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.