

# navigator\*

Thursday, December 19<sup>th</sup>

## Trump Tariffs: A Guide for Advocates



Credit: Shutterstock/Valery Evlakhov

## Key Takeaways:

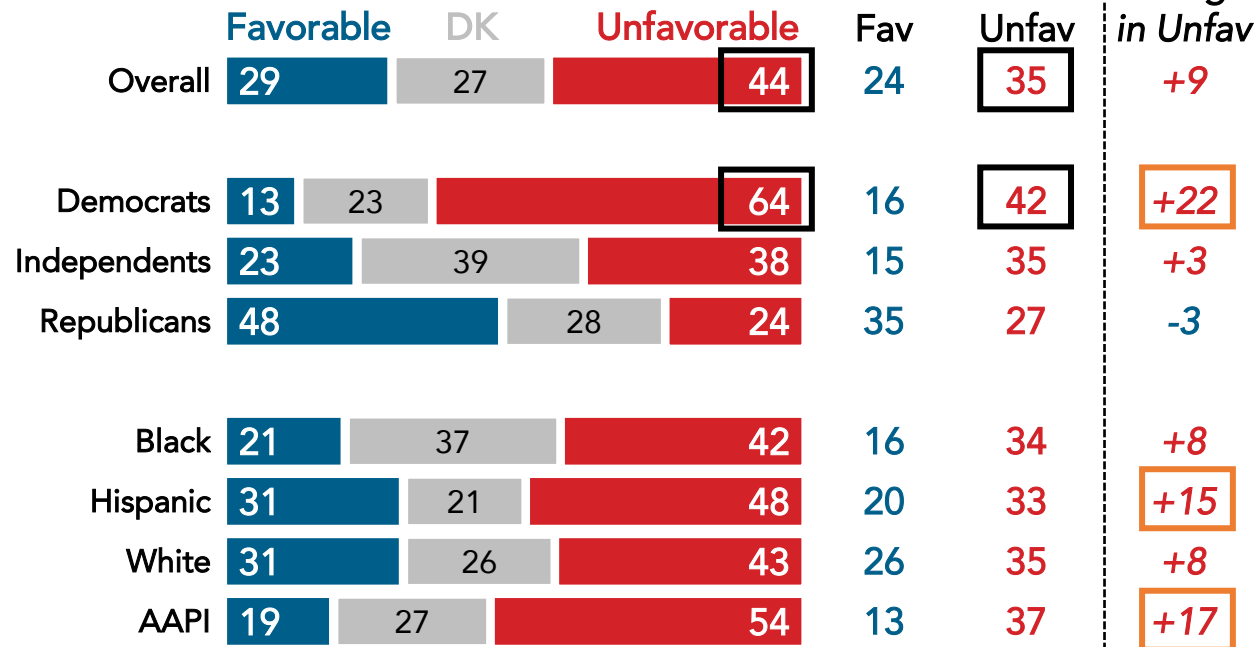
- A plurality of Americans view tariffs unfavorably and oppose Trump's tariff plan, though at least one in five Americans are uncertain on each metric.
- More than three in five say new tariffs would increase the costs of things that they buy. A greater share also say new tariffs will hurt U.S. consumers more than foreign countries.
- The top concerns about higher tariffs are that they could increase inflation and raise prices and that they are a new tax that burdens working- and middle-class families.
- The framing of tariffs also matters a great deal: a clear majority of Americans oppose tariffs when they are described as a cost increase.

# While Many Are Unsure, a Plurality Are Unfavorable to Tariffs; A Plurality Also Oppose Trump's Tariff Plan

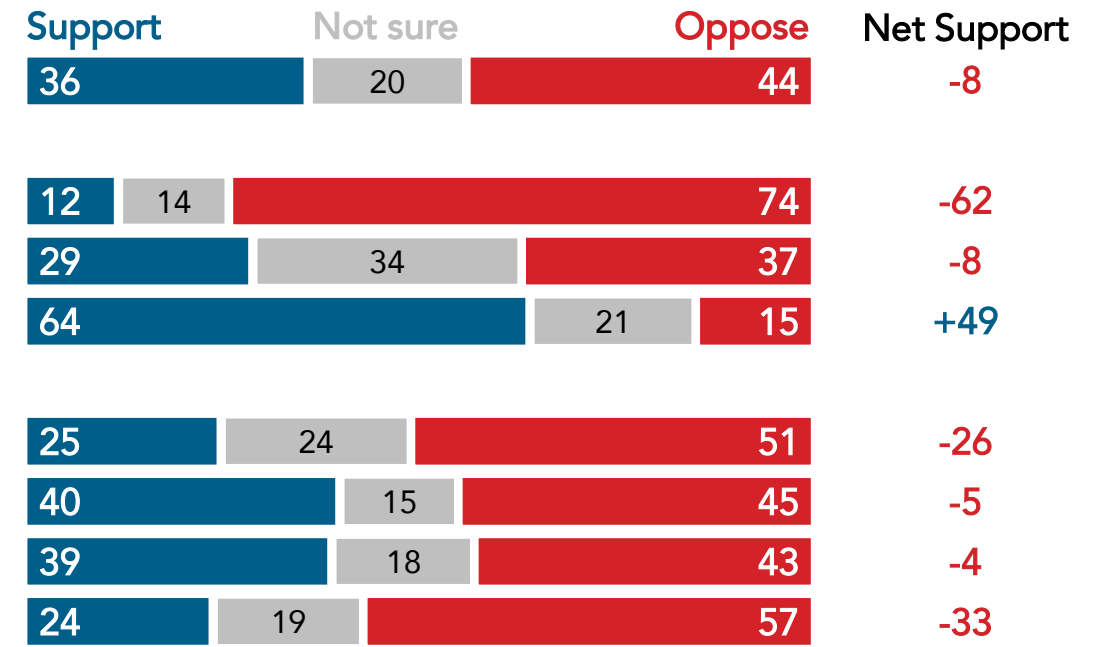
Since August, views of tariffs have polarized along partisan lines, as Democrats now view them deeply unfavorable (net -51 favorable, down from net -26 in August) while just under half of Republicans view them favorably (net +24, up from net +8).

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

August 25



Do you support or oppose Trump's tariff plan?

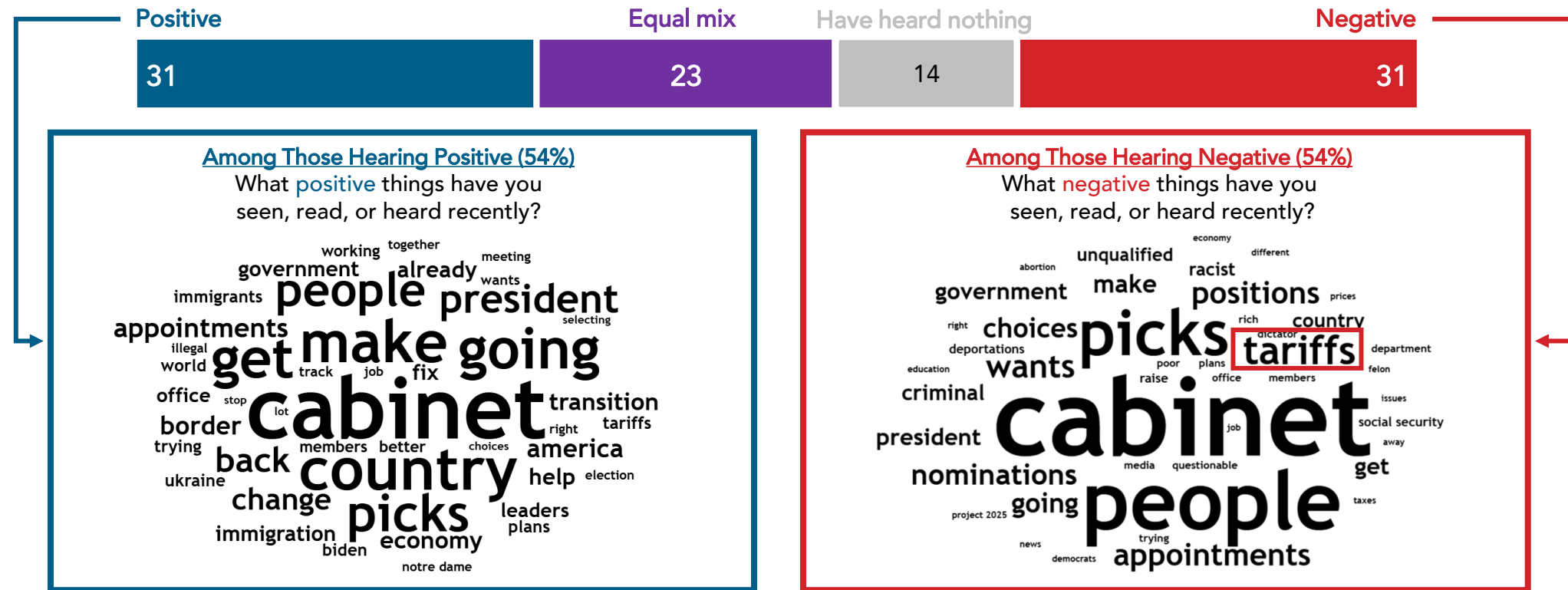


Nationwide surveys of registered voters; Each wave represents approximately 1,000 interviews taken over the prior three-five days. Latest wave conducted December 5-December 8, 2024. For more info, visit [navigatorresearch.org](https://navigatorresearch.org).

# Tariffs Are a Part of the Emerging Negative Conversation Around Trump and Are Seen Little in the Positive Conversation

Both positive and negative recall about Trump focus on his Cabinet picks, whereas “tariffs” are mentioned far more by those hearing negative things than hearing positive things about him.

Over the past few days, has what you have seen, read, or heard recently about **Donald Trump** been mostly:



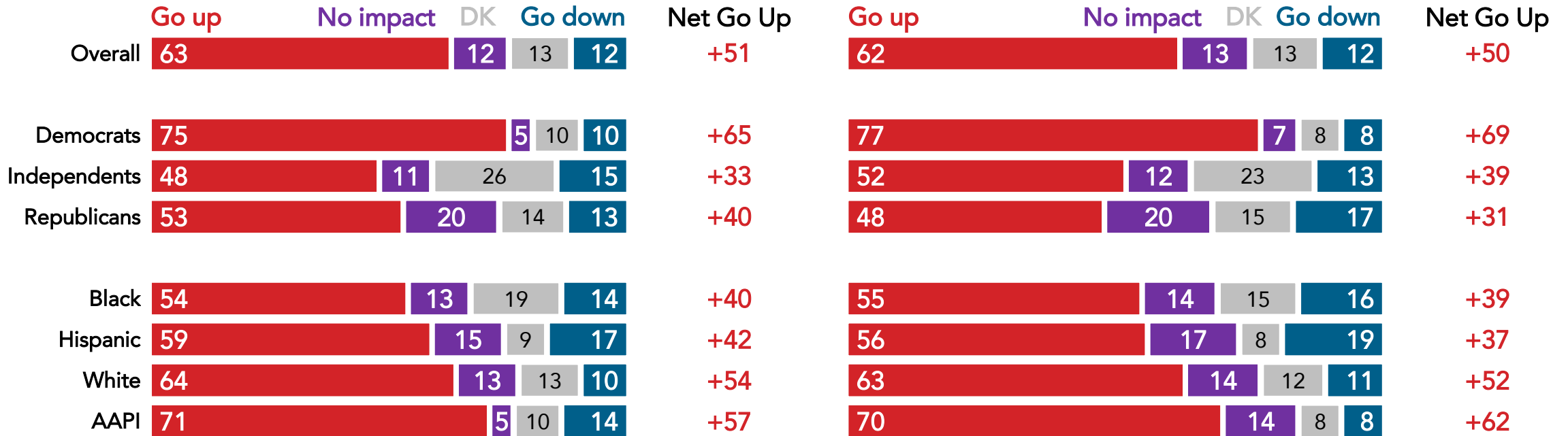
Nationwide survey of 1,000 registered voters conducted December 5-December 8, 2024.  
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# With or Without Trump Context, Tariffs Are Seen As a Driver of Higher Costs

More than three in five Americans say that the introduction of new tariffs would make the cost of things they buy go up, both without any partisan context (63% go up) and with the context that Trump has proposed new tariffs (62%).

If new tariffs were placed on products that you buy, what do you think is most likely to happen? Would it make the cost of things you buy go up, go down, or would it have no impact?

As you may know, Trump has proposed tariffs on things we import from other countries. If new tariffs were placed on products that you buy, what do you think is most likely to happen? Would it make the cost of things you buy go up, go down, or would it have no impact?

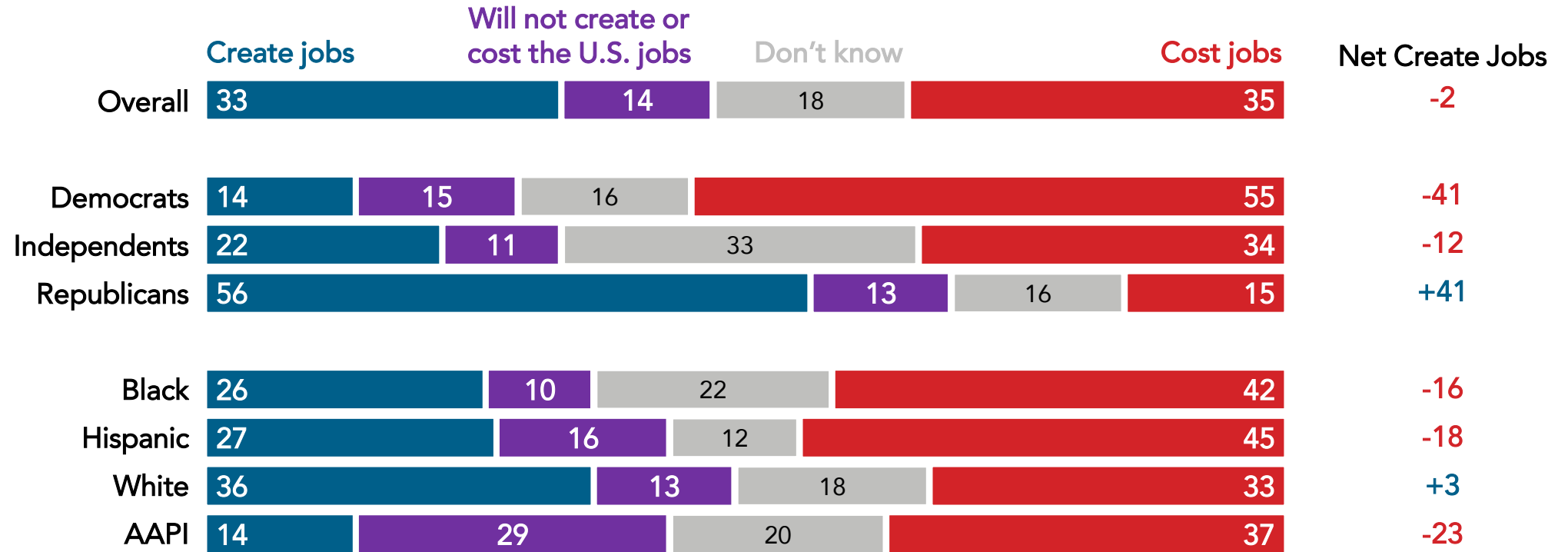


Nationwide survey of 1,000 registered voters conducted December 5-December 8, 2024. For more info, visit [navigatorresearch.org](https://navigatorresearch.org).

# Americans Are Divided On Whether Tariffs Will Create Or Cost American Jobs

A roughly equal share of Democrats say imposing new tariffs will cost jobs (55%) as the share of Republicans who say they will create jobs (56%), while more independents say they will cost jobs (34%) than create jobs (22%) – though a third say they are unsure.

Do you think imposing new tariffs will create U.S. jobs or cost the U.S. jobs?



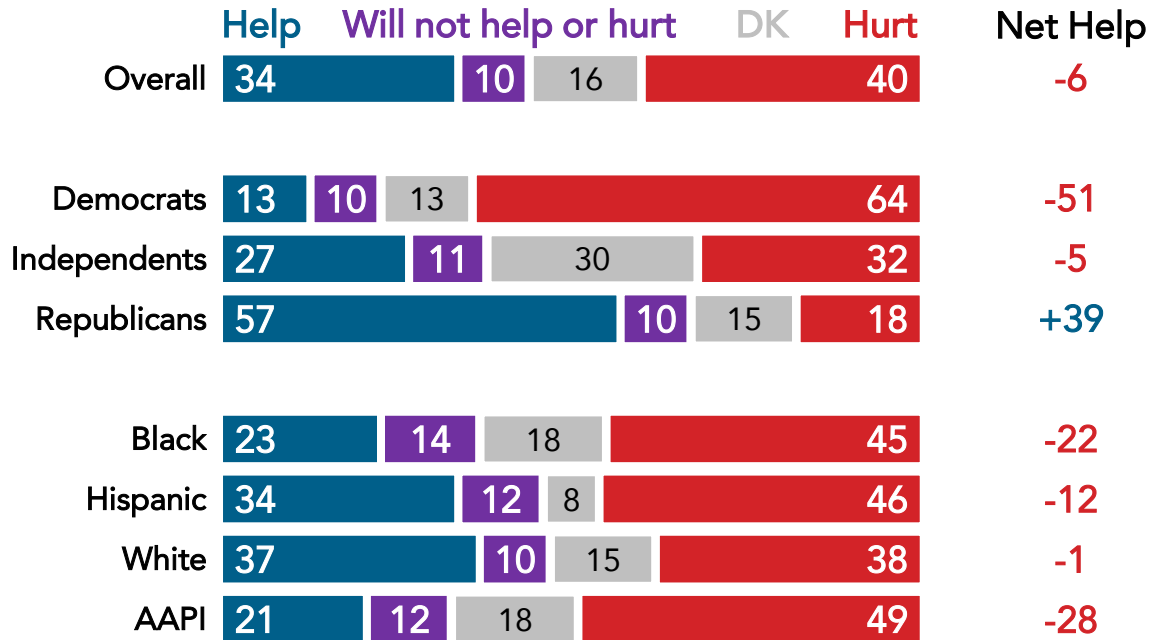
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# Pluralities Say New Tariffs Will Hurt American Businesses and Workers

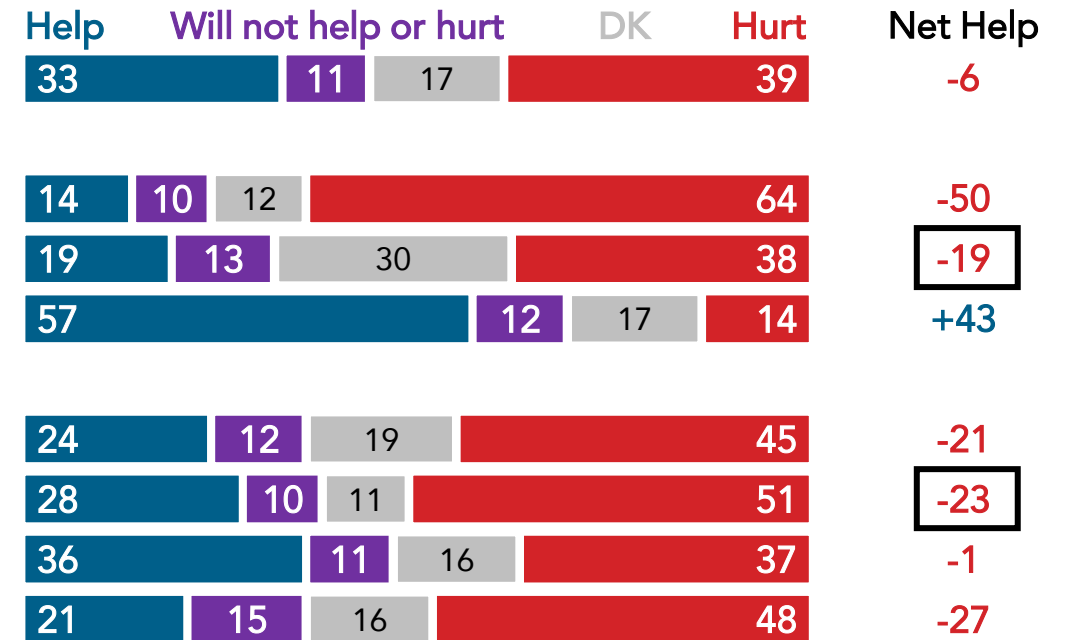
More Americans say that new tariffs will hurt rather than help American businesses (40% vs. 34%), and more say that they will hurt rather than help American workers (39% vs. 33%).

- Republicans are the only partisan or racial group that say they will help American businesses and workers (57% on each).

Do you think imposing new tariffs will help American businesses or hurt American **businesses**?



Do you think imposing new tariffs will help American workers or hurt American **workers**?



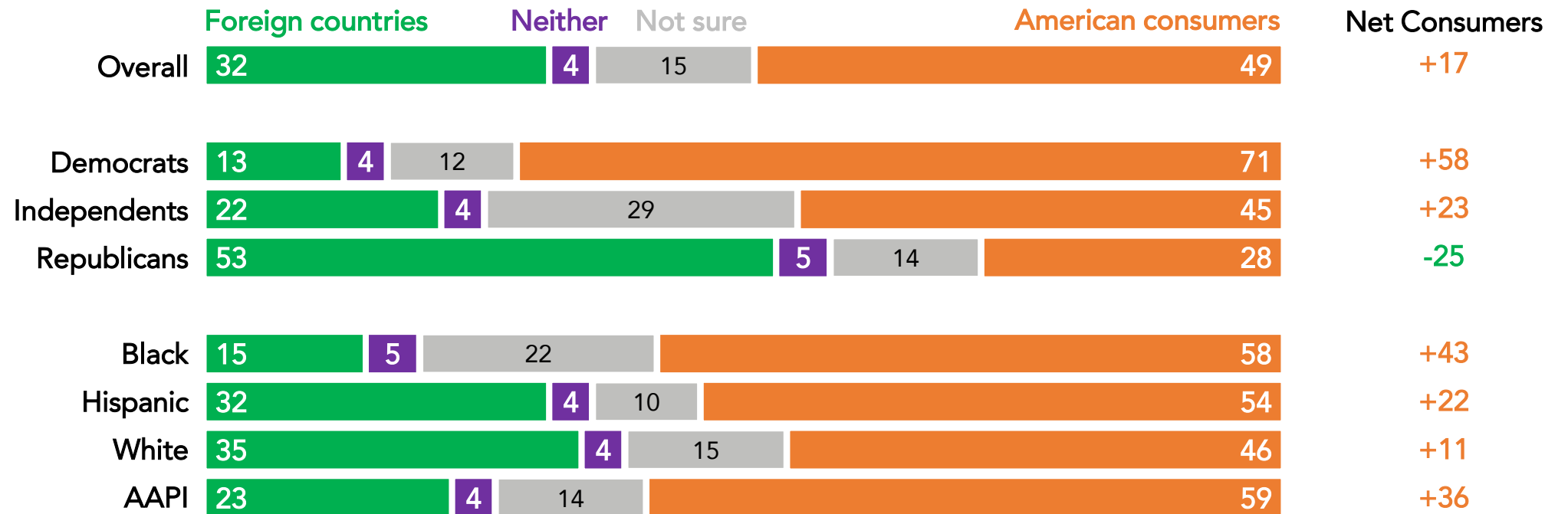
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# American Consumers More Seen As Bearing the Brunt of New Tariffs Than Foreign Countries

Roughly half of Americans say new tariffs will hurt American consumers more (49%), compared to one in three who say they will hurt foreign countries more (32%).

- Nearly half of independents say that new tariffs will hurt American consumers more (45%).

Who do you think imposing new tariffs will hurt more: foreign countries or American consumers?



Nationwide survey of 1,000 registered voters conducted December 5-December 8, 2024.  
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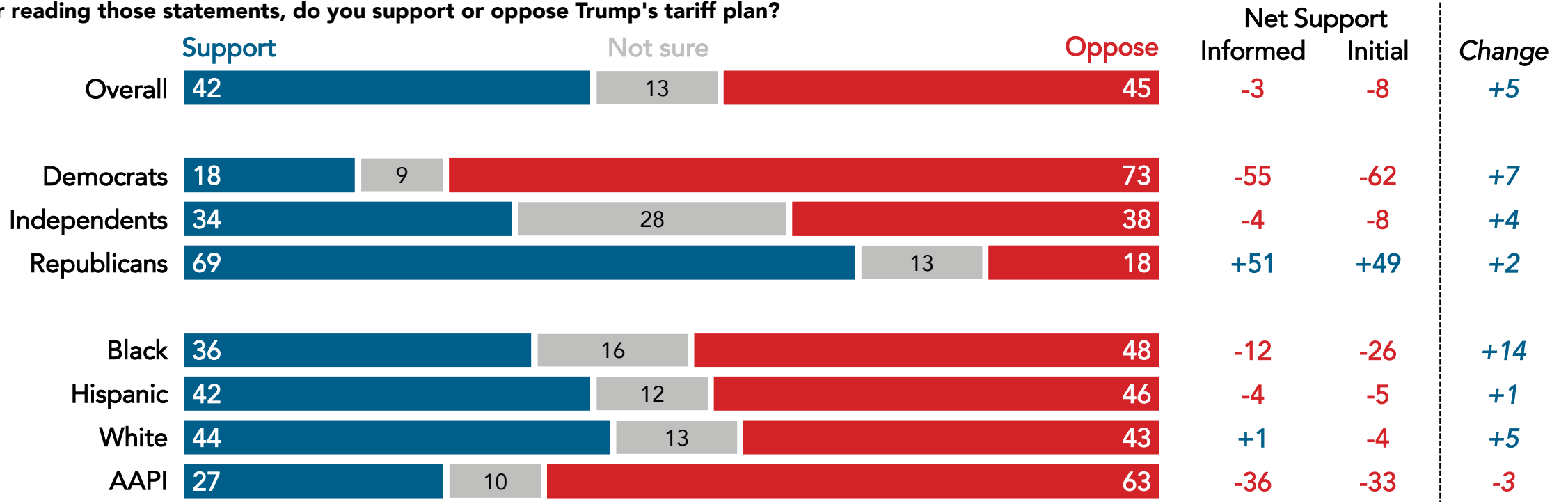
# Trump's Arguments Help to Bolster the Case On Tariffs, Though Americans Remain Divided

After a simulated debate between supporters and opponents of Trump's tariff plan, support grows from net -8 support to net -3 support.

Some say increased tariffs would be a tax on all imports, increasing prices on almost everything we buy – like clothes, cars, and washing machines. The average American would pay more than \$1,500 a year in higher prices.

Others say increased tariffs on all imported goods to the U.S. would make American-made products more competitive. It would protect American manufacturing and bring new companies to the U.S., as well as be a tool to force countries to crack down on drug trafficking and illegal immigration into the U.S.

After reading those statements, do you support or oppose Trump's tariff plan?



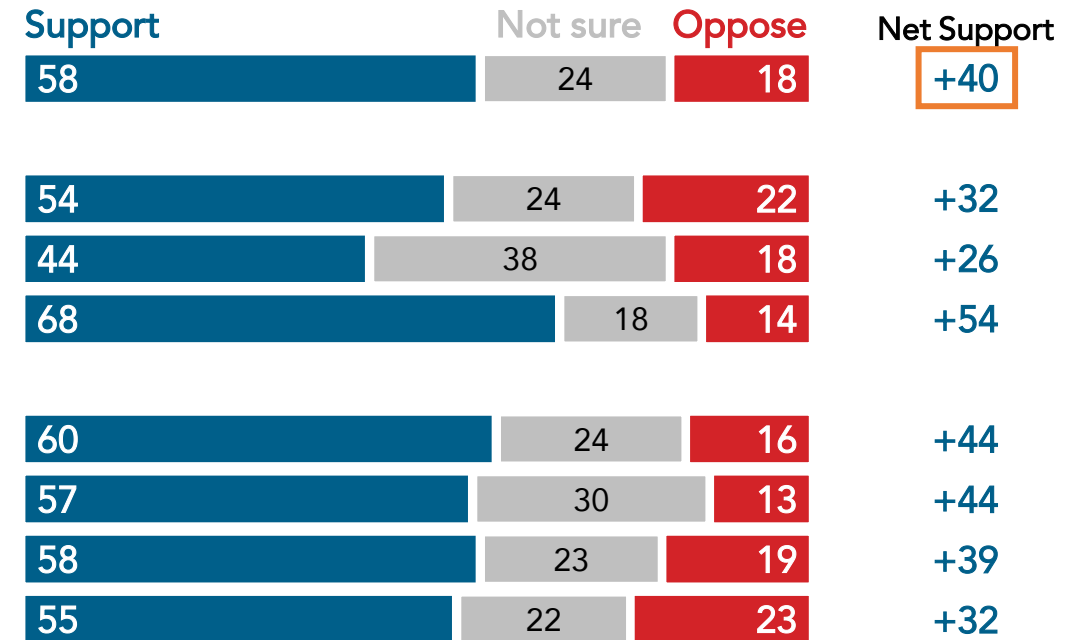
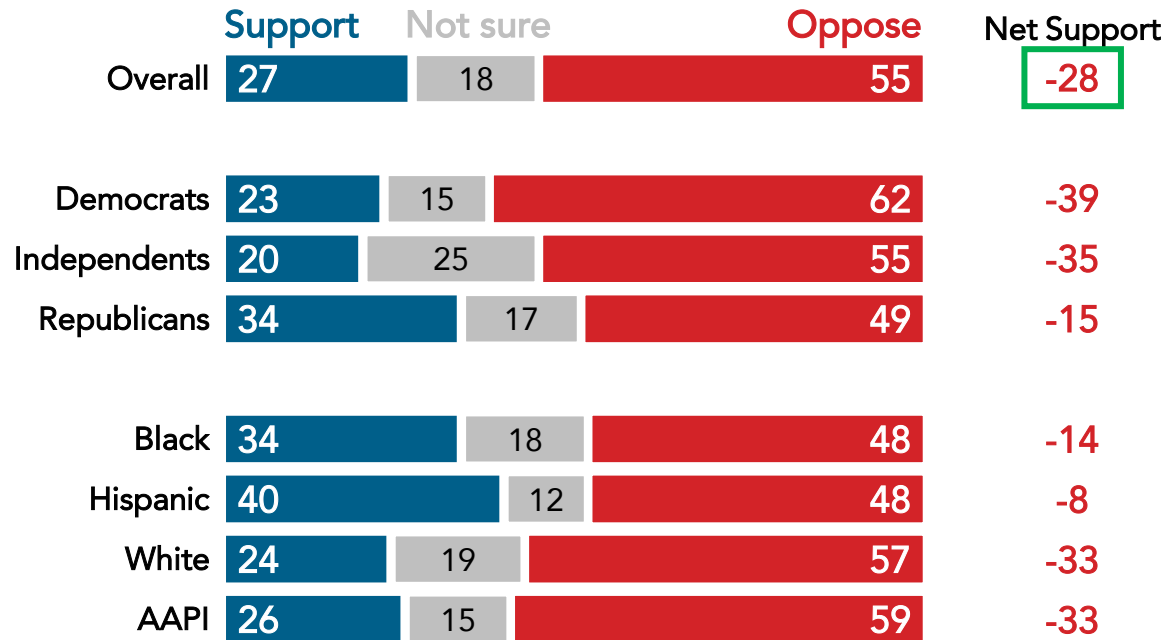
Nationwide survey of 1,000 registered voters conducted December 5-December 8, 2024. For more info, visit [navigatorresearch.org](http://navigatorresearch.org).

# (From August 2024) Framing Tariffs Matters: Americans Oppose Tariffs When Described As a Cost Increase

Highlighting that a 10% tariff on all imported goods would mean that “the average American would pay more than \$1,500 a year in higher prices” leads a majority to oppose tariffs (net -28 support).

(From August) Do you support or oppose a 10% tariff (or tax) on all imported goods to the U.S., which would increase prices on almost everything we buy – like clothes, cars, and washing machines? The average American would pay more than \$1,500 a year in higher prices.

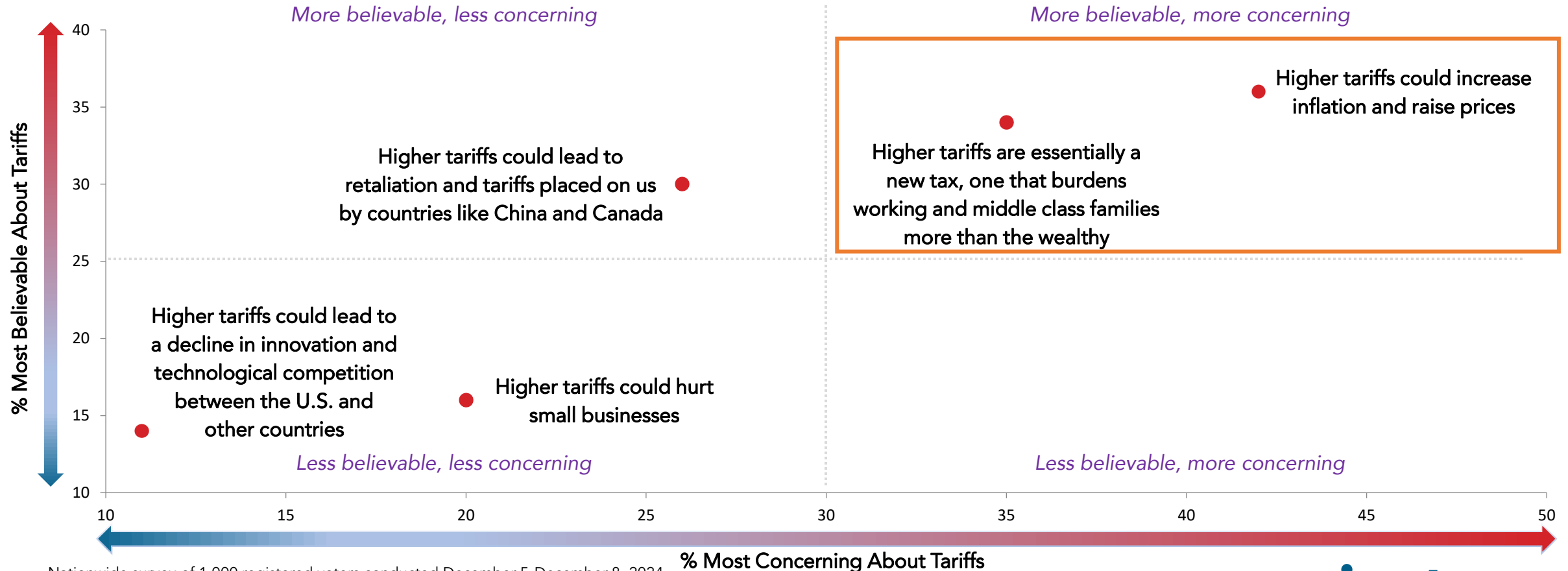
(From August) Do you support or oppose a 10% tariff (or tax) on all imported goods to the U.S., to make American-made products more competitive and foreign countries more likely to come to the negotiating table?



Nationwide survey of 1,000 registered voters conducted August 22-August 25, 2024. For more info, visit [navigatorresearch.org](https://navigatorresearch.org).

# Biggest & Most Credible Tariff Concerns: Higher Prices and a New Tax That Burdens Working- and Middle-Class Families

The two potential outcomes from higher tariffs that are most believable and most concerning are higher tariffs leading to an increase in inflation and higher prices and that higher tariffs are essentially a new tax burdening the middle class.

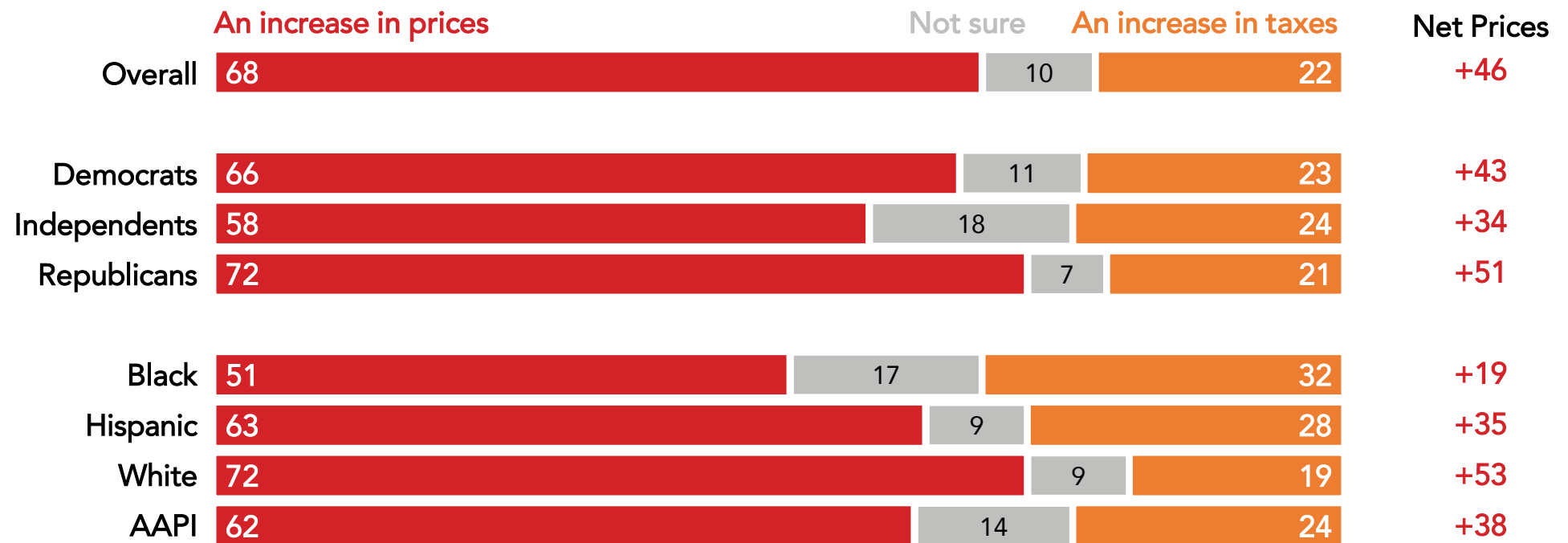


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# An Increase in Prices Is More Concerning to Americans Than an Increase in Taxes

Americans across party and racial lines are more concerned about an increase in prices than an increase in taxes, ranging from about half of Black Americans (51% more concerned about an increase in prices) to nearly three in four Republicans and white Americans (72% each).

Which do you find more concerning?



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## 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, EMILY's List; Mike Podhorzer, AFL-CIO; Jesse Ferguson, progressive strategist; Navin Nayak, Center for American Progress Action Fund; 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 December 5-December 8, 2024. 100 additional interviews were conducted among Hispanic voters. 72 additional interviews were conducted among Asian American and Pacific Islander voters. 100 additional interviews were conducted among African American 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.

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To learn more about Navigator:

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