



**MEDIA RELEASE**

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**For immediate release**

## **Flying the Maori flag up for debate**

Two out of five Kiwis are happy for the Maori flag to fly beside the New Zealand flag on official occasions and days of national significance, according to a Research New Zealand poll.

The poll found 40 percent of New Zealanders supported the inclusion of the chosen Maori flag, 51 percent disagreed and the remainder either didn't know or had no strong opinion on the matter.

The selection of an official Maori flag to fly on Waitangi Day was debated at 21 hui around the country and the suggestion of flying the flag on days of national significance was also discussed.

Research New Zealand Director Emanuel Kalafatelis said the fact that two out of five people agreed that the Maori flag should be included represented a significant proportion of New Zealanders.

"The result indicates there's a debate to be had on the topic. It seems we're open to the idea of more than one flag representing us. It also shows that we acknowledge that Maori occupy a unique position as the indigenous people of New Zealand," Mr Kalafatelis said.

The poll found females were more likely to agree that the flag should be flown at 47 percent, compared to 33 percent of males. Younger people were also more likely to support the flag, for example 51 percent of those aged 18 to 34 agreed compared with 26 percent of those aged 55 plus.

Those of Maori or Pacific ethnicity were more likely to agree at 53 percent, compared with 37 percent of those of New Zealand European ethnicity.

**Table 1: Agreement that a chosen Maori flag should fly beside the New Zealand flag on all official occasions – By gender**

*Do you agree or disagree that a chosen Māori flag should fly beside the New Zealand national flag on all official occasions and days of national significance?*

	Base =	Total 500 %	Male 250 %	Female 250 %
Agree		40	33	47
Disagree		51	57	45
Neither		5	5	6
Don't know		3	4	2
Refused		1	0	1
<b>Total</b>		<b>100</b>	<b>100</b>	<b>100</b>

Total may not sum to 100% due to rounding.

**Table 2: Agreement that a chosen Maori flag should fly beside the New Zealand flag on all official occasions – By age**

*Do you agree or disagree that a chosen Māori flag should fly beside the New Zealand national flag on all official occasions and days of national significance?*

	Base =	Total 500 %	18-34 years 130 %	35-54 years 200 %	55 years or more 170 %
Agree		40	51	43	26
Disagree		51	39	49	66
Neither		5	7	5	4
Don't know		3	4	2	3
Refused		1	0	1	1
<b>Total</b>		<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

Total may not sum to 100% due to rounding.

**Table 2: Agreement that a chosen Maori flag should fly beside the New Zealand flag on all official occasions – By ethnicity**

*Do you agree or disagree that a chosen Māori flag should fly beside the New Zealand national flag on all official occasions and days of national significance?*

	Base =	Total 500 %	NZ European 388 %	Māori/ Pacific 62 %	Other 50 %
Agree		40	37	53	49
Disagree		51	55	36	37
Neither		5	5	6	4
Don't know		3	2	5	8
Refused		1	1	0	2
<b>Total</b>		<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

Total may not sum to 100% due to rounding.

*The Research New Zealand poll of 500 people aged 18 and over was conducted by telephone between the 8 September and 10 September. The maximum margin of error is +/- 4.4 % (at the 95% confidence level). The data has been weighted to ensure it is an accurate representation of the New Zealand population 18 years and over. The poll was not taken on behalf of any organisation but as part of Research New Zealand's monthly survey of attitudes and opinions.*

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