

# AUSSIES WANT MORE AUSTRALIAN MADE

ROY MORGAN RESEARCH 2023



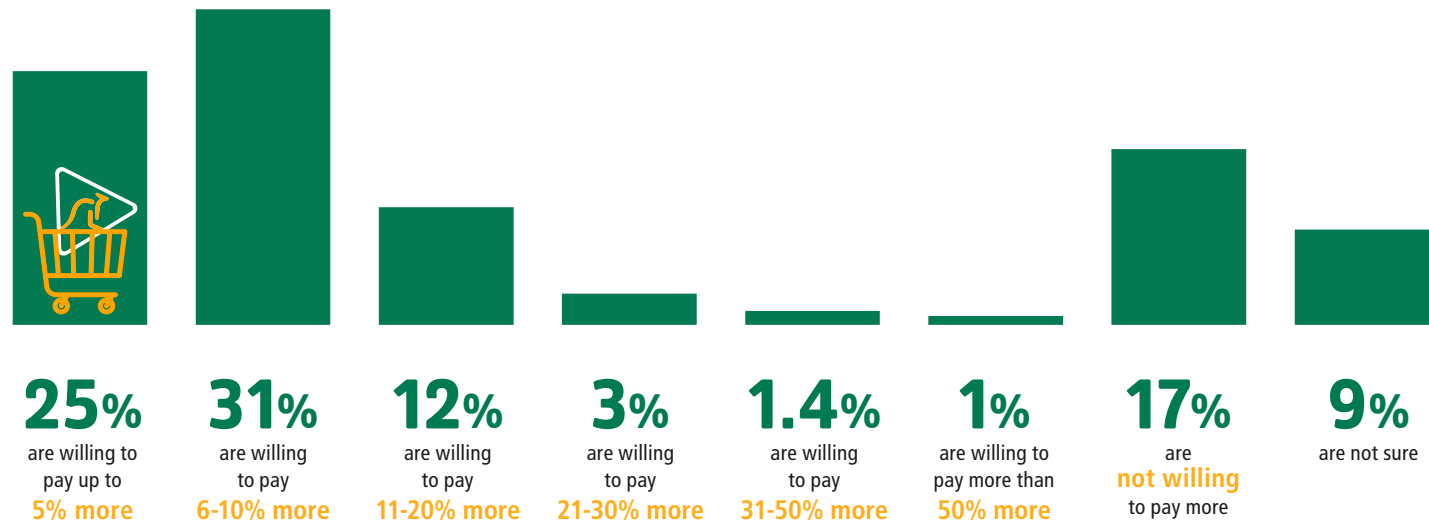
Australian market research company Roy Morgan undertook research to explore consumer attitudes towards buying and consuming Australian Made products.



## 69%

of Australians have been looking to buy more Australian-made products in the last 12 months

## 73% OF AUSSIES ARE WILLING TO PAY MORE FOR AUSTRALIAN MADE PRODUCTS



# AUSTRALIAN MADE MEDIA CONTENT

## 89% OF AUSSIES WANT TO SEE MORE AUSTRALIAN MADE MEDIA CONTENT



**81%** of Australians want to see more Australian Made films



**80%** of Australians want to see more Australian Made TV shows



**81%** of Australians want to see more Australian Made video games

## 81% OF AUSSIES WANT AN EASY WAY TO IDENTIFY AUSTRALIAN MADE CONTENT



**77%** of Australians want an easy way to identify Australian Made films



**76%** of Australians want an easy way to identify Australian Made TV shows



**65%** of Australians want an easy way to identify Australian Made video games