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## National Public Opinion Poll

**Tariff impacts, confidence in the U.S. economy,  
job security, Social Security concerns**

Poll dates: April 10-17, 2025



# Elon University Poll

## National poll: April 2025

### KEY FINDINGS

Poll dates: April 10-17, 2025

Margin of error: +/- 3.58%



### Tariff-induced price increases

- 80%** Expect increased costs
- 65%** Are concerned about the impact on their family's finances
- 43%** Are not willing to accept higher prices now with the hope of a better economy in the long run
- 52%** Say higher tariffs will lead to increased U.S. domestic production



### Confidence in the U.S. economy

- 45%** Less confident in the economy since President Trump took office
  - 65%** of Republicans are more confident
  - 79%** of Democrats are less confident
- 55%** Slightly or not at all concerned about losing their job



### Concerns about Social Security

- 66%** Expect major changes in Social Security benefits in the next few years
- 56%** Concerned about Social Security operations in the next few months



April 29, 2025

### EXECUTIVE SUMMARY

A national poll conducted by Elon University reveals widespread economic anxiety among Americans following President Trump's recent implementation of tariffs, with stark partisan divides in economic outlook three months into his administration.

The poll, which surveyed 1,000 American adults April 10-17, 2025, found that 43% of Americans believe prices will be much higher due to new tariffs, with another 37% expecting somewhat higher prices – meaning a total of 80% of Americans anticipate increased costs from the administration's trade policies.

#### Tariff Concerns Split Along Party Lines

The poll reveals 65% of Americans are at least somewhat concerned that higher tariffs will negatively affect their family's financial situation, with Democrats (90%) expressing dramatically higher concern than Republicans (41%). Other groups that expressed the highest concerns about the impact of tariffs on their family's finances were Black Americans (76%), those with four-year college degrees (73%) and those with income above \$100,000 (70%).

#### Is the pain worth the gain?

In a Rose Garden speech, President Trump declared April 2, 2025 as "Liberation Day," saying he was imposing reciprocal import tariffs to spur industry to return production to the United States and "make America wealthy again." Asked for their opinions shortly after that announcement, 38% of Americans said they are willing to accept higher prices now with the hope of better economic outcomes in the future, while 43% rejected that trade-off. The partisan divide is striking: 71% of Republicans said they are willing to accept higher prices in the near-term compared with just 13% of Democrats and 25% of Independents.

White Americans were more willing to accept short-term higher prices, with 44% expecting the long-term result will be good for the economy. Half as many Black Americans agreed with that economic strategy, with only 22% saying they are willing to accept higher prices now, compared with 66% who are not willing to accept higher prices.

#### Outlook for U.S. production with higher tariffs

While overall outlooks are pessimistic, a plurality of Americans said the impact of tariffs is likely to be positive for U.S. production, with 52% saying production of goods in this country will grow and the nation will become less reliant on foreign imports. In line with that expectation, 50% said producers will shift manufacturing to the United States and 49% said there will be more job opportunities.

Republicans had much higher expectations for those positive outcomes than Democrats and Independents, with 84% of Republicans expecting production of U.S. goods to grow, compared with only 29% of Democrats and 39% of Independents.

#### Confidence in the U.S. economy is weak

Confidence in the U.S. economy is weak, with 45% saying they are less confident in the economy since Trump took office, 32% feeling more confident, and 15% saying their level of confidence is unchanged.

This confidence gap follows strict partisan lines with 65% of Republicans reporting increased economic confidence compared with just 9% of Democrats and 17% of Independents. Conversely, 79% of Democrats report decreased confidence versus only 12% of Republicans.

Demographic breakdowns reveal additional patterns:

- Men (37%) are more confident than women (28%)
- Americans aged 45 and older are more confident (40%) than those aged 18-44 (25%)
- White Americans (39%) are more confident than Black Americans (8%)

(Continued on next page)



### EXECUTIVE SUMMARY

#### Job security and future employment concerns

The poll reveals moderate concerns about immediate job security, with 28% very or somewhat concerned about keeping their job over the next few years and 55% saying they are only slightly concerned or not at all concerned. However, the following percentages of poll respondents said they are very or somewhat concerned that these factors could threaten their employment over the next few years:

- Economic recession: 50%
- Federal and state government policy changes: 44%
- Changes brought about by artificial intelligence: 40%
- Rising job discrimination against certain classes of people: 34%
- Industry changes: 33%
- Employer going out of business or making major cutbacks: 30%
- Demand for skills: 27%

#### Social Security Concerns

Across all groups, there is agreement that major changes in the Social Security system are coming in the next several years, including adjustments in the level of benefits and qualification rules. Overall, 66% of Americans said those changes are likely, including 83% of Democrats, 63% of Independents and 54% of Republicans.

There are also significant concerns that the operations of Social Security in the months ahead may impact Americans' ability to receive and manage benefits. Overall, 56% of Americans said they are at least somewhat concerned about Social Security operations in coming months, including 77% of Democrats, 61% of those with incomes less than \$50,000 and 60% of those aged 45 and older.

#### Impact on Summer Vacation Plans

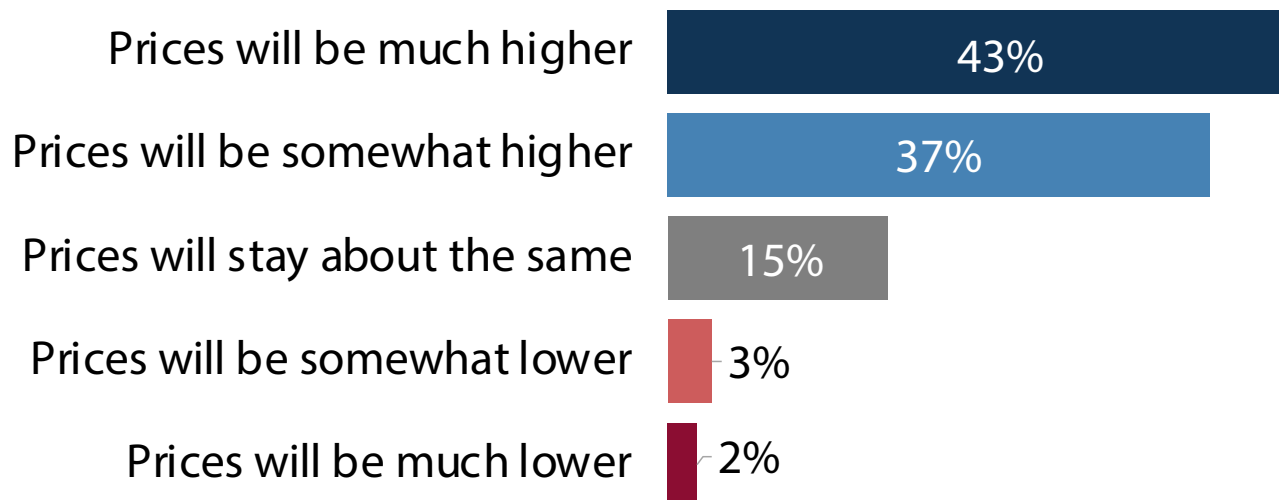
One-third of Americans (33%) report planning to spend less and stay close to home for summer vacation due to the economic climate, while 47% anticipate little to no impact on their vacation plans. Only 3% plan to spend more and take a nice vacation.

The vacation spending gap shows clear partisan influence with 49% of Democrats planning to reduce vacation spending compared with 18% of Republicans.

(See poll methodology at end of this document)



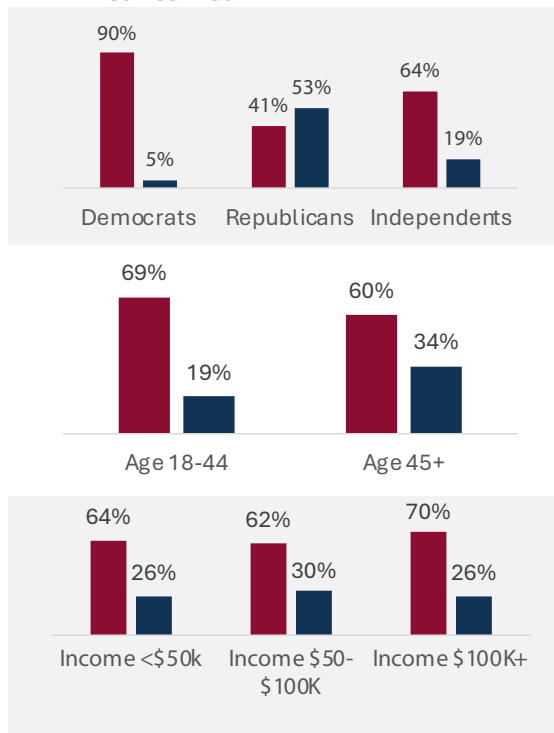
**How much do you think the new tariffs imposed by the United States will affect the cost of things you buy?**





### TOPIC: Tariff impact

**Very/somewhat concerned** **Slightly/not at all concerned**



**How concerned are you that higher tariffs will negatively affect your family's financial situation?**

Very/somewhat concerned

65%

Slightly/not at all concerned

27%

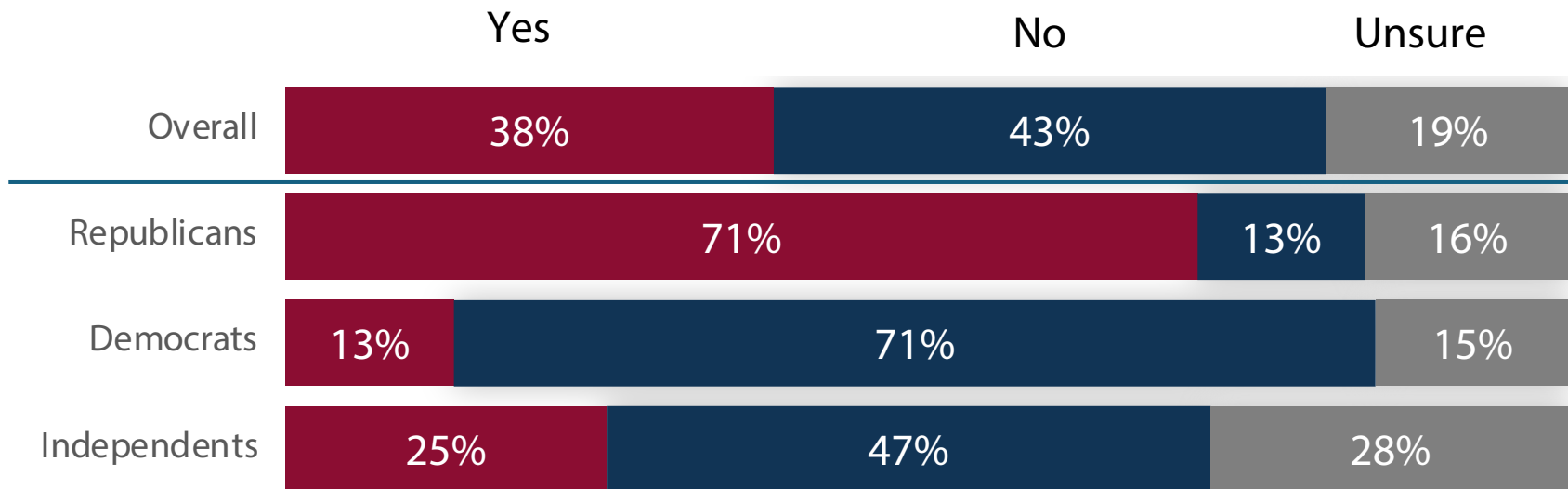
Unsure

9%



TOPIC: Tariff impact

**Are you willing to accept higher prices on things you buy now, with the hope that the results will be better for the U.S. economy in the long run?**

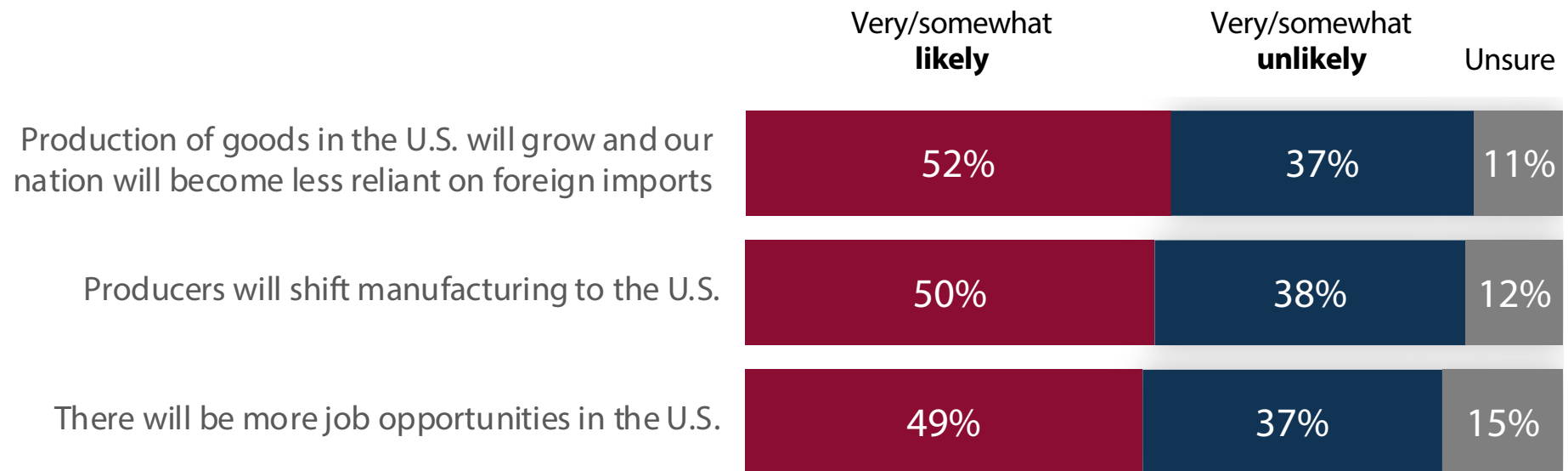


Source: Elon University Poll of U.S. adults, April 10-17, 2025



TOPIC: Tariff impact

**How likely are each of the following to happen with tariffs on goods produced in other countries?**



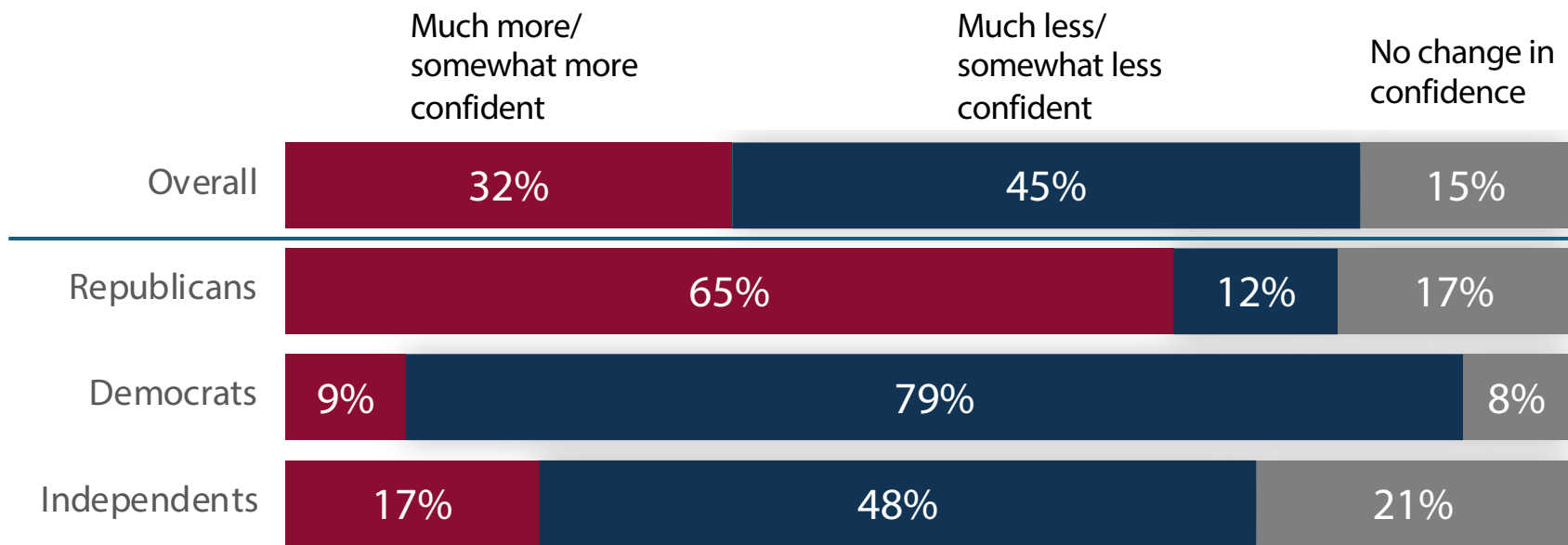
Source: Elon University Poll of U.S. adults, April 10-17, 2025





TOPIC: Economic confidence

### How has your confidence in our nation's economy changed since President Trump took office?

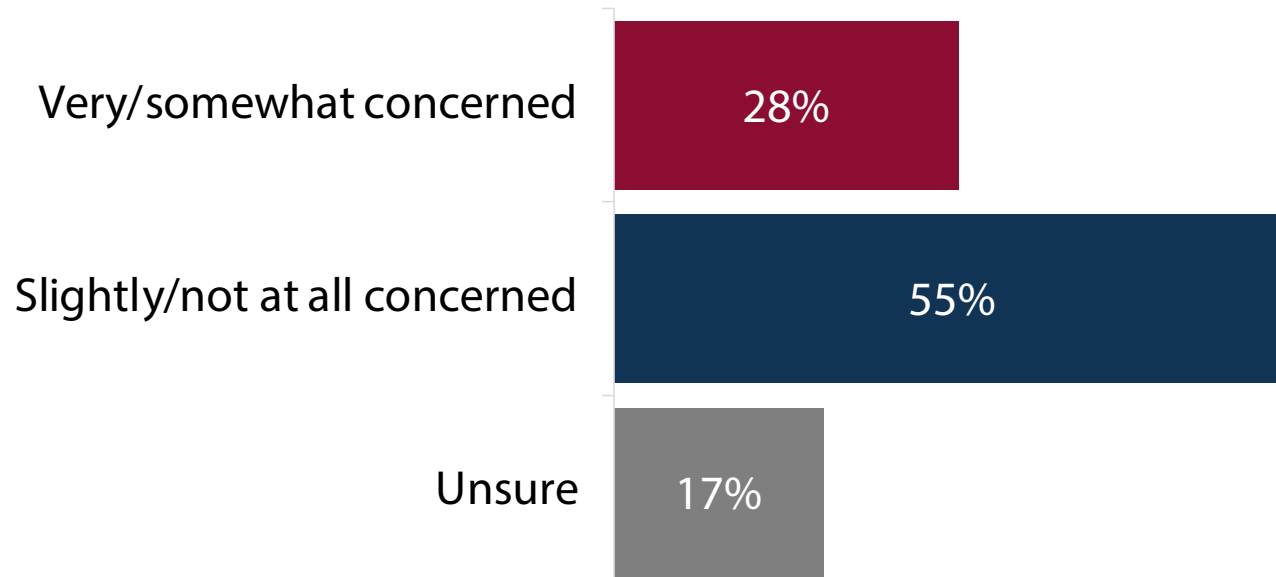


Source: Elon University Poll of U.S. adults, April 10-17, 2025



TOPIC: Employment concerns

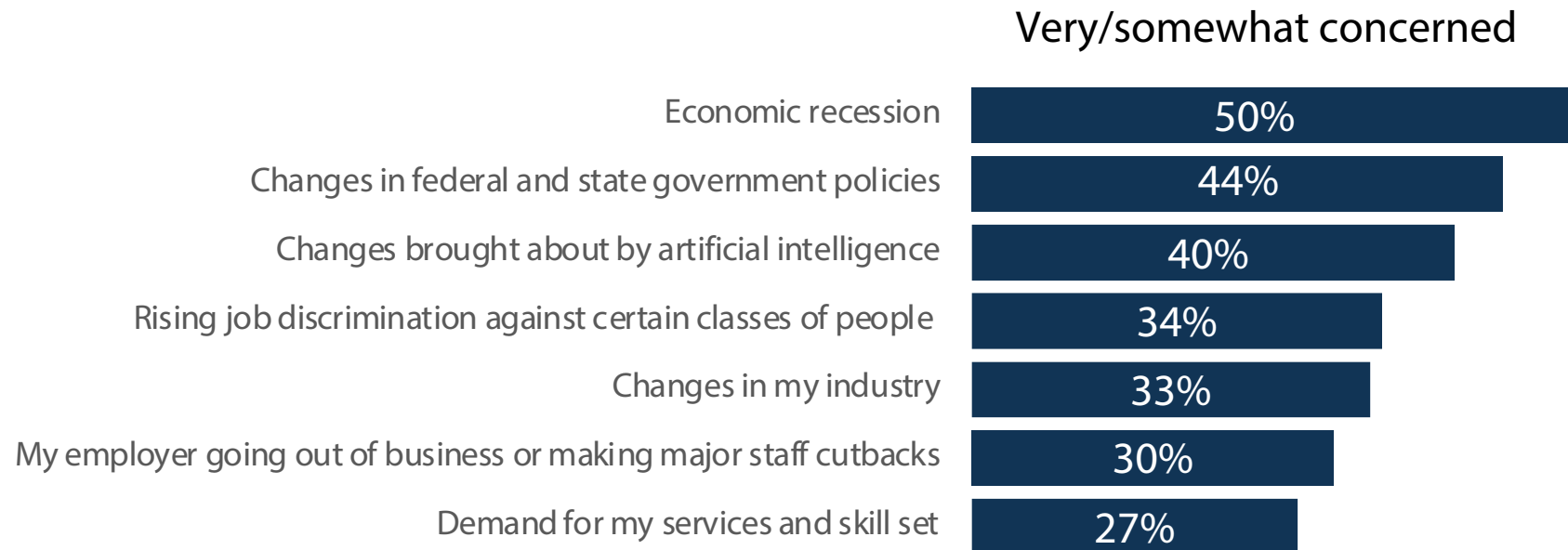
**How concerned, if at all, are you about keeping your job over the next few years?**





TOPIC: Employment concerns

### How concerned are you that the following factors could threaten your employment over the next few years?

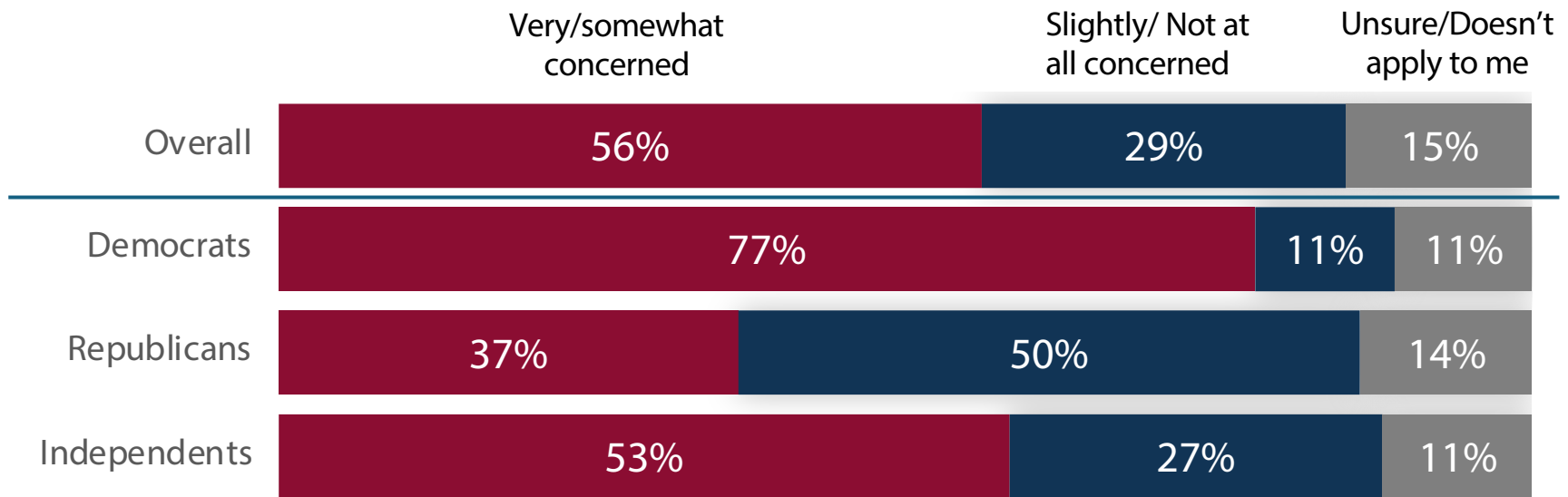


Source: Elon University Poll of U.S. adults, April 10-17, 2025



TOPIC: Social Security

**How concerned, if at all, are you about the operations of Social Security and your family members' ability to receive and manage benefits in the months ahead?**

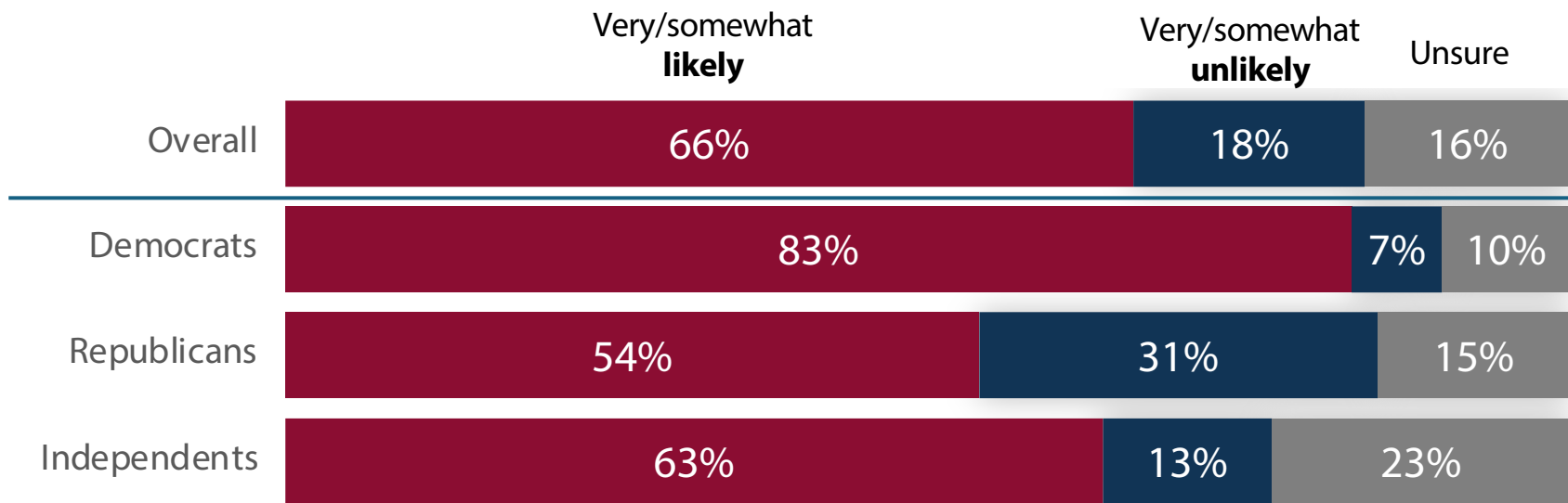


Source: Elon University Poll of U.S. adults, April 10-18, 2025



TOPIC: Social Security

**How likely do you think it is that there will be major changes in the Social Security system, the level of benefits and the qualification rules over the next several years?**

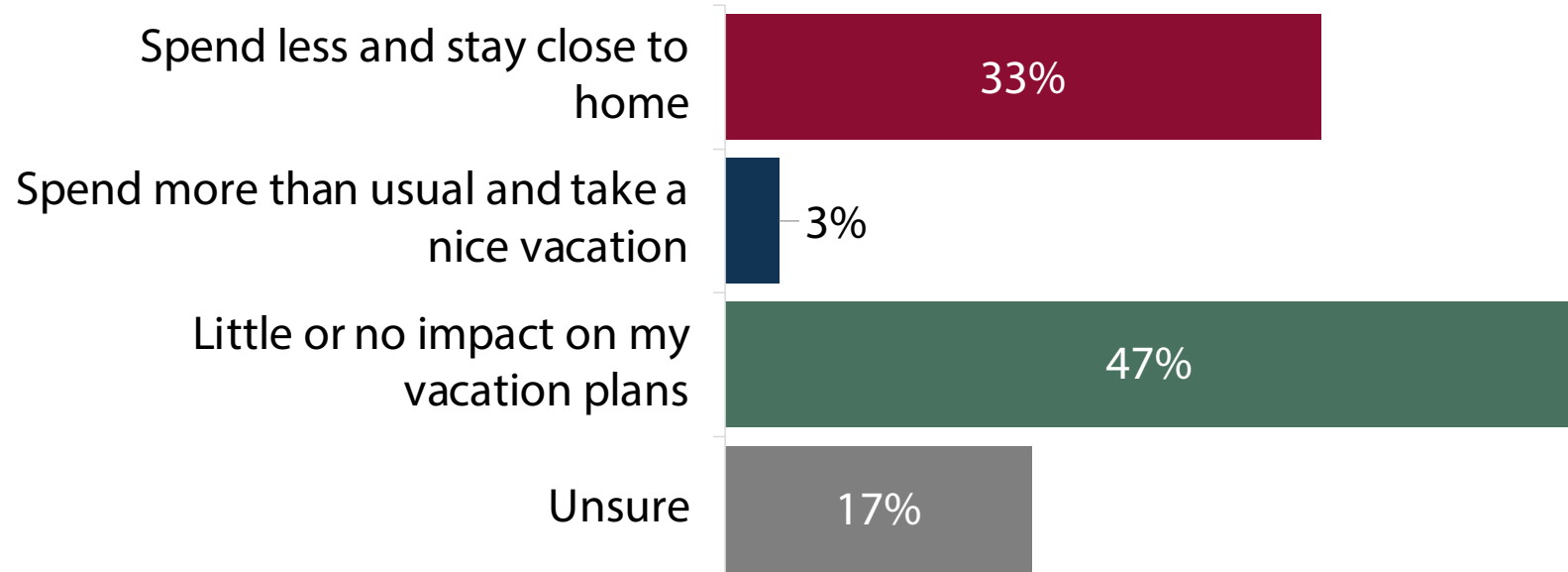


Source: Elon University Poll of U.S. adults, April 10-17, 2025



TOPIC: Tariff impact

**How have President Trump's actions to impose tariffs and make cuts in the federal government affected your plans for a summer vacation, if at all?**



Source: Elon University Poll of U.S. adults, April 10-18, 2025

Source: Elon University Poll of U.S. adults, April 10-17, 2025



# Elon University Poll

## National poll: April 2025

### METHODOLOGY

Sponsoring organization and questionnaire design: Elon University Poll

Fieldwork: YouGov

Interview dates: April 10-17, 2025

Release date: April 29, 2025

Target population: U.S. adults, age 18 and older

Sample size: 1,000

Margin of error: +/-3.58 % (adjusted for weights)

Survey mode: Online, web-based survey, self-administered with online panels

Panelists: This poll utilizes a non-probability sample. All YouGov panelists have been active panelists for 30 days or longer.

YouGov interviewed 1,149 respondents from North Carolina who were then matched down to a sample of 1,000 to produce the final dataset. The respondents were matched to a sampling frame on gender, age, race, and education. The sampling frame is a politically representative "modeled frame" of US adults, based upon the American Community Survey (ACS) public use microdata file, public voter file records, the 2020 Current Population Survey (CPS) Voting and Registration supplements, the 2020 National Election Pool (NEP) exit poll, and the 2020 CES surveys, including demographics and 2020 presidential vote.

The matched cases were weighted to the sampling frame using propensity scores. The matched cases and the frame were combined and a logistic regression was estimated for inclusion in the frame. The propensity score function included age, gender, race/ethnicity, years of education, and home ownership. The propensity scores were grouped into deciles of the estimated propensity score in the frame and post-stratified according to these deciles.

The weights were then post-stratified on 2020 and 2024 presidential vote choice as well as a four-way stratification of gender, age (4-categories), race (2-categories), and education (4-categories), to produce the final weight.

Data Quality checks: We used three attention checks, one open end, one grid item and one multiple select. We used all three in combination when cleaning the data removing anyone who failed two or more attention checks. We also removed the top 2% of speeders and skippers from the data.

Critical Mass for Crosstabs: All crosstabs must have at least 60 unweighted respondents per column in order to report their results. Every crosstab result reported in the release appears in the crosstabs.

Transparency: The Elon University Poll is a charter member of the Transparency Initiative, a program created by the American Association for Public Opinion Research (AAPOR) in 2014 to educate polling firms on ways to better share how they collect and interpret their information. The Elon Poll's voluntary participation in this initiative signifies a willingness to clearly state in its reports how questions were asked, in what order, who funded the poll and then conducted it, and a definition of the population under study, among other details.



ADDITIONAL INFORMATION

Additional methodology and poll topline information is available on the Elon Poll website:

[www.elon.edu/elonpoll](http://www.elon.edu/elonpoll)





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