

MEDIA RELEASE

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Kiwis keeping it traditional for Christmas

Forget the image of a good old Kiwi barbie on the beach on Christmas Day, Kiwis are more likely to be sitting down to a traditional roast meal on December 25.

The latest Research New Zealand poll asked Kiwis what they'd like to eat for their main Christmas meal and found two-thirds (66%) of us prefer a roast meal (either turkey, chicken or lamb). A further 22% would opt for ham.

A BBQ was favoured by only 9% and seafood by 7%, Research New Zealand Director Emanuel Kalafatelis said.

Mr Kalafatelis said the findings might surprise many Kiwis because we like to think of ourselves as having our own distinct southern hemisphere-style Christmas.

“Our idea of a laid back BBQ on the beach on Christmas Day and tucking into fresh seafood isn't as prevalent as we might think. When it comes to Christmas we seem to be traditionalists. Most of us stick to the northern hemisphere favourites of turkey, chicken or lamb for the most anticipated meal of the year,” Mr Kalafatelis said.

Mr Kalafatelis said just 1% planned to enjoy a hangi and 2% would prefer a vegetarian meal. A further 1% was only interested in dessert.

The Research New Zealand poll of 500 people aged 15 and over was conducted by telephone between the 4 and 11 December. The maximum margin of error is +/- 4.7 % (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.

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

Results by Gender

	Total	Male	Female
Base =	500	234	266
	%	%	%
Ham	23	23	24
Roast turkey	22	21	22
Roast chicken	18	19	16
Roast lamb	14	17	13
BBQ	9	8	10
Roast pork	8	8	7
Seafood	7	5	9
Roast beef	4	7	2
Vegetarian dish	2	2	2
Hangi	1	1	2
Dessert	1	1	0
Other	10	11	9
Don't celebrate Christmas	1	1	0
Don't care	6	5	6
Don't know	3	3	4
Refused	0	1	0

Total may exceed 100% because of multiple response.

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