



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)
Variables used in weighting	No weighting - hard target quotas based on 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

- 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
- 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
- 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