YouGov Survey Results

Sample Size: 2317 GB Adults
Fieldwork: 23rd - 24th September 2025

		Westminster VI					Vote in 2024 GE					EU Ref 2016	
	Total	Con	Lab	Lib Dem	Reform UK	Green	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave
Weighted Sample	2317	267	308	274	519	219	417	595	213	250	135	813	827
Unweighted Sample	2317	260	333	301	532	237	404	644	232	268	160	942	840
	%	%	%	%	%	%	%	%	%	%	%	%	%
Which of the following types of organisations, if any, do you trust most to look after...													
...their employees?													
Small businesses	**39**	45	36	39	42	38	44	40	35	39	32	36	42
Large businesses	**8**	10	12	11	7	8	9	8	11	7	5	7	7
Public sector organisations (e.g. government, local councils, NHS)	**14**	13	22	18	12	13	14	17	23	12	16	17	13
Voluntary and community organisations (e.g. charities, social enterprises)	**10**	8	14	10	7	12	8	12	9	7	13	11	8
None of these	**13**	11	7	11	15	13	13	10	11	15	15	13	14
Don't know	**16**	13	9	11	17	16	13	13	11	20	20	15	16
...their customers?													
Small businesses	**53**	53	51	55	54	56	56	55	53	54	57	54	55
Large businesses	**7**	7	10	9	7	4	5	6	9	8	5	6	4
Public sector organisations (e.g. government, local councils, NHS)	**5**	2	8	5	3	5	3	6	5	1	5	6	3
Voluntary and community organisations (e.g. charities, social enterprises)	**12**	15	15	15	8	15	14	14	15	7	13	13	12
None of these	**10**	11	7	8	14	6	10	8	10	14	6	11	13
Don't know	**14**	12	8	8	15	13	11	12	8	16	13	11	13
...local communities?													
Small businesses	**26**	33	24	24	30	19	31	26	24	27	21	23	30
Large businesses	**2**	3	1	3	2	2	2	1	4	3	1	2	3
Public sector organisations (e.g. government, local councils, NHS)	**10**	8	17	12	7	13	8	14	13	7	11	12	7
Voluntary and community organisations (e.g. charities, social enterprises)	**37**	33	42	47	27	48	35	40	42	26	49	41	31
None of these	**11**	11	6	7	17	5	12	7	8	20	5	10	15
Don't know	**15**	12	10	7	16	14	12	12	9	18	14	13	15

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		Gender		Age				Social Grade		Country			Region in England			
	Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	2317	1121	1196	243	957	572	544	1319	981	2004	111	202	549	380	280	795
Unweighted Sample	2317	1000	1317	184	853	614	666	1423	880	2002	127	188	565	387	205	845
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Which of the following types of organisations, if any, do you trust most to look after...																
...their employees?																
Small businesses	**39**	38	40	45	37	38	42	39	39	40	35	37	41	41	35	40
Large businesses	**8**	8	9	12	9	7	6	9	7	8	5	7	8	8	10	8
Public sector organisations (e.g. government, local councils, NHS)	**14**	16	13	12	13	17	14	16	12	14	18	14	14	10	19	14
Voluntary and community organisations (e.g. charities, social enterprises)	**10**	9	10	14	9	9	11	10	9	10	5	11	12	10	11	8
None of these	**13**	15	10	5	16	13	9	12	14	12	16	14	9	13	11	15
Don't know	**16**	14	18	12	16	16	17	13	20	16	21	17	16	17	14	15
...their customers?																
Small businesses	**53**	49	56	51	51	54	56	53	52	53	47	52	54	54	56	52
Large businesses	**7**	8	6	11	9	4	5	8	6	7	3	6	8	7	7	7
Public sector organisations (e.g. government, local councils, NHS)	**5**	5	4	7	4	5	3	5	4	5	3	4	6	4	6	4
Voluntary and community organisations (e.g. charities, social enterprises)	**12**	13	12	15	12	11	12	13	10	12	15	10	13	11	13	12
None of these	**10**	12	8	2	11	11	10	10	10	10	11	11	8	9	6	13
Don't know	**14**	13	14	14	13	14	14	11	17	13	22	16	12	15	12	12
...local communities?																
Small businesses	**26**	25	26	27	23	27	28	25	26	26	22	26	27	27	21	26
Large businesses	**2**	2	2	3	2	2	2	2	2	2	0	2	2	3	3	2
Public sector organisations (e.g. government, local councils, NHS)	**10**	12	8	17	9	10	9	11	9	10	9	12	9	9	12	10
Voluntary and community organisations (e.g. charities, social enterprises)	**37**	34	39	40	39	35	33	39	32	37	33	32	38	32	47	36
None of these	**11**	14	8	4	12	11	11	11	11	11	14	13	10	11	5	13
Don't know	**15**	13	16	9	14	15	17	11	19	14	22	16	14	18	12	13

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Unweighted Sample	**2317**	260	333	301	532	237	404	644	232	268	160	942	840
	%	%	%	%	%	%	%	%	%	%	%	%	%
Here is a list of groups and organisations who are part of the British economy. Could you say for each of them which political party you personally think understands them best?													
Small businesses and the self-employed													
Conservative	**15**	53	11	8	18	4	44	10	6	11	5	15	21
Labour	**14**	6	46	18	5	16	4	29	16	5	14	18	6
Liberal Democrat	**9**	2	7	32	2	14	2	8	25	2	17	14	4
Other	**1**	0	0	0	1	1	0	2	0	1	3	2	1
Green Party	**5**	1	4	4	1	28	0	6	8	1	21	4	1
Reform UK	**10**	3	0	0	39	2	11	3	3	44	3	4	20
Don't know	**26**	19	19	18	20	23	20	25	21	19	26	25	22
None	**20**	17	13	20	15	12	18	18	20	16	12	17	25
Banks and financial institutions (e.g. Hedge funds, insurance companies)													
Conservative	**51**	72	61	60	45	60	65	58	54	38	58	60	50
Labour	**6**	4	16	4	4	7	3	9	5	6	4	6	3
Liberal Democrat	**1**	0	1	7	0	0	1	1	4	0	1	2	1
Other	**1**	0	0	0	1	0	0	1	0	2	0	1	1
Green Party	**1**	0	0	0	0	5	0	1	1	0	7	1	0
Reform UK	**6**	1	3	3	18	3	5	3	5	24	3	2	10
Don't know	**24**	16	14	16	21	20	18	21	21	20	24	21	21
None	**10**	7	5	9	11	5	9	7	10	10	3	8	15
Large businesses													
Conservative	**47**	70	53	47	43	57	63	51	47	38	51	53	48
Labour	**8**	5	21	10	5	7	4	11	8	4	8	8	5
Liberal Democrat	**2**	1	1	11	1	1	0	2	5	0	2	3	1
Other	**1**	0	0	0	0	0	0	1	0	1	0	1	0
Green Party	**1**	0	0	0	0	6	0	1	0	0	7	1	0
Reform UK	**6**	1	0	3	20	3	6	2	4	25	4	2	10
Don't know	**25**	14	19	19	21	19	16	25	25	20	22	23	22
None	**11**	9	5	10	9	7	9	7	11	11	5	9	14
Ordinary workers and working people													
Conservative	**5**	29	0	1	4	0	21	1	1	3	0	4	8
Labour	**22**	13	70	27	9	20	11	45	21	7	23	35	11
Liberal Democrat	**7**	2	4	33	1	8	2	7	29	0	7	10	2
Other	**1**	1	0	0	0	1	0	1	1	2	3	2	1
Green Party	**6**	0	4	3	0	39	0	6	9	1	32	7	1
Reform UK	**16**	9	1	1	57	3	24	5	3	56	3	7	30
Don't know	**20**	15	10	13	14	15	16	17	17	14	21	17	17
None	**23**	31	11	22	15	13	26	19	19	17	11	19	30

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Unweighted Sample	2317	1000	1317	184	853	614	666	1423	880	2002	127	188	565	387	205	845
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Here is a list of groups and organisations who are part of the British economy. Could you say for each of them which political party you personally think understands them best?																
Small businesses and the self-employed																
Conservative	**15**	18	13	7	9	19	25	17	13	16	14	13	15	14	14	17
Labour	**14**	16	11	19	18	11	7	15	11	13	9	17	16	10	17	12
Liberal Democrat	**9**	9	8	9	10	7	9	11	6	9	6	9	9	7	14	8
Other	**1**	1	1	2	1	1	1	1	1	1	1	4	0	0	2	1
Green Party	**5**	5	5	18	5	1	2	6	3	5	2	8	5	4	6	4
Reform UK	**10**	14	7	3	9	13	13	10	11	11	11	5	10	12	6	12
Don't know	**26**	18	34	26	29	26	21	23	30	26	30	26	25	32	24	24
None	**20**	19	21	15	19	22	22	17	24	20	26	19	20	21	18	20
Banks and financial institutions (e.g. Hedge funds, insurance companies)																
Conservative	**51**	55	47	46	46	53	59	55	45	51	50	50	51	44	62	50
Labour	**6**	8	5	10	8	5	3	6	6	6	9	7	7	3	6	7
Liberal Democrat	**1**	1	1	0	2	0	1	2	1	1	1	1	1	2	1	1
Other	**1**	1	1	1	1	0	0	1	1	0	3	1	1	0	1	1
Green Party	**1**	1	1	4	1	0	0	1	0	1	0	0	1	1	0	1
Reform UK	**6**	8	4	8	5	6	6	6	6	6	2	5	6	6	3	7
Don't know	**24**	16	32	27	27	24	19	21	28	24	27	26	22	30	20	24
None	**10**	10	11	4	11	12	11	8	13	10	9	11	11	14	7	9
Large businesses																
Conservative	**47**	52	43	45	43	49	54	51	41	47	53	49	47	41	55	46
Labour	**8**	9	7	10	10	7	5	8	8	8	7	9	8	9	7	8
Liberal Democrat	**2**	2	2	2	3	1	1	2	1	2	0	0	1	2	4	2
Other	**1**	1	0	1	1	0	0	1	0	1	0	1	0	0	1	1
Green Party	**1**	1	1	4	1	0	0	1	1	1	0	0	1	1	1	1
Reform UK	**6**	8	4	6	5	6	8	5	7	6	5	3	7	6	4	7
Don't know	**25**	17	33	26	27	26	20	22	29	25	24	24	23	30	21	26
None	**11**	10	11	7	11	12	12	9	13	10	11	14	12	11	8	10
Ordinary workers and working people																
Conservative	**5**	5	5	2	3	5	9	6	4	5	8	4	4	6	5	5
Labour	**22**	26	19	25	23	22	20	26	18	22	20	24	24	17	34	20
Liberal Democrat	**7**	7	7	13	9	4	5	9	5	7	8	6	7	5	9	8
Other	**1**	2	1	1	1	2	1	1	1	1	2	4	1	0	2	1
Green Party	**6**	6	5	17	8	2	1	7	4	5	5	10	6	5	6	5
Reform UK	**16**	19	13	4	12	21	20	14	18	16	12	10	17	16	10	18
Don't know	**20**	14	25	25	22	18	17	18	22	20	21	19	18	24	17	21
None	**23**	21	25	14	22	26	26	19	28	23	25	24	23	26	18	22

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