



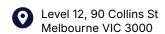
Methodology Statement

International Fresh Produce Association Australia and New Zealand – Consumer Attitudes to Sustainability - October 2025

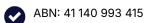
This research complies with the Australian Polling Council Quality Mark standards (see www.australianpollingcouncil.org/standards)

Item	Response
Research company	89 Degrees East
Client commissioned research	IFPA Australia & New Zealand
End client	IFPA Australia & New Zealand
Fieldwork dates	Australia: 7th- 8th, October 2025 New Zealand: 7th-9th October 2025
Mode of data collection	Online, via a self-administered micro-survey platform (mobile app).
Target population	Australians aged 18+
	New Zealanders aged 18+
Sample size	Australia; n=500
	New Zealand; n=495
Is voting intention published?	No

Item	Response
Effective sample size after weighting applied	As above - no weighting
Margin of error associated with the effective sample size	+/- 4% (based on unweighted sample size)
	No weighting - hard target quotas based on
Variables used in weighting	Age and gender sourced from the Australian Bureau of Statistics 2021 Census (Australia) and Stats NZ 2023 Census.
Weighting method used	No weighting - hard target quotas as above.
Full question text, responses categories and randomisation	See below.







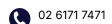


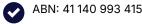


Proportion of landline/mobile completed interviews	N/A
Source of online sample	From a commercial opt-in panel
Positioning of voting intention questions in the questionnaire?	N/A – not asked
How were undecided voters handled?	N/A
2PP calculation method	N/A

Full Text of Published Questions

- 1. Please read the below carefully and select all that apply to you: MR
- I am more concerned about contamination or damage without packaging than I am about the environmental impact of packaging.
- I would choose packaging that keeps food fresher for longer; even if it is less sustainable.
- I believe that food safety is more important to me than sustainability when it comes to packaging.
- I find sustainability claims on packaging (e.g. compostable; recyclable) confusing.
- I believe that packaging is one of the biggest sustainability issues for fresh produce.
- I expect sustainable packaging to be standard; not a special feature.
- I sometimes feel guilty about buying produce that comes with a lot of packaging.
- None of these
- 2. Which of the following elements suggest to you that the fresh produce you buy is sustainable? Please select all that apply. MR
- It is grown locally within [COUNTRY]
- It has no packaging
- It has compostable packaging
- It has recyclable packaging
- It is grown with no or low pesticide use
- It is grown using low water use
- It is certified organic
- It is labelled carbon neutral/low carbon
- **3.** What would make it easier for you to identify sustainable produce when shopping? Please select all that apply.. MR
- It is grown locally within [COUNTRY]
- It has no packaging
- It has compostable packaging
- It has recyclable packaging
- It is grown with no or low pesticide use
- It is grown using low water use
- It is certified organic









- It is labelled carbon neutral/low carbon
- Other
- None of these



