

MEDIA RELEASE

22 December 2008

Tradition on the menu this Christmas

We may like to think we have our own very unique New Zealand/South Pacific traditions, but on Christmas Day, few of us will be enjoying a hangi, barbecue or fresh seafood - more likely it's roast turkey or ham on the menu, according to a Research New Zealand poll.

The poll found that, for the year's most anticipated meal, 25 percent of Kiwis would like to be served roast turkey, 23 percent of us would like ham, 20 percent roast chicken and 14 percent roast lamb. Only 6 percent of us would like to have a barbecue, 2 percent a hangi and 3 percent a vegetarian meal.

Research New Zealand Director Emanuel Kalafatelis said that even though Christmas in New Zealand was in many ways a summer event; when it came to the Christmas meal our traditions mirror those in the Northern Hemisphere.

"At a time of increasing uncertainty, Kiwis are holding fast to their traditions. Christmas dinner is our most traditional meal and we want it to stay that way.

"We also found 9 percent of Kiwis didn't have a preference when it came to a meal on Christmas Day and 4 percent were only interested in dessert," Mr Kalafatelis said.

Research New Zealand polling was conducted between 26 November and 3 December.

The Research New Zealand poll of 500 people aged 15 and over was conducted by telephone between the 26 November and 3 December. The maximum margin of error is +/- 4.6 % (at the 95% confidence level). The data has been weighted to ensure it is an accurate representation of New Zealand's general population. The poll was not taken on behalf of any organisation but as part of Research New Zealand's monthly survey of attitudes and opinions.



Participants were asked: *For your Christmas Day celebration this year, what would you like to be served as the main course for the main meal?*

Table 1: Main course for Christmas Day - By composition of household

For your Christmas Day celebration this year, what would you like to be served as the main course for the main meal?

	Total	Household with children	Household without children/Other
Base =	500	203	297
	%	%	%
Ham	23	23	23
BBQ	6	7	5
Hangi	2	3	1
Roast chicken	20	26	14
Roast lamb	14	14	14
Roast beef	3	2	3
Roast turkey	25	22	28
Roast Pork	6	5	8
Roast (in general)	2	0	4
Seafood	5	3	7
Vegetarian dish	3	3	3
Dessert	4	4	4
Salads/Cold meat	7	6	8
Other	9	9	8
Don't Care	7	7	7
Don't know	2	1	2
Refused	0	1	0

Total may exceed 100% because of multiple response.

Research New Zealand is an independent, New Zealand-owned research organisation undertaking social and business research.

www.researchnz.com