



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)

* 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.



Hailey Bloore
 Communications Manager
 Associated Newspapers Ltd
 Northcliffe House
 2 Derry Street
 London W8 5TT
 Tel: 020 7938 6000
 Fax: 020 7938 6677



Cathy O' Brien
 Associate Director
 Kantar Media
 Floor 3
 6 More London Place
 SE1 2QY
 Tel: +44 (0)20 7656 5131

For all press enquiries, please contact:
 Oliver Lloyd at Brown Lloyd James
 Tel: 020 7591 9610
 Email: oliverl@blj.co.uk

1. With Britain now officially out of the recession 2010 sparks a more optimistic note, with savvy MidBritons' confidence in the UK economy on the rise

Despite leaders of the three major political parties warning of significant cuts to public expenditure, higher taxes for top earners and continued rises in unemployment ahead, a higher proportion of MidBritons are cautiously upbeat about the future prospects of the British economy.

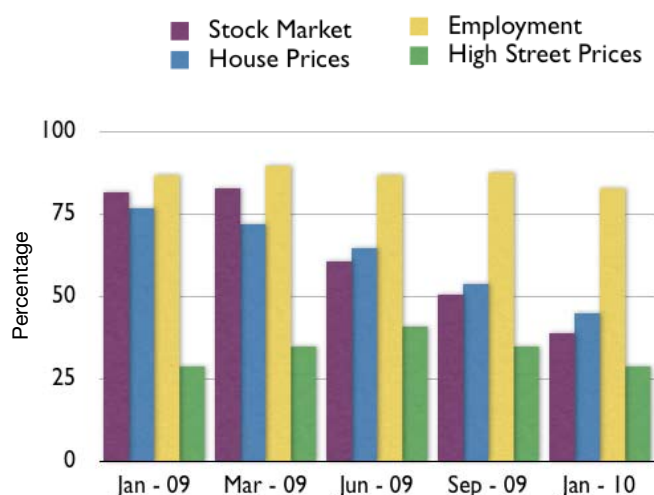
Building on last quarter's (Q3 2009) growth in confidence towards the economy, the latest report demonstrates that a sizeable chunk of MidBritain is beginning to feel more confident on the UK's economic recovery.

MidBritons who think the stock market is in a worse-off condition dropped by 12 percentage points this quarter to 39%*, half of what it was for the same period in 2009 and the lowest it has been since the polls inception three years ago.

The gradual pick-up in peoples' perceptions of the housing market has also continued. Those who rate it as being in a poor state fell by 9% to 45%*, which compares favourably to the corresponding quarter last year when it was at an all time high of 77%.

Although MidBritons' fear over redundancies have reduced significantly this quarter, unemployment remains top of their concerns with 8 in 10 (83%) feeling negatively towards it. MidBritain shows high levels of resilience towards the rise in VAT; prices on the high street are thought to be improving with fewer than a third (29%*) of people thinking they're bad.

Q How would you currently rate the UK market in terms of the following? (Very bad – quite bad)

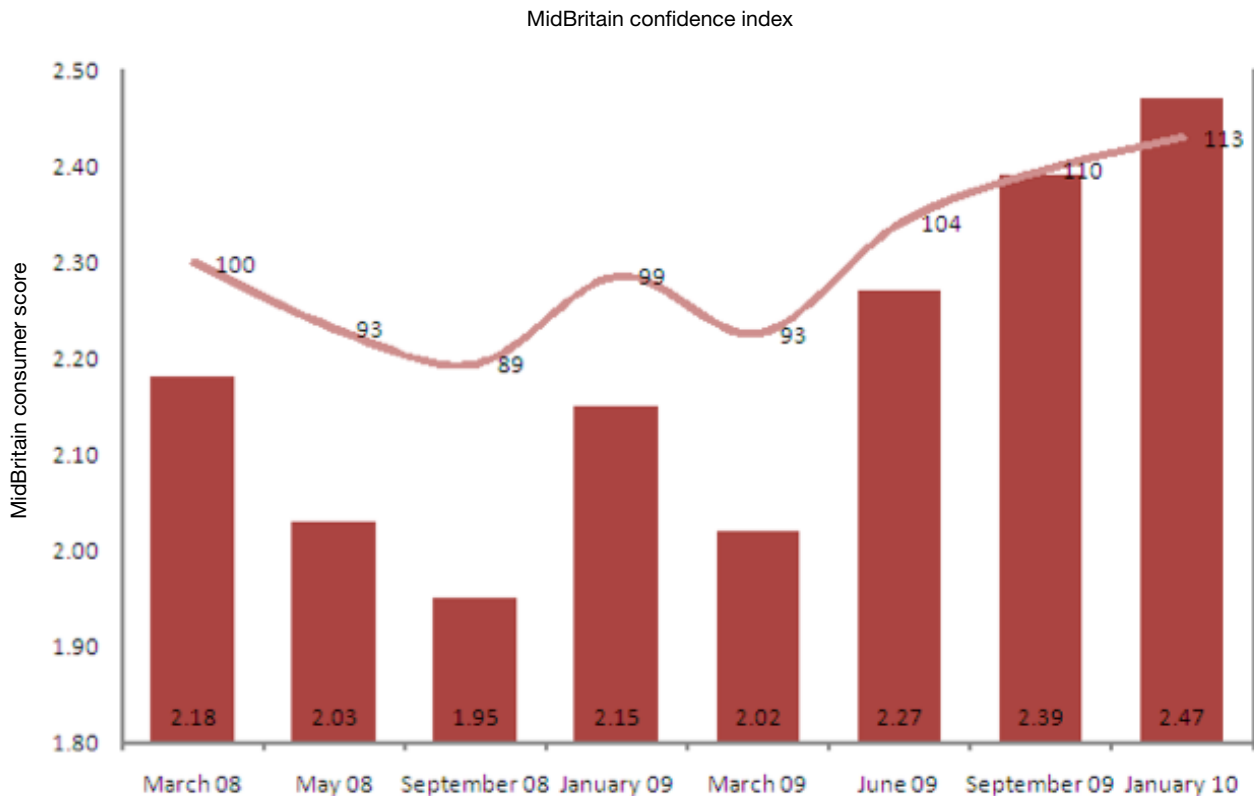


In this issue:

1. Britain officially out of recession
2. MidBritain's confidence in the economy on the up
3. MidBritian holds high hopes for Tory Duo David Cameron and George Osborne

2. MidBritain's confidence in the economy on the up

Uplift continues this quarter according to the MidBritain **Consumer Confidence Index*** now at a record high since the start of tracking.



The extent to which MidBritons feel uncomfortable with outgoing household bills remains largely unchanged since the last quarter. 53% of MidBritons continue to be worried about their disposable income. In the same instance there have been no significant fluctuations in intention to spend in the next 12 months with holidaying at home and abroad scoring the highest overall (see below for ranking order).

Q Are you planning on spending in any of the following areas in the next 12 months? (Top five scoring answers).

Top 5 highest scoring answers in rank order for January 2010:

1. Going on holiday aboard
2. Going on holiday in the UK
3. Home improvements (DIY and decoration)
4. Home entertainment equipment (e.g. TV, computers, games console)
5. Buying a new furniture (e.g. sofa, bed)

3. MidBritain holds high hopes for Tory duo David Cameron and George Osborne

When asked which political team they most trust to bring about the UK's economic recovery, it's the Tory duo of David Cameron and George Osborne who score the highest among MidBritons, with 33%*. Prime Minister and Labour leader Gordon Brown and Chancellor Alistair Darling lag behind with 12%, while Lib Dems Nick Clegg and Vince Cable achieve 10%.

As we edge closer towards the election, a sizeable number of MidBritons are still undecided on who to vote for or if to vote at all, with 26% 'non committed' to voting for any particular political party if an election was held today.

Interestingly, Labour has increased in popularity since last quarter, from 9% to 15%*, the party's highest level of support since this report began in 2007.

The Tories electoral support stays steady at 34%*, but has fallen from 47% 18 months ago. The Lib Dems have seen their share jump from 9% to 11%.

It doesn't make very convincing reading for Conservative leader David Cameron, who has still not sealed the deal with MidBritain, with the percentage of those who do not trust him growing since last quarter, from 32% to 41%*.

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

