

navigator*

Wednesday, July 30th

The Economy and Tariffs: A Guide for Advocates



Credit: Shutterstock/Rokas Tenys

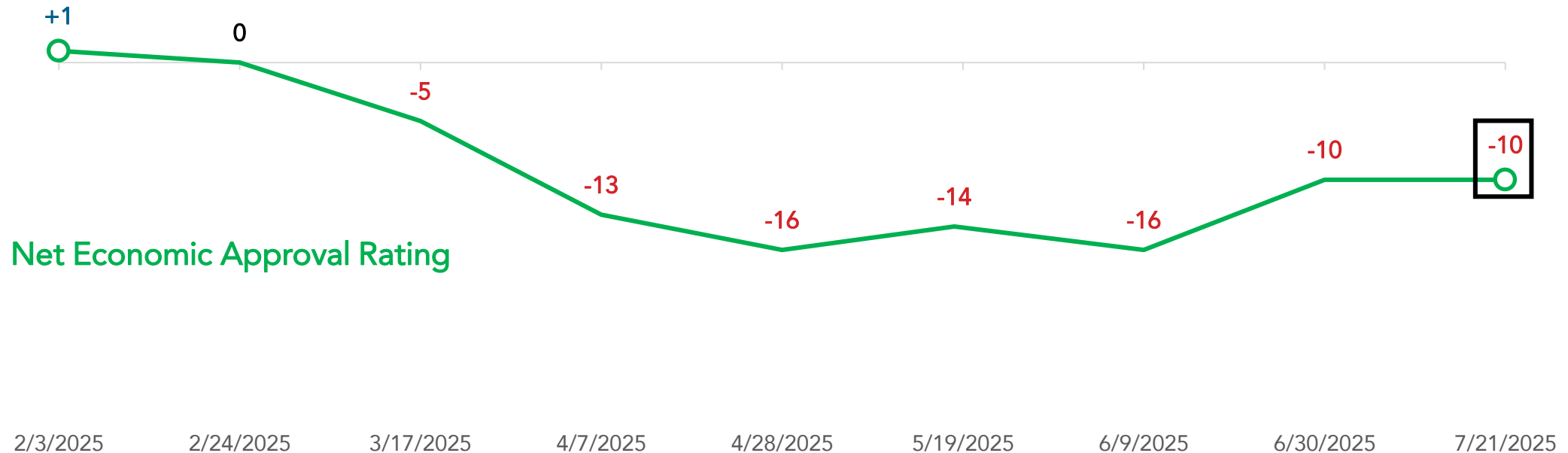
Key Takeaways:

- Trump's economic approval rating remains in the negative by double digits, and he is increasingly seen as more responsible for the current state of the economy than Biden.
- A majority of Americans say they are behind where they expected to be by now financially, and half have been unable to save up as much money as they would like to have recently. Groceries, housing, and utility costs are seen as going up by bipartisan majorities.
- For those who see costs rising, Americans say Trump's tariffs are the most to blame. Roughly three in five remain unfavorable toward tariffs, and a majority of Americans continue to say Trump's tariff plan is chaotic and economically damaging, rather than effective.

Trump's Economic Approval Remains in the Negative

Since the beginning of his term, Trump's economic approval rating has gone down substantially (from net +1 approve in February to net -10 now).

Do you approve or disapprove of the way Donald Trump is handling the economy?

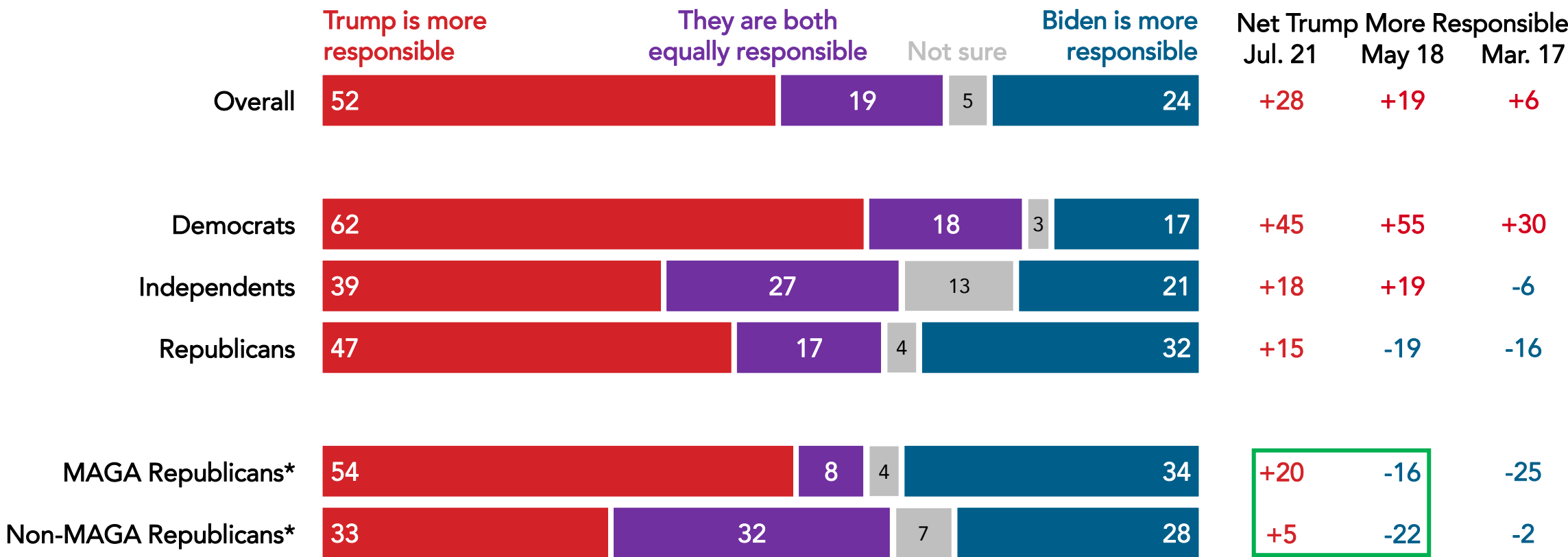


Nationwide surveys of registered voters; Each wave represents approximately 1,000 interviews taken over the prior three-five days. Latest wave conducted July 16-July 21, 2025. For more info, visit navigatorresearch.org.

Trump Is Increasingly Seen as More Responsible Than Biden for the State of the Economy

Since May, non-MAGA Republicans* have moved from net -22 Trump more responsible to net +5.

Do you think Donald Trump or Joe Biden is more responsible for the current state of the economy?

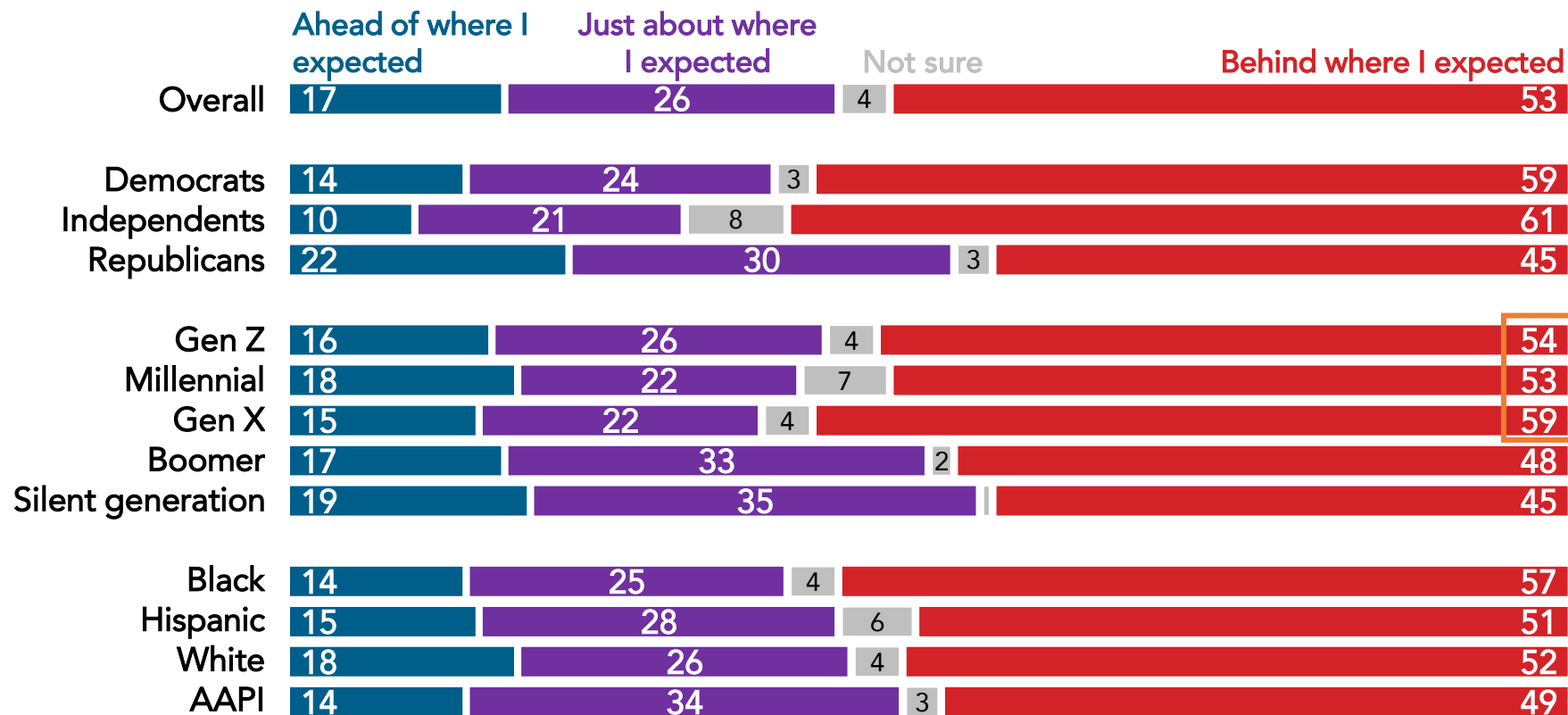


*"MAGA Republicans" are Republicans who identify as "a supporter of the MAGA movement" on a separate question, while "non-MAGA Republicans" are Republicans who do not consider themselves supporters of the MAGA movement or are not sure.
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Majorities Feel They Are Behind Where They Expected to Be Financially

Younger generations, including Gen Z (54% behind), Millennials (53%), and Gen X (59%), report feeling more behind than older ones.

Thinking back to a few years ago and where you thought you might be by now financially... Would you say you are ahead of where you expected you'd be, behind where you expected you'd be, or just about where you expected you'd be?

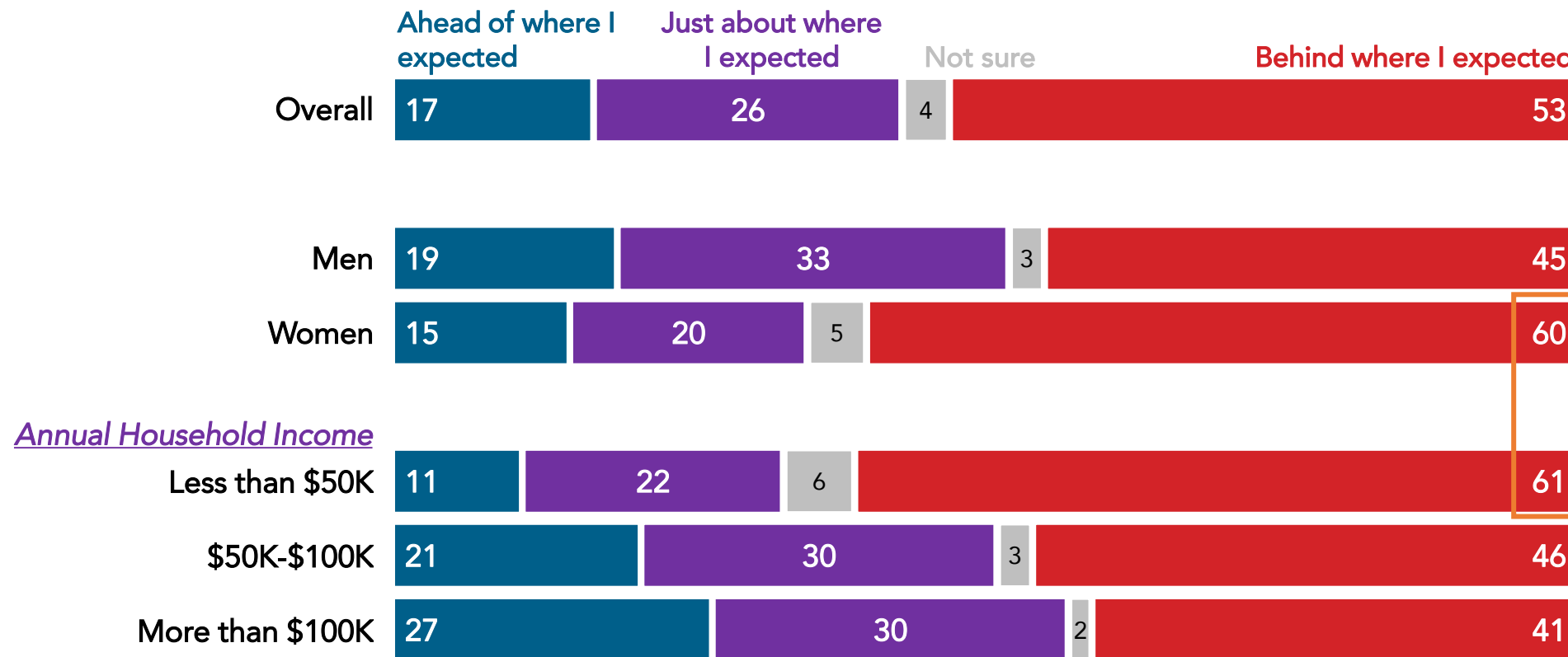


Nationwide survey of 1,000 registered voters conducted July 16-July 21, 2025.
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Women and Lower-Income Americans Are Feeling More Behind Financially Than Men, Higher-Income Americans

Three in five women (60%) and Americans who earn less than \$50,000 per year (61%) say they are behind where they expected to be.

Thinking back to a few years ago and where you thought you might be by now financially... Would you say you are ahead of where you expected you'd be, behind where you expected you'd be, or just about where you expected you'd be?



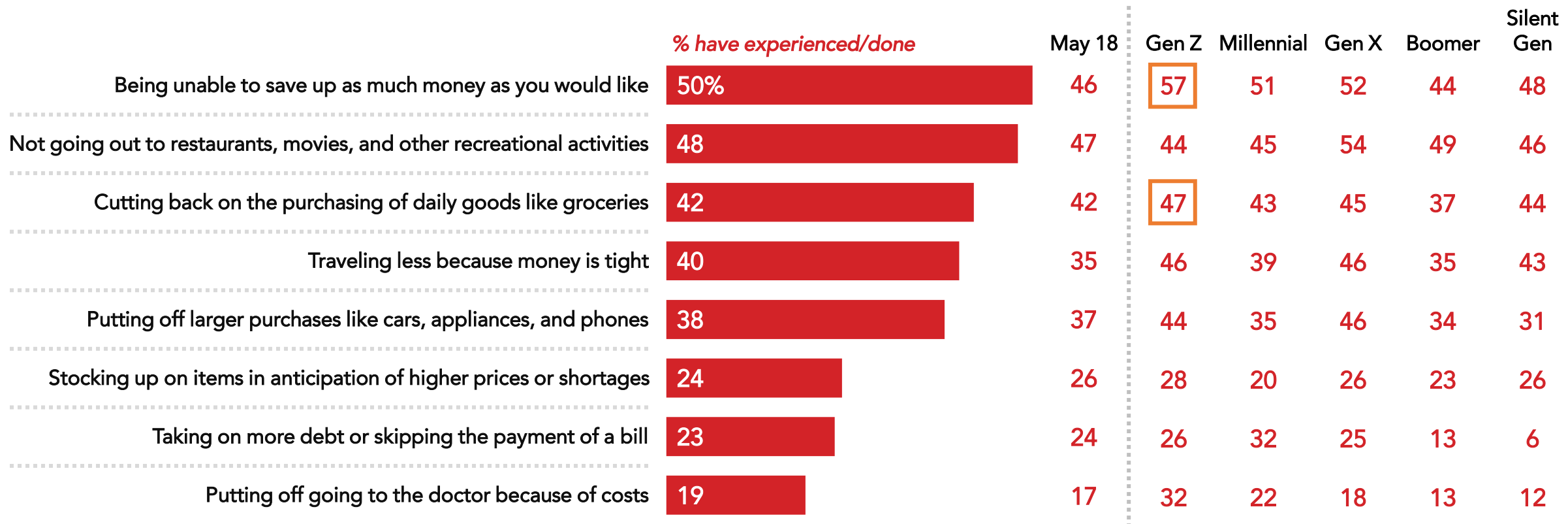
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Roughly Half Say They Aren't Saving Money & Are Cutting Back

Roughly half say they are unable to save money (50%) and have had to stop going out to restaurants and other recreational activities (48%).

- Gen Z in particular reports being unable to save money (57%) and cutting back on the purchasing of daily goods like groceries (47%).

Thinking more about the economy, have you experienced or done any of the following over the last month? Select all that apply.

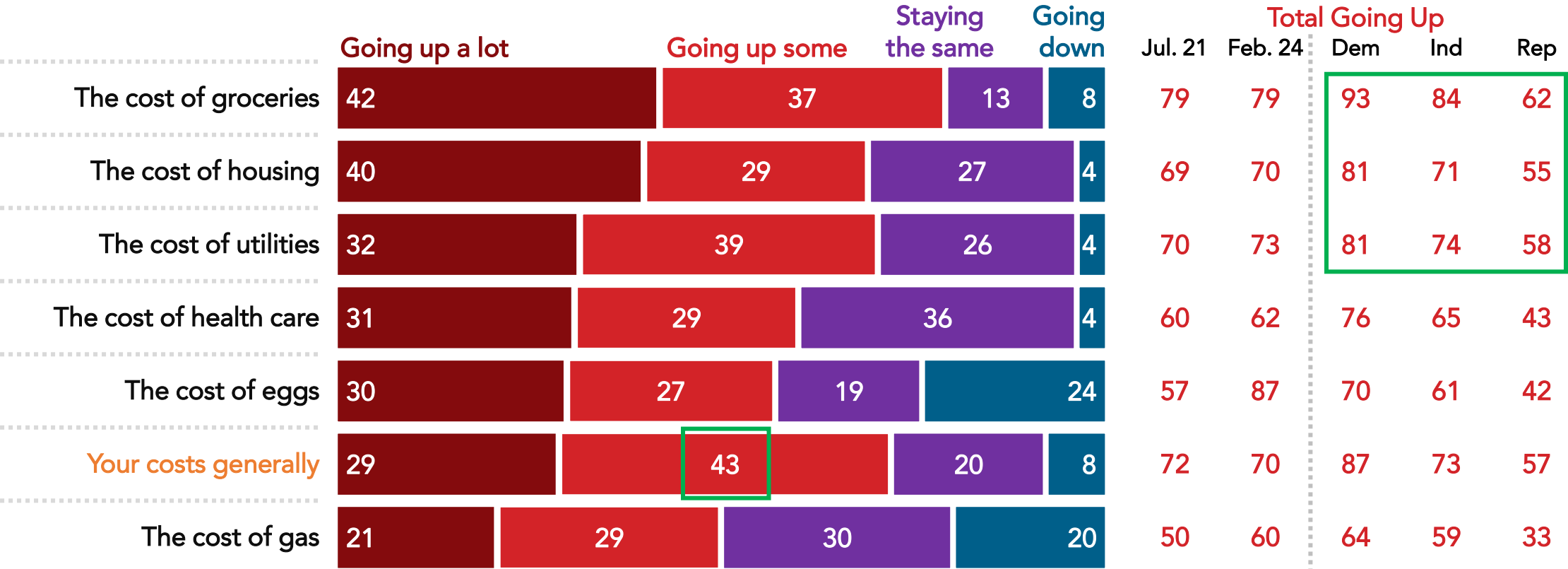


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Groceries, Housing, Utilities Are Biggest Cost Pain Points

Bipartisan majorities say the costs of groceries, housing, and utilities are all going up. Fewer say the same of gas and eggs, especially compared to February.

Please indicate, for each one, whether you feel like those costs are going up, going down, or staying the same.



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Trump's Tariffs Seen as the Biggest Culprit for Rising Prices

A majority of those who say their costs are going up blame Trump's tariffs (54%), including half of independents who see their costs rising (49%). Two in five non-MAGA Republicans* who see costs rising say Trump's tariffs and corporate price gouging are to blame (37% each).

[If believe costs generally are going up] Please rank the following in terms of who or what you hold most responsible for costs increasing, with 1 being the most to blame, and 5 being the least to blame.

	% top 1 most to blame	Dem	Ind	Rep	MAGA Reps.*	Non- MAGA Reps.*	Less than \$50K	\$50K- \$100K	\$100K+
Trump's tariffs	54%	72	49	26	19	37	54	52	57
Corporate price gouging	27	18	34	38	39	37	28	26	25
Global supply chain issues	8	4	9	12	16	8	8	6	10
Increased demand	6	3	4	11	12	11	6	7	6
Normal market changes	6	2	4	12	15	8	5	8	3

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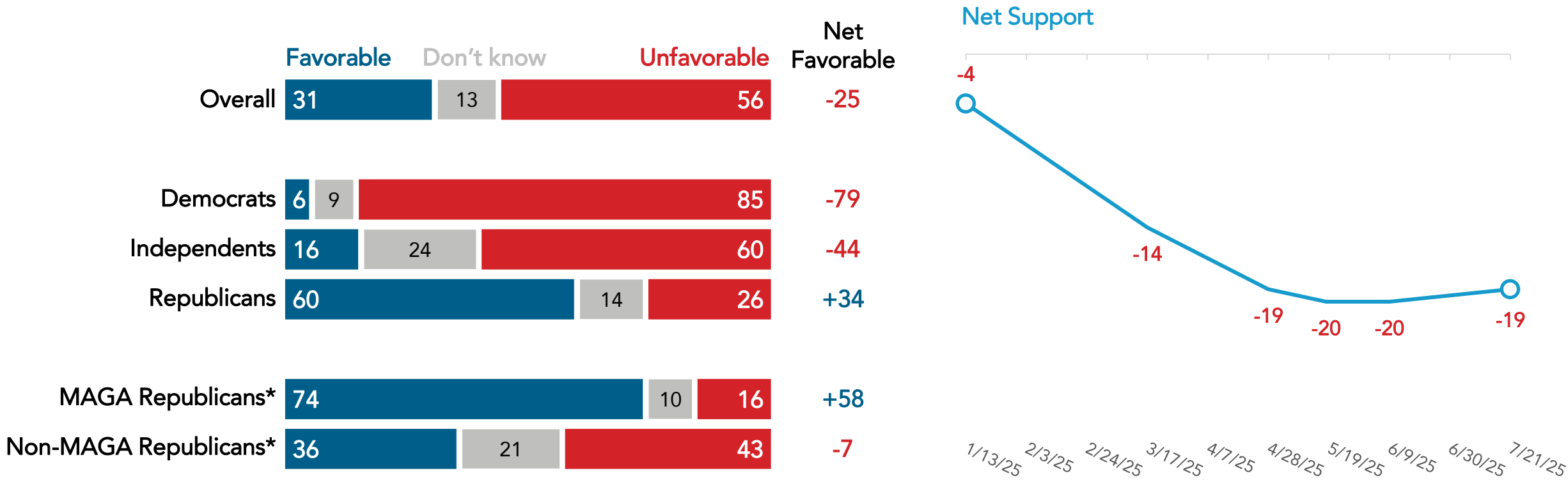
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Majorities Remain Unfavorable to Tariffs and Oppose Trump's Tariff Plan

Independents rate tariffs negatively (net -44 favorable) and oppose Trump's tariff plan (net -32 support).

Please indicate how favorable or unfavorable you are to: Tariffs.

Do you support or oppose Trump's tariff plan?

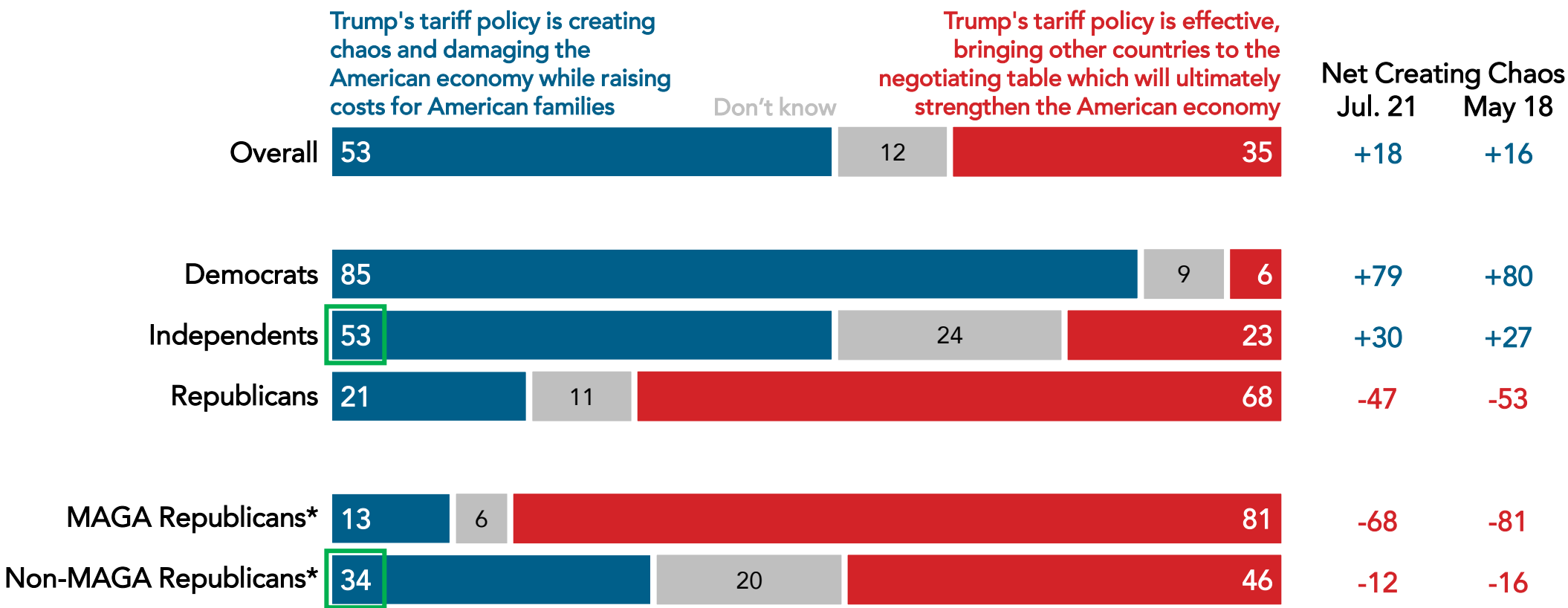


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Views of Trump's Tariff Plan Remain That It Is Chaotic, Damaging, and Not That It Is Effective

A majority of independents (53%) say Trump's tariff policy is creating chaos, as do a third of non-MAGA Republicans* (34%).

Which side do you agree with more?



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About Navigator

In a world where the news cycle is the length of a tweet, our leaders often lack the real-time public-sentiment analysis to shape the best approaches to talking about the issues that matter the most. Navigator is designed to act as a consistent, flexible, responsive tool to inform policy debates by conducting research and reliable guidance to inform allies, elected leaders, and the press. Navigator is a project led by pollsters from Global Strategy Group and GBAO along with an advisory committee, including: Jessica Floyd, The Hub Project; Christina Reynolds; Mike Podhorzer; Jesse Ferguson, progressive strategist; Navin Nayak; Stephanie Valencia, EquisLabs; and Melanie Newman, Planned Parenthood Action Fund.

About the Study

Global Strategy Group conducted a public opinion survey among a sample of 1,000 registered voters from July 16-July 21, 2025. 100 additional interviews were conducted among Hispanic voters. 100 additional interviews were conducted among African American voters. 100 additional interviews were conducted among younger voters between ages 18 and 27. 100 additional interviews were conducted among independent voters. The survey was conducted online, recruiting respondents from an opt-in online panel vendor. Respondents were verified against a voter file and special care was taken to ensure the demographic composition of our sample matched that of the national registered voter population across a variety of demographic variables. The margin of error for the full sample at the 95 percent level of confidence is +/- 3.1 percentage points. The margin of error for subgroups varies and is higher.

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