



The MidBritain Report is researched by BMRB and published by Associated Newspapers.

This report features original data drawn from a panel of individuals who represent the mid-section of the British population.

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; midbritain.com

Insight into the UK's superconsumers

MIDBRITAIN

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Meet MidBritain

Britain's media, retailers, advertisers and politicians are always discussing the importance of the group 'Middle England' – who they are, what they do, what they want and think. Together they can make or break a brand, push the financial markets up or down, and decide who wins and loses elections.

We have made it our aim to continuously and accurately measure what this hugely influential mass – the lifeblood of our economy and the bedrock of our society – think on the issues and challenges facing Britain today.

But first we had to find out exactly who these people are. And when we did we were surprised to discover that the traditional notion of 'Middle England' – individuals that are old-fashioned, narrow-minded and conservative - is wrong, outdated and perhaps even offensive. So we devised a new more representative, contemporary term for this key group – MidBritain.

Being an inquisitive bunch, we are constantly talking to MidBritain, wanting to know everything about them. Through our intensive and robust research programme we have found out that they're a very important group to British society.

The insights and responses from our dedicated panel of more than 5,000 MidBritons on a wide range of topics and issues, have enabled us to pin down the detailed definition of this group, which we want to share with as many people as possible.

So come and take a look at MidBritain – and don't be too surprised if you're one of them.

A quick snapshot of MidBritain

- Nearly half the population (47%) are MidBritons, that's 23 million people
- They account for 51% of consumer spend and last year they spent £257 billion
- MidBritons are aspirational with a sense of purpose
- They are open minded, interested in others' opinions (86%) and have their own point of view
- Influential, engaged and vocal, the vast majority (81%) agree that if something bothers them they will take action
- Being informed and continuing to learn is important to 92% of MidBritons
- MidBritons describe themselves as friendly, sociable, good humoured, hardworking, affluent and open-minded
- The MidBritain mindset is aspirational, motivated, influential, opinionated and they believe that they can make a difference
- They are brand promoters, who share their experiences of products and services
- MidBritons are the ultimate consumers with the power to make or break almost any brand

Source TGI

MidBritons are the UK's economic backbone

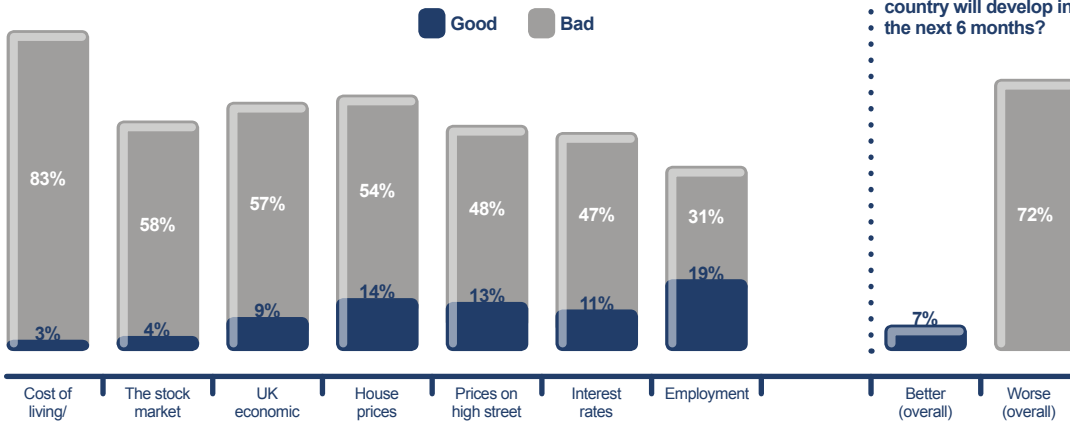
- They spent just over £257 billion last year
- But confidence in the economy is low with 3 in 4 expecting the economic situation to get worse in the next 6 months
- They are financially astute with 85% saying they are in control of their finances
- 34% own their property outright so they have a high level of disposable income
- They are savvy investors with over half saying they are always looking for ways to invest their money

MidBritons are politically engaged

- 8 in 10 voted in the last General Election
- 73% say they voted in their last local/council election
- ¾ say they support a political party based on policies in line with their way of thinking
- 2 in 3 believe that current political parties don't fully reflect the feelings and opinions of the UK population
- 56% are swing voters who do not have any loyalty to a particular political party

Consumer Confidence

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

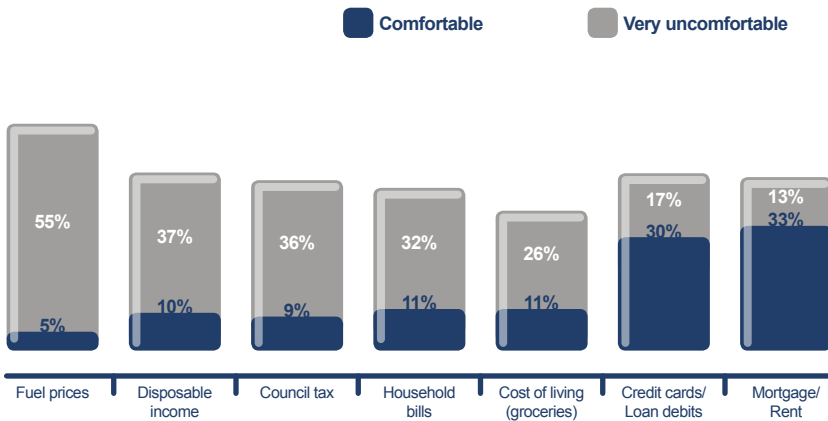


How do you expect the general economic situation in this country will develop in the next 6 months?

- MidBritain's confidence in the UK economy is low and the majority believe that the situation is set to worsen in the next 6 months
- The biggest cause for concern among 8 in 10 MidBritons is the general cost of living in the UK
- The results also highlight that the outlook is more negative than positive. In particular economic stability, stock market and house prices are areas of concern for MidBritons

Base: 2,081 MidBritons (Mar 08)

How comfortable do you feel with the following household outgoing/bills?

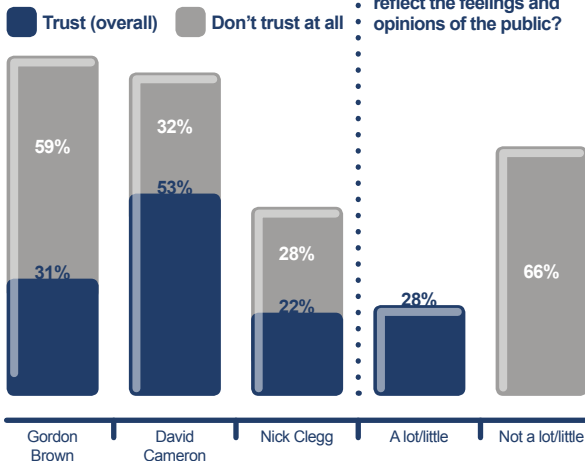


Base: 2,081 MidBritons (Mar 08)

- Despite confidence being low there are indications that MidBritons are secure in their finances
- Employment is one area that MidBritain rate comparatively well and the majority say they feel comfortable paying their mortgage and credit card bills
- Fuel prices are the biggest outgoing bill concern for MidBritons
- Being financially savvy it will be no surprise that 9 in 10 MidBritons have made some kind of change to their finances as a result of the economic situation
- Half have reviewed their finances, with 1/3 changing service provider to save money
- 8 in 10 MidBritons believe they are in control of their finances making them confident about their own position despite market uncertainty

Politics

How do you feel about individual politicians?



To what extent do you feel the current political parties reflect the feelings and opinions of the public?

- MidBritons are politically active with 9 in 10 intending to vote in the next election
- Currently David Cameron is more trusted than Gordon Brown or Nick Clegg (although lack of opinion for Nick Clegg was more of an issue than trust)
- If there was an election tomorrow 35% say they would vote Conservative. Labour trail significantly behind the Tories with 12% of the vote, similar to Liberal Democrats 10%. A large number of voters would be unsure of who to vote for (1 in 5)
- Indeed the majority of MidBritons (66%) believe that the current political parties don't reflect the feelings and opinions of the general public
- With a high number of voters and a large number undecided, MidBritons will be the ones who make or break the government in the next election

- 62% of MidBritons believe the Government's handling of the loss of the Child Benefit database was disastrous - the Government's largest blunder
- The most important issue for MidBritons was lack of awareness of immigrants coming into the country (45%) - scoring three times higher than any other issue

How has the Labour Government managed specific issues?

- % combined Poorly and Disastrously score
- Loss of Child Benefit data 87%
 - Lack of immigrant awareness 87%
 - Donations to political parties 84%
 - Election that never was 76%
 - Northern Rock 73%

Base: 2,282 MidBritons (Feb 08)