## Tariffs and Household Goods <br> Fieldwork Dates: 3rd - 4th June 2019

Conducted by YouGov
On behalf of YouGov Realtime
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## YouGov <br> What the world thinks

## background

This spreadsheet contains survey data collected and analysed by YouGov plc. No information contained within this spreadsheet may be published without the consent of YouGov Plc and the client named on the front cover.
Methodology: This survey has been conducted using an online interview administered to members of the YouGov Plc panel of 1.2 million individuals who have agreed to take part in surveys. Emails are sent to panellists selected at random from the base sample. The e-mail invites them to take part in a survey and provides a generic survey link. Once a panel member clicks on the link they are sent to the survey that they are most required for, according to the sample definition and quotas. (The sample definition could be "US adult population" or a subset such as "US adult females"). Invitations to surveys don" expire and respondents can be sent to any available survey. The responding sample is weighted to the profile of the sample definition to provide
YouGov plc make every effort to provide representative information. All results are based on a sample and are therefore subject to statistical errors normally associated with sample-based information.
For further infomatio about the results in this spreadshet please contact YouGov Plc +1888.729 .0773 or email omnibus.us@yougev.com quoting the survey details

EDITOR'S NOTES - all press releases should contain the following information
Al figures unless otherwise stated, are from YouGov Plc. Total sample size was 1227 adults. Fieldwork was undertaken between 3rd - 4th June 2019. The survey was carried out online. The figures have been weighted and are representative of all US adults (aged 18+).

NOTE: All press releases or other publications must be checked by YouGov Plc before use. YouGov requires 48hours to check a press release unless otherwise agreed

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rep as they do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.

## YouGov Realtime

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BYT_Q1. Would you notice if prices rose on tings that you

| Total | Gender |  | Generation |  |  |  |  |  |  | Region |  |  |  | White |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Male | Female | Gen Z (2000 and later) | $\begin{gathered} \text { Millennial } \\ \text { (1982-1999) } \end{gathered}$ | $\begin{gathered} \text { Gen X (1965- } \\ 1981) \end{gathered}$ | Baby Boomer (1946-1964) | Silent Generation $(1928-1945)$ | Pre-Silent Generation (1927 and earlier) | Other | Northeast | Midwest | South | West |  |
|  | A | B | c | D | E | F | G | H | 1 | J | к | L | m | N | purchase frequently?


| Unweighted base | 1227 | 557 | 670 | 21 | 398 | 314 | 432 | 62 | - | - | 218 | 235 | 502 | 272 | 819 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base | 1227 | 596 | 631 | 22 | 405 | 289 | 445 | 66 | - | - | 213 | 242 | 512 | 260 | 819 |
| Yes, I would notice | 86\% | 86\% | 85\% | $97 \%$ | 77\% | $\begin{gathered} 86 \% \\ \text { D } \end{gathered}$ | $\begin{gathered} 92 \% \\ \text { D.E } \end{gathered}$ | $\begin{gathered} 89 \% \\ \mathrm{D}^{8} \end{gathered}$ | ** | $\div$ | 83\% | 87\% | 86\% | 87\% | 88\% |
| No, I would not notice | 8\% | 7\% | 9\% | 3\% | $\begin{aligned} & \text { 13\% } \\ & \text { F.G } \end{aligned}$ | 8\% | 5\% | 2\% | .. | $\div$ | 11\% | 7\% | 8\% | 8\% | 7\% |
| Don't know | 6\% | 7\% | 6\% | ** | $\begin{gathered} 10 \% \\ \mathrm{~F} \end{gathered}$ | 6\% | 3\% | $\begin{aligned} & \text { 9\% } \\ & \mathrm{F}^{*} \end{aligned}$ | $\div$ | $\cdots$ | 6\% | 6\% | 7\% | 6\% | 5\% |

How would you respond to rising prices on each of the
following products? Please select one option on each
BYT_Q2_1. Milk including dairy, any nut, soy, et

| Unweighted base | 1227 | 557 | 670 | 21 | 398 | 314 | 432 | 62 | - | - | 218 | 235 | 502 | 272 | 819 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base | 1227 | 596 | 631 | 22 | 405 | 289 | 445 | 66 | - | - | 213 | 242 | 512 | 260 | 819 |
| I would buy the same product from the same brands as always and pay more | 35\% | 37\% | 33\% | 26\% | 29\% | 32\% | $\begin{gathered} 41 \% \\ \text { D.E } \end{gathered}$ | $\begin{gathered} 44 \% \\ D^{*} \end{gathered}$ | ** | .* | 38\% | 40\% | 32\% | 35\% | $\begin{gathered} 38 \% \\ Q \end{gathered}$ |
| I would look for a less expensive option | 48\% | 45\% | $\underset{A 1 \%}{51 \%}$ | $69 \%$ | 49\% | 50\% | 46\% | $\stackrel{44 \%}{*}$ | ** | $\stackrel{-}{*}$ | 44\% | 46\% | 50\% | 48\% | 47\% |
| I would stop buying this product | 5\% | 6\% | $5 \%$ | 5\% | $\begin{gathered} 8 \% \\ \mathrm{~F} \end{gathered}$ | $\begin{gathered} 7 \% \\ \mathrm{~F} \end{gathered}$ | 3\% | $1 \%$ | ** | $\div$ | 7\% | 5\% | 6\% | 5\% | 5\% |
| Don't know | 6\% | 6\% | 5\% |  | 5\% | 7\% | 5\% | $3 \%$ | ** | ** | 5\% | 6\% | 6\% | 5\% | 5\% |
| Not applicable - I don't currently buy this product | 6\% | 7\% | 5\% |  | $\begin{gathered} 9 \% \\ \mathrm{E} \end{gathered}$ | $3 \%$ | 5\% | 8\% |  | $\cdots$ | 7\% | 3\% | 7\% | 7\% | 5\% |
| BYT_Q2_2. Bread |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 1227 | 557 | 670 | 21 | 398 | 314 | 432 | 62 | - | - | 218 | 235 | 502 | 272 | 819 |
| Base | 1227 | 596 | 631 | 22 | 405 | 289 | 445 | 66 | - | - | 213 | 242 | 512 | 260 | 819 |
| I would buy the same product from the same brands as always $\begin{array}{r}\text { and pay more }\end{array}$ | 27\% | 25\% | 30\% | $\begin{gathered} 9 \% \\ \ldots \end{gathered}$ | 24\% | 25\% | $\begin{gathered} 32 \% \\ \mathrm{D} \end{gathered}$ | $35 \%$ | $\stackrel{-}{\circ}$ | $\cdots$ | 27\% | 28\% | 28\% | 26\% | $29 \%$ Q |
| I would look for a less expensive option | 54\% | 54\% | 54\% | 84\% | 49\% | $\begin{gathered} 58 \% \\ \mathrm{D} \end{gathered}$ | 55\% | 48\% | ** | $\div$ | 52\% | 51\% | 58\% | 50\% | 54\% |
| I would stop buying this product | 6\% | $8 \%$ | 5\% | 5\% | 8\% | 7\% | 5\% | $3 \%$ | ** | $\div$ | 5\% | 5\% | 5\% | $\begin{gathered} \text { 11\% } \\ \text { J.L } \end{gathered}$ | 5\% |
| Don't know | 7\% | $8 \%$ | 6\% | $2 \%$ | $\begin{gathered} 11 \% \\ F \end{gathered}$ | 7\% | 4\% | 8\% | $\div$ | ** | $\underset{\mathrm{L}}{10 \%}$ | $\underset{\mathrm{L}}{10 \%}$ | 5\% | 7\% | 5\% |
| Not applicable - I don't currently buy this product | 6\% | 6\% | 5\% |  | $\begin{gathered} 8 \% \\ E \end{gathered}$ | 4\% | 5\% | $7 \%$ | ** | $\therefore$ | 7\% | 6\% | 5\% | 6\% | 6\% |


| Unweighted base | 1227 | 557 | 670 | 21 | 398 | 314 | 432 | 62 | - | - | 218 | 235 | 502 | 272 | 819 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base | 1227 | 596 | 631 | 22 | 405 | 289 | 445 | 66 | - | - | 213 | 242 | 512 | 260 | 819 |
| I would buy the same product from the same brands as always and pay more | 22\% | 21\% | 23\% | 17\% | 25\% | 20\% | 21\% | $26 \%$ | ** | .. | 23\% | 18\% | 21\% | $\begin{gathered} \text { 26\% } \\ \mathrm{k} \end{gathered}$ | 19\% |
| I would look for a less expensive option | 50\% | 51\% | 49\% | $76 \%$ | 46\% | 54\% | 50\% | $43 \%$ | $\div$ | $\therefore$ | 47\% | 49\% | 52\% | 49\% | 51\% |
| I would stop buying this product | 8\% | 9\% | $8 \%$ |  | 9\% | 10\% | 8\% | $6 \%$ | ** | ** | 9\% | 10\% | $8 \%$ | 7\% | 8\% |
| Don't know | 8\% | $8 \%$ | 7\% |  | 8\% | 7\% | 7\% | 10\% | ** | $\div$ | 9\% | $8 \%$ | 7\% | 6\% | 7\% |
| Not applicable - I don't currently buy this product | 12\% | 11\% | 14\% | 7\% | 13\% | $9 \%$ | 14\% | 15\% | - | - | 12\% | 14\% | 11\% | 12\% | 15\% |

## YouGov Realtime

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BYT_Q1. Would you notice if prices rose on things that yo purchase frequently?

| Unweighted base | 1227 | 156 | 164 | 88 | 432 | 414 | 243 | 138 | 600 | 18 | 133 | 45 | 386 | 45 | 271 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base | 1227 | 162 | 139 | 108 | 483 | 400 | 214 | 129 | 554 | 23 | 146 | 47 | 407 | 49 | 246 |
| Yes, I would notice | 86\% | 83\% | 76\% | $87 \%$ | 83\% | 87\% | 88\% | 89\% | $\begin{gathered} 88 \% \\ \mathrm{z} \end{gathered}$ | 92\% | $\begin{gathered} 91 \% \\ z \end{gathered}$ | $81 \%$ | 82\% | $77 \%$ | 87\% |
| No, I would not notice | $8 \%$ | 9\% | $\stackrel{15 \%}{\mathrm{~N}}$ | 8\% | $\begin{gathered} 10 \% \\ u \end{gathered}$ | 8\% | 8\% | $3 \%$ | 7\% | $\div$ | 4\% | $12 \%$ | $\begin{gathered} \text { 11\% } \\ \text { ( } \end{gathered}$ | $\dot{\square}$ | 8\% |
| Don't know | 6\% | 8\% | 9\% | $6 \%$ | 8\% | 5\% | 4\% | $8 \%$ | 5\% | $8 \%$ | 5\% | 8\% | 7\% | $23 \%$ | 5\% |

How would you respond to rising prices on each of the
following products? Please select one option on each row.
BYT_Q2_1. Milk including dairy, any nut, soy, etc

| Unweighted base | 1227 | 156 | 164 | 88 | 432 | 414 | 243 | 138 | 600 | 18 | 133 | 45 | 386 | 45 | 271 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base | 1227 | 162 | 139 | 108 | 483 | 400 | 214 | 129 | 554 | 23 | 146 | 47 | 407 | 49 | 246 |
| I would buy the same product from the same brands as always and pay more | 35\% | 31\% | 30\% | $23 \%$ | 35\% | 34\% | 37\% | 37\% | $\begin{gathered} 39 \% \\ z \end{gathered}$ | $32 \%$ | 35\% | 30\% | 31\% | $\begin{gathered} 36 \% \\ \text { ** } \end{gathered}$ | 33\% |
| I would look for a less expensive option | 48\% | 46\% | 48\% | $59 \%$ | 45\% | $\begin{gathered} 53 \% \\ \mathrm{R} \end{gathered}$ | 47\% | 48\% | 47\% | $59 \%$ | 47\% | 48\% | 50\% | $41 \%$ | 50\% |
| I would stop buying this product | 5\% | 5\% | $\begin{gathered} 9 \% \\ \mathrm{~N} \end{gathered}$ | $8 \%$ | 6\% | 6\% | 4\% | 6\% | 7\% | $\div$ | $3 \%$ | $2 \%$ | 4\% | 13\% | $\begin{gathered} 11 \% \\ \text { AC } \end{gathered}$ |
| Don't know | 6\% | $\begin{aligned} & 11 \% \\ & \text { N.P } \end{aligned}$ | 2\% | $4 \%$ | $\begin{gathered} 8 \% \\ \mathrm{~s} \end{gathered}$ | 4\% | 5\% | 4\% | 4\% | $3 \%$ | $8 \%$ | 4\% | 7\% | $8 \%$ | 3\% |
| Not applicable - I don't currently buy this product | 6\% | 7\% | ${ }_{\mathrm{N}}^{11 \%}$ | $6 \%$ | 7\% | 4\% | 7\% | 6\% | 3\% | $5 \%$ | 7\% | 16\% $v^{*}$ | $\begin{gathered} 9 \% \\ \mathrm{v} \end{gathered}$ | 2\% | 3\% |


| Q2_2. Bread |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Unweighted base | 1227 | 156 | 164 | 88 | 432 | 414 | 243 | 138 | 600 | 18 | 133 | 45 | 386 | 45 | 271 |
| Base | 1227 | 162 | 139 | 108 | 483 | 400 | 214 | 129 | 554 | 23 | 146 | 47 | 407 | 49 | 246 |
| I would buy the same product from the same brands as always and pay more | 27\% | 26\% | 27\% | 17\% | 27\% | 25\% | 26\% | $\begin{gathered} 36 \% \\ \mathrm{~s} \end{gathered}$ | $\begin{gathered} 32 \% \\ z \end{gathered}$ | $13 \%$ | 30\% | 26\% | 22\% | $15 \%$ | 27\% |
| I would look for a less expensive option | 54\% | 49\% | 52\% | $59 \%$ | 54\% | 55\% | 56\% | 45\% | 55\% | $76 \%$ | 49\% | 53\% | 52\% | $67 \%$ | 60\% |
| I would stop buying this product | 6\% | 6\% | 10\% | $9 \%$ | 5\% | 8\% | 6\% | 8\% | 5\% | 3\% | 9\% | $1 \%$ | $\begin{gathered} 8 \% \\ \mathrm{v} \end{gathered}$ | $8 \%$ | $8 \%$ |
| Don't know | 7\% | $\begin{aligned} & \begin{array}{l} 15 \% \\ \text { N.P } \end{array} \end{aligned}$ | 5\% | $\begin{gathered} 13 \% \\ \mathrm{~N}^{*} \end{gathered}$ | 9\% | 7\% | 5\% | 6\% | 5\% | $5 \%$ | 6\% |  | $\begin{aligned} & 12 \% \\ & \mathrm{~V}, \mathrm{Y} \end{aligned}$ | $4 \%$ | 2\% |
| Not applicable - I don't currently buy this product | 6\% | 4\% | 6\% | $2 \%$ | 4\% | 6\% | 8\% | 6\% | $4 \%$ | $3 \%$ | 6\% | $\begin{aligned} & 20 \% \\ & v \times x \cdot z^{*} \end{aligned}$ | 6\% | $6 \%$ | $3 \%$ |
| BYT_Q2_3. Rice |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 1227 | 156 | 164 | 88 | 432 | 414 | 243 | 138 | 600 | 18 | 133 | 45 | 386 | 45 | 271 |
| Base | 1227 | 162 | 139 | 108 | 483 | 400 | 214 | 129 | 554 | 23 | 146 | 47 | 407 | 49 | 246 |
| I would buy the same product from the same brands as always and pay more | 22\% | $\begin{gathered} 28 \% \\ \mathrm{~N} \end{gathered}$ | $\begin{gathered} 31 \% \\ \mathrm{~N} \end{gathered}$ | 21\% | 20\% | 23\% | 23\% | 25\% | 24\% | 16\% | 20\% | 14\% | 24\% | $\begin{gathered} 1 \% \\ \ldots \end{gathered}$ | 27\% |
| I would look for a less expensive option | 50\% | 45\% | 46\% | $54 \%$ | 47\% | 53\% | 54\% | 45\% | 52\% | $57 \%$ | 42\% | 36\% | 48\% | $74 \%$ | 50\% |
| I would stop buying this product | 8\% | 6\% | 10\% | 11\% | 8\% | 9\% | 8\% | 8\% | 8\% | $13 \%$ | 12\% | 10\% | 7\% | $9 \%$ | 12\% |
| Don't know | 8\% | $\begin{aligned} & \begin{array}{l} 13 \% \\ \text { N.Q } \end{array} \end{aligned}$ | 8\% | $4 \%$ | $\begin{aligned} & \text { 11\% } \\ & \text { S.T } \end{aligned}$ | 5\% | 5\% | 7\% | 7\% | \% | 12\% | $2 \%$ | 8\% | $\stackrel{8 \%}{8}$ | 6\% |
| Not applicable - I don't currenty buy this product | 2\% | 8\% | 5\% | 10\% | 14\% | 11\% | 9\% | 5\% | 9\% | 13\% | 15\% | 38\% | 13\% | $8 \%$ | 7\% |

## YouGov Realtime

YouGov

BYT_Q1. Would you noike if prices rose on hings that you purchase frequently?

| Unweighted base | 1227 | 956 | 318 | 230 | 335 | 207 | 137 | 400 | 601 | 218 | 8 | 426 | 337 | 327 | 53 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base | 1227 | 981 | 360 | 234 | 290 | 185 | 158 | 416 | 579 | 223 | 9 | 404 | 318 | 326 | 48 |
| Yes, I would notice | 86\% | 85\% | 85\% | 86\% | 90\% | 92\% | 73\% | 86\% | 85\% | 86\% | 100\% | 88\% | 89\% | 86\% | 90\% |
|  |  |  | АН | АН | AH | AD.AH | * |  |  |  | ** | AQ | AQ | AQ | $\mathrm{AQ}^{*}$ |
| No, I would not notice | 8\% | 8\% | 10\% | 9\% | 8\% | 5\% | $8 \%$ | 8\% | 9\% | 7\% | $\div$ | 7\% | 7\% | 8\% | 10\% |
| Don't know | 6\% | 7\% | 6\% | 5\% | 2\% | 3\% | 20\% AD.AE.AF.AG* | 6\% | 6\% | 8\% | ** | 5\% | 5\% | 6\% | $\stackrel{1 \%}{*}$ |

How would you respond to rising prices on each of the
following products? Please select one option on each
BYT_Q2_1. Milk including dairy, any nut, soy, etc.

| Unweighted base | 1227 | 956 | 318 | 230 | 335 | 207 | 137 | 400 | 601 | 218 | 8 | 426 | 337 | 327 | 53 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base | 1227 | 981 | 360 | 234 | 290 | 185 | 158 | 416 | 579 | 223 | 9 | 404 | 318 | 326 | 48 |
| I would buy the same product from the same brands as always $\begin{array}{r}\text { and pay more }\end{array}$ | 35\% | 35\% | 31\% | $41 \%$ AD.AH | $\begin{gathered} 38 \% \\ \text { AH } \end{gathered}$ | $42 \%$ | 22\% | 32\% | 38\% | 33\% | $57 \%$ | 40\% | 36\% | 33\% | $34 \%$ |
| I would look for a less expensive option | 48\% | 48\% | 49\% | 43\% | 49\% | 50\% | $48 \%$ | 47\% | 47\% | 52\% | $31 \%$ | 44\% | 48\% | 50\% | $49 \%$ |
| I would stop buying this product | 5\% | 4\% | 7\% | 7\% | 5\% | 3\% | $5 \%$ | 7\% | 5\% | 4\% |  | 6\% | 6\% | 4\% | 8\% |
| Don't know | 6\% | 6\% | $\begin{aligned} & 7 \% \\ & \text { AG } \end{aligned}$ | 3\% | 4\% | 2\% | 10\% AE.AF.AG* | 6\% | 5\% | 6\% | $12 \%$ | 5\% | 4\% | 8\% | 8\% |
| Not applicable - I don't currently buy this product | 6\% | 7\% | 6\% | 6\% | 3\% | 2\% | 16\% <br> AD.AE.AF.AG* | $\begin{aligned} & 9 \% \\ & \text { AJ } \end{aligned}$ | 4\% | 5\% | $\therefore$ | 5\% | 6\% | 5\% | 2\% |

BYT_Q2_2. Bread

| Unweighted base | 1227 | 956 | 318 | 230 | 335 | 207 | 137 | 400 | 601 | 218 | 8 | 426 | 337 | 327 | 53 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base | 1227 | 981 | 360 | 234 | 290 | 185 | 158 | 416 | 579 | 223 | 9 | 404 | 318 | 326 | 48 |
| I would buy the same product from the same brands as always $\begin{array}{r}\text { and pay more }\end{array}$ | 27\% | 27\% | 24\% | 28\% | $\begin{gathered} 32 \% \\ \text { AD.AH } \end{gathered}$ | 31\% | 21\% | 28\% | 27\% | 24\% | $40 \%$ | $\begin{gathered} 31 \% \\ \text { AO } \end{gathered}$ | 28\% | 23\% | 24\% |
| I would look for a less expensive option | 54\% | 52\% | $\begin{gathered} 59 \% \\ \text { AH } \end{gathered}$ | 52\% | 53\% | 54\% | $47 \%$ | 51\% | 54\% | 60\% | $32 \%$ | 54\% | 57\% | 53\% | $56 \%$ |
| I would stop buying this product | 6\% | 6\% | 6\% | 7\% | 5\% | 6\% | 6\% | $\begin{aligned} & 9 \% \\ & \text { AK } \end{aligned}$ | $\begin{aligned} & 6 \% \\ & \text { AK } \end{aligned}$ | 1\% |  | 4\% | 5\% | 8\% | 8\% |
| Don't know | 7\% | $\begin{aligned} & 8 \% \\ & \text { AB } \end{aligned}$ | 8\% | 8\% | 4\% | $3 \%$ | $\begin{gathered} \text { 14\% } \\ \text { AF.AG* } \end{gathered}$ | 7\% | 7\% | 7\% | $27 \%$ | 6\% | 5\% | 9\% | $4 \%$ |
| Not applicable - I don't currently buy this product | 6\% | 6\% | 3\% | 5\% | 6\% | 5\% | $\begin{gathered} 12 \% \\ \text { AD.AE.AF* } \end{gathered}$ | 5\% | 5\% | 8\% | -* | 5\% | 6\% | 7\% | $\stackrel{8}{*}$ |


| Unweighted base | 1227 | 956 | 318 | 230 | 335 | 207 | 137 | 400 | 601 | 218 | 8 | 426 | 337 | 327 | 53 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base | 1227 | 981 | 360 | 234 | 290 | 185 | 158 | 416 | 579 | 223 | 9 | 404 | 318 | 326 | 48 |
| I would buy the same product from the same brands as always and pay more | 22\% | 21\% | 22\% | 24\% | 22\% | 20\% | 21\% | $\begin{gathered} 25 \% \\ \text { AK } \end{gathered}$ | 22\% | 16\% | 48\% | $\begin{gathered} 25 \% \\ \text { AO } \end{gathered}$ | 20\% | 18\% | 21\% |
| I would look for a less expensive option | 50\% | 50\% | 48\% | 48\% | $\begin{gathered} 54 \% \\ \text { AH } \end{gathered}$ | $\begin{gathered} 59 \% \\ \text { AD.AH } \end{gathered}$ | $38 \%$ | 46\% | 51\% | 54\% | $29 \%$ | 49\% | 53\% | 51\% | $48 \%$ |
| I would stop buying this product | 8\% | 8\% | 10\% | 6\% | 8\% | 8\% | 10\% | $\begin{gathered} \text { 11\% } \\ \text { AK } \end{gathered}$ | 8\% | 4\% | ** | 9\% | 7\% | 9\% | 6\% |
| Don't know | 8\% | 8\% | 9\% | 7\% | 5\% | 4\% | $\begin{gathered} 13 \% \\ \text { AF.AG* } \end{gathered}$ | 6\% | 7\% | 10\% | $12 \%$ | 5\% | 8\% | $\begin{gathered} \text { 10\% } \\ \text { AM } \end{gathered}$ | 11\% |
| Not applicable - I don't currently buy this product | 12\% | 14\% | 12\% | 15\% | 10\% | 9\% | 18\% | 12\% | 12\% | 16\% | 10\% | 12\% | 12\% | 11\% | 14\% |

## YouGov Realtime

Tariffs and Household Goods
us nat internal Sample: 3rd - 4th June 2019
YouGov

BYT_Q1. Would you notice if prices rose on things that you purchase frequently?

| Unweighted base | 1227 | 84 | 182 | 174 | 346 | 211 | 186 | 128 | 356 | 397 | 500 | 322 | 23 | 382 | 390 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base | 1227 | 130 | 153 | 181 | 317 | 207 | 177 | 192 | 334 | 384 | 438 | 269 | 16 | 505 | 336 |
| Yes, I would notice | 86\% | 69\% | 89\% | 89\% | 87\% | 90\% | 90\% | 69\% | 89\% | 90\% | 88\% | 89\% | 67\% | 82\% | 89\% |
|  |  | * | AW | AW | AW | AW | AW | * | AW | AW | BC | BC | * |  | BJ |
| No, I would not notice | 8\% | $\begin{gathered} 15 \% \\ \text { AM.AN* } \end{gathered}$ | 6\% | 7\% | 9\% | 7\% | 8\% | 12\% | 7\% | 7\% | 6\% | 7\% | ${ }_{6}^{6 \%}$ | 10\% | 7\% |
| Don't know | 6\% | 16\% AM.AN.AO.AP* | 5\% | 4\% | 4\% | $3 \%$ | 3\% | ${ }^{20} \%$ | 4\% | 3\% | 6\% | 4\% | $27 \%$ | $\begin{aligned} & 8 \% \\ & \text { BA } \end{aligned}$ | 4\% |

How would you respond to rising prices on each of the
following products? Please select one option on each row.
BYT_Q2_1. Milk including dairy, any nut, soy, etc

| Unweighted base | 1227 | 84 | 182 | 174 | 346 | 211 | 186 | 128 | 356 | 397 | 500 | 322 | 23 | 382 | 390 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base | 1227 | 130 | 153 | 181 | 317 | 207 | 177 | 192 | 334 | 384 | 438 | 269 | 16 | 505 | 336 |
| I would buy the same product from the same brands as always and pay more | 35\% | 23\% | 32\% | $\begin{gathered} 42 \% \\ \text { AW } \end{gathered}$ | 35\% | $\begin{aligned} & 39 \% \\ & \text { AW } \end{aligned}$ | 35\% | 26\% | 38\% <br> AR.AW | $\begin{aligned} & 37 \% \\ & \text { AW } \end{aligned}$ | $\begin{gathered} 39 \% \\ \text { BC } \end{gathered}$ | 36\% | $42 \%$ | 31\% | 37\% |
| I would look for a less expensive option | 48\% | $53 \%$ | 49\% | 44\% | 47\% | 50\% | 51\% | 47\% | 46\% | 50\% | 44\% | 51\% | $46 \%$ | 50\% | 47\% |
| I would stop buying this product | 5\% | 6\% | 3\% | 6\% | 7\% | $3 \%$ | 6\% | 6\% | 5\% | 5\% | 5\% | 5\% | $2 \%$ | 6\% | $3 \%$ |
| Don't know | 6\% | $3 \%$ | $\begin{gathered} 9 \% \\ \text { AS.AX } \end{gathered}$ | 3\% | 5\% | 5\% | 4\% | $9 \%$ | 6\% | 5\% | 6\% | 4\% | $7 \%$ | 6\% | 6\% |
| Not applicable - I don't currenty buy this product | 6\% | $\begin{gathered} 15 \% \\ \text { AM.AN.AO* } \end{gathered}$ | 6\% | 6\% | 6\% | 3\% | 4\% | $\begin{gathered} 12 \% \\ \text { AU.AV.AY* } \end{gathered}$ | 6\% | 3\% | 5\% | 5\% | $3 \%$ | 8\% | 6\% |


| Unweighted base | 1227 | 84 | 182 | 174 | 346 | 211 | 186 | 128 | 356 | 397 | 500 | 322 | ${ }^{23}$ | 382 | 390 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base | 1227 | 130 | 153 | 181 | 317 | 207 | 177 | 192 | 334 | 384 | 438 | 269 | 16 | 505 | 336 |
| I would buy the same product from the same brands as always and pay more | 27\% | 25\% |  | 32\% | 24\% | 24\% | 31\% | 22\% |  | 27\% | $\begin{gathered} 31 \% \\ \text { BC } \end{gathered}$ | 29\% | $\begin{gathered} 23 \% \\ \hline \end{gathered}$ | 23\% | 33\% |
| I would look for a less expensive option | 54\% | $48 \%$ | 50\% | 50\% | 56\% | 62\% <br> AR.AS.AW.AX | 55\% | 47\% | 50\% | 59\% Aw.AX | 50\% | $\begin{gathered} 59 \% \\ \mathrm{AZ} \end{gathered}$ | 51\% | 55\% | 51\% |
| I would stop buying this product | 6\% | $\begin{aligned} & 11 \% \\ & \text { AM }^{*} \end{aligned}$ | 3\% | 4\% | $\begin{aligned} & 8 \% \\ & \text { AX } \end{aligned}$ | 6\% | 7\% | $8 \%$ | 4\% | 6\% | 7\% | 4\% | 5\% | 7\% | 5\% |
| Don't know | 7\% | $\begin{gathered} 13 \% \\ \text { AM.AN* } \end{gathered}$ | 6\% | 7\% | 5\% | 4\% | 4\% | $\begin{gathered} \text { T.A\% } \end{gathered}$ | ${ }^{*}{ }^{7 \%}$ | 4\% | 6\% | 4\% | $\stackrel{8 \%}{8 \%}$ | $\begin{gathered} 10 \% \\ \mathrm{BA} \end{gathered}$ | 6\% |
| Not applicable - I don't currently buy this product | 6\% | $4 \%$ | 6\% | 7\% | 7\% | 5\% | 3\% | $5 \%$ | 7\% | 4\% | 6\% | 4\% | ${ }^{13 \%}$ | 6\% | 6\% |
| BYT_Q2_3. Rice |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 1227 | 84 | 182 | 174 | 346 | 211 | 186 | 128 | 356 | 397 | 500 | 322 | 23 | 382 | 39 |
| Base | 1227 | 130 | 153 | 181 | 317 | 207 | 177 | 192 | 334 | 384 | 438 | 269 | 16 | 505 | 336 |
| I would buy the same product from the same brands as always and pay more | 22\% | 27\% | 25\% | 25\% | 22\% | 17\% | 25\% | 20\% | 25\% | 21\% | $\begin{gathered} 26 \% \\ \text { BC } \end{gathered}$ | 20\% | $\underset{\text { 20\% }}{20}$ | 19\% | 25\% |
| I would look for a less expensive option | 50\% | $43 \%$ | 51\% | 51\% | 45\% | 54\% | 54\% | $48 \%$ | 51\% | $\begin{gathered} 54 \% \\ \text { AT } \end{gathered}$ | 47\% | $54 \%$ | $40 \%$ | 50\% | 50\% |
| I would stop buying this product | 8\% | 9\% | 7\% | 7\% | $\begin{gathered} 12 \% \\ \text { AV.AY } \end{gathered}$ | 9\% | 4\% | 8\% | 7\% | 7\% | 8\% | 7\% | 17\% | 9\% | 7\% |
| Don't know | 8\% | $7 \%$ | 8\% | 6\% | 8\% | 6\% | 6\% | 10\% | 7\% | 6\% | 8\% | 7\% | 18\% | 7\% | 7\% |
| Not applicable - I don't currently buy this product | 12\% | 14\% | 9\% | 12\% | 13\% | 14\% | 11\% | 13\% | 10\% | 13\% | 10\% | 11\% | 5\% | 15\% | 11\% |

## YouGov Realtime

## YouGov <br> What the world thinks

BYT_Q1. Would you notice if prices rose on things that you
purchase frequently?

| Unweighted base | 1227 | 387 | 41 | 21 | 5 | 27 | 356 | 1041 | 151 | 35 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base | 1227 | 322 | 18 | 9 | 2 | 11 | 529 | 822 | 326 | 79 |
| Yes, I would notice | 86\% | $\begin{gathered} 91 \% \\ \text { BJ } \end{gathered}$ | $93 \%$ | 96\% | 100\% | 79\% | 80\% | BL.BM | 80\% | $65 \%$ |
| No, I would not notice | 8\% | 6\% | $3 \%$ | $4 \%$ | :- | $7 \%$ | 11\% | 6\% | 11\% | 15\% |
| Don't know | 6\% | 3\% | 4\% |  | 幺 | 14\% | $\begin{aligned} & \text { 10\% } \\ & \text { BD.BE } \end{aligned}$ | 4\% | $\begin{aligned} & 9 \% \\ & \text { BK } \end{aligned}$ | $\begin{aligned} & 20 \% \\ & B K^{*} \end{aligned}$ |

How would you respond to rising prices on each of the
following products? Please select one option on each row.
BYT_Q2_1. Milk including dairy, any nut, soy, etc.

| Unweighted base | 1227 | 387 | 41 | 21 | 5 | 27 | 356 | 1041 | 151 | 35 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base | 1227 | 322 | 18 | 9 | 2 | 11 | 529 | 822 | 326 | 79 |
| I would buy the same product from the same brands as always and pay more | 35\% | 36\% | 35\% | 19\% | $65 \%$ | $33 \%$ | 33\% | 37\% | 31\% | $31 \%$ |
| I would look for a less expensive option | 48\% | 51\% | 50\% | $50 \%$ | $35 \%$ | $47 \%$ | 47\% | 48\% | 50\% | 39\% |
| I would stop buying this product | 5\% | 6\% | $2 \%$ | $5 \%$ | : | $4 \%$ | $\begin{aligned} & 7 \% \\ & \text { BD } \end{aligned}$ | 5\% | 5\% | $\begin{aligned} & 15 \% \\ & B K^{*} \end{aligned}$ |
| Don't know | 6\% | 4\% | $5 \%$ | 10\% | $\stackrel{-}{*}$ | $16 \%$ | 6\% | 6\% | 6\% | $4 \%$ |
| Not applicable - I don't currently buy this product | 6\% | 3\% | 7\% | 16\% |  |  | $\begin{aligned} & 8 \% \\ & \mathrm{BE} \end{aligned}$ | 5\% | 8\% | $11 \%$ |


| BYT_Q2_2. Bread |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Unweighted base | 1227 | 387 | 41 | 21 | 5 | 27 | 356 | 1041 | 151 | 35 |
| Base | 1227 | 322 | 18 | 9 | 2 | 11 | 529 | 822 | 326 | 79 |
| I would buy the same product from the same brands as always and pay more | 27\% | 28\% | 22\% | 10\% | 21\% | 21\% | 24\% | 29\% | 24\% | 22\% |
| I would look for a less expensive option | 54\% | $\begin{gathered} 59 \% \\ \text { BD } \end{gathered}$ | ${ }^{58 \%}$ | $\underset{*}{67 \%}$ | $\begin{gathered} 37 \% \\ \ldots \% \end{gathered}$ | $$ | 52\% | 56\% | 53\% | ${ }^{43 \%}$ |
| I would stop buying this product | 6\% | 6\% | $7 \%$ | $5 \%$ | $\div$ | 2\% | $8 \%$ | 5\% | 9\% | $9 \%$ |
| Don't know | 7\% | 3\% | $\stackrel{2 \%}{*}$ | 10\% | $\div$ | $12 \%$ | $\begin{gathered} 10 \% \\ \mathrm{BE} \end{gathered}$ | 5\% | $\begin{gathered} 10 \% \\ \text { BK } \end{gathered}$ | $\begin{aligned} & 20 \% \\ & B K^{*} \end{aligned}$ |
| Not applicable - I don't currently buy this product | 6\% | 4\% | 11\% | $8 \%$ | $42 \%$ | $13 \%$ | 6\% | 6\% | 4\% | ${ }_{\text {6\% }}$ |


| BYT_Q2_3. Rice |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Unweighted base | 1227 | 387 | 41 | 21 | 5 | 27 | 356 | 1041 | 151 | 35 |
| Base | 1227 | 322 | 18 | 9 | 2 | 11 | 529 | 822 | 326 | 79 |
| I would buy the same product from the same brands as always and pay more | 22\% | 18\% | 17\% | $15 \%$ |  | 33\% | 23\% | 21\% | 22\% | 28\% |
| I would look for a less expensive option | 50\% | 53\% | 60\% | $71 \%$ | $75 \%$ | $46 \%$ | 47\% | 51\% | 49\% | $37 \%$ |
| I would stop buying this product | 8\% | 9\% | 3\% | :* |  | $2 \%$ | 9\% | 8\% | 9\% | 13\% |
| Don't know | $8 \%$ | 7\% | 11\% | 10\% |  | $7 \%$ | 8\% | 7\% | 8\% | $6 \%$ |
| Not applicable - I don't currently buy this product | 12\% | 13\% | 10\% | 4\% | 25\% | 12\% | 13\% | 13\% | 11\% | 15\% |

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us nat internal Sample: 3rd - 4th June 2019

| YouGov <br> What the world thinks | Total | Gender |  | Generation |  |  |  |  |  |  | Region |  |  |  | White |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | Gen Z 2000 and later) | $\begin{aligned} & \text { Millennial } \\ & \text { (1982-1999) } \end{aligned}$ | $\begin{gathered} \text { Gen X (1965- } \\ \text { 1981) } \end{gathered}$ | Baby Boomer (1946-1964) | $\begin{gathered} \text { Silent } \\ \text { Generation } \\ (1928-1945) \end{gathered}$ | Pre-Silent Generation (1927 and earlier) | Other | Northeast | Midwest | South | West |  |
|  |  |  |  | ** |  |  |  | * | ** | * |  |  |  |  | P |
| BYT_Q2_4. Toilet paper |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 1227 | 557 | 670 | 21 | 398 | 314 | 432 | 62 | - | - | 218 | 235 | 502 | 272 | 819 |
| Base | 1227 | 596 | 631 | 22 | 405 | 289 | 445 | 66 | - | - | 213 | 242 | 512 | 260 | 819 |
| I would buy the same product from the same brands as always and pay more | 28\% | 25\% | 31\% | 12\% | 25\% | 31\% | 29\% | 32\% | ** |  | 30\% | 30\% | 27\% | 27\% | $\begin{gathered} 30 \% \\ Q \end{gathered}$ |
| I would look for a less expensive option | 59\% | 59\% | 59\% | $73 \%$ | 57\% | 56\% | 62\% | $63 \%$ |  | $\div$ | 56\% | 59\% | 61\% | 58\% | 60\% |
| I would stop buying this product | 5\% | $\begin{gathered} 6 \% \\ \mathrm{~B} \end{gathered}$ | 3\% | 7\% | 7\% | 4\% | 3\% | 2\% |  |  | 4\% | 2\% | 5\% | 6\% | 3\% |
| Don't know | 5\% | 5\% | 5\% | $2 \%$ | 5\% | 6\% | 5\% | $3 \%$ |  |  | 7\% | $\underset{\mathrm{L}}{\mathrm{7} \mathrm{\%}}$ | 3\% | 4\% | 4\% |
| Not applicable - I don't currently buy this product | 3\% | 4\% | 2\% | $6 \%$ | $\begin{gathered} \text { 7\% } \\ \text { E.F.G } \end{gathered}$ | 2\% | 1\% |  |  |  | 4\% | 1\% | 3\% | $\begin{gathered} 5 \% \\ \mathrm{~K} \end{gathered}$ | 2\% |
| BYT_Q2_5. Gasoline |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 1227 | 557 | 670 | 21 | 398 | 314 | 432 | 62 | - | - | 218 | 235 | 502 | 272 | 819 |
| Base | 1227 | 596 | 631 | 22 | 405 | 289 | 445 | 66 | - | - | 213 | 242 | 512 | 260 | 819 |
| I would buy the same product from the same brands as always and pay more | 27\% | 26\% | 27\% | $\begin{gathered} 35 \% \\ * \end{gathered}$ | 23\% | $\begin{gathered} 31 \% \\ \mathrm{D} \end{gathered}$ | 28\% | $23 \%$ |  |  | 24\% | 33\% | 26\% | 26\% | 28\% |
| I would look for a less expensive option | 55\% | 57\% | 54\% | 51\% | 51\% | 52\% | $\begin{gathered} 59 \% \\ \mathrm{D} \end{gathered}$ | $\begin{aligned} & 70 \% \\ & \text { D. }{ }^{*} \end{aligned}$ |  |  | 54\% | 54\% | 56\% | 56\% | $\begin{gathered} \text { 58\% } \\ 0 \end{gathered}$ |
| I would stop buying this product | 3\% | $3 \%$ | 4\% |  | $\begin{aligned} & 6 \% \\ & \text { E.F } \end{aligned}$ | 2\% | 2\% | : |  |  | 3\% | 4\% | 4\% | 3\% | 3\% |
| Don't know | 7\% | 5\% | 8\% | $2 \%$ | 8\% | 8\% | 5\% | $5 \%$ |  |  | 8\% | 5\% | 8\% | 5\% | 5\% |
| Not applicable - I don't currently buy this product | 8\% | $8 \%$ | 8\% | 12\% | $\begin{aligned} & \text { 12\% } \\ & \text { E.F.G } \end{aligned}$ | 6\% | 6\% | $\stackrel{2 \%}{ }$ |  |  | $\begin{gathered} \text { 11\% } \\ \hline \end{gathered}$ | 4\% | 7\% | $\begin{gathered} 11 \% \\ \mathrm{~K} \end{gathered}$ | 6\% |
| BYT_Q2_6. Butter |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 1227 | 557 | 670 | 21 | 398 | 314 | 432 | 62 | - | - | 218 | 235 | 502 | 272 | 819 |
| Base | 1227 | 596 | 631 | 22 | 405 | 289 | 445 | 66 | - | - | 213 | 242 | 512 | 260 | 819 |
| I would buy the same product from the same brands as always and pay more | 25\% | 23\% | 27\% | 12\% | 21\% | 25\% | 27\% | $\begin{gathered} 37 \% \\ D^{*} \end{gathered}$ |  |  | 25\% | 24\% | 24\% | 26\% | $\begin{gathered} 27 \% \\ \mathrm{Q} \end{gathered}$ |
| I would look for a less expensive option | 57\% | 55\% | 58\% | 78\% | 50\% | 58\% | $\begin{gathered} 61 \% \\ \mathrm{D} \end{gathered}$ | $55 \%$ |  |  | 53\% | 57\% | 60\% | 53\% | 57\% |
| I would stop buying this product | 5\% | $\begin{gathered} 7 \% \\ \mathrm{~B} \end{gathered}$ | 4\% |  | $\begin{gathered} 8 \% \\ F \end{gathered}$ | 6\% | 3\% | $3 \%$ |  |  | 6\% | 6\% | 5\% | 6\% | 5\% |
| Don't know | 6\% | 7\% | 6\% | 11\% | 8\% | 6\% | 5\% | 2\% |  |  | 6\% | 9\% | 5\% | 6\% | 5\% |
| Not applicable - I don't currently buy this product | 7\% | 9\% | 5\% |  | $\begin{aligned} & \text { 13\% } \\ & \text { E.F.G } \end{aligned}$ | 5\% | 4\% | 4\% |  | $\dot{\square}$ | $\begin{gathered} 10 \% \\ \mathrm{k} \end{gathered}$ | 4\% | 6\% | $\begin{gathered} 9 \% \\ \mathrm{~K} \end{gathered}$ | 6\% |
| BYT_Q3. Which of the following best describes how your <br> shopping habits for groceries would be affected by a rise in prices? |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 1227 | 557 | 670 | 21 | 398 | 314 | 432 | 62 | - | - | 218 | 235 | 502 | 272 | 819 |
| Base | 1227 | 596 | 631 | 22 | 405 | 289 | 445 | 66 | - | - | 213 | 242 | 512 | 260 | 819 |
| A rise in prices wouldn't affect my habits at all, I would shop at the same store(s) and buy the same groceries | 17\% | 19\% | 16\% | $\begin{gathered} 11 \% \\ \hline \end{gathered}$ | 16\% | 17\% | 18\% | 24\% |  |  | 18\% | 19\% | 15\% | 19\% | 17\% |
| I would still shop at my usual store(s) but look for cheaper groceries | 49\% | 49\% | 50\% | $\begin{gathered} 53 \% \\ \ldots \end{gathered}$ | 48\% | 47\% | 53\% | 47\% |  | ** | 38\% | $\begin{gathered} 50 \% \\ \mathrm{~J} \end{gathered}$ | $\begin{gathered} 54 \% \\ j \end{gathered}$ | 48\% | 50\% |
| I would occasionally shop at new store(s) to look for cheaper groceries | 22\% | 20\% | 24\% | 25\% | 20\% | 24\% | 23\% | 26\% | - | - | 28\% | 23\% | 21\% | 19\% | 24\% |

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| YouGov <br> What the world thinks | Total | Race |  |  | Education |  |  |  | Marital Status |  |  |  |  |  | Children unde <br> Yes |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Black | Hispanic | Other (NET) | No HS, High school graduate | Some college, 2-year | 4-year | Post Grad | Married | Separated | Divorced | Widowed | Never married | Domestic / civil partnership |  |
|  |  |  |  | * |  |  |  |  |  | ** |  | v.X.Z* |  | ** |  |
| BYT_Q2_4. Toilet paper |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 1227 | 156 | 164 | 88 | 432 | 414 | 243 | 138 | 600 | 18 | 133 | 45 | 386 | 45 | 271 |
| Base | 1227 | 162 | 139 | 108 | 483 | 400 | 214 | 129 | 554 | 23 | 146 | 47 | 407 | 49 | 246 |
| I would buy the same product from the same brands as always and pay more | 28\% | $\begin{gathered} 30 \% \\ Q \end{gathered}$ | $\begin{gathered} 27 \% \\ Q \end{gathered}$ | 10\% | 27\% | 27\% | 27\% | 34\% | 32\% | $\stackrel{21 \%}{\stackrel{21}{*}}$ | 22\% | 25\% | 26\% | $\begin{gathered} \text { 27\% } \\ * * \end{gathered}$ | 31\% |
| I would look for a less expensive option | 59\% | 51\% | 56\% | 66\% | 58\% | 59\% | 64\% | 56\% | 57\% | $74 \%$ | 67\% | $64 \%$ | 57\% | $65 \%$ | 57\% |
| I would stop buying this product | 5\% | 4\% | $\begin{aligned} & 9 \% \\ & \mathrm{~N} \end{aligned}$ | $\begin{aligned} & \text { 13\% } \\ & \text { N.O* } \end{aligned}$ | 5\% | 6\% | 3\% | 2\% | 5\% | $\div$ | 5\% |  | 4\% | $7 \%$ | $\begin{aligned} & 8 \% \\ & \text { AC } \end{aligned}$ |
| Don't know | 5\% | $\stackrel{10 \%}{\mathrm{~N}}$ | 5\% | 4\% | 6\% | 4\% | 3\% | 4\% | 5\% | $5 \%$ | 4\% | $4 \%$ | 6\% | : | 3\% |
| Not applicable - I don't currently buy this product | 3\% | 6\% | 4\% | $\begin{aligned} & 7 \% \\ & \mathrm{~N}^{*} \end{aligned}$ | 4\% | 3\% | 3\% | 5\% | 1\% |  | 2\% | $\begin{gathered} 8 \% \\ v^{*} \end{gathered}$ | $\begin{aligned} & 7 \% \\ & \text { v.x } \end{aligned}$ | $\div$ | 2\% |
| BYT_Q2_5. Gasoline |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 1227 | 156 | 164 | 88 | 432 | 414 | 243 | 138 | 600 | 18 | 133 | 45 | 386 | 45 | 271 |
| Base | 1227 | 162 | 139 | 108 | 483 | 400 | 214 | 129 | 554 | 23 | 146 | 47 | 407 | 49 | 246 |
| I would buy the same product from the same brands as always and pay more | 27\% | 26\% | 24\% | 24\% | 26\% | 27\% | 28\% | 26\% | 28\% | $\begin{gathered} 38 \% \\ * * \end{gathered}$ | 22\% | 31\% | 27\% | $\underset{*}{21 \%}$ | 30\% |
| I would look for a less expensive option | 55\% | 48\% | 53\% | $49 \%$ | 51\% | 56\% | 59\% | 61\% | $\begin{gathered} 61 \% \\ z \end{gathered}$ | 54\% | 52\% | 50\% | 50\% | $53 \%$ | 55\% |
| I would stop buying this product | 3\% | 3\% | $\begin{gathered} 7 \% \\ \mathrm{~N} \end{gathered}$ | $3 \%$ | 4\% | 4\% | 2\% | 4\% | 4\% |  | 4\% | 5\% | 2\% | $7 \%$ | 5\% |
| Don't know | 7\% | $\begin{gathered} \text { 12\% } \\ \mathrm{N} \end{gathered}$ | 6\% | 8\% | 9\% | 5\% | 4\% | 5\% | 5\% | $5 \%$ | 8\% | 2\% | 9\% | $2 \%$ | 5\% |
| Not applicable - I don't currently buy this product | 8\% | 11\% | 8\% | $\begin{gathered} \text { 15\% } \\ \mathrm{N}^{*} \end{gathered}$ | 10\% | 8\% | 6\% | 4\% | 2\% | $3 \%$ | $\begin{gathered} 13 \% \\ \mathrm{v} \end{gathered}$ | $\begin{gathered} 13 \% \\ v^{*} \end{gathered}$ | $\begin{gathered} 13 \% \\ \mathrm{v} \end{gathered}$ | 17\% | 4\% |


| Unweighted base | 1227 | 156 | 164 | 88 | 432 | 414 | 243 | 138 | 600 | 18 | 133 | 45 | 386 | 45 | 271 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base | 1227 | 162 | 139 | 108 | 483 | 400 | 214 | 129 | 554 | 23 | 146 | 47 | 407 | 49 | 246 |
| I would buy the same product from the same brands as always and pay more | 25\% | 21\% | 23\% | 13\% | 23\% | 25\% | 28\% | 23\% | 27\% | $24 \%$ | 29\% | 20\% | 22\% | $13 \%$ | 24\% |
| I would look for a less expensive option | 57\% | 55\% | 52\% | 61\% | 58\% | 55\% | 57\% | 57\% | $\begin{gathered} 59 \% \\ z \end{gathered}$ | $68 \%$ | 52\% | ${ }^{63 \%}$ | 51\% | $71 \%$ | 61\% |
| I would stop buying this product | 5\% | 4\% | $\begin{aligned} & 11 \% \\ & \text { N. } \end{aligned}$ | 6\% | 5\% | 6\% | 4\% | 6\% | 5\% |  | 6\% | $4 \%$ | 6\% | 7\% | $\begin{aligned} & 8 \% \\ & \text { AC } \end{aligned}$ |
| Don't know | 6\% | $\begin{aligned} & 14 \% \\ & \text { N.P } \end{aligned}$ | 5\% | 9\% | $\begin{gathered} 8 \% \\ \hline \end{gathered}$ | 7\% | 3\% | 4\% | 5\% | $8 \%$ | 8\% | $3 \%$ | $\begin{gathered} 9 \% \\ \mathrm{v} \end{gathered}$ | $\div$ | 4\% |
| Not applicable - I don't currently buy this product | 7\% | 6\% | 9\% | 12\% | 5\% | 7\% | 8\% | 10\% | $3 \%$ | $\therefore$ | 6\% | $\begin{gathered} 10 \% \\ v^{* *} \end{gathered}$ | $\begin{gathered} \text { 12\% } \\ \mathrm{v} \end{gathered}$ | $9 \%$ | 3\% |

BYT_Q3. Which of the following best describes how your
shopping habits for groceries would be affected by a rise in
prices?
prices?

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YouGov

BYT_Q2_4. Toilet pape

| Total | $r$ the age of 18 | Income |  |  |  |  | Type of Area Lived in |  |  |  | Political Party |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | No | Under \$30k | $\begin{gathered} \$ 30,000 \text { to } \\ \$ 49,999 \end{gathered}$ | $\begin{gathered} \$ 50,000 \text { to } \\ \$ 99,999 \end{gathered}$ | \$100k+ | Prefer not to say | Urban | Suburban/ Town | Rural | Other | Democrat | Republican | Independent | Other |
|  | AB |  |  |  |  | AG* |  |  |  | ** |  |  |  | * |


| Unweighted base | 1227 | 956 | 318 | 230 | 335 | 207 | 137 | 400 | 601 | 218 | 8 | 426 | 337 | 327 | 53 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base | 1227 | 981 | 360 | 234 | 290 | 185 | 158 | 416 | 579 | 223 | 9 | 404 | 318 | 326 | 48 |
| I would buy the same product from the same brands as always and pay more | 28\% | 27\% | 27\% | 29\% | 33\% | 32\% | 16\% | 29\% | 29\% | 24\% | 30\% | 34\% | 30\% | 21\% | 15\% |
|  |  |  | AH | AH | AH | AH | * |  |  |  | ** | AO.AP | AO |  | * |
| I would look for a less expensive option | 59\% | 60\% | 60\% | 56\% | 60\% | 61\% | 59\% | 55\% | 60\% | 63\% | $60 \%$ | 56\% | 60\% | 63\% | $\begin{gathered} 75 \% \\ \text { AM.AQ* } \end{gathered}$ |
| I would stop buying this product | 5\% | 4\% | 6\% | $\begin{aligned} & 6 \% \\ & \text { AF } \end{aligned}$ | 2\% | 4\% | 5\% | 6\% | 4\% | $3 \%$ | ** | 4\% | 3\% | 6\% | 6\% |
| Don't know | 5\% | 5\% | 5\% | 5\% | 4\% | 3\% | 8\% | 4\% | 4\% | $8 \%$ | 11\% | 4\% | 4\% | 6\% | 3\% |
| Not applicable - I don't currently buy this product | 3\% | 4\% | 2\% | 3\% | 2\% | 0\% | 12\% AD.AE.AF.AG* | $\begin{aligned} & 5 \% \\ & \text { AJ } \end{aligned}$ | 2\% | $3 \%$ | * | 2\% | 2\% | 4\% | : |

BYT_Q2_5. Gasoline

| Unweighted base | 1227 | 956 | 318 | 230 | 335 | 207 | 137 | 400 | 601 | 218 | 8 | 426 | 337 | 327 | 53 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base | 1227 | 981 | 360 | 234 | 290 | 185 | 158 | 416 | 579 | 223 | 9 | 404 | 318 | 326 | 48 |
| I would buy the same product from the same brands as always and pay more | 27\% | 26\% | 27\% | 29\% | $\begin{gathered} 30 \% \\ \text { AH } \end{gathered}$ | 25\% | 20\% | 29\% | 27\% | 23\% | $11 \%$ | 28\% | 27\% | 26\% | $36 \%$ |
| I would look for a less expensive option | 55\% | 55\% | 46\% | $\begin{gathered} 58 \% \\ \text { AD } \end{gathered}$ | $\underset{\text { A8\% }}{58 \%}$ | $\begin{gathered} 66 \% \\ \text { AD } \end{gathered}$ | $55 \%$ | 47\% | $\begin{gathered} 59 \% \\ \text { Al } \end{gathered}$ | $\begin{gathered} \text { 60\% } \\ \text { Al } \end{gathered}$ | $89 \%$ | 54\% | 56\% | 60\% | $50 \%$ |
| I would stop buying this product | 3\% | $3 \%$ | 4\% | 4\% | 3\% | 3\% | $4 \%$ | 5\% | 3\% | 2\% | ** | $3 \%$ | 3\% | 3\% | $4 \%$ |
| Don't know | 7\% | 7\% | 7\% | 5\% | 7\% | 3\% | $\begin{aligned} & \text { 10\% } \\ & \mathrm{AG}^{*} \end{aligned}$ | 6\% | 5\% | $\begin{gathered} 11 \% \\ \text { AJ } \end{gathered}$ | ** | 5\% | 7\% | 6\% | $7 \%$ |
| Not applicable - I don't currently buy this product | $8 \%$ | $\begin{aligned} & 9 \% \\ & \text { AB } \end{aligned}$ | $\begin{gathered} 16 \% \\ \text { AE.AF.AG } \end{gathered}$ | 4\% | $3 \%$ | 3\% | $\begin{gathered} 11 \% \\ \text { AE.AF.AG* } \end{gathered}$ | $\begin{gathered} 14 \% \\ \text { AJ.AK } \end{gathered}$ | 5\% | 4\% |  | $\begin{aligned} & \text { 10\% } \\ & \text { AO } \end{aligned}$ | 6\% | 5\% | 4\% |

BYT_Q2_6. Butter

| Unweighted base | 1227 | 956 | 318 | 230 | 335 | 207 | 137 | 400 | 601 | 218 | 8 | 426 | 337 | 327 | 53 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base | 1227 | 981 | 360 | 234 | 290 | 185 | 158 | 416 | 579 | 223 | 9 | 404 | 318 | 326 | 48 |
| I would buy the same product from the same brands as always and pay more | 25\% | 25\% | 22\% | 25\% | 30\% | 25\% | 20\% | 24\% | 27\% | 21\% | 30\% | 25\% | 29\% | 24\% | 12\% |
| I would look for a less expensive option | 57\% | 55\% | 57\% | 55\% | 58\% | 61\% | 50\% | 53\% | 58\% | 59\% | $\begin{gathered} 58 \% \\ * \end{gathered}$ | 61\% | 54\% | 56\% | $64 \%$ |
| I would stop buying this product | 5\% | 5\% | 6\% | 5\% | $3 \%$ | 7\% | 7\% | 7\% | 5\% | 4\% |  | $3 \%$ | $\begin{aligned} & 7 \% \\ & \text { AM } \end{aligned}$ | 6\% | $\begin{aligned} & \text { 10\% } \\ & \text { AM }^{*} \end{aligned}$ |
| Don't know | 6\% | 7\% | $\begin{aligned} & 8 \% \\ & \text { AF } \end{aligned}$ | $\begin{aligned} & 8 \% \\ & \text { AF } \end{aligned}$ | $3 \%$ | 3\% | $\begin{gathered} 11 \% \\ \text { AF.AG* } \end{gathered}$ | 6\% | 6\% | $9 \%$ | $12 \%$ | 5\% | 6\% | 8\% | 6\% |
| Not applicable - I don't currently buy this product | 7\% | $\begin{aligned} & 8 \% \\ & \text { AB } \end{aligned}$ | 7\% | 7\% | 6\% | 3\% | $\begin{gathered} 13 \% \\ \text { AF.AG* } \end{gathered}$ | $\begin{aligned} & 10 \% \\ & \text { AJ } \end{aligned}$ | 5\% | 7\% | $\cdots$ | 6\% | 4\% | 6\% | $9 \%$ |

BYT_Q3. Which of the following best describes how your
shopping habits for groceries would be affected by a rise
shopping habits for groceries would be affected by a rise in
prices?

## YouGov Realtime

| YouGov <br> What the world thinks | Total |  | Political Viewpoint |  |  |  |  |  |  |  | 2012 Presidential Vote |  |  |  | Hillary Clinton |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Not sure | Very liberal | Liberal | Moderate | Conservative | Very conservative | Not sure | NET: Liberal | NET: Conservative | Barack Obama | Mitt Romney | Other candidate | Idid not vote |  |
|  |  | * |  |  |  |  |  | * |  |  |  |  | * |  |  |
| BYT_Q2_4. Toilet paper |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 1227 | 84 | 182 | 174 | 346 | 211 | 186 | 128 | 356 | 397 | 500 | 322 | 23 | 382 | 390 |
| Base | 1227 | 130 | 153 | 181 | 317 | 207 | 177 | 192 | 334 | 384 | 438 | 269 | 16 | 505 | 336 |
| I would buy the same product from the same brands as always $\begin{array}{r}\text { and pay more }\end{array}$ | 28\% | 24\% | 34\% | 34\% | 26\% | 28\% | 26\% | $24 \%$ | $\begin{gathered} 34 \% \\ \text { AT } \end{gathered}$ | 27\% | $\begin{gathered} 33 \% \\ \text { BC } \end{gathered}$ | 29\% | $\begin{gathered} 38 \% \\ * \end{gathered}$ | 23\% | $33 \%$ BJ |
| I would look for a less expensive option | 59\% | 52\% | 54\% | 59\% | 61\% | $65 \%$ | 64\% | $50 \%$ | 57\% | 64\% | 56\% | 65\% | $44 \%$ | 59\% | 59\% |
| I would stop buying this product | 5\% | 7\% | 3\% | 3\% | $\begin{gathered} 7 \% \\ \text { AU.AX.AY } \end{gathered}$ | 2\% | 4\% | 6\% | 3\% | $3 \%$ | 5\% | 2\% |  | $\begin{aligned} & 6 \% \\ & \text { BA } \end{aligned}$ | 3\% |
| Don't know | 5\% | 6\% | 6\% | 2\% | 4\% | 5\% | 3\% | $\begin{aligned} & 9 \% \\ & \text { As* }^{*} \end{aligned}$ | 4\% | 4\% | 4\% | 4\% | 18\% | 6\% | 4\% |
| Not applicable - I don't currenty buy this product | 3\% | 10\% AM.AN* | 2\% | 1\% | 2\% | 1\% | ${ }^{2 \%}$ AR.AS | 11\% <br> S.AT.AU.AV.AX | $\mathrm{AY*}^{2 \%}$ | 2\% | 2\% | 1\% |  | $\begin{gathered} 6 \% \\ \text { AZ.BA } \end{gathered}$ | 1\% |
| BYT_Q2_5. Gasoline |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 1227 | 84 | 182 | 174 | 346 | 211 | 186 | 128 | 356 | 397 | 500 | 322 | 23 | 382 | 390 |
| Base | 1227 | 130 | 153 | 181 | 317 | 207 | 177 | 192 | 334 | 384 | 438 | 269 | 16 | 505 | 336 |
| I would buy the same product from the same brands as always and pay more | 27\% | $21 \%$ | 24\% | 33\% | 24\% | 33\% | 27\% | 22\% | $\begin{gathered} 29 \% \\ \text { AR } \end{gathered}$ | 30\% | 26\% | 28\% | $\underset{\text { 29\% }}{2}$ | 27\% | 25\% |
| I would look for a less expensive option | 55\% | $\stackrel{47 \%}{ }$ | 51\% | 55\% | 58\% | 56\% | $\begin{gathered} \text { 63\% } \\ \text { AR.AW } \end{gathered}$ | 46\% | 53\% | $\begin{gathered} 59 \% \\ \text { AW } \end{gathered}$ | $\begin{gathered} 58 \% \\ \mathrm{BC} \end{gathered}$ | $\begin{gathered} 63 \% \\ \text { BC } \end{gathered}$ | $48 \%$ | 49\% | $\begin{gathered} \text { 60\% } \\ \text { BJ } \end{gathered}$ |
| I would stop buying this product | 3\% | $7 \%$ | 3\% | 2\% | 4\% | 2\% | 3\% | $7 \%$ | 3\% | 2\% | 3\% | 3\% | $2 \%$ | 4\% | 2\% |
| Don't know | 7\% | $12 \%$ | $\begin{gathered} 8 \% \\ \text { AS.AX } \end{gathered}$ | 3\% | 6\% | 5\% | 5\% AS | 13\% <br> .AT.AU.AV.AX.A | $\begin{aligned} & 5 \% \\ & \text { AS } \end{aligned}$ | 5\% | 6\% | 4\% | 13\% | $\begin{aligned} & 8 \% \\ & \text { BA } \end{aligned}$ | $\begin{aligned} & 6 \% \\ & \text { BE } \end{aligned}$ |
| Not applicable - I don't currenty buy this product | 8\% | $\begin{aligned} & \text { 14\% } \\ & \text { AN.AO* } \end{aligned}$ | $\begin{aligned} & \text { 14\% } \\ & \text { AU.AV.AY } \end{aligned}$ | $\begin{aligned} & 8 \% \\ & \text { AV } \end{aligned}$ | $\begin{aligned} & 8 \% \\ & \text { AV.AY } \end{aligned}$ | 4\% | 2\% | $\begin{gathered} 12 \% \\ \text { AU.AV.AY* } \end{gathered}$ | $\begin{gathered} 10 \% \\ \text { AU.AV.AY } \end{gathered}$ | 3\% | $\begin{gathered} 7 \% \\ \text { BA } \end{gathered}$ | 2\% | 8\% | $\begin{gathered} \text { 12\% } \\ \text { BA } \end{gathered}$ | $\begin{aligned} & 8 \% \\ & \mathrm{BE} \end{aligned}$ |
| BYT_Q2_6. Butter |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 1227 | 84 | 182 | 174 | 346 | 211 | 186 | 128 | 356 | 397 | 500 | 322 | 23 | 382 | 390 |
| Base | 1227 | 130 | 153 | 181 | 317 | 207 | 177 | 192 | 334 | 384 | 438 | 269 | 16 | 505 | 336 |
| I would buy the same product from the same brands as always and pay more | 25\% | 20\% | 26\% | 24\% | 25\% | 24\% | 30\% | 19\% | 25\% | 27\% | 26\% | $\begin{gathered} 31 \% \\ \text { BC } \end{gathered}$ | 19\% | 21\% | 25\% |
| I would look for a less expensive option | 57\% | 49\% | 55\% | 62\% | 56\% | $\begin{aligned} & 63 \% \\ & \text { AW } \end{aligned}$ | 54\% | 49\% | 58\% | 59\% | 58\% | 58\% | $50 \%$ | 55\% | 59\% |
| I would stop buying this product | 5\% | 5\% | 2\% | 4\% | $\begin{gathered} 7 \% \\ \text { AR.AX } \end{gathered}$ | 4\% | $\begin{gathered} 8 \% \\ \text { AR.AX } \end{gathered}$ | $5 \%$ | 3\% | 6\% | 5\% | 5\% | 5\% | 5\% | 5\% |
| Don't know | 6\% | 8\% | 7\% | 3\% | 6\% | 6\% | 4\% AS | 13\% .AT.AU.AV.AX.A | - $5 \%$ | 5\% | 6\% | 3\% | 15\% | $\begin{aligned} & 8 \% \\ & \text { BA } \end{aligned}$ | 4\% |
| Not applicable - I don't currently buy this product | 7\% | $\begin{gathered} 18 \% \\ \text { AM.AN.AO* } \end{gathered}$ | 10\% AU.AY | 7\% | 6\% | 3\% | 4\% | 13\% <br> AT.AU.AV.AY* | $\begin{aligned} & 8 \% \\ & \text { AU.AY } \end{aligned}$ | 4\% | 5\% | 3\% | 10\% | $\begin{gathered} 11 \% \\ \text { AZ.BA } \end{gathered}$ | 6\% |
| BYT_Q3. Which of the following best describes how your shopping habits for groceries would be affected by a rise in prices? |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 1227 | 84 | 182 | 174 | 346 | 211 | 186 | 128 | 356 | 397 | 500 | 322 | 23 | 382 | 390 |
| Base | 1227 | 130 | 153 | 181 | 317 | 207 | 177 | 192 | 334 | 384 | 438 | 269 | 16 | 505 | 336 |
| A rise in prices wouldn't affect my habits at all, I would shop at the same store(s) and buy the same groceries | 17\% | 10\% | 17\% | 21\% | 14\% | 19\% | 20\% | 13\% | 19\% | 20\% | 18\% | $\begin{gathered} \text { 22\% } \\ \text { BC } \end{gathered}$ | $\stackrel{12 \%}{12 \%}$ | 14\% | 17\% |
| I would still shop at my usual store(s) but look for cheaper groceries | 49\% | 46\% | 46\% | 43\% | 53\% <br> AS.AW.AX | 53\% | $\begin{gathered} 56 \% \\ \text { AS.AW.AX } \end{gathered}$ | $42 \%$ | 44\% | $\begin{gathered} 54 \% \\ \text { AS.AW.AX } \end{gathered}$ | 46\% | 48\% | $\begin{gathered} 41 \% \\ { }_{2} \end{gathered}$ | 53\% | 49\% |
| I would occasionally shop at new store(s) to look for cheaper groceries | 22\% | 17\% | 24\% | 30\% | 22\% | 22\% | 18\% | 17\% | 27\% | 20\% | 25\% | 23\% | 24\% | 19\% | 24\% |

YouGov Realtime

| YouGov <br> What the world thinks | Total | 2016 Presidential Vote |  |  |  |  |  | Voting Registration |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Donald Trump | Gary Johnson | Jill Stein | Evan McMullin | Other | Did not vote for President | Yes | No | Don't know |
|  |  |  | * | ** | * | * |  |  |  | * |
| BYT_Q2_4. Toilet paper |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 1227 | 387 | 41 | 21 | J | 27 | 356 | 1041 | 151 | 35 |
| Base | 1227 | 322 | 18 | 9 | 2 | 11 | 529 | 822 | 326 | 79 |
| I would buy the same product from the same brands as always and pay more | 28\% | 30\% | 24\% | $\begin{gathered} 4 \% \\ * \end{gathered}$ | $\begin{gathered} \text { 18\% } \\ \hline \end{gathered}$ | $\begin{gathered} 46 \% \\ * * \end{gathered}$ | 24\% | 31\% | 23\% | 24\% |
| I would look for a less expensive option | 59\% | 63\% | $69 \%$ | 87\% | 57\% | $43 \%$ | 56\% | 61\% | 57\% | $44 \%$ |
| I would stop buying this product | 5\% | 3\% |  |  |  | $\div$ | $\begin{gathered} 7 \% \\ \text { BD.BE } \end{gathered}$ | 3\% | $\begin{aligned} & 9 \% \\ & \text { BK } \end{aligned}$ | $9 \%$ |
| Don't know | 5\% | 3\% | ${ }^{2 \%}$ | 10\% | $\bar{*}$ | 12\% | 6\% | 4\% | 6\% | 10\% |
| Not applicable - I don't currently buy this product | 3\% | 0\% | $\begin{aligned} & 4 \% \\ & B E^{*} \end{aligned}$ |  | $25 \%$ |  | $\begin{gathered} 6 \% \\ \text { BD.BE } \end{gathered}$ | 1\% | 5\% BK | $\begin{aligned} & 13 \% \\ & B K^{*} \end{aligned}$ |
| BYT_Q2_5. Gasoline |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 1227 | 387 | 41 | 21 |  | 27 | 356 | 1041 | 151 | 35 |
| Base | 1227 | 322 | 18 | 9 | 2 | 11 | 529 | 822 | 326 | 79 |
| I would buy the same product from the same brands as always $\begin{gathered}\text { and pay more }\end{gathered}$ and pay more | 27\% | 29\% | $29 \%$ | ** | $\begin{gathered} 37 \% \\ * \end{gathered}$ | 24\% | 28\% | 27\% | 24\% | 37\% |
| I would look for a less expensive option | 55\% | $\begin{gathered} 62 \% \\ \text { BJ } \end{gathered}$ | 62\% | 77\% | $38 \%$ | $61 \%$ | 48\% | $\begin{gathered} 59 \% \\ \text { BM } \end{gathered}$ | 50\% | $36 \%$ |
| I would stop buying this product | 3\% | 3\% | $2 \%$ |  | $\div$ | $4 \%$ | $\begin{aligned} & 5 \% \\ & \text { BD } \end{aligned}$ | 3\% | 4\% | $\begin{aligned} & 10 \% \\ & B K^{*} \end{aligned}$ |
| Don't know | 7\% | 3\% | $5 \%$ | $4 \%$ | $25 \%$ | $7 \%$ | $\begin{aligned} & 9 \% \\ & \text { BE } \end{aligned}$ | 5\% | $\begin{gathered} 10 \% \\ \mathrm{BK} \end{gathered}$ | $9 \%$ |
| Not applicable - I don't currenty buy this product | 8\% | 3\% | $2 \%$ | $19 \%$ |  | $4 \%$ | $\begin{gathered} 11 \% \\ \mathrm{BE} \end{gathered}$ | 6\% | $\begin{gathered} 12 \% \\ \text { BK } \end{gathered}$ | $9 \%$ |
| BYT_Q2_6. Butter |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 1227 | 387 | 41 | 21 | 5 | 27 | 356 | 1041 | 151 | 35 |
| Base | 1227 | 322 | 18 | 9 | 2 | 11 | 529 | 822 | 326 | 79 |
| I would buy the same product from the same brands as always and pay more | 25\% | 28\% | 26\% | $21 \%$ | $\begin{gathered} 43 \% \\ * \end{gathered}$ | $41 \%$ $*$ | 22\% | 27\% | 21\% | $23 \%$ |
| I would look for a less expensive option | 57\% | 59\% | $62 \%$ | $55 \%$ | $57 \%$ | 44\% | 53\% | $\begin{gathered} 58 \% \\ \text { BM } \end{gathered}$ | $\begin{gathered} 58 \% \\ \text { Bм } \end{gathered}$ | 32\% |
| I would stop buying this product | 5\% | 6\% | 5\% | 6\% |  | $\bar{*}$ | 6\% | 5\% | 6\% | 9\% |
| Don't know | 6\% | 4\% | 2\% | 10\% |  | 15\% | $\begin{gathered} 9 \% \\ \text { BD.BE } \end{gathered}$ | 5\% | 6\% | $\begin{aligned} & 21 \% \\ & B K . B L^{*} \end{aligned}$ |
| Not applicable - I don't currently buy this product | 7\% | 4\% | $5 \%$ | $8 \%$ |  | $\div$ | $\begin{aligned} & 9 \% \\ & \text { BE } \end{aligned}$ | 5\% | 9\% | $\begin{aligned} & 16 \% \\ & B K^{*} \end{aligned}$ |
| BYT_Q3. Which of the following best describes how your shopping habits for groceries would be affected by a rise in prices? |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 1227 | 387 | 41 | 21 | 5 | 27 | 356 | 1041 | 151 | 35 |
| Base | 1227 | 322 | 18 | 9 | 2 | 11 | 529 | 822 | 326 | 79 |
| A rise in prices wouldn't affect my habits at all, I would shop at the same store(s) and buy the same groceries | 17\% | 21\% | 19\% | $4 \%$ |  | 18\% | 15\% | 18\% | 17\% | $\begin{array}{r} 13 \% \\ \hline \end{array}$ |
| I would still shop at my usual store(s) but look for cheaper groceries | 49\% | 49\% | 57\% | $\begin{gathered} 42 \% \\ \ldots \end{gathered}$ | $\begin{gathered} 43 \% \\ * \end{gathered}$ | $46 \%$ | 50\% | 49\% | 48\% | $\begin{gathered} 53 \% \\ \hline \end{gathered}$ |
| I would occasionally shop at new store(s) to look for cheaper groceries | 22\% | 23\% | 21\% | 39\% | 57\% | 21\% | 20\% | 23\% | 21\% | 15\% |

YouGov Realtime
Tariffs and Household Goods
us nat internal Sample: 3rd - 4th June 2019

| YouGov <br> What the world thinks | Total | Gender |  | Generation |  |  |  |  |  |  | Region |  |  |  | White |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | Gen Z (2000 and later) | $\begin{gathered} \text { Millennial } \\ \text { (1982-1999) } \end{gathered}$ | $\begin{aligned} & \text { Gen X(1965- } \\ & \text { 1981) } \end{aligned}$ | Baby Boomer (1946-1964) | Silent Generation (1928-1945) | Generation (1927 and earlier) | Other | Northeast | Midwest | South | West |  |
|  |  |  |  | ** |  |  |  | * | ** | * | M |  |  |  |  |
| I would change the stores that I shop at entirely | 5\% | 4\% | 5\% |  | 5\% | 6\% | 4\% | 1\% |  |  | 7\% | 4\% | 4\% | 6\% | 5\% |
| Don't know | 7\% | 8\% | 5\% | 11\% | $\begin{gathered} \text { 11\% } \\ \text { F.G } \end{gathered}$ | $\begin{gathered} 6 \% \\ F \end{gathered}$ | 3\% | 2\% |  |  | 8\% | 5\% | 6\% | 7\% | 5\% |
| BYT_Q4. Which of the following best describes how your shopping habits for clothing would affected by a rise in prices? |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 1227 | 557 | 670 | 21 | 398 | 314 | 432 | 62 | - | - | 218 | 235 | 502 | 272 | 819 |
| Base | 1227 | 596 | 631 | 22 | 405 | 289 | 445 | 66 | - | - | 213 | 242 | 512 | 260 | 819 |
| A rise in prices wouldn't affect my habits at all, I would shop at the same store(s) and buy the same products | 13\% | 14\% | 13\% | $13 \%$ | 14\% | 14\% | 11\% | $19 \%$ |  |  | 10\% | 13\% | 13\% | 17\% | 11\% |
| I would still shop at from my usual store(s) but look for cheaper products | 33\% | 33\% | 33\% | $\begin{gathered} 44 \% \\ * \end{gathered}$ | 36\% | 31\% | $34 \%$ | $23 \%$ | - | $\stackrel{-}{*}$ | 33\% | 33\% | $\begin{gathered} 38 \% \\ M \end{gathered}$ | 26\% | 32\% |
| I would occasionally shop at a new store(s) to look for cheaper $\begin{array}{r}\text { products }\end{array}$ | 26\% | 24\% | 27\% | $\begin{gathered} 27 \% \\ * \end{gathered}$ | 23\% | 25\% | 27\% | $\begin{gathered} 35 \% \\ \mathrm{D}^{*} \end{gathered}$ |  |  | $\begin{gathered} 31 \% \\ \mathrm{~L} \end{gathered}$ | 23\% | 23\% | 29\% | $\begin{gathered} 27 \% \\ 0 \end{gathered}$ |
| I would change the stores that I shop at entirely | 15\% | 14\% | 16\% | $7 \%$ | 14\% | 17\% | 15\% | 10\% | $\bar{*}$ | $\div$ | 15\% | 16\% | 15\% | 12\% | 16\% |
| Don't know | 13\% | 15\% | 12\% | $9 \%$ | 14\% | 13\% | 13\% | 13\% | $\div$ |  | 11\% | 15\% | 12\% | 16\% | 14\% |
| BYT_Q5. Were there any major purchases you had been planning to make that you will no longer do so because you expect tariffs to push the price up? |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 1227 | 557 | 670 | 21 | 398 | 314 | 432 | 62 | - | - | 218 | 235 | 502 | 272 | 819 |
| Base | 1227 | 596 | 631 | 22 | 405 | 289 | 445 | 66 | - | - | 213 | 242 | 512 | 260 | 819 |
| Yes, there is at least one purchase I will no longer make | 21\% | 20\% | 22\% | $34 \%$ | 24\% | 22\% | 19\% | $12 \%$ |  |  | 25\% | 21\% | 21\% | 19\% | 19\% |
| No, I still plan to purchase everything I had been | 44\% | 47\% | 42\% | $43 \%$ | 47\% | 44\% | 41\% | $53 \%$ |  |  | 43\% | 41\% | 47\% | 44\% | 45\% |
| Don't know | 34\% | 33\% | 35\% | $23 \%$ | 29\% | 34\% | $\begin{gathered} 40 \% \\ \mathrm{D} \end{gathered}$ | $34 \%$ | $\div$ |  | 31\% | 39\% | 32\% | 37\% | $36 \%$ |
| BYT_Q6. Do you think that an increase in tariffs would have a bigger impact on prices in online stores or brick and mortar retailers?An increase in tariffs would... |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 1227 | 557 | 670 | 21 | 398 | 314 | 432 | 62 | - | - | 218 | 235 | 502 | 272 | 819 |
| Base | 1227 | 596 | 631 | 22 | 405 | 289 | 445 | 66 | $\cdot$ | - | 213 | 242 | 512 | 260 | 819 |
| Have a bigger impact on prices at online stores | 14\% | 13\% | 14\% | $36 \%$ | $\begin{gathered} 19 \% \\ \mathrm{~F} \end{gathered}$ | $\begin{gathered} 14 \% \\ F \end{gathered}$ | 8\% | 8\% |  |  | 10\% | 12\% | 16\% | 14\% | 11\% |
| Have a bigger impact on prices at brick and mortar retailers | 20\% | 21\% | 19\% | $29 \%$ | $\begin{gathered} 25 \% \\ \text { F.G } \end{gathered}$ | 19\% | 17\% | 11\% |  |  | 20\% | 21\% | 20\% | 19\% | 20\% |
| Have an equal impact on prices at both both | 40\% | 39\% | 41\% | $21 \%$ | 28\% | 36\% | $\begin{gathered} 52 \% \\ \text { D.E } \end{gathered}$ | $\begin{aligned} & \text { 60\% } \\ & \text { D.E } \end{aligned}$ |  |  | 42\% | 41\% | 39\% | 40\% | $\begin{aligned} & 45 \% \\ & \text { O.P.Q } \end{aligned}$ |
| Not have an impact on prices at either | 4\% | 5\% | 3\% | : | 2\% | 5\% | 5\% | $4 \%$ | ; |  | 3\% | 4\% | 5\% | 3\% | 4\% |
| Don't know | 22\% | 22\% | 23\% | $14 \%$ | $\begin{gathered} \text { 26\% } \\ \mathrm{F} \end{gathered}$ | $\begin{gathered} 25 \% \\ \mathrm{~F} \end{gathered}$ | 18\% | 17\% | :* | i* | 24\% | 22\% | 21\% | 25\% | 21\% |

Cell Contents (Column Percentages, Statistical Test Results), Statistics (Column Proportions, (95\%): AB, C/D/E/F/G/HII, J/KLLM, N/O/P/Q, R/S/T/U, V/WI/Y/IZ/AA, AB/AC, AD/AE/AF/AG/AH, A/AJ/AK/AL, AM/AN/AO/AP/AQ, AR/AS/AT/AU/AV/AW/AX/AY, A

YouGov Realtime
Tariffs and Household Goods
US nat internal Sample: 3rd - 4th June 2019

| YouGov <br> What the world thinks | Total | Race |  |  | Education |  |  |  | Marital Status |  |  |  |  |  | Children unde <br> Yes |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Black | Hispanic | Other (NET) | No HS, High school graduate | Some college, 2-year | 4-year | Post Grad | Married | Separated | Divorced | Widowed | Never married | Domestic / civil partnership |  |
|  |  |  |  | * |  |  |  |  |  | ** |  | * |  | ** |  |
| I would change the stores that I shop at entirely | 5\% | 5\% | 7\% | $5 \%$ | 4\% | 6\% | 4\% | 5\% | 4\% | $\underset{*}{7 \%}$ | 6\% | $2 \%$ | 5\% | $\stackrel{5 \%}{4}$ | 6\% |
| Don't know | 7\% | $\stackrel{13 \%}{\mathrm{~N}}$ | ${ }_{\mathrm{N}}^{11 \%}$ | 6\% | $\begin{gathered} 8 \% \\ T \end{gathered}$ | $\begin{gathered} 7 \% \\ T \end{gathered}$ | 3\% | 6\% | 4\% | $5 \%$ | 2\% | $8 \%$ | $\begin{aligned} & \text { 11\% } \\ & \mathrm{v} . \mathrm{x} \end{aligned}$ | $7 \%$ | 5\% |
| BYT_Q4. Which of the following best describes how your shopping habits for clothing would affected by a rise in prices? |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 1227 | 156 | 164 | 88 | 432 | 414 | 243 | 138 | 600 | 18 | 133 | 45 | 386 | 45 | 271 |
| Base | 1227 | 162 | 139 | 108 | 483 | 400 | 214 | 129 | 554 | 23 | 146 | 47 | 407 | 49 | 246 |
| A rise in prices wouldn't affect my habits at all, I would shop at the same store(s) and buy the same products | 13\% | 18\% | $\begin{gathered} 20 \% \\ \mathrm{~N} \end{gathered}$ | 15\% | $\begin{gathered} 15 \% \\ \mathrm{~T} \end{gathered}$ | 13\% | 9\% | 16\% | 15\% | $\begin{gathered} 22 \% \\ * \end{gathered}$ | 13\% | 12\% | 11\% | $\begin{gathered} 6 \% \\ * \end{gathered}$ | $\begin{gathered} 18 \% \\ A C \end{gathered}$ |
| I would still shop at from my usual store(s) but look for cheaper $\begin{array}{r}\text { products }\end{array}$ | 33\% | 39\% | 36\% | 32\% | 36\% | 34\% | 29\% | 27\% | 34\% | $\begin{gathered} 26 \% \\ * * \end{gathered}$ | 34\% | 30\% | 34\% | $\underset{* ~}{29 \%}$ | 37\% |
| I would occasionally shop at a new store(s) to look for cheaper products | 26\% | 17\% | 22\% | $\begin{gathered} 33 \% \\ \mathrm{o}^{*} \end{gathered}$ | 20\% | 26\% | $\begin{gathered} 33 \% \\ \mathrm{R} \end{gathered}$ | $\begin{gathered} 34 \% \\ \mathrm{R} \end{gathered}$ | 25\% | $\begin{gathered} 23 \% \\ . \end{gathered}$ | 31\% | 28\% | 23\% | $\underset{\sim}{31 \%}$ | 25\% |
| I would change the stores that I shop at entirely | 15\% | 13\% | 13\% | 9\% | 14\% | 14\% | 18\% | 13\% | 15\% | $23 \%$ | 10\% | 11\% | 15\% | 17\% | 15\% |
| Don't know | 13\% | 13\% | 9\% | $12 \%$ | 15\% | 13\% | 11\% | 10\% | 11\% | 7\% | 11\% | $19 \%$ | $\begin{gathered} 16 \% \\ \mathrm{v} \end{gathered}$ | 16\% | 6\% |
| BYT_Q5. Were there any major purchases you had been planning to make that you will no longer do so because you expect tariffs to push the price up? |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 1227 | 156 | 164 | 88 | 432 | 414 | 243 | 138 | 600 | 18 | 133 | 45 | 386 | 45 | 271 |
| Base | 1227 | 162 | 139 | 108 | 483 | 400 | 214 | 129 | 554 | 23 | 146 | 47 | 407 | 49 | 246 |
| Yes, there is at least one purchase I will no longer make | 21\% | $27 \%$ | 25\% | $23 \%$ | 19\% | 19\% | $\begin{aligned} & 31 \% \\ & \text { R.S.U } \end{aligned}$ | 18\% | 22\% | $29 \%$ | 19\% | 17\% | 22\% | $14 \%$ | $\begin{gathered} 28 \% \% \\ \text { AC } \end{gathered}$ |
| No, I still plan to purchase everything I had been | 44\% | 39\% | 44\% | $47 \%$ | 42\% | 48\% | 45\% | 43\% | $\begin{gathered} 48 \% \\ \times \end{gathered}$ | $58 \%$ | 30\% | $33 \%$ | $\begin{gathered} 45 \% \\ x \end{gathered}$ | $47 \%$ | 48\% |
| Don't know | 34\% | $34 \%$ | 31\% | $29 \%$ | $\begin{gathered} 39 \% \\ \hline \end{gathered}$ | 33\% | 25\% | $\begin{gathered} 39 \% \\ \mathrm{~T} \end{gathered}$ | 30\% | $14 \%$ | $\begin{gathered} 51 \% \\ \text { v.Z } \end{gathered}$ | $49 \%$ | 33\% | 39\% | 25\% |
| BYT_Q6. Do you think that an increase in tariffs would have a bigger impact on prices in online stores or brick and mortar retailers? An increase in tariffs would... |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 1227 | 156 | 164 | 88 | 432 | 414 | 243 | 138 | 600 | 18 | 133 | 45 | 386 | 45 | 271 |
| Base | 1227 | 162 | 139 | 108 | 483 | 400 | 214 | 129 | 554 | 23 | 146 | 47 | 407 | 49 | 246 |
| Have a bigger impact on prices at online stores | 14\% | $\stackrel{18 \%}{\mathrm{~N}}$ | $\underset{\mathrm{N}}{20 \%}$ | $\underset{N^{*}}{23 \%}$ | $\begin{gathered} 17 \% \\ \mathrm{~s} \end{gathered}$ | 10\% | 13\% | 13\% | 13\% | 13\% | 11\% | $9 \%$ | 17\% | 11\% | $\begin{aligned} & 21 \% \\ & \text { AC } \end{aligned}$ |
| Have a bigger impact on prices at brick and mortar retailers | 20\% | 19\% | 17\% | $26 \%$ | 17\% | 23\% | 22\% | 18\% | 22\% | $22 \%$ | 13\% | $20 \%$ | 20\% | $25 \%$ | $\begin{gathered} 25 \% \% \\ \text { AC } \end{gathered}$ |
| Have an equal impact on prices at both both | 40\% | 29\% | 33\% | 29\% | 34\% | 40\% | $\begin{gathered} 48 \% \\ R \end{gathered}$ | $\begin{gathered} 48 \% \\ R \end{gathered}$ | $\begin{gathered} 43 \% \\ z \end{gathered}$ | $39 \%$ | $\begin{gathered} 46 \% \\ z \end{gathered}$ | $51 \%$ | 34\% | $31 \%$ | 30\% |
| Not have an impact on prices at either | 4\% | 5\% | 3\% | 6\% | 5\% | 4\% | 4\% | 1\% | $\begin{gathered} 5 \% \\ z \end{gathered}$ | 4\% | 5\% | $2 \%$ | 2\% | $\div$ | 3\% |
| Don't know | 22\% | 28\% | 29\% | 16\% | $\begin{gathered} \text { 27\% } \\ \hline \end{gathered}$ | ${ }^{22 \%}$ | 13\% | 19\% | 17\% | $21 \%$ | 25\% | 18\% | $\begin{gathered} 27 \% \\ \mathrm{v} \end{gathered}$ | $34 \%$ | 21\% |

Cell Contents (CZZ/BA/BB/BC, BD/BE/BF/BG/BH/B/BJ, BK/BLBM, Minimum Base: 30 (*), Small Base: 100 ( ${ }^{*}$ ))

YouGov Realtime
Tariffs and Household Goods
us nat internal Sample: 3rd - 4th June 2019

| YouGov <br> What the world thinks | Total | $r$ the age of 18 <br> No | Income |  |  |  |  | Type of Area Lived in |  |  |  | Political Party |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  | Under \$30k | $\begin{gathered} \$ 30,000 \text { to } \\ \$ 49,999 \end{gathered}$ | $\begin{gathered} \$ 50,000 \text { to } \\ \$ 99,999 \end{gathered}$ | \$100k+ | Prefer not to say | Urban | Suburban Town | Rural | Other | Democrat | Republican | Independent | Other |
|  |  |  |  |  |  |  | * |  |  |  | ** |  |  |  | * |
| I would change the stores that $\mid$ shop at entirely | 5\% | 5\% | 5\% | 5\% | 4\% | 3\% | 6\% | 4\% | 6\% | 4\% | $\div$ | 4\% | 5\% | 5\% | 8\% |
| Don't know | 7\% | 7\% | 6\% | 3\% | 3\% | 4\% | 21\% <br> AD.AE.AF.AG* | 8\% | 5\% | 9\% | 11\% | 4\% | 4\% | 6\% | $7 \%$ |
| BYT_Q4. Which of the following best describes how your shopping habits for clothing would affected by a rise in prices? |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 1227 | 956 | 318 | 230 | 335 | 207 | 137 | 400 | 601 | 218 | 8 | 426 | 337 | 327 | 53 |
| Base | 1227 | 981 | 360 | 234 | 290 | 185 | 158 | 416 | 579 | 223 | 9 | 404 | 318 | 326 | 48 |
| A rise in prices wouldn't affect my habits at all, I would shop at the same store(s) and buy the same products | 13\% | 12\% | 13\% | 11\% | 17\% | 14\% | 10\% | 14\% | 12\% | 16\% | 10\% | 14\% | 17\% | 12\% | 6\% |
| I would still shop at from my usual store(s) but look for cheaper products | 33\% | 32\% | 33\% | 35\% | 35\% | 32\% | $32 \%$ | 35\% | 33\% | 32\% | $21 \%$ | $\begin{gathered} 38 \% \\ \text { AO } \end{gathered}$ | 35\% | 28\% | 31\% |
| I would occasionally shop at a new store(s) to look for cheaper products | 26\% | 26\% | 22\% | $\begin{gathered} 33 \% \\ \text { AD.AH } \end{gathered}$ | 25\% | 28\% | $21 \%$ | 25\% | 28\% | 20\% | $69 \%$ .* | 26\% | 25\% | $\begin{gathered} 30 \% \\ \text { AQ } \end{gathered}$ | $26 \%$ |
| I would change the stores that \| shop at entirely | 15\% | 15\% | $\begin{gathered} 18 \% \\ \text { AE } \end{gathered}$ | 10\% | 15\% | 16\% | 11\% | 11\% | $\begin{gathered} 16 \% \\ \text { Al } \end{gathered}$ | 17\% | $\dot{*}$ | 13\% | 15\% | 17\% | $21 \%$ |
| Don't know | 13\% | $\begin{gathered} 15 \% \\ { }_{A B} \end{gathered}$ | $\begin{gathered} \begin{array}{c} 15 \% \\ \mathrm{AF} \end{array} \end{gathered}$ | 11\% | 8\% | 11\% | 26\% AD.AE.AF.AG* | 15\% | 11\% | 15\% | $\dot{\therefore}$ | 10\% | 8\% | 13\% | 17\% |
| BYT_Q5. Were there any major purchases you had been planning to make that you will no longer do so because you expect tariffs to push the price up? |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 1227 | 956 | 318 | 230 | 335 | 207 | 137 | 400 | 601 | 218 | 8 | 426 | 337 | 327 | 53 |
| Base | 1227 | 981 | 360 | 234 | 290 | 185 | 158 | 416 | 579 | 223 | 9 | 404 | 318 | 326 | 48 |
| Yes, there is at least one purchase I will no longer make | 21\% | 20\% | 19\% | 21\% | $\begin{gathered} 27 \% \\ \text { AD } \end{gathered}$ | 20\% | 18\% | $\begin{gathered} 28 \% \\ \text { AJ.AK } \end{gathered}$ | 18\% | 16\% | $50 \%$ | $\begin{gathered} 26 \% \\ \text { AN } \end{gathered}$ | 17\% | 21\% | 20\% |
| No, I still plan to purchase everything I had been | 44\% | 44\% | 41\% | 46\% | $\begin{aligned} & \text { 50\% } \\ & \text { AD.AH } \end{aligned}$ | 47\% | $38 \%$ | 37\% | $\begin{gathered} 51 \% \\ \text { AI } \end{gathered}$ | 44\% | 20\% | 37\% | 57\% <br> AM.AO.AP.AQ | $\begin{gathered} 46 \% \\ \text { AM } \end{gathered}$ | $35 \%$ |
| Don't know | 34\% | $\begin{gathered} 37 \% \\ A B \end{gathered}$ | $\begin{gathered} 41 \% \\ \mathrm{AF} \end{gathered}$ | $\begin{gathered} 33 \% \\ \text { AF } \end{gathered}$ | 23\% | $\begin{gathered} 33 \% \\ \text { AF } \end{gathered}$ | $\begin{gathered} 44 \% \\ \mathrm{AF}^{*} \end{gathered}$ | 36\% | 31\% | $\begin{gathered} 40 \% \\ \text { AJ } \end{gathered}$ | $30 \%$ | $\begin{gathered} 37 \% \\ \text { AN } \end{gathered}$ | 26\% | 33\% | $\begin{aligned} & 45 \% \\ & \mathrm{AN}^{*} \end{aligned}$ |
| BYT_Q6. Do you think that an increase in tariffs would have a bigger impact on prices in online stores or brick and mortar retailers?An increase in tariffs would... |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 1227 | 956 | 318 | 230 | 335 | 207 | 137 | 400 | 601 | 218 | 8 | 426 | 337 | 327 | 53 |
| Base | 1227 | 981 | 360 | 234 | 290 | 185 | 158 | 416 | 579 | 223 | 9 | 404 | 318 | 326 | 48 |
| Have a bigger impact on prices at online stores | 14\% | 12\% | $\begin{gathered} \text { 18\% } \\ \text { AH } \end{gathered}$ | $\begin{aligned} & \text { 15\% } \\ & \text { AH } \end{aligned}$ | $\begin{aligned} & \text { 14\% } \\ & \text { AH } \end{aligned}$ | $\begin{gathered} \text { 12\% } \\ \text { AH } \end{gathered}$ | $4 \%$ | $\begin{aligned} & \text { 18\% } \\ & \text { AJ } \end{aligned}$ | 11\% | 13\% | $\stackrel{\circ}{*}$ | 15\% | 15\% | 10\% | 15\% |
| Have a bigger impact on prices at brick and mortar retailers | 20\% | 19\% | 14\% | 21\% | $\begin{gathered} 23 \% \\ \text { AD } \end{gathered}$ | 21\% | $\begin{aligned} & 24 \% \\ & A D^{*} \end{aligned}$ | 21\% | 19\% | 20\% | 27\% | 18\% | 24\% | 22\% | 17\% |
| Have an equal impact on prices at both both | 40\% | $\begin{gathered} 43 \% \\ A B \end{gathered}$ | 39\% | $\begin{gathered} 40 \% \\ \text { AH } \end{gathered}$ | $\begin{gathered} 41 \% \\ \text { AH } \end{gathered}$ | $\begin{gathered} 51 \% \\ \text { AD.AH } \end{gathered}$ | 28\% | 35\% | $\begin{gathered} 43 \% \\ \text { AI } \end{gathered}$ | 41\% | $63 \%$ | $\begin{gathered} 48 \% \\ \text { AN.AQ } \end{gathered}$ | $\begin{gathered} 36 \% \\ \text { AQ } \end{gathered}$ | $\begin{gathered} 41 \% \\ A Q \end{gathered}$ | 36\% |
| Not have an impact on prices at either | 4\% | 4\% | 5\% | 4\% | 4\% | 3\% | 2\% | 3\% | 4\% | 4\% | $\div$ | 3\% | 6\% | 4\% | 5\% |
| Don't know | 22\% | 23\% | $\begin{gathered} \text { 24\% } \\ \text { AG } \end{gathered}$ | 20\% | 17\% | 13\% | 42\% <br> AD.AE.AF.AG* | 24\% | 22\% | 21\% | 10\% | 15\% | 19\% | $\begin{gathered} 23 \% \\ \text { AM } \end{gathered}$ | $27 \%$ |

Cell Contents (C,

YouGov Realtime
Tariffs and Household Goods
US nat internal Sample: 3rd - 4th June 2010

| YouGov <br> What the world thinks | Total |  | Political Viewpoint |  |  |  |  |  |  |  | 2012 Presidential Vote |  |  |  | Hillary Clinton |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Not sure | Very liberal | Liberal | Moderate | Conservative | very conservative | Not sure | NET: Liberal | NET: <br> Conservative | Barack Obama | Mitt Romney | $\begin{aligned} & \text { Other } \\ & \text { candidate } \end{aligned}$ | I did not vote |  |
|  |  | * |  | AV.AW.AY |  |  |  | * | AV.AW.AY |  |  |  | * |  |  |
| I would change the stores that I shop at entirely | 5\% | $5 \%$ | 6\% | 3\% | 7\% | 4\% | 3\% | 5\% | 4\% | 4\% | 5\% | 5\% | 11\% | 4\% | 5\% |
| Don't know | 7\% | $\begin{gathered} \text { 22\% } \\ \text { AM.AN.AO* } \end{gathered}$ | $\begin{aligned} & 7 \% \\ & \text { AU.AY } \end{aligned}$ | 3\% | 4\% | 2\% | 3\% <br> AR. | $\begin{gathered} 22 \% \\ \text { S.AT.AU.AV.AX. } \end{gathered}$ | AY* ${ }^{5 \%}$ | 2\% | 5\% | 2\% | 13\% | $\begin{gathered} \text { 10\% } \\ \text { AZ.BA } \end{gathered}$ | 4\% |
| BYT_Q4. Which of the following best describes how your shopping habits for clothing would affected by a rise in prices? |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 1227 | 84 | 182 | 174 | 346 | 211 | 186 | 128 | 356 | 397 | 500 | 322 | 23 | 382 | 390 |
| Base | 1227 | 130 | 153 | 181 | 317 | 207 | 177 | 192 | 334 | 384 | 438 | 269 | 16 | 505 | 336 |
| A rise in prices wouldn't affect my habits at all, I would shop at the same store(s) and buy the same products | 13\% | 12\% | 13\% | 11\% | 11\% | 17\% | 14\% | 15\% | 12\% | 16\% | 15\% | $\begin{gathered} 17 \% \\ \text { BC } \end{gathered}$ | $5 \%$ | 11\% | 11\% |
| I would still shop at from my usual store(s) but look for cheaper products | 33\% | 30\% | 29\% | 32\% | 33\% | 38\% | 37\% | 30\% | 31\% | 37\% | 29\% | 32\% | $\begin{gathered} 30 \% \\ * \end{gathered}$ | $\begin{gathered} 38 \% \\ \text { AZ } \end{gathered}$ | 32\% |
| I would occasionally shop at a new store(s) to look for cheaper products | 26\% | 17\% | $\begin{aligned} & 29 \% \\ & \text { AW } \end{aligned}$ | $\begin{gathered} 34 \% \\ \text { AU.AW } \end{gathered}$ | $\begin{aligned} & 28 \% \\ & \text { AW } \end{aligned}$ | $\begin{gathered} 23 \% \\ \text { AW } \end{gathered}$ | $\begin{aligned} & 29 \% \\ & \text { AW } \end{aligned}$ | 10\% | 32\% AU.AW | $\begin{aligned} & 26 \% \\ & \text { AW } \end{aligned}$ | $\begin{gathered} 31 \% \\ \text { BC } \end{gathered}$ | 26\% | $\begin{gathered} \text { 24\% } \\ * \end{gathered}$ | 21\% | $\begin{gathered} 30 \% \\ \text { BJ } \end{gathered}$ |
| I would change the stores that I shop at entirely | 15\% | $10 \%$ | 15\% | 13\% | 18\% | 14\% | 13\% | $13 \%$ | 14\% | 14\% | 14\% | 16\% | 36\% | 14\% | 16\% |
| Don't know | 13\% | $\begin{gathered} 32 \% \\ \text { AM.AN.AO* } \end{gathered}$ | 13\% | 10\% | 10\% | 8\% | ${ }^{7 \%} \quad \text { AR. }$ | $\begin{gathered} 32 \% \\ \text { S.AT.AU.AV.AX. } \end{gathered}$ | $\text { AY }^{*}{ }^{11 \%}$ | 8\% | 12\% | 9\% | $5 \%$ | $\begin{gathered} 17 \% \\ \text { BA } \end{gathered}$ | 10\% |
| BYT_Q5. Were there any major purchases you had been planning to make that you will no longer do so because you expect tariffs to push the price up? |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 1227 | 84 | 182 | 174 | 346 | 211 | 186 | 128 | 356 | 397 | 500 | 322 | ${ }^{23}$ | 382 | 390 |
| Base | 1227 | 130 | 153 | 181 | 317 | 207 | 177 | 192 | 334 | 384 | 438 | 269 | 16 | 505 | 336 |
| Yes, there is at least one purchase I will no longer make | 21\% | 17\% | 29\% AU.AV.AW.AY | $\begin{gathered} 28 \% \\ \text { AV.AW.AY } \end{gathered}$ | $\begin{gathered} 27 \% \\ \text { AV.AW.AY } \end{gathered}$ | 19\% | 11\% | $11 \%$ | 28\% AU.AV.AW.AY | $\begin{gathered} 15 \% \\ \text { AV } \end{gathered}$ | $\begin{aligned} & 30 \% \\ & \text { BA.BC } \end{aligned}$ | 11\% | 15\% | $\begin{gathered} 19 \% \\ \text { BA } \end{gathered}$ | $\begin{gathered} 34 \% \\ \text { BE.BJ } \end{gathered}$ |
| No, I still plan to purchase everything I had been | 44\% | 38\% | 31\% | 33\% | $\begin{aligned} & \text { 42\% } \\ & \text { AR.AX } \end{aligned}$ | 57\% <br> tR.AS.AT.AW.A | 68\% .AS.AT.AW.AX | $35 \%$ | 32\% | 62\% AR.AS.AT.AW.AX | 34\% | $\begin{aligned} & \text { 64\% } \\ & \text { AZ.BC } \end{aligned}$ | $51 \%$ | $\begin{gathered} 43 \% \\ \mathrm{AZ} \end{gathered}$ | 29\% |
| Don't know | 34\% | $\begin{aligned} & 45 \% \\ & \mathrm{AN}^{*} \end{aligned}$ | $\begin{gathered} 40 \% \\ \text { AU.AV.AY } \end{gathered}$ | $\begin{gathered} 39 \% \\ \text { AU.AV.AY } \end{gathered}$ | $\begin{gathered} 32 \% \\ \text { AV.AY } \end{gathered}$ | 24\% | $21 \% \text { AR. }$ | $54 \%$ <br> .AT.AU.AV.AX | $\begin{gathered} 39 \% \\ \text { AU.AV.AY } \end{gathered}$ | 23\% | $\begin{gathered} 36 \% \\ \text { BA } \end{gathered}$ | 25\% | $34 \%$ | $\begin{gathered} 38 \% \\ B A \end{gathered}$ | $\begin{gathered} 37 \% \\ \text { BE } \end{gathered}$ |
| BYT_Q6. Do you think that an increase in tariffs would have a bigger impact on prices in online stores or brick and mortar retailers?An increase in tariffs would... |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 1227 | 84 | 182 | 174 | 346 | 211 | 186 | 128 | 356 | 397 | 500 | 322 | 23 | 382 | 390 |
| Base | 1227 | 130 | 153 | 181 | 317 | 207 | 177 | 192 | 334 | 384 | 438 | 269 | 16 | 505 | 336 |
| Have a bigger impact on prices at online stores | 14\% | $15 \%$ | 10\% | 14\% | $\begin{gathered} 17 \% \\ \text { AR.AY } \end{gathered}$ | 11\% | 12\% | $15 \%$ | 12\% | 11\% | 12\% | 11\% | $8 \%$ | $\begin{gathered} 17 \% \\ \text { BA } \end{gathered}$ | 9\% |
| Have a bigger impact on prices at brick and mortar retailers | 20\% | 14\% | 19\% | 19\% | 21\% | $\begin{aligned} & 25 \% \\ & \text { AW } \end{aligned}$ | 21\% | 13\% | 19\% | $\begin{gathered} 23 \% \\ \text { AW } \end{gathered}$ | 22\% | 20\% | 19\% | 18\% | 22\% |
| Have an equal impact on prices at both both | 40\% | 22\% | 53\% AT.AV.AW.AY | 52\% <br> AT.AV.AW.AY | $\begin{aligned} & 41 \% \\ & \text { AW } \end{aligned}$ | $\begin{gathered} 43 \% \\ \text { AW } \end{gathered}$ | $\begin{aligned} & 37 \% \\ & \text { AW } \end{aligned}$ | $17 \%$ | 53\% AT.AV.AW.AY | $\begin{gathered} 40 \% \% \\ \text { AW } \end{gathered}$ | $\begin{gathered} 49 \% \\ \text { BC } \end{gathered}$ | $\begin{gathered} 45 \% \\ \text { BC } \end{gathered}$ | $56 \%$ | 29\% | 57\% BE.BJ |
| Not have an impact on prices at either | 4\% | $2 \%$ | 1\% | 0\% | $\begin{gathered} 4 \% \\ \text { AS.AX } \end{gathered}$ | $\begin{gathered} 4 \% \\ \text { AS.AX } \end{gathered}$ | $\begin{gathered} 10 \% \\ \text { AR.AS.AT.AX } \end{gathered}$ | $4 \%$ | 1\% | $\begin{gathered} 7 \% \\ \text { AR.AS.AX } \end{gathered}$ | 4\% | $\begin{gathered} \text { 7\% } \\ \text { AZ.BC } \end{gathered}$ | $\div$ | 3\% | 2\% |
| Don't know | 22\% | $47 \%$ AM.AN.AO* | 17\% | 15\% | 17\% | 17\% | Ar.AS.AT.AU.AV.AX.AY* |  |  | 18\% | 13\% | 17\% | 18\% | $\begin{gathered} 33 \% \\ \text { AZ.BA } \end{gathered}$ | 11\% |

Cell Contents (C,

YouGov Realtime
Tariffs and Household Goods
us nat internal Sample: 3rd - 4th June 2019

| YouGov <br> What the world thinks |  | 2016 Presidential Vote |  |  |  |  |  | Voting Registration |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | Donald Trump | Gary Johnson | Jill Stein | Evan McMullin | Other | Did not vote for President | Yes | No | Don't know |
|  |  |  | * | ** | * | ** |  |  |  | * |
| I would change the stores that I shop at entirely | 5\% | 6\% | 3\% | 14\% | $\div$ | $4 \%$ | 4\% | 6\% | 3\% | 3\% |
| Don't know | 7\% | 2\% |  | :* | - | 11\% | $\begin{aligned} & 11 \% \\ & \text { BD.BE } \end{aligned}$ | 4\% | $\begin{gathered} 11 \% \\ \mathrm{BK} \end{gathered}$ | $\begin{aligned} & 17 \% \\ & B K^{*} \end{aligned}$ |
| BYT_Q4. Which of the following best describes how your shopping habits for clothing would affected by a rise in prices? |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 1227 | 387 | 41 | 21 | 5 | 27 | 356 | 1041 | 151 | 35 |
| Base | 1227 | 322 | 18 | 9 | 2 | 11 | 529 | 822 | 326 | 79 |
| A rise in prices wouldn't affect my habits at all, I would shop at the same store(s) and buy the same products | 13\% | $\begin{gathered} \text { 17\% } \\ \text { BD } \end{gathered}$ | 16\% | $\begin{gathered} 9 \% \\ * \end{gathered}$ |  | 15\% $\begin{gathered} 15 \% \\ * * \end{gathered}$ | 12\% | 13\% | 14\% | 10\% |
| I would still shop at from my usual store(s) but look for cheaper products | 33\% | 32\% | $\begin{gathered} 22 \% \\ * \end{gathered}$ | 19\% | 40\% | 23\% ** | 36\% | 32\% | 35\% | $\begin{gathered} 38 \% \\ * \end{gathered}$ |
| I would occasionally shop at a new store(s) to look for cheaper products | 26\% | 27\% | $31 \%$ | $43 \%$ | $35 \%$ $* *$ | 30\% ** | 21\% | 28\% | 22\% | $\begin{gathered} 15 \% \\ * \end{gathered}$ |
| I would change the stores that I shop at entirely | 15\% | 16\% | $24 \%$ | 25\% |  | 4\% | 12\% | 16\% | 12\% | $6 \%$ |
| Don't know | 13\% | 8\% | 6\% | 4\% | 25\% | 27\% | $\begin{aligned} & 18 \% \\ & \text { BD.BE } \end{aligned}$ | 10\% | $\begin{gathered} 16 \% \\ \mathrm{BK} \end{gathered}$ | $\begin{aligned} & 31 \% \\ & B K^{*} \end{aligned}$ |
| BYT_Q5. Were there any major purchases you had been planning to make that you will no longer do so because you expect tariffs to push the price up? |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 1227 | 387 | 41 | 21 | 5 | 27 | 356 | 1041 | 151 | 35 |
| Base | 1227 | 322 | 18 | 9 | 2 | 11 | 529 | 822 | 326 | 79 |
| Yes, there is at least one purchase I will no longer make | 21\% | 14\% | $\begin{aligned} & 34 \% \\ & B E \cdot B J^{*} \end{aligned}$ | 36\% | - | $12 \%$ | 17\% | $\begin{gathered} 23 \% \\ \text { BL } \end{gathered}$ | 16\% | 20\% |
| No, I still plan to purchase everything I had been | 44\% | $\begin{gathered} 62 \% \\ \text { BD.BF.BJ } \end{gathered}$ | 39\% | 26\% | $83 \%$ | $49 \%$ | $\begin{gathered} 43 \% \\ \text { BD } \end{gathered}$ | 45\% | 46\% | 30\% |
| Don't know | 34\% | 24\% | $27 \%$ | $39 \%$ | 17\% | $39 \%$ | $\begin{gathered} 40 \% \\ \mathrm{BE} \end{gathered}$ | 31\% | 39\% | $\begin{aligned} & 50 \% \\ & { }_{B K} \end{aligned}$ |
| BYT_Q6. Do you think that an increase in tariffs would have a bigger impact on prices in online stores or brick and mortar retailers?An increase in tariffs would... |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 1227 | 387 | 41 | 21 | J | 27 | 356 | 1041 | 151 | 35 |
| Base | 1227 | 322 | 18 | 9 | 2 | 11 | 529 | 822 | 326 | 79 |
| Have a bigger impact on prices at online stores | 14\% | 12\% | $14 \%$ | 11\% |  | 7\% | $\begin{aligned} & 18 \% \\ & \text { BD.BE } \end{aligned}$ | 11\% | $\begin{gathered} 20 \% \\ \text { BK } \end{gathered}$ | 18\% |
| Have a bigger impact on prices at brick and mortar retailers | 20\% | 22\% | $\begin{gathered} 34 \% \\ B J^{*} \end{gathered}$ | $3 \%$ | $57 \%$ | 16\% | 18\% | 20\% | 18\% | $23 \%$ |
| Have an equal impact on prices at both both | 40\% | $\begin{gathered} 41 \% \\ \text { BJ } \end{gathered}$ | $43 \%$ | $66 \%$ | $43 \%$ | $42 \%$ | 28\% | 48\% <br> BL.BM | 26\% | $13 \%$ |
| Not have an impact on prices at either | 4\% | $\begin{gathered} \quad 8 \% \\ \text { BD.BJ } \end{gathered}$ |  | : | - | $4 \%$ | 3\% | 5\% | $3 \%$ |  |
| Don't know | 22\% | $\begin{gathered} \text { 17\% } \\ \text { BD } \end{gathered}$ | $8 \%$ | 20\% |  | $31 \%$ | $\begin{gathered} 33 \% \\ \text { BD.BE.BF } \end{gathered}$ | 16\% | $\begin{gathered} 33 \% \\ B K \end{gathered}$ | $\begin{aligned} & 46 \% \\ & B K^{*} \end{aligned}$ |

