

Rugby World Cup preparations & expectations

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- **Most results in this report are based upon questions asked in the UMR Research nationwide Online Omnibus survey.**
 - This is a survey of a nationally representative sample of 1000 New Zealanders 18 years of age and over conducted online.
 - Detailed quotas and weighting are used to ensure that the sample is as representative as possible.
 - Fieldwork was conducted from 9th to 17th August 2011
 - The margin of error for a sample size of n=1000 for a 50% figure at the '95% confidence level' is 3.1%.

- **The final two results are based upon questions asked in the UMR Research nationwide telephone Omnibus survey.**
 - This is a survey of a nationally representative sample of 750 New Zealanders 18 years of age and over conducted by telephone.
 - Detailed quotas and weighting are again used to ensure that the sample is as representative as possible.
 - Fieldwork was conducted from 18th-22nd August 2011
 - The margin of error for a sample size of n=750 for a 50% figure at the '95% confidence level' is 3.6%.

- **Interest in the Rugby World Cup has increased as the tournament approaches.**
 - 43% now say that they're looking forward to the RWC, up 6% since July
 - 61% now expect it to be good for our economy, up 10% since July.

- **New Zealanders have also become less concerned about possible disruption.**
 - 35% now expect the RWC to be disruptive for many New Zealanders, down 6%.

- **In polls taken before the losses to the Springboks and the Wallabies, New Zealand rugby fans were positive about the general direction being taken by the All Blacks.**
 - 78% believe that the All Blacks are as well prepared as they could be for the RWC.
 - 62% think that the NZRU were right to retain Graham Henry as coach after the 2007 RWC, while only 10% believe that they made the wrong decision.
 - 82% are now at least somewhat confident that the All Blacks will win the World Cup, up from 77% in March. This is clearly only quiet confidence, however, with those who say they are only 'fairly confident' outnumbering those who are 'very confident' by two to one (54% fairly confident, 28% very confident).
 - 48% expect the biggest challenge to come from the Wallabies (up from 32% in March) while 28% believe it will come from South Africa (down 11%). This may have shifted since the All Black's loss to South Africa.

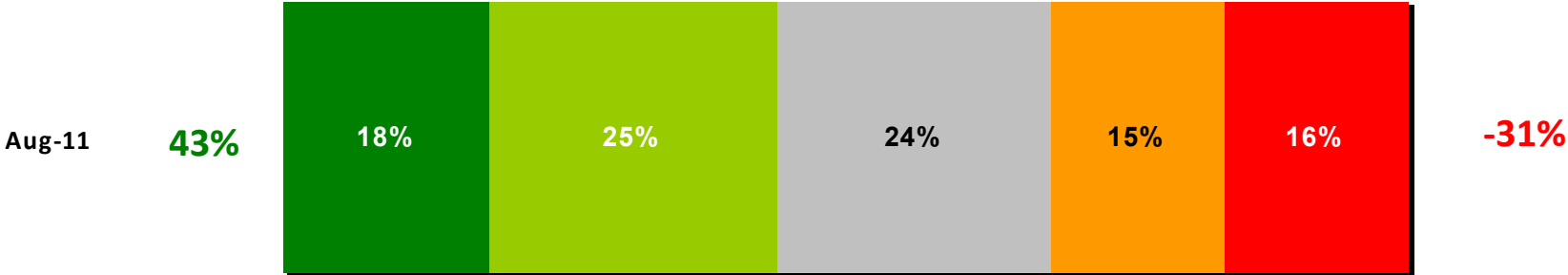
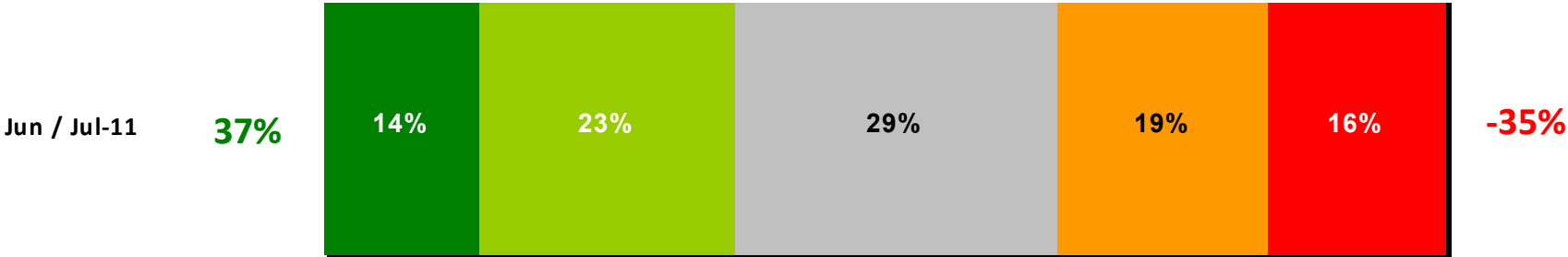
Anticipation



On a scale of 0 to 10, where 0 is strongly disagree and 10 is strongly agree, please indicate how do you feel about the following:

I am looking forward to the RWC

Strongly agree (10) Agree (7-9) Neutral (4-6+unsure) Disagree (1-3) Strongly disagree(0)

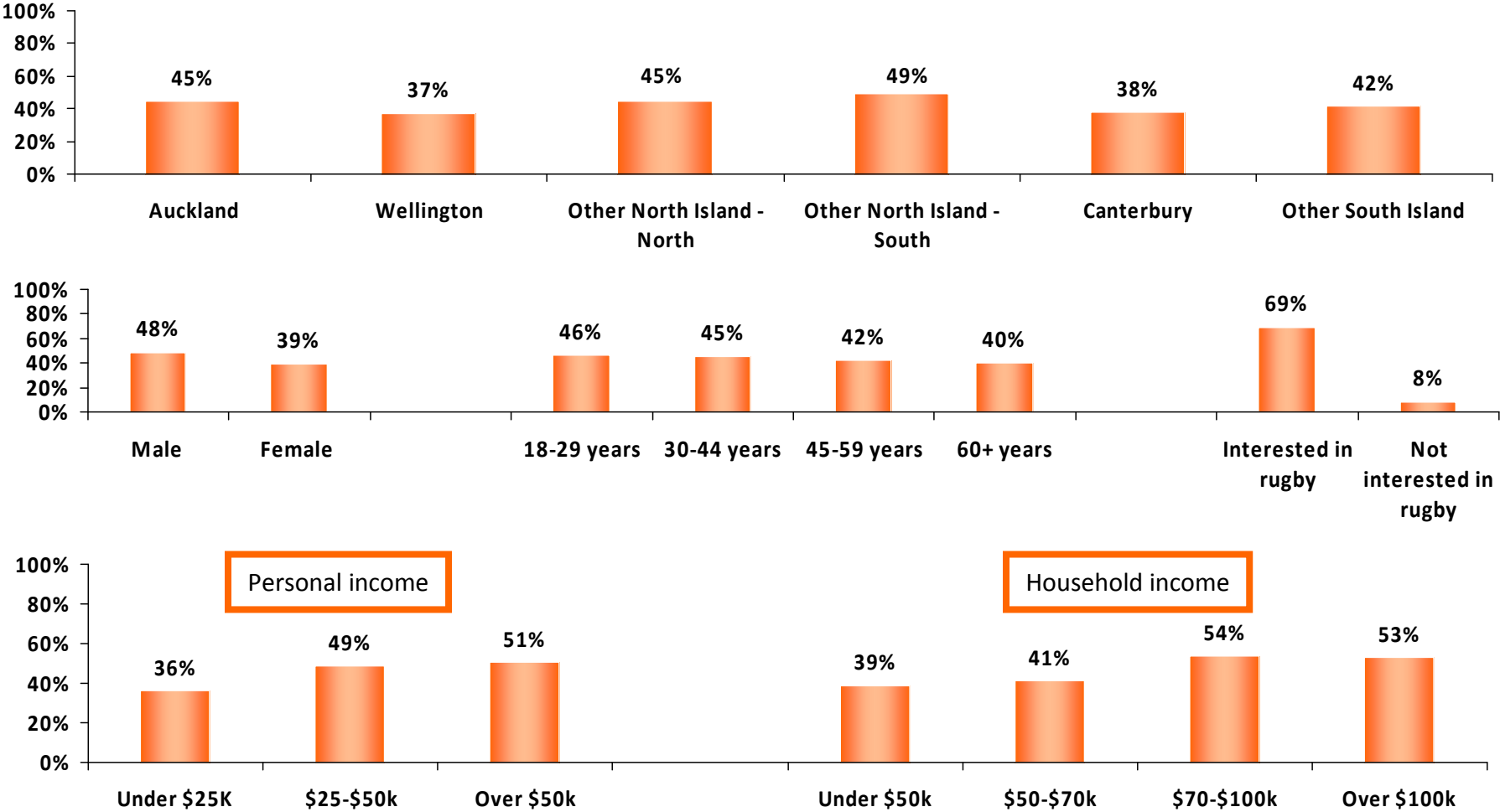


Base: All

Anticipation - demographics



On a scale of 0 to 10, where 0 is strongly disagree and 10 is strongly agree, please indicate how do you feel about the following “I am looking forward to the Rugby World Cup” [7 or higher out of 10]:



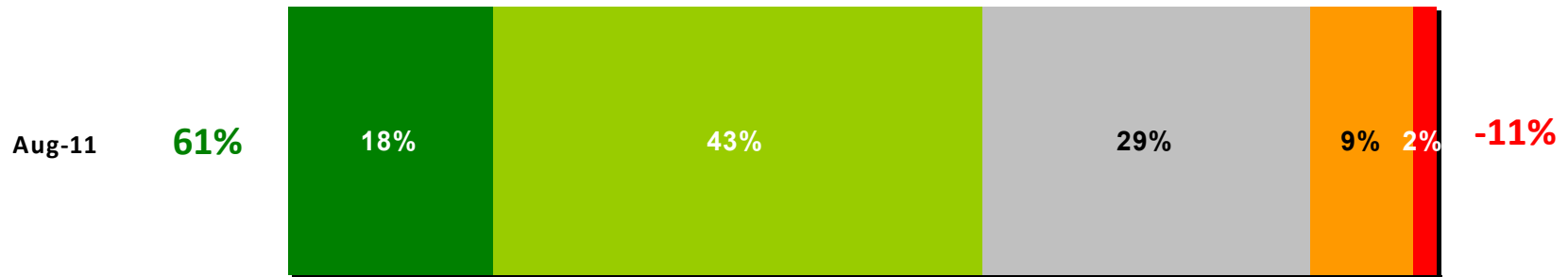
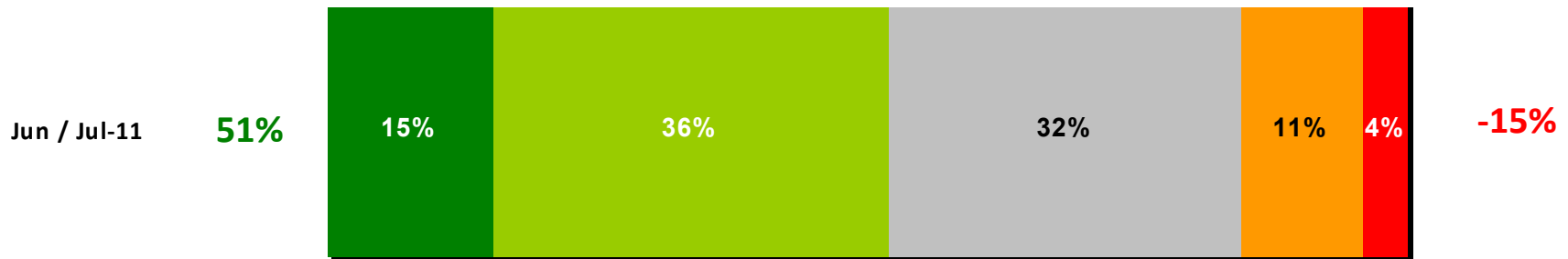
Economic benefits



On a scale of 0 to 10, where 0 is strongly disagree and 10 is strongly agree, please indicate how do you feel about the following:

The RWC will be good for New Zealand's economy

■ Strongly agree (10) ■ Agree (7-9) ■ Neutral (4-6+unsure) ■ Disagree (1-3) ■ Strongly disagree(0)



Base: All

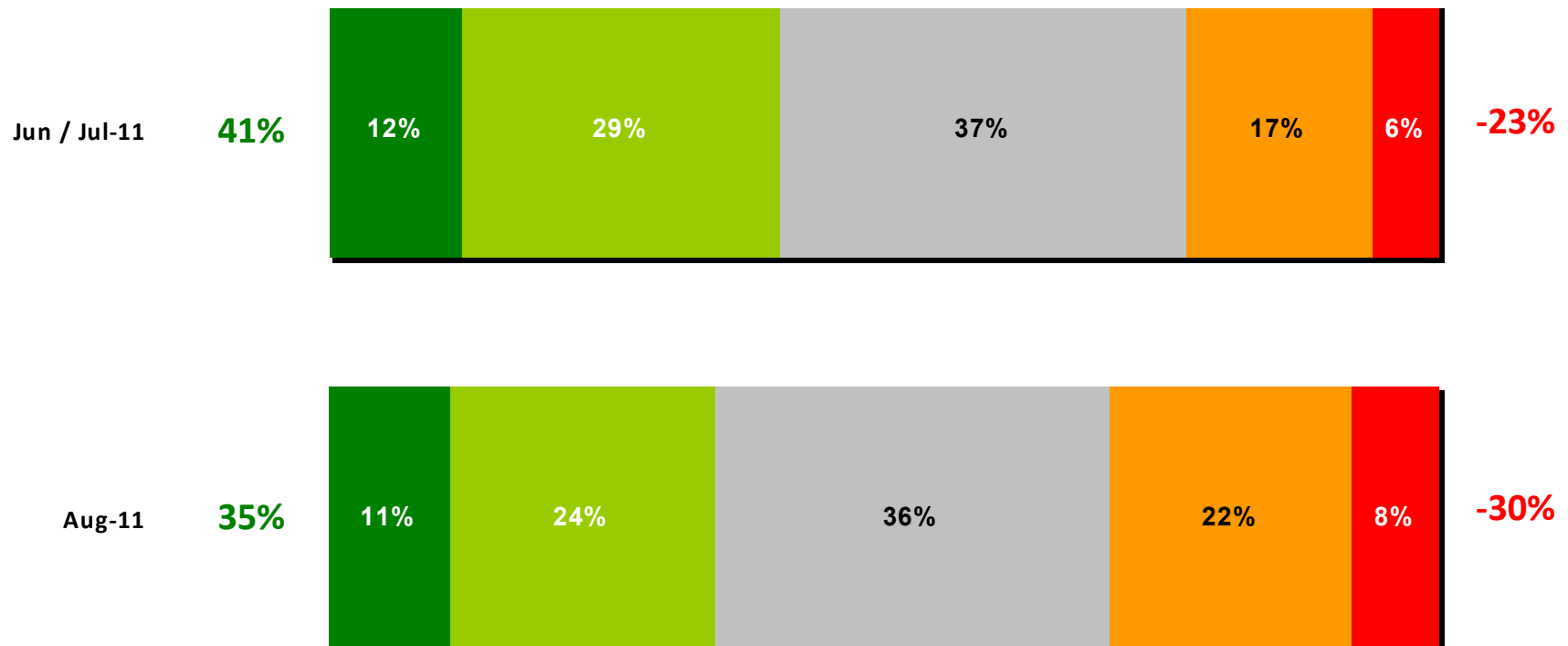
Disruption



On a scale of 0 to 10, where 0 is strongly disagree and 10 is strongly agree, please indicate how do you feel about the following:

The RWC will be very disruptive for many New Zealanders

■ Strongly agree (10) ■ Agree (7-9) ■ Neutral (4-6+unsure) ■ Disagree (1-3) ■ Strongly disagree(0)



Base: All

Perceptions of All Black management

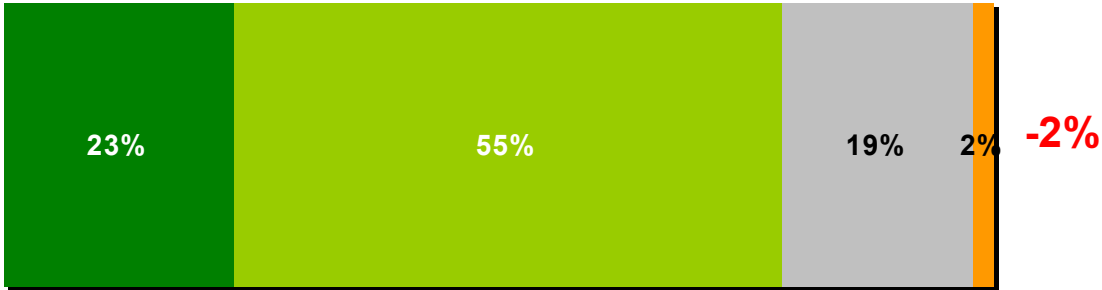


Please tell me how strongly you agree or disagree with the following statements about rugby in New Zealand

■ Strongly agree ■ Agree ■ Neither agree or disagree + unsure ■ Disagree ■ Strongly disagree

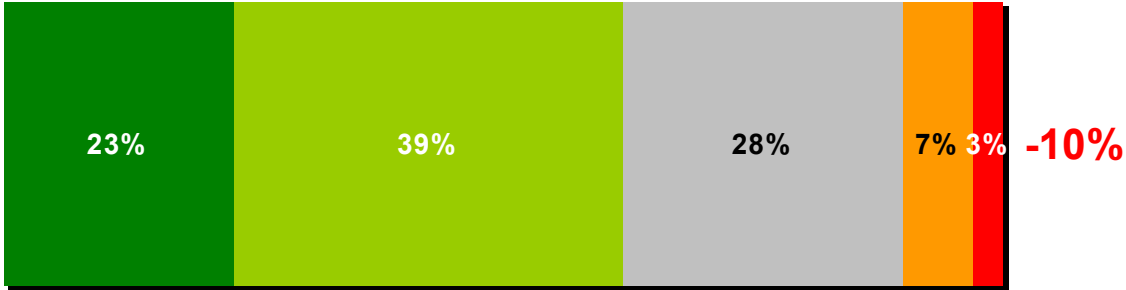
The All Blacks are as well prepared as they can be for the Rugby World Cup

78%



The NZRU were right to keep Graham Henry as All Black coach after the 2007 World Cup

62%



Base: Respondents who are interested in rugby

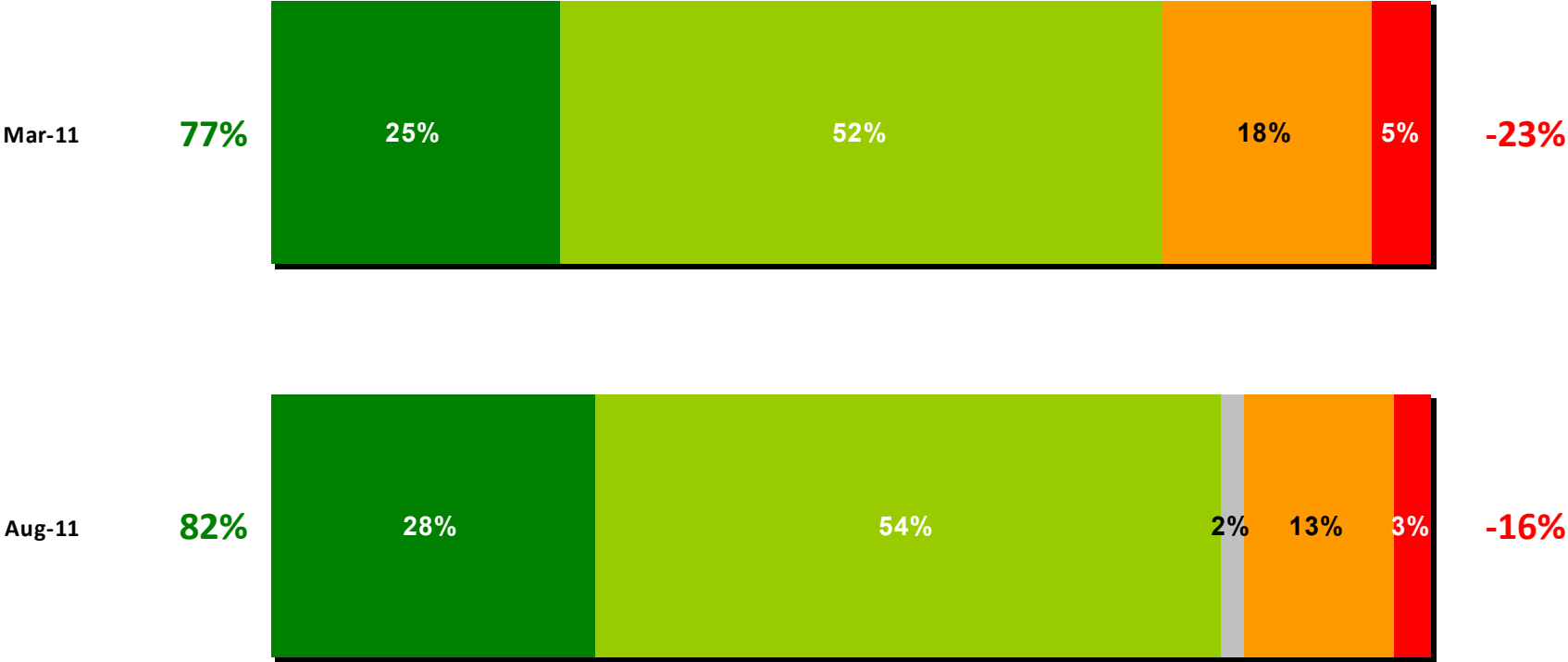
Confidence in All Black victory

- telephone omnibus survey -



How confident are you that the All Blacks will win this years World Cup?

■ Very confident
 ■ Fairly confident
 ■ Unsure
 ■ Not that confident
 ■ Not confident at all



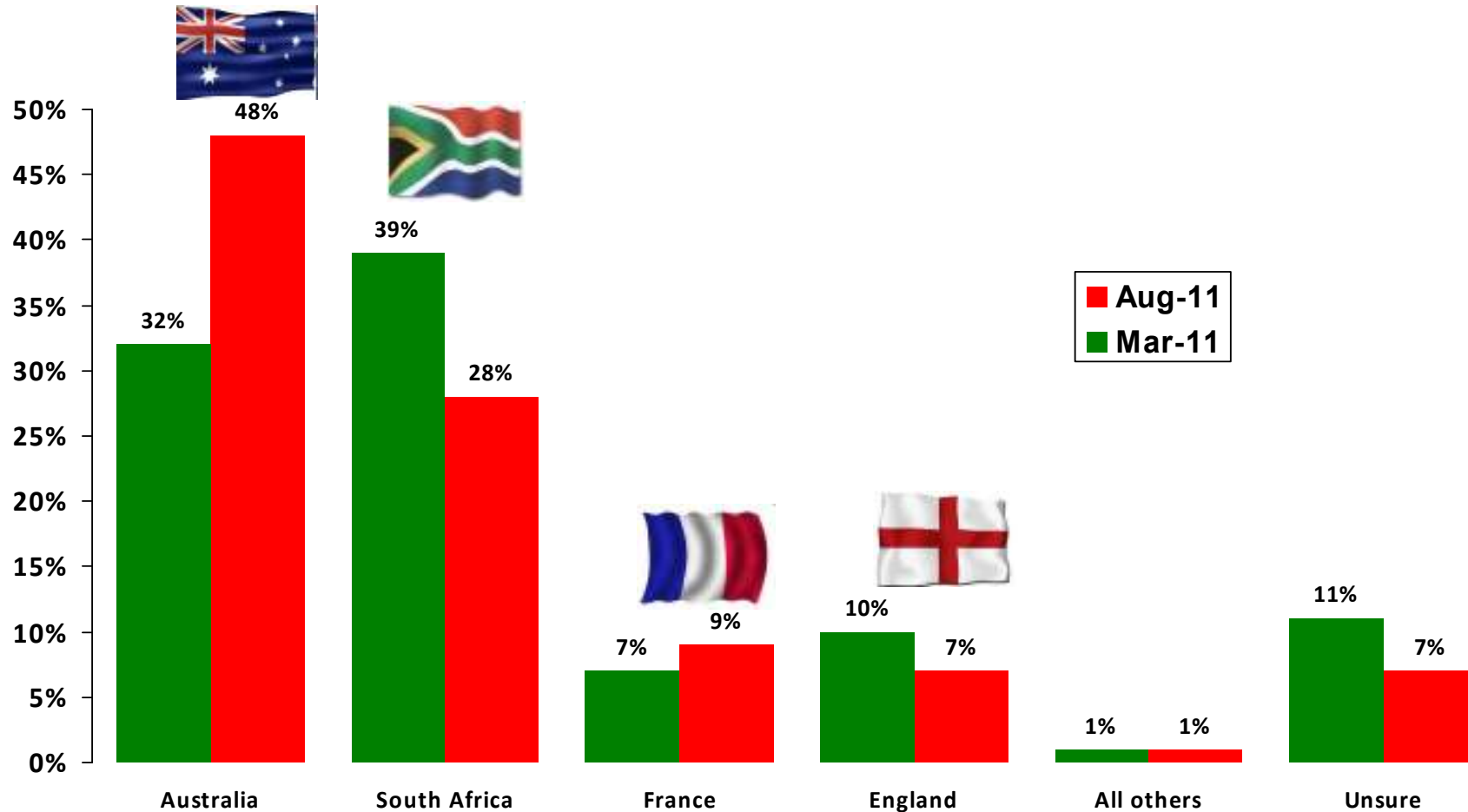
Base: Respondents who are interested in rugby

Biggest rival

- telephone omnibus survey -



Who do you think will be the All Blacks most serious opponent at the World Cup?



Base: All

- **UMR is a full-service market research and evaluation company operating in both New Zealand and Australia.**
 - We utilise a full range of qualitative and quantitative methods
 - Our online panel SAYit is one of the highest quality online research panels available in New Zealand

- **We run New Zealand's longest running tracking study of key social, economic and political data to give clients insights into the New Zealand mood.**

- **We take research to the next stage by giving clear direction and evidence-based solutions.**

- **Areas where we have specialist expertise include:**
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 - Issue management
 - Evaluation and social marketing
 - Local and central government
 - Agriculture & the rural sector
 - Financial sector and investments
 - Telecommunications
 - Energy sector
 - Sports