

# navigator.\*

Friday, February 20<sup>th</sup>

What You Need to Know  
About Trump's Tariffs



Credit: Shutterstock/Rokas Tenys

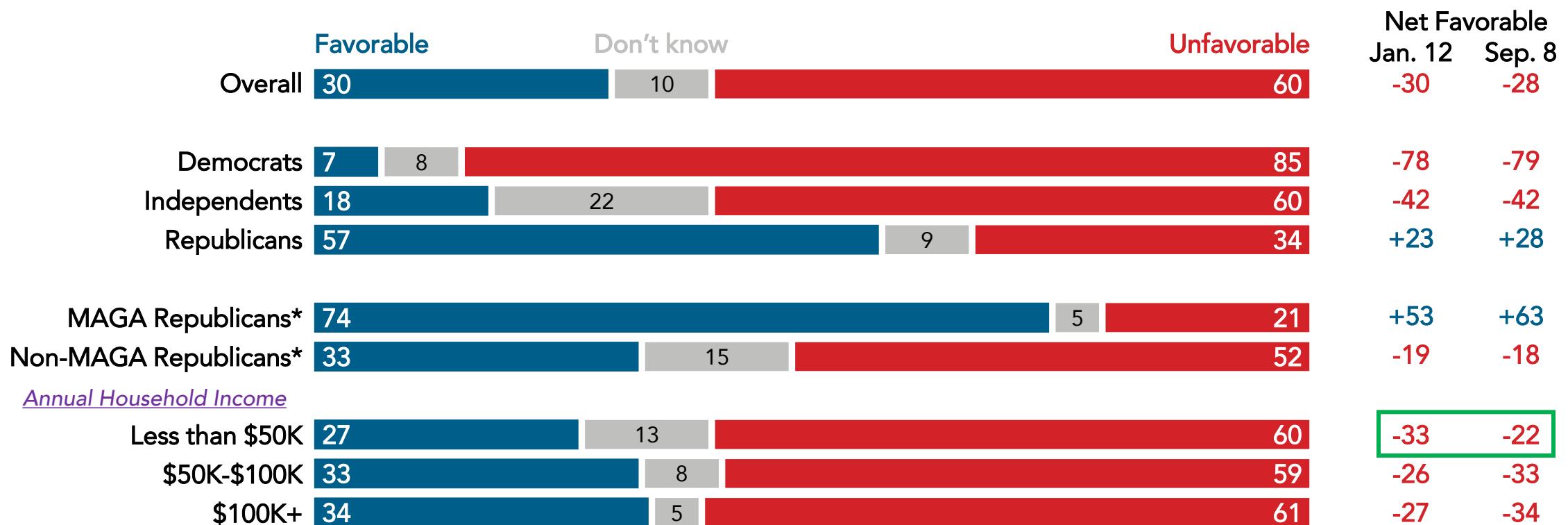
## Key Takeaways:

- Tariffs remain deeply unpopular.
- Majorities oppose Trump's tariff plan, including a majority of independents and two in five non-MAGA Republicans.
- Seven in ten Americans say Trump's tariffs are making the costs of things they buy go up.

# Tariffs Remain Broadly Unpopular

Three in five Americans view tariffs unfavorably (60% unfavorable). Since September, Americans making less than \$50,000 per year have become more unfavorable (from net -22 favorable in September to net -33 now).

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

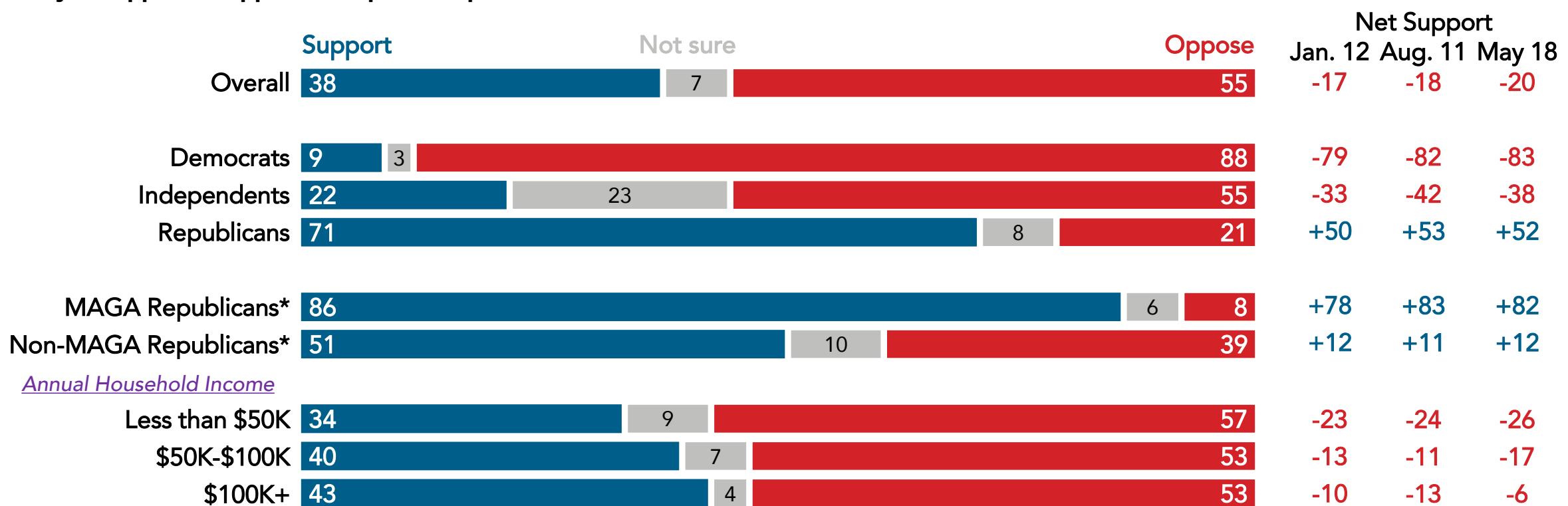


\*"MAGA Republicans" are Republicans who identify as "a supporter of the MAGA movement" on a separate question, while "non-MAGA Republicans" are Republicans who do not consider themselves supporters of the MAGA movement or are not sure.  
Nationwide surveys of registered voters; Each wave represents approximately 1,000 interviews taken over the prior three-five days.  
Latest wave conducted January 8-January 12, 2026. For more info, visit [navigatorresearch.org](http://navigatorresearch.org).

# Majorities Continue to Oppose Trump's Tariff Plan

A majority of Americans oppose Trump's tariff plan (55% oppose), including a majority of independents (55%) and roughly two in five non-MAGA Republicans\* (39%).

## Do you support or oppose Trump's tariff plan?

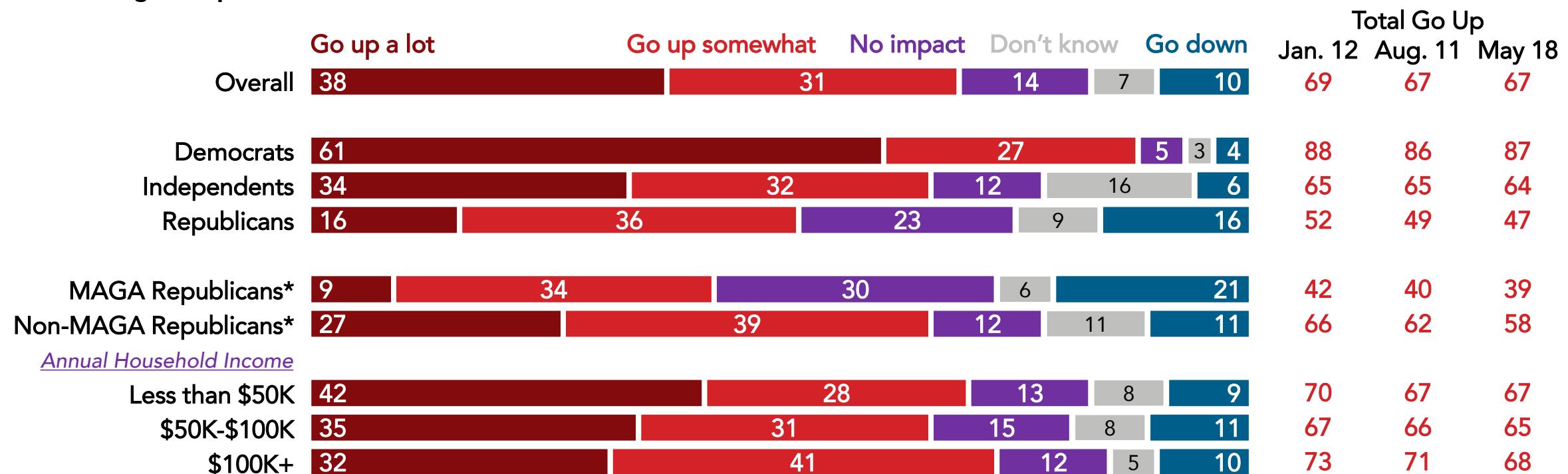


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# Seven in Ten Americans Say Trump's Tariffs Continue to Drive Up Their Costs

Since last May, non-MAGA Republicans\* have become increasingly likely to say that tariffs are making their costs go up (from 58% total go up in May to 66% now).

**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?**



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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; 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 January 8-January 12, 2026. 100 additional interviews were conducted among Hispanic voters. 100 additional interviews were conducted among African American voters. 75 additional interviews were conducted among Asian American and Pacific Islander 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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