

TARIFF SURVEY

MAINE

APRIL 2025

Conducted by:

 **MORNING CONSULT**

METHODOLOGY

The survey was conducted March 22nd – 27th among a sample of 200 registered voters in Maine. 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 7 percentage points in Maine.

KEY TAKEAWAYS

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

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

Unfortunately, nearly 80% of voters believe that tariffs will increase the price of items they regularly purchase. As a result, four-in-five voters are trying to spend less money, and around three-in-five are avoiding any major purchases altogether. Put head-to-head, nearly two-thirds of voters say policy-makers should focus on fighting inflation instead of using tariffs - including a majority of Republicans.

2 Few voters expect tariffs to make a positive difference.

40% of voters think tariffs will make fewer jobs available in the U.S. In fact, three-in-four voters expect that American consumers, businesses, and farmers will be hurt most by new tariffs and/or a resulting trade war. Approximately eight-in-ten 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.

Just one-in-five voters say that tariffs should be established as a long-term economic policy- including only a third of Republicans. A plurality of voters are more likely to vote for a member of Congress who opposes new tariffs, including more than two-fifths of Republican registered voters.

ECONOMIC BASELINE

ECONOMIC BASELINE: MAINE

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)	94%	92%	95%	94%

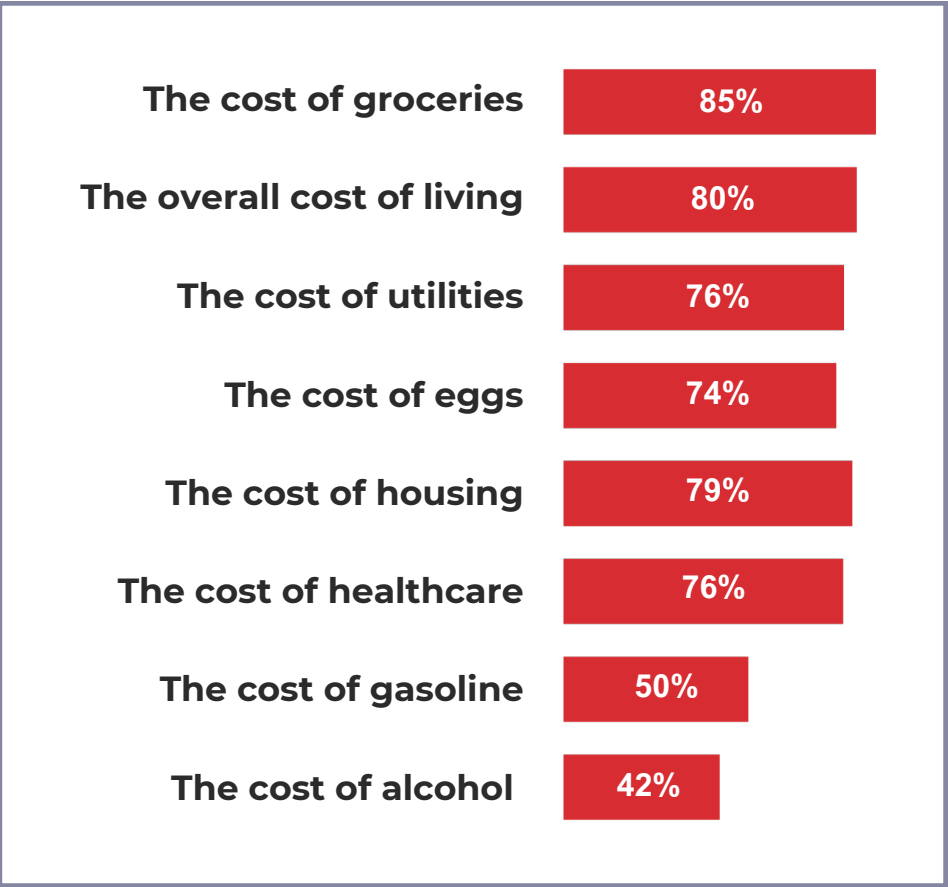
● Very Concerned ● Somewhat Concerned ● Not Too Concerned ● Not At All Concerned ● Don't Know / No Opinion



ECONOMIC BASELINE: MAINE

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.



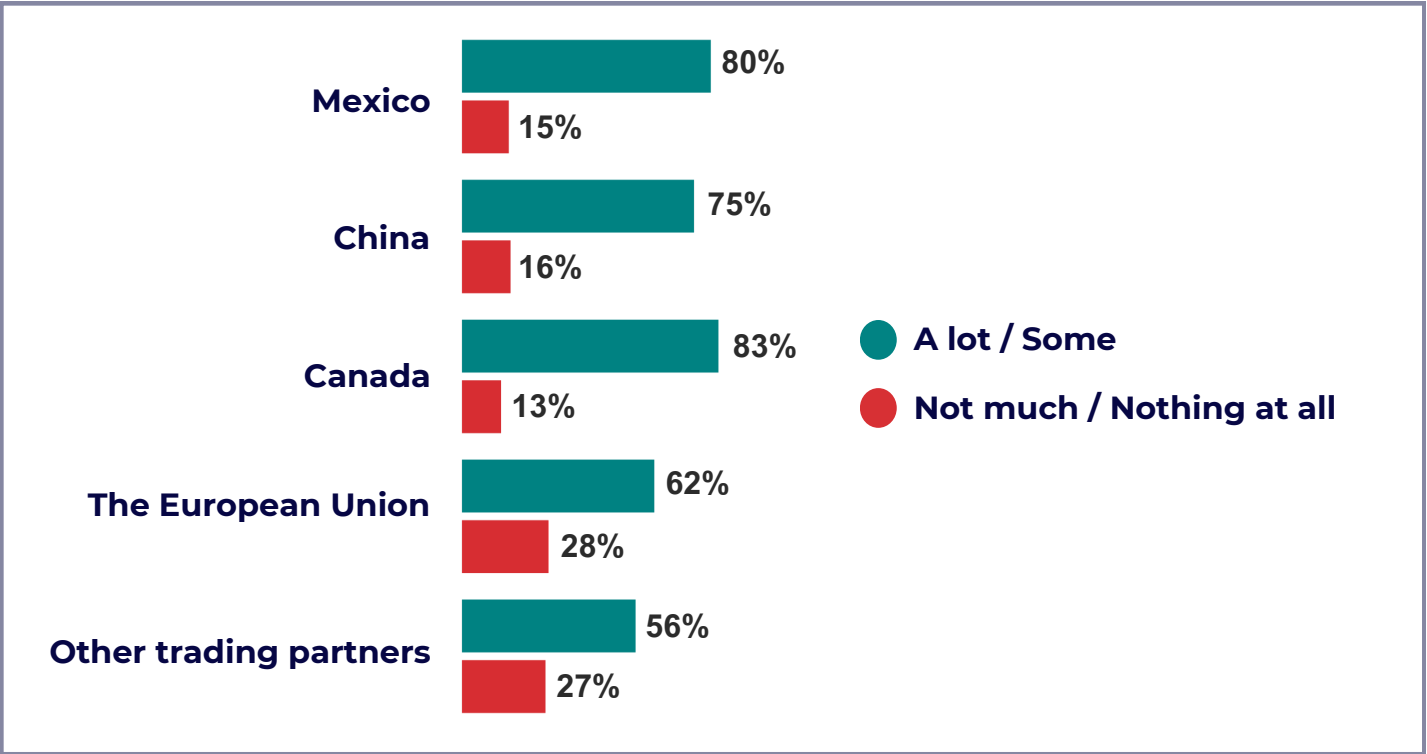
% Going up

TARIFF EXPECTATIONS

TARIFF EXPECTATIONS: MAINE

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?

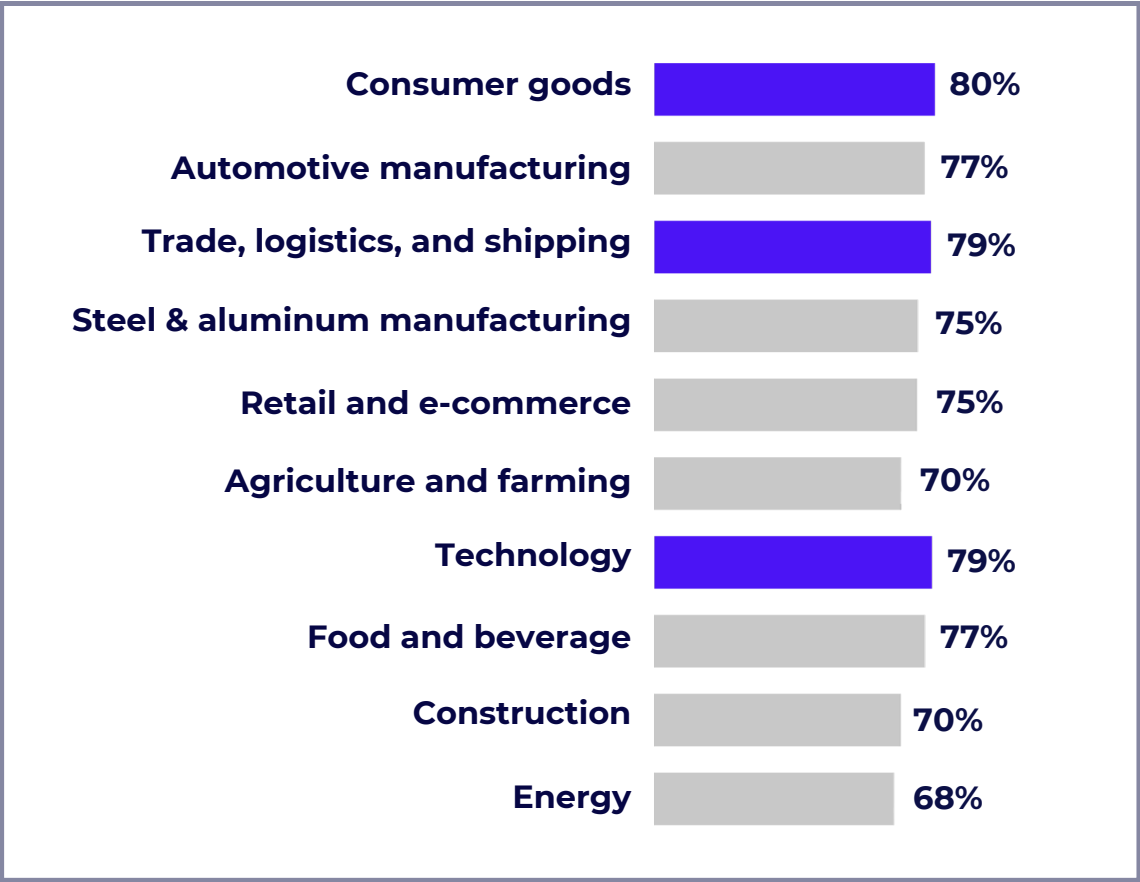


TARIFF EXPECTATIONS: MAINE

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



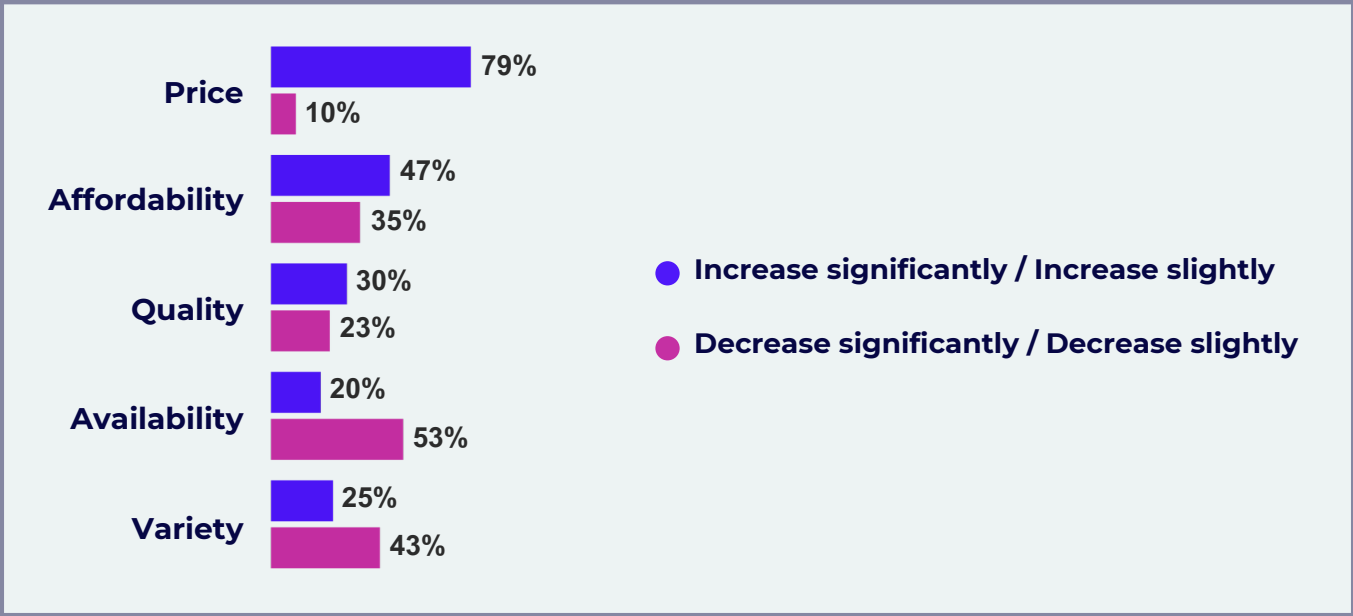
Top 3 Highlighted



TARIFF EXPECTATIONS: MAINE

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.

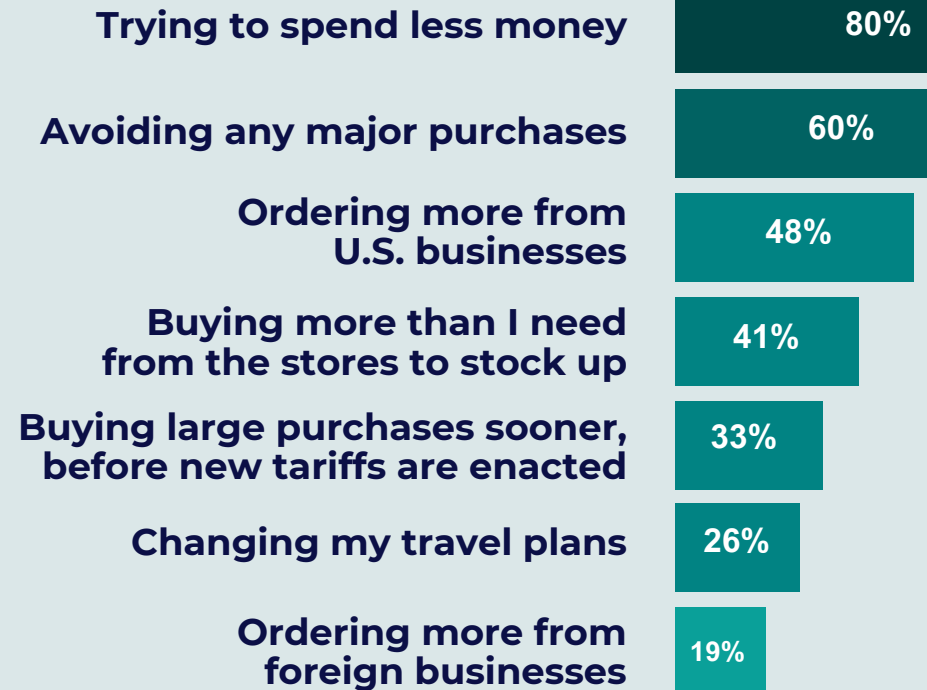
Thinking about the products you regularly purchase, how might the following characteristics change in the future as a result of tariffs?



TARIFF EXPECTATIONS: MAINE

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

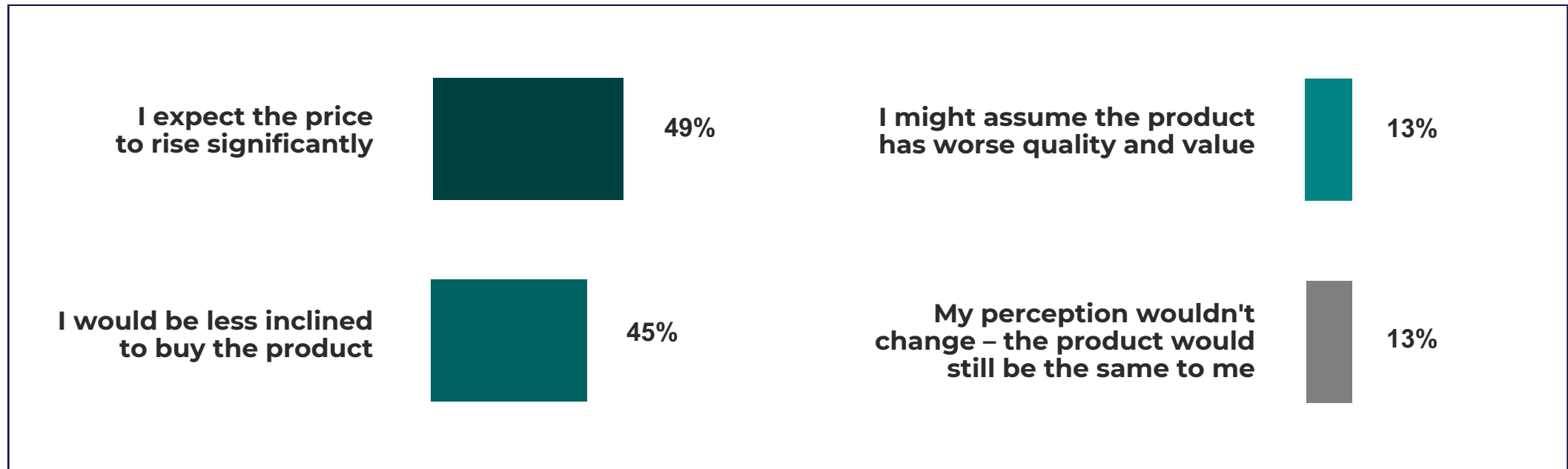
Are you currently doing any of the following because of tariffs?



TARIFF EXPECTATIONS: MAINE

RESULT: Almost half of voters expect products subject to tariffs to rise in price significantly, and 45% would be less inclined to buy a product subject to new tariffs altogether.

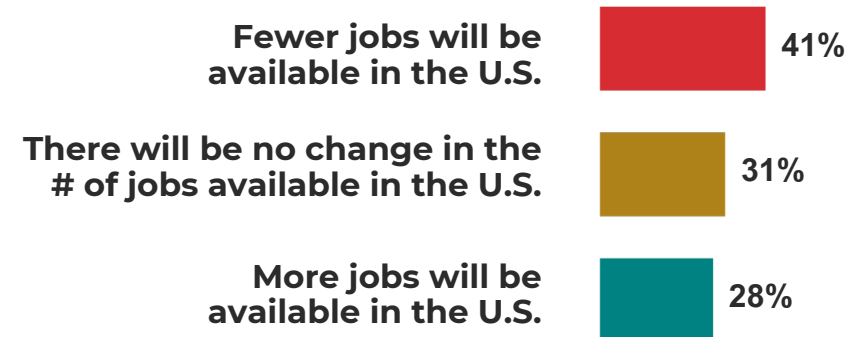
If a product you regularly purchase became subject to new tariffs, how might you respond? Please select all that apply.



TARIFF EXPECTATIONS: MAINE

RESULT: More than three fourths of voters expect tariffs will increase the cost of goods they purchase, and four in ten voters think it's likely that tariffs will create additional jobs in the U.S.

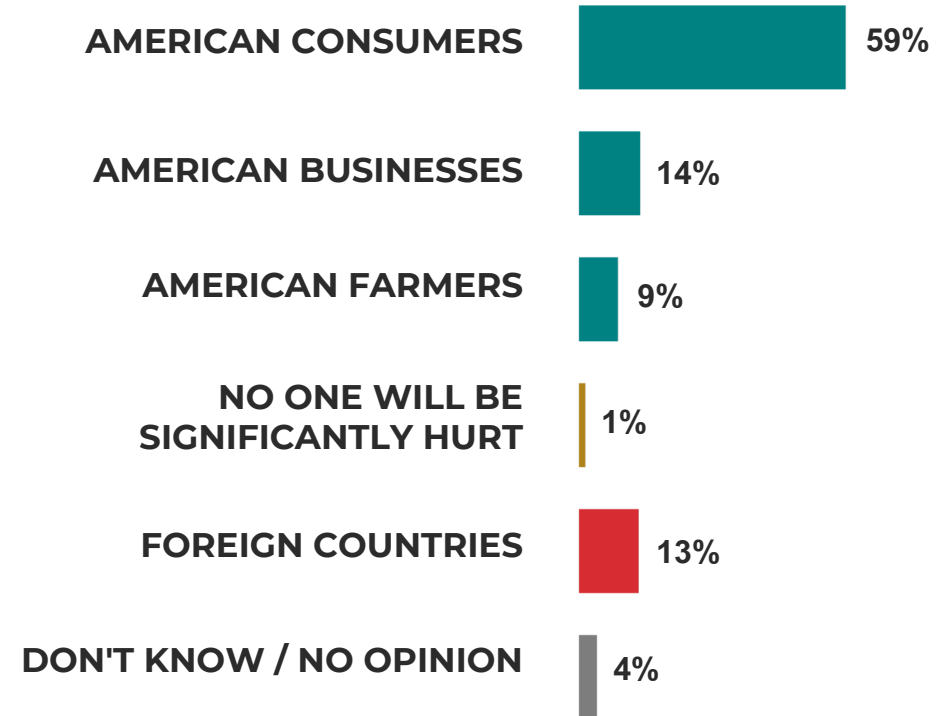
If new tariffs were implemented, which of the following outcomes do you think is most likely to happen to costs/jobs in the U.S.?



TARIFF EXPECTATIONS: MAINE

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?

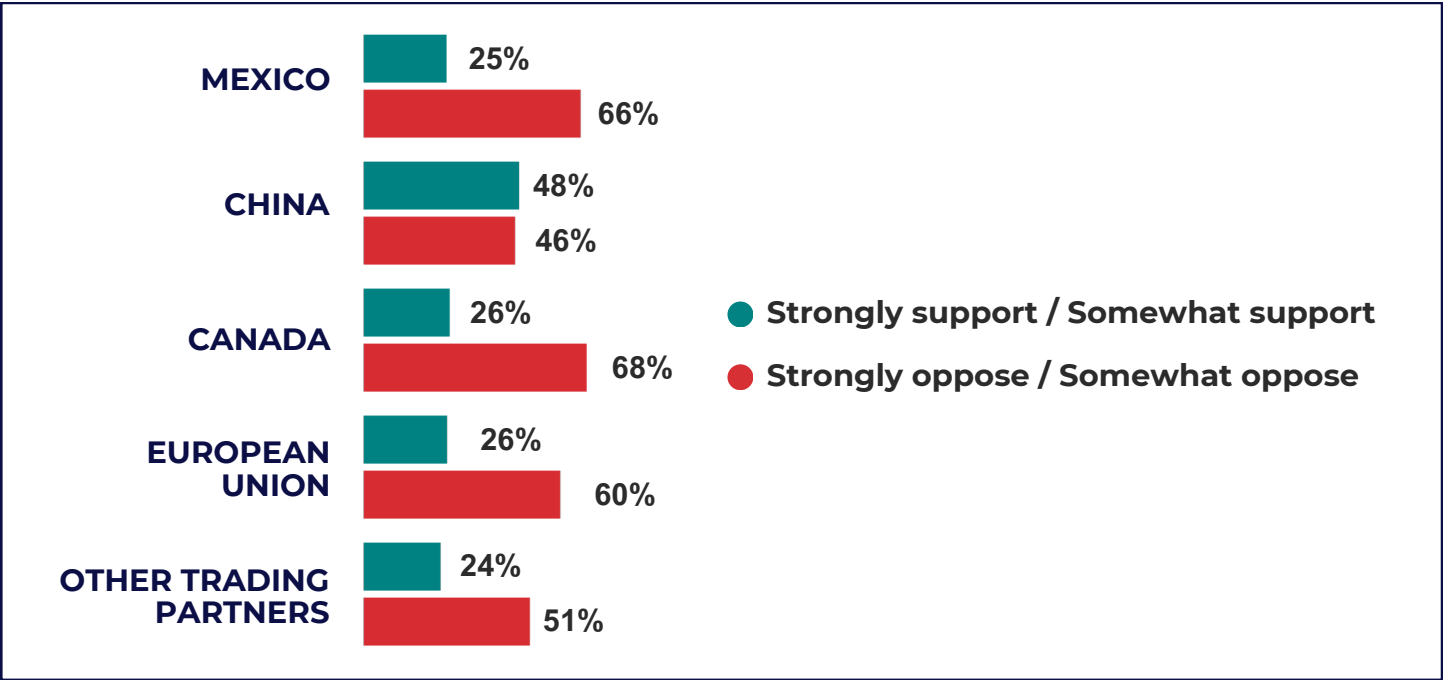


POLITICAL IMPACT

POLITICAL IMPACT: MAINE

RESULT: Tariffs on targets other than China are particularly unpopular in Maine.

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



POLITICAL IMPACT: MAINE

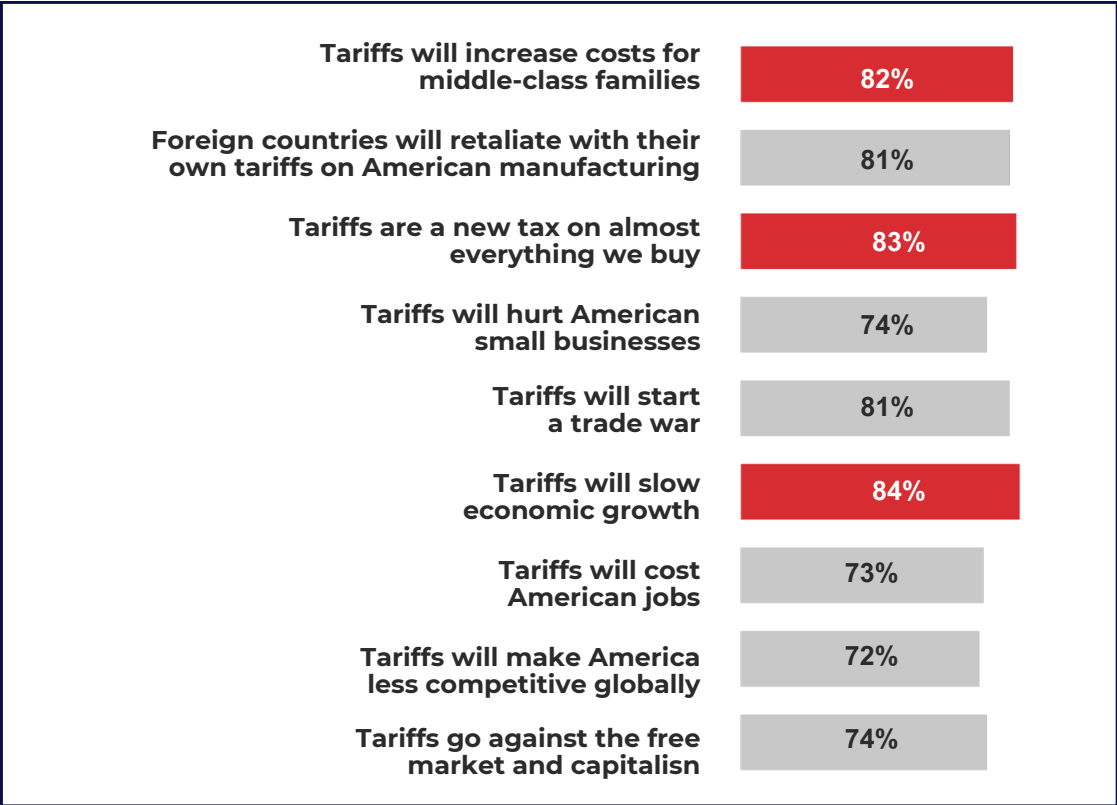
RESULT: Nearly 85% of voters are concerned that tariffs will slow economic growth.

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

% Very concerning +

% Somewhat concerning

Top 3
Highlighted



POLITICAL IMPACT: MAINE

RESULT: A majority of voters are unwilling to accept higher prices to boost American manufacturing.

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)	39%	18%	29%	62%

● Very willing ● Somewhat willing ● Not too willing ● Not willing at all



POLITICAL IMPACT: MAINE

RESULT: Half of Republicans are unwilling to accept higher prices for negotiating leverage on immigration.

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)	33%	23%	19%	50%

Very willing Somewhat willing Not too willing Not willing at all



POLITICAL IMPACT: MAINE

RESULT: Only 20% of voters are willing to accept higher prices for a year or longer, including only 7% 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	RVs	DEM	IND	GOP
(% Indefinitely + A few years + About a year)	21%	6%	7%	43%

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: MAINE

RESULT: 80% of Independents are more likely to support an anti-tariff candidate, including 40% of Republicans.

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)	66%	83%	80%	43%

- Much more likely to support
- Somewhat more likely to support
- Somewhat less likely to support
- Much less likely to support
- Don't know / No opinion



POLITICAL IMPACT: MAINE

RESULT: Nearly three in four voters believe that policy-makers should focus on inflation instead of tariffs.

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)	+66%	+84%	+4%

● 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: MAINE

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?

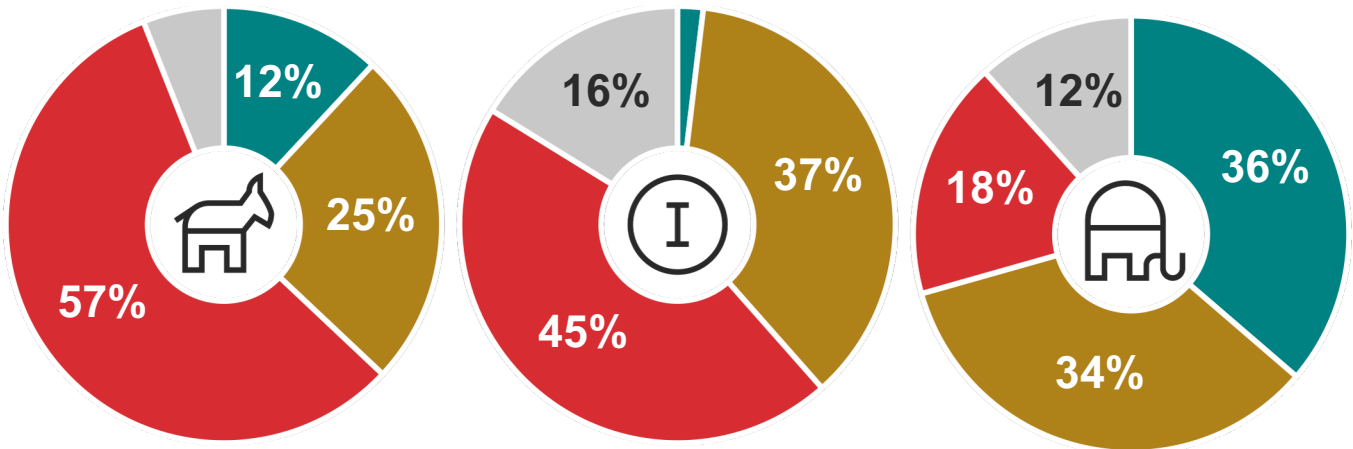
- Tariffs should be established as a long-term economic policy.
- Tariffs should be used as a short-term negotiating tool, but avoided in the long run.
- Tariffs should be avoided entirely and not used as a policy tool.
- Don't know / No opinion



POLITICAL IMPACT: MAINE

RESULT: Just a third 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

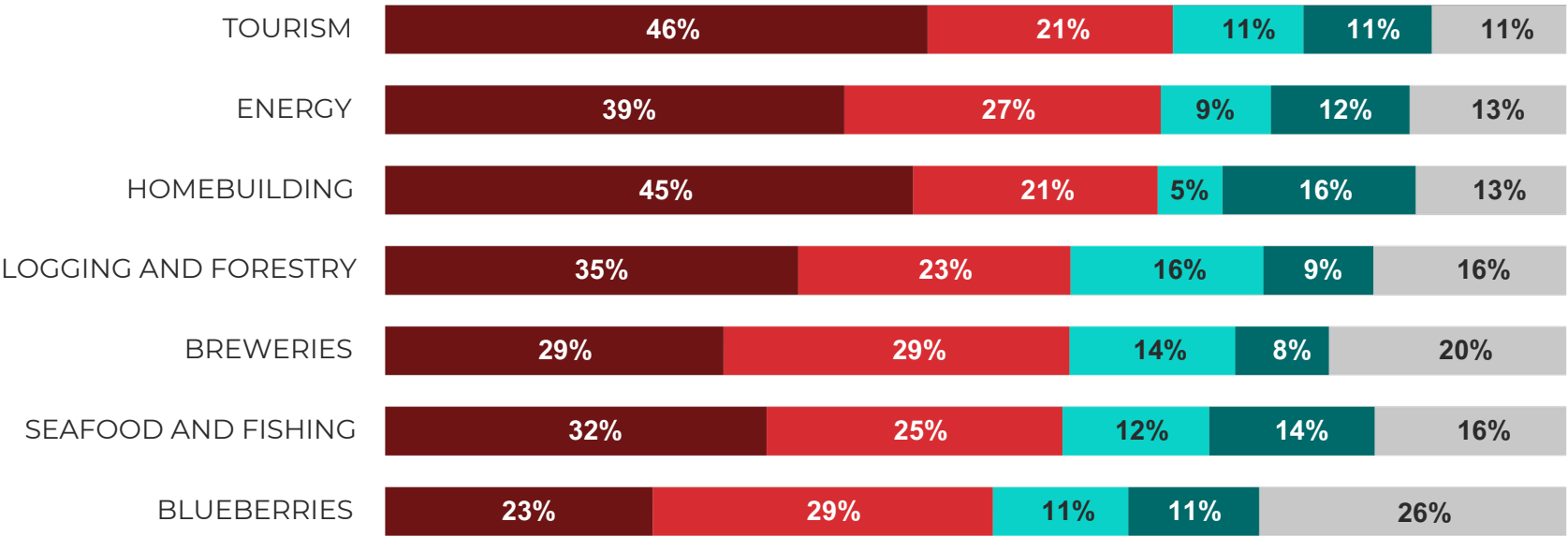
STATE RESULTS

POLITICAL IMPACT: MAINE

RESULT: Two-thirds of Maine voters expect the state’s tourism, energy, and homebuilding industries to be negatively affected by new tariffs and/or a resulting trade war.

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

● Strongly agree ● Somewhat agree ● Somewhat disagree ● Strongly disagree ● Don't know / No opinion



TOTAL NEGATIVE EFFECT	
(% Very negatively affected + Somewhat negatively affected)	
TOURISM	67%
ENERGY	66%
HOMEBUILDING	65%
LOGGING & FORESTRY	58%
BREWERIES	58%
SEAFOOD & FISHING	57%
BLUEBERRIES	51%

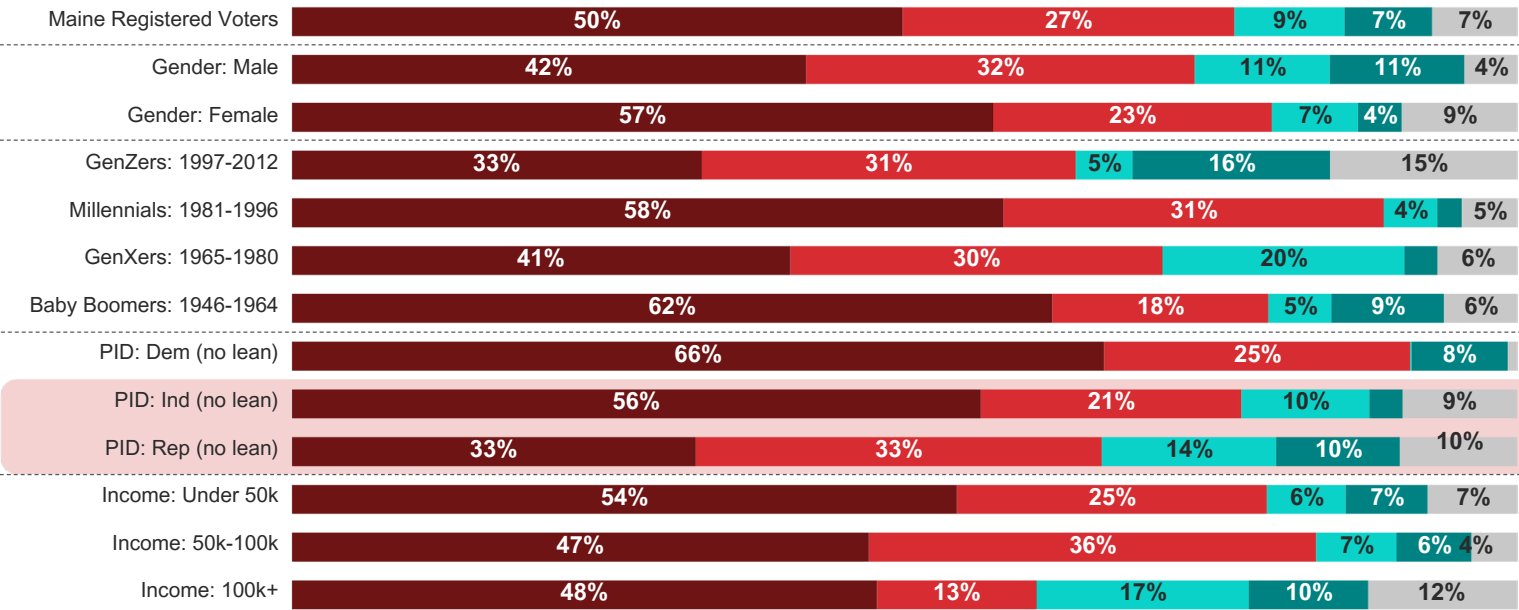
Among Maine respondents (n=200)

POLITICAL IMPACT: MAINE

RESULT: Three-quarters of Maine voters expect communities along Maine’s coast to be hurt by new tariffs and/or a resulting trade war, including more than two-thirds of Independents and Republicans.

Please indicate if you agree or disagree with the following statement. *New tariffs and/or a resulting trade war will hurt the economic well-being of shipbuilding, fishing, and maritime communities along Maine's coast.*

Strongly agree Somewhat agree Somewhat disagree Strongly disagree Don't know / No opinion



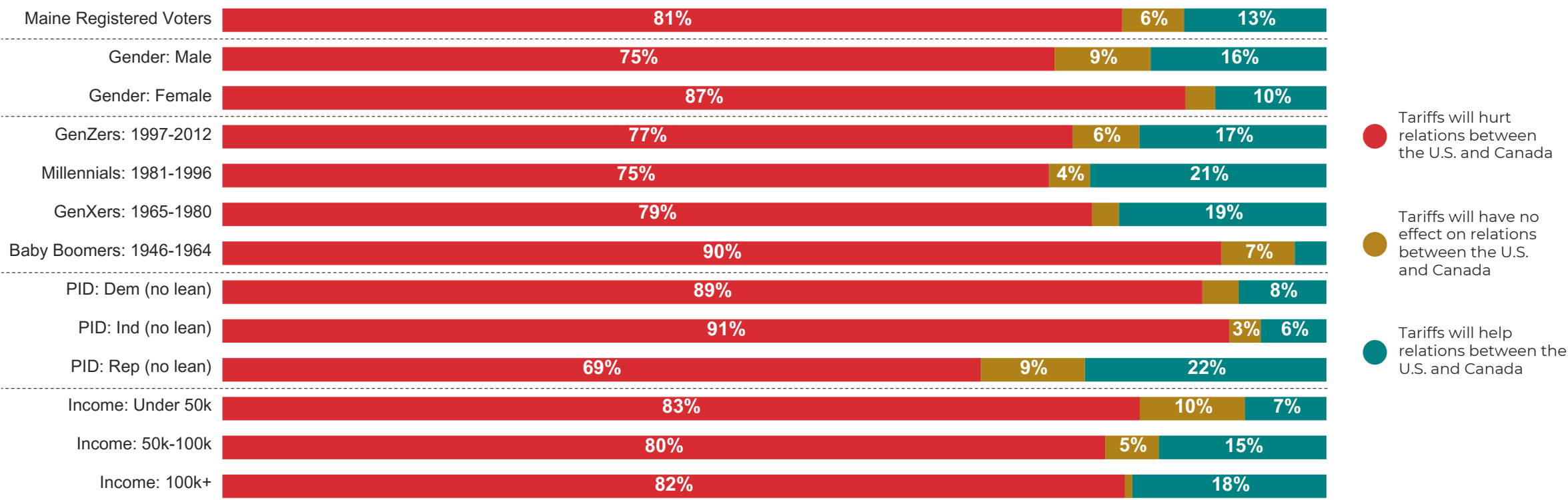
TOTAL AGREE	
(% Strongly agree + % Somewhat agree)	
Maine Registered Voters	77%
Gender: Male	74%
Gender: Female	80%
GenZers: 1997-2012	64%
Millennials: 1981-1996	89%
GenXers: 1965-1980	71%
Baby Boomers: 1946-1964	80%
PID: Dem (no lean)	91%
PID: Ind (no lean)	77%
PID: Rep (no lean)	66%
Income: Under 50k	80%
Income: 50k-100k	84%
Income: 100k+	61%

Among Maine respondents (n=200)

POLITICAL IMPACT: MAINE

RESULT: Four-in-five Maine voters believe that tariffs will hurt relations between the U.S. and Canada, including more than two-thirds of every demographic group.

Do you think new tariffs will help, hurt, or have no effect on overall relations between the U.S and Canada?

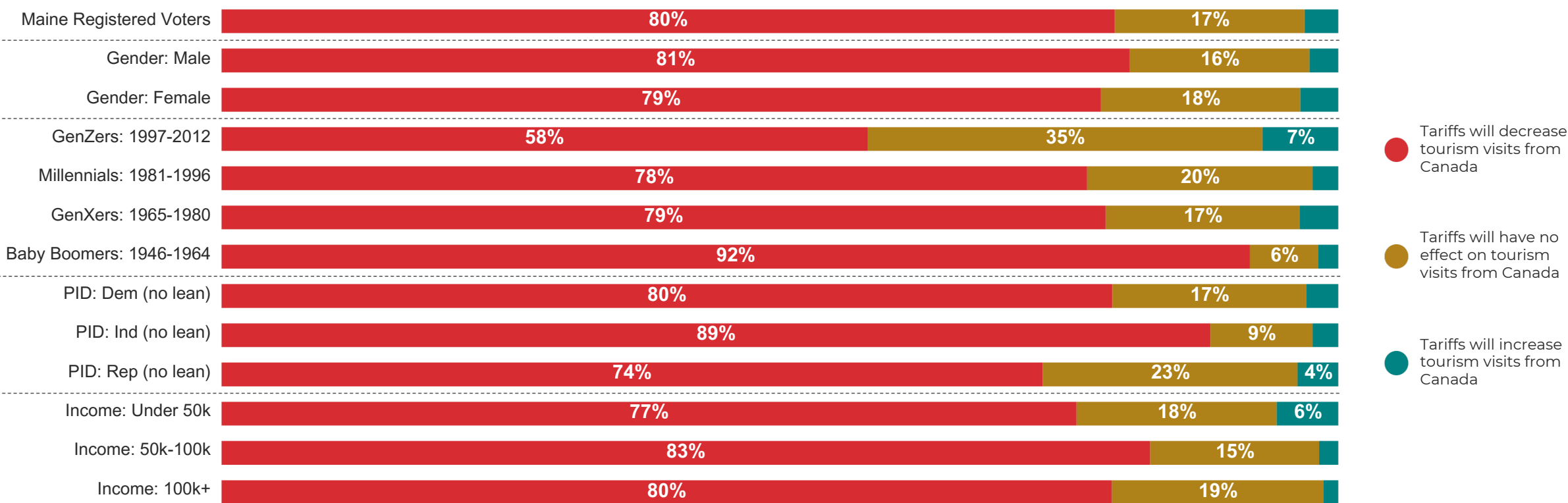


Among Maine respondents (n=200)

POLITICAL IMPACT: MAINE

RESULT: Four-in-five Maine voters expect that new tariffs will decrease tourism from Canada to Maine, including majorities of every demographic group.

Do you think new tariffs will increase, decrease, or have no effect on tourism visits from Canada to Maine?

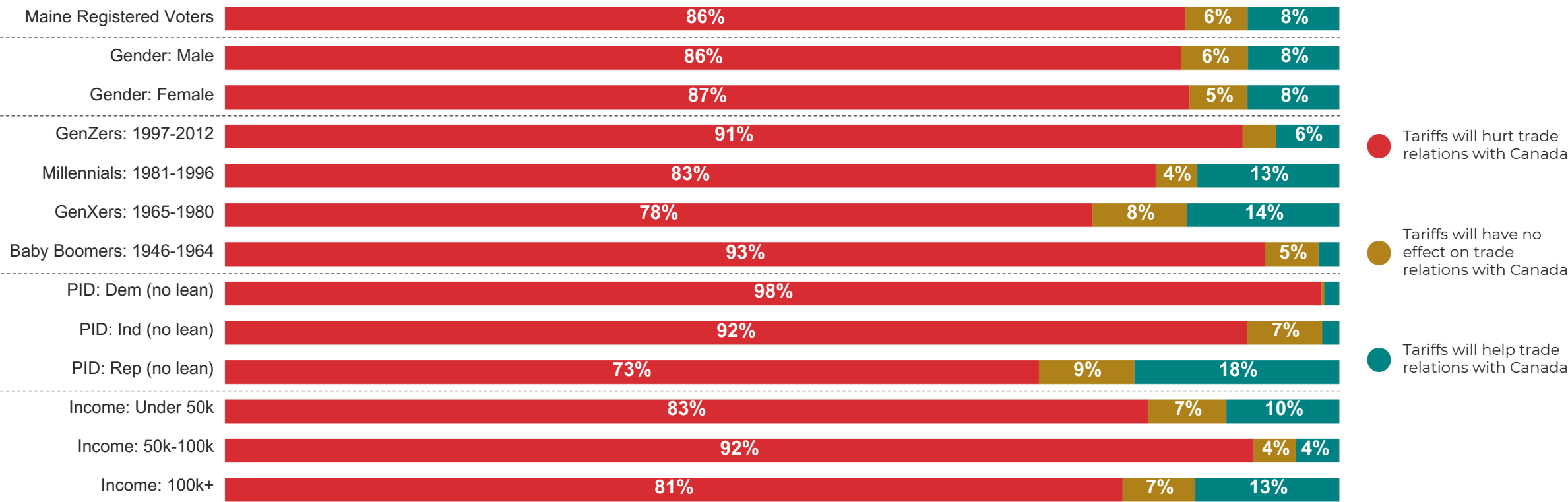


Among Maine respondents (n=200)

POLITICAL IMPACT: MAINE

RESULT: Almost nine-in-ten Maine voters believe that tariffs will hurt trade relations between the U.S. and Canada, including more than three-quarters of every demographic group.

Do you think new tariffs will help, hurt, or have no effect on trade relations with Canada?



Among Maine respondents (n=200)