



Rugby World Cup Anticipation

August 2011



Email: umr@umr.co.nz

Website: www.umr.co.nz

Facebook: 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

- **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 850 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 29th June to 20th July 2011**
- **The margin of error for a sample size of n=850 for a 50% figure at the '95% confidence level' is 3.4%.**

- **New Zealanders have mixed feelings on the Rugby World Cup.**
 - 37% say that they're looking forward to it, while 35% report that they are not.
 - 62% of those who are interested in rugby are looking forward to the RWC, compared with just 8% of those who are not interested in rugby.
 - While 51% think that it will be good for our economy, 41% worry that it will be disruptive for many New Zealanders.

- **We do, however, have reasonable faith in the country being ready in time.**
 - 41% expect that all the new developments planned for the Rugby World Cup will be ready in time, compared with only 14% who believe that they will not be ready.

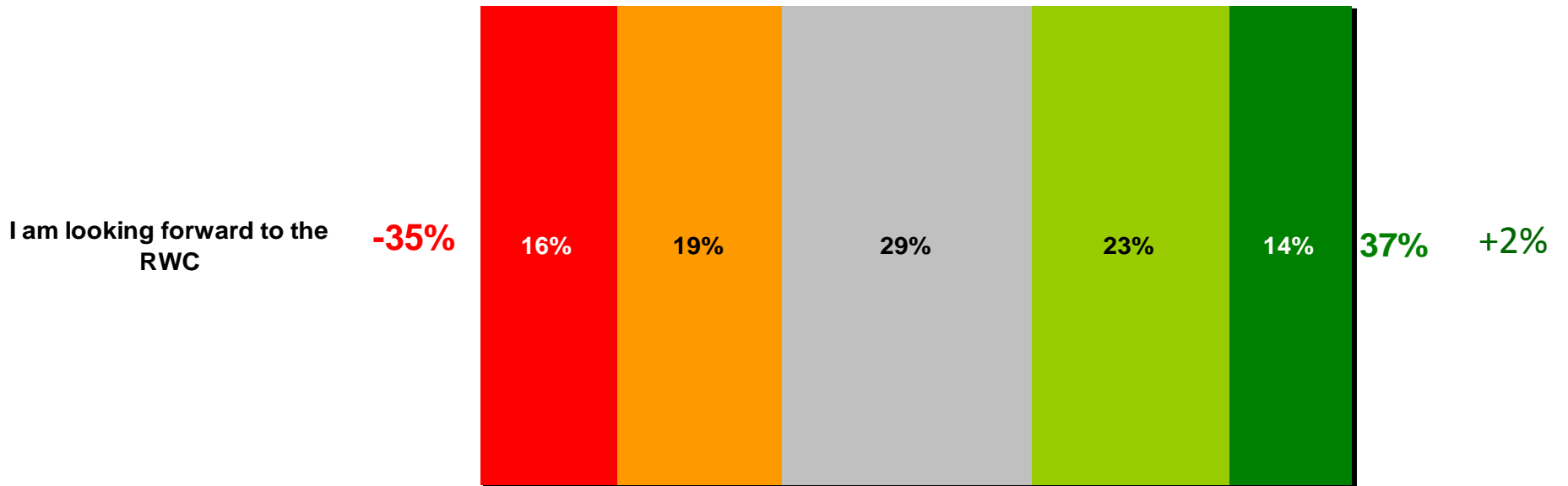
- **Canterbury residents are much less enthusiastic about the World Cup, which almost certainly reflects the fact that games had to be moved away from Christchurch.**
 - Just 16% of Cantabrians say that they are looking forward to the World Cup, compared with 48% of those living in other parts of the South Island and 49% of people living in the southern half of the North Island (excluding Greater Wellington).

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:

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

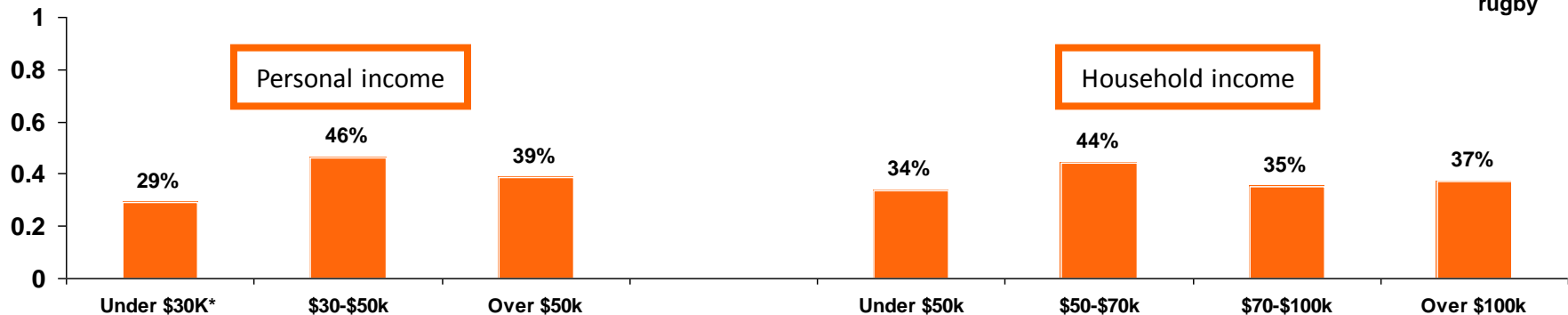
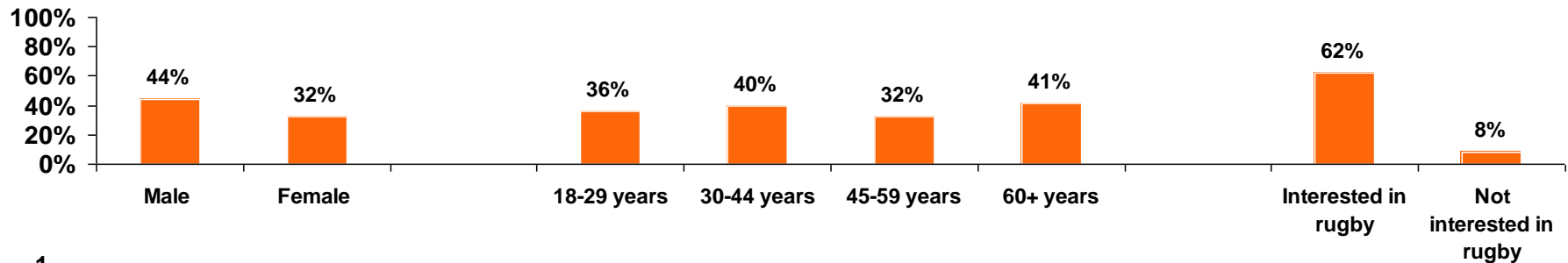
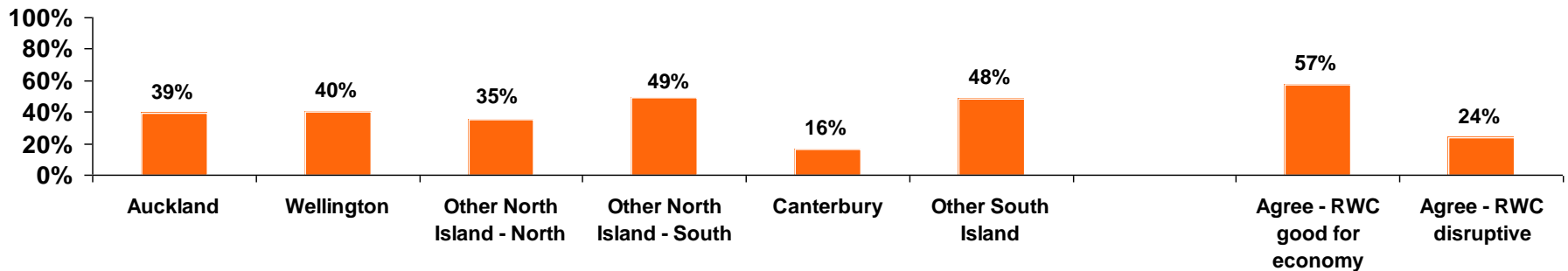
NET Agree



Base: All

Anticipation - demographics

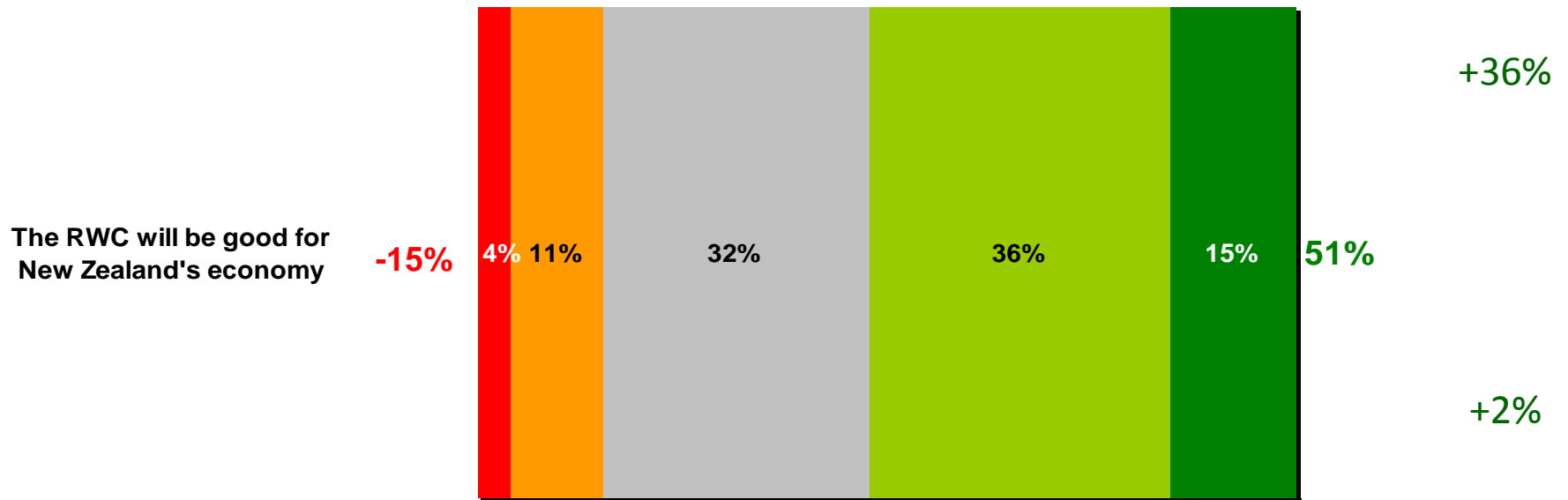
On a scale of 0 to 10, where 0 is strongly disagree and 10 is strongly agree, please indicate how do you feel about the following “I am looking forward to the Rugby World Cup” [7 or higher out of 10]:



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:

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



Base: All

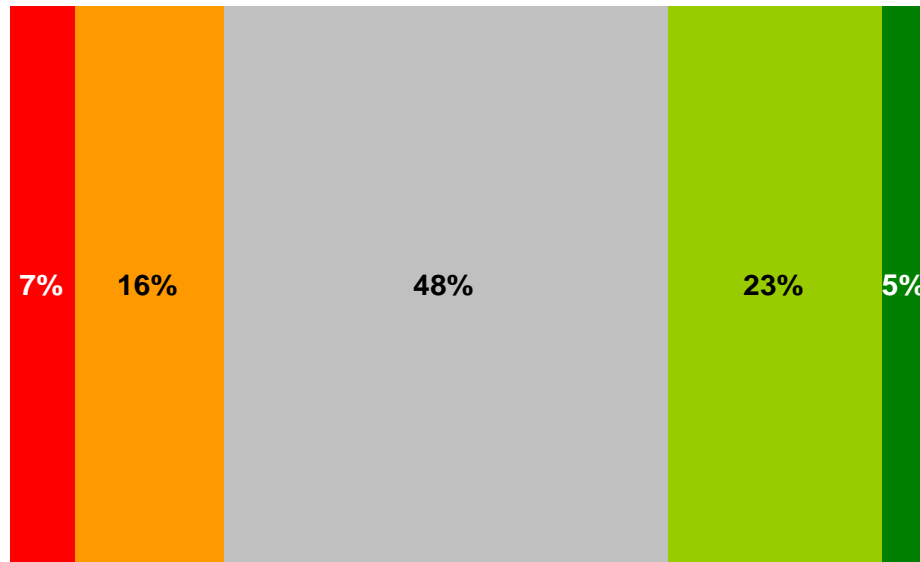
Helping to get things done

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:

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

The RWC has helped to get projects completed that were long overdue

-23%



+36%

28%

+2%

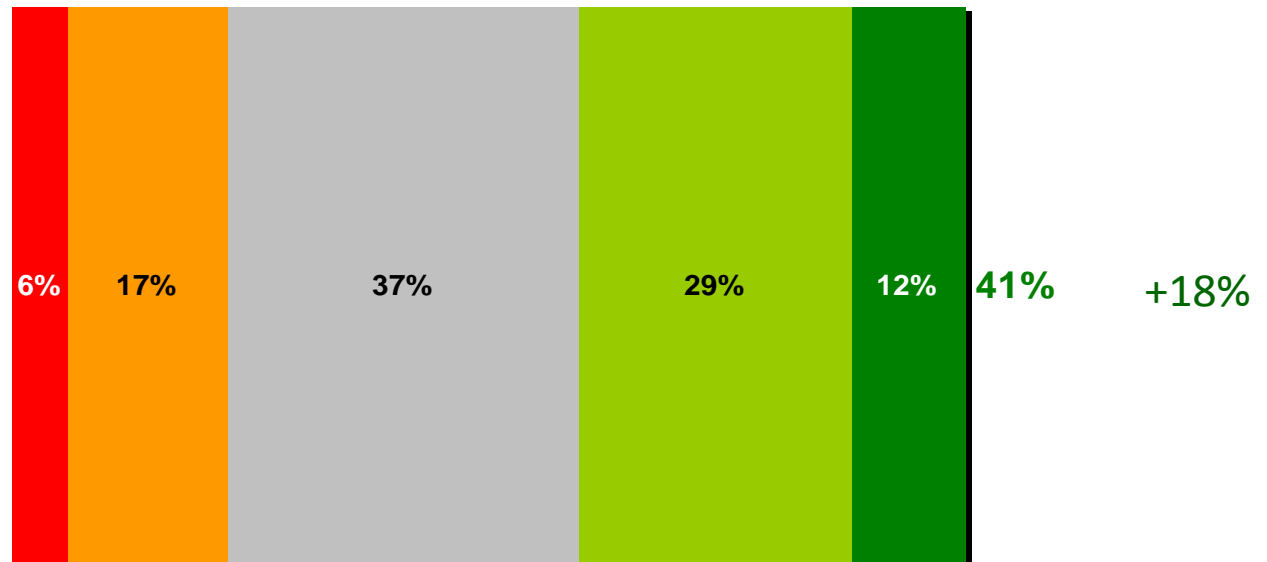
Base: All

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:

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

The RWC will be very disruptive for many New Zealanders **-23%**



Base: All

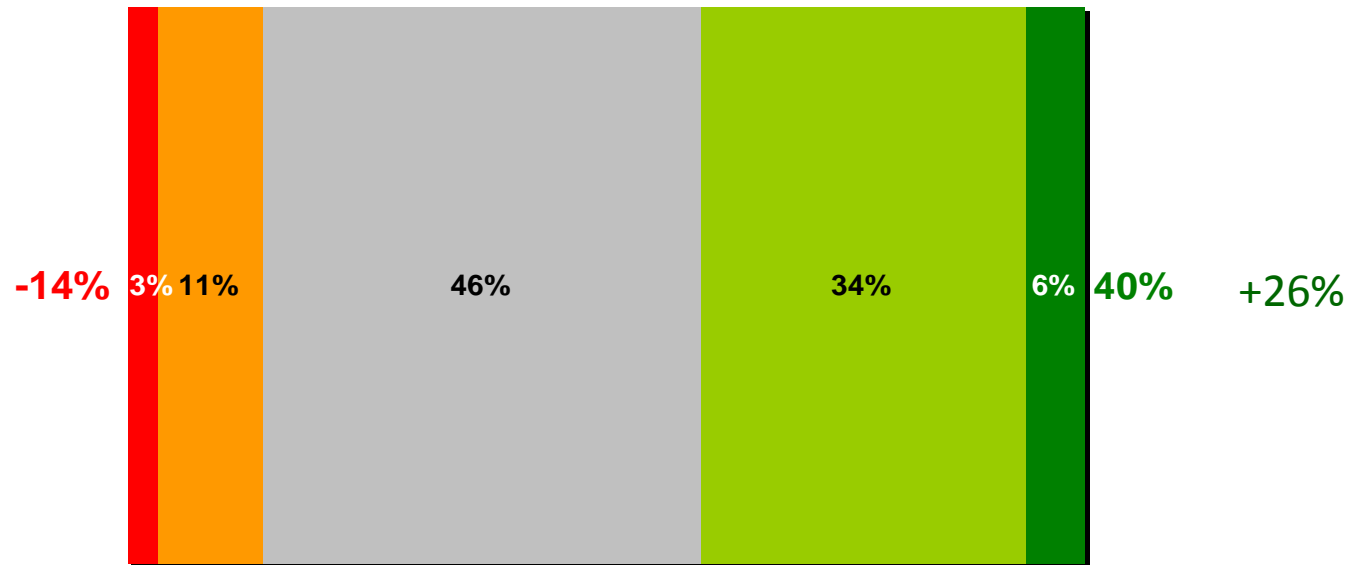
Will we be ready?

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:

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

NET
Agree

All the new developments
planned for the RWC will be
ready in time



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:**
 - Corporate reputation
 - Issue management
 - Evaluation and social marketing
 - Local and central government
 - Agriculture & the rural sector
 - Financial sector and investments
 - Telecommunications
 - Energy sector
 - Sports