

26 January 2011

Survey results – ‘Made in Australia’ labelling

Methodology

In October 2010 the Australia Institute conducted an online survey of 1294 Australians. Survey respondents were asked questions about a range of social issues, including their views on the labelling of products made in Australia.

Respondents were sourced from an independent online panel provider, and provided with a small incentive to encourage participation. To ensure that the survey was representative of the Australian population, quotas were applied by age, gender and territory, and data were post-weighted based on the profile of the adult Australian population.

Survey questions

Q1. Generally speaking, do you

- always try to buy products that are ‘Made in Australia’
- sometimes try to buy products that are ‘Made in Australia’
- buy products regardless of where they are made
- not sure/it varies a lot

Q2. If a product is labelled ‘Made in Australia’ what do you think this means?

- it was made by a company that is **mostly Australian-owned**
- it was made by a company that is **entirely Australian-owned**
- it was **produced or manufactured mostly in Australia**
- it was **produced or manufactured entirely in Australia**
- it was made **mostly from Australian ingredients/components**
- it is made **entirely from Australian ingredients/components**
- Not sure

Q3. [If always or sometimes tries to buy Australian made at Q1] Suppose you decided to buy a t-shirt, and the cheapest t-shirt you could find was \$15 and made overseas. How much extra would you be willing to spend for a similar t-shirt that was advertised as having been ‘Made in Australia’?

For media enquiries, please contact:

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Results

Table 1: “Generally speaking, do you...?”

Always try to buy products that are ‘Made in Australia’	30%
Sometimes try to buy products that are ‘Made in Australia’	44%
Buy products regardless of where they are made	19%
Not sure/it varies a lot	6%
Total	100%

Base=1,294

Table 2: “If a product is labelled ‘Made in Australia’ what do you think this means?”

It was produced or manufactured mostly in Australia	27%
It was produced or manufactured entirely in Australia	34%
It was made by a company that is mostly Australian-owned	9%
It was made by a company that is entirely Australian-owned	11%
It was made mostly from Australian ingredients/components	7%
It is made entirely from Australian ingredients/components	6%
Not sure	6%
Total	100%

Base=1,294

Table 3: “Suppose you decided to buy a t-shirt, and the cheapest t-shirt you could find was \$15 and made overseas. How much extra would you be willing to spend for a similar t-shirt that was advertised as having been ‘Made in Australia’?”*

\$0**	34%
Up to \$5	29%
More than \$5, up to \$15	14%
More than \$15	12%
Not sure	11%
Total	100%

Base=1,294

* 55% of respondents provided a dollar figure greater than \$0 in response to this question. Among these respondents the average figure nominated was \$9.77.

** Respondents who indicated at Q1 that they do not try to buy Australian made products are included in the ‘\$0’ category.

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Table 4: Proportion of people who try to buy Australian-made products by age

	18-34	35-54	55+	All
Always try to buy products that are 'Made in Australia'	15%	29%	46%	30%
Sometimes try to buy products that are 'Made in Australia'	52%	45%	36%	44%
Buy products regardless of where they are made	28%	18%	13%	19%
Not sure/it varies a lot	5%	7%	5%	6%
Total	100%	100%	100%	100%

Base=1,294

Table 5: Proportion of people who try to buy Australian-made products by household income

	< 40K	40 - 80K	>80K	All
Always try to buy products that are 'Made in Australia'	35%	29%	29%	30%
Sometimes try to buy products that are 'Made in Australia'	42%	47%	42%	44%
Buy products regardless of where they are made	15%	20%	22%	19%
Not sure/it varies a lot	8%	4%	6%	6%
Total	100%	100%	100%	100%

Base=1,294