



NZ Flag Referendum ('Red Peak')

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 $\pm 3.1\%$.

Complete rankings



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.



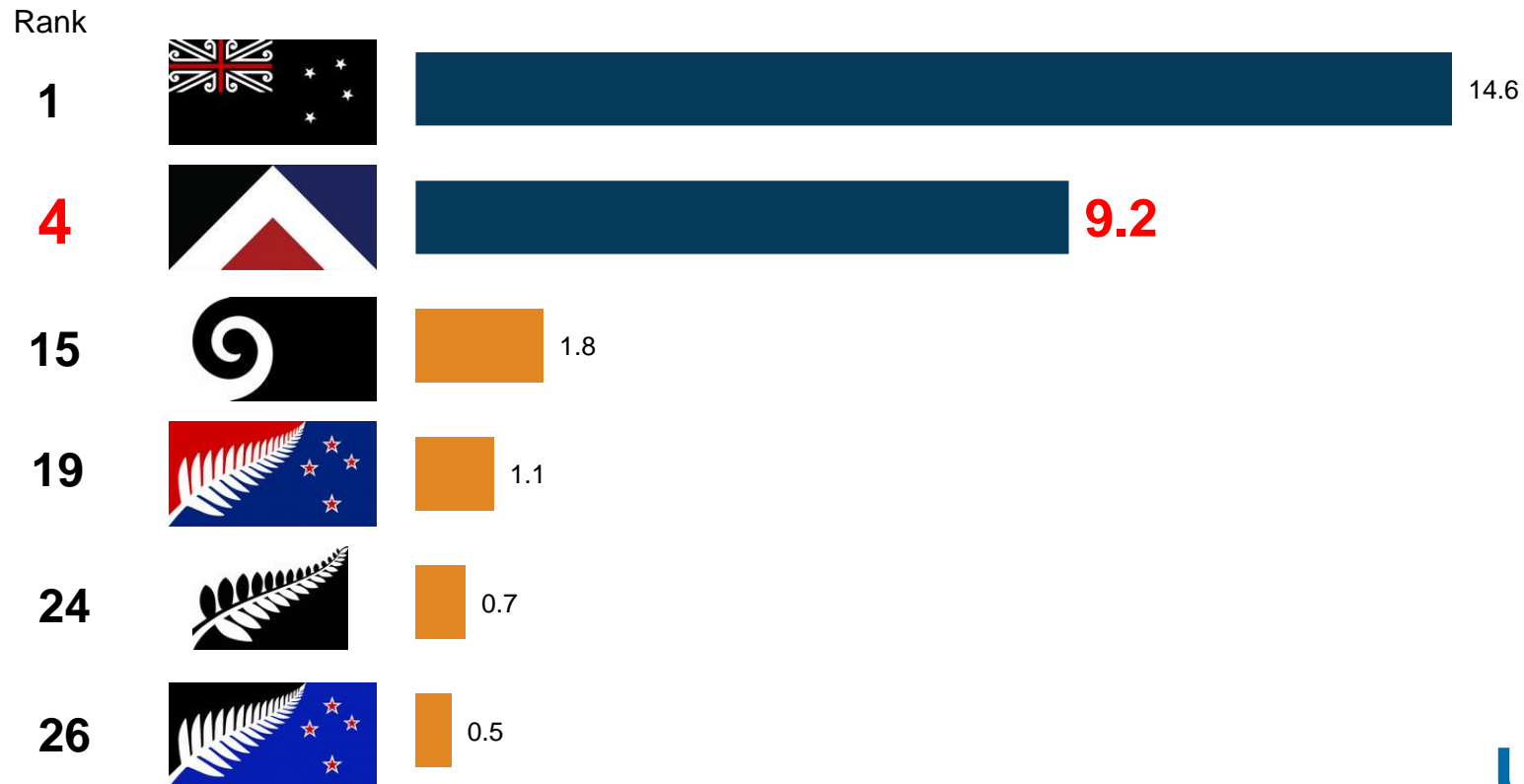
 First preference

 First four preference

Least favourite design



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

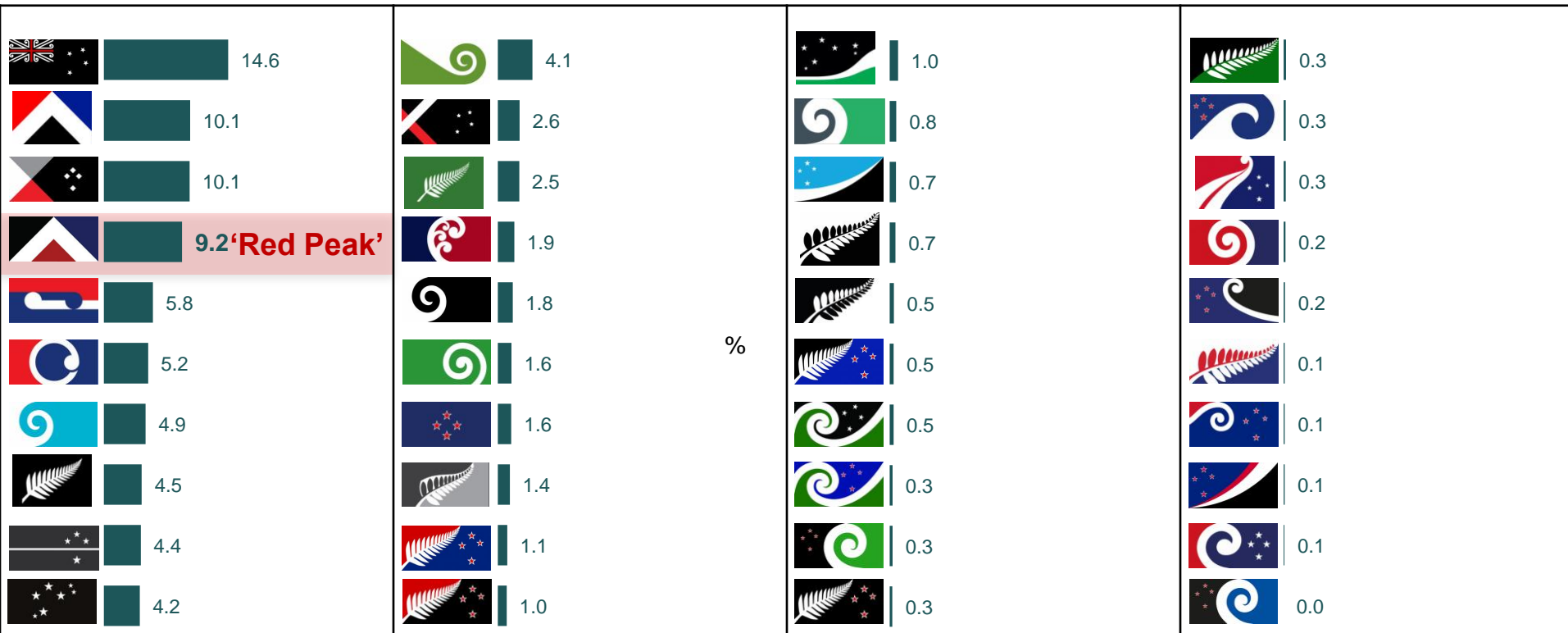


%

Least favourite design cont.



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





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