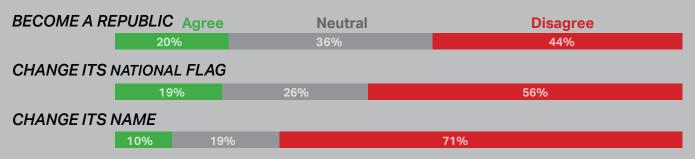


Following the 2020 General Election of 17 October, we asked New Zealanders' about their attitudes towards our national identity – measuring the level of agreement for this country becoming a republic, for changing the flag, and for changing its name. We also polled the level of support for changing the name of New Zealand to Aotearoa or Aotearoa New Zealand.

A fifth of New Zealanders (20%) agreed New Zealand should become a republic; another fifth agreed New Zealand should change its national flag (19%) while only ten percent (10%) agreed New Zealand should change its name.

## New Zealand should...



However, when respondents were reminded that New Zealand is often referred to as 'Aotearoa' or 'Aotearoa New Zealand' then thirty-one percent said they would like a change, including 20% who thought New Zealand should officially change its name to 'Aotearoa New Zealand'; and 10% who agreed New Zealand should officially change its name to 'Aotearoa'.

## **PROMPTED - CHANGE ITS NAME**



Although younger people were most in favour of changing the name, there was broader support for changing to 'Aotearoa New Zealand' from both young (21% for 18-34 years) and old (23% for 55+ years).



This survey of 1,003 respondents aged 18 years and over was conducted online between 22 and 26 October 2020. The maximum margin of error is +/- 3.1 percent (at the 95 percent confidence level). The sample has been weighted by gender and age to ensure the results are representative of the population 18 years plus based on these demographic criteria.