Department for International Trade

Public Attitudes to Trade Tracker Technical Report

Wave one Technical Report

Prepared for the Department for International Trade

Prepared by: BMG Research

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1.1   Aims

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.

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

1.2   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. To ensure consistency, both methodologies rely on respondents to self-complete survey questions, thereby reducing possible biases related to interviewer effects[1] and leading to few social desirability effects.

In total we achieved 2,400 interviews where 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. The remaining 1,149 respondents completed the postal to online survey. Letters were sent to UK addresses inviting members of the public to complete the survey online.

This approach combined the benefits of a quick, responsive, adaptive self-completion design, provided interviewer support where respondents needed it, and ensured that poorly connected and low-responding hard-to-reach groups were included.

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[1] For more information on interviewer effects, please see West, T. *'Explaining Interviewer Effects: A Research Synthesis'* (2016), available here:
https://academic.oup.com/jssam/article/5/2/175/2452318

1.3   Research phasing

The research was administered by BMG Research, timings of the research were as follows:

Cognitive interviews: 29th October 2018 to 1st November 2018
Pilot phase testing: 8th November 2018 to 12th November 2018
Main stage fieldwork postal to online: 20th November 2018 to 30th December 2018
Main stage fieldwork face to face: 12th November 2018 to 4th January 2019

The main stage of fieldwork was timed such that the interviewing concluded by the first week of January 2019.

1.4   Sampling

The Public Attitudes to Trade Tracker sample frame is designed to be representative of private households in the United Kingdom.

The survey sample was drawn via two different approaches to cater for the mixture of methodologies.

1.4.1 Post to Online Sample Frame

The post-to-online sample was selected via a stratified random probability design proportional to population (with sample boosts in Northern Ireland, Scotland and Wales). The Great Britain sample frame was drawn from the Royal Mail's small users Postcode Address File (PAF). The small users PAF is limited to addresses which receive, on average, fewer than 50 items of post per day and which are not flagged with Royal Mail's "organisation code". An updated version of this list is obtained twice a year. By using only the small-user delivery points most large institutions and businesses are excluded from the sample. Small-user delivery points which are flagged as small business addresses are also excluded. However, some small businesses and other ineligible addresses remain on the sampling frame and if these were selected, theletters were returned to BMG as undelivered and are recorded as ineligible.

The sampling frame employed for addresses in Northern Ireland is the Pointer address database. Pointer is the most comprehensive and authoritative address database in Northern Ireland, with approximately 650,000 address records available for selection. This list of domestic properties is maintained by Land and Property Services (LPS), with input from Local Councils, Royal Mail and Ordnance Survey of Northern Ireland (OSNI).

A systematic random sample of addresses was selected for Northern Ireland from the Pointer address database. Addresses are sorted by district council and ward, so the sample is effectively stratified geographically.

The total database size in 2018 was 6,000 individual residence addresses.

1.4.2 Face-to-face Sample Frame

Alongside the post-to-online approach BMG conducted 1,251 (52%) of the target interviews through a face to face approach.

The face-to-face sample frame was constructed using a random locational quota design within 100 Lower Super Output Areas (LSOA). Selection was conducted by stratifying by region and other key variables.

The United Kingdom sampling frame for the face to face elemenett uses a stratified clustered probability sample design. The survey samples 100 Lower Super Output Areas, from over 35,000 in the United Kingdom, with a probability of selection that is proportional to size. Each LSOA sector is known as a Primary Sampling Unit (PSU).

The PSUs are stratified by 27 regions and also by three other variables, described below, derived from the 2011 Census of Population. Stratifying ensures that the proportions of the sample falling into each group reflect those of the population. This deliberate component of the design also targeted poorly connected and low-responding hard-to-reach groups.

From this total population, 100 LSOAs were selected at random and each defined as a Primary Sampling Unit (PSU) to be allocated to a specific interviewer. Once selected, each PSU was then attributed with a quota ensuring that interviewers achieved a representative sample for that region and that minimum sufficient numbers for key groups were met.

1.4.3 Targeting poorly connected households and hard-to-reach groups

An important consideration was to ensure that the resulting data is as representative as possible. Although the internet is an increasingly 'normalised' mode of responding to surveys, there is a significant proportion of people who are not online or at least not online often (11% of adults in Great Britain have not used the internet at least weekly in 2018)[2] . To ensure that the sample included those who are not heavy online users and that there would be sufficient responses from young, the very old, deprived, BAME and hard-to-reach respondents the face-to-face sample was skewed slightly towards LSOAs that have a higher than average population of these groups. Calibration weighting at the data analysis stage corrected for any slight oversampling.

1.4.4 Sampling stratification

Within the population of interest, it is often key to explore how views may differ within groups and areas of key interest relative to the study subject matter. Proportionately dividing the sample into these groups is used to stratify the sample. This means that the population as well as sample will be divided into subpopulation / subsamples described by stratification variables.

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[2] Internet access in Great Britain, including how many people have internet, how they access it and what they use it for.
https://www.ons.gov.uk/peoplepopulationandcommunity/householdcharacteristics/homeinternetandsocialmediausage/bulletins/internetaccesshouseholdsandindividuals/2018

A 240-cell sample stratification matrix was devised for the Public Attitides to Trade study, the targets within each cell informed by the 2017 ONS mid-year population estimates[3].

Using pre-set targets within each sample stratification cell for 'initial sample drawn', the sample was drawn on a '1 in n' basis. These cells are listed below in Table 1.

Table 1: Variables used in sample stratification

Variables used in the sample stratification	
English region / devolved nation x12	East Midlands
	East of England
	London
	North East
	North West
	South East
	South West
	West Midlands
	Yorkshire and The Humber
	Scotland
	Northern Ireland
	Wales
Urban / Rural (multiplied by 2 classifications)	Urban
	Rural
Indices of Multiple Deprivation (multiplied by 10 indices)	1-10

1.4.5 Quota sampling and probability sampling

The aim of probability sampling is to generalise, or make inferences, about the whole population sampled from, and be able to quantify the precision of this inference. The statistical theory which underpins this only applies if the sample is unbiased – i.e. there is no systematic difference from the 'true' population – and each respondent in the population has a known non-zero probability of selection.

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[3]Details of ONS 2017 Mid-year estimates can be found here
https://www.ons.gov.uk/peoplepopulationandcommunity/populationandmigration/populationestimates/datasets/analysisofpopulationestimatestool

Probability samples of households have traditionally been conducted face-to-face, with the sample selected from the Postcode Address File (PAF). Combined with the need to make repeated efforts to interview a sampled respondent, this methodology can be very expensive and time-consuming. Although quota samples are traditionally considered quicker and cheaper than probability samples, we made sure that due care and attention was given to training interviewers, randomly selecting data collection points in their areas.

Any differences observed in the data need to be interpreted with caution. There are a number of issues with using formal statistical significance tests on quota sample data – for example bias and lack of known sampling probability. Strictly speaking confidence intervals cannot be applied to quota samples because they do not use equal or known probabilities of selection. However, it is common practice to derive them and this can give some indication of the relative levels of variation to help users of the data understand that the percentages provided are statistics, not absolute numbers.

1.5   Quotas

Regional quotas for the initial 2000 interviews were defined as set out in Table 2. Additional boosts within devolved nations were established to allow for representative bases within each country for robust analysis.

Table 2: Country targets

Devolved Nation	Natural Fallout from 2,000 Sample	Boost	Post to Online	Face to Face CASI	Total	MoE (95%)[4]
England	~1680	0	840	840	1680	2.37
Scotland	~160	40	100	100	200	6.92
Wales	~100	100	100	100	200	6.92
Northern Ireland	~60	140	100	100	200	6.92
Total	2000	280	1140	1140	2280	2.03

Government office region quotas were established, which interlocked between age and gender. These were based on ONS 2017 mid-year population estimates. The exact targets are outlined in Tables 3 and 4. Based on the rate of initial postal completes received and the frequencies of age/ gender categories that responded, proportional quotas were then modelled for the face to face methodology so that residents could be targeted per location.

Whilst these quotas were soft, they allowed for the specific targeting of household residents aged 16-54, who are least likely to respond to the postal invitations.

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[4] The **margin** of sampling **error** describes how close we can reasonably expect a survey result to fall relative to the true population value.

Table3: Overall assumed regional and devolved nation targets

Region	Target	16-24	25-34	35-44	45-54	55-64	65-74	75+
East Midlands	145	21	22	21	26	21	19	15
East of England	186	23	29	29	33	27	24	20
London	263	35	63	52	43	30	21	18
North East	81	12	13	11	14	13	11	9
North West	220	31	36	33	39	32	27	22
Northern Ireland	200	29	34	33	35	29	23	18
Scotland	200	27	32	30	36	31	25	20
South East	274	36	41	44	49	39	35	29
South West	171	22	24	24	29	26	24	20
Wales	200	28	30	28	34	30	28	22
West Midlands	175	25	29	26	30	25	22	18
Yorkshire and The Humber	165	24	27	25	29	24	20	17
Total	**2280**	**315**	**380**	**356**	**396**	**327**	**278**	**227**

Table 4: Assumed regional and devolved nation face to face targets

Region	Target	16-24	25-34	35-44	45-54	55-64	65-74	75+
East Midlands	72	14	11	10	12	10	8	7
East of England	94	15	17	14	16	12	11	9
London	132	22	32	27	20	14	9	8
North East	35	6	6	4	6	6	4	3
North West	111	20	19	16	18	15	13	10
Northern Ireland	100	18	18	15	17	14	10	8
Scotland	100	17	17	16	17	14	11	8
South East	141	25	22	21	24	18	17	14
South West	85	14	14	11	14	12	11	9
Wales	100	17	16	14	16	14	13	10
West Midlands	88	16	16	12	14	12	10	8
Yorkshire and The Humber	82	15	14	12	14	11	9	7
Total	**1140**	**199**	**202**	**172**	**188**	**152**	**126**	**101**

1.6　　Questionnaire design

A joint review of initial thematic areas was undertaken through consultations with DIT ahead of the 2018 survey. Ongoing developments and changes to the survey questions were made in collaboration between BMG and DIT, so that technical terms and trade specific content was included whilst maintaining respondent interest and understanding.

1.7　　Cognitive Interviewing

The quality of data collected in a survey is partially determined by the notion that the meaning of the question as written by the questionnaire designer is consistent with the way respondents interpret it.

Pretesting attempts to ensure this by subjecting the questionnaire to some type of evaluation to assess its ability to collect the desired data.

A commonly used method of pretesting, the sognitive interview, has traditionally been used as a front end tool for identifying problems in a questionnaire at a relatively early stage of its development. In a cognitive interview[5] respondents are asked to report directly on the internal cognitive processes employed to answer survey questions. In this method, respondents are often asked to think aloud and describe their thought processes as they answer the survey questions. In addition, interviewers often probe the meaning of specific terms or the intent of specific questions throughout the interview. Generally, only a very small number of purposively chosen respondents are interviewed and the results are not generalisable to a larger population.

In the cognitive interviews conducted for this research, respondents were asked to provide a concurrent think aloud as they decided what the question meant, retrieved relevant information from memory, and formulated their response. The interviewers also used scripted probes to elicit certain thoughts or interpretations.

Cognitive testing was conducted using two separate approaches:

Verbal Interviews:
A total of 20 cognitive interviews were conducted either face-to-face or via telephone. Interviews were conducted between Monday 29th October and Thursday 1st November 2018. Cognitive interview participants completing via telephone were emailed the copy of the questionnaire prior to the interview. Participants completing the interview face-to-face were asked to complete the interview using paper versions of the cognitive survey.

Interviews were conducted with a broad demographic and regional mix of participants. Interviews followed a verbal probe approach using a semi-concurrent probing technique. Participants were asked to complete the survey in sections. Following each section, participants were asked about their experiences when answering each of the questions in

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[5] Examining the complex psychological processes involved in answering different types of survey questions https://www.researchgate.net/publication/261815491_The_Psychology_of_Survey_Response_by_Roger_Tourangeau_Lance_J_Rips_Kenneth_Rasinski

the previous section. Many probes were tailored to be question specific, but typical probes included:
- How did you find answering this question?
- Can you tell me in your own words what the question was asking?
- How easy or difficult did you find this question to answer?
- What did [insert question or response term] mean to you?

Online Interviews:
A total of 44 online interviews were conducted. Interviews were completed by sending invites to members of online panels. Interviews were conducted between Monday 29th October and Thursday 1st November 2018.

Interviewers also used a semi-concurrent probing technique. Participants were asked to complete the interview in sections. Following each section, participants were reminded of their responses before being asked to reflect on their experiences when answering the prior questions. Participants were asked to provide their response an open format text box.

All survey questions, except those in the socio-demographics sections were cognitively tested. Collated findings and recommendations were shared with DIT and final questionnaire revisions were made ahead of sign off.

The main changes recommended were mostly nuances to question wording to allow for the greatest possible audience comprehension, along with slight routing edits.

1.8   Questionnaire scripting, testing and review

The final scripted questionnaire was signed-off ahead of a soft-launch phase to gather around 100 responses.

As a result of the initial soft launch, interim top-line results were extracted and reviewed to 'sense-check' the data, number of valid responses and variance in response distribution ahead of agreement for study full launch.

1.9   Data collection

Post-to-online:

All 6000 sampled households were sent an initial invitation and reminder letters were sent to those who had not yet completed the survey. The letters contained information about the purpose of the survey, instructions on what to do, including login details, as well as contact details for the BMG Research support-line should they have difficulties taking part (this included a freephone number, email address and FAQs on the BMG website).

Sampled households were sent one of three letter types as part of an additional behavioural insights based experiment. The letters were designed to encourage participation in the study by using different techniques applied to wording, with the aim of finding out if one technique would be markedly more or less effective in gathering participants:

- A control letter, asking simply for participation within a certain timeframe (letter A)
- A letter intended to appeal to the reader by also emphasising that they had been chosen to take part (letter B)
- A letter intended to appear to the readers sense of loss-aversion by also emphasising the uniqueness of the opportunity to feed back to DIT (letter C)

Subsequent reminder letters used similar patterns of wording, and participants were only sent initial invites and follow-ups from the same intervention type.

Table 5. Post letter types to online participants

Date of interview	Figure	Invite Type		
		A: "We ask you to complete it in the next few days"	B: "You have been chosen from a select group to take part"	C: "Don't lose out on this chance to have your say"
After initial invitation	Number of responses	75	91	58
	% of initial invitation responses	34%	40%	26%
	% of letter type response	17%	21%	20%
	% of overall response	7%	8%	5%
After 1st reminder	Number of responses	132	152	97
	% of 1st reminder responses	35%	40%	25%
	% of letter type response	30%	35%	34%
	% of overall response	11%	13%	9%
After 2nd reminder	Number of responses	123	102	72
	% of 2nd reminder responses	42%	34%	24%
	% of letter type response	28%	24%	24%
	% of overall response	10%	8%	7%
After 3rd reminder	Number of responses	104	84	60
	% of 3rd reminder responses	42%	34%	24%
	% of letter type response	24%	19%	21%
	% of overall response	9%	7%	5%
TOTAL		**434**	**429**	**287**

Out of the 6,000 letter invitations posted, 1,152 responded by completing the online survey which gave a response rate of 19%. This response rate is in line with similar postal surveys with full governmental branding, in our experience. Only ONS census postal experiments have received higher response rates from a random probability sample.

In order to ensure sufficient bases for all devolved nations, the main sample was boosted in each of the devolved nations. Completes in each region were as follows in Table 6 and Figure 2.

Region	Completes (Unweighted Counts)	CAPI completes (unweighted counts)	CASI completes (unweighted counts)
England	1819	923	896
Scotland	202	112	90
Wales	213	118	95
Northern Ireland	166	98	68
Total	2400	1251	1149

An increased figure of 2,400 completes were achieved in total, due to both higher than expected numbers returned via post to online and additional regional completes achieved within Wales, Scotland and England to allow for a balanced representation across interlocking gender and age totals.
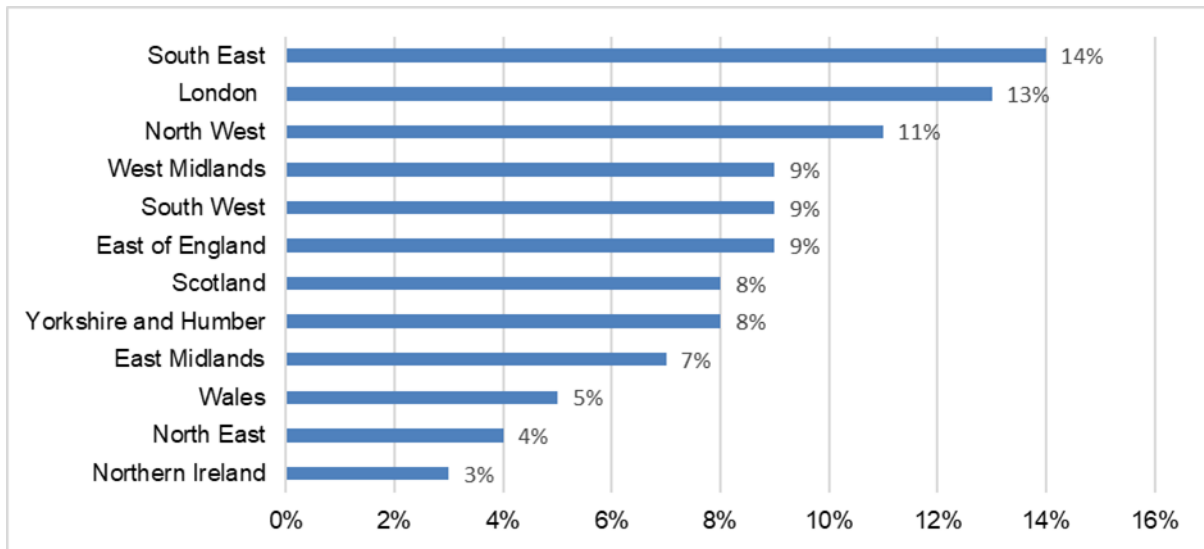
Base: Unweighted sample: All respondents, 2400

1.10   Weighting

Weights are applied to survey data to ensure that they match the profile of the population of interest (in this case national representativeness of the UK public).

1.10.1 Weighting schema
Results were merged and calibration weighing applied to the profile of UK adults.

See Table 7 and Table 8 below for the effective sample sizes post weighting:

Table 7: Country effective sample sizes

	Unweighted sample size	Effective sample size	Effective Proportion
England	1819	1515	83%
Scotland	202	168	83%
Wales	213	181	85.4%
Northern Ireland	166	117	70.5%
Total	2400	1897	79%

Weighting targets were defined by:

- 2017 ONS Mid-year population estimates[6]: proportional by Age, Gender and Government Office Region Index of Multiple Deprivation (IMD)
- Statistics from the Electoral Commission on EU Referendum Vote[7].

Table 8: Country population weight

		England	Scotland	Wales	Northern Ireland
Male	16 to 24	14.37%	14.18%	14.92%	15.42%
	25 to 34	17.34%	16.60%	15.54%	17.11%
	35 to 44	16.11%	15.11%	14.10%	16.28%
	45 to 54	17.49%	17.92%	17.01%	17.88%
	55 to 64	14.18%	15.61%	15.14%	14.69%
	65 to 74	11.90%	12.29%	13.72%	11.12%
	75+	8.60%	8.29%	9.57%	7.50%
Total Male		100%	100%	100%	100%
Female	16 to 24	13.09%	12.92%	13.26%	13.76%
	25 to 34	16.48%	15.78%	14.50%	16.54%
	35 to 44	15.60%	14.56%	13.78%	16.25%
	45 to 54	17.19%	17.69%	17.00%	17.59%
	55 to 64	14.02%	15.25%	15.16%	14.17%
	65 to 74	12.29%	12.50%	13.87%	11.40%
	75+	11.33%	11.30%	12.43%	10.29%
Total Female		100%	100%	100%	100%

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[6] Details of ONS 2017 Mid-year population estimates can be found here: https://www.ons.gov.uk/peoplepopulationandcommunity/populationandmigration/populationestimates/datasets/analysisofpopulationestimatestool

[7] Details of The Electoral Commission EU Referendum results can be found here: https://www.electoralcommission.org.uk/find-information-by-subject/elections-and-referendums/past-elections-and-referendums/eu-referendum/eu-referendum-result-visualisations

Table 9: Government Office Region proportional population weight

	Region	Weight
	East	9%
	East Midlands	7%
	London	13%
	North East	4%
	North West	11%
	Northern Ireland	3%
	Scotland	8%
	South East	14%
	South West	9%
	Wales	5%
	West Midlands	9%
	Yorkshire and The Humber	8%
Total		100%

Table 10: EU Referendum voting behaviour weight

|	EU Voting Behaviour	Weight
	Leave	37.44%
	Remain	34.71%
	Did not vote	27.85%
Total		100%

1.11 Date and rate of response

Face-to-face fieldwork experienced a slow and progressive start as noted in Figure 2, with survey completes spiking after two weeks of thorough door knocking by interviewers. This allowed for appointments to be established and addresses that were not willing to be engaged eliminated from the selected sample pool. This constant background of work and return of completes was seen throughout the duration of fieldwork; with all completes achieved before the end of 2018.

Figure 2: Number of Face to Face CAPI completions by date
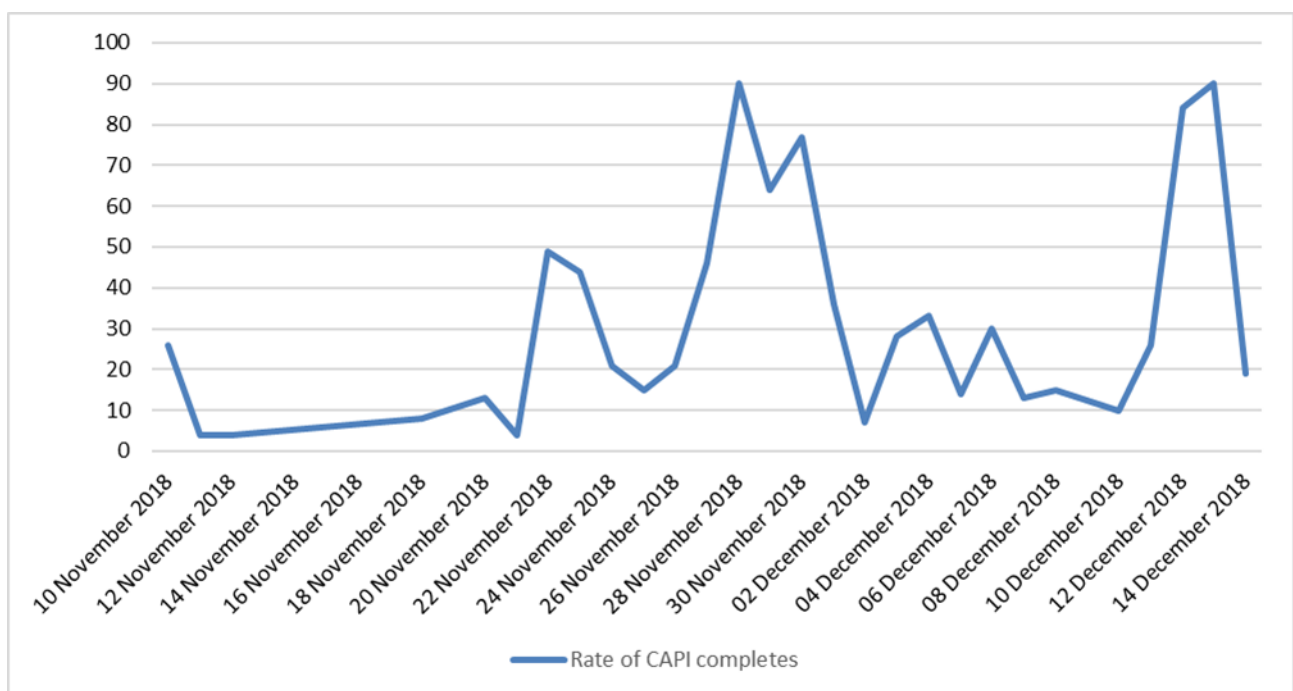
Postal to online completions saw an entirely different rate of delivery, as noted below in Figure 3. Spikes in numbers of completes can be attributed to the sending of initial invitation letters and subsequent rounds of reminder letters, each instigating an instant response'

Figure 3: Number of Postal to Online CAWI completions
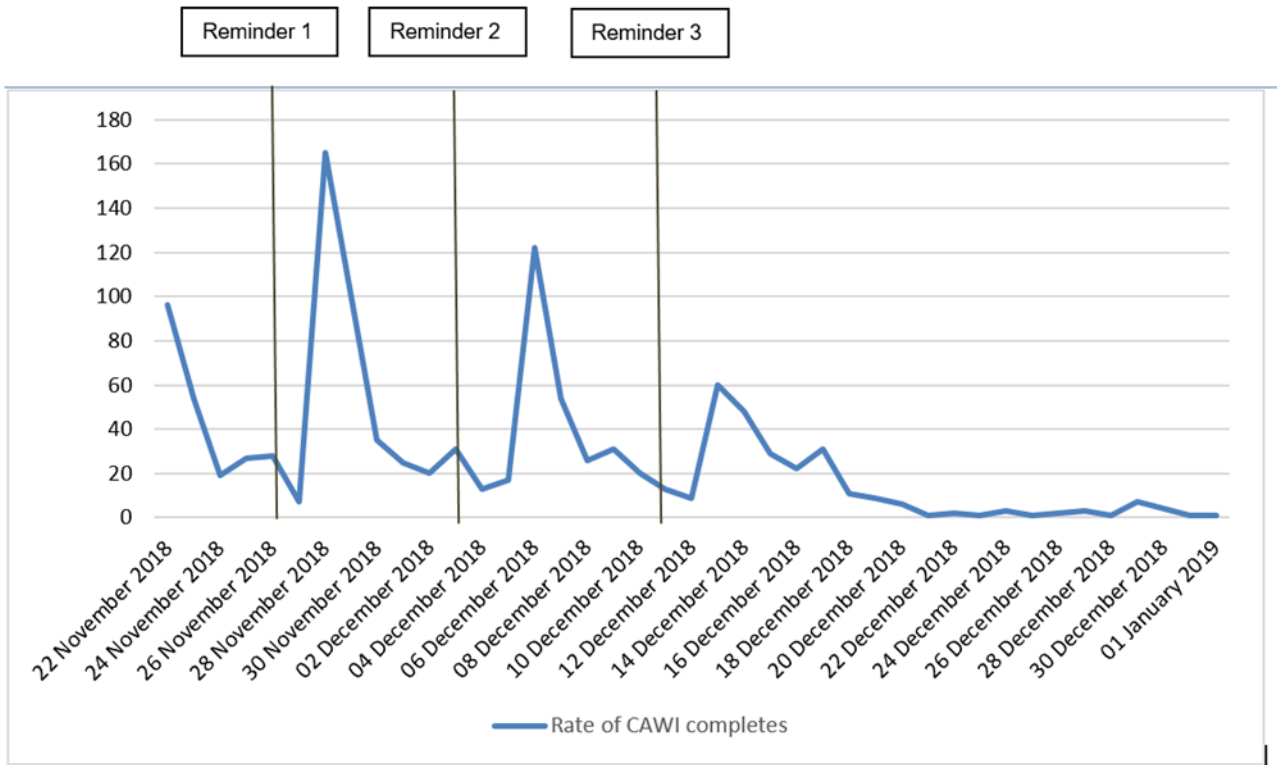
1.12   Data processing

With the exception of the coding of responses to open-ended questions, no data entry phase was required for this CAPI and CAWI survey. The programmed script ensured that all question routing was performed automatically and no post-editing of the data was required in the way that might be necessary for surveys administered using a 'Pencil and Paper' method.

Responses from fully open-ended questions were collated and code frames created to reflect all key themes in the responses. Responses from questions with an 'other – specify' option were analysed and, if appropriate, back-coded into one of the pre-coded categories. If the response could not be assigned to an existing code but gained a sufficient number of mentions, a new code was created which all relevant responses were assigned to. Coding was carried out by a specialist team. All coders who worked on the study were briefed and a written set of instructions was made available. Code frames were created by the coding team in the first instance and approved by the research team.

1.13   Survey structure

Introduction.

Thank you for agreeing to take part in this survey for the Department for International Trade (DIT).

Your participation is very important and will help DIT understand public opinion on trade with countries around the world.

The survey takes on average 10-15 minutes to complete.

All responses are treated confidentially, and all results will be anonymised. BMG Research are company partners of the Market Research Society (MRS) and abide by their rules. If you would like to check that BMG is a genuine market research agency you can do so by visiting the MRS website: www.mrs.org.uk/company_partner/company_partner_members.

Details about what we will do with the information collected can be found in our privacy notice here: www.bmgresearch.co.uk/privacy
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Under General Data Protection Regulation (GDPR), we need your permission to use the survey results on certain topics.

By clicking the next button, you agree to participate in the survey and for BMG to process all information collected.

Click here to begin the survey ARROW/ CHECK BOX

SECTION: Background

Firstly, a few quick questions about you…
Ask all
S1. What is your gender?
[Single Response]

Male	1
Female	2
Other	3
Prefer not to say	4

Ask all
S2. Which of the following age brackets do you fit into?
[Single Response]

15 or below	SEEK REFERRAL TO RESIDENT AGED 16+
16-17	1
18-24	2
25-34	3
35-44	4
45-54	5
55-64	6
65-74	7
75+	8
PNTS	9

SECTION: Awareness, Engagement and Knowledge

[Section GRIDs IK1-2 to have randomised order]

Ask all
IK1. How <u>interested</u> would you say are in…
[Single Response – rotate options and flip scale scales consistent for each participant]

	Very interested	Fairly interested	Not very interested	Not at all interested
how the UK trades with countries outside the European Union				
how the UK trades with countries in the European Union				
UK foreign affairs				
the UK economy				
the UK's approach to environmental issues				

Ask all
IK2. How <u>knowledgeable</u> would you say you currently are about…
[Single Response – rotate options and flip scale scales consistent for each participant]

	Very knowledgeable	Fairly knowledgeable	Not very knowledgeable	Not at all knowledgeal
how the UK trades with countries outside the European Union				
how the UK trades with countries in the European Union				
UK foreign affairs				
the UK economy				
the UK's approach to environmental issues				

Ask all
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? (*this could be news stories, articles, radio/tv or conversations with friends, colleague and family*).

Yes	1
No	2
Unsure	3

Ask IF Yes at FT1
FT2. …and can you provide a brief summary or description of what you have heard?
[AUTO PROMPTS – Where did you hear it? Who said it? What was the outcome? Who was involved? What was your opinion on what was said/discussed/seen?]
Open_____

Ask all
FT3. 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? [AUTO PROMPTS – What do you mean? Please explain in a bit more detail?]

Open_____.

ASK ALL
FT4. In general, would you say that you support or oppose free trade agreements?

Strongly support	1
Somewhat support	2
Neither support nor oppose	3
Somewhat oppose	4
Strongly oppose	5
Don't know	6

SECTION: Understanding perceptions and effect on self and society

Show all
Free trade is the international buying and selling of goods and services, without limits on the amount one country can sell to another, and without special taxes on purchases from a foreign country.
Countries can make trade freer by signing a free trade agreement. This is an international agreement which removes or reduces barriers to trade between countries.

Ask all (rotate order of this question and the one about impact on your own 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?
 [Single Response]

Very positive impact	1
Fairly positive impact	2
No impact	3
Fairly negative impact	4
Very negative impact	5
Don't know	6

ASK IF 1-5 UK1
UK1a You stated that the UK signing free trade agreements with countries outside the European Union would have a [*pipe in previous response fromUK1*] on the UK.

What makes you say this?
[AUTO PROMPTS - Why is that? Can you expand a little further?]
Open _____
Ask all
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 <u>on you and your daily life?</u>

[Single Response]

Very positive impact	1
Fairly positive impact	2
No impact	3
Fairly negative impact	4
Very negative impact	5
Don't know	6

Ask all
ASK IF 1-5 UK2
UK2a You stated that the UK signing free trade agreements with countries outside the European Union would have a [*pipe in previous response from UK2*] on you and your daily life.

What makes you say this?
[AUTO PROMPTS - Why is that? Can you expand a little further?] Open

_____

Ask all
TP1. Which of the following characteristics would you want the UK to seek in a trading partner? Please select all that apply.

I would want the UK's trading partners to…
[Multiple Response]
[rotate]

have a strong economy	1
be culturally similar	2
be environmentally considerate	3
be politically similar	4
be geographically nearby	5
have a stable government	6
be attractive for international businesses to operate	7
respect human rights	8
have high standards of animal welfare and food preparation	9
have high standards of health and safety for workers	10
have strong employment rights, such as rules about holiday, sick pay, and pensions.	11
None of the above (Single code only)	12

PIPE THROUGH RESPONSE FROM PREV Q (unless said NOTA and only if more than two options selected)
TP1a. … and which of these would you say is the most important characteristic?
[Single Response]

UK3-UK6 SCALES FLIPPED IN CONJUNCTION WITH ONE ANOTHER

Ask all
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 <u>more jobs</u> being created overall, or <u>fewer jobs</u> being created overall ?
[Single Response]

	…in the UK	…in my local area
Significantly more jobs	1	1
Slightly more jobs	2	2
No change in jobs	3	3
Slightly fewer jobs	4	4
Significantly fewer jobs	5	5
Don't know	6	6

UK4. …still thinking about the UK as a whole, and then just your local area, do you think that increased free trade would result in <u>higher wages</u>, or <u>lower wages</u>?
[Single Response]

	in the UK	in my local area
Significantly higher wages	1	1
Slightly higher wages	2	2
No change in wages	3	3
Slightly lower wages	4	4
Significantly lower wages	5	5
Don't know	6	6

UK5. Thinking about just the UK as a whole, do you think that increased free trade would result in <u>an increase in the price</u> of goods and services, or a <u>decrease in the price</u> of goods and services? Increased free trade will…
[Single Response]

	Price of goods and services UK
Significantly increase prices	1
Slightly increase prices	2
No change in prices	3
Slightly decrease prices	4
Significantly decrease prices	5
Don't know	6

UK6. Still thinking about the UK as a whole, do you think that increased free trade would result in the availability of <u>higher quality</u> goods and services, or <u>lower quality</u> of goods and services? Increased free trade will lead to…
[Single Response]

	Quality of goods in the UK
Significantly higher quality	1
Slightly higher quality	2
No change in quality	3
Slightly lower quality	4
Significantly lower quality	5
Don't know	6

SECTION: CPTPP and priority countries

Ask all
CPTPP. How aware are you of the Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP) formerly known as Trans-Pacific Partnership (TPP)?
[Single Response– reverse scale order for ½ of the sample]

I know a great deal about the CPTPP or the TPP	1
I know a fair amount about the CPTPP or the TPP	2
I know a little about the CPTPP or the TPP	3
Have heard of the name, but know nothing about the CPTPP or the TPP	4
Never heard of the CPTPP or the TPP	5

Show only if answered code 1 -3.
The Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP) is a Free Trade Agreement between 11 countries in the Asia-Pacific region. These are; Australia, Brunei, Canada, Chile, Japan, Malaysia, Mexico, New Zealand, Peru, Singapore and Vietnam. The agreement is signed but not yet in force.

Ask only if answered code 1 -3 at question 16
CPTPPa. To what extent would you support or oppose the UK joining the CPTPP?
[Single Response – alternate scale order for ½ of the sample]

Strongly support	1
Somewhat support	2
Neither support nor oppose	3
Somewhat oppose	4
Strongly oppose	5
Don't know	6

Ask all
TP2. To what extent would you support or oppose the UK establishing a free trade agreement with each of the following countries?
[Single Response per row]

	Strongly support	Somewhat support	Neither support nor oppose	Somewhat oppose	Strongly oppose	Don't know
United States of America						
Australia						
New Zealand						
China						
India						

(show both TP2a and TP2b on the same page)
Ask all

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?
[Single Response per row] (randomise appearance on screen)

	Select and rank 3 highest priority
Creating new jobs in the UK overall	
Creating new jobs in your local area	
Protecting existing jobs in the UK overall	
Protecting existing jobs in your local area	
Strengthening the UK economy	
Increasing UK exports	
Maintaining environmental standards	
Protecting human rights in other countries	
Increasing the choice of products/goods to buy in the UK	
Improving the living standards of those in developing nations	
Protecting rights for UK workers	
Maintaining product standards	
Not increasing the costs of goods/services	
Being committed to the promotion of social equality (for example, ensuring equality of gender, ethnicity, disability and/or age)	
Protecting public services like the BBC and the NHS	
Protecting UK intellectual property overseas	

Make sure that top 3 options do not appear as options here
TP2b. Please select and rank the top three considerations you think the UK government should be giving least priority to when negotiating free trade agreements with other countries outside of the EU?
[Single Response per row]

	Select and rank 3 least priority
Creating new jobs in the UK overall	
Creating new jobs in your local area	
Protecting existing jobs in the UK overall	
Protecting existing jobs in your local area	
Strengthening the UK economy	
Increasing UK exports	
Maintaining environmental standards	
Protecting human rights in other countries	
Increasing the choice of products/goods to buy in the UK	
Improving the living standards of those in developing nations	
Protecting rights for UK workers	
Maintaining product standards	
Not increasing the costs of goods/services	
Being committed to the promotion of social equality (for example, ensuring equality of gender, ethnicity, disability and/or age)	
Protecting public services like the BBC and the NHS	
Protecting UK intellectual property overseas	

Now thinking specifically about the Department for International Trade
DIT. How much, if anything, would you say you know about the Department for International Trade (DIT)?

I know a great deal about the Department for International Trade	1
I know a fair amount about the Department for International Trade	2
I know a little about the Department for International Trade	3
Have heard of the name, but know nothing about the Department for International Trade	4
Never heard of the Department for International Trade	5

SECTION: Knowledge test

Ask all
IK3. The next section consists of some general knowledge questions on the subject of trade.
Please read the following statements and state whether you believe they are true or false
[Single Response per row – rotate statements]

	Definitely true	Probably true	Probably false	Definitely false	Don't know
Without an agreed trade deal, countries cannot trade with one another					
Generally, the UK exports more goods than services.					
The UK consumes more foreign-produced fruit and vegetables than it does UK-produced fruit and vegetables					
The UK is currently an independent member of the World Trade Organization (WTO)					

Section 8: Voter behaviour

Ask all
EU1. Around 28% of people who could have voted did not vote in the UK's EU Referendum held on 23rd June 2016.
Many said that this was because they were sick, too busy or simply weren't interested in politics.
Did you vote at the EU Referendum?
[Single Response]

I did not vote at the EU Referendum	1
I voted at the EU Referendum	2
I cannot remember	3

Ask if voted at the EU Referendum at EU1
EU2 …and how did you vote at the EU Referendum?
[Single Response]

I voted to leave the European Union	1
I voted to remain in the European Union	2
I cannot remember	3
Prefer not to say	4

SECTION: Demographics

Ask all
D1. Which of the following categories would best describe your ethnicity?
[Single Response]

White	
British/English/Welsh/Scottish/Northern Irish	1
Irish	2
Gypsy, Traveller or Irish Traveller	3
Any other White background	4
Mixed/ Multiple ethnic groups	
White and Black Caribbean	5
White and Black African	6
White and Asian	7
Any other Mixed/ Multiple ethnic background	8
Asian or Asian British	
Indian	9
Pakistani	10
Bangladeshi	11
Chinese	12
Any other Asian background	13
Black or Black British	
African	14
Caribbean	15
Any other Black/ African/ Caribbean background	16
Other ethnic group	
Arab	17
Other	18
Don't know	98
Prefer not to say	99

ASK ALL
D2. What is your highest level of your educational qualification received?
[Single Response – expand codes, 3-7 to show the individual levels]

PhD/Doctor	1
Masters	2
Bachelors Degree or equivalent (Such as a NVQ level 5)	3
Higher education (Such as a HND or a NVQ level 4)	4
A level or equivalent (Such as Scottish Highers or NVQ level 3)	5
GCSE and below (Such as O level or an RSA Diploma)	6
Other qualifications (Such as NVQ level 1)	7
No qualifications	8
Prefer not to say	9

ASK ALL
D3. Which of the following options best describes your occupation?
If you are retired and have an occupational pension, or if you are not in employment and have been out of work for less than 6 months, please answer for your most recent occupation.
[Single Response]

Semi or unskilled manual work *(e.g. Manual workers, all apprentices to be skilled trades, caretaker, Park keeper, non-HGV driver, shop assistant)*	1
Skilled manual worker *(e.g. Skilled Bricklayer, Carpenter, Plumber, Painter, Bus/ Ambulance Driver, HGV driver, AA patrolman, pub/bar worker, etc.)*	2
Supervisory or clerical/ junior managerial/ professional/administrative *(e.g. Office worker, Student Doctor, Foreman with 25+ employees, salesperson, etc.)*	3
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)*	4
Higher managerial/ professional/ administrative *(e.g. Established doctor, Solicitor, Board Director in a large organisation (200+ employees, top level civil servant/public service employee)*	5
Full time Student	7
Casual worker – not in permanent employment	8
Housewife/ Homemaker	9
Retired and living on state pension (i.e. no private or work-related pension scheme)	10
Unemployed or not working due to long-term sickness	11
Full-time carer of another household member	12
Other	95

Ask if codes 1-5,8,95 selected
D4. Briefly describe the main business activity of your company /organisation? (If you are self-employed, please indicate what type of work you do)?
Open_____

D5. How much, on average does your household spend on a grocery shop in a week?
[Single Response]

£0-£9	1
£10-£24	2
£25-£49	3
£50-£99	4
£100-£149	5
£150-£199	6
£200-£249	7
£250-£299	8
More than £300	9
Prefer not to say	10

ASK ALL
D6. Which of the following bands, best represents your annual household income, before deductions for income tax, National Insurance etc?
[Single Response]

Less than £10,000	1
£10,000 - £19,999	2
£20,000 - £29,999	3
£30,000 - £39,999	4
£40,000 - £49,999	5
£50,000 - £59,999	6
£60,000 - £69,999	7
£70,000 - £79,999	8
£80,000 - £89,999	9
£99,000 – £99,999	10
More than £100,000	11
Prefer not to say	98

ASK ALL
D7. Which of the following best describes the ownership of your home?
[Single Response]

Rented from private landlord / letting company	1
Rented from a Council or Local Authority	2
Rented from Housing Association or Social Housing Provider	3
Homeowner (with a mortgage)	4
Homeowner (owned outright)	5
Shared ownership	6
Student accommodation	7
Living with parents/extended family	8
Other (Please Specify)	95

ASK ALL
D8. How many foreign holidays, of at least a week or more, if any, have you taken over the past year?
[Single Response]

None	1
One	2
Two	3
Three	4
Four	5
Five or more	6

The UK's Department for International Trade (DIT) has overall responsibility for promoting UK trade across the world and attracting foreign investment to our economy. We are a specialised government body with responsibility for negotiating trade policy, supporting businesses, as well as delivering an outward-looking trade diplomacy strategy.

Legal disclaimer

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