

YouGov Survey Results

Sample Size: 1709 GB Adults
Fieldwork: 25th - 26th May 2015

	Vote in 2015				Gender		Age				Social Grade		Region					
	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	1709	581	479	120	205	829	880	203	432	584	489	974	735	219	555	366	420	149
Unweighted Sample	1709	534	512	134	201	796	913	186	344	663	516	1108	601	225	581	353	385	165
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Much better	6	13	2	0	5	9	3	8	5	3	8	7	4	3	7	8	6	1
A little better	36	52	23	52	32	37	34	34	33	33	42	38	33	32	42	34	32	30
TOTAL BETTER	42	65	25	52	37	46	37	42	38	36	50	45	37	35	49	42	38	31
A little worse	19	10	27	13	17	17	20	16	21	21	16	18	21	18	16	18	21	30
Much worse	10	2	16	6	11	10	9	6	9	13	7	8	12	12	6	11	10	13
TOTAL WORSE	29	12	43	19	28	27	29	22	30	34	23	26	33	30	22	29	31	43
About the same	18	15	19	21	22	19	16	12	17	19	19	18	16	21	18	16	17	17
Don't know	13	8	13	9	13	8	17	25	15	10	8	12	14	15	11	13	14	10