

**WE PAY THE
TARIFFS**

**56 POLLS SHOWING TARIFFS
ARE WILDLY UNPOPULAR**

Ahead of the 2026 midterms, the polling across the nation is unmistakably clear: tariffs are deeply unpopular across party lines, demographics, and geography.

The Polls All Tell the Same Story - Here are 56 since New Tariffs Were Imposed

1. Echelon Insights, October 2026
2. Fox News, October 2026
3. Pew Research Center, October 2026
4. Economic Innovation Group, October 2026
5. CFR/Morning Consult, October 2026
6. AP/NORC, October 2026
7. IPSOS, September 2026
8. CNN/SSRS, September 2026
9. CATO Institute, September 2026
10. Fox News, September 2026
11. YouGov, August 2026
12. Harvard CAPS Harris, August 2026
13. The Chicago Council on Global Affairs, July 2026
14. IPSOS, August 2026
15. YouGov, July 2026
16. NYT/Siena, July 2026
17. Harvard CAPS Harris, July 2026
18. YouGov, July 2026
19. Marquette Law, June 2026
20. Harvard CAPS Harris, May 2026
21. Financial Times, May 2026
22. CNN/SSRS, May 2026
23. Forbes/Harris X, May 2026
24. Quinnipiac University, April 2026
25. The Harris Poll, March 2026
26. YouGov, March 2026
27. Stockton University, February 2026
28. YouGov, February 2026
29. IPSOS, February 2026
30. ABC News/IPSOS, February 2026.
31. Pew Research Center, February 2026
32. NPR/PBS/Marist, February 2026
33. The Economist/YouGov, February 2026
34. Fox News, February 2026
35. NYT/Siena, February 2026
36. AP/NORC, January 2026
37. CNN/SSRS, January 2026
38. Marquette Law, January 2026
39. CFR/Morning Consult, January 2026
40. Harvard CAPS Harris, January 2026
41. Politico, December 2025
42. Texas Politics Project, December 2025
43. The Washington Post, November 2025
44. NBC News, November 2025
45. Small Business Majority, November 2025
46. Detroit Regional Chamber, October 2025
47. Bowling Green State University, October 2025
48. Morning Consult/NRF, May 2025
49. Noble Predictive Insights, May 2025
50. Meredith College Poll, April 2025
51. AJC, April 2025
52. IPSOS, April 2025
53. Gallup, April 2025
54. NYT/Siena, April 2025
55. CNN/SSRS, April 2025
56. Elon University, February 2025

Voters Overwhelmingly Dislike Tariffs



72% of voters think tariffs will **harm the U.S. economy** in the short term



75% of Americans say that **tariffs will raise prices on goods they buy**



only **one in four voters approve** of the president's tariffs



6 in 10 Americans disapprove of the Trump administration's increased tariffs



Only **22%** of Trump Voters said tariffs are helping the U.S economy both now and in the long term



Only 37% of voters approve of President Trump's tariffs



65% OF VOTERS

say reducing or eliminating tariffs would improve their cost of living, with **40% saying it would improve their situation a lot.**

Echelon Insights, October 2026



Pew Research Center

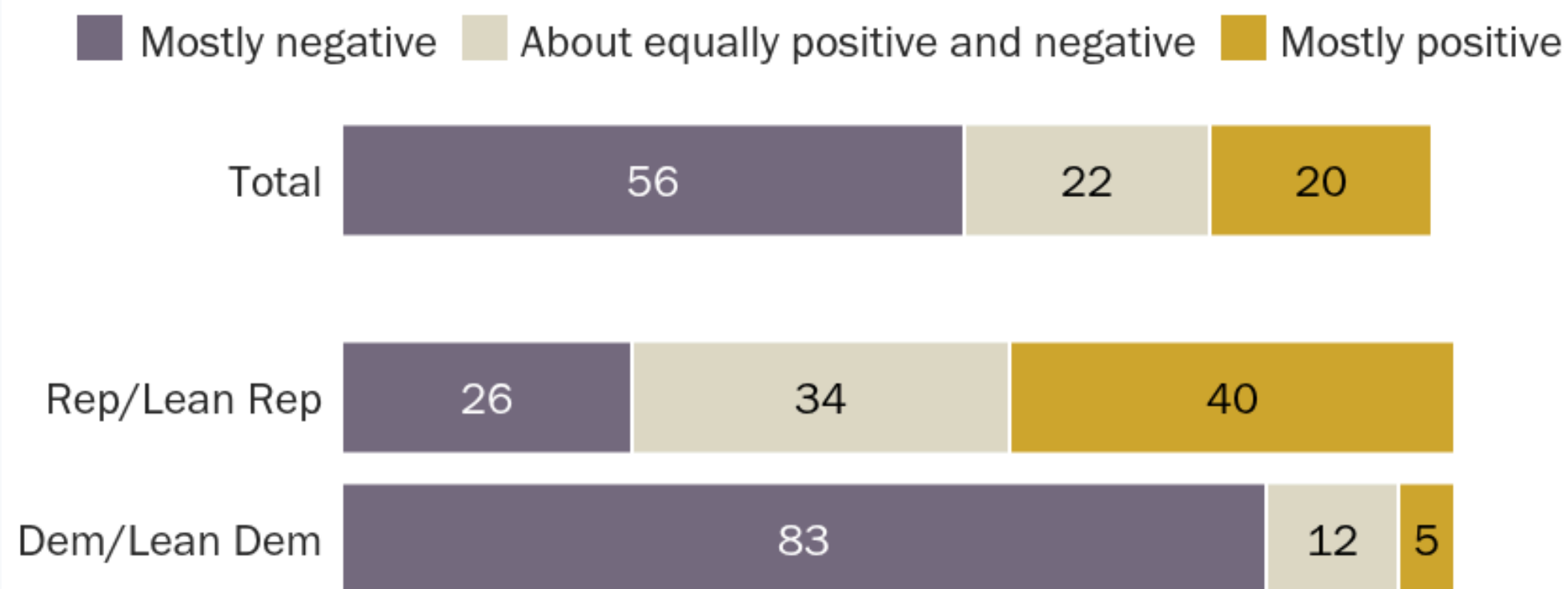
ONLY 20%

**of voters say tariffs will
have a mostly positive
impact on the economy**

Pew Research Center, October 2026

A majority of Americans say Trump's tariff policies will have mostly negative impacts on the country

% who say that the overall effect of the Trump administration's tariff policies on the country as a whole over the coming years will be ...



Note: No answer responses are not shown.

Source: Survey of U.S. adults conducted Sept. 28-Oct. 4, 2026.

PEW RESEARCH CENTER

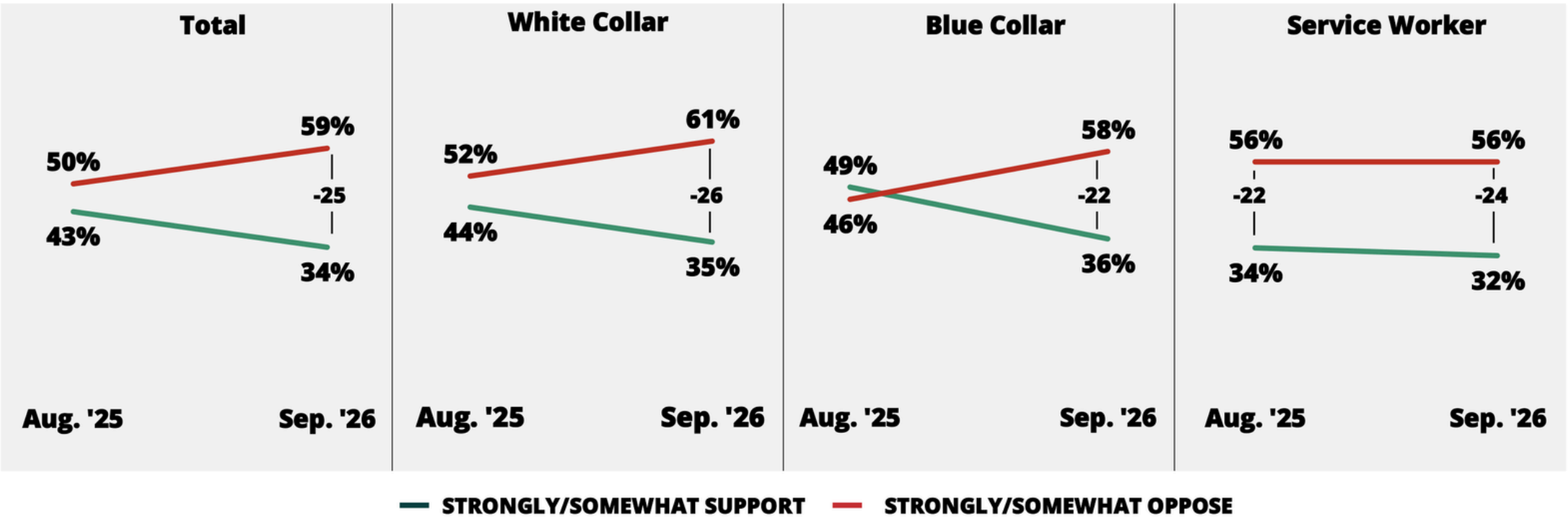
69%

of U.S. adults disapprove of the job
President Trump has done on tariffs

Fox News, September 2026

Workers increasingly oppose tariffs; blue collar workers shift 25 net points towards opposition

Q. To what extent do you support or oppose the Trump Administration's policy of placing tariffs on imports from other nations (including allies of the U.S.)?





59%

of workers oppose the Trump Administration's tariff policy

Economic Innovation Group, October 2026





81%

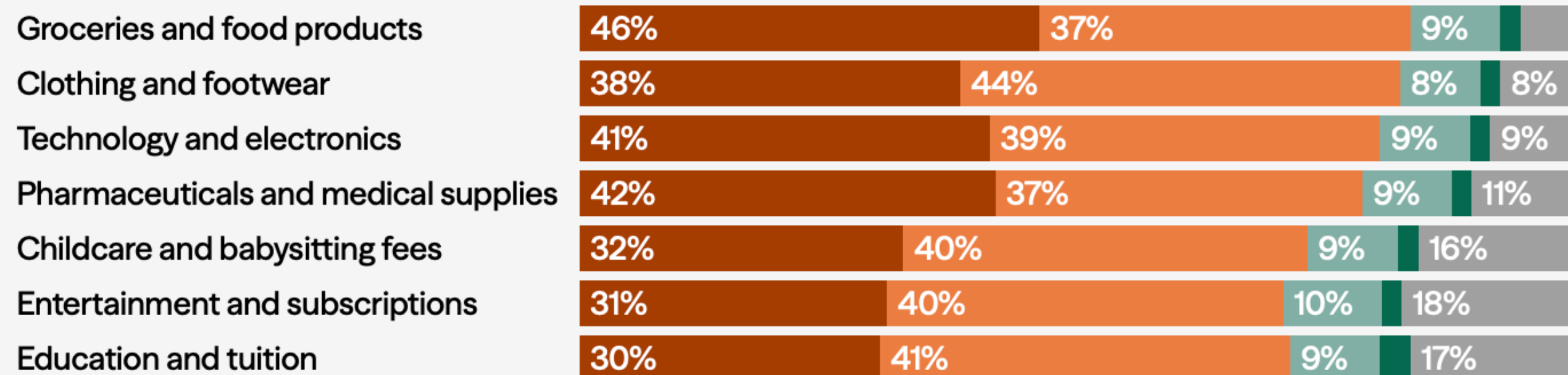
of voters say tariffs
raise the price they pay
for groceries and food
products

CFR/Morning Consult, October 2026

Americans Concerned About Affordability Say Trade Raises the Prices of Goods and Services

“From the same list you just read, how much does trade impact the price you pay for these goods?”

■ Raises a Lot ■ Raises Somewhat ■ Lowers Somewhat ■ Lowers a Lot ■ Don't Know





64% OF VOTERS

say the president's imposition of new tariffs
on other countries has gone too far.

AP/NORC, October 2026



81% of Americans

say that tariffs will raise
prices on goods they
buy

Ipsos, September 2026



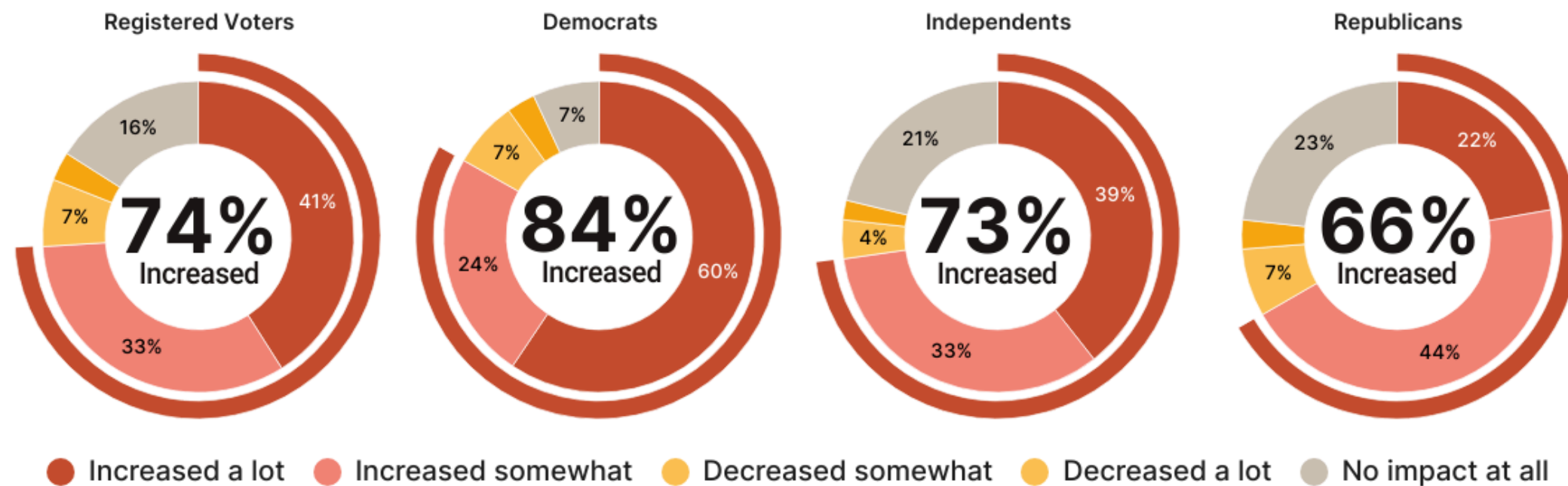
71%

of U.S. adults disapprove of the way
President Trump has handled tariffs

CNN/SSRS, September 2026

Both Republicans and Democrats believe that Trump's tariffs have raised prices

Have tariffs put in place under the Trump administration increased or decreased the prices of things you buy at the store, or not impacted prices at all?

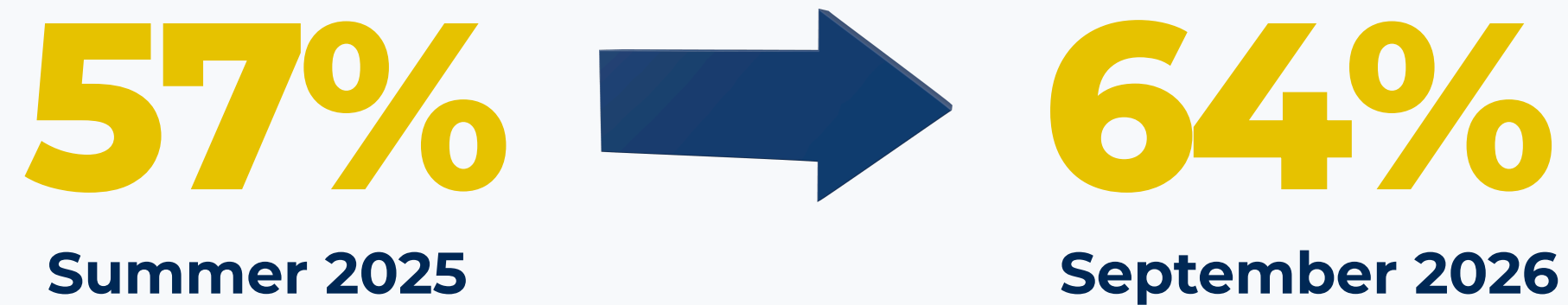


Source: Cato 2026 Fall Trade and Populism National Survey

Note: Percentages may not add to 100% due to rounding

74%

of voters say Trump's tariffs have increased the prices of what they buy at the store



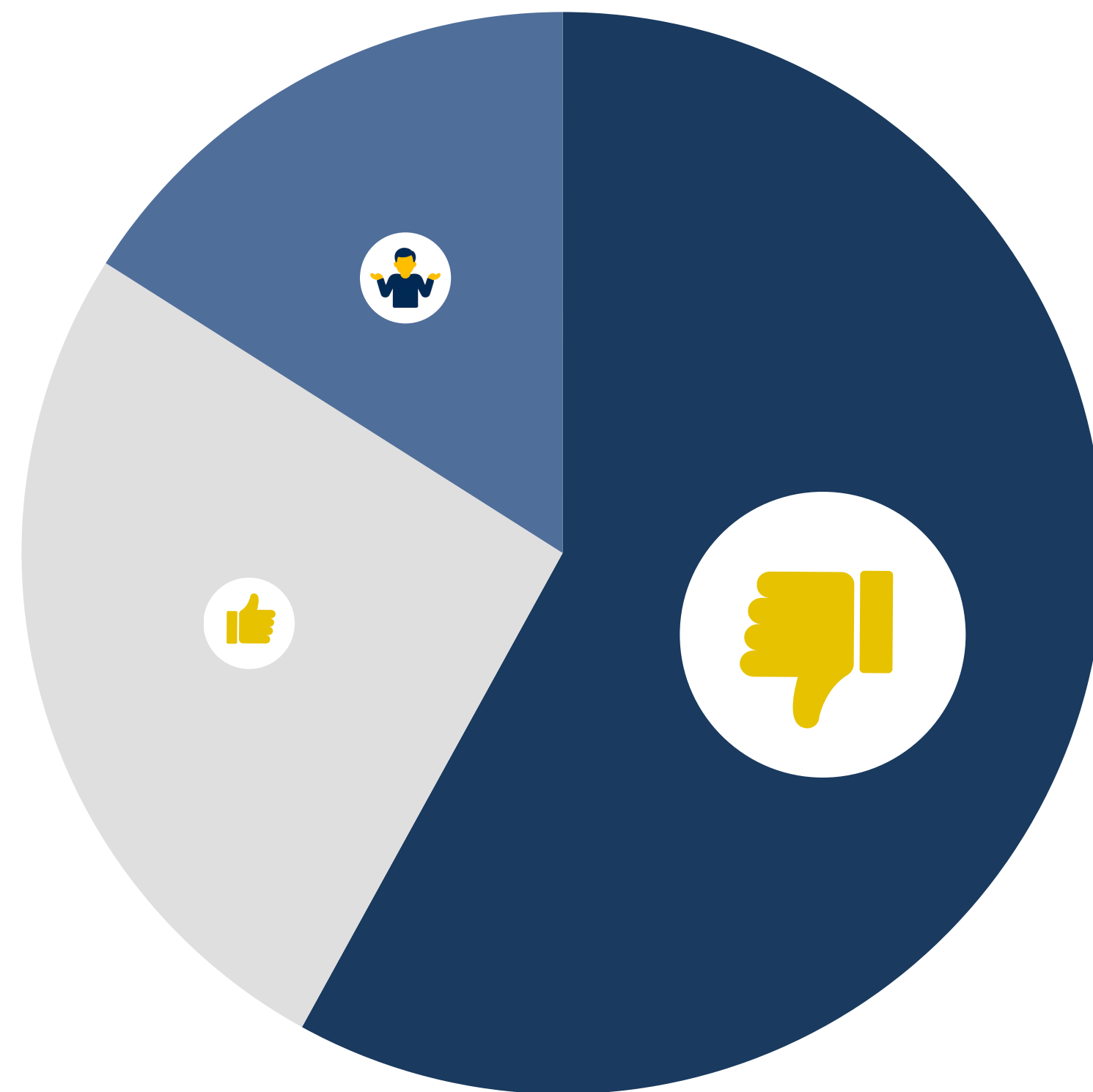
of voters say President Trump's tariffs bur
the U.S. economy

Fox News, September 2026

58%

of Americans **oppose**
raising tariffs on
Canada

YouGov, August 2026

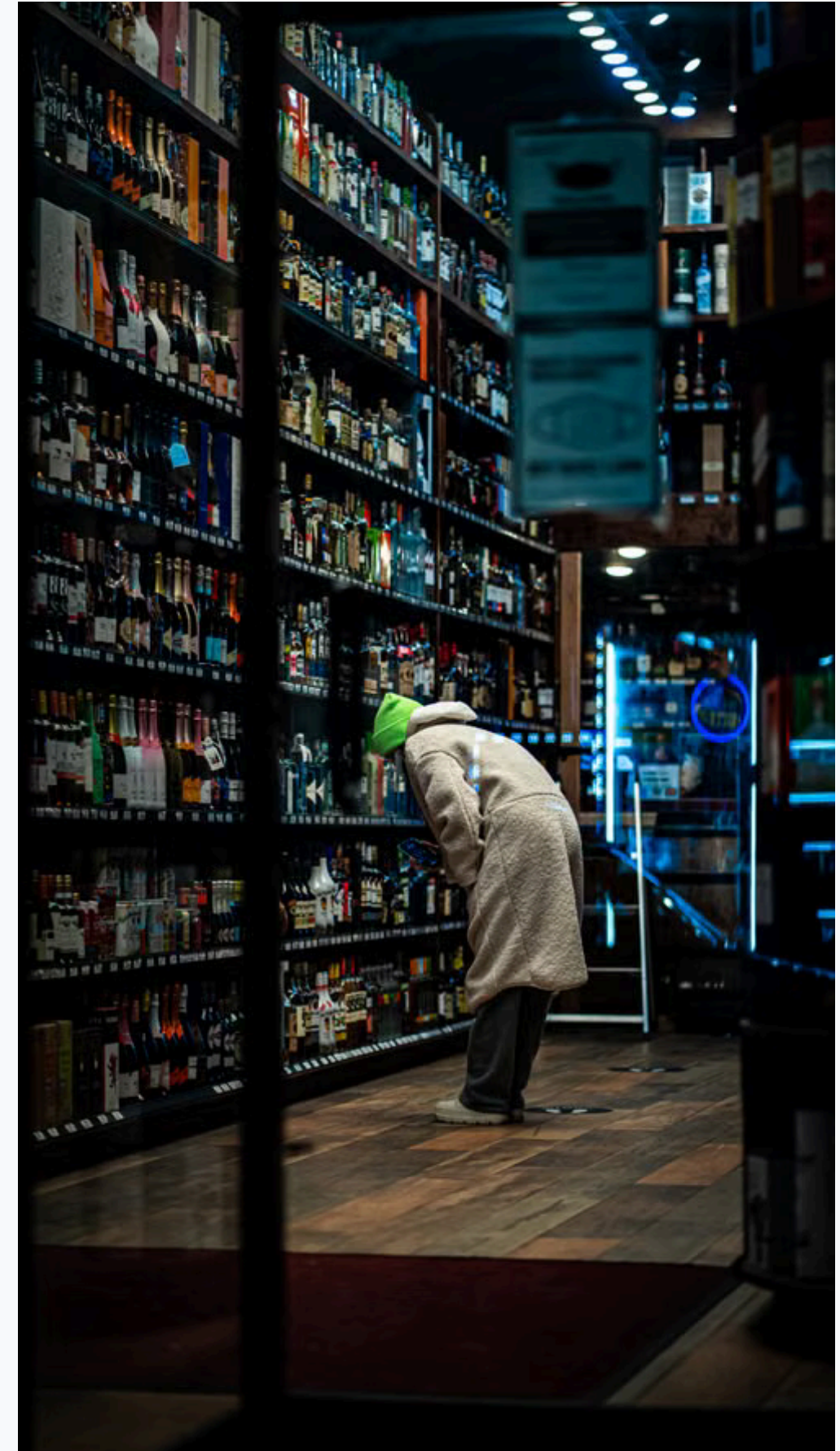


HARVARD CAPS HARRIS POLL

62% of Americans

think that the Section 338
tariffs on \$28 billion of
Canadian goods will raise
prices

Harvard Caps Harris, August 2026





ONLY 20%

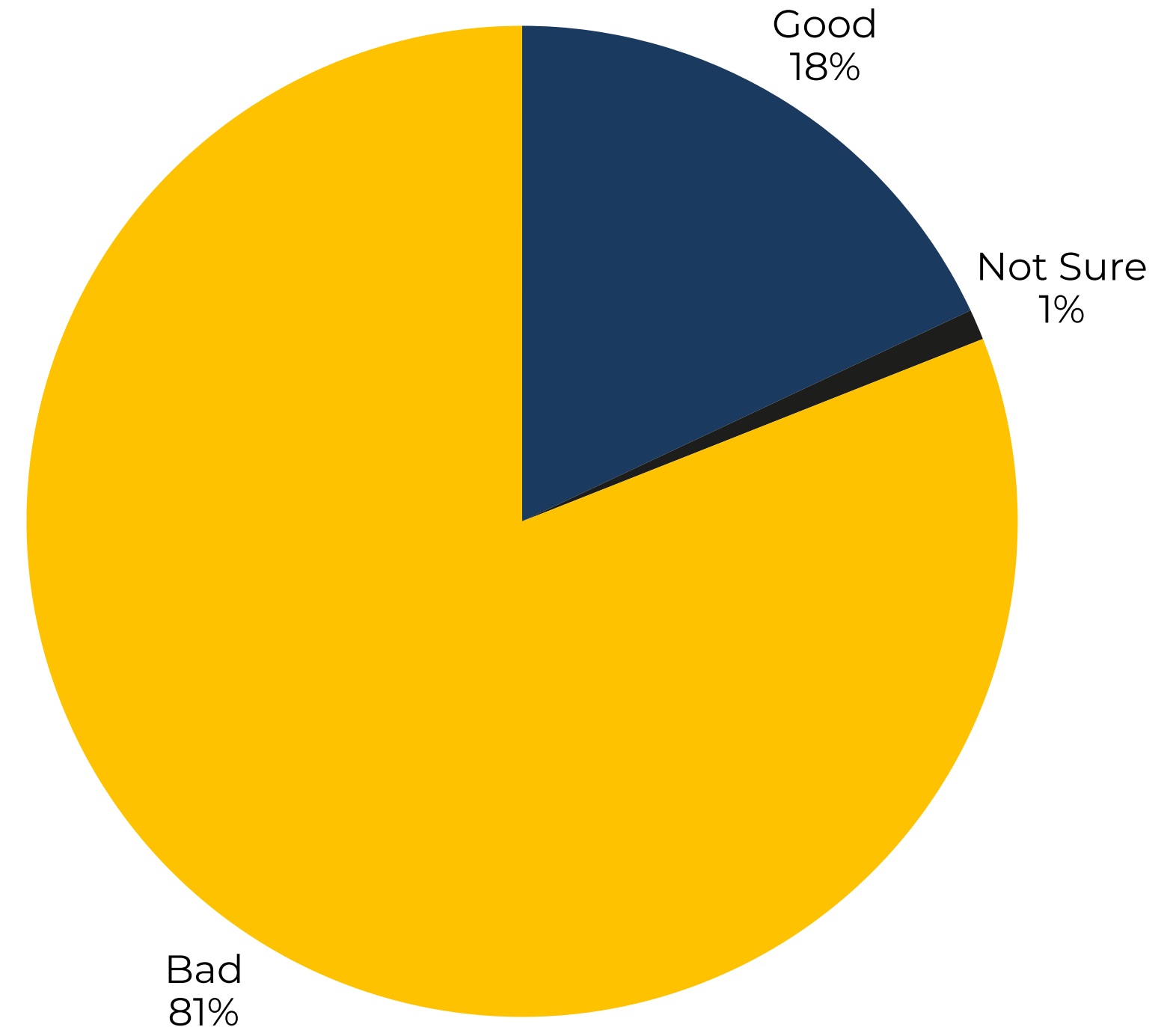
of Americans support the U.S. placing
additional tariffs on Canada

Ipsos, August 2026

81%

of voters say tariffs
have been bad for the
cost of living in the
U.S.

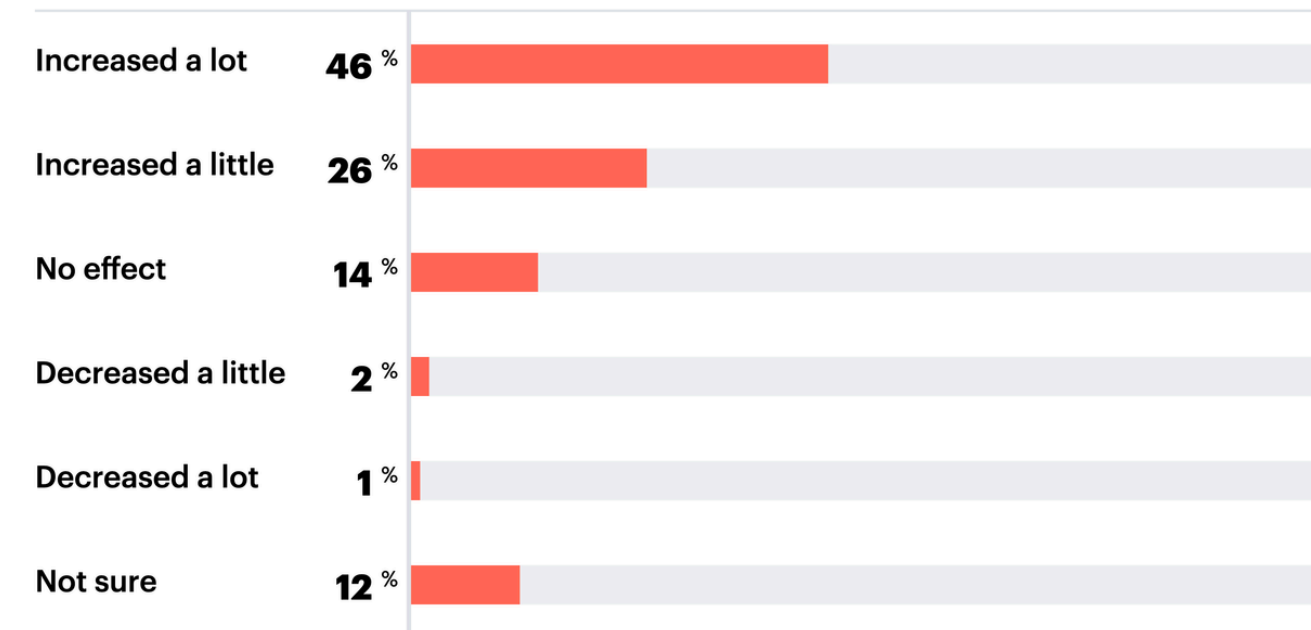
The Chicago Council on Global Affairs, July 2026



OVER 70%
believe that President
Trump's tariffs have
raised prices for the
things they buy

Do you think tariffs imposed by Donald Trump have increased, decreased, or had no effect on the prices you paid for things that you bought?

All adults (9695 U.S. adults - July 22, 2026)



YouGov® | What the world thinks

yougov.com

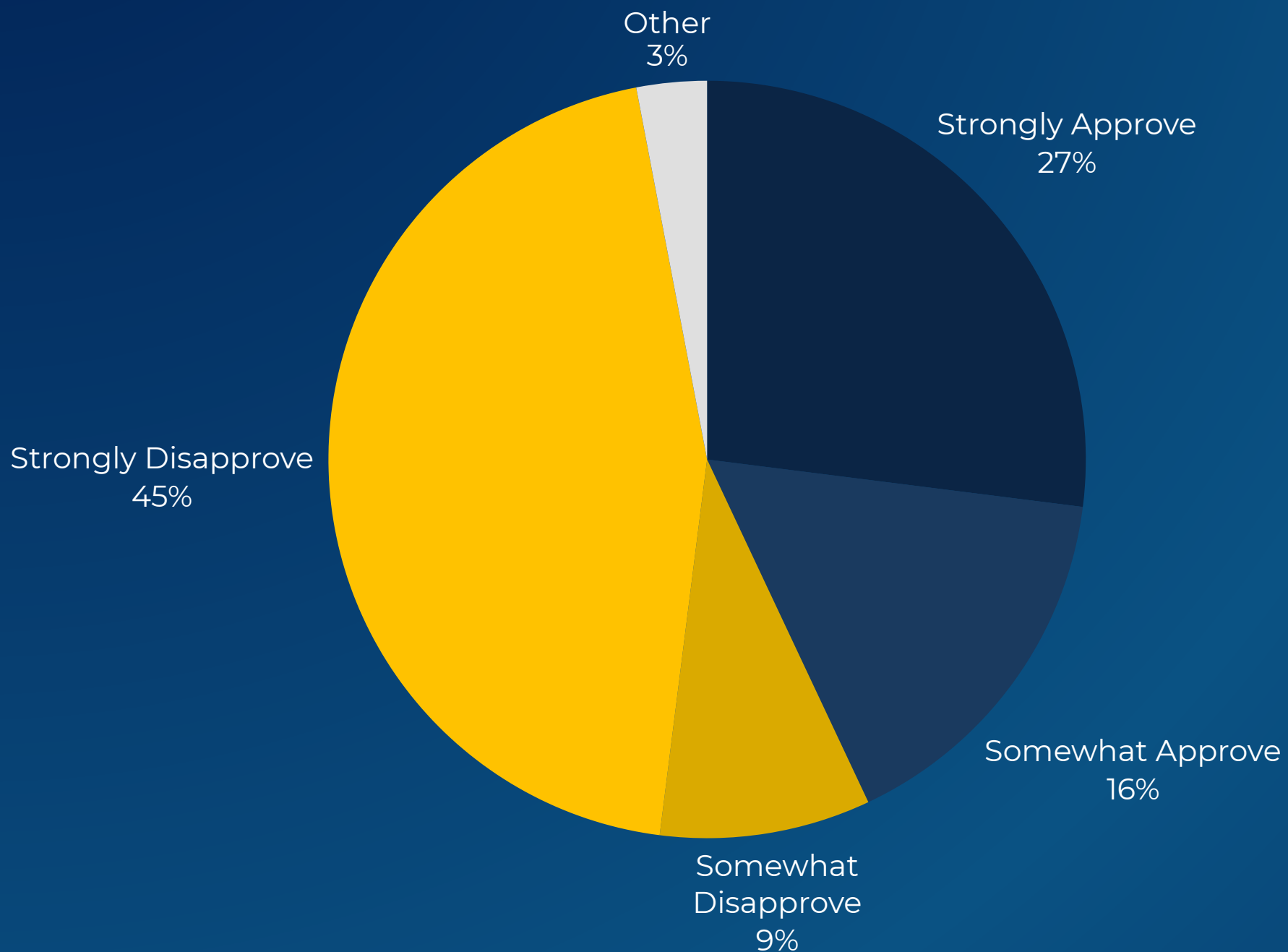
YouGov, July 2026

The New York Times

45%

of voters in battleground
Senate races strongly
disapprove of tariffs

NYT/Siena, July 2026



61%

**of Americans disapprove of a universal 15%
tariff**

Harvard CAPS Harris, July 2026

MORE THAN 3X



as many Americans want tariffs reduced as increased

The Economist/YouGov Poll
July 10 - 13, 2026 - 1616 U.S. Adult citizens



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

Increased	14%
Kept the same	23%
Decreased	46%
Not sure	16%

YouGov, July 2026





ONLY 32%
of registered voters approve of
President Trump's tariffs policies

Marquette University, June 2026

63%

**of registered voters disapprove of
President Trump's handling of tariffs**

Harvard CAPS Harris, May 2026

ONLY ONE IN FOUR

voters said that the president's trade policies have helped the economy.

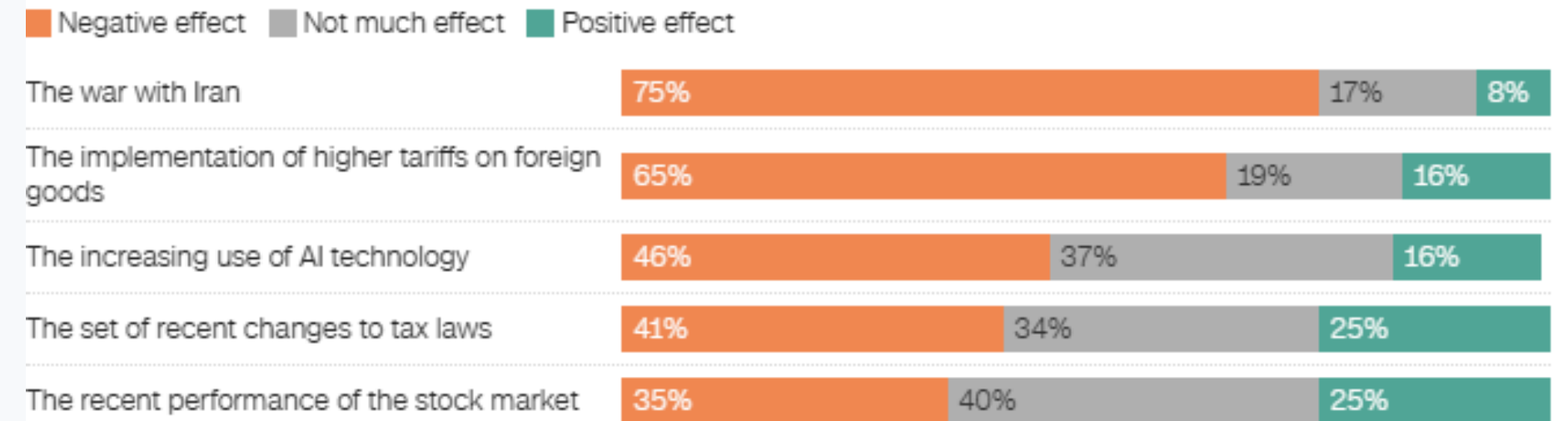
Financial Times, May 2026



65%

of U.S. adults think that tariffs have a negative effect on their financial system

Q: "Generally speaking, do you think each of the following have a positive effect, a negative effect or not much effect on your financial situation?"



Note: The CNN poll was conducted by SSRS from April 30-May 4 among a random national sample of 1,499 US adults drawn from a probability-based panel. Surveys were either conducted online or by telephone with a live interviewer. Results have a margin of sampling error of ± 2.8 percentage points.

Source: CNN/SSRS polling

CNN/SSRS, May 2026

57%

of U.S. adults disapprove of the president's
tariffs and trade policy

Forbes/HarrisX, May 2026

72%

of voters think that tariffs will hurt the U.S.
economy in the short term

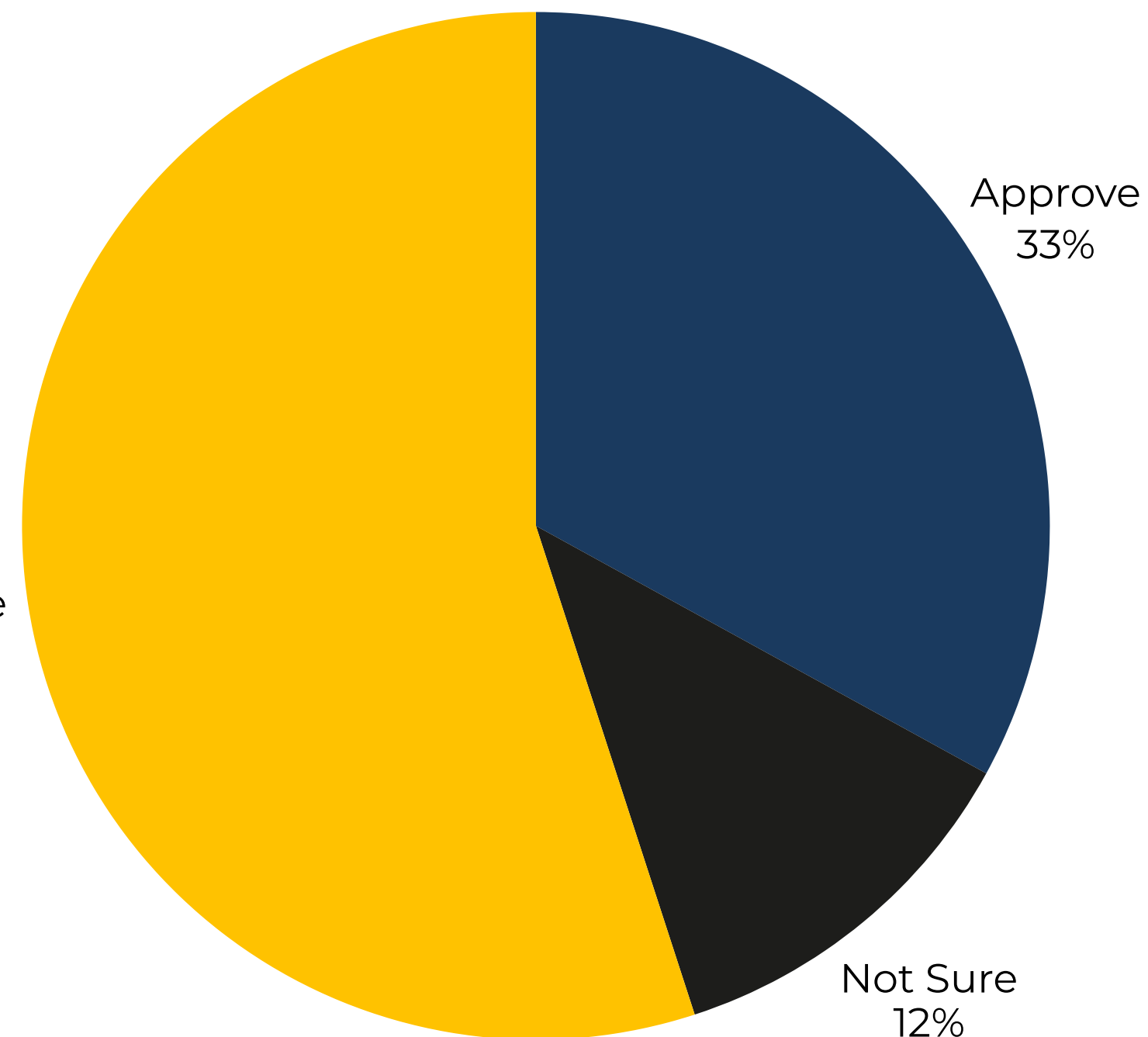
Quinnipiac University, April 2026



55%

of adults **disapprove**
of the way President
Trump is handling
tariffs

Disapprove
55%



YouGov, March 2026

64%

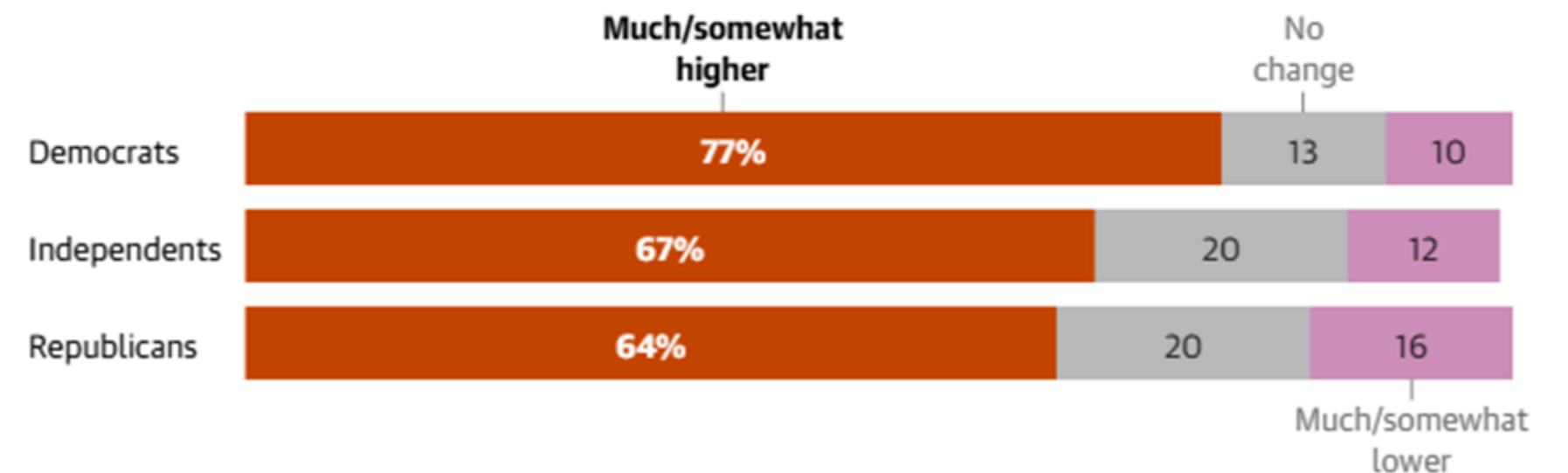
of Republicans believe that
Trump's tariffs have led to
higher prices

**77% of Democrats and 67% of Independent
Voters Agree**

The Harris Poll, March 2026

Across partisan lines, Americans believe tariffs have raised prices

How do you think tariffs on imports have changed overall prices on the goods you've paid for in the US?



Guardian graphic. Source: The Harris Poll. Note: Survey of 2,138 US adults conducted 26 to 28 February 2026. $\pm 2.6\%$ margin of error. Shares may not add to 100% due to rounding.



TWO THIRDS

of New Jersey voters think that tariffs implemented by the Trump Administration have led to higher prices for them and their families

Two-thirds of New Jersey voters link tariffs to rising costs

% who think tariffs have increased prices for them and their families



Stockton poll of 700 registered voters, Feb. 6-16, 2026

Source: William J. Hughes Center for Public Policy at Stockton University • Created with Datawrapper

Stockton University, February 2026

60%

of Americans approve of the U.S. Supreme Court striking down most of the tariffs imposed by President Trump

YouGov, February 2026



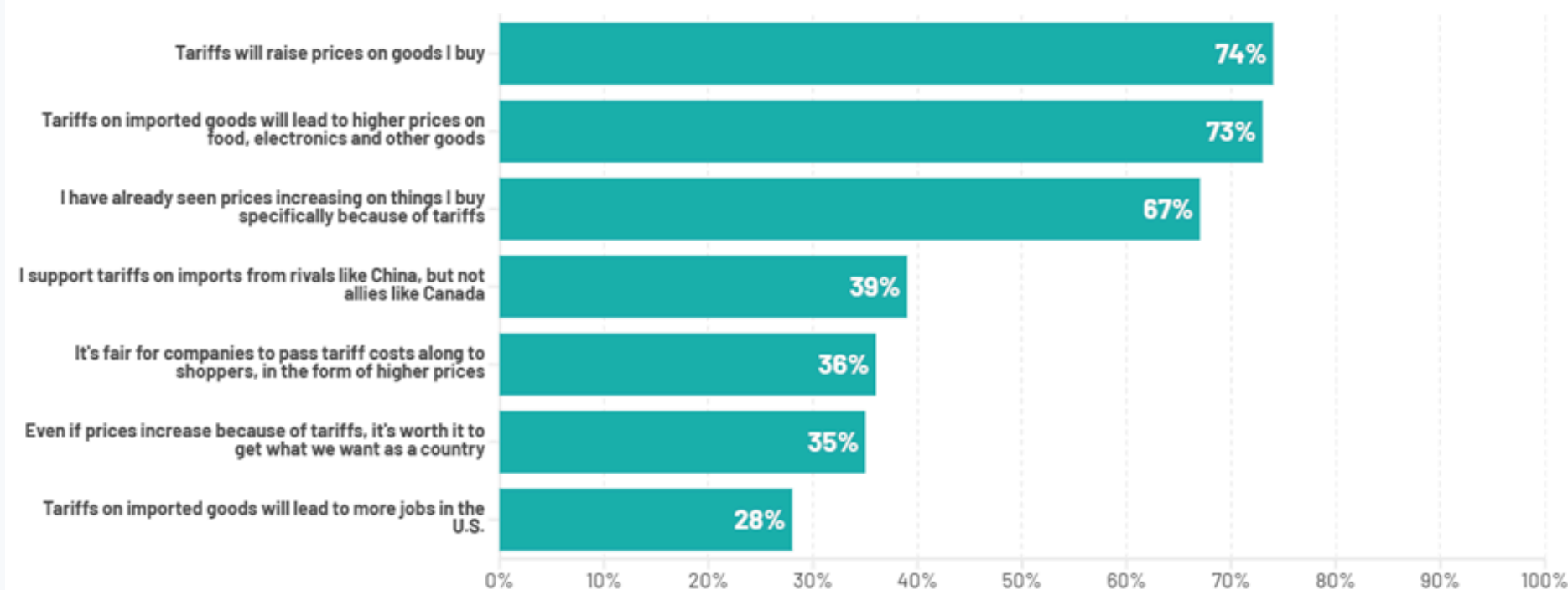
75%

of Americans say that tariffs will **raise prices on goods they buy**

Ipsos, February 2026

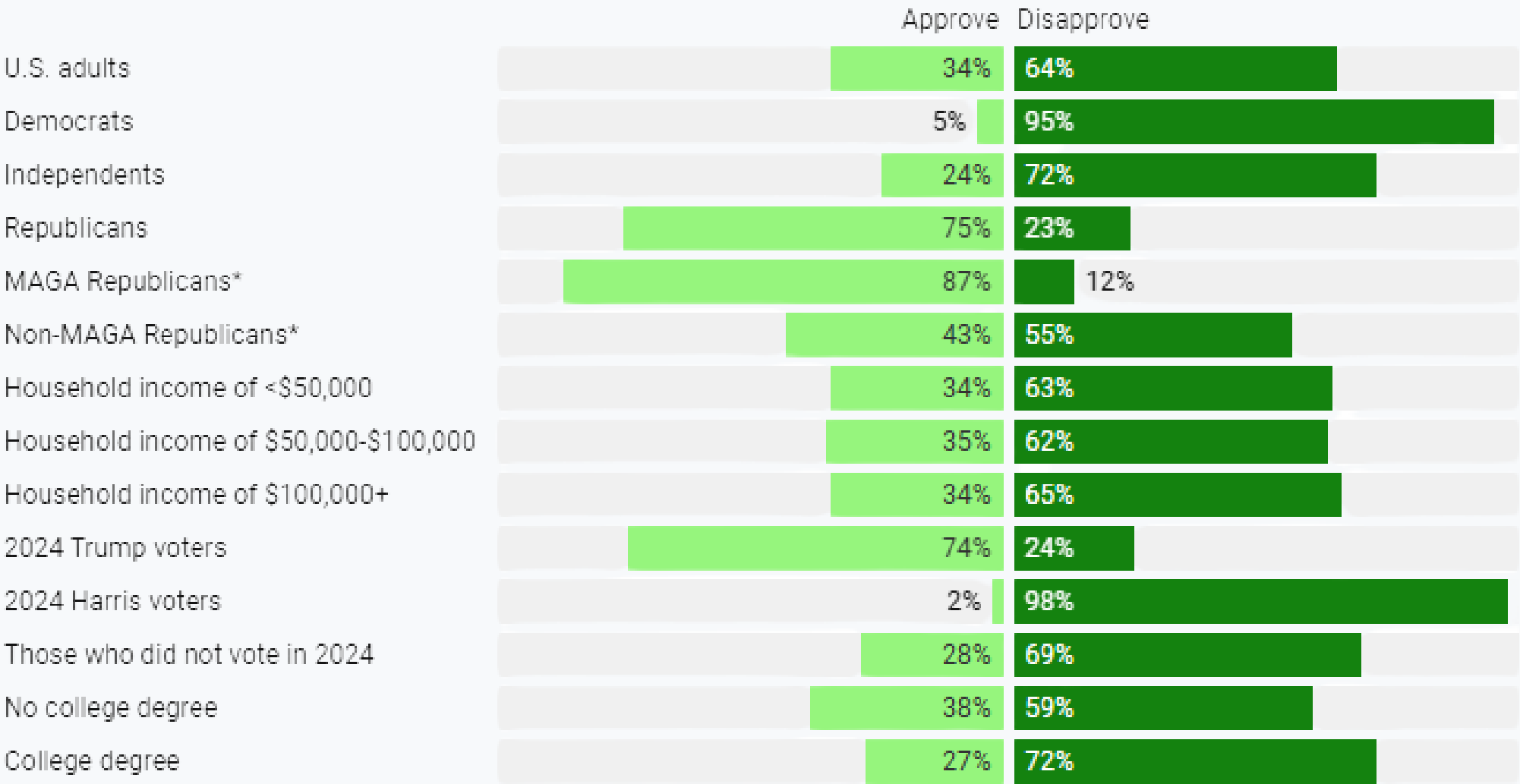
American attitudes to tariffs

% of Americans who agree with the following statements:





Q: Do you approve or disapprove of the way Trump is handling each of the following? Tariffs on imported goods



**MAGA and non-MAGA Republicans include both Republicans and Republican-leaning independents.
Note: Skipped not shown.*

Source: Feb. 12-17, 2026, ABC News/Washington Post/Ipsos poll of 2,589 U.S. adults with a margin of error of +/- 2 percentage points. Error margins are larger among subgroups.

64%

of Americans disapprove of how Trump is handling tariffs

ABC News/IPSOS, February 2026





Pew Research Center

6 IN 10

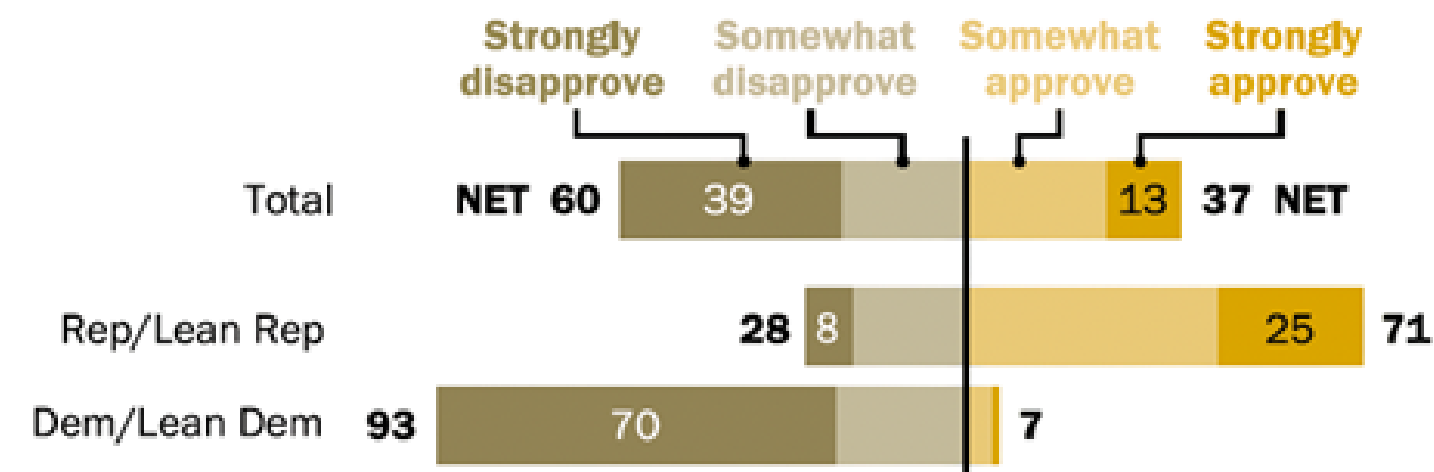
Americans disapprove of the Trump administration's increased tariffs.

Moreover, roughly half of Americans say the effects of the administration's use of tariffs will be mostly negative for the country and for their families over the coming years, while much smaller shares say the effects on both will be either positive or neutral

Pew Research Center, February 2026

6 in 10 Americans disapprove of the Trump administration's increased tariffs

% who ___ of the Trump administration substantially increasing tariffs on goods imported from most countries that trade with the U.S.



Note: No answer responses are not shown.

Source: Survey of U.S. adults conducted Jan. 20-26, 2026.

PEW RESEARCH CENTER

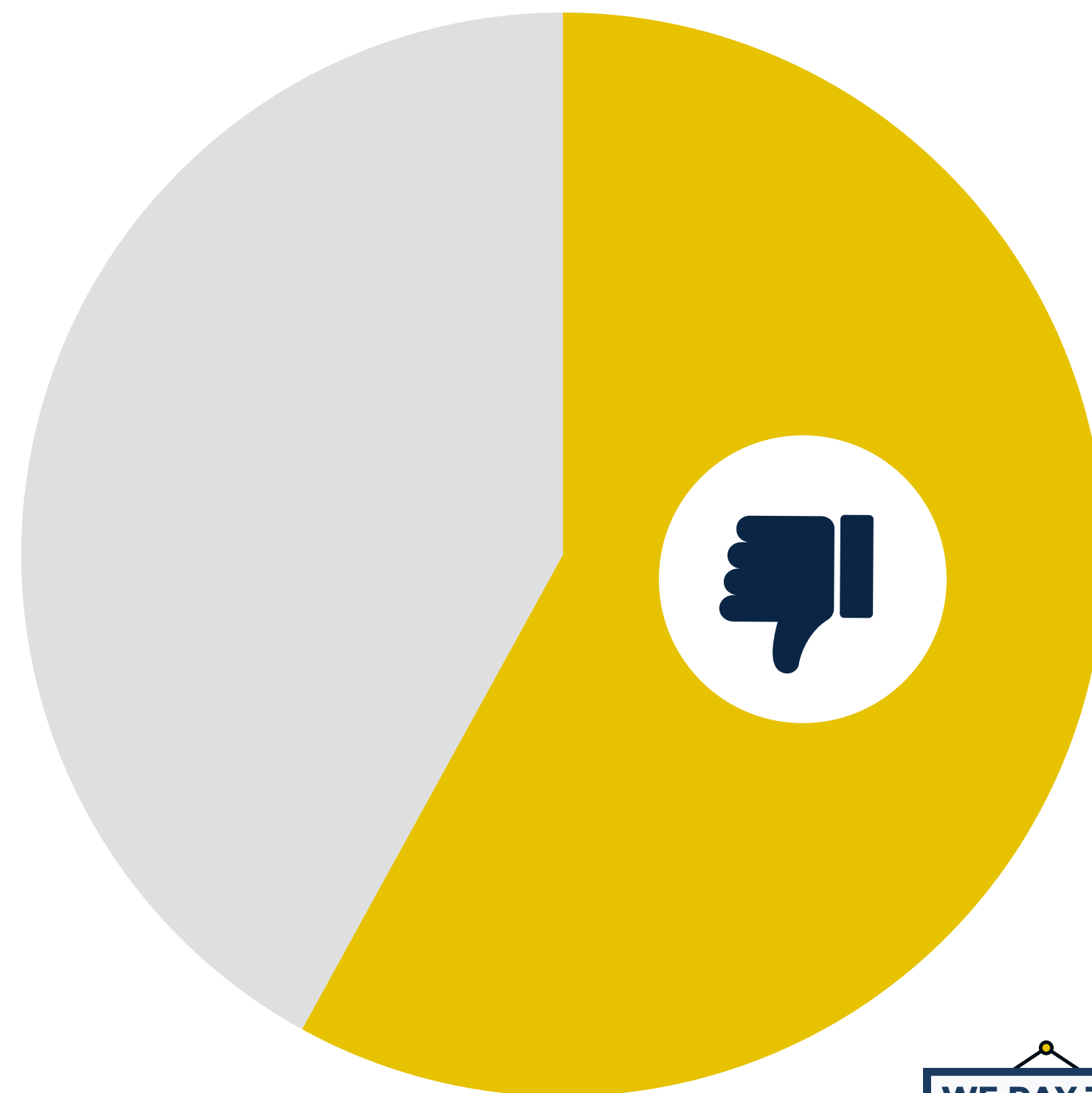
58%

of registered voters said that placing tariffs or fees on products imported from other countries hurts the U.S. economy

Disapproval is growing: While in March 2025 only 48% of adults thought that placing tariffs or fees on products imported from other countries hurts the U.S. economies, as of February 2026, 56% think it does

Moreover, 54% of adults think that lowering prices should be the Trump administration's top priority

NPR/PBS/Marist, February 2026



51% of Americans say that tariffs should decrease,

including 59% of 18-29 year-olds and
26% of self-identified conservatives

As disapproval for tariffs rises,
Americans are feeling economic
strain: **72% of Americans said the
economy was fair/poor**, while **78%
said that the price of food has gone
up in the past year**

The Economist/YouGov Poll, February 2026



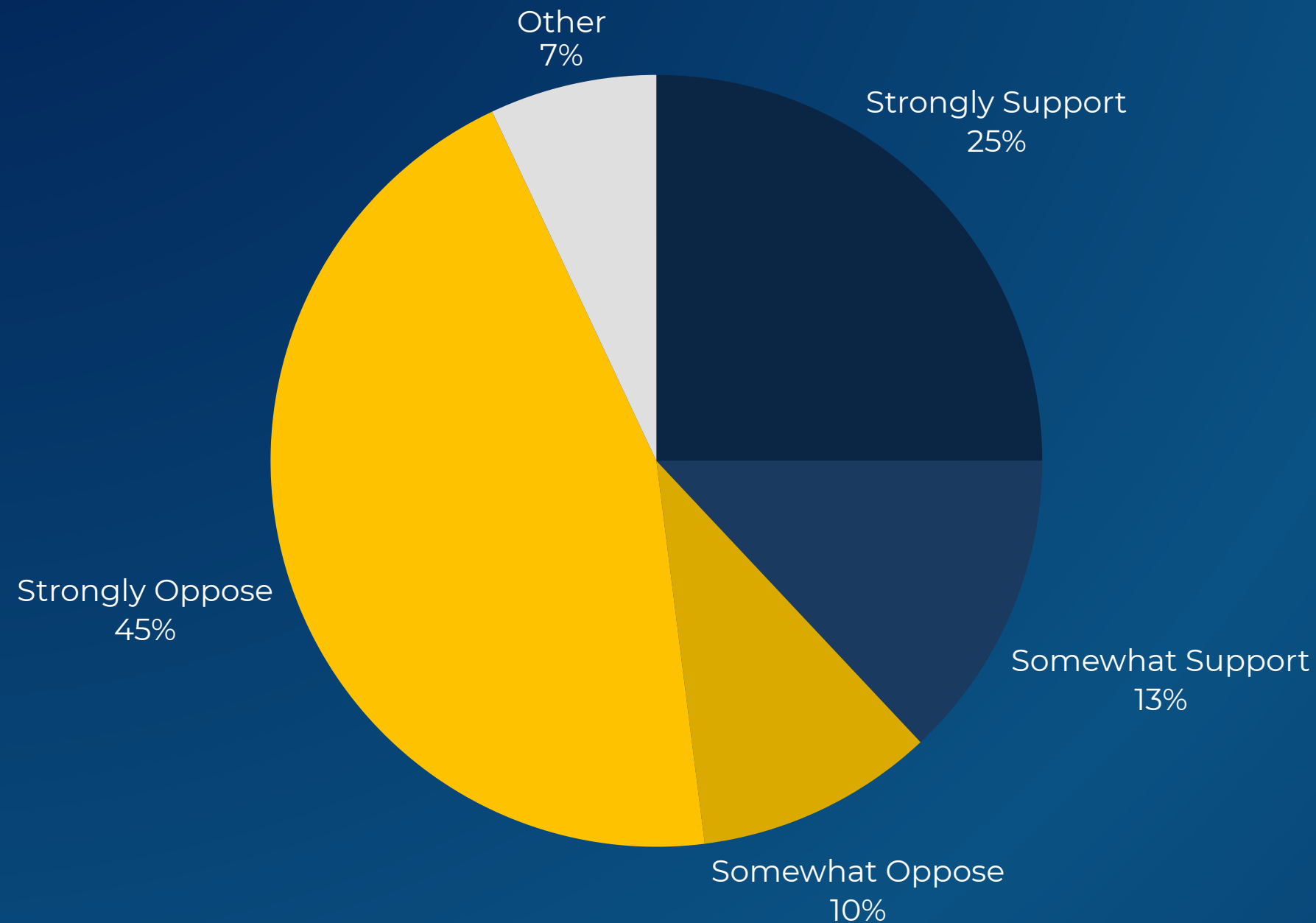


ONLY 37%

of voters approve of President Trump's
tariffs

Fox News, February 2026

The New York Times



55%

Of Americans oppose
tariffs imposed by
President Trump

NYT/Siena, February 2026



58%

of U.S. adults think that Donald Trump has
gone too far imposing new tariffs on other
countries

AP News / NORC, January 2026



62%

of U.S. adults disapprove of the President's handling of tariffs

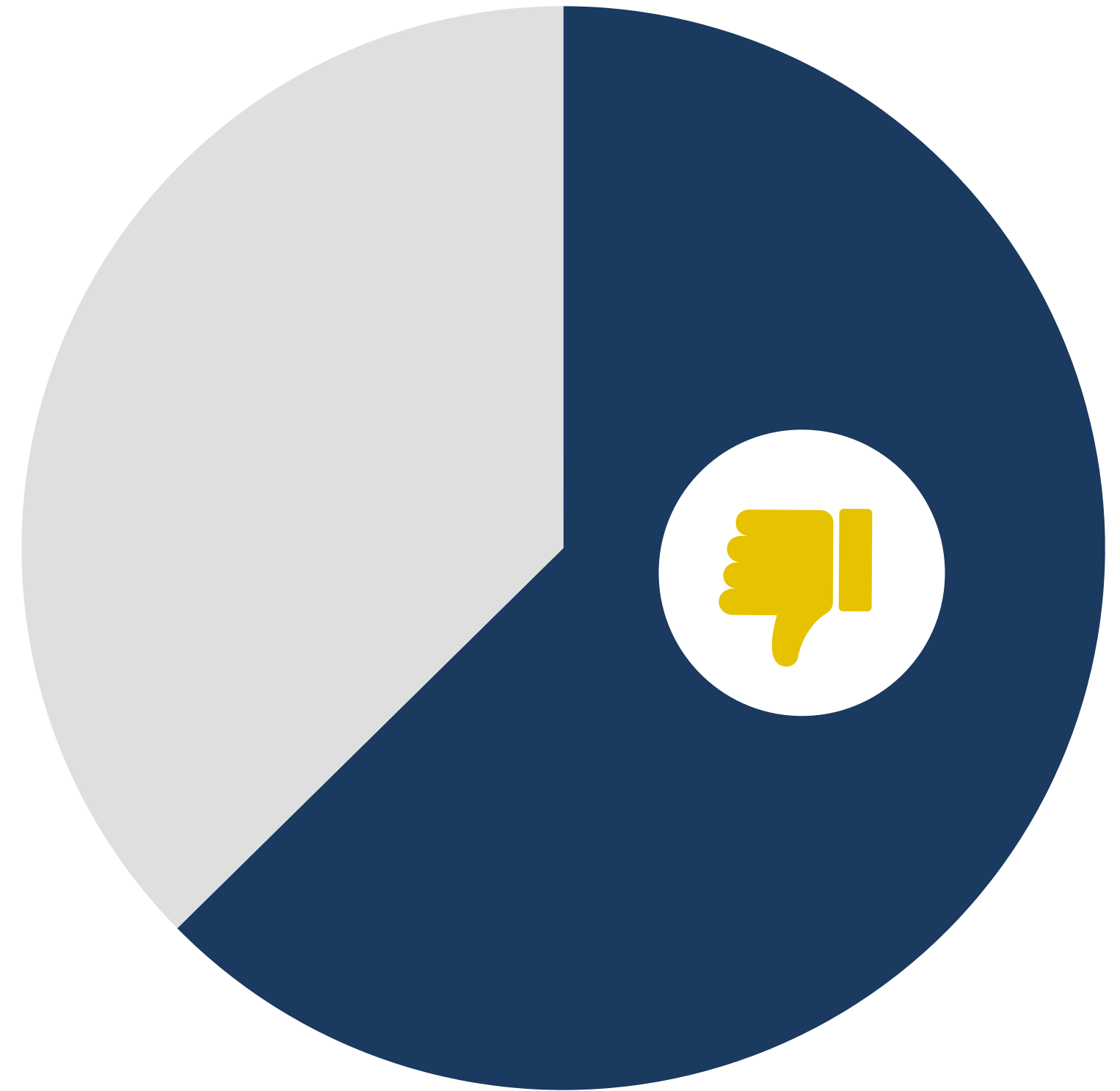
CNN/SSRS, January 2026



62%

of adults **disapprove**
of the way President
Trump is handling
tariffs

Marquette Law, January 2026

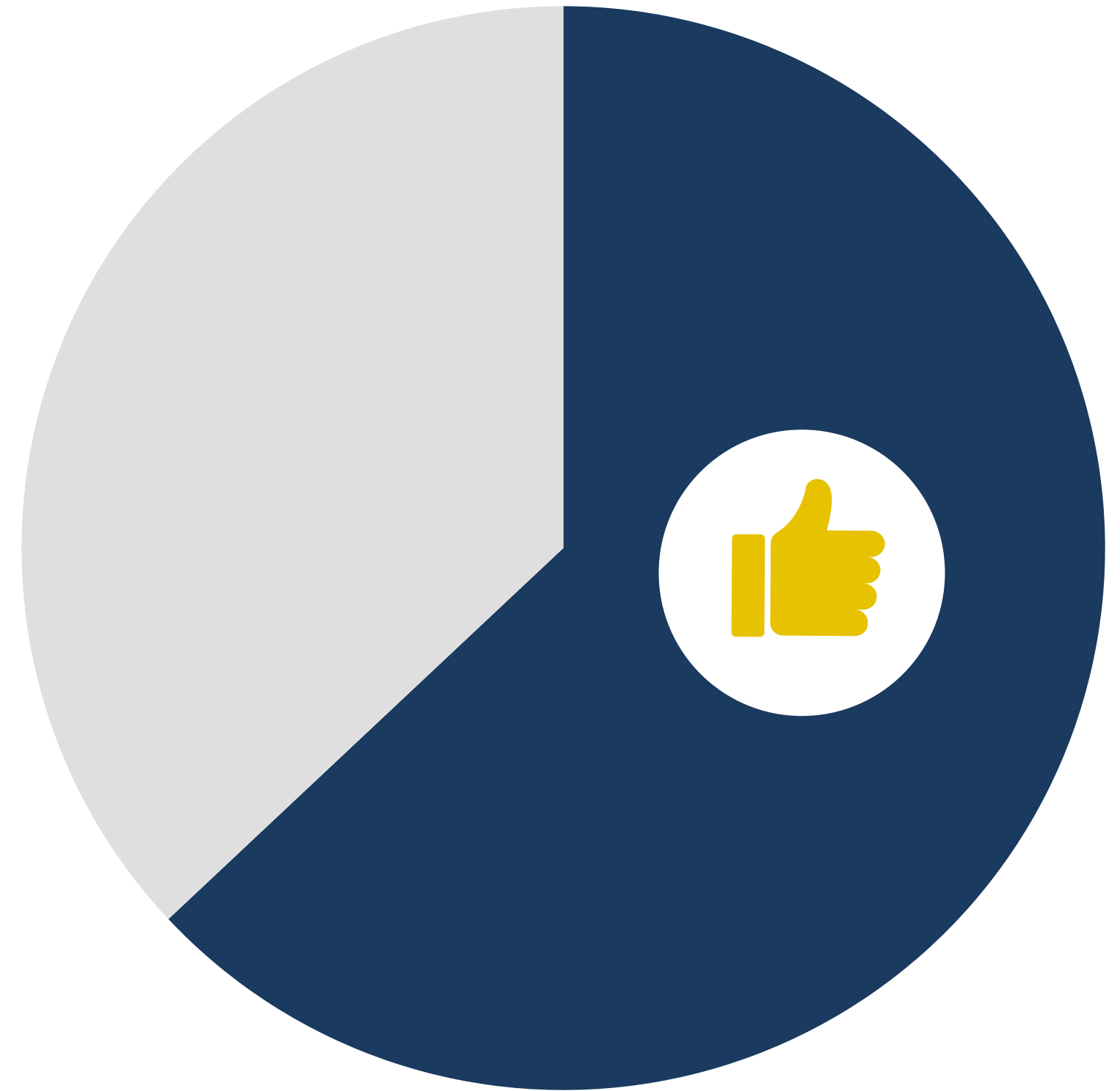




63%

of adults said the
**Supreme Court should
rule against President
Trump** in *Learning
Resources v. Trump* in
January, 2026

Marquette Law, January 2026



HARVARD CAPS HARRIS POLL

51% OF VOTERS

oppose placing tariffs on good from China,
Mexico, and Canada to encourage U.S.
manufacturing

Harvard Caps Harris, January 2026

POLITICO

“Trump has struggled to persuade even parts of his base to accept the idea that tariffs will pay off over time. A minority — 36 percent — of Trump voters said tariffs are hurting the economy now but will benefit the U.S. over time. Even fewer said the strategy is already working:

22% OF TRUMP VOTERS

said **tariffs are hurting the economy** now but will benefit the U.S. over time.”

POLITICO, December 2025



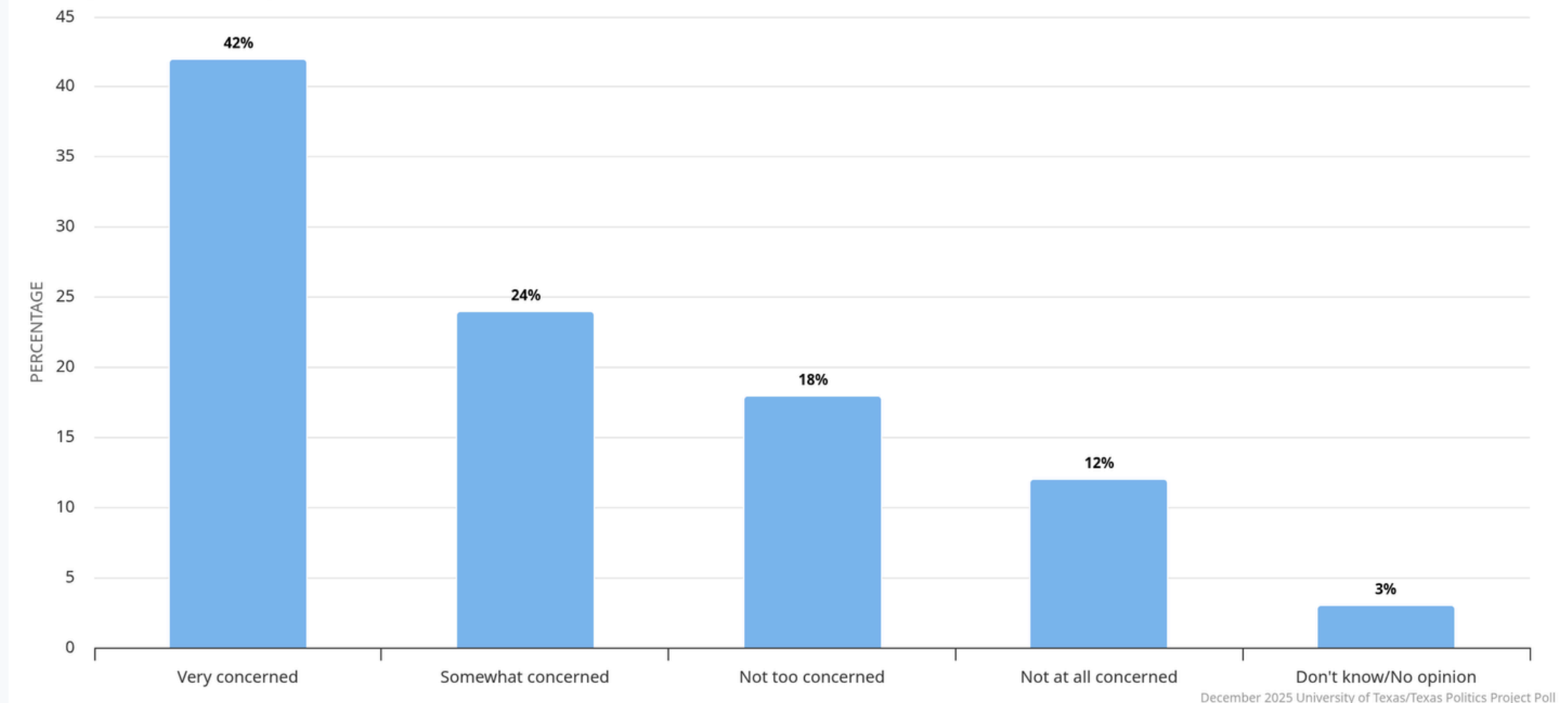
THE
TEXAS
POLITICS
PROJECT

68% of Texas voters

are very or somewhat concerned
about U.S. tariff policy

CONCERN ABOUT U.S. TARIFF POLICY (DECEMBER 2025)

The Margin of Error for this Graphic is +/- 2.83%



Texas Politics Project, December 2025

The Washington Post

6 IN 10 AMERICANS
said that **tariffs**
contribute to
inflation and harm
the U.S. economy

The Washington Post, November 2025

WWW.WEPAYTHETARIFFS.COM

More Americans say that imposing tariffs on other countries hurts rather than helps the U.S. economy, inflation and their finances

■ Hurts ■ Helps ■ Has no real impact ■ Not sure ■ Skipped

U.S. ECONOMY



YOUR FAMILY'S FINANCIAL SITUATION



INFLATION IN THE U.S.



Note: Percent undecided/skipped not shown. Percentages may not add to 100 due to rounding

Source: Oct. 24-28, 2025, Washington Post-ABC News-Ipsos poll of 2,725 U.S. adults with an error margin of +/- 1.9

WE PAY THE
TARIFFS

TWO THIRDS



of registered voters say that **the Trump administration has fallen short on the economy and cost of living**"

NBC News, November 2025



NEARLY HALF

of small business owners have **increased**
the price of certain materials or products
due to tariffs

[Small Business Majority](#), November 2025



71.5% OF MICHIGAN VOTERS

say they're **paying more for goods due to tariffs**, with **28.1%** saying they've postponed major expenditures for items such as vehicles, house upgrades or vacations because of tariff-related price hikes.

[Detroit Regional Chamber](#), October 2025



60%

of Ohio Voters oppose Trump's tariff policies

Bowling Green State University, October 2025



56% OF VOTERS

believe the 2025 tariffs will **negatively impact** small businesses

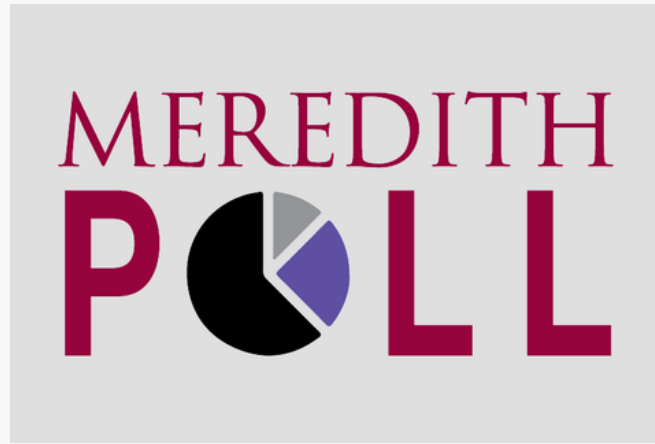
Morning Consult/NRF, May 2025



51% OF ARIZONA VOTERS

said that tariffs hurt the economy

Noble Predictive Insights, May 2025



53% OF NORTH CAROLINA VOTERS

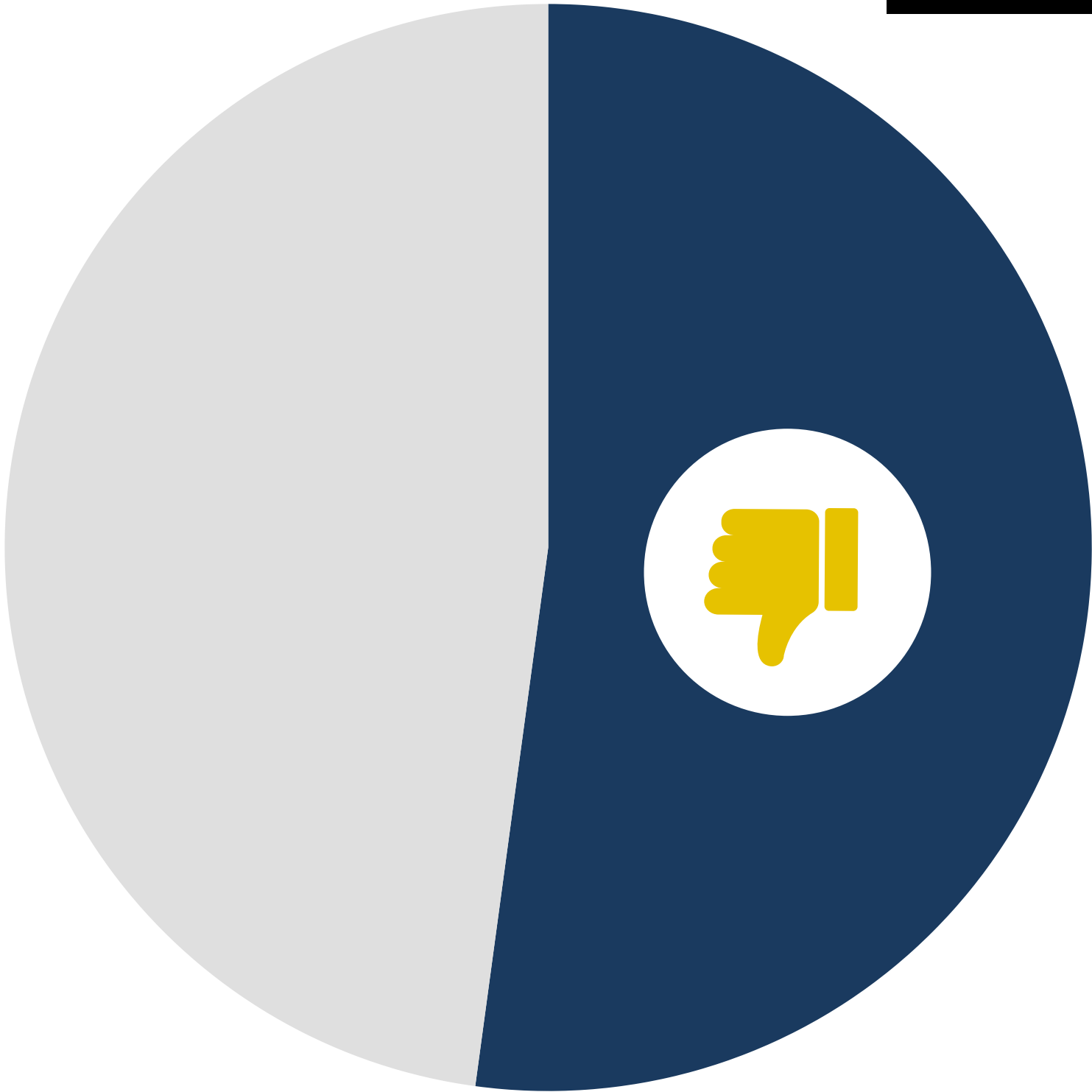
have real doubts that tariffs will have a positive
effect on the economy

Meredith College Poll, April 2025



52.3%

of Georgia voters
oppose tariffs being
placed on foreign
goods



AJC, April 2025



THREE IN FOUR

Americans say new tariffs should be targeted at countries taking advantage of the system, not at everyone, including majorities of **Republicans (82%)**, **Democrats (76%)**, and **independents (77%)**

Ipsos, April 2025



89% of Adults

think that tariffs are likely to result in higher prices. 31% said they would not accept any economic disruption at all from tariffs

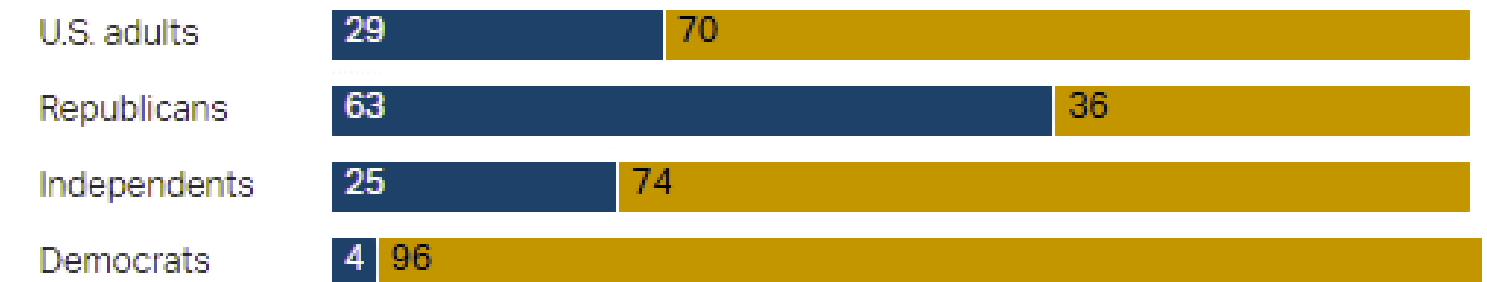
Gallup, April 2025

Americans' Views of Short- and Long-Term Effects of Tariffs on U.S.

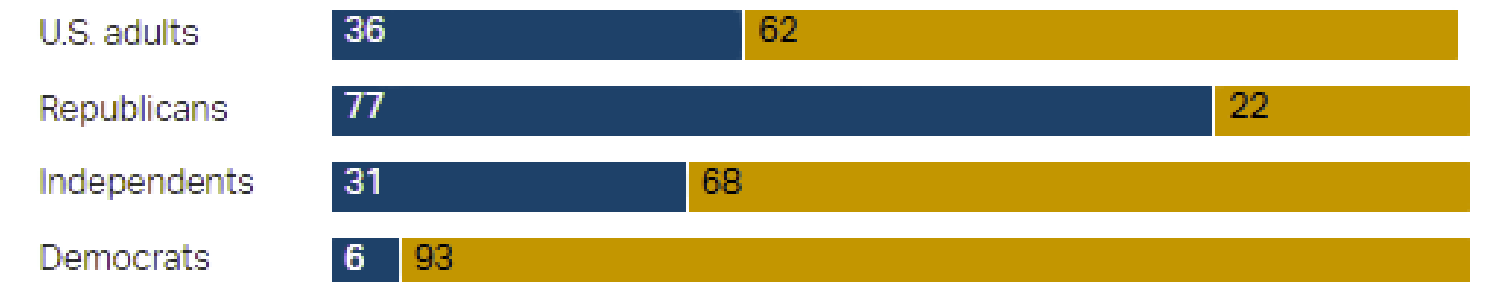
Turning now to tariffs, which are taxes on goods imported from other countries and taxes that the U.S. pays on exports it sends to other countries. [In the short term/long run], do you think new tariffs the U.S. is putting on imports from other countries ... ?

- % Will bring more money into the U.S. than it ends up paying in tariffs to other countries
- % Will end up costing the U.S. more money than it brings in from other countries

In the short term



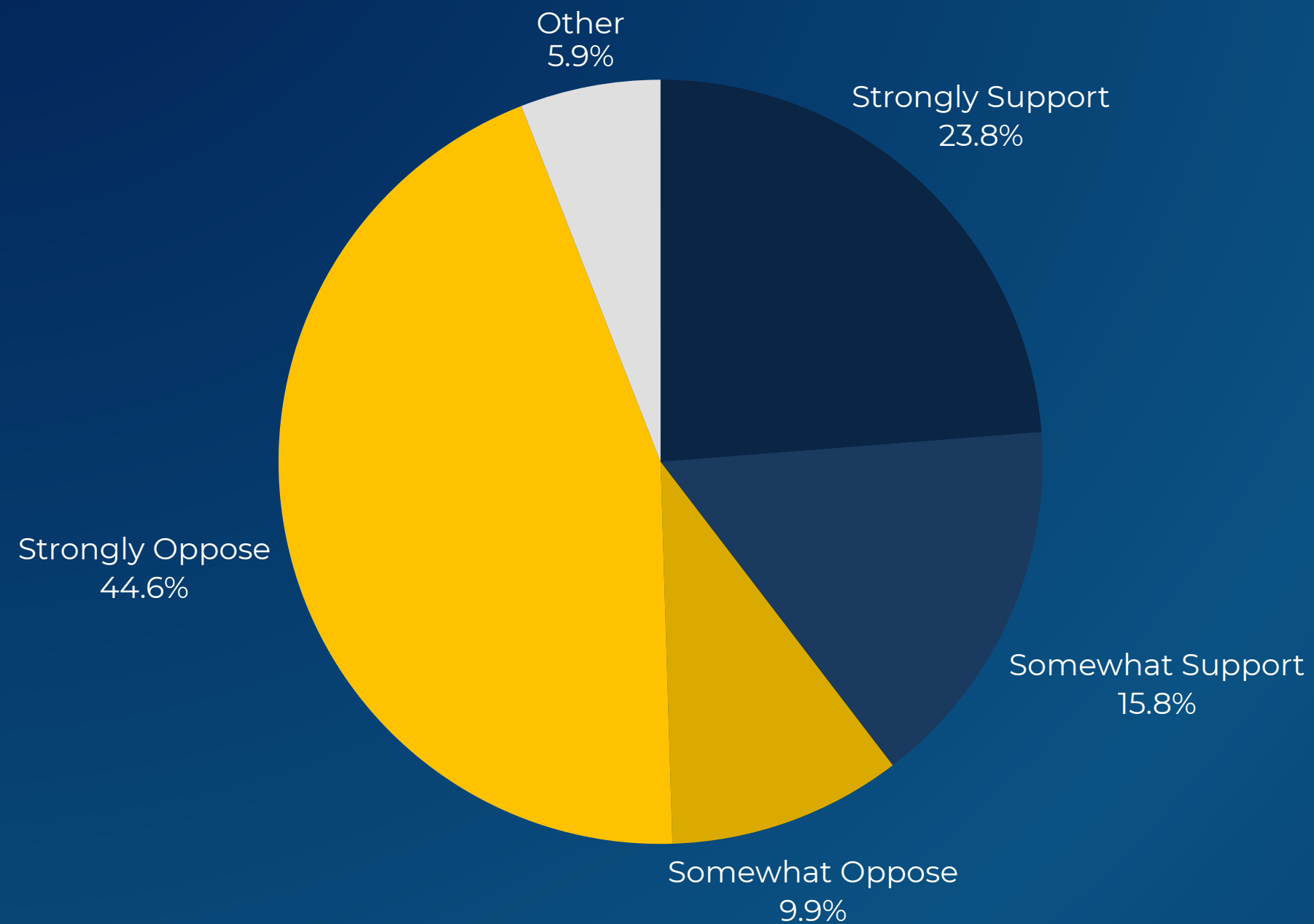
In the long run



April 2-15, 2025
Those with no opinion are not shown.

GALLUP

The New York Times



55%

Of Americans oppose
tariffs imposed by
President Trump

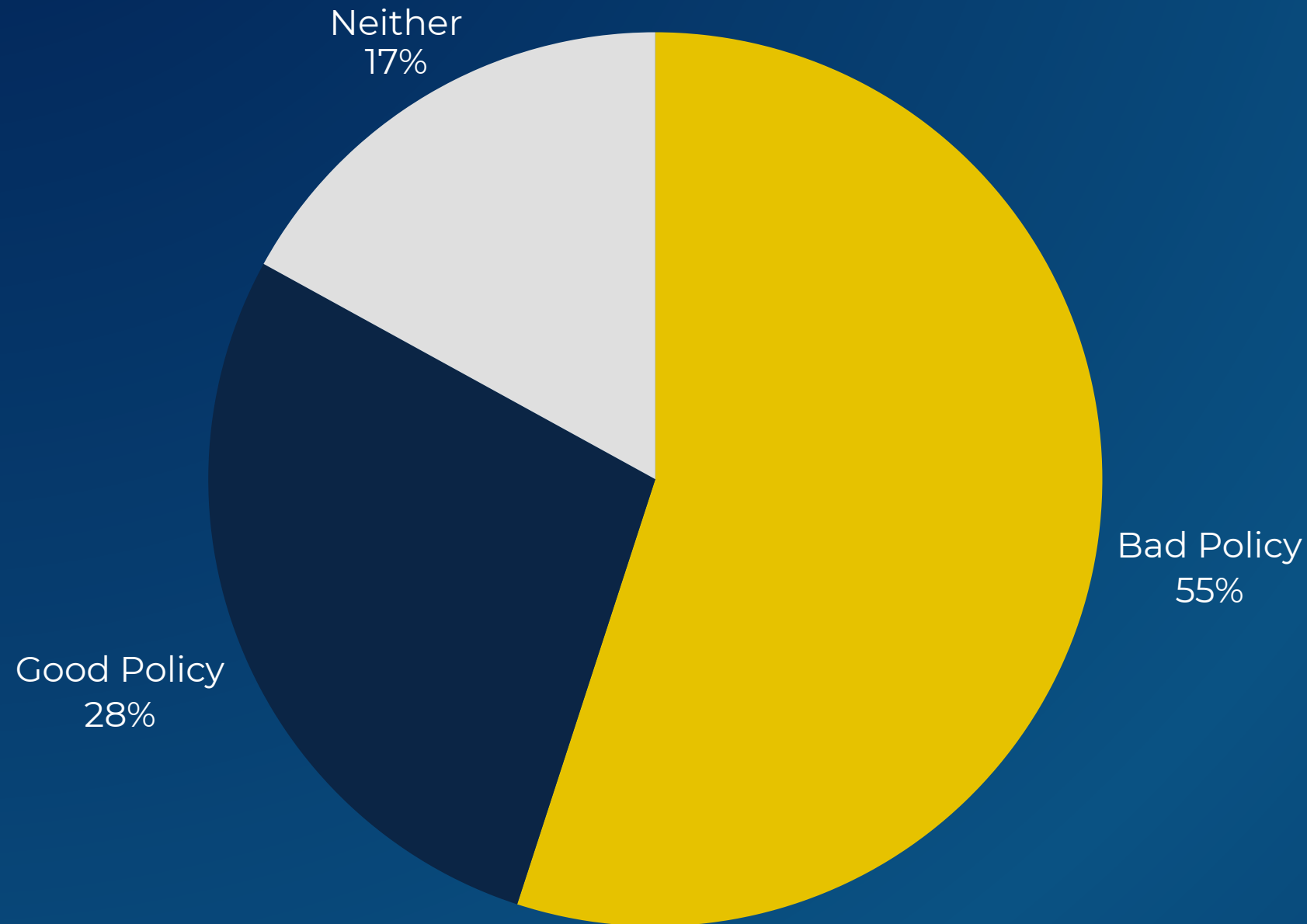
NYT/Siena, April 2025



55%

of Americans said that
the President's actions
on tariffs have been a
bad policy

CNN/SSRS, April 2025





50% of Americans

anticipated that tariffs
would have negative
consequences for small
businesses in February
2025

Elon University, February 2025

