

## YouGov Survey Results

Sample Size: 1738 GB Adults  
Fieldwork: 28th - 29th September 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>1738</b>	591	487	122	209	843	895	207	440	594	497	991	747	222	565	372	428	151
Unweighted Sample	1738	563	471	135	221	865	873	146	298	738	556	1069	669	197	557	376	442	166
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Much better	4	8	1	2	2	6	2	2	4	3	5	4	4	5	5	5	2	2
A little better	33	48	19	38	30	33	32	32	33	28	39	35	30	35	35	32	31	28
<b>TOTAL BETTER</b>	<b>37</b>	<b>56</b>	<b>20</b>	<b>40</b>	<b>32</b>	<b>39</b>	<b>34</b>	<b>34</b>	<b>37</b>	<b>31</b>	<b>44</b>	<b>39</b>	<b>34</b>	<b>40</b>	<b>40</b>	<b>37</b>	<b>33</b>	<b>30</b>
A little worse	16	11	19	19	19	16	16	15	16	18	15	17	15	14	16	17	17	16
Much worse	13	3	22	12	15	13	13	5	10	18	13	11	16	10	12	14	13	21
<b>TOTAL WORSE</b>	<b>29</b>	<b>14</b>	<b>41</b>	<b>31</b>	<b>34</b>	<b>29</b>	<b>29</b>	<b>20</b>	<b>26</b>	<b>36</b>	<b>28</b>	<b>28</b>	<b>31</b>	<b>24</b>	<b>28</b>	<b>31</b>	<b>30</b>	<b>37</b>
About the same	21	21	21	21	25	21	22	18	23	22	21	22	21	21	21	20	22	25
Don't know	13	9	17	8	8	10	15	28	14	11	7	11	14	15	12	12	14	8