

## YouGov Survey Results

Sample Size: 20185

FIELDWORK DATES: 21st to 24th April 2010

	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	
<b>All GB Adults</b>	2185	1049	1136	461	796	928	1202	983	437	513	465	554	215
Unweighted Sample	2185	1002	1183	312	716	1157	1301	884	404	535	439	544	263
	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Go down	1	2	1	1	1	1	1	1	2	2	1	1	0
Not change	5	4	5	7	6	2	3	6	4	3	7	5	2
Rise by 1% or less	7	6	8	11	7	6	7	7	7	11	7	7	4
Rise by 1% but less than 2%	16	15	17	17	16	15	14	17	14	17	15	17	15
Rise by 2% but less than 3%	23	23	24	19	22	26	25	22	22	25	21	23	28
Rise by 3% but less than 4%	18	21	14	14	19	18	20	15	20	16	18	17	17
Rise by 4% but less than 5%	9	10	7	4	8	11	9	8	8	8	10	8	10
Rise by 5% but less than 6%	6	6	5	5	4	7	6	6	4	5	7	5	7
Rise by 6% or more	7	7	8	5	7	9	7	7	8	6	6	8	9
Don't know	9	6	11	16	9	5	7	11	11	8	9	8	8

<b>All GB Adults (excluding 'Don't know')</b>	1993	980	1013	384	723	885	1118	874	388	470	423	510	198
Unweighted Sample	2015	949	1066	256	649	1110	1221	794	364	497	406	505	243
	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Go down	1	2	1	1	2	1	1	1	2	2	1	1	0
Not change	5	4	6	9	6	2	4	7	5	3	7	6	2
Rise by 1% or less	8	7	10	13	8	6	8	8	8	12	7	7	4
Rise by 1% but less than 2%	17	16	19	20	17	16	15	19	16	19	17	18	16
Rise by 2% but less than 3%	25	24	26	23	25	27	26	24	25	27	23	25	30
Rise by 3% but less than 4%	19	22	16	17	21	19	21	16	22	17	20	19	19
Rise by 4% but less than 5%	9	11	8	5	9	11	10	9	9	8	11	9	11
Rise by 5% but less than 6%	6	6	6	6	4	8	6	6	5	6	8	6	7
Rise by 6% or more	8	7	9	6	8	9	8	8	9	7	6	9	10
<b>MEDIAN May 2010</b>	<b>2.8</b>	<b>3.0</b>	<b>2.6</b>	<b>2.4</b>	<b>2.7</b>	<b>2.9</b>	<b>2.9</b>	<b>2.6</b>	<b>2.9</b>	<b>2.7</b>	<b>2.8</b>	<b>2.7</b>	<b>2.9</b>
<b>(April 2010)</b>	2.2	2.4	2.0	1.8	2.0	2.4	2.2	2.1	2.3	2.3	2.1	2.1	2.2
<b>(March 2010)</b>	2.3	2.5	2.2	1.8	2.2	2.6	2.4	2.3	2.3	2.4	2.4	2.2	2.3
<b>(February 2010)</b>	2.3	2.5	2.2	1.9	2.2	2.5	2.4	2.3	2.3	2.5	2.3	2.2	2.4
<b>(January 2010)</b>	2.2	2.3	2.1	1.8	2.2	2.4	2.3	2.1	2.2	2.2	2.3	2.3	2.2

(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
(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
(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	2	3	2	2	2	3	1	4	2	3	1
Not change	2	2	3	4	1	2	2	3	2	3	3	2	1
Rise by 1% or less per year on average	7	5	8	7	7	6	6	8	6	6	7	9	4
Rise by 1% but less than 2% per year	12	11	13	12	13	12	12	12	14	13	9	12	14
Rise by 2% but less than 3% per year	19	21	18	19	18	21	21	18	21	20	22	16	17
Rise by 3% but less than 4% per year	16	20	13	16	16	16	18	14	15	15	17	16	19
Rise by 4% but less than 5% per year	10	11	9	7	11	11	10	9	10	10	8	11	10
Rise by 5% but less than 6% per year	9	9	9	6	9	10	9	8	9	8	8	9	11
Rise by 6% or more per year on average	11	10	12	7	12	12	11	11	10	10	10	12	15
Don't know	11	8	14	18	11	7	9	13	11	10	13	11	9

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

	1945	968	978	374	706	863	1092	853	389	459	406	494	197
Unweighted Sample	1968	932	1036	248	636	1084	1196	772	364	484	390	489	241
	%	%	%	%	%	%	%	%	%	%	%	%	%

**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	3	3	4	3	2	2	3	1	4	2	3	1
Not change	3	2	4	5	2	3	2	4	2	3	4	3	1
Rise by 1% or less per year on average	8	6	9	9	8	6	7	9	7	7	8	10	4
Rise by 1% but less than 2% per year	14	12	15	15	14	13	13	14	16	15	11	13	15
Rise by 2% but less than 3% per year	22	23	21	24	20	23	23	20	24	22	26	18	19
Rise by 3% but less than 4% per year	18	21	15	20	18	17	19	17	17	17	19	18	20
Rise by 4% but less than 5% per year	11	12	10	8	12	12	11	11	11	11	9	13	11
Rise by 5% but less than 6% per year	10	10	10	8	10	11	10	10	11	9	9	10	12
Rise by 6% or more per year on average	12	11	14	9	13	13	12	13	11	11	12	13	17
<b>MEDIAN May 2010</b>	<b>3.1</b>	<b>3.2</b>	<b>3.0</b>	<b>2.7</b>	<b>3.2</b>	<b>3.2</b>	<b>3.2</b>	<b>3.1</b>	<b>3.0</b>	<b>3.0</b>	<b>3.0</b>	<b>3.2</b>	<b>3.4</b>
<b>(April 2010)</b>	3.0	3.1	2.8	2.8	2.9	3.0	3.0	2.9	3.1	3.1	2.8	2.9	3.0
<b>(March 2010)</b>	3.3	3.4	3.1	2.9	3.2	3.4	3.2	3.4	3.3	3.3	3.3	3.2	3.3
<b>(February 2010)</b>	3.1	3.2	3.1	3.0	3.1	3.2	3.1	3.1	3.2	3.2	3.2	3.0	2.9
<b>(January 2010)</b>	3.3	3.4	3.2	2.8	3.3	3.5	3.3	3.3	3.4	3.2	3.5	3.2	3.4
<b>(December 2009)</b>	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
<b>(November 2009)</b>	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
<b>(October 2009)</b>	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
<b>(September 2009)</b>	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
<b>(August 2009)</b>	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
<b>(July 2009)</b>	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
<b>(June 2009)</b>	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
<b>(May 2009)</b>	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
(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