

To: Footwear Distributors and Retailers of America
From: Emerson College Polling
Subject: National Survey Results

Voters think lowering the cost of groceries and everyday items should be President Trump's main priority, oppose tariffs on children's shoes, and think new tariffs will raise the cost of goods at everyday stores, according to a national survey of registered voters conducted by Emerson College Polling, commissioned by the Footwear Distributors and Retailers of America.

- I. A majority of voters (70%) think lowering the cost of groceries and everyday items should be President Trump's main priority, while 30% think it should not be his main priority.
 - A. Majorities of Democrats (75%), Republicans (72%) and independents (64%) think lowering costs of everyday items should be Trump's main priority.
 - B. While majorities of all racial groups think lowering costs should be Trump's main priority, Asian (93%) and Black voters (79%) most strongly agree, followed by Hispanics at 74%, and white voters (67%).

- II. Regarding the 84% tariff on children's shoes, 67% of voters oppose such tariffs on children's shoes, while 33% support them.
 - A. Opposition to tariffs on children's shoes is highest among voters over 70, who oppose 78% to 22%.
 - B. Democrats oppose tariffs on children's shoes 85% to 15%, independents oppose 72% to 28%, while Republicans support tariffs on children's shoes 55% to 45%.

- III. President Trump has raised tariffs on China and other countries, and 82% think these new tariffs will raise the price on goods they buy at stores like Walmart, Amazon, Target, or Costco, while 18% think they will not.
 - A. 89% of Democrats, 83% of independents, and 76% of Republicans think tariffs will raise the cost of goods.
 - B. 87% of voters in the West think tariffs will raise the price of goods at stores, compared to 83% of those in the Northeast, 82% of those in the South, and 79% of those in the Midwest.
 - C. 92% of those with postgraduate degrees think tariffs will raise the price of goods, 84% of those whose highest degree is college agree, along with 79% of those with associate degrees, 74% of those with vocational degrees, and 80% of those with a high school degree or less.

Methodology

The national survey was conducted by Emerson College Polling February 15-17, 2025. Questions included in this memo were commissioned by the Footwear Distributors and Retailers of America. The sample of US registered voters, n=1,000, has a credibility interval of +/- 3 percentage points. Data was collected by contacting cell phones via MMS-to-web text (phone list provided by Aristotle), and an online panel of voters matched provided by Rep Data. Panel responses were matched to the Aristotle voter file using respondents' full name and ZIP code.