

## IRRADIATION POLL April 2015

- CLIENT:** TomatoesNZ
- POLL DATES:** Mon 6 to Tue 21 April 2015. The median response was collected on Tue 14 April 2015.
- TARGET POPULATION:** New Zealand adults.
- SAMPLE POPULATION:** New Zealand adults who are contactable on a landline.
- SAMPLE SIZE:** 1,000 respondents agreed to participate.
- SAMPLE SELECTION:** A random selection of 15,000 nationwide phone numbers.
- WEIGHTING:** The results are weighted to reflect the overall adult population in terms of gender, age, and area.
- SAMPLE ERROR:** Based on this sample of 1,000 respondents, the maximum sampling error (for a result of 50%) is +/- 3.2%, at the 95% confidence level.
- CODE COMPLIANCE:** This poll was conducted in accordance with the New Zealand Political Polling Code, the Research Association New Zealand Code of Practice and the International Chamber of Commerce/European Society for Opinion and Market Research Code on Market and Social Research.



We have some questions on irradiated food. Some foodstuffs are irradiated to help preserve the food and eradicate bacteria and pests. This involves exposing the food to ionising radiation from x-rays or gamma rays. The rays pass through the food like microwaves in a microwave oven, but the food does not heat up to any significant extent.

Would you like fruit and vegetables that you buy that have been treated with irradiation to be clearly labelled as irradiated?

Label irradiated fruit & veges

	Count	Col %
Label irradiated fruit & veges Yes	853	85%
No	92	9%
Unsure/refuse	59	6%
Total	1004	100%

85% of respondents want fruit and vegetables that have been irradiated to be clearly labelled as such.

Label irradiated fruit & veges BY Gender

	Gender	
	Female	Male
	Col %	Col %
Label irradiated fruit & veges Yes	88%	81%
No	6%	13%
Unsure/refuse	6%	5%
Total	100%	100%

88% of women and 81% of men want fruit and vegetables that have been irradiated to be clearly labelled as such.

**Label irradiated fruit & veges BY Age Group**

		Age Group			
		18-30	31-45	46-60	61+
		Col %	Col %	Col %	Col %
Label irradiated fruit & veges	Yes	85%	83%	88%	83%
	No	11%	10%	7%	10%
	Unsure/refuse	4%	8%	5%	7%
	Total	100%	100%	100%	100%

No major differences by age.

**Label irradiated fruit & veges BY Urban Type**

		Urban Type		
		Cities	Towns	Rural
		Col %	Col %	Col %
Label irradiated fruit & veges	Yes	84%	89%	86%
	No	10%	6%	8%
	Unsure/refuse	6%	5%	6%
	Total	100%	100%	100%

Little difference by area also..

**If a dish you order in a restaurant, café or takeaways includes fruit or vegetables that has been irradiated, would you like to know that the dish includes irradiated food?**

**Know if dish includes irradiated food**

		Count	Col %
Know if dish includes irradiated food	Yes	782	78%
	No	155	15%
	Unsure/refuse	64	6%
	Total	1002	100%

78% of respondents wish to know if a dish they order includes irradiated food.

**Know if dish includes irradiated food BY Gender**

		Gender	
		Female	Male
		Col %	Col %
Know if dish includes irradiated food	Yes	82%	74%
	No	12%	20%
	Unsure/refuse	7%	6%
	Total	100%	100%

82% of women and 74% of men wish to know if a dish they order includes irradiated food.

**Know if dish includes irradiated food BY Age Group**

		Age Group			
		18-30	31-45	46-60	61+
		Col %	Col %	Col %	Col %
Know if dish includes irradiated food	Yes	76%	78%	82%	75%
	No	20%	14%	14%	16%
	Unsure/refuse	4%	8%	4%	9%
	Total	100%	100%	100%	100%

**Know if dish includes irradiated food BY Urban Type**

		Urban Type		
		Cities	Towns	Rural
		Col %	Col %	Col %
Know if dish includes irradiated food	Yes	78%	78%	79%
	No	16%	16%	13%
	Unsure/refuse	6%	6%	8%
	Total	100%	100%	100%

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