

YouGov Survey: Tariffs



Sample 1152 U.S. adult citizens
Conducted April 10 - 14, 2025
Margin of Error ±3.8%

1. Do you think that tariffs imposed by Donald Trump will increase or decrease the prices you pay for things that you buy?

Increase a lot	49%
Increase slightly	26%
No effect	9%
Decrease slightly	4%
Decrease a lot	3%
Not sure	9%

2. Which of the following is closest to how long you think tariff-related price increases on things you buy will last?

A month or less	3%
Through the summer	9%
Until the end of the year	8%
Into 2026	20%
Longer	23%
Not asked - doesn't expect prices to increase	15%
Not sure	22%

3. Have you changed any of your purchasing behaviors as a result of tariffs imposed by Donald Trump?

Yes, I have	23%
Not yet, but I plan to	29%
No, and I don't plan to	34%
Not sure	14%

4. Have you made any purchases as a result of tariffs imposed by Donald Trump?

Yes, I have	15%
Not yet, but I plan to	19%
No, and I don't plan to	50%
Not sure	16%

5. Have you delayed any purchases as a result of tariffs imposed by Donald Trump?

Yes, I have	21%
Not yet, but I plan to	18%
No, and I don't plan to	47%
Not sure	14%

6. Have you done the following in your purchasing behavior as a result of recent tariffs imposed by Donald Trump?

	Yes	No	Not sure
Closely monitored prices	58%	34%	8%
Cut back on non-essential spending	53%	39%	7%
Reduced the amount you're buying overall	47%	45%	8%
Switched to lower-cost products	42%	48%	10%
Delayed making a major purchase	37%	53%	10%
Stocked up on items in advance	29%	63%	8%
Cancelled plans to make a major purchase	29%	60%	12%
Switched to domestic products	28%	55%	17%

Interviewing Dates	April 10 - 14, 2025
Target population	U.S. Citizens, aged 18 and over.
Sampling method	Respondents were selected from YouGov's opt-in panel to be representative of adult U.S. citizens.
Weighting	The sample was weighted according to gender, age, race, education, 2024 presidential vote, 2020 election turnout and presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. 2024 presidential vote, at time of weighting was estimated to be 48% Harris and 50% Trump. Baseline party identification is the respondent's most recent answer given around November 8, 2024, and is weighted to the estimated distribution at that time (31% Democratic, 32% Republican). The weights range from 0.051 to 5.044, with a mean of one and a standard deviation of 0.85.
Number of respondents	1152
Margin of error	± 3.8% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	105 questions not reported.

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1. New Tariffs Increase or Decrease Prices

Do you think that tariffs imposed by Donald Trump will increase or decrease the prices you pay for things that you buy?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Increase a lot	49%	42%	56%	42%	47%	51%	56%	47%	57%	47%	*
Increase slightly	26%	32%	21%	26%	28%	27%	24%	29%	24%	21%	*
No effect	9%	11%	7%	15%	7%	7%	8%	10%	9%	8%	*
Decrease slightly	4%	3%	4%	2%	5%	3%	5%	3%	1%	8%	*
Decrease a lot	3%	3%	2%	1%	3%	4%	1%	3%	2%	2%	*
Not sure	9%	9%	9%	13%	10%	8%	6%	9%	6%	14%	*
Totals	100%	100%	99%	99%	100%	100%	100%	101%	99%	100%	*
Unweighted N	(1,150)	(525)	(625)	(266)	(191)	(394)	(299)	(777)	(136)	(144)	(93)

	Party ID				2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Increase a lot	49%	81%	50%	17%	83%	17%	51%	52%	45%	47%	48%	47%	56%
Increase slightly	26%	10%	21%	49%	11%	42%	22%	27%	34%	27%	28%	25%	27%
No effect	9%	4%	10%	13%	2%	15%	8%	10%	11%	10%	8%	9%	9%
Decrease slightly	4%	1%	3%	7%	0%	9%	4%	4%	4%	5%	3%	4%	3%
Decrease a lot	3%	1%	1%	5%	1%	4%	4%	1%	2%	3%	3%	3%	1%
Not sure	9%	3%	14%	9%	3%	12%	12%	7%	6%	8%	10%	12%	4%
Totals	100%	100%	99%	100%	100%	99%	101%	101%	102%	100%	100%	100%	100%
Unweighted N	(1,150)	(395)	(434)	(321)	(463)	(410)	(410)	(337)	(276)	(195)	(236)	(441)	(278)

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2. How Long Tariffs Will Increase Prices

Which of the following is closest to how long you think tariff-related price increases on things you buy will last?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
A month or less	3%	3%	3%	5%	1%	3%	4%	4%	0%	0%	*
Through the summer	9%	10%	7%	10%	7%	8%	10%	8%	6%	16%	*
Until the end of the year	8%	9%	8%	9%	10%	7%	7%	8%	10%	13%	*
Into 2026	20%	20%	20%	15%	18%	21%	24%	21%	26%	15%	*
Longer	23%	21%	24%	18%	24%	24%	24%	23%	17%	20%	*
Not asked - doesn't expect prices to increase	15%	17%	13%	19%	15%	14%	14%	16%	12%	19%	*
Not sure	22%	19%	25%	24%	23%	22%	17%	20%	29%	17%	*
Totals	100%	99%	100%	100%	98%	99%	100%	100%	100%	100%	*
Unweighted N	(1,148)	(524)	(624)	(265)	(191)	(393)	(299)	(775)	(136)	(144)	(93)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
A month or less	3%	2%	2%	7%	1%	6%	2%	5%	4%	2%	2%	5%	2%
Through the summer	9%	7%	7%	12%	6%	15%	8%	11%	8%	12%	8%	8%	8%
Until the end of the year	8%	8%	6%	11%	7%	10%	8%	7%	12%	8%	7%	8%	11%
Into 2026	20%	25%	15%	20%	26%	15%	18%	21%	20%	23%	23%	19%	17%
Longer	23%	35%	27%	6%	39%	8%	23%	22%	24%	17%	24%	23%	26%
Not asked - doesn't expect prices to increase	15%	6%	14%	25%	4%	29%	15%	15%	16%	17%	14%	16%	14%
Not sure	22%	17%	29%	18%	17%	18%	25%	18%	16%	21%	22%	21%	23%
Totals	100%	100%	100%	99%	100%	101%	99%	99%	100%	100%	100%	100%	101%

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	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(1,148)	(394)	(434)	(320)	(462)	(409)	(408)	(337)	(276)	(195)	(236)	(441)	(276)

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3. Tariff Impact Purchasing

Have you changed any of your purchasing behaviors as a result of tariffs imposed by Donald Trump?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes, I have	23%	17%	27%	20%	23%	22%	25%	20%	27%	26%	*
Not yet, but I plan to	29%	29%	29%	32%	26%	29%	28%	30%	34%	25%	*
No, and I don't plan to	34%	40%	29%	22%	31%	39%	44%	39%	23%	26%	*
Not sure	14%	14%	14%	25%	20%	11%	3%	11%	16%	23%	*
Totals	100%	100%	99%	99%	100%	101%	100%	100%	100%	100%	*
Unweighted N	(1,152)	(526)	(626)	(266)	(191)	(396)	(299)	(778)	(137)	(144)	(93)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes, I have	23%	37%	23%	8%	41%	11%	24%	23%	25%	20%	26%	19%	27%
Not yet, but I plan to	29%	37%	25%	26%	40%	23%	27%	32%	26%	33%	24%	29%	30%
No, and I don't plan to	34%	14%	32%	57%	13%	58%	35%	34%	37%	33%	31%	38%	32%
Not sure	14%	12%	20%	9%	5%	8%	14%	11%	12%	14%	18%	14%	11%
Totals	100%	100%	100%	100%	99%	100%	100%	100%	100%	100%	99%	100%	100%
Unweighted N	(1,152)	(396)	(434)	(322)	(464)	(410)	(410)	(338)	(277)	(195)	(237)	(442)	(278)

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4. Tariffs Incentivizing Purchases

Have you made any purchases as a result of tariffs imposed by Donald Trump?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes, I have	15%	14%	15%	15%	14%	15%	15%	13%	15%	23%	*
Not yet, but I plan to	19%	20%	18%	22%	19%	18%	19%	19%	24%	18%	*
No, and I don't plan to	50%	50%	50%	40%	45%	55%	57%	55%	43%	35%	*
Not sure	16%	15%	16%	22%	22%	12%	8%	13%	18%	24%	*
Totals	100%	99%	99%	99%	100%	100%	99%	100%	100%	100%	*
Unweighted N	(1,149)	(525)	(624)	(266)	(190)	(394)	(299)	(776)	(136)	(144)	(93)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes, I have	15%	20%	12%	14%	21%	16%	14%	14%	19%	14%	14%	14%	18%
Not yet, but I plan to	19%	21%	16%	22%	22%	21%	20%	22%	17%	23%	18%	17%	22%
No, and I don't plan to	50%	47%	53%	50%	48%	53%	50%	52%	52%	49%	48%	53%	47%
Not sure	16%	12%	20%	14%	9%	10%	17%	13%	13%	14%	20%	16%	13%
Totals	100%	100%	101%	100%	100%	100%	101%	101%	101%	100%	100%	100%	100%
Unweighted N	(1,149)	(395)	(433)	(321)	(462)	(409)	(409)	(338)	(276)	(194)	(237)	(441)	(277)

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5. Tariffs Delaying Purchases

Have you delayed any purchases as a result of tariffs imposed by Donald Trump?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes, I have	21%	18%	23%	20%	24%	19%	21%	17%	31%	22%	*
Not yet, but I plan to	18%	16%	20%	17%	17%	20%	17%	17%	21%	20%	*
No, and I don't plan to	47%	52%	43%	40%	39%	53%	55%	53%	36%	37%	*
Not sure	14%	14%	14%	23%	19%	7%	8%	12%	11%	21%	*
Totals	100%	100%	100%	100%	99%	99%	101%	99%	99%	100%	*
Unweighted N	(1,145)	(523)	(622)	(265)	(191)	(394)	(295)	(772)	(137)	(143)	(93)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes, I have	21%	39%	17%	8%	38%	9%	22%	20%	22%	24%	21%	17%	25%
Not yet, but I plan to	18%	23%	18%	14%	29%	13%	15%	22%	19%	14%	18%	19%	20%
No, and I don't plan to	47%	26%	47%	69%	25%	72%	48%	46%	51%	51%	45%	49%	45%
Not sure	14%	13%	18%	10%	8%	5%	15%	12%	8%	11%	17%	15%	11%
Totals	100%	101%	100%	101%	100%	99%	100%	100%	100%	100%	101%	100%	101%
Unweighted N	(1,145)	(393)	(432)	(320)	(460)	(407)	(406)	(336)	(277)	(194)	(236)	(440)	(275)

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6A. Response to Trump Tariffs — Closely monitored prices

Have you done the following in your purchasing behavior as a result of recent tariffs imposed by Donald Trump?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	58%	54%	61%	51%	54%	60%	65%	57%	63%	60%	*
No	34%	38%	31%	33%	33%	38%	32%	37%	29%	25%	*
Not sure	8%	8%	9%	16%	13%	2%	3%	6%	8%	14%	*
Totals	100%	100%	101%	100%	100%	100%	100%	100%	100%	99%	*
Unweighted N	(1,151)	(526)	(625)	(266)	(191)	(396)	(298)	(777)	(137)	(144)	(93)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	58%	72%	54%	48%	76%	46%	61%	59%	56%	58%	55%	58%	59%
No	34%	22%	33%	46%	19%	49%	31%	35%	36%	36%	36%	35%	31%
Not sure	8%	6%	12%	6%	4%	5%	7%	6%	8%	6%	10%	7%	10%
Totals	100%	100%	99%	100%	99%	100%	99%	100%	100%	100%	101%	100%	100%
Unweighted N	(1,151)	(396)	(433)	(322)	(463)	(410)	(409)	(338)	(277)	(195)	(237)	(442)	(277)

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6B. Response to Trump Tariffs — Cut back on non-essential spending

Have you done the following in your purchasing behavior as a result of recent tariffs imposed by Donald Trump?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	53%	46%	59%	50%	56%	49%	59%	50%	62%	57%	*
No	39%	47%	32%	37%	31%	49%	38%	44%	27%	31%	*
Not sure	7%	7%	8%	13%	13%	3%	3%	5%	11%	12%	*
Totals	99%	100%	99%	100%	100%	101%	100%	99%	100%	100%	*
Unweighted N	(1,150)	(526)	(624)	(266)	(191)	(395)	(298)	(777)	(136)	(144)	(93)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	53%	71%	52%	37%	75%	34%	58%	51%	53%	48%	53%	52%	59%
No	39%	24%	37%	58%	20%	62%	35%	43%	43%	46%	37%	42%	33%
Not sure	7%	5%	11%	5%	5%	4%	8%	6%	4%	6%	10%	6%	8%
Totals	99%	100%	100%	100%	100%	100%	101%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,150)	(395)	(433)	(322)	(463)	(410)	(409)	(337)	(277)	(195)	(237)	(440)	(278)

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6C. Response to Trump Tariffs — Reduced the amount you're buying overall

Have you done the following in your purchasing behavior as a result of recent tariffs imposed by Donald Trump?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	47%	39%	54%	44%	49%	46%	50%	44%	57%	51%	*
No	45%	52%	39%	39%	40%	52%	46%	50%	36%	34%	*
Not sure	8%	9%	7%	17%	11%	2%	4%	6%	7%	15%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,151)	(526)	(625)	(266)	(191)	(395)	(299)	(777)	(137)	(144)	(93)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	47%	62%	50%	29%	70%	27%	49%	49%	48%	41%	46%	46%	54%
No	45%	31%	40%	64%	26%	67%	44%	45%	47%	50%	45%	48%	36%
Not sure	8%	6%	10%	7%	4%	6%	7%	6%	5%	9%	9%	6%	10%
Totals	100%	99%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,151)	(396)	(433)	(322)	(464)	(409)	(410)	(338)	(276)	(194)	(237)	(442)	(278)

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6D. Response to Trump Tariffs — Switched to lower-cost products

Have you done the following in your purchasing behavior as a result of recent tariffs imposed by Donald Trump?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	42%	36%	48%	42%	46%	40%	42%	41%	45%	47%	*
No	48%	55%	42%	43%	42%	55%	49%	51%	41%	42%	*
Not sure	10%	9%	10%	15%	13%	5%	8%	8%	14%	10%	*
Totals	100%	100%	100%	100%	101%	100%	99%	100%	100%	99%	*
Unweighted N	(1,146)	(525)	(621)	(265)	(190)	(395)	(296)	(776)	(136)	(143)	(91)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	42%	55%	45%	27%	61%	25%	49%	41%	39%	38%	43%	41%	46%
No	48%	37%	43%	66%	31%	68%	41%	52%	55%	52%	46%	51%	43%
Not sure	10%	8%	13%	7%	8%	7%	10%	7%	6%	10%	12%	8%	11%
Totals	100%	100%	101%	100%	100%	100%	100%	100%	100%	100%	101%	100%	100%
Unweighted N	(1,146)	(395)	(431)	(320)	(462)	(408)	(406)	(337)	(277)	(193)	(237)	(439)	(277)

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6E. Response to Trump Tariffs — Delayed making a major purchase

Have you done the following in your purchasing behavior as a result of recent tariffs imposed by Donald Trump?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	37%	33%	40%	34%	40%	36%	36%	33%	48%	41%	*
No	53%	58%	49%	47%	49%	58%	56%	59%	39%	42%	*
Not sure	10%	9%	11%	19%	11%	6%	8%	8%	13%	16%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	99%	*
Unweighted N	(1,152)	(526)	(626)	(266)	(191)	(396)	(299)	(778)	(137)	(144)	(93)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	37%	54%	36%	20%	58%	20%	36%	37%	37%	37%	35%	35%	41%
No	53%	37%	49%	74%	34%	74%	52%	52%	57%	53%	54%	56%	46%
Not sure	10%	9%	16%	6%	7%	6%	11%	11%	5%	10%	11%	9%	13%
Totals	100%	100%	101%	100%	99%	100%	99%	100%	99%	100%	100%	100%	100%
Unweighted N	(1,152)	(396)	(434)	(322)	(464)	(410)	(410)	(338)	(277)	(195)	(237)	(442)	(278)

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6F. Response to Trump Tariffs — Stocked up on items in advance

Have you done the following in your purchasing behavior as a result of recent tariffs imposed by Donald Trump?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	29%	24%	34%	27%	31%	24%	37%	27%	32%	36%	*
No	63%	68%	58%	57%	55%	73%	61%	68%	56%	49%	*
Not sure	8%	8%	8%	16%	14%	2%	2%	5%	12%	15%	*
Totals	100%	100%	100%	100%	100%	99%	100%	100%	100%	100%	*
Unweighted N	(1,147)	(524)	(623)	(265)	(189)	(395)	(298)	(776)	(136)	(143)	(92)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	29%	42%	30%	17%	42%	19%	34%	25%	30%	30%	33%	24%	35%
No	63%	53%	59%	77%	52%	78%	60%	66%	64%	62%	58%	68%	58%
Not sure	8%	5%	11%	7%	6%	4%	7%	9%	6%	8%	8%	8%	7%
Totals	100%	100%	100%	101%	100%	101%	101%	100%	100%	100%	99%	100%	100%
Unweighted N	(1,147)	(396)	(430)	(321)	(463)	(408)	(408)	(337)	(276)	(195)	(235)	(440)	(277)

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6G. Response to Trump Tariffs — Cancelled plans to make a major purchase

Have you done the following in your purchasing behavior as a result of recent tariffs imposed by Donald Trump?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	29%	25%	32%	29%	33%	27%	27%	25%	36%	38%	*
No	60%	64%	56%	53%	53%	65%	65%	66%	46%	46%	*
Not sure	12%	11%	12%	19%	14%	8%	8%	9%	18%	16%	*
Totals	101%	100%	100%	101%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,151)	(526)	(625)	(266)	(191)	(395)	(299)	(777)	(137)	(144)	(93)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	29%	45%	26%	16%	49%	16%	27%	29%	31%	20%	28%	27%	38%
No	60%	46%	56%	77%	42%	79%	60%	58%	61%	68%	63%	60%	50%
Not sure	12%	9%	18%	7%	9%	5%	13%	12%	7%	12%	10%	13%	12%
Totals	101%	100%	100%	100%	100%	100%	100%	99%	99%	100%	101%	100%	100%
Unweighted N	(1,151)	(395)	(434)	(322)	(463)	(410)	(409)	(338)	(277)	(195)	(237)	(441)	(278)

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6H. Response to Trump Tariffs — Switched to domestic products

Have you done the following in your purchasing behavior as a result of recent tariffs imposed by Donald Trump?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	28%	31%	24%	29%	23%	25%	36%	27%	30%	37%	*
No	55%	54%	56%	48%	58%	63%	49%	58%	51%	42%	*
Not sure	17%	14%	20%	23%	19%	13%	15%	15%	19%	21%	*
Totals	100%	99%	100%	100%	100%	101%	100%	100%	100%	100%	*
Unweighted N	(1,150)	(525)	(625)	(266)	(191)	(395)	(298)	(778)	(137)	(143)	(92)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	28%	25%	24%	35%	27%	36%	30%	25%	28%	25%	26%	30%	27%
No	55%	57%	57%	52%	59%	52%	50%	59%	63%	64%	56%	53%	53%
Not sure	17%	18%	20%	13%	14%	12%	20%	16%	9%	12%	18%	17%	20%
Totals	100%	100%	101%	100%	100%	100%	100%	100%	100%	101%	100%	100%	100%
Unweighted N	(1,150)	(396)	(432)	(322)	(463)	(409)	(409)	(338)	(277)	(195)	(236)	(441)	(278)

YouGov Survey: Tariffs

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Interviewing Dates	April 10 - 14, 2025
Target population	U.S. Citizens, aged 18 and over.
Sampling method	Respondents were selected from YouGov's opt-in panel to be representative of adult U.S. citizens.
Weighting	The sample was weighted according to gender, age, race, education, 2024 presidential vote, 2020 election turnout and presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. 2024 presidential vote, at time of weighting was estimated to be 48% Harris and 50% Trump. Baseline party identification is the respondent's most recent answer given around November 8, 2024, and is weighted to the estimated distribution at that time (31% Democratic, 32% Republican). The weights range from 0.051 to 5.044, with a mean of one and a standard deviation of 0.85.
Number of respondents	1152
Margin of error	± 3.8% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	105 questions not reported.