



The perspective of Americans and French people on the early months of Trump's second administration

April 18, 2025

FK / HL / BB N° 121 545

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METHODOLOGY: THE CONDITIONS FOR CARRYING OUT THE SURVEY


Study conducted by **Ifop** for **NYC.eu**



Sample

The survey was conducted among a sample of...


 **1 225** individuals representative of the **U.S. population** aged 18 and over


 **1 000** individuals representative of the **French population** aged 18 and over

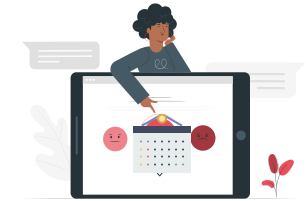


Methodology

The representativeness of the sample was ensured using the quota method based on...


 sociodemographic (gender, age), economic (household income), geographic (major region) and ethnic (racial group, Hispanic origin) criteria for the **U.S. sample**.


 sociodemographic (gender, age), socio-professional (socio-professional category of the individual), and geographic (region, size or urban area) criteria for the **French sample**.



Data Collection Method

The interviews were conducted via a self-administered online questionnaire from :

 ... April 8 to 10, 2025 for the **U.S. sample**.

 ... April 9 to 10, 2025 for the **French sample**.

HISTORICAL DATA REFERS TO THE FOLLOWING STUDIES:



- Ifop/Gallup study for France 3-CNN conducted by telephone from 9 to 12 December 1993 among a national sample of 800 people representative of the American population aged 18 and over, and 964 people, representative of the French population aged 18 and over
- NATO survey conducted by self-administered online questionnaire from April 1 to May 6, 2024 among a representative national sample of 1000 Americans and a representative national sample of 1000 French people aged 18 and over.
- Leger study for CTV conducted by self-administered online questionnaire from March 26 to 31, 2025 with a nationally representative sample of 1,013 people, representative of the U.S. population aged 18 and over.
- Yougov study conducted by self-administered online questionnaire on April 3, 2025 with a nationally representative sample of 3,010 Americans aged 18 and over.
- Yougov study conducted weekly by self-administered online questionnaire on the President's popularity among 1376 to 1563 Americans aged 18 and over.

During the statistical processing of the US data, the results were adjusted to ensure that the results were representative according to sociodemographic (gender, age, socio-professional category of the individual, household income), geographical (large region), cultural (racial group, Hispanic origins) and political (vote in the 2024 presidential election) criteria.

*The data were weighted from statistics provided by **The Current Population Survey (2024)** et **State Elections Offices (2024)**.*

TO CITE THIS STUDY, THE FOLLOWING WORDING MUST BE USED AT LEAST:

« *Ifop study for [NYC.eu](#) carried out by self-administered online questionnaire with a nationally representative sample of **1,225 Americans** aged 18 and over (8-10 April 2025), and a nationally representative sample of **1,000 French** people aged 18 and over (9-10 April 2025).* »

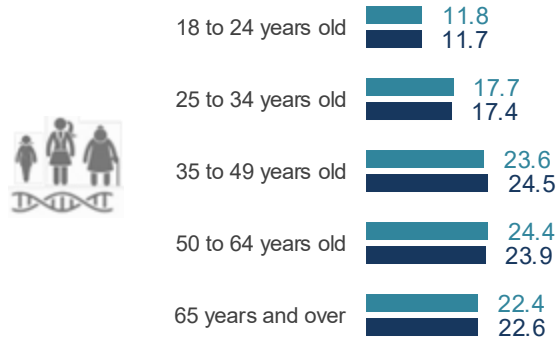
METHODOLOGY: SAMPLE STRUCTURE

Source : The Current Population Survey (2024) et State Elections Offices (2024)

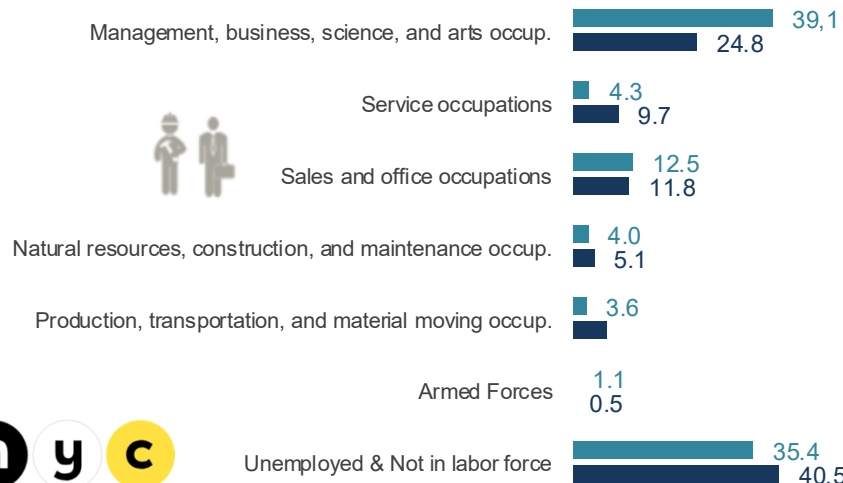
SEX OF THE INTERVIEWEE (U.S. Population Estimates – 2023 – (18+))



AGE OF THE INTERVIEWEE (U.S. Population Estimates – 2023 – (18+))

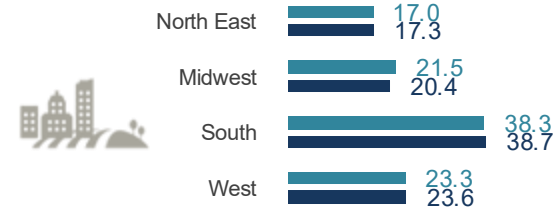


OCCUPATION / CLASS OF WORKER (American Community Survey - 2023 (16+))

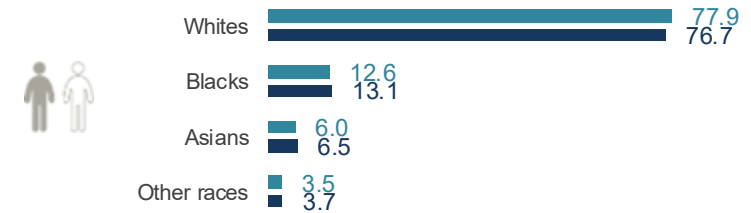


Raw data
Weighted data

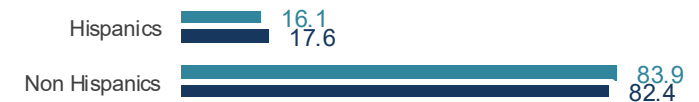
REGION (U.S. Population Estimates – 2024 – (18+))



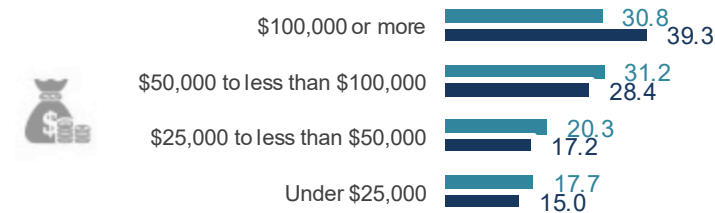
RACE (U.S. Population Estimates – 2023 – (18+))



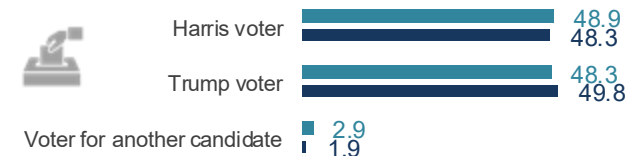
HISPANIC ORIGIN/CULTURE (U.S. Population Estimates – 2023 (18+))



ANNUAL HOUSEHOLD INCOME LEVEL (American Community Survey - 2023)



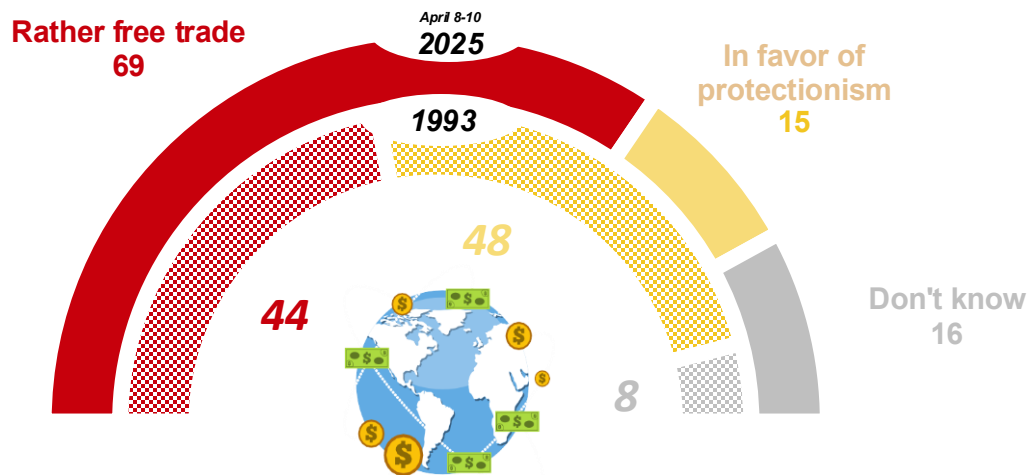
VOTE IN THE 2024 PRESIDENTIAL ELECTION (State Elections Offices)



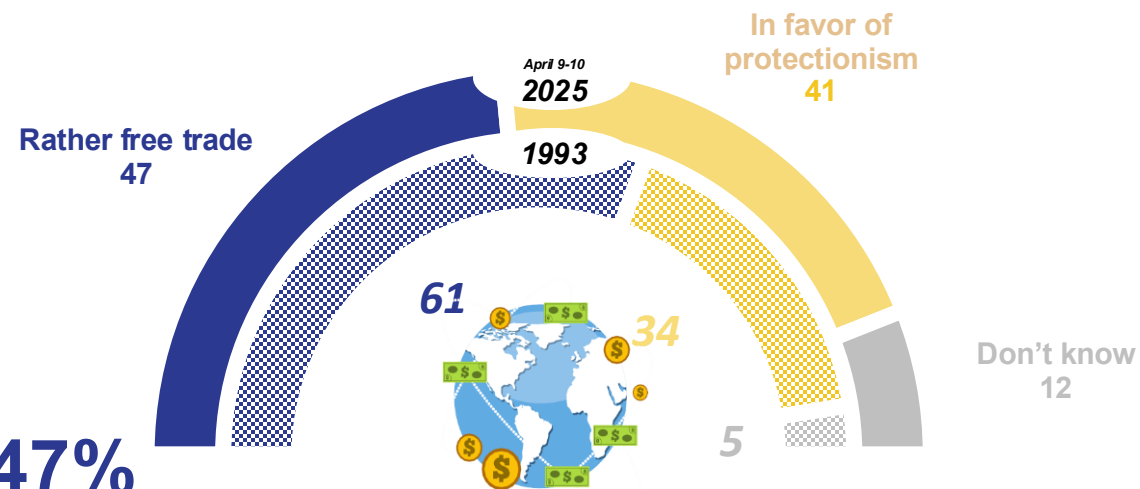
THE FRENCH AND AMERICANS' VIEWS ON THE PRINCIPLES OF FREE TRADE AND PROTECTIONISM: developments since the last Euro-American trade crisis

Q: Generally speaking, when it comes to international trade, do you think [the United-States]/[Europe] should rather favor...

Base: all Americans aged 18 and over (1225)/ French aged 18 and over (1000)



69% of Americans believe that free trade should be favored over protectionism, compared to 44% in 1993



47% of the French believe that free trade should be favored over protectionism, compared to 61% in 1993



on the profile of Americans who think that free trade should be favored

Reading note: 77% of Democrats think that free trade should be favored

AVERAGE **69**

Sex of the interviewee



Age



Level of Education



Occupation



Annual household income level



Region



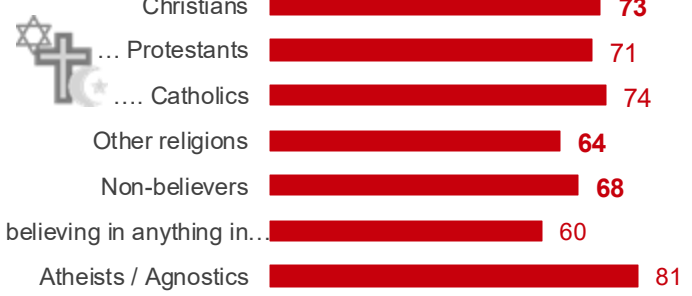
States bordering Canada



Race



Religion



Relation to religion



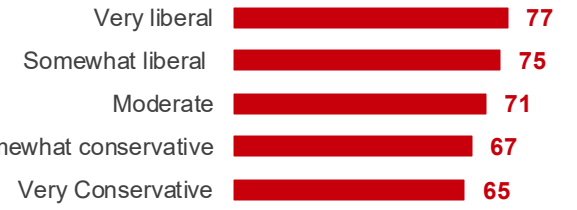
Vote in the 2024 Presidential election



Partisan proximity



Self-positioning



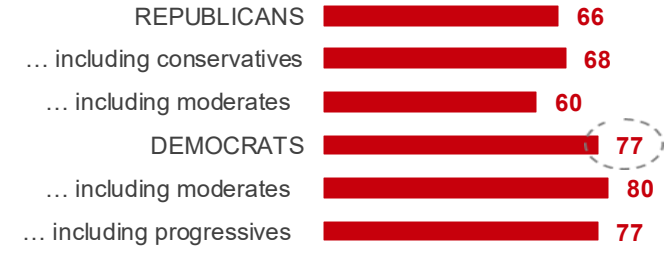
Support for Ukraine by one's country



Sense of being patriotic



Partisan proximity and self-positioning



Opinion on economic policy



Sex of the interviewee



FOCUS on the profile of the French who believe that free trade should be favored

Reading note: 61% of executives believe that free trade should be favored

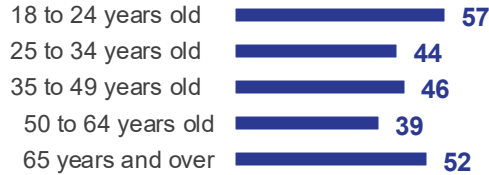


AVERAGE **47**

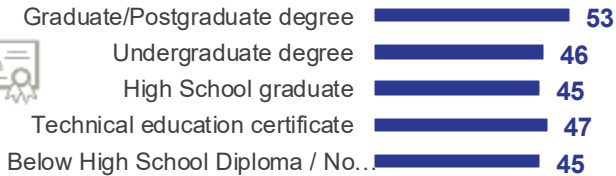
Sex of the interviewee



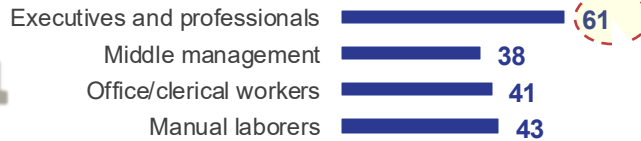
Age



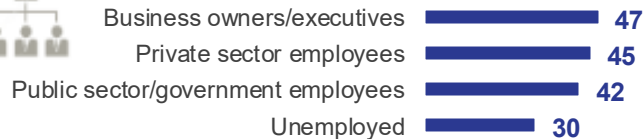
Level of Education



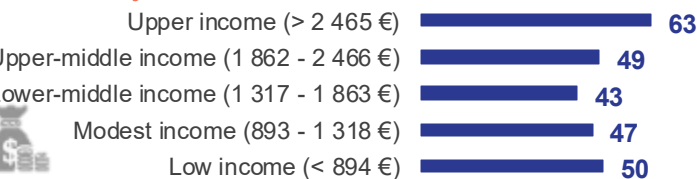
Occupation



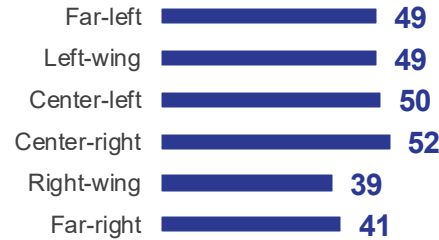
Professions/Employment



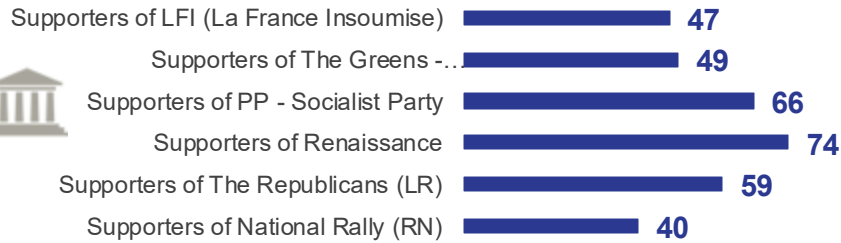
Monthly household income level



Ideological positioning



Current partisan proximity



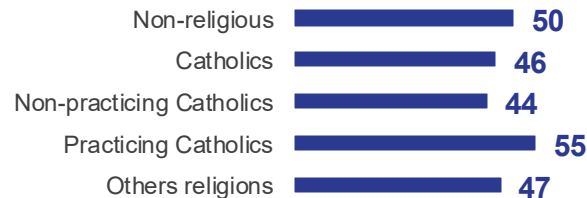
Vote in the presidential election (1st round - 2022)



Voting in the legislative elections (1st round - 2024)



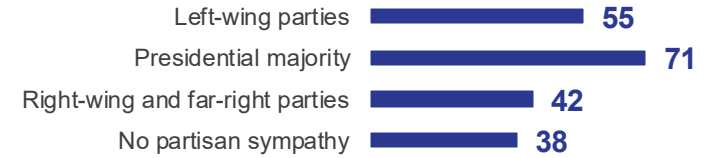
Religion



Generation



Political proximity



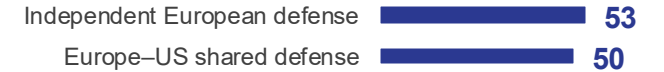
Region



Agglomeration category



Security System Preference



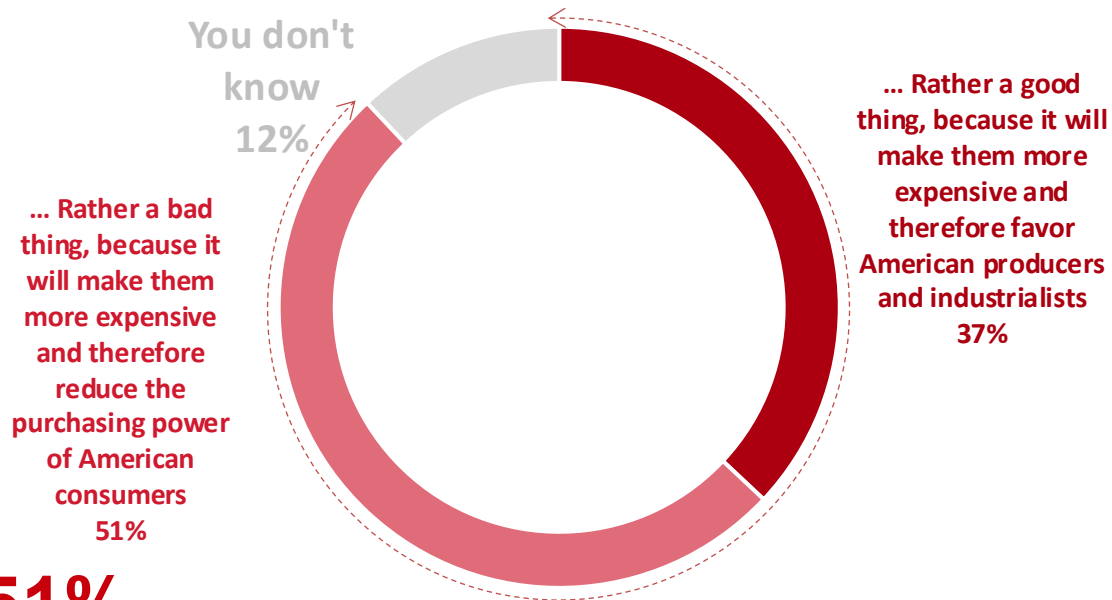
HOW TARIFFS ON FOREIGN GOODS ARE PERCEIVED IN THE UNITED STATES AND FRANCE

Q: Would you say that increasing customs duties on foreign products imported into our country is...?

Base: all Americans (1225) / French (1000) aged 18 and over



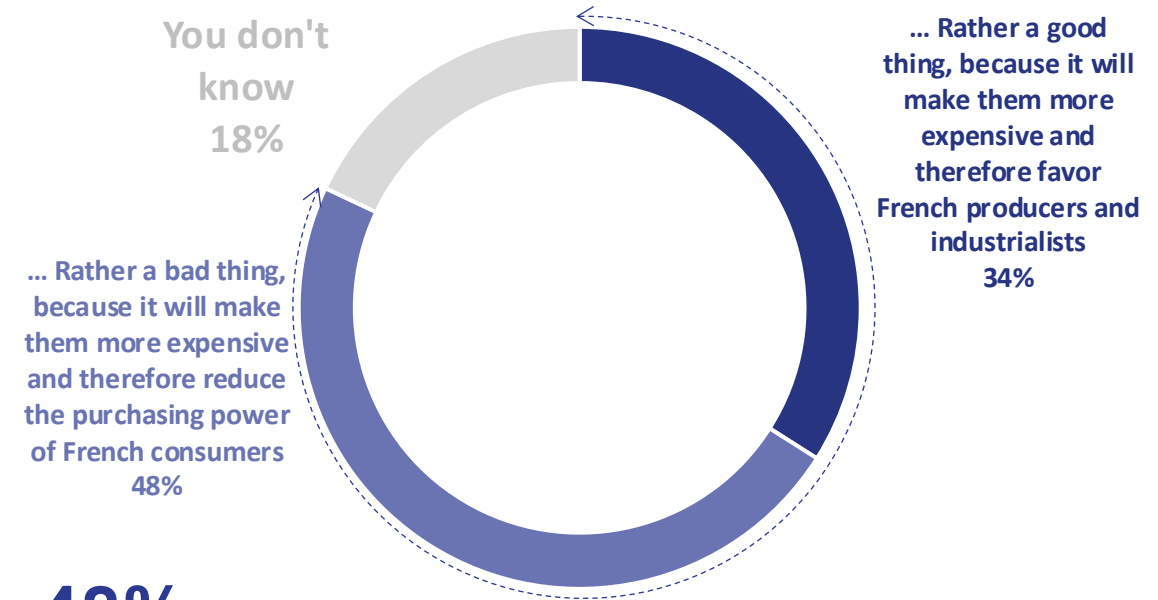
Responses from
AMERICANS



51%
of Americans think that increasing tariffs is a bad thing



Responses from
FRENCH



48%
of French people believe that increasing customs duties is rather a bad thing

OPPOSITION TO THE RISE IN IMPORT TARIFFS ON GOODS ENTERING THE UNITED STATES

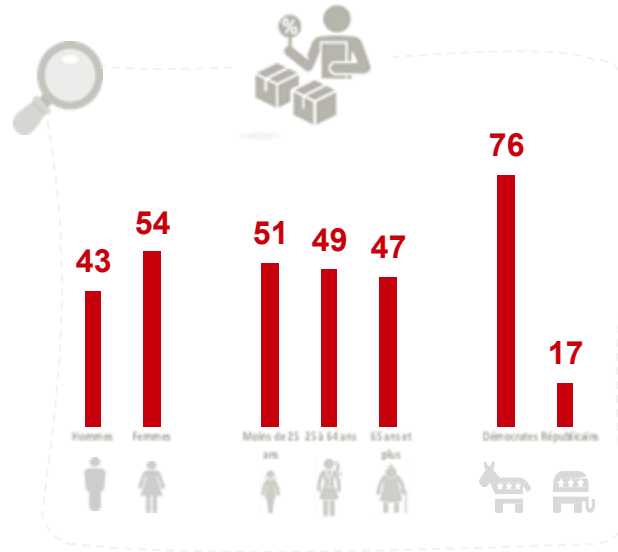
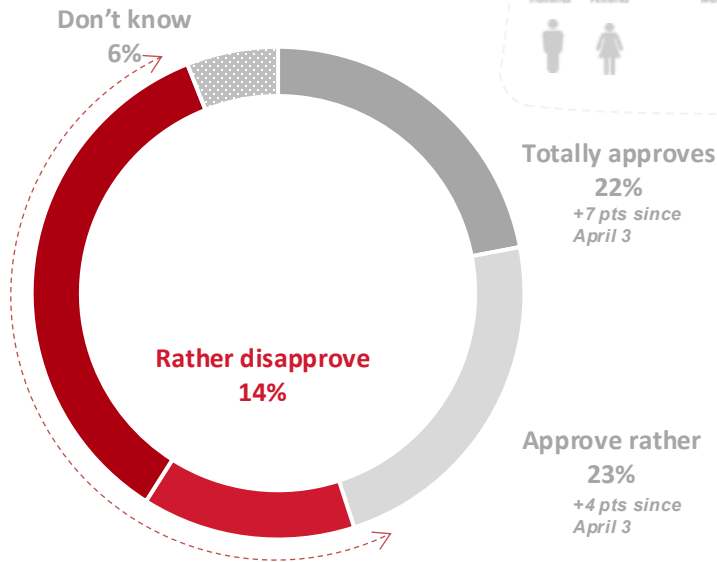
Q: Donald Trump has announced an increase in customs duties on products coming from abroad, at least 10% on goods imported into the United States.

Do you approve or disagree with Donald Trump's decision to increase tariffs on goods entering the United States?

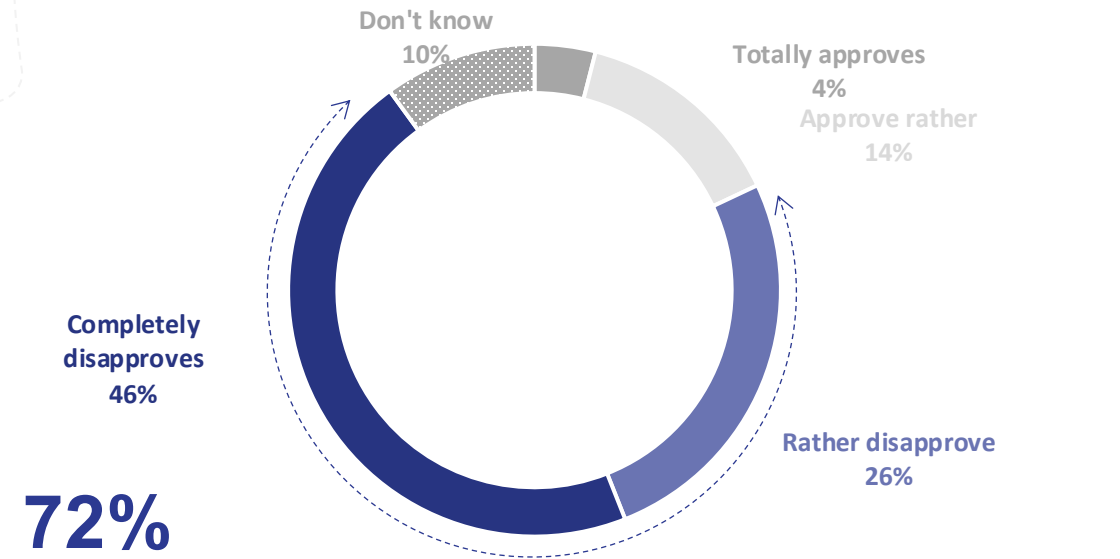
Base: all Americans (1225) / French (1000) aged 18 and over



Responses from AMERICANS



Responses from FRENCH



*Yougov study conducted by self-administered online questionnaire on April 3, 2025 with a nationally representative sample of 3,010 Americans aged 18 and over. The wording of the question was as follows: « Do you approve or disapprove of recent tariffs announced by the U.S. government, including a minimum tariff of 10% on all imports to the U.S. from other countries? Strongly approve, Somewhat approve, Somewhat disapprove, Strongly disapprove, Not sure ».



FOCUS on the profile of Americans who disapprove of the increase in tariffs

Reading note: 81% of Harris voters disapprove of the increase in customs duties on goods entering the United States...

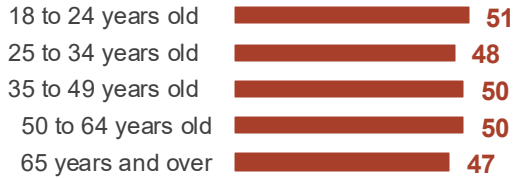


AVERAGE **49**

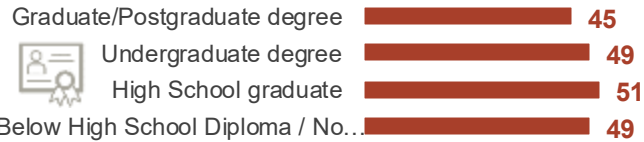
Sex of the interviewee



Age



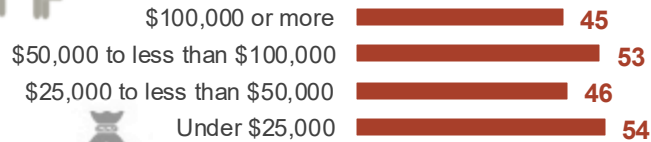
Level of Education



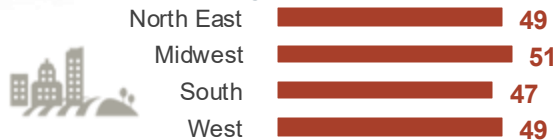
Occupation



Annual household income level



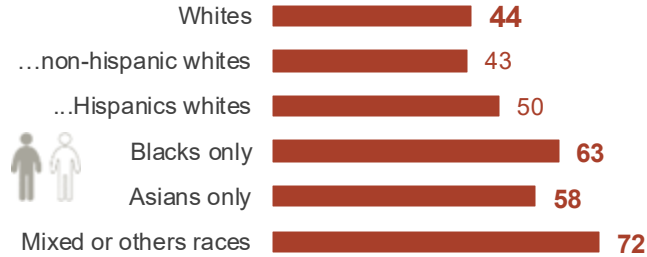
Region



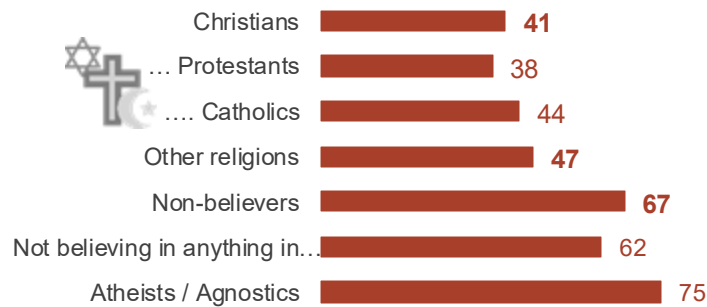
States bordering Canada



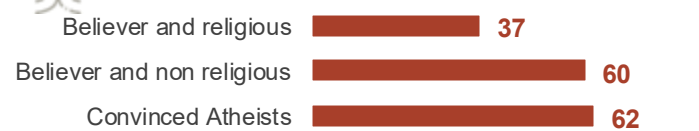
Race



Religion



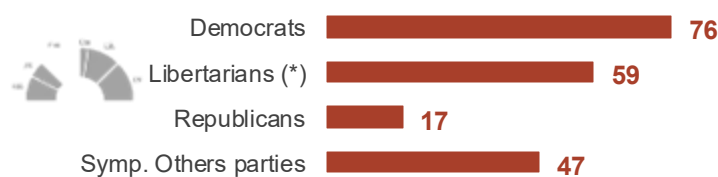
Relation to religion



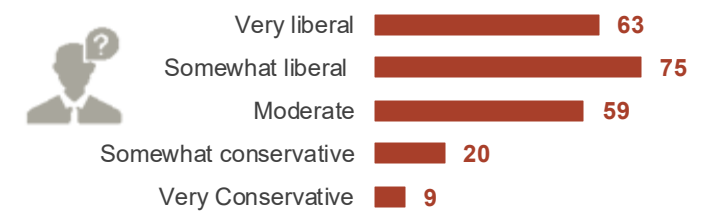
Vote in the 2024 Presidential election



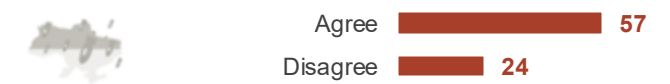
Partisan proximity



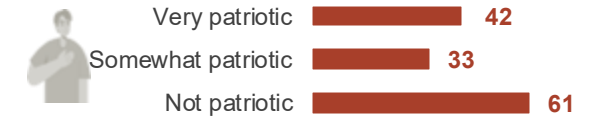
Self-positioning



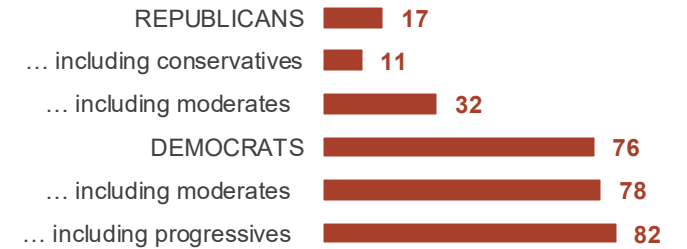
Support for Ukraine by one's country



Sense of being patriotic



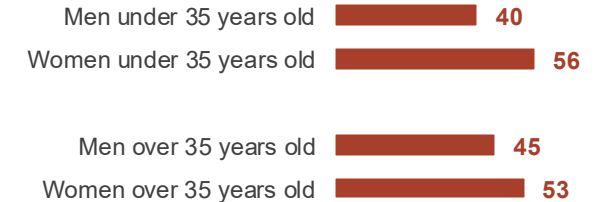
Partisan proximity and self-positioning



Opinion on economic policy



Sex and age of the interviewee



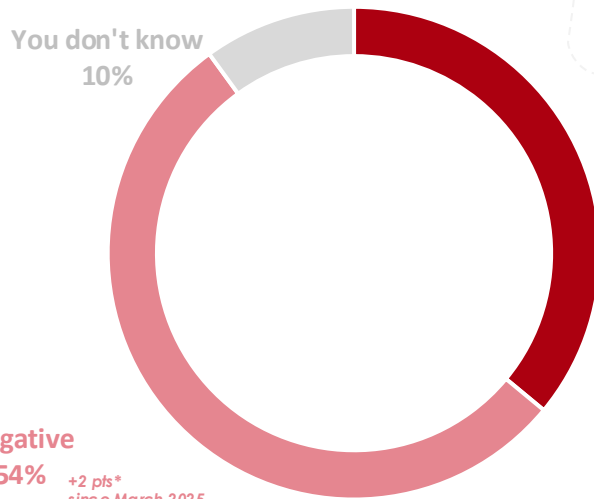
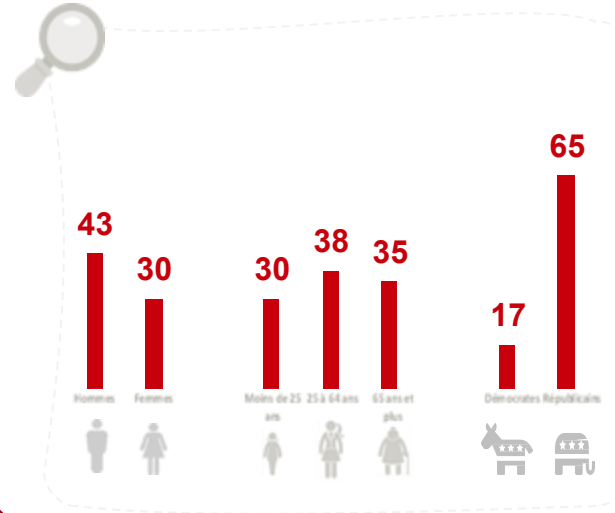
PERCEPTION IN THE UNITED STATES AND FRANCE OF THE ECONOMIC IMPACT OF RISING TARIFFS



Q: Do you think that the tariffs on exports to the United States imposed by the Trump administration will have a positive or negative effect on the [U.S.]/[France] economy?

Base: all Americans (1225) / French (1000) aged 18 and over

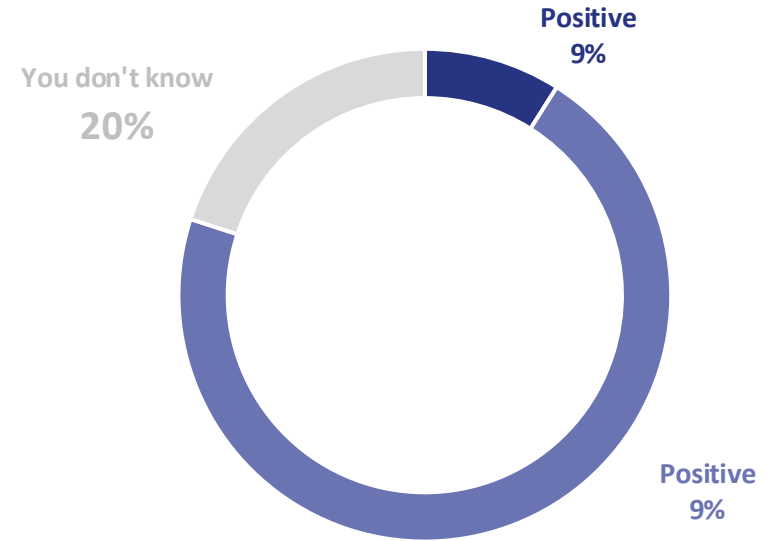
Responses from AMERICANS



54%

of Americans believe tariffs on exports to the U.S. will have a negative effect on the U.S. economy

Responses from FRENCH



71%

of French people believe that tariffs on exports to the United States will have a negative effect on the French economy

Positive 36%
+7 pts* since March 2025

FOCUS on the profile of Americans who believe that tariffs will have a negative impact on exports

Reading Note: 58% of inactive Americans believe that tariffs on exports will have a negative impact on the economy



AVERAGE **54**

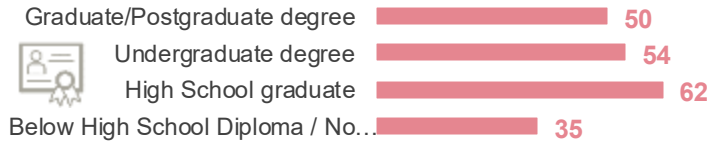
Sex of the interviewee



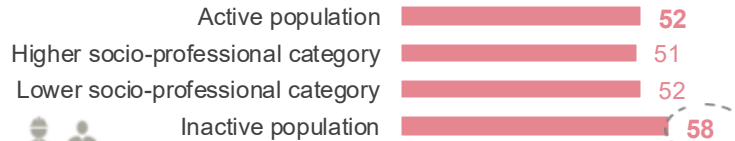
Age



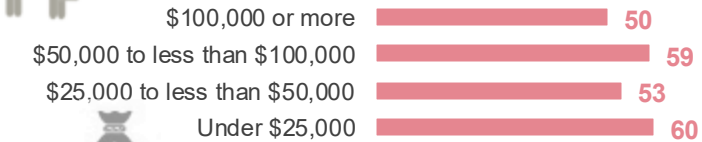
Level of Education



Occupation



Annual household income level



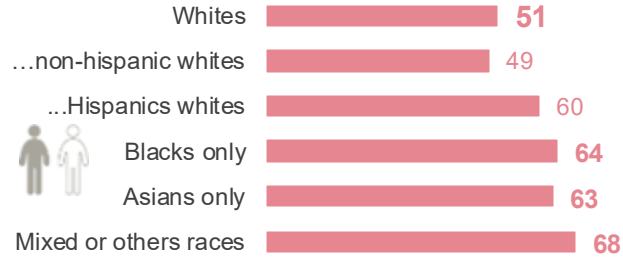
Region



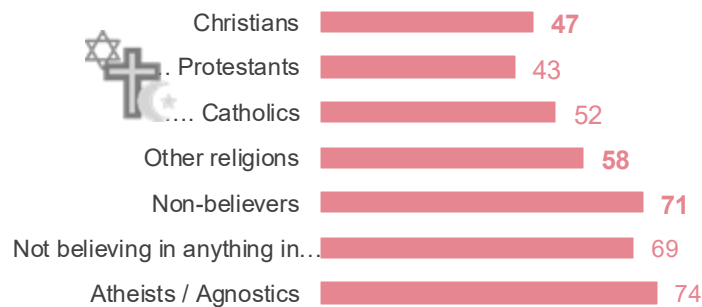
States bordering Canada



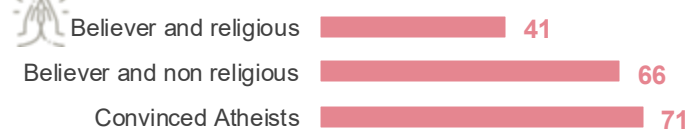
Race



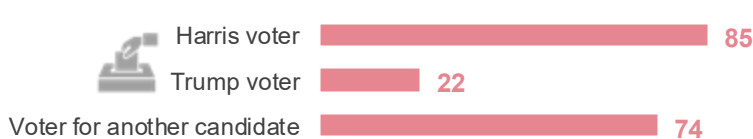
Religion



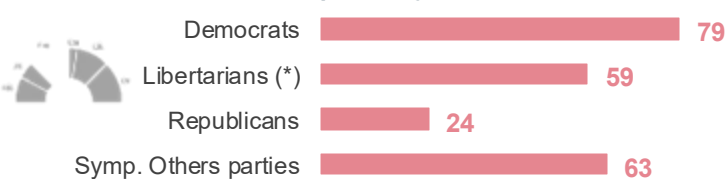
Relation to religion



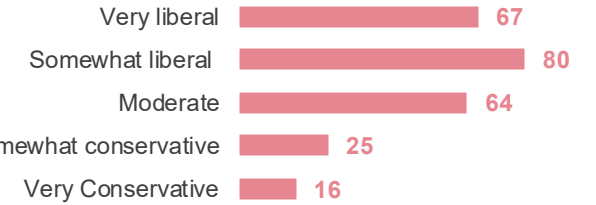
Vote in the 2024 Presidential election



Partisan proximity



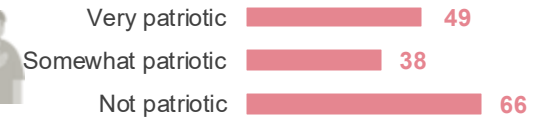
Self-positioning



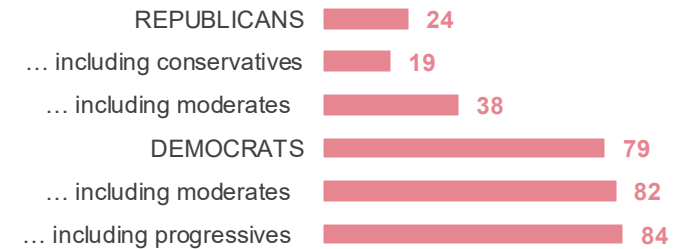
Support for Ukraine by one's country



Sense of being patriotic



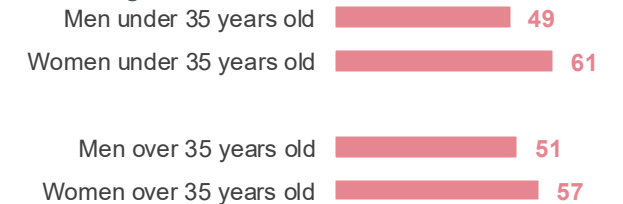
Partisan proximity and self-positioning



Opinion on economic policy



Sex and age of the interviewee



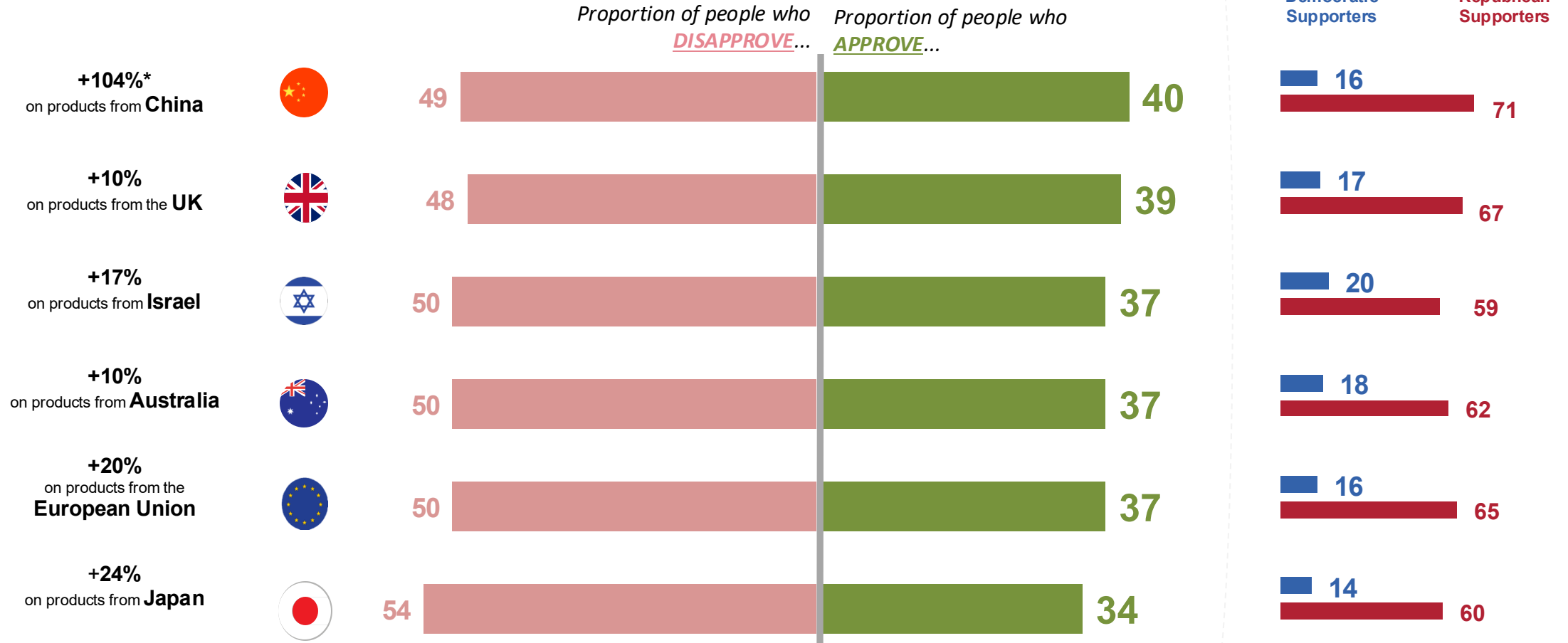
APPROVAL AMONG AMERICANS OF THE RISE IN CUSTOMS TARIFFS ON GOODS FROM CERTAIN COUNTRIES

Q: And more specifically, do you approve or disapprove of Donald Trump's decision to increase tariffs on products imported from the following countries or regions?

Base: All Americans aged 18 and over (1225)

Responses from...
 **AMERICANS**

Approval rate according to
Partisan proximity



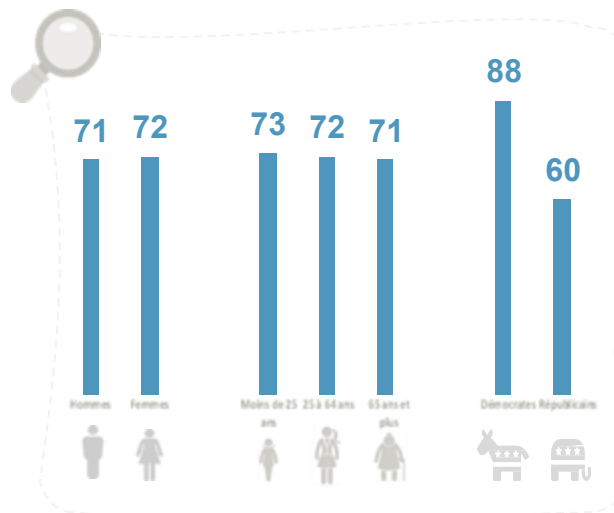
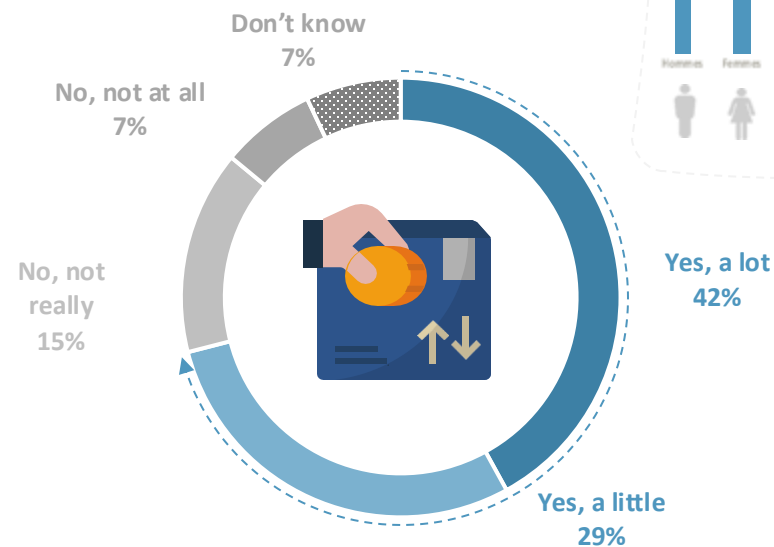
*As the rates posted for China changed three times during the administration of the questionnaire (34% on April 8, 104% on April 9, 145% on April 10), the responses displayed in this report were the longest presented to respondents (104%). These data for China should be interpreted with caution.

ANXIETY IN THE UNITED STATES AND FRANCE REGARDING THE REACTIONS IN COUNTRIES IMPACTED BY THE INCREASE IN CUSTOMS TARIFFS

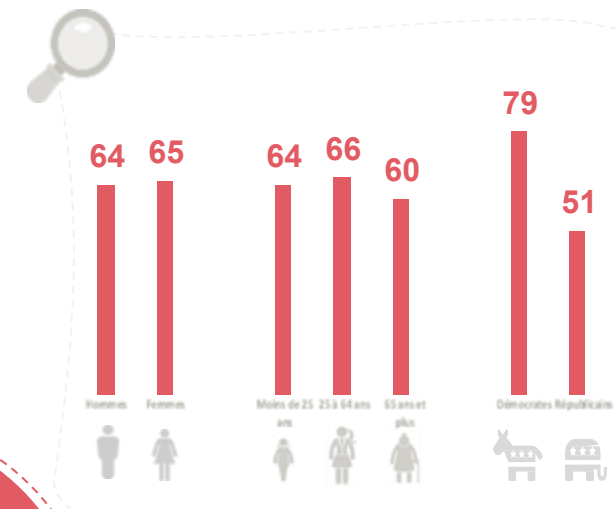
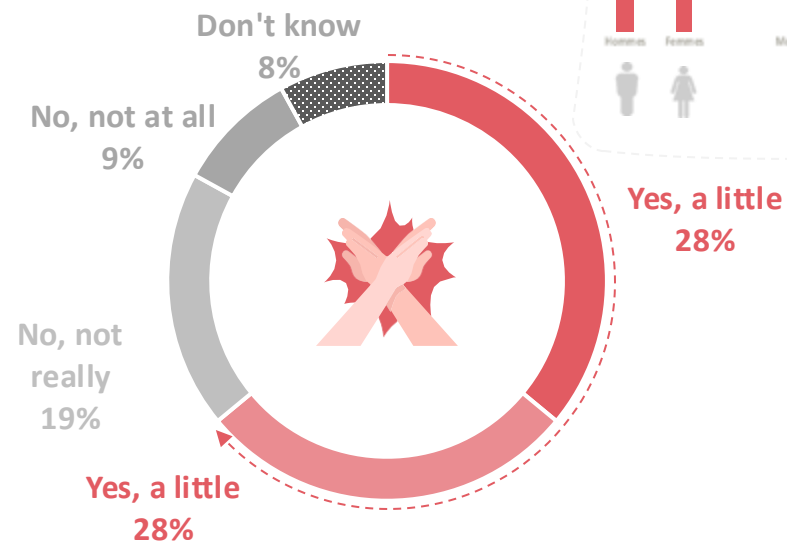


Q: Are you worried or not about the idea that the countries affected by these tax increases might retaliate by imposing similar tariffs on American products?

Base : ensemble des Américains âgés de 18 ans et plus (1225)



Q: Are you worried or not about the possibility that tax increases could lead to boycotts of American products?



71% of Americans are worried that countries affected by the tax increases might retaliate by imposing similar tariffs on American products.

64% of Americans are worried that countries affected by the tax increases might spark boycotts of American products.



FOCUS on the profile of Americans worried about reciprocity of customs duties

Reading note: 80% of CSP+ Americans are worried that countries affected by higher tariffs will impose similar tariffs

AVERAGE **71**

Sex of the interviewee



Men **71**

Women **72**

Age

18 to 24 years old **73**

25 to 34 years old **67**

35 to 49 years old **81**

50 to 64 years old **65**

65 years and over **71**

Level of Education

Graduate/Postgraduate degree **82**

Undergraduate degree **70**

High School graduate **68**

Below High School Diploma / No... **55**

Occupation

Active population **73**

Higher socio-professional category **80**

Lower socio-professional category **66**

Inactive population **70**

Annual household income level

\$100,000 or more **75**

\$50,000 to less than \$100,000 **72**

\$25,000 to less than \$50,000 **72**

Under \$25,000 **61**

Region

North East **78**

Midwest **71**

South **68**

West **73**

States bordering Canada

Bordering states **69**

Other states **72**

Race

Whites **70**

...non-hispanic whites **70**

...Hispanics whites **71**

Blacks only **75**

Asians only **74**

Mixed or others races **81**

Religion

Christians **71**

... Protestants **68**

... Catholics **75**

Other religions **80**

Non-believers **75**

Not believing in anything in... **71**

Atheists / Agnostics **82**

Relation to religion

Believer and religious **68**

Believer and non religious **75**

Convinced Atheists **74**

Vote in the 2024 Presidential election

Harris voter **87**

Trump voter **59**

Voter for another candidate **87**

Partisan proximity

Democrats **88**

Libertarians (*) **85**

Republicans **60**

Symp. Others parties **78**

Self-positioning

Very liberal **82**

Somewhat liberal **89**

Moderate **77**

Somewhat conservative **57**

Very Conservative **55**

Support for Ukraine by one's country

Agree **83**

Disagree **53**

Sense of being patriotic

Very patriotic **72**

Somewhat patriotic **70**

Not patriotic **73**

Partisan proximity and self-positioning

REPUBLICANS **60**

... including conservatives **53**

... including moderates **72**

DEMOCRATS **88**

... including moderates **85**

... including progressives **89**

Opinion on economic policy

Free-traders **79**

Protectionists **59**

Sex and age of the interviewee

Men under 35 years old **73**

Women under 35 years old **67**

Men over 35 years old **70**

Women over 35 years old **75**