

## YouGov Survey Results

Sample Size: 2062

FIELDWORK DATES: 24th to 27th September  
2010

	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	2062	990	1072	416	782	865	1134	928	387	462	478	530	191
Unweighted Sample	2062	953	1109	352	693	1017	1208	854	357	476	465	527	225
	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Go down	1	1	0	0	1	0	0	1	0	0	0	1	1
Not change	4	3	4	6	4	3	2	5	4	3	3	4	4
Rise by 1% or less	7	6	7	11	5	7	6	8	10	7	6	5	4
Rise by 1% but less than 2%	15	13	16	13	18	12	15	14	14	15	15	15	13
Rise by 2% but less than 3%	25	27	23	22	27	25	26	24	26	25	26	24	24
Rise by 3% but less than 4%	17	19	14	15	15	19	17	16	15	19	18	15	17
Rise by 4% but less than 5%	8	8	8	5	8	10	9	7	8	9	7	8	6
Rise by 5% but less than 6%	6	6	7	5	5	8	7	5	8	5	7	5	8
Rise by 6% or more	10	10	9	7	10	11	10	10	9	9	9	12	11
Don't know	8	6	10	16	8	4	6	10	7	7	8	9	11

All GB Adults (excluding 'Don't know')	1896	931	963	350	716	827	1062	832	360	428	443	480	170
Unweighted Sample	1899	902	997	294	632	973	1126	773	332	444	432	479	203
	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Go down	1	1	0	1	1	0	0	1	0	1	0	1	1
Not change	4	4	4	7	4	3	2	6	4	3	3	5	5
Rise by 1% or less	7	6	8	13	5	7	6	9	11	8	7	5	5
Rise by 1% but less than 2%	16	14	18	16	19	13	16	16	14	16	16	17	14
Rise by 2% but less than 3%	27	29	26	26	30	26	28	27	28	27	28	27	27
Rise by 3% but less than 4%	18	21	16	18	16	20	19	18	16	20	20	17	19
Rise by 4% but less than 5%	9	9	9	6	8	11	10	7	9	10	8	9	7
Rise by 5% but less than 6%	7	6	8	6	6	9	8	6	8	5	8	6	9
Rise by 6% or more	11	11	10	8	11	11	11	11	9	10	10	14	12
<b>MEDIAN (September 2010)</b>	<b>2.9</b>	<b>3.0</b>	<b>2.8</b>	<b>2.5</b>	<b>2.7</b>	<b>2.1</b>	<b>3.0</b>	<b>2.7</b>	<b>2.8</b>	<b>2.9</b>	<b>2.9</b>	<b>2.8</b>	<b>3.0</b>
(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	2062	990	1072	416	782	865	1134	928	387	462	478	530	191
Unweighted Sample	2062	953	1109	352	693	1017	1208	854	357	476	465	527	225
	%	%	%	%	%	%	%	%	%	%	%	%	%

**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	1	2	4	2	1	1	2	3	3	1	1	2
Not change	2	2	3	5	2	1	2	3	3	2	1	2	3
Rise by 1% or less per year on average	6	6	6	10	5	5	5	7	5	6	6	6	6
Rise by 1% but less than 2% per year	12	10	13	10	14	11	12	12	14	12	10	11	14
Rise by 2% but less than 3% per year	20	21	18	13	20	23	22	17	21	18	25	18	13
Rise by 3% but less than 4% per year	15	17	14	15	15	16	16	14	13	13	16	19	14
Rise by 4% but less than 5% per year	11	13	9	9	13	11	12	10	9	14	10	10	13
Rise by 5% but less than 6% per year	10	10	10	8	8	12	10	10	9	9	9	11	13
Rise by 6% or more per year on average	12	13	11	12	11	14	12	13	13	12	12	13	11
Don't know	10	7	13	16	10	7	8	12	10	11	10	9	11

All GB Adults (excluding 'Don't know')	1852	918	935	350	703	801	1038	815	350	410	433	479	171
Unweighted Sample	1865	890	975	294	625	946	1106	759	320	430	424	479	204
	%	%	%	%	%	%	%	%	%	%	%	%	%

**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	3	4	2	1	2	3	3	3	1	1	2
Not change	2	2	3	6	2	1	2	3	3	2	2	2	3
Rise by 1% or less per year on average	7	6	7	11	6	5	5	8	6	7	7	7	7
Rise by 1% but less than 2% per year	13	11	15	12	15	12	13	13	16	13	11	12	16
Rise by 2% but less than 3% per year	22	23	21	15	23	24	24	19	23	20	27	20	15
Rise by 3% but less than 4% per year	17	18	16	17	17	17	18	16	14	15	17	21	16
Rise by 4% but less than 5% per year	12	14	10	10	14	12	13	11	10	15	11	11	15
Rise by 5% but less than 6% per year	11	11	11	10	9	13	11	12	10	10	10	12	14
Rise by 6% or more per year on average	14	14	13	14	12	15	13	15	15	13	14	14	12
<b>MEDIAN (September 2010)</b>	<b>3.2</b>	<b>3.4</b>	<b>3.1</b>	<b>3.1</b>	<b>3.2</b>	<b>3.4</b>	<b>3.2</b>	<b>3.3</b>	<b>3.0</b>	<b>3.3</b>	<b>3.1</b>	<b>3.4</b>	<b>3.5</b>
(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