

## YouGov Survey Results

Sample Size: 1990  
Fieldwork: 17th to 20th July 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	1990	623	638	440	652	898	1094	896	381	470	440	511	188
Unweighted Sample	1990	654	638	402	621	967	934	1056	354	487	460	482	207
	%	%	%	%	%	%	%	%	%	%	%	%	%

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

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

All GB Adults (excluding 'Don't know')	1810	577	556	368	592	850	1018	792	345	422	399	465	178
Unweighted Sample	1826	618	559	343	565	918	878	948	322	445	422	440	197
	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Go down	9	9	8	10	10	7	10	8	10	9	6	10	9
Not change	13	13	12	16	11	12	13	12	12	13	12	13	13
Rise by 1% or less	15	17	14	17	18	13	17	13	16	13	15	18	11
Rise by 1% but less than 2%	17	17	17	15	17	18	17	17	19	16	16	17	16
Rise by 2% but less than 3%	22	22	24	20	20	25	23	22	25	21	24	21	20
Rise by 3% but less than 4%	9	9	7	12	7	10	8	11	6	11	11	8	12
Rise by 4% but less than 5%	4	3	5	2	6	3	3	5	2	5	5	3	4
Rise by 5% but less than 6%	5	5	7	3	5	6	5	5	4	6	6	4	7
Rise by 6% or more	6	5	7	4	6	7	5	7	6	5	6	6	8

<b>MEDIAN July 2009</b>	<b>1.8</b>	<b>1.7</b>	<b>2.0</b>	<b>1.4</b>	<b>1.7</b>	<b>2.0</b>	<b>1.6</b>	<b>2.0</b>	<b>1.7</b>	<b>2.0</b>	<b>2.1</b>	<b>1.5</b>	<b>1.9</b>
(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
(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	4	3	4	5	5	3	3	5	4	3	3	5	5
Not change	4	3	2	7	2	3	3	5	2	2	5	4	6
Rise by 1% or less per year on average	6	5	7	7	4	7	5	7	7	5	6	7	7
Rise by 1% but less than 2% per year	13	11	13	13	12	13	13	12	12	14	10	15	10
Rise by 2% but less than 3% per year	19	24	18	16	21	19	21	17	17	18	22	19	20
Rise by 3% but less than 4% per year	14	16	11	12	13	16	16	12	18	15	14	11	11
Rise by 4% but less than 5% per year	9	11	8	8	10	9	9	9	11	10	7	8	9
Rise by 5% but less than 6% per year	10	9	10	7	10	11	10	10	7	10	8	13	15
Rise by 6% or more per year on average	12	11	12	8	12	14	11	13	14	12	14	9	10
Don't know	9	7	14	16	11	5	8	11	8	11	9	10	7

All GB Adults (excluding 'Don't know')

Unweighted Sample

1803	582	550	369	579	850	1004	796	348	415	400	462	174
1813	620	549	342	550	921	863	950	325	437	422	437	192
%	%	%	%	%	%	%	%	%	%	%	%	%

**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	4	3	5	6	5	3	4	5	4	4	4	5	5
Not change	4	4	3	9	2	3	3	5	3	2	5	5	6
Rise by 1% or less per year on average	7	5	8	8	5	8	6	8	7	6	7	7	7
Rise by 1% but less than 2% per year	14	12	16	16	14	13	14	14	13	16	11	16	11
Rise by 2% but less than 3% per year	21	25	21	19	24	20	23	19	19	20	25	21	21
Rise by 3% but less than 4% per year	16	18	13	15	15	16	17	13	20	17	16	12	12
Rise by 4% but less than 5% per year	10	12	9	10	11	10	10	10	12	11	8	9	10
Rise by 5% but less than 6% per year	11	10	12	9	11	12	11	11	7	11	9	14	16
Rise by 6% or more per year on average	13	12	14	9	13	15	12	15	15	14	16	10	11
<b>MEDIAN July 2009</b>	<b>3.0</b>	<b>3.1</b>	<b>2.9</b>	<b>2.6</b>	<b>3.0</b>	<b>3.2</b>	<b>3.0</b>	<b>3.0</b>	<b>3.2</b>	<b>3.1</b>	<b>3.0</b>	<b>2.8</b>	<b>3.0</b>
<b>(June 2009)</b>	<b>3.0</b>	<b>3.2</b>	<b>2.9</b>	<b>2.8</b>	<b>2.9</b>	<b>3.3</b>	<b>3.0</b>	<b>3.1</b>	<b>2.9</b>	<b>3.3</b>	<b>2.9</b>	<b>3.0</b>	<b>3.0</b>
<b>(May 2009)</b>	<b>3.0</b>	<b>3.1</b>	<b>2.9</b>	<b>2.4</b>	<b>3.0</b>	<b>3.1</b>	<b>3.0</b>	<b>3.0</b>	<b>3.3</b>	<b>3.1</b>	<b>2.9</b>	<b>2.9</b>	<b>3.0</b>
<b>(April 2009)</b>	<b>3.1</b>	<b>3.1</b>	<b>3.1</b>	<b>2.4</b>	<b>2.9</b>	<b>3.4</b>	<b>3.1</b>	<b>3.1</b>	<b>2.9</b>	<b>3.3</b>	<b>3.1</b>	<b>3.0</b>	<b>3.5</b>
<b>(March 2009)</b>	<b>3.1</b>	<b>3.2</b>	<b>2.9</b>	<b>2.7</b>	<b>2.8</b>	<b>3.4</b>	<b>3.0</b>	<b>3.1</b>	<b>3.3</b>	<b>3.1</b>	<b>2.9</b>	<b>3.0</b>	<b>3.2</b>
<b>(February 2009)</b>	<b>2.9</b>	<b>3.0</b>	<b>2.9</b>	<b>2.5</b>	<b>2.8</b>	<b>3.2</b>	<b>2.9</b>	<b>3.0</b>	<b>2.9</b>	<b>2.8</b>	<b>3.1</b>	<b>3.0</b>	<b>2.7</b>
<b>(January 2009)</b>	<b>2.8</b>	<b>2.9</b>	<b>2.8</b>	<b>2.6</b>	<b>2.7</b>	<b>3.0</b>	<b>2.8</b>	<b>2.9</b>	<b>2.7</b>	<b>2.8</b>	<b>2.9</b>	<b>2.9</b>	<b>2.7</b>
<b>(December 2008)</b>	<b>2.8</b>	<b>2.9</b>	<b>2.8</b>	<b>2.5</b>	<b>2.7</b>	<b>3.1</b>	<b>2.8</b>	<b>2.9</b>	<b>2.9</b>	<b>2.8</b>	<b>2.9</b>	<b>2.9</b>	<b>2.7</b>
<b>(November 2008)</b>	<b>3.0</b>	<b>2.9</b>	<b>3.1</b>	<b>2.7</b>	<b>2.9</b>	<b>3.1</b>	<b>2.9</b>	<b>3.1</b>	<b>2.9</b>	<b>3.1</b>	<b>3.1</b>	<b>3.0</b>	<b>2.6</b>
<b>(October 2008)</b>	<b>2.9</b>	<b>3.0</b>	<b>2.8</b>	<b>2.8</b>	<b>2.8</b>	<b>3.0</b>	<b>2.9</b>	<b>2.9</b>	<b>2.8</b>	<b>2.9</b>	<b>2.9</b>	<b>3.1</b>	<b>2.9</b>
<b>(September 2008)</b>	<b>3.5</b>	<b>3.7</b>	<b>3.4</b>	<b>3.4</b>	<b>3.3</b>	<b>3.7</b>	<b>3.4</b>	<b>3.8</b>	<b>3.4</b>	<b>3.3</b>	<b>3.6</b>	<b>3.8</b>	<b>3.4</b>
<b>(August 2008)</b>	<b>3.4</b>	<b>3.3</b>	<b>3.5</b>	<b>3.1</b>	<b>3.4</b>	<b>3.6</b>	<b>3.4</b>	<b>3.5</b>	<b>3.3</b>	<b>3.5</b>	<b>3.5</b>	<b>3.5</b>	<b>3.4</b>
<b>(July 2008)</b>	<b>3.6</b>	<b>3.5</b>	<b>3.6</b>	<b>3.6</b>	<b>3.5</b>	<b>3.7</b>	<b>3.4</b>	<b>3.8</b>	<b>3.5</b>	<b>3.6</b>	<b>3.6</b>	<b>3.7</b>	<b>3.6</b>
<b>(June 2008)</b>	<b>3.8</b>	<b>3.6</b>	<b>4.0</b>	<b>3.4</b>	<b>3.7</b>	<b>4.0</b>	<b>3.7</b>	<b>3.9</b>	<b>3.7</b>	<b>3.8</b>	<b>4.0</b>	<b>3.8</b>	<b>3.7</b>

(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
(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