

# UMR Omnibus Results

May 2010

## Opinions of the Rugby World Cup 2011 Marketing Song



Email: [umr@umr.co.nz](mailto:umr@umr.co.nz)

Website: [www.umr.co.nz](http://www.umr.co.nz)

Facebook: [www.facebook.com/umr.research](http://www.facebook.com/umr.research)

**WELLINGTON**  
3 Collina Terrace  
Thorndon  
WELLINGTON 6011  
NEW ZEALAND  
Tel: +64 4 473 1061  
Fax: +64 4 472 3501

**AUCKLAND**  
11 Earle Street  
Parnell  
AUCKLAND 1052  
NEW ZEALAND  
Tel: +64 9 373 8700  
Fax: +64 9 373 8704

**SYDNEY**  
Level One, Suite 105  
332-342 Oxford Street  
SYDNEY NSW 2022  
AUSTRALIA  
Tel: +61 2 9386 1622  
Fax: +61 2 9386 1633

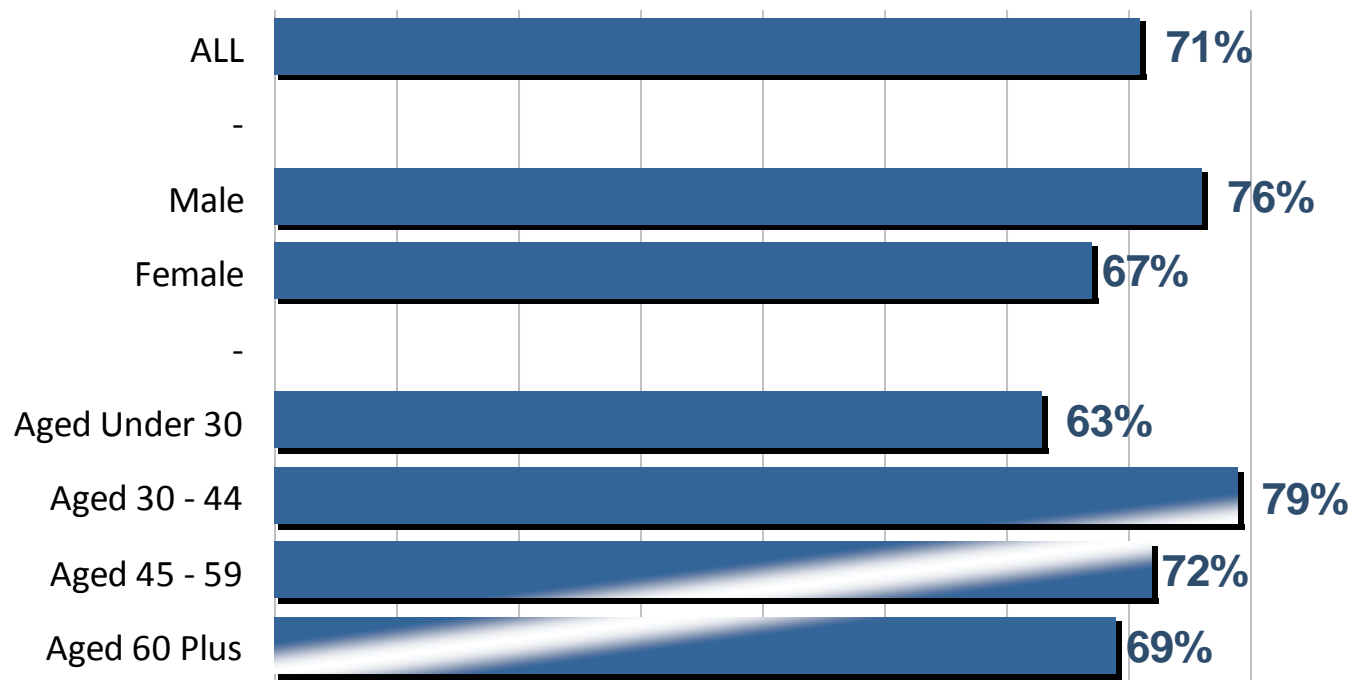


- This report is based on a telephone survey of a nationally representative sample of 750 New Zealanders aged 18 years or over.
- Fieldwork was conducted from 22<sup>nd</sup> to 30<sup>th</sup> April 2010 at UMR Research's national interview facility in Auckland.
- The margin of error for sample size of 750 for a 50% figure at the '95% confidence level' is  $\pm 3.6\%$ .

# Heard the Song?

*Have you heard the marketing song for the 2011 Rugby World Cup, Right Here, Right Now sung by kiwi rock group The Feelers?*

## Proportion who said 'yes'



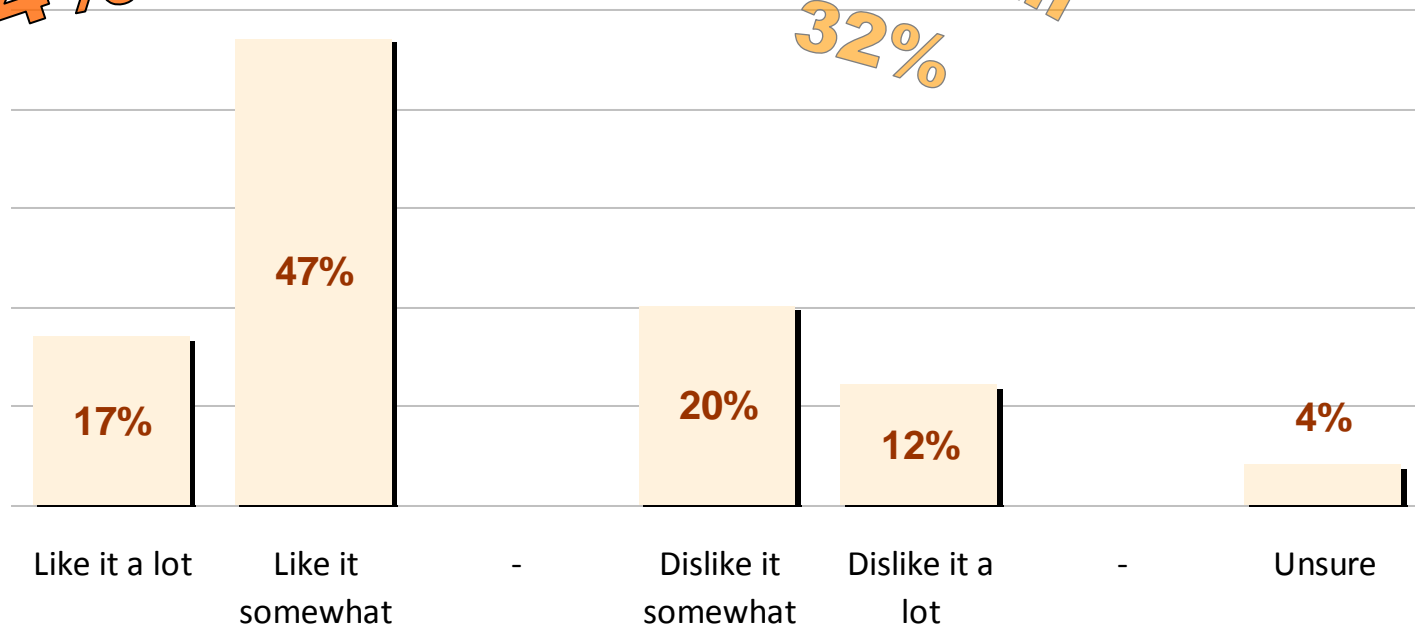
Base: All, n=750

# Like the Song?

Would you say you like the song a lot, like it somewhat, dislike it somewhat or dislike it a lot?

Like it  
64%

Not a fan  
32%

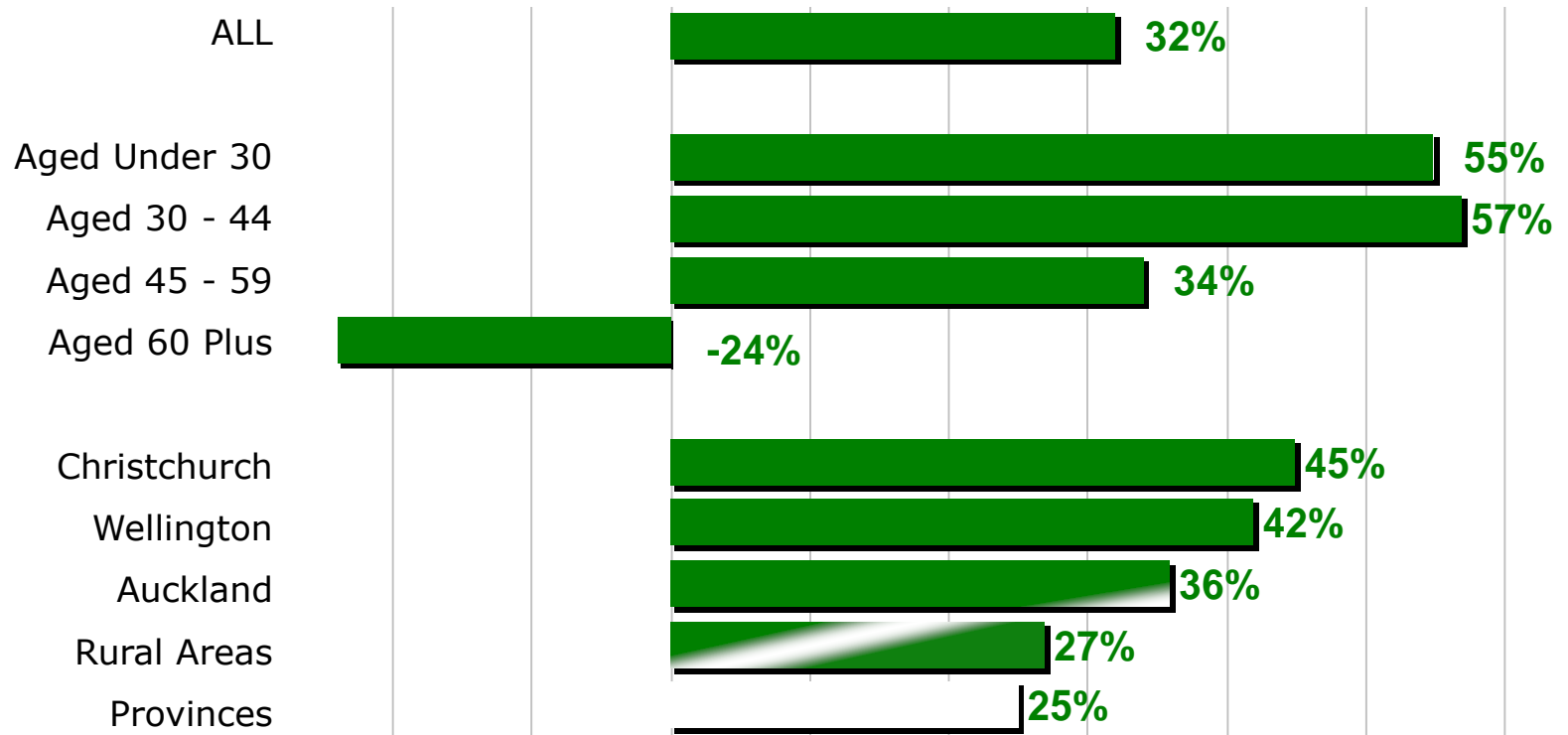


Base: 71% of respondents, those who have heard the song, n=536

# Like the Song? - Strength of Popularity -

Would you say you like the song a lot, like it somewhat, dislike it somewhat or dislike it a lot?

Net-ratings Only – Total 'Like It' minus 'Total Dislike It'



NB: Net-ratings are calculated as follows: (Like it a lot + Like it somewhat) – (Dislike it somewhat + Dislike it a lot)