

YouGov Survey Results

Sample Size: 2039 GB Adults
Fieldwork: 10th - 11th December 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
Weighted Sample	2039	693	571	143	245	989	1050	243	516	697	583	1162	877	261	663	436	502	177
Unweighted Sample	2039	594	560	162	276	1065	974	140	340	819	740	1308	731	229	699	400	504	207
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Much better	4	9	2	1	2	6	2	6	5	4	3	5	4	6	4	5	4	4
A little better	27	44	17	28	16	29	26	32	27	23	31	30	23	28	28	28	25	26
TOTAL BETTER	31	53	19	29	18	35	28	38	32	27	34	35	27	34	32	33	29	30
A little worse	18	12	22	18	21	18	19	18	15	18	22	17	20	17	18	19	17	23
Much worse	13	6	19	10	13	11	14	10	10	15	13	12	14	12	11	13	14	18
TOTAL WORSE	31	18	41	28	34	29	33	28	25	33	35	29	34	29	29	32	31	41
About the same	25	21	25	28	41	29	22	16	25	29	26	25	26	25	28	23	26	22
Don't know	12	8	15	14	7	7	16	17	18	11	5	11	13	11	12	13	14	7