

PRESS RELEASE | **September 28, 2026**

POLL: 71% of Voters Say Tariffs Are Driving Up Everyday Prices

Voters actually ranked tariffs higher than gas prices when it came to issues impacting their wallets

WASHINGTON, D.C. – New national polling conducted by Emerson College Polling for the **Footwear Distributors and Retailers of America (FDRA)** finds that 71% of voters believe tariffs have raised the price of basic goods they purchased over the past year, highlighting growing concerns about the impact of trade policy on Americans' everyday costs.

Tariff policy also ranked among the issues voters consider most important when deciding which candidate to support this November, scoring 3.72 on a five-point scale, slightly higher than gas prices at 3.69. The Iran war ranked highest among the issues tested at 3.87, followed by jobs at 3.80.

The findings show concern cutting across party lines. Ninety-one percent of Democrats, 73% of independents and 51% of Republicans say tariffs have raised the prices they pay for basic goods. Younger voters are particularly likely to report an impact, with 81% of voters under 50 saying tariffs increased prices, compared with 63% of voters age 50 and older.

"Americans are telling us clearly that tariffs are not an abstract trade issue. They are a pocketbook issue," said **Matt Priest, President and CEO of FDRA**. "Families are feeling these policies when they shop for the everyday products they need. At a time when affordability remains a major concern, policymakers should be looking for ways to lower costs, not adding new taxes that make necessities more expensive."

The poll also found growing concern about the broader economic impact of U.S. trade and tariff policies. Sixty-four percent of voters say President Trump's trade and tariff policies have hurt the U.S. economy, compared with 28% who say they have helped and 8% who say they have had no impact.

That represents a significant shift from [November 2024 polling](#) cited by FDRA, when voters were nearly evenly divided: 46% believed President Trump's tariff policy would hurt the economy and 44% believed it would help.

Independent voters show particularly strong concerns. Seventy-three percent say tariffs have raised their prices, while 71% believe President Trump's trade policies have hurt the economy.

The findings also show substantial opposition to imposing additional tariffs on everyday consumer products. Sixty-three percent of voters oppose further tariff increases on household items sold at retailers such as Walmart, Amazon, Target or Costco, while 19% support them and 18% are neutral.

On footwear specifically, **60% of voters oppose additional tariffs on children's shoes**, compared with just 16% who support them and 24% who are neutral.

"Shoes for growing children aren't optional purchases," Priest said. "When Americans across the political spectrum are saying tariffs are increasing the prices they pay, Washington should listen. Adding even more tariffs to necessities like children's footwear would move us in exactly the wrong direction."

Key Findings

71% of voters say tariffs have raised the price of basic goods they purchased in the past year.

64% say President Trump's trade and tariff policies have hurt the U.S. economy, compared with 28% who say they have helped.

73% of independents say tariffs have raised the prices they pay, while 71% say Trump's trade policies have hurt the economy.

60% oppose additional tariffs on children's shoes, while only 16% support them.

81% of voters under 50 say tariffs have raised prices, compared with 63% of voters age 50 and older.

For more information about [FDRA](#) or to schedule an interview with Matt Priest, please email fdracomms@cgagroup.com

About FDRA

FDRA is governed and directed by footwear executives and is the only trade organization focused solely on the footwear 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 98% of the total U.S. footwear industry. Learn more: fdra.org