



# Research Findings

## Americans More Likely to Oppose the Tariffs Set to be Implemented by the United States in the Following Months Than to Support Them

### More Than Half Agree that Small Businesses Selling “Handmade in America” Products will be Unintentionally Punished by Proposed Tariffs

1. Have you purchased any of the following in the past 12 months?

	<b>All Respondents</b> (n=2,593)
Ice cream and other frozen desserts	80%
Over-the-counter cold and flu medication	51%
Either books, printed or e-books	50%
Lawn and garden supplies	42%
Arts and crafts supplies	34%
Cake and food decorating supplies	29%
Fabric and sewing supplies	17%
Knitting and crocheting supplies	12%
None of the above	7%

2. Please indicate if you have participated in any of the following types of craft arts in the past 12 months.

	<b>All Respondents</b> (n=2,593)
Sewing	18%
Woodwork	10%
Jewelry	10%
Knitting	10%
Needlepoint	7%
Quilting	5%
Ceramics	5%
Metalwork	3%
Pottery	3%

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	<b>All Respondents</b> (n=2,593)
Weaving	3%
Leatherwork	2%
I have not participated in any of the above	62%

3. How often have you sold or donated the products you created through craft arts?

<b>% OFTEN</b>	<b>All Respondents</b> (n=2,593)
I have sold what I created	30%
I have donated what I created	36%

4. In the following months, the United States will be implementing tariffs on a number of products including but not limited to iron, steel, aluminum, textiles (i.e. fleece, cotton) and automobiles. Before this survey, were you aware of these proposed tariffs? (Note: a tariff is a tax on goods imported into the United States from other countries)

	<b>All Respondents</b> (n=2,593)
Yes, I was aware	67%
No, I was not aware	27%
Not sure	5%

5. Thinking about your knowledge of the tariffs, what is your stance on this issue?

	<b>All Respondents</b> (n=2,593)
Strongly support	11%
Somewhat support	15%
No opinion	14%
Somewhat against	18%
Strongly against	21%
I do not know enough to have a stance	20%
Total support	26%
Total oppose	40%

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6. Thinking about the proposed tariffs, what kind of impact do you see them having on the United States?

	<b>All Respondents</b> (n=2,593)
Very positive	10%
Somewhat positive	15%
Neutral	26%
Somewhat negative	29%
Very negative	20%
Total positive	26%
Total negative	48%

7. Again, thinking about the proposed tariffs, what kind of impact do you see them having on your personal life?

	<b>All Respondents</b> (n=2,593)
Very positive	7%
Somewhat positive	7%
Neutral	53%
Somewhat negative	26%
Very negative	7%
Total positive	14%
Total negative	33%

8. Please indicate how strongly you agree or disagree with the following statements.

<b>% AGREE</b>	<b>All Respondents</b> (n=2,593)
Customers who purchase products handmade in America, that use foreign raw materials, will see an increase in prices	71%
The proposed tariffs will have an impact on available jobs in the United States	57%
Small businesses that rely on selling handmade in America products, will be unintentionally punished if the proposed tariffs on textiles are implemented	53%
The proposed tariffs on textiles will affect American pastimes like quilting, sewing etc.	47%
If the proposed tariffs on textiles go into effect, donations of blankets to charities serving veterans, hospitals, churches and other charity groups will decrease	39%
Tariffs exist to ensure that the United States gets the best deal in imported products	38%



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% AGREE	All Respondents
	(n=2,593)
The tariffs will help American businesses grow	34%
The tariffs will create an environment for new job opportunities in the United States	34%
The proposed tariffs on textiles are more likely to produce crafts Made in China rather than Made in America	33%
Tariffs will ensure that the United States is getting the highest quality materials and products	29%
The proposed tariffs will help our national security	22%

## About the Study

These are the findings from an Ipsos poll conducted August 15 – 20, 2018 on behalf of JOANN Fabric and Craft Stores. For the survey, a sample of 2,593 adults ages 18 and over from the continental U.S., Alaska and Hawaii was interviewed online, in English. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of  $\pm 2.2$  percentage points for all respondents.

The sample for this study was randomly drawn from Ipsos’s online panel (see link below for more info on “Access Panels and Recruitment”), partner online panel sources, and “river” sampling (see link below for more info on the Ipsos “Ampario Overview” sample method) and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing sample. After a sample has been obtained from the Ipsos panel, Ipsos calibrates respondent characteristics to be representative of the U.S. Population using standard procedures such as raking-ratio adjustments. The source of these population targets is U.S. Census 2016 American Community Survey data. The sample drawn for this study reflects fixed sample targets on demographics. Post-hoc weights were made to the population characteristics on gender, age, region, race/ethnicity and income.

Statistical margins of error are not applicable to online nonprobability sampling polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following (n=2,593, DEFF=1.5, adjusted Confidence Interval=3.7).

For more information about conducting research intended for public release or Ipsos’ online polling methodology, please visit our [Public Opinion Polling and Communication](#) page where you can download our brochure, see our public release protocol, or contact us.

### For more information on this news release, please contact:

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## About Ipsos

Ipsos is an independent market research company controlled and managed by research professionals. Founded in France in 1975, Ipsos has grown into a worldwide research group with a strong presence in all key markets. Ipsos ranks fourth in the global research industry.

With offices in 89 countries, Ipsos delivers insightful expertise across five research specializations: brand, advertising and media; customer loyalty; marketing; public affairs research; and survey management.

Ipsos researchers assess market potential and interpret market trends. They develop and build brands. They help clients build long-term relationships with their customers. They test advertising and study audience responses to various media and they measure public opinion around the globe.

Ipsos has been listed on the Paris Stock Exchange since 1999 and generated global revenues of €1,782.7 million in 2016.

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We deliver with security, speed, simplicity and substance. We are Game Changers.

Ipsos is listed on Euronext Paris.  
The company is part of the CAC Mid & Small index  
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