



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 Base: 1,667 MidBritons (Apr 09)
 Politics only base: 1,626 MidBritons (May 09)

* Indicates significant movement from period to period.

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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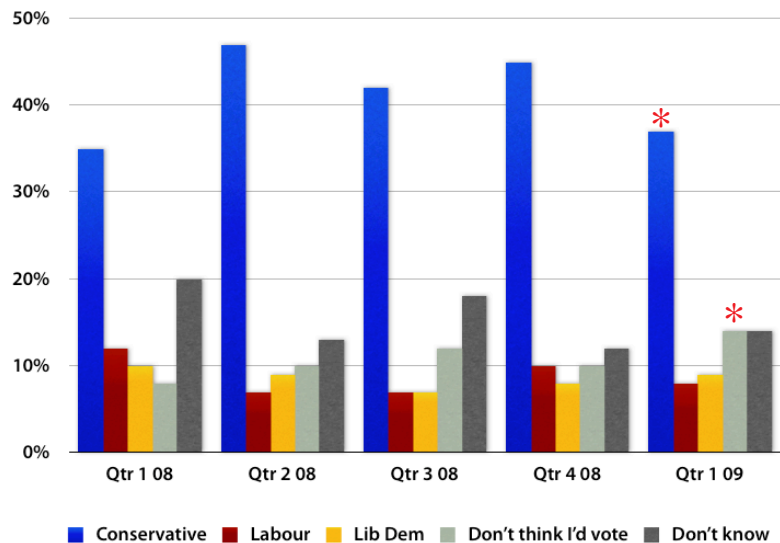
1. MidBritons have key role in deciding General Election victors

Eight out of every ten MidBritons voted at the last General Election, a considerably higher strike rate than the rest of the population, of which only 61% reached for the ballot. It means that any of three main political parties hoping to govern after the forthcoming election, has to win a sizeable majority of this key group's support.

2. Cameron's Conservatives on course to win General Election

Even though the latest findings indicate that the Conservatives would comfortably win if an election were held today, support in the face of the expenses scandal has declined severely since the turn of the year. Some MidBritons say that they have lost faith in the parliamentary system and the number of people who don't think they would vote has increased. 37% of MidBritons would vote for the Conservative Party, with Labour, the incumbent party's support at an alarming 8%. The Liberal Democrats have just managed to keep Labour behind them in third place, with the backing of 9%.

Q If there was an election tomorrow, who would you vote for?



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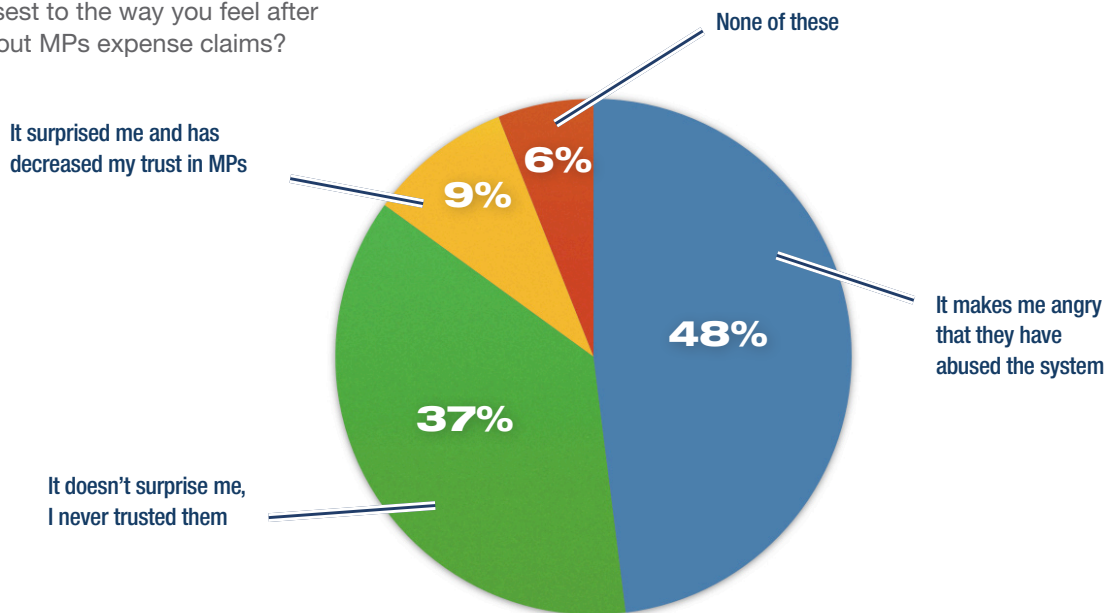
1. MidBritons have key role in deciding General Election victors
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3. MidBritons absolutely livid over MPs expense claims – majority argue that culprits should face criminal proceedings

MidBritons, like the public as a whole, are very angry at the way MPs have abused the expenses system. More than a third claim that the shocking revelations came as little surprise, demonstrating a considerable lack of trust in MPs and the political system, even before the scandal came to light. 70% of MidBritons say that MPs will have to work hard to regain their trust.

73% of MidBritons feel that the MPs should face criminal proceedings, while 8 in 10 strongly believe that the system should be reformed. The majority (79%) also agree that MPs should be made to pay back any money that isn't deemed to be critical to them carrying out their duties. Just under half believe that the government should take charge in rectifying the situation.

Q Which of the following statements, if any, comes closest to the way you feel after hearing about MPs expense claims?



Q Which of the following, if any do you think should be done as a result of the expense claims revelations?



4. Trust in UK politicians declines steeply following expenses scandal

Trust in the country's leading politicians has, for the most part (with one or two notable exceptions), been badly hit compared to January's findings.

Gordon Brown's rating fell to a perilously low 19%, down from 31% at the turn of the year. Tellingly, Tory leader David Cameron's rating has held steady at 57%, a slight dip from 61% in January but up 3% from the 54% he received in September 2008. Conversely, Liberal Democrat Nick Clegg is the only leader from the three main political parties to have seen his trust rating rise from 34% to 42%.

The results indicate that MidBritons have been satisfied with Clegg and Cameron's handling of the expenses debacle, but disappointed with the Prime Minister's performance.

Levels for senior figures in the Labour government have declined the most, with Chancellor Alistair Darling dropping from 22% to 11%. While Deputy Leader Harriet Harman, Children's Secretary Ed Balls and the recently departed Jacqui Smith saw their trust ratings drop down into single digits.

William Hague remains MidBritain's second most popular politician with 54%, slightly less than the 58% he scored last time around.

London Mayor Boris Johnson's rating has seen little movement over the past nine months, with 51% saying they trust him.

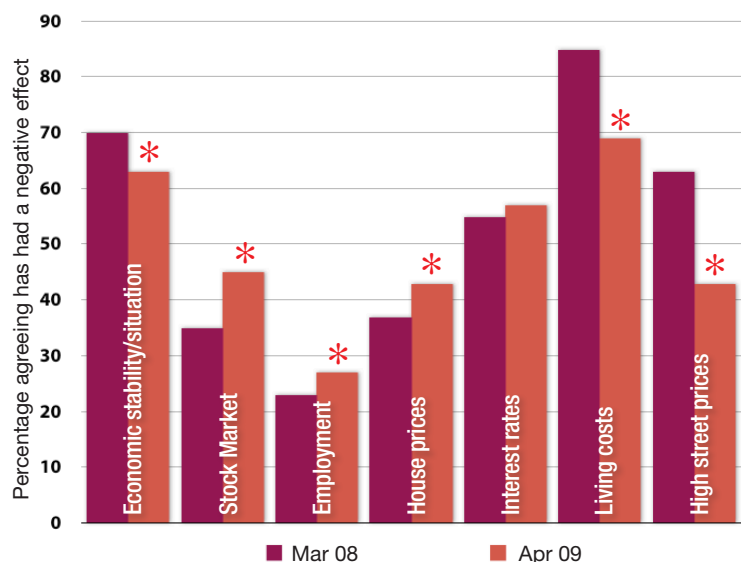
Q How do you feel about the following politicians (trust net.)?

Trust (Overall)	Sep 08	Jan 09	May 09
Gordon Brown	18%	31%	19% *
Alistair Darling	15%	22%	11% *
Ed Balls	10%	16%	9% *
Harriet Harman	15%	17%	9% *
Jacqui Smith	12%	13%	6% *
David Cameron	54%	61%	57% *
William Hague	53%	58%	54% *
Borris Johnson	50%	53%	51%
George Osbourne	23%	32%	29%
David Davis	31%	34%	27% *
Nick Clegg	22%	34%	42% *
Vince Cable	20%	32%	36% *

5. Negative perception towards the economy still remain but consumer confidence begins to return

Even though two thirds of MidBritons continue to feel apprehensive about the economic climate, consumer confidence has started to rise with less people feeling negatively affected.

Q What kind of effect (if any) have the following had on your, or your household's personal finances and spending?



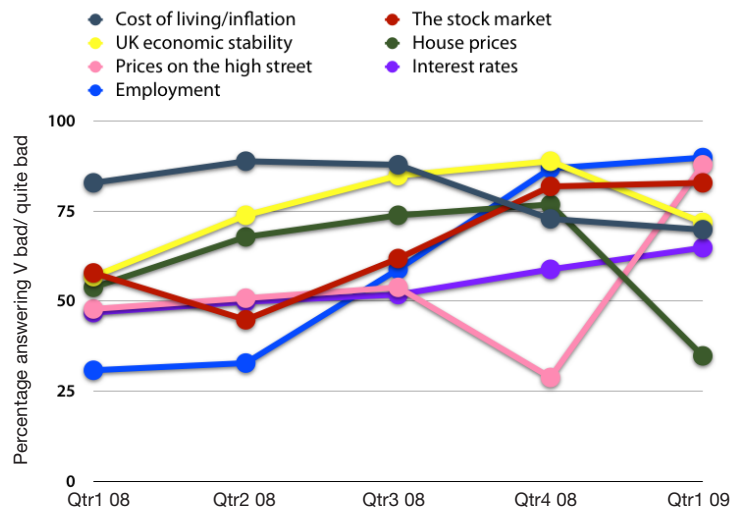
6. Concerns over the cost of living are still high but decreasing

There has been a significant decline in concern over 'living costs' (from 85% to 69%) and corresponding decreases in negative perceptions towards High Street prices. This improvement is a key factor in helping an economic recovery, as the cost of living has the most direct impact on consumer confidence.

7. Worries over macro economic factors heighten

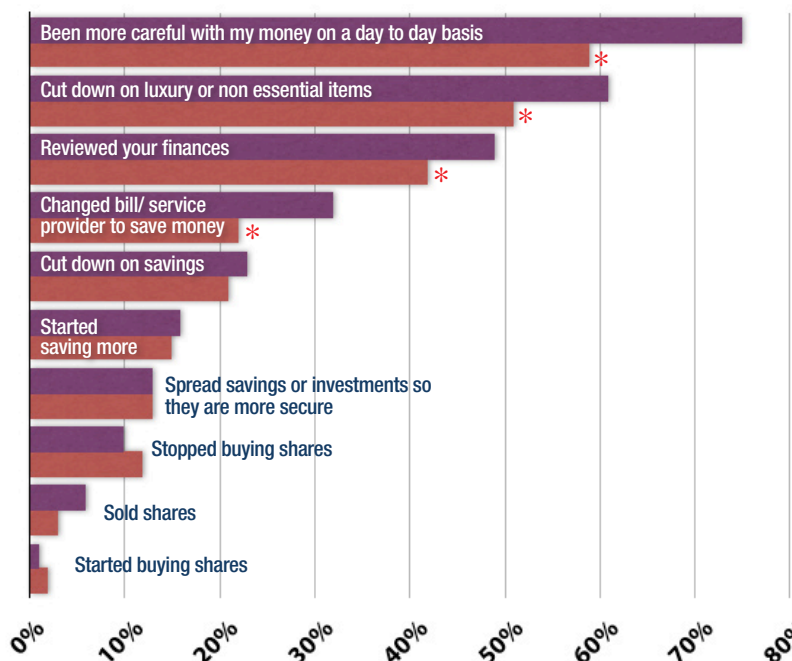
Fears over stock market volatility and employment uncertainty have increased this quarter and are significantly up year-on-year. Financially savvy saving MidBritons worried over low interest rates have reached a record high at 65%.

Q How would you rate the UK market in terms of the following?



8. MidBritons are being less cautious with their spending

59% of MidBritons claim to be more careful with their money as a result of the economic climate which is the lowest figure tracked to date. Similarly MidBritons are currently less likely to cut down on luxury or non essential items, again showing the lowest tracked figure to date.



Q Thinking about the current economic situation, have you made any of the following changes to your personal finances as a result?

■ Mar 08
■ Apr 09