

# YouGov / UK Spirits Alliance Survey Results

Sample Size: 1613 adults in GB  
Fieldwork: 6th - 7th August 2020

	Vote in 2019 GE			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	
<b>Weighted sample</b>	<b>1613</b>	<b>547</b>	<b>400</b>	<b>145</b>	<b>598</b>	<b>639</b>	<b>784</b>	<b>829</b>	<b>176</b>	<b>673</b>	<b>389</b>	<b>376</b>	<b>919</b>	<b>694</b>	<b>194</b>	<b>542</b>	<b>350</b>	<b>389</b>	<b>139</b>
<b>Unweighted Sample</b>	<b>1613</b>	<b>591</b>	<b>447</b>	<b>174</b>	<b>729</b>	<b>639</b>	<b>709</b>	<b>904</b>	<b>128</b>	<b>675</b>	<b>410</b>	<b>400</b>	<b>992</b>	<b>621</b>	<b>177</b>	<b>554</b>	<b>343</b>	<b>389</b>	<b>150</b>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Looking forward, which, if any, of the following countries or blocs do you think the UK should prioritise negotiating free-trade agreements with?  
Please tick up to three.

USA	<b>35</b>	52	24	29	29	45	43	27	34	33	38	34	36	34	28	37	36	36	30
Japan	<b>13</b>	15	11	15	11	18	18	9	7	14	15	12	14	11	17	12	11	15	12
China	<b>14</b>	12	17	18	16	13	17	12	18	17	12	11	16	12	14	14	15	15	15
European Union	<b>50</b>	40	65	76	71	34	54	46	47	53	53	42	57	39	57	50	44	49	52
Russia	<b>2</b>	1	0	2	1	3	3	1	1	2	2	1	1	3	1	1	3	1	5
India	<b>10</b>	13	9	8	11	12	14	7	8	10	11	10	12	8	16	9	9	9	11
Canada	<b>24</b>	34	18	24	21	35	24	24	8	19	25	38	25	22	22	25	25	23	22
Australia	<b>27</b>	42	15	23	19	42	29	26	16	16	29	52	25	30	25	31	28	26	20
New Zealand	<b>18</b>	26	9	17	13	26	18	18	5	9	16	41	17	18	14	17	20	18	19
None of these	<b>2</b>	1	2	0	1	1	2	1	5	1	2	1	1	2	1	1	2	2	1
Don't know	<b>23</b>	14	22	14	18	17	14	31	35	27	19	13	16	31	21	22	26	22	24

To what extent would you support or oppose the UK entering a trade deal with the USA?

Strongly support	<b>15</b>	28	4	10	10	22	23	9	12	16	17	14	16	14	11	18	14	16	14
Somewhat support	<b>28</b>	38	26	23	25	36	31	26	25	28	30	30	28	29	26	28	33	28	22
<b>TOTAL SUPPORT</b>	<b>43</b>	<b>66</b>	<b>30</b>	<b>33</b>	<b>35</b>	<b>58</b>	<b>54</b>	<b>35</b>	<b>37</b>	<b>44</b>	<b>47</b>	<b>44</b>	<b>44</b>	<b>43</b>	<b>37</b>	<b>46</b>	<b>47</b>	<b>44</b>	<b>36</b>
Neither support nor oppose	<b>17</b>	16	15	19	17	18	16	19	12	14	20	23	16	19	17	17	17	19	17
Somewhat oppose	<b>15</b>	8	24	18	20	10	15	16	22	14	14	16	17	12	17	14	16	14	19
Strongly oppose	<b>11</b>	3	22	19	18	6	10	12	13	11	11	11	12	10	13	10	10	12	11
<b>TOTAL OPPOSE</b>	<b>26</b>	<b>11</b>	<b>46</b>	<b>37</b>	<b>38</b>	<b>16</b>	<b>25</b>	<b>28</b>	<b>35</b>	<b>25</b>	<b>25</b>	<b>27</b>	<b>29</b>	<b>22</b>	<b>30</b>	<b>24</b>	<b>26</b>	<b>26</b>	<b>30</b>
Don't know	<b>13</b>	7	10	11	11	9	6	18	16	17	9	6	10	16	16	12	11	11	16

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<b>Unweighted Sample</b>	<b>1613</b>	591	447	174	729	639	709	904	128	675	410	400	992	621	177	554	343	389	150
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

To what extent, if at all, would you trust the UK Government to protect the interests of UK businesses when negotiating a trade deal with the USA?

Trust a lot	<b>6</b>	13	1	1	3	10	9	4	3	6	7	7	6	6	4	6	6	8	4
Trust a fair amount	<b>26</b>	50	8	17	18	39	29	24	20	21	33	33	27	26	24	31	28	24	18
<b>TOTAL TRUST</b>	<b>32</b>	63	9	18	21	49	38	28	23	27	40	40	33	32	28	37	34	32	22
Wouldn't trust much	<b>27</b>	21	35	35	29	26	26	29	37	25	25	28	28	26	28	27	27	28	26
Wouldn't trust at all	<b>26</b>	6	49	41	41	14	27	25	26	29	24	22	29	22	33	22	24	26	33
<b>TOTAL WOULD NOT TRUST</b>	<b>53</b>	27	84	76	70	40	53	54	63	54	49	50	57	48	61	49	51	54	59
Don't know	<b>14</b>	10	7	7	8	11	9	19	14	19	11	10	10	20	11	14	15	13	19

In recent months the US has threatened to introduce new tariffs on European exports to the USA, including British exports, as part of a dispute over airplane subsidies. Do you think the UK should or should not continue to negotiate a new trade deal with the USA if the US introduces new tariffs on British exports?

Should continue to negotiate a new trade deal	<b>32</b>	49	18	25	28	42	42	23	27	34	35	29	35	29	31	33	34	32	30
Should not continue to negotiate a new trade deal	<b>41</b>	31	57	56	51	37	38	43	30	35	46	51	42	39	39	39	40	44	47
Don't know	<b>27</b>	20	24	19	22	21	20	34	43	31	19	20	23	32	30	28	27	25	23