

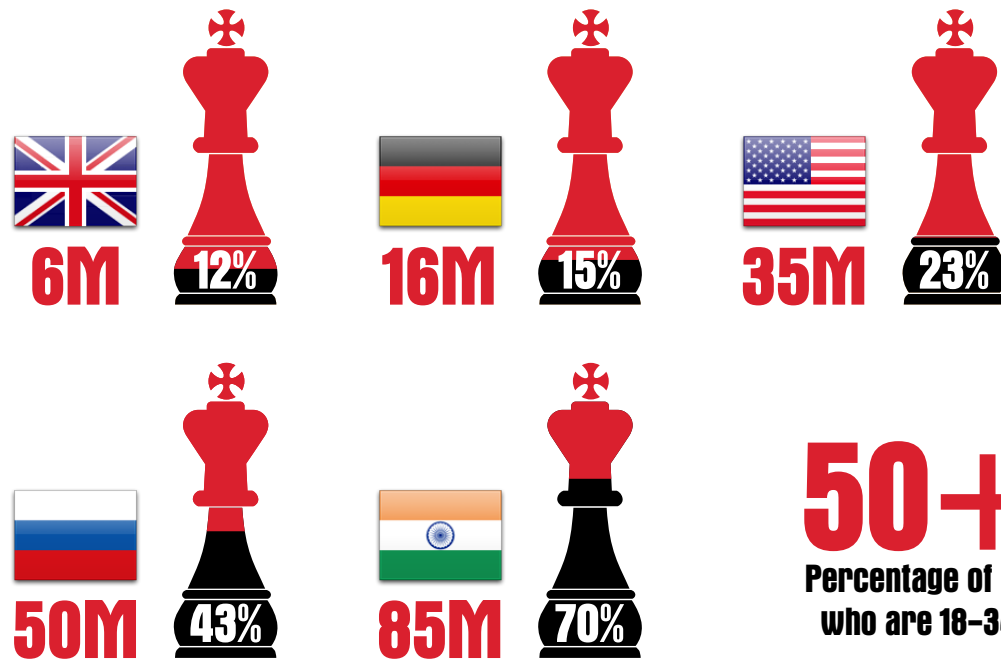


## CHESS FACTS

- The sleeping giant of the sports/entertainment world
- Played regularly by 500 million people around the world - seven times more than golf
- Globally 285 million play regularly online
- Across the US, UK, Germany, Russia, India, 70% of the adult population has played chess at some point during their lives
- Chess ranks significantly higher than any other game or sport for attributes such as intelligence, sophistication, strategy, perfection and complexity
- Chess players are 5 x more likely to read The Guardian, The New Scientist or The Week (in the U.K.) or 2.5 x more likely to read The New York Times, The Wall Street Journal, The Economist or The New Yorker (in the U.S.)
- In the U.S. 78% of regular chess players are university graduates
- Chess players are 40-100% more likely to purchase luxury items than non-chess-players
- Chess players consume immoderately in categories traditionally used to measure affluence - cars, watches, air travel, branded alcohol consumption, online purchasing
- In the U.S., more people play chess than tennis and golf, combined!
- Chess's governing body FIDE is the second largest sport body by number of member nations after FIFA

Source: YouGov & TGI

## PEOPLE WHO PLAY CHESS REGULARLY



**50+%**  
Percentage of players who are 18-34 ABC1

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