

navigator*

Wednesday, March 5th

Trump Tariffs: A Guide for Advocates



Credit: Shutterstock/Valery Evlakhov

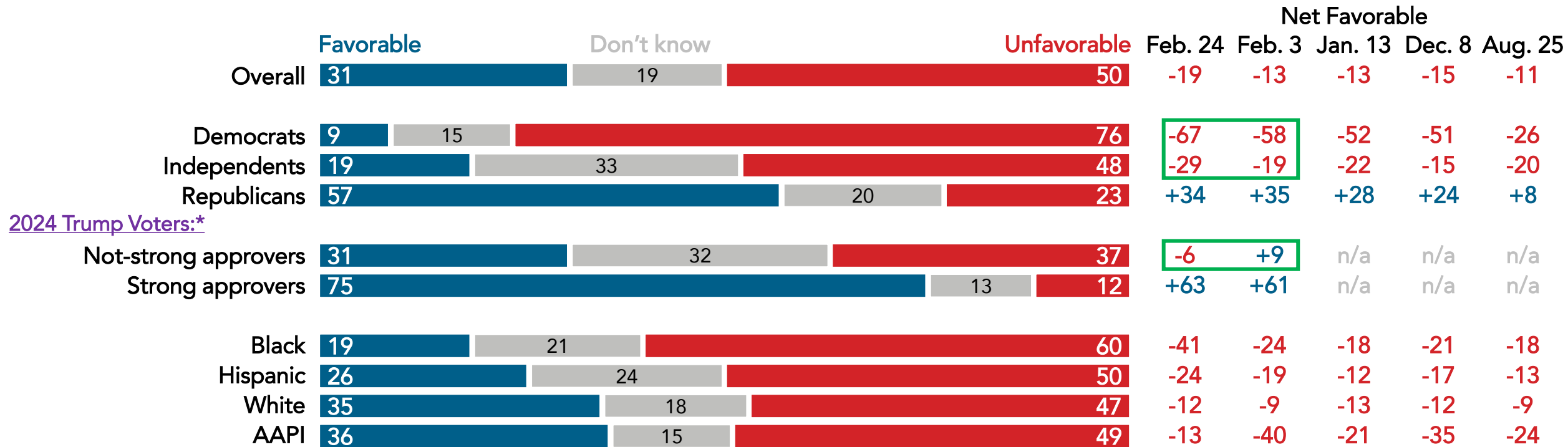
Key Takeaways:

- Half of Americans view tariffs negatively, with negativity on the rise among independents and 2024 Trump voters who do not strongly approve of the job he is doing as president.
- Growing majorities say that new tariffs would make costs go up, including a majority of Americans across party lines. These numbers have grown since early January, particularly among Republicans.
- Americans oppose tariffs on imports from Canada and Mexico more than they oppose tariffs on imports from China.

A Growing Share Views Tariffs Negatively

Half of Americans view tariffs unfavorably, as do growing shares of independents (net -29 favorable, down from -19 in early February) and 2024 Trump voters who do not strongly approve of the job he is doing (net -6 favorable, down from +9).

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

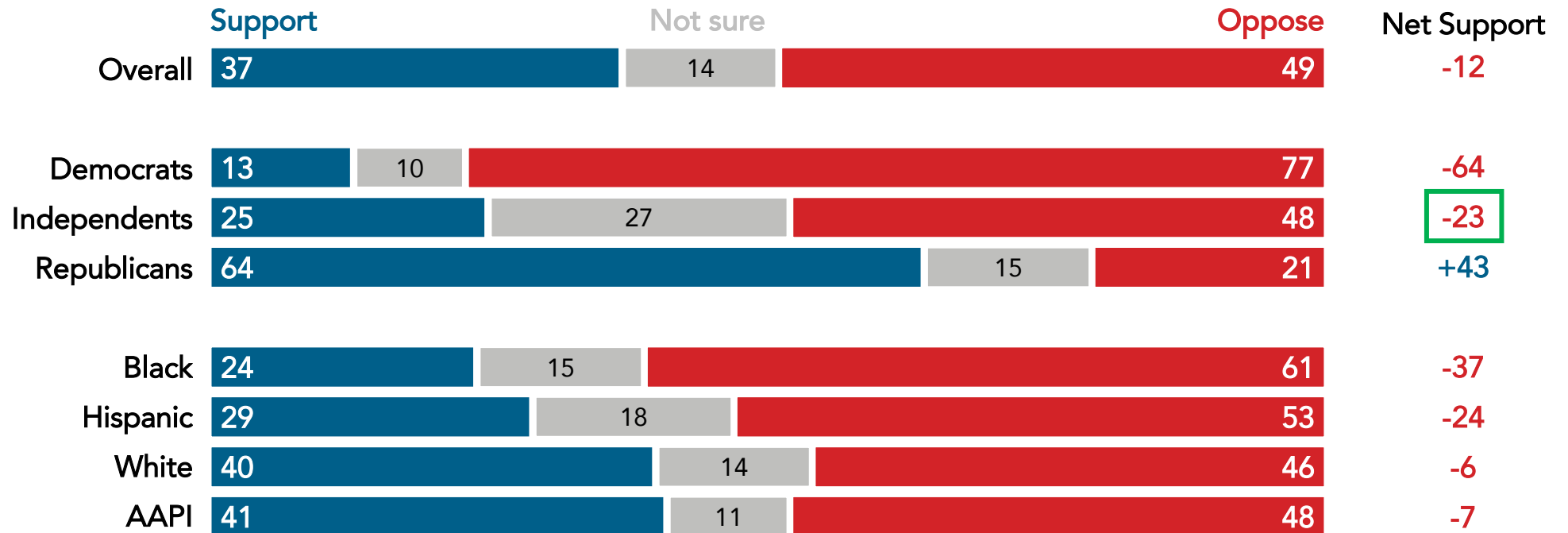


*"2024 Trump, Strong Approvers" are self-reported 2024 Trump voters who strongly approve of the job he's doing as president; "2024 Trump, Not-Strong Approvers" are self-reported 2024 Trump voters who do not strongly approve of the job he's doing as president. Nationwide surveys of registered voters; Each wave represents approximately 1,000 interviews taken over the prior three-five days. Latest wave conducted February 20-February 24, 2025. For more info, visit navigatorresearch.org.

Roughly Half of Americans Oppose New Tariffs

Nearly half of independents oppose new tariffs (48%), as do one in five Republicans (21%).

Do you support or oppose imposing a new tariff on imports to the United States?

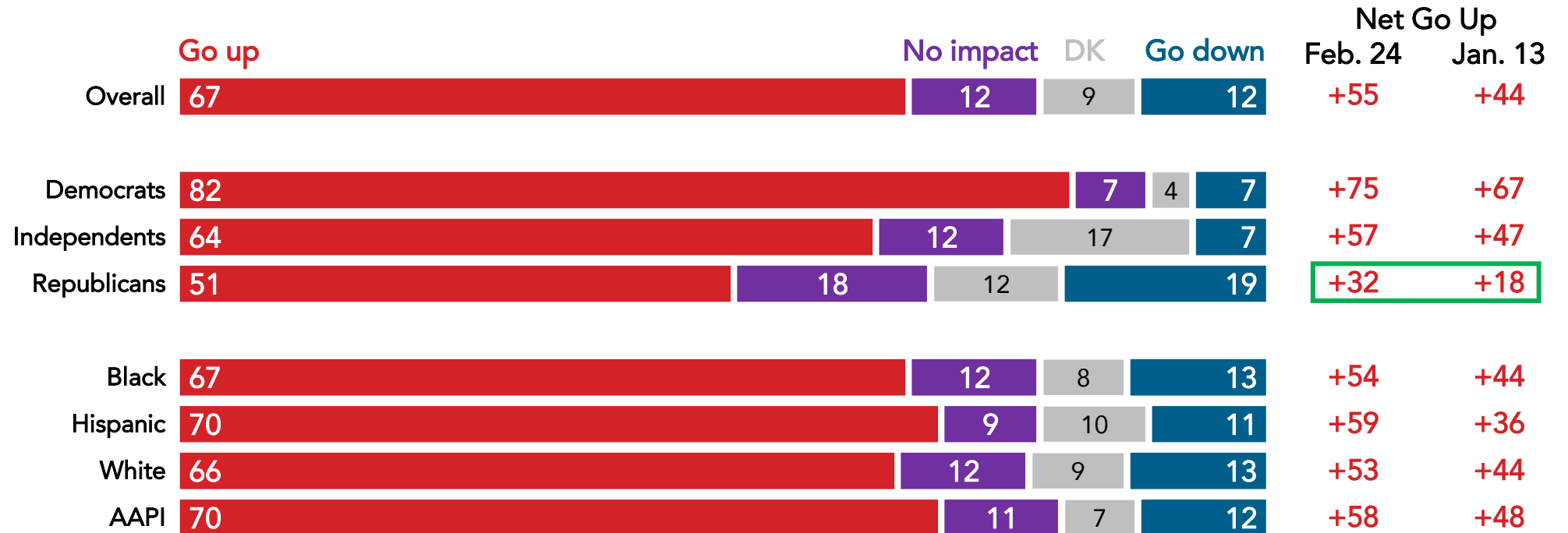


Nationwide survey of 1,000 registered voters conducted February 20-February 24, 2025.
For more info, visit navigatorresearch.org.

Nearly Two in Three Americans Now Believe Tariffs Will Drive Their Costs Up, Including a Majority of Republicans

A majority of Americans across racial and party lines believe tariffs will drive their costs up, including 51% of Republicans and 64% of independents.

Regardless of how much you know about tariffs...If new tariffs were put in place, 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?



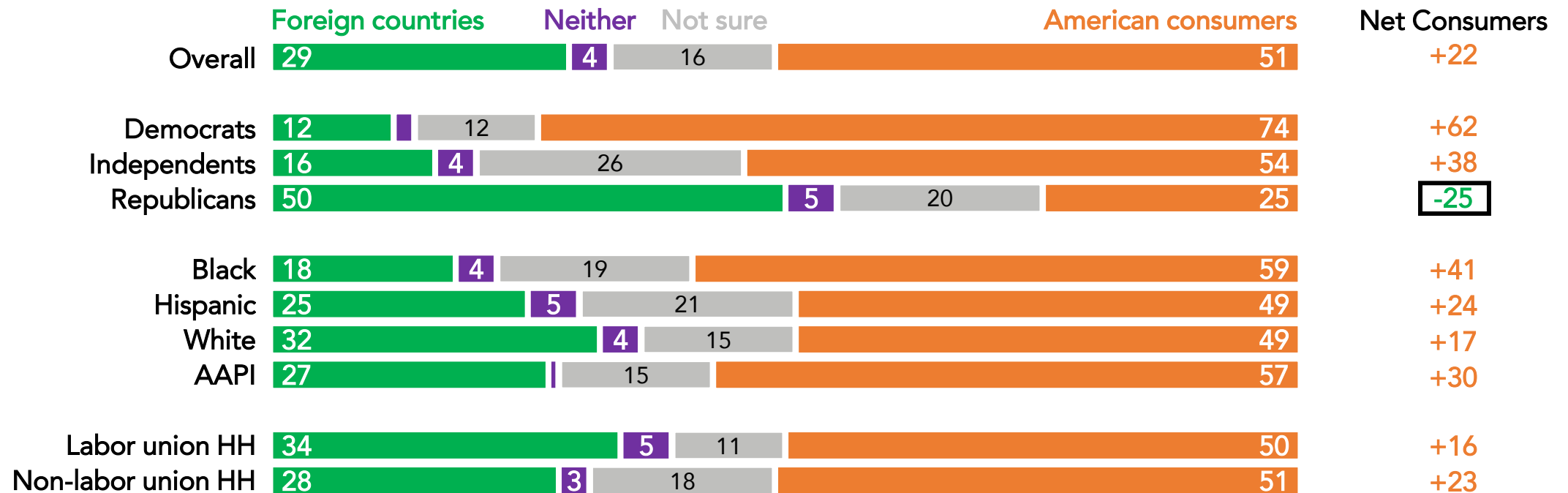
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(From January 2025) A Majority Say That New Tariffs Will Hurt American Consumers More Than Foreign Countries

Majorities of Democrats and independents say imposing new tariffs will hurt American consumers more (net +62 and net +38 hurt consumers more, respectively), as do both those in labor union households (net +16) and those in non-labor union households (net +23).

- Republicans are the only partisan or racial group of which a majority say tariffs will hurt foreign countries more (net +25).

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

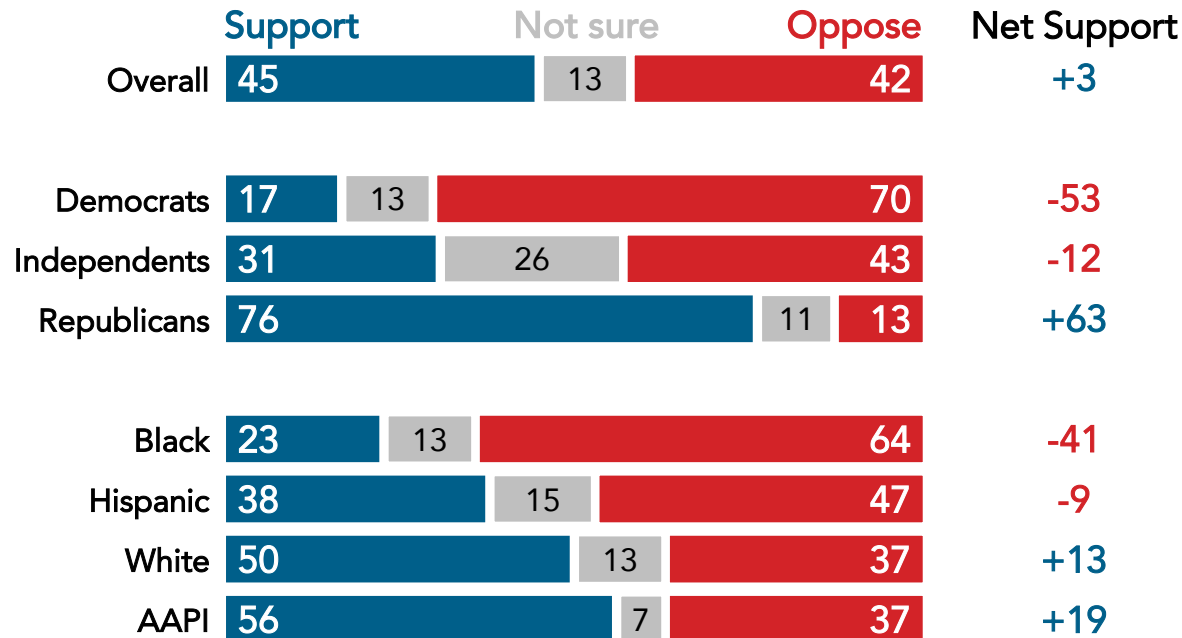


Nationwide survey of 1,000 registered voters conducted January 9-January 13, 2025.
For more info, visit navigatorresearch.org.

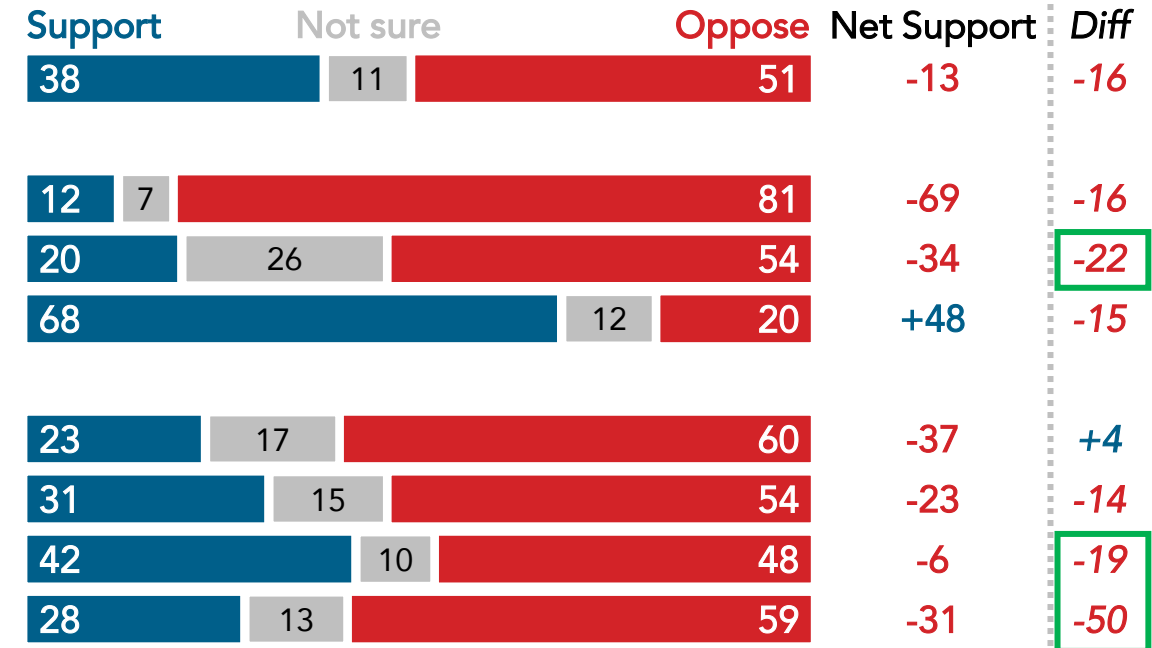
Tariffs on Canadian and Mexican Goods Are More Opposed Than Tariffs on Chinese Goods

The greatest gaps in support emerge among independents (net -12 support on Chinese imports, net -34 support on Canadian and Mexican imports), white Americans (net +13 and net -6), and AAPI Americans (net +19 and net -31).

(Split Sample) Do you support or oppose imposing a new tariff on products imported from China?



(Split Sample) Do you support or oppose imposing a new tariff on products imported from Canada and Mexico?



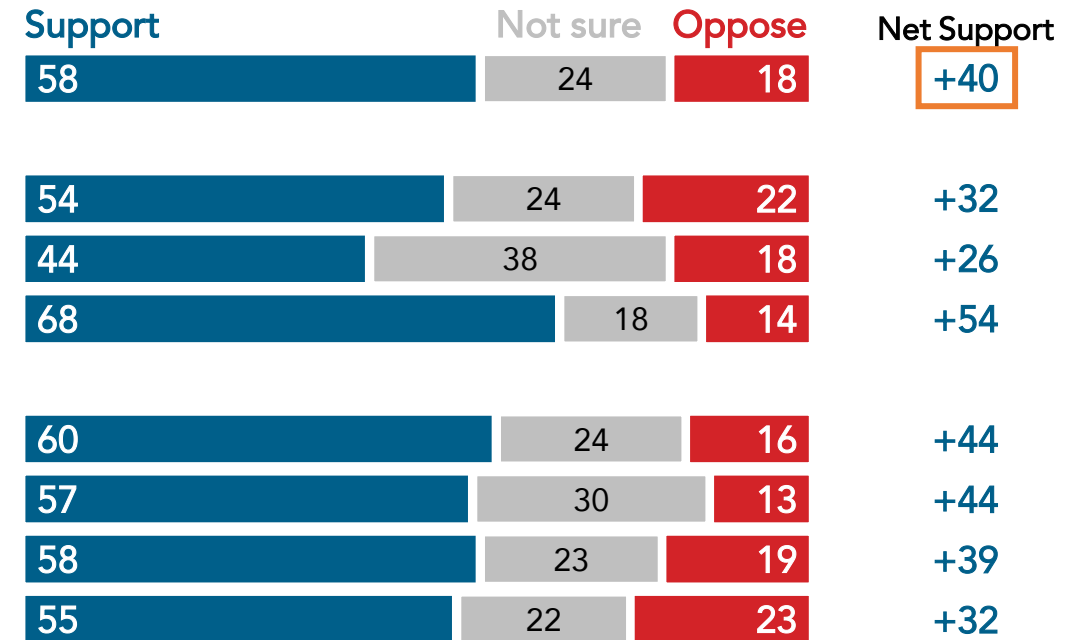
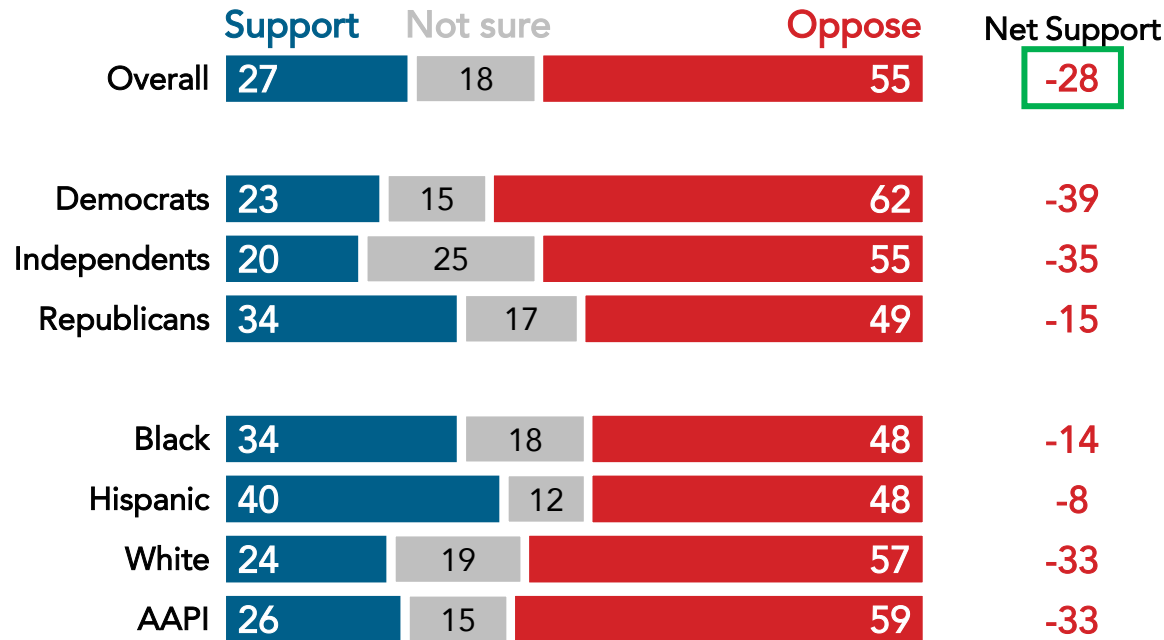
Nationwide survey of 1,000 registered voters conducted February 20-February 24, 2025. For more info, visit navigatorresearch.org.

(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?

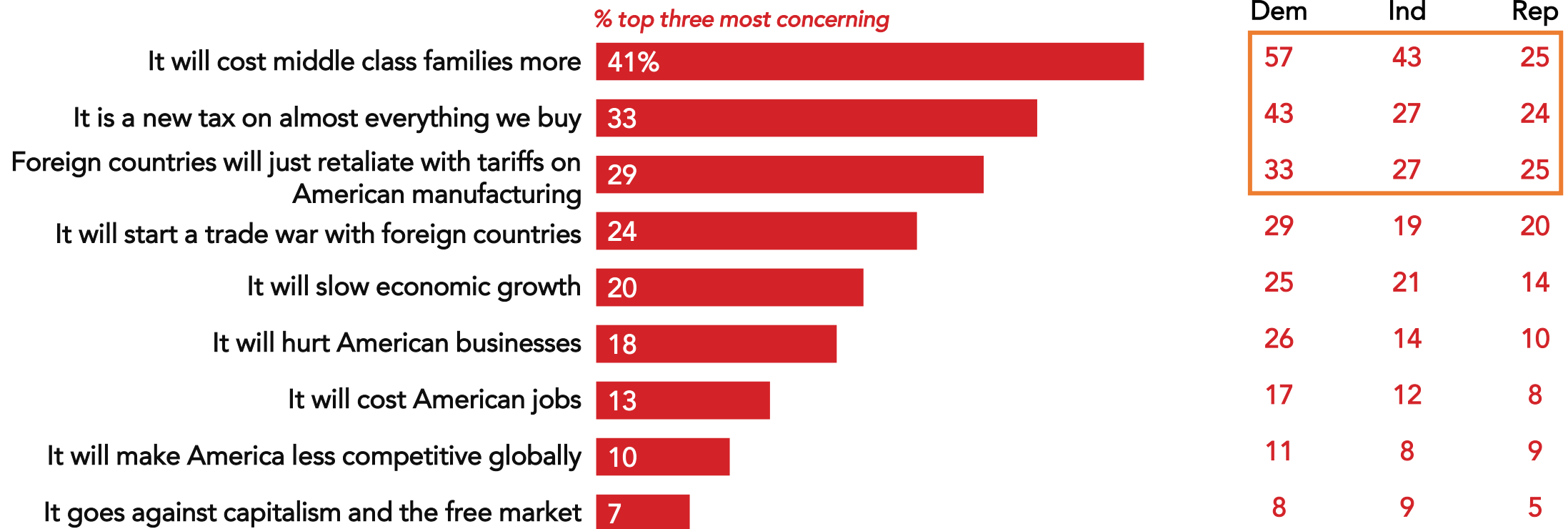


Nationwide survey of 1,000 registered voters conducted August 22-August 25, 2024. For more info, visit navigatorresearch.org.

(From January 2025) Most Concerning on Trump's Tariffs: Higher Middle-Class Costs, New Taxes, Foreign Countries Retaliating

Democrats and independents are most concerned that Trump's tariff plan "will cost middle class families more" (57% and 43% top three concern), while the next-highest concerns are that it is "a new tax on almost everything we buy" and that "foreign countries will just retaliate with tariffs on American manufacturing."

Which of the following potential impacts raise the most concerns for you about Trump's tariff plan, if any?



Nationwide survey of 1,000 registered voters conducted January 9-January 13, 2025. For more info, visit navigatorresearch.org.

One in Four Say Someone They Know Works for a Business That Has Had to Pay More for Goods Because of Tariffs

Larger shares of younger, Black, and Hispanic Americans report being impacted personally or having someone they know be impacted by higher costs at work, losing access to federal services, losing access to federal grants, or losing a government job.

Below is a list of some things that some have reported happening recently. Please indicate whether you, or anyone you know, have been impacted by these events.

% total me, friends/family, or someone else I know impacted

18-44 45-64 65+ Black Hisp White AAPI

Are you, or anyone you know, employed by a business that has had to pay more for goods, or seen their costs increase, due to tariffs?

25% 8% personally experienced

	18-44	45-64	65+	Black	Hisp	White	AAPI
Are you, or anyone you know, employed by a business that has had to pay more for goods, or seen their costs increase, due to tariffs?	32	24	15	28	34	23	26
Have you, or anyone you know, lost access to federal services, such as healthcare?	30	17	9	29	32	18	21
Have you, or anyone you know, worked in a job or field of study that has lost access to a federal grant or federally funded program?	25	17	12	26	30	16	14
Have you, or anyone you know, either quit or gotten laid off from a government job?	26	13	9	26	28	14	19

Have you, or anyone you know, lost access to federal services, such as healthcare?

20 6% personally

Have you, or anyone you know, worked in a job or field of study that has lost access to a federal grant or federally funded program?

19 3% personally

Have you, or anyone you know, either quit or gotten laid off from a government job?

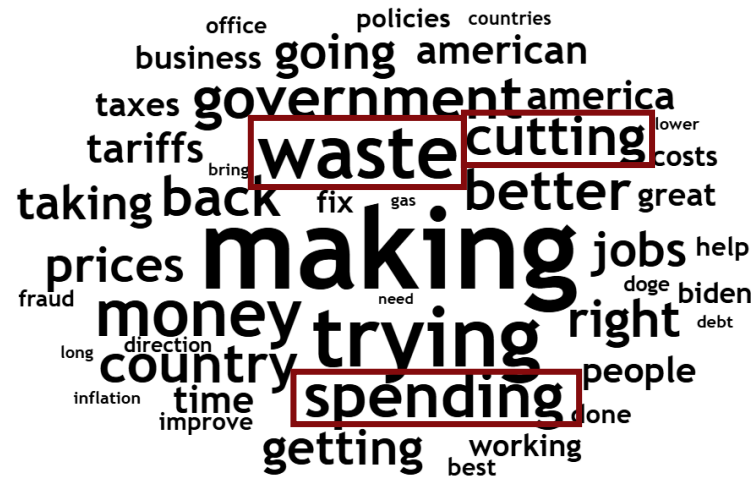
17 3% personally

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On the Economy, New Tariffs, Prices Rising, and Looking Out for the Rich Over the Middle Class Hurts Trump

Among the 48% who disapprove of how Trump is handling the economy, the main issues they bring up are higher tariffs and costs/prices increasing. They also mention Trump focusing on the rich.

[If approve of Trump on the economy; 48% of audience] Earlier you indicated that you **approve** of the way Donald Trump is handling the economy. What makes you say that?



"He's getting rid of waste and fraud."

"He's cancelling the harm that Biden did to this country."

"He is cutting spending and getting rid of debt."

[If disapprove of Trump on the economy; 48% of audience] Earlier you indicated that you **disapprove** of the way Donald Trump is handling the economy. What makes you say that?



"People are losing jobs and prices are rising out of control."

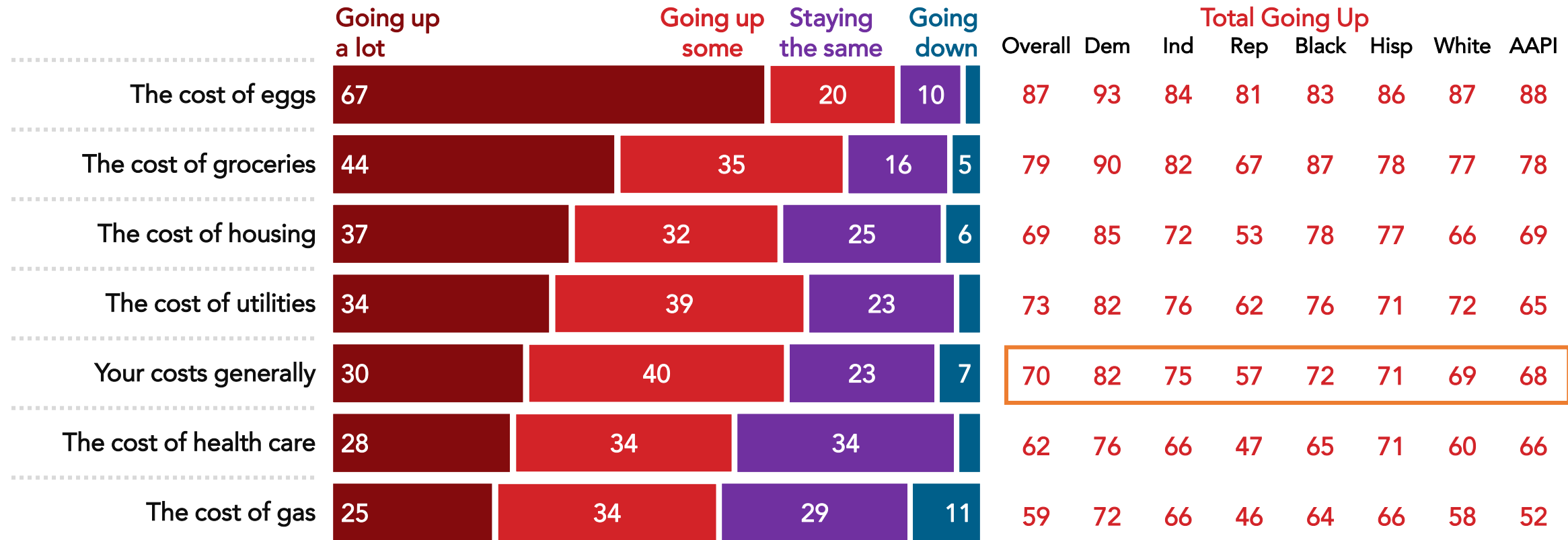
"He is unnecessarily imposing tariffs, which will make prices go up."

"He promised an economic recovery and all we've seen are rising costs."

Nearly Nine in Ten Say Egg Costs Are on the Rise; Bipartisan Majorities Say Their Costs Generally Are Also Going Up

Majorities of Americans across party lines say their costs generally are going up, including 57% of Republicans.

Please indicate, for each one, whether you feel like those costs are going up, going down, or staying the same.



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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 February 20-February 24, 2025. 100 additional interviews were conducted among Hispanic voters. 74 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:

<http://navigatorresearch.org>

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