

COALITION FOR A PROSPEROUS AMERICA

De Minimis Messaging

APRIL 2022

Key Takeaways | De Minimis Value: An Import Loophole

**National Tracking Poll #2204144
April 22-25, 2022**

Methodology:

This poll was conducted between April 22-April 25, 2022 among a sample of 2004 Registered Voters. The interviews were conducted online and the data were weighted to approximate a target sample of Registered Voters based on gender, age, race, educational attainment, and region. Results from the full survey have a margin of error of plus or minus 2 percentage points.

Key Findings:

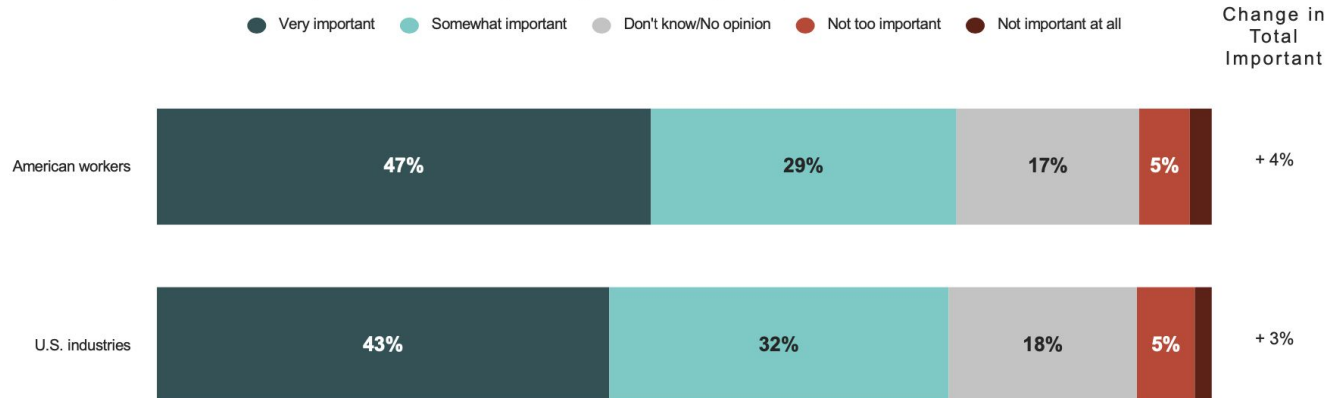
- **U.S. voters want Congress to decrease the de minimis value.** Nearly 3x as many voters (45%) support Congress lowering de minimis as opposed to voters (18%) who want Congress to increase it.
- **Voters overwhelmingly support prohibiting certain countries from being able to import goods under de minimis if they pose a threat to the United States.** 81% of voters agree certain countries should be prohibited if they pose a threat to American workers and 79% agree certain countries should be prohibited if they pose a threat to U.S. industries.
- **Regarding imports using de minimis, voters were most concerned about increased imports, intellectual property, and the U.S. trade deficit.**
- **Democrats were more concerned about the impact of de minimis imports on the U.S. trade deficit, while Republicans were more concerned about intellectual property.**

POST-MESSAGING

MORNING CONSULT*

Voter support for the U.S. to prohibit certain countries that pose a threat to American workers and U.S. industries from being able to import goods into the U.S. under de minimis increased slightly after respondents were given more information.

As a reminder, an importer of foreign-made goods can avoid paying duties, taxes, and minimize chance of inspection by U.S. Customs and Border Protection if they declare the value of their shipment is below the U.S. de minimis value. The U.S. de minimis value is currently \$800, meaning goods valued at \$800 or less are exempt from formal customs procedures and can be imported into the United States duty-free, are not subject to taxes, and are less likely to be inspected by U.S. Customs and Border Protection. After learning more, how important is it, if at all, for the U.S. to prohibit certain countries that pose a threat to the following from being able to send foreign-made goods to the U.S. under the de minimis value?



Message Testing:

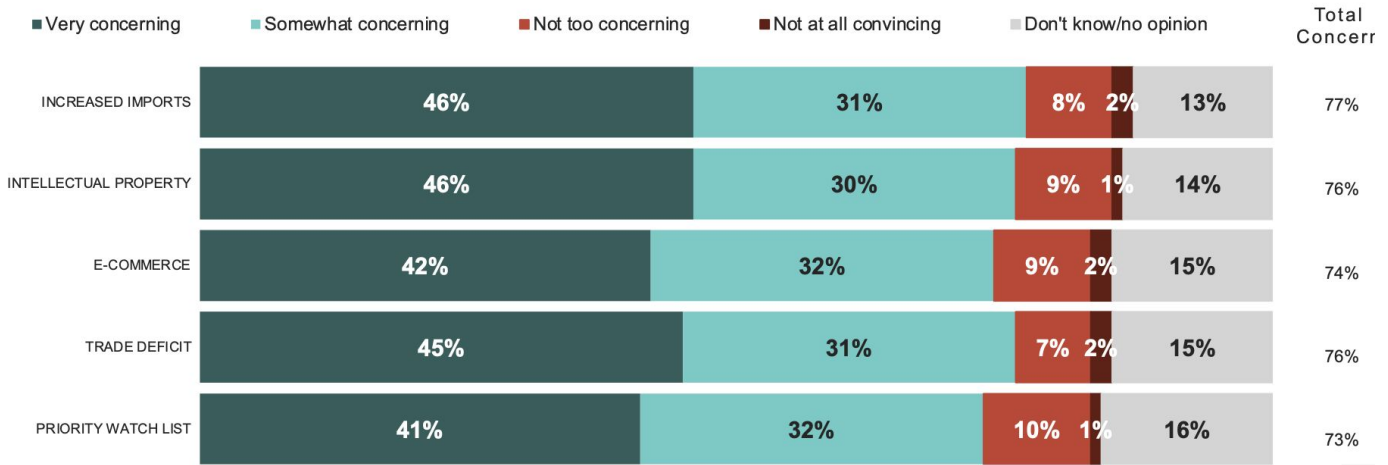
- After learning more about de minimis, support for Congress to decrease the de minimis value below \$800 increased the most among voters.
- All messages about the harmful effects of de minimis raised concern in roughly three-quarters of voters – a significant majority.

HOME HEALTH AIDE MESSAGING

MORNING CONSULT

All messages tested raised concern in at least 73% of U.S. voters – a significant majority.

As a reminder, an importer of foreign-made goods can avoid paying duties, taxes, and minimize chance of inspection by U.S. Customs and Border Protection if they declare the value of their shipment is below the U.S. de minimis value. The U.S. de minimis value is currently \$800, meaning goods valued at \$800 or less are exempt from formal customs procedures and can be imported into the United States duty-free, are not subject to taxes, and are less likely to be inspected by U.S. Customs and Border Protection. How concerning, if at all, are the following statements?



HOME HEALTH AIDE MESSAGING

MORNING CONSULT

Messaging about increased imports, intellectual property, and trade deficit tested as most concerning among U.S. voters.

As a reminder, an importer of foreign-made goods can avoid paying duties, taxes, and minimize chance of inspection by U.S. Customs and Border Protection if they declare the value of their shipment is below the U.S. de minimis value. The U.S. de minimis value is currently \$800, meaning goods valued at \$800 or less are exempt from formal customs procedures and can be imported into the United States duty-free, are not subject to taxes, and are less likely to be inspected by U.S. Customs and Border Protection. How concerning, if at all, are the following statements?

% Very concerning	Full Message
46%	[INCREASED IMPORTS] Since Congress raised the U.S. de minimis value to \$800, China has been able to increase imports into the United States by avoiding paying duties, taxes, and inspections on foreign-made goods declared to be \$800 or less. Increased imports have caused the U.S. to become dependent on China for goods that are critical to the U.S. economy and U.S. national security.
46%	[INTELLECTUAL PROPERTY] 90% of intellectual property package seizures come through international mail, with 83% of these packages coming from China. The current U.S. de minimis value has allowed China to import a greater amount of goods into the United States with less likeliness of an inspection from U.S. Customs and Border Protection.
45%	[TRADE DEFICIT] In 2021, the United States hit a trade deficit of \$1 trillion, meaning the value of imports in the U.S. was \$1 trillion more than the value of exports resulting in the loss of American jobs. This deficit does not include foreign-made goods imported under the de minimis value because the U.S. government does not calculate the value of the 2.7 million shipments that are imported daily under the de minimis threshold.
42%	[E-COMMERCE] Most packages that pose a threat to U.S. intellectual property are imported to the U.S. from the online marketplace under the de minimis value, meaning they avoid paying duties, taxes, and minimize chance of inspection.
41%	[PRIORITY WATCH LIST] Non-market economies do not rely on market forces to allocate goods and determine prices. China is both a non-market economy and on the U.S. Trade Representative's Priority Watch List due to disregard for intellectual property laws. Under the current de minimis value, vendors in China are able to avoid paying duties, taxes, and inspections on foreign-made goods by declaring their shipment is valued at less than \$800.

Pre-Messaging:

The following questions were asked before educating voters about de minimis.

CPA1: Before learning about the issue, 34% of voters support Congress lowering the de minimis value, 32% oppose Congress lowering the de minimis value, and 35% of voters don't know or have no opinion.

CPA2_1: Before learning more about de minimis, 76% of voters think it is important for the U.S. to prohibit certain countries that pose a threat to U.S. industries from being able to import foreign-made goods to the U.S. under the de minimis value.

CPA2_2: Before learning more about de minimis, 77% of voters think it is important for the U.S. to prohibit certain countries that pose a threat to American workers from being able to import foreign-made goods to the U.S. under the de minimis value.

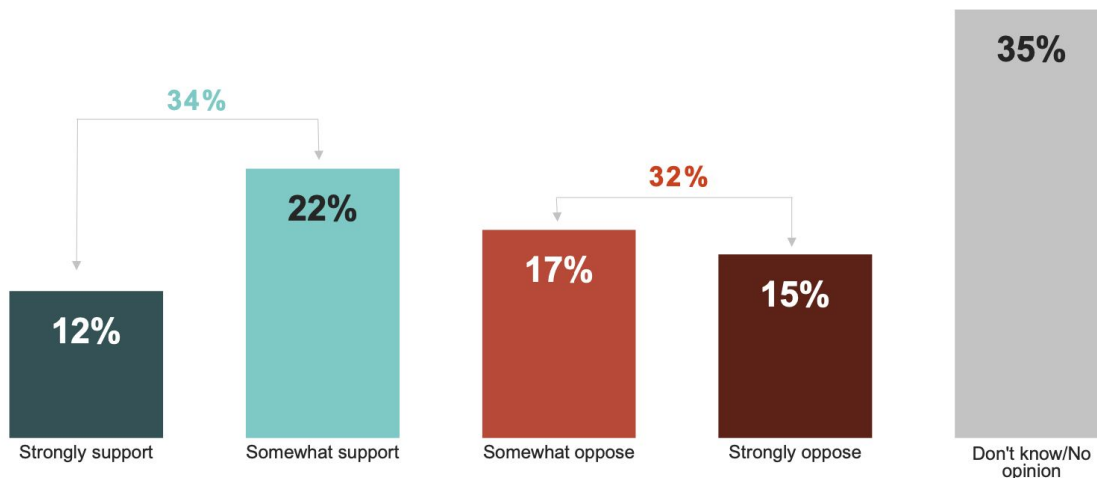
CPA3: Before learning more about de minimis, 17% of voters think Congress should increase de minimis value, 31% of voters think Congress should decrease it, 24% think it should stay the same, and 27% don't know or have no opinion.

PRE-MESSAGING

MORNING CONSULT

Pre-messaging, 34% of voters support U.S. Congress lowering the de minimis value from \$800. 35% don't know or have no opinion.

As you may know, an importer can avoid paying duties, taxes, and minimize chance of inspection by U.S. Customs and Border Protection if they declare the value of their shipment does not exceed the U.S. 'de minimis value'. Currently, the U.S. de minimis value is \$800, meaning importers who declare their shipment is worth \$800 or less are exempt from formal customs procedures and can enter the country duty-free, are not subject to taxes, and are less likely to be inspected by U.S. Customs and Border Protection. Since 1995, Congress has increased the U.S. de minimis value from \$5 to \$800. Do you support or oppose Congress lowering the de minimis value?



Post Messaging: A Breakdown by Party, Ideology, and Voting History

CPA4_1: 76% of voters are concerned that increased imports have caused the U.S. to become dependent on China for goods that are critical to the U.S. economy and U.S. national security.

- 75% of Democrats; 75% of Independents; 81% of Republicans
- 74% of Liberals; 74% of Moderates; 83% of Conservatives
- 76% of voters who voted for Joe Biden in 2020
- 82% of voters who voted for Donald Trump in 2020
- 78% of voters who voted for a Democrat candidate for the U.S. House of Representatives in 2018
- 84% of voters who voted for a Republican candidate for the U.S. House of Representatives in 2018

*****Only 10% of voters are not concerned.**

CPA4_2: 76% of voters are concerned that the current U.S. de minimis value has allowed China to import a greater amount of goods into the United States with less likeliness of an inspection from U.S. Customs and Border Protection.

- 74% of Democrats; 72% of Independents; 72% of Republicans
- 75% of Liberals; 70% of Moderates; 84% of Conservatives
- 74% of voters who voted for Joe Biden in 2020
- 82% of voters who voted for Donald Trump in 2020
- 75% of voters who voted for a Democrat candidate for the U.S. House of Representatives in 2018
- 85% of voters who voted for a Republican candidate for the U.S. House of Representatives in 2018

*****Only 10% of voters are not concerned.**

CPA4_3: 74% of voters are concerned that most packages that pose a threat to U.S. intellectual property are imported to the U.S. from the online marketplace under the de minimis value, which means they avoid paying duties, taxes, and minimize chance of inspection.

- 74% of Democrats; 69% of Independents; 79% of Republicans
- 74% of Liberals; 69% of Moderates; 81% of Conservatives
- 73% of voters who voted for Joe Biden in 2020
- 80% of voters who voted for Donald Trump in 2020
- 74% of voters who voted for a Democrat candidate for the U.S. House of Representatives in 2018
- 82% of voters who voted for a Republican candidate for the U.S. House of Representatives in 2018

*****Only 11% are not concerned.**

Post Messaging: A Breakdown by Party, Ideology, and Voting History

CPA4_4: 76% of voters are concerned the U.S. trade deficit, which hit a historic high at \$1 trillion, does not include foreign-made goods imported under the de minimis value because the U.S. government does not calculate the value of the 2.7 million shipments that are imported daily under the de minimis threshold.

- 76% of Democrats; 71% of Independents; 81% of Republicans
- 76% of Liberals; 73% of Moderates; 84% of Conservatives
- 74% of voters who voted for Joe Biden in 2020
- 82% of voters who voted for Donald Trump in 2020
- 75% of voters who voted for a Democrat candidate for the U.S. House of Representatives in 2018
- 84% of voters who voted for a Republican candidate for the U.S. House of Representatives in 2018

*****Only 9% are not concerned.**

CPA4_5: 73% of voters are concerned that China is both a non-market economy and on the U.S. Trade Representative's Priority Watch List due to disregard for intellectual property laws, and under the current de minimis value, vendors in China are able to avoid paying duties, taxes, and inspections on foreign-made goods by declaring their shipment is valued at less than \$800.

- 71% of Democrats; 68% of Independents; 77% of Republicans
- 73% of Liberals; 65% of Moderates; 82% of Conservatives
- 72% of voters who voted for Joe Biden in 2020
- 78% of voters who voted for Donald Trump in 2020
- 74% of voters who voted for a Democrat candidate for the U.S. House of Representatives in 2018
- 81% of voters who voted for a Republican candidate for the U.S. House of Representatives in 2018

*****Only 11% are not concerned.**

CPA5: After learning more, 50% of voters – including a majority of Democrats – support Congress lowering the de minimis value.

- 52% of Democrats; 49% of Independents; 49% of Republicans
- 55% of Liberals; 51% of Moderates; 50% of Conservatives
- 52% of voters who voted for Joe Biden in 2020
- 50% of voters who voted for Donald Trump in 2020
- 55% of voters who voted for a Democrat candidate for the U.S. House of Representatives in 2018
- 52% of voters who voted for a Republican candidate for the U.S. House of Representatives in 2018

*****Only 28% are not concerned.**

Post Messaging: A Breakdown by Party, Ideology, and Voting History

CPA6_1: After learning more, 79% of voters think it is important for the U.S. to prohibit certain countries that pose a threat to U.S. industries from being able to import foreign-made goods to the U.S. under the de minimis value.

- 79% of Democrats; 74% of Independents; 85% of Republicans
- 79% of Liberals; 78% of Moderates; 85% of Conservatives
- 79% of voters who voted for Joe Biden in 2020
- 84% of voters who voted for Donald Trump in 2020
- 81% of voters who voted for a Democrat candidate for the U.S. House of Representatives in 2018
- 86% of voters who voted for a Republican candidate for the U.S. House of Representatives in 2018

*****Only 6% do not think it's important.**

CPA6_2: After learning more, 81% of voters think it is important for the U.S. to prohibit certain countries that pose a threat to American workers from being able to import foreign-made goods to the U.S. under the de minimis value.

- 79% of Democrats; 75% of Independents; 86% of Republicans
- 78% of Liberals; 79% of Moderates; 86% of Conservatives
- 79% of voters who voted for Joe Biden in 2020
- 86% of voters who voted for Donald Trump in 2020
- 81% of voters who voted for a Democrat candidate for the U.S. House of Representatives in 2018
- 87% of voters who voted for a Republican candidate for the U.S. House of Representatives in 2018

*****Only 11% are not concerned.**