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Tuesday, May 6th

Tariffs: A Guide for Advocates



Credit: Shutterstock/Valery Evlakhov

Key Takeaways:

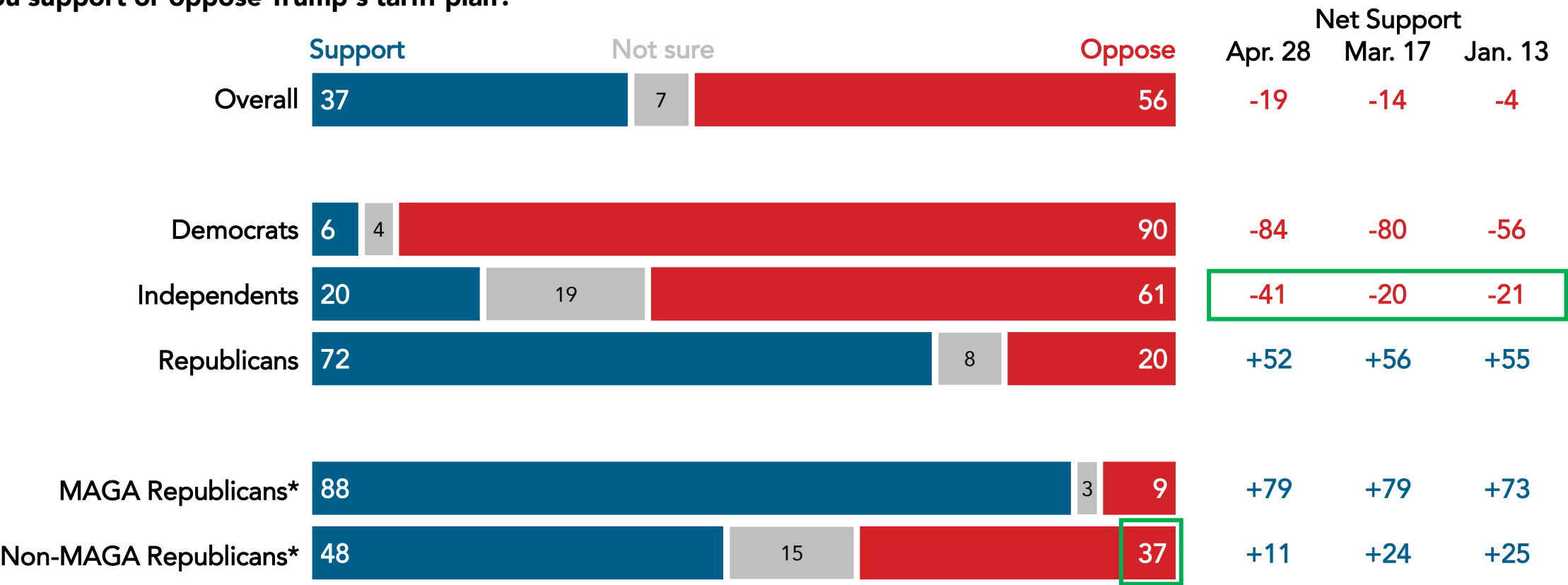
- Opposition to Trump's tariff plan continues to grow, as two in three say his tariffs are making their costs go up.
- Americans see Trump's tariffs as costing the United States jobs, hurting American businesses and workers, and hurting American consumers more than foreign countries.
- Roughly three in five Americans say we need to focus on creating new, future-facing manufacturing and high-tech jobs, rather than bringing back jobs lost to other countries.

Growing Majorities Continue to Oppose Trump’s Tariff Plan

Since January, support for Trump’s tariff plan has declined by a net 15 points (from net -4 support to net -19).

- Nearly two in five non-MAGA Republicans* oppose Trump’s tariff plan (37% oppose), as do 61% of independents.

Do you support or oppose Trump's tariff plan?



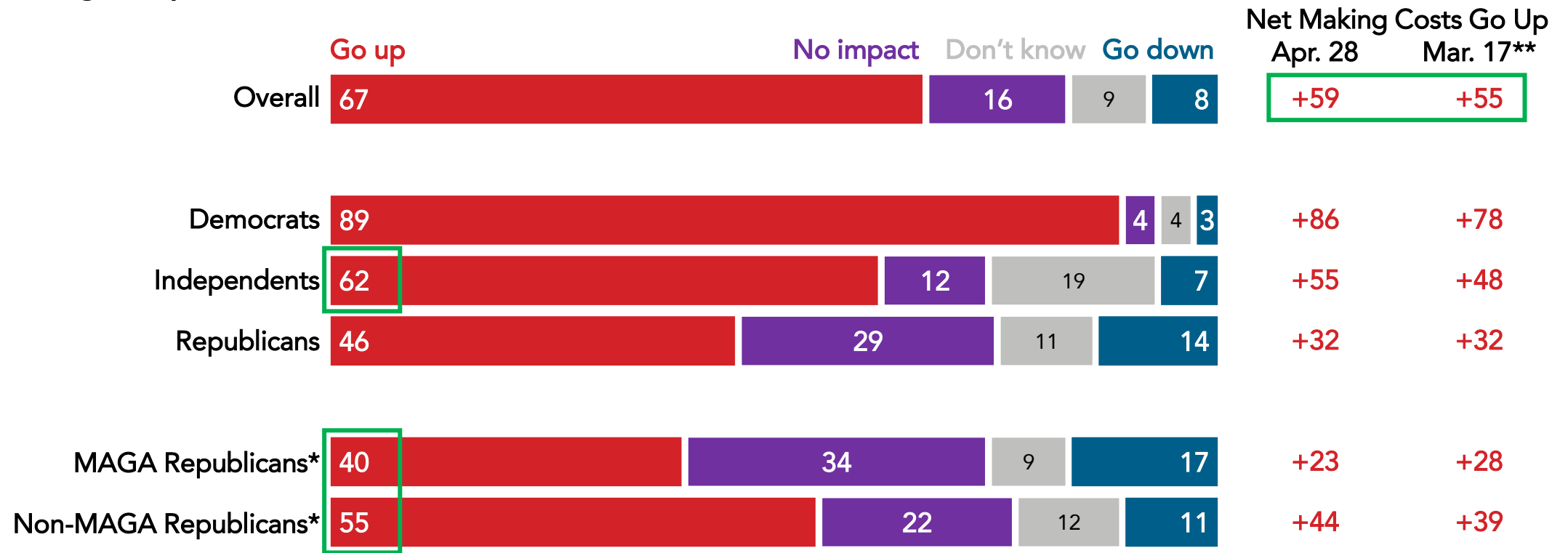
*MAGA Republicans” are Republicans who identify as “a supporter of the MAGA movement” on a separate question, while “non-MAGA Republicans” are Republicans who do not consider themselves supporters of the MAGA movement or are not sure.
Nationwide surveys of registered voters; Each wave represents approximately 1,000 interviews taken over the prior three-five days.
Latest wave conducted April 24-April 28, 2025. For more info, visit navigatortresearch.org.

Two in Three Say Trump's Tariff Policies Are Raising Their Costs

Three in five independents (62%), a majority of non-MAGA Republicans* (55%), and even a plurality of MAGA Republicans* (40%) say Trump's tariffs are making their costs go up.

- In March, before Trump's Liberation Day, the same share said they thought Trump's tariff policies would make their costs go up (67%).

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?



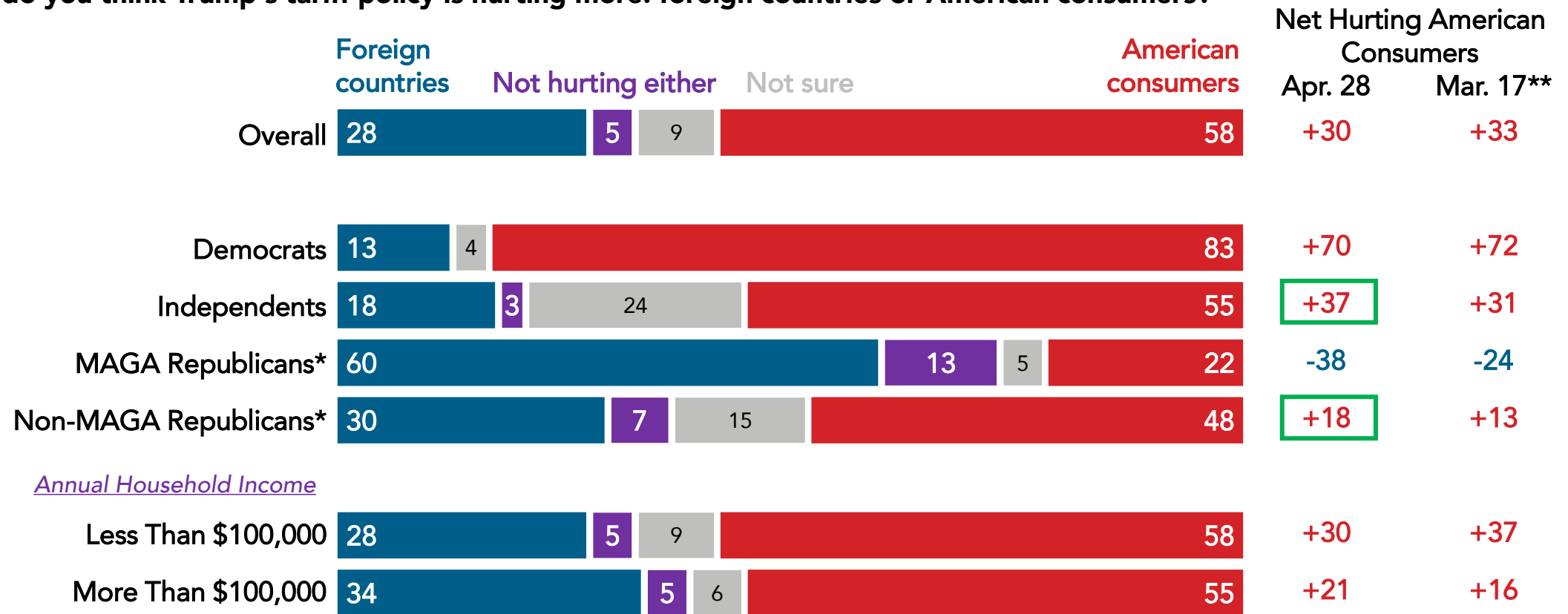
*MAGA Republicans" are Republicans who identify as "a supporter of the MAGA movement" on a separate question, while "non-MAGA Republicans" are Republicans who do not consider themselves supporters of the MAGA movement or are not sure. **Previous question text read "Regardless of how much you know about 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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American Consumers Are Seen As Bearing the Brunt of Tariffs – Not Foreign Countries

Nearly half of non-MAGA Republicans* (48%) and 55% of independents say American consumers are being hurt more by Trump's tariffs.

Who do you think Trump's tariff policy is hurting more: foreign countries or American consumers?



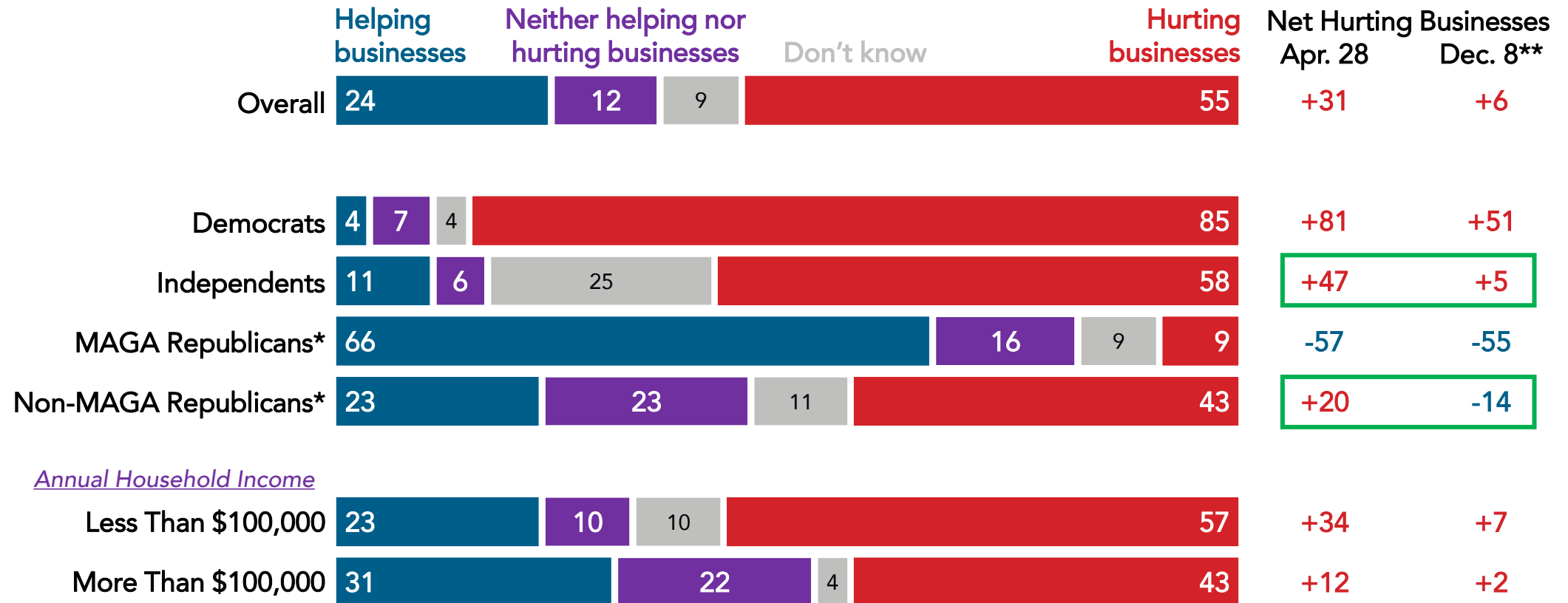
*MAGA Republicans" are Republicans who identify as "a supporter of the MAGA movement" on a separate question, while "non-MAGA Republicans" are Republicans who do not consider themselves supporters of the MAGA movement or are not sure. **Previous question text read "Who do you think imposing new tariffs 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 April 24-April 28, 2025. For more info, visit navigatortresearch.org.

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A Majority Say Trump's Tariffs Are Hurting American Businesses

When asked about hypothetical new tariffs in December, just 40% of Americans and 32% of independents said they would hurt American businesses: now, 55% of Americans and 58% of independents say Trump's tariff policy is hurting American businesses.

Do you think Trump's tariff policy is helping American businesses or hurting American businesses?

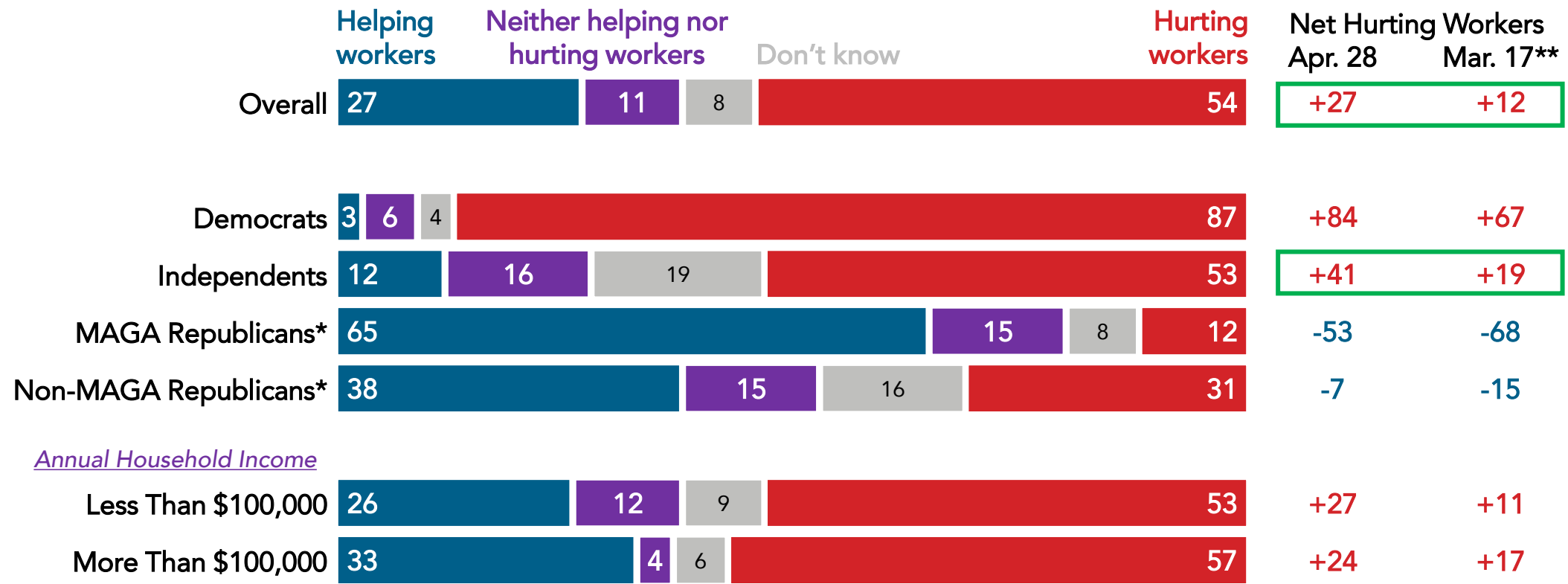


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Americans Say Trump's Tariffs Are Hurting American Workers More Than Helping Them

When asked in March, 45% of Americans and 40% of independents said new tariffs would hurt American workers; now, 54% of Americans and 53% of independents say the same about Trump's tariff policy.

Do you think Trump's tariff policy is helping American workers or hurting American workers?

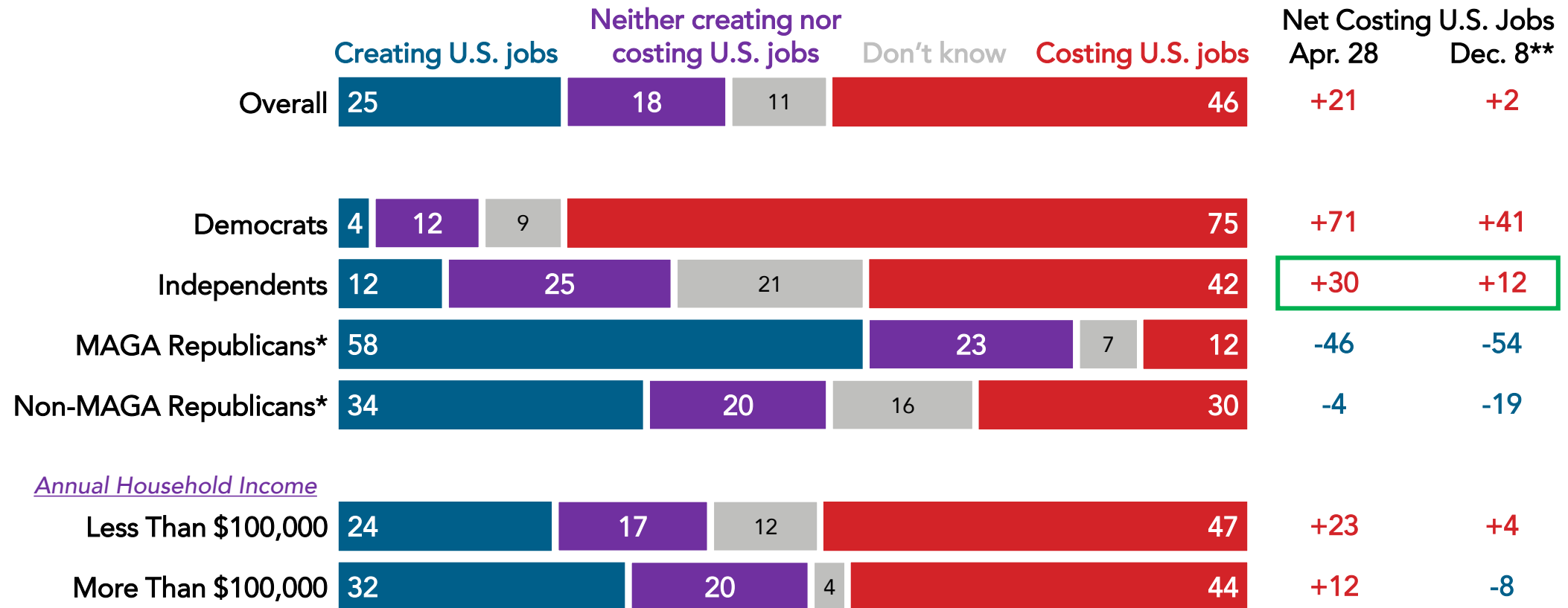


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A Plurality Say Trump's Tariff Policy Is Costing the U.S. Jobs

When asked whether new tariffs would hypothetically cost the U.S. jobs in December, Americans were divided (just net +2 cost the U.S. jobs) – now, nearly half say that Trump's tariff policy is costing U.S. jobs (net +21), including 42% of independents.

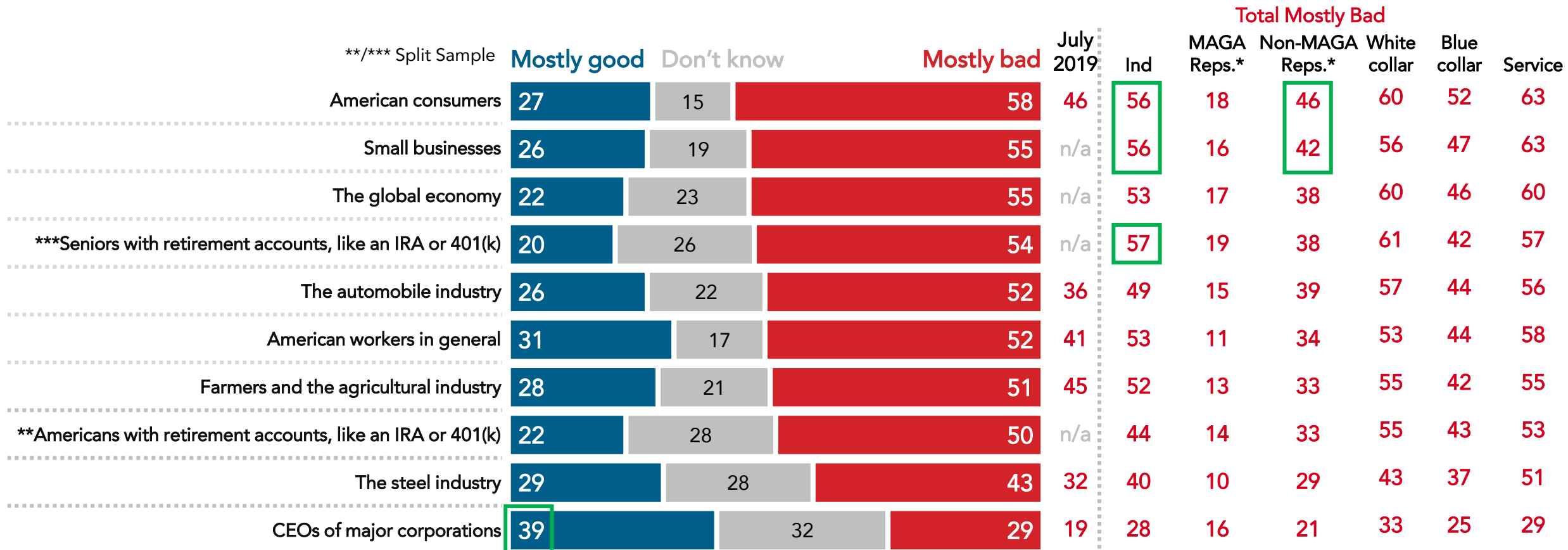
Do you think Trump's tariff policy is creating U.S. jobs or costing the U.S. jobs?



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Majorities Say Trump's Tariffs Are Bad for American Consumers, Small Businesses, the Global Economy, Seniors, Workers, Farmers

Please indicate whether you think Donald Trump's policies on trade and tariffs have so far been mostly good or mostly bad for each of the following.



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The Most Convincing Message Against Trump's Tariffs Continues to Be That They Will Raise Costs of Everyday Goods

Below is a list of statements about Donald Trump's actions on tariffs in the last month. Please indicate how concerning you find each one on a scale of 1 to 5.

| | Extremely concerning (5 out of 5) | Somewhat concerning (4 out of 5) | Total Concerning | | | |
|--|--------------------------------------|-------------------------------------|------------------|-----|-----|-----|
| | | | Overall | Dem | Ind | Rep |
| [COSTS] Donald Trump's new tariffs on imports of everyday goods American families rely on, from food to clothing and more, will cost American families \$4,700 a year at a time when Americans are already struggling to make ends meet. | 46 | 16 | 62 | 89 | 64 | 34 |
| [RICH] Donald Trump's policies favor the rich over the middle class – including these new tariffs. These tariffs are meant to bring in money to fund new tax breaks for the rich and big corporations. So, wealthy people won't feel the increase in prices that hits everyday people from the tariffs, and they'll get a tax break. | 46 | 13 | 59 | 89 | 58 | 28 |
| [INCOMPETENT] The rollout of Trump's new tariffs has been a disaster from the start. Every day, they have new tariffs that they announce and then cancel, because they have no plan and the world now knows it. Trump even imposed new tariffs on an island that is inhabited only by penguins. This wasn't well thought out and the incompetence is costing us. | 45 | 12 | 57 | 86 | 61 | 26 |
| [CHAOS] The economy has been thrown into chaos because of Trump's tariffs, because nobody – not other countries, not investors, not companies, not even his own administration – knows what he's going to announce from one day to the next. Without certainty, American businesses and families will be crushed by the chaos. | 44 | 15 | 60 | 88 | 60 | 30 |
| [SMALL BIZ] Donald Trump's new tariffs are going to crush small businesses. Countless American small businesses rely on manufacturers around the world to create specific supplies and parts for their businesses at a low cost – and without those affordable and unique products, small businesses will be crushed and go out of business. | 44 | 16 | 60 | 87 | 62 | 31 |
| [CORRUPT] Donald Trump's tariff policies are part of a corrupt plan to benefit himself and his friends at the expense of the American economy. Trump continues to impose new tariffs and penalize everyone – and then gives special carveouts to his rich donors instead of to local small businesses. | 44 | 14 | 58 | 86 | 64 | 26 |
| [ALLIES] Donald Trump's tariff policies hurt our relationships with important international allies. Trump's policies may never help American workers, but they have already caused unnecessary conflicts with allies when we should be working together to grow our economies and keep the world safe and secure. | 43 | 15 | 58 | 88 | 60 | 26 |

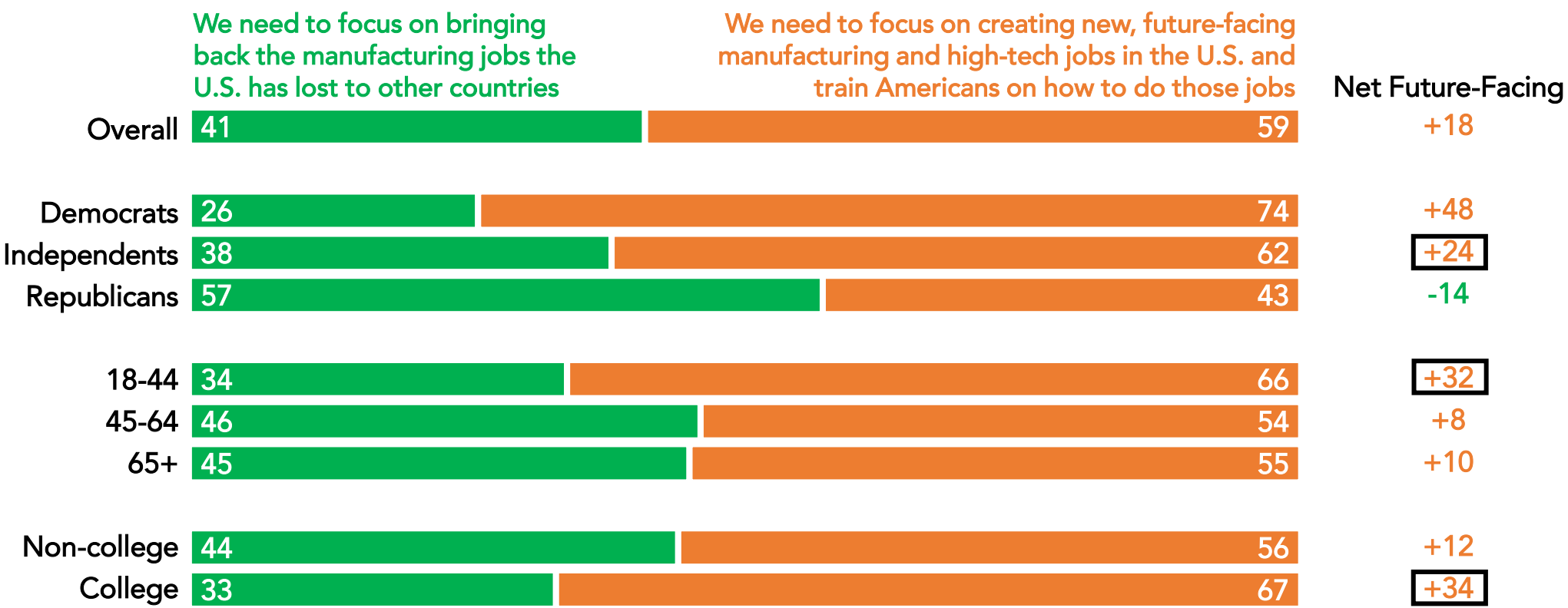
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Americans Prefer a Focus On Creating Future-Facing Jobs Rather Than Trying to Get Back Old Ones

Nearly three in five Americans want a focus on future-facing jobs, including 62% of independents, 66% of Americans 18-44, and 67% of college-educated Americans.

Which side do you agree with more?

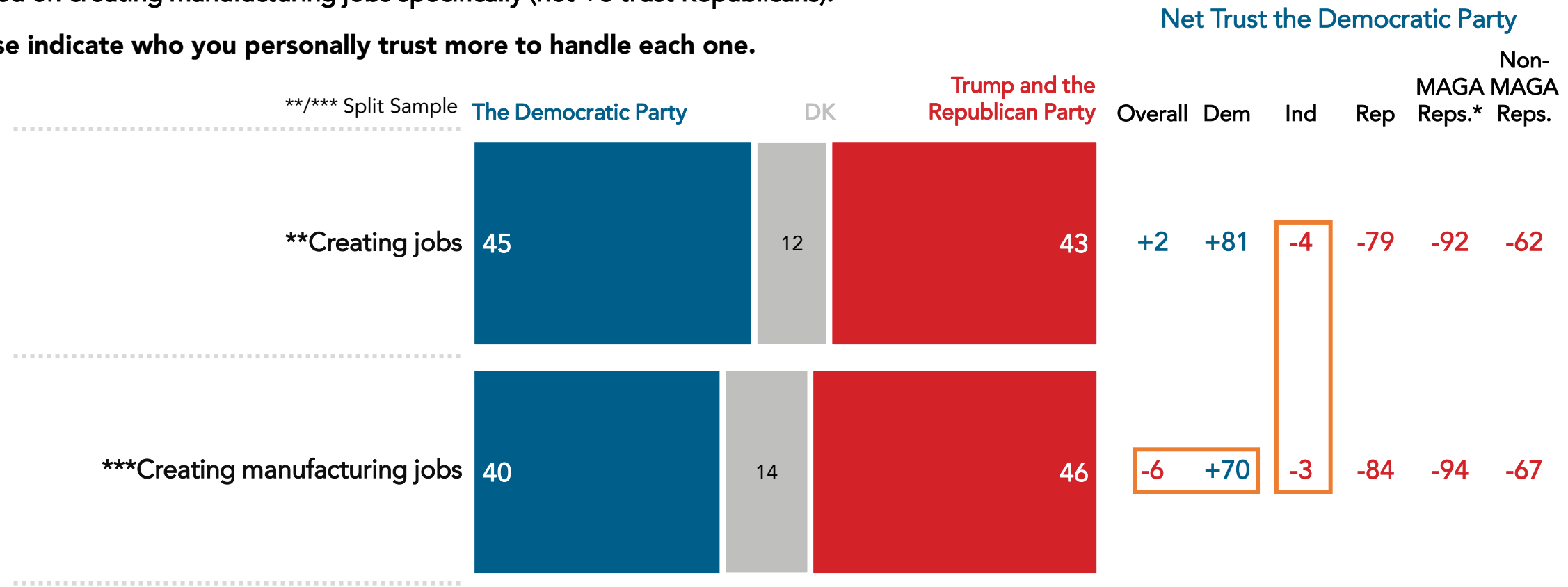


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Democrats Are Trusted Slightly More Than Republicans on Broad Job Creation, But Trump Has a Small Lead on Manufacturing Jobs

While Americans narrowly trust the Democratic Party more to create jobs broadly (+2 net trust), Trump and the Republican Party are more trusted on creating manufacturing jobs specifically (net +6 trust Republicans).

Please indicate who you personally trust more to handle each one.



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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; 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 24-April 28, 2025. 100 additional interviews were conducted among Hispanic voters. 68 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.

For Press inquiries contact:

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To learn more about Navigator:

<http://navigatorresearch.org>

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