



The Rugby World Cup - Who will win the final?

The Rugby World Cup is upon us. The opening ceremony is about to take place, followed by the first game: New Zealand versus Tonga.

In the lead up to the Rugby World Cup the question was often asked: “Would the cost of staging the Rugby World Cup exceed the likely economic benefits to New Zealand?”. Undoubtedly, the view one has might well be influenced by one’s expectations of whether New Zealand will win, or once again choke in the final.

In May 2011 Research New Zealand conducted a poll to establish whether New Zealanders generally felt the benefits would exceed the costs. At that stage the Minister of Finance had already expressed a degree of scepticism that this would be so, and New Zealanders took their cue from this. Only 38 percent felt the benefits would outweigh the costs with 46 percent taking the opposite view.

Research New Zealand felt that the question would be worth re-visiting closer to the start of the games, and that it might be worth asking some additional questions to establish the degree of interest in the Rugby World Cup, and interest in watching the final on TV (if not in the crowd at Eden Park), and expectations about costs versus economic benefits.

The big question is, of course, who will win the Rugby World Cup this time, only the second time the Rugby World Cup has been staged in New Zealand. So we included a question to see what country was expected to win the final and take the cup home.

It is true to say that the Rugby World Cup has captured the interest of the nation. Some 89 percent of New Zealanders express some level of interest in the Rugby World Cup, while 11 percent express a total lack of interest. 12 percent express ‘some interest’, 23 percent express a ‘moderate interest’, a further 32 percent who express ‘strong interest’, and 22 percent express ‘very strong interest’.

While it is true to say that the overall level of interest is much the same across gender, age groups, income groups and location, those who have a ‘very strong interest’ in the Rugby World Cup are men rather than women (29 percent versus 15 percent), in the younger age group of 18–34 years (29 percent), earning less than \$80,000 p.a. (22 percent), and located in the Upper North Island, dominated by Auckland (27 percent).

When it comes to watching the final on TV (if not at the park), 77 percent of respondents are planning to do so, males more so than females (83 percent versus 72 percent). Interestingly, the young (18–34 years) and the old (55 years and over) are more likely to watch the final on TV than those in the age group 35–54 years. 81 percent of the young



age group and 79 percent of the older age group plan to watch the final compared to 73 percent of those in the middle age group.

And who will win the final in the view of our respondents? New Zealand, of course! Some 62 percent of New Zealanders believe the All Blacks will win the final. A few (11 percent) have their money on Australia and even fewer (five percent) have placed their faith in South Africa to ultimately take the trophy. Those in the age group 15-34 have a higher level of confidence in New Zealand winning the final at 69 percent, while in the age group 55 years and over, some 57 percent believe New Zealand will win. Those who live in the Upper North Island and the South Island have more faith in New Zealand winning (66 percent and 61 percent respectively) than those living in the Lower/Central North Island, at 54 percent. "It would seem that New Zealanders have almost totally discounted the current World Champions, South Africa", said Research New Zealand Director, Emanuel Kalafatelis.

The expectation that the economic benefits will outweigh the costs is greater now than it was in May 2011. At that stage 38 percent felt that the economic benefits would outweigh the costs. Now, as the money has been spent, 44 percent feel the economic benefits will outweigh the costs, versus 37 percent that think the costs will outweigh the economic benefits. Males (50 percent), those in the 15-34 year age group (51 percent), and those in the Upper North Island (47 percent) are the most optimistic that the economic benefits will outweigh the costs.

Are these responses mainly determined by the level of interest people have in the Rugby World Cup? We correlated the results by the level of interest and found that those who have a very strong interest in the Rugby World Cup are more convinced that New Zealand will win the final (87 percent versus 62 percent for the population in general) and more convinced that the economic benefits will outweigh the costs (65 percent versus 44 percent of the population in general).

"Let's hope that strong interest is the same as better knowledge", said Research New Zealand Director, Emanuel Kalafatelis.

The Research New Zealand poll of 500 people aged 18 and over was conducted by telephone on 1 to 9 September 2011. The maximum margin of error for the sample as a whole 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 organization, but as part of Research New Zealand's monthly survey of attitudes and opinions.

Contact: Emanuel Kalafatelis
Director
Research New Zealand Limited
P O Box 10-617
Wellington 6143
Ph. 04-462-6401 (DDI); 027-500-4401 (M)



Table 1:

Level of interest in the Rugby World Cup

	Total	Male	Female
Base =	500	220	280
	%	%	%
No interest at all	11	6	15
Some interest	12	10	14
Moderate interest	23	20	26
Strong interest	32	34	31
Very strong interest	22	29	15
Total	100	100	100

Total may not sum to 100% due to rounding.

Table 2:

Level of interest in the Rugby World Cup

	Total	18-34 years	35 to 54 years	55 years and over
Base =	500	81	183	236
	%	%	%	%
No interest at all	11	11	11	9
Some interest	12	6	17	11
Moderate interest	23	18	26	26
Strong interest	32	36	29	33
Very strong interest	22	29	17	21
Total	100	100	100	100

Total may not sum to 100% due to rounding.

Table 3:

Level of interest in the Rugby World Cup

	Total	Under \$40,000	At least \$40,000 but less than \$80,000	\$80,000 or more	Don't know/refused
Base =	500	184	136	137	43
	%	%	%	%	%
No interest at all	11	12	11	8	12
Some interest	12	7	14	16	16
Moderate interest	23	25	26	20	21
Strong interest	32	33	27	39	30
Very strong interest	22	23	22	18	22
Total	100	100	100	100	100

Total may not sum to 100% due to rounding.



Table 4:

Level of interest in the Rugby World Cup

	Base =	Total 499* %	Upper North Island 203 %	Lower/Central North Island 96 %	South Island 200 %
No interest at all		11	10	8	12
Some interest		12	7	12	17
Moderate interest		23	23	25	23
Strong interest		32	32	41	28
Very strong interest		22	27	13	19
Total		100	100	100	100

Total may not sum to 100% due to rounding.

Table 5:

Q6a. How likely is it that you will be watching the final on TV?

	Base =	Total 500 %	Male 220 %	Female 280 %
Very likely		57	64	50
Likely		20	19	22
Neither likely nor unlikely		4	4	3
Unlikely		8	7	10
Very unlikely		9	5	12
I'll be watching it live (have tickets)		0	0	0
Don't know		2	1	3
Total		100	100	100

Total may not sum to 100% due to rounding.



Table 6:

Q6a. How likely is it that you will be watching the final on TV?

	Total	18-34 years	35 to 54 years	55 years and over
Base =	500	81	183	236
	%	%	%	%
Very likely	57	63	50	60
Likely	20	18	23	19
Neither likely nor unlikely	4	1	6	4
Unlikely	8	9	9	7
Very unlikely	9	6	12	7
I'll be watching it live (have tickets)	0	0	1	0
Don't know	2	2	1	3
Total	100	100	100	100

Total may not sum to 100% due to rounding.

Table 7:

Q6a. How likely is it that you will be watching the final on TV?

	Total	Upper North Island	Lower/Central North Island	South Island
Base =	500	204	96	200
	%	%	%	%
Very likely	57	59	52	57
Likely	20	22	25	16
Neither likely nor unlikely	4	4	3	3
Unlikely	8	7	8	10
Very unlikely	9	8	6	12
I'll be watching it live (have tickets)	0	0	1	0
Don't know	2	1	3	2
Total	100	100	100	100

Total may not sum to 100% due to rounding.



Table 8:

Q6a. How likely is it that you will be watching the final on TV?

	Base =	Total	Under \$40,000	At least \$40,000 but less than \$80,000	\$80,000 or more	Don't know/refused
		500	184	136	137	43
		%	%	%	%	%
Very likely		57	52	58	61	56
Likely		20	24	17	19	18
Neither likely nor unlikely		4	4	5	3	2
Unlikely		8	6	10	8	12
Very unlikely		9	11	8	7	7
I'll be watching it live (have tickets)		0	0	0	1	0
Don't know		2	2	2	0	4
Total		100	100	100	100	100

Total may not sum to 100% due to rounding.

Table 9:

Q6b. Which country do you expect will win the World Cup?

	Total	Male	Female
Base =	500	220	280
	%	%	%
New Zealand	62	62	62
Australia	11	16	6
South Africa	5	7	4
England	2	1	2
France	1	0	1
Other (Specify)	1	2	1
Don't know	18	12	23
Total	100	100	100

Total may not sum to 100% due to rounding.



Table 10:

Q6b. Which country do you expect will win the World Cup?

Base =	Total	18-34 years	35 to 54 years	55 years and over
	500	81	183	236
	%	%	%	%
New Zealand	62	69	62	57
Australia	11	8	12	12
South Africa	5	6	5	5
England	2	0	2	3
France	1	0	1	2
Other (Specify)	1	3	1	1
Don't know	18	14	18	20
Total	100	100	100	100

Total may not sum to 100% due to rounding.

Table 11:

Q6b. Which country do you expect will win the World Cup?

Base =	Total	Upper North Island	Lower/Central North Island	South Island
	500	204	96	200
	%	%	%	%
New Zealand	62	66	54	61
Australia	11	9	11	12
South Africa	5	5	7	5
England	2	3	2	1
France	1	0	1	1
Other (Specify)	1	1	3	1
Don't know	18	16	21	19
Total	100	100	100	100

Total may not sum to 100% due to rounding.

Table 12:

Q6b. Which country do you expect will win the World Cup?

Base =	Total	Under \$40,000	At least \$40,000 but less than \$80,000	\$80,000 or more	Don't know/refused
	500	184	136	137	43
	%	%	%	%	%
New Zealand	62	61	60	68	55
Australia	11	12	9	12	7
South Africa	5	8	5	5	0
England	2	1	2	2	4
France	1	1	1	0	2
Other (Specify)	1	1	1	0	4
Don't know	18	15	22	14	28
Total	100	100	100	100	100

Total may not sum to 100% due to rounding.



Table 13:

Q6c. Do you believe the economic benefits of the Rugby World Cup to New Zealand will outweigh the costs of staging this event?

	Total	Male	Female
Base =	500	220	280
	%	%	%
Yes, benefits will outweigh the costs	44	50	39
No, costs will outweigh the benefits	37	33	40
Even split between benefits and costs	6	8	4
Don't know	13	10	16
Total	100	100	100

Total may not sum to 100% due to rounding.

Table 14:

Q6c. Do you believe the economic benefits of the Rugby World Cup to New Zealand will outweigh the costs of staging this event?

	Total	18-34 years	35 to 54 years	55 years and over
Base =	500	81	183	236
	%	%	%	%
Yes, benefits will outweigh the costs	44	51	43	39
No, costs will outweigh the benefits	37	24	39	44
Even split between benefits and costs	6	8	7	3
Don't know	13	17	10	14
Total	100	100	100	100

Total may not sum to 100% due to rounding.



Table 15:

Q6c. Do you believe the economic benefits of the Rugby World Cup to New Zealand will outweigh the costs of staging this event?

	Total	Upper North Island	Lower/Central North Island	South Island
Base =	500	204	96	200
	%	%	%	%
Yes, benefits will outweigh the costs	44	47	41	43
No, costs will outweigh the benefits	37	35	37	39
Even split between benefits and costs	6	7	7	4
Don't know	13	11	15	14
Total	100	100	100	100

Total may not sum to 100% due to rounding.

Table 16:

Q6c. Do you believe the economic benefits of the Rugby World Cup to New Zealand will outweigh the costs of staging this event?

	Total	Under \$40,000	At least \$40,000 but less than \$80,000	\$80,000 or more	Don't know/refused
Base =	500	184	136	137	43
	%	%	%	%	%
Yes, benefits will outweigh the costs	44	43	47	44	44
No, costs will outweigh the benefits	37	36	38	39	24
Even split between benefits and costs	6	5	7	8	0
Don't know	13	16	9	9	32
Total	100	100	100	100	100

Total may not sum to 100% due to rounding.

Table 17:

Q6b. Which country do you expect will win the World Cup?

	Total	Level of interest in the Rugby World Cup				
		No interest at all	Some interest	Moderate interest	Strong interest	Very strong interest
Base =	500	54	62	123	160	101
	%	%	%	%	%	%
New Zealand	62	27	38	58	70	87
Australia	11	5	15	15	14	3
South Africa	5	5	8	7	5	3
England	2	3	0	2	2	1
France	1	1	2	2	0	0
Other (Specify)	1	0	2	1	2	1
Don't know	18	59	36	16	8	4
Total	100	100	100	100	100	100

Total may not sum to 100% due to rounding.



Table 18:

Q6c. Do you believe the economic benefits of the Rugby World Cup to New Zealand will outweigh the costs of staging this event?

	Total	Level of interest in the Rugby World Cup				
		No interest at all	Some interest	Moderate interest	Strong interest	Very strong interest
Base =	500	54	62	123	160	101
	%	%	%	%	%	%
Yes, benefits will outweigh the costs	44	27	29	37	48	65
No, costs will outweigh the benefits	37	51	41	45	34	22
Even split between benefits and costs	6	6	7	6	6	5
Don't know	13	16	23	13	12	8
Total	100	100	100	100	100	100

Total may not sum to 100% due to rounding.

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