

**WE PAY THE
TARIFFS**

**26 POLLS SHOWING JUST HOW
UNPOPULAR TARIFFS ARE
WITH YOUR VOTERS**

2026 STATE OF THE UNION & MIDTERMS
REPORT FOR CONGRESSIONAL OFFICES

Your Voters Overwhelmingly Dislike Tariffs

As President Trump prepares to address the nation at the **2026 State of the Union**, and double down on his tariff agenda using Section 122 tariffs, We Pay the Tariffs has compiled 26 polls that reiterate just how much your voters dislike tariffs. **Ahead of the 2026 midterms, the polling across the nation is unmistakably clear that tariffs remain deeply unpopular across party lines, demographics, and geography.**

The Polls All Tell the Same Story - Here are 26 - all done taken over the past 12 months:

1. YouGov, February 2026
2. ABC News/IPSOS, February 2026
3. Pew Research Center, February 2026
4. NPR/PBS/Marist, February 2026
5. The Economist/YouGov, February 2026
6. Fox News, February 2026
7. NYT/Siena, February 2026
8. Marquette Law, January 2026
9. CFR/Morning Consult, January 2026
10. Harvard CAPS Harris, January 2026
11. Politico, December 2025
12. Texas Politics Project, December 2025
13. The Washington Post, November 2025
14. NBC News, November 2025
15. Small Business Majority, November 2025
16. Detroit Regional Chamber, October 2025
17. Bowling Green State University, October 2025
18. Morning Consult/NRF, May 2025
19. Noble Predictive Insights, May 2025
20. Meredith College Poll, April 2025
21. AJC, April 2025
22. IPSOS, April 2025
23. Gallup, April 2025
24. NYT/Siena, April 2025
25. CNN/SSRS, April 2025
26. Elon University, February 2025

Your Voters Overwhelmingly Dislike Tariffs

The Highlights: Americans Believe Tariffs Drive up Cost and Hurt the Economy

COUNCIL *on*
FOREIGN
RELATIONS

Over **65%** of voters said tariffs had made everyday items – including food, groceries, transportation, and housing – less affordable

 Pew Research Center

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

MARIST
POLL

58% of registered voters said that placing tariffs or fees on products imported from other countries hurts the U.S. economy

POLITICO

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



64% of Americans disapprove of how Trump is handling tariffs



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

60%



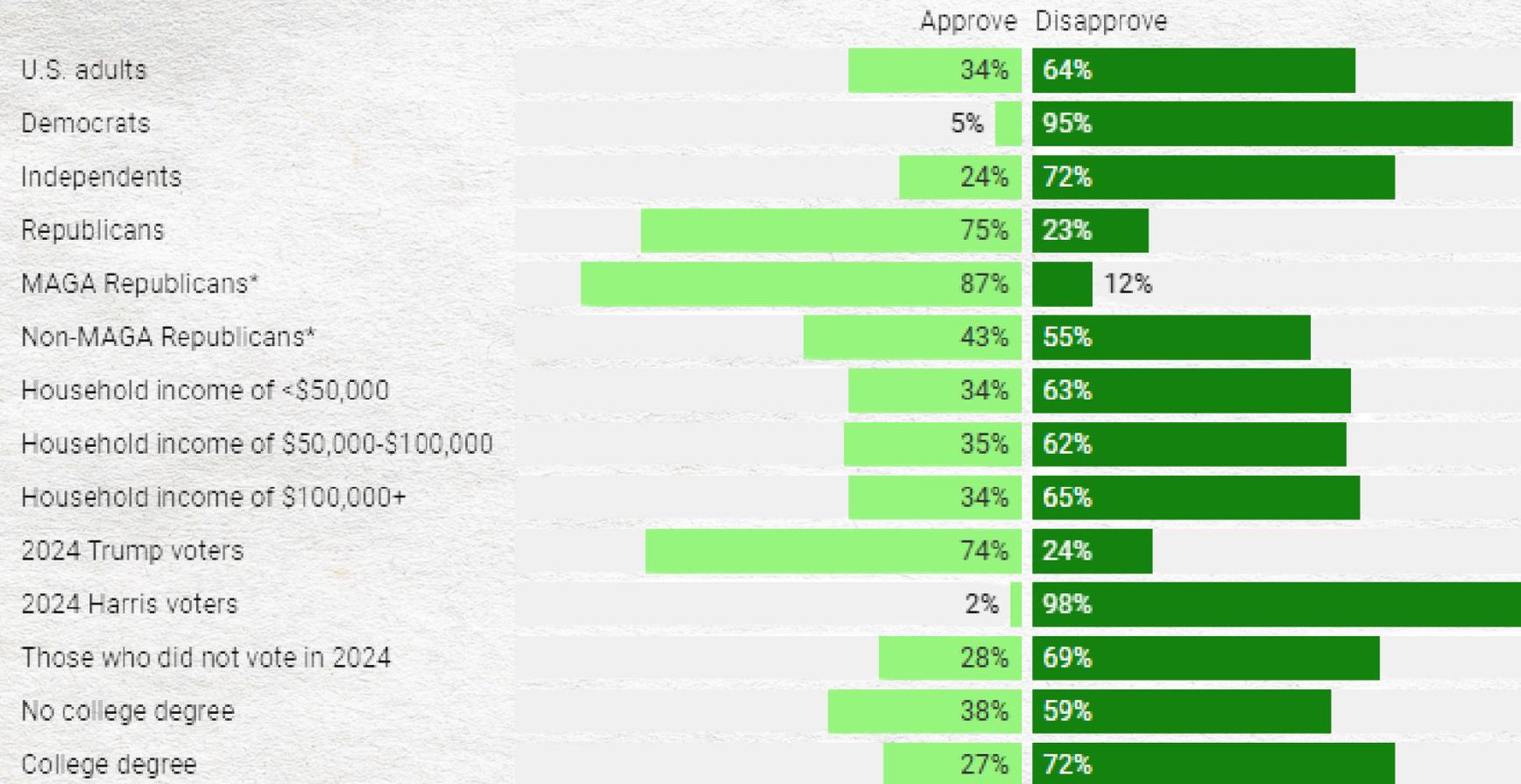
YouGov®

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

YouGov, February 2026



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



64%

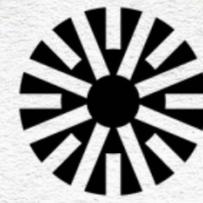
of Americans disapprove of how Trump is handling tariffs

*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/IPSOS, February 2026



Pew Research Center

6 IN 10

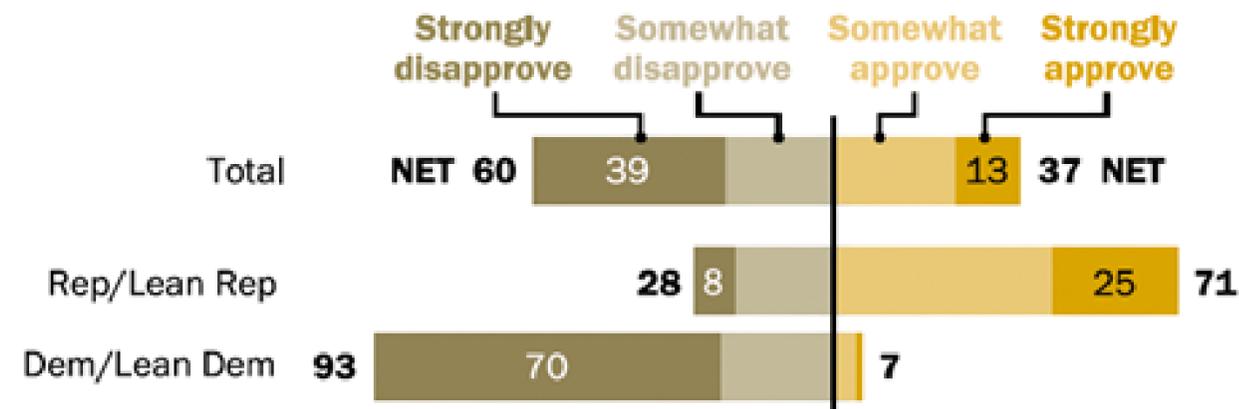
Americans disapprove of the Trump administration's increased tariffs.

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

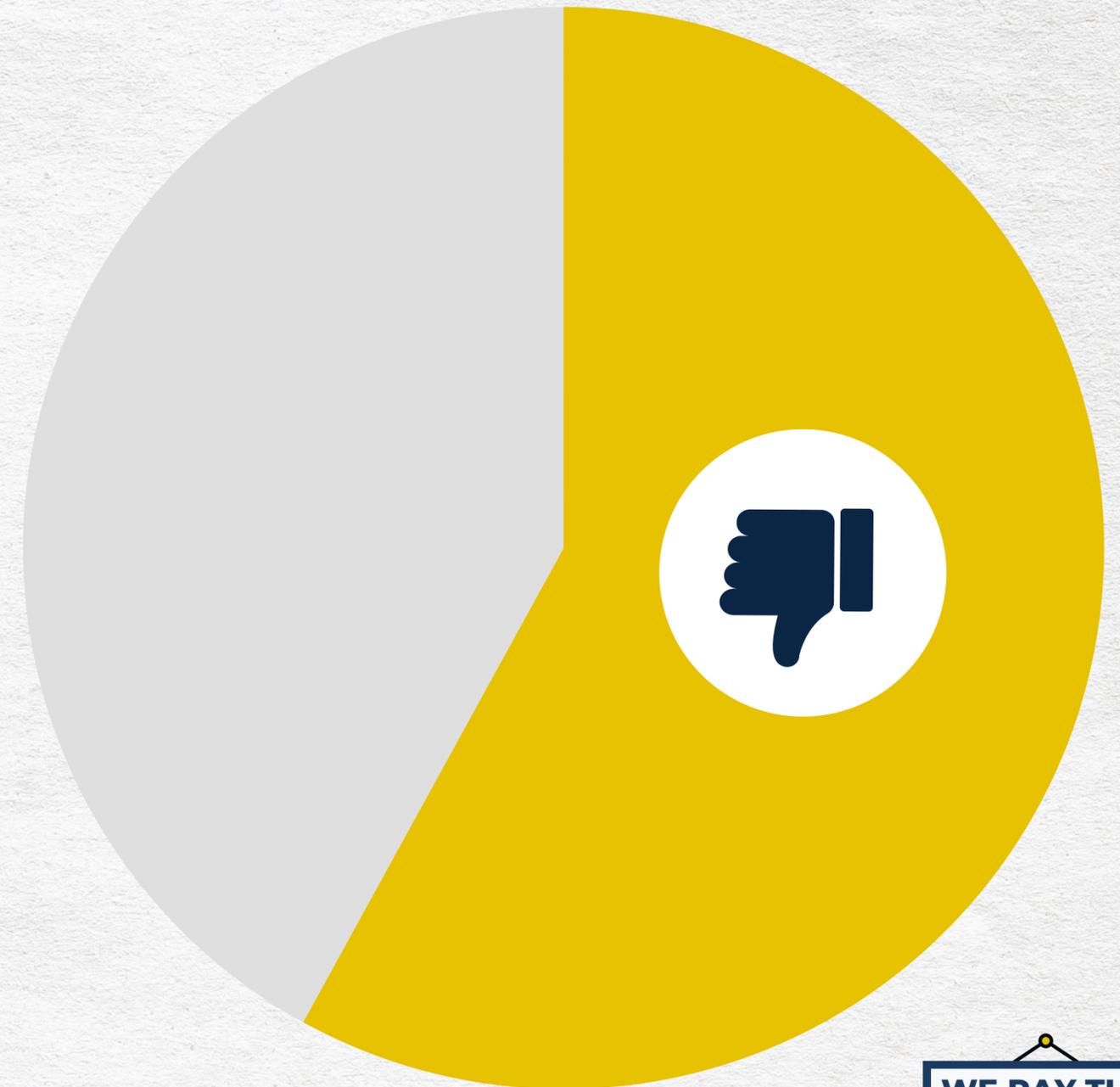
58%

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



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



WE PAY THE
TARIFFS

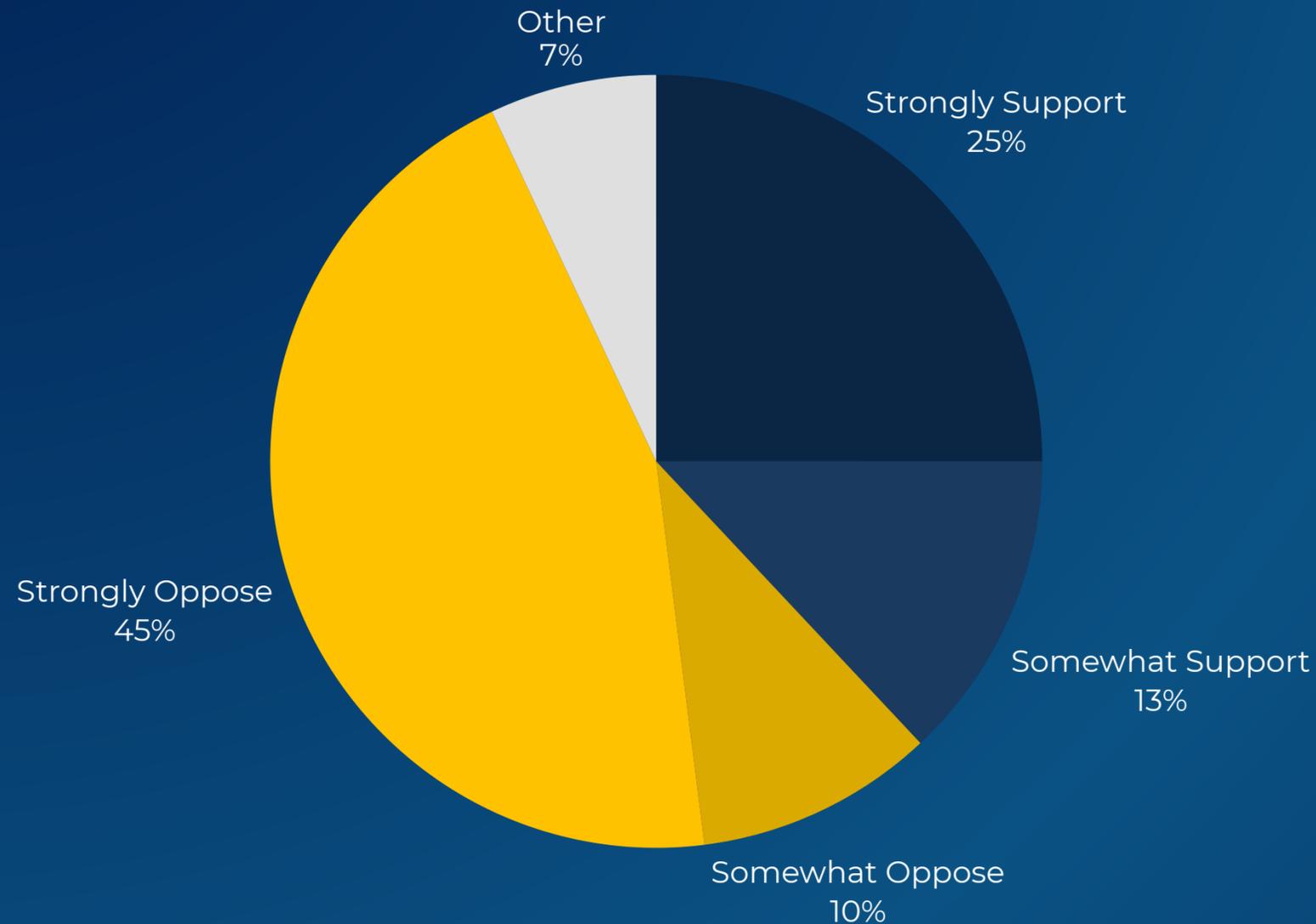


ONLY 37%

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

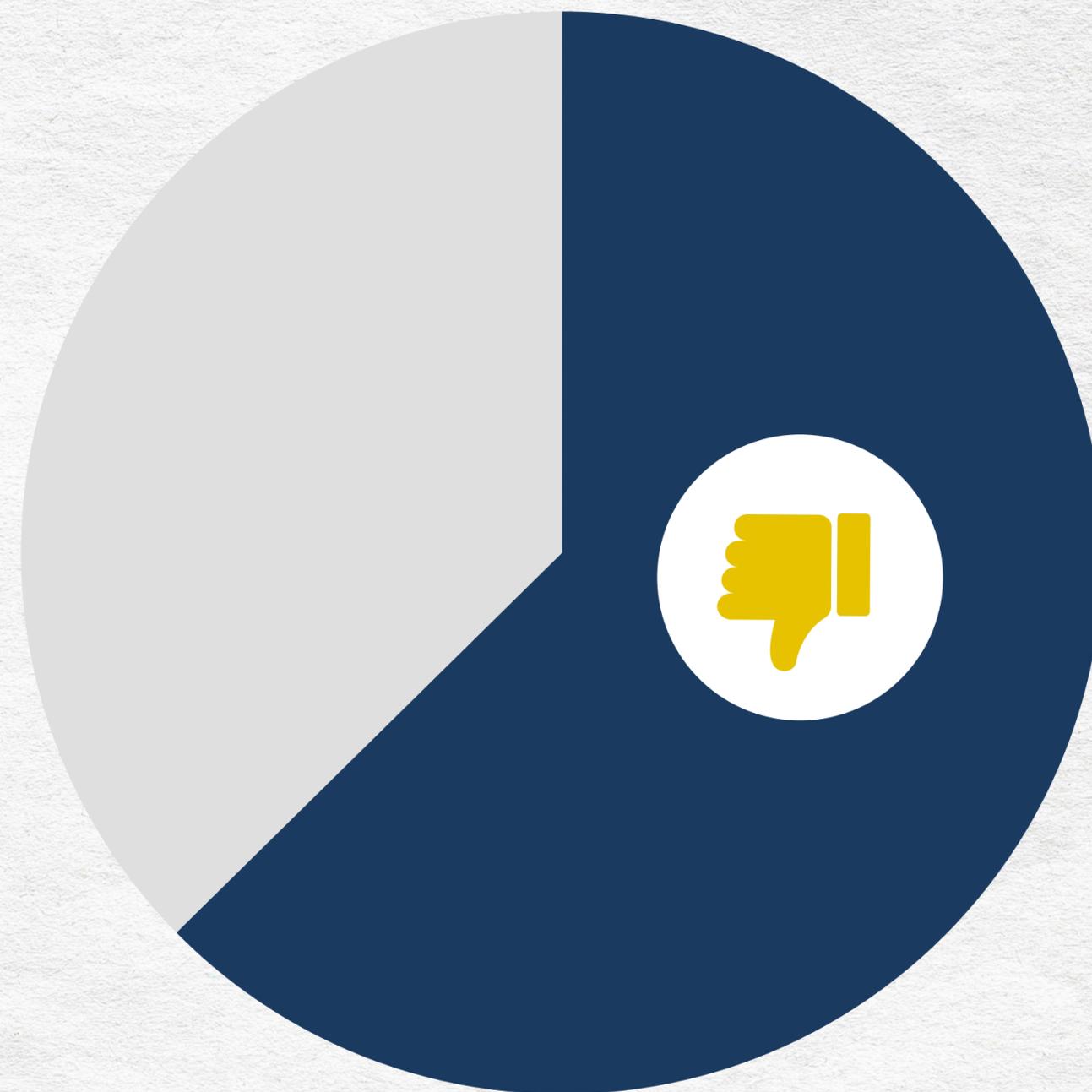
NYT/Siena, February 2026





62%

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



Marquette Law, January 2026

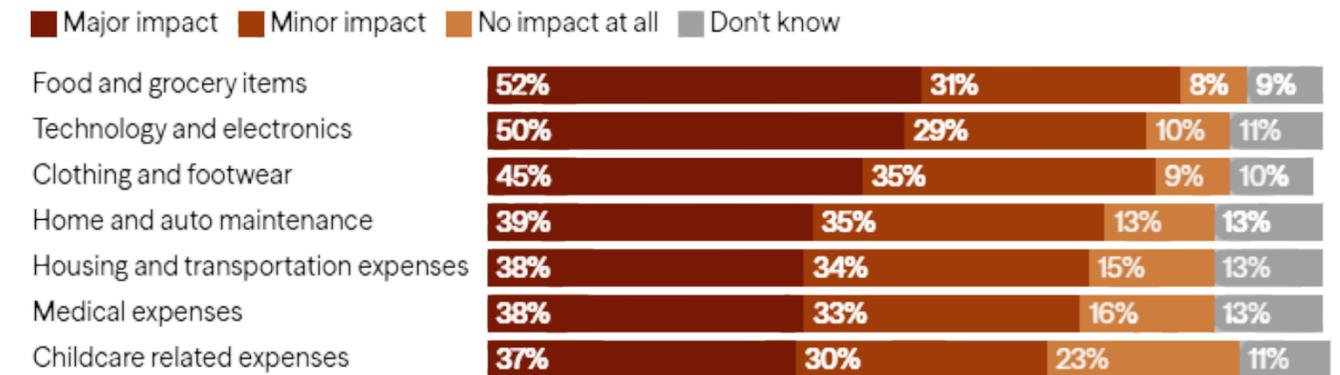
COUNCIL *on* FOREIGN RELATIONS

MORE THAN 65%

of voters said tariffs had made a range of everyday items **less affordable**, including food and groceries, health care, housing, and transportation

Adults See Trade Impacting the Price They Pay For Most Goods

Percentage of respondents for the question "How much does trade impact the price you pay for the following categories?"



Note: Percentages may not add up to 100 due to rounding.

Source: CFR and Morning Consult poll

cf

[CFR/Morning Consult](#), January 2026

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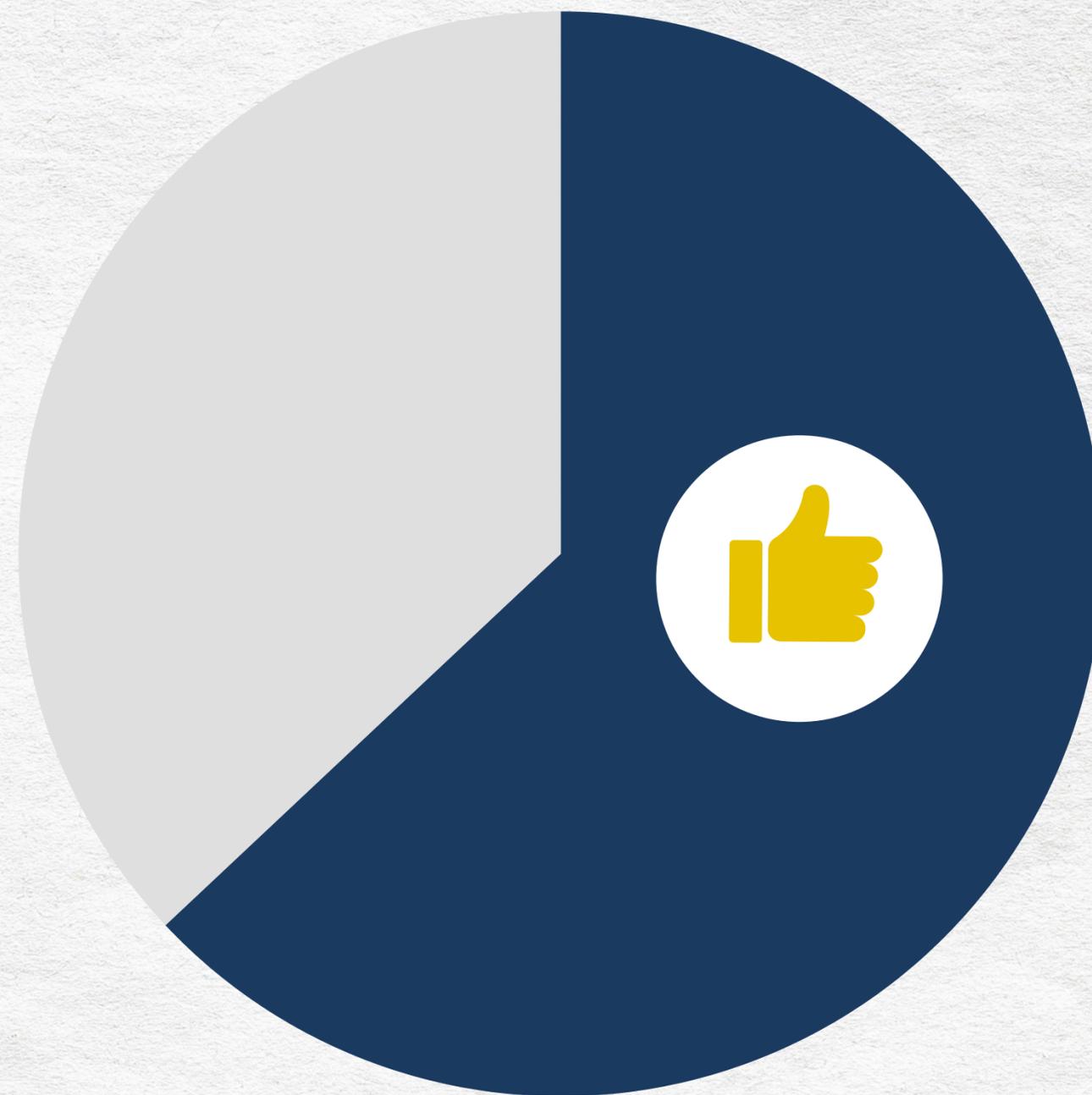




63%

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



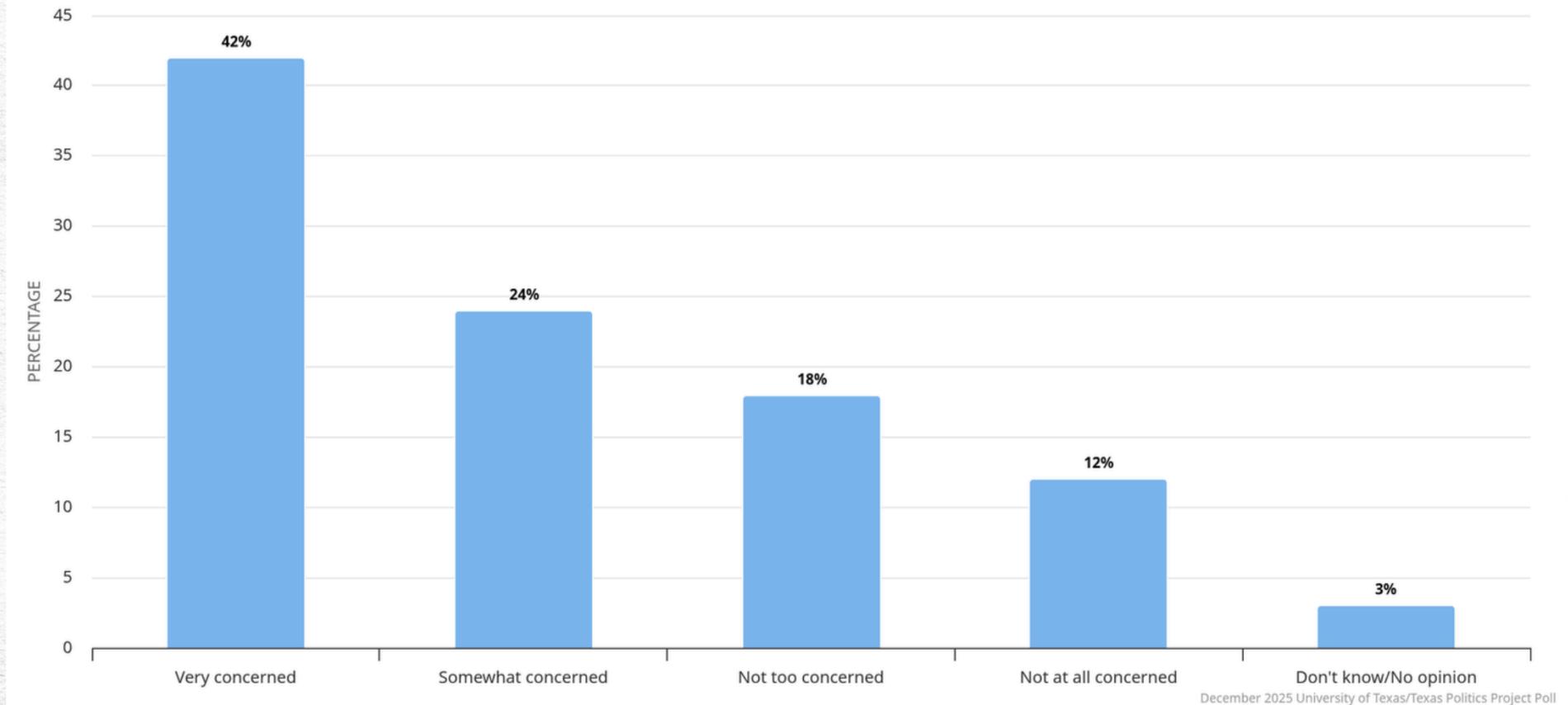
**THE
TEXAS
POLITICS
PROJECT**

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

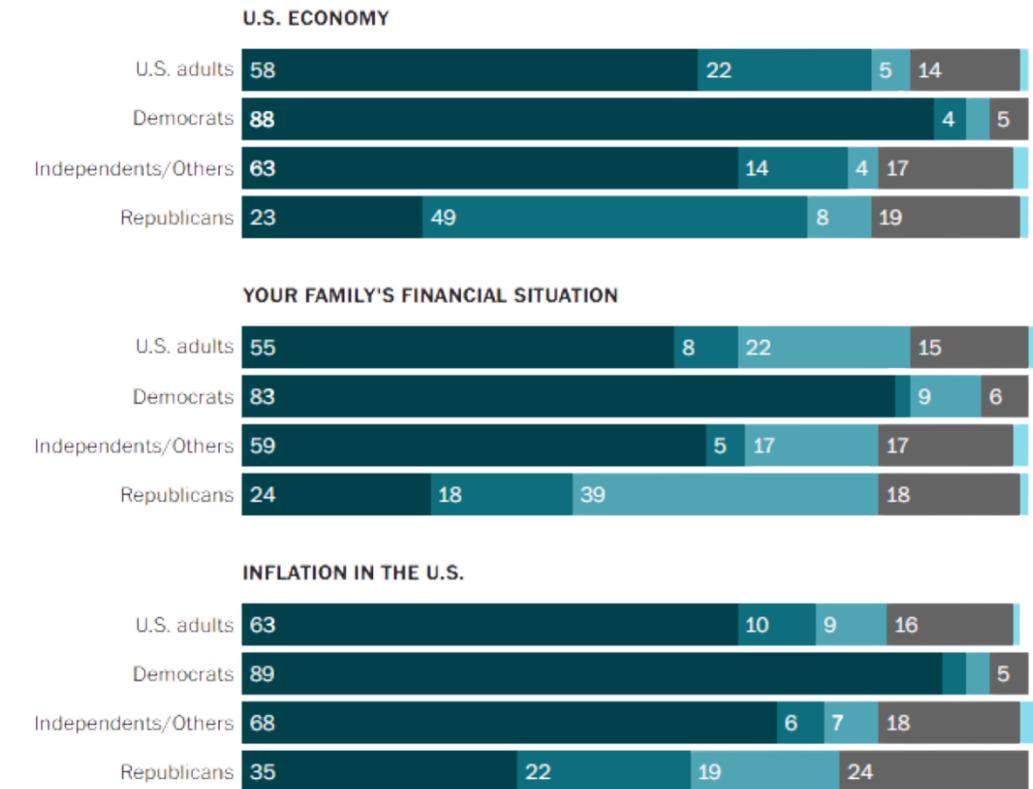
6 IN 10 AMERICANS
said that **tariffs**
contribute to
inflation and harm
the U.S. economy

[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



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



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

BGSU[®]

60%

of Ohio Voters oppose Trump's tariff policies

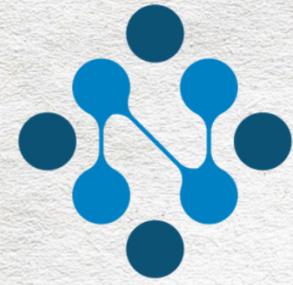
Bowling Green State University, October 2025



56% OF VOTERS

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

[Morning Consult/NRF](#), May 2025



NOBLE
PREDICTIVE INSIGHTS

51% OF ARIZONA VOTERS

said that tariffs hurt the economy

[Noble Predictive Insights](#), May 2025



53% OF NORTH CAROLINA VOTERS

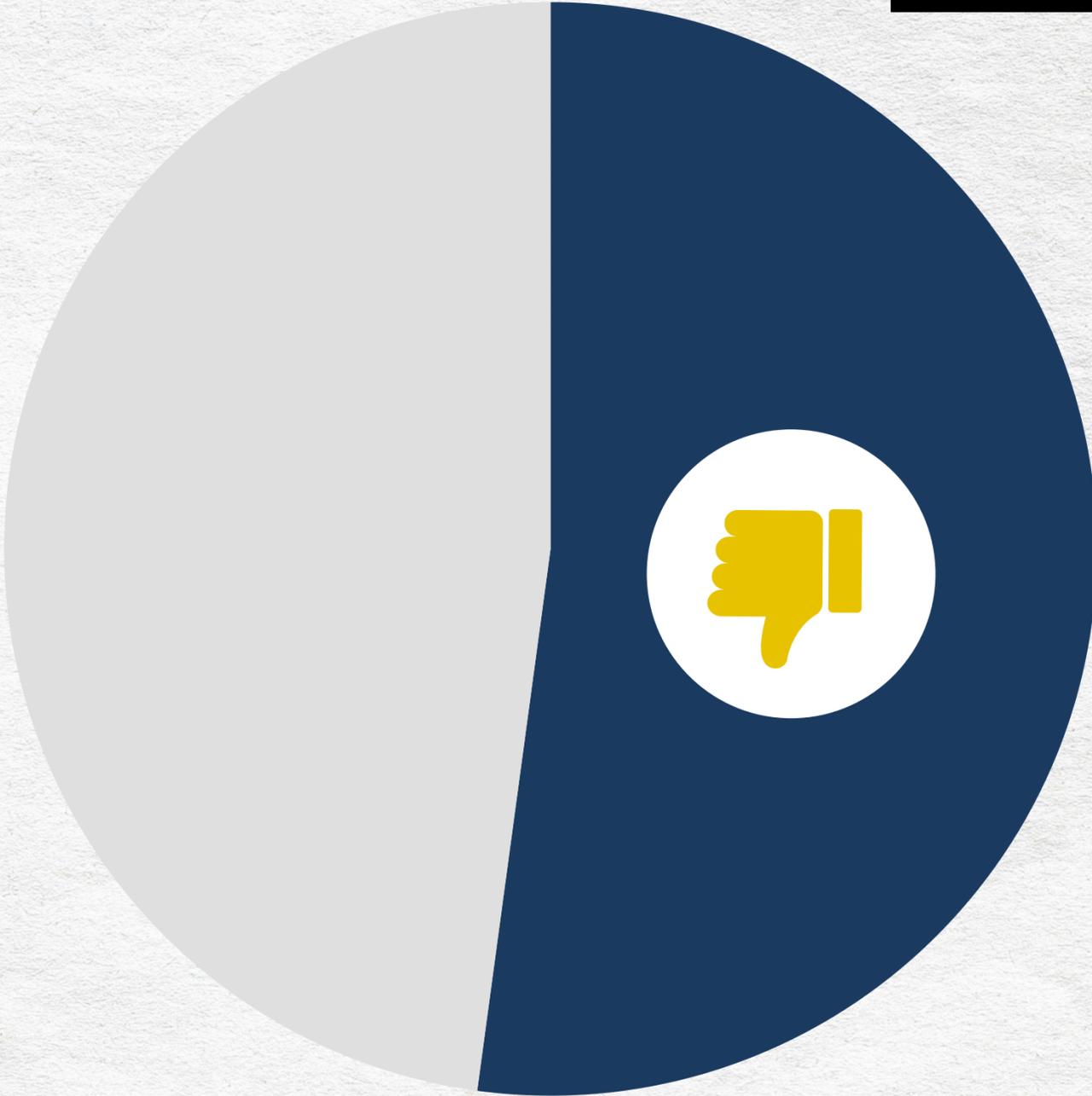
have real doubts that tariffs will have a positive effect on the economy

[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

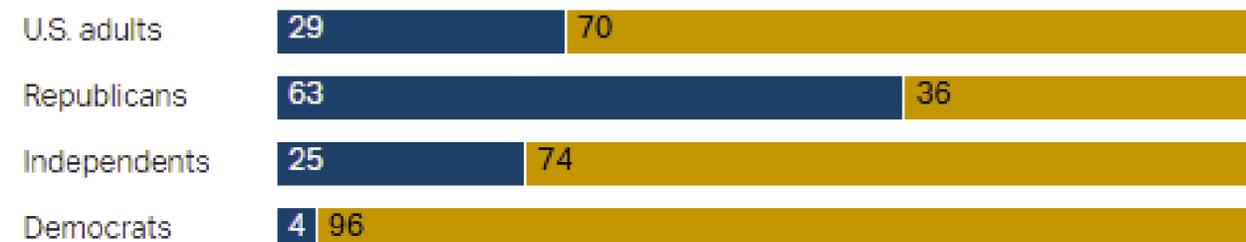
Gallup, April 2025

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

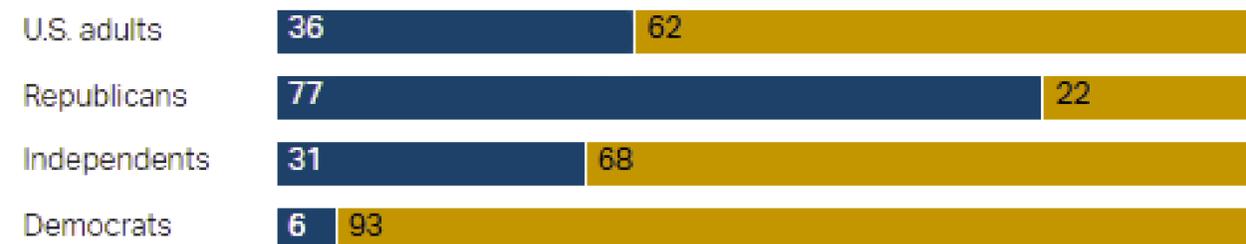
Turning now to tariffs, which are taxes on goods imported from other countries and taxes that the U.S. pays on exports it sends to other countries. [In the short term/long run], do you think new tariffs the U.S. is putting on imports from other countries ... ?

- % 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

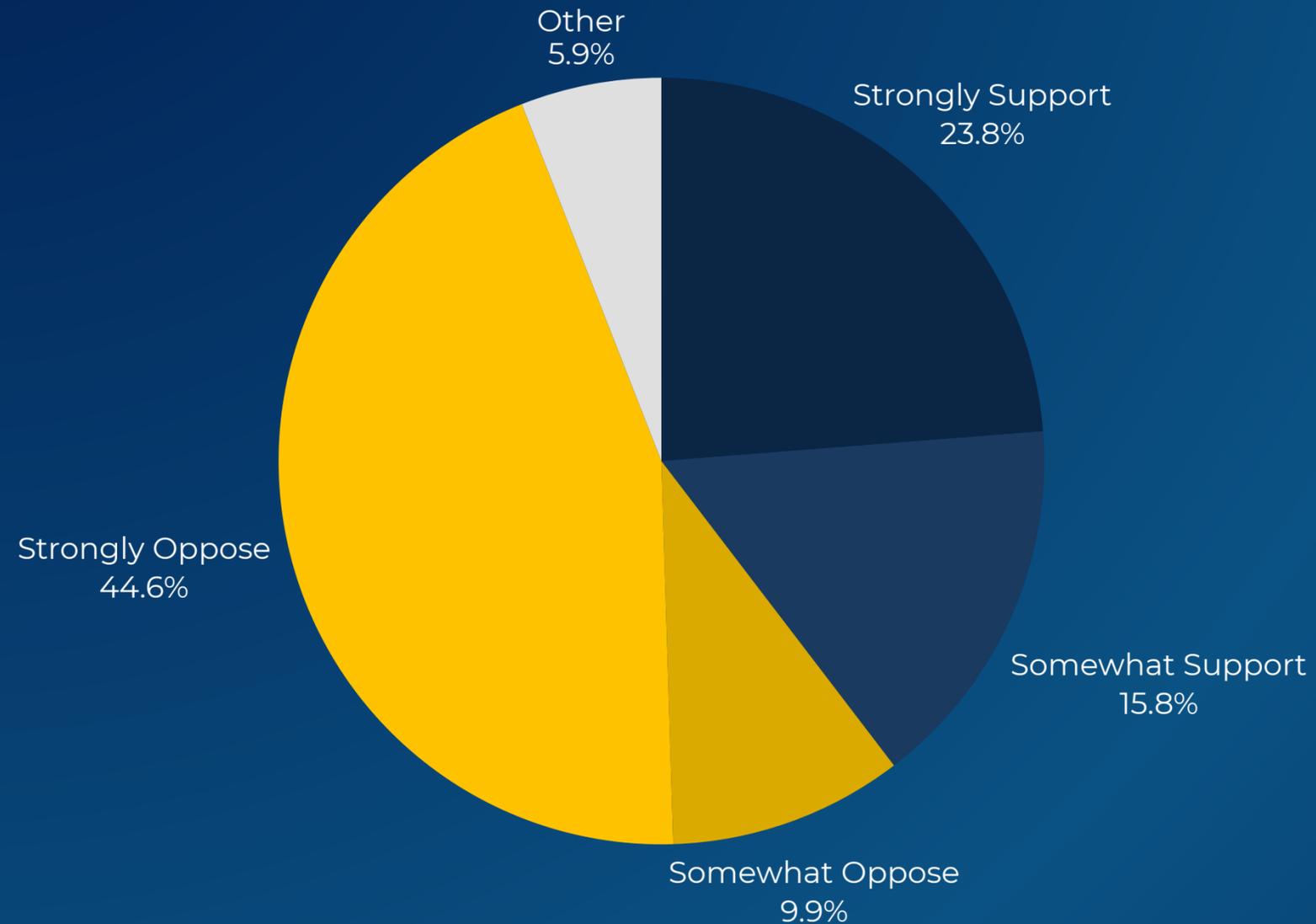


April 2-15, 2025
Those with no opinion are not shown.

GALLUP



The New York Times



55%

**Of Americans oppose
tariffs imposed by
President Trump**

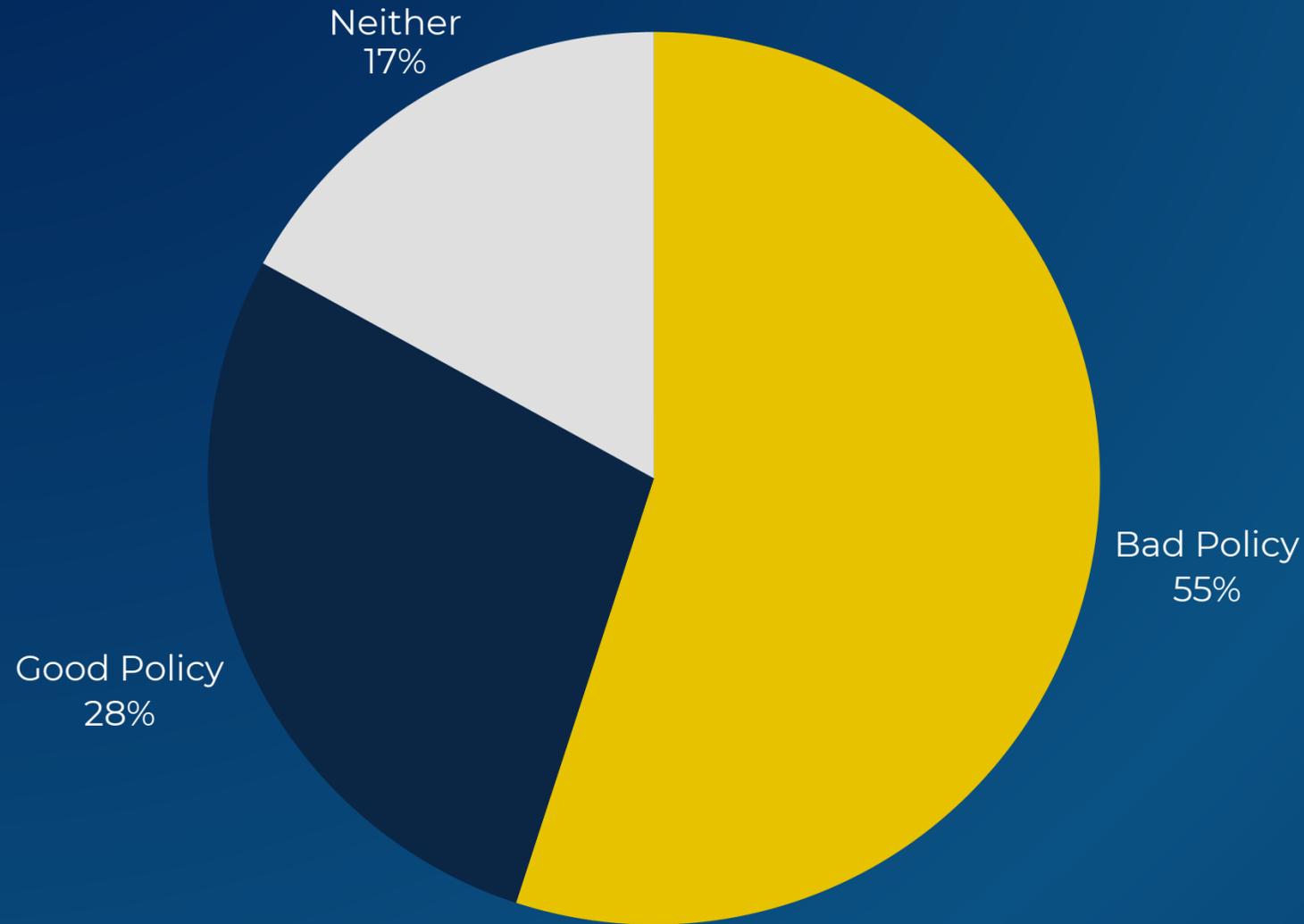
NYT/Siena, April 2025



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

