



The Australian Made Campaign

RESEARCH

2016 CONSUMER SURVEY— ATTITUDES TOWARDS BUYING AUSTRALIAN

In September 2016 Roy Morgan Research conducted a survey among Australians aged 18+ on consumer preferences towards buying Australian-made and Australian-grown products.

According to the findings, more than two thirds of Australians would give preference to buying locally made and grown goods.

Future purchase intentions were found to be heavily influenced by whether or not a product was Australian-made or Australian-grown, across all product categories researched.

The data confirms that consumers are increasingly demanding authentic, premium-quality products that are made and grown to Australia’s high standards.

Key findings summary:

- Seven out of 10 (69.9%) of Australians would give preference to buying locally made and grown goods
- Buying Australian is important across all product categories

Graphs:

Q. How likely is it that you would give preference to Australian-made products when shopping?

