

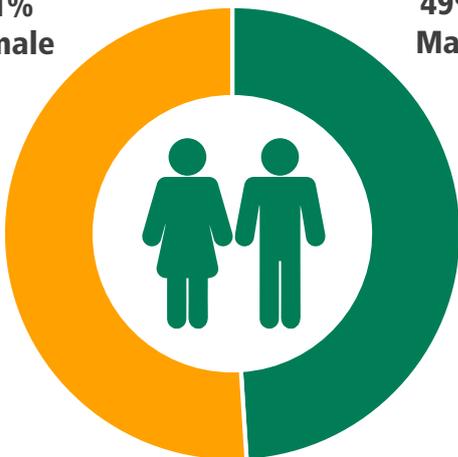
# Roy Morgan Research 2020

In July 2020, the Australian Made Campaign partnered Roy Morgan to undertake consumer behaviour research. The research investigated:

- Recognition and trust of the Australian Made logo
- Which country of origin label provides the most confidence
- If Australians have a preference for Australian Made products
- If and what are the benefits of displaying the logo for businesses, retailers and industry bodies
- The impact of COVID-19 pandemic and consumer purchase behaviour

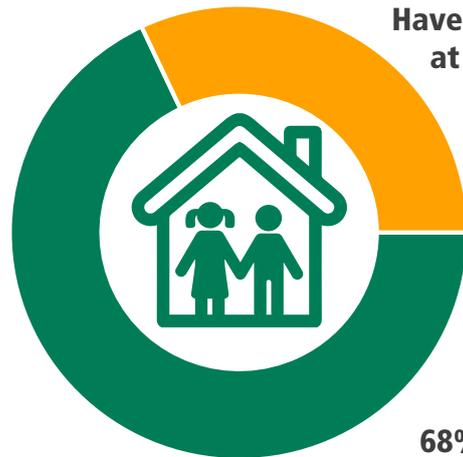
Sample profile by key demographics:

51%  
Female



49%  
Male

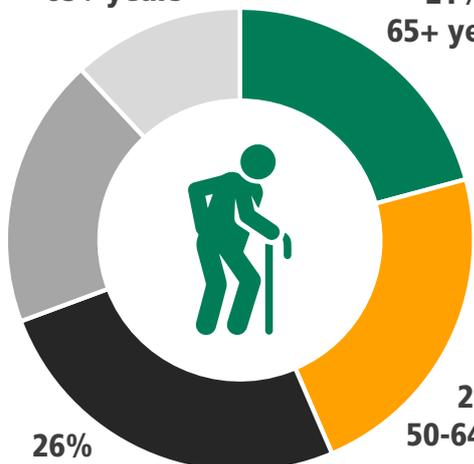
32%  
Have children  
at home



68%  
Have no children  
at home

12%  
65+ years

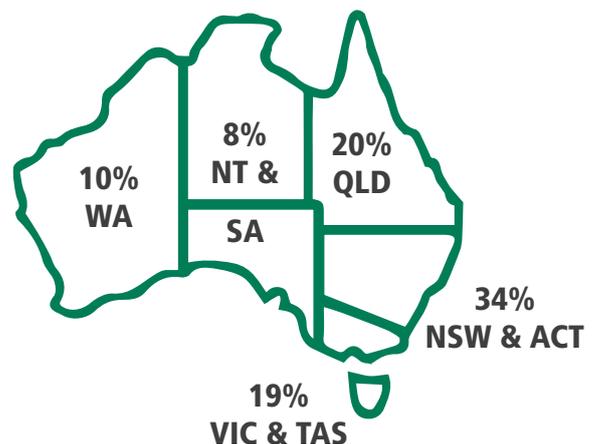
19%  
25-34  
years



21%  
65+ years

26%  
35-49 years

23%  
50-64 years



10%  
WA

8%  
NT &  
SA

20%  
QLD

19%  
VIC & TAS

34%  
NSW & ACT



# The Australian Advantage



**99%**

of Australians recognise the Australian Made logo



**92%**

of Australians trust the Australian Made logo



When asked which country of origin label on products provides the most confidence a product is genuinely of Australian origin



Australians associate the following attributes with the Australian Made logo



- 97%** Supports local jobs & employment
- 95%** High quality
- 95%** Safe
- 89%** Use of ethical labour
- 83%** Good value
- 78%** Sustainable
- 77%** Leading edge
- 74%** Clean and green



## 73% of Australians

have a positive opinion of businesses that partner with the Australian Made logo



## 73% of Australians

are likely to engage with businesses that partner with the Australian Made logo

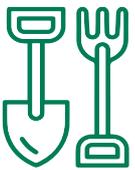


## 75% of Australians

are likely to purchase from retailers that partner with the Australian Made logo



Australians have a preference for Australian-made products in each category



**80%**

Agricultural and gardening equipment



**74%**

Children and baby care products



**68%**

Building and renovation materials



**68%**

Animal, pet and pet care products



**64%**

Household cleaning and laundry



**62%**

Caravan, camping and outdoor living



**60%**

Beauty, personal care and cosmetics



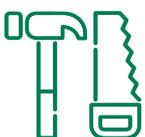
**60%**

Furniture and home furnishings



**58%**

Mattresses, pillows, quilts and bedding



**56%**

Tools and hardware



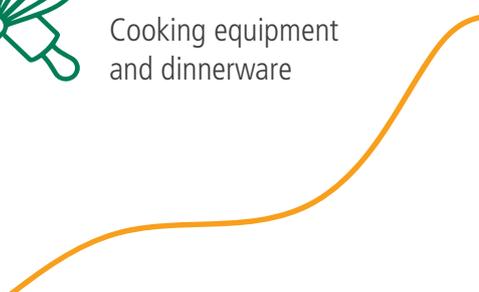
**56%**

Clothing, jewellery, bags and accessories



**54%**

Cooking equipment and dinnerware

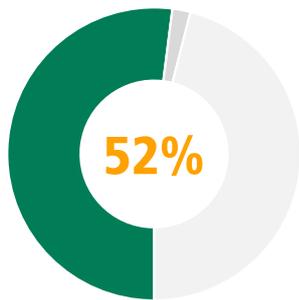


# The Impact of COVID-19 on purchasing decisions

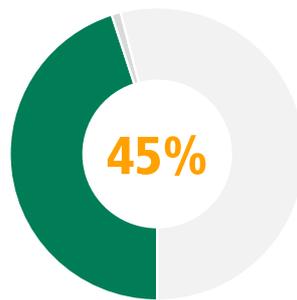


The preference for Australian-made products was already high before the pandemic with Roy Morgan research in January finding 88% of Australians were more likely to buy products made in Australia.

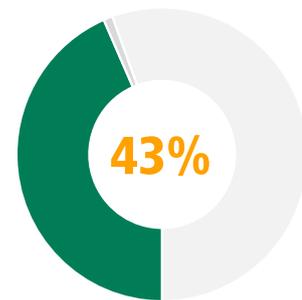
Since the start of the COVID-19 pandemic...



More than half of Australians have shown a higher preference for Australian made products

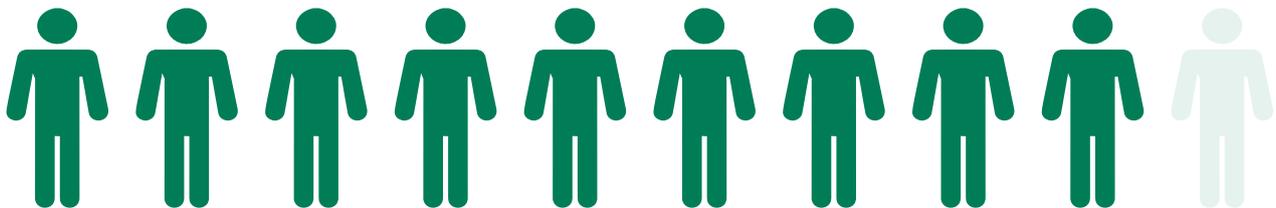


Almost half of all Australians more likely to buy more Australian made products



Nearly half Australians are more likely to look for the country of origin labels on products

Comparison between January and July 2020



**9 in 10 Australians** believe Australia should produce more products locally.

When asked why?

**38%** said "the pandemic has highlighted Australia's reliance on other countries"

**26%** said "to create new employment opportunities and keep jobs in Australia"

**26%** said "we need to support Australian businesses and industry"

**20%** said "the pandemic has highlighted vulnerable international supply chains"

**16%** said "to strengthen Australia's economy and survive the recession"