



2009 CONSUMER SURVEY—ATTITUDES TOWARDS LOGO & BUYING AUSSIE

In July 2009 Roy Morgan Research conducted an extensive survey among shoppers aged 14+ to determine Australian shoppers' view on the logo and buying locally made. Many questions from the 2006 consumer survey were repeated in this survey, highlighting changes in consumer behaviour.

The results were encouraging—they showed that consumers continue to recognise and trust the logo and that buying Australian made and grown still matters.

The Australian Made, Australian Grown logo is almost universally known in Australia amongst the population 14+ (84% of the WebBus respondents cf. 94% of the telephone respondents). The population had more confidence in the Australian Made, Australian Grown logo (as being an identifier of Australian made or grown produce) relative to other possible identifiers such as the Australian Flag, the words 'Made In Australia' or 'Australian Made', a Map of Australia or a Kangaroo Logo.

Over four-fifths of all WebBus respondents (85%) had most confidence in the Australian Made, Australian Grown logo compared to these other identifiers. Further to this, over three-quarters of all WebBus respondents (78%) stated that the Australian Made, Australian Grown logo gave them more confidence that a product is made or grown in Australia than the Ausbuy logo.

Key findings include:

- 94% of consumers recognise the AMAG logo;
- 85% trust the logo over other country of origin identifiers, such as flags, maps, claims, etc;
- 89% of consumers believe it to be 'very important' or 'important' that the fresh food they buy is Australian.
- Similarly, 82% of consumers believe it to be 'very important' or 'important' that the packaged food they buy is Australian;
- 65% of Australians buy Australian made 'whenever possible' or 'often';
- 43% of Australians specifically look for the AMAG logo to identify genuine Australian products

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.