

TARIFF SURVEY

GEORGIA

APRIL 2025

Conducted by:

 **MORNING CONSULT**

METHODOLOGY

The survey was conducted March 22nd – 27th among a sample of 502 registered voters in Georgia. 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 4 percentage points in Georgia.

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, more than two-thirds are trying to spend less money, and around half are avoiding any major purchases altogether. Put head-to-head, 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, nearly two-in-five say the priority should be fighting inflation.

2 Few voters expect tariffs to make a positive difference.

More than a third of voters think that tariffs will make fewer jobs available in the U.S. In fact, two-thirds of voters expect that American consumers, businesses, and farmers will be hurt most by new tariffs and/or a resulting trade war. Approximately seven-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-four voters say that tariffs should be established as a long-term economic policy- including less than a third 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

ECONOMIC BASELINE

ECONOMIC BASELINE: GEORGIA

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) | 88% | 88% | 85% | 89% |

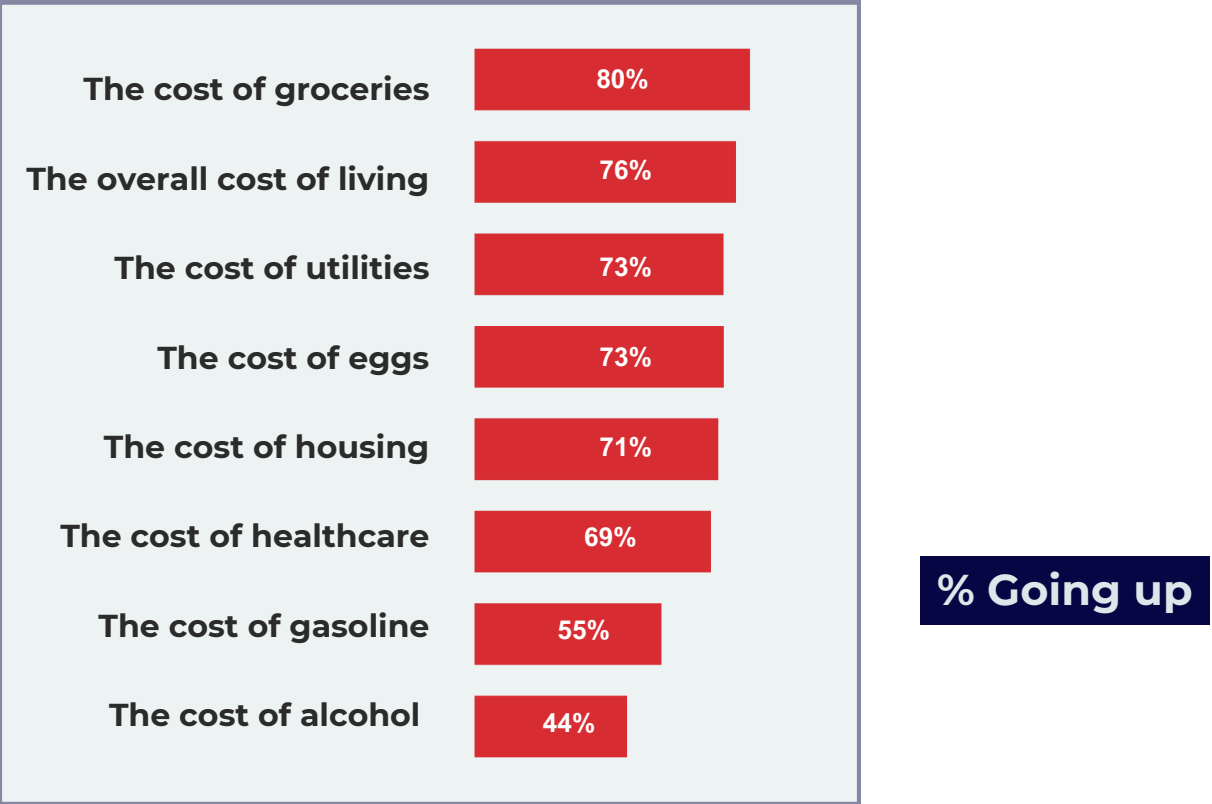
Very concerned Somewhat concerned Not too concerned Not at all concerned Don't know / No opinion



ECONOMIC BASELINE: GEORGIA

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.

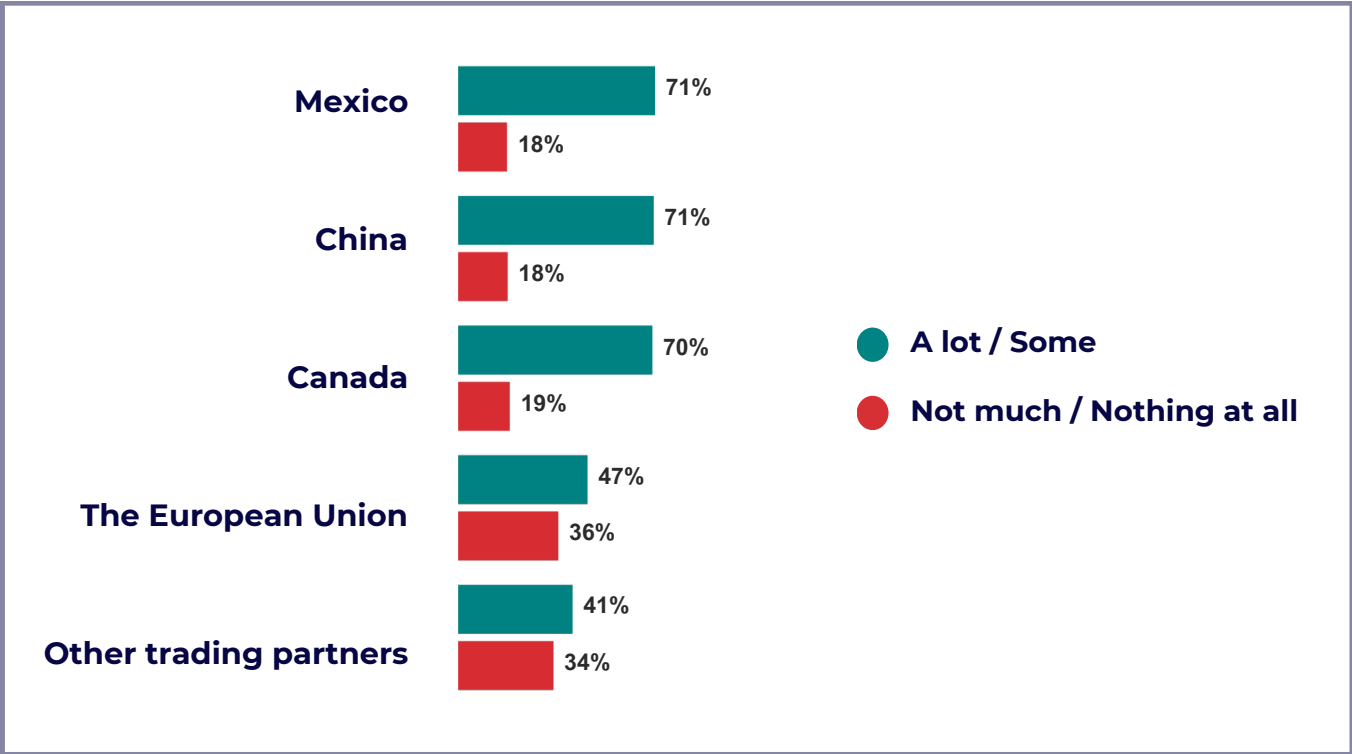


TARIFF EXPECTATIONS

TARIFF EXPECTATIONS: GEORGIA

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?

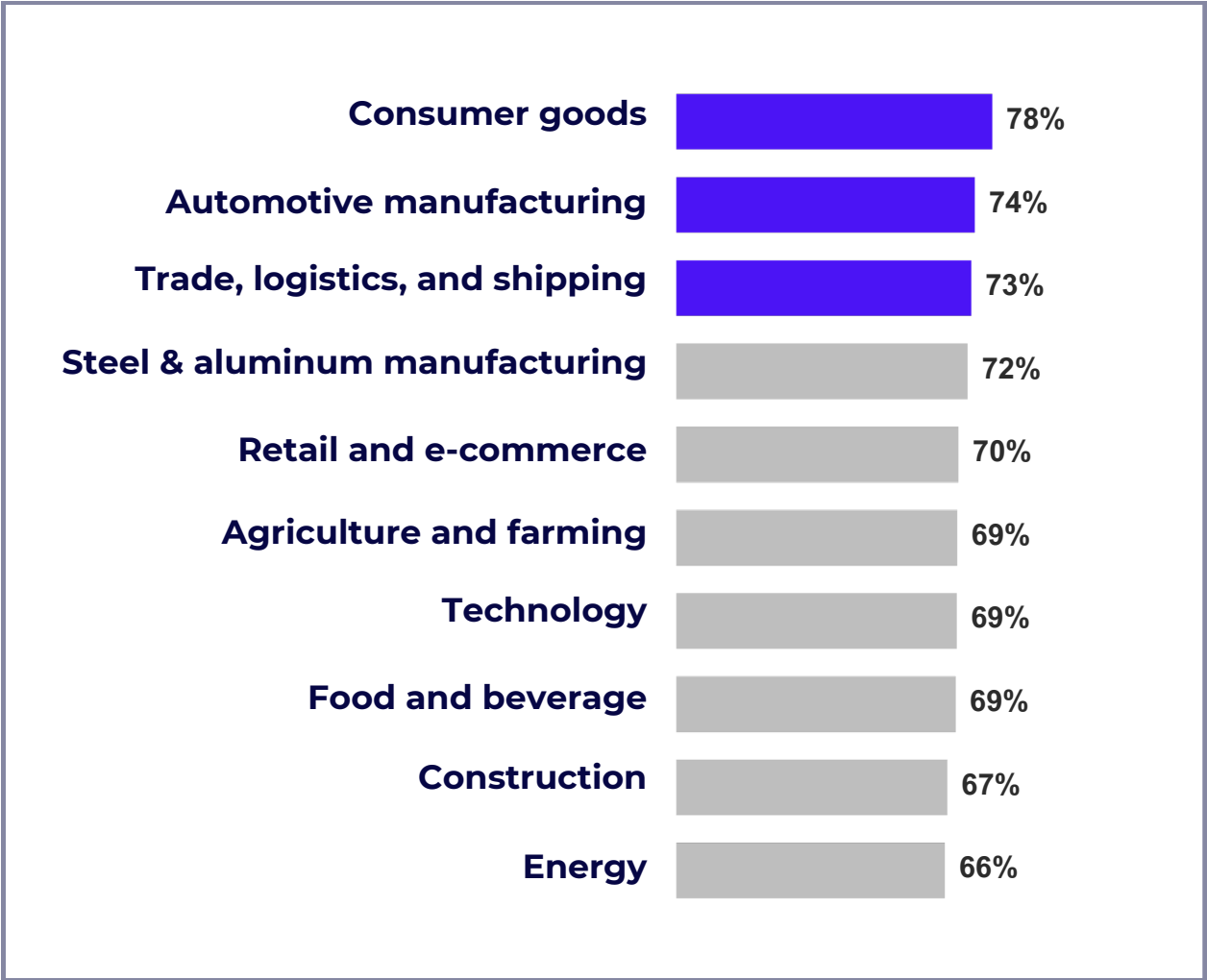


TARIFF EXPECTATIONS: GEORGIA

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

- % Big Impact +
- % Some Impact

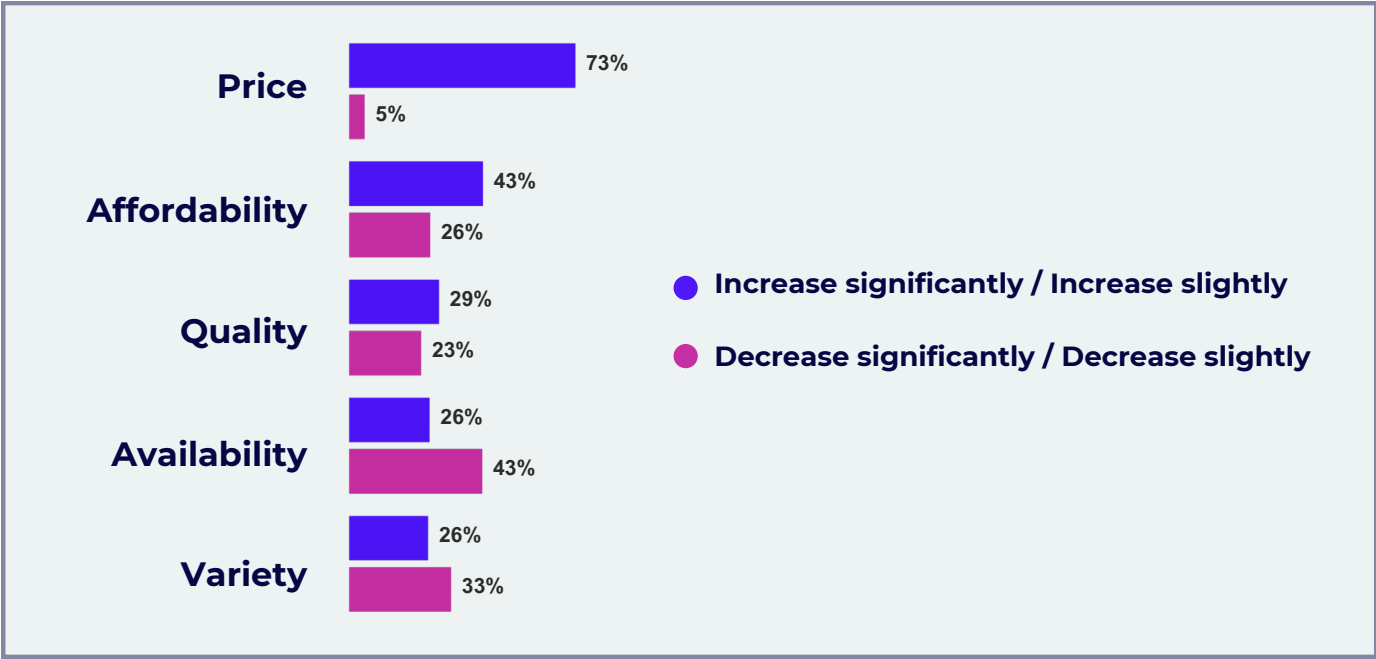
Top 3 Highlighted



TARIFF EXPECTATIONS: GEORGIA

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: GEORGIA

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

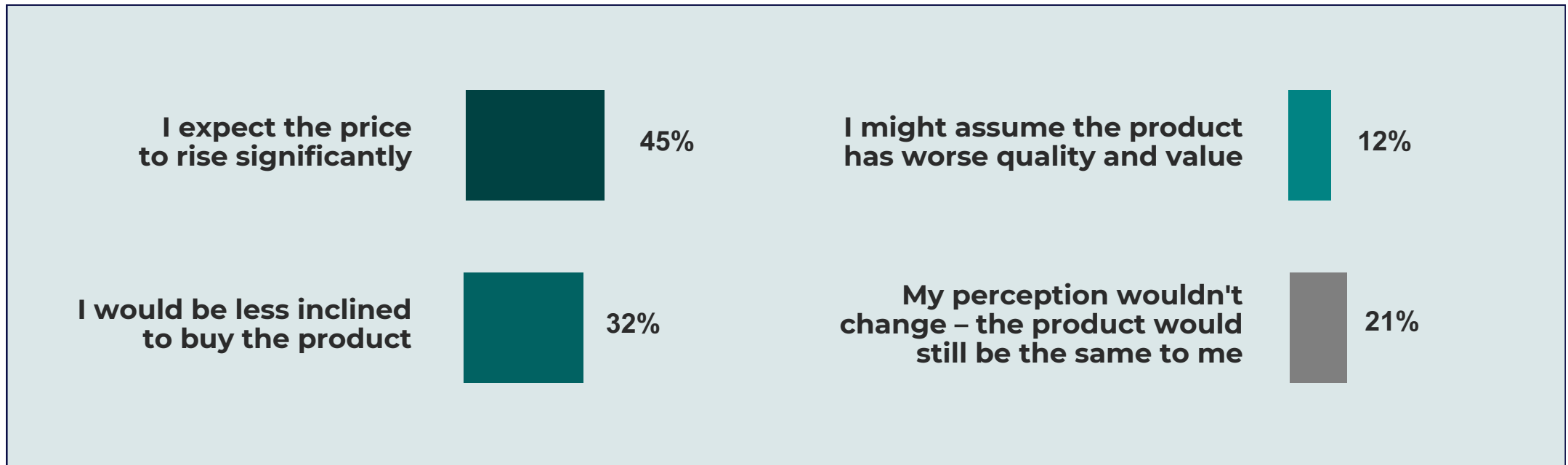
Are you currently doing any of the following because of tariffs?



TARIFF EXPECTATIONS: GEORGIA

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

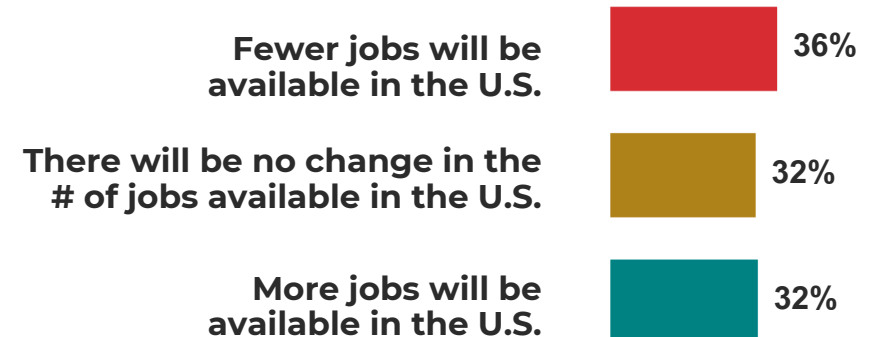
If a product you regularly purchase became subject to new tariffs, how might you respond? Please select all that apply.



TARIFF EXPECTATIONS: GEORGIA

RESULT: Three-in-four voters expect tariffs will increase the cost of goods they purchase, and a third of voters think it's likely that tariffs will create additional jobs in the U.S.

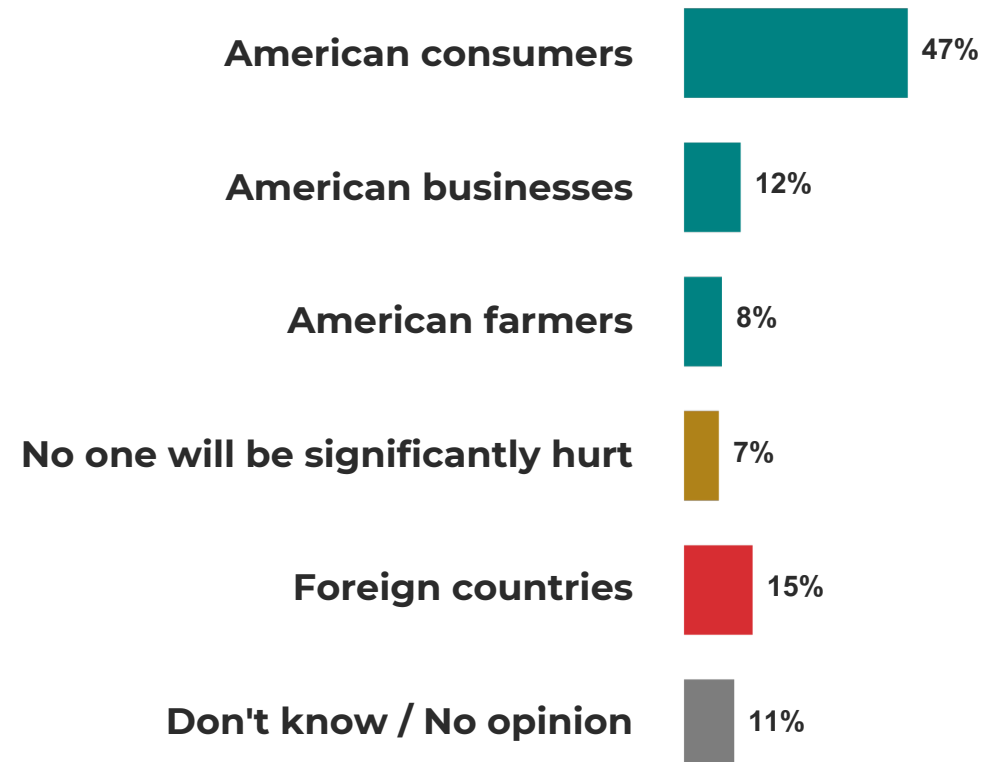
If new tariffs were implemented, which of the following outcomes do you think is most likely to happen to costs/jobs in the U.S.?



TARIFF EXPECTATIONS: GEORGIA

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?

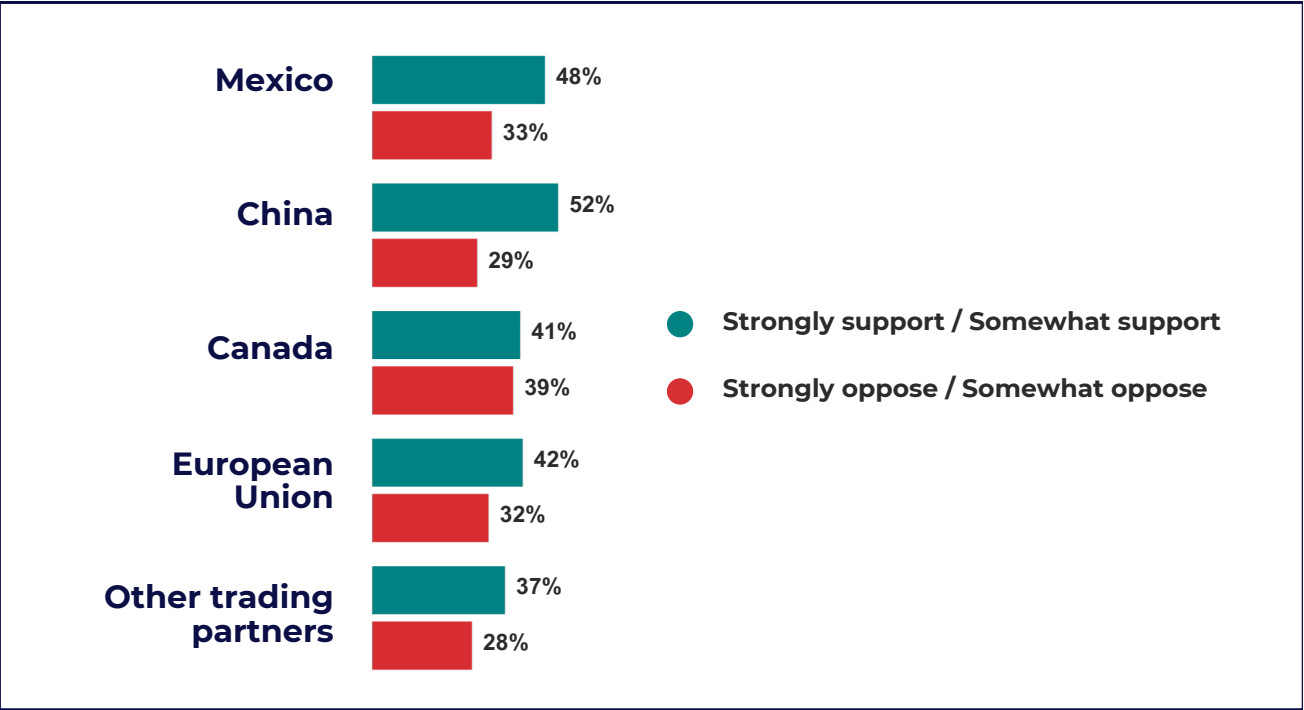


POLITICAL IMPACT

POLITICAL IMPACT: GEORGIA

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: GEORGIA

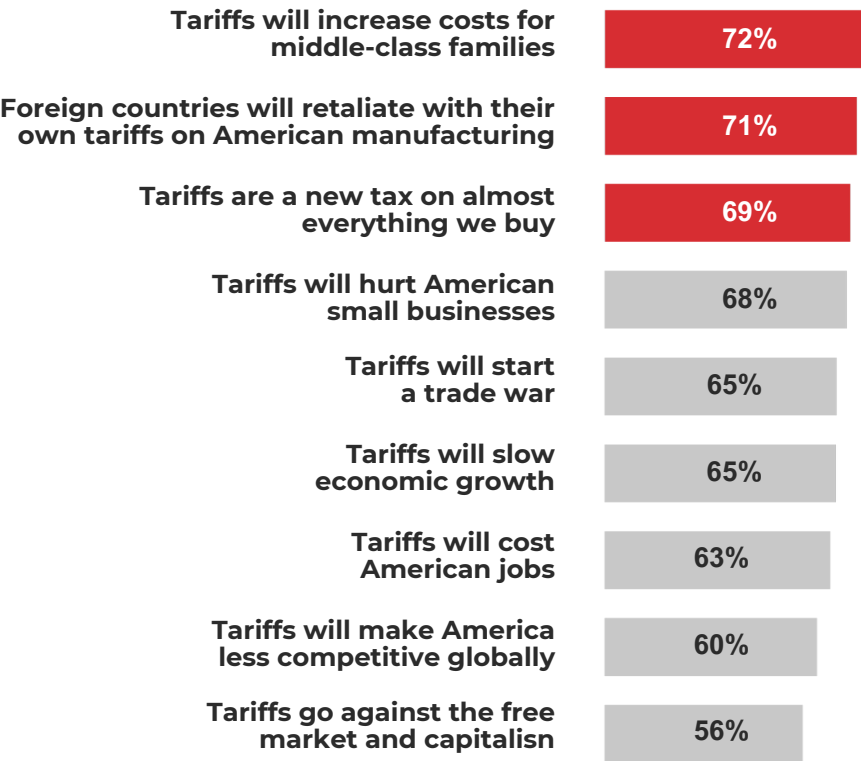
RESULT: Nearly three-in-four voters are concerned that tariffs will increase costs for middle-class families.

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

% Very concerning +

% Somewhat concerning

*Top 3
Highlighted*



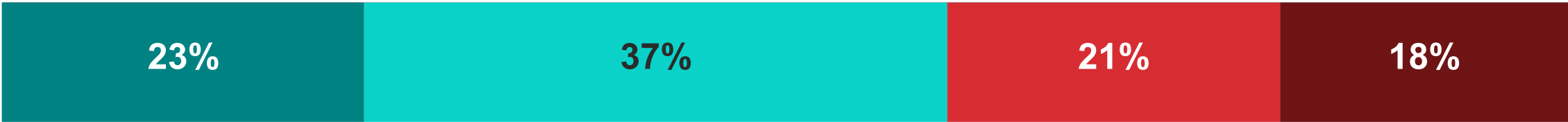
POLITICAL IMPACT: GEORGIA

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) | 60% | 37% | 53% | 84% |

Very willing Somewhat willing Not too willing Not willing at all



POLITICAL IMPACT: GEORGIA

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) | 55% | 35% | 46% | 76% |

Very willing Somewhat willing Not too willing Not willing at all



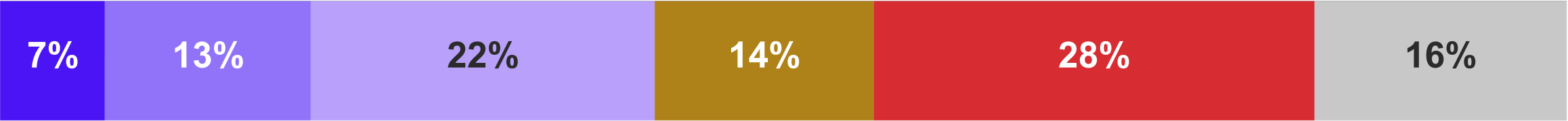
POLITICAL IMPACT: GEORGIA

RESULT: Only a minority of voters are willing to accept higher prices for a year or longer, including less than a third 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 |
|---|-----|-----|-----|-----|
| | 42% | 28% | 36% | 56% |

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: GEORGIA

RESULT: Nearly a half of voters would be more likely to support an anti-tariff candidate, including around a third 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) | 46% | 66% | 39% | 32% |

● 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: GEORGIA

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) | +59% | +37% | -23% |

- 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: GEORGIA

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

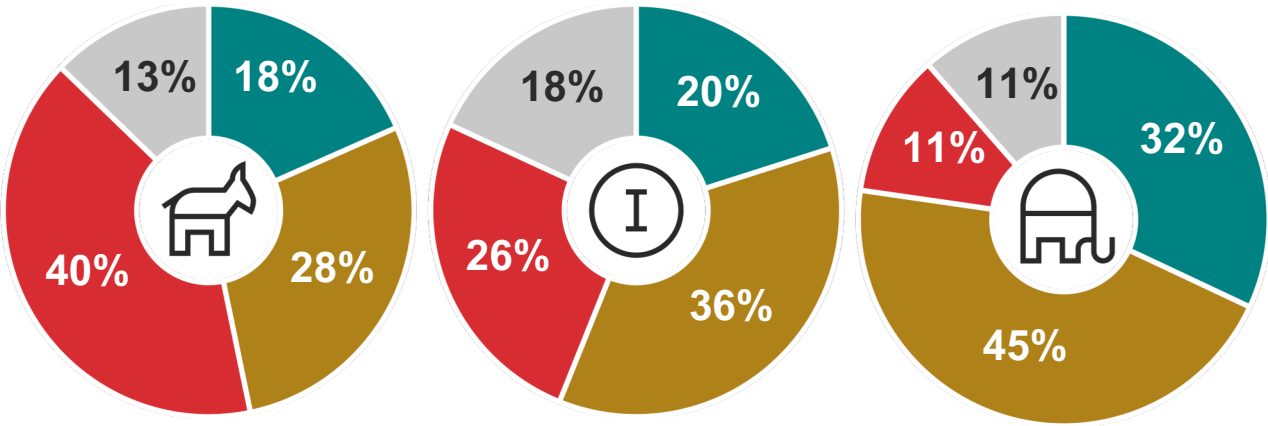


POLITICAL IMPACT: GEORGIA

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

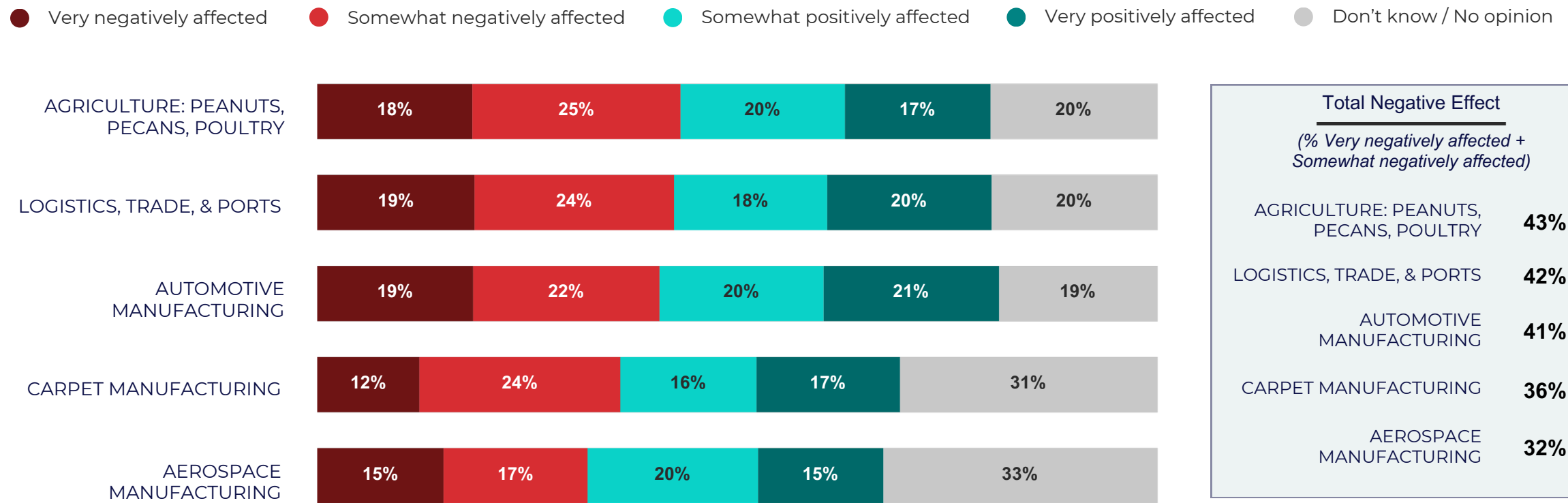


STATE RESULTS

POLITICAL IMPACT: GEORGIA

RESULT: Georgia voters believe that the state’s agriculture, logistics, and automotive manufacturing industries will be the most negatively affected by tariffs and/or a resulting trade war.

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

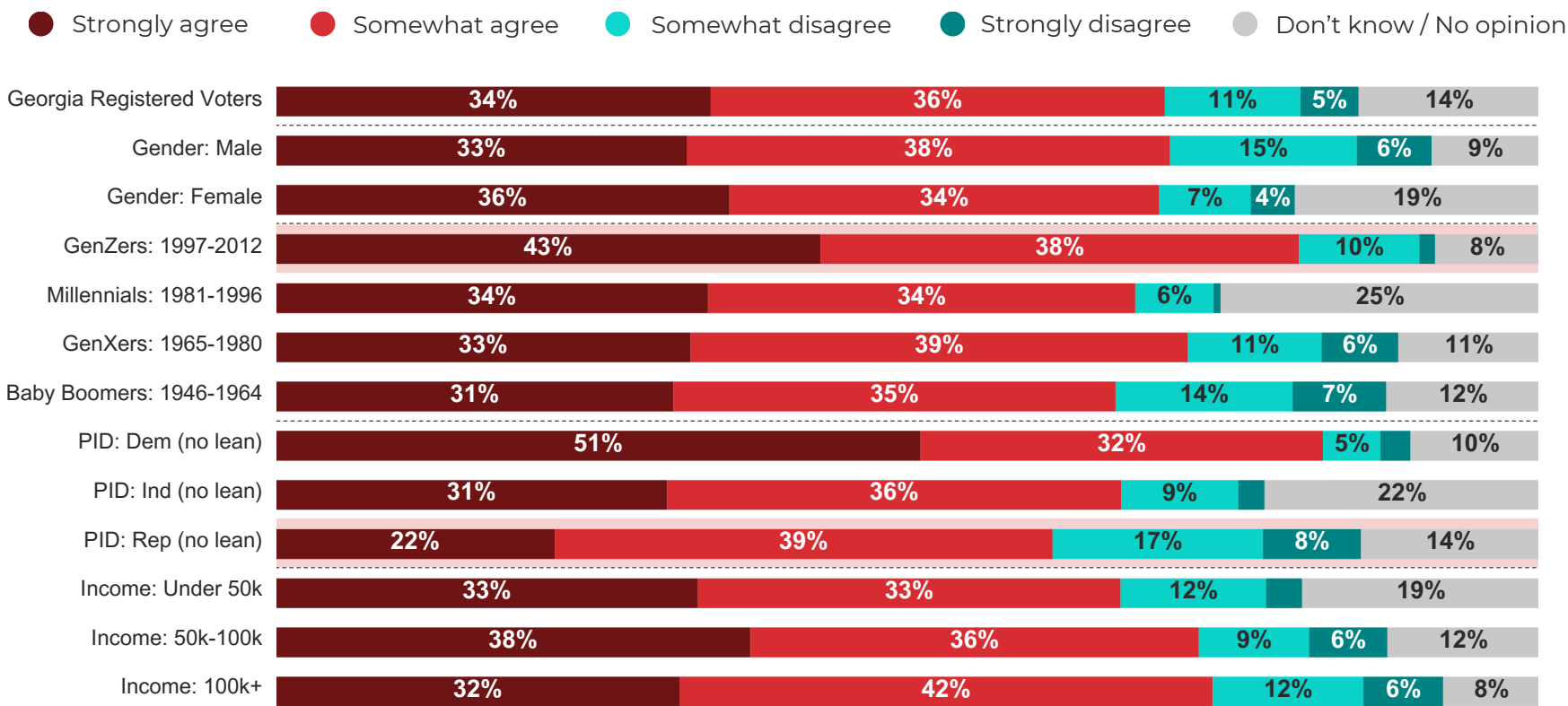


Among Georgia respondents (n=502)

POLITICAL IMPACT: GEORGIA

RESULT: Two-thirds of Georgia voters believe Savannah will be hurt by tariffs and/or a resulting trade war, including three-in-five Republicans (61%) and four-in-five GenZ voters (81%).

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 like Savannah, Georgia.*



Among Georgia respondents (n=502)

| TOTAL AGREE | |
|---------------------------------------|-----|
| (% Strongly agree + % Somewhat agree) | |
| Georgia Registered Voters | 70% |
| Gender: Male | 71% |
| Gender: Female | 70% |
| GenZers: 1997-2012 | 81% |
| Millennials: 1981-1996 | 68% |
| GenXers: 1965-1980 | 72% |
| Baby Boomers: 1946-1964 | 66% |
| PID: Dem (no lean) | 83% |
| PID: Ind (no lean) | 67% |
| PID: Rep (no lean) | 61% |
| Income: Under 50k | 67% |
| Income: 50k-100k | 73% |
| Income: 100k+ | 74% |