

Australians wanted Kerry Packer's Cricket before the first ball was bowled, a Morgan Gallup Poll found in May 1977!

Last night (Sunday and the previous Sunday night) 2.89 million Australians watched on the Nine Network: *Howzat! Kerry Packer's War* (8.30pm).

In May 1977 before World Series Cricket had started and after talks between Kerry Packer and the International Cricket Authority had inevitably broken down – **58% of Australians said they preferred to watch Australia Vs the Rest of the World while only 14% said they'd rather watch Australia Vs India** – according to a Morgan Gallup Poll conducted in May 1977.

The Morgan Gallup Poll also found that **79% of Australians said the series should be played at major cricket grounds** such as the Melbourne Cricket Ground; and **77% of Australians said test cricketers should receive as much money as other sportsmen**.

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People want supertests

WHILE TALKS between Kerry Packer and the international cricket authorities have irretrievably broken down, an overwhelming majority of Australians want to see next season's Australia versus the Rest of the World cricket matches played on major grounds in their capital cities.

This was shown in an Australia-wide survey conducted by Morgan Gallup Poll. A cross-section of 859 men and women throughout Australia were questioned.

They were asked: "In the capital cities, do you think that the series should – or should not – be played at the major cricket grounds, such as the Melbourne Cricket Ground?" They replied:

	All people Sample base (859)
	%
Should play on major cricket grounds	79
Shouldn't	5
Can't say	16
Total	100

The first question the people were asked was had they heard of the series? Twenty eight percent said no, while the remaining 72 percent had.

Next they were asked: "How likely are you to watch that cricket on television – very likely, fairly likely, or not at all likely?"

	All people Sample base (859)
	%
Very likely	45
Fairly likely	26
Not at all likely	25
Can't say	4
Total	100

Then followed: "How likely are you to actually go to the ground and watch that cricket – very likely, fairly likely, or not at all likely?"

	All people Sample base (859)
	%
Very likely	8
Fairly likely	9
Not at all likely	77
Can't say	6
Total	100

All the 859 men and women were then asked: "Next summer, which would you prefer to watch – Australia versus the Rest of the World – or Australia versus India?"

	All people Sample base (859)
	%
Rest of the World	58
India	14
Can't say	28
Total	100

Finally, they were asked: "Compared with top sportsmen in other sports, Test cricketers do not receive as much money. Do you think Test cricketers should – or should not – receive as much money as other top sportsmen?"

	All people Sample base (859)
	%
Yes, should receive as much money as other top sportsmen	77
No, shouldn't	8
Can't say	15
Total	100