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## A New National Survey Shows 82% of Voters—including 76% of Republicans—Think Tariffs Will Raise Prices at Everyday Stores

*An eye popping 72% of Republicans say reducing prices on essential goods should be President Trump's main focus*

WASHINGTON, D.C. – [A new national survey of registered voters](#), conducted by Emerson College Polling and commissioned by the Footwear Distributors and Retailers of America (FDRA), finds voters across the political spectrum believe tariffs drive up prices on essential goods. While Americans support efforts to strengthen the economy, the data show strong opposition to tariffs on consumer staples like children's shoes and a growing concern about inflation.

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

*"American families are already feeling the squeeze from inflation, and this survey confirms what we've been saying all along—tariffs only make things worse. Voters, including a majority of Republicans, recognize that tariffs are nothing more than a hidden tax on hardworking Americans. This is especially true regarding essentials like children's shoes, where two-thirds of voters say enough is enough. Lawmakers must note that families don't want higher prices—they want relief. It's time for smart trade policies that lower costs, not raise them."*

### Survey's Key Findings:

- **Lowering the cost of groceries and everyday items is the top priority for voters.**
  - 70% of voters say reducing prices on essential goods should be President Trump's main focus, including 75% of Democrats, 72% of Republicans, and 64% of independents.
- **Voters overwhelmingly oppose tariffs on children's shoes.**
  - 67% of voters oppose tariffs on children's shoes, while only 33% support them.
  - Opposition is strongest among seniors over 70 (78%) and Democrats (85%), while independents oppose tariffs by a margin of 72% to 28%.
  - Republicans, however, support tariffs on children's shoes 55% to 45%, a significant contrast to other groups.
- **Voters believe Trump's new tariffs will raise prices at everyday retailers.**
  - 82% of voters think tariffs will increase costs at stores like Walmart, Amazon, Target, and Costco.
  - This belief is shared across party lines: 89% of Democrats, 83% of independents, and 76% of Republicans.
  - Voters with higher levels of formal education are especially aware of the impact of tariffs: 92% of those with postgraduate degrees believe tariffs raise prices, compared to 84% of college graduates, 79% of those with associate degrees, and 80% of those with a high school education or less.

These findings come as economic concerns continue to dominate conversation in Washington and the country. Americans are sending a strong signal to policymakers that they want targeted trade policies that reduce costs, not blanket tariffs that make everyday goods more expensive.

See the survey [HERE](#).

## Recent Coverage on Footwear and Inflation Trends:

1. [CNN – Trump’s tariffs won’t hit all Americans equally. Here’s who gets hit the hardest](#)
2. [New York Times – How Tariffs Work](#)
3. [Footwear News – Shoe Price Increases Accelerated in January — And With Trump’s Tariffs, The Hikes Might Just Be Beginning](#)

For more information about the survey or to schedule an interview with **Matt Priest**, please contact FDRA at [fdracomms@cgagroup.com](mailto:fdracomms@cgagroup.com).

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### 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 95% of the total U.S. footwear industry. Learn more: [fdra.org](http://fdra.org)