

YouGov Survey Results

Sample Size: 1541 GB Adults
Fieldwork: 13th - 14th April 2014

	Voting intention					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 1541	X	X	X	X	430	382	283	747	794	183	390	527	441	878	663	197	501	330	379	134	
Unweighted Sample	1541	408	413	92	197	491	335	307	726	815	104	375	560	502	992	549	260	484	327	330	140
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which, if any, of the following characteristics tend to influence your choice of what to buy on a day-to-day basis, for instance, when buying food or drink? Please select all that apply.

Price	79	79	81	73	91	83	81	85	79	79	63	77	85	80	77	81	76	78	77	82	78
Quality	54	61	53	58	65	66	53	63	55	54	37	51	55	65	60	47	59	53	53	56	50
Availability	28	32	28	36	25	30	27	37	29	28	20	25	31	31	32	23	29	27	31	28	27
Brand	18	24	15	22	18	21	14	19	20	16	27	19	19	13	18	19	23	20	19	13	20
The human rights record of the company	10	5	14	13	5	5	12	14	10	9	11	10	10	9	11	8	13	10	8	10	8
Recommendations from family and friends	13	18	13	10	4	12	10	14	13	13	21	13	11	11	13	12	15	16	10	8	16
Other [For all open responses please see Tab1]	2	1	2	4	3	2	3	3	2	3	1	2	4	2	3	2	3	2	3	2	1
None of these	6	3	4	6	1	3	4	4	7	6	20	7	3	3	6	6	6	5	7	6	7

And which of those things is the most important to you when choosing what to buy on a day-to-day basis?

[Only asked to respondents who selected which characteristics influence their choice of what to buy on a day-to-day basis; n=937]

Price	53	43	59	54	59	42	60	54	56	50	56	62	52	47	52	55	51	54	47	57	59
Quality	37	44	35	35	36	48	34	37	37	37	27	33	38	42	40	33	41	32	44	36	35
Availability	3	4	2	3	3	5	2	3	3	4	0	1	4	5	4	3	2	2	4	5	2
Brand	3	6	0	1	2	2	0	1	1	5	16	2	1	2	1	6	3	7	1	0	3
The human rights record of the company	2	0	3	6	0	0	3	4	2	3	0	1	3	3	2	2	1	4	3	1	1
Recommendations from family and friends	1	3	1	0	0	2	0	1	1	1	0	1	1	2	1	1	2	1	0	1	0

Please name a company that you think has a good record of respecting human rights.

[For all open responses please see Tab2]

How often do you buy products from [Company]?

[Only asked to respondents who, for the previous question, gave a name of a company that they thought had a good record of respecting human rights; n=462]

Always	8	10	9	8	7	11	9	6	8	7	10	8	5	10	10	4	8	7	11	9	4
Often	27	29	31	21	27	29	32	27	22	32	6	24	25	38	26	28	26	28	31	22	24
Sometimes	41	34	42	49	37	30	38	46	40	42	51	39	45	35	39	46	45	42	30	42	55
Rarely	14	17	10	11	5	19	11	11	15	12	24	12	13	12	14	12	11	12	24	12	5
Never	11	10	9	11	25	11	10	10	14	8	9	17	12	5	11	11	9	12	5	15	12

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

Please name a company that you think has a poor record of respecting human rights.

[For all open responses please see Tab3]

How often do you buy products from [Company]?

[Only asked to respondents who, for the previous question, gave a name of a company that they thought had a bad record of respecting human rights; n=484]

Always	2	3	1	0	0	4	1	1	2	1	2	2	1	1	1	2	1	3	1	0
Often	3	5	3	0	7	6	3	2	2	5	7	1	3	5	2	5	5	3	5	3
Sometimes	17	17	17	17	16	11	18	15	14	20	33	18	16	8	17	16	15	14	12	21
Rarely	36	43	34	32	36	44	32	34	36	36	46	36	34	34	35	39	36	38	36	35
Never	42	33	46	51	42	36	46	48	47	38	12	42	45	52	45	38	42	43	43	40

People have different views about how much Government regulation there should be in this country to make sure companies respect human rights.

In general, do you think there is currently too much, too little, or the right amount of Government regulation in this country to make sure companies respect human rights?

Too much regulation	16	24	9	14	35	25	10	12	19	14	15	10	15	23	16	16	19	15	16	19	10
About the right amount of regulation	31	45	29	38	25	38	29	31	34	27	26	32	34	28	33	27	31	34	29	28	31
Too little regulation	25	12	37	29	21	15	36	30	26	25	20	26	24	29	26	24	24	25	27	24	29
Don't know	28	19	25	20	19	21	25	27	21	34	39	32	27	20	24	32	26	26	28	29	30

Thinking about when the UK Government does business with foreign companies, such as buying or selling goods and services, which of the following statements comes closer to your view?

The UK Government should ONLY EVER do business with foreign companies that follow UK standards of respecting human rights, even if this has a negative impact on the UK economy	35	28	43	36	31	30	39	46	34	35	17	35	41	34	35	35	35	32	36	34	41
The UK Government should only do business with foreign companies that follow UK standards of respecting human rights WHERE POSSIBLE, but sometimes we should make exceptions if it helps the UK economy	35	48	35	54	31	41	39	30	37	33	31	30	34	42	36	34	40	35	32	38	29
The UK Government should not insist that foreign companies follow UK standards of respecting human rights	9	15	5	2	23	17	4	8	12	7	5	7	10	13	11	7	7	8	12	9	10
Other (please specify in next question)	2	0	3	0	2	1	2	2	2	1	1	2	1	2	2	1	2	2	1	1	1
Don't know	20	10	15	8	13	11	16	14	15	23	45	26	14	10	16	24	15	23	19	18	19

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

Please specify the 'other' option you just selected.

[For all open responses please see Tab4]

In general, do you think there is currently too much, too little, or the right amount of Government regulation in this country in the following areas?

Protecting the environment

Too much regulation	15	21	8	23	35	23	9	10	19	12	17	13	15	17	15	15	14	15	17	13	19
About the right amount of regulation	36	44	36	37	36	44	42	34	38	34	16	34	40	41	38	33	32	34	37	38	35
Too little regulation	34	28	44	33	22	22	38	46	32	35	34	32	33	35	35	31	39	35	32	31	30
Don't know	16	7	12	8	7	11	11	9	11	20	34	22	12	7	12	21	15	15	14	19	15

Rights for workers

Too much regulation	11	18	3	9	21	17	4	11	12	10	18	10	8	12	12	9	11	11	10	11	10
About the right amount of regulation	42	60	31	61	40	59	31	40	42	42	39	37	46	42	47	34	44	45	42	38	38
Too little regulation	33	15	55	27	33	16	54	39	36	31	16	31	35	40	29	40	33	31	35	34	41
Don't know	14	7	11	3	6	9	11	11	11	17	27	22	10	6	11	17	12	14	13	17	11

Regulating banks and financial institutions

Too much regulation	4	5	1	2	5	5	1	4	4	3	8	5	3	2	4	3	4	3	4	3	4
About the right amount of regulation	18	32	10	37	13	27	12	12	23	14	29	21	18	12	21	15	22	22	19	13	15
Too little regulation	65	60	78	57	77	63	78	76	63	67	29	55	71	82	65	65	61	62	65	70	68
Don't know	13	3	10	4	5	5	10	8	9	16	33	20	8	4	10	17	13	13	11	14	14

Rules on advertising harmful substances, such as alcohol and tobacco'

Too much regulation	15	16	12	12	31	18	9	18	17	14	18	15	14	15	14	17	11	15	15	18	15
About the right amount of regulation	44	52	50	34	44	50	49	38	44	45	39	43	46	46	48	40	51	46	41	42	45
Too little regulation	29	30	29	49	22	27	32	37	30	28	18	23	32	35	29	28	27	28	34	27	27
Don't know	12	2	9	5	3	5	10	7	9	14	25	19	8	3	9	14	11	11	10	14	12

Health and safety standards in the workplace, such as offices and schools'

Too much regulation	36	47	25	27	58	46	25	38	35	36	28	33	37	39	37	33	41	36	32	36	31
About the right amount of regulation	41	42	49	47	32	42	50	46	43	40	27	39	46	44	43	39	34	42	42	42	48
Too little regulation	11	7	16	22	6	5	16	8	12	11	18	8	10	13	10	13	11	11	15	9	8
Don't know	12	4	10	5	4	6	9	7	10	14	27	19	8	4	10	15	13	10	11	13	12

What people can post on the Internet

Too much regulation	11	8	9	15	17	8	9	14	16	7	23	12	12	5	10	13	15	10	12	8	18
About the right amount of regulation	31	34	34	31	31	31	33	35	40	22	30	35	33	24	33	29	31	36	25	31	28
Too little regulation	43	50	44	47	45	51	46	43	31	54	19	30	46	62	45	40	36	41	46	46	43
Don't know	15	9	12	7	7	11	12	9	13	17	28	23	9	9	12	18	18	13	17	16	11