

Omnibus Poll

June 11 - 12, 2013



1. Domestically manufactured and labelled products

If you saw "made in the USA" branding on a product would you...

	Gender		Age				Party ID			Voter Registration		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican	Registered	Not registered
Definitely choose that product	32%	29%	35%	20%	26%	38%	43%	35%	29%	35%	33%	28%
Be more likely to choose the product	47%	49%	44%	45%	47%	49%	44%	41%	50%	49%	47%	43%
Be less likely to choose the product	1%	1%	1%	3%	1%	1%	1%	1%	2%	1%	1%	5%
Definitely not choose the product	0%	0%	1%	2%	1%	—	—	0%	1%	0%	0%	4%
USA branding would not affect my purchase decision	19%	20%	18%	31%	25%	12%	12%	23%	18%	14%	19%	20%
Totals (Unweighted N)	100% (1,000)	100% (471)	100% (529)	100% (170)	100% (296)	100% (381)	100% (151)	100% (341)	100% (424)	100% (235)	100% (914)	100% (86)

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	Total	Race			Education				
		White	Black	Hispanic	Less than high school	High school	Some college	College grad	Post grad
Definitely choose that product	32%	33%	35%	30%	43%	37%	34%	25%	11%
Be more likely to choose the product	47%	51%	31%	38%	33%	38%	51%	56%	60%
Be less likely to choose the product	1%	1%	3%	3%	—	1%	2%	1%	2%
Definitely not choose the product	0%	0%	2%	—	—	0%	1%	1%	—
USA branding would not affect my purchase decision	19%	16%	29%	29%	24%	23%	13%	18%	27%
Totals (Unweighted N)	100% (1,000)	100% (807)	100% (105)	100% (88)	100% (35)	100% (338)	100% (358)	100% (180)	100% (89)

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2. Why choose made in the USA

Why might you choose to buy a product made in the USA? Please check all that apply

	Gender			Age				Party ID			Voter Registration	
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican	Registered	Not registered
Buying the product will help me support the economy	80.8%	76.7%	84.8%	69.1%	74.7%	86.0%	91.0%	80.9%	81.4%	79.7%	82.0%	69.0%
I think I would get a superior product	42.3%	44.4%	40.3%	36.7%	36.4%	47.0%	46.9%	39.3%	40.6%	49.6%	43.4%	30.7%
I think it is important to be patriotic	37.6%	36.3%	39.0%	29.8%	37.1%	37.6%	45.8%	31.1%	34.9%	51.8%	38.7%	27.0%
Other	10.1%	11.0%	9.3%	9.3%	13.3%	9.2%	8.4%	8.3%	10.2%	12.6%	10.0%	11.3%
I would not buy a product that was made in the USA	2.8%	3.1%	2.4%	9.9%	2.1%	1.0%	—	2.8%	3.3%	1.8%	2.0%	11.0%
Totals (Unweighted N)	173.6% (1,000)	171.4% (471)	175.7% (529)	154.9% (170)	163.7% (296)	180.7% (381)	192.2% (151)	162.3% (341)	170.3% (424)	195.4% (235)	176.0% (914)	149.0% (86)

	Total	Race			Education				
		White	Black	Hispanic	Less than high school	High school	Some college	College grad	Post grad
Buying the product will help me support the economy	80.8%	83.1%	74.4%	73.6%	74.8%	80.3%	81.2%	81.2%	83.3%
I think I would get a superior product	42.3%	46.5%	34.4%	25.4%	37.4%	41.2%	43.5%	42.5%	44.4%
I think it is important to be patriotic	37.6%	40.5%	31.5%	26.7%	39.8%	39.9%	36.4%	37.6%	30.8%
Other	10.1%	10.4%	8.9%	9.2%	10.6%	10.1%	7.5%	17.1%	7.3%
I would not buy a product that was made in the USA	2.8%	1.9%	5.5%	5.4%	1.7%	3.4%	3.1%	1.1%	1.7%

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	Total	Race			Education				
		White	Black	Hispanic	Less than high school	High school	Some college	College grad	Post grad
Totals (Unweighted N)	173.6% (1,000)	182.4% (807)	154.8% (105)	140.3% (88)	164.3% (35)	175.0% (338)	171.7% (358)	179.5% (180)	167.4% (89)