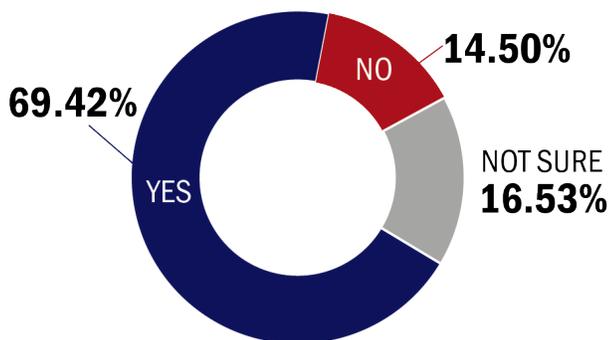


# SURVEY SAYS: Americans Prefer “MADE IN USA”

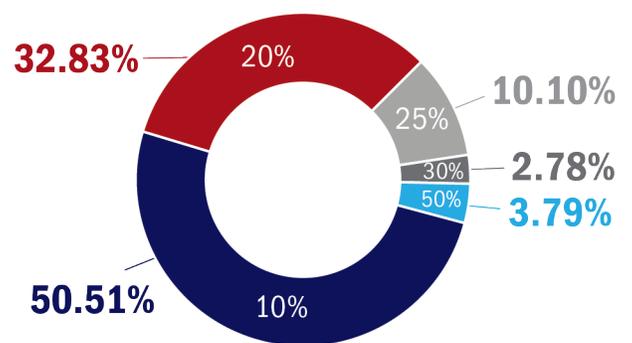
**THE RESULTS ARE IN** - Americans say they prefer products that are Made in the USA and they are willing to pay up to **20% more for them.**

The Reshoring Institute recently surveyed nearly 500 Americans across the country and asked if they prefer to buy products that are labeled “Made in USA.” Would they be willing to pay more for these items? Nearly 70% of the respondents said they prefer American-made products. Slightly more than 83% said they would pay up to 20% more for products made domestically.

**Do you prefer products that are MADE in the USA?**

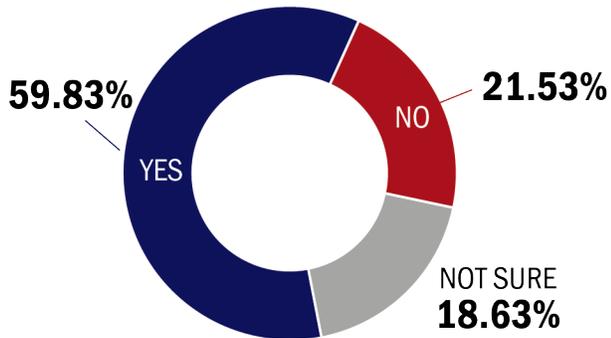


**How much more would you pay?**



Our quick survey validated what we have been hearing anecdotally from consumers and manufacturers everywhere. The strong preference for American-made products has been a growing trend over the past several years. Respondents to the survey were both consumers and industrial buyers.

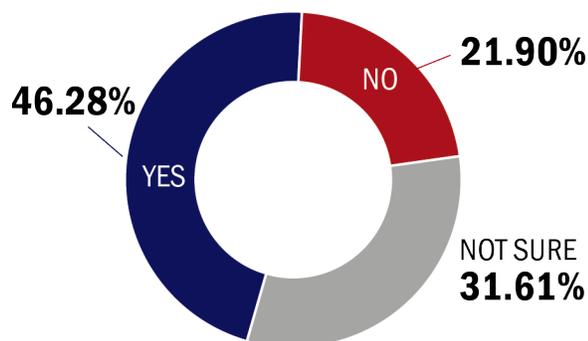
## Would you pay more for a product MADE in the USA?



## Perception of Better Quality

We also asked a series of questions about the perceived quality of products Made in USA. Over 46% of respondents believe that products manufactured in America are better quality than those manufactured in other countries. In our survey, there was no evidence offered that American-made products are better – it was simply a perception. The likely influencers in this perception include political rhetoric against goods made in China, loss of manufacturing jobs in the U.S., and past experience with poorly made and inferior foreign products.

## Do you think products made in the USA are better quality?

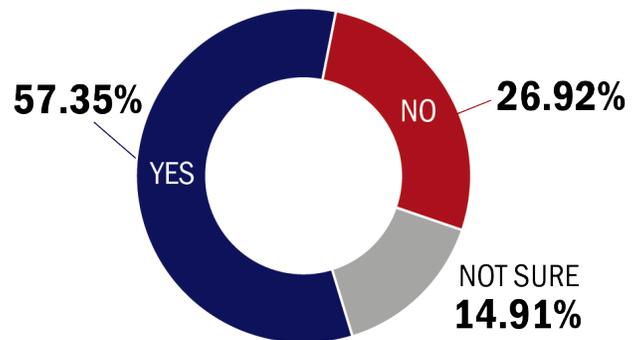


## Country of Origin and Product Labeling

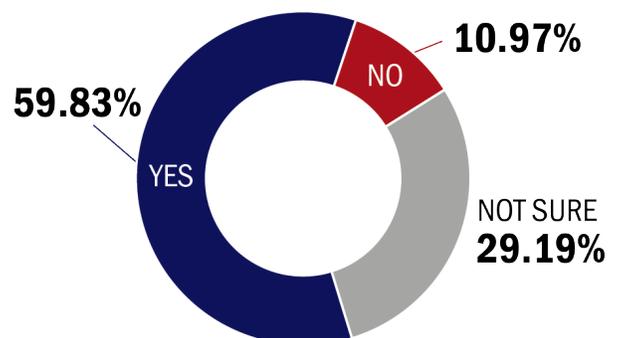
58% of respondents indicated that the country of origin of a product influences their purchasing decision.

Respondents added no comments about the differences between foreign countries, for example, does the country of origin “China” cause a different response from the country of origin “Germany” or “Mexico” or “Turkey.” The reaction to the country of origin appears to be more generalized, aimed at all foreign-made products instead of specific countries.

## Does the origin of the product affect your purchase decision?



## Do you believe the “MADE IN” information on product labels?



**60% of respondents** – believe the information on the “Made In” labels on products.

We also asked if respondents believed the information on “Made In” labels on products. Nearly 60% said yes, they believed the labels. Although correct and truthful product labeling is required for U.S. Customs clearance, and for Truth-In-Advertising regulations managed by the Federal Trade Commission,<sup>1</sup> there is plenty of evidence that products are often mislabeled. Recent court cases have revealed that some mislabeling regarding the country of origin is intentional.

## Reshoring Over Time

In the late 1990s and early 2000s companies sought cheaper labor in other countries such as China, Mexico, and Taiwan. Products made in China and sold in the U.S. grew particularly fast after China joined the World Trade Organization (WTO) in 2001, and markets were opened for U.S. manufacturers to sell into China and for Chinese manufacturers to sell in the U.S. In addition, the low-cost production environment and the rapid industrialization of China made it an attractive destination for American manufacturers seeking low-cost sourcing and manufacturing.<sup>2</sup>

In parallel, American’s voracious appetite for low-cost goods and consumerism accelerated manufacturers seeking low-cost production to move offshore. As China’s manufacturing sophistication and capability expanded, so did offshoring trends in America.

During the presidential election of 2012, both Obama and Romney were criticizing China for stealing U.S. jobs, subsidizing their industries, and currency manipulation. This sparked the start of the reshoring movement in America. Today, reshoring has become part of many businesses’ strategic plans.

## Methods and Results

For this 2020 “Made in USA” Survey, the Reshoring Institute investigated a sample of people's perceptions of the “Made In the USA” label and how it affects their spending habits. The survey was not intended as scientific research, but rather as an opinion or preference survey.

The survey was distributed through email lists, social media such as Facebook, and word of mouth. 491 people responded from every region of America – NE, SE, MW, SW, NW, Pacific. The ages of respondents ranged from 18-83, with education levels: high-school through graduate degrees.

What our data suggests is that there exists a belief that products Made in the USA are better. In 2015 a Consumer Reports survey indicated that about 8 in 10 Americans prefer American made products over imported products, and more than 60% would pay 10 percent more for American made products.<sup>3</sup>

Our data collection was consistent with the data collected from the Consumer Reports. Americans consistently prefer “Made in the USA” products over imported products from another country. In her article “Products Made in the USA – Reasons to Buy American-Made Goods”<sup>4</sup> Amy Livingston, lists six reasons to buy American Made Products: Jobs, Lower Carbon footprint, less pollution, human rights, health, and a more robust USA economy.

What does this mean for companies looking to Reshore to the U.S.? U.S. consumers look for, appreciate, and buy products that are made in the USA. In addition, American consumers are willing to pay more for products made here. Manufacturers should take note.

<sup>1</sup> You can read more about labeling requirements on our website <https://reshoringinstitute.org/made-in-your-state/>

<sup>2</sup> 42 Rules for Sourcing and Manufacturing in China [www.Amazon.com](http://www.Amazon.com)

<sup>3</sup> (Consumer Report 2015) <https://www.consumerreports.org/cro/magazine/2015/05/made-in-america/index.htm>

<sup>4</sup> (Livingston n.d.) <https://www.moneycrashers.com/products-made-usa-american-made/>

## ABOUT THE AUTHORS



Gabriel Evans is currently pursuing a Master's degree in Sociology and Criminology from the University of Arkansas. Gabriel

holds a BA degree in Sociology and Anthropology from Swarthmore College.



Rosemary Coates is the Founder and Executive Director of the Reshoring Institute. She is a seasoned executive with 25+ years of experience in Supply

Chain Management, Operations Management, Project Management, and Systems Consulting. Ms. Coates earned a BS in Business at Arizona State University and an MBA at the University of San Diego. She resides in Silicon Valley.

## ABOUT THE RESHORING INSTITUTE

We provide information, research and support for companies that are Reshoring manufacturing. This includes topics such as site selection, tax incentives, science and math education, marketing, public relations, total cost of ownership, and case studies.

[www.ReshoringInstitute.org](http://www.ReshoringInstitute.org)

[info@ReshoringInstitute.org](mailto:info@ReshoringInstitute.org)



© 2020 Reshoring Institute