



Thank you for your interest in our Rugby project. We hope you find these results as interesting as we do.

Initial respondents were invited into the survey from the Buzz Channel online research panel but we have also had many members of the public taking part.

If you would like more information on the study, or to organise access to the detailed responses in the Buzz system, please contact Mary at Buzz Channel at [mary@buzzchannel.co.nz](mailto:mary@buzzchannel.co.nz).

Please note that these topline results show the quantitative feedback only. There were a number of open-ended questions in the survey, the first 1,500 of which we have had summarised. The link to this report is also loaded on the website.

#### **About Buzz Channel**

Buzz Channel is a New Zealand owned company based in Auckland. We work exclusively in the area of online research, making us possibly the most experienced in this field in NZ. We have our own research panel of New Zealanders, and have designed and built our own technology to ensure we can offer our clients the best and latest online approaches, and that people taking part in our surveys enjoy doing so.

Our clients include Government departments and agencies, media companies, many of the large advertising agencies, Corporates, Not for Profits, and 16 market research companies to whom we provide online services.

We are also very proud of our fundraising programme, through which we have contributed around \$85,000 (so far!) to our five partner charities (KidsCan, Youthline, the Malaghan Institute, Outward Bound, and Hospice NZ), to a large number of NZ schools, and sports clubs.

If we can help with your online research needs, don't hesitate to contact [justin@buzzchannel.co.nz](mailto:justin@buzzchannel.co.nz) or if you would like to talk about your school or sports club joining our fundraising programme, please contact [nikki@buzzchannel.co.nz](mailto:nikki@buzzchannel.co.nz).

## Top Line Quantitative Results

*Firstly, the inevitable questions about you - just so we have a better idea of who we are talking to... Which of the following age groups do you fall into?*

Total: 2059

| Options    | Numbers | Percentage |
|------------|---------|------------|
| Under 20   | 233     | 11.29 %    |
| 20 to 29   | 279     | 13.52 %    |
| 30 to 39   | 377     | 18.27 %    |
| 40 to 49   | 417     | 20.21 %    |
| 50 to 59   | 381     | 18.47 %    |
| 60 to 69   | 248     | 12.02 %    |
| 70 to 79   | 114     | 5.53 %     |
| 80 or over | 14      | 0.68 %     |

**And your gender?**

Total: 2055

| Options | Numbers | Percentage |
|---------|---------|------------|
| Male    | 1768    | 85.95 %    |
| Female  | 289     | 14.05 %    |

**Which region do you live in?**

Total: 2053

| Options   | Numbers | Percentage |
|-----------|---------|------------|
| Northland | 65      | 3.16 %     |

|                             |     |         |
|-----------------------------|-----|---------|
| Auckland                    | 616 | 29.98 % |
| Waikato                     | 144 | 7.01 %  |
| Bay of Plenty               | 120 | 5.84 %  |
| Gisborne                    | 17  | 0.83 %  |
| Hawkes Bay                  | 48  | 2.34 %  |
| Taranaki                    | 35  | 1.70 %  |
| Manawatu-Wanganui           | 113 | 5.50 %  |
| Wellington                  | 313 | 15.23 % |
| Nelson-Tasman               | 54  | 2.63 %  |
| Marlborough                 | 17  | 0.83 %  |
| West Coast                  | 12  | 0.58 %  |
| Canterbury                  | 292 | 14.21 % |
| Otago                       | 128 | 6.23 %  |
| Southland                   | 47  | 2.29 %  |
| I don't live in New Zealand | 34  | 1.65 %  |

### Which Air NZ Cup team do you support?

Total: 2054

| Options          | Numbers | Percentage |
|------------------|---------|------------|
| Northland        | 49      | 2.38 %     |
| North Harbour    | 81      | 3.94 %     |
| Auckland         | 201     | 9.78 %     |
| Counties Manukau | 39      | 1.90 %     |
| Waikato          | 155     | 7.54 %     |
| Bay of Plenty    | 81      | 3.94 %     |
| Hawkes Bay       | 61      | 2.97 %     |
| Taranaki         | 49      | 2.38 %     |
| Manawatu         | 50      | 2.43 %     |
| Wellington       | 287     | 13.96 %    |
| Tasman           | 36      | 1.75 %     |
| Canterbury       | 251     | 12.21 %    |
| Otago            | 112     | 5.45 %     |
| Southland        | 53      | 2.58 %     |

|                        |     |         |
|------------------------|-----|---------|
| I don't support a team | 551 | 26.80 % |
|------------------------|-----|---------|

### And which of the following best describes where you live?

Total: 2050

| Options  | Numbers | Percentage |
|--|---------|------------|
| In one of the largest NZ cities (i.e. Auckland, Hamilton, Tauranga, Wellington, Christchurch or Dunedin) | 1244    | 60.62 %    |
| In another NZ city (over 50,000 inhabitants)   | 204     | 9.94 %     |
| In a major urban center (Over 30,000 and under 50,000 inhabitants)                                       | 138     | 6.73 %     |
| In a smaller urban center (Over 2000 and under 30,000 inhabitants)                                       | 273     | 13.30 %    |
| In a rural area (fewer than 2,000 people in the area)  | 193     | 9.41 %     |

### Which of these is right for you?

Total: 2053

| Options  | Numbers | Percentage |
|--|---------|------------|
| I've never played rugby                          | 770     | 37.47 %    |
| I've played to primary/intermediate school level | 403     | 19.61 %    |
| I've played to secondary school level            | 344     | 16.74 %    |
| I've played after I left school                  | 538     | 26.18 %    |

### Which is the highest level that you've played in?

Total: 885

| Options                         | Numbers | Percentage |
|---------------------------------|---------|------------|
| Social level – just for fun     | 106     | 11.98 %    |
| In the normal grades for my age | 316     | 35.71 %    |
| In a school rep team            | 168     | 18.98 %    |

|                                 |            |         |
|---------------------------------|------------|---------|
| In an age grade rep team        | <b>161</b> | 18.19 % |
| In a provincial rep team        | <b>115</b> | 12.99 % |
| In a national rep team or above | <b>19</b>  | 2.15 %  |

### Which of these teams have you played in?

Total: **265**

| Options                            | Numbers    | Percentage |
|------------------------------------|------------|------------|
| All Blacks                         | <b>3</b>   | 0.85 %     |
| Junior All Blacks                  | <b>4</b>   | 1.13 %     |
| NZ Maori                           | <b>3</b>   | 0.85 %     |
| Heartland XV                       | <b>5</b>   | 1.42 %     |
| Black Ferns                        | <b>1</b>   | 0.28 %     |
| NZ Sevens                          | <b>1</b>   | 0.28 %     |
| Under 20s                          | <b>66</b>  | 18.70 %    |
| Schoolboys                         | <b>103</b> | 29.18 %    |
| Super 14                           | <b>5</b>   | 1.42 %     |
| Air NZ Cup                         | <b>20</b>  | 5.67 %     |
| Heartland Championship             | <b>18</b>  | 5.10 %     |
| Ranfurly Shield                    | <b>11</b>  | 3.12 %     |
| Another team (what was it's name?) | <b>113</b> | 32.01 %    |

### How much rugby do you watch on TV?

Total: **2053**

| Options                     | Numbers    | Percentage |
|-----------------------------|------------|------------|
| I watch very little or none | <b>658</b> | 32.02 %    |
| I watch a bit               | <b>701</b> | 34.11 %    |
| I watch quite a bit         | <b>418</b> | 20.34 %    |
| I watch a lot               | <b>278</b> | 13.53 %    |

### How many provincial and/or national level games have you actually attended in the past 2 years?

Total: 2054

| Options      | Numbers | Percentage |
|--------------|---------|------------|
| None         | 994     | 48.35 %    |
| 1 or 2       | 444     | 21.60 %    |
| 3 to 7       | 408     | 19.84 %    |
| 8 to 12      | 96      | 4.67 %     |
| More than 12 | 114     | 5.54 %     |

### So, on a scale from 1 to 10, where 1 means 'not at all interested' and 10 means 'passionately interested', how would you rate your interest in rugby?

Total: 2057

| Options | Numbers | Percentage |
|---------|---------|------------|
| 1       | 263     | 12.77 %    |
| 2       | 235     | 11.41 %    |
| 3       | 198     | 9.62 %     |
| 4       | 134     | 6.51 %     |
| 5       | 160     | 7.77 %     |
| 6       | 173     | 8.40 %     |
| 7       | 256     | 12.43 %    |
| 8       | 310     | 15.06 %    |
| 9       | 154     | 7.48 %     |
| 10      | 176     | 8.55 %     |

### Here's a list of sports - tell us whether you have become more or less interested in these over the past 5 years?

|              | A lot less interested |        | A little less interested |        | The same |        | A bit more interested |        | A lot more interested |        |
|--------------|-----------------------|--------|--------------------------|--------|----------|--------|-----------------------|--------|-----------------------|--------|
| Rugby        | 476                   | 23.26% | 465                      | 22.73% | 665      | 32.50% | 250                   | 12.22% | 190                   | 9.29%  |
| Rugby League | 287                   | 14.06% | 289                      | 14.16% | 660      | 32.34% | 538                   | 26.36% | 267                   | 13.08% |

|         |     |        |     |        |      |        |     |        |     |       |
|---------|-----|--------|-----|--------|------|--------|-----|--------|-----|-------|
| Tennis  | 328 | 16.15% | 261 | 12.85% | 1069 | 52.63% | 290 | 14.28% | 83  | 4.09% |
| Soccer  | 353 | 17.30% | 281 | 13.77% | 861  | 42.21% | 361 | 17.70% | 184 | 9.02% |
| Netball | 367 | 18.07% | 284 | 13.98% | 799  | 39.34% | 470 | 23.14% | 111 | 5.47% |
| Cricket | 359 | 17.61% | 299 | 14.66% | 782  | 38.35% | 421 | 20.65% | 178 | 8.73% |

### Is your lower interest in rugby more a result of...

Total: 926

| Options                                     | Numbers | Percentage |
|---|---------|------------|
| A change in your personal circumstances? or | 244     | 26.35 %    |
| Changes in the game of rugby?               | 682     | 73.65 %    |

### Is your greater interest in rugby league more a result of...

Total: 793

| Options                                     | Numbers | Percentage |
|---|---------|------------|
| A change in your personal circumstances? or | 337     | 42.50 %    |
| Changes in the game of league?              | 456     | 57.50 %    |

### How strongly do you agree with each of these statements? Remember, these aren't necessarily right or representative of everyone's point of view - you'll also get a chance to tell us what you think in a second!

Total: 0

|  | Disagree   | Somewhat agree | Strongly agree | Don't know/Not sure |
|--|------------|----------------|----------------|---------------------|
| The rule changes over the past ten years have been bad for the game  | 450 21.99% | 563 27.52%     | 546 26.69%     | 487 23.80%          |
| People have better opportunities to play different sports from a young age and this is shifting people away from traditional sports like rugby | 244 11.93% | 955 46.70%     | 689 33.69%     | 157 7.68%           |
| Spectator and player behaviour is worse and its putting many people off the sport  | 764 37.36% | 650 31.78%     | 406 19.85%     | 225 11.00%          |
| There's less mana associated with players and the game   | 489 23.96% | 761 37.29%     | 465 22.78%     | 326 15.97%          |
| Top players are less accessible than they used to be. so they are less   | 506 24.78% | 709 34.72%     | 511 25.02%     | 316 15.48%          |

|  |     |        |     |        |     |        |     |        |
|--|-----|--------|-----|--------|-----|--------|-----|--------|
| inspiring for younger players  |     |        |     |        |     |        |     |        |
| Mothers are having a greater influence on which sport their children play and are influencing their kids towards sports they perceive as "safer" | 435 | 21.29% | 773 | 37.84% | 495 | 24.23% | 340 | 16.64% |
| There is too much rugby to watch   | 541 | 26.51% | 587 | 28.76% | 782 | 38.31% | 131 | 6.42%  |
| The money involved in professional sport is negatively affecting people's opinions of players and support for rugby                              | 498 | 24.32% | 742 | 36.23% | 625 | 30.52% | 183 | 8.94%  |
| The off-the-field behaviour of players due to alcohol related incidents is negatively affecting public support for the game                      | 452 | 22.05% | 719 | 35.07% | 776 | 37.85% | 103 | 5.02%  |

**Tell us whether or not you support the following plans:**

|  | Disagree |        | Somewhat Agree |        | Strongly Agree |        | Don't know/Not sure |        |
|--|----------|--------|----------------|--------|----------------|--------|---------------------|--------|
| The number of teams competing in the Air NZ Cup competition should be reduced  | 761      | 40.61% | 406            | 21.66% | 267            | 14.25% | 440                 | 23.48% |
| The Air NZ Cup season should be shortened to 11 to 12 weeks  | 579      | 30.90% | 497            | 26.52% | 347            | 18.52% | 451                 | 24.07% |
| Introducing promotion/relegation within domestic competitions would be a positive change   | 141      | 7.53%  | 667            | 35.61% | 632            | 33.74% | 433                 | 23.12% |
| Looking at the changes to Super 14 and now to the domestic competitions, it is obvious that money is winning out over NZ public preference | 110      | 5.90%  | 491            | 26.33% | 940            | 50.40% | 324                 | 17.37% |

**Let's use the same scale we used before. How strongly do you agree with each of these statements?**

Total: 0

|  | Disagree |        | Somewhat agree |        | Strongly agree |        | Don't know/Not sure |        |
|--|----------|--------|----------------|--------|----------------|--------|---------------------|--------|
| The changes to Super Rugby will be good for the game overall   | 756      | 37.19% | 498            | 24.50% | 134            | 6.59%  | 645                 | 31.73% |
| Rugby would be better overall if players in the All Blacks pool were available regularly to play in the Air NZ Cup competition | 178      | 8.78%  | 679            | 33.50% | 836            | 41.24% | 334                 | 16.48% |
| There should be fewer Air NZ Cup teams   | 803      | 39.67% | 460            | 22.73% | 279            | 13.78% | 482                 | 23.81% |
| The Super 14 (15) season should start later in the year  | 369      | 18.20% | 537            | 26.48% | 589            | 29.04% | 533                 | 26.28% |
| The new Super Rugby format will result in growth in spectators (both TV and attendance)  | 904      | 44.44% | 409            | 20.11% | 95             | 4.67%  | 626                 | 30.78% |
| There should be an opportunity for successful provincial unions to be promoted to the Super 14 (15)                            | 608      | 29.94% | 614            | 30.23% | 381            | 18.76% | 428                 | 21.07% |
| There should only be one professional rugby competition in NZ - either the Super 14 (15) OR the Air NZ Cup                     | 831      | 40.86% | 396            | 19.47% | 434            | 21.34% | 373                 | 18.34% |

