



Tariff Polling

Blue Rose Research | September 2025

Key Findings

- **21% of voters say that Trump's presidency has been different from what they expected – up 3pp from 18% in April.** Of this group, 62% say it's been worse than they expected – in line with this same question posed to voters in April.
- **48% of voters say that Trump's tariff policies have made their personal economic situation worse** – up 2pp from April – and only 8% say the impact has been positive.
- **By a 24pp margin (56/32), voters say that Trump's tariff policies are hurting the economy overall. And by a 12pp margin (51/39), voters say that Trump is a “reckless leader” over a “strong leader”** when it comes to tariffs. This is an even wider gap with swing voters – 50% say he's a reckless leader to only 32% who say he's a strong one.

Survey data for this research is based on 10,305 responses, collected via online web panel August 27-Sept 2. Responses are weighted to a model of likely 2026 voters.

The share of voters who think Trump's Presidency has been different than what they expected has trended up slightly, up +3pp since April and +10pp since Feb

21% of voters think Trump's presidency has been different than what they expected (up from 18% in April and 11% in Feb).

Everyone but 2024 Trump voters moved slightly more towards thinking the Presidency is going differently than expected. Swing voters saw the biggest jump from 18% to 26%.

9/02 - Whether good or bad, do you think the first months of Donald Trump's Presidency have been:

Response	Overall	2024 Vote: Harris	2020 x 2024 Vote: Swing	2024 Vote: Trump	2024 Vote: Did Not Vote
About what you'd expected them to be like	73%	75%	68%	74%	64%
Pretty different from what you'd expected them to be like	21%	20%	26%	22%	26%
Not sure	6%	5%	6%	5%	10%

4/07 - Whether good or bad, do you think the first days of Donald Trump's Presidency have been:

Response	Overall	2024 Vote: Harris	2020 x 2024 Vote: Swing	2024 Vote: Trump	2024 Vote: Did Not Vote
About what you'd expected them to be like	75%	77%	74%	74%	61%
Pretty different from what you'd expected them to be like	18%	16%	18%	20%	26%
Not sure	6%	6%	8%	6%	13%

Among the 21% of voters who think things are going differently than expected, 62% think it's worse than they expected – essentially in line with April

Among voters who answered that Trump's Presidency is pretty different than what they had expected, 62% of voters think his time in office so far has been worse than expected, compared to 63% in April. This metric was 53% in February.

Only 2024 non-voters had a higher percentage that say Trump's first few days in office are worse than expected (62%) compared to April (60%).

9/02 - Which of the following do you agree with more? Trump's first few days in office have generally been:

Response	Overall	2024 Vote: Harris	2020 x 2024 Vote: Swing	2024 Vote: Trump	2024 Vote: Did Not Vote
Better than I expected	30%	7%	31%	56%	28%
Worse than I expected	62%	90%	61%	33%	62%
Not sure	7%	3%	8%	11%	10%

4/07 - Which of the following do you agree with more? Trump's first few days in office have generally been:

Response	Overall	2024 Vote: Harris	2020 x 2024 Vote: Swing	2024 Vote: Trump	2024 Vote: Did Not Vote
Better than I expected	29%	3%	24%	55%	30%
Worse than I expected	63%	94%	67%	32%	60%
Not sure	7%	3%	9%	12%	10%

48% of voters believe that Trump's tariffs have made their economic situation worse - up marginally from April

48% say that tariffs have made their economic situation worse – up from 46% in April, and up from 40% in February.

Nearly half of 2024 Swing voters believe that Trump's tariffs made their economic situation worse (up 4pp from April). This belief also increased 2pp to 78% among Harris voters.

That said, there's some indications of polarization on the issue with Trump voters (-1pp) and non-voters (-4pp) less likely today to say that tariffs have made their economic situation worse.

9/02 - Thinking about your own economic situation, do you think President Trump's tariffs have personally affected your economic situation?

Response	Overall	2024 Vote: Harris	2020 x 2024 Vote: Swing	2024 Vote: Trump	2024 Vote: Did Not Vote
Yes - it has improved my economic situation	8%	1%	5%	15%	8%
Yes - it has made my economic situation worse	48%	78%	49%	16%	46%
No - it hasn't had any effect on my economic situation	29%	12%	29%	49%	27%
Not sure	15%	8%	17%	20%	19%

4/07 - Thinking about your own economic situation, do you think President Trump's tariffs have personally affected your economic situation?

Response	Overall	2024 Vote: Harris	2020 x 2024 Vote: Swing	2024 Vote: Trump	2024 Vote: Did Not Vote
Yes - it has improved my economic situation	7%	1%	5%	13%	8%
Yes - it has made my economic situation worse	46%	76%	45%	17%	50%
No - it hasn't had any effect on my economic situation	30%	12%	32%	48%	25%
Not sure	17%	12%	19%	22%	18%

Among voters who answered that Trump's tariffs have made their economic situation worse, the consensus is increased costs are being felt most in everyday purchases like groceries

There is broad agreement across voting subgroups that increased costs are being felt most in everyday purchases. 80% or more of all partisan groups felt the pain of increased costs the most when buying items such as like groceries, clothing, and toiletries.

Where have you noticed the effects of President Trump's tariffs increasing costs the most?

Response	Overall	Harris	Swing	Trump	Did not vote
Everyday items like groceries, clothing, and toiletries	85%	90%	83%	80%	81%
Vehicle-related costs like gas, vehicle maintenance or buying a new car	7%	4%	7%	9%	8%
Electronics like computers, TVs and video games	3%	2%	4%	4%	4%
Household appliances like washing machines and refrigerators	1%	1%	2%	2%	2%
Not sure	4%	2%	4%	5%	6%

By large margins, voters overall say that Trump's tariffs are hurting the economy, and that Trump is a reckless leader vs a strong leader

By a margin of 24pp, voters believe that Trump's tariffs are hurting the economy vs. helping (56/32). Swing voters say hurting by a larger margin of +31pp (57/26) – and 18% of Trump voters say tariffs are hurting.

A majority of voters say that Trump is a reckless leader vs. a strong leader. Swing voters hold this opinion by a wider margin than voters overall.

Do you think President Trump's tariffs are helping or hurting the U.S. economy overall?

Response	Overall	2024 Vote: Harris	2020 x 2024 Vote: Swing	2024 Vote: Trump	2024 Vote: Did Not Vote
Helping a lot	20%	1%	13%	42%	13%
Helping a little	12%	2%	13%	22%	14%
No effect either way	3%	2%	5%	5%	6%
Hurting a little	12%	10%	18%	13%	13%
Hurting a lot	44%	82%	39%	5%	39%
Not sure	9%	4%	11%	13%	15%

Which of the following statements do you agree with more? President Trump's tariffs make me think he is...

Response	Overall	Harris	Swing	Trump	Did not vote
A strong leader taking on tough fights for America	39%	2%	32%	81%	29%
A reckless leader making life more expensive for ordinary Americans	51%	93%	50%	6%	51%
Not sure	10%	5%	18%	13%	20%