

Indian Cricket Fandom Report 2023



► Methodology

This report looks at the state of cricket in India, with the context of how this compares to the global stage, analysis of cricket fans – their sports & media consumption and how interest in women's cricket is growing among Indian masses.

The insights in this report are drawn from YouGov Global Fan Profiles and YouGov Profiles. YouGov Global Fan Profiles is an instant view of the size, make-up, attitudes and behaviours of fan bases in 50+ markets. It provides access to market-specific fan data across 200 leagues, 50 events, 45+ game titles, 500 athletes and 2,000 teams, with the latest data from more than 300,000 global interviews at your fingertips. (Sample size for India - 43,000+)

YouGov Profiles is an ever-growing source of living consumer data, with 2 million+ data variables from YouGov's 22 million+ global panel members. Covering demographic, psychographic, attitudinal and behavioural consumer metrics, our data is collected continuously and updated weekly. (Sample size for India - 41,000)

Data for this report was extracted in Jan 2023.

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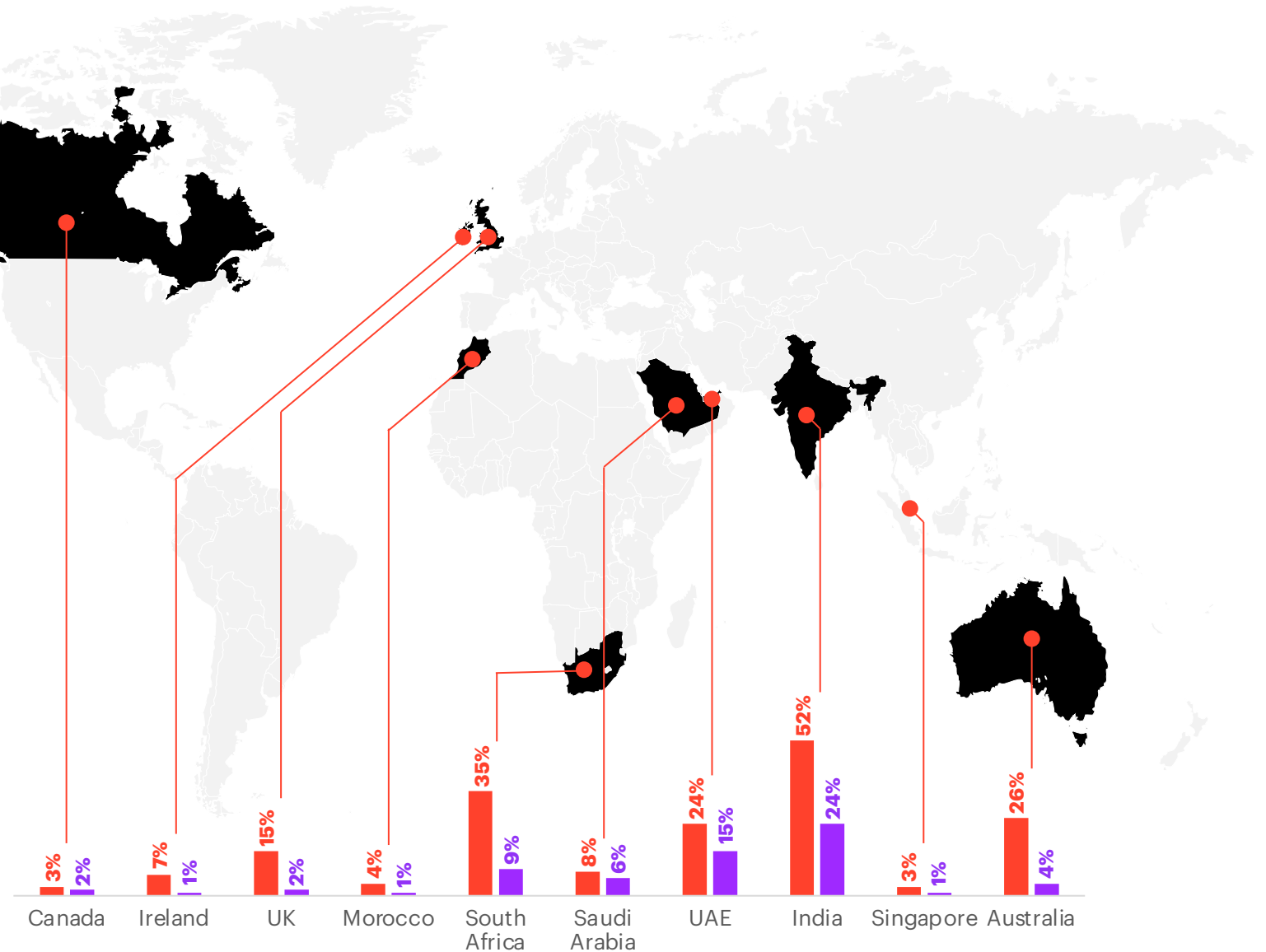
► Cricket craze in India vs rest of the world



Cricket fandom across the world

Cricket fans: those who **watch**
or **follow** cricket

Cricket players: those who
have **played** cricket in last 12
months



Which sports do **Indians** watch and follow the most?

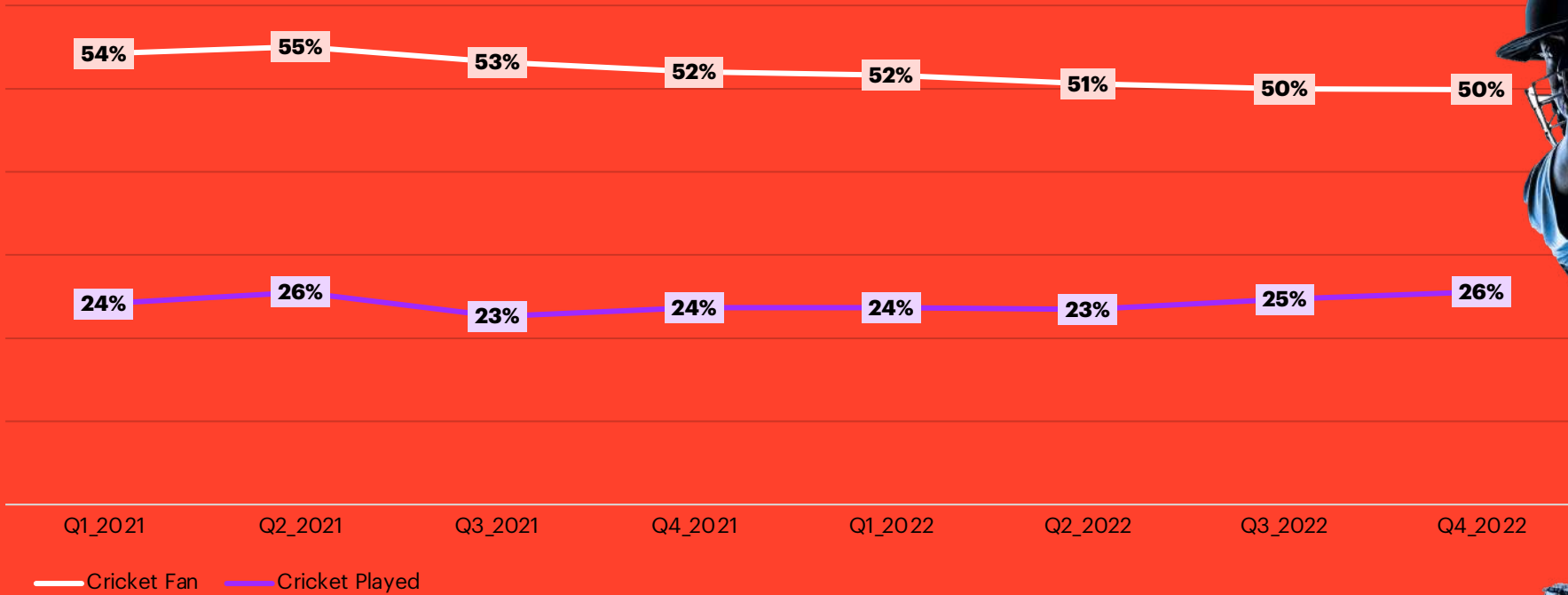
Kabaddi is the **2nd most followed sport** amongst urban Indians



Has cricket fanbase changed recently?

YouGov

Cricket Fan Base Interest



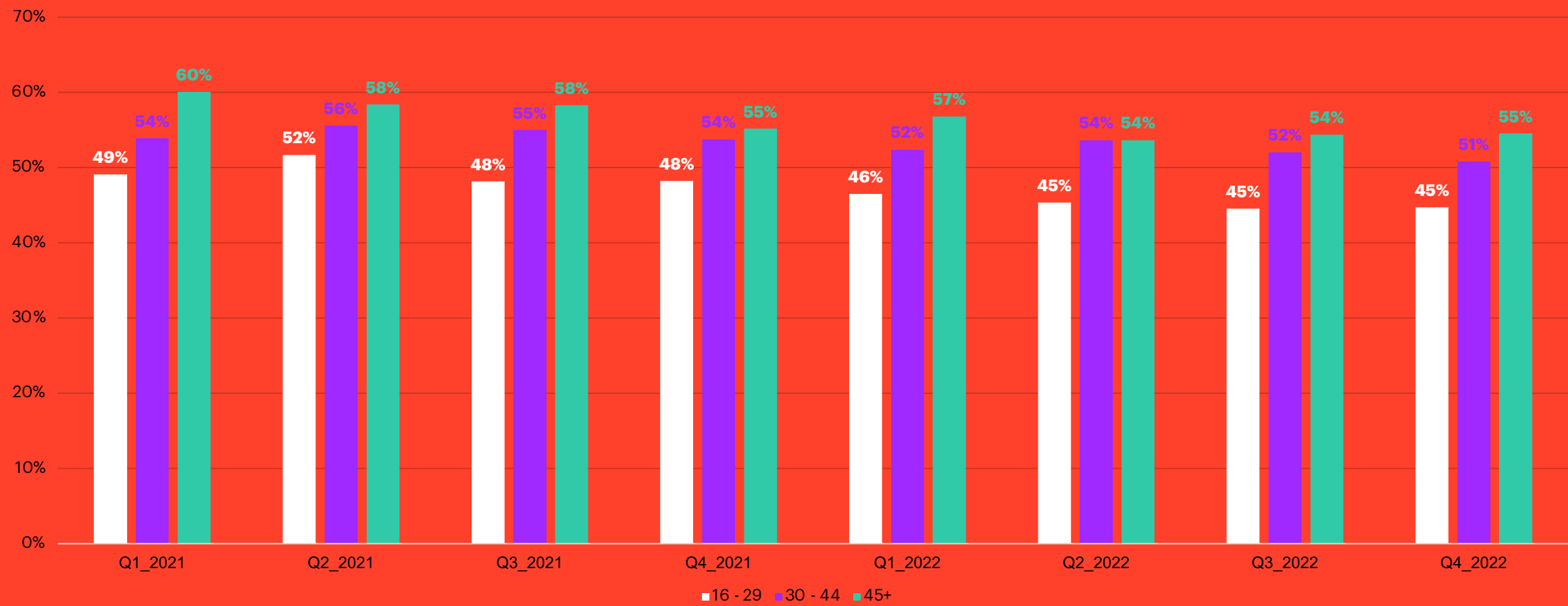
Playing cricket has gone up by **2%** pts while watching cricket is down **4%** pts from 2021 to 2022



► An inside look into Indian cricket fans

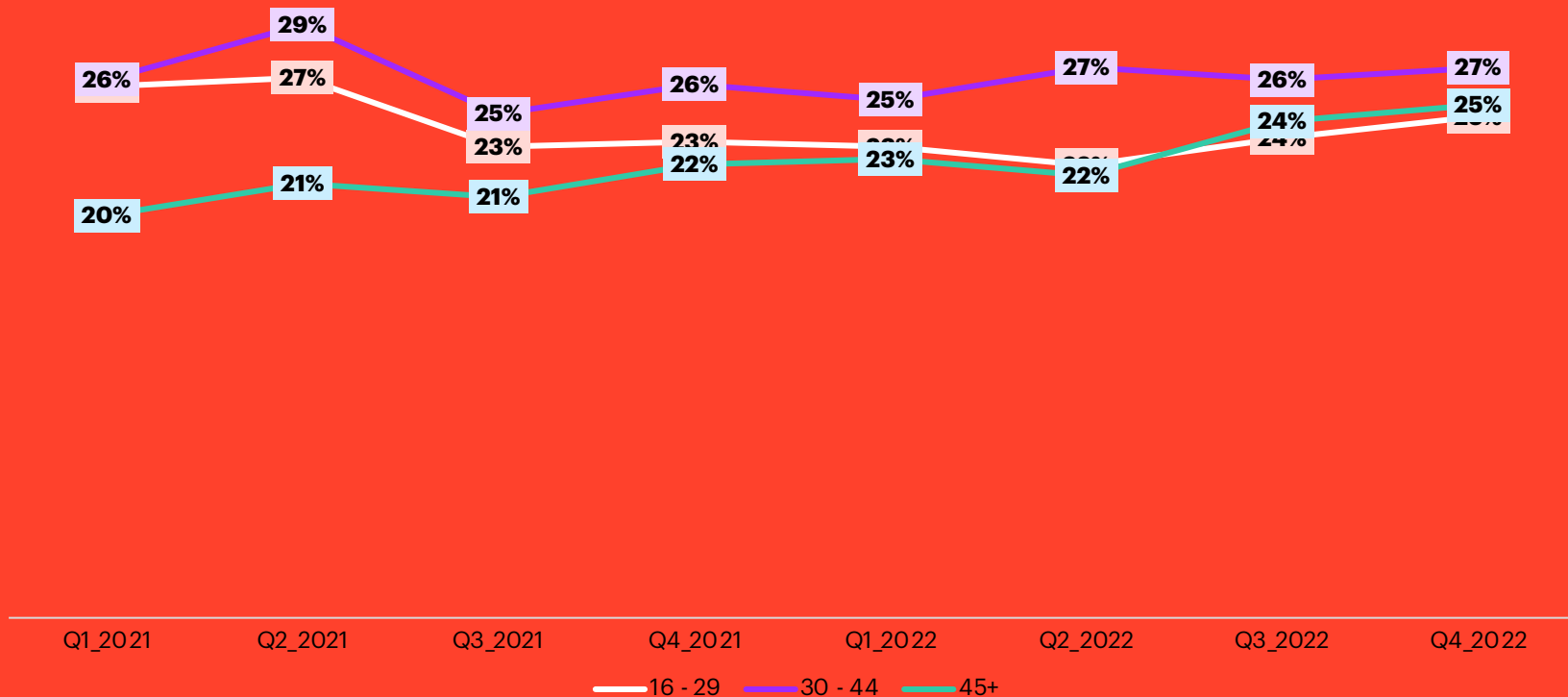


Which age group is most interested in Cricket?



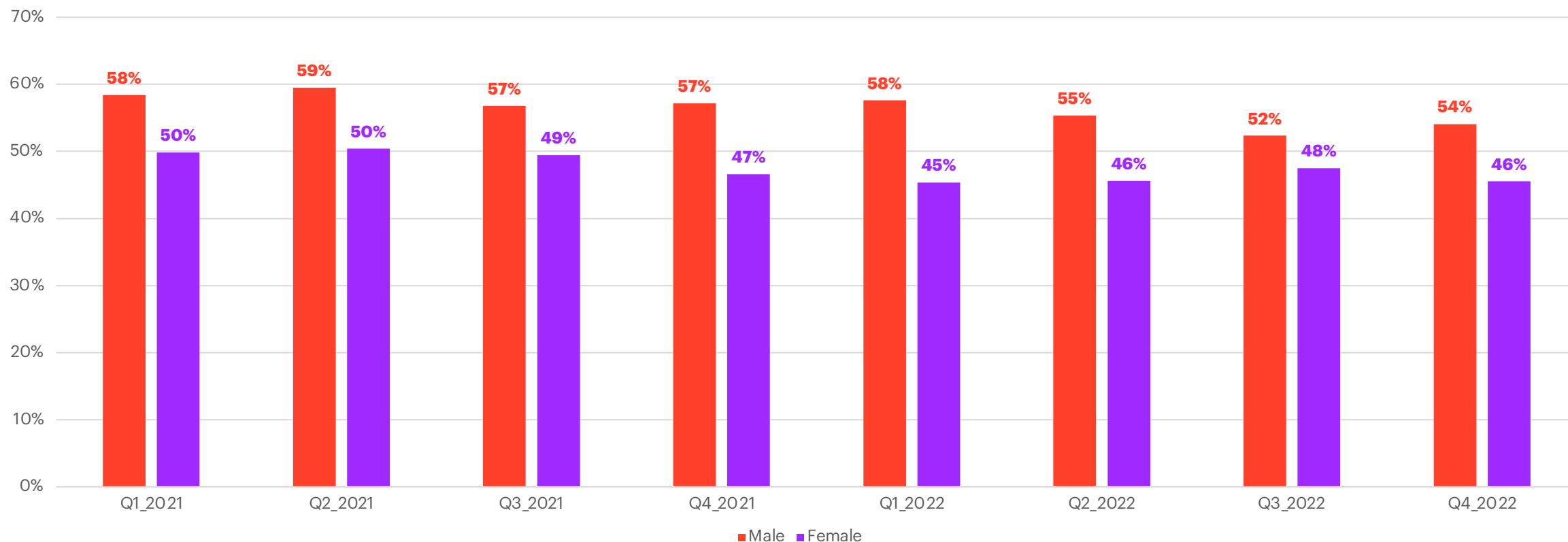
Which age group is most engaged in playing Cricket?

30-44 years old seems to have participated in the sport the most in the last 12 months



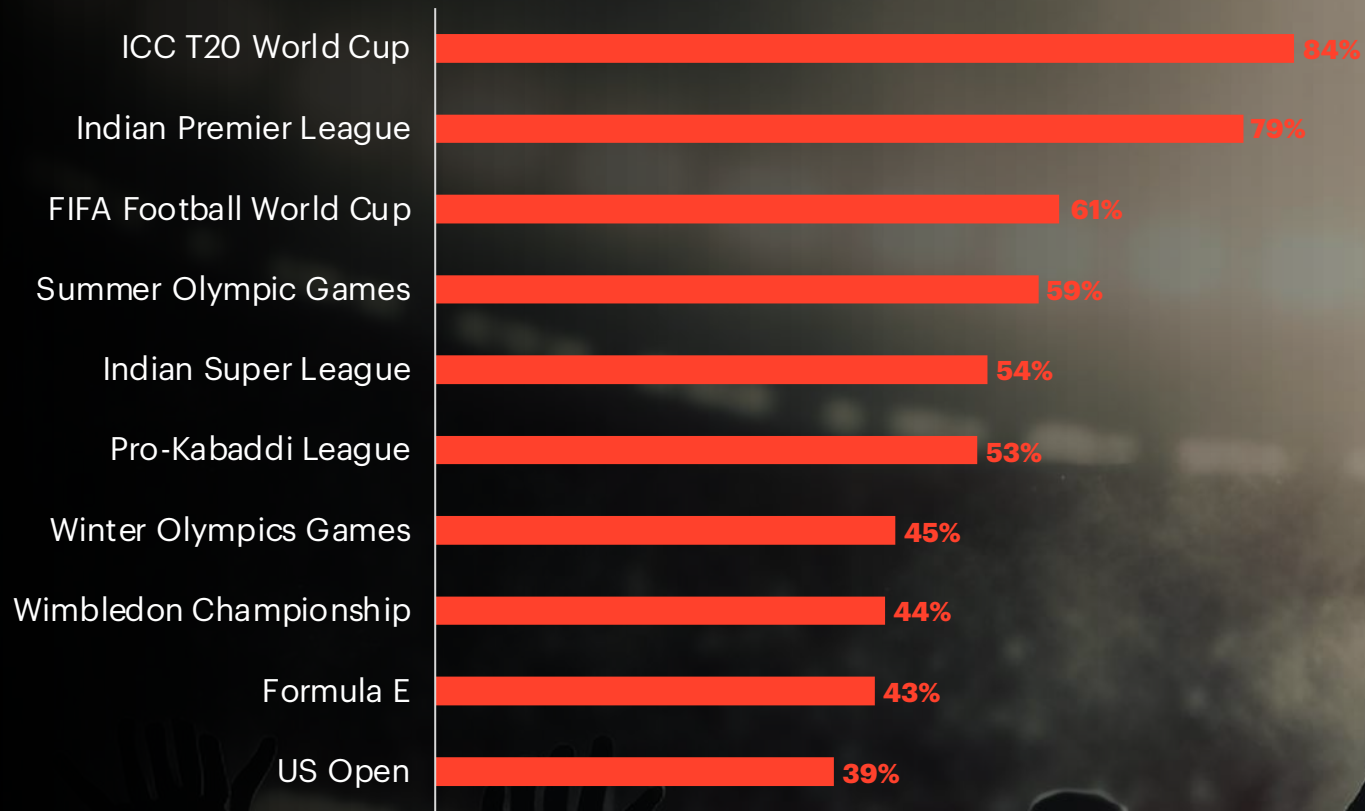
How does cricket appeal to either of gender?

Indian women are not far behind the men in their level of interest in cricket



Cricket fans are most interested in ICC T20 World Cup

IPL is only 2nd to T20 WC in levels of interest

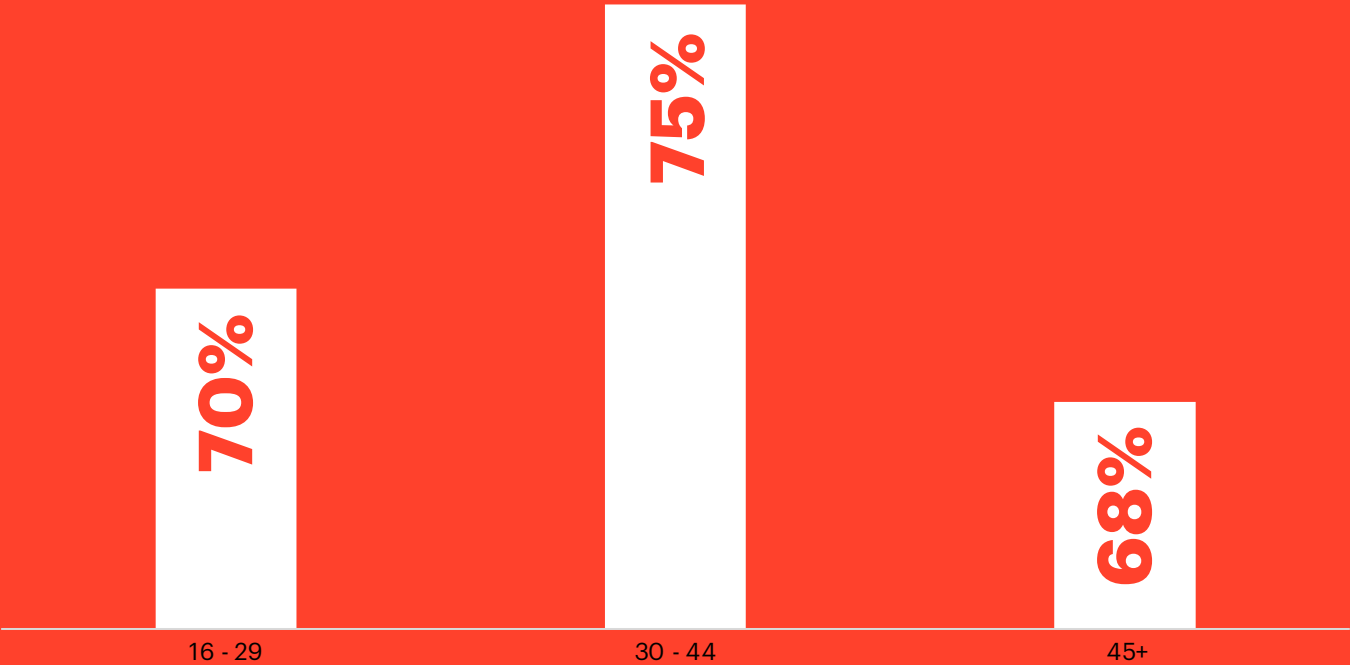


Target group – Cricket fans

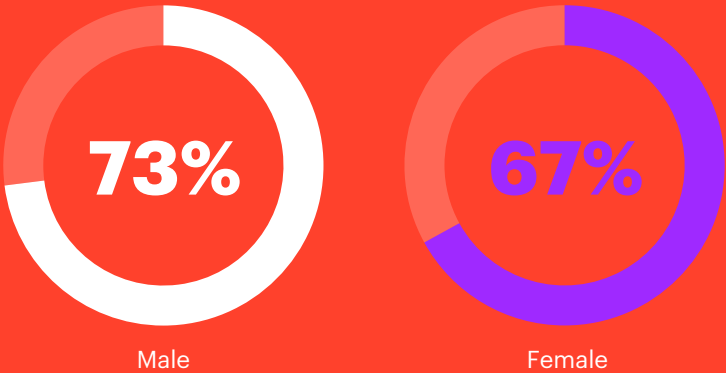
Propensity to watch a sporting event in person in next 3 months

70% of Cricket fans are likely to watch a sporting event in person in next 3 months

Propensity to watch a sporting event in person by Age group



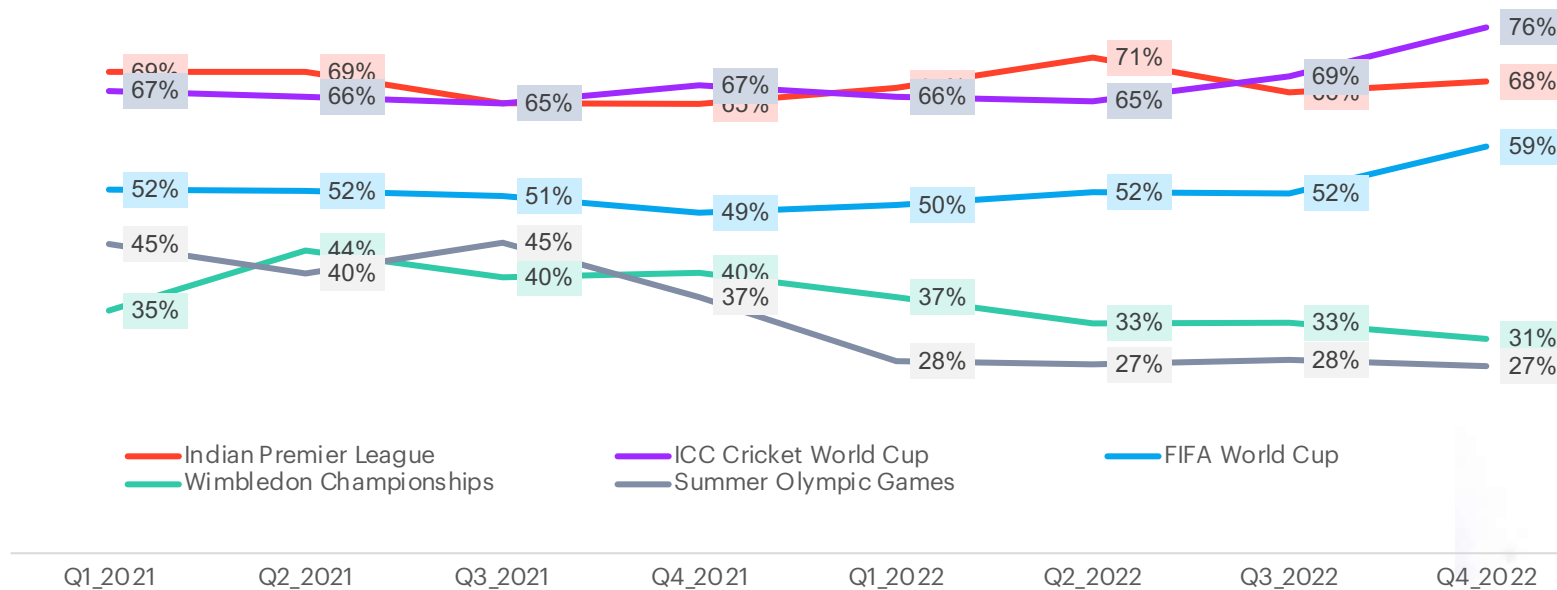
Propensity to watch a sporting event in person by Gender



Sporting events consideration amongst Indian cricket fans

76% of the cricket fans would consider going for ICC Cricket World Cup

Consideration: Which of these sporting events would you consider going to?



Target group – Cricket fans

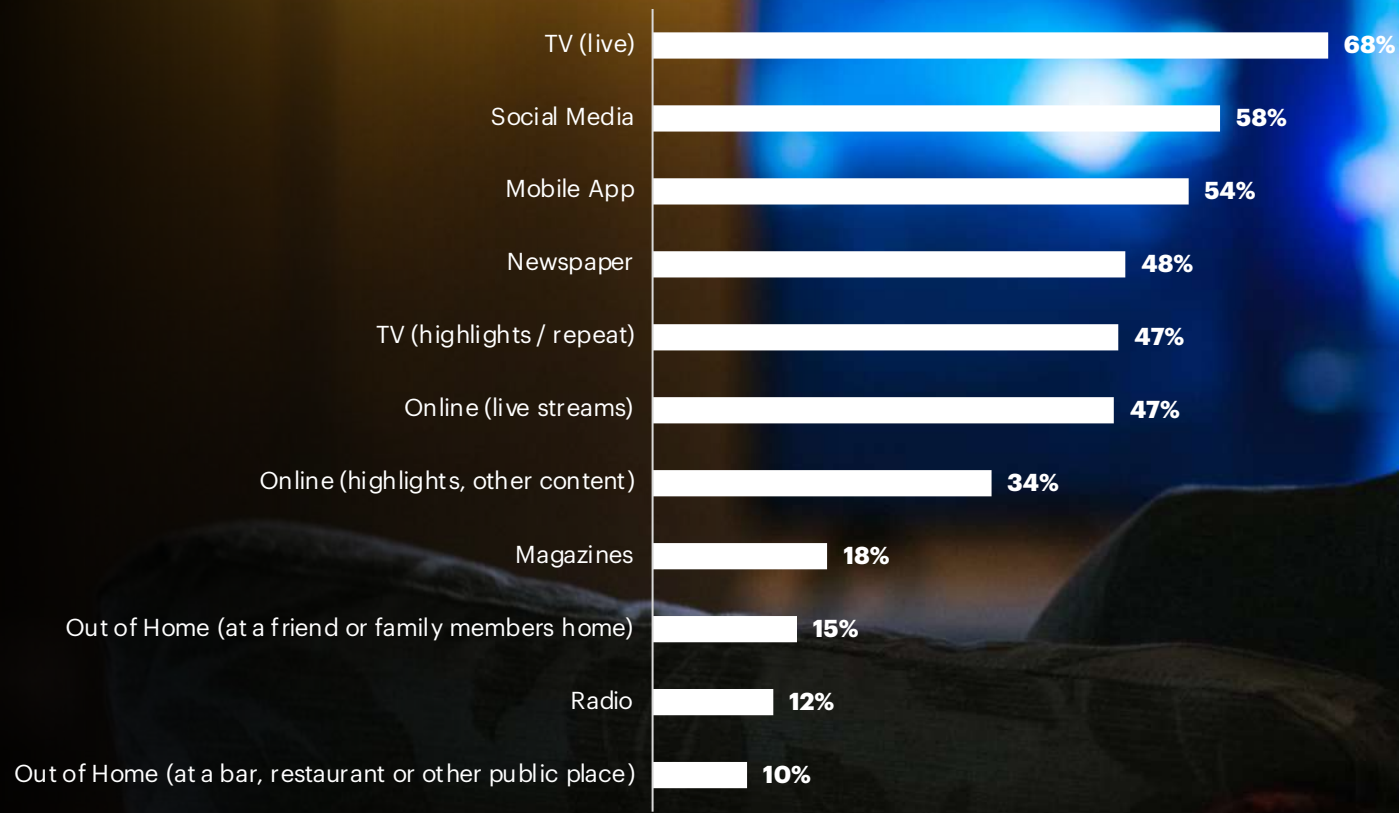


► Indian cricket fans and their media consumption



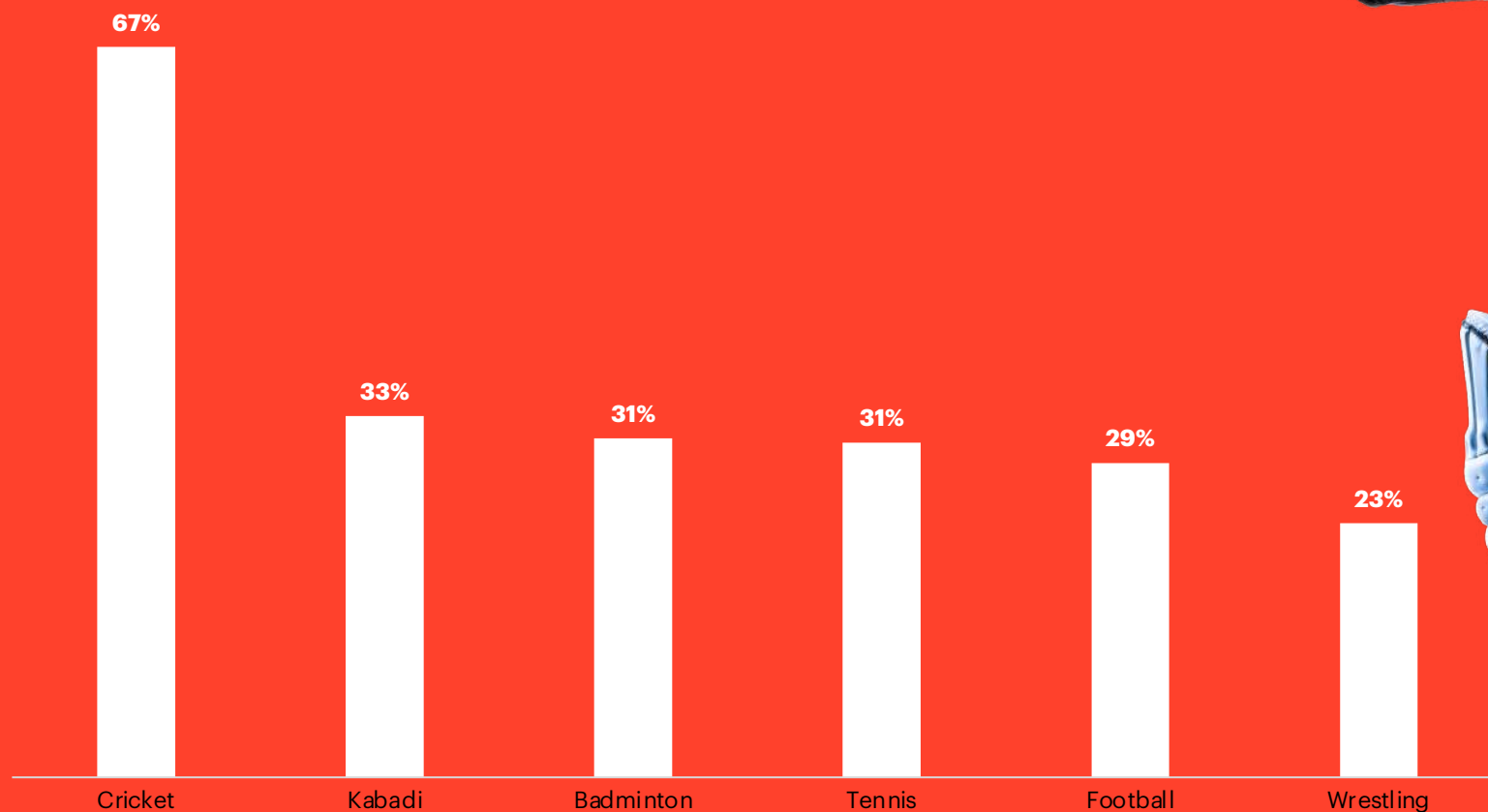
Which of the following do you use to watch sports?

2 in 3 Cricket fans prefer watching sports live on TV



Which sports do cricket fans watch via a streaming service?

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Target group – Cricket fans



► Outlook towards sports sponsoring

YouGov®

I love seeing that my favourite team has cool sponsors

59%

I take notice of who sponsors the sporting events I watch

57%

I like brands that stick to sponsoring one team

55%

I like to support my teams by buying products from their sponsors

51%

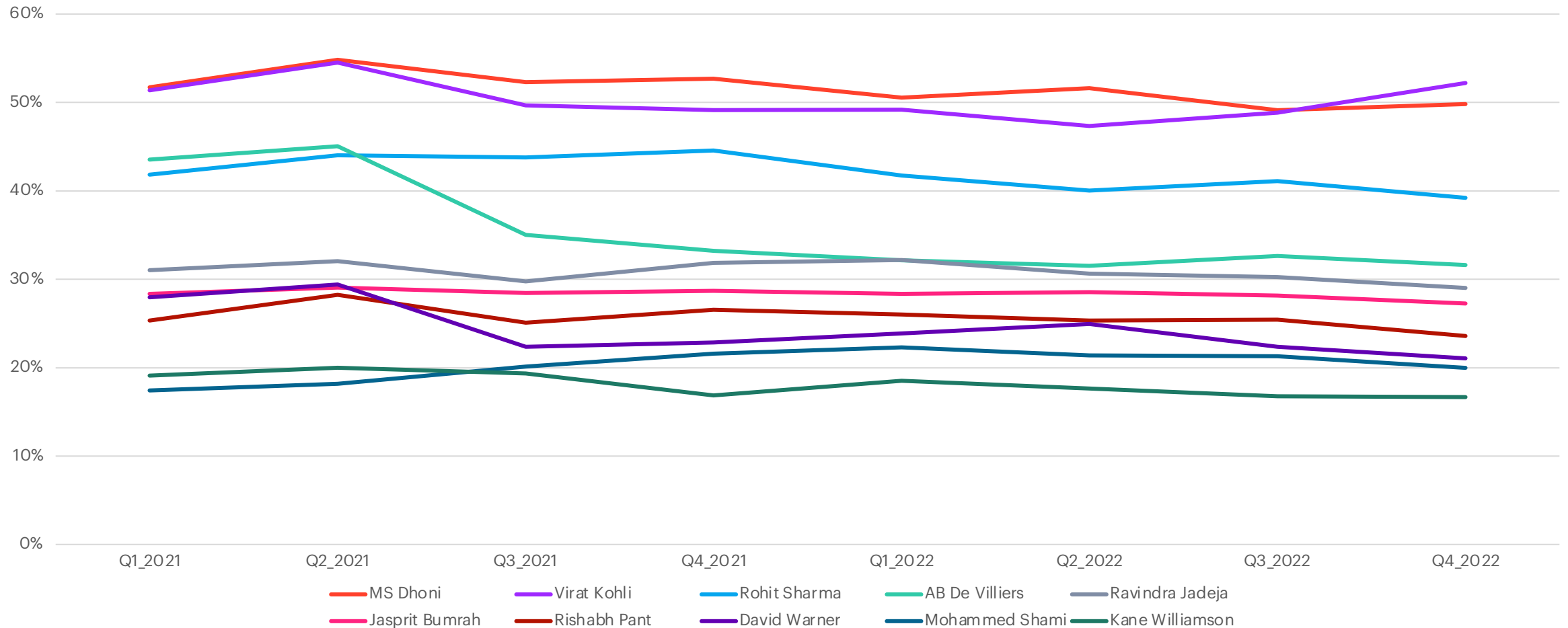
Target group – Cricket fans

► Indian cricket fans and their favourites



Favourite athletes

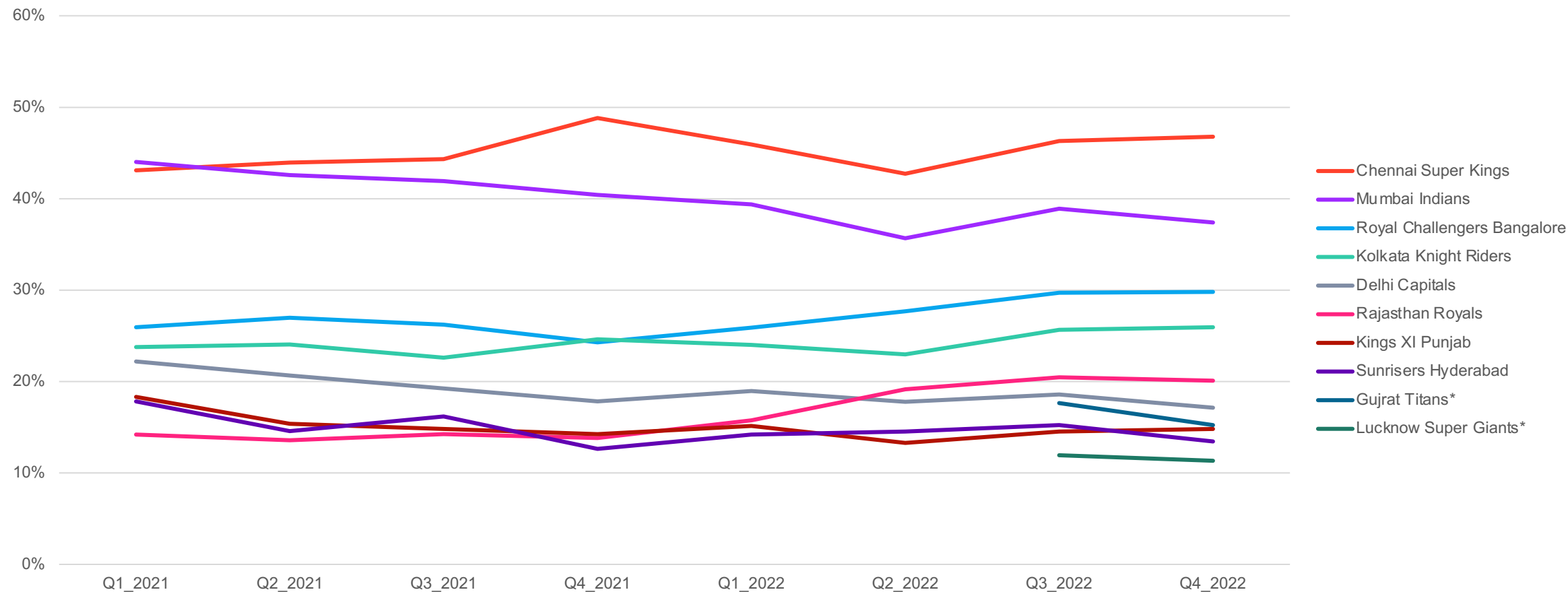
All of their top favourite athletes are cricket players. **MS Dhoni** and **Virat Kohli's** popularity is almost neck to neck



Target group – Cricket fans

Favourite IPL teams

Chennai Super Kings and **Mumbai Indians** are leading the list of favourite IPL teams

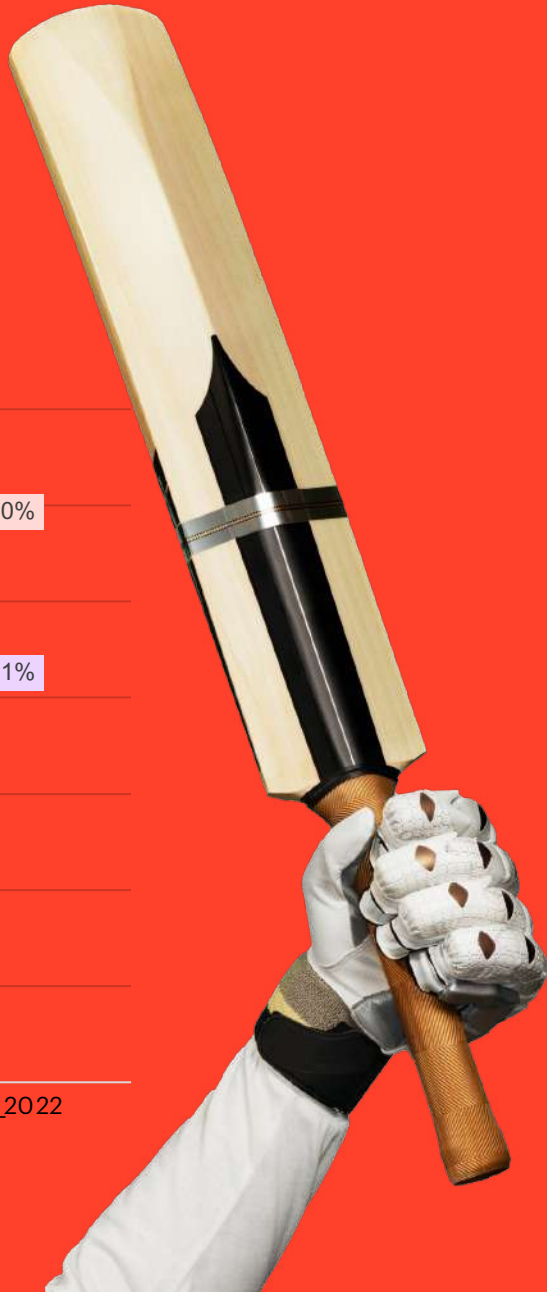
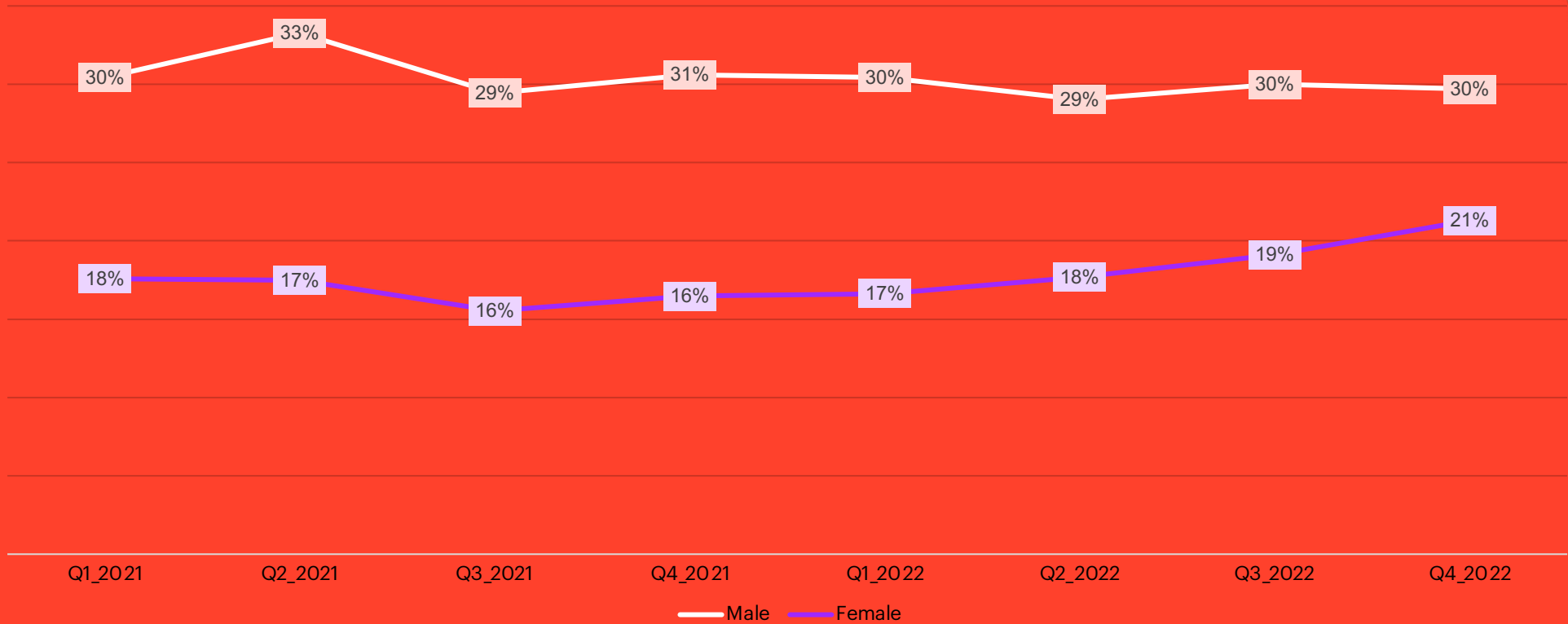


▶ Indian cricket fans' attitude towards women's cricket



How does cricket engagement differ by gender?

Played cricket in last 12 months (by gender)



Cricket fans views on Women's sport

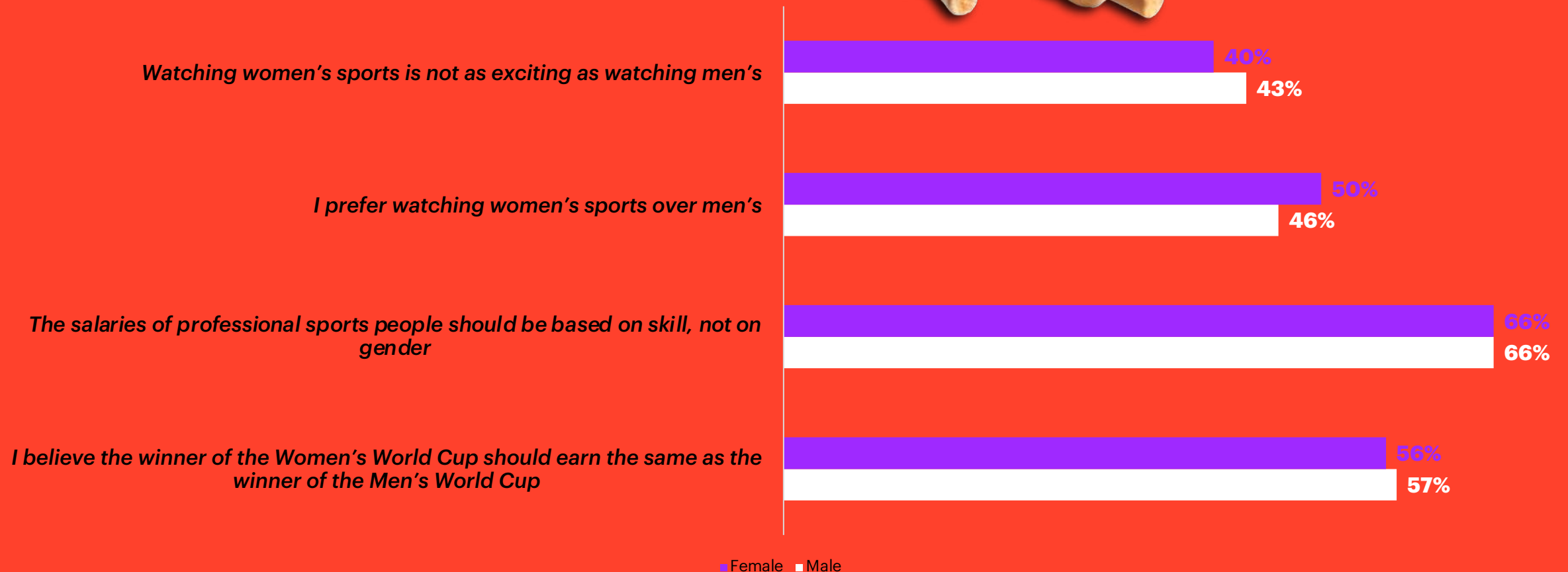


How does women's cricket appeal to either of gender?

Both Men & Women have a similar perception towards Women's sport

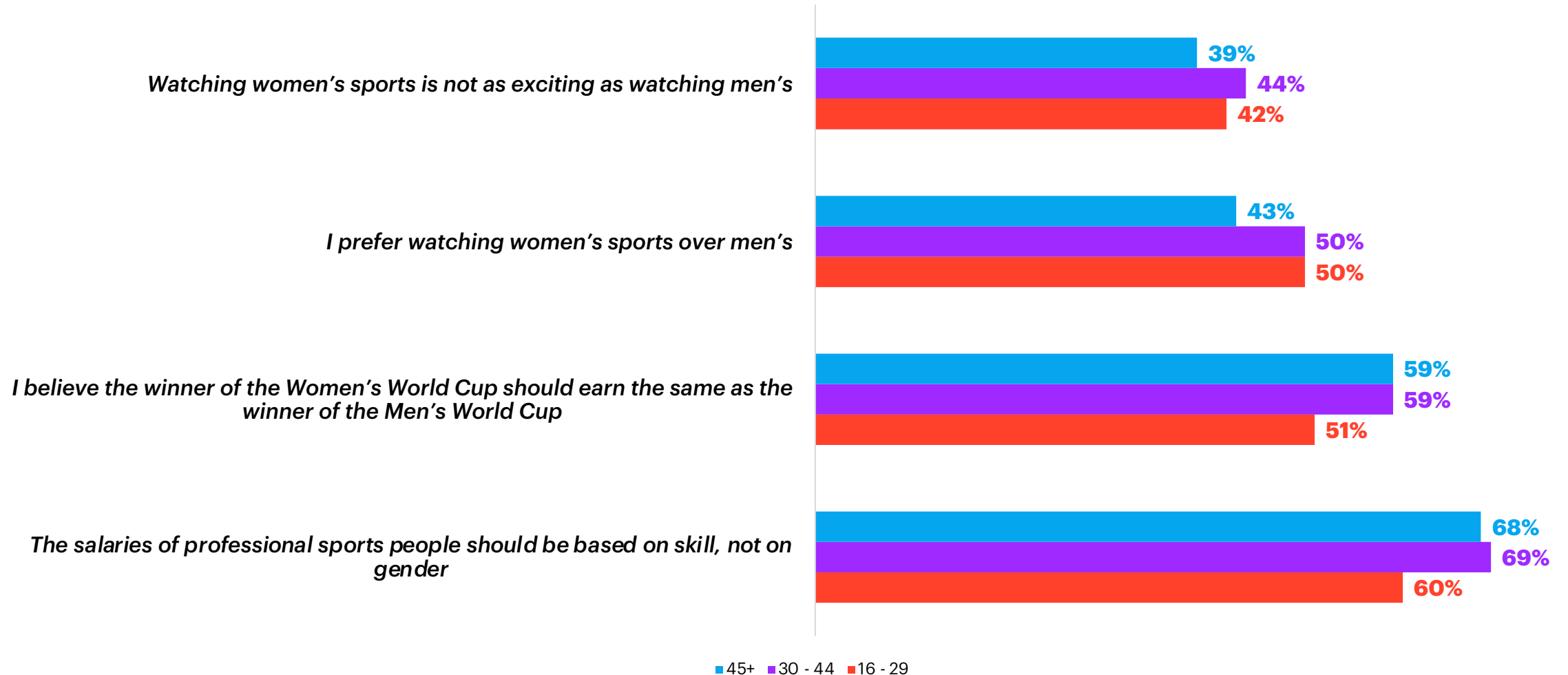


YouGov



Target group – Cricket fans

Which age group is most interested in Women's cricket?



Thank you

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