

HarrisX Trump Tracker: Voter Perceptions on Tariffs

April 8, 2025

For more information visit:
Harrisx.com/TrumpTracker



Tariffs Poll

Survey Methodology



This survey was conducted online within the United States from April 4-7 among 1,883 registered voters – including 173 business decision makers (BDMs) – via the HarrisX Overnight Poll. Respondents for the HarrisX Overnight Poll are recruited through opt-in, web-panel recruitment sampling. Recruitment occurs through a broad variety of professional, validated respondent panels to expand the sampling frame as wide as possible and minimize the impact of any given panel on recruiting methods.

The results reflect a nationally representative sample of U.S. adults. Results were weighted for age, gender, region, race/ethnicity, and income where necessary to align them with their actual proportions in the population. The margin of error for the total sample is +/- 2.3 percentage points.

Note: Some percentages on the following slides may not add up to exactly 100% due to rounding

Sample size:



1,883
Registered voters



173
Business Decision Makers



723
Stock Owners



717
Democrats



756
Republicans



410
Independents/Others

Sampling MoE:



2.3%



7.5%



3.6%



3.7%

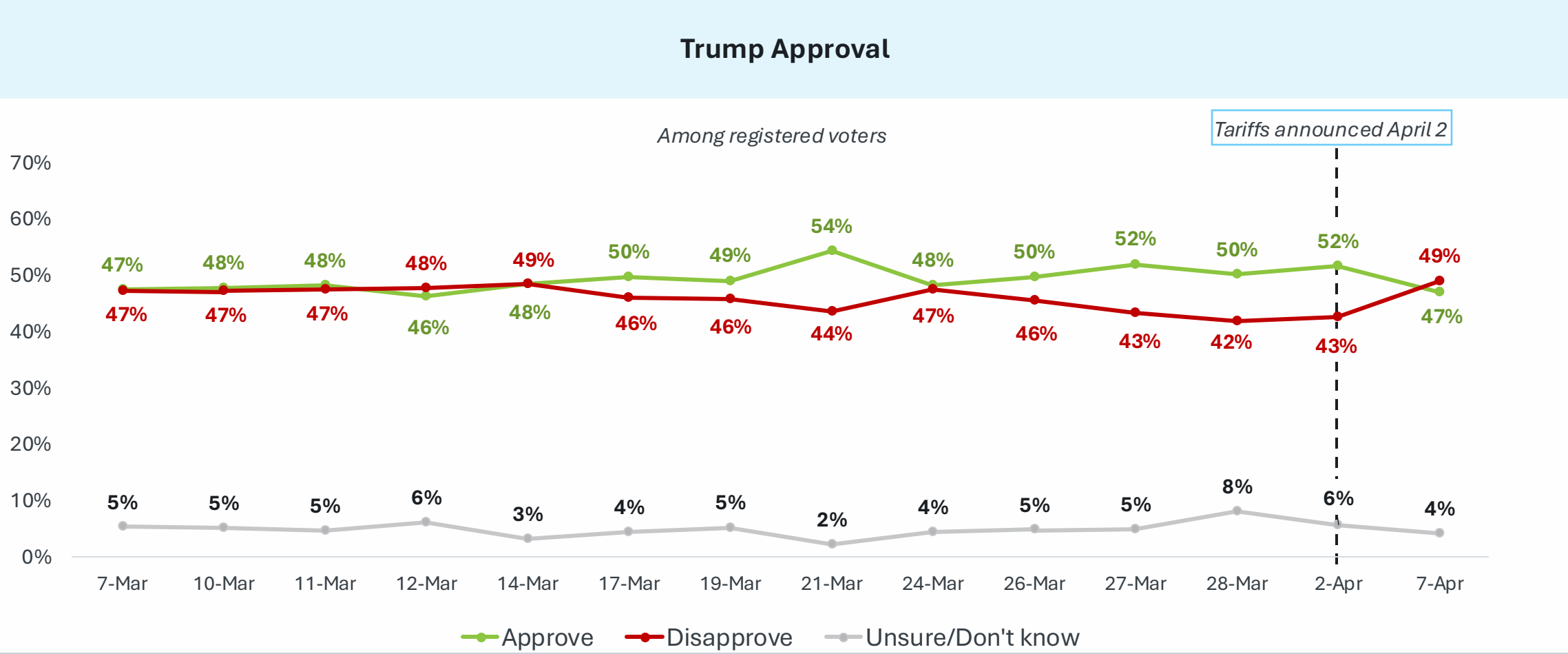


3.6%



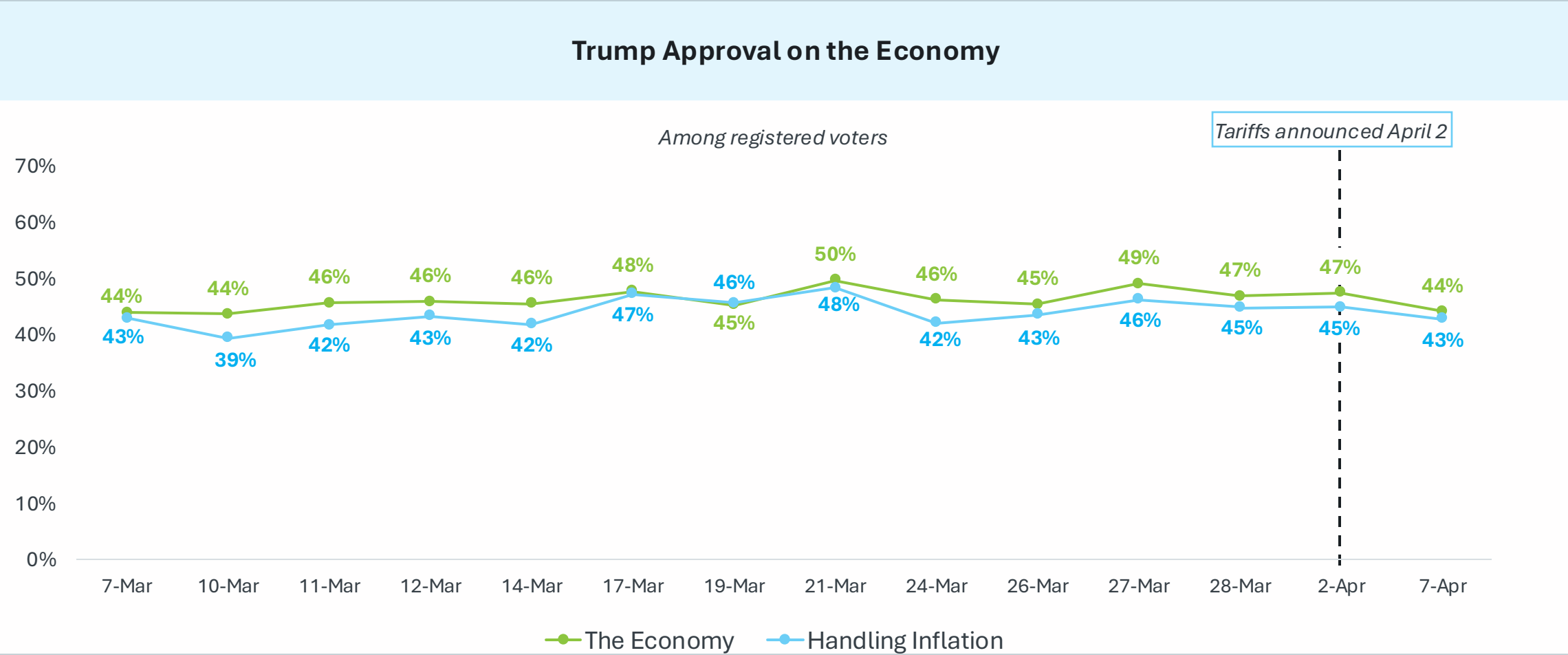
4.8%

Trump's approval has dropped 5 points since the tariffs were announced on April 2 and is now net negative.



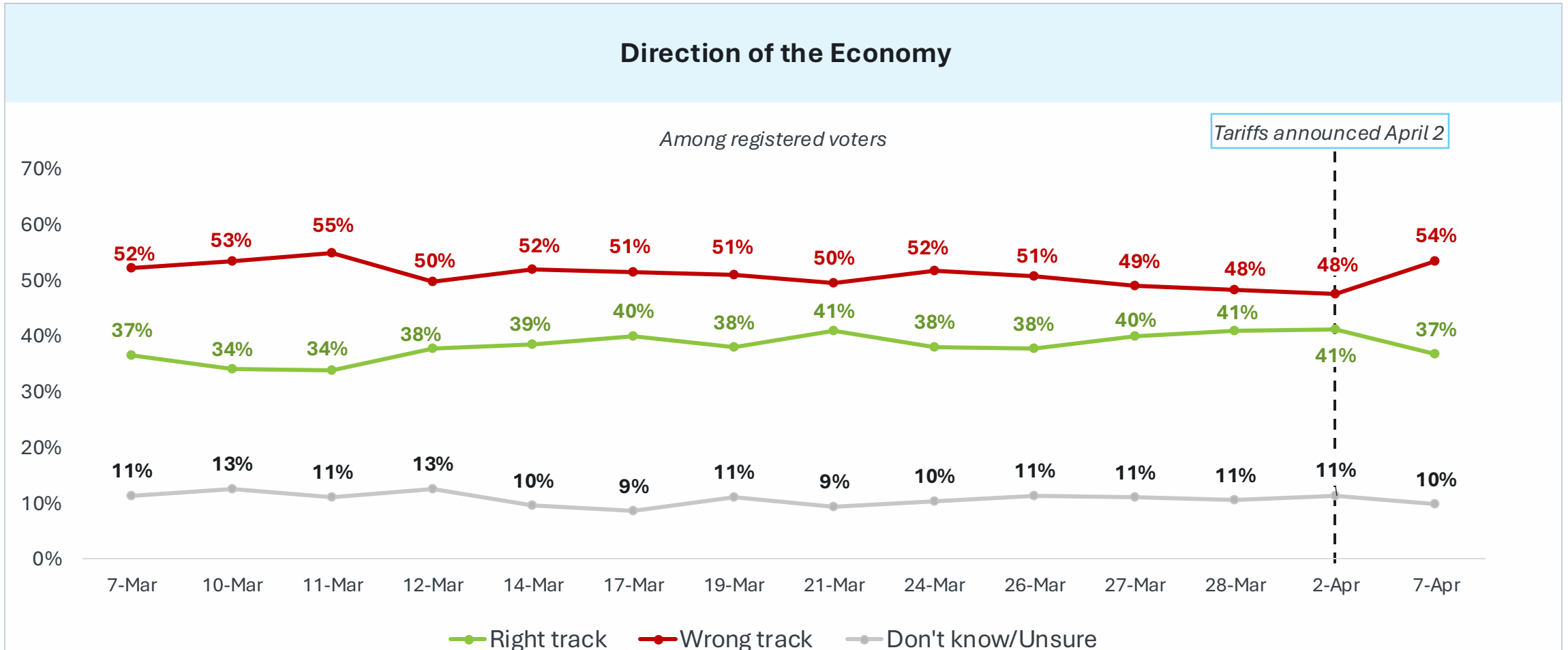
BASE: Registered voters
TQ1: Do you approve or disapprove of the job Donald Trump is doing as president of the United States?

Approval of Trump's handling of the economy and inflation has also gone down since a peak of 50 percent.



BASF: Registered voters
M4NEW: Do you disapprove or approve of the job Donald Trump is doing on ...?

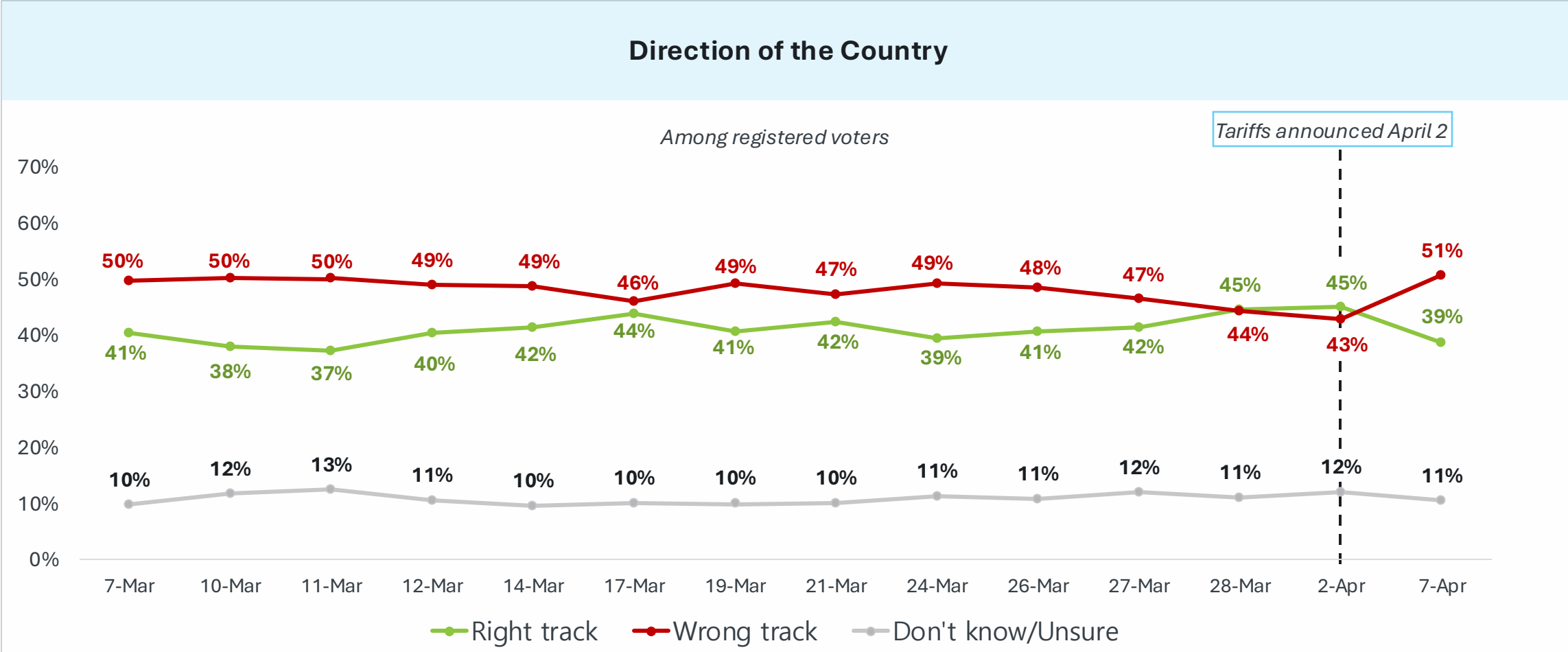
Most voters now think the economy is on the wrong track.



BASE: Registered voters

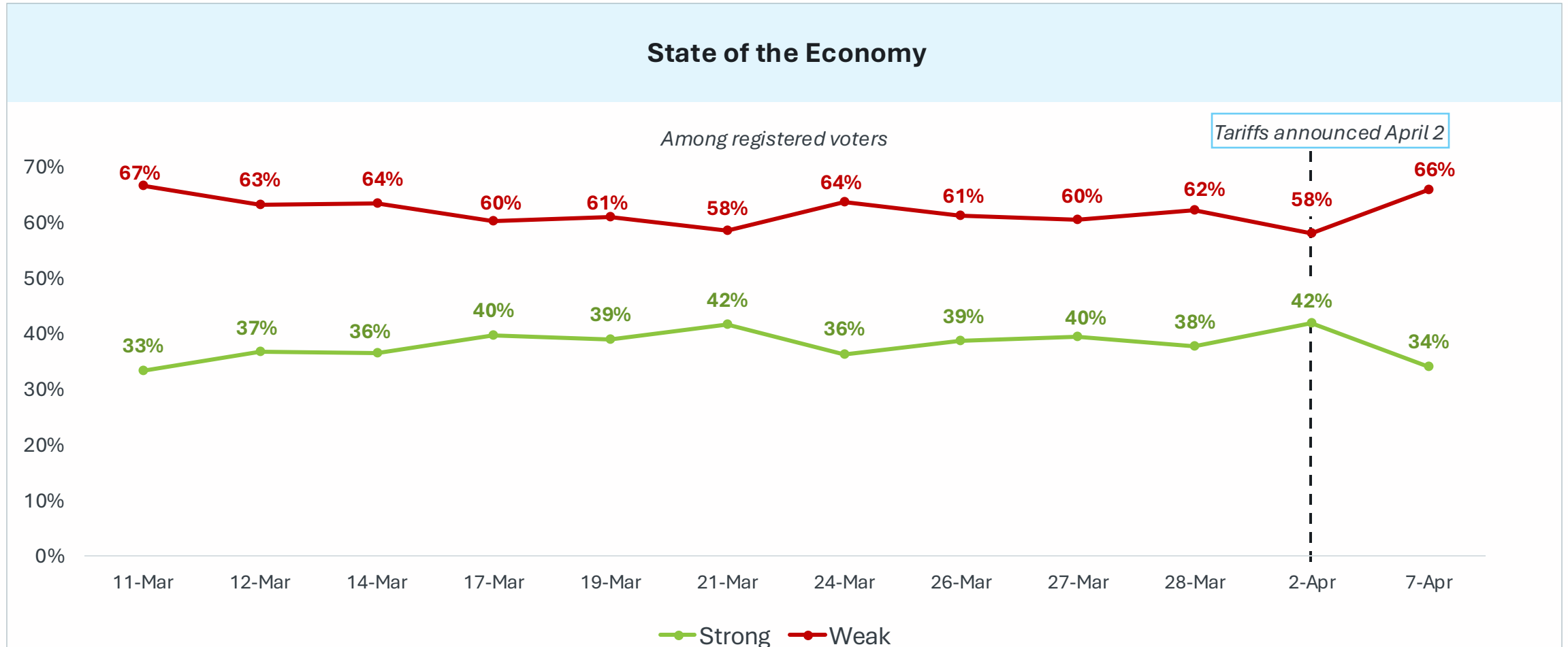
M2: In general, do you think the American economy is on the right track or is it off on the wrong track?

More voters are concerned the country is off on the wrong track since the tariff announcement.



BASIS: Registered voters
 TQ6: Do you think the country is generally on the right track or is it off on the wrong track?

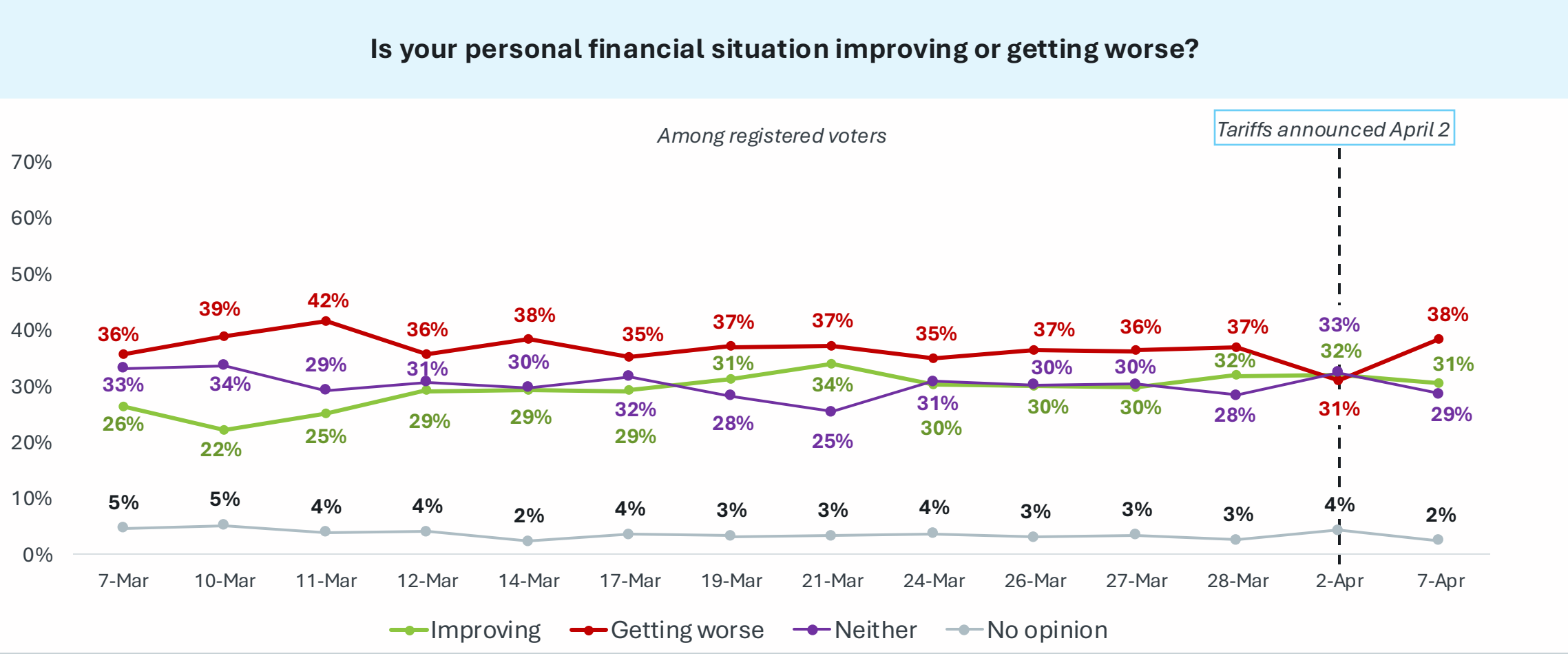
Around 2 in 3 voters and growing now describe the economy as weak.



BASE: Registered voters

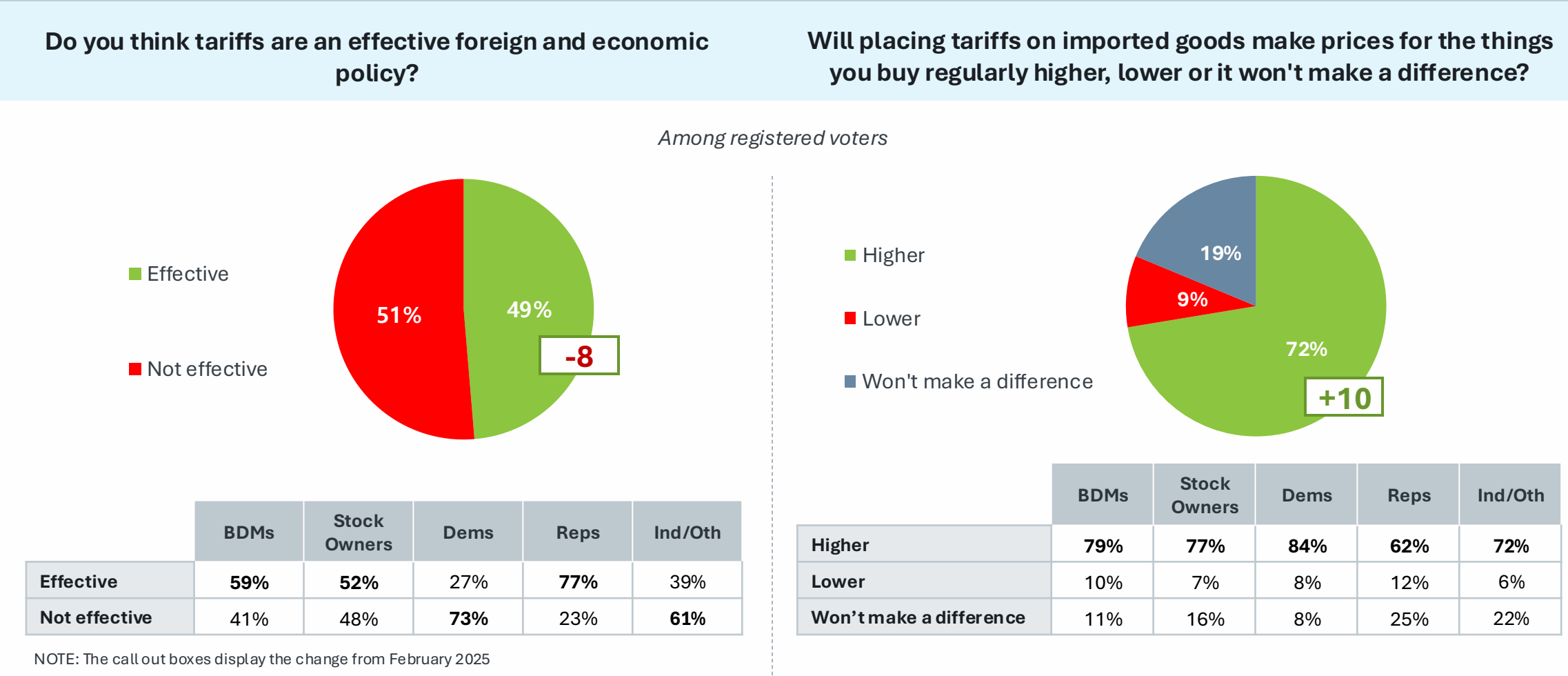
TE3: How would you describe the state of the United States economy at the moment?

A plurality of voters feels their personal financial situation is getting worse.



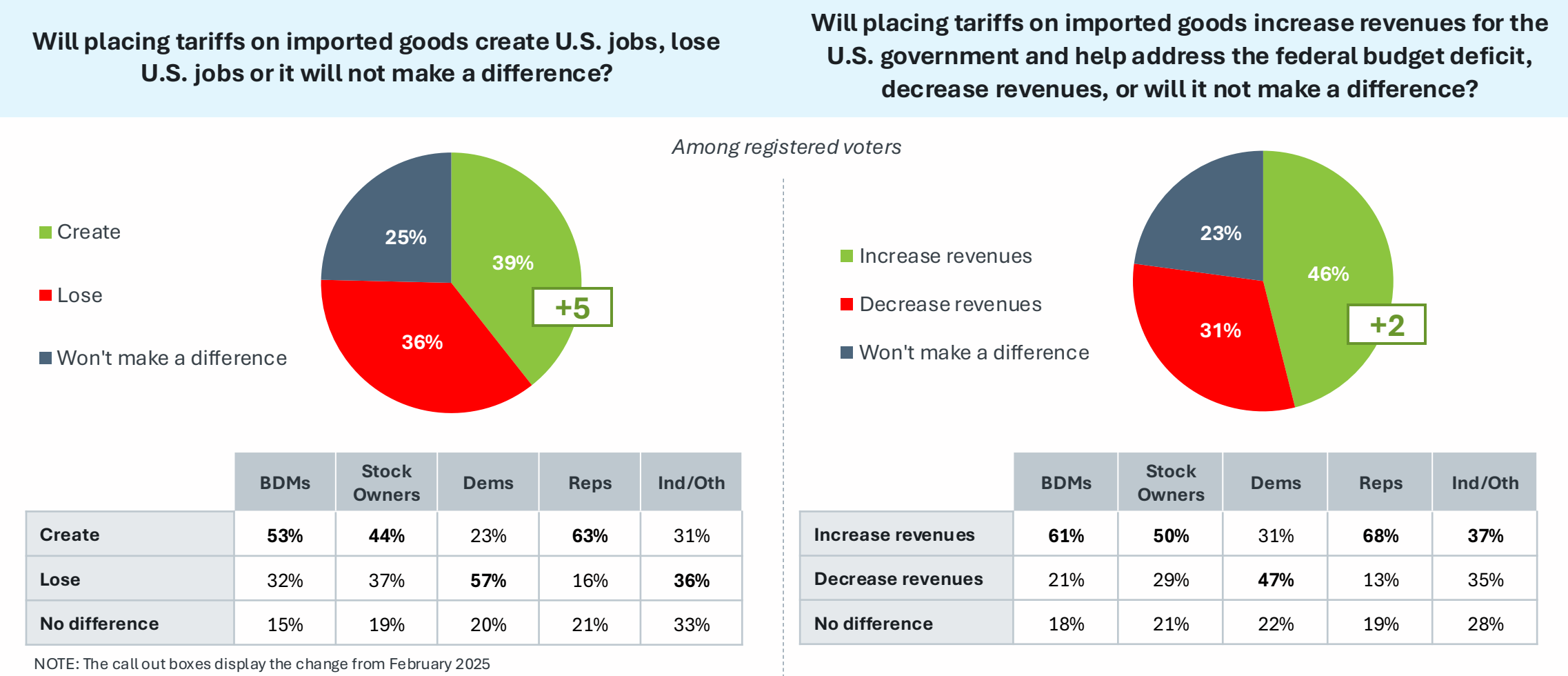
BASF: Registered voters
 14: Would you say that your personal financial situation is improving or getting worse?

Voters are still split on whether tariffs are effective, though views have become more negative. A strong majority across the board believes tariffs will raise prices.



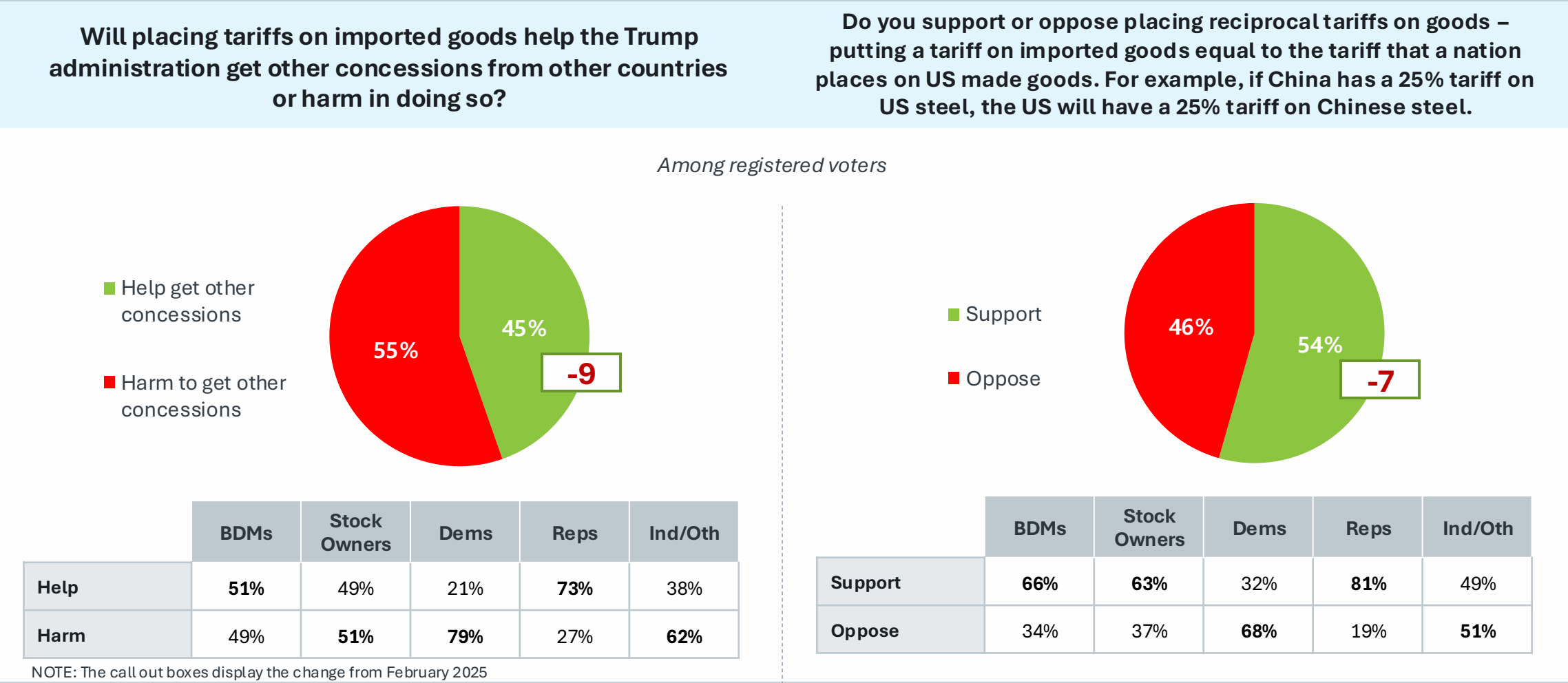
BASE: Registered voters (n=1,883), BDMs (n=173), Stock owners (n=723), Democrats (n=717), Republicans (n=756), Independent/Other (n=410)
TAR1: President Donald Trump's administration has implemented a wide array of tariffs/taxes on imports from many foreign countries. We are interested in your opinions about these policies. Do you think tariffs are an effective foreign and economic policy?
TAR2: Will placing tariffs on imported goods make prices for the things you buy regularly higher, lower or it won't make a difference?

Voters are divided on whether tariffs will create or lose American jobs. A plurality believe tariffs will increase government revenue, driven by 68% of Republicans.



BASE: Registered voters (n=1,883), BDMs (n=173), Stock owners (n=723), Democrats (n=717), Republicans (n=756), Independent/Other (n=410)
 TAR3. Will placing tariffs on imported goods create U.S. jobs, lose U.S. jobs or it will not make a difference?
 TAR4. Will placing tariffs on imported goods increase revenues for the U.S. government and help address the federal budget deficit, decrease revenues, or will it not make a difference?

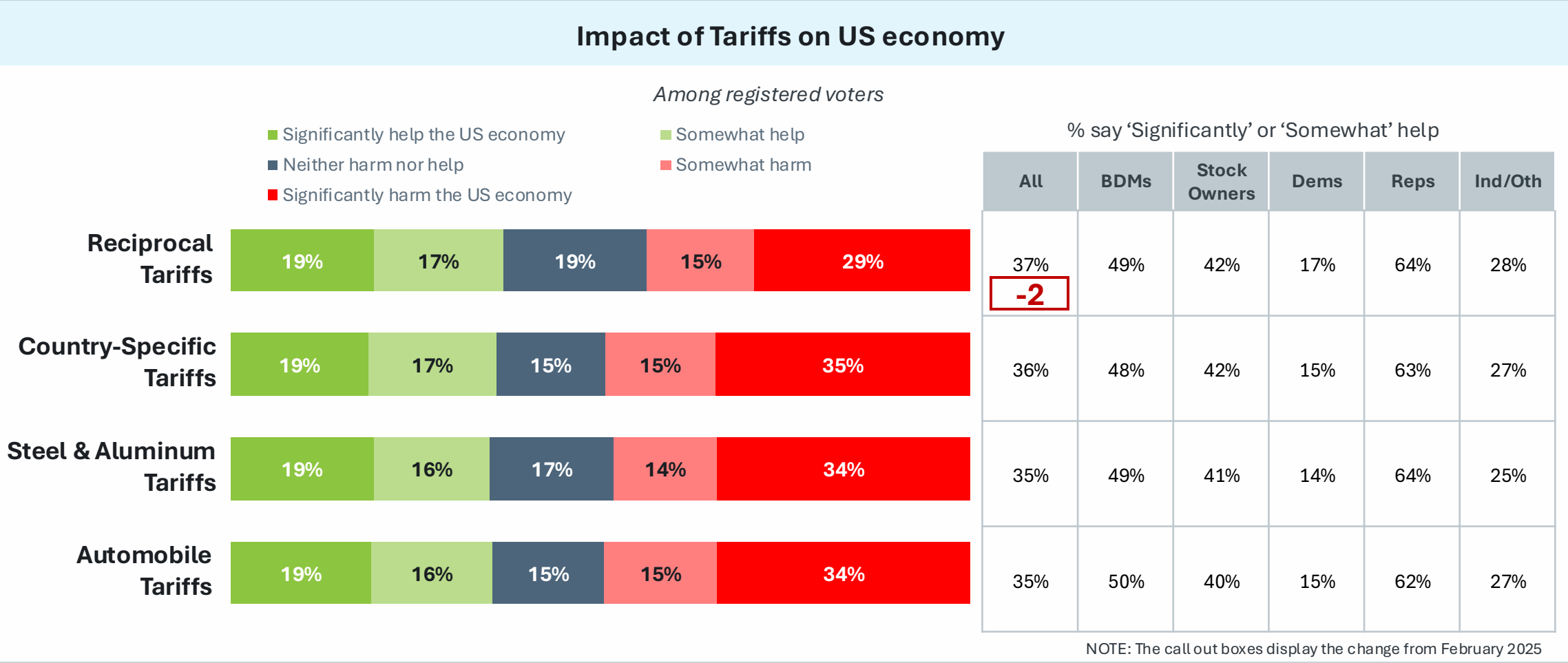
Support for reciprocal tariffs has dipped since February, although 54% and 4 in 5 Republicans still support them. Most voters now think tariffs will make it harder to get concessions from other countries.



NOTE: The call out boxes display the change from February 2025

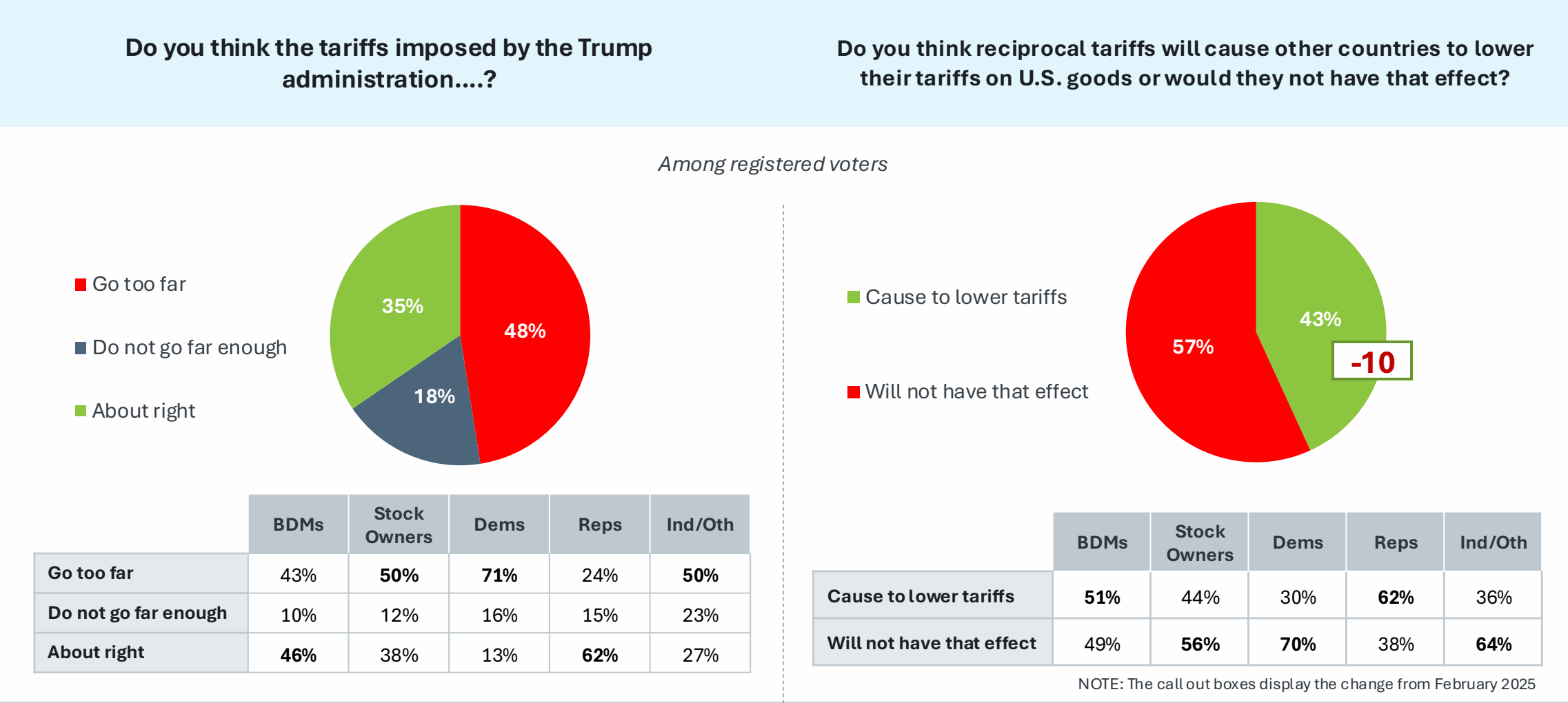
BASE: Registered voters (n=1,883), BDMs (n=173), Stock owners (n=723), Democrats (n=717), Republicans (n=756), Independent/Other (n=410)
TAR5. Will placing tariffs on imported goods help the Trump administration get other concessions from other countries or harm in doing so?
TAR6. Do you support or oppose placing reciprocal tariffs on goods – putting a tariff on imported goods equal to the tariff that a nation places on US made goods. For example, if China has a 25% tariff on US steel, the US will have a 25% tariff on Chinese steel.

Voters see similar economic impact across all types of tariffs, with just over 1 in 3 saying they will help the U.S. economy. Republicans and BDMs are more optimistic.



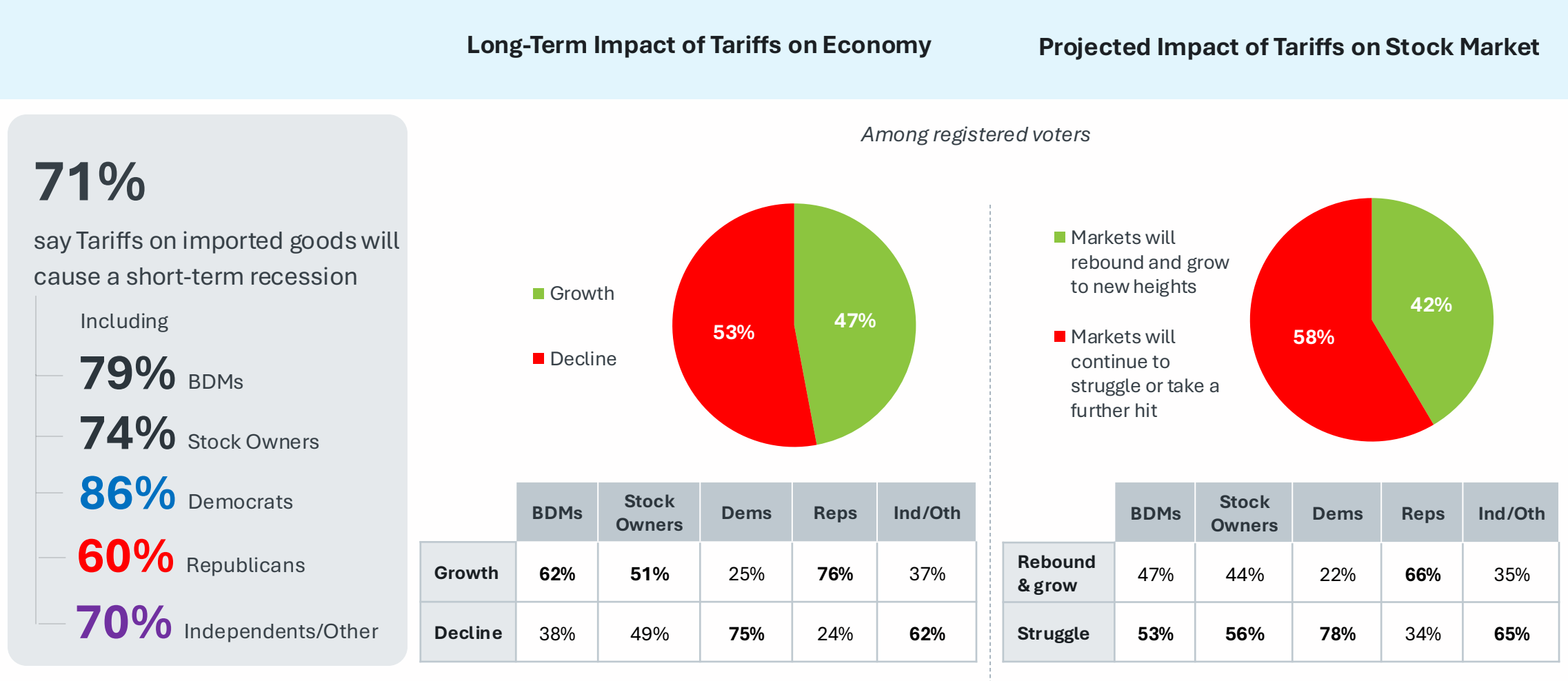
BASE: Registered voters (n=1,883), BDMs (n=173), Stock owners (n=723), Democrats (n=717), Republicans (n=756), Independent/Other (n=410)
Questions in presenter notes

48% of voters think the tariffs go too far, while BDMs are divided. Most voters, especially Democrats, doubt the tariffs will pressure other countries to lower their tariffs on the U.S.



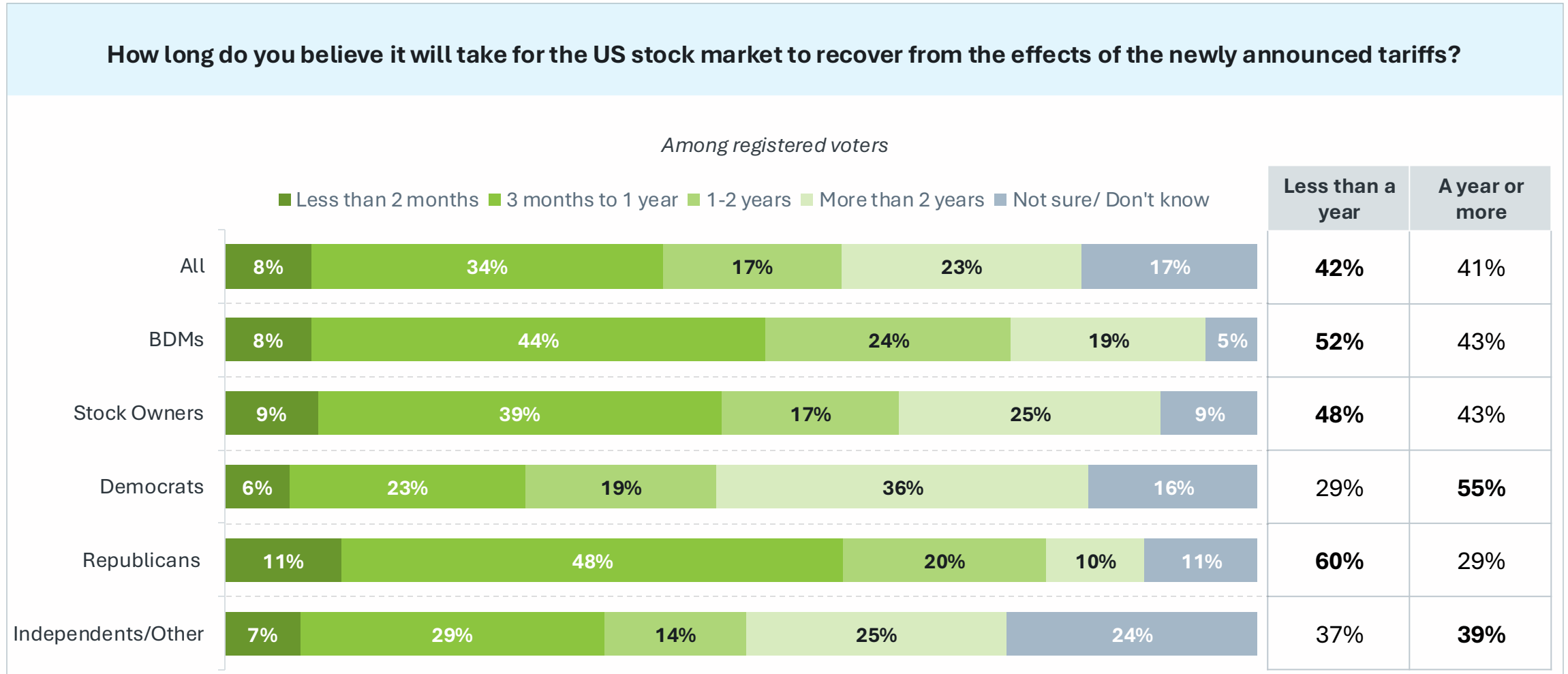
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TAR11. Do you think the tariffs imposed by the Trump administration go too far, do not go far enough, or are they about right?
TAR12. Do you think reciprocal tariffs will cause other countries to lower their tariffs on U.S. goods or would they not have that effect?

7 in 10 voters believe tariffs will trigger a short-term recession, and slight majorities foresee long-term economic decline and continued struggles in the stock market.



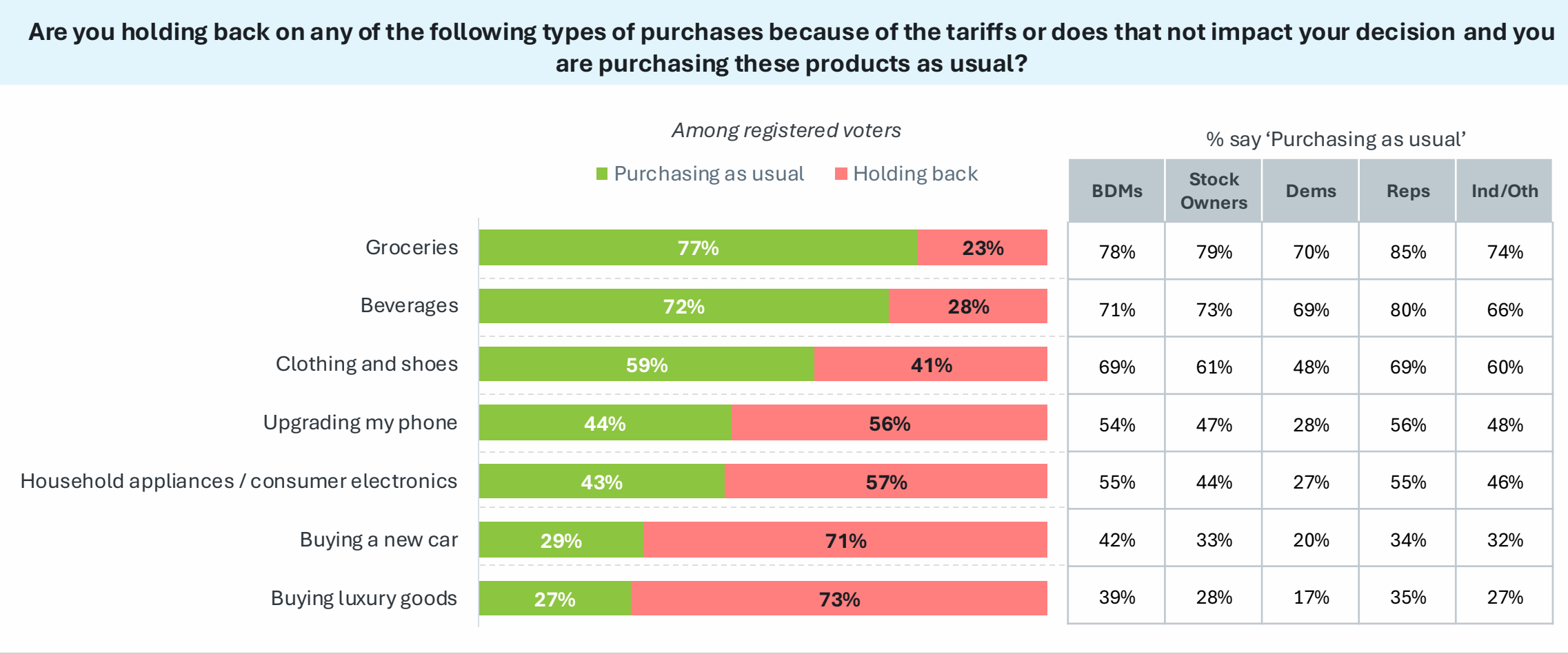
BASE: Registered voters (n=1,883), BDMs (n=173), Stock owners (n=723), Democrats (n=717), Republicans (n=756), Independent/Other (n=410)
 QNEW1: Will the tariffs on imported goods cause a short-term recession or not?
 QNEW2: Will placing tariffs on imported goods in the long-term cause economic growth or economic decline?
 QNEW3: What do you expect the impact of the Trump administration tariffs will be on the stock market 6 months from now?

42% of voters and most BDMs expect the stock market to take at least a year to recover from new tariffs – Republicans are more optimistic, while Democrats expect a slower rebound.

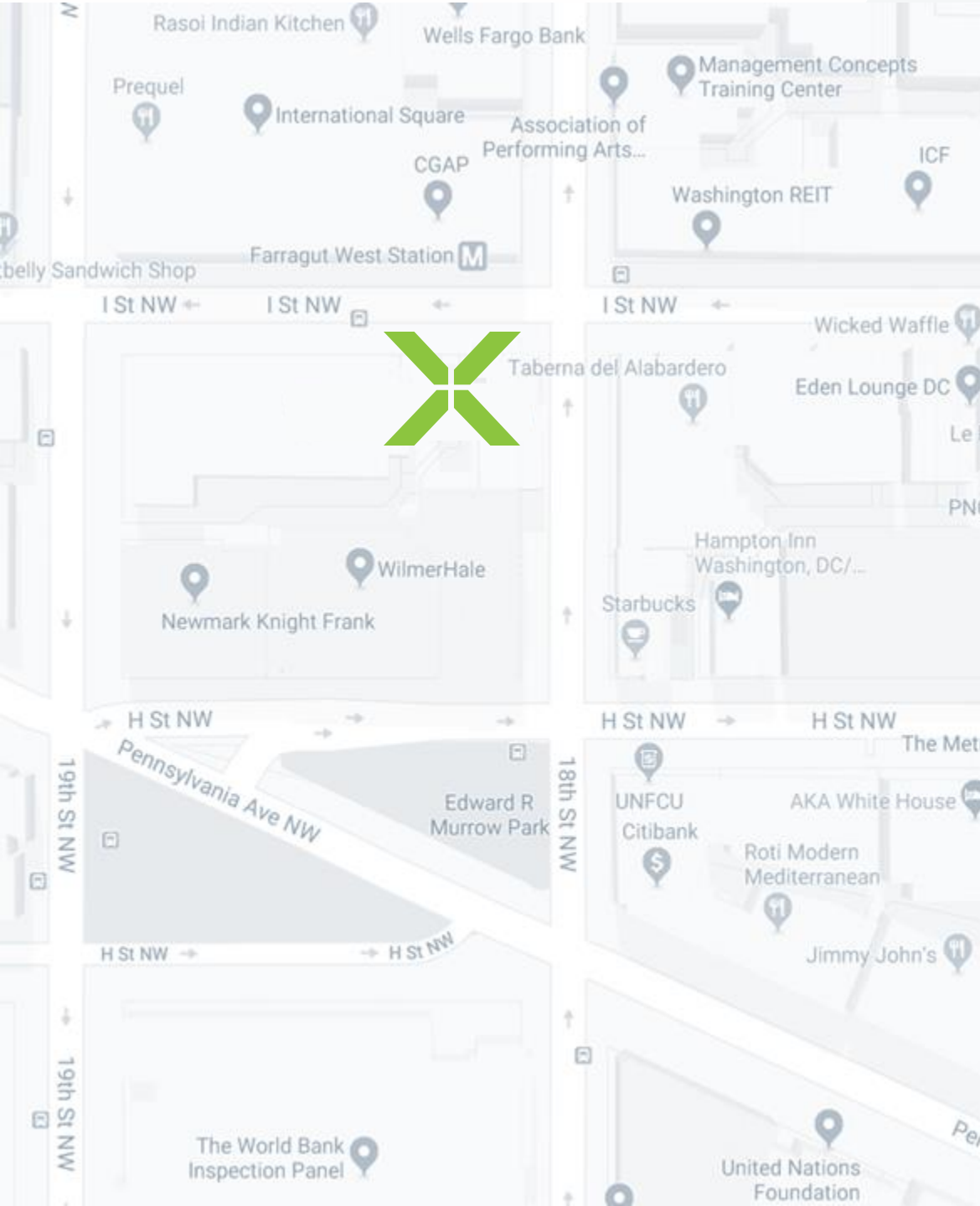


BASE: Registered voters (n=1,883), BDMs (n=173), Stock owners (n=723), Democrats (n=717), Republicans (n=756), Independent/Other (n=410)
TAR13. How long do you believe it will take for the US stock market to recover from the effects of the newly announced tariffs?

While most voters continue purchasing essential items like groceries and beverages, spending on luxury goods and cars is more likely to decline – especially among Democrats.



BASE: Registered voters (n=871). BDMs (n=173). Stock owners (n=402). Democrats (n=335). Republicans (n=352). Independent/Other (n=184)
TAR14: Are you holding back on any of the following types of purchases because of the tariffs or does that not impact your decision and you are purchasing these products as usual?



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