



Trade & Tariffs

Polling by **Morning Consult** on behalf of **Center Forward**

— FEBRUARY 2025

METHODOLOGY

National Sample: *This poll was conducted between February 4- 9, 2025, among a sample of 3,015 registered voters. The interviews were conducted online, and the data were weighted to approximate a target sample of registered voters based on gender by age, educational attainment, race, marital status, home ownership, race by educational attainment, 2024 presidential vote, and region. Results from the full survey have a margin of error of plus or minus 2 percentage points.*

Rural Sample: *This poll was conducted between February 4-8, 2025, among a sample of 551 rural registered voters. The interviews were conducted online, and the data were weighted to approximate a target sample of rural registered voters based on age, educational attainment, region, race, gender by age, and 2024 presidential vote. Results from the full survey have a margin of error of plus or minus 4 percentage points.*



Key Takeaways

1

A majority of voters rurally and nationally think trade with other countries is a good thing because it creates growth and new markets for U.S. goods.

Promoting trade with foreign countries is considered an important priority for Congress and the Trump administration, but fewer voters see it as a top priority compared to inflation and job growth.

2

While most voters say they have heard about tariffs, support for using tariffs on goods imported into the United States is not strong.

Half of voters (49%) support the use of tariffs on imports. When thinking about their impact, a majority of voters nationally think U.S. consumers primarily pay for tariffs and voters are divided over which goods are most impacted by them, with about one-in-five saying energy products (22%) or electronic/technology products (21%).

3

More than half of voters think tariffs will raise costs for American consumers and businesses and most think tariffs will increase their monthly costs at least slightly.

Voters are more willing to pay higher prices for American-made goods than for imported goods.

4

Four-in-five voters are familiar with Trump's tariff plan, and a plurality think these tariffs will mostly hurt the United States' economy.

The most convincing messages on tariffs focus on promoting the manufacturing of American-made goods and supporting manufacturing jobs in the United States. More rural voters are *very* or *somewhat* convinced by each message tested than national voters.

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AGENDA

Government Priorities and Trade

Awareness of Tariffs

Impact and Willingness to Pay More

Tariffs & the 2024 Election

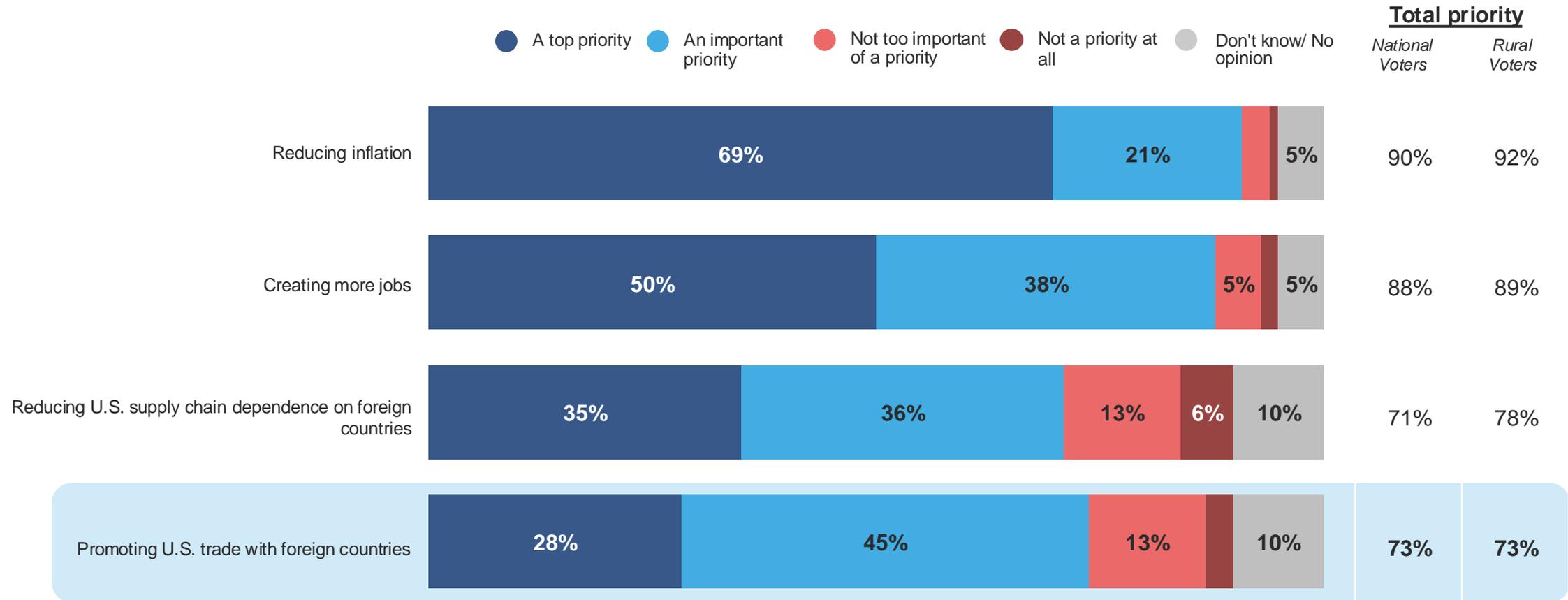
Trump's Tariffs



GOVERNMENT PRIORITIES AND TRADE

Voters consider reducing inflation a top priority for Congress and the new Trump administration. Trade is seen as an important priority, but fewer voters see it as a top priority compared to reducing inflation and creating more jobs.

How much of a priority, if at all, should each of the following be for the new Congress and Trump administration?



Total priority = % A top priority + % An important priority

GOVERNMENT PRIORITIES AND TRADE

Though trade falls to the bottom of priorities, more than one-quarter of Democrats and Republicans consider promoting trade with foreign countries a top priority for the new Congress and Trump administration— this is particularly true among national voters.

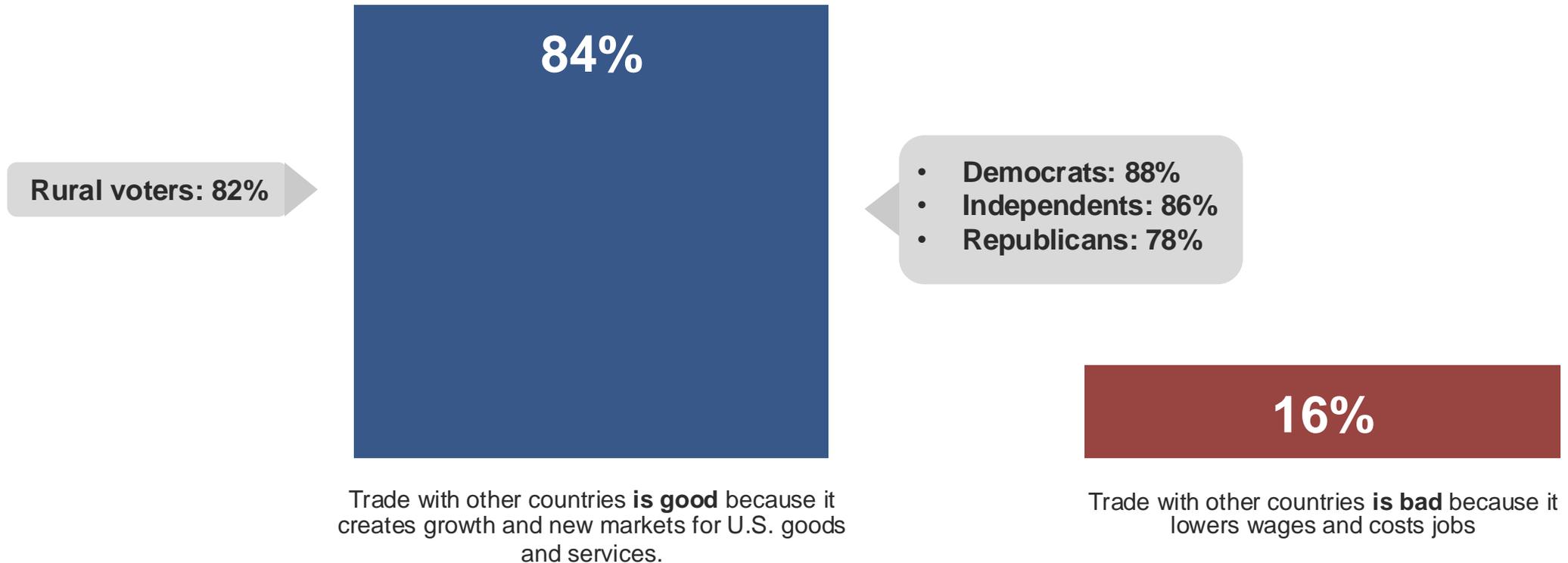
How much of a priority, if at all, should each of the following be for the new Congress and Trump administration?

% a top priority	National Voters				Rural Voters			
	Registered Voters	Democrats	Independents	Republicans	Registered Voters	Democrats	Independents	Republicans
Reducing inflation	69%	64%	69%	76%	72%	68%	67%	77%
Creating more jobs	50%	53%	42%	52%	47%	47%	44%	49%
Reducing US supply chain dependence on foreign countries	35%	24%	28%	49%	34%	21%	27%	45%
Promoting U.S. trade with foreign countries	28%	32%	23%	28%	21%	24%	19%	21%

GOVERNMENT PRIORITIES AND TRADE

Among both rural and national voters, the vast majority feel trade with other countries is good because it creates growth and new markets for U.S. goods and services.

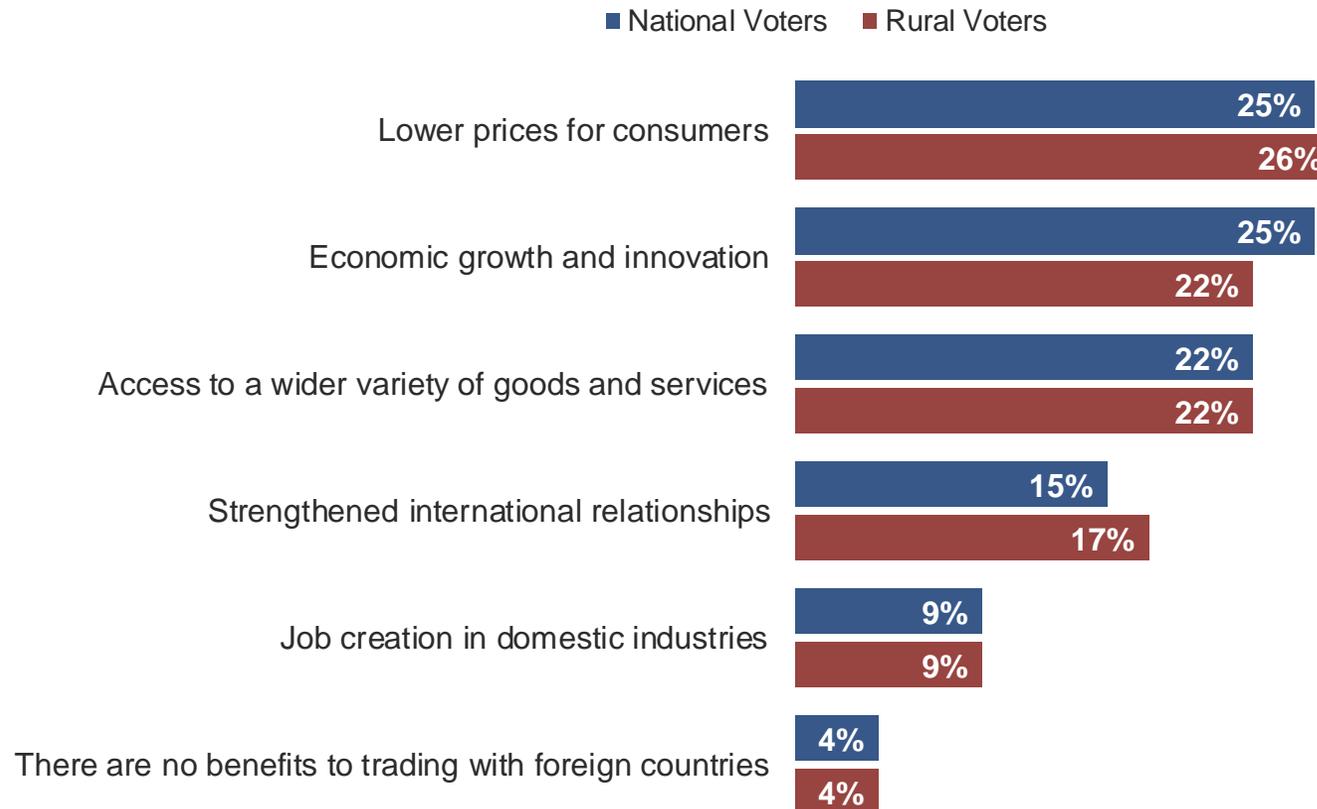
Which of the following comes closest to your opinion, even if neither is exactly right?



GOVERNMENT PRIORITIES AND TRADE

Voters think trading with foreign countries helps lower prices for consumers, create economic growth and innovation, and provides access to a wider variety of goods and services. Few voters think trade provides no benefit to the country.

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?



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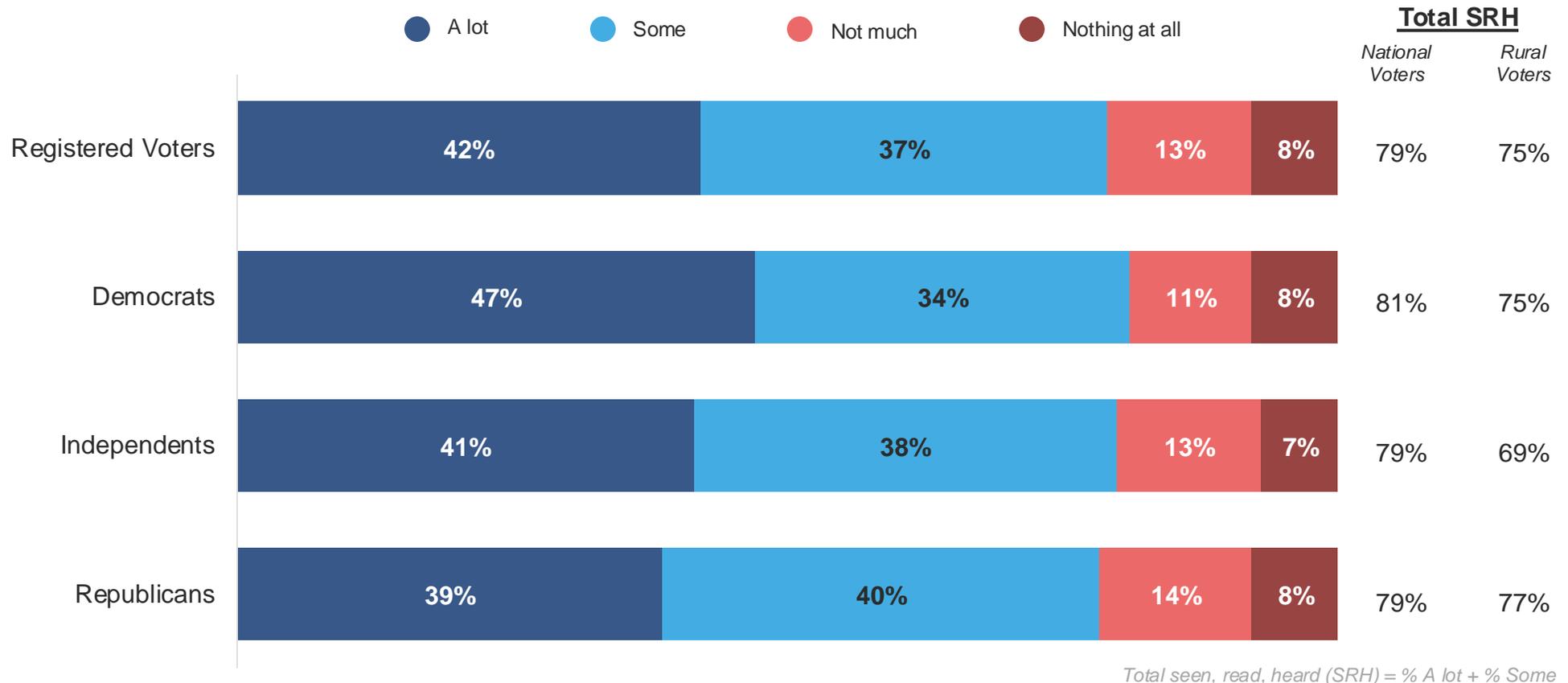
Trump's Tariffs



AWARENESS OF TARIFFS

Three-in-four voters say they have heard about tariffs. Democrats are more likely to report hearing *a lot* about tariffs compared to independents and Republicans.

How much have you seen, read, or heard about tariffs?

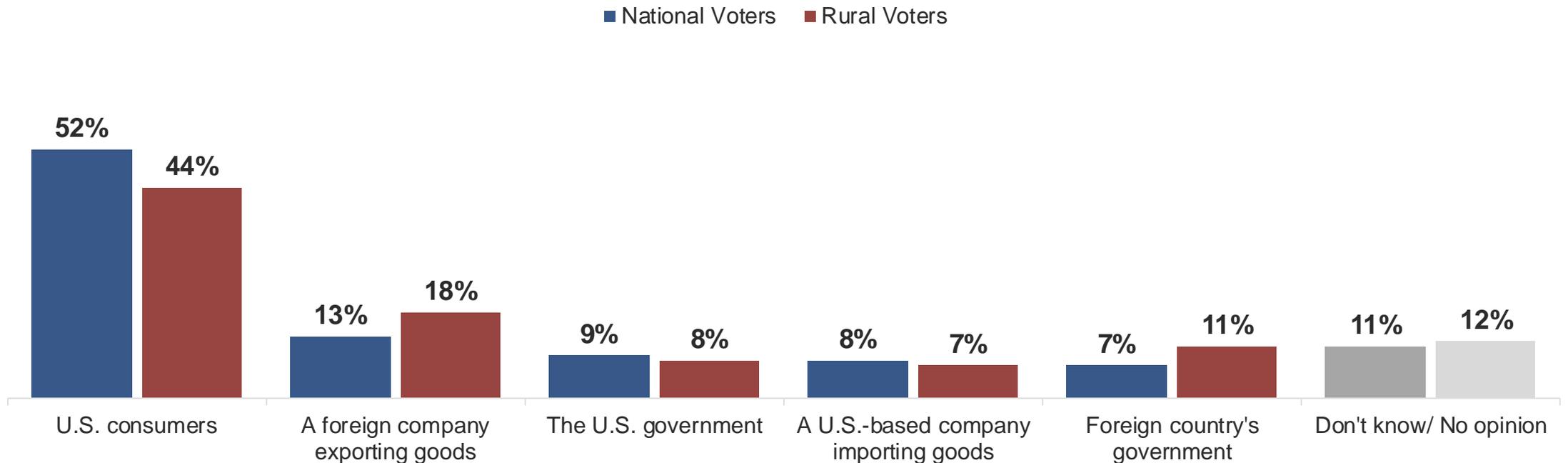


Total seen, read, heard (SRH) = % A lot + % Some

AWARENESS OF TARIFFS

Before seeing the definition of tariffs, half of voters across the country think U.S. consumers take on the financial burden of tariffs. One-in-five voters in rural areas think foreign companies exporting goods take on the cost.

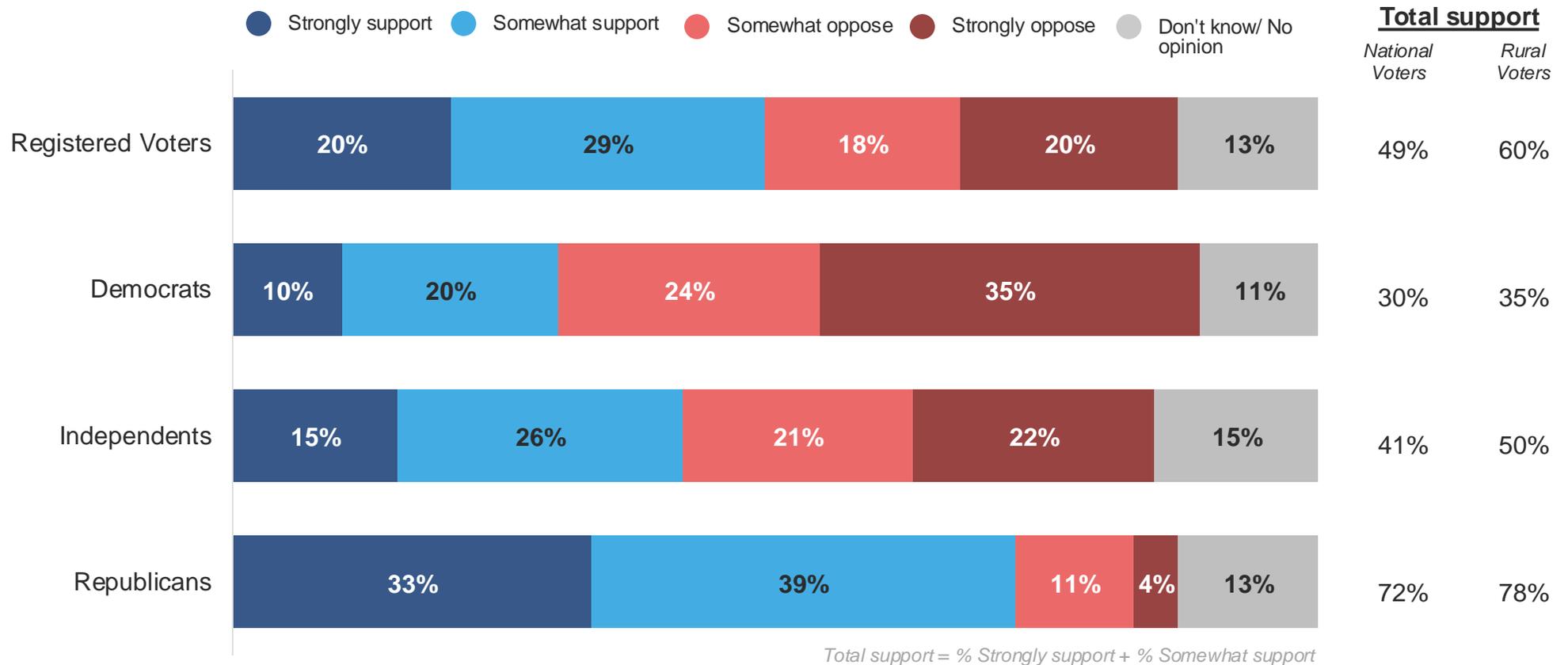
And who do you think primarily pays for tariffs imposed on goods imported, brought into the U.S.?



AWARENESS OF TARIFFS

Across party, voters in rural areas are more likely to support tariffs on imported goods than voters nationally.

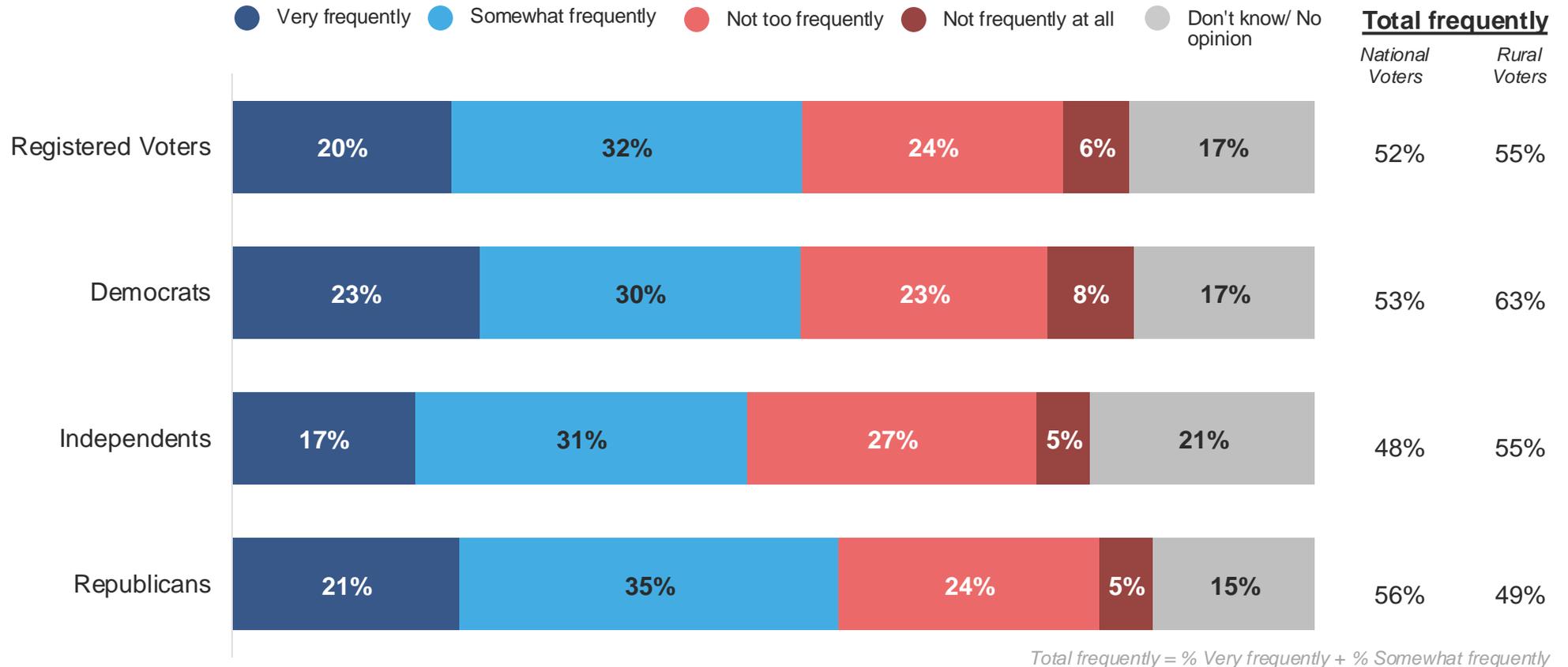
As you may know, a tariff is a tax paid on certain imports or exports and is a source of revenue for the government imposing the tariff. Tariffs are also used as a form of regulation on foreign trade and policy that taxes foreign products. Do you support or oppose the use of tariffs on goods imported, brought into the United States?



AWARENESS OF TARIFFS

More rural Democrats and independents think the U.S. imposes tariffs frequently than voters in those parties nationally.

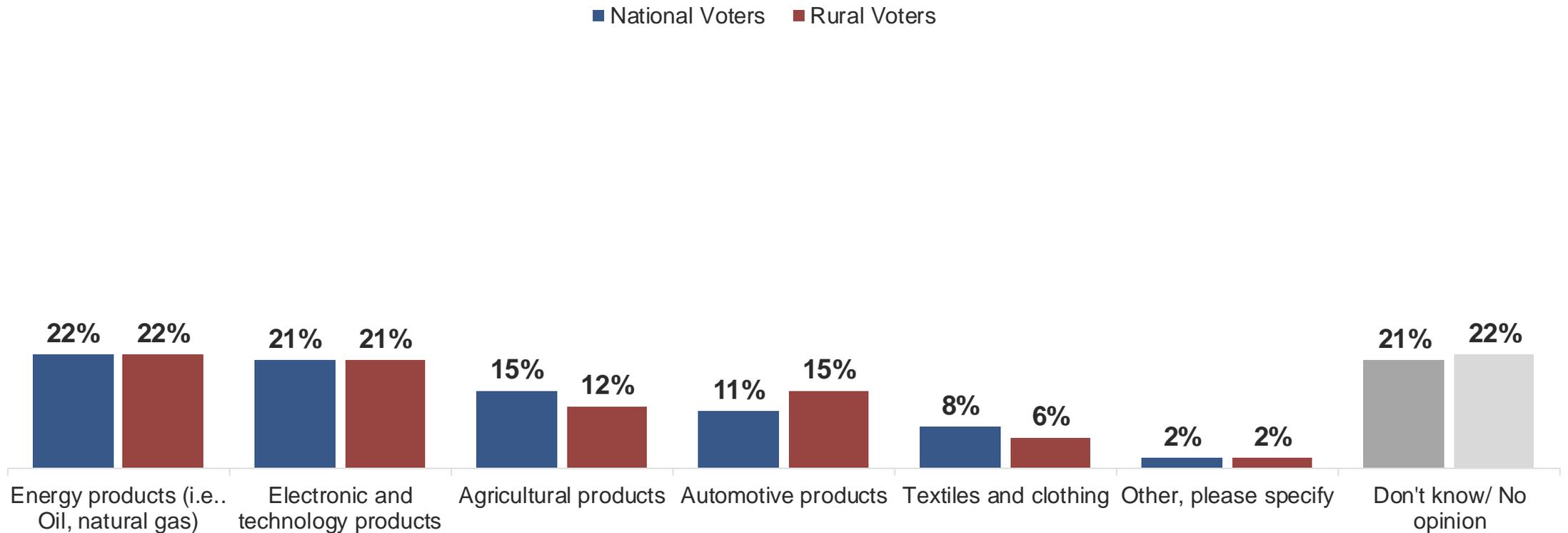
Based on what you know, how frequently, if at all, do you think the United States imposes tariffs on imports?



AWARENESS OF TARIFFS

Voters think energy and electronic products are most commonly impacted by U.S. tariffs, though one-in-five say they don't know. .

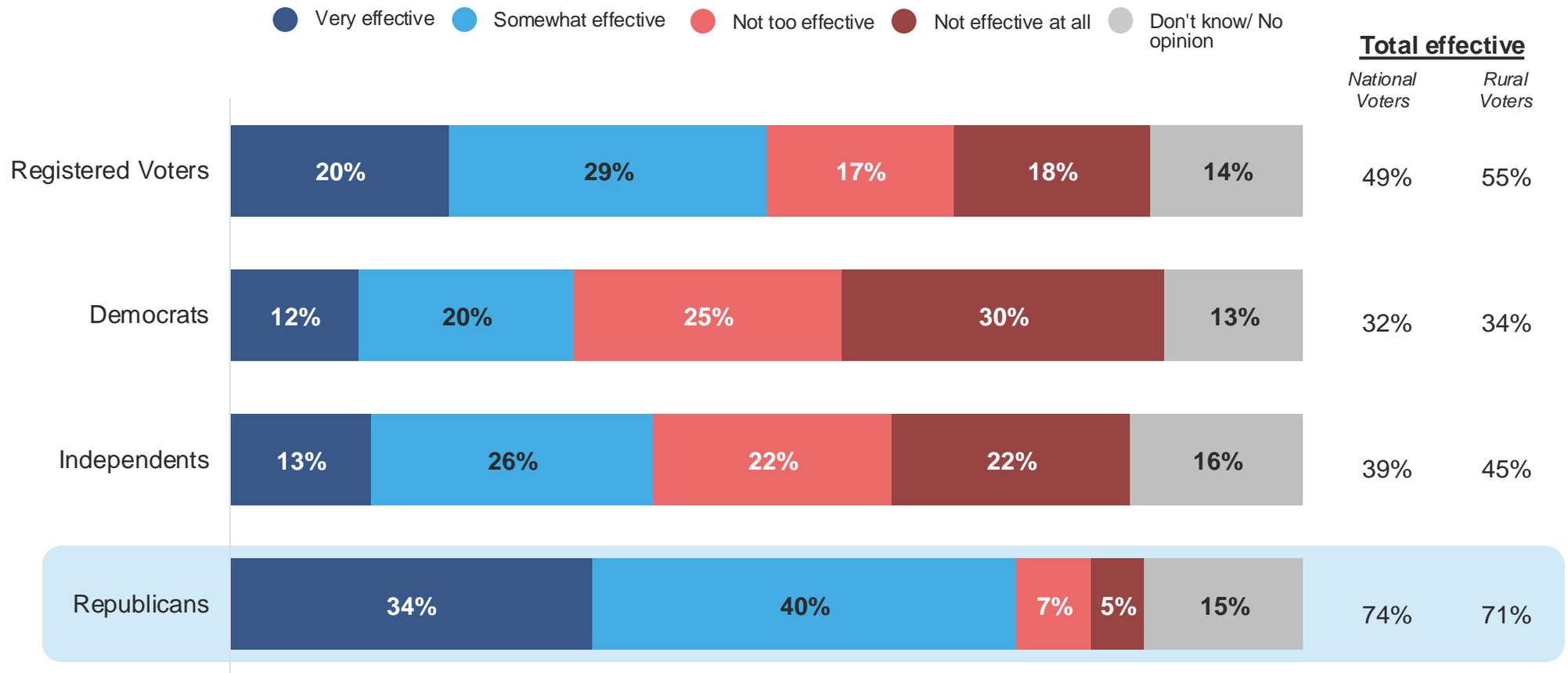
Based on what you know, which of the following goods are most commonly impacted by U.S. tariffs?



AWARENESS OF TARIFFS

Republicans are most likely to see tariffs as an effective tool for protecting American businesses and supporting the U.S. economy.

Do you think tariffs are an effective tool for protecting American businesses and supporting the United States' economy?



Total effective = % Very effective + % Somewhat effective

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IMPACT AND WILLINGNESS TO PAY MORE

More than half of voters think imposing tariffs on imported goods will raise costs for American consumers and businesses.

Which of the following comes closest to your opinion about tariffs, even if neither is exactly right?

58%

Rural voters: 53%



Imposing tariffs on imported goods brought into the U.S. **will raise costs for American consumers and businesses.**

42%

Rural voters: 47%



Imposing tariffs on imported goods brought into the U.S. **will support domestic manufacturing and encourage consumers and businesses to purchase domestically produced alternatives.**

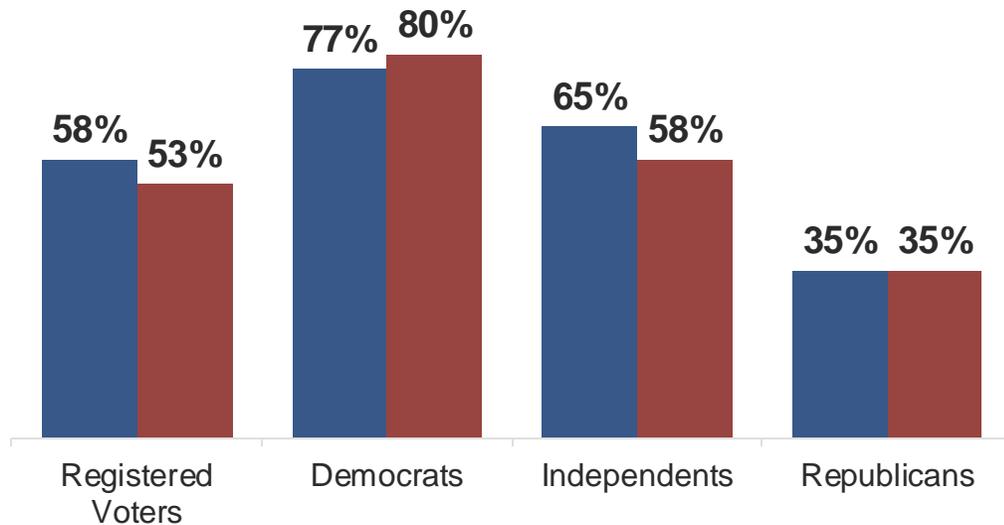
IMPACT AND WILLINGNESS TO PAY MORE

National and rural voters' views on tariffs are partisan with more Democrats saying tariffs raise costs and more Republicans indicating tariffs support domestic industry.

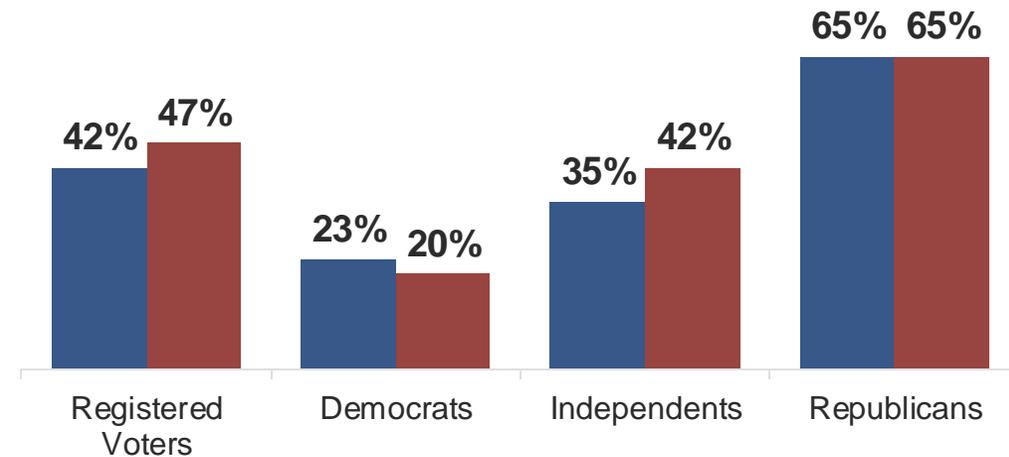
Which of the following comes closest to your opinion about tariffs, even if neither is exactly right?

■ National Voters ■ Rural Voters

Tariffs Will Raise Costs



Tariffs Will Support U.S. Manufacturing



IMPACT AND WILLINGNESS TO PAY MORE

Voters are most likely to think tariffs will benefit the government. Republicans are more likely to think tariffs will American workers, and American businesses than Democrats or independents.

Based on what you know, how do tariffs imposed on imported goods, brought into the U.S., impact each of the following groups?

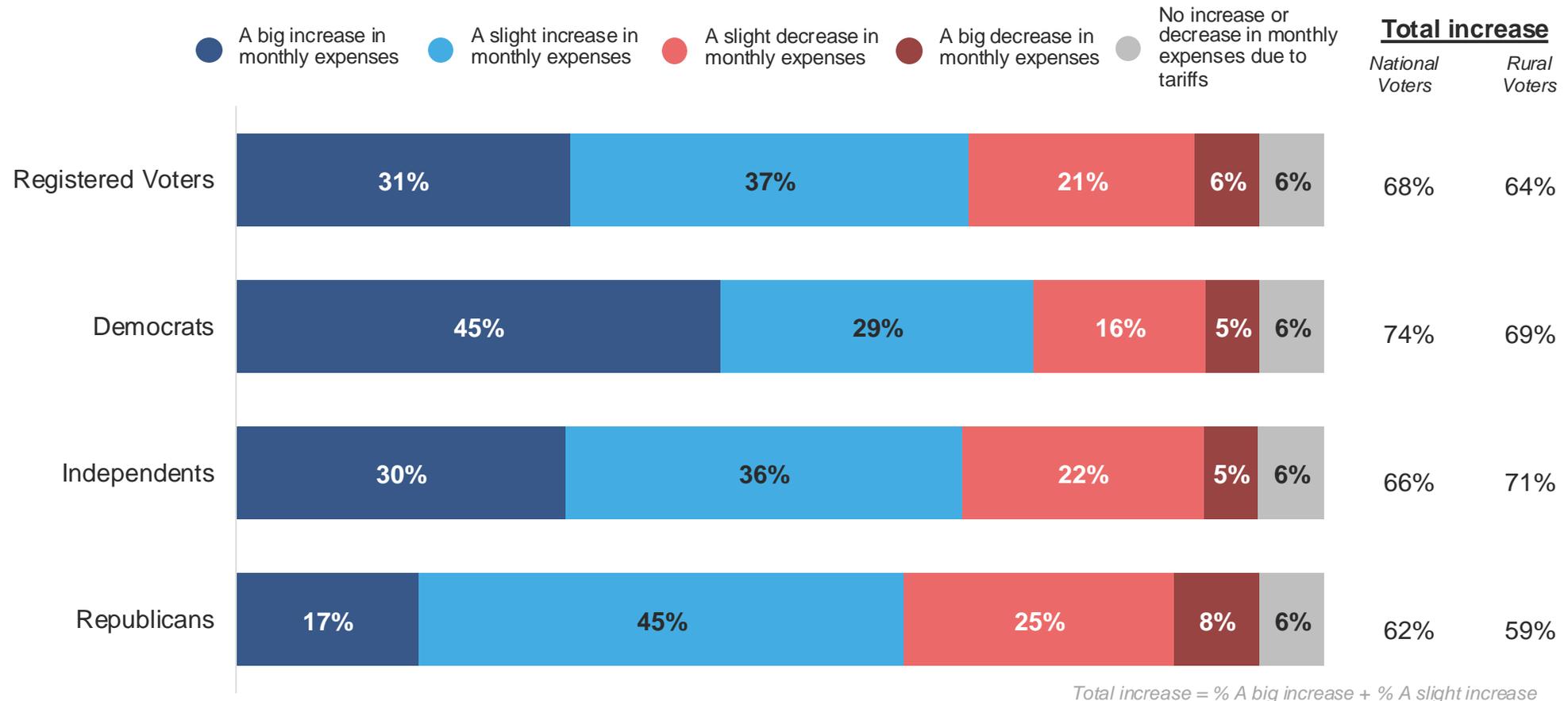
	National Voters				Rural Voters			
<i>NET Positive Impact</i>	<i>Registered Voters</i>	<i>Democrats</i>	<i>Independents</i>	<i>Republicans</i>	<i>Registered Voters</i>	<i>Democrats</i>	<i>Independents</i>	<i>Republicans</i>
<i>The U.S. government</i>	+20	-2	+19	+42	+34	+14	+28	+49
<i>American workers</i>	-3	-31	-13	+29	+3	-33	-4	+26
<i>American businesses</i>	-6	-27	-14	+23	+8	-30	-4	+34
<i>Foreign countries who trade with the United States</i>	-32	-34	-43	-23	-35	-20	-39	-40
<i>Consumers</i>	-33	-48	-47	-12	-27	-39	-44	-11
<i>Foreign businesses</i>	-33	-37	-39	-25	-40	-29	-38	-46

NET Positive Impact = (% Mostly positive + % somewhat positive) – (% Mostly negative + % somewhat negative)

IMPACT AND WILLINGNESS TO PAY MORE

Most voters think tariffs on imported goods to the U.S. will increase their monthly expenses, though one-third of Republicans say the tariffs will decrease their monthly expenses.

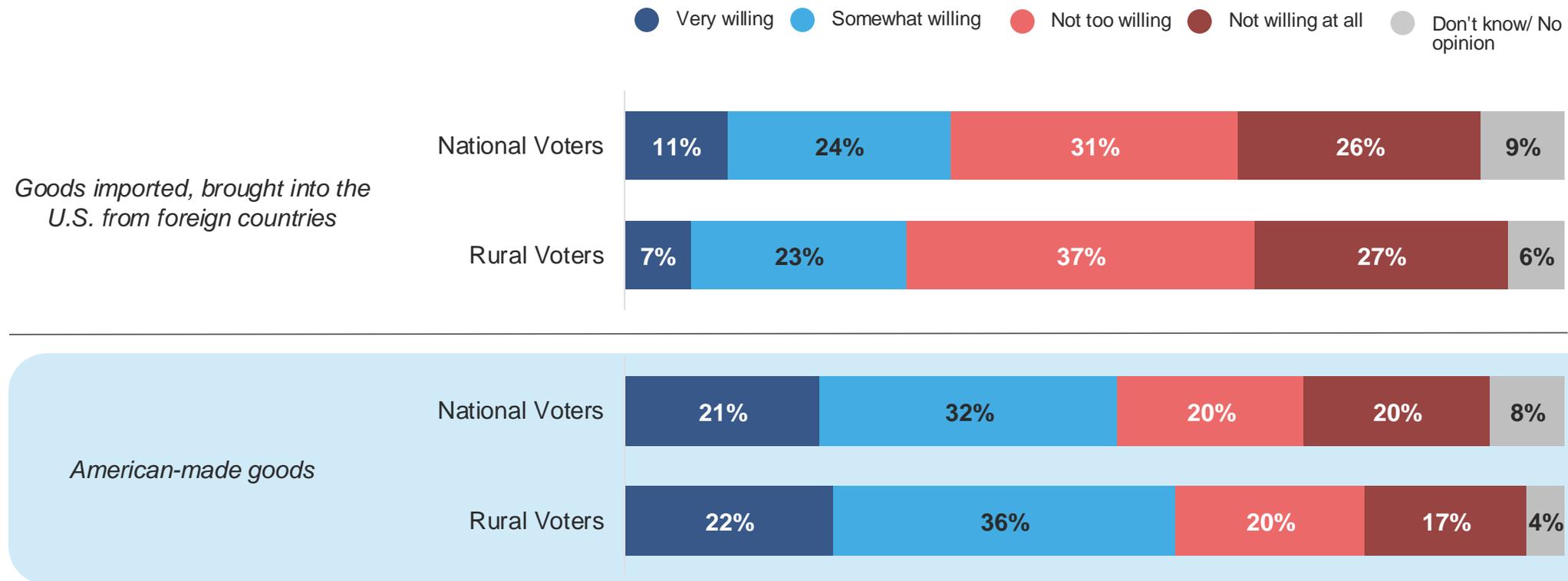
How much of an impact, if at all, do you think tariffs on imported goods brought into the U.S. from foreign countries would have on your monthly expenses?



IMPACT AND WILLINGNESS TO PAY MORE

Voters nationally (53%) and in rural areas (58%) are more willing to pay higher prices for American-made goods than they are for imported goods.

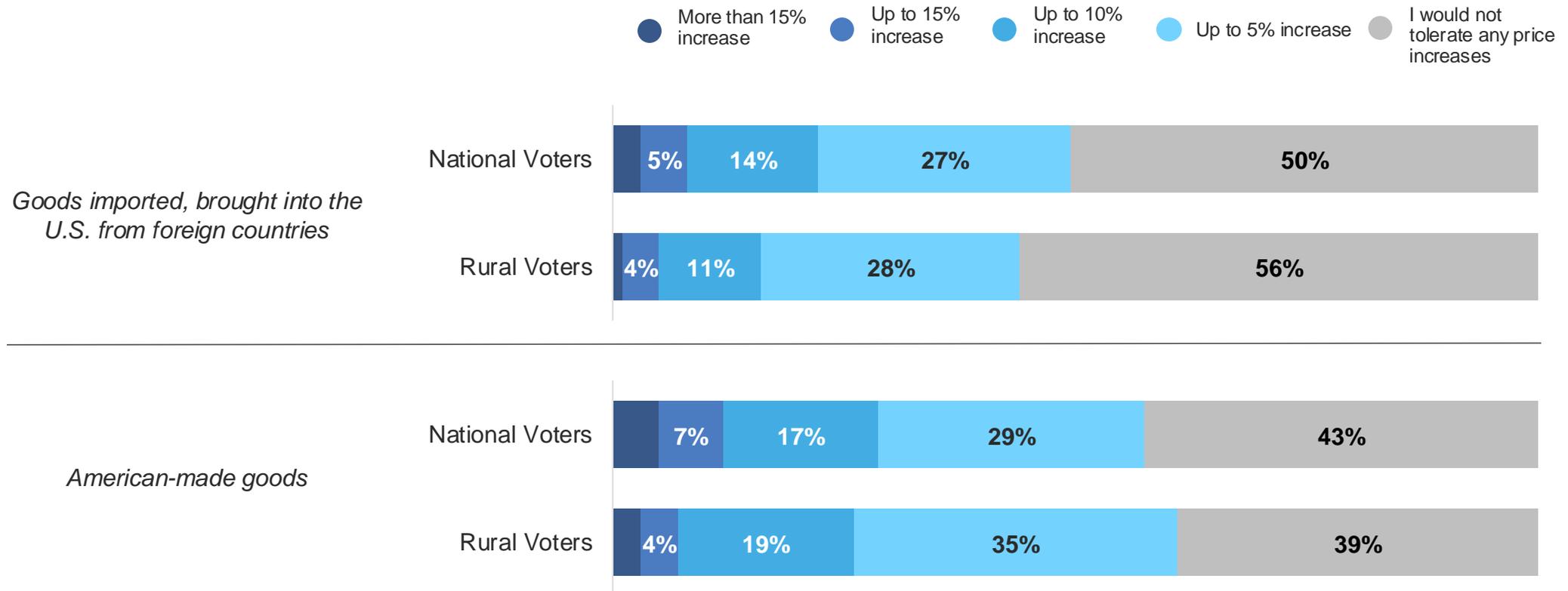
How willing are you, if at all, to pay higher prices for each of the following?



IMPACT AND WILLINGNESS TO PAY MORE

For American-made goods about half of voters nationally (46%) and rurally (54%) are willing to pay up to 10% more.

And how much more would you be willing to pay for each of the following?



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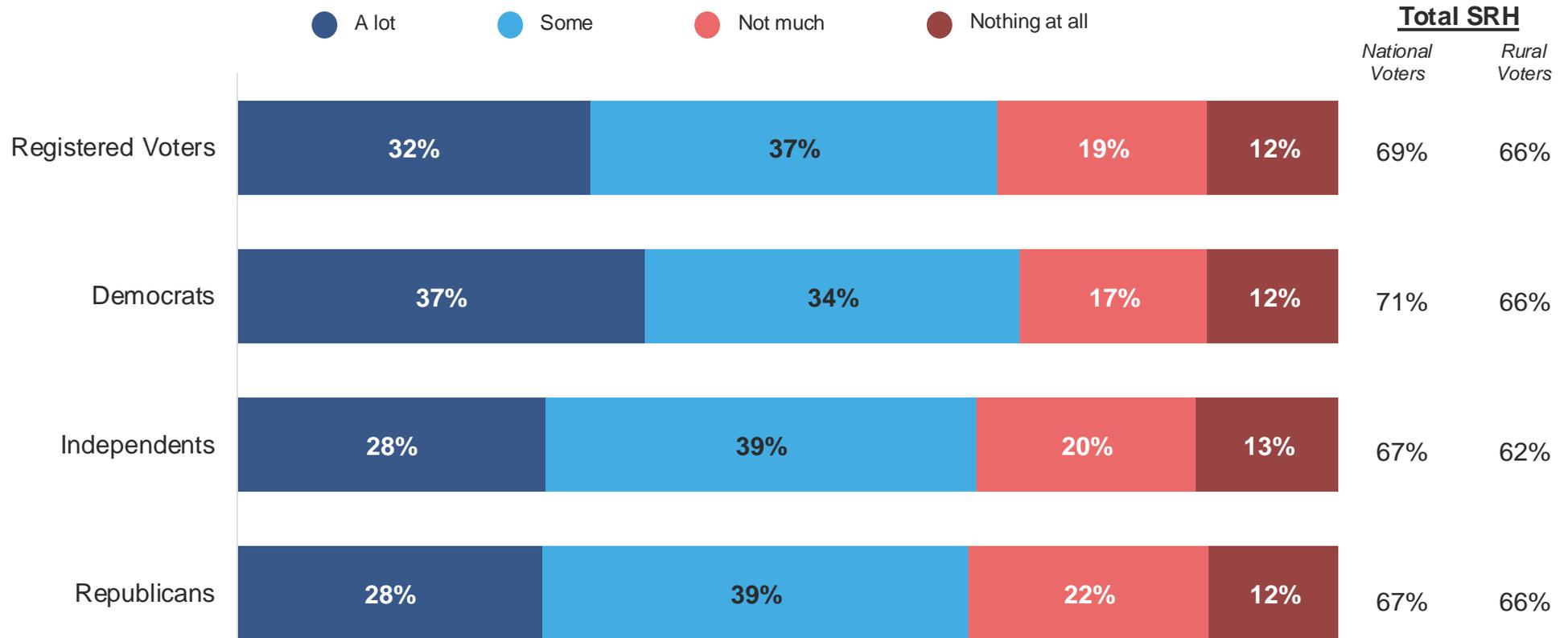
Trump's Tariffs



AWARENESS OF TARIFFS

About seven-in-ten voters across party said they heard a lot or some about tariffs during the 2024 election cycle.

How much did you see, read, or hear, if anything, about tariffs during the 2024 election cycle?



Total seen, read, heard (SRH) = % A lot + % Some

TARIFFS & THE 2024 ELECTION

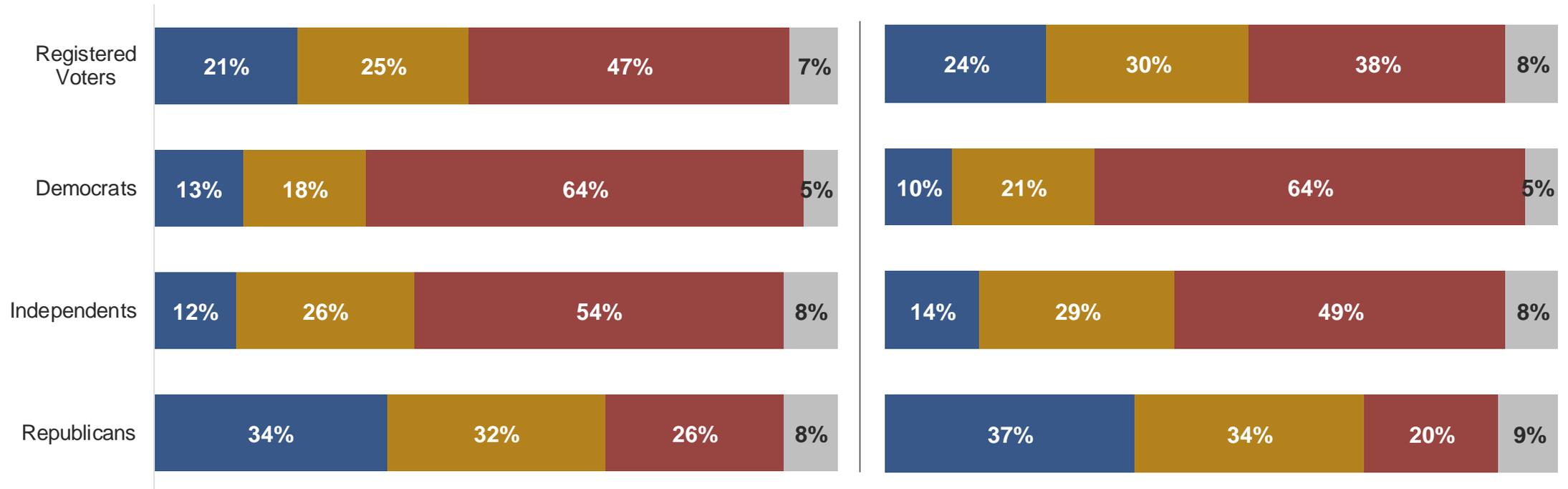
Among those who heard about tariffs during the 2024 election cycle, half of voters nationally said the news was mostly negative. Republicans are more divided on what they heard, with one-third saying the news was positive or neutral.

And was what you heard about tariffs mostly positive or mostly negative? Asked of voters who say they had seen, read, or heard about tariffs a lot, some, or not much during the 2024 election cycle.

● Mostly positive
 ● Neither positive nor negative
 ● Mostly negative
 ● Don't know/ No opinion

National Voters

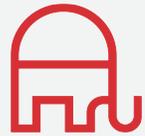
Rural Voters



TARIFFS & THE 2024 ELECTION

A majority of voters both nationally and in rural areas heard about tariffs from Republicans.

And from which group did you hear the most about tariffs during the 2024 election? Asked of voters who say they had seen, read, or heard about tariffs a lot, some, or not much during the 2024 election cycle.



51%

of voters nationally and **51% of rural voters** heard about tariffs mostly from **Republicans**



19%

of voters nationally and **15% of rural voters** heard about tariffs mostly from **Democrats**



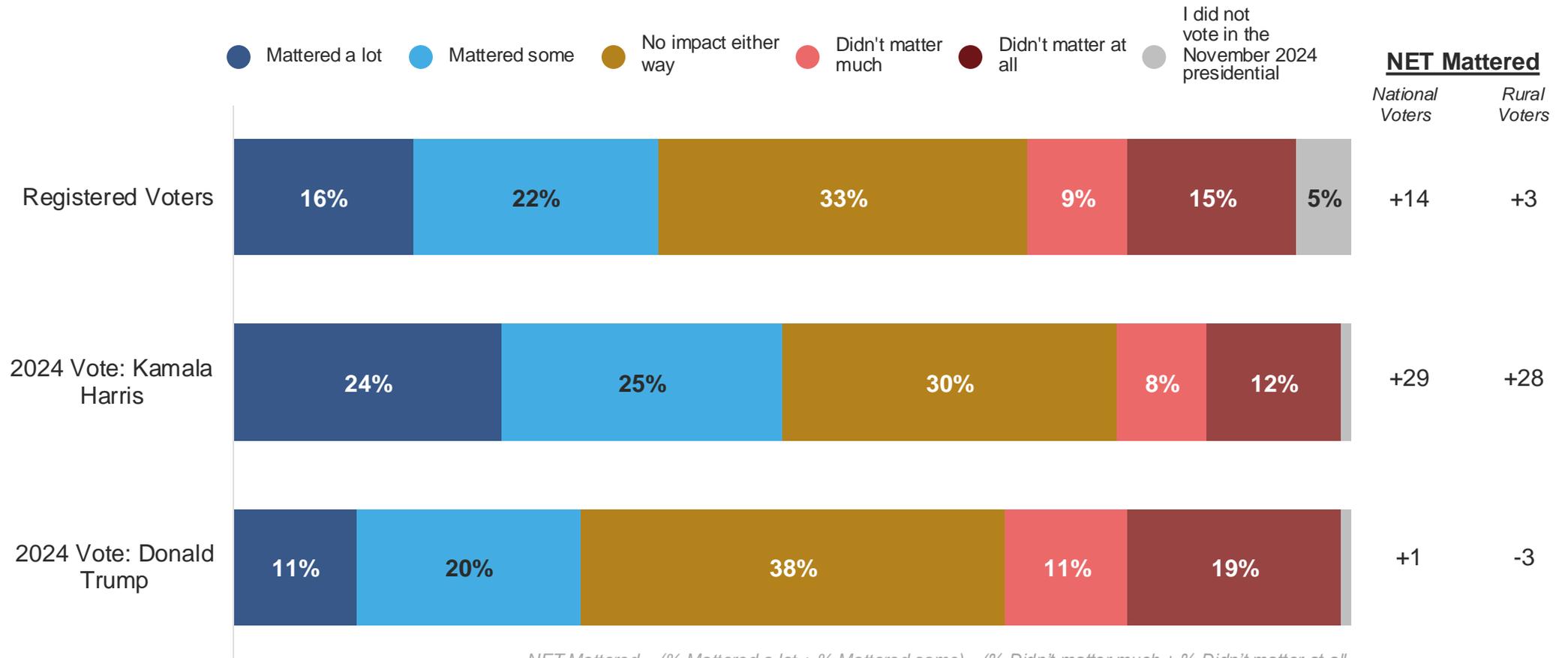
25%

of voters nationally and **29% of rural voters** heard about tariffs mostly from **both** Republicans and Democrats

TARIFFS & THE 2024 ELECTION

Tariffs affected Harris voters' choice for president more than they affected Trump voters' decision in the 2024 election, .

Thinking about your choice for president in the November 2024 presidential election, to what extent did tariffs affect your vote?



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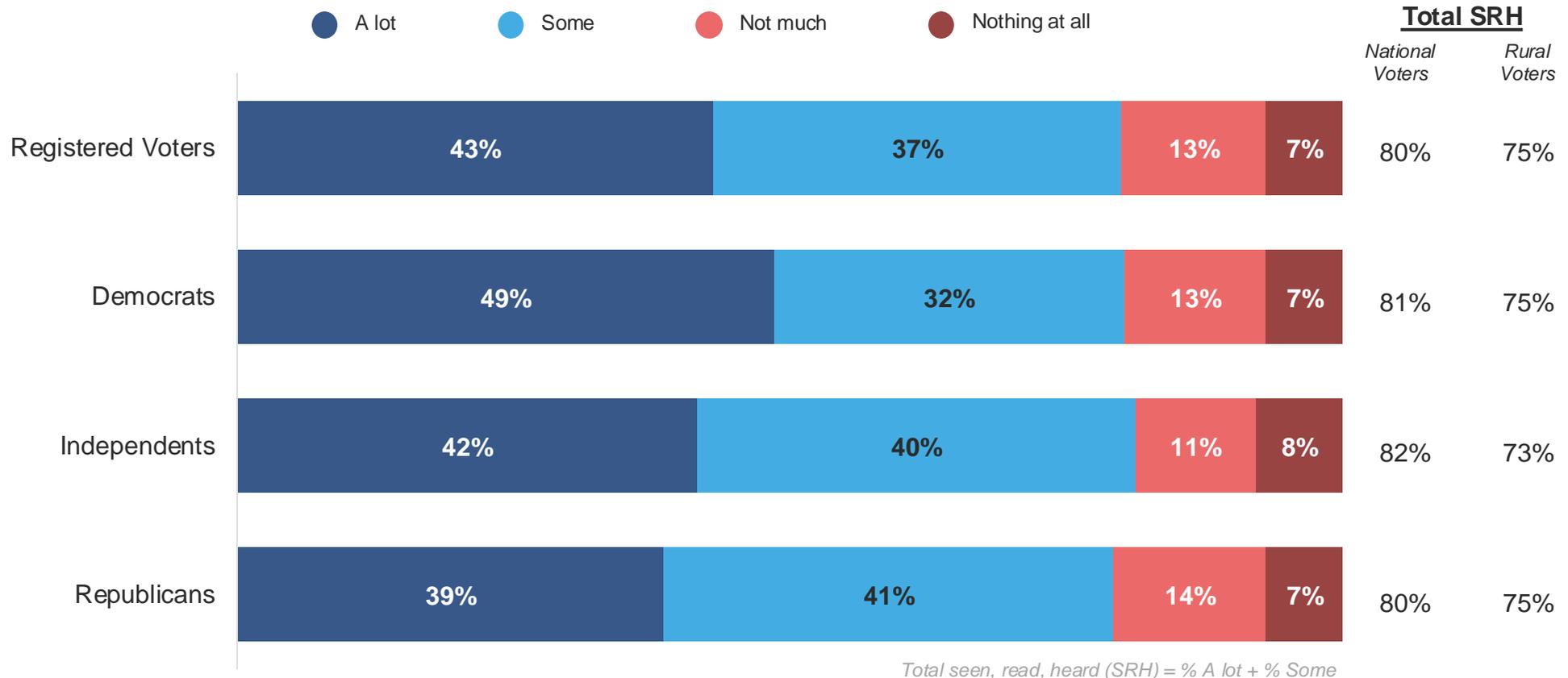
Trump's Tariffs



TRUMP'S TARIFFS

Most voters heard about President Trump's tariff announcement, though buzz is slightly lower among rural voters.

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?



TRUMP'S TARIFFS

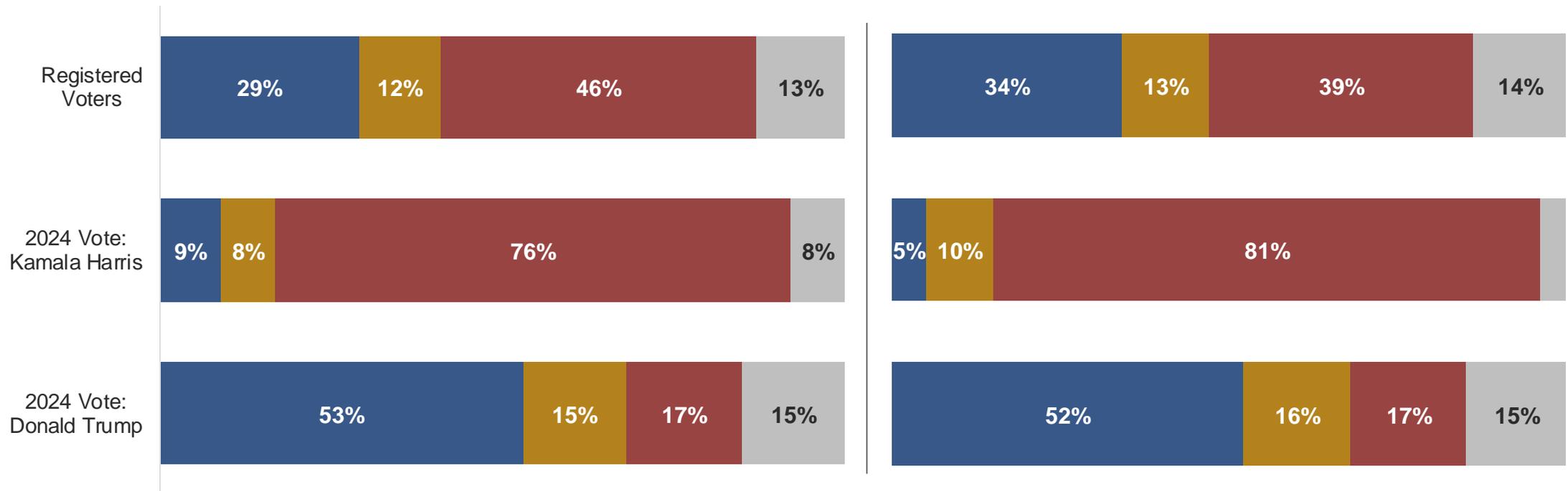
Half of national and rural Trump voters think the tariffs Trump recently imposed on goods imported from Mexico, Canada, and China will mostly help the United States' economy.

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?

● Mostly positive ● Neither positive nor negative ● Mostly negative ● Don't know/ No opinion

National Voters

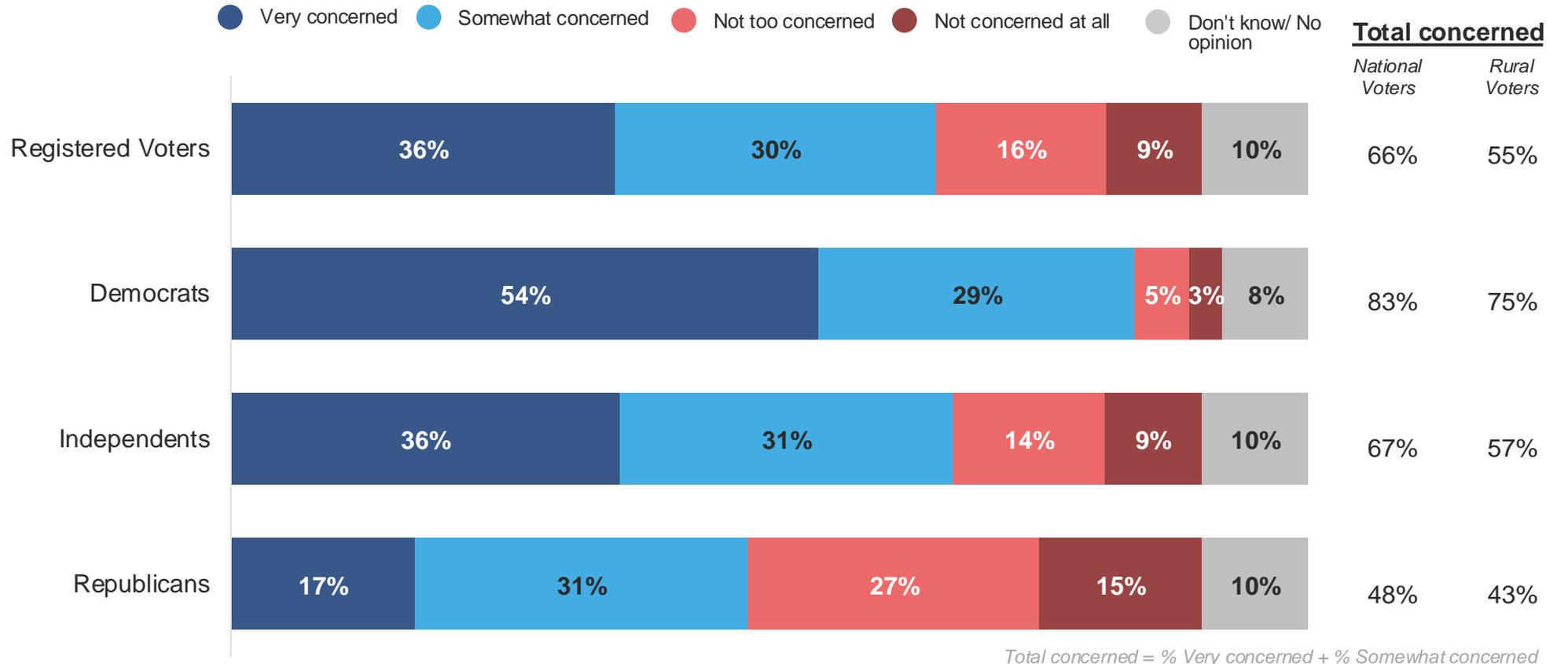
Rural Voters



TRUMP'S TARIFFS

Voters are concerned about the potential for retaliatory tariffs in response to Trump's tariffs on goods from Mexico, Canada, and China, though fewer rural voters are concerned than nationally.

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?



TRUMP'S TARIFFS

In the event of retaliatory tariffs, a plurality of Republicans think U.S. consumers will be impacted. About half of rural Republicans think electronic and technology products will be affected by retaliatory tariffs.

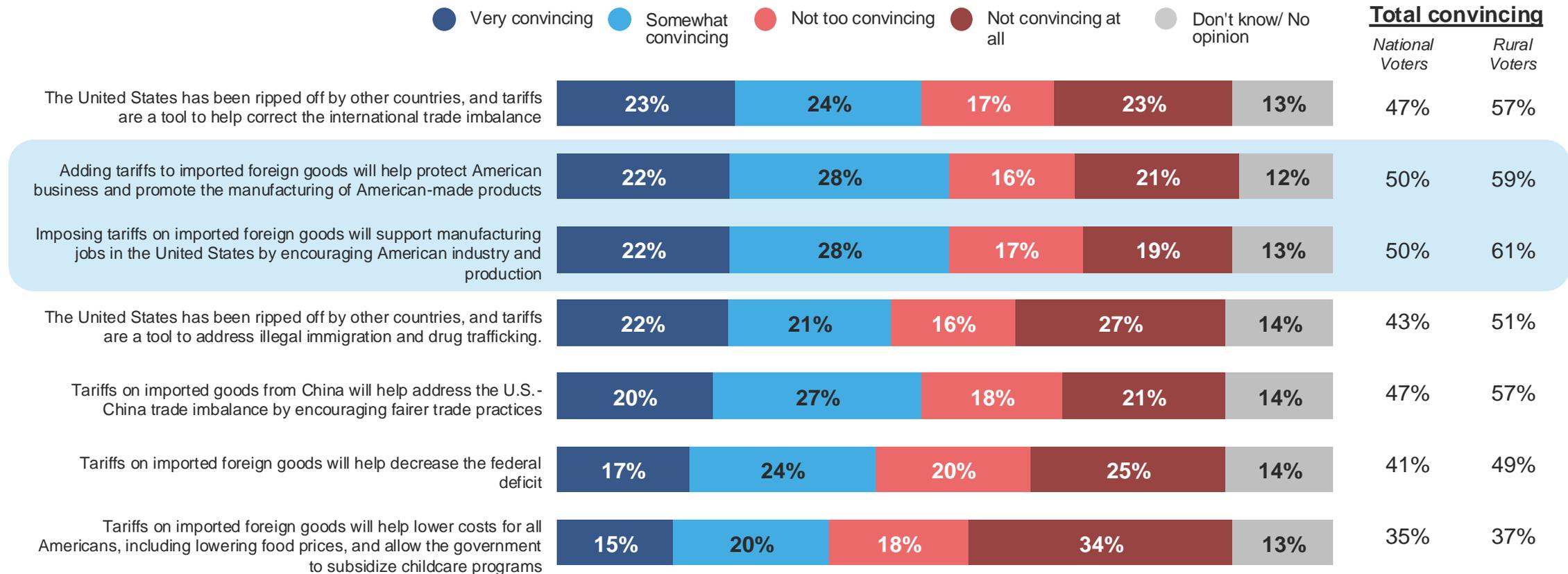
If foreign countries respond to the U.S. tariffs with retaliatory tariffs, which of the following groups and products do you think will be impacted? Select all that apply.

% selected	National Voters				Rural Voters			
	Registered Voters	Democrats	Independents	Republicans	Registered Voters	Democrats	Independents	Republicans
U.S. consumers	54%	62%	58%	43%	53%	63%	57%	45%
Electronic and technology products	43%	50%	44%	36%	51%	46%	54%	52%
Energy products (i.e.. Oil, natural gas)	43%	50%	43%	36%	43%	49%	50%	37%
Agriculture products	41%	49%	43%	33%	35%	44%	41%	28%
Automotive products	41%	48%	41%	35%	44%	46%	47%	42%
A U.S.-based company importing goods	36%	42%	37%	29%	33%	38%	36%	29%
Textiles and clothing	35%	41%	35%	28%	35%	40%	39%	29%

TRUMP'S TARIFFS

Voters in rural areas find each message on tariffs more convincing than voters nationally — particularly messages focused on promoting the manufacturing of American-made goods and manufacturing jobs in the United States.

Now you will read several statements about tariffs. How convincing do you find each of the following statements about tariffs?



Total convincing = % Very convincing + % Somewhat convincing

TRUMP'S TARIFFS

Messages focused on tariffs helping to protect American businesses and products are most convincing to voters. Democrats in rural areas are more convinced by tariff messages than Democrats nationally.

Now you will read several statements about tariffs. How convincing do you find each of the following statements about tariffs?

% Total convincing	National Voters				Rural Voters			
	Registered Voters	Democrats	Independents	Republicans	Registered Voters	Democrats	Independents	Republicans
<i>Adding tariffs to imported foreign goods will help protect American business and promote the manufacturing of American-made products</i>	50%	33%	43%	72%	59%	36%	53%	75%
<i>Imposing tariffs on imported foreign goods will support manufacturing jobs in the United States by encouraging American industry and production</i>	50%	34%	44%	71%	61%	39%	51%	77%
<i>Tariffs on imported goods from China will help address the U.S.-China trade imbalance by encouraging fairer trade practices</i>	47%	29%	42%	69%	57%	40%	55%	68%
<i>The United States has been ripped off by other countries, and tariffs are a tool to help correct the international trade imbalance</i>	47%	29%	37%	71%	57%	36%	49%	72%
<i>The United States has been ripped off by other countries, and tariffs are a tool to address illegal immigration and drug trafficking.</i>	43%	26%	34%	67%	51%	32%	40%	67%
<i>Tariffs on imported foreign goods will help decrease the federal deficit</i>	41%	26%	35%	61%	49%	36%	38%	61%
<i>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>	35%	25%	26%	51%	37%	29%	32%	44%

