

January 2025 Lake Effect Poll Memo

Michigan Opinion and Knowledge re: Tariffs

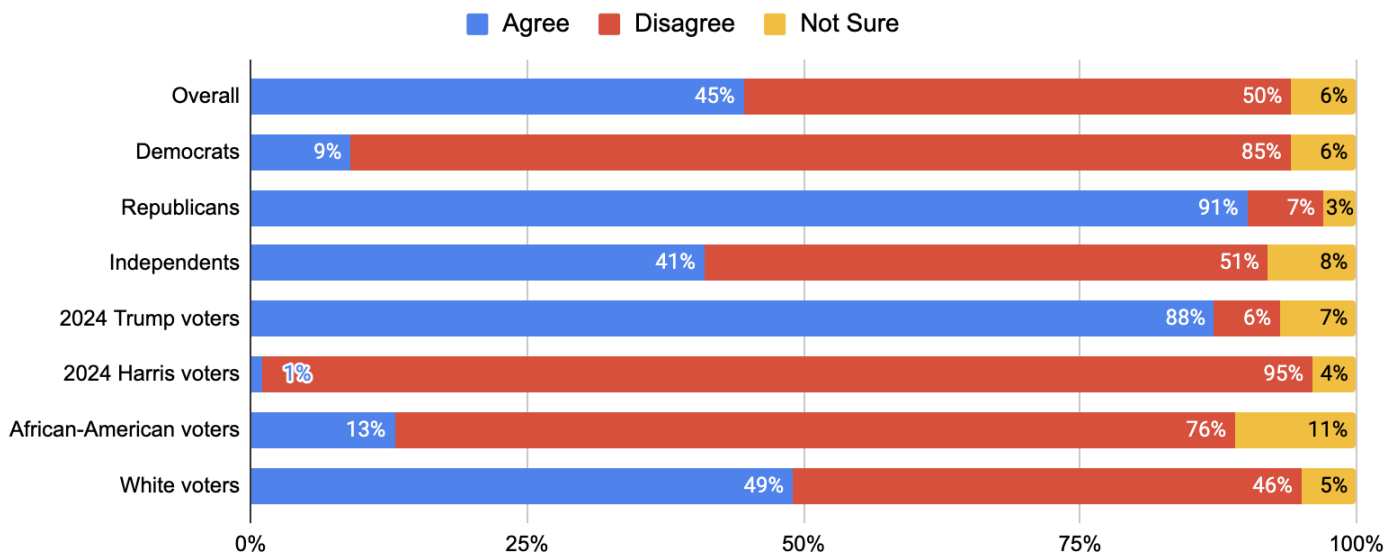
Key Takeaway

While a plurality of Michiganders overall disagree with Trump’s plan to impose tariffs on foreign countries, the differences across political lines on tariffs— are extreme. Further investigation indicates a potential reason for this divide: knowledge of what tariffs mean for American consumers.

Looking at political leanings, the takeaway is clear: Michiganders who understand that tariffs will mean higher costs for consumers voted for Kamala Harris, while Michiganders who do not understand that tariffs mean higher costs for consumers voted for Donald Trump.

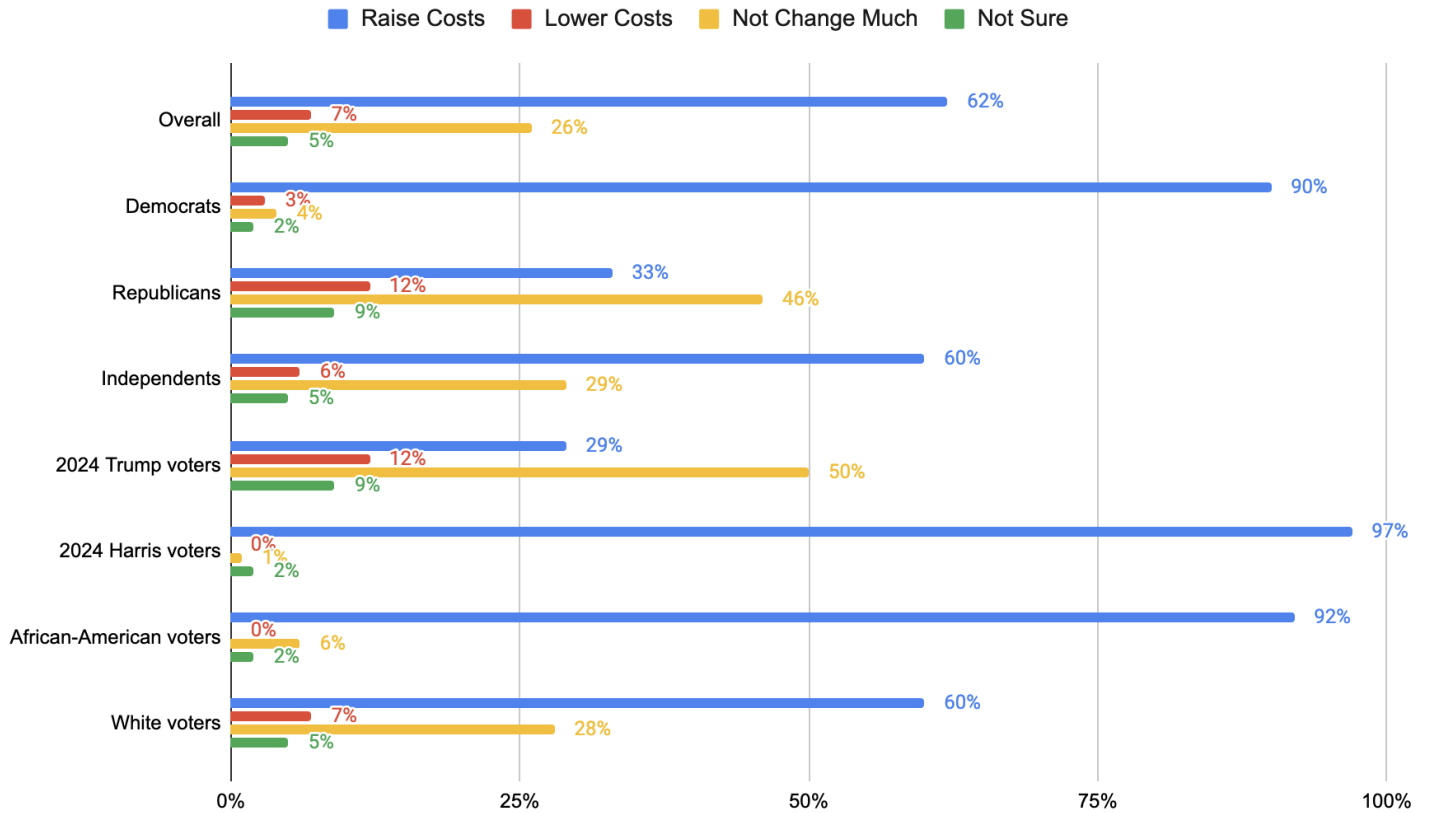
An overwhelming 88% of Trump voters agree with Trump’s plan to impose tariffs but only 29% of Trump voters correctly said that [tariffs will raise costs for American consumers](#). In contrast, an overwhelming 95% of Harris voters disagree with Trump’s plan to impose tariffs and 97% of Harris voters said tariffs will raise costs for American consumers.

Michigan Opinion on Trump Tariffs



Respondents were asked: President-elect Donald Trump has announced plans to place tariffs on goods that are imported from countries such as Canada, Mexico, China, and Denmark. Do you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with imposing tariffs on goods imported from these countries?

Michigan Opinion on What Tariffs Will Do to Consumer Costs



Respondents were asked: Do you think President-elect Trump’s plan to place tariffs on goods from countries such as Canada, Mexico, China, and Denmark, will raise or lower the cost of goods from these countries for Americans, or do you think costs will not change too much?

In concert with Progress Michigan, Public Policy Polling interviewed 513 Michigan voters from January 16-17, 2025 by phone and text. Margin of error for this poll is +/-4.3%. Full results for this poll are available upon request.