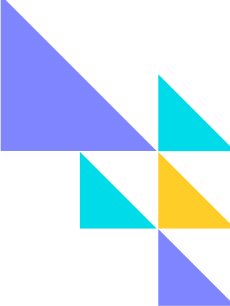
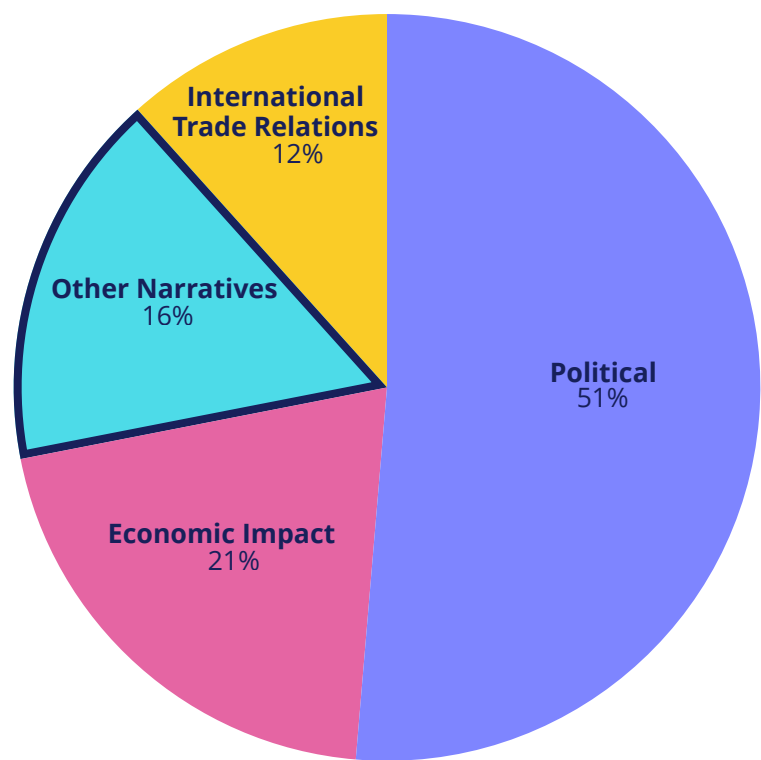


# Readership Trends: Narratives on Tariffs

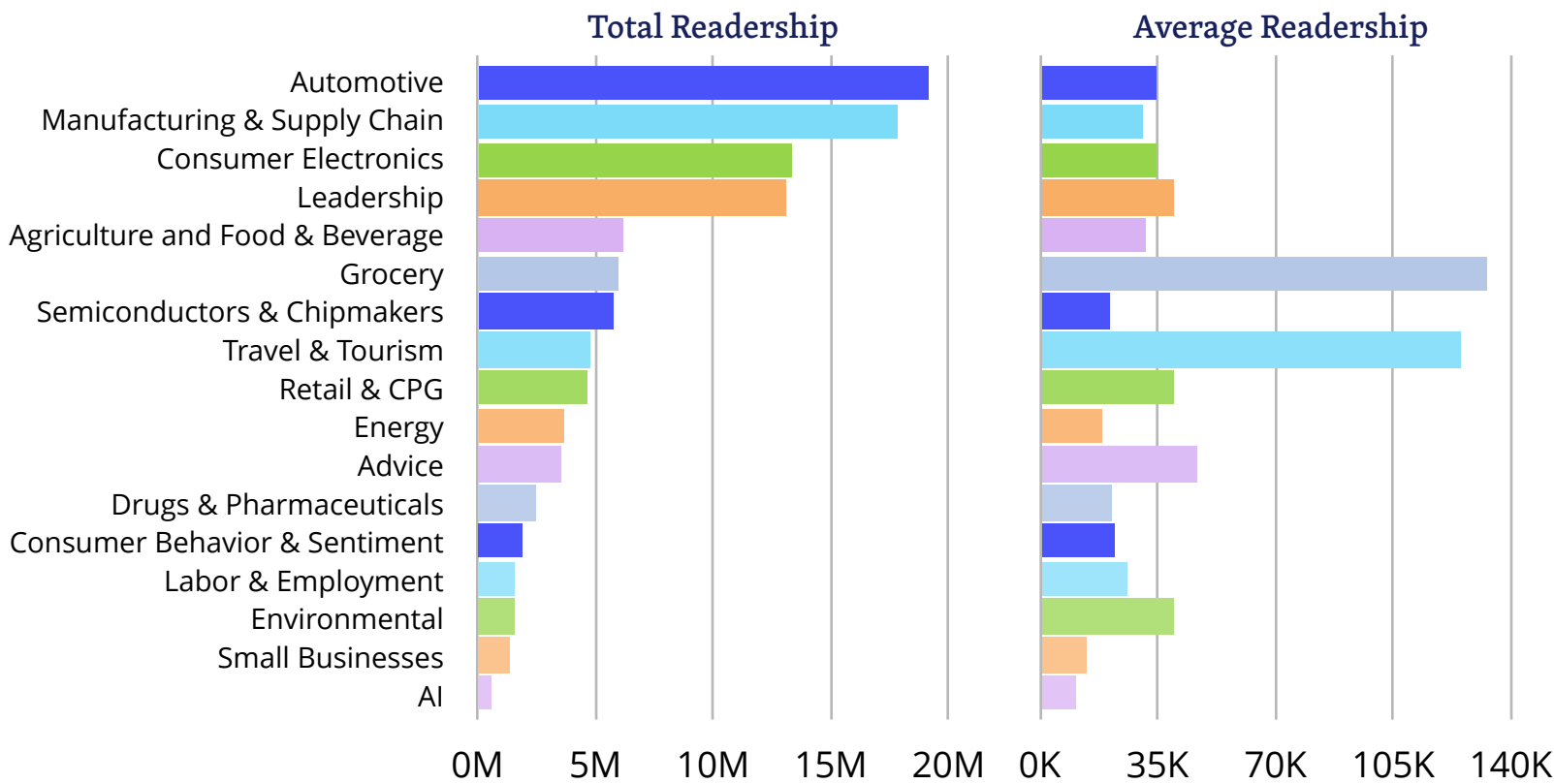


Share of Readership by Narrative



Political, economic, and international trade narratives dominate the overall conversation around tariffs, accounting for over 80% of readership on the topic. However, there’s a diverse ecosystem of secondary storylines driving readership.

Readership Breakdown: Other Narratives



**Automotive** and **Manufacturing & Supply Chain** narratives have drawn nearly 37M readers, highlighting the tangible impact of tariffs on operations, pricing, and sourcing.

**Consumer Electronics** have captured 13.3M readers, reflecting strong interest in tech-driven stories., fueled by brand visibility and product relevance.

**Leadership** narratives have emerged as a meaningful thread in tariff coverage, with executives and company spokespeople weighing in on policy impacts, pricing strategies, and supply chain decisions.

**Grocery** and **Travel & Tourism** stand out for their high average readership, driven by their clear and immediate impact on consumers.

\*14.6K articles surrounding tariffs published February 2 - April 20, 2025