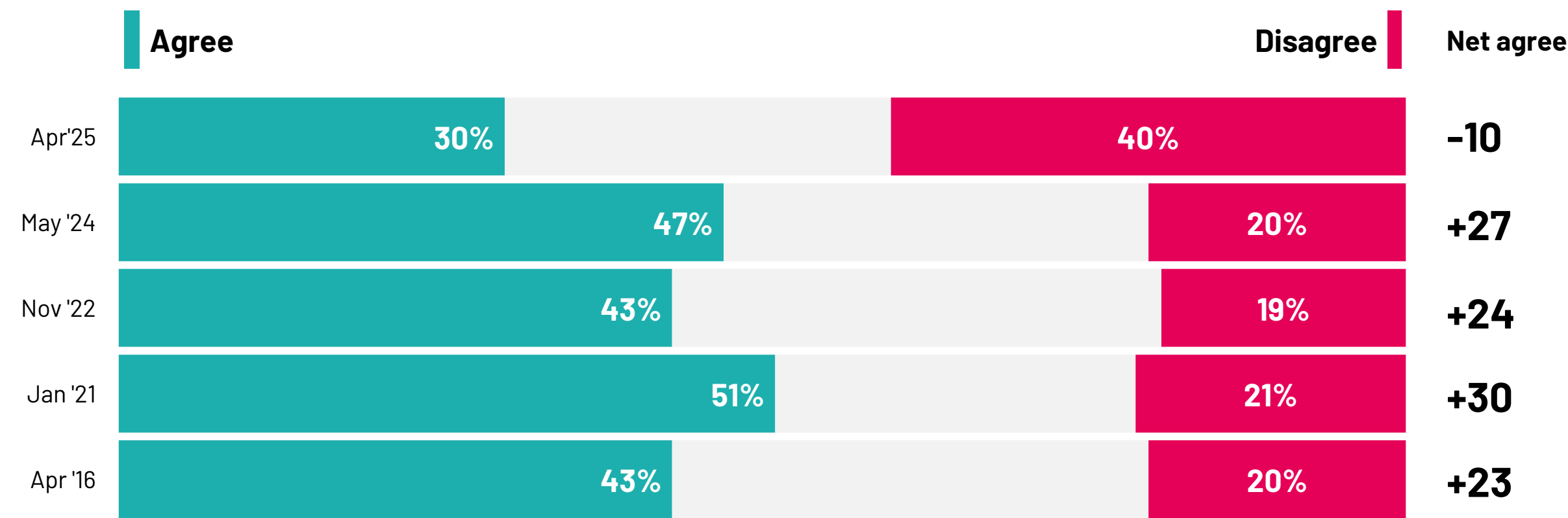


# Ipsos UK Public opinion towards US tariffs

April 2025

# The proportion of Britons agreeing there's a "special relationship" between the US / UK has dropped 17 percentage points since last year

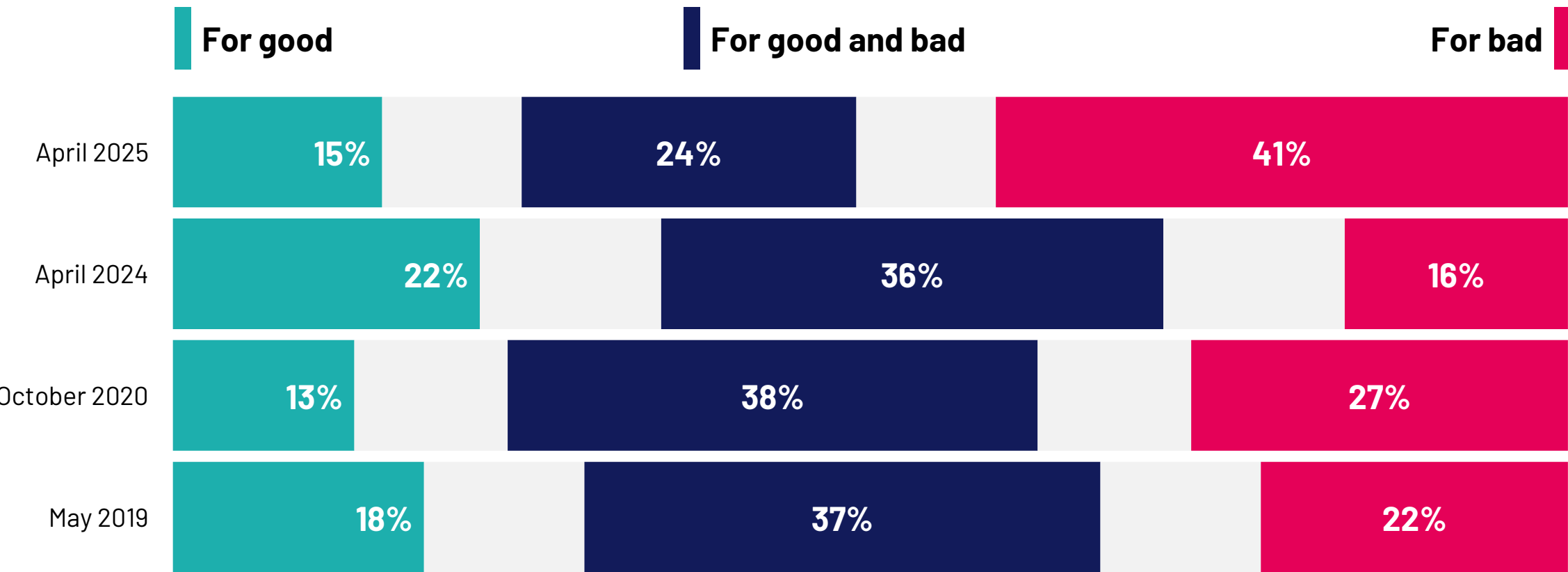
To what extent do you agree or disagree that there is currently a special relationship between the United States and Britain?



Base: 1,080 Online British adults aged 18-75, 4-7 April 2025

# Two in five Britons think the United States uses its influence for bad around the world – up 25ppts since this time last year

Do you think the United States currently mostly uses its influence for good or for bad around the world?

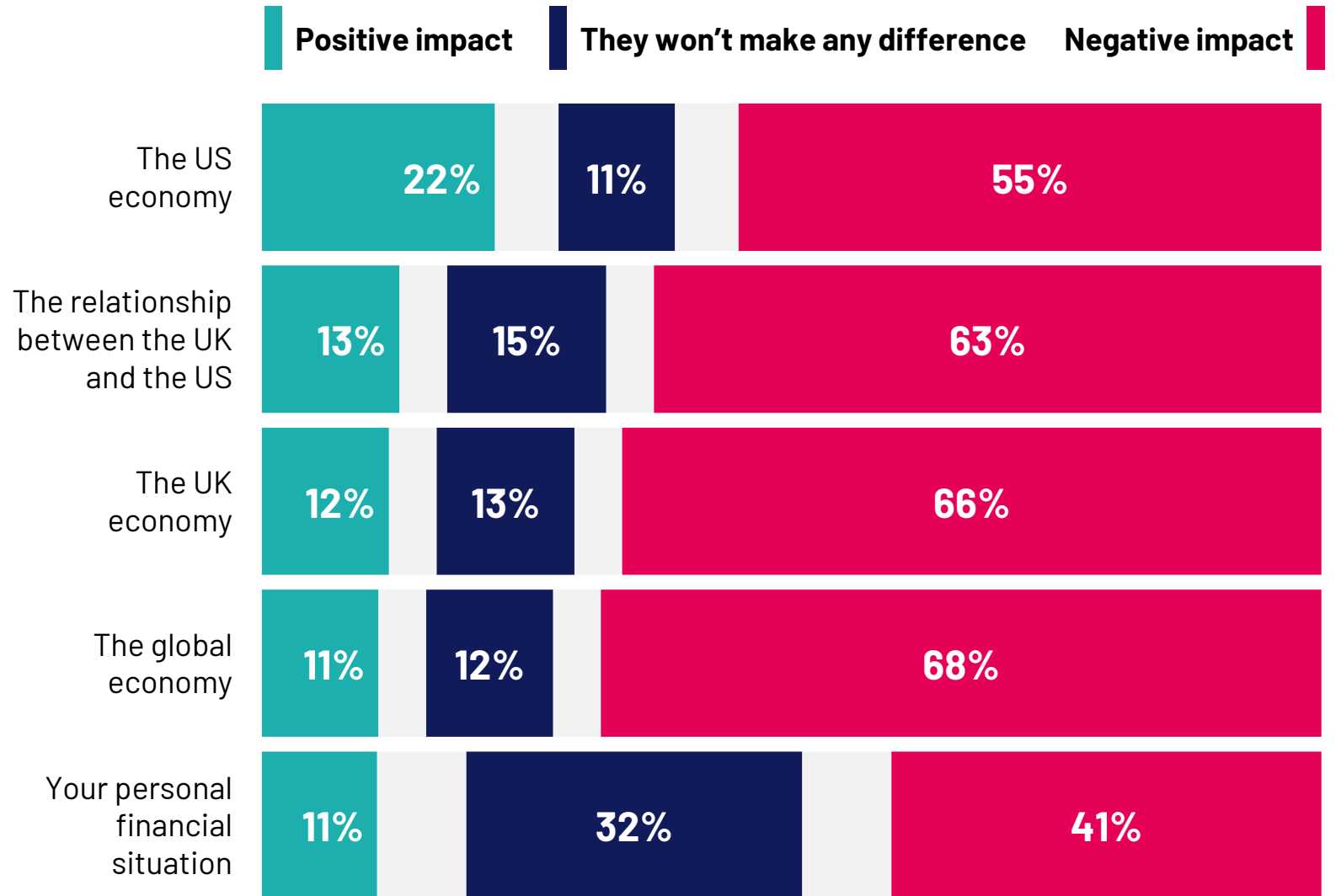


Base: 1,080 Online British adults aged 18-75, 4-7 April 2025

# Two thirds of the public think that the tariffs will have a negative impact on the UK and global economies

Do you think these tariffs will have a positive or negative impact on each of the following, or will they not make any difference?

\* The full question wording is in the footnote

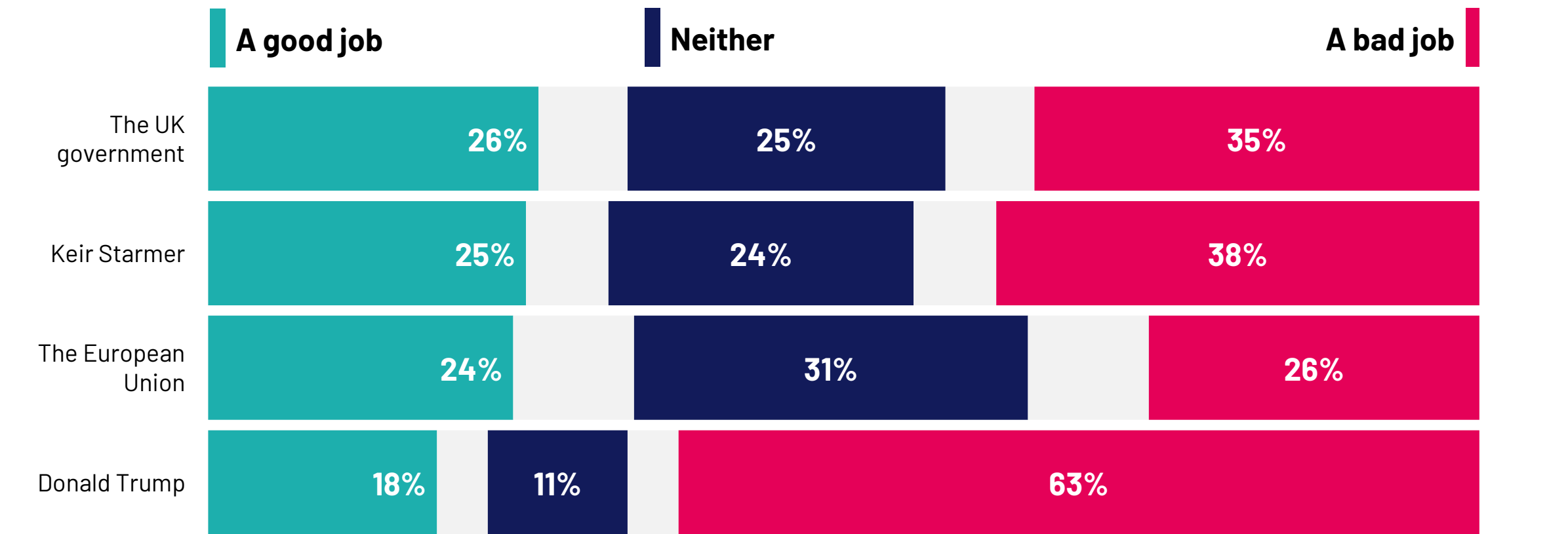


\* As you may know US President Donald Trump has introduced a minimum 10% tariffs on all goods being imported into the United States. A 10% tariff has been applied to all products imported from the UK, but some countries have received higher tariffs, such as 20% for the European Union and 34% for China (on top of a 20% tariff already applied to China). He's also applied higher tariffs for all countries on certain products. For example, there's a 25% tariff on all foreign cars imported into the US, including from the UK

Base: 1,080 Online British adults aged 18-75, 4-7 April 2025

# Over three in five Britons think that Donald Trump has done a bad job at handling the tariff situation, whilst they're more split on the UK government

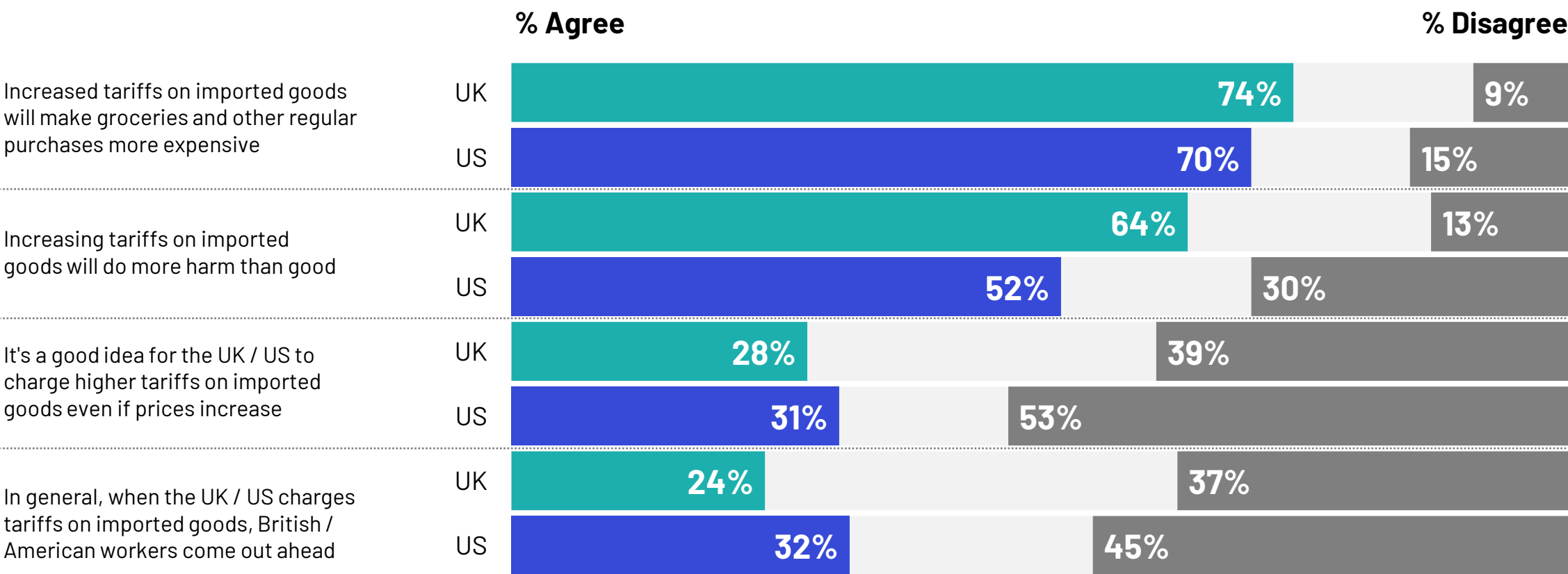
Thinking about the tariffs announced by the US, do you think each of the following have done a good or bad job, if either, at handling the situation?



Base: 1,080 Online British adults aged 18-75, 4-7 April 2025

# Britons are generally anti-tariffs – only slightly more so than Americans who also think they’ll increase prices and do more harm than good

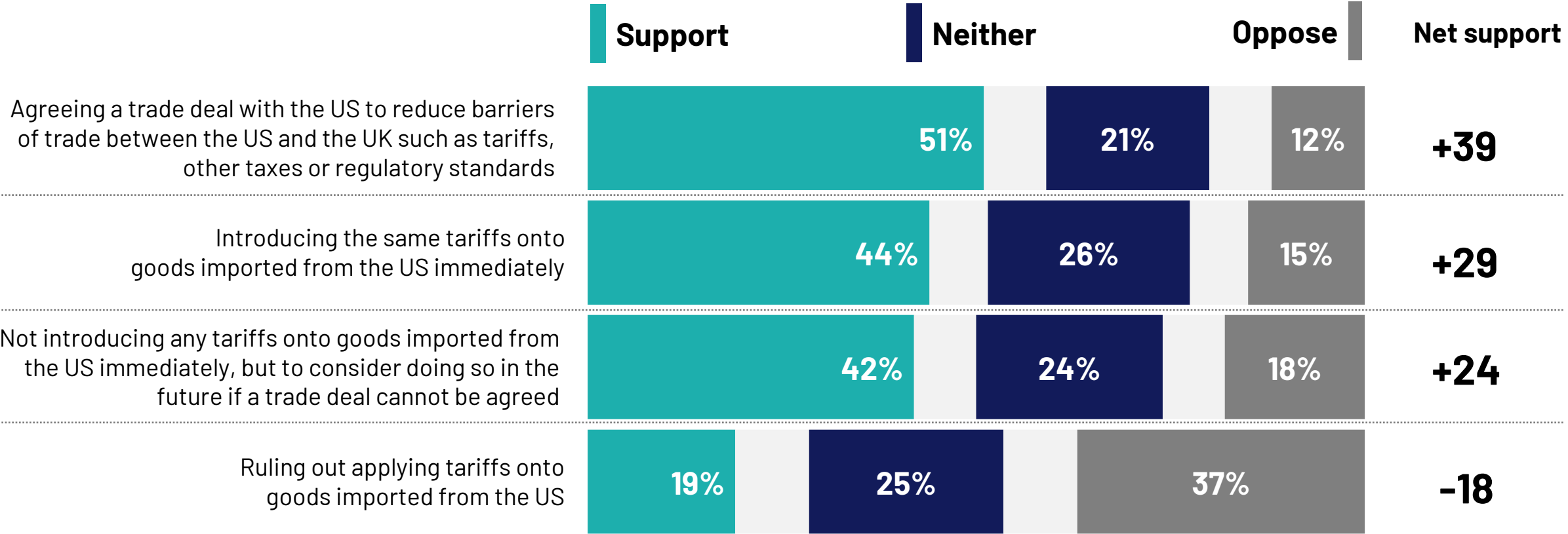
Please indicate the extent to which you agree or disagree with the following statements?



Base: 1,080 Online British adults aged 18-75, 4-7 April 2025 and 1,486 American adults aged 18+ through Ipsos KnowledgePanel, March 31- 2 April 2025.

# Britons support a range of response to the US – from agreeing a trade deal to applying retaliatory measures. However, they’re more against ruling tariffs out.

To what extent, if at all, would you support or oppose the UK government taking each of the following actions?



Base: 1,080 Online British adults aged 18-75, 4-7 April 2025



April 2025  
Tariffs

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