

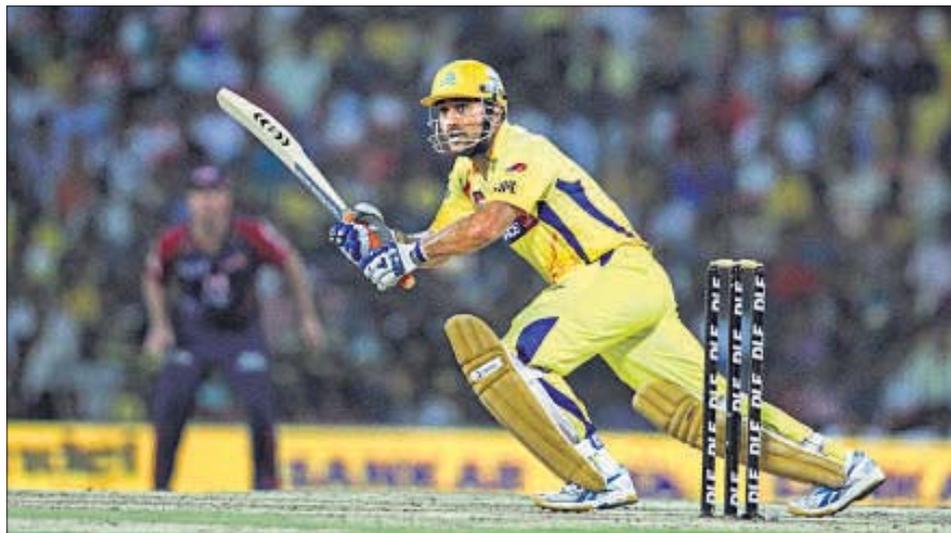
HT-MaRS OPINION POLL

THE LEAGUE OF THE GOOD, BAD AND UGLY

An exhaustive survey throws up many interesting facts about the Indian Premier League as it enters the sixth edition. Before you are the highs and lows that emerged. Read on...

PERCEPTION

	IPL watchers	Non watchers
IPL is very much cricket	33.6%	5.9%
It is good entertainment	41.9%	47.5%
It is pure tamasha	24.5%	46.6%



■ The Chennai Super Kings have emerged the most popular IPL team among the cricket crazy fans in India, across 14 towns. The two-time champions led by Mahendra Singh Dhoni will have a lot of expectations riding on them as they begin a fresh campaign in the sixth edition of the lucrative franchise league.

HT FILE PHOTO

Kumble eases into role of rival at home

SWITCHING ENDS Former RCB skipper guides Mumbai Indians' fortunes



■ Come Thursday, Mumbai Indians' Anil Kumble will be an unfamiliar sight in the opposition dressing room in Bangalore.

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midable unit.

BANGALORE: Since his retirement from international cricket in 2008, Anil Kumble has donned many hats with ease. Not a lot of cricketers, who have achieved a lot on the field, have gone on to taste the same success off it as well. But Kumble, it can be said, has bucked the trend at least initially.

After he called time on his cricket career, Kumble slipped into administration, becoming the president of the Karnataka State Cricket Association. He served as the National Cricket Academy chairman for a while before relinquishing it, and currently heads the cricket committee of both the International Cricket Council and technical committee of the Board of Control of Cricket India.

MANY ROLES

The two roles are reserved for men with great acumen and Kumble has fitted into them perfectly. However, it was the Royal Challengers Bangalore who benefitted the most from Kumble's nous. After a forgettable opening season in the IPL, RCB made Kumble the captain for the second edition and they went on to reach the final in 2009. And then, he subsequently was made a mentor and has played a key role in transforming RCB into a for-

midable unit. So, it wasn't surprising that the Mumbai Indians roped in Kumble to break their title drought, forcing the former India skipper to end his allegiance to the RCB.

STRATEGIC

Mumbai have played their cards right, knowing well what the 42-year-old can bring into the table. On Tuesday, it was strange to see Kumble walk around the KSCA premises in Mumbai Indians colours, a feeling of being at home but in an opposition camp.

For a major part of the day, he stayed away from his KSCA duties and was involved in charting Mumbai's strategy with coach John Wright and Sachin Tendulkar, ahead of their season opener against RCB here on Thursday.

Daniel Vettori, who captained RCB in the last two seasons and worked closely with Kumble, said they would miss him. "Who knows what we will miss of him and how much? Anil obviously did a great job when he was with the RCB, but he chose to move on and it is entirely his choice," said Vettori.

Recently, Wright said he was aware of Kumble's credentials and went on to say "He's my boss. The New Zealander has seen Kumble from many quarters having worked with him as coach of the India team.

Age Group

ADVANTAGE	Overall	18-21	22-25	26-35
Nurturing talent	36.7%	42.6%	36.8%	33.6%
Entertainment value	21.7%	20.5%	24.8%	20.5%
Cricket quality	15.5%	12.4%	14.5%	17.7%
International audience	10.1%	9.9%	9.3%	10.7%
Revenue generation	7.6%	9.5%	4.2%	8.6%
Help change perception about India	8.0%	5.2%	9.3%	8.5%

DISADVANTAGES Overall

Money kills motivation	66.9%
Affects regular cricket calendar	56.0%
Too much cricket	60.6%
Partying and Entertainment	62.9%
Leading young talent astray	48.5%
Match-fixing on the rise	50.9%
Hurts Indian cricket	40.0%
Cause for Test slump	43.9%

ISSUES

Want more foreign players

	More	Less	Same
	35.3%	46.1%	18.6%

Age Group	More	Less	Same
18-21	40.0%	40.7%	19.3%
22-25	38.2%	41.5%	20.3%
26-30	31.8%	49.3%	18.9%
31-35	29.7%	51.4%	18.9%

Want Pakistan players

	Yes	No
	48.2%	51.8%

Age Group	Yes	No
18-21	45.3%	54.7%
22-25	45.6%	54.4%
26-35	52.4%	47.6%

WATCHING TRENDS Overall

India/England Tests	20.9%
India/England one-day Internationals	31.7%
India/Pakistan one-day Internationals	49.5%
World Twenty20	33.9%

WHAT THE TRENDS SAY

The overall figures are from respondents in three age brackets (18-21, 22-25 and 26-35). In 13 towns, respondents intend to watch fewer games than 2012 (15 to 11).

TEAM RATINGS Rank

Chennai Super Kings	792	1
Mumbai Indians	790	2
Kolkata Knight Riders	654	3
Royal Challengers	639	4
Delhi Daredevils	622	5
Rajasthan Royals	605	6
Kings XI Punjab	590	7
Pune Warriors	563	8
Sunrisers Hyderabad	533	9

HOW THE TEAM RATINGS WERE DONE

Among the 18-21 age group, Chennai Super Kings enjoyed the highest overall rating (788) while Mumbai Indians received most rating points among those in the 22-25 (791) and 26-35 (836) bracket. The Kolkata Knight Riders came in third overall with a rating of 654.

THE METHODOLOGY

The two-stage survey done in 14 towns – nine Indian Premier League venues and Lucknow, Ranchi, Ahmedabad, Indore and Kochi, collected views from male cricket viewers on television aged 18-35.

It first elicited viewing habits from 2350 people. The detailed second phase involved 940 respondents who had watched at least six Indian Premier League games in 2012.

The positive attributes taken for team ratings were – never-say-die attitude, reliability, entertainment value, emphasis on nurturing talent, fair play, resource management, youth and energy, and victory chances in 2014.

Other towns

Town	CSK	DD	KKR	MI
AHMEDABAD	65.0%	5.0%	17.5%	5.0%
COCHIN	12.5%	12.5%	10.0%	57.5%
INDORE	34.1%	15.9%	22.7%	38.2%
LUCKNOW	22.5%	2.5%	12.5%	60.0%
RANCHI	50.0%	10.0%	17.5%	12.5%

HOW LOYAL ARE THE FANS?

The poor rating in Hyderabad reflects the tumult the franchise has faced in the last few seasons after winning in 2009. The Deccan Chargers are defunct now while the Sunrisers, though most of the players have been retained, are yet to show what they are capable of. Ahmedabad lends 65% support to the MS Dhoni-led Chennai Super Kings, Lucknow 60% to Mumbai Indians (60%) and Ranchi 50% to the two-time champions (CSK).

LOYALTY Overall

CHENNAI Super Kings	92.5%
BANGALORE Royal Challengers	85.0%
MUMBAI Mumbai Indians	77.5%
NEW DELHI Daredevils	64.1%
KOLKATA Knight Riders	60.0%
PUNE Warriors	31.7%
CHANDIGARH Kings Eleven	30.0%
JAIPUR Rajasthan Royals	27.5%
HYDERABAD Sunrisers	17.5%