



2002 Roy Morgan Research consumer survey on attitudes towards buying Australian made and the logo

In 2002, Roy Morgan Research conducted a national survey using telephone and face-to-face interviews to establish shoppers' view of buying Australian made and the Australian Made, Australian Grown logo. A nationally representative sample of 626 adults aged 14+ was used for the survey.

Key findings include:

- Almost a half (45%) claim to buy Australian whenever possible - a further 21% do do "often". Older age groups are more loyal.
- Better Price and Quality would influence the choice of an import over a similar Australian product
- The words "Made in Australia" (36%) and the Australian Made, Australian Grown Logo (35%) are the most widely used cues to check if Australian made;
- 3 out of 4 (75%) have used some source of info in the past year to check if a product is Australian Made - 20% used the Australian Made, Australian Grown Campaign info.
- 41% claim manufacturers make it difficult to identify if a product is Australian made. Just 4% said manufacturers make it "very easy"!
- Wordings and Logo should be made bigger and more obviously placed on packaging
- Over 9 in 10 (95-96%) adults are aware of the logo;
- 2 in 3 adults (66%) have most confidence in the Australian Made, Australian Grown Logo compared to other logo/symbols;
- 3 out of 4 (75%) are confident that products displaying the logo are actually made in Australia;
- 8 in 10 correctly believe "Made in Australia" is different to "Product of Australia"
- Nearly a half of all adults believed products made in Australia entirely from imported raw materials can use the logo
- 7 in 10 respondents believe a different version of the logo should be used if the company HQ is O/S

For the full report, please contact AMAG on 1800 350 520.

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.