RUGBY WORLD CUP 2019, JAPAN

Fans from across the world continue to descend on Japan for the Rugby World Cup 2019, the first time the tournament has been hosted in Asia. ITWP companies Toluna and Harris Interactive used their global influencer community and QuickSurveys platform to survey more than 4,400 people across Europe, APAC, Africa and South America within 36 hours to get a sense of awareness and excitement among the global Rugby Union community.

TOP 5 GLOBAL SPORTS
Rugby Union is one of the top five sports for both viewership and 'fandom' across these eight countries: Argentina, Australia, France, Great Britain, Italy, Japan, New Zealand & South Africa.

PUBLIC AWARENESS

EXCITEMENT LEVELS
Opening ceremony (52%) First match (49%) Knock-out stage (61%) Semi-finals (69%) Final (82%)

WHO’S ‘THROWING A SICKIE’?

Despite being least ‘excited’ about the tournament overall, Australians are most likely to ‘throw a sickie’ to watch specific matches during the tournament. This is more than twice as likely as near neighbors in New Zealand. Japanese viewers are just as likely to call in sick as their British counterparts.

The Rugby World Cup will impact positively on economies across the eight markets surveyed with increased activity around socializing with friends in and out of the home.

The tournament will impact positively on Japanese economy and on its global standing with tourists. 17% more likely to visit Japan in future. 22% of the Japanese public perceiving a positive impact on Japan’s prestige on the world stage

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34% Football 25% Tennis 21% Motorsports 21% Swimming 20% Rugby Union

Awareness of the Rugby World Cup varies considerably across the eight countries with the public in South Africa, New Zealand and host nation Japan considerably more excited than those elsewhere.

Whilst only half of viewers planned to tune in for the opening ceremony and knock-out stage, excitement will build considerably as the tournament progresses.

27% are more likely to entertain others. 24% are more likely to have drinks in a pub or bar. 17% more likely to eat out.