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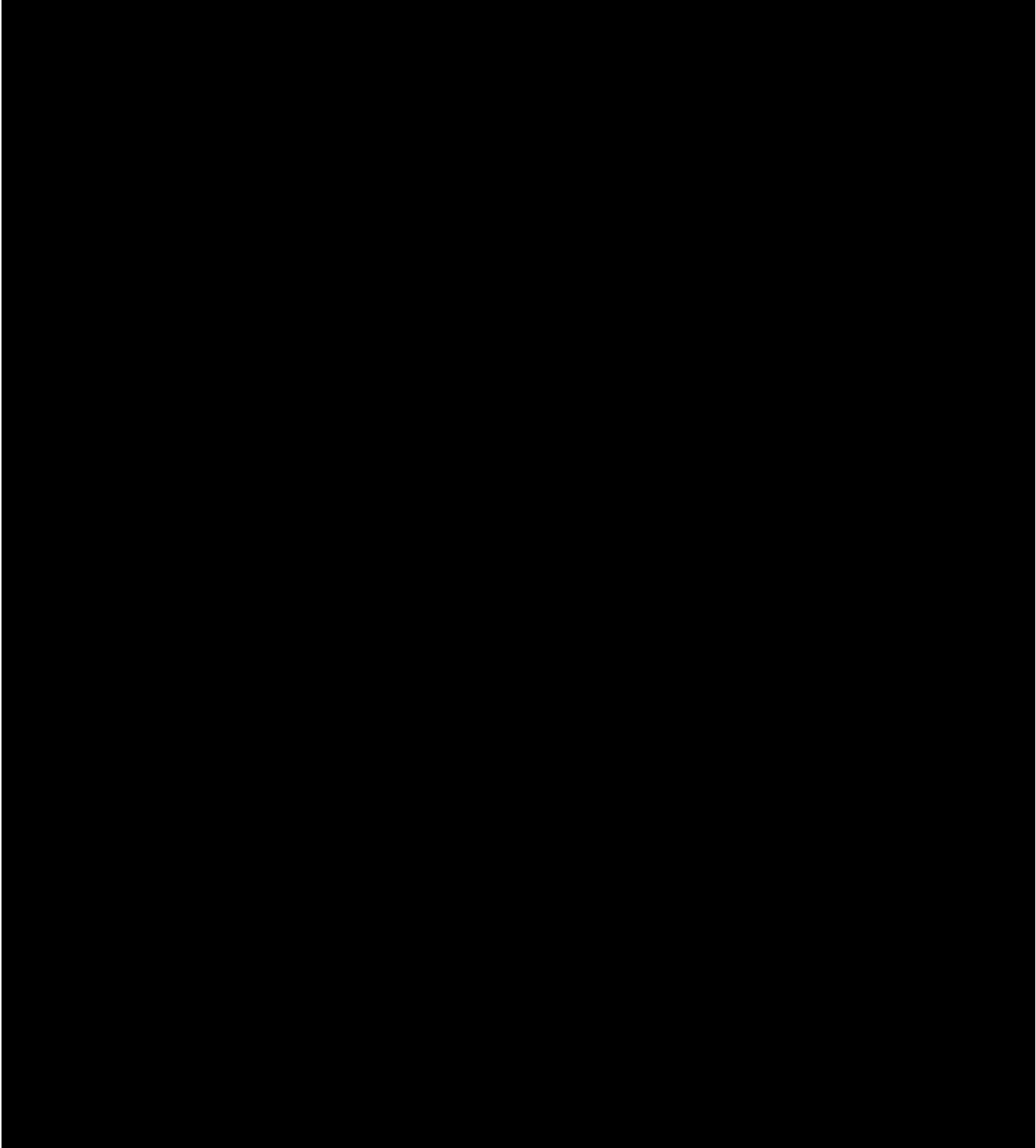
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5.1 Did The Hundred reach a new audience, who had previously not engaged with cricket?

cricket did reach a significant new audience through The Hundred, largely by activating those who were already watching on television to come along in person

5.2 Why did spectators choose to attend The Hundred, especially if they had never attended cricket before?

Table 1: Reasons for attending The Hundred

The Hundred was attended by many existing cricket fans, as well as new fans

The Hundred would provide a more welcoming and open environment for fans

"I think that's one of the reasons we chose to go to so many Hundred games and why we don't - I've only ever been to, like, one Test game... me and my friends who I went with, we find it [Test cricket] can be quite guarded... like there's certain identity characteristics that... you'd have to kind of meet, in order to go and be able to sit in a stand and watch a Test game... I think it [The Hundred] just felt a lot more... it was going to be - it was open to everyone. I think that probably was one of the reasons we were so keen to go and see as many games as we probably could."

the excellent value for money
which double headers represented

"That was, for me anyway, the main driving force. I was like, you get to see two cricket matches for the price of one... It was a great deal."

"The price of it was really great... I didn't have to restrict and budget. I could still have a normal summer of what I like to do without having to break the bank for The Hundred - that was really cool."

"The fact that I can pay twenty-five, thirty pounds and watch an entire afternoon of both men's and women's cricket to me is good value and I am going to utilise it as much as I can."

these aspects of the tournament were less important to attendees

5.3 Was the marketing of The Hundred successful?

the quality of the cricket

most

"It was probably the most diverse crowd I have seen at a cricket match... in terms of age and gender and skin colour, completely mixed... it was quite nice. Especially being in Birmingham, it's nice to have something that reflects the makeup of the city."

"The general vibe about the place was on a different level... very much like a family gathering type thing, not that families don't go to a Blast game but it just had that difference, it felt like something fresh was going on for sure."

being exposed to women's cricket for the first time

Table 2: Aspects of the match-day most enjoyed by fans

Being back in a live sport crowd for the first time since the start of the pandemic, and meeting people who had been drawn to the new tournament. First game I went to (Invincibles vs. Fire) I sat next to a man and his father who were big cricket fans (and supporting local player Mady Villiers) but hadn't been to the ground for 30-ish years; at the final I was near a man and two kids who were Southern Brave die-hards having travelled up from Southampton to cheer on the teams.

I was never interested in cricket before, The Hundred made it fun and way easier to understand. As a result of watching The Hundred I now watch test matches, T20, etc. The Hundred was a good gateway. Short matches, fun stadium atmosphere, lots of action, safe and friendly venue.

Excellent atmosphere and my partner loved seeing the Women playing, plus as she is Swedish she understood the rules very quickly!

The energy and liveliness of the crowd, players and commentators brought a lovely, fun and exciting atmosphere. The cricket was great to watch and easy to pick up. We went from never having watched much cricket before to being hooked and even willing to pay extortionate resale prices to get to the final!!

It was super lively... it went by really quickly... at T20 cricket these days, it kind of drags a bit the last five overs, but it just went bang, bang until the 100 balls were

least

Figure 4: Aspects of the match-day least enjoyed by fans

"A lot of people only came to the Men's game and got very drunk. There is nothing wrong with a rowdy crowd, as such, but I felt large sections of the crowd were disengaged from the cricket. It was not a family friendly atmosphere. I have attended many sporting events including a lot of football so I am no stranger to lively crowds but there was something different about this crowd. High levels of drunkenness and bad behaviour. I also witnessed a bloody fight within Lord's. I tell people now in all my time viewing live sport

She's got super into the [Women's] Euros this month... Normally she wants Villa [men] to win but she doesn't want to sit and watch the whole match. But the women's football, she's been properly into. So that [representation] was actually really important for us."

"It gave me hope that young people can look up to women's cricket and not see it as lesser and instead see it as equal and maybe even better with the qualities it promotes that men's cricket does not."

Twenty20 Blast? As a member I'm losing a lot, I'm losing the entire August for red ball and white ball cricket at the highest level of the English game in order to slot this thing in."

"Someone has clearly said like, 'let's design this to piss off the people that really like cricket because we are deliberately looking for a different audience'."

Not every format of cricket has to appeal to everyone, but it may be that the ECB needs to curate and direct supporters more towards formats which they will enjoy

5.8 Did The Hundred change perceptions of cricket as a sport?

Figure 5: Changing perceptions of cricket

"I enjoyed the women's games perhaps more than the men's. As far as the women are concerned I liked the fact that apart from Australia I felt I was

there was enough to keep them absorbed and to talk about cricket a bit more and want to go next time as well."

"The first one we went to as a kind of family unit, I went with my partner and her parents and we made a day of it. So that was good fun and it was kind of something that we hadn't done as a family before, that was K's first cricket match that she had ever been to... that was her first like proper cricket game. And she really enjoyed it and even said she would go back and do it again."

"Advertisements for other cricket events in the UK are very stale (verging on cringey) - see the advert for the Blast this year. The Hundred [marketing] was 'bright' and 'flashy'."

The ECB could do more to market cricket more effectively beyond The Hundred

"I always when I watched it on TV made a point of tuning into the BBC broadcast and I noticed a lot of, I'd be chatting to a lot of friends at dinner and stuff and they just had it on. Or for instance my dad, he's checking out this Hundred and he's grumbling about it, but he came back and watched it the next day and things like that... To have its own proper slot in the evening every day, it sort of became like the landscape... that felt kind of unique to me, I didn't have to pay twice for it."

"I think it [The Hundred] just stands apart from so many of the other major sports. When you think about things like football and F1 or whatever, where tickets are just getting more and more expensive to see a sport, where the tickets are really cheap and they are actively aimed at people who are interested in the sport or, you know, people who aren't made of mo n

Appendix 1 - List of Survey Questions

Demographics

To which gender do you most identify?

How old are you?

What is your ethnicity?

Do you currently have a disability?

Where do you currently live?

Before The Hundred

Before the launch of The Hundred, did you watch cricket on television?

Before the launch of The Hundred, were you involved in cricket (other than as a spectator/viewer)?

Choosing to attend

Did you watch The Hundred on television?

Before attending The Hundred, how well did you understand the playing regulations/rules of The Hundred?

Why did you choose to attend The Hundred? (Please select all that apply)

Love of cricket

To experience a new format of cricket

Live music / entertainment

To see my favourite players in action

Overall, how satisfied were you with each of these aspects of The Hundred?

Quality of cricket

Live music / entertainment

Choice of food and beverages

Price of food and beverages

Crowd control

Organisation of the venue

Feeling at home in the venue

Family-friendly atmosphere

Value for money

Which parts of attending The Hundred did you most enjoy (if any)?

Which parts of attending The Hundred did you least enjoy (if any)?

Since The Hundred

Since attending The Hundred, have you watched any other cricket on television?

No

Yes, women's cricket

Yes, men's cricket

Yes, both men's and women's cricket

What men's cricket have you watched on TV since The Hundred? (Please tick all that apply.)

Test match / ODI / T20 international / First class / Domestic one day / Domestic T20 Blast

What women's cricket have you watched on TV since The Hundred? (Please tick all that apply.)

Have you become involved with cricket as:

*Player / Member of local club / Coach / Umpire / Scorer / Groundstaff /
Taking children or family to cricket / Other*

Fandom

Did you start supporting a team from The Hundred?

No

Yes, Birmingham Phoenix

Yes, London Spirit,

Yes, Manchester Originals

Yes, Northern Superchargers

Yes, Oval Invincibles

Yes, Southern Brave

Yes, Trent Rockets

Yes, Welsh Fire

How strongly do you see yourself as a fan of this team?

1 = Not at all

5 = Very much

For the team above, how many women's players can you name?

0 / 1-4 / 5-10 / 11-15

For the team above, how many men's players can you name?

0 / 1-4 / 5-10 / 11-15

Perceptions and future engagement

Did The Hundred change your perceptions of cricket?

Please explain your answer.

Did The Hundred change your perceptions of women's cricket?

Please explain your answer.

Do you plan to attend The Hundred in 2022?

Yes / Maybe / No

Who do you plan to attend with? (Please tick all that apply)

By myself

With my partner

With my family (excluding children)

With my friends

With colleagues

With team mates

With younger children

With teenagers

Appendix 2 - Focus Group Discussion Topics

Opening Question:

Tell me about your experiences of The Hundred (e.g. which matches & venues did you attend, with who, what was it like overall).

Choosing to Attend:

Why did you choose to attend The Hundred? (Use this to bring out any perceived differences between The Hundred and other sporting events / other cricket matches.)

Match-day Experiences:

What did you enjoy about the match-day experience?

What did you dislike about the match-day experience?

How did it compare to other live sporting events which you have attended (especially cricket matches)?

What could be done to improve the experience?

Specific components to bring out, if not already covered in the discussion:

What did you think of the music / fireworks / entertainment?

Talk about your experiences of crowd behaviour. How did this compare to other live sporting events you have been to?

(If relevant) For those who went with children, including teenagers - what was their experience like? How did it compare to other experiences your children have had of live sport? Was there anything about The Hundred which particularly ignited their excitement?

