

## Media release

27 January 2011

### Australians struggle to recognise State flags

Nearly one in two Australian adults cannot identify their State or Territory flag, according to new survey results released by The Australia Institute.

The Australia Institute's Deputy Director Josh Fear said the survey results add an extra dimension to the recent push by Former Australians of the Year to change the national flag.

While 52 per cent of survey respondents correctly identified the relevant flag, 48 per cent chose the wrong flag or were unable to answer the question.

"Any debate about a new Australian flag should also consider the prospect of updating our State and Territory flags. Not only do most of the current State flags display the Union Jack, but around half the population don't even recognise them," said Mr Fear.

The survey of 1,786 people provided respondents with a picture of each of the State and Territory flags as well as six 'decoy' flags. Decoy flags were from New Zealand, South Africa's Cape Colony, St Helena Island (off the coast of Queensland), Torres Strait Islands, the Australian Aboriginal flag and a fake flag from a design competition.

One in four people (26%) said they were unsure which flag belonged to the State or Territory they lived in, eight per cent (8%) chose the wrong State or Territory flag and 14 per cent chose one of the decoy flags.

Seven per cent (7%) of survey respondents mistook the New Zealand flag for their State flag.

"The findings suggest that national identity is much stronger than regional affiliation in the minds of many Australians," said Mr Fear.

"Although we feel a healthy rivalry with people from other States, especially on the sporting field, our national ties appear to be much more keenly felt," Mr Fear concluded.


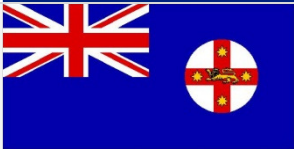
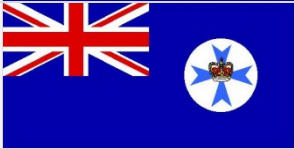

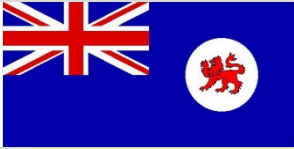


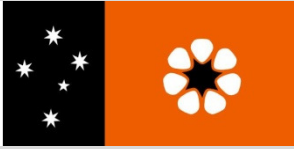
***Results for each State and Territory are provided overleaf.***

#### Notes for editors

- The Australia Institute conducted an online survey of 1,786 adult Australians in July 2010. Survey respondents were sourced through a reputable independent online panel provider.

**For media enquiries, please contact:**

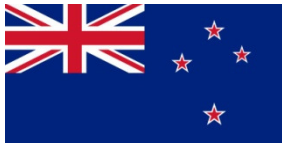
**Serena Rogers 0421 759 262**

		Correct	Chose wrong state flag	Chose 'decoy' flag	Unsure
VIC n=315		35%	7%	20%	37%
NSW n=409		44%	11%	15%	31%
QLD n=244		51%	11%	15%	23%
ACT n=196		68%	4%	9%	19%
TAS n=202		74%	5%	7%	14%
SA n=203		79%	3%	5%	13%
WA n=195		89%	2%	4%	5%
NT n=22		91%	0%	0%	9%
<b>All</b>		<b>52%</b>	<b>8%</b>	<b>14%</b>	<b>26%</b>

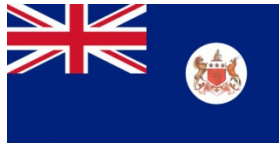
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## Breakdown of respondents who chose 'decoy' flags



New Zealand (7%)



Cape Colony, South Africa  
(3%)



Fake flag (2%)



St Helena Island (1%)



Australian Aboriginal (1%)



Torres Strait Islands (<1%)