

24-085497-18 - 2nd - 5th May 2025

Public
Trade
GB 18-75 years old

Q1A. Which of the following, if any, do you consider to be Britain's most important trade partner today?

All Adults aged 18-75 in Great Britain

		Gender			Aggregated Age breaks			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55-75 (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduates (O)	Non-graduates (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000-£34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservative (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Other (c)	Remain (d)	Leave (e)		
Unweighted base	1099	525	545	342	406	351	682	417	263	285	248	155	53	95	603	496	706	393	212	247	257	302	896	189	156	364	84	124	99	418	346		
Weighted base	1099	528	542	331	399	369	626	473	262	291	244	155	52	95	401	698	744	355	221	260	275	266	913	175	167	348	73	140	88	389	372		
The European Union	475	259	202	120	169	186	299	176	111	118	113	57	22	54	190	285	309	166	79	123	128	117	404	67	66	193	44	42	47	230	130		
	43%	49%	37%	36%	42%	50% D	48% H	37%	42%	41%	46%	37%	43% *	58% UL*	47%	41%	42%	47%	36%	47% S	46% S	44%	44%	38%	40%	55% Yb	61% Yb*	30% *	53% b*	59% e	35%		
The United States of America	276	146	126	108	87	82	163	113	62	74	61	56	10	12	112	163	211	64	52	60	64	83	216	60	55	86	10	56	11	61	127		
	25%	28%	23%	33% EF	22%	22%	26%	24%	24% N	25% N	25% N	36% UKN	20% *	13% *	28%	23%	28% R	18%	23%	23%	23%	31%	24%	34% W	33% ac	25% c	14% *	40% Zac*	12% *	16%	34% d		
China	110	40	69	46	46	19	52	58	25	31	21	14	7	12	40	70	78	32	30	22	21	33	86	21	17	32	2	11	8	38	31		
	10%	8%	13% B	14% F	12% F	5%	8%	12%	9%	11%	9%	9%	13% *	13% *	10%	10%	11%	9%	13%	8%	8%	13%	9%	12%	10%	9%	3%	8% *	10% *	10%	8%		
Canada	17	14	3	3	3	11	6	11	1	7	6	1	1	1	6	11	10	7	8	1	2	3	15	3	2	4	4	1	3	4	9		
	2%	3% C	0%	1%	1%	3%	1%	2%	1%	2%	2%	0%	2% *	1% *	2%	2%	1%	2%	4% TU	0%	1%	1%	2%	1%	1%	1%	5% Z*	1% *	4% *	1%	3%		
Japan	9	2	5	2	4	3	5	4	1	2	4	2	-	-	6	3	6	3	1	4	3	2	8	1	3	2	1	*	1	2	5		
	1%	0%	1%	1%	1%	1%	1%	1%	0%	1%	1%	2%	- *	- *	1%	0%	1%	1%	0%	1%	1%	1%	1%	0%	2%	1%	2% *	0% *	1% *	1%	1%		
India	8	4	4	4	3	-	4	4	1	4	1	1	1	-	5	3	8	-	2	1	3	2	2	6	1	3	1	1	-	4	2		
	1%	1%	1%	1%	1%	-	1%	1%	0%	1%	0%	1%	2% *	- *	1%	0%	1%	-	1%	0%	1%	1%	0%	3% W	0%	1%	1% *	1% *	- *	- *	1%	0%	
Australia	8	4	4	4	*	3	4	4	2	3	2	1	-	-	4	4	5	3	5	1	1	1	6	2	*	2	1	2	-	2	3		
	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%	1%	1%	- *	- *	1%	1%	1%	1%	2%	0%	0%	0%	1%	1%	0%	1%	2% *	2% *	- *	- *	2%	1%	
New Zealand	2	1	1	1	1	1	-	2	-	1	-	-	1	-	1	2	1	2	1	1	-	-	2	1	1	-	-	2	-	-	2		
	0%	0%	0%	0%	0%	0%	-	0%	-	0%	-	-	2% *	- *	0%	0%	0%	0%	1%	0%	-	-	0%	0%	0%	-	- *	1% *	- *	- *	- *	0%	
Other (specify)	7	5	2	1	4	1	3	4	1	1	3	1	-	-	*	7	2	5	4	1	2	-	4	3	-	-	-	3	4	*	2		
	1%	1%	0%	0%	1%	0%	0%	1%	0%	0%	1%	1%	- *	- *	0%	1%	0%	1% Q	2%	1%	1%	-	0%	2%	-	-	- *	2% Z*	5% VZ*	0%	0%	1%	
Don't know	187	54	125	41	81	65	90	97	59	49	34	21	9	14	37	150	114	73	39	47	52	25	171	13	23	25	10	22	14	47	60		
	17%	10%	23% B	12%	20% D	18%	14%	20% G	22% K	17%	14%	14%	18% *	15% *	9%	21% O	15%	21%	18% V	18% V	19% V	9%	19% X	7%	14% Z	7%	14% *	16% Z*	15% Z*	12%	16%		

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.

ColumnProportions (5%): 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 Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): 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 Minimum Base: 30(**) Small Base: 100(*)

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All Adults aged 18-75 in Great Britain

	Total	Statement Agreement				Increase involvement of US cos. in UK NHS		Increase involvement of US cos. in UK national infrastructure		Lower environmental standards		Accepting US food standards		Reducing tax on large tech companies	
		Prioritise closer trade relationship with EU	Prioritise closer trade relationship with US	Prioritise closer trade relationship with China	Prioritise closer trade relationship with US	Support	Oppose	Support	Oppose	Support	Oppose	Support	Oppose	Support	Oppose
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
Unweighted base	1099	596	202	353	332	240	543	245	503	218	601	179	710	215	608
Weighted base	1099	562	214	348	336	225	522	229	486	212	577	164	703	197	603
The European Union	475 43%	348 62% CDE	45 21%	191 55% CE	126 38% C	74 33%	308 F	84 59%	285 36% H	73 35%	313 54% J	51 31%	363 52% L	65 33%	331 55% N
The United States of America	276 25%	75 13%	115 54% BDE	48 14%	145 43% BD	94 42% G	80 15%	101 44% I	75 15%	79 37% K	110 19%	75 46% M	133 19%	85 43% O	119 20%
China	110 10%	67 12% E	26 12% E	63 18% BE	16 5%	29 13%	49 9%	20 9%	54 11%	18 8%	63 11%	17 11%	72 10%	22 11%	54 9%
Canada	17 2%	9 2%	1 1%	8 2%	7 2%	3 1%	9 2%	4 2%	7 1%	3 1%	10 2%	1 1%	9 1%	4 2%	8 1%
Japan	9 1%	2 0%	4 2%	3 1%	2 1%	3 2%	4 1%	* 0%	4 1%	3 1%	5 1%	4 3% M	5 1%	3 2%	5 1%
India	8 1%	4 1%	1 0%	4 1%	- 2% G	4 2%	- 1%	2 0%	1 0%	2 1%	4 2%	3 2%	2 0%	2 1%	2 0%
Australia	8 1%	1 0%	5 2% B	2 1%	3 1%	7 3% G	* 0%	3 1% I	* 0%	7 3% K	* 0%	4 2% M	2 0%	2 1%	2 0%
New Zealand	2 0%	1 0%	1 0%	1 0%	- -	- -	1 0%	- -	1 0%	1 -	1 0%	1 0%	1 0%	1 0%	1 0%
Other (specify)	7 1%	1 0%	2 1%	2 1%	2 1%	- -	* 0%	1 0%	2 0%	2 1%	2 0%	1 1%	3 0%	1 0%	3 1%
Don't know	187 17%	56 10% D	15 7%	25 7%	34 10%	11 5%	70 13% F	14 6%	58 12% H	25 12%	69 12%	7 4%	113 16% L	11 5%	78 13% N

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Q18. And which of the following, if any, do you consider to be Britain's most important trade partner 5 years from now?

All Adults aged 18-75 in Great Britain

		Gender			Aggregated Age breaks			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total	Male	Female	18-34	35-54	55-75	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduates	Non-graduates	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000-£54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Other	Remain	Leave		
	(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)		
Unweighted base	1099	525	545	342	406	351	682	417	263	285	248	155	53	95	603	496	706	393	212	247	257	302	896	189	156	364	84	124	99	418	346		
Weighted base	1099	528	542	331	399	369	626	473	262	291	244	155	52	95	401	698	744	355	221	260	275	266	913	175	167	348	73	140	88	389	372		
The European Union	433 39%	248 47% C	172 32%	104 31%	159 40% D	170 46% D	273 44% H	160 34%	98 38%	102 35%	100 41%	64 41%	19 37% *	49 52% U*	178 44% P	255 37%	271 36%	162 46% Q	71 32%	105 40%	112 41%	116 44% S	368 40%	59 34%	59 35% b	175 50% Yb	39 54% Yb*	31 22% *	48 54% Yb*	207 53% e	119 32%		
The United States of America	252 23%	131 25%	120 22%	98 30% EF	78 19%	76 21%	132 21%	120 25%	63 24%	69 24%	57 23%	37 24%	7 14% *	17 18% *	88 22%	163 23%	191 26% R	61 17%	51 23%	55 21%	60 22%	69 26%	209 23%	43 25%	43 26% ac	74 21% ac	7 9% *	68 49% YZac*	8 9% *	59 15% b*	124 33% d		
China	115 10%	50 10%	64 12%	50 15% F	41 10%	24 7%	73 12%	42 9%	22 8%	29 10%	29 12%	20 13%	3 5% *	12 13% *	51 13%	64 9%	83 11%	32 9%	25 11%	26 10%	26 9%	34 13%	75 8%	39 22% W	25 15% b	34 10%	5 7% *	7 5% *	15 16% b*	42 11%	30 8%		
Canada	18 2%	12 2%	6 1%	5 1%	8 2%	6 2%	9 1%	10 2%	3 1%	6 2%	6 2%	1 0%	1 2% *	2 2% *	9 2%	9 1%	11 2%	7 2%	8 4%	3 1%	2 1%	4 1%	16 2%	1 1%	2 1%	4 1%	3 4% b*	- 5% *	5 5% Zb*	8 2%	6 2%		
Australia	18 2%	7 1%	9 2%	6 2%	7 2%	5 1%	7 1%	11 2%	6 2%	6 2%	3 1%	2 1%	* 1% *	* 0% *	7 2%	11 2%	11 1%	7 2%	4 2%	5 2%	2 1%	5 2%	16 2%	2 1%	1 0%	4 1%	3 4% *	4 3% *	* 0% *	4 1%	9 2%		
India	17 2%	9 2%	7 1%	4 1%	3 1%	11 3%	9 1%	8 2%	6 2%	5 2%	2 1%	1 0%	2 5% *	1 1% *	8 2%	9 1%	12 2%	5 2%	2 1%	7 3%	3 1%	6 2%	13 1%	4 2%	5 3%	3 1%	- 4% *	6 1% z*	1 1% *	5 1%	10 3%		
Japan	14 1%	8 2%	5 1%	9 3% F	4 1%	1 0%	8 1%	7 1%	2 1%	4 1%	3 1%	3 2%	1 2% *	- - *	9 2%	6 1%	12 2%	3 1%	2 1%	1 0%	7 2%	5 2%	12 1%	3 1%	3 2%	3 1%	2 3% *	1 1% *	* 1% *	2 1%	2 1%		
New Zealand	7 1%	4 1%	3 1%	5 2% E	- -	2 1%	4 1%	3 1%	2 1%	3 1%	- -	1 0%	1 2% *	- - *	2 0%	5 1%	6 1%	1 0%	4 2% V	- -	3 1%	- -	6 1%	2 1%	- -	5 2%	1 2% *	1 1% *	- - *	2 1% *	4 1%		
Other (specify)	6 1%	4 1%	2 0%	3 1%	3 1%	- -	6 1%	- -	2 1%	1 0%	3 1%	- -	- - *	- - *	1 0%	5 1%	4 1%	1 0%	- -	1 1%	4 2%	- -	6 1%	- -	- -	- -	- - *	- - *	3 3% YZ*	- -	1 0%		
Don't know	218 20%	55 10%	153 28% B	48 15%	96 24% D	74 20%	106 17%	112 24% G	57 22%	65 22%	41 17%	26 17%	16 31% KN*	13 14% *	48 12%	171 24% O	143 19%	75 21%	55 25% V	56 22% V	55 20% V	26 10% V	194 21% X	22 13%	29 17%	46 13%	13 18% *	23 16% *	8 9% *	60 15%	66 18%		

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		Prioritise closer trade relationship with EU	Prioritise closer trade relationship with US	Prioritise closer trade relationship with China	Prioritise closer trade relationship with US		Support	Oppose	Support	Oppose	Support	Oppose	Support	Oppose	Support	Oppose
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(O)
Unweighted base	1099	596	202	353	332	240	543	245	503	218	601	179	710	215	608	
Weighted base	1099	562	214	348	336	225	522	229	486	212	577	164	703	197	603	
The European Union	433 39%	334 59% CDE	32 15%	175 50% CE	122 36% C	57 25%	282 54% F	66 29%	268 55% H	59 28%	290 50% J	48 29%	333 47% L	61 31%	297 49% N	
The United States of America	252 23%	61 11%	121 56% BDE	41 12%	143 43% BD	89 39%	74 14%	93 41% I	62 13%	75 35% K	102 18%	69 42% M	120 17%	75 38% O	109 18%	
China	115 10%	66 12% E	24 11% E	64 18% BCE	16 5%	31 14%	53 10%	25 11%	56 12%	22 11%	64 11%	19 12%	73 10%	24 12%	61 10%	
Canada	18 2%	13 2%	1 1%	13 4% C	4 1%	3 1%	13 3%	2 1%	12 2%	1 1%	12 2%	3 2%	13 2%	5 3%	10 2%	
Australia	18 2%	8 1%	5 2%	3 1%	10 3%	6 3%	9 2%	6 3%	5 1%	3 2%	9 2%	1 1%	14 2%	2 1%	12 2%	
India	17 2%	9 2%	3 1%	5 1%	5 1%	6 3%	9 2%	6 2%	8 2%	3 1%	9 2%	3 2%	13 2%	4 2%	11 2%	
Japan	14 1%	4 1%	5 2%	7 2% B	3 1%	6 3%	6 1%	6 3%	5 1%	6 3%	5 1%	7 4% M	4 1%	9 5% O	4 1%	
New Zealand	7 1%	2 0%	4 2%	4 1% B	2 1%	4 2%	2 0%	5 2% I	1 0%	2 1%	1 0%	2 1%	3 1%	3 2%	3 1%	
Other (specify)	6 1%	3 0%	- -	3 1%	- -	- -	1 0%	- -	- -	1 1%	- -	2 1%	2 0%	1 0%	3 1%	
Don't know	218 20%	62 11%	19 9%	35 10%	31 9%	23 10%	74 14%	20 9%	68 14%	38 18%	85 15%	9 6%	127 18% L	12 6%	93 15% N	

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Q2A. Looking towards the future, which of the following statements, if either, do you agree with more? A: Britain should prioritise building a closer trade relationship with the EU, even if it means increasing barriers to trade with the United States/B: Britain should prioritise building a closer trade relationship with the United States, even if it means increasing barriers to trade with the EU
All Adults aged 18-75 in Great Britain

		Gender			Aggregated Age breaks			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote					Referendum 2016 vote	
	Total	Male	Female	18-34	35-54	55-75	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduates	Non-graduates	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Other	Remain	Leave	
	(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)	
Unweighted base	1099	525	545	342	406	351	682	417	263	285	248	155	53	95	603	496	706	393	212	247	257	302	896	189	156	364	84	124	99	418	346	
Weighted base	1099	528	542	331	399	369	626	473	262	291	244	155	52	95	401	698	744	355	221	260	275	266	913	175	167	348	73	140	88	389	372	
Strongly agree more with statement A	306 28%	166 32% C	123 23%	90 27%	96 24%	119 32% E	192 31% H	113 24%	80 31%	69 24%	76 31%	36 23%	10 18% *	36 38% JLM* P	131 33% P	175 25%	201 27%	105 30%	60 27%	70 27%	60 22%	104 39% STU	258 28%	44 25%	37 22%	127 36% Yb	25 33% b*	19 13% *	43 49% YZb*	166 43% e	67 18%	
Tend to agree more with statement A	257 23%	113 21%	141 26%	71 21%	100 25%	86 23%	149 24%	107 23%	55 21%	72 25%	58 24%	36 23%	12 23% *	23 24% *	98 25%	158 23%	167 22%	90 25%	46 21%	65 25%	72 26%	51 19%	211 23%	44 25%	42 25%	82 24%	21 28% *	27 19% *	19 22% *	93 24%	85 23%	
Agree equally with statements A and B	200 18%	93 18%	103 19%	61 18%	74 19%	65 18%	118 19%	82 17%	52 20% K	64 22% KN	30 12%	32 21% K	12 11% *	10 11% *	67 17%	133 19%	138 19%	62 17%	40 18%	51 20%	42 15%	51 19%	160 18%	40 23%	43 25% Zabc	58 17%	9 12% *	20 14% *	10 11% *	59 15%	76 21%	
Tend to agree more with statement B	121 11%	61 12%	59 11%	47 14% F	49 12% F	25 7%	63 10%	58 12%	24 9%	26 9%	34 14%	14 9%	10 19% *	12 12% *	47 12%	74 11%	93 12% R	28 8%	26 12%	22 9%	36 13%	31 12%	103 11%	18 10%	22 13% c	39 11% c	5 7% *	20 14% c*	2 2% *	21 5%	58 16% d	
Strongly agree more with statement B	93 8%	62 12% C	29 5%	32 10%	28 7%	33 9%	43 7%	50 11%	15 6%	30 10%	20 8%	18 11%	2 5% *	8 8% *	31 8%	61 9%	61 8%	32 9%	24 11%	16 6%	26 9%	21 8%	72 8%	18 10%	14 8%	21 6%	2 3% *	42 30% YZac*	1 1% *	15 4%	56 15% d	
Don't know	123 11%	33 6%	87 16% B	31 9%	52 13%	40 11%	61 10%	62 13%	35 14%	30 10%	26 11%	19 12%	6 12% *	6 7% *	25 6%	98 14% O	84 11%	39 11%	25 11% V	36 14% V	38 14% V	9 3%	110 12% X	10 6%	9 6%	21 6%	12 16% YZ*	12 9% *	12 14% YZ*	35 9%	30 8%	

NET: Agree more with Statement A	562 51%	279 53%	264 49%	161 49%	196 49%	205 56%	341 55% H	221 47%	135 52%	141 48%	134 55%	72 46%	22 41% *	58 62% JLM**	230 57% P	333 48%	367 49%	195 55%	106 48%	135 52%	132 48%	155 58% SU	468 51%	88 51%	79 47% b	209 60% Yb	45 62% b*	46 33% *	63 71% Yb*	259 67% e	152 41%
NET: Agree more with Statement B	214 19%	123 23% C	87 16%	79 24% F	77 19%	59 16%	106 17%	108 23% G	39 15%	57 20%	54 22%	32 21%	12 24% *	19 20% *	79 20%	135 19%	154 21%	60 17%	50 22%	38 15%	62 23% T	51 19%	175 19%	37 21%	36 21% c	60 17% c	7 10% *	62 44% YZac*	3 3% *	36 9%	114 31% d

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ColumnMeans (5%): 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 Minimum Base: 30(**) Small Base: 100(*)

24-085497-18 - 2nd - 5th May 2025

Public

Trade

GB 18-75 years old

Q2A. Looking towards the future, which of the following statements, if either, do you agree with more? A: Britain should prioritise building a closer trade relationship with the EU, even if it means increasing barriers to trade with the United States/B: Britain should prioritise building a closer trade relationship with the United States, even if it means increasing barriers to trade with the EU

All Adults aged 18-75 in Great Britain

		Statement Agreement					Increase involvement of US cos. in UK NHS		Increase involvement of US cos. in UK national infrastructure		Lower environmental standards		Accepting US food standards		Reducing tax on large tech companies	
	Total (A)	Prioritise closer trade relationship p with EU (B)	Prioritise closer trade relationship p with US (C)	Prioritise closer trade relationship p with China (D)	Prioritise closer trade relationship p with US (E)	Support (F)	Oppose (G)	Support (H)	Oppose (I)	Support (J)	Oppose (K)	Support (L)	Oppose (M)	Support (N)	Oppose (O)	
Unweighted base	1099	596	202	353	332	240	543	245	503	218	601	179	710	215	608	
Weighted base	1099	562	214	348	336	225	522	229	486	212	577	164	703	197	603	
Strongly agree more with statement A	306 28%	306 54% CDE	- - -	165 47% CE	56 17% C	53 24%	205 39% F	59 26%	198 41% H	42 20%	210 36% J	36 22%	228 32% L	47 24% N	209 35% N	
Tend to agree more with statement A	257 23%	257 46% CDE	- - -	107 31% CE	71 21% C	44 20%	128 25%	46 20%	123 25%	38 18%	154 27% J	31 19%	175 25%	40 21%	157 26%	
Agree equally with statements A and B	200 18%	- - -	- - -	30 9% BC	61 18% BCD	47 21% G	67 13%	47 20% I	62 13%	50 23% K	82 14%	31 19%	114 16%	40 20% O	83 14%	
Tend to agree more with statement B	121 11%	- - -	121 57% BDE	26 7% B	61 18% BD	33 15%	51 10%	27 12%	48 10%	31 15%	59 10%	24 15%	77 11%	27 14%	65 11%	
Strongly agree more with statement B	93 8%	- - -	93 43% BDE	11 3% B	74 22% BD	42 19% G	30 6%	42 18% I	26 5% K	42 20% K	31 5%	36 22% M	46 6% M	33 17% O	44 7% N	
Don't know	123 11%	- - -	- - -	10 3% BC	13 4% BC	6 3%	40 8% F	8 3%	29 6% K	9 4%	41 7% K	5 3%	64 9% L	9 4%	45 8%	

NET: Agree more with Statement A	562 51%	562 100% CDE	- - -	272 78% CE	127 38% C	97 43%	333 64% F	105 46% F	321 66% H	80 38%	364 63% J	68 41%	403 57% L	88 45%	366 61% N
NET: Agree more with Statement B	214 19%	- - -	214 100% BDE	36 10% B	135 40% BD	75 33% G	81 16%	69 30% I	74 15%	73 35% K	89 16% M	60 37% M	122 17% O	60 31% O	108 18% N

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ColumnMeans (5%): A,B/C/D/E,F/G,H,I,J/K,L,M,N/O Minimum Base: 30(**) Small Base: 100(*)

24-085497-18 - 2nd - 5th May 2025

Public
Trade

GB 18-75 years old

Q2B. Looking towards the future, which of the following statements, if either, do you agree with more? Britain should prioritise building a closer trade relationship with China, even if it means increasing barriers to trade with the United States/B: Britain should prioritise building a closer trade relationship with the United States, even if it means increasing barriers to trade with China

All Adults aged 18-75 in Great Britain

		Gender			Aggregated Age breaks			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total	Male	Female	18-34	35-54	55-75	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduates	Non-graduates	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000-£54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Other	Remain	Leave		
	(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)		
Unweighted base	1099	525	545	342	406	351	682	417	263	285	248	155	53	95	603	496	706	393	212	247	257	302	896	189	156	364	84	124	99	418	346		
Weighted base	1099	528	542	331	399	369	626	473	262	291	244	155	52	95	401	698	744	355	221	260	275	266	913	175	167	348	73	140	88	389	372		
Strongly agree more with statement A	123 11%	58 11%	62 11%	39 12%	46 12%	38 10%	71 11%	52 11%	33 13%	30 10%	23 10%	14 9%	5 10% *	18 19% JKL*	49 12%	74 11%	82 11%	41 12%	29 13%	26 10%	28 10%	32 12%	104 11%	16 9%	16 10%	49 14%	8 12% *	12 9% *	16 18% *	58 15% e	30 8%		
Tend to agree more with statement A	225 20%	122 23%	98 18%	85 26% EF	75 19%	65 17%	130 21%	95 20%	51 20%	63 22%	59 24% N	29 19%	11 21% *	12 12% *	97 24% P	127 18%	164 22%	61 17%	42 19%	56 22%	53 19%	56 21%	175 19%	49 28% W	36 22% b	85 24% b	17 24% b*	16 11% *	17 20% *	88 23%	70 19%		
Agree equally with statements A and B	240 22%	118 22%	116 21%	73 22%	93 23%	75 20%	144 23%	97 20%	46 17%	63 22%	51 21%	39 25%	14 27% *	28 30% I*	86 22%	154 22%	167 22%	73 21%	50 23%	56 21%	62 23%	64 24%	191 21%	48 27%	39 23%	73 21%	15 21% *	22 16% *	22 25% *	88 22%	72 19%		
Tend to agree more with statement B	214 19%	105 20%	106 20%	55 16%	79 20%	80 22%	115 18%	99 21%	61 23%	48 17%	53 22%	27 17%	9 16% *	16 17% *	68 17%	145 21%	147 20%	67 19%	38 17%	48 18%	54 20%	59 22%	189 21%	25 14%	34 20%	67 19%	16 22% *	37 26% *	16 19% *	72 19%	89 24%		
Strongly agree more with statement B	122 11%	73 14% C	46 8%	37 11%	29 7%	57 15% E	69 11%	53 11%	23 9%	43 15% K	18 7%	26 17% IK	5 10% *	7 8% *	46 12%	76 11%	81 11%	41 11%	27 12%	27 10%	30 11%	33 12%	96 11%	23 13%	29 17% Zac	29 8% c	2 2% *	44 32% YZac*	* 1% *	23 6%	73 20% d		
Don't know	175 16%	51 10%	114 21% B	43 13%	77 19% D	55 15%	98 16%	77 16%	48 18%	45 15%	40 16%	21 13%	8 16% *	13 14% *	54 13%	121 17%	103 14%	72 20% Q	35 16% V	47 18% V	48 17% V	22 8%	159 17% X	14 8%	13 8%	44 13% b	15 20% Yb*	8 6% *	16 18% Yb*	61 16% e	38 10%		

NET: Agree more with Statement A	348 32%	180 34%	160 30%	124 38% F	121 30%	103 28%	201 32%	147 31%	85 32%	93 32%	82 34%	43 28%	16 31% *	29 31% *	146 36% P	202 29%	245 33%	102 29%	71 32%	83 32%	81 29%	88 33%	279 31%	65 37%	53 31%	134 38% b	26 35% b*	28 20% *	34 38% b*	145 37% e	100 27%
NET: Agree more with Statement B	336 31%	178 34%	152 28%	91 28%	108 27%	137 37% DE	184 29%	152 32%	83 32%	91 31%	71 29%	53 34%	14 27% *	24 25% *	114 29%	221 32%	229 31%	107 30%	64 29%	75 29%	84 31%	92 35%	285 31%	48 27%	63 38% Zc	96 28%	18 24% *	81 58% YZac*	17 19% *	95 24%	163 44% d

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ColumnMeans (5%): 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 Minimum Base: 30(**) Small Base: 100(*)

24-085497-18 - 2nd - 5th May 2025

Public

Trade

GB 18-75 years old

Q2B. Looking towards the future, which of the following statements, if either, do you agree with more? Britain should prioritise building a closer trade relationship with China, even if it means increasing barriers to trade with the United States/B: Britain should prioritise building a closer trade relationship with the United States, even if it means increasing barriers to trade with China

All Adults aged 18-75 in Great Britain

		Statement Agreement					Increase involvement of US cos. in UK NHS		Increase involvement of US cos. in UK national infrastructure		Lower environmental standards		Accepting US food standards		Reducing tax on large tech companies	
	Total (A)	Prioritise closer trade relationship p with EU (B)	Prioritise closer trade relationship with US (C)	Prioritise closer trade relationship p with China (D)	Prioritise closer trade relationship p with US (E)	Support (F)	Oppose (G)	Support (H)	Oppose (I)	Support (J)	Oppose (K)	Support (L)	Oppose (M)	Support (N)	Oppose (O)	
Unweighted base	1099	596	202	353	332	240	543	245	503	218	601	179	710	215	608	
Weighted base	1099	562	214	348	336	225	522	229	486	212	577	164	703	197	603	
Strongly agree more with statement A	123 11%	101 18% CE	13 6% E	123 35% BCE	- -	34 15%	67 13%	31 14%	69 14%	32 15%	65 11%	24 15%	80 11%	25 13%	73 12%	
Tend to agree more with statement A	225 20%	170 30% CE	24 11% E	225 65% BCE	- -	35 16%	127 24% F	49 21%	125 26%	33 16% J	148 26% J	36 22%	162 23%	50 25%	140 23%	
Agree equally with statements A and B	240 22%	104 19% DE	35 16% DE	- -	- -	57 25%	109 21%	55 24%	112 23%	44 21%	130 23%	38 23%	144 21%	47 24%	121 20%	
Tend to agree more with statement B	214 19%	96 17% D	67 31% BD	- -	214 64% BCD	46 21%	103 20%	42 19%	86 18%	43 20%	119 21%	33 20%	144 20%	40 21%	128 21%	
Strongly agree more with statement B	122 11%	31 6% D	68 32% BD	- -	122 36% BD	47 21% G	47 9%	44 19% I	43 9%	44 21% K	44 8%	28 17% M	76 11%	25 13%	71 12%	
Don't know	175 16%	60 11% CDE	8 4% DE	- -	- -	6 3%	68 13% F	8 4%	52 11% H	17 8%	71 12%	4 2%	97 14% L	9 4%	70 12% N	

NET: Agree more with Statement A	348 32%	272 48% CE	36 17% E	348 100% BCE	- -	69 31%	194 37%	80 35%	194 40%	65 31%	213 37%	61 34%	242 38%	75 38%	213 35%
NET: Agree more with Statement B	336 31%	127 23% D	135 63% BD	- 100%	336 100% BCD	93 41% G	151 29%	86 38% I	129 27%	87 41% K	162 28%	62 38%	220 31%	66 33%	199 33%

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24-085497-18 - 2nd - 5th May 2025

Public

Trade

GB 18-75 years old

Q3. 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

All Adults aged 18-75 in Great Britain

	Q3. 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	The UK economy	The US economy	Your personal financial situation	The relationship between the UK and the US businesses	British car manufacturers	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
Unweighted base	1099	1099	1099	1099	1099	1099	1099
Weighted base	1099	1099	1099	1099	1099	1099	1099
A very positive impact (2)	39 4%	48 4% D	88 8% ABDEFG	31 3%	53 5% D	45 4% D	41 4%
A slightly positive impact (1)	105 10%	89 8%	153 14% ABDEFG	79 7%	90 8%	90 8%	89 8%
They won't make any difference (0)	139 13%	168 15% A	153 14%	492 45% ABCEFG	237 22% ABCFG	154 14%	147 13%
A slightly negative impact (-1)	342 31% CD	470 43% ACDEG	262 24%	274 25%	400 36% ACD	476 43% ACDEG	356 32% CD
A very negative impact (-2)	373 34% BCDEF	227 21% D	337 31% BDEF	71 6%	243 22% D	237 22% D	365 33% BDEF
Don't know	101 9%	96 9% E	105 10% E	151 14% ABCEFG	76 7%	97 9% E	101 9% E

NET: Positive Impact	145 13% D	137 12% D	241 22% ABDEFG	111 10%	143 13% D	135 12% D	130 12%
NET: Negative Impact	715 65% CDE	698 63% CDE	600 55% D	345 31%	643 59% CD	714 65% CDE	721 66% CDE

Mean	-0.91	-0.74 AG	-0.61 ABFG	-0.29 ABCEFG	-0.68 ABFG	-0.77 AG	-0.92
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ColumnMeans (5%): A/B/C/D/E/F/G Minimum Base: 30(**) Small Base: 100(*)

24-085497-18 - 2nd - 5th May 2025

Public
Trade
GB 18-75 years old

Q3. 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
All Adults aged 18-75 in Great Britain

		Gender			Aggregated Age breaks			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55-75 (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduates (O)	Non-graduates (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservative (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Other (c)	Remain (d)	Leave (e)		
Unweighted base	1099	525	545	342	406	351	682	417	263	285	248	155	53	95	603	496	706	393	212	247	257	302	896	189	156	364	84	124	99	418	346		
Weighted base	1099	528	542	331	399	369	626	473	262	291	244	155	52	95	401	698	744	355	221	260	275	266	913	175	167	348	73	140	88	389	372		
A very positive impact (2)	39 4%	20 4%	18 3%	25 7% EF	8 2%	7 2%	30 5% H	10 2%	7 3%	5 2%	3 1%	15 10% IUK	1 2% *	8 9% IUK*	29 7% P	11 2%	37 5% R	2 1%	5 2%	5 2%	7 3%	22 8% STU	27 3% W	12 7% W	4 3%	19 5%	- *	8 6% *	3 3% *	16 4%	15 4%		
A slightly positive impact (1)	105 10%	70 13% C	35 6%	49 15% EF	37 9%	20 5%	55 9%	51 11%	26 10%	32 11%	16 7%	22 14% K	3 7% *	5 6% *	44 11%	61 9%	90 12% R	15 4%	20 9%	19 7%	32 12%	28 10%	79 9%	26 15% W	20 12%	26 7%	10 13% *	23 16% Zc*	5 6% *	30 8%	42 11%		
They won't make any difference (0)	139 13%	82 16% C	57 10%	61 18% EF	47 12%	31 8%	66 10%	73 15% G	25 10%	40 14%	40 17% IL	10 7%	10 19% L*	13 14% *	41 10%	98 14%	108 14% R	31 9%	31 14%	43 16%	32 12%	28 10%	114 12%	25 14%	17 10%	33 10%	2 3% *	27 19% YZa*	8 9% *	26 7%	47 13% d		
A slightly negative impact (-1)	342 31%	155 29%	175 32%	86 26%	122 31%	134 36% D	184 29%	158 33%	85 32%	88 30%	83 34%	48 31%	15 29% *	22 24% *	122 31%	220 31%	206 28%	136 38% Q	60 27%	88 34%	92 34%	78 29%	284 31%	55 31%	61 37%	108 31%	25 33% *	46 33% *	29 33% *	112 29%	142 38% d		
A very negative impact (-2)	373 34%	171 32%	186 34%	80 24%	134 34% D	158 43% DE	234 37% H	139 29%	89 34%	106 36%	80 33%	43 28%	17 33% *	37 40% *	142 35%	231 33%	240 32%	133 37%	83 37%	77 30%	91 33%	96 36%	322 35% X	43 25%	56 34% b	137 40% b	32 43% b*	27 19% *	36 41% b*	176 45% e	102 27%		
Don't know	101 9%	29 6%	71 13% B	31 9%	51 13% F	19 5%	58 9%	43 9%	31 12%	20 7%	21 9%	16 10%	5 10% *	8 8% *	23 6%	78 11% O	63 8%	38 11%	23 10%	28 11%	20 7%	15 6%	88 10%	13 8%	8 5%	24 7%	5 7% *	9 7% *	7 8% *	29 7%	25 7%		
NET: Positive Impact	145 13%	91 17% C	53 10%	73 22% EF	44 11%	27 7%	85 14%	60 13%	33 12%	37 13%	19 8%	37 24% IUKM	4 9% *	14 14% *	72 18% P	72 10%	127 17% R	17 5%	26 12%	24 9%	40 14%	49 19% T	106 12%	39 22% W	25 15%	45 13%	10 13% *	31 22% Zc*	8 9% *	46 12%	57 15%		
NET: Negative Impact	715 65%	327 62%	361 67%	166 50%	256 64% D	292 79% DE	418 67%	297 63%	174 66%	194 67%	163 67%	91 59%	32 62% *	60 63% *	264 66%	451 65%	446 60%	269 76% Q	142 64%	166 64%	183 66%	174 65%	606 66% X	98 56%	117 70% b	245 71% b	57 77% b*	73 52% *	65 74% b*	288 74% e	244 66%		
Mean	-0.91	-0.77 C	-1.01	-0.50 EF	-0.97 F	-1.19	-0.95	-0.85	-0.96	-0.95	-0.99	-0.59 IUK	-0.95 *	-0.87 *	-0.81 P	-0.96	-0.77 R	-1.21	-0.97	-0.92	-0.89	-0.79	-0.96	-0.56 W	-0.91	-0.99	-1.15 *	-0.46 YZac*	-1.12 *	-1.12	-0.79 d		

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ColumnMeans (5%): 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 Minimum Base: 30(**) Small Base: 100(*)

24-085497-18 - 2nd - 5th May 2025

Public

Trade

GB 18-75 years old

Q3. 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

All Adults aged 18-75 in Great Britain

		Statement Agreement				Increase involvement of US cos. in UK NHS		Increase involvement of US cos. in UK national infrastructure		Lower environmental standards		Accepting US food standards		Reducing tax on large tech companies	
	Total	Prioritise closer trade relationship p with EU	Prioritise closer trade relationship p with US	Prioritise closer trade relationship p with China	Prioritise closer trade relationship p with US	Support	Oppose	Support	Oppose	Support	Oppose	Support	Oppose	Support	Oppose
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
Unweighted base	1099	596	202	353	332	240	543	245	503	218	601	179	710	215	608
Weighted base	1099	562	214	348	336	225	522	229	486	212	577	164	703	197	603
A very positive impact (2)	39 4%	12 2%	17 8%	10 3%	18 5%	27 12%	5 1%	30 13%	5 1%	27 13%	8 1%	25 15%	10 1%	23 12%	10 2%
A slightly positive impact (1)	105 10%	39 7%	29 14%	42 12%	35 10%	55 24%	16 3%	54 23%	10 2%	45 21%	25 4%	56 34%	27 4%	48 25%	30 5%
They won't make any difference (0)	139 13%	57 10%	38 18%	43 12%	45 13%	35 16%	46 9%	44 19%	38 8%	39 19%	43 7%	25 15%	65 9%	38 19%	52 9%
A slightly negative impact (-1)	342 31%	183 32%	68 32%	103 30%	116 35%	57 25%	174 33%	51 22%	177 36%	58 27%	202 35%	32 20%	247 35%	46 24%	205 34%
A very negative impact (-2)	373 34%	240 43%	50 24%	128 37%	107 32%	42 18%	258 49%	43 19%	236 49%	31 15%	268 46%	21 13%	311 44%	35 18%	283 47%
Don't know	101 9%	32 6%	12 6%	22 6%	15 4%	10 4%	23 4%	7 3%	21 4%	12 6%	31 5%	4 3%	44 6%	6 3%	23 4%

NET: Positive Impact	145 13%	51 9%	46 21%	52 15%	53 16%	82 36%	22 4%	84 37%	15 3%	72 34%	33 6%	81 49%	37 5%	71 36%	40 7%
NET: Negative Impact	715 65%	423 75%	118 55%	231 66%	223 66%	98 44%	432 83%	94 41%	412 85%	89 42%	470 81%	54 33%	557 79%	81 41%	488 81%

Mean	-0.91	-1.13	-0.52	-0.91	-0.81	-0.15	-1.33	-0.11	-1.35	-0.11	-1.28	0.20	-1.25	-0.11	-1.24
			BDE	B	B	G		I		K		M		O	

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ColumnProportions (5%): A,B/C/D/E/F/G/H,I/J/K,L/M,N/O Minimum Base: 30(**) Small Base: 100(**)

ColumnMeans (5%): A,B/C/D/E/F/G/H,I/J/K,L/M,N/O Minimum Base: 30(**) Small Base: 100(**)

24-085497-18 - 2nd - 5th May 2025

Public
Trade
GB 18-75 years old

Q3. 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
All Adults aged 18-75 in Great Britain

		Gender			Aggregated Age breaks			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote					Referendum 2016 vote	
	Total	Male	Female	18-34	35-54	55-75	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduates	Non-graduates	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Other	Remain	Leave	
	(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)	
Unweighted base	1099	525	545	342	406	351	682	417	263	285	248	155	53	95	603	496	706	393	212	247	257	302	896	189	156	364	84	124	99	418	346	
Weighted base	1099	528	542	331	399	369	626	473	262	291	244	155	52	95	401	698	744	355	221	260	275	266	913	175	167	348	73	140	88	389	372	
A very positive impact (2)	48 4%	32 6%	16 3%	34 10%	10 3%	4 1%	34 5%	14 3%	11 4%	8 3%	6 2%	18 12%	1 2%	3 4%	29 7%	19 3%	43 6%	5 1%	7 3%	8 3%	24 9%	35 4%	13 8%	5 3%	18 5%	3 4%	14 10%	1 1%	16 4%	22 6%		
A slightly positive impact (1)	89 8%	55 11%	31 6%	50 15%	29 7%	10 3%	45 7%	44 9%	21 8%	27 9%	18 7%	13 8%	3 6%	8 12%	42 11%	47 7%	78 10%	11 3%	17 8%	13 5%	27 10%	28 10%	66 7%	23 13%	11 7%	35 10%	5 7%	12 9%	7 8%	24 6%	24 6%	
They won't make any difference (0)	168 15%	92 17%	74 14%	49 15%	64 16%	55 15%	84 13%	84 18%	33 13%	55 19%	41 17%	21 14%	6 12%	11 12%	63 16%	105 15%	117 16%	51 14%	31 14%	50 19%	38 14%	40 15%	148 16%	20 11%	30 18%	45 13%	9 12%	27 19%	12 13%	48 12%	69 19%	
A slightly negative impact (-1)	470 43%	212 40%	241 45%	123 37%	171 43%	176 48%	284 45%	186 39%	117 45%	120 41%	106 44%	71 45%	21 40%	36 38%	171 43%	299 43%	309 41%	162 46%	76 34%	109 42%	130 47%	123 46%	385 42%	82 47%	83 50%	148 42%	34 46%	64 46%	37 42%	170 44%	168 45%	
A very negative impact (-2)	227 21%	111 21%	109 20%	41 12%	82 21%	104 28%	131 21%	97 20%	52 20%	61 21%	52 21%	21 13%	17 33%	25 27%	74 19%	153 22%	137 18%	90 25%	71 32%	48 18%	50 18%	45 17%	196 21%	26 15%	31 18%	81 23%	17 24%	16 11%	27 31%	105 27%	69 19%	
Don't know	96 9%	26 5%	69 13%	34 10%	43 11%	20 5%	48 8%	48 10%	28 11%	20 7%	21 8%	12 8%	4 8%	11 12%	21 5%	75 11%	60 8%	36 10%	19 9%	32 12%	21 8%	7 3%	85 9%	10 6%	7 4%	21 6%	5 7%	7 5%	4 5%	27 7%	19 5%	
NET: Positive Impact	137 12%	87 16%	48 9%	84 25%	39 10%	13 4%	79 13%	57 12%	32 12%	35 12%	24 10%	31 20%	4 8%	11 12%	71 18%	66 9%	121 16%	16 5%	24 11%	21 8%	35 13%	51 19%	101 11%	36 21%	16 10%	53 15%	8 11%	26 19%	8 9%	39 10%	46 12%	
NET: Negative Impact	698 63%	324 61%	350 65%	164 50%	253 63%	280 76%	415 66%	283 60%	168 64%	181 62%	158 65%	91 59%	38 73%	61 65%	245 61%	452 65%	446 60%	252 71%	146 66%	157 60%	181 66%	168 63%	580 64%	108 62%	114 68%	228 66%	51 70%	80 57%	64 73%	275 71%	237 64%	
Mean	-0.74	-0.63 C	-0.84	-0.29 EF	-0.80 F	-1.05	-0.75	-0.73	-0.76	-0.73	-0.81	-0.43 IJKMN	-1.03 *	-0.86 *	-0.58 P	-0.84	-0.61 R	-1.01	-0.92	-0.77	-0.74	-0.53 ST	-0.77	-0.52 W	-0.77	-0.73	-0.84 *	-0.42 YZac*	-0.98 *	-0.90	-0.68 d	

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ColumnProportions (5%): 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 Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): 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 Minimum Base: 30(**) Small Base: 100(*)

24-085497-18 - 2nd - 5th May 2025

Public

Trade

GB 18-75 years old

Q3. 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

All Adults aged 18-75 in Great Britain

		Statement Agreement				Increase involvement of US cos. in UK NHS		Increase involvement of US cos. in UK national infrastructure		Lower environmental standards		Accepting US food standards		Reducing tax on large tech companies	
	Total	Prioritise closer trade relationship p with EU	Prioritise closer trade relationship p with US	Prioritise closer trade relationship p with China	Prioritise closer trade relationship p with US	Support	Oppose	Support	Oppose	Support	Oppose	Support	Oppose	Support	Oppose
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
Unweighted base	1099	596	202	353	332	240	543	245	503	218	601	179	710	215	608
Weighted base	1099	562	214	348	336	225	522	229	486	212	577	164	703	197	603
A very positive impact (2)	48 4%	12 2%	23 11% BDE	12 4%	18 5% B	37 17% G	5 1%	39 17% I	3 1%	32 15% K	10 2%	34 21% M	8 1%	33 17% O	11 2%
A slightly positive impact (1)	89 8%	45 8%	20 9%	42 12% B	26 8% G	46 20% G	13 3%	43 19% I	14 3%	43 20% K	23 4%	36 22% M	30 4%	42 21% O	22 4%
They won't make any difference (0)	168 15%	63 11%	52 24% BD	43 12%	62 19% BD	39 17%	64 12%	43 19% I	57 12%	38 18% K	67 12%	35 21% M	87 12%	31 16%	78 13%
A slightly negative impact (-1)	470 43%	263 47% CD	74 35%	146 42% C	155 46% C	68 30%	264 51% F	67 29% H	250 51% H	58 27% J	306 53% J	42 25% L	351 50% L	53 27% N	304 50% N
A very negative impact (-2)	227 21%	152 27% CE	35 16%	90 26% CE	59 18%	32 14%	155 30% F	33 15% H	148 30% H	30 14% J	149 26% J	12 7% L	189 27% L	32 16% N	168 28% N
Don't know	96 9%	28 5%	10 5%	15 4%	15 4%	3 1%	20 4%	3 1%	15 3%	11 5%	22 4%	5 3%	38 5%	5 3%	19 3%

NET: Positive Impact	137 12%	57 10%	43 20% BE	55 16% B	44 13%	83 37% G	19 4%	82 36% I	17 3%	75 35% K	33 6%	70 43% M	38 5%	75 38% O	34 6%
NET: Negative Impact	698 63%	414 74% CDE	109 51%	236 68% C	214 64% C	100 44%	419 80% F	101 44% H	398 82% H	88 41%	455 79% J	53 33% L	539 77% L	85 43% N	472 78% N

Mean	-0.74	-0.93	-0.39 BDE	-0.78 B	-0.66 B	-0.05 G	-1.10	-0.06 I	-1.12	-0.05 K	-1.01	0.24 M	-1.02	-0.05 O	-1.02
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ColumnMeans (5%): A,B/C/D/E/F/G/H,I/J/K,L/M,N/O Minimum Base: 30(**) Small Base: 100(**)

24-085497-18 - 2nd - 5th May 2025

Public
Trade
GB 18-75 years old

Q3. 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
All Adults aged 18-75 in Great Britain

		Gender			Aggregated Age breaks			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote					Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55-75 (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduates (O)	Non-graduates (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservative (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Other (c)	Remain (d)	Leave (e)	
Unweighted base	1099	525	545	342	406	351	682	417	263	285	248	155	53	95	603	496	706	393	212	247	257	302	896	189	156	364	84	124	99	418	346	
Weighted base	1099	528	542	331	399	369	626	473	262	291	244	155	52	95	401	698	744	355	221	260	275	266	913	175	167	348	73	140	88	389	372	
A very positive impact (2)	88 8%	46 9%	40 7%	46 14% EF	24 6%	17 5%	58 9%	30 6%	20 8%	18 6%	14 6%	28 18% UKMN	2 3% *	6 7% *	50 13% P	38 5%	74 10% R	14 4%	21 9%	15 6%	14 5%	37 14% TU	60 7%	26 15% W	9 5%	34 10%	6 9% *	19 14% Y*	4 5% *	31 8%	33 9%	
A slightly positive impact (1)	153 14%	79 15%	74 14%	65 20% F	60 15% F	29 8%	89 14%	65 14%	30 11%	48 16%	28 11%	29 19%	5 10% *	14 15% *	73 18% P	80 11%	125 17% R	28 8%	29 13%	32 12%	44 16%	42 16%	118 13%	35 20% W	27 16%	41 12%	8 10% *	31 22% Zc*	8 9% *	42 11%	70 19% d	
They won't make any difference (0)	153 14%	81 15%	70 13%	51 15%	47 12%	56 15%	67 11%	86 18% G	36 14%	43 15%	40 16%	14 9%	9 18% *	11 12% *	37 9%	116 17% O	110 15%	43 12%	38 17% V	43 16% V	38 14%	25 9%	132 14%	20 12%	21 13%	39 11%	4 5% *	37 27% YZac*	11 13% *	29 8%	68 18% d	
A slightly negative impact (-1)	262 24%	123 23%	135 25%	69 21%	93 23%	100 27%	150 24%	113 24%	62 24%	70 24%	58 24%	32 20%	15 28% *	26 27% *	92 23%	170 24%	167 22%	96 27%	36 16%	72 28% S	75 27% S	63 24%	218 24%	43 24%	48 29%	82 24%	19 26% *	30 21% *	19 21% *	92 24%	94 25%	
A very negative impact (-2)	337 31%	171 32%	148 27%	72 22%	124 31% D	141 38% D	208 33%	129 27%	79 30%	93 32%	84 35%	38 25%	16 32% *	26 28% *	126 31%	212 30%	201 27%	136 38% Q	68 31%	73 28%	81 29%	89 33%	291 32% X	40 23%	52 31% b	131 38% b	32 43% b*	20 14% *	39 44% b*	164 42% e	86 23%	
Don't know	105 10%	29 6%	76 14% B	27 8%	51 13% F	26 7%	55 9%	50 11%	35 13% J	19 7%	21 8%	14 9%	5 9% *	11 12% *	23 6%	82 12% O	67 9%	38 11%	29 13% V	25 9% V	24 9%	11 4%	94 10%	10 6%	11 6%	21 6%	5 6% *	3 2% *	7 8% *	30 8%	21 6%	
NET: Positive Impact	241 22%	125 24%	114 21%	112 34% EF	84 21% F	46 12%	147 23%	94 20%	50 19%	66 23%	41 17%	57 37% UKMN	7 13% *	21 22% *	123 31% P	118 17%	199 27% R	42 12%	50 23%	48 18%	58 21%	79 30% TU	179 20%	61 35% W	35 21%	75 22%	14 19% *	50 36% YZac*	12 13% *	73 19%	103 28% d	
NET: Negative Impact	600 55%	294 56%	282 52%	141 43%	217 54% D	242 65% DE	358 57%	242 51%	141 54%	163 56%	143 58% L	70 45%	31 60% *	52 55% *	217 54%	382 55%	367 49%	232 65% Q	104 47%	146 56%	156 57%	151 57%	509 56%	83 48%	100 60% b	212 61% b	51 69% b*	50 35% *	58 65% b*	256 66% e	180 48%	
Mean	-0.61	-0.59	-0.59	-0.18 EF	-0.67 F	-0.93	-0.63	-0.59	-0.66	-0.64	-0.77	-0.17 UKMN	-0.82 *	-0.61 *	-0.45 P	-0.71	-0.44 R	-0.99	-0.53	-0.66	-0.66	-0.49	-0.69	-0.22 W	-0.69	-0.72	-0.91 *	* YZac*	-0.99 *	-0.88	-0.37 d	

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ColumnMeans (5%): 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 Minimum Base: 30(**) Small Base: 100(*)

24-085497-18 - 2nd - 5th May 2025

Public

Trade

GB 18-75 years old

Q3. 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

All Adults aged 18-75 in Great Britain

		Statement Agreement				Increase involvement of US cos. in UK NHS		Increase involvement of US cos. in UK national infrastructure		Lower environmental standards		Accepting US food standards		Reducing tax on large tech companies	
	Total	Prioritise closer trade relationship p with EU	Prioritise closer trade relationship p with US	Prioritise closer trade relationship p with China	Prioritise closer trade relationship p with US	Support	Oppose	Support	Oppose	Support	Oppose	Support	Oppose	Support	Oppose
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
Unweighted base	1099	596	202	353	332	240	543	245	503	218	601	179	710	215	608
Weighted base	1099	562	214	348	336	225	522	229	486	212	577	164	703	197	603
A very positive impact (2)	88 8%	28 5%	32 15% BD	21 6%	39 12%	51 23%	20 4%	54 24% I	17 3%	45 21% K	32 6%	38 23% M	36 5%	44 22% O	30 5%
A slightly positive impact (1)	153 14%	63 11%	51 24% BD	44 13%	64 19%	66 29%	43 8%	64 28% I	45 9%	51 24% K	57 10%	49 30% M	70 10%	53 27% O	65 11%
They won't make any difference (0)	153 14%	57 10%	35 16% B	46 13% B	45 13%	32 14%	56 11%	32 14%	52 11%	30 14%	61 11%	23 14%	85 12%	29 15%	58 10%
A slightly negative impact (-1)	262 24%	148 26%	43 20%	87 25%	90 27% C	43 19%	135 26%	43 19%	123 25%	40 19%	153 26%	38 23%	180 26%	47 24%	158 26%
A very negative impact (-2)	337 31%	237 42% CE	43 20%	137 40% CE	76 23%	25 11%	248 47% F	29 13%	232 48% H	33 16%	243 42% J	15 9%	288 41% L	21 11%	266 44% N
Don't know	105 10%	30 5%	10 5%	12 4%	22 7%	8 4%	22 4%	7 3%	18 4%	12 6%	31 5%	2 1%	43 6% L	3 2%	26 4%

NET: Positive Impact	241 22%	91 16%	83 39% BD	65 19%	103 31% BD	117 52% G	62 12%	118 52% I	61 13%	97 46% K	89 15%	87 53% M	106 15%	97 49% O	95 16%
NET: Negative Impact	600 55%	385 68% CE	86 40%	224 65% CE	166 49% C	68 30%	382 73% F	72 31%	355 73% H	73 35%	396 69% J	52 32%	468 67% L	68 34%	424 70% N

Mean	-0.61	-0.94	-0.07 BD	-0.82 B	-0.32 BD	0.34 G	-1.10	0.32 I	-1.09	0.18 K	-0.95	0.36 M	-0.93	0.27 O	-0.98
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24-085497-18 - 2nd - 5th May 2025

Public
Trade
GB 18-75 years old

Q3. 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
All Adults aged 18-75 in Great Britain

		Gender			Aggregated Age breaks			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote					Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55-75 (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduates (O)	Non-graduates (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservative (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Other (c)	Remain (d)	Leave (e)	
Unweighted base	1099	525	545	342	406	351	682	417	263	285	248	155	53	95	603	496	706	393	212	247	257	302	896	189	156	364	84	124	99	418	346	
Weighted base	1099	528	542	331	399	369	626	473	262	291	244	155	52	95	401	698	744	355	221	260	275	266	913	175	167	348	73	140	88	389	372	
A very positive impact (2)	31 3%	21 4%	10 2%	25 8% EF	3 1%	3 1%	23 4%	8 2%	8 3%	5 2%	4 2%	11 7% JK	1 2% *	2 2% *	23 6% P	9 1%	30 4% R	1 0%	1 1%	8 3%	5 2%	18 7% SU	21 2% W	3 2%	15 4%	1 1% *	10 7% Y*	1 2% *	8 2%	15 4%		
A slightly positive impact (1)	79 7%	47 9%	30 6%	41 12% EF	27 7%	12 3%	43 7%	36 8%	20 8%	26 9% K	10 4%	15 10% K	1 3% *	7 7% *	40 10% P	40 6%	68 9% R	12 3%	16 7%	17 7%	17 6%	26 10%	54 6%	24 14% W	7 4%	25 7%	10 13% Y*	10 7% *	5 6% *	16 4%	26 7%	
They won't make any difference (0)	492 45%	239 45%	241 45%	126 38%	173 43%	193 52% DE	273 44%	220 46%	106 41%	131 45%	119 49%	74 48%	27 52% *	35 37% *	175 44%	317 45%	328 44%	164 46%	92 42%	118 45%	129 47%	119 45%	424 46% X	65 37%	97 58% Zc	150 43%	33 45% *	75 53% *	39 44% *	166 43%	203 55% d	
A slightly negative impact (-1)	274 25%	134 25%	131 24%	80 24%	100 25%	94 25%	177 28% H	98 21%	59 23%	79 27%	64 26%	33 21%	15 29% *	24 25% *	99 25%	176 25%	184 25%	90 25%	54 24%	62 24%	72 26%	71 27%	221 24%	51 29%	41 24%	101 29%	18 25% *	31 22% *	25 20% *	116 30% e	82 22%	
A very negative impact (-2)	71 6%	42 8%	27 5%	16 5%	28 7%	27 7%	37 6%	34 7%	18 7%	20 7%	13 5%	8 5%	2 5% *	9 10% *	23 6%	48 7%	44 6%	27 8%	20 9%	16 6%	16 6%	15 6%	62 7%	7 4%	7 4%	26 7%	3 4% *	4 3% *	9 10% b*	32 8%	16 4%	
Don't know	151 14%	45 8%	102 19% B	43 13%	67 17% F	40 11%	74 12%	77 16%	50 19% JL	30 10%	34 14%	15 9%	5 9% *	17 18% *	41 10%	110 16% O	89 12%	61 17% Q	38 17% V	39 15% V	37 14% V	17 6%	131 14%	18 10%	13 8%	30 9%	9 13% *	12 9% *	9 10% *	51 13% e	29 8%	
NET: Positive Impact	111 10%	68 13% C	40 7%	66 20% EF	30 7%	15 4%	66 11%	44 9%	28 11%	31 11%	14 6%	26 17% K	2 5% *	9 10% *	62 16% P	48 7%	98 13% R	12 4%	18 8%	25 10%	22 8%	43 16% STU	75 8%	34 20% W	10 6%	40 12%	10 14% *	19 14% Y*	7 8% *	25 6%	42 11% d	
NET: Negative Impact	345 31%	176 33%	158 29%	96 29%	129 32%	120 33%	213 34%	132 28%	77 30%	100 34%	77 31%	41 26%	17 33% *	34 35% *	122 30%	223 32%	228 31%	117 33%	74 33%	78 30%	87 32%	86 32%	283 31%	57 33%	48 29%	127 37% b	21 29% *	34 24% *	34 38% b*	148 38% e	98 26%	
Mean	-0.29	-0.27	-0.31	-0.08 EF	-0.37	-0.39	-0.29	-0.29	-0.28	-0.32	-0.34	-0.08 JKN	-0.34 *	-0.42 *	-0.17 P	-0.36	-0.22 R	-0.45	-0.41	-0.28	-0.32	-0.16 S	-0.32	-0.12 W	-0.28	-0.31	-0.21 *	-0.07 Zc*	-0.43 *	-0.44	-0.17 d	

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ColumnProportions (5%): 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 Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): 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 Minimum Base: 30(**) Small Base: 100(*)

24-085497-18 - 2nd - 5th May 2025																	
Public																	
Trade																	
GB 18-75 years old																	
Q3. 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																	
All Adults aged 18-75 in Great Britain																	
	Total	Statement Agreement				Increase involvement of US cos. in UK NHS		Increase involvement of US cos. in UK national infrastructure		Lower environmental standards		Accepting US food standards		Reducing tax on large tech companies		Support	Oppose
		Prioritise closer trade relationship p with EU	Prioritise closer trade relationship p with US	Prioritise closer trade relationship p with China	Prioritise closer trade relationship p with US	Support	Oppose	Support	Oppose	Support	Oppose	Support	Oppose	Support	Oppose		
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)		
Unweighted base	1099	596	202	353	332	240	543	245	503	218	601	179	710	215	608		
Weighted base	1099	562	214	348	336	225	522	229	486	212	577	164	703	197	603		
A very positive impact (2)	31 3%	8 1%	15 7%	10 3%	14 4%	25 11%	2 0%	26 11%	1 0%	25 12%	6 1%	27 17%	2 0%	21 11%	8 1%		
A slightly positive impact (1)	79 7%	32 6%	19 9%	23 7%	26 8%	42 19%	13 3%	49 21%	9 2%	40 19%	16 3%	43 26%	16 2%	40 20%	16 3%		
They won't make any difference (0)	492 45%	231 41%	108 51%	148 43%	179 53%	96 43%	229 44%	95 42%	225 46%	87 41%	267 46%	59 36%	321 46%	74 37%	273 45%		
A slightly negative impact (-1)	274 25%	180 32%	43 20%	93 27%	80 24%	46 20%	177 34%	40 18%	159 33%	38 18%	176 31%	19 11%	221 31%	39 20%	195 32%		
A very negative impact (-2)	71 6%	48 9%	8 4%	36 10%	12 3%	5 2%	45 9%	5 2%	41 8%	13 6%	39 7%	5 3%	52 7%	7 4%	49 8%		
Don't know	151 14%	64 11%	21 10%	38 11%	26 8%	10 4%	56 F	14 6%	52 11%	8 4%	73 J	11 7%	90 13%	15 8%	62 10%		

NET: Positive Impact	111 10%	40 7%	33 16%	32 9%	40 12%	68 30%	15 3%	75 33%	10 2%	65 31%	22 4%	70 43%	19 3%	61 31%	24 4%		
NET: Negative Impact	345 31%	228 40%	51 24%	129 37%	92 27%	51 23%	222 F	45 20%	199 H	51 24%	215 J	23 14%	273 39%	47 24%	244 N		

Mean	-0.29	-0.46	-0.05	-0.40	-0.16	0.17	-0.54	0.24	-0.53	0.13	-0.45	0.45	-0.50	0.16	-0.48		
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24-085497-18 - 2nd - 5th May 2025

Public

Trade

GB 18-75 years old

Q3. 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

All Adults aged 18-75 in Great Britain

		Gender			Aggregated Age breaks			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total	Male	Female	18-34	35-54	55-75	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduates	Non-graduates	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Other	Remain	Leave		
	(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)		
Unweighted base	1099	525	545	342	406	351	682	417	263	285	248	155	53	95	603	496	706	393	212	247	257	302	896	189	156	364	84	124	99	418	346		
Weighted base	1099	528	542	331	399	369	626	473	262	291	244	155	52	95	401	698	744	355	221	260	275	266	913	175	167	348	73	140	88	389	372		
A very positive impact (2)	53 5%	31 6%	21 4%	30 9% EF	17 4%	6 2%	33 5%	20 4%	13 5%	8 3%	8 3%	16 11% JK	1 2% *	6 6% *	29 7% P	23 3%	48 6% R	5 1%	4 2%	14 5%	10 4%	24 9% SU	36 4%	17 10% W	3 2%	21 6%	3 4% *	15 11% Y*	3 4% *	15 4% 7%	25		
A slightly positive impact (1)	90 8%	56 11% C	32 6%	51 15% EF	27 7%	13 3%	51 8%	39 8%	21 8%	31 11% K	11 5%	19 12% K	2 5% *	5 6% *	44 11% P	46 7%	70 9%	20 6%	18 8%	10 4%	30 11% T	27 10% T	66 7%	23 13% W	16 9%	28 8%	2 3% *	18 13% a*	5 5% *	21 5% 5%	34		
They won't make any difference (0)	237 22%	139 26% C	98 18%	66 20%	81 20%	90 25%	118 19%	119 25% G	54 21%	66 23%	51 21%	39 25%	12 24% *	15 16% *	66 16%	171 25% O	168 23%	69 19%	53 24%	71 27% UV	50 18%	51 19%	197 22%	38 22%	51 31% Zc	52 15%	13 18% *	48 35% Zac*	16 18% *	59 15% 15%	106		
A slightly negative impact (-1)	400 36%	174 33%	213 39%	102 31%	151 38%	146 40% D	246 39%	154 33%	100 38%	103 35%	99 40%	49 32%	17 33% *	32 34% *	159 40%	241 35%	269 36%	131 37%	61 28%	93 36%	114 42% S	104 39% S	333 36%	63 36%	73 44% b	134 38%	30 40% *	43 30% *	28 32% *	157 40% 40%	139		
A very negative impact (-2)	243 22%	117 22%	116 21%	54 16%	91 23%	99 27% D	141 22%	102 22%	52 20%	67 23% L	60 24% L	19 13%	15 29% L*	30 32% IL*	84 21%	159 23%	143 19%	100 28% Q	62 28%	53 20%	54 20%	54 20%	214 23% X	25 14%	20 12%	100 29% Yb	22 30% Yb*	12 9% *	31 35% Yb*	114 29% e	58		
Don't know	76 7%	11 2%	62 11% B	28 8% F	33 8% F	15 4%	38 6%	38 8%	22 9%	17 6%	15 6%	12 8%	4 8% *	6 6% *	19 5%	57 8% O	46 6%	30 9%	23 10% V	20 8% V	17 6% V	5 2%	67 7%	9 5%	5 3%	13 4%	3 4% *	3 2% *	5 6% *	23 6% e	9		
NET: Positive Impact	143 13%	87 16% C	53 10%	81 25% EF	43 11% F	18 5%	84 13%	59 12%	34 13%	39 13%	20 8%	36 23% UKMN	4 7% *	11 12% *	73 18% P	69 10%	118 16% R	25 7%	22 10%	24 9%	40 15%	51 19% ST	102 11%	40 23% W	19 11%	49 14%	5 7% *	34 24% YZac*	8 9% *	36 9% 9%	59		
NET: Negative Impact	643 59%	292 55%	328 61%	156 47%	242 61% D	245 66% D	386 62% H	257 54%	152 58% L	170 58% L	158 65% L	69 44%	32 61% *	62 66% L*	242 61%	401 57%	412 55%	231 65% Q	123 56%	146 56%	169 61%	158 60%	547 60% X	88 50%	93 55% b	233 67% Yb	52 70% Yb*	55 39% *	59 67% b*	271 70% e	198		
Mean	-0.68	-0.56 C	-0.77	-0.32 EF	-0.75	-0.90	-0.70	-0.64	-0.65	-0.70	-0.83	-0.25 UKMN	-0.87 *	-0.85 *	-0.59 P	-0.73	-0.56 R	-0.93	-0.80	-0.67	-0.67	-0.52 S	-0.74	-0.33 W	-0.56 ac	-0.78	-0.93 *	-0.13 YZac*	-0.95 *	-0.91	-0.48 d		

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ColumnMeans (5%): 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 Minimum Base: 30(**) Small Base: 100(*)

24-085497-18 - 2nd - 5th May 2025																	
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Q3. 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																	
All Adults aged 18-75 in Great Britain																	
	Total	Statement Agreement				Increase involvement of US cos. in UK NHS		Increase involvement of US cos. in UK national infrastructure		Lower environmental standards		Accepting US food standards		Reducing tax on large tech companies			
		Prioritise closer trade relationship p with EU	Prioritise closer trade relationship p with US	Prioritise closer trade relationship p with China	Prioritise closer trade relationship p with US	Support	Oppose	Support	Oppose	Support	Oppose	Support	Oppose	Support	Oppose		
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	
Unweighted base	1099	596	202	353	332	240	543	245	503	218	601	179	710	215	608		
Weighted base	1099	562	214	348	336	225	522	229	486	212	577	164	703	197	603		
A very positive impact (2)	53 5%	19 3%	21 10%	14 4%	21 6%	36 16%	4 1%	37 16%	6 1%	31 15%	15 3%	35 21%	6 1%	34 17%	12 2%		
A slightly positive impact (1)	90 8%	35 6%	25 12%	32 9%	34 10%	41 18%	22 4%	47 21%	13 3%	35 17%	25 4%	39 24%	33 5%	33 17%	23 4%		
They won't make any difference (0)	237 22%	91 16%	64 30%	57 16%	98 29%	55 24%	83 16%	55 24%	72 15%	65 31%	92 16%	47 29%	122 17%	48 24%	109 18%		
A slightly negative impact (-1)	400 36%	227 40%	64 30%	122 35%	131 39%	67 30%	221 42%	61 27%	215 44%	47 22%	256 44%	29 18%	306 43%	58 29%	254 42%		
A very negative impact (-2)	243 22%	172 31%	32 15%	113 32%	40 12%	20 9%	176 34%	24 11%	169 35%	26 12%	173 30%	10 6%	209 30%	20 10%	190 31%		
Don't know	76 7%	19 3%	8 4%	11 3%	13 4%	6 3%	16 3%	4 2%	10 2%	7 3%	16 3%	4 3%	27 4%	3 2%	15 2%		

NET: Positive Impact	143 13%	54 10%	45 21%	45 13%	55 16%	77 34%	26 5%	84 37%	20 4%	67 32%	40 7%	73 45%	39 6%	68 34%	35 6%		
NET: Negative Impact	643 59%	399 71%	96 45%	235 68%	170 51%	87 39%	397 76%	86 37%	384 79%	73 35%	429 74%	39 24%	515 73%	78 40%	444 74%		

Mean	-0.68	-0.92	-0.30	-0.86	-0.42	0.03	-1.07	0.05	-1.11	-0.01	-0.98	0.37	-1.01	0.02	-1.00		
			BD		BD	G		I		K		M		O			

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24-085497-18 - 2nd - 5th May 2025

Public

Trade

GB 18-75 years old

Q3. Do you think these tariffs will have a positive or negative impact on each of the following, or will they not make any difference? - British businesses

All Adults aged 18-75 in Great Britain

		Gender			Aggregated Age breaks			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55-75 (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduates (O)	Non-graduates (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservative (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Other (c)	Remain (d)	Leave (e)		
Unweighted base	1099	525	545	342	406	351	682	417	263	285	248	155	53	95	603	496	706	393	212	247	257	302	896	189	156	364	84	124	99	418	346		
Weighted base	1099	528	542	331	399	369	626	473	262	291	244	155	52	95	401	698	744	355	221	260	275	266	913	175	167	348	73	140	88	389	372		
A very positive impact (2)	45 4%	28 5%	17 3%	31 9% EF	8 2%	6 2%	32 5%	13 3%	10 4%	7 3%	8 3%	16 10% IJK	2 3% *	3 3% *	30 8% P	15 2%	43 6% R	2 1%	5 2%	7 3%	8 3%	25 9% STU	33 4%	12 7% W	4 2%	22 6%	1 2% *	12 8% Yc*	1 1% *	13 3%	20 5%		
A slightly positive impact (1)	90 8%	55 10% C	33 6%	44 13% EF	32 8% F	13 4%	49 8%	41 9%	24 9%	26 9%	15 6%	15 9%	1 2% *	9 10% *	43 11% P	46 7%	73 10% R	17 5%	18 8%	21 8%	23 8%	23 9%	60 7%	30 17% W	15 9%	31 9%	6 8% *	13 10% *	9 10% *	25 7%	38 10%		
They won't make any difference (0)	154 14%	95 18% C	54 10%	61 18% F	50 13%	43 12%	74 12%	80 17% G	39 15%	43 15%	35 14%	22 14%	4 8% *	10 11% *	51 13%	102 15%	116 16% R	38 11%	32 14%	33 13%	38 14%	44 17%	127 14%	26 15%	21 13%	40 11%	7 9% *	34 24% YZac*	6 7% *	44 11%	51 14%		
A slightly negative impact (-1)	476 43%	218 41%	245 45%	132 40%	172 43%	173 47%	291 47% H	185 39%	104 40%	134 46%	108 44%	64 41%	24 45% *	43 46% *	172 43%	305 44%	310 42%	166 47%	76 34%	124 47% S	129 47% S	117 44%	399 44%	74 42%	91 54% Zb	151 43%	38 52% *	55 39% *	39 45% *	170 44%	176 47%		
A very negative impact (-2)	237 22%	114 22%	114 21%	37 11% D	91 23% D	110 30% D	128 20%	110 23%	52 20%	59 20%	59 24%	25 16%	17 33% L*	25 26% *	81 20%	157 22%	141 19%	96 27% Q	69 31% TUV	46 18%	57 21%	47 18%	209 23% X	23 13%	32 19%	81 23% b	15 20% *	17 12% *	28 32% Yb*	111 28% e	70 19%		
Don't know	97 9%	18 3%	77 14% B	27 8%	46 12% F	24 6%	52 8%	44 9%	33 12%	22 8%	20 8%	14 9%	4 8% *	5 5% *	24 6%	73 10% O	61 8%	36 10%	21 9% V	30 12% V	20 7%	9 3%	85 9%	10 6%	5 3%	24 7%	6 8% *	9 6% *	5 6% *	27 7%	18 5%		
NET: Positive Impact	135 12%	83 16% C	51 9%	75 23% EF	40 10% F	19 5%	81 13%	54 11%	33 13%	34 12%	23 9%	30 19% JKM	3 5% *	12 13% *	74 18% P	61 9%	116 16% R	19 5%	24 11%	27 10%	31 11%	48 18% STU	93 10%	42 24% W	18 11%	52 15%	8 10% *	25 18% *	10 11% *	38 10%	57 15% d		
NET: Negative Impact	714 65%	332 63%	359 66%	168 51%	263 66% D	283 77% DE	419 67%	295 62%	157 60%	193 66%	167 68% L	89 57%	41 78% IL*	68 72% L*	252 63%	462 66%	451 61%	263 74% Q	145 66%	170 65%	186 68%	164 62%	608 67% X	97 55%	123 74% b	232 67% b	53 72% b*	72 52% *	68 76% b*	280 72%	246 66%		
Mean	-0.77	-0.66 C	-0.87	-0.32 EF	-0.86 F	-1.06	-0.75	-0.79	-0.72 M	-0.78	-0.87	-0.48 JKMN	-1.12 *	-0.86 *	-0.61 P	-0.87	-0.63 R	-1.06	-0.93	-0.79	-0.80	-0.54 STU	-0.83	-0.40 W	-0.82	-0.74	-0.88 *	-0.40 YZac*	-1.02 *	-0.94	-0.67 d		

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24-085497-18 - 2nd - 5th May 2025

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Trade

GB 18-75 years old

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All Adults aged 18-75 in Great Britain

		Statement Agreement				Increase involvement of US cos. in UK NHS		Increase involvement of US cos. in UK national infrastructure		Lower environmental standards		Accepting US food standards		Reducing tax on large tech companies	
	Total	Prioritise closer trade relationship p with EU	Prioritise closer trade relationship p with US	Prioritise closer trade relationship p with China	Prioritise closer trade relationship p with US	Support	Oppose	Support	Oppose	Support	Oppose	Support	Oppose	Support	Oppose
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
Unweighted base	1099	596	202	353	332	240	543	245	503	218	601	179	710	215	608
Weighted base	1099	562	214	348	336	225	522	229	486	212	577	164	703	197	603
A very positive impact (2)	45 4%	16 3%	19 9%	16 5%	18 5%	28 13%	9 2%	33 15%	6 1%	28 13%	15 3%	31 19%	9 1%	27 14%	13 2%
A slightly positive impact (1)	90 8%	37 7%	25 12%	25 7%	32 9%	48 21%	15 3%	46 20%	10 2%	46 22%	17 3%	44 27%	26 4%	45 23%	19 3%
They won't make any difference (0)	154 14%	65 11%	37 17%	55 16%	48 14%	47 21%	46 9%	43 19%	41 9%	33 16%	50 9%	30 18%	69 10%	29 15%	63 10%
A slightly negative impact (-1)	476 43%	262 47%	89 41%	148 43%	161 48%	70 31%	257 49%	72 32%	254 52%	76 36%	296 51%	39 24%	355 51%	60 31%	310 51%
A very negative impact (-2)	237 22%	146 26%	33 15%	88 25%	58 17%	26 11%	167 32%	26 11%	157 32%	18 9%	171 30%	11 7%	204 29%	28 14%	175 29%
Don't know	97 9%	36 6%	11 5%	15 4%	20 6%	6 3%	28 5%	8 4%	18 4%	10 5%	27 5%	8 5%	40 6%	7 3%	22 4%

NET: Positive Impact	135 12%	53 9%	43 20%	41 12%	49 15%	76 34%	24 5%	80 35%	16 3%	74 35%	32 5%	75 46%	35 5%	72 37%	33 5%
NET: Negative Impact	714 65%	409 73%	122 57%	236 68%	219 65%	96 43%	424 81%	98 43%	411 85%	94 45%	467 81%	50 31%	559 80%	89 45%	485 80%

Mean	-0.77	-0.92	-0.46	-0.80	-0.67	-0.08	-1.13	-0.05	-1.17	-0.05	-1.08	0.29	-1.08	-0.09	-1.06
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ColumnProportions (5%): A,B/C/D/E/F/G/H,I/J/K,L/M,N/O Minimum Base: 30(**) Small Base: 100(**)

ColumnMeans (5%): A,B/C/D/E/F/G/H,I/J/K,L/M,N/O Minimum Base: 30(**) Small Base: 100(**)

24-085497-18 - 2nd - 5th May 2025

Public

Trade

GB 18-75 years old

Q3. Do you think these tariffs will have a positive or negative impact on each of the following, or will they not make any difference? - British car manufacturers

All Adults aged 18-75 in Great Britain

		Gender			Aggregated Age breaks			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote					Referendum 2016 vote	
	Total	Male	Female	18-34	35-54	55-75	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduates	Non-graduates	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Other	Remain	Leave	
	(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)	
Unweighted base	1099	525	545	342	406	351	682	417	263	285	248	155	53	95	603	496	706	393	212	247	257	302	896	189	156	364	84	124	99	418	346	
Weighted base	1099	528	542	331	399	369	626	473	262	291	244	155	52	95	401	698	744	355	221	260	275	266	913	175	167	348	73	140	88	389	372	
A very positive impact (2)	41 4%	27 5%	14 3%	27 8% EF	9 2%	6 2%	32 5% H	9 2%	9 3%	11 4%	4 1%	12 8% K	1 2% *	4 5% *	26 6% P	16 2%	37 5% R	4 1%	7 3%	6 2%	7 3%	20 7% TU	30 3%	11 6%	3 2%	16 5%	4 5% *	10 7% Y*	2 2% *	12 3%	18 5%	
A slightly positive impact (1)	89 8%	56 11% C	31 6%	55 17% EF	26 7% F	8 2%	45 7% H	44 9%	17 7%	26 9%	17 7%	20 13% I	1 2% *	7 8% *	40 10%	49 7%	75 10% R	14 4%	16 7%	18 7%	23 8%	29 11%	54 6%	34 20% W	14 8%	31 9%	6 9% *	17 12% *	6 6% *	26 7%	29 8%	
They won't make any difference (0)	147 13%	78 15%	67 12%	54 16%	54 13%	40 11%	85 14%	62 13%	27 10%	47 16%	32 13%	23 15%	7 13% *	11 11% *	50 13%	97 14%	104 14%	43 12%	26 12%	36 14%	37 13%	36 14%	121 13%	25 15%	19 11%	41 12%	11 15% *	21 15% *	9 10% *	49 13%	44 12%	
A slightly negative impact (-1)	356 32%	170 32%	176 32%	103 31%	149 37% F	104 28%	192 31%	164 35%	85 33%	87 30%	91 37%	42 27%	19 36% *	32 33% *	133 33%	223 32%	246 33%	109 31%	70 32%	89 34%	81 29%	91 34%	305 33%	49 28%	51 31%	112 32%	20 27% *	56 40% *	36 41% *	114 29%	131 35%	
A very negative impact (-2)	365 33%	174 33%	179 33%	61 19%	117 29% D	186 50% DE	218 35%	147 31%	91 35%	95 33%	80 33%	44 29%	20 39% *	35 37% *	124 31%	241 35%	216 29%	149 42% Q	79 36%	86 33%	102 37% V	75 28%	316 35% X	43 24%	71 42% b	124 36% b	29 39% b*	31 23% *	31 35% *	160 41%	127 34%	
Don't know	101 9%	24 5%	74 14% B	32 10%	44 11%	25 7%	53 9%	48 10%	32 12%	25 9%	21 9%	13 8%	4 9% *	6 6% *	28 7%	73 10%	65 9%	36 10%	23 11%	25 10%	25 9%	14 5%	88 10%	13 7%	10 6%	24 7%	4 6% *	5 4% *	4 5% *	28 7%	23 6%	
NET: Positive Impact	130 12%	83 16% C	45 8%	81 25% EF	35 9% F	14 4%	77 12%	53 11%	26 10%	37 13%	21 8%	33 21% IKM	2 4% *	12 12% *	66 16% P	65 9%	113 15% R	17 5%	23 10%	24 9%	30 11%	49 18% STU	84 9%	45 26% W	17 10%	47 13%	10 14% *	27 19% *	8 9% *	38 10%	48 13%	
NET: Negative Impact	721 66%	343 65%	355 66%	164 50% D	266 67% DE	291 79%	410 66%	311 66%	177 67% L	182 62%	171 70% L	87 56%	39 75% L*	66 70% L*	257 64%	464 66%	462 62%	258 73% Q	149 67%	175 67%	183 67%	166 63%	621 68% X	91 52%	122 73%	236 68%	48 66% *	87 62% *	67 76% *	274 70%	258 69%	
Mean	-0.92	-0.81 C	-1.02	-0.39 EF	-0.96 F	-1.33	-0.91	-0.93	-1.01	-0.86	-1.01	-0.60 IKM	-1.17 *	-0.96 *	-0.78 P	-1.00	-0.78 R	-1.21	-1.00	-0.99	-0.99	-0.69 STU	-1.00	-0.48 W	-1.10	-0.92	-0.91 *	-0.61 YZc*	-1.05 *	-1.06	-0.91	

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ColumnMeans (5%): 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 Minimum Base: 30(**) Small Base: 100(*)

24-085497-18 - 2nd - 5th May 2025

Public

Trade

GB 18-75 years old

Q3. Do you think these tariffs will have a positive or negative impact on each of the following, or will they not make any difference? - British car manufacturers

All Adults aged 18-75 in Great Britain

		Statement Agreement				Increase involvement of US cos. in UK NHS		Increase involvement of US cos. in UK national infrastructure		Lower environmental standards		Accepting US food standards		Reducing tax on large tech companies	
	Total	Prioritise closer trade relationship p with EU	Prioritise closer trade relationship p with US	Prioritise closer trade relationship p with China	Prioritise closer trade relationship p with US	Support	Oppose	Support	Oppose	Support	Oppose	Support	Oppose	Support	Oppose
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
Unweighted base	1099	596	202	353	332	240	543	245	503	218	601	179	710	215	608
Weighted base	1099	562	214	348	336	225	522	229	486	212	577	164	703	197	603
A very positive impact (2)	41 4%	11 2%	19 9%	12 4%	19 6%	29 13%	5 1%	30 13%	3 1%	29 14%	9 1%	29 18%	7 1%	24 12%	8 1%
A slightly positive impact (1)	89 8%	41 7%	21 10%	34 10%	28 8%	50 22%	15 3%	52 23%	8 2%	41 19%	26 5%	48 29%	25 3%	50 25%	23 4%
They won't make any difference (0)	147 13%	63 11%	33 15%	45 13%	50 15%	31 14%	56 11%	29 13%	54 11%	26 12%	57 10%	25 15%	75 11%	24 12%	54 9%
A slightly negative impact (-1)	356 32%	185 33%	80 38%	121 35%	107 32%	67 30%	190 36%	65 29%	184 38%	60 28%	207 36%	38 23%	255 36%	53 27%	227 38%
A very negative impact (-2)	365 33%	227 40%	51 24%	120 35%	115 34%	41 18%	235 45%	46 20%	219 45%	47 22%	242 42%	21 13%	298 42%	40 21%	267 44%
Don't know	101 9%	34 6%	10 5%	16 4%	16 5%	6 3%	21 4%	6 3%	18 4%	10 5%	36 6%	4 2%	43 6%	5 3%	24 4%

NET: Positive Impact	130 12%	53 9%	40 19%	46 13%	47 14%	79 35%	20 4%	82 36%	12 2%	69 33%	35 6%	77 47%	32 5%	74 38%	31 5%
NET: Negative Impact	721 66%	413 73%	131 61%	241 69%	222 66%	108 48%	425 81%	112 49%	402 83%	106 50%	449 78%	59 36%	554 79%	93 47%	493 82%

Mean	-0.92	-1.09	-0.60	-0.91	-0.85	-0.19	-1.27	-0.20	-1.30	-0.27	-1.20	0.16	-1.23	-0.18	-1.24
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ColumnMeans (5%): A,B/C/D/E/F/G/H,I/J/K,L/M,N/O Minimum Base: 30(**) Small Base: 100(**)

Q4. To what extent do you support or oppose the UK government offering the following in return for lower tariffs on British trade with the US? - Summary

All Adults aged 18-75 in Great Britain

[illegible]

NET: Support	225 20% D	229 21% DC	212 19% D	164 15% D	197 18% D
NET: Oppose	532 47% A	486 44% A	577 52% AB	703 64% AB/CE	609 55% AB

Mean	-0.58 DE	-0.48 ACDE	-0.63 D	-0.94	-0.71 D
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the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

ColumnsProportions (5%): A/3/C/2/E Minimum Base: 20(%) Small Base: 100(%)

ColumnsMeans (5%): A(0)C(2)E Minimum Row: 20(%) Small Row: 100(%)

24-085497-18 - 2nd - 5th May 2025

Public

Trade

GB 18-75 years old

Q4. To what extent do you support or oppose the UK government offering the following in return for lower tariffs on British trade with the US? - Increasing the involvement of US companies in the UK's National Health Service (NHS), e.g. the NHS buying more drugs or products from US companies or US companies providing NHS services to patients

All Adults aged 18-75 in Great Britain

		Gender			Aggregated Age breaks			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55-75 (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduates (O)	Non-graduates (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservative (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Other (c)	Remain (d)	Leave (e)		
Unweighted base	1099	525	545	342	406	351	682	417	263	285	248	155	53	95	603	496	706	393	212	247	257	302	896	189	156	364	84	124	99	418	346		
Weighted base	1099	528	542	331	399	369	626	473	262	291	244	155	52	95	401	698	744	355	221	260	275	266	913	175	167	348	73	140	88	389	372		
Strongly support (2)	78 7%	54 10% C	24 4%	42 13% EF	20 5%	16 4%	48 8%	30 6%	22 8% K	18 6%	9 4%	19 12% JK	4 8% *	6 7% *	37 9% P	41 6%	63 9% R	15 4%	21 9%	15 6%	13 5%	28 11% U	56 6%	22 12% W	8 5%	29 8%	2 3% *	23 16% Y2ac*	5 5% *	22 6%	36 10%		
Tend to support (1)	147 13%	81 15%	63 12%	62 19% F	62 16% F	23 6%	84 13%	63 13%	35 13%	34 12%	33 13%	27 18% M	2 3% *	16 17% M*	73 18% P	74 11%	117 16% R	30 9%	25 11%	30 11%	41 15%	47 18%	110 12%	37 21% W	29 17%	55 16%	8 11% *	24 17% *	7 8% *	61 16%	55 15%		
Neither support nor oppose (0)	243 22%	124 23%	116 21%	76 23%	89 22%	78 21%	123 20%	120 25% G	58 22%	74 25% N	55 22%	35 23%	8 15% *	13 14% *	71 18%	172 25% O	175 24%	68 19%	47 21%	58 22%	65 24%	54 20%	191 21%	52 30% W	48 29% Za	58 17%	9 13% *	38 27% Za*	20 15% *	69 18%	89 24%		
Tend to oppose (-1)	168 15%	83 16%	83 15%	48 14%	61 15%	59 16%	100 16%	68 14%	36 14%	42 14%	48 20%	18 12%	11 21% *	13 14% *	66 17%	102 15%	105 14%	63 18%	30 14%	42 16%	39 14%	47 18%	147 16%	18 10%	23 14%	55 16%	21 28% Y2bc*	21 19% *	9 10% *	47 12%	65 18%		
Strongly oppose (-2)	354 32%	163 31%	174 32%	73 22%	113 28%	168 45% DE	208 33%	145 31%	72 28%	104 36%	78 32%	42 27%	23 44% I*	35 37% *	133 33%	221 32%	213 29%	141 40% Q	73 33%	91 35%	89 32%	77 29%	310 34% X	36 21%	46 27%	129 37% b	28 39% b*	27 19% *	44 50% Y2b*	157 40% e	107 29%		
Don't know	109 10%	23 4%	82 15% B	30 9%	54 13% F	25 7%	62 10%	46 10%	38 15% J	19 7%	22 9%	13 9%	4 9% *	11 12% *	20 5%	89 13% O	71 10%	38 11%	25 11% V	25 10%	28 10%	12 4%	99 11% X	10 5%	14 8%	23 7%	5 7% *	7 5% *	4 5% *	34 9%	20 6%		
NET: Support	225 20%	135 26% C	87 16%	104 31% EF	82 21% F	39 11%	132 21%	93 20%	57 22%	52 18%	42 17%	47 30% JKM	6 11% *	22 24% *	110 27% P	115 16%	180 24% R	45 13%	46 21%	44 17%	54 20%	76 28% TU	166 18%	59 34% W	36 22%	83 24% c	10 13% *	47 33% ac*	11 13% *	83 21%	91 24%		
NET: Oppose	522 47%	246 46%	257 48%	121 37%	174 44%	227 61% DE	309 49%	213 45%	108 41%	146 50% L	125 51% L	60 39%	34 65% IL*	48 50% *	199 50%	323 46%	318 43%	204 57% Q	103 46%	133 51%	128 47%	125 47%	457 50% X	54 31%	69 41%	183 53% Yb	49 67% Y2b*	48 34% *	53 60% Yb*	203 52%	172 46%		
Mean	-0.58	-0.43 C	-0.70	-0.16 EF	-0.54 F	-0.99	-0.60	-0.55	-0.46 M	-0.66	-0.69	-0.26 JKM	-1.00 *	-0.64 *	-0.49	-0.64	-0.43 R	-0.90	-0.56	-0.70	-0.60	-0.39 T	-0.67	-0.06 W	-0.46 ac	-0.62	-0.96 *	-0.04 Y2ac*	-0.96 *	-0.72	-0.44 d		

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24-085497-18 - 2nd - 5th May 2025

Public

Trade

GB 18-75 years old

Q4. To what extent do you support or oppose the UK government offering the following in return for lower tariffs on British trade with the US? - Increasing the involvement of US companies in the UK's National Health Service (NHS), e.g. the NHS buying more drugs or products from US companies or US companies providing NHS services to patients

All Adults aged 18-75 in Great Britain

		Statement Agreement				Increase involvement of US cos. in UK NHS		Increase involvement of US cos. in UK national infrastructure		Lower environmental standards		Accepting US food standards		Reducing tax on large tech companies	
	Total	Prioritise closer trade relationship p with EU	Prioritise closer trade relationship p with US	Prioritise closer trade relationship p with China	Prioritise closer trade relationship p with US	Support	Oppose	Support	Oppose	Support	Oppose	Support	Oppose	Support	Oppose
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
Unweighted base	1099	596	202	353	332	240	543	245	503	218	601	179	710	215	608
Weighted base	1099	562	214	348	336	225	522	229	486	212	577	164	703	197	603
Strongly support (2)	78 7%	34 6%	27 13%	27 8%	34 10%	78 35%	- -	65 28%	8 2%	47 22%	18 3%	47 28%	16 2%	40 21%	26 4%
Tend to support (1)	147 13%	63 11%	48 22%	42 12%	59 18%	147 65%	- -	88 38%	20 4%	68 32%	50 9%	49 30%	70 10%	65 33%	51 8%
Neither support nor oppose (0)	243 22%	103 18%	48 22%	76 22%	72 21%	- -	- -	43 19%	47 10%	43 20%	83 14%	48 29%	101 14%	46 23%	87 14%
Tend to oppose (-1)	168 15%	85 15%	34 16%	54 16%	60 18%	- -	168 32%	16 7%	102 21%	18 8%	111 19%	11 7%	143 20%	20 10%	121 20%
Strongly oppose (-2)	354 32%	248 44%	47 22%	139 40%	91 27%	- -	354 68%	12 5%	304 62%	24 11%	289 50%	9 6%	333 47%	22 11%	300 50%
Don't know	109 10%	29 5%	10 4%	8 2%	20 6%	- -	- -	4 2%	7 1%	12 5%	26 5%	- -	39 6%	3 1%	19 3%

NET: Support	225 20%	97 17%	75 35%	69 20%	93 28%	225 100%	- -	153 67%	27 6%	115 54%	69 12%	96 59%	86 12%	106 54%	76 13%
NET: Oppose	522 47%	333 59%	81 38%	194 56%	151 45%	- -	522 100%	28 12%	405 83%	42 20%	399 69%	20 12%	477 68%	42 21%	421 70%

Mean	-0.58	-0.84	-0.13	-0.70	-0.36	1.35	-1.68	0.79	-1.41	0.48	-1.09	0.69	-1.07	0.42	-1.06
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24-085497-18 - 2nd - 5th May 2025

Public

Trade

GB 18-75 years old

Q4. To what extent do you support or oppose the UK government offering the following in return for lower tariffs on British trade with the US? - Increasing the involvement of US companies in providing the UK's critical national infrastructure, such as those associated with energy supply, water supply, transportation, health and telecommunications

All Adults aged 18-75 in Great Britain

		Gender			Aggregated Age breaks			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55-75 (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduates (O)	Non-graduates (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservative (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Other (c)	Remain (d)	Leave (e)		
Unweighted base	1099	525	545	342	406	351	682	417	263	285	248	155	53	95	603	496	706	393	212	247	257	302	896	189	156	364	84	124	99	418	346		
Weighted base	1099	528	542	331	399	369	626	473	262	291	244	155	52	95	401	698	744	355	221	260	275	266	913	175	167	348	73	140	88	389	372		
Strongly support (2)	71 6%	46 9% C	24 4%	36 11% EF	17 4%	17 5%	44 7%	27 6%	22 8% K	17 6%	6 2%	16 10% K	3 7% *	8 8% K*	33 8%	38 5%	57 8% R	14 4%	16 7%	11 4%	12 5%	30 11% TU	50 5%	21 12% W	11 6%	24 7%	5 7% *	19 14% Zc*	2 2% *	20 5%	27 7%		
Tend to support (1)	158 14%	103 20% C	53 10%	67 20% F	65 16% F	26 7%	92 15%	67 14%	45 17% M	35 12%	29 12%	29 18% M	2 4% *	18 19% M*	81 20% P	77 11%	132 18% R	26 7%	35 16%	29 11%	47 17%	45 17%	116 13%	42 24% W	30 18% a	58 17% a	5 7% *	26 19% a*	11 12% *	58 15%	65 17%		
Neither support nor oppose (0)	268 24%	135 25%	129 24%	89 27%	86 22%	94 25%	133 21%	136 29% G	59 23%	74 26%	70 29%	35 22%	11 21% *	19 20% *	77 19%	191 27% O	179 24%	90 25%	52 23%	71 27%	65 23%	59 22%	222 24%	45 26%	49 29%	72 21%	17 23% *	40 19% *	20 22% *	79 20%	103 28% d		
Tend to oppose (-1)	202 18%	84 16%	113 21%	58 18%	72 18%	72 20%	116 19%	86 18%	37 14%	58 20%	52 21%	26 17%	18 35% ILN*	11 12% *	72 18%	130 19%	131 18%	71 20%	38 17%	49 19%	53 19%	48 18%	176 19%	24 14%	32 19%	58 17%	20 27% c*	26 19% *	12 13% *	61 16%	73 19%		
Strongly oppose (-2)	284 26%	141 27%	129 24%	50 15%	95 24% D	138 37% DE	179 29% H	106 22%	57 22%	84 29%	66 27%	35 23%	12 23% *	29 31% *	112 28%	172 25%	166 22%	119 33% Q	55 25%	72 28%	67 24%	70 26%	242 27%	35 20%	40 24%	107 31% b	21 29% b*	21 15% *	40 46% YZab*	127 33% e	90 24%		
Don't know	115 10%	19 4%	94 17% B	31 9%	64 16% DF	21 6%	63 10%	52 11%	42 16% JK	23 8%	21 8%	15 10%	5 10% *	9 10% *	26 6%	90 13% O	79 11%	36 10%	25 11% V	28 11% V	32 12% V	13 5%	107 12% X	8 5%	6 3%	30 9%	6 8% *	7 5% *	4 5% *	44 11% e	14 4%		
NET: Support	229 21%	149 28% C	77 14%	103 31% EF	82 21% F	44 12%	135 22%	94 20%	66 25% K	52 18%	35 14%	44 29% JKM	6 11% *	26 27% KM*	114 28% P	115 16%	189 25% R	40 11%	51 23%	41 16%	60 22%	75 28% T	167 18%	63 36% W	41 24%	81 23%	10 13% *	45 32% ac*	12 14% *	78 20%	92 25%		
NET: Oppose	486 44%	225 43%	242 45%	108 33%	167 42% D	211 57% DE	295 47%	191 40%	94 36%	142 49% I	118 48% I	61 39%	31 59% IL*	40 43% *	184 46%	302 43%	297 40%	190 53% Q	93 42%	121 47%	119 43%	119 45%	419 46% X	59 34%	72 43%	165 47% b	41 55% b*	47 34% *	52 59% Yb*	188 48%	163 44%		
Mean	-0.48	-0.34 C	-0.60	-0.07 EF	-0.49 F	-0.83	-0.52	-0.42	-0.29 JK	-0.59	-0.64	-0.26 JK	-0.72 *	-0.42 *	-0.40	-0.53	-0.32 R	-0.80	-0.41	-0.61	-0.47	-0.33 T	-0.55	-0.07 W	-0.38 c	-0.52 c	-0.70 *	-0.03 YZac*	-0.93 *	-0.63	-0.37 d		

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ColumnMeans (5%): 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 Minimum Base: 30(**) Small Base: 100(*)

24-085497-18 - 2nd - 5th May 2025

Public

Trade

GB 18-75 years old

Q4. To what extent do you support or oppose the UK government offering the following in return for lower tariffs on British trade with the US? - Increasing the involvement of US companies in providing the UK's critical national infrastructure, such as those associated with energy supply, water supply, transportation, health and telecommunications

All Adults aged 18-75 in Great Britain

		Statement Agreement				Increase involvement of US cos. in UK NHS		Increase involvement of US cos. in UK national infrastructure		Lower environmental standards		Accepting US food standards		Reducing tax on large tech companies	
	Total	Prioritise closer relationship p with EU	Prioritise closer relationship p with US	Prioritise closer trade relationship p with China	Prioritise closer trade relationship p with US	Support	Oppose	Support	Oppose	Support	Oppose	Support	Oppose	Support	Oppose
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
Unweighted base	1099	596	202	353	332	240	543	245	503	218	601	179	710	215	608
Weighted base	1099	562	214	348	336	225	522	229	486	212	577	164	703	197	603
Strongly support (2)	71 6%	31 6%	25 12%	29 8%	23 7%	58 26%	5 1%	71 31%	- -	50 24%	14 2%	45 28%	17 2%	53 27%	12 2%
Tend to support (1)	158 14%	74 13%	44 21%	51 15%	63 19%	96 42%	23 4%	158 69%	- -	61 29%	56 10%	63 39%	60 9%	64 33%	60 10%
Neither support nor oppose (0)	268 24%	100 18%	60 28%	58 17%	102 30%	41 18%	68 13%	- -	- -	49 23%	103 18%	42 26%	134 19%	39 20%	105 17%
Tend to oppose (-1)	202 18%	117 21%	40 19%	75 22%	55 16%	19 9%	145 28%	- -	202 42%	23 11%	142 25%	8 5%	174 25%	25 13%	142 24%
Strongly oppose (-2)	284 26%	204 36%	34 16%	119 34%	74 22%	8 3%	260 50%	- -	284 58%	19 9%	237 41%	3 2%	272 39%	11 6%	256 42%
Don't know	115 10%	36 6%	11 5%	16 5%	18 5%	4 2%	20 4%	- -	- -	9 4%	25 4%	2 1%	47 7%	5 3%	28 5%
NET: Support	229 21%	105 19%	69 32%	80 23%	86 26%	153 68%	28 5%	229 100%	- -	111 53%	70 12%	109 66%	77 11%	117 59%	72 12%
NET: Oppose	486 44%	321 57%	74 35%	194 56%	129 38%	27 12%	405 78%	- -	486 100%	42 20%	379 66%	11 7%	446 63%	36 18%	398 66%

Mean	-0.48	-0.74	-0.07	-0.61	-0.30	0.79	-1.26	1.31	-1.58	0.49	-0.96	0.87	-0.95	0.64	-0.99
			BDE		BD	G		I		K		M		O	

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24-085497-18 - 2nd - 5th May 2025

Public

Trade

GB 18-75 years old

Q4. To what extent do you support or oppose the UK government offering the following in return for lower tariffs on British trade with the US? - Lowering environmental standards that companies would have to meet, such as those related to carbon emissions or packaging

All Adults aged 18-75 in Great Britain

		Gender			Aggregated Age breaks			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55-75 (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduates (O)	Non-graduates (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservative (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Other (c)	Remain (d)	Leave (e)		
Unweighted base	1099	525	545	342	406	351	682	417	263	285	248	155	53	95	603	496	706	393	212	247	257	302	896	189	156	364	84	124	99	418	346		
Weighted base	1099	528	542	331	399	369	626	473	262	291	244	155	52	95	401	698	744	355	221	260	275	266	913	175	167	348	73	140	88	389	372		
Strongly support (2)	77 7%	50 10% C	25 5%	35 10% E	21 5%	22 6%	46 7%	31 7%	26 10% K	18 6%	11 4%	15 10%	4 7% *	4 4% *	33 8%	44 6%	58 8%	19 5%	17 8%	16 6%	19 7%	23 9%	61 7%	17 10%	11 7%	26 8%	3 4% *	19 14% ac*	4 4% *	26 7%	33 9%		
Tend to support (1)	134 12%	85 16% C	47 9%	57 17% F	51 13% F	26 7%	64 10%	71 15% G	30 12%	40 14%	24 10%	21 13%	9 17% *	10 11% *	60 15%	75 11%	104 14% R	30 8%	26 12%	34 13%	35 13%	36 14%	106 12%	29 16%	22 13%	50 14%	11 16% *	20 14% *	6 7% *	38 10%	48 13%		
Neither support nor oppose (0)	223 20%	96 18%	125 23%	78 24%	81 20%	64 17%	120 19%	102 22%	66 25% JK	51 18%	33 13%	44 29% JK	10 20% *	18 19% *	66 16%	157 22% O	160 21%	63 18%	38 17%	50 19%	60 22%	53 20%	176 19%	46 27% W	37 22% a	53 15%	7 10% *	46 33% Za*	19 14% *	65 17%	82 22%		
Tend to oppose (-1)	226 21%	114 22%	108 20%	56 17%	85 21%	85 23%	126 20%	100 21%	48 18%	51 17%	69 28% UL	22 14%	14 27% *	22 23% *	74 18%	152 22%	148 20%	78 22%	51 23%	58 22%	49 18%	52 20%	188 21%	36 20%	44 26%	67 19%	15 20% *	29 21% *	17 19% *	76 20%	84 23%		
Strongly oppose (-2)	351 32%	161 30%	172 32%	78 24%	122 31%	150 41% DE	232 37% H	119 25% G	64 25%	112 38% IL	88 36% I	42 27%	14 26% *	31 33% *	156 39% P	195 28%	224 30%	127 36%	64 29%	81 31%	97 35%	89 34%	303 33% X	40 23%	45 27% b	133 38% Yb	33 44% Yb*	22 15% *	39 45% Yb*	158 41% e	108 29%		
Don't know	88 8%	23 4%	64 12% B	27 8%	39 10%	22 6%	38 6%	50 11% G	27 10%	20 7%	20 8%	11 7%	1 2% *	10 10% *	13 3%	75 11% O	50 7%	38 11% Q	25 11% V	22 9%	16 6%	11 4%	81 9%	7 4%	10 6%	17 5%	5 6% *	4 3% *	3 3% *	26 7%	16 4%		
NET: Support	212 19%	136 26% C	72 13%	92 28% EF	72 18%	48 13%	110 18%	102 22%	57 22%	58 20%	35 14%	36 23%	13 24% *	14 15% *	93 23% P	119 17%	163 22% R	49 14%	43 19%	49 19%	54 20%	60 23%	167 18%	45 26% W	33 19%	77 22% c	14 19% *	39 28% c*	10 12% *	64 16%	81 22%		
NET: Oppose	577 52%	274 52%	280 52%	134 40%	208 52% D	235 64% DE	358 57% H	219 46%	112 43%	162 56% IL	156 64% IL	65 42%	28 54% *	53 56% IL*	229 57% P	347 50%	372 50%	205 58% Q	115 52%	139 53%	146 53%	142 53%	491 54% X	76 43%	88 53% b	201 58% b	47 65% b*	51 36% *	56 64% b*	234 60% e	192 52%		
Mean	-0.63	-0.49 C	-0.74	-0.28 EF	-0.66 F	-0.91	-0.74	-0.48 G	-0.40 JKN	-0.73	-0.88	-0.39 JKN	-0.50 *	-0.79 *	-0.67	-0.61	-0.54 R	-0.83	-0.61	-0.65	-0.65	-0.58	-0.68	-0.32 W	-0.57 c	-0.70	-0.92 *	-0.11 YZac*	-0.95 *	-0.83	-0.52 d		

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24-085497-18 - 2nd - 5th May 2025

Public

Trade

GB 18-75 years old

Q4. To what extent do you support or oppose the UK government offering the following in return for lower tariffs on British trade with the US? - Lowering environmental standards that companies would have to meet, such as those related to carbon emissions or packaging

All Adults aged 18-75 in Great Britain

		Statement Agreement				Increase involvement of US cos. in UK NHS		Increase involvement of US cos. in UK national infrastructure		Lower environmental standards		Accepting US food standards		Reducing tax on large tech companies	
	Total	Prioritise closer trade relationship p with EU	Prioritise closer trade relationship p with US	Prioritise closer trade relationship p with China	Prioritise closer trade relationship p with US	Support	Oppose	Support	Oppose	Support	Oppose	Support	Oppose	Support	Oppose
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
Unweighted base	1099	596	202	353	332	240	543	245	503	218	601	179	710	215	608
Weighted base	1099	562	214	348	336	225	522	229	486	212	577	164	703	197	603
Strongly support (2)	77 7%	30 5%	34 16% BDE	27 8% B	36 11% B	47 21% G	20 4%	46 20% I	16 3%	77 37% K	- - -	41 25% M	31 4%	36 18% O	27 4%
Tend to support (1)	134 12%	50 9%	39 18% BD	38 11% B	51 15% B	68 30% G	22 4%	65 28% I	27 6%	134 63% K	- - -	59 36% M	49 7%	63 32% O	38 6%
Neither support nor oppose (0)	223 20%	91 16%	42 20%	59 17%	75 22% B	39 17%	66 13%	45 20% I	60 12%	- - -	- - -	35 21% M	98 14%	40 21% O	79 13%
Tend to oppose (-1)	226 21%	113 20%	45 21%	67 19%	81 24%	46 20%	114 22%	44 19%	109 22%	- - J	226 39% J	21 13% L	179 25% L	35 18% O	141 23%
Strongly oppose (-2)	351 32%	251 45% CE	45 21%	146 42% CE	81 24%	23 10%	285 55% F	26 11%	269 55% H	- - -	351 61% J	5 3% L	332 47% L	21 11% N	303 50%
Don't know	88 8%	27 5%	9 4%	10 3%	12 3%	2 1%	15 3%	3 1%	6 1%	- - -	- - -	4 2% O	16 2%	2 1%	15 2%

NET: Support	212 19%	80 14% BDE	73 34% BDE	65 19% B	87 26% BD	115 51% G	42 8%	111 49% I	42 9%	212 100% K	- - -	100 61% M	79 11%	99 50% O	64 11%
NET: Oppose	577 52%	364 65% CE	89 42%	213 61% CE	162 48%	69 30%	399 76% F	70 31%	379 78% H	- - -	577 100% J	26 16% L	510 73% L	56 28%	445 74% N

Mean	-0.63	-0.95	-0.13 BDE	-0.79 B	-0.37 BD	0.32 G	-1.23	0.27 I	-1.23	1.37 K	-1.61	0.69 M	-1.07	0.29 O	-1.12
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24-085497-18 - 2nd - 5th May 2025

Public

Trade

GB 18-75 years old

Q4. To what extent do you support or oppose the UK government offering the following in return for lower tariffs on British trade with the US? - Accepting US food standards and permit US food products (such as meat, produce, and sweets) to be sold in stores, some of which do not adhere to current British standards

All Adults aged 18-75 in Great Britain

		Gender			Aggregated Age breaks			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote					Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55-75 (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduates (O)	Non-graduates (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservative (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Other (c)	Remain (d)	Leave (e)	
Unweighted base	1099	525	545	342	406	351	682	417	263	285	248	155	53	95	603	496	706	393	212	247	257	302	896	189	156	364	84	124	99	418	346	
Weighted base	1099	528	542	331	399	369	626	473	262	291	244	155	52	95	401	698	744	355	221	260	275	266	913	175	167	348	73	140	88	389	372	
Strongly support (2)	57 5%	37 7%	20 4%	34 10%	15 4%	8 2%	33 5%	24 5%	15 6%	15 5%	6 2%	13 8%	1 2%	6 7%	29 7%	28 4%	47 6%	9 3%	14 6%	14 5%	9 3%	19 7%	41 5%	15 9%	7 4%	19 5%	5 7%	15 11%	* 1%	16 4%	23 6%	
Tend to support (1)	107 10%	64 12%	41 8%	47 14%	40 10%	20 5%	60 10%	47 10%	32 12%	22 8%	21 8%	22 14%	3 6%	8 8%	54 14%	53 8%	83 11%	24 7%	19 8%	26 10%	32 12%	28 11%	75 8%	31 18%	23 14%	28 8%	6 8%	22 16%	6 7%	34 9%	41 11%	
Neither support nor oppose (0)	161 15%	89 17%	70 13%	58 17%	59 15%	44 12%	86 14%	75 16%	38 15%	43 15%	36 15%	28 18%	5 10%	10 11%	50 12%	111 16%	119 16%	42 12%	33 15%	32 12%	46 17%	39 15%	117 13%	44 25%	24 14%	47 13%	4 5%	21 15%	17 19%	41 11%	52 14%	
Tend to oppose (-1)	220 20%	98 19%	114 21%	59 18%	78 20%	82 22%	124 20%	96 20%	52 20%	62 21%	48 20%	27 17%	15 28%	16 17%	71 18%	148 21%	147 20%	73 21%	48 22%	59 23%	58 21%	41 16%	190 21%	27 16%	37 22%	76 22%	16 22%	33 24%	10 11%	65 17%	96 26%	
Strongly oppose (-2)	483 44%	221 42%	246 45%	106 32%	175 44%	202 55%	292 47%	192 41%	102 39%	134 46%	118 48%	57 36%	27 52%	46 48%	184 46%	300 43%	304 41%	179 50%	88 40%	112 43%	112 41%	130 49%	426 47%	50 29%	70 42%	165 47%	39 53%	46 33%	53 60%	208 53%	153 41%	
Don't know	71 6%	20 4%	51 9%	26 8%	32 8%	12 3%	32 5%	39 8%	23 9%	16 5%	15 6%	9 6%	1 2%	8 8%	13 3%	58 8%	44 6%	27 8%	19 9%	18 7%	18 6%	7 2%	64 7%	6 4%	6 3%	13 4%	4 5%	2 1%	3 3%	25 6%	7 2%	
NET: Support	164 15%	101 19%	61 11%	81 25%	55 14%	28 8%	92 15%	72 15%	47 18%	37 13%	27 11%	34 22%	4 8%	14 15%	83 21%	81 12%	130 18%	34 9%	33 15%	39 15%	41 15%	48 18%	116 13%	46 27%	30 18%	47 14%	11 15%	37 27%	6 7%	50 13%	64 17%	
NET: Oppose	703 64%	319 60%	359 66%	166 50%	253 63%	284 77%	416 66%	287 61%	154 59%	196 67%	166 68%	83 54%	42 80%	62 66%	255 64%	448 64%	451 61%	252 71%	136 61%	171 66%	170 62%	172 65%	616 X	78 44%	108 64%	240 b	55 75%	80 57%	63 71%	273 70%	249 67%	
Mean	-0.94	-0.79 C	-1.07	-0.52 EF	-0.98 F	-1.26	-0.98	-0.88	-0.81 K	-1.01	-1.10	-0.63 JKM	-1.24 *	-1.01 *	-0.85	-1.00	-0.82 R	-1.18	-0.88	-0.95	-0.90	-0.91	-1.04	-0.39 W	-0.88 c	-1.01	-1.10 *	-0.54 Zac*	-1.27 *	-1.14	-0.86 d	

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ColumnMeans (5%): 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 Minimum Base: 30(**) Small Base: 100(*)

24-085497-18 - 2nd - 5th May 2025

Public

Trade

GB 18-75 years old

Q4. To what extent do you support or oppose the UK government offering the following in return for lower tariffs on British trade with the US? - Accepting US food standards and permit US food products (such as meat, produce, and sweets) to be sold in stores, some of which do not adhere to current British standards

All Adults aged 18-75 in Great Britain

		Statement Agreement				Increase involvement of US cos. in UK NHS		Increase involvement of US cos. in UK national infrastructure		Lower environmental standards		Accepting US food standards		Reducing tax on large tech companies	
	Total	Prioritise closer trade relationship p with EU	Prioritise closer trade relationship p with US	Prioritise closer trade relationship p with China	Prioritise closer trade relationship p with US	Support	Oppose	Support	Oppose	Support	Oppose	Support	Oppose	Support	Oppose
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
Unweighted base	1099	596	202	353	332	240	543	245	503	218	601	179	710	215	608
Weighted base	1099	562	214	348	336	225	522	229	486	212	577	164	703	197	603
Strongly support (2)	57 5%	17 3%	24 11%	20 6%	21 6%	42 19%	7 1%	45 20%	3 1%	43 20%	8 1%	57 35%	- -	48 24%	6 1%
Tend to support (1)	107 10%	50 9%	36 17%	41 12%	41 12%	54 24%	13 3%	64 28%	8 2%	57 27%	18 3%	107 65%	- -	53 27%	26 4%
Neither support nor oppose (0)	161 15%	71 13%	26 12%	38 11%	46 14%	39 17%	21 4%	41 18%	28 6%	32 15%	36 6%	- -	- -	26 13%	39 6%
Tend to oppose (-1)	220 20%	83 15%	55 26%	62 18%	80 24%	46 20%	98 19%	45 20%	90 18%	45 21%	129 22%	- -	220 31%	32 16%	131 22%
Strongly oppose (-2)	483 44%	320 57%	68 32%	180 52%	140 42%	40 18%	379 73%	31 14%	356 73%	35 16%	381 66%	- -	483 69%	38 19%	397 66%
Don't know	71 6%	21 4%	5 3%	7 2%	8 2%	5 2%	4 1%	2 1%	2 0%	1 0%	5 1%	- -	- -	+ 0%	5 1%

NET: Support	164 15%	68 12%	60 28%	61 17%	62 18%	96 43%	20 4%	109 47%	11 2%	100 47%	26 4%	164 100%	- -	101 51%	32 5%
NET: Oppose	703 64%	403 72%	122 57%	242 70%	220 65%	86 38%	477 91%	77 34%	446 92%	79 37%	510 88%	- -	703 100%	69 35%	528 88%

Mean	-0.94	-1.18	-0.51	-1.00	-0.85	0.06	-1.60	0.20	-1.63	0.13	-1.50	1.35	-1.69	0.21	-1.48
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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.

ColumnProportions (5%): A,B/C/D/E,F/G,H,I,J/K,L/M,N/O Minimum Base: 30(**) Small Base: 100(**)

ColumnMeans (5%): A,B/C/D/E,F/G,H,I,J/K,L/M,N/O Minimum Base: 30(**) Small Base: 100(**)

24-085497-18 - 2nd - 5th May 2025

Public

Trade

GB 18-75 years old

Q4. To what extent do you support or oppose the UK government offering the following in return for lower tariffs on British trade with the US? - Reducing the amount of tax large technology companies from the US (e.g. Google Meta, Amazon) are charged

All Adults aged 18-75 in Great Britain

		Gender			Aggregated Age breaks			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote					Referendum 2016 vote	
	Total	Male	Female	18-34	35-54	55-75	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduates	Non-graduates	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Other	Remain	Leave	
	(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)	
Unweighted base	1099	525	545	342	406	351	682	417	263	285	248	155	53	95	603	496	706	393	212	247	257	302	896	189	156	364	84	124	99	418	346	
Weighted base	1099	528	542	331	399	369	626	473	262	291	244	155	52	95	401	698	744	355	221	260	275	266	913	175	167	348	73	140	88	389	372	
Strongly support (2)	67 6%	45 8% C	20 4%	37 11% EF	17 4%	13 4%	37 6%	31 6%	19 7% K	20 7%	7 3%	12 8%	1 3% *	8 8%	30 8%	37 5%	56 8% R	11 3%	16 7%	7 3%	15 5%	29 11% TU	50 6%	17 10%	8 5%	29 8%	8 11% *	7 5% *	4 4% *	35 9% e	17 5%	
Tend to support (1)	129 12%	79 15% C	49 9%	58 17% F	48 12% F	24 6%	76 12%	54 11%	31 12%	27 9%	25 10%	22 14%	9 17% *	15 16% *	74 18% P	56 8%	104 14% R	25 7%	30 13%	27 11%	31 11%	38 14%	86 9%	44 25% W	20 12%	43 12%	6 8% *	23 17% *	10 12% *	39 10%	51 14%	
Neither support nor oppose (0)	194 18%	81 15%	108 20%	74 22% F	67 17%	53 14%	95 15%	100 21% G	44 17%	53 18%	40 16%	35 23%	6 12% *	16 17% *	61 15%	133 19%	132 18%	63 18%	35 16%	51 19%	52 19%	43 16%	153 17%	40 23%	25 15%	49 14%	10 14% *	30 21% *	18 20% *	52 13%	59 16%	
Tend to oppose (-1)	232 21%	114 22%	113 21%	60 18%	77 19%	96 26% D	142 23%	91 19%	52 20%	63 22%	65 27% N	35 22%	7 13% *	12 12% *	74 19%	158 23%	160 22%	72 20%	46 21%	51 20%	63 23%	53 20%	197 22%	32 18%	45 27% c	76 22%	17 23% *	37 26% c*	11 12% *	80 20%	96 26%	
Strongly oppose (-2)	370 34%	188 36%	169 31%	72 22%	133 33% D	166 45% DE	220 35%	150 32%	83 32%	108 37% L	87 36% L	36 23%	19 37% *	37 39% L*	138 34%	233 33%	224 30%	147 41% Q	68 31%	101 39%	88 32%	90 34%	335 37% X	30 17%	56 34%	127 37%	28 38% *	40 28% *	41 47% b*	155 40%	131 35%	
Don't know	105 10%	21 4%	81 15% B	30 9%	57 14% DF	18 5%	57 9%	48 10%	33 13%	21 7%	19 8%	15 10%	9 18% J*	7 8% *	24 6%	82 12% O	68 9%	37 11%	27 12%	23 9%	26 9%	13 5%	93 10%	12 7%	12 7%	23 7%	5 6% *	4 3% *	4 5% *	29 7%	19 5%	
NET: Support	197 18%	124 23% C	70 13%	95 29% EF	65 16% F	37 10%	112 18%	84 18%	50 19%	47 16%	32 13%	34 22% K	10 20% *	23 24% K*	104 26% P	93 13%	160 22% R	36 10%	45 20%	35 13%	46 17%	67 25% TU	136 15%	60 35% W	29 17%	72 21%	14 19% *	30 21% *	14 16% *	74 19%	69 18%	
NET: Oppose	603 55%	302 57%	283 52%	132 40%	209 52% D	261 71% DE	362 58% H	241 51%	135 52%	170 59% L	152 62% IL	70 45%	26 50% *	49 52% *	212 53%	391 56%	384 52%	219 62% Q	114 52%	152 58%	151 55%	143 54%	531 58% X	62 36%	101 61%	203 59%	45 61% *	76 55% *	52 59% *	235 60%	227 61%	
Mean	-0.71	-0.63	-0.79	-0.24 EF	-0.76 F	-1.07	-0.76	-0.65	-0.65	-0.78	-0.89	-0.43 JK	-0.80 *	-0.64 *	-0.57 P	-0.80	-0.58 R	-1.00	-0.63	-0.89	-0.71	-0.54 T	-0.83	-0.09 W	-0.78	-0.71	-0.73 *	-0.59 *	-0.90 *	-0.78	-0.77	

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ColumnProportions (5%): 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 Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): 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 Minimum Base: 30(**) Small Base: 100(*)