



Graham Henry's Reappointment as Coach of the All Blacks

Omnibus Results

[December 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 6th to 10th December 2007 at UMR Research's national interview facility in Auckland.

The questions presented in this report were added into the survey on the 7th December 2007. The sample size is n=606. The margin of error for sample size of 606 for a 50% figure at the '95% confidence level' is $\pm 4.0\%$.

Summary of Findings

■ Support for Henry

- Most people (61%) support Graham Henry's re-appointment as the All Blacks coach.
- Support for his reappointment tended to decline with age. Only 51% of those over 60 years of age supported his re-appointment compared with 74% of those under 30 years.
- Although support for his reappointment was slightly lower in Christchurch, the home of his main rival for the position, Robbie Deans, 57% in Christchurch supported his reappointment compared to 63% in Auckland. Christchurch recorded the highest level of opposition to Henry's reappointment. Care needs to be taken interpreting the Christchurch results due to the relatively lower number of respondents (n=78).

■ Findings

A clear majority (61%) support the reappointment of Graham Henry as All Blacks coach with 21% opposing it.

SUPPORT FOR HENRY'S REAPPOINTMENT	
<i>As you may be aware, the New Zealand Rugby Union recently reappointed Graham Henry as the All Black coach, despite the poor performance at the Rugby World Cup earlier this year. Do you support or oppose this decision by the rugby union?</i>	
	DEC-07 %
Support	61
Oppose	21
Depends	-
Unsure	18
TOTAL	100
Base: All, n=606	

SUPPORT FOR GRAHAM HENRY'S REAPPOINTMENT AS ALL BLACK COACH

As you may be aware, the New Zealand Rugby Union recently reappointed Graham Henry as the All Black coach, despite the poor performance at the Rugby World Cup earlier this year. Do you support or oppose this decision by the rugby union?

	Base	Support	Oppose	Depends	Unsure
ALL	606	61%	21%	0%	18%
AREA					
Auckland	217	63%	20%	0%	17%
Provincial	238	60%	20%	1%	19%
Christchurch	78	57%	29%	0%	14%
Wellington	72	63%	18%	0%	19%
RURAL	85	63%	23%	0%	14%
SEX					
Male	289	61%	26%	0%	13%
Female	317	62%	16%	0%	22%
AGE GROUP					
Under 30	137	74%	13%	0%	13%
30-44	197	66%	18%	0%	16%
45-59	142	52%	27%	1%	20%
60 Plus	130	51%	27%	0%	22%
OCCUPATION					
Professionals, Managers	152	56%	21%	1%	22%
Technicians, Associate Professionals	71	55%	18%	0%	27%
Clerks	52	75%	13%	0%	12%
Sales and service workers	47	59%	25%	0%	16%
Blue collar	80	70%	24%	0%	6%
Students	27	68%	23%	3%	6%
Retired	93	51%	25%	0%	24%
Homemaker	48	75%	8%	0%	17%
Not employed	25	50%	32%	0%	18%
Self employed	19	50%	34%	0%	16%
PERSONAL INCOME					
Less than \$15,000	114	61%	24%	0%	15%
\$15,001-25,000	83	69%	13%	1%	17%
\$25,001-30,000	42	69%	19%	0%	12%
\$30,001-40,000	79	63%	17%	0%	20%
\$40,001-50,000	67	58%	23%	0%	19%
\$50,001-70,000	86	61%	19%	1%	19%
More than \$70,000	84	51%	33%	0%	16%
ETHNICITY					
Pacific Island	32	95%	5%	0%	0%
Maori	64	77%	18%	0%	5%
Non-Maori	541	60%	21%	0%	19%
FOLLOWED NEWS STORY					
Closely (1+2)	262	67%	26%	0%	7%
Neutral (3)	130	67%	18%	1%	14%
Not Close (4+5)	202	50%	16%	0%	34%