

YouGov / Citigroup Survey Results

Sample Size: 2009

Fieldwork: 11th to 14th December 2009

	Gender		Age			Social Grade		Region				
	Male	Female	18 to 29	30 to 50	Over 50	ABC1	C2DE	London	Rest of South	Midlands and Wales	North	Scotland
All GB Adults	964	1045	403	741	865	1105	904	407	457	428	529	183
Unweighted Sample	958	1051	392	787	830	978	1031	432	462	389	530	192
	%	%	%	%	%	%	%	%	%	%	%	%

How do you expect consumer prices of goods and services will develop in the next 12 months?

Go down	4	4	4	4	5	3	4	4	4	3	4	5	4
Not change	10	11	9	12	11	8	9	11	10	10	11	11	7
Rise by 1% or less	13	12	13	14	14	11	14	12	13	11	15	13	12
Rise by 1% but less than 2%	20	23	17	20	18	22	21	19	20	20	20	20	21
Rise by 2% but less than 3%	22	22	22	17	22	25	23	20	21	22	19	24	23
Rise by 3% but less than 4%	9	9	9	9	8	11	10	9	7	12	10	7	13
Rise by 4% but less than 5%	6	5	6	2	6	7	6	5	6	5	6	6	6
Rise by 5% but less than 6%	4	3	4	3	2	5	4	3	4	5	3	3	2
Rise by 6% or more	4	5	4	5	5	4	3	6	4	6	5	2	7
Don't know	8	6	10	15	9	5	5	12	11	7	8	8	5

All GB Adults (excluding 'Don't know')	1843	908	938	343	676	823	1043	799	365	423	395	483	174
Unweighted Sample	1843	904	939	331	724	788	925	918	386	428	360	484	182
	%	%	%	%	%	%	%	%	%	%	%	%	%

How do you expect consumer prices of goods and services will develop in the next 12 months?

Go down	4	4	5	5	5	4	4	4	4	3	5	5	4
Not change	11	12	10	15	12	9	10	13	11	10	12	12	7
Rise by 1% or less	14	13	15	17	15	12	14	13	15	11	16	14	13
Rise by 1% but less than 2%	22	24	19	23	20	23	22	21	23	21	21	22	22
Rise by 2% but less than 3%	24	23	25	19	24	26	25	23	24	24	20	27	24
Rise by 3% but less than 4%	10	10	10	10	9	11	10	10	8	13	10	7	13
Rise by 4% but less than 5%	6	5	7	3	6	7	7	5	7	5	7	6	7
Rise by 5% but less than 6%	4	4	4	3	3	5	4	4	4	5	3	3	2
Rise by 6% or more	5	5	5	6	6	4	4	7	4	7	5	3	7
MEDIAN December 2009	1.9	1.9	2.0	1.6	1.9	2.1	2.0	1.9	1.9	2.1	1.9	1.8	2.2
(November 2009)	2.1	2.2	2.0	1.9	2.1	2.2	2.0	2.2	1.8	2.2	2.2	2.1	2.2
(October 2009)	2.0	1.9	2.0	1.7	1.8	2.3	1.9	2.1	1.9	2.0	2.1	2.0	2.2
(September 2009)	1.9	2.1	1.9	1.7	1.7	2.3	1.9	2.0	1.8	2.0	2.0	1.8	2.1
(August 2009)	1.8	1.9	1.8	1.5	1.6	2.1	1.7	2.0	1.6	1.8	2.0	1.8	2.1

	Gender		Age			Social Grade		Region						
	Total	Male	Female	18 to 29	30 to 50	Over 50	ABC1	C2DE	London	Rest of South	Midlands and Wales	North	Scotland	
All GB Adults	2009	964	1045	403	741	865	1105	904	407	457	428	529	183	
Unweighted Sample	2009	958	1051	392	787	830	978	1031	432	462	389	530	192	
	%	%	%	%	%	%	%	%	%	%	%	%	%	
	(July 2009)	1.8	1.7	2.0	1.4	1.7	2.0	1.6	2.0	1.7	2.0	2.1	1.5	1.9
	(June 2009)	2.0	2.2	1.9	1.7	1.9	2.2	1.9	2.2	1.8	2.1	2.0	2.1	2.2
	(May 2009)	1.6	1.6	1.8	1.3	1.5	1.8	1.4	1.8	1.6	1.6	1.5	1.7	1.9
	(April 2009)	1.8	1.8	1.9	1.4	1.5	2.1	1.6	2.0	1.5	2.0	1.7	1.9	2.1
	(March 2009)	1.8	1.6	2.1	1.4	1.5	2.1	1.6	2.1	1.5	2.0	1.5	2.1	2.0
	(February 2009)	1.5	1.3	1.9	1.1	1.4	1.8	1.3	1.8	1.3	1.6	1.5	1.6	1.8
	(January 2009)	1.1	0.8	1.4	0.7	0.9	1.3	1.1	1.2	0.9	1.0	1.0	1.4	1.0
	(December 2008)	0.8	0.6	1.1	0.3	0.6	1.1	0.6	1.1	0.5	0.5	0.7	1.1	1.2
	(November 2008)	0.9	0.7	1.2	0.9	0.6	1.2	0.6	1.2	0.6	1.0	1.1	1.0	0.5
	(October 2008)	2.9	3.0	2.9	2.8	2.8	3.0	3.0	2.8	2.9	2.9	3.0	2.9	2.9
	(September 2008)	4.4	4.5	4.2	3.9	4.3	4.6	4.4	4.3	4.3	4.7	4.3	4.3	4.0
	(August 2008)	4.4	4.5	4.3	3.7	4.4	4.7	4.5	4.3	4.3	4.5	4.5	4.4	4.3
	(July 2008)	4.2	4.3	4.1	3.9	4.2	4.4	4.3	4.2	4.2	4.3	4.3	4.1	4.3
	(June 2008)	4.6	4.6	4.6	3.9	4.5	4.9	4.7	4.4	4.4	4.7	4.8	4.5	4.4
	(May 2008)	4.1	4.3	3.9	3.6	4.0	4.2	4.1	4.0	4.0	4.2	4.2	4.1	3.6
	(April 2008)	3.8	3.9	3.7	3.2	3.7	4.0	3.7	3.3	3.8	3.9	3.7	3.8	3.7
	(March 2008)	3.6	3.8	3.5	3.0	3.5	4.0	3.6	3.6	3.5	3.7	3.8	3.6	3.4
	(February 2008)	3.1	3.2	3.1	2.6	3.2	3.4	3.1	3.1	2.9	3.3	3.0	3.1	2.9
	(January 2008)	3.3	3.4	3.1	2.8	3.2	3.5	3.3	3.2	3.1	3.4	3.4	3.2	2.9
	(December 2007)	2.7	2.8	2.6	2.2	2.5	2.9	2.7	2.7	2.7	2.6	2.7	2.7	2.6
	(November 2007)	2.8	2.9	2.7	2.4	2.6	3.1	2.9	2.8	2.7	2.8	2.9	2.9	2.7
	(October 2007)	2.6	2.7	2.5	2.2	2.5	2.9	2.6	2.6	2.6	2.6	2.6	2.7	2.5
	(September 2007)	2.6	2.6	2.5	2.2	2.5	2.7	2.6	2.5	2.5	2.5	2.7	2.5	2.6
	(August 2007)	2.4	2.5	2.2	1.8	2.3	2.5	2.4	2.3	2.4	2.3	2.3	2.4	2.2
	(July 2007)	2.5	2.7	2.4	2.2	2.4	2.8	2.6	2.5	2.7	2.6	2.6	2.5	2.4
	(June 2007)	2.4	2.6	2.2	2.1	2.3	2.6	2.5	2.3	2.5	2.4	2.4	2.2	2.4
	(May 2007)	2.5	2.7	2.2	2.1	2.5	2.7	2.5	2.5	2.4	2.5	2.6	2.5	2.4
	(April 2007)	2.5	2.7	2.3	2.1	2.5	2.7	2.6	2.4	2.5	2.5	2.5	2.5	2.5
	(March 2007)	2.5	2.7	2.3	2.2	2.4	2.7	2.5	2.5	2.6	2.6	2.5	2.4	2.3
	(February 2007)	2.4	2.5	2.3	2.1	2.4	2.6	2.5	2.4	2.5	2.5	2.4	2.3	2.4
	(January 2007)	2.7	2.8	2.6	2.4	2.8	2.8	2.8	2.7	2.8	2.7	2.8	2.7	2.6
	(December 2006)	2.5	2.6	2.4	2.2	2.4	2.7	2.5	2.5	2.4	2.7	2.4	2.6	2.3
	(November 2006)	2.4	2.5	2.3	2.1	2.4	2.7	2.6	2.3	2.4	2.4	2.5	2.5	2.2
	(October 2006)	2.4	2.5	2.3	2	2.3	2.7	2.4	2.4	2.4	2.5	2.3	2.4	2.5
	(September 2006)	2.3	2.4	2.2	2.1	2.2	2.5	2.4	2.3	2.3	2.3	2.1	2.3	2.3
	(August 2006)	2.5	2.6	2.4	2.2	2.4	2.6	2.5	2.5	2.5	2.5	2.4	2.5	2.4
	(July 2006)	2.1	2.2	2.1	1.7	2.0	2.5	2.2	2.1	2.1	2.3	2.1	2.1	2.1
	(June 2006)	2.3	2.4	2.1	2.1	2.2	2.5	2.3	2.2	2.3	2.3	2.3	2.3	2.1
	(May 2006)	2.5	2.5	2.4	2.1	2.4	2.7	2.5	2.5	2.4	2.5	2.4	2.5	2.4
	(April 2006)	2.4	2.5	2.3	2.2	2.4	2.6	2.5	2.4	2.3	2.5	2.4	2.5	2.4
	(March 06)	2.5	2.5	2.4	2.1	2.3	2.8	2.4	2.5	2.5	2.4	2.4	2.5	2.3
	(Feb 06)	2.6	2.6	2.6	2.2	2.5	3.0	2.6	2.7	2.6	2.6	2.5	2.7	2.5

	Gender		Age			Social Grade		Region					
	Total	Male	Female	18 to 29	30 to 50	Over 50	ABC1	C2DE	London	Rest of South	Midlands and Wales	North	Scotland
All GB Adults	2009	964	1045	403	741	865	1105	904	407	457	428	529	183
Unweighted Sample	2009	958	1051	392	787	830	978	1031	432	462	389	530	192
	%	%	%	%	%	%	%	%	%	%	%	%	%
(Jan 06)	2.3	2.4	2.2	1.9	2.3	2.4	2.6	2.3	2.3	2.3	2.4	2.3	2.3
(Dec 05)	2.4	2.5	2.3	2.2	2.3	2.6	2.5	2.3	2.5	2.5	2.3	2.3	2.3
(Nov 05)	2.3	2.4	2.3	1.9	2.2	2.6	2.4	2.2	2.3	2.4	2.3	2.3	2.4

And what do you think will happen to the prices of goods and services, on average, over the longer term - say five to ten years?

Go down	2	2	3	5	2	2	2	3	3	2	3	2	1
Not change	3	3	3	4	3	2	2	3	4	2	2	3	3
Rise by 1% or less per year on average	7	7	7	7	7	7	6	8	7	6	8	8	5
Rise by 1% but less than 2% per year	11	10	12	7	13	11	12	10	10	9	12	12	14
Rise by 2% but less than 3% per year	19	21	17	17	18	21	21	16	18	16	21	20	20
Rise by 3% but less than 4% per year	16	18	15	14	17	17	17	15	15	19	16	15	16
Rise by 4% but less than 5% per year	10	10	10	7	9	12	11	9	9	12	8	11	10
Rise by 5% but less than 6% per year	10	12	9	11	11	10	10	11	11	11	10	10	10
Rise by 6% or more per year on average	11	11	12	10	10	13	12	11	11	14	11	9	13
Don't know	10	7	13	17	11	6	7	14	12	10	8	11	8

All GB Adults (excluding 'Don't know')	1806	901	904	334	660	812	1024	781	358	410	391	473	168
Unweighted Sample	1801	894	907	325	701	775	906	895	381	416	354	472	175
	%	%	%	%	%	%	%	%	%	%	%	%	%

And what do you think will happen to the prices of goods and services, on average, over the longer term - say five to ten years?

Go down	3	2	3	5	3	2	2	3	3	2	3	3	1
Not change	3	3	3	5	3	2	3	3	4	2	2	3	4
Rise by 1% or less per year on average	8	8	8	9	8	7	6	10	8	6	9	9	5
Rise by 1% but less than 2% per year	12	11	14	8	14	12	13	11	11	10	13	13	16
Rise by 2% but less than 3% per year	21	22	20	21	20	22	23	19	21	18	23	22	21
Rise by 3% but less than 4% per year	18	19	17	17	19	18	18	17	17	21	18	16	17
Rise by 4% but less than 5% per year	11	10	12	9	11	12	11	11	11	13	8	12	11
Rise by 5% but less than 6% per year	12	13	10	14	12	10	11	13	12	12	11	12	11
Rise by 6% or more per year on average	13	12	13	12	11	14	13	12	12	15	12	10	14
MEDIAN December 2009	3.2	3.2	3.1	3.1	3.1	3.3	3.2	3.2	3.2	3.5	2.9	3.0	3.2
(November 2009)	3.3	3.3	3.1	2.8	3.3	3.4	3.2	3.3	3.1	3.3	3.3	3.3	3.0
(October 2009)	3.2	3.3	3.2	2.9	3.2	3.4	3.2	3.3	3.3	3.4	3.3	3.1	3.1
(September 2009)	3.0	3.3	3.0	2.6	2.9	3.3	2.9	3.1	3.0	3.1	3.0	2.9	3.1

	Gender		Age			Social Grade		Region					
	Total	Male	Female	18 to 29	30 to 50	Over 50	ABC1	C2DE	London	Rest of South	Midlands and Wales	North	Scotland
All GB Adults	2009	964	1045	403	741	865	1105	904	407	457	428	529	183
Unweighted Sample	2009	958	1051	392	787	830	978	1031	432	462	389	530	192
	%	%	%	%	%	%	%	%	%	%	%	%	%
(August 2009)	3.0	3.4	2.8	2.6	3.0	3.3	3.0	3.1	2.9	2.9	3.1	3.2	3.2
(July 2009)	3.0	3.1	2.9	2.6	3.0	3.2	3.0	3.0	3.2	3.1	3.0	2.8	3.0
(June 2009)	3.0	3.2	2.9	2.8	2.9	3.3	3.0	3.1	2.9	3.3	2.9	3.0	3.0
(May 2009)	3.0	3.1	2.9	2.4	3.0	3.1	3.0	3.0	3.3	3.1	2.9	2.9	3.0
(April 2009)	3.1	3.1	3.1	2.4	2.9	3.4	3.1	3.1	2.9	3.3	3.1	3.0	3.5
(March 2009)	3.1	3.2	2.9	2.7	2.8	3.4	3.0	3.1	3.3	3.1	2.9	3.0	3.2
(February 2009)	2.9	3.0	2.9	2.5	2.8	3.2	2.9	3.0	2.9	2.8	3.1	3.0	2.7
(January 2009)	2.8	2.9	2.8	2.6	2.7	3.0	2.8	2.9	2.7	2.8	2.9	2.9	2.7
(December 2008)	2.8	2.9	2.8	2.5	2.7	3.1	2.8	2.9	2.9	2.8	2.9	2.9	2.7
(November 2008)	3.0	2.9	3.1	2.7	2.9	3.1	2.9	3.1	2.9	3.1	3.1	3.0	2.6
(October 2008)	2.9	3.0	2.8	2.8	2.8	3.0	2.9	2.9	2.8	2.9	2.9	3.1	2.9
(September 2008)	3.5	3.7	3.4	3.4	3.3	3.7	3.4	3.8	3.4	3.3	3.6	3.8	3.4
(August 2008)	3.4	3.3	3.5	3.1	3.4	3.6	3.4	3.5	3.3	3.5	3.5	3.5	3.4
(July 2008)	3.6	3.5	3.6	3.6	3.5	3.7	3.4	3.8	3.5	3.6	3.6	3.7	3.6
(June 2008)	3.8	3.6	4.0	3.4	3.7	4.0	3.7	3.9	3.7	3.8	4.0	3.8	3.7
(May 2008)	3.9	3.8	4.1	3.8	3.8	4.0	3.7	4.2	3.6	3.9	4.1	4.1	3.7
(April 2008)	3.7	3.7	3.9	3.5	3.7	3.9	3.6	3.9	3.5	3.6	3.8	4.0	3.7
(March 2008)	3.9	3.8	4.1	3.6	3.8	4.1	3.8	4.0	3.8	3.9	3.9	4.0	3.7
(February 2008)	3.7	3.6	3.8	3.5	3.6	3.9	3.3	4.0	3.5	3.7	3.7	3.9	3.5
(January 2008)	3.7	3.7	3.9	3.5	3.6	3.9	3.6	3.9	3.5	3.8	3.8	3.8	3.9
(December 2007)	3.6	3.4	3.8	3.3	3.2	3.8	3.4	3.8	3.6	3.5	3.5	3.6	3.7
(November 2007)	3.7	3.4	4	3.4	3.4	3.9	3.6	3.8	3.4	3.7	3.8	3.7	3.4
(October 2007)	3.6	3.4	3.8	3.3	3.6	3.7	3.5	3.8	3.6	3.8	3.6	3.5	3.5
(September 2007)	3.6	3.4	3.9	3.4	3.6	3.7	3.4	3.8	3.6	3.7	3.6	3.6	3.2
(August 2007)	3.4	3.3	3.5	3.2	3.3	3.5	3.3	3.6	3.4	3.2	3.3	3.6	3.0
(July 2007)	3.5	3.3	3.7	3.4	3.4	3.7	3.4	3.7	3.4	3.8	3.5	3.4	3.3
(June 2007)	3.5	3.5	3.6	3.5	3.3	3.7	3.5	3.6	3.6	3.5	3.6	3.4	3.5
(May 2007)	3.4	3.4	3.4	3.2	3.2	3.6	3.3	3.6	3.4	3.4	3.4	3.5	3.3
(April 2007)	3.5	3.4	3.7	3.4	3.4	3.6	3.4	3.7	3.4	3.5	3.4	3.6	3.5
(March 2007)	3.5	3.4	3.7	3.4	3.4	3.7	3.5	3.6	3.7	3.7	3.6	3.4	3.4
(February 2007)	3.5	3.3	3.7	3.4	3.4	3.6	3.4	3.6	3.5	3.6	3.4	3.5	3.3
(January 2007)	3.6	3.5	3.8	3.7	3.5	3.6	3.5	3.7	3.7	3.6	3.7	3.6	3.4
(December 2006)	3.6	3.3	3.9	3.4	3.4	3.9	3.5	3.8	3.4	3.7	3.5	3.7	3.7
(November 2006)	3.5	3.2	3.8	3.3	3.3	3.9	3.4	3.6	3.5	3.4	3.6	3.6	3.4
(October 2006)	3.5	3.4	3.7	3.3	3.3	3.8	3.6	3.5	3.5	3.5	3.3	3.3	3.7
(September 2006)	3.4	3.3	3.6	3.6	3.3	3.5	3.5	3.3	3.4	3.5	3.3	3.2	3.6
(August 2006)	3.6	3.3	3.9	3.5	3.4	3.8	3.3	4.0	3.5	3.7	3.4	3.7	3.7
(July 2006)	3.3	3.0	3.5	2.9	3.1	3.7	3.2	3.3	3.4	3.4	3.1	3.2	3.3
(June 2006)	3.4	3.2	3.7	3.2	3.3	3.5	3.3	3.5	3.3	3.4	3.4	3.4	3.4
(May 2006)	3.5	3.4	3.7	3.4	3.4	3.8	3.3	3.8	3.4	3.6	3.7	3.5	3.2
(April 2006)	3.6	3.4	3.8	3.4	3.5	3.7	3.5	3.7	3.6	3.6	3.7	3.7	3.3
(March 06)	3.7	3.4	3.9	3.5	3.4	4.0	3.5	3.8	3.5	3.7	3.8	3.7	3.4
(Feb 06)	3.7	3.4	4.0	3.4	3.6	3.8	3.6	3.8	3.7	3.7	3.6	3.8	3.3

	Gender		Age			Social Grade		Region					
	Total	Male	Female	18 to 29	30 to 50	Over 50	ABC1	C2DE	London	Rest of South	Midlands and Wales	North	Scotland
All GB Adults	2009	964	1045	403	741	865	1105	904	407	457	428	529	183
Unweighted Sample	2009	958	1051	392	787	830	978	1031	432	462	389	530	192
	%	%	%	%	%	%	%	%	%	%	%	%	%
(Jan 06)	3.3	3.2	3.6	3.0	3.3	3.7	3.2	3.6	3.5	3.1	3.4	3.4	3.2
(Dec 05)	3.5	3.4	3.7	3.5	3.4	3.6	3.4	3.7	3.6	3.7	3.2	3.4	3.7
(Nov 05)	3.5	3.3	3.7	3.2	3.2	3.8	3.5	3.5	3.4	3.8	3.5	3.5	3.4