FOOD STANDARDS Australia • New Zealand
Te Mana Kounga Kai – Ahitereiria me Aotearoa

2024 CONSUMER INSIGHTS

Food Standards Australia New Zealand

ABOUT FSANZ

Our vision

World-leading standards, safe food for life

Our strategic outcomes

- An independent and trusted leader
- Deeply engaged with stakeholders
- Stewardship of bi-national food standards in a robust and agile food regulation system

Our mission

We develop world-leading food standards for Australia and New Zealand that enable a wide variety of safe foods to be available to consumers. We achieve this by applying the talent of our highly skilled subject matter experts in collaboration with stakeholders to make informed decisions on food safety, public health and science that ensure consumers can trust the foods they choose.

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METHODOLOGY

Annual online survey of approx. 1,200 Australians and 800 New Zealanders aged 18+ years.

Data collected in April 2024, following inaugural 2023 survey. Provides initial insights into trends over time.

The sample was nationally representative by age, gender, and location with proportionate representation of Aboriginal and Torres Strait Islanders and Māori.

The survey had 42 questions and took approximately 13 minutes to complete.

The sample was sourced using PureProfile's Australian and New Zealand consumer panels.

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EXECUTIVE SUMMARY

The Consumer Insights Tracker (CIT) is a nationally representative and rigorous measure of everyday consumers' attitudes, understanding, and trust in food labelling and the food regulation system in Australia and New Zealand.

The findings from the 2024 survey of 1,231 Australians and 884 New Zealanders relate to:

- Trust and confidence in the food system
- Trust, use and understanding of food labelling
- Health and dietary factors affecting food choices
- Food safety knowledge and behaviours
- New and emerging foods and food technologies

All findings in this report are statistically significant ($p < .05$). For further details, please see the technical report.

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KEY FINDINGS

69% of consumers have confidence in the safety of the food supply in Australia and New Zealand

- Overall confidence in the safety of the food supply remained steady since 2023.
- However New Zealand confidence has declined since 2023, to be significantly lower compared to Australian confidence.
- Trust in food retailers declined since 2023, making them the least trusted group in the food system. Farmers and producers were the most trusted.
- Trust in public food authorities also declined since 2023.
- However trust in FSANZ remained high and steady (81% of those who know about FSANZ trust FSANZ).

KEY FINDINGS

66% of consumers trust FSANZ regulated food labelling

- New Zealanders trusted food labelling significantly less then Australians in 2024, due to an increase in Australian's trust levels since 2023.

- Increasing trust was driven by a small increase in trust levels for used-by and best before dates, which were the most trusted and most important labelling elements for consumers. The least trusted were nutrition content claims.

- 71% of consumers felt confident in their ability to use food labelling.

- The Health Star Rating was more likely to be seen as important by those with less confidence in their ability to use food labelling, while the Nutrition Information Panel and Ingredients list were more likely to seen as important by those who were confident, suggesting that the HSR is a more accessible form of nutrition labelling.

- Over half of participants may not understand that the Health Star Rating should not be used to compare different kinds of foods.

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KEY FINDINGS

The majority of consumers put effort into maintaining a healthy diet, with nutrition being one of the most valued food attributes.

- Nearly three-quarters of consumers (70%) reported putting effort into maintaining a healthy diet.
- Nutrition was the top food value (selected by 74%), excluding taste and price. This was followed by naturalness/level of processing (47%) and convenience (43%).
- Only 37% reported that weight management was a factor affecting their food choices.
- Cost of living was the number one factor affecting peoples food choices, with 63% reporting it as currently affecting them.

KEY FINDINGS

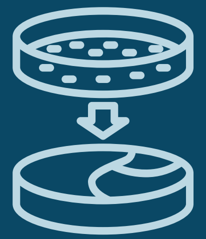
While foodborne illness was consumers' key food safety concern, many inconsistently practice key food safety behaviours.

- Foodborne illness was the top food safety issue (chosen by 54%).
- However, less than half of consumers always perform certain food safety behaviours when preparing food at home. Washing hands and keeping cutting boards/knifes used for raw meats separate were the most common, with 43% and 41% reporting always performing these respectively.
- Consumers perceived raw meats and seafood to be the most risky foods. However, only a minority perceive eggs to be high risk, despite being one of the most common sources of foodborne illness.
- Approximately half of consumers would like more information about how to store and prepare food safely, with product labels being the preferred information source.
- 37% of consumers remembered a food recall occurring in the last 12 months.

KEY FINDINGS

71% of consumers report consuming at least one type of sports food in a typical week, with 20% consuming one or more per day.

- The most commonly consumed products were protein bars/cookies and electrolyte drinks/powders (both consumed by 49%).
- Protein powders are most likely to be eaten daily, while electrolytes, protein bars/cookies and energy bars are more commonly consumed less than once per week.
- The reasons for consuming sports food were highly variable.



Confidence in cell-cultured/cultivated meat and dairy has slightly increased

- While over half of consumers remain unconfident in the safety of cell-cultured/cultivated meat (57%) and dairy (59%), the average level of confidence in these products increased between 2023 and 2024.
- Consumer awareness of cell-cultured/cultivated meat and dairy remained steady since 2023, with 66% and 48% of consumer aware of each respectively.
- 22% of consumers said they would include cell-cultured/cultivated dairy in their diet.

FULL REPORT FINDINGS

TRUST AND CONFIDENCE IN THE FOOD SYSTEM

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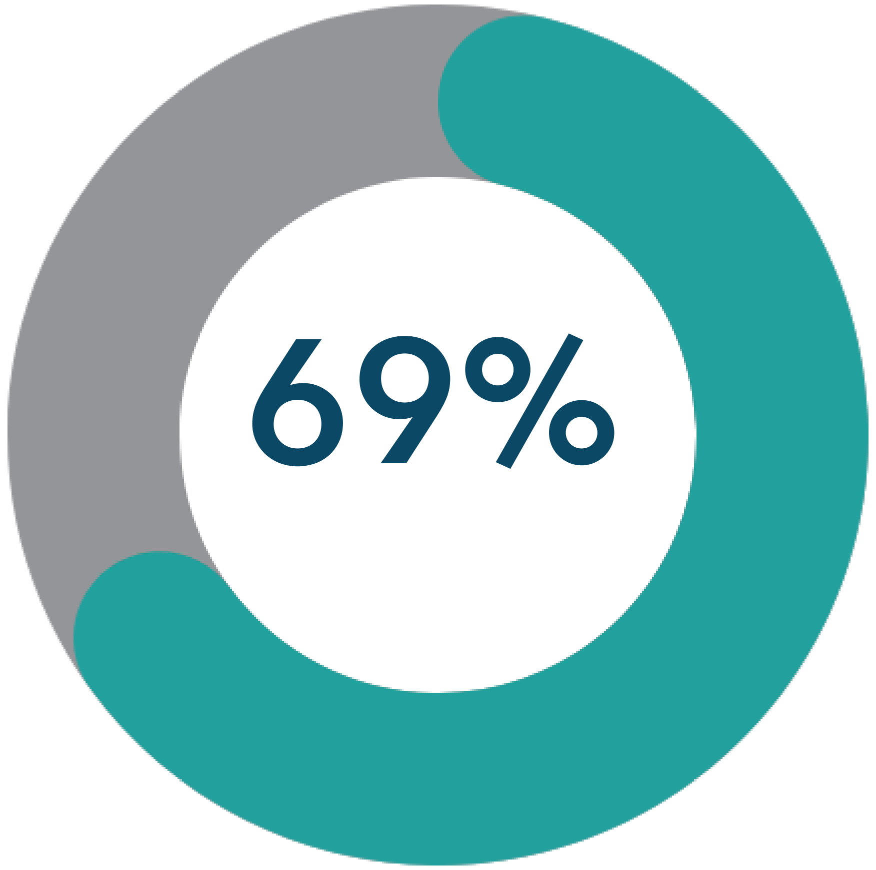
The majority of consumers remain confident in the safety of the food supply

Overall there was no significant difference in the mean level of confidence between 2023 and 2024 (mean 5.02 out of 7 compared to 4.94).



of consumers were confident in the safety of the food supply.

AUS
Mean
confidence

2023: 5.03
2024: 5.02

NZ
Mean
confidence

2023: 5.00
2024: 4.86

New Zealanders' confidence in the food supply declined to be significantly less than Australians' in 2024.

Trust in all food system actors (manufacturers/processors, retailers, food scientists, farmers/producers and government/public food authorities significantly predicted confidence in the food supply.

Confidence was also significantly higher in those who had a medical factor affecting their food choices, or who were male, younger, tertiary educated, or born in an English speaking country other than AU or NZ.

Q: "How confident are you that all food (including drinks) sold in Australian/New Zealand shops and supermarkets is safe to eat." Responses were on a seven-point scale, where 1 = "Not at all confident" and 7 = "Completely confident"
Confident = score of 5, 6, 7 on the seven -point scale
Base: All respondents (n = 1,231 Australia, n = 884 New Zealand)

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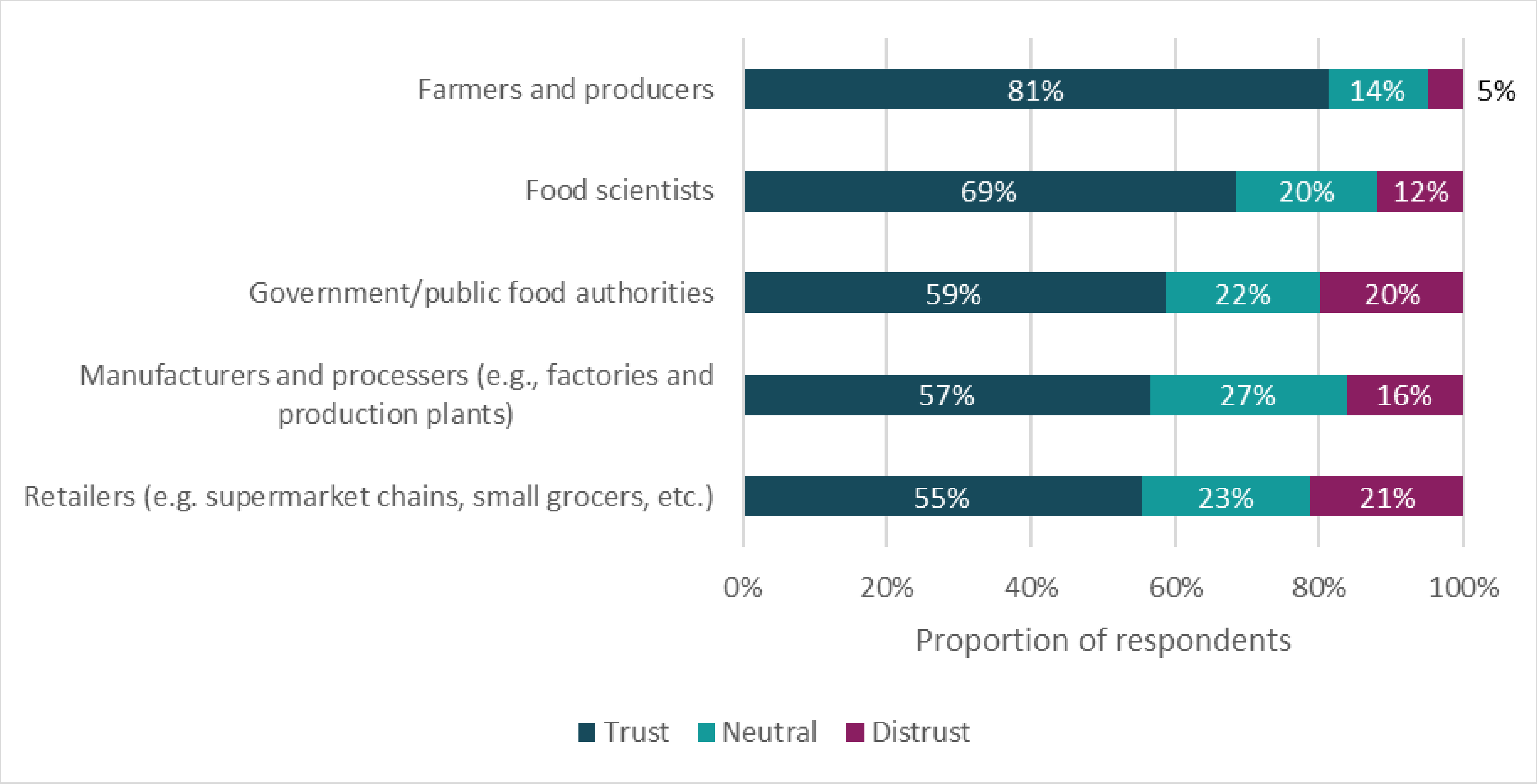
Declining trust in food retailers and public food authorities

Trust in food retailers fell from a mean of 4.75 out of 7 in 2023 to 4.53 in 2024.

Trust in government/public food authorities fell from a mean of 4.75 out of 7 in 2023 to 4.63 in 2024.



Famers and producers remained the most trusted food system actor in 2024.

Australians had a significantly higher level of trust in farmers and producers than New Zealanders.

Q: How much do you trust the following people or groups to do their part to ensure that all food (including drinks) sold in Australia/New Zealand shops and supermarkets is safe to eat? (Proportion of respondents who rated their trust above 4 on a scale from 1 = "Not at all" to 7 = "Completely")

Trust = score of 5, 6, 7 on the seven-point scale; Distrust = score of 1, 2, 3 ; Neutral = score of 4

Base: All respondents (n = 1,231 Australia, n = 884 New Zealand)

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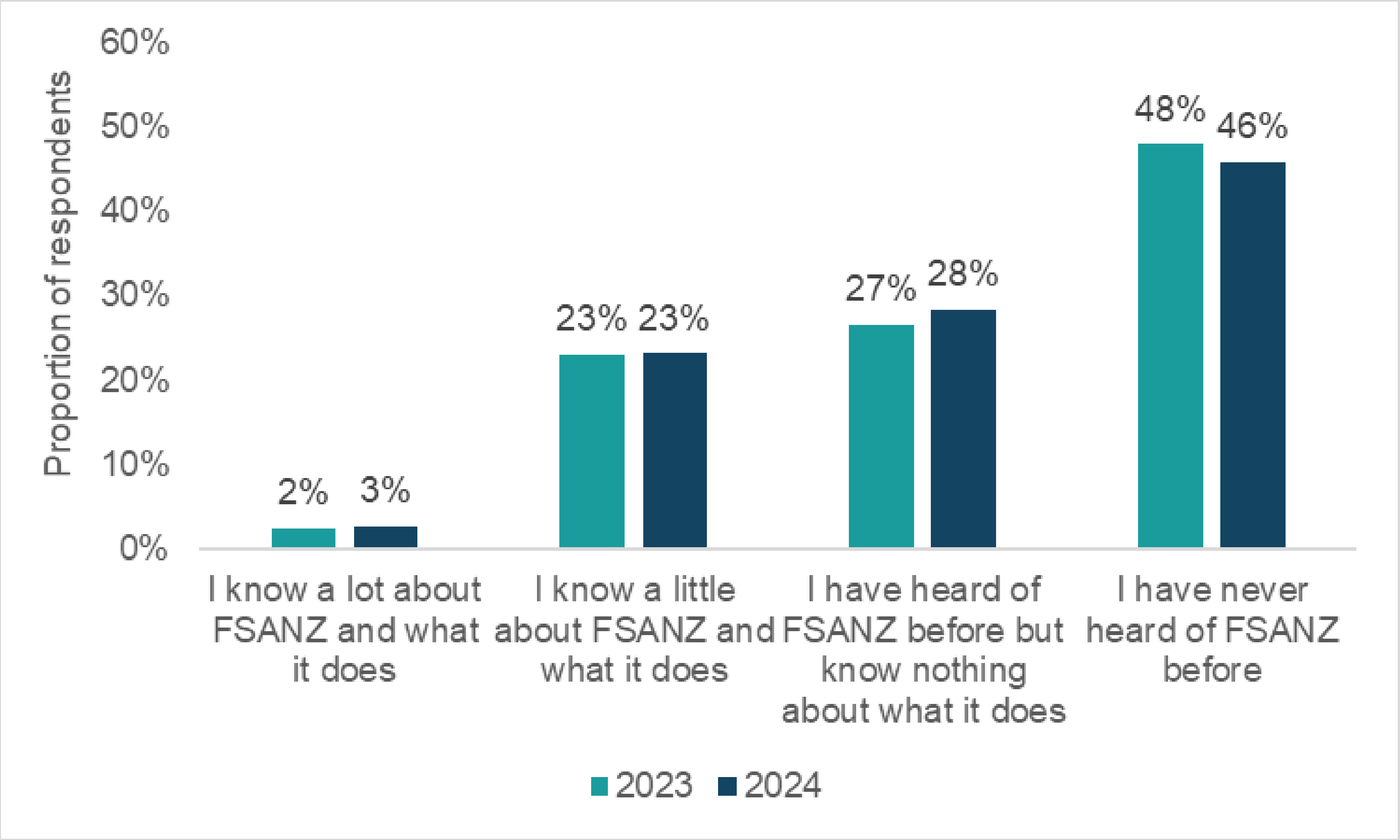
54% of consumers had heard of FSANZ

There was no significant difference in the proportion of consumers who were aware of FSANZ between 2023 and 2024.

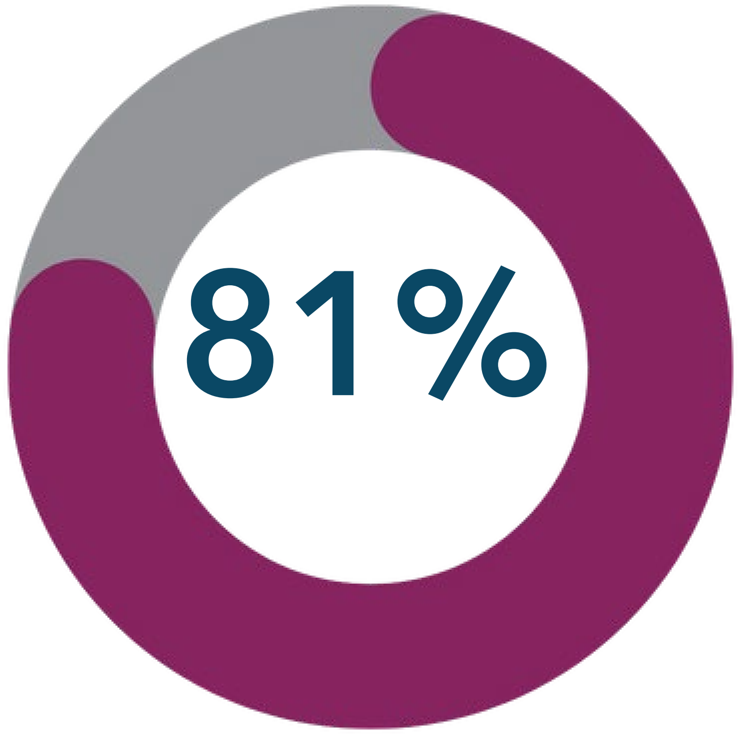


Australians were significantly more likely to have never heard of FSANZ, compared to New Zealanders.

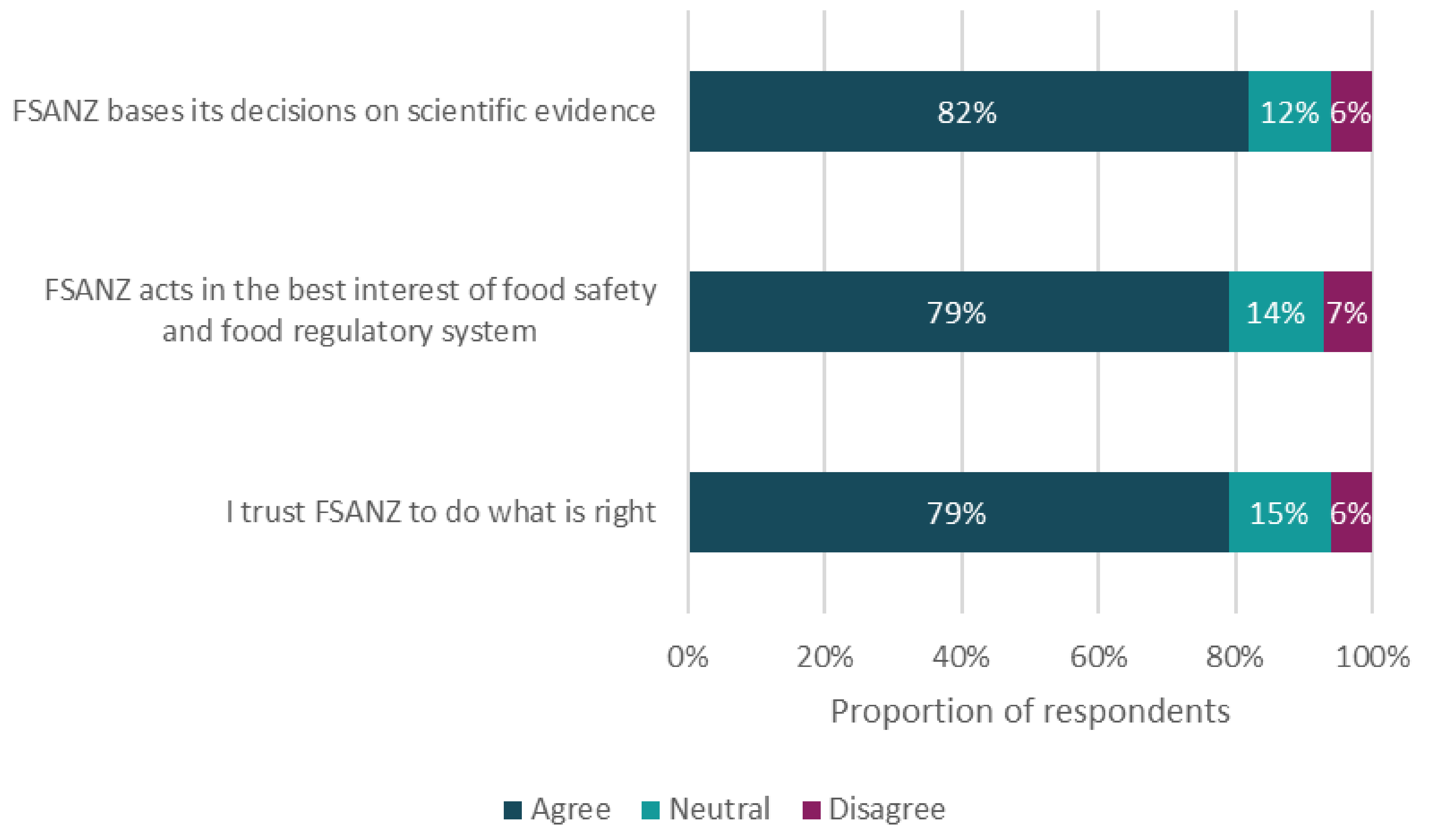
Q: How much, if anything, do you know about Food Standards Australia New Zealand, also known as FSANZ?
Base: All respondents (n = 1,231 Australia, n = 884 New Zealand)

Trust in FSANZ remains steady, despite trust declines for public food authorities

There were no significant differences in trust in FSANZ between 2023 and 2024, or across Australia and New Zealand.



of people who were aware of FSANZ, trust FSANZ



Factors predicting trust in FSANZ included:

- Greater trust in food scientists
- Greater trust in government/public food authorities
- Greater trust in professions and institutions in general
- Greater trust in farmers and producers
- Being older
- Having nutrition as a key value influencing food choices

Q: How much do you agree or disagree with the following statements? (In these statements, FSANZ means Food Standards Australia New Zealand) (1 = "Strongly disagree" and 7 = "Strongly agree")
Trust = average score above 4.5 on index of the three trust measures listed above
Agree = score of 5, 6, 7 on the seven -point scale; Disagree = score of 1, 2, 3; Neutral = score of 4
Base: Respondents who said that they at least knew a little about FSANZ (n = 302 Australia, n = 242 New Zealand)

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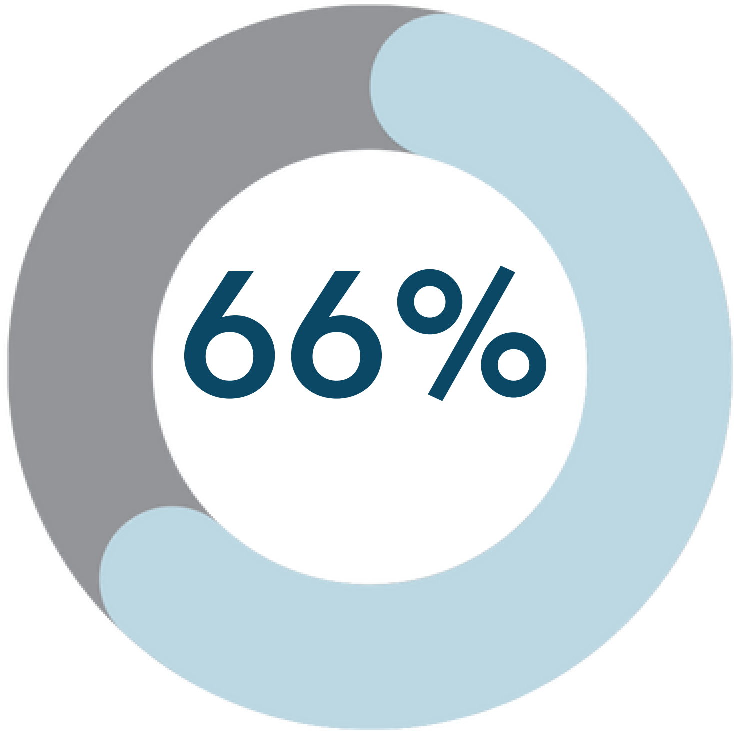
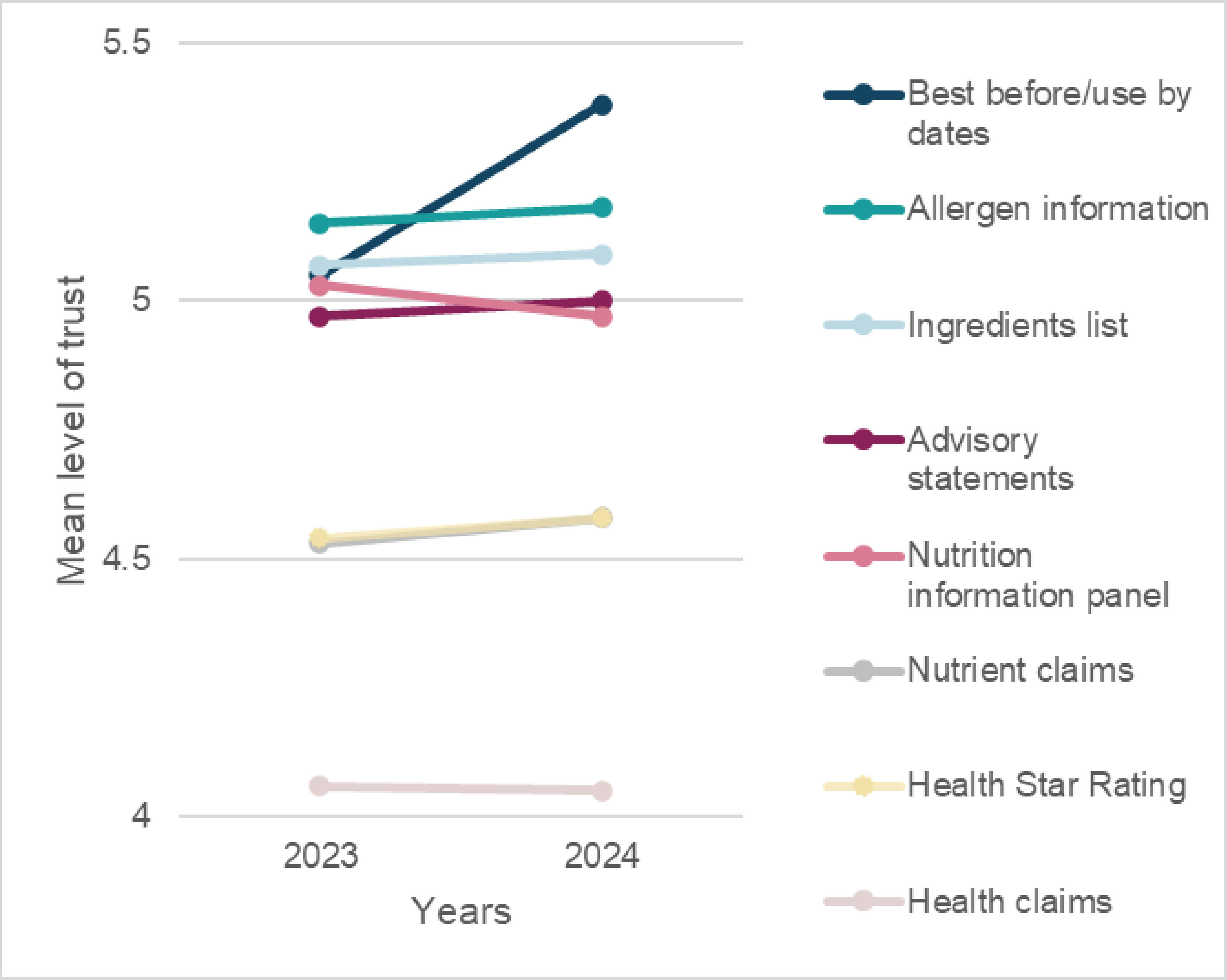
TRUST, USE AND UNDERSTANDING OF FOOD LABELLING

Increasing trust in best-before and use-by date labels

There were no significant differences in trust in food labelling elements between 2023 and 2024, except for best-before and use-by dates which experienced a small increase.



of consumers trust FSANZ regulated food labelling, with 61.9% indicating that they generally trusted labelling



New Zealanders trusted FSANZ regulated food labels less than Australians in 2024 (mean 4.83 compared to 4.94). This is because Australian trust had significantly increased since 2023.

Q: How much do you feel you can trust the following information on packaged foods and drink? (1 = "Cannot trust at all" and 7 = "Can trust completely")
Trust = Score of 5, 6 or 7 on the seven-point scale
FSANZ regulated label elements include all listed except for the Health Star Rating
Base: All respondents (n = 1,231 Australia, n = 884 New Zealand)

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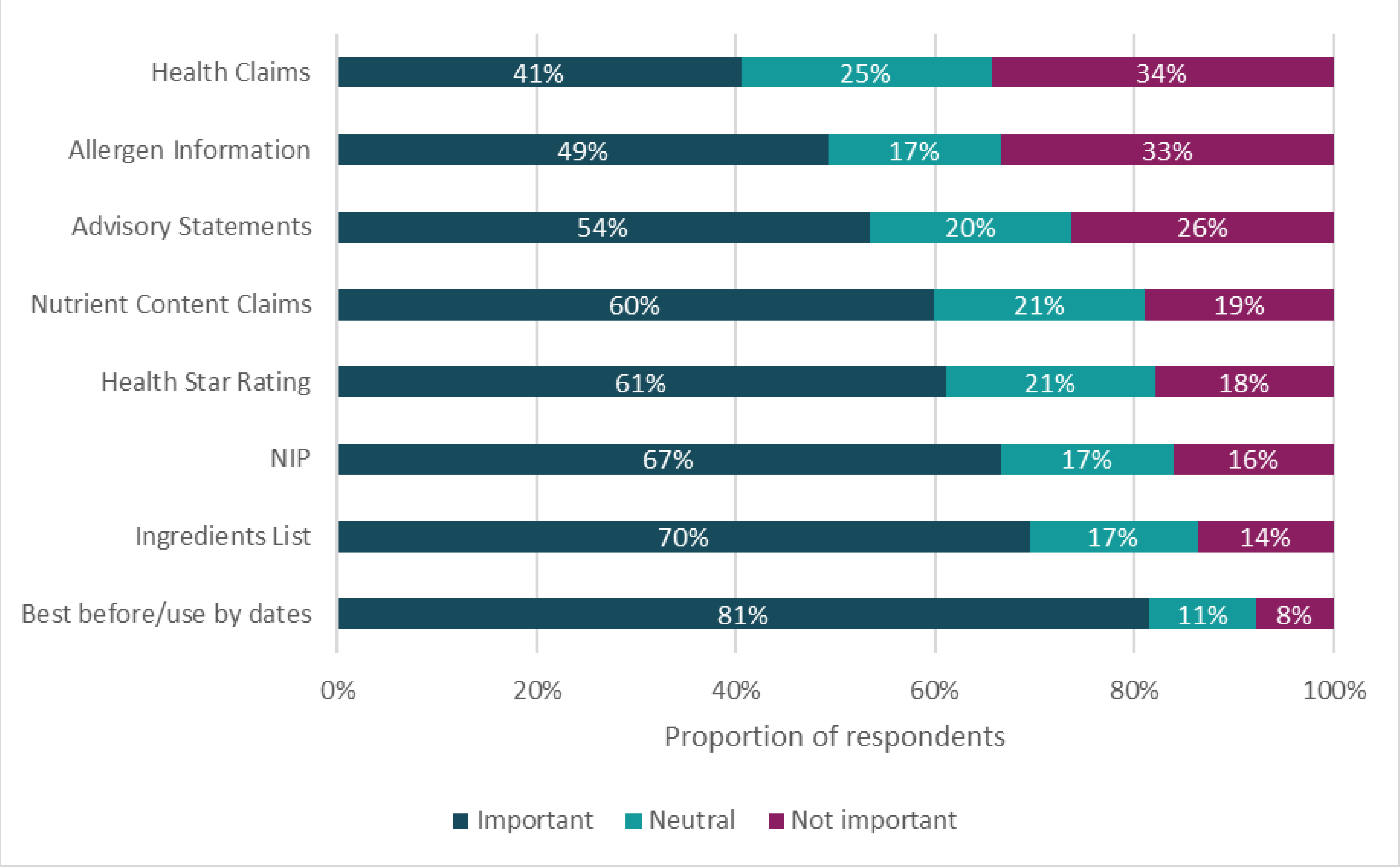
Best before/use by dates and back-of-pack nutrition labelling were the most important labelling elements when buying food for the first time

There were no significant differences in importance of individual food labelling elements between 2023 and 2024. The importance of best-before/use-by dates was not asked in 2023.



Q: Think about when you are making the decision to buy a packaged food or drink for the first time. How important is the following labelling information when deciding what to buy? (1 = "Not important at all" and 7 = "Extremely important")
Important = score of 5, 6 or 7 on the seven -point scale; Not important = score of 1, 2 or 3; Neutral = score of 4
Base: All respondents (n = 1,231 Australia, n = 884 New Zealand)

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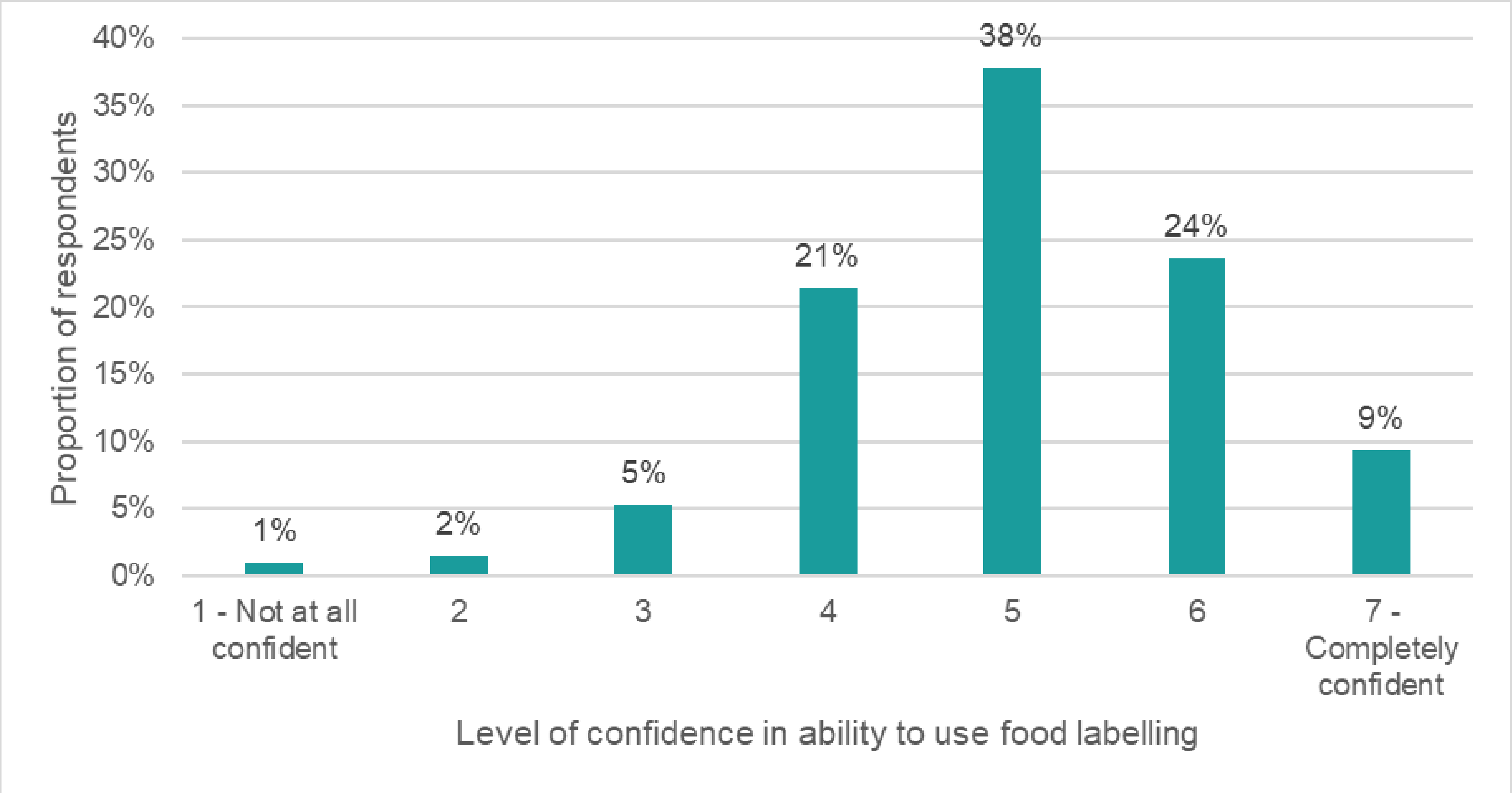
Most people (71%) felt confident in their ability to use food labelling.



People who were <u>not</u> confident most often said:

- The information is too small to read
- They don't understand what the information means
- They're not sure if they can trust the information
- They don't have the time to read food labels

Q: How confident are you in your ability to make informed choices about foods from the information on food labels?
(1 = "Not at all confident" and 7 = "Completely confident")
Base: All respondents (n = 1,231 Australia, n = 884 New Zealand)

Q: "What makes it difficult to use food labelling to make informed choices about foods?"
Base: Respondents who indicated a lack of confidence in their ability to use food labelling, by selecting a rating of 1 -4 (n =616)

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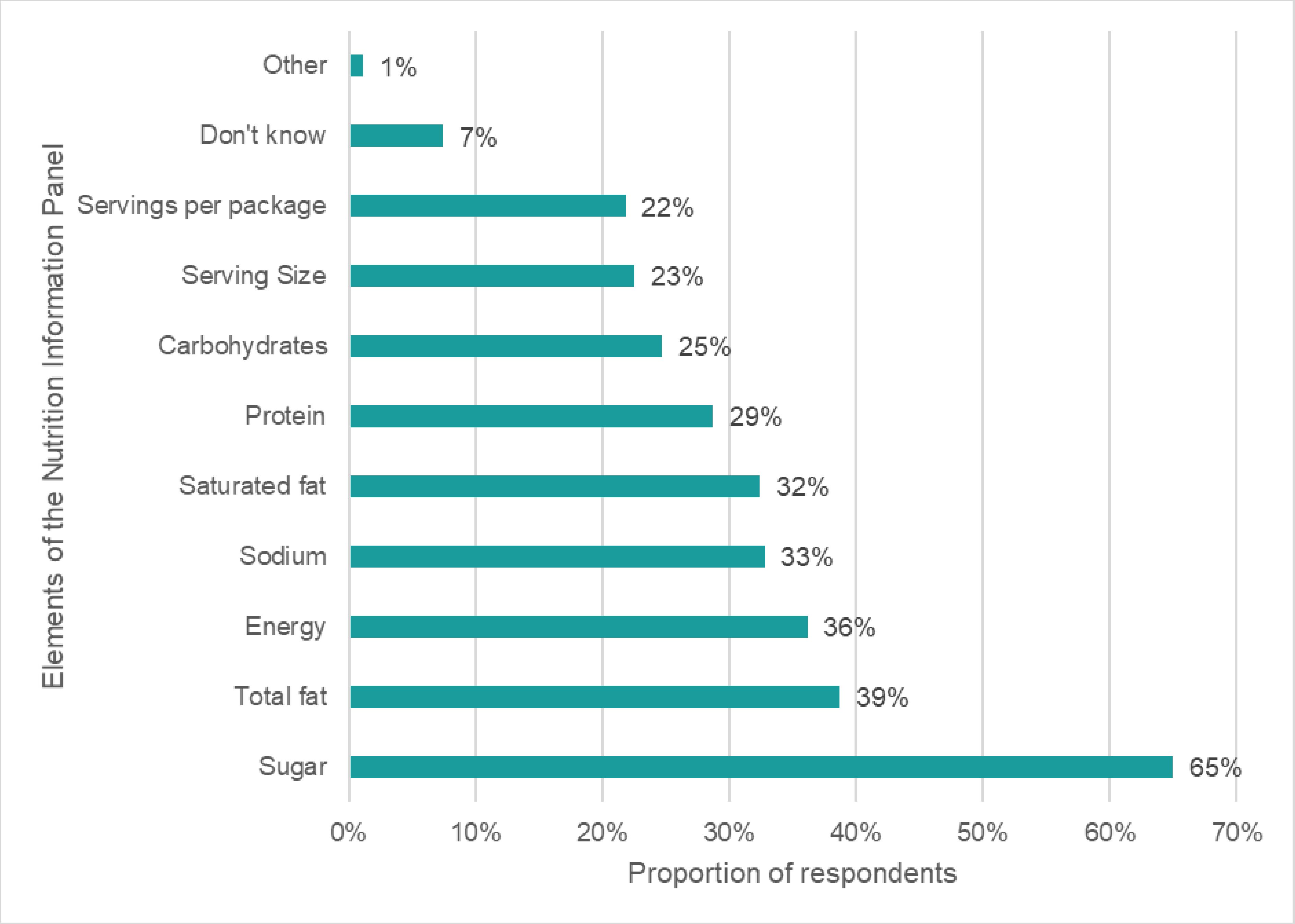
The Nutrition Information Panel (NIP)

Sugar content was the information most frequently looked for in the NIP, followed by total fat and energy. There were no significant differences in the use of NIP elements between 2023 and 2024.



67.1% trust the NIP

66.6% think the NIP is important

People were more likely to rate the NIP as important if they had:

- Greater level of trust in back-of-pack labelling elements
- Greater health consciousness
- Greater perceived ability to use food labelling
- Selected 'nutrition' as a top three food value
- Lower confidence in the safety of the food supply
- Had a medical or lifestyle factor affecting their food choices
- Had no food industry experience

Q: When buying products for the first time, what parts of the Nutrition Information Panel (NIP) do you usually look for? (Please select all that apply)
Base: Respondents who provided a rating of at least 4 on the scale of importance of the NIP (1 = not important at all; 7 = extremely important) (n = 1041 Australia, n = 734 New Zealand)

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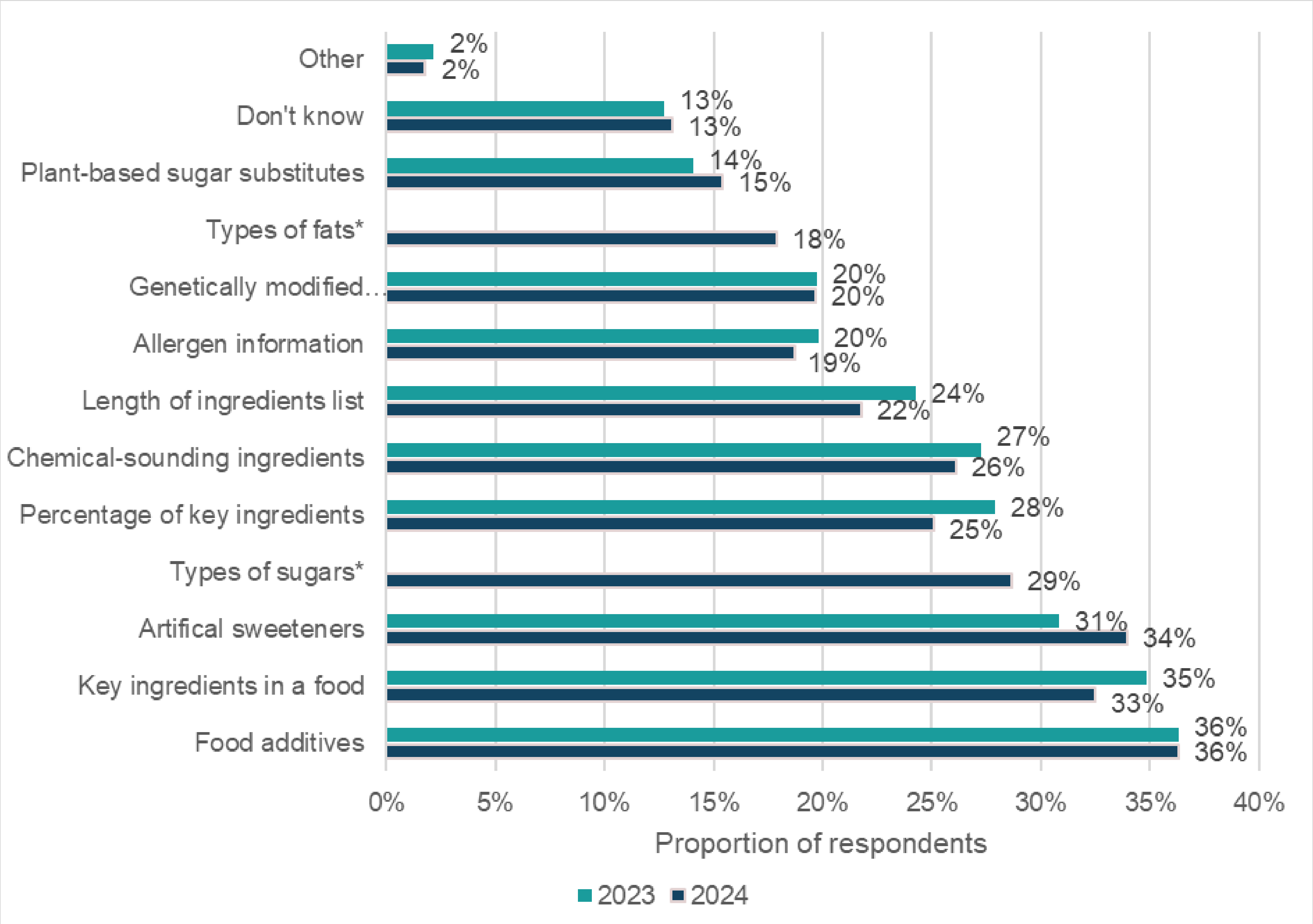
The Ingredients List

People most commonly looked for food additives, artificial sweeteners and key ingredients when using the ingredients list.



70.4% trust the ingredients list

69.6% think the ingredients list is important

People were more likely to rate the ingredients list as important if they had:

- Greater level of trust in back-of-pack labelling elements
- Lower confidence in the safety of the food supply
- Greater health consciousness
- Greater perceived ability to use food labelling
- Had a medical or lifestyle factor affecting their food choices
- Were female
- Were tertiary educated

Q: What information do you usually look for in the ingredients list when buying products for the first time? (Please select a ll that apply)
** Looking for types or sources of sugar (e.g., refined sugars vs fruit or honey) and types or sources of fats (e.g., animal f ats vs plant fats) in the ingredients list was not asked in 2023*
Base: Respondents rating importance of the ingredients list at least 4 (1 = not important at all; 7 = extremely important) (2 023 n = 1,736, 2024 n = 1,827)

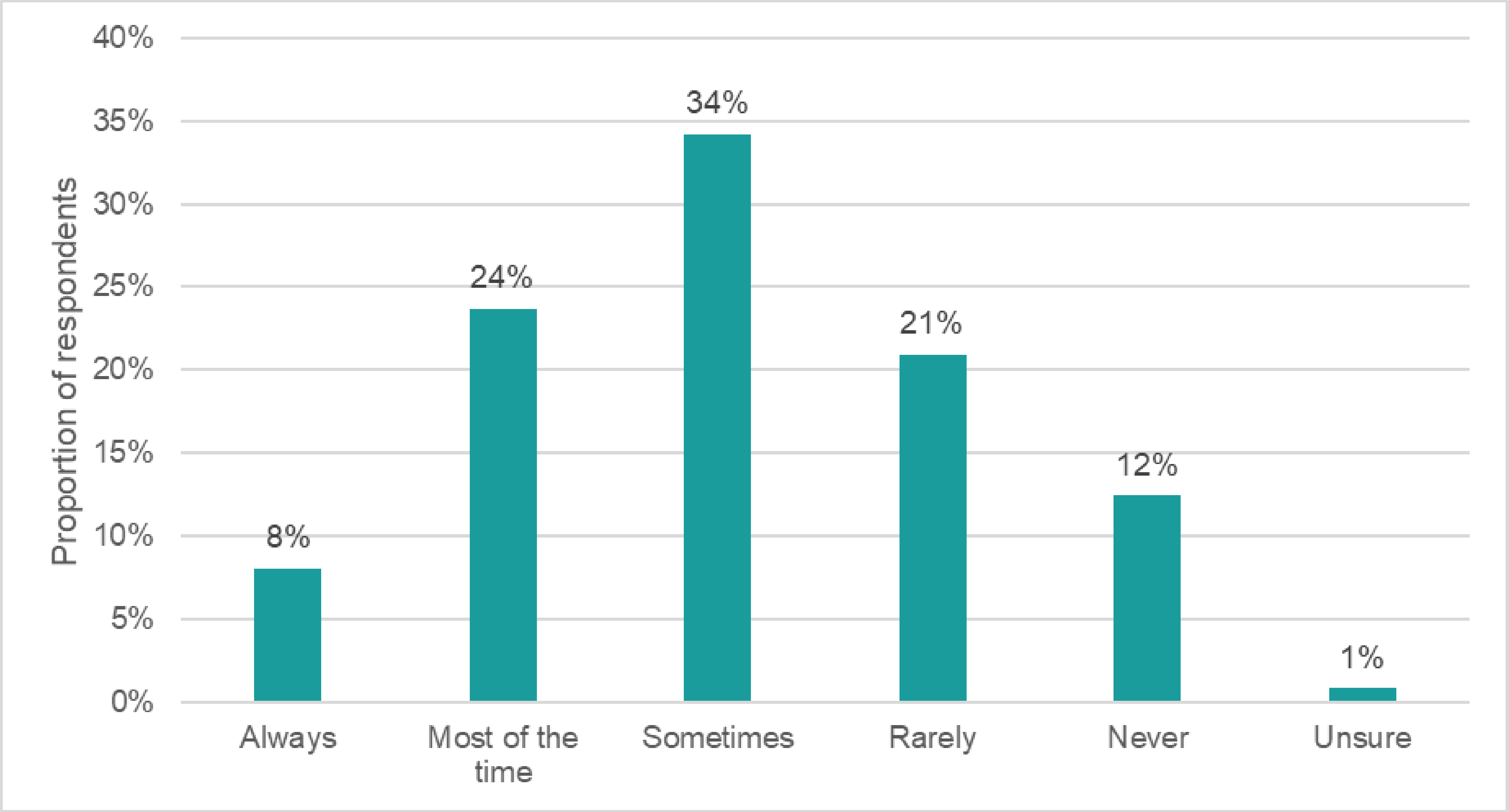
The Health Star Rating

The 2024 CIT did a deep dive into the Health Star Rating (HSR).

65.9% use the HSR at least sometimes

54.1% trust the HSR (Mean 4.54/7)

61.1% think the HSR is important (Mean 4.78/7)



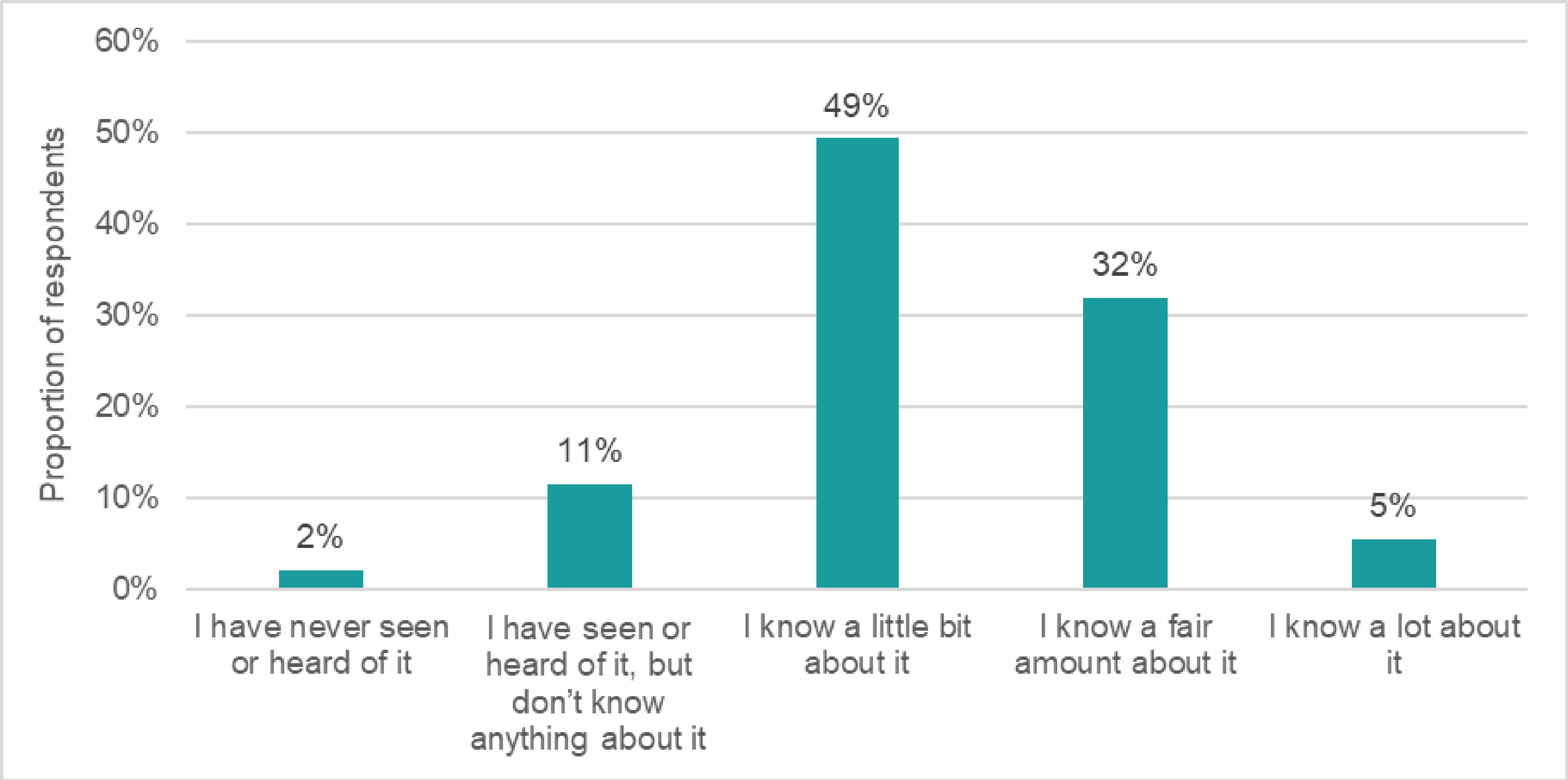
Q: How often do you look for the Health Star Rating when shopping for food in the supermarket?
Base: All respondents (n = 1,231 Australia, n = 884 New Zealand)

People were more likely to use the HSR ‘always’ or ‘most of the time’ compared to ‘rarely/never’ if they had:

- Greater understanding of the HSR
- Were from Australia
- Had a higher level of health consciousness
- Were younger

Most (86.6%) feel they know at least a little bit about the HSR

However, over half of participants may not understand that the HSR should not be used to compare different kinds of foods.



Q: How much, if anything, do you feel you know about the Health Star Rating?

Base: All respondents (n = 1,231 Australia, n = 884 New Zealand)

The HSR allows me to....

Compare the healthiness of SIMILAR foods — **61% agree**

Compare the healthiness of DIFFERENT kinds of foods — **57% agree**

Q: Please indicate how strongly you agree or disagree that the Health Star Rating system…
(1 = "Strongly disagree", 4 = "neutral", 7 = "Strongly agree")
Agree = score of 5, 6 or 7 on the seven -point scale

Base: All respondents (n = 1,231 Australia, n = 884 New Zealand)

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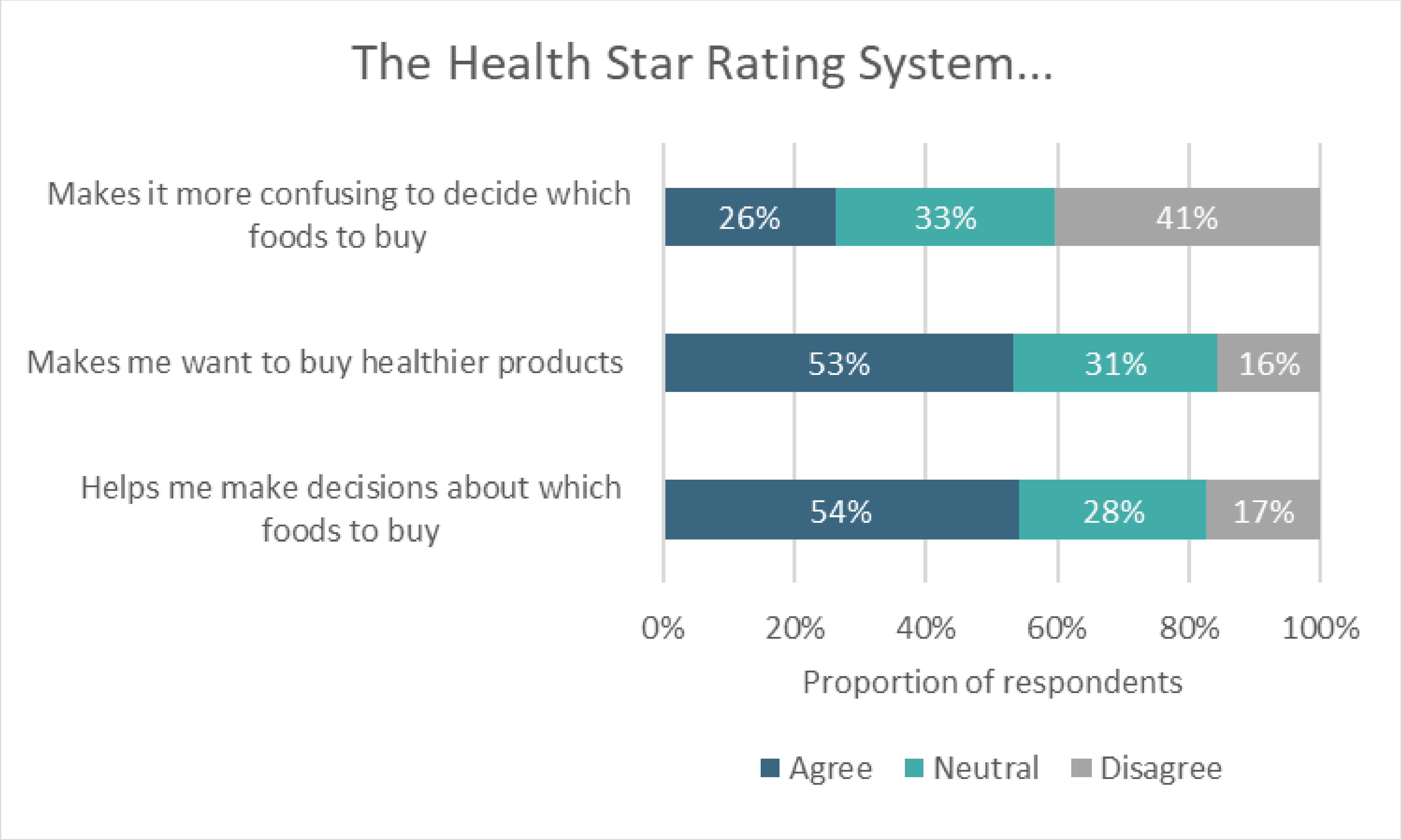
More than half of consumers (53%) agree that the HSR encourages healthier food choices

However, the HSR does make food choices more confusing for some (26%).



The HSR is more likely to be important for those with **LESS CONFIDENCE** in their ability to use food labelling. This contrasts with the NIP and Ingredients List, which are more important for those with **MORE CONFIDENCE** in their ability to use food labelling.

This suggests that the HSR is a **more accessible** form of nutrition labelling.

Q: Please indicate how strongly you agree or disagree that the Health Star Rating system (1 = "Strongly disagree", 4 = "neutral", 7 = "Strongly agree")

Base: All respondents (n = 1,231 Australia, n = 884 New Zealand)

HEALTH AND DIETARY BEHAVIOURS

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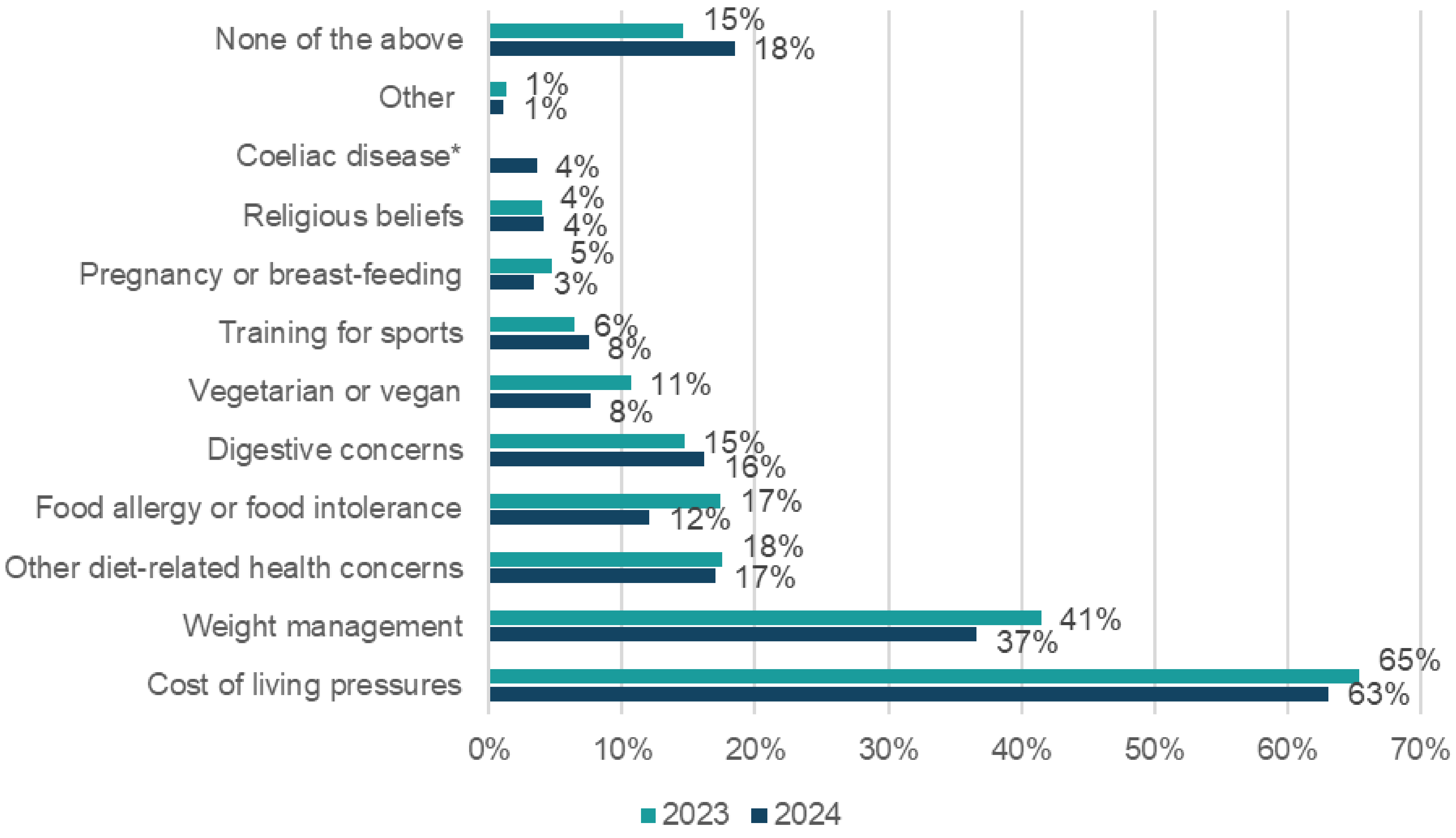
Cost of living pressures remained the most common factor affecting dietary choices, followed by weight management



People were more likely to select 'cost of living pressures' if they:

- Were from a lower income household
- Were younger
- Reported lifestyle factors affecting their food choices
- Reported medical factors affecting their food choices
- Did not consider nutrition as a top three food value when choosing foods to buy
- Were female
- Were born in Australia or New Zealand (compared to any other English-speaking country)

*The model only explained 9.3% of the variance in responses.

Q: Do any of the following currently affect the food choices you make for you or your household? (Please select all that apply).
** Coeliac disease was grouped with all digestive concerns in the 2023 survey but was a separate option in the 2024 survey*

Base: All respondents (in 2024, n = 1,231 Australia, n = 884 New Zealand)

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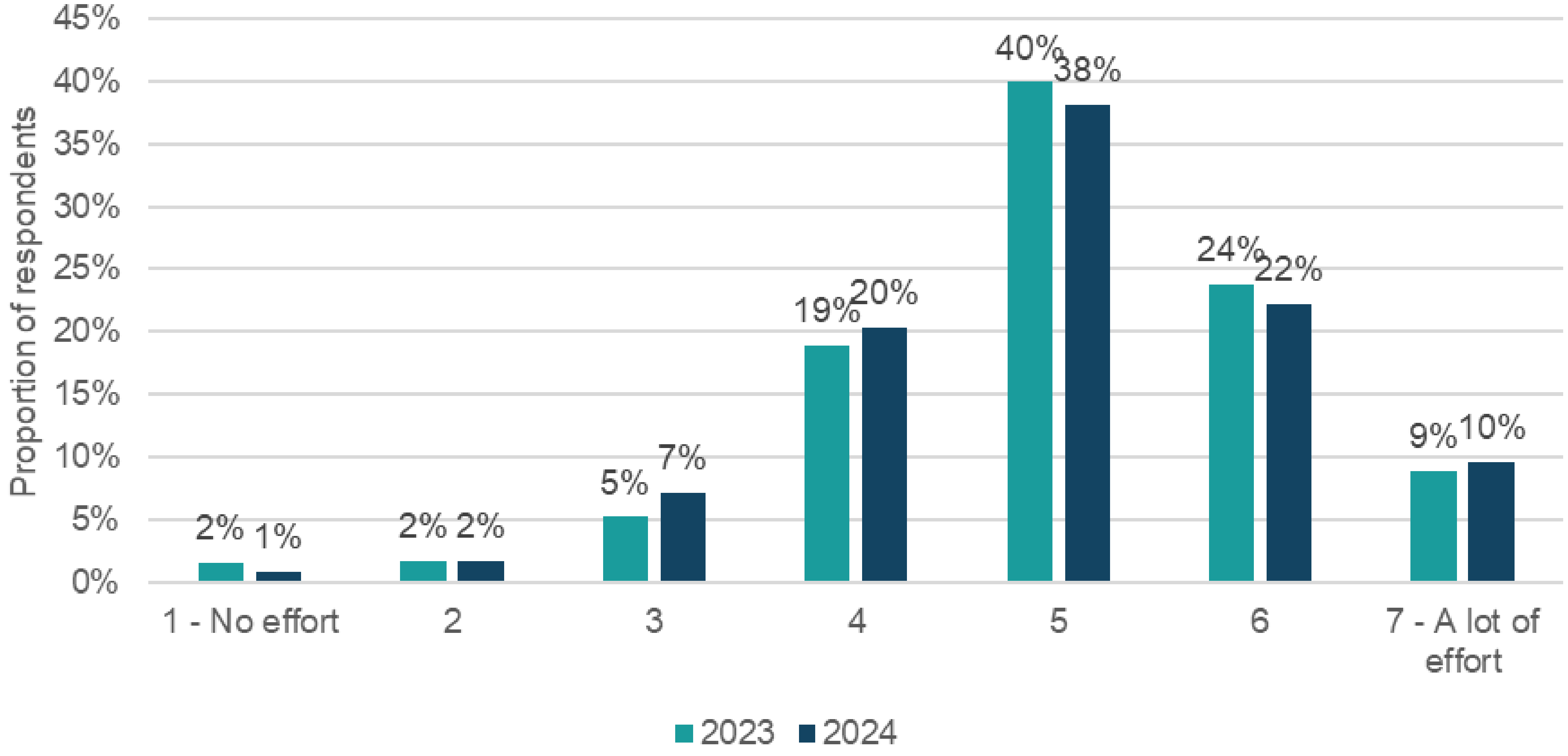
Most people (70%) reported putting effort into maintaining a healthy diet.

There was no significant difference in the mean level of health consciousness between 2023 (5.01) and 2024 (4.98).

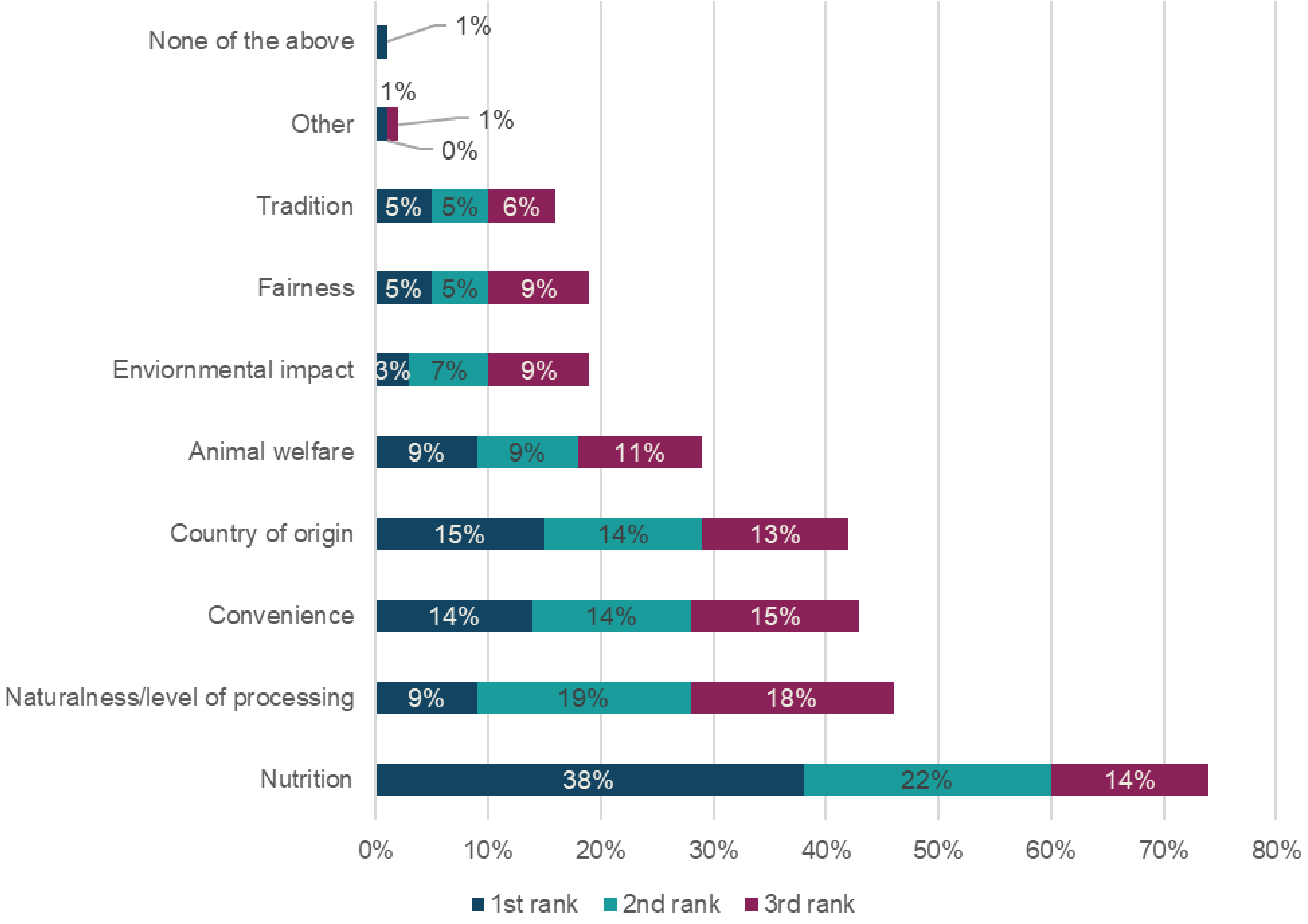


People were more likely to report putting effort into maintaining a healthy diet if they:

- Do the majority or share the cooking of meals (compared to not cooking)
- Are older
- Have a medical-related factor affecting their food choices
- Have a higher level of confidence in the safety of the food supply
- Have a lifestyle-related factor affecting their food choices
- Are tertiary educated
- Have a higher equivalised annual household income

Q: How much effort do you generally put into maintaining a healthy diet for you and / or your household? (1 = "No effort" and 7 = "A lot of effort")
Base: All respondents (in 2024, n = 1,231 Australia, n = 884 New Zealand)

Nutrition was the most commonly selected food value (selected by 74%), excluding taste and price.



Q: Excluding taste and price, what is most important to you out of the following when choosing which foods to buy?
1 = "Most important", 2 = "Second most important" and 3 = "Third most important")
Base: All respondents (n = 1,231 Australia, n = 884 New Zealand)

FOOD SAFETY KNOWLEDGE AND BEHAVIOURS

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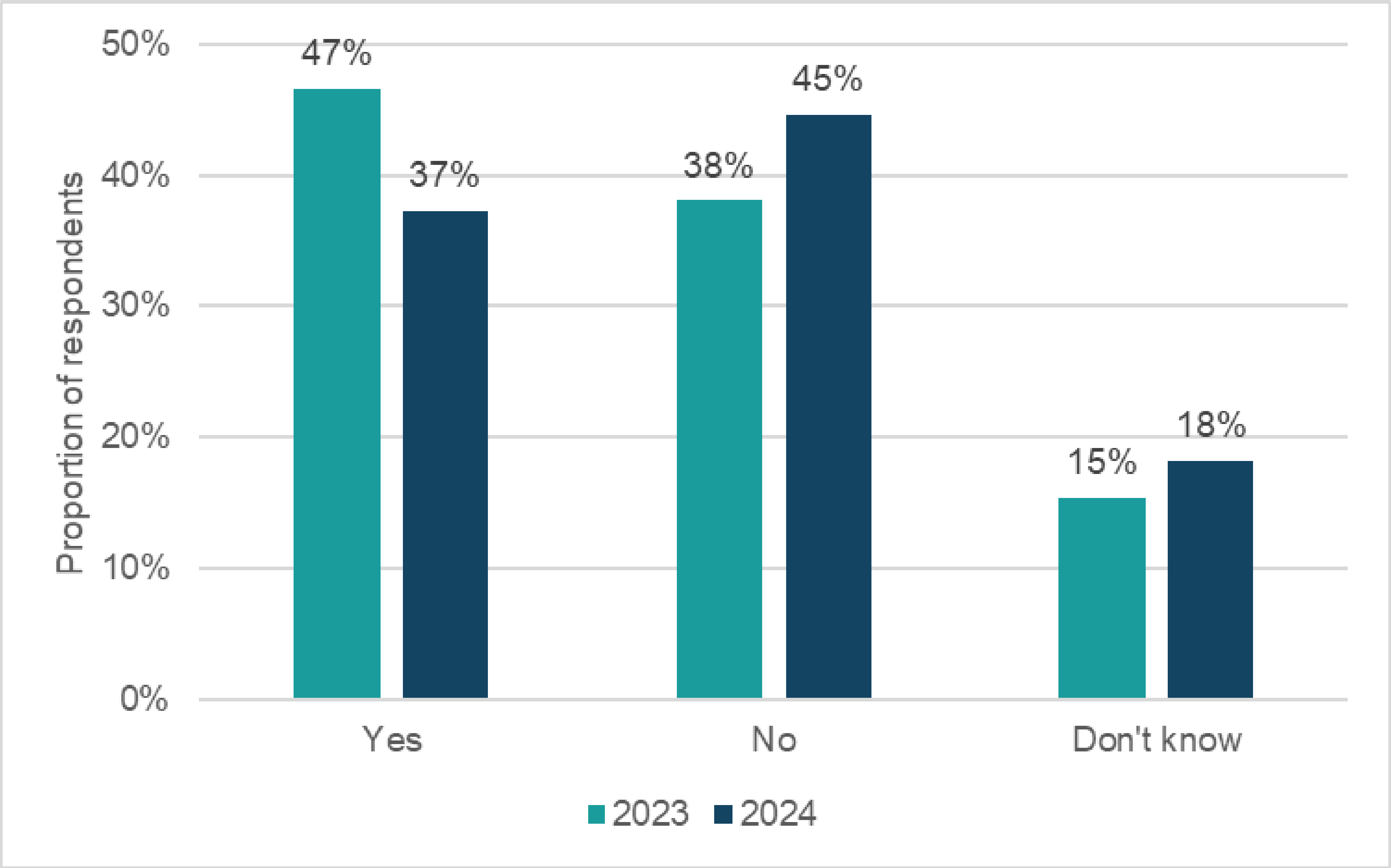
37% of people remembered a food recall in 2024, down from 47% in 2023.

This may reflect the lower number of food recalls in 2023/4 (83 recalls) compared to 2022/3 (93 recalls + 2 National Food Incidents).



Q: Do you remember hearing about any food being recalled in the past 12 months?
Base: All respondents (In 2024, n = 1,231 Australia, n = 884 New Zealand)

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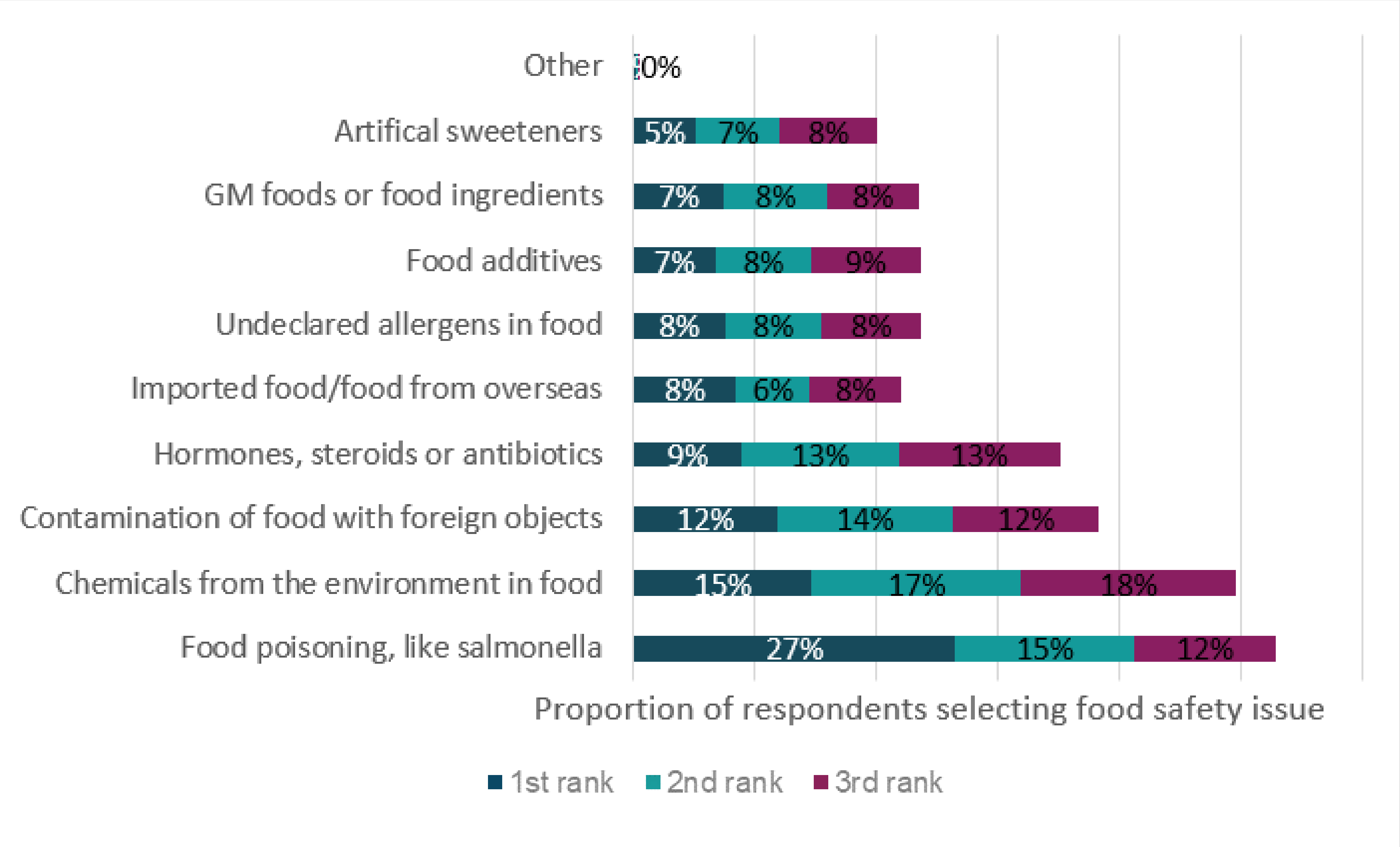
Foodborne illness remained the highest ranked food safety issue in 2024



There were no significant differences in the top food safety issues between 2023 and 2024, with the exception of a slight increase in reporting 'GM foods or food ingredients' as a top food safety issue in 2024 (23% ranking in top 3 in 2024 vs 20% in 2023).

Q: In your opinion, what are the most important food safety issues today? (1 = "Most important", 2 = "Second -most important" and 3 = "Third -most important")
Base: All respondents (n = 1,231 Australia, n = 884 New Zealand)

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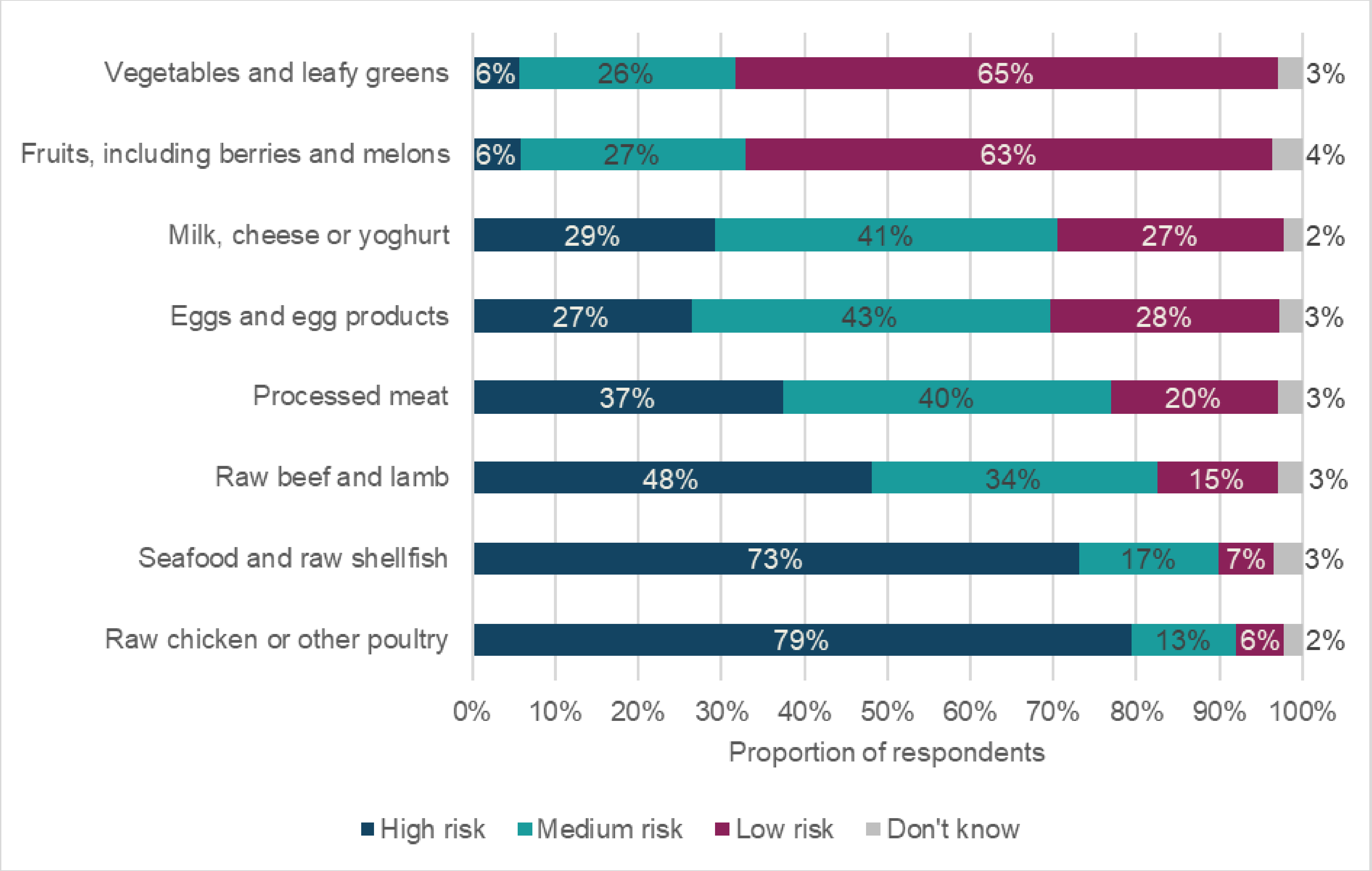
Raw meat and seafood were commonly perceived to be high risk if not stored, prepared or cooked correctly.



However, only a minority (27%) view eggs high risk, despite being a common source of foodbourne illness.

Q: In your opinion, how risky are the following foods to eat if not stored, prepared, and/or cooked correctly at home?
[Response options: High risk, medium risk, low risk, don't know]
Base: All respondents (n = 1,231 Australia, n = 884 New Zealand)

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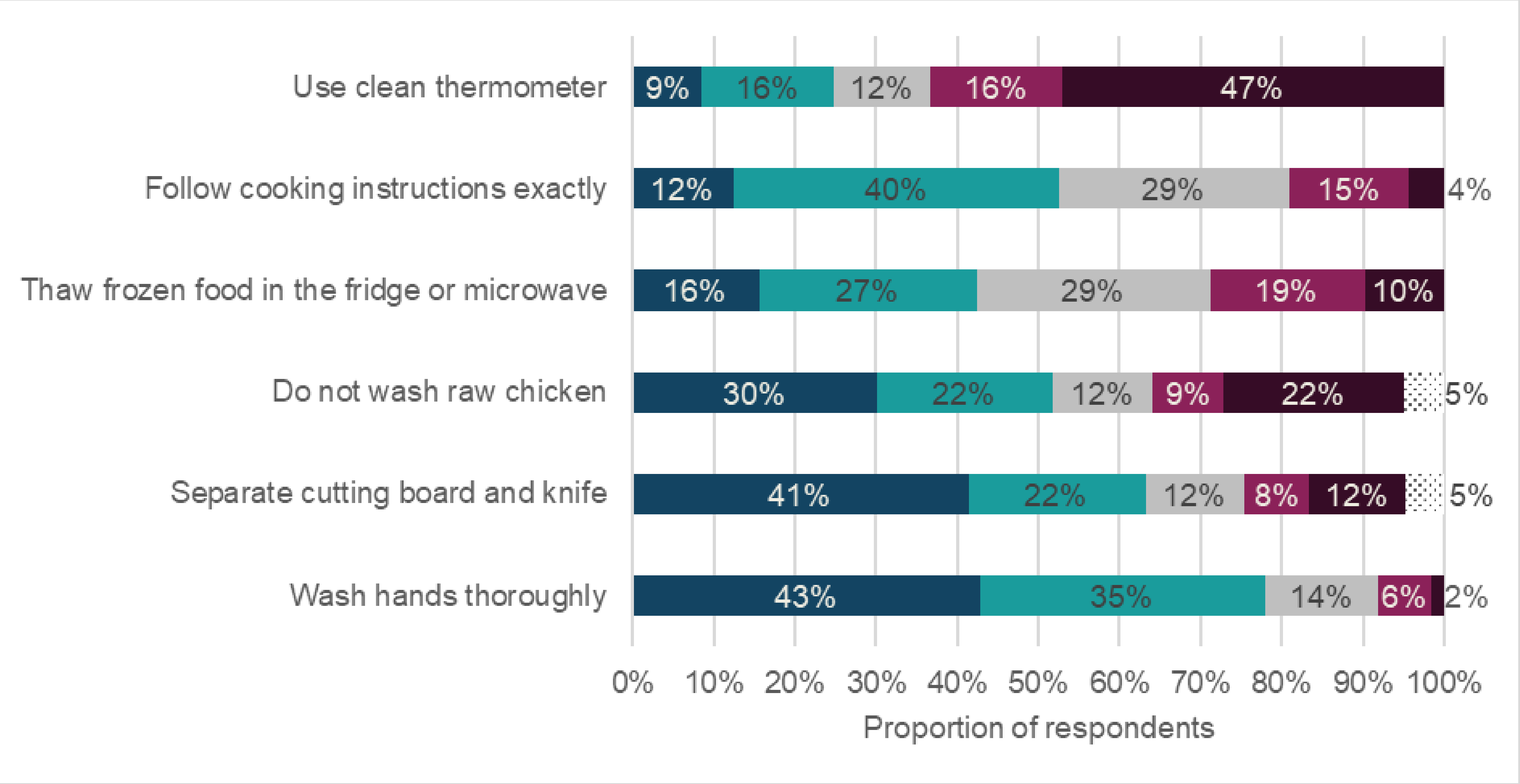
Less than half of consumers always perform certain food safety behaviours when preparing food at home



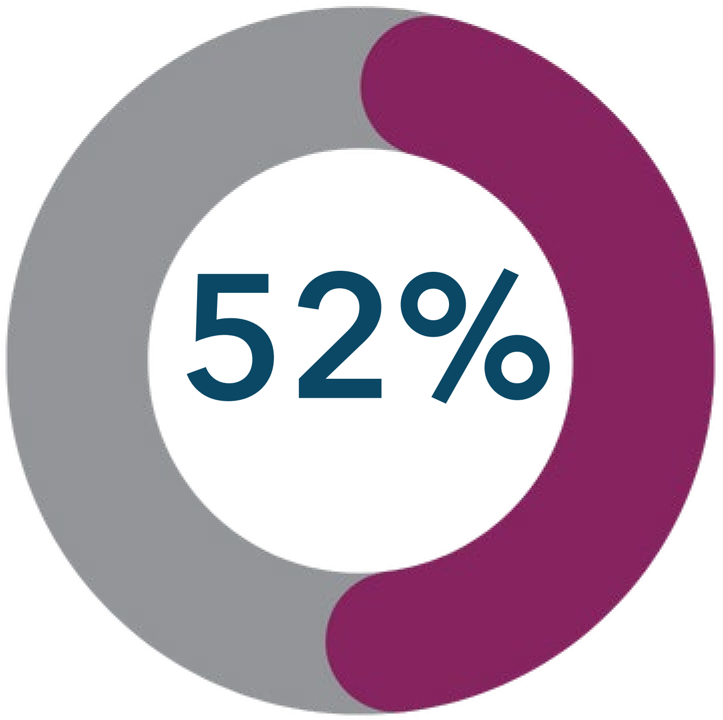
78% of consumers wash their hands more than half of the time, but use of a clean thermometer to check food is thoroughly cooked is uncommon (just 25% report doing this more than half the time.)

Q: How often do you do the following when preparing food at home? 1 = Never, 4 = About half the time, 7 = Always; or 'Not applicable – I don't use raw animal products'

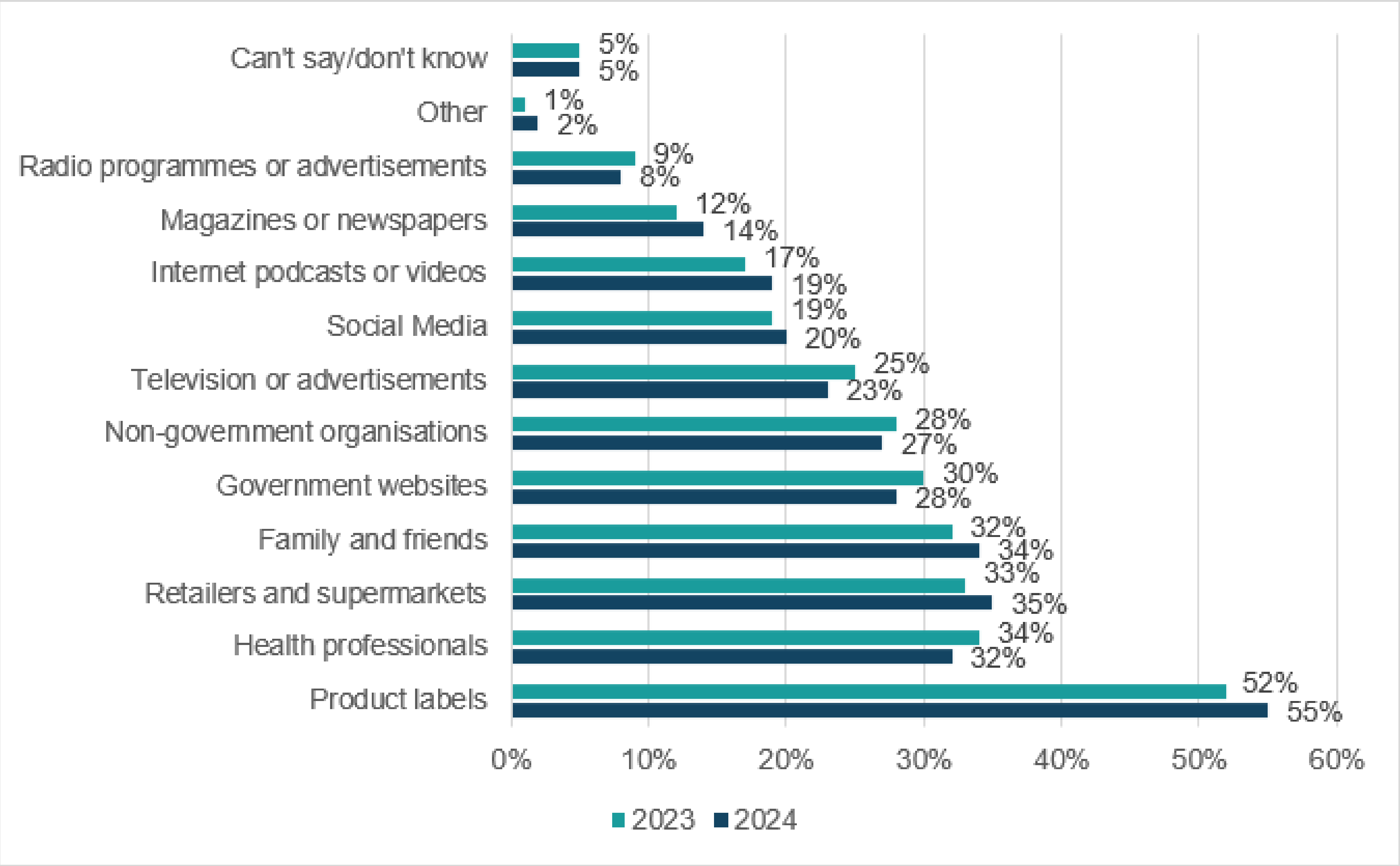
Base: Respondents who indicated they had some involvement in meal preparation at home (n = 1,929)

Product labels were the preferred source of information on how to store and prepare food safely

There were no significant differences in preferred information sources between 2023 and 2024.



of respondents would like to know more about how to store and prepare food safely



Q: What are your preferred sources of information about how to store and prepare food safely? (Please select all that apply)
Base: Respondents who selected that they were interested in more food safety information or weren't sure (2023 n = 1,289; 2024 n=1,321).

NEW AND EMERGING FOODS AND FOOD TECHNOLOGIES

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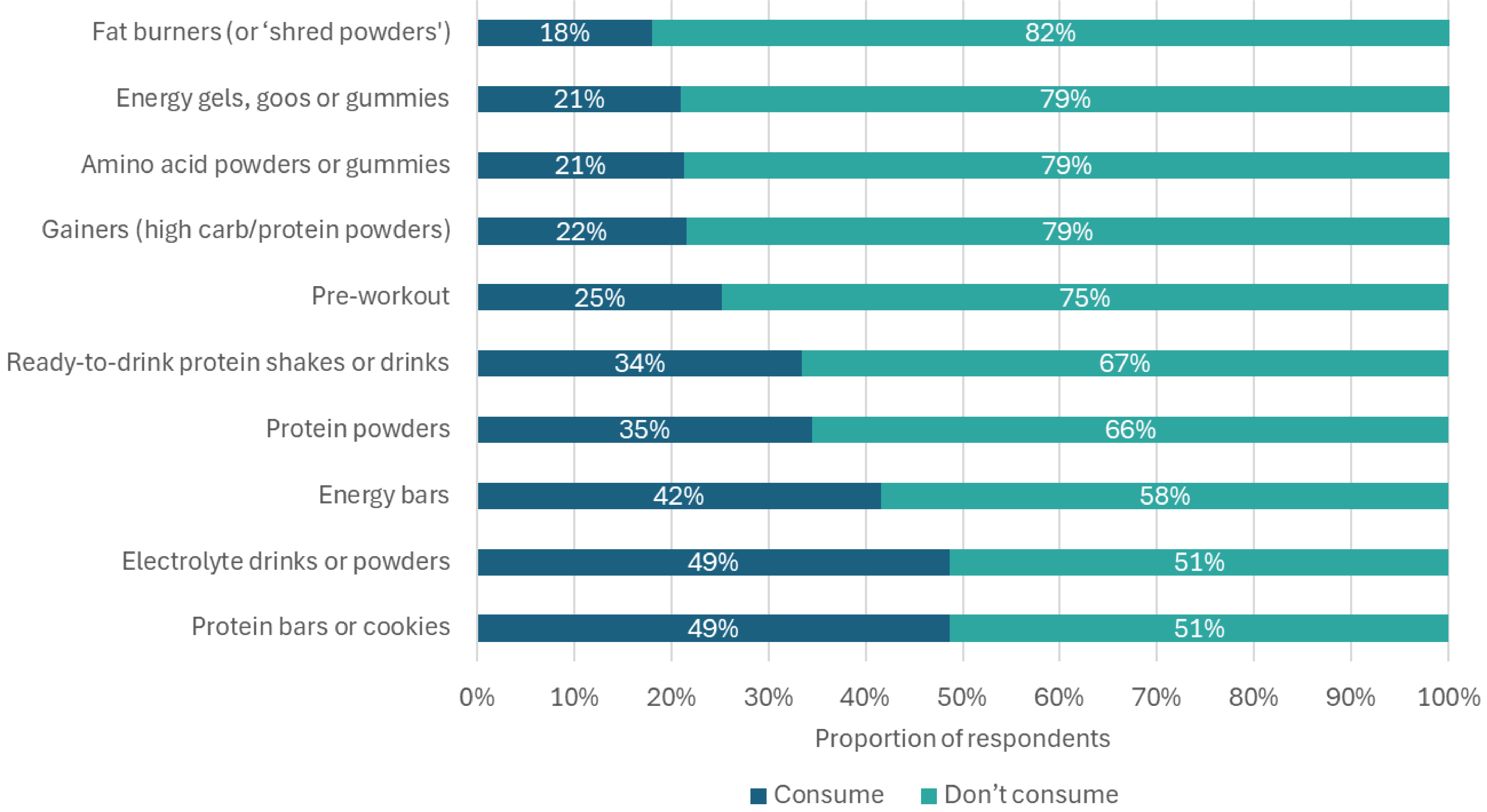
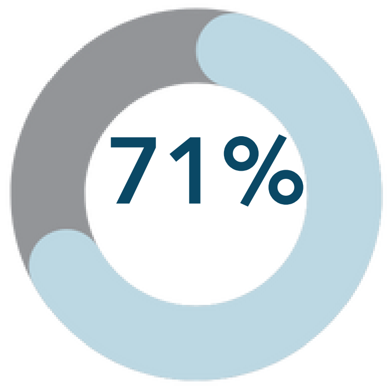
Sports Foods

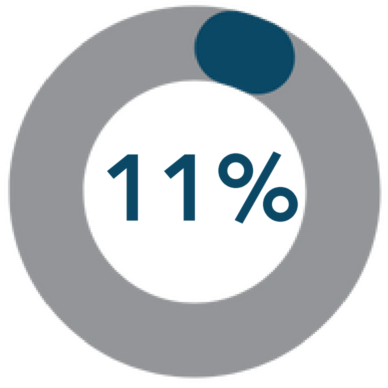
The 2024 CIT did a deep dive on sports food, to inform Proposal P1010. The most commonly consumed sports foods are protein bars and cookies, and electrolyte drinks or powders.





of respondents reported consuming **at least one** sports food

of respondents reported consuming **one** or more sports foods **per day**

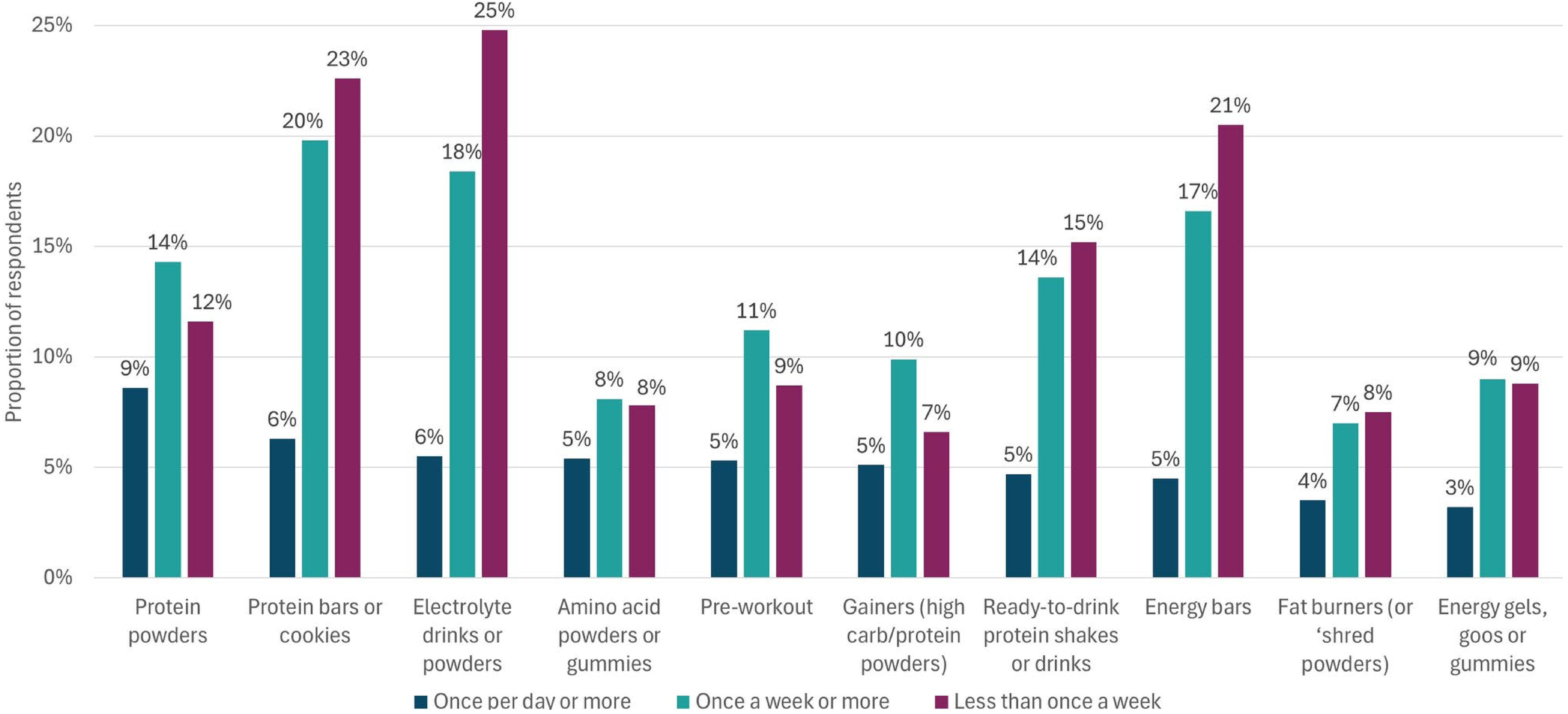


of respondents reported consuming **three** or more sports foods **per day**

Q: How often, if at all, do you personally consume the following food products in a typical week?
More than once every day; Once a day; More than once every week; Once a week; Less than once a week; Don't currently consume
Base: All respondents (n = 1,231 Australia, n = 884 New Zealand)

Sports Foods

Protein powders are most likely to be eaten daily, while electrolytes, protein bars/cookies and energy bars are more commonly consumed less than once per week.



Q: How often, if at all, do you personally consume the following food products in a typical week?

More than once every day; Once a day; More than once every week; Once a week; Less than once a week; Don't currently consume (not shown on this chart)

Base: All respondents (n = 1,231 Australia, n = 884 New Zealand)

Sports Foods

The reasons for consuming sports food were highly variable, with no one reason chosen by a majority of those consuming the product at least once per week. The most common reasons by product were....

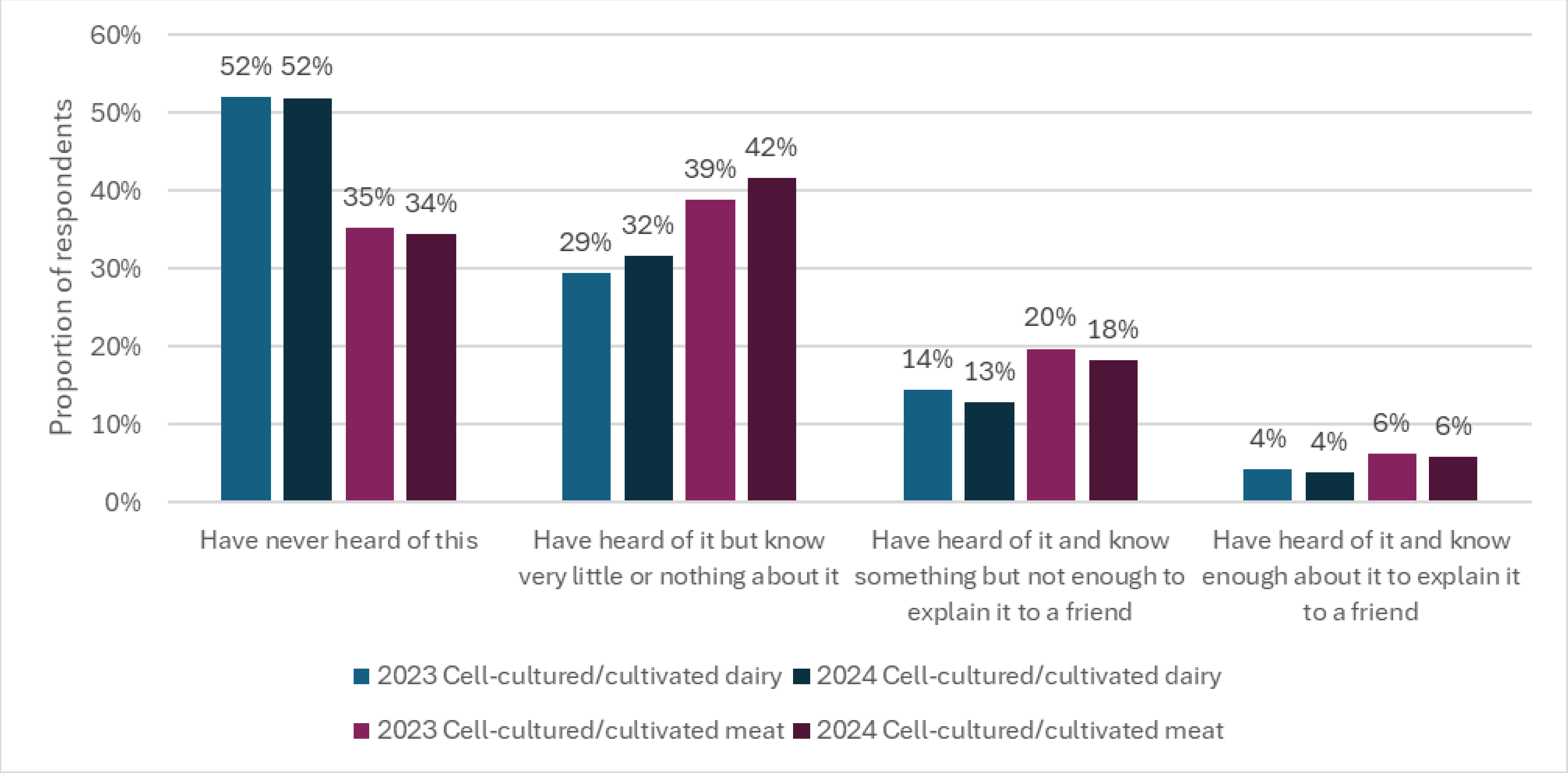
Reason for Consumption	Sports Foods Where This Was the Most Common Reason for Consumption (% of those consuming product at least once per week)
Help maintain health or diet	Protein powders (18.4%) Protein bars (16.3%) Ready to eat protein shakes (15.0%) Gainers (14%)
Maintain energy or hydration during intense sport or exercise	Electrolyte drinks or powders (18.0%) Energy gels, goos or gummies (14.6%)
Help loose or maintain weight	Fat burners (17.9%)
Prepare for intense sport or exercise	Pre-workout foods or drinks (18.1%)
Recover from intense sport or exercise	Amino acid powders or gummies (15.1%)
Enjoy the taste	Energy bars (12.8%)

Less common reasons for consuming included:

- Recommended by a trainer, coach or friends
- Affordable
- Improving or maintaining focus

Q: Why do you typically consume the following food products? (Please select all that apply).
Base: Those who reported consuming any sports food more than at least once a week (N varied by product type - see technical report).

Consumer awareness of cell-cultured/cultivated meat and dairy has remained steady since 2023, but confidence in these products has increased.



While over half of consumers remain unconfident in the safety of cell-cultured/cultivated meat (57%) and dairy (59%), the average level of confidence in these products increased between 2023 and 2024.

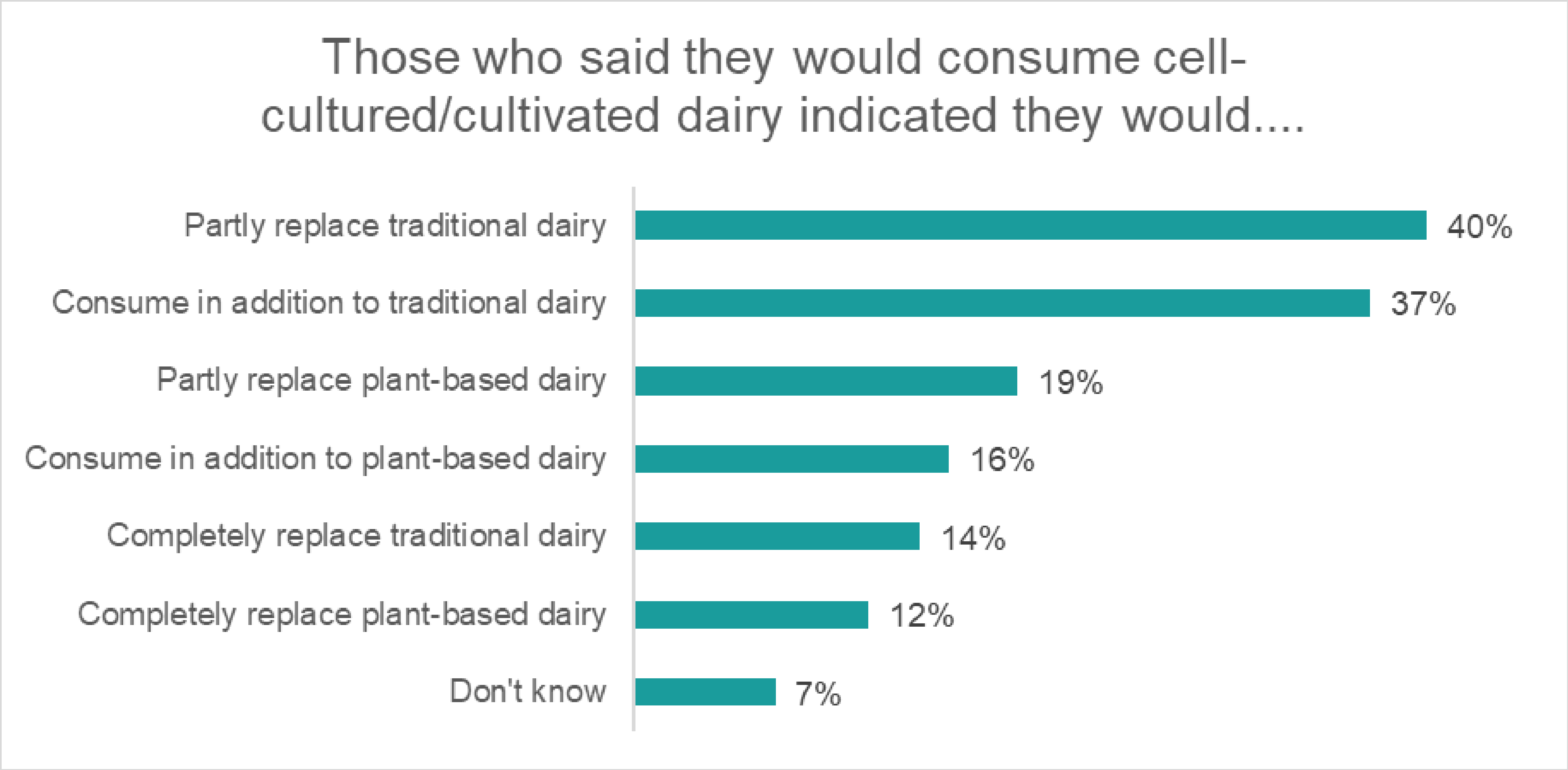
	2023	2024
DAIRY	2.91/7	3.03/7
MEAT	2.94/7	3.11/7

Q: Have you heard of any of the following new or emerging foods?
Base: All respondents (n = 1,231 Australia, n = 884 New Zealand)

Q: How confident would you be in the safety of the following foods if you saw them for sale in Australian/New Zealand shops and supermarkets? Even if you have never heard of these foods before today, please base your answer on how you would react if you saw it for sale in your local shops or supermarket
1= "Not confident at all", 7 = "Completely confident"
Base: *All respondents (n = 1,231 Australia, n = 884 New Zealand)*

22% of consumers said they would include cell-cultured/cultivated* dairy in their diet, but a further 30% were unsure, suggesting they may be open to being convinced

These results were similar to the same question that was asked about cell-cultured/cultivated* meat in 2023 (24% would consume, 29% unsure).



People were more likely to say they would consume cell-based dairy if they:

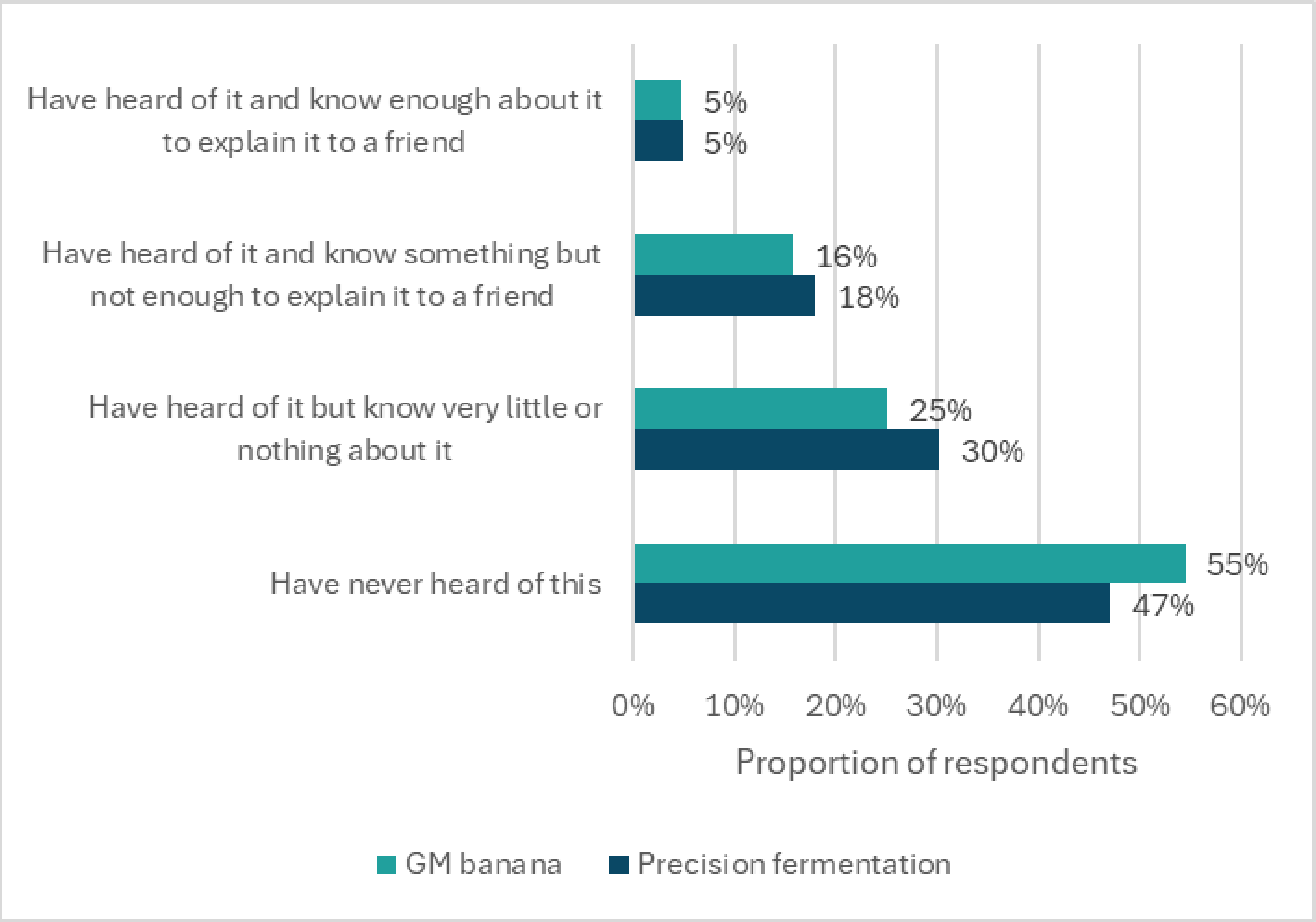
- Had greater confidence in the safety of cell-cultured/cultivated dairy
- Had greater overall awareness of new foods and technologies
- Were younger

Q: How do you think you would include cell -based dairy in your diet? (Please select all that apply)
Base: Respondents who indicated they would include cell -based dairy in their diet (n = 467)

**In 2023 and 2024, participants were asked about "cell -based" dairy/meat. This language will be revised in future iterations of the CIT to be 'cell -cultured/cultivated, reflecting proposed regulation under A1269.*

Q: Assuming you liked the taste and the product was a similar price to dairy and/or dairy alternatives, do you think you would include cell -based dairy in your diet? ("Yes"/"No"/"Don't know")
Base: All respondents (n = 1,231 Australia, n = 884 New Zealand)

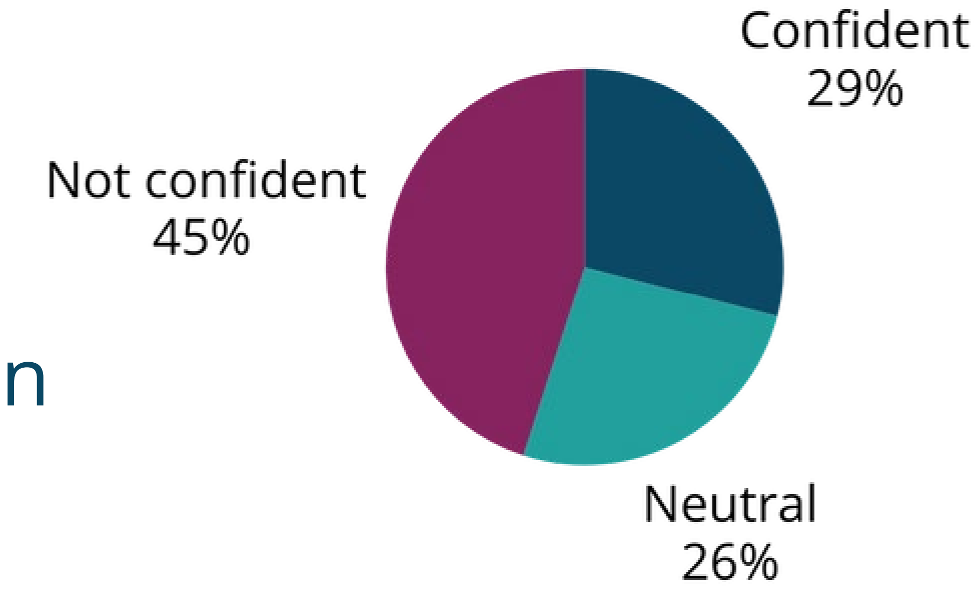
Approximately half of consumers were unaware of and lacked confidence in the safety of precision fermentation and genetically modified (GM) bananas

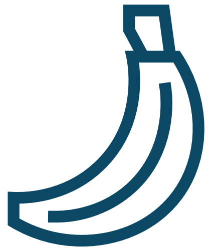


Q: Have you heard of any of the following new or emerging foods?
Base: All respondents (n = 1,231 Australia, n = 884 New Zealand)

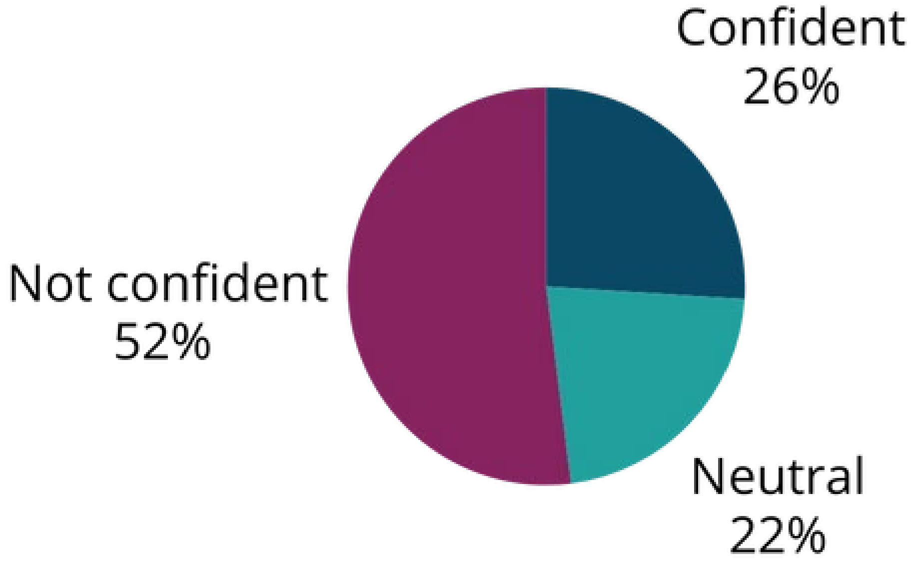
Q: How confident would you be in the safety of the following foods if you saw new or emerging foods for sale in Australian/New Zealand shops and supermarkets? (1 = "Not confident at all" and 7 = Completely confident")
Base: All respondents (n = 1,231 Australia, n = 884 New Zealand)

Precision Fermentation

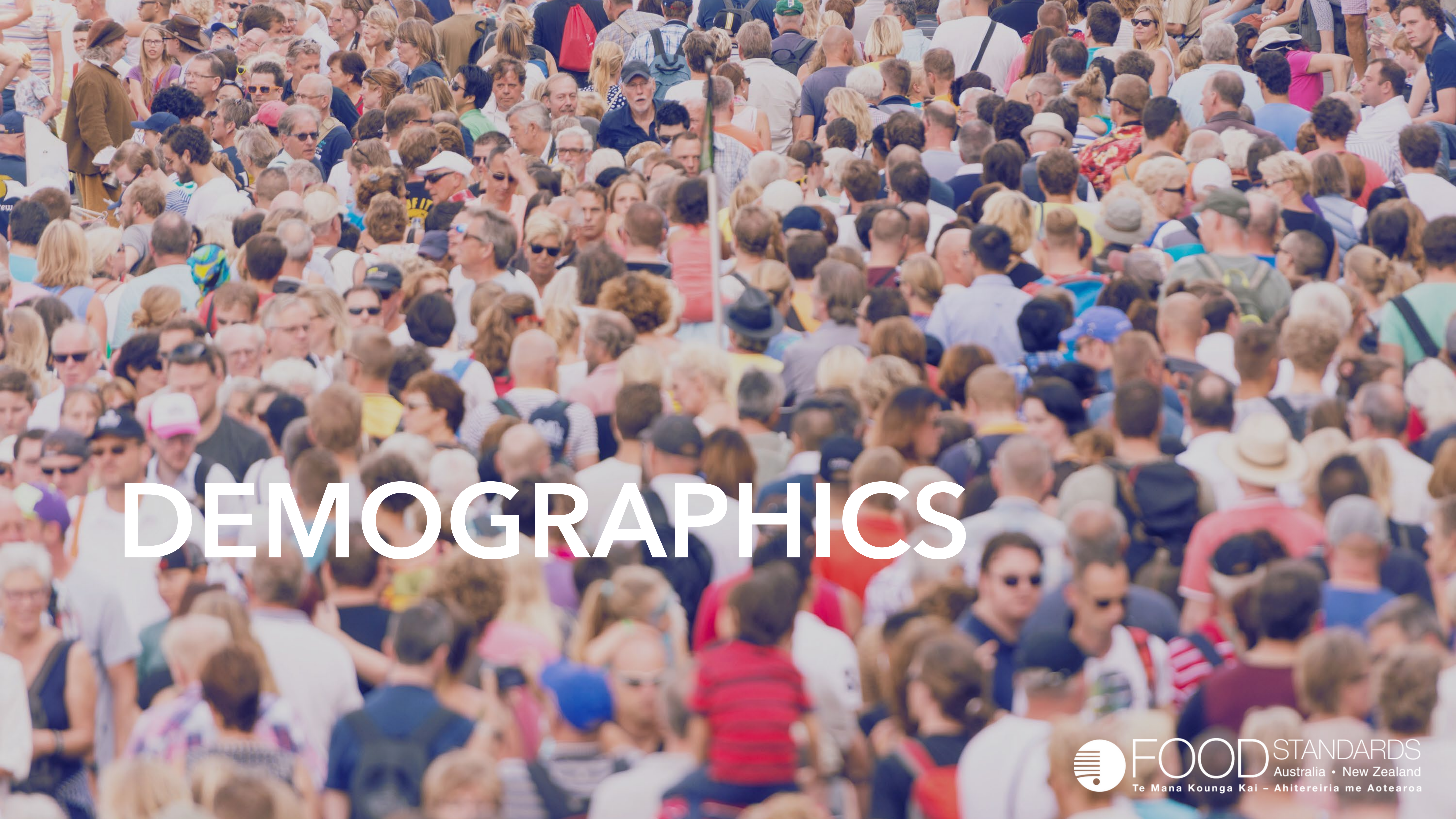




GM Banana



34% would likely purchase and eat bananas that had been genetically modified if they became available for sale, suggesting that some consumers who were not fully confident in their safety may still be willing to try.



DEMOGRAPHICS

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DEMOGRAPHICS

Gender

Male	47%
Female	53%
Other	0.3%
Prefer not to say	0.2%

Age

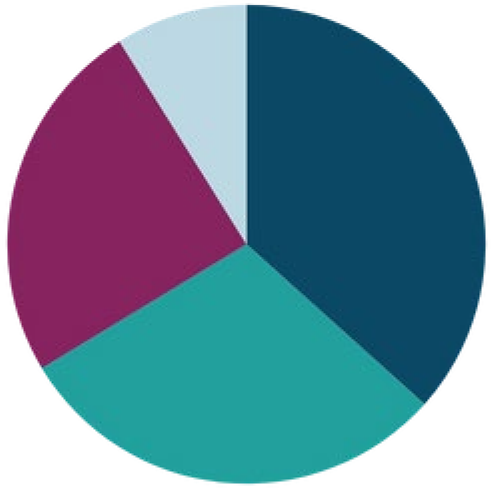
18-34 years	8%
25-34 years	19%
35-44 years	18%
45-54 years	16%
55-64 years	16%
65+ years	22%

Education

High school or below	37%
Vocational/trade	33%
Undergraduate	19%
Postgraduate	12%

Equivalised household income*

Low income (≤ $41,599)	37%
Middle income ($41,600-$77,999)	30%
High income (≥ $78,000)	25%
Prefer not to say	9%



Household composition

Children < 15 years in household	29%
No children < 15 years in household	71%

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* Equivalised annual household income was calculated according to the OECD-modified equivalence scale

DEMOGRAPHICS

Cultural Background

Australian	29%
New Zealand European	31%
Aboriginal and/or Torres Strait Islander	4% (AU)
Māori	16% (NZ)
Pacific Islander	5% (NZ)
European	29%
Asian	11%
African and Middle Eastern	1%
People of the Americas	0.3%
Prefer not to say	1%

Birth Country

Australia or New Zealand	76%
Other English-speaking country	13%
Non-English speaking country	10%
Prefer not to say	1%

European/Non-European

Some AU/NZ or European background	82%
No AU/NZ or European background	17%
Prefer not to say	1%

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DEMOGRAPHICS

Australian State or Territory

New South Wales	32%
Victoria	26%
Queensland	20%
Western Australia	10%
South Australia	7%
Tasmania	2%
Northern Territory	2%
Australian Capital Territory	0.3%

Metro/Regional Australia

Metro	72%
Regional	28%

New Zealand Region

Auckland Region	34%
Canterbury	13%
Wellington Region	11%
Waikato	11%
Bay of Plenty Region	7%
Manwatu-Wanganui	5%
Otago	5%
Northland Region	3%
Hawke's Bay Region	4%
Taranaki	3%
Southland	2%
West Coast	1%
Nelson	1%
Marlborough Region	0.8%
Gisborne District	0.5%
Tasman District	0.1%

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