



NZ Flag Referendum

August 2015

Quantitative Survey

Methodology

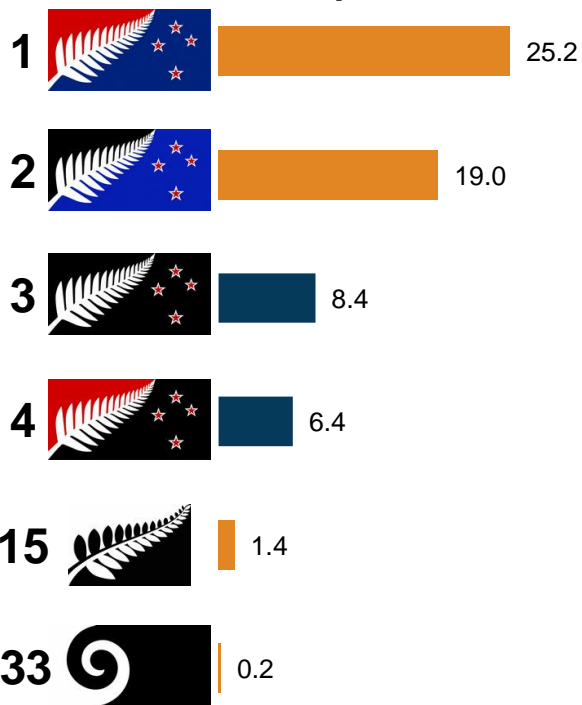
- > Results in this report are from the monthly UMR Online Omnibus survey. The survey is a nationally representative sample of 1000 New Zealanders, 18 years of age and over.
- > The survey was conducted from 25th to 31st August 2015.
- > The sample size of n=1000, has a margin of error for a 50% figure at the 95% confidence level of $\pm 3.1\%$.

Ranking the proposed designs

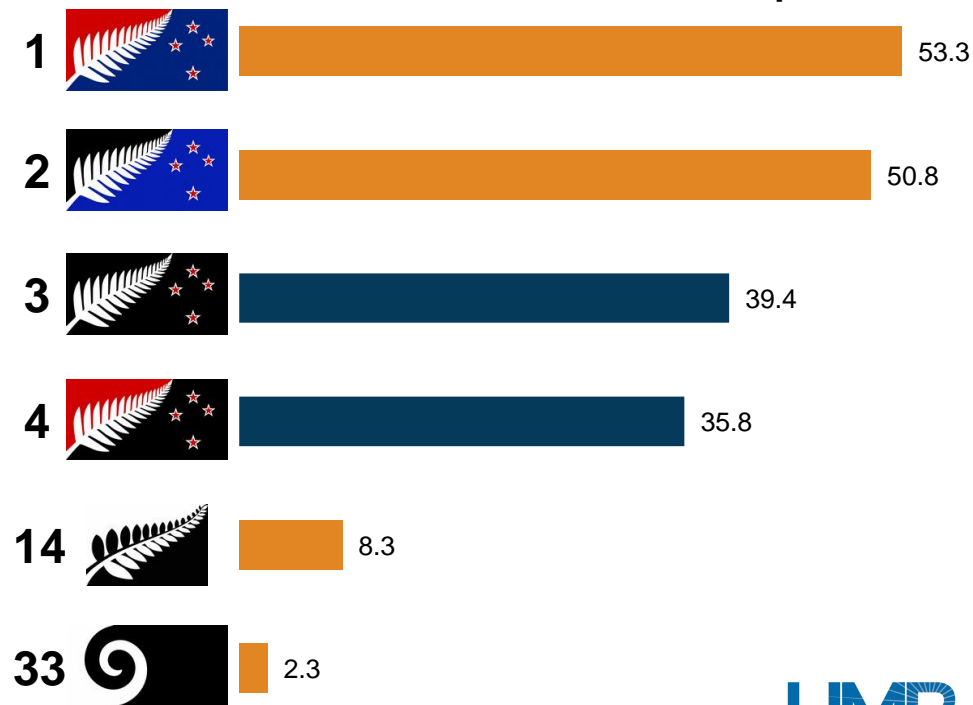


Regardless of your opinion on whether or not you want to change the flag, we are interested to know which are your top 4 designs for a possible new New Zealand flag. Rank your favourite, '1' being your favourite and '4' being your fourth favourite.

Rank **First preference**



Rank **Occurrence in top 4**

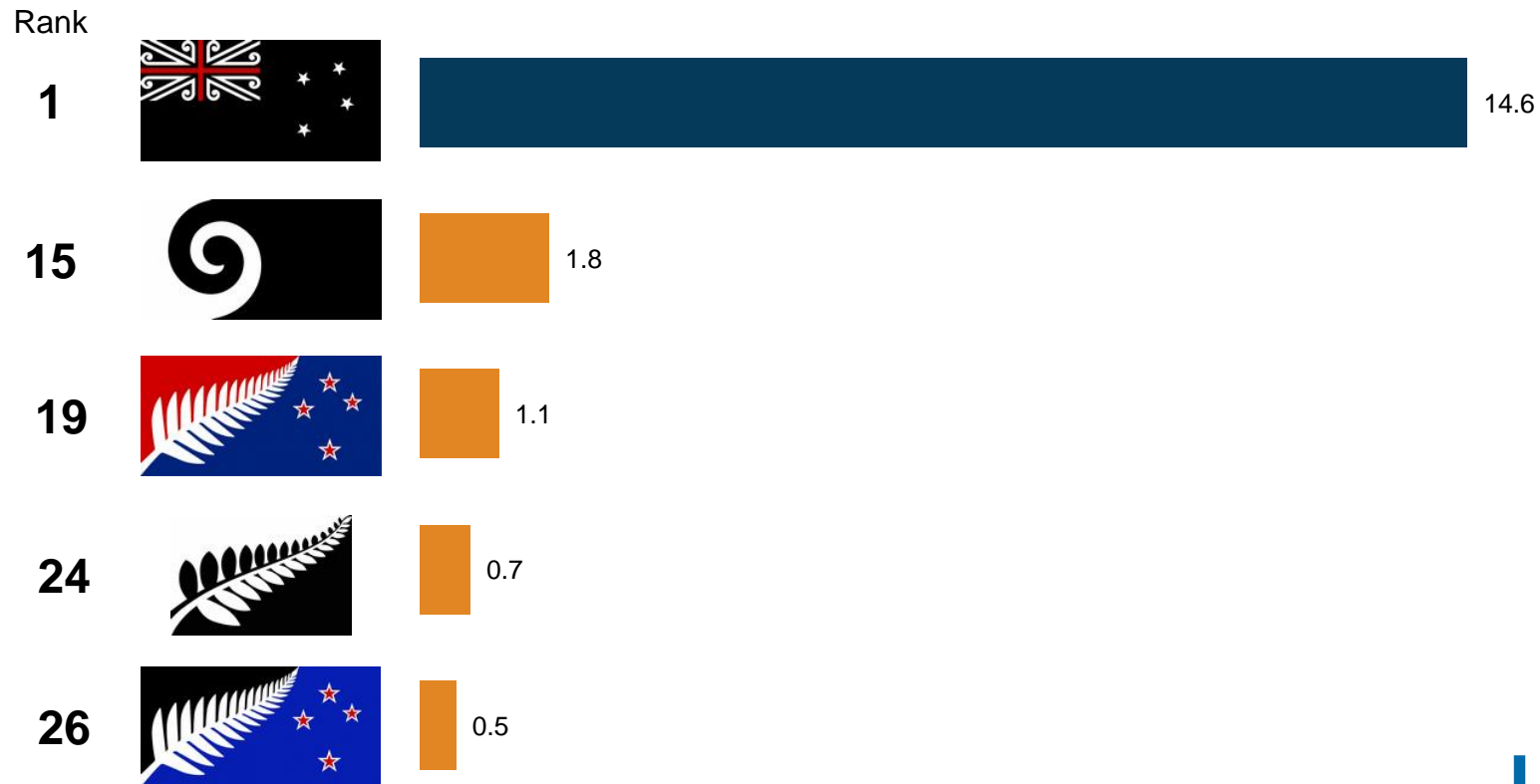


%

Least favourite design



Now, we would like you to select your least favourite design.

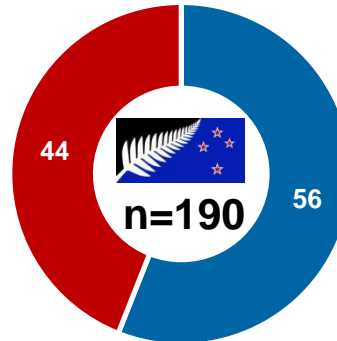
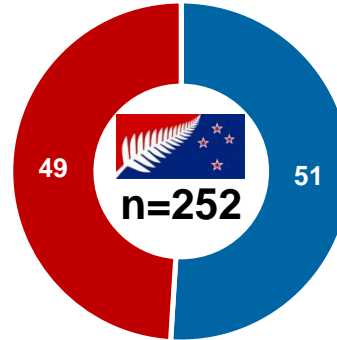
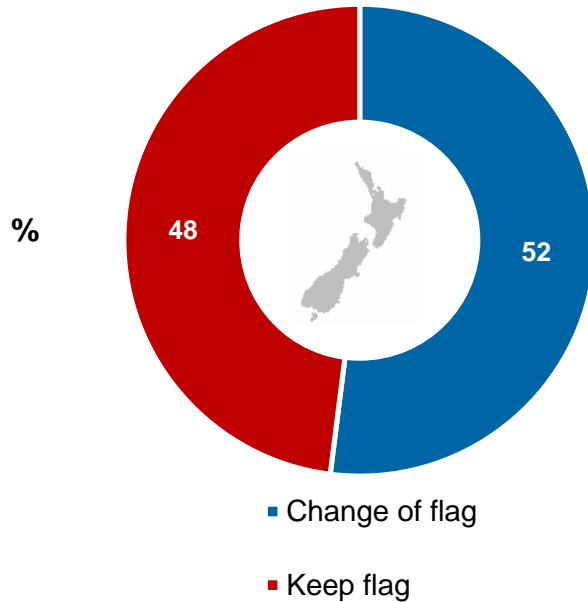


%

First preference versus New Zealand flag



Now, comparing your favourite design to the current flag, which would you like to be the New Zealand flag?

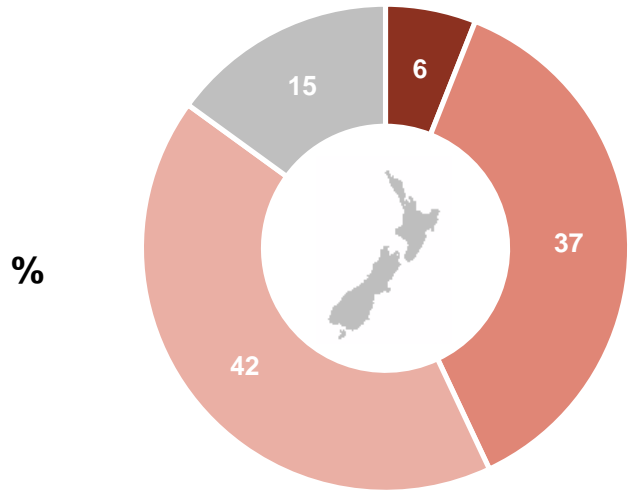


Note: Sample sizes for the other two panel recommended flag designs too small for analysis

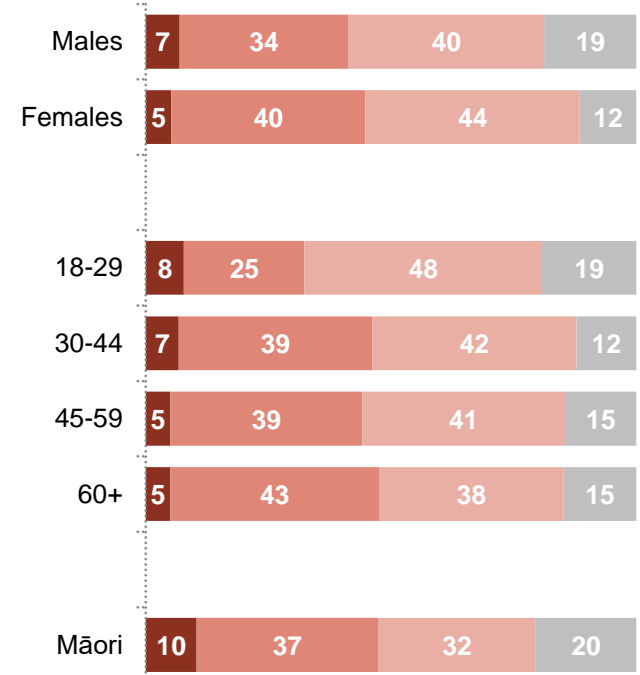
Opinion of designs



After looking through the 40 proposed designs for the New Zealand flag, what is your opinion of the designs?

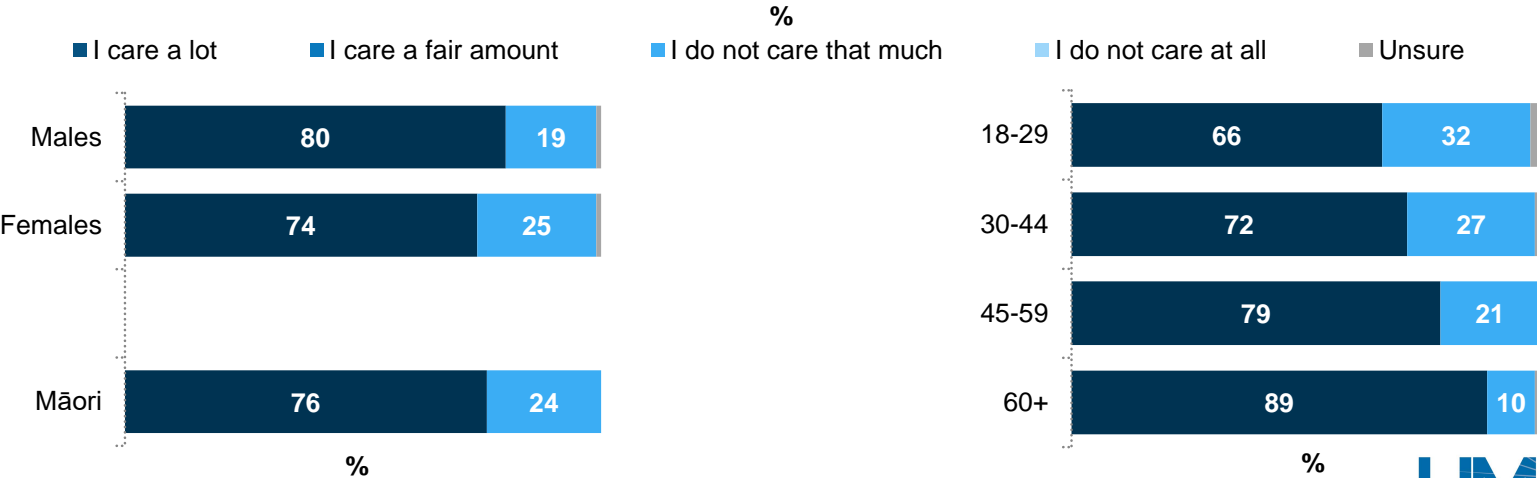


- There are many designs I like
- There are a few designs that I like
- There are one or two designs I like
- There are no designs I like



How much do we care?

} How much do you care what the design of the New Zealand flag is?





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