



Tariffs and Household Goods
Fieldwork Dates: 3rd - 4th June 2019

Conducted by YouGov
On behalf of YouGov Realtime

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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't expire and respondents can be sent to any available survey. The responding sample is weighted to the profile of the sample definition to provide a representative reporting sample. The profile is normally derived from census data or, if not available from the census, from industry accepted data.

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 information about the results in this spreadsheet, please contact YouGov Plc +1 888.729.0773 or email omnibus.us@yougov.com quoting the survey details

EDITOR'S NOTES - all press releases should contain the following information

All 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.

- YouGov is registered with the Information Commissioner
- YouGov is a member of the British Polling Council

Any percentages calculated on bases fewer than 50 respondents must not be reported as they do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.

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 US_nat_internal Sample: 3rd - 4th June 2019



Total	Gender		Generation							Region				
	Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White
	A	B	C	D	E	F	G	H	I	J	K	L	M	N

BYT_Q1. Would you notice if prices rose on things that you 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%	86%	92%	89%	-	-	83%	87%	86%	87%	88%
				**		D	D.E	D*	**	**					P
No, I would not notice	8%	7%	9%	3%	13%	8%	5%	2%	-	-	11%	7%	8%	8%	7%
				**	F.G			*	**	**					
Don't know	6%	7%	6%	-	10%	6%	3%	9%	-	-	6%	6%	7%	6%	5%
				**	F			F*	**	**					

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	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%	41%	44%	-	-	38%	40%	32%	35%	38%
				**			D.E	D*	**	**					Q
I would look for a less expensive option	48%	45%	51%	69%	49%	50%	46%	44%	-	-	44%	46%	50%	48%	47%
				**	A		*	*	**	**					
I would stop buying this product	5%	6%	5%	5%	8%	7%	3%	1%	-	-	7%	5%	6%	5%	5%
				**	F	F		*	**	**					
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%	-	9%	3%	5%	8%	-	-	7%	3%	7%	7%	5%
				**	E		*	*	**	**					

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 and pay more	27%	25%	30%	9%	24%	25%	32%	35%	-	-	27%	28%	28%	26%	29%
				**			D	*	**	**					Q
I would look for a less expensive option	54%	54%	54%	84%	49%	58%	55%	48%	-	-	52%	51%	58%	50%	54%
				**	D		*	*	**	**					
I would stop buying this product	6%	8%	5%	5%	8%	7%	5%	3%	-	-	5%	5%	5%	11%	5%
				**			*	*	**	**				J.L	
Don't know	7%	8%	6%	2%	11%	7%	4%	8%	-	-	10%	10%	5%	7%	5%
				**	F		*	*	**	**	L	L			
Not applicable - I don't currently buy this product	6%	6%	5%	-	8%	4%	5%	7%	-	-	7%	6%	5%	6%	6%
				**	E		*	*	**	**					

BYT_Q2_3. Rice

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%	26%	19%
				**			*	*	**	**					K
I would look for a less expensive option	50%	51%	49%	76%	46%	54%	50%	43%	-	-	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%	-	-	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%

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Total	Race			Education				Marital Status					Children unde	
	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	Yes
	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB

BYT_Q1. Would you notice if prices rose on things that you 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%	88%	92%	91%	81%	82%	77%	87%
				*					Z	**	Z	*		**	
No, I would not notice	8%	9%	15%	8%	10%	8%	8%	3%	7%	-	4%	12%	11%	-	8%
			N	*	U					**		*	X	**	
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%	39%	32%	35%	30%	31%	36%	33%
				*					Z	**		*		**	
I would look for a less expensive option	48%	46%	48%	59%	45%	53%	47%	48%	47%	59%	47%	48%	50%	41%	50%
				*		R				**		*		**	
I would stop buying this product	5%	5%	9%	8%	6%	6%	4%	6%	7%	-	3%	2%	4%	13%	11%
			N	*						**		*		**	AC
Don't know	6%	11%	2%	4%	8%	4%	5%	4%	4%	3%	8%	4%	7%	8%	3%
		N.P	*	S						**		*		**	
Not applicable - I don't currently buy this product	6%	7%	11%	6%	7%	4%	7%	6%	3%	5%	7%	16%	9%	2%	3%
			N	*						**		V*	V	**	

BYT_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%	36%	32%	13%	30%	26%	22%	15%	27%
				*				S	Z	**		*		**	
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%	8%	8%	8%
				*						**		*	V	**	
Don't know	7%	15%	5%	13%	9%	7%	5%	6%	5%	5%	6%	-	12%	4%	2%
		N.P	*	N*						**		*	V.Y	**	
Not applicable - I don't currently buy this product	6%	4%	6%	2%	4%	6%	8%	6%	4%	3%	6%	20%	6%	6%	3%
			*	*						**		V.X.Z*		**	

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%	28%	31%	21%	20%	23%	23%	25%	24%	16%	20%	14%	24%	1%	27%
		N	N	*						**		*		**	
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%	13%	8%	4%	11%	5%	5%	7%	7%	-	12%	2%	8%	8%	6%
		N.Q	*	S.T						**		*		**	
Not applicable - I don't currently buy this product	12%	8%	5%	10%	14%	11%	9%	15%	9%	13%	15%	38%	13%	8%	7%

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Total	Under the age of 18		Income					Type of Area Lived in				Political Party			
	No	Under \$30k	\$30,000 to \$49,999	\$50,000 to \$99,999	\$100k+	Prefer not to say	Urban	Suburban/Town	Rural	Other	Democrat	Republican	Independent	Other	
	AC	AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM	AN	AO	AP	

BYT_Q1. Would you notice if prices rose on things 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%
			AH	AH	AH	AD,AH	*				**	AQ	AQ	AQ	AQ*
No, I would not notice	8%	8%	10%	9%	8%	5%	8%	8%	9%	7%	-	7%	7%	8%	10%
							*				**				*
Don't know	6%	7%	6%	5%	2%	3%	20%	6%	6%	8%	-	5%	5%	6%	1%
							AD,AE,AF,AG*				**				*

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	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	35%	35%	31%	41%	38%	42%	22%	32%	38%	33%	57%	40%	36%	33%	34%
				AD,AH	AH	AD,AH	*				**	AQ			*
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%	7%	3%	4%	2%	10%	6%	5%	6%	12%	5%	4%	8%	8%
			AG				AE,AF,AG*				**				*
Not applicable - I don't currently buy this product	6%	7%	6%	6%	3%	2%	16%	9%	4%	5%	-	5%	6%	5%	2%
							AD,AE,AF,AG*	AJ			**				*

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 and pay more	27%	27%	24%	28%	32%	31%	21%	28%	27%	24%	40%	31%	28%	23%	24%
					AD,AH		*				**	AO			*
I would look for a less expensive option	54%	52%	59%	52%	53%	54%	47%	51%	54%	60%	32%	54%	57%	53%	56%
			AH				*				**				*
I would stop buying this product	6%	6%	6%	7%	5%	6%	6%	9%	6%	1%	-	4%	5%	8%	8%
							*	AK	AK		**				*
Don't know	7%	8%	8%	8%	4%	3%	14%	7%	7%	7%	27%	6%	5%	9%	4%
			AB				AF,AG*				**				*
Not applicable - I don't currently buy this product	6%	6%	3%	5%	6%	5%	12%	5%	5%	8%	-	5%	6%	7%	8%
							AD,AE,AF*				**				*

BYT_Q2_3. Rice

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%	25%	22%	16%	48%	25%	20%	18%	21%
							*	AK			**	AO			*
I would look for a less expensive option	50%	50%	48%	48%	54%	59%	38%	46%	51%	54%	29%	49%	53%	51%	48%
					AH	AD,AH	*				**				*
I would stop buying this product	8%	8%	10%	6%	8%	8%	10%	11%	8%	4%	-	9%	7%	9%	6%
							*	AK			**				*
Don't know	8%	8%	9%	7%	5%	4%	13%	6%	7%	10%	12%	5%	8%	10%	11%
							AF,AG*				**			AM	*
Not applicable - I don't currently buy this product	12%	14%	12%	15%	10%	9%	18%	12%	12%	16%	10%	12%	12%	11%	14%

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Total	Political Viewpoint									2012 Presidential Vote				
	Not sure	Very liberal	Liberal	Moderate	Conservative	Very conservative	Not sure	NET: Liberal	NET: Conservative	Barack Obama	Mitt Romney	Other candidate	I did not vote	Hillary Clinton
	AQ	AR	AS	AT	AU	AV	AW	AX	AY	AZ	BA	BB	BC	BD

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%	15%	6%	7%	9%	7%	8%	12%	7%	7%	6%	7%	6%	10%	7%
		AM,AN*						*					**		
Don't know	6%	16%	5%	4%	4%	3%	3%	20%	4%	3%	6%	4%	27%	8%	4%
		AM,AN,AO,AP*						AR,AS,AT,AU,AV,AX,AY*					**	BA	

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%	42%	35%	39%	35%	26%	38%	37%	39%	36%	42%	31%	37%
		*		AW		AW		*	AR,AW	AW	BC		**		
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%	9%	3%	5%	5%	4%	9%	6%	5%	6%	4%	7%	6%	6%
		*	AS,AX					*					**		
Not applicable - I don't currently buy this product	6%	15%	6%	6%	6%	3%	4%	12%	6%	3%	5%	5%	3%	8%	6%
		AM,AN,AO*						AU,AV,AY*					**		

BYT_Q2_2. Bread

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%	35%	32%	24%	24%	31%	22%	33%	27%	31%	29%	23%	23%	33%
		*	AT,AU,AW					*	AT,AU,AW		BC		**		BJ
I would look for a less expensive option	54%	48%	50%	50%	56%	62%	55%	47%	50%	59%	50%	59%	51%	55%	51%
		*				AR,AS,AW,AX		*		AW,AX		AZ	**		
I would stop buying this product	6%	11%	3%	4%	8%	6%	7%	8%	4%	6%	7%	4%	5%	7%	5%
		AM*		AX				*					**		
Don't know	7%	13%	6%	7%	5%	4%	4%	18%	7%	4%	6%	4%	8%	10%	6%
		AM,AN*						AR,AS,AT,AU,AV,AX,AY*					**	BA	
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	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	22%	27%	25%	25%	22%	17%	25%	20%	25%	21%	26%	20%	20%	19%	25%
		*						*			BC		**		BE
I would look for a less expensive option	50%	43%	51%	51%	45%	54%	54%	48%	51%	54%	47%	54%	40%	50%	50%
		*						*		AT		AZ	**		
I would stop buying this product	8%	9%	7%	7%	12%	9%	4%	8%	7%	7%	8%	7%	17%	9%	7%
		*		AV,AY				*					**		
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
Tariffs and Household Goods
 US_nat_internal Sample: 3rd - 4th June 2019



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
	BE	BF	BG	BH	BI	BJ	BK	BL	BM

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%	91%	93%	96%	100%	79%	80%	90%	80%	65%
		BJ	*	**	**	**		BL, BM		*
No, I would not notice	8%	6%	3%	4%	-	7%	11%	6%	11%	15%
		*	**	**	**	**				*
Don't know	6%	3%	4%	-	-	14%	10%	4%	9%	20%
		*	**	**	**	**	BD, BE		BK	BK*

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%	7%	5%	5%	15%
		*	**	**	**	**	BD			BK*
Don't know	6%	4%	5%	10%	-	16%	6%	6%	6%	4%
		*	**	**	**	**				*
Not applicable - I don't currently buy this product	6%	3%	7%	16%	-	-	8%	5%	8%	11%
		*	**	**	**	**	BE			*

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%	59%	58%	67%	37%	53%	52%	56%	53%	43%
		BD	*	**	**	**				*
I would stop buying this product	6%	6%	7%	5%	-	2%	8%	5%	9%	9%
		*	**	**	**	**				*
Don't know	7%	3%	2%	10%	-	12%	10%	5%	10%	20%
		*	**	**	**	**	BE		BK	BK*
Not applicable - I don't currently buy this product	6%	4%	11%	8%	42%	13%	6%	6%	4%	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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Total	Gender		Generation							Region				White
	Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	

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%	30%
I would look for a less expensive option	59%	59%	59%	73%	57%	56%	62%	63%	-	-	56%	59%	61%	58%	60%
I would stop buying this product	5%	6%	3%	7%	7%	4%	3%	2%	-	-	4%	2%	5%	6%	3%
Don't know	5%	5%	5%	2%	5%	6%	5%	3%	-	-	7%	7%	3%	4%	4%
Not applicable - I don't currently buy this product	3%	4%	2%	6%	7%	2%	1%	-	-	4%	1%	3%	5%	2%	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%	35%	23%	31%	28%	23%	-	-	24%	33%	26%	26%	28%
I would look for a less expensive option	55%	57%	54%	51%	51%	52%	59%	70%	-	-	54%	54%	56%	56%	58%
I would stop buying this product	3%	3%	4%	-	6%	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%	12%	6%	6%	2%	-	-	11%	4%	7%	11%	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%	37%	-	-	25%	24%	24%	26%	27%
I would look for a less expensive option	57%	55%	58%	78%	50%	58%	61%	55%	-	-	53%	57%	60%	53%	57%
I would stop buying this product	5%	7%	4%	-	8%	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%	-	13%	5%	4%	4%	-	-	10%	4%	6%	9%	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	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%	11%	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%	53%	48%	47%	53%	47%	-	-	38%	50%	54%	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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Total	Race			Education				Marital Status					Children unde
	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

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%	30%	27%	10%	27%	27%	27%	34%	32%	21%	22%	25%	26%	27%	31%
		Q	Q	*						**		*		**	
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%	9%	13%	5%	6%	3%	2%	5%	-	5%	-	4%	7%	8%
			N	N.O*						**		*		**	AC
Don't know	5%	10%	5%	4%	6%	4%	3%	4%	5%	5%	4%	4%	6%	-	3%
		N		*						**		*		**	
Not applicable - I don't currently buy this product	3%	6%	4%	7%	4%	3%	3%	5%	1%	-	2%	8%	7%	-	2%
			N*							**		V*	V.X	**	

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%	38%	22%	31%	27%	21%	30%
				*						**		*		**	
I would look for a less expensive option	55%	48%	53%	49%	51%	56%	59%	61%	61%	54%	52%	50%	50%	53%	55%
				*					Z	**		*		**	
I would stop buying this product	3%	3%	7%	3%	4%	4%	2%	4%	4%	-	4%	5%	2%	7%	5%
			N	*						**		*		**	
Don't know	7%	12%	6%	8%	9%	5%	4%	5%	5%	5%	8%	2%	9%	2%	5%
		N		*						**		*		**	
Not applicable - I don't currently buy this product	8%	11%	8%	15%	10%	8%	6%	4%	2%	3%	13%	13%	13%	17%	4%
			N*							**	V	V*	V	**	

BYT_Q2_6. Butter

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%	59%	68%	52%	63%	51%	71%	61%
				*					Z	**		*		**	
I would stop buying this product	5%	4%	11%	6%	5%	6%	4%	6%	5%	-	6%	4%	6%	7%	8%
			N.O	*						**		*		**	AC
Don't know	6%	14%	5%	9%	8%	7%	3%	4%	5%	8%	8%	3%	9%	-	4%
		N.P		*	T					**		*	V	**	
Not applicable - I don't currently buy this product	7%	6%	9%	12%	5%	7%	8%	10%	3%	-	6%	10%	12%	9%	3%
			*							**		V*	V	**	

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	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 groceries	17%	17%	20%	14%	18%	15%	15%	26%	20%	21%	18%	20%	14%	10%	20%
				*				S.T	Z	**		*		**	
I would still shop at my usual store(s) but look for cheaper groceries	49%	48%	44%	57%	48%	52%	53%	38%	51%	52%	50%	47%	47%	49%	48%
				*		U	U			**		*		**	
I would occasionally shop at new store(s) to look for cheaper groceries	22%	18%	18%	18%	21%	20%	25%	25%	21%	16%	24%	23%	23%	30%	22%

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Total	r the age of 18		Income				Type of Area Lived in				Political Party			
	No	Under \$30k	\$30,000 to \$49,999	\$50,000 to \$99,999	\$100k+	Prefer not to say	Urban	Suburban/Town	Rural	Other	Democrat	Republican	Independent	Other

BYT_Q2_4. Toilet paper

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%
I would look for a less expensive option	59%	60%	60%	56%	60%	61%	59%	55%	60%	63%	60%	56%	60%	63%	75%
I would stop buying this product	5%	4%	6%	6%	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%	5%	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%	30%	25%	20%	29%	27%	23%	11%	28%	27%	26%	36%
I would look for a less expensive option	55%	55%	46%	58%	58%	66%	55%	47%	59%	60%	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%	10%	6%	5%	11%	-	5%	7%	6%	7%
Not applicable - I don't currently buy this product	8%	9%	16%	4%	3%	3%	11%	14%	5%	4%	-	10%	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%	58%	61%	54%	56%	64%
I would stop buying this product	5%	5%	6%	5%	3%	7%	7%	7%	5%	4%	-	3%	7%	6%	10%
Don't know	6%	7%	8%	8%	3%	3%	11%	6%	6%	9%	12%	5%	6%	8%	6%
Not applicable - I don't currently buy this product	7%	8%	7%	7%	6%	3%	13%	10%	5%	7%	-	6%	4%	6%	9%

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	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 groceries	17%	16%	17%	15%	18%	25%	10%	18%	17%	17%	10%	21%	19%	15%	10%
I would still shop at my usual store(s) but look for cheaper groceries	49%	50%	49%	49%	55%	46%	42%	49%	50%	47%	37%	47%	52%	51%	51%
I would occasionally shop at new store(s) to look for cheaper groceries	22%	22%	22%	27%	20%	21%	20%	20%	23%	23%	42%	24%	20%	24%	25%

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 US_nat_internal Sample: 3rd - 4th June 2019



Total	Political Viewpoint									2012 Presidential Vote				
	Not sure	Very liberal	Liberal	Moderate	Conservative	Very conservative	Not sure	NET: Liberal	NET: Conservative	Barack Obama	Mitt Romney	Other candidate	I did not vote	Hillary Clinton

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 and pay more	28%	24%	34%	34%	26%	28%	26%	24%	34%	27%	33%	29%	38%	23%	33%
		*						*	AT		BC		**		BJ
I would look for a less expensive option	59%	52%	54%	59%	61%	65%	64%	50%	57%	64%	56%	65%	44%	59%	59%
		*				AW	AW	*		AR,AW		AZ	**		
I would stop buying this product	5%	7%	3%	3%	7%	2%	4%	6%	3%	3%	5%	2%	-	6%	3%
		*			AU,AX,AY			*					**	BA	
Don't know	5%	6%	6%	2%	4%	5%	3%	9%	4%	4%	4%	4%	18%	6%	4%
		*						AS*					**		
Not applicable - I don't currently buy this product	3%	10%	2%	1%	2%	1%	2%	11%	2%	2%	2%	1%	-	6%	1%
		AM,AN*						AR,AS,AT,AU,AV,AX,AY*					**	AZ,BA	

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%	29%	30%	26%	28%	29%	27%	25%
		*						*	AR				**		
I would look for a less expensive option	55%	47%	51%	55%	58%	56%	63%	46%	53%	59%	58%	63%	48%	49%	60%
		*					AR,AW	*		AW	BC	BC	**		BJ
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%	8%	3%	6%	5%	5%	13%	5%	5%	6%	4%	13%	8%	6%
		*	AS,AX					AS,AT,AU,AV,AX,AY*	AS				**	BA	BE
Not applicable - I don't currently buy this product	8%	14%	14%	8%	8%	4%	2%	12%	10%	3%	7%	2%	8%	12%	8%
		AN,AO*	AU,AV,AY	AV	AV,AY			AU,AV,AY*	AU,AV,AY		BA		**	BA	BE

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%	31%	19%	21%	25%
		*						*				BC	**		
I would look for a less expensive option	57%	49%	55%	62%	56%	63%	54%	49%	58%	59%	58%	58%	50%	55%	59%
		*				AW		*					**		
I would stop buying this product	5%	5%	2%	4%	7%	4%	8%	5%	3%	6%	5%	5%	5%	5%	5%
		*			AR,AX		AR,AX	*					**		
Don't know	6%	8%	7%	3%	6%	6%	4%	13%	5%	5%	6%	3%	15%	8%	4%
		*						AS,AT,AU,AV,AX,AY*					**	BA	
Not applicable - I don't currently buy this product	7%	18%	10%	7%	6%	3%	4%	13%	8%	4%	5%	3%	10%	11%	6%
		AM,AN,AO*	AU,AY					AT,AU,AV,AY*	AU,AY				**	AZ,BA	

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%	22%	12%	14%	17%
		*						*				BC	**		
I would still shop at my usual store(s) but look for cheaper groceries	49%	46%	46%	43%	53%	53%	56%	42%	44%	54%	46%	48%	41%	53%	49%
		*			AS,AW,AX		AS,AW,AX	*		AS,AW,AX			**		
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%

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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	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	28%	30%	24%	4%	18%	46%	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%	-	-	-	-	7%	3%	9%	9%
			*	**	**	**	BD, BE		BK	*
Don't know	5%	3%	2%	10%	-	12%	6%	4%	6%	10%
			*	**	**	**				*
Not applicable - I don't currently buy this product	3%	0%	4%	-	25%	-	6%	1%	5%	13%
			BE*	**	**	**	BD, BE		BK	BK*

BYT_Q2_5. Gasoline

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%	29%	29%	-	37%	24%	28%	27%	24%	37%
			*	**	**	**				*
I would look for a less expensive option	55%	62%	62%	77%	38%	61%	48%	59%	50%	36%
			BJ	*	**	**		BM		*
I would stop buying this product	3%	3%	2%	-	-	4%	5%	3%	4%	10%
			*	**	**	**	BD			BK*
Don't know	7%	3%	5%	4%	25%	7%	9%	5%	10%	9%
			*	**	**	**	BE		BK	*
Not applicable - I don't currently buy this product	8%	3%	2%	19%	-	4%	11%	6%	12%	9%
			*	**	**	**	BE		BK	*

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%	43%	41%	22%	27%	21%	23%
			*	**	**	**				*
I would look for a less expensive option	57%	59%	62%	55%	57%	44%	53%	58%	58%	32%
			*	**	**	**		BM	BM	*
I would stop buying this product	5%	6%	5%	6%	-	-	6%	5%	6%	9%
			*	**	**	**				*
Don't know	6%	4%	2%	10%	-	15%	9%	5%	6%	21%
			*	**	**	**	BD, BE			BK, BL*
Not applicable - I don't currently buy this product	7%	4%	5%	8%	-	-	9%	5%	9%	16%
			*	**	**	**	BE			BK*

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%	13%
			*	**	**	**				*
I would still shop at my usual store(s) but look for cheaper groceries	49%	49%	57%	42%	43%	46%	50%	49%	48%	53%
			*	**	**	**				*
I would occasionally shop at new store(s) to look for cheaper groceries	22%	23%	21%	39%	57%	21%	20%	23%	21%	15%

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	Gender		Generation							Region						
	Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White		
I would change the stores that I shop at entirely	5%	4%	5%	**	5%	6%	4%	1%	**	**	M	7%	4%	4%	6%	5%
Don't know	7%	8%	5%	11%	11%	6%	3%	2%	-	-	8%	5%	6%	7%	5%	5%

BYT_Q4. Which of the following best describes how your shopping habits for clothing 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 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%	44%	36%	31%	34%	23%	-	-	33%	33%	38%	26%	32%
I would occasionally shop at a new store(s) to look for cheaper products		26%	24%	27%	27%	23%	25%	27%	35%	-	-	31%	23%	23%	29%	27%
I would change the stores that I shop at entirely		15%	14%	16%	7%	14%	17%	15%	10%	-	-	15%	16%	15%	12%	16%
Don't know		13%	15%	12%	9%	14%	13%	13%	13%	-	-	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%	40%	34%	-	-	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	-	-	213	242	512	260	819
Have a bigger impact on prices at online stores		14%	13%	14%	36%	19%	14%	8%	8%	-	-	10%	12%	16%	14%	11%
Have a bigger impact on prices at brick and mortar retailers		20%	21%	19%	29%	25%	19%	17%	11%	-	-	20%	21%	20%	19%	20%
Have an equal impact on prices at both both		40%	39%	41%	21%	28%	36%	52%	60%	-	-	42%	41%	39%	40%	45%
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%	26%	25%	18%	17%	-	-	24%	22%	21%	25%	21%

Cell Contents (Column Percentages, Statistical Test Results), Statistics (Column Proportions, (95%): A/B, C/D/E/F/G/H/I, J/K/L/M, N/O/P/Q, R/S/T/U, V/W/X/Y/Z/AA, AB/AC, AD/AE/AF/AG/AH, AI/AJ/AK/AL, AM/AN/AO/AP/AQ, AR/AS/AT/AU/AV/AW/AX/AY, A

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	Total	Race			Education				Marital Status					Children unde	
		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	Yes
				*					**		*		**		
I would change the stores that I shop at entirely	5%	5%	7%	5%	4%	6%	4%	5%	4%	7%	6%	2%	5%	5%	6%
Don't know	7%	13%	11%	6%	8%	7%	3%	6%	4%	5%	2%	8%	11%	7%	5%
		N	N	*	T	T				**		*	V.X	**	

BYT_Q4. Which of the following best describes how your shopping habits for clothing would be 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%	20%	15%	15%	13%	9%	16%	15%	22%	13%	12%	11%	6%	18%
			N	*	T					**		*		**	AC
I would still shop at from my usual store(s) but look for cheaper products	33%	39%	36%	32%	36%	34%	29%	27%	34%	26%	34%	30%	34%	29%	37%
				*						**		*		**	
I would occasionally shop at a new store(s) to look for cheaper products	26%	17%	22%	33%	20%	26%	33%	34%	25%	23%	31%	28%	23%	31%	25%
				O*			R	R		**		*		**	
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%	16%	16%	6%
				*						**		*	V	**	

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%	31%	18%	22%	29%	19%	17%	22%	14%	28%
			N	*			R.S.U			**		*		**	AC
No, I still plan to purchase everything I had been	44%	39%	44%	47%	42%	48%	45%	43%	48%	58%	30%	33%	45%	47%	48%
				*					X	**		*	X	**	
Don't know	34%	34%	31%	29%	39%	33%	25%	39%	30%	14%	51%	49%	33%	39%	25%
				*	T			T		**	V.Z	V*		**	

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%	18%	20%	23%	17%	10%	13%	13%	13%	13%	11%	9%	17%	11%	21%
			N	N*	S					**		*		**	AC
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%	25%
				*						**		*		**	AC
Have an equal impact on prices at both both	40%	29%	33%	29%	34%	40%	48%	48%	43%	39%	46%	51%	34%	31%	30%
				*			R	R	Z	**	Z	*		**	
Not have an impact on prices at either	4%	5%	3%	6%	5%	4%	4%	1%	5%	4%	5%	2%	2%	-	3%
				*					Z	**		*		**	
Don't know	22%	28%	29%	16%	27%	22%	13%	19%	17%	21%	25%	18%	27%	34%	21%
				*	T	T				**		*	V	**	

Cell Contents (CZ/BA/BB/BC, BD/BE/BF/BG/BH/BI/BJ, BK/BL/BM, Minimum Base: 30 (**), Small Base: 100 (*))

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Total	r the age of 18		Income				Type of Area Lived in				Political Party			
	No	Under \$30k	\$30,000 to \$49,999	\$50,000 to \$99,999	\$100k+	Prefer not to say	Urban	Suburban/Town	Rural	Other	Democrat	Republican	Independent	Other
						*					**			*
I would change the stores that I shop at entirely	5%	5%	5%	4%	3%	6%	4%	6%	4%	**	4%	5%	5%	8%
Don't know	7%	7%	6%	3%	3%	4%	8%	5%	9%	11%	4%	4%	6%	7%
						AD.AE.AF.AG*				**				*

BYT_Q4. Which of the following best describes how your shopping habits for clothing would be 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%	**	35%	28%	31%
I would occasionally shop at a new store(s) to look for cheaper products		26%	26%	22%	33%	25%	28%	21%	25%	28%	20%	69%	26%	25%	30%	26%
I would change the stores that I shop at entirely		15%	15%	18%	10%	15%	16%	11%	11%	16%	17%	-	13%	15%	17%	21%
Don't know		13%	15%	15%	11%	8%	11%	26%	15%	11%	15%	-	10%	8%	13%	17%
			AB	AF				AD.AE.AF.AG*				**				*

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%	27%	20%	18%	28%	18%	16%	50%	26%	17%	21%	20%
No, I still plan to purchase everything I had been		44%	44%	41%	46%	50%	47%	38%	37%	51%	44%	20%	37%	57%	46%	35%
Don't know		34%	37%	41%	33%	23%	33%	44%	36%	31%	40%	30%	37%	26%	33%	45%
			AB	AF	AF		AF	AF*			AJ	**	AN	AM.AO.AP.AQ	AM	AN*

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%	18%	15%	14%	12%	4%	18%	11%	13%	-	15%	15%	10%	15%
Have a bigger impact on prices at brick and mortar retailers		20%	19%	14%	21%	23%	21%	24%	21%	19%	20%	27%	18%	24%	22%	17%
Have an equal impact on prices at both both		40%	43%	39%	40%	41%	51%	28%	35%	43%	41%	63%	48%	36%	41%	36%
Not have an impact on prices at either		4%	4%	5%	4%	4%	3%	2%	3%	4%	4%	-	3%	6%	4%	5%
Don't know		22%	23%	24%	20%	17%	13%	42%	24%	22%	21%	10%	15%	19%	23%	27%
				AG				AD.AE.AF.AG*				**			AM	*

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Total	Political Viewpoint									2012 Presidential Vote				
	Not sure	Very liberal	Liberal	Moderate	Conservative	Very conservative	Not sure	NET: Liberal	NET: Conservative	Barack Obama	Mitt Romney	Other candidate	I did not vote	Hillary Clinton
I would change the stores that I shop at entirely	5%	6%	3%	7%	4%	3%	5%	4%	4%	5%	5%	11%	4%	5%
Don't know	7%	7%	3%	4%	2%	3%	22%	5%	2%	5%	2%	13%	10%	4%
	*		AV.AW.AY				*	AV.AW.AY				**		
	*						*					**		
	AM.AN.AO*	AU.AY					AR.AS.AT.AU.AV.AX.AY*					**	AZ.BA	

BYT_Q4. Which of the following best describes how your shopping habits for clothing 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 products	13%	12%	13%	11%	11%	17%	14%	15%	12%	16%	15%	17%	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%	30%	38%	32%
I would occasionally shop at a new store(s) to look for cheaper products	26%	17%	29%	34%	28%	23%	29%	10%	32%	26%	31%	26%	24%	21%	30%
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%	32%	13%	10%	10%	8%	7%	32%	11%	8%	12%	9%	5%	17%	10%
		AM.AN.AO*						AR.AS.AT.AU.AV.AX.AY*					**	BA	

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%	28%	27%	19%	11%	11%	28%	15%	30%	11%	15%	19%	34%
No, I still plan to purchase everything I had been	44%	38%	31%	33%	42%	57%	68%	35%	32%	62%	34%	64%	51%	43%	29%
Don't know	34%	45%	40%	39%	32%	24%	21%	54%	39%	23%	36%	25%	34%	38%	37%
		AN*	AU.AV.AY	AU.AV.AY	AV.AY			AR.AS.AT.AU.AV.AX	AU.AV.AY		BA		**	BA	BE

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%	17%	11%	12%	15%	12%	11%	12%	11%	8%	17%	9%
Have a bigger impact on prices at brick and mortar retailers	20%	14%	19%	19%	21%	25%	21%	13%	19%	23%	22%	20%	19%	18%	22%
Have an equal impact on prices at both both	40%	22%	53%	52%	41%	43%	37%	17%	53%	40%	49%	45%	56%	29%	57%
Not have an impact on prices at either	4%	2%	1%	0%	4%	4%	10%	4%	1%	7%	4%	7%	-	3%	2%
Don't know	22%	47%	17%	15%	17%	17%	21%	51%	16%	18%	13%	17%	18%	33%	11%
		AM.AN.AO*						AR.AS.AT.AU.AV.AX.AY*					**	AZ.BA	

Cell Contents (C)

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	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
		*	**	**	**	**			*	
I would change the stores that I shop at entirely	5%	6%	3%	14%	-	4%	4%	6%	3%	3%
Don't know	7%	2%	-	-	-	11%	11%	4%	11%	17%
		*	**	**	**	**	BD.BE		BK	BK*

BYT_Q4. Which of the following best describes how your shopping habits for clothing 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 products		13%	17%	16%	9%	-	15%	12%	13%	14%	10%
			BD	*	**	**	**				*
I would still shop at from my usual store(s) but look for cheaper products		33%	32%	22%	19%	40%	23%	36%	32%	35%	38%
			*	**	**	**	**				*
I would occasionally shop at a new store(s) to look for cheaper products		26%	27%	31%	43%	35%	30%	21%	28%	22%	15%
			*	**	**	**	**				*
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%	18%	10%	16%	31%
			*	**	**	**	**	BD.BE		BK	BK*

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%	34%	36%	-	12%	17%	23%	16%	20%
				BE.BJ*	**	**	**		BL		*
No, I still plan to purchase everything I had been		44%	62%	39%	26%	83%	49%	43%	45%	46%	30%
			BD.BF.BJ	*	**	**	**	BD			*
Don't know		34%	24%	27%	39%	17%	39%	40%	31%	39%	50%
			*	**	**	**	**	BE			BK*

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	5	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%	18%	11%	20%	18%
				*	**	**	**	BD.BE		BK	*
Have a bigger impact on prices at brick and mortar retailers		20%	22%	34%	3%	57%	16%	18%	20%	18%	23%
				BJ*	**	**	**				*
Have an equal impact on prices at both both		40%	41%	43%	66%	43%	42%	28%	48%	26%	13%
			BJ	*	**	**	**		BL.BM		*
Not have an impact on prices at either		4%	8%	-	-	-	4%	3%	5%	3%	-
			BD.BJ	*	**	**	**				*
Don't know		22%	17%	8%	20%	-	31%	33%	16%	33%	46%
			BD	*	**	**	**	BD.BE.BF		BK	BK*