

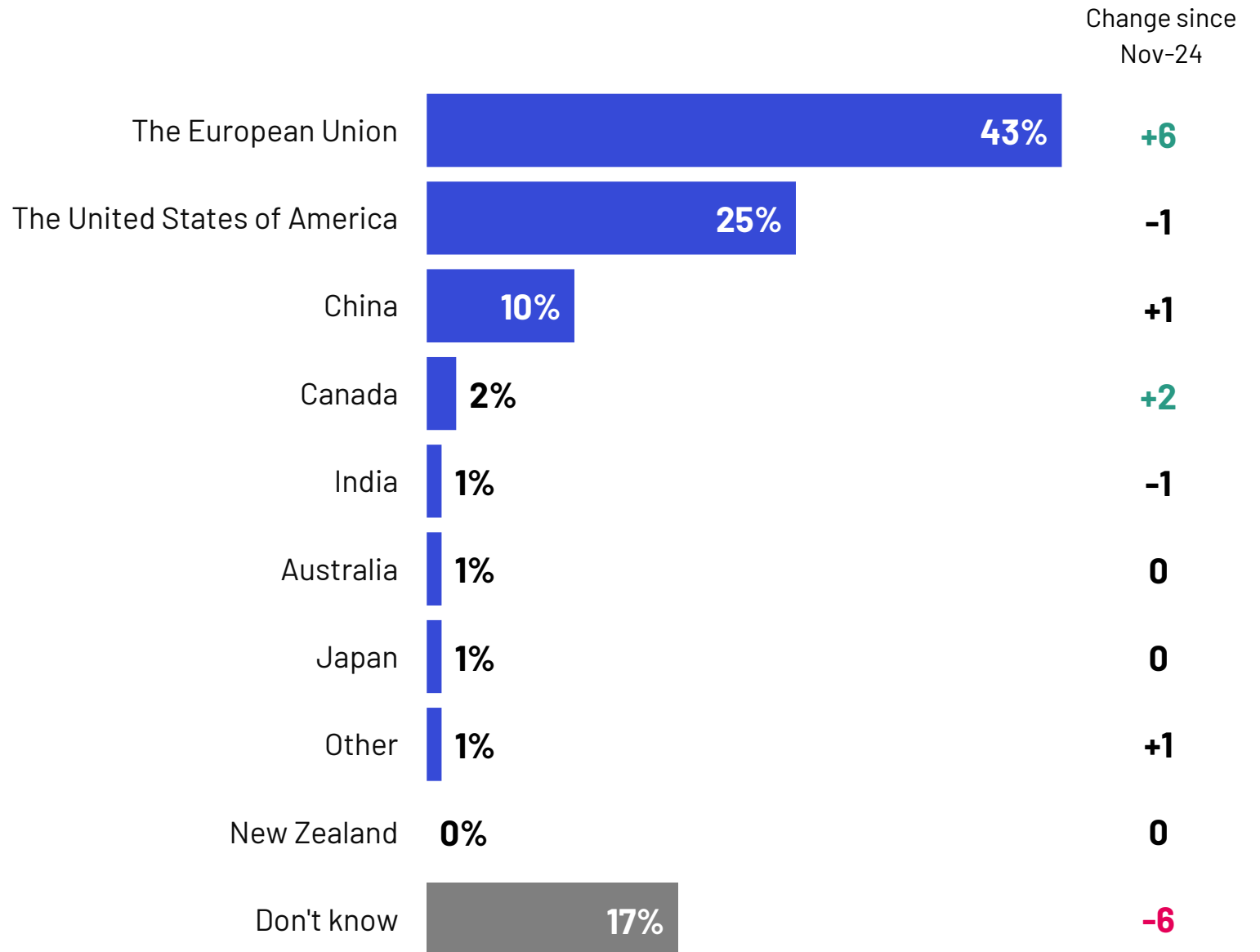
Ipsos Public attitudes toward trade

May 2025

The EU is increasingly seen as Britain's most important trade partner

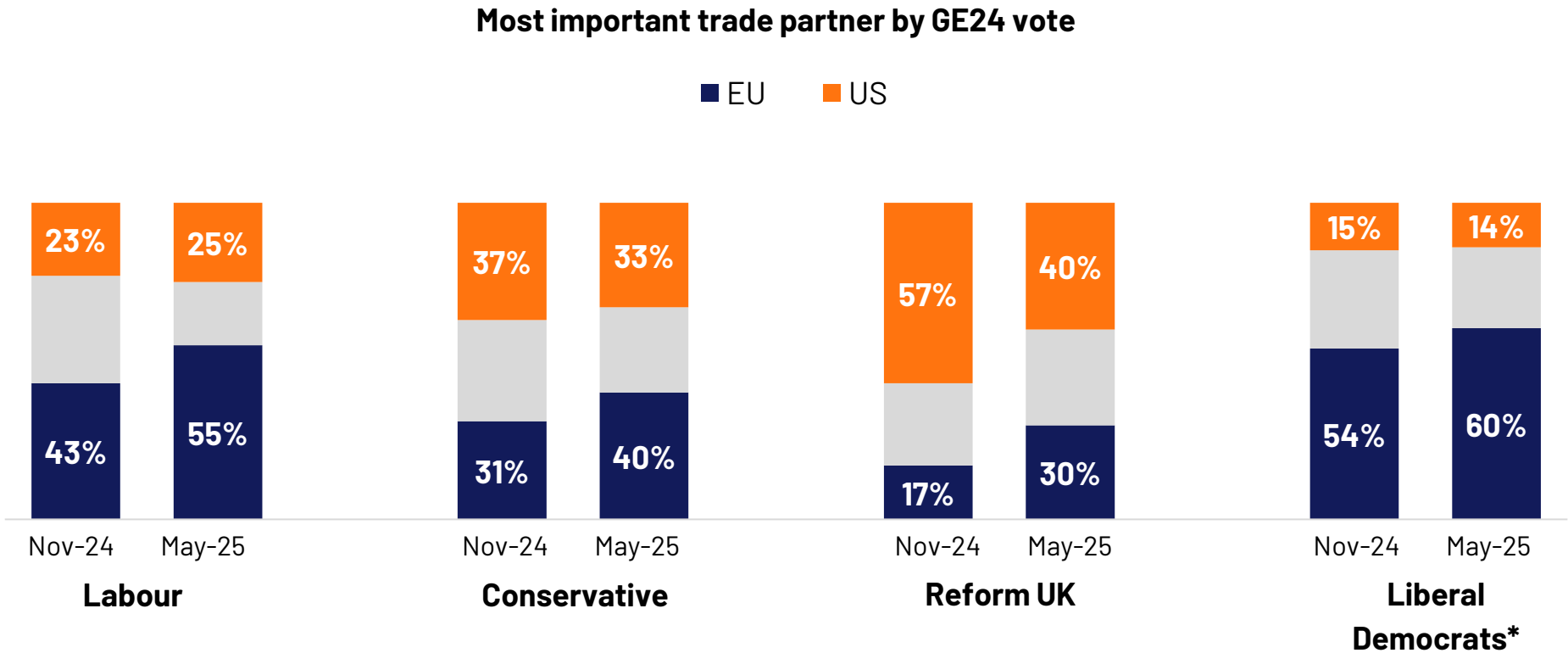
Which of the following, if any, do you consider to be Britain's most important trade partner today?

Base: 1,099 Online British adults aged 18-75, 2-5 May 2025



Perceived importance of EU as a trading partner has grown since November 2024 across all voter groups, though Reform UK voters still lean towards the US

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



Base: 1,099 Online British adults aged 18-75, Labour voters (364), Conservative voters (156), Reform UK voters (124), Liberal Democrat voters (84*) 2-5 May 2025
* Caution, small base.



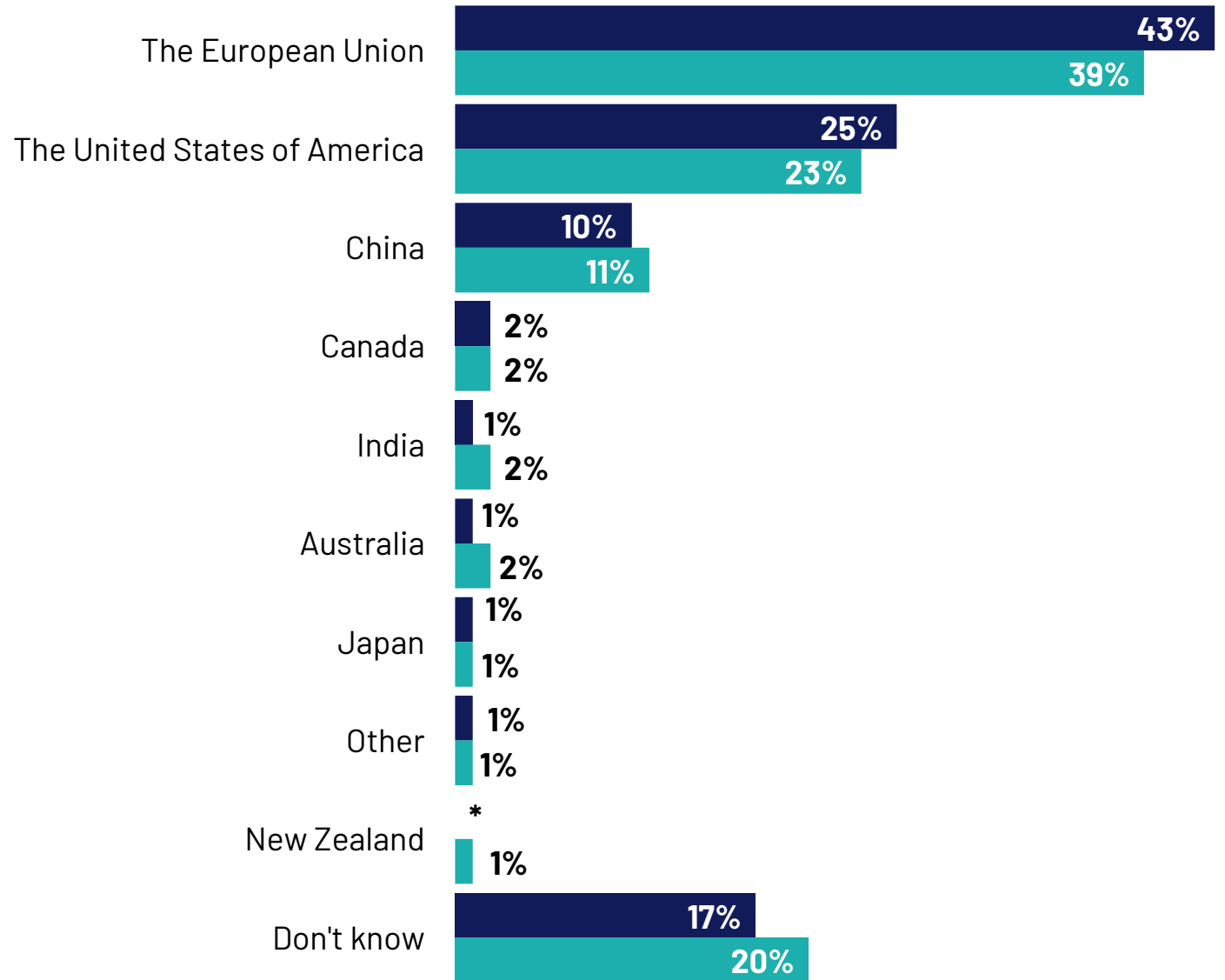
Looking ahead five years, the British public are most likely to expect the EU to be Britain's most important trading partner

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

Base: 1,099 Online British adults aged 18-75, 2-5 May 2025

Today

Five years from now



Half of Britons now think that a trade deal with the EU should be prioritised over the US, a significant increase since March 2025 and the start of Trump’s tariffs

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 the EU, even if it means increasing barriers to trade with the United States

Britain should prioritise building a closer trade relationship with the United States, even if it means increasing barriers to trade with the EU



Base: 1,099 Online British adults aged 18-75, 2-5 May 2025

The public are even split on whether Britain should prioritise a close trade relationship with China or the US, with a large share not having a view

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

Britain should prioritise building a closer trade relationship with the United States, even if it means increasing barriers to trade with the China

32%

31%

Base: 1,099 Online British adults aged 18-75, 2-5 May 2025

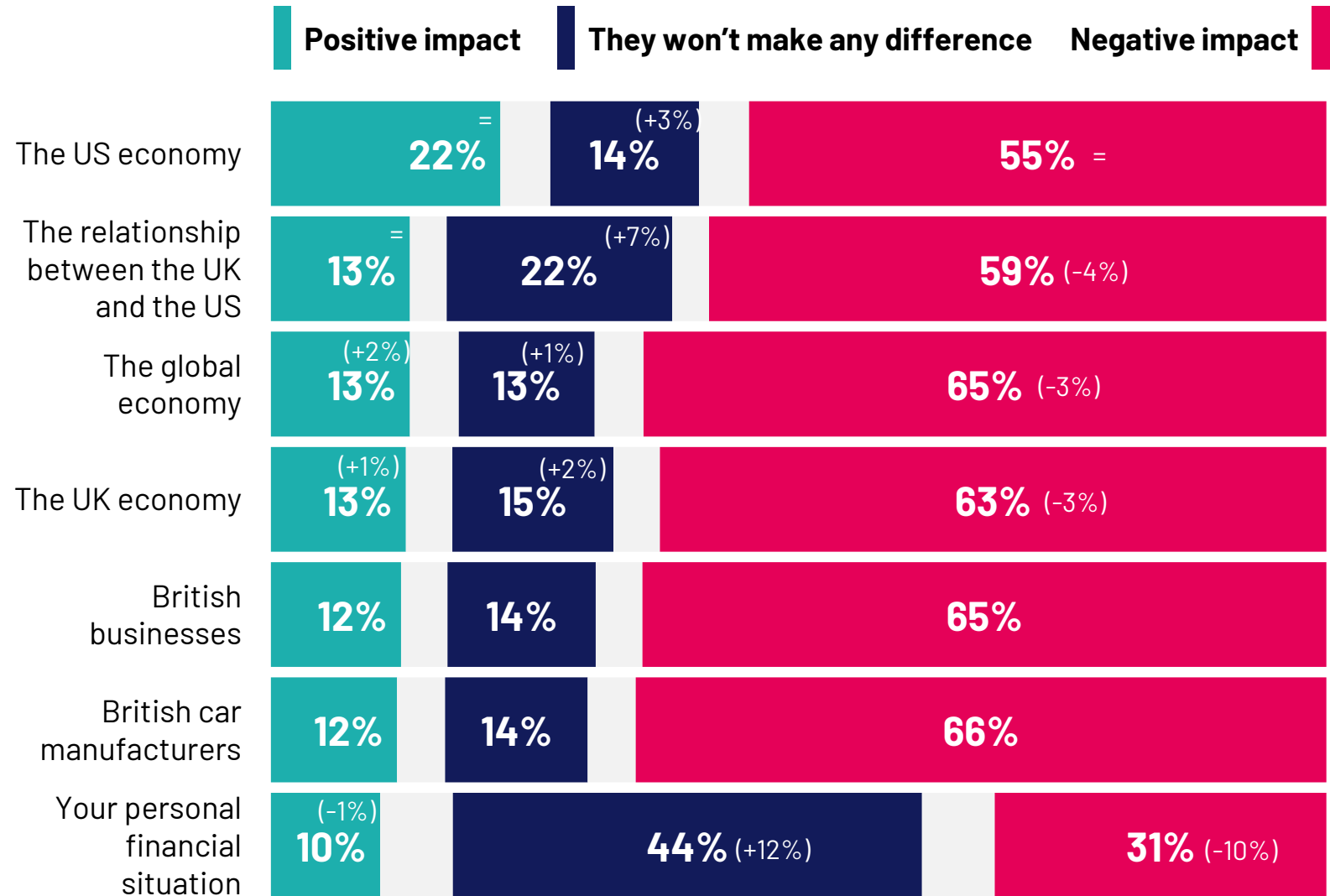
A majority still think that US tariffs will have negative impacts, but more now think they won't affect their personal finances

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

* The full question wording is in the footnote

Brackets indicate change from Apr 25

No brackets indicates new statement for May 25



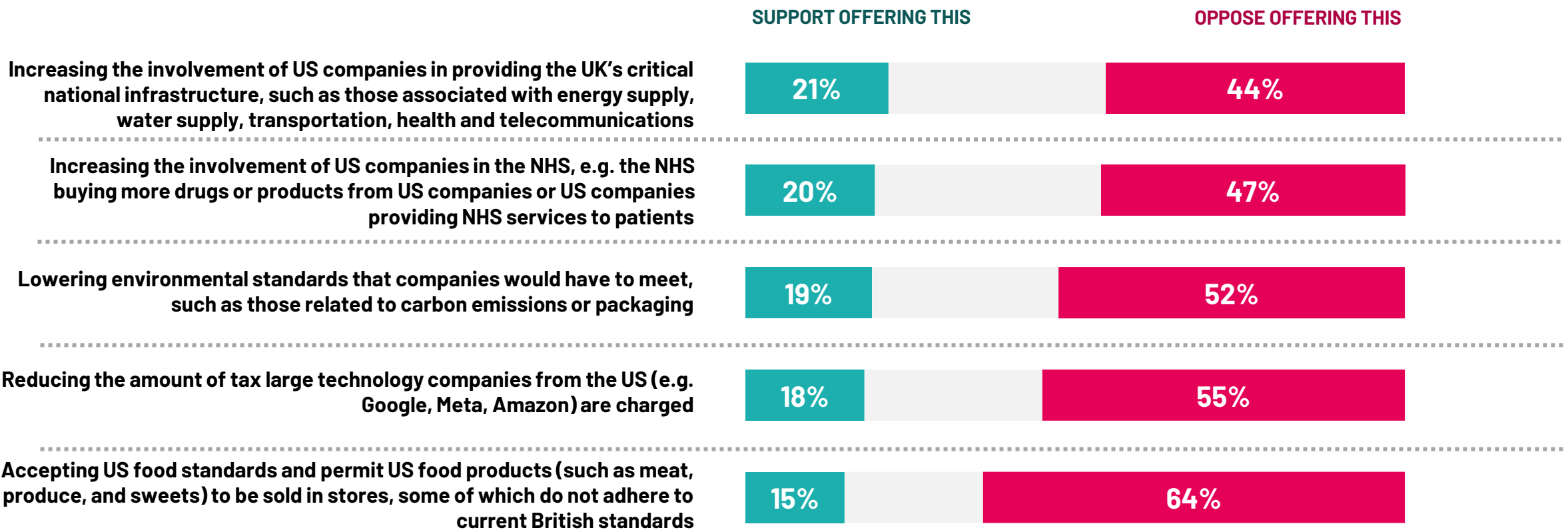
As you may know US President Donald Trump has introduced a minimum 10% tariffs on all goods being imported into the United States. A 10% tariff has been applied to all products imported from the UK, but some countries have received higher tariffs, such as the European Union and China. He's also applied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

Base: 1,099 Online British adults aged 18-75, 2-5 May 2025

© Ipsos | Trade polling | May 2025 | Public

Only a minority of the public support offering the US various potential concessions in return for lower tariffs. Over half oppose lower food or environmental standards, or lower taxes for US tech companies.

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?



Base: 1,099 Online British adults aged 18-75, 2-5 May 2025

IPSOS

For more information

Oliver Fenton

Associate Director

Oliver.Fenton@ipsos.com

Jayesh Shah

Research Director

Jayesh.Shah@ipsos.com