

# YouGov Survey Results

Sample Size: 2208  
Fieldwork: 24th - 27th January 2008

	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
<b>All GB Adults</b>	2208	1060	1148	493	703	1012	1192	1016	464	442	530	574	199
Unweighted Sample	2208	1068	1140	499	690	1019	1053	1155	382	557	493	565	211
	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Go down	2	2	2	3	2	1	2	2	3	1	2	1	3
Not change	2	2	2	4	2	1	2	2	2	1	1	3	1
Rise by 1% or less	4	4	5	6	4	3	4	4	5	3	4	6	4
Rise by 1% but less than 2%	11	9	12	14	8	11	10	11	12	11	10	9	15
Rise by 2% but less than 3%	22	21	22	21	22	22	24	19	21	21	20	23	23
Rise by 3% but less than 4%	21	23	18	17	22	21	22	19	21	21	26	17	16
Rise by 4% but less than 5%	11	14	9	9	12	12	12	11	8	14	11	12	12
Rise by 5% but less than 6%	9	8	9	5	7	11	8	9	9	9	8	8	10
Rise by 6% or more	10	10	9	6	9	12	10	10	9	11	9	11	8
Don't know	9	6	12	15	11	5	6	13	10	8	9	11	8

<b>All GB Adults (excluding 'Don't know')</b>	2003	990	1010	420	625	956	1121	881	415	404	484	512	184
Unweighted Sample	2003	1001	1002	427	609	967	991	1012	341	510	450	507	195
	%	%	%	%	%	%	%	%	%	%	%	%	%

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

<b>MEDIAN January 2008</b>	<b>3.3</b>	<b>3.4</b>	<b>3.1</b>	<b>2.8</b>	<b>3.2</b>	<b>3.5</b>	<b>3.3</b>	<b>3.2</b>	<b>3.1</b>	<b>3.4</b>	<b>3.4</b>	<b>3.2</b>	<b>2.9</b>
(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
(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

All GB Adults	2208	1060	1148	493	703	1012	1192	1016	464	442	530	574	199
Unweighted Sample	2208	1068	1140	499	690	1019	1053	1155	382	557	493	565	211
	%	%	%	%	%	%	%	%	%	%	%	%	%

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	1	1	1	2	1	0	1	1	2	1	1	1	0
Not change	1	1	1	2	1	1	1	1	2	0	1	1	1
Rise by 1% or less per year on average	3	3	4	6	3	2	3	4	2	2	4	3	6
Rise by 1% but less than 2% per year	8	8	9	9	9	8	9	7	10	9	7	8	8
Rise by 2% but less than 3% per year	17	19	16	16	18	17	20	14	17	18	18	16	16
Rise by 3% but less than 4% per year	18	21	15	17	18	18	20	16	18	20	17	17	15
Rise by 4% but less than 5% per year	12	13	11	9	11	14	13	11	12	10	13	12	14
Rise by 5% but less than 6% per year	12	11	13	11	11	14	12	12	13	11	11	12	14
Rise by 6% or more per year on average	16	14	17	14	16	16	13	19	12	19	17	16	14
Don't know	11	8	13	15	13	8	8	15	11	10	10	12	12

All GB Adults (excluding 'Don't know')	1963	970	994	421	614	929	1100	865	414	397	476	502	174
Unweighted Sample	1962	982	980	423	605	934	971	991	340	500	439	498	185
	%	%	%	%	%	%	%	%	%	%	%	%	%

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?

MEDIAN 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
MEDIAN 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

<b>(July 2006)</b>	<b>3.3</b>	3.0	3.5	2.9	3.1	3.7	3.2	3.3	3.4	3.4	3.1	3.2	3.3
<b>(June 2006)</b>	<b>3.4</b>	3.2	3.7	3.2	3.3	3.5	3.3	3.5	3.3	3.4	3.4	3.4	3.4
<b>(May 2006)</b>	<b>3.5</b>	3.4	3.7	3.4	3.4	3.8	3.3	3.8	3.4	3.6	3.7	3.5	3.2
<b>(April 2006)</b>	<b>3.6</b>	3.4	3.8	3.4	3.5	3.7	3.5	3.7	3.6	3.6	3.7	3.7	3.3
<b>(March 06)</b>	<b>3.7</b>	3.4	3.9	3.5	3.4	4.0	3.5	3.8	3.5	3.7	3.8	3.7	3.4
<b>(Feb 06)</b>	<b>3.7</b>	3.4	4.0	3.4	3.6	3.8	3.6	3.8	3.7	3.7	3.6	3.8	3.3
<b>(Jan 06)</b>	<b>3.3</b>	3.2	3.6	3.0	3.3	3.7	3.2	3.6	3.5	3.1	3.4	3.4	3.2
<b>(Dec 05)</b>	<b>3.5</b>	3.4	3.7	3.5	3.4	3.6	3.4	3.7	3.6	3.7	3.2	3.4	3.7
<b>(Nov 05)</b>	<b>3.5</b>	3.3	3.7	3.2	3.2	3.8	3.5	3.5	3.4	3.8	3.5	3.5	3.4