

YouGov Survey Results

Sample Size: 2041
Fieldwork: 20th - 25th June 2007

| | 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 | 2041 | 979 | 1061 | 457 | 666 | 919 | 1101 | 938 | 427 | 408 | 492 | 531 | 184 |
| Unweighted Sample | 2041 | 982 | 1059 | 455 | 660 | 926 | 938 | 1103 | 390 | 492 | 456 | 506 | 197 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |

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

| | | | | | | | | | | | | | |
|-----------------------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|
| Go down | 3 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 2 | 4 | 3 | 3 |
| Not change | 5 | 4 | 5 | 6 | 6 | 3 | 4 | 6 | 5 | 5 | 5 | 5 | 5 |
| Rise by 1% or less | 9 | 6 | 11 | 11 | 7 | 9 | 8 | 9 | 8 | 8 | 9 | 9 | 10 |
| Rise by 1% but less than 2% | 17 | 16 | 18 | 17 | 19 | 16 | 18 | 17 | 17 | 17 | 16 | 20 | 13 |
| Rise by 2% but less than 3% | 26 | 28 | 25 | 25 | 27 | 27 | 28 | 25 | 24 | 26 | 28 | 26 | 29 |
| Rise by 3% but less than 4% | 13 | 18 | 9 | 10 | 13 | 16 | 15 | 11 | 14 | 16 | 11 | 13 | 14 |
| Rise by 4% but less than 5% | 7 | 9 | 5 | 6 | 6 | 8 | 8 | 6 | 10 | 9 | 6 | 5 | 6 |
| Rise by 5% but less than 6% | 4 | 3 | 4 | 2 | 3 | 5 | 4 | 3 | 2 | 3 | 4 | 4 | 6 |
| Rise by 6% or more | 4 | 4 | 4 | 2 | 3 | 5 | 3 | 5 | 2 | 3 | 6 | 3 | 5 |
| Don't know | 12 | 8 | 15 | 18 | 13 | 8 | 9 | 14 | 14 | 12 | 10 | 12 | 10 |
| MEDIAN 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 | 2 | 3 | 2 | 4 | 3 | 1 | 2 | 2 | 3 | 2 | 2 | 2 | 3 |
| Not change | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 0 | 1 | 1 | 1 | 1 |
| Rise by 1% or less per year on average | 4 | 3 | 4 | 5 | 4 | 3 | 3 | 4 | 2 | 4 | 4 | 5 | 5 |
| Rise by 1% but less than 2% per year | 8 | 8 | 8 | 7 | 9 | 8 | 9 | 8 | 7 | 10 | 8 | 9 | 5 |
| Rise by 2% but less than 3% per year | 19 | 20 | 17 | 14 | 21 | 19 | 20 | 17 | 18 | 18 | 20 | 19 | 19 |
| Rise by 3% but less than 4% per year | 18 | 20 | 15 | 19 | 17 | 18 | 19 | 15 | 19 | 14 | 17 | 19 | 21 |
| Rise by 4% but less than 5% per year | 12 | 13 | 11 | 14 | 12 | 12 | 14 | 10 | 15 | 12 | 12 | 10 | 11 |
| Rise by 5% but less than 6% per year | 11 | 9 | 12 | 9 | 9 | 13 | 10 | 12 | 11 | 13 | 10 | 11 | 6 |
| Rise by 6% or more per year on average | 13 | 12 | 13 | 11 | 11 | 15 | 11 | 15 | 11 | 13 | 15 | 11 | 17 |
| Don't know | 13 | 9 | 16 | 17 | 13 | 10 | 10 | 16 | 14 | 12 | 11 | 14 | 12 |
| MEDIAN June2007 | 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 |
| (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 |