

YouGov Survey Results

Sample Size: 1747 GB Adults
Fieldwork: 18th - 19th January 2015

	Westminster VI				2010 Vote			Gender		Age				Social Grade		Region						
	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	1747	435	437	111	206	540	426	379	847	900	208	442	597	500	996	751	224	568	374	430	152	
Unweighted Sample	1747	438	429	102	238	549	410	375	887	860	173	282	712	580	1252	495	184	560	375	447	181	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Much better	2	4	1	3	3	4	1	1	2	2	5	1	2	3	3	2	2	2	5	2	0
A little better	31	51	22	38	30	44	23	31	33	29	26	31	30	34	33	29	28	35	32	29	28
TOTAL BETTER	33	55	23	41	33	48	24	32	35	31	31	32	32	37	36	31	30	37	37	31	28
A little worse	17	11	21	17	18	14	19	19	17	16	13	16	18	17	17	15	18	17	16	17	16
Much worse	12	3	19	9	16	5	19	12	13	11	7	13	13	11	10	14	13	11	13	11	16
TOTAL WORSE	29	14	40	26	34	19	38	31	30	27	20	29	31	28	27	29	31	28	29	28	32
About the same	24	21	26	23	24	22	26	24	25	23	20	22	25	26	25	23	23	23	22	25	28
Don't know	14	9	11	9	8	11	12	13	9	19	29	17	12	9	12	17	15	13	13	17	11