



NZ Flag Referendum Update

February 2016

Quantitative Survey

Methodology

- > Results in this report are from the monthly UMR Online Omnibus survey. The survey is a nationally representative sample of 1000 New Zealanders, 18 years of age and over.
- > The latest survey was conducted from 29th January to 15th February 2016, while the previous survey was conducted from 1st to 15th October 2015.
- > The sample size of n=1000, has a margin of error for a 50% figure at the 95% confidence level of $\pm 3.1\%$.

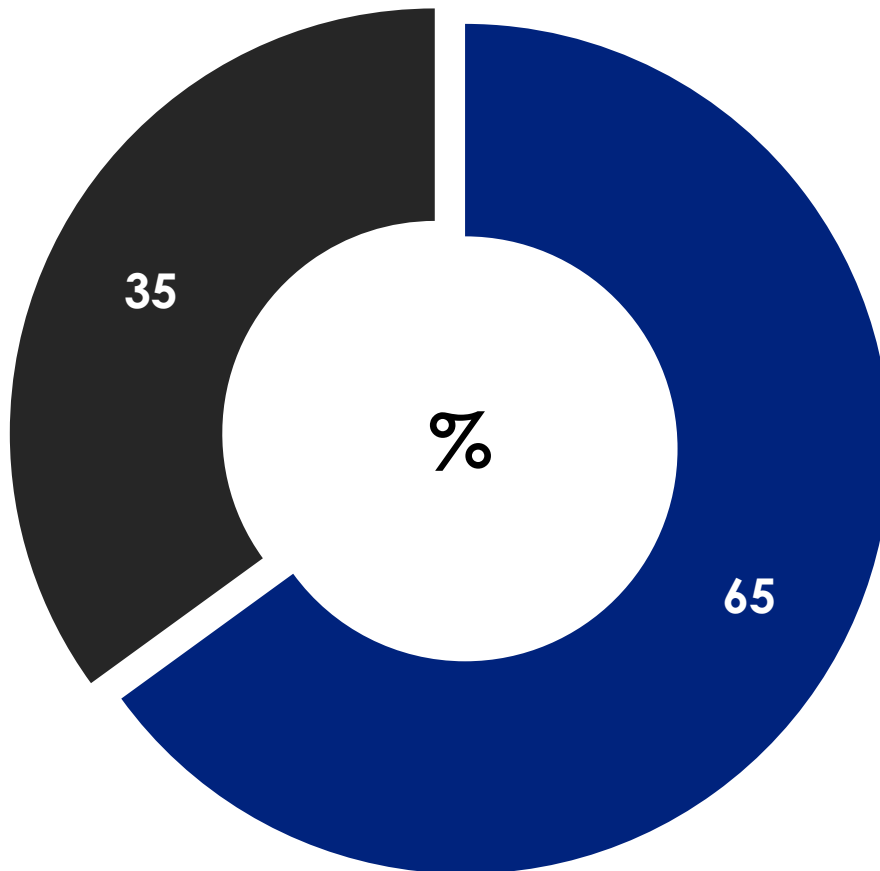
Commentary

- > Two thirds of New Zealanders prefer the current New Zealand flag.
- > Two thirds of those almost certain or very likely to participate in the referendum prefer the current New Zealand flag.
- > More people have indicated they are likely to participate in the 2nd referendum than in the 1st, 'almost certain' to participate has increased 20% between asking before the 1st referendum and before the 2nd referendum.
- > Under 30s prefer the current flag more than other age groups.
- > National voters are 50/50 on changing the flag.
- > Two thirds of respondents agreed that *'The flag referendum has been a distraction and a waste of money. New Zealanders should send John Key a message by voting for the current flag.'* Of National voters, 47% agree with this statement.

Flag preference



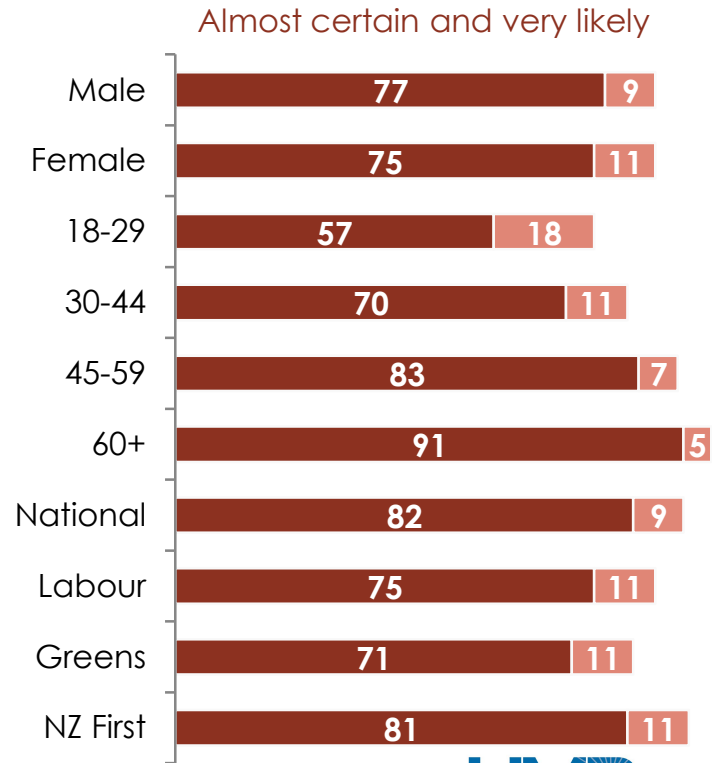
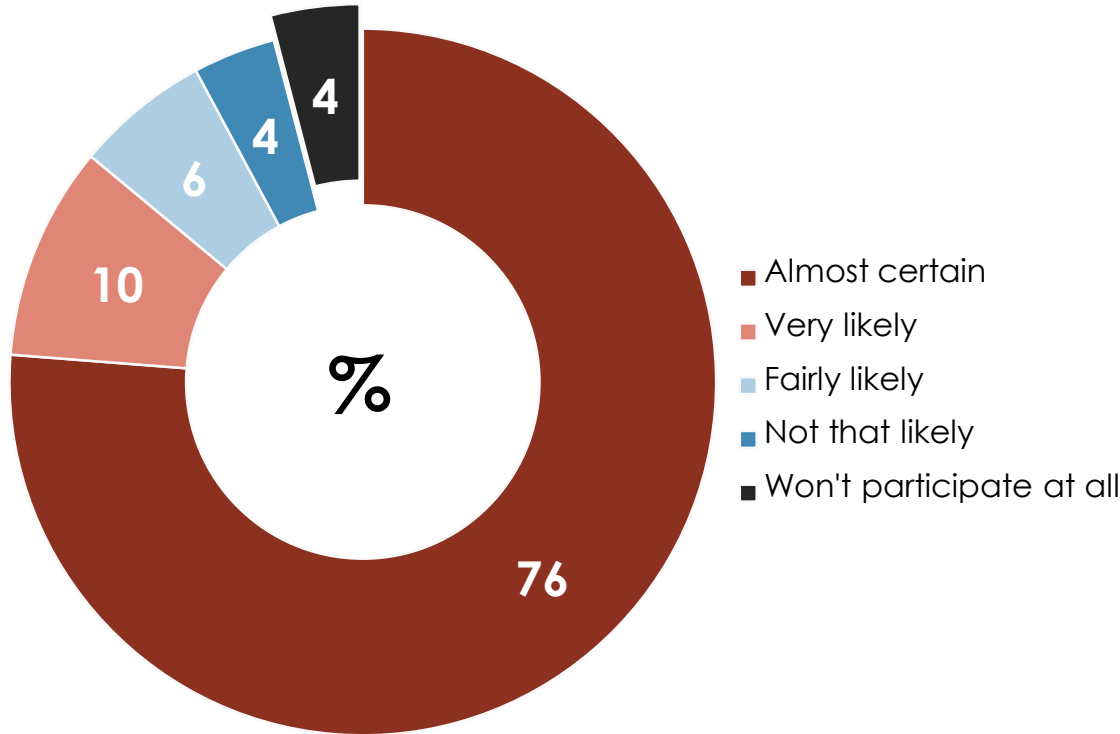
Below are the Silver Fern Flag and the current NZ flag, the flags New Zealand will choose between in the final binding referendum in March 2016. Regardless of whether you will vote in the referendum, which would you like to be the New Zealand flag?



Certainty of voting



How likely are you to participate in the upcoming referendum that will decide if we keep the current New Zealand flag or change the flag?



Flag preference by certainty of voting



Almost certain (n=762)



Very likely (n=98)



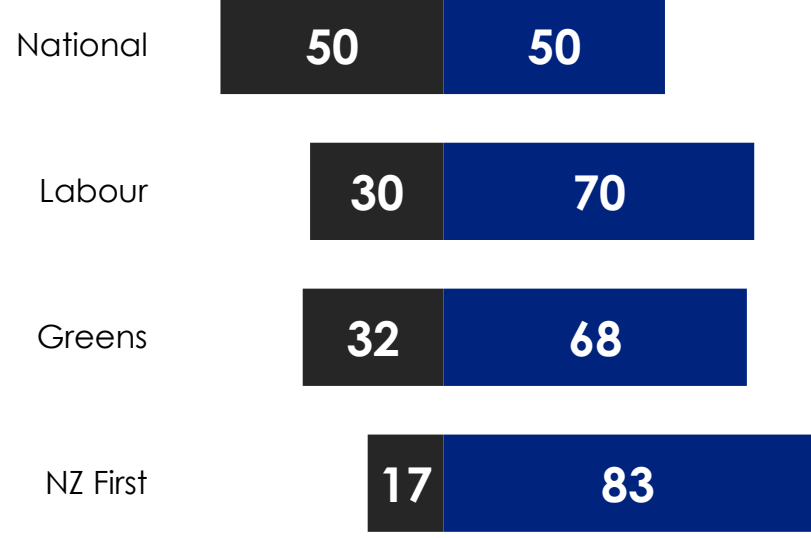
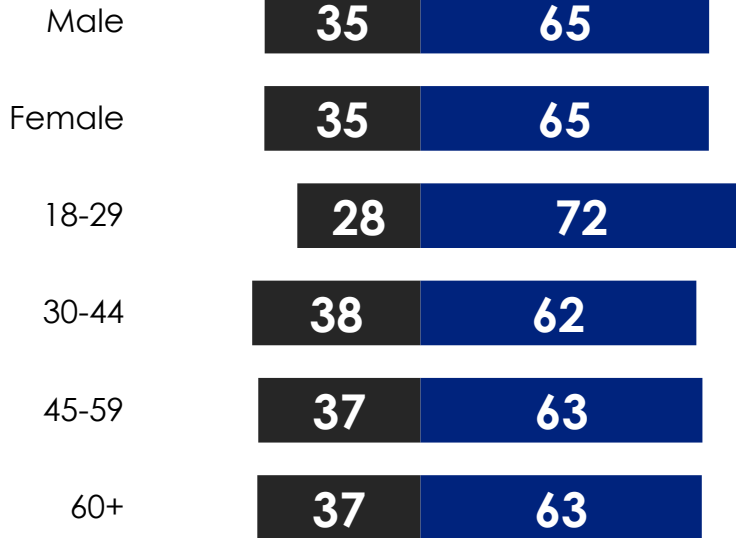
Fairly or not that likely (n=99)



Won't participate at all (n=41)

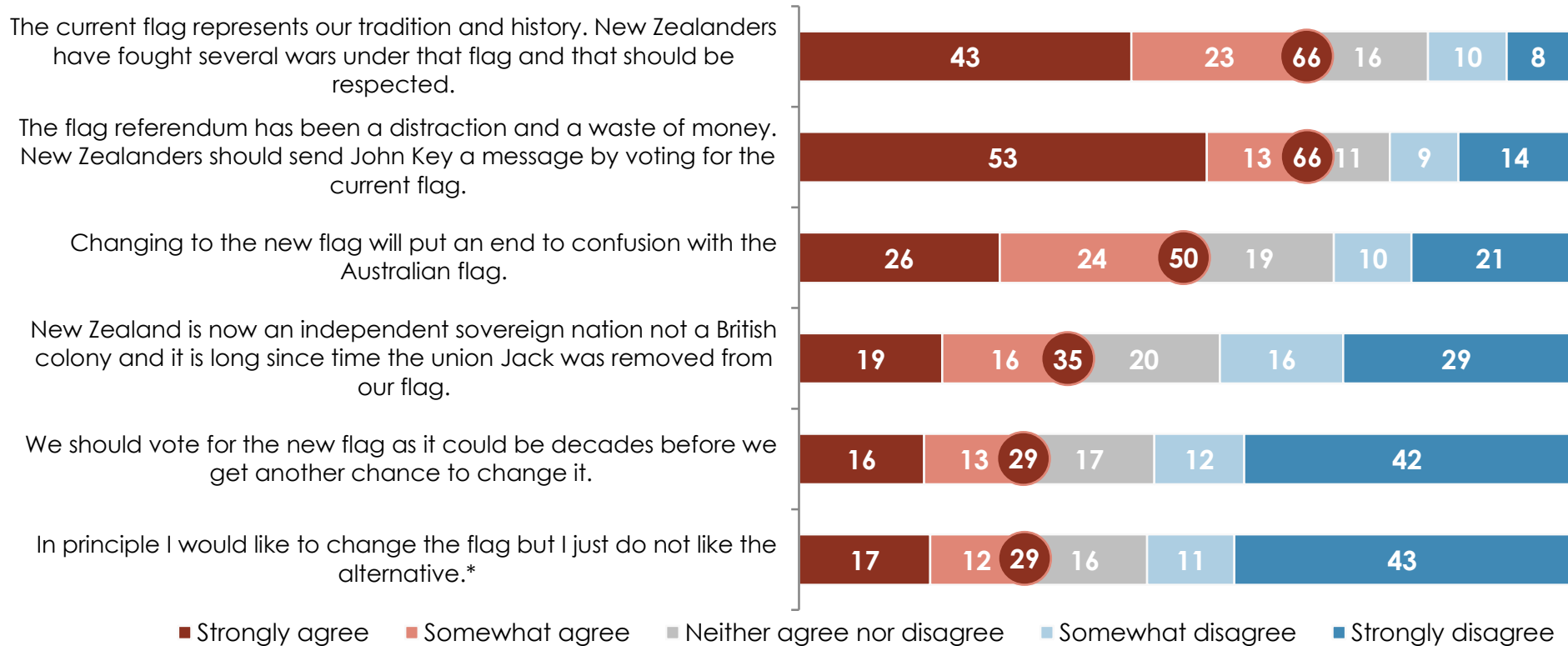


Flag preference by demographics



Attitudes to the referendum

Regardless of your voting intention how much do you agree or disagree with the following statements about the flag debate

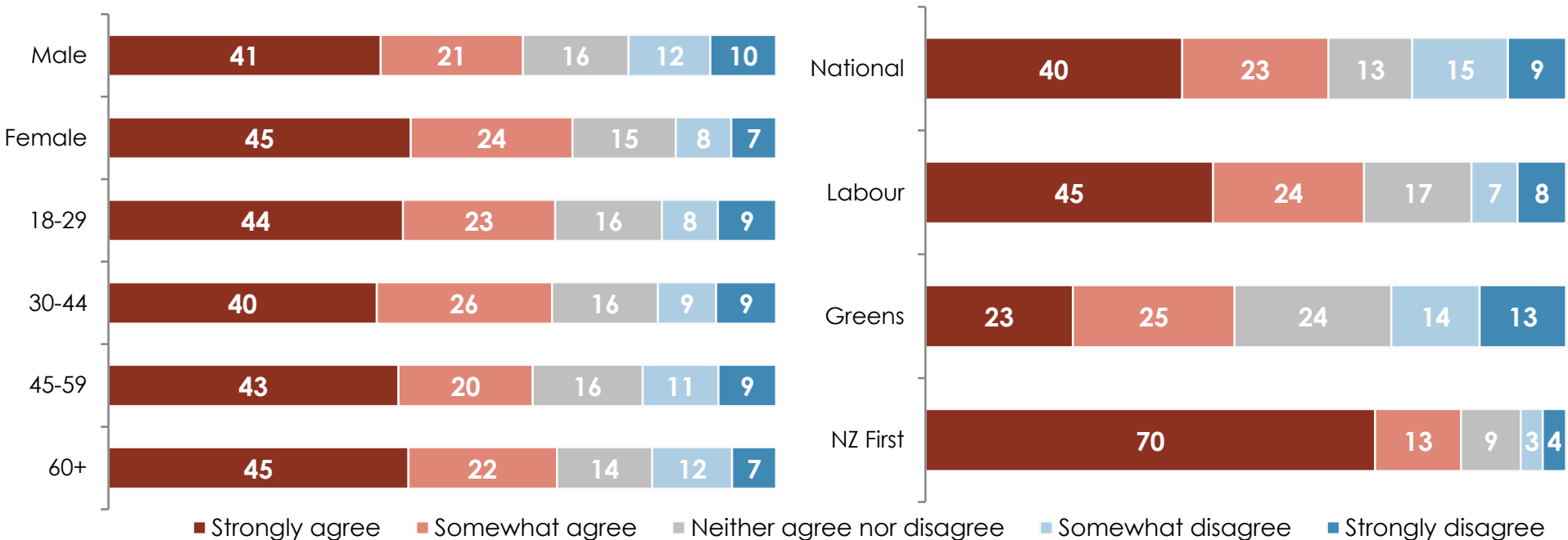


*Only asked of those that prefer the current NZ flag (n=649)

The current flag represents our tradition and history



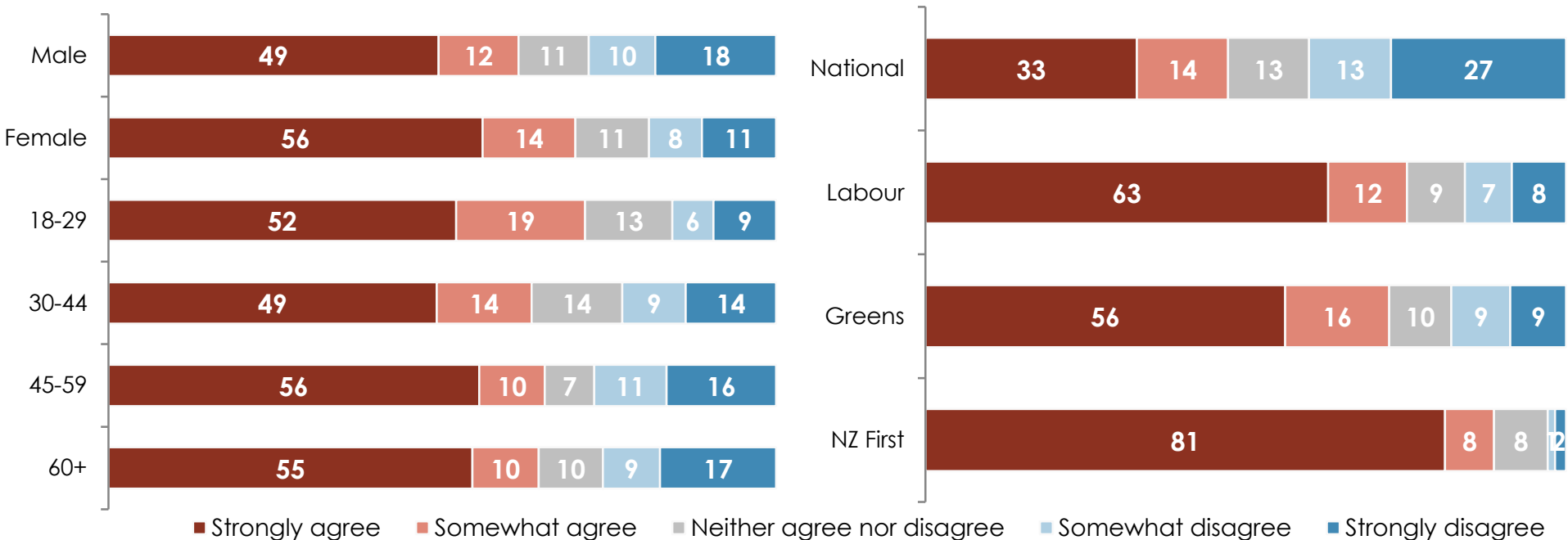
The current flag represents our tradition and history. New Zealanders have fought several wars under that flag and that should be respected.



Referendum a distraction and a waste of money



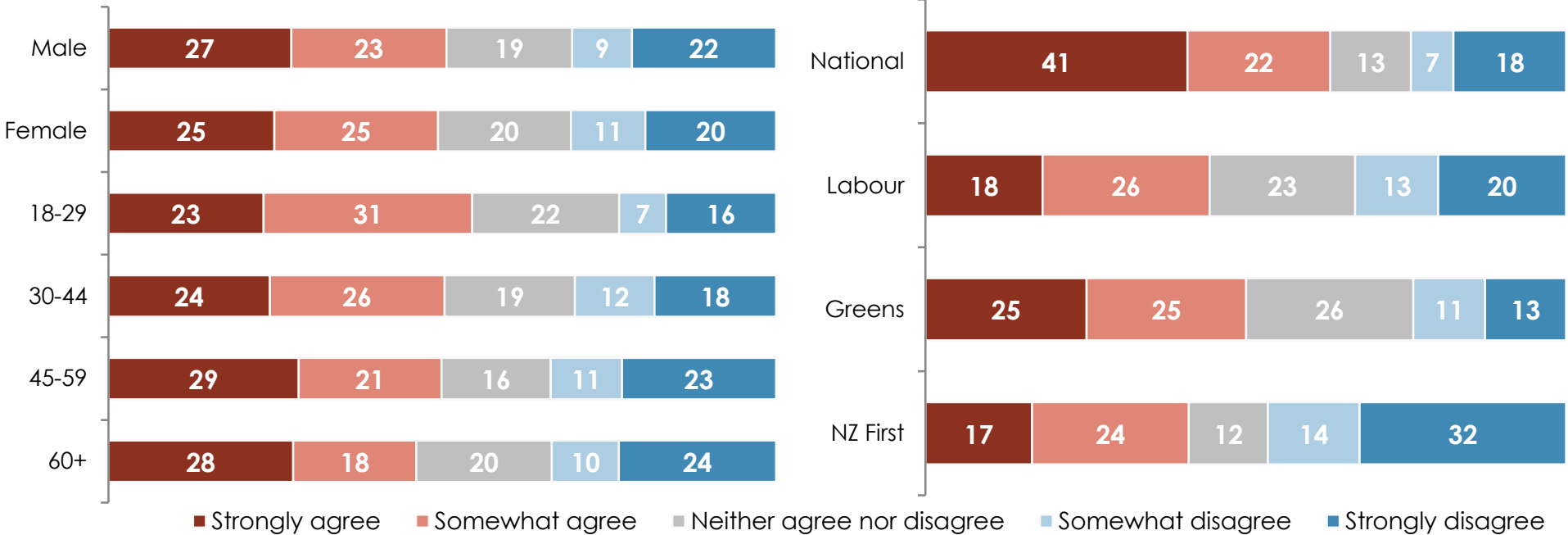
The flag referendum has been a distraction and a waste of money. New Zealanders should send John Key a message by voting for the current flag.



End to confusion with the Australian flag



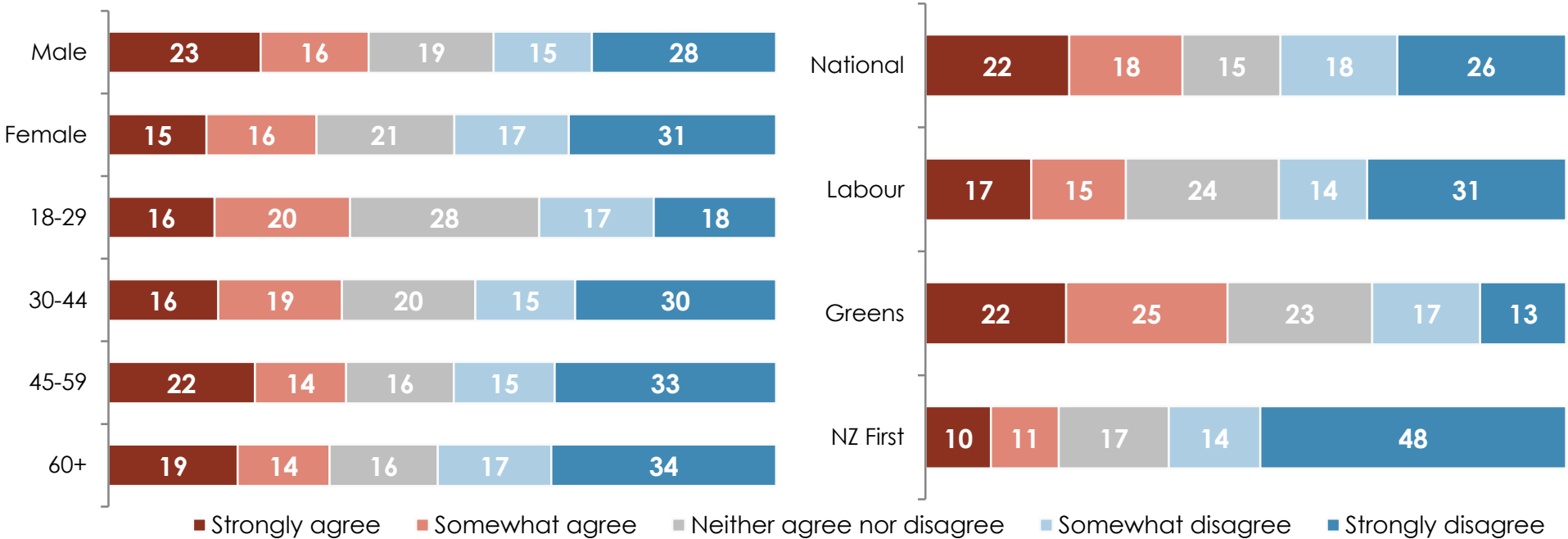
Changing to the new flag will put an end to confusion with the Australian flag.



New Zealand is now an independent nation



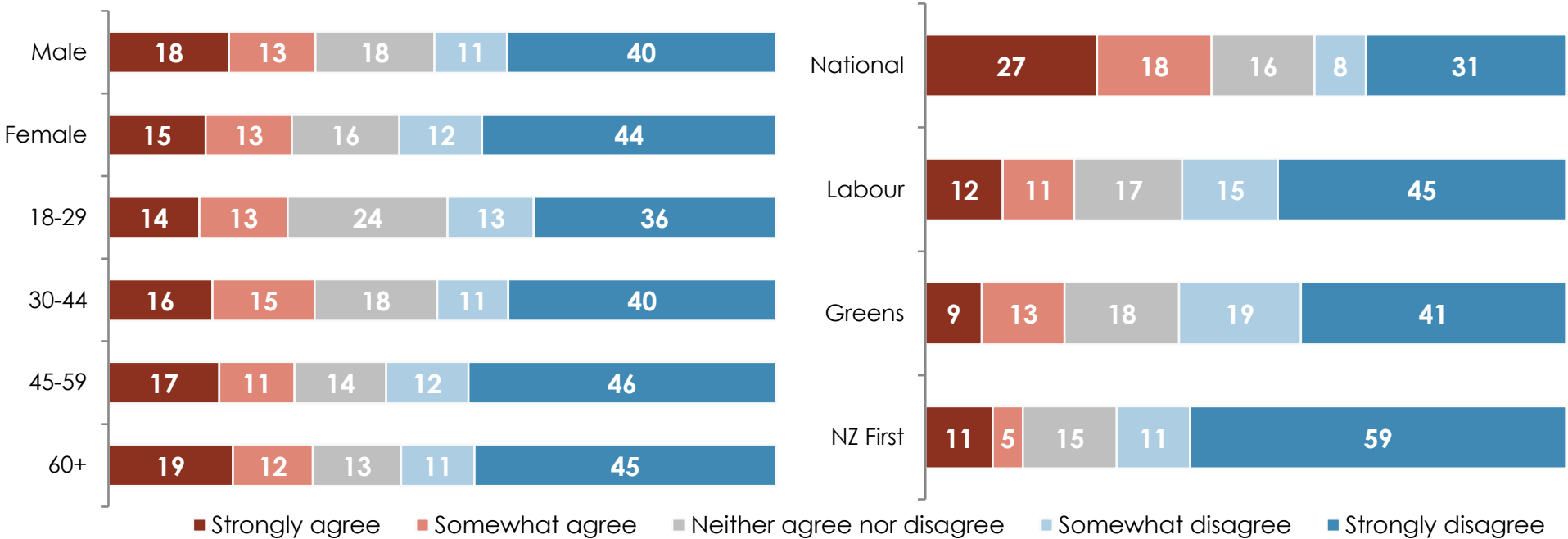
New Zealand is now an independent sovereign nation not a British colony and it is long since time the union Jack was removed from our flag.



Decades before we get another chance to change it



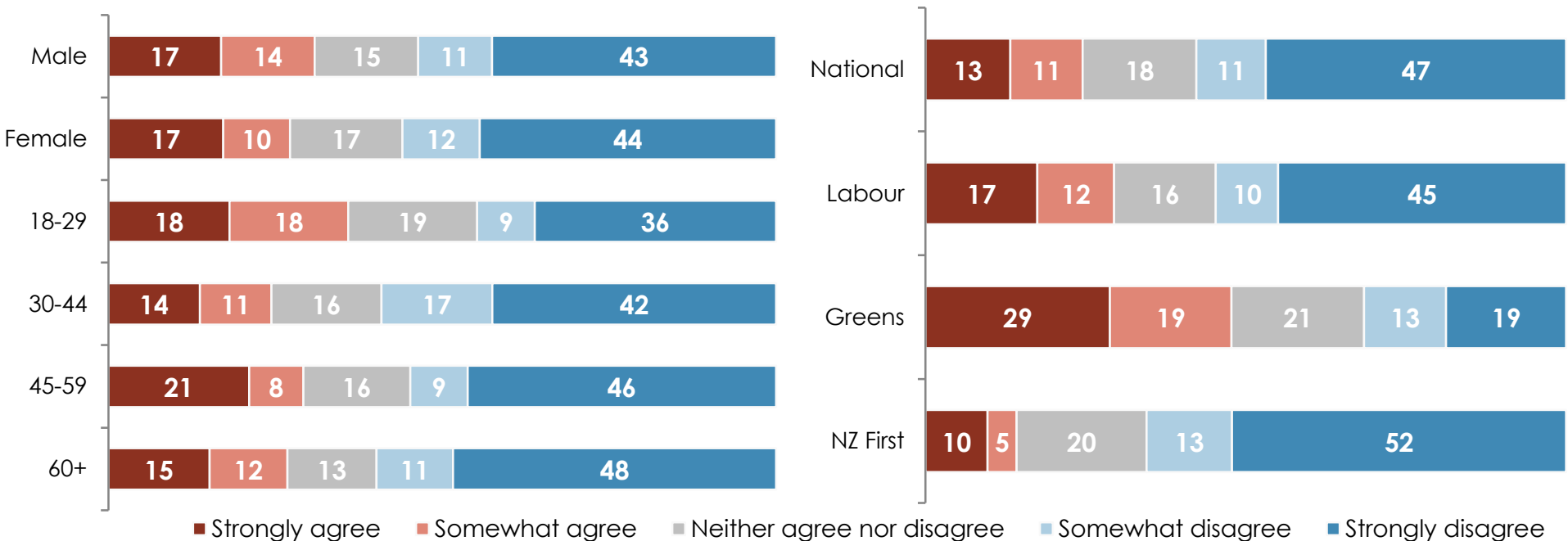
We should vote for the new flag as it could be decades before we get another chance to change it.



Like to change the flag but I just do not like the alternative



*In principle I would like to change the flag but I just do not like the alternative.**



*Only asked of those that prefer the current NZ flag

For further comment please contact:

Main contact

David Talbot
04 473 1064
021 607 700

Secondary contact

Stephen Mills
04 473 1065
027 543 7167



WELLINGTON

AUCKLAND

SYDNEY

BERLIN

umr@umr.co.nz

www.umr.co.nz

www.facebook.com/umr.research

+64 4 473 1061