

# YouGov Survey Results

Sample Size: 1742 GB Adults  
Fieldwork: 24th - 25th August 2015

	Vote in 2015					Gender		Age				Social Grade		Region				
	Total	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
<b>Weighted Sample</b>	<b>1742</b>	592	488	122	209	845	897	207	441	596	498	993	749	223	566	373	429	152
<b>Unweighted Sample</b>	<b>1742</b>	567	467	121	217	808	934	135	354	715	538	1184	558	198	587	401	391	165
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Much better	5	10	1	3	3	7	3	4	4	5	5	5	5	2	5	5	5	5
A little better	30	44	20	37	23	32	29	32	28	26	36	32	27	26	32	35	26	29
<b>TOTAL BETTER</b>	<b>35</b>	<b>54</b>	<b>21</b>	<b>40</b>	<b>26</b>	<b>39</b>	<b>32</b>	<b>36</b>	<b>32</b>	<b>31</b>	<b>41</b>	<b>37</b>	<b>32</b>	<b>28</b>	<b>37</b>	<b>40</b>	<b>31</b>	<b>34</b>
A little worse	17	11	20	12	22	16	17	19	15	18	17	16	18	16	18	15	17	17
Much worse	11	4	15	6	16	12	10	3	10	15	10	8	14	12	10	11	10	14
<b>TOTAL WORSE</b>	<b>28</b>	<b>15</b>	<b>35</b>	<b>18</b>	<b>38</b>	<b>28</b>	<b>27</b>	<b>22</b>	<b>25</b>	<b>33</b>	<b>27</b>	<b>24</b>	<b>32</b>	<b>28</b>	<b>28</b>	<b>26</b>	<b>27</b>	<b>31</b>
About the same	25	20	30	28	26	26	24	21	27	25	24	26	23	31	24	21	26	26
Don't know	13	11	13	13	10	8	18	22	17	11	7	13	13	13	12	12	15	9