

For immediate release

21 March 2012

India's favourite sports

Cricket, tennis and football are the top three most followed sports in India, according to a new research report *Sports India: Popularity and Participation of Sports in India 2012* published by SMG Insight/YouGov. Respondents were asked what sports and events they follow and what sports they participate in on a regular basis.

Unsurprisingly, cricket, as India's most revered sport, led the way with the majority of respondents following and/or playing cricket on a regular basis. 85% of respondents watch cricket, on TV or in the media, at least once a week and 62% play cricket at least four times a year.

Campbell Jamieson, General Manager – Commercial at the International Cricket Council says, "Cricket generates enormous audiences across all media platforms in India and dominates the region like no other sport. Our global partners recognise the unique power of the sport and its ability to captivate followers across all demographics in this fast growing country. The findings of this survey fully quantify India's passion for the game, to a level beyond any other sport anywhere else in the world."

However, though cricket remains the nation's favourite sport, our research reveals that other sports, namely football and tennis are gaining popularity in India.

44% of Indians follow tennis, either on TV or in the media, at least once a week - making it the second most followed sport in India. The Grand Slam tennis tournaments were watched by 33% and aside from all cricket competitions, the FIFA World Cup and the Hockey Asia Cup, the Grand Slam tournaments ranked next in the list of most popularly followed events. Tennis is also participated by nearly a quarter of the population (23%), making it the sixth most participated sport in India.

Mick Desmond, Commercial Director at AELTC says, "We are delighted with the results of this study - India is a hugely interesting market for The Championships Wimbledon right now. Though there has always been a strong relationship between the two – owing to heritage and tradition; these results reveal the growing prominence and popularity of tennis in an emerging market - a prospect that we are extremely excited about."

Football is followed by 41% of Indian respondents and participated by 22% - ranking it third and seventh respectively in the list of most participated and most followed sports.

Kushal Das, General Secretary at the AIFF (All India Football Federation) says, "Football continues to grow in popularity in India, though the interest remains focused on competitions such as the European Leagues and FIFA World Cup rather than local football. However, the AIFF has embarked upon a series of ambitious youth development programmes, backed by FIFA, which will help improve the profile as well as commercial viability of football in India over the next five to seven years. In addition to this, India is also bidding for the U/17 World Cup in 2017 – and if successful, could be a game changer; the potential of football in India is immense."

Commenting on the report Frank Saez, Managing Director of SMG Insight adds: "This report shows that India, while mad for cricket in multiple forms and events, is emerging as a sports nation with interest spread across a range of activities and competitions. Indian sport faces

an exciting future and SMG Insight/YouGov look forward to tracking and reporting on sports marketing trends across global markets”.

Sports India: Popularity and Participation of Sports in India 2012 assesses the participation and following of the top sports and the following for key sports events by the Indian population, including analysis by age, income and gender. The report is the second in a series of geographical sport market research publications by SMG Insight/YouGov following the 2011 release of Popularity and Participation of Sport in the Middle East and North Africa, which is also available on request.

TOP 10 Favourite Sports in India

	Participate		Follow	
1	Cricket	62%	Cricket	85%
2	Badminton	51%	Tennis	44%
3	Swimming	30%	Football (soccer)	41%
4	Table tennis	25%	Badminton	32%
5	Cycling	24%	Motorsports	23%
6	Tennis	23%	Swimming	22%
7	Football (soccer)	22%	Table tennis	21%
8	Volleyball	16%	Boxing	16%
9	Basketball	15%	Basketball	15%
10	Go-karting	11%	Athletics	15%

TOP 10 Sports Events in India

	Global Sports Events	
1	Cricket: IPL	72%
2	Cricket: World Cup	67%
3	Cricket: ICC World Twenty20	61%
4	Cricket: International Twenty20 matches	56%
5	Cricket: ICC Champions League	55%
6	Cricket: Test cricket	53%
7	Football: FIFA World Cup	49%
8	Hockey: Asia Cup	38%
9	Tennis: Grand Slam tournaments	33%
10	Football: English Premier League	33%

-ENDS-

Notes to editors:

Figures, unless otherwise stated, are from SMG Insight / YouGov Plc.

Total sample size was 1,100 Indian adults. Fieldwork was undertaken December 2011. The survey was carried out online.

Please visit smg-insight to register interest in receiving a free copy of the 'Sports India: Popularity and Participation of Sports in India 2012' report, due to be released at the end of March 2012. Alternatively, you can click on the link below,

[Click here to pre-order the 'Sport India: Popularity and Participation of Sports in India 2012 Report' free of charge](#)

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About SMG Insight

SMG Insight delivers leading edge B2B and B2C research and consulting solutions for world-leading sports governing bodies, sponsors and sports investors in order to meet their strategic and business objectives. Through partnership our new generation sports research company, offers a combination of thought leadership, strategic insight and comprehensive data analysis that enables our global clients to achieve a higher return on investment from sports sponsorship, investment and marketing.

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