



# NZ Flag Referendum

October 2015

Quantitative Survey

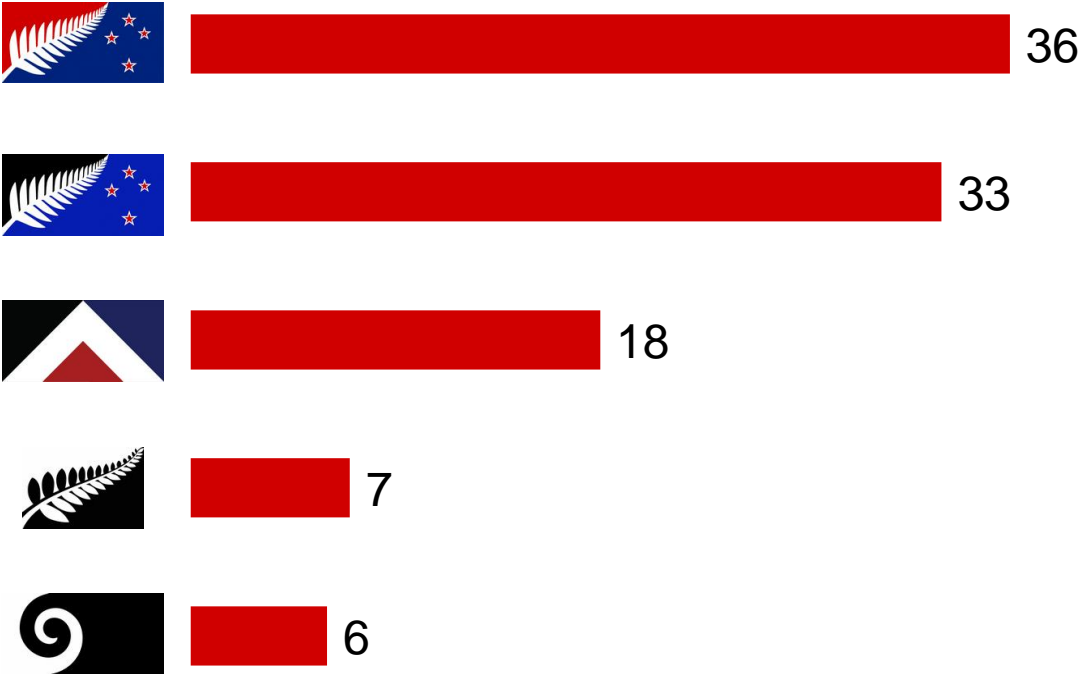
# Methodology

- > 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 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  $\pm 3.1\%$ .

# Ranking the proposed designs

Regardless of your opinion on whether or not you want to change the flag, we would like you to rank the remaining 5 flag designs from 1 to 5 with 1 being your favourite and 5 being your least favourite.

## First preference of flag



%

# Red and blue fern



Regardless of your opinion on whether or not you want to change the flag, we would like you to rank the remaining 5 flag designs from 1 to 5 with 1 being your favourite and 5 being your least favourite.



42% of National voters choose red and blue fern as 1<sup>st</sup> preference

49% of 60+ choose the red and blue fern as 1<sup>st</sup> preference

**National**

# Blue and black fern



Regardless of your opinion on whether or not you want to change the flag, we would like you to rank the remaining 5 flag designs from 1 to 5 with 1 being your favourite and 5 being your least favourite.

27% of Labour voters choose blue and black fern as 1<sup>st</sup> preference



41% of National voters choose blue and black fern as 1<sup>st</sup> preference



43% of rural respondents choose blue and black fern as 1<sup>st</sup> preference



Regardless of your opinion on whether or not you want to change the flag, we would like you to rank the remaining 5 flag designs from 1 to 5 with 1 being your favourite and 5 being your least favourite.



40% of Green voters choose 'Red Peak' as 1<sup>st</sup> preference








11% of 60+ choose 'Red Peak' as 1<sup>st</sup> preference

30% of 18-29s did so

26% of postgraduate educated choose 'Red Peak' as 1<sup>st</sup> preference

# Single transferable vote result

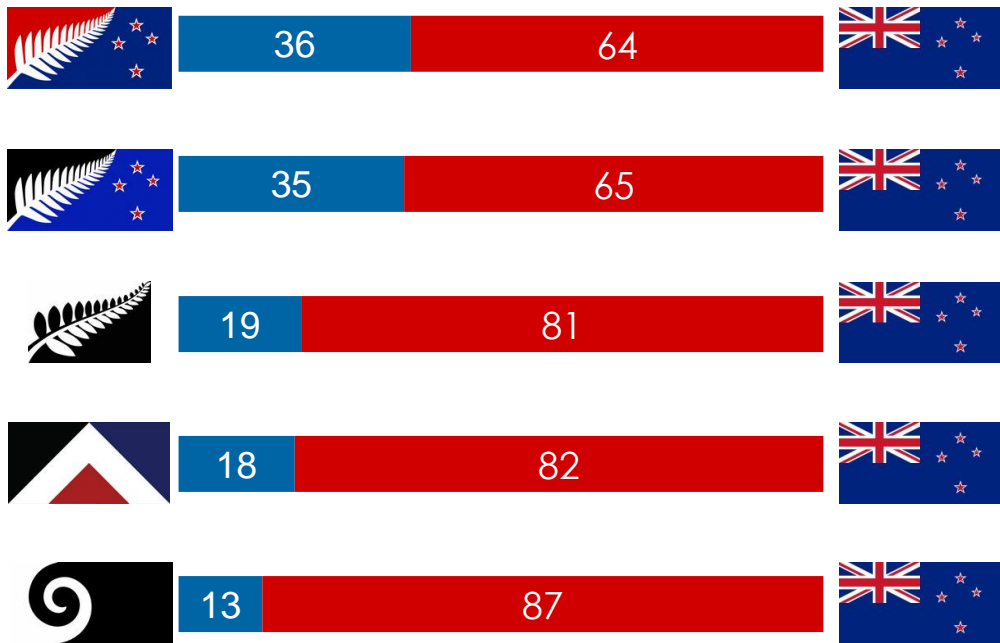
} Regardless of your opinion on whether or not you want to change the flag, we would like you to rank the remaining 5 flag designs from 1 to 5 with 1 being your favourite and 5 being your least favourite. – **Based on the rankings given the single transferable vote method was applied to calculate a winning flag.**

	Round one	Round two	Round three	Round four
	36.4%	37%	39.1%	51.8%
	32.9%	33.9%	37.7%	48.2%
	18.1%	21%	23.2%	
	6.6%	8.2%		
	6%			

# Proposed designs vs current

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

## Choose the new flag – all



**National**

**Labour**

**Green**

49%/51%

27%/73%

33%/67%

47%/53%

28%/72%

32%/68%

23%/77%

17%/83%

23%/77%

14%/86%

16%/84%

45%/55%

11%/89%

13%/87%

21%/79%

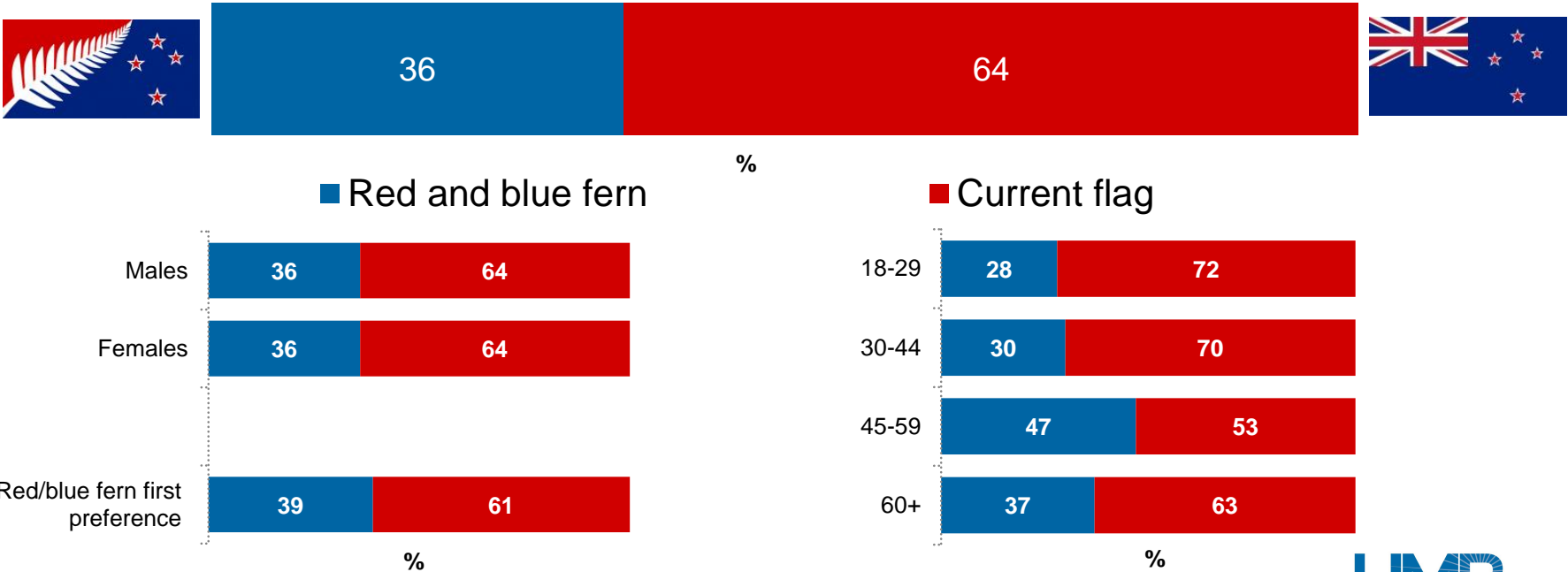
%



# Red and blue fern vs current flag – demographics



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



# Blue and black fern vs current flag – demographics



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



%

■ Blue and black fern

■ Current flag

Males



Females



Blue/black fern first preference



%

18-29



30-44



45-59



60+

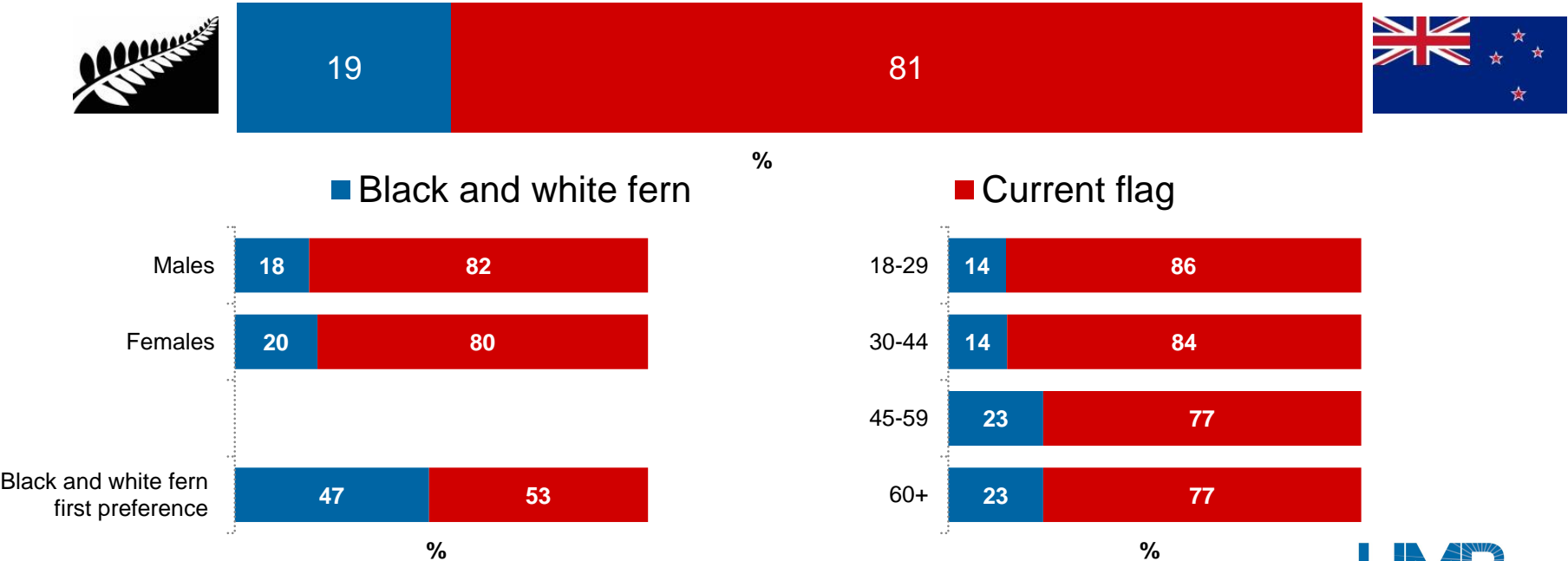


%

# Black and white fern vs current flag – demographics



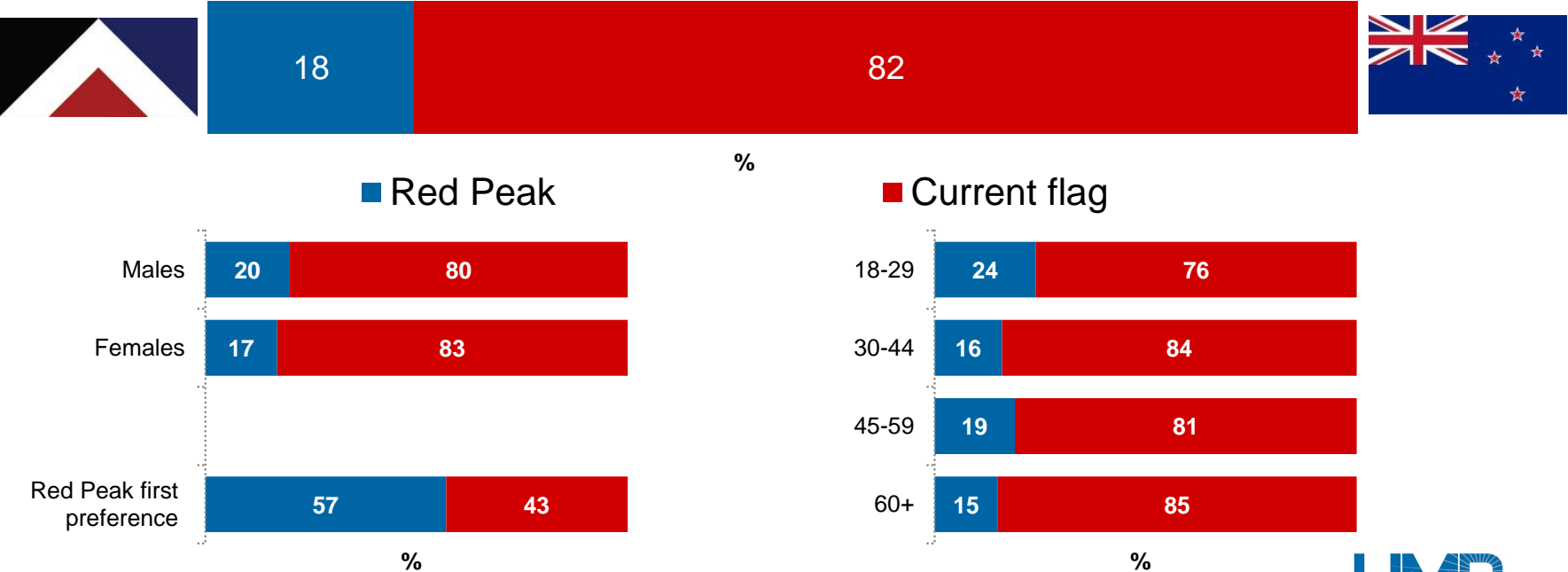
Now comparing the design below to the current flag, which would you like to be the New Zealand flag?



# Red Peak vs current flag – demographics



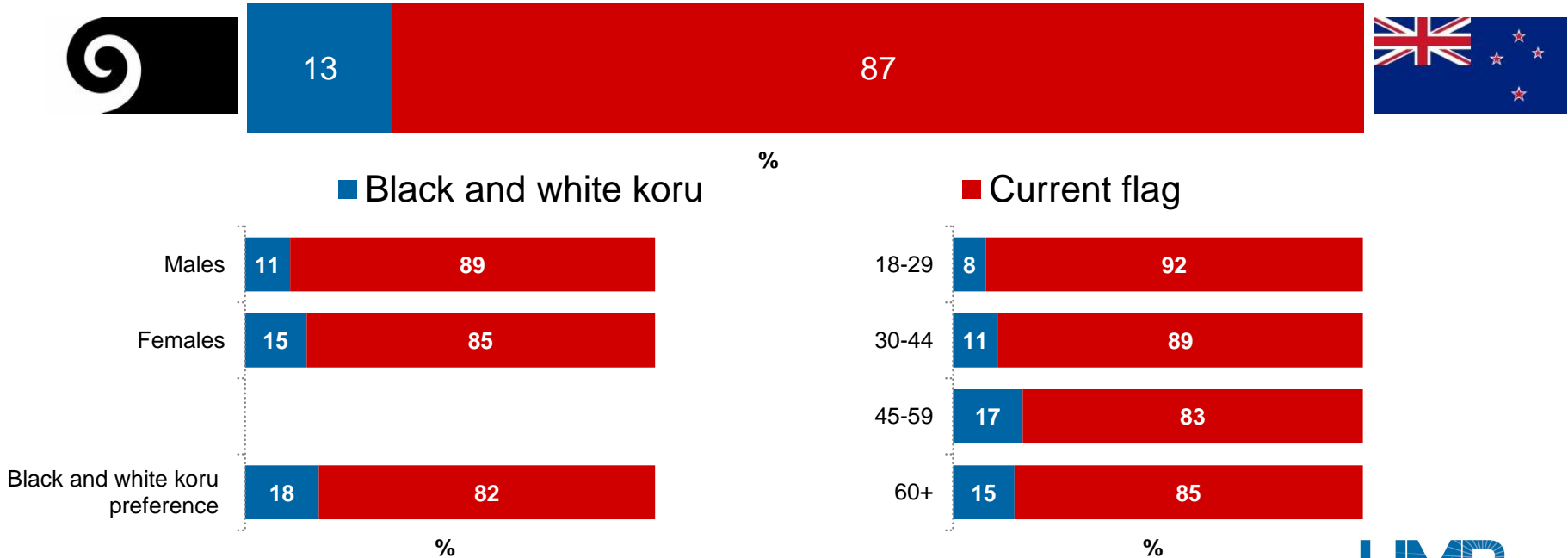
Now comparing the design below to the current flag, which would you like to be the New Zealand flag?



# Black and white koru vs current flag – demographics



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



For further comment please contact:

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