

**MEDIA RELEASE**

**22 November 2007**

### **Kiwi sports supporters stay staunch despite losses**

The majority of Kiwis are sticking by national sports teams despite the high profile and painful losses in 2007, the latest Research New Zealand polling shows.

Nearly 90% of New Zealanders said they would be just as passionate or more passionate supporters of New Zealand teams in 2008, Research New Zealand Director Emanuel Kalafatelis said.

“Surprisingly only 10 percent of those questioned say they would be less passionate supporters in 2008 and, therefore, it seems Kiwi sports fans have not lost heart,” Mr Kalafatelis said.

“Despite losses in the America’s Cup, and Cricket and Rugby World Cups more than 20% of people questioned said they would be even more passionate supporters of national teams in 2008,” Mr Kalafatelis said.

The poll found that younger people were more likely to be even more supportive of New Zealand teams in 2008 than older sports fans, Mr Kalafatelis said.

“We found 30% of those aged 15 to 29 said they would be even more passionate supporters. This compares with 16% of those aged 40 to 49 and 60 or older who said they would be more passionate supporters,” Mr Kalafatelis said.

“The fact that so many New Zealanders are staying so positive after some painful losses shows we are obviously more resilient supporters than many may have supposed,” Mr Kalafatelis said.

Polling was conducted between 13 to 19 November and in that period New Zealand also lost the Netball World Cup final on 17 November.

*The Research New Zealand poll of 500 people aged 15 and over was conducted by telephone between the 13 and 19 November. The maximum margin of error is +/- 4.4 % (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.*

Respondents were asked: *2007 was not a particularly good year for our national sports teams, with losses in the Cricket World Cup, the America’s Cup and the Rugby World Cup. Do you think you will be more or less passionate a supporter of New Zealand teams in 2008?*

#### **Results by age**

	Total	Aged 15 to 29	Aged 30 to 39	Aged 40 to 49	Aged 50 to 59	Aged 60+
Base =	500	79	82	109	89	141
	%	%	%	%	%	%
More passionate supporter	21	30	17	16	20	16
Less passionate supporter	10	11	7	8	11	11
No change/The same	68	57	74	72	69	72
Don't know	1	0	1	3	0	1
Refused	0	1	0	1	0	0
Total	100	100	100	100	100	100

Total may not sum to 100% due to rounding

\*\*Low base number of respondents-results are indicative only.

**Research New Zealand is an independent, New Zealand-owned research and evaluation organisation undertaking social and business research.**

[www.researchnz.com](http://www.researchnz.com)