

**MEDIA RELEASE**

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### **All Blacks support grows with on-field action**

Good news for Graham Henry and the NZRU; one in three Kiwis say they're feeling more positive towards the All Blacks, Research New Zealand polling shows.

The poll found 31 percent of Kiwis felt more favourably about the team now that the test season has kicked off, although 46 percent said they felt the same as they did before this year's international series. Only 5 percent were feeling less positive.

Research New Zealand director Emanuel Kalafatelis said the poll demonstrated that the tide may be turning back in favour of the All Blacks, following 2007's disappointing early exit from the Rugby World Cup.

"Now that we're into test rugby season and the All Blacks have had the opportunity to prove themselves on the field, it seems New Zealanders are backing them. There's been a lot of talk about Kiwis turning their backs on our national team, but it seems once the talking stops and the rugby starts we can't help but embrace them again."

"Kiwis from larger urban cities with a population of 40,000 or over are more likely to feel more positively about the All Blacks at 37 percent, compared to 26 percent of those living in other areas.

"No other differences by age, gender, etc. were found," Mr Kalafatelis said.

Research New Zealand polling was conducted between 25 June and 9 July.

*The Research New Zealand poll of 503 people aged 15 and over was conducted by telephone between 25 June and 9 July. The maximum margin of error is +/- 4.5 % (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:** *As we get further and further into the international rugby season, are you feeling more positive about the All Blacks, less positive, or has your opinion of the All Blacks stayed the same?*

**Table 1: Support for All Blacks**

*As we get further and further into the international rugby season, are you starting to feel more positive about the All Blacks, less positive or has your opinion of the All Blacks stayed the same?*

Base =	Total	Major urban city	Other
	500 %	225 %	275 %
More	31	37	26
Less	5	3	7
Same, no change	46	43	49
Don't follow the All Blacks or rugby	16	17	16
Don't know	2	0	2
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>

Total may not sum to 100% due to rounding.

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