

YouGov Survey: Tariffs



Sample 1138 U.S. adult citizens
Conducted October 27 - 29, 2025
Margin of Error $\pm 3.8\%$

1. Do you think that tariffs on foreign goods imported into the U.S. should be...?

Increased	14%
Kept the same	23%
Decreased	49%
Not sure	15%

2. As far as you know, do or did the following person mostly support high tariffs or low tariffs?

	High tariffs	Low tariffs	Not sure
Donald Trump	87%	4%	9%
Ronald Reagan	21%	38%	40%
Alexander Hamilton	14%	17%	69%
George W. Bush	14%	38%	48%
George H.W. Bush	13%	36%	51%
Franklin Delano Roosevelt	13%	26%	61%
Abraham Lincoln	13%	23%	64%
Thomas Jefferson	13%	22%	66%
Bill Clinton	10%	50%	41%
Joe Biden	9%	63%	28%
Barack Obama	8%	63%	29%
Kamala Harris	6%	62%	32%

YouGov Survey: Tariffs



Interviewing Dates	October 27 - 29, 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, U.S. region, 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 0.052 to 5.051, with a mean of one and a standard deviation of 0.818.
Number of respondents	1138
Margin of error	± 3.8% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	87 questions not reported.

YouGov Survey: Tariffs

October 27 - 29, 2025 - 1138 U.S. adult citizens



1. Tariffs on Foreign Goods Increased or Decreased

Do you think that tariffs on foreign goods imported into the U.S. should be...?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Increased	14%	17%	11%	10%	8%	18%	18%	16%	4%	12%	*
Kept the same	23%	20%	26%	20%	29%	20%	22%	23%	24%	23%	*
Decreased	49%	49%	48%	56%	48%	45%	48%	45%	59%	52%	*
Not sure	15%	14%	16%	14%	15%	16%	13%	15%	13%	13%	*
Totals	101%	100%	101%	100%	100%	99%	101%	99%	100%	100%	*
Unweighted N	(1,136)	(525)	(611)	(290)	(317)	(310)	(219)	(754)	(133)	(176)	(73)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Increased	14%	5%	9%	28%	6%	31%	11%	14%	19%	9%	15%	16%	13%
Kept the same	23%	14%	18%	38%	13%	37%	22%	23%	27%	27%	21%	23%	21%
Decreased	49%	76%	52%	17%	74%	16%	49%	53%	45%	48%	50%	45%	53%
Not sure	15%	5%	21%	17%	6%	16%	18%	10%	9%	16%	14%	16%	14%
Totals	101%	100%	100%	100%	99%	100%	100%	100%	100%	100%	100%	100%	101%
Unweighted N	(1,136)	(365)	(441)	(330)	(441)	(418)	(417)	(323)	(263)	(201)	(248)	(416)	(271)

2A. Trade Views of Public Figures — Donald Trump

As far as you know, do or did the following person mostly support high tariffs or low tariffs?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
High tariffs	87%	87%	87%	82%	81%	90%	96%	90%	80%	79%	*
Low tariffs	4%	5%	3%	6%	5%	3%	1%	3%	6%	7%	*
Not sure	9%	8%	10%	12%	14%	8%	3%	7%	14%	13%	*
Totals	100%	100%	100%	100%	100%	101%	100%	100%	100%	99%	*
Unweighted N	(1,137)	(524)	(613)	(290)	(317)	(310)	(220)	(755)	(133)	(176)	(73)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
High tariffs	87%	94%	82%	88%	95%	86%	86%	88%	91%	89%	89%	85%	89%
Low tariffs	4%	3%	3%	5%	3%	5%	3%	5%	4%	4%	4%	3%	4%
Not sure	9%	4%	15%	7%	3%	9%	11%	7%	6%	8%	8%	12%	6%
Totals	100%	101%	100%	100%	101%	100%	100%	100%	101%	101%	101%	100%	99%
Unweighted N	(1,137)	(366)	(441)	(330)	(441)	(419)	(418)	(322)	(264)	(201)	(249)	(416)	(271)

2B. Trade Views of Public Figures — Ronald Reagan

As far as you know, do or did the following person mostly support high tariffs or low tariffs?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
High tariffs	21%	25%	18%	25%	12%	20%	29%	22%	21%	16%	*
Low tariffs	38%	41%	36%	24%	37%	44%	45%	41%	34%	33%	*
Not sure	40%	34%	46%	51%	51%	35%	26%	37%	44%	51%	*
Totals	99%	100%	100%	100%	100%	99%	100%	100%	99%	100%	*
Unweighted N	(1,135)	(524)	(611)	(290)	(316)	(309)	(220)	(752)	(134)	(176)	(73)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
High tariffs	21%	20%	13%	33%	16%	32%	21%	19%	22%	22%	22%	20%	21%
Low tariffs	38%	51%	38%	28%	57%	30%	34%	40%	47%	36%	43%	35%	42%
Not sure	40%	30%	50%	39%	27%	38%	44%	41%	32%	41%	36%	44%	37%
Totals	99%	101%	101%	100%	100%	100%	99%	100%	101%	99%	101%	99%	100%
Unweighted N	(1,135)	(367)	(440)	(328)	(442)	(416)	(416)	(323)	(263)	(200)	(248)	(415)	(272)

2C. Trade Views of Public Figures — Alexander Hamilton

As far as you know, do or did the following person mostly support high tariffs or low tariffs?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
High tariffs	14%	19%	10%	19%	15%	10%	14%	15%	13%	15%	*
Low tariffs	17%	17%	17%	18%	20%	13%	18%	17%	17%	19%	*
Not sure	69%	65%	73%	63%	65%	77%	68%	69%	70%	66%	*
Totals	100%	101%	100%	100%	100%	100%	100%	101%	100%	100%	*
Unweighted N	(1,135)	(524)	(611)	(289)	(316)	(309)	(221)	(753)	(134)	(176)	(72)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
High tariffs	14%	14%	8%	22%	14%	22%	12%	14%	21%	15%	12%	13%	17%
Low tariffs	17%	22%	17%	11%	25%	10%	16%	17%	17%	11%	16%	17%	21%
Not sure	69%	64%	75%	67%	62%	68%	72%	69%	62%	74%	72%	70%	62%
Totals	100%	100%	100%	100%	101%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,135)	(365)	(441)	(329)	(441)	(418)	(416)	(323)	(263)	(201)	(249)	(415)	(270)

2D. Trade Views of Public Figures — George W. Bush

As far as you know, do or did the following person mostly support high tariffs or low tariffs?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
High tariffs	14%	16%	12%	19%	14%	11%	13%	11%	25%	18%	*
Low tariffs	38%	41%	36%	24%	38%	42%	48%	41%	39%	33%	*
Not sure	48%	42%	53%	57%	48%	47%	40%	48%	35%	50%	*
Totals	100%	99%	101%	100%	100%	100%	101%	100%	99%	101%	*
Unweighted N	(1,135)	(524)	(611)	(288)	(316)	(310)	(221)	(754)	(134)	(175)	(72)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
High tariffs	14%	17%	12%	14%	14%	13%	14%	15%	12%	8%	14%	14%	18%
Low tariffs	38%	45%	34%	37%	49%	39%	35%	41%	47%	36%	37%	40%	39%
Not sure	48%	38%	54%	49%	37%	47%	51%	44%	41%	57%	48%	46%	44%
Totals	100%	100%	100%	100%	100%	99%	100%	100%	100%	101%	99%	100%	101%
Unweighted N	(1,135)	(366)	(441)	(328)	(442)	(417)	(417)	(322)	(264)	(201)	(248)	(416)	(270)

2E. Trade Views of Public Figures — George H.W. Bush

As far as you know, do or did the following person mostly support high tariffs or low tariffs?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
High tariffs	13%	15%	12%	16%	12%	14%	11%	13%	20%	13%	*
Low tariffs	36%	39%	33%	27%	33%	37%	45%	38%	32%	37%	*
Not sure	51%	46%	55%	56%	55%	49%	44%	50%	48%	51%	*
Totals	100%	100%	100%	99%	100%	100%	100%	101%	100%	101%	*
Unweighted N	(1,133)	(524)	(609)	(288)	(316)	(310)	(219)	(753)	(132)	(176)	(72)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
High tariffs	13%	17%	10%	13%	15%	13%	13%	16%	11%	12%	15%	12%	15%
Low tariffs	36%	42%	32%	35%	44%	37%	34%	37%	44%	27%	37%	36%	40%
Not sure	51%	41%	57%	52%	40%	50%	53%	48%	45%	61%	47%	52%	45%
Totals	100%	100%	99%	100%	99%	100%	100%	101%	100%	100%	99%	100%	100%
Unweighted N	(1,133)	(364)	(441)	(328)	(440)	(417)	(415)	(323)	(262)	(199)	(249)	(414)	(271)

2F. Trade Views of Public Figures — Franklin Delano Roosevelt

As far as you know, do or did the following person mostly support high tariffs or low tariffs?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
High tariffs	13%	16%	10%	17%	13%	10%	12%	12%	13%	16%	*
Low tariffs	26%	28%	24%	22%	25%	23%	37%	26%	30%	25%	*
Not sure	61%	56%	66%	61%	62%	67%	51%	62%	57%	59%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,133)	(522)	(611)	(289)	(317)	(307)	(220)	(752)	(134)	(174)	(73)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
High tariffs	13%	10%	9%	21%	10%	22%	12%	13%	13%	10%	12%	13%	15%
Low tariffs	26%	36%	26%	16%	39%	16%	21%	30%	28%	20%	27%	28%	27%
Not sure	61%	54%	65%	63%	51%	62%	67%	57%	59%	70%	60%	59%	59%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	99%	100%	101%
Unweighted N	(1,133)	(366)	(441)	(326)	(441)	(416)	(414)	(323)	(263)	(201)	(248)	(414)	(270)

2G. Trade Views of Public Figures — Abraham Lincoln

As far as you know, do or did the following person mostly support high tariffs or low tariffs?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
High tariffs	13%	15%	10%	15%	16%	9%	12%	12%	13%	15%	*
Low tariffs	23%	21%	25%	28%	22%	22%	21%	22%	29%	26%	*
Not sure	64%	63%	65%	57%	61%	69%	67%	66%	57%	59%	*
Totals	100%	99%	100%	100%	99%	100%	100%	100%	99%	100%	*
Unweighted N	(1,130)	(524)	(606)	(288)	(316)	(309)	(217)	(750)	(133)	(175)	(72)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
High tariffs	13%	11%	7%	21%	12%	22%	11%	12%	18%	15%	12%	11%	14%
Low tariffs	23%	31%	24%	15%	27%	14%	23%	26%	19%	20%	22%	25%	24%
Not sure	64%	57%	70%	64%	60%	64%	66%	62%	63%	65%	67%	64%	62%
Totals	100%	99%	101%	100%	99%	100%	100%	100%	100%	100%	101%	100%	100%
Unweighted N	(1,130)	(363)	(439)	(328)	(439)	(416)	(412)	(321)	(264)	(199)	(248)	(413)	(270)

2H. Trade Views of Public Figures — Thomas Jefferson

As far as you know, do or did the following person mostly support high tariffs or low tariffs?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
High tariffs	13%	18%	7%	13%	13%	10%	15%	13%	13%	11%	*
Low tariffs	22%	20%	23%	25%	25%	17%	22%	20%	23%	29%	*
Not sure	66%	62%	70%	61%	62%	74%	63%	66%	64%	60%	*
Totals	101%	100%	100%	99%	100%	101%	100%	99%	100%	100%	*
Unweighted N	(1,136)	(524)	(612)	(289)	(316)	(310)	(221)	(754)	(134)	(176)	(72)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
High tariffs	13%	9%	10%	20%	9%	22%	10%	13%	16%	13%	15%	12%	12%
Low tariffs	22%	27%	21%	16%	30%	16%	19%	24%	25%	12%	21%	22%	27%
Not sure	66%	64%	69%	64%	61%	62%	70%	63%	59%	75%	64%	66%	62%
Totals	101%	100%	100%	100%	100%	100%	99%	100%	100%	100%	100%	100%	101%
Unweighted N	(1,136)	(366)	(440)	(330)	(440)	(419)	(418)	(322)	(263)	(200)	(249)	(415)	(272)

2I. Trade Views of Public Figures — Bill Clinton

As far as you know, do or did the following person mostly support high tariffs or low tariffs?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
High tariffs	10%	12%	7%	15%	8%	8%	8%	10%	9%	10%	*
Low tariffs	50%	53%	46%	37%	42%	57%	58%	51%	54%	44%	*
Not sure	41%	35%	46%	47%	50%	35%	34%	39%	37%	46%	*
Totals	101%	100%	99%	99%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,137)	(525)	(612)	(289)	(317)	(310)	(221)	(755)	(133)	(176)	(73)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
High tariffs	10%	7%	9%	13%	5%	12%	11%	10%	8%	8%	11%	7%	14%
Low tariffs	50%	64%	40%	47%	65%	50%	45%	51%	59%	47%	51%	50%	49%
Not sure	41%	29%	51%	40%	30%	39%	44%	39%	33%	44%	38%	43%	37%
Totals	101%	100%	100%	100%	100%	101%	100%	100%	100%	99%	100%	100%	100%
Unweighted N	(1,137)	(367)	(440)	(330)	(442)	(419)	(418)	(323)	(264)	(201)	(249)	(416)	(271)

2J. Trade Views of Public Figures — Joe Biden

As far as you know, do or did the following person mostly support high tariffs or low tariffs?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
High tariffs	9%	8%	9%	13%	11%	6%	6%	8%	11%	12%	*
Low tariffs	63%	69%	58%	52%	56%	69%	73%	66%	59%	62%	*
Not sure	28%	23%	33%	34%	33%	25%	21%	27%	30%	26%	*
Totals	100%	100%	100%	99%	100%	100%	100%	101%	100%	100%	*
Unweighted N	(1,137)	(525)	(612)	(289)	(317)	(310)	(221)	(755)	(133)	(176)	(73)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
High tariffs	9%	7%	8%	11%	4%	10%	9%	7%	8%	10%	7%	6%	13%
Low tariffs	63%	77%	54%	62%	79%	61%	61%	65%	68%	63%	65%	66%	59%
Not sure	28%	17%	38%	27%	18%	29%	30%	28%	24%	27%	28%	28%	28%
Totals	100%	101%	100%	100%	101%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,137)	(367)	(440)	(330)	(442)	(419)	(418)	(323)	(264)	(201)	(249)	(416)	(271)

2K. Trade Views of Public Figures — Barack Obama

As far as you know, do or did the following person mostly support high tariffs or low tariffs?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
High tariffs	8%	9%	7%	9%	11%	5%	10%	9%	9%	7%	*
Low tariffs	63%	68%	58%	62%	56%	66%	65%	62%	64%	62%	*
Not sure	29%	23%	35%	29%	33%	29%	25%	30%	27%	31%	*
Totals	100%	100%	100%	100%	100%	100%	100%	101%	100%	100%	*
Unweighted N	(1,136)	(523)	(613)	(290)	(316)	(309)	(221)	(754)	(134)	(176)	(72)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
High tariffs	8%	5%	8%	11%	5%	11%	8%	6%	10%	8%	9%	7%	10%
Low tariffs	63%	76%	55%	58%	77%	57%	58%	68%	68%	61%	63%	64%	61%
Not sure	29%	19%	36%	31%	18%	32%	34%	26%	22%	31%	27%	29%	29%
Totals	100%	100%	99%	100%	100%	100%	100%	100%	100%	100%	99%	100%	100%
Unweighted N	(1,136)	(366)	(441)	(329)	(441)	(418)	(417)	(323)	(263)	(200)	(249)	(416)	(271)

2L. Trade Views of Public Figures — Kamala Harris

As far as you know, do or did the following person mostly support high tariffs or low tariffs?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
High tariffs	6%	5%	7%	9%	8%	4%	5%	6%	7%	9%	*
Low tariffs	62%	68%	57%	62%	49%	66%	70%	63%	63%	58%	*
Not sure	32%	27%	37%	29%	43%	31%	24%	32%	30%	33%	*
Totals	100%	100%	101%	100%	100%	101%	99%	101%	100%	100%	*
Unweighted N	(1,134)	(524)	(610)	(288)	(317)	(309)	(220)	(751)	(134)	(176)	(73)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
High tariffs	6%	5%	5%	9%	5%	6%	7%	6%	5%	6%	7%	6%	7%
Low tariffs	62%	78%	52%	59%	76%	59%	59%	64%	69%	61%	62%	63%	61%
Not sure	32%	17%	43%	33%	19%	35%	35%	30%	26%	33%	31%	31%	32%
Totals	100%	100%	100%	101%	100%	100%	101%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,134)	(366)	(440)	(328)	(441)	(418)	(417)	(321)	(263)	(199)	(248)	(415)	(272)

YouGov Survey: Tariffs

October 27 - 29, 2025 - 1138 U.S. adult citizens



Interviewing Dates	October 27 - 29, 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, U.S. region, 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 0.052 to 5.051, with a mean of one and a standard deviation of 0.818.
Number of respondents	1138
Margin of error	± 3.8% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	87 questions not reported.