

# CONSUMER ATTITUDES TOWARDS AUSTRALIAN MADE PRODUCTS

ROY MORGAN RESEARCH 2024



In April 2024, the Australian Made Campaign partnered with Roy Morgan Research to survey Australians on their attitudes and habits towards Australian Made products.

## KEY FINDINGS:



**91%**

of Australians want to see more Australian Made products



**89%**

of Australians are more likely to buy a product if they knew it was Australian Made.



**77%**

of Australians are willing to pay more for Australian Made products.



**71%**

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



**72%**

of Australians will be looking to buy more Australian Made products in the next 12 months



**60%**

of Australians are more likely to support businesses that carry the Australian Made logo, once informed that Australian Made businesses contribute \$7 billion to the economy