



The New Zealand Attitudes and Values Study



Attitudes toward Changing the New Zealand Flag in 2012

The issue of changing the New Zealand flag has existed for several decades but has become more pertinent with the final referendum for voting to keep or change our existing flag coming up over the next few months.

"53.1% of adult New Zealanders did not support changing the New Zealand flag in 2012."

The New Zealand Attitudes and Values Study (NZAVS) collected the responses of 12,182 New Zealanders over the age of 18 about this change. The data used here are from the 2012/2013 wave of data collection.

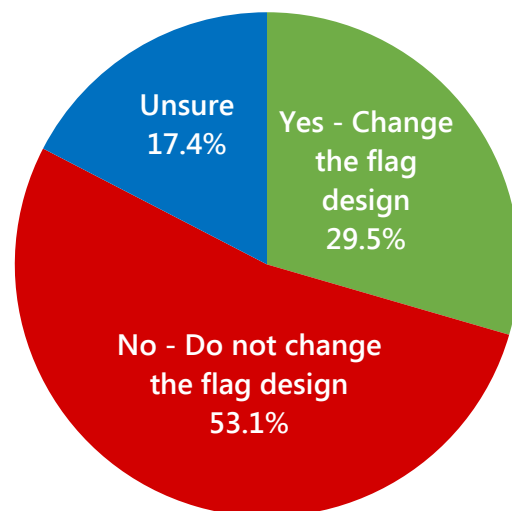
DO NEW ZEALANDERS SUPPORT CHANGING OUR NATIONAL FLAG?

The NZAVS asked people about their support for changing our flag with the following question:

Should the design of the New Zealand flag be changed?

Respondents then rated their answer as "Yes", "No" or "Don't Know".

The percentage of participants who rated that they supported (Yes), did not support (No) or were unsure (Don't Know) is displayed in the graph below:

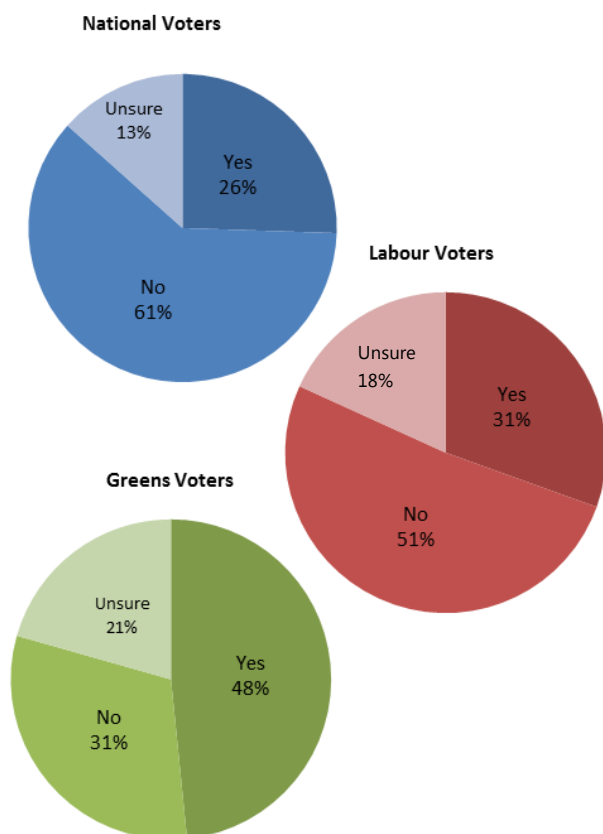
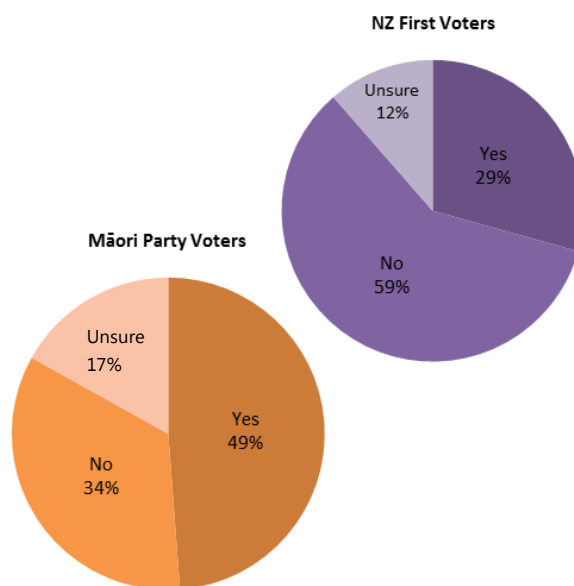


The results showed that of people who provided a full response to this question in 2012:

- 17.4% were unsure if the design of the New Zealand flag should be changed.
- 29.5% supported changing the New Zealand flag.
- 53.1% did not support changing the New Zealand flag.

How does support for changing the New Zealand flag differ by party?

The NZAVS team were then able to break down support for changing the flag by which political party a person had voted for. Along with the question about changing the flag, the NZAVS also asked: "Did you vote in the last (2011) New Zealand general election?" followed by "If yes, to which party did you give your party vote?" The percentage of people (sorted by political party) who supported (Yes), did not support (No) or who were unsure (Don't Know) about changing the New Zealand flag are displayed below:



The results showed that of those participants who provided full responses to the above three questions (8,749):

National

26% supported changing the flag, 61% did not support changing the flag and 13% were unsure.

Labour

31% supported changing the flag, 51% did not support changing the flag and 18% were unsure.

Greens

48% supported changing the flag, 31% did not support changing the flag and 20% were unsure.

Māori Party

34% supported changing the flag, 49% did not support changing the flag and 17% were unsure.

NZ First

29% supported changing the flag, 59% did not support changing the flag and 12% were unsure.



SUMMARY

- In 2012, the majority of New Zealanders did not support changing the New Zealand.
- In 2012, National Party voters reported the lowest levels of support for changing the New Zealand flag.
- In 2012, Green Party voters reported the highest levels of support for changing the New Zealand flag.

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