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## Women watching cricket and going to matches—but it’s still a boy’s club online

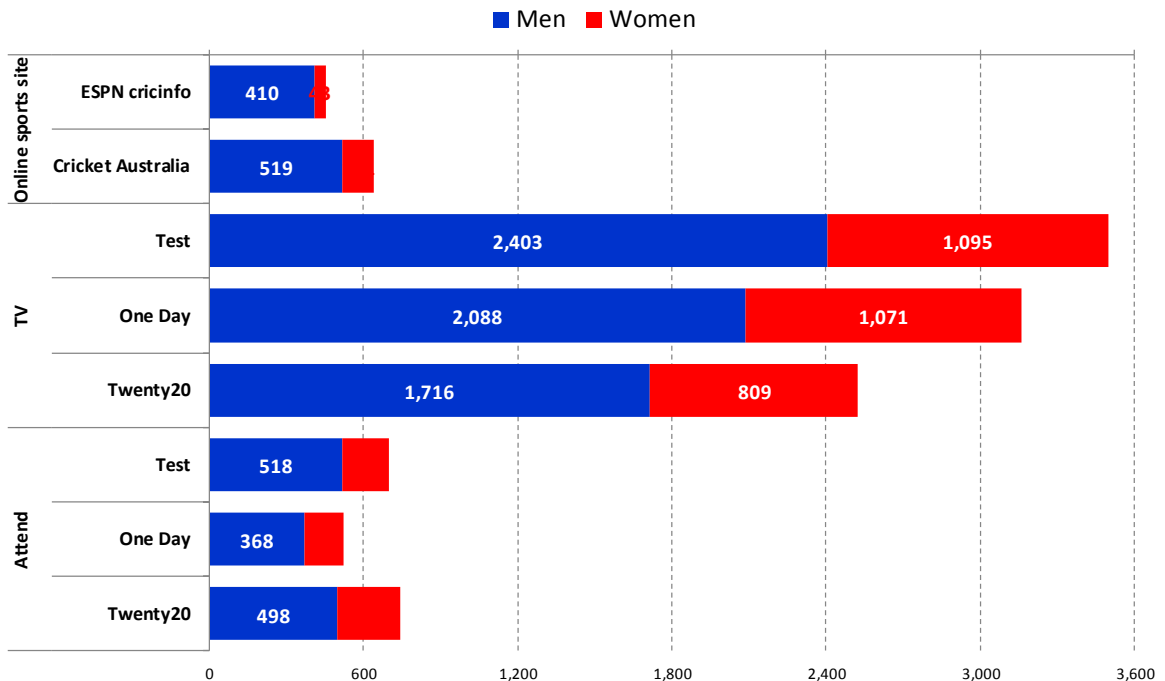
Around a third of devoted viewers watching cricket on TV are women, as are almost as many spectators in the stands—but men still dominate the audiences of cricket websites, data from Roy Morgan Research shows.

Around 450,000 Australians visit the ESPN Cricinfo site in any average four weeks throughout the year, and just 9.5% of visitors are women (43,000). But cricket-loving ladies are doubly represented on the Cricket Australia site: of its 640,000 monthly visitors, 19% are women (121,000).

However these proportions are still below women’s share of both TV audiences and match spectators. Well over a million women ‘almost always’ watch Test or One Day matches on TV, and around 800,000 watch Twenty20—representing around a third of all devoted TV viewers across each of the formats.

Women also comprise a third of those who went to a Twenty20 game in the past year (247,000 of 745,000 attendees overall), but are slightly less widespread in the stands at One Day (29%) or Test (26%) matches.

Number of Australians attending, watching or going online for cricket



Source: Roy Morgan Single Source, October 2011 –September 2014, average annual sample = 51,212 Australians 14+. Online sports site = visited website in last 4 weeks; TV = almost always watch match on TV; Attend = went to match in past year

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Cricket Australia's relative popularity among women is also evident in the differing amounts of time male and female visitors then spend on the two websites. Not only do almost three times as many women visit Cricket Australia compared with Cricinfo, but they spend twice as long there: 29 minutes on average across the four-week period vs 14.5 minutes on the ESPN site.

But the reverse is true for men: those visiting Cricket Australia spend an average 49 minutes on the site during the four week period while men going to ESPN Cricinfo spend a cumulative 86 minutes.

**Tim Martin, General Manager - Media, Roy Morgan Research, says:**

*"The comparatively smaller numbers of women going online for their cricket fix—especially when over a million say they almost always watch it on TV—suggests that the added layers of extra info and byzantine analysis offered online remains more of a man thing.*

*"Websites such as ESPN's Cricinfo and Cricket Australia clearly cater more to niche, die-hard fans, however it is notable that the number of men visiting in an average month is around the same as the number who go to matches during the year.*

*"For brands that have identified any particular fan base as their core market, advertising on related websites can provide a greater degree of honed targeting. While television viewers may be just watching because someone else put it on and print readers may be just picking up a newspaper or magazine someone else left on the coffee table, online audiences are more likely those who have actively, independently visited to the website."*

**To understand how to reach Australians with different cross-media consumption, contact:**

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#### **About Roy Morgan Research**

Roy Morgan Research is the largest independent Australian research company, with offices in each state of Australia, as well as in New Zealand, the United States and the United Kingdom. A full service research organisation specialising in omnibus and syndicated data, Roy Morgan Research has over 70 years' experience in collecting objective, independent information on consumers.

#### **Margin of Error**

The margin of error to be allowed for in any estimate depends mainly on the number of interviews on which it is based. Margin of error gives indications of the likely range within which estimates would be 95% likely to fall, expressed as the number of percentage points above or below the actual estimate. Allowance for design effects (such as stratification and weighting) should be made as appropriate.

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Sample Size	Percentage Estimate			
	40%-60%	25% or 75%	10% or 90%	5% or 95%
5,000	±1.4	±1.2	±0.8	±0.6
7,500	±1.1	±1.0	±0.7	±0.5
10,000	±1.0	±0.9	±0.6	±0.4
20,000	±0.7	±0.6	±0.4	±0.3
50,000	±0.4	±0.4	±0.3	±0.2

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