

YouGovStone 'Influentials Monitor' - survey results October 20th.

A YouGovStone survey reveals that opinion leaders do not believe that the UK has yet hit the bottom of the current economic crisis. Whilst there is hope for further interest rate cuts, fears remain that the FTSE 100 could fall further. In an analysis of world leader opinion, the 'influentials' hail Gordon Brown's credit crisis performance while heavily criticising the handling of the situation by President Bush and his Treasury Secretary Henry Paulson.

Has the FTSE 100 hit rock-bottom?

Not yet unfortunately. That is according to our latest 'Influentials Monitor'. 40% of Britain's influentials believe that the FTSE 100 has not reached 'the bottom' of its decline in share prices. The remaining influential are split on the future of the FTSE 100. 30% of respondents believe that share prices have hit their lowest level whilst the other 30% replied that they were unsure if share prices would go lower or not. An analysis of the data by sector reveals influentials working in the media sector were more pessimistic about the financial future than influentials working in the business sector. Only 19% of media influentials felt the FTSE 100 had hit the bottom of its decline compared to 34% of business influentials.

Q. Have we reached the 'the bottom' of decline in the share prices of FTSE 100 companies?

	ALL	Business	Media
Yes	30%	34%	19%
No	40%	40%	44%
Don't know	30%	26%	36%

Will the FTSE 100 rise again?

Despite the drop in share prices, optimism about recovery remains. Only 14% believe the FTSE 100 average will be below its current level in a year's time and one out of four 'influentials' (23%) believe it will be about the same. Over half (54%) of Britain's influentials believe that the FSTE 100 average will rise above its current level by this time next year. Business influentials were slightly more bullish on the rise of the FTSE 100 as 59% said they believe the FTSE will be higher in a year's time compared with only 49% of media 'influentials'.

Q. This time next year do you think the FSTE 100 average will be the above, below, or about the same as its current level?

	ALL	Business	Media
Above (10% or more above its current level)	54%	58%	49%
Below (10% or more below its current level)	14%	13%	17%
About the same (10% or more above or below its current level)	13%	23%	23%
Don't know	9%	5%	11%

Interest Rate: How low will it go?

Britain's influentials are confident that the interest rate in the UK will continue to fall. Well over half (59%) of our respondents believe that the UK interest rate will be below its current level this time next year. One out of five (20%) believe that the interest rate will be about the same as its present level in a year's time. Only a small proportion (15%) believes interest rates will be higher next year. More business influentials (65%) were more optimistic than media influentials (52%) that the UK interest rate will be lower one year from now.

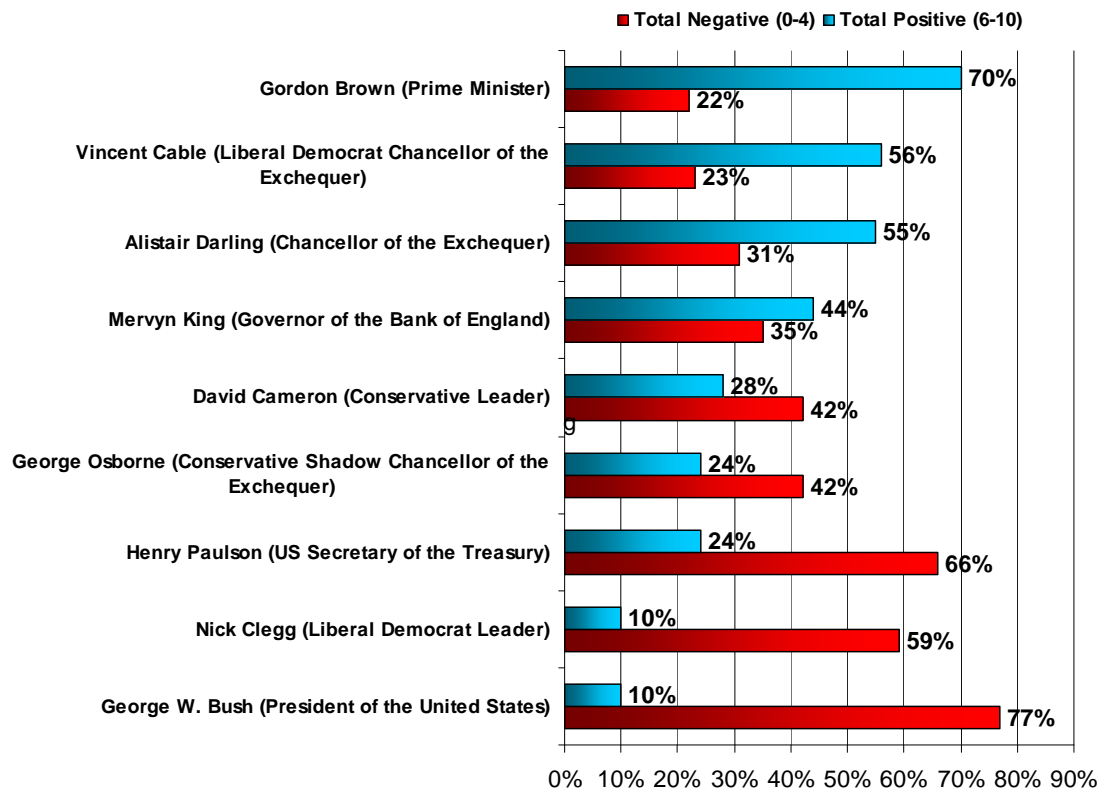
Q. This time next year do you think the UK interest rate will be above, below, or about the same as its current level?

	ALL	Business	Media
Above	15%	13%	17%
Below	59%	65%	52%
About the same	20%	19%	24%
Don't know	6%	2%	7%

Don't call it a comeback, Gordon has been here for years

We asked the influentials to rate public leaders in the UK and US on how they handled the recent financial events on a scale of 0 – 10 where 0 is 'exceptionally bad' and 10 is 'exceptionally good'. Prime Minister Gordon Brown received the highest positive rating (48% net positive) from the 'influentials', followed by Liberal Democrat Shadow Chancellor Vincent Cable (33% net positive), and Alistair Darling (24% net positive). US President George W. Bush received the highest negative rating for his handling of the recent financial events (-67% net negative), followed by Liberal Democrat Leader Nick Clegg (-49% net negative), and US Treasury Secretary Henry Paulson (-32% net negative). Tory Leader David Cameron received a -14% net negative rating while Tory Shadow Chancellor George Osborne received a -18% net negative rating.

Q. How would you rate the following individuals on how they have handled the financial event of the past two weeks? Please rate on a scale of 0 – 10 where 0 is ‘exceptionally bad’ and 10 is ‘exceptionally good’?



This report contains the results of YouGovStone’s ‘Influentials Monitor’, a survey of 404 senior influential people, polled between Tuesday October 14th and Monday October 20th 2008.

The ‘Influentials Monitor’ is a weekly survey completed by a representative sample of the YouGovStone’s ThinkTank. The ThinkTank comprises over 3,000 influential individuals, predominantly UK based, drawn from sectors including politics, business, media, the arts, academia, health, charity and law.

For more details about these results or how to commission the ThinkTank, please contact Oliver Rowe, YouGovStone's Business Development Director on +44 (0)207 012 6032 or email oliver.rowe@yougovstone.com