

YouGov Survey Results

Sample Size: 1615 GB Adults
Fieldwork: 10th - 11th May 2018

| | Vote in 2017 | | | EU Ref 2016 | | Gender | | Age | | | | Social Grade | | Region | | | | | |
|--------------------------|--------------|------------|------------|-------------|------------|------------|------------|------------|------------|------------|------------|--------------|------------|------------|---------------|------------------|------------|------------|------------|
| | 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 | |
| Weighted Sample | 1615 | 554 | 530 | 99 | 635 | 690 | 782 | 833 | 181 | 682 | 383 | 370 | 921 | 694 | 216 | 523 | 346 | 389 | 141 |
| Unweighted Sample | 1615 | 575 | 509 | 106 | 680 | 683 | 702 | 913 | 138 | 678 | 395 | 404 | 958 | 657 | 150 | 559 | 363 | 391 | 152 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

Tariffs are a tax or duty that are paid when a product is imported into a country. Which of these comes closest to your view?

| | | | | | | | | | | | | | | | | | | | |
|--|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Britain should cut tariffs to lower prices and encourage freer trade between countries | 46 | 47 | 48 | 50 | 51 | 45 | 52 | 41 | 44 | 47 | 46 | 45 | 50 | 41 | 54 | 45 | 43 | 47 | 43 |
| Britain should put up tariffs to stop cheap imports and protect our industries | 27 | 32 | 24 | 17 | 20 | 35 | 26 | 28 | 17 | 22 | 31 | 35 | 23 | 31 | 22 | 27 | 28 | 27 | 29 |
| Don't know | 27 | 20 | 29 | 33 | 29 | 20 | 22 | 31 | 39 | 30 | 23 | 20 | 27 | 28 | 24 | 27 | 30 | 26 | 27 |

Overall, do you think that tariffs have a positive or negative effect on the economy?

| | | | | | | | | | | | | | | | | | | | |
|---------------------------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Positive | 14 | 16 | 15 | 11 | 14 | 16 | 16 | 12 | 13 | 13 | 15 | 17 | 15 | 13 | 21 | 12 | 15 | 14 | 11 |
| Negative | 30 | 32 | 32 | 35 | 34 | 31 | 38 | 24 | 17 | 26 | 39 | 36 | 34 | 26 | 34 | 30 | 29 | 29 | 33 |
| No real effect either way | 21 | 25 | 17 | 15 | 18 | 23 | 21 | 21 | 20 | 21 | 23 | 20 | 20 | 23 | 13 | 21 | 22 | 23 | 25 |
| Don't know | 34 | 28 | 36 | 38 | 34 | 30 | 25 | 43 | 50 | 40 | 23 | 27 | 32 | 38 | 31 | 37 | 34 | 34 | 31 |

Do you think the following groups would generally benefit from Britain having higher or lower tariffs?

Banks and financial institutions

| | | | | | | | | | | | | | | | | | | | |
|---|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Would benefit from higher tariffs | 14 | 14 | 14 | 13 | 12 | 16 | 12 | 15 | 11 | 13 | 17 | 14 | 13 | 15 | 14 | 14 | 11 | 14 | 17 |
| Would benefit from lower tariffs | 21 | 20 | 25 | 24 | 25 | 19 | 27 | 15 | 22 | 21 | 23 | 19 | 23 | 18 | 32 | 18 | 22 | 20 | 18 |
| It wouldn't make much difference either way | 22 | 27 | 17 | 23 | 21 | 26 | 23 | 21 | 15 | 18 | 26 | 27 | 23 | 20 | 13 | 21 | 25 | 23 | 25 |
| Don't know | 43 | 38 | 44 | 41 | 41 | 40 | 38 | 49 | 52 | 48 | 34 | 40 | 41 | 47 | 41 | 47 | 42 | 43 | 40 |

Small businesses

| | | | | | | | | | | | | | | | | | | | |
|---|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Would benefit from higher tariffs | 17 | 18 | 15 | 22 | 19 | 15 | 16 | 17 | 26 | 17 | 16 | 11 | 19 | 13 | 21 | 16 | 16 | 16 | 13 |
| Would benefit from lower tariffs | 38 | 42 | 39 | 41 | 37 | 43 | 41 | 36 | 28 | 32 | 45 | 47 | 38 | 38 | 38 | 39 | 39 | 37 | 34 |
| It wouldn't make much difference either way | 9 | 10 | 9 | 6 | 8 | 10 | 10 | 8 | 3 | 9 | 11 | 9 | 9 | 8 | 8 | 6 | 9 | 11 | 14 |
| Don't know | 37 | 30 | 37 | 31 | 35 | 32 | 33 | 40 | 43 | 42 | 28 | 32 | 33 | 41 | 32 | 39 | 36 | 36 | 38 |

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|--------------------------|--------------|------------|------------|-------------|------------|------------|------------|------------|------------|------------|------------|--------------|------------|------------|---------------|------------------|------------|------------|------------|
| | 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 | |
| Weighted Sample | 1615 | 554 | 530 | 99 | 635 | 690 | 782 | 833 | 181 | 682 | 383 | 370 | 921 | 694 | 216 | 523 | 346 | 389 | 141 |
| Unweighted Sample | 1615 | 575 | 509 | 106 | 680 | 683 | 702 | 913 | 138 | 678 | 395 | 404 | 958 | 657 | 150 | 559 | 363 | 391 | 152 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

Big businesses

| | | | | | | | | | | | | | | | | | | | |
|---|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Would benefit from higher tariffs | 14 | 15 | 13 | 12 | 13 | 15 | 13 | 15 | 12 | 12 | 17 | 15 | 14 | 15 | 16 | 15 | 12 | 12 | 18 |
| Would benefit from lower tariffs | 34 | 36 | 37 | 41 | 38 | 34 | 41 | 27 | 34 | 30 | 41 | 34 | 37 | 29 | 37 | 32 | 36 | 34 | 30 |
| It wouldn't make much difference either way | 15 | 18 | 13 | 11 | 13 | 18 | 13 | 17 | 12 | 14 | 16 | 18 | 15 | 15 | 12 | 14 | 14 | 18 | 13 |
| Don't know | 37 | 31 | 37 | 35 | 36 | 33 | 32 | 42 | 42 | 44 | 27 | 34 | 34 | 41 | 35 | 39 | 37 | 36 | 39 |

Car manufacturers

| | | | | | | | | | | | | | | | | | | | |
|---|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Would benefit from higher tariffs | 15 | 15 | 15 | 15 | 15 | 14 | 15 | 15 | 17 | 13 | 19 | 12 | 16 | 14 | 18 | 14 | 13 | 14 | 17 |
| Would benefit from lower tariffs | 36 | 40 | 38 | 37 | 40 | 38 | 43 | 29 | 28 | 33 | 40 | 41 | 37 | 33 | 35 | 36 | 36 | 36 | 32 |
| It wouldn't make much difference either way | 11 | 14 | 9 | 11 | 8 | 14 | 10 | 13 | 10 | 10 | 12 | 13 | 12 | 11 | 9 | 10 | 14 | 12 | 14 |
| Don't know | 38 | 32 | 38 | 37 | 37 | 34 | 32 | 44 | 45 | 44 | 29 | 33 | 36 | 42 | 38 | 40 | 37 | 38 | 37 |

Farmers

| | | | | | | | | | | | | | | | | | | | |
|---|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Would benefit from higher tariffs | 28 | 30 | 29 | 41 | 32 | 26 | 32 | 24 | 33 | 26 | 31 | 26 | 32 | 23 | 35 | 31 | 27 | 23 | 25 |
| Would benefit from lower tariffs | 27 | 30 | 25 | 23 | 25 | 30 | 26 | 27 | 18 | 25 | 32 | 28 | 26 | 27 | 26 | 26 | 27 | 29 | 23 |
| It wouldn't make much difference either way | 10 | 10 | 9 | 6 | 8 | 11 | 11 | 9 | 5 | 9 | 9 | 13 | 9 | 11 | 6 | 7 | 12 | 11 | 15 |
| Don't know | 36 | 31 | 37 | 30 | 35 | 32 | 31 | 40 | 44 | 40 | 27 | 33 | 33 | 39 | 33 | 36 | 34 | 37 | 37 |

Working class people

| | | | | | | | | | | | | | | | | | | | |
|---|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Would benefit from higher tariffs | 6 | 6 | 8 | 6 | 7 | 6 | 8 | 5 | 8 | 6 | 7 | 4 | 6 | 6 | 10 | 6 | 5 | 6 | 5 |
| Would benefit from lower tariffs | 37 | 40 | 38 | 43 | 37 | 39 | 40 | 35 | 36 | 37 | 39 | 37 | 38 | 36 | 35 | 39 | 38 | 37 | 31 |
| It wouldn't make much difference either way | 20 | 23 | 18 | 17 | 20 | 23 | 22 | 19 | 14 | 16 | 24 | 27 | 21 | 19 | 21 | 17 | 19 | 21 | 30 |
| Don't know | 36 | 31 | 36 | 34 | 36 | 32 | 31 | 41 | 42 | 41 | 29 | 32 | 35 | 38 | 33 | 38 | 38 | 36 | 34 |

Middle class people

| | | | | | | | | | | | | | | | | | | | |
|---|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Would benefit from higher tariffs | 7 | 6 | 8 | 6 | 7 | 7 | 6 | 8 | 10 | 7 | 7 | 6 | 6 | 8 | 6 | 5 | 8 | 7 | 12 |
| Would benefit from lower tariffs | 28 | 32 | 31 | 37 | 31 | 29 | 35 | 22 | 22 | 28 | 33 | 28 | 31 | 25 | 32 | 32 | 26 | 26 | 22 |
| It wouldn't make much difference either way | 26 | 29 | 20 | 19 | 24 | 28 | 26 | 25 | 23 | 21 | 29 | 32 | 26 | 25 | 23 | 23 | 27 | 27 | 31 |
| Don't know | 39 | 33 | 40 | 38 | 38 | 36 | 33 | 45 | 45 | 44 | 31 | 35 | 37 | 42 | 38 | 40 | 39 | 39 | 35 |

People like me

| | | | | | | | | | | | | | | | | | | | |
|---|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Would benefit from higher tariffs | 3 | 4 | 5 | 2 | 3 | 4 | 3 | 4 | 3 | 3 | 5 | 2 | 3 | 4 | 7 | 2 | 4 | 2 | 4 |
| Would benefit from lower tariffs | 34 | 36 | 32 | 42 | 34 | 34 | 37 | 32 | 33 | 34 | 35 | 33 | 36 | 32 | 33 | 37 | 36 | 33 | 23 |
| It wouldn't make much difference either way | 26 | 29 | 25 | 25 | 26 | 29 | 29 | 24 | 22 | 21 | 30 | 34 | 27 | 25 | 28 | 23 | 23 | 29 | 35 |
| Don't know | 36 | 31 | 38 | 32 | 36 | 33 | 32 | 41 | 42 | 42 | 30 | 31 | 34 | 39 | 33 | 38 | 37 | 35 | 38 |

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| | Vote in 2017 | | | EU Ref 2016 | | Gender | | Age | | | | Social Grade | | Region | | | | |
|-------------------------------|--------------|-----|---------|-------------|-------|--------|--------|-------|-------|-------|-----|--------------|------|--------|---------------|------------------|-------|----------|
| 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 |
| Weighted Sample 1615 | 554 | 530 | 99 | 635 | 690 | 782 | 833 | 181 | 682 | 383 | 370 | 921 | 694 | 216 | 523 | 346 | 389 | 141 |
| Unweighted Sample 1615 | 575 | 509 | 106 | 680 | 683 | 702 | 913 | 138 | 678 | 395 | 404 | 958 | 657 | 150 | 559 | 363 | 391 | 152 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

Regardless of your overall view on Brexit, do you think Britain would be able to negotiate better trade deals with the rest of the world on its own, or as part of the EU?

| | | | | | | | | | | | | | | | | | | | |
|-------------------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| On its own | 48 | 76 | 32 | 16 | 17 | 83 | 53 | 43 | 26 | 39 | 55 | 68 | 45 | 52 | 47 | 51 | 51 | 44 | 40 |
| As part of the EU | 37 | 15 | 53 | 70 | 68 | 8 | 35 | 38 | 59 | 40 | 32 | 24 | 42 | 29 | 44 | 34 | 31 | 37 | 45 |
| Don't know | 16 | 9 | 14 | 14 | 15 | 9 | 11 | 19 | 16 | 21 | 13 | 8 | 13 | 19 | 9 | 14 | 18 | 19 | 15 |

Which of the following groups of countries, if any, do you think it is the most important for Britain to have free trade deals with?

| | | | | | | | | | | | | | | | | | | | |
|---|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| European Union countries | 33 | 21 | 46 | 56 | 56 | 13 | 36 | 30 | 40 | 35 | 33 | 26 | 40 | 24 | 46 | 31 | 29 | 31 | 36 |
| Other advanced economies (such as the USA and Japan) | 27 | 41 | 20 | 14 | 15 | 42 | 28 | 26 | 27 | 24 | 25 | 34 | 26 | 28 | 23 | 27 | 30 | 28 | 25 |
| Newly industrialised countries (such as China or India) | 16 | 22 | 13 | 10 | 11 | 24 | 20 | 13 | 11 | 12 | 21 | 23 | 16 | 17 | 10 | 19 | 18 | 15 | 15 |
| None of them | 2 | 1 | 2 | 2 | 2 | 1 | 2 | 2 | 1 | 3 | 1 | 1 | 2 | 2 | 4 | 1 | 1 | 3 | 2 |
| Don't know | 22 | 16 | 19 | 18 | 17 | 21 | 14 | 29 | 21 | 26 | 19 | 16 | 17 | 28 | 16 | 23 | 22 | 23 | 22 |