

YouGov / Cambridge Survey Results

Sample Size: 1704 GB adults
Fieldwork: 28th - 29th March 2016

	Vote in 2015					Gender		Age				Social Grade		Region					EU Referendum Vote				
	Total	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	Remain	Leave	Wouldn't Vote	Don't know	
Weighted Sample	1704	481	399	102	162	825	879	198	729	419	358	971	733	204	566	366	411	157	631	672	76	325	
Unweighted Sample	1704	467	417	110	174	748	956	192	669	408	435	1022	682	180	562	386	413	163	661	668	59	316	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you think that overall, businesses in Britain are behaving better or worse than they were five years ago?

Much better	3	5	2	2	3	4	2	3	3	3	2	3	2	5	2	2	4	1	3	4	3	1
A little better	27	45	19	25	20	30	25	33	22	26	36	32	21	21	30	32	26	17	30	29	23	21
TOTAL BETTER	30	50	21	27	23	34	27	36	25	29	38	35	23	26	32	34	30	18	33	33	26	22
A little worse	21	14	27	20	25	21	21	18	22	21	20	20	22	24	21	21	18	23	22	22	18	17
Much worse	10	4	12	7	14	11	9	7	10	14	8	7	14	9	9	10	11	17	8	12	12	10
TOTAL WORSE	31	18	39	27	39	32	30	25	32	35	28	27	36	33	30	31	29	40	30	34	30	27
About the same	22	21	20	35	31	23	21	15	21	25	22	22	21	22	22	22	21	24	24	23	14	18
Don't know	17	11	20	10	7	11	22	25	21	11	11	15	19	19	15	14	19	18	13	11	31	33