

Survey Finds Americans want Fewer Tariffs, but Trump's Base Strongly Supports them

New poll shows a national majority favors reducing tariffs, while Trump's supporters back tariffs for jobs, national security, and standing up to China.

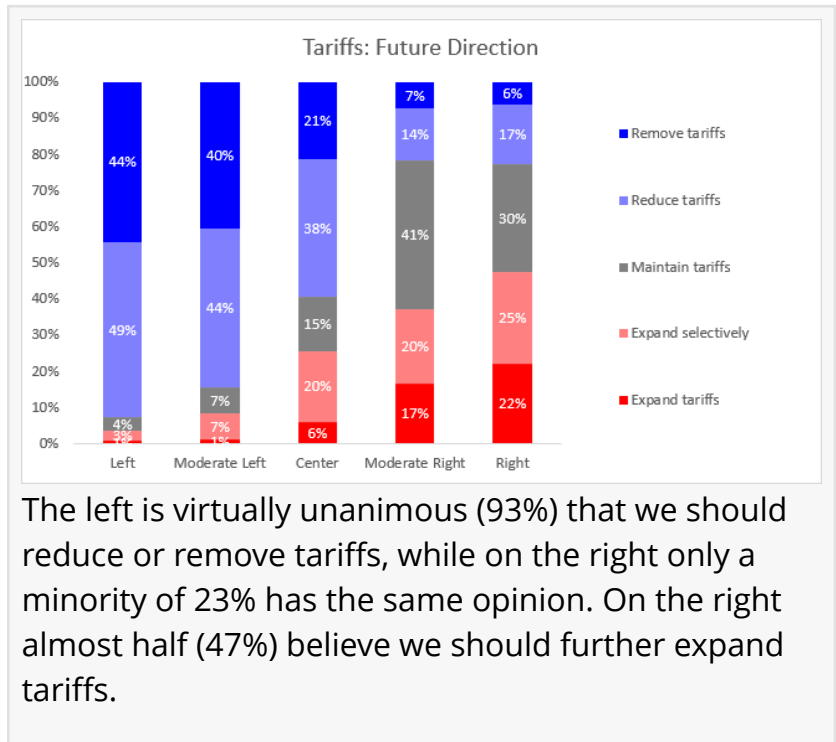
BOSTON, MA, UNITED STATES, October 21, 2025 /EINPresswire.com/ -- A [new collaborative poll by ActiVote](#) and [AllSides](#) uncovers a surprising split: Although a national majority leans toward reducing tariffs, the political right is firmly behind expanding them — especially for jobs, national security and confronting China.

Key findings at a glance:

- Tariffs as an economic tool: ~66% of Americans believe tariffs should be used to stimulate and protect industries, with only ~33% favoring minimal or no tariff use.
- Jobs vs. consumer prices: A strong 68% say tariffs should strike a balance between protecting jobs and keeping prices low; just 13% prioritize low prices and 18% prioritize jobs.
- Trade with China: 36% favor significantly reducing trade; 33% favor challenging China's unfair practices; 25% favor sanctions on bad actors — almost no one supports a free-market approach or a full-blown trade war.
- National security role for tariffs: The country is divided — 40% say tariffs should rarely or never be used for security, while 33% say they should be used frequently or always.
- Political leverage & revenue: While 47% oppose using tariffs for foreign-policy leverage, nearly half of the right-leaning respondents support frequent use of tariffs for leverage and increasing government revenue through tariffs.
- Retaliation concerns: 47% say retaliation should strongly influence policy or avoid tariffs altogether; risk sensitivity is much higher among the left (64%) than the right (33%).
- Corruption and lobbying: A striking 81% believe that lobbying and corruption connected to tariffs are a serious or very serious problem — a rare area of bipartisan agreement.

Why this matters

Tariffs officially sit at the crossroads of trade, economics and foreign policy — and this new





While the nation largely favors reducing tariffs compared to current policy, a core base on the right holds fast for jobs, security and global power — even as they admit significant corruption risk.”

*Victor Allis, Chief Pollster at
ActiVote*

survey exposes the fault lines clearly. Although the American public leans toward easing tariffs overall, one political faction remains committed to a more aggressive stance. Tariff-policy debates are not simply technical—they are deeply political. These findings suggest policymakers and businesses alike should consider:

- How to craft tariff policy that addresses job protection without fueling price hikes.
- How to navigate the tension between broad public caution and a vocal base advocating expansion.
- How to manage the widespread concern about corruption and lobbying, which spans across the political spectrum.

About the survey

[The October 2025 survey](#) comprised nine distinct questions each with five possible responses, fielded by ActiVote using its standard polling methodology. The average sample size was 609 respondents per question (range: 486–703), with an estimated margin of error of $\pm 4.0\%$.

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