

YouGov Survey Results

Sample Size: 1747 GB Adults
Fieldwork: 18th - 19th January 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	1747	435	437	111	206	540	426	379	847	900	208	442	597	500	996	751	224	568	374	430	152
Unweighted Sample	1747	438	429	102	238	549	410	375	887	860	173	282	712	580	1252	495	184	560	375	447	181
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of these parties do you think has the attitude to
business most similar to yours?

Labour	25	0	76	15	7	4	58	22	25	24	27	26	27	20	25	24	28	18	23	31	32
Conservatives	29	82	1	10	34	70	6	13	34	23	14	25	27	40	33	23	26	34	32	24	14
Neither	26	6	11	49	46	14	18	38	28	25	19	26	29	26	24	29	24	26	26	22	41
Don't know	21	12	12	26	13	12	17	28	13	27	39	23	18	14	18	24	22	21	19	23	12