

YouGov Survey Results

Sample Size: 1729 GB Adults
Fieldwork: 13th - 14th January 2016

	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
Weighted Sample	1729	588	484	121	207	839	890	206	437	591	494	986	743	221	562	370	425	150
Unweighted Sample	1729	545	479	137	224	824	905	137	302	700	590	1061	668	198	551	376	447	157
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Much better	3	7	1	1	3	3	3	4	2	3	4	3	4	3	4	3	3	0
A little better	27	39	18	25	21	31	23	24	30	23	29	29	24	24	28	24	29	26
TOTAL BETTER	30	46	19	26	24	34	26	28	32	26	33	32	28	27	32	27	32	26
A little worse	19	13	24	21	18	17	22	20	19	20	19	18	21	22	14	21	20	27
Much worse	12	4	15	4	16	11	12	8	10	14	11	11	12	15	13	8	10	14
TOTAL WORSE	31	17	39	25	34	28	34	28	29	34	30	29	33	37	27	29	30	41
About the same	25	26	25	36	32	27	24	20	21	28	28	27	23	23	28	27	23	24
Don't know	14	11	17	13	10	10	17	24	17	11	9	12	17	13	12	17	15	8