

YouGov / Social Enterprise Survey Results

Sample Size: 2036 adults in UK
Fieldwork: 2nd - 3rd September 2023

	Vote in 2019 GE				2016 EU Ref		Gender		Age				Social Grade		Country				Region in England				
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	Nothern Ireland	North	Midlands	London	South	
Weighted Sample	2036	649	476	171	715	755	987	1049	214	841	505	476	1161	875	1710	100	173	53	478	328	240	664	
Unweighted Sample	2036	706	457	170	821	811	885	1151	128	800	533	575	1217	819	1725	97	167	47	482	349	185	709	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you think the current standard approach to business in the UK should be kept as it is, or do you think it needs reform?

Should be kept as it is	15	23	8	18	15	17	18	12	10	12	19	17	16	14	15	16	14	23	11	14	18	16
Should be reformed	44	37	57	46	51	43	50	39	30	44	47	46	46	41	43	43	52	54	44	36	42	45
Don't know	41	40	36	36	35	40	32	50	60	44	33	37	38	46	43	41	34	23	44	50	40	39

Thinking about businesses in the UK, do you think the way they currently operate generally has a positive or negative impact on the following, or do they have no real impact either way?

National economy

Very positive	4	6	1	5	4	4	4	3	4	2	6	3	4	3	3	4	3	6	3	4	3	4
Fairly positive	31	41	26	39	34	32	35	27	28	27	33	36	35	25	31	30	28	27	28	29	33	34
TOTAL POSITIVE	35	47	27	44	38	36	39	30	32	29	39	39	39	28	34	34	31	33	31	33	36	38
No real impact either way	18	21	16	17	15	23	19	18	11	19	19	21	15	22	18	16	20	18	18	22	18	17
Fairly negative	17	13	23	18	20	16	19	16	15	17	17	19	19	16	16	21	21	23	19	15	12	17
Very negative	6	2	10	4	7	4	8	4	11	8	4	4	6	7	7	5	5	4	9	4	8	6
TOTAL NEGATIVE	23	15	33	22	27	20	27	20	26	25	21	23	25	23	23	26	26	27	28	19	20	23
Don't know	24	17	24	17	20	20	15	32	31	27	20	17	21	27	24	23	21	22	23	27	24	23

Wider society

Very positive	2	3	0	3	2	2	2	2	5	1	3	1	2	1	2	3	1	0	2	2	1	2
Fairly positive	22	30	14	29	22	24	22	21	19	20	23	24	24	19	22	22	20	26	19	21	28	22
TOTAL POSITIVE	24	33	14	32	24	26	24	23	24	21	26	25	26	20	24	25	21	26	21	23	29	24
No real impact either way	24	30	21	24	20	31	26	22	18	22	25	31	22	27	25	21	24	21	26	28	17	25
Fairly negative	20	15	28	20	27	16	22	19	17	21	20	21	23	17	20	19	26	18	20	16	23	20
Very negative	7	4	11	7	8	6	10	5	10	9	8	4	7	8	7	7	7	11	9	6	7	7
TOTAL NEGATIVE	27	19	39	27	35	22	32	24	27	30	28	25	30	25	27	26	33	29	29	22	30	27
Don't know	24	19	25	17	21	21	17	32	32	28	21	19	22	28	25	27	21	24	24	28	24	23

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How trustworthy, if at all, do you think the following types of businesses are?

Large multi-national businesses

Very trustworthy	1	1	0	3	1	1	1	1	5	0	1	1	1	1	1	3	0	1	1	1	1	1
Fairly trustworthy	19	25	13	25	16	21	18	20	16	15	22	23	20	18	19	13	19	24	19	19	23	18
TOTAL TRUSTWORTHY	20	26	13	28	17	22	19	21	21	15	23	24	21	19	20	16	19	25	20	20	24	19
Not very trustworthy	39	42	41	45	44	39	39	39	33	39	38	42	41	36	40	35	34	33	37	40	39	42
Not at all trustworthy	28	21	36	19	28	27	35	22	26	30	30	23	29	27	27	36	36	36	31	23	25	26
TOTAL NOT TRUSTWORTHY	67	63	77	64	72	66	74	61	59	69	68	65	70	63	67	71	70	69	68	63	64	68
Don't know	13	11	10	9	9	12	6	19	21	15	9	11	9	18	13	13	11	5	13	18	12	12

Banks

Very trustworthy	4	5	1	6	2	4	4	4	12	3	3	3	4	4	4	7	5	5	3	5	6	3
Fairly trustworthy	35	38	36	40	39	33	30	40	31	34	34	41	36	34	37	28	27	16	33	40	36	39
TOTAL TRUSTWORTHY	39	43	37	46	41	37	34	44	43	37	37	44	40	38	41	35	32	21	36	45	42	42
Not very trustworthy	29	29	31	35	32	31	31	28	23	29	34	28	33	24	29	30	36	30	30	26	28	30
Not at all trustworthy	23	23	27	15	22	24	31	16	17	26	23	22	21	26	23	29	24	30	27	18	24	22
TOTAL NOT TRUSTWORTHY	52	52	58	50	54	55	62	44	40	55	57	50	54	50	52	59	60	60	57	44	52	52
Don't know	8	5	5	4	5	6	4	12	16	9	6	6	6	10	8	6	8	18	7	11	6	8

Energy suppliers

Very trustworthy	1	1	0	1	1	0	1	1	3	1	1	1	1	1	1	4	0	1	1	0	0	1
Fairly trustworthy	14	18	9	22	13	15	13	15	19	10	13	21	14	14	15	11	12	13	11	17	18	15
TOTAL TRUSTWORTHY	15	19	9	23	14	15	14	16	22	11	14	22	15	15	16	15	12	14	12	17	18	16
Not very trustworthy	38	41	37	44	42	38	35	41	32	38	39	40	43	32	38	38	41	39	34	38	34	42
Not at all trustworthy	39	35	50	29	39	41	46	32	25	44	43	32	36	43	39	41	39	40	47	34	41	34
TOTAL NOT TRUSTWORTHY	77	76	87	73	81	79	81	73	57	82	82	72	79	75	77	79	80	79	81	72	75	76
Don't know	8	5	4	4	4	6	5	11	21	7	5	5	6	10	8	5	9	7	6	10	7	8

Private utilities companies

Very trustworthy	1	0	0	1	1	0	1	1	2	0	1	0	0	1	1	0	0	1	0	1	1	1
Fairly trustworthy	14	17	9	17	13	14	13	14	21	11	12	16	14	13	14	20	10	7	12	12	13	16
TOTAL TRUSTWORTHY	15	17	9	18	14	14	14	15	23	11	13	16	14	14	15	20	10	8	12	13	14	17
Not very trustworthy	37	42	36	41	37	38	34	39	37	35	37	39	38	35	37	33	37	35	38	36	32	39
Not at all trustworthy	36	32	47	28	40	38	43	29	16	38	41	34	36	36	35	33	41	36	39	30	40	33
TOTAL NOT TRUSTWORTHY	73	74	83	69	77	76	77	68	53	73	78	73	74	71	72	66	78	71	77	66	72	72
Don't know	13	9	8	13	9	11	8	18	24	15	9	10	11	16	13	14	12	20	11	21	15	10

Private health and care providers

Very trustworthy	3	2	1	4	2	3	3	4	7	3	3	2	4	3	4	1	0	8	4	2	5	4
Fairly trustworthy	42	50	35	49	42	45	42	42	43	44	41	40	44	39	43	45	36	28	40	44	41	45
TOTAL TRUSTWORTHY	45	52	36	53	44	48	45	46	50	47	44	42	48	42	47	46	36	36	44	46	46	49
Not very trustworthy	27	27	32	30	30	27	27	27	22	25	27	32	27	27	26	29	31	33	26	27	25	26
Not at all trustworthy	14	10	20	7	15	12	18	9	8	13	17	12	13	14	13	17	18	14	15	8	17	13
TOTAL NOT TRUSTWORTHY	41	37	52	37	45	39	45	36	30	38	44	44	40	41	39	46	49	47	41	35	42	39
Don't know	14	11	12	11	11	13	9	18	20	14	11	14	12	17	14	9	14	18	15	19	12	12

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Small and medium-sized enterprises (SME's)

Very trustworthy	4	5	2	3	4	4	4	3	5	3	5	3	4	4	4	5	2	2	4	3	3	4
Fairly trustworthy	58	64	61	68	64	62	60	57	46	57	59	65	63	52	58	47	63	55	58	57	59	59
TOTAL TRUSTWORTHY	62	69	63	71	68	66	64	60	51	60	64	68	67	56	62	52	65	57	62	60	62	63
Not very trustworthy	14	10	15	11	13	14	18	10	14	15	15	11	14	14	13	14	18	20	13	11	14	14
Not at all trustworthy	3	3	3	0	2	3	5	1	3	4	2	2	2	5	3	6	4	5	4	3	3	2
TOTAL NOT TRUSTWORTHY	17	13	18	11	15	17	23	11	17	19	17	13	16	19	16	20	22	25	17	14	17	16
Don't know	21	17	19	17	17	18	13	29	32	22	19	19	18	25	22	28	13	19	21	26	20	21

Social enterprises, co-operatives and other purpose-led businesses

Very trustworthy	9	5	14	12	13	6	8	9	7	9	11	6	11	5	8	12	5	14	7	8	10	9
Fairly trustworthy	54	59	58	68	64	53	56	53	45	53	55	60	59	48	55	48	58	53	52	54	58	55
TOTAL TRUSTWORTHY	63	64	72	80	77	59	64	62	52	62	66	66	70	53	63	60	63	67	59	62	68	64
Not very trustworthy	13	14	9	10	8	15	16	10	13	13	12	13	11	15	12	14	16	18	11	10	11	15
Not at all trustworthy	4	5	3	1	2	5	5	3	1	4	4	4	2	6	4	4	6	2	6	3	5	2
TOTAL NOT TRUSTWORTHY	17	19	12	11	10	20	21	13	14	17	16	17	13	21	16	18	22	20	17	13	16	17
Don't know	20	18	15	10	12	21	14	26	33	20	17	17	16	26	21	22	15	13	23	26	17	19

Which of the following, if any, do you think should be MOST responsible for tackling the major challenges facing UK society (such as social inequalities and environmental issues)?

National government	65	60	76	79	75	60	66	64	58	62	71	66	70	58	65	61	66	65	64	65	60	68
Local government	6	5	7	4	4	7	5	6	7	6	5	5	4	7	6	8	5	6	6	4	6	6
Big business	6	5	6	3	6	5	6	5	8	7	5	3	6	5	5	2	9	8	6	2	5	7
Small/Medium size business	1	1	0	0	0	1	1	0	1	0	1	1	0	1	1	0	1	0	0	1	2	0
Charities and non-profits	1	1	0	0	0	1	1	1	1	1	0	1	0	1	1	2	0	0	1	0	1	1
General public	7	11	4	7	6	9	8	6	3	7	7	10	6	8	7	15	7	8	7	7	6	6
None of these	2	3	1	0	1	3	3	2	0	3	1	3	1	4	2	3	3	4	3	3	2	1
Don't know	13	14	7	6	8	14	11	16	22	14	9	12	12	15	14	10	9	9	12	19	18	11

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Thinking about how the UK typically provides public services, who do you think should be responsible for providing the following?

Water

National government	50	48	61	49	55	50	53	46	36	46	57	56	50	49	50	43	49	54	53	45	52	49
Local government	12	9	13	8	11	11	12	11	23	15	7	6	12	12	11	15	20	20	11	9	11	11
Traditional businesses (i.e. privately-owned and profit-driven)	5	7	2	8	5	5	6	3	1	5	5	5	5	5	5	7	2	6	3	6	6	5
Purpose-led businesses that reinvest profits (e.g. co-operatives and social enterprises)	20	26	16	27	20	23	19	21	9	19	22	25	22	18	21	24	18	14	19	20	17	23
None of these	1	1	0	1	1	1	1	1	0	1	1	1	0	1	1	3	2	0	1	1	1	0
Don't know	13	9	7	7	8	10	8	17	30	14	8	8	11	15	13	8	9	5	14	18	13	11

Energy

National government	52	50	61	52	57	54	56	48	38	51	56	54	53	50	52	47	52	59	55	46	55	52
Local government	7	4	8	4	7	4	8	6	15	8	3	4	6	8	6	7	11	4	6	5	6	7
Traditional businesses (i.e. privately-owned and profit-driven)	6	9	3	10	6	7	7	5	5	6	6	6	7	5	6	8	5	4	6	7	6	6
Purpose-led businesses that reinvest profits (e.g. co-operatives and social enterprises)	22	27	19	26	21	24	20	23	10	20	25	27	23	20	22	24	20	22	20	22	19	24
None of these	1	1	0	0	0	1	1	0	0	1	1	0	0	1	1	3	2	0	1	1	1	0
Don't know	13	10	9	8	9	10	7	19	32	13	9	9	11	16	14	11	11	12	13	19	14	11

Health and social care

National government	69	67	80	75	75	69	70	68	58	66	75	72	71	66	70	52	69	75	74	64	65	70
Local government	11	11	9	7	11	11	12	9	9	14	9	8	10	12	10	20	14	11	8	12	12	9
Traditional businesses (i.e. privately-owned and profit-driven)	2	2	0	4	1	2	2	1	2	2	1	1	1	2	1	4	1	2	1	2	2	1
Purpose-led businesses that reinvest profits (e.g. co-operatives and social enterprises)	8	12	5	9	7	10	9	8	7	7	8	11	9	7	8	12	6	9	7	6	9	10
None of these	1	1	0	0	0	1	1	1	0	2	1	1	1	1	1	4	4	0	1	1	2	0
Don't know	10	7	6	5	5	7	7	13	25	10	6	7	8	11	10	8	7	3	8	15	10	9

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Which of the following statements comes closest to your view?

Businesses' first priority should always be making profit, regardless of the impact on social or environmental concern	2	4	2	1	2	3	3	1	1	2	3	2	2	3	2	5	1	0	3	2	3	1
Businesses should be prioritising making profits, but there should be some focus on social and environmental concerns	29	36	21	28	25	31	32	26	26	29	29	30	31	26	29	27	25	42	27	30	29	30
Businesses should have an equal focus on making profits, and social and environmental concerns	39	41	43	46	45	40	38	41	27	39	41	44	40	38	40	36	38	36	36	36	44	43
Businesses' should be prioritising social and environmental concerns, but there should be some focus on making profits	12	8	17	14	15	11	11	14	14	12	13	12	13	12	12	13	14	15	14	11	10	12
Businesses' first priority should always be social and environmental concerns, regardless of the impact on profits	8	4	11	5	8	8	9	7	11	7	9	7	7	9	7	9	16	4	9	8	5	7
Don't know	10	6	6	6	6	7	8	11	21	11	6	6	7	13	10	10	5	2	12	14	10	8

Thinking about how businesses operate in the UK, to what extent would you support or oppose the following policies:

Make it a legal requirement for all businesses – of all sizes – to publicly report on profits and losses

Strongly support	44	45	56	38	48	48	48	40	28	39	49	54	44	43	44	46	45	32	44	45	41	45
Tend to support	34	39	27	43	35	35	32	35	24	35	34	36	35	32	34	23	34	47	33	35	31	35
TOTAL SUPPORT	78	84	83	81	83	83	80	75	52	74	83	90	79	75	78	69	79	79	77	80	72	80
Tend to oppose	6	6	5	8	6	6	6	7	11	7	6	5	7	6	6	13	5	9	5	5	7	7
Strongly oppose	3	3	1	1	2	1	4	2	13	3	2	1	3	3	3	4	2	5	5	3	4	2
TOTAL OPPOSE	9	9	6	9	8	7	10	9	24	10	8	6	10	9	9	17	7	14	10	8	11	9
Don't know	13	8	10	10	10	9	10	16	25	17	9	5	11	16	13	14	14	8	13	12	16	11

Make it a legal requirement for all businesses – of all sizes – to report publicly details of company ownership

Strongly support	53	55	65	50	59	57	59	47	40	48	58	62	56	49	53	56	52	54	50	48	52	57
Tend to support	30	32	24	38	30	29	26	33	26	30	30	30	30	30	29	20	37	31	31	33	25	28
TOTAL SUPPORT	83	87	89	88	89	86	85	80	66	78	88	92	86	79	82	76	89	85	81	81	77	85
Tend to oppose	4	4	3	2	3	3	5	3	6	5	3	2	3	5	4	7	3	6	2	5	8	3
Strongly oppose	1	1	0	0	1	1	2	1	5	2	1	0	2	1	1	3	3	3	2	2	0	0
TOTAL OPPOSE	5	5	3	2	4	4	7	4	11	7	4	2	5	6	5	10	6	9	4	7	8	3
Don't know	12	8	8	10	8	10	9	15	23	15	9	5	10	15	13	14	5	5	15	12	14	11

*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.