

**MADE IN
AMERICA...
BOUGHT BY
AMERICANS?**



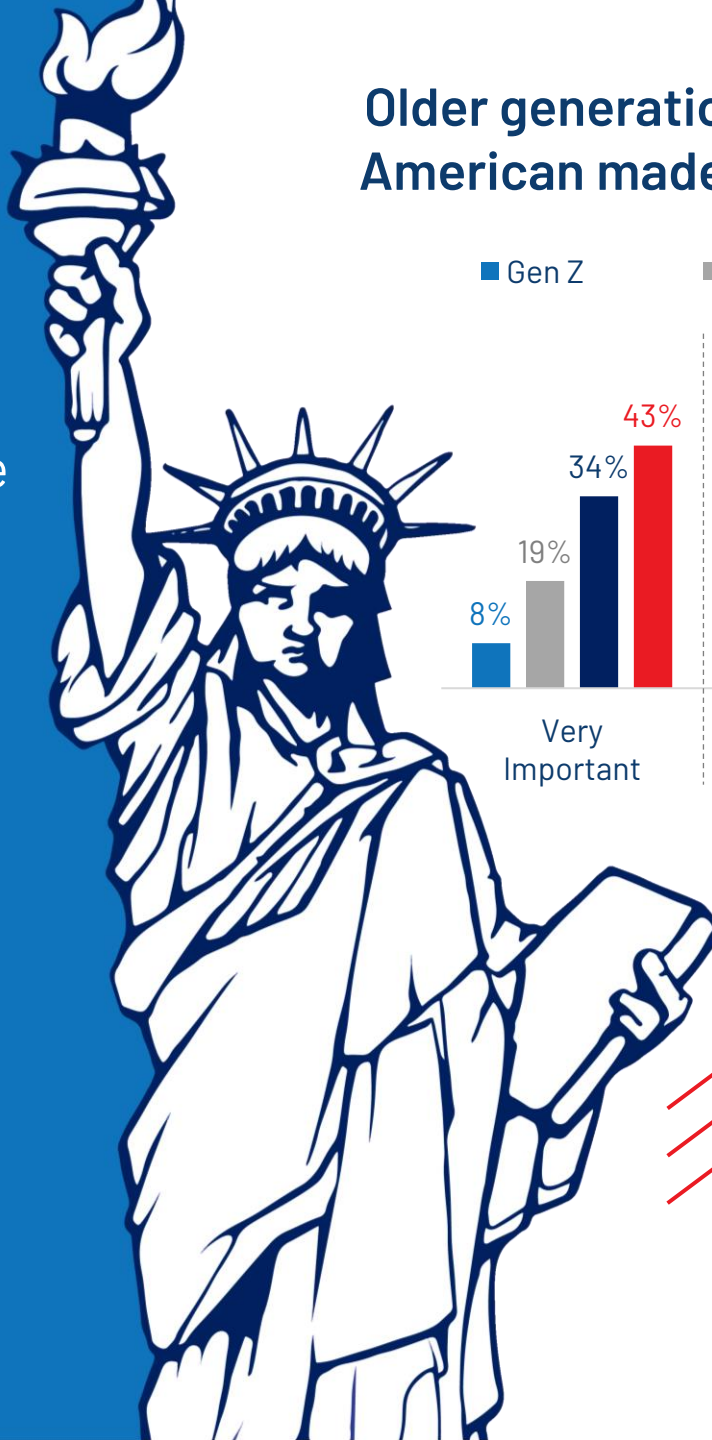
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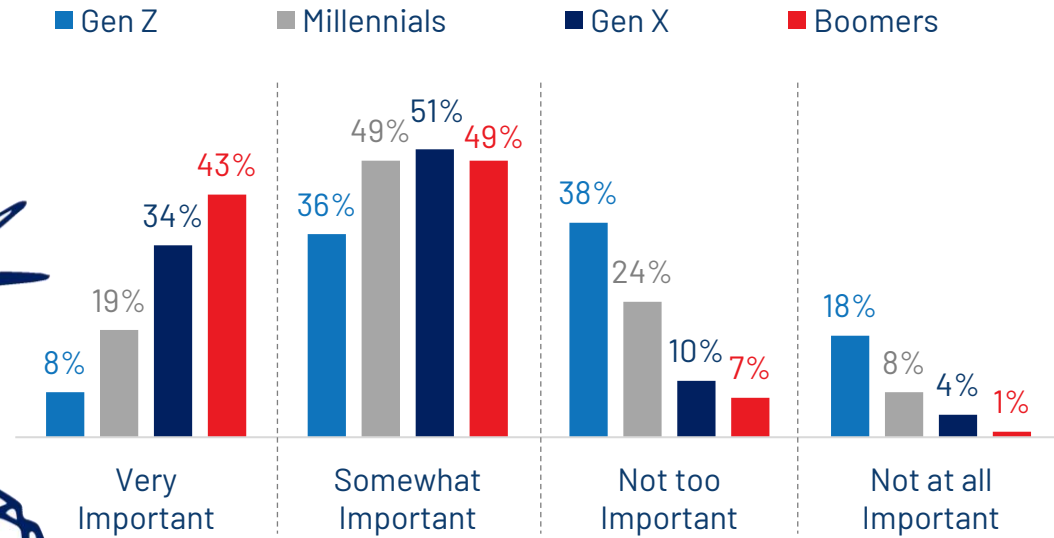
JULY 2022

78%

of Americans say, in general, buying products made in America is either very important (30%) or somewhat important (48%) to them.



Older generations are more likely to say buying American made products is important to them.



Half of Americans (51%) say it has gotten more difficult to buy American made products compared to 5 years ago.

18%
MUCH MORE DIFFICULT

33%
SOMEWHAT MORE DIFFICULT

64% of Americans say that compared to products made elsewhere, American made products are **higher quality**.

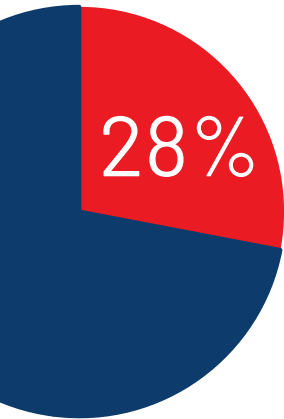
↑ **18%**

MUCH HIGHER QUALITY

47% →

SOMEWHAT HIGHER QUALITY

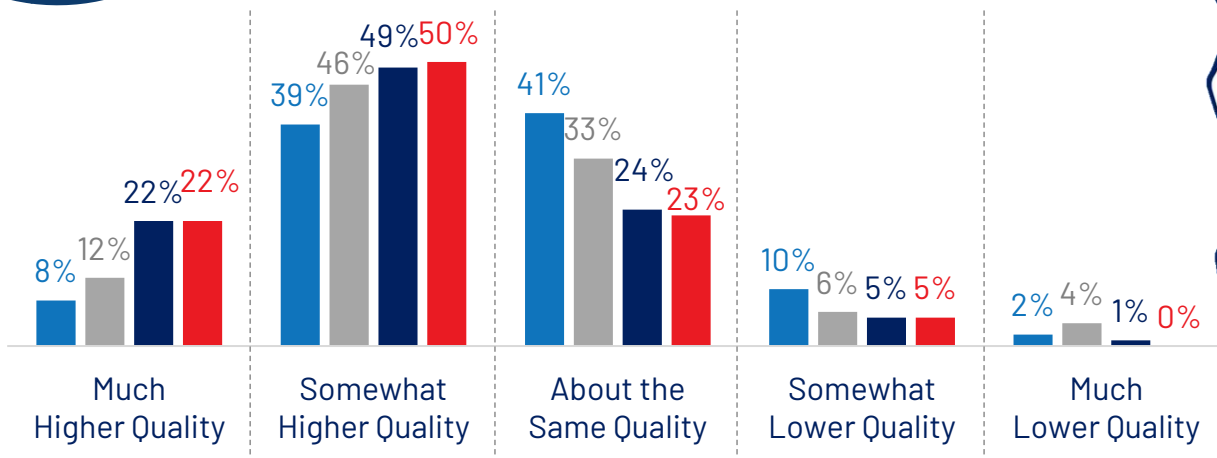
Older generations are significantly more likely to view American made products as **higher quality** than products made elsewhere.



More than a quarter say that American made products are the same in quality compared to products made elsewhere, and **8%** say they are lower quality.



■ Gen Z ■ Millennials ■ Gen X ■ Boomers



79%

Nearly 8-in-10 Americans say that American made products are **more expensive** than products made elsewhere.



18%

MUCH MORE EXPENSIVE



61%

SOMEWHAT MORE EXPENSIVE

Compared to Products Made Elsewhere,
American Made Products are...

16%

Same in Price

5%

Less Expensive

4%

SOMEWHAT LESS EXPENSIVE

1%

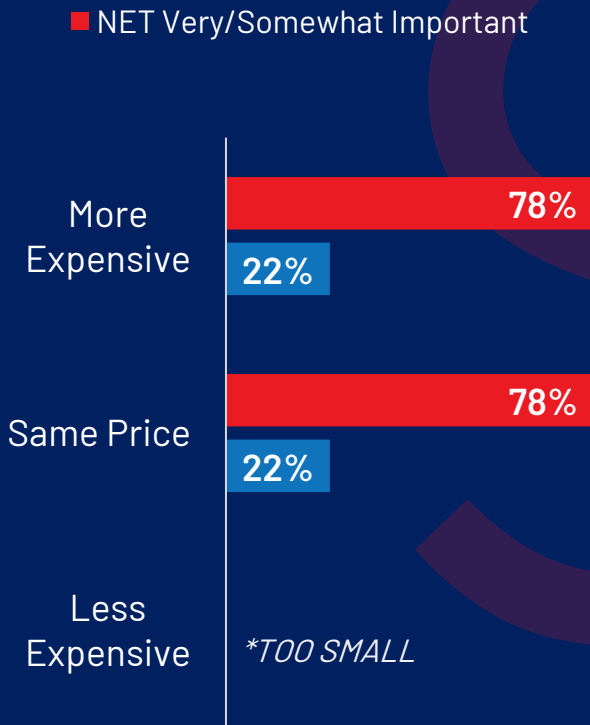
MUCH LESS EXPENSIVE

MILLENNIAL\$

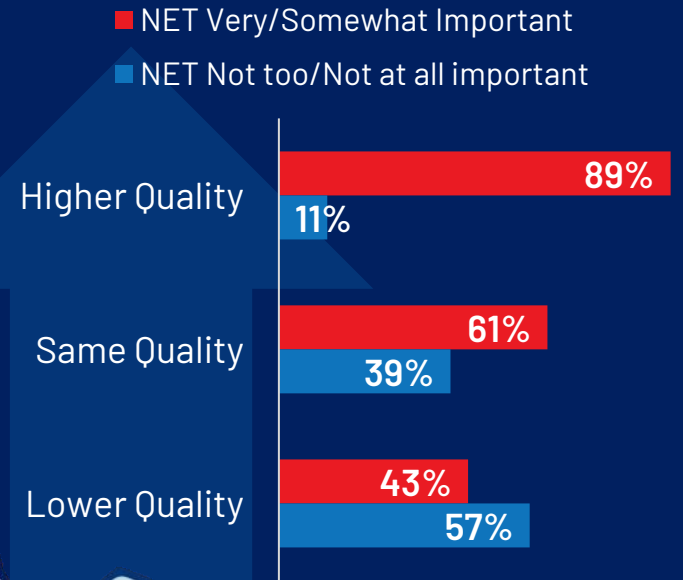
(29%) are the most likely to describe American made products as **much more expensive** than products made elsewhere.

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Those who viewed American made products as **more expensive** were **no more likely** to say buying American made products **was important to them** than those who say they're about the same price.



Those who say products made in America are of **higher quality** are more likely to **say buying American is important to them.**



METHODOLOGY

Interviews for this study were conducted on the SSRS Opinion Panel Omnibus from July 8 – 10, 2022, among a nationally representative sample of 1,000 respondents age 18 and older. The margin of error for total respondents is +/-3.5 percentage points at the 95% confidence level and the design effect is 1.28.

The SSRS Opinion Panel Omnibus is a multi-client, probability-based survey that fields twice a month. It delivers a nationally representative sample of 1,000 adults age 18 or older in English (with Spanish language option). Data collection is conducted online and via phone (for non-internet and web reluctant respondents) using the probability based SSRS Opinion Panel. Learn more at ssrs.com/ssrs-omnibus-survey.

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