MORNING CONSULT®

ALLIANCE FOR american manufacturing

Made in America

Among 2,201 U.S. adults

NOVEMBER 2025

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Project Overview

OBJECTIVES

- Determine how visible American-made products are to consumers and how the Made in American label influences purchasing decisions
- Assess public support for policies and incentives that encourage American manufacturing and transparency in product labeling.

METHODOLOGY

This poll was conducted between October 27-October 28, 2025, among a sample of 2,201 Adults. The interviews were conducted online, and the data were weighted to approximate a target sample of Adults based on age, gender, race, educational attainment, region, gender by age, and race by educational attainment. Results from the full survey have a margin of error of plus or minus 2 percentage points.

Key Takeaways

1 Americans prefer products that are made domestically.

- Most (76%) Americans prefer to purchase products made in the U.S. if possible, citing job creation (59%) and economic growth (59%) as the main factors encouraging them to buy American. When given the choice, 82% prefer to purchase products made in the U.S. over similar imported goods.
- One-in-two are more likely to purchase American-made products compared to last year, while a third indicate their purchasing habits have remained unchanged.
- While Americans most often encounter domestically made products in local independently owned stores or on social media, a majority (83%) would purchase more if they were widely available at major retailers.

2 Country of origin labels are important for Americans when making shopping decisions.

- While half (51%) of Americans say identifying product origin online is easy, many (35%) still find it difficult.
- 77% of Americans support requiring online retailers to display country of origin labels, as is done in physical stores.
- American's (80%) say having country of origin labels on products helps them make better-informed choices as consumers, and "Made in USA" (41%) is the top label that would encourage Americans to buy domestic products.
- Most (66%) Americans support fines and penalties for companies that deceptively label products as "Made in USA," and 67% back tax credits for consumers who buy American-made goods.

SECTION 1

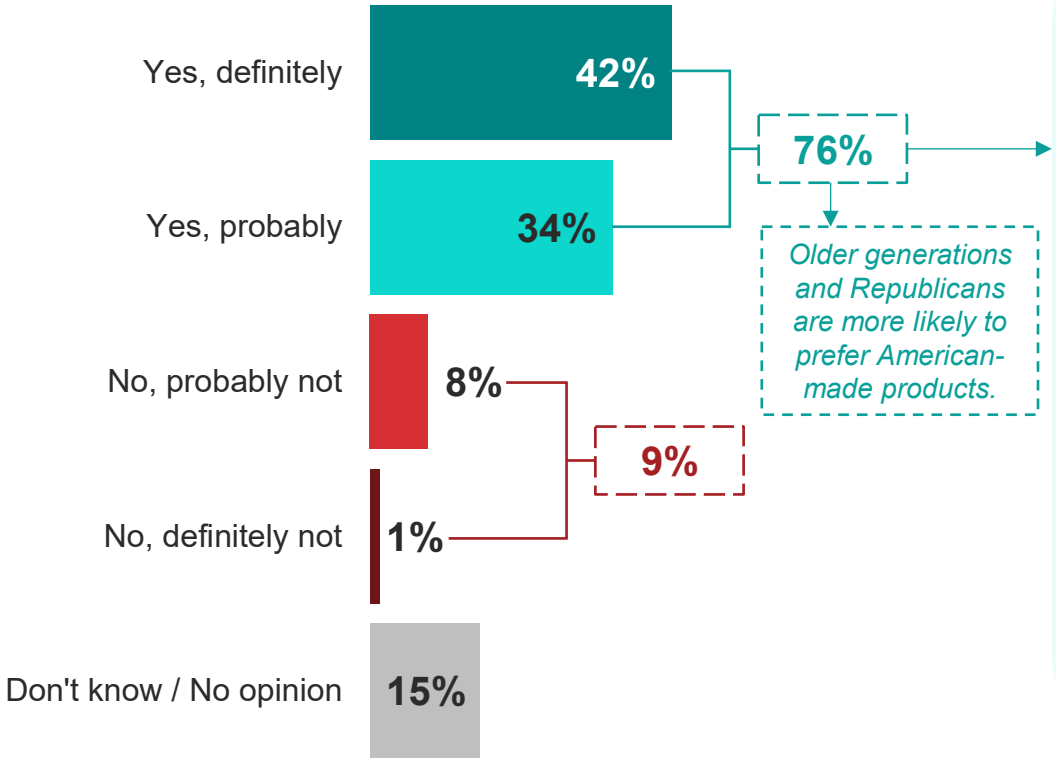
Buying American

BUYING AMERICAN

Most Americans prefer to purchase products made in the U.S. when possible, primarily to support domestic jobs and economy.

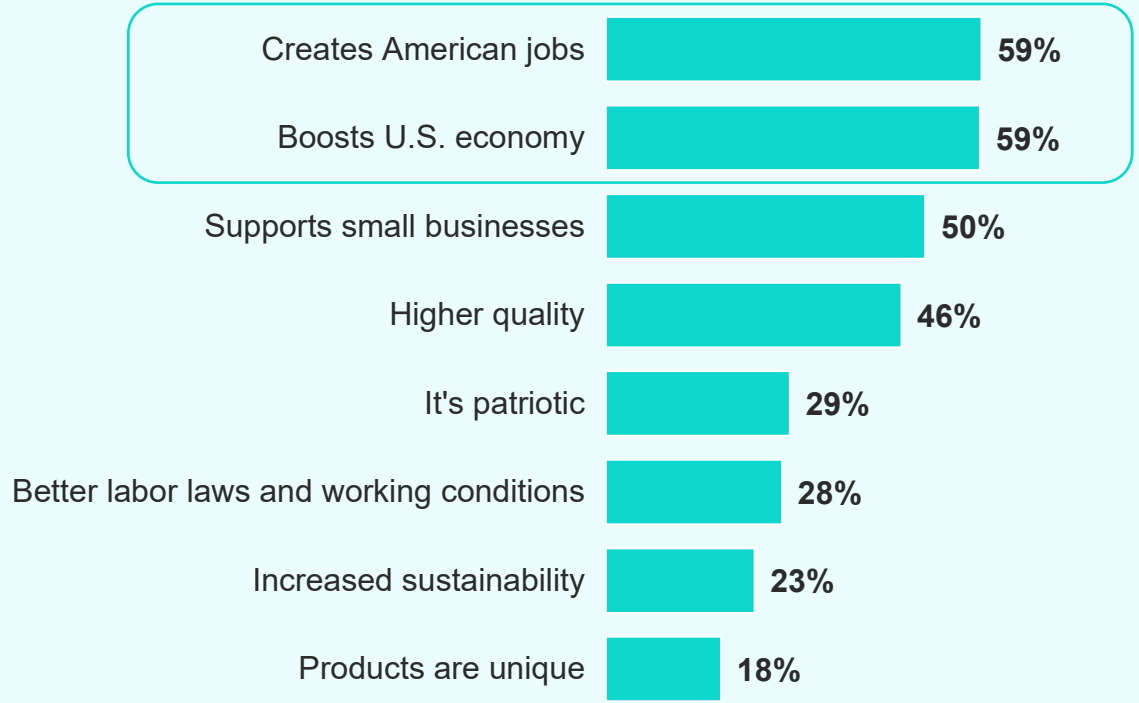
When shopping, do you prefer to purchase products that are made in the United States if possible? // You indicated you prefer to purchase products that are made in the United States if possible. Which of the following, if any, best describes why you are more likely to purchase products that are made in the United States? Select all that apply.

Prefer to Buy American-Made Products



Reasons for Preferring American-Made Products

(Among those who prefer American-made products)

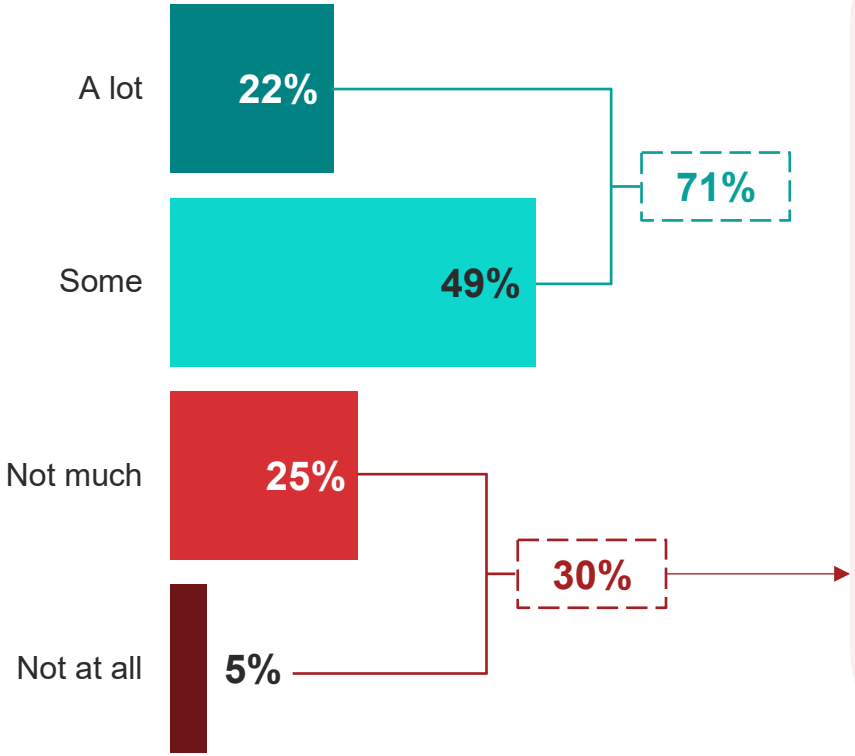


BUYING AMERICAN

While a majority notice American-made products while shopping, many say they rarely or never do, most citing the outsourcing of production by large corporations as the main reason.

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?

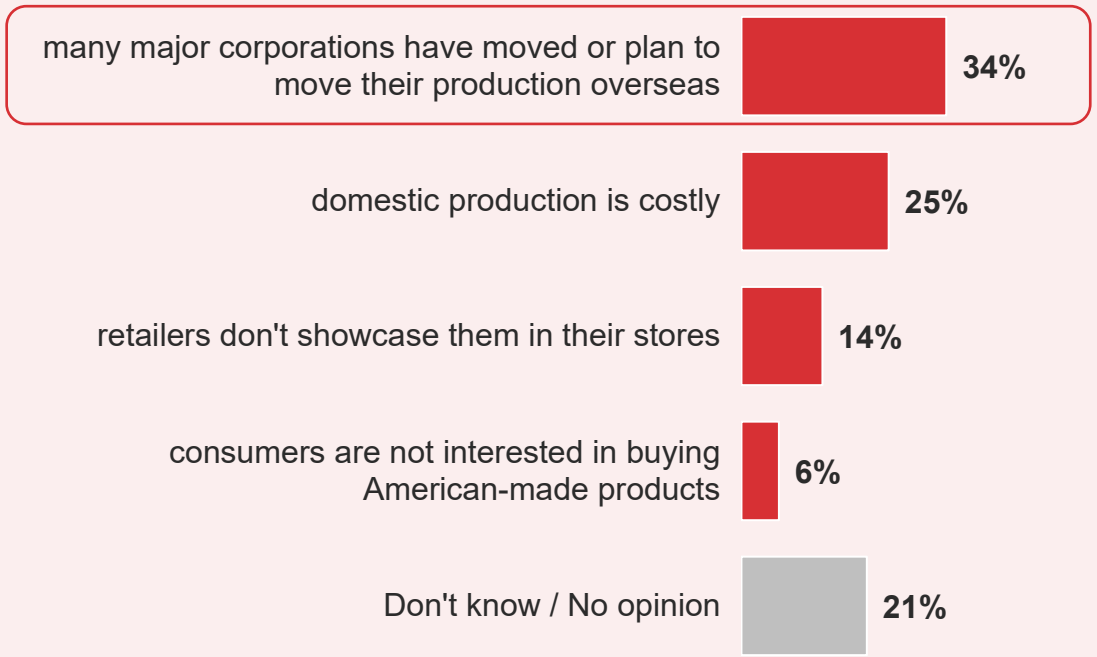
See American-Made Products While Shopping



Perceived Reasons for Not Seeing American-Made Products While Shopping

(Among those who don't often or don't see American-made products)

I think the main reason I don't see more products that are American-made is because…

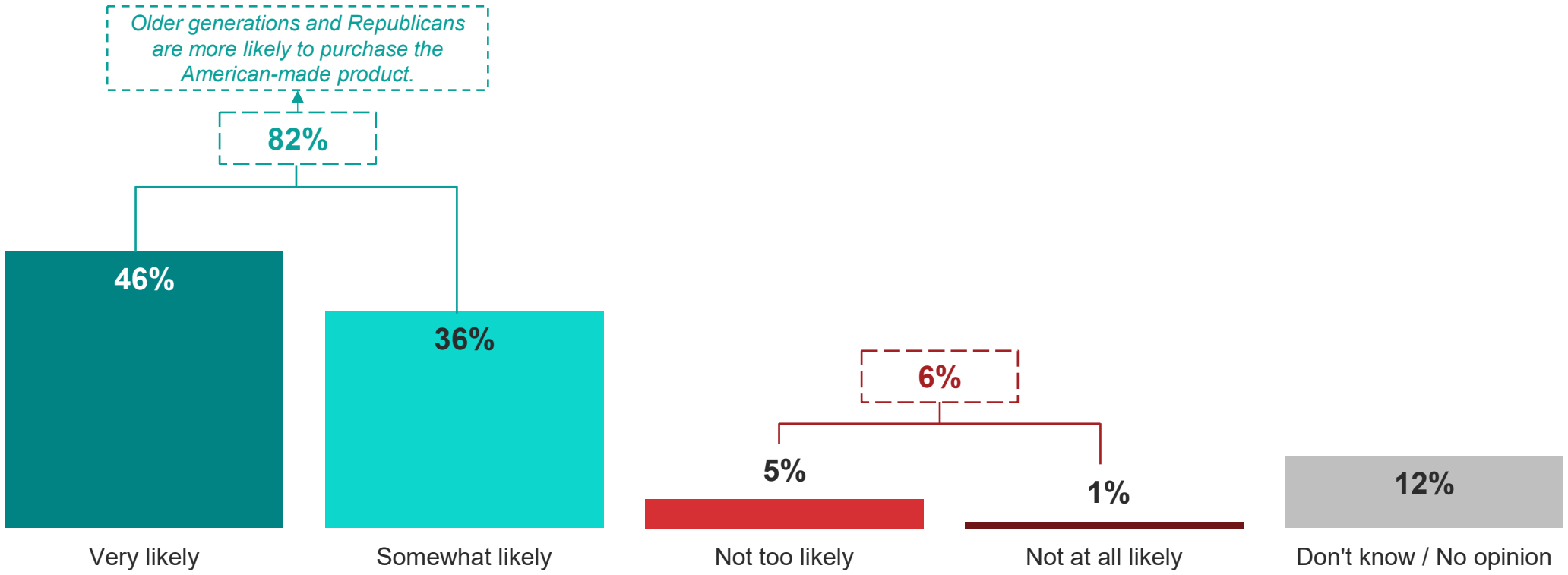


MORNING CONSULT® Base: Total n=2,201; Those who don't often or don't see American-made products n=661

BUYING AMERICAN

Given the option, the majority of Americans prefer to purchase products made in the U.S. over similar imported goods.

If you had the choice between a product made in the United States and a similar imported product, how likely would you be to purchase the American-made product?

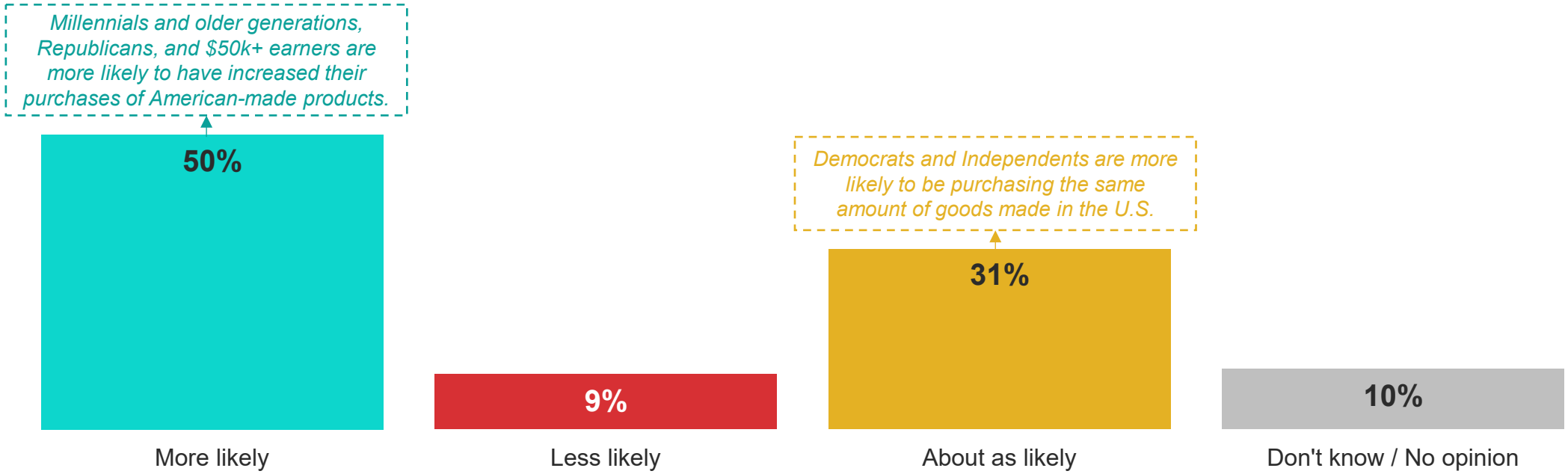


MORNING CONSULT® Base: Total n=2,201

BUYING AMERICAN

Compared to last year, half of Americans are now more likely to purchase products made domestically, with a third purchasing around the same amount of American-made goods.

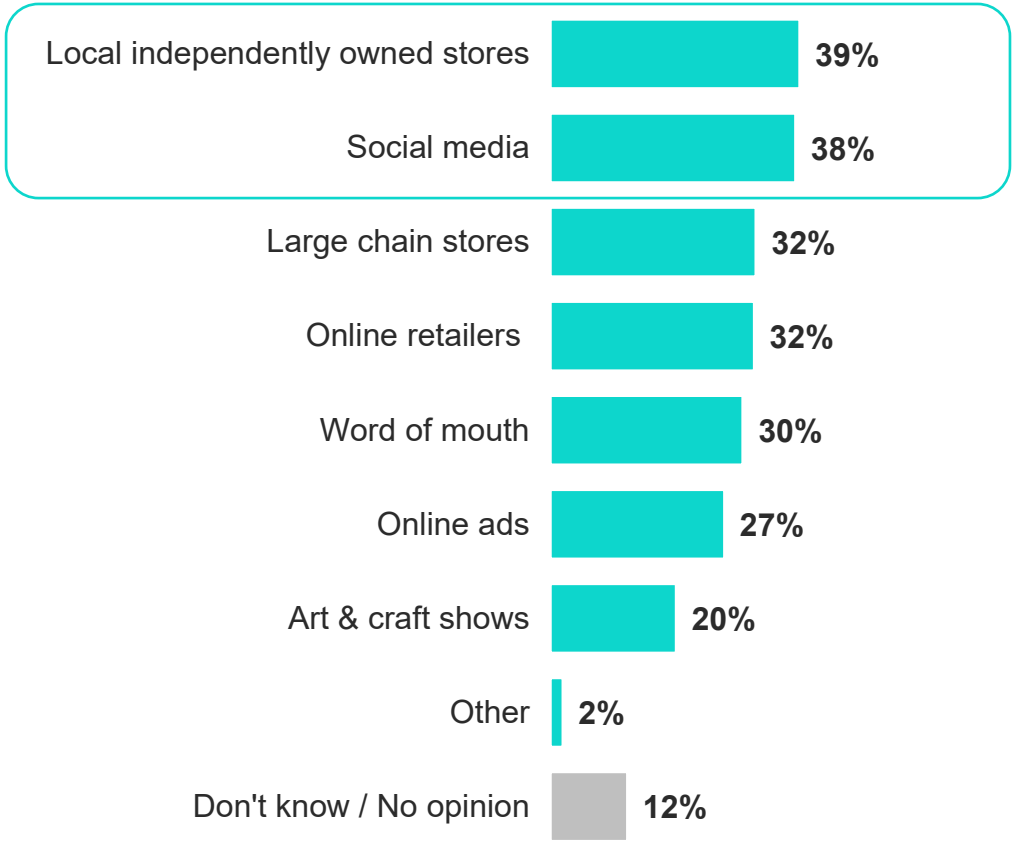
Compared to last year, are you more likely, less likely, or about as likely to purchase products that are made in the United States?



BUYING AMERICAN

Americans are most often hearing about or seeing American-made products in local independently owned stores or on social media.

Where do you typically hear about or see products that are made in the United States? Please select all that apply.

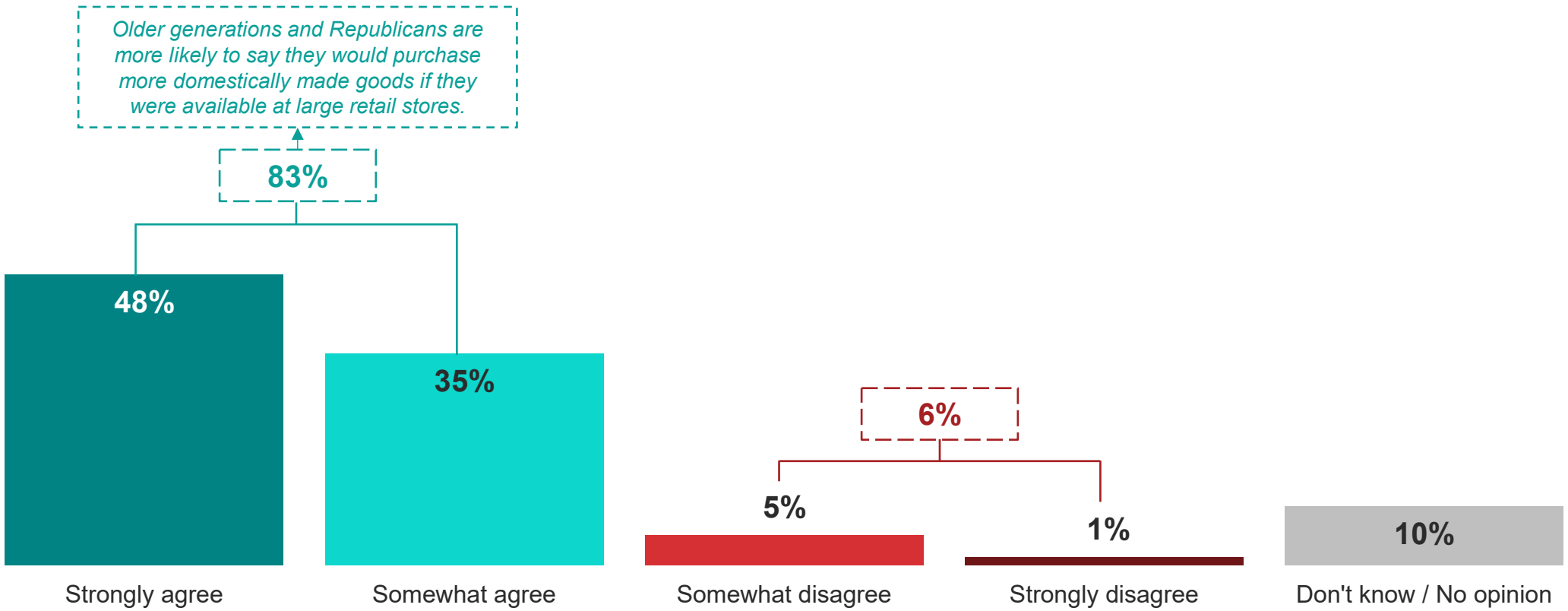


BUYING AMERICAN

A majority of Americans would buy more U.S.-made products if they were more widely available at major retailers like Target, Walmart, and Amazon.

Do you agree or disagree with the following statement?

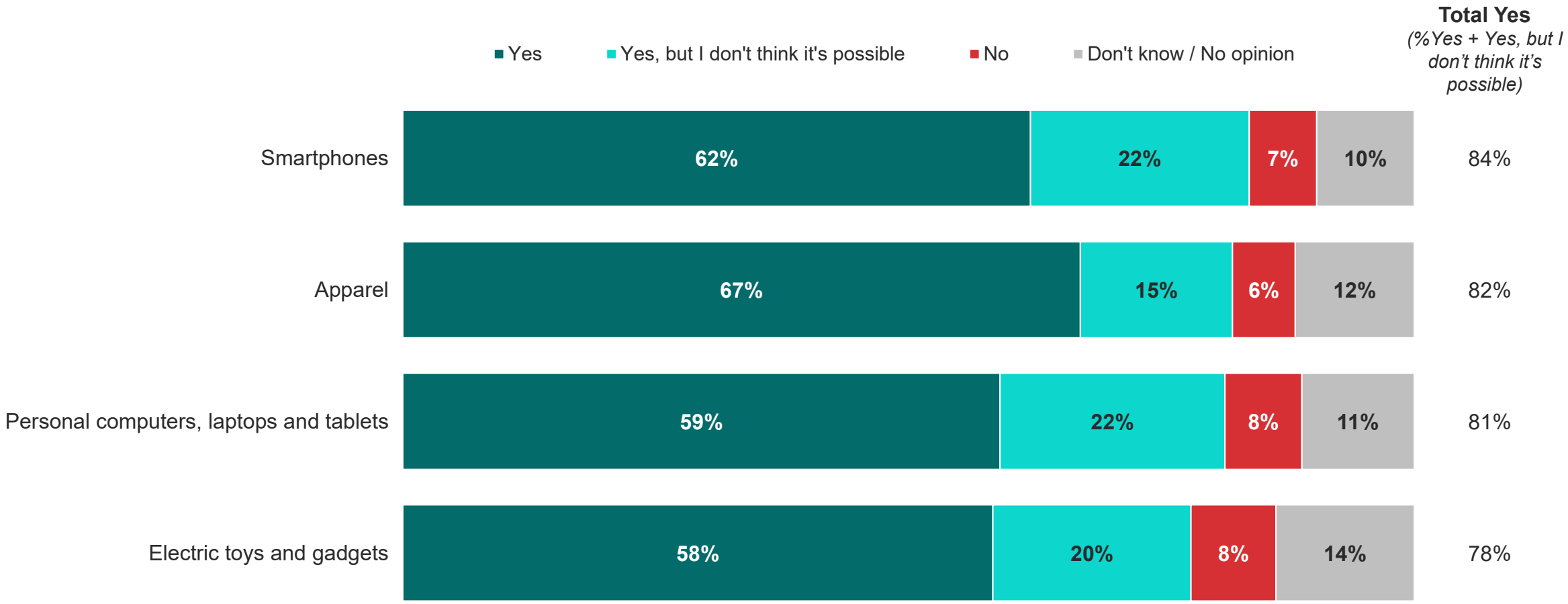
I would purchase more goods that are made in the United States if they were more widely available through large retailers like Target, Walmart, and Amazon.



BUYING AMERICAN

Despite a preference for products to be made in the U.S., one-in-five adults don't think it's possible to manufacture smartphones, computers and tablets, or electronic 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?



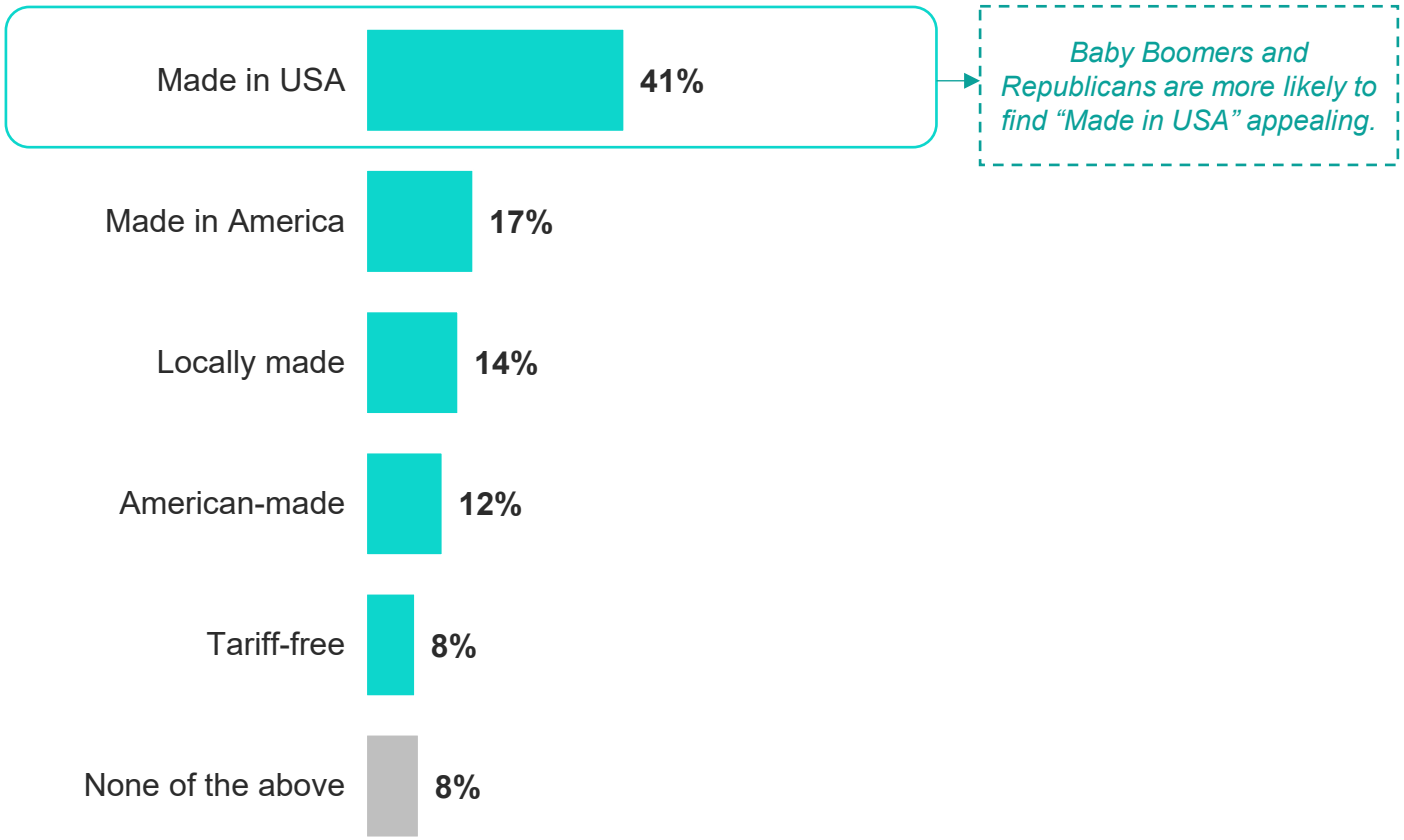
SECTION 2

Country of Origin Labeling

COUNTRY OF ORIGIN LABELING

“Made in USA” is the most appealing label that would encourage Americans to purchase domestically made products.

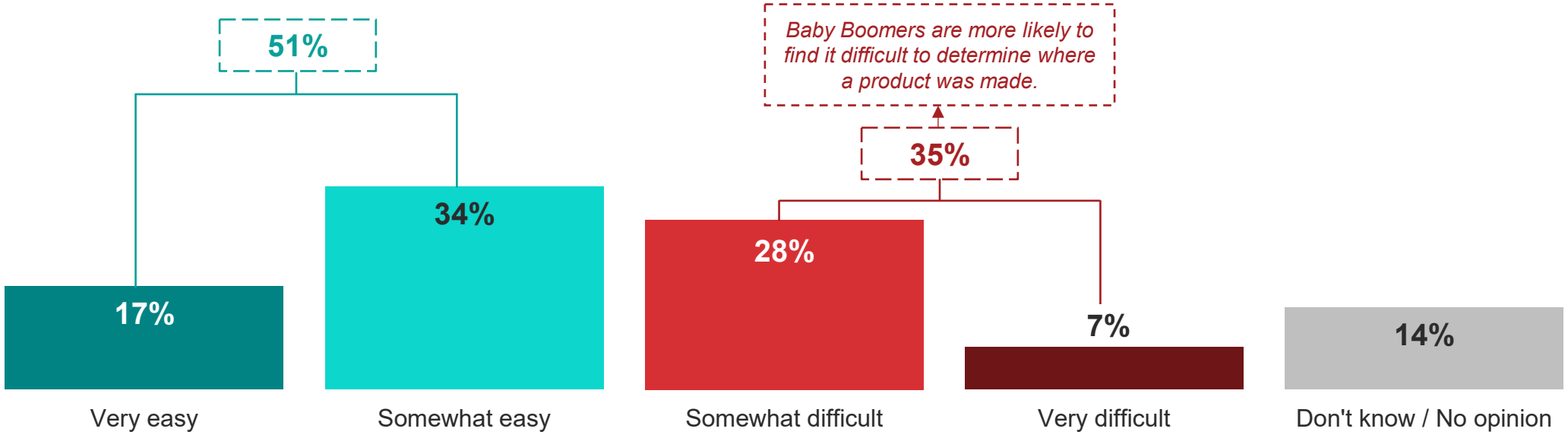
Which of the following terms would most encourage you to purchase a product made in the United States?



COUNTRY OF ORIGIN LABELING

While half of Americans say it's easy to identify the origin of a product when shopping online, many still find it challenging.

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

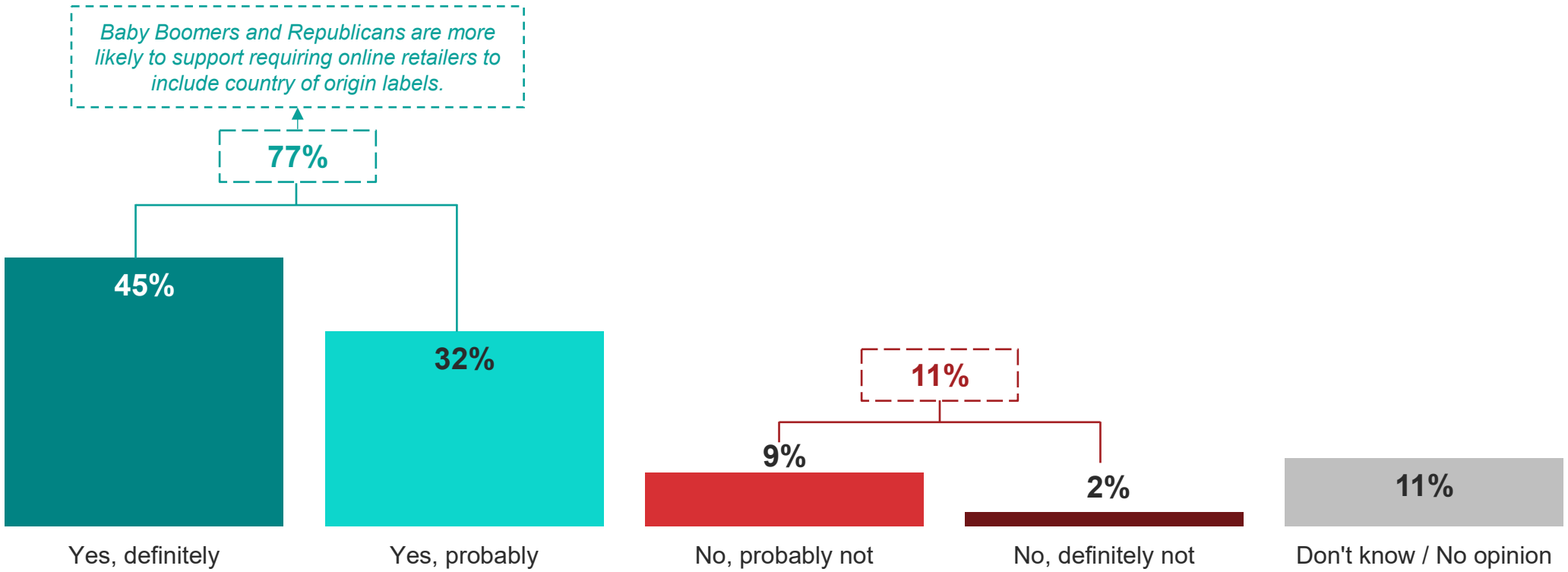


MORNING CONSULT® Base: Total n=2,201

COUNTRY OF ORIGIN LABELING

Three-in-four believe online retailers should be required to display country of origin labels for products like in-person retailers do, with near half expressing *strong* support.

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

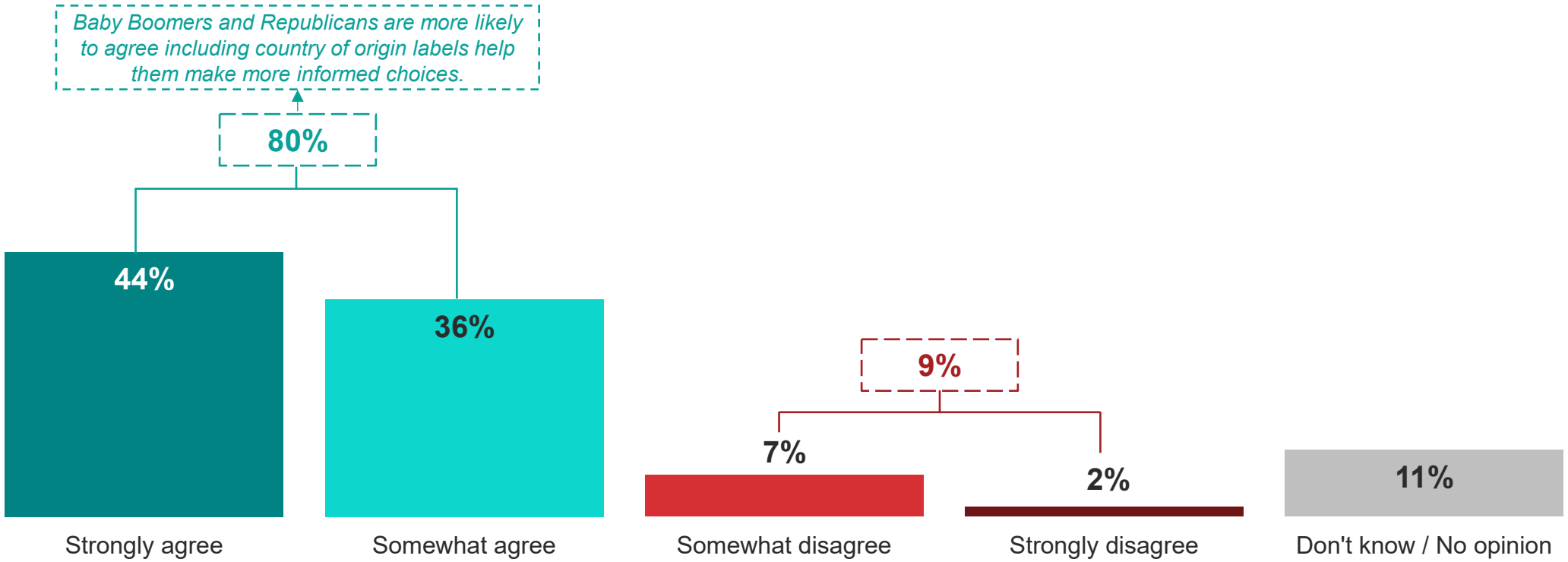


MORNING CONSULT® Base: Total n=2,201

COUNTRY OF ORIGIN LABELING

The majority of adults say that having country of origin labels on products helps them make more informed purchasing decisions.

Do you agree or disagree with the following statement?
Including country of origin labels for products helps me as a consumer make more informed choices.



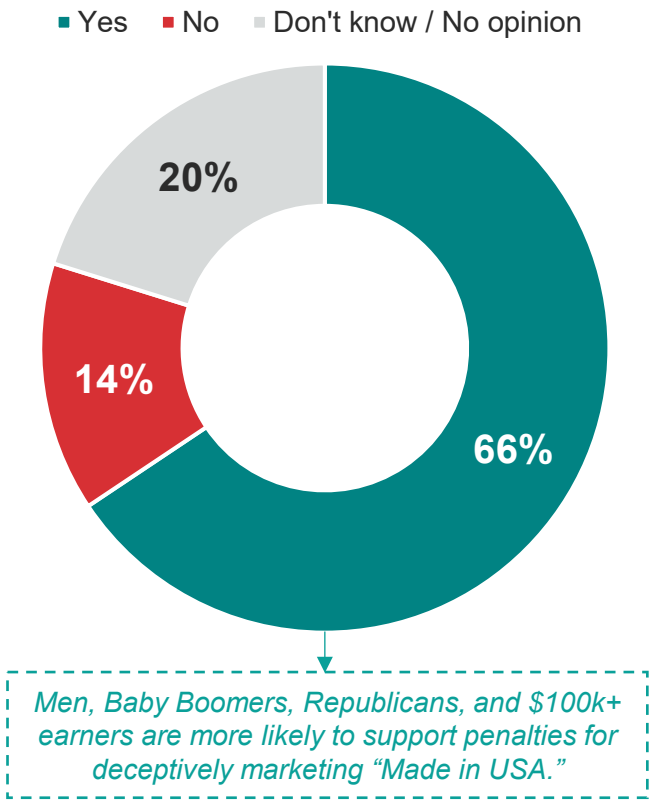
MORNING CONSULT® Base: Total n=2,201

COUNTRY OF ORIGIN LABELING

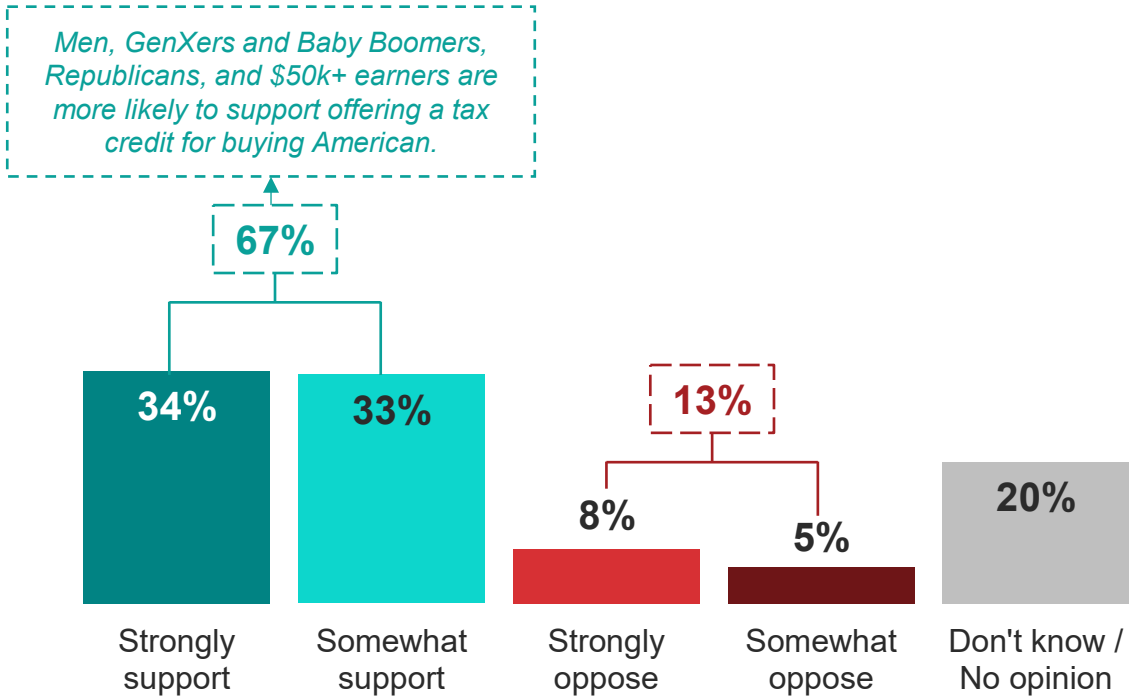
There is broad support among Americans for penalizing companies that falsely advertise their products as “Made in USA,” as well as for offering tax credits for buying American-made goods.

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”



Support Tax Credit for Buying American-Made Products

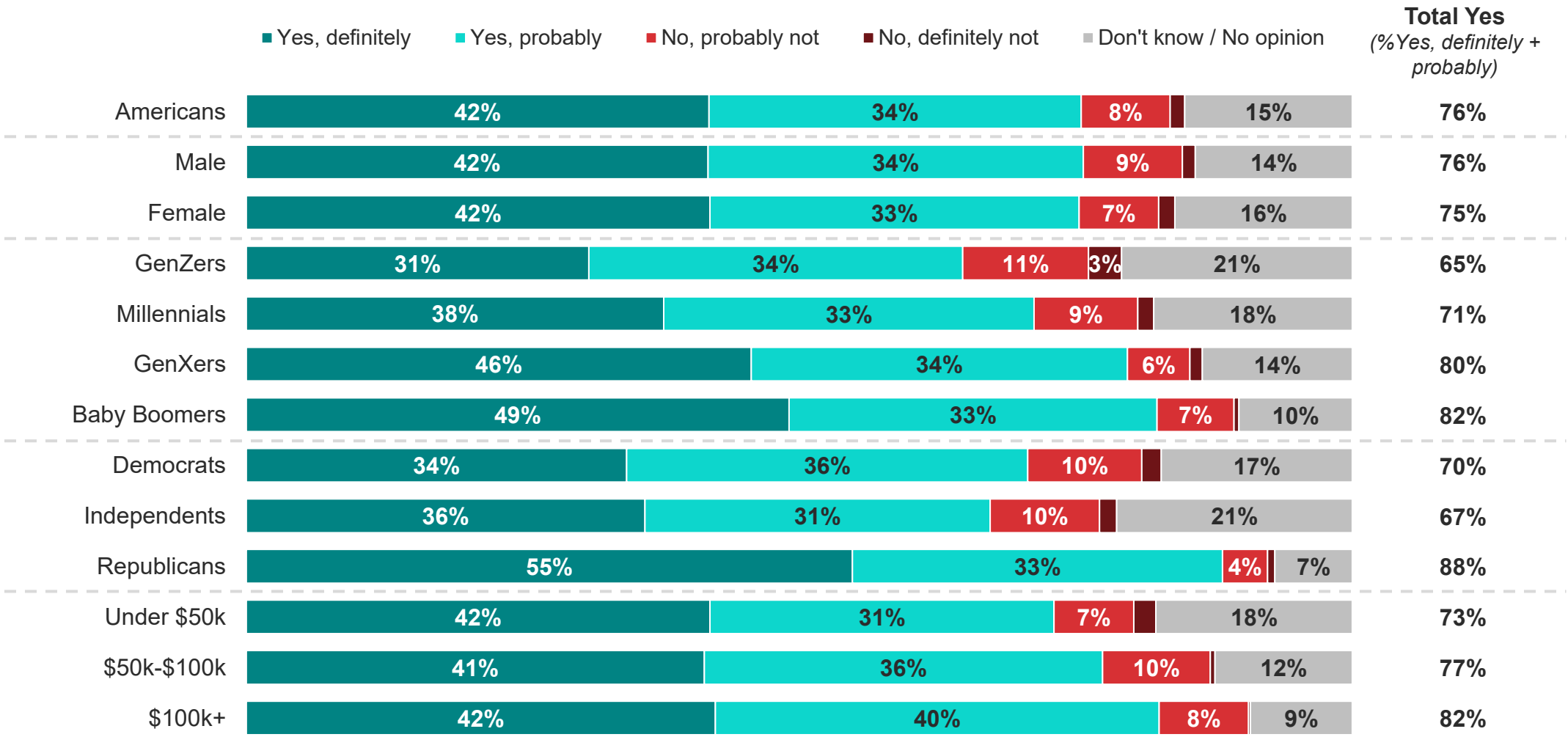


SECTION 3

Appendix

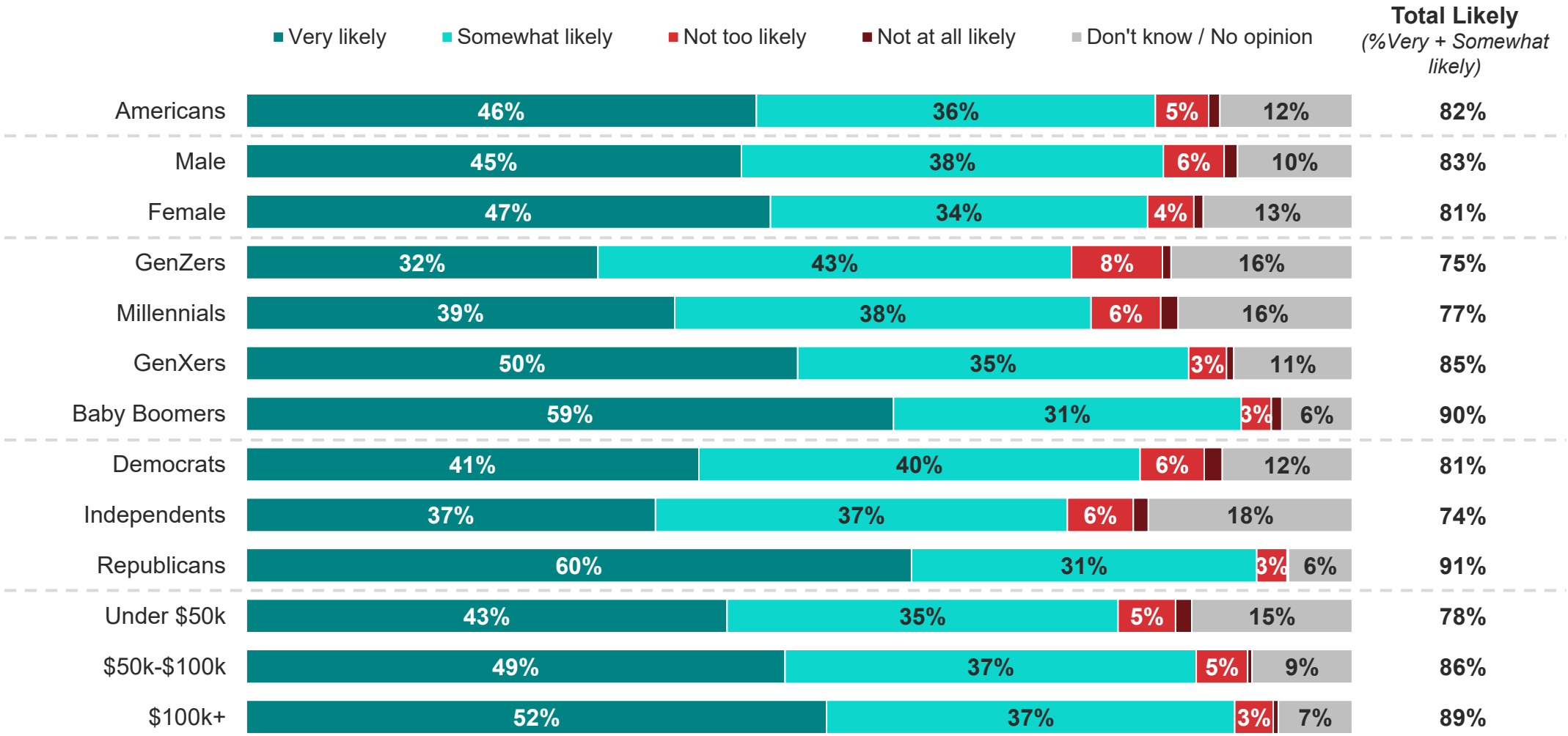
APPENDIX

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



APPENDIX

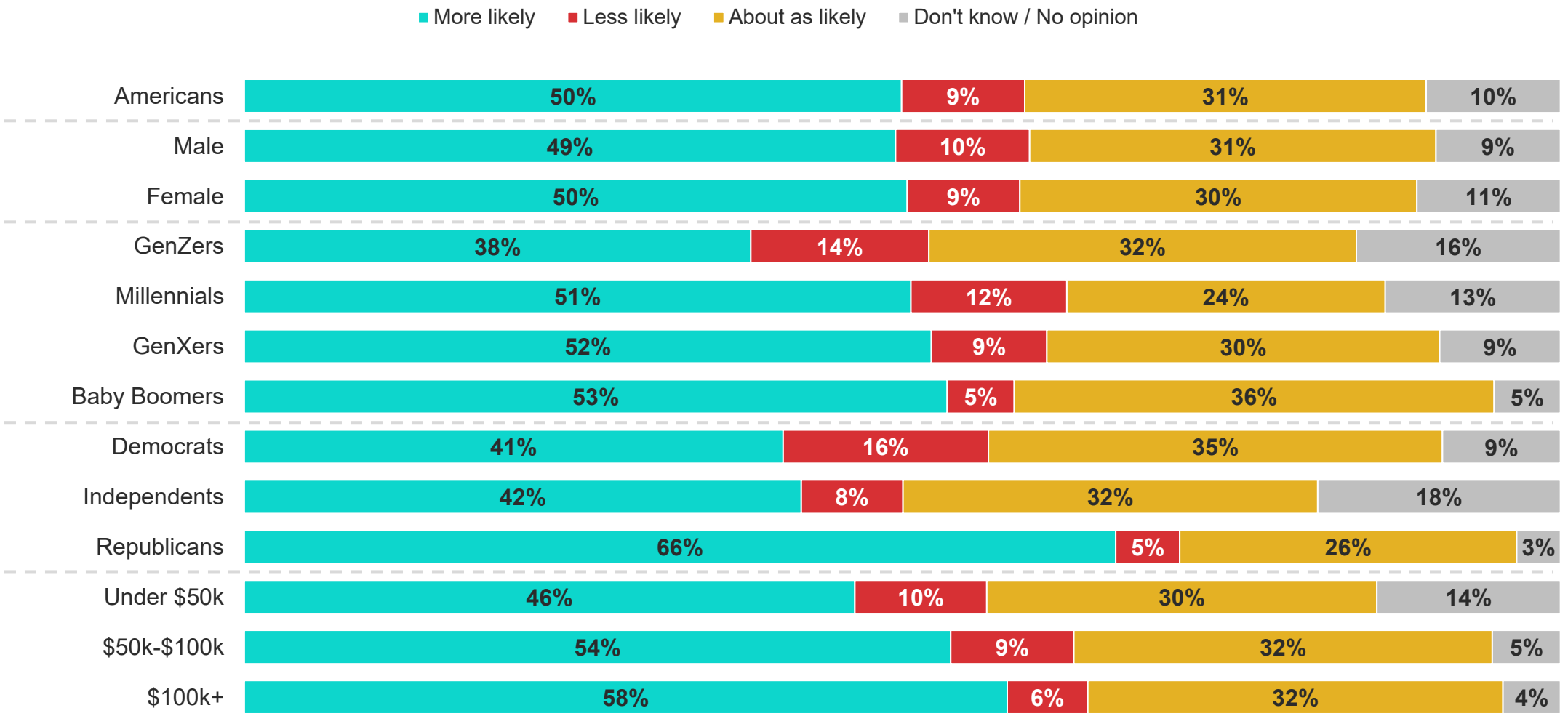
If you had the choice between a product made in the United States and a similar imported product, how likely would you be to purchase the American-made product?



MORNING CONSULT® Base: Total n=2,201

APPENDIX

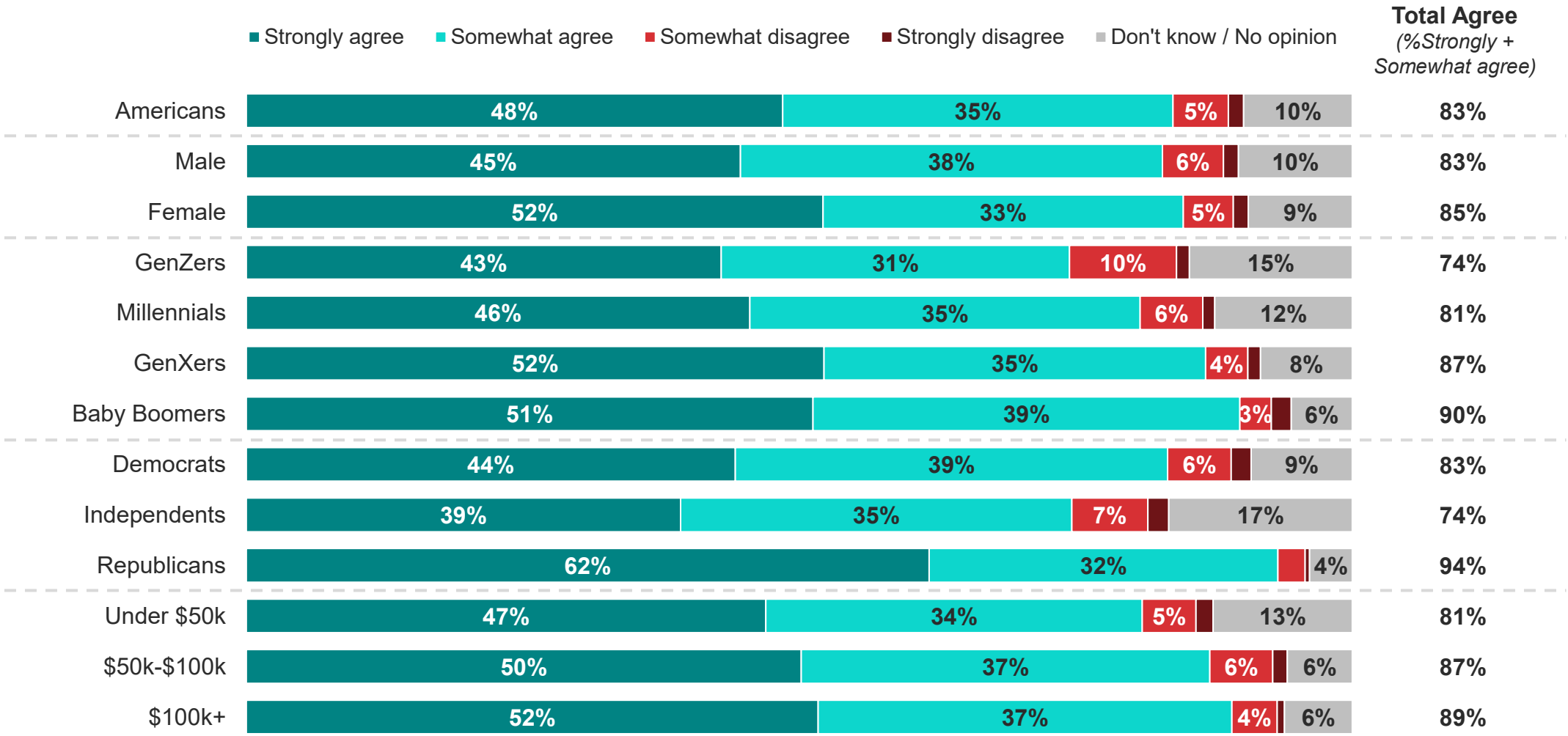
Compared to last year, are you more likely, less likely, or about as likely to purchase products that are made in the United States?



MORNING CONSULT® Base: Total n=2,201

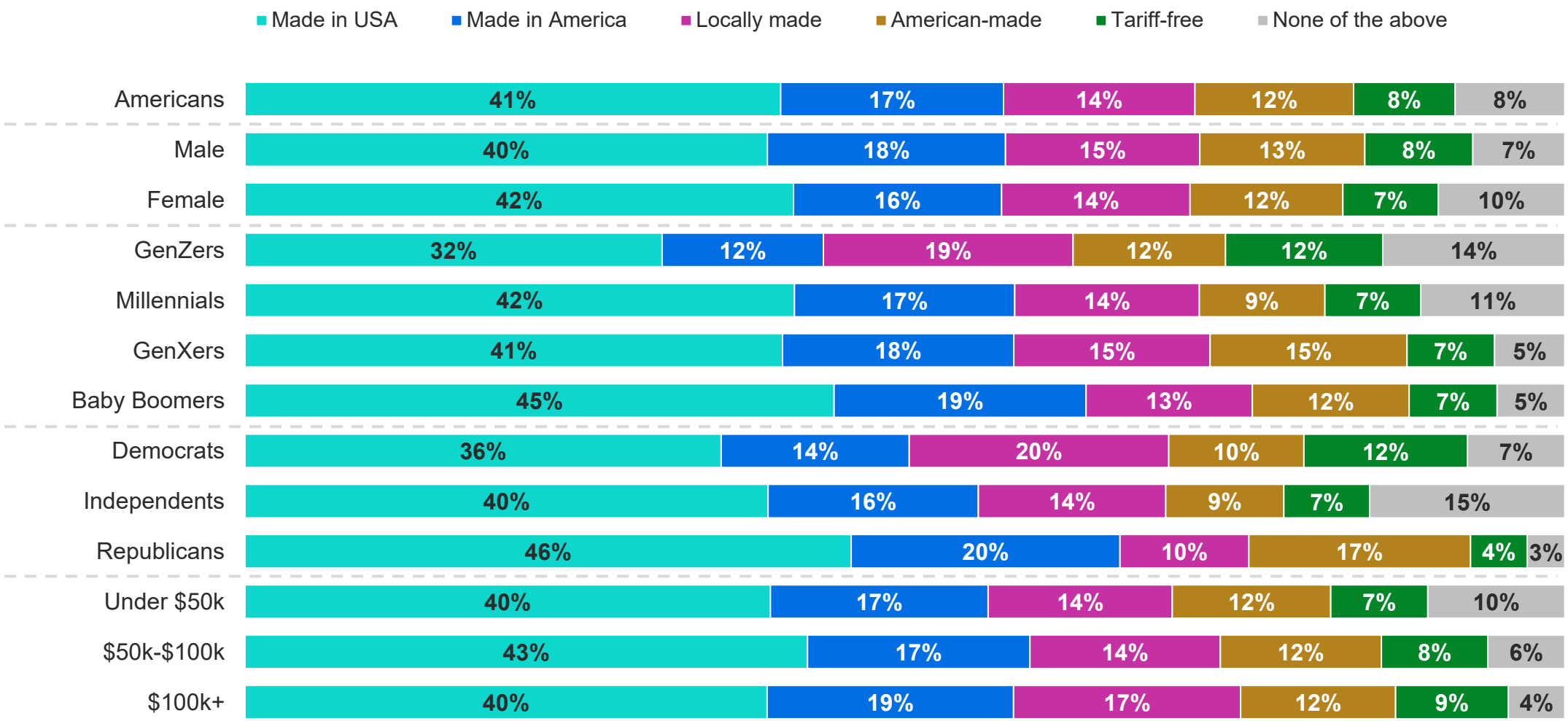
APPENDIX

Do you agree or disagree with the following statement? I would purchase more goods that are made in the United States if they were more widely available through large retailers like Target, Walmart, and Amazon.



APPENDIX

Which of the following terms would most encourage you to purchase a product made in the United States?



MORNING CONSULT® Base: Total n=2,201

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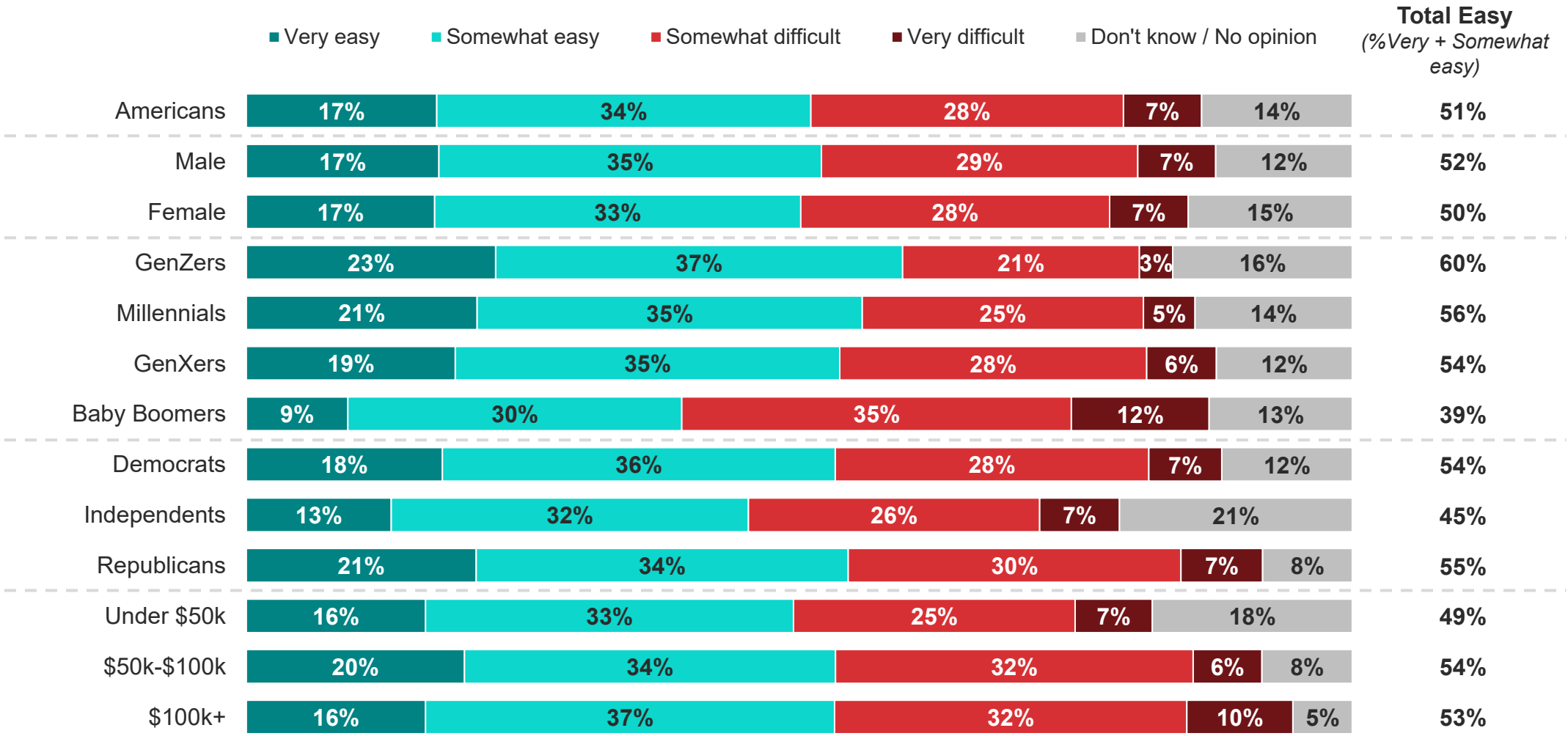
When shopping online, as opposed to an in-person store, do you find it easy or difficult to determine where a product was made?



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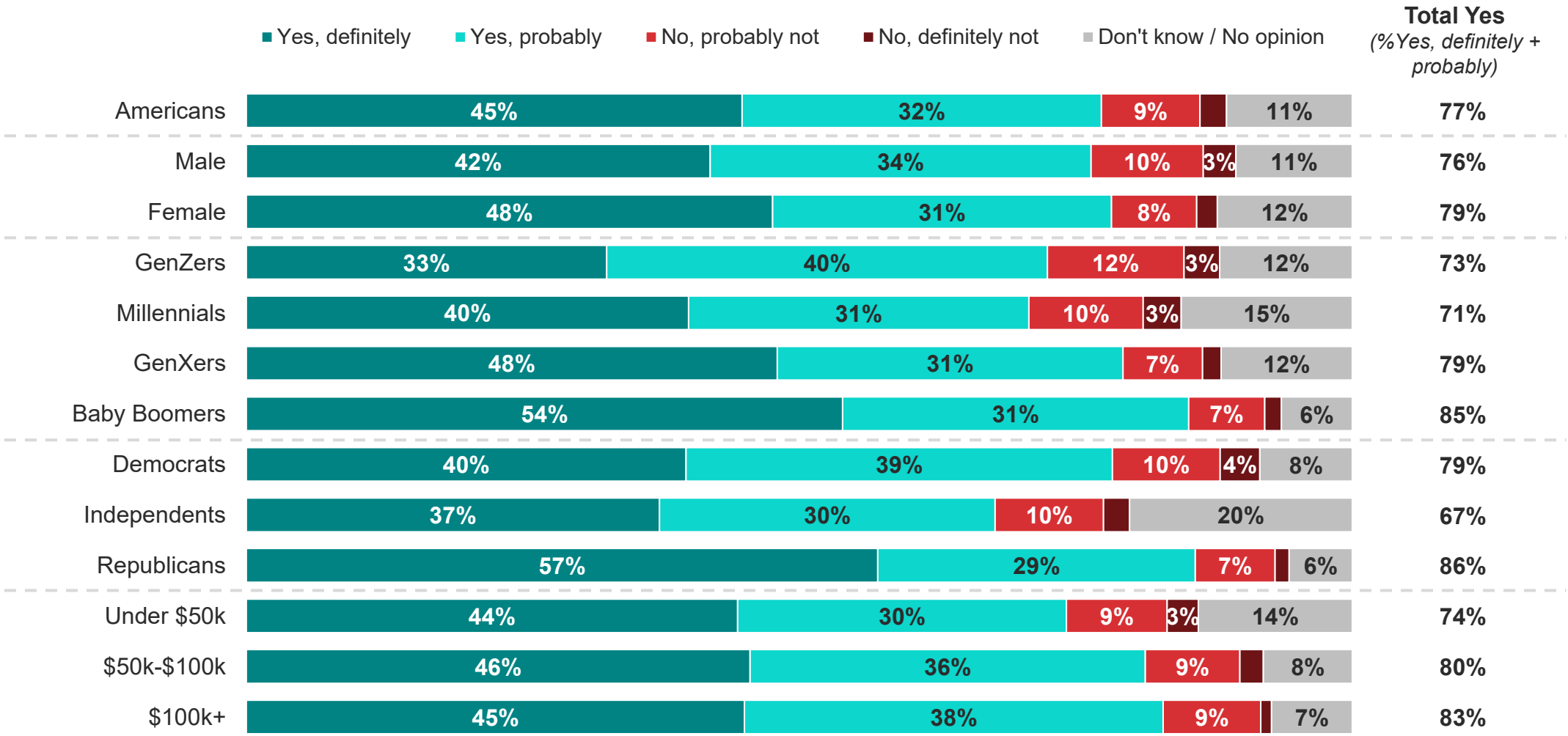
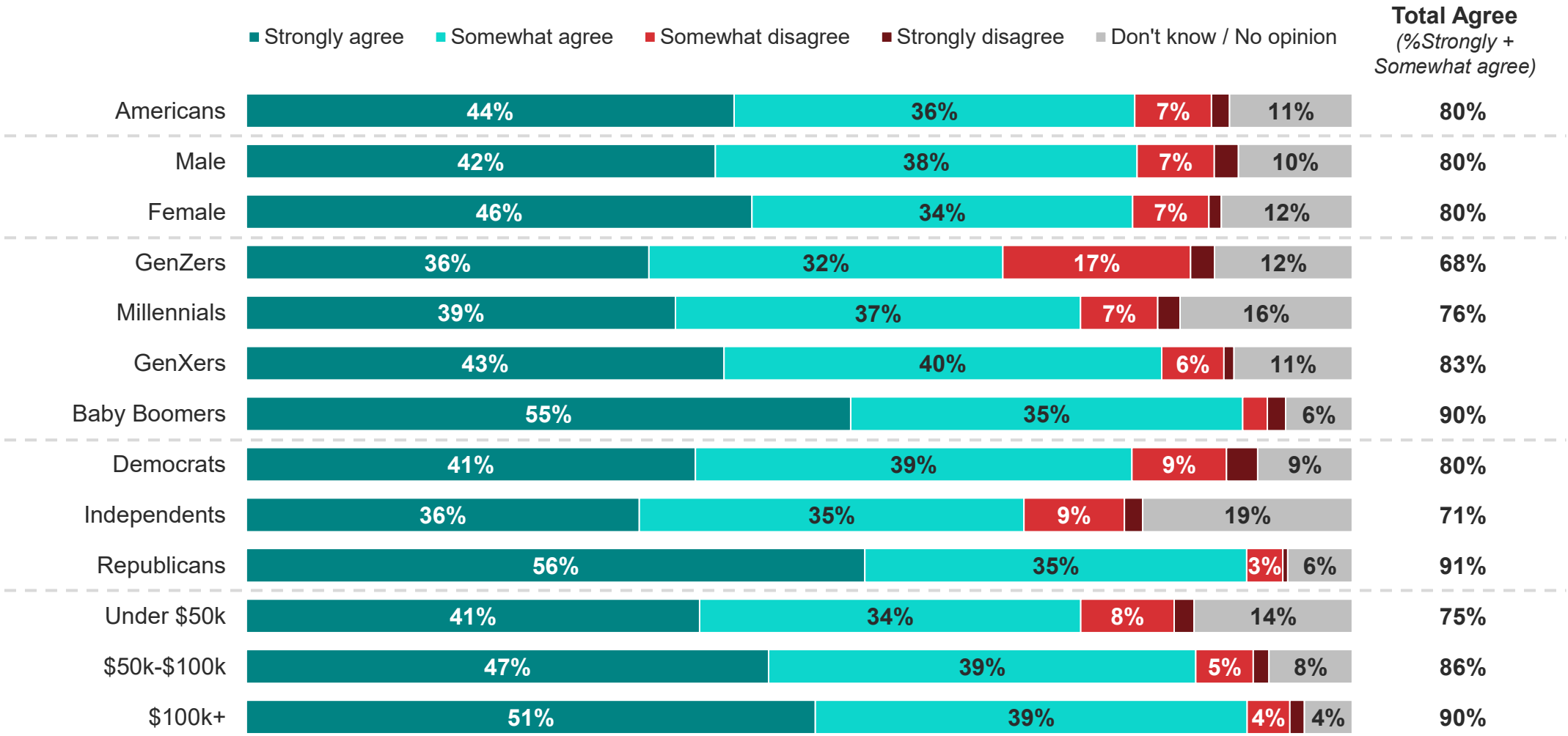
Do you think online retailers should be required to include country of origin labels for products like in-person retailers do?



MORNING CONSULT® Base: Total n=2,201

APPENDIX

Do you agree or disagree with the following statement? Including country of origin labels for products helps me as a consumer make more informed choices.



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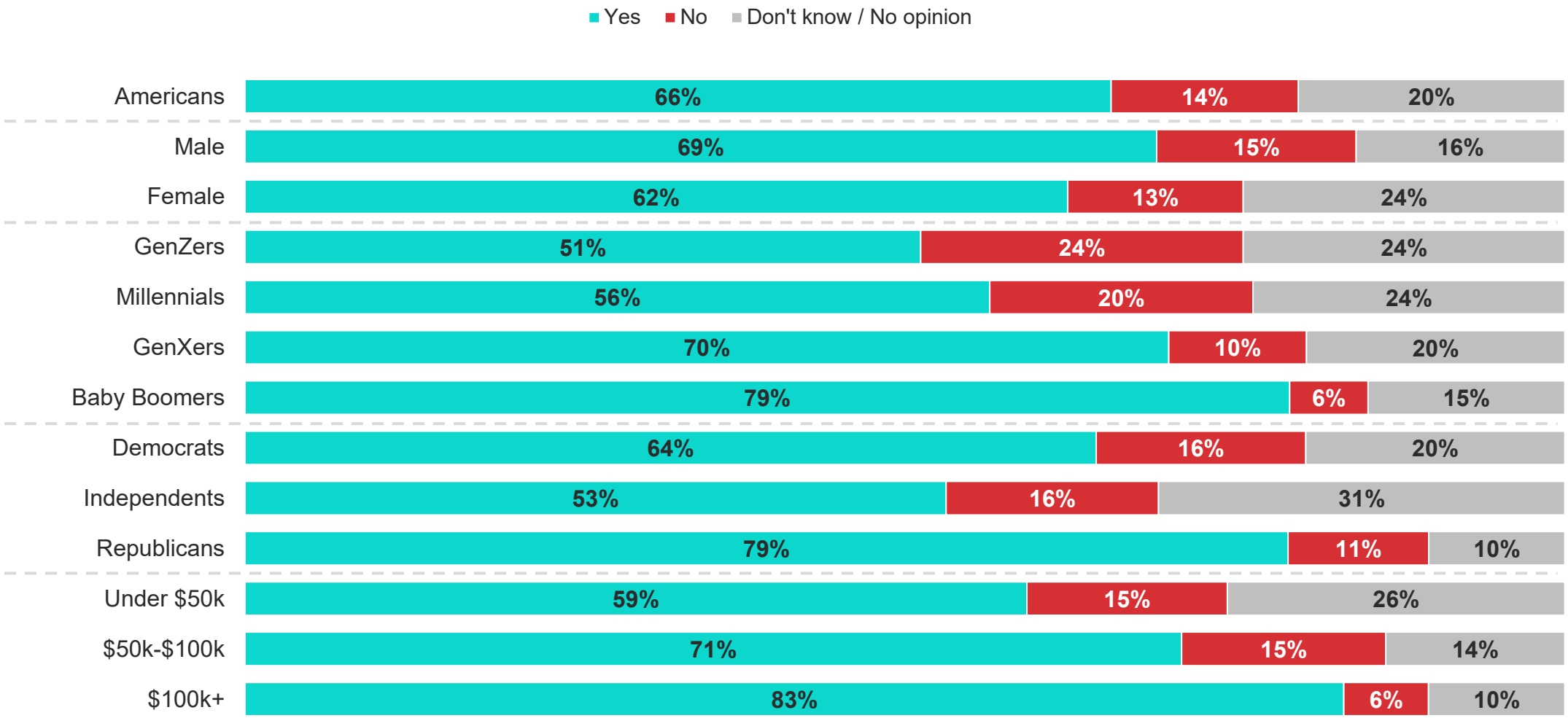
Do you think companies that deceptively market their products as 'Made in USA' should face fines and other penalties?



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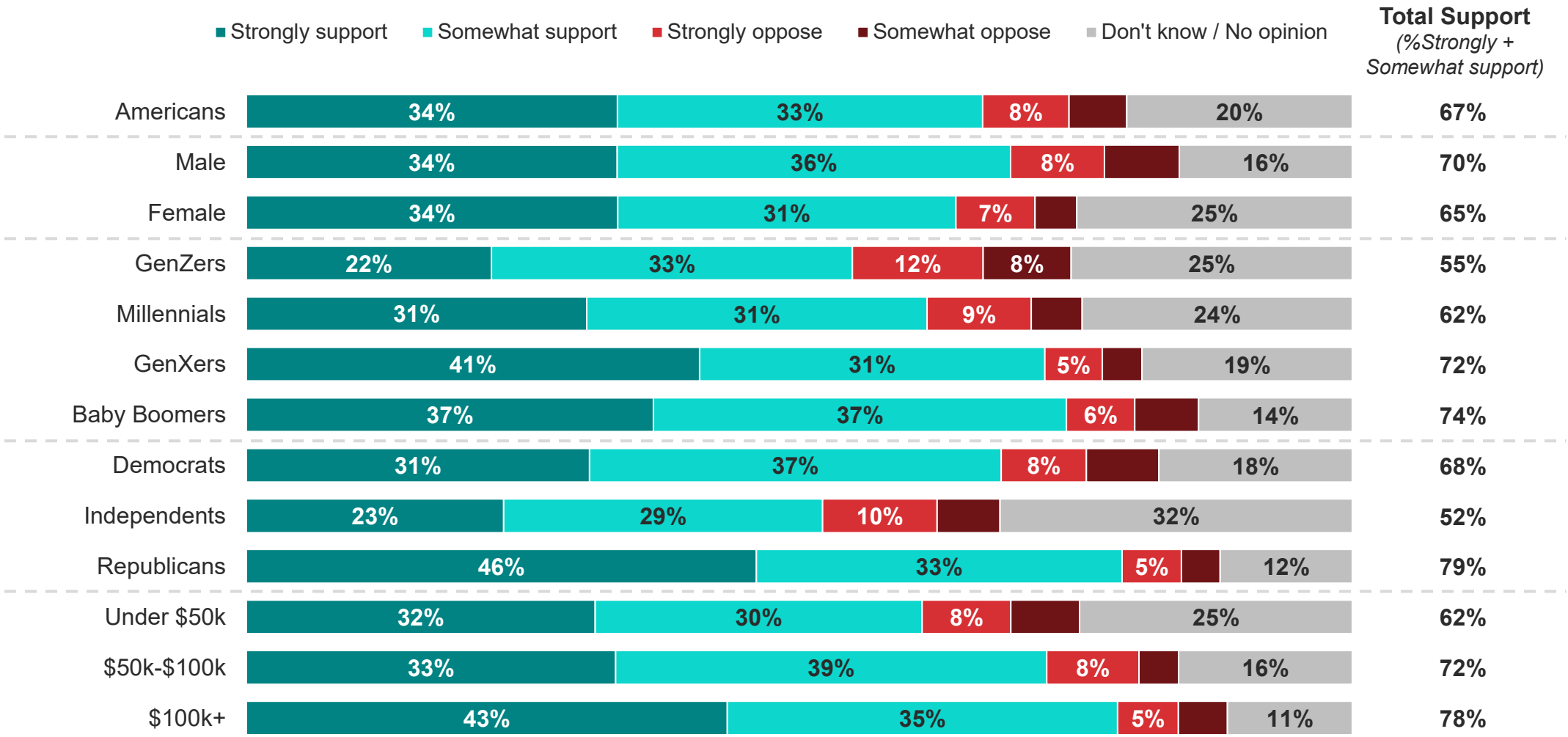
APPENDIX

Do you support or oppose offering a tax credit to consumers as an incentive for buying products that are 'Made in USA'?



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