

YouGov Survey Results

Sample Size: 1641 GB Adults
Fieldwork: 22nd - 23rd March 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	1641	X	X	X	X	491	405	331	796	845	195	415	561	469	935	706	210	533	351	404	143	
Unweighted Sample	1641	436	444	96	175	479	386	331	740	901	178	361	650	452	1095	546	193	540	342	412	154	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Much better	4	10	2	1	4	9	1	2	6	3	7	4	3	5	5	3	4	4	4	5	3
A little better	32	53	20	49	22	44	21	33	30	33	35	28	26	41	35	27	31	36	35	25	30
TOTAL BETTER	36	63	22	50	26	53	22	35	36	36	42	32	29	46	40	30	35	40	39	30	33
A little worse	20	10	28	12	28	16	28	15	20	20	14	21	20	21	19	21	16	19	20	22	22
Much worse	11	2	19	2	16	3	19	12	9	12	6	6	15	12	10	12	11	8	12	14	12
TOTAL WORSE	31	12	47	14	44	19	47	27	29	32	20	27	35	33	29	33	27	27	32	36	34
About the same	21	20	20	29	25	23	20	25	26	18	16	26	25	15	23	20	25	23	17	21	23
Don't know	12	5	10	6	5	5	11	13	9	15	21	16	11	5	9	16	13	11	12	12	11