

Game changer:

India's Pro Kabaddi League

A deep dive into the PKL fans and their attitudes, choices, and habits



Introduction

In recent years, Kabaddi has seen a remarkable resurgence, thanks to the Pro Kabaddi League, not just as a professional endeavour but as a cultural phenomenon that has brought people together across regions. This league has not only lifted Kabaddi to new heights but has also reshaped the way the sport is played, enjoyed, and perceived.

YouGov's latest, 'Game changer: India's Pro Kabaddi League' offers valuable insights into the lives, preferences, and behaviours of Pro Kabaddi League fans. Delving into

demographics, leisure activities, media habits, sponsorship trends, brand preferences, and attitudes towards other sports, the report unveils a growing market driven by a heightened interest in indigenous sports.

As Kabaddi cements its position as one of India's favourite sports, sparking a renewed enthusiasm for indigenous games, it opens an exciting avenue for brands to connect with a dynamic and expanding audience.

Reach out now and get access to game changing sports intelligence.

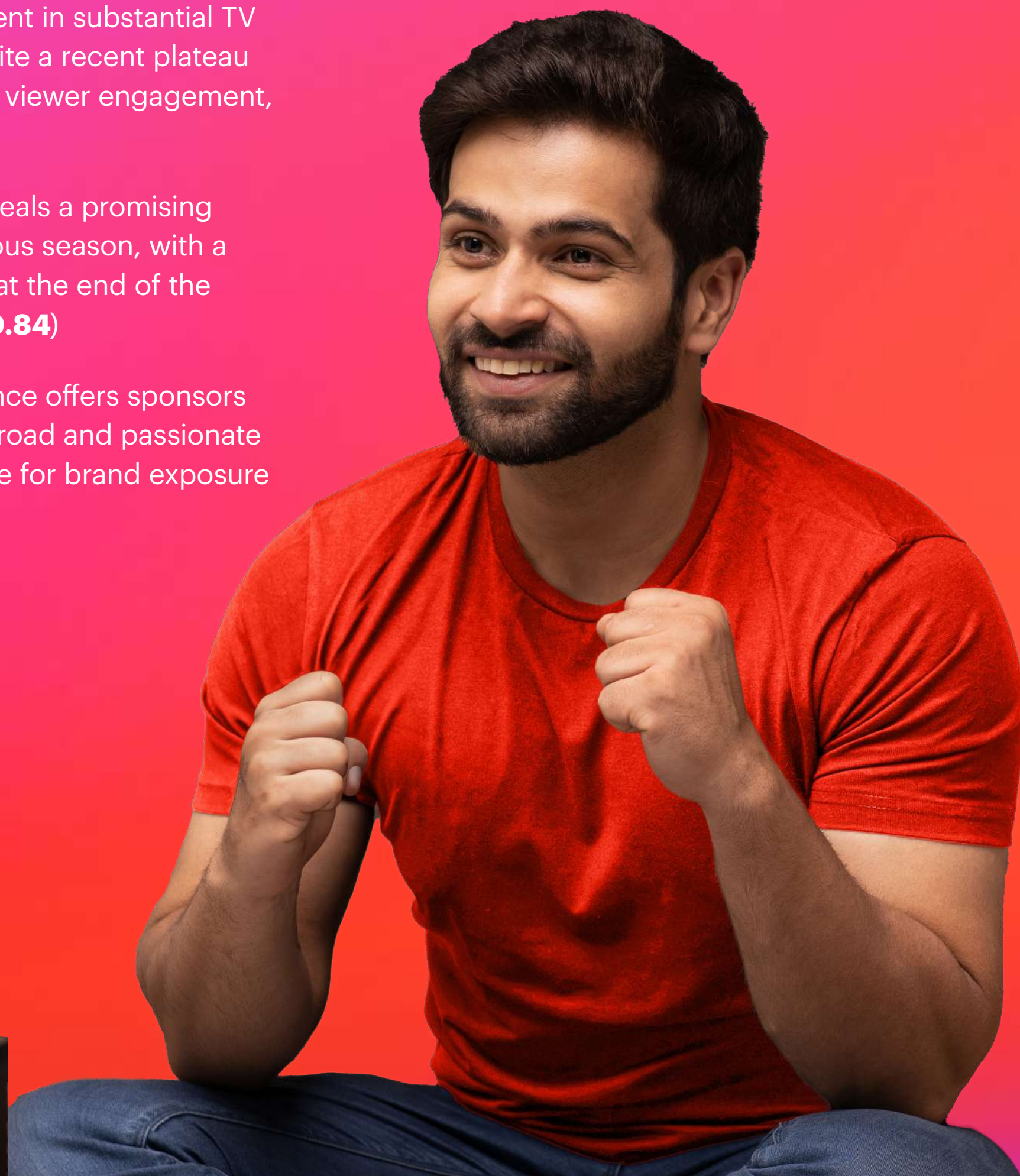
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The rise of Pro Kabaddi League

The Pro-Kabaddi League has witnessed a remarkable rise in popularity since its inception, evident in substantial TV ratings during its early seasons. Despite a recent plateau in growth, there remains a consistent viewer engagement, indicative of a loyal fan base.

The early data from PKL Season 9 reveals a promising upward trend compared to the previous season, with a substantial 11% increase in the rating at the end of the first 13 matches (**0.93** compared to **0.84**)

Moreover, Kabaddi's cultural resurgence offers sponsors a unique platform to engage with a broad and passionate audience, making it a lucrative avenue for brand exposure and marketing initiatives.



TV ratings across seasons

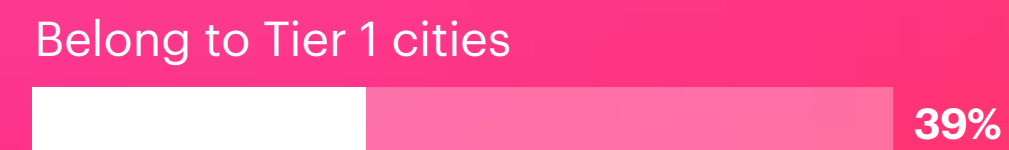


Source: BARC TV ratings data; Base: 892m

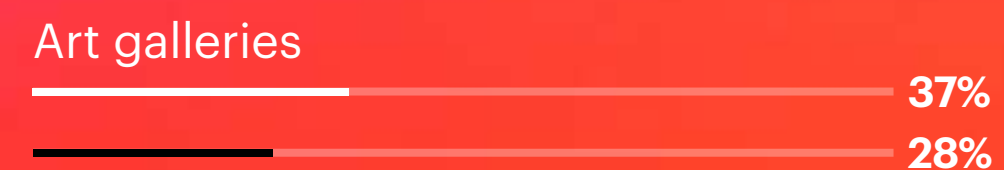
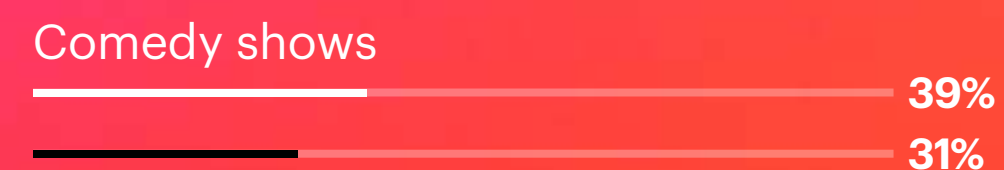
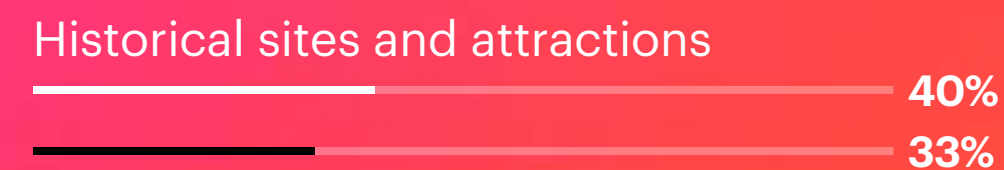
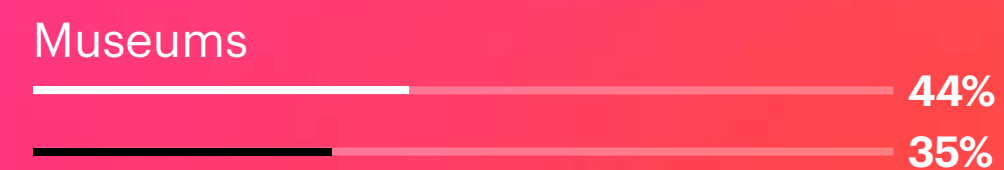
Who makes up the group of the population interested in the Pro Kabaddi League?

● PKL fans ● Nat Rep

Demographics of PKL fans



Places they like to visit in their free time



Which PKL teams they support?

● PKL fans ● Nat Rep

Jaipur Pink Panthers



Patna Pirates



U Mumba



Bengaluru Bulls



U.P. Yoddha



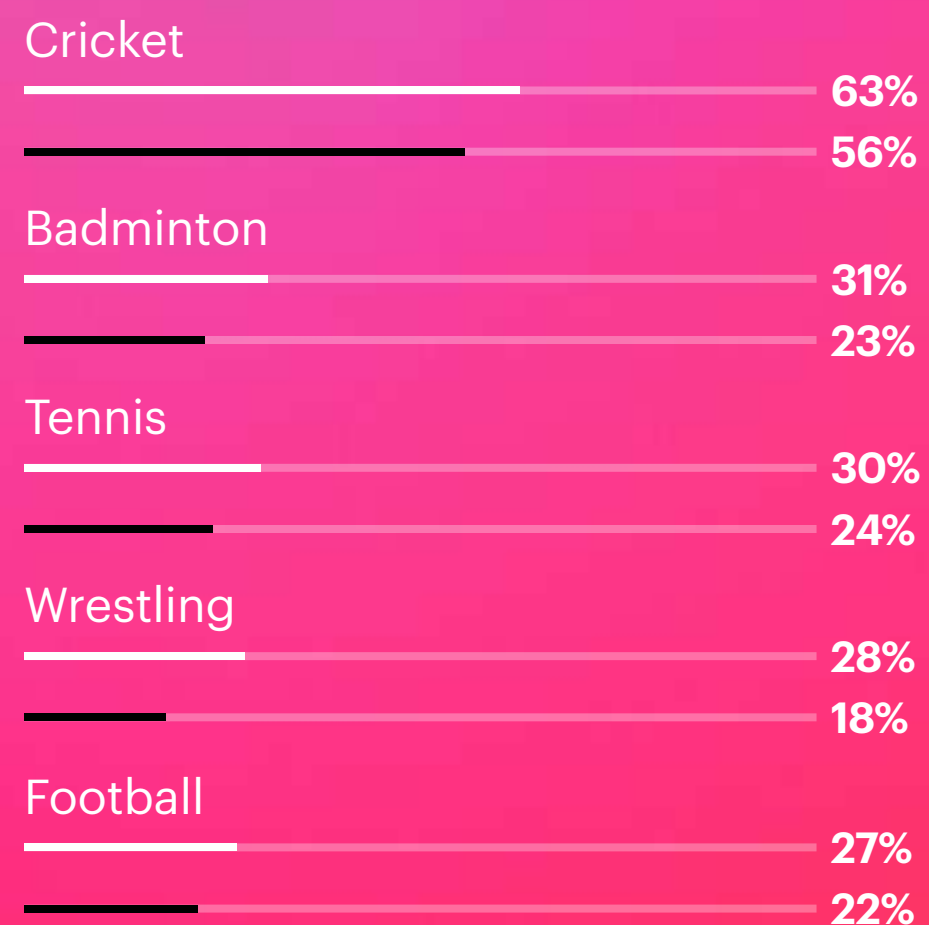
Need more insights?

Run a survey >



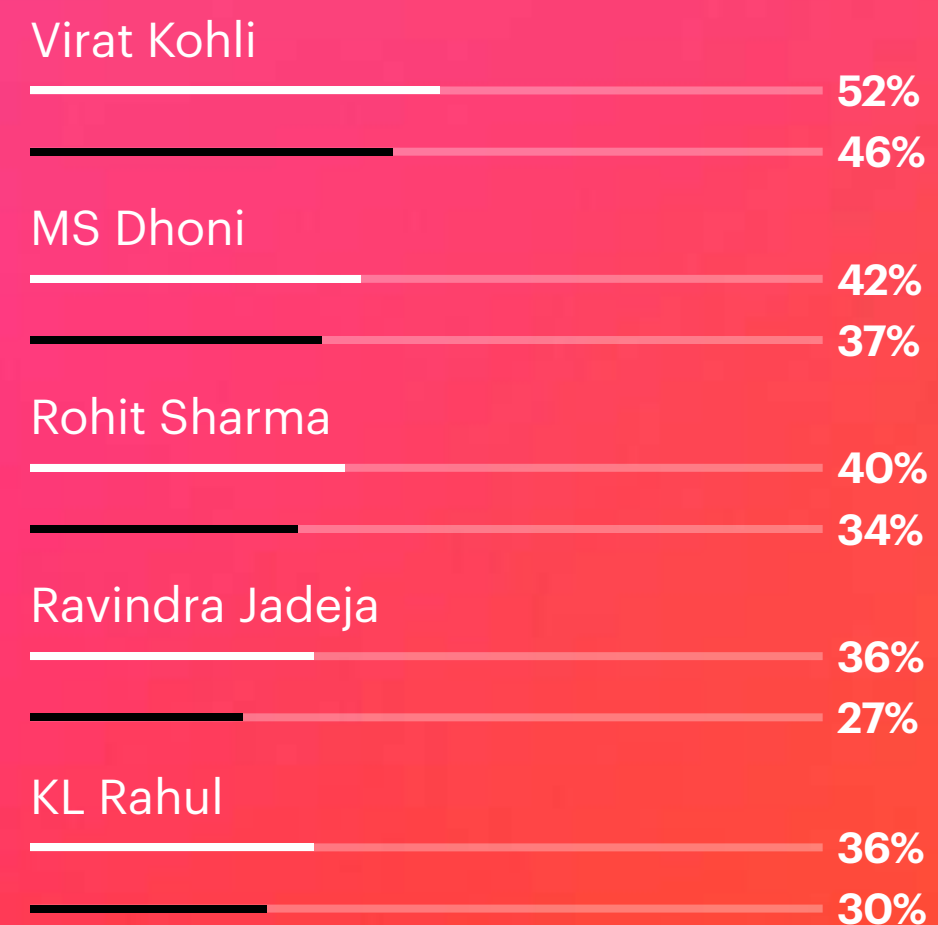
Which other sports do they follow?

● PKL fans ● Nat Rep



63% of PKL fans demonstrate interest in cricket, revealing a compelling overlap in audience. This dual passion not only solidifies Pro Kabaddi League's individual appeal but also positions it as an enticing opportunity for sponsors looking to engage with a diverse and fervent sports audience.

PKL fans' favourite cricketers



Inside the minds of Pro Kabaddi League fans

Psychographics (% agree with the statement)

● PKL fans ● Nat Rep

Electric cars are the future of the motor industry



I think all fashion brands should consider addressing social issues



I am excited to generally spend more when travelling



Wearable devices can encourage people to be more healthy



I don't mind taking risks with my money



I like spirits more than beer or wine



How to reach them?



71% of PKL fans prefer to watch TV programmes live vs 57% of Nat Rep

Sports media consumption

● PKL fans ● Nat Rep

TV (live)



Mobile App



Social Media



Online (live streams)



TV (highlights / repeat)



Target your audience through their preferred channels at ideal times!

Explore YouGov's audience intelligence >



Where do they stream content?

On demand services used in last 30 days

● PKL fans ● Nat Rep

YouTube



Hotstar



Amazon Prime Video



Netflix



ZEE5



65%

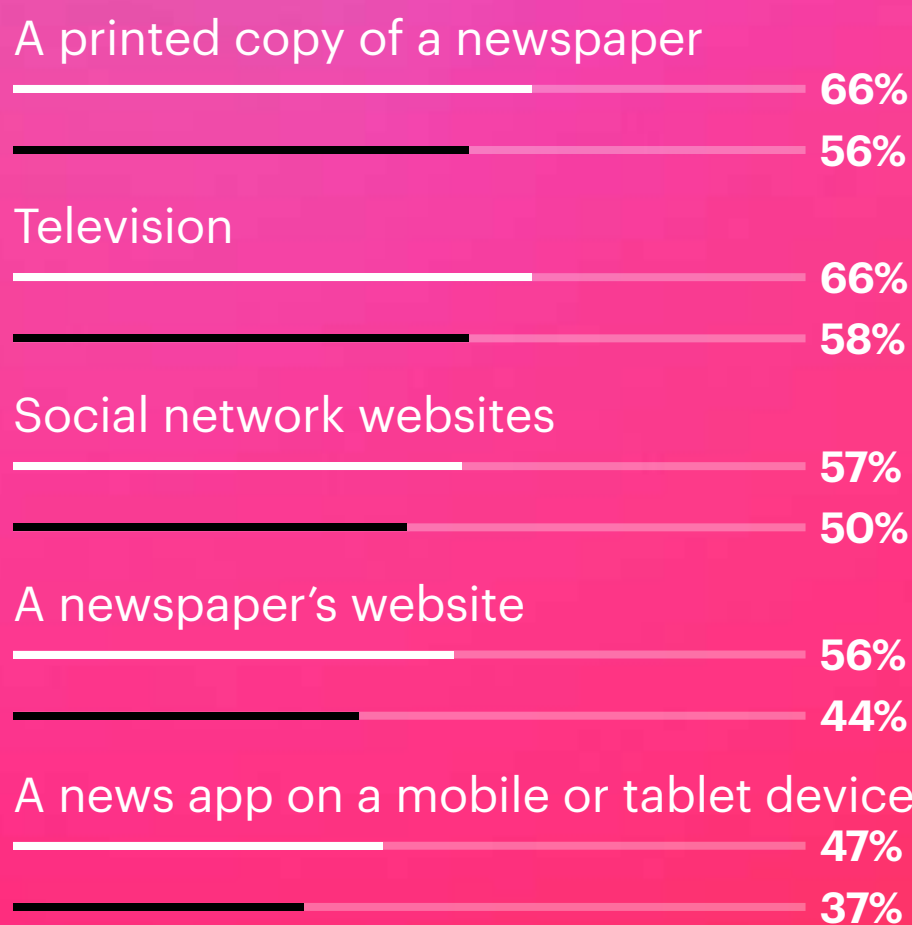
PKL fans think it's fair to watch ads in exchange of free content



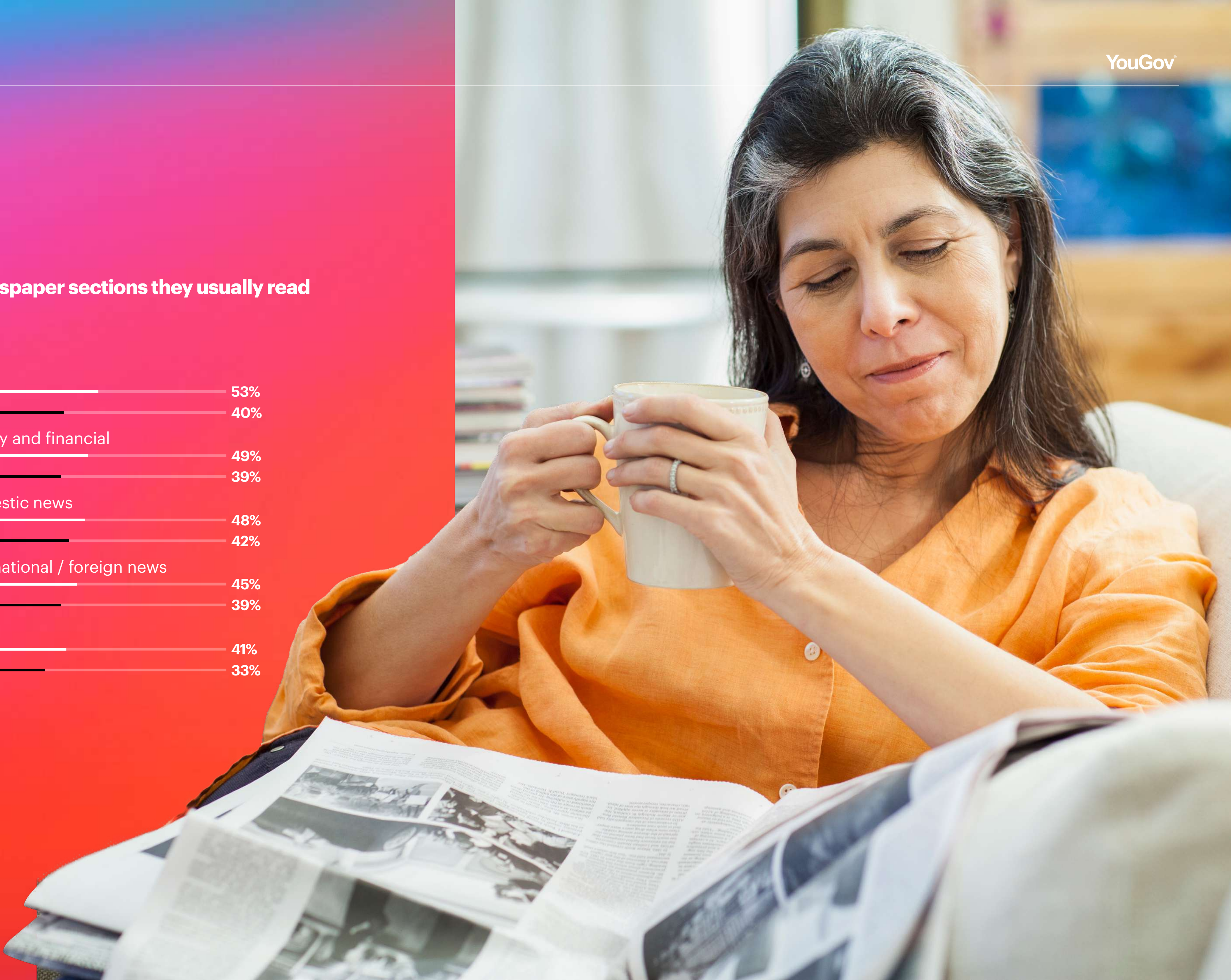
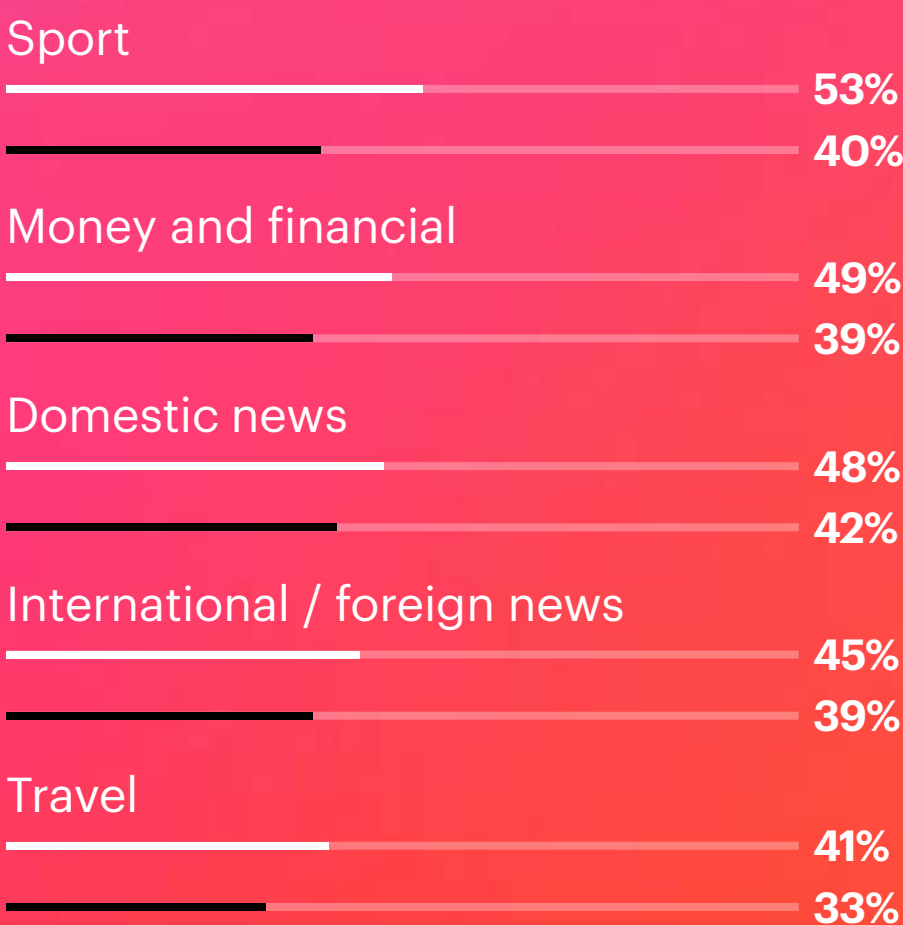
How do they consume news?

Sources used to access news

● PKL fans ● Nat Rep

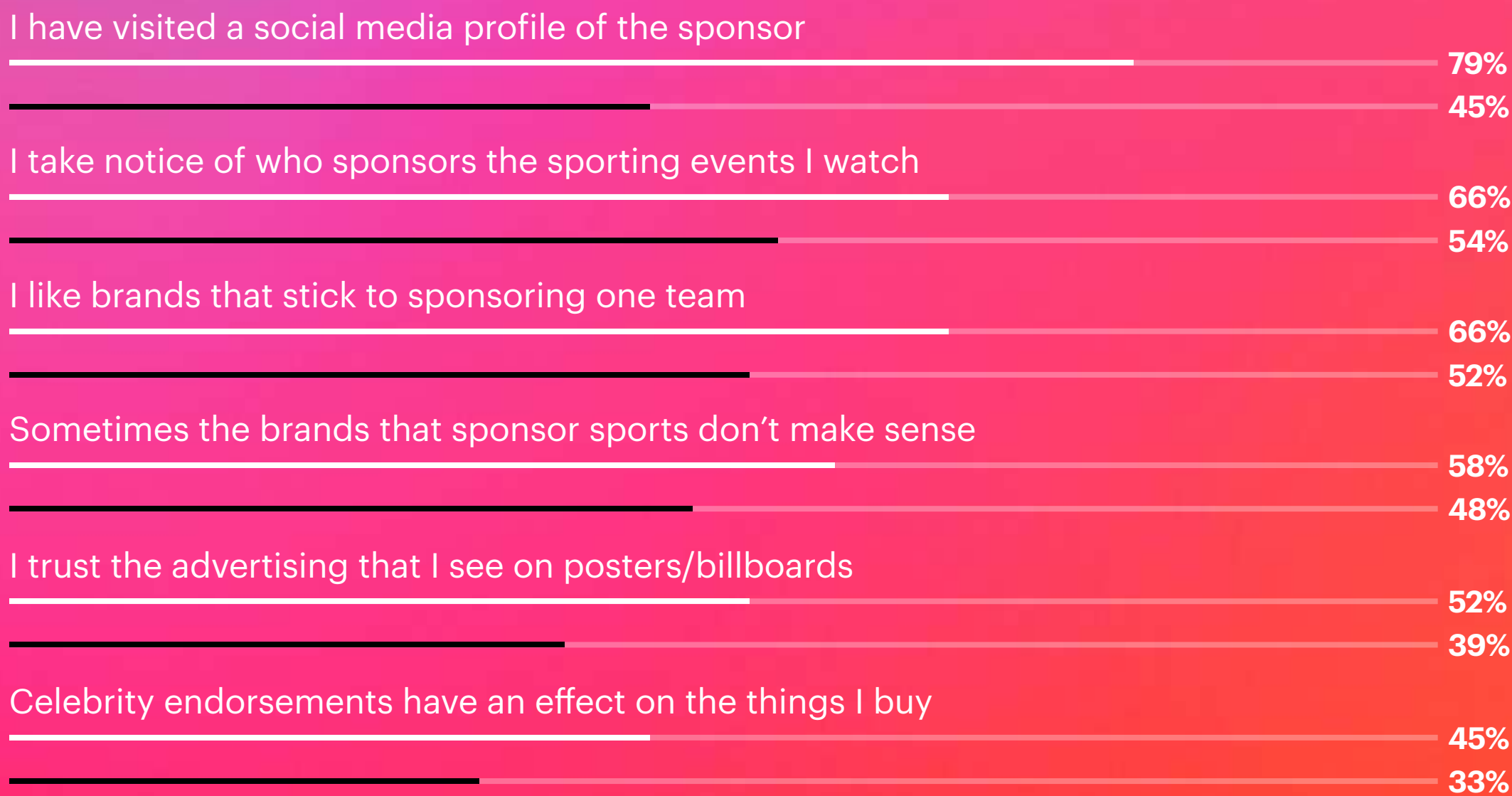


Newspaper sections they usually read



An opportunity in sports sponsorships

● PKL fans ● Nat Rep



Want to measure the impact of your sponsorship?

Get in touch >



What are PKL fans in-market for in 2024?

● PKL fans ● Nat Rep

Very likely to watch a sporting event in person in next 3 months

58%

39%

Very likely to stay in a hotel in next 12 months

54%

41%

very likely to purchase a general insurance product in next 6 months

48%

32%

Very likely to switch their mobile brand in next 12 months

47%

33%

very likely to purchase a car or two-wheeler in next 12 months

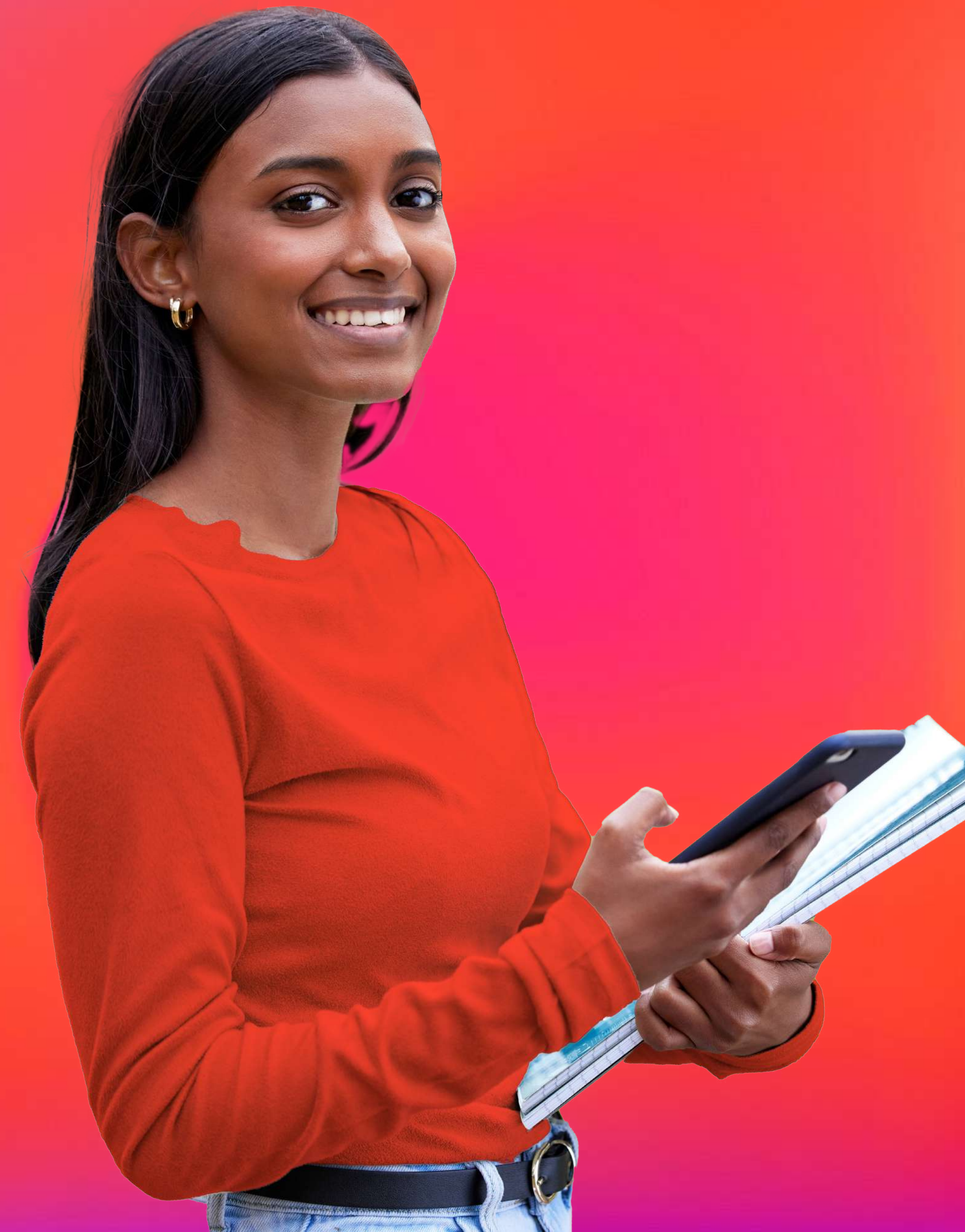
46%

31%



Consideration of brands among PKL fans vs Nat Rep

Brands	PKL fans	Nat Rep	Difference
Air India	60%	49%	11
Domino's	52%	43%	9
Amazon Prime Video	46%	37%	9
Flipkart	72%	64%	8
PhonePe	50%	42%	8
OYO	31%	23%	8
Tata Motors	38%	31%	7



Methodology

The data presented in this report has been obtained from the YouGov Profiles dataset as of December 18, 2023. For purpose of this analysis, PKL fans are defined as urban Indians who identified Pro Kabaddi League as one of their top interests, totalling a sample size of 5,557.

YouGov Profiles is a comprehensive audience intelligence platform that encompasses a wide range of demographic, psychographic, attitudinal, and behavioural data variables of YouGov panellists worldwide. The data is collected continuously and updated on a weekly basis. By employing precise audience profiling and segmentation, you can effectively connect with your target audience on the most appropriate channels at the right time.

Gain the valuable insights you require, precisely when you need them.

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Want a deeper analysis?

YouGov BrandIndex tracks 16 key brand health metrics including:

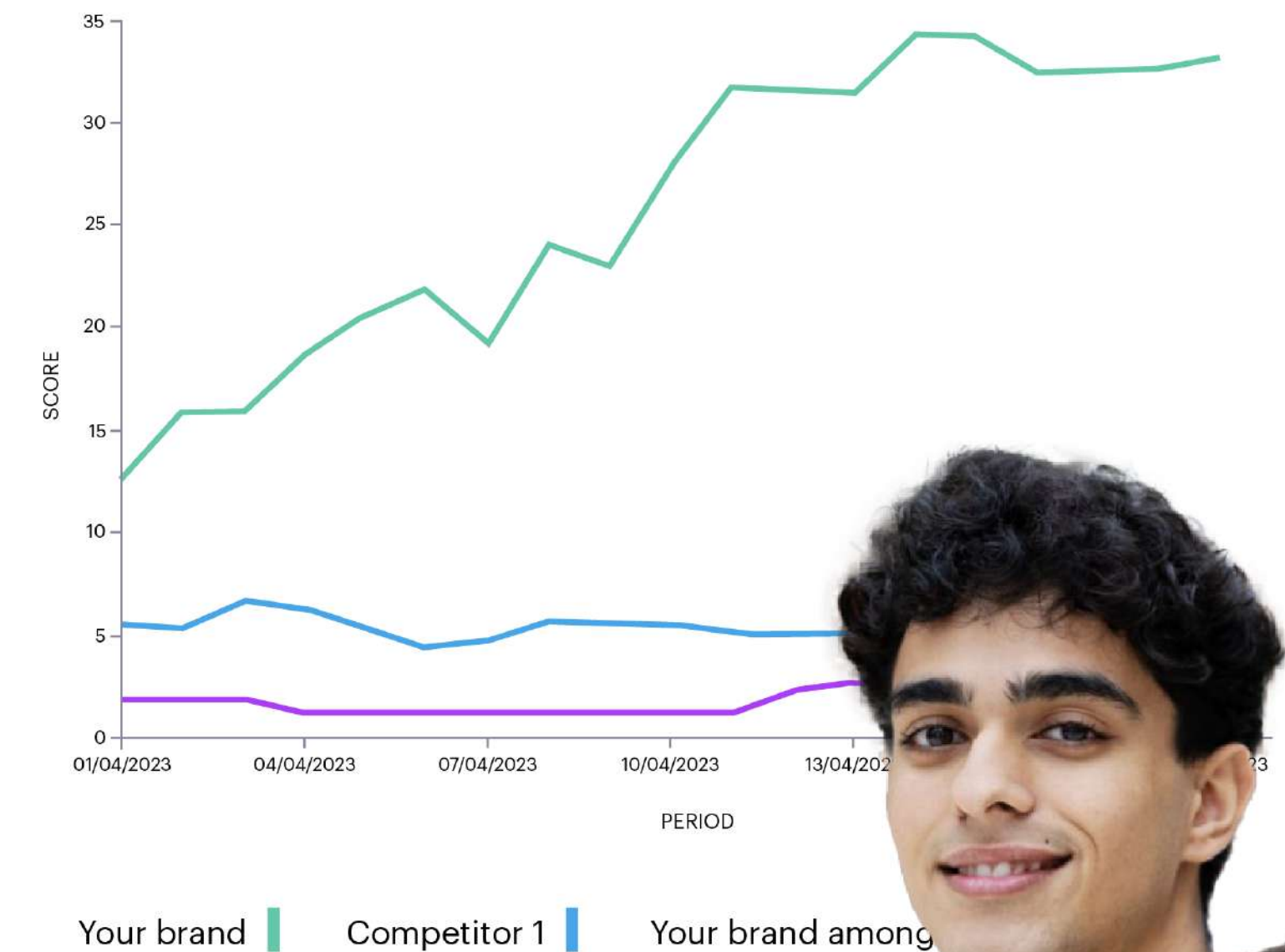
- Ad Awareness
- Customer Satisfaction
- Purchase Consideration
- Recommendation

With YouGov Profiles, you can segment your analysis by:

- Team or player interest
- Media consumption habits
- Categories purchase and use
- And much more

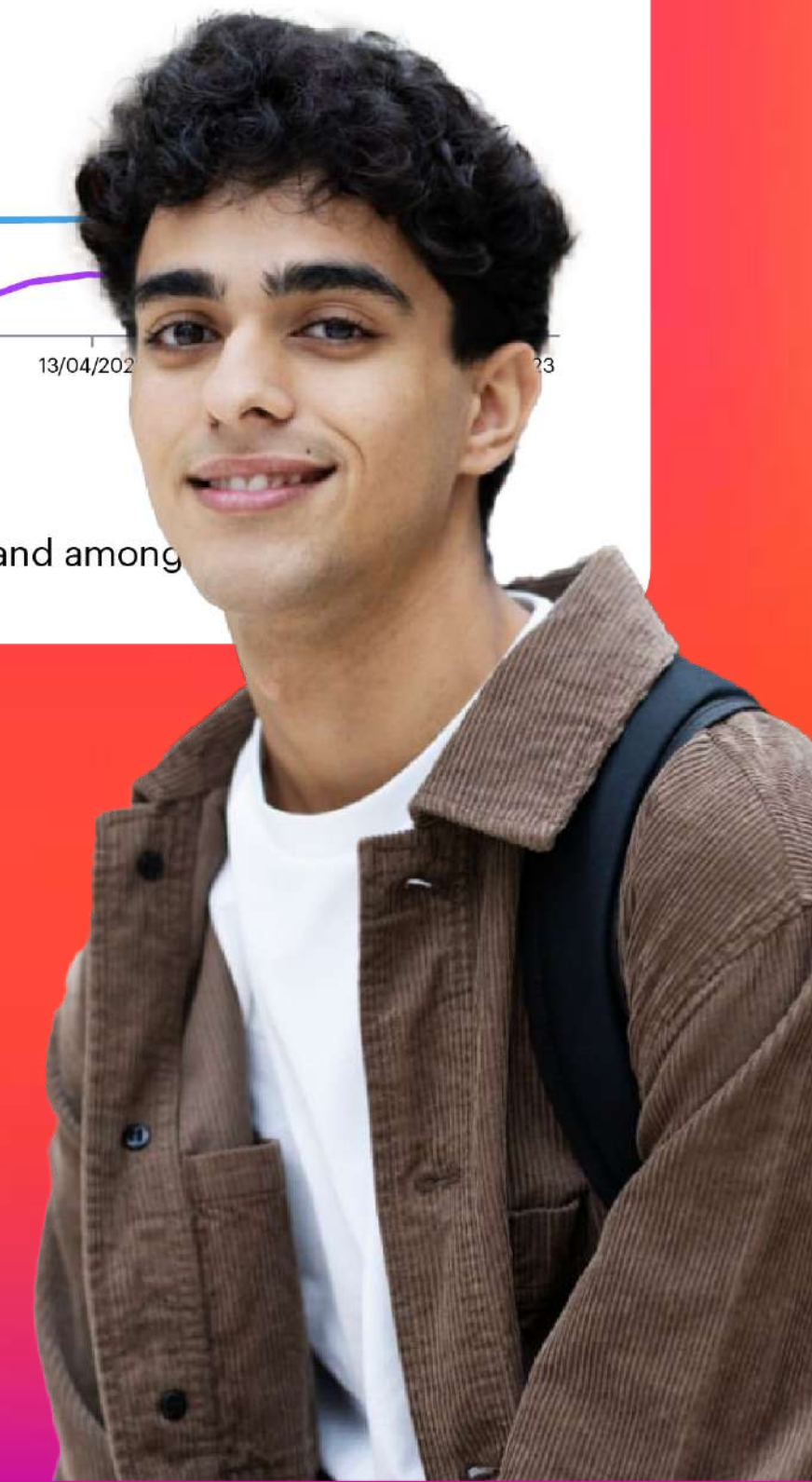
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Advertising awareness



Metrics ▾

Advertising Awareness



Thank you!

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