

## YouGov Survey Results

Sample Size: 1664 GB Adults  
Fieldwork: 28th - 29th October 2015

	Vote in 2015					Gender		Age				Social Grade		Region				
	Total	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
<b>Weighted Sample</b>	<b>1664</b>	566	466	116	200	807	857	198	421	569	476	948	716	213	541	356	409	145
<b>Unweighted Sample</b>	<b>1664</b>	507	454	129	219	801	863	117	284	700	563	1068	596	211	536	365	399	153
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Much better	<b>3</b>	7	1	3	2	4	2	7	3	2	4	5	2	2	5	3	4	0
A little better	<b>27</b>	41	18	27	21	30	24	26	28	23	30	29	23	27	29	28	22	29
<b>TOTAL BETTER</b>	<b>30</b>	<b>48</b>	<b>19</b>	<b>30</b>	<b>23</b>	<b>34</b>	<b>26</b>	<b>33</b>	<b>31</b>	<b>25</b>	<b>34</b>	<b>34</b>	<b>25</b>	<b>29</b>	<b>34</b>	<b>31</b>	<b>26</b>	<b>29</b>
A little worse	<b>20</b>	14	27	21	24	20	21	13	17	24	21	19	22	21	20	17	23	23
Much worse	<b>13</b>	4	21	8	20	14	12	7	10	16	15	11	16	12	10	14	15	19
<b>TOTAL WORSE</b>	<b>35</b>	<b>27</b>	<b>41</b>	<b>34</b>	<b>38</b>	<b>36</b>	<b>34</b>	<b>21</b>	<b>31</b>	<b>41</b>	<b>36</b>	<b>34</b>	<b>36</b>	<b>35</b>	<b>33</b>	<b>36</b>	<b>34</b>	<b>40</b>
About the same	<b>22</b>	23	20	26	18	22	22	14	21	25	21	23	20	23	23	22	19	21
Don't know	<b>15</b>	12	14	15	16	10	19	32	20	10	9	13	17	15	14	16	18	8