



# Exploring public attitudes to trade policy: Findings of TJM and Yonder polling

December 2024

## Introduction

The Trade Justice Movement commissioned Yonder (formerly Populus) to conduct a nationally representative survey of 2,000 UK adults, exploring public attitudes toward key aspects of trade policy.

The polling focused on priorities such as climate action, human rights, ethical trade practices, and democratic accountability in trade processes. The findings provide valuable insights into the public's views on the ethical and environmental standards they expect from the UK's trade agreements and partners. These results will help inform ongoing discussions about shaping fairer and more sustainable trade policies.

Yonder conducted an online sample of 2,000 UK adults aged 18+ between 1<sup>st</sup> November and 4<sup>th</sup> November 2024. Data is weighted to be representative of the population of Great Britain. Targets for quotas and weights are taken from the latest ONS Census data (2021/22) and the PAMCO survey, a random probability F2F survey conducted annually with 35,000 adults. Yonder is a founder member of the [British Polling Council](#) and abides by its rules.

## Data

<b>Q1. How much do you agree or disagree with the following statements about the UK's trade policy?</b>	
<b>Summary</b>	
<b>Base: All respondents</b>	
<b>The UK should not sign trade agreements with countries that have poor human rights records</b>	
Unweighted base	2101
Weighted base	2101
NET: Agree	1424
	68%
Strongly agree (5)	677
	32%
Tend to agree (4)	747

	36%
Neither agree or disagree (3)	323
	15%
Tend to disagree (2)	99
	5%
Strongly disagree (2)	57
	3%
NET: Disagree	157
	7%
Don't know	176
	8%
Prefer not to say	21
	1%
Mean	3.99
Standard deviation	1
Standard error	0.02

<b>Q2. Which, if any, of the following factors do you believe make another country an appealing trading partner for the UK? (Choose 3 options)</b>	
<b>Base: All respondents</b>	
	Total
Unweighted base	2101
Weighted base	2101
Has similar food standards to the UK	722
	34%
Respects human rights	657
	31%
Has high standards of animal welfare	606
	29%
Produces high quality consumer goods	496
	24%
Specialises in goods and services the UK doesn't produce	477
	23%
Has strong workers' rights and protections	457
	22%
Respects international trade law	403
	19%
Is environmentally considerate	338
	16%
Has a stable government	321
	15%
Has lower prices of products	310

	15%
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**Q3. The UK is currently negotiating new trade agreements with a number of partners. To what extent do you support or oppose negotiations with the following trade partners?**

**Gulf Cooperation Council (Bahrain, Kuwait, Oman, Qatar, Saudi Arabia, UAE)**

<b>Base: All respondents</b>	
	Total
Unweighted base	2101
Weighted base	2101
NET: Support	436
	21%
Strongly support (5)	96
	5%
Tend to support (4)	341
	16%
Neither support nor oppose (3)	621
	30%
Tend to oppose (2)	368
	18%
Strongly oppose (1)	269
	13%
NET: Oppose	638
	30%
Don't know	381
	18%
Prefer not to say	25
	1%
Mean	2.78
Standard deviation	1.11

**Q4. How much do you agree or disagree with the following statements about the UK's trade policy?**

**Summary**

**Base: All respondents**

**The UK should not sign trade agreements with countries which aren't taking strong action to tackle climate change**

Unweighted base	2101
Weighted base	2101
NET: Agree	969
	46%
Strongly agree (5)	347
	16%
Tend to agree (4)	623
	30%
Neither agree or disagree (3)	562
	27%
Tend to disagree (2)	182
	9%
Strongly disagree (2)	150
	7%
NET: Disagree	332
	16%
Don't know	211
	10%
Prefer not to say	27
	1%
Mean	3.45
Standard deviation Standard error	1.14

<b>Q5. How much do you agree or disagree with the following statements about the UK's trade policy?</b>	
<b>Summary</b>	
<b>Base: All respondents</b>	
<b>The UK should not import products that were produced to lower environmental standards than those in the UK</b>	
Unweighted base	2101
Weighted base	2101
NET: Agree	1300
	62%
Strongly agree (5)	605
	29%
Tend to agree (4)	695
	33%
Neither agree or disagree (3)	388
	18%
Tend to disagree (2)	136

	6%
Strongly disagree (2)	70
	3%
NET: Disagree	207
	10%
Don't know	190
	9%
Prefer not to say	16
	1%
Mean	3.86
Standard deviation Standard error	1.06
	0.02

<b>Q6. How much do you agree or disagree with the following statements about the UK's trade policy?</b>	
<b>Summary</b>	
<b>Base: All respondents</b>	
<b>The UK should allow imports of food that were produced using lower animal welfare standards or practices that are banned in the UK</b>	
Unweighted base	2101
Weighted base	2101
NET: Agree	413
	20%
Strongly agree (5)	174
	8%
Tend to agree (4)	238
	11%
Neither agree or disagree (3)	282
	13%
Tend to disagree (2)	387
	18%
Strongly disagree (2)	845
	40%
NET: Disagree	1233
	59%
Don't know	159
	8%
Prefer not to say	15
	1%
Mean	2.23
Standard deviation Standard error	1.36
	0.03

<b>Q7. How much do you agree or disagree with the following statements about the UK's trade policy?</b>	
<b>Summary</b>	
<b>Base: All respondents</b>	
<b>The UK should not sign trade agreements with countries that have a poor record on protecting workers' rights</b>	
Unweighted base	2101
Weighted base	2101
NET: Agree	1360
	65%
Strongly agree (5)	536
	26%
Tend to agree (4)	823
	39%
Neither agree or disagree (3)	375
	18%
Tend to disagree (2)	121
	6%
Strongly disagree (2)	46
	2%
NET: Disagree	167
	8%
Don't know	181
	9%
Prefer not to say	19
	1%
Mean	3.89
Standard deviation	0.97
Standard error	0.02

<b>Q8. How much do you agree or disagree with the following statements about the UK's trade policy?</b>	
<b>Summary</b>	
<b>Base: All respondents</b>	
<b>The UK should ban imports that have been produced using forced labour</b>	
Unweighted base	2101
Weighted base	2101
NET: Agree	1556
	74%

Strongly agree (5)	906
	43%
Tend to agree (4)	650
	31%
Neither agree or disagree (3)	269
	13%
Tend to disagree (2)	71
	3%
Strongly disagree (2)	44
	2%
NET: Disagree	114
	5%
Don't know	143
	7%
Prefer not to say	18
	1%
Mean	4.19
Standard deviation Standard error	0.96
	0.02

<b>Q9. The UK is currently negotiating new trade agreements with a number of partners. To what extent do you support or oppose negotiations with the following trade partners?</b>	
<b>Israel</b>	
<b>Base: All respondents</b>	
	Total
Unweighted base	2101
Weighted base	2101
NET: Support	386
	18%
Strongly support (5)	133
	6%
Tend to support (4)	253
	12%
Neither support nor oppose (3)	463
	22%
Tend to oppose (2)	311
	15%
Strongly oppose (1)	561
	27%

NET: Oppose	872
	41%
Don't know	345
	16%
Prefer not to say	36
	2%
Mean	2.47
Standard deviation	1.29
	0.03

**Q10. Existing processes in the UK mean the Government can start and undertake trade negotiations and sign a final trade deal without having to get approval from MPs. Under this system, the Government doesn't have to give MPs a vote on a trade deal if it chooses not to. To what extent are you satisfied, if at all, with this process ?**

<b>Summary</b>	
<b>Base: All respondents</b>	
Unweighted base	2101
Weighted base	2101
NET: Satisfied	487
	23%
Very satisfied (5)	94
	4%
Fairly satisfied (4)	393
	19%
Neither (3)	421
	20%
Not very satisfied (2)	456
	22%
Not at all satisfied (2)	321
	15%
NET: Not satisfied	778
	37%
Don't know	394
	19%
Prefer not to say	22
	1%
Mean	2.69
Standard deviation Standard error	1.18
	0.03