WE PAY THE
TARIFFS

57 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 57 since New Tariffs Were Imposed

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

Voters Overwhelmingly Dislike Tariffs

Quinnipiac University

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

Ipsos

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

FT Financial Times

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

Pew Research Center

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

POLITICO

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

FOX NEWS POLL

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

Strength In Numbers x VERASIGHT

45% OF VOTERS

said Congress should **oppose** President Trump and **undo** his policies on trade and tariffs, the highest share among polled issues (e.g., immigration, health care, AI, etc.). Another 21% said Congress should act a check on Trump by blocking some trade and tariff actions.

Strength In Numbers/Verasight, October 2026

ECHELON INSIGHTS

65% OF U.S. ADULTS

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

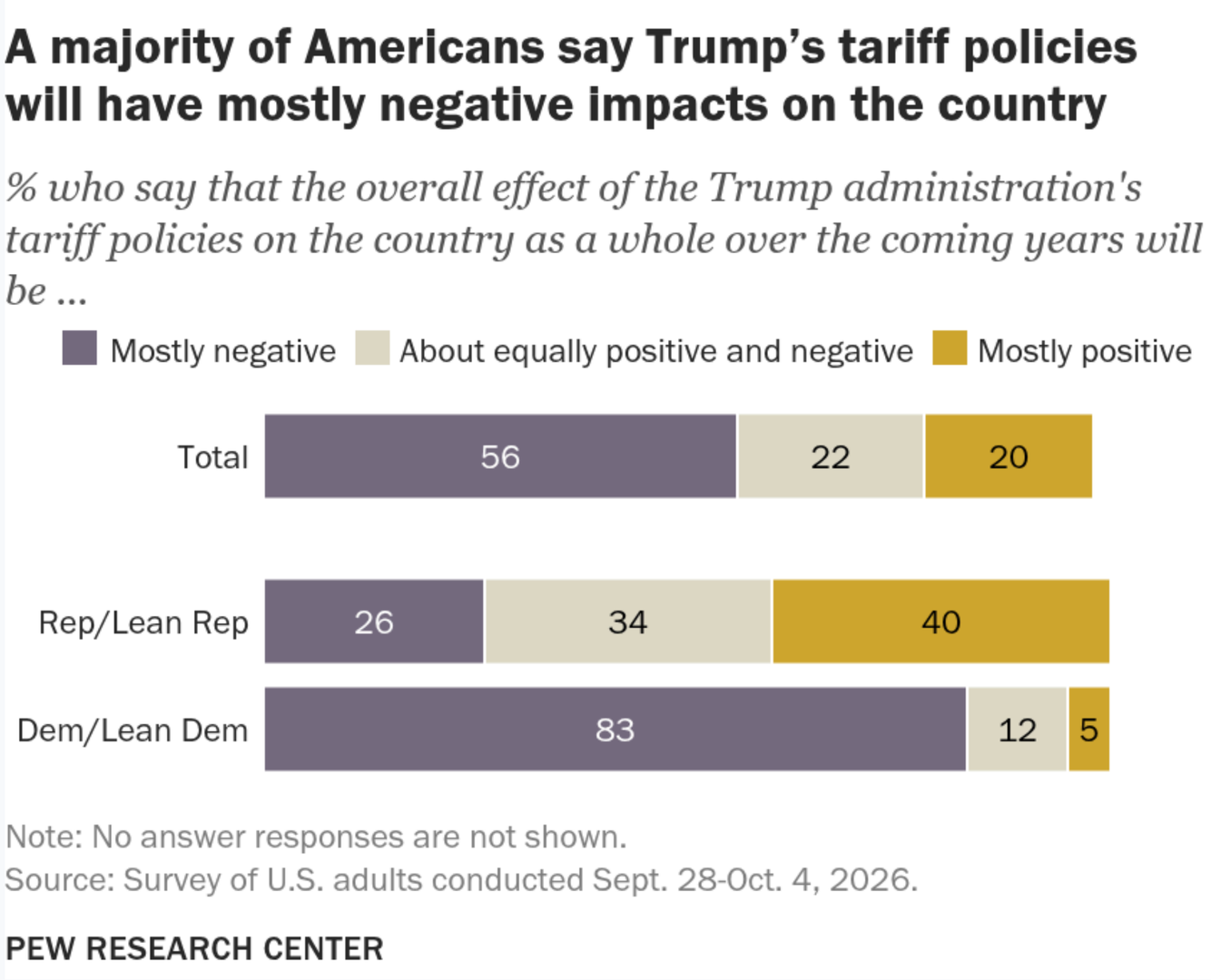
Echelon Insights, October 2026

WE PAY THE TARIFFS

Pew Research Center

ONLY 20%

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



Pew Research Center, October 2026

WE PAY THE TARIFFS

FOX NEWS POLL

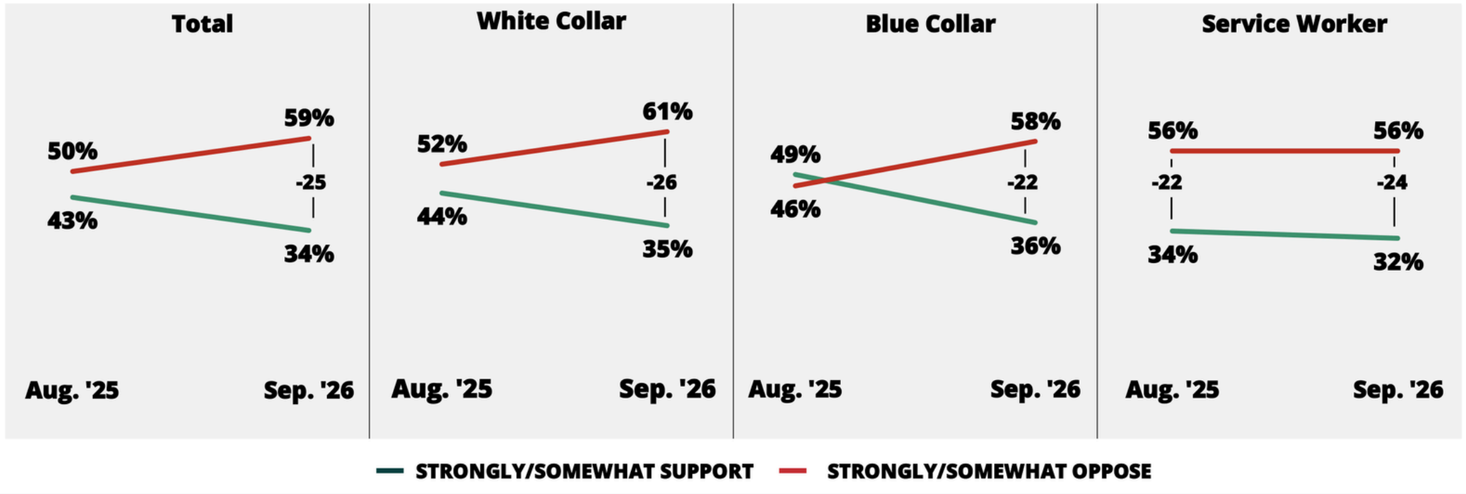
69%

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

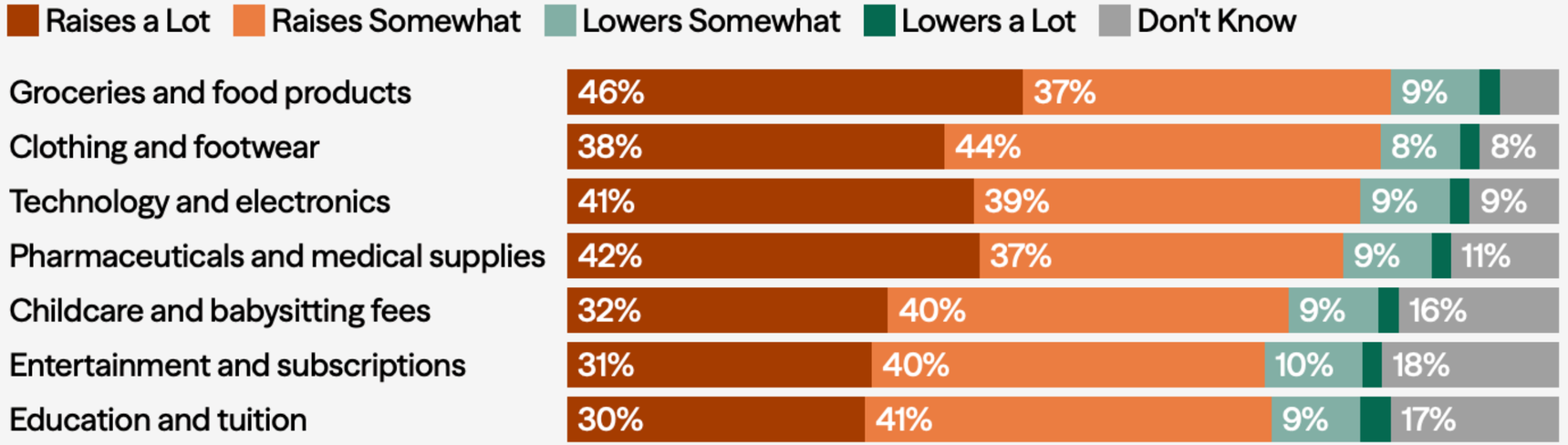
81%

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?"

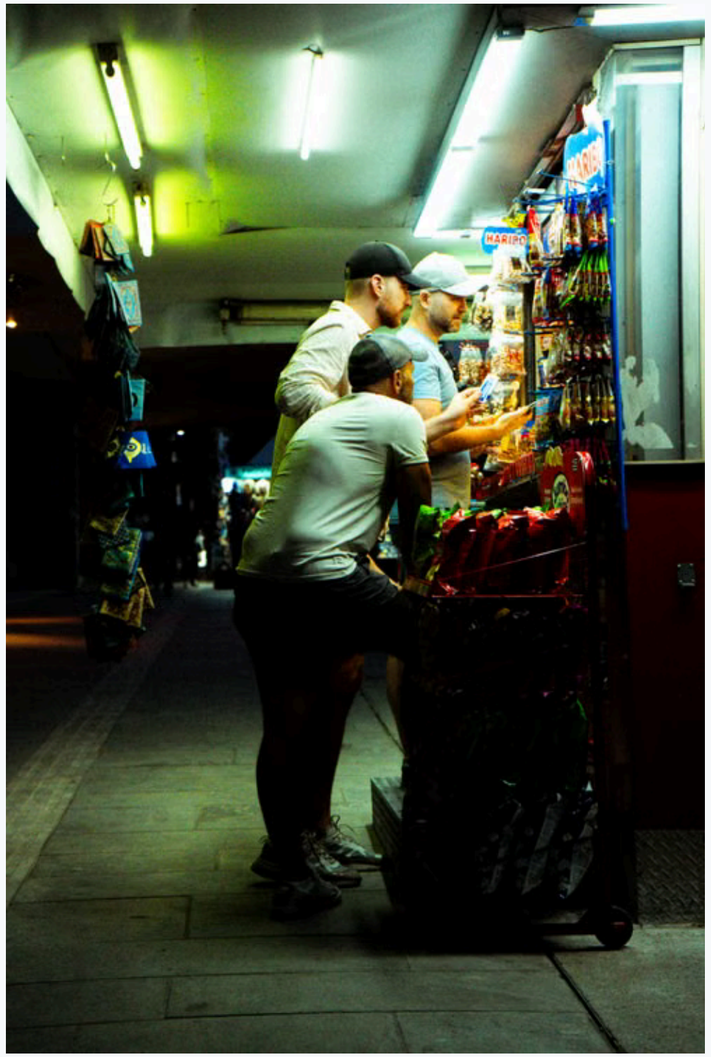




64% OF VOTERS

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

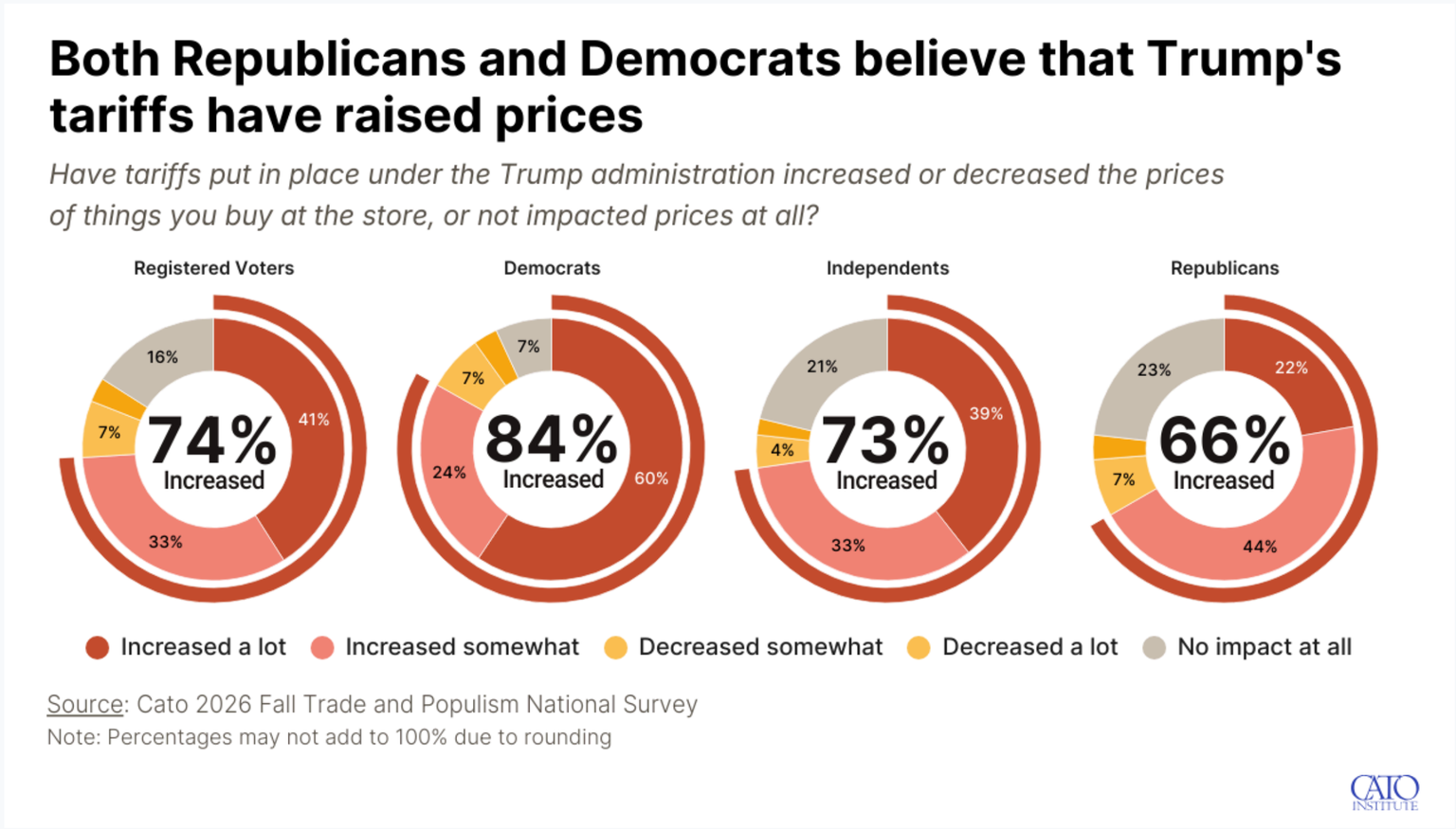
Ipsos, September 2026



71%

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

CNN/SSRS, September 2026



CATO INSTITUTE

74%

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

CATO Institute, September 2026

FOX NEWS POLL

57% → **64%**

Summer 2025 **September 2026**

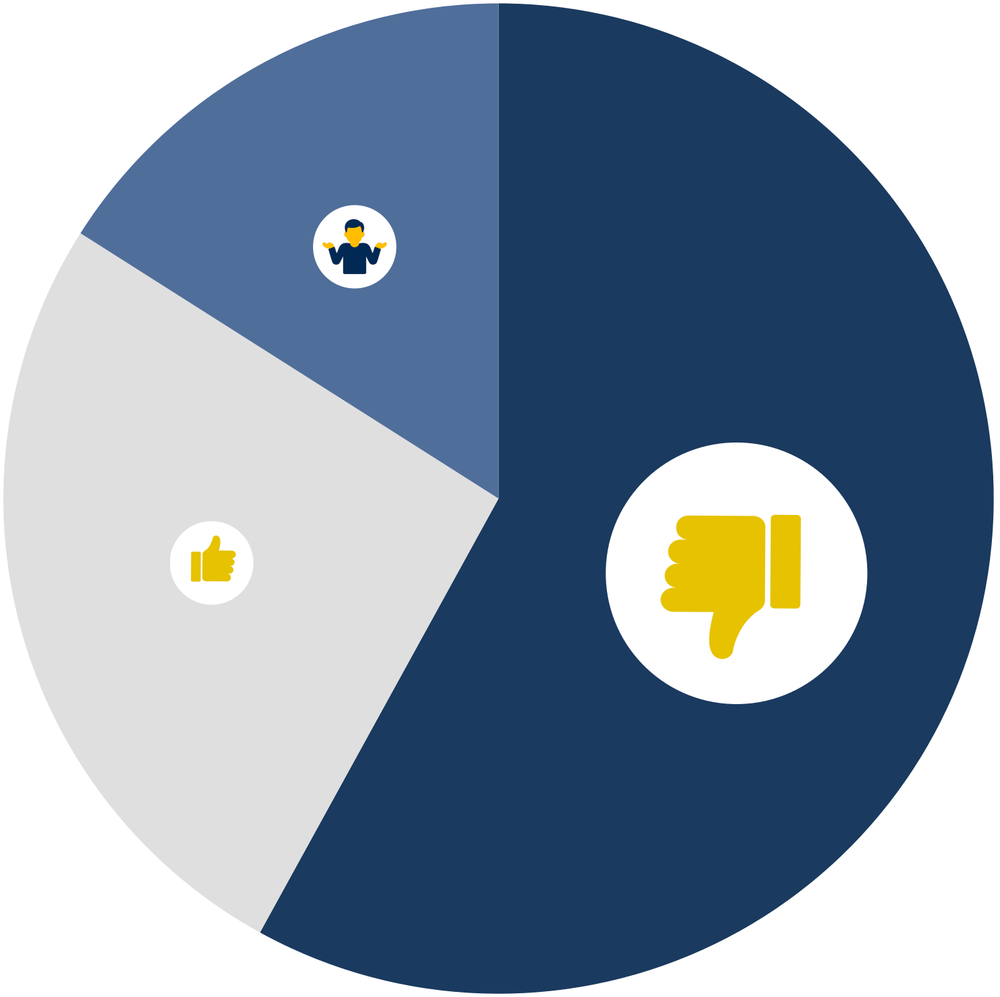
of voters say President Trump’s tariffs bur the U.S. economy

Fox News, September 2026

YouGov®

58%

of Americans **oppose** raising tariffs on Canada



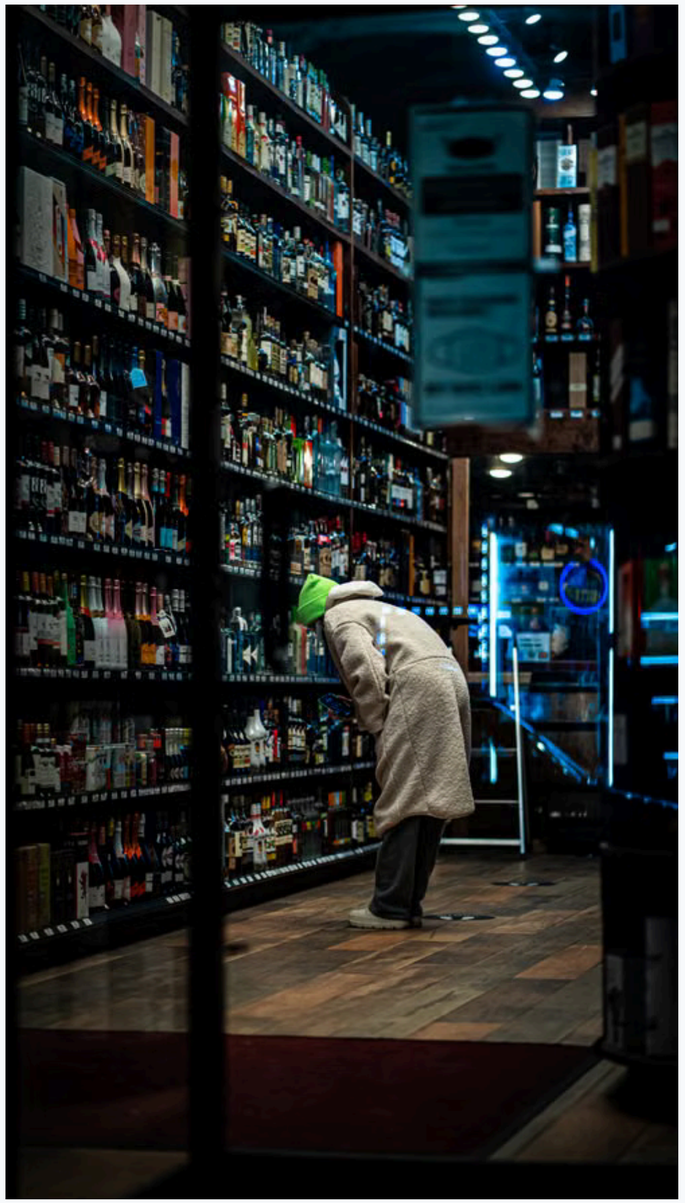
YouGov, August 2026

WE PAY THE TARIFFS

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%

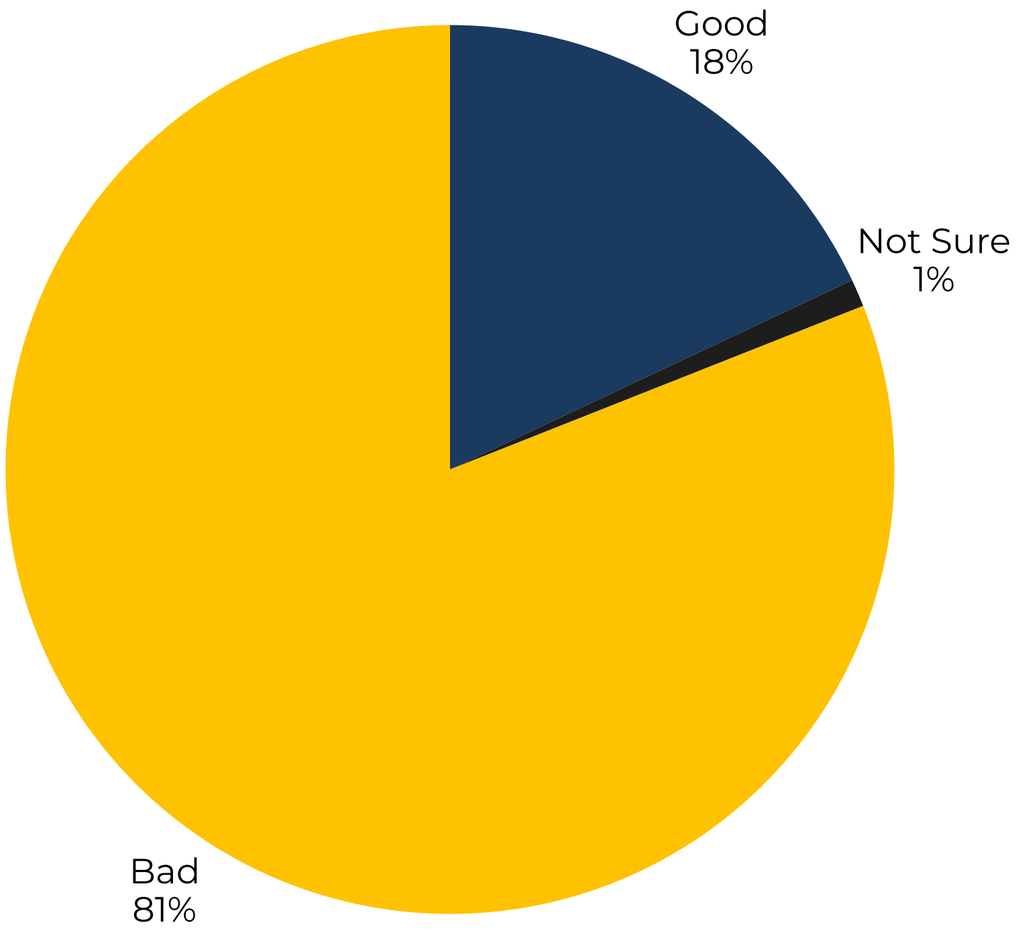
of Americans support the U.S. placing additional tariffs on Canada

Ipsos, August 2026

THE CHICAGO COUNCIL ON GLOBAL AFFAIRS

81%

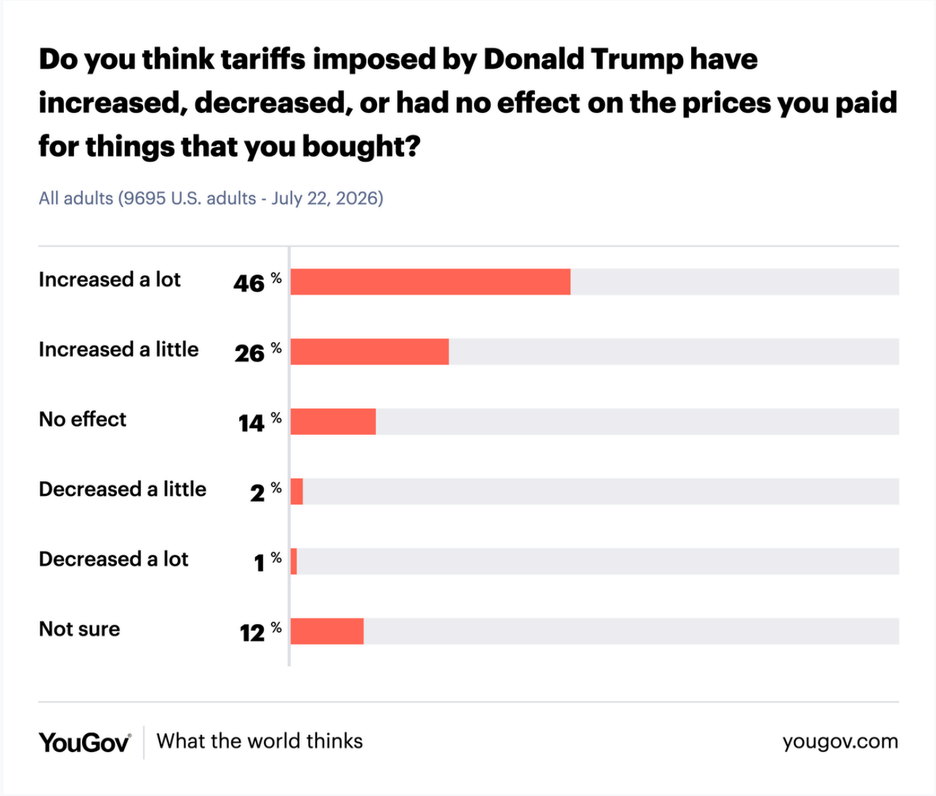
of voters say tariffs have been bad for the cost of living in the U.S.



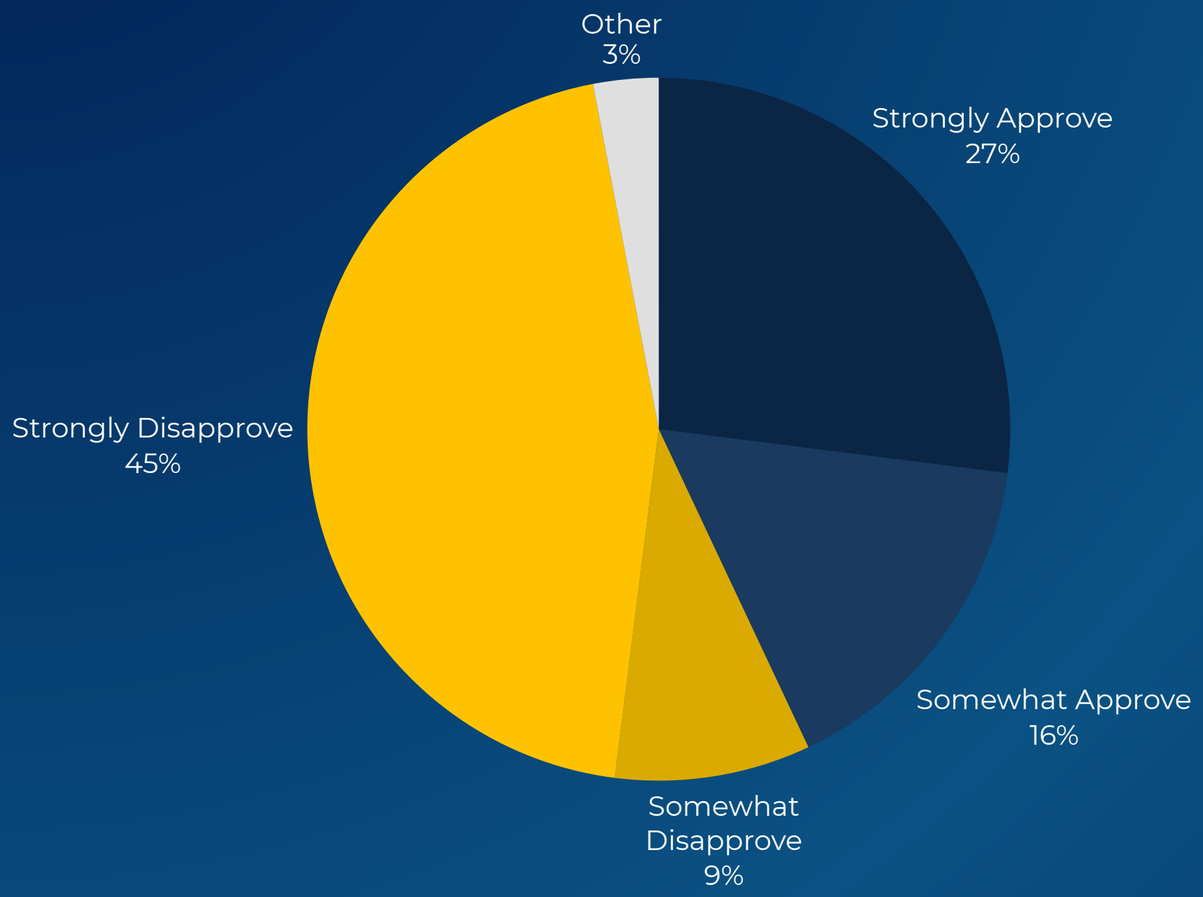
The Chicago Council on Global Affairs, July 2026

OVER 70%

believe that President Trump’s tariffs have raised prices for the things they buy



YouGov, July 2026



The New York Times

45%

of voters in battleground Senate races strongly disapprove of tariffs

NYT/Siena, July 2026

WE PAY THE TARIFFS

HARVARD CAPS HARRIS POLL

61%

of Americans disapprove of a universal 15% tariff

Harvard CAPS Harris, July 2026

MORE THAN 3X

YouGov®

as many Americans want tariffs reduced as increased

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

YouGov®

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

HARVARD CAPS HARRIS POLL

63%

of registered voters disapprove of President Trump’s handling of tariffs

Harvard CAPS Harris, May 2026

FT FINANCIAL TIMES

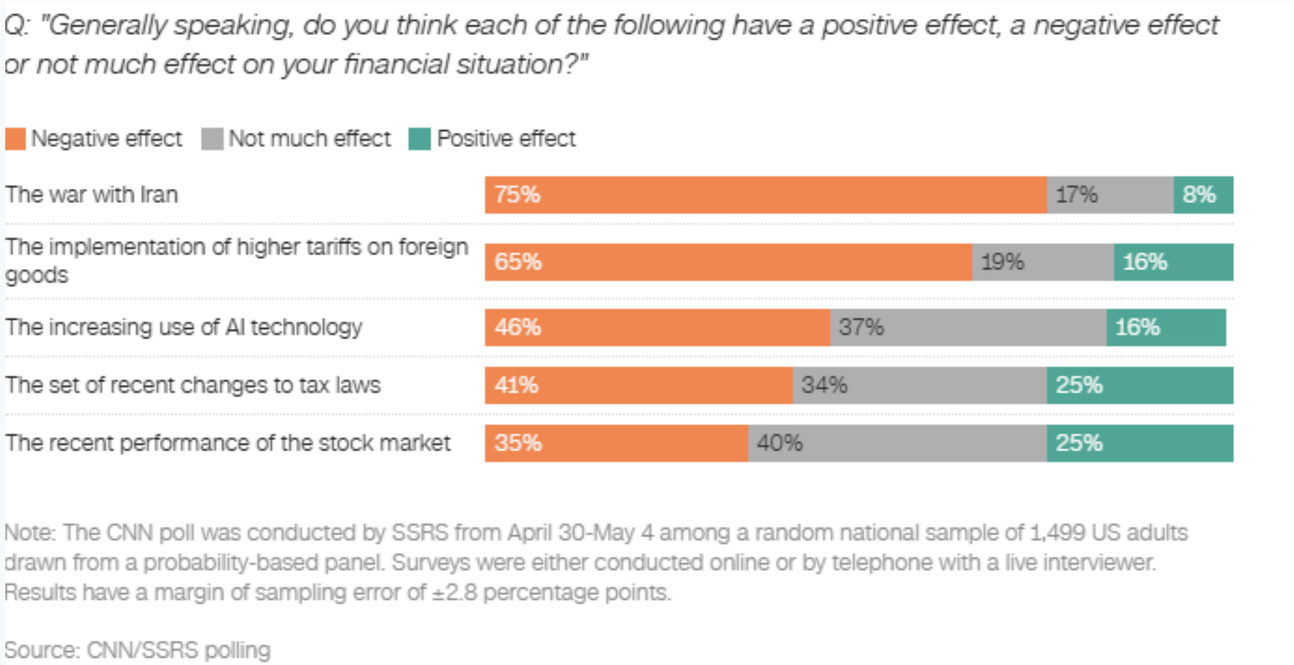
ONLY ONE IN FOUR

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

Financial Times, May 2026

65%

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



CNN/SSRS, May 2026

57%

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

Forbes/HarrisX, May 2026

Quinnipiac University

72%

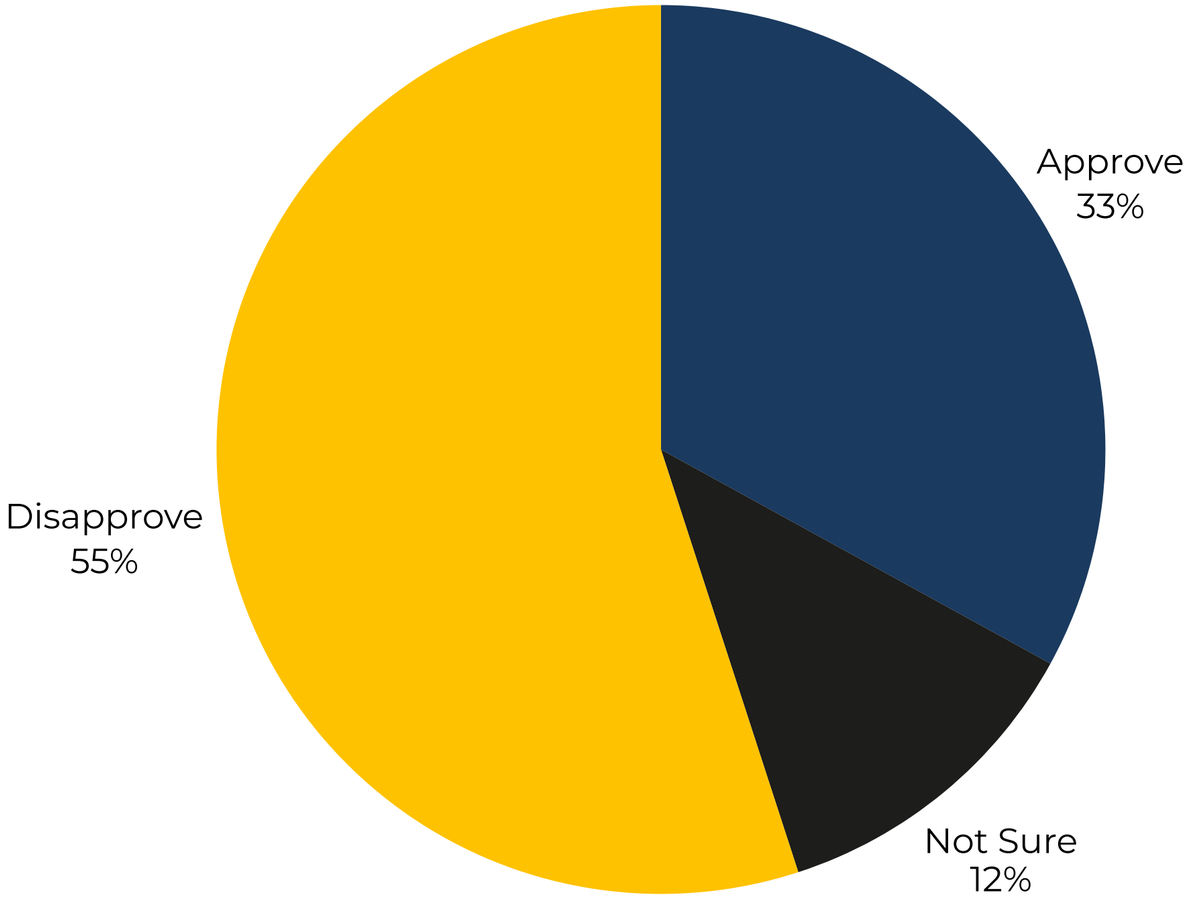
of voters think that tariffs will hurt the U.S. economy in the short term

Quinnipiac University, April 2026

YouGov®

55%

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



YouGov, March 2026

WE PAY THE TARIFFS

64%

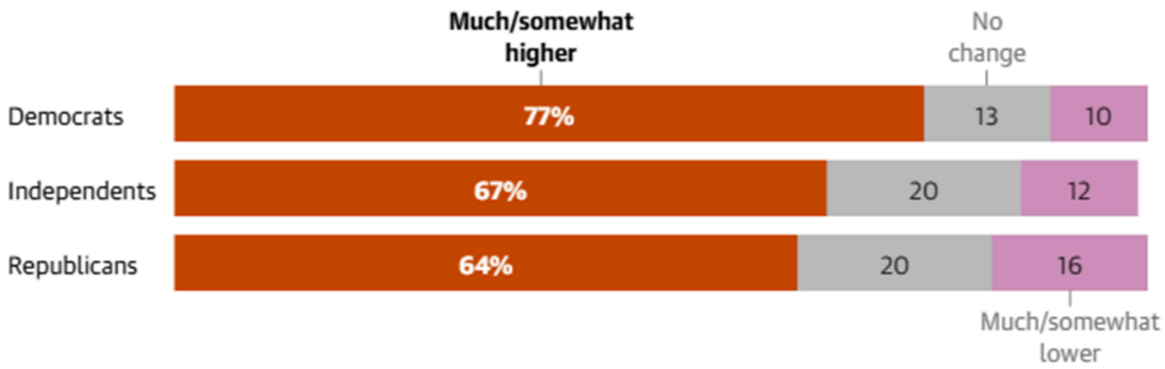
of Republicans believe that Trump’s tariffs have led to higher prices

77% of Democrats and 67% of Independent Voters Agree

The Harris Poll

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?



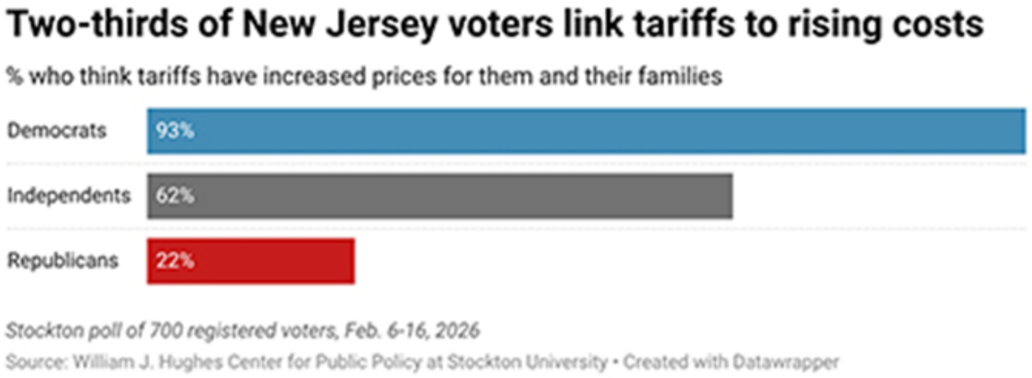
Guardian graphic. Source: The Harris Poll. Note: Survey of 2,138 US adults conducted 26 to 28 February 2026. ±2.6% margin of error. Shares may not add to 100% due to rounding.

The Harris Poll, March 2026

WE PAY THE TARIFFS

TWO THIRDS

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



Stockton University, February 2026

YouGov®

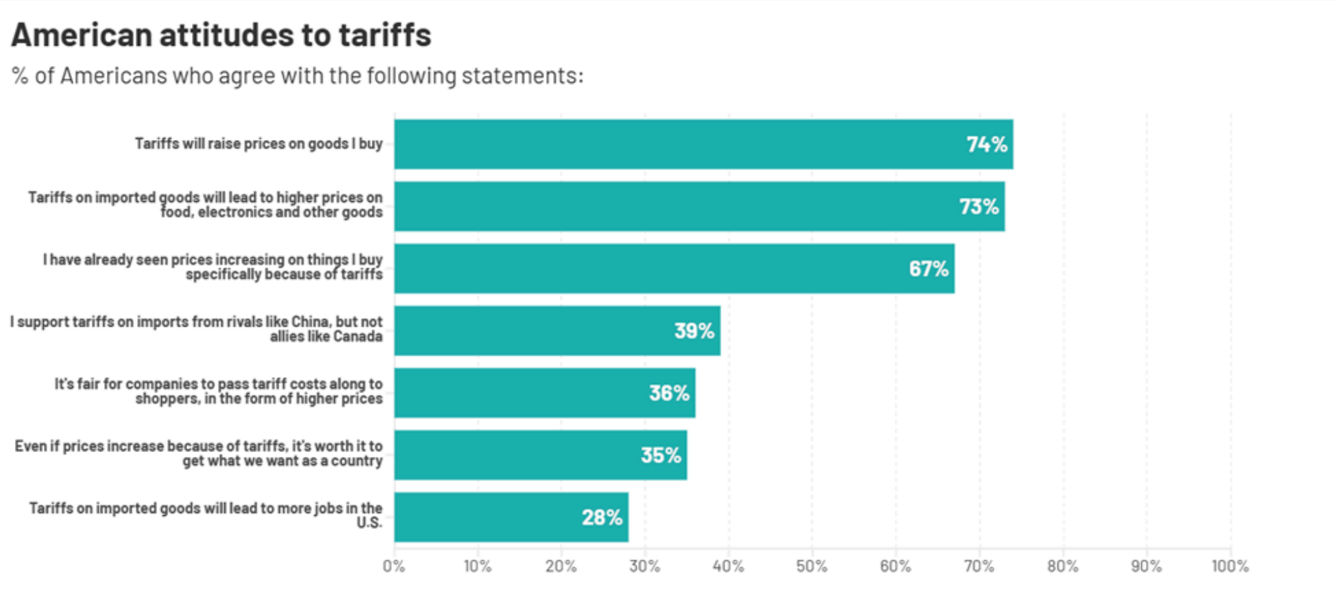
60%

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

YouGov, February 2026

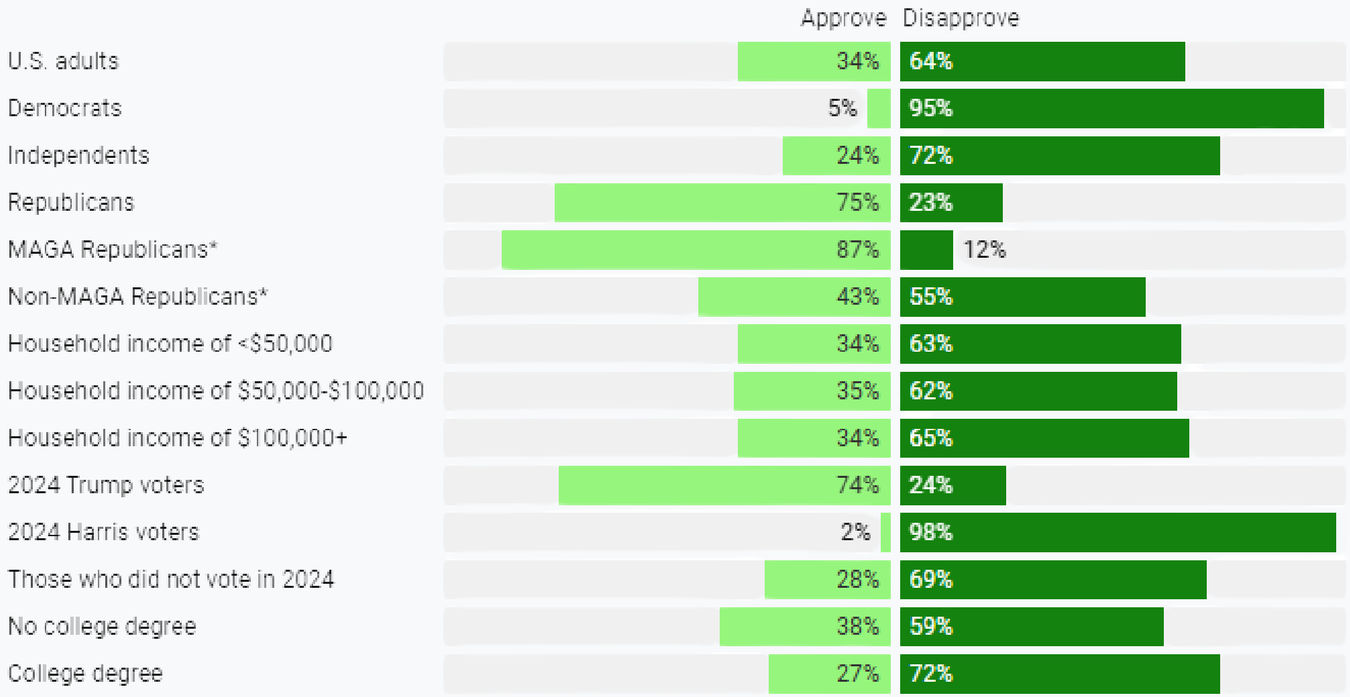
75%

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



IPSOS, February 2026

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.

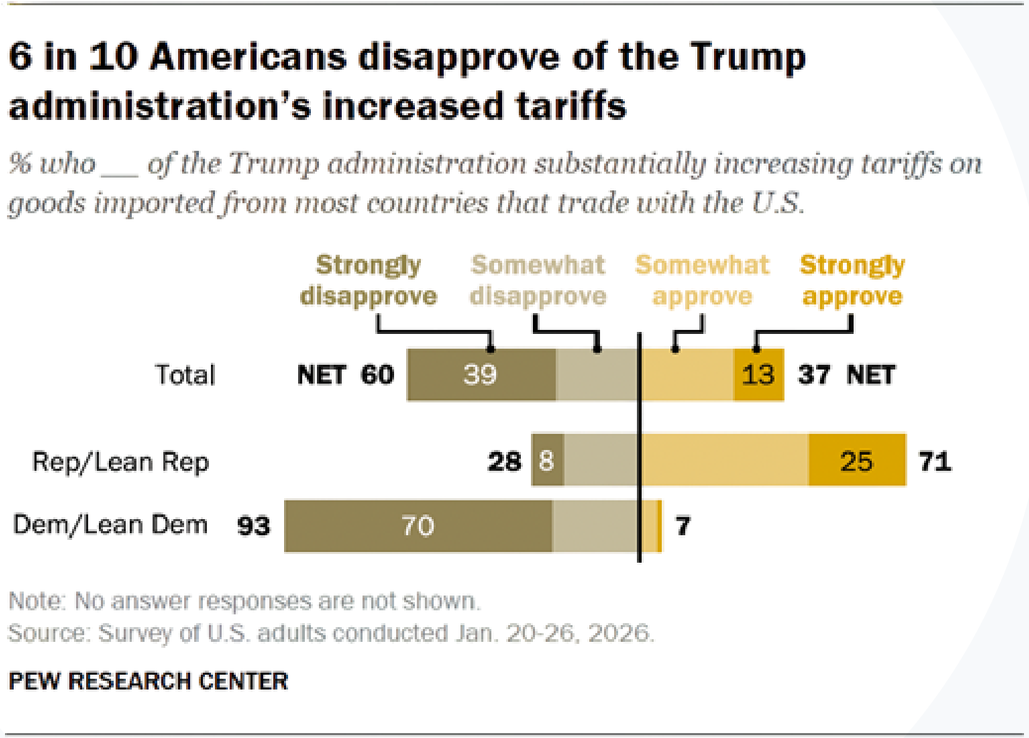
abc NEWS

64%

of Americans disapprove of how Trump is handling tariffs

ABC News/IPSOS, February 2026

WE PAY THE TARIFFS



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

WE PAY THE TARIFFS

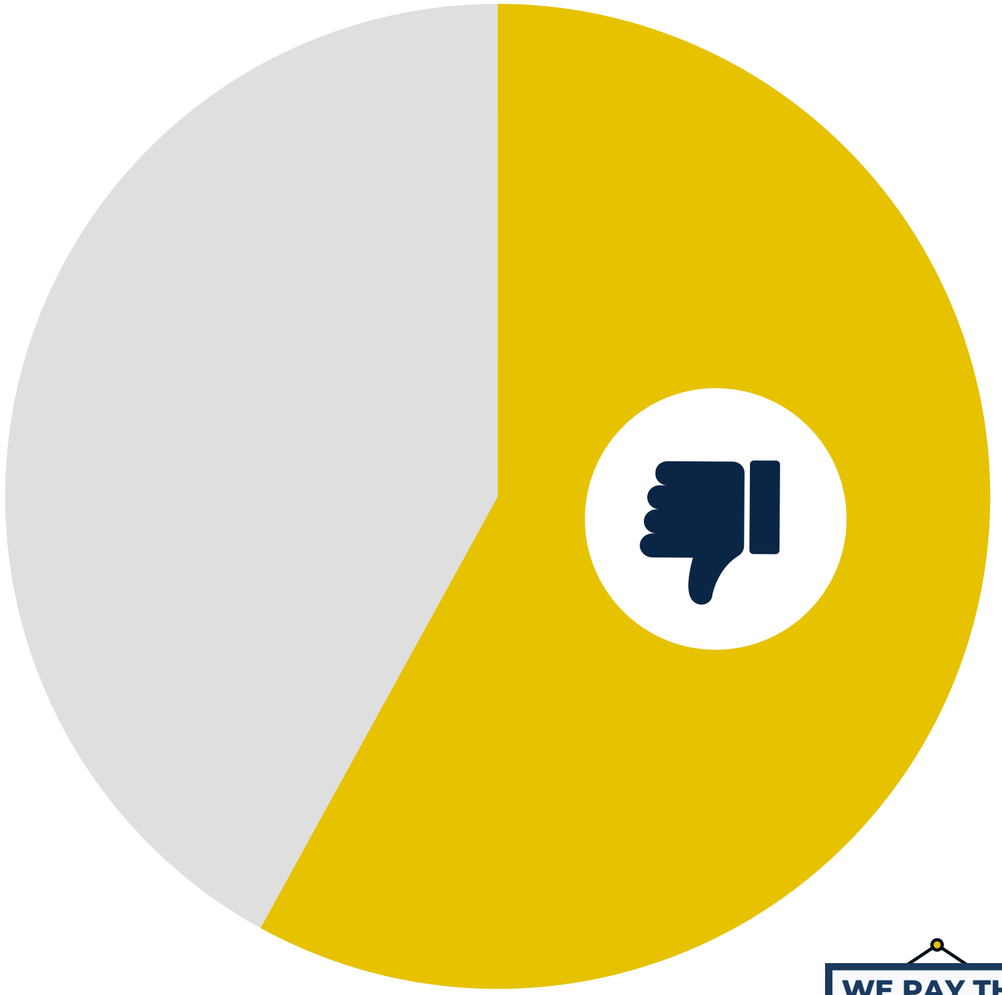
58%

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 proces should be the Trump administration's top priority

NPR/PBS/Marist, February 2026



The Economist

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**



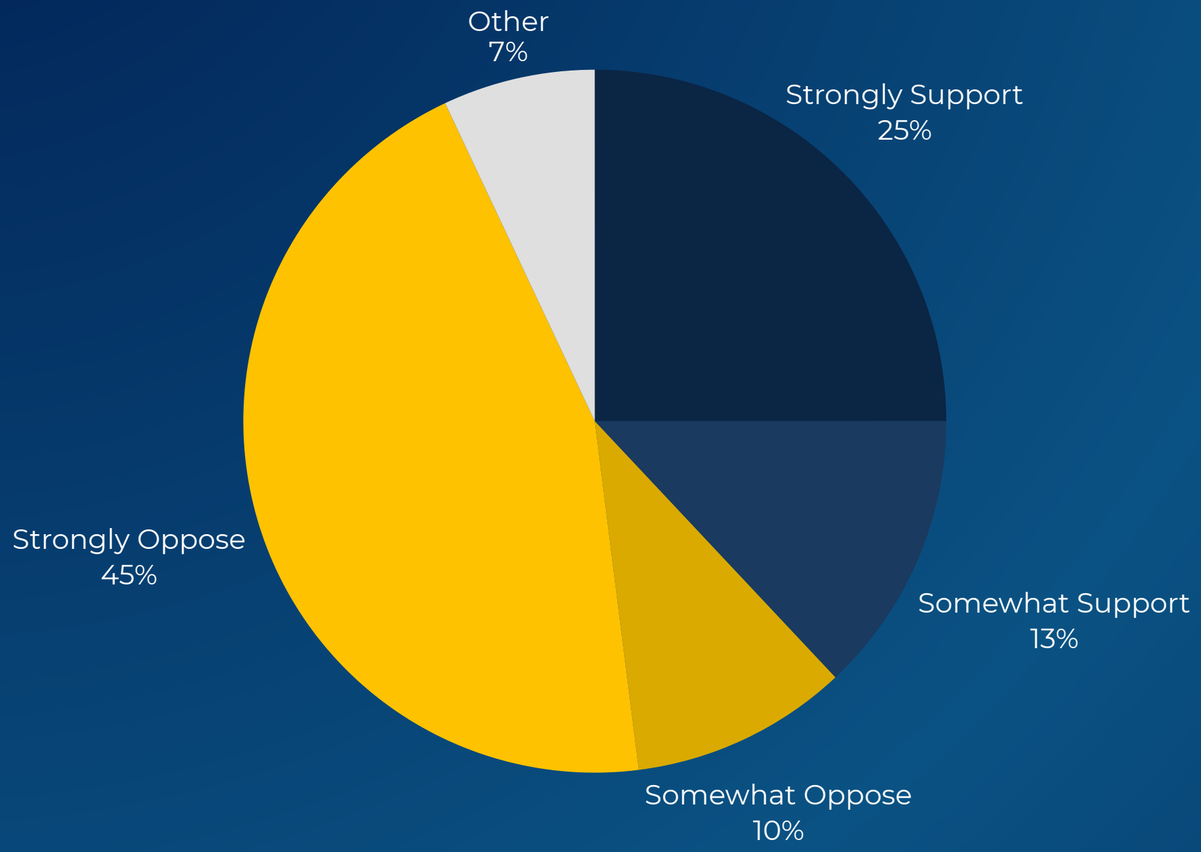
The Economist/YouGov Poll, February 2026

FOX NEWS POLL

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

WE PAY THE TARIFFS



58%

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

AP News / NORC, January 2026

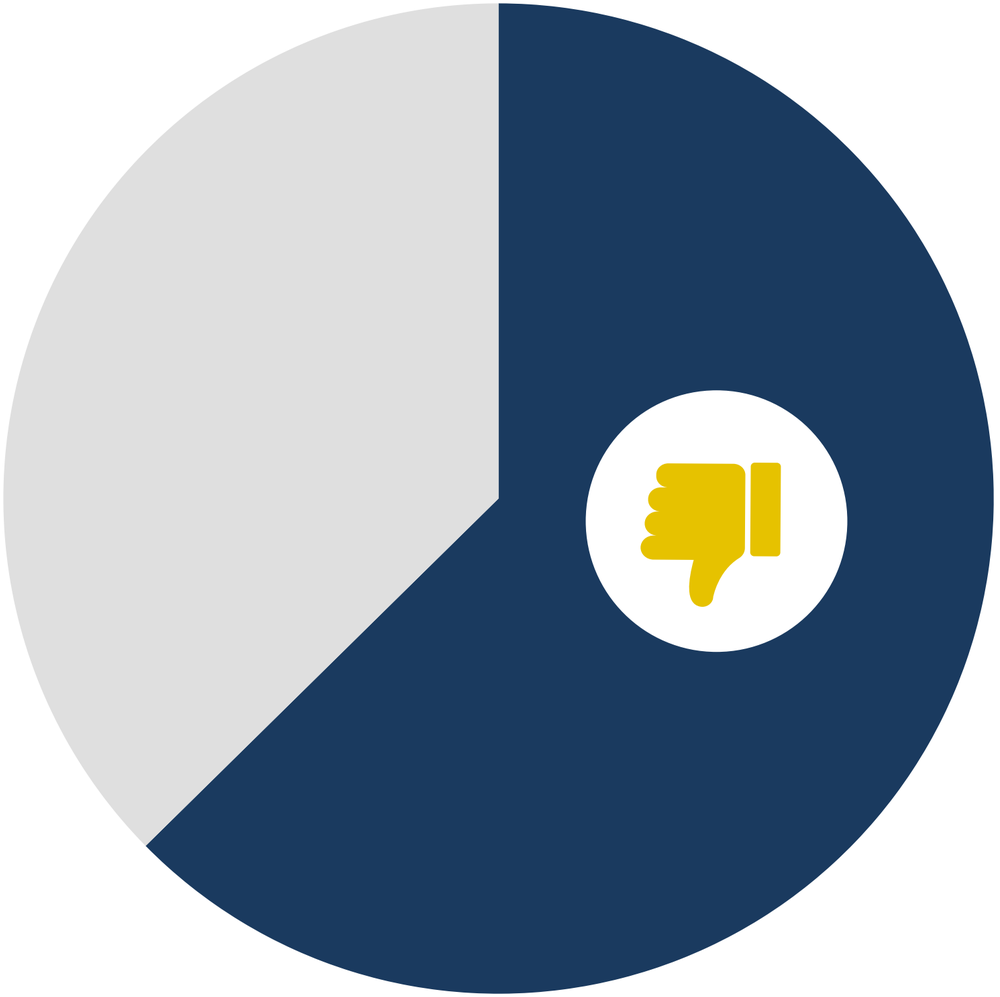
62%

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

CNN/SSRS, January 2026

62%

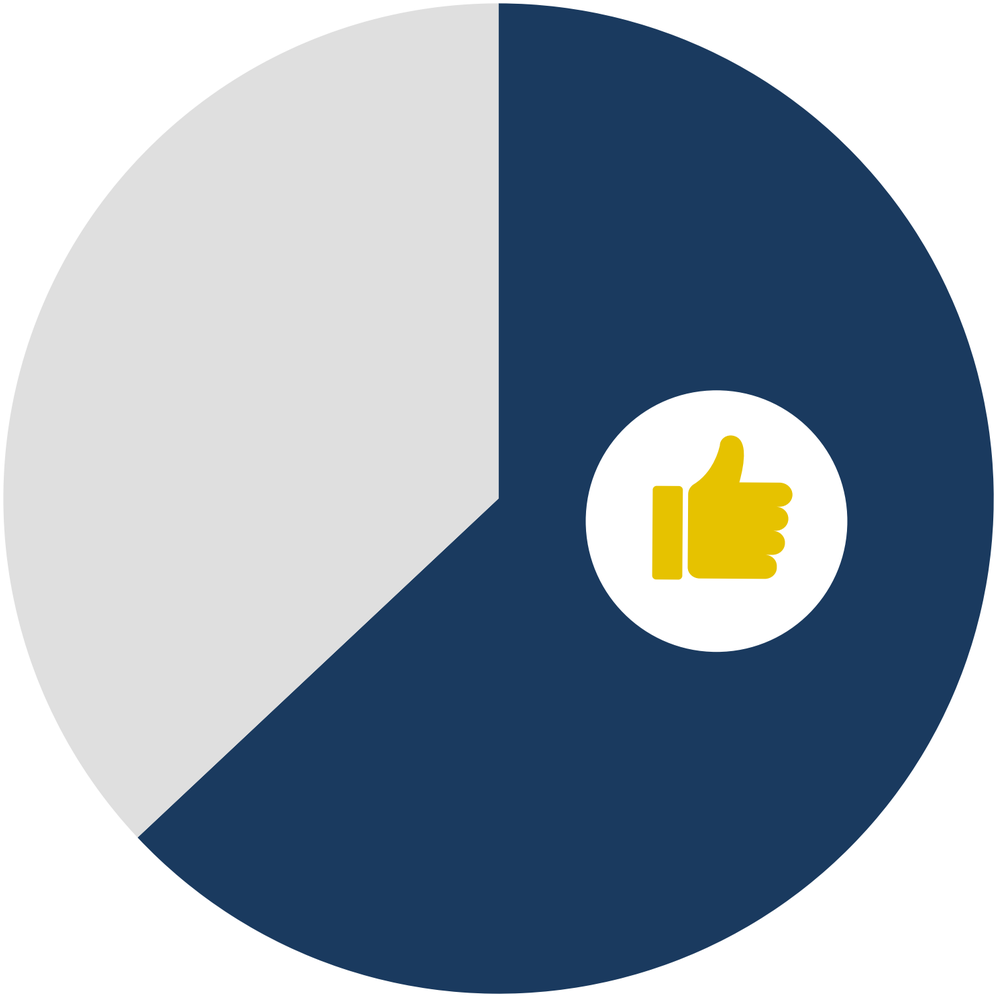
of adults **disapprove** of the way President Trump is handling tariffs



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

WE PAY THE TARIFFS

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

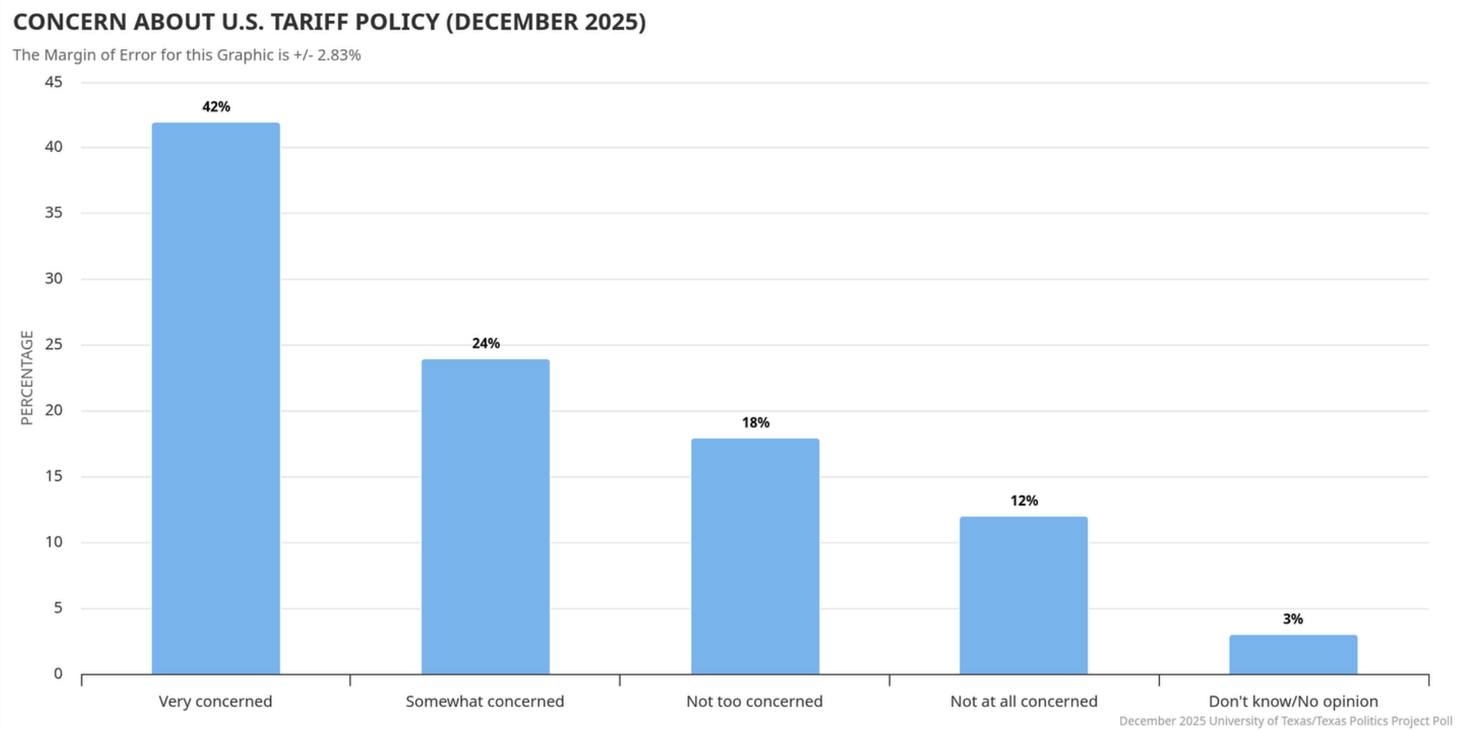
said **tariffs are hurting the economy** now but will benefit the U.S. over time.”

POLITICO, December 2025

THE TEXAS POLITICS PROJECT

68% of Texas voters

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



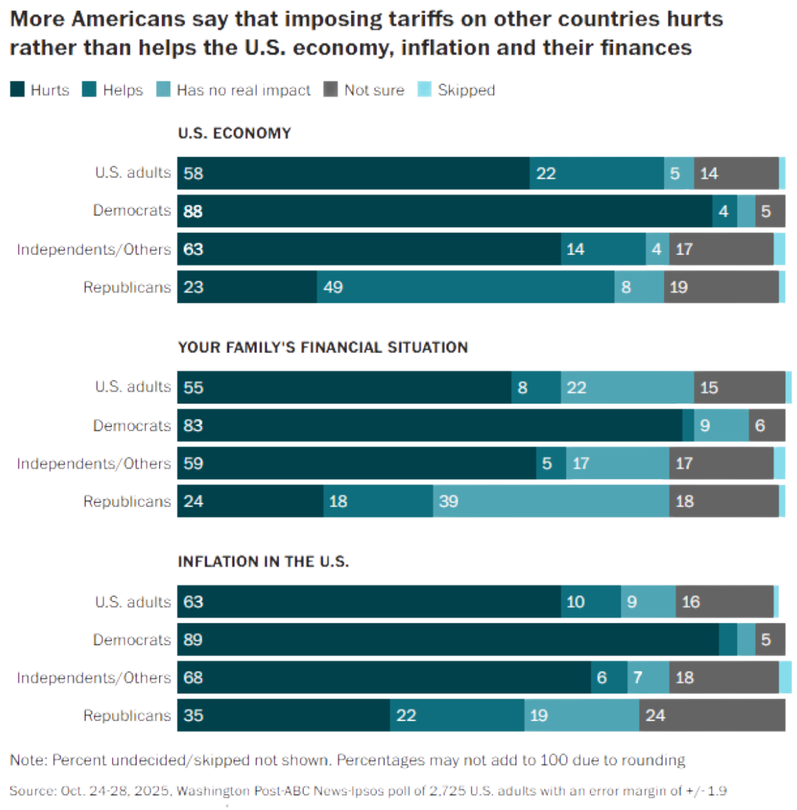
Texas Politics Project, December 2025

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The Washington Post

6 IN 10 AMERICANS

said that **tariffs contribute to inflation** and harm the U.S. economy



The Washington Post, November 2025

WE PAY THE TARIFFS

NBC NEWS

TWO THIRDS



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

NBC News, November 2025

SMALL BUSINESS MAJORITY

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

BGSU

60%

of Ohio Voters oppose Trump’s tariff policies

Bowling Green State University, October 2025

NRF® NATIONAL RETAIL FEDERATION®

56% OF VOTERS

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

Morning Consult/NRF, May 2025

NOBLE
PREDICTIVE INSIGHTS

51% OF ARIZONA VOTERS

said that tariffs hurt the economy

Noble Predictive Insights, May 2025

MEREDITH POLL

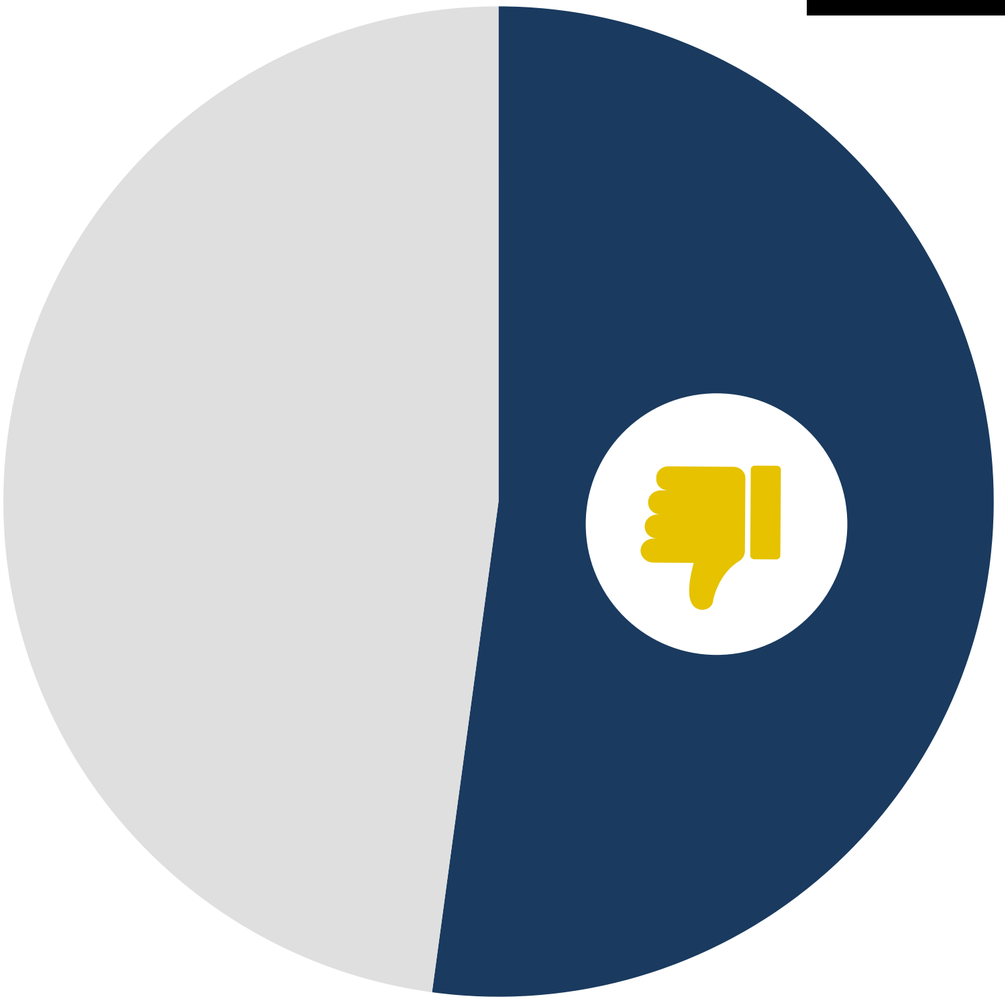
53% OF NORTH CAROLINA VOTERS

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%)**

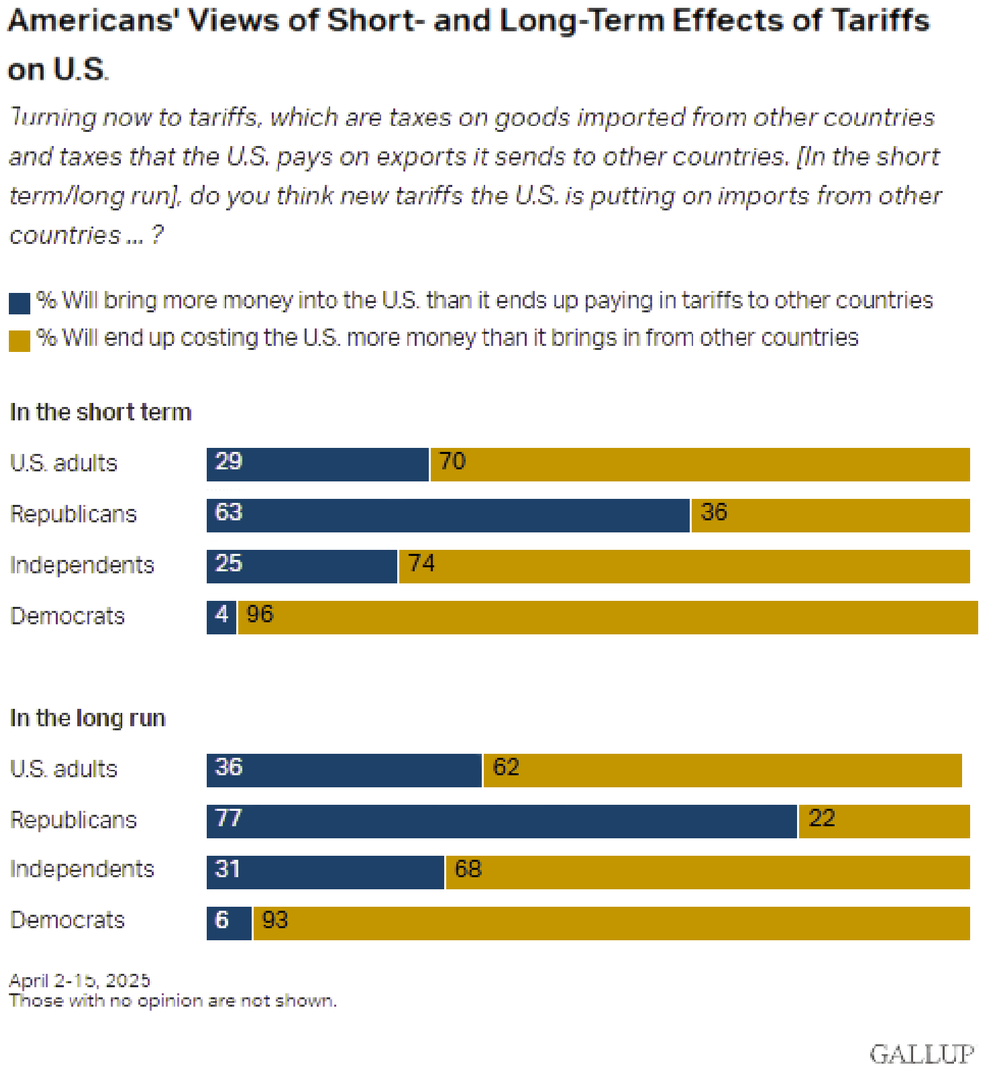
IPSOS, April 2025

GALLUP®

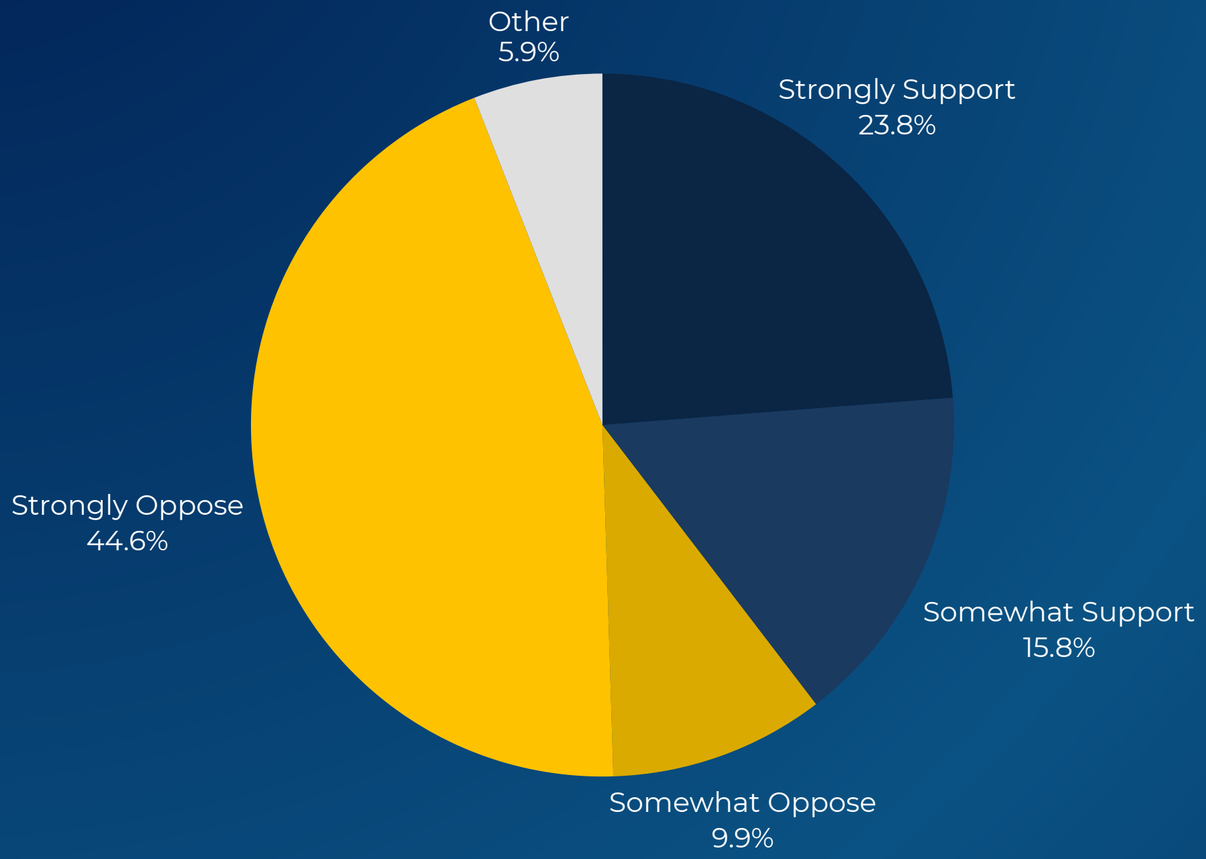
89% of Adults

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



WE PAY THE TARIFFS



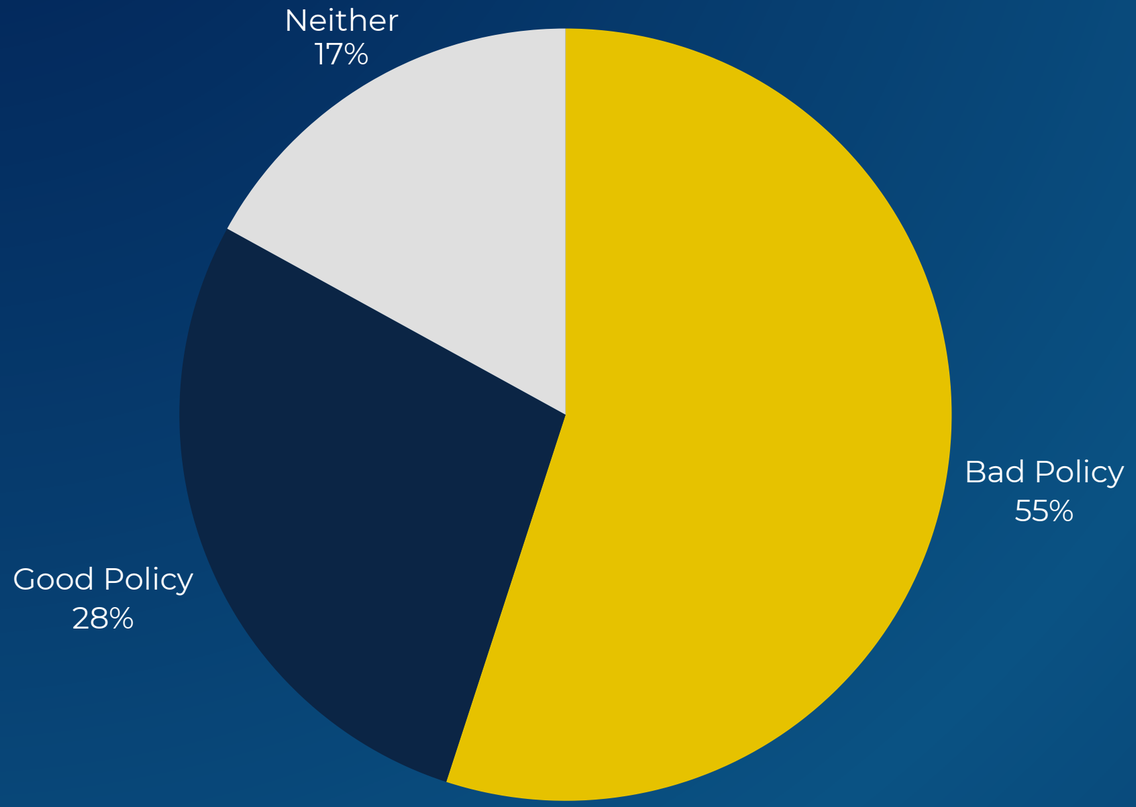
The New York Times

55%

Of Americans oppose tariffs imposed by President Trump

NYT/Siena, April 2025

WE PAY THE TARIFFS



CNN

55%

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

CNN/SSRS, April 2025

WE PAY THE TARIFFS

ELON UNIVERSITY

50% of Americans

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



Elon University, February 2025