Department for
International Trade

Public Attitudes to Trade Tracker

Wave one report

Prepared for the Department for International Trade

Prepared by: BMG Research

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2 Executive summary

2.1 Background and methodology

- In September 2018 DIT commissioned a nationally representative survey of the UK public to examine public attitudes towards trade and to understand the public's priorities as they relate to trade policy, and how these may change over time.

- The research followed a mixed mode approach encompassing post-to-online invites and face-to-face interviews administered via Computer-Assisted Self Interviewing (CASI) interviews. A total of 2,400 interviews were conducted between 1st of October 2018 and 1st of January 2019. The approach included sampling boosts in each of the devolved nations in the UK. Following the completion of fieldwork, the data was weighted to maximise representativeness to the UK population.

2.2 Interest, knowledge and engagement

- **Two thirds of respondents report being interested in how the UK trades with other countries.** Whilst a clear majority say they are interested in how the UK trades with countries both inside and outside the EU (66%), fewer report being interested in these areas relative to the numbers that say they are interested in the UK economy (76%) and the UK's approach to environmental issues (72%).

- **Respondents do not tend to feel knowledgeable about how the UK trades with countries, both in terms of trade inside and outside of the EU.** More than half (58%) say they do not feel knowledgeable about how the UK trades with countries inside the EU, with even more (65%) saying so with respect to how the UK trades with countries outside the EU.

- **Those who are older, in higher socio-economic grades, or are degree educated are more likely to be *interested* in how the UK trades with other countries, both in terms of trade inside and outside the EU.** There is also a gender gap, with men much more likely than women to say they feel interested in how the UK trades with other countries.

- **Those who are older, in higher socio-economic grades, or are degree educated are also more likely to say they *feel knowledgeable* about how the UK trades with other countries, both inside and outside the EU.** As in the case of interest in how the UK trades with other countries, there is also a significant gender gap, with men more likely to say they feel knowledgeable on issues related to trade.

- **When exploring respondent's actual knowledge of trade using a few trade-based questions, it is clear that public knowledge of trade-related issues is fairly low.** Just one in five respondents (18%) answered at least three out of the four statements correctly.

- **There is a moderate relationship between actual knowledge levels and self-reported knowledge**. There is a positive correlation between self-reported knowledge and how well respondents could answer questions about trade policy, but this is not as strong as one might expect.

- **Respondents have a broad conceptual understanding of free trade.** Whilst trade policy knowledge question scores suggest knowledge levels are fairly low, the public understood the term free trade in line with the dictionary definition..

2.3 Support for Free Trade Agreements

- **There are high levels of support for Free Trade Agreements generally and very little opposition.** A majority of respondents are supportive (66%), with only a very small minority opposed (3%). Thus, generally speaking, respondents tend to fall into one of two camps; either they are supportive, or they are indifferent or unsure with respect to Free Trade Agreements.

- **Support for Free Trade Agreements is higher among respondents who are older, in higher socio-economic groups and degree educated.** Support for Free Trade Agreements is higher among the same groups who typically report being more knowledgeable or interested in greater numbers.

- **A cautious interpretation is required when examining levels of support and opposition.** Stating that support is lower among certain groups may implicitly suggest that opposition is also higher. However, this is not the case. Crucially, whilst support varies considerably between sub-groups, levels of opposition hardly change. Instead, it is the proportions of those who say they ‘don’t know’ or that select ‘neither support nor oppose’ that change considerably.

- **Respondents tend to feel that signing Free Trade Agreements outside the European Union would have a positive impact.** A notable majority think that signing trade agreements outside the European Union would have a positive impact on the UK overall (62%). However, relative to the perceived impact on the UK overall, there is a small but notable decrease in the numbers believing that free trade will have a positive impact on their daily lives, although a majority still believe the impact would be positive (54%).

- **Fewer respondents are positive about impact on their local area when asked about jobs and wages.** When respondents were asked to reflect on the impact trade would have on their local area, both in terms of jobs and wages, fewer say the impact will be positive than when reflecting on the effect on the UK as a whole. Half (51%) said there would be a positive impact on job creation for the UK as whole, as opposed to 38% saying the same would happen in their local area. A third (33%) thought wages would rise across the UK, as opposed to 28% thinking this would be seen in their local area.

- **Improved opportunities, greater choice and cheaper goods are seen as benefits of Free Trade Agreements.** These are the most common reasons respondents believed the UK signing Free Trade Agreements would have a positive effect on both the UK and on their daily lives.

- **There is low awareness of the Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP).** Just 21% say they know of the agreement, most of whom (15%) say they only “know a little” about the CPTPP.

2.4 Trading partner preferences

- **New Zealand and Australia are viewed as particularly attractive trade partners.** Of the countries presented to respondents, New Zealand and Australia were the most popular countries when thinking about potential partners for future Free Trade Agreements, each supported by 70%. However, a majority were in favour of agreements with all the countries presented.

- **Respecting human rights is the top characteristic in a trading partner.** Respecting human rights (66%), having high health and safety standards and standards for workers (60%), and having high standards of animal welfare and food preparation (56%) are the most frequently selected characteristics that respondents would like the UK to seek in trading partners. That said, when pushed to select just one characteristic, having a strong economy (18%) and a stable government (11%) rise up the list of priorities (to become the second and third most selected characteristics respectively).

- **Economic related factors are the top negotiating priorities for respondents.** Respondents tended to place emphasis on strengthening the UK economy (41%), job creation (28%) and increasing exports (22%) as priorities for the government when negotiating Free Trade Agreements.

- **There are also clear differences in preferences when examining the data by socio-economic grade.** Respondents in higher socio-economic groups were more likely to place emphasis on strengthening the UK economy, increasing UK exports, and protecting UK intellectual property. Meanwhile, those in lower socio-economic grades were more likely to prioritise creating new and protecting existing jobs in their local areas.

- **Respondents select countries to conduct deals with based on different factors to those they view as important during negotiations.** Whilst respondents see protecting human rights and improving environmental standards as lower priorities when *negotiating* trade deals, they see these considerations as more important when *selecting* countries with which Free Trade Agreements should be negotiated.

3 Background and methodology

3.1 Background, context and research objectives

Since its creation in July 2016 the Department for International Trade (DIT) is responsible for:

- Supporting UK businesses to grow internationally in a sustainable way
- Ensuring the UK remains a leading destination for international investment and maintains its number one position for international investment stock in Europe;
- Opening markets, building a trade framework with new and existing partners which is free and fair;
- Using trade and investment to underpin the government's agenda for a Global Britain and its ambitions for prosperity, stability, and security worldwide.
- Building DIT as an effective international economic department that is expert, enterprising, engaged and inclusive.

DIT view the UK public as an important group of stakeholders and the Public Attitudes to Trade Tracker has been designed to help ensure that the public's views are considered during the policy making process and to inform future communications.

With this in mind, in September 2018 DIT commissioned a nationally representative survey of the UK public to examine public attitudes towards trade and to understand the public's priorities as they relate to trade policy, and how these may change over time. The findings from the survey are being used to contribute to the development of trade policy and to ensure DIT's communication campaigns resonate with the UK public and deliver on campaign objectives.

More specifically, findings from the research are intended to allow DIT to:

- Gauge public attitudes toward UK trade strategy and key policy issues, to inform strategy and policy development and DIT communications.
- Provide data for evaluating the self-reported impact of UK trade policy on citizens.

It is important to emphasise that findings outlined in this report are of the inaugural PAT. It is intended that future cross-sectional studies will take place so that attitudes can be tracked over time[1], including a second wave scheduled for mid-2019. Thus, it is intended that the findings outlined in this report will act as a baseline from which data collected in future waves can be measured against.

[1] Cross-sectional studies interview a fresh sample of people each time the survey is conducted. This differs from longitudinal studies where the respondents in the same sample are interviewed over time.

3.2 Overview of methodology

The research followed a mixed mode approach encompassing post-to-online invites and face-to-face interviews administered via Computer-Assisted Self Interviewing (CASI) interviews. Crucially, to ensure consistency, both methodologies rely on respondents to self-complete survey questions, thereby reducing possible biases related to mode and interviewer effects.[2]

The questionnaire was developed by DIT with advice and guidance from BMG Research. Once a working draft was agreed, BMG conducted a round of cognitive testing with members of the public in order to review the question wording and structure of key questions. Upon review of themes emerging from the cognitive interviews, small textual changes were made before a final draft of the questionnaire was concluded.

Fieldwork was conducted between 1st of October 2018 and 1st of January 2019. A number of notable EU-exit related activities occurred both in the run up to and during the fieldwork period, including the UK and EU provisionally agreeing on the terms of the Withdrawal Agreement. It is therefore possible that external events may have had some influence on responses.

Across both methodologies, the mean survey length was close to 35 minutes.
More details about the methodology used for each approach are outlined below[3]:

- **Face-to-face CASI interviews:** 1,251 interviews were conducted using a Computer-Assisted Self-Interview (CASI) methodology. Initial screening questions were conducted by the field interviewer, after which a tablet device was handed over to the respondent who then completed the survey themselves without interviewer involvement.[4]

  The face-to-face sample was constructed using a random locational quota design within 100 Lower Super Output Areas. Selection was conducted by stratifying by region and other key variables. This component of the design also targeted poorly connected and low-responding hard-to-reach groups and included sampling boosts in each of the devolved nations.

- **Post-to-online:** The post-to-online sample was selected via a stratified random probability design proportional to population. Postal invites were sent to 6,000 randomly selected addresses, 1,149 respondents completed the survey, representing a response rate of 19%.

  Prospective respondents were provided with a link to the online survey in their invitation letter. The survey was created on software designed to maximise

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[2] For more information on interviewer effects, please see West, T. (2016) *'Explaining Interviewer Effects: A Research Synthesis'*, available here: https://academic.oup.com/jssam/article/5/2/175/2452318
[3] A more detailed methodological breakdown can be found in the technical report which accompanies this report.
[4] Interviewers were instructed to avoid assisting with interpretation of questions so as to minimise any potential interviewer effects. However, interviewers did provide technical support and assistance where necessary.

accessibility by ensuring compatibility across devices, including tablet devices and smartphones.

In order to ensure sufficient base sizes to allow reliable analysis, the number of invites were boosted in each of the devolved nations.

Following the completion of fieldwork, the data was weighted to maximise representativeness to the UK population. The weighting targets were:

- Age;
- Gender;
- Government Office Region;
- Indices of Multiple Deprivation (IMD)[5];
- 2016 EU referendum vote.

All targets were ascertained using official population statistics released by the ONS and the Electoral Commission's official published 2016 Referendum results. Figure 1, below, shows the total combined completed surveys in each region.

Table 1: Total combined completes:

Region	Unweighted Counts	Weighted Counts
England	1819	2017
Scotland	202	202
Wales	213	115
Northern Ireland	166	66
Total	2400	2400

[5] The Index of Multiple Deprivation (IMD) is a measure of relative deprivation for small areas (Lower Super Output Areas (LSOAs)). It is a combined measure of deprivation based on a total of 37 separate indicators that have been grouped into seven domains, each of which reflects a different aspect of deprivation experienced by individuals living in an area. For more information, see: https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/464430/English_Index_of_Multiple_Deprivation_2015_-_Guidance.pdf

3.3 Contents and structure of report

The findings outlined in the report are structured under the following headings:

1. **Interest, knowledge and engagement:** Firstly, we examine survey respondents' interest in the subject of trade, their knowledge of trade-related issues, and how they engage with the subject matter with respect to information they have seen or heard.

2. **Support for Free Trade Agreements and perceived impact:** Next, the report explores levels of support for free trade, examines which demographic groups are more likely to be supportive of Free Trade Agreements, and looks at perceptions as to the impact of free trade in various areas. Additionally, awareness of and support for the Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP) is explored.

3. **Trade partner preferences:** Third, the report examines preferences with respect to the countries that respondents would like to see the UK sign Free Trade Agreements with. This section also includes analysis of the traits and characteristics that respondents view as important for potential trading partners to possess, in addition to priorities for the government when it comes to negotiating trade deals.

3.4 Presentation of results

Section Structure: To encourage clarity and to ensure that the conclusions that have been reached from the data are clear, each section of the report is structured around what can be viewed as the main findings. Each of the main findings acts as a heading under which further detail and analysis is provided.

Rounding: The data used in this report are rounded up or down to the nearest whole percentage. It is for this reason that, on occasion, tables or charts may add up to 99% or 101%. Where tables and graphics do not match exactly the text in the report this occurs due to the way in which figures are rounded up (or down) when responses are combined. Results that do differ in this way should not have sum-total deviance that is larger than around 1-2%.

Sample: The sample was designed to be representative of the UK public. Findings refer to 'respondents', rather than residents or the general public. However, findings can be considered to be indicative of the wider UK public's views.

Base sizes: Results are based on all respondents unless otherwise specified. Where results for sub-groups have been used in charts, their relevant base sizes are shown in parentheses after the description of the sub-group. Otherwise, base sizes are detailed in the notes at the bottom of each figure and table.

Annotation: In the tables and charts contained in this report, a * symbol denotes a percentage that is less than 0.5%, but greater than zero.

Open responses: Figures reporting on questions asked in an open response format have been labelled as such in the notes located at the bottom of each figure.

Statistical Significance: Throughout this report, the term “significant” is only used to describe differences between particular groups that are statistically significant to 95% confidence. This means that there is only a 5% probability that the difference has occurred by chance (a commonly accepted level of probability), rather than being a ‘real’ difference.

Unless specified, all statistics are compared against the total.

- Where a result is significantly higher than the average, charts in this report will be marked with the following symbol: ↑

- Where a result is significantly lower than the average, charts in this report will be marked with the following symbol: ↓

It is important to note that the face-to-face CASI interviews relied on quota sampling. There are a number of potential issues with using formal statistical significance tests on quota sample data including bias and lack of known sampling probability. Therefore, it is advised that any results of statistical significance tests are used as a guide and should always be interpreted with a degree of caution.[6]

[6] Further discussion on quota and probability sampling and the consequences for statistical tests is provided in the technical report (see separate report).

4 Interest, knowledge and engagement

4.1 Background

At the outset of the survey, respondents were asked a series of questions designed to measure their levels of interest in, knowledge of, and engagement with the subject of free trade.

These areas were principally explored at the beginning of the survey in order to ensure that responses were not artificially ‘primed’ by other survey questions.[7]

It should be noted that responses to questions designed to measure interest and engagement around a subject, particularly those that relate to politics, are often influenced by social desirability bias.[8] It may widely be considered desirable to be seen as interested or knowledgeable on topical issues and current affairs, so it is possible that respondents may overstate their interest in such issues when responding to survey questions. The results discussed below should therefore be treated with this cautionary note in mind.

4.2 Interest in trade

When examining what is referred to as levels of ‘interest’ in free trade, we are referring to the general levels of desire to give the subject of free trade further attention and thought. We may therefore consider that a respondent who reports high levels of interest may be more likely to actively explore materials or news stories that relate to free trade in more detail.

4.2.1 Around two-thirds of respondents say they are interested in how the UK trades with other countries, both inside and outside the EU

To examine interest levels around the subject of free trade, respondents were asked about the extent to which they were interested in both how the UK trades with EU countries and non-EU countries. This featured alongside a list of other topics of potential public interest, such as the UK economy and the environment.

As Figure 2 shows, a total of 66% of respondents say they feel interested in how the UK trades with countries *inside* the European Union, as do 66% say they feel interested in how the UK trades with countries *outside* the European Union. This includes around one in

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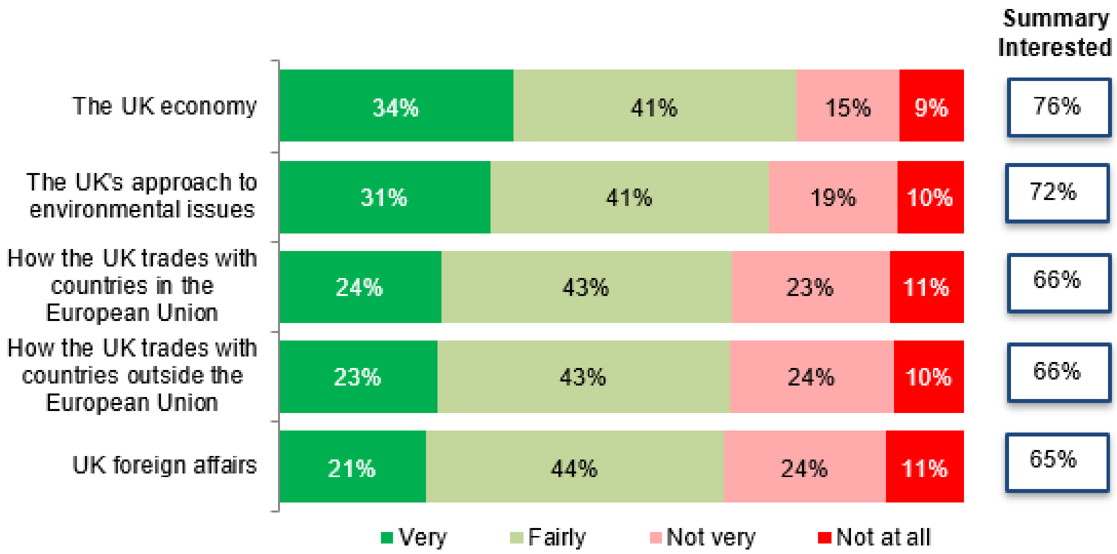
[7] The knowledge questions (see discussion in section 4.3.3) were included towards the end of the survey. However, the true or false statements were carefully selected to ensure that previous questions would not unintentionally assist respondents.

[8] For more information on effects of social desirability bias and associated effects on survey questions, see Krumpal, I. (2013) *‘Determinants of social desirability bias in sensitive surveys: a literature review’*, available here: https://link.springer.com/article/10.1007/s11135-011-9640-9

four respondents who stated they are ‘very interested’ in how the UK trades with countries both inside (24%) and outside the EU (23%).

Notably, interest levels are similar to the number that say they are interested in UK foreign affairs (65%), but lower than the number that report being interested in the UK economy (76%), and the UK’s approach to environmental issues (72%).

Figure 2: Interest in how the UK trades with other countries relative to other subjects



IK1: How interested would you say you are in …?
Base: All respondents (2,400)

4.2.2 Those who are older, in higher socio-economic grades, or are degree educated are more likely to report being interested

By analysing responses across key demographic groups, clear patterns emerge. Figure 3, below, charts interest levels among key groups on the question of interest in how the UK trades with countries *outside* the EU.[9]

Respondents are more likely to report being interested if they are:

- **In higher socio-economic grades (SEG):** 89% of those in SEG classification A, and 83% of those in classification B say they are either *very* or *fairly* interested. This compares to 59% in SEG classification E, and 44% in SEG classification D.[10]

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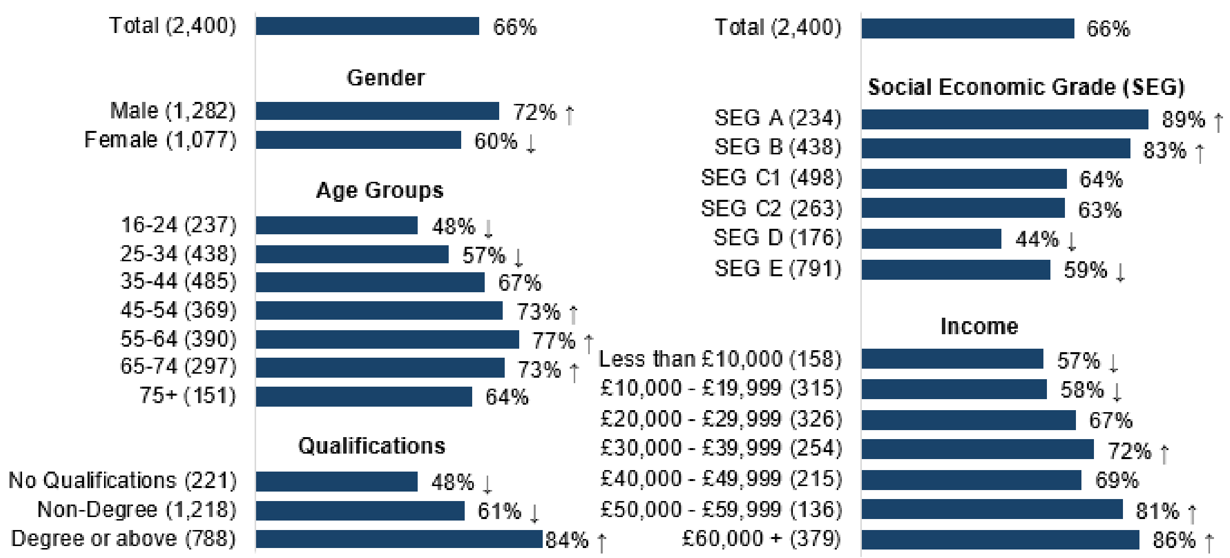
[9] Whilst not set out in full, responses to the question about interest in how the UK trades with countries inside the EU follow a similar pattern.
[10] More detail on SEG classifications is provided in the appendix.

- **Older:** Respondents in older age groups are more likely to report being interested. Less than half of those aged 16 to 24 say they are interested (48%), which compares to 77% of those aged 55 to 64 and 73% of those aged 65 to 74. That said, interest does appear to drop slightly among those aged 75 and above (64%).

- **Have obtained degree level qualifications:** 84% of those with at least undergraduate degree level educations report being interested, which is almost double the rate of those without qualifications (48%).

- **Men:** By a margin of 12 percentage points, men (72%) are significantly more likely than women (60%) to report being interested.[11]

Figure 3: Interest levels across key groups



IK1: How interested would you say you are in….? How the UK trades with countries outside the European Union
Proportions stating that they are very or fairly interested.
Base sizes provided in parenthesis.

[11] Gender differences in interest levels with respect to political related issues is a common phenomenon within survey research. See, for example: Coffe, H. (2013) *'Women Stay Local, Men Go National and Global? Gender Differences in Political Interest'*, available at: https://link.springer.com/article/10.1007/s11199-013-0308-x

4.3 Knowledge of free trade

An important research objective was to explore the extent to which respondents have knowledge of free trade and trade related issues. More specifically, the PAT examines the following:

1. **Self-reported knowledge:** The extent to which respondents report that they feel knowledgeable about free trade.

2. **'Actual' knowledge:** Rather than relying exclusively on how knowledgeable respondents *feel,* quiz-style true or false questions (referred to in this report as 'knowledge questions') allow analysis of actual knowledge around key trade related issues.

3. **Conceptual understanding:** How respondents define free trade in their own words.

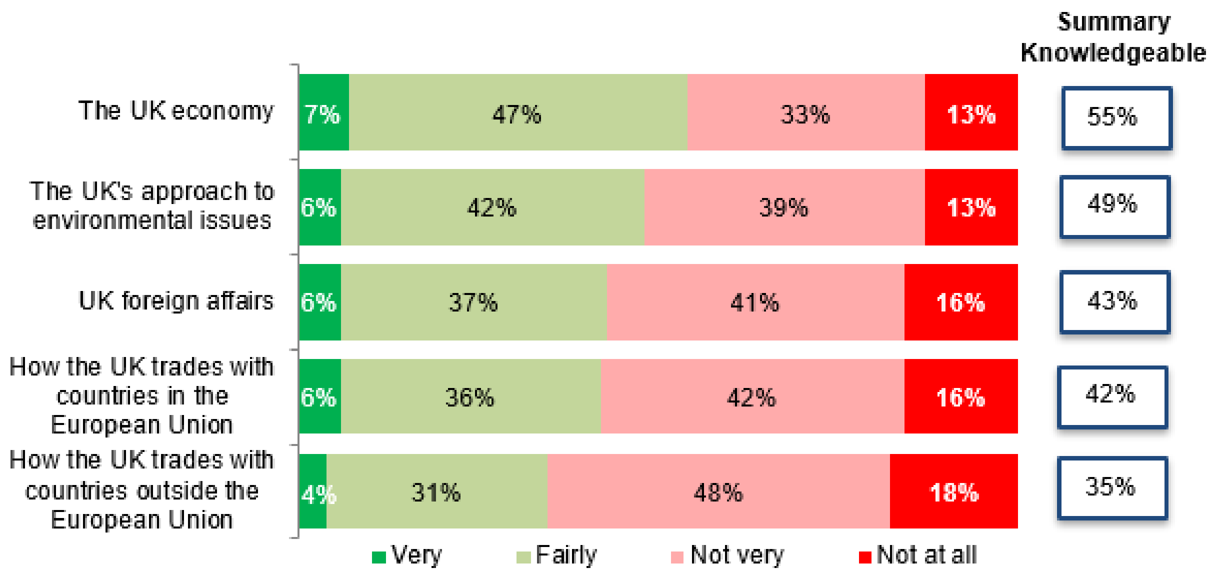
4.3.1 Respondents do not tend to feel that they are knowledgeable about how the UK trades with other countries

Whilst around two-thirds do indicate that they are interested in how the UK trades with other countries, a minority say they feel knowledgeable, thereby indicating something of a 'knowledge gap' between levels of interest and levels of knowledge.

Just over one third (35%) of respondents say they are knowledgeable about how the UK trades with countries outside the EU. Slightly more, some 42%, say they feel knowledgeable about how the UK trades with countries in the European Union.

As Figure 4 illustrates, this is lower than the proportion who say they feel knowledgeable about the UK economy and the UK's approach to environmental issues (55% and 49% respectively). It is also worth noting that very few say they feel 'very knowledgeable' about any of these topics (ranges between 4 and 7%).

Figure 4: Self-reported knowledge of how the UK trades with other countries relative to other subjects



IK2. How knowledgeable would you say you currently are about ...?
Base: All respondents (2,400)

4.3.2 Those who are older, in higher socio-economic grades, or are degree educated report higher levels of knowledge

Examining differences in knowledge levels between groups, a similar pattern is evident with respect to self-reported knowledge as exists with levels of interest in how the UK trades with other countries.

Members of the public who are older, in higher socio-economic grades, and degree educated are also more likely to say they feel knowledgeable about how the UK trades with other countries, both in terms of trade inside and outside the EU.

Figure 5, below, charts interest levels among key groups on the question of how knowledgeable they feel about how the UK trades with countries *outside* the EU.[12]

Respondents from higher socio-economic grades are more likely to report feeling knowledgeable. Half of those within the SEG A classification say they are knowledgeable (50%), as do 46% of those in the SEG B classification. This is almost twice the rate of those in SEG classifications D (26%) and E (28%).

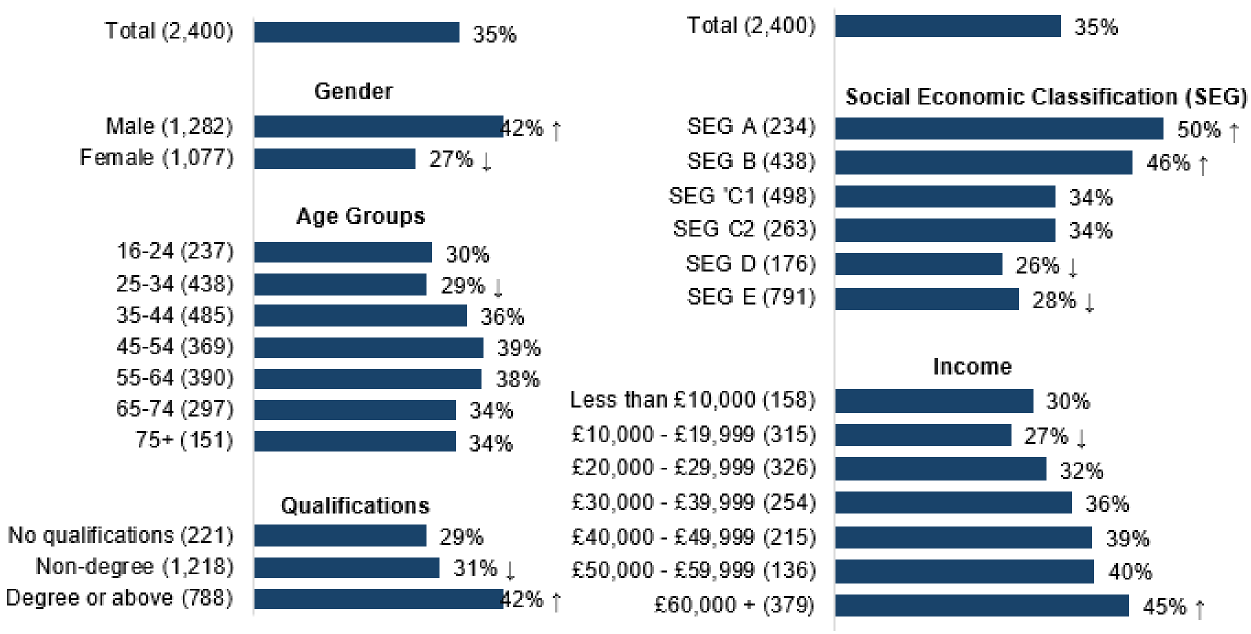
There is also a significant gap of some 13 percentage points between those who have obtained a degree or above level qualification (42%) and those who have no qualifications (29%).

[12] Whilst not set out in full, responses to the question about how knowledgeable they feel about how the UK trades with countries *inside* the EU follow a similar pattern.

Whilst the relationship with age is less pronounced, there is some evidence to suggest that those in younger groups report feeling less knowledgeable than those in older groups, particularly those aged between 45 and 54 (39%) and 55 to 64 (38%).

Also of note is the large gender gap that exists on this question of 15 percentage points. Men (42%) are much more likely than women (27%) to report feeling knowledgeable about how the UK trades with countries outside the European Union. This is a commonly observed phenomenon in survey research, with women often more likely to state they feel less knowledgeable when answering survey questions about political issues. Evidence from academia suggests that this can often be partly explained by a variety of factors that are unrelated to the 'actual' knowledge levels of respondents. For example, some studies suggest that women are more risk-averse when answering knowledge related questions and are more likely to state 'don't know'. Other studies have suggested that women can sometimes be more interested in political information related to local affairs rather than national and international issues.[13]

Figure 5: Reported knowledge levels across key groups



IK2: How knowledgeable would you say you currently are about…? How the UK trades with countries outside the European Union
Proportions stating that they are very or fairly interested.
Base sizes provided in parenthesis.

[13] For further discussion, please see Lizotte, M and Sidman, A. (2009*) 'Explaining the Gender Gap in Political Knowledge'*, available at: https://www.researchgate.net/publication/231898529_Explaining_the_Gender_Gap_in_Political_Knowledge

4.3.3 Responses to knowledge questions indicate that low self-reported levels are 'real'

To examine knowledge levels more formally, respondents were presented with four statements pertaining to UK and international trade and were asked to state whether they believe each statement to be either true or false. Rather than forcing respondents to make a binary choice, respondents could indicate whether they felt a statement was either "definitely" or "probably" true or false, with the option of don't know also available.

The four statements presented to respondents are presented in Figure 6 below:

Figure 6: Knowledge questions

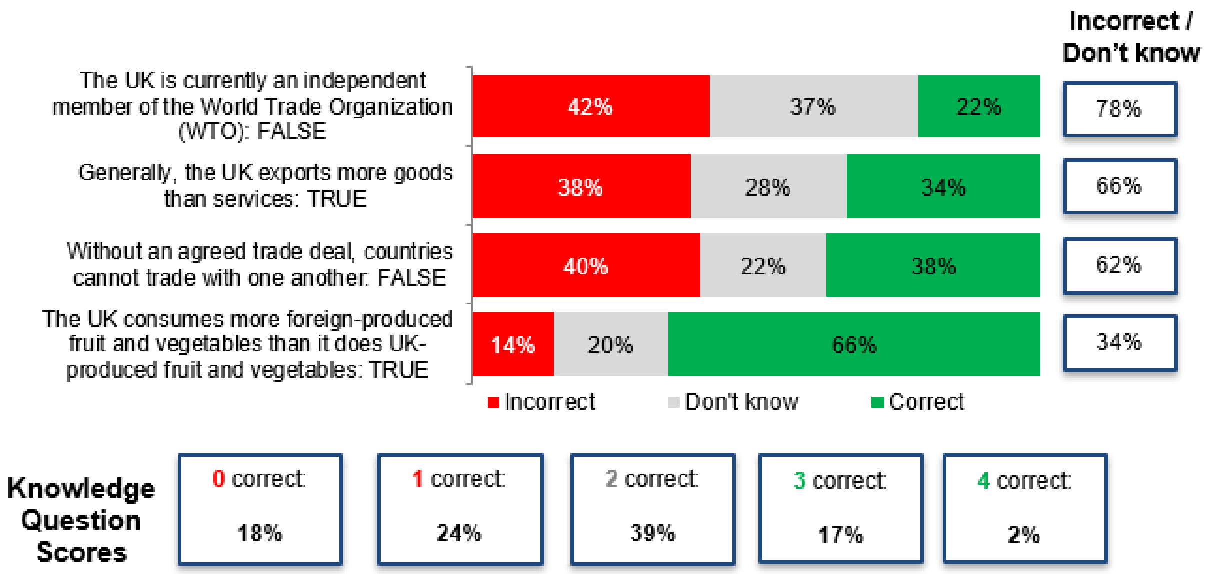
Statement	Answer: True / False
The UK is currently an independent member of the World Trade Organization (WTO).	False
Without an agreed trade deal, countries cannot trade with one another.	False
Generally, the UK exports more goods than services.	True
The UK consumes more foreign-produced fruit and vegetables than it does UK-produced fruit and vegetables.	True

During the course of the research it became apparent that there was some ambiguity in how the first and third statements were being interpreted. These have been updated in the next wave.[14]

As Figure 7 illustrates, respondents scored fairly poorly on these questions, 42% either answered none (18%) or just one of the questions correctly (24%). Just 2% answered all four questions correctly, with one in five (19%) answering three of the four correctly.

[14] While the UK is a member of the WTO, while also a member of the EU it does not act independently within the institution.

Figure 7: Responses to knowledge statements



IK3. Please read the following statements and state whether you believe they are true or false.
Base: All respondents (2,400)

Turning to each individual statement, of the four presented to respondents, the 'UK consumes more-foreign produced fruit and vegetables' received the highest number of correct answers (66%). This is perhaps unsurprising given that the statement relates to an area in which respondents are more likely to have more direct experiences.

Examining the responses to the other statements, we find at least two-thirds either answering the questions incorrectly or answering don't know. Just over a fifth (22%) correctly identified the statement 'The UK is current an independent member of the World Trade Organisation' as false. Similarly, a third (34%) correctly identified 'Generally the UK exports more goods than services' to be correct. Meanwhile, two in five respondents (38%) were aware that countries do not have to have an agreed trade deal to trade with one another.

4.3.4 There is a moderate correlation between self-reported knowledge and knowledge question scores

By running a Pearson's correlation, we can test the strength of the relationship between self-reported knowledge and knowledge question performance.[15] We do find a relationship between scores and self-reported knowledge, but the relationship is not as strong as one might expect. The test confirms that there is a statistically significant positive relationship of 0.314.[16] However, this score falls within a range usually defined as 'moderate'.

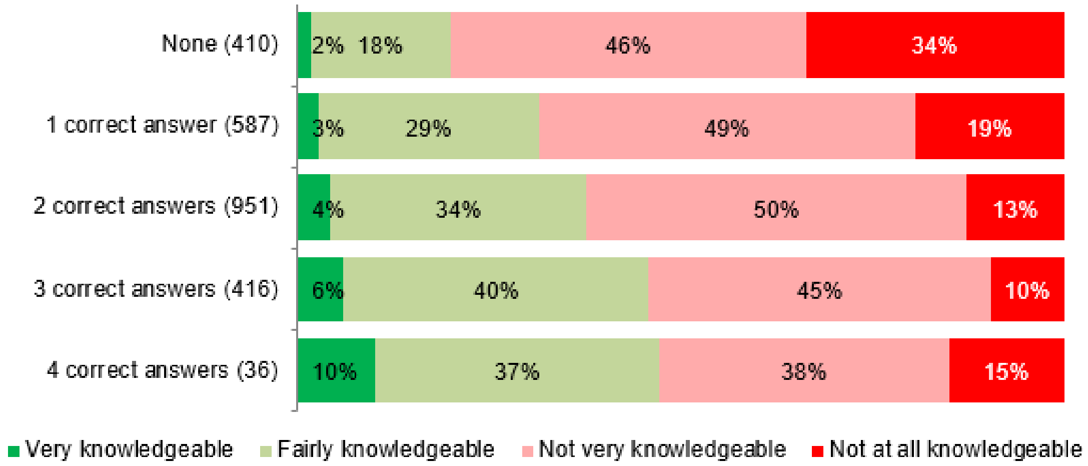
[15] A Person's correlation coefficient is the measure of the strength of association between two variables. The Pearson correlation coefficient, *r*, can take a range of values from +1 to -1.
[16] For full Pearson's correlation output, see appendix.

Figure 8, shows results of the self-reported knowledge question on the issue of trade *outside* the EU by knowledge question performance, illustrates that notable minorities of those who didn't answer any of the questions correctly, or who answered just one, said they were *very* or *fairly* knowledgeable. For example, 20% of those that answered none of the questions correctly described themselves as very (2%) or fairly (18%) knowledgeable. Whilst we should be cautious reaching sweeping conclusions on the basis of four questions examining respondent knowledge, these respondents arguably indicate what is described as the Dunning-Kruger effect. Whereby lack of knowledge contributes to an individual being unable to recognise where there may be gaps in their existing levels of knowledge on certain issues.[17]

Conversely, around half of those who answered three (54%) or four (53%) of the statements correctly either feel not very knowledgeable or not at all knowledgeable. Again, whilst we should be cautious about over analysing the results from a limited number of statements, this highlights that a significant proportion of respondents, including many of those who demonstrated higher levels of knowledge, do not feel confident in their knowledge on how the UK trades with countries outside the EU.

[17] Coined by psychologists David Dunning and Justin Kruger, the Dunning-Kruger effect is a cognitive bias whereby people with lower levels of knowledge have illusory superiority and mistakenly assess their cognitive ability/knowledge as greater than it is.

Figure 8: Relationship between self-reported scores and knowledge question results



IK2. How knowledgeable would you say you currently are about how the UK trades with countries outside the European Union? By number of correct answers to questions (IK3).
Base sizes provided in parenthesis.

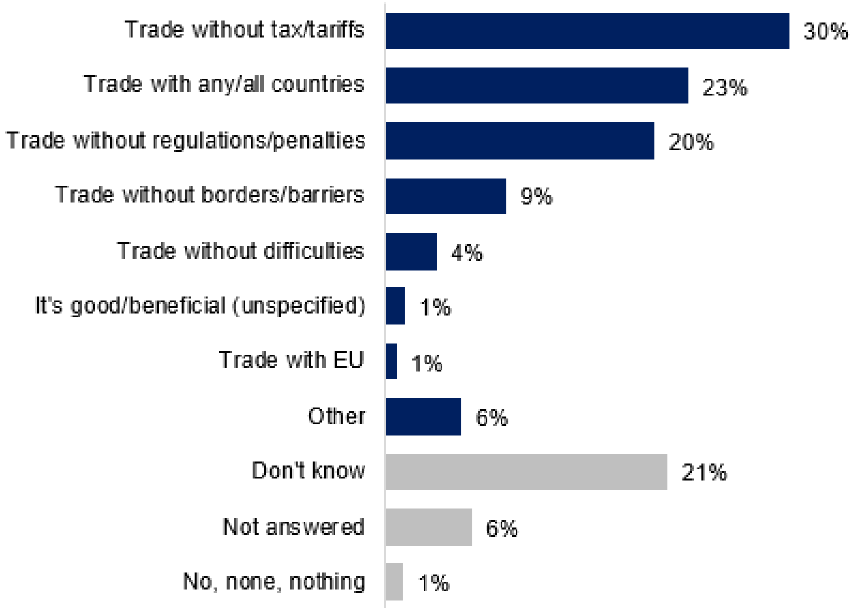
4.3.5 Respondents did have a broader conceptual understanding of the meaning of "free trade"

The knowledge question section examined respondents' knowledge of more technical issues such as those around the rules and regulations that govern free trade, institutions and the make-up of the UK's import and export markets. To examine how respondents' understand and interpret "free trade" at a more basic or conceptual level, respondents were asked to state what they believe the term 'free trade' to mean at the beginning of the survey.[18] The question was asked in an open response format, with respondents typing their responses into a text box. The final coded responses are presented in Figure 9 below.[19]

There were a range of views on what the term free trade means. A large proportion (30%) of respondents mentioned trade that is without taxes or tariffs, or that trade was without regulations/penalties (20%), and 9% mentioned trade without borders or barriers, in line with the dictionary definition.

[18] The definition of "free trade" can be ambiguous varies depending on the source. Free trade is defined by the Cambridge English Dictionary as *'International buying and selling of goods, without limits on the amount of goods that one country can sell to another, and without special taxes on the goods bought from a foreign country.'* See: https://dictionary.cambridge.org/dictionary/english/free-trade.
[19] Responses to this question were multi-coded. This means a response may have been attributed more than one code depending on what was said. It is therefore possible that respondents could have provided a definition part of which is incorrect and part of which is correct.

Figure 9: Definitions of ‘free trade’



Verbatim examples:

T3. We would now like you to think about ‘Free Trade’. Could you tell us in your own words what the phrase ‘Free Trade’ means to you?
Open response question.
Answers to open questions have been multi-coded into categories
Base: All respondents (2,400)

4.4 Engagement

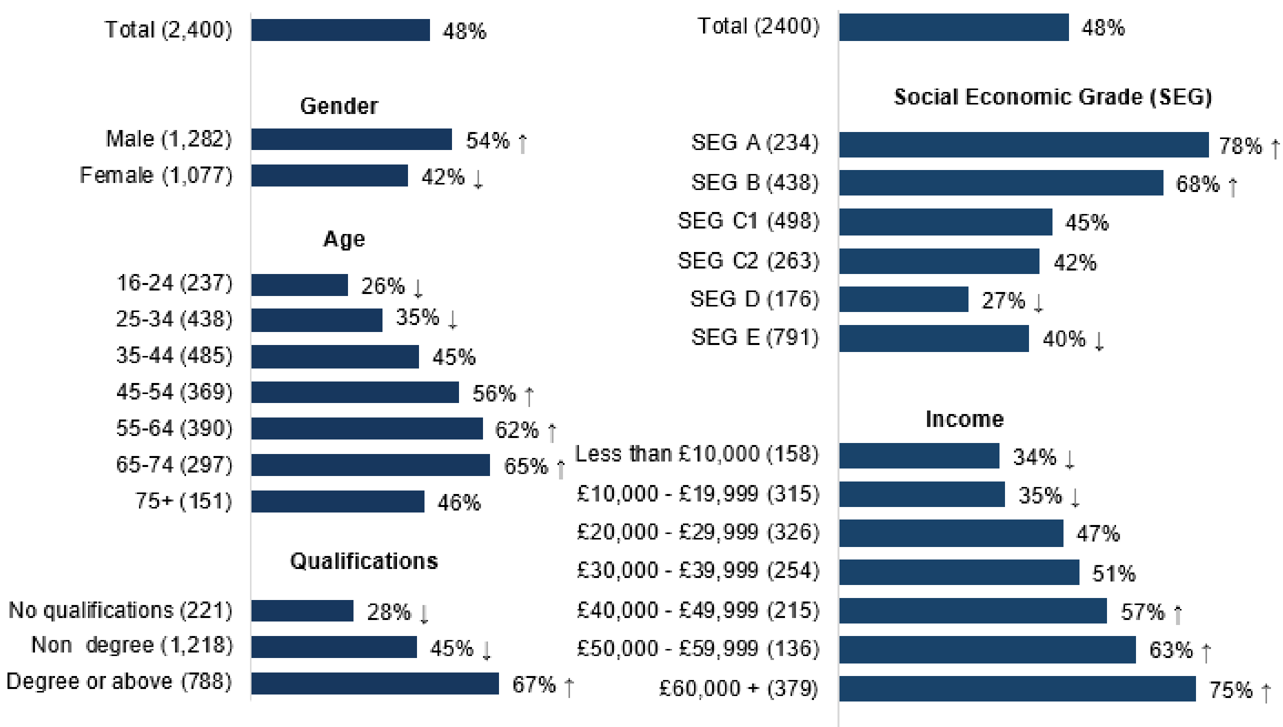
4.4.1 Around half of respondents reported hearing, in the previous week, something about how the UK trades with other countries, or how the UK will trade with other countries in the future

Respondents were asked whether they had heard anything in the previous week about how the UK trades with other countries or how the UK will trade with them in the future.

Highlighting the saliency of trade-related issues during the fieldwork period, around half of respondents (48%) said they had heard something in the previous week about how the UK currently trades with other countries, or how the UK might trade with other countries in the future.

Importantly, reports of hearing something in the previous seven days were not uniform across the population (see Figure 10). Rather, similar to those patterns observed with respect to interest and knowledge in free trade, we find that respondents are more likely to have heard something in the last week if they are older, in higher social-economic grades and where they have obtained degree or above qualifications.

Figure 10: Proportions of respondents saying they have seen or heard something in the last week



FT1. In the last week, have you seen or heard anything about how the UK trades with other countries, or will trade with them in the future? % stating 'Yes'
Base sizes provided in parenthesis.

4.4.2 Brexit is the dominant theme in terms of what respondents have seen or heard

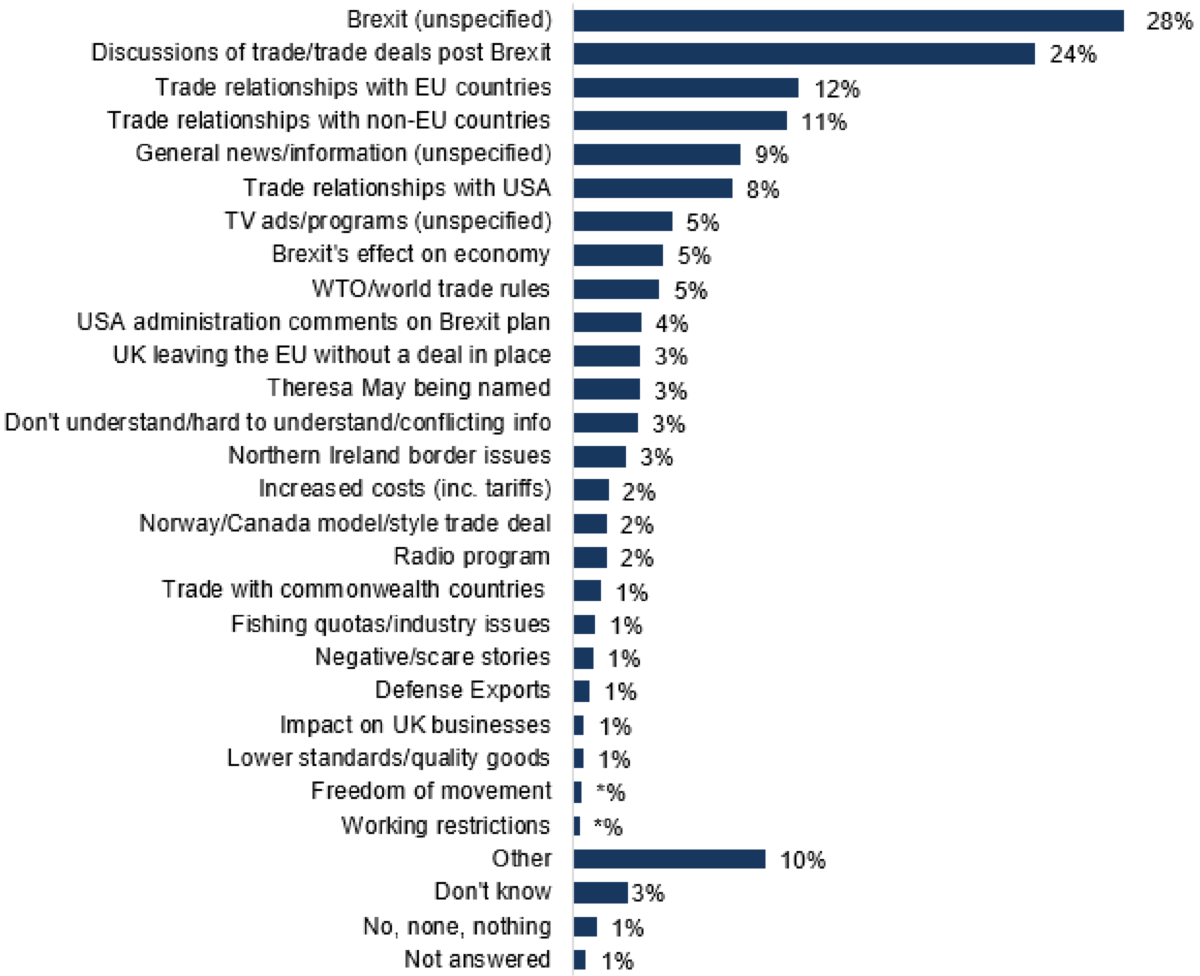
Those respondents who recalled having seen or heard something in the previous week were asked to summarise what they had seen or heard in an open response format. Their answers were then coded into themes, each of which is presented in Figure 11 below.

Given that the fieldwork took place during a period where Brexit related issues featured prominently in news coverage, including the provisional Withdrawal Agreement between the UK and the EU, it is unsurprising that Brexit was the dominant theme. Three in ten (28%) respondents mentioned Brexit in a general sense, and another 24% mentioned 'discussions of trade/trade deals post Brexit'. This highlights the extent to which the UK's exit from the EU is the primary lens through which the public are currently receiving and processing trade-related information.

Although mentioned by fewer respondents, there are a selection of other items that have some degree of cut-through, many of which are also related to Brexit. Notably, the only specific country to be discussed with any prominence is the USA, with 8% mentioning trade relationships with the USA when describing what they had heard in the previous week, and a further 4% citing comments made by the US administration on the Government's plans for Brexit.

Meanwhile, 5% say they had seen or heard something about the effect of Brexit on economy, with 3% specifically mentioning discussions around the UK leaving the EU without a deal in place.

Figure 11: Coded themes of what respondents had seen or heard in the previous week



FT2. ... and can you provide a brief summary or description of what you have heard?
Open response question.
Unweighted Base: Where a positive reply in FT1 (1,214)

5 Support for Free Trade Agreements and perceived impact

5.1 Support for Free Trade Agreements

5.1.1 Two-thirds of respondents are supportive of Free Trade Agreements, with opposition almost non-existent

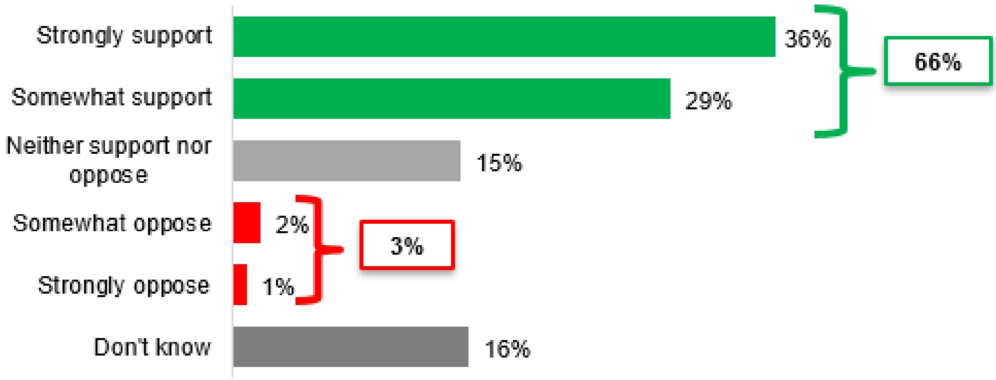
Respondents were asked about the extent to which they are supportive of *Free Trade Agreements*.[20] A clear majority are supportive, with two thirds of respondents (66%) saying they support Free Trade Agreements, including 36% who stated strong support (see Figure 13).

Notably, opposition to Free Trade Agreements - in principle at least - is very low, with 3% of respondents opposed. Indeed, rather than a split between those who are supportive or opposed, there is a divide between two groups: those that say they are supportive; and those who either say they neither support nor oppose Free Trade Agreements (15%) or who are unsure (16%).

That said, whilst support for Free Trade Agreements is high and levels of opposition are very low, this does not mean to say that, when the details of specific agreements become clear, public support will remain unchanged. It is important to note that this question examines support and opposition levels at a more conceptual level. Levels of support for specific future Free Trade Agreements will likely be dependent on how the public reacts to these details.

[20] The question specifically referenced “Free Trade Agreements”. There is some evidence to suggest that changes in question wording can impact levels of support, with the public slightly more supportive of “free trade” as compared to “Free Trade Agreements”. Please see: https://www.pewglobal.org/2018/09/26/americans-like-many-in-other-advanced-economies-not-convinced-of-trades-benefits/

Figure 13: Support and opposition to Free Trade Agreements



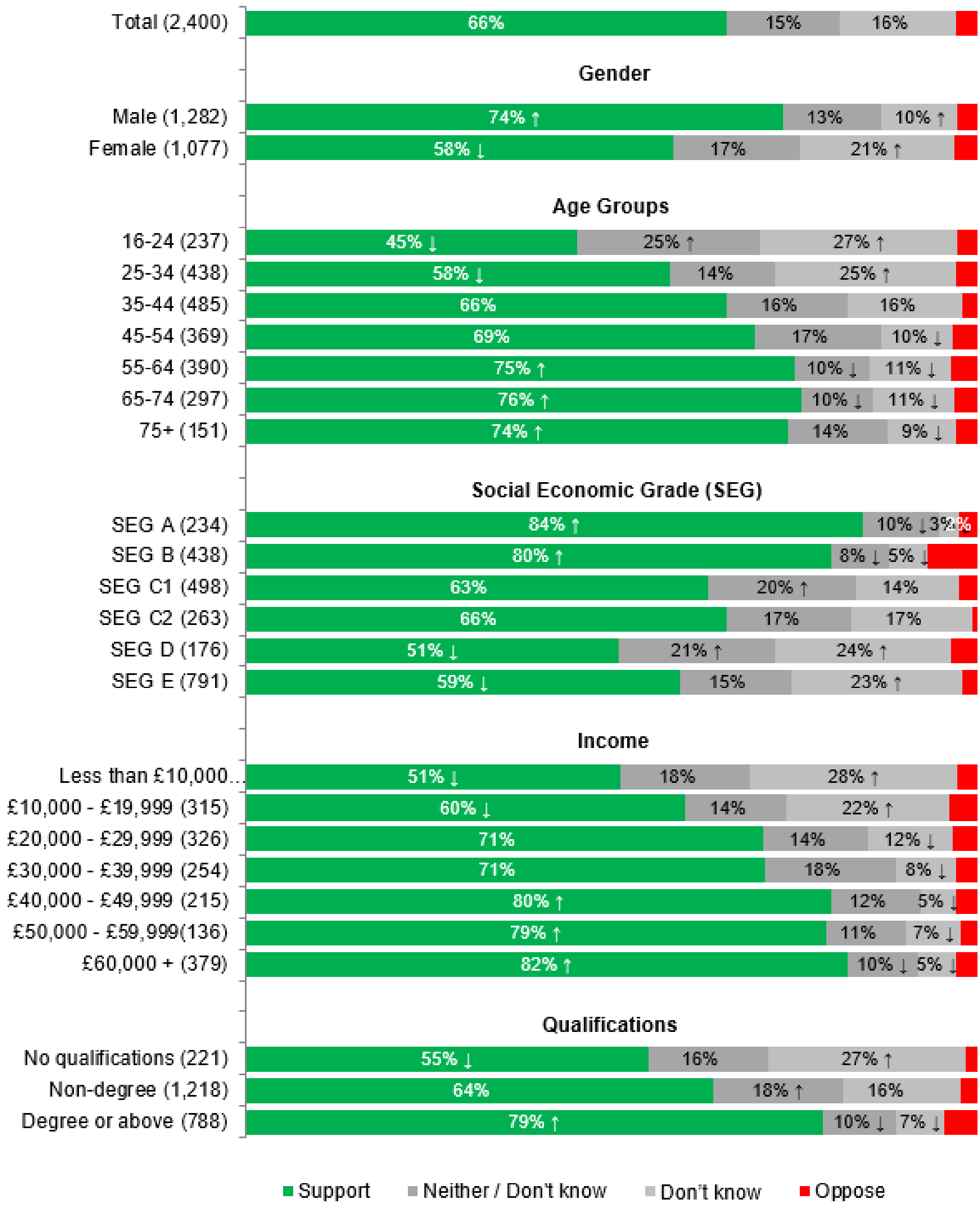
FT4. In general, would you say that you support or oppose Free Trade Agreements?
Unweighted Base: All respondents (2,400)

Mirroring the trends that exist in terms of interest and knowledge in free trade (see section 4.2 and 4.3 above), a closer look at the results reveal that support is higher within the following groups:

- **Men:** By a margin of 16 percentage points, men (74%) are more likely than women (58%) to say they support Free Trade Agreements.
- **In higher socio-economic grades (SEG):** Around 8 in 10 of those in SEG classifications A (84%) and B (80%) support Free Trade Agreements, which compares to 51% of respondents in SEG D and 59% of respondents in SEG E**.**
- **Older:** There is a fairly steady increase in support for Free Trade Agreements as you go up the age scale, particularly between the ages of 16-24 and 55-64.
- **Degree level qualifications:** 8 in 10 of those with degree or above level qualifications report being supportive of Free Trade Agreements (79%), which compares to a slim majority of those with no qualifications (55%).

We should, however, be cautious when discussing levels of support. Stating that support is lower among certain groups may implicitly suggest that opposition is also higher. However, this is not the case. Crucially, as Figure 14 illustrates, whilst support varies considerably between sub-groups, levels of opposition hardly change (rarely above the 5% mark). Instead, it is the proportions of those who say they "don't know" or that select "neither support nor oppose" that change considerably.

Figure 14: Support for Free Trade Agreements across key groups



FT4. In general, would you say that you support or oppose Free Trade Agreements?
Figures under 5% are not labelled.
Base sizes provided in parenthesis.

5.2 Perceptions around the impact of Free Trade Agreements

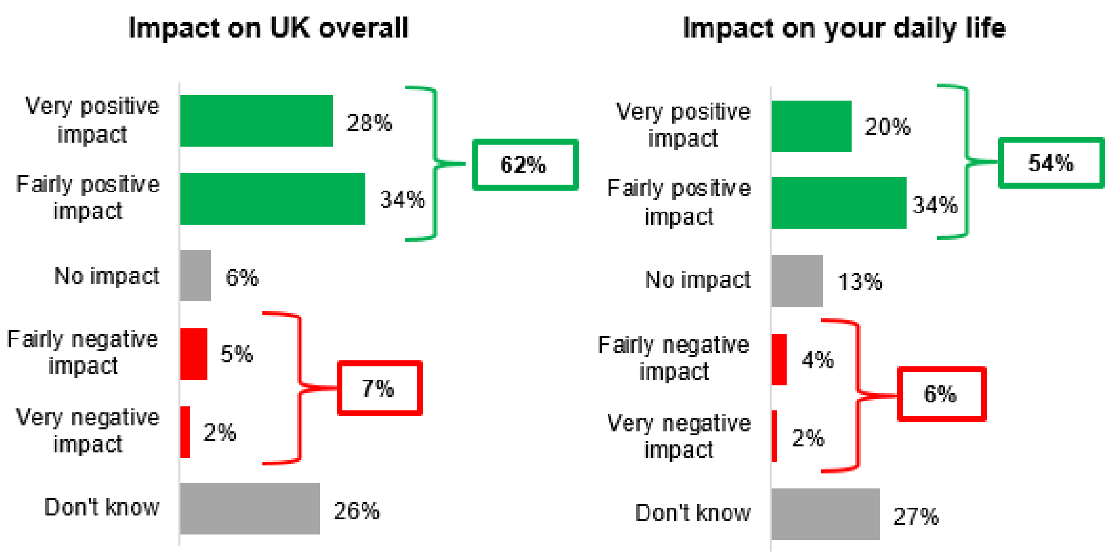
5.2.1 A majority think that signing Free Trade Agreements outside the European Union would have a positive impact on the UK overall

In addition to supporting Free Trade Agreements in principle, a clear majority of respondents say that they believe that signing Free Trade Agreements will have a positive impact on the UK (62%), with only a small minority saying they believe Free Trade Agreements will have a negative impact (7%).

In addition to exploring the perceived effect on the UK, respondents were also asked about the extent to which they think signing Free Trade Agreements will have a positive impact on their *daily lives*. Again, the majority state that they believe the impact to be positive (54%).

That said, as Figure 15 illustrates, whilst the percentage saying the impact will be positive is still high, there is an 8 percentage point gap between the proportion of respondents who state Free Trade Agreements will have a positive impact on the UK (62%), and those that state they will have a positive impact on their daily lives (54%). The decrease in the proportion believing signing Free Trade Agreements will have a positive impact is not matched by an increase in the proportion believing the impact to be negative, but rather a 7 percentage point increase in the numbers believing free trade will have no impact (from 6% to 13%).

Figure 15: **Impact of Free Trade Agreements on UK overall and daily life**

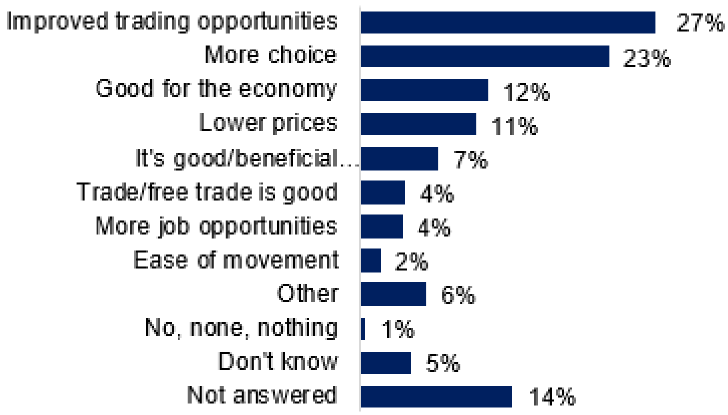


UK1. In general, do you think that the UK signing Free Trade Agreements with countries outside the European Union would have a positive impact or a negative impact on *the UK overall*?
UK2. In general, do you think that the UK signing Free Trade Agreements with countries outside the European Union would have a positive impact or a negative impact on you and *your daily life*?
Unweighted base: All respondents (2,400)

Those that believed the impact on the UK would be positive were asked why they believed this to be the case, with respondents providing their views in an open response format (see Figure 16).

Respondents cited an array of reasons. The most common themes were that of improved or greater opportunities (27%). This is followed by more choice (23%), the general economic good for the economy (12%), and lower prices (11%).

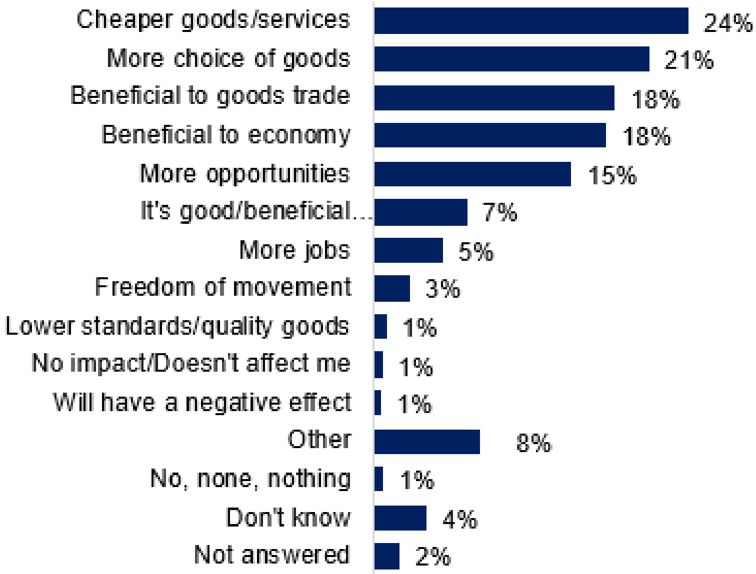
Figure 16: Reasons as to why impact will be positive on the UK



UK1A. You stated that the UK signing Free Trade Agreements with countries outside the European Union would have a *[very positive / fairly positive] effect* on the UK. What makes you say this?
Open response question.
Unweighted Base: Where a positive response in UK1 (1,480)

When asked the same question, but this time specific to their daily lives, similar reasons were cited (see Figure 17). Cheaper goods and services was the most common theme (24%), followed by an increased choice of goods (21%). Closely followed by 18% who cited benefits to economy, while 15% mentioned more opportunities generally.

Figure 17: Reasons as to why impact will be positive on respondents' daily lives



UK2A. You stated that the UK signing Free Trade Agreements with countries outside the European Union would have a *[very positive / fairly positive]* effect on you and your daily life the UK. What makes you say this?
Open response question.
Unweighted Base: Where a positive response in UK2 (1,290)

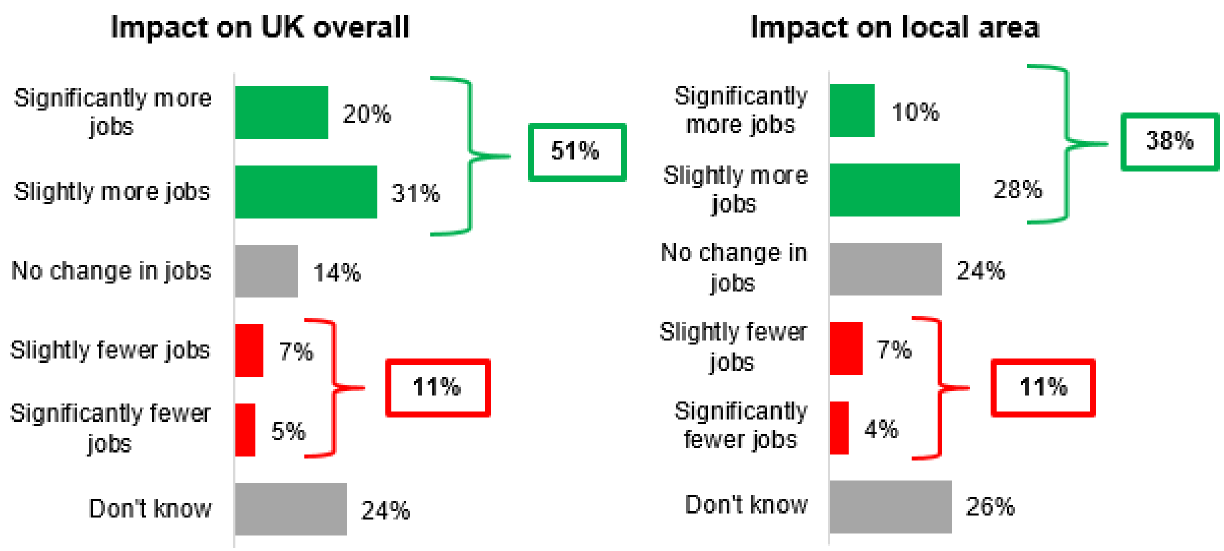
5.2.2 A majority of respondents believe the impact on jobs, wages, and prices will be positive

In addition to exploring perceptions around the impact of Free Trade Agreements, in a more general sense, respondents were also asked about their perceptions of free trade with respect to the specific impact on jobs, wages, and prices (see Figure 18).

Half (51%) stated that increased free trade would create more jobs in the UK overall, with only 11% saying that increased free trade would mean fewer jobs. 14% said that increased free trade would result in no change to the UK jobs market, with one in four (24%) unsure.

However, we again observe a notable drop in the numbers saying that free trade would result in an increase in jobs when thinking about the more immediate impact free trade might have on their local area. Just 38% said so, which represents a 13-percentage point difference when compared to overall. As we have seen previously, the drop in those saying they believe there would be more jobs in their local area is not matched by an increase in the proportion saying there would be fewer. Rather, we see a 10-percentage point increase in those who say there will be no impact, from 14% to 24%.

Figure 18: Impact of free trade on jobs

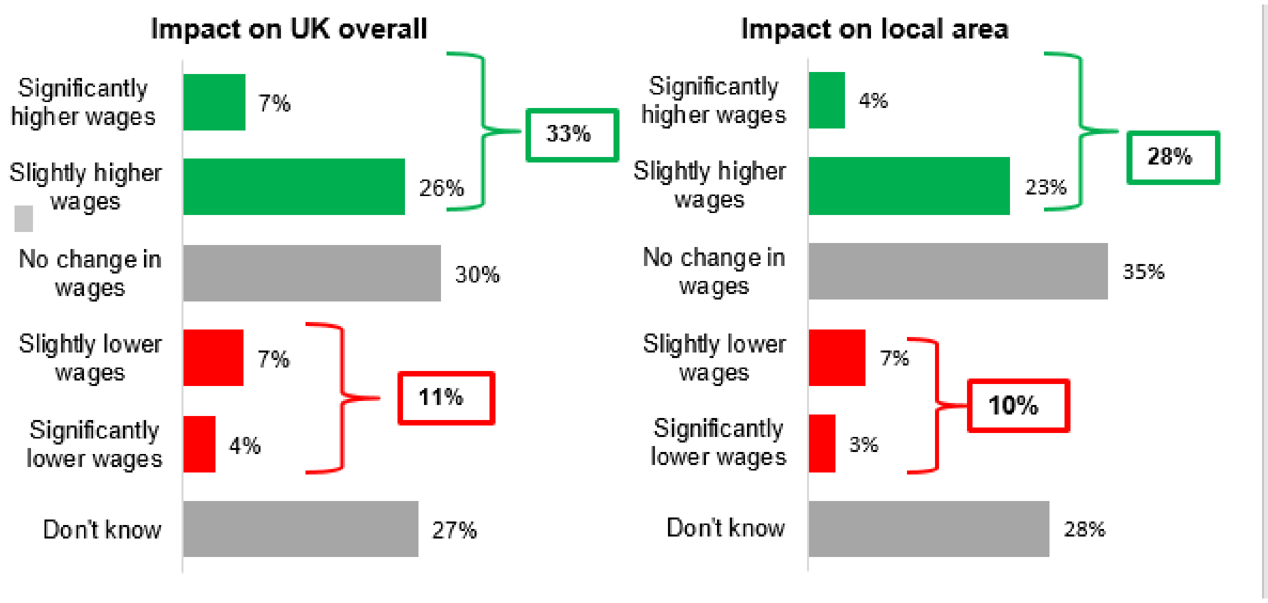


UK3. Now thinking about both the UK as a whole and then just your local area, do you think that increased free trade would result in more jobs being created overall, or fewer jobs being created overall?
Unweighted Base: All respondents (2,400)

Turning to perceptions about the impact of free trade on wages, fewer respondents are of the view that free trade will lead to higher wages relative to those that believe it will lead to increased numbers of jobs (see Figure 19). Only one in three (33%) say they expect an increase in wages as a result of increased free trade. This is a noticeable change from the half (51%) who said that increased free trade will increase jobs available in the UK.

Once again there is a drop in the number of respondents who feel that the number of jobs will drop. However, at just 5 percentage points, this time the change is a little more marginal.[21]

Figure 19: Impact of trade on wages

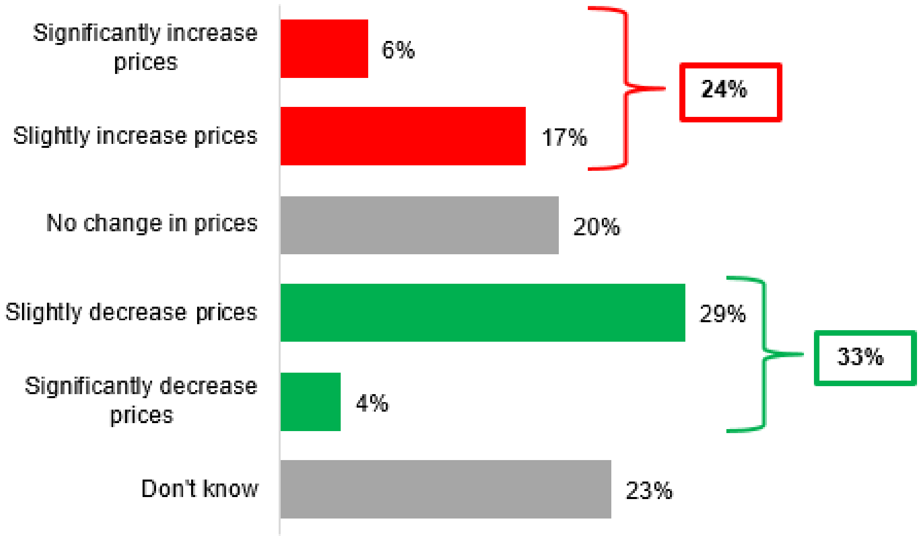


UK4. Do you think that increased free trade would result in higher wages or lower wages? In the UK
UK4. Do you think that increased free trade would result in higher wages, or lower wages? Your local area
Unweighted Base: All respondents (2,400)

Meanwhile, one in three respondents (33%) felt that increased free trade would lead to decreases in prices (see Figure 20). Notably, 24% were of the opposite view, a figure which is somewhat higher than the proportions who felt that increased free trade would lead to fewer jobs (11%) and lower wages (11%) in the UK.[22]

[21] Whilst more marginal, the difference is still statistically significant.
[22] Whilst purely speculative, the higher proportion of respondents stating that the effect of increased free trade would lead to higher prices may be partly explained by an unintentional quirk in the survey design. Prior questions exploring attitudes toward the general impact of increased free trade, and on the effect of increased free trade on wages and prices, included question scales where the positive impact was expressed by a code that implied something being bigger or larger (i.e. "higher wages" and "more jobs"). By contrast, the question exploring perceived effect on prices used a scale where the bigger or larger end ("increase in prices") conveys what most people are likely to consider a negative effect. This will be something that is explored in future iterations of this survey.

Figure 20: Impact of trade on prices



UK5. Thinking about just the UK as a whole, do you think that increased free trade would result in an increase in the price of goods and services, or a decrease in the price of goods and services?
Unweighted Base: All respondents (2,400)

5.3 The Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP)

5.3.1 One in five respondents report being aware of the CPTPP

The survey explored existing awareness and attitudes towards the UK joining the Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP), a trade agreement between Australia, Brunei, Canada, Chile, Japan, Malaysia, Mexico, New Zealand, Peru, Singapore, and Vietnam.[23]

Firstly, respondents were asked about their awareness of the deal, with those who indicated some degree of awareness asked about the extent to which they would support or oppose the UK joining the agreement.

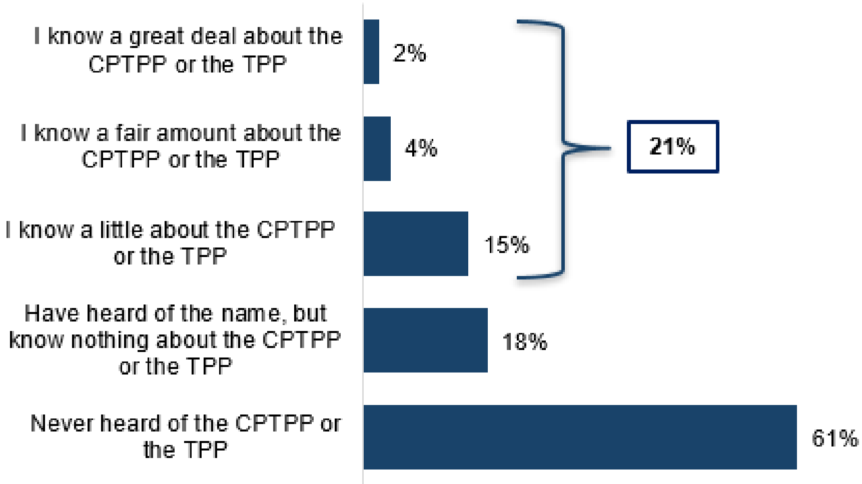
A clear majority say they have never heard of the CPTPP or its predecessor agreement the Trans-Pacific Partnership (TPP)[24] (61%), with around one in five (18%) reporting having heard of the name but saying they know nothing of substance about the agreement.

One in five (21%) say they have some degree of knowledge of the CPTPP or the TPP. The vast majority of those who indicate some degree of knowledge say they know a little

[23] The CPTPP did not come into force until 30th December 2018, shortly prior to the end of fieldwork.
[24] The Trans-Pacific Partnership (TPP) was the predecessor to the CPTPP prior to the USA's decision not to join the agreement. The agreement shares much of the same text, although some provisions from the original agreement were suspended or otherwise changed, setting aside issues that were priorities for the United States in the original negotiations.

about the agreement (15%), with a small minority stating that they know a great deal (2%) or a fair amount (4%).

Figure 21: Awareness of the Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP) or the Trans-Pacific Partnership (TPP)



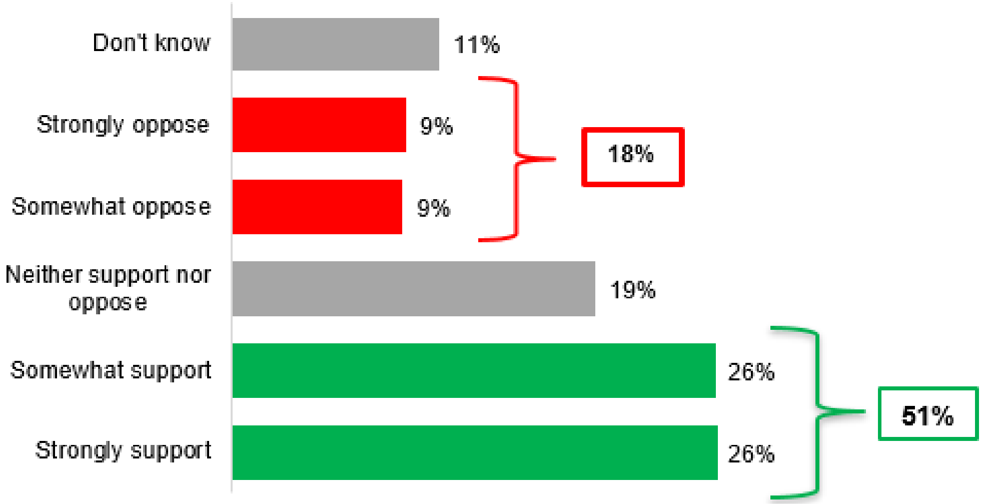
CPTPP. How aware are you of the Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP) formerly known as Trans-Pacific Partnership (TPP)?
Unweighted base: All respondents (2,400)

5.3.2 Of those that are aware, half are supportive of the UK joining the CPTPP

Those respondents that indicated some degree of awareness of the agreement, beyond simply reporting having heard of the name alone, were then asked about whether they would support the UK joining the agreement (see Figure 22).

Around half are supportive (51%) of the UK joining the CPTPP, 18% are opposed, with a minority either unsure (11%) or stating neither support nor oppose (19%).

Figure 22: Support for the UK to join the CPTPP



CPTPPA. To what extent would you support or oppose the UK joining the CPTPP
Unweighted Base: All respondents aware of the CPTPP or TPP (538)

6 Trading partner preferences

6.1 Trading partner preferences

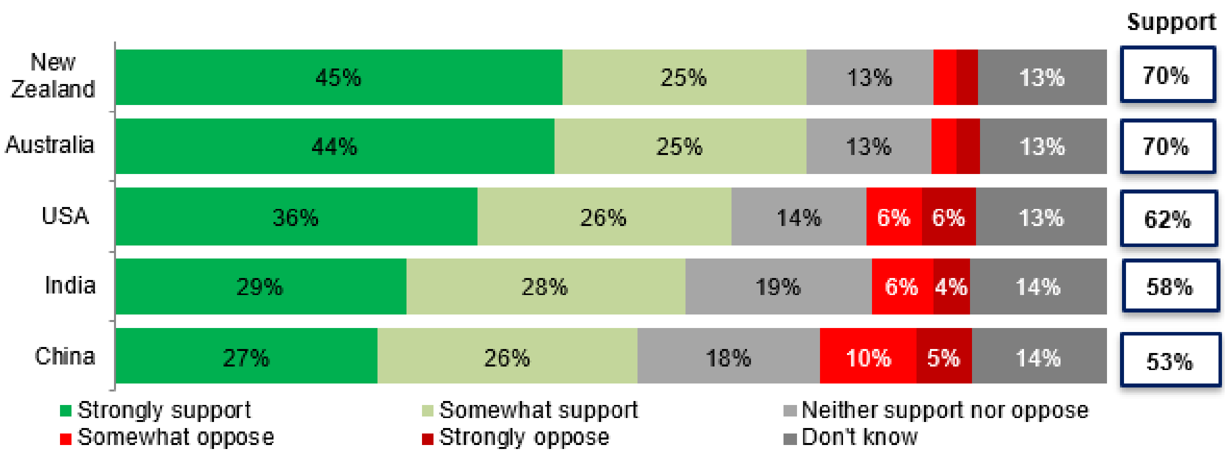
6.1.1 New Zealand and Australia are viewed as the most preferable trading partners

Respondents were presented with five non-EU countries and asked about the extent to which they would support or oppose the UK establishing a Free Trade Agreement with them. The findings are presented in Figure 23.

Notably, all five countries listed received a majority of support, with New Zealand and Australia proving to be the most popular potential partners, each supported by 7 in 10 respondents (70%).

The USA was the next most popular choice, supported by just over 6 in 10 respondents (62%). Whilst India (58%) and China (53%) receive less support, it is notable that majorities are still supportive.

Figure 23: Support for establishing Free Trade Agreements



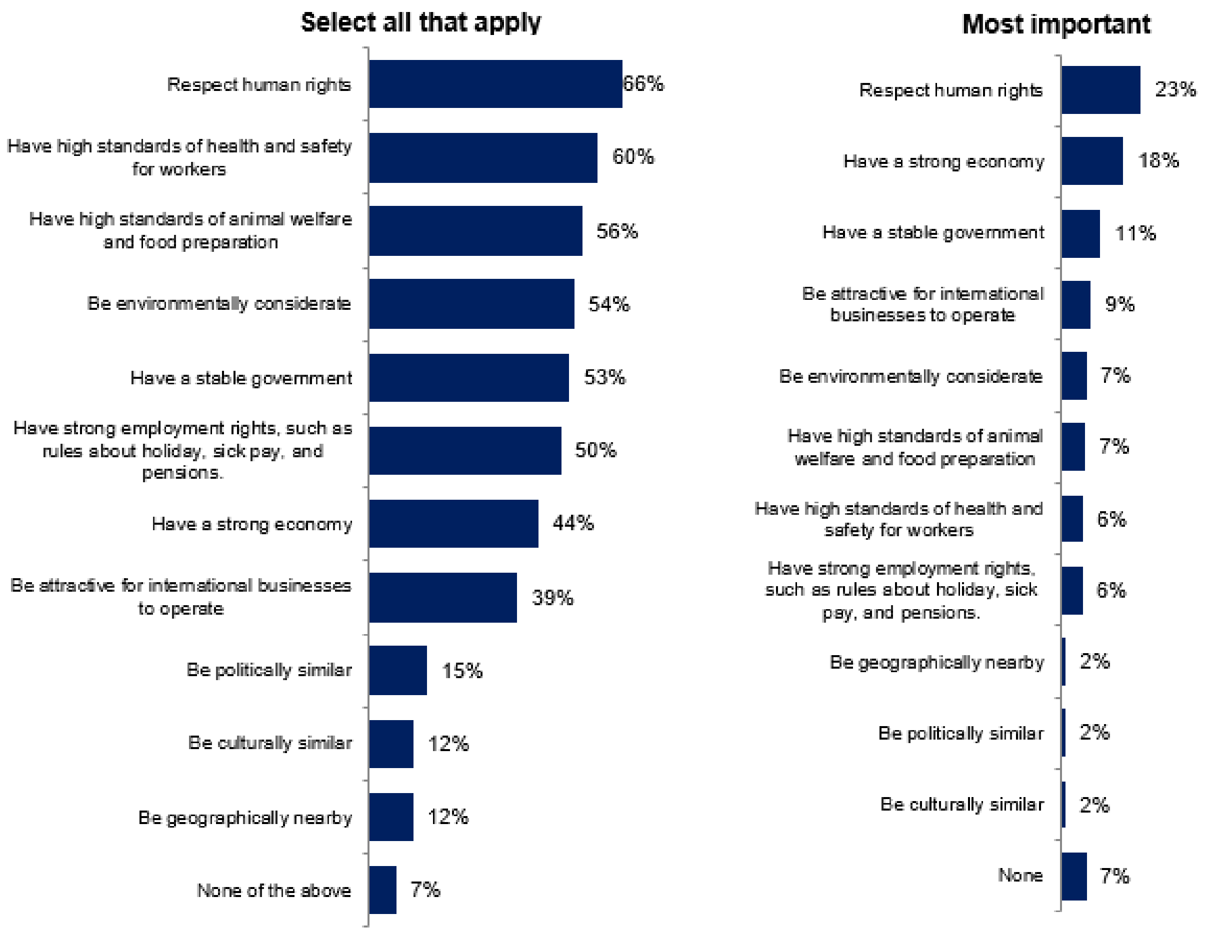
TP2. To what extent would you support or oppose the UK establishing a Free Trade Agreement with each of the following countries?
Figures under 4% are not labelled.
Unweighted base: All respondents (2,400)

6.1.2 Human rights and high standards top the list of important characteristics that respondents believe the UK should seek in a trading partner

In addition to examining attitudes towards specific countries, the survey also explored preferences in terms of characteristics of countries that the UK should seek in a trading partner.

Firstly, respondents were asked to select which of a list of possible characteristics they would want the UK to seek in a trading partner, with no limit on the number of items that could be selected. Respecting human rights was the most popular choice (66%), followed by having high standards for health and safety for workers (60%), and having high standards of animal welfare and food preparation (56%).

Figure 25: Trading partner characteristics



TP1. Which of the following characteristics would you want the UK to seek in a trading partner? I would want the UK's trading partners to… (please select all that apply)
TP1A….and which of these would you say is the most important characteristic?
Unweighted base: All respondents (2,400)

Respondents who selected more than one characteristic at the first time of asking, were then asked to select from those traits they had picked which they viewed as the most important.

Again, having respect for human rights was the most important characteristic (23%). However, it is important to note the extent to which items, such as having a strong economy, rise up the list when respondents are made to select just one item. In the second iteration, having a strong economy was the second most popular choice (18%).

This suggests that, for a significant number of respondents at least, whilst considerations such as health and safety and high welfare standards are important, issues such as the economy often become more pressing when respondents are forced to prioritise a single consideration.[25]

[25] Evidence from the cognitive testing suggested that respondents may, on occasion, select a single item because it could be seen as related to a list of other considerations that they also see as important. It is, therefore, possible that items such as animal welfare standards and health and safety are still seen as highly important, but the “respect human rights” item has been used as something of a “catch-all” to cover such issues when respondents were selecting one issue to prioritise.

6.2 Negotiating priorities

6.2.1 Economic related considerations top the list of negotiating priorities

In addition to exploring what traits should be sought in trading partners, the survey also explored the negotiating priorities of respondents. Respondents were asked to select and rank their top and bottom three priorities when thinking about possible considerations that the government may have when negotiating trade deals with other countries outside of the European Union.

The results, which are presented in Figure 26, show that respondents tend to prioritise economic factors. The most selected consideration was strengthening the UK economy, selected by 41% of respondents. This is followed by a suite of other economic related concerns: creating new jobs in the UK overall (41%), increasing UK exports (28%), and protecting existing jobs in the UK overall (22%) were the next most selected items.

Figure 26: Priorities for the UK government when negotiating Free Trade Agreements

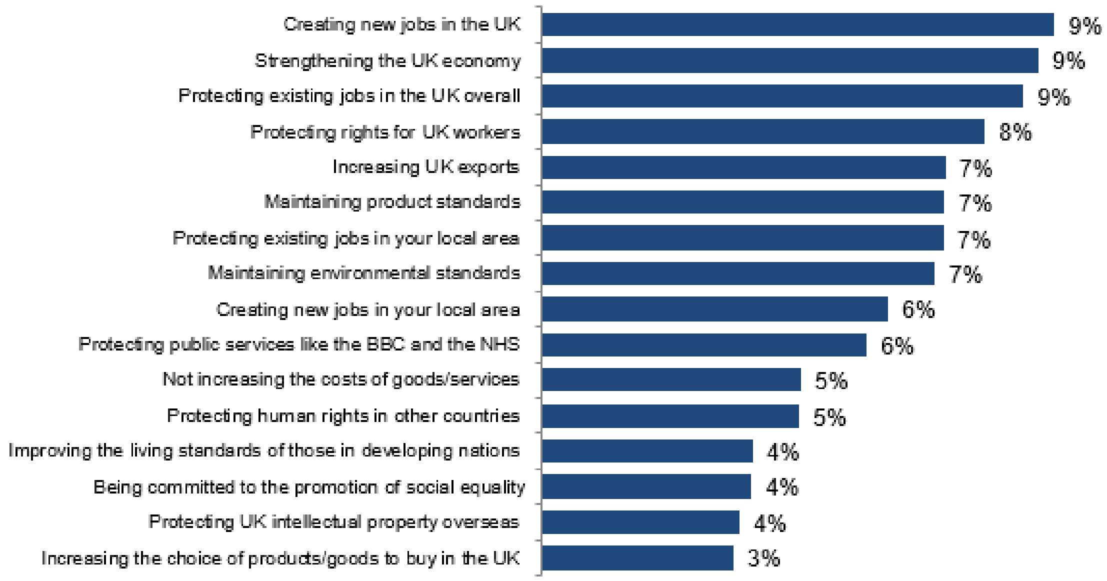
TP2A and TP2B. Please select and rank up to three considerations you think the UK government should be giving the highest / lowest priority to when negotiating Free Trade Agreements with other countries outside of the EU?
Unweighted base: All respondents (2,400)

Meanwhile, factors such as protecting intellectual property overseas, improving the living standards of those in developing nations, and being committed to the promotion of social equality tend to be viewed as less important, with more respondents placing these considerations as low priorities than do high priorities.

As well as selecting items viewed as high and low priorities, respondents were also asked to rank these selected considerations in order of high and low importance. To analyse the results of the ranking exercises in these questions, we have presented the results in a ranked order logistic regression model. The model calculates the probability that a respondent would select and rank an item as most important through the aggregation of responses across the two questions (both most important and least important).[26]

Mirroring results presented Figure 26 above, we find the economic factors - such as job creation, strengthening the economy, and protecting existing jobs - topping the list.

Figure 27: Ranked order logistic regression of negotiating priorities



Regression model computes responses to TP2A (highest priority) and TP2B (lowest priority)
Unweighted base: Where did not select Prefer not to say at TP2A or TP2B (1,494)

[26] Items ranked first, second and third were awarded scores of 3, 2 and 1 respectively. Those items ranked as least important, second least important, and third least important were awarded scores of -3, -2, and -1 respectively. Those items not ranked as either high or low priorities received a score of 0. The model then aggregates these scores and calculates the probability that a randomly selected respondent would rank each of the items on the list as first when presented with a full list of items.

6.2.2 Priorities vary by socio-economic grade

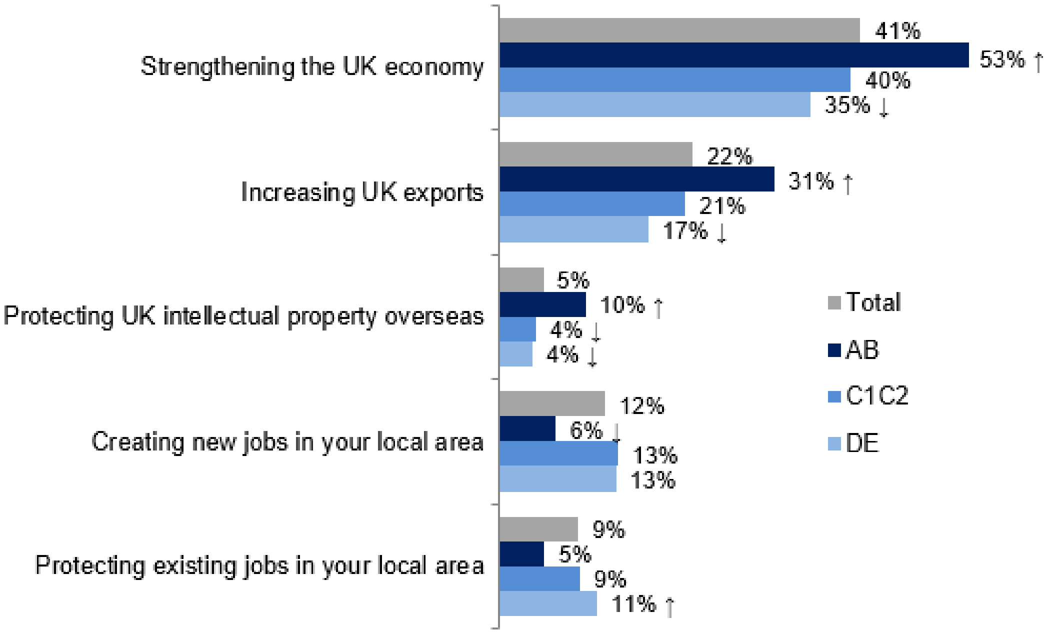
A closer look at the data also reveals notable differences in preferences by socio-economic grade (see Figure 28). For example, respondents in the AB socio-economic grades are more likely to place emphasis on strengthening the UK economy, with a slim majority (53%) in these classifications placing this consideration in their top three, compared to 40% of respondents in grades C1C2, and 35% of those in grades DE.

Those in higher socio-economic groups are also more likely to identify increasing UK exports and protecting UK intellectual property overseas as priorities.

Meanwhile, relative to those in groups A and B, respondents in groups C1, C2, D and E are more likely to prioritise considerations such as creating new and protecting existing jobs in their local areas.

That said, despite differences across SEG groups, strengthening the UK economy is consistently the most selected priority for those within the AB, C1C2 and DE classifications.

Figure 28: Priorities by socio-economic grade



TP2A. Please select and rank up to three considerations you think the UK government should be giving the highest priority to when negotiating Free Trade Agreements with other countries outside of the EU? Results by socio-economic grade. Unweighted base: AB (672); C1C2 (761); DE (967)

7 Summary of implications for DIT

7.1 Interest, knowledge and engagement

- **Keep it simple and jargon free:** Generally speaking, the public do not feel they are knowledgeable about free trade, with many performing poorly in the knowledge questions. All communication materials released by DIT intended for wider public consumption should reflect this point, ensuring everything is kept simple and jargon-free.

- **Begin to close the 'knowledge gap':** Whilst a minority say they are knowledgeable about how the UK trades with other countries, around two-thirds do indicate that they are interested. If engagement is important, there does appear to be an opportunity to strengthen engagement among those who say they are interested but do not feel knowledgeable.

- **A broader conceptual understanding provides a good foundation for communications:** While knowledge levels at a more detailed level appear relatively low, a majority of respondents understood the term free trade in line with the dictionary definition. Whilst knowledge of the detail may be lower, this broader conceptual understanding does mean that references to "free trade" and "Free Trade Agreements" can be used without being a major source of confusion for the public.

7.2 Support for free trade and perceived impact

- **Make it relevant to people's lives:** The impact of Free Trade Agreements is deemed greater on a country-wide level than on the population's local areas. DIT should communicate the potential benefits Free Trade Agreements will bring not only for the UK generally speaking, but also to the daily lives and immediate localities of the UK public.

- **Engage with those groups who tend to be less supportive:** As support for Free Trade Agreements comes from those who are older, educated and in higher socio-economic groups, DIT should aim to improve awareness and support for Free Trade Agreements among those who are under 35 years of age, in lower socio-economic groups and with lower educational attainment.

7.3 Trading partner preferences

- **Be aware of the key distinction in respondent priorities:** Whilst respondents see protecting human rights and improving health and safety and environmental standards as lower priorities *when negotiating* trade deals, they see these considerations as more important *when selecting* countries with which Free Trade Agreements should be sought. This means that respondents are likely to pay more attention to the economic benefits for the UK when specific trade deals are being negotiated, but are likely to care that the countries trade deals are being negotiated with are respectful of human rights and environmental and health and safety regulations.

- **Think on both a national and a local level:** Respondents in higher socio-economic groups are more likely to place emphasis on strengthening the UK economy, increasing UK exports, and protecting UK intellectual property. Meanwhile, those in lower social economic grades are more likely to prioritise creating new and protecting existing jobs in their local areas.

8 Appendix

8.1 Appendix 1: Breakdown of Social Economic Grade (SEG) classifications

SEG Classification	Description
A	**Higher managerial / professional/ administrative** (e.g. Established doctor, Solicitor, Board Director in a large organisation (200+ employees, top level civil servant/public service employee).
B	**Intermediate managerial / professional/ administrative** (e.g. Newly qualified (under 3 years) doctor, Solicitor, Board director small organisation, middle manager in large organisation, principle officer in civil service/local government
C1	**Supervisory or clerical/ junior managerial / professional / administrative** (e.g. Office worker, Student Doctor, Foreman with 25+ employees, salesperson, etc.)
C1	**Full time Student**
C2	**Skilled manual worker** (e.g. Skilled Bricklayer, Carpenter, Plumber, Painter, Bus/ Ambulance Driver, HGV driver, AA patrolman, pub/bar worker, etc.)
D	**Semi or unskilled manual work** (e.g. Manual workers, all apprentices to be skilled trades, caretaker, Park keeper, non-HGV driver, shop assistant)
E	**Casual worker – not in permanent employment**
	Housewife/ Homemaker
	Retired and living on state pension (i.e. no private or work-related pension scheme)
	Unemployed or not working due to long-term sickness

8.2 Appendix 3: Pearson's correlation output

Pearson's correlation output showing relationship between self-reported knowledge and knowledge question performance:

Pearson's Correlations

		Self-reported knowledge	Knowledge question score
Self-reported knowledge	Pearson Correlation	1	.314**
	Sig. (2-tailed)		.000
	N	2400	2400
Knowledge question score	Pearson Correlation	.314**	1
	Sig. (2-tailed)	.000	
	N	2400	2400

**. Correlation is significant at the 0.01 level (2-tailed).

Notes: A correct answer to a question is awarded 3 points if a respondent is confident (i.e. definitely true or false) or with 2 points if a respondent is less confident (i.e. probably true or false). A wrong answer with some doubt (i.e. probably true or false) gives 1 point. If a respondent is very confident with a wrong answer (i.e. definitely true or false) then they receive 0 points. A respondent who answered 'Don't know' received 0 points.

8.3 Appendix: Statement of terms

8.3.1 Compliance with International Standards

BMG complies with the International Standard for Quality Management Systems requirements (ISO 9001:2015) and the International Standard for Market, opinion and social research service requirements (ISO 20252:2012) and The International Standard for Information Security Management (ISO 27001:2013).

8.3.2 Interpretation and publication of results

The interpretation of the results as reported in this document pertain to the research problem and are supported by the empirical findings of this research project and, where applicable, by other data. These interpretations and recommendations are based on empirical findings and are distinguishable from personal views and opinions.

BMG will not publish any part of these results without the written and informed consent of the client.

8.3.3 Ethical practice

BMG promotes ethical practice in research: We conduct our work responsibly and in light of the legal and moral codes of society.

We have a responsibility to maintain high scientific standards in the methods employed in the collection and dissemination of data, in the impartial assessment and dissemination of findings and in the maintenance of standards commensurate with professional integrity.

We recognise we have a duty of care to all those undertaking and participating in research and strive to protect subjects from undue harm arising as a consequence of their participation in research. This requires that subjects' participation should be as fully informed as possible and no group should be disadvantaged by routinely being excluded from consideration. All adequate steps shall be taken by both agency and client to ensure that the identity of each respondent participating in the research is protected.

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