

TARIFF SURVEY

LOUISIANA

APRIL 2025

Conducted by:

 **MORNING CONSULT**

METHODOLOGY

The survey was conducted March 22nd – 27th among a sample of 300 registered voters in Louisiana. The interviews were conducted online, and the data were weighted by state to approximate a target sample of registered voters based on age, gender, race, educational attainment, region, marital status, children in household, home ownership, gender by age, and 2024 presidential vote. Results from the full survey have a margin of error plus or minus 6 percentage points in Louisiana.

KEY TAKEAWAYS

1 Voters are struggling to make ends meet, and they fear tariff price hikes.

Nearly nine-in-ten voters are concerned about inflation, and three-in-four voters say it feels like the overall cost of living is going up.

Unfortunately, more than two-in-three voters believe that tariffs will increase the price of items they regularly purchase. As a result, nearly two-thirds are trying to spend less money, and around half are avoiding any major purchases altogether. Put head-to-head, more than three-in-five voters say policy-makers should focus on fighting inflation instead of using tariffs - including over two-thirds of independents. Even among Republicans, almost half say the priority should be fighting inflation.

2 Few voters expect tariffs to make a positive difference.

More than two-thirds of voters expect that American consumers, businesses, and farmers will be hurt most by new tariffs and/or a resulting trade war. And, two thirds of voters are concerned that foreign countries will retaliate with their own tariffs.

3 Voters are only willing to entertain tariffs as a short-term tool.

Less than one-in-four voters say that tariffs should be established as a long-term economic policy – including less than a quarter of Republicans. A plurality of voters are more likely to vote for a member of Congress who opposes new tariffs, including a third of Republican registered voters.

ECONOMIC BASELINE

ECONOMIC BASELINE: LOUISIANA

RESULT: Nine-in-ten voters are concerned about inflation, and majorities are very concerned - regardless of party.

How concerned are you about inflation?

TOTAL CONCERN	RVs	DEM	IND	GOP
(% Very concerned + Somewhat concerned)	86%	91%	85%	83%

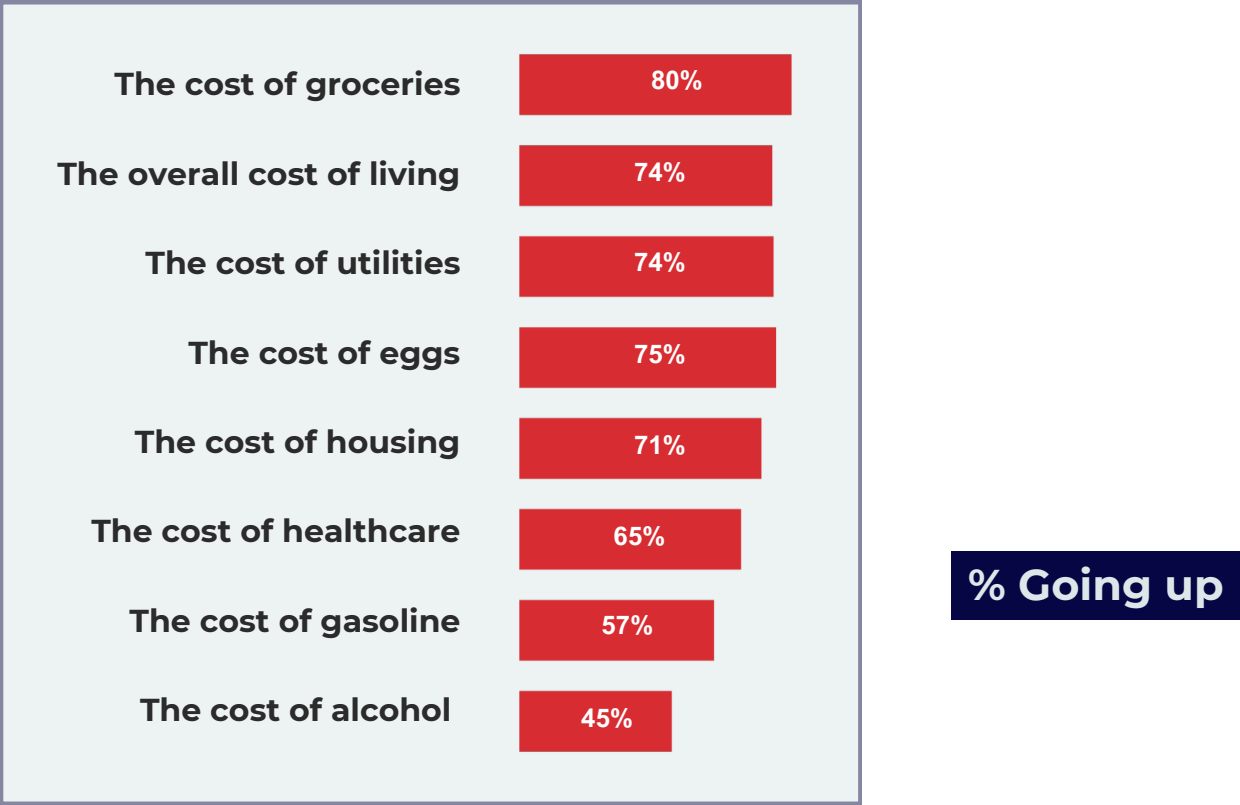
Very concerned Somewhat concerned Not too concerned Not at all concerned Don't know / No opinion



ECONOMIC BASELINE: LOUISIANA

RESULT: Three-in-four voters feel that the overall cost of living in their communities is increasing, along with groceries, utilities, eggs, housing, and healthcare.

Please indicate whether you feel like the following costs are going up, going down, or staying the same.

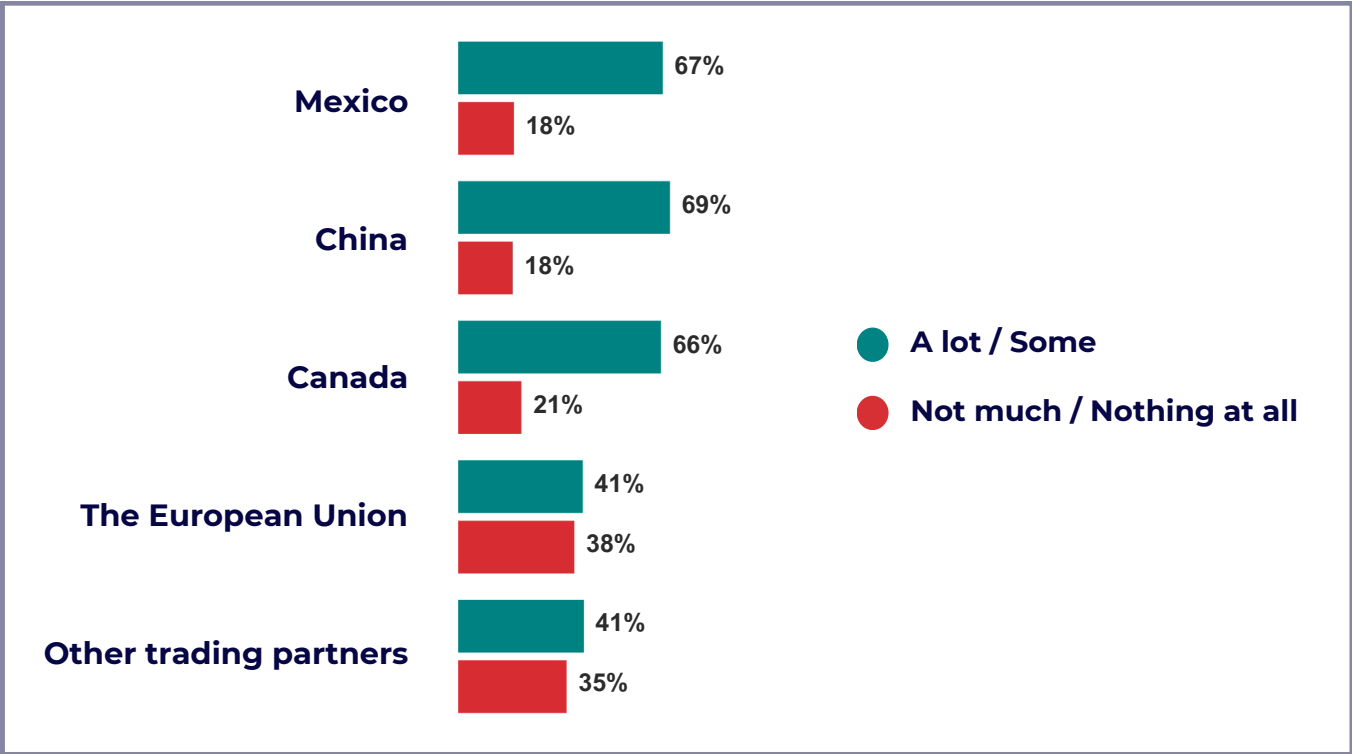


TARIFF EXPECTATIONS

TARIFF EXPECTATIONS: LOUISIANA

RESULT: Voters are most familiar with tariffs on Mexico, China, and Canada. However, most have heard at least some about tariffs on the E.U. and other trading partners.

How much have you seen, heard, or read about tariffs being imposed on imports from the following regions?



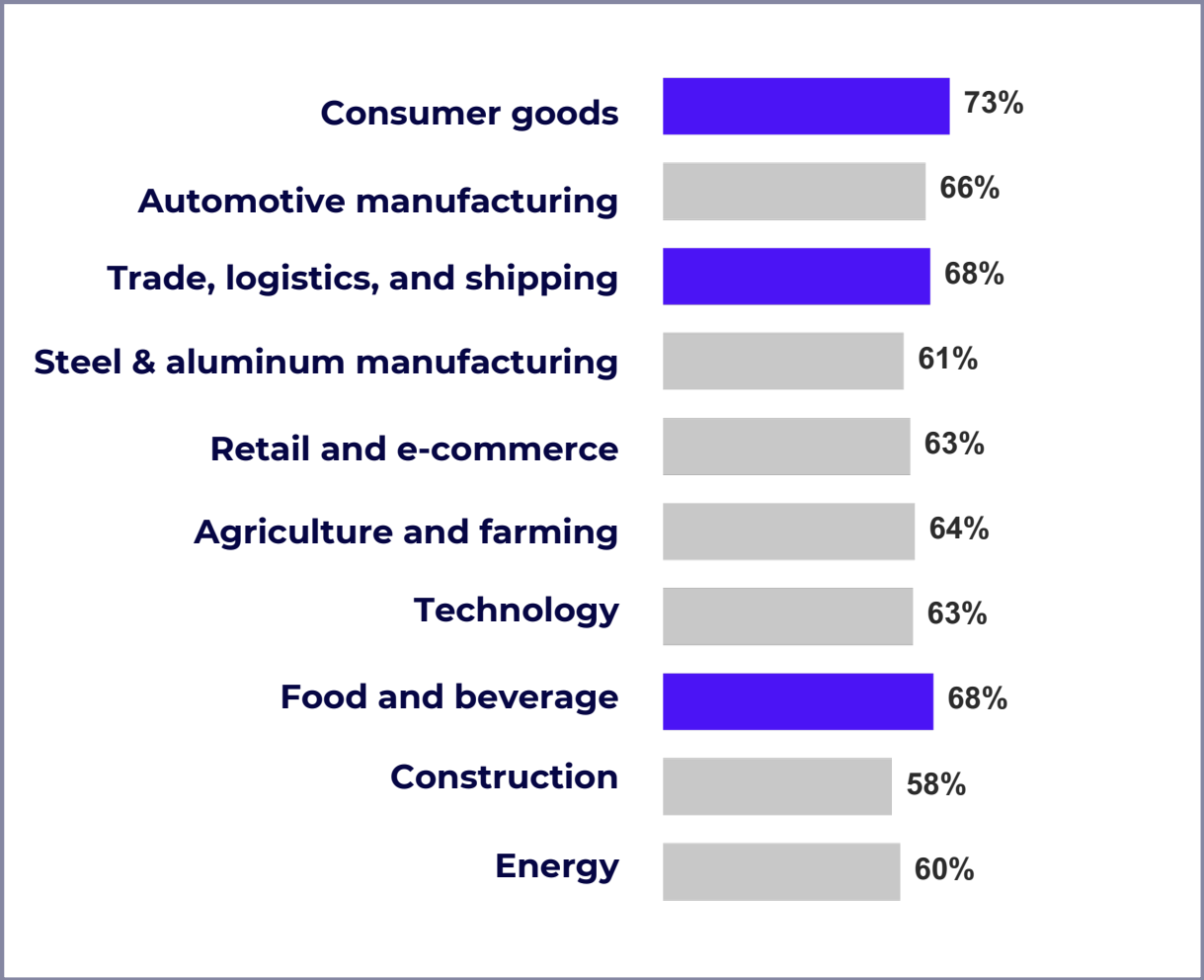
TARIFF EXPECTATIONS: LOUISIANA

How would you describe the impact, if any, that new tariffs will have on the following industries?

% Big Impact +

% Some Impact

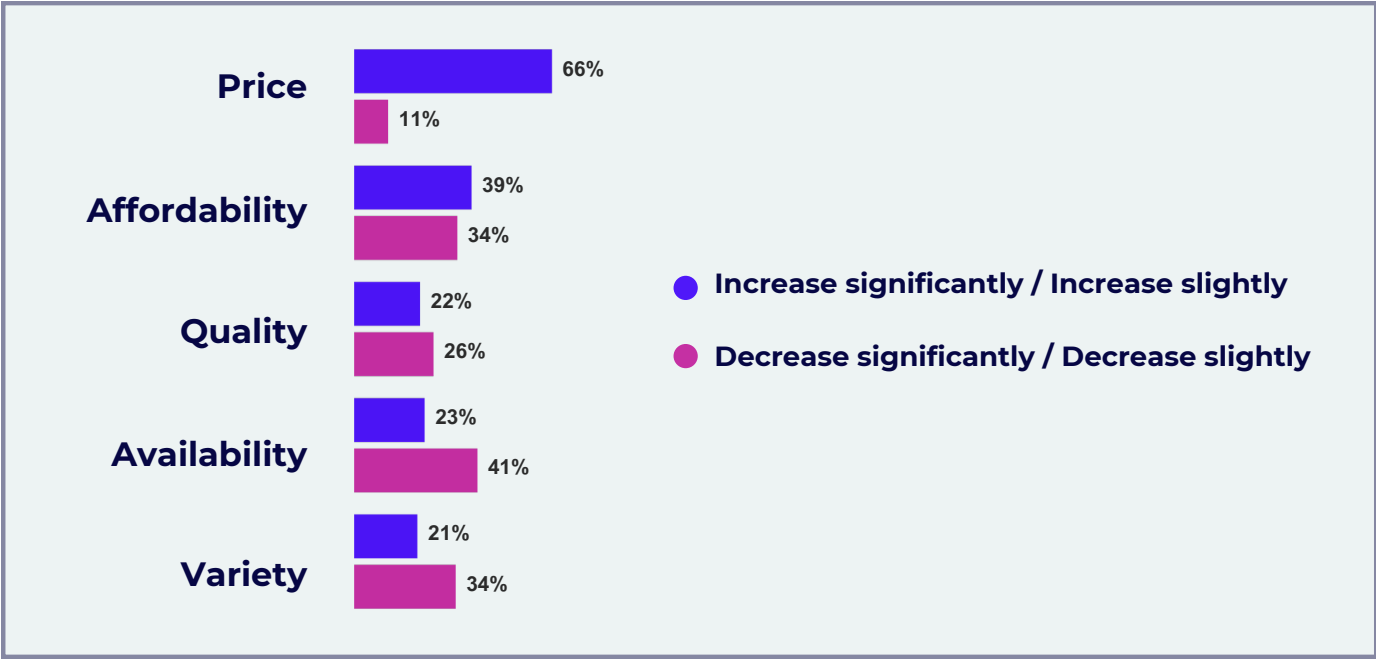
Top 3 Highlighted



TARIFF EXPECTATIONS: LOUISIANA

RESULT: More than two-thirds of voters expect the price of products they regularly purchase to increase as a result of tariffs, and pluralities expect declines in availability and variety.

Thinking about the products you regularly purchase, how might the following characteristics change in the future as a result of tariffs?



TARIFF EXPECTATIONS: LOUISIANA

RESULT: Voters are trying to spend less money and avoiding major purchases because of tariffs.

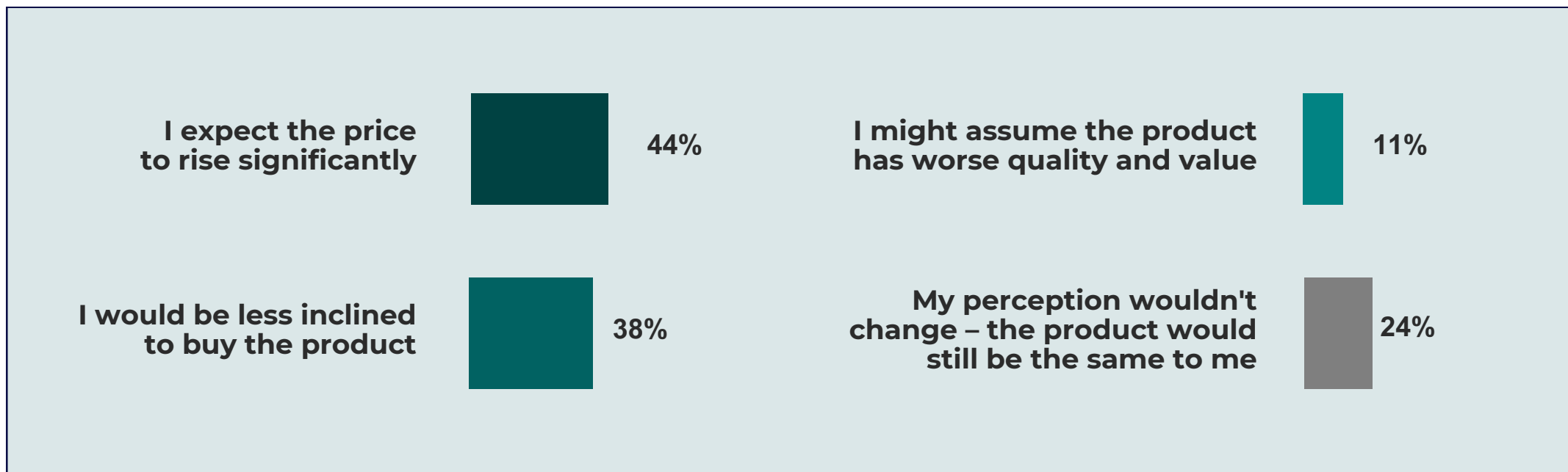
Are you currently doing any of the following because of tariffs?



TARIFF EXPECTATIONS: LOUISIANA

RESULT: Almost half of voters expect products subject to tariffs to rise in price significantly, and more than a third would be less inclined to buy a product subject to new tariffs altogether.

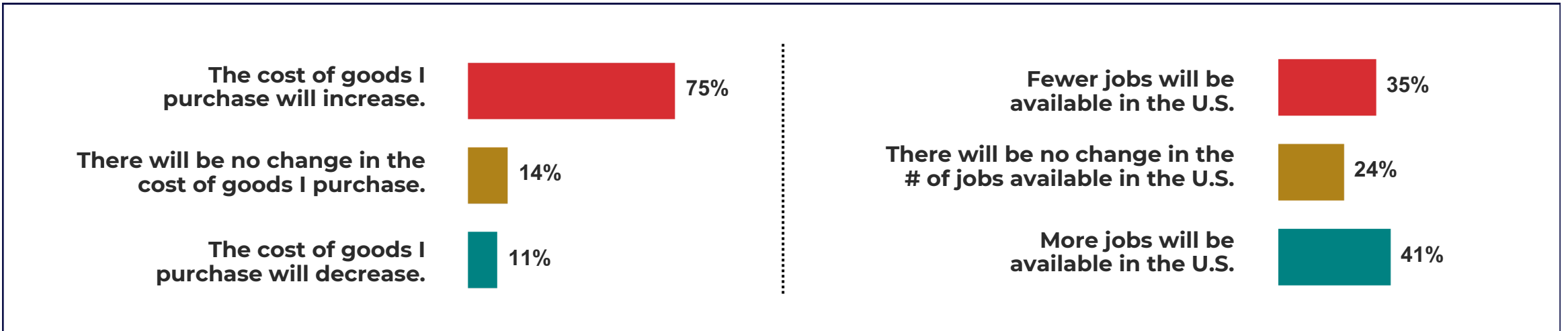
If a product you regularly purchase became subject to new tariffs, how might you respond? Please select all that apply.



TARIFF EXPECTATIONS: LOUISIANA

RESULT: Three-in-four voters expect tariffs will increase the cost of goods they purchase.

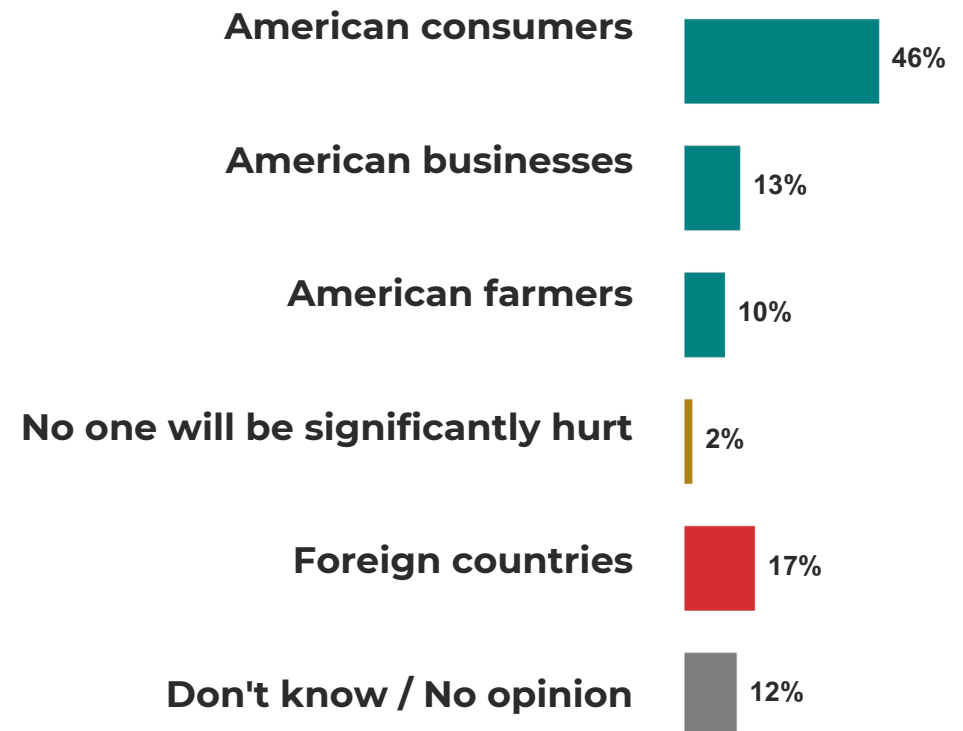
If new tariffs were implemented, which of the following outcomes do you think is most likely to happen to costs/jobs in the U.S.?



TARIFF EXPECTATIONS: LOUISIANA

RESULT: Voters expect American consumers to be hurt most by new tariffs and/or a resulting trade war. Fewer than one-in-five expect foreign countries to be hurt most.

Who do you believe will be hurt most by imposing new tariffs and/or a resulting trade war?

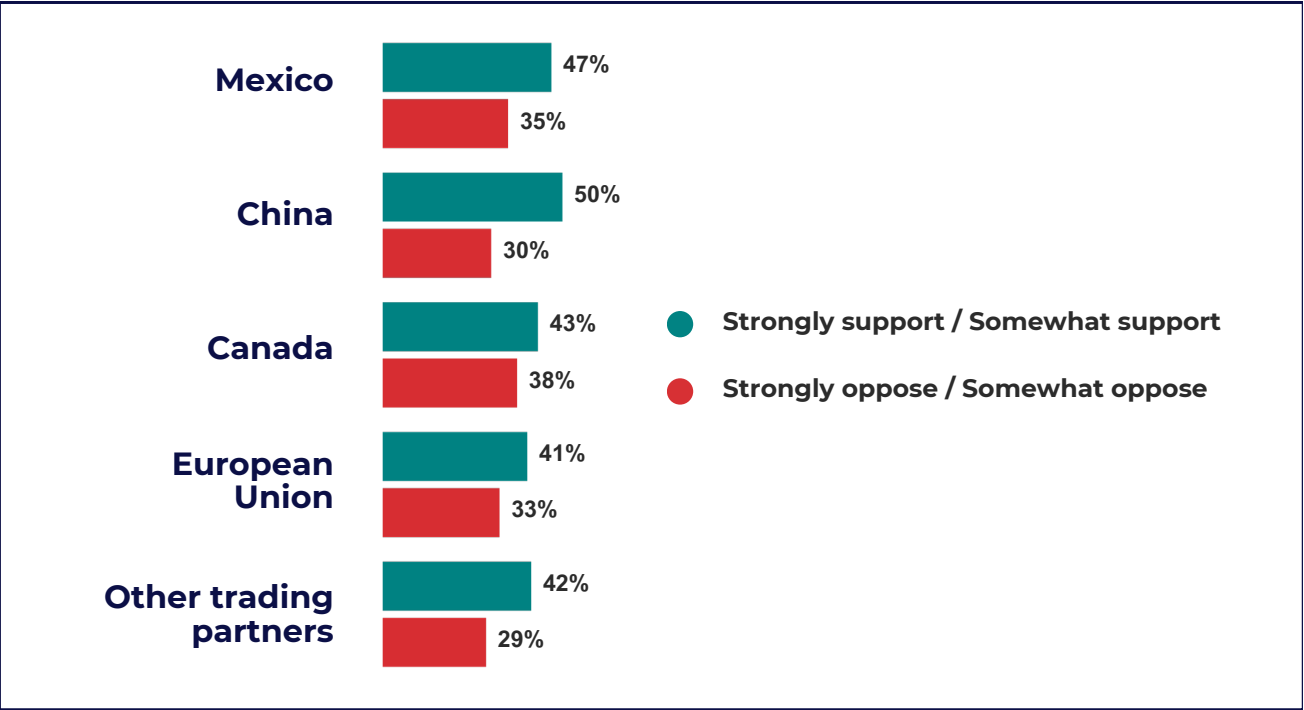


POLITICAL IMPACT

POLITICAL IMPACT: LOUISIANA

RESULT: Tariffs on China receive majority support, but other target nations vary.

Do you support or oppose imposing tariffs on products imported from the following regions?



POLITICAL IMPACT: LOUISIANA

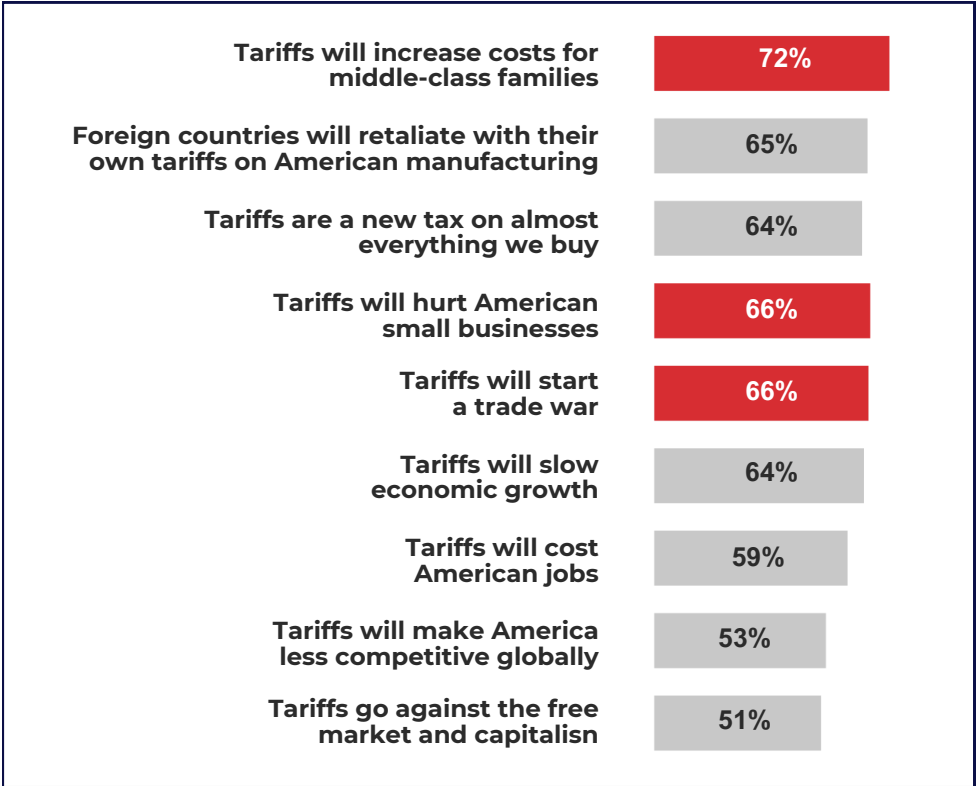
RESULT: Nearly three-in-four voters are concerned that tariffs will increase costs for middle-class families.

Please indicate how concerning each of the following statements about tariffs is.

% Very concerning +

% Somewhat concerning

Top 3
Highlighted



POLITICAL IMPACT: LOUISIANA

RESULT: Majorities of voters would be willing to accept higher prices to boost American manufacturing, driven by deep support among Republicans.

How willing, if at all, would you be to accept higher prices in exchange for strengthening American manufacturing?

TOTAL WILLING	RVs	DEM	IND	GOP
(% Very willing + Somewhat willing)	54%	31%	45%	71%

Very willing Somewhat willing Not too willing Not willing at all



POLITICAL IMPACT: LOUISIANA

RESULT: A majority of voters will accept higher prices for immigration negotiating leverage, also driven by Republican support.

How willing, if at all, would you be to accept higher prices in exchange for giving the United States leverage on immigration?

TOTAL WILLING	RVs	DEM	IND	GOP
(% Very willing + Somewhat willing)	53%	38%	32%	71%

Very willing Somewhat willing Not too willing Not willing at all



POLITICAL IMPACT: LOUISIANA

RESULT: Only a third of voters are willing to accept higher prices of a year or longer including 25% of Independents and a minority of Republicans.

How long, if at all, would you be willing to accept higher prices to wait for the potential effects of tariffs?

WILLING TO WAIT A YEAR-PLUS <small>(% Indefinitely + A few years + About a year)</small>	RVs	DEM	IND	GOP
	32%	25%	24%	39%

● Indefinitely ● A few years ● About a year ● A few months ● I would not be willing to accept higher prices ● Don't know / No opinion

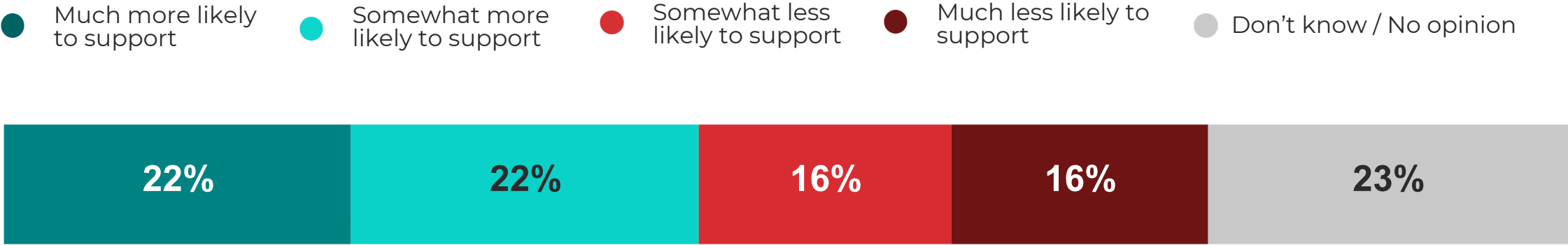


POLITICAL IMPACT: LOUISIANA

RESULT: A plurality of voters are more likely to support an anti-tariff candidate.

Would you be more or less likely to support a member of Congress if they opposed new tariffs?

TOTAL MORE LIKELY	RVs	DEM	IND	GOP
(% Much more + Somewhat more likely)	44%	61%	49%	32%



POLITICAL IMPACT: LOUISIANA

RESULT: Majorities of voters believe that policy-makers should focus on inflation instead of tariffs, including two-thirds of Independents and significant GOP factions.

Which of the following best describes your perspective on tariffs, even if neither is exactly right?

Δ NET FOCUS ON INFLATION	DEM	IND	GOP
(% Fight inflation - % Use tariffs)	+48%	+33%	-3%

- Policy-makers should prioritize fighting inflation to lower the cost of goods.
- Policy-makers should prioritize using tariffs to strengthen American manufacturing and give the United States leverage on immigration.



POLITICAL IMPACT: LOUISIANA

RESULT: Less than a quarter of voters across the board think that tariffs should be used as a long-term economic policy.

Which of the following best represents your perspective on the use of tariffs?

- Tariffs should be established as a long-term economic policy.
- Tariffs should be used as a short-term negotiating tool, but avoided in the long run.
- Tariffs should be avoided entirely and not used as a policy tool.
- Don't know / No opinion

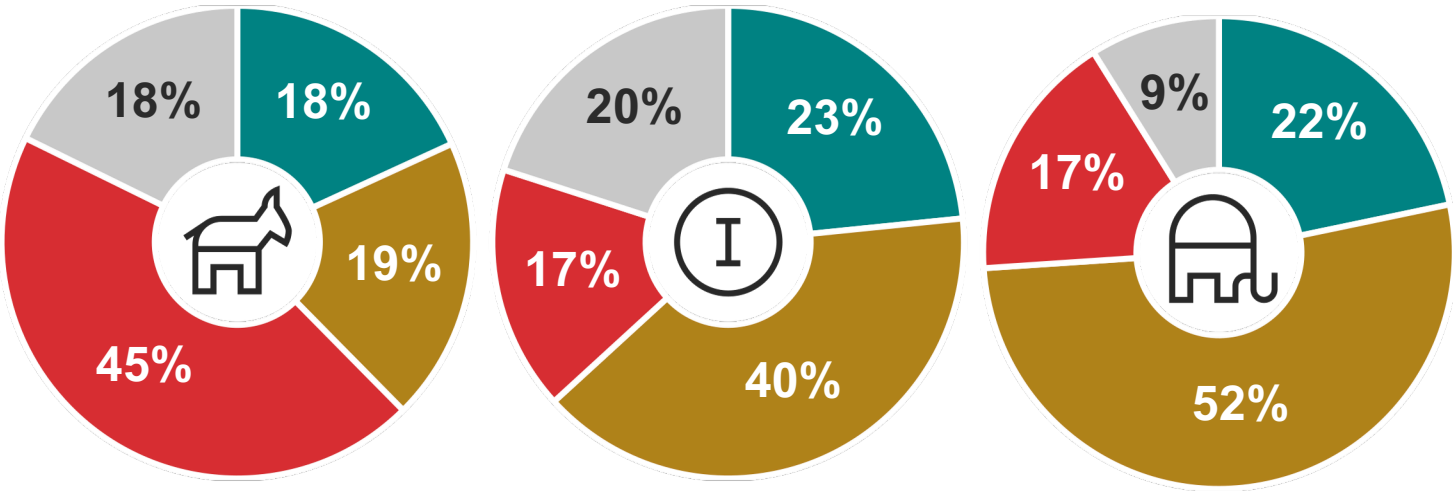


POLITICAL IMPACT: LOUISIANA

RESULT: Just over 20% of Republicans believe tariffs should be established as a long-term economic policy.

Which of the following best represents your perspective on the use of tariffs?

- Tariffs should be established as a long-term economic policy.
- Tariffs should be used as a short-term negotiating tool, but avoided in the long run.
- Tariffs should be avoided entirely and not used as a policy tool.
- Don't know / No opinion



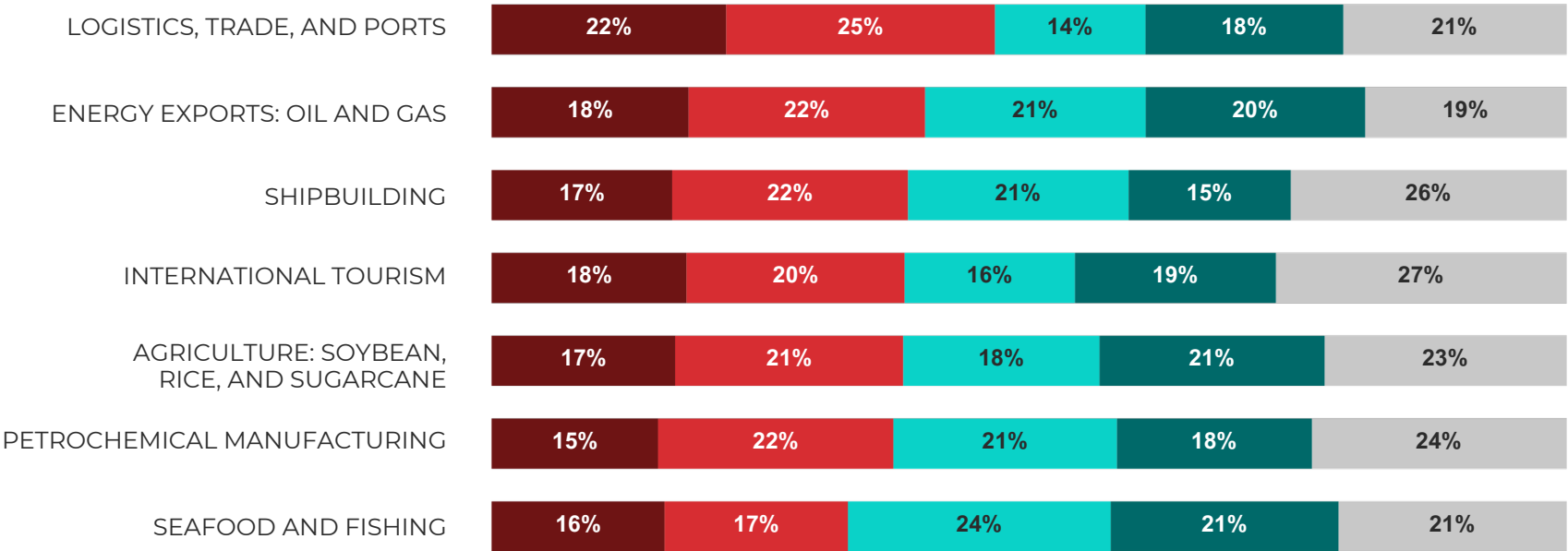
STATE RESULTS

POLITICAL IMPACT: LOUISIANA

RESULT: Almost half (47%) of Louisiana voters expect the local logistics, trade, and ports industry to be negatively affected, and two-in-five say the same of the energy sector.

Please indicate whether you believe each of the following Louisiana industries will be positively or negatively affected by new tariffs and/or a resulting trade war.

Very negatively affected Somewhat negatively affected Somewhat positively affected Very positively affected Don't know / No opinion



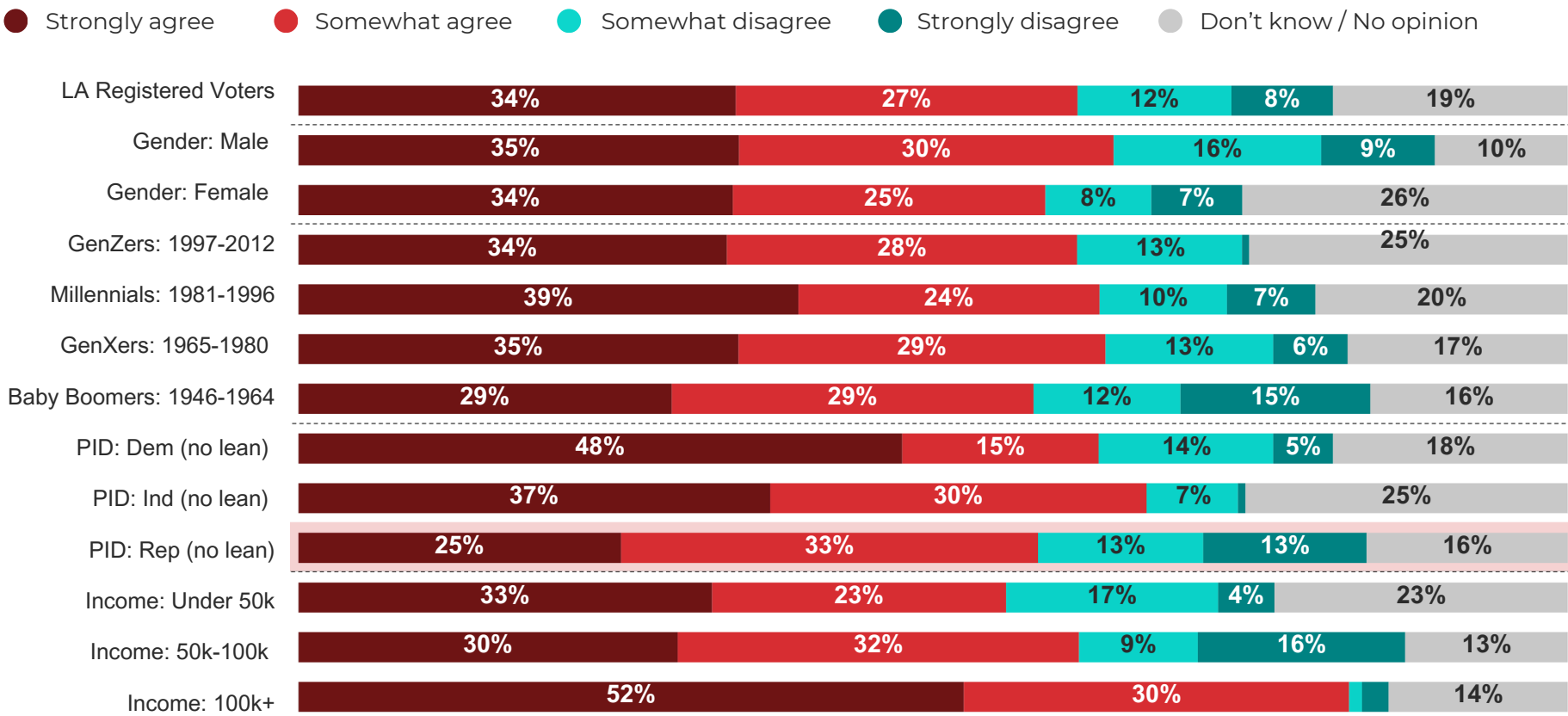
Total Negative Effect	
(% Very negatively affected + Somewhat negatively affected)	
LOGISTICS, TRADE, AND PORTS	47%
ENERGY EXPORTS: OIL AND GAS	40%
SHIPBUILDING	39%
INTERNATIONAL TOURISM	38%
AGRICULTURE: SOYBEAN, RICE, AND SUGARCANE	38%
PETROCHEMICAL MANUFACTURING	37%
SEAFOOD AND FISHING	33%

Among Louisiana respondents (n=300)

POLITICAL IMPACT: LOUISIANA

RESULT: Three-in-five Louisiana voters say tariffs and/or a resulting trade war will harm logistics, trade, and port communities across Southern Louisiana, including a majority of Louisiana Republicans.

Please indicate if you agree or disagree with the following statement. *New tariffs and/or a resulting trade war will hurt logistics, trade, and port communities across Southern Louisiana.*



TOTAL AGREE	
(% Strongly agree + % Somewhat agree)	
LA Registered Voters	61%
Gender: Male	64%
Gender: Female	59%
GenZers: 1997-2012	61%
Millennials: 1981-1996	63%
GenXers: 1965-1980	64%
Baby Boomers: 1946-1964	58%
PID: Dem (no lean)	63%
PID: Ind (no lean)	67%
PID: Rep (no lean)	58%
Income: Under 50k	56%
Income: 50k-100k	62%
Income: 100k+	83%

Among Louisiana respondents (n=300)