

Trump's Tariff Threats

Ipsos' EuroPulse

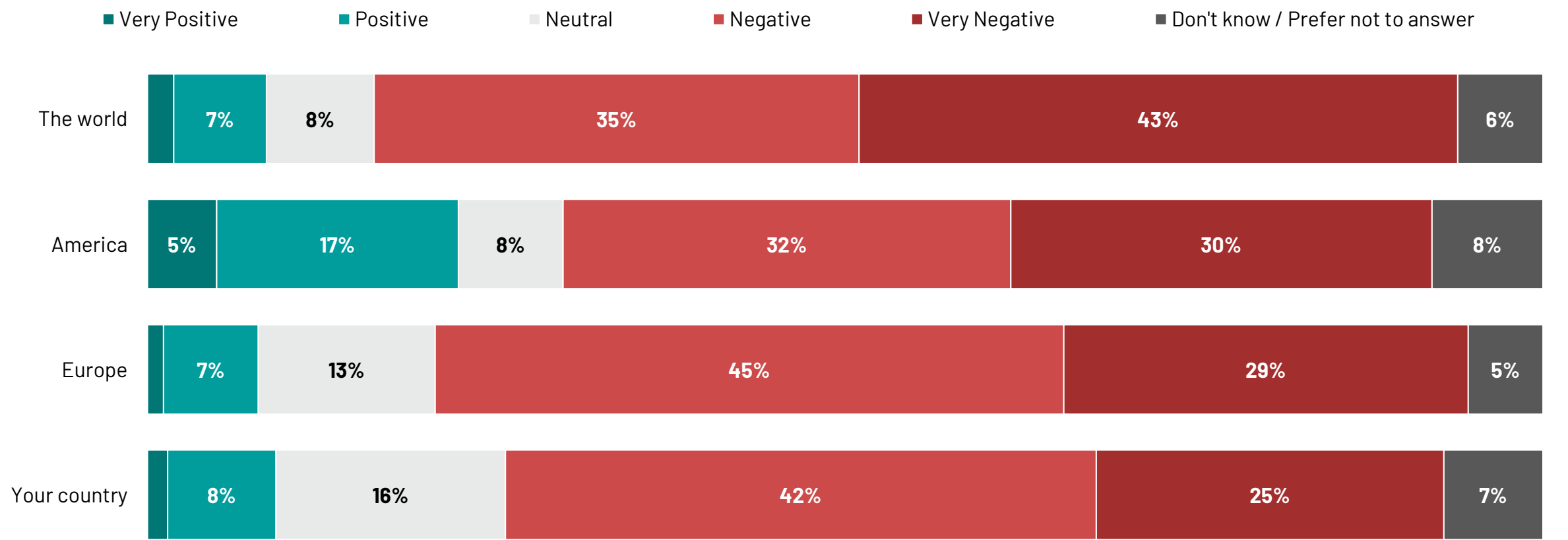
Ipsos European Public Affairs

Ipsos KnowledgePanel

April 2025

IMPACT OF TRUMP ON ECONOMY

What do you think the impact of Donald Trump's presidency will be on the economy in...



Base=6121

What do you think the impact of Donald Trump’s presidency will be on the economy in...

% Top2 positive	Total	Croatia	France	Italy	Netherlands	Poland	Spain	Sweden
The world	9%	9%	8%	10%	4%	17%	5%	4%
America	22%	20%	20%	24%	11%	30%	24%	11%
Europe	8%	6%	5%	10%	5%	14%	6%	7%
Your country	9%	5%	5%	12%	5%	18%	8%	6%

Top2: Very Positive + Positive

% Bot2 negative	Total	Croatia	France	Italy	Netherlands	Poland	Spain	Sweden
The world	78%	75%	79%	73%	87%	65%	86%	89%
America	62%	60%	61%	58%	76%	54%	67%	78%
Europe	74%	72%	76%	72%	77%	62%	80%	82%
Your country	67%	57%	74%	62%	72%	50%	74%	78%

Bot2: Very Negative + Negative

Base=6121

What do you think the impact of Donald Trump’s presidency will be on the economy in... % Top2 positive

	Total	Gender		Generation				Education		
		Male	Female	Gen Z (<29y)	Millennials (29–44y)	Gen X (45–60y)	Baby Boomers (>60y)	Low	Medium	High
The world	9%	11%	6%	4%	7%	11%	10%	10%	10%	6%
America	22%	26%	19%	23%	23%	23%	21%	24%	23%	20%
Europe	8%	11%	5%	5%	6%	9%	10%	10%	8%	6%
Your country	9%	13%	5%	8%	7%	11%	10%	10%	11%	6%

Top2: Very Positive + Positive



What do you think the impact of Donald Trump’s presidency will be on the economy in... % Bot2 negative

	Total	Gender		Generation				Education		
		Male	Female	Gen Z (<29y)	Millennials (29–44y)	Gen X (45–60y)	Baby Boomers (>60y)	Low	Medium	High
The world	78%	75%	81%	81%	78%	76%	78%	76%	75%	83%
America	62%	61%	63%	64%	60%	62%	64%	59%	60%	67%
Europe	74%	70%	78%	75%	77%	74%	72%	74%	71%	78%
Your country	67%	64%	71%	65%	69%	67%	66%	67%	65%	71%

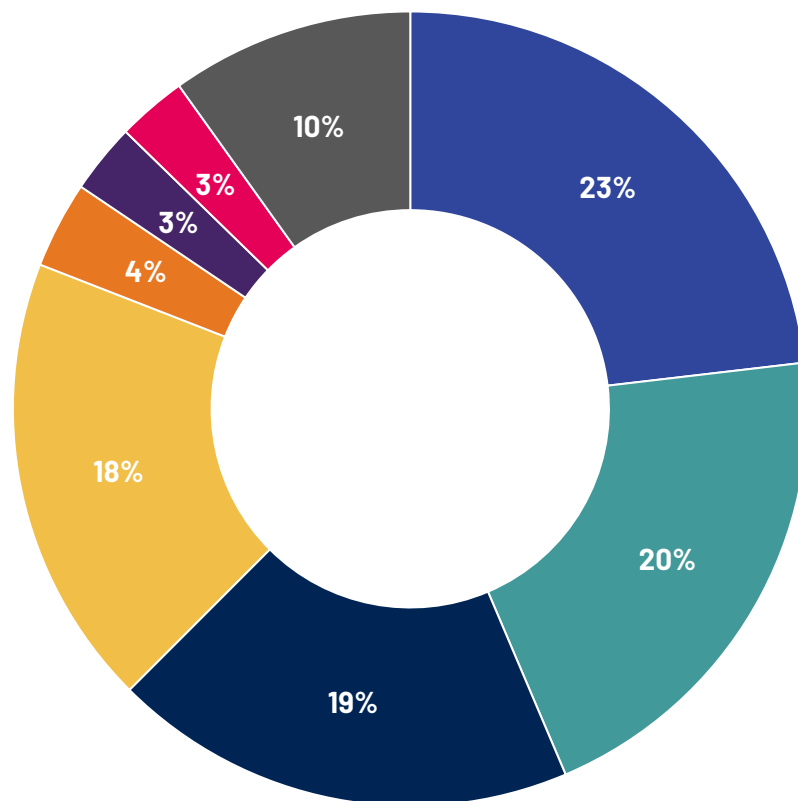
Bot2: Very Negative + Negative

Base=6121



TRUMP & TARIFFS

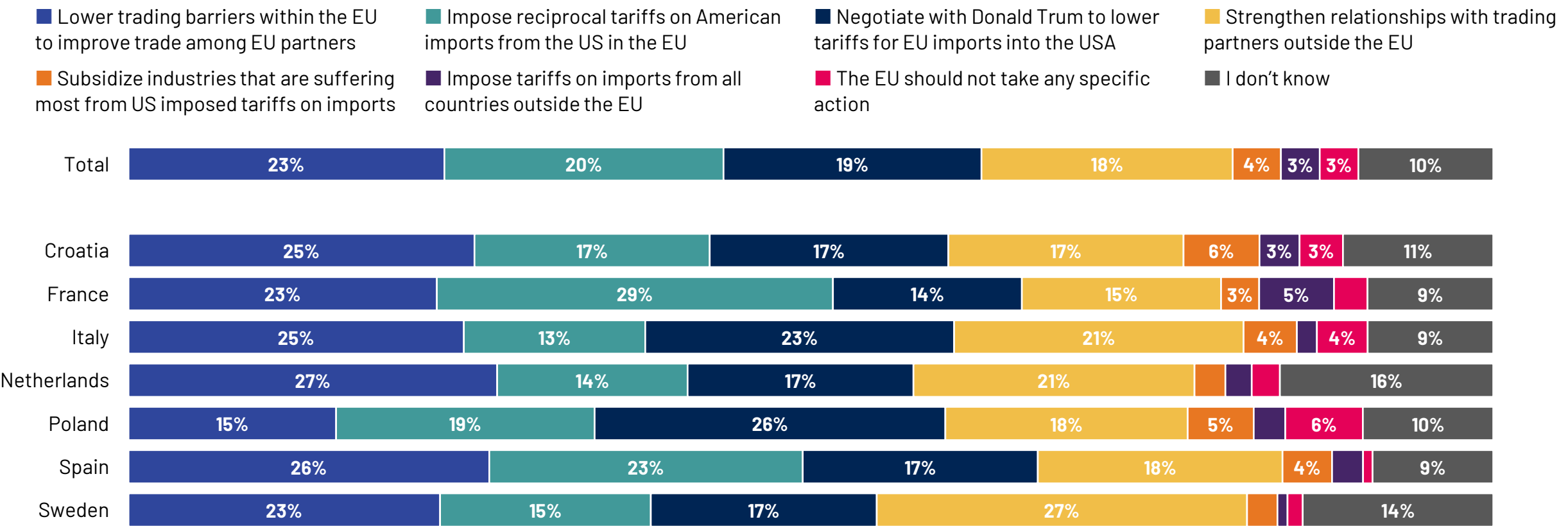
Which in your view is the European Union (EU)'s best response to American tariffs on EU imports into the United States of America?



- Lower trading barriers within the EU to improve trade among EU partners
- Impose reciprocal tariffs on American imports from the US in the EU
- Negotiate with Donald Trump to lower tariffs for EU imports into the USA
- Strengthen relationships with trading partners outside the EU
- Subsidize industries that are suffering most from US imposed tariffs on imports
- Impose tariffs on imports from all countries outside the EU
- The EU should not take any specific action
- I don't know

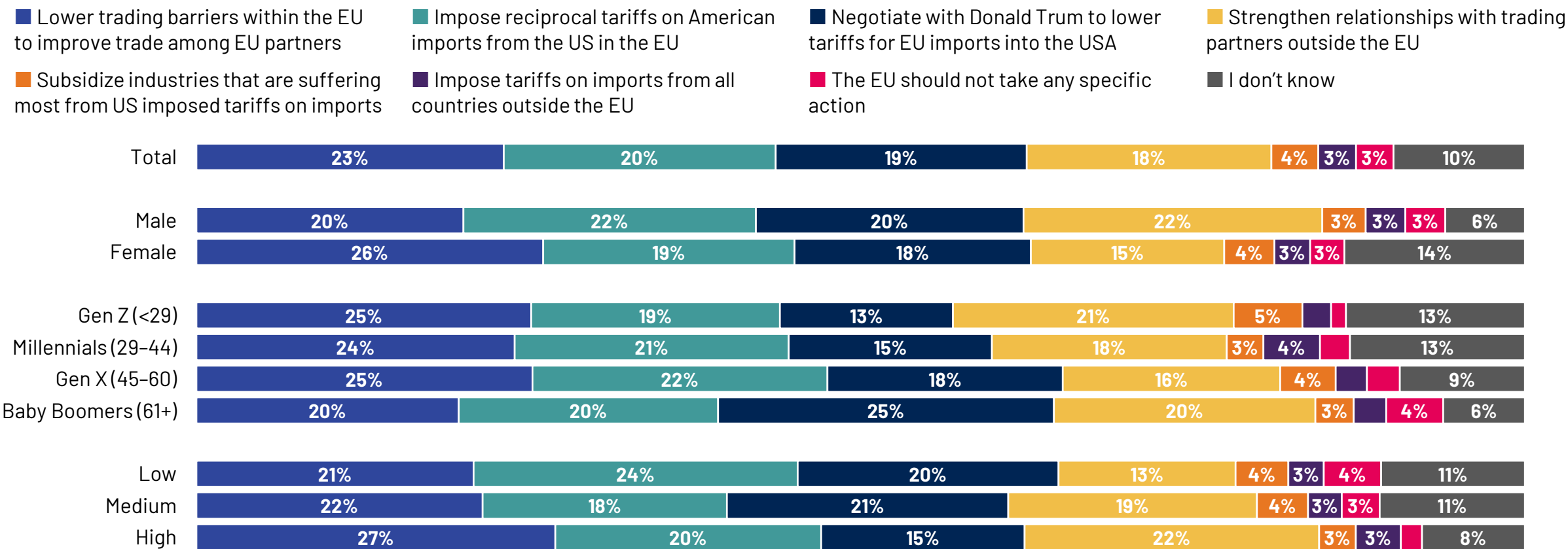
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Base=6121

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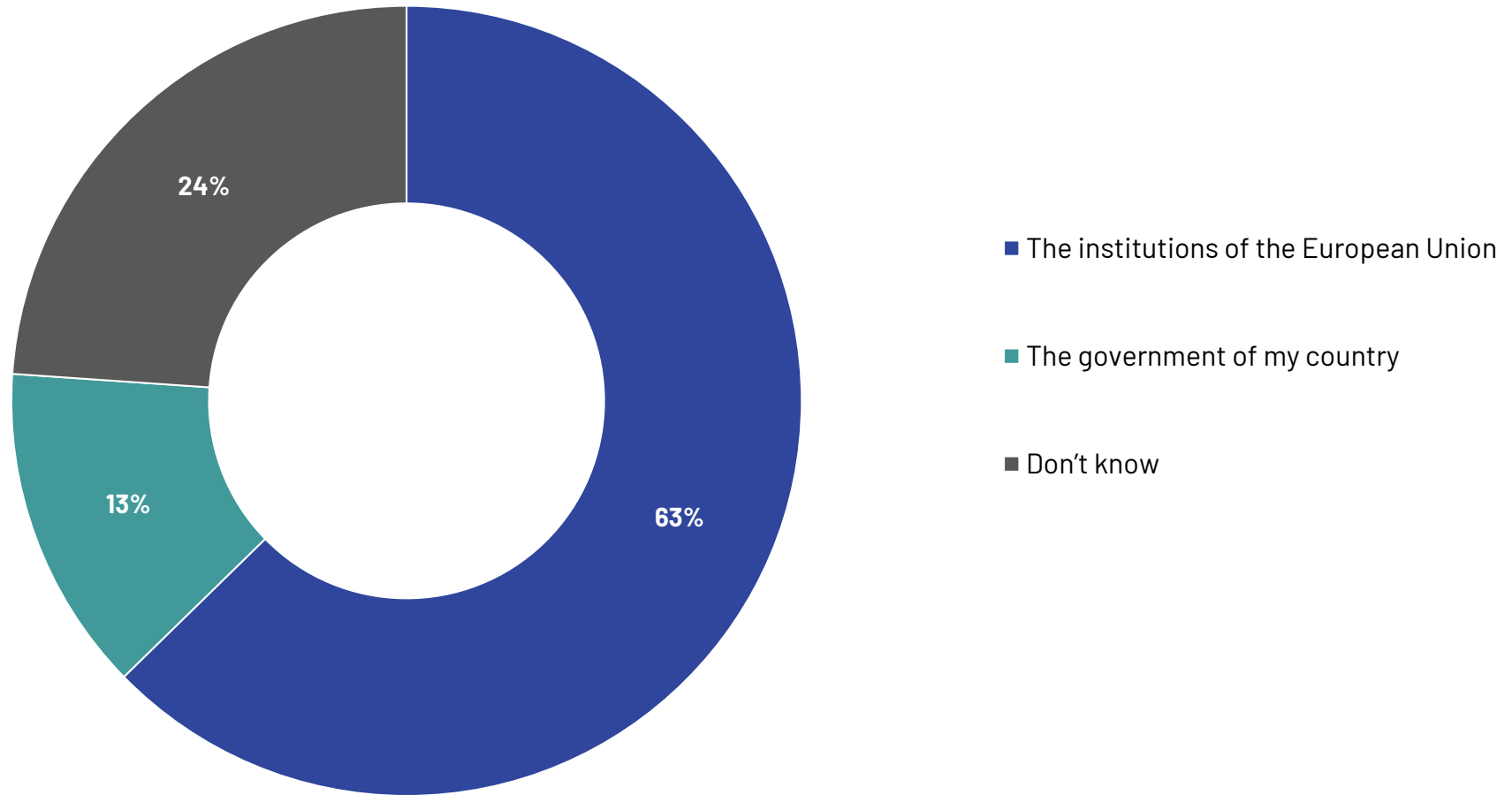
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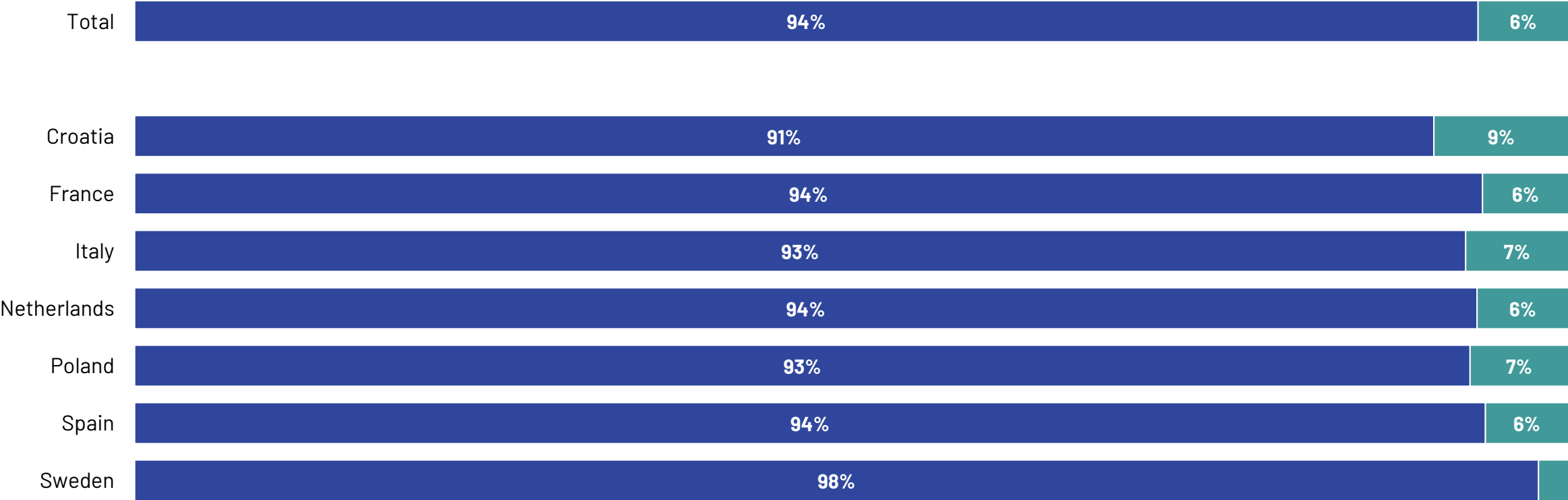
Who do you think is best placed to respond to the US-imposed trade tariffs?



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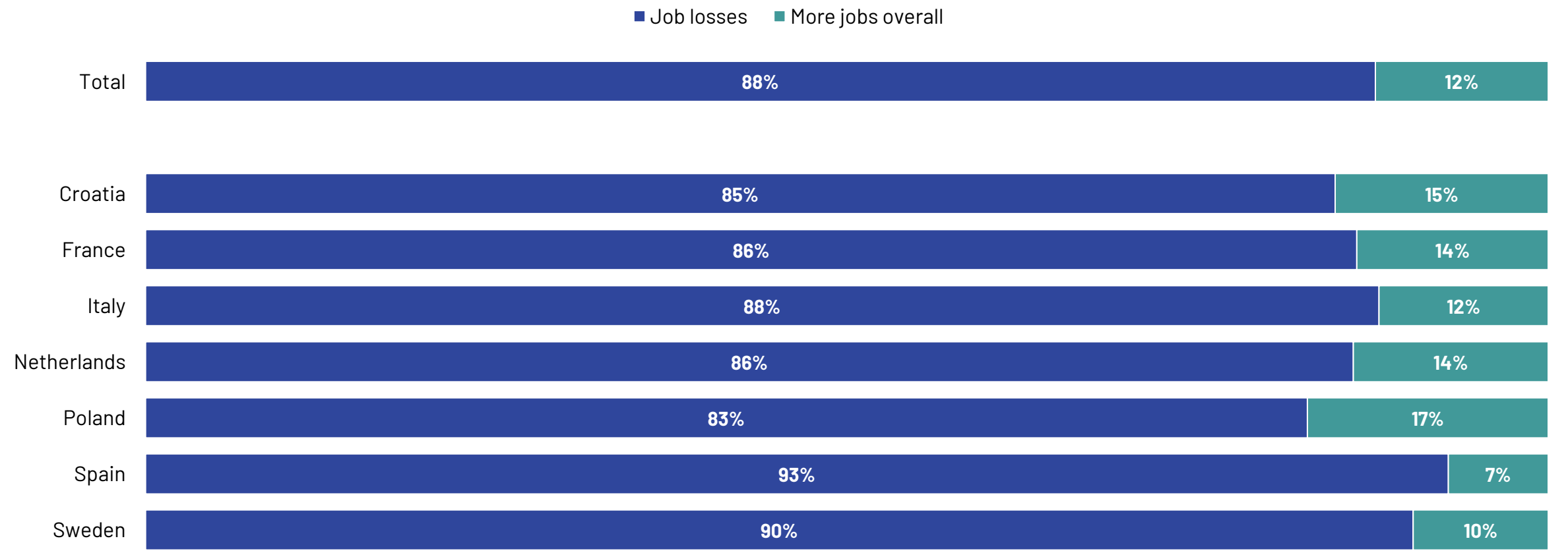
Please select the impact you believe is more likely to occur as a result of increased tariffs: Prices

■ Higher prices for consumers ■ Lower prices for consumers



Base=6121

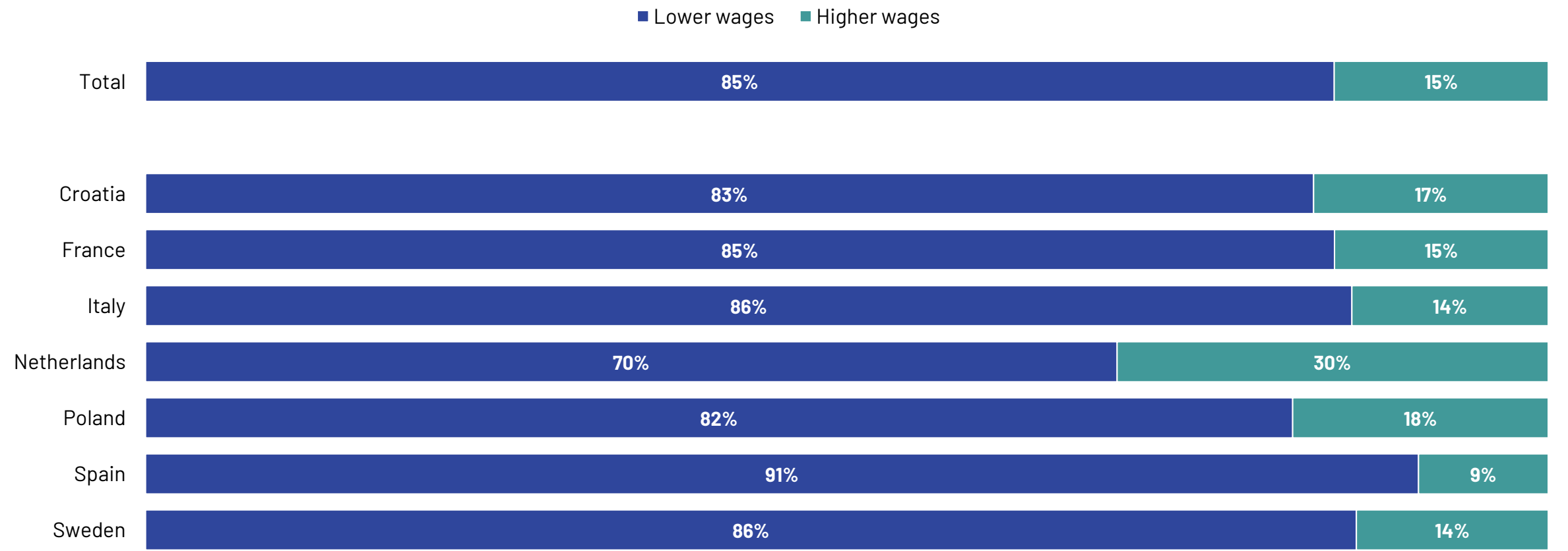
Please select the impact you believe is more likely to occur as a result of increased tariffs: **Jobs**



Base=6121



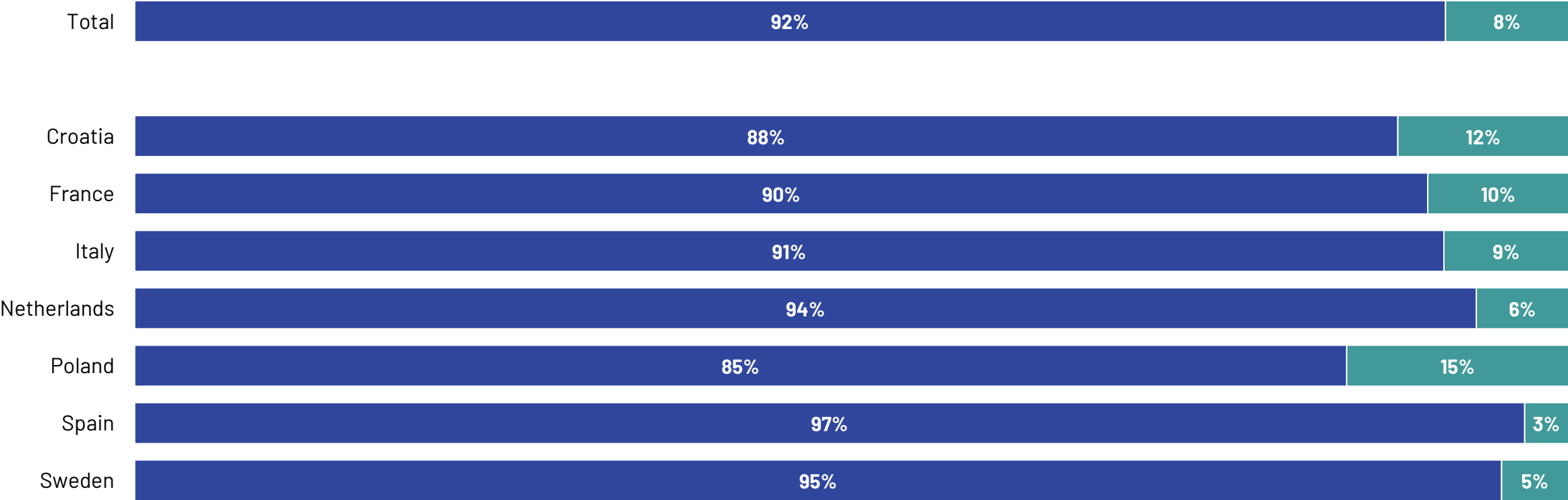
Please select the impact you believe is more likely to occur as a result of increased tariffs: **Wages**



Q7_3. For each of the following areas, please select the impact you believe is more likely to occur as a result of increased tariffs. - Wages
Base=6121

Please select the impact you believe is more likely to occur as a result of increased tariffs: **Economic Growth**

■ Slower economic growth ■ Faster economic growth



Base=6121

ABOUT EUROPULSE

Ipsos EuroPulse

These findings are based on data from the first wave of the EuroPulse survey, conducted April 11th to 22nd 2025, using nationally representative probability samples from KnowledgePanel®.

The results are based on interviews of over 6,000 adults aged 18+ y.o. in Croatia, France, Italy, the Netherlands, Poland, Spain and Sweden. The study was conducted in the official language of each European country. Two reminder emails were sent for this study. No prenotification was sent for this study prior to fieldwork.

For each country, the data were weighted to adjust for unequal probabilities of selection. Additionally, calibration weights were applied to match the profile of the respective country population. For the Europe average, data were weighted to the population size of the respective countries included.

All polls are subject to a wide range of potential sources of error.

Base sizes: Adults aged 18+, Croatia =761, France =1037, Italy = 1019, Netherlands = 987 , Poland = 757, Spain = 542, Sweden = 1018.

Ipsos KnowledgePanel®

KnowledgePanel® is Ipsos' random probability panel and a source of statistically-valid, nationally representative data at speed. Recruitment process for the KnowledgePanel® employs scientifically developed sampling methodologies.

In Croatia, France, Italy, panelists are recruited via random probability telephone-based sampling method. Telephone numbers are randomly generated using an algorithm that conforms to the properties of valid phone numbers in a country to obtain a representative sample of the country population. A dual frame design ensures coverage of households with only a landline phone and maximises contact with dual phone owners. People are called for the short recruitment survey.

In the Netherlands, Poland, Spain and Sweden panelists are recruited via address-based sampling methods using databases with full coverage of the population:

- BAG, the official cadaster register in the Netherlands,
- Catastro inmobiliario, the official cadaster register in Spain,
- SPAR, the Swedish state personal address register in Sweden,
- and the Delivery Sequence File of the USPS in the U.S.

In these countries, letters are sent to selected individuals or addresses inviting them to become members of the panel. Invited persons can sign up to the panel by completing a short online survey or by returning a paper form.

Those who join the panel and who are selected to participate in a survey are sent a unique log-in and are only able to complete it one time. KnowledgePanel members receive a per survey incentive in points, which can be redeemed for cash or prizes.

EuroPulse

The voice of Europe

Your research solution,
designed to capture the
voice of people across
Europe via our Ipsos online
probability panel.

What we promise

Min 5,000 interviews across 7 EU Member States, 18+ incl.
hard-to-reach groups and digitally-excluded

At what cost*

5,000 €

1 Question Unit

25,000 €

5 QU + **1 QU free**

50,000 €

10 QU + **3 QU free**

What you get

Ipsos EuroPulse covers questionnaire co-creation, scripting, translation, fieldwork, and delivers clean, weighted data with standard tabulations and graphs.

How it works

Simple and fast. Submit your questions via email to **EuroPulse@ipsos.com** by the first Monday of each month, with results available the week thereafter.

Questions?

Any question, or need something more bespoke? Reach out to **EuroPulse@ipsos.com** and let's discuss!

About Ipsos

Ipsos is the third largest market research company in the world, present in 90 markets and employing more than 18,000 people.

Our research professionals, analysts and scientists have built unique multi-specialist capabilities that provide powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 business solutions are based on primary data coming from our surveys, social media monitoring, and qualitative or observational techniques.

“Game Changers” – our tagline – summarizes our ambition to help our 5,000 clients to navigate more easily in our deeply changing world.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

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Supported by established products and backed by a global network of Ipsos experts, we are uniquely designed to help support the needs of the public and private sectors, agencies, organisations, and governments. We use Ipsos' powerful, integrated global network and latest state of the art survey tools, systems and processes. International research is conducted to the highest standards of methodological rigour through central teams and experts within the countries. We have a solid track record of successfully delivering large scale, multi-country solutions for a range of clients, from governments, inter-governmental organisations international institutions, through to NGOs and leading academic institutions.

The **Ipsos European Public Affairs team** specialises in pan-European and international survey research. We help senior policy and decision makers in Europe understand public and business opinion and behaviours in relation to a wide range of policy issues. We are focused on delivering robust evidence and insights to inform policy, strategy and communications to our clients.

THANK YOU

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