

Buy Kiwi Made Media Campaign End-Campaign Research Findings – Consumers

Methodology

In June 2007, prior to the commencement of the Buy Kiwi Made media campaign, Research International NZ Ltd conducted 614 telephone interviews with a range of consumers, with the aim of discovering consumers' opinions and behaviour in relation to buying New Zealand made goods. A sample of consumers from across regions, age, and gender was used, to enable the capture of comparative data between groups. A booster sample of 100 Maori respondents was included. The margin of error was +/- 4%.

The survey findings provided a benchmark against which the media campaign was measured in December 2007 using 656 interviews conducted over the preceding three months and giving the same margin of error. These findings are reported as 'early-campaign' results.

Results were again collated for the period April-June 2008 using 663 interviews and reported as 'mid-campaign' results.

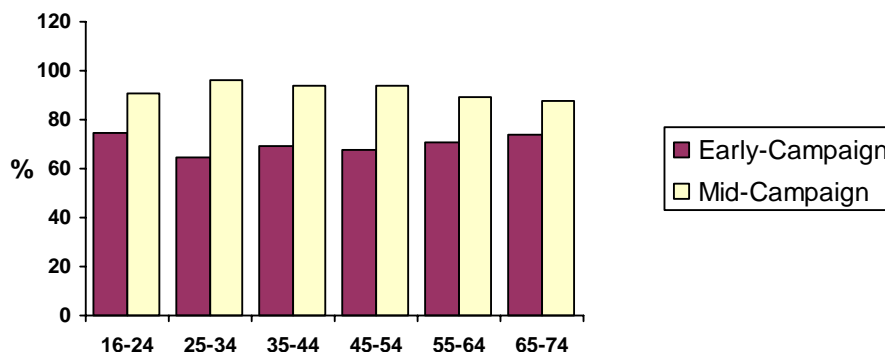
At the close of the media campaign, in late February- early March 2009 a further 600 consumers were interviewed to provide a final comparison, however not all questions were asked, particularly those concerning recall of specific advertisements. A new question was added regarding the stated influence of the Buy Kiwi Made Media Campaign on purchasing behaviour.

Awareness

When prompted, consumers aware of the media campaign increased from 27% at the pre-campaign measure to 40% at the early-campaign point, 49% at the mid-campaign measure and finally to 61% at the end of the campaign (an increase of 126%).

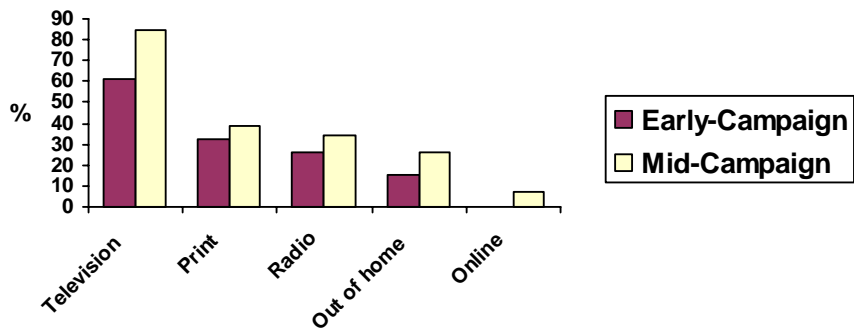
When prompted in the early-campaign research, 70% of consumers recalled at least one advertisement for Buy Kiwi Made with strong recall amongst all age groups and media types. This increased to 93% at the mid-campaign point:

**Consumer prompted recall of Buy Kiwi Made media
campaign advertising by age**

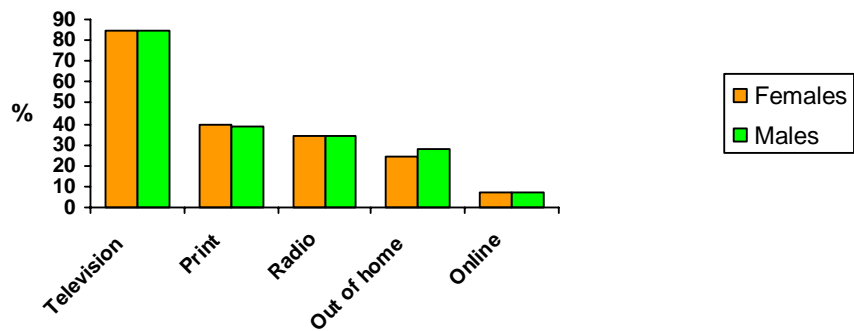


The highest recall of any type of advertising was television which by the mid-point 85% of consumers could recall, followed by print, radio and online advertising, which commenced in March 2008. There was little difference in gender in terms of recall, however there were some differences across age groups.

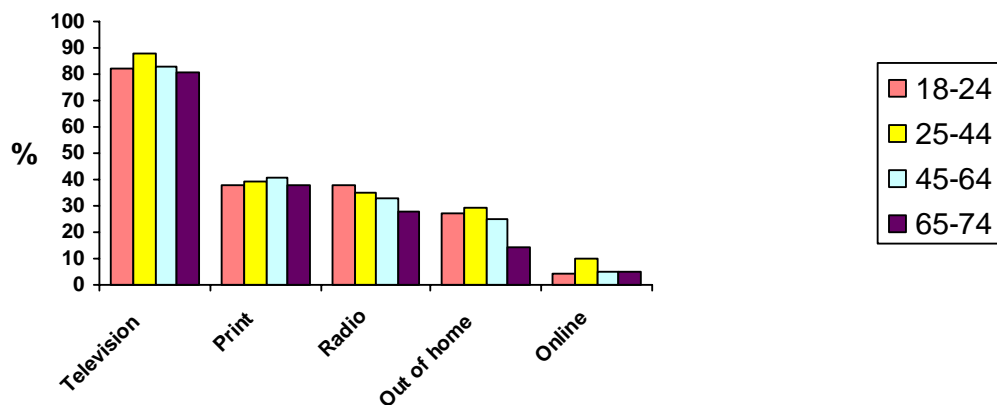
Consumer prompted recall of Buy Kiwi Made media campaign advertising by media



Consumer prompted mid-campaign recall of Buy Kiwi Made media campaign advertising by media and gender



Consumer prompted mid-campaign recall of Buy Kiwi Made media campaign advertising by media and age



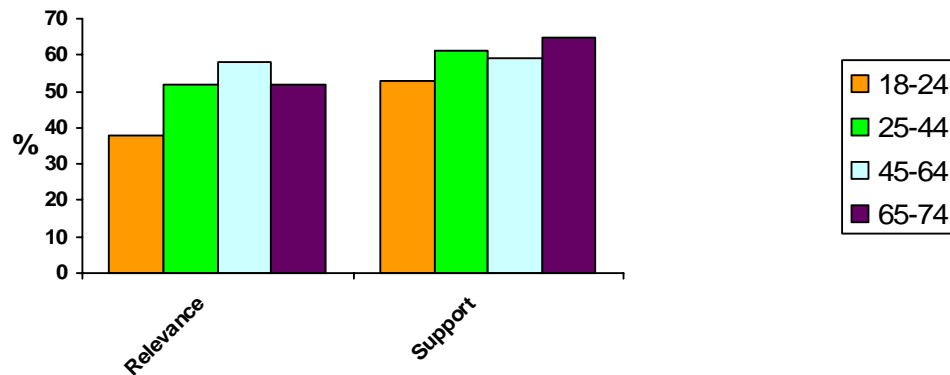
Relevance

Consumers who thought the campaign was 'very' or 'somewhat' relevant to them increased from 42% at the pre-campaign measure, 47% at the early-campaign point, 50% at the mid-campaign measure and 51% at the end of the campaign. The lowest levels of relevance were in the 16-24 year old age group with 38% and the highest with those aged 45-64 at 58%.

Support

Consumers who were 'very' or 'somewhat' supportive of the campaign increased from 52% at the pre-campaign measure, 57% at the early-campaign point and 58% at the mid-campaign measure and 59% at the end of the campaign. Support was highest with 64% of females and amongst those aged 65-74 at 65%.

**Consumers mid-campaign who view the Buy Kiwi
Made media campaign as 'very or somewhat' relevant
and those 'very or somewhat' supportive by age**



Labelling

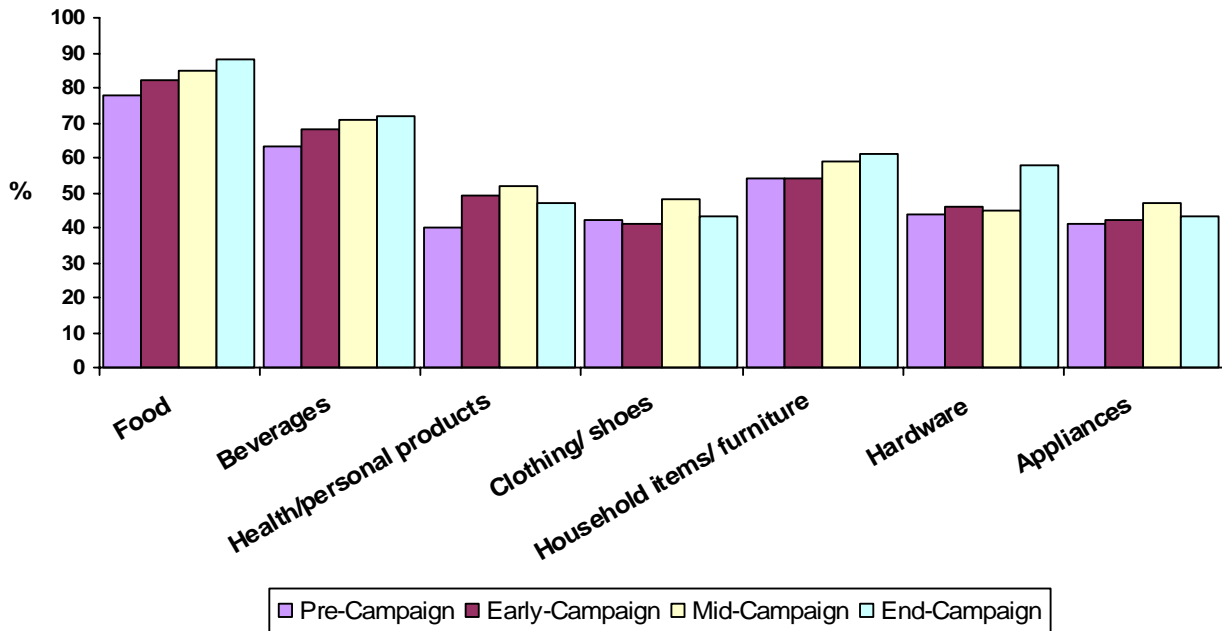
Consumers thought it was difficult or very difficult to identify if something was made in New Zealand with little decline in difficulty from the pre-campaign measure of 31% to 29% at the end of the campaign. The number of consumers who found it easy or very easy to identify NZ made goods increased from 35% at the pre-campaign measure to 40% at the end of the campaign.

When prompted, there was an increase in consumer awareness of the Buy New Zealand Made Campaign Ltd's 'kiwi in a triangle logo', referring to New Zealand made goods, from the pre-campaign measure of 80% to 87% at the end of the Buy Kiwi Made media campaign.

Preference for shopping Kiwi made

Consumers had a strong preference for New Zealand made food and beverages, regardless of price and other considerations. By the end of the campaign there was an overall increase in preference for New Zealand made goods in all categories.

Consumer preference for buying New Zealand made goods regardless of other considerations by category



There was little evidence of a preference against NZ made goods. The highest rating of 'do not prefer NZ made goods' at the end of the campaign was 8% of consumers that did not prefer NZ made clothing (including shoes), and appliances. Just 1% of consumers said they did not prefer NZ made food or beverages, 2% did not prefer NZ made household items and 3% did not prefer NZ made hardware.

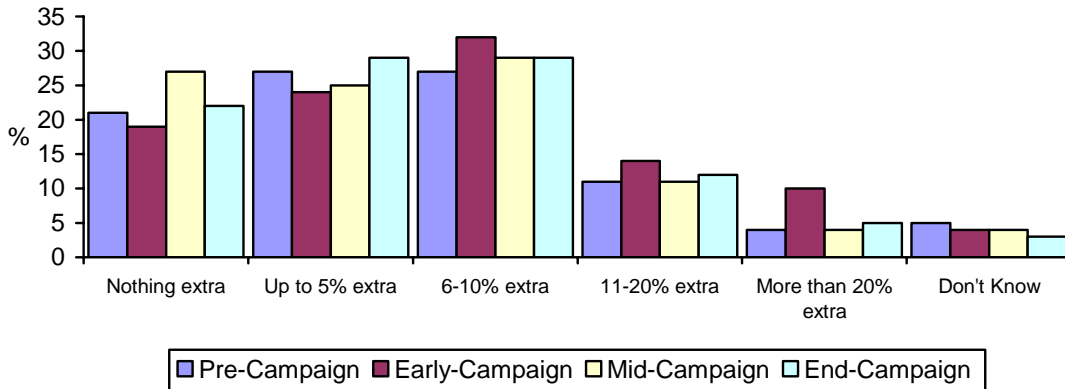
Across all purchasing decisions, where price and quality are the same as imported goods, nine out of ten consumers say they would choose the New Zealand made product (88% at the pre-campaign measure and 94% at the end of the campaign).

Price

More than three quarters of all consumers were willing to pay a little extra for a New Zealand made product of equal quality.

During the March-June 2008 quarter, there was a significant increase in the number of consumers who would not pay anything extra, most likely reflecting an increase in overall consumer costs during that period, and this had dropped back by the end of the campaign.

Extra amount consumers are willing to pay for a product made in New Zealand



Consideration

Consumers who 'always' or 'often' considered whether a product was New Zealand made when making a purchase increased from 35% at the pre-campaign measure to 46% at the end of the campaign. This is a 31 percent increase or around 1.5 million shoppers who always or often think Kiwi made: 360,000 more than before the media campaign began.¹

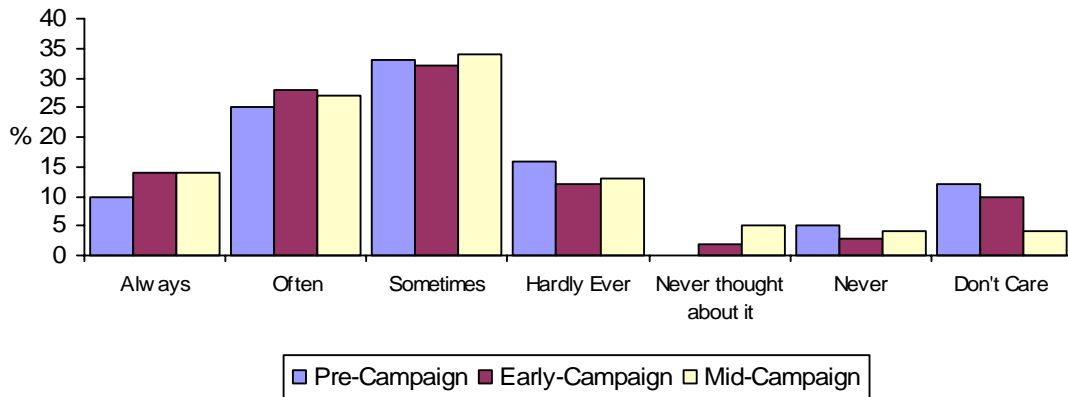
At the same time, there has been a 65 percent decrease in the number of consumers who never think about it or don't care with only 6% of the population in this category.

¹ 35% of 3,098,760 * = 1,084,566
 46% of 3,143,650** = 1,446,079
 The difference is 361,523

*The 30 June 2007 population aged 15-74 years was 3,098,760 according to Statistics NZ population estimates <http://www.stats.govt.nz/products-and-services/info-releases/nat-pop-est-info-releases.htm>

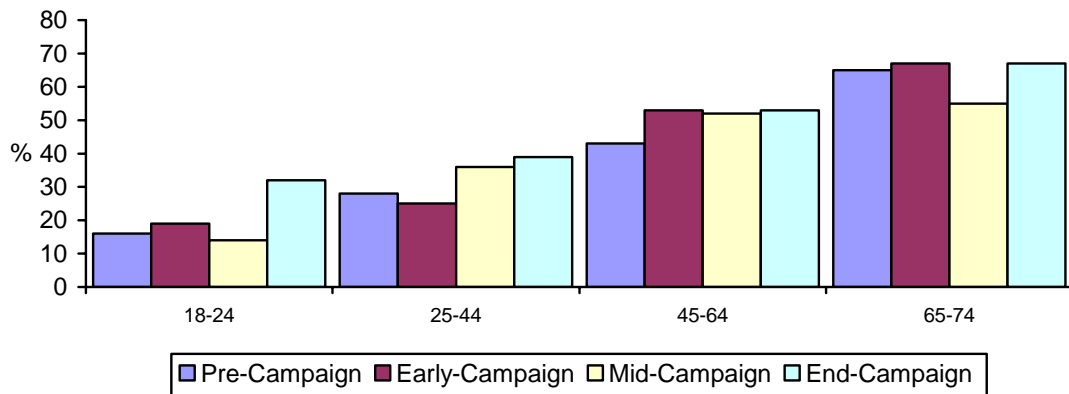
**The 30 December 2008 population aged 15-74 years was 3,154,310 according to Statistics NZ population estimates <http://www.stats.govt.nz/products-and-services/info-releases/nat-pop-est-info-releases.htm>

"How often do you typically consider whether a product is made in New Zealand?"



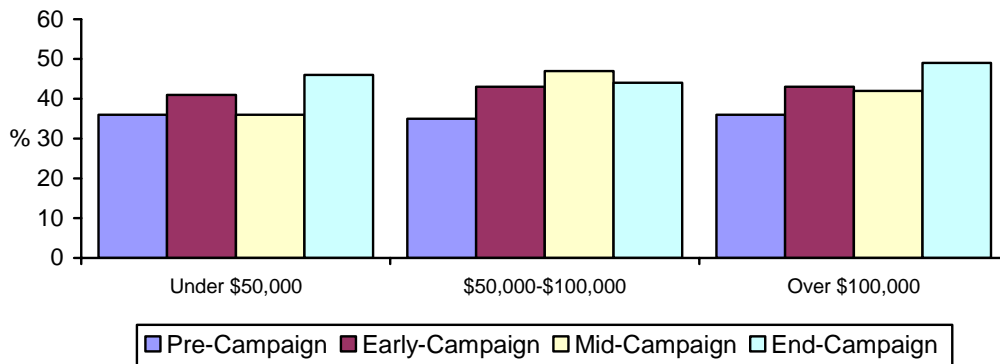
Consideration levels increased with age:

Percentage of consumers who 'always' or 'often' considered whether a product was made in New Zealand by age



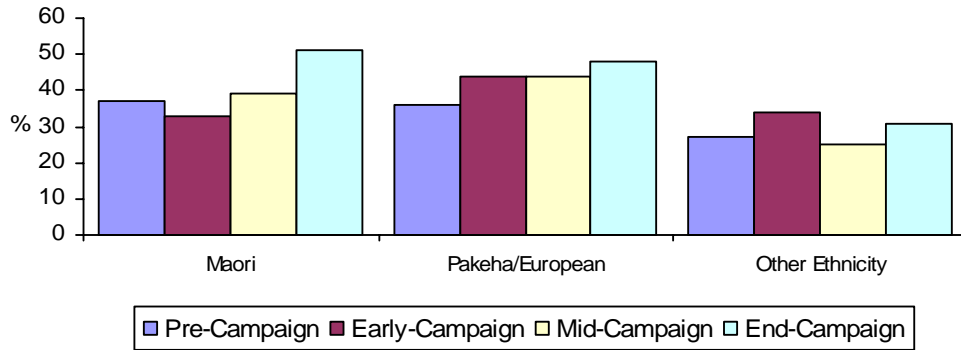
Income levels made a small difference to likelihood of consideration.

Percentage of consumers who 'always' or 'often' considered whether a product was made in New Zealand by household income



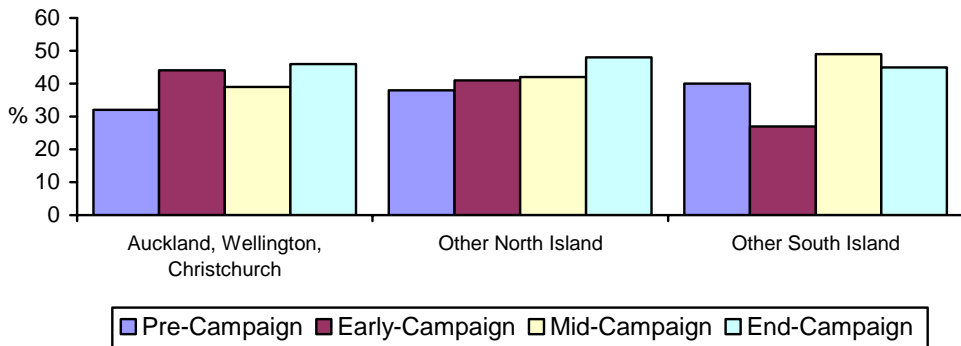
Maori and Pakeha/European had similar rates of consideration and consumers of other ethnicities had the lowest levels of consideration:

Percentage of consumers who 'always' or 'often' considered whether a product was made in New Zealand by ethnicity



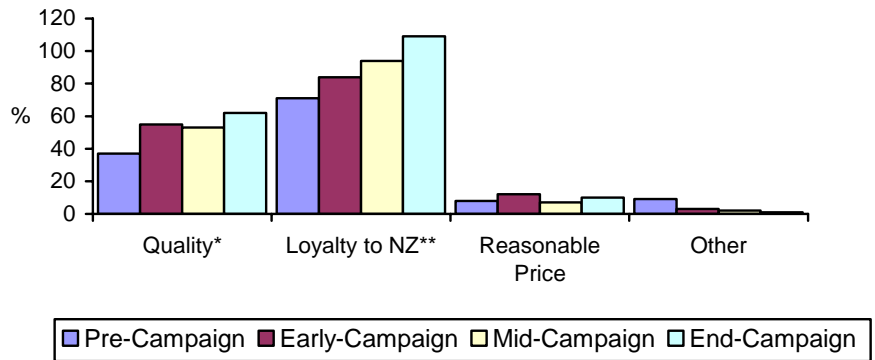
By the end of the campaign, location made little difference to the number of consumers who 'always' or 'often' considered whether a product was New Zealand made:

Percentage of consumers who 'always' or 'often' considered whether a product was made in New Zealand by location



Consumers who tended to consider buying New Zealand made when making purchases increased their sense of loyalty to New Zealand as well as their perception of the quality of New Zealand made goods during the campaign:

"What are the main reasons you tend to consider whether a product is made in New Zealand when buying?" (total mentioned)



*Includes the following: 'NZ made products are good quality', 'NZ products are well made'.
 **Includes the following: 'to support local industry/NZ companies', 'to support NZ', 'to keep New Zealanders working', 'to help the local economy', 'keep money in NZ', 'knowledge it comes from NZ', and 'loyalty and patriotism'.

Influence of Buy Kiwi Made media campaign on purchasing decisions

Just over a quarter of consumers (27%) said they purchased more New Zealand made goods in the past 18 months since the media campaign began.

Almost a third of those aged 18-24 (30%) said they purchased more NZ made goods than before, whereas only 18% of those aged 65-74 said they did so.

The largest increase was reported by those people living in the South Island, other than in Christchurch (35%).

Of those who said they purchased more New Zealand made goods than before, almost half (46%) said they had been influenced by the media campaign.