



NZ Flag Referendum Update

March 2016

Quantitative Survey

Methodology

- > Results in this report are based upon questions asked in the UMR Research nation-wide omnibus survey. This is a telephone survey of a nationally representative sample of 750 New Zealanders 18 years of age and over.
- > Fieldwork was conducted from the 25th to 29th February 2016 at UMR Research's national interview facility in Auckland.
- > The sample size of n=750, has a margin of error for a 50% figure at the 95% confidence level of $\pm 3.6\%$.

Commentary

- > In UMR's latest flag survey undertaken in last week of February 59% want to keep the current flag and 32% to change. 9% were unsure. That possibly represents a very modest gain for the change campaign as most previous polls have shown a 2:1 margin for retention of the current flag.
- > The support for the current flag amongst those who declare they are certain to vote is higher at 62% to 32%.
- > National voters are the most likely to vote for change splitting 45% each way. Only 19% of Labour voters support changing the flag with 73% for retention.

Commentary

Continued

- > The critical audience as voting begins are the almost 20% of New Zealanders, identified in UMR's January flag survey who are voting to retain the current flag but agree with the statement "in principle I would like to change the flag but I just do not like the alternative“.
- > Those voting for a new flag to "remove the symbolic colonial yoke" or because "our soldiers died under the current flag" are not going to change their minds.

Commentary

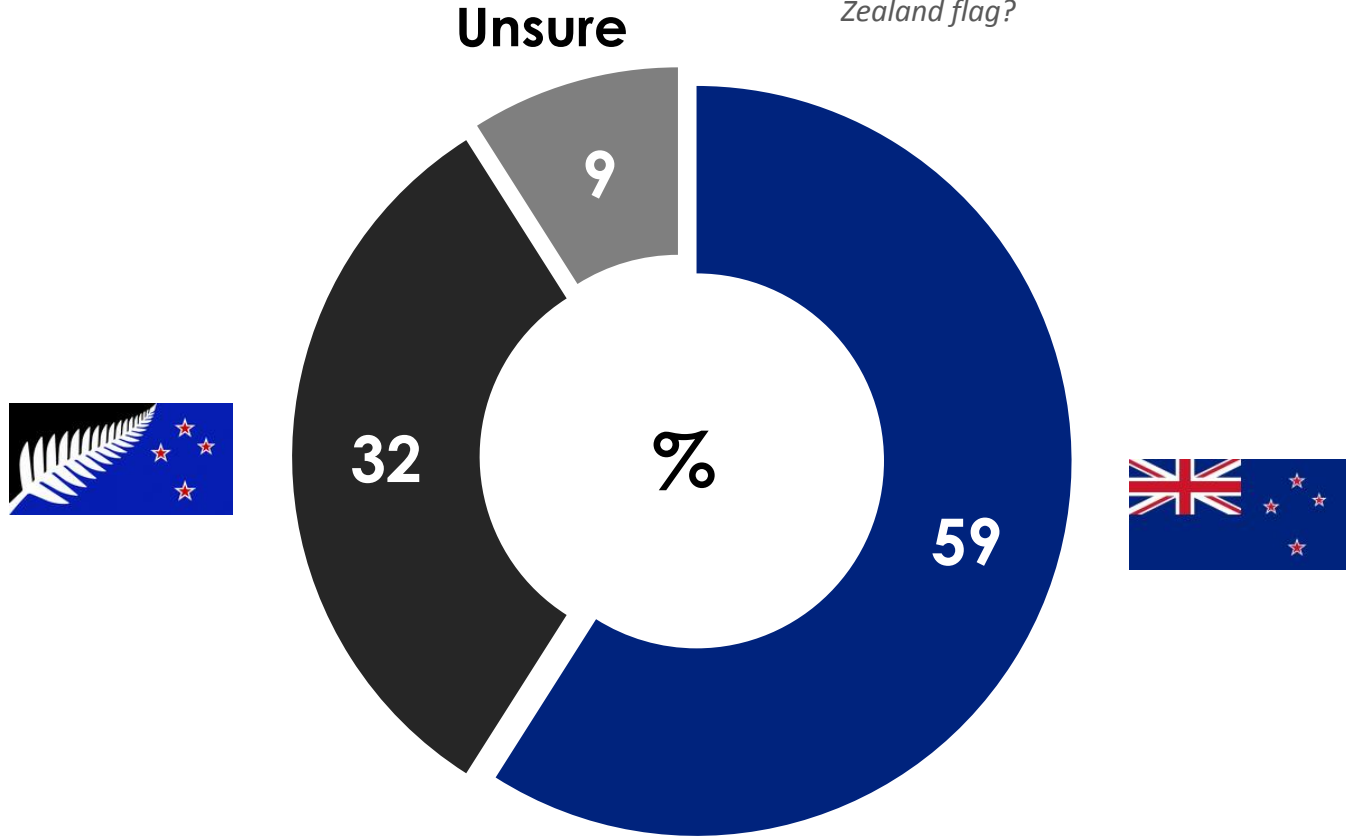
Continued

- > The group voting for retention because they do not like the Lockwood design just might.
- > They are younger and much more likely to be Labour and Green voters than the population as a whole.
- > The best change message for this group is confusion with the Australian flag.
- > As well as reinforcing their dislike of the proposed new design this group is also particularly responsive to a "send a message" to John Key appeal. 79% in this group agree and only 17% disagree that "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".

Flag preference



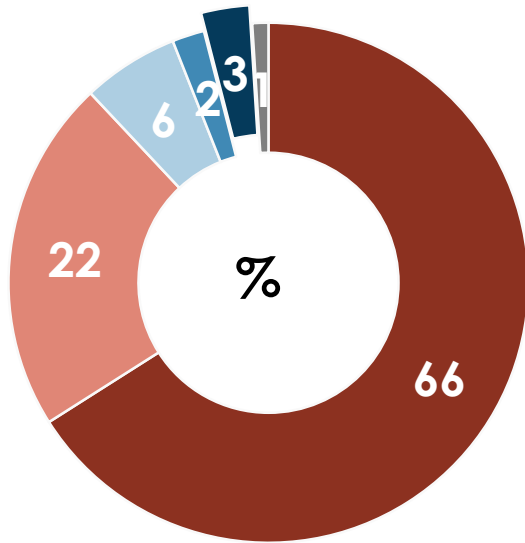
As you may be aware in March there will be a binding referendum on whether to keep the current New Zealand flag or change to a new design containing the Silver fern and Southern cross. Regardless of whether you will vote in the referendum, which would you like to be the New Zealand flag?



Certainty of voting

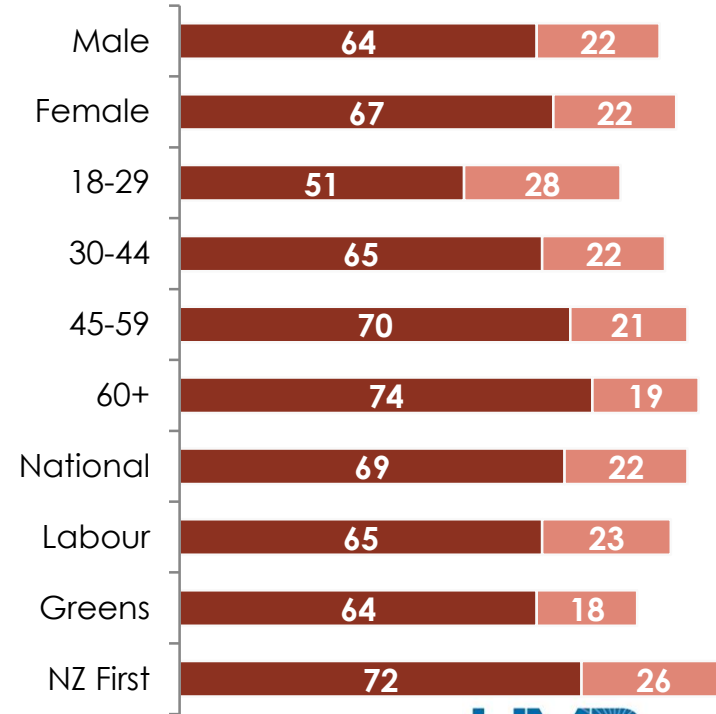


How likely are you to participate in the upcoming referendum that will decide if we keep the current New Zealand flag or change the flag?



- Almost certain
- Very likely
- Fairly likely
- Not that likely
- Won't participate at all
- Unsure

Almost certain and very likely



Flag preference by certainty of voting



%

Almost certain (n=493)



Very likely (n=167)



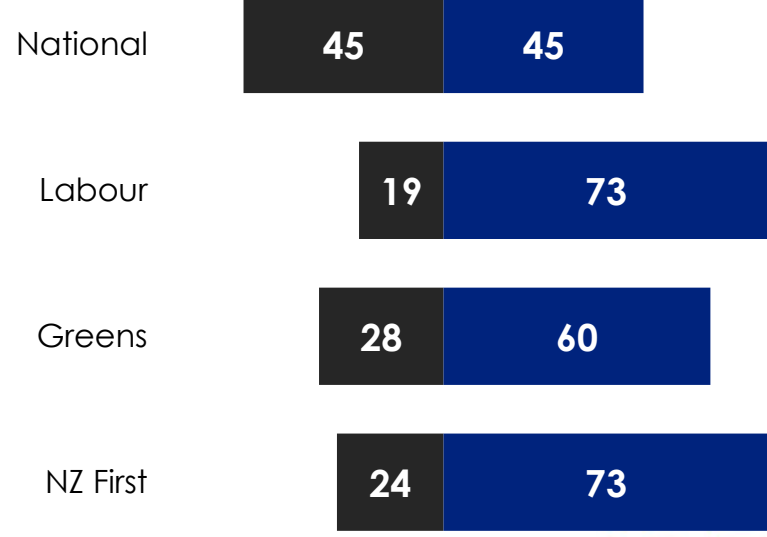
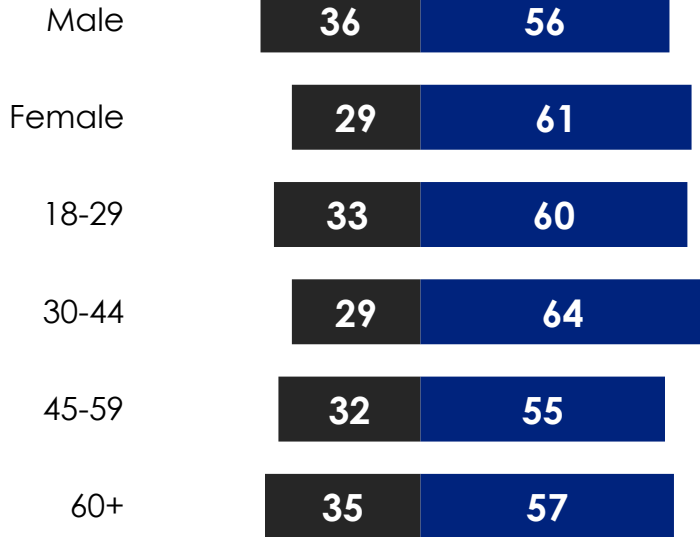
Fairly or not that likely (n=61)



Flag preference by demographics



%



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