

YouGov / Best for Britain Survey Results

Sample Size: 4338 Adults in GB
Fieldwork: 25th - 27th November 2024

	Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade		Country			Region in England				Con 2019 switch to Labour 2024
	Total	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South	
Weighted Sample	4338	781	1115	399	468	1529	1615	2100	2238	456	1792	1071	1019	2473	1865	3752	208	377	1028	711	525	1488	139
Unweighted Sample	4338	717	1243	441	629	1754	1678	1958	2380	260	1736	1148	1194	2613	1725	3723	234	381	1064	739	393	1527	160
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

In your view, how similar or different do you think the following countries, or block of countries', values are to those in the UK?
European Union (EU)

Very similar	14	9	23	22	7	23	6	18	11	15	17	13	10	17	11	15	12	13	13	13	21	14	11
Fairly similar	52	56	55	61	43	59	49	49	55	54	52	53	52	57	46	52	56	54	51	51	49	54	61
TOTAL SIMILAR	66	65	78	83	50	82	55	67	66	69	69	66	62	74	57	67	68	67	64	64	70	68	72
Fairly different	16	20	10	10	26	9	24	17	14	12	14	17	19	14	17	16	11	14	16	17	15	16	15
Very different	6	9	3	1	14	3	11	8	4	3	5	8	9	4	10	6	9	8	7	6	7	5	5
TOTAL DIFFERENT	22	29	13	11	40	12	35	25	18	15	19	25	28	18	27	22	20	22	23	23	22	21	20
Don't know	12	6	8	5	10	6	10	7	16	17	13	9	10	7	17	12	12	11	12	13	8	12	8

United States of America (USA)

Very similar	8	12	5	3	16	6	11	11	5	8	9	8	8	8	8	8	7	6	9	10	9	7	8
Fairly similar	42	49	40	47	49	42	46	45	39	43	41	43	43	45	38	43	37	39	42	43	42	43	40
TOTAL SIMILAR	50	61	45	50	65	48	57	56	44	51	50	51	51	53	46	51	44	45	51	53	51	50	48
Fairly different	25	22	30	31	19	30	21	23	27	23	26	26	26	28	21	25	31	27	23	24	25	26	21
Very different	14	10	17	14	9	16	13	13	15	11	13	16	15	12	16	13	15	20	15	12	15	12	23
TOTAL DIFFERENT	39	32	47	45	28	46	34	36	42	34	39	42	41	40	37	38	46	47	38	36	40	38	44
Don't know	11	7	7	5	8	6	9	7	14	16	12	8	9	7	16	11	10	9	11	12	9	11	9

China

Very similar	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Fairly similar	2	1	3	2	1	2	1	2	2	4	3	2	1	2	2	2	1	2	2	2	3	2	1
TOTAL SIMILAR	2	1	3	2	1	2	1	2	2	4	3	2	1	2	2	2	1	2	2	2	3	2	1
Fairly different	19	16	22	21	12	22	13	19	18	30	22	16	12	20	17	19	14	22	20	17	26	16	22
Very different	66	76	65	71	77	68	75	70	63	45	62	73	77	68	64	66	70	67	64	68	61	69	68
TOTAL DIFFERENT	85	92	87	92	89	90	88	89	81	75	84	89	89	88	81	85	84	89	84	85	87	85	90
Don't know	12	7	10	7	10	8	10	8	16	20	13	10	10	9	17	13	15	10	13	13	10	13	9

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	Total	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South	
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Brazil																							
Very similar	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0
Fairly similar	10	9	12	14	10	13	8	13	8	11	11	10	8	12	8	10	10	12	9	10	12	11	9
TOTAL SIMILAR	10	9	12	14	10	13	8	13	8	11	11	10	8	12	8	10	10	12	9	10	13	11	9
Fairly different	33	34	37	35	30	37	31	37	29	34	35	31	29	35	29	33	26	34	33	34	34	32	35
Very different	26	30	23	26	35	24	31	27	25	19	25	29	30	25	28	26	36	27	28	25	25	25	24
TOTAL DIFFERENT	59	64	60	61	65	61	62	64	54	53	60	60	59	60	57	59	62	61	61	59	59	57	59
Don't know	30	26	28	26	25	25	29	23	37	35	28	30	32	27	35	31	27	27	29	31	28	32	32
India																							
Very similar	0	1	1	0	0	0	0	1	0	1	0	1	0	0	1	0	0	1	1	1	1	0	1
Fairly similar	9	9	11	11	7	12	7	11	7	7	8	10	9	10	7	9	6	7	9	10	11	9	7
TOTAL SIMILAR	9	10	12	11	7	12	7	12	7	8	8	11	9	10	8	9	6	8	10	11	12	9	8
Fairly different	33	36	37	41	28	39	30	38	29	36	34	33	31	37	28	34	25	31	34	31	34	35	37
Very different	41	44	37	39	52	36	49	39	42	30	39	43	46	39	43	40	50	45	41	41	37	39	41
TOTAL DIFFERENT	74	80	74	80	80	75	79	77	71	66	73	76	77	76	71	74	75	76	75	72	71	74	78
Don't know	17	10	15	9	13	12	14	12	21	26	18	13	14	13	21	17	18	16	16	17	17	17	13
Saudi Arabia																							
Very similar	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
Fairly similar	2	2	2	1	2	2	1	3	1	3	2	1	2	2	2	2	1	2	1	1	4	2	1
TOTAL SIMILAR	2	2	2	1	2	2	1	3	1	3	2	1	2	2	2	2	1	2	1	1	4	2	2
Fairly different	13	15	13	14	9	13	12	14	12	23	13	11	13	14	13	14	11	10	12	14	17	14	12
Very different	71	75	73	78	78	76	76	73	69	53	71	78	73	75	66	71	73	76	73	70	69	70	75
TOTAL DIFFERENT	84	90	86	92	87	89	88	87	81	76	84	89	86	89	79	85	84	86	85	84	86	84	87
Don't know	14	8	11	7	11	8	12	10	17	21	14	10	12	9	19	14	16	12	14	15	10	14	12
Japan																							
Very similar	2	2	2	2	2	2	1	2	1	1	2	2	1	2	1	2	1	2	1	1	2	2	2
Fairly similar	20	22	23	26	21	25	19	27	14	19	19	21	22	24	16	20	18	21	19	21	21	21	20
TOTAL SIMILAR	22	24	25	28	23	27	20	29	15	20	21	23	23	26	17	22	19	23	20	22	23	23	22
Fairly different	29	29	31	33	25	33	26	29	28	29	32	25	27	31	26	29	28	26	28	29	33	28	28
Very different	32	34	29	28	39	28	38	28	36	23	30	38	34	30	36	31	35	38	35	31	28	30	33
TOTAL DIFFERENT	61	63	60	61	64	61	64	57	64	52	62	63	61	61	62	60	63	64	63	60	61	58	61
Don't know	17	13	15	11	13	12	15	13	22	28	18	14	16	14	22	18	19	13	16	18	16	19	17

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

In general, how much do you trust, or distrust, each of the following?

European Union (EU)

Strongly trust	16	5	27	28	3	27	5	17	14	19	20	14	8	19	11	15	13	19	14	12	23	15	12
Somewhat trust	33	31	40	43	13	44	22	32	33	41	36	29	27	36	28	32	33	38	32	31	34	32	39
TOTAL TRUST	49	36	67	71	16	71	27	49	47	60	56	43	35	55	39	47	46	57	46	43	57	47	51
Neither trust nor distrust	21	25	18	16	19	17	25	19	22	15	16	25	27	19	23	20	22	20	21	21	15	22	33
Somewhat distrust	14	23	6	7	29	6	25	15	14	7	10	17	22	13	16	15	15	10	14	17	14	15	9
Strongly distrust	9	13	2	1	31	3	18	13	6	2	9	10	13	7	12	9	10	8	10	10	9	9	3
TOTAL DISTRUST	23	36	8	8	60	9	43	28	20	9	19	27	35	20	28	24	25	18	24	27	23	24	12
Don't know	8	2	6	4	5	4	5	4	11	16	10	4	4	5	11	8	7	5	9	9	6	7	4

United States of America (USA)

Strongly trust	5	8	3	3	15	3	8	8	3	5	6	5	5	5	6	6	6	3	5	6	4	6	5
Somewhat trust	25	38	19	22	36	21	32	29	21	18	24	25	29	26	23	25	24	24	24	27	23	25	29
TOTAL TRUST	30	46	22	25	51	24	40	37	24	23	30	30	34	31	29	31	30	27	29	33	27	31	34
Neither trust nor distrust	23	28	22	21	23	21	26	22	24	16	20	25	27	22	24	23	20	23	22	22	23	24	26
Somewhat distrust	24	16	30	32	15	31	19	22	27	28	25	24	23	26	22	24	27	24	26	22	27	24	26
Strongly distrust	16	8	20	18	8	20	10	15	16	18	16	16	13	16	16	15	17	21	15	15	20	13	10
TOTAL DISTRUST	40	24	50	50	23	51	29	37	43	46	41	40	36	42	38	39	44	45	41	37	47	37	36
Don't know	7	2	5	4	4	4	4	4	9	15	9	4	3	5	10	7	6	6	8	8	4	7	4

China

Strongly trust	0	0	1	0	1	1	0	1	0	2	0	0	0	0	1	0	1	0	1	0	0	0	1
Somewhat trust	4	2	3	4	3	4	2	4	3	9	4	3	1	4	3	4	2	3	4	2	8	3	2
TOTAL TRUST	4	2	4	4	4	5	2	5	3	11	4	3	1	4	4	4	3	3	5	2	8	3	3
Neither trust nor distrust	13	9	13	12	9	14	11	11	15	15	15	13	8	13	14	13	17	16	13	12	16	12	9
Somewhat distrust	30	28	35	32	23	34	26	30	29	30	30	31	27	31	27	30	29	29	30	33	29	28	35
Strongly distrust	45	58	41	47	59	43	55	48	42	27	40	49	58	46	44	45	44	45	42	44	42	49	48
TOTAL DISTRUST	75	86	76	79	82	77	81	78	71	57	70	80	85	77	71	75	73	74	72	77	71	77	83
Don't know	8	3	7	5	5	5	5	5	11	16	10	5	5	6	11	8	8	6	9	9	5	8	5

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Brazil																							
Strongly trust	1	0	1	0	1	1	0	1	1	1	1	0	0	1	1	1	0	0	1	0	1	1	0
Somewhat trust	11	9	15	12	8	13	8	13	10	18	14	9	6	13	9	12	13	8	11	10	16	11	14
TOTAL TRUST	12	9	16	12	9	14	8	14	11	19	15	9	6	14	10	13	13	8	12	10	17	12	14
Neither trust nor distrust	43	44	44	42	44	47	45	44	42	36	41	47	44	43	43	42	42	54	43	41	37	43	51
Somewhat distrust	18	20	16	23	18	18	19	20	16	17	17	19	19	20	16	18	16	15	17	20	23	17	12
Strongly distrust	8	9	6	8	11	6	9	9	6	5	7	7	9	7	8	7	11	8	7	6	7	8	6
TOTAL DISTRUST	26	29	22	31	29	24	28	29	22	22	24	26	28	27	24	25	27	23	24	26	30	25	18
Don't know	20	17	18	16	18	15	19	13	25	23	20	17	21	17	23	20	18	14	21	22	16	20	17
India																							
Strongly trust	1	1	1	1	0	2	0	1	1	2	1	1	1	1	1	1	2	1	1	1	2	1	0
Somewhat trust	14	15	17	18	11	18	12	16	13	12	17	13	13	16	13	15	11	11	14	17	15	14	17
TOTAL TRUST	15	16	18	19	11	20	12	17	14	14	18	14	14	17	14	16	13	12	15	18	17	15	17
Neither trust nor distrust	35	36	36	35	33	38	36	33	37	30	34	39	36	38	32	34	35	42	31	33	34	37	34
Somewhat distrust	25	29	26	26	27	24	28	28	23	26	22	26	30	26	25	25	29	25	26	25	27	24	31
Strongly distrust	13	14	9	12	22	9	16	15	11	13	13	12	14	11	16	13	15	13	15	13	13	12	8
TOTAL DISTRUST	38	43	35	38	49	33	44	43	34	39	35	38	44	37	41	38	44	38	41	38	40	36	39
Don't know	11	6	10	8	6	8	8	6	15	18	13	8	6	9	14	11	8	9	13	12	8	11	10
Saudi Arabia																							
Strongly trust	1	0	1	0	0	0	0	1	1	4	0	1	0	1	1	1	0	0	2	1	1	0	0
Somewhat trust	4	5	3	3	4	3	4	5	3	7	4	3	4	4	4	4	3	2	3	4	7	4	3
TOTAL TRUST	5	5	4	3	4	3	4	6	4	11	4	4	4	5	5	5	3	2	5	5	8	4	3
Neither trust nor distrust	18	19	16	13	18	16	18	19	16	20	15	19	19	16	20	17	23	21	18	18	16	17	17
Somewhat distrust	30	35	31	34	28	33	32	30	30	24	29	31	34	32	27	30	29	29	31	30	29	30	35
Strongly distrust	38	35	42	42	42	41	38	38	37	26	40	39	36	40	35	37	37	40	36	36	42	38	38
TOTAL DISTRUST	68	70	73	76	70	74	70	68	67	50	69	70	70	72	62	67	66	69	67	66	71	68	73
Don't know	10	5	8	7	8	6	7	6	14	18	12	6	7	7	13	10	8	7	11	12	6	10	7
Japan																							
Strongly trust	12	10	15	14	13	15	10	18	7	11	16	11	7	14	9	12	11	13	10	12	17	12	12
Somewhat trust	34	35	37	42	35	40	31	41	27	34	35	34	32	37	29	35	29	31	34	34	36	35	37
TOTAL TRUST	46	45	52	56	48	55	41	59	34	45	51	45	39	51	38	47	40	44	44	46	53	47	49
Neither trust nor distrust	29	32	26	27	27	27	31	24	33	27	24	31	35	29	28	28	30	35	27	26	29	28	28
Somewhat distrust	9	11	8	6	9	7	11	6	12	7	6	10	13	7	11	9	13	8	9	10	5	9	12
Strongly distrust	6	6	4	3	8	3	8	4	7	4	6	6	6	4	7	6	6	5	7	5	6	5	5
TOTAL DISTRUST	15	17	12	9	17	10	19	10	19	11	12	16	19	11	18	15	19	13	16	15	11	14	17
Don't know	11	6	9	8	8	7	9	6	15	17	13	8	7	8	14	11	10	8	13	12	8	11	6

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

In your view, which ONE of the following countries, or block of countries, value their relationship with the UK the most?

United States of America (USA)	31	41	22	22	49	20	41	32	29	36	30	28	31	30	31	31	31	24	33	33	26	31	28
European Union (EU)	26	16	40	40	8	39	14	27	24	24	27	28	21	30	20	25	28	28	25	23	34	24	32
India	4	5	4	3	5	4	5	4	4	1	5	3	5	5	3	5	1	2	3	4	7	5	4
Japan	3	3	2	3	4	2	4	4	1	1	2	4	3	3	3	3	5	2	1	5	2	3	2
China	1	1	1	1	1	1	1	1	1	2	1	1	1	1	0	1	0	0	1	0	1	1	0
Saudi Arabia	1	1	1	1	1	1	1	1	1	0	1	0	1	1	1	1	1	1	0	0	1	1	0
Brazil	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
None of these	16	17	15	13	18	16	18	16	15	8	14	20	19	15	17	15	17	23	16	15	13	16	14
Don't know	20	16	16	16	14	16	17	15	24	28	20	16	19	16	25	20	17	20	21	20	16	21	19

In your view, which ONE of the following countries, or block of countries, is the UK's most reliable international partner?

United States of America (USA)	33	48	22	22	60	21	45	38	27	32	31	31	37	31	35	33	30	28	35	35	28	33	31
European Union (EU)	32	19	49	50	8	53	16	34	31	28	37	33	27	38	24	32	30	39	30	30	41	32	37
Japan	2	3	2	3	3	2	3	3	2	1	2	2	2	2	2	2	3	2	2	3	3	2	1
China	1	1	1	1	2	1	1	1	1	3	1	1	1	1	1	1	1	1	1	1	2	1	1
India	1	1	1	0	2	1	2	1	1	0	1	2	1	2	1	1	2	0	1	2	2	1	1
Brazil	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Saudi Arabia	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0
None of these	9	11	6	5	9	7	12	8	10	3	7	11	11	8	10	8	10	12	9	7	8	9	7
Don't know	21	17	19	17	15	15	20	15	28	32	20	20	21	18	26	21	24	18	23	22	16	22	23

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	Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade		Country			Region in England				Con 2019 switch to Labour 2024
	Total	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South	
Weighted Sample	4338	781	1115	399	468	1529	1615	2100	2238	456	1792	1071	1019	2473	1865	3752	208	377	1028	711	525	1488	139
Unweighted Sample	4338	717	1243	441	629	1754	1678	1958	2380	260	1736	1148	1194	2613	1725	3723	234	381	1064	739	393	1527	160
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

In your view, should the UK be trading more or less with the following nations, or is the current level of trade about right?

European Union (EU)

Much more	26	13	41	42	10	44	12	33	20	26	30	28	18	32	19	26	26	34	24	23	34	25	26
Somewhat more	28	33	29	30	21	29	28	28	28	28	26	28	31	29	27	27	31	32	27	26	27	28	32
TOTAL MORE	54	46	70	72	31	73	40	61	48	54	56	56	49	61	46	53	57	66	51	49	61	53	58
Current level of trade is about right	20	30	12	13	34	11	30	19	20	14	15	21	29	18	22	21	14	11	19	22	18	22	25
Somewhat less	4	8	1	2	10	1	7	4	4	2	3	5	5	3	5	4	4	2	4	6	3	4	1
Much less	3	3	0	0	11	1	5	4	2	0	3	2	4	2	4	3	4	2	3	3	2	2	0
TOTAL LESS	7	11	1	2	21	2	12	8	6	2	6	7	9	5	9	7	8	4	7	9	5	6	1
Don't know	20	13	17	13	15	14	18	13	26	29	24	16	12	17	24	20	20	19	23	20	16	19	16

United States of America (USA)

Much more	12	18	7	7	27	9	17	18	6	6	10	15	14	12	12	12	14	13	12	12	11	11	11
Somewhat more	22	31	19	20	33	17	29	28	16	20	18	23	26	21	22	22	18	19	22	25	19	22	20
TOTAL MORE	34	49	26	27	60	26	46	46	22	26	28	38	40	33	34	34	32	32	34	37	30	33	31
Current level of trade is about right	27	30	31	35	20	32	26	26	29	25	25	27	33	28	26	28	29	25	26	25	28	30	32
Somewhat less	9	4	12	14	4	13	5	7	10	10	9	8	8	10	7	9	10	11	8	7	14	8	10
Much less	6	2	7	7	2	8	4	6	7	6	7	7	5	6	6	6	5	8	5	7	8	6	8
TOTAL LESS	15	6	19	21	6	21	9	13	17	16	16	15	13	16	13	15	15	19	13	14	22	14	18
Don't know	24	16	23	19	14	22	19	15	33	33	30	20	14	22	27	24	24	25	27	24	20	23	20

China

Much more	3	2	3	2	3	3	2	5	1	3	3	3	1	3	2	3	5	3	3	2	3	2	4
Somewhat more	8	7	10	8	8	8	7	12	4	7	8	10	5	8	7	7	5	12	7	6	13	6	7
TOTAL MORE	11	9	13	10	11	11	9	17	5	10	11	13	6	11	9	10	10	15	10	8	16	8	11
Current level of trade is about right	20	18	25	18	16	24	17	22	19	26	21	20	18	21	20	21	18	17	20	23	24	19	22
Somewhat less	22	29	23	27	24	25	23	23	22	17	21	22	27	23	22	23	24	20	23	22	20	24	23
Much less	21	28	15	22	33	17	31	22	21	10	17	25	32	21	22	21	24	24	20	20	18	24	24
TOTAL LESS	43	57	38	49	57	42	54	45	43	27	38	47	59	44	44	44	48	44	43	42	38	48	47
Don't know	25	16	24	22	17	23	20	17	34	37	31	20	16	23	28	25	25	24	27	27	22	25	19

Brazil

Much more	4	3	3	3	6	4	4	6	2	2	4	4	3	4	3	4	6	2	4	5	5	3	4
Somewhat more	14	16	18	13	15	15	15	20	9	16	13	16	13	16	12	14	14	15	14	13	16	13	18
TOTAL MORE	18	19	21	16	21	19	19	26	11	18	17	20	16	20	15	18	20	17	18	18	21	16	22
Current level of trade is about right	26	27	27	27	28	27	27	30	21	26	24	26	28	26	26	26	25	21	26	25	25	27	25
Somewhat less	6	6	6	7	6	6	7	6	6	4	5	6	8	6	6	6	3	7	6	7	6	5	6
Much less	4	4	3	4	5	3	4	4	4	1	4	4	5	3	4	3	7	5	4	2	4	3	3
TOTAL LESS	10	10	9	11	11	9	11	10	10	5	9	10	13	9	10	9	10	12	10	9	10	8	9
Don't know	47	44	44	45	40	46	44	35	59	51	50	44	44	45	49	47	45	50	47	48	44	48	44

Sample Size: 4338 Adults in GB
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	Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade		Country			Region in England				Con 2019 switch to Labour 2024
	Total	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South	
Weighted Sample	4338	781	1115	399	468	1529	1615	2100	2238	456	1792	1071	1019	2473	1865	3752	208	377	1028	711	525	1488	139
Unweighted Sample	4338	717	1243	441	629	1754	1678	1958	2380	260	1736	1148	1194	2613	1725	3723	234	381	1064	739	393	1527	160
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
India																							
Much more	5	5	6	3	7	6	5	8	2	2	5	7	4	6	4	5	7	5	6	4	6	4	5
Somewhat more	16	20	18	17	16	18	17	22	10	13	15	17	18	17	14	16	12	17	15	15	19	16	17
TOTAL MORE	21	25	24	20	23	24	22	30	12	15	20	24	22	23	18	21	19	22	21	19	25	20	22
Current level of trade is about right	29	30	31	31	30	31	28	29	28	28	25	30	34	30	27	29	28	23	26	32	29	31	31
Somewhat less	10	12	8	11	12	9	12	10	9	7	8	12	12	9	10	10	10	10	10	9	10	10	14
Much less	7	6	5	6	12	4	9	7	6	5	7	6	8	6	8	6	11	8	8	6	5	6	7
TOTAL LESS	17	18	13	17	24	13	21	17	15	12	15	18	20	15	18	16	21	18	18	15	15	16	21
Don't know	34	26	32	32	23	32	29	22	44	44	40	29	24	32	36	34	32	36	35	33	31	33	27
Saudi Arabia																							
Much more	2	2	2	1	4	2	3	4	1	2	3	3	2	2	3	2	4	3	2	3	3	2	3
Somewhat more	7	9	8	3	9	6	8	10	3	7	6	7	8	6	7	7	6	7	7	7	9	5	8
TOTAL MORE	9	11	10	4	13	8	11	14	4	9	9	10	10	8	10	9	10	10	9	10	12	7	11
Current level of trade is about right	20	25	15	18	27	18	22	24	15	23	16	19	25	19	21	20	19	16	20	20	20	20	18
Somewhat less	16	18	19	20	15	19	16	17	15	13	15	17	17	18	14	16	15	15	16	17	16	16	19
Much less	21	16	25	27	20	25	20	22	20	15	23	23	18	23	19	20	24	27	18	17	25	22	20
TOTAL LESS	37	34	44	47	35	44	36	39	35	28	38	40	35	41	33	36	39	42	34	34	41	38	39
Don't know	34	29	31	30	26	30	32	23	45	40	37	30	29	32	37	34	32	33	36	36	28	35	32
Japan																							
Much more	10	9	11	9	17	11	11	16	5	7	12	11	9	11	9	10	13	11	9	12	11	10	10
Somewhat more	25	29	28	27	28	28	27	35	16	21	25	26	26	27	22	25	22	26	24	24	29	25	27
TOTAL MORE	35	38	39	36	45	39	38	51	21	28	37	37	35	38	31	35	35	37	33	36	40	35	37
Current level of trade is about right	25	29	23	29	25	25	24	25	25	25	19	26	32	24	25	25	21	21	25	24	25	26	24
Somewhat less	4	6	4	3	3	3	5	3	5	3	3	4	6	3	5	4	4	4	4	4	3	4	8
Much less	3	3	2	2	3	2	4	2	4	2	3	3	3	3	3	3	6	3	3	2	4	2	3
TOTAL LESS	7	9	6	5	6	5	9	5	9	5	6	7	9	6	8	7	10	7	7	6	7	6	11
Don't know	33	25	31	31	23	31	28	21	45	42	38	29	24	32	35	33	34	35	34	33	28	34	28

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

In your view, which ONE of the following countries, or block of countries, should the UK prioritise improving trading relationships with?

European Union (EU)	44	31	61	65	15	64	27	46	42	44	46	45	39	51	35	43	50	54	42	38	48	43	48
United States of America (USA)	19	36	7	9	49	8	34	23	15	9	15	21	29	18	21	19	18	15	19	23	14	19	17
Japan	5	5	4	5	7	4	7	6	4	2	6	5	4	5	5	5	4	5	5	5	5	4	7
China	3	3	3	2	5	3	3	5	2	8	4	3	2	4	3	4	2	3	4	3	5	3	2
India	3	4	2	2	4	2	4	3	2	2	3	3	3	2	3	3	1	2	2	3	5	3	1
Brazil	1	1	0	1	0	1	1	1	1	1	1	1	0	1	1	1	0	0	1	2	1	1	1
Saudi Arabia	1	1	0	0	1	0	1	1	1	1	1	1	0	1	1	1	0	1	1	1	1	1	0
None of these	2	2	1	1	3	1	3	2	3	2	2	3	3	2	3	2	4	3	2	2	2	2	3
Don't know	22	18	20	15	17	16	21	14	30	32	23	19	19	17	29	23	20	17	24	23	19	24	21

In your view, which ONE of the following countries, or block of countries, do you see as the UK's most important trading partner?

European Union (EU)	48	38	66	70	22	69	33	52	45	44	50	51	45	55	39	47	51	55	45	42	53	49	56
United States of America (USA)	22	36	10	10	52	11	37	27	17	16	18	24	29	20	24	22	17	19	22	26	19	21	21
China	4	5	3	3	4	3	4	4	4	7	5	3	2	4	4	4	3	2	4	4	5	4	2
Japan	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	2	1	1	2	1	1	0
India	1	2	1	0	1	0	1	1	1	1	1	1	1	1	1	1	2	1	1	1	2	1	1
Brazil	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0
Saudi Arabia	0	0	0	0	0	0	0	0	0	0	1	0	0	0	1	0	0	0	0	1	1	0	0
None of these	2	1	1	0	4	1	2	1	2	2	1	2	2	1	2	2	2	2	1	2	1	2	1
Don't know	22	18	18	16	15	15	21	13	30	30	23	18	20	17	28	22	24	20	25	22	16	21	18

*Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.