



Table 1
Q71 - To what extent do you agree or disagree that there is currently a special relationship between the United States and Britain?
Base: All adults aged 18-75 in Great Britain

		GENDER		AGE					AGE					GENERATION					REGION					SOCIAL GRADE		WORKING STATUS		EDUCATION		ETHNICITY		MARITAL STATUS			NUMBER IN HOUSEHOLD					CHILDREN IN HOUSEHOLD	
		TOTAL	MAN	WOMAN	18-24	25-34	35-44	45-54	55-75	18-34	35-54	55-75	GEN Z	MILLENNIALS	GEN X	BOOMER	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ABCL	C2DE	WORKING	NOT WORKING	GRADUATES	NON GRADUATES	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	MARRIED / LIVING AS	SINGLE	WID/ DIV/ SEP	1	2	3	4+	YES	NO		
UNWEIGHTED BASE	1000	517	546	137	208	193	210	346	511	403	386	207	338	273	364	518	383	239	155	51	94	649	431	690	390	569	511	144	919	646	137	108	220	320	221	314	363	717			
	WEIGHTED BASE	1000	725	755	194*	201	173	199	372	725	593	582	278	379	293	291	727	211	217	133	52*	92*	516	475	723	172	137	633	173	131	676	172	112*	277	341	274	175	517	713		
Strongly agree	67	46	20	10	20	23	3	11	31	26	13	18	36	6	8	15	11	15	24	1	2	45	23	54	13	34	33	16	51	41	23	3	13	6	20	29	42	25			
	8%	9%	4%	8%	10%	12%	2%	3%	9%	7%	3%	8%	11%	2%	3%	6%	4%	6%	16%	2%	2%	7%	5%	7%	4%	9%	5%	13%	5%	6%	7%	3%	6%	2%	9%	9%	12%	3%			
					fe	fe			i	i		mn	mn						0000			v		x		z		B		E											
Tend to agree	260	139	116	49	57	50	36	67	106	87	67	75	82	42	60	23	25%	25%	25%	27%	18%	23%	26%	21%	26%	21%	33%	23%	24%	27%	18%	19%	24%	22%	29%	28%	22%				
	24%	27%	22%	40%	28%	26%	18%	18%	33%	22%	18%	36%	25%	17%	21%	3mm	2m																								
					4%	6%	6%		6%			3mm	2m																												
Neither agree nor disagree	232	98	131	33	49	38	37	75	81	75	75	48	74	47	62	62	64	50	34	13	10	108	124	148	84	70	162	29	197	147	62	23	37	68	50	77	91	141			
	21%	19%	24%	26%	24%	20%	19%	21%	25%	19%	21%	23%	23%	19%	21%	24%	23%	20%	22%	24%	11%	18%	27%	20%	24%	18%	23%	23%	21%	23%	19%	21%	18%	20%	22%	25%	26%	19%			
Tend to disagree	284	143	140	15	36	42	71	119	51	113	119	32	70	88	94	77	81	59	29	12	26	169	115	186	98	95	189	20	257	178	74	31	64	103	59	58	64	220			
	26%	27%	26%	12%	18%	22%	28%	33%	16%	29%	33%	15%	21%	33%	32%	31%	28%	24%	19%	23%	28%	28%	28%	25%	28%	25%	27%	16%	27%	28%	23%	28%	11%	30%	26%	19%	18%	30%			
Strongly disagree	144	71	68	1	7	27	35	74	8	61	74	2	33	52	57	23	40	38	15	8	19	87	57	88	56	55	89	9	134	86	36	22	36	59	31	19	29	115			
	13%	13%	13%	1%	3%	14%	17%	20%	3%	16%	20%	1%	10%	21%	20%	9%	14%	11%	10%	16%	21%	14%	12%	12%	16%	14%	13%	7%	14%	13%	11%	20%	18%	17%	14%	6%	8%	16%			
						cd	cd	cd		h	h		k	h	h																										
Agree (NET)	327	185	135	60	77	73	40	78	137	113	78	93	119	48	68	73	80	76	65	11	23	207	121	241	86	141	186	59	266	194	110	24	51	89	69	118	140	187			
	30%	30%	25%	48%	38%	37%	20%	21%	42%	29%	21%	45%	36%	19%	23%	28%	28%	31%	42%	20%	25%	34%	26%	33%	25%	37%	27%	46%	29%	30%	34%	21%	23%	26%	31%	38%	40%	26%			
		b			fe	fe	fe		a	i		mn	mn						0000			v		x		z		B		E											
Disagree (NET)	428	214	208	16	43	69	106	193	60	175	193	34	103	140	151	100	121	98	45	20	45	256	172	273	155	150	278	30	391	264	110	54	100	161	90	76	93	335			
	40%	41%	39%	13%	22%	35%	53%	53%	18%	44%	53%	16%	31%	55%	52%	40%	43%	39%	29%	38%	49%	42%	37%	38%	44%	39%	40%	23%	42%	41%	34%	48%	49%	47%	40%	25%	27%	46%			
					cd	cd	cd	cd	3	h	h	h	k	h	h							f							A		D										
Don't know	93	28	64	15	32	15	16	15	47	31	15	13	32	18	10	18	18	24	10	9	14	44	49	66	27	26	67	11	80	41	40	12	18	23	16	36	23	70			
	9%	5%	12%	12%	16%	8%	8%	4%	14%	8%	4%	16%	10%	7%	4%	7%	6%	10%	6%	17%	15%	7%	11%	9%	8%	7%	10%	9%	9%	6%	12%	11%	9%	7%	7%	12%	7%	10%			
		a		z	e	e			k			mn	n									000	p						C												

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l/m/n - o/p/q/r/s/t - v/x - y/z - A/B - C/D/E - F/G/H/I - J/K
Overlap formulae used. * small base



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Table 2

QT1 - To what extent do you agree or disagree that there is currently a special relationship between the United States and Britain?

Base: All adults aged 18-75 in Great Britain

	TOTAL	GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE		INCOME				SPECIAL RELATIONSHIP BETWEEN US AND BRITAIN	
		CONSERVATIVE (a)	LABOUR (b)	LIBERAL DEMOCRATS (c)	REFORM UK (d)	OTHER (e)	REMAIN (f)	LEAVE (g)	UP TO £19999 (h)	£20000-£34999 (i)	£35000-£54999 (j)	£55000+ (k)	AGREE (n)	DISAGREE (o)
UNWEIGHTED BASE	1080	159	349	104	103	101	447	315	199	257	256	283	335	429
WEIGHTED BASE	1080	165	332	100*	114*	91*	417	335	195	273	266	259	327	428
Strongly agree	67 6%	10 6%	26 8%	9 9%	4 3%	6 7%	32 8%	24 7%	11 6%	9 3%	20 7%	27 11%	67 21%	- -
Tend to agree	260 24%	37 22%	82 25%	25 25%	41 36%	13 14%	89 21%	82 24%	45 23%	55 20%	72 27%	71 27%	260 79%	- -
Neither agree nor disagree	232 21%	47 29%	70 21%	14 14%	24 21%	13 14%	67 16%	77 23%	40 21%	59 21%	49 18%	61 24%	- -	- -
Tend to disagree	284 26%	46 28%	88 27%	32 31%	27 23%	34 37%	137 33%	97 29%	50 26%	82 30%	71 27%	58 22%	- -	284 66%
Strongly disagree	144 13%	18 11%	45 14%	18 18%	16 14%	21 23%	78 19%	42 12%	29 15%	43 16%	35 13%	22 8%	- -	144 34%
Agree (NET)	327 30%	47 28%	108 33%	34 34%	45 40%	19 21%	121 29%	105 31%	56 29%	63 23%	92 34%	98 38%	327 100%	- -
Disagree (NET)	428 40%	64 39%	134 40%	50 50%	42 37%	55 60%	215 52%	139 41%	80 41%	125 46%	106 40%	80 31%	- -	428 100%
Don't know	93 9%	7 4%	20 6%	2 2%	3 3%	4 4%	14 3%	15 4%	19 10%	26 9%	19 7%	20 8%	- -	- -

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g - h/i/j/k - l/m - n/o
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 3
Q76 - Do you think the United States currently mostly uses its influence for good or for bad around the world?

Base: All adults aged 18-75 in Great Britain

	GENDER			AGE					AGE					GENERATION					REGION					SOCIAL GRADE		WORKING STATUS		EDUCATION		ETHNICITY		MARITAL STATUS			NUMBER IN HOUSEHOLD				CHILDREN IN HOUSEHOLD	
	TOTAL	MAN	WOMAN	18-24	25-34	35-44	45-54	55-75	18-34	35-54	55-75	GEN Z	MILLENNIALS	GEN X	BOOMER	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ABC1	C2DE	WORKING	NOT WORKING	GRADUATES	NON GRADUATES	ETHNIC MINORITY	WHITE ETHNIC GROUP	MARRIED / LIVING AS	SINGLE	WID/ DIV/ SEP	1	2	3	4+	YES	NO		
UNWEIGHTED BASE	1680	891	789	137	204	193	210	346	811	403	386	207	318	273	364	518	388	239	156	51	94	649	431	690	390	569	511	144	919	646	137	108	220	320	221	314	363	717		
WEIGHTED BASE	1680	891	789	124*	201	193	193	353	735	393	382	208	319	253	351	512	383	247	153	52*	92*	614	406	773	332	593	523	134	846	122	112*	207	341	214	303	347	713			
Mostly uses its influence for good	160	97	63	21	46	35	19	38	68	54	38	44	59	25	31	31	35	33	44	4	13	110	50	125	35	79	82	26	134	108	43	10	25	39	38	58	151	79		
	15%	18%	11%	17%	23%	18%	10%	11%	21%	14%	11%	21%	18%	10%	11%	12%	13%	13%	20%	8%	14%	18%	11%	17%	10%	20%	12%	21%	14%	17%	13%	8%	12%	11%	17%	19%	23%	11%		
Uses its influence for good and for bad	259	134	121	31	43	39	42	105	74	81	105	44	71	61	83	66	73	61	42	5	13	149	110	162	97	108	151	32	222	172	60	27	47	81	52	79	90	169		
	24%	26%	23%	25%	21%	20%	21%	29%	23%	21%	29%	21%	22%	24%	28%	26%	26%	24%	27%	9%	14%	24%	24%	22%	28%	28%	22%	25%	24%	27%	19%	24%	23%	24%	23%	26%	26%	23%		
Mostly uses its influence for bad	441	194	239	39	64	81	106	152	103	186	152	67	126	127	121	99	120	104	45	25	49	250	192	285	156	153	288	45	387	252	137	53	93	151	91	107	108	333		
	41%	37%	44%	32%	32%	41%	53%	42%	32%	47%	42%	32%	39%	50%	41%	39%	42%	42%	29%	47%	53%	41%	41%	39%	44%	40%	42%	35%	41%	39%	43%	47%	45%	44%	40%	35%	31%	45%		
Does not use its influence at all	36	24	11	15	6	7	3	5	21	10	5	16	14	1	4	7	12	9	7	-	1	17	18	28	7	7	29	7	28	11	22	3	7	6	10	12	20	15		
	3%	4%	2%	12%	3%	4%	1%	1%	6%	3%	1%	8%	4%	*	1%	3%	4%	4%	4%	-	1%	3%	4%	4%	2%	2%	4%	6%	3%	2%	7%	3%	3%	2%	4%	4%	6%	2%		
Are not powerful enough to have much influence	23	18	5	2	3	5	4	10	5	8	10	4	4	5	4	4	6	6	2	6	-	11	12	18	5	4	19	1	22	16	6	2	4	4	5	11	4	19		
	2%	3%	1%	1%	2%	2%	2%	3%	1%	2%	3%	2%	2%	1%	3%	2%	2%	2%	1%	11%	-	2%	3%	3%	1%	1%	3%	1%	2%	2%	2%	2%	2%	1%	2%	3%	1%	3%		
Don't know	160	99	100	16	39	28	25	52	55	53	52	32	52	34	42	46	37	35	15	12	16	77	63	109	52	37	134	16	142	88	54	18	30	61	29	41	43	117		
	13%	11%	13%	11%	19%	14%	13%	15%	17%	14%	15%	16%	16%	14%	15%	18%	13%	14%	14%	9%	24%	18%	13%	18%	10%	15%	9%	18%	14%	17%	16%	15%	18%	13%	13%	13%	12%	16%		

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/H/I/G - H/I/J - K/L/M/N - O/P/Q/R/H/H - U/V - W/X - Y/Z - A/B - C/D/E - F/G/H/I - J/K
Overlap formulae used. * small base

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Table 4

QT6 - Do you think the United States currently mostly uses its influence for good or for bad around the world?

Base: All adults aged 18-75 in Great Britain

	TOTAL	GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE		INCOME				SPECIAL RELATIONSHIP BETWEEN US AND BRITAIN	
		CONSERVATIVE (a)	LABOUR (b)	LIBERAL DEMOCRATS (c)	REFORM UK (d)	OTHER (e)	REMAIN (f)	LEAVE (g)	UP TO £19999 (h)	£20000-£34999 (i)	£35000-£54999 (j)	£55000+ (k)	AGREE (n)	DISAGREE (o)
UNWEIGHTED BASE	1080	159	349	104	103	101	447	315	199	257	256	283	335	429
WEIGHTED BASE	1080	165	332	100*	114*	91*	417	335	195	273	266	259	327	428
Mostly uses its influence for good	160	32	46	14	28	5	59	52	24	26	47	57	105	22
	15%	19% e	14%	14%	25% be	6%	14%	16%	12%	10%	18% i	22% hi	32% o	5%
Uses its influence for good and for bad	259	51	73	30	35	20	99	98	37	60	71	69	103	86
	24%	31%	22%	30%	30%	23%	24%	29%	19%	22%	27%	27%	32% o	20%
Mostly uses its influence for bad	441	53	169	40	29	54	208	125	96	120	102	83	63	284
	41%	32% ad	51% ad	40%	25%	60% acd	50% g	37%	49% jk	44% k	38%	32%	19% n	66%
Does not use its influence at all	36	9	6	2	5	3	10	6	5	9	12	6	17	6
	3%	6% b	2%	2%	4%	4%	2%	2%	3%	3%	4%	2%	5% o	2%
Are not powerful enough to have much influence	23	1	5	3	6	-	7	11	3	9	5	5	10	7
	2%	1%	1%	3%	6% ab	-	2%	3%	1%	3%	2%	2%	3%	2%
Don't know	160	19	33	11	12	7	34	42	31	48	29	39	30	22
	15%	12%	10%	11%	10%	8%	8%	13%	16%	18%	11%	15%	9%	5%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e - f/g - h/i/j/k - l/m - n/o
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 5

QT2 - Do you think these tariffs will have a positive or negative impact on each of the following, or will they not make any difference? - Summary table

Base: All adults aged 18-75 in Great Britain

	The global economy	The UK economy	The US economy	Your personal financial situation	The relationship between the UK and the US
UNWEIGHTED BASE	1080	1080	1080	1080	1080
WEIGHTED BASE	1080	1080	1080	1080	1080
A very positive impact	38 4%	38 4%	70 7%	39 4%	57 5%
A slightly positive impact	78 7%	88 8%	170 16%	78 7%	88 8%
They won't make any difference	128 12%	138 13%	117 11%	342 32%	159 15%
A slightly negative impact	271 25%	440 41%	248 23%	311 29%	409 38%
A very negative impact	466 43%	277 26%	343 32%	132 12%	270 25%
Positive impact (NET)	116 11%	126 12%	240 22%	118 11%	145 13%
Negative impact (NET)	737 68%	716 66%	591 55%	442 41%	679 63%
Don't know	99 9%	100 9%	132 12%	178 16%	96 9%

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Table 6
Q12_1 - 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 global economy

Base: All adults aged 18-75 in Great Britain

	GENDER			AGE				AGE				GENERATION				REGION						SOCIAL GRADE		WORKING STATUS		EDUCATION		ETHNICITY		MARITAL STATUS			NUMBER IN HOUSEHOLD				CHILDREN IN HOUSEHOLD	
	TOTAL	MAN	WOMAN	18-24	25-34	35-44	45-54	55-75	18-34	35-54	55-75	GEN Z	MILLENNIALS	GEN X	BOOMER	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ABCL	C2DE	WORKING	NOT WORKING	GRADUATES	NON GRADUATES	ETHNIC MINORITY	WHITE ETHNIC GROUP	MARRIED / LIVING AS	SINGLE	WID/ DIV/ SEP	1	2	3	4+	YES	NO
UNWEIGHTED BASE	1080	517	566	137	204	193	210	386	511	403	386	207	316	273	304	518	383	239	155	51	94	649	431	686	390	569	511	144	919	646	137	108	220	320	221	314	563	717
WEIGHTED BASE	1380	721	658	194*	271	195	199	363	725	593	362	208	319	253	291	727	283	247	153	52*	92*	716	475	771	332	517	653	121	116	676	127	107	341	224	170	347	713	
A very positive impact	38	27	51	10	17	3	A	A	27	7	A	17	14	5	2	10	A	9	14	-	2	26	12	32	6	25	13	11	27	36	11	1	A	1	12	21	24	14
	4%	5%	2%	8%	8%	2%	2%	1%	8%	2%	1%	8%	4%	2%	1%	4%	1%	3%	9%	-	2%	4%	3%	4%	2%	6%	2%	9%	3%	4%	4%	*	2%	*	5%	7%	7%	2%
A slightly positive impact	78	53	23	20	26	18	8	6	46	26	6	35	29	7	6	17	15	10	25	3	8	55	23	67	11	40	38	19	59	46	27	5	10	14	19	35	13	25
	7%	10%	4%	16%	13%	9%	4%	2%	14%	7%	2%	17%	9%	3%	2%	7%	5%	4%	17%	5%	8%	9%	5%	9%	3%	10%	5%	15%	6%	7%	9%	4%	5%	4%	9%	11%	15%	3%
They won't make any difference	128	63	65	23	37	25	15	28	60	40	28	39	48	15	26	29	39	19	16	6	19	54	74	92	36	34	94	20	107	81	37	10	20	37	32	40	52	76
	12%	12%	12%	9%	18%	13%	8%	8%	18%	10%	8%	19%	15%	6%	9%	12%	14%	8%	10%	12%	20%	9%	16%	13%	10%	9%	14%	15%	11%	13%	11%	9%	10%	11%	14%	13%	15%	10%
A slightly negative impact	271	123	147	25	43	60	61	82	68	121	82	44	92	72	64	58	83	63	42	9	17	153	118	178	93	103	168	40	228	175	73	23	46	88	50	88	100	172
	25%	22%	27%	20%	21%	31%	31%	23%	21%	31%	23%	21%	28%	28%	22%	22%	29%	25%	27%	18%	19%	25%	25%	23%	26%	27%	24%	31%	24%	27%	23%	21%	22%	26%	22%	29%	29%	23%
A very negative impact	466	229	224	34	49	70	92	221	83	163	221	51	106	130	179	110	116	127	46	28	39	270	196	281	175	162	304	33	422	278	126	61	102	179	96	88	91	375
	43%	44%	42%	27%	24%	36%	47%	61%	31%	41%	61%	24%	32%	52%	61%	44%	41%	51%	30%	53%	43%	44%	42%	40%	50%	42%	44%	26%	45%	43%	39%	16%	50%	52%	43%	39%	26%	11%
Positive impact (NET)	116	80	34	30	43	21	12	10	72	33	10	52	43	12	9	27	19	18	40	3	9	81	35	99	17	65	51	30	86	72	39	6	14	15	31	56	76	40
	11%	11%	6%	24%	21%	11%	6%	3%	22%	8%	3%	25%	13%	5%	3%	11%	7%	7%	26%	5%	10%	13%	7%	14%	5%	17%	7%	23%	9%	11%	12%	5%	7%	5%	14%	18%	22%	5%
Negative impact (NET)	737	352	371	59	93	130	154	302	151	284	302	94	198	202	242	168	199	190	88	37	57	423	314	469	268	265	472	73	649	413	199	85	148	266	146	176	150	547
	68%	67%	69%	48%	46%	67%	77%	84%	40%	72%	84%	45%	60%	80%	83%	66%	70%	77%	57%	71%	61%	69%	67%	64%	76%	68%	68%	57%	69%	70%	62%	75%	72%	78%	65%	57%	55%	75%
Don't know	99	30	68	12	30	29	18	21	42	37	21	23	39	23	14	38	26	21	11	6	7	56	43	67	32	23	76	6	93	40	47	12	24	23	16	37	38	71
	9%	6%	13%	10%	15%	10%	9%	6%	11%	12%	9%	11%	12%	9%	5%	11%	9%	8%	7%	12%	8%	9%	9%	9%	9%	6%	11%	4%	10%	6%	15%	11%	17%	7%	7%	12%	8%	10%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/h/I/g - h/I/d - k/l/m/n - o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D/E - F/G/H/I - J/K
Overlap formulae used. * small base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



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Table 7

QT2_1 - 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 global economy

Base: All adults aged 18-75 in Great Britain

	TOTAL	GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE		INCOME				SPECIAL RELATIONSHIP BETWEEN US AND BRITAIN	
		CONSERVATIVE (a)	LABOUR (b)	LIBERAL DEMOCRATS (c)	REFORM UK (d)	OTHER (e)	REMAIN (f)	LEAVE (g)	UP TO £19999 (h)	£20000-£34999 (i)	£35000-£54999 (j)	£55000+ (k)	AGREE (n)	DISAGREE (o)
UNWEIGHTED BASE	1080	159	349	104	103	101	447	315	199	257	256	283	335	429
WEIGHTED BASE	1080	165	332	100*	114*	91*	417	335	195	273	266	259	327	428
A very positive impact	38 4%	5 3%	16 5%	8 8%	1 1%	2 2%	21 5%	6 2%	8 4%	3 1%	10 4%	17 6%	28 8%	3 1%
A slightly positive impact	78 7%	15 9%	33 10%	8 8%	7 6%	2 2%	26 6%	24 7%	9 5%	17 6%	21 8%	28 11%	51 16%	6 1%
They won't make any difference	128 12%	18 11%	26 8%	9 9%	22 19%	15 16%	36 9%	39 12%	27 14%	24 9%	32 12%	38 15%	46 14%	26 6%
A slightly negative impact	271 25%	44 27%	101 30%	11 11%	28 25%	20 23%	107 26%	84 25%	41 21%	62 23%	67 25%	76 29%	94 29%	97 23%
A very negative impact	466 43%	79 48%	137 41%	60 59%	45 40%	50 55%	212 51%	160 48%	93 48%	129 47%	124 46%	78 30%	95 29%	278 65%
Positive impact (NET)	116 11%	19 12%	49 15%	16 15%	9 8%	4 4%	47 11%	31 9%	17 8%	20 7%	31 12%	45 17%	79 24%	9 2%
Negative impact (NET)	737 68%	123 74%	238 72%	71 70%	73 64%	70 78%	319 77%	244 73%	135 69%	191 70%	191 72%	154 59%	189 58%	374 88%
Don't know	99 9%	5 3%	18 6%	5 5%	10 9%	2 2%	14 3%	22 6%	17 9%	37 14%	12 5%	22 9%	14 4%	18 4%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e - f/g - h/i/j/k - l/m - n/o

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



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Table 8
Q12_2 - 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 UK economy

Base: All adults aged 18-75 in Great Britain

	GENDER			AGE					AGE					GENERATION					REGION					SOCIAL GRADE		WORKING STATUS		EDUCATION		ETHNICITY		MARITAL STATUS			NUMBER IN HOUSEHOLD					CHILDREN IN HOUSEHOLD	
	TOTAL	MAN (a)	WOMAN (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	18-34 (h)	35-54 (i)	55-75 (j)	GEN Z (k)	MILLENNIALS (l)	GEN X (m)	BOOMER (n)	NORTH (o)	MIDLANDS (p)	SOUTH (q)	LONDON (r)	WALES (s)	SCOTLAND (t)	ABCL (u)	C2DE (v)	WORKING (w)	NOT WORKING (x)	GRADUATES (y)	NON GRADUATES (z)	ETHNIC MINORITY GROUPS (aa)	WHITE ETHNIC GROUP (ab)	MARRIED / LIVING AS (ac)	SINGLE (ad)	WID/ DIV/ SEP (ae)	1 (af)	2 (ag)	3 (ah)	4+ (ai)	YES (aj)	NO (ak)			
UNWEIGHTED BASE	1080	517	566	127	204	193	210	345	511	403	386	207	336	273	364	258	283	239	155	51	94	649	431	680	390	569	511	144	919	646	137	108	220	320	221	314	593	717			
WEIGHTED BASE	1380	725	655	194*	271	195	199	363	725	593	382	238	379	253	291	723	583	287	153	52*	93*	714	475	773	332	537	522	129	138	676	172	112*	207	343	274	370	547	713			
A very positive impact	38	26	51	11	18	5	2	3	28	7	3	21	13	3	2	8	7	9	13	-	1	27	11	31	7	22	16	8	30	22	15	1	4	5	10	19	26	12			
	4%	5%	2%	8%	9%	3%	1%	1%	9%	2%	1%	10%	4%	1%	1%	3%	2%	4%	8%	-	1%	4%	2%	4%	2%	6%	2%	6%	3%	3%	5%	1%	2%	1%	5%	6%	7%	2%			
A slightly positive impact	88	58	29	19	37	21	5	6	66	26	6	38	39	6	4	14	18	16	32	-	9	55	32	75	12	42	45	19	67	59	22	7	11	18	20	39	59	29			
	8%	11%	5%	15%	18%	11%	2%	2%	17%	7%	2%	18%	12%	2%	2%	5%	6%	6%	23%	-	9%	9%	7%	10%	3%	11%	7%	15%	7%	9%	7%	6%	5%	5%	9%	13%	17%	4%			
They won't make any difference	138	65	72	20	32	28	25	32	52	53	32	30	52	25	30	29	34	34	21	4	16	72	66	91	46	42	95	21	115	87	43	7	21	32	32	53	61	77			
	13%	12%	13%	16%	16%	14%	12%	9%	18%	13%	9%	14%	16%	10%	10%	11%	12%	14%	14%	8%	17%	12%	14%	13%	13%	11%	14%	16%	12%	13%	13%	6%	10%	9%	14%	17%	18%	10%			
A slightly negative impact	440	200	233	38	58	82	89	172	96	171	172	59	129	105	146	102	122	110	45	23	38	243	196	296	144	158	282	49	385	274	115	50	86	154	86	114	115	325			
	41%	38%	43%	31%	29%	42%	45%	47%	30%	44%	47%	28%	39%	41%	50%	40%	43%	45%	29%	44%	41%	40%	42%	41%	41%	41%	41%	38%	41%	42%	36%	45%	41%	45%	36%	37%	31%	44%			
A very negative impact	277	145	125	22	24	41	61	128	46	103	128	31	59	95	92	74	74	59	32	15	23	161	116	173	103	97	179	23	246	160	80	37	63	104	60	50	61	216			
	26%	28%	23%	18%	12%	21%	31%	35%	14%	26%	35%	19%	18%	38%	32%	30%	26%	24%	21%	28%	23%	36%	25%	24%	29%	25%	26%	18%	36%	25%	25%	33%	31%	30%	27%	16%	17%	29%			
Positive impact (NET)	126	65	40	30	54	26	7	9	84	33	9	59	52	9	6	22	25	25	45	-	10	82	43	107	19	64	61	27	97	81	37	8	14	23	31	58	84	41			
	12%	10%	7%	24%	27%	13%	3%	2%	20%	8%	2%	28%	16%	3%	2%	9%	9%	10%	29%	-	10%	13%	9%	13%	5%	17%	9%	21%	10%	11%	11%	7%	7%	7%	14%	19%	24%	6%			
Negative impact (NET)	716	344	358	60	83	123	151	299	143	274	299	90	189	200	238	176	196	169	77	37	61	404	312	469	247	255	481	72	631	434	195	87	149	258	145	164	175	541			
	66%	66%	67%	49%	41%	63%	76%	83%	44%	70%	83%	43%	57%	79%	82%	70%	69%	68%	50%	72%	66%	66%	67%	64%	70%	66%	67%	56%	68%	67%	61%	77%	72%	76%	65%	13%	51%	74%			
Don't know	100	31	68	14	31	37	16	21	45	34	21	29	35	19	17	26	29	19	10	10	6	56	44	61	39	25	75	9	92	44	46	10	23	29	16	33	26	74			
	9%	6%	13%	11%	16%	9%	8%	6%	14%	9%	6%	14%	11%	8%	6%	10%	10%	8%	7%	20%	7%	9%	10%	8%	11%	7%	11%	7%	10%	7%	14%	9%	11%	8%	7%	11%	8%	10%			

Proportions/Mean: Columns Totalled (5% risk level) - a/b - c/d/h/I/g - h/I/j - k/l/m/n - o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D/E - F/G/H/I - J/K
Overlap formulae used. * small base

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Table 9

QT2_2 - 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 UK economy

Base: All adults aged 18-75 in Great Britain

	TOTAL	GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE		INCOME				SPECIAL RELATIONSHIP BETWEEN US AND BRITAIN	
		CONSERVATIVE (a)	LABOUR (b)	LIBERAL DEMOCRATS (c)	REFORM UK (d)	OTHER (e)	REMAIN (f)	LEAVE (g)	UP TO £19999 (h)	£20000-£34999 (i)	£35000-£54999 (j)	£55000+ (k)	AGREE (n)	DISAGREE (o)
UNWEIGHTED BASE	1080	159	349	104	103	101	447	315	199	257	256	283	335	429
WEIGHTED BASE	1080	165	332	100*	114*	91*	417	335	195	273	266	259	327	428
A very positive impact	38 4%	6 4%	13 4%	7 7% d	1 1%	4 4%	17 4%	9 3%	6 3%	5 2%	8 3%	16 6% i	31 9% o	1 *
A slightly positive impact	88 8%	10 6%	30 9%	9 9%	10 9%	6 7%	29 7%	22 7%	9 4%	22 8%	26 10%	30 11% h	51 16% o	10 2%
They won't make any difference	138 13%	16 9%	37 11%	8 8%	22 19% ac	10 11%	41 10%	43 13%	29 15% i	22 8%	37 14% i	38 15% i	47 14% o	21 5%
A slightly negative impact	440 41%	84 51% cd	153 46% cd	32 32%	38 34%	37 40%	176 42%	157 47%	73 37%	105 38%	125 47%	105 40%	135 41%	210 49%
A very negative impact	277 26%	43 26%	78 24%	39 39% b	36 31%	32 35% b	139 33% g	80 24%	63 32% jk	81 30% jk	55 21%	51 20%	48 15% n	171 40%
Positive impact (NET)	126 12%	16 10%	42 13%	16 16%	11 10%	10 11%	46 11%	32 9%	15 7%	27 10%	34 13%	46 18% hi	82 25% o	11 3%
Negative impact (NET)	716 66%	128 77%	232 70%	71 70%	74 65%	69 76%	315 75%	238 71%	136 69%	186 68%	179 67%	156 60%	183 56%	381 89% n
Don't know	100 9%	5 3%	21 6%	5 5%	7 6%	2 2%	15 4%	23 7%	16 8%	38 14% jk	16 6%	19 7%	16 5%	15 3%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e - f/g - h/i/j/k - l/m - n/o

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 10
Q12_3 - 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 US economy
Base: All adults aged 18-75 in Great Britain

		GENDER			AGE					AGE					GENERATION					REGION						SOCIAL GRADE		WORKING STATUS		EDUCATION		ETHNICITY		MARITAL STATUS			NUMBER IN HOUSEHOLD				CHILDREN IN HOUSEHOLD	
		TOTAL	MAN	WOMAN	18-24	25-34	35-44	45-54	55-75	18-34	35-44	55-75	GEN Z	MILLENNIALS	GEN X	BOOMER	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ABCI	C2DE	WORKING	NOT WORKING	GRADUATES	NON GRADUATES	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	MARRIED / LIVING AS	SINGLE	WID/ DIV/ SEP	1	2	3	4+	YES	NO			
UNWEIGHTED BASE	1000	517	536	127	204	193	210	184	186	531	403	386	207	336	273	264	258	283	239	155	51	94	649	631	680	390	569	511	144	919	645	137	108	220	320	221	314	563	717			
WEIGHTED BASE	1300	725	735	194	291	173	195	172	175	725	593	582	228	329	253	291	727	213	217	133	52	79	114	675	723	112	377	653	123	131	675	122	112	207	310	274	173	547	713			
A very positive impact	70	46	23	15	25	11	8	11	40	19	13	27	24	12	7	13	13	15	24	-	6	49	21	58	13	37	53	17	53	50	19	2	9	10	20	32	46	25				
	7%	9%	4%	12%	12%	5%	4%	3%	12%	5%	3%	13%	7%	5%	3%	5%	5%	6%	16%	-	6%	8%	4%	8%	4%	10%	5%	14%	6%	8%	6%	2%	4%	3%	9%	10%	13%	3%				
		b		fr		efr			g			mn	n				46	37	27	40	4	16	303	67	149	51	76	94	31	138	108	43	18	21	45	27	77	83	87			
A slightly positive impact	170	95	73	33	45	36	15	41	78	51	41	50	68	18	34	46	38	13%	11%	26%	7%	17%	17%	14%	16%	14%	20%	14%	24%	15%	17%	14%	16%	10%	13%	12%	25%	24%	12%			
	16%	18%	14%	26%	22%	19%	7%	11%	24%	13%	11%	24%	21%	7%	12%	18%	13%	11%	26%	7%	17%	17%	14%	16%	14%	20%	14%	24%	15%	17%	14%	16%	10%	13%	12%	25%	24%	12%				
		h		fr	fr	fr			h			mn	mn			q			965																							
They won't make any difference	117	49	63	16	29	20	24	28	45	44	28	32	36	26	23	29	31	22	20	3	12	51	65	90	26	31	86	18	96	82	23	12	19	30	29	39	59	58				
	11%	9%	12%	13%	14%	10%	12%	8%	14%	11%	8%	15%	11%	10%	8%	12%	11%	9%	13%	6%	13%	8%	14%	12%	8%	8%	12%	14%	10%	13%	7%	11%	9%	9%	13%	13%	17%	8%				
				e					j			o																														
A slightly negative impact	248	106	140	25	21	48	57	96	47	105	96	32	67	68	81	49	67	73	28	18	12	128	120	161	87	85	163	31	216	150	72	26	46	86	55	61	66	182				
	23%	20%	26%	21%	11%	25%	29%	26%	14%	27%	26%	16%	20%	27%	28%	20%	23%	30%	19%	30%	13%	21%	26%	22%	25%	22%	23%	24%	23%	22%	23%	22%	25%	25%	20%	26%	19%	25%				
				d		d	d	d		h	h			k	k				001																							
A very negative impact	343	187	150	22	52	55	65	150	73	84	120	50	91	91	121	84	84	97	82	25	18	37	218	126	216	128	124	219	25	309	199	107	38	77	125	73	68	67	276			
	32%	30%	28%	18%	26%	28%	33%	41%	33%	31%	41%	19%	28%	36%	42%	33%	33%	34%	33%	17%	34%	41%	35%	27%	30%	36%	32%	37%	19%	33%	31%	33%	34%	37%	37%	33%	32%	19%	38%			
		b				c		cde		h	hi			k	l		r	r	r		r	r		v		w																
Positive impact (NET)	240	141	96	48	70	47	23	52	118	70	52	76	92	31	41	59	50	41	65	4	22	152	88	177	63	114	127	49	191	158	62	20	31	54	47	108	129	111				
	22%	27%	18%	19%	35%	24%	12%	14%	30%	18%	14%	37%	28%	12%	14%	23%	18%	17%	42%	7%	24%	25%	13%	24%	18%	29%	18%	38%	20%	24%	19%	18%	13%	16%	21%	31%	37%	15%				
				efe		efe	fe		h			mn	mn			s			00001		s	v		x		w																
Negative impact (NET)	591	293	230	47	73	104	122	246	120	225	246	73	138	159	202	133	164	155	84	36	50	345	246	376	215	209	382	56	325	348	179	64	123	211	128	129	113	468				
	55%	56%	54%	38%	36%	53%	61%	68%	37%	57%	68%	35%	48%	63%	69%	53%	58%	63%	35%	69%	54%	56%	53%	52%	61%	54%	55%	43%	56%	54%	56%	57%	59%	62%	57%	42%	38%	62%				
				cd		cd	cde		h	hi		k	l	l		r	r	or	r	r	r		w		w																	
Don't know	132	42	89	13	29	24	29	36	42	44	36	28	42	38	25	32	38	29	15	9	9	65	67	84	48	33	99	7	124	57	58	17	34	46	21	32	26	306				
	12%	8%	16%	10%	15%	13%	15%	10%	13%	14%	10%	13%	13%	13%	15%	9%	13%	13%	12%	10%	18%	10%	11%	14%	12%	14%	9%	14%	5%	13%	9%	18%	15%	16%	13%	9%	10%	7%	14%			
				a																							y		A		C		H									

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/h/i/k - h/i/j - k/l/m/n - o/p/q/r/s - u/v - w/z - A/B - C/D/E - F/G/H/I - J/K
Overlap formulae used. * small base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



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Table 11

QT2_3 - 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 US economy

Base: All adults aged 18-75 in Great Britain

	TOTAL	GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE		INCOME				SPECIAL RELATIONSHIP BETWEEN US AND BRITAIN	
		CONSERVATIVE (a)	LABOUR (b)	LIBERAL DEMOCRATS (c)	REFORM UK (d)	OTHER (e)	REMAIN (f)	LEAVE (g)	UP TO £19999 (h)	£20000-£34999 (i)	£35000-£54999 (j)	£55000+ (k)	AGREE (n)	DISAGREE (o)
UNWEIGHTED BASE	1080	159	349	104	103	101	447	315	199	257	256	283	335	429
WEIGHTED BASE	1080	165	332	100*	114*	91*	417	335	195	273	266	259	327	428
A very positive impact	70 7%	10 6%	26 8%	12 12%	9 8%	5 5%	29 7%	25 7%	10 5%	14 5%	17 6%	27 11%	49 15%	9 2%
A slightly positive impact	170 16%	22 13%	48 14%	11 11%	32 28% abc	14 15%	58 14%	50 15%	23 12%	39 14%	38 14%	57 22% hi	96 29% o	30 7%
They won't make any difference	117 11%	17 10%	27 8%	8 8%	11 10%	11 12%	34 8%	36 11%	19 10%	29 11%	36 14%	27 11%	31 9%	30 7%
A slightly negative impact	248 23%	41 25%	88 27% e	23 23%	35 30% e	12 14%	92 22%	92 28%	54 28%	60 22%	60 23%	59 23%	70 21%	107 25%
A very negative impact	343 32%	61 37% d	117 35% d	38 38% d	16 14%	42 47% d	179 43% g	95 28%	60 31%	86 32%	100 37% k	62 24%	64 20%	223 52% n
Positive impact (NET)	240 22%	32 19%	74 22%	23 22%	41 36% abe	19 21%	87 21%	75 22%	33 17%	53 19%	55 21%	84 33% hij	144 44% o	38 9%
Negative impact (NET)	591 55%	102 62% d	205 62% d	60 60%	51 45%	55 60%	271 65% g	188 56%	114 58% k	147 54% k	160 60% k	120 46%	134 41%	330 77% n
Don't know	132 12%	14 9%	26 8%	9 9%	11 10%	6 7%	25 6%	37 11% f	29 15% j	44 16% j	15 5%	27 11%	18 5%	29 7%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g - h/i/j/k - l/m - n/o
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 12
Q12. 4 - Do you think these tariffs will have a positive or negative impact on each of the following, or will they not make any difference? - Your personal financial situation
Base: All adults aged 18-75 in Great Britain

	GENDER			AGE					AGE					GENERATION					REGION					SOCIAL GRADE		WORKING STATUS		EDUCATION		ETHNICITY		MARITAL STATUS			NUMBER IN HOUSEHOLD				CHILDREN IN HOUSEHOLD	
	TOTAL	MAN (a)	WOMAN (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	18-34 (h)	35-54 (i)	55-75 (j)	GEN Z (k)	MILLENNIALS (l)	GEN X (m)	BABY BOOMER (n)	NORTH (o)	MIDLANDS (p)	SOUTH (q)	LONDON (r)	WALES (s)	SCOTLAND (t)	ABCE (u)	C2DE (v)	WORKING (w)	NOT WORKING (x)	GRADUATES (y)	NON GRADUATES (z)	ETHNIC MINORITY GROUP (aa)	WHITE ETHNIC GROUP (ab)	MARRIED / DIVORCED (ac)	SINGLE (ad)	WID/ DIV/ SEP (ae)	1 (af)	2 (ag)	3 (ah)	4+ (ai)	YES (aj)	NO (ak)		
UNWEIGHTED BASE	1080	517	566	127	204	189	210	345	511	403	386	207	316	273	364	258	283	239	155	51	94	649	431	686	393	569	511	144	919	646	137	108	220	320	221	314	563	717		
WEIGHTED BASE	1383	721	662	154	221	195	195	363	725	551	382	228	329	263	291	252	283	247	153	52	92	714	470	721	352	537	653	121	118	676	127	112	207	341	224	320	517	713		
A very positive impact	38	27	51	10	16	7	3	6	26	10	4	21	13	4	2	4	3	11	18	-	3	28	11	25	6	23	17	13	28	22	17	-	5	3	10	21	27	12		
	4%	5%	2%	8%	8%	4%	1%	1%	8%	2%	1%	10%	4%	1%	1%	2%	1%	4%	12%	-	3%	5%	2%	5%	2%	6%	2%	9%	3%	3%	5%	-	2%	1%	4%	7%	8%	2%		
	b	b	b	fg	fg				g			imm	n					g	0005			y		z																
A slightly positive impact	78	58	19	26	31	15	3	4	66	18	4	37	35	4	3	15	17	13	22	1	10	54	24	67	11	39	39	17	62	52	23	4	4	17	16	41	50	29		
	7%	11%	4%	21%	15%	8%	1%	1%	17%	5%	1%	18%	11%	2%	1%	6%	6%	5%	14%	2%	11%	9%	5%	9%	3%	10%	6%	13%	7%	8%	7%	3%	2%	5%	7%	13%	14%	4%		
	b	b		efg	efg	bc			h	i		imm	mn					0006						x		z														
They won't make any difference	342	161	179	31	65	63	63	120	96	126	120	60	103	88	91	78	103	76	46	13	26	175	167	232	110	106	236	42	298	217	89	36	59	106	75	101	122	220		
	32%	31%	33%	25%	32%	32%	32%	33%	30%	32%	33%	29%	31%	35%	31%	31%	36%	31%	30%	25%	28%	29%	36%	32%	31%	27%	34%	32%	32%	28%	32%	29%	31%	34%	33%	35%	30%			
A slightly negative impact	311	153	153	26	39	52	59	134	65	111	134	39	86	69	116	74	79	76	37	15	29	184	127	204	107	120	191	26	280	189	83	38	71	112	61	67	75	235		
	29%	29%	28%	21%	20%	27%	30%	27%	20%	28%	37%	19%	26%	27%	40%	29%	28%	31%	24%	30%	32%	30%	27%	28%	30%	31%	28%	20%	30%	29%	26%	34%	14%	13%	27%	22%	22%	13%		
A very negative impact	132	70	57	14	17	21	29	50	31	50	50	20	32	44	35	39	30	29	12	13	9	81	50	83	49	53	78	18	109	81	38	13	29	50	29	24	31	101		
	12%	13%	11%	12%	8%	11%	13%	14%	10%	13%	14%	10%	10%	17%	12%	16%	11%	12%	8%	24%	10%	13%	11%	11%	14%	14%	11%	14%	12%	12%	12%	11%	14%	13%	8%	9%	14%			
Positive impact (NET)	118	65	32	36	47	22	6	8	82	28	8	57	48	7	5	19	20	24	40	1	13	82	36	100	17	62	56	28	90	74	40	4	9	20	26	63	77	40		
	11%	10%	6%	29%	23%	13%	3%	2%	21%	7%	2%	28%	15%	3%	2%	8%	7%	10%	26%	2%	14%	13%	8%	14%	5%	16%	8%	21%	10%	11%	12%	3%	4%	6%	12%	20%	22%	6%		
		b		efg	efg	fg			h	i		imm	mn						0008			x		x		z		h		e	f				fg	fggh	k			
Negative impact (NET)	442	223	210	40	56	73	88	184	96	162	184	59	118	114	126	113	109	105	49	28	38	263	177	287	156	173	270	44	389	270	122	51	100	181	90	91	106	336		
	41%	42%	39%	32%	28%	38%	44%	51%	30%	41%	51%	28%	36%	45%	52%	45%	39%	43%	32%	54%	41%	43%	38%	39%	44%	45%	39%	34%	42%	42%	38%	45%	48%	47%	40%	29%	31%	46%		
							d	cde	h	h	h	i		kl	kl					r																				
Don't know	178	57	117	17	33	37	41	50	50	78	50	32	59	44	43	42	51	43	19	10	15	82	86	109	69	46	132	16	157	85	70	22	39	54	32	53	41	117		
	16%	11%	22%	14%	16%	19%	21%	14%	15%	17%	15%	15%	18%	17%	15%	16%	18%	17%	12%	19%	16%	15%	19%	13%	20%	12%	19%	12%	13%	22%	20%	19%	16%	14%	17%	12%	19%			

Proportions/Mean: Columns Tested (5% risk level) -a/b - c/d/h/I/g - h/I/d - k/l/m/n - o/p/q/r/h/z - u/v - w/x - y/z - A/B - C/D/E - F/G/H/I - J/K
Overlap formulae used. * small base

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Table 13

QT2_4 - Do you think these tariffs will have a positive or negative impact on each of the following, or will they not make any difference? - Your personal financial situation

Base: All adults aged 18-75 in Great Britain

	TOTAL	GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE		INCOME				SPECIAL RELATIONSHIP BETWEEN US AND BRITAIN	
		CONSERVATIVE (a)	LABOUR (b)	LIBERAL DEMOCRATS (c)	REFORM UK (d)	OTHER (e)	REMAIN (f)	LEAVE (g)	UP TO £19999 (h)	£20000-£34999 (i)	£35000-£54999 (j)	£55000+ (k)	AGREE (n)	DISAGREE (o)
UNWEIGHTED BASE	1080	159	349	104	103	101	447	315	199	257	256	283	335	429
WEIGHTED BASE	1080	165	332	100*	114*	91*	417	335	195	273	266	259	327	428
A very positive impact	39 4%	6 4%	18 5%	5 5%	6 5%	* *	19 5%	6 2%	8 4%	4 2%	9 4%	18 7% i	30 9% o	1 *
A slightly positive impact	78 7%	9 5%	26 8%	11 11%	8 7%	8 9%	33 8%	17 5%	9 5%	10 4%	22 8%	34 13% hi	50 15% o	12 3%
They won't make any difference	342 32%	54 33%	97 29%	22 22%	53 47% abc	30 33%	114 27%	125 37% f	67 34%	81 30%	94 35%	78 30%	105 32%	133 31%
A slightly negative impact	311 29%	61 37% d	102 31% d	38 38% d	17 15% d	28 31% d	146 35%	100 30%	54 28%	85 31%	72 27%	73 28%	87 27%	157 37% n
A very negative impact	132 12%	19 11%	37 11%	9 9%	15 13%	14 15%	58 14%	32 10%	30 15%	31 11%	38 14%	23 9%	23 7%	75 18% n
Positive impact (NET)	118 11%	15 9%	44 13%	16 16%	14 12%	9 10%	52 12% g	23 7%	17 9%	15 5%	32 12% i	52 20% hij	80 24% o	13 3%
Negative impact (NET)	442 41%	79 48% d	138 42% d	47 47% d	32 28%	42 46% d	204 49% g	132 39%	84 43%	116 42%	110 41%	96 37%	110 34%	232 54% n
Don't know	178 16%	17 10%	52 16%	15 15%	15 13%	10 11%	47 11%	55 16%	28 14%	61 22% jk	30 11%	34 13%	32 10%	50 12%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e - f/g - h/i/j/k - l/m - n/o

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 14
Q12_5 - 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 relationship between the UK and the US
Base: All adults aged 18-75 in Great Britain

	GENDER			AGE					AGE					GENERATION					REGION					SOCIAL GRADE		WORKING STATUS		EDUCATION		ETHNICITY		MARITAL STATUS			NUMBER IN HOUSEHOLD					CHILDREN IN HOUSEHOLD	
	TOTAL	MAN (a)	WOMAN (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	18-34 (h)	35-54 (i)	55-75 (j)	GEN Z (k)	MILLENNIALS (l)	GEN X (m)	BABY BOOMER (n)	NORTH (o)	MIDLANDS (p)	SOUTH (q)	LONDON (r)	WALES (s)	SCOTLAND (t)	ABCE (u)	C2DE (v)	WORKING (w)	NOT WORKING (x)	GRADUATES (y)	NON GRADUATES (z)	ETHNIC MINORITY GROUPS (aa)	WHITE ETHNIC GROUP (ab)	MARRIED / LIVING AS (ac)	SINGLE (ad)	WID/ DIV/ SEP (ae)	1 (af)	2 (ag)	3 (ah)	4+ (ai)	YES (aj)	NO (ak)			
UNWEIGHTED BASE	1080	517	566	127	204	193	210	346	511	403	386	207	336	273	304	258	283	239	155	51	94	649	431	686	393	569	511	144	919	646	127	108	220	325	221	314	563	717			
WEIGHTED BASE	1080	515	565	126	201	192	199	372	525	393	382	208	329	263	291	521	381	247	153	52	92	646	435	721	372	553	123	916	646	127	112	217	341	224	317	547	713				
A very positive impact	57	39	39	7	20	12	5	13	27	17	13	20	20	5	12	8	9	13	21	3	7	42	16	42	15	27	30	12	45	32	22	4	12	7	11	27	29	28			
	5%	7%	3%	6%	10%	6%	2%	4%	8%	4%	4%	9%	6%	2%	4%	3%	3%	5%	14%	1%	7%	7%	3%	6%	4%	7%	4%	10%	5%	5%	7%	3%	6%	2%	5%	9%	8%	4%			
A slightly positive impact	88	56	31	16	35	20	8	9	51	28	9	29	43	8	8	23	30	20	26	2	7	58	31	77	12	44	44	19	69	64	20	4	4	17	25	43	56	32			
	8%	11%	6%	13%	18%	10%	4%	2%	16%	7%	2%	14%	13%	3%	3%	9%	4%	8%	17%	4%	8%	9%	7%	11%	3%	11%	6%	15%	7%	10%	6%	3%	2%	5%	11%	14%	16%	4%			
They won't make any difference	159	79	76	33	27	26	37	36	60	63	36	44	42	43	30	38	48	29	29	6	8	76	84	107	52	51	108	28	129	101	46	12	25	46	35	53	69	90			
	15%	15%	14%	27%	14%	13%	19%	10%	19%	16%	10%	21%	13%	17%	10%	15%	17%	12%	19%	12%	9%	12%	18%	15%	15%	13%	16%	22%	14%	16%	14%	11%	12%	13%	16%	17%	20%	12%			
A slightly negative impact	409	193	210	39	56	75	75	165	95	149	165	59	117	95	138	95	123	101	34	24	32	218	191	259	150	142	267	35	370	246	117	46	85	143	72	109	108	301			
	38%	37%	39%	32%	28%	38%	28%	46%	29%	38%	46%	28%	36%	37%	48%	38%	43%	41%	22%	47%	34%	36%	41%	36%	43%	37%	39%	27%	40%	38%	37%	41%	41%	42%	32%	35%	31%	41%			
A very negative impact	270	126	140	16	33	47	59	115	49	106	115	28	74	82	85	62	66	67	33	10	32	173	97	180	87	99	171	24	236	159	74	37	60	100	61	49	59	210			
	25%	24%	26%	13%	17%	24%	30%	32%	15%	27%	32%	14%	23%	32%	29%	25%	23%	27%	22%	19%	34%	28%	21%	23%	25%	26%	23%	19%	25%	23%	23%	33%	29%	29%	27%	16%	17%	29%			
Positive impact (NET)	145	94	50	23	56	32	13	22	78	45	22	49	64	13	20	30	39	33	47	3	14	99	46	119	27	71	74	31	114	96	42	7	17	24	35	69	85	60			
	13%	18%	9%	18%	28%	17%	6%	6%	24%	11%	6%	23%	19%	5%	7%	12%	7%	13%	31%	5%	15%	10%	10%	16%	8%	18%	11%	24%	12%	11%	13%	7%	8%	7%	16%	23%	25%	8%			
Negative impact (NET)	679	319	350	55	89	122	134	280	144	255	280	87	191	177	224	158	189	168	67	34	63	391	238	440	239	241	438	59	606	405	191	83	144	240	131	158	167	511			
	63%	61%	66%	44%	44%	62%	67%	77%	44%	65%	77%	42%	58%	70%	77%	62%	67%	68%	44%	66%	69%	64%	62%	60%	68%	62%	63%	46%	60%	63%	60%	74%	70%	71%	60%	51%	48%	70%			
Don't know	96	32	62	13	29	25	15	24	42	30	24	28	31	19	18	26	27	18	10	9	7	48	49	62	34	24	72	10	86	44	42	10	21	28	20	27	25	71			
	9%	6%	12%	11%	14%	8%	8%	7%	13%	8%	7%	14%	9%	8%	6%	10%	9%	7%	7%	7%	17%	8%	8%	9%	10%	6%	10%	8%	9%	7%	13%	9%	10%	8%	9%	9%	7%	10%			

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/h/I/g - k/l/j - n/m/n - o/p/q/r/h/t - u/v - w/x - y/z - A/B - C/D/E - F/G/H/I - J/K
Overlap formula used. * small base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



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Table 15

QT2_5 - 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 relationship between the UK and the US

Base: All adults aged 18-75 in Great Britain

	TOTAL	GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE		INCOME				SPECIAL RELATIONSHIP BETWEEN US AND BRITAIN	
		CONSERVATIVE (a)	LABOUR (b)	LIBERAL DEMOCRATS (c)	REFORM UK (d)	OTHER (e)	REMAIN (f)	LEAVE (g)	UP TO £19999 (h)	£20000-£34999 (i)	£35000-£54999 (j)	£55000+ (k)	AGREE (n)	DISAGREE (o)
UNWEIGHTED BASE	1080	159	349	104	103	101	447	315	199	257	256	283	335	429
WEIGHTED BASE	1080	165	332	100*	114*	91*	417	335	195	273	266	259	327	428
A very positive impact	57 5%	8 5%	21 6%	7 7%	12 10%	2 2%	25 6%	23 7%	9 5%	8 3%	15 6%	22 i	45 14% o	1 *
A slightly positive impact	88 8%	8 5%	34 10%	7 7%	10 9%	4 5%	27 6%	24 7%	13 7%	15 5%	30 i	26 10%	56 17% o	7 2%
They won't make any difference	159 15%	23 14%	44 13%	11 11%	23 20%	12 14%	54 13%	44 13%	32 16%	31 11%	37 14%	48 18% i	69 21% o	26 6%
A slightly negative impact	409 38%	80 48% bd	123 37%	40 40%	36 31%	36 39%	157 38%	142 42%	85 43%	107 39%	98 37%	92 35%	117 36%	186 43%
A very negative impact	270 25%	36 22%	93 28%	31 31%	22 19%	35 39% ad	143 34% g	79 24%	39 20%	83 31% hk	68 26%	52 20%	29 9% o	197 46% n
Positive impact (NET)	145 13%	16 10%	55 17% e	14 14%	21 19% e	6 7%	51 12%	47 14%	22 11%	23 8%	45 17% i	47 18% i	101 31% o	7 2%
Negative impact (NET)	679 63%	116 70% d	216 65% d	72 71% d	58 51%	71 78% bd	300 72%	221 66%	124 64%	191 70% k	166 62%	143 55%	146 45%	383 90% n
Don't know	96 9%	10 6%	16 5%	4 4%	11 10% e	1 1%	13 3%	23 7% f	17 9%	29 11%	18 7%	21 8%	12 4%	11 3%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e - f/g - h/i/j/k - l/m - n/o

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



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Table 16

QT3 - 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? - Summary table

Base: All adults aged 18-75 in Great Britain

	Donald Trump	Keir Starmer	The UK government	The European Union
UNWEIGHTED BASE	1080	1080	1080	1080
WEIGHTED BASE	1080	1080	1080	1080
A very good job	70 6%	73 7%	69 6%	60 6%
A fairly good job	120 11%	198 18%	211 20%	195 18%
Neither a good nor bad job	120 11%	256 24%	274 25%	339 31%
A fairly bad job	181 17%	189 17%	197 18%	151 14%
A very bad job	501 46%	225 21%	183 17%	134 12%
Good job (NET)	189 18%	270 25%	280 26%	256 24%
Bad job (NET)	682 63%	414 38%	380 35%	285 26%
Don't know	89 8%	139 13%	147 14%	200 19%

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



Table 17
Q73. 1 - 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? - Donald Trump
Base: All adults aged 18-75 in Great Britain

		GENDER			AGE				AGE				GENERATION				REGION						SOCIAL GRADE		WORKING STATUS		EDUCATION		ETHNICITY		MARITAL STATUS			NUMBER IN HOUSEHOLD				CHILDREN IN HOUSEHOLD	
		TOTAL	MAN (a)	WOMAN (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	18-34 (h)	35-54 (i)	55-75 (j)	GEN Z (k)	MILLENNIALS (l)	GEN X (m)	BOOMER (n)	NORTH (o)	MIDLANDS (p)	SOUTH (q)	LONDON (r)	WALES (s)	SCOTLAND (t)	ABCI (u)	C2DE (v)	WORKING (w)	NOT WORKING (x)	GRADUATES (y)	NON GRADUATES (z)	ETHNIC MINORITY GROUPS (aa)	WHITE ETHNIC GROUP (ab)	MARRIED (ac)	SINGLE (ad)	WID/ DIV/ SEP (ae)	1 (af)	2 (ag)	3 (ah)	4+ (ai)	YES (aj)	NO (ak)
UNWEIGHTED BASE	1000	517	540	127	204	193	210	345	511	403	386	207	336	273	264	258	283	239	155	31	34	649	431	690	390	569	511	144	919	646	137	108	220	320	221	314	563	717	
WEIGHTED BASE	1300	515	515	124	201	193	199	372	515	393	382	208	329	253	351	551	372	251	217	153	32	33	614	475	723	372	553	323	131	916	676	127	111	217	341	224	317	547	713
A very good job	70	51	58	13	23	15	7	12	36	21	12	26	24	11	8	14	14	12	24	3	5	40	29	59	11	36	34	14	56	45	21	3	10	12	17	31	43	27	
	6%	10%	3%	10%	12%	7%	3%	3%	11%	5%	3%	13%	7%	4%	3%	5%	5%	5%	16%	1%	6%	7%	6%	8%	3%	9%	5%	11%	6%	7%	7%	3%	5%	3%	8%	10%	12%	4%	
A fair/wood job	120	69	51	20	39	18	16	27	59	34	27	38	39	18	24	20	30	19	37	2	11	76	44	84	35	50	69	21	97	84	26	9	12	33	25	50	59	61	
	11%	13%	9%	16%	19%	9%	8%	7%	18%	9%	7%	18%	12%	7%	8%	8%	11%	8%	24%	4%	12%	12%	9%	12%	10%	13%	10%	16%	10%	13%	8%	8%	6%	10%	11%	16%	17%	8%	
Neither a good nor bad job	120	64	54	21	24	27	20	27	46	47	27	29	45	22	24	26	36	28	15	6	9	59	61	89	31	41	79	18	98	68	41	11	27	35	22	36	42	77	
	11%	12%	10%	17%	12%	14%	10%	7%	14%	12%	7%	14%	14%	9%	8%	10%	13%	11%	10%	12%	10%	10%	10%	13%	9%	11%	11%	14%	11%	11%	13%	10%	13%	10%	10%	12%	12%	11%	
A fairly bad job	181	84	96	17	19	45	31	69	36	76	69	26	59	41	56	43	49	50	22	5	12	95	86	117	64	64	117	27	153	104	53	24	34	59	39	49	62	119	
	17%	16%	18%	13%	10%	23%	16%	19%	11%	19%	19%	12%	18%	16%	19%	17%	17%	20%	14%	9%	13%	15%	18%	16%	18%	16%	16%	21%	16%	16%	16%	21%	16%	17%	18%	16%	18%	16%	
A very bad job	501	231	256	39	67	74	111	209	106	185	209	64	126	143	168	126	132	118	42	32	50	296	204	321	180	174	327	45	447	302	142	57	103	180	105	112	115	386	
	40%	44%	48%	31%	34%	50%	38%	33%	19%	47%	50%	31%	38%	57%	58%	10%	47%	48%	28%	62%	54%	48%	48%	44%	44%	51%	45%	47%	35%	48%	47%	44%	51%	50%	53%	47%	36%	33%	13%
Good job (NET)	189	120	68	33	62	33	23	39	95	56	39	65	63	29	33	34	44	31	61	3	17	116	73	143	46	86	103	35	153	130	47	13	22	45	42	81	102	88	
	18%	23%	13%	27%	31%	17%	12%	11%	29%	14%	11%	31%	19%	12%	11%	13%	15%	13%	40%	5%	18%	19%	16%	20%	13%	22%	15%	27%	16%	20%	15%	11%	11%	13%	19%	20%	12%		
Bad job (NET)	682	316	353	55	87	119	142	278	142	261	278	90	185	184	224	170	182	168	64	37	62	391	290	439	243	238	444	71	401	406	195	81	137	239	144	161	177	505	
	63%	60%	66%	45%	43%	63%	72%	77%	44%	66%	77%	43%	56%	73%	77%	67%	64%	68%	42%	71%	67%	64%	62%	60%	69%	61%	64%	55%	64%	63%	61%	72%	66%	70%	64%	52%	51%	69%	
Don't know	89	25	63	14	28	26	13	18	42	29	18	25	35	18	11	23	22	20	13	7	5	48	41	58	32	23	67	6	82	42	39	8	20	22	17	30	26	64	
	8%	5%	12%	12%	14%	8%	7%	5%	13%	7%	5%	12%	11%	7%	4%	9%	8%	8%	8%	13%	5%	8%	8%	9%	8%	9%	6%	10%	4%	9%	7%	12%	7%	10%	7%	7%	10%	7%	9%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/h/i/j/k - h/i/j - k/l/m/n - o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D/E - F/G/H/I - J/K
Overlap formulae used. * small base

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Table 18

QT3_1 - 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? - Donald Trump

Base: All adults aged 18-75 in Great Britain

		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE		INCOME				SPECIAL RELATIONSHIP BETWEEN US AND BRITAIN	
		CONSERVATIVE (a)	LABOUR (b)	LIBERAL DEMOCRATS (c)	REFORM UK (d)	OTHER (e)	REMAIN (f)	LEAVE (g)	UP TO £19999 (h)	£20000-£34999 (i)	£35000-£54999 (j)	£55000+ (k)	AGREE (n)	DISAGREE (o)
UNWEIGHTED BASE	1080	159	349	104	103	101	447	315	199	257	256	283	335	429
WEIGHTED BASE	1080	165	332	100*	114*	91*	417	335	195	273	266	259	327	428
A very good job	70 6%	15 9%	15 4%	8 8%	17 15%	4 4%	24 6%	23 7%	9 5%	13 5%	11 4%	36 14%	43 13%	8 2%
A fairly good job	120 11%	22 13%	30 9%	8 8%	25 22%	7 8%	38 9%	45 13%	21 11%	24 9%	27 10%	36 14%	74 23%	15 3%
Neither a good nor bad job	120 11%	15 9%	29 9%	11 11%	16 14%	10 12%	21 5%	43 13%	30 15%	24 9%	33 12%	29 11%	48 15%	15 3%
A fairly bad job	181 17%	34 21%	51 16%	16 16%	18 16%	5 5%	67 16%	55 16%	32 16%	41 15%	54 20%	40 15%	64 20%	70 16%
A very bad job	501 46%	72 43%	193 58%	55 55%	27 24%	63 69%	255 61%	151 45%	90 46%	147 54%	126 47%	96 37%	83 25%	311 73%
Good job (NET)	189 18%	36 22%	44 13%	16 16%	42 37%	11 12%	62 15%	68 20%	30 15%	37 14%	38 14%	72 28%	116 36%	22 5%
Bad job (NET)	682 63%	106 64%	244 74%	71 71%	45 39%	67 74%	322 77%	206 61%	122 62%	187 69%	179 67%	136 52%	147 45%	381 89%
Don't know	89 8%	8 5%	14 4%	2 2%	11 10%	2 2%	13 3%	18 5%	13 7%	25 9%	16 6%	22 9%	16 5%	9 2%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g - h/i/j/k - l/m - n/o
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 19
Q73_2 - 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? - Karl Starmer
Base: All adults aged 18-75 in Great Britain

		GENDER		AGE					AGE					GENERATION					REGION					SOCIAL GRADE		WORKING STATUS		EDUCATION		ETHNICITY		MARITAL STATUS			NUMBER IN HOUSEHOLD				CHILDREN IN HOUSEHOLD	
		TOTAL	MAN	WOMAN	18-24	25-34	35-44	45-54	55-75	18-34	35-54	55-75	GEN Z	MILLENNIALS	GEN X	BOOMER	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ABCI	C2DE	WORKING	NOT WORKING	GRADUATES	NON GRADUATES	ETHNIC MINORITY	WHITE ETHNIC GROUP	MARRIED / LIVING AS	SINGLE	WID/ DIV/ SEP	1	2	3	4+	YES	NO	
UNWEIGHTED BASE	1080	517	566	137	208	183	210	346	511	403	386	207	338	273	364	518	168	189	161	177	161	87	649	431	680	390	569	511	144	919	646	137	108	220	320	221	314	563	717	
WEIGHTED BASE	1393	715	678	134*	201	173	172	273	715	513	512	208	329	233	271	271	271	283	287	133	52*	73*	314	476	771	317	603	321	131	876	127	112*	217	341	274	170	347	713		
A very good job	73	47	23	8	24	10	12	19	32	22	19	20	24	15	15	21	7	17	22	-	6	48	25	58	15	43	30	13	57	54	16	3	11	17	15	30	34	29		
	7%	9%	4%	7%	12%	5%	6%	5%	10%	6%	5%	9%	7%	6%	5%	8%	2%	7%	14%	-	7%	8%	5%	8%	4%	11%	4%	10%	6%	8%	5%	2%	5%	5%	7%	10%	10%	5%		
		b																																						
A fairly good job	198	113	83	26	44	30	29	68	70	59	68	47	56	40	55	45	59	42	29	6	15	130	68	149	49	95	102	31	164	121	57	20	43	45	35	74	80	118		
	18%	22%	15%	21%	22%	15%	15%	19%	22%	15%	19%	22%	17%	16%	19%	18%	21%	17%	19%	12%	17%	21%	15%	20%	14%	25%	15%	24%	18%	19%	18%	18%	21%	13%	16%	24%	23%	16%		
		b																																						
Neither a good nor bad job	256	117	135	31	45	43	39	99	75	82	99	48	71	59	78	57	62	72	31	13	22	149	107	174	83	112	144	38	218	153	74	29	57	90	54	55	75	182		
	24%	22%	25%	25%	22%	22%	20%	27%	23%	21%	27%	23%	22%	23%	27%	23%	22%	29%	21%	25%	23%	24%	23%	24%	23%	29%	21%	29%	23%	24%	23%	25%	28%	27%	24%	18%	22%	25%		
		b																																						
A fairly bad job	189	80	107	21	32	38	46	51	53	84	51	33	63	49	44	48	47	38	22	13	21	103	86	125	64	59	130	21	166	108	60	22	33	59	46	51	60	129		
	17%	15%	20%	17%	16%	20%	23%	14%	16%	21%	14%	16%	19%	20%	15%	19%	17%	15%	15%	24%	23%	17%	18%	17%	18%	15%	19%	16%	18%	17%	19%	19%	16%	17%	20%	16%	17%	18%		
A very bad job	225	126	92	17	20	37	50	101	37	87	101	28	50	64	83	50	72	44	29	14	16	105	120	128	97	42	183	17	203	141	56	28	35	93	46	51	56	169		
	21%	24%	17%	14%	10%	19%	21%	28%	11%	22%	28%	13%	19%	21%	29%	30%	23%	18%	19%	26%	17%	17%	26%	128	28%	11%	20%	13%	23%	22%	18%	25%	17%	27%	20%	17%	16%	23%		
		b																																						
Good job (NET)	270	160	106	35	68	40	42	87	102	81	87	66	80	55	70	66	66	59	52	6	22	178	93	207	63	139	132	44	222	175	73	23	54	62	50	104	113	157		
	25%	30%	20%	28%	34%	20%	21%	24%	12%	21%	24%	32%	24%	22%	24%	20%	23%	24%	34%	12%	24%	29%	20%	28%	18%	36%	19%	34%	24%	27%	23%	20%	26%	18%	22%	14%	31%	21%		
		b																																						
Bad job (NET)	414	256	199	39	52	76	95	152	30	171	152	81	113	113	127	98	119	82	52	26	37	208	206	253	181	101	313	38	368	248	116	49	68	152	91	102	115	299		
	38%	39%	37%	31%	26%	39%	48%	42%	28%	43%	42%	29%	34%	45%	44%	39%	42%	33%	34%	51%	40%	34%	44%	33%	46%	26%	45%	29%	39%	38%	36%	44%	33%	45%	41%	33%	33%	41%		
		b																																						
Don't know	139	41	98	20	37	27	22	24	57	59	24	17	24	25	16	31	37	35	18	7	12	79	40	94	45	36	104	10	227	69	58	12	27	36	29	47	43	86		
	13%	8%	18%	16%	18%	19%	11%	7%	17%	15%	7%	16%	20%	10%	6%	12%	13%	14%	12%	13%	13%	13%	13%	13%	13%	13%	9%	15%	7%	11%	18%	11%	13%	11%	13%	15%	12%	13%		
		a																																						

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/h/i/j/k - h/i/j - k/l/m/n - o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D/E - F/G/H/I - J/K
Overlap formulae used. * small base

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Table 20

QT3_2 - 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? - Keir Starmer

Base: All adults aged 18-75 in Great Britain

	TOTAL	GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE		INCOME				SPECIAL RELATIONSHIP BETWEEN US AND BRITAIN	
		CONSERVATIVE (a)	LABOUR (b)	LIBERAL DEMOCRATS (c)	REFORM UK (d)	OTHER (e)	REMAIN (f)	LEAVE (g)	UP TO £19999 (h)	£20000-£34999 (i)	£35000-£54999 (j)	£55000+ (k)	AGREE (n)	DISAGREE (o)
UNWEIGHTED BASE	1080	159	349	104	103	101	447	315	199	257	256	283	335	429
WEIGHTED BASE	1080	165	332	100*	114*	91*	417	335	195	273	266	259	327	428
A very good job	73 7%	7 4%	42 13%	7 7%	3 3%	8 9%	42 10%	15 4%	7 4%	16 6%	16 6%	33 13%	47 14%	13 3%
A fairly good job	198 18%	28 17%	94 28%	24 24%	10 9%	12 13%	103 25%	47 14%	18 9%	59 21%	58 22%	56 21%	90 28%	67 16%
Neither a good nor bad job	256 24%	37 23%	79 24%	37 37%	20 17%	14 16%	116 28%	62 19%	56 29%	46 17%	69 26%	64 25%	62 19%	114 27%
A fairly bad job	189 17%	34 21%	55 17%	12 12%	16 14%	23 26%	71 17%	59 18%	41 21%	47 17%	41 15%	44 17%	51 16%	90 21%
A very bad job	225 21%	43 26%	30 9%	13 13%	55 48%	25 28%	54 13%	116 35%	50 26%	69 25%	49 19%	32 12%	50 15%	114 27%
Good job (NET)	270 25%	35 21%	136 41%	31 31%	13 11%	20 22%	145 35%	62 18%	25 13%	74 27%	74 28%	89 34%	138 42%	80 19%
Bad job (NET)	414 38%	77 47%	85 26%	25 25%	70 62%	49 54%	125 30%	175 52%	91 47%	117 43%	90 34%	77 30%	101 31%	204 48%
Don't know	139 13%	16 9%	31 9%	7 7%	11 10%	7 8%	31 7%	36 11%	23 12%	36 13%	33 12%	29 11%	26 8%	30 7%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g - h/i/j/k - l/m - n/o
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 21
Q73_3 - 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? - The UK government
Base: All adults aged 18-75 in Great Britain

		GENDER		AGE					AGE					GENERATION					REGION					SOCIAL GRADE		WORKING STATUS		EDUCATION		ETHNICITY		MARITAL STATUS			NUMBER IN HOUSEHOLD				CHILDREN IN HOUSEHOLD			
		TOTAL	MAN	WOMAN	18-24	25-34	35-44	45-54	55-75	18-34	35-54	55-75	GEN Z	MILLENNIALS	GEN X	BOOMER	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ABCI	C2DE	WORKING	NOT WORKING	GRADUATES	NON GRADUATES	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	MARRIED / LIVING AS A COUPLE	SINGLE	WID/ DIV/ SEP	1	2	3	4+	YES	NO			
UNWEIGHTED BASE	1680	191	101	90	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101
WEIGHTED BASE	1000	101	51	50	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101
A very good job	69	42	25	12	19	16	8	14	31	24	14	24	23	11	10	18	9	12	24	1	5	48	21	56	13	35	31	16	49	48	19	2	7	13	16	33	35	34				
	8%	8%	5%	10%	9%	8%	4%	4%	10%	6%	4%	12%	7%	4%	3%	7%	3%	5%	16%	2%	6%	8%	4%	8%	4%	10%	4%	13%	5%	7%	6%	2%	3%	4%	7%	11%	10%	5%				
A fair/worse job	211	119	90	35	54	35	30	56	89	65	56	55	71	37	48	48	56	50	34	6	18	143	68	127	54	106	105	36	175	132	59	20	36	53	38	84	93	118				
	20%	23%	17%	29%	27%	18%	15%	16%	28%	17%	16%	26%	22%	15%	16%	19%	20%	20%	22%	11%	19%	23%	15%	22%	15%	27%	15%	28%	19%	20%	18%	18%	17%	16%	17%	27%	27%	16%				
Neither a good nor bad job	274	124	145	27	44	40	49	113	71	90	113	44	71	70	89	70	74	72	30	9	19	153	121	186	88	107	166	32	238	163	79	32	67	85	59	63	79	195				
	25%	24%	27%	22%	22%	21%	25%	31%	22%	23%	31%	21%	22%	28%	31%	28%	26%	29%	19%	17%	21%	25%	26%	26%	25%	28%	24%	25%	25%	25%	29%	32%	25%	26%	20%	23%	27%					
A fairly bad job	197	86	106	19	29	42	50	58	47	92	58	28	66	53	49	50	48	36	23	17	22	101	95	125	72	59	138	20	174	119	60	18	32	67	42	57	70	127				
	18%	16%	20%	15%	14%	21%	23%	16%	15%	23%	16%	14%	20%	21%	17%	20%	17%	15%	15%	12%	24%	16%	20%	17%	20%	15%	20%	16%	19%	18%	19%	16%	15%	19%	19%	18%	20%	17%				
A very bad job	183	108	71	9	21	28	39	86	30	67	86	21	37	56	69	40	60	36	23	10	14	90	93	106	77	39	144	15	165	116	43	24	34	77	39	33	34	149				
	17%	21%	13%	8%	10%	14%	20%	24%	9%	17%	24%	10%	11%	21%	24%	16%	21%	15%	15%	19%	16%	15%	20%	13%	22%	10%	21%	12%	18%	18%	13%	21%	17%	23%	17%	11%	10%	20%				
Good job (NET)	280	160	115	47	73	51	38	70	120	89	70	79	95	48	58	65	64	62	58	7	23	191	88	212	67	144	136	52	224	180	78	22	43	66	54	117	129	151				
	26%	11%	21%	18%	36%	26%	19%	19%	17%	21%	19%	38%	29%	19%	20%	26%	23%	23%	38%	13%	23%	11%	19%	29%	19%	37%	20%	40%	24%	28%	24%	18%	21%	19%	24%	38%	37%	21%				
Bad job (NET)	380	194	177	28	50	70	89	144	77	109	144	49	103	109	118	89	107	73	47	27	37	191	168	211	148	98	282	35	138	215	102	42	66	144	81	89	104	27%				
	33%	37%	33%	22%	25%	36%	45%	40%	24%	40%	40%	24%	31%	43%	40%	35%	38%	29%	31%	51%	40%	31%	40%	32%	42%	25%	41%	27%	36%	32%	37%	32%	42%	36%	29%	30%	38%					
Don't know	147	46	100	21	35	34	21	30	56	56	35	36	59	25	27	27	38	41	18	10	13	78	69	98	49	38	109	10	134	68	62	17	31	46	31	39	35	112				
	14%	9%	19%	17%	17%	18%	11%	10%	17%	14%	10%	17%	18%	10%	9%	11%	13%	16%	12%	19%	14%	13%	15%	13%	14%	10%	16%	8%	14%	10%	19%	15%	15%	13%	14%	13%	10%	15%				

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/h/I/g - h/I/j - k/l/m/n - o/p/q/r/h/s - u/v - w/s - y/z - A/B - C/D/E - F/G/H/I - J/K
Overlap formulae used. * small base

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Table 22

QT3_3 - 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? - The UK government

Base: All adults aged 18-75 in Great Britain

	TOTAL	GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE		INCOME				SPECIAL RELATIONSHIP BETWEEN US AND BRITAIN	
		CONSERVATIVE (a)	LABOUR (b)	LIBERAL DEMOCRATS (c)	REFORM UK (d)	OTHER (e)	REMAIN (f)	LEAVE (g)	UP TO £19999 (h)	£20000-£34999 (i)	£35000-£54999 (j)	£55000+ (k)	AGREE (n)	DISAGREE (o)
UNWEIGHTED BASE	1080	159	349	104	103	101	447	315	199	257	256	283	335	429
WEIGHTED BASE	1080	165	332	100*	114*	91*	417	335	195	273	266	259	327	428
A very good job	69 6%	9 6%	34 10%	11 11%	5 4%	6 7%	37 9%	19 6%	8 4%	11 4%	18 7%	31 12%	47 14%	8 2%
A fairly good job	211 20%	30 18%	89 27%	23 23%	15 13%	12 13%	105 25%	44 13%	26 13%	51 19%	63 24%	63 24%	95 29%	73 17%
Neither a good nor bad job	274 25%	44 26%	96 29%	37 37%	22 19%	14 16%	116 28%	81 24%	51 26%	66 24%	65 25%	69 26%	70 21%	117 27%
A fairly bad job	197 18%	37 22%	52 16%	12 12%	18 16%	29 32%	79 19%	65 19%	44 22%	47 17%	50 19%	44 17%	55 17%	94 22%
A very bad job	183 17%	31 19%	29 9%	8 8%	43 37%	23 26%	53 13%	87 26%	42 21%	60 22%	37 14%	23 9%	31 10%	107 25%
Good job (NET)	280 26%	39 24%	122 37%	34 34%	20 18%	18 19%	142 34%	63 19%	34 17%	62 23%	81 31%	94 36%	142 43%	80 19%
Bad job (NET)	380 35%	67 41%	81 24%	21 20%	61 53%	53 58%	133 32%	152 45%	85 44%	107 39%	87 33%	67 26%	86 26%	201 47%
Don't know	147 14%	15 9%	32 10%	9 9%	11 10%	6 7%	26 6%	39 12%	25 13%	39 14%	32 12%	31 12%	30 9%	29 7%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e - f/g - h/i/j/k - l/m - n/o
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



Table 23

Q73. 4 - 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? - The European Union

Base: All adults aged 18-75 in Great Britain

		GENDER		AGE					AGE					GENERATION					REGION					SOCIAL GRADE		WORKING STATUS		EDUCATION		ETHNICITY		MARITAL STATUS			NUMBER IN HOUSEHOLD					CHILDREN IN HOUSEHOLD	
		TOTAL	MAN (b)	WOMAN (b)	18-24 (b)	25-34 (b)	35-44 (b)	45-54 (b)	55-75 (b)	18-34 (b)	35-54 (b)	55-75 (b)	GEN Z (b)	MILLENNIALS (b)	GEN X (b)	BOOMER (b)	NORTH (b)	MIDLANDS (b)	SOUTH (b)	LONDON (b)	WALES (b)	SCOTLAND (b)	ABCE (b)	C2DE (b)	WORKING (b)	NOT WORKING (b)	GRADUATES (b)	NON GRADUATES (b)	ETHNIC MINORITY GROUPS (b)	WHITE ETHNIC GROUP (b)	MARRIED / CIVIL PARTNERS (b)	SINGLE (b)	WID/ DIV/ SEP (b)	1 (b)	2 (b)	3 (b)	4+ (b)	YES (b)	NO (b)		
UNWEIGHTED BASE	1000	517	265	252	109	210	145	193	315	403	386	207	338	273	364	558	283	239	155	51	94	649	431	686	390	569	511	144	919	646	137	108	220	320	221	314	593	717			
WEIGHTED BASE	1000	515	263	252	109	210	145	195	319	393	382	208	319	253	291	515	283	217	153	52	92	616	415	771	352	535	320	516	615	122	112	217	341	214	155	547	713				
A very good job	60	43	16	12	29	5	6	8	40	12	8	25	21	7	7	12	7	17	17	-	7	43	17	52	8	33	28	11	49	41	18	1	6	9	15	52	55	25			
	8%	8%	3%	9%	14%	3%	3%	2%	12%	3%	2%	12%	6%	3%	2%	5%	2%	7%	11%	-	8%	7%	4%	7%	2%	8%	4%	9%	7%	15%	6%	1%	3%	3%	6%	10%	10%	3%			
A fairly good job	195	113	77	27	42	37	27	63	68	64	63	44	63	39	49	47	53	39	39	4	13	120	75	100	46	91	104	37	157	121	56	19	39	50	36	70	78	117			
	18%	22%	14%	21%	21%	19%	14%	17%	21%	16%	17%	21%	19%	16%	17%	19%	19%	16%	26%	8%	14%	20%	16%	21%	13%	24%	15%	29%	17%	19%	17%	17%	19%	15%	16%	23%	23%	16%			
Neither a good nor bad job	339	164	167	37	56	54	65	127	93	120	127	62	87	80	110	78	96	80	34	20	31	178	161	219	120	126	213	40	294	212	98	29	70	111	74	84	102	236			
	31%	31%	31%	30%	28%	28%	33%	35%	29%	30%	35%	30%	27%	32%	38%	31%	34%	32%	22%	39%	34%	29%	35%	30%	34%	33%	31%	31%	31%	31%	31%	25%	34%	33%	33%	27%	30%	32%			
A fairly bad job	151	71	79	16	21	31	32	52	37	62	52	22	49	42	38	46	37	36	17	2	13	90	61	102	48	52	99	14	134	85	46	20	33	42	31	45	52	99			
	14%	13%	15%	13%	10%	16%	16%	14%	11%	16%	14%	11%	15%	16%	13%	18%	13%	14%	11%	4%	14%	15%	13%	14%	14%	13%	14%	11%	14%	13%	14%	18%	16%	12%	14%	15%	15%	14%			
A very bad job	134	78	54	9	11	23	36	56	20	59	56	15	30	44	44	30	40	27	17	13	7	75	59	83	51	83	101	10	119	91	26	17	19	58	31	25	34	100			
	12%	15%	10%	7%	9%	11%	18%	15%	6%	15%	15%	7%	9%	18%	15%	12%	14%	11%	11%	21%	8%	12%	13%	11%	15%	9%	13%	8%	13%	14%	8%	15%	9%	17%	14%	8%	10%	14%			
Good job (NET)	256	156	93	38	71	42	34	71	109	76	71	70	84	46	56	59	60	57	57	4	20	163	93	202	54	124	132	49	206	162	74	20	45	59	51	102	113	143			
	24%	30%	17%	11%	35%	22%	17%	20%	14%	19%	20%	13%	20%	18%	19%	24%	21%	21%	37%	8%	21%	27%	20%	28%	15%	32%	19%	38%	22%	21%	23%	18%	22%	17%	23%	13%	19%				
Bad job (NET)	285	149	113	25	31	54	67	107	57	121	107	38	79	86	83	76	77	62	35	15	20	165	120	185	100	80	200	24	264	176	72	37	52	101	62	70	66	199			
	28%	25%	20%	20%	16%	28%	34%	30%	17%	31%	30%	18%	24%	34%	28%	30%	27%	25%	23%	29%	22%	27%	30%	23%	28%	22%	29%	19%	27%	27%	22%	33%	25%	30%	28%	23%	25%	27%			
Don't know	200	56	145	24	43	46	32	57	67	77	57	39	78	42	43	39	51	49	28	12	21	108	92	122	78	51	149	16	181	96	77	27	41	70	37	52	45	155			
	19%	11%	27%	19%	21%	23%	16%	16%	21%	20%	16%	19%	24%	16%	15%	16%	18%	20%	18%	23%	23%	18%	20%	17%	22%	13%	22%	12%	19%	15%	24%	24%	20%	21%	17%	17%	13%	21%			

Proportions/Means: Columns Totalled (5% risk level) - a/b - c/d/h/i/j/k - h/i/j - k/l/m/n - o/p/q/r/s/t - u/v - w/z - A/B - C/D/E - F/G/H/I - J/K
Overlap formulae used. * small base

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Table 24

QT3_4 - 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? - The European Union

Base: All adults aged 18-75 in Great Britain

		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE		INCOME				SPECIAL RELATIONSHIP BETWEEN US AND BRITAIN	
		CONSERVATIVE (a)	LABOUR (b)	LIBERAL DEMOCRATS (c)	REFORM UK (d)	OTHER (e)	REMAIN (f)	LEAVE (g)	UP TO £19999 (h)	£20000-£34999 (i)	£35000-£54999 (j)	£55000+ (k)	AGREE (n)	DISAGREE (o)
UNWEIGHTED BASE	1080	159	349	104	103	101	447	315	199	257	256	283	335	429
WEIGHTED BASE	1080	165	332	100*	114*	91*	417	335	195	273	266	259	327	428
A very good job	60 6%	7 4%	28 9%	8 8%	5 4%	6 6%	31 7%	13 4%	6 3%	8 3%	11 4%	34 13% hij	40 12% o	9 2%
A fairly good job	195 18%	29 17% d	92 28% ade	25 25% de	7 6%	11 13%	116 28% g	32 10%	29 15%	47 17%	61 23%	58 22%	81 25% o	77 18%
Neither a good nor bad job	339 31%	45 27%	105 32%	41 41% d	26 23%	36 40% d	139 33%	106 32%	69 36%	86 31%	78 29%	77 30%	83 25%	148 35% n
A fairly bad job	151 14%	29 18%	48 15%	8 8%	16 14%	16 18%	57 14%	47 14%	28 14%	38 14%	45 17%	32 12%	53 16%	66 15%
A very bad job	134 12%	30 18% bc	17 5%	4 4%	40 35% abce	12 13% b	28 7%	80 24% f	26 13%	39 14%	29 11%	22 9%	33 10%	67 16% n
Good job (NET)	256 24%	36 22% d	120 36% ade	33 33% d	12 10%	17 19%	147 35% g	46 14%	35 18%	55 20%	72 27% h	91 35% hi	121 37% o	86 20%
Bad job (NET)	285 26%	59 36% bc	66 20%	13 13%	56 49% bce	28 31% bc	85 20%	128 38% f	53 27%	78 29%	74 28%	54 21%	86 26%	133 31%
Don't know	200 19%	25 15%	41 12%	14 14%	20 18%	10 11%	46 11%	56 17% f	38 19%	55 20%	42 16%	37 14%	37 11%	61 14%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g - h/i/j/k - l/m - n/o
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 25

QT4 - Please indicate the extent to which you agree or disagree with the following statements? - Summary table

Base: All adults aged 18-75 in Great Britain

	In general, when the UK charges tariffs on imported goods, British workers come out ahead	It's a good idea for the UK to charge higher tariffs on imported goods even if prices increase	Increasing tariffs on imported goods will do more harm than good	Increased tariffs on imported goods will make groceries and other regular purchases more expensive
UNWEIGHTED BASE	1080	1080	1080	1080
WEIGHTED BASE	1080	1080	1080	1080
Strongly agree	84 8%	101 9%	328 30%	423 39%
Somewhat agree	172 16%	203 19%	364 34%	374 35%
Somewhat disagree	253 23%	264 24%	94 9%	60 6%
Strongly disagree	147 14%	162 15%	43 4%	35 3%
Agree (NET)	257 24%	304 28%	693 64%	797 74%
Disagree (NET)	400 37%	426 39%	137 13%	95 9%
Don't know / unsure	371 34%	308 29%	208 19%	158 15%
Prefer not to say	52 5%	42 4%	43 4%	29 3%

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



Table 26
Q74. 1 - Please indicate the extent to which you agree or disagree with the following statements? - In general, when the UK charges tariffs on imported goods, British workers come out ahead
Base: All adults aged 18-75 in Great Britain

		GENDER		AGE					AGE					GENERATION				REGION						SOCIAL GRADE		WORKING STATUS		EDUCATION		ETHNICITY		MARITAL STATUS			NUMBER IN HOUSEHOLD				CHILDREN IN HOUSEHOLD	
		MAN	WOMAN	18-24	25-34	35-44	45-54	55-75	18-34	35-54	55-75	GEN Z	MILLENNIALS	GEN X	BOOMER	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ABCL	C2DE	WORKING	NOT WORKING	GRADUATES	NON GRADUATES	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	MARRIED / LIVING AS	SINGLE	WID/ DIV/ SEP	1	2	3	4+	YES	NO		
UNWEIGHTED BASE	TOTAL	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)	(aa)	(ab)	(ac)	(ad)	(ae)	(af)	(ag)	(ah)	(ai)	(aj)	(ak)	(al)	(am)
	1080	525	555	124*	201	193	210	346	511	403	386	207	318	273	364	518	383	239	155	51	94	649	431	690	390	569	511	144	919	646	137	108	220	320	221	314	363	717		
WEIGHTED BASE	184	57	25	23	29	23	5	6	49	29	6	33	43	5	4	17	22	14	26	1	4	58	26	71	13	47	38	24	60	56	27	1	13	14	21	36	52	39		
Strongly agree	8%	11%	5%	17%	14%	11%	4%	2%	15%	7%	2%	15%	12%	3%	1%	7%	8%	6%	17%	2%	5%	9%	6%	10%	4%	12%	5%	19%	6%	9%	9%	1%	6%	4%	9%	12%	15%	4%		
		b		f	f				g			mn	mn						opqst			v		x		z		B	E	E		15	25	43	40	65	79	94		
Somewhat agree	172	96	75	24	45	32	27	45	69	59	45	43	58	32	38	40	45	35	33	8	13	108	64	121	51	82	90	26	143	117	40	13%	12%	13%	18%	21%	23%	13%		
	16%	18%	14%	19%	22%	16%	14%	12%	21%	15%	12%	23%	18%	13%	13%	16%	16%	14%	20%	15%	14%	18%	14%	17%	15%	21%	13%	20%	15%	18%	12%	13%	12%	13%	18%	21%	23%	13%		
				h					h			mn	mn															D												
Somewhat disagree	253	148	103	24	40	42	45	102	64	87	102	44	64	65	80	67	70	60	28	12	17	137	116	159	94	86	167	31	221	150	74	29	49	97	53	54	62	191		
	23%	28%	19%	19%	20%	21%	23%	28%	20%	22%	28%	21%	19%	26%	27%	27%	25%	24%	28%	15%	14%	22%	25%	22%	27%	22%	24%	24%	24%	23%	23%	26%	24%	28%	24%	17%	18%	26%		
Strongly disagree	147	73	69	13	21	23	40	50	34	63	50	20	41	48	38	39	30	37	24	4	13	77	70	96	51	53	94	18	126	91	40	15	26	43	37	41	44	103		
	14%	14%	13%	10%	10%	12%	20%	14%	10%	16%	14%	10%	12%	19%	13%	15%	11%	15%	16%	7%	14%	13%	15%	12%	15%	14%	14%	14%	14%	12%	14%	13%	12%	17%	13%	13%	14%			
Agree (NET)	257	153	100	45	74	53	35	51	118	88	51	75	99	41	42	57	67	49	58	9	17	166	90	182	64	128	128	50	204	173	67	16	38	57	61	101	130	126		
	24%	29%	19%	36%	37%	27%	17%	14%	36%	22%	14%	36%	30%	16%	14%	33%	24%	20%	38%	17%	19%	27%	19%	26%	18%	33%	18%	39%	32%	27%	23%	15%	18%	17%	27%	33%	38%	17%		
Disagree (NET)	406	221	173	37	61	65	85	152	98	150	152	65	105	113	118	106	100	97	52	16	29	214	186	254	145	138	261	49	347	242	113	44	75	140	91	94	106	294		
	37%	42%	32%	30%	31%	33%	43%	42%	30%	38%	42%	31%	32%	45%	40%	42%	35%	39%	34%	32%	32%	35%	40%	33%	41%	36%	38%	37%	37%	35%	39%	36%	41%	40%	31%	31%	40%			
Don't know / unsure	371	128	236	31	49	70	75	146	80	145	146	53	104	95	120	82	100	91	34	23	41	210	161	238	133	108	263	27	335	203	124	44	86	124	64	97	94	277		
	34%	24%	44%	25%	25%	38%	38%	40%	25%	37%	40%	25%	32%	37%	41%	33%	35%	37%	22%	44%	45%	34%	35%	33%	38%	28%	38%	21%	36%	31%	39%	39%	41%	36%	29%	32%	27%	38%		
Prefer not to say	52	23	30	11	17	7	4	13	28	12	13	16	20	4	12	7	16	12	10	4	4	23	29	43	10	12	41	3	49	28	17	8	8	20	9	15	17	36		
	5%	4%	6%						9%	3%	3%	8%	6%	2%	4%	3%	6%	5%	7%	7%	4%	4%	6%	6%	3%	3%	6%	2%	5%	4%	5%	7%	4%	6%	4%	5%	5%	5%		
									h			m	m																											

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l/m/n - o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D/E - F/G/H/A - I/J
Overlap formulae used. * small base

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Table 27

QT4_1 - Please indicate the extent to which you agree or disagree with the following statements? - In general, when the UK charges tariffs on imported goods, British workers come out ahead

Base: All adults aged 18-75 in Great Britain

	TOTAL	GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE		INCOME				SPECIAL RELATIONSHIP BETWEEN US AND BRITAIN	
		CONSERVATIVE (a)	LABOUR (b)	LIBERAL DEMOCRATS (c)	REFORM UK (d)	OTHER (e)	REMAIN (f)	LEAVE (g)	UP TO £19999 (h)	£20000-£34999 (i)	£35000-£54999 (j)	£55000+ (k)	AGREE (n)	DISAGREE (o)
UNWEIGHTED BASE	1080	159	349	104	103	101	447	315	199	257	256	283	335	429
WEIGHTED BASE	1080	165	332	100*	114*	91*	417	335	195	273	266	259	327	428
Strongly agree	84 8%	15 9%	25 8%	15 15% b	7 7%	7 8%	38 9%	22 7%	14 7%	19 7%	23 9%	26 10%	45 14% o	13 3%
Somewhat agree	172 16%	34 20%	55 17%	10 10%	22 19%	14 15%	59 14%	58 17%	28 14%	36 13%	51 19%	50 19%	76 23% o	57 13%
Somewhat disagree	253 23%	33 20%	93 28%	18 18%	30 26%	19 21%	115 28%	75 23%	44 23%	62 23%	78 29%	57 22%	64 20% n	124 29%
Strongly disagree	147 14%	23 14%	41 12%	19 18%	13 11%	18 19%	57 14%	54 16%	30 16%	39 14%	29 11%	33 13%	42 13% i	71 16%
Agree (NET)	257 24%	49 30%	80 24%	25 25%	30 26%	21 23%	97 23%	80 24%	42 22%	55 20%	73 28%	76 29% i	121 37% o	71 17%
Disagree (NET)	400 37%	56 34%	134 40%	36 36%	43 38%	37 41%	172 41%	129 39%	75 38%	101 37%	107 40%	90 35%	106 32% n	194 45%
Don't know / unsure	371 34%	57 35%	111 34%	38 38%	33 29%	28 31%	139 33%	117 35%	73 37%	105 39% jk	76 28%	72 28%	87 27% n	151 35%
Prefer not to say	52 5%	3 2%	6 2%	1 1%	8 7% b	5 6%	10 2%	9 3%	5 3%	12 5%	10 4%	21 8%	13 4%	12 3%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g - h/i/j/k - l/m - n/o
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



Table 28
Q74_2 - Please indicate the extent to which you agree or disagree with the following statements? - It's a good idea for the UK to charge higher tariffs on imported goods even if prices increase
Base: All adults aged 18-75 in Great Britain

		GENDER		AGE					AGE					GENERATION					REGION						SOCIAL GRADE		WORKING STATUS		EDUCATION		ETHNICITY		MARITAL STATUS			NUMBER IN HOUSEHOLD					CHILDREN IN HOUSEHOLD	
		TOTAL	MAN (a)	WOMAN (a)	18-24 (b)	25-34 (b)	35-44 (b)	45-54 (b)	55-75 (b)	18-34 (c)	35-54 (c)	55-75 (c)	GEN Z (d)	MILLENNIALS (d)	GEN X (d)	BABY BOOMER (d)	NORTH (e)	MIDLANDS (e)	SOUTH (e)	LONDON (e)	WALES (e)	SCOTLAND (e)	ABC1 (f)	C2DE (f)	WORKING (g)	NOT WORKING (g)	GRADUATES (h)	NON GRADUATES (h)	ETHNIC MINORITY (i) (A)	WHITE ETHNIC GROUP (i) (A)	MARRIED / LIVING AS (j)	SINGLE (j)	WID/ DIV/ SEP (j)	1 (k)	2 (k)	3 (k)	4+ (k)	YES (l)	NO (l)			
UNWEIGHTED BASE	1000	517	546	127	204	193	210	346	331	403	345	207	336	273	264	218	283	239	155	51	94	649	431	690	390	569	511	144	919	646	137	108	220	325	221	314	363	717				
WEIGHTED BASE	1000	517	536	137	208	183	210	346	331	403	386	207	318	273	364	318	383	239	155	51	94	649	431	690	390	569	511	144	919	646	137	108	220	320	221	314	363	717				
Strongly agree	10%	59	58	13	31	22	14	21	44	36	21	24	44	19	14	26	29	13	25	2	6	58	43	83	18	43	58	20	80	49	20	2	18	19	27	37	51	51				
	9%	11%	7%	10%	16%	11%	7%	6%	14%	9%	6%	12%	13%	7%	5%	10%	10%	5%	16%	5%	6%	9%	9%	11%	5%	11%	8%	16%	9%	11%	9%	2%	9%	5%	12%	12%	15%	7%				
		b		b					i			n	m						q			x					B		E	E					G	K						
Somewhat agree	20%	112	90	25	42	30	26	79	67	56	79	46	52	39	66	49	55	56	23	8	12	121	82	128	75	81	122	30	171	132	47	23	43	60	48	51	68	135				
	19%	21%	17%	20%	21%	15%	13%	22%	21%	14%	22%	22%	16%	15%	23%	20%	19%	23%	15%	15%	13%	20%	18%	18%	21%	21%	18%	23%	18%	20%	15%	21%	21%	18%	22%	17%	20%	18%				
Somewhat disagree	26%	133	130	27	44	56	46	92	71	102	92	47	84	56	77	60	71	67	36	12	18	151	113	174	90	100	164	33	228	155	77	32	46	89	50	80	89	176				
	24%	25%	24%	22%	22%	29%	23%	25%	22%	26%	25%	23%	25%	22%	26%	24%	25%	27%	24%	22%	20%	25%	24%	24%	26%	26%	24%	26%	24%	24%	24%	28%	22%	26%	22%	26%	26%	24%				
Strongly disagree	16%	98	65	18	20	25	41	51	45	66	52	39	43	50	40	36	37	42	24	5	18	92	70	108	55	59	103	20	140	98	49	15	33	53	44	33	43	119				
	15%	18%	12%	15%	13%	13%	21%	14%	14%	17%	14%	14%	13%	20%	14%	14%	13%	17%	16%	10%	19%	15%	15%	15%	16%	15%	15%	15%	15%	15%	13%	16%	15%	19%	11%	12%	16%					
		b																																								
Agree (NET)	30%	172	128	37	74	52	41	101	111	92	101	70	96	58	80	76	83	69	48	10	17	179	125	211	93	123	181	50	252	201	78	25	62	79	75	88	119	185				
	28%	33%	24%	30%	37%	27%	20%	28%	34%	23%	28%	34%	29%	23%	28%	30%	29%	28%	32%	20%	19%	29%	27%	29%	26%	32%	26%	39%	27%	31%	24%	22%	30%	23%	34%	29%	34%	25%				
		b							i			m																B		D												
Disagree (NET)	42%	226	195	45	70	81	87	144	115	167	144	77	126	106	117	97	108	108	60	17	36	243	183	282	145	159	267	53	367	253	127	47	78	142	93	113	131	295				
	39%	43%	36%	37%	33%	41%	44%	40%	36%	43%	40%	37%	38%	42%	40%	38%	38%	44%	39%	32%	39%	40%	39%	39%	41%	41%	39%	41%	39%	39%	39%	41%	38%	42%	42%	37%	38%	40%				
		b																																								
Don't know / unsure	30%	113	188	36	42	57	65	109	78	122	109	46	93	84	85	73	81	62	34	22	36	170	138	206	102	91	217	24	277	172	99	37	58	113	46	91	80	227				
	29%	22%	35%	29%	21%	29%	33%	30%	24%	31%	30%	22%	28%	33%	29%	29%	29%	25%	22%	42%	39%	28%	30%	28%	29%	23%	31%	19%	30%	27%	31%	33%	28%	33%	21%	50%	23%	31%				
		a				d	d	d					k									q					y	A					H				d					
Prefer not to say	4%	14	27	5	15	6	6	9	20	12	9	14	13	5	9	7	11	8	11	3	2	22	20	29	12	14	28	1	39	20	18	4	9	8	9	16	16	26				
	4%	3%	5%	4%	7%	3%	3%	3%	6%	3%	3%	7%	4%	2%	3%	3%	4%	3%	7%	6%	3%	4%	4%	4%	4%	4%	4%	1%	4%	3%	6%	4%	4%	2%	4%	5%	5%	4%				
					e				j			m																														

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l/m/n - o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D/E - F/G/H/I - J/K
Overlap formulae used. * small base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



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Table 29

QT4_2 - Please indicate the extent to which you agree or disagree with the following statements? - It's a good idea for the UK to charge higher tariffs on imported goods even if prices increase

Base: All adults aged 18-75 in Great Britain

	TOTAL	GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE		INCOME				SPECIAL RELATIONSHIP BETWEEN US AND BRITAIN	
		CONSERVATIVE (a)	LABOUR (b)	LIBERAL DEMOCRATS (c)	REFORM UK (d)	OTHER (e)	REMAIN (f)	LEAVE (g)	UP TO £19999 (h)	£20000-£34999 (i)	£35000-£54999 (j)	£55000+ (k)	AGREE (n)	DISAGREE (o)
UNWEIGHTED BASE	1080	159	349	104	103	101	447	315	199	257	256	283	335	429
WEIGHTED BASE	1080	165	332	100*	114*	91*	417	335	195	273	266	259	327	428
Strongly agree	101 9%	11 7%	42 13%	15 15% a	7 6%	7 8%	46 11%	29 9%	19 10%	24 9%	24 9%	30 12%	41 12% o	32 8%
Somewhat agree	203 19%	51 31% bcde	58 18%	17 17%	19 17%	15 16%	73 18%	79 23%	33 17%	51 19%	66 25%	48 19%	76 23% o	81 19%
Somewhat disagree	264 24%	39 23%	79 24%	30 30%	32 28%	24 26%	117 28%	87 26%	49 25%	62 23%	68 25%	60 23%	80 25% o	114 27%
Strongly disagree	162 15%	24 14%	48 15%	18 18%	13 11%	22 24% d	69 17%	48 14%	28 14%	45 16%	40 15%	39 15%	53 16% o	80 19%
Agree (NET)	304 28%	62 37% d	101 30%	32 32%	26 23%	22 24%	119 29%	107 32%	52 26%	74 27%	90 34%	78 30%	117 36% o	114 27%
Disagree (NET)	426 39%	62 38%	127 38%	49 48%	45 40%	46 50%	186 45%	135 40%	77 39%	106 39%	108 40%	100 38%	133 41% o	194 45%
Don't know / unsure	308 29%	39 23% c	98 30%	17 17%	40 35%	21 23% c	105 25%	92 28%	59 30%	84 31%	64 24%	69 27%	73 22% o	112 26%
Prefer not to say	42 4%	2 1%	6 2%	3 3%	2 2%	2 2%	7 2%	1 *	8 4%	8 3%	4 2%	13 5%	5 2% o	8 2%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e - f/g - h/i/j/k - l/m - n/o
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



Table 30
Q74_3 - Please indicate the extent to which you agree or disagree with the following statements? - Increasing tariffs on imported goods will do more harm than good
Base: All adults aged 18-75 in Great Britain

	GENDER			AGE					AGE					GENERATION					REGION					SOCIAL GRADE		WORKING STATUS		EDUCATION		ETHNICITY		MARITAL STATUS			NUMBER IN HOUSEHOLD				CHILDREN IN HOUSEHOLD	
	TOTAL	MAN	WOMAN	18-24	25-34	35-44	45-54	55-75	18-34	35-54	55-75	GEN Z	MILLENNIALS	GEN X	BOOMER	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ABCL	C2DE	WORKING	NOT WORKING	GRADUATES	NON GRADUATES	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	MARRIED / LIVING AS	SINGLE	WID/ DIV/ SEP	1	2	3	4+	YES	NO		
UNWEIGHTED BASE	1080	517	566	137	208	183	210	346	331	403	346	207	318	273	304	518	383	239	155	51	94	649	431	690	390	569	511	144	919	646	137	108	220	320	221	314	363	717		
WEIGHTED BASE	1080	575	505	124*	201	183	212	372	375	473	313	205	323	253	270	572	413	247	153	52*	72*	674	426	773	327	553	323	178	926	172	131*	207	341	274	370	347	713			
Strongly agree	328	174	148	38	48	63	62	116	86	126	116	60	93	85	90	85	68	86	51	10	28	186	143	229	99	124	204	48	275	186	108	34	70	93	69	96	102	226		
	30%	33%	27%	31%	24%	32%	31%	32%	27%	32%	32%	29%	28%	34%	31%	34%	24%	35%	33%	19%	31%	30%	31%	31%	28%	32%	29%	37%	29%	29%	33%	31%	34%	27%	31%	31%	29%	31%		
Somewhat agree	364	171	189	34	64	53	69	144	98	122	144	65	93	87	120	87	107	81	48	16	24	219	145	237	128	140	224	44	315	241	87	36	69	123	72	101	120	244		
	34%	33%	35%	28%	32%	27%	35%	40%	30%	31%	40%	31%	28%	34%	41%	35%	38%	33%	32%	31%	26%	36%	31%	33%	36%	36%	32%	34%	34%	37%	27%	32%	33%	36%	32%	33%	35%	33%		
Somewhat disagree	94	45	46	14	22	17	19	22	36	35	22	25	30	22	18	21	23	20	15	5	10	52	41	67	26	29	64	14	78	63	25	6	11	34	26	23	36	57		
	9%	9%	9%	11%	11%	9%	9%	6%	11%	9%	6%	12%	9%	8%	6%	8%	8%	8%	10%	9%	11%	9%	9%	9%	8%	8%	9%	11%	8%	10%	8%	5%	5%	10%	12%	7%	11%	8%		
Strongly disagree	43	25	17	9	13	7	4	10	22	11	10	16	14	4	10	9	14	10	5	4	2	26	17	28	15	14	29	5	37	26	14	2	7	12	10	13	15	28		
	4%	5%	3%	7%	6%	3%	2%	3%	7%	3%	3%	7%	4%	2%	3%	4%	5%	4%	3%	8%	2%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	2%	3%	4%	4%	4%	4%	4%		
Agree (NET)	693	345	337	72	112	116	131	261	185	247	261	125	186	173	209	172	175	168	100	26	52	405	288	465	227	264	428	92	590	427	195	71	139	216	141	197	222	471		
	64%	66%	63%	58%	56%	59%	68%	73%	57%	63%	72%	60%	57%	68%	72%	68%	62%	68%	65%	50%	57%	66%	62%	64%	65%	68%	62%	71%	63%	66%	61%	63%	67%	63%	63%	64%	64%	64%		
Disagree (NET)	137	70	64	23	35	24	22	33	58	46	33	41	44	25	27	30	36	29	20	9	11	79	58	95	41	43	93	19	116	90	39	8	18	46	36	36	51	85		
	13%	13%	12%	19%	17%	12%	11%	9%	18%	12%	9%	20%	13%	10%	9%	13%	13%	12%	13%	17%	12%	13%	12%	13%	12%	11%	13%	15%	12%	14%	12%	7%	9%	13%	16%	12%	15%	12%		
Don't know / unsure	208	86	119	17	38	48	41	64	56	89	64	24	83	51	51	42	64	43	28	11	21	109	99	136	72	70	138	16	189	106	70	32	46	66	99	57	152			
	19%	16%	22%	14%	19%	25%	20%	18%	17%	23%	18%	12%	25%	20%	17%	17%	23%	17%	18%	22%	22%	18%	21%	19%	20%	18%	20%	12%	20%	16%	22%	28%	22%	19%	17%	19%	16%	21%		
Prefer not to say	43	24	18	11	16	8	4	5	26	12	5	18	16	5	4	8	8	8	5	5	8	21	22	31	12	9	34	2	40	23	18	2	4	13	8	17	26			
	4%	5%	3%	9%	8%	4%	2%	1%	8%	3%	1%	9%	5%	2%	1%	3%	3%	3%	4%	11%	8%	3%	5%	4%	3%	2%	5%	2%	4%	4%	6%	2%	2%	4%	4%	6%	5%	3%		

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/h/I/g - h/i/j - k/l/m/n - o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D/E - F/G/H/I - J/K
Overlap formulae used. * small base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



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Table 31

QT4_3 - Please indicate the extent to which you agree or disagree with the following statements? - Increasing tariffs on imported goods will do more harm than good

Base: All adults aged 18-75 in Great Britain

	TOTAL	GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE		INCOME				SPECIAL RELATIONSHIP BETWEEN US AND BRITAIN	
		CONSERVATIVE (a)	LABOUR (b)	LIBERAL DEMOCRATS (c)	REFORM UK (d)	OTHER (e)	REMAIN (f)	LEAVE (g)	UP TO £19999 (h)	£20000-£34999 (i)	£35000-£54999 (j)	£55000+ (k)	AGREE (n)	DISAGREE (o)
UNWEIGHTED BASE	1080	159	349	104	103	101	447	315	199	257	256	283	335	429
WEIGHTED BASE	1080	165	332	100*	114*	91*	417	335	195	273	266	259	327	428
Strongly agree	328 30%	63 38% d	121 37% d	31 31%	22 20%	36 40%	145 35%	105 31%	61 31%	88 32%	77 29%	86 33%	101 31%	146 34%
Somewhat agree	364 34%	55 33%	112 34%	43 43%	35 31%	31 34%	163 39%	106 32%	60 31%	83 30%	101 38%	81 31%	113 35%	166 39%
Somewhat disagree	94 9%	15 9%	23 7%	9 8%	11 9%	7 7%	30 7%	31 9%	21 11%	23 9%	22 8%	22 8%	36 11%	28 7%
Strongly disagree	43 4%	8 5%	8 2%	2 2%	14 12%	1 1%	9 2%	19 6%	8 4%	14 5%	9 3%	11 4%	20 6%	14 3%
Agree (NET)	693 64%	118 72% d	234 70% d	74 74% d	58 51% bce	67 73% d	308 74% g	212 63% f	122 62%	171 63%	178 67%	168 65%	214 65%	313 73% n
Disagree (NET)	137 13%	24 14%	31 9%	10 10%	24 21% be	7 8% f	39 9%	50 15% f	28 14%	38 14%	30 11%	33 13%	57 17% o	42 10% o
Don't know / unsure	208 19%	23 14%	62 19%	14 14%	26 23%	11 13%	63 15%	69 21%	39 20%	55 20%	51 19%	40 15%	49 15%	65 15%
Prefer not to say	43 4%	- -	5 2%	1 1%	6 5%	5 6%	7 2%	4 1%	6 3%	9 3%	7 3%	19 7%	8 2%	8 2%
					a	ab						j		

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e - f/g - h/i/j/k - l/m - n/o
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



Table 12
Q24. 4 - Please indicate the extent to which you agree or disagree with the following statements? - Increased tariffs on imported goods will make groceries and other regular purchases more expensive
Base: All adults aged 18-75 in Great Britain

		GENDER		AGE					AGE			GENERATION				REGION						SOCIAL GRADE		WORKING STATUS		EDUCATION		ETHNICITY		MARITAL STATUS			NUMBER IN HOUSEHOLD				CHILDREN IN HOUSEHOLD		
		MAN (a)	WOMAN (a)	18-24 (b)	25-34 (b)	35-44 (b)	45-54 (b)	55-75 (b)	18-34 (b)	35-54 (b)	55-75 (b)	GEN Z (b)	MILLENNIALS (b)	GEN X (b)	BABY BOOMER (b)	NORTH (b)	MIDLANDS (b)	SOUTH (b)	LONDON (b)	WALES (b)	SCOTLAND (b)	ABCL (b)	C2DE (b)	WORKING (b)	NOT WORKING (b)	GRADUATES (b)	NON GRADUATES (b)	ETHNIC MINORITY GROUPS (b)	WHITE ETHNIC GROUP (b)	MARRIED / LIVING AS (b)	SINGLE (b)	WID/ DIV/ SEP (b)	1 (b)	2 (b)	3 (b)	4+ (b)	YES (b)	NO (b)	
UNWEIGHTED BASE	1000	517	546	127	204	193	210	346	531	403	386	207	338	273	364	518	283	239	155	51	94	649	431	690	390	569	511	144	919	646	137	108	220	320	221	314	563	717	
WEIGHTED BASE	1000	525	515	134	201	193	212	372	525	393	382	208	322	252	371	522	383	232	153	52	92	654	425	673	372	527	522	121	918	676	122	112	227	342	225	310	577	723	
Strongly agree	42%	42%	35%	29%	32%	42%	41%	46%	31%	41%	45%	31%	37%	42%	43%	44%	35%	41%	39%	31%	38%	42%	36%	39%	40%	42%	38%	39%	39%	40%	38%	38%	41%	42%	45%	31%	37%	40%	
Somewhat agree	37%	38%	18%	45%	66%	63%	62%	137%	111%	126%	137%	76%	106%	78%	114%	87%	103%	80%	51%	19%	34%	221%	153%	246%	128%	135%	239%	43%	326%	240%	301%	33%	69%	112%	74%	119%	123%	251%	
	35%	35%	35%	37%	33%	32%	31%	38%	34%	32%	38%	37%	32%	31%	39%	34%	36%	32%	33%	37%	37%	36%	33%	34%	35%	34%	35%	34%	35%	37%	31%	30%	33%	33%	33%	39%	35%	34%	
	6%	5%	6%	6%	8%	7%	7%	2%	7%	7%	2%	7%	8%	6%	2%	5%	6%	5%	9%	-	4%	6%	5%	6%	4%	6%	5%	7%	5%	5%	6%	4%	5%	5%	6%	6%	8%	5%	
Somewhat disagree	30%	29%	37%	33%	32%	31%	38%	34%	32%	38%	37%	32%	31%	39%	34%	36%	32%	33%	37%	37%	36%	33%	34%	35%	34%	35%	34%	35%	37%	31%	30%	33%	33%	33%	39%	35%	34%		
	3%	4%	3%	6%	5%	3%	4%	1%	5%	3%	1%	7%	3%	3%	2%	5%	3%	4%	2%	3%	*	1%	6%	3%	3%	3%	4%	6%	3%	2%	5%	3%	5%	3%	1%	4%	4%	3%	
	3%	4%	3%	6%	5%	3%	4%	1%	5%	3%	1%	7%	3%	3%	2%	5%	3%	4%	2%	3%	*	1%	6%	3%	3%	3%	4%	6%	3%	2%	5%	3%	5%	3%	1%	4%	4%	3%	
Disagree (NET)	79%	40%	37%	61%	67%	68%	69%	54%	66%	68%	62%	63%	68%	69%	61%	66%	64%	68%	71%	74%	73%	68%	76%	67%	63%	77%	73%	69%	77%	69%	67%	75%	75%	78%	70%	72%	75%		
Disagree (NET)	95%	49%	44%	15%	26%	20%	22%	13%	40%	42%	13%	28%	34%	21%	11%	26%	26%	21%	16%	1%	4%	44%	51%	70%	25%	35%	60%	17%	76%	50%	37%	8%	20%	28%	15%	32%	39%	56%	
Don't know / unsure	15%	10%	18%	19%	17%	13%	14%	13%	18%	14%	13%	15%	16%	17%	11%	9%	17%	16%	13%	20%	16%	12%	18%	15%	15%	12%	16%	13%	13%	17%	24%	14%	14%	11%	18%	14%	15%		
Prefer not to say	2%	3%	3%	3%	4%	6%	3%	3%	1%	3%	3%	1%	5%	4%	2%	1%	2%	2%	2%	3%	4%	4%	3%	3%	3%	2%	2%	3%	*	3%	3%	2%	2%	2%	3%	4%	2%	3%	2%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l/m/n - o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D/E - F/G/H/I - J/K
Overlap formulae used. * small base

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Table 33

QT4_4 - Please indicate the extent to which you agree or disagree with the following statements? - Increased tariffs on imported goods will make groceries and other regular purchases more expensive

Base: All adults aged 18-75 in Great Britain

	TOTAL	GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE		INCOME				SPECIAL RELATIONSHIP BETWEEN US AND BRITAIN	
		CONSERVATIVE (a)	LABOUR (b)	LIBERAL DEMOCRATS (c)	REFORM UK (d)	OTHER (e)	REMAIN (f)	LEAVE (g)	UP TO £19999 (h)	£20000-£34999 (i)	£35000-£54999 (j)	£55000+ (k)	AGREE (n)	DISAGREE (o)
UNWEIGHTED BASE	1080	159	349	104	103	101	447	315	199	257	256	283	335	429
WEIGHTED BASE	1080	165	332	100*	114*	91*	417	335	195	273	266	259	327	428
Strongly agree	423 39%	75 46% d	144 44% d	48 47% d	34 30% d	39 43% d	207 50% g	131 39% g	76 39% g	115 42% g	97 36% g	99 38% g	133 41% g	200 47% g
Somewhat agree	374 35%	66 40% d	121 36% d	31 31% d	43 38% d	31 34% d	139 33% d	126 38% d	66 34% d	87 32% d	107 40% d	90 35% d	122 37% d	151 35% d
Somewhat disagree	60 6%	8 5% d	15 4% d	5 5% d	6 5% d	6 7% d	16 4% d	19 6% d	10 5% d	14 5% d	17 6% d	13 5% d	20 6% d	17 4% d
Strongly disagree	35 3%	2 1% d	8 2% d	2 2% d	9 8% d	2 2% d	7 2% d	15 4% d	10 5% d	10 4% d	7 3% d	7 3% d	16 5% d	10 2% d
Agree (NET)	797 74%	141 86% d	265 80% d	79 78% d	77 67% d	70 77% d	346 83% d	256 76% d	143 73% d	203 74% d	204 77% d	188 73% d	255 78% d	352 82% d
Disagree (NET)	95 9%	10 6% d	23 7% d	7 7% d	15 13% d	8 9% d	23 5% d	34 10% d	21 11% d	24 9% d	24 9% d	20 8% d	36 11% d	28 6% d
Don't know / unsure	158 15%	14 9% d	41 12% d	13 13% d	23 20% d	6 7% d	40 10% d	44 13% d	29 15% d	37 14% d	34 13% d	41 16% d	35 11% d	43 10% d
Prefer not to say	29 3%	- - d	3 1% d	1 1% d	- - d	6 7% d	8 2% d	2 1% d	3 2% d	9 3% d	5 2% d	10 4% d	2 1% d	6 1% d

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e - f/g - h/i/j/k - l/m - n/o
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 34

QT5 - To what extent, if at all, would you support or oppose the UK government taking each of the following actions? - Summary table

Base: All adults aged 18-75 in Great Britain

	Introducing the same tariffs onto goods imported from the US immediately	Not introducing any tariffs onto goods imported from the US immediately, but to consider doing so in the future if a trade deal cannot be agreed	Agreeing a trade deal with the US to reduce barriers of trade between the US and the UK such as tariffs, other taxes or regulatory standards	Ruling out applying tariffs onto goods imported from the US
UNWEIGHTED BASE	1080	1080	1080	1080
WEIGHTED BASE	1080	1080	1080	1080
Strongly support	180 17%	124 12%	187 17%	68 6%
Tend to support	296 27%	327 30%	364 34%	140 13%
Neither support nor oppose	276 26%	260 24%	231 21%	268 25%
Tend to oppose	124 11%	133 12%	89 8%	235 22%
Strongly oppose	40 4%	59 5%	42 4%	166 15%
Support (NET)	476 44%	451 42%	550 51%	208 19%
Oppose (NET)	164 15%	192 18%	131 12%	401 37%
Don't know	163 15%	177 16%	167 15%	203 19%

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



Table 35
Q75. 1 - To what extent, if at all, would you support or oppose the UK government taking each of the following actions? - Introducing the same tariffs onto goods imported from the US immediately
Base: All adults aged 18-75 in Great Britain

	GENDER		AGE					AGE				GENERATION				REGION						SOCIAL GRADE		WORKING STATUS		EDUCATION		ETHNICITY		MARITAL STATUS			NUMBER IN HOUSEHOLD				CHILDREN IN HOUSEHOLD					
	TOTAL	MAN	WOMAN	18-24	25-34	35-44	45-54	55-75	18-34	35-54	55-75	GEN Z	MILLENNIALS	GEN X	BOOMER	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ABCL	C2DE	WORKING	NOT WORKING	GRADUATES	NON GRADUATES	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	MARRIED / LIVING AS A COUPLE	SINGLE	WID/ DIV/ SEP	1	2	3	4+	YES	NO				
		(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)		
UNWEIGHTED BASE	1080	517	564	127	204	193	210	348	111	403	146	207	336	273	264	258	283	237	155	51	94	649	431	600	569	551	144	919	645	127	108	220	825	221	314	361	717					
WEIGHTED BASE	1080	517	564	124	204	193	210	348	111	403	146	207	336	273	264	258	283	237	155	51	94	649	431	600	569	551	144	919	645	127	108	220	825	221	314	361	717					
Strongly support	180	88	89	18	30	29	65	48	66	65	33	56	44	48	17	39	39	34	8	22	301	79	124	56	67	113	28	150	101	58	23	41	54	35	50	54	126	15	17%			
	276	178	176	15%	15%	19%	14%	18%	15%	17%	18%	16%	17%	17%	17%	18%	16%	22%	16%	24%	17%	17%	17%	16%	17%	16%	22%	16%	18%	18%	18%	20	16%	16%	16%	16%	15%	17%				
Tend to support	296	158	137	27	54	49	61	105	81	111	105	49	85	78	84	74	83	75	36	13	15	167	129	198	98	95	202	30	261	192	71	33	62	88	62	84	106	191	30%	26%		
	276	130	130	21%	27%	25%	31%	29%	25%	28%	29%	23%	26%	31%	29%	30%	29%	30%	23%	26%	17%	27%	28%	27%	28%	24%	28%	24%	28%	30%	22%	30%	30%	26%	28%	27%	30	26%	26%	30%	26%	30%
Neither support nor oppose	276	131	138	42	48	45	49	91	90	95	91	63	76	64	73	68	77	52	47	11	22	156	120	194	82	103	173	39	232	166	81	29	45	90	60	82	92	184	26%	26%		
	26%	25%	26%	34%	24%	23%	25%	25%	28%	24%	25%	30%	23%	25%	25%	27%	27%	21%	31%	22%	24%	25%	26%	27%	23%	27%	25%	30%	25%	28%	25%	26%	22%	26%	27%	26%	26%	25%	25%	26%	25%	
Tend to oppose	124	66	57	10	24	21	20	48	35	42	48	19	38	26	41	37	34	27	13	5	9	77	47	73	51	50	74	13	111	80	34	10	19	48	31	27	37	87	11%	12%		
	13%	13%	11%	8%	12%	11%	10%	13%	15%	13%	9%	12%	10%	14%	15%	12%	11%	11%	8%	9%	10%	13%	10%	10%	15%	13%	11%	10%	12%	12%	10%	9%	9%	14%	14%	9%	11%	12%	9%	11%	12%	9%
Strongly oppose	40	27	11	6	6	7	8	13	12	16	13	11	11	8	10	6	7	15	6	3	4	25	15	30	11	18	22	6	33	22	14	4	10	9	8	14	13	28	4%	4%		
	4%	5%	2%	5%	3%	4%	4%	4%	4%	4%	4%	5%	3%	3%	4%	3%	2%	6%	4%	5%	5%	4%	3%	4%	3%	5%	3%	5%	3%	5%	4%	5%	4%	5%	4%	4%	4%	4%	4%	4%	4%	
Support (NET)	476	246	226	45	85	87	90	170	129	177	170	81	141	122	133	111	122	114	70	22	38	269	207	322	154	162	315	58	411	293	129	54	102	142	98	134	159	317	64%	43%		
	47%	246%	42%	36%	42%	43%	45%	47%	40%	40%	47%	39%	43%	48%	46%	44%	43%	40%	42%	43%	44%	45%	44%	44%	44%	42%	45%	44%	45%	40%	40%	40%	40%	40%	40%	44%	43%	43%	40%	43%	40%	43%
Oppose (NET)	164	93	67	17	30	29	29	60	47	57	60	30	49	34	52	43	40	41	18	7	14	102	62	103	62	68	96	19	144	102	48	14	28	57	39	41	49	115	18%	13%		
	16%	18%	13%	13%	15%	15%	14%	17%	14%	15%	17%	14%	15%	13%	18%	17%	14%	17%	12%	14%	15%	17%	13%	14%	18%	18%	14%	15%	15%	14%	15%	14%	14%	17%	17%	13%	14%	14%	16%	14%	16%	14%
Don't know	163	95	106	20	38	34	30	41	58	64	41	35	62	33	34	30	45	40	19	11	19	87	76	109	54	54	109	13	148	85	64	15	31	53	28	52	46	117	15%	16%		
	15%	11%	20%	16%	19%	18%	15%	11%	18%	20%	16%	11%	17%	19%	19%	13%	12%	12%	16%	16%	12%	22%	21%	14%	16%	15%	15%	14%	16%	13%	20%	6%	13%	15%	13%	12%	17%	13%	16%	13%	16%	

Proportions/Mean: Columns Tested [5% risk level] - a/b - c/d/e/f/g - h/i/j - k/l/m/n - o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D/E - F/G/H/I - J/K
Overlap formulae used. * small base

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Table 36

QT5_1 - To what extent, if at all, would you support or oppose the UK government taking each of the following actions? - Introducing the same tariffs onto goods imported from the US immediately

Base: All adults aged 18-75 in Great Britain

	TOTAL	GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE		INCOME				SPECIAL RELATIONSHIP BETWEEN US AND BRITAIN	
		CONSERVATIVE (a)	LABOUR (b)	LIBERAL DEMOCRATS (c)	REFORM UK (d)	OTHER (e)	REMAIN (f)	LEAVE (g)	UP TO £19999 (h)	£20000-£34999 (i)	£35000-£54999 (j)	£55000+ (k)	AGREE (n)	DISAGREE (o)
UNWEIGHTED BASE	1080	159	349	104	103	101	447	315	199	257	256	283	335	429
WEIGHTED BASE	1080	165	332	100*	114*	91*	417	335	195	273	266	259	327	428
Strongly support	180 17%	26 16%	55 17%	22 22%	15 13%	13 15%	72 17%	63 19%	36 18%	44 16%	46 17%	39 15%	51 16%	90 21%
Tend to support	296 27%	69 42%	106 32%	31 31%	29 25%	18 20%	133 32%	100 30%	59 30%	81 30%	79 30%	56 22%	105 32%	132 31%
Neither support nor oppose	276 26%	30 18%	87 26%	18 18%	34 30%	29 32% ac	106 26%	71 21%	50 26%	62 23%	68 26%	77 30%	81 25%	93 22%
Tend to oppose	124 11%	20 12%	42 13%	10 10%	14 13%	12 14%	47 11%	53 16%	21 11%	31 11%	32 12%	31 12%	50 15%	48 11%
Strongly oppose	40 4%	6 4%	6 2%	7 7%	9 8%	5 6%	13 3%	14 4%	8 4%	9 3%	11 4%	11 4%	20 6%	13 3%
Support (NET)	476 44%	95 58% de	161 49% e	54 54% e	44 38%	31 35%	205 49%	163 49%	95 48% k	126 46%	125 47% k	96 37%	156 48%	222 52%
Oppose (NET)	164 15%	26 16%	48 14%	17 17%	24 21%	17 19%	60 14%	67 20%	29 15%	40 15%	43 16%	42 16%	69 21% o	62 14%
Don't know	163 15%	14 8%	35 11%	11 11%	13 11%	13 14%	46 11%	34 10%	22 11%	45 16%	29 11%	45 17%	21 6%	51 12% n

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e - f/g - h/i/j/k - l/m - n/o
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 17
Q75. 2 - To what extent, if at all, would you support or oppose the UK government taking each of the following actions? - Not introducing any tariffs onto goods imported from the US immediately, but to consider doing so in the future if a trade deal cannot be agreed

Base: All adults aged 18-75 in Great Britain

		GENDER			AGE					AGE					GENERATION					REGION					SOCIAL GRADE		WORKING STATUS		EDUCATION		ETHNICITY		MARITAL STATUS			NUMBER IN HOUSEHOLD				CHILDREN IN HOUSEHOLD	
		TOTAL	MAN (a)	WOMAN (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	18-34 (h)	35-54 (i)	55-75 (j)	GEN Z (k)	MILLENNIALS (l)	GEN X (m)	BABY BOOMER (n)	NORTH (o)	MIDLANDS (p)	SOUTH (q)	LONDON (r)	WALES (s)	SCOTLAND (t)	ABCI (u)	C2DE (v)	WORKING (w)	NOT WORKING (x)	GRADUATES (y)	NON GRADUATES (z)	ETHNIC MINORITY GROUPS (aa)	WHITE ETHNIC GROUP (ab)	MARRIED / LIVING AS (ac)	SINGLE (ad)	WID/ DIV/ SEP (ae)	1 (af)	2 (ag)	3 (ah)	4+ (ai)	YES (aj)	NO (ak)		
UNWEIGHTED BASE	1000	517	506	127	204	193	210	345	511	403	386	207	336	273	364	258	283	239	155	51	94	649	431	690	390	569	511	144	919	646	137	108	220	320	221	314	593	717			
WEIGHTED BASE	1100	515	518	124	201	173	173	373	515	393	372	208	319	253	341	247	253	213	147	53	92	649	431	690	390	569	511	144	919	646	137	111	107	312	317	303	343	591	741		
Strongly support	124	62	58	13	20	22	18	50	33	41	50	21	36	29	38	25	31	28	4	8	71	53	80	44	50	75	16	106	81	29	14	22	33	31	38	49	76				
	12%	12%	11%	10%	10%	12%	9%	14%	10%	10%	14%	10%	11%	12%	13%	10%	10%	13%	18%	8%	8%	12%	11%	11%	12%	13%	11%	13%	11%	13%	9%	12%	11%	10%	14%	12%	14%	10%			
Tend to support	327	181	142	32	57	56	70	113	89	126	113	55	95	85	93	74	76	80	52	10	34	216	111	231	96	144	183	39	282	201	92	34	69	108	71	79	106	221			
	30%	34%	26%	26%	28%	29%	35%	31%	27%	32%	31%	26%	29%	34%	32%	29%	27%	32%	34%	20%	37%	35%	24%	32%	27%	37%	26%	30%	30%	31%	29%	30%	33%	32%	32%	26%	31%	30%			
Neither support nor oppose	260	119	137	43	61	39	50	67	104	89	67	66	78	59	57	84	74	43	32	12	14	137	123	182	78	83	177	33	224	154	83	23	44	78	62	76	82	178			
	24%	23%	25%	35%	30%	20%	25%	18%	32%	23%	18%	32%	24%	23%	20%	33%	26%	18%	21%	23%	15%	22%	26%	25%	22%	21%	26%	25%	24%	24%	26%	20%	21%	23%	28%	25%	24%	24%			
Tend to oppose	133	73	58	15	16	24	18	60	30	42	60	23	35	31	45	29	37	36	16	8	7	59	73	79	54	34	99	21	112	78	40	15	29	45	19	39	42	91			
	12%	14%	11%	12%	8%	12%	9%	17%	9%	11%	17%	11%	11%	12%	15%	12%	13%	15%	10%	16%	7%	10%	16%	11%	15%	9%	14%	16%	12%	12%	13%	15%	14%	13%	8%	13%	12%	12%			
Strongly oppose	59	36	21	3	9	7	10	30	11	18	30	7	14	13	25	8	16	14	8	4	9	38	21	36	23	21	38	7	50	33	15	10	14	17	14	14	16	43			
	5%	7%	4%	2%	4%	4%	5%	8%	3%	4%	8%	3%	4%	5%	9%	3%	6%	6%	5%	7%	10%	6%	4%	5%	7%	5%	5%	5%	5%	5%	5%	9%	7%	5%	6%	5%	5%	6%			
Support (NET)	451	243	200	45	77	79	88	163	122	167	163	75	131	114	131	100	104	112	80	14	42	287	164	311	140	194	258	55	389	282	121	48	91	141	102	117	155	296			
	42%	46%	37%	38%	39%	40%	44%	45%	38%	42%	40%	36%	40%	45%	40%	38%	37%	45%	52%	27%	45%	47%	35%	43%	40%	50%	37%	43%	42%	44%	38%	43%	44%	41%	40%	38%	45%	40%			
Oppose (NET)	192	109	80	17	24	31	28	90	42	60	90	30	49	43	70	17	13	50	24	12	16	58	94	114	77	50	137	28	161	111	56	25	43	62	33	53	58	133			
	18%	21%	15%	14%	12%	16%	14%	25%	13%	15%	25%	14%	15%	17%	24%	15%	19%	20%	16%	23%	18%	16%	20%	16%	22%	14%	20%	21%	17%	17%	17%	22%	21%	18%	15%	17%	17%	18%			
Don't know	177	13	122	19	38	46	32	42	57	78	42	36	71	36	33	31	52	43	17	14	20	83	85	120	57	56	121	13	160	98	62	17	29	59	27	62	52	125			
	16%	10%	23%	15%	19%	23%	16%	12%	18%	20%	12%	17%	22%	14%	11%	12%	18%	17%	11%	26%	22%	15%	18%	17%	16%	14%	18%	10%	17%	15%	19%	15%	14%	17%	12%	20%	15%	17%			

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/h/i/j/k - h/i/j - k/l/m/n - o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D/E - F/G/H/I - J/K
Overlap formulae used. * small base



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Table 38

QT5_2 - To what extent, if at all, would you support or oppose the UK government taking each of the following actions? - Not introducing any tariffs onto goods imported from the US immediately, but to consider doing so in the future if a trade deal cannot be agreed

Base: All adults aged 18-75 in Great Britain

	TOTAL	GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE		INCOME				SPECIAL RELATIONSHIP BETWEEN US AND BRITAIN	
		CONSERVATIVE (a)	LABOUR (b)	LIBERAL DEMOCRATS (c)	REFORM UK (d)	OTHER (e)	REMAIN (f)	LEAVE (g)	UP TO £19999 (h)	£20000-£34999 (i)	£35000-£54999 (j)	£55000+ (k)	AGREE (n)	DISAGREE (o)
UNWEIGHTED BASE	1080	159	349	104	103	101	447	315	199	257	256	283	335	429
WEIGHTED BASE	1080	165	332	100*	114*	91*	417	335	195	273	266	259	327	428
Strongly support	124 12%	18 11%	44 13%	21 21%	14 13%	5 6%	50 12%	54 16%	20 10%	25 9%	39 14%	38 14%	58 18%	47 11%
Tend to support	327 30%	59 36%	111 34%	26 26%	28 24%	35 39%	152 36%	98 29%	60 31%	82 30%	83 31%	83 32%	123 38%	126 30%
Neither support nor oppose	260 24%	31 19%	85 26%	23 23%	27 23%	20 22%	97 23%	66 20%	51 26%	69 25%	59 22%	54 21%	77 24%	92 21%
Tend to oppose	133 12%	33 20%	37 11%	10 10%	18 16%	10 11%	44 11%	52 15%	29 15%	38 14%	31 12%	25 10%	31 9%	70 16%
Strongly oppose	59 5%	8 5%	9 3%	11 11%	9 8%	11 12%	26 6%	20 6%	9 5%	14 5%	18 7%	12 5%	12 4%	36 9%
Support (NET)	451 42%	77 46%	156 47%	48 47%	42 37%	40 44%	202 48%	153 46%	80 41%	107 39%	122 46%	121 47%	181 55%	174 41%
Oppose (NET)	192 18%	41 25%	46 14%	20 20%	27 24%	21 23%	70 17%	72 21%	38 20%	51 19%	48 18%	37 14%	43 13%	106 25%
Don't know	177 16%	17 10%	46 14%	10 10%	18 16%	9 10%	48 12%	45 13%	26 13%	45 17%	37 14%	46 18%	26 8%	56 13%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e - f/g - h/i/j/k - l/m - n/o
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



Table 39
Q75_3 - To what extent, if at all, would you support or oppose the UK government taking each of the following actions? - Agreeing a trade deal with the US to reduce barriers of trade between the US and the UK such as tariffs, other taxes or regulatory standards
Base: All adults aged 18-75 in Great Britain

		GENDER		AGE					AGE			GENERATION				REGION						SOCIAL GRADE		WORKING STATUS		EDUCATION		ETHNICITY		MARITAL STATUS			NUMBER IN HOUSEHOLD					CHILDREN IN HOUSEHOLD		
		TOTAL	MAN (%)	WOMAN (%)	18-24 (%)	25-34 (%)	35-44 (%)	45-54 (%)	55-75 (%)	18-34 (%)	35-54 (%)	55-75 (%)	GEN Z (%)	MILLENNIALS (%)	GEN X (%)	BABY BOOMER (%)	NORTH (%)	MIDLANDS (%)	SOUTH (%)	LONDON (%)	WALES (%)	SCOTLAND (%)	ABC1 (%)	C2DE (%)	WORKING (%)	NOT WORKING (%)	GRADUATES (%)	NON GRADUATES (%)	ETHNIC MINORITY (%)	WHITE ETHNIC GROUP (%)	MARRIED / LIVING AS (%)	SINGLE (%)	WID/ DIV/ SEP (%)	1 (%)	2 (%)	3 (%)	4+ (%)	YES (%)	NO (%)	
Unweighted base	1080	517	546	127	204	193	210	346	531	403	346	207	338	273	264	218	283	239	155	51	94	649	431	690	390	569	511	144	919	646	137	108	220	320	221	314	363	717		
Weighted base	1100	515	585	124	201	192	210	352	525	393	382	208	329	253	291	522	381	247	153	52	92	649	431	690	390	569	511	144	919	646	137	108	220	320	221	314	363	717		
Strongly support	187	118	66	21	38	34	30	63	59	64	63	40	55	44	47	53	41	35	38	7	13	118	68	126	61	73	113	25	158	118	53	15	33	55	45	54	46	120		
	17%	22%	12%	17%	19%	17%	15%	17%	17%	18%	16%	17%	19%	17%	17%	17%	21%	15%	14%	25%	13%	14%	19%	15%	17%	17%	17%	19%	16%	20%	17%	18%	17%	14%	16%	16%	20%	18%	19%	16%
Tend to support	364	188	171	35	65	56	60	148	100	116	148	68	92	82	122	82	95	87	43	18	39	220	144	246	117	151	213	47	311	229	88	47	78	113	69	104	117	247		
	34%	36%	32%	28%	32%	29%	30%	41%	31%	29%	41%	33%	28%	32%	42%	33%	34%	35%	28%	35%	42%	36%	31%	34%	33%	39%	31%	36%	33%	35%	27%	42%	38%	33%	31%	34%	34%	34%		
Neither support nor oppose	231	106	121	35	40	43	46	68	75	89	68	48	71	54	58	66	61	49	35	9	11	120	112	166	65	71	160	29	201	150	68	13	38	75	54	64	81	150		
	21%	20%	23%	28%	20%	22%	23%	19%	23%	23%	19%	23%	22%	21%	20%	26%	22%	20%	23%	17%	12%	19%	24%	23%	18%	18%	23%	22%	21%	23%	21%	11%	18%	22%	24%	21%	23%	20%		
Tend to oppose	89	50	38	13	13	21	18	25	25	39	25	13	35	22	18	15	29	21	10	6	7	50	40	55	34	27	62	11	78	44	34	11	16	26	22	24	31	59		
	8%	10%	7%	10%	8%	11%	9%	7%	8%	10%	7%	8%	11%	9%	8%	9%	10%	9%	7%	11%	8%	8%	8%	8%	10%	7%	9%	9%	8%	7%	11%	10%	8%	8%	10%	8%	9%	8%		
Strongly oppose	42	16	22	5	8	7	13	9	13	19	9	8	14	12	7	9	8	14	2	1	8	24	18	29	13	13	29	4	36	18	20	3	11	11	4	13	9	33		
	4%	3%	4%	4%	4%	3%	6%	3%	4%	5%	3%	4%	4%	5%	2%	3%	3%	6%	2%	3%	9%	4%	4%	4%	4%	4%	3%	4%	3%	4%	3%	6%	3%	6%	3%	2%	4%	3%	4%	
Support (NET)	550	307	237	56	103	90	90	211	159	180	211	108	147	126	169	135	137	122	81	25	51	338	212	372	178	224	326	73	469	347	141	63	110	169	113	158	183	367		
	51%	58%	44%	45%	51%	48%	45%	58%	49%	46%	58%	52%	45%	50%	58%	54%	48%	49%	53%	48%	56%	55%	46%	51%	51%	58%	47%	56%	50%	54%	44%	56%	53%	49%	51%	51%	53%	50%		
Disapprove (NET)	131	66	60	18	20	27	31	34	38	59	34	22	49	34	25	24	37	35	13	7	16	73	58	85	46	40	91	15	114	62	54	14	30	38	26	37	40	91		
	12%	13%	11%	15%	10%	14%	16%	9%	12%	15%	9%	11%	15%	14%	9%	9%	13%	14%	8%	14%	17%	12%	12%	12%	13%	10%	13%	12%	12%	10%	17%	13%	14%	11%	12%	12%	12%	12%		
Don't know	167	46	120	15	37	35	31	49	52	66	49	30	61	38	38	27	49	42	25	11	14	83	84	105	62	51	116	12	151	87	58	22	29	60	30	48	42	125		
	15%	9%	22%	12%	19%	18%	16%	14%	16%	17%	14%	14%	19%	13%	13%	11%	17%	17%	16%	21%	15%	14%	18%	14%	18%	13%	17%	9%	16%	13%	18%	20%	14%	18%	14%	16%	12%	17%		

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l/m/n - o/p/q/r/s/t - u/v - w/x - y/z - A/B - C/D/E - F/G/H/I - J/K
Overlap formulae used. * small base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



Ipsos UK Tariffs polling
4TH - 7TH APRIL 2025
IPSOS
Public

8 Apr 2025

Table 40

QT5_3 - To what extent, if at all, would you support or oppose the UK government taking each of the following actions? - Agreeing a trade deal with the US to reduce barriers of trade between the US and the UK such as tariffs, other taxes or regulatory standards

Base: All adults aged 18-75 in Great Britain

	TOTAL	GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE		INCOME				SPECIAL RELATIONSHIP BETWEEN US AND BRITAIN	
		CONSERVATIVE (a)	LABOUR (b)	LIBERAL DEMOCRATS (c)	REFORM UK (d)	OTHER (e)	REMAIN (f)	LEAVE (g)	UP TO £19999 (h)	£20000-£34999 (i)	£35000-£54999 (j)	£55000+ (k)	AGREE (n)	DISAGREE (o)
UNWEIGHTED BASE	1080	159	349	104	103	101	447	315	199	257	256	283	335	429
WEIGHTED BASE	1080	165	332	100*	114*	91*	417	335	195	273	266	259	327	428
Strongly support	187 17%	42 25%	54 16%	19 19%	22 19%	15 17%	77 19%	76 23%	32 16%	47 17%	43 16%	55 21%	97 30%	57 13%
Tend to support	364 34%	72 44%	121 37%	38 38%	39 34%	27 30%	155 37%	119 36%	60 31%	87 32%	95 36%	91 35%	126 39%	167 39%
Neither support nor oppose	231 21%	28 17%	73 22%	17 17%	27 24%	17 19%	78 19%	64 19%	39 20%	67 25%	62 23%	46 18%	53 16%	80 19%
Tend to oppose	89 8%	10 6%	31 9%	10 10%	6 5%	12 13%	43 10%	24 7%	26 13%	22 8%	23 9%	16 6%	22 7%	56 13%
Strongly oppose	42 4%	2 1%	11 3%	6 6%	4 4%	10 12%	24 6%	7 2%	9 5%	8 3%	9 3%	12 5%	8 2%	26 6%
Support (NET)	550 51%	114 69%	175 53%	57 57%	60 53%	42 47%	232 56%	195 58%	92 47%	135 49%	138 52%	146 56%	223 68%	224 52%
Oppose (NET)	131 12%	12 7%	43 13%	16 16%	10 9%	22 25%	67 16%	31 9%	35 18%	30 11%	32 12%	28 11%	30 9%	82 19%
Don't know	167 15%	11 6%	41 12%	10 10%	16 14%	9 10%	41 10%	45 13%	30 15%	42 15%	34 13%	39 15%	22 7%	42 10%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e - f/g - h/i/j/k - l/m - n/o
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



Ipsos UK Tariffs polling
4th - 7th April 2025
Ipsos
Public

8 Apr 2025

Table 41
Q25. 4 - To what extent, if at all, would you support or oppose the UK government taking each of the following actions? - Ruling out applying tariffs onto goods imported from the US
Base: All adults aged 18-75 in Great Britain

		GENDER			AGE					AGE					GENERATION					REGION					SOCIAL GRADE		WORKING STATUS		EDUCATION		ETHNICITY		MARITAL STATUS			NUMBER IN HOUSEHOLD					CHILDREN IN HOUSEHOLD	
		TOTAL	MAN (a)	WOMAN (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	18-34 (h)	35-54 (i)	55-75 (j)	GEN Z (k)	MILLENNIALS (l)	GEN X (m)	BOOMER (n)	NORTH (o)	MIDLANDS (p)	SOUTH (q)	LONDON (r)	WALES (s)	SCOTLAND (t)	ABCI (u)	C2DE (v)	WORKING (w)	NOT WORKING (x)	GRADUATES (y)	NON GRADUATES (z)	ETHNIC MINORITY GROUPS (aa)	WHITE ETHNIC GROUP (ab)	MARRIED (ac)	SINGLE (ad)	WID/ DIV/ SEP (ae)	1 (af)	2 (ag)	3 (ah)	4+ (ai)	YES (aj)	NO (ak)			
UNWEIGHTED BASE	1000	517	546	127	204	193	210	346	511	403	386	207	338	273	364	518	383	239	155	51	94	649	631	680	390	569	511	144	919	646	137	108	220	320	221	314	563	717				
WEIGHTED BASE	1000	515	515	134*	201	193	199	372	515	393	382	208	319	253	370	517	383	247	153	52*	93*	616	605	721	372	557	503	121	916	616	127	113*	217	311	214	310	517	713				
Strongly support	68	42	23	14	21	15	A	14	34	19	14	21	28	8	10	13	14	13	21	2	5	41	26	53	14	30	38	13	55	41	21	6	10	13	19	25	33	25				
	8%	8%	4%	11%	10%	8%	2%	4%	11%	5%	4%	10%	9%	3%	3%	5%	5%	5%	14%	3%	5%	7%	6%	7%	4%	8%	5%	10%	6%	6%	6%	5%	5%	4%	9%	8%	9%	5%				
	b	b	f	f	f	f			g	g	g	mn	mn	mn	mn	g	g	g	g	g	g	g	g	g	g	g	g	g	g	g	g	g	g	g	g	g	g	g	g	g		
Tend to support	140	79	59	22	37	33	20	28	59	53	28	43	50	24	23	41	23	29	33	2	12	94	46	107	34	58	82	33	106	99	35	7	17	32	34	58	70	71				
	13%	15%	11%	18%	18%	17%	10%	8%	18%	13%	8%	23%	15%	10%	8%	16%	8%	12%	22%	4%	13%	15%	10%	15%	10%	15%	12%	26%	11%	15%	11%	6%	8%	9%	15%	19%	20%	10%				
	k	k	k	k	k	k			l	l		mn	n			g	g	g	g	g	g	g	g	g	g	g	g	g	g	g	g	g	g	g	g	g	g	g	g			
Neither support nor oppose	268	117	146	34	57	43	49	85	91	92	85	56	81	59	72	63	90	49	40	15	10	146	122	185	83	98	170	37	228	162	79	27	51	85	62	69	90	178				
	25%	22%	27%	27%	29%	22%	24%	24%	28%	23%	24%	27%	25%	23%	25%	25%	32%	20%	26%	29%	11%	11%	24%	26%	25%	24%	25%	25%	28%	24%	25%	25%	24%	25%	25%	28%	23%	26%	24%			
																	l	g	g	l	l																					
Tend to oppose	235	141	93	25	33	31	48	99	58	79	99	36	57	67	76	63	56	60	20	10	26	133	102	147	89	90	145	21	210	135	73	27	51	82	42	60	58	177				
	22%	27%	17%	20%	17%	16%	24%	27%	18%	20%	27%	17%	17%	26%	26%	25%	20%	24%	13%	19%	28%	22%	22%	20%	25%	23%	21%	16%	22%	21%	23%	24%	23%	24%	19%	19%	17%	24%				
	b	b						de	h		h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h			
Strongly oppose	166	82	79	6	15	23	38	84	21	61	84	13	36	50	68	31	44	48	12	11	21	100	66	105	61	50	116	10	152	102	44	19	41	63	32	30	37	129				
	15%	16%	15%	5%	8%	12%	19%	23%	6%	16%	23%	6%	11%	20%	23%	12%	12%	19%	8%	21%	23%	16%	14%	14%	17%	13%	17%	8%	16%	16%	14%	17%	20%	18%	14%	10%	11%	18%				
						c	cd	cde		h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h			
Support (NET)	208	122	82	36	57	48	24	43	93	72	43	65	78	32	33	54	37	42	55	4	17	136	72	180	48	88	120	46	161	139	56	13	27	44	54	83	103	105				
	19%	23%	15%	29%	29%	23%	12%	12%	29%	18%	12%	31%	24%	13%	13%	21%	13%	17%	36%	8%	18%	22%	16%	22%	14%	23%	17%	36%	17%	22%	17%	11%	13%	13%	24%	27%	30%	14%				
		b		fe	fe	fe		h	h	h	h	mn	mn	mn	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h			
Oppose (NET)	401	223	172	30	48	54	86	183	79	140	183	48	93	117	143	84	100	107	32	21	47	233	168	251	150	140	261	31	362	238	118	46	93	145	74	89	95	306				
	37%	42%	32%	24%	24%	28%	43%	50%	24%	36%	50%	23%	28%	46%	49%	37%	35%	43%	21%	40%	51%	38%	36%	35%	43%	36%	38%	24%	39%	37%	37%	41%	45%	42%	33%	29%	27%	42%				
	b	b		cde	cde	cde		h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h			
Don't know	203	64	138	24	38	50	40	51	62	90	51	39	77	45	43	42	56	49	26	12	18	99	103	132	71	61	142	16	184	107	69	27	36	67	34	66	59	144				
	19%	12%	26%	19%	19%	25%	20%	14%	19%	23%	14%	19%	23%	18%	15%	17%	20%	20%	17%	23%	20%	16%	22%	18%	20%	16%	20%	12%	20%	17%	21%	24%	17%	20%	15%	21%	17%	20%				
	a	a				g			l		l	n	n	n		h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h			

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/h/l/g - k/l/m/n - o/p/q/r/h/z - u/v - w/z - A/B - C/D/E - F/G/H/I - J/K
Overlap formulae used. * small base

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Ipsos UK Tariffs polling
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Public

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Table 42

QT5_4 - To what extent, if at all, would you support or oppose the UK government taking each of the following actions? - Ruling out applying tariffs onto goods imported from the US

Base: All adults aged 18-75 in Great Britain

	TOTAL	GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE		INCOME				SPECIAL RELATIONSHIP BETWEEN US AND BRITAIN	
		CONSERVATIVE (a)	LABOUR (b)	LIBERAL DEMOCRATS (c)	REFORM UK (d)	OTHER (e)	REMAIN (f)	LEAVE (g)	UP TO £19999 (h)	£20000-£34999 (i)	£35000-£54999 (j)	£55000+ (k)	AGREE (n)	DISAGREE (o)
UNWEIGHTED BASE	1080	159	349	104	103	101	447	315	199	257	256	283	335	429
WEIGHTED BASE	1080	165	332	100*	114*	91*	417	335	195	273	266	259	327	428
Strongly support	68 6%	13 8%	21 6%	9 9%	6 5%	6 6%	35 8%	16 5%	15 8%	16 6%	13 5%	23 9%	45 14%	10 2%
Tend to support	140 13%	23 14%	59 18%	11 11%	15 13%	6 6%	54 13%	47 14%	18 9%	32 12%	40 15%	42 16%	67 20%	34 8%
Neither support nor oppose	268 25%	39 24%	78 24%	27 27%	30 26%	26 28%	99 24%	82 24%	49 25%	71 26%	74 28%	59 23%	79 24%	98 23%
Tend to oppose	235 22%	38 23%	80 24%	18 18%	29 25%	27 30%	105 25%	71 21%	48 24%	58 21%	59 22%	59 23%	74 22%	117 27%
Strongly oppose	166 15%	31 19%	41 12%	23 23%	13 12%	18 20%	74 18%	62 18%	24 12%	45 17%	41 16%	27 10%	32 10%	111 26%
Support (NET)	208 19%	36 22%	80 24%	20 20%	21 19%	11 13%	89 21%	63 19%	33 17%	48 18%	53 20%	66 25%	111 34%	44 10%
Oppose (NET)	401 37%	69 42%	121 37%	42 42%	42 37%	45 50%	179 43%	132 40%	72 37%	103 38%	101 38%	86 33%	105 32%	228 53%
Don't know	203 19%	21 13%	52 16%	11 11%	21 18%	8 9%	50 12%	58 17%	41 21%	51 19%	38 14%	48 19%	32 10%	59 14%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e - f/g - h/i/j/k - l/m - n/o
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.