

The Buy American/Buy Local Dilemma

What Kind of Buyer are You?

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On a cold December night in Boston, over 100 men, disguised as Mohawk Indians, climbed aboard three different ships and dumped over 92,000 pounds of tea into harbor waters. It is said Griffin's Wharf smelled for weeks afterwards. ("Boston Tea Party Facts | Boston History,") The world's best known Tea Party was the culmination of what is considered the first Buy American campaign. (Frank, 2000) Let's see what got us to the tea.

As the latest British action in a long series that outraged colonists, the Townshend Revenue Act was passed in 1767. It placed taxes on glass, lead oil paint, paper and tea. There was loud colonial protest. ("Townshend Acts - American Revolution - HISTORY.com,") A petition in Boston asked the town to "prevent the unnecessary Importation of European Commodities, which threaten the Country with Poverty and Ruin". (MHS Collections Online) Merchants signed agreements to not import from Britain. Other cities followed. Colonists were urged to boycott British goods and Buy American - which in many ways was Buy Local then, had begun.

Merchants used their participation as marketing with signs advertising their locally made goods. Women, as shoppers for the family, were appealed to - a popular poem at the time called to the young ladies to *"Wear none but your own country linnen; Of oeconomy boast, let your pride be the most To show cloaths of your own make and spinning."* ("To the Ladies 1769")

Those who did not boycott were called out. William Jackson, an importer in Boston, was the unfortunate subject of this handbill: -- "It is desired that the Sons and Daughters of Liberty would not buy any one thing of him, for in so doing they will bring

disgrace on themselves and their posterity, forever and ever, AMEN" ("Documents relating to the Boston tea party," 1767)

Did this first Buy American work? Well, yes, mostly. Britain did repeal taxes from the Townshend Act. All but one. The one on tea.

We now skip over the American Revolution. You know how that turned out. The new nation developed rapidly. By the end of the 18th century advances in technology and transportation had changed American landscape from rural into an Industrial powerhouse. But what was the Government doing all this time? Helping or getting in the way? Let's go back to our country's beginning. As now, foreign trade was vitally important to economic health. Ink was barely dry on the constitution when the US Congress imposed the first trade tariff - taxes on imports - in 1789. Its intent, among others, was to generate revenue for the government and promote independence from other nations. This last was seen by President Washington as vital to national security. Alexander Hamilton - with a vision of America's economic potential, put forth a plan to give America its best shot at success. It included high protective tariffs to shelter fledgling US industries and give them time to get on their feet. (Schulman)

Well, what does this have to do with Buying American? As it turns out, quite a lot. A high tariff often makes imported prices higher helping to "encourage" American consumers to buy domestic product instead. Industries with high tariffs benefit. But for others it can increase costs and reduce choice. They either can buy American products or spend a lot of money buying foreign. Use of tariffs at this point effectively removes a need for a Buy American campaign. We will not see one again until the 20th century. By the end of the 1800s America was the leader in the Industrial Revolution in the

world. The Infant Industries had grown up and could easily compete with other countries and win, but the use of tariffs continued.

Let's move to the 20th century. Income tax was legalized in 1913. Tariffs were no longer needed to fund government. Still they continued. They were lowered, then raised again for war costs, lowered again, and then raised eventually culminating in the notorious Smoot Hawley Tariff of 1930. This tariff raised already high rates - such as on clocks, to 55% or more. ("Smoot-Hawley Tariff and the Great Depression," 2016) It helped plunge us into a global trade war as other countries retaliated with their own high tariffs. The US saw a huge decrease in foreign trade and. Smoot Hawley is widely thought to have contributed to the depth of the depression.

Enter Buy American #2. William Randolph Hearst, the newspaper magnate, shared his answer to the Great Depression using his media empire in 1932 to begin a campaign. Its long slogan was "Buy American and spend American. Keep American money in America and provide employment for American citizens". The movement is primarily remembered for vilification of the Japanese - accusing the "inequitable Oriental competition sapping the economic life of America." (Frank, 2000) Hearst advocated restrictive immigration against the "yellow menace" and included Asian Americans as the enemy.

In 1933 the Buy American Act was passed -- one of its mandates dictating that the Federal government prefer US made products/construction materials for most purchases above a certain price. (Manuel, 2016)

After the depression a march began towards a new way of commerce -- with a free trade environment where governmental barriers to trade are kept to a minimum. Over

time the President was granted ability to negotiate bilateral tariff reduction agreements with other countries. The rest of the 20th century saw an abundance of free trade agreements such as CAFTA and NAFTA. Today there are tariffs on many imported industrial goods but many also have exceptions and ways around them. ("Industrial Tariffs | United States Trade Representative") As you will see this is always subject to change.

Winston Churchill. 1945. "America at this moment stands at the Summit of the world". ("Post-War Sinatra") And we did. Unemployment and inflation were low. Wages were high. We made things here and had money to buy them. What could go wrong?

Let's fast forward several years and hear from a fellow Quester: "My dad was union. We always bought items "Made in the USA". We were only allowed to go to stores that carried American labels. Those were hard to find by the end of the 1980's. Then, I was 13 and had a moment before an 8th grade dance. Mom and I were in Southtown Mall. Literally there was only one rack in one store to choose from. I had a fit. I begged Mom to have the clothes over there so I could be cool like everyone else. Mom gave in. I got the outfit I wanted. After this, we never looked at the tags again".

So what happened? The apparel industry might be considered the canary in the economic mine. The 60's started out fine. 95% of the apparel sold here was made here. ("Why America Stopped Making Its Own Clothes | The Lowdown | KQED News," 2016) By the 1970's however, the International Ladies Garment Workers Union (the ILG) was noticing textile imports increasing and union numbers decreasing. Mills were beginning to move out of the US. The ILG became alarmed and took action.

The third Buy America Campaign was born. Just as in the 1930's there were two parts. The first was to promote legislative action they thought would protect their jobs. Trade import restrictions were already in place but other countries had found ways around them. Several protectionist bills were proposed. ("Burke-Hartke Bill Opposed By Chamber of Commerce," 1972) But they did not go into effect having been criticized as having potential to "cripple world trade" and hurt employment. America was not going back to full fledged protectionism. At least not then.

Part two of the campaign was an appeal to the American consumer. To that end they designed a marketing campaign to promote the idea of Buying American clothes. You might remember this because it included one the most famous commercials ever. It went: "When you see the Union label, think of us making a living, making your clothes. Right here in America." And then the song started:

Look for the union label when you are buying that coat, dress or blouse.

*Remember somewhere our union's sewing, our wages going to feed the kids
and run the house.*

We work hard, but who's complaining? Thanks to the I.L.G. we're paying our way!

So always look for the union label. It says we're able to make it in the U.S.A.! ("Look for the Union Label 1981 classic ad," 2009)

As entertaining as it was, the campaign had little impact. They could not compete with more favorable governmental conditions and lower wages in the developing world.

Many mills moved or outsourced. Recall the 95% of apparel made in the USA in 1960?

After that campaign it was down to 70% and today it is at 2 1/2%. ("Why America Stopped Making Its Own Clothes | The Lowdown | KQED News," 2016)

Meanwhile the automotive industry was also reeling. Toyotas, Datsuns and Volkswagens were gaining market share as American consumers sought out smaller, more fuel efficient and higher quality cars, especially after the oil crisis in 1973. In the late 70's the Union of Autoworkers - the UAW - began their own Buy American campaign. Theirs was a more in-your face approach. You may remember seeing on TV UAW members taking a sledgehammer to Japanese cars. Signs at union halls popped up saying "No foreign car parking in this lot". A similar sign is still posted at the UAW local hall in Fort Wayne, Bumper stickers were plentiful saying such things as "Buy American, the job you save may be your own", "Hungry, eat your import", "We Buy What We Build and Want to Build What We Buy". ("Automotive News,")

Essentially the campaign was an attempt to turn the American consumer into a partner by buying an American car. Conversely, if consumers didn't buy American - it turned them into the problem. Other countries were considered the enemy - especially the Japanese. Union officials tried to steer clear of racist rhetoric. Sadly though, the theme of Japanese as enemy contributed to a tragic murder of an Asian American man, Vincent Chin, in Detroit in 1992. One of the men who killed him was heard saying "It's because of you we're out of work!" Chin's ethnicity was Chinese. (Frank H. Wu, 2012)

The economy has gone up and down since that time. The campaigns faded away but the mantra of Buy American did get into the country's consciousness and it remains.

Can you even buy American now? I have some items next to me. Let's check where they are made. I'll start with a thumb drive that has the insignia of the National Science Foundation - it's made in China. An American Flag? - Yes - made in the USA (although many are made elsewhere). Here's a monopoly game. Surely this monument to

capitalism is American made. Yes! Well, all but the game pieces and dice! They're made in China. This is probably a message we should heed. I have a Fort Wayne t-shirt - made in the Honduras. In my garage I have a Toyota Sienna -- well that's easy isn't it? Not so much - that is actually made about 4 1/2 hours down the road in Princeton Indiana. I can see my neighbor's car from our house - a Chevrolet Spark - assembled in Korea, transmission from Japan, and 10% of its parts are USA.

What? It's so confusing! What is American made? You can't always look for the Union Label. Did you know that the only products required by law to reveal their "Heritage" are cars, textiles, furs, and woolens? ("Products Made in America - Consumer Reports Magazine," 2015) If you want to know you can do a bit of web surfing. Many Unions have Buy American guides and if other products do claim to be "Made in the USA" there are some strict guidelines from the FTC on their composition. Cars are especially tricky. They're made up of parts that can be from all over the world. They're required to have labels specifying origin information on a window sticker. Globalization has made it almost impossible to buy purely American.

Did these movements work? Not really. The intent was that by buying American consumers could help ensure factories remain in the US. In effect Unions became a marketing arm of the company to increase company sales. In her book, Buy American, which thoroughly covers these movements and from which much of the history of the movement was taken, Dana Frank explains that the assumption was that the company making a profit off the sale would "reinvest in the US and in the jobs here". But the companies "didn't agree to that partnership" she says, and still went overseas to take advantage of low costs and other attractive conditions.

Buy American campaigns were sincere Union efforts to help keep businesses here and save jobs. But Unions do not have the power to make such strategic choices for the companies. Conditions today continue to reflect this challenge. Five million American manufacturing jobs were lost between 2000 and 2017. ("Home,") It is unclear how many of these are due to automation but it is clear that many companies have left or closed. According to a 2013 Consumer Report costs are probably the biggest reason companies move. They cited 2010 average wages & benefits for US manufacturing jobs were an average of \$34.74/hour. In comparison China's wages then were estimated at \$1.36 per hour. ("Products Made in America - Consumer Reports Magazine," 2015) Other countries were and are even lower. However, as those nations get wealthier and wages rise, manufacturing may move again. It's like water flowing, it heads downhill.

Another reason these campaigns are not particularly effective is they rely on economic patriotism. Study after study, however, has shown when push comes to shove; with all other things the same, it comes down to price. In a 2017 Ipsos Poll conducted for Reuters on Buy American almost 3,000 Americans were asked questions about buying decisions. ("Reuters/Ipsos Data: Buy America") In early 2018 Quest club members were given a subset of the same questions. (see Appendix 1) The survey asked how important certain factors were when buying products. Let's see what the results were. Product quality and price were deemed important by over 90% of Questers and National responders. The National group felt price to be much more important than Questers. Most people in both groups felt being Made in the USA was at least somewhat important but it was clear quality and price trumped it. Then came the million dollar

question. The survey asked "how much extra are you willing to pay for a product that's made in America?" Over 60% in both groups were willing to pay more with most falling in the 5-10% more range. A very few would pay 50 to 100% more! About 1/3 of the national sample and 1/4 of the Questers were not willing to pay more at all.

These results are similar to those of other polls. People say buying American is important to keep manufacturing and jobs strong in this global economy. But the Boston Consulting Group (BCG) has concluded only 5% more can be charged for US products before buyers go elsewhere. ("Reuters/Ipsos Data: Buy America")

Interestingly, the Alliance of American Manufacturing asserts that if each person spent "just \$64 a year" on Made in USA products would create 200,000 more jobs. ("Home") And in a twist according to the BCG, more than 60 percent of Chinese responding to another survey said they'd buy an American-made version over the Chinese even if it cost more. I suspect we'll eventually hear of a Buy Chinese campaign.

The Dilemma. Increasing globalization has meant that there are increasingly fewer all American products. Supply chains are circling the world. It does raise the question - if you only buy American are you hurting fellow workers who are providing parts to a another country? It's gotten very complicated. About this time in the 1990's researcher Dana Franks notes another type of movement was starting - one intended to help cities and communities. Buy Local was coming on the scene.

Buy Local

Keep your money where your heart is. Or so goes the saying. Buy Local is a broad name given to a variety of efforts across the nation to encourage customers to shop at local independent establishments and farms. The hope is to sustain independent

businesses, create jobs and keep money in the community. You might hear them called names like “Local Buy” or “Buy Fort Wayne”. Around winter holidays extra efforts are often made. In Fort Wayne the "Holly Trolley" is provided to transport people to local shopping. For purposes of this paper, we will consider local to be an independent business which is in which the owner is vested with decision making authority. They may offer goods or services such as restaurants. The products may be made locally or not. Let's first look at locally owned stores and restaurants and then we'll return to local food.

Why is this movement anyway? Think back to some of the cities you've visited. I bet you noticed at least one part that looks like every other city with the same chain restaurants, stores, coffee shops, gas stations and hotels. Then if the town has a mall, they often look like every other one. Some call them Clone Towns. On the other hand, you don't even have to leave your home. Online shopping can be a huge convenience. You can receive goods the next day or at times the same day.

So what's the problem? Chains hire local people, and can be pretty affordable. They often have huge inventories and you can usually find what you want. Online you can almost always find what you want. Advocates of Buy Local say there are a lot of impacts from them.

Job Displacement. Walmart is the best known example of a large chain that has moved into communities all across the nation. Let's use them as an example but it probably applies to others as well. Walmart claims they improve communities by adding jobs. Critics refute this and say they actually hurt local economies and businesses. But do they? The University of Missouri conducted a study in 2005 on

over 1,500 counties. They found that within five years after a Walmart moved in, counties lost an average of four small retail businesses, one mid-sized store, and one large store. (Basker, 2005) A second study in 2008 reviewed national data and concluded opening Walmart stores reduced retail employment in a county by about 150 jobs after impact on other stores was taken into account. (Neumark, Zhang, & Ciccarella, 2008)

There are those who don't agree that companies like Walmart hurt the local economy. They say they often give better pay packages and benefits - and that may be true for some. Shopping locally, they continue, is often more expensive for consumers. A study in 2002 did estimate Walmart's prices are on average of 14% lower than competitors. ("The local costs and benefits of WalMart," 2007)

Multiplier Effect. Buy Local advocates also claim when people buy locally a large portion of the money gets re-circulated in the community - this is called the multiplier effect. Civic Economics, a consulting firm, compared economic impact of local stores to national chains. In approximately 9 different cities they found the local economic return of local versus a chain averaged 48% to 13.6%. Basically local vendors are more likely to spend money at other local businesses. The 48% local return included expenditures on such things as local labor, goods and supplies, services such as advertising and accounting, profits to owners, state and local taxes. In contrast only about 14% of the revenue spent at a chain store gets re-spent locally - usually in wages. The rest often goes out of state to corporate suppliers and headquarters. For local restaurants they found this even higher at 79% recirculation versus 30% for chains. The multiplier is higher with restaurants because local labor costs make up a higher amount of operating

expenses. Also, local restaurateurs often buy significant portions of their food supplies locally and chains often source nationally. ("Ten New Studies of the "Local Economic Premium" - AMIBA,"")

The Dilemma. Others argue that if a consumer buys a product from a chain that is less expensive, then the consumer re-circulates the money they saved themselves, by spending the difference locally. I found no research on that.

E-Commerce: It's not unusual to see a shopper with a smart phone comparing online prices with the store's price. In some ways online retailers have been getting a free ride both from local stores and from government. Many times customers receive help from the local sales staff and are able to examine the product. Then they leave, and might order the same product online for a cheaper price. The local store did the work and the online retailer got the sale.

Further, many e-commerce sites are not required to collect sales tax unless they have physical presence, such as a warehouse, in the customer's state. This creates an unfair advantage for brick and mortar stores of all kinds - not just local independents. It's also resulted in huge financial loss to states -- the National Conference of State Legislatures report that in 2012 states missed out on \$23.3 billion in tax revenue. ("Collecting E-Commerce Taxes | E-Fairness Legislation," 2014) Since 2017 Amazon has paid sales taxes for all 50 states, but other online retailers are resisting. In January 2018 the Supreme Court agreed to decide if states should be allowed to collect taxes on internet sales.

Who buys local and why? In 2017 Ask Your Target Market polled 1,000 Americans about views on buying local. ("Buying local," 2017) Questers in early January were

given a subset of the same questions. (results in Appendix 1) Nearly all Quest members indicated they would prefer to buy local whenever possible and they would pay a bit more to do so. Nationally most people would agree. For Questers economic impact was the major consideration. Other factors that stood out were environmental impact and quality.

Many also say the experience is most important to them. This includes interactions with store employees, being at perhaps a downtown location, and feeling a part of things. According to Sustainable Connections, one of many groups dedicated to the movement, the feeling goes both ways. They say small businesses donate more than twice as much per sales dollar than do big businesses. ("Why Buy Local? | Sustainable Connections,") Soliciting items for silent auctions I often heard from chain managers that the decision had to go to corporate for approval. They want to donate, but don't have the authority.

Community. In Fort Wayne over the last years we have seen an increase in unique micro-breweries, wineries, clothing designers, and restaurants. Downtown is revitalizing. There seems to be a national longing to a return to community and uniqueness and character. Richard Moe, President, National Historic Preservation Trust once said *"When people travel they generally seek out destinations that offer them the sense of being someplace, not just anyplace."* ("Why Buy Local? | Sustainable Connections," n.d.) I believe that's true for where they live as well.

The 10% solution. So what would happen if people bought more locally? A study done by Civic Economics for a Merchant group in San Francisco calculated the impact if consumers shifted 10% of their retail and restaurant purchases from chains to locally

owned business. A 10% shift, they found, would yield nearly \$200 million in economic activity and nearly 1,300 new jobs. ("San Francisco Retail Diversity Study," 2007) Fort Wayne isn't San Francisco, but what would it do for us?

On to Food! "There's nothing more fun than standing at a booth hearing about tapping the maple trees, and about how long asparagus plants live (author's note: 20 years if you want to know). I find it more interesting to cook food and eat food if I know more about it." The whole thing is sort of a social event along with buying groceries." That's Quester Joan Goldner talking about her experiences at the farmer's market. She's one of many enthusiastically buying local food.

In 2007 Oxford University Press proclaimed the word of the year was locavore - citing a trend in using locally grown ingredients - perhaps a sign you've arrived. In 2009 the Department of Agriculture launched, 'Know Your Farmer, Know Your Food', a program to build stronger local and regional food systems. It's time has come - again.

So what is Local when it comes to food? There's no agreed upon definition.

Researchers asked shoppers and the most common response is - food grown within 100 miles. ("Is Local Food Better? | Worldwatch Institute," 4) So that's what we'll consider.

Where do people buy Local Food? You probably remember your parents stopping at farms when you were younger and you may do that as well. Clearly that's still an option, especially in Allen County where in 2012 we had 100 farms making direct sales to consumers. Others go to Farmer's Markets. We're also doing well there. In 2016 in Allen County there were 10 farmer's markets. Five of them were listed as accepting

SNAP or WIC - public assistance programs providing nutrition benefits to those with low income. ("Local Food Compass Map | Agricultural Marketing Service,")

Two markets, YLNI and Fort Wayne Farmers Market, recently announced they will merge and become the Fort Wayne Public Market and plan to be housed year round at the upcoming Electric Works in Fort Wayne.

In Community Supported Agriculture (CSA's) you contract with a farmer and receive a share of that weekly or bi-weekly during the growing season - 7 are listed for Allen County as of 2012. ("Local Food Compass Map | Agricultural Marketing Service,")

While popular, you don't always get a choice of what you receive.

As local food focus grew larger grocery and box stores used it into their strategies. In fact Coventry Kroger's here has large signs in their produce section with pictures of Indiana farming families, what they grow and what they provide the store. Marketing local has led to some accusations of "greenwashing" where stores make local claims but in actuality they are not. It's still a bit of "let the buyer beware".

Most recently, and excitingly, the Northeast Indiana Local Food Network was formed to help work with others in the community to promote a local food network.

Who Buys It? Not just Americans. International polls of over 30,000 people showed 2/3's prefer to buy local food in almost every region polled. ("Global vs. Local: The Choice Is Clear for Fresh and Packaged Foods") There are mixed results in research on what describes local food shoppers. Some studies show women with higher education and income tend to shop local food. Others did not find this. A particularly interesting study was completed at the University of Wisconsin in 2006. They found enjoyment of cooking and shopping at health food stores meant you were more likely to

buy local food as did having more than one adult in the household. They also found that across all income levels concern about costs decreased the buying local food. Gender, age, education and race did not have a significant impact on buying local food after those were considered. (Zepeda & Li, 2006) How about us? Most Quest members (2/3s) said they buy food grown locally or with local ingredients at least 1/2 the time if not more. That's very similar to national surveys.

Why do people buy local food?

Quality: Quality is a main reason people choose local food. 2/3's of the Questers agree. Several said they feel local food is grown more organically, is more nutritious and tastes better. Early harvesting and travel time to grocery stores take their toll on produce. Once picked vegetables and fruits start decomposing and lose nutrients. In fact, lettuce loses nearly half of key nutrients with a week of cold storage. When shipped, broccoli loses about 1/2 its vitamin C.

Economic impact was also why most of the Questers said they buy local food. 75% nationally agree with that. Both groups appreciate paying directly to the grower and feel it supports the economy. The multiplier effect comes in here just as we saw earlier for local stores. According to a 2016 fact sheet provided by the Purdue Extension "if Hoosiers substituted 10% of their food budget with locally grown/produced food over a billion dollars of economic activity would be generated in Indiana". (Ellett)

Price was a consideration for just under 1/2 the national respondents. For Questers it barely registered as a consideration! Is price different? A study in Iowa comparing prices between local and produce trucked in did not find a significant difference. A

follow up study in Michigan actually found local food less expensive than the non local food sold at grocery stores. It probably depends on where the produce is grown.

Environmental - Almost 1/2 of Questers and the National group consider environmental impact important when buying food. A common estimate is that food travels an average of 1,500 miles for delivery to distribution centers and/or stores. These are called food miles. It seems logical that buying local would help reduce the carbon dioxide. But researchers from Carnegie Mellon found food miles account only for about 11% of the food system carbon emissions. Most of the emissions occur during the production phase on the farm. (Weber CL and Matthews HS.) An English study found the amount of carbon emissions involved in a consumer's round trip to the local food source was greater per food weight than that occurring during the non-local food transportation process. Big trucks carry more food so emit less carbon per pound. (Coley, Howard, & Winter, 2008)

Certainly many local farms do engage in sustainable farming. They are more likely to farm organic which generally generates lower greenhouse gas emissions. On the other hand, larger farms usually specialize and grow crops in regions which suit them and this is also environmentally friendly. They're able to achieve economies of scale. They can grow more food on less land as well as use less energy per item.

Buy American is Back

May 2017 President Trump signed an executive order titled Buy American/Hire American which has echoes of Hearst's campaign in the 1930's. Details on this current version are not yet clear. It appears to focus on maximizing the amount of American goods in federally funded projects. It also requires a review of the H-1B visa

which is the one under which foreigners are permitted to work here. In early 2018 he announced plans to impose tariffs on steel of 25% and aluminum of 10%. Further, September 2017 UAW has announced a new Buy American campaign -- with the new name of BuildBuyUSA. ("Home,") The focus they said is to educate the American public on why it is important to Buy American. Will these work? History does not give us optimism.

Conclusion. Buy American, Buy Local? It's been said, every time you spend money, you're casting a vote for the kind of world you want. We can't buy everything all American anymore. We know that. We can't buy all local either -- they don't carry all we want. And we're in Indiana. Not much grows in our winters.

It really doesn't have to be all or nothing. What if we shift? Just a bit? Just 10%?
What kind of buyer are you?

Buy America Poll

from Ipsos Poll Conducted for Reuters *Buy America Poll 6.01.2017*

1. How important is the following when you are buying productsTotal price?		National N=2,857	Quest N= 48
	Very important	69%	21%
	Somewhat important	25%	69%
	Not very important	3%	8%
	Not at all important	1%	0%
	Don't know	2%	2%
2. How important is the following when you are buying products.... Quality of products?		National	Quest
	Very important	77%	87%
	Somewhat important	19%	13%
	Not very important	2%	0%
	Not at all important	1%	0%
	Don't know	2%	0%
3. How important is the following when you are buying products If it is made in the USA?		National	Quest
	Very important	32%	10%
	Somewhat important	38%	60%
	Not very important	18%	23%
	Not at all important	10%	4%
	Don't know	2%	2%
4. How important is the following when you are buying products.... if it is ethically sourced?		National	Quest
	Very important	30%	29%
	Somewhat important	35%	42%
	Not very important	19%	21%
	Not at all important	10%	4%
	Don't know	6%	4%
5. How much extra are you willing to pay for a product that's made in America?		National	Quest
	0 - I'm not willing to pay more	37%	24%
	5% more	26%	20%
	10% more	21%	36%
	25% more	9%	11%
	50% more	3%	7%
	100% more	4%	2%

Buying Local Poll

from Ask Your Target Market Poll - 2017

		National N=1,000	Quest N=48
6. I prefer to buy local whenever possible.	Strongly Agree	18%	48%
	Agree*	51%	48%
	Neutral	23%	4%
	Disagree**	7%	0%
	Strongly disagree	1%	0%
7. I would pay a bit more to buy local.		National	Quest
	Strongly Agree	10%	48%
	Agree*	49%	44%
	Neutral	22%	6%
	Disagree**	15%	2%
Strongly disagree	4%	0%	
8. Why do you choose to shop local? (check those that apply)		National	Quest
	Environmental impact	35%	44%
	Price	41%	8%
	Economic impact	50%	69%
	Convenience	51%	27%
	Quality goods	70%	42%
Other	5%	19%	
9. How often do you buy food that was grown locally or with local ingredients?		National	Quest
	Always	6%	0%
	Most of the time	17%	23%
	About half the time	37%	43%
	Rarely	22%	19%
	Never	2%	2%
Unsure	15%	13%	
10. Why do you choose to buy local food? (check those that apply)		National	Quest
	Environmental impact	41%	46%
	Price	42%	4%
	Economic impact	52%	67%
	Convenience	46%	21%
	Quality	76%	67%
Other	4%	21%	

*National Results combined Agree + Agree somewhat

**National Results combined Disagree + Disagree somewhat

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