

New Poll: Cricket fans split on which short game to drop

A recent Crosby|Textor poll has found that committed cricket supporters are split on the question of whether to drop international Twenty20 (34%) or One-Day (32%) matches, but are less likely to want to drop traditional test matches (18%). Just 15% of committed supporters, who are often older and male, did not have an opinion.

Cricket commentators, like Shane Warne, have raised the issue of the three forms of cricket taking too big a toll on players and supporters. It has been suggested that one or more of the international forms should be ditched as a result if they are to retain the current high levels of support.

“What we have here is a case of core cricket fans fatigued by the multiple forms of the game, and wanting it to focus on its traditional roots. But they are undecided on which of the newer short games to drop”, said Mark Textor, Joint Managing Director of Crosby|Textor.

These views are in contrast to those of non-supporters, who are often younger and female, where 28% chose to drop international test matches. 17% of them nominated Twenty-20 and 11% One-Day matches, with 44% undecided.

“It’s likely that those who don’t support the game are simply opting to ditch the longest form; the one they consider has the least action and which takes away more air time from their own interests”, said Mark Textor, Joint Managing Director of Crosby|Textor.

The good news for cricket is that it still retains a strong fan base at this time; 54% of Australians class themselves as supporters, 22% as strong, committed supporters.

The Crosby|Textor survey was carried out on-line between 12-17 March 2010. The statistically significant national sample of 2,093 respondents aged 18 years or over was weighted to reflect the latest ABS population statistics.

For further information and full data tables please visit www.crosbytextor.com or contact Yaron Finkelstein on 0414 927 663.

Full questions asked on cricket:

Q1) Please describe your level of support for each of the following sports:

Q2) And thinking about those same sports, for each please tell us whether you think its ‘best days’ are ahead or behind it in Australia.

Q3) Some commentators, including Shane Warne, have said that the three different forms of international cricket – tests, one-day and Twenty-20 matches – are too many to hold the interest of audiences and the focus of players, and that one must go. Regardless of whether you support or are interested in cricket, which one of the following cricket games would you choose to dump if you had to?