



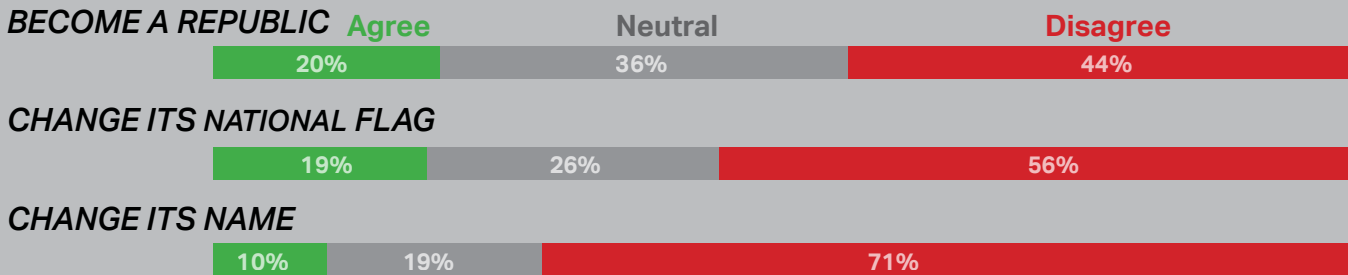
A NEW FLAG?

BECOME A REPUBLIC?

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.

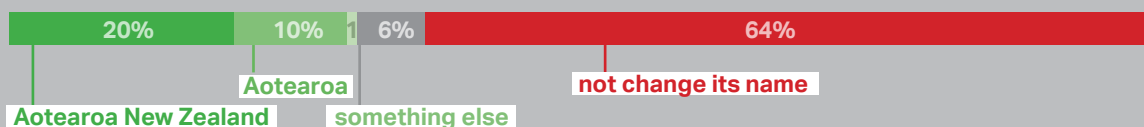
A fifth of New Zealanders (20%) agreed New Zealand should become a republic; another fifth agreed New Zealand should change its national flag (19%) while only ten percent (10%) agreed New Zealand should change its name.

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).

