



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 1st to 15th October 2015.
- > The sample size of n=1000, has a margin of error for a 50% figure at the 95% confidence level of $\pm 3.1\%$.

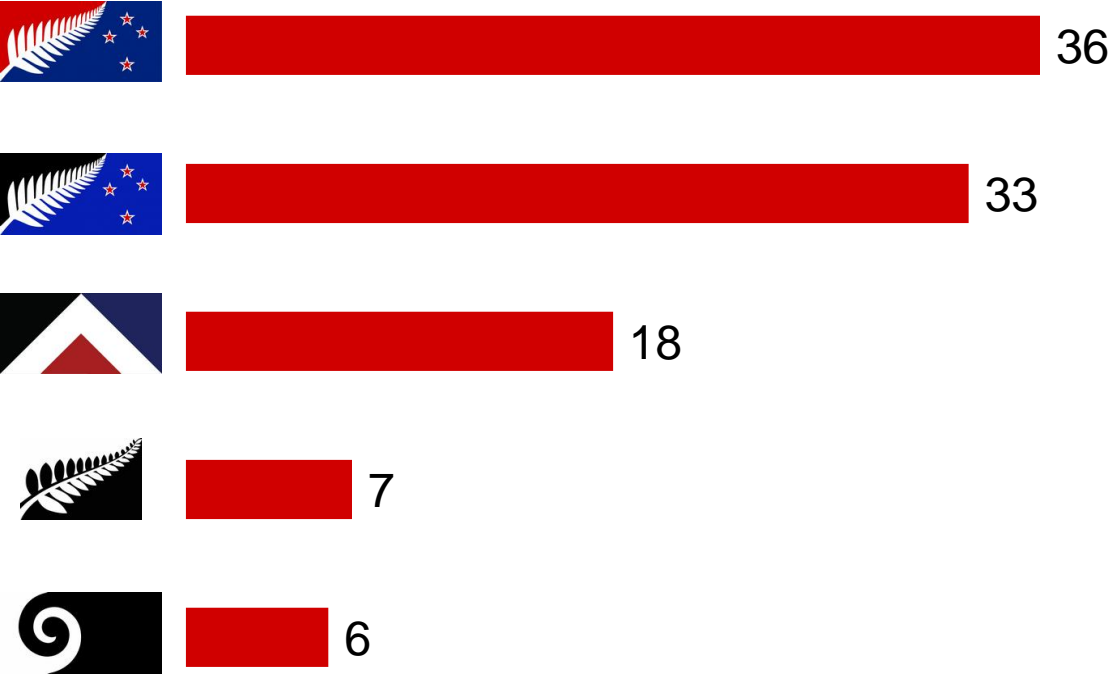
Commentary

- > The red and blue Lockwood fern is ahead of the blue and black fern as first preference.
- > Through the single transferable vote system the red and blue fern edges the blue and black fern, but it is within margin of error.
- > None of the proposed designs seriously challenge the current flag in a head-to-head choice.

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



%

Single transferable vote result

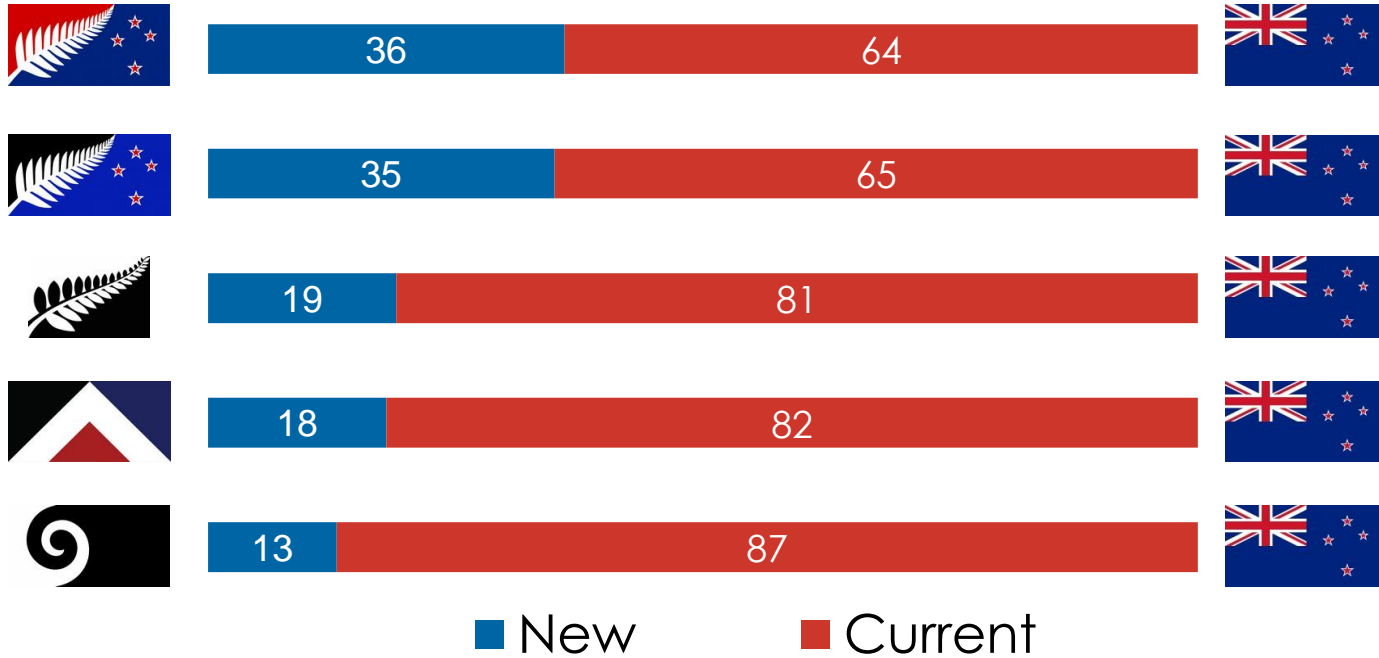
} Regardless of your opinion on whether or not you want to change the flag, we would like you to rank the remaining 5 flag designs from 1 to 5 with 1 being your favourite and 5 being your least favourite. – **Based on the rankings given the single transferable vote method was applied to calculate a winning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

Head to head vs current flag



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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