

Consumer Buzz

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What We'll Pay for Made-In-the-USA

Ann-Marie Vazzano

Seven in 10 consumers think buying Made in America products is important, according to a recent Reuters/Ipsos poll, but more than a third (37%) said they wouldn't be willing to pay more for products made stateside. Just 21% said they'd be willing to shell out 10% more for a product made in the U.S., while about a quarter said 5% more would be their max. **GP**