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The Listening for America research team held informal **conversations with over 400 individuals**. In addition, the team conducted more than







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Participants were each asked to list the top three issues they believe the US is facing. Typically, a range of social, political, and economic concerns were cited as major issues. Everything from healthcare to the economy to the climate crisis was mentioned, but notably, trade rarely made that list. The participants were asked why trade didn't seem to make the cut in their top three issues. Some answered that it would be their fourth while others didn't seem to consider it as a



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Beyond associations, the researchers sought to have the participants visualize and bring to life what trade could look like











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Challenging this myth illustrated that trade  
is often used as a scape goat for

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During the Listening Tour, the team captured a collection of thoughts and perceptions that appeared throughout their conversations. With the help of discussion participants, they wove these common threads together to tell the story of trade in the US. **To begin the story, the participants identified the role of trade**

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After listening to Americans across the country discuss their thoughts on trade, it is clear there is work to be done that can improve trade policy. International trade experts provide suggestions for improvements that fall under four main areas:

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