

Middlesex membership Diversity & Inclusiveness Survey – Spring 2021



**MIDDLESEX
CRICKET**

Management Summary



- The membership is above average in age - 90% are aged 45+
- A large majority of members are male - 90% Male
- A small percentage of members are ethnic minorities – 6%
- Members are also from a higher social class and on higher incomes*
- 17% of members have some form of disability - although only 5% self-classified disability as being more severe.
- Majority of members state that visiting Lord's is an important factor, whilst accessing priority international tickets and entertaining clients are comparatively small. The majority (59%) are not members of any other cricket club. Slightly fewer (54%) are not members of any other sports club.
- Unsurprisingly they are much more enthusiastic about Cricket than any other sport - Football was second, followed by Rugby. Red ball format is still much more preferred than white, England stronger than County. Women's cricket is (currently) well behind. The Hundred is behind IPL and Big Bash!
- Very roughly it looks like members attend approximately 11 (first team) matches a year on average (red and white combined).
- Considerable willingness to do further surveys.

* See charts for details of comparative statistics

- Survey was sent out to over 6,000 Middlesex members.
- In total we got 1,817 complete responses – circa 30% of membership!
- 68% of responses came from the initial email, 9% of responses came from Membership Matters email, and 22% of responses came from follow up email
- Responses came very quickly – 71% came on the same day as the email, with a further 19% the day after.

Basic Demographics

Q1 - Which of these best describes your membership at Middlesex?

Full Member (1303)	72%
Country Member (282)	16%
Premier Member (17)	1%
Youth Member (4)	0%
Life Member (205)	11%

Q11 - How old are you?

16 to 44 (165)	9%
45 to 54 (222)	12%
55 to 64 (500)	28%
65 to 74 (628)	35%
75 plus (289)	16%
Prefer not to say (13)	1%

Q12 - What is your ethnic group?

Asian or Asian British (42)	2%
Black British etc (6)	0%
Mixed or multiple ethnic (13)	1%
White (1706)	94%
Other ethnic (9)	0%
Prefer not to say (41)	2%

Q20 - Which best describes you now?

Male (1633)	90%
Female (154)	8%
Non-binary (4)	0%
In another way (2)	0%
Prefer not to say (24)	1%

Nb Figures in brackets are the count of actual respondents – some answer text shortened for simplicity

Basic Demographics vs Expected

Q1 - Which of these best describes your membership at Middlesex?	
Full Member (1303)	72%
Country Member (282)	16%
Premier Member (17)	1%
Youth Member (4)	0%
Life Member (205)	11%

Q11 - How old are you?		Census
16 to 44 (165)	9%	45%
45 to 54 (222)	12%	16%
55 to 64 (500)	28%	16%
65 to 74 (628)	35%	12%
75 plus (289)	16%	11%
Prefer not to say (13)	1%	

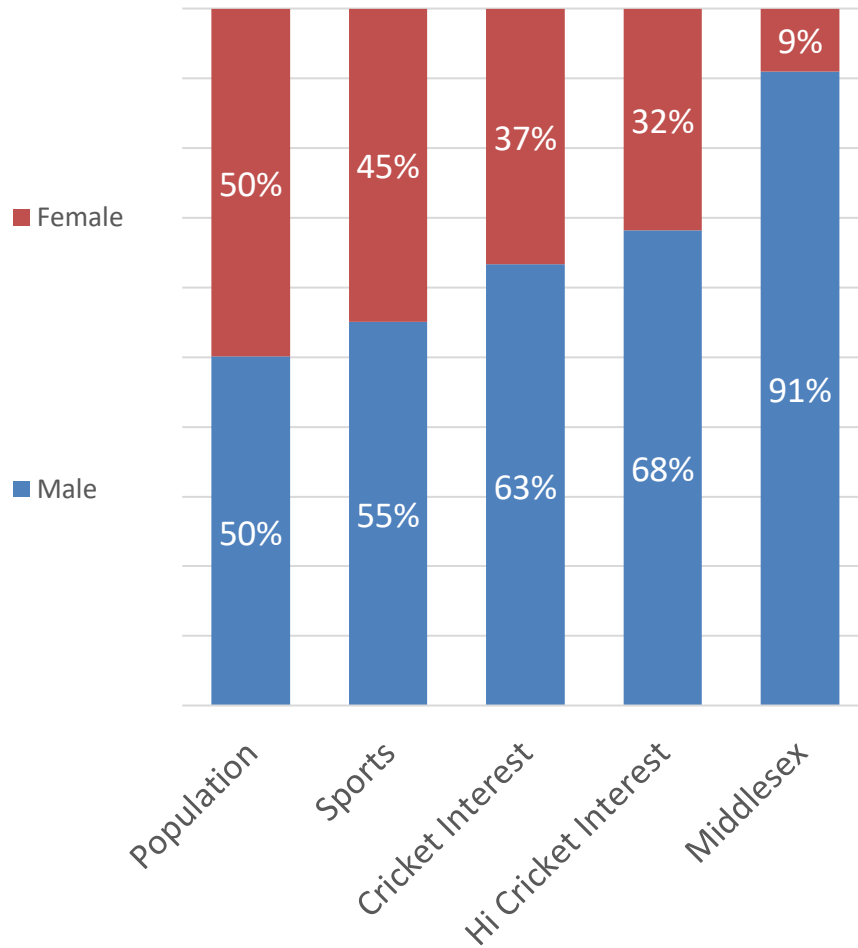
Q12 - What is your ethnic group?		London 2011
Asian or Asian British (42)	2%	18%
Black British etc (6)	0%	13%
Mixed or multiple ethnic (13)	1%	5%
White (1706)	94%	60%
Other ethnic (9)	0%	3%
Prefer not to say (41)	2%	

Q20 - Which best describes you now?		Interest in Cricket
Male (1633)	90%	63%
Female (154)	8%	37%
Non-binary (4)	0%	
In another way (2)	0%	
Prefer not to say (24)	1%	

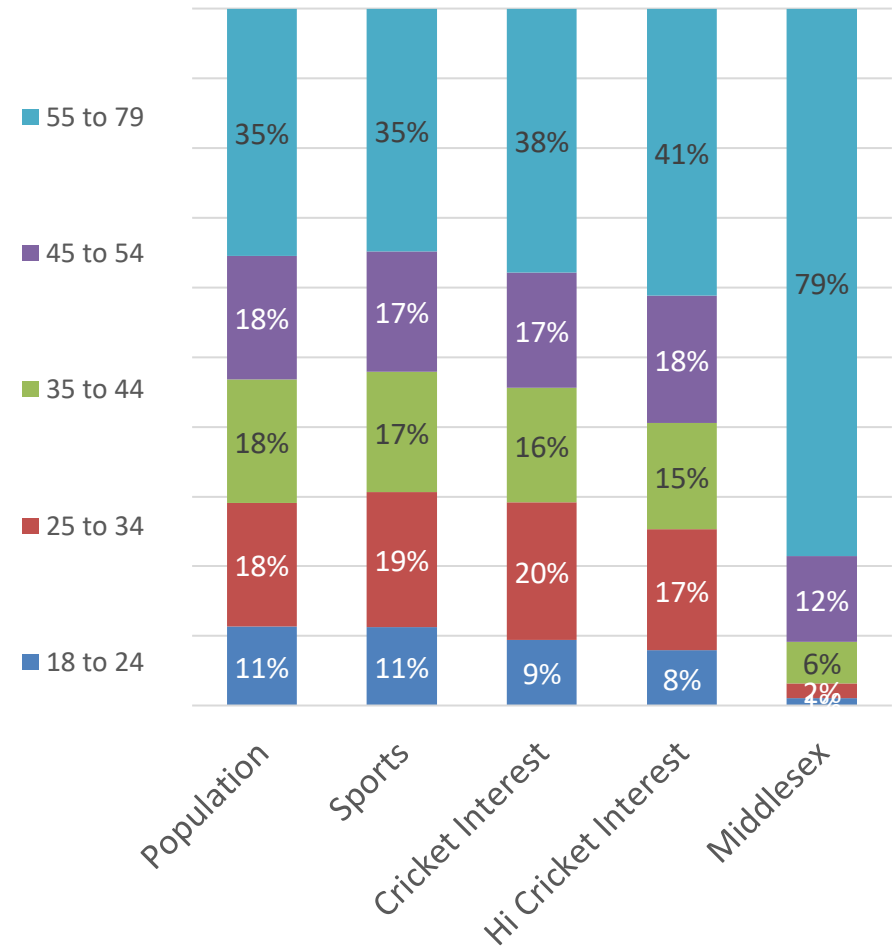
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Age and Gender vs Sports

Gender split (Survey on Sports)



Age split (Survey on Sports)



D&I This survey vs D&I microsite

Q20 - Which of these would best describe you now?

Male	90%
Female	8%
Non-binary	0%
In another way	0%
Prefer not to say	1%

Q11 - How old are you?

24 or Under	1%
25 to 34	2%
35 to 44	6%
45 to 54	12%
55 to 64	28%
65 Plus	51%

Q12 - What is your ethnic group?

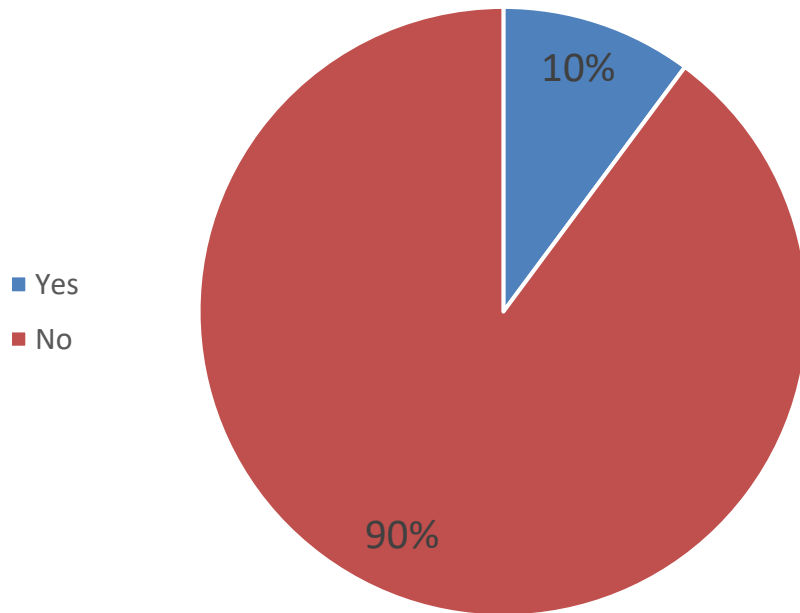
Asian or Asian British (42)	2%
Black British etc (6)	0%
Mixed or multiple ethnic (13)	1%
White (1706)	94%
Other ethnic (9)	0%
Prefer not to say (41)	2%

Q21 - Which of the following options best describes how you think of yourself?

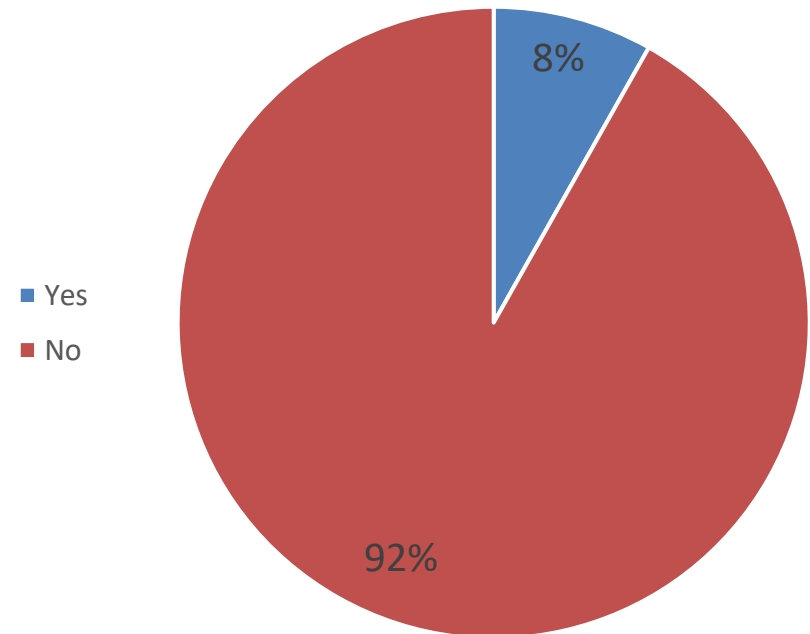
Heterosexual	93%
Gay or Lesbian	1%
Bi	1%
Other	0%
Prefer not to say	5%

Extra membership

Q3a - As well as your own membership - do you pay for any extra members (Partner/Child/etc)?



Q3b - Are you a member of the Seaxe Club?



Basic Demographics 2

Q22 - Are you currently?

Married / Civil partnership (1161)	64%
In a relationship (160)	9%
Single (288)	16%
Divorced (75)	4%
Widow / Widower (83)	5%
Prefer not to say (50)	3%

Q21 - How you think of yourself?

Heterosexual (1681)	93%
Gay or Lesbian (16)	1%
Bi (26)	1%
Other (please specify) (6)	0%
Prefer not to say (88)	5%

Q23 - How many people normally live in your household?

Just me (403)	22%
Two of us (1002)	55%
Three to five (386)	21%
Five or more (26)	1%

Q14 - What is your religion or belief?

No religion (561)	31%
Christian (1012)	56%
Buddhist (4)	0%
Hindu (14)	1%
Jewish (86)	5%
Muslim (10)	1%
Sikh (2)	0%
Agnostic (52)	3%
Prefer not to say (61)	3%
Any other religion (15)	1%

Nb Figures in brackets are the count of actual respondents – some answer text shortened for simplicity

Basic Demographics 3

Q24 - BEFORE the virus - what was your working status?

Self employed/Sole trader (167)	9%
Run own business (110)	6%
Employed by a company (548)	30%
Homemaker (7)	0%
Full time education (13)	1%
Not working (26)	1%
Retired (923)	51%
Prefer not to say (23)	1%

Q24a - As a result of Covid has your job status changed?

No (733)	89%
Yes - now unemployed (38)	5%
I'm on flexi-furlough (17)	2%
Furloughed - expect to be re-employed (16)	2%
Furloughed expect to be made unemployed (6)	1%
Prefer not to answer (15)	2%

Q25 Social Class

A (818)	49%
B (493)	29%
C1 (222)	13%
C2 (53)	3%
D (29)	2%
E (66)	4%

Q26 Household Income

Up to £40k (400)	22%
£40k to £70k (433)	24%
£70k plus (574)	32%
Prefer not to say (410)	23%

Nb Figures in brackets are the count of actual respondents – some answer text shortened for simplicity

Basic Demographics 4

Q15 - Do you have any kind of disability or impairment?

Yes (92)	5%
Yes but minor (209)	12%
No (1489)	82%
Prefer not to say (27)	1%

Q16 - What sort (or sorts) of disability or impairment do you have? Please select all that apply.*

Severe mobility (10)	3%
Some mobility issues (98)	33%
Registered blind ()	0%
Some sight issues (34)	11%
Registered deaf (7)	2%
Some hearing issues (56)	19%
Learning difficulties (5)	2%
Chronic medical condition (88)	29%
Invisible (or hidden) disability (51)	17%
Mental health condition (24)	8%
Prefer not to say (18)	6%
Other (25)	8%

Q17a - At Lords - how good is the experience?

Don't know - too hard to visit (5)	2%
Don't know - have not visited (9)	3%
Very bad ()	0%
Quite bad (8)	3%
A bit variable (39)	13%
Quite good (121)	40%
Very good (119)	40%

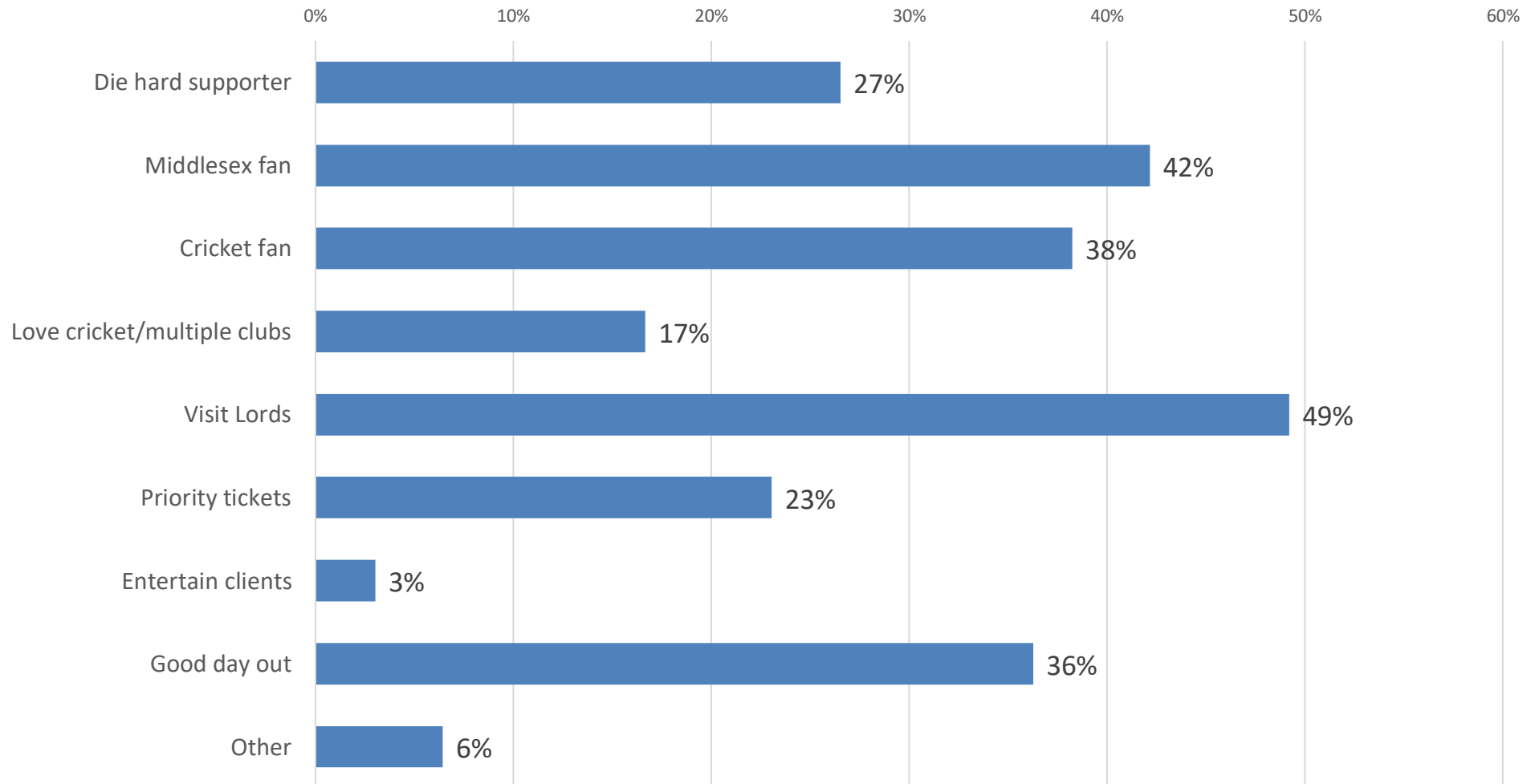
Q17b - At out grounds - how good is the experience?

Don't know - too hard to visit (31)	10%
Don't know - have not visited (88)	29%
Very bad (2)	1%
Quite bad (7)	2%
A bit variable (62)	21%
Quite good (69)	23%
Very good (42)	14%

* Note this is a multi-select question

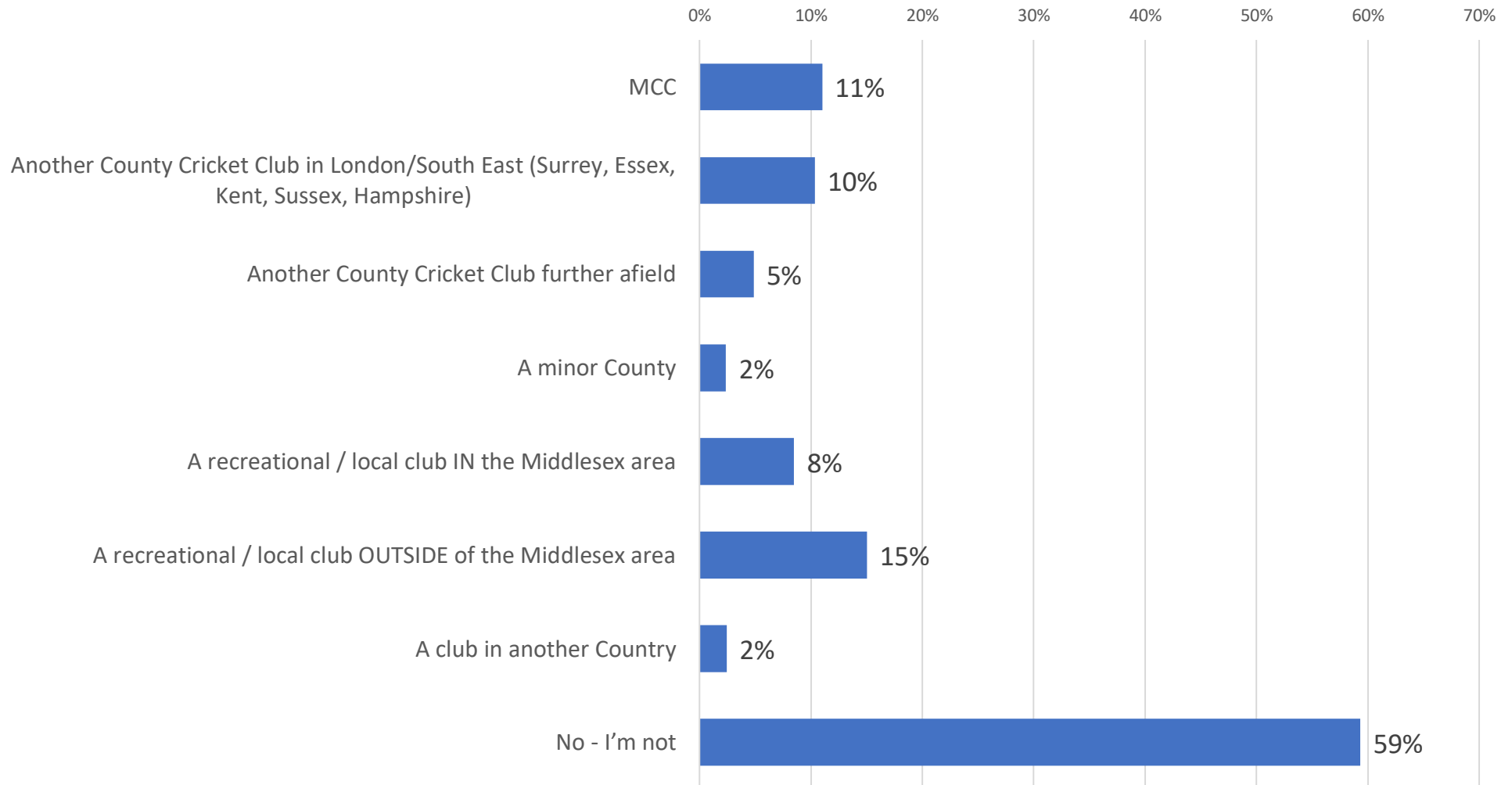
Why member?

Q2b_1 - Why are (or were) you a member at Middlesex? Please select as many as apply.



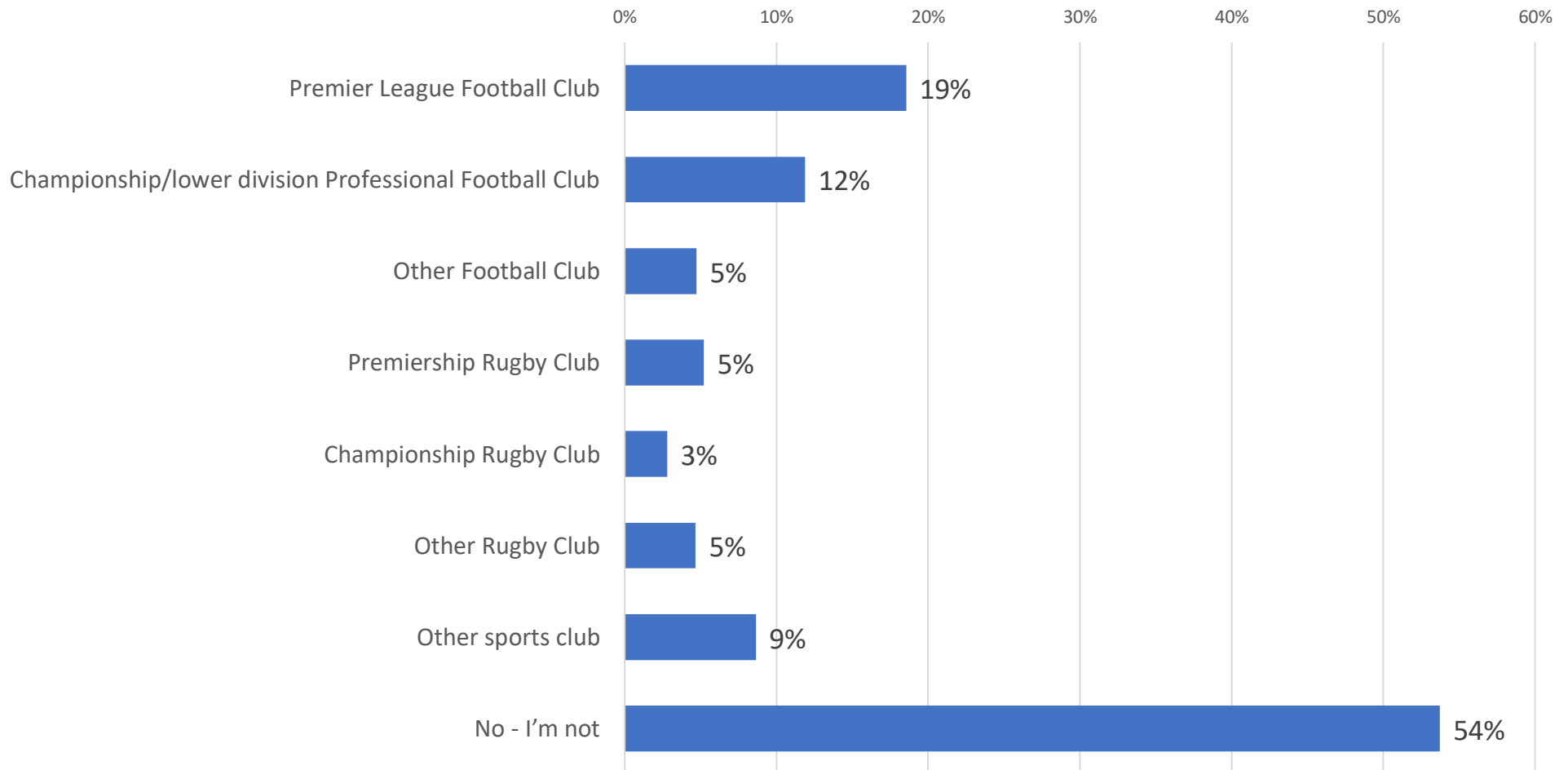
Member elsewhere? Cricket

Q4 - Are you a member of any other Cricket Clubs? Please select as many as apply.



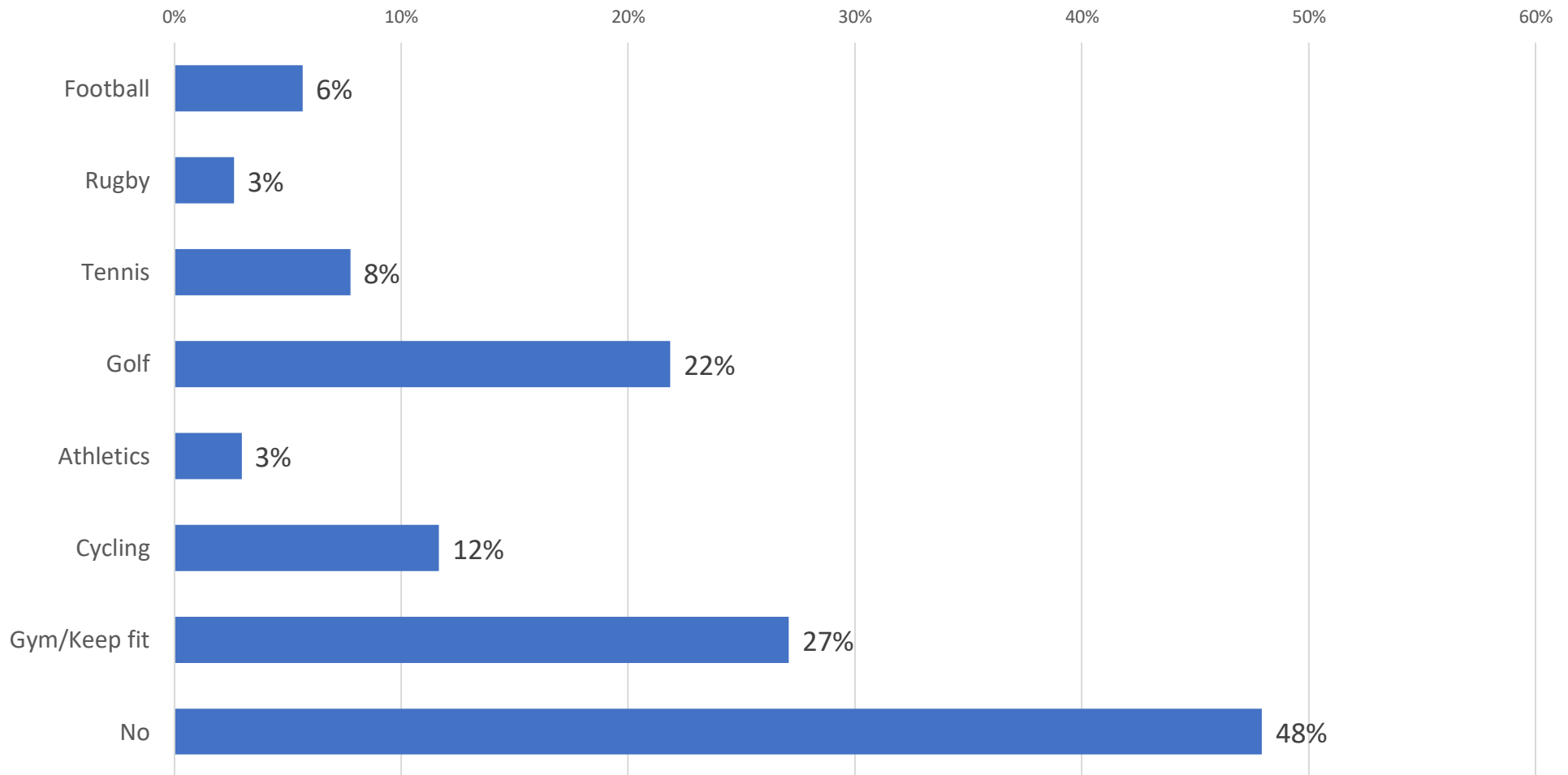
Member elsewhere? Other Sports

Q5 - Are you a member/season ticket holder of any other Sports clubs? Please select as many as apply.



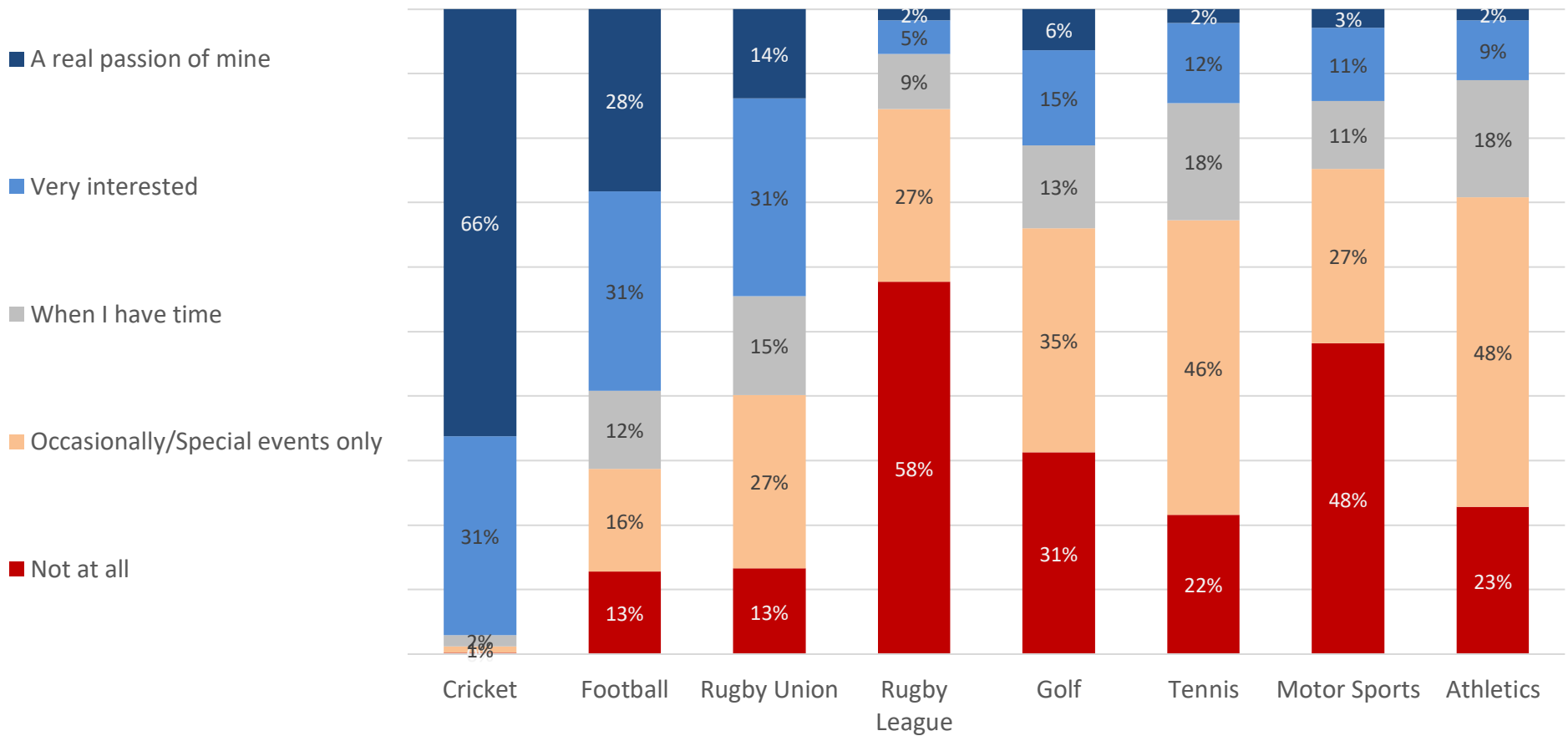
Play Sports?

Q5a - As well as WATCHING other sports do you play any other sports yourself? Please select as many as apply.



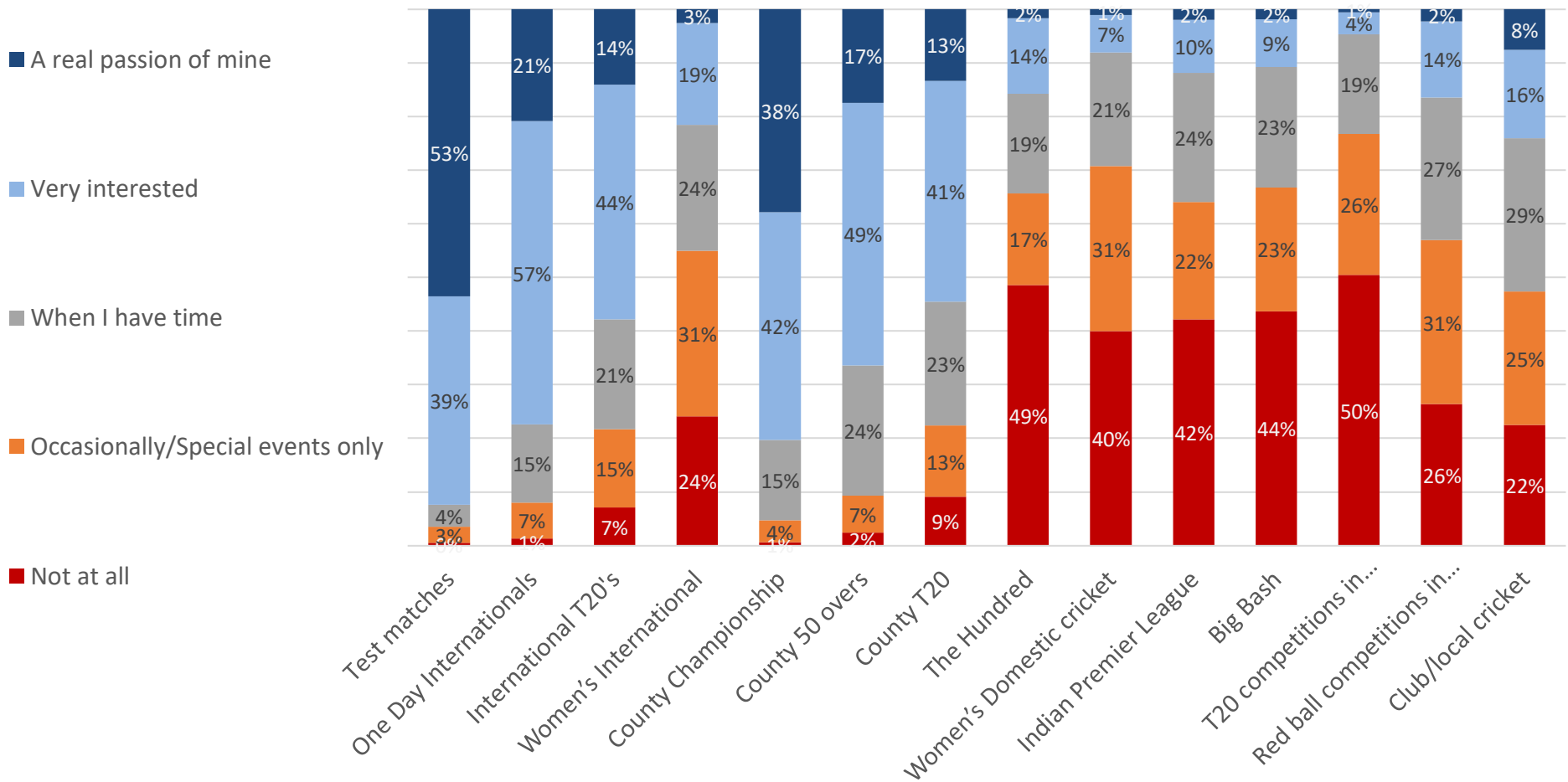
Sports interest?

Q6 - How interested are you in each of these Sports (as a fan not, necessarily, as a player)?



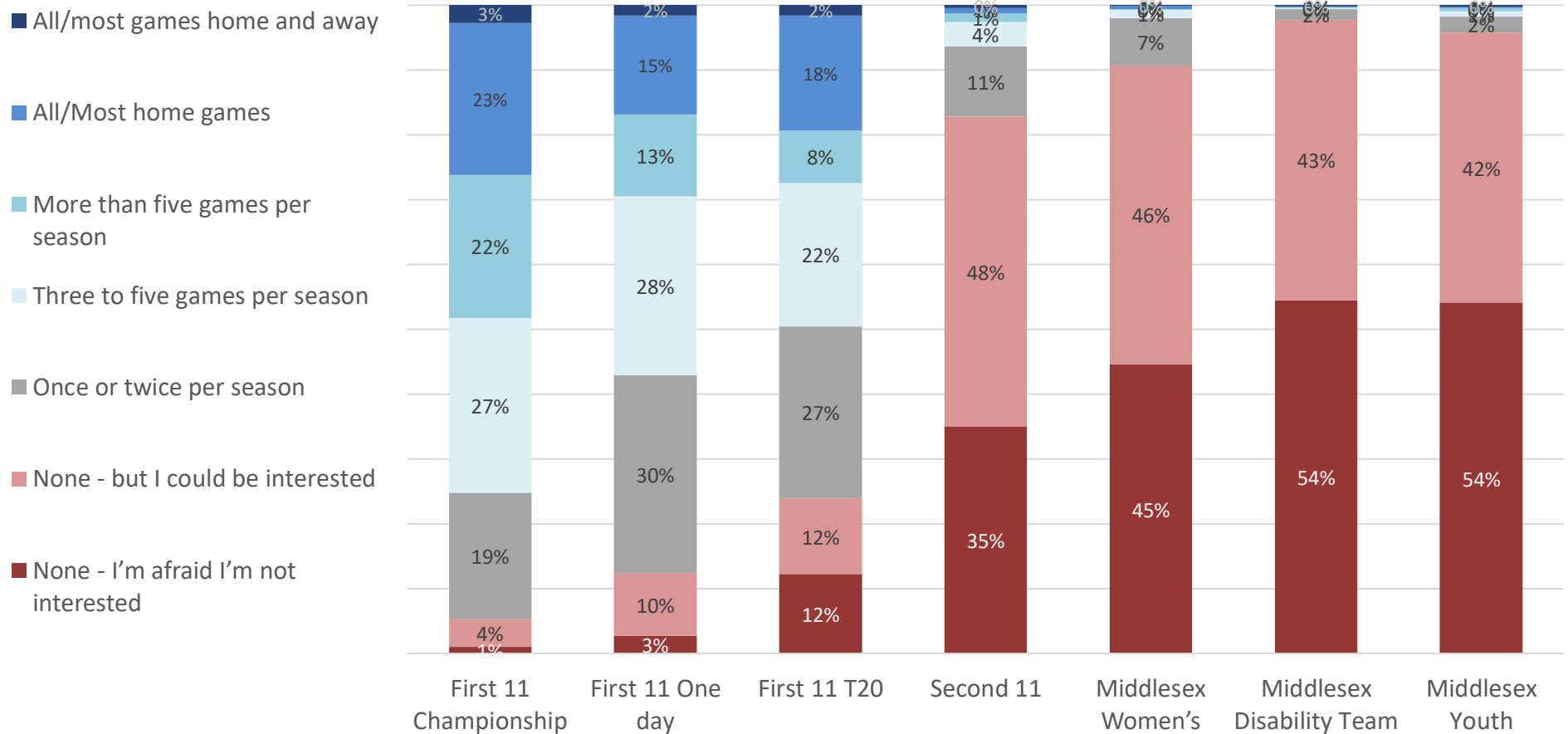
Cricket interest by competition?

Q7 - More specifically - how interested are you in each of these Cricket competitions?

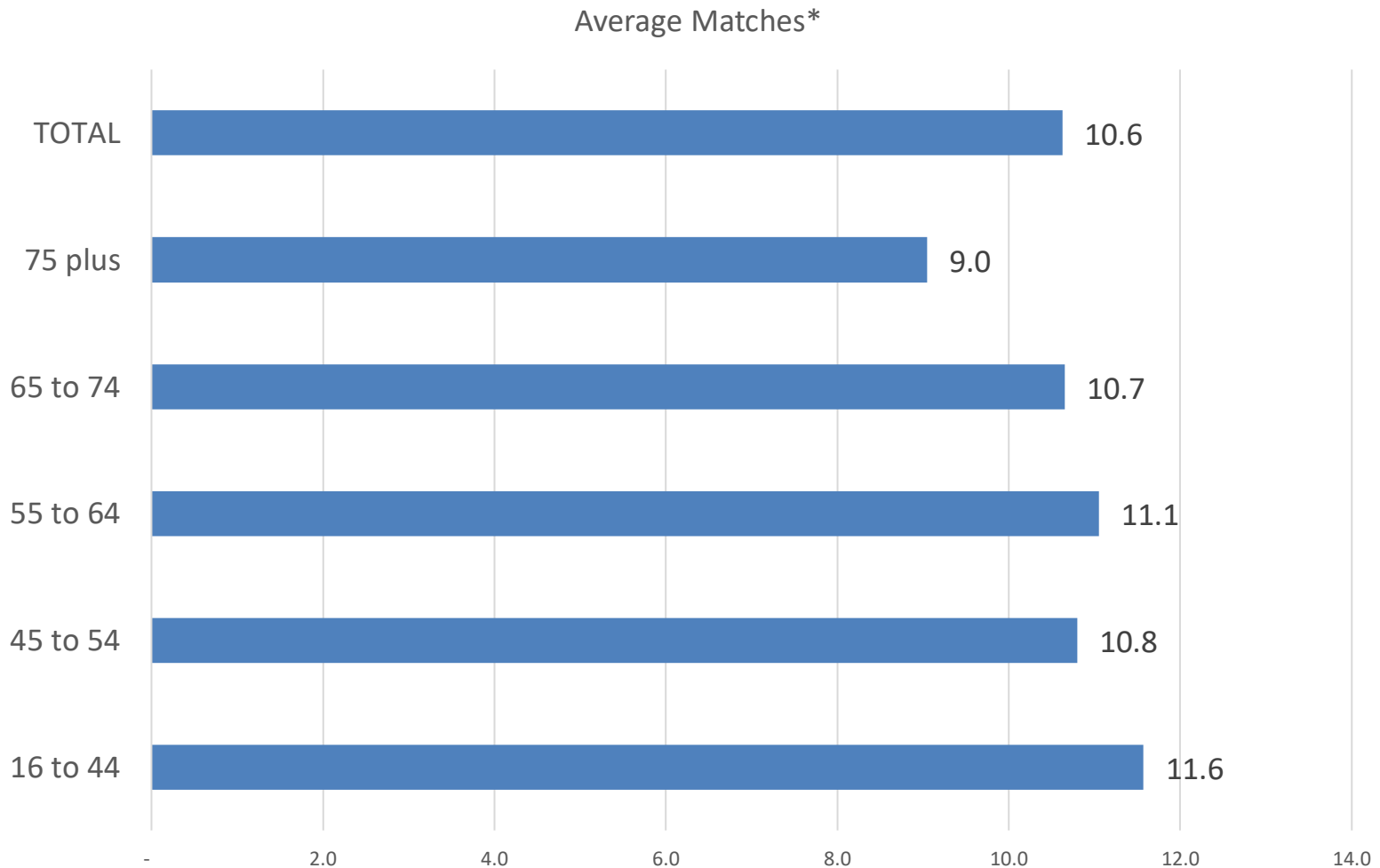


Cricket interest by competition? 2

Q8 - How often (prior to the current Covid crisis) would you have expected to attend each of these Middlesex competitions?



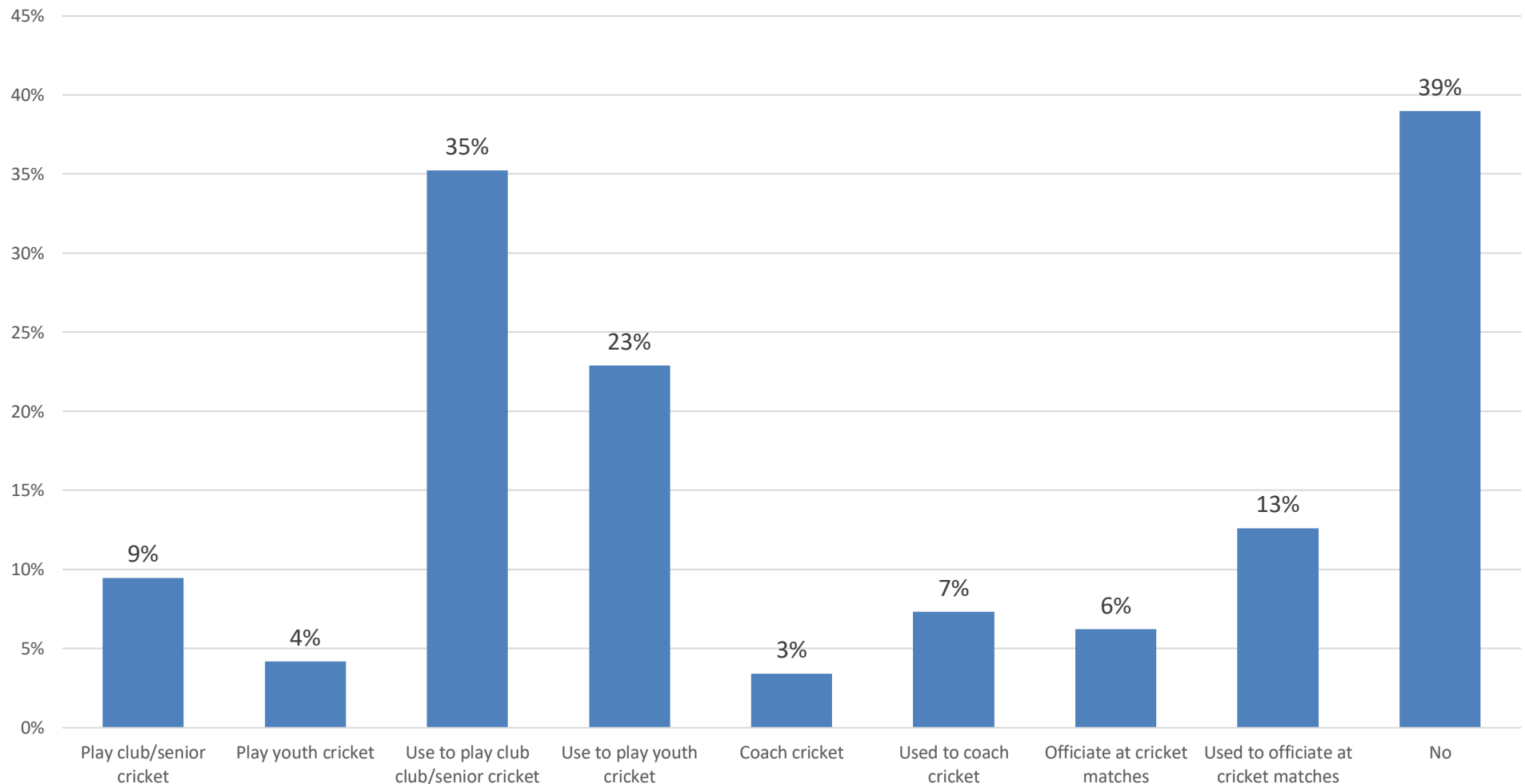
Match attendance?



* Approximations only

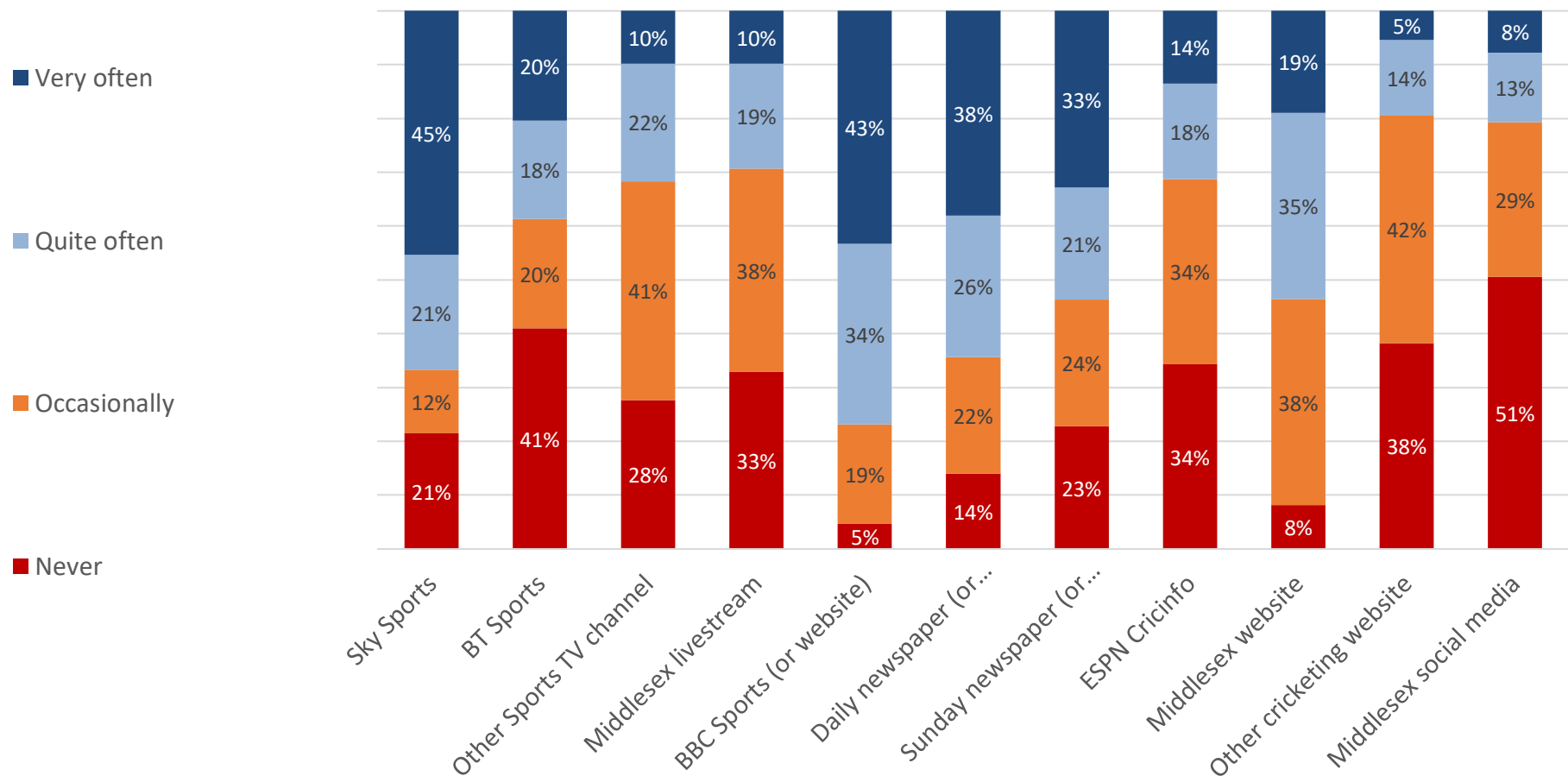
Cricket playing/coaching/etc.

Q9 - As well as watching cricket - do (or did you) play and/or coach cricket and/or officiate at cricket matches? Please select all that apply.



Sources of information

Q10 - Thinking just about cricket - how often you visit/read/watch each of the following to get news/views/coverage about the game?



Future surveys

Q27 - Middlesex would like to do more surveys in the future. What did you think about the length of this survey - should we do shorter surveys more frequently in the future or was this about right, or even too short as you had more to say?

