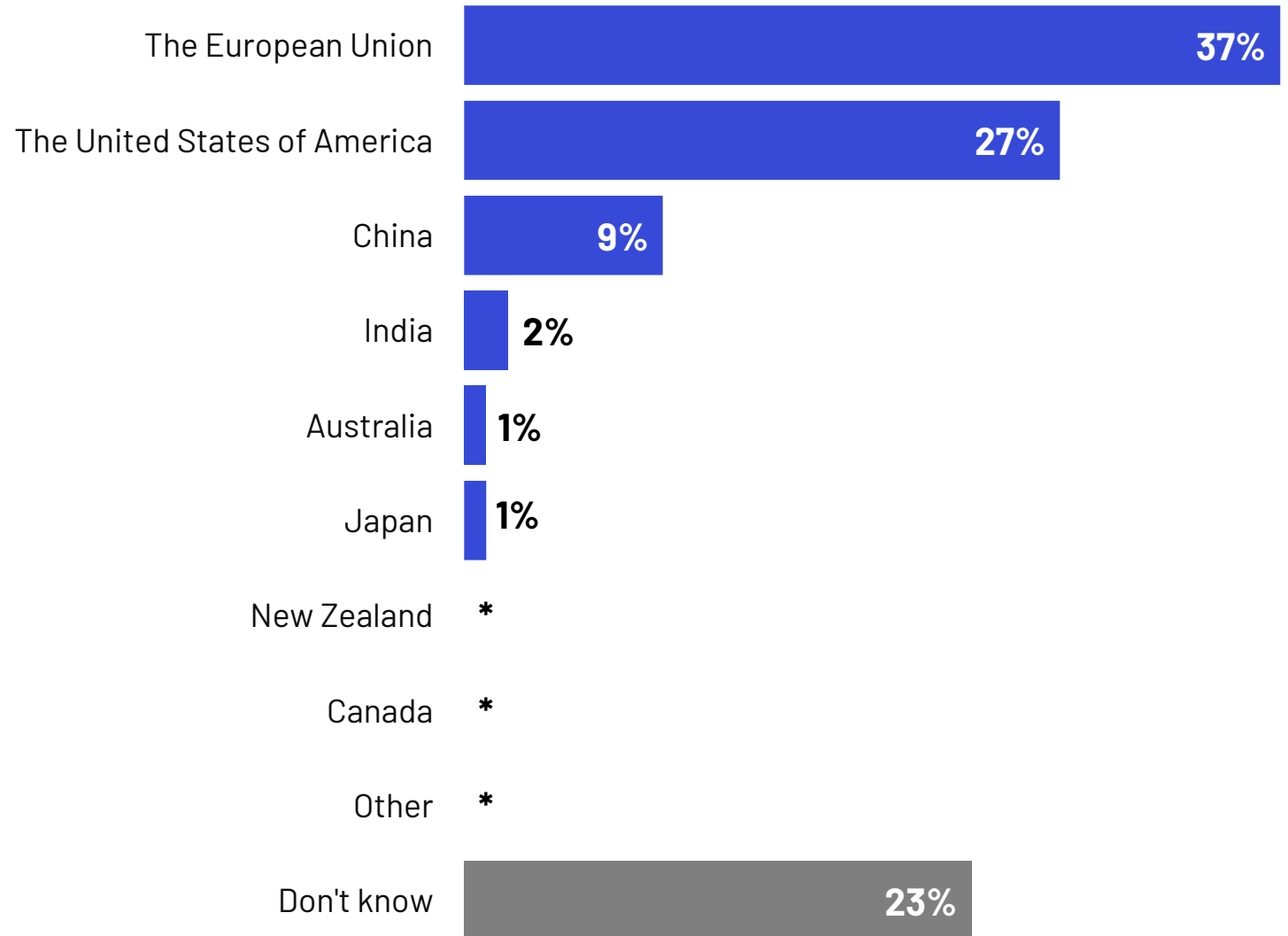


Ipsos Public attitudes toward trade

November 2024

More than 1 in 3 Britons consider the EU to be Britain's most important trade partner today. 1 in 4 think it's the US.

Which of the following, if any, do you consider to be Britain's most important trade partner today?



Base: 1,122 Online British adults aged 18+, 15-17 November 2024

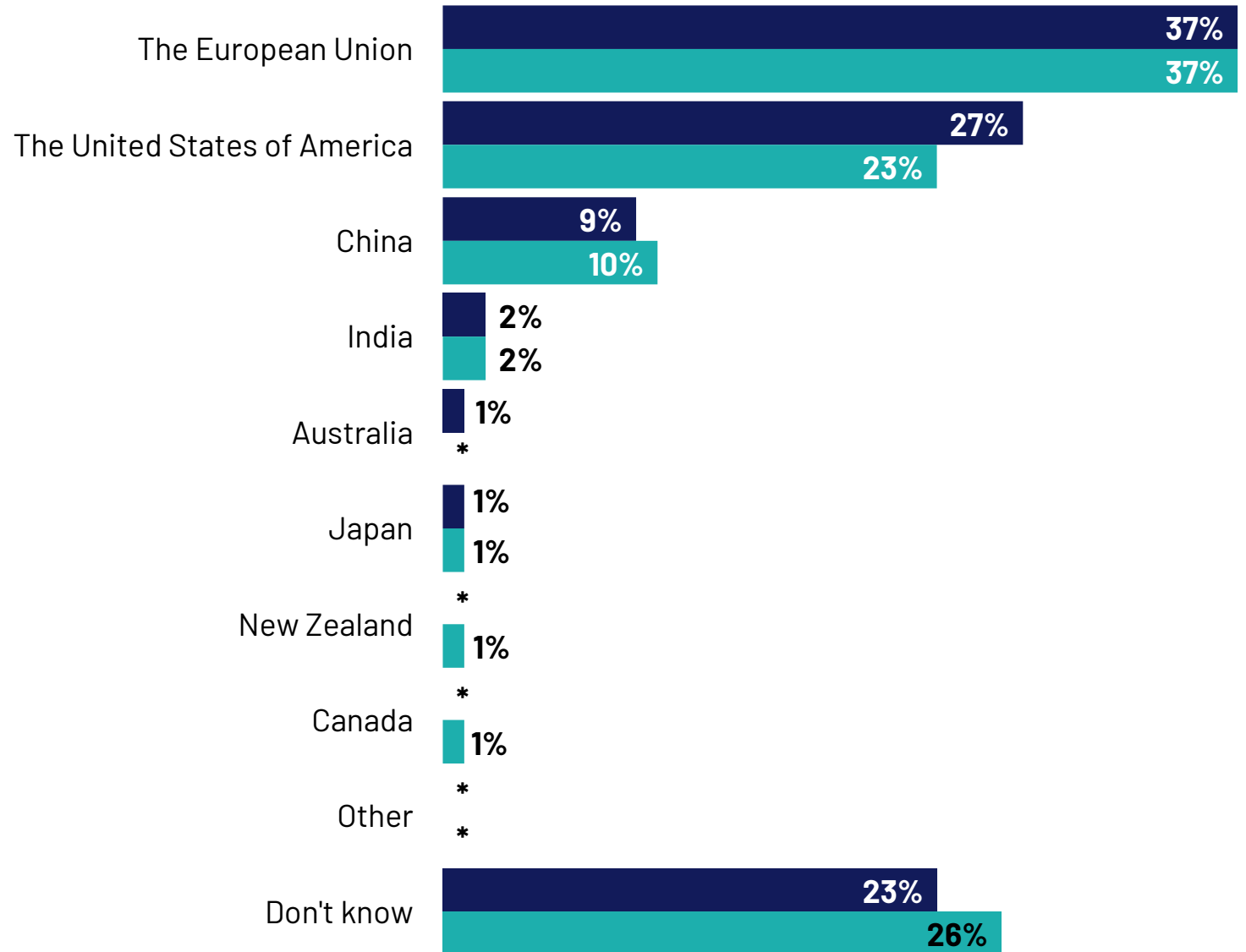
Looking ahead five years, the British public are still mostly likely to expect the EU to be Britain's most important trading partner.

Which of the following, if any, do you consider to be Britain's most important trade partner...?

Base: 1,122 Online British adults aged 18+, 15-17 November 2024

Today

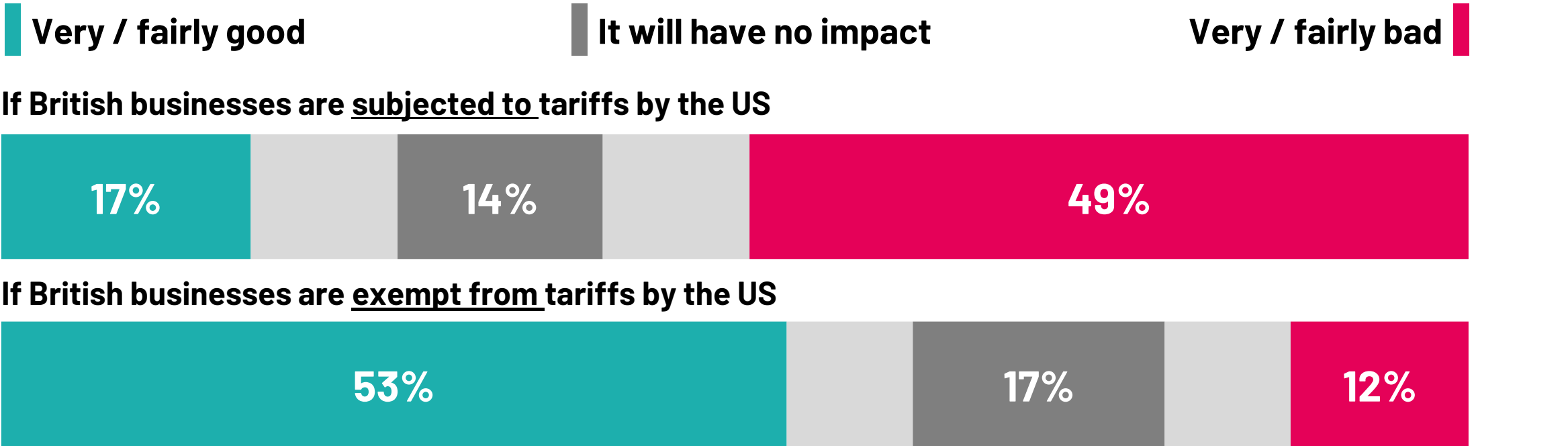
Five years from now



Half of the public expects tariffs from the US would be bad for British businesses – though an equal share expect it will be good, providing Britain is exempt.

As you may know, US President-elect Donald Trump has announced that he intends to add tariffs on goods imported into the US by about 10%, increasing to 60% on goods that come from China. Do you think this would be good or bad for British businesses, or do you think it will have no impact?

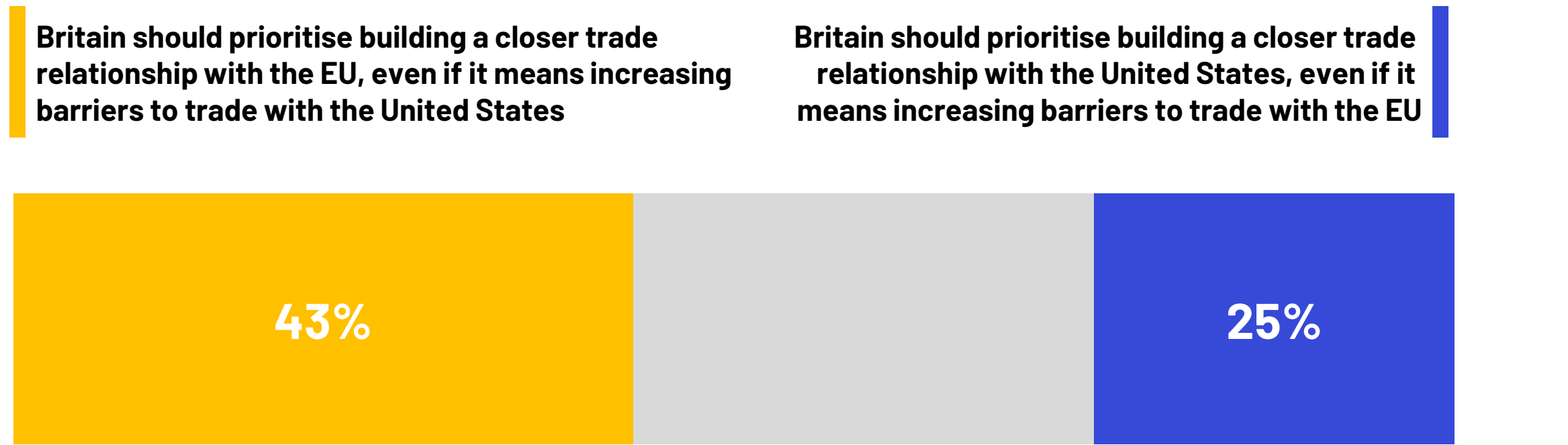
Some sources close to Mr. Trump have indicated that there's a chance that the UK might be exempt from the tariffs he plans to put onto goods from other countries, such as China and the EU. If tariffs were imposed on goods imported into the US by about 10%, increasing to 60% on goods that come from China, but not on UK goods, do you think this would be good or bad for British businesses, or do you think it will have no impact?



Base: 1,122 Online British adults aged 18+, 15-17 November 2024

More than 2 in 5 think Britain should prioritise building a closer trade relationship with the EU, even if it means increasing barriers to trade with the US

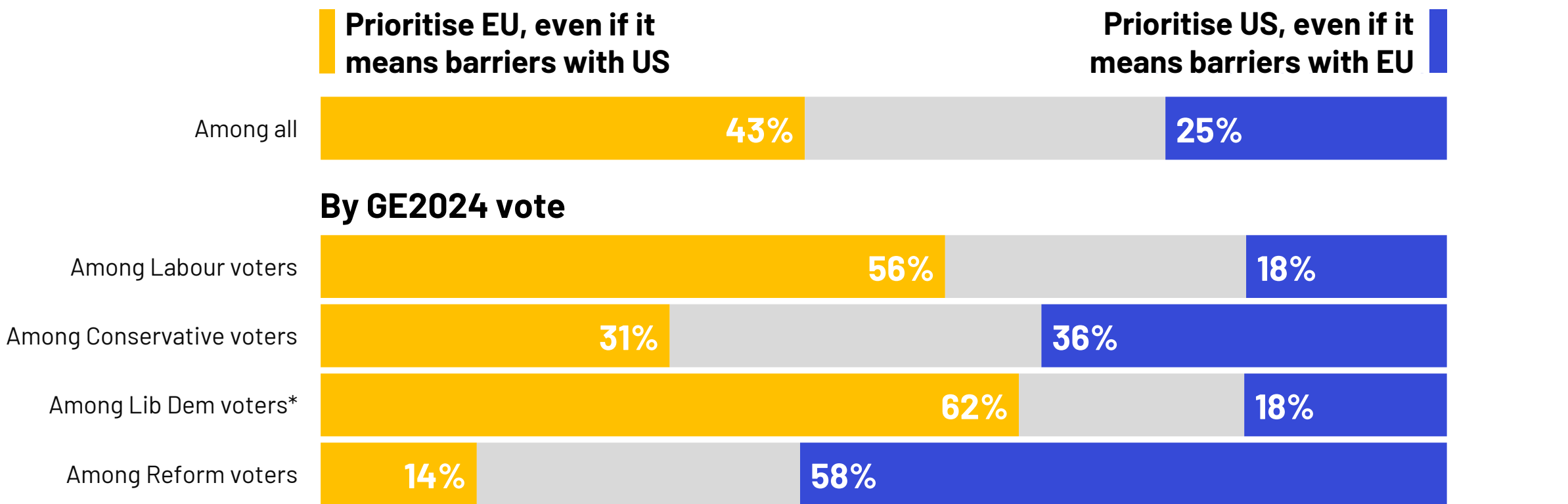
Looking toward the future, which of the following statements, if either, comes closest to your view of how Britain should prioritise its trading relationships?



Base: 1,122 Online British adults aged 18+, 15-17 November 2024

A majority of Labour and Lib Dem GE24 voters think Britain should prioritise trade with the EU. Conservative voters are divided, and Reform voters think the US should be prioritised.

Looking toward the future, which of the following statements, if either, comes closest to your view of how Britain should prioritise its trading relationships?



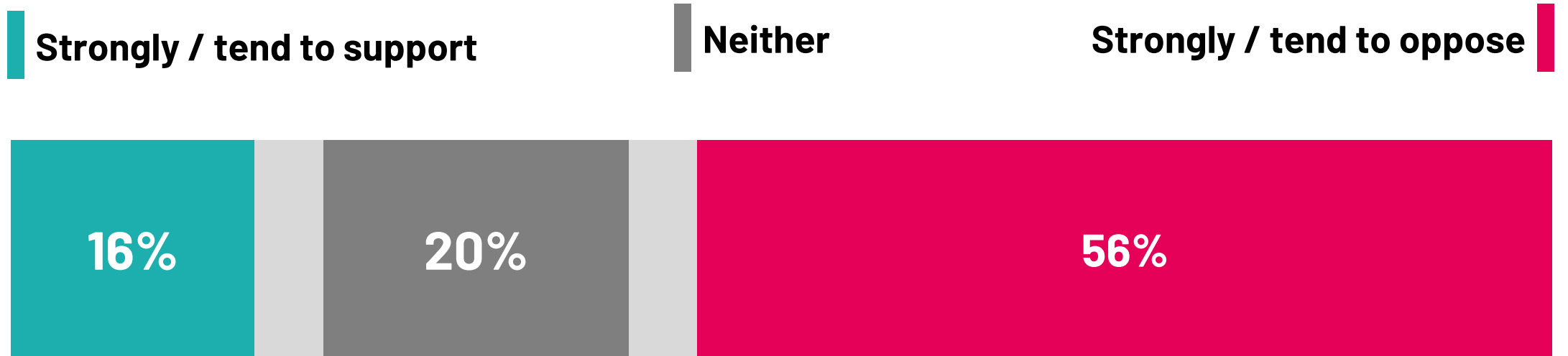
Base: 1,122 Online British adults aged 18+, including (382) 2024 Labour voters, (154) 2024 Conservative voters, (96) 2024 Lib Dem voters, and (117) 2024 Reform voters, 15-17 November 2024
* Note low base size



Over half of Britons oppose changing British food standards to allow for greater trade with the US

It is likely that any future trade arrangements with the United States under President Trump will require food to be part of the agreement. If this were to happen, Britain would have to accept US food standards and permit US food (such as meat, produce, and sweets) products to be sold in stores, some of which do not adhere to current British food standards.

To what extent, if at all, would you support or oppose Britain changing its food standards to allow for greater trade with the US?



Base: 1,122 Online British adults aged 18+, 15-17 November 2024



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For more information

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