YouGov Survey: Trade and Tariffs

Sample   1081 U.S. adult citizens
Conducted   July 8 - 11, 2025
Margin of Error   ±4.1%

1. As far as you know, when it comes to trade with other countries, does the U.S. typically import or export more goods?

Import more than it exports	59%
Import and export about the same amount	18%
Export more than it imports	6%
Not sure	17%

2. Do you think that if the U.S. has a trade deficit with another country — meaning the U.S. imports more goods from the country than it exports to that country — then it necessarily means that trade with that country is unfair to the U.S.?

Yes, it means trade is unfair	20%
No, it does not necessarily mean trade is unfair	55%
Not sure	25%

3. As far as you know, do most other countries generally impose higher or lower tariffs on U.S. goods than the U.S. imposes on their goods?

Much higher	15%
Somewhat higher	20%
About the same	18%
Somewhat lower	13%
Much lower	5%
Not sure	29%

4. Who do you think ultimately bears the cost of tariffs on foreign products imported into the U.S.?

Mostly companies and people in the country exporting products	12%
Mostly companies and people in the U.S.	69%
Not sure	19%

5. Overall, do you think tariffs do more to help or hurt people in the U.S.?

Much more to help	9%
A little more to help	9%
Both equally	16%
A little more to hurt	18%
A lot more to hurt	37%
Not sure	12%

6. Overall, do you think tariffs do more to help or hurt people in the countries that the U.S. trades with?

Much more to help 4%
A little more to help 10%
Both equally 22%
A little more to hurt 23%
A lot more to hurt 21%
Not sure 19%

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

Increased 18%
Kept the same 23%
Decreased 40%
Not sure 19%

8. So far in 2025, do you think that tariffs on foreign goods imported into the U.S. have been. . . ?

Increased 66%
Kept the same 13%
Decreased 5%
Not sure 16%

9. Would you support increasing tariffs on foreign goods even if that leads to higher prices for American consumers?

Asked of people who say tariffs should be increased

Yes 81%
No 10%
Not sure 9%

10. Which comes closest to your understanding of who has authority to set tariffs on goods imported into the U.S.?

Only Congress has the authority to set tariffs 9%
Congress has the authority, but has delegated some authority to the president 41%
Only the president has the authority to set tariffs 20%
Not sure 29%

11. Do you approve or disapprove of recent tariffs announced by Donald Trump, including a minimum tariff of 10% on all imports as well as higher rates for most countries?

Strongly approve 18%
Somewhat approve 15%
Somewhat disapprove 17%
Strongly disapprove 39%
Not sure 11%

12. Do you think that the following is a major reason, a minor reason, or not a reason why Donald Trump has implemented or threatened to implement tariffs on foreign goods imported into the U.S.?

	Major reason	Minor reason	Not a reason	Not sure
For leverage in negotiations with other countries	52%	26%	10%	12%
To pressure individual companies and world leaders into doing what he wants	51%	20%	16%	12%
To project strength internationally	46%	22%	18%	15%
To boost U.S. manufacturing	43%	25%	18%	14%
To punish other countries	41%	24%	24%	11%
Because he misunderstands the economics of trade	39%	14%	31%	16%
To reduce the U.S. trade deficit	35%	26%	22%	17%
To raise funds for the federal government	28%	30%	25%	17%
To lower prices for Americans	23%	16%	48%	13%
To allow the government to lower other types of taxes	22%	26%	31%	20%

13. Have you or do you plan to make any purchases because you expect prices will change as a result of recent tariffs imposed on goods imported from other countries?

Yes 24%
No 56%
Not sure 19%

14. Have you or do you plan to delay any purchases because you expect prices will change as a result of recent tariffs imposed on goods imported from other countries?

Yes 27%
No 55%
Not sure 17%

15. 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%	35%	7%
Cut back on non-essential spending	51%	43%	6%
Reduced the amount you're buying overall	48%	45%	6%
Switched to lower-cost products	46%	47%	7%
Delayed making a major purchase	37%	55%	7%
Stocked up on items in advance	31%	64%	5%
Cancelled plans to make a major purchase	28%	64%	8%
Switched to domestic products	22%	64%	14%

16. As far as you know, how many of the tariffs announced by Donald Trump do you think have been implemented?

All 2%
Most 18%
About half 20%
Few 28%
None 3%
Not sure 30%

17. How many of the tariffs announced by Donald Trump do you think will ultimately be implemented?

All 9%
Most 26%
About half 20%
Few 17%
None 1%
Not sure 27%

18. How effective do you think Donald Trump is at negotiating with foreign leaders?

Very effective 23%
Somewhat effective 20%
Not very effective 16%
Not at all effective 30%
Not sure 10%

19. Do you think Donald Trump has a clear plan for U.S. trade policy?

Yes 36%
No 49%
Not sure 16%

YouGov Survey: Trade and Tariffs

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Interviewing Dates	July 8 - 11, 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 0.052 to 6.125, with a mean of one and a standard deviation of 0.922.
Number of respondents	1081
Margin of error	$\pm$ 4.1% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	60 questions not reported.

YouGov Survey: Trade and Tariffs
July 8 - 11, 2025 - 1081 U.S. adult citizens

1. U.S. Trade Deficit
As far as you know, when it comes to trade with other countries, does the U.S. typically import or export more goods?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Import more than it exports	59%	64%	54%	60%	45%	64%	65%	63%	42%	50%	*
Import and export about the same amount	18%	16%	19%	22%	22%	14%	14%	16%	23%	25%	*
Export more than it imports	6%	7%	6%	4%	9%	5%	7%	6%	8%	9%	*
Not sure	17%	13%	21%	14%	24%	16%	13%	16%	27%	16%	*
Totals	100%	100%	100%	100%	100%	99%	99%	101%	100%	100%	*
Unweighted N	(1,080)	(483)	(597)	(259)	(274)	(318)	(229)	(708)	(139)	(165)	(68)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Import more than it exports	59%	60%	60%	56%	60%	61%	53%	58%	70%	63%	61%	56%	58%
Import and export about the same amount	18%	21%	14%	18%	18%	19%	16%	23%	15%	19%	13%	19%	19%
Export more than it imports	6%	6%	4%	10%	6%	9%	7%	6%	8%	7%	7%	6%	7%
Not sure	17%	13%	22%	15%	17%	11%	24%	13%	7%	11%	19%	19%	16%
Totals	100%	100%	100%	99%	101%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,080)	(383)	(442)	(255)	(476)	(343)	(420)	(323)	(212)	(206)	(224)	(424)	(226)

YouGov Survey: Trade and Tariffs
July 8 - 11, 2025 - 1081 U.S. adult citizens

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2. Trade Deficit Unfair
Do you think that if the U.S. has a trade deficit with another country — meaning the U.S. imports more goods from the country than it exports to that country — then it necessarily means that trade with that country is unfair to the U.S.?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes, it means trade is unfair	20%	26%	14%	20%	16%	20%	23%	19%	17%	17%	*
No, it does not necessarily mean trade is unfair	55%	58%	53%	57%	53%	54%	56%	59%	44%	50%	*
Not sure	25%	16%	34%	22%	31%	26%	21%	22%	39%	33%	*
Totals	100%	100%	101%	99%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,081)	(483)	(598)	(259)	(275)	(318)	(229)	(708)	(140)	(165)	(68)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes, it means trade is unfair	20%	11%	16%	31%	7%	31%	21%	22%	14%	23%	16%	22%	16%
No, it does not necessarily mean trade is unfair	55%	72%	54%	39%	75%	44%	46%	56%	67%	53%	53%	52%	64%
Not sure	25%	16%	29%	29%	17%	25%	32%	22%	19%	24%	31%	25%	20%
Totals	100%	99%	99%	99%	99%	100%	99%	100%	100%	100%	100%	99%	100%
Unweighted N	(1,081)	(384)	(442)	(255)	(477)	(343)	(421)	(323)	(212)	(206)	(224)	(425)	(226)

YouGov Survey: Trade and Tariffs
July 8 - 11, 2025 - 1081 U.S. adult citizens

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3. Comparison of Tariffs
As far as you know, do most other countries generally impose higher or lower tariffs on U.S. goods than the U.S. imposes on their goods?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Much higher	15%	18%	11%	9%	13%	18%	18%	15%	6%	17%	*
Somewhat higher	20%	22%	18%	12%	19%	24%	23%	23%	10%	16%	*
About the same	18%	20%	17%	28%	20%	15%	13%	16%	32%	22%	*
Somewhat lower	13%	11%	15%	19%	12%	9%	13%	12%	13%	14%	*
Much lower	5%	6%	4%	4%	3%	6%	6%	5%	5%	1%	*
Not sure	29%	23%	34%	27%	33%	29%	27%	29%	34%	31%	*
Totals	100%	100%	99%	99%	100%	101%	100%	100%	100%	101%	*
Unweighted N	(1,080)	(483)	(597)	(259)	(275)	(317)	(229)	(707)	(140)	(165)	(68)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Much higher	15%	3%	11%	30%	3%	32%	12%	15%	17%	9%	19%	16%	13%
Somewhat higher	20%	14%	17%	29%	12%	33%	21%	21%	19%	21%	19%	21%	19%
About the same	18%	20%	22%	13%	25%	10%	17%	20%	20%	18%	15%	19%	20%
Somewhat lower	13%	23%	10%	7%	23%	7%	11%	16%	15%	13%	12%	14%	12%
Much lower	5%	8%	4%	3%	9%	3%	4%	5%	7%	5%	5%	4%	7%
Not sure	29%	32%	37%	17%	28%	16%	35%	22%	21%	34%	30%	26%	29%
Totals	100%	100%	101%	99%	100%	101%	100%	99%	99%	100%	100%	100%	100%
Unweighted N	(1,080)	(384)	(442)	(254)	(477)	(342)	(421)	(323)	(211)	(206)	(224)	(424)	(226)

YouGov Survey: Trade and Tariffs
July 8 - 11, 2025 - 1081 U.S. adult citizens

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4. Who Pays Tariffs
Who do you think ultimately bears the cost of tariffs on foreign products imported into the U.S.?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Mostly companies and people in the country exporting products	12%	14%	11%	11%	17%	10%	10%	11%	15%	21%	*
Mostly companies and people in the U.S.	69%	70%	68%	71%	58%	67%	81%	73%	58%	55%	*
Not sure	19%	17%	21%	17%	25%	22%	9%	16%	27%	25%	*
Totals	100%	101%	100%	99%	100%	99%	100%	100%	100%	101%	*
Unweighted N	(1,081)	(483)	(598)	(259)	(275)	(318)	(229)	(708)	(140)	(165)	(68)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Mostly companies and people in the country exporting products	12%	8%	13%	15%	7%	17%	13%	10%	14%	16%	9%	13%	11%
Mostly companies and people in the U.S.	69%	81%	65%	62%	82%	61%	63%	78%	70%	66%	69%	69%	70%
Not sure	19%	11%	22%	23%	11%	22%	24%	12%	16%	18%	22%	18%	19%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,081)	(384)	(442)	(255)	(477)	(343)	(421)	(323)	(212)	(206)	(224)	(425)	(226)

YouGov Survey: Trade and Tariffs
July 8 - 11, 2025 - 1081 U.S. adult citizens

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5. Tariffs Help or Hurt U.S.

Overall, do you think tariffs do more to help or hurt people in the U.S.?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Much more to help	9%	9%	8%	3%	5%	11%	13%	9%	6%	11%	*
A little more to help	9%	12%	6%	6%	11%	10%	7%	11%	4%	6%	*
Both equally	16%	20%	12%	21%	19%	14%	10%	15%	14%	15%	*
A little more to hurt	18%	18%	18%	21%	18%	17%	18%	20%	15%	19%	*
A lot more to hurt	37%	33%	40%	38%	30%	34%	47%	35%	45%	34%	*
Not sure	12%	8%	15%	10%	16%	14%	6%	10%	16%	14%	*
Totals	101%	100%	99%	99%	99%	100%	101%	100%	100%	99%	*
Unweighted N	(1,078)	(483)	(595)	(258)	(275)	(317)	(228)	(707)	(139)	(164)	(68)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Much more to help	9%	2%	5%	18%	2%	21%	8%	7%	12%	7%	11%	8%	9%
A little more to help	9%	3%	8%	16%	2%	21%	8%	8%	12%	14%	7%	9%	7%
Both equally	16%	9%	16%	22%	10%	16%	16%	19%	10%	14%	13%	19%	15%
A little more to hurt	18%	18%	20%	17%	17%	16%	16%	19%	22%	21%	18%	20%	13%
A lot more to hurt	37%	64%	33%	15%	63%	16%	35%	39%	37%	35%	36%	32%	47%
Not sure	12%	4%	17%	13%	5%	11%	17%	9%	7%	9%	16%	12%	10%
Totals	101%	100%	99%	101%	99%	101%	100%	101%	100%	100%	101%	100%	101%
Unweighted N	(1,078)	(383)	(440)	(255)	(477)	(342)	(418)	(323)	(212)	(205)	(224)	(424)	(225)

YouGov Survey: Trade and Tariffs
July 8 - 11, 2025 - 1081 U.S. adult citizens

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6. Tariffs Help or Hurt Other Countries
Overall, do you think tariffs do more to help or hurt people in the countries that the U.S. trades with?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Much more to help	4%	5%	4%	2%	3%	6%	6%	4%	7%	4%	*
A little more to help	10%	9%	11%	4%	11%	12%	13%	13%	8%	2%	*
Both equally	22%	23%	21%	21%	21%	25%	20%	20%	18%	32%	*
A little more to hurt	23%	25%	22%	32%	24%	16%	26%	27%	16%	18%	*
A lot more to hurt	21%	21%	20%	21%	18%	22%	21%	18%	29%	21%	*
Not sure	19%	16%	22%	21%	23%	19%	14%	18%	22%	23%	*
Totals	99%	99%	100%	101%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,077)	(482)	(595)	(259)	(273)	(317)	(228)	(707)	(139)	(163)	(68)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Much more to help	4%	4%	3%	7%	2%	9%	5%	4%	5%	6%	5%	4%	3%
A little more to help	10%	9%	5%	17%	5%	17%	10%	12%	10%	16%	8%	11%	6%
Both equally	22%	16%	22%	27%	20%	24%	23%	20%	23%	22%	21%	21%	25%
A little more to hurt	23%	26%	25%	20%	27%	19%	19%	28%	25%	20%	24%	25%	21%
A lot more to hurt	21%	36%	17%	10%	36%	11%	17%	23%	27%	17%	21%	18%	29%
Not sure	19%	9%	27%	20%	10%	19%	25%	13%	10%	18%	20%	21%	15%
Totals	99%	100%	99%	101%	100%	99%	99%	100%	100%	99%	99%	100%	99%
Unweighted N	(1,077)	(382)	(440)	(255)	(475)	(343)	(419)	(323)	(211)	(205)	(224)	(423)	(225)

6

YouGov Survey: Trade and Tariffs
July 8 - 11, 2025 - 1081 U.S. adult citizens

7. Tariffs on Foreign Goods Increased or Decreased
Do you think that tariffs on foreign goods imported into the U.S. should be...?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Increased	18%	23%	13%	11%	15%	24%	20%	19%	9%	14%	*
Kept the same	23%	23%	23%	22%	30%	19%	23%	22%	29%	30%	*
Decreased	40%	39%	40%	53%	33%	31%	46%	40%	40%	35%	*
Not sure	19%	15%	23%	14%	23%	26%	10%	19%	21%	21%	*
Totals	100%	100%	99%	100%	101%	100%	99%	100%	99%	100%	*
Unweighted N	(1,078)	(480)	(598)	(259)	(274)	(317)	(228)	(706)	(140)	(164)	(68)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Increased	18%	7%	13%	34%	5%	39%	15%	17%	26%	17%	20%	16%	21%
Kept the same	23%	19%	21%	28%	22%	22%	27%	25%	17%	23%	17%	28%	19%
Decreased	40%	60%	40%	20%	59%	20%	35%	45%	39%	41%	45%	34%	43%
Not sure	19%	14%	25%	18%	14%	18%	23%	13%	18%	19%	17%	21%	18%
Totals	100%	100%	99%	100%	100%	99%	100%	100%	100%	100%	99%	99%	101%
Unweighted N	(1,078)	(384)	(439)	(255)	(476)	(341)	(421)	(322)	(210)	(205)	(222)	(425)	(226)

YouGov Survey: Trade and Tariffs
July 8 - 11, 2025 - 1081 U.S. adult citizens

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8. Have Tariffs on Foreign Goods Increased or Decreased
So far in 2025, do you think that tariffs on foreign goods imported into the U.S. have been...?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Increased	66%	65%	68%	69%	63%	68%	64%	69%	51%	66%	*
Kept the same	13%	15%	11%	14%	15%	11%	14%	12%	20%	13%	*
Decreased	5%	6%	4%	7%	4%	5%	4%	4%	5%	8%	*
Not sure	16%	14%	17%	10%	17%	16%	18%	15%	23%	14%	*
Totals	100%	100%	100%	100%	99%	100%	100%	100%	99%	101%	*
Unweighted N	(1,081)	(483)	(598)	(259)	(275)	(318)	(229)	(708)	(140)	(165)	(68)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Increased	66%	77%	62%	61%	79%	64%	58%	73%	79%	58%	65%	68%	71%
Kept the same	13%	10%	11%	18%	9%	17%	13%	15%	9%	15%	7%	15%	15%
Decreased	5%	4%	6%	5%	4%	5%	6%	6%	3%	7%	8%	3%	5%
Not sure	16%	9%	21%	16%	8%	14%	24%	7%	9%	21%	20%	14%	9%
Totals	100%	100%	100%	100%	100%	100%	101%	101%	100%	101%	100%	100%	100%
Unweighted N	(1,081)	(384)	(442)	(255)	(477)	(343)	(421)	(323)	(212)	(206)	(224)	(425)	(226)

9. Support Increasing Tariffs if Higher Prices

Would you support increasing tariffs on foreign goods even if that leads to higher prices for American consumers?

Asked of people who say tariffs should be increased

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	81%	*	*	*	*	*	*	86%	*	*	*
No	10%	*	*	*	*	*	*	4%	*	*	*
Not sure	9%	*	*	*	*	*	*	10%	*	*	*
Totals	100%	*	*	*	*	*	*	100%	*	*	*
Unweighted N	(174)	(99)	(75)	(18)	(41)	(65)	(50)	(127)	(15)	(18)	(14)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	81%	*	*	*	*	87%	*	*	*	*	*	*	*
No	10%	*	*	*	*	3%	*	*	*	*	*	*	*
Not sure	9%	*	*	*	*	10%	*	*	*	*	*	*	*
Totals	100%	*	*	*	*	100%	*	*	*	*	*	*	*
Unweighted N	(174)	(23)	(66)	(85)	(21)	(129)	(59)	(54)	(41)	(30)	(41)	(68)	(35)

YouGov Survey: Trade and Tariffs
July 8 - 11, 2025 - 1081 U.S. adult citizens

10. Tariff Authority
Which comes closest to your understanding of who has authority to set tariffs on goods imported into the U.S.?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Only Congress has the authority to set tariffs	9%	11%	7%	9%	5%	9%	15%	8%	14%	9%	*
Congress has the authority, but has delegated some authority to the president	41%	43%	39%	49%	42%	34%	44%	43%	32%	38%	*
Only the president has the authority to set tariffs	20%	21%	20%	15%	22%	22%	21%	23%	17%	15%	*
Not sure	29%	25%	34%	27%	31%	35%	20%	26%	37%	38%	*
Totals	99%	100%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,079)	(482)	(597)	(259)	(275)	(317)	(228)	(706)	(140)	(165)	(68)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Only Congress has the authority to set tariffs	9%	17%	10%	2%	19%	3%	7%	11%	10%	6%	11%	8%	12%
Congress has the authority, but has delegated some authority to the president	41%	49%	42%	32%	52%	37%	32%	47%	56%	34%	42%	43%	42%
Only the president has the authority to set tariffs	20%	11%	13%	38%	9%	33%	23%	17%	18%	27%	18%	18%	21%

YouGov Survey: Trade and Tariffs
July 8 - 11, 2025 - 1081 U.S. adult citizens

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Not sure	29%	23%	35%	28%	20%	26%	37%	25%	16%	34%	29%	30%	25%
Totals	99%	100%	100%	100%	100%	99%	99%	100%	100%	101%	100%	99%	100%
Unweighted N	(1,079)	(384)	(442)	(253)	(477)	(341)	(421)	(323)	(211)	(206)	(223)	(424)	(226)

11. Approve of Trump Tariffs

Do you approve or disapprove of recent tariffs announced by Donald Trump, including a minimum tariff of 10% on all imports as well as higher rates for most countries?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly approve	18%	23%	13%	8%	15%	23%	22%	21%	5%	13%	*
Somewhat approve	15%	19%	13%	14%	20%	14%	15%	16%	8%	13%	*
Somewhat disapprove	17%	16%	17%	19%	18%	15%	16%	17%	17%	17%	*
Strongly disapprove	39%	35%	43%	45%	32%	36%	45%	36%	50%	39%	*
Not sure	11%	8%	14%	14%	15%	12%	2%	9%	19%	19%	*
Totals	100%	101%	100%	100%	100%	100%	100%	99%	99%	101%	*
Unweighted N	(1,077)	(480)	(597)	(258)	(274)	(318)	(227)	(706)	(139)	(164)	(68)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Strongly approve	18%	2%	10%	41%	3%	40%	16%	17%	22%	15%	22%	18%	16%
Somewhat approve	15%	4%	13%	29%	4%	29%	17%	15%	15%	24%	12%	17%	9%
Somewhat disapprove	17%	14%	22%	13%	13%	12%	15%	21%	14%	17%	14%	21%	12%
Strongly disapprove	39%	74%	38%	6%	75%	9%	36%	40%	44%	36%	40%	32%	53%
Not sure	11%	5%	17%	11%	5%	10%	16%	7%	5%	8%	13%	12%	10%
Totals	100%	99%	100%	100%	100%	100%	100%	100%	100%	100%	101%	100%	100%
Unweighted N	(1,077)	(383)	(440)	(254)	(477)	(341)	(420)	(322)	(210)	(204)	(224)	(425)	(224)

12A. Reason for Trump Tariffs — For leverage in negotiations with other countries

Do you think that the following is a major reason, a minor reason, or not a reason why Donald Trump has implemented or threatened to implement tariffs on foreign goods imported into the U.S.?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Major reason	52%	58%	45%	50%	47%	52%	58%	56%	39%	51%	*
Minor reason	26%	26%	26%	28%	31%	25%	23%	27%	27%	19%	*
Not a reason	10%	7%	14%	11%	10%	9%	12%	7%	19%	15%	*
Not sure	12%	8%	15%	12%	13%	14%	7%	11%	16%	15%	*
Totals	100%	99%	100%	101%	101%	100%	100%	101%	101%	100%	*
Unweighted N	(1,064)	(478)	(586)	(256)	(270)	(310)	(228)	(699)	(135)	(162)	(68)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Major reason	52%	50%	47%	58%	50%	66%	46%	55%	55%	49%	49%	54%	53%
Minor reason	26%	27%	24%	29%	25%	22%	25%	29%	28%	33%	29%	23%	24%
Not a reason	10%	14%	13%	4%	16%	4%	12%	8%	12%	7%	11%	10%	13%
Not sure	12%	9%	16%	10%	9%	8%	17%	8%	5%	11%	11%	14%	10%
Totals	100%	100%	100%	101%	100%	100%	100%	100%	100%	100%	100%	101%	100%
Unweighted N	(1,064)	(382)	(435)	(247)	(471)	(337)	(415)	(316)	(209)	(200)	(223)	(420)	(221)

YouGov Survey: Trade and Tariffs
July 8 - 11, 2025 - 1081 U.S. adult citizens

YouGov

12B. Reason for Trump Tariffs — To pressure individual companies and world leaders into doing what he wants
Do you think that the following is a major reason, a minor reason, or not a reason why Donald Trump has implemented or threatened to implement tariffs on foreign goods imported into the U.S.?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Major reason	51%	55%	47%	57%	49%	43%	60%	50%	64%	48%	*
Minor reason	20%	21%	19%	20%	23%	22%	14%	21%	11%	20%	*
Not a reason	16%	15%	18%	11%	11%	22%	20%	19%	9%	13%	*
Not sure	12%	9%	15%	13%	17%	13%	5%	9%	16%	19%	*
Totals	99%	100%	99%	101%	100%	100%	99%	99%	100%	100%	*
Unweighted N	(1,070)	(479)	(591)	(258)	(270)	(314)	(228)	(700)	(138)	(164)	(68)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Major reason	51%	73%	52%	28%	76%	32%	48%	53%	56%	47%	53%	50%	55%
Minor reason	20%	13%	17%	30%	11%	28%	18%	24%	20%	23%	21%	21%	15%
Not a reason	16%	5%	13%	33%	6%	31%	19%	13%	17%	18%	17%	16%	15%
Not sure	12%	9%	18%	10%	7%	9%	16%	11%	7%	12%	9%	13%	15%
Totals	99%	100%	100%	101%	100%	100%	101%	101%	100%	100%	100%	100%	100%
Unweighted N	(1,070)	(384)	(438)	(248)	(476)	(339)	(416)	(318)	(212)	(202)	(222)	(422)	(224)

YouGov Survey: Trade and Tariffs
July 8 - 11, 2025 - 1081 U.S. adult citizens

YouGov

12C. Reason for Trump Tariffs — To project strength internationally
Do you think that the following is a major reason, a minor reason, or not a reason why Donald Trump has implemented or threatened to implement tariffs on foreign goods imported into the U.S.?

| | Total | Gender | | Age (4 category) | | | | Race (4 category) | | | |
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Major reason	46%	47%	45%	47%	45%	40%	53%	50%	37%	38%	*
Minor reason	22%	26%	18%	22%	22%	25%	17%	23%	19%	17%	*
Not a reason	18%	16%	19%	15%	16%	20%	18%	14%	27%	25%	*
Not sure	15%	10%	18%	16%	16%	14%	12%	14%	16%	20%	*
Totals	101%	99%	100%	100%	99%	99%	100%	101%	99%	100%	*
Unweighted N	(1,072)	(482)	(590)	(259)	(271)	(313)	(229)	(701)	(139)	(164)	(68)

| | Total | Party ID | | | 2024 Vote | | Family Income (3 category) | | | Region | | | |
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Major reason	46%	49%	42%	48%	46%	55%	43%	47%	46%	41%	50%	45%	46%
Minor reason	22%	17%	20%	30%	18%	26%	20%	23%	27%	24%	22%	23%	18%
Not a reason	18%	24%	21%	7%	26%	9%	17%	15%	21%	16%	14%	17%	24%
Not sure	15%	10%	18%	15%	9%	10%	19%	15%	5%	18%	14%	14%	13%
Totals	101%	100%	101%	100%	99%	100%	99%	100%	99%	99%	100%	99%	101%
Unweighted N	(1,072)	(382)	(437)	(253)	(475)	(341)	(417)	(320)	(210)	(205)	(222)	(422)	(223)

YouGov Survey: Trade and Tariffs
July 8 - 11, 2025 - 1081 U.S. adult citizens

12D. Reason for Trump Tariffs — To boost U.S. manufacturing
Do you think that the following is a major reason, a minor reason, or not a reason why Donald Trump has implemented or threatened to implement tariffs on foreign goods imported into the U.S.?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Major reason	43%	50%	36%	31%	40%	48%	48%	49%	18%	32%	*
Minor reason	25%	23%	26%	31%	27%	24%	17%	24%	27%	24%	*
Not a reason	18%	16%	21%	19%	17%	15%	25%	15%	34%	22%	*
Not sure	14%	10%	18%	19%	16%	13%	10%	12%	21%	21%	*
Totals	100%	99%	101%	100%	100%	100%	100%	100%	100%	99%	*
Unweighted N	(1,067)	(478)	(589)	(259)	(268)	(313)	(227)	(699)	(136)	(164)	(68)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Major reason	43%	23%	35%	71%	19%	75%	41%	43%	42%	44%	44%	46%	34%
Minor reason	25%	31%	27%	15%	35%	13%	20%	29%	27%	26%	25%	24%	25%
Not a reason	18%	34%	20%	1%	35%	3%	19%	16%	24%	16%	20%	15%	25%
Not sure	14%	13%	18%	12%	11%	8%	20%	12%	6%	14%	11%	15%	16%
Totals	100%	101%	100%	99%	100%	99%	100%	100%	99%	100%	100%	100%	100%
Unweighted N	(1,067)	(383)	(435)	(249)	(473)	(335)	(415)	(319)	(209)	(201)	(221)	(424)	(221)

16

12E. Reason for Trump Tariffs — To punish other countries

Do you think that the following is a major reason, a minor reason, or not a reason why Donald Trump has implemented or threatened to implement tariffs on foreign goods imported into the U.S.?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Major reason	41%	43%	40%	41%	42%	39%	44%	39%	54%	45%	*
Minor reason	24%	28%	20%	30%	24%	23%	19%	26%	14%	18%	*
Not a reason	24%	18%	30%	17%	20%	27%	31%	27%	14%	21%	*
Not sure	11%	12%	10%	12%	15%	11%	5%	9%	18%	16%	*
Totals	100%	101%	100%	100%	101%	100%	99%	101%	100%	100%	*
Unweighted N	(1,070)	(478)	(592)	(257)	(271)	(313)	(229)	(702)	(136)	(164)	(68)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Major reason	41%	65%	40%	19%	66%	23%	40%	42%	48%	40%	43%	37%	49%
Minor reason	24%	18%	24%	29%	15%	31%	20%	25%	29%	26%	25%	23%	22%
Not a reason	24%	10%	18%	45%	11%	40%	27%	23%	19%	24%	22%	28%	19%
Not sure	11%	6%	18%	7%	8%	6%	14%	10%	4%	10%	10%	12%	10%
Totals	100%	99%	100%	100%	100%	100%	101%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,070)	(383)	(439)	(248)	(476)	(338)	(416)	(320)	(210)	(206)	(222)	(419)	(223)

12F. Reason for Trump Tariffs — Because he misunderstands the economics of trade
Do you think that the following is a major reason, a minor reason, or not a reason why Donald Trump has implemented or threatened to implement tariffs on foreign goods imported into the U.S.?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Major reason	39%	37%	40%	46%	36%	33%	42%	37%	44%	43%	*
Minor reason	14%	17%	12%	18%	19%	12%	10%	13%	21%	14%	*
Not a reason	31%	33%	30%	18%	27%	39%	39%	36%	14%	28%	*
Not sure	16%	13%	18%	18%	17%	17%	10%	14%	21%	15%	*
Totals	100%	100%	100%	100%	99%	101%	101%	100%	100%	100%	*
Unweighted N	(1,064)	(478)	(586)	(257)	(272)	(313)	(222)	(695)	(138)	(163)	(68)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Major reason	39%	62%	39%	16%	66%	18%	33%	42%	44%	38%	41%	35%	44%
Minor reason	14%	14%	14%	15%	13%	11%	16%	15%	15%	16%	13%	15%	13%
Not a reason	31%	15%	25%	55%	13%	62%	28%	31%	34%	32%	29%	34%	29%
Not sure	16%	9%	22%	14%	8%	10%	23%	12%	7%	13%	17%	16%	15%
Totals	100%	100%	100%	100%	100%	101%	100%	100%	100%	99%	100%	100%	101%
Unweighted N	(1,064)	(379)	(436)	(249)	(473)	(336)	(411)	(320)	(208)	(201)	(221)	(421)	(221)

12G. Reason for Trump Tariffs — To reduce the U.S. trade deficit

Do you think that the following is a major reason, a minor reason, or not a reason why Donald Trump has implemented or threatened to implement tariffs on foreign goods imported into the U.S.?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Major reason	35%	40%	30%	26%	34%	35%	44%	38%	19%	29%	*
Minor reason	26%	26%	25%	32%	27%	26%	18%	26%	22%	25%	*
Not a reason	22%	21%	23%	20%	20%	21%	30%	20%	37%	26%	*
Not sure	17%	13%	21%	22%	19%	19%	8%	16%	22%	20%	*
Totals	100%	100%	99%	100%	100%	101%	100%	100%	100%	100%	*
Unweighted N	(1,071)	(480)	(591)	(259)	(272)	(315)	(225)	(702)	(137)	(164)	(68)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Major reason	35%	19%	27%	59%	17%	65%	32%	35%	36%	35%	37%	35%	32%
Minor reason	26%	28%	26%	23%	29%	19%	24%	30%	30%	28%	25%	26%	24%
Not a reason	22%	39%	24%	5%	41%	7%	23%	19%	26%	23%	22%	19%	28%
Not sure	17%	14%	24%	13%	13%	9%	21%	17%	7%	14%	15%	20%	16%
Totals	100%	100%	101%	100%	100%	100%	100%	101%	99%	100%	99%	100%	100%
Unweighted N	(1,071)	(381)	(438)	(252)	(475)	(338)	(416)	(321)	(210)	(204)	(221)	(421)	(225)

YouGov Survey: Trade and Tariffs
July 8 - 11, 2025 - 1081 U.S. adult citizens

YouGov

12H. Reason for Trump Tariffs — To raise funds for the federal government
Do you think that the following is a major reason, a minor reason, or not a reason why Donald Trump has implemented or threatened to implement tariffs on foreign goods imported into the U.S.?

| | Total | Gender | | Age (4 category) | | | | Race (4 category) | | | |
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Major reason	28%	28%	27%	22%	24%	30%	34%	29%	21%	28%	*
Minor reason	30%	38%	24%	37%	30%	27%	29%	32%	23%	22%	*
Not a reason	25%	20%	29%	20%	27%	24%	27%	22%	36%	26%	*
Not sure	17%	14%	20%	21%	18%	20%	10%	16%	21%	24%	*
Totals	100%	100%	100%	100%	99%	101%	100%	99%	101%	100%	*
Unweighted N	(1,066)	(480)	(586)	(258)	(272)	(311)	(225)	(695)	(139)	(164)	(68)

| | Total | Party ID | | | 2024 Vote | | Family Income (3 category) | | | Region | | | |
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Major reason	28%	23%	27%	33%	21%	40%	27%	32%	24%	24%	28%	27%	31%
Minor reason	30%	29%	27%	36%	30%	30%	27%	33%	37%	32%	32%	32%	24%
Not a reason	25%	35%	25%	15%	39%	18%	26%	19%	31%	23%	24%	23%	30%
Not sure	17%	13%	22%	16%	10%	12%	20%	15%	8%	21%	16%	18%	15%
Totals	100%	100%	101%	100%	100%	100%	100%	99%	100%	100%	100%	100%	100%
Unweighted N	(1,066)	(382)	(436)	(248)	(475)	(336)	(413)	(321)	(208)	(205)	(220)	(419)	(222)

YouGov Survey: Trade and Tariffs
July 8 - 11, 2025 - 1081 U.S. adult citizens

YouGov

12I. Reason for Trump Tariffs — To lower prices for Americans
Do you think that the following is a major reason, a minor reason, or not a reason why Donald Trump has implemented or threatened to implement tariffs on foreign goods imported into the U.S.?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Major reason	23%	24%	21%	19%	19%	28%	24%	25%	15%	17%	*
Minor reason	16%	23%	10%	22%	21%	11%	13%	16%	11%	23%	*
Not a reason	48%	44%	52%	48%	45%	45%	56%	47%	57%	41%	*
Not sure	13%	9%	17%	12%	15%	16%	7%	12%	17%	19%	*
Totals	100%	100%	100%	101%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,065)	(476)	(589)	(257)	(269)	(316)	(223)	(698)	(138)	(161)	(68)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Major reason	23%	8%	17%	43%	8%	47%	21%	25%	26%	23%	26%	21%	22%
Minor reason	16%	10%	16%	23%	8%	20%	17%	15%	16%	20%	12%	18%	15%
Not a reason	48%	73%	51%	20%	75%	22%	44%	50%	51%	43%	50%	46%	53%
Not sure	13%	9%	16%	14%	9%	12%	18%	10%	6%	14%	13%	14%	10%
Totals	100%	100%	100%	100%	100%	101%	100%	100%	99%	100%	101%	99%	100%
Unweighted N	(1,065)	(378)	(436)	(251)	(469)	(337)	(415)	(318)	(209)	(199)	(223)	(421)	(222)

12J. Reason for Trump Tariffs — To allow the government to lower other types of taxes
Do you think that the following is a major reason, a minor reason, or not a reason why Donald Trump has implemented or threatened to implement tariffs on foreign goods imported into the U.S.?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Major reason	22%	24%	21%	20%	23%	22%	24%	24%	22%	20%	*
Minor reason	26%	36%	18%	27%	32%	25%	21%	28%	16%	22%	*
Not a reason	31%	25%	37%	34%	23%	28%	40%	29%	41%	37%	*
Not sure	20%	16%	24%	18%	21%	24%	16%	19%	21%	21%	*
Totals	99%	101%	100%	99%	99%	99%	101%	100%	100%	100%	*
Unweighted N	(1,063)	(477)	(586)	(257)	(268)	(312)	(226)	(697)	(135)	(163)	(68)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Major reason	22%	19%	20%	29%	18%	35%	20%	24%	26%	23%	22%	22%	23%
Minor reason	26%	18%	24%	37%	19%	35%	21%	32%	32%	27%	28%	27%	23%
Not a reason	31%	48%	31%	14%	50%	14%	31%	28%	32%	33%	30%	29%	34%
Not sure	20%	15%	24%	21%	13%	16%	27%	17%	11%	17%	21%	22%	20%
Totals	99%	100%	99%	101%	100%	100%	99%	101%	101%	100%	101%	100%	100%
Unweighted N	(1,063)	(382)	(434)	(247)	(474)	(336)	(416)	(317)	(208)	(201)	(223)	(417)	(222)

YouGov Survey: Trade and Tariffs
July 8 - 11, 2025 - 1081 U.S. adult citizens

YouGov

13. Tariffs Incentivizing Purchases
Have you or do you plan to make any purchases because you expect prices will change as a result of recent tariffs imposed on goods imported from other countries?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	24%	24%	24%	33%	26%	20%	20%	23%	26%	27%	*
No	56%	61%	52%	48%	55%	62%	58%	58%	53%	54%	*
Not sure	19%	15%	23%	19%	19%	18%	22%	19%	21%	18%	*
Totals	99%	100%	99%	100%	100%	100%	100%	100%	100%	99%	*
Unweighted N	(1,080)	(483)	(597)	(259)	(274)	(318)	(229)	(708)	(140)	(164)	(68)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	24%	30%	23%	20%	33%	21%	18%	32%	30%	21%	28%	22%	28%
No	56%	47%	54%	69%	44%	67%	60%	51%	58%	58%	56%	58%	53%
Not sure	19%	22%	24%	11%	22%	13%	22%	17%	13%	21%	16%	20%	19%
Totals	99%	99%	101%	100%	99%	101%	100%	100%	101%	100%	100%	100%	100%
Unweighted N	(1,080)	(383)	(442)	(255)	(476)	(343)	(420)	(323)	(212)	(206)	(224)	(425)	(225)

YouGov Survey: Trade and Tariffs
July 8 - 11, 2025 - 1081 U.S. adult citizens

YouGov

14. Tariffs Delaying Purchases
Have you or do you plan to delay any purchases because you expect prices will change as a result of recent tariffs imposed on goods imported from other countries?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	27%	24%	31%	32%	26%	25%	27%	27%	30%	22%	*
No	55%	62%	49%	50%	59%	58%	53%	57%	49%	58%	*
Not sure	17%	14%	20%	18%	15%	17%	20%	16%	21%	21%	*
Totals	99%	100%	100%	100%	100%	100%	100%	100%	100%	101%	*
Unweighted N	(1,080)	(482)	(598)	(258)	(275)	(318)	(229)	(708)	(140)	(165)	(67)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	27%	38%	29%	16%	46%	15%	22%	34%	31%	22%	30%	26%	32%
No	55%	41%	51%	75%	34%	73%	59%	53%	54%	58%	55%	57%	51%
Not sure	17%	21%	21%	10%	19%	12%	19%	13%	14%	20%	16%	17%	17%
Totals	99%	100%	101%	101%	99%	100%	100%	100%	99%	100%	101%	100%	100%
Unweighted N	(1,080)	(383)	(442)	(255)	(476)	(343)	(420)	(323)	(212)	(206)	(223)	(425)	(226)

15A. 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?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	58%	51%	64%	60%	51%	59%	62%	56%	59%	62%	*
No	35%	41%	30%	31%	38%	36%	33%	38%	28%	31%	*
Not sure	7%	8%	6%	9%	11%	5%	4%	6%	13%	8%	*
Totals	100%	100%	100%	100%	100%	100%	99%	100%	100%	101%	*
Unweighted N	(1,079)	(482)	(597)	(259)	(274)	(318)	(228)	(706)	(140)	(165)	(68)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	58%	76%	54%	45%	75%	50%	55%	65%	58%	51%	54%	59%	66%
No	35%	19%	35%	51%	19%	45%	35%	31%	36%	44%	37%	34%	28%
Not sure	7%	5%	12%	4%	6%	5%	10%	5%	6%	5%	9%	7%	6%
Totals	100%	100%	101%	100%	100%	100%	100%	101%	100%	100%	100%	100%	100%
Unweighted N	(1,079)	(384)	(442)	(253)	(476)	(342)	(420)	(323)	(212)	(206)	(224)	(424)	(225)

15B. 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	51%	42%	59%	47%	52%	51%	54%	49%	54%	56%	*
No	43%	51%	36%	46%	39%	43%	43%	45%	34%	38%	*
Not sure	6%	7%	6%	7%	9%	5%	4%	5%	12%	6%	*
Totals	100%	100%	101%	100%	100%	99%	101%	99%	100%	100%	*
Unweighted N	(1,073)	(479)	(594)	(259)	(273)	(315)	(226)	(702)	(138)	(165)	(68)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	51%	65%	49%	39%	69%	39%	52%	55%	53%	48%	48%	49%	59%
No	43%	30%	41%	57%	25%	56%	40%	40%	44%	48%	44%	44%	35%
Not sure	6%	5%	10%	4%	6%	5%	9%	5%	3%	4%	8%	7%	6%
Totals	100%	100%	100%	100%	100%	100%	101%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,073)	(383)	(441)	(249)	(475)	(338)	(418)	(323)	(210)	(206)	(221)	(421)	(225)

YouGov Survey: Trade and Tariffs
July 8 - 11, 2025 - 1081 U.S. adult citizens

15C. 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	48%	41%	55%	54%	44%	47%	50%	46%	55%	55%	*
No	45%	51%	40%	39%	46%	48%	46%	49%	35%	38%	*
Not sure	6%	8%	5%	6%	10%	5%	4%	5%	11%	7%	*
Totals	99%	100%	100%	99%	100%	100%	100%	100%	101%	100%	*
Unweighted N	(1,078)	(482)	(596)	(259)	(275)	(316)	(228)	(706)	(139)	(165)	(68)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	48%	62%	47%	37%	67%	33%	49%	53%	47%	43%	45%	49%	56%
No	45%	35%	43%	58%	29%	61%	43%	42%	51%	52%	49%	44%	39%
Not sure	6%	3%	10%	5%	5%	6%	7%	5%	2%	5%	6%	8%	5%
Totals	99%	100%	100%	100%	101%	100%	99%	100%	100%	100%	100%	101%	100%
Unweighted N	(1,078)	(384)	(439)	(255)	(475)	(343)	(420)	(323)	(211)	(206)	(223)	(423)	(226)

27

15D. 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?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	46%	40%	52%	53%	42%	43%	50%	44%	55%	52%	*
No	47%	54%	40%	40%	45%	53%	47%	51%	32%	40%	*
Not sure	7%	6%	8%	8%	13%	4%	3%	5%	13%	8%	*
Totals	100%	100%	100%	101%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,077)	(481)	(596)	(259)	(275)	(316)	(227)	(706)	(140)	(164)	(67)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	46%	60%	47%	33%	63%	29%	49%	51%	42%	41%	45%	45%	56%
No	47%	35%	44%	62%	31%	65%	43%	43%	55%	53%	48%	48%	39%
Not sure	7%	5%	10%	5%	6%	6%	8%	6%	3%	6%	7%	8%	5%
Totals	100%	100%	101%	100%	100%	100%	100%	100%	100%	100%	100%	101%	100%
Unweighted N	(1,077)	(384)	(441)	(252)	(477)	(340)	(418)	(322)	(212)	(205)	(224)	(424)	(224)

YouGov Survey: Trade and Tariffs
July 8 - 11, 2025 - 1081 U.S. adult citizens

15E. 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?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	37%	32%	43%	42%	34%	38%	37%	35%	39%	44%	*
No	55%	61%	50%	51%	56%	55%	59%	59%	47%	46%	*
Not sure	7%	7%	7%	8%	10%	7%	4%	6%	14%	10%	*
Totals	99%	100%	100%	101%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,072)	(477)	(595)	(259)	(271)	(318)	(224)	(701)	(140)	(163)	(68)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	37%	47%	41%	25%	52%	23%	38%	42%	40%	33%	37%	35%	47%
No	55%	46%	49%	71%	41%	72%	53%	53%	58%	62%	55%	57%	45%
Not sure	7%	7%	10%	4%	7%	5%	9%	5%	3%	6%	8%	7%	8%
Totals	99%	100%	100%	100%	100%	100%	100%	100%	101%	101%	100%	99%	100%
Unweighted N	(1,072)	(379)	(442)	(251)	(471)	(340)	(420)	(320)	(209)	(205)	(223)	(422)	(222)

15F. 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	31%	26%	35%	32%	31%	29%	32%	30%	29%	37%	*
No	64%	69%	60%	63%	60%	67%	67%	67%	60%	56%	*
Not sure	5%	5%	5%	4%	9%	4%	1%	3%	11%	6%	*
Totals	100%	100%	100%	99%	100%	100%	100%	100%	100%	99%	*
Unweighted N	(1,074)	(478)	(596)	(259)	(273)	(317)	(225)	(702)	(140)	(165)	(67)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	31%	44%	30%	19%	43%	24%	27%	35%	34%	27%	30%	28%	39%
No	64%	53%	62%	77%	53%	71%	66%	61%	63%	70%	62%	67%	57%
Not sure	5%	2%	7%	4%	3%	5%	7%	4%	3%	3%	8%	5%	4%
Totals	100%	99%	99%	100%	99%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,074)	(381)	(442)	(251)	(475)	(339)	(420)	(321)	(210)	(205)	(223)	(423)	(223)

YouGov Survey: Trade and Tariffs
July 8 - 11, 2025 - 1081 U.S. adult citizens

15G. 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	28%	24%	33%	37%	28%	25%	26%	24%	31%	44%	*
No	64%	68%	60%	55%	61%	68%	70%	70%	56%	48%	*
Not sure	8%	8%	8%	8%	11%	7%	5%	7%	13%	9%	*
Totals	100%	100%	101%	100%	100%	100%	101%	101%	100%	101%	*
Unweighted N	(1,073)	(480)	(593)	(258)	(274)	(313)	(228)	(703)	(139)	(163)	(68)

	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%	36%	32%	17%	42%	17%	26%	36%	27%	26%	28%	26%	36%
No	64%	56%	58%	78%	50%	79%	65%	57%	66%	67%	61%	67%	57%
Not sure	8%	8%	10%	4%	9%	5%	9%	7%	8%	6%	11%	7%	7%
Totals	100%	100%	100%	99%	101%	101%	100%	100%	101%	99%	100%	100%	100%
Unweighted N	(1,073)	(382)	(439)	(252)	(473)	(340)	(417)	(321)	(211)	(205)	(221)	(423)	(224)

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15H. 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?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	22%	19%	24%	15%	22%	23%	26%	21%	24%	26%	*
No	64%	65%	63%	69%	63%	65%	58%	65%	54%	60%	*
Not sure	14%	16%	13%	16%	15%	12%	16%	14%	22%	14%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,077)	(482)	(595)	(259)	(274)	(316)	(228)	(705)	(139)	(165)	(68)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	22%	18%	19%	29%	18%	32%	21%	23%	23%	24%	18%	20%	26%
No	64%	71%	62%	60%	68%	57%	61%	68%	68%	64%	67%	63%	62%
Not sure	14%	11%	20%	11%	14%	11%	18%	9%	9%	12%	15%	16%	12%
Totals	100%	100%	101%	100%	100%	100%	100%	100%	100%	100%	100%	99%	100%
Unweighted N	(1,077)	(384)	(440)	(253)	(475)	(342)	(420)	(322)	(212)	(206)	(223)	(422)	(226)

YouGov Survey: Trade and Tariffs
July 8 - 11, 2025 - 1081 U.S. adult citizens

YouGov

16. Have Tariffs Been Implemented

As far as you know, how many of the tariffs announced by Donald Trump do you think have been implemented?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
All	2%	1%	2%	1%	4%	1%	0%	1%	5%	2%	*
Most	18%	21%	15%	22%	23%	15%	13%	17%	18%	23%	*
About half	20%	20%	20%	21%	23%	15%	22%	21%	17%	17%	*
Few	28%	30%	26%	23%	20%	30%	35%	28%	22%	23%	*
None	3%	2%	4%	2%	2%	3%	4%	2%	6%	3%	*
Not sure	30%	26%	33%	30%	27%	36%	25%	30%	31%	33%	*
Totals	101%	100%	100%	99%	99%	100%	99%	99%	99%	101%	*
Unweighted N	(1,081)	(483)	(598)	(259)	(275)	(318)	(229)	(708)	(140)	(165)	(68)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
All	2%	1%	3%	1%	1%	2%	2%	1%	2%	2%	3%	1%	2%
Most	18%	15%	19%	20%	14%	21%	18%	19%	17%	24%	16%	21%	10%
About half	20%	19%	19%	23%	21%	23%	17%	24%	24%	21%	19%	17%	26%
Few	28%	35%	23%	25%	35%	28%	24%	31%	33%	21%	26%	29%	31%
None	3%	5%	2%	1%	5%	2%	2%	3%	3%	1%	2%	3%	5%
Not sure	30%	25%	34%	29%	24%	25%	36%	22%	21%	30%	35%	28%	27%
Totals	101%	100%	100%	99%	100%	101%	99%	100%	100%	99%	101%	99%	101%
Unweighted N	(1,081)	(384)	(442)	(255)	(477)	(343)	(421)	(323)	(212)	(206)	(224)	(425)	(226)

YouGov Survey: Trade and Tariffs
July 8 - 11, 2025 - 1081 U.S. adult citizens

YouGov

17. Will Tariffs Be Implemented
How many of the tariffs announced by Donald Trump do you think will ultimately be implemented?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
All	9%	9%	9%	9%	11%	8%	7%	8%	15%	11%	*
Most	26%	29%	23%	23%	26%	26%	28%	29%	19%	21%	*
About half	20%	22%	18%	29%	19%	19%	15%	20%	14%	19%	*
Few	17%	18%	16%	14%	16%	14%	25%	17%	19%	18%	*
None	1%	1%	2%	1%	2%	1%	2%	1%	5%	3%	*
Not sure	27%	22%	32%	25%	26%	32%	24%	26%	28%	28%	*
Totals	100%	101%	100%	101%	100%	100%	101%	101%	100%	100%	*
Unweighted N	(1,079)	(481)	(598)	(259)	(274)	(317)	(229)	(706)	(140)	(165)	(68)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
All	9%	6%	9%	12%	5%	11%	10%	8%	9%	9%	13%	7%	8%
Most	26%	20%	22%	35%	20%	38%	25%	27%	29%	34%	22%	25%	25%
About half	20%	21%	20%	19%	21%	19%	20%	21%	19%	19%	16%	24%	18%
Few	17%	28%	12%	12%	27%	15%	12%	23%	21%	14%	18%	16%	18%
None	1%	2%	2%	0%	3%	0%	1%	2%	1%	1%	1%	2%	1%
Not sure	27%	23%	35%	22%	24%	16%	32%	19%	21%	23%	30%	26%	30%
Totals	100%	100%	100%	100%	100%	99%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,079)	(384)	(440)	(255)	(475)	(343)	(421)	(323)	(211)	(206)	(224)	(423)	(226)

YouGov Survey: Trade and Tariffs
July 8 - 11, 2025 - 1081 U.S. adult citizens

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18. Trump Effective at Negotiating
How effective do you think Donald Trump is at negotiating with foreign leaders?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very effective	23%	27%	20%	9%	24%	30%	28%	28%	8%	15%	*
Somewhat effective	20%	22%	18%	24%	25%	17%	14%	23%	9%	19%	*
Not very effective	16%	18%	15%	29%	11%	14%	13%	13%	19%	20%	*
Not at all effective	30%	26%	34%	27%	27%	27%	41%	28%	43%	32%	*
Not sure	10%	8%	13%	11%	14%	12%	4%	8%	22%	14%	*
Totals	99%	101%	100%	100%	101%	100%	100%	100%	101%	100%	*
Unweighted N	(1,081)	(483)	(598)	(259)	(275)	(318)	(229)	(708)	(140)	(165)	(68)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very effective	23%	3%	13%	54%	4%	59%	21%	22%	31%	28%	25%	24%	17%
Somewhat effective	20%	10%	21%	28%	7%	24%	22%	17%	18%	18%	17%	23%	19%
Not very effective	16%	23%	19%	7%	18%	8%	12%	23%	14%	17%	15%	18%	14%
Not at all effective	30%	59%	32%	1%	65%	5%	29%	30%	34%	26%	34%	23%	43%
Not sure	10%	6%	15%	9%	6%	4%	17%	7%	3%	11%	10%	12%	7%
Totals	99%	101%	100%	99%	100%	100%	101%	99%	100%	100%	101%	100%	100%
Unweighted N	(1,081)	(384)	(442)	(255)	(477)	(343)	(421)	(323)	(212)	(206)	(224)	(425)	(226)

YouGov Survey: Trade and Tariffs
July 8 - 11, 2025 - 1081 U.S. adult citizens

19. Trump Trade Strategy
Do you think Donald Trump has a clear plan for U.S. trade policy?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	36%	43%	29%	30%	37%	37%	36%	42%	14%	28%	*
No	49%	44%	54%	57%	43%	46%	52%	44%	69%	54%	*
Not sure	16%	13%	18%	13%	20%	17%	11%	14%	17%	17%	*
Totals	101%	100%	101%	100%	100%	100%	99%	100%	100%	99%	*
Unweighted N	(1,079)	(483)	(596)	(259)	(274)	(317)	(229)	(708)	(138)	(165)	(68)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	36%	7%	23%	76%	6%	75%	33%	35%	39%	38%	34%	39%	28%
No	49%	84%	57%	7%	87%	10%	48%	49%	50%	43%	53%	45%	57%
Not sure	16%	9%	20%	17%	7%	14%	19%	15%	11%	19%	13%	16%	15%
Totals	101%	100%	100%	100%	100%	99%	100%	99%	100%	100%	100%	100%	100%
Unweighted N	(1,079)	(382)	(442)	(255)	(476)	(343)	(420)	(322)	(212)	(205)	(224)	(424)	(226)

YouGov Survey: Trade and Tariffs
July 8 - 11, 2025 - 1081 U.S. adult citizens

Interviewing Dates	July 8 - 11, 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 0.052 to 6.125, with a mean of one and a standard deviation of 0.922.
Number of respondents	1081
Margin of error	$\pm$ 4.1% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	60 questions not reported.