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they pay more for a "Made in USA" item?

Mar. 27, 2017



Intel chips, Crayola crayons and Post-It notes are all [made in America](#). At one time, most brands were manufactured in the U.S., but lower production costs elsewhere

have spurred many companies to offshore their operations. [ReportLinker](#) conducted

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- 76% of Americans feel concerned by the manufacturing origin of the products they buy
- More than half of Americans say they value local products highly and are willing to pay more for them (57%)

When ranking the products they prefer to buy locally

1. Food comes first with 76%
2. Followed by tools 52%
3. And Beauty and personal care 51%

- 72% say they don't view automation as a threat and 80% say they will still buy American anyway

To see all the survey results click [here](#).

Small Business

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