



Republicans voted for Trump to fix inflation at the grocery store, but worry consumers will bear the brunt of tariffs

Republicans voted for Trump with the mandate of fixing inflation. While goodwill for Trump is strong, Republicans do not want universal tariffs and believe consumers would get stuck paying the bill; favoring instead a strategic approach that protects U.S. manufacturers and national security while taming inflation.

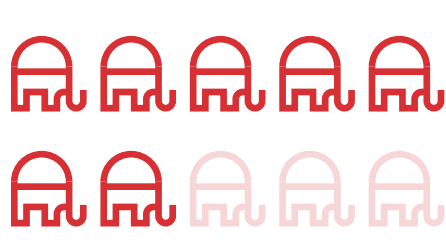
The economy and wrangling inflation, especially for basic necessities, are the major priorities Republicans want Trump focused on.

84%  of Republicans say the **economy and inflation should be the top priority** for the Trump administration.

76%  also say that the **cost of basic necessities like groceries should be a top priority** for the new administration.

Republicans overwhelmingly trust Trump on economic issues, but they express concern that universal tariffs are too broad.

Trump is reentering office with a large amount of goodwill.



70% of Republicans feel very favorable towards him.



90% of Republicans are adamant in **rejecting tariffs that could raise household expenditures** and are not targeted in a way that helps the Trump administration achieve its overarching goals.

Trump voters are tired of inflation and high grocery prices, and support exempting products or ingredients that aren't made or grown in the U.S.

Republicans are worried about who will bear the consequences of tariffs; when asked a plurality, they believe **American consumers end up paying the most for tariffs.**


62%  A majority of Republicans want products that cannot be grown or produced inside the U.S. to be exempted from any future tariffs.

56%  want to **exempt products that have limited availability** in the U.S.

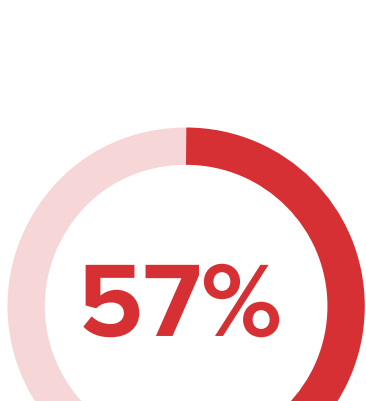


Republicans prioritize tariffs that protect U.S. manufacturing and national security versus an overly broad approach. In fact, an overwhelming majority see an opportunity for the Trump administration to impose strategic – not universal – tariffs, guided by a conviction that trade policy should help achieve geopolitical objectives. They also strongly reject potential tariffs on U.S. allies.

Republicans think tariffs should be strategic and aimed at a specific purpose.

83%  of Republicans say they would support a strategic tariff scheme that **protects U.S. manufacturing.**

83%  support a tariff scheme that targets industries that **threaten national security.**



This desire to be strategic and prioritize security is evident as 57% of Republicans feel **America's allies should not have additional tariffs placed on their imports.**

As the Trump administration outlines its economic and trade policy agenda, it should heed voters' instincts to prioritize policies that help to reduce inflation, give consumers' relief at the grocery store and protect domestic manufacturing.

Elected on a mandate to restore the economy, Trump should target and tailor tariffs in a way that helps to advance national security and geopolitical aims but take pains to avoid imposing tariffs that would inevitably lead to higher consumer costs.

The consumer packaged goods industry is the largest domestic manufacturing employer, supporting **22.3 million American jobs**. These companies make every effort to source inputs domestically; however, many essential supplies and ingredients must be imported.

Differentiating between imports that compromise U.S. competitiveness, versus those that are necessary because they cannot be made or grown in the U.S., is a proximal summary of voter sentiment.

So long as Trump has voters' trust on economic issues, their personal finances and grocery receipts should serve as guardrails in the trade policy arena.

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