

navigator*

Thursday, March 27th

Trump Tariffs: A Guide for Advocates



Credit: Shutterstock/Valery Evlakhov

Key Takeaways:

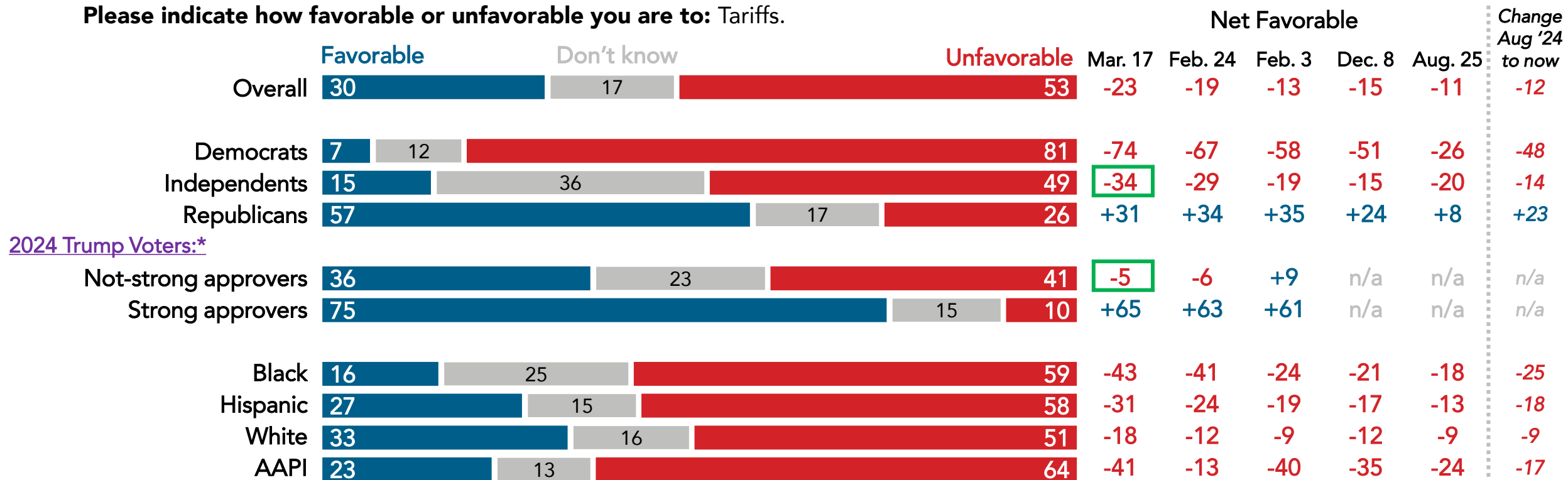
- Americans view tariffs increasingly negatively, including independents and 2024 Trump voters who do not strongly approve of the job he is doing as president.
- A majority now oppose Trump's tariff plan, as more Americans report hearing about tariffs and Trump's use of them. Tariffs stand out as a reason why Americans disapprove of Trump's handling of the economy.
- Two in three Americans say that tariffs will make the cost of things they buy go up, and nearly three in five say that tariffs will hurt American consumers more than foreign countries.
- Americans are most concerned about tariffs costing middle class families more and starting a trade war.

Views Are Increasingly Negative on Tariffs

A majority of Americans view tariffs unfavorably, including nearly half of independents (49%) and 41% of 2024 Trump voters who do not strongly approve of the job he is doing a president.

- When first asked in Navigator in August 2024, 42% said they were not sure of how to rate tariffs: now, only 17% say the same.
- Among Democratic people of color, tariffs are underwater by 67 points (9% favorable/76% unfavorable); among non-Democratic people of color, tariffs are above water by 12 points (43% favorable/31% unfavorable).

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 March 13-March 17, 2025. For more info, visit navigatorresearch.org.

One in Five Americans Are Favorable to Trump, But Not Favorable to Tariffs

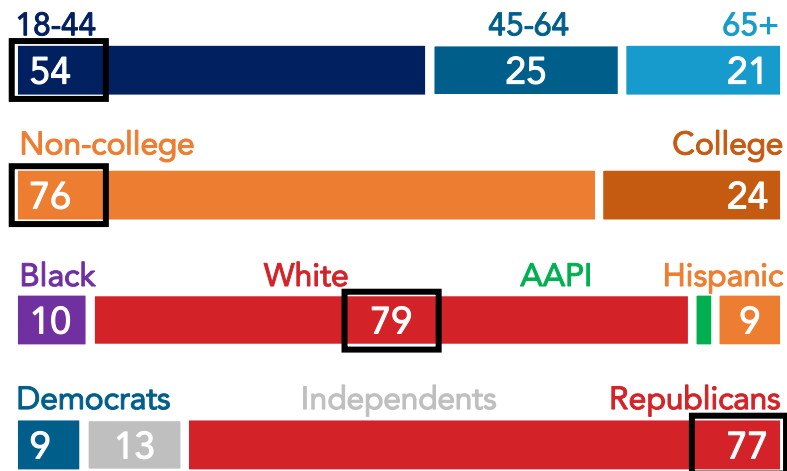
Just under one in five are favorable to Trump but not to tariffs (19% of Americans), including high numbers of 2024 Trump voters who do not strongly approve of the job he's doing (48% fall into this group) and non-MAGA Republicans (41%). This group is also largely younger (54% 18-44, compared to 42% of Americans overall) and non-college (76%, compared to 67%).

Favorable to Trump, But Not to Tariffs (19% of Americans):

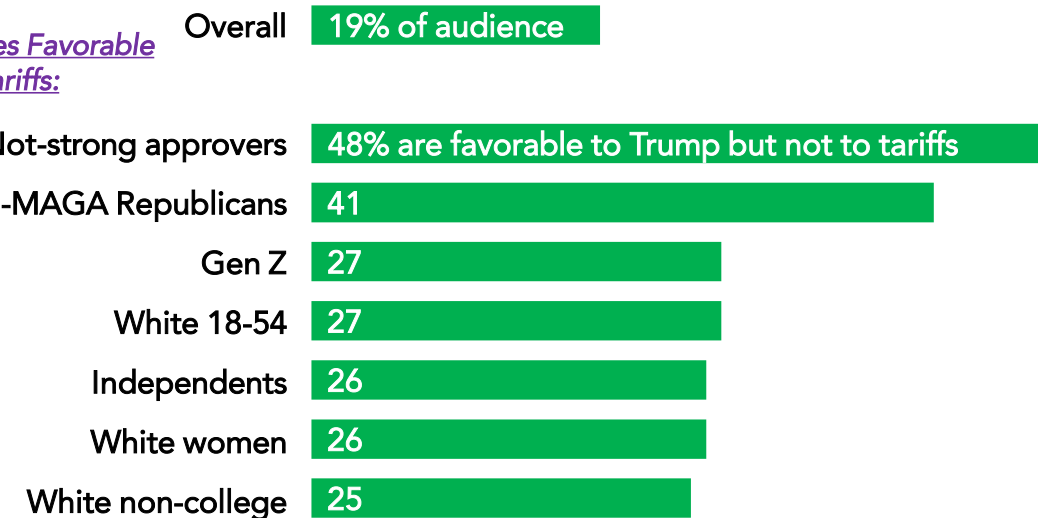
Please indicate how favorable or unfavorable you are to: Donald Trump. [Favorable](#), &

Please indicate how favorable or unfavorable you are to: Tariffs. [Unfavorable](#) or [Not sure](#)

Demographic Composition of Those Favorable to Trump, But Not to Tariffs:



Groups With High Shares Favorable to Trump, But Not to Tariffs:



Nationwide survey of 1,000 registered voters conducted March 13-March 17, 2025. For more info, visit navigatorresearch.org.

Americans Who Disapprove of Trump on the Economy Focus on Tariffs and Higher Prices

Many Americans who disapprove of the job Trump is doing handling the economy mention tariffs and prices in tandem: many cite tariffs causing costs to go up for American consumers, which is preventing recovery from inflation.

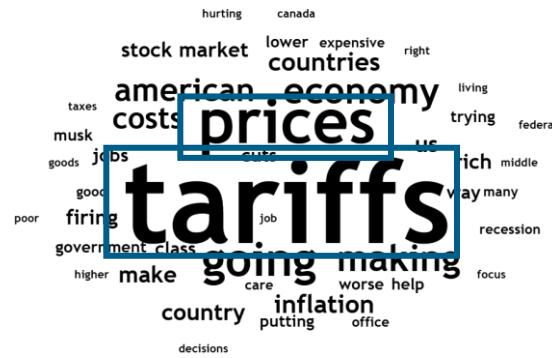
[If disapprove of Trump on the economy] Earlier you indicated that you disapprove of the way Donald Trump is handling the economy. What makes you say that?

Overall (51% disapprove)



"Tariffs are causing prices to go up."
"Prices are rising and inflation is still high."

Democrats (89% disapprove)



"The tariffs are going to destroy what recovery from inflation we had achieved."
"His whole obsession with tariffs is tearing the economy apart more."

Independents (51% disapprove)



"His trade war is increasing prices."
"He promised to lower prices and the exact opposite happened instead."

Republicans (11% disapprove)



"His tariff policy is dangerous and could lead to trade wars."
"His volatility is making the economy unstable."

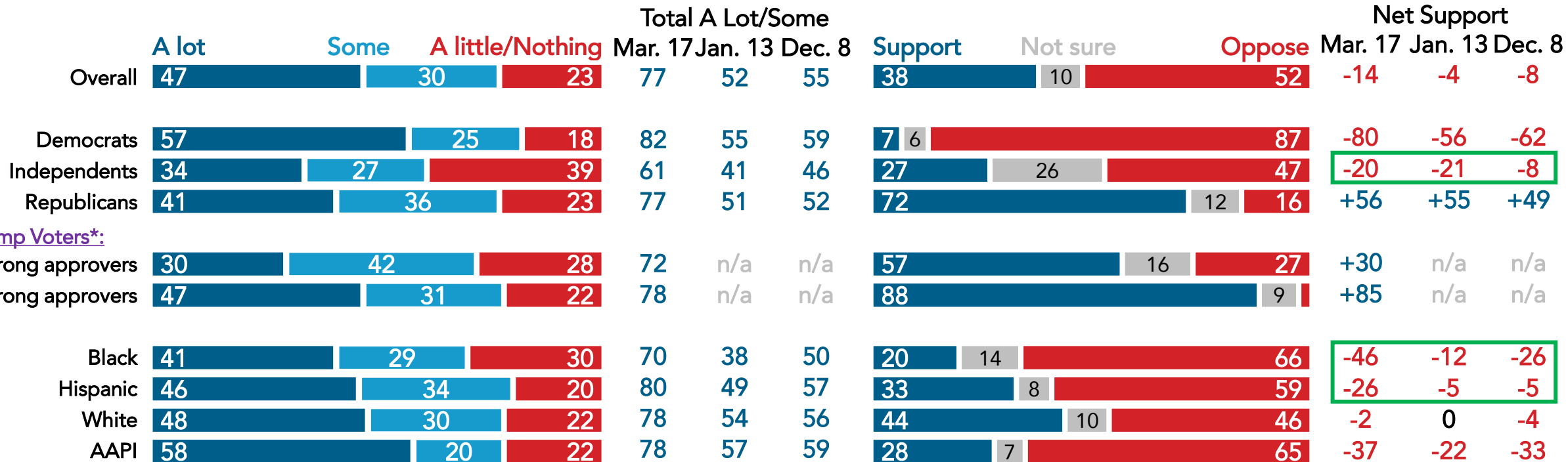
Nationwide survey of 1,000 registered voters conducted March 13-March 17, 2025. For more info, visit navigatorresearch.org.

As Americans Hear More About Tariffs, Majorities Now Disapprove of Trump's Plan

There has been a 22-point increase in the share hearing "a lot" or "some" about tariffs since December (from 55% to 77%), with increases of at least 15 points across party lines. At the same time, support for Trump's tariff plan has declined by a net 6 points (from net -8 support to net -14), including a 12-point net decline among independents (from net -8 support to net -20).

How much have you seen, read, or heard about tariffs lately?

Do you support or oppose Trump's tariff plan?

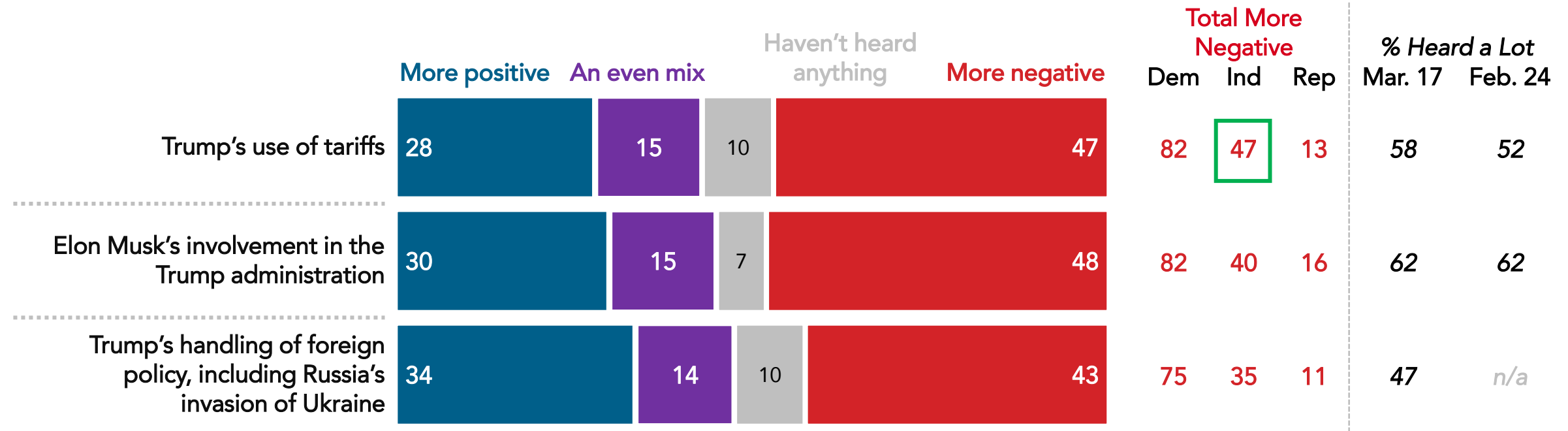


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Tariffs Are Driving Negativity Towards Trump on Par With Musk and More So Than His Handling of Foreign Policy

More Americans say they've heard a lot about Trump's use of tariffs since February (from 52% "a lot" up to 58% now), and 47% of independents say his use of tariffs makes them feel more negatively towards him.

Below is the same list of recent events. For each one, regardless of how you feel about Trump in general, please indicate whether it makes you feel more positively toward him, more negatively toward him, or an even mix.

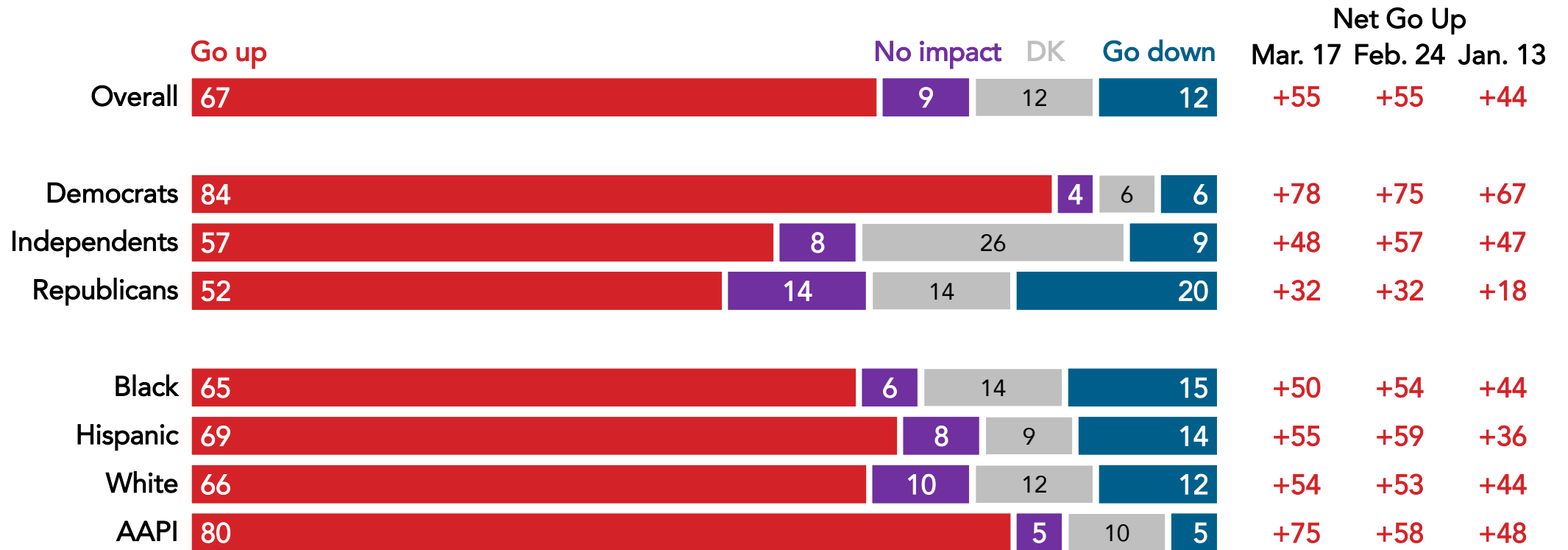


Nationwide surveys of registered voters; Each wave represents approximately 1,000 interviews taken over the prior three-five days. Latest wave conducted March 13-March 17, 2025. For more info, visit navigatorresearch.org.

Two in Three Continue to Say Tariffs Will Drive Their Costs Up

Majorities across party lines, including 57% of independents and 52% of Republicans, say new tariffs will drive up the cost of things they buy.

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?



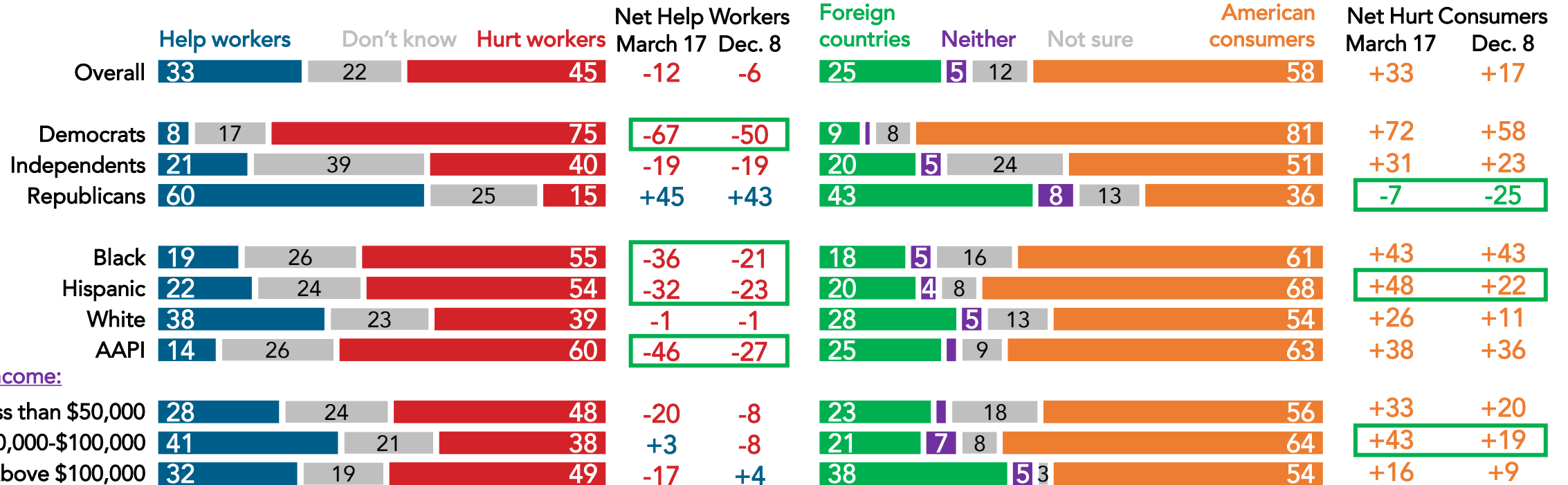
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Growing Shares Say Tariffs Will Both Hurt American Workers and Hurt American Consumers More Than Foreign Countries

There has been a 6-point net increase in the share who say new tariffs will hurt American workers more than help them (from net -6 help to net -12) and a 16-point net increase in the share who say American consumers will be hurt more than foreign countries (net +17 to net +33).

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

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



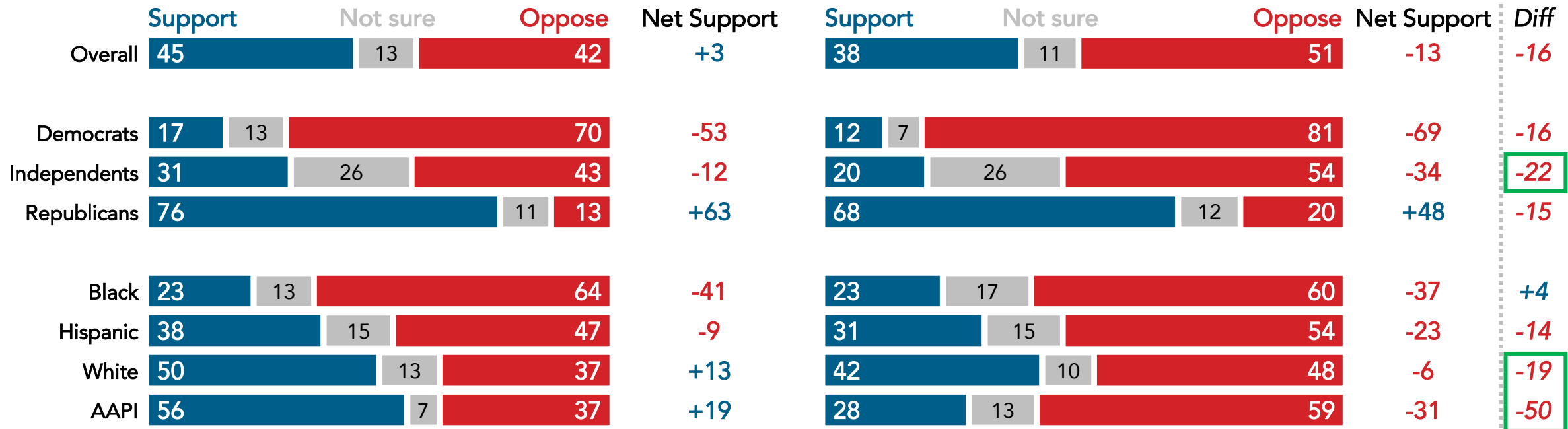
Nationwide surveys of registered voters; Each wave represents approximately 1,000 interviews taken over the prior three-five days. Latest wave conducted March 13-March 17, 2025. For more info, visit navigatorresearch.org.

(From February 2025) 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?



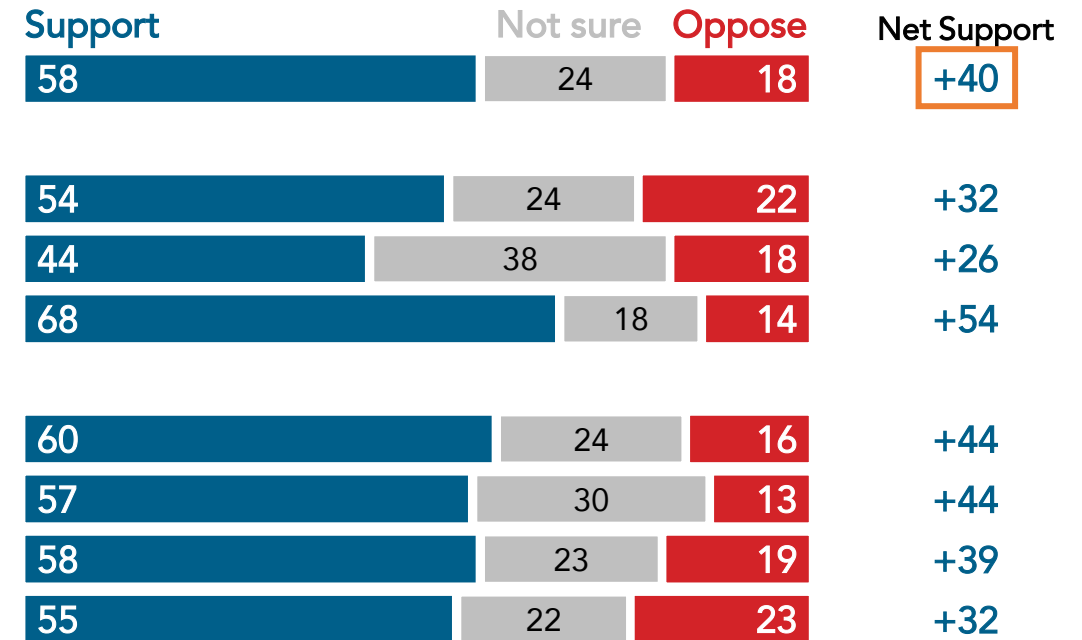
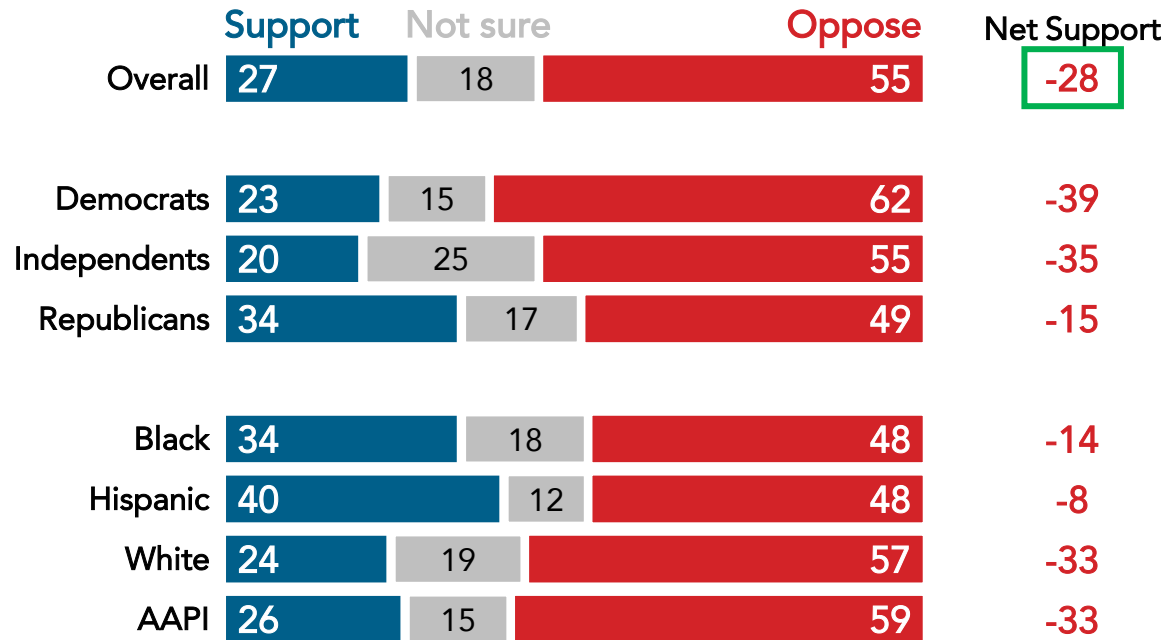
Nationwide survey of 1,000 registered voters conducted February 20-February 24, 2025. For more info, visit navigatorresearch.org.

(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?

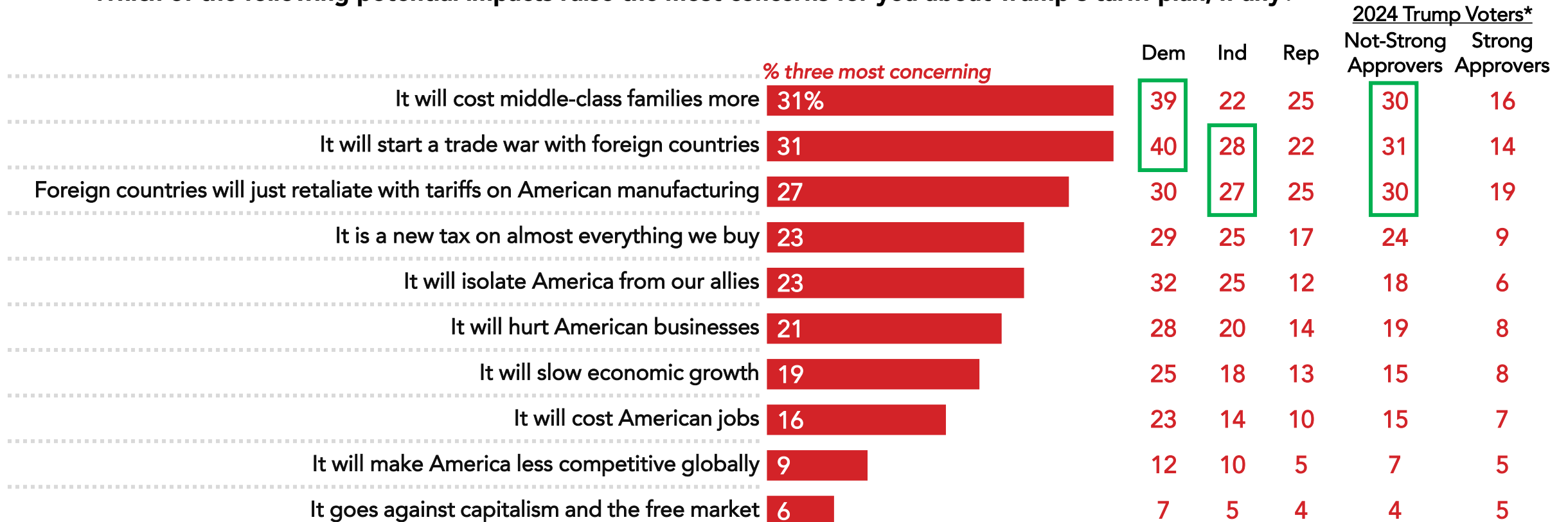


Nationwide survey of 1,000 registered voters conducted August 22-August 25, 2024. For more info, visit navigatorresearch.org.

Most Concerning on Trump's Tariffs: Higher Costs, Trade Wars

Top-testing concerns among independents and 2024 Trump voters who do not strongly approve of the job he is doing as president include higher middle-class costs, trade wars with foreign countries, and retaliation from foreign countries with tariffs of their own.

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



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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; 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 March 13-March 17, 2025. 100 additional interviews were conducted among Hispanic voters. 75 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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