



Department for
International Trade

What are your views on the consumer impacts of international trade?

The Department for International Trade (DIT) has commissioned Ipsos, an independent research organisation, to undertake research to better understand how businesses and manufacturers perceive international trade to affect the price, quality and supply of everyday consumer goods.

The findings from the study will help build DIT's evidence base on whether and how international trade has impacted consumers in the UK - for example, by making products such as these more widely available, cheaper or better quality.

As a business involved in the import/manufacture of goods using international supply chains, we would like to invite you to take part in an interview to be conducted either by telephone or Microsoft Teams during January. The interview will last around 45 minutes.

Why take part?

- ✓ Your views will help us to better understand how DIT's work impacts the UK public.
- ✓ Given the current pressure on the cost of living, it's more important than ever to understand and communicate how everyday goods are impacted by international trade.
- ✓ It's easy to take part, via a one-to-one interview with a member of the team from Ipsos, arranged for a time convenient for you.

Taking part is easy

The research will involve a short one-to-one interview with an Ipsos researcher over the telephone or Microsoft Teams. This will be an informal, structured conversation, focusing on your own perspective on trade as an importer of consumer goods. For those who are unable to take part in a telephone or Teams interview for accessibility reasons, please be assured that we will look for an appropriate alternative way for you to participate.

We will safeguard the information you share with us

Your participation in the study will be entirely anonymous. With your permission, Ipsos would like to audio record the conversation for analysis purposes, but your comments will be non-attributable. You may withdraw your consent for recording at any time.

What are the next steps?

Ipsos will arrange a mutually convenient time to call you for the interview. No preparation is required. For more information about the study, and to express your interest in participating, please email finlay.procter@ipsos.com by Monday 16th January.

Thank you for your consideration. The information you share will ensure that the impact of international trade policy on the consumer is better understood.

Yours sincerely,

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