








# 2009 INNOVATION/HARRIS POLL SURVEY ON NEWSPAPER READERSHIP: READERS WANT “THE TRUTH, THE WHOLE TRUTH AND NOTHING BUT THE TRUTH”

INNOVATION has once again teamed up with Harris Interactive and their innovative Harris Poll to gain a fresh perspective on the attitudes of Americans and Europeans on the subject of news, media, newspapers, and what newspapers can do to differentiate themselves in today’s exploding media environment.

**Douglas Griffen**  
 Consultant, INNOVATION International  
 Media Consulting Group (USA)  
 griffen@innovation-mediaconsulting.com

**T**he poll, taken during January 2009, is a follow up to a similar effort undertaken by INNOVATION and Harris in conjunction with the 2007 Congress of the of the World Association of Newspapers (WAN) in Cape Town, South Africa. Harris Interactive, developers of the long running Harris Poll and internet based panel for global research, carried out the 2007 and 2009 Readership Surveys in six countries: The United States, Great Britain, Italy, France, Germany and Spain, with nearly 8,000 respondents to get a sense of how readers—frequent through occasional- and non-readers, viewed newspapers and their roles in a fast-changing media, political and technological environment. Six key areas were explored in both surveys:

**TABLE 1: What are your sources for news and information today?**

	 USA %	 UK %	 France %	 Italy %	 Spain %	 Germany %	 Europe %
TV Network News	26/25	32/36	30/29	30/30	31/22	26/28	30/29
Online news and information	22/18	18/14	17/17	21/22	17/18	18/16	18/17
Cable network news	14/14	2/2	2/9	7/5	3/7	9/7	5/6
Radio	10/12	17/16	21/20	11/11	14/16	16/18	16/16
Major Daily Newspapers	10/12	6/6	9/7	7/6	11/13	12/13	9/10
Local community newspapers	7/8	5/6	5/3	6/7	3/3	5/4	5/5
Magazines	4/4	4/3	7/5	5/5	4/4	5/5	5/4
National Daily Newspapers	4/3	11/11	6/6	10/8	12/12	5/5	9/9
School and work newsletters	1/1	1/1	2/1	1/1	2/1	1/1	1/1

NOTE: 2009 poll / 2007 poll

**TABLE 2: What will be your sources for news and information in FIVE YEARS?**

	USA %	UK %	France %	Italy %	Spain %	Germany %	Europe %
TV Network News	23/26	29/32	27/30	24/30	25/31	25/26	26/30
Online news and information	33/22	27/18	25/17	30/21	27/17	25/18	26/18
Cable network news	14/14	5/2	3/2	9/7	3/7	6/9	6/5
Radio	9/14	14/17	18/21	9/11	13/14	14/16	14/16
Major Daily Newspapers	7/10	5/6	7/9	6/7	9/11	11/12	7/9
Local Community Newspapers	5/7	4/5	4/5	5/6	3/3	5/5	4/5
National Daily Newspapers	3/4	9/11	6/6	9/10	10/12	5/5	8/9
Magazines	3/4	4/3	7/6	5/4	4/3	5/4	5/4
School and work newsletters	1/1	1/1	2/2	1/1	2/2	1/1	1/1

NOTE: 2009 poll / 2007 poll

- How the media landscape is changing: what respondents saw as their sources of news and information NOW as well as what these sources might be FIVE YEARS from now;
- How CREDIBLE are newspapers, on an 0-100 index;
- An assessment of the ROLE that newspapers and their associated sites played for them and their communities;
- What causes some people NOT TO READ newspapers on a regular basis;
- What newspapers and their associated sites can do to better represent their COMMUNITIES in the future;
- What would make newspapers more REL-

EVANT in the lives of readers.

The 2009 results show that while newspapers have not stood still in the last two years, neither have the attitudes of our public or the world in which we live. An unparalleled confluence of issues is facing us on a global basis—a massive economic downturn; energy constraints that demand new sources for energy, both traditional and alternative; evidence that the trend towards global warming is no longer a trend but a reality; population growth that is crowding the planet and highlighting ideological differences; and a media and technology explosion that affects every aspect of our lives.

**2009 Harris Poll on Newspaper Readership for INNOVATION**

-  US: 2,848 (aged 21+)
-  United Kingdom: 1,071 (aged 16+)
-  France: 1,021 (aged 16+)
-  Italy: 1,027 (aged 18+)
-  Spain: 1,007 (aged 16+)
-  Germany: 1,107 (aged 16+)

In addition to the quantitative questions, respondents were given the opportunity to answer an open ended question.

Americans were asked: “What does a newspaper need to do to be MORE RELEVANT in your life and more COMPELLING to read and spend time with on a regular or more frequent basis? What would make newspapers more compelling to people like you?” Europeans were asked: “What piece of advice would you give to a major gathering of world-wide newspaper publishers, editors and owners?” A random selection of responses from each country, drawn from a total of nearly 4,000, appears at the bottom of the pages which follow.

 COMMENTS FROM THE USA  
**“Provide multiple points of view.”**

“Newspapers sometimes only tell the perspective of the editors. They surround themselves with people that think like them and report only what relevant to them. They need to be open and fair to both sides and let the reader decide.”

**“Cheaper. I can’t afford the paper so I get my news online.”**

“Not take too long to get to the point and write about things that apply to the everyday person.”

**“Be less biased.”**

“Better format. Easy to read.”

**“I would like to see more world news in the newspaper.”**

“Less focus on national and world events and more focus on local events.”

**“Be more timely. More in depth reporting.”**

“Print news that is important to people in the area.”

**“Newspapers should focus on their online sites M - Wed. Thur - Sun should remain the same;**

**packed with information.”**

“Have a strong online presence since I almost never read actual newspapers.”

**“Our local newspapers have been doing a good enough job in reporting accurately and timely.”**








“Start engaging in conversations using parts of its on line social media commentary from the public as sections or articles.”

**“More hard news less celebrity news and gossip. World news outside of the mainstream.”**

“Stop cutting back.”

## POLL

**TABLE 3: How would you assess the credibility of newspapers today (those that you are familiar with) on an index of 0 to 100 (no credibility to complete credibility).**

	 USA	 UK	 France	 Italy	 Spain	 Germany	 Europe
	%	%	%	%	%	%	%
Mean Credibility	<b>59/57</b>	<b>48/50</b>	<b>64/58</b>	<b>48/52</b>	<b>57/59</b>	<b>66/67</b>	<b>57/58</b>

NOTE: 2009 poll / 2007 poll

### THE ONLINE TREND CONTINUES, BUT NEWSPAPERS RETAIN A VITAL ROLE

In table 1, the survey summarizes the sources for news and information TODAY as well as what those sources might be FIVE YEARS FROM NOW. In the US, online sources, (computers as well as PDAs and cellphones) have now intersected with newspaper readership, with online sources just slightly edging out newspapers at 22% vs. 21%. But the gap widens in five years with online projected at 33% as a source of news and information while newspapers decline to 14%. In the US, the growth is heavily influenced by computer access, but the use of mobile devices like PDAs and cellphones as a source of news and information is expected to double. In the five combined European countries, the same trend is clear, though the gap is a little narrower: Online as a source of news and information increases to 26% and newspapers decline to 19%. In other media:

- TV Network news holds its own in the US in 2009 compared to 2007, but then drops as a future source (26% in 2009, 23% five years from now) and a similar pattern in the European countries (30% now, 26% five years from now);
- Cable network news stays relevant at 14% in the US over that period and grows slightly to 6% in the combined European countries;
- Magazines are not a significant source of news and information (4% source in 2009 in

US and a 5% source for the European countries surveyed);

- Radio drops below 10% in the US in the five year outlook, but maintains a 14% audience for news and information in the European countries.

See Tables 1 and 2.

### NEWSPAPER CREDIBILITY DROPS IN FOUR OF THE SIX COUNTRIES SURVEYED

In our 2007 survey, we asked a very specific question on newspaper credibility to create a “credibility index” across the 8,000 respondents that could be further broken down by a wide range of demographic assessments such as age, readership frequency, gender, etc. In 2007, the average index for all six countries was 50% and above with the US average at an index of 57 and the European countries averaging at 58. Yet we saw significant differences two years ago among different countries. For example, the credibility index for newspapers in Great Britain was the lowest at 50 and Germany enjoyed the highest credibility index at 67. In 2009, shown in table 3, the big winner is France with a net increase of six points from an index of 58 to 64. The US increased slightly from 57 to 59, while the combined five European countries decreased from 58 to 57. In the US, with a combination of a massive economic crisis and a political race that seemed like it would never end, newspapers as a medium were seen as reasonably *credible* but the open comments in our survey suggest that *credibility* doesn't necessar-

ily mean *objectivity*. The open comments seem very clear: newspaper bias needs to be replaced by better objectivity and balance. Objectivity took a hit when readers felt that the truth was being filtered or manipulated.

See Table 4.

### NEWSPAPER BRANDS REMAIN STRONG








On the very positive side, in a sea of change, readers are looking for newspapers and their associated sites to remain remarkably strong in performing critical roles. While some “classic” roles such as public watchdog, understanding local/national/global events and blending news that is both interesting as well as usable

remained robust, with a rating above 80% for the US as well as each of the five European countries as important or very important. The idea that newspapers could genuinely help society solve its problems rose significantly from, 56% to 60% in the US and from 70% to 82% across the combined five European countries. That is strong evidence of the public's continuing faith in newspapers, despite some doubts about their objectivity/credibility.

It appears that newspapers are viewed as a vital link and influence in our lives. As the table below suggests, there is broad acceptance of the fundamental role of a newspaper and its information sites.

See Table 4.

**TABLE 4: Indicate how important, in your life and community, each of the following roles are for a newspaper and its associated online news sites**

	 USA	 UK	 France	 Italy	 Spain	 Germany	 Europe
	%	%	%	%	%	%	%
Provide news and information about events in your local region and community	<b>90/88</b>	<b>88/79</b>	<b>95/85</b>	<b>90/93</b>	<b>93/83</b>	<b>90/84</b>	<b>91/85</b>
Provide news and information about events in your country	<b>90/87</b>	<b>89/84</b>	<b>97/95</b>	<b>93/95</b>	<b>93/92</b>	<b>92/90</b>	<b>93/91</b>
Provide news and information about events in the world	<b>89/86</b>	<b>89/84</b>	<b>96/92</b>	<b>93/94</b>	<b>94/90</b>	<b>91/87</b>	<b>92/92</b>
Hold public officials accountable for what they do	<b>89/84</b>	<b>85/82</b>	<b>92/81</b>	<b>83/79</b>	<b>89/74</b>	<b>87/80</b>	<b>87/79</b>
Report the news as quickly as possible	<b>86/84</b>	<b>88/82</b>	<b>93/83</b>	<b>90/82</b>	<b>93/92</b>	<b>89/79</b>	<b>91/83</b>
Provide news and information you can use in your daily life	<b>87/83</b>	<b>87/80</b>	<b>92/77</b>	<b>88/81</b>	<b>94/87</b>	<b>90/82</b>	<b>90/81</b>
Protect the public from abuses of power	<b>84/78</b>	<b>85/82</b>	<b>92/83</b>	<b>89/85</b>	<b>90/90</b>	<b>89/83</b>	<b>89/85</b>
Provide news and information that's interesting to know	<b>83/81</b>	<b>88/79</b>	<b>92/87</b>	<b>88/89</b>	<b>94/91</b>	<b>90/80</b>	<b>91/85</b>
Provide news and information you need to decide how to vote	<b>83/79</b>	<b>78/61</b>	<b>72/69</b>	<b>76/60</b>	<b>78/63</b>	<b>81/72</b>	<b>78/65</b>
Point out problems that need to be solved	<b>83/79</b>	<b>85/80</b>	<b>94/84</b>	<b>91/91</b>	<b>93/92</b>	<b>88/83</b>	<b>90/86</b>
Help society to solve its problems	<b>60/56</b>	<b>73/61</b>	<b>82/69</b>	<b>85/71</b>	<b>91/86</b>	<b>80/66</b>	<b>82/70</b>

NOTE: 2009 poll / 2007 poll (importance is combination of very important/important)

“Write about stories concerning everyday people and how their contributions to society have direct impacts to communities.”

**“Just be fair.”**

“Stick to the news. Be unbiased, better editing, print mistakes.”

**“I want a paper that holds elected officials and public agencies accountable.”**

“I called the *LA Times* and told them that as long as the amount of coupons I get from them on a weekly basis outweighed the price of their

paper I would continue to subscribe.”

**“Stop being so biased. The coverage of Obama in the main stream media is embarrassing.”**

“News stories that are relevant to my every day life.”

**“It is not worth the money they ask for it.”**

“It would be good to hear about the good things that happen in the community instead of all the bad stuff.”

“Something that grabs my attention.”

**“Better reporting and less bias.”**

“Newswriters should keep their

personal feelings out of the article or make sure people understand that it is only their idea and not straight news.”

**“Provide more informative and better organized information that is condensed for less reading time. No more starting an article on one page and having to find the remainder on another page.”**

• Newspapers need to put in more news and less advertising.

• **More op ed articles but written by intelligent and entertaining persons.”**

 **COMMENTS FROM THE UK**  
**“End your obsession with The Cult of Celebrity. It's harming society.”**

“Stop dragging up old news that's not interesting anymore.”

**“Tell the truth and be impartial!!!”**

“Outlaw ‘left-wing’ and other liberal reporting.”

“The news is always so depressing, it would be nice to read or see some nice things for a change.”

**“Get the facts right, don't just print something to fill the page or because you ‘think’ it's right**

**or because that's what the other papers are printing.”**


“Stop making up stories, sensationalising stories and pandering to ‘celebrities’.”

**“More happy news please - not so much doom and gloom!”**

“Stop treating women as sex objects in tabloids. Have far less political bias, tell it as it is not as you want us to see things.”

**“Stop irresponsible reporting on issues like immigration and young people.”**








“Encourage the public to interact more with their politicians because they are supposed to be there to represent US rather than to go their own way all the time.”

 **COMMENTS FROM FRANCE**  
**“Be less obliging with the authorities.”**

“Remain neutral and apolitical.”

**“Be objective and to ensure that the content of their Internet site (background articles, archives) is finally free of charge.”**

**TABLE 5: What causes some people NOT to want to read a newspaper on a regular basis?**

	 USA %	 UK %	 France %	 Italy %	 Spain %	 Germany %	 Europe %
Easier to go online for news and information	58/55	50/40	61/55	61/52	55/45	51/38	55/46
Lack of time to read the newspaper	55/58	53/52	48/57	66/50	47/44	45/56	57/52
Biased or too narrow of a viewpoint in its reporting	49/50	52/54	31/43	47/49	33/54	30/30	39/45
Cost of the newspaper	42/30	34/30	61/53	32/31	38/28	55/55	44/40
Not viewed as a credible or trustworthy source of news and information	37/38	50/52	13/22	49/39	31/35	26/29	34/35
Poor quality of reporting and writing	33/32	33/32	9/11	19/20	15/17	21/22	20/20
Not writing or reporting on topics that are personally relevant	26/27	23/29	14/31	14/13	26/23	22/21	20/23
Not providing enough information about local news, people and events	23/21	16/21	13/12	18/18	14/15	18/16	16/16
Not visual enough, not interesting or compelling from a design and formal standpoint	17/17	10/15	27/27	16/22	20/19	27/29	20/23
Something else	10/10	11/10	9/9	9/9	17/23	16/16	12/13

NOTE: 2009 poll / 2007 poll

**IF THE ROLE OF NEWSPAPERS IS SO VITAL, WHY IS READERSHIP STILL DECLINING?**

In 2009, we asked the Harris Poll respondents to again assess a series of potential reasons why some people may NOT read the paper on a regular basis. For nearly all countries surveyed, the top six reasons in 2007 remained the top six in 2009:

- **Lack of time to read** (our pace of life has quickened)
- **Easier to go online for news and information** (but many of those sites are now hosted by newspapers and their media companies)
- **Biased or too narrow a viewpoint** (are you reporting or influencing?)
- **Not viewed as a credible/trustworthy source** (and never has trust mattered more)
- **Cost of newspaper**

• **Poor quality of reporting and writing** (you should always be the best!)

In a deteriorating economy, cost becomes an important factor. If a newspaper really is discretionary then dropping or skipping it can become a modest daily cost saving. The goal of any newspaper should be to make itself and its content indispensable each and every day based on the value of its news, insights, relevance and impact to our everyday lives. The following table summarizes the key readership issues and their net change from 2007 to 2009:

See Table 5.

**TRENDS IN READERSHIP FREQUENCY AND ONLINE ACCESS**

Because this survey is a general population survey that represents the countries' demographics as a whole, it gives us a quick snap-

shot of trends in newspaper readership as well as the frequency of online access to news and information.








Survey participants were asked whether they are regular, occasional, or infrequent readers and the results shown in the readership frequency table will probably not surprise anyone. In the two year period from 2007 to 2009 regular readership (five or more days per week) in the US has declined from 39% to 36% and in the European countries from 38% to 34%. Infrequent readership shows the opposite, but expected, trend. Infrequent readership in the US, (one or less days per week) is now at 43% compared to 36% in 2007, while it has grown to 38% in the combined European countries from 34%. But, if we add up regular (5 or more days)

and occasional (2-3 days) readership, then nearly 60% of the population is reading a newspaper at least every other day in the US, and in Europe, the combined total is over 60%.

On the online side, the largest user group in the US as well as across the European countries consists of people who access online news and information at least once a day (40% in US and 37% across the European countries) and view this as an important source of information and news but not as their only source. This suggests an important finding in the trending in our surveys, that we may be finding that right balance of co-existence between online and on-paper, that they truly can co-exist, and complement each other.

See Table 6.

**TABLE 6: Non-readers are NOT the majority, and Online is NOT the only source...**

	 USA %	 UK %	 France %	 Italy %	 Spain %	 Germany %	 Europe %
Regular reader, usually 5 or more days per week	36/39	29/35	24/26	30/34	44/48	42/46	34/38
Occasional reader, 2 or 3 days a week	22/25	24/24	26/30	35/35	28/30	25/22	28/28
Infrequent reader, 1 day a week or less	43/36	47/40	49/44	35/31	28/21	32/32	38/34
I access online news and information sites at least once a day, they are important but not the only source I rely on.	40/37	32/32	37/34	41/41	40/42	36/34	37/37
I access online news and information multiple times per day, they are an extremely important source of information for me.	23/19	18/35	16/26	30/34	20/48	17/46	20/19
I access news and information sites about once a week, they are interesting but I tend to rely on other sources.	20/24	23/24	27/30	19/35	22/30	22/22	23/25
I do not access online news and information sites with any regularity. They are not an important source of news and information to me.	17/20	27/40	19/44	10/31	18/21	25/32	20/20

NOTE: 2009 poll / 2007 poll

**"Ask leaders to account for their political decisions."**

"Stop being the governments' lap-dogs and to expose the real abuses."  
**"More objectivity, less doom and gloom."**

"Learn to appeal to its readers."  
**"Learn to remain objective rather than trying to suck up to Napoleon Sarkozy at all costs!!!"**

"Make newspapers shorter and more concise so they can be read quickly while providing the essential regional

and global news: a slight more substantial review of journals. To waste less paper and ink, developing the stories further on the Internet."

**"Do not mix the information section and the analysis section (the analysis may be provided by several people with differing persuasions). Give good news and encouraging news. Further improve credibility as I have lost count of the number of people**

**or associations I know who have been interviewed by journalists for articles which contain gross errors, mistruths and bias."**

"Adapt."

 **COMMENTS FROM ITALY**  
**"Don't take political sides."**

"Report events as they have occurred. Don't waste time on gossips and give more room to every point of view, don't be blatantly partial."  
**"Avoid sensationalism."**








"Since we get news from other sources such as Internet or radio, it is important for papers to offer something to differentiate themselves: in-depth reports providing data from empirical research, influential comments from opinion leaders (but not the usual ones), more info on social, political and economic European and international events, more book reviews (but also theatre performances, classical music, jazz, rock music, songwriters), a lot more focus

on culture in general."  
**"Don't be involved in politics, increase readability."**  
"Practise real journalism, carry out investigations, uncover problems, monitor the activity of politicians and public officials."  
**"Spread some optimism around, give more positive than negative news, write more articles on how to solve problems, get rid of crime news and gossip columns."**  
"Report the dissipation and privileges

of the ruling class."  
**"Improve printed paper distribution system, strengthen online mobile distribution."**  
"A newspaper should be a starting point to get to know facts and problems, it should be integrated with other sources of information."  
**"Take stands on issues of public interest because it looks like printed press is one of the few sources that politicians or the ruling class pay attention to."**

## POLL

**TABLE 7: Imagine you could speak to a major gathering of word-wide newspaper publishers, editors and owners... what advice would you give them?**

	 USA*	 UK	 France	 Italy	 Spain	 Germany	 Europe
	%	%	%	%	%	%	%
Cover more local news and information	42	<b>32/40</b>	<b>34/32</b>	<b>26/41</b>	<b>48/47</b>	<b>39/37</b>	<b>36/39</b>
Improve your journalistic quality and ability to write compelling stories	41	<b>42/41</b>	<b>29/31</b>	<b>43/49</b>	<b>63/23</b>	<b>53/51</b>	<b>46/39</b>
Provide more in-depth analysis on world events	39	<b>39/39</b>	<b>48/43</b>	<b>58/49</b>	<b>43/41</b>	<b>38/41</b>	<b>45/43</b>
Provide a better integration of print and online information to allow me to better choose and balance my sources	35	<b>25/30</b>	<b>34/30</b>	<b>47/49</b>	<b>39/43</b>	<b>32/30</b>	<b>35/36</b>
Provide more information and resources on issues that are personally relevant to me and my family	32	<b>26/30</b>	<b>43/38</b>	<b>19/27</b>	<b>33/52</b>	<b>30/28</b>	<b>30/35</b>
Transform your newspaper to be more visually engaging and appealing	24	<b>21/30</b>	<b>40/36</b>	<b>27/33</b>	<b>36/32</b>	<b>30/26</b>	<b>31/31</b>
Personalize the news and information to me based on my interests and preferences	16	<b>13/16</b>	<b>23/21</b>	<b>10/13</b>	<b>19/36</b>	<b>22/20</b>	<b>17/21</b>

NOTE: 2009 poll / 2007 poll. \*THIS QUESTION WAS NOT ASKED IN THE USA IN 2009

### 4000 RECOMMENDATIONS, SEVEN CRITICAL THEMES

Make no mistake about it. The readers always speak out. The open ended comments in our survey were clear and candid, and covered just about every theme imaginable, some in a very colorful way. INNOVATION will provide a full copy of the comments on our website as you may find individual ideas and recommendations helpful for your organization.

We found seven specific, recurring themes that are worth mentioning and are well worth keeping in mind as we seek to raise the value and relevance of our newspapers.

**1. THE TRUTH, THE WHOLE TRUTH AND NOTHING BUT THE TRUTH.** A sense that the editorial process has biased the news coming from many newspapers; a demand for increased focus on factual data and balanced coverage.

**2. DEEPER INVESTIGATIVE REPORTING.** A call for strong investigative journalism on issues that matter. Leverage the significant resources of newspapers and their media companies to get to the issues that really matter.

**3. IMPROVE THE QUALITY OF YOUR WRITING, REPORTING AND STORYTELLING.** Despite a growing trend of ‘citizen journalism’ and interactive methods for more reader involvement, there is a strong desire for the highest quality writing and reporting. Differentiate your newspapers by producing high quality journalism, backed by good processes for quality checks.

**4. IN A CRISIS OF CONFIDENCE, GOOD NEWS MATTER.** At a time when the world is facing significant issues in the economy, energy, climate, international relations and human rights, it can seem challenging to find space for good news. Yet, without the spark of good will, human

spirit, collaboration and innovation, confidence and optimism may stay grounded.

**5. PUT SOME BOUNDARIES AROUND SENSATIONALISM.** There is a significant backlash against ‘celebrity journalism’ and sensationalism. At a time when the stakes are so high and the need so strong for objective news, information and guidance, the ‘easy stories’ on gossip, celebrities and trivial events seem to be an unwelcome sideshow.

**6. DIFFERENTIATE AND ENGAGE ME.** We are all bombarded by media and messages. The newspaper of tomorrow must differentiate itself through content, appearance, packaging and linkage to other media. It does not have to be a stand alone media, but rather an access point for the day. Life is colorful, noisy and whimsical. Let the newspaper engage me in a similar way.

**7. FIND OUT WHAT’S RELEVANT TO ME AND MY COMMUNITY.** We relate to the global world but we still live in a local community. Be the strongest reflection of the community, its currents and its culture. Find out what really is relevant and will resonate with me when I read it, view it or listen to it through your various media channels. Listen to me.

As noted at the start of this article, we are, in 2009, at an unprecedented time of change and choice. While newspapers in their traditional form are no longer the only media or even the singular dominant media, they remain relevant and vital as progressive publishers of newspapers adapt to change, moving from producing newspapers to producing news media. There are clear recommendations from readers and non-readers alike on how to keep newspapers as a vital, credible and differentiated media that is crucial as a source of news and information.

See Table 7.



INNOVATION International Media Consulting Group expresses its thanks to Harris Interactive for their generous support of our 2009 World Report. Further information on Harris Interactive and its Harris Poll may be found at [www.harrisinteractive.com](http://www.harrisinteractive.com).

**METHODOLOGY** This Harris Poll® was conducted online within the United States January 12 to 19, 2009, among 2,848 adults (aged 18 and over) and in Europe on January 8 to 15, 2009 among 5233 adults (aged 16 and over). Figures for age, sex, race/ethnicity, education, region and household income were weighted where necessary to bring them into line with their actual proportions in the population.

“I want a newspaper that holds elected officials and public agencies accountable.”

“Better reporting and less bias.”

“Stop covering uninteresting news just to reach your target of 30 pages.”

#### COMMENTS FROM SPAIN

“Always tell the truth. Show everything and not only what the governments say or what they are interested in telling us.”

#### “Involve readers more.”

“Objectivity. Competitiveness. Denunciation.”

“I would remove a lot of advertising which takes a lot of space

that could be used to offer more information.”

“Request more participation or opinions from the citizens. Less gossip or rubbish, no snooping on people’s personal lives.”

#### “Be less biased.”

“Incentivise readership by forums, contests, draws, etc. Change the aesthetic image and make it more attractive and improve quality of the font and make it more legible.”

“Improve the writing quality and

spelling, as today’s journalists can’t even write.”

“Change the newspaper format to a compact one, easier to read.”

“Make it easy to distribute newspapers in remote places. Lower prices. Local news.”

#### COMMENTS FROM GERMANY

“There’s too much warning, inspecting, unsettling and bad talking. I want more success stories and less sport, pages for

women and stupid advices like ‘wash your hair in the evening and don’t breathe in pollen!’”

“Less is more.”

“Independent reporting - not just politically correct.”

“Critical reports about the government’s and the politician’s work in general.”

“Know the customers and respond to their wishes. Good research and quality before everything else.”

“Write short, firm and concise.

Everything that’s important but as short as possible.”

“More positive news about things that have been accomplished successfully.”

“Be more honest, direct and objective.”

“Decrease the price of the newspapers.”

“Make the newspapers smaller so that they fit better onto the table during breakfast.”

“Internet.”

“Display dreadful situations openly and name the responsible people.”

“Focus more on news and less on gossip.”

“Respond more to the readers - at least give them the feeling that they are important.”

“Remain defiant and keep it rolling! Stay honest and authentic so that the investigative journalism doesn’t get lost.”