

**MEDIA RELEASE**

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**For immediate release**

## **Call us loyal, Kiwis prefer New Zealand made**

Kiwis are loyal when it comes to parting with their cash, with nearly two-thirds of us trying to buy New Zealand made, the latest Research New Zealand polling shows.

The poll found that 59 percent of New Zealanders said they made a point of buying New Zealand-made goods and an additional 13 percent said it depended on what the goods were. One in four (28 percent) said they didn't make a point of buying New Zealand made.

Research New Zealand Director Emanuel Kalafatelis said the poll showed that despite increased globalisation many New Zealanders still felt a loyalty towards locally made.

"For the majority of Kiwis, New Zealand-made is still a significant factor in their decision making," Mr Kalafatelis said.

Respondents were asked: *'Recently, New Zealanders have been encouraged to buy New Zealand-made goods. Do you make a point of buying New Zealand-made goods?'*

Few differences were apparent when these result were examined by sub-groups of survey respondents based on their demographic characteristics. There was, however, a difference based on where people lived, with those in provincial and rural areas of the country stating they were more likely to try to buy New Zealand-made.

The Research New Zealand poll of 529 people aged 15 and over was conducted by telephone between the 2 and 11 September. The maximum margin of error is +/- 4.6 % (at the 95% confidence level). The data has been weighted to ensure it is an accurate representation of New Zealand's general population. The poll was not taken on behalf of any organisation but as part of Research New Zealand's monthly survey of attitudes and opinions.

**Recently New Zealanders have been encouraged to buy New Zealand-made goods. Do you make a point of buying New Zealand-made goods?**

	Total	Major urban city	Other
Base =	529	277	252
	%	%	%
Yes, I make a point of buying NZ made goods	59	55	64
No, I do not make a point of buying NZ made goods	28	31	23
Depends on what product I am buying	13	13	12
Don't know	0	0	0

Total may not sum to 100% due to rounding.

**Research New Zealand is an independent, New Zealand-owned research organisation undertaking social and business research.**

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