



Brand Health Survey Food and Beverage 2016

A summary report of a survey
conducted by Brand Tasmania in 2016

Brand Health Survey – Food and Beverage

To maintain awareness of people's perceptions and the health of the State's brand, annual online surveys are conducted by Brand Tasmania. The second annual Brand Health Survey in late 2016 confirmed that the State's brand was in good shape. The survey team received 1,528 responses (731 a year earlier) from people in every Australian State and Territory and from 21 other countries.

An additional survey to measure perception and descriptors and buyer intent for Tasmania's food and beverages was run from late April to July. A total of 521 responses were received.

Survey Results

These are the ratings out of 10 for perceptions of quality and value

PRODUCT	QUALITY PERCEPTION	VALUE PERCEPTION
▶ <i>Wine</i>	8.7	7.7
▶ <i>Beer</i>	8.1	7.7
▶ <i>Cider</i>	8.1	7.5
▶ <i>Whisky</i>	8.6	7.4
▶ <i>Food</i>	9.0	8.1

Responses were received from people in every Australian State and Territory and in eight other Countries.

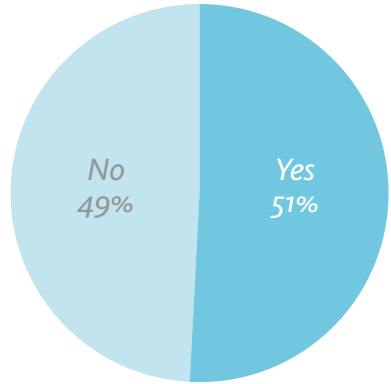
A total of 231 respondents included optional comments offering insights into the way Tasmanian produce is perceived by Tasmanians and others.

It is evident that while consumers often rate Tasmanian products as being of high quality and fresh, price and availability are recurring concerns. Other comments focused on labelling and being able to easily identify Tasmanian-made produce at places of purchase.

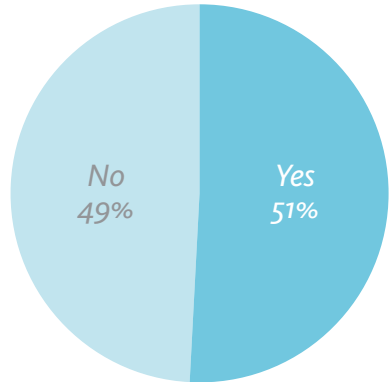
Survey Results

These are the results of the consumer's preferences for intention to purchase

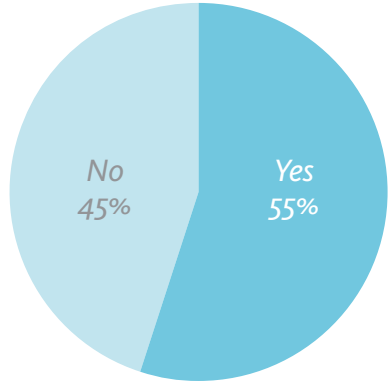
Preference to buy
Tasmanian wine



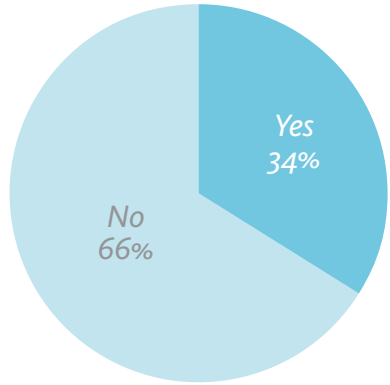
Preference to buy
Tasmanian beer



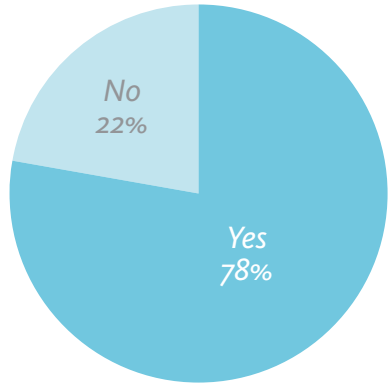
Preference to buy
Tasmanian cider



Preference to buy
Tasmanian whisky



Preference to buy
Tasmanian food



Survey Results

These are the reasons and barriers to purchase

REASONS FOR BUYING	BARRIER FOR BUYING
<p>▶ Wine</p> <p>Quality – 63.50%</p> <p>Support local producers – 25.48%</p>	<p>Price – 35.89%</p> <p>Limited range on retail shelf – 25.00%</p>
<p>▶ Beer</p> <p>Quality – 58.50%</p> <p>Support local producers – 21.34%</p>	<p>Don't drink beer – 27.92%</p> <p>Limited range on retail shelf – 24.58%</p> <p>Other – 13.33%</p>
<p>▶ Cider</p> <p>Quality – 52.26%</p> <p>Support local producers – 23.31%</p>	<p>Don't drink cider – 55.30%</p> <p>Limited range on retail shelf – 17.51%</p> <p>Price – 7.37%</p>
<p>▶ Whisky</p> <p>Quality – 53.12%</p> <p>Support local producers – 14.37%</p>	<p>Don't drink whisky – 40.66%</p> <p>Price – 33.77%</p> <p>Limited range on retail shelf – 9.84%</p>
<p>▶ Food</p> <p>Quality – 37.93%</p> <p>Support local producers – 31.53%</p>	<p>Availability – 66.09%</p> <p>Price – 15.65%</p>

Survey Results

The tables below report on where the responses came from

COUNTRIES	TOTAL	%
Germany	1	0.19%
Vietnam	1	0.19%
USA	1	0.19%
Thailand	1	0.19%
Singapore	6	1.16%
Japan	4	0.77%
Italy	1	0.19%
Hong Kong (SAR)	1	0.19%
Australia	503	96.92%

Survey Results

STATE	TOTAL	%
Tasmania	244	50.62%
New South Wales	79	16.39%
Victoria	104	21.58%
Queensland	38	7.88%
ACT	6	1.24%
Western Australia	4	0.83%
South Australia	7	1.45%

Survey Results

The tables below summarise the top 10 descriptors for food and beverages

Food

TIMES MENTIONED	FOOD DESCRIPTOR
287	fresh
118	quality
81	clean
76	tasty
64	delicious
50	local
37	natural
29	pure
28	flavoursome
24	wholesome

Beverage

TIMES MENTIONED	BEVERAGE DESCRIPTOR
132	quality
89	fresh
71	unique
68	crisp
67	clean
53	pure
49	tasty
47	boutique
30	expensive
22	refreshing

The Brand Tasmania Council Inc

The independent Brand Tasmania Council Inc was established by Tasmanian exporters to formulate and promote place-of-origin branding for the State.

The council's members include leaders of the private sector and representatives of relevant Government agencies.

Through the Executive Director, the council engages proactively with relevant Government business units and is responsive to a range of other key organisations involved in marketing Tasmania, including:

- Industry peak bodies;
- Local government councils;
- Other State government departments;
- Organisers of major events; and
- Significant businesses.

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