

YouGov / The Times Survey Results

Sample Size: 789 GB Adults
Fieldwork: 4th February 2015

	Westminster VI					2010 Vote			Gender		Age				Social Grade		Region					
	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	789	X	X	X	X	234	193	144	383	406	94	200	270	226	450	339	101	256	169	194	69	
Unweighted Sample	789	199	212	44	99	239	186	151	420	369	85	138	304	262	531	258	106	256	171	182	74	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Suppose the Conservatives win the coming election. Do you think their policies towards business would be good or bad for...

The shareholders who own big companies

Good	69	67	77	73	77	69	74	84	72	67	61	60	76	73	73	64	71	71	70	67	65
Bad	5	3	7	3	7	3	12	2	7	3	10	6	4	3	5	6	5	3	6	8	3
Neither	9	16	8	10	13	14	7	5	9	9	2	12	9	10	8	11	3	9	7	13	17
Don't know	16	14	8	14	4	13	7	10	11	21	28	22	10	13	15	18	20	17	18	13	15

The people who work for big companies

Good	39	59	32	32	47	54	34	35	42	36	39	35	40	41	43	34	44	40	43	35	31
Bad	21	4	34	22	21	9	35	32	25	17	20	21	23	19	21	22	17	22	19	22	23
Neither	20	21	22	29	24	21	21	21	19	21	10	18	22	24	20	20	16	19	18	25	23
Don't know	20	15	12	16	8	16	10	12	13	26	31	26	14	17	17	24	23	19	20	19	22

The customers of big companies

Good	27	57	15	20	30	50	16	17	32	23	28	26	27	28	30	23	27	30	32	22	20
Bad	31	1	56	30	38	7	52	46	33	30	34	27	33	32	31	32	29	32	28	34	33
Neither	22	26	18	30	26	25	22	24	22	22	7	21	27	24	20	25	19	20	22	29	18
Don't know	19	16	11	20	7	18	10	13	13	25	31	26	12	17	19	20	24	18	18	16	29

Britain's economy as a whole

Good	33	89	6	23	34	74	8	19	40	27	25	29	33	41	38	27	41	35	35	24	38
Bad	33	2	60	32	41	8	60	46	31	35	33	31	37	32	32	35	28	32	33	39	34
Neither	17	3	24	30	20	9	23	22	19	16	9	17	20	18	14	22	12	16	16	24	14
Don't know	16	5	10	15	5	9	9	14	10	22	32	23	10	9	16	16	18	17	16	13	15

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Suppose Labour win the coming election. Do you think their policies towards business would be good or bad for...

The shareholders who own big companies

Good	21	9	30	25	26	14	33	20	19	23	21	22	24	18	21	22	23	23	21	19	22
Bad	41	71	28	43	51	65	26	37	49	34	30	36	42	48	43	38	49	43	42	38	31
Neither	19	7	30	22	15	8	26	29	22	16	16	17	19	21	18	20	10	17	18	24	27
Don't know	19	13	12	10	8	12	14	13	10	27	33	26	14	13	18	20	18	18	19	20	20

The people who work for big companies

Good	31	13	61	32	22	13	55	38	31	31	35	28	35	27	29	34	31	33	36	28	18
Bad	32	55	10	34	56	57	18	23	36	28	18	30	35	37	36	27	40	34	33	25	32
Neither	18	17	19	24	13	18	14	25	21	14	9	18	17	21	17	18	11	15	12	25	29
Don't know	19	16	10	11	9	12	13	14	11	27	38	24	13	15	18	22	18	17	20	22	20

The customers of big companies

Good	29	11	66	11	20	9	56	30	31	28	40	28	30	25	27	33	30	32	32	28	18
Bad	31	56	4	41	55	57	12	26	35	28	19	31	34	34	34	28	34	37	29	26	28
Neither	21	20	20	32	18	23	18	29	23	20	11	17	24	26	22	21	15	16	19	30	32
Don't know	18	13	11	16	7	10	14	14	11	24	29	23	13	14	18	18	21	16	19	16	23

Britain's economy as a whole

Good	24	6	62	9	12	4	56	24	23	24	27	20	25	23	21	27	26	20	25	28	17
Bad	42	75	7	57	69	77	15	33	49	36	25	40	43	49	46	37	49	44	46	32	42
Neither	16	11	16	21	13	13	13	23	17	16	20	14	18	15	15	19	9	17	10	22	25
Don't know	18	8	14	13	6	7	16	19	11	25	29	26	13	12	18	18	17	19	19	18	16