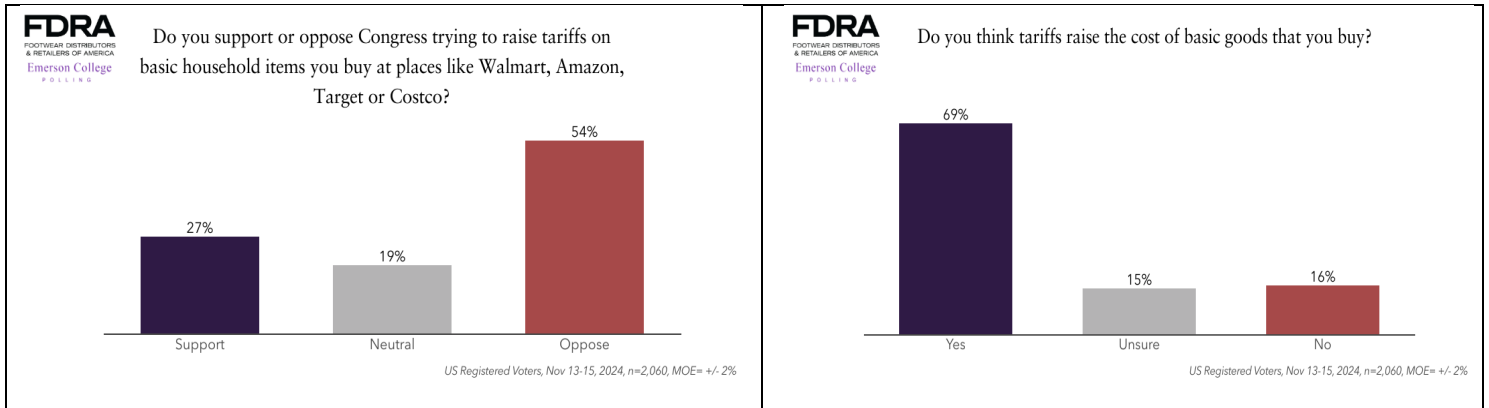


# 2024 U.S. National Survey

## Public Perception of Trump's Economic Policy Related to Taxes and Tariffs

November 2024



Survey Conducted by:

**Emerson College**  
P O L L I N G

Survey Commissioned by:

**FDRA**  
FOOTWEAR DISTRIBUTORS  
& RETAILERS OF AMERICA

## About the footwear industry's business and trade association



Representing over 95% of the entire industry, the Footwear Distributors and Retailers of America (FDRA) is the largest and most respected footwear trade association in the U.S. It serves the entire footwear industry, from small family-owned footwear businesses to global footwear companies, as well as domestic manufacturers, importers, and retailers. In all, it supports more than 250 companies and over 500 brands designing, producing, and selling great footwear to consumers all over the globe.

## About the innovative, nationally-ranked polling center



The Emerson College Polling Center is a non-partisan organization that administers opinion surveys to better understand the attitudes and beliefs of the public with a transparent and representative approach. The Polling Center follows the science and studies the results — leading the way in public opinion research. As a nationally ranked polling center, Emerson College Polling conducts research on civic behavior, polling methodology, public health, and public policy. Emerson Polling is based in Boston, Massachusetts. It is a charter member of the Transparency Initiative of the American Association of Public Opinion Research (AAPOR).

## **Key Findings**

The 2024 election resulted in President Trump winning the White House and Republicans gaining full control of Congress. The economy, particularly inflation, was the central issue of the campaign. President-elect Trump and the GOP proposed various economic policies, including tariffs of up to 60% on all goods.

***But what is the actual economic mandate voters—including Republican voters—believe they have given to President Trump and Congressional Republicans?***

The Footwear Distributors and Retailers of America (FDRA) commissioned this survey to gain key insights into the economic priorities of President-elect Trump's supporters. Shoes are an essential item for all consumers, yet they are disproportionately taxed. President-elect Trump's proposed across-the-board tariff increases could exacerbate this burden. FDRA sought to understand how voters truly feel about tariffs on essential goods like footwear—whether they fully support the President's economic agenda or have reservations about these policies.

**Voters believe President-elect Trump and Congressional Republicans have a clear mandate to fund border security and extend tax cuts.**

- Voters support Congress passing legislation to increase funding for border security 68% to 14%, including 87% of Trump voters and 51% of Harris voters.
- Nearly half of all voters support extending the Trump tax cuts. 35% oppose and 20% have no opinion.
- 70% of all voters support increasing child tax credits to help families.

**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.

**President-elect Trump only retains Republican support to add tariffs on large or industrial items.**

- Voters are more split on tariffs on steel and aluminum imports (37% oppose 36% support) and large industrial items like cars, refrigerators, and machines (42% oppose, 39% support).
- 61% of Republicans support tariffs on cars, refrigerators, and machines versus 39% of all voters.
- 58% of Republicans support tariffs on steel versus 36% of all voters.

**President-elect Trump's proposed tariffs on consumer goods are not backed by voters.**

**In fact, Trump voters' support erodes significantly on proposed tariffs on consumer goods like shoes.**

- Voters oppose raising tariffs on basic 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 as only 33% of Republicans think it's a good idea to raise tariffs even more on kids' shoes.*

**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.

## **Methodology**

Emerson College Polling is pleased to present The Footwear Distributors & Retailers of America with the findings from a survey of U.S. voters on economic perception and policy.

All respondents interviewed in this study were part of a sample of N=2,060 US voters.

Data was weighted by U.S. general population parameters. The credibility interval, similar to a poll's margin of error, for the sample is +/- 2% in 19 of 20 cases. The survey was administered via an online panel provided by CINT and email by contacting a list of registered voters.

Data was collected between November 13-15, 2024.

The results presented in this report include univariate and bivariate analysis of the data. Frequency distributions for each item included on the questionnaire are shown in the tables. In all cases, cross-tabulation results are also shown. This type of bivariate analysis examines differences between sub-groups of the overall population. In the cases where cross-tabulation results are presented, a chi-square test, an independent t-test for means, or a Z-test for independent percentages is shown.

A chi-square test is used in cases where comparisons are made for categorical variables. A t-test is used in cases where comparisons are made for measurement variables. A Z-test is used in cases where comparisons are made between independent population percentages.

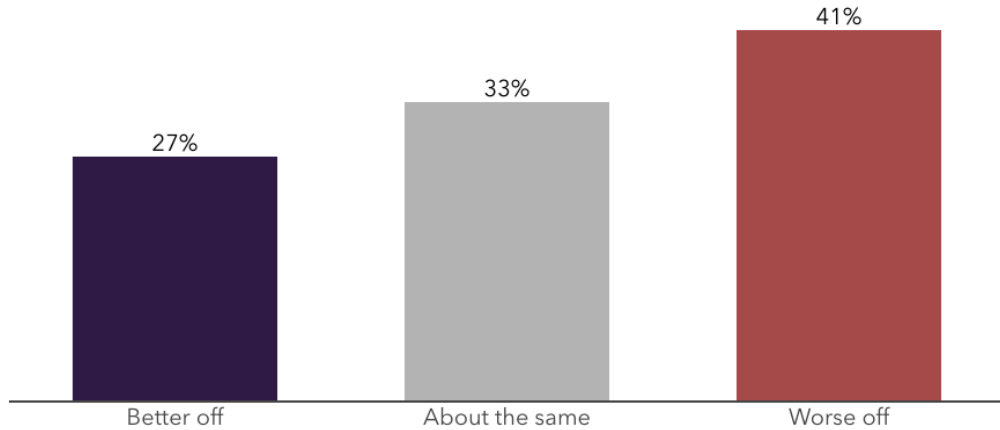
The purpose of these statistical tests is to determine whether or not the observed difference between sub-groups in the sample is due to sampling error or whether it is due to a real difference in the population. When the results are statistically significant, it strongly suggests that the observed difference between sub-groups found in the sample is due to a real difference in the population, and not due to sampling error.

A chi-square significance level of .05 indicates significance at the 95 percent level. In other words, it is 95 percent likely that the results are due to a real difference between comparison groups. A chi-square significance level of .01 indicates significance at the 99 percent level. When a t-test or a Z-test is shown, lower- and upper-case letters indicate significance at the 90 and 95 percent levels respectively.

**Looking back - Would you say that you (and your family living with you) are financially better or worse off than you were a year ago?**



Looking back - Would you say that you (and your family living with you) are financially better or worse off than you were a year ago?



US Registered Voters, Nov 13-15, 2024, n=2,060, MOE= +/- 2%

A plurality of voters (41%) said they are worse off financially than they were a year ago, while a third (33%) are about the same, and 27% are better off than they were a year ago.

Sentiment varies by party registration/affiliation:

- Democrats: 40% better off, 18% worse off, 42% about the same
- Republicans: 18% better off, 60% worse off, 23% about the same
- Independents: 24% better off, 41% worse off, 34% about the same

A plurality of voters who supported Kamala Harris in the 2024 election said they are about the same financially as they were a year ago, while a majority of Donald Trump voters said they are worse off than they were a year ago.

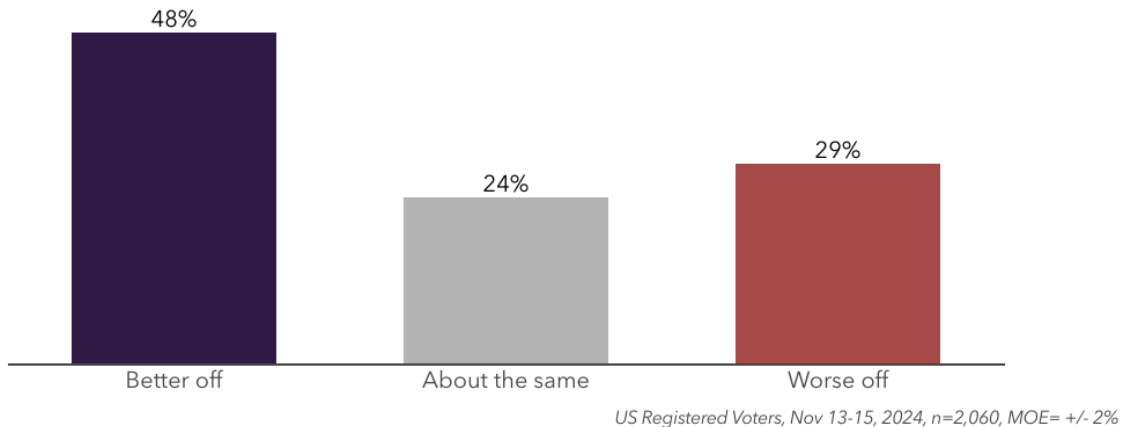
- Harris voters: 42% better off, 16% worse off, 43% about the same
- Trump voters: 14% better off, 64% worse off, 22% about the same

Younger voters were generally more likely to report being better off financially than a year ago than older voters: 39% of voters under 40 said they are better off, compared to 22% of voters ages 40 and older.

**Now looking ahead – after this election – do you think that a year from now you (and your family living with you) will be better off financially, or worse off, or just about the same as now?**



Now looking ahead – after this election – do you think that a year from now you (and your family living with you) will be better off financially, or worse off, or just about the same as now?



Nearly half of voters (48%) think they will be better off financially a year from now, 29% think they will be worse off financially, and 24% expect their finances to be about the same.

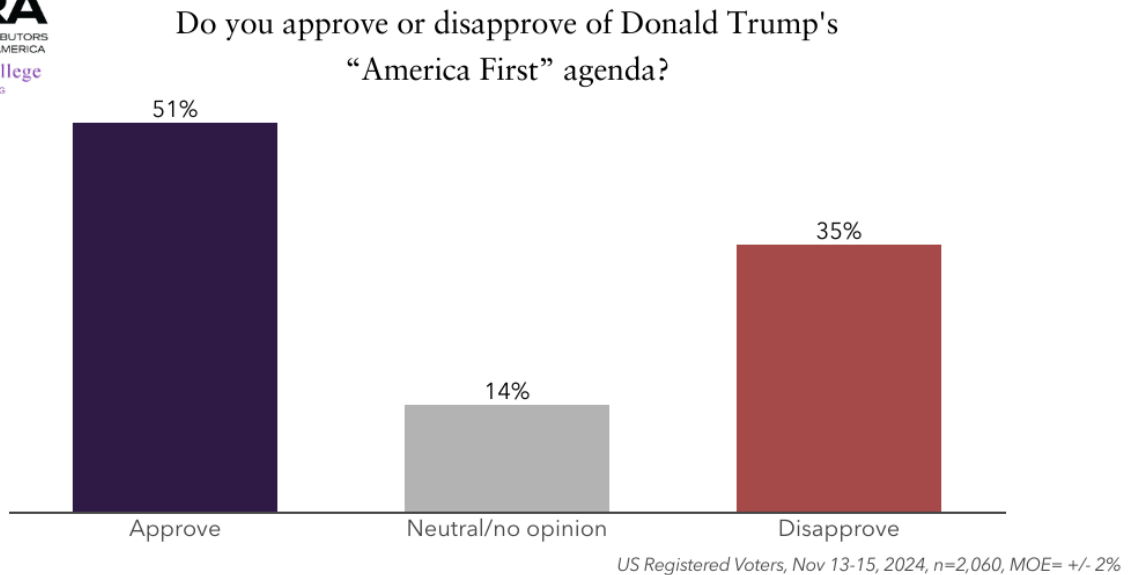
- Democrats: 23% better off, 49% worse off, 28% about the same
- Republicans: 75% better off, 9% worse off, 16% about the same
- Independents: 43% better off, 31% worse off, 27% about the same

Donald Trump and Kamala Harris supporters had different expectations for their future finances:

- Harris voters: 19% better off, 53% worse off, 28% about the same
- Trump voters: 77% better off, 7% worse off, 16% about the same

The expectation of future financial well-being varies by gender: 53% of men expect to be better off, 25% worse off, and 22% about the same, while 42% of women expect to be better off, 33% worse off, and 25% expect to be about the same.

## Do you approve or disapprove of Donald Trump’s “America First” agenda?



Just over half (51%) of voters approve of President-elect Trump’s “America First” agenda, while 35% disapprove, and 14% are neutral or have no opinion.

- Democrats: 19% approve, 67% disapprove, 15% neutral
- Republicans: 87% approve, 6% disapprove, 7% neutral
- Independents: 45% approve, 37% disapprove, 19% neutral

Trump voters and Harris voters are also split on the “America First” agenda:

- Harris voters: 15% approve, 73% disapprove, 13% neutral
- Trump voters: 90% approve, 1% disapprove, 9% neutral

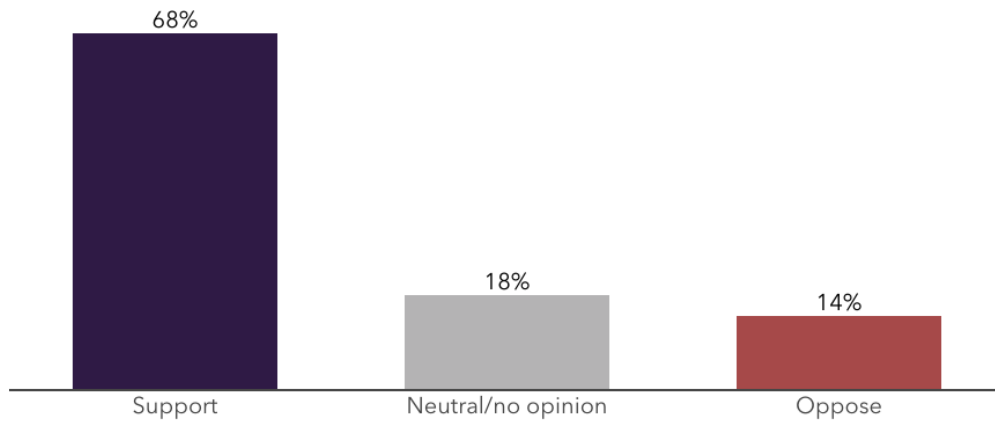
Voters located in the South (58% approve) and Midwest (52% approve) were more likely to approve of Trump’s “America First” agenda than voters based in the Northeast (45% approve) or West (44% approve).

Sixty percent of men approve of Trump’s America First agenda compared to 44% of women.

## Do you support or oppose Congress passing legislation to increase funding for border security?



## Do you support or oppose Congress passing legislation to increase funding for border security?



US Registered Voters, Nov 13-15, 2024, n=2,060, MOE= +/- 2%

Over two-thirds (68%) of voters support Congress passing legislation to increase funding for border security, while 14% oppose and 18% are neutral or have no opinion.

- Democrats: 49% support, 27% oppose, 24% neutral
- Republicans: 87% support, 4% oppose, 9% neutral
- Independents: 65% support, 13% oppose, 22% neutral

A majority of both Trump voters and Harris voters support legislation to increase funding for border security.

- Harris voters: 51% support, 24% oppose, 25% neutral
- Trump voters: 87% support, 4% oppose, 9% neutral

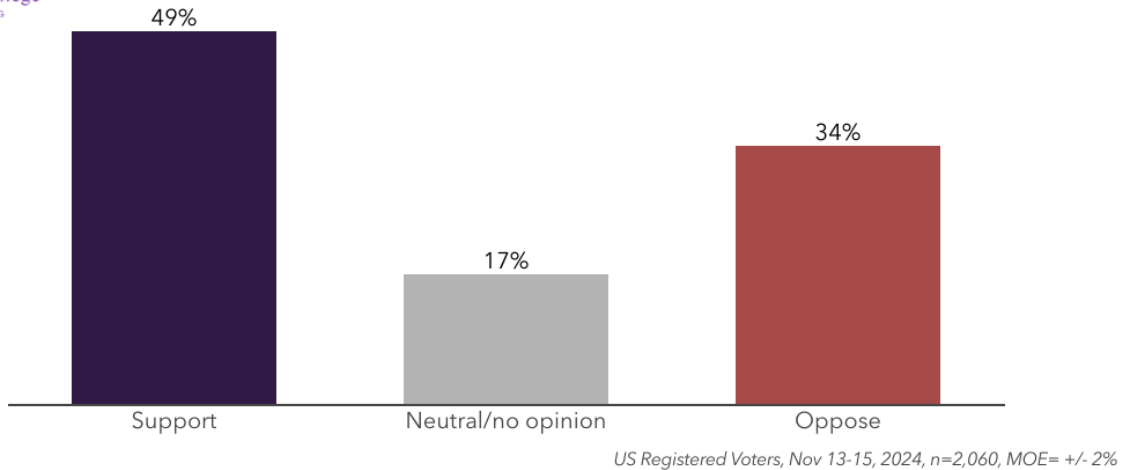
The level of support for legislation to increase funding for border security varied by race/ethnicity:

- White voters: 74% support, 11% oppose, 15% neutral
- Asian voters: 58% support, 15% oppose, 27% neutral
- Hispanic voters: 53% support, 23% oppose, 24% neutral
- Black voters: 49% support, 24% oppose, 28% neutral

## Do you support or oppose Congress extending the Trump tax cuts?



### Do you support or oppose Congress extending the Trump tax cuts?



Almost half of voters (49%) support extending the Trump tax cuts, while 34% oppose, and 17% are neutral.

Opinion varies strongly by party:

- Democrats: 19% support, 61% oppose, 21% neutral
- Republicans: 79% support, 9% oppose, 12% neutral
- Independents: 46% support, 35% oppose, 20% neutral

As well as by which candidate voters supported in 2024:

- Harris voters: 16% support, 65% oppose, 19% neutral
- Trump voters: 83% support, 5% oppose, 13% neutral

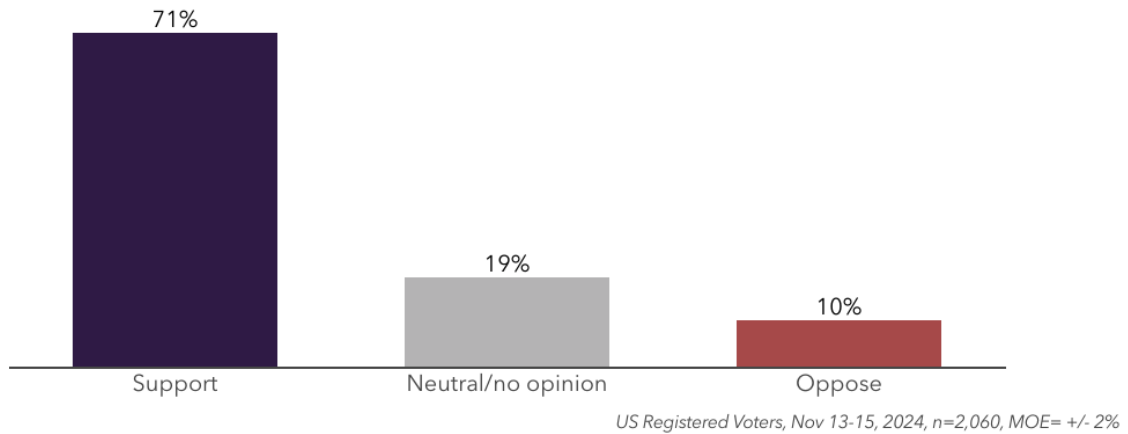
Black voters oppose extending the Trump tax cuts at a higher rate than other racial/ethnic groups:

- White voters: 55% support, 32% oppose
- Hispanic voters: 41% support, 35% oppose
- Black voters: 25% support, 47% oppose

## Do you support or oppose Congress increasing child tax credits to help families?



Do you support or oppose Congress increasing child tax credits to help families?



A majority (71%) support Congress increasing child tax credits to help families, while 10% oppose, and 19% are neutral or have no opinion.

Majorities of all political affiliations support it, including 77% of Democrats, and 69% of Republicans and independents.

Both Trump voters and Harris voters support increasing child tax credits to help families:

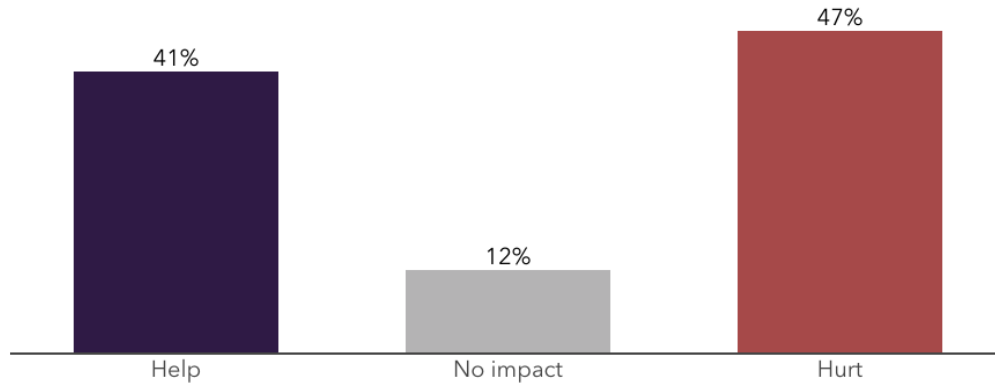
- Harris voters: 77% support, 10% oppose, 13% neutral
- Trump voters: 69% support, 11% oppose, 21% neutral

The level of support for increasing child tax credits is lesser among voters under 30 compared to other age groups – 57% of 18-29-year-olds support it, compared to 74% support among voters over the age of 30.

**A tariff is a tax imposed by a government on goods and services imported from other countries. Do you think the U.S. and its major trading partners continuing to increase tariffs will help, hurt, or have no impact on the U.S. Economy?**



Do you think the U.S. and its major trading partners continuing to increase tariffs will help, hurt, or have no impact on the U.S. Economy?



US Registered Voters, Nov 13-15, 2024, n=2,060, MOE= +/- 2%

A plurality of voters (47%) think continuing to increase tariffs will hurt the economy, while 41% think it will help the economy, and 12% think it will have no impact.

Seventy-one percent of Democrats think continuing to increase tariffs will hurt the economy, while 20% think it will help. Two-thirds of Republicans (67%) think it will help the economy, while 19% think it will hurt the economy.

This partisan divide is reflected by the opinions of Trump voters and Harris voters:

- Harris voters: 14% help the economy, 79% hurt the economy, 6% no impact
- Trump voters: 68% help the economy, 16% hurt the economy, 16% no impact

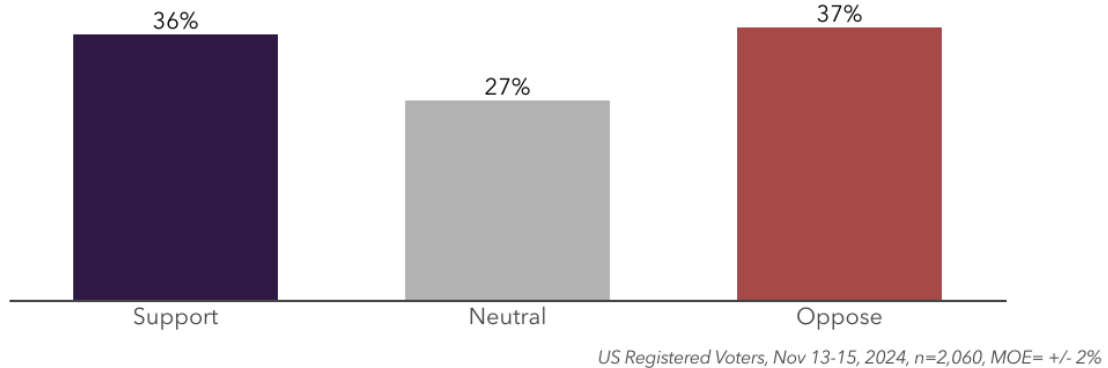
Opinion on continuing to increase tariffs varies by educational attainment:

- High school or less: 43% help, 40% hurt
- Vocational/technical school: 50% help, 39% hurt
- Associate/some college: 44% help, 43% hurt
- College graduates: 37% help, 55% hurt
- Postgraduates: 31% help, 61% hurt

## Do you support or oppose imposing additional tariffs on steel and aluminum imports?



### Do you support or oppose imposing additional tariffs on steel and aluminum imports?



Voters are more split on the issue of imposing additional tariffs on steel and aluminum imports: 36% would support it, 37% would oppose it, and 27% are neutral or have no opinion.

Democrats and Republicans break in opposite directions: 57% of Democrats oppose imposing additional steel and aluminum tariffs, while 18% support it. Fifty-eight percent of Republicans support it, while 16% oppose it. Independents are split: 41% oppose, 31% support.

Among Trump voters and Harris voters...

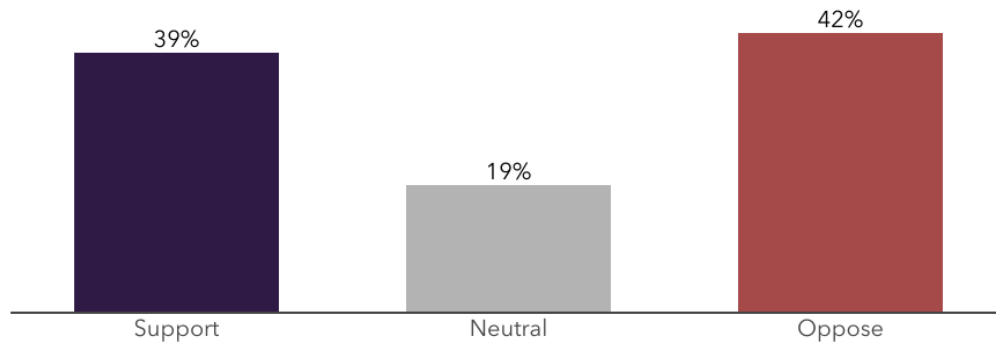
- Harris voters: 15% support, 64% oppose
- Trump voters: 59% support, 12% oppose

There is a significant gender divide: 46% of men support imposing additional tariffs on steel and aluminum imports, compared to 28% of women. Forty-one percent of women oppose additional tariffs, compared to 33% of men.

Forty-three percent of voters in union households support additional tariffs on steel and aluminum imports, while 40% oppose such tariffs. Voters in non-union households are more split: 35% support additional tariffs, 37% oppose, and 29% are neutral.

## Do you support or oppose imposing additional tariffs on large industrial items like cars, refrigerators, and machines?

Do you support or oppose imposing additional tariffs on large industrial items like cars, refrigerators, and machines?



US Registered Voters, Nov 13-15, 2024, n=2,060, MOE= +/- 2%

A plurality of voters (42%) oppose additional tariffs on large industrial items, while 39% support such tariffs. Nineteen percent are neutral or have no opinion.

Opinion varies by party registration: a majority of Democrats (63%) oppose additional tariffs on large industrial items, while 21% support. A majority of Republicans (61%) support additional tariffs, while 17% oppose. A plurality of independents (48%) oppose, while 35% support.

- Harris voters: 72% oppose, 15% support, 13% neutral
- Trump voters: 66% support, 14% oppose, 20% neutral

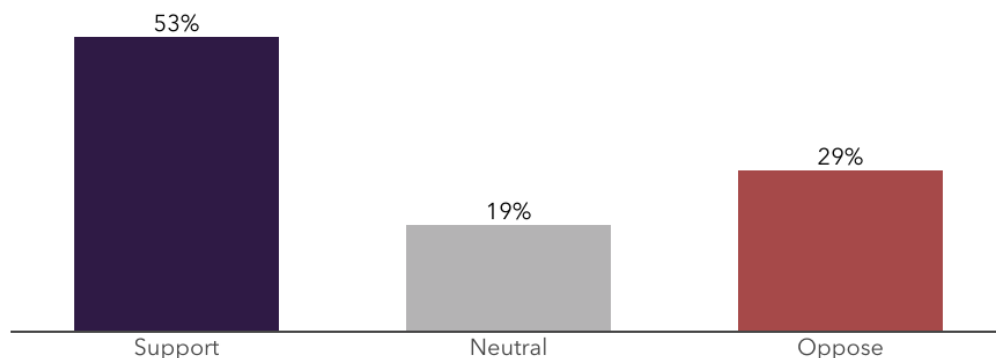
There is a significant gender divide: 49% of men support additional tariffs on large industrial items, while 37% oppose. A plurality of women (46%) oppose such tariffs, while 31% support.

Support for imposing tariffs on large industrial items is highest in the South at 43%, compared to 42% in the Midwest, 35% in the West, and 34% in the Northeast. Opposition to additional tariffs is highest in the Northeast, at 50%, and West, at 48%, while 41% in the Midwest oppose and 35% in the South oppose.

## Do you support or oppose imposing additional tariffs on products like computer chips from China to help protect our country's security?



Do you support or oppose imposing additional tariffs on products like computer chips from China to help protect our country's security?



US Registered Voters, Nov 13-15, 2024, n=2,060, MOE= +/- 2%

A majority (53%) of voters support imposing additional tariffs on products like computer chips from China to help protect US security, while 29% oppose such tariffs, and 19% are neutral or have no opinion.

Republicans firmly support such tariffs: 74% support, 11% oppose, and 16% are neutral. Democrats are more split: 45% oppose, 34% support, and 21% are neutral. Nearly half (48%) of independents support such tariffs, while 32% oppose and 20% are neutral.

- Harris voters: 33% support, 47% oppose
- Trump voters: 75% support, 11% oppose

Opinion on additional tariffs for products like computer chips from China varies by race/ethnicity:

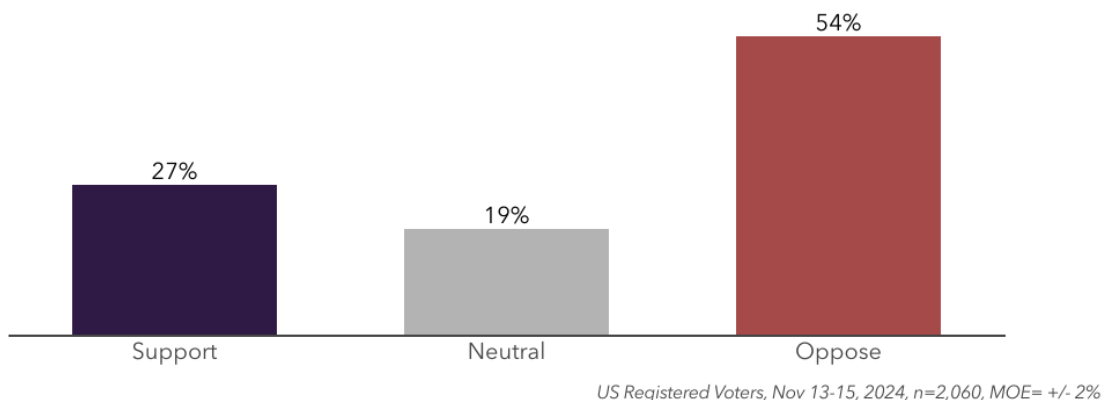
- White voters: 57% support, 27% oppose, 16% neutral
- Asian voters: 47% support, 33% oppose, 21% neutral
- Hispanic voters: 46% support, 27% oppose, 26% neutral
- Black voters: 35% support, 37% oppose, 28% neutral

Sixty-one percent of men support such tariffs, compared to 45% of women.

## Do you support or oppose Congress trying to raise tariffs on basic household items you buy at places like Walmart, Amazon, Target or Costco?



Do you support or oppose Congress trying to raise tariffs on basic household items you buy at places like Walmart, Amazon, Target or Costco?



A majority of voters (54%) oppose Congress trying to raise tariffs on basic household items bought at places like Walmart, Amazon, Target, or Costco, while 27% support raising tariffs on such items and 19% are neutral or have no opinion.

A majority of Democrats (72%) and independents (60%) oppose raising tariffs on basic household items. Republicans are more split: a plurality (41%) support raising tariffs on basic household items, while 32% oppose and 27% are neutral.

- Harris voters: 80% oppose, 13% support
- Trump voters: 30% oppose, 42% support

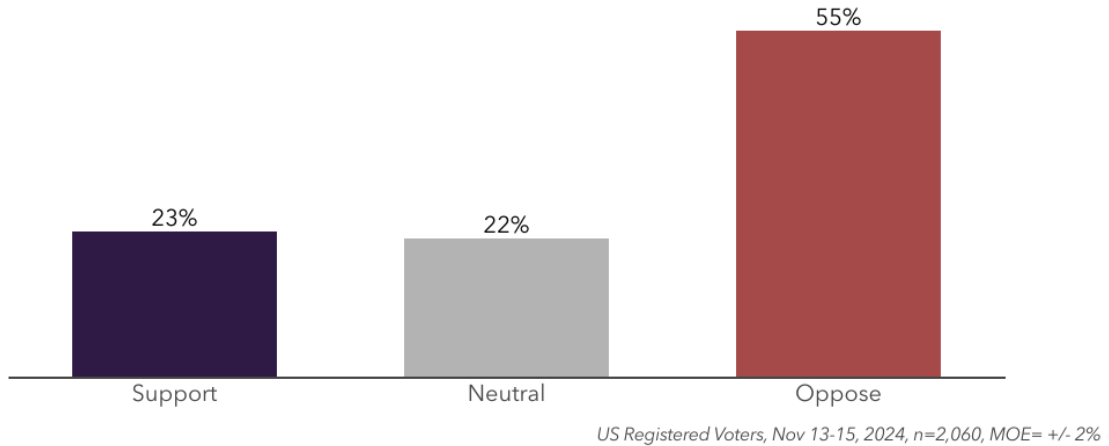
Women are more likely to oppose raising tariffs on basic household items than men: 60% of women oppose, compared to 48% of men. Thirty-six percent of men support trying to raise tariffs on household goods, compared to 18% of women.



**Some basic kids' shoes currently have a 70% tariff rate. Do you support or oppose additional tariffs on kid's shoes?**



Some basic kids' shoes currently have a 70% tariff rate. Do you support or oppose additional tariffs on kid's shoes?



A majority of voters (55%) oppose additional tariffs on kid's shoes, while 23% support such tariffs, and 22% are neutral or have no opinion.

A majority of Democrats (70%) and independents (59%) oppose additional tariffs on kid's shoes. Republicans are more split: 36% oppose additional tariffs on kid's shoes, 33% support additional tariffs, and 30% are neutral.

- Harris voters: 12% support, 77% oppose, 11% neutral
- Trump voters: 35% support, 33% oppose, 32% neutral

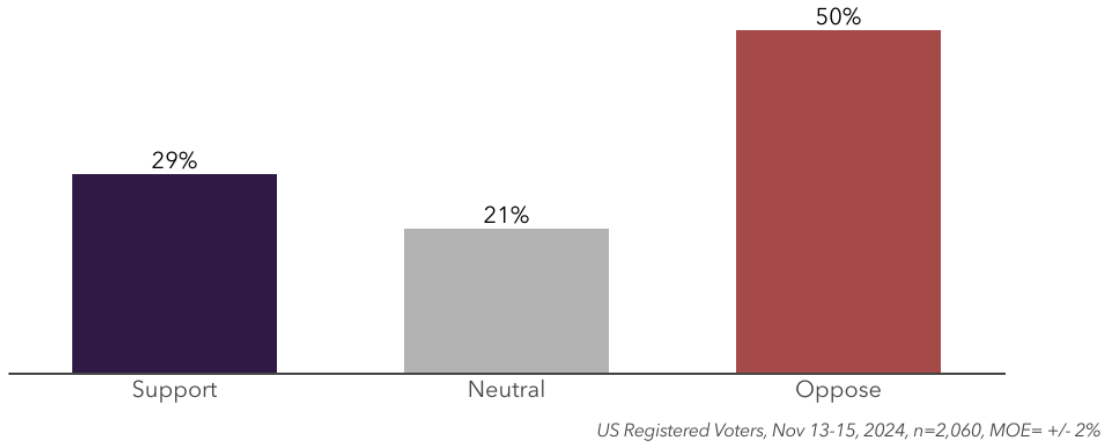
Voters under 30 are more likely to support additional tariffs on kid's shoes: 31% of voters under 30 support additional tariffs, compared to 22% of voters over the age of 30.

Women oppose additional tariffs at a higher rate than men: 60% of women oppose additional tariffs on kid's shoes compared to 49% of men.

**Basic walking and running shoes currently have 20% tariffs. Do you support or oppose additional tariffs on shoes you buy for yourself?**



Basic walking and running shoes currently have 20% tariffs. Do you support or oppose additional tariffs on shoes you buy for yourself?



Half of voters (50%) oppose additional tariffs on basic walking and running shoes, while 29% support additional tariffs, and 21% are neutral or have no opinion.

A majority of Democrats (71%) and independents (52%) oppose additional tariffs on walking/running shoes, while 45% of Republicans support additional tariffs.

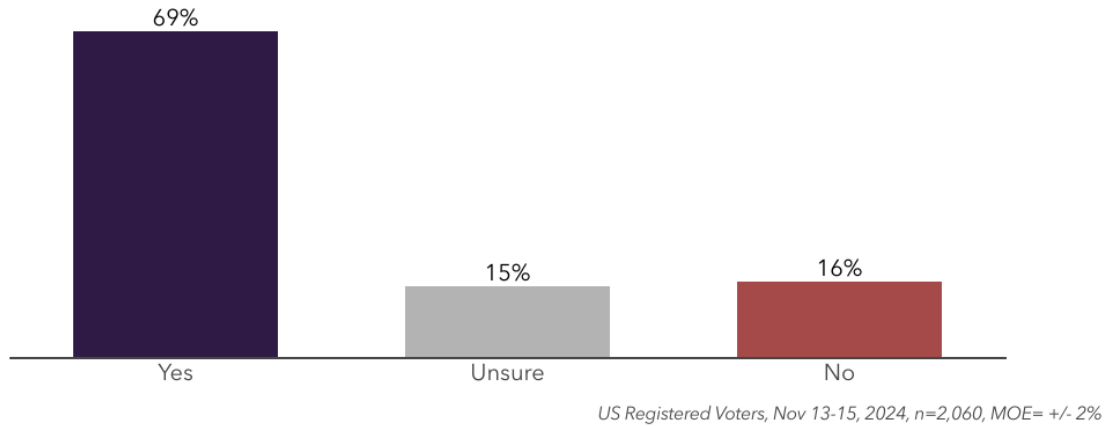
Among Trump voters, 47% support additional tariffs, 25% oppose, and 28% are neutral. Among Harris voters, 77% oppose additional tariffs on walking/running shoes, 11% support, and 12% are neutral.

Female voters oppose additional tariffs 55% to 22%, while men oppose 45% to 36%.

## Do you think tariffs raise the cost of basic goods that you buy?



Do you think tariffs raise the cost of basic goods that you buy?



Over two-thirds of voters (69%) think tariffs raise the cost of basic goods that they buy, while 16% do not think they raise the cost of goods, and 15% are unsure.

A strong majority of Democrats (80%) and independents (73%) think tariffs raise the cost of basic goods, while a lesser majority of Republicans (55%) think the same.

- Harris voters: 86% tariffs raise costs, 7% they do not raise costs
- Trump voters: 54% tariffs raise costs, 25% they do not raise costs

The percentage of voters who think tariffs raise the cost of basic goods that are bought varies by educational attainment. Sixty-four percent of voters whose highest level of education is high school or less think tariffs raise the costs of basic goods, compared to 73% of people with a college degree and 80% of postgraduates.

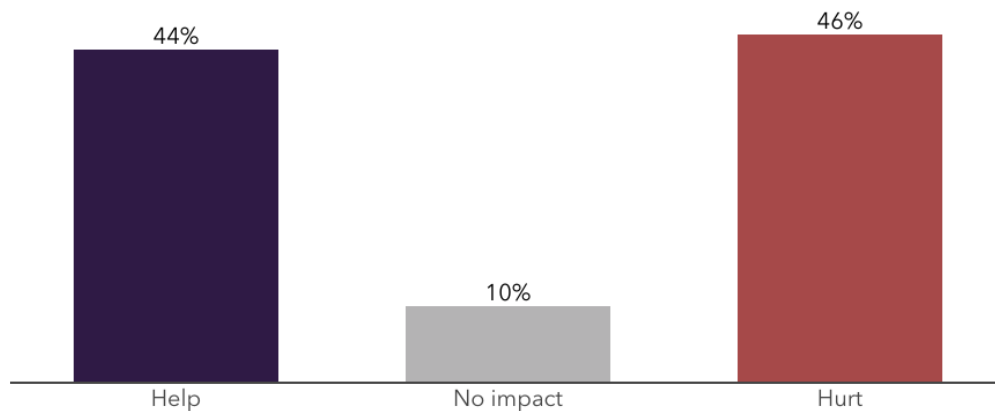
A majority (62%) of voters who think tariffs raise the cost of basic goods also think that continuing to increase tariffs will hurt the economy, while 31% think it will help the economy.

A majority (75%) of voters who do not think tariffs will raise the cost of basic goods also think that continuing to increase tariffs will help the economy.

## Do you think President Trump's trade and tariff policies will help, hurt, or have no impact on the U.S. economy?



Do you think President Trump's trade and tariff policies will help, hurt, or have no impact on the U.S. economy?



US Registered Voters, Nov 13-15, 2024, n=2,060, MOE= +/- 2%

Forty-six percent of voters think Trump's trade and tariff policies will hurt the economy, 44% think it will help the economy, and 10% think the policies will have no impact.

A majority of Republican voters (75%) think Trump's trade/tariff policies will help the economy, while a majority of Democrats (75%) and independents (52%) think it will hurt the economy.

- Harris voters: 11% help, 83% hurt, 6% no impact
- Trump voters: 78% help, 10% hurt, 12% no impact

There is a gender divide regarding Trump's trade and tariff policies: a majority of men (51%) think Trump's trade and tariff policies will help the economy, and 39% think it will hurt, while a majority of women (52%) think Trump's policies will hurt the economy.

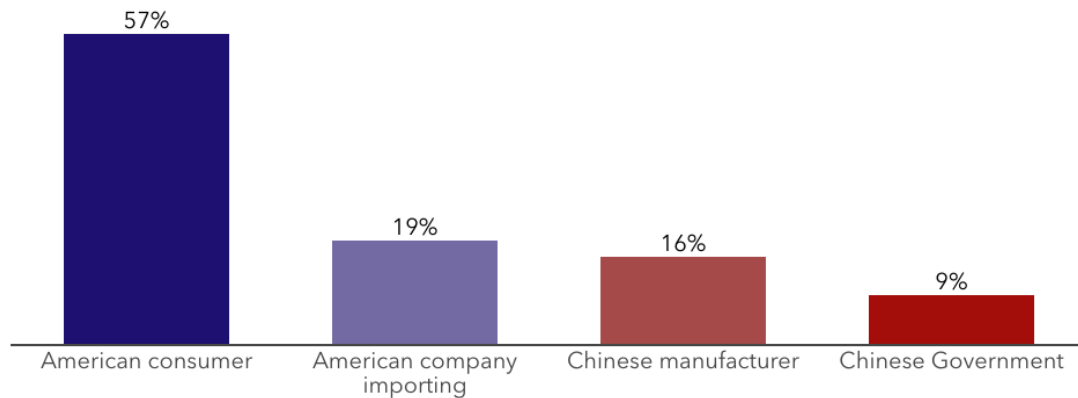
Voters of different races view Trump's trade and tariff policies differently:

- White voters: 48% think they will help the economy, 44% hurt the economy
- Asian voters: 39% help the economy, 44% hurt the economy
- Hispanic voters: 37% help the economy, 49% hurt the economy
- Black voters: 28% help the economy, 58% hurt the economy

**From what you have seen or heard, when the U.S. government imposes a tariff on goods imported from China, who ultimately pays that tariff?**



From what you have seen or heard, when the U.S. government imposes a tariff on goods imported from China, who ultimately pays that tariff?



US Registered Voters, Nov 13-15, 2024, n=2,060, MOE= +/- 2%

A majority of voters (57%) think that when the U.S. government imposes a tariff on goods imported from China, the American consumer ultimately pays the tariff. Nineteen percent think the American company importing the goods pays the cost, 16% the Chinese manufacturer, and 9% the Chinese government.

A majority of Democrats (70%) and independents (61%) believe the American consumer ultimately pays the tariff, while Republicans are more split: 41% think the American consumer, 24% the Chinese manufacturer, 22% the American company importing the good, and 12% the Chinese government.

- Harris voters: 76% American consumer, 17% American company, 5% Chinese manufacturer, 2% Chinese government
- Trump voters: 40% American consumer, 26% Chinese manufacturer, 20% American company, 15% Chinese government

Among voters who think the American consumer is ultimately paying the tariff, 68% think continuing to increase tariffs will hurt the economy, while 21% think it will help the economy.