

National Tracking Poll

Project: 2501094

N Size: 551 Rural Registered Voters

Margin of Error: ± 4%

February 04-08, 2025

Topline Report

Question	Response	Frequency	Percentage
CFF1_1	<i>How much of a priority, if at all, should each of the following be for the new Congress and Trump administration? — Reducing inflation</i>		
	A top priority	397	72%
	An important priority	111	20%
	Not too important of a priority	12	2%
	Not a priority at all	5	1%
	Don't know/ No opinion	25	4%
CFF1_2	<i>How much of a priority, if at all, should each of the following be for the new Congress and Trump administration? — Creating more jobs</i>		
	A top priority	261	47%
	An important priority	232	42%
	Not too important of a priority	26	5%
	Not a priority at all	7	1%
	Don't know/ No opinion	25	5%
CFF1_3	<i>How much of a priority, if at all, should each of the following be for the new Congress and Trump administration? — Reducing U.S. supply chain dependence on foreign countries</i>		
	A top priority	189	34%
	An important priority	243	44%
	Not too important of a priority	65	12%
	Not a priority at all	15	3%
	Don't know/ No opinion	39	7%
CFF1_4	<i>How much of a priority, if at all, should each of the following be for the new Congress and Trump administration? — Promoting U.S. trade with foreign countries</i>		
	A top priority	118	21%
	An important priority	286	52%
	Not too important of a priority	84	15%
	Not a priority at all	14	3%
	Don't know/ No opinion	49	9%
CFF2	<i>Which of the following comes closest to your opinion, even if neither is exactly right?</i>		
	Trade with other countries is bad because it lowers wages and costs jobs	98	18%
	Trade with other countries is good because it creates growth and new markets for U.S. goods and services.	453	82%

Question	Response	Frequency	Percentage
CFF3	<i>Based on what you know, which of the following do you think is the most important benefit the United States gains from trading with foreign countries?</i>		
	Access to a wider variety of goods and services	124	22%
	Lower prices for consumers	143	26%
	Job creation in domestic industries	48	9%
	Strengthened international relationships	91	17%
	Economic growth and innovation	121	22%
	Other, please specify	1	0%
	There are no benefits to trading with foreign countries	23	4%
CFF4	<i>How much have you seen, read, or heard about tariffs?</i>		
	A lot	185	34%
	Some	226	41%
	Not much	77	14%
	Nothing at all	63	11%
CFF6	<i>Do you support or oppose the use of tariffs on goods imported, brought in to the United States?</i>		
	Strongly support	127	23%
	Somewhat support	200	36%
	Somewhat oppose	78	14%
	Strongly oppose	72	13%
	Don't know/ No opinion	74	13%
CFF7	<i>And who do you think primarily pays for tariffs imposed on goods imported, brought into the U.S.?</i>		
	A U.S.-based company importing goods	37	7%
	U.S. consumers	244	44%
	The U.S. government	45	8%
	Foreign country's government	59	11%
	A foreign company exporting goods	98	18%
	Don't know/ No opinion	66	12%
CFF8	<i>As you may know, a tariff is a tax paid on certain imports or exports and is a source of revenue for the government imposing the tariff. Tariffs are also used as a form of regulation on foreign trade and policy that taxes foreign products. Do you support or oppose the use of tariffs on goods imported, brought in to the United States?</i>		
	Strongly support	124	23%
	Somewhat support	204	37%
	Somewhat oppose	90	16%
	Strongly oppose	69	12%
	Don't know/ No opinion	64	12%

Question	Response	Frequency	Percentage
CFF9	<i>Based on what you know, how frequently, if at all, do you think the United States imposes tariffs on imports?</i>		
	Very frequently	91	17%
	Somewhat frequently	207	38%
	Not too frequently	133	24%
	Not frequently at all	27	5%
	Don't know/ No opinion	92	17%
CFF10	<i>Based on what you know, which of the following goods are most commonly impacted by U.S. tariffs?</i>		
	Agricultural products	67	12%
	Automotive products	80	15%
	Electronic and technology products	117	21%
	Textiles and clothing	34	6%
	Energy products (i.e.. Oil, natural gas)	123	22%
	Other, please specify	10	2%
	Don't know/ No opinion	120	22%
CFF11_1	<i>How willing are you, if at all, to pay higher prices for each of the following? — Goods imported, brought into the U.S. from foreign countries</i>		
	Very willing	36	7%
	Somewhat willing	128	23%
	Not too willing	202	37%
	Not willing at all	151	27%
	Don't know/ No opinion	34	6%
CFF11_2	<i>How willing are you, if at all, to pay higher prices for each of the following? — American-made goods</i>		
	Very willing	123	22%
	Somewhat willing	201	36%
	Not too willing	108	20%
	Not willing at all	95	17%
	Don't know/ No opinion	24	4%
CFF12_1	<i>And how much more would you be willing to pay for each of the following? — Goods imported, brought into the U.S. from foreign countries</i>		
	I would not tolerate any price increases	309	56%
	Up to 5% increase	155	28%
	Up to 10% increase	60	11%
	Up to 15% increase	20	4%
	More than 15% increase	8	1%

Question	Response	Frequency	Percentage
CFF12_2	<i>And how much more would you be willing to pay for each of the following? — American-made goods</i>		
	I would not tolerate any price increases	216	39%
	Up to 5% increase	195	35%
	Up to 10% increase	103	19%
	Up to 15% increase	20	4%
	More than 15% increase	18	3%
CFF13	<i>How much of an impact, if at all, do you think tariffs on imported goods brought into the U.S. from foreign countries would have on your monthly expenses?</i>		
	A big increase in monthly expenses	131	24%
	A slight increase in monthly expenses	223	40%
	No increase or decrease in monthly expenses due to tariffs	124	23%
	A slight decrease in monthly expenses	43	8%
	A big decrease in monthly expenses	30	6%
CFF14	<i>How much did you see, read, or hear, if anything, about tariffs during the 2024 election cycle?</i>		
	A lot	120	22%
	Some	241	44%
	Not much	109	20%
	Nothing at all	82	15%
CFF15	<i>And was what you heard about tariffs mostly positive or mostly negative? (N=469)</i>		
	Mostly positive	114	24%
	Neither positive nor negative	139	30%
	Mostly negative	180	38%
	Don't know/ No opinion	36	8%
CFF16	<i>And from which group did you hear the most about tariffs during the 2024 election? (N=469)</i>		
	Mostly from Republicans	241	51%
	Mostly from Democrats	71	15%
	From both Democrats and Republicans	135	29%
	From neither Democrats nor Republicans	22	5%
CFF17	<i>Thinking about your choice for president in the November 2024 presidential election, to what extent did tariffs affect your vote?</i>		
	Mattered a lot	51	9%
	Mattered some	117	21%
	No impact either way	183	33%
	Didn't matter much	54	10%
	Didn't matter at all	94	17%
	I did not vote in the November 2024 presidential election	53	10%

Question	Response	Frequency	Percentage
CFF18_1	<i>Based on what you know, how do tariffs imposed on imported goods, brought into the U.S., impact each of the following groups? — Consumers</i>		
	Mostly positive impact	53	10%
	Somewhat positive impact	65	12%
	Neither positive nor negative impact	118	21%
	Somewhat negative impact	124	23%
	Mostly negative impact	145	26%
	Don't know/ No opinion	46	8%
CFF18_2	<i>Based on what you know, how do tariffs imposed on imported goods, brought into the U.S., impact each of the following groups? — American workers</i>		
	Mostly positive impact	83	15%
	Somewhat positive impact	114	21%
	Neither positive nor negative impact	120	22%
	Somewhat negative impact	87	16%
	Mostly negative impact	94	17%
	Don't know/ No opinion	53	10%
CFF18_3	<i>Based on what you know, how do tariffs imposed on imported goods, brought into the U.S., impact each of the following groups? — American businesses</i>		
	Mostly positive impact	88	16%
	Somewhat positive impact	139	25%
	Neither positive nor negative impact	84	15%
	Somewhat negative impact	99	18%
	Mostly negative impact	85	15%
	Don't know/ No opinion	56	10%
CFF18_4	<i>Based on what you know, how do tariffs imposed on imported goods, brought into the U.S., impact each of the following groups? — Foreign countries who trade with the United States</i>		
	Mostly positive impact	33	6%
	Somewhat positive impact	69	12%
	Neither positive nor negative impact	100	18%
	Somewhat negative impact	173	31%
	Mostly negative impact	123	22%
	Don't know/ No opinion	53	10%
CFF18_5	<i>Based on what you know, how do tariffs imposed on imported goods, brought into the U.S., impact each of the following groups? — Foreign businesses</i>		
	Mostly positive impact	28	5%
	Somewhat positive impact	62	11%
	Neither positive nor negative impact	94	17%
	Somewhat negative impact	191	35%
	Mostly negative impact	116	21%
	Don't know/ No opinion	59	11%

Question	Response	Frequency	Percentage
CFF18_6	<i>Based on what you know, how do tariffs imposed on imported goods, brought into the U.S., impact each of the following groups? — The U.S. government</i>		
	Mostly positive impact	116	21%
	Somewhat positive impact	156	28%
	Neither positive nor negative impact	132	24%
	Somewhat negative impact	43	8%
	Mostly negative impact	39	7%
	Don't know/ No opinion	65	12%
CFF19	<i>Do you think tariffs are an effective tool for protecting American businesses and supporting the United States' economy?</i>		
	Very effective	119	22%
	Somewhat effective	182	33%
	Not too effective	106	19%
	Not effective at all	65	12%
	Don't know/ No opinion	79	14%
CFF20	<i>Which of the following comes closest to your opinion about tariffs, even if neither is exactly right?</i>		
	Imposing tariffs on imported goods brought in to the U.S. will support domestic manufacturing and encourage consumers and businesses to purchase domestically produced alternatives.	261	47%
	Imposing tariffs on imported goods brought in to the U.S. will raise costs for American consumers and businesses.	290	53%
CFF21	<i>How much have you seen, read, or heard about President Trump's announcement about imposing tariffs on goods coming from Mexico, Canada, and China, if anything?</i>		
	A lot	213	39%
	Some	198	36%
	Not much	85	15%
	Nothing	54	10%
CFF22	<i>As you may know, President Trump recently imposed tariffs on goods coming from Mexico, Canada, and China. Do you think these tariffs will mostly help or mostly hurt the United States' economy, or have no impact either way?</i>		
	Mostly help	187	34%
	No impact either way	71	13%
	Mostly hurt	218	39%
	Don't know/ No opinion	76	14%

Question	Response	Frequency	Percentage
CFF25	<i>How concerned are you, if at all, about the potential for retaliatory tariffs—which are tariffs imposed by a country on imported goods in response to tariffs imposed on its own exports by another country—in response to the U.S. imposing tariffs on goods from coming from Mexico, Canada, and China?</i>		
	Very concerned	128	23%
	Somewhat concerned	174	32%
	Not too concerned	134	24%
	Not concerned at all	54	10%
	Don't know/ No opinion	61	11%
CFF26_1NET	<i>If foreign countries respond to the U.S. tariffs with retaliatory tariffs, which of the following groups and products do you think will be impacted? Select all that apply. — U.S. consumers</i>		
	Selected	290	53%
	Not Selected	261	47%
CFF26_2NET	<i>If foreign countries respond to the U.S. tariffs with retaliatory tariffs, which of the following groups and products do you think will be impacted? Select all that apply. — Agriculture products</i>		
	Selected	195	35%
	Not Selected	356	65%
CFF26_3NET	<i>If foreign countries respond to the U.S. tariffs with retaliatory tariffs, which of the following groups and products do you think will be impacted? Select all that apply. — A U.S.-based company importing goods</i>		
	Selected	184	33%
	Not Selected	367	67%
CFF26_4NET	<i>If foreign countries respond to the U.S. tariffs with retaliatory tariffs, which of the following groups and products do you think will be impacted? Select all that apply. — Automotive products</i>		
	Selected	245	44%
	Not Selected	306	56%
CFF26_5NET	<i>If foreign countries respond to the U.S. tariffs with retaliatory tariffs, which of the following groups and products do you think will be impacted? Select all that apply. — Electronic and technology products</i>		
	Selected	281	51%
	Not Selected	270	49%
CFF26_6NET	<i>If foreign countries respond to the U.S. tariffs with retaliatory tariffs, which of the following groups and products do you think will be impacted? Select all that apply. — Textiles and clothing</i>		
	Selected	190	35%
	Not Selected	361	65%

Question	Response	Frequency	Percentage
CFF26_7NET	<i>If foreign countries respond to the U.S. tariffs with retaliatory tariffs, which of the following groups and products do you think will be impacted? Select all that apply. — Energy products (i.e.. Oil, natural gas)</i>		
	Selected	239	43%
	Not Selected	312	57%
CFF26_8NET	<i>If foreign countries respond to the U.S. tariffs with retaliatory tariffs, which of the following groups and products do you think will be impacted? Select all that apply. — Other, please specify</i>		
	Selected	13	2%
	Not Selected	538	98%
CFF27_1	<i>Now you will read several statements about tariffs. How convincing do you find each of the following statements about tariffs? — Tariffs on imported foreign goods will help decrease the federal deficit</i>		
	Very convincing	109	20%
	Somewhat convincing	158	29%
	Not too convincing	116	21%
	Not convincing at all	100	18%
	Don't know/ No opinion	67	12%
CFF27_2	<i>Now you will read several statements about tariffs. How convincing do you find each of the following statements about tariffs? — Tariffs on imported foreign goods will help lower costs for all Americans, including lowering food prices, and allow the government to subsidize childcare programs</i>		
	Very convincing	85	15%
	Somewhat convincing	121	22%
	Not too convincing	138	25%
	Not convincing at all	144	26%
	Don't know/ No opinion	63	11%
CFF27_3	<i>Now you will read several statements about tariffs. How convincing do you find each of the following statements about tariffs? — Adding tariffs to imported foreign goods will help protect American business and promote the manufacturing of American-made products</i>		
	Very convincing	145	26%
	Somewhat convincing	180	33%
	Not too convincing	92	17%
	Not convincing at all	80	15%
	Don't know/ No opinion	53	10%

Question	Response	Frequency	Percentage
CFF27_4	<i>Now you will read several statements about tariffs. How convincing do you find each of the following statements about tariffs? — Imposing tariffs on imported foreign goods will support manufacturing jobs in the United States by encouraging American industry and production</i>		
	Very convincing	137	25%
	Somewhat convincing	196	36%
	Not too convincing	95	17%
	Not convincing at all	70	13%
	Don't know/ No opinion	54	10%
CFF27_5	<i>Now you will read several statements about tariffs. How convincing do you find each of the following statements about tariffs? — Tariffs on imported goods from China will help address the U.S.-China trade imbalance by encouraging fairer trade practices</i>		
	Very convincing	122	22%
	Somewhat convincing	193	35%
	Not too convincing	97	18%
	Not convincing at all	75	14%
	Don't know/ No opinion	64	12%
CFF27_6	<i>Now you will read several statements about tariffs. How convincing do you find each of the following statements about tariffs? — The United States has been ripped off by other countries, and tariffs are a tool to help correct the international trade imbalance</i>		
	Very convincing	165	30%
	Somewhat convincing	148	27%
	Not too convincing	95	17%
	Not convincing at all	86	16%
	Don't know/ No opinion	58	10%
CFF27_7	<i>Now you will read several statements about tariffs. How convincing do you find each of the following statements about tariffs? — The United States has been ripped off by other countries, and tariffs are a tool to address illegal immigration and drug trafficking.</i>		
	Very convincing	144	26%
	Somewhat convincing	136	25%
	Not too convincing	105	19%
	Not convincing at all	114	21%
	Don't know/ No opinion	53	10%

Note: Group proportions may total to larger than one-hundred percent due to rounding. All statistics are calculated for respondents with demographic post-stratification weights applied.

Respondent Demographics Summary

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	Registered Voters	551	100%
AUD	Rural Registered Voters	551	100%
CFFxdem1	SRH Tariffs: A Lot + Some	411	75%
	SRH Tariffs: Not Much + Nothing	140	25%
	<i>N</i>	551	
CFFxdem2	SRH Tariffs 2024: A Lot + Some	360	65%
	SRH Tariffs 2024: Not Much + Nothing	191	35%
	<i>N</i>	551	
CFFxdem3	SRH Trump Tariffs: A Lot + Some	412	75%
	SRH Trump Tariffs: Not Much + Nothing	139	25%
	<i>N</i>	551	
CFFxdem4	Aided Tariffs: Support	328	59%
	Aided Tariffs: Oppose	159	29%
	<i>N</i>	487	

Note: Group proportions may total to larger than one-hundred percent due to rounding. All statistics are calculated with demographic post-stratification weights applied.



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