Public Attitudes to Trade Tracker Wave 7

Technical Report

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1.1 Aims

The Department for International Trade (DIT), which was incorporated in February 2023 into the Department for Business and Trade (DBT). The Department for Business and Trade is the department for economic growth. DBT supports businesses to invest, grow and export, creating jobs and opportunities across the country. The department plays a critical role in driving the governments manifesto commitments on industrial strategy, investment, small business, trade and employment rights.

DBT view the UK public as an important group of stakeholders. 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 in the development of communications. In September 2018 DBT 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.

Seven 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
- the fifth in January 2022
- the sixth in September 2022
- the seventh in July 2023

Final reports for the first 6 waves have been published by DBT, and can be found here. This report outlines the methodology and approach for wave 7 of the research[1]. Fieldwork for this wave was carried out between May and July 2023. This was during the administration of the previous government.

1.2 Methodology

[1] The technical reports for waves 1 to 6 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
https://www.gov.uk/government/publications/public-attitudes-to-trade-tracker-patt-wave-5
https://www.gov.uk/government/publications/public-attitudes-to-trade-tracker-patt-wave-6

Waves 1 and 2 of the DBT 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 an online panel used to supplement the push-to-web approach to ensure a representative sample with more scope for sub-group analysis was achieved.

This approach was maintained in waves 4 to 7. At wave 7, 63% of the final sample was achieved via push-to-web (1,817 interviews), and 37% via online panel (1,055 interviews). This is in line with waves 5 and 6.

For waves 5 to 7, the proportion who completed via push-to-web was lower than was the case in waves 3 and 4 (73% and 74% respectively). This was due to a lower overall response rate via push-to-web. At waves 5 and 6 a response rate of 16% was achieved, and at wave 7 a response rate of 15% was achieved. This compares to a response rate of 20% at wave 3, and 25% at wave 4.

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	2,973	25%	N/A	1,036	4,009
5	1,907	16%	N/A	1,082	2,989
6	1,938	16%	N/A	1,120	3,058
7	1,817	15%	N/A	1,055	2,872

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

[2] Push-to-web involves sending letters to households and asking them to complete an online survey.

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, to 7 an additional educational weight has been included, rather than retrospectively adjusting waves 1 and 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 across waves 4 to 7 is entirely credible despite the lower proportion of push-to-web interviews.

1.3 Research phasing

The research was administered by BMG Research. Timings of wave 7 were as follows:

- cognitive interviews: 10 to 13 April 2023[3]
- main stage fieldwork, push-to-web: 2 May to 7 July 2023[4]
- main stage fieldwork, online panel: 27th June to 7 July 2023

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 7 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 to 7), 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

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[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 22 July 2022, with the first survey completes recorded on 23 July 2022.

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 to 6, the full database at wave 7 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).

To help ensure randomisation within each household, the letter asked the person whose birthday was 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 1,055 interviews via online panel (37% 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[5].

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.

[5] For more information, please see: https://savanta.com/data-collection-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 2021 ONS mid-year population estimates[6]. This was entirely consistent with the selection process utilised in waves 1 to 6.

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: Region based variables used in sample stratification

English region / UK 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)

[6] Details of ONS 2021 Mid-year estimates can be found here.

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[7].

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 200 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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[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 2,600

Devolved Nation	Regional breakdown from 2,400 Sample	Boost	Total	Margin of error (95%)[8]
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[9]

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**

[9] 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 7 has remained the same as waves 1 to 6. Question wording, section order and structure have remained the same to minimise potential order effects.

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[10] 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 7, a total of 9 questions were tested in 7 verbal cognitive interviews. Given that extensive testing had been conducted at previous waves, the questions tested for wave 7 focussed on potential new additions and amended questions.

Interviews were conducted either face-to-face or via telephone between 10 to 13 April 2023. Cognitive interview participants completed the interviews via telephone or face-to-face 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?

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[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_Tourangeau_Lance_J_Rips_Kenneth_Rasinski

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 2 May 2023, with the first completed survey recorded on 2 May 2023.

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.

1.8 Push-to-web data collection

At wave 6, 63% of the final sample achieved via push-to-web (1,817 interviews), and 36% via online panel (1,055 interviews)[11].

For the push-to-web component, all 12,000 sampled households were sent an initial invitation on 2 May 2023. A first reminder was sent to those households who had not completed the survey on 22 May, with a second and final reminder sent on 12 June. 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	607	5.1%
1st reminder	11,541	577	9.9%
2nd reminder	10,775	633	15.1%

Table 7 and 8, below, break the final achieved unweighted sample down in more detail, including the completes achieved via the online panel approach.

[11] 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 7 (total of 14).

Table 7: Waves 1 to 7 final unweighted sample composition by nation

Region	Wave 1	Wave 2	Wave 3	Wave 4	Wave 5	Wave 6	Wave 7
England	1,819	1,747	2,410	3,102	2,302	2,361	2,208
Scotland	202	202	302	316	241	253	230
Wales	213	203	282	294	242	239	223
Northern Ireland	166	197	230	297	204	205	211
Total	**2,400**	**2,349**	**3,224**	**4,009**	**2,989**	**3,058**	**2,872**

Table 8: Wave 7 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 to 74	75+
East Midlands	205	20	31	28	31	36	35	24
East of England	255	25	36	38	37	51	32	35
London	305	37	79	60	45	27	31	24
North East	84	6	16	11	13	14	14	10
North West	259	34	42	37	42	47	30	26
South East	385	36	45	59	59	65	62	53
South West	255	18	31	32	38	46	52	33
West Midlands	241	30	37	40	41	38	32	20
Yorkshire and The Humber	219	18	37	35	25	39	44	20
Northern Ireland	211	16	24	38	29	49	35	19
Scotland	230	17	26	30	30	51	42	33
Wales	223	24	25	23	32	46	47	25
Total	**2,872**	281	429	431	422	509	456	322

1.9 Weighting

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

- 2021 ONS Mid-year population estimates: proportional by Age, Gender and Region[12].
- Indices of Multiple Deprivation (IMD)[13]: 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[14]
- education level: Targets were taken from the 2017 Annual Population Survey[15]. 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 to 7. Otherwise, the approach to weighting has been consistent since wave 1[16].

The effective sample size is a measure of the precision of the sampling approach and the efficiency of the weights. In essence, they help assess the strength and accuracy of the survey results by accounting for potential biases and uncertainties introduced by weighting factors. The overall effective proportion was 74%[17]. Table 9, below, outlines the effective sample sizes post weighting across each region:

[12] Details of ONS 2021 Mid-year estimates can be found here.
[13] Details of Indices of Multiple Deprivation (IMD) statistics can be found here.
[14] Details of The Electoral Commission EU Referendum results can be found here.
[15] Details of the Annual Population survey can be found here.
[16] 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.
[17] 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. Effective sample sizes were computed for each UK nation, but when these nations are combined, additional weighting is necessary to account for population sizes, resulting in more extreme weights. Consequently, the overall effective sample size must be smaller than the sum of effective sample sizes for each UK nation.

Table 9: Country effective sample sizes

Region	Unweighted sample size	Effective sample size	Effective Proportion
England	2,208	1,756	80%
Scotland	230	139	60%
Wales	223	157	71%
Northern Ireland	211	138	66%
Total	**2,872**	**2,113**	**74%**

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 by age and gender

	Age	England	Scotland	Wales	Northern Ireland
Male	16 to 24	7%	7%	7%	7%
	25 to 34	8%	8%	8%	8%
	35 to 44	8%	7%	7%	8%
	45 to 54	9%	9%	8%	9%
	55 to 64	7%	8%	7%	7%
	65+	10%	10%	11%	9%
Total Male		49%	48%	49%	49%
Female	16 to 24	7%	7%	7%	7%
	25 to 34	8%	8%	7%	9%
	35 to 44	8%	8%	7%	8%
	45 to 54	9%	9%	9%	9%
	55 to 64	7%	8%	8%	7%
	65+	12%	12%	13%	11%
Total Female		51%	52%	51%	51%

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 7 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.

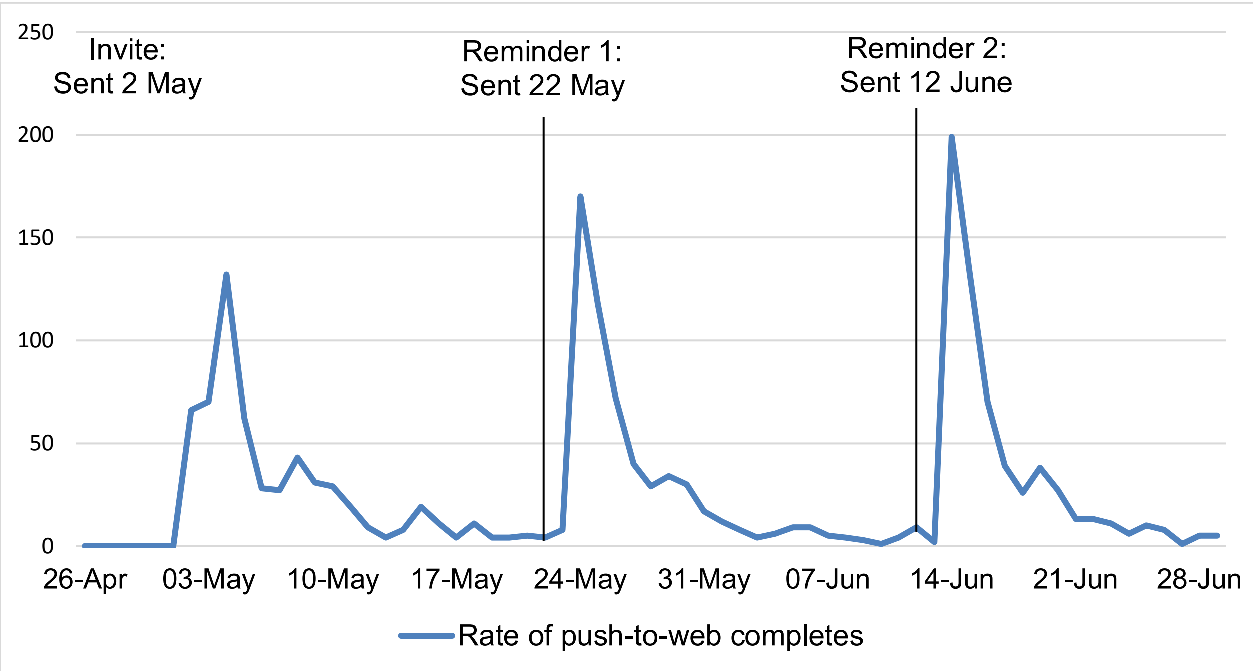
Table 14: Margins of error at different sample sizes

Sample size	Margin of error (95%)
2,872 (total sample size)	1.8%
2,000	2.2%
1,500	2.5%
1,000	3.1%
500	4.4%
100	9.8%
50	13.9%

1.10 Fieldwork

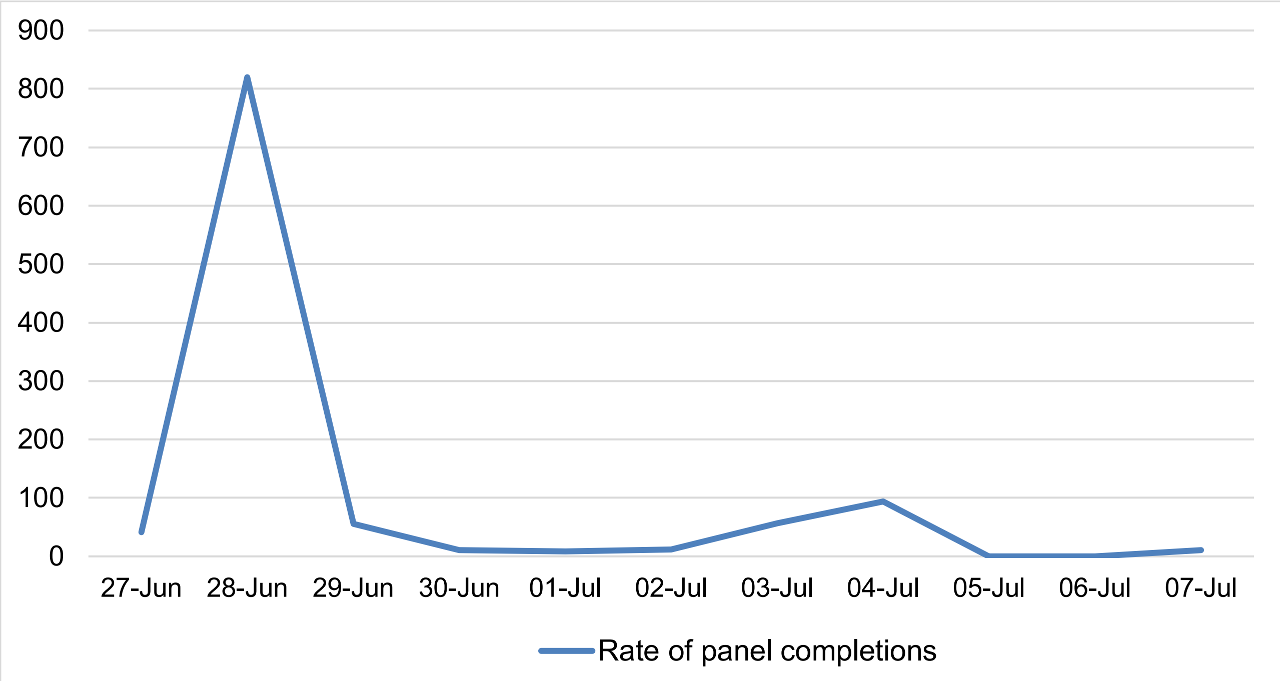
As illustrated below in Figure 1, spikes in numbers of completes can be attributed to the sending of initial invitation letters and subsequent rounds of reminder letters, each 2 instigating a rapid response.

Figure 1: Number of completes for push-to-web over time: 1,817 completes



Fieldwork for the online panel component was conducted after push-to-web households receiving the final reminder (12 June), with the first online panel complete recorded on 27 June 2023. 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: 1,055 completes via panel



1.11 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.

1.12 Recommended note on impact of mode changes

Readers should treat comparisons at waves 3 to 7 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 DBT 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 achievement of a representative sample with more scope for sub-group analysis[18]. This approach was continued for waves 5 to 7 also.

BMG Research conducted an in-depth analysis as to the impacts of the change, further details of which can be found in the technical report accompanying the third wave of the survey (2020). The 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 and in subsequent waves to allow for more reliable comparisons between different iterations of the PATT. 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.

[18] Please note that in each wave a small number of telephone interviews were also conducted to maximise accessibility. Telephone completes are included in the push to web figures.

1.13 Appendix

Survey introductions

ONLINE INTRO

Thank you for agreeing to take part in this survey for the Department for Business and Trade (DBT).

We would like to ask you a few questions to understand your thoughts about how the UK trades with other countries around the world.

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

Screening & Profiling (Section S)

INTRO TEXT

Firstly, a few quick questions about you…

Base: All respondents

SINGLE RESPONSE

S1. Are you?

Code	Answer list
1	Male
2	Female
3	Other
4	Prefer not to say

Base: All respondents

SINGLE RESPONSE

S2. Which of the following age brackets do you fit into?

Code	Answer list	Scripting Notes
	15 or below	**SEEK REFERRAL TO RESIDENT AGED 16+**
1	16-17	
2	18-24	
3	25-34	
4	35-44	
5	45-54	
6	55-64	
7	65-74	
8	75+	
9	Prefer not to say	

Base: Aged 18-24 (S2=2)

SINGLE RESPONSE

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

Code	Answer list
1	I was born before 24th June 1998
2	I was born after (or on) 24th June 1998
3	Prefer not to say

Awareness, Engagement and Knowledge

Base: All respondents

SINGLE RESPONSE PER ROW, ROTATE OPTIONS AND FLIP SCALE SCALES CONSISTENT FOR EACH PARTICIPANT

IK1. How interested would you say you are in…

Row Code	Row list
1	how the UK trades with countries outside the European Union
2	how the UK trades with countries in the European Union
3	UK foreign affairs
4	the UK economy
5	the UK's approach to environmental issues
Column code	**Column list**
1	Very interested
2	Fairly interested
3	Not very interested
4	Not at all interested

Base: All respondents

SINGLE RESPONSE PER ROW, ROTATE OPTIONS AND FLIP SCALE SCALES CONSISTENT FOR EACH PARTICIPANT

IK2. How knowledgeable would you say you currently are about…

Row Code	Row list
1	how the UK trades with countries outside the European Union
2	how the UK trades with countries in the European Union
3	UK foreign affairs
4	the UK economy
5	the UK's approach to environmental issues

Column code	Column list
1	Very knowledgeable
2	Fairly knowledgeable
3	Not very knowledgeable
4	Not at all knowledgeable

Base: all respondents

MULTICODE

CV1: Which of the following news stories have you seen or heard in the last 3 months?

Code	Answer list	Scripting Instructions
29	The agreement of the Windsor Framework concerning trade in Northern Ireland	
30	The UKs negotiations for a new free trade agreement with India	
31	The UK and Ukraine signing a Digital free trade agreement	
32	The UK launching negotiations for a free trade agreement with Switzerland	
33	The UK concluding negotiations to join the Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP).	
34	The introduction by the USA of the Inflation Reduction Act	
35	Liverpool hosting the Eurovision Song Contest	
98	None of the above	

Base: all respondents

SINGLECODE PER ROW

CV5. Have you seen or heard anything about the free trade agreements (FTA) between the UK and following countries?

Columns	Answer list
1	Australia
2	Japan
3	New Zealand
Rows	**Answer list**
1	I have seen or heard a great deal about the FTA
2	I have seen or heard a fair amount about the FTA
3	I have seen or heard a little about the FTA
4	I have seen or heard of the FTA, but know nothing about it
5	Never seen or heard of the FTA

INTRO TEXT

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

Base: All respondents

SINGLE CODE

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

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

Base: respondents that support FTAs (FT4 = 1,2)

SELECT UP TO 3, MULTI CODE, RANDOMISE

FT5. Which of the following best represent the main reasons you support free trade agreements?

Please choose up to 3 answers

Code	Answer list	**SCRIPTING INSTRUCTIONS**
1	Improved trade opportunities for businesses	
2	Strengthened UK economy	
3	More job opportunities	
4	Increased consumer choice	
5	Lower prices for consumers	
6	The UK being able to set its own trade policy	
7	Making it easier to live and work in other countries	
9	Improved ties with other countries	
11	Improves the UK's position in the world	
95	Other (please specify)	
97	Don't know	**EXCLUSIVE, FIX AT END**

Base: respondents that oppose FTAs (FT4 = 4,5)

SELECT UP TO 3, MULTI CODE, RANDOMISE

FT6. Which of the following best represent the main reasons you oppose free trade agreements?

Please choose up to 3 answers

Code	Answer list	SCRIPTING INSTRUCTIONS
1	Lower wages	
2	Reduces job opportunities	
3	Higher prices for consumers	
4	Reduced safety and food standards	
5	Negative impact on the environment	
6	Detrimental effects on key industries e.g. agriculture, manufacturing	
7	Lack of trust/confidence in the government	
8	Reduced trade opportunities	
95	Other: specify	**FIX AT END**
97	Don’t know	**EXCLUSIVE, FIX AT END**

Understanding Perceptions and Effect On Self And Society

INTRO TEXT

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.

Base: All respondents

SINGLE RESPONSE, (ROTATE ORDER OF THIS QUESTION WITH UK2)

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?

Code	Answer list
1	Very positive impact
2	Fairly positive impact
3	No impact
4	Fairly negative impact
5	Very negative impact
6	Don’t know

Base: All respondents

SINGLE RESPONSE, (ROTATE ORDER OF THIS QUESTION WITH UK1)

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?

Code	Answer list
1	Very positive impact
2	Fairly positive impact
3	No impact
4	Fairly negative impact
5	Very negative impact
6	Don’t know

Base: All respondents

SINGLE CODE, UK3-UK6 SCALES FLIPPED IN CONJUNCTION WITH ONE ANOTHER

UK3. Now thinking about both the UK as a whole and then just your local area, do you think that increased free trade would have a positive or negative impact on job opportunities?

Row Code	Row list
1	Significant positive impact
2	Slight positive impact
3	Neither positive or negative
4	Slight negative impact
5	Significant negative impact
6	Don’t know

Column Code	Column list
1	In the UK
2	In my local area

Base: All respondents

SINGLE CODE

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?

Row Code	Row list
1	Significantly higher wages
2	Slightly higher wages
3	No change in wages
4	Slightly lower wages
5	Significantly lower wages
6	Don’t know

Column Code	Column list
1	In the UK
2	In my local area

Base: All respondents

SINGLE CODE

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…

Row Code	Row list
1	Significantly increased prices
2	Slightly increased prices
3	No change in prices
4	Slightly decreased prices
5	Significantly decreased prices
6	Don’t know

Base: All respondents

SINGLE CODE

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…

Row Code	Row list
1	Significantly higher quality
2	Slightly higher quality
3	No change in quality
4	Slightly lower quality

5	Significantly lower quality
6	Don’t know

Base: All respondents

SINGLE CODE

UK7. Thinking about the UK as a whole, what impact do you think increased free trade would have on the cost of living?

Increased free trade will …

Row Code	**Row list**
1	Significantly increase the cost of living
2	Slightly increase the cost of living
3	No impact on the cost of living
4	Slightly decrease the cost of living
5	Significantly decrease the cost of living
97	Don’t know

CPTPP and priority countries

Base: All respondents

SINGLE RESPONSE, REVERSE SCALE ORDER FOR ½ OF THE SAMPLE

CPTPP. How aware are you of the Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP) formerly known as Trans-Pacific Partnership (TPP)?

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

Base: All respondents

SINGLE RESPONSE, ALTERNATE SCALE ORDER FOR ½ OF THE SAMPLE

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. On 31st March 2023 the UK concluded negotiations to join.

CPTPPA. To what extent would you support or oppose the UK joining the CPTPP?

Code	Answer list
1	Strongly support
2	Somewhat support
3	Neither support nor oppose
4	Somewhat oppose
5	Strongly oppose
6	Don’t know

Base: All respondents

SINGLE RESPONSE, REVERSE SCALE ORDER FOR ½ OF THE SAMPLE

GCC. How aware are you of the Gulf Cooperation Council (GCC)?

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

Base: All respondents

SINGLE RESPONSE, ALTERNATE SCALE ORDER FOR ½ OF THE SAMPLE

The Gulf Cooperation Council (GCC) is a regional trade union between Saudi Arabia, United Arab Emirates, Bahrain, Kuwait, Oman, and Qatar. The UK has conducted several rounds of negotiations with the GCC.

GCCA. To what extent would you support or oppose the UK establishing a free trade agreement with the Gulf Cooperation Council?

Code	Answer list
1	Strongly support
2	Somewhat support
3	Neither support nor oppose
4	Somewhat oppose
5	Strongly oppose
6	Don’t know

Base: All respondents

SINGLE CODE PER ROW

TP2. To what extent would you support or oppose the UK establishing a free trade agreement with each of the following countries?

Row Code	Row list
1	USA
5	India
7	Indonesia
8	United Arab Emirates (UAE)
9	Saudi Arabia
Column Code	**Column list**
1	Strongly support
2	Somewhat support
3	Neither support nor oppose
4	Somewhat oppose
5	Strongly oppose
6	Don't know

Base: All respondents

SINGLE CODE PER ROW

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

Enhanced trade deals refer to pre-existing agreements between the UK and another country being upgraded through further agreements between the two nations.

Upgrades may be used to cover new policy areas which may either broaden or further deepen the existing trading relationship – for example, an upgraded deal might support technological developments made since signing the original trade agreement..

Row Code	**Row list**
1	Canada
2	Mexico
5	Israel
6	Switzerland
7	South Korea
8	Turkey
Column Code	**Column list**
1	Strongly support
2	Somewhat support
3	Neither support nor oppose
4	Somewhat oppose
5	Strongly oppose
6	Don’t know

Base: All respondents

RANDOMISE ORDER OF CODES, SHOW BOTH TP2E AND TP2F ON THE SAME PAGE

TP2e. Please select up to five considerations you think the UK government should be giving the highest priority to when negotiating free trade agreements with non-EU countries?

Row Code	Row list
1	Increasing UK goods and services exports
4	Protecting existing jobs in the UK and creating new ones
5	Protecting key industries in the UK e.g agriculture, manufacturing and the NHS
6	Maintaining current UK food standards
8	Promoting investment in the UK and partner countries
9	Maintaining animal welfare standards in the UK
10	Making the cost of goods and services cheaper
13	Growing trade with lower income nations, supporting jobs and growth across the globe
14	Ensuring the benefits of trade in creating jobs and higher wages in every region of the UK
20	Ensuring the benefits of trade in creating jobs and higher wages in the UK as a whole
15	Investment in environmentally friendly products and services
16	Sharing knowledge and innovations
17	Increasing choice for consumers
18	Maintaining product standards in the UK
19	Maintaining environmental standards in the UK

Base: All respondents

RANDOMISE ORDER OF CODES, SHOW BOTH TP2E AND TP2F ON THE SAME PAGE

TP2f. Please select up to five considerations you think the UK government should be giving the least priority to when negotiating free trade agreements with non-EU countries?

Row Code	**Row list**
1	Increasing UK goods and services exports
4	Protecting existing jobs in the UK and creating new ones
5	Protecting key industries in the UK e.g agriculture, manufacturing and the NHS
6	Maintaining current UK food standards
8	Promoting investment in the UK and partner countries
9	Maintaining animal welfare standards in the UK
10	Making the cost of goods and services cheaper
13	Growing trade with lower income nations, supporting jobs and growth across the globe
14	Ensuring the benefits of trade in creating jobs and higher wages in every region of the UK
20	Ensuring the benefits of trade in creating jobs and higher wages in the UK as a whole
15	Investment in environmentally friendly products and services
16	Sharing knowledge and innovations
17	Increasing choice for consumers
18	Maintaining product standards in the UK
19	Maintaining environmental standards in the UK

Base: All respondents

RANDOMISE ORDER OF CODES, SHOW TWO COUNTRIES AT RANDOM TO EACH RESPONDENT

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

Row Code	Row list	Scripting Instructions
1	Increasing UK goods and services exports to this country	
8	Protecting existing jobs in the UK and creating new ones	
18	Protecting key industries in the UK e.g agriculture, manufacturing and the NHS	
10	Maintaining current UK food standards	
12	Promoting investment in this country and the UK	
13	Maintaining animal welfare standards in the UK	
19	Making the cost of goods and services cheaper	
14	Growing trade with this country, supporting jobs and growth	
18	Ensuring the benefits of trade with this nation are in every region of the UK	
	Ensuring the benefits of trade with this nation in the UK as a whole	
19	Investment in environmentally friendly products and services	
20	Sharing knowledge and innovations with this country	
17	Increasing choice for consumers	
18	Maintaining product standards in the UK	
19	Maintaining environmental standards in the UK	
Column Code	**Column list**	

1	USA
6	Israel
7	Turkey
8	South Korea
9	Switzerland
10	Canada
11	Mexico

Base: All respondents

RANDOMISE

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.

Pair 1

1	It's best to protect our own domestic industries by applying higher taxes to imports
2	Tax free trade between different countries is the most effective way to encourage our businesses and economy to grow

Pair 2

1	We should prevent essential goods manufactured in the UK from being exported, allowing us to assist our own nation best
2	We should prioritise protecting the worldwide supply of essential goods, allowing food and medicines to cross borders without restrictions

Pair 3

1	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
2	For our economic recovery following COVID-19 the UK should become self-sufficient and less reliant on imports from other countries

Pair 4

1	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
2	We should focus on building our own industries so we can supply ourselves

Pair 5

1	Consumer data should be shared freely and openly across borders to support innovation, collaboration and boost economic growth
2	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 9

1	To strengthen our economy the UK should embrace international trade, ensuring a free flow of imports and exports of goods and services
2	To strengthen our economy the UK should become self-sufficient and less reliant on imports from other countries

Pair 10

1	Free trade between different countries make the UK more vulnerable to global supply chain problems, causing shortages
2	Free trade can help avoid shortages, for example of different vegetables, because it increases the number of sources for each product that are available

SINGLE CODE

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

Code	Answer list
1	Improve
2	Stay the same
3	Get worse
4	Don't know

Voter Behaviour

Base: S2 = 3-9 OR S2A =1

SINGLE RESPONSE

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?

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

Base: Ask if voted in the EU referendum (EU1 = 2)

SINGLE RESPONSE

EU2 …and how did you vote at the EU Referendum?

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

Demographics

Base: All respondents

SINGLE RESPONSE

D1. Which of the following categories would best describe your ethnicity?

Code	Answer list
	White
1	British/English/Welsh/Scottish/Northern Irish
2	Irish
3	Gypsy, Traveller or Irish Traveller
4	Any other White background
	Mixed/ Multiple ethnic groups
5	White and Black Caribbean
6	White and Black African
7	White and Asian
8	Any other Mixed/ Multiple ethnic background
	Asian or Asian British
9	Indian
10	Pakistani
11	Bangladeshi

12	Chinese
13	Any other Asian background
	Black or Black British
14	African
15	Caribbean
16	Any other Black/ African/ Caribbean background
	Other ethnic group
17	Arab
18	Other
98	Don’t know
99	Prefer not to say

Base: All respondents

SINGLE RESPONSE, EXPAND CODES, 3-7 TO SHOW THE INDIVIDUAL LEVELS

D2. What is your highest level of your educational qualification received?

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

Base: All respondents

SINGLE RESPONSE

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.

Code	Answer list
1	**Semi or unskilled manual work** *(e.g. Manual workers, all apprentices to be skilled trades, caretaker, Park keeper, non-HGV driver, shop assistant)*
2	**Skilled manual worker** *(e.g. Skilled Bricklayer, Carpenter, Plumber, Painter, Bus/ Ambulance Driver, HGV driver, AA patrolman, pub/bar worker, etc.)*
3	**Supervisory or clerical/ junior managerial/ professional/administrative** *(e.g. Office worker, Student Doctor, Foreman with 25+ employees, salesperson, etc.)*
4	**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)*
5	**Higher managerial/ professional/ administrative** *(e.g. Established doctor, Solicitor, Board Director in a large organisation (200+ employees, top level civil servant/public service employee)*
6	**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	**Semi or unskilled manual work** *(e.g. Manual workers, all apprentices to be skilled trades, caretaker, Park keeper, non-HGV driver, shop assistant)*

Base: All respondents

SINGLE RESPONSE

D6. Which of the following bands, best represents your annual household income, before deductions for income tax, National Insurance etc?

Code	Answer list
1	Less than £10,000
2	£10,000 - £19,999
3	£20,000 - £29,999
4	£30,000 - £39,999
5	£40,000 - £49,999
6	£50,000 - £59,999
7	£60,000 - £69,999
8	£70,000 - £79,999
9	£80,000 - £89,999
10	£90,000 – £99,999
11	More than £100,000
12	Prefer not to say

Base: All respondents

SINGLE RESPONSE

D7. How well would you say you yourself are managing financially these days? Would you say you are…

Code	Answer list
1	Living comfortably
2	Doing alright
3	Just about getting by
4	Finding it quite difficult
5	Finding it very difficult
98	Prefer not to say

About the Department for Business and Trade

The Department for Business and Trade is an economic growth department. We ensure fair, competitive markets at home, secure access to new markets abroad and support businesses to invest, export and grow. Our priorities are the industrial strategy, make work pay, trade and the plan for small business.

This document is also available on our website at gov.uk/government/organisations/department-for-business-and-trade

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