

## FLAG POLL February 2015

<b>CLIENT:</b>	Change the NZ Flag Campaign
<b>POLL DATES:</b>	Thu 28 January to Tuesday 2 February 2016. The median response was collected on Mon 1 February 2016.
<b>TARGET POPULATION:</b>	Eligible New Zealand voters.
<b>SAMPLE POPULATION:</b>	Eligible New Zealand voters who are contactable on a landline.
<b>SAMPLE SIZE:</b>	1,000 respondents agreed to participate.
<b>SAMPLE SELECTION:</b>	A random selection of 15,000 nationwide phone numbers.
<b>WEIGHTING:</b>	The results are weighted to reflect the overall voting adult population in terms of gender, age, deprivation and area.
<b>SAMPLE ERROR:</b>	Based on this sample of 1,000 respondents, the maximum sampling error (for a result of 50%) is +/- 3.2%, at the 95% confidence level.
<b>CODE COMPLIANCE:</b>	This poll was conducted in accordance with the New Zealand Political Polling Code, the Research Association New Zealand Code of Practice and the International Chamber of Commerce/European Society for Opinion and Market Research Code on Market and Social Research.



## INTENDED VOTE

In March there will be a referendum for the public to choose between the current NZ flag and the flag design which won the first referendum last year. At this stage which of these statements is closest to your view?

- I would definitely vote to keep the current NZ flag
- I would probably vote to keep the current NZ flag
- I would probably vote for the new flag design
- I would definitely vote for the new flag design

**Flag Vote**

	Count	Col N %
Flag Vote Definitely Keep	473	48%
Probably Keep	82	8%
Probably Change	115	12%
Definitely Change	236	24%
Unsure/Refuse	87	9%
Total	993	100%

Overall 56% intend to vote to keep the flag, 36% to change it and 9% undecided.

**Flag Vote BY Gender**

		Gender	
		Female	Male
		Col N %	Col N %
Flag Vote	Definitely Keep	49%	46%
	Probably Keep	10%	7%
	Probably Change	13%	11%
	Definitely Change	19%	29%
	Unsure/Refuse	10%	8%
	Total	100%	100%

Men back the status quo by a net 27% and women a net 13%.

### Flag Vote BY Age

		Age		
		18 - 40	41 - 60	61+
		Col N %	Col N %	Col N %
Flag Vote	Definitely Keep	47%	47%	49%
	Probably Keep	9%	8%	7%
	Probably Change	12%	11%	11%
	Definitely Change	24%	22%	25%
	Unsure/Refuse	7%	11%	8%
	Total	100%	100%	100%

By age support for the status quo is +20% for under 40s, +22% for 41 to 60 year olds and +20% for over 60s.

### Flag Vote BY Area

		Area		
		Metro	Provincial	Rural
		Col N %	Col N %	Col N %
Flag Vote	Definitely Keep	45%	46%	54%
	Probably Keep	11%	7%	3%
	Probably Change	10%	9%	18%
	Definitely Change	25%	29%	16%
	Unsure/Refuse	9%	9%	8%
	Total	100%	100%	100%

By area it is +20% in metro cities, +17% in provincial cities and +23% in rural areas and towns.

### Flag Vote BY Likely to Vote

		Likely to Vote			
				Somewhat	
		Extremely Likely	Very Likely	Likely	Unsure/Refuse
		Col N %	Col N %	Col N %	Col N %
Flag Vote	Definitely Keep	50%	41%	43%	0%
	Probably Keep	6%	16%	10%	0%
	Probably Change	11%	11%	18%	0%
	Definitely Change	26%	21%	3%	0%
	Unsure/Refuse	7%	11%	25%	0%
	Total	100%	100%	100%	0%

Of those extremely likely to vote, the status quo leads by 19%. By very likely it leads by +25% and somewhat likely by +32%.

## WEIGHTED DEMOGRAPHICS

The results have been weighted to reflect the voting adult gender, age, deprivation and area.

### Gender

	Count	Col %
Gender Female	517	52%
Male	476	48%
Total	993	100%

### Age

	Count	Col %
Age 18 - 40	368	37%
41 - 60	357	36%
61+	268	27%
Total	993	100%

### Area

	Count	Col %
Area Metro	490	49%
Provincial	262	26%
Rural	240	24%
Total	993	100%

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