

## YouGov Survey Results

Sample Size: 1520 GB Adults  
Fieldwork: 23rd - 24th February 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 |   |
| <b>Weighted Sample</b> | <b>1520</b>    | X   | X   | X       | X         | 452 | 363 | 295     | 735  | 782    | 181   | 383   | 521   | 432          | 866  | 652    | 195    | 492           | 324              | 375   | 133      |   |
| Unweighted Sample      | 1520           | 413 | 381 | 60      | 225       | 466 | 348 | 297     | 763  | 757    | 124   | 261   | 626   | 509          | 974  | 546    | 144    | 483           | 320              | 435   | 138      |   |
|                        | %              | %   | %   | %       | %         | %   | %   | %       | %    | %      | %     | %     | %     | %            | %    | %      | %      | %             | %                | %     | %        | % |

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

|                     |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
|---------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Much better         | 4         | 9         | 1         | 4         | 5         | 8         | 1         | 4         | 6         | 2         | 2         | 6         | 2         | 5         | 5         | 2         | 8         | 3         | 4         | 5         | 0         |
| A little better     | 37        | 57        | 29        | 39        | 31        | 51        | 29        | 32        | 40        | 33        | 38        | 37        | 34        | 39        | 40        | 32        | 38        | 36        | 37        | 34        | 41        |
| <b>TOTAL BETTER</b> | <b>41</b> | <b>66</b> | <b>30</b> | <b>43</b> | <b>36</b> | <b>59</b> | <b>30</b> | <b>36</b> | <b>46</b> | <b>35</b> | <b>40</b> | <b>43</b> | <b>36</b> | <b>44</b> | <b>45</b> | <b>34</b> | <b>46</b> | <b>39</b> | <b>41</b> | <b>39</b> | <b>41</b> |
| A little worse      | 16        | 10        | 20        | 25        | 17        | 9         | 22        | 20        | 13        | 20        | 22        | 11        | 16        | 19        | 15        | 18        | 12        | 14        | 17        | 22        | 14        |
| Much worse          | 11        | 3         | 19        | 6         | 15        | 8         | 15        | 13        | 13        | 10        | 4         | 13        | 14        | 11        | 10        | 13        | 13        | 10        | 13        | 10        | 12        |
| <b>TOTAL WORSE</b>  | <b>27</b> | <b>13</b> | <b>39</b> | <b>31</b> | <b>32</b> | <b>17</b> | <b>37</b> | <b>33</b> | <b>26</b> | <b>30</b> | <b>26</b> | <b>24</b> | <b>30</b> | <b>30</b> | <b>25</b> | <b>31</b> | <b>25</b> | <b>24</b> | <b>30</b> | <b>32</b> | <b>26</b> |
| About the same      | 21        | 15        | 23        | 16        | 27        | 18        | 22        | 21        | 21        | 22        | 19        | 21        | 25        | 18        | 20        | 23        | 21        | 26        | 19        | 17        | 24        |
| Don't know          | 10        | 6         | 9         | 9         | 5         | 6         | 11        | 10        | 7         | 13        | 14        | 14        | 9         | 7         | 9         | 12        | 9         | 11        | 10        | 11        | 9         |