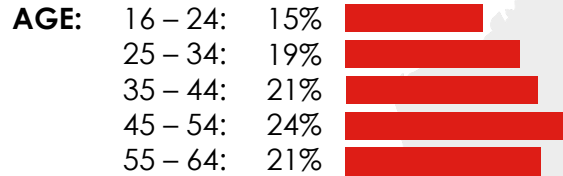


DEMOGRAPHICS

MARKET POTENTIAL: 4.6mil



GENDER: 69% Male

Cricket Fans skew male and older in age than the general population.

LOCAL REGIONS

VIC	27%	104ix
NSW	27%	93ix
QLD	21%	93ix

Victoria and NSW have the highest number of Cricket Fans, however people in NSW have a lower tendency than Victoria to be Cricket Fans.

TOP MUSIC GENRES



CLASSIC ROCK
60s MUSIC
70s MUSIC
ROCK
EASY LISTENING

Cricket Fans tend to prefer older genres of music.

AUDIO CONSUMPTION PREFERENCES

57% listen to TRADITIONAL RADIO
35% listen to PHYSICAL MUSIC



Cricket Fans' audio consumption preferences are more traditional than the general population.

INTERACTION TYPE

91% **WATCH ON TV**

21% **ATTEND IN PERSON**

AP DNA SEGMENT OVERLAP



Sports Obsessed



AFL Fans



DIY Dads



Aussie Larrikin



Metro Man

