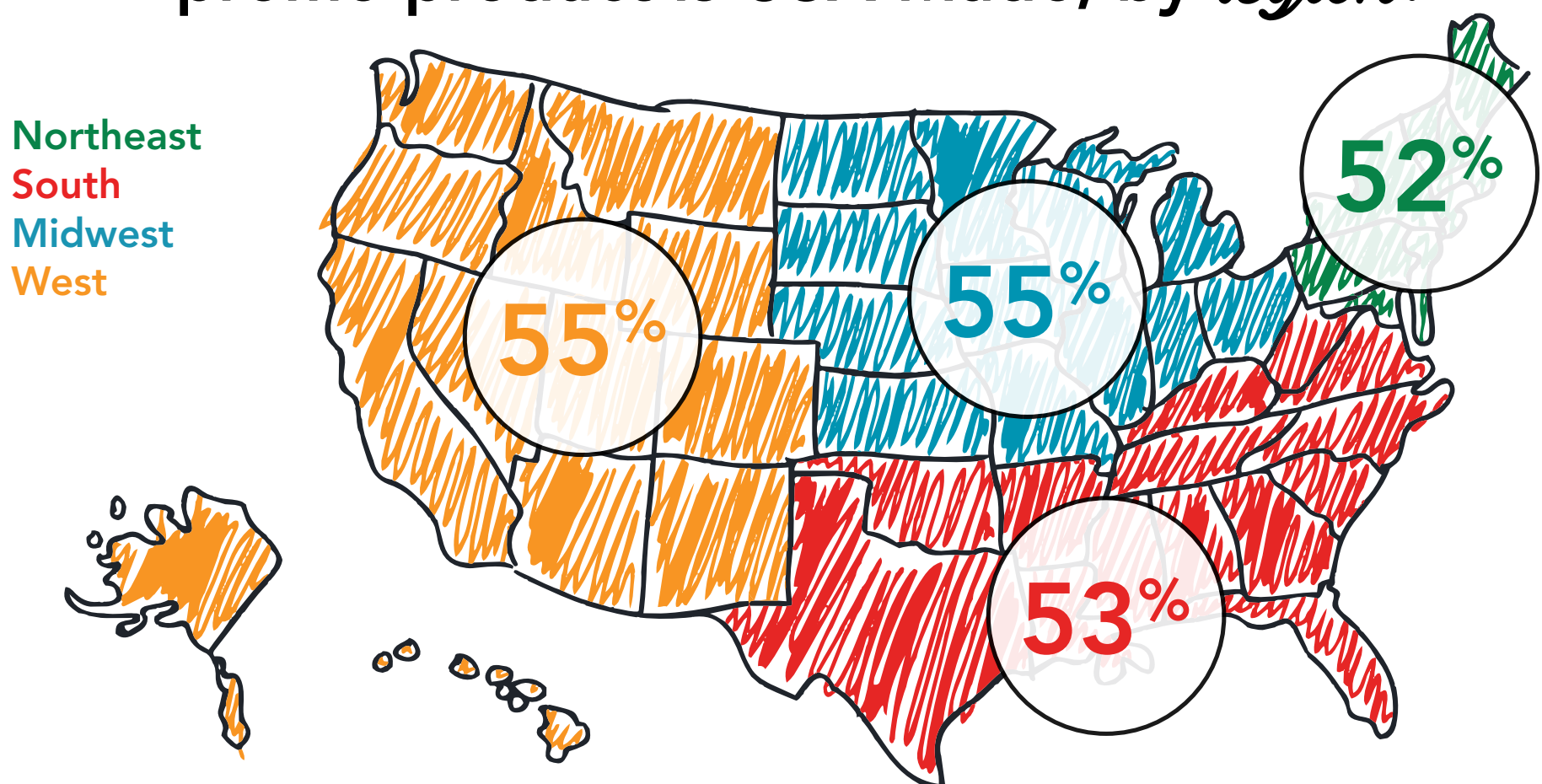


# What is USA Made?

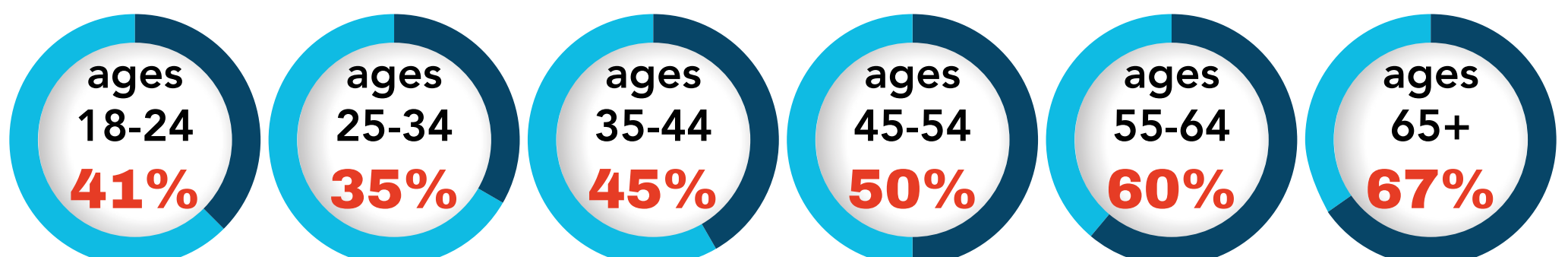
products that are advertised as Made in USA must be  
"all or virtually all" made in the United States (via FTC)

Consumer favorability of advertiser if  
promo product is USA Made, by *region*.



source: asi ad impressions report 2023

Consumer favorability of advertiser if  
promo product is USA Made, by *age group*.



source: asi ad impressions report 2023