

navigator*

Tuesday, August 19th

Tariffs and Economic Messaging: A Guide for Advocates



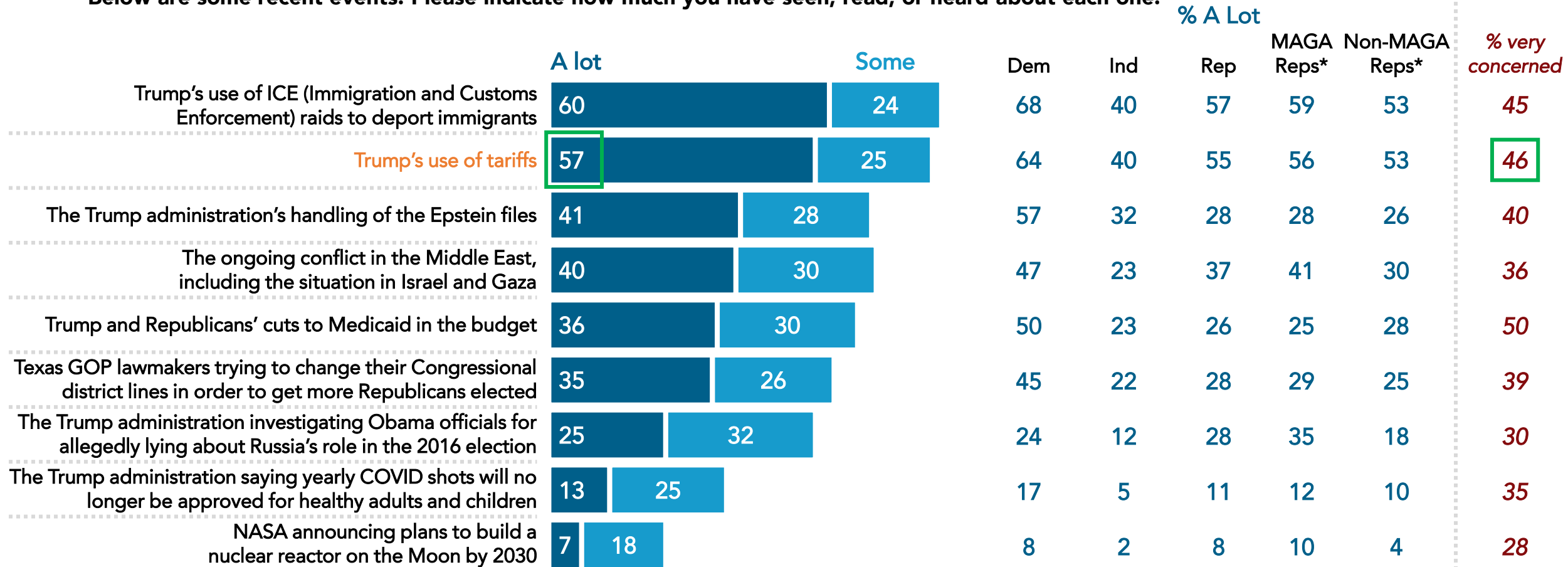
Credit: Shutterstock/Rokas Tenys

Key Takeaways:

- Nearly three in five Americans report hearing “a lot” about Trump’s use of tariffs, as tariffs broadly and his plan specifically remain deeply unpopular.
- Two in three continue to say Trump’s tariff policy is making their costs go up, while a majority say his tariff policy is creating chaos and damaging the economy rather than bringing countries to the negotiating table.
- Half of Americans continue to oppose Republicans’ budget plan, and a majority view it unfavorably.
- Americans are equally concerned about Republicans raising costs through policies like tariffs and cutting important programs working families count on.

Nearly Three in Five Are Hearing “A Lot” About Trump’s Use of Tariffs, As Almost Half Find It Very Concerning

Below are some recent events. Please indicate how much you have seen, read, or heard about each one.



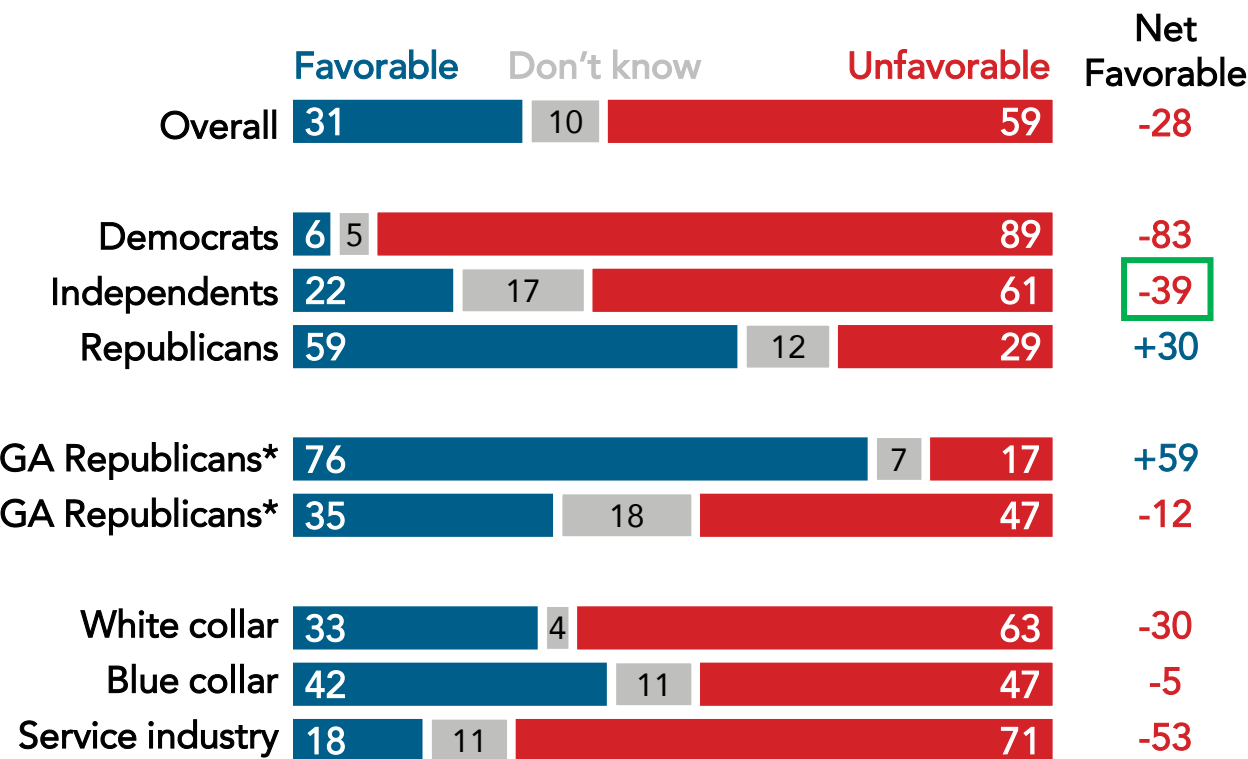
*“MAGA Republicans” are Republicans who identify as “a supporter of the MAGA movement” on a separate question, while “non-MAGA Republicans” are Republicans who do not consider themselves supporters of the MAGA movement or are not sure.
 Nationwide survey of 1,000 registered voters conducted August 7-August 11, 2025.
 For more info, visit navigatortresearch.org.

navigator*

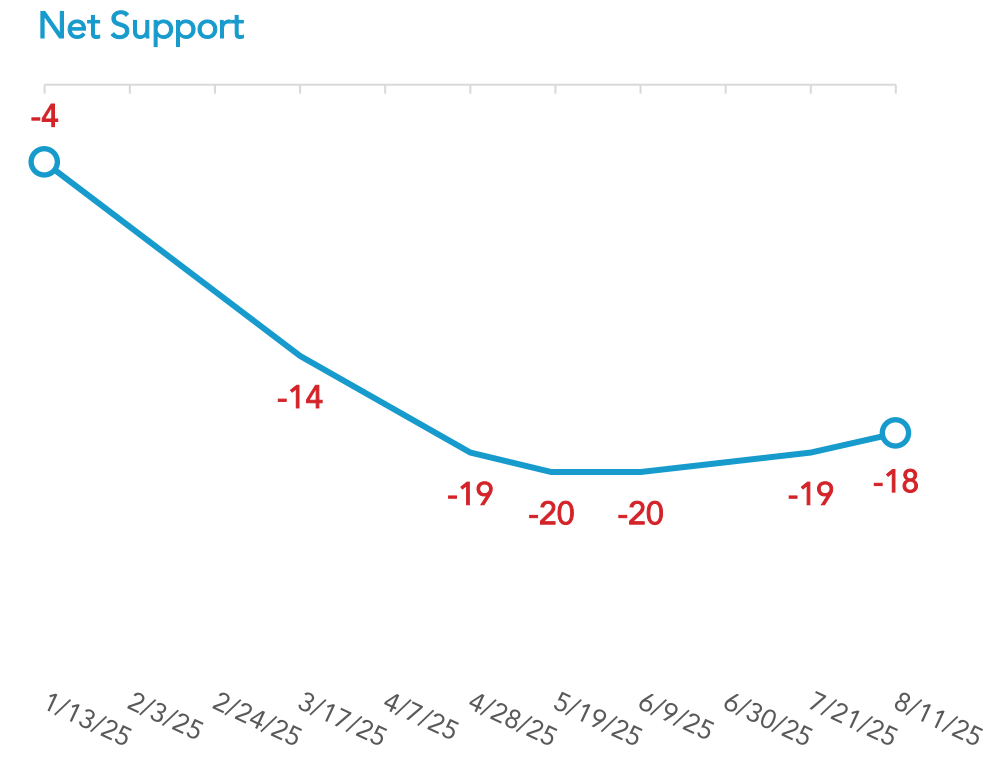
In the Face of Changing Trade Deals, Trump's Tariffs Remain Deeply Unpopular

Independents continue to rate tariffs negatively (net -39 favorable) and oppose Trump's tariff plan (net -42 support).

Please indicate how favorable or unfavorable you are to: Tariffs.



Do you support or oppose Trump's tariff plan?

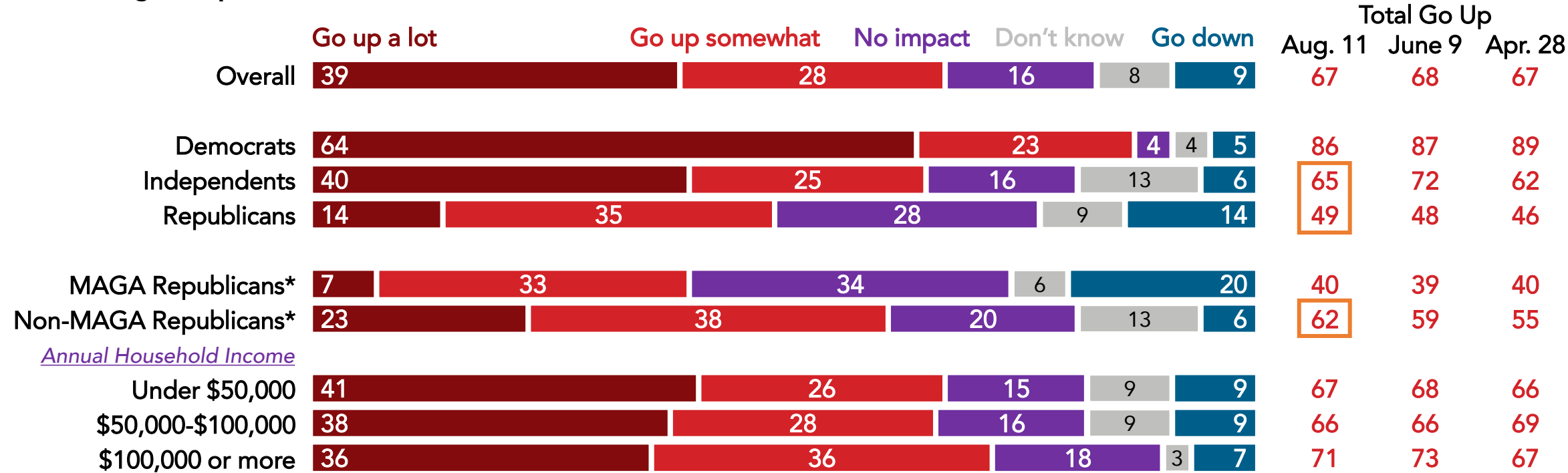


*"MAGA Republicans" are Republicans who identify as "a supporter of the MAGA movement" on a separate question, while "non-MAGA Republicans" are Republicans who do not consider themselves supporters of the MAGA movement or are not sure.
Nationwide surveys of registered voters; Each wave represents approximately 1,000 interviews taken over the prior three-five days.
Latest wave conducted August 7-August 11, 2025. For more info, visit navigatorresearch.org.

Majorities Continue to Say Trump’s Tariffs Are Sending Their Costs Up

Nearly two in three independents (65%) say Trump’s tariff policy is making their costs go up, as do more than three in five non-MAGA Republicans* (62%) and roughly half of Republicans overall (49%).

When it comes to Trump’s tariff policy, what do you think is happening? Is his tariff policy making the cost of things you buy go up, go down, or is it having no impact?

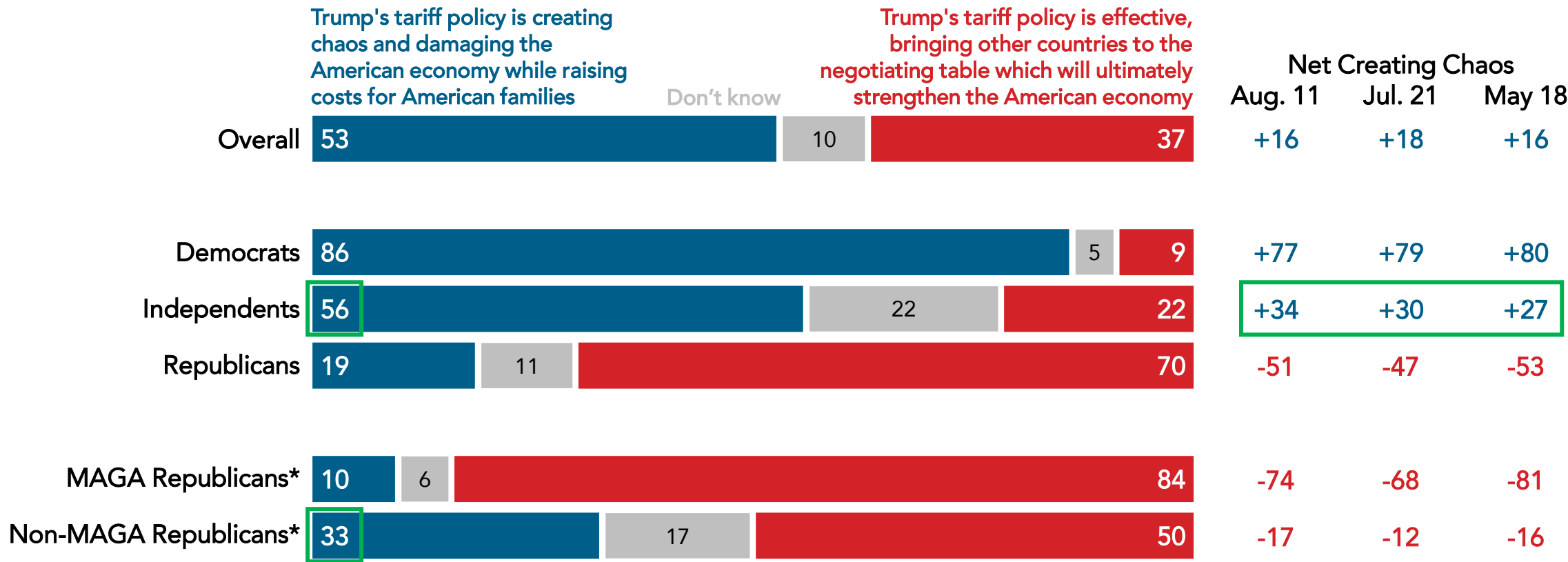


*"MAGA Republicans" are Republicans who identify as "a supporter of the MAGA movement" on a separate question, while "non-MAGA Republicans" are Republicans who do not consider themselves supporters of the MAGA movement or are not sure.
Nationwide surveys of registered voters; Each wave represents approximately 1,000 interviews taken over the prior three-five days.
Latest wave conducted August 7-August 11, 2025. For more info, visit navigatorresearch.org.

Majorities Still Say Trump’s Tariffs Are Causing Chaos, Not Causing Other Countries to Negotiate

A growing majority of independents (56%) say Trump’s tariff policy is creating chaos, as do a third of non-MAGA Republicans* (33%).

Which side do you agree with more?



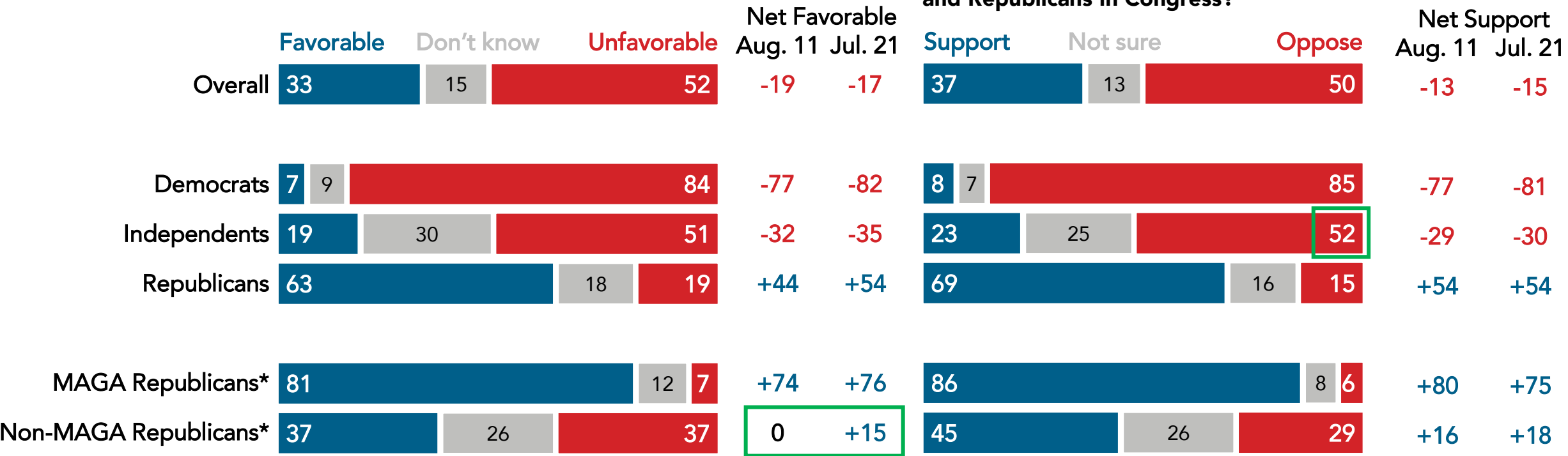
*"MAGA Republicans" are Republicans who identify as "a supporter of the MAGA movement" on a separate question, while "non-MAGA Republicans" are Republicans who do not consider themselves supporters of the MAGA movement or are not sure.
Nationwide surveys of registered voters; Each wave represents approximately 1,000 interviews taken over the prior three-five days.
Latest wave conducted August 7-August 11, 2025. For more info, visit navigatorresearch.org.

Half of Americans Continue to Oppose Republicans' Budget Plan, and Majorities View It Unfavorably

A majority of independents (52%) oppose the budget plan recently passed by Trump and Republicans, and negativity among non-MAGA Republicans* has increased since July (from net +15 favorable to net 0).

Please indicate how favorable or unfavorable you are to:
The Republican budget bill, also known as the One Big Beautiful Bill Act.

Regardless of how much you know about it... Do you support or oppose the budget plan that was recently passed by Trump and Republicans in Congress?



*"MAGA Republicans" are Republicans who identify as "a supporter of the MAGA movement" on a separate question, while "non-MAGA Republicans" are Republicans who do not consider themselves supporters of the MAGA movement or are not sure.
Nationwide surveys of registered voters; Each wave represents approximately 1,000 interviews taken over the prior three-five days.
Latest wave conducted August 7-August 11, 2025. For more info, visit navigatorresearch.org.

Republicans Raising Costs and Cutting Important Programs Are Equally Concerning

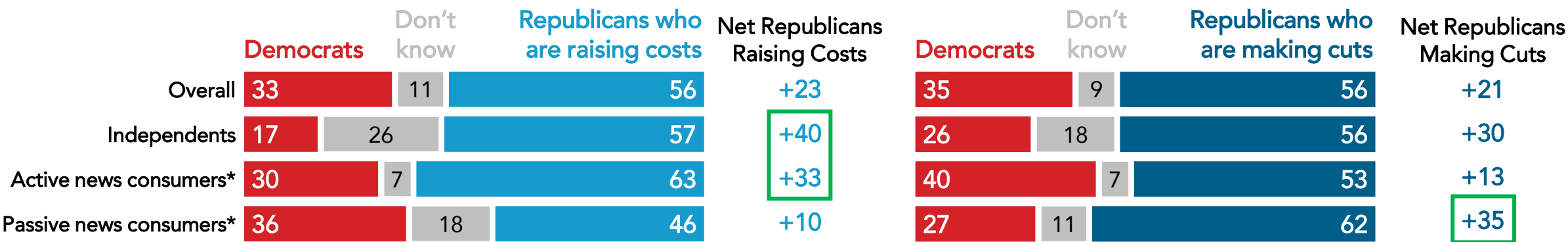
Independents are more concerned about Republicans raising costs (net +40 more concerned) than making cuts (net +30). Americans who earn less than \$50,000 a year are also more concerned about Republicans raising costs (net +36) than making cuts (net +23).

Which concerns you more?

Democrats who are spending too much money on government handouts and wasting taxpayer dollars.

[Split Sample – COSTS] Republicans who are raising costs by imposing massive new tariffs on everyday essentials like groceries, clothing, and cars, and passing new budgets that drive up prices on health insurance and utility bills.

[Split Sample – CUTS] Republicans who are taking away things working families count on, including making the largest cut to Medicaid in history, eliminating health care for more than 10 million people, and taking food away from kids and families.

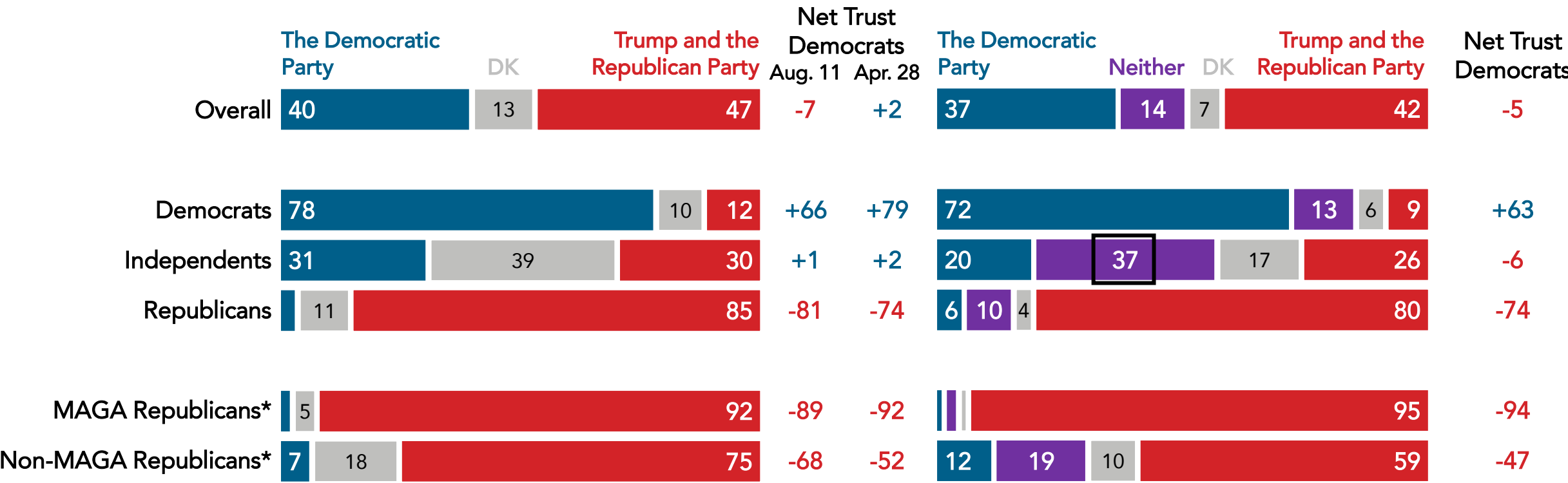


*"Passive news consumers" are those who say, "News comes to me," while "active news consumers" say, "I seek out news."
Nationwide survey of 1,000 registered voters conducted August 7-August 11, 2025.
For more info, visit navigatortresearch.org.

Even With Lower Numbers for Trump on Tariffs, Republicans Are Still More Trusted on Trade Policy

When forced to choose which party they trust more on trade policy and tariffs, independents are split (net +1 trust Democrats), though when they are allowed to indicate that they don't trust either party, a plurality (37%) choose that option.

Please indicate who you personally trust more to handle: Trade policy, including tariffs. [Split Sample]



*"MAGA Republicans" are Republicans who identify as "a supporter of the MAGA movement" on a separate question, while "non-MAGA Republicans" are Republicans who do not consider themselves supporters of the MAGA movement or are not sure.
Nationwide surveys of registered voters; Each wave represents approximately 1,000 interviews taken over the prior three-five days.
Latest wave conducted August 7-August 11, 2025. For more info, visit navigatortresearch.org.

On the Issues: Tariffs, Inflation, and Immigration/Deportations Are Raising the Most Concerns for Americans on Trump

Inflation is the top Trump-related concern among Republicans (39% top four), driven especially by non-MAGA Republicans* (45%).

Below is a list of topics that have been in the news lately in regards to Donald Trump. Which, if any, raise the most concerns for you in terms of the way Trump has handled that issue?

	% top four most concerning	Dem	Ind	Rep	MAGA Reps*	Non- MAGA Reps*
Tariffs	44%	59	46	28	21	38
Inflation	41	41	44	39	35	45
Immigration and deportations	39	49	37	29	28	31
Medicaid	35	45	38	24	22	27
The Epstein files	28	34	27	21	21	22
Democracy and civil liberties	24	41	19	8	6	10
Taxes	21	18	24	22	20	26
Education	18	22	18	13	13	14
The conflict in the Middle East	16	12	21	18	17	21
Public health and vaccines	16	19	13	14	13	14
The environment	13	17	11	10	11	8

*"MAGA Republicans" are Republicans who identify as "a supporter of the MAGA movement" on a separate question, while "non-MAGA Republicans" are Republicans who do not consider themselves supporters of the MAGA movement or are not sure.
 Nationwide survey of 1,000 registered voters conducted August 7-August 11, 2025.
 For more info, visit navigatortresearch.org.

navigator*

Most Concerning on Trump: Looking Out for the Rich, Corruption

Republicans are most concerned that “Trump promised to lower costs, but inflation and prices are still going up” (30% top two), driven by non-MAGA Republicans* (38%).

Which of the following concerns you most about Trump?

	<i>% top two most concerning</i>	Dem	Ind	Rep	MAGA Reps*	Non- MAGA Reps*
Trump is looking out for the rich and powerful, while cutting programs that regular people rely on	31%	40	34	20	16	25
Trump is deeply corrupt, abusing the office of the president for personal gain for himself and his rich donors	29	49	27	10	6	15
Trump is undermining our democracy and the rule of law, in order to amass more power for himself	25	43	22	9	4	15
Trump promised to lower costs, but inflation and prices are still going up	24	17	30	30	24	38
Trump is always causing chaos, which harms our country and our economy	20	29	28	8	6	11

*"MAGA Republicans" are Republicans who identify as "a supporter of the MAGA movement" on a separate question, while "non-MAGA Republicans" are Republicans who do not consider themselves supporters of the MAGA movement or are not sure.
Nationwide survey of 1,000 registered voters conducted August 7-August 11, 2025.
For more info, visit navigatortresearch.org.



About Navigator

In a world where the news cycle is the length of a tweet, our leaders often lack the real-time public-sentiment analysis to shape the best approaches to talking about the issues that matter the most. Navigator is designed to act as a consistent, flexible, responsive tool to inform policy debates by conducting research and reliable guidance to inform allies, elected leaders, and the press. Navigator is a project led by pollsters from Global Strategy Group and GBAO along with an advisory committee, including: Jessica Floyd, The Hub Project; Christina Reynolds; Mike Podhorzer; Jesse Ferguson, progressive strategist; Navin Nayak; Stephanie Valencia, EquisLabs; and Melanie Newman, Planned Parenthood Action Fund.

About the Study

Global Strategy Group conducted a public opinion survey among a sample of 1,000 registered voters from August 7-August 11, 2025. 100 additional interviews were conducted among Hispanic voters. 100 additional interviews were conducted among African American voters. 77 additional interviews were conducted among Asian American and Pacific Islander voters. 100 additional interviews were conducted among independent voters. The survey was conducted online, recruiting respondents from an opt-in online panel vendor. Respondents were verified against a voter file and special care was taken to ensure the demographic composition of our sample matched that of the national registered voter population across a variety of demographic variables. The margin of error for the full sample at the 95 percent level of confidence is +/- 3.1 percentage points. The margin of error for subgroups varies and is higher.

For Press inquiries contact:

press@navigatorresearch.org

To learn more about Navigator:

<http://navigatorresearch.org>

@NavigatorSurvey on Twitter