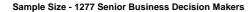
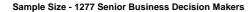
## YouGov Survey Results Fieldwork - 9th - 16th February 2015





	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





Total	Ger	nder	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			328				390	468
	1277	949		3	135	281		
Good	11%	10%	13%	23%	21%	14%	10%	7%
Bad	62%	65%	51%	23%	43%	55%	62%	719
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%	189
Bad	51%	54%	43%	23%	36%	47%	54%	569
Neither	20%	21%	18%	55%	17%	18%	20%	219
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%	179
Bad	47%	50%	38%	45%	36%	41%	47%	53%
Neither	23%	25%	18%	33%	24%	22%	25%	229
Don't know	10%	6%	20%	-	15%	11%	9%	8%
	1070	070	2070	_	1370	1170	370	070
Britain's economy as a whole			222		400			
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%	179
Bad	61%	64%	50%	45%	40%	57%	63%	679
Neither	13%	13%	15%	33%	17%	16%	13%	119
Don't know	8%	6%	16%	-	16%	9%	9%	6%