



The MidBritain Report is researched by BMRB and published by Associated Newspapers. It features original data from individuals who represent the mid-section of the British population.

The report monitors the confidence of MidBritons regarding the economy, the government and their political outlook. The report is produced on a quarterly basis.

- Q1 08: 2,282 MidBritons (Mar 08)
- Q2 08: 1,612 MidBritons (Jun 08)
- Q3 08: 1,912 MidBritons (Sep 08)
- Q4 08: 1,198 MidBritons (Jan 09)
- Q1 09: 1,667 MidBritons (Apr 09)
- Q2 09: 650 MidBritons (Jun 09)
- Q3 09: 896 MidBritons (Sep 09)
- Q4 09: 2,081 MidBritons (Jan 10)
- Q1 10: 888 MidBritons (Apr 10)

* Significant movement at 95% confidence

The survey panel has been carefully selected to represent the breadth of individuals within MidBritain. A deeper understanding of the composition of this audience can be found at our website www.midbritain.com.

Insight into the UK's superconsumers
MIDBRITAIN

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1. MidBritain expresses cautious optimism on the UK's economic future

Two thirds of MidBritons believe the UK's economic situation will stay the same or get better over the next 6 months, according to the latest quarterly research by Kantar Media.

MidBritons ratings for the stock market, employment, house prices and pension funds have all remained stable this quarter, but improved significantly compared to the same period last year.

Although the UK has finally limped its way out of recession, MidBritons are being more observant when it comes to their finances. 7 in 10 MidBritons agree that they monitor their finances more closely than they did six months ago. Only 20% think that they are not in control of their finances. 62% of MidBritons are taking longer to buy products as they are spending more time researching products and comparing prices to get the best deal.

The number of MidBritons who feel negatively about current high street prices has increased sharply, from 29% last quarter up to 41%* this time around, after the January and winter sales came to an end. This reaction repeats itself every year and mirrors exactly what happened in 2009.

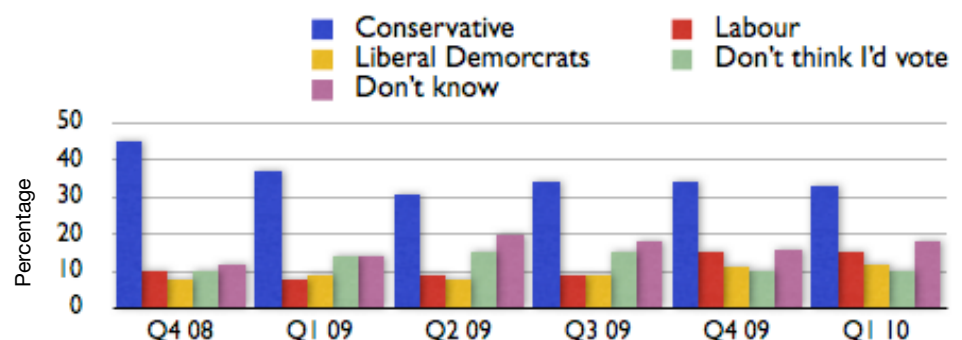
This change in behaviour does not mean that MidBritons will compromise on quality. 63% tend to buy branded products if they are discounted. 65% of MidBritons look for coupons and money off vouchers before purchasing goods, which makes them increasingly open to new brands. Only 5% of MidBritons agree that they are happier buying things on credit, reinforcing their ability to maintain financial security and live within their means.

Conservatives lead the way amongst MidBritons but Clegg's is neck and neck with Cameron as Midbritain's most trusted politician.

With the General Election drawing closer, the Tories have maintained their strong position when it comes to MidBritons voting intentions. 33%* say will vote Conservative, which is 12% lower than 15 months ago. Labour' support has held firm at 15% while the Lib-Dems are in third on 12%. 18% are still undecided, while 10% don't think they will vote.

* taken before the first election debate.

Q How do you feel about the following politicians?



4 in 10 MidBritons believe that if the Tory's win the election they will improve the country's economic situation. On the other side of the coin, David Cameron's unwillingness to say where the bulk of public expenditure cuts will fall has had a negative impact on his trust level, which has significantly decreased since last quarter from 51% to 45%*. Nick Clegg trust rating is also high at 42% while Gordon Brown lags behind on 28%.

Q How do you feel about the following politicians? Trust overall (trust a lot/ trust a little)

	Q4 09	Q1 10
Gordon Brown	27%	28%
David Cameron	51%	45%
George Osborne	25%	24%
Alistair Darling	20%	23%
Vince Cable	37%	35%
Nick Clegg	43%	42%

Nearly half of MidBritons think that a hung parliament will have a negative effect on the UK economy. Therefore hopes still remain high that political duo David Cameron and George Osborne will lead the Tories to an overall majority.

42% of MidBritons are concerned that if the Labour Party win the election there will be further rises in tax.