

YouGov / Public First / FP1 Survey Results

Sample Size: 1174 American adults
Fieldwork: 16th - 16th July 2018

	Gender		Age			Income				Region				Visited Britain		
	Total	Male	Female	18-34	35-54	55+	Under \$40k	\$40k-\$80k	\$80k+	Prefer not to say	Northeast	Midwest	South	West	Yes	No
Weighted Sample	1174	571	603	339	392	443	470	310	231	164	225	234	468	247	215	932
Unweighted Sample	1174	534	640	308	396	470	433	322	264	155	211	244	445	274	229	925
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Who do you think the United States' most important allies are in the world? Please pick up to three.

United Kingdom	54	62	47	41	52	66	46	61	70	45	53	54	53	60	75	51
Canada	38	39	37	29	32	49	31	39	50	35	35	43	36	39	46	36
Israel	24	30	19	12	26	32	19	26	29	29	22	22	25	27	26	24
Germany	19	20	18	16	17	23	19	21	24	9	14	18	18	27	36	16
Japan	17	22	13	14	17	20	13	21	22	18	11	17	18	22	24	16
France	16	16	16	16	16	17	16	19	16	12	15	15	18	15	15	17
China	9	8	10	12	8	7	11	10	5	5	8	10	9	9	5	10
Australia	9	10	8	6	9	11	9	8	11	8	6	10	10	9	11	9
Mexico	8	9	6	9	8	7	8	9	7	7	6	8	8	7	6	8
Russia	7	5	9	12	6	5	11	4	5	6	6	7	9	6	5	8
India	2	3	1	1	3	2	1	2	2	5	2	3	1	2	2	2
Ireland	2	2	2	1	3	1	3	1	1	1	2	1	2	1	3	1
Italy	2	2	2	3	2	2	2	2	2	3	3	1	2	3	2	2
Brazil	1	2	0	1	2	0	1	2	1	0	2	1	0	1	1	1
Spain	1	1	2	3	1	1	2	0	2	2	0	2	2	0	1	1
Egypt	1	2	1	1	1	1	1	1	1	2	1	2	1	1	1	1
Turkey	1	2	0	1	1	1	1	1	1	1	1	2	1	0	0	1
South Africa	1	1	0	1	1	1	1	0	0	0	1	0	1	0	0	1
None of these	3	3	2	3	4	1	2	3	2	4	2	2	4	0	2	3
Don't know	18	10	25	26	17	12	22	14	8	26	27	18	14	16	4	20

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And looking at the same list, which countries do you think have the strongest cultural relationship with the United States? Please pick up to three.

United Kingdom	52	60	44	40	50	63	44	55	67	48	44	53	50	62	73	48
Canada	42	48	38	33	39	53	33	48	56	40	39	48	38	49	59	40
Mexico	15	16	14	13	15	16	15	17	14	13	13	11	16	20	19	14
Australia	14	16	12	9	14	18	12	15	20	11	7	18	14	17	16	14
Israel	13	16	9	5	13	18	9	14	15	17	14	12	13	12	12	13
France	10	11	10	9	9	13	12	8	9	10	8	8	12	13	9	11
Germany	9	11	8	8	7	12	8	12	10	6	8	11	9	10	12	9
Ireland	7	9	6	6	7	9	6	8	9	9	7	7	7	9	15	6
Japan	5	6	5	5	6	6	5	5	6	5	5	6	5	7	3	6
China	4	4	4	5	5	3	6	5	2	3	4	3	5	4	2	5
Italy	4	6	2	3	5	3	3	7	2	2	5	2	5	2	2	5
India	3	3	3	3	4	2	2	3	4	3	2	4	3	1	4	3
Russia	3	3	2	4	3	2	4	2	2	2	2	4	3	2	3	3
Brazil	1	2	1	1	2	1	2	1	3	0	1	2	1	2	2	1
Spain	1	1	2	1	1	2	1	2	2	0	2	0	2	0	3	1
Egypt	1	1	1	1	1	0	1	2	0	0	1	2	1	1	1	1
Turkey	1	0	1	1	0	1	1	0	0	1	0	1	1	0	0	1
South Africa	1	0	3	1	1	1	2	1	1	2	1	1	2	1	1	1
None of these	4	4	3	5	5	1	3	3	4	7	6	2	5	1	2	4
Don't know	21	11	30	30	19	16	26	17	11	25	28	22	20	15	6	23

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Weighted Sample 1174	571	603	339	392	443	470	310	231	164	225	234	468	247	215	932
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And again, looking at the same list, which countries do you think it is most important for the United States to have a good trade deal with? Please pick up to three.

China	48	50	46	43	46	54	43	58	53	38	39	50	46	58	56	47
Canada	35	37	34	20	35	47	30	39	44	31	33	37	32	40	51	33
Mexico	27	29	25	24	25	30	24	28	35	20	18	26	29	31	40	24
United Kingdom	25	28	21	16	22	33	24	27	23	25	21	22	25	30	31	24
Japan	23	25	20	17	23	27	20	23	29	21	20	19	23	27	20	24
Germany	11	15	7	7	13	13	8	13	17	8	11	14	9	13	22	9
Israel	7	8	7	4	8	9	6	8	7	9	7	8	9	4	5	8
France	5	5	4	4	4	5	6	4	3	6	4	1	9	2	2	5
India	5	7	5	8	7	2	5	7	6	5	6	7	5	4	11	4
Russia	5	7	4	6	6	4	7	4	6	4	4	6	4	8	6	5
Australia	4	4	3	4	3	4	3	3	5	3	3	5	4	3	4	4
Brazil	2	2	1	3	2	1	1	2	2	3	4	2	2	0	3	2
Spain	2	2	2	1	3	1	2	1	2	1	1	1	3	1	1	2
Italy	2	2	2	4	2	1	3	1	2	3	3	1	2	2	1	2
South Africa	2	2	2	2	4	1	2	3	0	3	1	3	3	1	1	2
Ireland	1	1	1	1	1	1	1	1	0	0	2	0	1	0	0	1
Egypt	1	1	1	2	1	1	1	1	1	0	2	1	1	1	2	1
Turkey	1	1	0	1	1	0	0	0	2	1	0	2	1	0	1	1
None of these	3	4	2	6	3	1	3	2	3	5	3	3	4	1	1	3
Don't know	19	11	26	26	18	15	25	13	10	28	28	17	17	16	5	21

Britain and the United States are about to begin negotiations for a new Free Trade Agreement between those countries. In principle, do you support or oppose such an agreement being signed?

Strongly support	34	42	26	22	35	42	29	38	43	29	34	32	34	36	54	30
Somewhat support	30	30	30	31	29	31	28	31	35	28	24	37	31	29	26	32
TOTAL SUPPORT	64	72	56	53	64	73	57	69	78	57	58	69	65	65	80	62
Somewhat oppose	5	5	5	8	4	4	7	4	4	2	3	4	5	5	3	5
Strongly oppose	2	2	2	3	2	1	3	1	2	2	0	2	3	3	2	2
TOTAL OPPOSE	7	7	7	11	6	5	10	5	6	4	3	6	8	8	5	7
Don't know	29	20	37	36	30	22	33	27	16	39	39	25	27	26	15	31

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about the details of a Free Trade Agreement between Britain and the United States, which ONE of the following possible aspects of it are you MOST optimistic about?

Easier for businesses to export to each others' markets	17	19	16	8	13	27	12	21	23	17	14	16	17	21	20	17
Strengthening our ties in key markets like defense	11	12	11	11	9	14	11	12	16	5	9	11	11	14	13	11
Greater range of consumer goods	10	12	8	11	12	8	10	10	12	8	7	9	13	8	9	10
Cheaper consumer goods	10	11	9	12	13	6	12	10	9	5	9	13	10	7	8	11
Opportunity to deepen a historic relationship	9	9	9	8	8	11	9	8	10	9	6	12	9	9	11	9
Easier to invest in each others' economies	8	8	8	5	11	8	7	9	11	5	8	11	7	7	12	8
Access to better food	4	3	4	10	2	1	4	4	3	4	8	2	3	1	5	3
Easier access to highly skilled workers	3	4	2	6	3	2	4	3	2	4	5	3	4	0	6	3
None of these	4	5	4	5	4	3	5	4	4	3	5	3	2	8	7	4
Don't know	23	16	30	26	25	20	26	19	11	41	30	19	23	23	10	26

Thinking about the details of a Free Trade Agreement between Britain and the United States, which ONE of the following possible aspects of it are you MOST concerned about?

Making it easier for British firms to buy up American firms	9	8	11	10	9	9	11	8	10	7	9	12	9	9	9	9
Too much new competition for American firms	8	10	7	11	9	5	8	8	12	2	9	10	9	4	6	9
Reduced safety standards	7	6	7	9	5	6	9	5	4	8	7	4	7	8	9	6
Reduced food standards	6	8	4	7	7	4	4	9	3	7	6	5	6	6	5	6
Not the right priority for the USA	6	6	6	5	7	6	4	7	10	3	4	6	7	5	8	6
Too many new workers arriving from Britain	5	5	4	5	4	4	5	4	4	5	5	5	4	4	6	4
British firms becoming involved in the delivery of public services	4	4	3	3	4	4	5	3	6	0	2	7	3	3	3	4
None of these	24	29	19	16	23	31	17	27	34	24	21	23	23	29	40	21
Don't know	32	23	39	33	32	30	36	30	17	43	37	28	31	31	14	35

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following statements do you agree with more?

The USA should choose which countries to negotiate Free Trade Agreements with purely on the basis of which countries would bring the most economic benefits to the US	34	40	29	29	34	39	31	36	43	30	32	35	37	32	35	35
The USA should choose which countries to negotiate Free Trade Agreements with based on historical friendships, alliances and cultural links, not just the economic benefits	36	35	36	33	35	38	35	36	39	31	29	36	38	38	45	33
Neither	7	8	7	12	6	5	8	10	6	4	9	6	7	9	9	7
Don't know	22	17	28	27	24	18	26	19	12	35	31	24	19	21	11	24

Generally speaking, do you think international free trade is good or bad for... - your community?

Very good	27	33	21	26	28	27	21	29	38	23	27	19	27	33	44	24
Somewhat good	37	39	36	32	36	43	40	35	42	30	31	46	38	34	34	39
TOTAL GOOD	64	72	57	58	64	70	61	64	80	53	58	65	65	67	78	63
Somewhat bad	8	8	8	12	7	5	7	11	6	5	6	7	8	10	9	7
Very bad	3	4	2	4	2	3	3	3	0	7	5	3	3	1	2	3
TOTAL BAD	11	12	10	16	9	8	10	14	6	12	11	10	11	11	11	10
Don't know	25	17	32	26	26	23	29	23	13	35	32	25	23	22	11	28

Generally speaking, do you think international free trade is good or bad for... - the United States as a whole?

Very good	33	39	27	29	32	36	26	36	44	28	31	27	35	35	48	29
Somewhat good	36	35	37	32	36	39	37	34	40	33	34	41	33	38	34	37
TOTAL GOOD	69	74	64	61	68	75	63	70	84	61	65	68	68	73	82	66
Somewhat bad	6	7	5	9	6	5	7	7	5	4	3	8	7	6	6	6
Very bad	5	6	4	7	7	2	7	4	2	7	6	3	6	5	4	5
TOTAL BAD	11	13	9	16	13	7	14	11	7	11	9	11	13	11	10	11
Don't know	20	13	27	23	19	18	24	19	9	28	25	21	19	16	8	22

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following business sectors do you think are the most important for the US Government to promote as part of any Free Trade Agreement with Britain? Please pick up to three.

Medicine and Pharmaceuticals	27	26	27	21	26	32	23	32	32	21	22	23	28	34	30	27
Agriculture and food	26	27	24	21	27	29	25	28	28	22	20	26	29	26	32	25
Hi-tech manufacturing	20	25	16	15	17	27	16	22	28	18	19	19	20	23	26	19
Heavy manufacturing (e.g., steel)	19	23	15	11	22	21	17	20	22	16	15	20	18	21	20	19
Tourism	16	13	17	14	13	19	13	18	16	16	15	14	16	17	20	15
Car manufacturing	13	16	10	13	12	13	11	15	16	10	15	13	12	12	15	12
IT and software design	11	14	9	10	11	12	10	9	21	8	10	11	11	13	15	11
Education	11	9	13	15	11	7	11	11	11	8	7	9	13	11	11	11
Financial services	9	12	6	7	10	10	7	7	19	6	7	10	10	10	16	8
Retail	9	8	10	8	8	12	10	11	9	5	10	8	10	10	10	10
Clothing	7	6	8	8	7	6	7	10	4	4	11	7	6	6	5	8
Media and arts	6	8	5	7	8	4	7	5	8	3	8	6	7	4	8	6
Mobile phones and internet	5	7	3	8	6	2	6	5	5	5	7	4	6	4	10	4
Construction	4	5	3	5	4	4	3	5	3	6	2	5	4	6	4	4
None of these	3	3	2	5	3	1	3	4	1	1	3	1	3	2	4	2
Don't know	27	21	33	30	27	26	31	21	19	43	33	32	24	24	15	30

Have you ever visited Britain?

Yes, I have	18	22	15	17	18	19	8	20	33	23	19	14	16	26	100	0
No, I have not	79	76	82	77	80	81	89	79	65	72	77	84	82	72	0	100
Can't remember	2	2	3	6	1	0	2	1	2	5	4	2	2	1	0	0