

YouGov Survey Results

Sample Size: 2089

FIELDWORK DATES: 23rd to 26th August 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	
All GB Adults	2117	1016	1101	442	779	896	1164	953	423	486	445	554	194
Unweighted Sample	2117	1001	1116	415	720	982	1216	901	453	512	397	553	189
	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Go down	1	1	1	2	1	1	1	1	1	1	2	1	0
Not change	3	3	3	5	3	1	2	4	3	3	3	2	2
Rise by 1% or less	6	5	6	7	7	4	5	6	7	3	7	6	5
Rise by 1% but less than 2%	14	14	14	13	14	13	14	14	13	16	14	13	10
Rise by 2% but less than 3%	24	25	24	25	23	25	27	21	27	23	22	23	28
Rise by 3% but less than 4%	17	17	16	11	17	20	18	15	14	18	16	19	14
Rise by 4% but less than 5%	10	12	9	8	10	12	10	11	12	11	9	10	11
Rise by 5% but less than 6%	7	8	7	7	7	8	7	7	7	7	6	8	9
Rise by 6% or more	10	9	11	7	11	11	9	11	9	9	11	11	12
Don't know	8	6	10	16	8	4	7	10	7	8	9	8	9

All GB Adults (excluding 'Don't know')	1944	953	992	373	713	855	1087	856	391	447	409	510	176
Unweighted Sample	1958	950	1008	355	662	941	1144	814	421	475	365	513	171
	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Go down	1	1	1	3	1	1	1	2	2	1	2	1	0
Not change	3	3	3	6	3	2	2	4	3	3	4	2	2
Rise by 1% or less	6	6	7	8	7	5	6	7	8	4	7	6	6
Rise by 1% but less than 2%	15	15	15	16	16	14	15	15	14	17	16	14	11
Rise by 2% but less than 3%	26	26	27	29	25	27	29	23	29	25	25	26	31
Rise by 3% but less than 4%	18	19	18	13	18	20	19	17	16	20	18	20	16
Rise by 4% but less than 5%	11	13	10	9	11	12	11	12	13	12	10	11	12
Rise by 5% but less than 6%	8	8	7	9	7	8	8	8	7	8	7	8	10
Rise by 6% or more	11	10	13	8	12	12	10	13	9	10	12	12	13
MEDIAN (August 2010)	2.9	3.0	2.9	2.7	2.9	3.1	2.9	3.0	2.8	3.0	2.9	3.0	3.0
(July 2010)	2.7	2.7	2.7	2.7	2.7	2.8	2.8	2.6	2.5	2.8	2.7	2.8	2.9
(June 2010)	3.0	2.9	3.0	2.8	3.0	3.0	3.1	2.8	2.9	3.0	2.9	3.0	3.1
(May 2010)	2.8	3.0	2.6	2.4	2.7	2.9	2.9	2.6	2.9	2.7	2.8	2.7	2.9
(April 2010)	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

(March 2010)	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
(February 2010)	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
(January 2010)	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

All GB Adults	2117	1016	1101	442	779	896	1164	953	423	486	445	554	194
Unweighted Sample	2117	1001	1116	415	720	982	1216	901	453	512	397	553	189
	%	%	%	%	%	%	%	%	%	%	%	%	%

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

All GB Adults (excluding 'Don't know')	1839	918	923	353	682	801	1030	810	372	420	391	476	165
Unweighted Sample	1852	915	937	339	631	882	1084	768	401	448	353	478	161
	%	%	%	%	%	%	%	%	%	%	%	%	%

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	5	1	1	1	3	2	2	2	1	2
Not change	2	1	3	5	1	1	1	3	3	1	2	3	1
Rise by 1% or less per year on average	6	4	8	7	6	6	6	6	4	7	8	5	5
Rise by 1% but less than 2% per year	13	13	13	13	11	14	14	12	18	11	13	12	9
Rise by 2% but less than 3% per year	21	23	19	20	23	19	22	19	21	20	22	21	17
Rise by 3% but less than 4% per year	18	20	16	19	16	20	18	18	18	19	16	17	24
Rise by 4% but less than 5% per year	12	12	12	9	13	13	14	11	12	14	8	12	18
Rise by 5% but less than 6% per year	11	11	12	9	12	12	11	12	9	12	13	11	12
Rise by 6% or more per year on average	15	14	15	14	16	13	12	18	13	14	15	17	12
MEDIAN (August 2010)	3.3	3.4	3.3	3.1	3.4	3.4	3.3	3.4	3.1	3.4	3.1	3.4	3.7
(July 2010)	3.3	3.2	3.3	3.2	3.2	3.3	3.3	3.2	3.1	3.2	3.4	3.3	3.1
(June 2010)	3.3	3.2	3.5	3.3	3.6	3.2	3.4	3.3	3.5	3.2	3.2	3.3	3.6
(May 2010)	3.1	3.2	3.0	2.7	3.2	3.2	3.2	3.1	3.0	3.0	3.0	3.2	3.4
(April 2010)	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
(March 2010)	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

(February 2010)	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
(January 2010)	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
(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
(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

(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