

navigator*

Tuesday, September 22nd

Tariffs



Credit: Shutterstock/Noam Galai

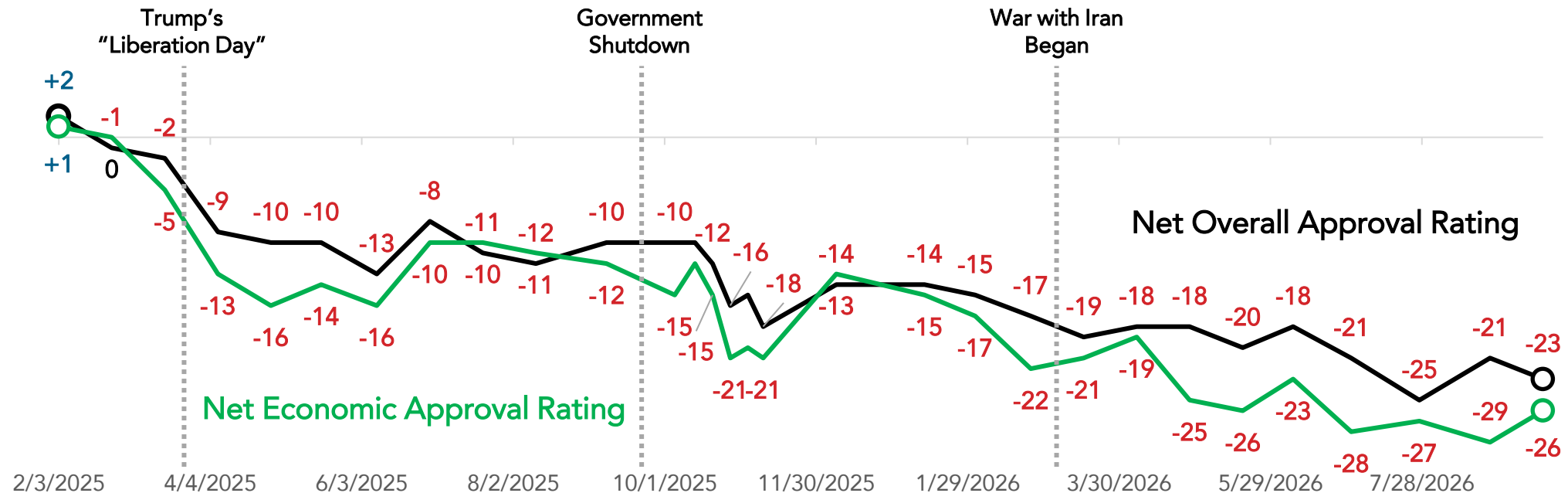
Key Takeaways:

- Views of tariffs have reached an all-time low in Navigator tracking, and nearly three in five oppose Trump's tariff plan.
- Two in three say Trump's tariffs are raising their costs, and most point to groceries and gas.
- Trump's new tariffs on Canada are breaking through, and Americans find them deeply concerning. Majorities oppose them and say they are not worth it.

Trump's Approval Ratings Remain Deeply Negative

Trump's approval ratings continue to remain in the negative, with his overall approval at net -23 approve and his handling of the economy at net -26.

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

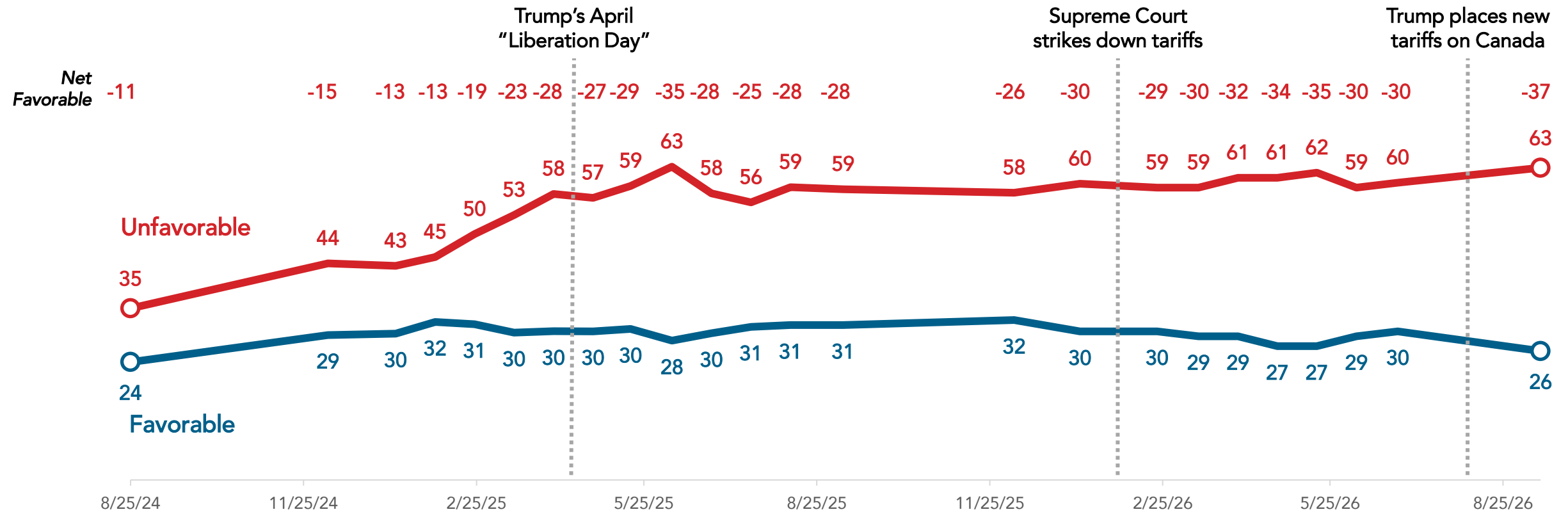


Nationwide surveys of registered voters; Each wave represents approximately 1,000 interviews taken over the prior three-five days. Latest wave conducted September 10-September 14, 2026. For more info, visit navigatorresearch.org.

Views of Tariffs Have Reached a New Low in Navigator Tracking

Among independents, tariffs are in the negative by 44 points (15% favorable/59% unfavorable).

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



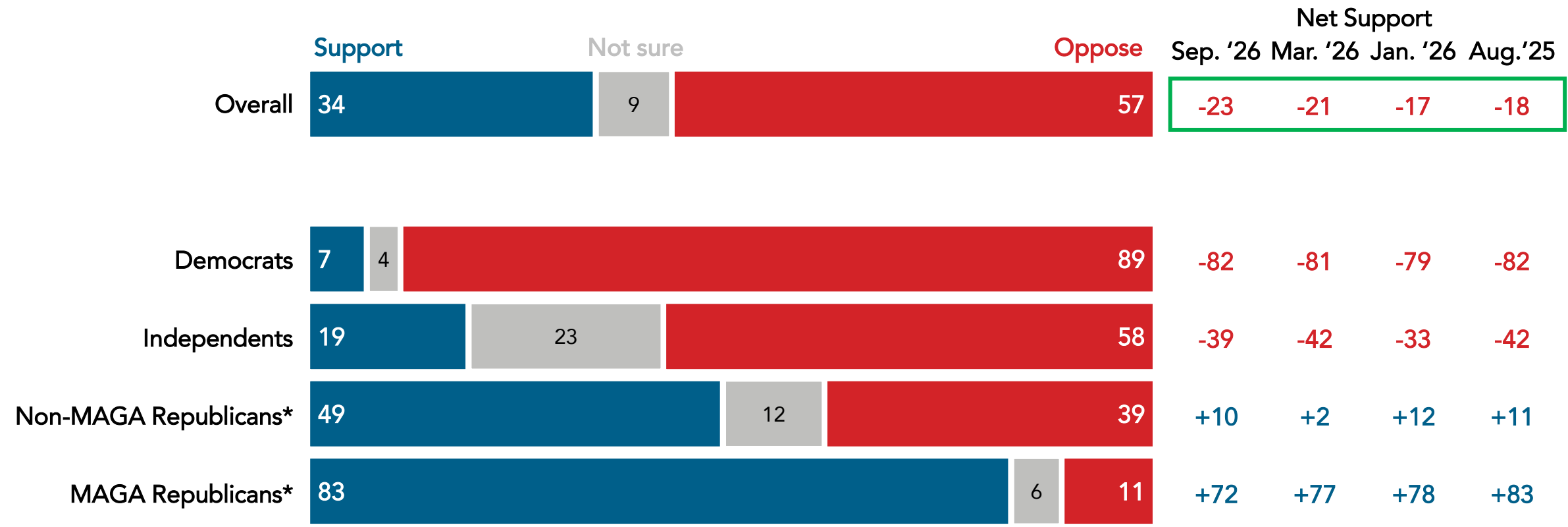
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Trump's Tariff Plan Has Become More and More Unpopular

Trump's tariff plan is increasingly unpopular, including among a majority of independents (58% oppose) and 39% of non-MAGA Republicans*.

Do you support or oppose Trump's tariff plan?



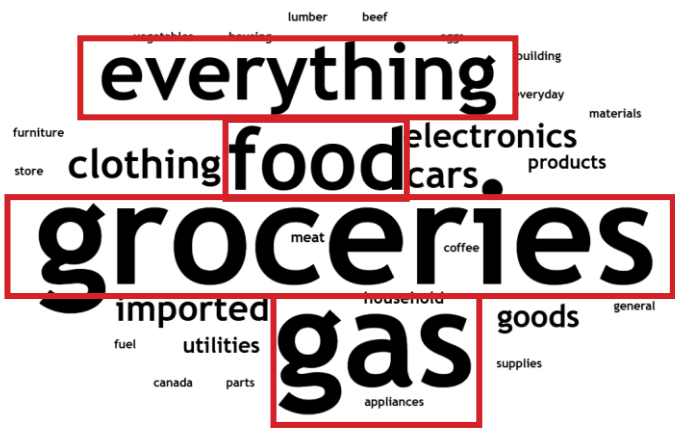
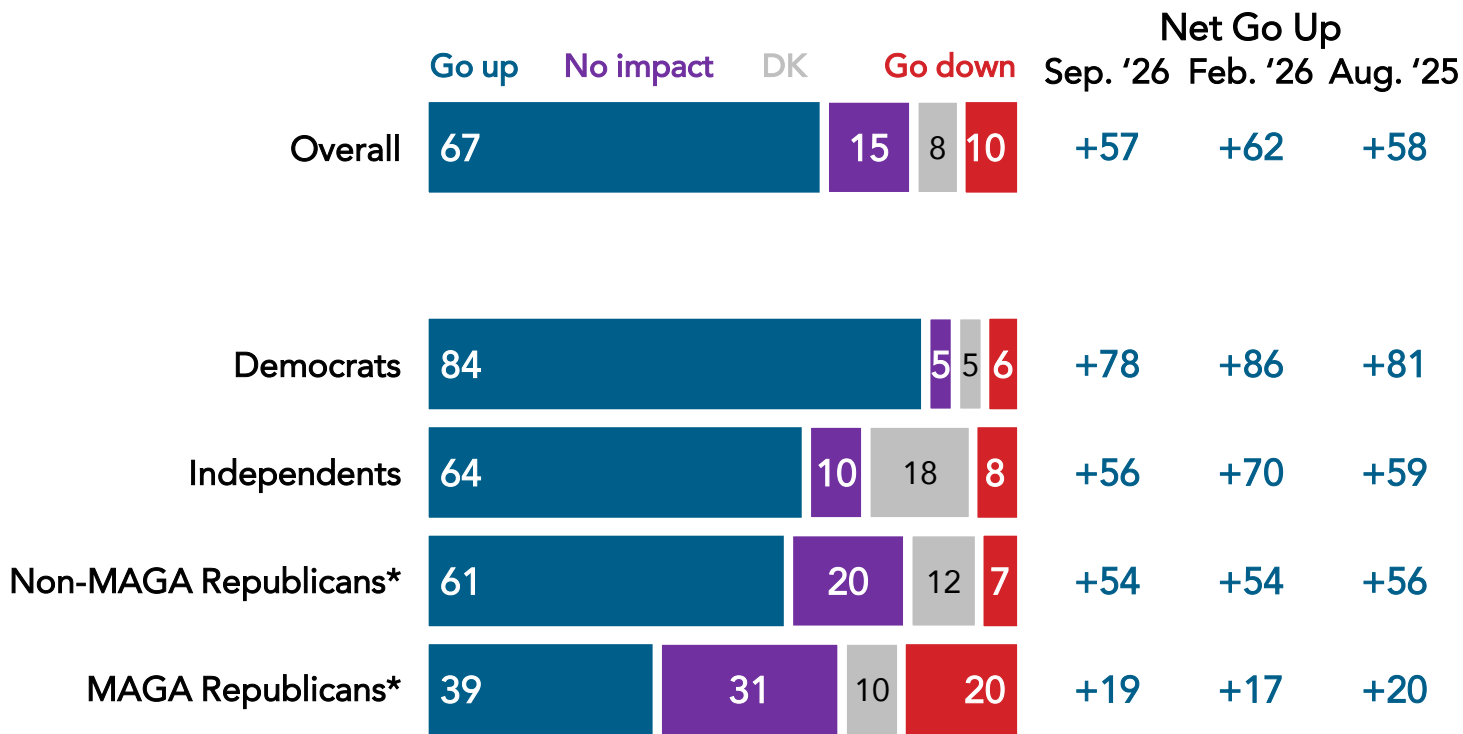
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Two in Three Say Tariffs Are Driving Up Their Costs; Point to Groceries, Gas in Particular

More than three in five independents (64% go up) and non-MAGA Republicans* (61%) say Trump’s tariff policy is increasing their costs.

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?

[If cost of things going up] What types of items do you think have gotten more expensive because of Trump’s tariff policy?



“Look at the state of it, things have gone up like groceries, gas, etc. it’s crazy!”

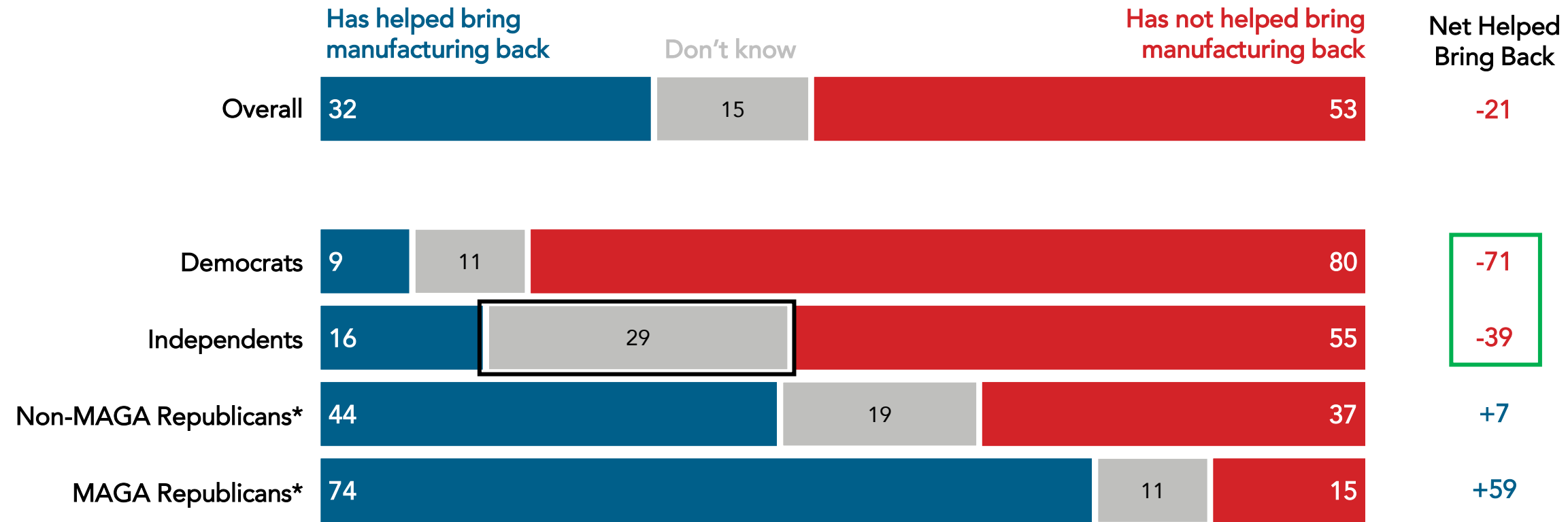
“Gas and groceries are more expensive even though Trump promised to cheapen them.”

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A Majority Say Trump's Tariffs Have Not Brought Manufacturing Back to the U.S.

While a majority of independents say that Trump's tariffs have not helped to bring manufacturing back (55% not helped), three in ten say they don't know enough to say (29%).

Do you think Trump's tariff policy has helped bring manufacturing back to the United States or not?



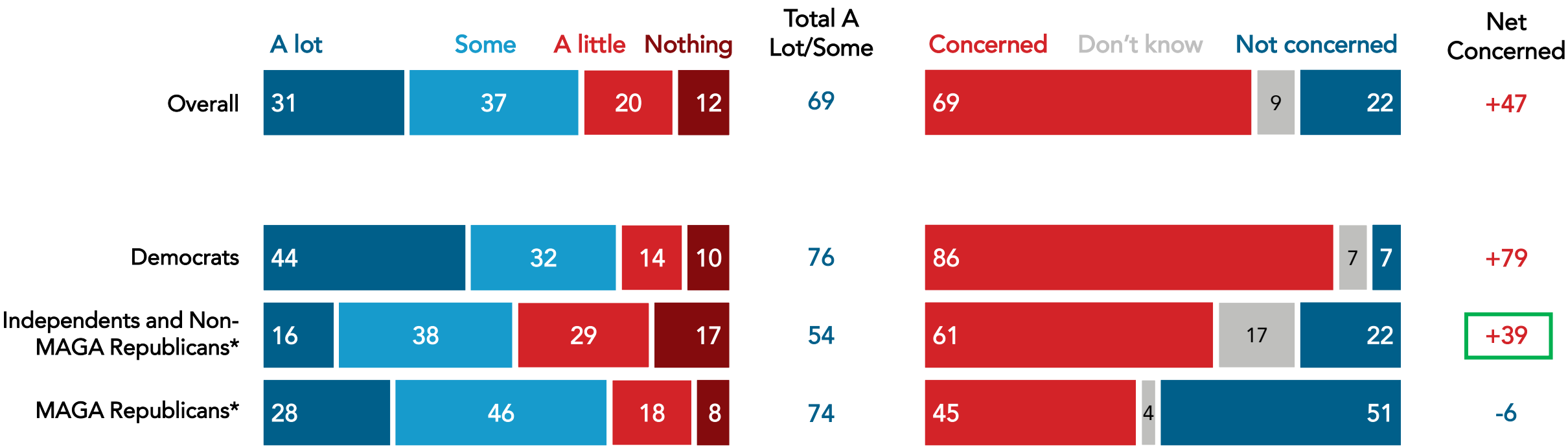
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Americans Are Hearing About Trump’s Tariffs on Canada and Are Concerned

Seven in ten Americans are concerned about Trump imposing tariffs on Canada (69% concerned), including 61% of independents and non-MAGA Republicans* – though only 54% of independents and non-MAGA Republicans* are hearing about it.

(Split Sample) How much have you seen, read, or heard about Trump imposing new tariffs on Canadian goods and Canada imposing retaliatory tariffs on U.S. goods?

(Split Sample) Please indicate how concerned you are about Trump imposing new tariffs on Canadian goods and Canada imposing retaliatory tariffs on U.S. goods.

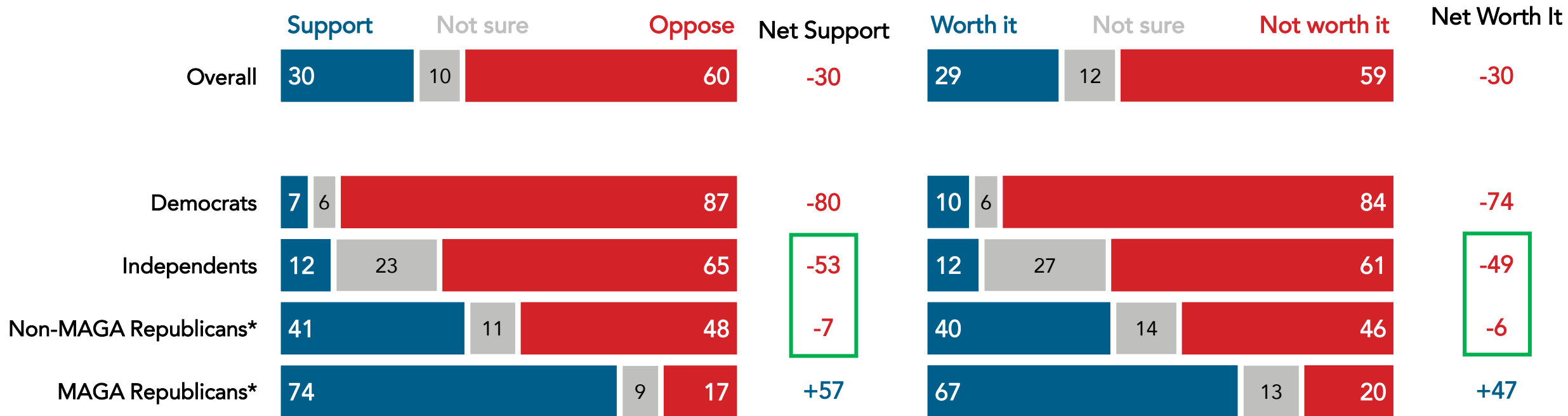


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Americans Oppose Trump’s New Canadian Tariffs and Say They Are Not Worth It

As you may know, President Trump recently announced additional tariffs on products imported from Canada, including wine, cheese, clothing, and hockey sticks. Do you support or oppose President Trump escalating the trade war and imposing additional tariffs on products imported from Canada?

Thinking more about Trump’s handling of tariffs on Canadian imports...do you think Trump’s tariffs have been worth it or not worth it?

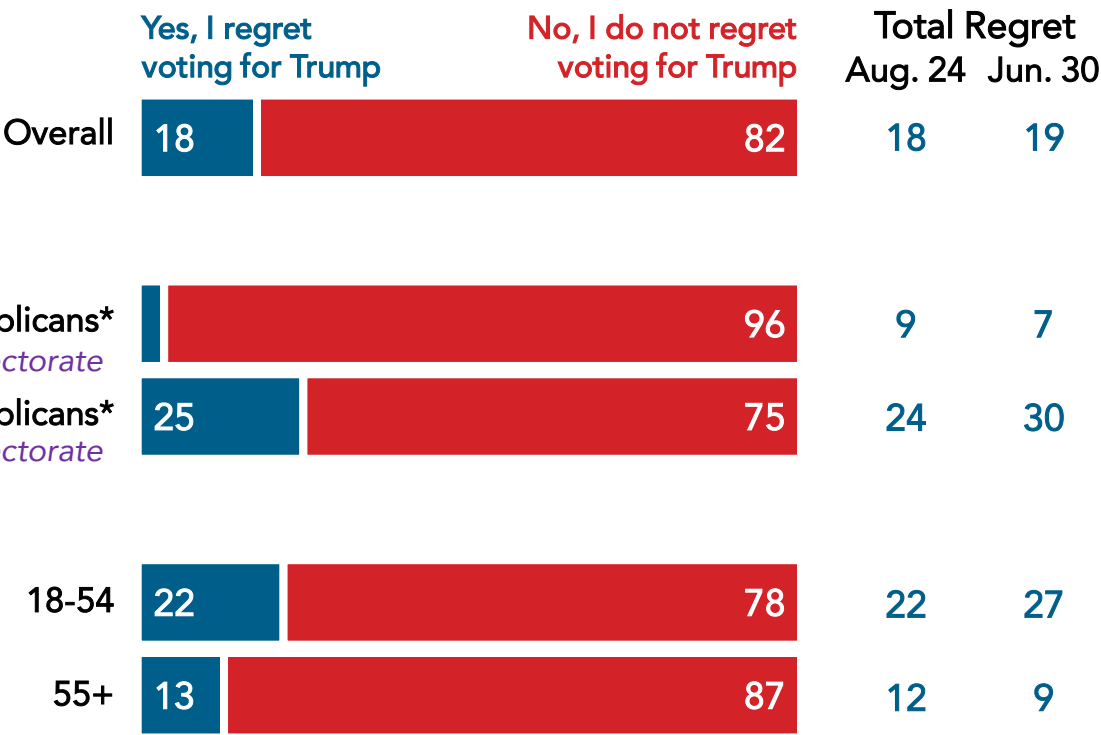


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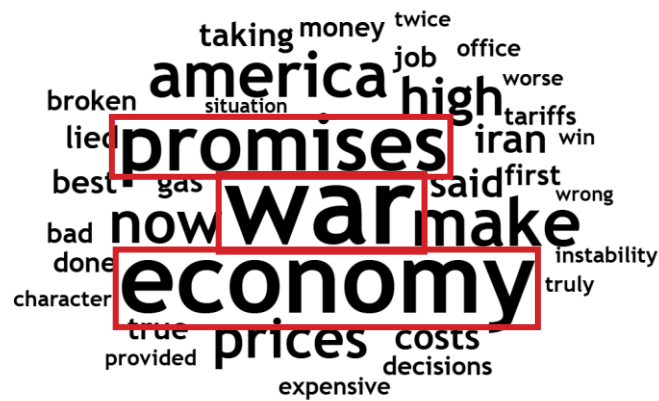
A Consistent Fifth of Trump Voters Regret Voting for Him, Continuing to Cite the Economy and the War With Iran

One in four non-MAGA Republicans* who voted for Trump (25%) say they regret voting for him.

[If 2024 Trump voter] You indicated you voted for Donald Trump in 2024. Do you regret voting for Donald Trump?



[If voted for Trump and regret voting for him] You indicated you regret voting for Donald Trump in 2024. What makes you say that?



"I feel that **he is not handling the economy situation** very well."

"He is **not focused on the issues that need his attention especially the economy**. He is more focused on putting his name on things."

"He said we would not have war. **Now we're in a war that's affecting the economy**. Gas prices, food, everything is going up. This is not what I voted for."

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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 September 10-September 14, 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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To learn more about Navigator:

<http://navigatorresearch.org>

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