Department for International Trade

Public Attitudes to Trade Tracker Wave 5

Technical Report

Prepared by: BMG Research

November 2022

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1.1 Aims

The Department for International Trade (DIT) set out an ambitious set of trade and investment objectives in the 2021 Spending Review, focused on achieving 4 priority outcomes:

- secure world-class free trade agreements and reduce market access barriers, ensuring that consumers and businesses can benefit from both
- encourage economic growth and a green industrial revolution across all parts of the UK through attracting and retaining inward investment
- support UK business to take full advantage of trade opportunities, including those arising from delivering Free Trade Agreements, facilitating UK exports
- champion 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.

Five waves of fieldwork have been completed to date. The first baseline wave concluded in January 2019, the second in August 2019, the third in August 2020, the fourth in May 2021, and final reports for the first 4 waves have been published by DIT. This report outlines the methodology and approach for wave 5 of the research[1]. Fieldwork for this wave was carried out between October 2021 and January 2022.

1.2 Methodology

Waves 1 and 2 of the DIT Public Attitudes to Trade Tracker combined push-to-web[2] 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 for wave 3 and subsequent waves was increased, with online panel used to supplement the push-to-web approach to ensure a more representative sample with more scope for sub-group analysis.

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[1] The technical reports for waves 1, 2, 3 and 4 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
https://www.gov.uk/government/publications/public-attitudes-to-trade-tracker-patt-wave-4
[2] Push-to-web involves sending letters to households and asking them to complete an online survey.

The path of the COVID-19 pandemic resulted in this approach being maintained in wave 4 and wave 5. At wave 5, 64% of the final sample achieved via push-to-web (1,907 interviews), and 36% via online panel (1,082 interviews).[3]

This proportion completed via push-to-web is lower in wave 5 (64%) than in wave 4 (74%) due to a lower overall response rate via push-to-web. At wave 4, a response rate of 25% was achieved, versus 16% this wave. The response rate at wave 4 was particularly high, possibly due to people having more time to do surveys as a result of the greater prevalence of COVID-19 restrictions during the wave 4 (and possibly wave 3) fieldwork period. The response rate at wave 5 returned to a more normal level, closer to that seen in waves 1 and 2 prior to the pandemic.

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

Table 1: Sample composition by wave

Wave	Push-to-web	Push-to-web response rate	CASI	Online Panel	Total
1	1,149	19%	1,251	N/A	2,400
2	1,130	19%	1,219	N/A	2,349
3	2,374	20%	N/A	850	3,224
4	2,953	25%	N/A	1,036	4,009
5	1,907	16%	N/A	1,082	2,989

Analysis on the impacts of the methodological changes at wave 3 concluded that the impact of the mode on the way people were answering survey questions was negligible.

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 proportion within the actual population on this variable. For waves 3, 4, and 5 an additional educational weight has been included, rather than retrospectively adjusting wave 1 or 2.

Despite these changes to methodology, BMG 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.

Moreover, given the negligible impact of mode on responses and the consistency in weighting approach, we are confident that tracking responses at wave 5 against wave 4 is entirely credible despite the lower proportion of push-to-web interviews.

[3] 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 5 (total of 15).

1.3 Research phasing

The research was administered by BMG Research. Timings of wave 5 were as follows:

- cognitive interviews: 27 September to 3 October 2021[4]
- main stage fieldwork, push-to-web: 26 October 2021 to 4 January 2022[5]
- main stage fieldwork, online panel: 7 December 2021 to 22 December 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 5 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 waves 4 and 5), 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.

Consistent with waves 3 and 4, the full database at wave 5 comprised 12,000 individual addresses, with the number of invites boosted in each of the devolved nations. This ensured sufficient base sizes to allow reliable regional analysis (see Table 2 below).

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[4] 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.
[5] Letters were sent on 25 October 2021, with the first survey completes recorded on 26 October 2021.

To help ensure randomisation in each household, the letter asked the person whose birthday is coming up next to complete the survey.

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 target interviews via online panel interviews (36% 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 interviews[6].

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. The sample was not self-selecting. Rather, respondents were targeted based on their demographic criteria.

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 subpopulations or 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 estimates[7]. This was entirely consistent with the selection process utilised in waves 1 to4.

[6] For more information, please see: https://savanta.com/data-collection-analysis/
[7] 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)

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.

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 to10 (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 analysis[8].

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.

1.4 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 minimum target of approximately 2,400 was set, including a 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 200 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 2,600. 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.

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[8] 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 2,600

Devolved Nation	Regional breakdown from 2,400 Sample	Boost	Total	Margin of error (95%)[9]
England	~2000	0	2,000	±2.19%
Scotland	~200	0	200	±5.66%
Wales	~125	75	200	±5.66%
Northern Ireland	~75	125	200	±5.66%
Total	**2,400**	**200**	**2,600**	**±1.55%**

Table 5: Targets by region and age – presumes overall final sample size of 2,600[10]

Region	Total	16-24	25-34	35-44	45-54	55-64	65-74	75+
East Midlands	221	26	33	35	38	34	29	26
East of England	173	23	27	25	28	28	23	19
London	313	41	69	64	51	40	26	22
North East	97	13	15	13	15	16	13	11
North West	261	34	43	39	43	41	33	28
South East	326	41	48	51	56	51	42	38
South West	204	25	29	28	33	33	29	27
West Midlands	210	29	35	32	34	32	26	23
Yorkshire and The Humber	196	28	33	29	32	30	25	21
Scotland	200	25	33	30	33	33	26	21
Wales	200	27	31	28	31	32	28	24
Northern Ireland	200	27	33	32	34	32	23	20
Total	**2,600**	**338**	**429**	**407**	**426**	**401**	**323**	**278**

[10] Presumes 2,600 sample size and including 200 in each of Wales, Scotland, and Northern Ireland.

1.5 Questionnaire design

To allow for tracking of data, much of the questionnaire in wave 5 has remained the same as waves 1 to4. Question wording, section order and structure have remained the same to minimise potential order effects.

However, some additions and changes were made at wave 5. Changes include:

- a question asking about the sources through which respondents had heard stories or news about trade
- questions about awareness of the Gulf Cooperation Council and support for entering formal trade talks
- questions about awareness of the World Trade Organisation and the UK's role within it
- a values-based question asking about the importance of human rights when choosing trading partners
- in some instances, while the questions remain the same, specific response options have changed to reflect emerging priorities

1.6 Cognitive interviewing

The quality of data collected in a survey is partially determined by respondents interpreting each question according to its intended meaning. Pre-testing attempts to ensure consistent interpretation of questions by subjecting the questionnaire to testing exploring respondent comprehension, retrieval of information, judgment or estimation, and selection of a response to a given question.

Cognitive interviewing[11] 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.

For wave 5, a total of 14 questions were tested in 9 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 Monday 27 September and Sunday 3 October 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.

[11] 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

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.

1.7 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 25 October 2021, with the first completed survey recorded on 26 October 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.

1.7.1 Push-to-web data collection

At wave 5, 64% of the final sample achieved via push-to-web (1,907 interviews), and 36% via online panel (1,082 interviews).[12]

For the push-to-web component, all 12,000 sampled households were sent an initial invitation on 25 October 2021. A first reminder was sent to those households who had not completed the survey on 17 November, with a second and final reminder sent on 3 December. 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 7 and 8, below, break the final achieved unweighted sample down in more detail, including the completes achieved via the online panel approach.

[12] 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 5 (total of 15).

Table 6. Invitations and reminders

Letter sent	Number of letters sent	Number of completed surveys	Cumulative overall response rate
Initial invitation	12,000	686	5.7%
1st reminder	11,171	563	10.4%
2nd reminder	10,571	658	15.9%

Table 7: Wave 1 to5 final unweighted sample composition by nation

Region	Wave 1	Wave 2	Wave 3	Wave 4	Wave 5
England	1,819	1,747	2,410	3,102	2302
Scotland	202	202	302	316	241
Wales	213	203	282	294	242
Northern Ireland	166	197	230	297	204
Total	**2,400**	**2,349**	**3,224**	**4,009**	**2,989**

Table 8: Wave 5 final unweighted composition by region and age

Region	Total	16 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65-74	75+
East Midlands	199	20	27	29	31	38	36	16
East of England	263	28	38	35	51	36	48	25
London	355	44	84	70	50	50	35	17
North East	94	10	12	15	15	18	19	5
North West	286	36	43	44	43	49	42	27
South East	411	39	52	64	69	67	73	43
South West	247	15	28	30	43	56	40	32
West Midlands	242	26	45	32	42	41	36	18
Yorkshire and The Humber	205	19	29	31	33	35	38	19
Scotland	241	17	38	38	39	43	43	20
Wales	242	17	32	34	29	58	41	29
Northern Ireland	204	20	18	30	43	38	31	20
Total	**2,989**	**291**	**446**	**452**	**488**	**529**	**482**	**271**

1.8 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 Region[13]. These tend to be the basic minimum variables required for weighting on public attitude projects
- indices of Multiple Deprivation (IMD)[14]. 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 Vote[15]
- education level. Targets were taken from the 2017 Annual Population Survey[16]. As discussed in section 1.2, the CASI methodology in waves 1 and 2 had reached more respondents with lower levels of educational attainment and was 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 waves 4 and 5. Otherwise, the approach to weighting has been consistent since wave 1[17].

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 71%[18]. 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	2,302	1,825	79%
Scotland	241	129	54%
Wales	242	110	46%
Northern Ireland	204	114	56%
Total	**2,989**	**2,131**	**71%**

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13 Details of ONS 2019 Mid-year population estimates can be found here: https://www.ons.gov.uk/peoplepopulationandcommunity/populationandmigration/populationestimates

14 Details of Indices of Multiple Deprivation (IMD) statistics can be found here: https://www.gov.uk/government/statistics/english-indices-of-deprivation-2015

15 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

16 Details of the Annual Population survey can be found here: Annual population survey (APS) QMI - Office for National Statistics

17 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.

18 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	14%	14%	14%	15%
	25 to 34	17%	17%	16%	17%
	35 to 44	16%	15%	14%	16%
	45 to 54	17%	17%	17%	18%
	55 to 64	15%	16%	16%	15%
	65 to 74	12%	13%	14%	11%
	75+	9%	9%	10%	8%
Total Male		**100%**	**100%**	**100%**	**100%**
Female	16 to 24	13%	12%	13%	13%
	25 to 34	16%	16%	15%	16%
	35 to 44	16%	14%	14%	16%
	45 to 54	17%	17%	17%	17%
	55 to 64	15%	16%	16%	15%
	65 to 74	12%	13%	14%	12%
	75+	12%	11%	13%	11%
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%**

Table 12: EU Referendum voting behaviour weight

EU Referendum Vote	Weight
Leave	37%
Remain	35%
Did not vote	28%
Total	**100%**

Table 13: Education weight

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

As a sample of the population was interviewed, the results are subject to a margin of error around various estimates. This means that, given the random nature of the sampling process, we can be confident that the actual result lies somewhere within the margin of error.

At a 95% level of confidence, the total sample size for wave 5 provides an overall margin of error of 1.8%. Subgroups will be subject to a higher margin of error, so any conclusions drawn should be treated with caution, particularly where the base sizes are less than 50. As a guide, Table 14 shows indicative sample sizes and the accompanying margin of error for each.

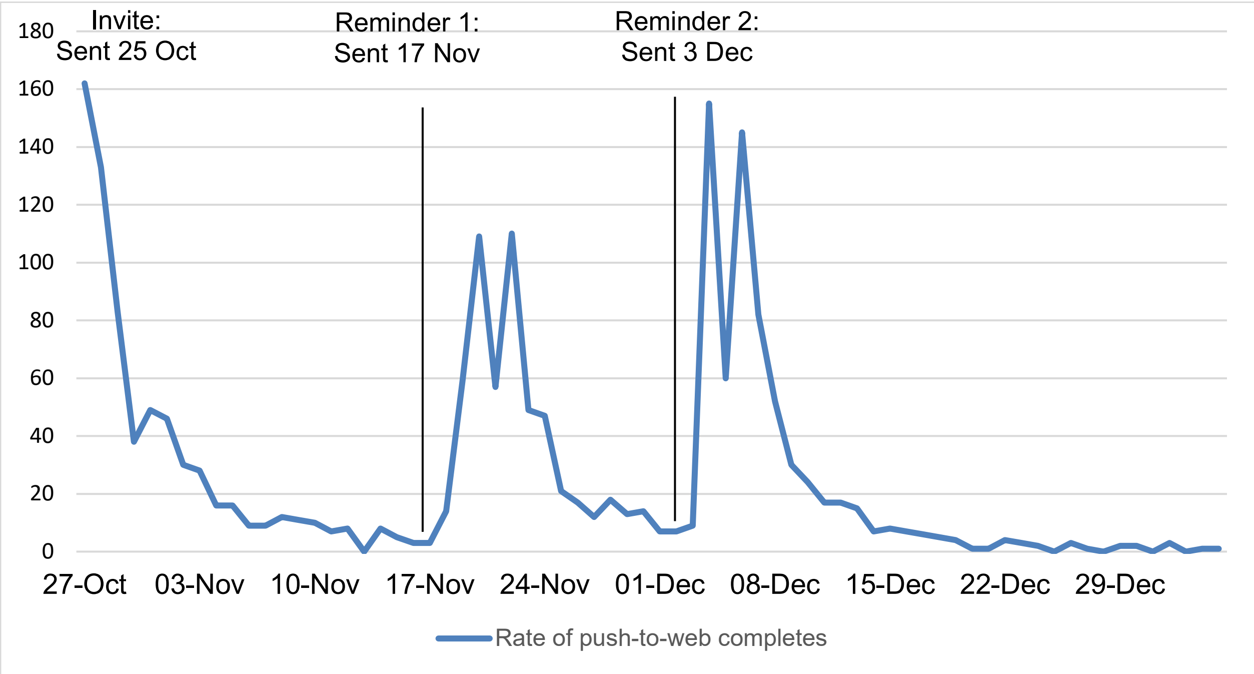
Table 14: Margin of errors at different sample sizes

Sample size	Margin of error (95%)
2,989 (total sample size)	1.8%
2,000	2.2%
1,500	2.5%
1,000	3.1%
500	4.3%
100	9.8%
50	13.9%

1.9 Fieldwork

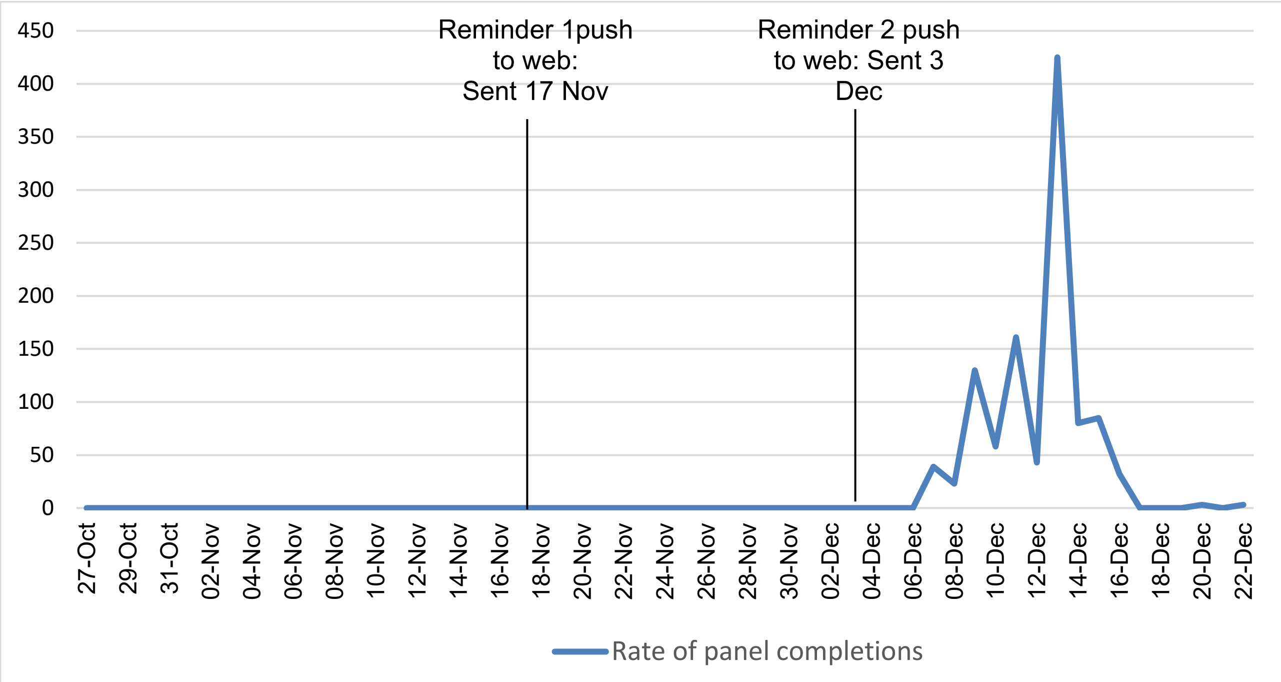
As illustrated below in Figure 1, spikes in numbers of completes can be attributed to the sending of initial invitation letters and subsequent rounds of reminder letters, each instigating a rapid response.

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 6 December 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



1.10 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.

1.11 Recommended note on impact of mode changes

Readers should treat comparisons at waves 3 to 5 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 with online panel interviews used to supplement the push-to-web approach. This ensured a more representative sample with more scope for sub-group analysis[19].

BMG Research 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 wave 3 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.

[19] 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 continues to impact on people's lives right now. 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
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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

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
S2a. **Were you born before or after 24th June 1998?**
[Single Response]

I was born before 24th June 1998	1
I was born after (or on) 24th 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 <u>interested</u> 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 <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 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&1a

SHOW 50% [RANDOM SELECTION]
CV1: **Which of the following topics do you recall having seen or heard about in the last 3 months?**

The UK and New Zealand agreed on core elements of a free trade agreement (FTA) and reached agreement in principle, which is the first step towards singing an FTA	1
The DIT Consultation on a UK-India Free Trade Agreement and the visit of Trade Minister Goyal to the UK	2
The Tokyo 2020 Olympic and Paralympic Games	3
The UK and Australia agreed on core elements of a free trade agreement (FTA) and reached agreement in principle, which is the first step towards singing an FTA	4
Progression of the UK covid-19 vaccination programme	5
The UK and New Zealand agreed on core elements of a free trade agreement (FTA) and reached agreement in principle, which is the first step towards singing an FTA	6
The UK hosting the COP 26 (UN climate change conference this year)	7
The UK and USA have paused their free trade agreement negotiations while the US administration reviews their approach to trade policy	8
The UK and US reaching a landmark deal on Large Civil Aircraft resolving Airbus Boeing tariffs	9
None of the above	10

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*).

Yes	1
No	2
Unsure	3

Ask IF Yes at FT1
FT1A. **From which sources have you heard stories or news about trade?**
(multicode, random)

Department for International Trade (DIT)	1
A different government department, or the UK government more generally [FIX AFTER CODE 1]	2
A foreign government	3
A trade body	4
A consumer organisation	5
A charity	6
An international body	7
A bank or financial organisation	8
Businesses based in the UK	9
Friends and Family	10
In the news (in newspapers, on TV, on the radio, or online news websites)	11

On social media	12
Academics or think-tanks	13
A regulatory body	14
Other (please specify)	15
Don't know or don't remember (standalone, fixed at end)	16
None, nothing	17

ASK ALL
FT1B. If you wanted to find out more about trade, which of the following sources would you use? (multicode, random)

Department for International Trade (DIT)	1
A different government department, or the UK government more generally [FIX AFTER CODE 1]	2
A foreign government	3
A trade body	4
A consumer organisation	5
A charity	6
An international body	7
A bank or financial organisation	8
Businesses based in the UK	9
Friends and Family	10
In the news (in newspapers, on TV, on the radio, or online news websites)	11
On social media	12
Academics or think-tanks	13
A regulatory body	14
Other (please specify)	15
Don't know or don't remember (standalone, fixed at end)	16
None, nothing	17

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?**

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

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 <u>on the UK overall?</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 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 <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
____

<u>UK3-UK6 SCALES FLIPPED IN CONJUNCTION WITH ONE ANOTHER</u>

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

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 <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

Ask all
UK5. **Thinking about just the UK as a whole, do you think that increased free trade would result in <u>a decrease in the price</u> of goods and services, or an <u>increase in the price</u> 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 <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

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
GCC. **How aware are you of the Gulf Cooperation Council (GCC)?**
[Single Response– reverse scale order for ½ of the sample]

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

Ask all
The Gulf Cooperation Council (GCC) is a regional trade union between Saudi Arabia, United Arab Emirates, Bahrain, Kuwait, Oman, and Qatar.
GCCA. **To what extent would you support or oppose the UK entering into formal trade talks with the GCC?**
[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
Knowledge / awareness of the WTO: WTOKnow
How aware are you of the of the World Trade Organisation (WTO)?

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

Ask all
QWTO2: Priorities for WTO agreement
The World Trade Organization or WTO is an organisation where countries come together to discuss, agree and enforce the rules of international trade.
Which, if any, of the following issues do you think the WTO should prioritise when setting new rules for international trade? (choose up to three)

Protecting the environment	1
Helping developing or poor countries	2
Helping to end the Covid pandemic	3
Ensuring all countries follow the rules on international trade	4
Reducing tariffs and other barriers to international trade	5
Investing, for example UK companies investing overseas and foreign companies investing in the UK	6
Buying and selling online (also known as trade in e-commerce and digital trade)	7
Protecting human rights, for example gender equality	8
Other (please specify)	9
Don’t know – EXCLUSIVE, FIX POSITION	10

Ask all
QWTO3: The leadership role of the UK in the WTO
To what extent do you agree or disagree that the UK should take a leading role within the World Trade Organization (WTO)? -By leading role we mean the UK being proactive and taking a lead in influencing the negotiation and enforcement of international trade rules to promote free trade

Strongly agree	1
Agree	2
Neither agree nor disagree	3
Disagree	4
Strongly disagree	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						
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, randomise order of codes, show three countries at random to each respondent
TP2c. **Please select up to three considerations you think the UK government should be giving the <u>highest priority</u> to when negotiating free trade agreements with the following countries?**
Please select up to three options

	USA	Mexico	Saudi Arabia	United Arab Emirates (UAE)	India
Increasing UK goods exports to this other country					

Increased opportunities for selling services to this other country					
Protecting human rights and equality in this other country(for example, protecting equality based on gender or sexuality)					
Ensuring that people in the UK and this other country have the same rights to live and work in each other's countries.					
Maintaining environmental standards in the UK					
Maintaining product standards in the UK					
Not increasing the cost of goods/services in the UK					
Protecting existing jobs in the UK and creating new ones					
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					
Make it easier and cheaper to buy online from businesses in this country					

Ask all, randomise order of codes, show three countries at random to each respondent
TP2d. **Please select up to three considerations you think the UK government should be giving the <u>least priority</u> to when negotiating free trade agreements with the following countries?**
Please select up to three options

	USA	Mexico	Saudi Arabia	United Arab Emirates (UAE)	India
Increasing UK goods exports to this other country					
Increased opportunities for selling services to this other country					
Protecting human rights and equality in this other country (for example, protecting equality based on gender or sexuality)					
Ensuring that people in the UK and this other country have the same rights to live and work in each other's countries.					
Maintaining environmental standards in the UK					
Maintaining product standards in the UK					
Not increasing the cost of goods/services in the UK					
Protecting existing jobs in the UK and creating new ones					
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					
Make it easier and cheaper to buy online from businesses in this country					

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

Pair 6 – fix at bottom)
The UK should only have trading relationships with like-minded democracies that respect equality and the rule of law, even if these limits exporting opportunities for UK businesses and consumers lose out on cheaper or better goods and services.
Vs
The UK should embrace international trade to bring benefits to consumers, even if that means trading with nations that don't have our standards on democracy and equality.

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

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

2.6 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

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	97
Prefer not to say	98

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
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

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.

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