



# NZ Flag Referendum Update

November 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 latest survey was conducted from 27<sup>th</sup> October to 9<sup>th</sup> November 2015, while the previous survey was conducted from 1<sup>st</sup> to 15<sup>th</sup> October 2015.
- > The sample size of  $n=1000$ , has a margin of error for a 50% figure at the 95% confidence level of  $\pm 3.1\%$ .

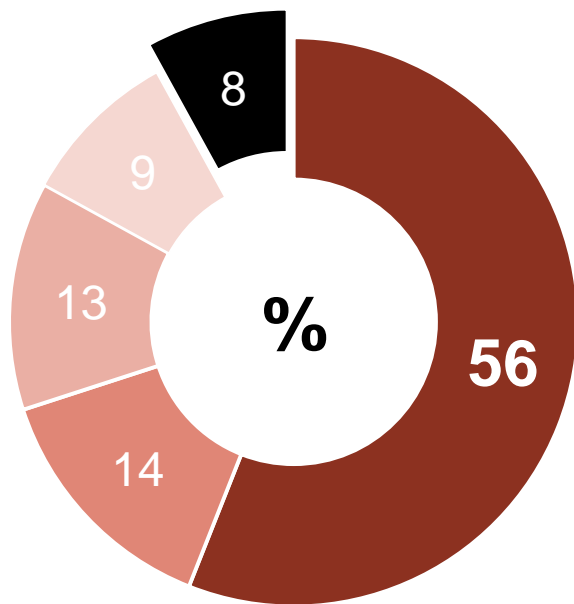
# Commentary

- > On first preferences the red and blue Lockwood fern design (on 35%) is ahead of the blue and black fern (on 33%).
- > Red Peak sits in third with 17% of respondents giving it their first preference – the proportion similar to the October survey.
- > Applying the preferential voting system the red and blue fern edges out the blue and black fern, but this result is within the margin of error.

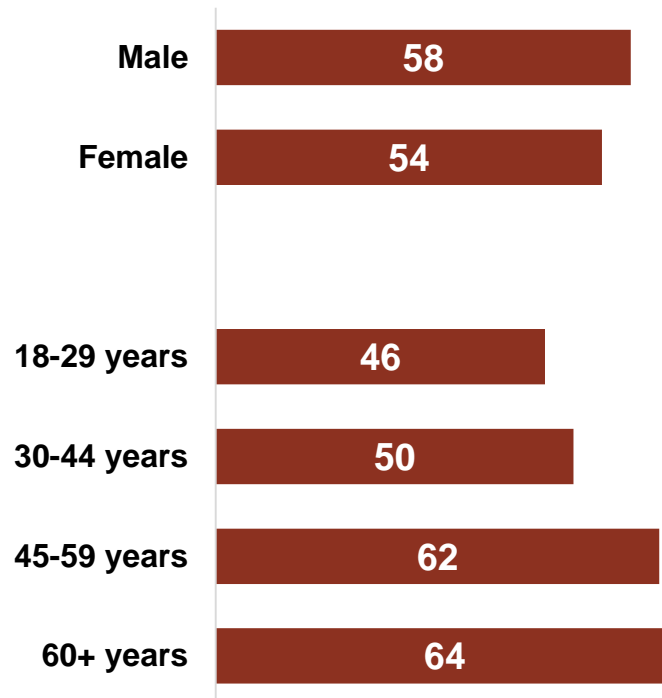
# Certainty of voting



How likely are you to participate in the upcoming referendum that will decide the alternative New Zealand flag design?



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

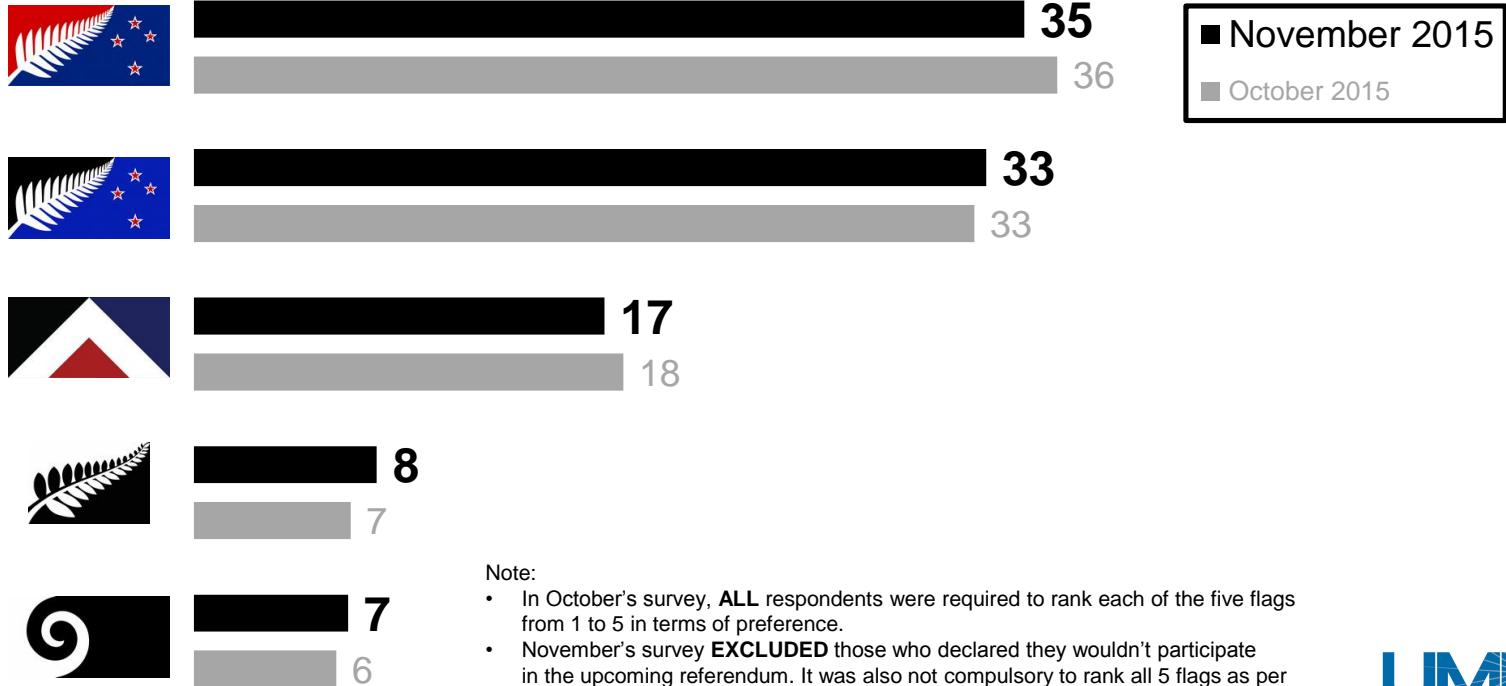


# Ranking the proposed designs



If the New Zealand flag changes, which flag would you prefer? You can rank as many or as few flag options as you wish, but you shouldn't skip a number or use the same number more than once. We would like you to rank flags from 1 to 5 with 1 being your favourite and 5 being your least favourite.

## First preference of flag (%)








Note:

- In October's survey, **ALL** respondents were required to rank each of the five flags from 1 to 5 in terms of preference.
- November's survey **EXCLUDED** those who declared they wouldn't participate in the upcoming referendum. It was also not compulsory to rank all 5 flags as per referendum methodology.

# Preferential voting result

If the New Zealand flag changes, which flag would you prefer? You can rank as many or as few flag options as you wish, but you shouldn't skip a number or use the same number more than once. We would like you to rank flags from 1 to 5 with 1 being your favourite and 5 being your least favourite.

	Round One		Round Two		Round Three		Round Four	
	October	November	October	November	October	November	October	November
	36.4%	<b>35.0%</b>	37.0%	<b>36.2%</b>	39.1%	38.7%	51.8%	<b>50.8%</b>
	32.9%	33.4%	33.9%	33.9%	37.7%	<b>39.5%</b>	48.2%	49.2%
	18.1%	17.3%	21.0%	19.4%	23.2%	<b>21.8%</b>		
	6.6%	7.7%	8.2%	<b>10.6%</b>				
	6.0%	<b>6.5%</b>						

Note:

- In October's survey, **ALL** respondents were required to rank each of the five flags from 1 to 5 in terms of preference.
- November's survey **EXCLUDED** those who declared they wouldn't participate in the upcoming referendum. It was also not compulsory to rank all five flags as per referendum methodology.

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