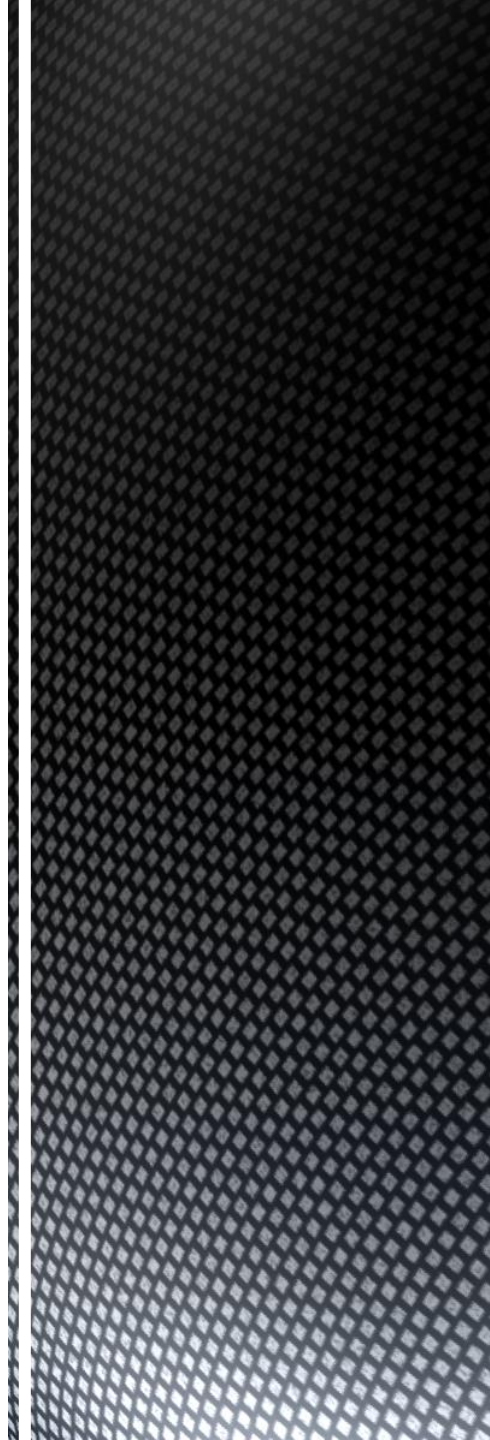


Japan Cricket Association

JAPANESE CRICKET STRATEGY
SURVEY RESULTS
OCTOBER 2012



SURVEY BACKGROUND



- Survey developed in conjunction with MDO Consulting, ICC East Asia-Pacific and Japan Cricket Association
- Survey sent out electronically to all Japanese Cricket stakeholders
- Survey open in late September – early October for two weeks

SURVEY SUMMARY



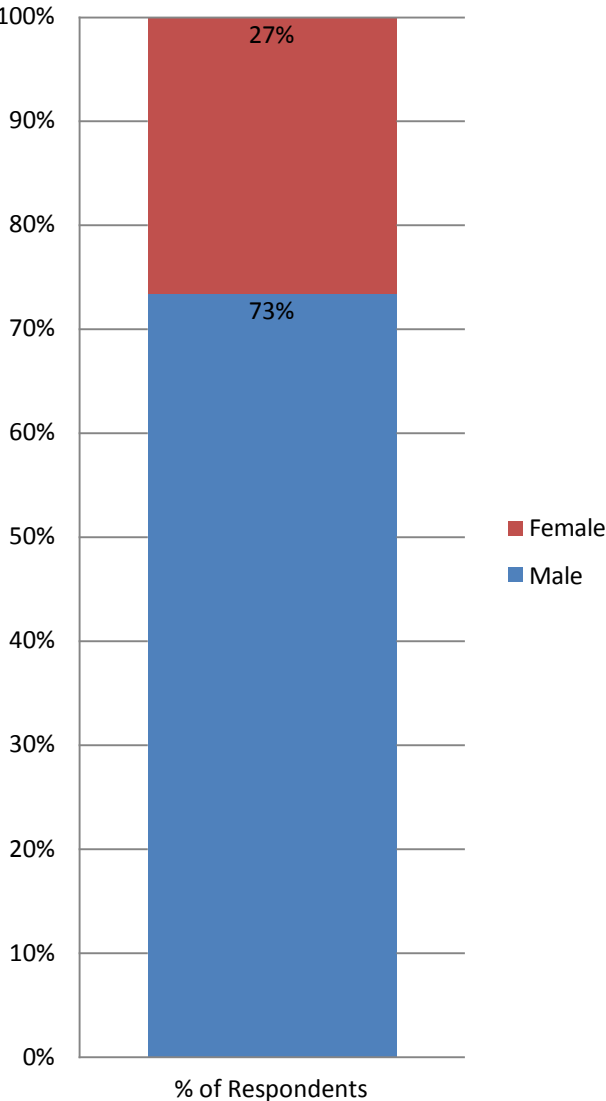
- Responses
 - ✓ 349 responses received
- Most important issues for cricket development
 1. Promotion in schools & communities
 2. More players
 3. More and better facilities
- Most successful strategies to attract new participants
 1. Elementary school market
 2. Promotion campaign
 3. Middle school market
- Biggest issues preventing people taking up cricket
 1. Unfamiliar sport
 2. Travel time
 3. Too long

SURVEY DEMOGRAPHICS

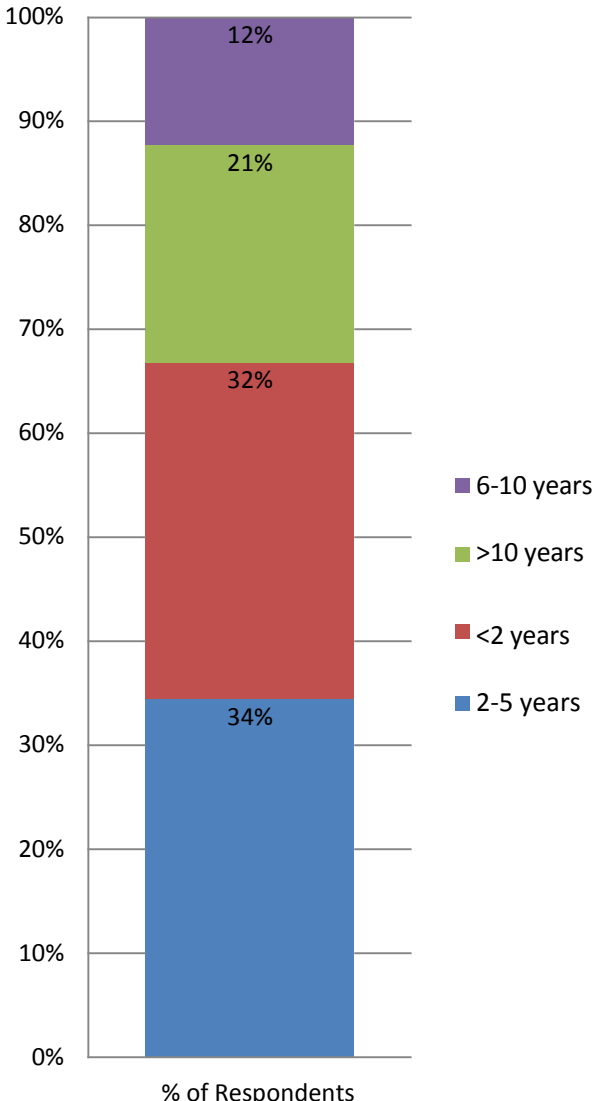


Japan Cricket Association

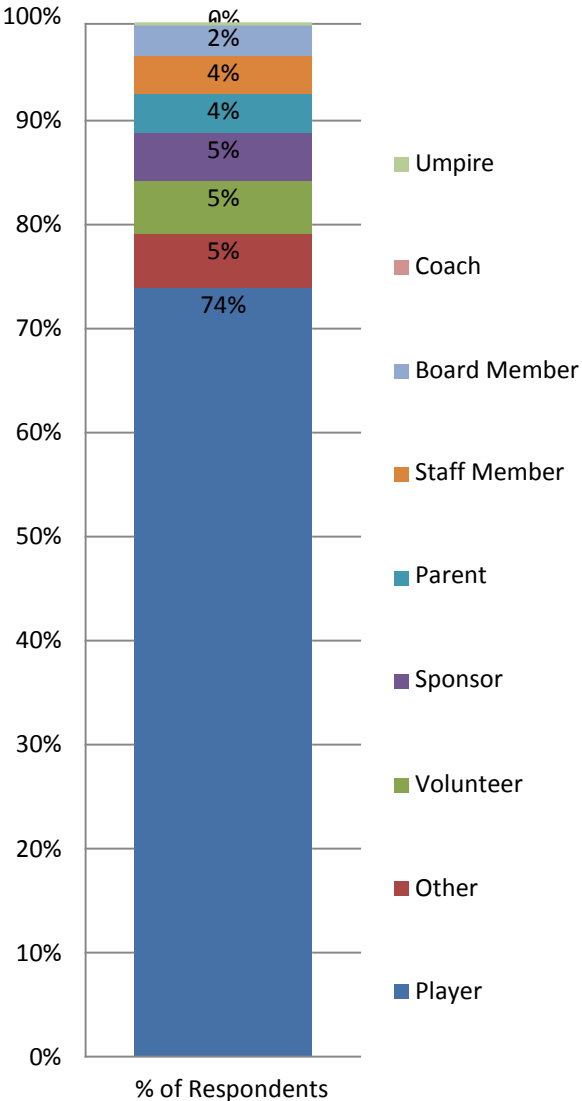
Gender of Respondents



Length of Involvement of Respondents with Japanese Cricket



Respondents Involvement with Japanese Cricket



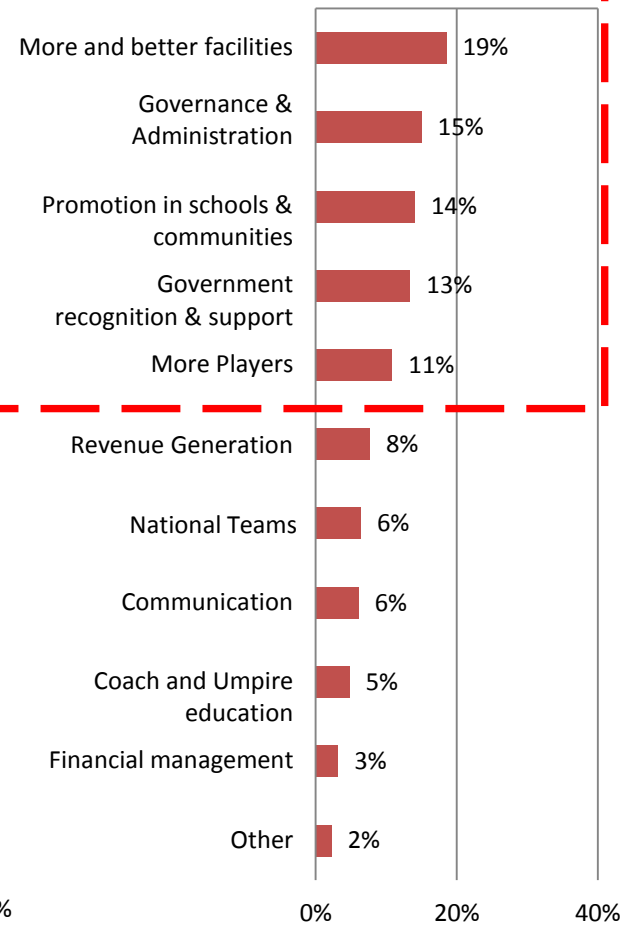
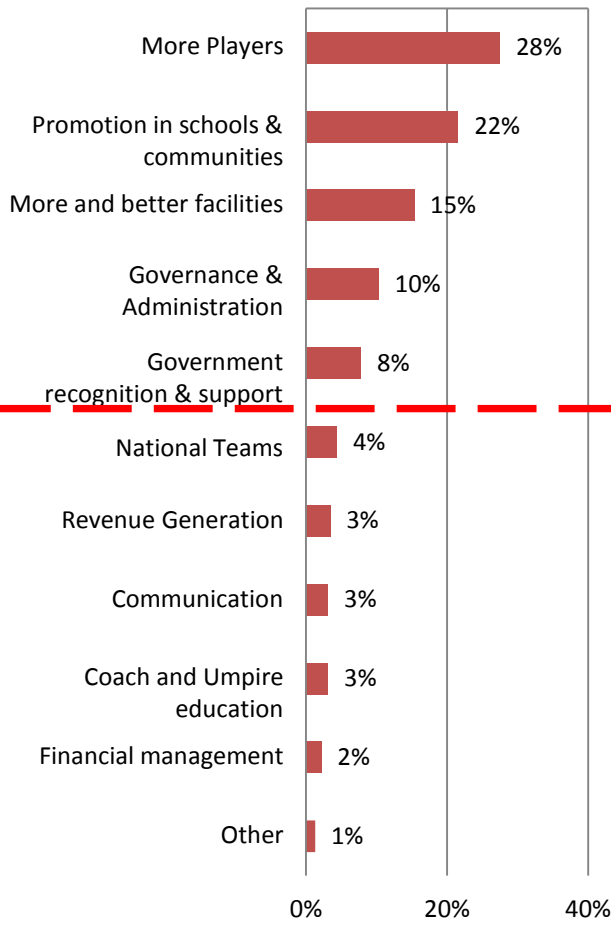
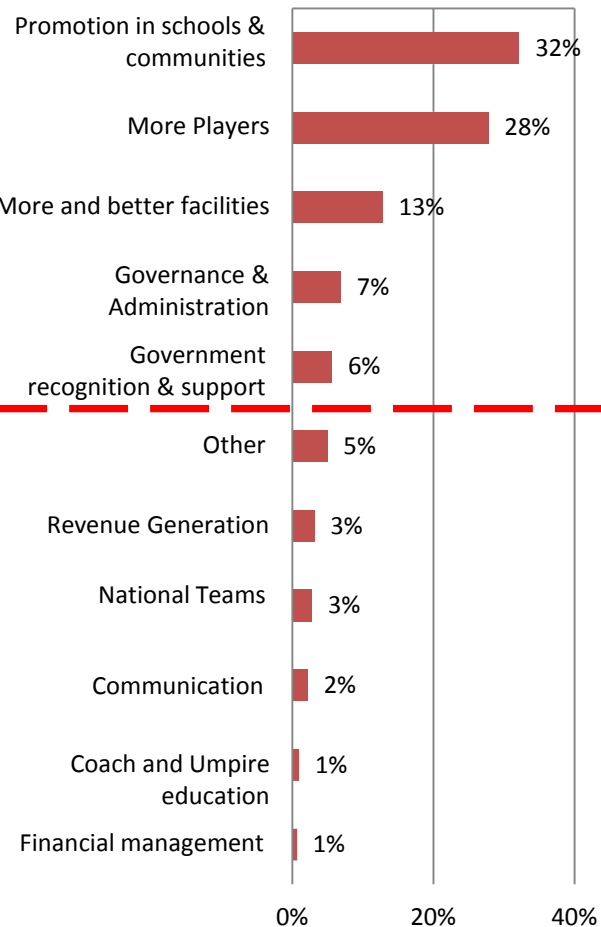
What are the MOST IMPORTANT issues for cricket development in Japan in the next five years?



Most important issue

2nd most important issue

3rd most important issue



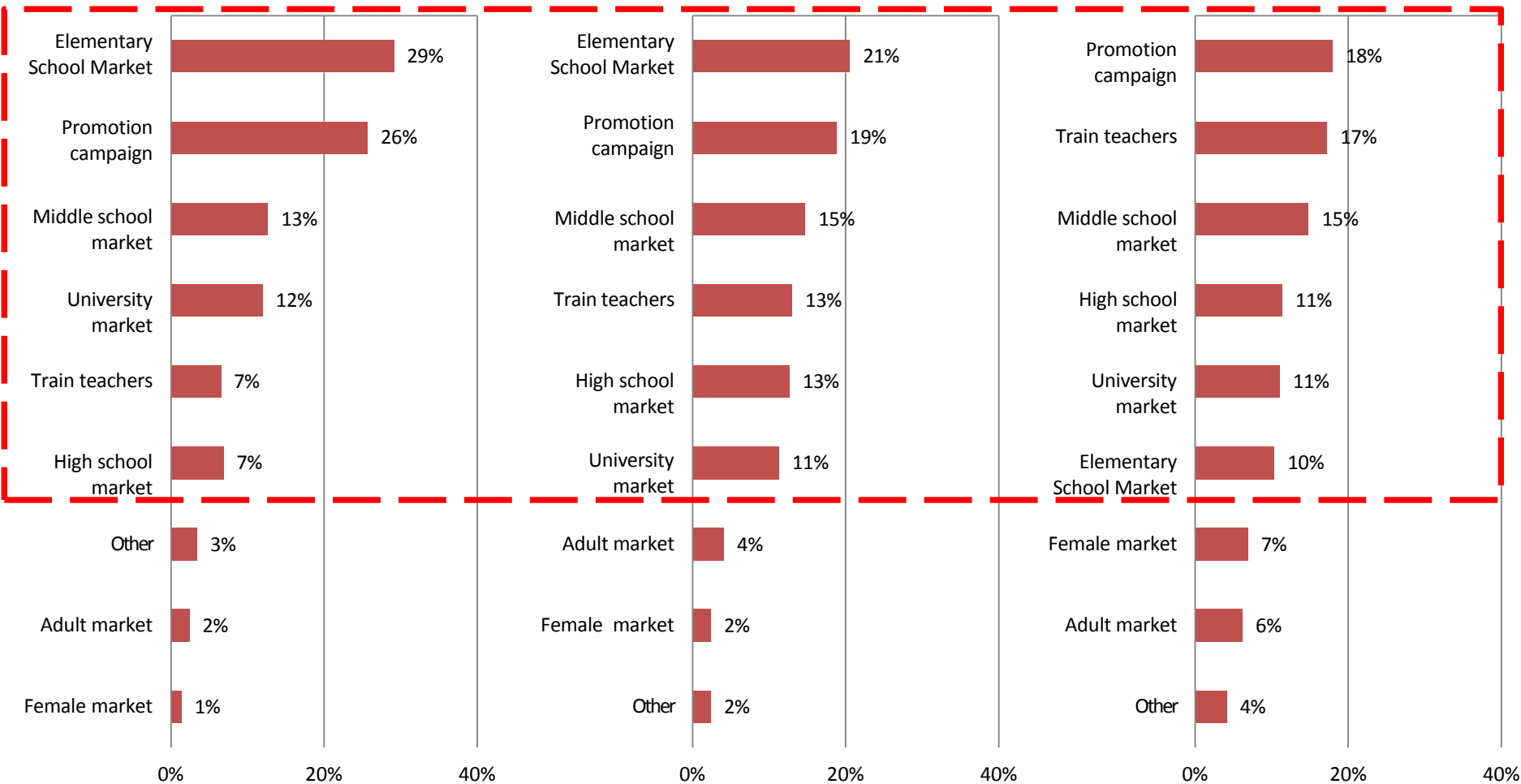
What are the MOST SUCCESSFUL strategies to attract new cricket participants?



Most successful strategy

2nd most successful strategy

3rd most successful strategy



What are the BIGGEST ISSUES preventing people taking up cricket?



Biggest issue

2nd biggest issue

3rd biggest issue

