

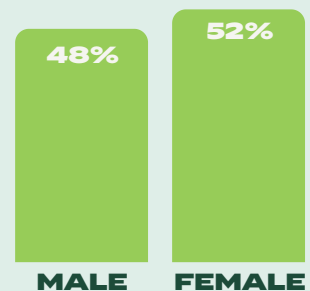
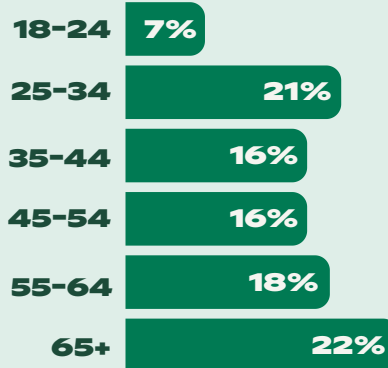
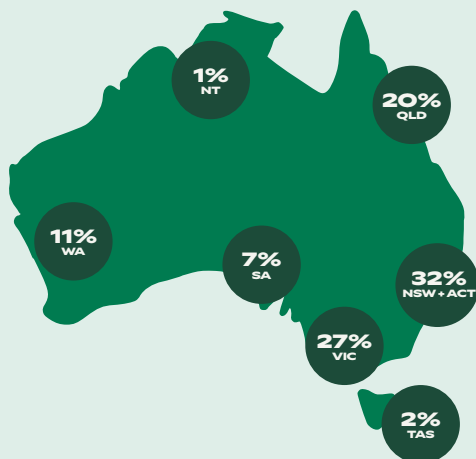


CONSUMER ATTITUDES ON BUYING AUSTRALIAN

ROY MORGAN RESEARCH

In 2026, Roy Morgan Research surveyed more than 1,000 consumers to explore their attitudes towards the Australian Made logo, and Australian Made campaigns (AMCL).

SAMPLE PROFILE



KEY FINDINGS

THERE IS NEAR **UNIVERSAL AWARENESS** OF THE AUSTRALIAN MADE LOGO AMONG AUSTRALIAN CONSUMERS



97% of consumers **recognise** the Australian Made logo



90% of consumers **trust** the Australian Made logo



85% of consumers **feel positive** about products carrying the Australian Made logo



85% of consumers **are more likely to purchase** products carrying the Australian Made logo



CONSUMER ATTITUDES ON BUYING AUSTRALIAN

CONFIDENCE IN THE AUSTRALIAN MADE LOGO

MOST AUSTRALIAN CONSUMERS **PREFER PRODUCTS** THAT CARRY THE AUSTRALIAN MADE LOGO



90% of consumers are **confident** products displaying the logo are made in Australia



85% of consumers said seeing the logo on a product leaves them **feeling more positive** towards that product



85% of consumers said they would be **more likely to choose a product** carrying the Australian Made logo than a similar alternative



80% of consumers said the Australian Made logo makes a product **stand out**



71% of consumers believe it's important for products made in Australia to **carry the Australian Made logo** over alternative symbols or wording



The Australian Made logo has a **Net Trust Rating of +82** among Australian consumers. This score is among the highest recorded by any brand across Roy Morgan surveys.

CONSUMERS WILLING TO PAY A PREMIUM



A QUARTER (25%) OF CONSUMERS ARE WILLING TO PAY UP TO 5% MORE FOR AUSTRALIAN MADE GOODS



OVER A THIRD (38%) OF CONSUMERS ARE WILLING TO PAY UP TO 10% MORE FOR AUSTRALIAN MADE GOODS



CONSUMER ATTITUDES ON BUYING AUSTRALIAN

IMPORTANCE OF BUYING AUSTRALIAN MADE



**87% OF CONSUMERS FEEL IT'S IMPORTANT TO
PURCHASE AUSTRALIAN GOODS**

**87% OF CONSUMERS WOULD PAY A PREMIUM FOR
AUSTRALIAN MADE GOODS**

TOP BENEFITS OF BUYING AUSTRALIAN MADE

- ✓ Jobs for locals and skills development
- ✓ High standards and reliable products
- ✓ Supports local economy and businesses
- ✓ Supports Australia and boosts self-sufficiency
- ✓ Money stays in Australia

More than half of Australian consumers indicated that they 'often' or 'always' actively look for Australian made products when shopping.

IMPORTANT ATTRIBUTES WHEN PURCHASING AUSTRALIAN MADE

GOOD VALUE	95%
RELIABLE	95%
HIGH QUALITY	95%
SUPPORTS LOCAL JOBS	94%
SAFE	94%
SUPPORTS AUSTRALIA	91%



CONSUMER ATTITUDES ON BUYING AUSTRALIAN

INCREASING LIKELIHOOD TO BUY



A THIRD (34%) OF CONSUMERS HAVE SWAPPED THEIR SHOP BY REPLACING AN EVERYDAY PRODUCT PURCHASE WITH AN AUSTRALIAN-MADE ALTERNATIVE

Consumers report the top economic circumstances that increase their likelihood to buy Australian made products are:



Global supply chain disruptions



Global economic uncertainty



Global political uncertainty



Australian business confidence

ATTITUDES ON BUYING AUSTRALIAN MADE

TOP DRIVERS TO BUY AUSTRALIAN MADE

- ✓ Supporting local jobs and the economy
- ✓ Better quality products
- ✓ Value for money

TOP BARRIERS TO PURCHASING

- * Higher prices
- * Lack of availability
- * Limited choice of products



CONSUMER ATTITUDES ON BUYING AUSTRALIAN

IMPACT OF THE CAMPAIGN

Over half (51%) of Australian consumers recalled seeing Australian Made's **Made Right Here** ad campaign, and over a third (37%) recalled seeing the **Australian Made Week 2026** ad campaign.



Of the consumers who recalled the **Made Right Here** campaign:



The Australian Made logo has a **Net Trust Rating of +85** - among the highest recorded by any brand across Roy Morgan surveys.



89% said they would be **more likely to choose a product** carrying the Australian Made logo than a similar alternative



88% hold **positive feelings** towards products that carry the logo



85% say the Australian Made logo **makes a product stand out**



81% of consumers believe it's important for products made in Australia to **carry the Australian Made logo** over alternative symbols or wording



61% are 'Always or often' **actively looking** for Australian made products

Since the launch of the **Made Right Here** media campaign in early 2026, there has been an increase in consumers purchasing more Australian made products. **Over a third** of Australian consumers indicated they had been **purchasing more Australian made** over the last 12 months.