

A New National Survey Shows That 55% Of Republicans— And 70% Of All Americans—Think Prices Will Go Up Due To Tariffs Trump Voters' Support for Tariffs Erodes Significantly on Consumer Goods Like Shoes

WASHINGTON, D.C. – A new national survey of 2,000 voters conducted by Emerson College Polling and commissioned by the **Footwear Distributors and Retailers of America (FDRA)** reveals American voters, including Trump voters, express significant concern over President-elect Donald Trump's approach to tariffs on consumer goods. The survey shows voters broadly back Trump on reducing taxes and increasing border security.

Voters support tariffs on goods, like technology, which is vital to national security—however, support for tariffs fractures across the board when it comes to essential daily items.

Here's a statement from President and CEO of FDRA, Matt Priest:

“President Trump has a clear mandate on tax reform and funding border security, but this survey reveals that support for tariffs is far less solid. Even his base shows division regarding tariffs on shoes, and that's because Americans understand they are the ones who ultimately bear the cost. The survey underscores this point, with voters widely recognizing that tariffs raise prices on everyday items. Simply put, tariffs on footwear are a hidden tax on hardworking American families—and Americans clearly see it that way.

“The recent election highlighted inflation as a top concern for voters, and this survey reflects growing inflation fatigue nationwide. Voters, including Republicans, increasingly worry that tariffs will only worsen inflation. We need targeted trade policies—not blanket tariffs that drive up costs for everyone. Members of Congress should pay close attention to these findings, as higher tariffs will impact consumer prices and could significantly influence the 2026 midterm elections.”

SURVEY'S KEY FINDINGS:

Voters support tariffs on issues vital to American security and interest, like technology.

- **74%** of Republicans and **53%** of all Americans support tariffs on computer chips or products vital to national security.

Voters do not support President-elect Trump's proposed tariffs on consumer goods. In fact, Trump voters' support for proposed tariffs on consumer goods like shoes erodes significantly.

- Voters oppose raising tariffs on essential household items **54%** to **27%**, additional tariffs on kids' shoes **55%** to **23%**, and running and walking shoes **50%** to **29%**.
- Only **41%** of Republicans support raising tariffs on goods they buy at Walmart, Target, or Costco.
- Support among Republicans drops further: Only **33%** think raising tariffs on kids' shoes is a good idea.

All voters – including Republicans – think tariffs will cause more inflation at retail.

- **55%** of Republicans - and **70%** of all Americans - think their prices will go up at Walmart due to tariffs.
- **63%** of Republicans – and **76%** of all Americans - believe they, or an American company, pay the tariffs, not foreign companies, or countries.

The findings come as the nation will soon transition to new leadership following the presidential election, placing tariffs and economic policies at the center of ongoing discussions. FDRA remains committed to advocating for eliminating footwear tariffs, urging policymakers to prioritize economic solutions that alleviate financial burdens on American families and support local businesses.

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About: FDRA is governed and directed by footwear executives and is the only trade organization focused solely on the industry. Serving the full footwear supply chain, it boosts its members' bottom lines through innovative products, training, consulting on footwear design and development, sourcing and compliance, trade and customs, advocacy, and consumer and sales trend analysis for shoe retailers around the world. FDRA supports 500 companies and brands worldwide, representing 95% of the total U.S. footwear industry.

Recent Coverage on Footwear Trends:

- **Axios:** [1 big thing: Distressed retail in tariff crosshairs](#)
- **NBC News:** [What Trump's return to the White House could mean for the economy and taxes](#)
- **CNBC:** [Trump's proposed tariffs could raise prices for consumers and slow spending](#)

The full results of the survey are available [here](#). For more information about the survey or to schedule an interview with Matt Priest, please contact FDRA at fdracomms@cgagroup.com.

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