

Overseas Visitor Survey for Brand New Zealand.

“Should New Zealand Allow GMO plants and animals into the environment?”

Survey date: 20th February, 2026

Location: Auckland CBD

A street intercept survey was conducted with a total of 116 visitors, from 20 countries.

People who had *not heard of* Genetic Modification/ GMO were not included.

Local tourists from within New Zealand were also not included.

Translations: The survey was provided in Chinese, Korean, French, Spanish, Arabic and Hindi

N=116

Gender: 41% male 59 % Female

Age range (years):

Under 40	40-49	50-59	60-69	70+
13%	11%	15%	32%	34%

Results: **Should New Zealand allow GMO plants and animals into the environment**

Response options: *Yes, No, Don't know, refused*



Margin of error: 9.1% at a 95% confidence level Data is unweighted

Country of origin: USA (26%), Australia (22%), Asia (16%), UK (11%), Europe (11%), Canada (10%), Africa (3%), Central America (1%)

Questionnaire: Greeting and introduction:

- The survey is for international visitors. Are you a visitor? (Yes - continue. No - thank and close).
- Have you heard of GMO or Genetic Modification? (Yes, continue. No - thank and close).
- Today New Zealand has no GMO crops, fruit, vegetables or farm animals.
- Question: **Should New Zealand allow GMO plants and animals into the environment?**