

LATEST DATA SHOWS THREE QUARTERS OF NEW ZEALANDERS KNOW NOTHING ABOUT THE GENE TECHNOLOGY BILL

May data from The Curiosity Company shows that:

- **47% of New Zealanders have not heard of the Gene Technology Bill**
- **27% have heard of it but know nothing about it**
- 23% have heard of it and know a bit about it; and just
- 3% have heard & consider they have a good/expert level of knowledge

Despite this, levels of acceptance are high. When asked whether we should enable the safe use of genetic modification and gene editing technologies in New Zealand, half of New Zealanders said yes:

- **49% Yes**
- 23% No
- 27% Don't know

Willingness to consume data shows genetically engineered fruit and vegetables have a higher level of acceptance than dairy products, meat, eggs and fish. Consuming products from animals that have been fed genetically engineered food is also preferable to the animals being genetically engineered themselves.

There are gender differences in the data. Male respondents are significantly more likely to say yes to genetically engineered foods across the groups. Men are also less concerned about the difference between products from animals that have been fed genetically engineered food and products from animals that have been genetically engineered themselves.

Data comes from a nationally representative sample of 380 New Zealanders and is considered statistically robust.

The Curiosity Company (borne from Truwind | Research First) provides a team of award-winning researchers to tackle your insight needs. For more information contact Liz Morley: liz@curiositycompany.co.nz

Would you eat genetically modified or gene edited products in the following food groups?

