

YouGov/ Citigroup Survey Results

Sample Size: 2114

FIELDWORK DATES: 22nd to 25th October 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	2114	1015	1099	429	749	936	1163	951	413	484	459	549	191
Unweighted Sample	2114	970	1144	306	670	1138	1156	958	350	506	479	542	222
	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Go down	2	2	2	2	2	2	2	2	2	1	1	2	2
Not change	3	3	3	5	4	2	3	4	4	4	3	3	3
Rise by 1% or less	5	4	6	6	5	5	5	6	4	5	8	5	4
Rise by 1% but less than 2%	13	14	11	14	14	11	11	15	13	15	11	13	10
Rise by 2% but less than 3%	23	24	23	21	24	24	25	21	22	22	25	26	21
Rise by 3% but less than 4%	15	16	14	11	15	17	16	14	14	17	17	14	15
Rise by 4% but less than 5%	11	13	9	10	9	13	11	11	12	9	10	11	15
Rise by 5% but less than 6%	8	7	8	4	7	10	8	7	5	8	7	8	9
Rise by 6% or more	11	10	11	8	10	12	11	10	10	11	9	12	12
Don't know	10	7	12	19	9	6	9	10	14	9	10	6	10

All GB Adults (excluding 'Don't know')	1910	943	967	348	681	881	1058	853	353	441	415	514	171
Unweighted Sample	1940	919	1021	249	612	1079	1070	870	312	466	437	511	200
	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Go down	2	2	2	3	2	2	2	2	2	2	1	2	2
Not change	4	4	4	6	4	2	3	4	4	4	3	4	3
Rise by 1% or less	6	4	7	7	6	5	5	6	5	5	9	5	4
Rise by 1% but less than 2%	14	15	13	17	16	11	12	16	15	16	12	14	11
Rise by 2% but less than 3%	26	26	26	26	27	25	28	24	26	24	28	28	23
Rise by 3% but less than 4%	17	17	16	14	17	18	17	16	16	18	19	15	16
Rise by 4% but less than 5%	12	14	10	12	10	14	12	13	14	10	11	11	17
Rise by 5% but less than 6%	8	8	9	5	7	10	9	8	6	9	8	9	10
Rise by 6% or more	12	11	13	10	12	13	12	11	11	12	10	12	14
MEDIAN (October 2010)	3.0	3.1	3.0	2.7	2.8	3.3	3.1	2.9	3.0	3.0	2.9	3.0	3.2
(September 2010)	2.9	3.0	2.8	2.5	2.7	2.1	3.0	2.7	2.8	2.9	2.9	2.8	3.0
(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	2114	1015	1099	429	749	936	1163	951	413	484	459	549	191
Unweighted Sample	2114	970	1144	306	670	1138	1156	958	350	506	479	542	222
	%	%	%	%	%	%	%	%	%	%	%	%	%

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

All GB Adults (excluding 'Don't know')	1879	930	951	353	669	855	1033	846	356	439	396	501	171
Unweighted Sample	1893	897	996	249	602	1042	1042	851	309	462	420	491	197
	%	%	%	%	%	%	%	%	%	%	%	%	%

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	1	1	3	2	2	2	2	0
Not change	3	3	3	7	2	2	2	4	3	3	2	3	3
Rise by 1% or less per year on average	5	4	7	4	5	6	5	6	5	4	7	6	2
Rise by 1% but less than 2% per year	12	12	13	14	14	10	12	12	13	13	12	12	13
Rise by 2% but less than 3% per year	20	21	19	18	21	20	21	19	20	21	19	20	21
Rise by 3% but less than 4% per year	18	20	17	19	20	17	20	17	17	20	20	18	16
Rise by 4% but less than 5% per year	12	13	12	9	11	14	13	12	10	13	14	12	14
Rise by 5% but less than 6% per year	11	11	11	8	12	11	11	11	12	10	12	11	9
Rise by 6% or more per year on average	16	15	17	18	12	18	15	17	19	14	12	16	21
MEDIAN (October 2010)	3.4	3.5	3.4	3.1	3.3	3.6	3.4	3.4	3.4	3.4	3.4	3.5	3.6
(September 2010)	3.2	3.4	3.1	3.1	3.2	3.4	3.2	3.3	3.0	3.3	3.1	3.4	3.5

(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