

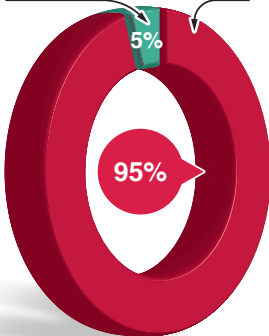
# Tariff backlash grows in Europe

A declining view of the United States, fuelled by President Trump's punitive tariffs, is prompting Europeans to begin avoiding U.S. products and services, says the European Central Bank

**Q.** Are you willing to buy alternative brands to U.S.-made products due to trade tariffs?\*

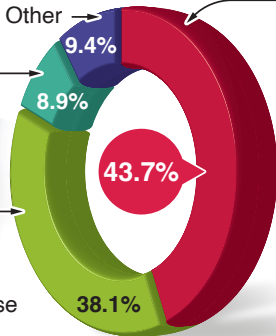
Unwilling

Willing



**Q.** Of those who are willing, what is primary reason influencing your decision?

Personal preference



Lack of alternatives

Price increase

Figures may not add up to 100% due to rounding. \*If tariffs were 5%-20%

Sources: New York Times, European Central Bank

Picture: White House

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