

YouGov / Public First / FP1 Survey Results

Sample Size: 1657 GB Adults
Fieldwork: 16th - 17th July 2018

	Vote in 2017				EU Ref 2016		Gender		Age				Social Grade		Region					Visited USA	
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	Yes	No
Weighted Sample	1657	568	543	101	651	708	802	855	186	699	393	379	944	713	222	537	355	399	144	834	802
Unweighted Sample	1657	565	534	110	726	681	735	922	160	705	408	384	968	689	162	566	375	406	148	856	781
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Who do you think Britain's most important allies are in the world? Please tick up to three

United States	59	73	52	54	53	70	66	52	49	58	63	62	60	58	48	64	59	58	61	63	56
Australia	28	43	17	28	17	43	32	24	9	17	34	49	28	26	24	33	23	25	31	30	26
Canada	25	34	20	31	21	34	28	22	12	13	32	44	26	23	29	27	23	20	25	29	21
Germany	25	19	33	45	41	14	29	21	24	26	28	21	32	16	25	26	23	24	29	31	20
France	23	16	29	41	36	12	25	20	23	25	22	19	27	17	29	23	23	16	30	26	19
Ireland	12	8	16	16	17	8	12	12	9	11	14	12	13	11	16	12	12	9	12	12	12
China	9	9	9	7	8	10	8	10	10	11	7	8	8	10	10	9	8	11	9	9	10
India	4	6	4	3	4	6	6	3	3	4	6	5	4	5	6	5	5	3	2	5	4
Russia	4	3	4	1	2	4	3	4	6	5	3	1	3	4	3	3	4	5	3	3	5
Japan	3	4	3	4	3	4	3	3	1	4	2	4	3	3	3	4	3	3	2	4	3
Spain	2	1	3	2	3	1	2	2	0	2	2	3	2	2	3	2	2	1	4	2	2
Israel	1	1	1	0	1	1	2	0	2	1	2	1	1	1	3	1	1	0	1	1	1
Italy	1	1	1	1	1	1	1	1	0	1	1	0	1	1	0	1	1	1	1	1	1
South Africa	1	1	0	1	0	1	1	1	0	0	0	2	1	1	1	1	0	1	1	1	1
Brazil	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Egypt	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Mexico	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Turkey	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0
None of these	4	3	4	3	5	3	4	4	2	4	4	5	4	4	5	4	3	5	2	3	5
Don't know	21	15	23	14	19	17	14	28	38	26	15	12	18	26	23	18	23	24	19	16	26

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

And looking at the same list, which countries do you think have the strongest cultural relationship with Britain? Please tick up to three

Australia	42	55	37	62	41	51	50	34	23	35	48	58	47	36	46	49	36	35	48	49	36
United States	40	49	34	40	37	47	47	33	40	36	43	42	43	35	41	42	37	37	42	44	36
Canada	34	43	29	48	33	40	38	29	23	23	38	54	38	28	38	38	26	30	38	39	29
Ireland	30	29	33	49	36	28	32	28	24	27	33	33	34	24	36	30	22	28	42	33	26
France	8	7	11	9	11	6	8	8	11	8	10	5	9	6	8	7	9	9	9	7	9
Germany	6	5	8	10	9	4	6	6	5	6	7	6	7	5	6	4	8	8	4	8	5
India	5	4	4	10	5	5	5	4	2	4	5	8	5	4	7	4	3	6	4	5	4
South Africa	2	1	2	0	2	2	3	1	1	1	3	2	2	2	1	2	1	2	3	2	2
Spain	2	2	3	0	2	1	2	2	4	1	2	2	2	1	1	2	3	2	1	2	2
China	1	1	1	2	0	1	2	1	2	2	1	1	1	2	1	1	1	1	4	1	2
Italy	1	1	0	0	1	1	1	2	2	1	1	1	1	2	1	2	2	1	0	1	2
Japan	1	0	1	2	1	1	1	1	2	1	1	1	1	1	1	1	1	1	1	0	1
Brazil	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0
Egypt	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Israel	0	0	1	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0
Mexico	0	0	0	0	0	0	0	0	1	0	0	0	0	0	1	0	0	0	0	0	0
Russia	0	0	0	0	1	1	1	0	0	1	0	0	0	0	1	0	1	0	0	0	0
Turkey	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0
None of these	5	3	6	2	6	4	5	5	4	5	5	5	4	6	1	5	6	6	3	4	5
Don't know	26	21	26	11	23	22	19	33	37	34	19	15	21	33	23	23	34	28	19	19	32

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

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

United States	57	72	48	57	50	68	63	51	48	51	63	66	60	53	52	60	57	55	55	61	53
China	40	46	39	49	40	44	43	36	34	39	41	43	43	35	41	40	40	36	45	43	38
Germany	29	24	33	49	42	18	34	24	23	29	32	27	34	21	29	29	27	28	31	34	23
France	15	11	20	27	25	8	17	14	13	16	18	13	18	12	15	17	14	13	22	19	13
Australia	14	22	7	19	6	24	17	12	4	6	19	29	14	15	12	17	11	13	14	14	15
Canada	12	17	9	10	7	18	13	11	4	6	14	24	11	13	14	13	10	11	9	12	12
India	10	13	11	10	11	12	12	9	4	10	12	12	13	8	12	11	10	8	12	11	10
Japan	10	12	9	10	9	13	10	10	5	9	12	13	10	10	8	11	10	11	8	11	10
Ireland	7	5	7	13	8	6	7	7	6	5	9	9	8	5	10	7	5	5	11	8	6
Russia	3	3	4	1	3	4	3	3	3	3	3	4	3	3	3	3	3	4	4	3	4
Spain	3	2	4	6	5	2	3	4	0	5	4	2	3	4	3	3	4	2	6	3	3
Italy	2	1	2	4	2	1	2	2	4	1	1	1	1	2	1	1	2	2	1	1	2
Brazil	1	1	1	3	2	0	2	0	1	1	0	1	1	1	0	1	0	1	1	1	1
Israel	1	1	1	1	1	1	1	1	1	1	1	1	1	1	2	0	2	0	0	1	1
South Africa	1	2	1	0	1	2	2	1	1	1	2	2	1	2	0	2	1	2	1	1	2
Turkey	1	0	0	0	1	0	0	1	2	0	0	0	0	1	0	0	2	0	0	1	1
Egypt	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	1	0	0	0
Mexico	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0
None of these	1	0	1	1	1	1	1	1	2	2	1	0	1	2	1	1	3	1	1	1	2
Don't know	23	16	25	9	21	18	17	29	38	29	14	13	18	29	23	20	25	26	20	18	27

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	29	45	18	21	18	41	38	20	28	23	35	34	30	28	24	33	27	28	27	31	27
Tend to support	38	40	37	48	41	38	34	40	26	37	39	42	41	34	35	37	39	37	41	39	37
TOTAL SUPPORT	67	85	55	69	59	79	72	60	54	60	74	76	71	62	59	70	66	65	68	70	64
Tend to oppose	6	3	11	8	10	4	6	7	5	6	7	7	7	5	9	6	7	5	6	6	7
Strongly oppose	3	1	5	7	6	1	5	2	3	3	4	4	4	3	4	2	4	3	5	3	3
TOTAL OPPOSE	9	4	16	15	16	5	11	9	8	9	11	11	11	8	13	8	11	8	11	9	10
Don't know	24	12	29	17	25	16	17	31	38	30	16	13	19	30	27	21	24	27	21	21	25

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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	31	42	25	40	29	38	32	31	19	26	37	41	33	29	26	36	27	31	33	33	30
Strengthening our ties in key markets like defence	11	15	9	2	8	15	11	10	3	7	11	19	10	11	10	11	11	11	10	11	10
Easier to invest in each others economies	10	10	11	18	12	10	11	9	8	11	10	10	12	8	11	11	9	10	10	12	8
Cheaper consumer goods	8	8	7	6	8	8	8	8	12	10	7	4	8	9	8	8	10	7	9	7	9
Greater range of consumer goods	4	3	3	4	3	3	3	4	4	4	4	2	4	3	4	4	2	4	5	4	3
Opportunity to deepen a historic relationship	3	4	4	2	3	4	4	3	8	3	3	3	4	3	3	4	4	3	2	4	3
Access to better food	2	1	2	0	1	1	2	2	6	2	0	0	1	2	1	1	4	2	1	1	2
Easier access to highly skilled workers	2	3	2	3	2	3	2	3	3	2	2	2	2	2	3	3	2	3	1	2	2
None of these	8	3	13	11	13	3	9	7	6	8	10	7	9	6	13	6	8	7	8	8	8
Don't know	21	12	24	14	20	16	17	25	30	28	15	10	17	27	21	18	24	24	22	17	24

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 American firms to buy up British firms	17	21	15	14	16	21	17	17	12	13	20	23	18	15	14	17	17	17	19	18	16
American firms becoming involved in the delivery of public services	15	13	20	22	19	14	17	14	11	13	20	17	17	13	14	16	15	15	21	16	15
Reduced food standards	15	15	16	24	17	15	14	16	10	13	15	20	16	14	18	17	14	11	13	17	13
Not the right priority for Britain	7	7	7	4	8	7	6	7	5	7	7	6	7	6	6	6	7	6	10	6	7
Too much new competition for British firms	7	8	5	9	8	6	7	7	12	8	6	4	8	5	3	8	9	9	2	8	6
Reduced safety standards	6	4	8	8	8	4	7	6	12	7	5	4	6	6	9	5	3	9	6	6	6
Too many new workers arriving from the US	2	2	2	0	1	2	2	2	2	3	1	1	1	3	1	2	2	4	0	1	3
None of these	9	12	7	3	6	12	11	6	7	9	10	9	9	9	8	9	9	8	10	9	8
Don't know	22	17	20	16	18	19	19	25	29	27	17	15	17	29	27	21	23	22	19	17	26

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

Which of the following statements do you agree with more?

Britain should choose which countries to negotiate Free Trade Agreements with purely on the basis of which countries would bring the most economic benefits to Britain	51	62	47	45	48	60	52	50	34	46	56	63	51	50	48	49	54	50	57	53	50
Britain should choose which countries to negotiate Free Trade Agreements with based on historical friendships, alliances and cultural links, not just the economic benefits	23	24	24	29	25	23	25	22	30	22	24	23	26	20	21	27	22	23	21	24	23
Neither	7	3	10	11	10	4	7	8	9	8	7	5	7	7	8	7	7	7	8	8	7
Don't know	18	11	19	15	17	13	16	21	27	24	13	9	15	22	23	17	17	21	13	15	20

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

Very good	21	25	17	19	17	25	26	16	22	16	22	29	23	18	24	22	17	19	24	23	19
Fairly good	40	44	38	50	41	42	39	40	36	37	41	45	42	37	37	40	40	41	38	41	39
TOTAL GOOD	61	69	55	69	58	67	65	56	58	53	63	74	65	55	61	62	57	60	62	64	58
Fairly bad	5	4	8	4	8	3	6	5	4	5	7	4	6	4	4	5	4	6	7	5	6
Very bad	2	1	2	2	2	1	2	1	1	2	2	1	1	2	3	1	2	1	2	2	2
TOTAL BAD	7	5	10	6	10	4	8	6	5	7	9	5	7	6	7	6	6	7	9	7	8
Don't know	32	27	35	25	31	29	27	37	38	39	28	22	28	39	32	31	37	32	29	29	35

Britain as a whole?

Very good	34	43	29	34	29	43	41	27	28	26	38	47	37	29	36	37	28	33	33	37	31
Fairly good	40	42	39	46	43	38	37	42	40	40	39	40	40	39	35	39	44	41	38	40	40
TOTAL GOOD	74	85	68	80	72	81	78	69	68	66	77	87	77	68	71	76	72	74	71	77	71
Fairly bad	4	2	6	3	5	2	4	4	4	4	7	2	4	4	3	3	4	5	6	3	5
Very bad	2	1	2	2	3	1	2	2	1	2	2	1	2	2	3	1	2	2	3	2	2
TOTAL BAD	6	3	8	5	8	3	6	6	5	6	9	3	6	6	6	4	6	7	9	5	7
Don't know	21	13	24	15	21	15	17	25	27	29	14	10	17	26	24	19	22	21	19	17	23

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

Which of the following business sectors do you think are the most important for the British Government to promote as part of any Free Trade Agreement with the USA? Please tick up to three

Medicine and Pharmaceuticals	26	32	22	37	28	27	27	26	16	21	31	35	25	27	21	30	23	24	34	28	24
Financial services	25	34	21	38	25	27	35	16	21	19	28	34	29	19	28	27	23	23	22	28	23
Hi-tech manufacturing	24	31	20	34	22	30	31	18	16	15	32	37	26	21	22	28	25	20	24	29	19
IT and software design	22	26	19	37	24	22	24	20	19	15	26	30	24	18	27	22	19	21	20	24	19
Heavy manufacturing (e.g. steel)	20	22	17	14	15	24	20	19	14	19	23	21	20	20	21	19	18	21	21	19	21
Agriculture and food	18	20	15	18	16	20	15	20	10	18	16	22	17	19	17	17	16	16	27	17	18
Tourism	16	17	19	16	17	19	15	17	13	16	17	18	17	15	14	17	14	17	21	18	14
Car manufacturing	13	18	11	12	11	16	13	13	7	11	14	18	12	14	15	12	14	15	8	14	12
Construction	7	7	8	4	6	9	6	8	3	7	5	10	6	8	8	6	9	6	5	7	7
Retail	7	8	7	7	5	9	7	7	7	8	7	7	7	8	8	7	9	8	5	7	7
Education	5	4	7	4	6	4	4	6	11	6	4	2	6	5	3	6	4	6	6	5	6
Media and arts	5	3	8	7	7	4	6	4	7	6	5	3	5	5	9	5	5	3	3	5	5
Mobile phones and internet	3	4	3	4	3	3	3	3	5	3	3	2	3	3	3	4	4	2	1	4	2
Clothing	2	2	2	2	3	2	2	2	2	3	2	1	2	2	2	2	2	4	1	2	2
None of these	3	1	3	3	4	2	3	2	4	3	3	2	2	4	2	2	3	3	4	3	3
Don't know	28	19	31	15	28	23	22	33	39	35	21	15	25	31	27	26	30	30	22	23	31

Have you ever visited the USA?

Yes, I have	50	55	49	72	58	50	49	51	42	48	55	54	59	39	63	56	41	47	43	100	0
No, I have not	48	45	49	28	41	49	49	48	55	50	44	46	40	60	35	44	57	53	55	0	100
Can't remember	1	0	1	0	1	1	1	1	3	2	1	0	1	1	2	1	2	1	2	0	0