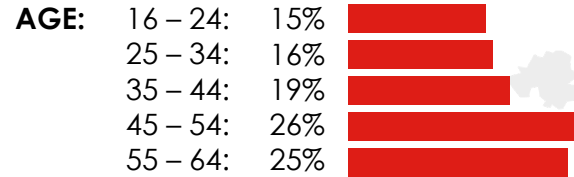


DEMOGRAPHICS

MARKET POTENTIAL: 7.5mil



GENDER: 75% Male

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

LOCAL REGIONS

London	17%	111ix
South East	17%	109ix
North West	12%	106ix

London and the South East have the highest number of cricket fans. London has a slightly higher propensity than the South East.

TOP MUSIC GENRES



CLASSIC ROCK
HARD ROCK
70s MUSIC
60s MUSIC
ROCK

Cricket Fans enjoy listening to Rock and early decades.

AUDIO CONSUMPTION PREFERENCES

63% listen to TRADITIONAL RADIO
42% listen to PHYSICAL MUSIC



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

INTERACTION TYPE

83% **WATCH ON TV**

24% **ATTEND IN PERSON**

AP DNA SEGMENT OVERLAP



Sports Obsessed



Golf Fans



DIY Dads



Money Obsessed



Metro Man