

National Tracking Poll

Project: 2501094

N Size: 3015 National Registered Voters

Margin of Error: $\pm 2\%$

February 04-09, 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	2090	69%
	An important priority	645	21%
	Not too important of a priority	88	3%
	Not a priority at all	39	1%
	Don't know/ No opinion	152	5%
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	1499	50%
	An important priority	1157	38%
	Not too important of a priority	157	5%
	Not a priority at all	56	2%
	Don't know/ No opinion	147	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	1041	35%
	An important priority	1086	36%
	Not too important of a priority	406	13%
	Not a priority at all	180	6%
	Don't know/ No opinion	303	10%
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	853	28%
	An important priority	1353	45%
	Not too important of a priority	391	13%
	Not a priority at all	105	3%
	Don't know/ No opinion	312	10%
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	490	16%
	Trade with other countries is good because it creates growth and new markets for U.S. goods and services.	2525	84%

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	652	22%
	Lower prices for consumers	753	25%
	Job creation in domestic industries	262	9%
	Strengthened international relationships	465	15%
	Economic growth and innovation	740	25%
	Other, please specify	18	1%
	There are no benefits to trading with foreign countries	126	4%
CFF4	<i>How much have you seen, read, or heard about tariffs?</i>		
	A lot	1275	42%
	Some	1118	37%
	Not much	387	13%
	Nothing at all	235	8%
CFF6	<i>Do you support or oppose the use of tariffs on goods imported, brought in to the United States?</i>		
	Strongly support	593	20%
	Somewhat support	838	28%
	Somewhat oppose	516	17%
	Strongly oppose	640	21%
	Don't know/ No opinion	428	14%
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	235	8%
	U.S. consumers	1565	52%
	The U.S. government	275	9%
	Foreign country's government	212	7%
	A foreign company exporting goods	393	13%
	Don't know/ No opinion	336	11%
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	601	20%
	Somewhat support	864	29%
	Somewhat oppose	547	18%
	Strongly oppose	611	20%
	Don't know/ No opinion	391	13%

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	614	20%
	Somewhat frequently	971	32%
	Not too frequently	726	24%
	Not frequently at all	182	6%
	Don't know/ No opinion	522	17%
CFF10	<i>Based on what you know, which of the following goods are most commonly impacted by U.S. tariffs?</i>		
	Agricultural products	441	15%
	Automotive products	345	11%
	Electronic and technology products	631	21%
	Textiles and clothing	232	8%
	Energy products (i.e.. Oil, natural gas)	672	22%
	Other, please specify	66	2%
	Don't know/ No opinion	627	21%
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	344	11%
	Somewhat willing	709	24%
	Not too willing	927	31%
	Not willing at all	772	26%
	Don't know/ No opinion	264	9%
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	625	21%
	Somewhat willing	956	32%
	Not too willing	608	20%
	Not willing at all	596	20%
	Don't know/ No opinion	230	8%
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	1515	50%
	Up to 5% increase	825	27%
	Up to 10% increase	425	14%
	Up to 15% increase	151	5%
	More than 15% increase	99	3%

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	1299	43%
	Up to 5% increase	875	29%
	Up to 10% increase	506	17%
	Up to 15% increase	199	7%
	More than 15% increase	137	5%
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	925	31%
	A slight increase in monthly expenses	1105	37%
	No increase or decrease in monthly expenses due to tariffs	622	21%
	A slight decrease in monthly expenses	184	6%
	A big decrease in monthly expenses	178	6%
CFF14	<i>How much did you see, read, or hear, if anything, about tariffs during the 2024 election cycle?</i>		
	A lot	952	32%
	Some	1120	37%
	Not much	581	19%
	Nothing at all	362	12%
CFF15	<i>And was what you heard about tariffs mostly positive or mostly negative? (N=2,653)</i>		
	Mostly positive	557	21%
	Neither positive nor negative	664	25%
	Mostly negative	1245	47%
	Don't know/ No opinion	187	7%
CFF16	<i>And from which group did you hear the most about tariffs during the 2024 election? (N=2,653)</i>		
	Mostly from Republicans	1348	51%
	Mostly from Democrats	499	19%
	From both Democrats and Republicans	665	25%
	From neither Democrats nor Republicans	141	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	489	16%
	Mattered some	658	22%
	No impact either way	989	33%
	Didn't matter much	283	9%
	Didn't matter at all	456	15%
	I did not vote in the November 2024 presidential election	140	5%

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	292	10%
	Somewhat positive impact	318	11%
	Neither positive nor negative impact	477	16%
	Somewhat negative impact	587	19%
	Mostly negative impact	1050	35%
	Don't know/ No opinion	291	10%
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	419	14%
	Somewhat positive impact	568	19%
	Neither positive nor negative impact	574	19%
	Somewhat negative impact	418	14%
	Mostly negative impact	673	22%
	Don't know/ No opinion	363	12%
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	399	13%
	Somewhat positive impact	614	20%
	Neither positive nor negative impact	494	16%
	Somewhat negative impact	524	17%
	Mostly negative impact	652	22%
	Don't know/ No opinion	332	11%
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	285	9%
	Somewhat positive impact	325	11%
	Neither positive nor negative impact	493	16%
	Somewhat negative impact	793	26%
	Mostly negative impact	776	26%
	Don't know/ No opinion	343	11%
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	242	8%
	Somewhat positive impact	345	11%
	Neither positive nor negative impact	503	17%
	Somewhat negative impact	810	27%
	Mostly negative impact	766	25%
	Don't know/ No opinion	349	12%

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	531	18%
	Somewhat positive impact	762	25%
	Neither positive nor negative impact	667	22%
	Somewhat negative impact	305	10%
	Mostly negative impact	395	13%
	Don't know/ No opinion	354	12%
CFF19	<i>Do you think tariffs are an effective tool for protecting American businesses and supporting the United States' economy?</i>		
	Very effective	617	20%
	Somewhat effective	883	29%
	Not too effective	527	17%
	Not effective at all	557	18%
	Don't know/ No opinion	431	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.	1258	42%
	Imposing tariffs on imported goods brought in to the U.S. will raise costs for American consumers and businesses.	1757	58%
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	1308	43%
	Some	1113	37%
	Not much	381	13%
	Nothing	212	7%
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	888	29%
	No impact either way	356	12%
	Mostly hurt	1389	46%
	Don't know/ No opinion	381	13%

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	1074	36%
	Somewhat concerned	917	30%
	Not too concerned	468	16%
	Not concerned at all	269	9%
	Don't know/ No opinion	287	10%
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	1625	54%
	Not Selected	1390	46%
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	1245	41%
	Not Selected	1770	59%
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	1081	36%
	Not Selected	1934	64%
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	1240	41%
	Not Selected	1775	59%
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	1304	43%
	Not Selected	1711	57%
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	1048	35%
	Not Selected	1967	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	1302	43%
	Not Selected	1713	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	107	4%
	Not Selected	2908	96%
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	517	17%
	Somewhat convincing	725	24%
	Not too convincing	599	20%
	Not convincing at all	744	25%
	Don't know/ No opinion	430	14%
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	454	15%
	Somewhat convincing	598	20%
	Not too convincing	546	18%
	Not convincing at all	1012	34%
	Don't know/ No opinion	405	13%
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	659	22%
	Somewhat convincing	858	28%
	Not too convincing	485	16%
	Not convincing at all	638	21%
	Don't know/ No opinion	375	12%

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	678	22%
	Somewhat convincing	851	28%
	Not too convincing	509	17%
	Not convincing at all	585	19%
	Don't know/ No opinion	393	13%
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	612	20%
	Somewhat convincing	810	27%
	Not too convincing	531	18%
	Not convincing at all	633	21%
	Don't know/ No opinion	429	14%
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	692	23%
	Somewhat convincing	717	24%
	Not too convincing	523	17%
	Not convincing at all	685	23%
	Don't know/ No opinion	398	13%
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	672	22%
	Somewhat convincing	629	21%
	Not too convincing	475	16%
	Not convincing at all	827	27%
	Don't know/ No opinion	412	14%

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	3015	100%
AUD	National Registered Voters	3015	100%
CFFxdem1	SRH Tariffs: A Lot + Some	2393	79%
	SRH Tariffs: Not Much + Nothing	622	21%
	<i>N</i>	3015	
CFFxdem2	SRH Tariffs 2024: A Lot + Some	2072	69%
	SRH Tariffs 2024: Not Much + Nothing	943	31%
	<i>N</i>	3015	
CFFxdem3	SRH Trump Tariffs: A Lot + Some	2422	80%
	SRH Trump Tariffs: Not Much + Nothing	593	20%
	<i>N</i>	3015	
CFFxdem4	Aided Tariffs: Support	1465	49%
	Aided Tariffs: Oppose	1159	38%
	<i>N</i>	2624	

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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