

YouGov / Enterprise Britain Survey Results

Sample Size: 2105 GB Adults
Fieldwork: 16th - 17th December 2025

	Vote in 2024 GE						EU Ref 2016			Gender		Age				Social Grade		Country			Region in England			
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South	
Weighted Sample	2105	379	541	194	227	124	739	751	1019	1086	221	869	520	495	1196	897	1821	101	183	499	345	255	722	
Unweighted Sample	2105	367	594	214	243	119	832	808	898	1207	133	787	580	605	1276	823	1783	124	198	531	342	181	729	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Generally speaking, do you feel positive or negative about the following types of British businesses?

A business with 5 employees

Strongly negative	1	3	1	0	1	1	1	2	2	1	0	1	2	2	1	1	1	1	2	1	1	1	2
Slightly negative	4	5	2	3	5	4	3	5	5	3	3	3	3	5	5	3	4	2	5	3	5	4	4
TOTAL NEGATIVE	5	8	3	3	6	5	4	7	7	4	3	4	5	7	6	4	5	3	7	4	6	5	6
Neither positive nor negative	38	34	37	33	35	42	35	37	36	40	39	40	38	37	35	42	39	43	34	37	37	44	38
Slightly positive	24	23	26	28	21	20	25	22	26	22	28	25	20	24	26	21	24	14	25	27	21	27	23
Strongly positive	24	28	25	30	29	24	27	26	24	24	20	22	29	24	26	22	24	32	23	22	26	19	25
TOTAL POSITIVE	48	51	51	58	50	44	52	48	50	46	48	47	49	48	52	43	48	46	48	49	47	46	48
Don't know	8	7	8	6	8	9	8	7	6	10	10	8	8	8	7	10	8	8	12	9	9	5	8

A business with 20 employees

Strongly negative	1	2	1	0	1	1	1	2	1	0	0	0	1	2	1	1	1	1	1	1	1	0	1
Slightly negative	4	5	1	3	4	4	2	5	5	2	4	3	4	4	4	3	3	2	5	2	4	4	4
TOTAL NEGATIVE	5	7	2	3	5	5	3	7	6	2	4	3	5	6	5	4	4	3	6	3	5	4	5
Neither positive nor negative	37	32	37	33	32	43	36	35	34	39	35	37	38	35	34	40	36	41	36	38	36	40	34
Slightly positive	26	26	28	28	26	20	27	24	28	25	30	29	20	28	28	23	27	19	23	29	27	28	26
Strongly positive	25	30	26	31	29	24	27	27	26	25	24	23	30	24	27	23	25	30	25	23	24	23	27
TOTAL POSITIVE	51	56	54	59	55	44	54	51	54	50	54	52	50	52	55	46	52	49	48	52	51	51	53
Don't know	7	6	7	6	8	9	7	7	6	9	7	8	7	7	6	9	7	8	10	7	8	4	8

A large, established business with 500 employees and multiple offices across the UK

Strongly negative	2	2	1	2	1	1	1	2	2	1	0	1	2	3	1	2	2	1	1	1	1	1	2
Slightly negative	8	8	8	7	6	15	7	8	9	7	14	6	7	9	8	8	8	5	9	8	7	8	8
TOTAL NEGATIVE	10	10	9	9	7	16	8	10	11	8	14	7	9	12	9	10	10	6	10	9	8	9	10
Neither positive nor negative	41	36	43	37	37	49	41	39	40	42	40	41	40	42	40	42	41	41	40	41	45	41	39
Slightly positive	23	22	25	27	21	16	24	21	25	22	30	26	20	19	25	20	24	20	23	24	20	26	25
Strongly positive	20	26	18	21	26	11	21	23	19	20	12	19	24	20	20	19	19	27	19	18	22	17	19
TOTAL POSITIVE	43	48	43	48	47	27	45	44	44	42	42	45	44	39	45	39	43	47	42	42	42	43	44
Don't know	7	6	5	6	8	8	6	7	5	9	4	7	7	8	6	8	7	6	8	7	6	6	8

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

A UK-based multi-national corporation with 1000+ employees, which has offices in countries around the world

Strongly negative	4	4	4	4	3	8	4	3	5	3	10	3	3	4	4	4	4	3	6	4	3	6	4
Slightly negative	12	9	13	11	11	26	12	12	12	12	16	11	12	14	12	12	13	9	12	13	13	11	13
TOTAL NEGATIVE	16	13	17	15	14	34	16	15	17	15	26	14	15	18	16	16	17	12	18	17	16	17	17
Neither positive nor negative	42	41	43	35	37	42	41	40	40	44	39	42	42	42	41	43	42	46	37	43	42	43	41
Slightly positive	19	16	19	28	19	10	20	19	21	17	20	22	17	15	21	16	19	13	22	19	18	21	19
Strongly positive	15	22	14	14	20	7	16	17	17	13	11	14	18	14	15	15	15	21	14	13	16	15	15
TOTAL POSITIVE	34	38	33	42	39	17	36	36	38	30	31	36	35	29	36	31	34	34	36	32	34	36	34
Don't know	8	8	7	8	10	7	8	8	6	10	4	8	8	10	7	10	8	9	9	8	8	6	9

When the following events happen, do you feel that these events generally have a positive or negative impact on you personally, or do they have no impact at all?

When the UK economy grows

Large positive impact	16	24	17	14	20	9	16	18	16	16	17	15	16	18	18	14	16	19	15	17	14	20	15
Small positive impact	44	41	49	57	39	49	51	39	45	43	45	44	44	44	48	38	45	35	45	37	49	45	47
TOTAL POSITIVE IMPACT	60	65	66	71	59	58	67	57	61	59	62	59	60	62	66	52	61	54	60	54	63	65	62
No impact at all	27	25	26	25	34	30	23	32	30	25	23	26	28	29	23	32	27	26	27	32	23	21	28
Small negative impact	1	2	0	0	1	2	1	1	1	1	1	1	2	0	1	1	1	1	1	1	2	2	1
Large negative impact	1	0	0	0	0	0	0	1	1	0	0	1	0	0	0	1	0	0	1	0	1	0	1
TOTAL NEGATIVE IMPACT	2	2	0	0	1	2	1	2	2	1	1	2	2	0	1	2	1	1	2	1	3	2	2
Don't know	11	8	8	4	5	10	8	8	8	14	15	13	9	8	9	13	11	20	10	12	11	13	9

When share prices of companies on the London Stock Exchange go up

Large positive impact	8	14	6	9	12	4	8	11	9	7	8	7	8	10	9	7	8	10	6	10	6	8	8
Small positive impact	22	32	23	28	19	21	27	22	27	18	12	19	28	27	26	18	23	18	17	23	23	21	24
TOTAL POSITIVE IMPACT	30	46	29	37	31	25	35	33	36	25	20	26	36	37	35	25	31	28	23	33	29	29	32
No impact at all	49	39	54	51	50	51	48	51	50	47	47	50	48	48	48	49	48	52	58	47	47	40	51
Small negative impact	2	2	2	1	2	2	1	2	2	2	3	2	2	2	2	2	2	0	2	1	3	5	1
Large negative impact	0	1	1	0	0	0	1	0	0	1	0	0	1	1	0	1	0	0	1	1	1	0	0
TOTAL NEGATIVE IMPACT	2	3	3	1	2	2	2	2	2	3	3	2	3	3	2	3	2	0	3	2	4	5	1
Don't know	19	12	15	12	17	22	15	14	11	26	29	23	14	13	15	23	19	21	16	19	20	25	16

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

When the company you work for does well

[Asked only to those who work either full or part time; n=1173]

Large positive impact	22	29	20	21	26	21	22	22	21	22	29	21	21	23	23	20	22	19	15	21	21	23	24
Small positive impact	38	37	42	52	28	41	42	35	39	37	30	40	35	45	41	32	39	27	33	37	42	41	38
TOTAL POSITIVE IMPACT	60	66	62	73	54	62	64	57	60	59	59	61	56	68	64	52	61	46	48	58	63	64	62
No impact at all	32	28	32	22	37	31	29	35	34	30	30	30	39	26	29	37	31	41	42	34	27	23	33
Small negative impact	1	1	1	0	0	2	0	1	1	0	0	1	0	0	1	0	1	0	0	1	1	1	0
Large negative impact	1	1	1	0	3	1	0	0	1	0	7	0	0	0	1	1	1	0	1	2	0	2	0
TOTAL NEGATIVE IMPACT	2	2	2	0	3	3	0	1	2	0	7	1	0	0	2	1	2	0	1	3	1	3	0
Don't know	7	4	5	5	6	5	7	6	5	9	5	9	5	6	6	9	7	13	9	6	9	10	5

To what extent, if at all, do you trust...

...the Government to deliver its promises to drive economic growth

Trust a great deal	1	1	1	1	1	2	2	1	2	0	1	2	1	0	1	1	1	2	1	2	1	1	1
Trust a fair amount	12	5	18	20	6	6	16	6	13	11	20	13	10	8	14	10	12	12	15	10	13	16	11
TOTAL TRUST	13	6	19	21	7	8	18	7	15	11	21	15	11	8	15	11	13	14	16	12	14	17	12
Do not trust very much	33	27	44	44	16	39	40	24	33	33	46	34	30	30	34	31	33	32	33	31	35	32	35
Do not trust at all	45	63	27	29	71	45	34	64	44	45	22	40	50	57	42	49	45	43	45	50	43	33	46
TOTAL DO NOT TRUST	78	90	71	73	87	84	74	88	77	78	68	74	80	87	76	80	78	75	78	81	78	65	81
Don't know	9	4	9	7	7	9	9	6	8	10	10	11	9	4	8	10	9	12	6	8	8	18	8

...the Government to ensure that economic growth benefits people like you

Trust a great deal	1	1	1	0	1	0	1	1	1	1	3	1	1	0	1	1	1	2	1	1	0	2	1
Trust a fair amount	12	7	18	19	5	6	16	6	14	9	21	13	9	8	14	8	12	8	14	12	12	15	10
TOTAL TRUST	13	8	19	19	6	6	17	7	15	10	24	14	10	8	15	9	13	10	15	13	12	17	11
Do not trust very much	35	33	41	42	22	39	41	27	35	34	40	32	37	34	37	31	34	40	34	33	33	36	35
Do not trust at all	45	56	32	33	66	50	35	61	43	46	28	43	47	53	40	50	45	42	46	47	46	33	46
TOTAL DO NOT TRUST	80	89	73	75	88	89	76	88	78	80	68	75	84	87	77	81	79	82	80	80	79	69	81
Don't know	8	4	8	6	7	4	7	6	6	10	8	11	7	5	7	10	8	8	5	8	9	13	7

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

...the company you work for to consider your best interests when making decisions

[Asked only to those who are working either full or part time, excluding those who are self-employed; n=1066]

Trust a great deal	6	9	7	2	6	2	6	6	6	5	4	7	4	6	7	4	5	11	6	9	5	3	4
Trust a fair amount	26	31	26	30	22	23	28	24	26	25	16	28	22	34	28	23	26	18	25	21	28	31	28
TOTAL TRUST	32	40	33	32	28	25	34	30	32	30	20	35	26	40	35	27	31	29	31	30	33	34	32
Do not trust very much	35	35	34	39	34	44	39	30	35	34	34	33	38	32	36	32	35	40	29	34	35	39	34
Do not trust at all	25	21	26	22	25	26	22	28	26	24	33	23	28	20	21	31	24	26	32	25	21	17	28
TOTAL DO NOT TRUST	60	56	60	61	59	70	61	58	61	58	67	56	66	52	57	63	59	66	61	59	56	56	62
Don't know	9	4	8	8	13	5	5	11	7	11	13	9	8	8	8	10	9	5	9	11	11	9	6

...British companies to consider their employees' best interests when making decisions

Trust a great deal	2	3	2	1	3	0	1	3	3	2	0	3	2	1	2	3	2	2	1	2	1	6	2
Trust a fair amount	22	32	19	25	29	13	22	24	24	21	25	20	18	29	25	18	23	19	20	24	22	18	24
TOTAL TRUST	24	35	21	26	32	13	23	27	27	23	25	23	20	30	27	21	25	21	21	26	23	24	26
Do not trust very much	41	37	45	44	36	50	46	38	41	40	33	41	44	39	42	40	40	43	44	37	42	42	41
Do not trust at all	22	14	24	19	20	27	21	21	22	21	26	21	24	20	20	24	22	22	24	24	20	19	22
TOTAL DO NOT TRUST	63	51	69	63	56	77	67	59	63	61	59	62	68	59	62	64	62	65	68	61	62	61	63
Don't know	13	13	11	11	12	10	10	13	9	16	15	14	12	11	11	15	13	14	11	14	15	14	11

If you had made the following investments in 2010, which do you think would have made you financially better off today?

Investing £100,000 in property	46	48	49	50	45	38	50	46	48	44	37	45	50	47	49	42	46	41	41	46	44	47	47
Investing £100,000 in the 100 biggest companies on the London stock market	23	20	24	27	27	26	24	22	28	18	31	26	19	19	25	20	23	22	22	21	21	25	25
Don't know	31	32	27	22	29	35	26	32	24	38	32	29	31	34	26	38	31	37	36	33	35	28	28

*Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.