

navigator*

Wednesday, April 1st

Trump's Tariffs



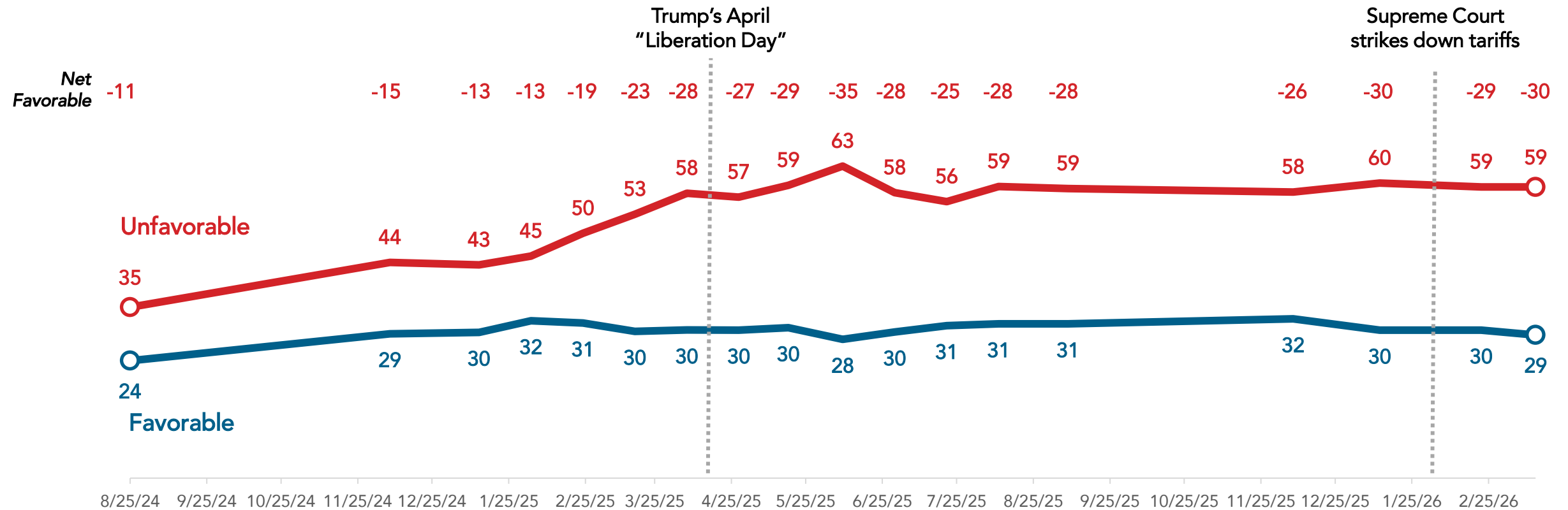
Credit: Shutterstock/Rokas Tenys

Key Takeaways:

- As the one-year anniversary of Trump's "Liberation Day" tariffs approaches, tariffs continue to be broadly unpopular. A majority of Americans continue to oppose Trump's tariff plan.
- Proactively communicating about how Americans are owed tariff rebate checks because they have raised their costs is more effective than talking about the Supreme Court ruling.
- Tariff rebate checks are popular, with a majority of Americans supporting them across party lines.

Tariffs Remain Broadly Unpopular

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

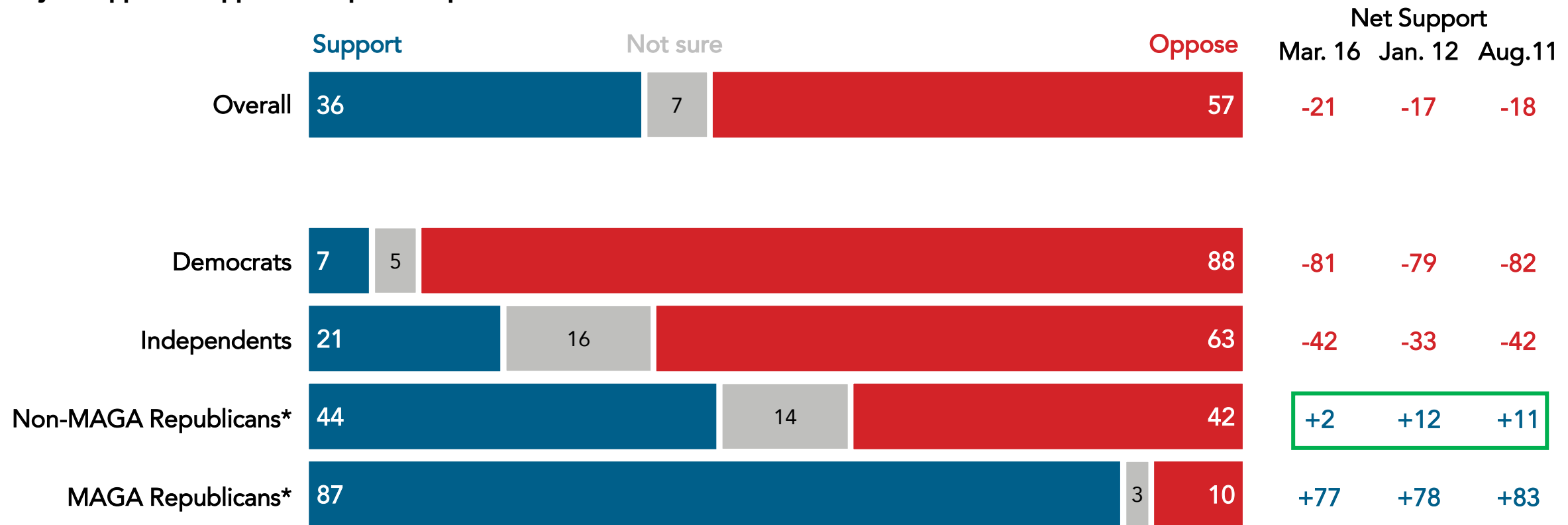


Nationwide surveys of registered voters; Each wave represents approximately 1,000 interviews taken over the prior three-five days. Latest wave conducted March 12-March 16, 2026. For more info, visit navigatorresearch.org.

A Majority Continue to Oppose Trump's Tariff Plan

A majority of Americans (57%) oppose Trump's tariff plan, including increasing shares of non-MAGA Republicans* (from net +11 support in August of last year to net +2 now).

Do you support or oppose Trump's tariff plan?

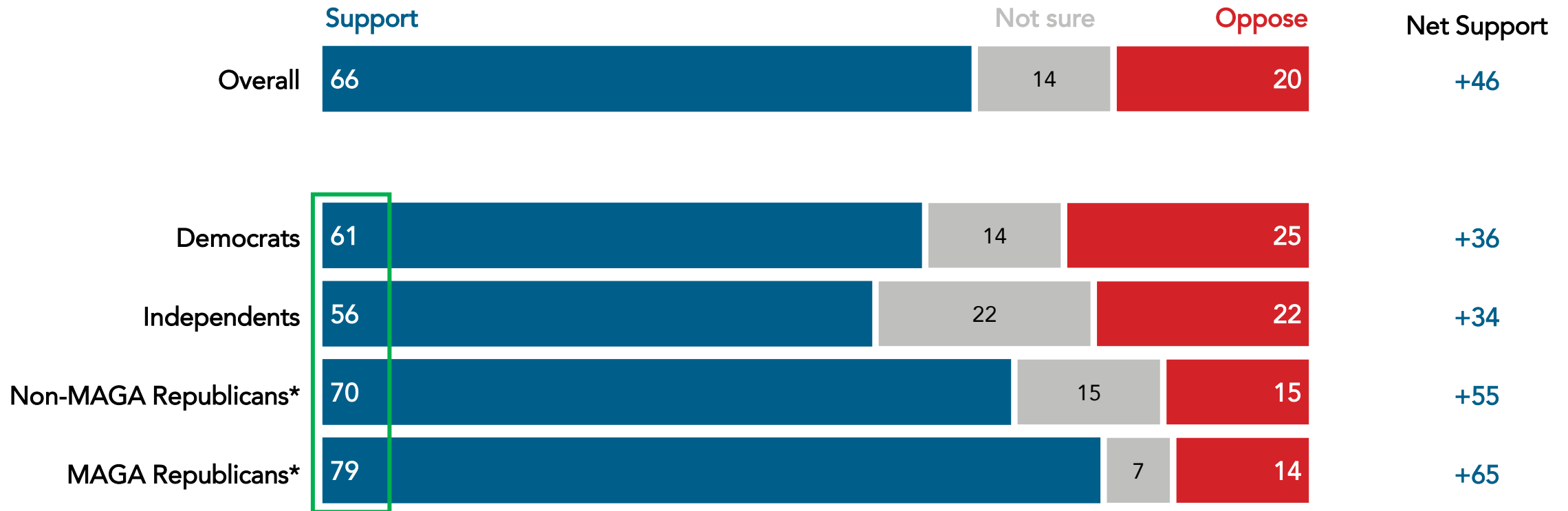


*"MAGA Republicans" are Republicans who identify as "a supporter of the MAGA movement" on a separate question, while "non-MAGA Republicans" are Republicans who do not consider themselves supporters of the MAGA movement or are not sure. Nationwide surveys of registered voters; Each wave represents approximately 1,000 interviews taken over the prior three-five days. Latest wave conducted March 12-March 16, 2026. For more info, visit navigatorresearch.org.

Tariff Rebate Checks Are Popular Across Party Lines

Two in three Americans support tariff rebate checks (66% support), including a majority across party lines.

Please indicate whether you support or oppose sending \$2,000 tariff rebate checks to American consumers.

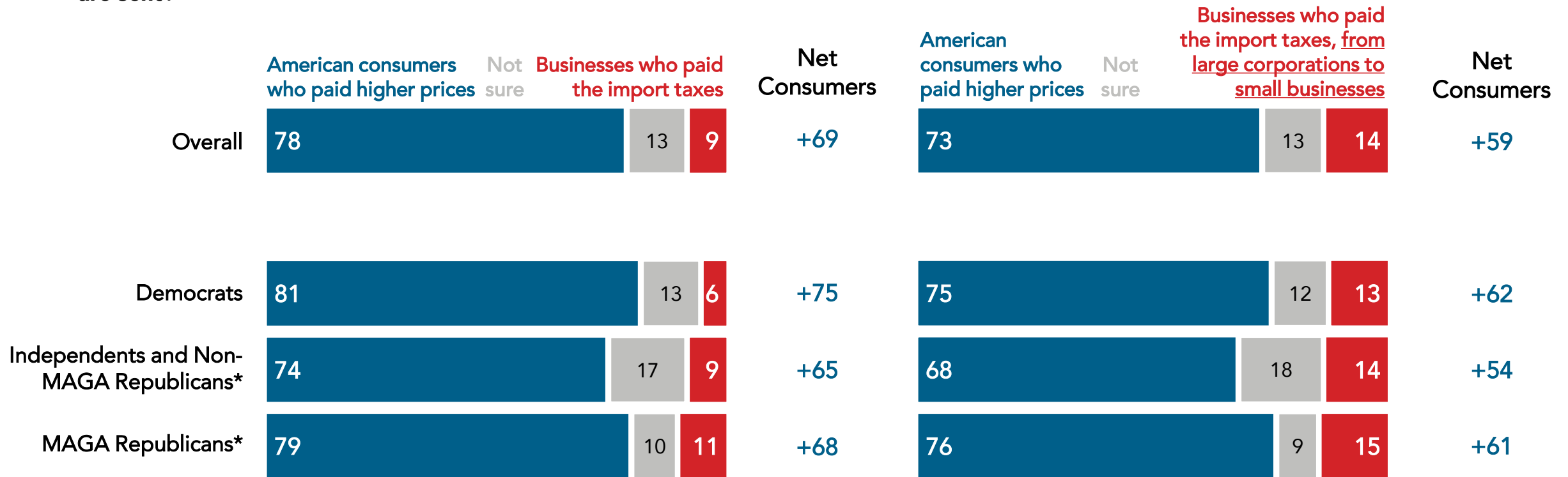


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Americans Want to See Tariff Rebate Checks Go to Consumers, Not Businesses (Even When That Includes Small Businesses)

A majority of Americans, regardless of party, want to see rebate checks go to consumers over businesses (78% consumers). Explicitly mentioning “from large corporations to small businesses” drives up the share who say businesses slightly – but not by much (73%).

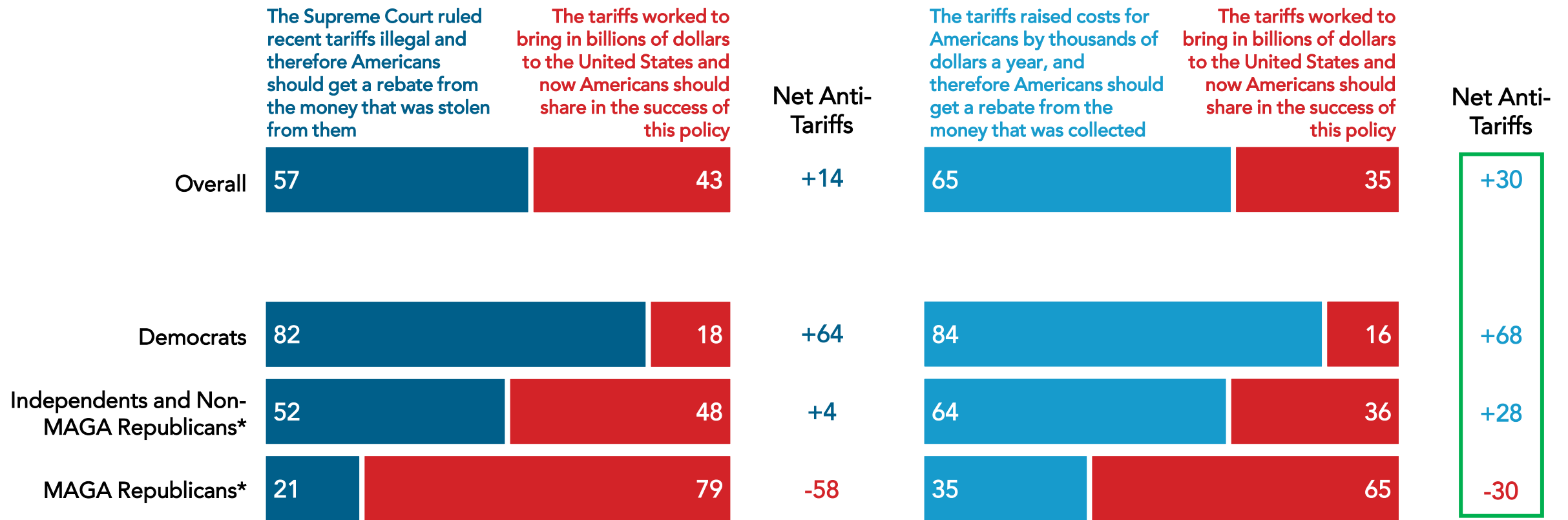
(Split Sample) Regardless of whether you support or oppose tariff rebate checks, who do you think should receive the rebate checks if they are sent?



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Effective Messaging on Tariff Rebate Checks Focuses on How Tariffs Raised Costs, More So Than Their Illegality

(Split Sample) Which side do you agree with more?



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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.

About the Study

Global Strategy Group conducted a public opinion survey among a sample of 1,000 registered voters from March 12-March 16, 2026. 100 additional interviews were conducted among Hispanic voters. 101 additional interviews were conducted among African American voters. 82 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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To learn more about Navigator:

<http://navigatorresearch.org>

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