

Survey Says: Americans Prefer “MADE IN USA”

And They Are Willing To Pay More

SILICON VALLEY, CA, USA, September 16, 2020 /EINPresswire.com/ -- 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 indicated that they [prefer American-made products](#). Slightly more than 83% responded that they would [pay up to 20% more for products made domestically](#). Respondents to the survey were both consumers and industrial buyers

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Americans prefer to buy goods made in the USA and they are willing to pay more for them. Rosemary Coates, Founder and Executive Director of the Reshoring Institute”

Rosemary Coates, Executive Director, the Reshoring Institute

“Our quick survey validated what we have been hearing anecdotally from consumers and manufacturers everywhere. Americans prefer to buy goods made in the USA and they are willing to pay more for them,” said Rosemary Coates, Founder and Executive Director of the Reshoring Institute. “The strong preference for American-made products has been a growing trend over the past

several years,” she said.

Perception of Better Quality

The survey also asked a series of questions about the perceived quality of products made in the USA. Over 46% of respondents believe that products manufactured in America are of better quality than those manufactured in other countries. In the Reshoring Institute 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.

The full results of the survey are available here for downloading:

www.ReshoringInstitute.org/MadeinUSASurvey The Reshoring Institute is also available for comments by emailing info@ReshoringInstitute.org or by calling +1 408.605.8867

About the Reshoring Institute:

The Reshoring Institute, a 501c3 non-profit organization, offers free, downloadable research from its website, created and curated by graduate student interns from the University of San Diego, Santa Clara University, University of Southern California, St. Louis University, Rutgers University, University of Arkansas, Texas Christian University, and the University of Kentucky. We also offer personalized consulting assistance at reasonable fees. The Institute's mission is to provide research and support for companies bringing manufacturing and services back to America and to educate student interns about the business of manufacturing. For more information, contact Rosemary Coates, Executive Director, at rcoates@ReshoringInstitute.org

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