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Michigan families have paid more than $26 billion, or $6,419 per household, in tariff-driven costs

New Michigan Smart Trade Alliance tariff ticker and poll reveal the cost on Michigan families and desire for better trade policies

LANSING, Michigan — The **Michigan Smart Trade Alliance** (MISTA) today released a tariff ticker on its website that found Michigan families have paid more than $26 billion, or $6,419 per household, in tariff-driven costs since January 2025.

"The costs on Michigan families is taking a toll in the form of higher costs and frustration with trade policies and tariffs that are holding our economy back," said MISTA spokesman **John Sellek.** "It's time to end the trade war with Canada, get both sides to the negotiation table, and find a solution that will end this affordability crisis in Michigan."

The Michigan Smart Trade Alliance also released a poll of 559 likely voters conducted in July by Ipsos. It found:

- 82% of Republicans, 82% of Democrats and 79% of Independents say they would be more likely to support a candidate who says, "I support smart trade that protects Michigan jobs."
- 80% overall say that American consumers pay the cost of tariffs.
- 81% of Republicans, 92% of Democrats and Independents overwhelmingly understand the United States' trade relationship with Canada is critical to Michigan's economy.
- 92% of Republicans, 89% of Democrats and 90% of Independents support congressional action to increase trade with trusted allies like Canada and Mexico when it protects jobs and lowers costs.
- 76% of Republicans, 73% of Democrats and 70% of Independents want the United States to focus trade scrutiny and enforcement on countries like China, while maintaining favorable trade policies with trusted allies like Canada and Mexico.

"Anyone who is running for office right now should consider themselves on notice: Voters in Michigan across the political spectrum want smart trade and an end to erratic trade policies that raise prices and make it difficult or impossible for businesses to plan for the future," said MISTA spokesman **Mark Fisk.**

Voters support extending the United States-Mexico-Canada Agreement (USMCA) in its current form through 2036 to strengthen Michigan's supply chains, boost the state's manufacturing competitiveness and reduce America's dependence on China. Voters also support the USMCA because it represents predictable trade rules that can enable businesses to plan for the future.

Ipsos conducted the survey July 6-8, 2026, using the probability-based KnowledgePanel®. The margin of sampling error for likely voters is ±5.1 percentage points at the 95% confidence level for results based on the full sample. Sampling error is higher for subgroups.

MISTA offers resources and information to businesses across Michigan. The group continues to grow its coalition. Information is online at www.smarttradealliance.com.

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