

YouGov Survey Results

Sample Size: 1714 GB Adults
Fieldwork: 27th - 28th July 2015

| | Vote in 2015 | | | | Gender | | Age | | | | Social Grade | | Region | | | | | England / Wales | | |
|------------------------|--------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|--------------|------------|------------|---------------|------------------|------------|------------|-----------------|-------------|---|
| | 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 | 1714 | 583 | 480 | 120 | 206 | 831 | 883 | 204 | 434 | 586 | 490 | 977 | 737 | 219 | 557 | 367 | 422 | 149 | 1565 | |
| Unweighted Sample | 1714 | 549 | 468 | 137 | 216 | 801 | 913 | 132 | 342 | 695 | 545 | 1123 | 591 | 212 | 532 | 368 | 435 | 167 | 1547 | |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

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

| | | | | | | | | | | | | | | | | | | | |
|---------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Much better | 5 | 11 | 1 | 4 | 2 | 7 | 3 | 8 | 5 | 3 | 6 | 6 | 4 | 3 | 5 | 5 | 5 | 3 | 5 |
| A little better | 33 | 48 | 23 | 34 | 25 | 36 | 30 | 29 | 36 | 29 | 37 | 35 | 30 | 33 | 34 | 36 | 31 | 28 | 33 |
| TOTAL BETTER | 38 | 59 | 24 | 38 | 27 | 43 | 33 | 37 | 41 | 32 | 43 | 41 | 34 | 36 | 39 | 41 | 36 | 31 | 38 |
| A little worse | 17 | 10 | 24 | 17 | 21 | 16 | 18 | 22 | 14 | 18 | 18 | 18 | 17 | 13 | 17 | 19 | 20 | 13 | 18 |
| Much worse | 11 | 3 | 16 | 7 | 15 | 10 | 11 | 7 | 6 | 15 | 10 | 8 | 14 | 12 | 9 | 10 | 10 | 17 | 10 |
| TOTAL WORSE | 28 | 13 | 40 | 24 | 36 | 26 | 29 | 29 | 20 | 33 | 28 | 26 | 31 | 25 | 26 | 29 | 30 | 30 | 28 |
| About the same | 23 | 19 | 24 | 24 | 25 | 23 | 22 | 15 | 25 | 26 | 20 | 23 | 22 | 23 | 24 | 20 | 21 | 27 | 22 |
| Don't know | 12 | 8 | 12 | 14 | 12 | 8 | 16 | 20 | 15 | 10 | 8 | 11 | 13 | 15 | 11 | 10 | 12 | 12 | 12 |