



## 2006 ROY MORGAN COUNTRY OF MANUFACTURE STUDY

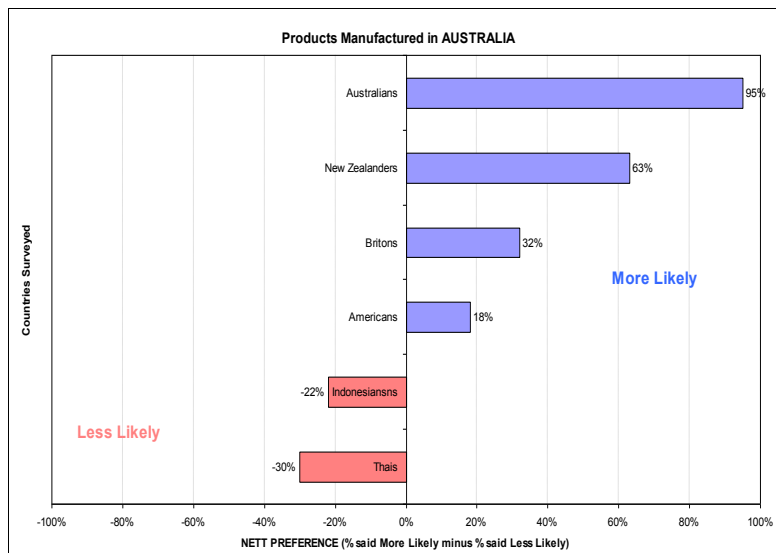
More than 14,500 people from Australia, Indonesia, New Zealand, UK, USA and Thailand were interviewed by Roy Morgan Research about their buying preferences. In addition to answering demographic questions, respondents were asked about:

- Their attitudes towards buying products in Australia, Japan, Canada, Korea, Chile, New Zealand, China, South Africa, France, Spain, Germany, Sweden, India, Thailand, Indonesia, UK, Italy and USA
- Their attitudes towards specific types of products which are locally made (ie in the country surveyed), those made in Australia, and products manufactured in China. The products covered include:

- Clothes
- Food
- Electrical goods
- Motor vehicles
- Sporting goods
- Wine

### Key findings:

- Out of the six countries Australia ranked third in terms of citizen’s commitment to buying local products
- 74% of Australians prefer to buy Australian made products “as often as possible”
- 95% of Australian are “more likely” to buy Australian made products, followed by New Zealanders (63%), Britons (32%) and Americans (18%)
- People from Indonesia and Thailand were “less likely” to buy Australian made products
- 49% of Britons were “more likely” to buy Australian wine than local wine
- 26% of New Zealanders were “more likely” to buy Australian made clothes



## ABOUT THE AUSTRALIAN MADE, AUSTRALIAN GROWN LOGO

The AMAG logo is a registered certification trade mark used to assist consumers identify Australian made and grown products. The logo is recognised by 94% of Australian consumers and trusted over any other country of origin identifier for Australia by 85%. It can be found on more than 10,000 locally made or grown products that are sold here and around the world.

The organisation is not-for-profit and raises awareness of genuine Australian goods by using the iconic country of origin logo. The AMAG logo was introduced in 1986 by the Australian Government.