

MEDIA RELEASE

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Kiwis' interest in rugby waning

Nearly a third of New Zealanders are suffering from rugby fatigue following the World Cup loss in 2007, Research New Zealand polling shows.

Research New Zealand director Emanuel Kalafatelis said the poll found 29% of New Zealanders reported they would be taking less interest in the Super 14 this season.

Only 14% said they would be taking more interest in the Super 14, and 54 percent said their interest would be the same as in 2007.

The poll showed little variation between males and females, but there was variation in opinion among age groups, Mr Kalafatelis said.

"Younger people were the most likely to take a greater interest in the rugby. In the 15 to 29 age group 23% said they were more interested than last year. While people aged between 30 and 39 were the least likely to take a greater interest in the Super 14 this season, 9% said they would take more interest in the competition."

"It seems there's still a bit of rugby fatigue around following the disappointment of the World Cup loss and the huge amount of coverage of rugby last year. People's interest may grow as we move deeper into this season, or this could signal that Kiwis are becoming more interested in sports other than rugby," Mr Kalafatelis said.

Polling was conducted between 12 February and 18 February during the first week of the Super 14, which kicked off on 15 February.

The Research New Zealand poll of 501 people aged 15 and over was conducted by telephone between the 12 and 18 February. The maximum margin of error is +/- 4.7 % (at the 95% confidence level). The data has been weighted to ensure it is an accurate representation of New Zealand's general population. The poll was not taken on behalf of any organisation but as part of Research New Zealand's monthly survey of attitudes and opinions.

Participants were asked: *Are you going to take more or less interest in the Super 14 this year?*

The results by gender are detailed in the table below:

Table 1: Interest in Super 14 rugby (by gender)

Are you going to take more or less interest in the Super 14 this season?

	Base =	Total	Male	Female
		501	250	251
		%	%	%
More		14	15	13
Less		29	32	26
Same		54	52	56
Don't know		2	1	4
Refused		1	1	1
Total		100	100	100

Total may not sum to 100% due to rounding.

The results by age are detailed in the table below:

Table 2: Interest in Super 14 rugby (by age)

Are you going to take more or less interest in the Super 14 this season?

	Base =	Total	15 to 29	30 to 39	40 to 49	50 to 59	60+
		501	76	76	111	108	130
		%	%	%	%	%	%
More		14	➤23	➤9	12	➤10	11
Less		29	30	29	30	27	27
Same		54	43	59	56	60	57
Don't know		2	3	3	2	2	3
Refused		1	1	0	1	1	2
Total		100	100	100	100	100	100

Total may not sum to 100% due to rounding.

➤Denotes a statistically significant difference between sub-groups, shading denotes significant difference relative to the total sample.

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