

COUNTRY NAME POLL September 2021

- CLIENT:** Hobson's Pledge
- POLL DATES:** Sunday 02 to Thursday 06 September 2021. The median response was collected on Tuesday 04 September 2021.
- TARGET POPULATION:** Eligible New Zealand voters.
- SAMPLE POPULATION:** Eligible New Zealand voters who are contactable on a landline or mobile phone.
- SAMPLE SIZE:** 1,000 respondents agreed to participate.
- SAMPLE SELECTION:** A random selection of 24,000 nationwide phone numbers.
- WEIGHTING:** The results are weighted to reflect the overall voting adult population in terms of gender, age, and area.
- SAMPLE ERROR:** Based on this sample of 1,000 respondents, the maximum sampling error (for a result of 50%) is +/- 3.1%, at the 95% confidence level.
- CODE COMPLIANCE:** This poll was conducted in accordance with the Research Association New Zealand Code of Practice and the International Chamber of Commerce/European Society for Opinion and Market Research Code on Market and Social Research.

Would you support or oppose changing the name of our country from New Zealand to Aotearoa. (And would that be strongly support/oppose or just somewhat support oppose)

Would you support or oppose changing the name of our country from New Zealand to Aotearoa New Zealand. (And would that be strongly support/oppose or just somewhat support oppose)

		Count	Column N %
Would you support or oppose changing the name of our country from New Zealand to Aotearoa. (And would that be strongly support/oppose or just somewhat support oppose)	Strongly oppose	382	39.2%
	Somewhat oppose	93	9.6%
	Neutral	217	22.2%
	Somewhat support	95	9.7%
	Strongly support	179	18.4%
	Unsure/refuse	10	1.0%
	Total	976	100.0%
Would you support or oppose changing the name of our country from New Zealand to Aotearoa New Zealand. (And would that be strongly support/oppose or just somewhat support oppose)	Strongly oppose	325	34.0%
	Somewhat oppose	72	7.5%
	Neutral	202	21.2%
	Somewhat support	131	13.7%
	Strongly support	206	21.6%
	Unsure/refuse	18	1.9%
	Total	954	100.0%

Only 28% of New Zealanders support changing the name of the country to Aotearoa and a plurality of 49% are opposed. A large 39% are strongly opposed.

35% of New Zealanders support changing the name of the country to Aotearoa New Zealand and a plurality of 42% are opposed. 34% are strongly opposed.

Would you support or oppose changing the name of our country from New Zealand to Aotearoa New Zealand. (And would that be strongly support/oppose or just somewhat support oppose)

		Oppose	Neutral	Support	Unsure	Total
		Table N %	Table N %	Table N %	Table N %	Table N %
Would you support or oppose changing the name of our country from New Zealand to Aotearoa. (And would that be strongly support/oppose or just somewhat support oppose)	Oppose	40.3%	3.1%	5.9%	0.2%	49.4%
	Neutral	0.3%	17.4%	3.3%	0.0%	21.1%
	Support	1.1%	0.8%	25.8%	0.7%	28.4%
	Unsure	0.0%	0.0%	0.0%	1.0%	1.0%
	Total	41.8%	21.3%	35.1%	1.9%	100.0%

40% of New Zealanders are opposed to both Aotearoa and Aotearoa New Zealand.

26% are in support of either name, replacing New Zealand.

6% oppose a change to Aotearoa but support a change to Aotearoa New Zealand.

		Gender	
		Female	Male
		Column N %	Column N %
Would you support or oppose changing the name of our country from New Zealand to Aotearoa. (And would that be strongly support/oppose or just somewhat support oppose)	Strongly oppose	36.7%	42.6%
	Somewhat oppose	12.0%	6.8%
	Neutral	18.0%	25.9%
	Somewhat support	10.3%	9.2%
	Strongly support	22.6%	13.8%
	Unsure/refuse	0.4%	1.7%
	Total	100.0%	100.0%
Would you support or oppose changing the name of our country from New Zealand to Aotearoa New Zealand. (And would that be strongly support/oppose or just somewhat support oppose)	Strongly oppose	30.5%	39.1%
	Somewhat oppose	9.3%	5.7%
	Neutral	18.5%	23.3%
	Somewhat support	15.5%	10.9%
	Strongly support	24.3%	19.0%
	Unsure/refuse	1.9%	1.9%
	Total	100.0%	100.0%

Women are more supportive than men of changing the name to Aotearoa (but still overall opposed). For Aotearoa New Zealand, women are split evenly.

		Age		
		18 - 39	40 - 59	60+
		Column N %	Column N %	Column N %
Would you support or oppose changing the name of our country from New Zealand to Aotearoa. (And would that be strongly support/oppose or just somewhat support oppose)	Strongly oppose	21.8%	37.7%	58.0%
	Somewhat oppose	4.0%	14.6%	10.3%
	Neutral	35.6%	18.9%	11.8%
	Somewhat support	5.4%	13.2%	10.7%
	Strongly support	31.3%	14.9%	8.8%
	Unsure/refuse	1.9%	0.6%	0.5%
	Total	100.0%	100.0%	100.0%
Would you support or oppose changing the name of our country from New Zealand to Aotearoa New Zealand. (And would that be strongly support/oppose or just somewhat support oppose)	Strongly oppose	17.1%	33.8%	50.9%
	Somewhat oppose	4.2%	10.2%	8.5%
	Neutral	30.2%	21.3%	12.3%
	Somewhat support	8.4%	18.2%	13.6%
	Strongly support	35.9%	15.9%	13.7%
	Unsure/refuse	4.2%	0.6%	0.9%
	Total	100.0%	100.0%	100.0%

Net support by age is:

- Under 40s: +11% Aotearoa, +23% Aotearoa New Zealand
- 40 – 59: -25% Aotearoa, -10% Aotearoa New Zealand
- 60+: -49% Aotearoa, -32% Aotearoa New Zealand

		Area					
		Akl	Wgtn	Chch	Prov Cities	Towns	Rural
		Col N %	Col N %	Col N %	Col N %	Col N %	Col N %
Would you support or oppose changing the name of our country from New Zealand to Aotearoa. (And would that be strongly support/oppose or just somewhat support oppose)	Strongly oppose	31.5%	32.1%	44.3%	36.4%	41.4%	55.6%
	Somewhat oppose	6.4%	13.5%	9.3%	9.1%	12.0%	11.0%
	Neutral	31.5%	26.3%	15.2%	22.1%	14.7%	15.4%
	Somewhat support	9.1%	10.2%	7.6%	12.1%	12.3%	5.6%
	Strongly support	21.5%	17.9%	23.6%	16.4%	18.7%	12.4%
	Unsure/refuse	0.0%	0.0%	0.0%	4.0%	0.9%	0.0%
	Net Support	-7.3%	-17.6%	-22.3%	-16.9%	-22.5%	-48.6%
	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Would you support or oppose changing the name of our country from New Zealand to Aotearoa New Zealand. (And would that be strongly support/oppose or just somewhat support oppose)	Strongly oppose	25.4%	28.0%	39.5%	32.3%	37.8%	47.6%
	Somewhat oppose	4.3%	7.8%	8.4%	7.9%	13.6%	5.3%
	Neutral	30.8%	31.4%	5.4%	19.2%	15.8%	15.8%
	Somewhat support	11.8%	20.7%	9.4%	15.7%	14.6%	11.6%
	Strongly support	27.6%	12.2%	36.3%	17.0%	17.3%	19.7%
	Unsure/refuse	0.0%	0.0%	1.0%	7.9%	0.9%	0.0%
	Net Support	9.7%	-2.9%	-2.3%	-7.4%	-19.5%	-21.5%
	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

There was net opposition to changing to Aotearoa in all areas. Opposition was strongest in rural areas and weakest in Auckland.

There was net opposition to changing to Aotearoa New Zealand in all areas except Auckland. Opposition was strongest in rural areas and towns.

		Deprivation		
		Least	Moderate	Most
		Column N %	Column N %	Column N %
Would you support or oppose changing the name of our country from New Zealand to Aotearoa. (And would that be strongly support/oppose or just somewhat support oppose)	Strongly oppose	45.3%	34.6%	38.6%
	Somewhat oppose	10.7%	8.6%	9.7%
	Neutral	13.7%	25.0%	30.4%
	Somewhat support	7.8%	10.6%	11.0%
	Strongly support	22.0%	19.4%	10.3%
	Unsure/refuse	0.4%	1.9%	0.0%
	Net Support	-26.2%	-13.2%	-27.0%
	Total	100.0%	100.0%	100.0%
Would you support or oppose changing the name of our country from New Zealand to Aotearoa New Zealand. (And would that be strongly support/oppose or just somewhat support oppose)	Strongly oppose	35.2%	32.1%	36.0%
	Somewhat oppose	7.2%	6.6%	10.0%
	Neutral	18.5%	22.1%	23.8%
	Somewhat support	13.9%	14.4%	12.1%
	Strongly support	24.7%	22.8%	14.3%
	Unsure/refuse	0.6%	2.0%	3.8%
	Net Support	-3.7%	-1.5%	-19.6%
	Total	100.0%	100.0%	100.0%

Opposition to changing to Aotearoa was strongest in both least and most deprived areas, and somewhat less in moderately deprived areas.

Opposition to changing to Aotearoa New Zealand was strongest in both the most deprived areas, and more balanced in moderately and less deprived areas.

		Probed Party Vote						
		National	Labour	Maori	ACT	NZ First	Greens	Unsure
		Col N %	Col N %	Col N %	Col N %	Col N %	Col N %	Col N %
Would you support or oppose changing the name of our country from New Zealand to Aotearoa. (And would that be strongly support/oppose or just somewhat support oppose)	Strongly oppose	47%	29%	0%	63%	39%	8%	53%
	Somewhat oppose	14%	10%	18%	6%	12%	1%	11%
	Neutral	23%	23%	60%	28%	22%	13%	16%
	Somewhat support	10%	10%	23%	2%	11%	25%	13%
	Strongly support	6%	26%	0%	2%	16%	51%	3%
	Unsure/refuse	0%	2%	0%	0%	0%	2%	3%
	Net Support	-45%	-3%	5%	-64%	-25%	67%	-47%
	Total	100%	100%	100%	100%	100%	100%	100%
Would you support or oppose changing the name of our country from New Zealand to Aotearoa New Zealand. (And would that be strongly support/oppose or just somewhat support oppose)	Strongly oppose	47%	19%	0%	57%	40%	8%	55%
	Somewhat oppose	13%	7%	18%	5%	12%	1%	9%
	Neutral	13%	23%	60%	29%	28%	13%	17%
	Somewhat support	16%	14%	17%	4%	17%	21%	10%
	Strongly support	11%	33%	6%	4%	3%	55%	5%
	Unsure/refuse	0%	4%	0%	1%	0%	2%	3%
	Net Support	-32%	21%	5%	-54%	-33%	66%	-49%
	Total	100%	100%	100%	100%	100%	100%	100%

Net support in order for changing to Aotearoa is:

1. Greens +67%
2. Maori Party +5%
3. Labour -3%
4. NZ First -25%
5. National -45%
6. Undecided voters -47%
7. ACT -64%

Net support in order for changing to Aotearoa New Zealand is:

1. Greens +67%
2. Labour +20%
3. Maori Party +5%
4. National -33%
5. NZ First -33%
6. Undecided voters -49%
7. ACT -54%



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