

## COLLATED ROY MORGAN RESEARCH FINDINGS ON PREFERENCES TOWARDS BUYING AUSTRALIAN (2013-2015)

### **Roy Morgan Research 2013**

In May 2013, Roy Morgan Research released findings demonstrating that 88.5% of Australians aged 14+ would be more likely to buy Australian-made products than products from other countries.

When respondents were asked about specific product categories, 87.4% of the population said they would be more likely to buy food produced in Australia and 75.2% said they preferred to buy Australian-made clothes. A comparatively low 55.5% say they would be more likely to buy a car if it was Australian-made.

**Roy Morgan Research Industry Communications Director, Norman Morris, said:**

*“Whether it’s due to the success of the long-standing Australian Made campaign, a genuine quality issue or simply good old Aussie patriotism, an overwhelming majority of Australians are more likely to buy something if they know it’s made here.*

*“While there are slight variations if we take a person’s country of birth into consideration, Australian-made is still consistently more popular than products manufactured elsewhere.*

*“Not only are these results encouraging for local manufacturers, they reinforce the value of the ‘Australian-made’ angle when marketing home-grown products.”*

More information from Roy Morgan Research’s 2013 report can be found here:

<http://www.roymorgan.com/findings/australian-made-all-the-way-201305060449>

### **Roy Morgan Research 2014**

In July 2014, Roy Morgan Research revealed that Australians were gradually becoming more receptive to the idea of buying products made in countries they might not have considered just under a decade ago — but Australian-made still lead the way. 87% of Australians aged 14+ said they would be more likely to buy Australian-made products than products from other countries.

When it came to Australian-made clothes, food, electrical goods, motor vehicles, sporting goods and wine, Australians aged 35 and older were more likely than younger sectors of the population to buy them.

**Roy Morgan Research CEO, Michele Levine, said:**

*“Australian-made products remain at the heart of most Aussies’ shopping preferences. A vast majority say they’d be more likely to buy goods made here, while seven in 10 say they ‘try to buy Australian-made products as often as possible’.*

More information from Roy Morgan Research’s 2014 report can be found here:

<http://www.roymorgan.com/findings/5685-aussies-more-receptive-to-foreign-made-products-201407162304>

### **Roy Morgan Research 2015**

In April 2015, Roy Morgan Research findings showed that Australians were becoming more likely to buy

Australian-made products than products from other countries.

In the 12 months to September 2015, 89.2 per cent of Australians aged 14 and over showed a dominant preference toward locally made products

This trend towards a preference for Australian products was particularly prominent in the food category. The proportion of Australians aged 14+ who were more likely to buy food labelled 'Made in Australia' increased to 88%. Australians who agreed that they would be more likely to buy food from other countries tended to be aged at the younger end of the spectrum, however, even among the under-35s, products labelled as Australian-made were far more popular overall, with popularity rising among people aged 35 and older.

More information from Roy Morgan Research's 2015 report can be found here:

<http://www.roymorgan.com/findings/6166-would-you-buy-food-labelled-made-in-china-201504072259>

### **ABOUT THE AUSTRALIAN MADE, AUSTRALIAN GROWN LOGO**

The green-and-gold Australian Made, Australian Grown (AMAG) logo is the only registered country-of-origin certification for the full range of genuine Australian products and produce.

It has been helping Australian consumers, farmers, processors and manufacturers for thirty years.

The AMAG logo can only be used on products that are registered with the not-for-profit organisation Australian Made and Grown. The strict set of rules governing the logo's use also require that it must always be used with one of five descriptors: 'Made in Australia', 'Australian Grown', 'Product of Australia', 'Australian Seafood' or 'Australian' (for export use only). To use the logo, businesses must meet the criteria set out in Australian Consumer Law as well the more stringent Australian Made, Australian Grown Code of Practice. Almost 2500 businesses are registered to use the AMAG logo, which can be found on some 15,000 products sold in Australia and around the world.

Australian Made Campaign Limited is located at Suite 105, 161 Park Street, South Melbourne, VIC 3205.

[www.australianmade.com.au](http://www.australianmade.com.au)