



NZ Flag Referendum Update

March 2016

Quantitative Survey

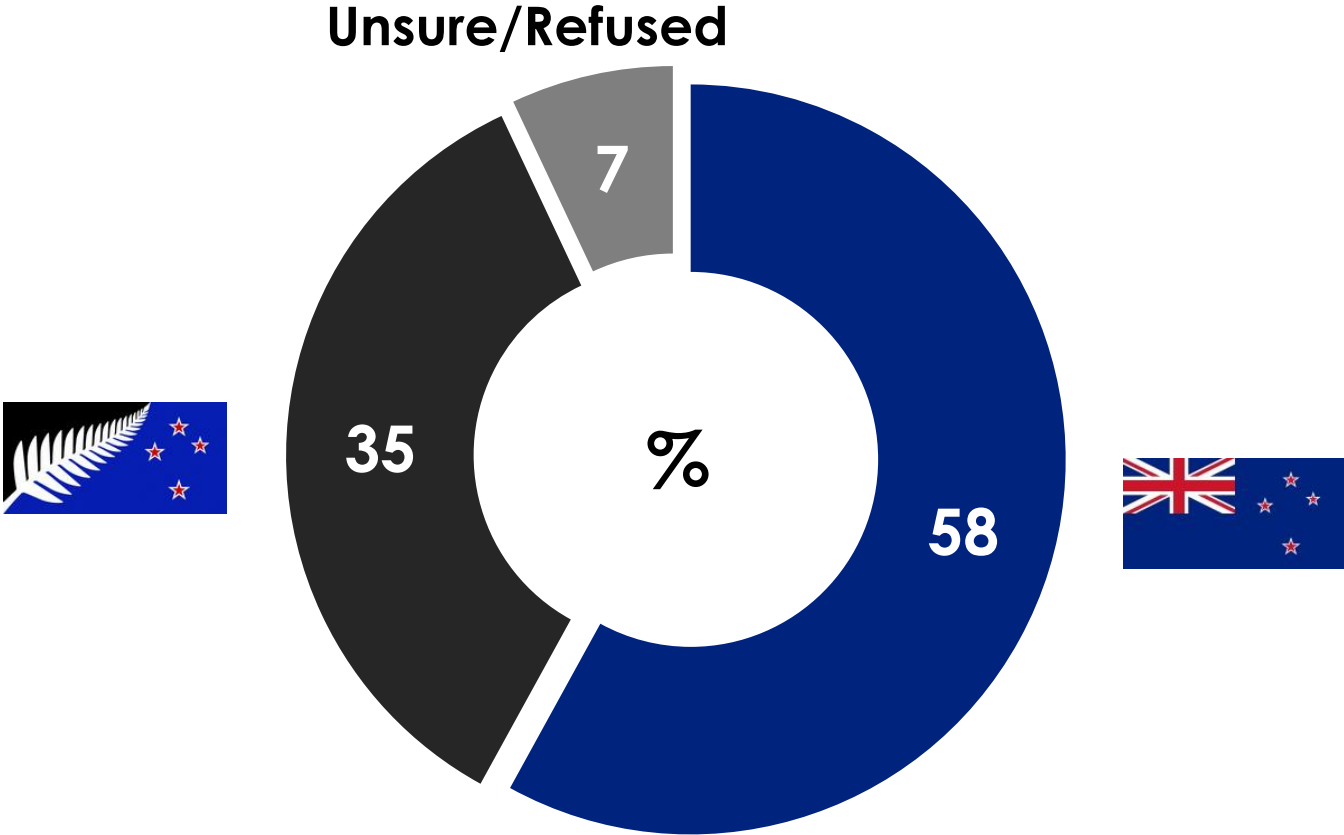
Methodology

- > 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 10th to 15th March 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 $\pm 3.6\%$.
- > The data in this survey is combined from two questions, one asking those who declare they have voted and the other asking those who declared they will vote.

Commentary

- > There was no significant change in flag preference from the previous survey conducted in Late February.
- > Younger New Zealanders are the keenest to retain the flag.
- > Political polarisation is again very evident. A narrow majority of National voters now intend to vote for change but big majorities of other voters are voting for retention.

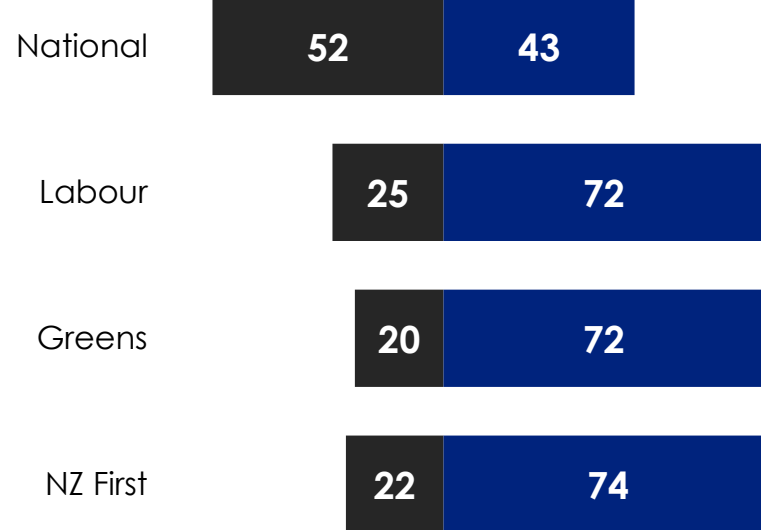
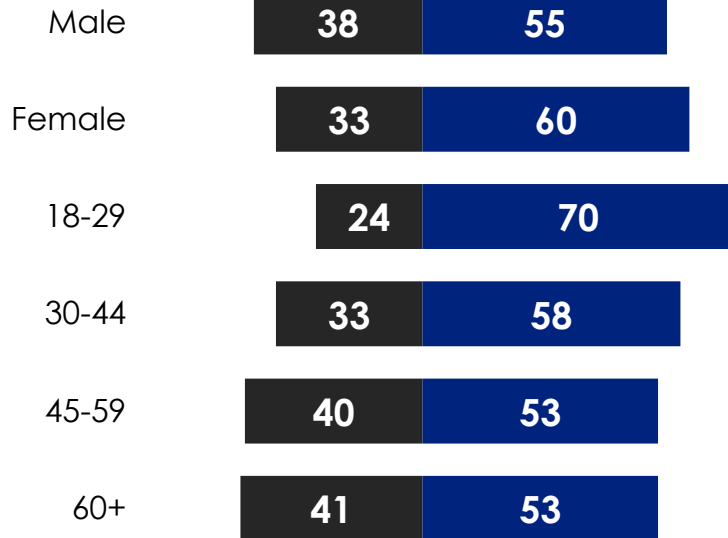
Flag preference – All voters



Flag preference by demographics

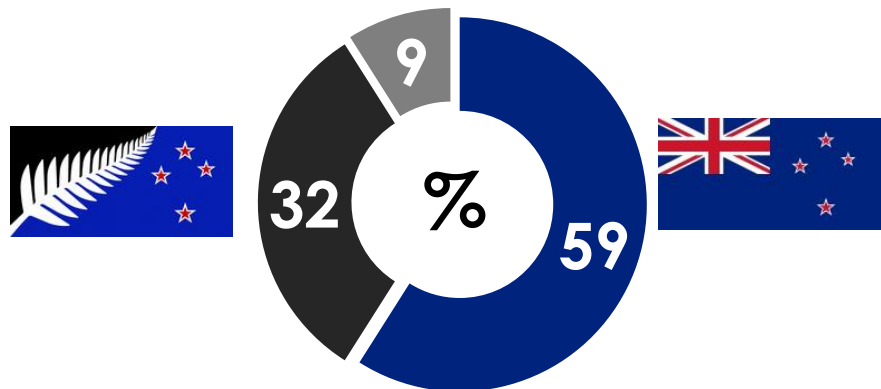


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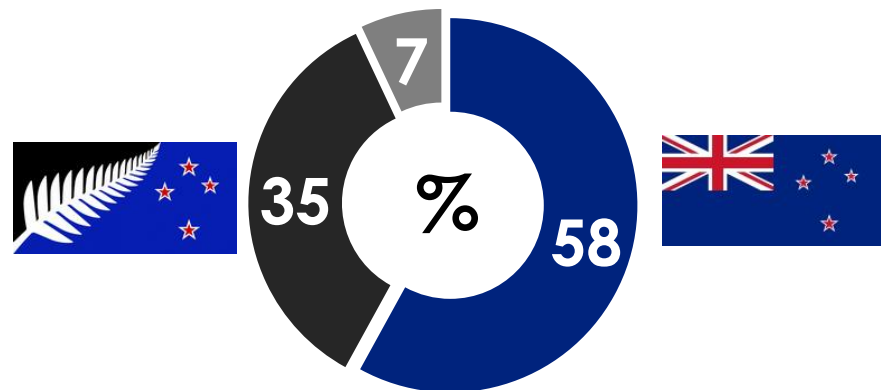


Flag preference – Tracked

Late February



March



Note: The Late February asked all respondents
The March survey asked only those who declared they have or will vote.

For further comment please contact:

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