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# Key Drivers of Support for “Made in America” Policies

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## Key Findings:

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- ▶ **A majority of voters** think American-made goods are higher quality, more expensive, and easier to purchase compared to goods produced in foreign countries
- ▶ **Nearly half of voters (48 percent)** think American-made products have lower pollution than foreign-made products, while only 21 percent think foreign goods are cleaner
- ▶ **Voters think economic drivers**, including supporting good-paying jobs and reducing dependence on foreign exports, are the most important reasons to purchase American-made goods
- ▶ **Nearly two-thirds of voters (63 percent)** say they are more likely to support government investments in clean energy if the materials are made in America
- ▶ **Over three-quarters of voters (76 percent)** think clean energy companies should be required to meet certain labor and wage standards to receive government incentives
- ▶ **Over two-thirds of voters (69 percent)** support a “carbon border tax” policy that would place a fee on goods imported from countries that have more relaxed environmental standards than the United States

## Introduction

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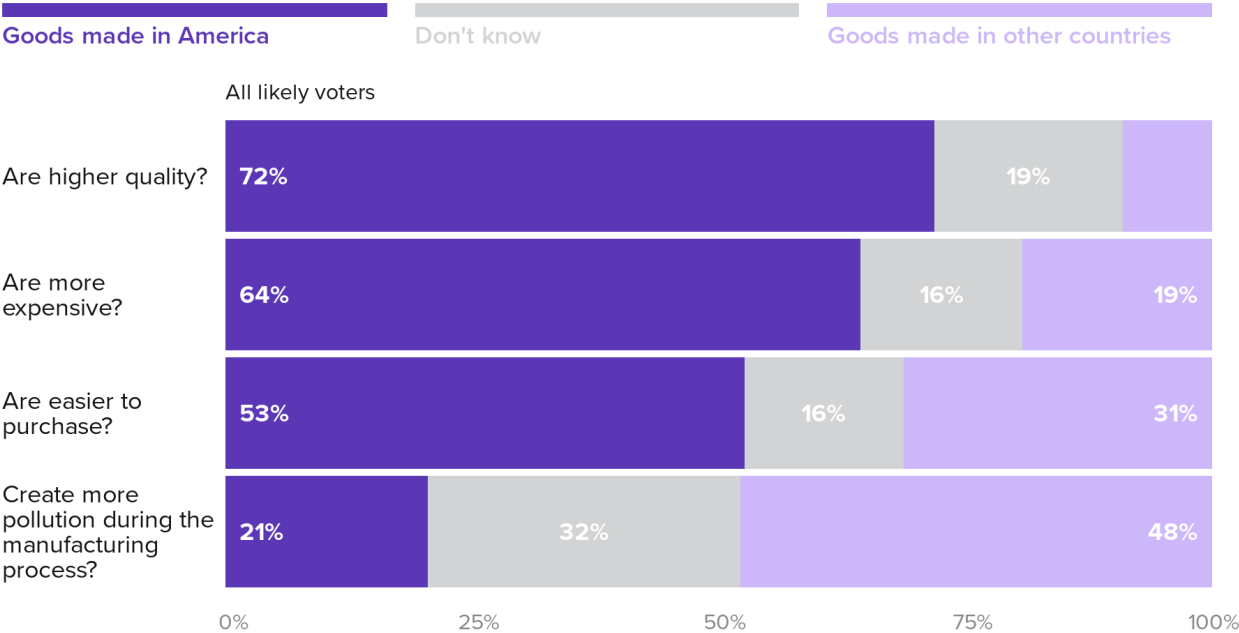
As part of our Made Clean in America Series, Data for Progress assessed support for key federal policies to spur domestic supply chains for clean energy and reduce emissions from the industrial sector, all while promoting manufacturing jobs. While we found that voters overwhelmingly back these proposals, we also sought to understand why voters across the political spectrum are so widely supportive of policies that emphasize investments in American manufacturing. In a September 2021 national survey, Data for Progress assessed the attitudes of likely voters towards American-made goods, especially as it pertains to clean energy, to better understand perspectives that are driving support for these policy interventions.

# Initial Voter Attitudes Towards American-Made Products

First, we asked voters several questions about how they perceive American-made goods. Compared to goods made in other countries, nearly three-quarters of voters (72 percent) think American-made goods are of higher quality, roughly two-thirds (64 percent) think they are more expensive, and over half (53 percent) think they are easier to purchase. Meanwhile, a plurality of voters (48 percent) think that goods made in other countries create more pollution during the manufacturing process.

## Voters Think Domestic Goods Are Higher Quality, More Expensive, and Easier to Purchase

When thinking about goods made in America compared to goods made in other countries, which do you think...



September 15–17, 2021 survey of 1,346 likely voters

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We also asked voters what they think is the most important reason for purchasing American-made products. A plurality of all voters (43 percent) say that supporting good-paying American jobs is the most important reason to purchase American-made products, while just over a quarter of voters (28 percent) say that decreasing our reliance on foreign exports is the most important reason. Despite voters' perceptions of the quality, environmental impact, and labor standard of American-made goods, potential economic impacts are the biggest drivers of support for purchasing American-made products.

## Voters Think Supporting Jobs is the Most Important Reason to Support American-Made Products

In your opinion, what is the most important reason to purchase products that are made in America?



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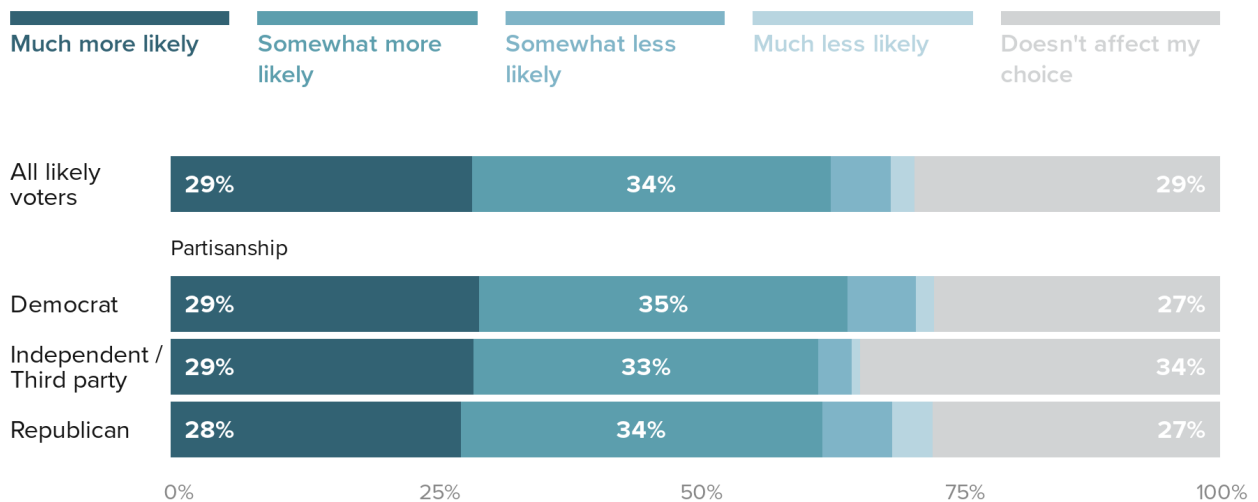
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# Voters Support Federal Policies to Spur Domestic Clean Energy Job Creation

Next, we asked voters several questions concerning federal measures to support domestic clean energy supply chains. Nearly two-thirds of all voters (63 percent) say they are more likely to support government investments in clean energy if the materials and component parts are made in America rather than in foreign countries. There is clear consensus across party lines: Sixty-four percent of Democrats, 62 percent of Independents, and 62 percent of Republicans all say they are more likely to support federal investments that would support American-made clean energy products.

## Voters Are More Likely to Support Investments in Clean Energy if American Goods are Used

Would you be more or less likely to support government investments in clean energy if you knew that the materials and component parts would be made in America and not foreign countries, like China?



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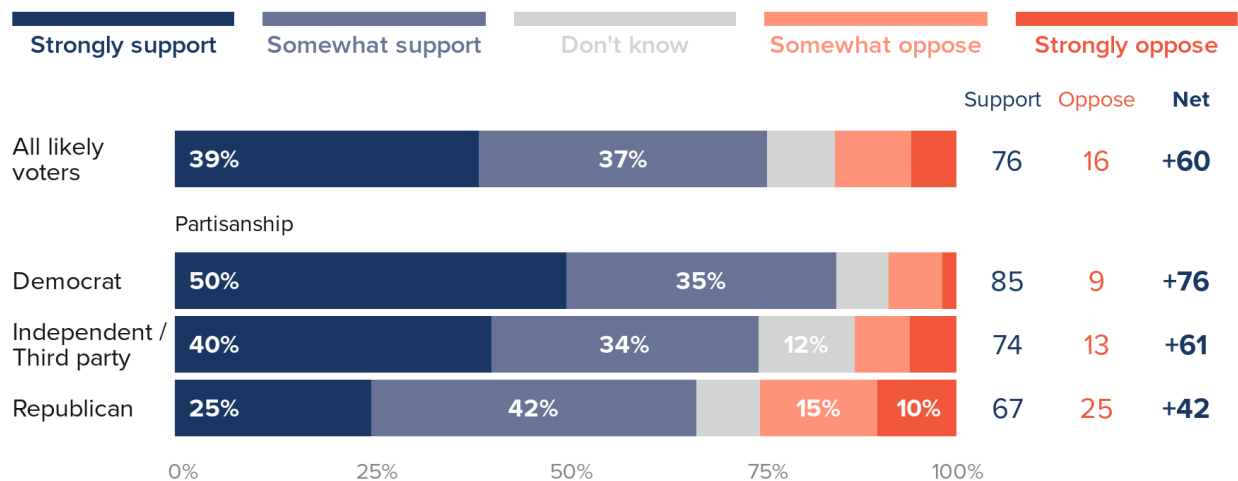
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Given that the principal reason voters support purchasing American-made goods is to support good-paying American jobs, over three-quarters of voters (76 percent) support requiring clean energy companies to meet labor and wage standards to receive government incentives. Democrats support these labor standards and wage requirements by a +76-point margin, Independents by a +61-point margin, and Republicans by a +42-point margin.

## Voters Support Making Wage and Labor Standards Necessary for Companies to Receive Government Incentives

Some lawmakers have proposed that in order to receive government incentives, clean energy companies must have strong labor standards and pay workers a minimum wage that corresponds to the pay for other similar projects in the same area, also known as a "prevailing wage".

Do you support or oppose requiring clean energy companies to meet labor and wage standards to receive government incentives?



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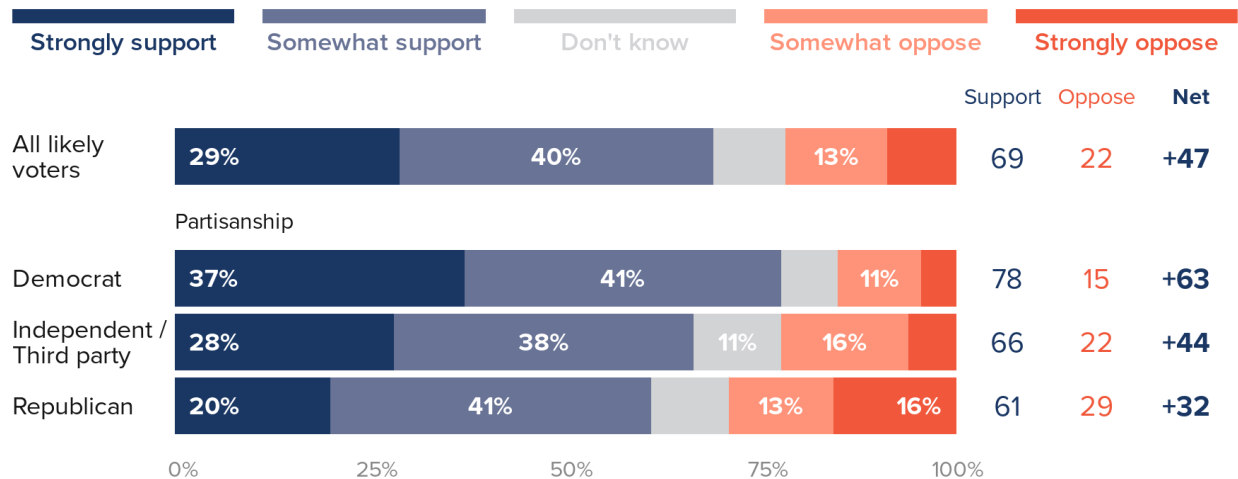
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Finally, we asked voters if they would support or oppose a carbon border tax proposal, which some leaders in Congress are currently considering. A fee on goods that are imported from countries with more relaxed environmental regulations than the United States enjoys support from over two-thirds of all voters (69 percent), including a majority of Democrats (78 percent), Independents (66 percent), and Republicans (61 percent).

## A Majority of Voters Support a Carbon Border Tax

Some lawmakers are considering a new "carbon border tax" that would place a fee on goods that are imported from countries that have more relaxed environmental regulations than the United States.

Do you support or oppose this proposal?



September 15–17, 2021 survey of 1,346 likely voters

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In our individual policy memos, we show that there is widespread support for government investments in domestic clean energy manufacturing and decarbonizing heavy industry, including programs like the advanced manufacturing tax credit, or 48C. Given the bipartisan appeal of these policies, lawmakers would be wise to champion “Made in America” provisions as part of ongoing negotiations around new federal investments in clean energy. The polling above shows that job creation and reducing dependence on foreign exports are the two most important reasons to support American-made goods. While the climate implications of “Made in America” policies are noteworthy, advocates and lawmakers should emphasize the economic benefits of these policies to garner the most bipartisan support in a closely divided Congress. Lawmakers should also feel confident advocating for robust “Made in America” provisions as part of the upcoming reconciliation bill.

### SURVEY METHODOLOGY

From September 15 to 17, 2021, Data for Progress conducted a survey of 1,346 likely voters nationally using web panel respondents. The sample was weighted to be representative of likely voters by age, gender, education, race, and voting history. The survey was conducted in English. The margin of error is ±3 percentage points.

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