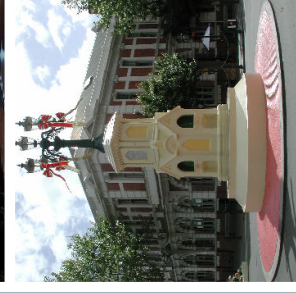
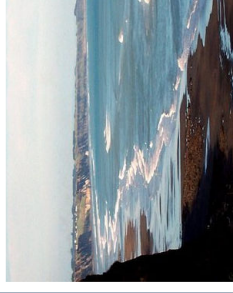


UMR Omnibus Results September 2009

Wanganui or Whanganui?



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Methodology



- This report is based on a telephone survey of a nationally representative sample of 750 New Zealanders aged 18 years or over.
- Fieldwork was conducted from 24th to 27th September 2009 at UMR Research's national interview facility in Auckland.
- The margin of error for sample size of 750 for a 50% figure at the '95% confidence level' is $\pm 3.6\%$.

Key findings



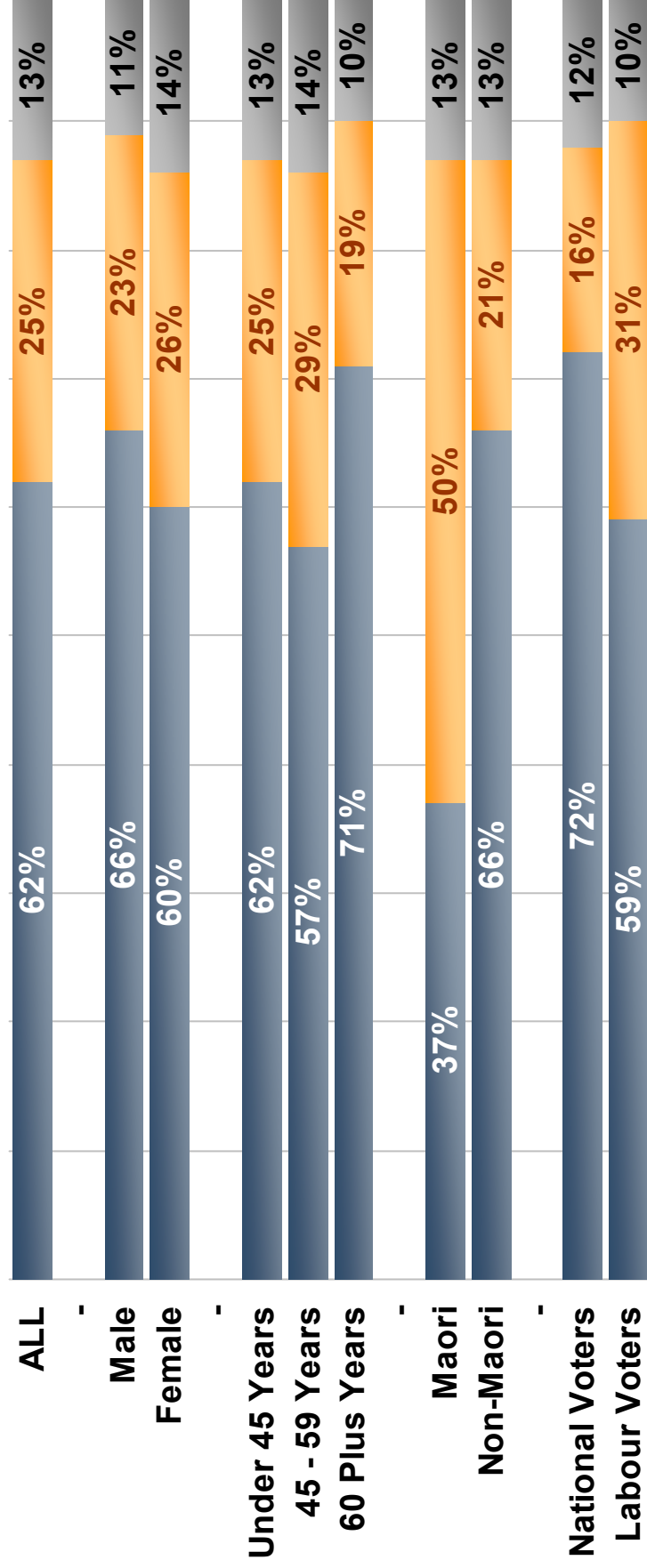
- Despite the recent recommendation from the New Zealand Geographic Board, a clear majority of New Zealanders are opposed to changing the spelling of 'Wanganui'.
 - 62% say the spelling should be left as it is
 - 25% think that it should be changed to 'Whanganui', while 13% are unsure.
 - These figures represent a slight firming in views since the last time we asked a question on this issue in April 2009, when 59% of New Zealanders were in favour of the status quo, and 30% favoured the spelling change.
- Support for the 'H' is considerably higher amongst Maori.
 - 37% prefer 'Wanganui'
 - 50% prefer 'Whanganui'
 - The equivalent figures amongst non-Māori are 66% for 'Wanganui' and 21% for 'Whanganui'.
- Attitudes towards a name change were related to the party vote
 - 72% of National voters prefer 'Wanganui' while 16% want 'Whanganui'
 - 59% of Labour voters prefer 'Wanganui' while 31% want 'Whanganui'
 - The sample of Māori party voters from the latest survey is too small for analysis, but combined results from the April and September surveys show 81% of Māori party voters (this is the party vote) supporting a change to 'Whanganui' (11% for 'Wanganui'). This still needs to be treated as indicative only because even the combined sample for Māori party voters in the two surveys is small (n=37).
- The sample for people living in the Wanganui / Whanganui area itself is not large enough for separate analysis.

How Should Wanganui Be Spelt?



As you may be aware, the New Zealand Geographic Board has recommended that the city of Wanganui should be spelt with the letter H after the W. Do you think the spelling should remain as it is now, or do you think an H should be included?

■ Leave as is, WANGANUI ■ Change to WHANGANUI ■ Unsure/ Depends



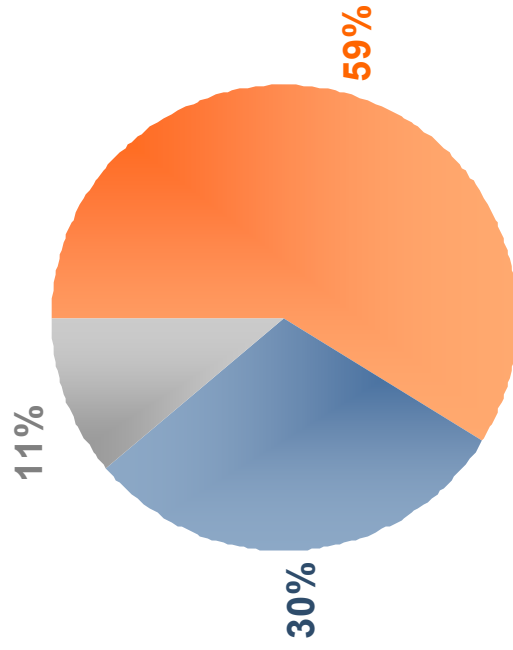
Base: All, n=750

Similar Numbers In April



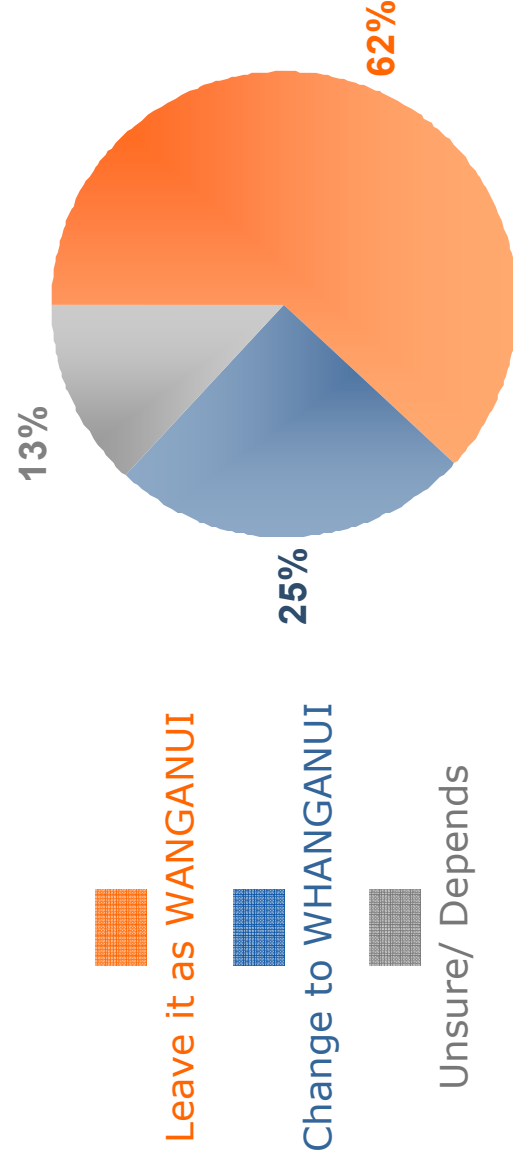
April 2009

As you may be aware, there is debate surrounding the correct spelling of the city name of Wanganui? The issue is whether to have the proper Māori spelling and include the letter H after the W. Do you think the spelling should remain as it is now, or do you think an H should be included?



September 2009

As you may be aware, the New Zealand Geographic Board has recommended that the city of Wanganui should be spelt with the letter H after the W. Do you think the spelling should remain as it is now, or do you think an H should be included?



Base: All, n=750