.

Other findings from the Bank's study shows that although 41 per cent of people know that the economic situation is bad they are sick of hearing about it and almost half of those surveyed are calling for more 'good news' stories.

Brits' feelings are echoed by the results of an audit of newspapers from the last 10 years, which reveals positive news stories have fallen by 24 per cent since 1999, whilst negative ones have risen by 28 per cent².

These findings are supported by research published by media analysts Metrica, who have identified a growing trend of negative and unfavourable news using 3.7 million articles from the past decade³.

ING Direct has decided to do something about the bad news and has launched its own "Feel Good" website that only reports on good news stories.

"We have had an excellent response to our news site and we knew we were on to a winner when our survey showed that good news stories really make people feel better and put a smile on their faces" says ING Direct CEO Johan de Wit.

On a more positive note for national news editors, the ING Direct research revealed that one in five Brits admit they would be more likely to buy a national paper if it regularly covered good news items.

The feel good news portal from ING Direct features a range of national news stories and allows users of the site to submit and share their own feel good news stories. It can be viewed at www.savingfeelsgood.co.uk

UK Regional Breakdowns

Region	Number who feel the news is too negative today	Number who would be more likely to buy a newspaper that always contained good news	Number who think the media is obsessed with bad news	Number who would like to see more 'good news'
UK	50%	20%	57%	47%
North East	53%	19%	58%	51%
North West	49%	23%	56%	49%
Yorkshire and Humber	48%	17%	61%	44%
East Midlands	58%	16%	57%	50%
West Midlands	47%	27%	53%	53%
East of England	49%	19%	59%	47%
London	51%	19%	57%	46%
South East	49%	18%	52%	49%
South West	43%	21%	59%	48%
Wales	46%	16%	65%	38%
Scotland	58%	19%	62%	45%

Ends

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Notes to editors

1. Research was conducted by YouGov in April 2009, commissioned by ING Direct. Total sample size was 2,017 adults.
2. An audit of the news pages from the 17th April from 2009, 2008 and 1999 was carried out on the nine main national newspapers (Daily Telegraph, The Times, The Guardian, The Independent, The Daily Mail, The Daily Express, The Sun, The Daily Mirror and The Daily Star)
3. Metrica Numbers Report 2008/09 (published on 27th April 2009)