

Latest Public Opinion Research on Tariffs

Updated August 14, 2025

Marist Poll

July 7, 2025

Americans are concerned about the effects of tariffs:

- Inflation (42%) and tariffs (22%) are the most cited economic issues among US adults.
- 81% of Americans are very concerned (39%) or somewhat concerned (41%) about the impact of tariffs on their personal finances.
- 60% of Americans believe tariffs will have a negative impact on the national economy:
 - 33% of U.S. adults say very negative and 27% say somewhat negative impact.

Intuit Credit Karma

July 8, 2025

American consumers are preparing/reacting to the effects of tariffs:

- 62% of Americans said they've "experienced price increases on everyday goods and services as a result of recent tariffs," according to an Intuit Credit Karma survey [released](#) July 8.
- More than half (53%) of Americans say they've adjusted their spending in anticipation of tariffs; among them, 56% are cutting back on non-essential purchases to save money.
- 62% of consumers say they've experienced price increases for everyday goods and services that they shop for, as a result of recent tariffs (71% among millennials)

American businesses are planning to increase prices because of tariffs:

- For instance, nearly three-quarters (73%) of Americans worry companies will use tariffs as an excuse to raise prices, and 65% fear tariffs will affect their ability to buy the things they need and want.

POLITICO

July 12, 2025

Trump voters mostly support tariffs:

- 63% of Trump voters say tariffs are helping trade negotiations, 23% say they are hurting
- 50% of Trump voters say tariffs on China benefit US companies, 25% say they hurt US companies

Harris voters largely oppose tariffs:

- 86% of Harris voters say tariffs are hurting trade negotiations
- 70% of Harris voters say tariffs on China hurt US companies

The Independent

July 13, 2025

Trump's trade policy is becoming divisive among those who voted for him:

- 44% of Trump's voters say the president should have Congress's approval to impose tariffs, 45% say he should have the authority
- 46% of Trump voters said they back tariffs on China "even if it increases prices at home."
 - 32% they only support tariffs if it doesn't raise prices
 - 9% said they oppose tariffs
- 25% of Trump voters said the tariffs on China hurt US companies
- 55% said that while it will be challenging to get a deal with China, they expect that the president "will be able to do it."
 - 18% said it won't be difficult to reach an agreement.
 - 12% said Trump won't be able to get a deal.

Harvard CAPS / Harris Poll

July 14, 2025

Tariffs are becoming a less popular policy among Americans:

- 49% of voters oppose placing tariffs on China, Mexico, and Canada.
- 49% of voters believe Trump is making good deals on behalf of the country (-3 pts., June 2025).
- 56% of voters say Trump is losing the battle against inflation and that his tariffs are harming the economy.

Gallup

July 24, 2025

- 36% of Americans approve the impact of tariffs under President Trump, 64% disapprove

The Washington Post

August 1, 2025

Americans oppose Trump's tariffs and believe they are hurting consumers the most:

- Voters disapproved of the way Trump is handling tariffs by a margin of 62 percent to 36 percent in a Fox News poll taken July 18-21.
- Asked "who is hurt the most" by higher tariffs, 54 percent of adults surveyed replied American consumers; 22 percent said foreign manufacturers, according to an Economist/YouGov poll taken July 25-28.

Pew Research Center

August 14, 2025

Americans are feeling distrustful of Trump's strategy and direction:

- President Trump's overall approval rating is 38%.
- 61% of Americans disapprove of Trump's tariff policies.
 - 32% of Republicans and 89% of Democrats disapprove.

- 39% of Americans strongly disapprove.
- 53% of Americans are not confident that Trump can negotiate favorable trade agreements with other countries.
 - 81% of Republicans are confident that he can.
- 57% of Americans are not confident that Trump can make good decisions about foreign policy.
 - 79% of Republicans are confident that he can.
- 58% of Americans are not confident that Trump can make good decisions about tax policy.
 - 77% of Republicans are confident that he can.
- 55% of Americans are not confident that Trump can make wise decisions when it comes to U.S. policy toward China.
- 56% of Americans are not confident that Trump can make wise decisions when it comes to working effectively with U.S. allies.
- 57% of Americans are not confident that Trump can make wise decisions when it comes to the relationship between the U.S. and Canada.
- 55% of Americans say that the overall effect of the Administration's tariff policies on the country will be mostly negative over the coming years.
 - 55% say they will personally be negatively affected.