

ICC World Cup 2023

ENGAGEMENT, PRACTICES & FAVOURITES

Ipsos nationwide opinion poll in Pakistan

13 October 2023

GAME CHANGERS



Methodology



SAMPLE SIZE
1166



CATI RANDOM
INTERVIEWS

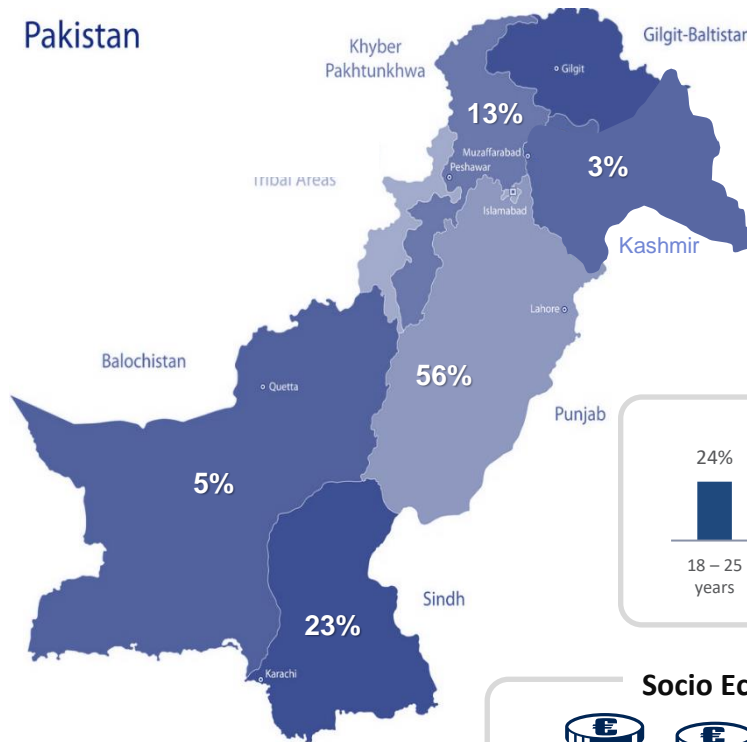


10th – 13th Oct 2023

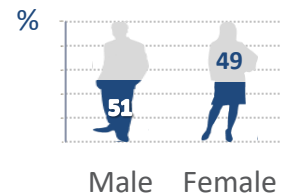
This study had no external sponsors or partners. It was initiated and run by Ipsos with the intention to share our understanding about the world we live in and how citizens around the globe think & feel about their world.

Sample Profile

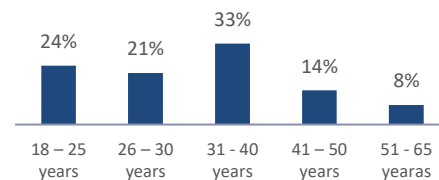
Pakistan



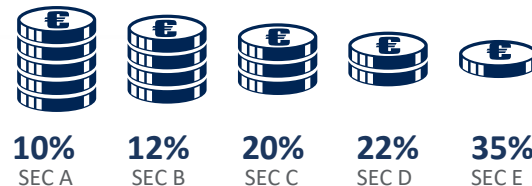
Gender



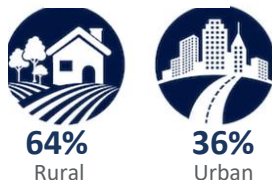
Age



Socio Economic Class



Geography



Post-stratification survey weights for provinces, gender and SECs were used to align survey data with population distributions

ICC Cricket World Cup Awareness

Are you aware of the 2023 ICC Cricket World Cup?



**ICC MEN'S
CRICKET WORLD CUP
INDIA 2023**



1166 people reached



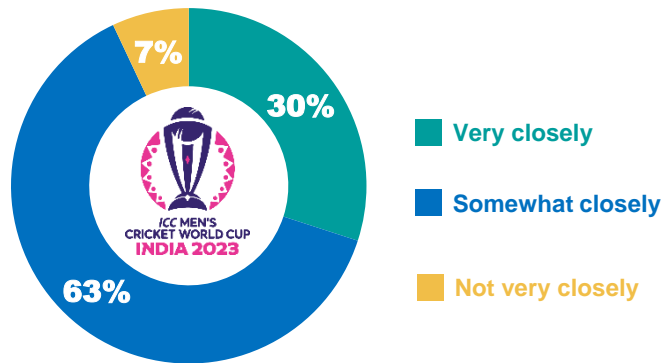
**1000 people are aware of
ICC Cricket World Cup 2023**

86% Aware of ICC Cricket World Cup
14% Not aware of ICC Cricket World Cup

30% PAKISTANIS CLAIMED TO WATCH ICC CRICKET WORLD CUP VERY CLOSELY. MAINLY FROM TV CHANNELS FOLLOWED BY SOCIAL MEDIA

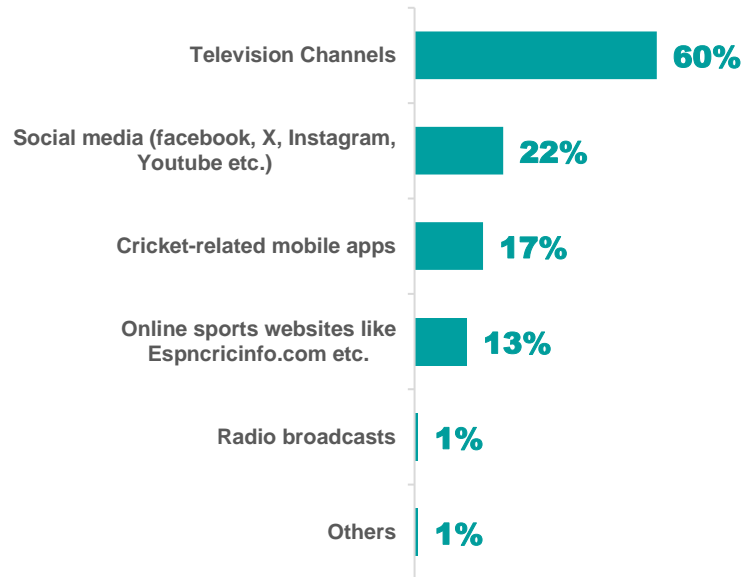
Q

2. How closely do you watch the 2023 ICC Cricket World Cup?



Q

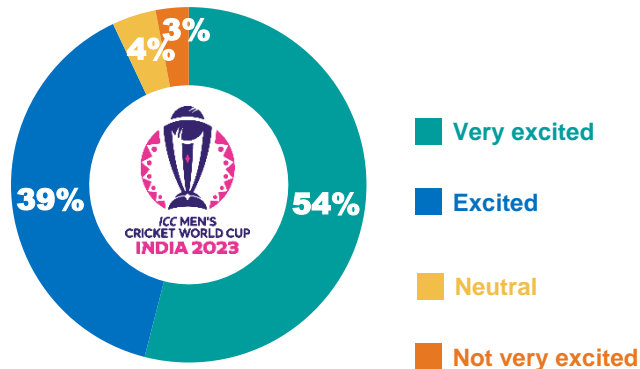
3. What sources do you primarily use to watch the 2023 ICC Cricket World Cup?



54% PAKISTANIS CLAIMED TO BE VERY EXCITED ABOUT THE ICC CRICKET WORLD CUP. 82% RECALLED INDIA AS THE CORRECT COUNTRY

Q

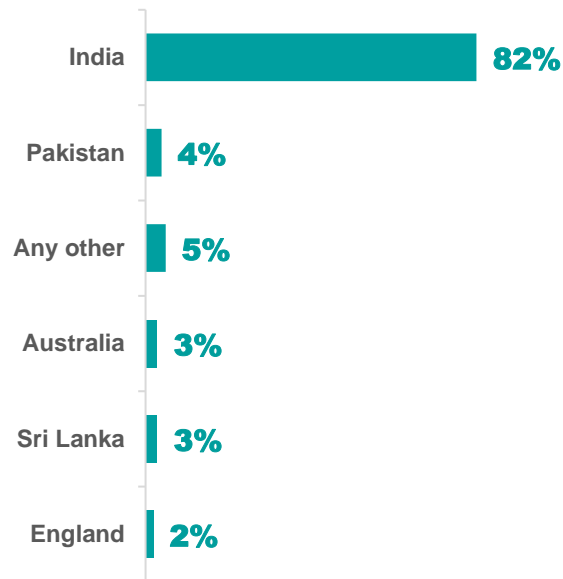
4. How excited are you about the 2023 ICC Cricket World Cup?



Top 2 Box Score = 94%

Q

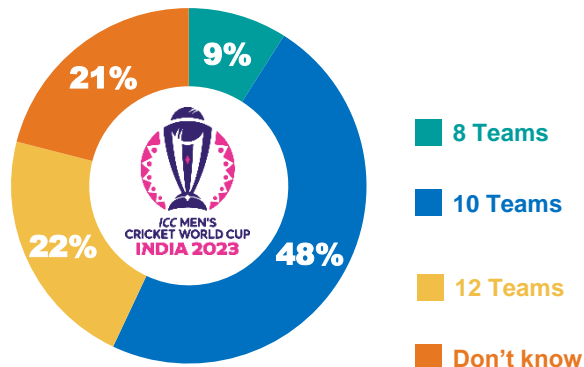
5. In which country is the 2023 ICC Cricket World Cup being played?



INDIA, PAKISTAN, AUSTRALIA AND ENGLAND CAME OUT AS TOP 4 FAVORITE TEAMS BY PAKISTANIS TO PLAY SEMI-FINALS

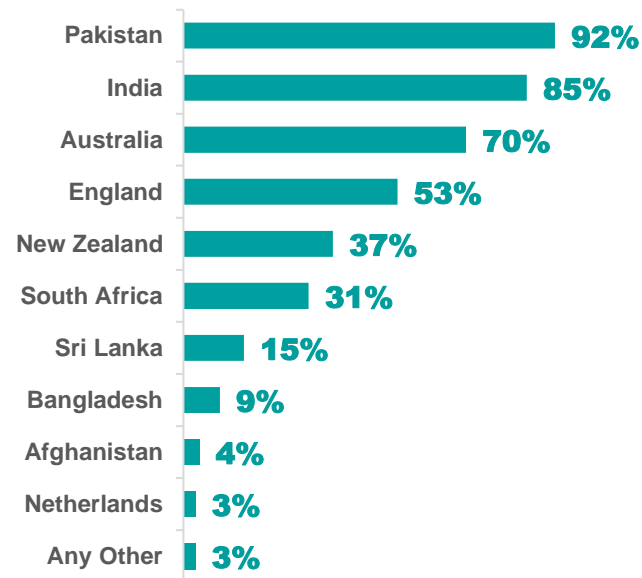
Q

6. How many teams are participating in the 2023 ICC Cricket World Cup?



Q

7. Please tell me, who are your top four favorite teams to play semi-final of the 2023 ICC Cricket World Cup?



INDIA AND PAKISTAN CAME OUT AS MOST POPULAR TO PLAY IN FINAL OF 2023 ICC WORLD CUP – 92% EXPECT PAKISTAN TO WIN THE 2023 ICC WC

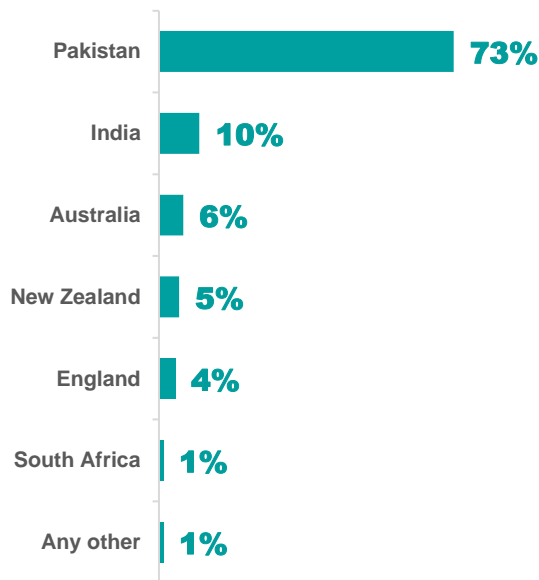
Q

8. Which two teams do you think will play in the final of the 2023 ICC Cricket World Cup



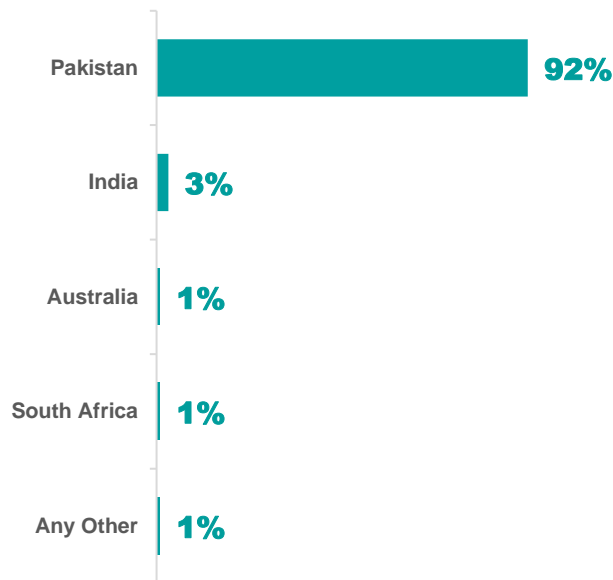
Q

9. Which team do you think will win the 2023 ICC Cricket World Cup?



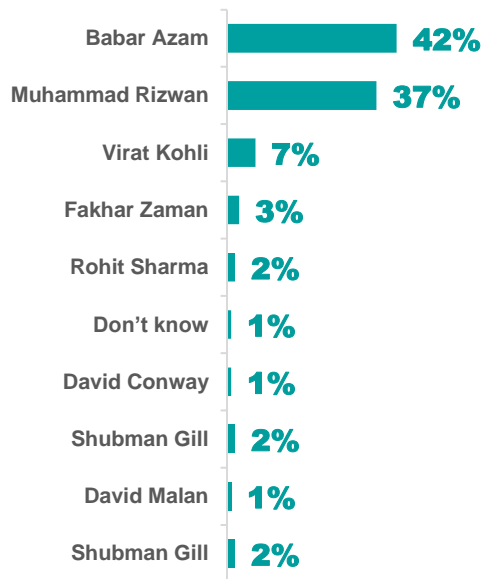
Q

10. Please tell me which one cricket team is your favorite team you support the more?

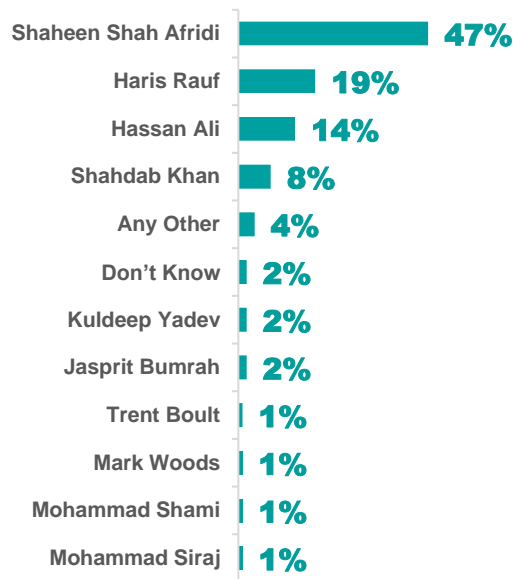


BABAR AZAM CAME OUT AS BEST BATSMAN AND SHAHEEN AFRIDI AS THE BEST BOWLER OF THE 2023 ICC CRICKET WORLD CUP

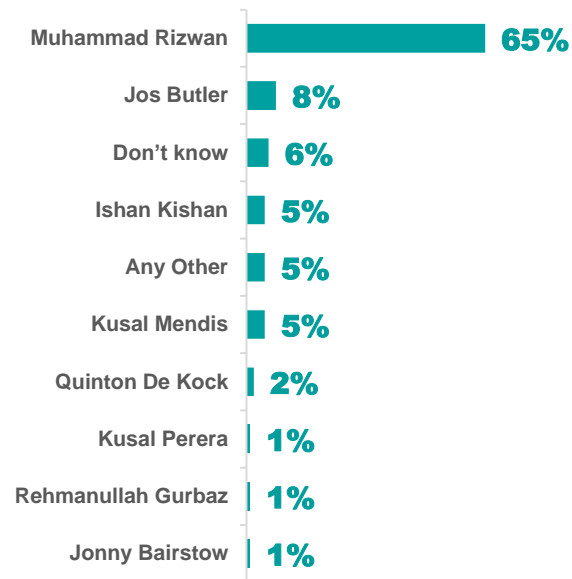
Q 11. Who do you consider will be the best batsman with maximum runs of the 2023 ICC Cricket World Cup?



Q 12. Who do you consider will be the best Bowler with maximum wickets of the 2023 ICC Cricket World Cup?

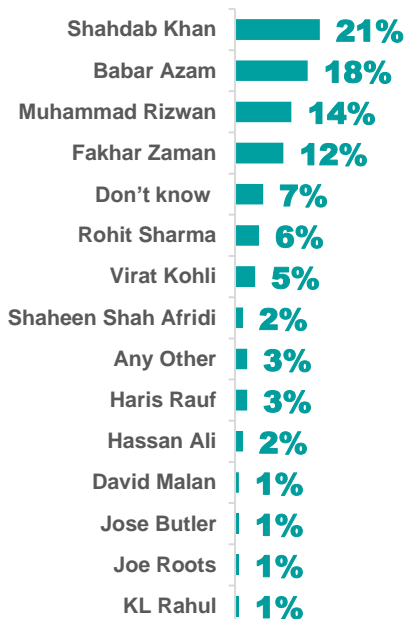


Q 13. Who do you consider will be the best Wicketkeeper with maximum catches and stumps of the 2023 ICC Cricket World Cup?

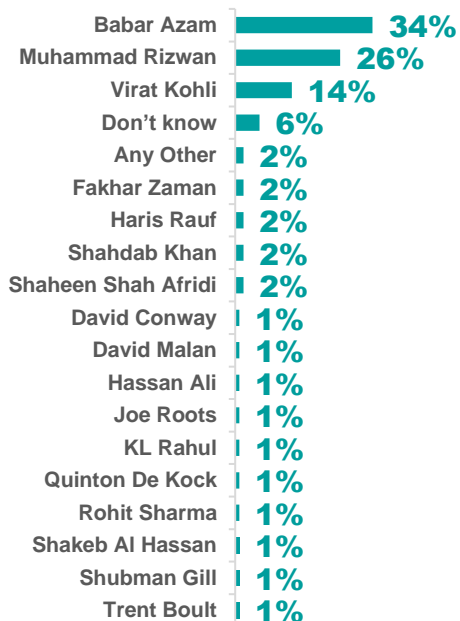


SHADAB KHAN CAME OUT AS THE BEST FIELDER AND BABAR AZAM AS BEST PLAYER OF THE 2023 ICC CRICKET WORLD CUP.

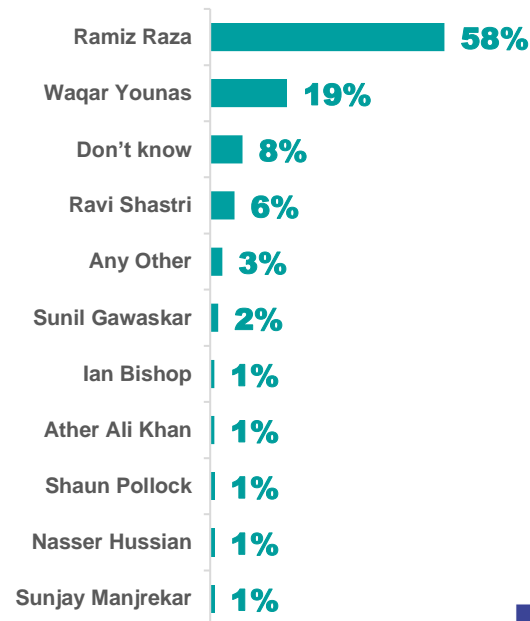
Q 14. Who do you consider will be the best Fielder with maximum catches and run outs of the 2023 ICC Cricket World Cup?



Q 15. Who do you consider will be the best Players of the 2023 ICC Cricket World Cup?



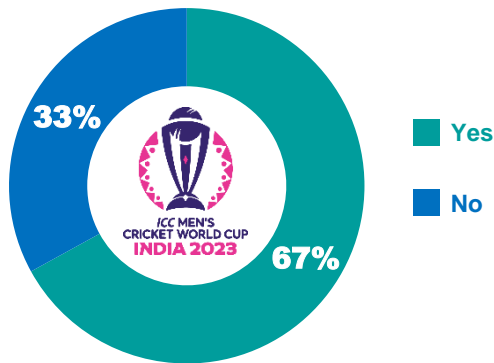
Q 16. Who do you consider is the best commentator of the 2023 ICC Cricket World Cup?



68% PAKISTANIS SEEMS MORE INTERESTED IN ATTENDING ANY OF THE MATCHES OF THE ICC CRICKET WORLD CUP 2023 IN PERSON IF THEY GOT VISA

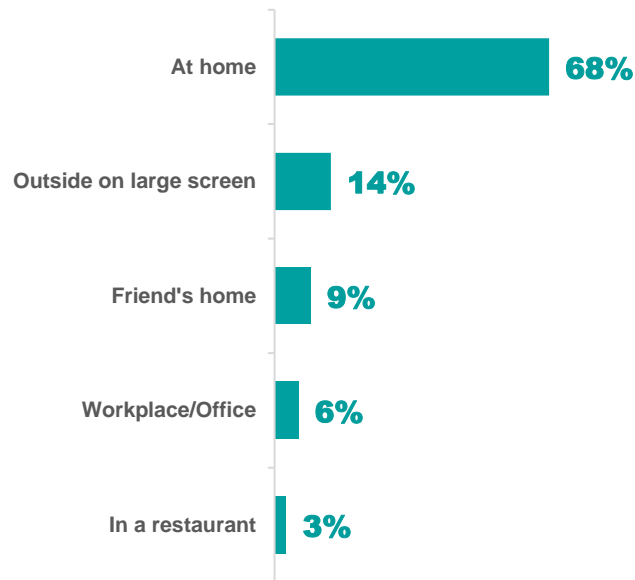
Q

17. Would you be interested in attending any of the matches of the 2023 ICC Cricket World Cup in person if you get the Indian visa?



Q

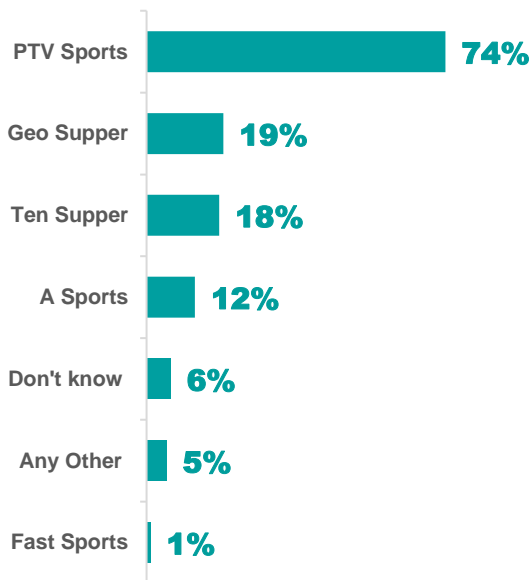
18. Do you plan to watch the 2023 ICC Cricket World Cup matches at home, on a large screen outside, in a restaurant, or in friend's home?



PTV SPORTS CAME OUT TOP SPORT CHANNEL FOLLOWED BY GEO SUPER IN BROADCASTING THE 2023 ICC CRICKET WORLD CUP FOLLOWED BY TEN SPORTS

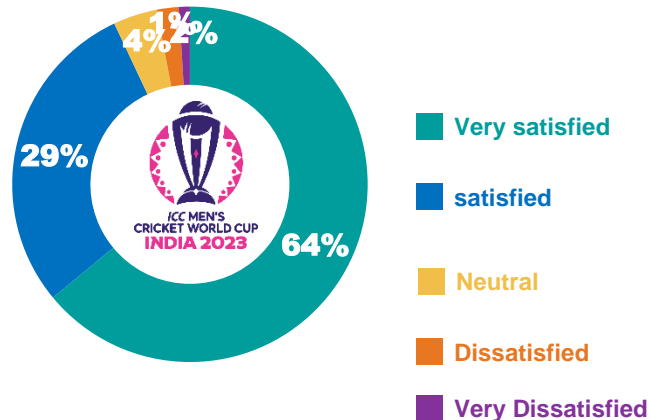
Q

19. Which Pakistan Sports Channel is broadcasting the 2023 ICC Cricket World Cup?



Q

20. Are you satisfied with the coverage and accessibility of the 2023 ICC Cricket World Cup in your region?

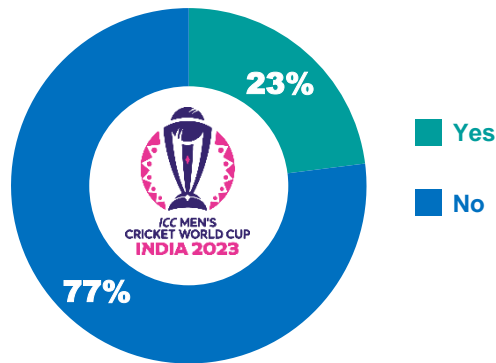


Top 2 Box Score = 93%

ONLY 23% PAKISTANIS WATCHED THE OPENING CEREMONY OF THE 2023 ICC CRICKET WORLD CUP

Q

21. Did you watch the opening ceremony of the 2023 ICC Cricket World Cup held in India?



Q

22. How do you rate the quality of opening ceremony of the 2023 ICC Cricket World Cup held in India?

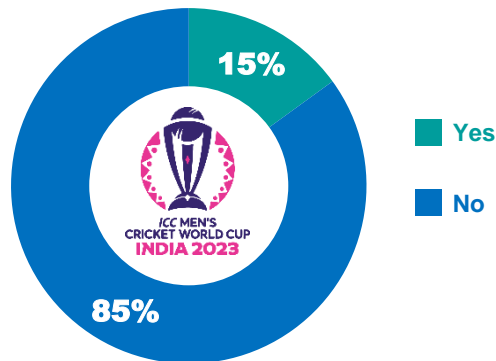


Top 2 Box Score = 72%

1 IN 10 PAKISTANIS WATCHED THE SONG OF THE 2023 ICC CRICKET WORLD CUP

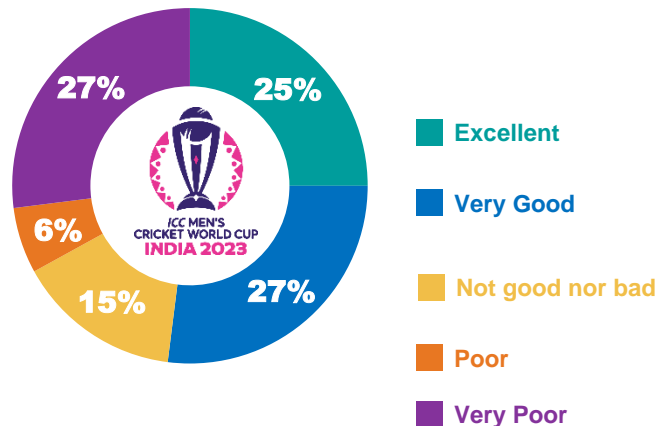
Q

23. Did you watch the Song of the 2023 ICC Cricket World Cup made in India?



Q

24. How do you rate the quality of the Song of the 2023 ICC Cricket World Cup made in India?

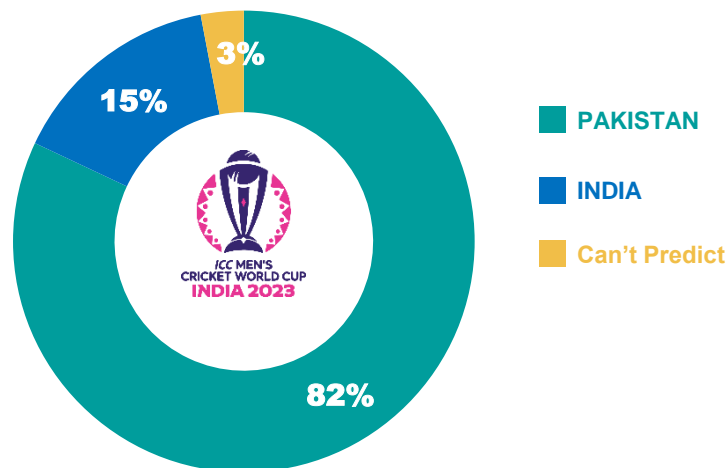


Top 2 Box Score = 43%

82% PAKISTANIS BELIEVE THAT PAKISTAN WOULD WIN IF PAKISTAN AND INDIA PLAYED IN THE FINAL OF THE 2023 ICC CRICKET WORLD CUP,

Q

25. If Pakistan and India play the final of the 2023 ICC Cricket World Cup, which team will win the Final in your opinion?



THANK YOU

For more details, subscriptions &
queries on next waves

✉ info.Pakistan@ipsos.com

GAME CHANGERS

