

For immediate release

15 October, 2012

UK consumers see rising energy prices as the ‘biggest threat’ to their household finances over the coming year

UK consumers believe that a rise in energy prices is the biggest threat to their standard of living over the coming year, according to recent findings from YouGov’s Household Economic Activity Tracker (HEAT). The nationally representative tracker found that UK consumers are more worried about rising energy prices than they are about unemployment, inflation and taxes.

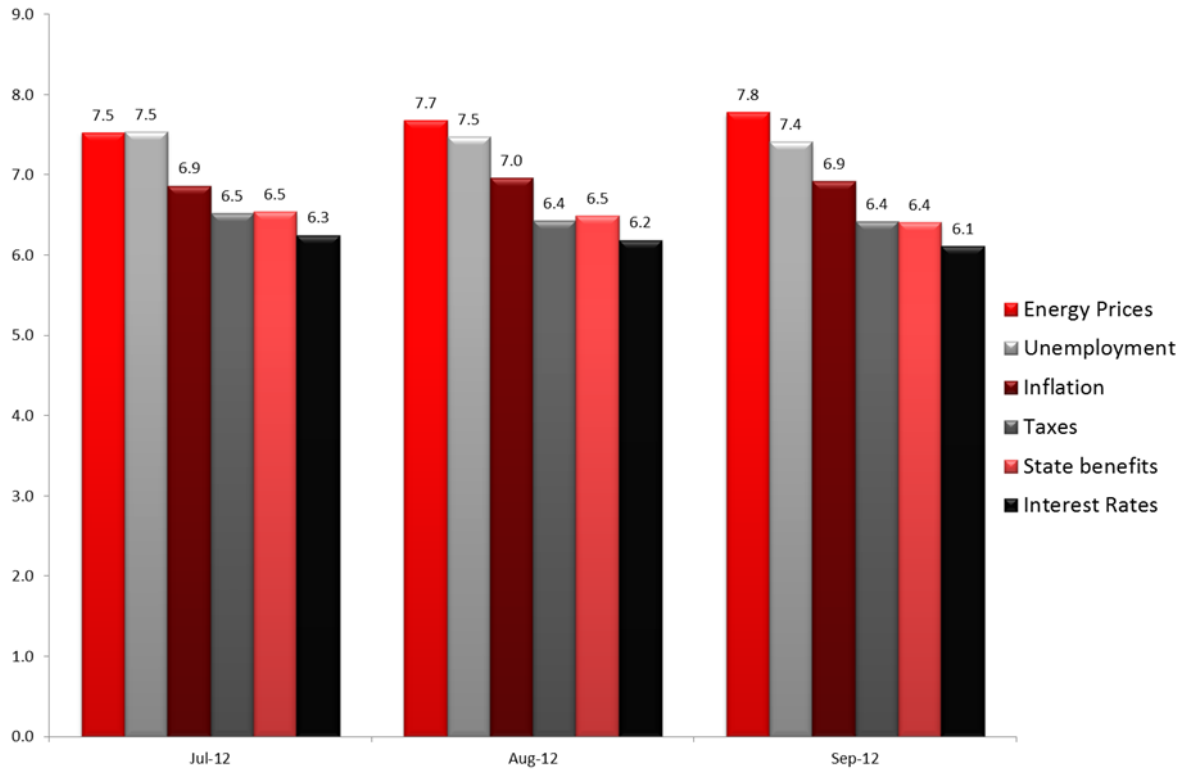
Consumers were asked to state what they expected would be the *biggest threat* and *biggest benefit* to their household’s standard of living over the coming year out of six economic measures: unemployment, energy prices, inflation, taxes, state benefits, and interest rates. They were asked to rate the impact of developments in each measure on a scale of 1 to 10, where 1 means major benefit and 10 means major threat.

The consensus among consumers was that rising energy prices would be the most significant threat to their households’ economic well-being with an overall rating of 7.8. Unemployment was perceived to be the second biggest threat, with a rating of 7.4, and rising inflation was the third-largest threat at 6.9. Consumers perceived a degree of threat on the other economic measures covered by the survey, but not to the same degree as the above three.

Commenting on the findings, Joe Twyman, YouGov Director of Political and Social Research, said:

“The UK’s consumers are aware that Britain’s major energy suppliers are all expected to raise prices over the next few months, and the results of our survey clearly indicate they are very concerned about the impact that change will have on their household’s finances. The degree to which consumers are worried about energy prices compared to things like unemployment is particularly interesting and is a reflection of the fact that the rise in energy prices this winter is something that is going to affect everyone.”

Ranking of major threats and major benefits to household's standard of living over the coming year



Source: YouGov SixthSense Household Economic Activity Tracker (HEAT) Survey (September 2012)

-ENDS-

Notes to editors:

YouGov's Household Economic Activity Tracker (HEAT) is based on interviews conducted on a daily basis throughout the month. Over 77,000 interviews are conducted a year.

"Which of the following do you think will be the biggest THREAT or biggest BENEFIT to your household's standard of living over the coming year? On a scale of 1 to 10, where 1 means MAJOR BENEFIT and 10 means MAJOR THREAT, please indicate the impact of the developments."

In this analysis, any score above 5.5 can be taken to represent a view that the development will be a threat to the standard of living, while any score below 5.5 can be taken as a view that the development will improve the standard of living.

Source: YouGov SixthSense H.E.A.T. Survey (September 2012)

[Click here to find out more about YouGov's Household Economic Activity Tracker \(HEAT\)](#)

Enquiries:

Harris MacLeod, PR Executive

T: +44(0) 758 530 0676

E: harris.macleod@yougov.com

About SixthSense

SixthSense, part of YouGov plc, is a provider of comprehensive business intelligence. It offers a powerful type of consumer-driven market intelligence report and online information platform, designed to help businesses make better and quicker decisions.

Bespoke data is collected through YouGov's proprietary panel of over 350,000 UK consumers. Highly qualified analysts use this data to deliver insight, comment, opinion and advice on the latest market trends and conditions.

For further information, visit yougovsixthsense.com

About YouGov

YouGov is an international, full service market research agency offering added value consultancy, qualitative research, field and tab services, syndicated products such as the daily brand perception tracker BrandIndex and social media analysis tool SoMA, fast turnaround omnibus and SixthSense comprehensive market intelligence reports. YouGov's sector specialist teams serve financial, media, technology and telecoms, FMCG and public sector markets.

YouGov is considered a pioneer of online market research and has a panel of 2.5 million people worldwide, including over 350,000 people in the UK representing all ages, socio-economic groups and other demographic types.

As the most quoted market research agency in the UK, YouGov has a well-documented and published track record illustrating the accuracy of its survey methods.

For further information visit yougov.co.uk