



Department for
International Trade

Public Attitudes to Trade Tracker Wave 4

Technical Report

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1 Methodology note

1.1 Aims

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

- securing world-class free trade agreements and reducing market access barriers, ensuring that consumers and businesses can benefit from both
- delivering economic growth to all the nations and regions of the UK through attracting and retaining inward investment
- supporting UK business to take full advantage of trade opportunities, including those arising from delivering FTAs, facilitating UK exports
- championing the rules-based international trading system and operate the UK's new trading system, including protecting UK businesses from unfair trade practices

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

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

Four waves of fieldwork have been completed to date. The first baseline wave concluded in January 2019, the second in August 2019, and the third in August 2020, and final reports for the first 3 waves have been published by DIT. This report outlines the methodology and approach for wave 4 of the research¹. Fieldwork for this wave was carried out between March and May 2021.

1.2 Methodology

Waves 1 and 2 of the DIT Public Attitudes to Trade Tracker combined push-to-web invites with a face-to-face administered Computer-Assisted Self-Interviewing (CASI) approach. Each element comprised roughly 50% of the achieved sample. Due to the COVID-19 outbreak, the face-to-face fieldwork element for wave 3 was unable to go ahead as originally planned.

As a result, the push-to-web sample size was increased (73% of the final sample), with online panel interviews (26% of the final sample) used to supplement the push-to-web approach to ensure a more representative sample with more scope for sub-group analysis².

¹ The technical reports for Waves 1,2, and 3 of the research are available here:

<https://www.gov.uk/government/publications/public-attitudes-to-trade-tracker-wave-1>

<https://www.gov.uk/government/publications/public-attitudes-to-trade-tracker-patt-wave-2>

<https://www.gov.uk/government/publications/public-attitudes-to-trade-tracker-patt-wave-3>

² Please note that in each wave a small number of telephone interviews were also conducted due to accessibility issues. This accounts for the additional completes at wave 4 (total of 20).

The path of the Covid-19 pandemic resulted in this approach being maintained in wave 4, with 74% of the final sample achieved via push-to-web (2,953 interviews), and 26% via online panel (1,036 interviews).

A summary of modes and sample sizes is included in Table 1 below:

Table 1: Sample composition by wave

| Wave | Push-to-web | CASI | Online Panel | Total |
|------|-------------|-------|--------------|-------|
| 1 | 1,149 | 1,251 | N/A | 2,400 |
| 2 | 1,130 | 1,219 | N/A | 2,349 |
| 3 | 2,374 | N/A | 850 | 3,224 |
| 4 | 2,953 | N/A | 1,036 | 4,009 |

Analysis as to the impacts of the methodological changes at wave 3 concluded that, the impact of mode was negligible on responses.

Whilst the data between methodologies was consistent across most key demographic variables including age, gender and region, the sample composition was affected with respect to the educational profile of the sample. The CASI methodology in wave 1 and 2 had reached more respondents with lower levels of educational attainment than the online-only approach in wave 3, and was closer to the actual population on this variable. For waves 3 and 4 an additional educational weight has been included, rather than retrospectively adjusting wave 1 or 2.

Despite these changes to methodology, BMG Research has concluded that tracking against waves 1 and 2 can still be done credibly. However, small shifts - even if statistically significant - should be treated with additional caution.

1.3 Research phasing

The research was administered by BMG. Timings of wave 4 of the research were as follows:

- cognitive interviews: 4 February to 9 February 2021³
- main stage fieldwork, push-to-web: 12 March 2021 to 3 May 2021⁴
- main stage fieldwork, online panel: 14 April 2021 to 3 May 2021

³ Results from cognitive interviews are not included in the final report data since these interviews were conducted in order to test new questions and resulted in amendments being made to questions.

⁴ Letters were sent on 10 March 2021, with the first survey completes recorded on 12 March 2021.

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 2 different approaches to cater for the mixture of methodologies.

1.3.1 Push-to-web sample frame

In line with previous waves, the wave 4 push-to-web sample was selected via a stratified random probability design proportional to the UK population (with sample boosts in Northern Ireland, Scotland and Wales). With the exception of the increased number of sampled addresses (following on from the change of methodology at wave 3 and continued at wave 4), this approach is consistent with the approach employed in waves 1 and 2.

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, the letters were returned to BMG as undelivered and 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 full database in 2021 comprised 12,000 individual addresses, with the number of invites boosted in each of the devolved nations in order to ensure sufficient base sizes to allow reliable regional analysis (see Table 2 below).

Table 2: Sampled addresses

| Nation | Sampled addresses |
|------------------|--------------------------|
| England | 8,400 |
| Scotland | 1,200 |
| Wales | 1,200 |
| Northern Ireland | 1,200 |
| Total | 12,000 |

1.3.2 Online panel sample frame

Alongside the push-to-web approach, BMG conducted 1,036 of the target interviews via online panel interviews (26% of the total). An online panel is defined as an online group of recruited people willing to conduct social and market research surveys in return for a small financial incentive for each survey completed. BMG Research worked with an online panel partner, Savanta, to achieve the online panel interviews⁵.

These interviews were conducted using a targeted approach based on where response rates via the push-to-web approach were lower. An interlocking grid of targets was created based on age, gender, and region. Doing so ensured a more balanced and representative sample overall with more scope for sub-group analysis.

1.3.3 Sampling stratification (push-to-web)

Within the population of interest, it is often important 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 the sample will be divided into subpopulation / subsamples described by stratification variables.

A 240-cell sample stratification matrix was devised for the Public Attitudes to Trade study, with the targets within each cell informed by the 2020 ONS mid-year population estimates⁶. This was entirely consistent with the selection process utilised in waves 1, 2 and 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 3.

⁵ For more information, please see: <https://savanta.com/data-collection-analysis/>

⁶ Details of ONS 2020 Mid-year estimates can be found here [Population estimates for the UK, England and Wales, Scotland and Northern Ireland - Office for National Statistics \(ons.gov.uk\)](https://www.ons.gov.uk/population-demography/population/population-estimates)

Table 3: Variables used in sample stratification

| Variables used in the sample stratification | |
|--|--------------------------|
| English region / devolved nation | 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 (10 deciles) | 1-10 (deciles) |

1.3.4 Use of quota sampling for online panel component

When combining push-to-web and online panel interviews, controls need to be in place to guarantee a balanced final sample. Non-response bias means the push-to-web approach attracts responses from a disproportionately large number of respondents in older age groups, as well as more moderate imbalances by gender and region.

Overall monitoring targets were used to compare the achieved results via push-to-web to understand the extent to which non-response bias is affecting the sample, but no quotas were set for the push-to-web component. As push-to-web approaches involve writing to members of the public to complete a survey voluntarily, it is generally viewed as unfair to then prevent prospective respondents from participating based on demographic criteria.

Accordingly, the online panel component was used to complement the push-to-web approach by targeting those demographics groups where response rates via push-to-web were lower (i.e.

younger respondents). Doing so ensured a more representative final sample as well as greater scope for sub-group analysis⁷.

To allow the online panel approach to 'top-up' where sample was needed most, a set of online panel quotas for age, gender and region were calculated. The quotas also factored in the higher overall targets for Scotland, Wales and Northern Ireland through intentional oversampling to reach a target of 300 in each.

Targets

It is not possible to set an exact overall target when working with a push-to-web approach, given that the final sample size is driven by the response rate achieved. However, a target of between approximately 3,500 and 4,000 completes was set, including a minimum total of at least 1,000 via online panel.

Overall regional targets were defined as set out in Table 4, incorporating a minimum oversampled target of 300 completes in each devolved nation.

A breakdown of targets by region and age is also provided in Table 5 based on mid-year population estimates, presuming an overall sample size of 4,000. As outlined, these figures were used as targets from which the sample could be monitored, but did not constitute formal quotas in the push-to-web survey. Instead, the targets were used to identify how the sample collected via push-to-web differed to the population, allowing 'top-up' quotas to then be derived for the online panel component.

⁷ It is worth noting that there are some technical 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 samples collected using quotas 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.

Table 4: Country targets – presumes overall final sample size of 4,000

| Devolved Nation | Natural Fallout from 3,650 Sample | Boost | Total | MoE (95%) ⁸ |
|------------------|-----------------------------------|------------|--------------|------------------------|
| England | ~3,100 | 0 | 3,100 | ±1.76% |
| Scotland | ~275 | 25 | 300 | ±5.66% |
| Wales | ~170 | 130 | 300 | ±5.66% |
| Northern Ireland | ~105 | 195 | 300 | ±5.66% |
| Total | 3,650 | 350 | 4,000 | ±1.55% |

Table 5: Targets by region and age

| Region | Total | 16-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65-74 | 75+ |
|--------------------------|--------------|------------|------------|------------|------------|------------|------------|------------|
| East Midlands | 291 | 40 | 45 | 42 | 50 | 44 | 39 | 30 |
| East of England | 372 | 45 | 57 | 58 | 65 | 56 | 49 | 42 |
| London | 526 | 69 | 121 | 106 | 86 | 64 | 43 | 36 |
| North East | 162 | 22 | 26 | 22 | 27 | 26 | 22 | 17 |
| North West | 438 | 59 | 73 | 65 | 75 | 66 | 56 | 45 |
| Northern Ireland | 111 | 15 | 18 | 18 | 19 | 17 | 13 | 10 |
| Scotland | 336 | 43 | 55 | 49 | 58 | 54 | 42 | 34 |
| South East | 548 | 71 | 81 | 86 | 97 | 82 | 70 | 61 |
| South West | 343 | 44 | 49 | 47 | 58 | 53 | 49 | 42 |
| Wales | 191 | 26 | 29 | 26 | 32 | 30 | 27 | 22 |
| West Midlands | 352 | 50 | 59 | 52 | 60 | 51 | 44 | 37 |
| Yorkshire and The Humber | 330 | 47 | 54 | 48 | 56 | 49 | 42 | 34 |
| Total | 4,000 | 531 | 668 | 622 | 683 | 592 | 494 | 410 |

1.4 Questionnaire design

To allow for tracking of data much of the questionnaire in wave 4 has remained the same as waves 1,2 and 3. Question wording, section order and structure have remained the same to minimise potential order effects.

However, a number of additions and changes were made at wave 4, including splitting the sample to allow for coverage of more questions, albeit on a reduced base size. Changes include:

- new questions examining respondents' awareness of recent news topics. These included the end of the UK-EU transition period, signature of the UK-Japan free trade agreement, UK plans to join the Comprehensive and Progressive Trans-Pacific Partnership (CPTPP⁹), and the UK hosting the G7 (Group of 7) in 2021
- the addition of a range of countries to explore respondents' views on the quality of consumer goods from a wider range of countries, and their support/opposition for the UK establishing free trade agreements with those countries
- new questions exploring respondents' views on enhancing existing free trade agreements
- removal of questions relating to the UK-USA trade agreement
- replacement of questions relating to views on the UK-Japan free trade agreement with questions on awareness of the signing of this agreement and knowledge around this
- a new question for asking those who were too young to vote in the 2016 EU referendum regarding how they would have voted
- in some instances, while the questions remain the same, specific response options have changed to reflect emerging priorities

1.5 Cognitive interviewing

The quality of data collected in a survey is partially determined by respondents interpreting the meaning of each question appropriately. Pre-testing attempts to ensure consistent interpretation of questions by subjecting the questionnaire to some type of evaluation, to assess its ability to collect the desired data.

Cognitive interviewing has been used as a front-end tool for identifying problems in a questionnaire at the early stage of its development. Cognitive interviewing¹⁰ is a widely used pre-testing tool, in which respondents are asked to report directly on the internal cognitive processes employed to answer survey questions. Interviewers probe the meaning of specific terms or the intent of specific questions throughout the interview. A small number of purposively chosen respondents are interviewed and the results are not generalisable to a larger population.

⁹ The CPTPP is a trade bloc containing countries such as Singapore, Vietnam, Japan, Canada, and Mexico,

¹⁰ 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_Torangeau_Lance_J_Rips_Kenneth_Rasinski

For wave 4, a total of 14 questions were tested in 10 verbal cognitive interviews. Given that extensive testing had been conducted at previous waves, the questions tested for wave 4 focussed on potential new additions and amended questions.

Interviews were conducted either face-to-face or via telephone between Thursday 4 February and Tuesday 9 February 2021. Cognitive interview participants completed the interviews via telephone or video call and were emailed a copy of the questionnaire prior to the interview.

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 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?

The changes recommended were mostly nuances to question wording to enable greater audience comprehension.

1.6 Questionnaire scripting, testing and review

The final scripted questionnaire was signed-off. The survey was launched online and the invite letter sent to all 12,000 sampled households on 10 March 2021, with the first completed survey recorded on 12 March 2021.

The early survey completes were extracted and reviewed to 'sense-check' the data. These checks included ensuring that the number of valid responses were being correctly recorded and checking the survey logic and routing was working as intended.

1.7 Push-to-web data collection

All 12,000 sampled households were sent an initial invitation on 10 March 2021. A first reminder was sent to those households who had not completed the survey on 24 March, with a second and final reminder sent on 10 April. The breakdown for this can be seen in Table 6. The letters contained information about the purpose of the survey and instructions on what to do. Instructions included login details and 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).

Table 6. Invitations and reminders

| Letter sent | Number of letters sent | Number of completed surveys | Cumulative overall response rate |
|---------------------------|------------------------|-----------------------------|----------------------------------|
| Initial invitation | 12,000 | 1,117 | 9.3% |
| 1st reminder | 11,099 | 1,140 | 18.8% |
| 2nd reminder | 9936 | 696 | 24.6% |

Out of the 12,000 letter invitations posted, 2,953 responded via push-to-web, giving a response rate of 25% which, in BMG's experience, is somewhat higher than similar surveys with full governmental branding. Table 7 and 8, below, break the final achieved unweighted sample down in more detail.

Table 7: Wave 1-4 final unweighted sample composition by nation

| Region | Wave 1 | Wave 2 | Wave 3 | Wave 4 |
|------------------|--------------|--------------|--------------|--------------|
| England | 1,819 | 1,747 | 2,410 | 3,102 |
| Scotland | 202 | 202 | 302 | 316 |
| Wales | 213 | 203 | 282 | 294 |
| Northern Ireland | 166 | 197 | 230 | 297 |
| Total | 2,400 | 2,349 | 3,224 | 4,009 |

Table 8: Wave 4 final unweighted composition by region and age

| | Total | 16 to 24 | 25 to 34 | 35 to 44 | 45 to 54 | 55 to 64 | 65-74 | 75+ |
|--------------------------|--------------|------------|------------|------------|------------|------------|------------|------------|
| East Midlands | 233 | 19 | 36 | 39 | 35 | 43 | 35 | 23 |
| East of England | 386 | 27 | 53 | 64 | 57 | 68 | 65 | 49 |
| London | 420 | 62 | 115 | 89 | 61 | 45 | 31 | 13 |
| North East | 137 | 13 | 24 | 19 | 22 | 25 | 22 | 11 |
| North West | 399 | 57 | 47 | 57 | 70 | 74 | 66 | 25 |
| Northern Ireland | 297 | 16 | 36 | 59 | 55 | 68 | 37 | 26 |
| Scotland | 316 | 33 | 40 | 39 | 60 | 57 | 55 | 29 |
| South East | 575 | 49 | 67 | 83 | 112 | 103 | 101 | 52 |
| South West | 383 | 37 | 40 | 47 | 58 | 77 | 72 | 44 |
| Wales | 294 | 21 | 45 | 35 | 58 | 39 | 66 | 28 |
| West Midlands | 297 | 38 | 56 | 47 | 46 | 43 | 36 | 28 |
| Yorkshire and The Humber | 272 | 33 | 37 | 34 | 41 | 54 | 48 | 22 |
| Total | 4,009 | 405 | 596 | 612 | 675 | 696 | 634 | 350 |

1.7 Weighting

To ensure the final results were representative, weights were applied to the profile of UK adults across several key variables:

- 2020 ONS Mid-year population estimates: proportional by Age, Gender and Region¹¹. These tend to be the basic minimum variables required for weighting on public attitude projects
- indices of Multiple Deprivation (IMD)¹². IMD is a postcode derived variable that measures the level of deprivation in the area where the respondent lives and which correlates with socio-economic grade and size of household income
- statistics from the Electoral Commission on EU Referendum Vote¹³.
- education level. Targets were taken from the 2017 Annual Population Survey¹⁴. As discussed in section 1.2, the CASI methodology in wave 1 and 2 had reached more respondents with lower levels of educational attainment and closer to the figures for the actual population. Accordingly, a weight for education was introduced at waves 3 and 4 to ensure greater consistency with waves 1 and 2 and to ensure a more representative final sample.

The weight for education was introduced at wave 3 and retained at wave 4. Otherwise, the approach to weighting has been consistent since wave 1¹⁵.

The effective sample size is a measure of the precision of the sampling approach and the efficiency of the weights. The overall effective sample size was 74%¹⁶. Table 9, below, outlines the effective sample sizes post weighting across each region:

Table 9: Country effective sample sizes

| Region | Unweighted sample size | Effective sample size | Effective Proportion |
|------------------|------------------------|-----------------------|----------------------|
| England | 3,102 | 2,512 | 81% |
| Scotland | 316 | 200 | 63% |
| Wales | 294 | 196 | 64% |
| Northern Ireland | 297 | 184 | 62% |
| Total | 4,009 | 3,092 | 77% |

¹¹ Details of ONS 2019 Mid-year population estimates can be found here:

<https://www.ons.gov.uk/peoplepopulationandcommunity/populationandmigration/populationestimates>

¹² Details of Indices of Multiple Deprivation (IMD) statistics can be found here:

<https://www.gov.uk/government/statistics/english-indices-of-deprivation-2015>

¹³ Details of The Electoral Commission EU Referendum results can be found here:

<https://www.electoralcommission.org.uk/who-we-are-and-what-we-do/elections-and-referendums/past-elections-and-referendums/eu-referendum/results-and-turnout-eu-referendum>

¹⁴ Details of the Annual Population survey can be found here: [Annual population survey \(APS\) QMI - Office for National Statistics](#)

¹⁵ Note that targets for age, gender and region have been updated as and when more up to date mid-year population estimates have become available.

¹⁶ Please note that the overall effective sample size is reduced by the oversampling in each devolved nation. This was an intentional component of the research design.

Tables 10, 11, 12 and 13 below outline the weights applied to the final sample by age, gender, region, EU Referendum Vote and educational attainment.

Table 10: Country population weight

| | Age | England | Scotland | Wales | Northern Ireland |
|---------------------|----------|-------------|-------------|-------------|------------------|
| Male | 16 to 24 | 13.92% | 13.56% | 14.40% | 14.82% |
| | 25 to 34 | 17.26% | 16.92% | 15.81% | 17.05% |
| | 35 to 44 | 15.94% | 14.99% | 13.83% | 16.03% |
| | 45 to 54 | 17.20% | 17.29% | 16.55% | 17.56% |
| | 55 to 64 | 14.70% | 16.13% | 15.56% | 15.28% |
| | 65 to 74 | 12.05% | 12.55% | 13.86% | 11.30% |
| | 75+ | 8.93% | 8.56% | 9.99% | 7.95% |
| Total Male | | 100% | 100% | 100% | 100% |
| Female | 16 to 24 | 12.66% | 12.22% | 12.56% | 13.11% |
| | 25 to 34 | 16.38% | 16.02% | 14.86% | 16.38% |
| | 35 to 44 | 15.50% | 14.49% | 13.57% | 16.12% |
| | 45 to 54 | 16.92% | 17.20% | 16.66% | 17.41% |
| | 55 to 64 | 14.57% | 15.88% | 15.64% | 14.88% |
| | 65 to 74 | 12.47% | 12.73% | 14.05% | 11.51% |
| | 75+ | 11.50% | 11.46% | 12.66% | 10.59% |
| Total Female | | 100% | 100% | 100% | 100% |

Table 11: 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% |

| EU Referendum Vote | Weight |
|--------------------|--------|
|--------------------|--------|

Table 12: EU voting behaviour

| | |
|--------------|-------------|
| Leave | 37.44% |
| Remain | 34.71% |
| Did not vote | 27.85% |
| Total | 100% |

Referendum weight

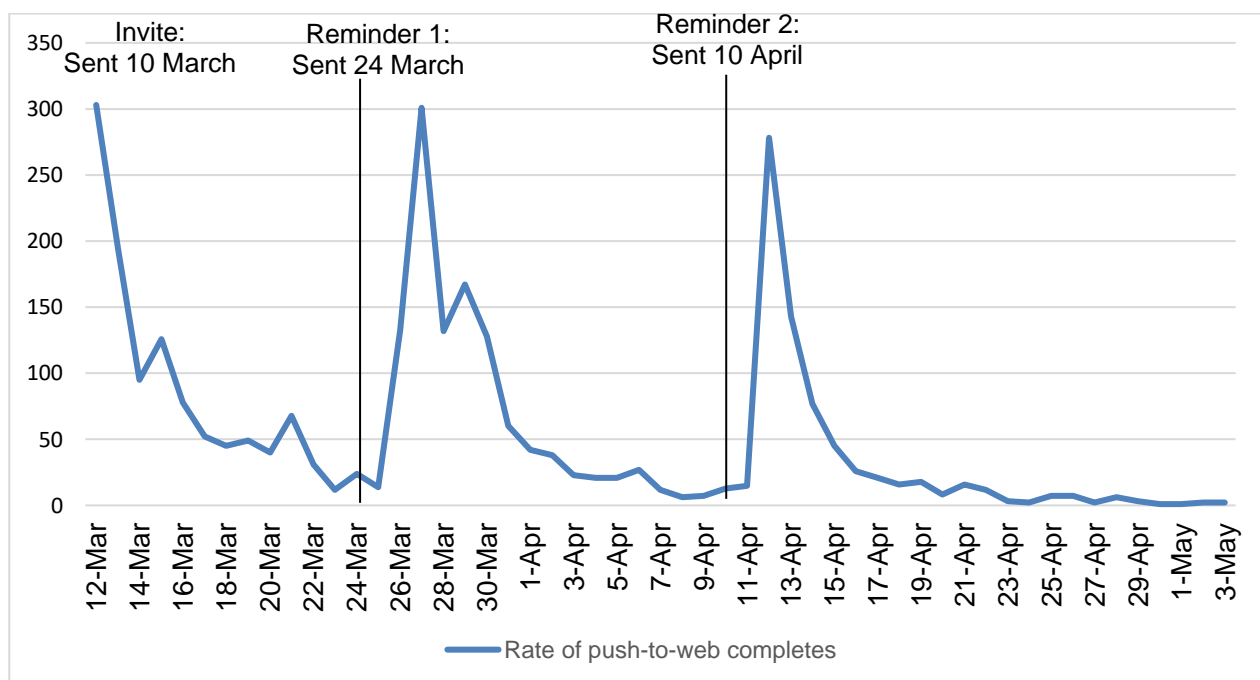
Table 13: Education weight

| Education level | Weight |
|-------------------|-------------|
| No qualifications | 9% |
| NVQ1-3 | 52% |
| NVQ4+ | 38% |
| Total | 100% |

1.8 Fieldwork

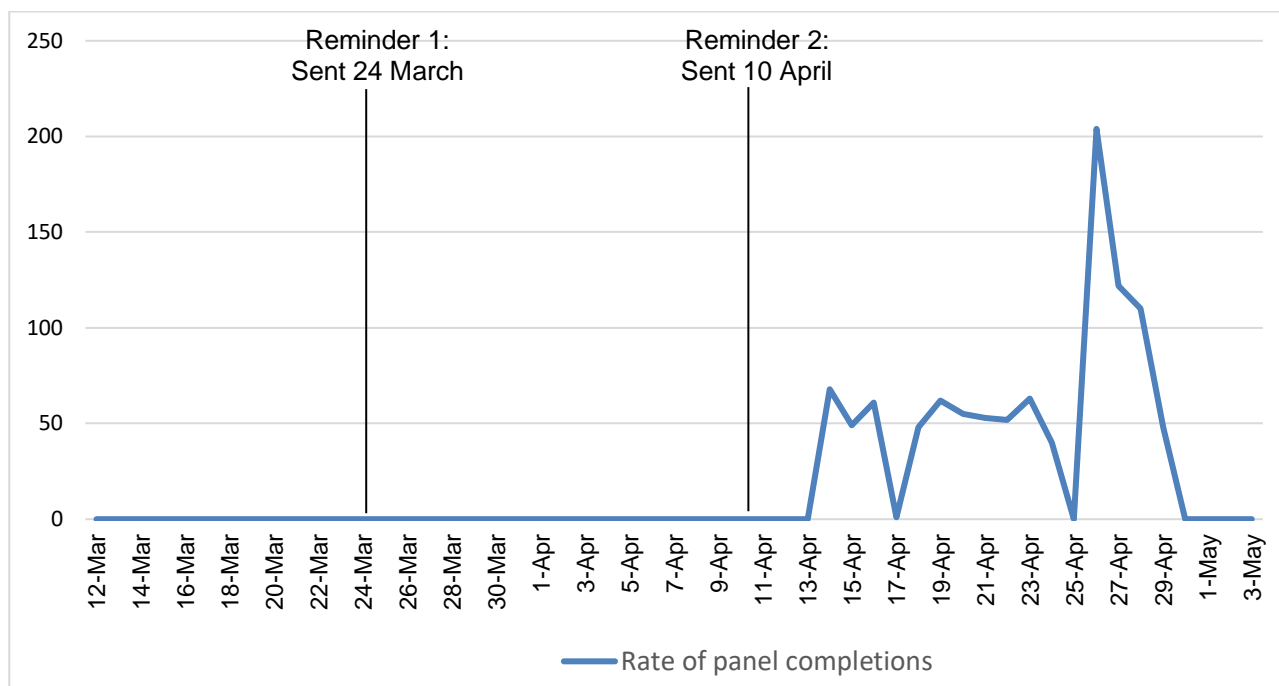
As illustrated below in Figure 1, spikes in numbers of completes can be attributed to the sending of initial invitation letters and subsequent rounds of reminder letters, each instigating a rapid response.

Figure 1: Number of completes for push-to-web over time



Fieldwork for the online panel component was conducted to coincide with push-to-web households receiving the final reminder, with the first online panel complete recorded on 13 April 2021. This allowed for targeting based on where groups were underrepresented in the push-to-web sample at the time. Rate of completion over time can be seen in Figure 2.

Figure 2: Number of completes for panel over time



1.9 Data processing

With the exception of the coding of responses to open-ended questions, no data entry phase was required for this 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 on the subject matter of the study and a written set of instructions was made available to ensure accuracy. Code frames for open questions asked in previous waves were used as a starting point, with any relevant new codes approved by the research team.

Some additional backdated recoding was also conducted at Wave 4 for question UK1a, with data for waves 1-3 retrospectively updated and the new code included at Wave 4¹⁷. This allowed a code for 'Concerns about privatisation of the NHS' to be included and tracked as a distinct code. Previously, comments of this nature had been coded under a broader code of 'Could/will affect quality of products/goods, reduce safety & food standards/animal welfare rights/privatisation of the NHS.

¹⁷ You stated that the UK signing free trade agreements with countries outside the European Union would have a [positive/negative/no impact] on the UK. What makes you say this?

1.10 Recommended note on impact of mode changes

Long version

Readers should treat comparisons at waves 3 and 4 with data from waves 1 and 2 **with additional caution**. Caution should always be exercised when tracking survey data, but extra caution should be taken in this instance due to the mode changes that were introduced in Wave 3.

Waves 1 and 2 of the DIT Public Attitudes to Trade Tracker combined push-to-web invites with a face-to-face administered CASI approach. Each element comprised roughly 50% of the achieved sample. Due to the COVID-19 outbreak, the face-to-face fieldwork element for waves 3 and 4 were unable to go ahead on this basis. As a result, the push-to-web sample size was increased (74% of the final sample), with online panel interviews (26% of the final sample) used to supplement the push-to-web approach. This ensured a more representative sample with more scope for sub-group analysis¹⁸.

BMG has conducted an in-depth analysis as to the impacts of the change. Their analysis concluded that, considered in isolation, the impact of mode was negligible on responses. However, though very consistent across most key demographic variables, the sample composition was slightly affected with respect to the educational profile of the sample. This resulted in the introduction of an education weight at waves 3 and 4 to allow for more reliable comparisons across waves. Accordingly, whilst BMG has concluded that tracking against waves 1 and 2 can still be done so credibly, small shifts – even if statistically significant – should be treated with additional caution and without strong emphasis.

Shortened version

Due to changes in our survey modes used as a result of the COVID-19 pandemic, readers should treat comparisons at waves 3 and 4 with data from waves 1 and 2 **with additional caution**. Whilst BMG has concluded that tracking against waves 1 and 2 can still be done so credibly, small shifts – even if statistically significant – should be treated with additional caution and without strong emphasis.

¹⁸ Please note that in each wave a small number of telephone interviews were also conducted to maximise accessibility.

2 Survey structure

2.1 Introduction

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

We appreciate that Covid-19 is having a profound impact on people's lives at the moment. We would like to ask you a few questions to understand your thoughts about how the UK trades with countries around the world following the Covid-19 outbreak.

The survey takes on average 20 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

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](#)

2.2 Background

Firstly, a few quick questions about you...

ASK ALL

S1. **Are you?**

[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 |

If S2=2 OR 9

S2a. **Were you born before or after 24th June 1998?**

[Single Response]

| | |
|--|---|
| Yes, I was born <u>before</u> 24 th June 1998 | 1 |
| No, I was born after (or on) 24 th June 1998 | 2 |
| Prefer not to say | 3 |

2.3 Awareness, Engagement and Knowledge

[Section GRIDs IK1 and IK2 to have randomised order]

ASK ALL

IK1. How **interested** would you say you 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 **knowledgeable** 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 knowledgeable |
|---|--------------------|----------------------|------------------------|--------------------------|
| 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 | | | | |

SPLIT: ASK HALF OF THE RESPONDENTS CV1 AND HALF FT1&2

SHOW 50% [RANDOM SELECTION]

CV1: Which of the following topics do you recall having seen or heard about in the last 3 months?

- The end of the UK-EU transition period
- Joe Biden becoming president of the USA
- The signing of the UK-Japan free trade agreement
- The development of a vaccine against the novel coronavirus, covid-19
- The UKs plan to join the Comprehensive and Progressive Trans-Pacific Partnership (CPTPP), a trade bloc containing countries such as Singapore, Vietnam, Japan, Canada, and Mexico
- The UK hosting the G7 (Group of 7) later this year
- None of the above

SHOW 50% [RANDOM SELECTION]

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*).

1. Yes
2. No
3. Unsure

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_____

SHOW ALL:

We'd now like you to think about free trade agreements

ASK ALL

FT4. In general, would you say that you support or oppose the UK establishing free trade agreements with countries outside the European Union?

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

2.4 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 less restrictive 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 from UK1]* 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 on you and your daily life?

[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 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

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 more jobs being created overall, or fewer jobs 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 |

ASK ALL

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 higher wages, or lower wages?

[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 |

ASK ALL

UK5. Thinking about just the UK as a whole, do you think that increased free trade would result in a decrease in the price of goods and services, or an increase in the price of goods and services?

Increased free trade will...

[Single Response]

| | Price of goods and services UK |
|--------------------------------|--------------------------------|
| Significantly increased prices | 1 |
| Slightly increased prices | 2 |
| No change in prices | 3 |
| Slightly decreased prices | 4 |
| Significantly decreased prices | 5 |
| Don't know | 6 |

ASK ALL

UK6. **Still thinking about the UK as a whole, do you think that increased free trade would result in the availability of higher quality goods and services, or lower quality 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 |

ASK ALL

CG. **Which of the following best describes your view of the quality of consumer goods from the following countries?**

Please tick one option per row

| | Very poor quality | Poor quality | Neither poor nor good | Good quality | Very good quality | Don't know |
|-------------|-------------------|--------------|-----------------------|--------------|-------------------|------------|
| USA | | | | | | |
| China | | | | | | |
| Australia | | | | | | |
| New Zealand | | | | | | |
| India | | | | | | |
| Japan | | | | | | |

ASK ALL

CG_2. And which of the following best describes your view of the quality of consumer goods from the following countries?

Please tick one option per row

| | Very poor quality | Poor quality | Neither poor nor good | Good quality | Very good quality | Don't know |
|----------------------------|-------------------|--------------|-----------------------|--------------|-------------------|------------|
| Brazil | | | | | | |
| United Arab Emirates (UAE) | | | | | | |
| Saudi Arabia | | | | | | |
| Vietnam | | | | | | |
| Singapore | | | | | | |
| Canada | | | | | | |
| Mexico | | | | | | |

2.5 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 |

ASK ALL

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 came into force in December 2018.

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 | | | | | | |

ASK ALL

TP2. ... and 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 |
|----------------------------|------------------|------------------|----------------------------|-----------------|-----------------|------------|
| Brazil | | | | | | |
| United Arab Emirates (UAE) | | | | | | |
| Saudi Arabia | | | | | | |

ASK ALL

TP2i. The UK has trade agreements with some countries already. To what extent would you support or oppose the UK enhancing existing free trade agreements with the following countries?

[Single Response per row]

| | Strongly support | Somewhat support | Neither support nor oppose | Somewhat oppose | Strongly oppose | Don't know |
|-----------|------------------|------------------|----------------------------|-----------------|-----------------|------------|
| Canada | | | | | | |
| Mexico | | | | | | |
| Vietnam | | | | | | |
| Singapore | | | | | | |

(SHOW BOTH TP2C AND TP2D ON THE SAME PAGE)

ASK ALL

TP2c. Please select up to three considerations you think the UK government should be giving the highest priority to when negotiating free trade agreements with the following countries?

Please select up to three options

| | USA | Australia | New Zealand |
|---|-----|-----------|-------------|
| Increasing UK exports to this other country | | | |
| Protecting human rights in this other country | | | |
| Ensuring that people in the UK and this other country have the same rights to live and work in each others countries. | | | |
| Maintaining environmental standards in the UK | | | |
| Maintaining product standards in the UK | | | |
| Not increasing the cost of goods/services in the UK | | | |
| Creating new jobs in the UK overall | | | |
| Protecting existing jobs in the UK overall and creating new ones | | | |
| Protecting public services like the BBC and NHS | | | |
| Protecting UK farmers | | | |
| Maintaining current UK food standards | | | |
| Protecting rights for UK workers | | | |

| | | | |
|--|--|--|--|
| Promoting investment in each other's countries | | | |
| Maintaining animal welfare standards in the UK | | | |
| Protecting the right of the UK government to make laws for us | | | |
| Make it easier for British technology companies to enter new markets | | | |

ASK ALL

TP2d. **Please select up to three considerations you think the UK government should be giving the least priority to when negotiating free trade agreements with the following countries?**

Please select up to three options

| | USA | Australia | New Zealand |
|---|-----|-----------|-------------|
| Increasing UK exports to this other country | | | |
| Protecting human rights in this other country | | | |
| Ensuring that people in the UK and this other country have the same rights to live and work in each others countries. | | | |
| Maintaining environmental standards in the UK | | | |
| Maintaining product standards in the UK | | | |
| Not increasing the cost of goods/services in the UK | | | |
| Creating new jobs in the UK overall | | | |
| Protecting existing jobs in the UK overall and creating new ones | | | |

| | | | |
|--|--|--|--|
| Protecting public services like the BBC and NHS | | | |
| Protecting UK farmers | | | |
| Maintaining current UK food standards | | | |
| Protecting rights for UK workers | | | |
| Promoting investment in each other's countries | | | |
| Maintaining animal welfare standards in the UK | | | |
| Protecting the right of the UK government to make laws for us | | | |
| Make it easier for British technology companies to enter new markets | | | |

ASK ALL

TP2e. **Which of these considerations would make another country an appealing trading partner to you? Please select up to three top considerations and up to three bottom considerations.**

Please select up to three options for top considerations and up to three options for bottom considerations.

| | Top considerations (tick up to three) | Bottom considerations (tick up to three) |
|--|---------------------------------------|--|
| Lower prices of products coming from this country | | |
| Having strong workers' rights, such as health and safety rules, family benefits and sick pay | | |
| Country specialises in goods and services the UK doesn't produce | | |
| Country produces high quality consumer goods | | |
| Environmentally considerate | | |
| High standards of animal welfare | | |
| Culturally similar to the UK | | |
| Respects human rights | | |
| Respects international trade law | | |

| | | |
|----------------------------------|--|--|
| Similar food standards to the UK | | |
| Having a strong economy | | |
| Having a stable government | | |
| Country protects consumer data | | |
| Something else (write in) | | |
| None of the above [exclusive] | | |

ASK ALL

JP1. **On 23rd October 2020, the UK and Japan signed a free trade agreement between the two nations.**

Prior to today, were you aware of the UK-Japan free trade agreement?

[Single Response]

1. Yes
2. No
3. Don't Know

IF 'YES' AT JP1

JP2. **What topics, if any, do you remember hearing about this?**

Please select all that apply. (randomise list, multiple choice except for codes 7 to 10)

1. Japan supporting the UK to join the CPTPP
2. Technology and maximising opportunities for digital trade
3. The impact on different types of businesses, for example those who produce food and drink, or the creative and financial services industries
4. The impact on our economy or Gross Domestic Product (GDP)
5. How this deal can help the UK recover from covid-19
6. I remember hearing about the negotiation objectives but not any specific topics
7. Something else
8. Nothing
9. Don't know

ASK ALL

CV2: **Here are some pairs of statements. Please indicate where your own view lies on a 10-point scale where 0 means complete agreement with the statement on the left, 10 means complete agreement with the statement on the right, and 5 means you don't agree with either of the statements or that your views are mixed or balanced on the issue in question.**

[Randomise]

Pair 1)

It's best to protect our own domestic industries by applying higher taxes to imports

vs

tax free trade between different countries is the most effective way to encourage our businesses and economy to grow

Pair 2)

We should prevent essential goods manufactured in the UK from being exported, allowing us to assist our own nation best

vs

We should prioritise protecting the worldwide supply of essential goods, allowing food and medicines to cross borders without restrictions.

Pair 3)

For our economic recovery following covid-19 the UK should embrace international trade, ensuring a free flow of imports and exports of goods and services

Vs

For our economic recovery following covid-19 the UK should become self-sufficient and less reliant on imports from other countries

Pair 4)

The UK should prioritise signing agreements with as many countries as possible so we have lots of options to source goods for us to buy

Vs

We should focus on building our own industries so we can supply ourselves

Pair 5)

Consumer data should be shared freely and openly across borders to support innovation, collaboration and boost economic growth

Vs

Tight controls should be placed on the cross-border sharing of consumer data to ensure everyone's privacy is protected and data is used appropriately

ASK ALL

ECON. Do you think the general economic conditions of the country will improve, stay the same or get worse over the next 12 months?

1. Improve
2. Stay the same
3. Get worse
4. Don't know

2.6 Voter behaviour

IF AGED 25+ OR BORN BEFORE 24TH JUNE 1998 (S2A=1)

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 |

ASK IF TOO YOUNG TO VOTE AT THE EU REFERENDUM AT EU1 (IF S2A=2 OR S2=1)

EU3. **Although you were too young to vote, how do you think you would have voted at the EU referendum?**

[Single response]

| | |
|--|---|
| I would have voted to leave the European Union | 1 |
| I would have voted to remain in the European Union | 2 |
| I do not know how I would have voted | 3 |
| Prefer not to say | 4 |

2.7 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 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 |
| £90,000 – £99,999 | 10 |
| More than £100,000 | 11 |
| Prefer not to say | 98 |

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