

YouGov Survey Results

Fieldwork - 9th - 16th February 2015

Sample Size - 1277 Senior Business Decision Makers

Total	Gender		Age				
Base	Male	Female	18-24	25-34	35-44	45-54	55+

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

Unweighted base	1277	945	332	4	132	258	383	500
Base: All Senior decision makers	1277	949	328	3	135	281	390	468
Good	78%	80%	72%	23%	68%	76%	79%	81%
Bad	5%	5%	5%	23%	9%	6%	4%	4%
Neither	9%	9%	10%	33%	9%	10%	9%	9%
Don't know	8%	6%	13%	23%	14%	8%	7%	6%

The people who work for big companies

Unweighted base	1277	945	332	4	132	258	383	500
Base: All Senior decision makers	1277	949	328	3	135	281	390	468
Good	49%	51%	43%	45%	47%	46%	49%	51%
Bad	21%	21%	21%	23%	25%	21%	21%	19%
Neither	21%	21%	20%	33%	12%	23%	20%	23%
Don't know	10%	7%	16%	-	16%	10%	10%	8%

The customers of big companies

Unweighted base	1277	945	332	4	132	258	383	500
Base: All Senior decision makers	1277	949	328	3	135	281	390	468
Good	43%	45%	38%	23%	43%	41%	43%	46%
Bad	22%	21%	23%	23%	25%	23%	22%	20%
Neither	26%	26%	24%	55%	18%	29%	26%	26%
Don't know	9%	7%	16%	-	15%	8%	10%	8%

Britain's economy as a whole

Unweighted base	1277	945	332	4	132	258	383	500
Base: All Senior decision makers	1277	949	328	3	135	281	390	468
Good	56%	60%	46%	23%	46%	55%	58%	59%
Bad	22%	22%	24%	45%	28%	21%	23%	21%
Neither	14%	14%	14%	33%	11%	16%	11%	15%
Don't know	8%	5%	16%	-	15%	8%	8%	5%

YouGov Survey Results

Fieldwork - 9th - 16th February 2015

Sample Size - 1277 Senior Business Decision Makers

Total	Gender		Age				
Base	Male	Female	18-24	25-34	35-44	45-54	55+

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

Unweighted base	1277	945	332	4	132	258	383	500
Base: All Senior decision makers	1277	949	328	3	135	281	390	468
Good	11%	10%	13%	23%	21%	14%	10%	7%
Bad	62%	65%	51%	23%	43%	55%	62%	71%
Neither	19%	19%	19%	55%	20%	21%	20%	17%
Don't know	8%	5%	16%	-	16%	9%	7%	5%

The people who work for big companies

Unweighted base	1277	945	332	4	132	258	383	500
Base: All Senior decision makers	1277	949	328	3	135	281	390	468
Good	21%	20%	23%	23%	31%	26%	18%	18%
Bad	51%	54%	43%	23%	36%	47%	54%	56%
Neither	20%	21%	18%	55%	17%	18%	20%	21%
Don't know	8%	6%	16%	-	15%	9%	9%	5%

The customers of big companies

Unweighted base	1277	945	332	4	132	258	383	500
Base: All Senior decision makers	1277	949	328	3	135	281	390	468
Good	21%	19%	24%	23%	25%	26%	20%	17%
Bad	47%	50%	38%	45%	36%	41%	47%	53%
Neither	23%	25%	18%	33%	24%	22%	25%	22%
Don't know	10%	6%	20%	-	15%	11%	9%	8%

Britain's economy as a whole

Unweighted base	1277	945	332	4	132	258	383	500
Base: All Senior decision makers	1277	949	328	3	135	281	390	468
Good	18%	17%	19%	23%	27%	18%	15%	17%
Bad	61%	64%	50%	45%	40%	57%	63%	67%
Neither	13%	13%	15%	33%	17%	16%	13%	11%
Don't know	8%	6%	16%	-	16%	9%	9%	6%