



## Project



Kings XI Punjab Fan  
Research

Partner



Year

2015

## Purpose



Kings XI Punjab, one of the eight franchises in the Indian Premier League (IPL), commissioned the Centre for Sport and Social Impact at La Trobe University to conduct research on the Kings XI fan experience and engagement, including their attitudes to match quality, merchandise and sponsors.

## Method



A comprehensive fan experience and engagement survey was delivered to Kings XI Punjab fans via Facebook and Twitter. The survey was incentivised with signed Kings XI merchandise only available by completing the survey. A total of 4231 survey responses were received, with between 2771 and 4231 responses to each question.

## Application



The survey data provided a wealth of fan information for the Kings XI Punjab, including data on match awareness, attendance and experience, fan engagement, communication preferences, merchandise preferences, and sponsor association.

