



# Buying American for the Holidays

Comparison between 2022 and 2023 results

— NOVEMBER 2023



# Objectives

- Measure if U.S. adults want to purchase products made in America when doing their holiday shopping.
- Understand how easy it is to find American-made products.
- Measure the need for online retailers to label American-made products.

# Methodology

This poll was conducted between October 26 -29, 2023, among a national sample of 2,207 adults. A previous wave was conducted in Nov. 2022.

The interviews were conducted online, and the data were weighted to approximate a target sample of adults based on gender, educational attainment, age, race, a region.

Results from the full survey have a margin of error of +/-2 – 4 percentage points depending on the audience.



22.0% ▲

31.0% ▲

17.3% ▼

# Key Takeaways

1

## **There is a preference to purchase American-made products**

- 81% would prefer to purchase holiday gifts made in the U.S. if presented with the option (+5pts from 2022). There is a belief that doing so will boost the economy, create more jobs, and support small business.
- American-made holiday gift shopping is impacted by availability as 86% would be more likely to purchase if they were available through large retailers.

2

## **Country of origin labeling should be required for online retailers**

- 83% believe online retailers should be required to provide this labeling.
- 75% support penalizing companies that falsely market their products as “Made in the USA” and
- 70% are in favor of offering a tax credit to those who legitimately purchase American-made products.



SECTION 1

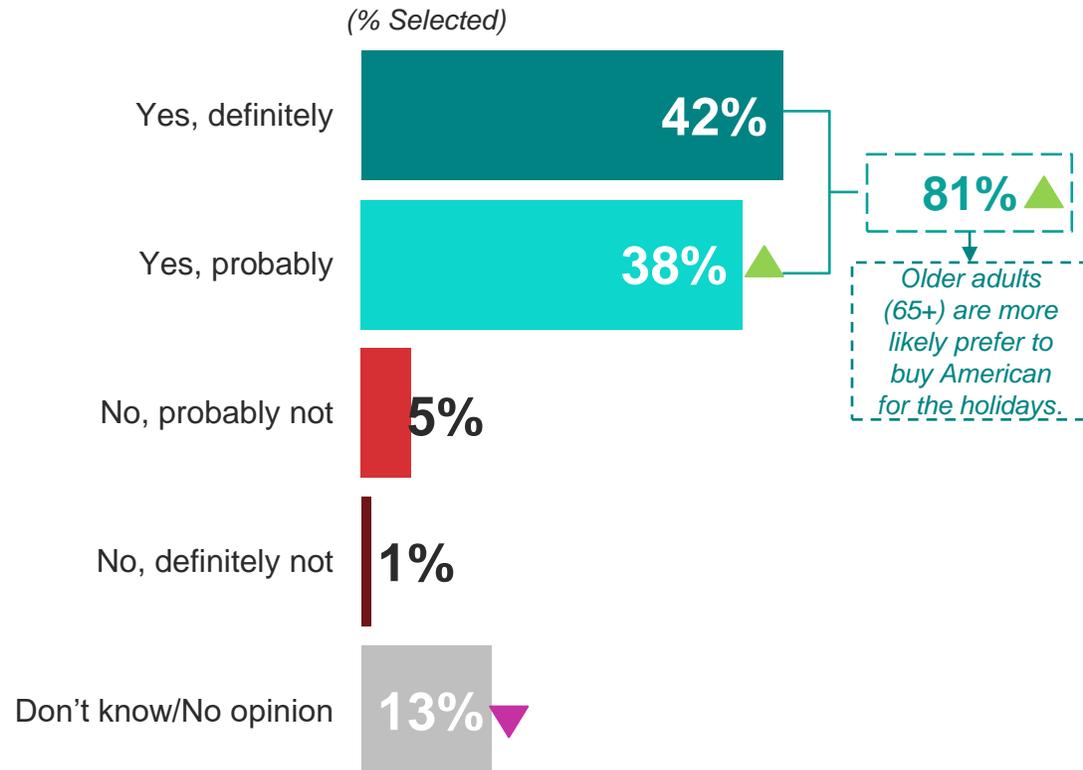
# Buying American for the Holidays

## BUYING AMERICAN FOR THE HOLIDAYS

The majority of adults prefer to purchase holiday gifts that are made in the U.S. if possible (+5pts from 2022) – Over half say they do so to boost the economy, create more jobs, and support small businesses.

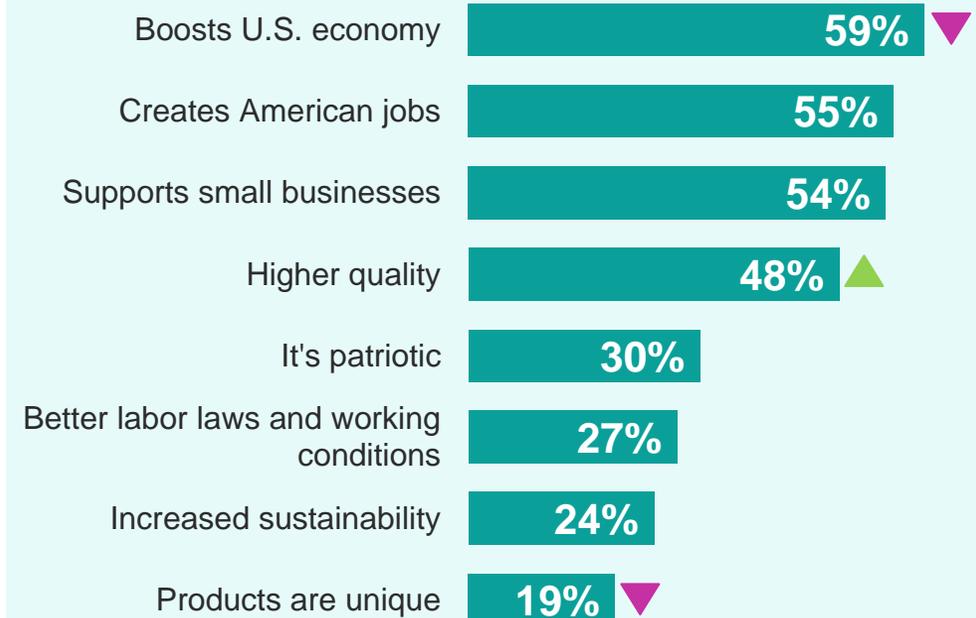
When purchasing holiday gifts, do you prefer to purchase products that are made in the United States if possible? // You indicated you prefer to purchase holiday gifts that are made in the United States if possible. Which of the following, if any, best describes why you are more likely to purchase holiday gifts that are made in the United States? Select all that apply. (Among those who prefer to purchase products made in the U.S.)

### PREFERENCE IN PURCHASING PRODUCTS MADE IN THE U.S.



### REASONS FOR LIKING TO PURCHASE GIFTS MADE IN THE U.S.

(Among those who prefer to purchase products made in the U.S.; % Yes, definitely + Yes, probably)



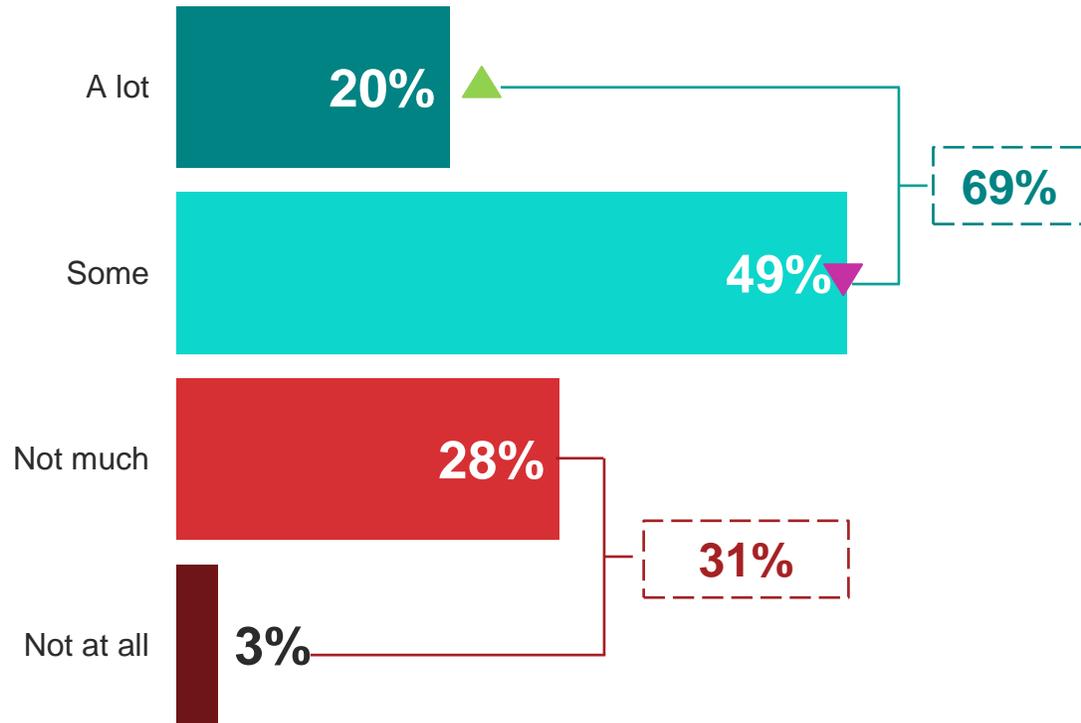
## BUYING AMERICAN FOR THE HOLIDAYS

### While over two-thirds of adults indicate seeing American-made products – Those that don't blame major corporations for moving their production overseas.

How often, if at all, do you see American-made products while shopping? // You indicated you do not often or do not see American-made products while shopping. Which, if any, of the following statements comes closest to your opinion? *(Among those who don't see much or no American-made products when shopping)*

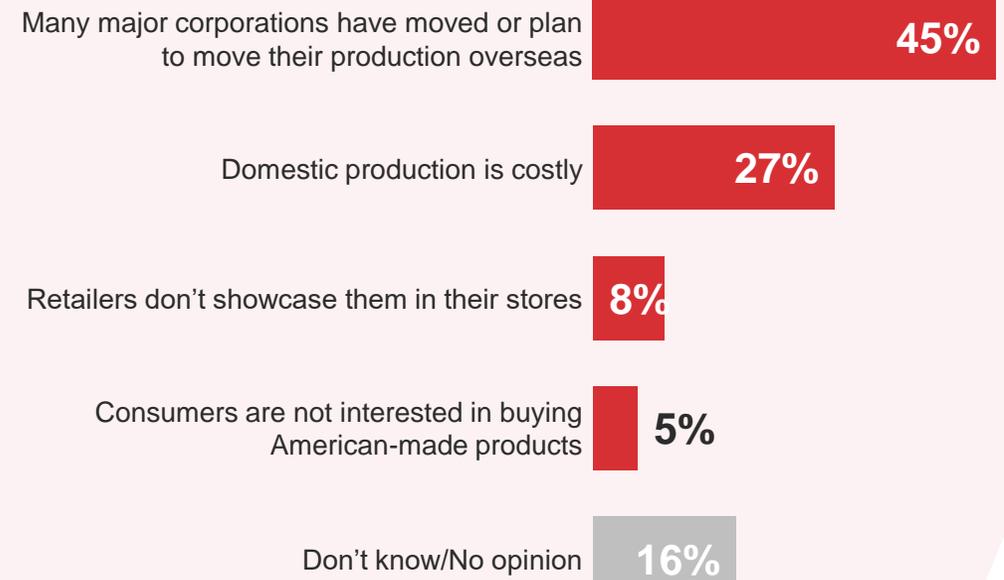
#### SEE AMERICAN-MADE PRODUCTS WHILE SHOPPING

(% Selected)



#### DON'T SEE AMERICAN-MADE PRODUCTS WHILE SHOPPING

*(Among those who don't see much or no American-made products when shopping; % Not much + Not at all)*

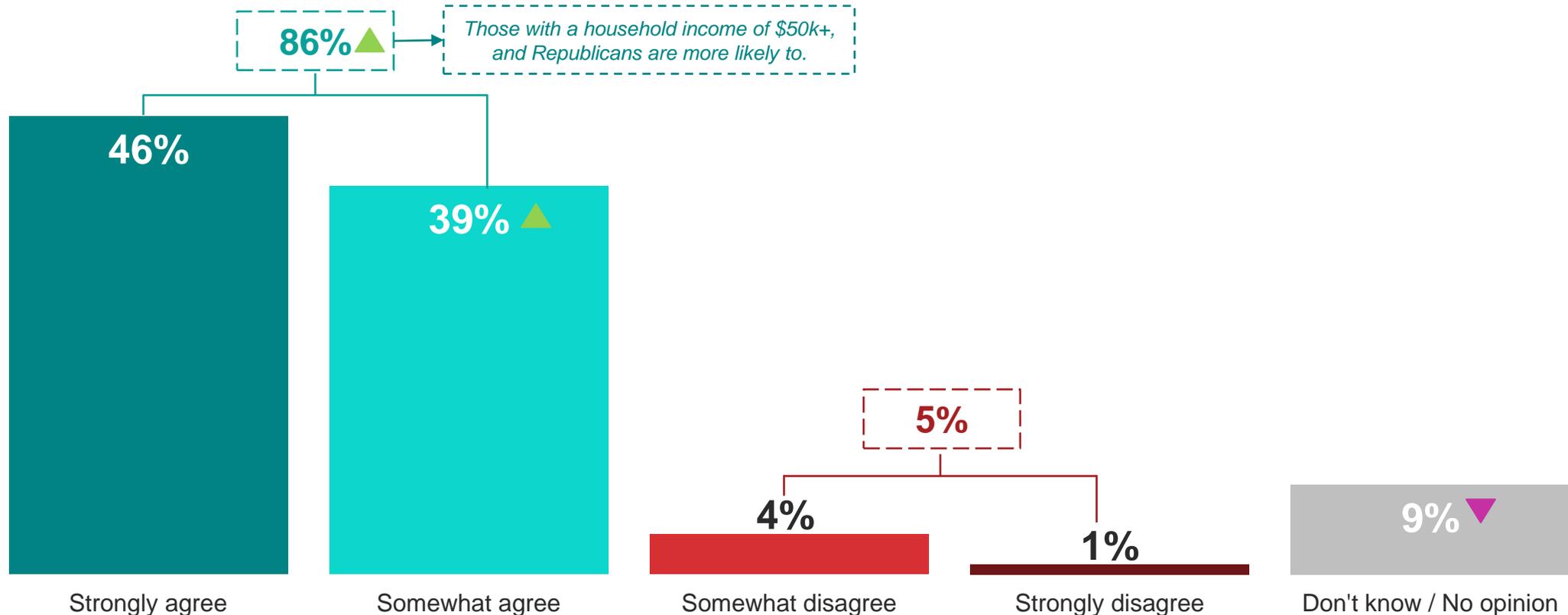


## BUYING AMERICAN FOR THE HOLIDAYS

Up from last year, six in seven adults agree their likelihood to purchase holiday gifts made in the U.S. would increase if they were widely available through large retailers.

Do you agree or disagree with the following?

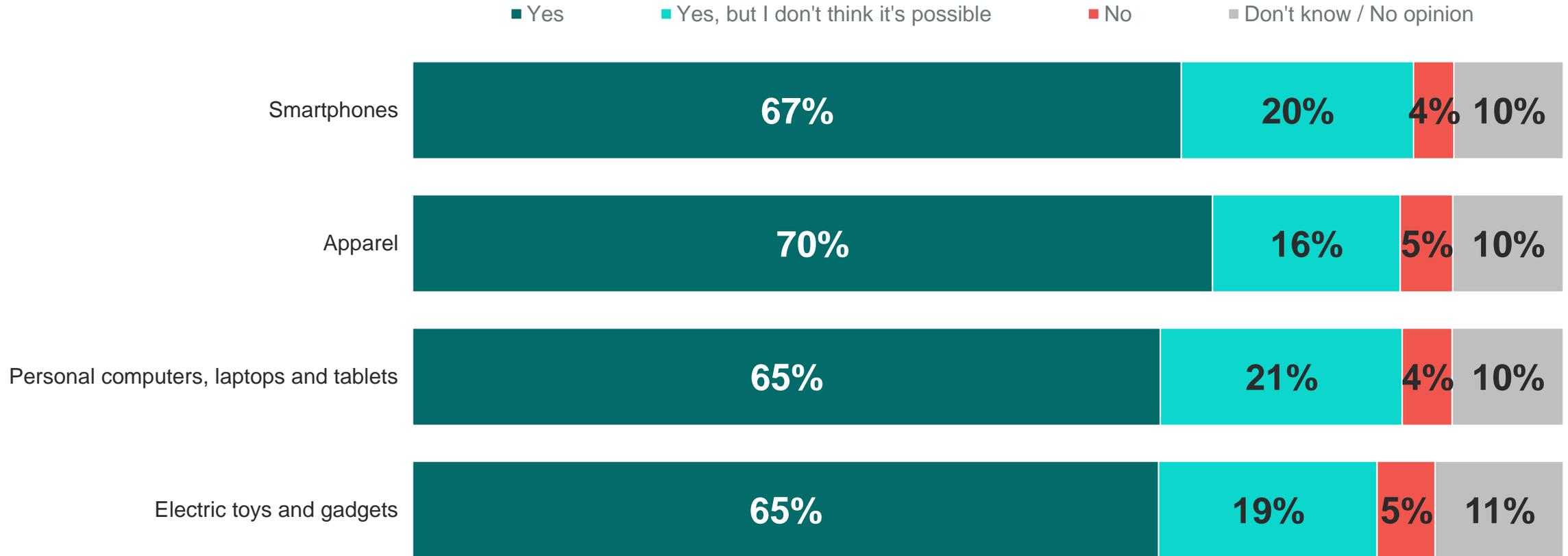
*I would purchase more holiday gifts that are made in the United States if they were more widely available through large retailers like Target, Walmart, and Amazon.*



## BUYING AMERICAN FOR THE HOLIDAYS

Although adults would like to see products made in the U.S., one in five don't think it is possible to produce smartphones, computers/tablets, or electric toys and gadgets domestically.

The following products are mostly made overseas. Would you like to see more of these products manufactured in the United States?





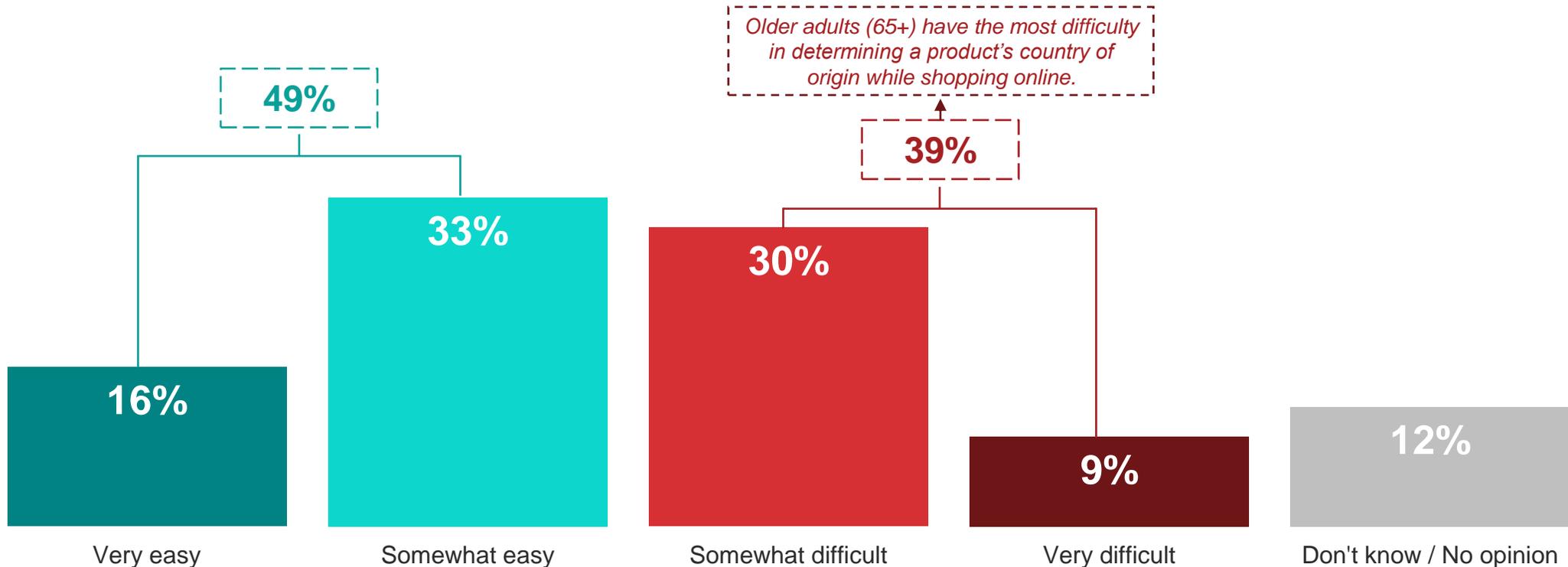
SECTION 2

# Country of Origin Labeling for Online Retailers

## COO LABELING FOR ONLINE RETAILERS

Nearly half of adults find it easy to determine where a product is made when shopping online – yet 39% still find it difficult.

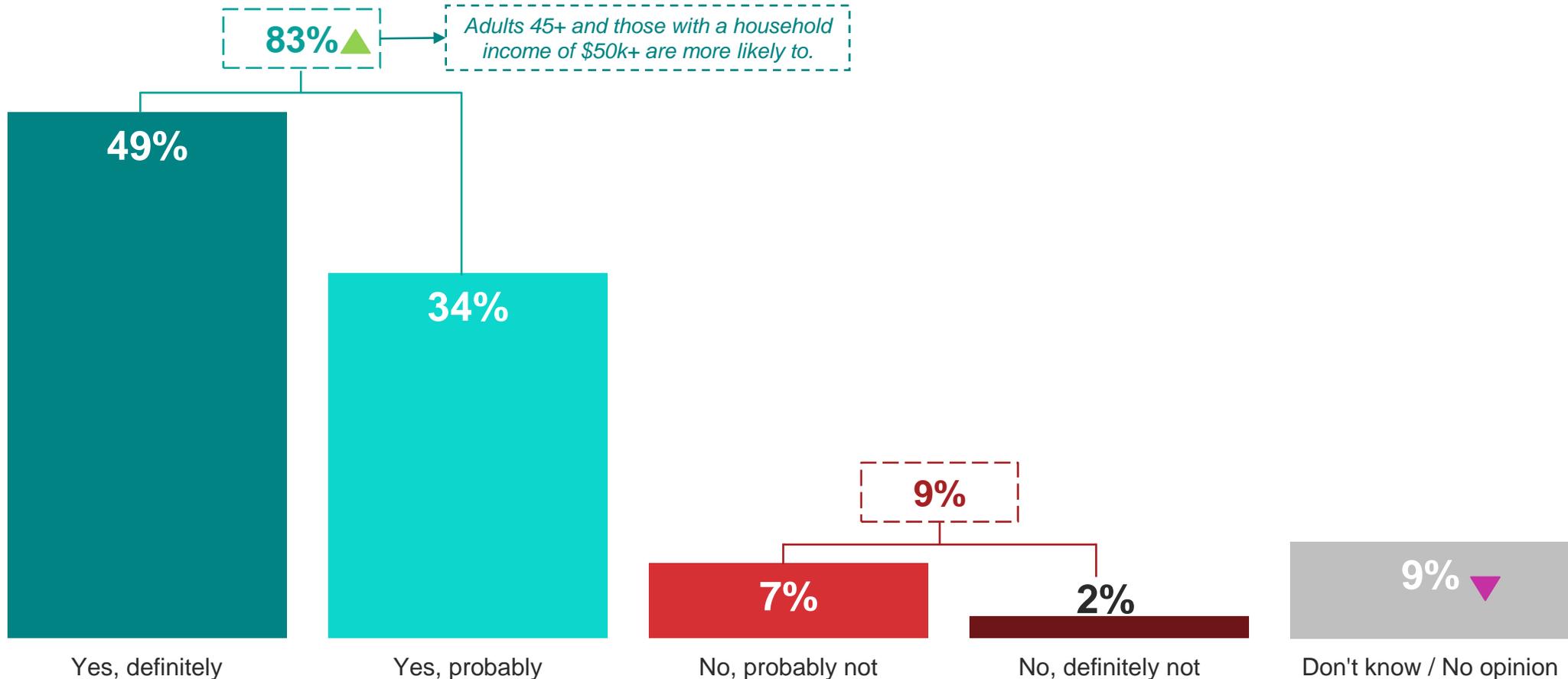
When shopping online, as opposed to an in-person store, do you find it easy or difficult to determine where a product was made?



## COO LABELING FOR ONLINE RETAILERS

The majority of adults believe online retailers should be required to include a country-of-origin label for products just like in-person retailers are required (+4pts from 2022).

Do you think online retailers should be required to include country of origin labels for products like in-person retailers do?

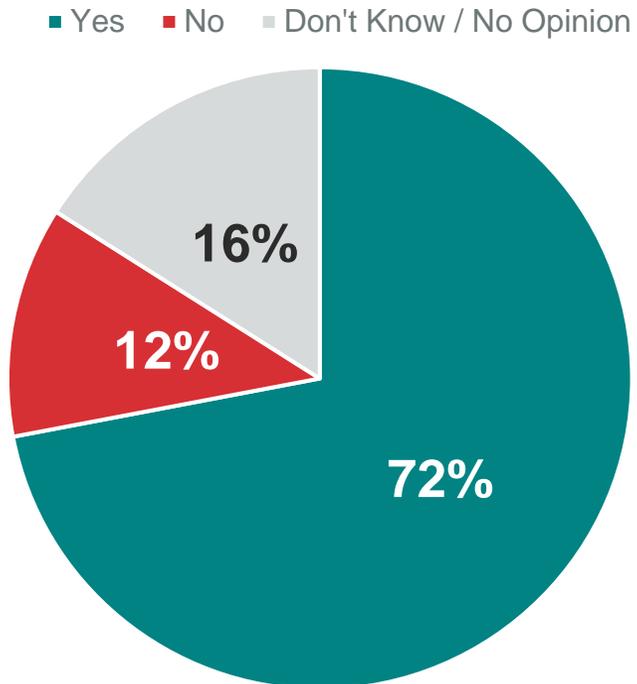


## COO LABELING FOR ONLINE RETAILERS

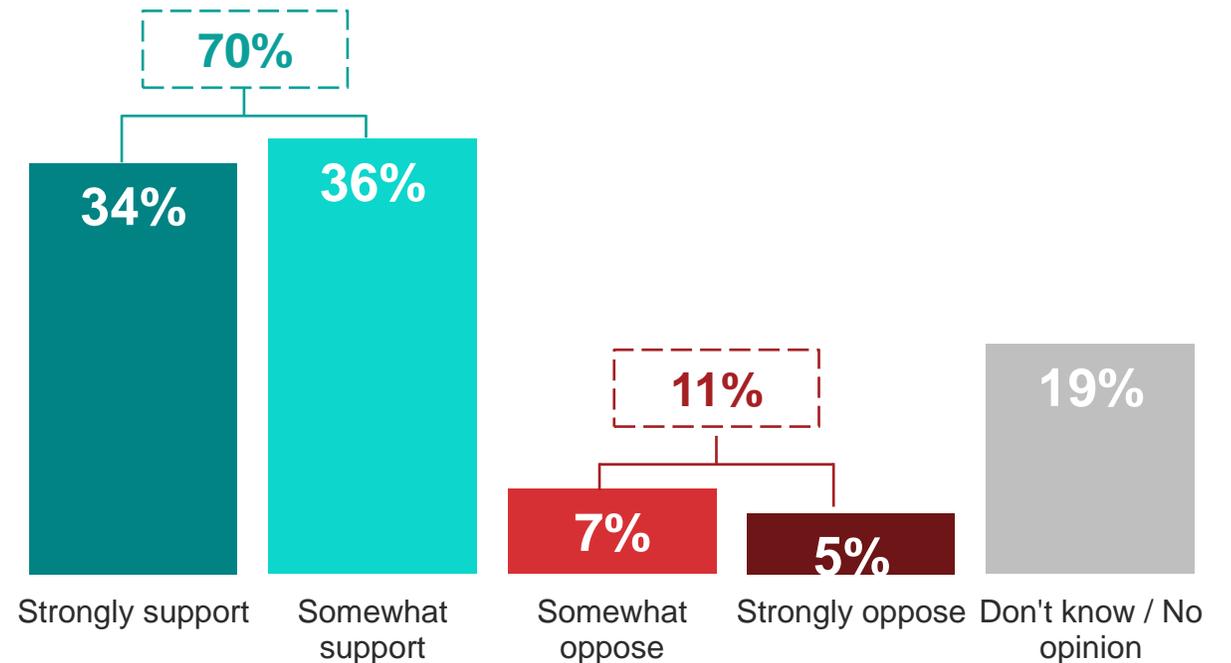
Three in four adults believe companies that deceptively market their products as “Made in USA” should face fines/penalties – 70% support offering a tax credit to those who purchase “Made in USA” products.

Do you think companies that deceptively market their products as “Made in USA” should face fines and other penalties? // Do you support or oppose offering a tax credit to consumers as an incentive for buying products that are “Made in USA”?

**PENALTIES FOR DECEPTIVELY MARKETING “MADE IN USA”**  
(% Selected)



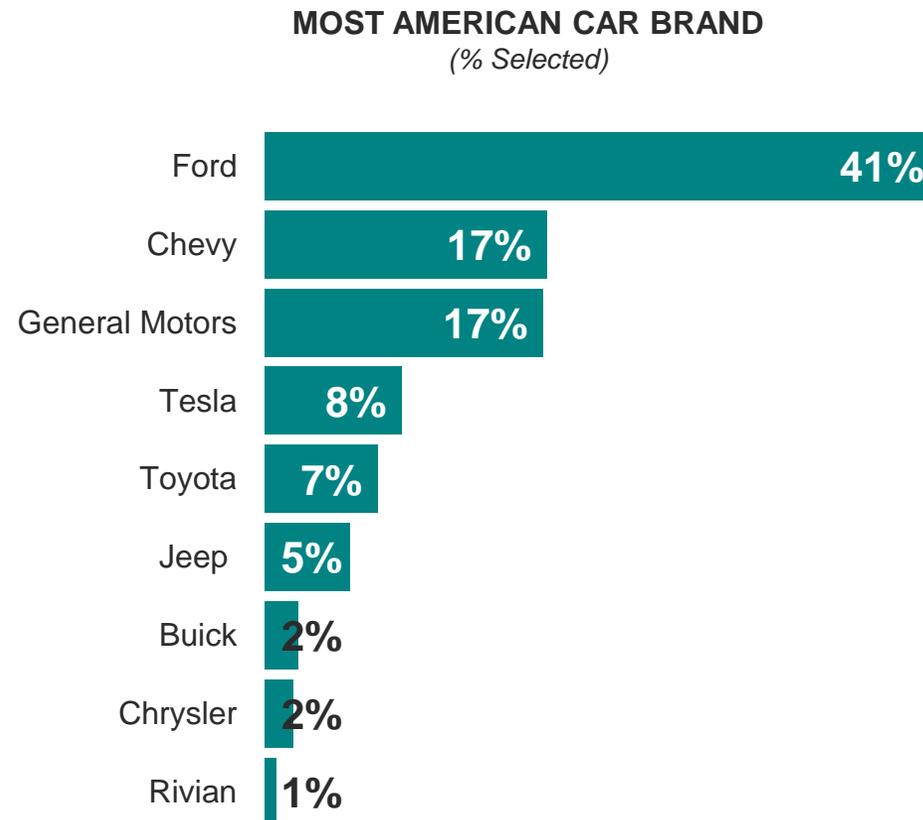
**TAX CREDIT FOR BUYING “MADE IN USA”**  
(% Selected)



## AUTO INDUSTRY: MADE IN AMERICA

### Ford is considered the most American car brand.

Out of the choices below, which is the MOST American car brand in your opinion?

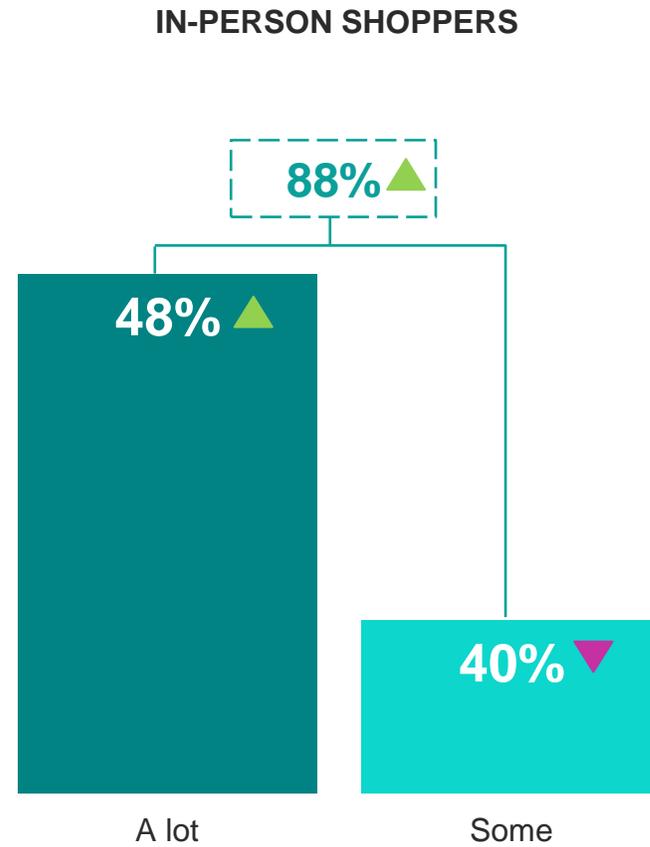
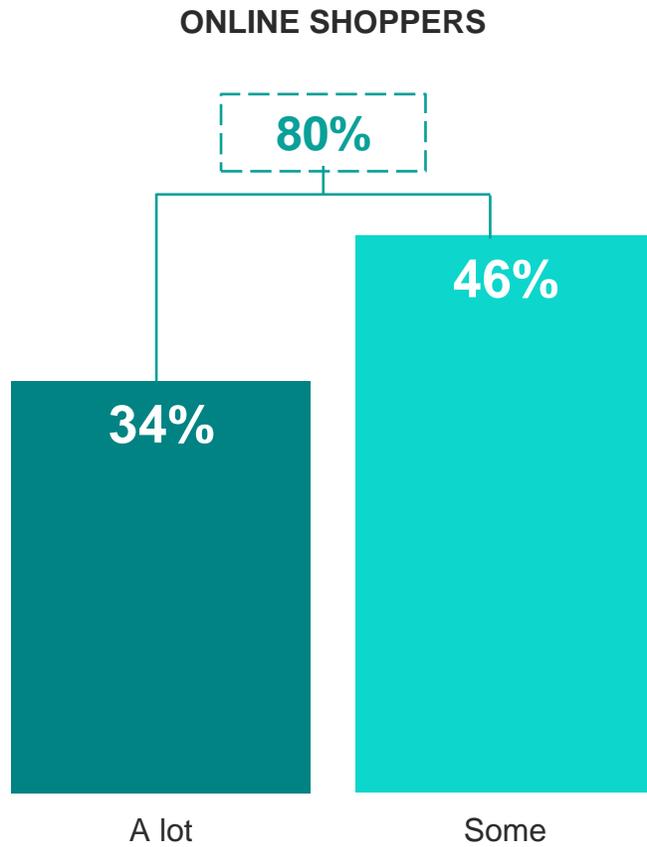


SECTION 4

# APPENDIX

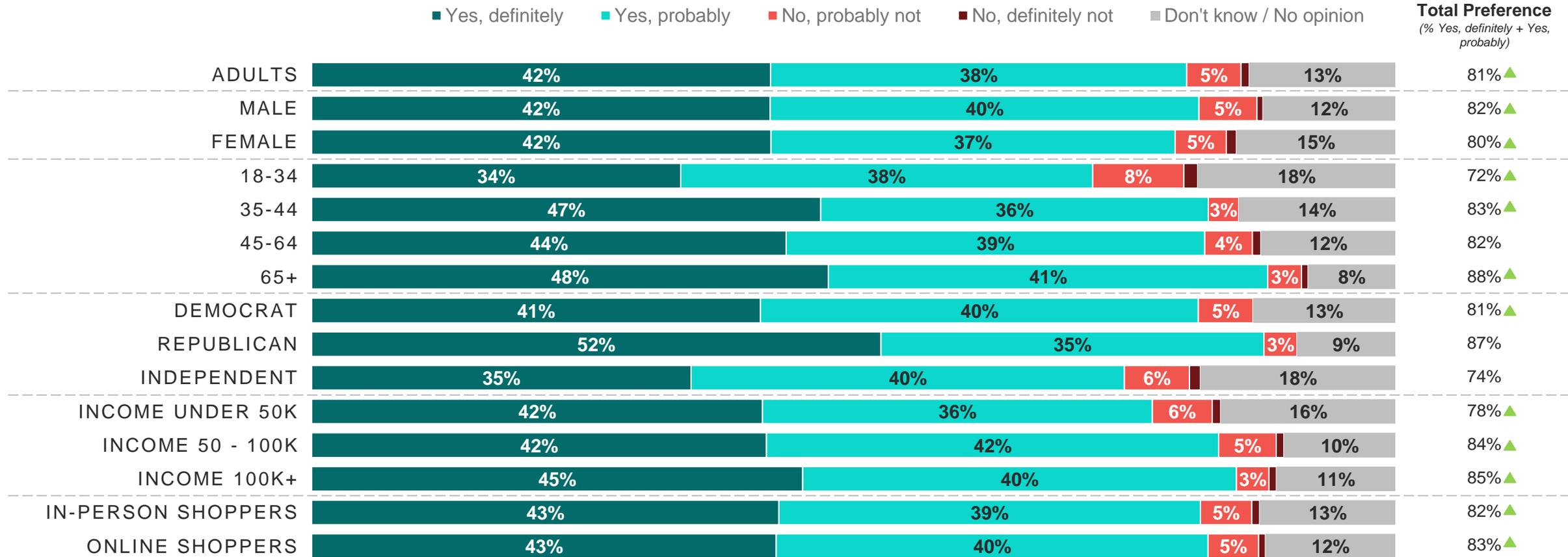
# APPENDIX

How often, if at all, do you shop online? // How often, if at all, do you shop in person?



# APPENDIX

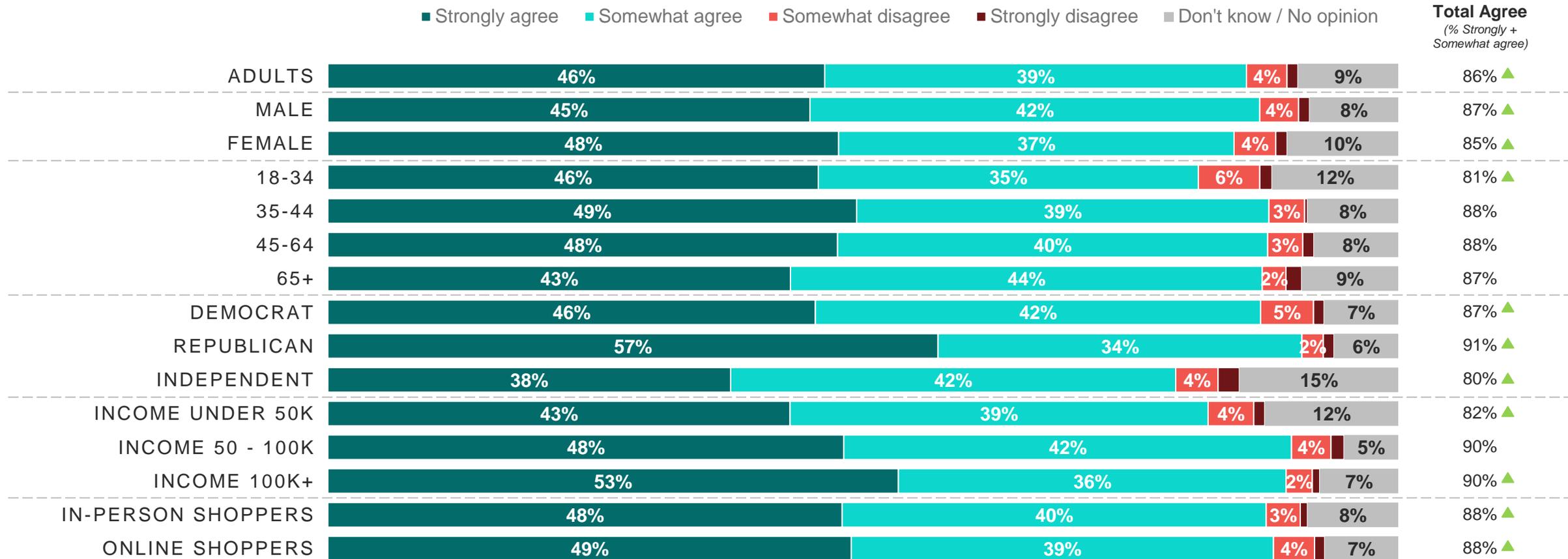
When purchasing holiday gifts, do you prefer to purchase products that are made in the United States if possible?



# APPENDIX

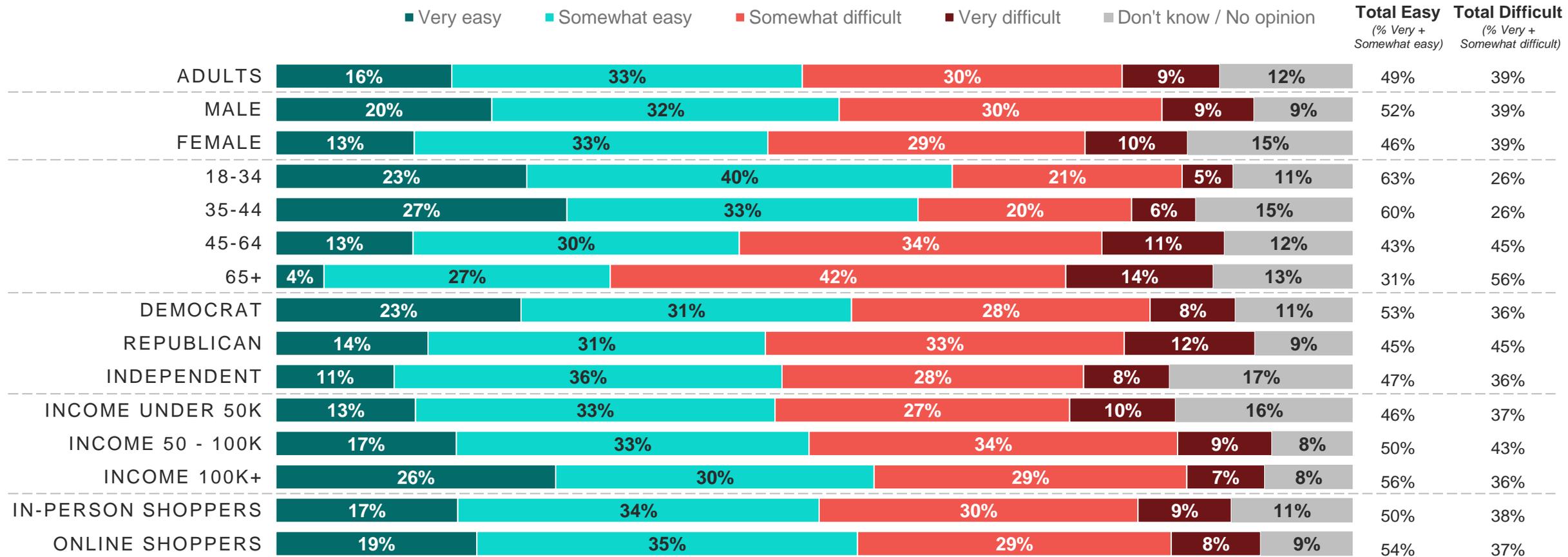
Do you agree or disagree with the following?

*I would purchase more holiday gifts that are made in the United States if they were more widely available through large retailers like Target, Walmart, and Amazon.*



# APPENDIX

When shopping online, as opposed to an in-person store, do you find it easy or difficult to determine where a product was made?



# APPENDIX

Do you think online retailers should be required to include country of origin labels for products like in-person retailers do?

