



New Zealand's Rugby World Cup Aftermath

Omnibus Results

[October 2007]



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Methodology

Results in this report are based upon questions asked in the UMR Research nation-wide omnibus survey. This is a telephone survey of a nationally representative sample of 750 New Zealanders 18 years of age and over.

Fieldwork was conducted from the 11th to 15th October 2007 at UMR Research's national interview facility in Auckland.

Respondents were asked to state their level of interest in Rugby, and those who said they were "very interested" or "fairly interested" were asked the remaining Rugby World Cup questions.

The sample size was n=533. The margin of error for sample size of 533 for a 50% figure at the '95% confidence level' is $\pm 4.2\%$.

Summary of Findings

■ Overview

- Most rugby fans think Graham Henry has done enough to be re-appointed the All Blacks coach, but if he is replaced Crusaders coach Robbie Deans has the overwhelming support to be the next coach.
- Despite going down to the French in the quarter-finals of the World Cup, the All Blacks are still seen as a champion team with the loss being put down to one bad game rather than a result of a deep-seated weakness in the team.
- The top rated reasons for the defeat to the French are the French defence, the referee, the All Blacks' lack of composure in the last 10 minutes of the game and the lack of any serious competition in the pool play.

■ All Blacks coaching preferences

- 61% of those who declare an interest in rugby think Graham Henry has done enough to be re-appointed the All Blacks coach and 33% think it is time to let someone else have a go.
- If someone else is given a go, then Robbie Deans is the overwhelming choice to replace Henry. Asked who should replace Henry, 30% of people who nominated someone named Deans with the next most mentioned contender being one of Henry's current assistant coaches, Steve Hansen, who was mentioned by 3%. Most people (56%) did not name anyone.
- Given a choice between Deans and Hansen, 47% chose Deans, 18% chose Hansen and 35% were unsure.

■ Contributions to the quarter final loss

- The All Blacks loss to France was put down as one bad game by what otherwise was a champion team by 63% compared to 27% who said it was as a result of deep-seated weakness in the team. When we asked a similar question after the 2003 defeat, 38% said that it was a result of deep-seated weaknesses in the team.

76% of Wellington rugby fans (n=56) and 73% of Christchurch fans (n=63) saw it as one bad game, compared with 55% of Auckland rugby fans.

- When asked to rate 11 different reasons why the All Blacks lost to France, four reasons stood out above the rest as being the most significant contributors to the loss. The following reasons were rated strongly (7-10 on a 0-10 scale where 0 meant “not contributed at all” and “contributed a lot”):

A superb defensive effort from the French team. (65%)

Refereeing errors. (63%)

The lack of composure in the last 10 minutes. (63%)

The lack of any serious competition in pool play before the quarter final. (61%)

- Among other reasons that have featured in the post-mortems on the game like the rotation policy and having the wrong game-plan for the French rated relatively weakly with only 38% and 41% rating these reasons strongly respectively.

■ All Blacks coaching preferences

Most (61%) of those who declare an interest in rugby (n=533) think Graham Henry has done enough to deserve being reappointed as coach of the All Blacks.

GRAHAM HENRY STAYING AS ALL BLACK COACH	
<i>Do you think Graham Henry has done enough to deserve being reappointed as coach of the All Blacks, or is it time to give someone else a go?</i>	
	OCT 07 %
Henry has done enough	61
It is time to give someone else a go	33
Unsure	5
Depends	1
TOTAL	100
Base: All, n=533	

Robbie Deans is the overwhelming choice to replace Henry.

PREFERRED ALL BLACK COACH IF HENRY IS REPLACED	
<i>If Graham Henry were to be replaced, whom would you prefer to coach the All Blacks?</i>	
	OCT 07 %
Robbie Deans	30
Steve Hansen	3
Wayne Smith	2
Warren Gatland	2
Colin Cooper	1
Buck Shelford	1
Other	4
None	3
Unsure	56
TOTAL	100
Base: All, n=533	

Given a choice between Robbie Deans and Steve Hansen, Robbie Deans is the clear choice to succeed Graham Henry.

HEAD-TO-HEAD CHOICE- DEANS OR HANSEN	
<i>Who would you prefer out of Robbie Deans or Steve Hansen to coach the All Blacks?</i>	
	OCT 07 %
Robbie Deans	47
Steve Hansen	18
Unsure	35
TOTAL	100
Base: All, n=533	

■ Contributions to the quarter final loss

Most (63%) say the loss to France was just one bad game from what was otherwise a champion team.

CAUSE OF ALL BLACKS QUARTER FINAL DEFEAT		
<i>Do you think the All Blacks defeat in the World Cup was more a case of...?</i>		
	DEC 03 %*	OCT 07 %
Just one bad game from what was otherwise a champion team	57	63
A result of deep-seated weaknesses in the team	38	27
Unsure	5	10
TOTAL		100
*The 2003 question was "do you think the All Blacks defeat in the World Cup was more a case of just one bad game in what was otherwise a good season or a result of deep-seated weaknesses in the team" Base: All, n=533		

The French defensive efforts, the referee, the All Blacks lack of composure in the last 10 minutes and lack of any serious competition in pool play before the quarter final rated as the biggest contributors to the loss to France.

CONTRIBUTIONS TO THE ALL BLACKS QUARTER FINAL DEFEAT

Using a scale of 0 to 10 where 0 means didn't contribute at all and 10 means contributed a lot, how much do you think each of the following factors contributed to the All Black's defeat at the Rugby World Cup?

	OCT 07 %														
	0 Didn't contri- bute at all	1	2	3	TOTAL DID NOT CONTRI- BUTE (0-3)	4	5	6	TOTAL NEUTRAL (4-6)	7	8	9	10 Contri- buted a lot	TOTAL CONTRI- BUTED (7-10)	Unsure
A superb defensive effort from the French team	2	2	3	2	9	4	11	8	23	11	23	13	18	65	3
Refereeing errors	3	2	3	4	12	3	11	8	22	12	11	14	26	63	3
The lack of composure in the last 10 minutes	3	2	4	4	13	2	10	6	18	15	23	8	17	63	6
The lack of any serious competition in pool play before the quarter final	3	4	3	3	13	4	10	9	23	14	21	8	18	61	3
The rest and conditioning during the Super 14 which some say left the All Blacks short of hard match play	4	4	4	9	21	7	14	9	30	12	14	5	12	43	6

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Factors like Dan Carter's injury, the rotation policy and the wrong game-plan were rated relatively lower as reasons to explain the All Blacks defeat.

CONTRIBUTIONS TO THE ALL BLACKS QUARTER FINAL DEFEAT cont'd

Using a scale of 0 to 10 where 0 means didn't contribute at all and 10 means contributed a lot, how much do you think each of the following factors contributed to the All Black's defeat at the Rugby World Cup?

	OCT 07 %														
	0 Didn't contri- bute at all	1	2	3	TOTAL DID NOT CONTRI- BUTE (0-3)	4	5	6	TOTAL NEUTRAL (4-6)	7	8	9	10 Contri- buted a lot	TOTAL CONTRI- BUTED (7-10)	Unsure
Plain bad luck	10	8	6	6	30	5	15	6	26	12	11	5	14	42	2
Wrong game plan	5	1	4	7	17	7	16	12	35	12	13	5	11	41	7
The All Blacks being too pampered now-a-days	5	5	8	9	27	6	15	9	30	10	11	6	12	39	4
The rotation policy in selection	6	3	6	6	21	7	18	11	36	11	10	5	12	38	5
Too much pressure from the New Zealand public	9	7	9	9	34	4	17	6	27	10	11	3	14	38	1
Dan Carter's injury	6	4	8	8	26	9	21	11	41	9	11	3	6	29	4

Base: All, n=533