

navigator*

Thursday, April 10th

Trump and Tariffs:
A Guide for Advocates



Credit: Shutterstock/Chip Somodevilla

Key Takeaways:

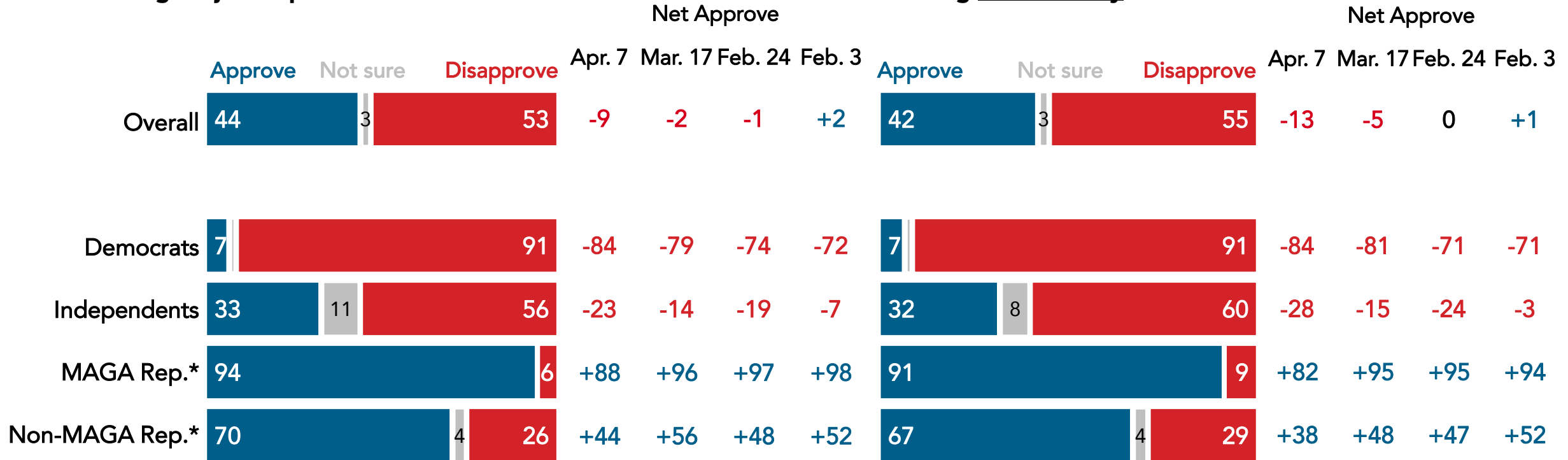
- After last week's tariff announcement, Trump's economic approval has dropped precipitously, now tied for his worst ever in Navigator tracking since 2018. His overall job approval rating has also declined.
- Americans are growing increasingly unfavorable towards tariffs, and a majority want to see Congress take back its power over them from Trump.
- Nearly two in three Americans feel uneasy about their personal finances, and roughly three in five say the economy is getting worse.

In the Wake of New Tariffs, Trump's Overall and Economic Approval Ratings Sink

Since early February, Trump's overall approval rating is down a net 11 points (from net +2 to net -9), while his economic rating is down a net 14 points (from net +1 to net -13). Majorities of independents disapprove on both (56% disapprove overall, 60% on the economy).

Do you approve or disapprove of the way Donald Trump is handling his job as president?

Do you approve or disapprove of the way Donald Trump is handling the economy?

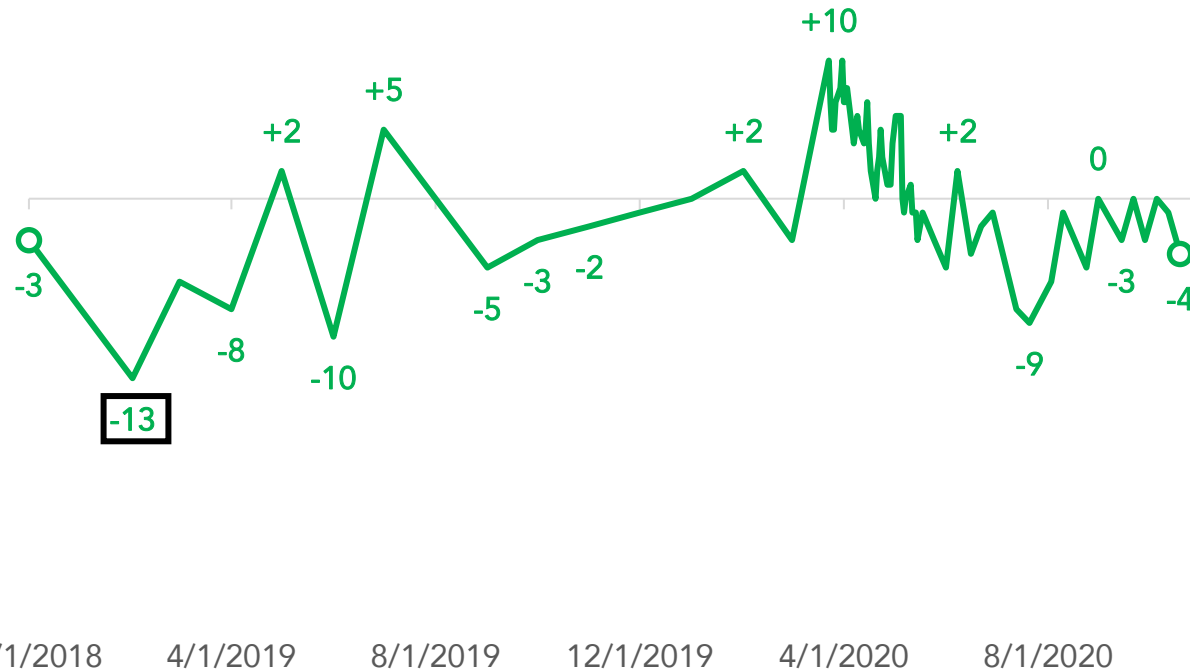


*"MAGA Republicans" are Republicans who identify as "a supporter of the MAGA movement" on a separate question, while "non-MAGA Republicans" are Republicans who do not consider themselves supporters of the MAGA movement or are not sure. Nationwide surveys of registered voters; Each wave represents approximately 1,000 interviews taken over the prior three-five days. Latest wave conducted April 3-April 7, 2025. For more info, visit navigatorresearch.org.

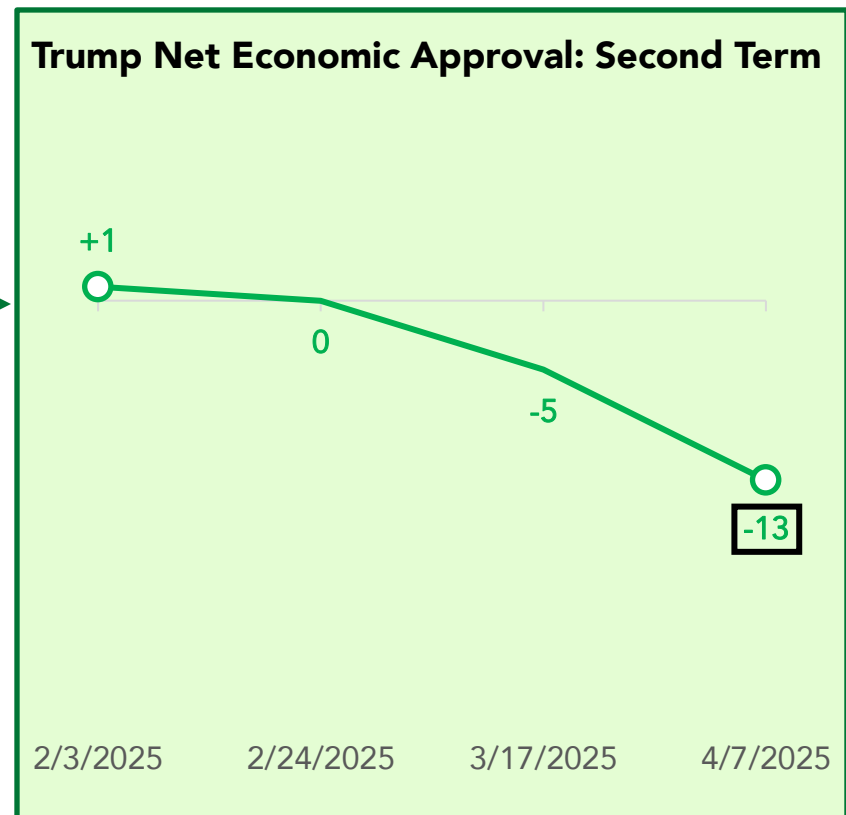
Trump's Economic Approval Rating Is Tied for His Worst Ever in Navigator Tracking

In Navigator tracking in Trump's first term starting in 2018, his economic approval rating was consistently better than his overall approval rating, and his worst approval rating on the economy was net -13 (following the prolonged government shutdown). While Trump's economic approval rating started out in the positive in his second term, he's now tied with his worst rating in Navigator history.

Trump Net Economic Approval: First Term



Trump Net Economic Approval: Second Term

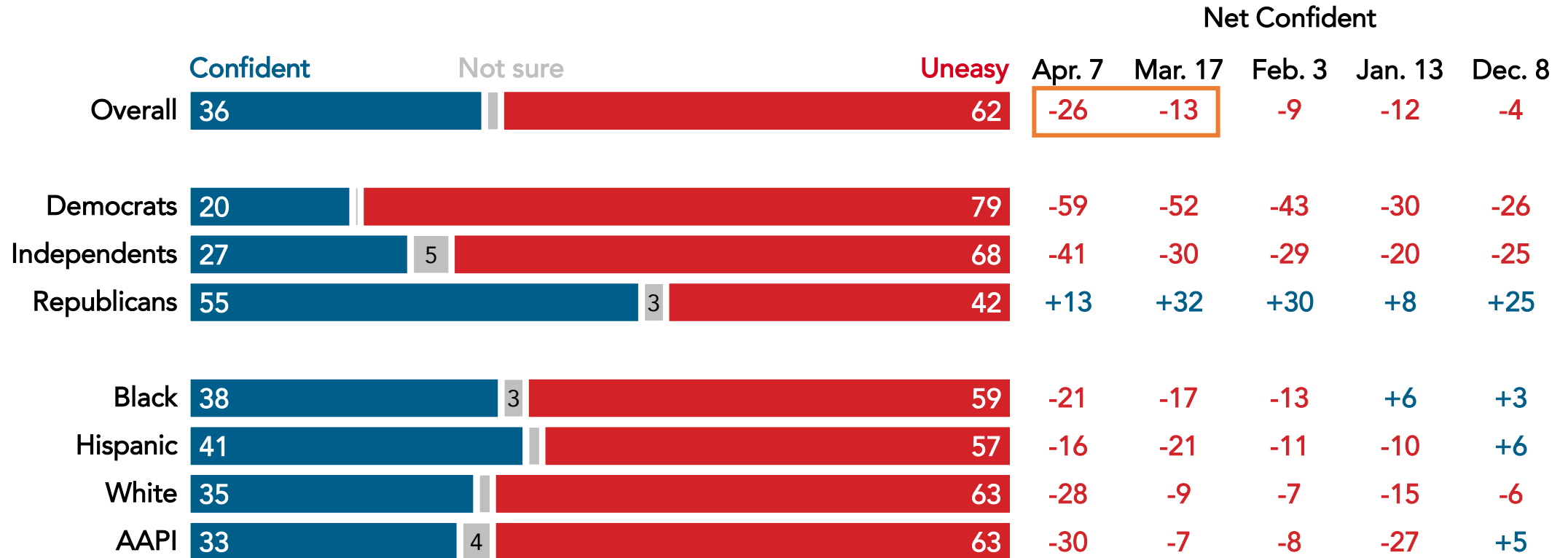


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Nearly Two in Three Are Now Uneasy About Their Personal Financial Situations, Up Notably From Mid-March

Since December, independents have gone from net -25 confident in their personal financial situation to net -41 now, and even among Republicans, only 55% are confident in their personal financial situation.

Thinking about your personal financial situation over the next few months, do you feel confident or uneasy?



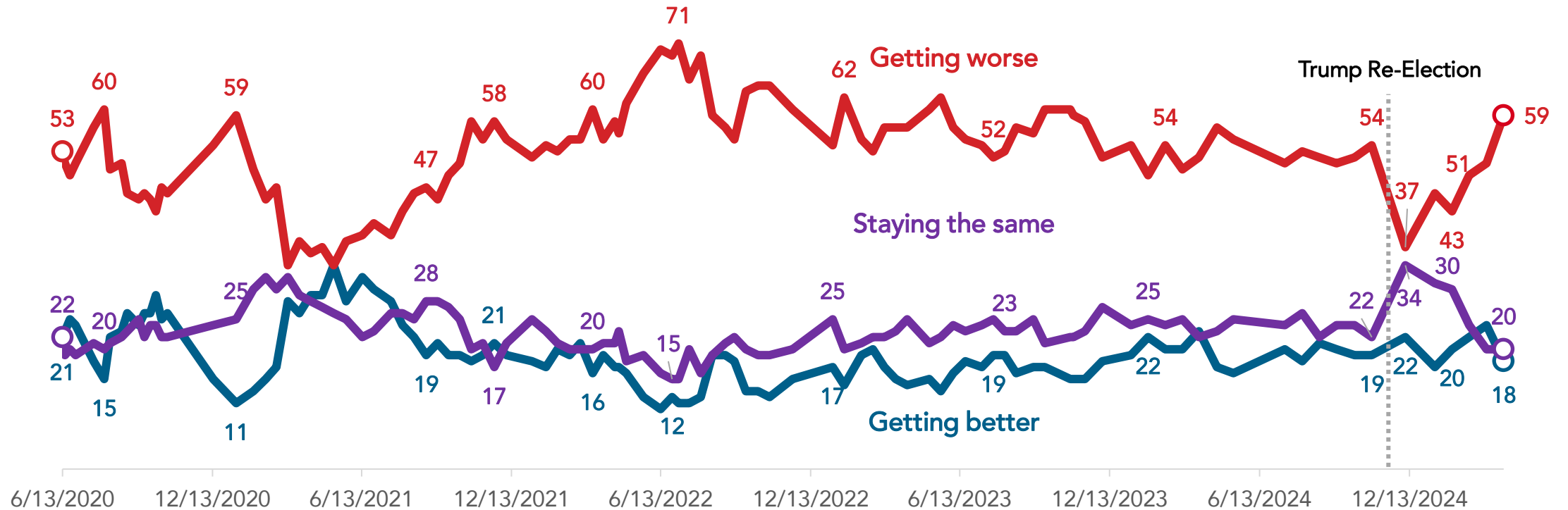
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Majorities Say the Economy Is Getting Worse, on Par With Biden Administration Numbers

A majority of Americans now say the economy is getting worse (59%), up from 37% who said the same in December 2024.

- The increase in the share who say the economy is getting worse is greatest among Democrats (from 35% in December to 87% now) and independents (from 40% to 66%). However, only about a third of Republicans say the economy is getting better (35%).

Which of the following best describes the current state of the U.S. economy:

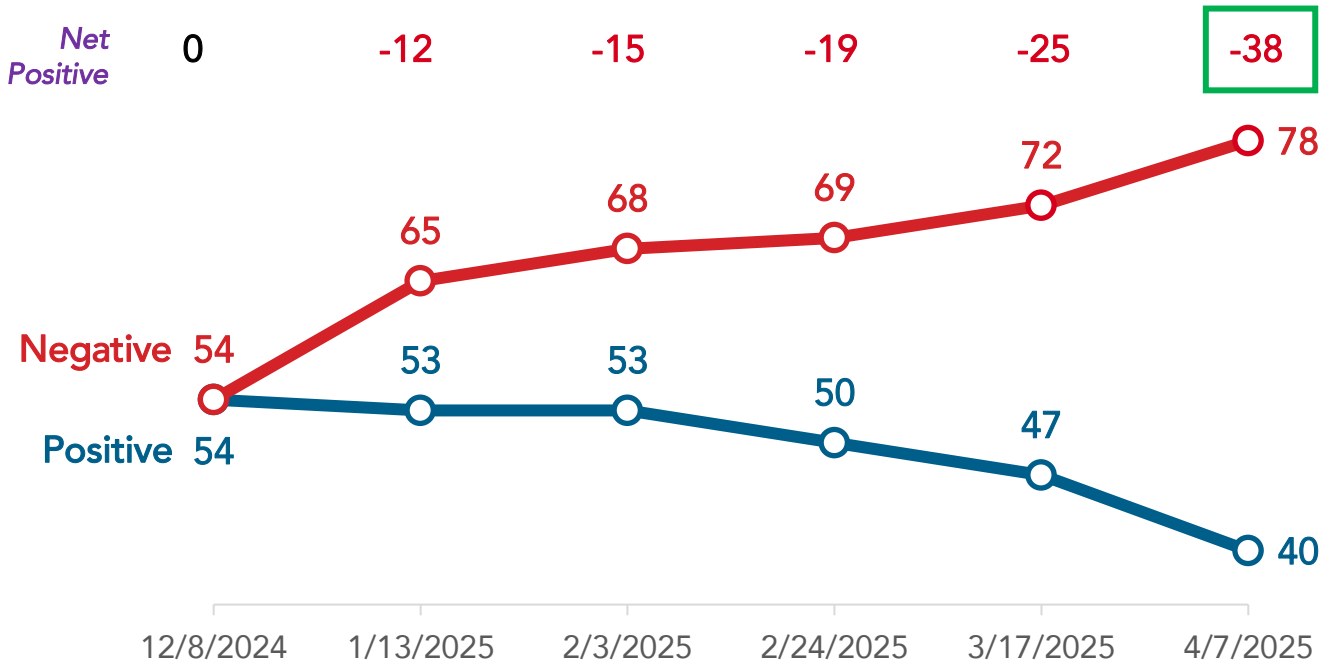


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Negativity Around Trump's Second Term Is at a New High, With Tariffs Dominating Negative Recall

In December, 54% of Americans reported hearing negative news on Trump: now, 78% say the same, with tariffs dominating the conversation around his actions.

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



[If hearing any negative] In a few words, what **negative** things have you seen, read, or heard recently about Donald Trump?



"His tariffs have crashed the stock market."

"His mishandling of the economy."

"Imposing tariffs and taxes with no regard for the people it's affecting."

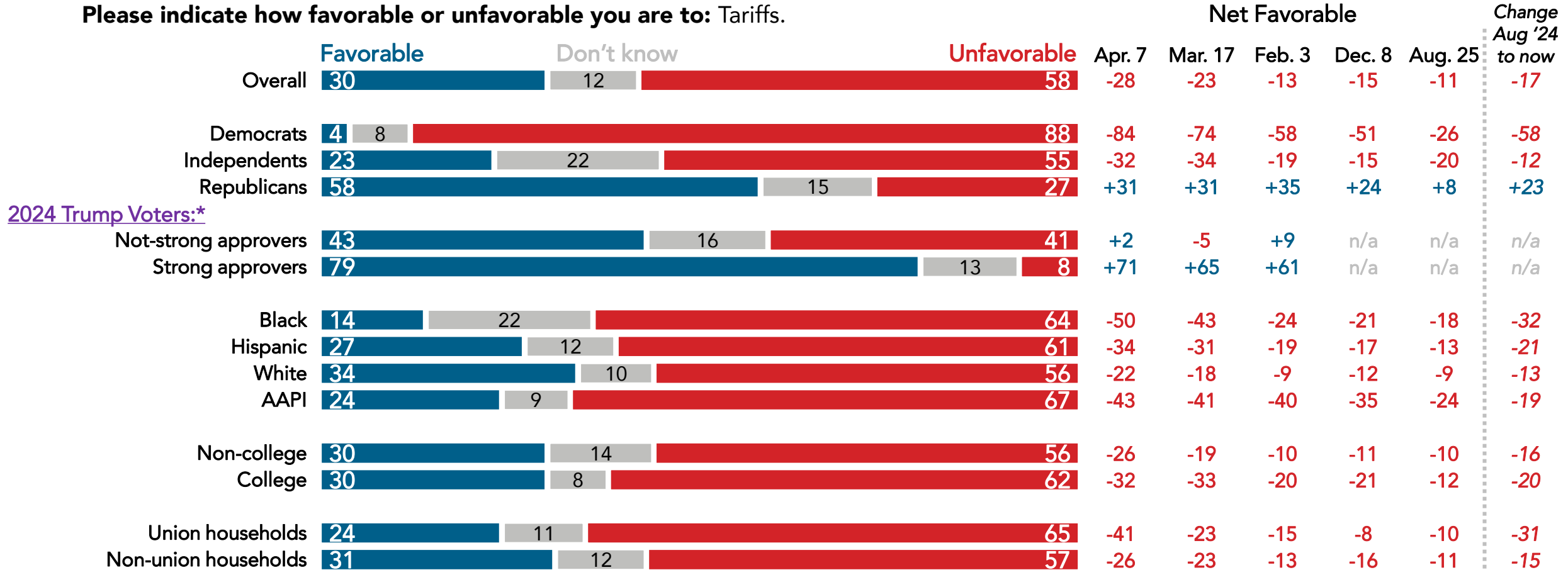
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Views of Tariffs Continue to Decline

Americans have grown less favorable towards tariffs since August 2024, with a shift of 17 points overall (from net -11 to net -28 favorable).

- 2024 Trump voters who do not strongly approve of the job he is doing* rate tariffs positively by just 2 points.
- Trump’s “Liberation Day” is also underwater at net -19 favorable overall.

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 April 3-April 7, 2025. For more info, visit navigatorresearch.org.

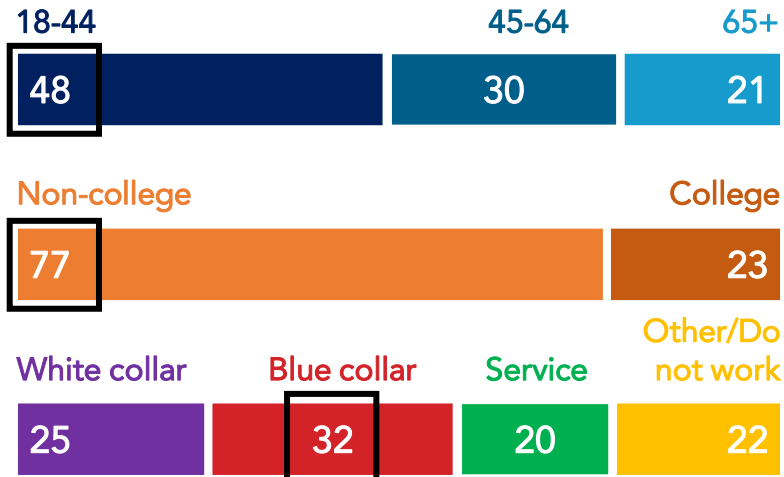
One in Six Are Favorable to Trump And Not to Tariffs; They Tend to Be Younger, Less Engaged/Non-MAGA GOP

One in six are favorable to Trump but not to tariffs (17% of Americans), including high numbers of non-MAGA Republicans (40% fall into this group), politically unengaged Republicans (39%), and Republican women (37%). This group is also largely younger (48% 18-44, compared to 42% of Americans overall), non-college (77%, compared to 67%), and blue collar (32%, compared to 26%).

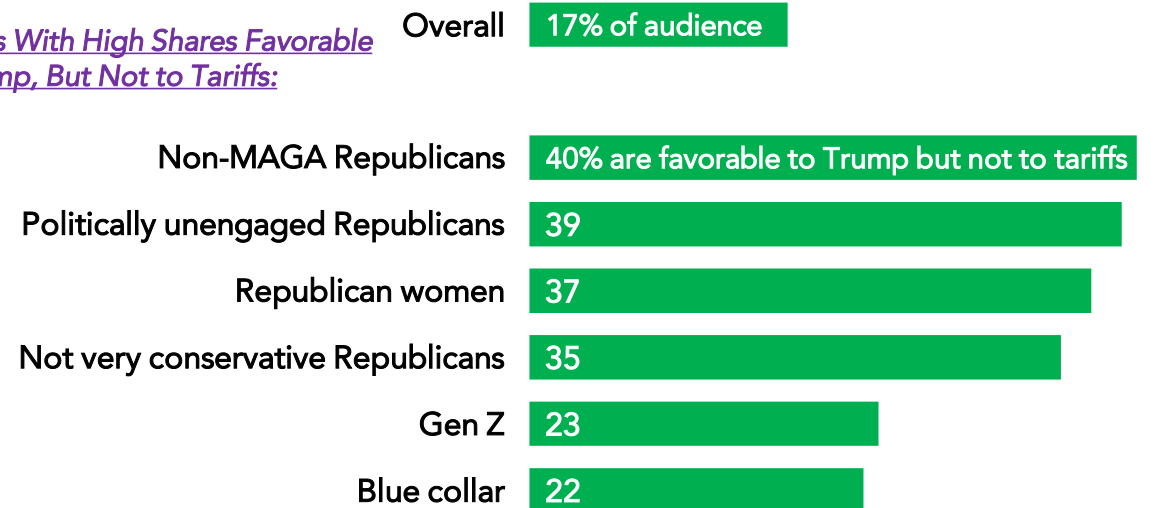
Favorable to Trump, But Not to Tariffs (17% of Americans):

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:

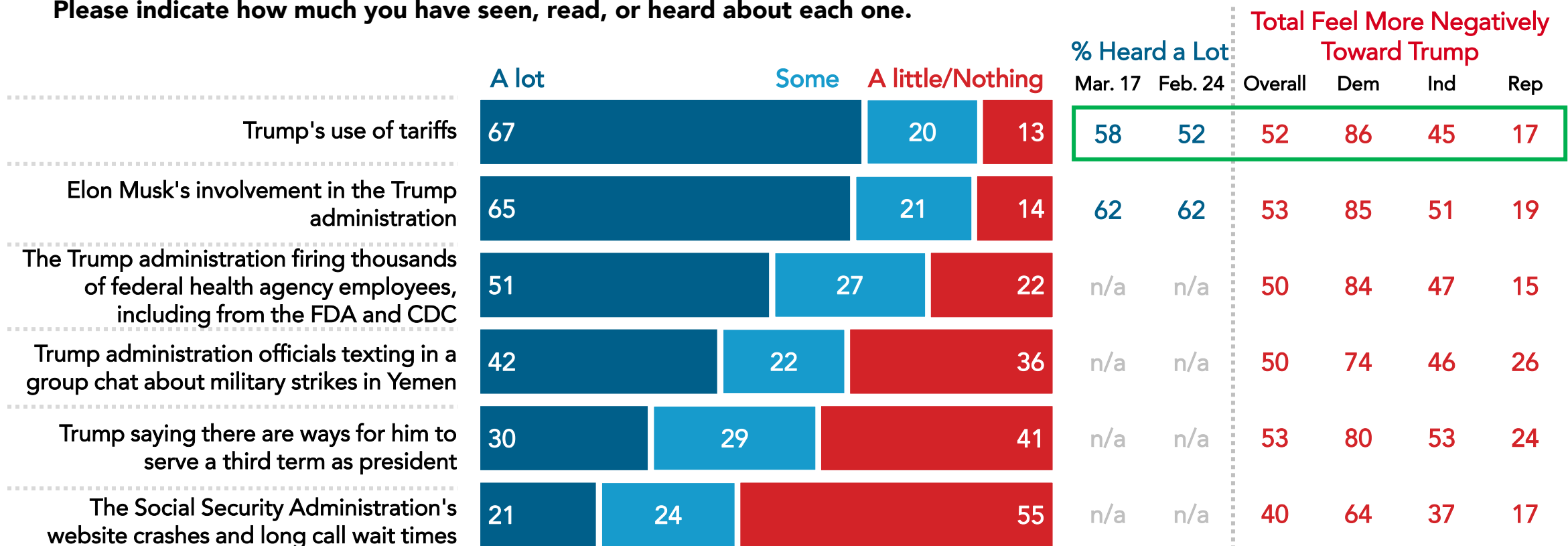


Nationwide survey of 1,000 registered voters conducted April 3-April 7, 2025. For more info, visit navigatorresearch.org.

Two in Three Are Now Hearing “a Lot” About Trump’s Tariffs; Majority Say It Makes Them View Him More Negatively

Two in three Americans say they are hearing “a lot” about Trump’s use of tariffs (67%, up from 52% in late February), and a majority (52%) say his use of tariffs makes them feel more negatively towards him, including 45% of independents.

Please indicate how much you have seen, read, or heard about each one.



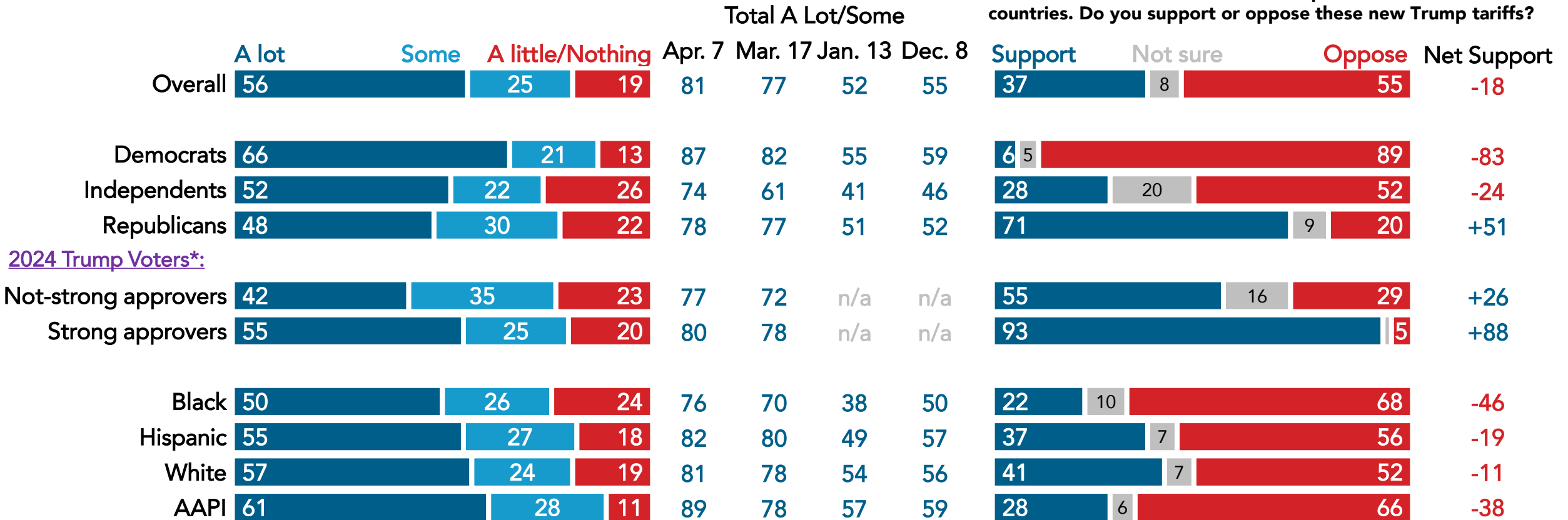
Nationwide surveys of registered voters; Each wave represents approximately 1,000 interviews taken over the prior three-five days. Latest wave conducted April 3-April 7, 2025. For more info, visit navigatorresearch.org.

As Americans Hear More, Majorities Oppose Trump's New Tariffs

At least seven in ten Americans across party lines are hearing "a lot" or "some" about tariffs, as 52% of independents oppose Trump's most recent tariffs.

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

As you may know, President Trump recently announced the most extensive tariffs of his term – imposing tariffs of at least 10% across all countries, with rates up to 60% on some countries. Do you support or oppose these new Trump tariffs?



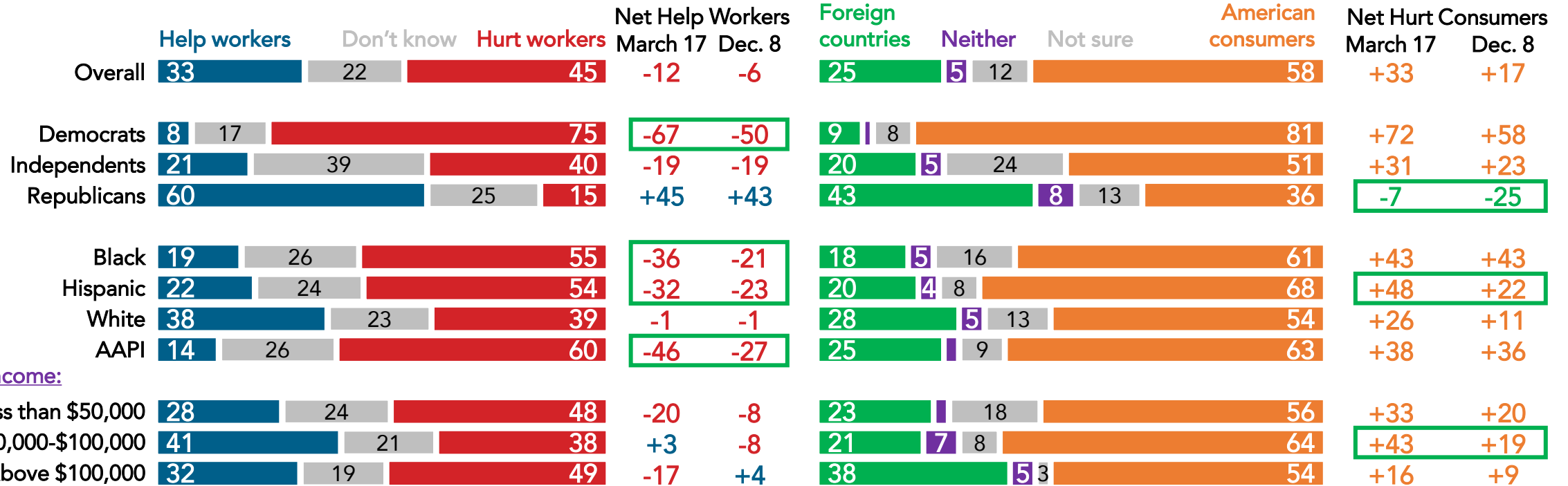
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(From March) Growing Shares Say Tariffs Will Hurt American Workers and Hurt Consumers More Than Foreign Countries

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?

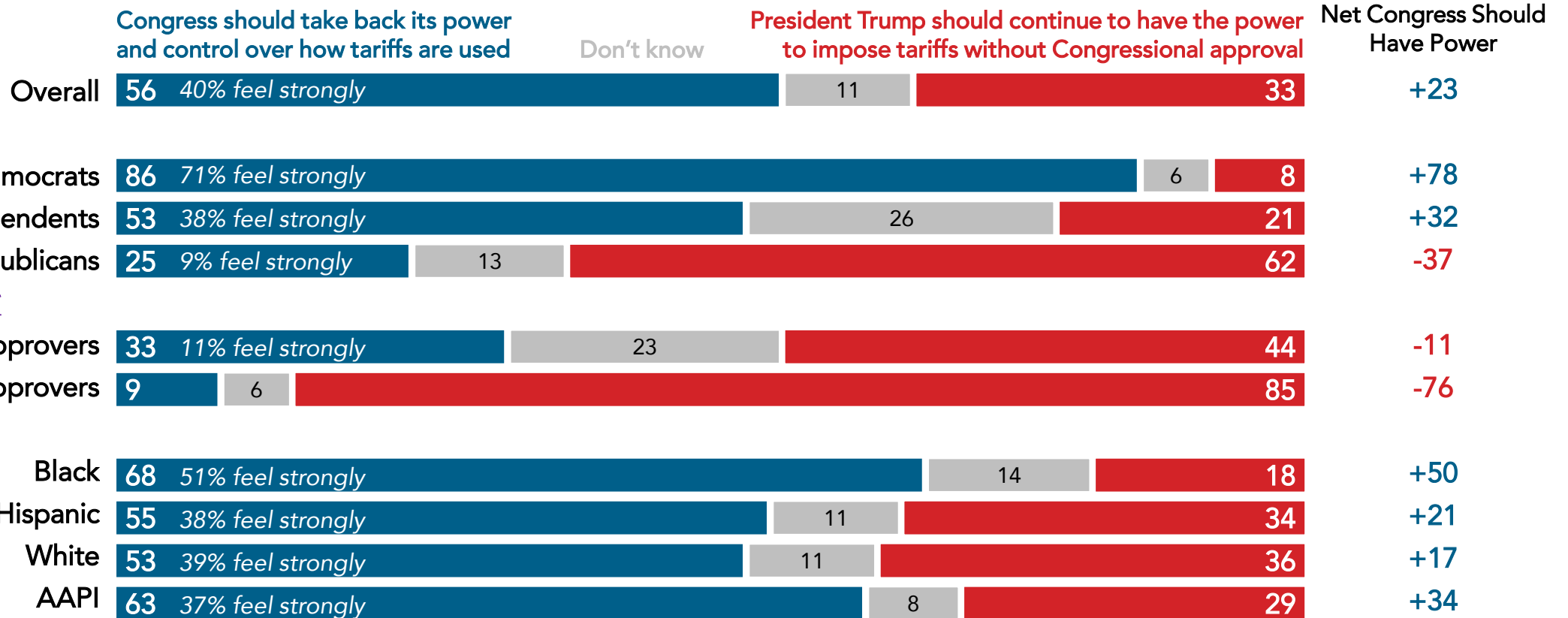


Nationwide surveys of registered voters; Each wave represents approximately 1,000 interviews taken over the prior three-five days. Latest wave conducted March 13-March 17, 2025. For more info, visit navigatorresearch.org.

Americans Want Power Over Tariffs Back in the Hands of Congress, Not With Donald Trump

Majorities want Congress to take back power over tariffs (56%), including 53% of independents.

Which side do you agree with more about who should have the power to impose tariffs?

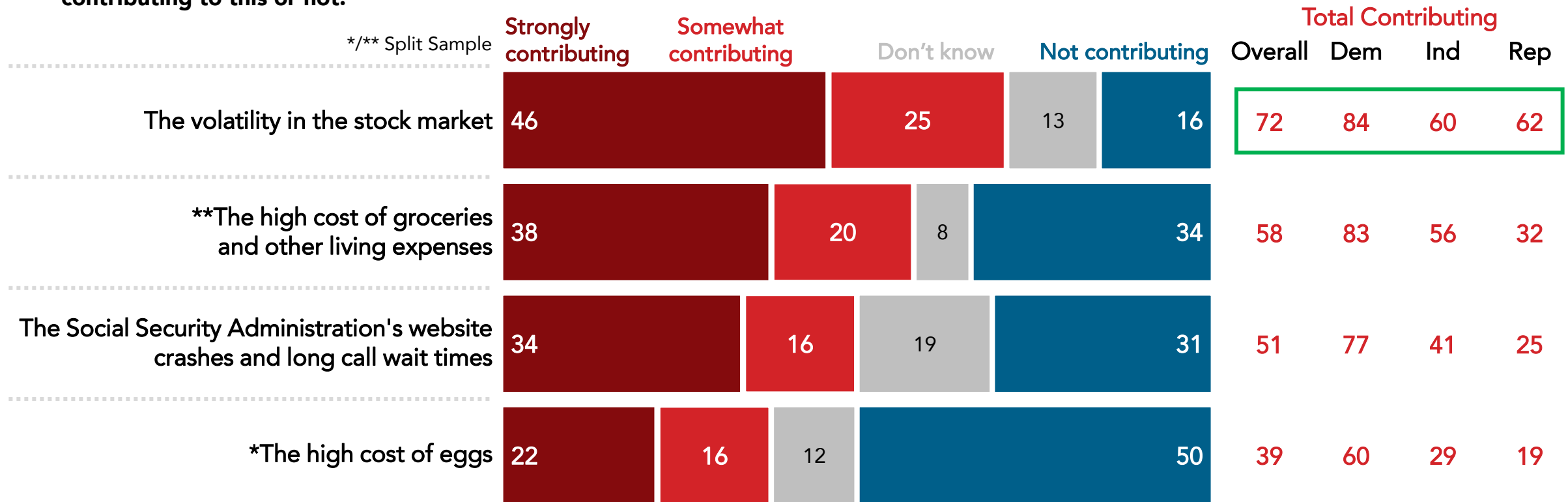


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Three in Four Say Trump's Policies Are Contributing to Stock Market Volatility; Majorities Say the Same on High Costs

At least three in five Democrats (84%), independents (60%), and Republicans (62%) say Trump's policies are contributing to stock market volatility. Majorities of independents say the same of the high cost of groceries and other living expenses (56%).

Below is a list of recent news events and problems people are facing. For each, please indicate if you think President Trump's policies are contributing to this or not.



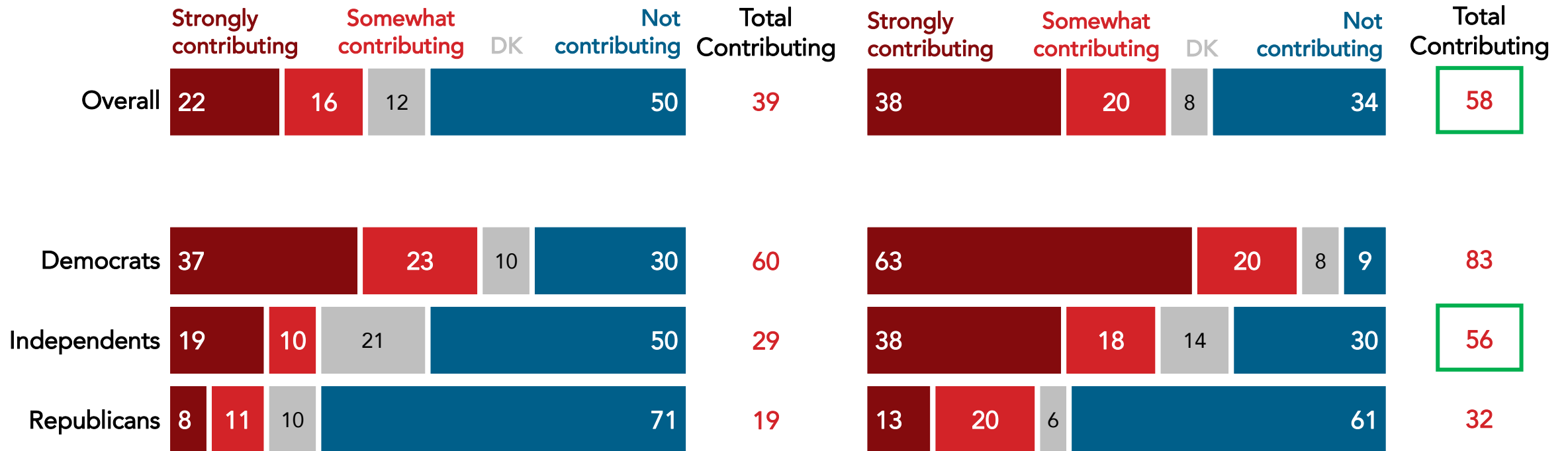
Nationwide survey of 1,000 registered voters conducted April 3-April 7, 2025. For more info, visit navigatorresearch.org.

While Majorities Say Trump Is Contributing to the High Cost of Groceries Generally, He's Seen as Less Responsible for Egg Costs

Roughly three in five Americans say Trump's policies are contributing to the high cost of groceries and living expenses (58%), while only 39% say the same of egg costs in particular.

[Split Sample] Please indicate if you think President Trump's policies are contributing to this or not: **The high cost of eggs.**

[Split Sample] Please indicate if you think President Trump's policies are contributing to this or not: **The high cost of groceries and other living expenses.**



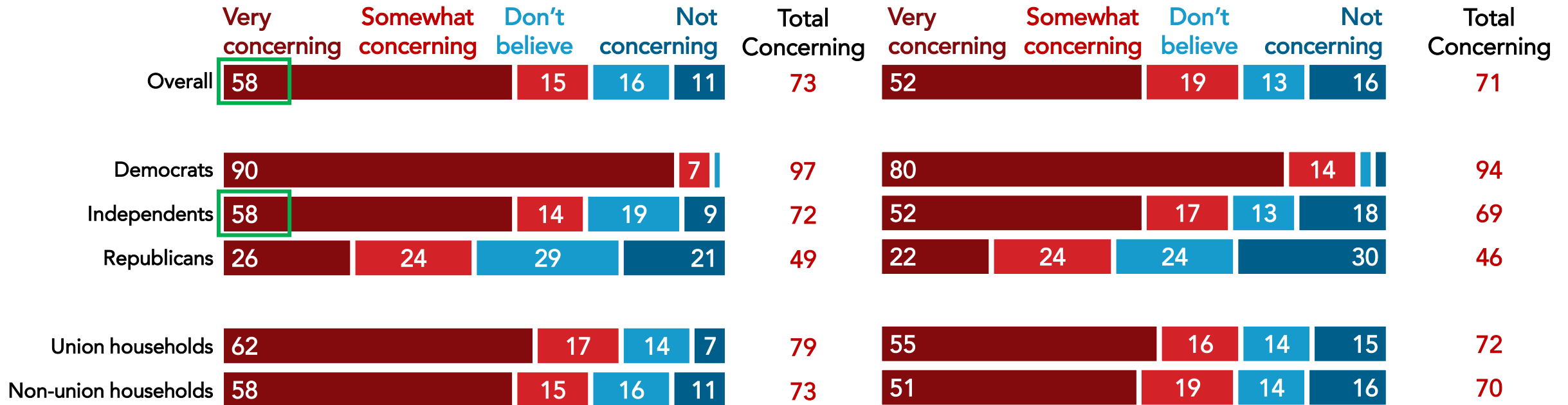
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Majorities Are Concerned About Tariffs Both Raising Costs and Leading to Layoffs; More Intensity Around Costs

Nearly three in five (58% “very concerning”) say they find a statement about Trump’s new tariffs costing American families over \$3,500 per year “very concerning,” including 58% of independents. Roughly half say the same of new layoffs (52% overall, 52% of independents).

[Split Sample] Trump’s new tariffs will result in the biggest tax increase in American history, costing American families over \$3,500 per year. How concerning do you find that statement, if you find it concerning?

[Split Sample] In the hours after Trump’s new tariff announcement and in direct response, nearly 1,000 employees have already been laid off in Michigan and Indiana. How concerning do you find that statement, if you find it concerning?



Nationwide survey of 1,000 registered voters conducted April 3-April 7, 2025. For more info, visit navigatorresearch.org.

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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 April 3-April 7, 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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To learn more about Navigator:

<http://navigatorresearch.org>

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