

YouGov / C|T|F Corporate and Financial Communications Political Leaders

B2B Sample : 06th - 09th November 2014

Base: 531 B2B Decision Makers

Total	Gender		Age					Region mainly work							
Base	Male	Female	18-24	25-34	35-44	45-54	55+	North	Midlands	East	London	South	Wales	Scotland	Elsewhere (i.e. outside of Great Britain)

Who do you most trust to manage the UK economy?

Unweighted base	531	393	138	3	50	128	154	196	103	54	34	118	140	22	51	9
Base: B2B Decision Makers	531	396	135	3	50	132	157	189	103	55	33	123	137	20	52	9
David Cameron, George Osborne, and the Conservatives	58%	62%	46%	-	41%	61%	61%	58%	55%	56%	60%	68%	60%	48%	34%	70%
Ed Miliband, Ed Balls, and Labour	13%	13%	11%	31%	24%	10%	11%	12%	11%	17%	11%	12%	14%	13%	11%	11%
Neither of these	27%	24%	37%	38%	31%	27%	27%	27%	32%	23%	29%	18%	22%	39%	55%	19%
Don't know	2%	1%	5%	31%	3%	2%	1%	3%	3%	3%	-	2%	3%	-	-	-

Listed below are a number of phrases and characteristics.

Please indicate whether you think each is a better descriptor of David Cameron and the Conservatives, or Ed Miliband and Labour.

Is best for small business

Unweighted base	531	393	138	3	50	128	154	196	103	54	34	118	140	22	51	9
Base: B2B Decision Makers	531	396	135	3	50	132	157	189	103	55	33	123	137	20	52	9
More like David Cameron and the Conservatives	53%	58%	39%	-	36%	56%	57%	53%	52%	46%	47%	64%	54%	54%	36%	47%
More like Ed Miliband and Labour	18%	16%	23%	62%	29%	16%	14%	18%	21%	21%	21%	14%	18%	9%	21%	-
Neither of these	23%	23%	25%	38%	20%	22%	25%	24%	22%	27%	32%	14%	21%	34%	35%	53%
Don't know	6%	4%	14%	-	15%	6%	4%	6%	5%	7%	-	8%	6%	4%	8%	-

Is best for creating jobs

Unweighted base	531	393	138	3	50	128	154	196	103	54	34	118	140	22	51	9
Base: B2B Decision Makers	531	396	135	3	50	132	157	189	103	55	33	123	137	20	52	9
More like David Cameron and the Conservatives	53%	58%	41%	-	34%	56%	55%	56%	51%	58%	53%	59%	57%	54%	29%	68%
More like Ed Miliband and Labour	21%	20%	25%	62%	40%	18%	19%	19%	23%	19%	20%	23%	24%	9%	16%	13%
Neither of these	20%	19%	23%	38%	22%	20%	20%	20%	19%	22%	25%	14%	15%	30%	45%	19%
Don't know	5%	3%	11%	-	5%	5%	5%	6%	8%	2%	2%	5%	5%	8%	9%	-

Total	Gender		Age					Region mainly work							
	Base	Male	Female	18-24	25-34	35-44	45-54	55+	North	Midlands	East	London	South	Wales	Scotland

Is best for encouraging business investment

Unweighted base	531	393	138	3	50	128	154	196	103	54	34	118	140	22	51	9
Base: B2B Decision Makers	531	396	135	3	50	132	157	189	103	55	33	123	137	20	52	9
More like David Cameron and the Conservatives	64%	66%	58%	-	48%	71%	64%	64%	60%	61%	64%	75%	64%	67%	46%	70%
More like Ed Miliband and Labour	14%	14%	15%	31%	23%	12%	12%	14%	15%	18%	18%	13%	13%	4%	18%	-
Neither of these	17%	17%	17%	69%	18%	13%	18%	17%	20%	15%	18%	7%	16%	29%	31%	30%
Don't know	5%	3%	10%	-	11%	4%	5%	5%	6%	6%	-	5%	7%	-	5%	-

Is best able to encourage science and innovation

Unweighted base	531	393	138	3	50	128	154	196	103	54	34	118	140	22	51	9
Base: B2B Decision Makers	531	396	135	3	50	132	157	189	103	55	33	123	137	20	52	9
More like David Cameron and the Conservatives	51%	56%	38%	-	38%	53%	56%	51%	50%	54%	53%	55%	54%	54%	34%	45%
More like Ed Miliband and Labour	17%	17%	17%	31%	29%	12%	17%	18%	19%	21%	20%	18%	16%	13%	14%	-
Neither of these	22%	21%	24%	69%	22%	25%	19%	22%	22%	19%	22%	14%	21%	20%	39%	55%
Don't know	10%	6%	20%	-	10%	11%	9%	10%	9%	7%	5%	12%	9%	14%	13%	-

Will best equip Britain to compete against other countries like Germany and China

Unweighted base	531	393	138	3	50	128	154	196	103	54	34	118	140	22	51	9
Base: B2B Decision Makers	531	396	135	3	50	132	157	189	103	55	33	123	137	20	52	9
More like David Cameron and the Conservatives	55%	60%	42%	-	38%	60%	61%	53%	57%	53%	56%	59%	57%	58%	40%	60%
More like Ed Miliband and Labour	16%	17%	15%	31%	31%	12%	13%	18%	16%	21%	21%	18%	16%	9%	14%	-
Neither of these	22%	19%	28%	69%	22%	21%	20%	22%	18%	18%	20%	17%	21%	30%	37%	40%
Don't know	7%	4%	15%	-	9%	7%	6%	6%	8%	8%	2%	6%	6%	4%	9%	-

Will do most to open up trade with emerging economies

Unweighted base	531	393	138	3	50	128	154	196	103	54	34	118	140	22	51	9
Base: B2B Decision Makers	531	396	135	3	50	132	157	189	103	55	33	123	137	20	52	9
More like David Cameron and the Conservatives	54%	59%	41%	-	38%	58%	60%	52%	51%	56%	55%	62%	55%	62%	36%	47%
More like Ed Miliband and Labour	18%	17%	21%	31%	30%	17%	15%	18%	16%	19%	24%	17%	20%	9%	21%	-
Neither of these	18%	17%	22%	38%	18%	17%	18%	19%	19%	15%	13%	13%	17%	25%	35%	53%
Don't know	9%	7%	16%	31%	14%	7%	7%	10%	14%	10%	8%	8%	8%	5%	8%	-

Total	Gender		Age					Region mainly work							
	Base	Male	Female	18-24	25-34	35-44	45-54	55+	North	Midlands	East	London	South	Wales	Scotland

Understands the needs and concerns of businesses and employers

Unweighted base	531	393	138	3	50	128	154	196	103	54	34	118	140	22	51	9
Base: B2B Decision Makers	531	396	135	3	50	132	157	189	103	55	33	123	137	20	52	9
More like David Cameron and the Conservatives	59%	63%	47%	-	42%	63%	64%	57%	55%	51%	56%	67%	61%	62%	52%	57%
More like Ed Miliband and Labour	13%	13%	14%	31%	31%	10%	11%	12%	12%	15%	15%	15%	14%	4%	10%	-
Neither of these	22%	21%	27%	69%	18%	20%	22%	25%	28%	27%	26%	13%	17%	34%	33%	43%
Don't know	6%	3%	12%	-	9%	7%	3%	6%	5%	7%	2%	5%	9%	-	5%	-

Will have a tax regime that is best for encouraging investment and job creation

Unweighted base	531	393	138	3	50	128	154	196	103	54	34	118	140	22	51	9
Base: B2B Decision Makers	531	396	135	3	50	132	157	189	103	55	33	123	137	20	52	9
More like David Cameron and the Conservatives	59%	63%	49%	-	46%	65%	62%	57%	57%	57%	66%	64%	60%	63%	48%	47%
More like Ed Miliband and Labour	18%	18%	19%	31%	27%	15%	17%	20%	21%	23%	17%	18%	19%	4%	16%	-
Neither of these	17%	16%	21%	69%	18%	16%	15%	18%	17%	16%	17%	11%	15%	29%	28%	53%
Don't know	5%	3%	11%	-	9%	4%	6%	5%	5%	4%	-	7%	6%	4%	7%	-

Has the policies to deliver a strong and healthy economy for Britain

Unweighted base	531	393	138	3	50	128	154	196	103	54	34	118	140	22	51	9
Base: B2B Decision Makers	531	396	135	3	50	132	157	189	103	55	33	123	137	20	52	9
More like David Cameron and the Conservatives	57%	60%	46%	-	38%	59%	61%	57%	53%	61%	53%	62%	61%	59%	37%	70%
More like Ed Miliband and Labour	16%	16%	16%	62%	31%	12%	13%	17%	18%	17%	20%	16%	17%	9%	14%	-
Neither of these	21%	20%	25%	38%	20%	23%	22%	20%	22%	17%	25%	16%	17%	29%	45%	30%
Don't know	6%	3%	13%	-	11%	6%	4%	6%	8%	5%	2%	7%	6%	4%	5%	-

Will produce a growing economy that can guarantee funding for health and education for the long-term

Unweighted base	531	393	138	3	50	128	154	196	103	54	34	118	140	22	51	9
Base: B2B Decision Makers	531	396	135	3	50	132	157	189	103	55	33	123	137	20	52	9
More like David Cameron and the Conservatives	53%	58%	40%	-	44%	56%	58%	50%	54%	50%	54%	59%	58%	40%	32%	58%
More like Ed Miliband and Labour	17%	17%	17%	31%	23%	15%	15%	18%	20%	19%	17%	14%	17%	13%	16%	13%
Neither of these	23%	21%	30%	69%	24%	22%	21%	25%	18%	23%	26%	19%	19%	42%	45%	30%
Don't know	7%	4%	13%	-	9%	7%	6%	6%	8%	9%	2%	8%	6%	4%	7%	-

Total	Gender		Age					Region mainly work							
Base	Male	Female	18-24	25-34	35-44	45-54	55+	North	Midlands	East	London	South	Wales	Scotland	Elsewhere (i.e. outside of Great Britain)

Listed below are a number of phrases and characteristics.

Please indicate whether you think each is a better descriptor of David Cameron and the Conservatives, or Nigel Farage and UKIP.

Is best for small business

Unweighted base	531	393	138	3	50	128	154	196	103	54	34	118	140	22	51	9
Base: B2B Decision Makers	531	396	135	3	50	132	157	189	103	55	33	123	137	20	52	9
More like David Cameron and the Conservatives	55%	56%	50%	-	48%	63%	60%	47%	48%	47%	44%	67%	55%	62%	50%	47%
More like Nigel Farage and UKIP	14%	15%	9%	38%	16%	7%	10%	19%	16%	22%	21%	11%	14%	15%	2%	11%
Neither of these	25%	23%	29%	62%	27%	22%	23%	27%	26%	22%	35%	15%	24%	23%	41%	42%
Don't know	7%	5%	12%	-	9%	7%	7%	6%	10%	9%	-	7%	7%	-	7%	-

Is best for creating jobs

Unweighted base	531	393	138	3	50	128	154	196	103	54	34	118	140	22	51	9
Base: B2B Decision Makers	531	396	135	3	50	132	157	189	103	55	33	123	137	20	52	9
More like David Cameron and the Conservatives	57%	58%	52%	31%	37%	64%	62%	53%	50%	56%	56%	64%	59%	62%	46%	60%
More like Nigel Farage and UKIP	10%	11%	8%	38%	19%	6%	8%	13%	10%	21%	12%	11%	10%	6%	-	11%
Neither of these	27%	26%	30%	-	37%	24%	25%	28%	31%	18%	32%	20%	24%	28%	49%	30%
Don't know	6%	5%	10%	31%	7%	6%	6%	6%	10%	5%	-	6%	6%	4%	6%	-

Is best for encouraging business investment

Unweighted base	531	393	138	3	50	128	154	196	103	54	34	118	140	22	51	9
Base: B2B Decision Makers	531	396	135	3	50	132	157	189	103	55	33	123	137	20	52	9
More like David Cameron and the Conservatives	63%	65%	57%	-	44%	71%	65%	62%	64%	55%	61%	71%	63%	57%	54%	57%
More like Nigel Farage and UKIP	9%	11%	5%	38%	16%	5%	7%	12%	10%	18%	15%	9%	8%	11%	-	11%
Neither of these	22%	20%	29%	31%	32%	18%	24%	21%	21%	18%	23%	13%	22%	33%	43%	32%
Don't know	5%	4%	9%	31%	7%	5%	4%	5%	5%	9%	-	6%	6%	-	3%	-

Is best able to encourage science and innovation

Unweighted base	531	393	138	3	50	128	154	196	103	54	34	118	140	22	51	9
Base: B2B Decision Makers	531	396	135	3	50	132	157	189	103	55	33	123	137	20	52	9
More like David Cameron and the Conservatives	55%	57%	51%	31%	35%	66%	58%	52%	53%	55%	58%	58%	58%	53%	48%	47%
More like Nigel Farage and UKIP	8%	9%	6%	38%	14%	4%	6%	10%	5%	16%	9%	10%	7%	6%	-	11%
Neither of these	28%	28%	30%	-	42%	22%	28%	30%	32%	13%	30%	23%	27%	33%	47%	42%
Don't know	9%	7%	14%	31%	9%	9%	8%	9%	11%	16%	3%	9%	7%	9%	5%	-

Total	Gender		Age					Region mainly work							
	Base	Male	Female	18-24	25-34	35-44	45-54	55+	North	Midlands	East	London	South	Wales	Scotland

Will best equip Britain to compete against other countries like Germany and China

Unweighted base	531	393	138	3	50	128	154	196	103	54	34	118	140	22	51	9
Base: B2B Decision Makers	531	396	135	3	50	132	157	189	103	55	33	123	137	20	52	9
More like David Cameron and the Conservatives	57%	58%	54%	31%	44%	66%	61%	52%	62%	55%	58%	59%	56%	50%	51%	51%
More like Nigel Farage and UKIP	13%	15%	6%	38%	18%	9%	10%	17%	12%	20%	15%	15%	13%	10%	-	19%
Neither of these	25%	23%	29%	31%	28%	20%	25%	27%	22%	14%	26%	19%	25%	41%	46%	30%
Don't know	5%	3%	11%	-	11%	6%	5%	4%	5%	10%	-	7%	5%	-	3%	-

Will do most to open up trade with emerging economies

Unweighted base	531	393	138	3	50	128	154	196	103	54	34	118	140	22	51	9
Base: B2B Decision Makers	531	396	135	3	50	132	157	189	103	55	33	123	137	20	52	9
More like David Cameron and the Conservatives	58%	59%	52%	31%	39%	66%	65%	50%	52%	55%	65%	65%	53%	67%	58%	47%
More like Nigel Farage and UKIP	14%	16%	9%	38%	22%	10%	9%	18%	12%	20%	9%	17%	16%	10%	-	23%
Neither of these	23%	21%	27%	-	30%	20%	22%	24%	30%	15%	23%	13%	24%	23%	37%	30%
Don't know	6%	4%	12%	31%	9%	4%	4%	8%	6%	10%	2%	5%	7%	-	5%	-

Understands the needs and concerns of businesses and employers

Unweighted base	531	393	138	3	50	128	154	196	103	54	34	118	140	22	51	9
Base: B2B Decision Makers	531	396	135	3	50	132	157	189	103	55	33	123	137	20	52	9
More like David Cameron and the Conservatives	58%	59%	57%	-	46%	66%	60%	56%	56%	54%	55%	69%	57%	50%	50%	70%
More like Nigel Farage and UKIP	14%	16%	8%	69%	16%	9%	12%	17%	15%	20%	19%	11%	16%	15%	2%	11%
Neither of these	24%	23%	25%	-	29%	21%	25%	24%	24%	18%	26%	17%	23%	32%	45%	19%
Don't know	4%	2%	9%	31%	9%	4%	3%	3%	5%	8%	-	3%	4%	4%	3%	-

Will have a tax regime that is best for encouraging investment and job creation

Unweighted base	531	393	138	3	50	128	154	196	103	54	34	118	140	22	51	9
Base: B2B Decision Makers	531	396	135	3	50	132	157	189	103	55	33	123	137	20	52	9
More like David Cameron and the Conservatives	56%	58%	51%	-	40%	65%	60%	52%	50%	48%	55%	62%	60%	58%	54%	60%
More like Nigel Farage and UKIP	13%	14%	10%	38%	20%	7%	11%	17%	13%	22%	21%	13%	14%	11%	-	11%
Neither of these	23%	21%	28%	31%	31%	22%	22%	22%	28%	16%	23%	15%	20%	23%	43%	30%
Don't know	8%	6%	12%	31%	9%	6%	7%	8%	8%	15%	-	9%	7%	8%	3%	-

Total	Gender		Age					Region mainly work							
	Base	Male	Female	18-24	25-34	35-44	45-54	55+	North	Midlands	East	London	South	Wales	Scotland

Has the policies to deliver a strong and healthy economy for Britain

Unweighted base	531	393	138	3	50	128	154	196	103	54	34	118	140	22	51	9
Base: B2B Decision Makers	531	396	135	3	50	132	157	189	103	55	33	123	137	20	52	9
More like David Cameron and the Conservatives	58%	60%	52%	31%	40%	67%	61%	55%	58%	57%	58%	66%	56%	58%	48%	47%
More like Nigel Farage and UKIP	12%	13%	8%	38%	18%	6%	10%	15%	9%	18%	19%	12%	14%	6%	2%	11%
Neither of these	26%	24%	30%	-	33%	25%	25%	25%	27%	17%	23%	17%	27%	32%	47%	42%
Don't know	5%	3%	10%	31%	9%	3%	4%	5%	6%	8%	-	5%	4%	4%	3%	-

Will produce a growing economy that can guarantee funding for health and education for the long-term

Unweighted base	531	393	138	3	50	128	154	196	103	54	34	118	140	22	51	9
Base: B2B Decision Makers	531	396	135	3	50	132	157	189	103	55	33	123	137	20	52	9
More like David Cameron and the Conservatives	56%	58%	51%	31%	39%	63%	60%	54%	57%	56%	53%	60%	61%	44%	42%	70%
More like Nigel Farage and UKIP	8%	9%	6%	38%	13%	5%	7%	9%	7%	14%	12%	7%	8%	11%	-	11%
Neither of these	29%	28%	32%	-	39%	27%	27%	30%	28%	20%	35%	25%	24%	41%	55%	19%
Don't know	7%	5%	11%	31%	9%	6%	6%	7%	9%	10%	-	7%	8%	4%	3%	-