

Member Survey May 2025 (Final data based on 1,145 surveys)

Greg Ward
14/05/2025



**MIDDLESEX
CRICKET**

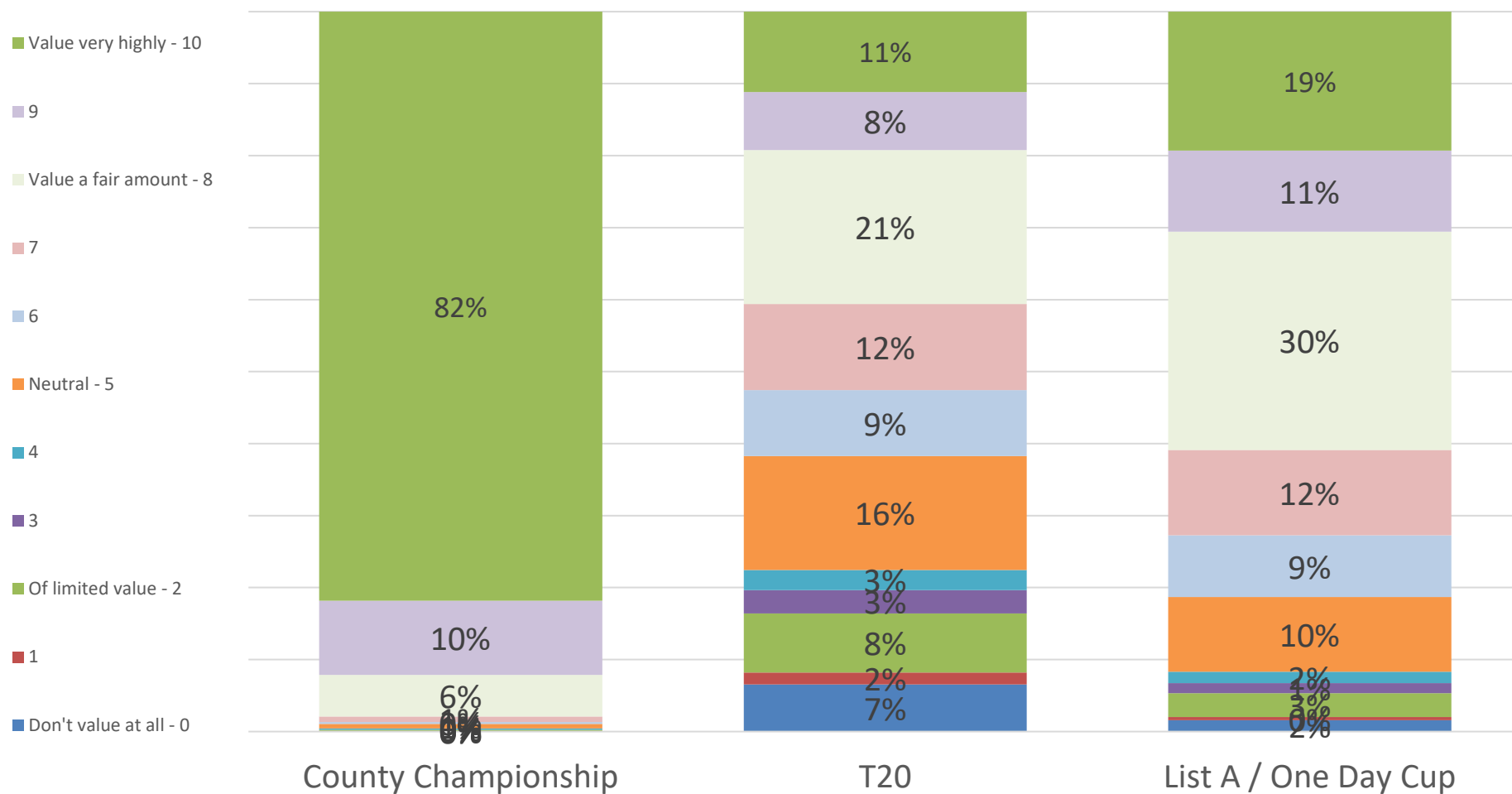
Details of Survey

- Sent to all Members 13th May 2025
 - Reminder sent 20th May 2025
 - Survey closed 3rd June 2025
 - In total we had 1,145 completes compared to 787 in Sept 2024, 861 in June 2024, 1124 in Nov 2023, 982 in May 2023, 1,211 in Nov 2022 and 1,569 in May 2022
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- | | |
|--|--|
| <ul style="list-style-type: none">• Sept 2024 survey<ul style="list-style-type: none">– Sent to all Members 26th Sept 2024– Reminder sent 1st Oct 2024• June 2024 survey<ul style="list-style-type: none">– Sent to all Members 7th June 2024– Reminder sent 17th June 2024• Nov 2023 survey<ul style="list-style-type: none">– Sent to all Members 8th Nov 2023– Reminder sent 15th Nov 2023 | <ul style="list-style-type: none">May 2023 survey<ul style="list-style-type: none">Sent to all Members 12th 2023Reminder sent 22nd May 2023November 2022 survey<ul style="list-style-type: none">Sent to all Members 4th November 2022Reminder sent 7th November 2022May 2022 survey:<ul style="list-style-type: none">Sent to all Members 3rd May 2022Reminder sent 9th May 2022 |
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Special/One-off Questions

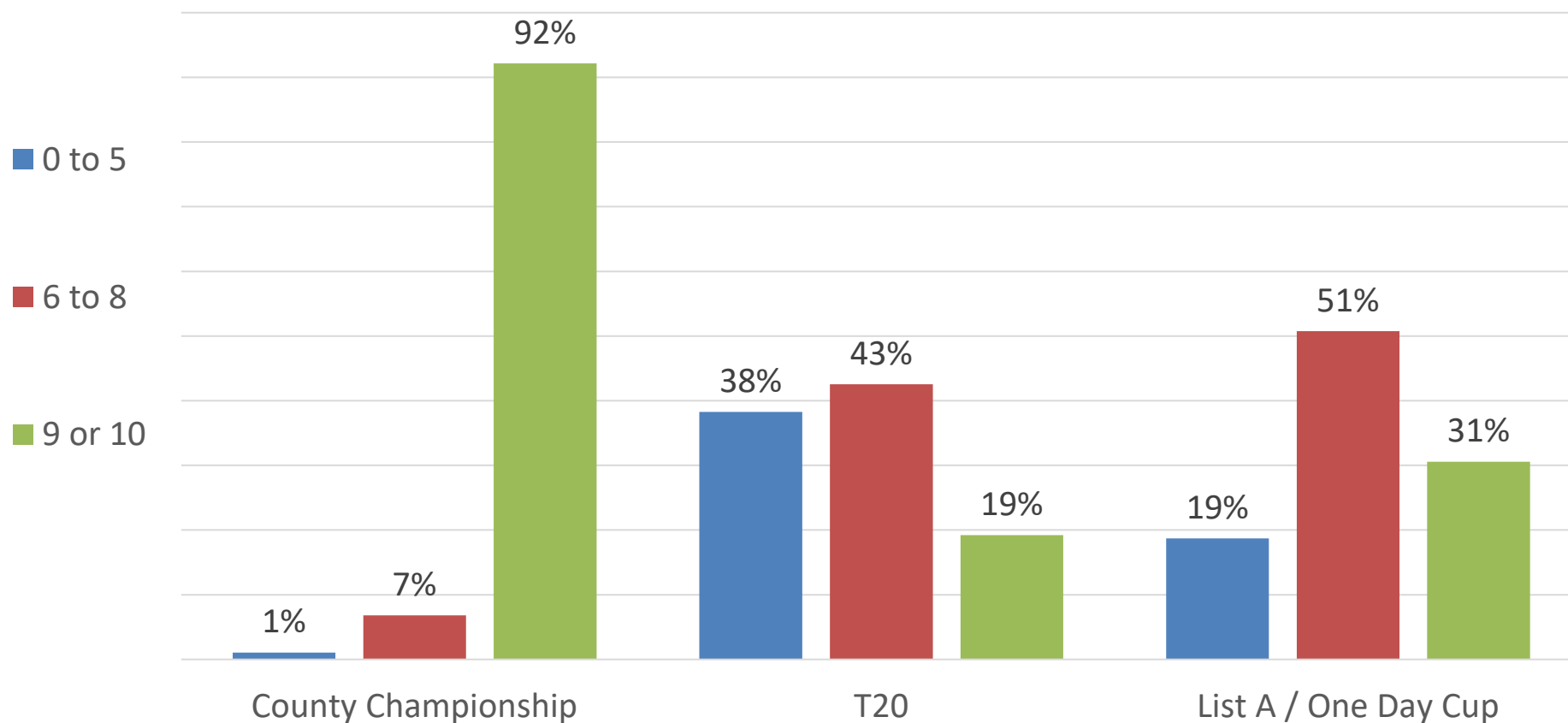
Q1 Format values

How much do you value each of the formats played by Middlesex?



Q1 Format values

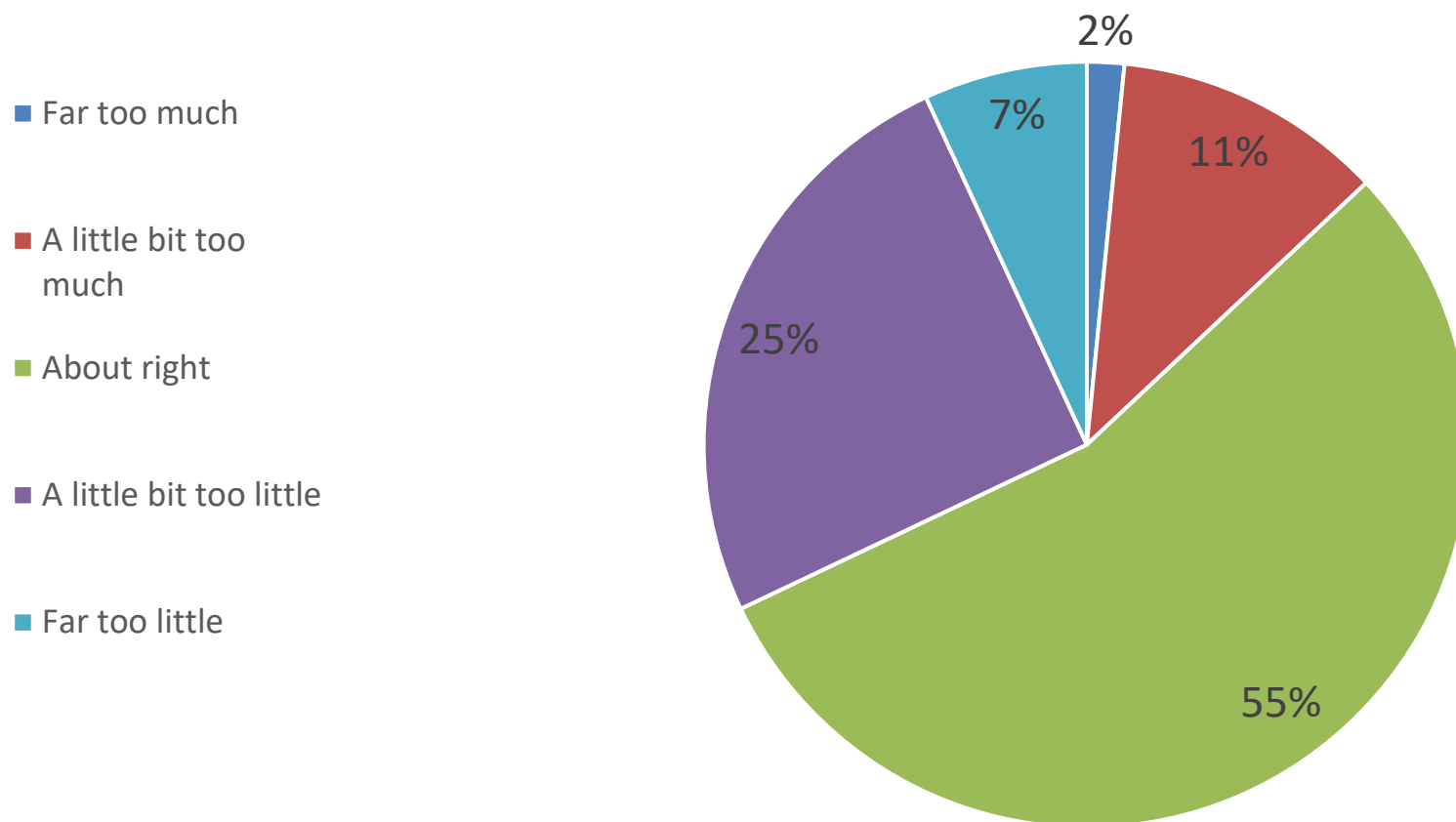
How much do you value each of the formats played by Middlesex?



Where 0 = not valued and 10 = Highly valued

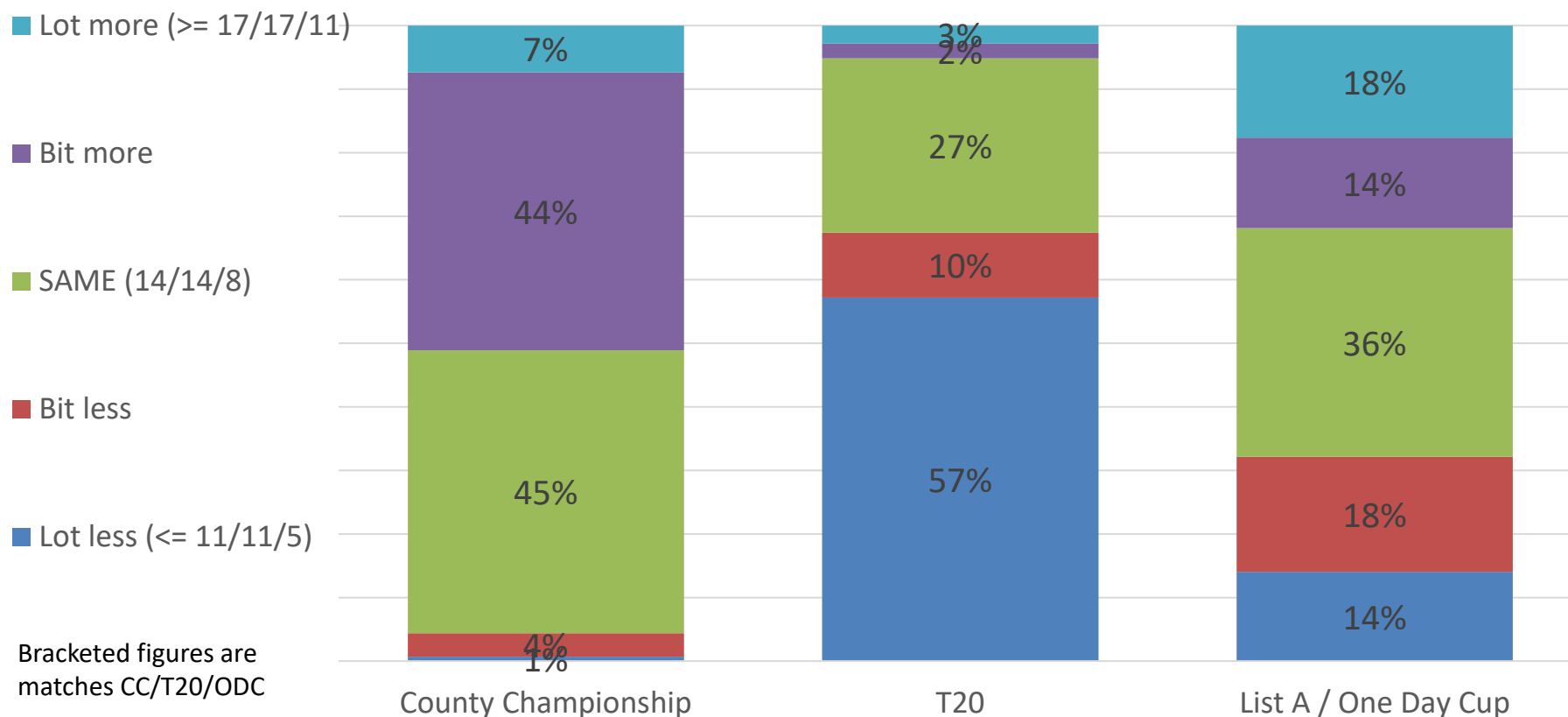
Q2 Current volume of Cricket

We currently play 78 days of cricket (14 Championship, 14 T20 and 8 One Day Cup games) across the 176 days of the Cricket Season. Do you think that's...



Q3 Ideal split by format - 78 Days

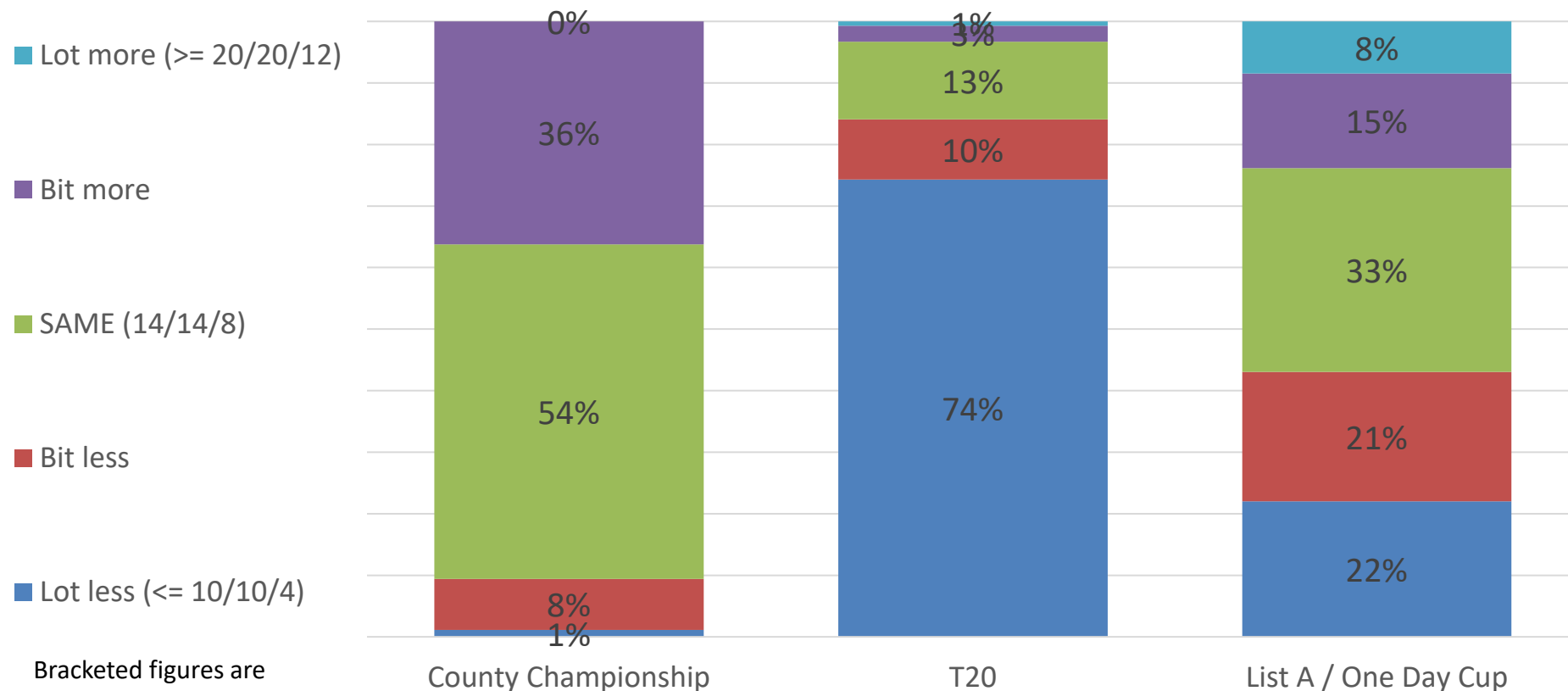
We currently play 78 days of cricket split 14 Championship, 14 T20 and 8 One Day Cup games. But, in an ideal world how would YOU like those same 78 days of play to be split between the formats?



Q3 Ideal split by format

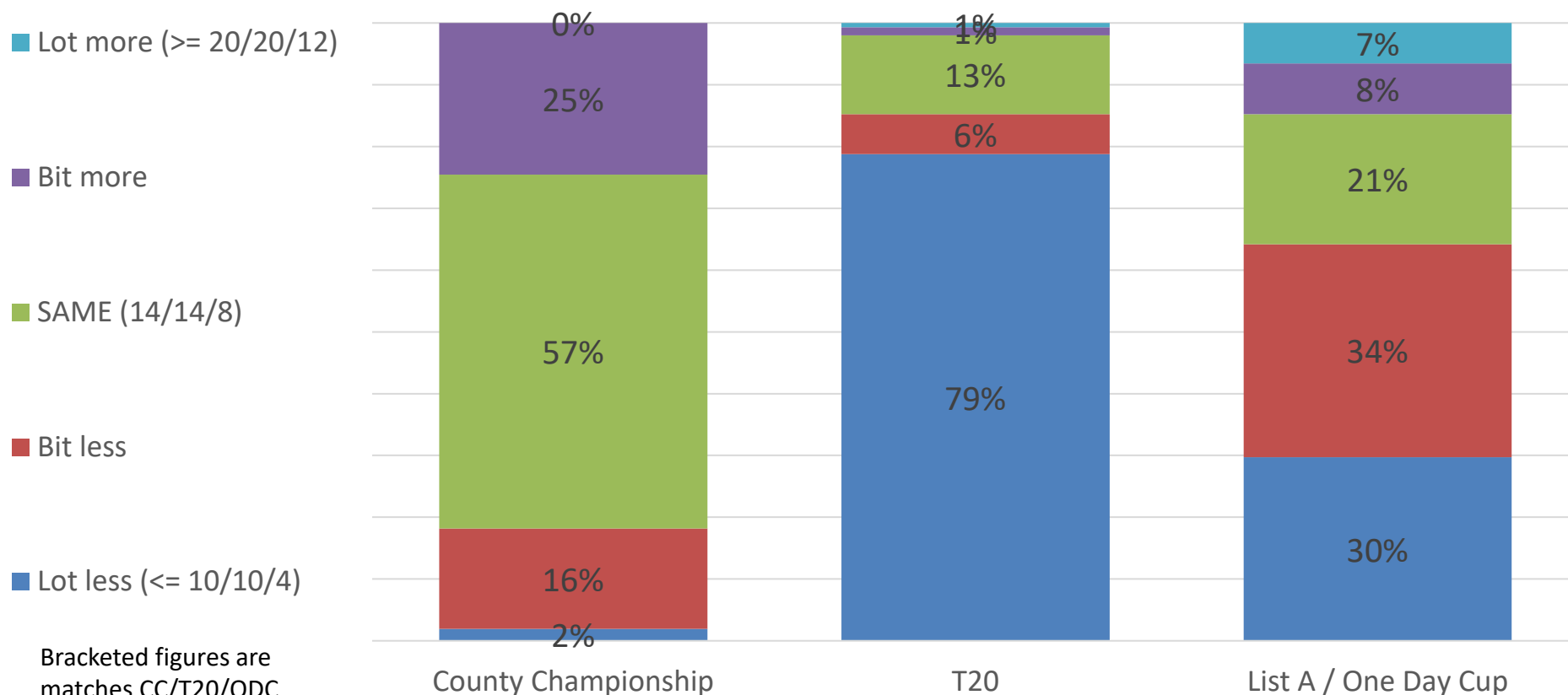
- 74 Days

Next, imagine we could only play 74 days of cricket split across County Championship, T20 and One Day Cup games. How would YOU like those 74 days of play to be split between the formats?



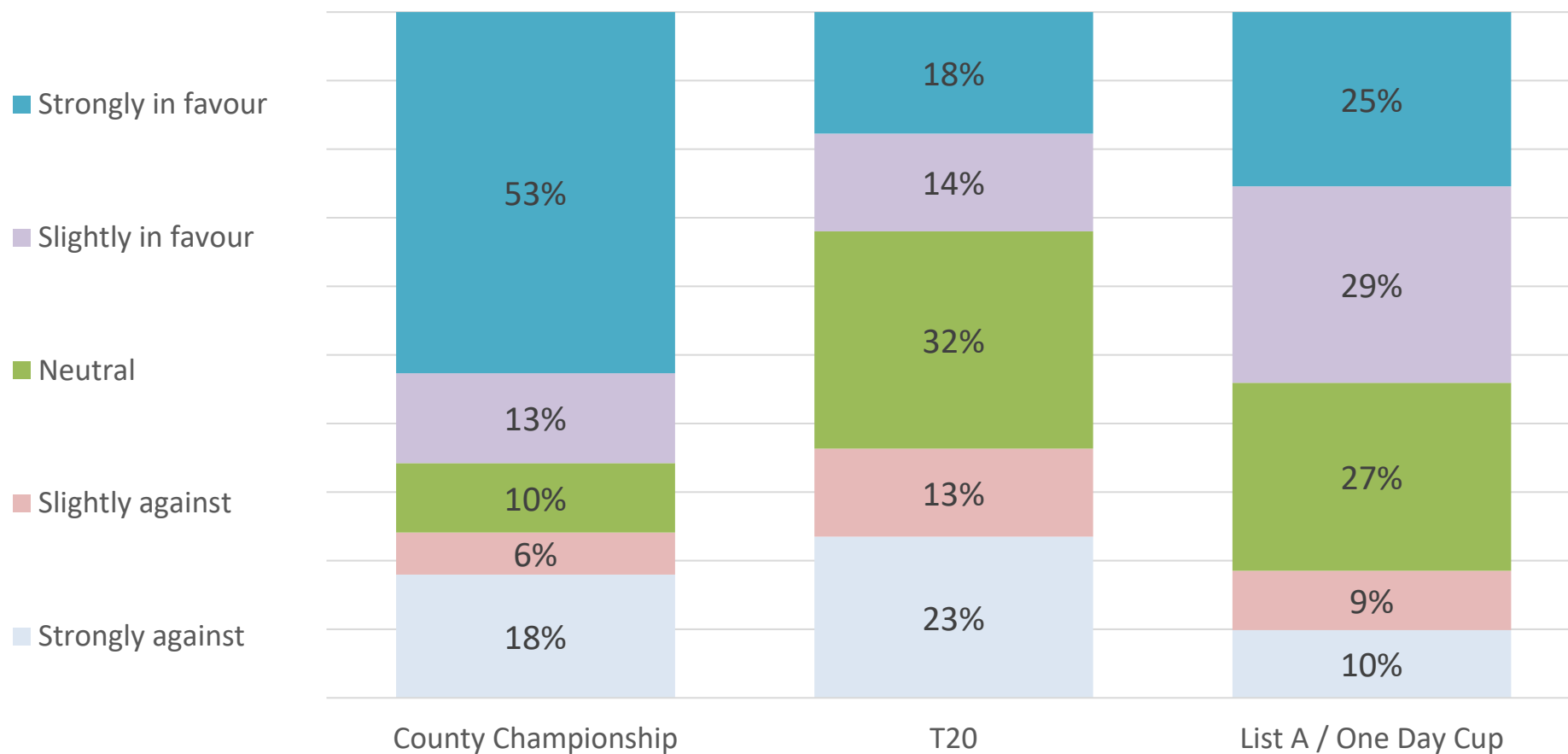
Q3 Ideal split by format - 70 Days

Finally, imagine we could only play 70 days of cricket split across County Championship, T20 and One Day Cup games. How would YOU like those 70 days of play to be split between the formats?



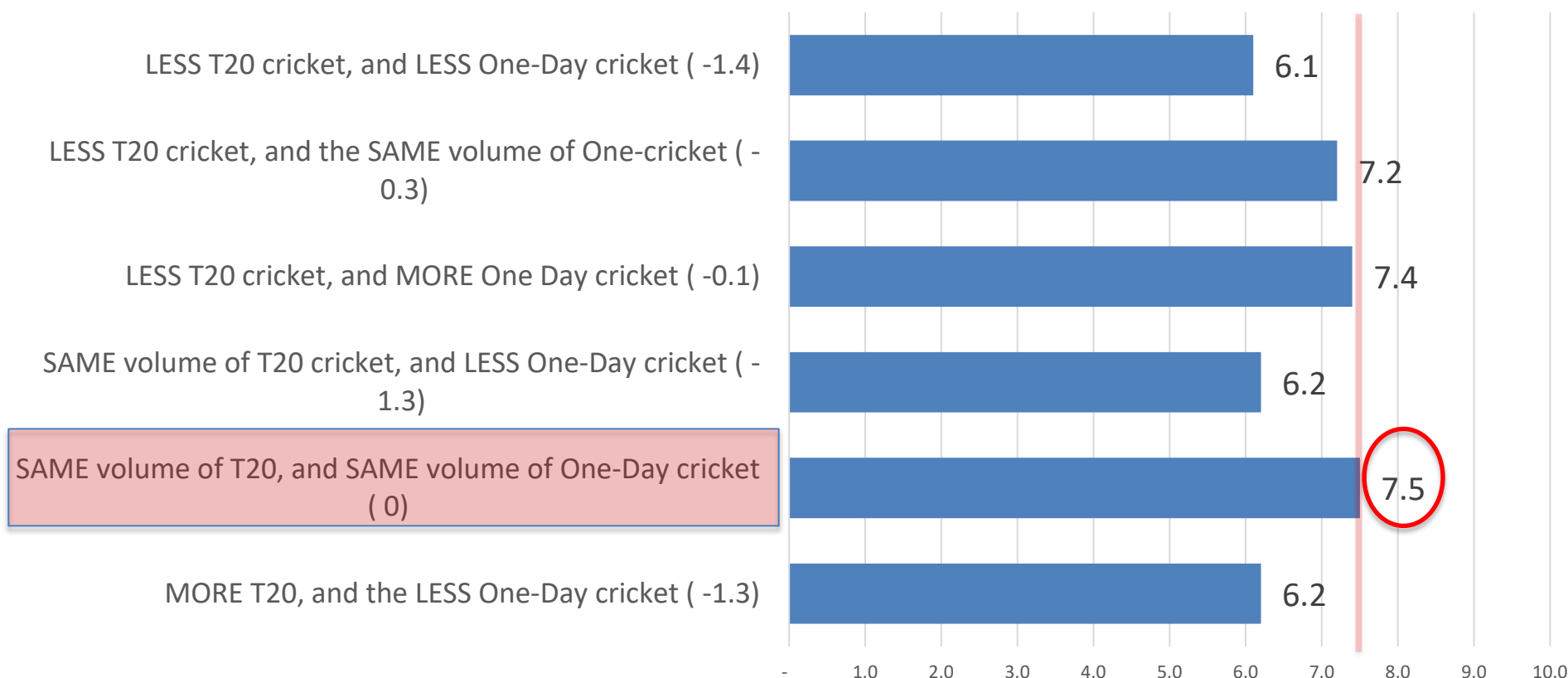
Q4 Played alongside The Hundred

What format should be played by Middlesex alongside the Hundred?



Q5 Impact on Membership renewal (Same volume CC)

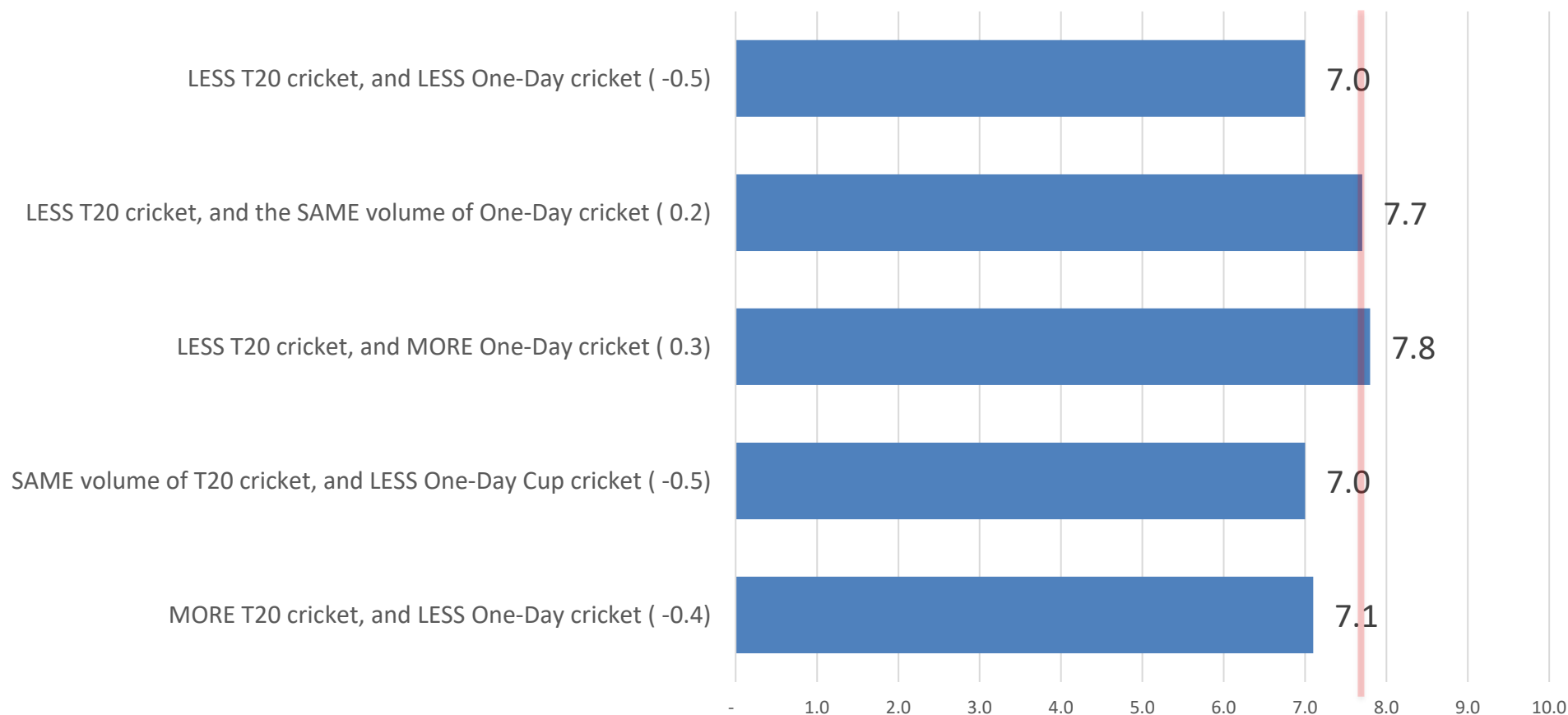
This first set of scenarios is based on the volume of Championship cricket remaining the SAME as this year.



Nb Bracketed number is vs current volume and split by format

Q5 Impact on Membership renewal (MORE CC)

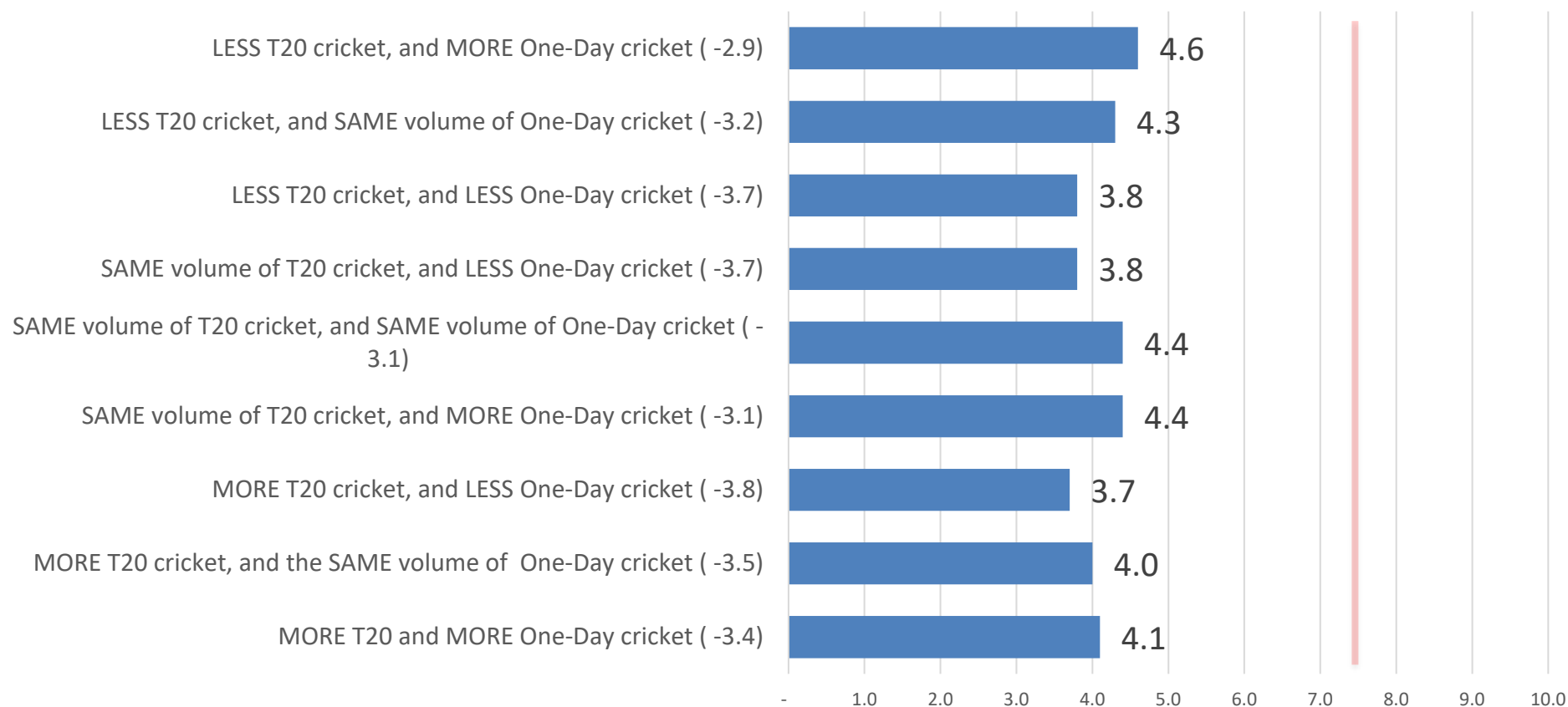
... and then these scenarios all of which involve MORE Championship Cricket?



Nb Bracketed number is vs current volume and split by format

Q5 Impact on Membership renewal (LESS CC)

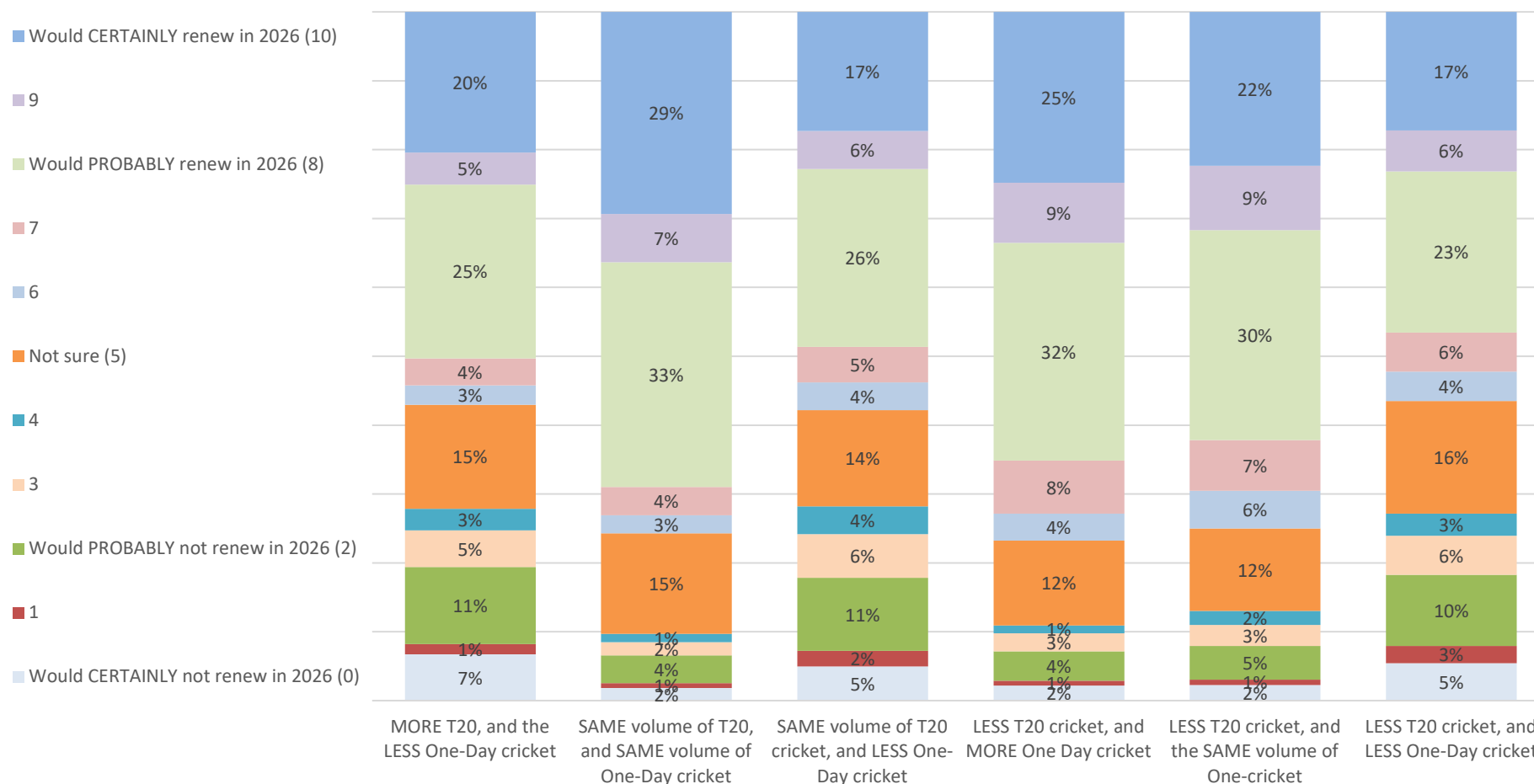
... and then these scenarios all of which involve LESS Championship Cricket?



Nb Bracketed number is vs current volume and split by format

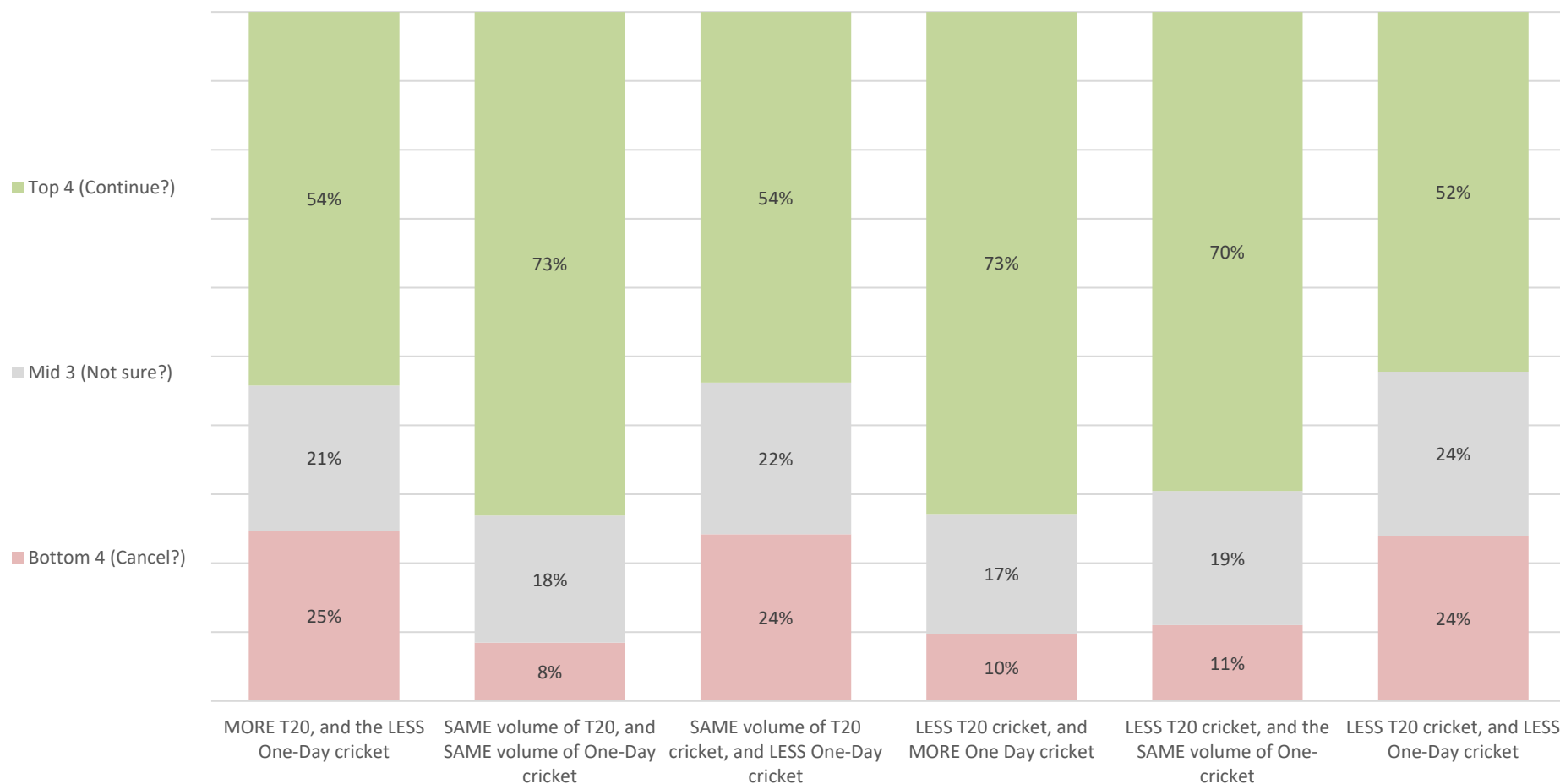
Q5 Impact on renewal (SAME volume of CC)

SAME volume of Championship



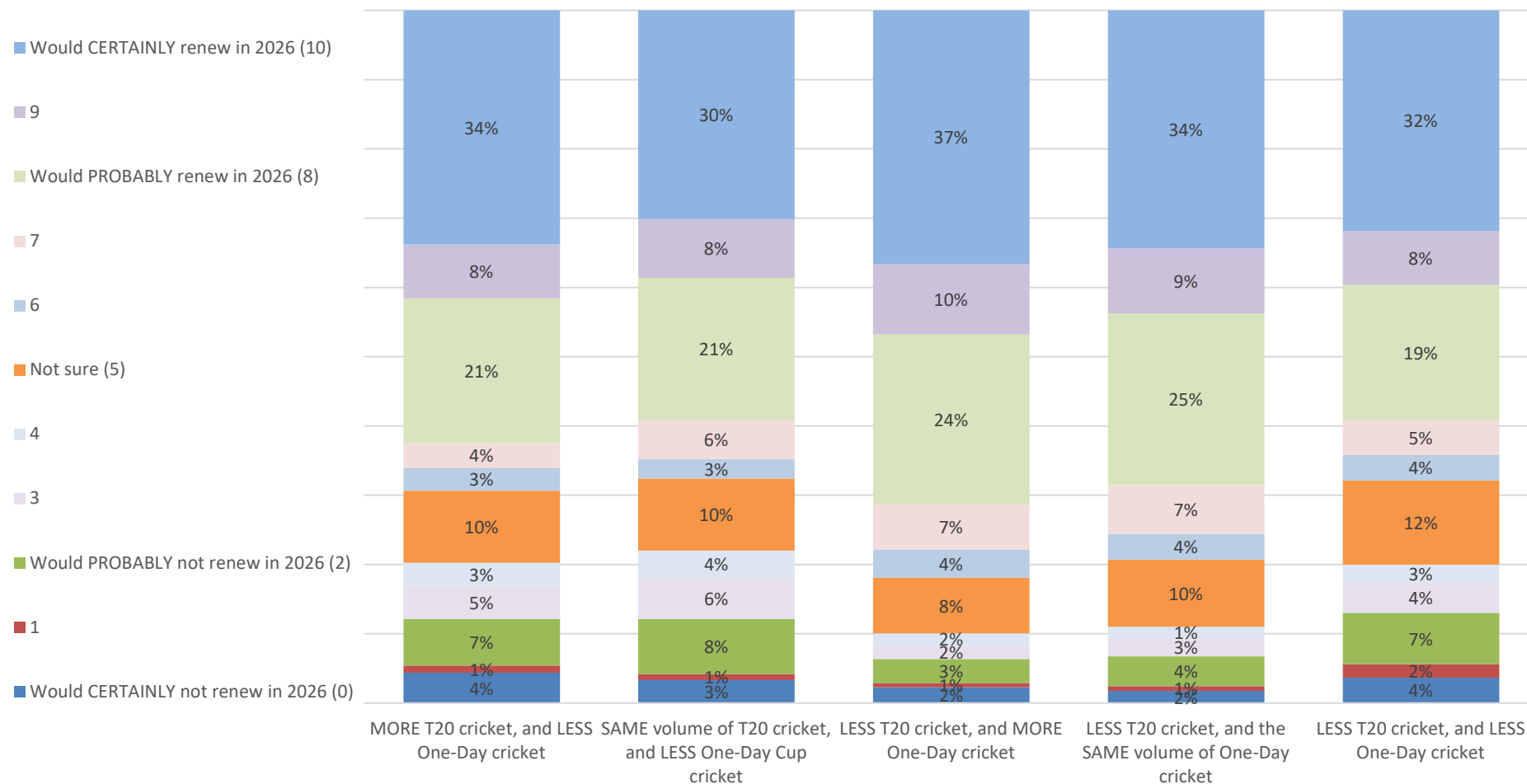
Q5 Impact on renewal (SAME volume of CC)

SAME volume of Championship



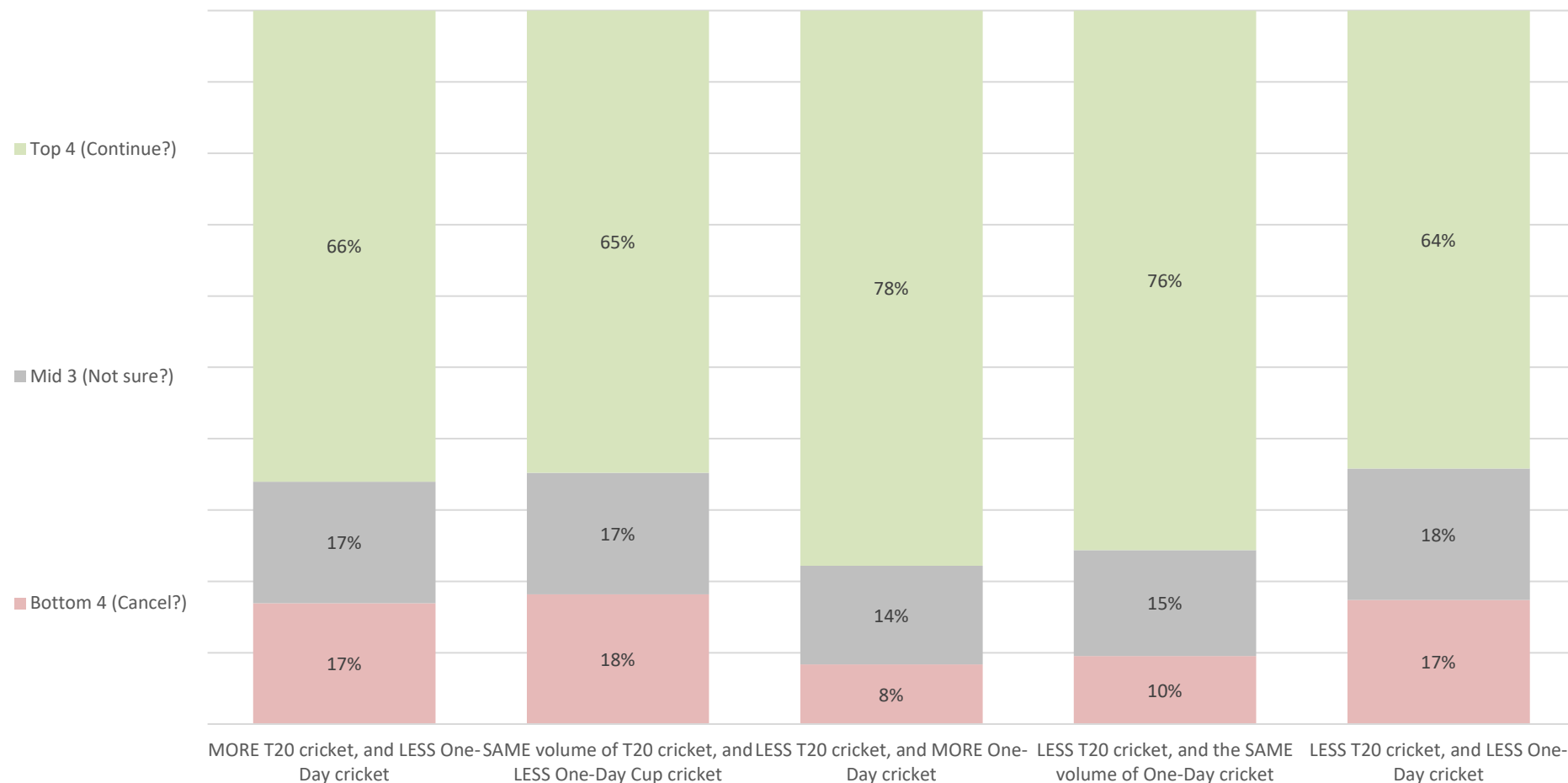
Q5 Impact on renewal (MORE Championship)

MORE Championship Cricket



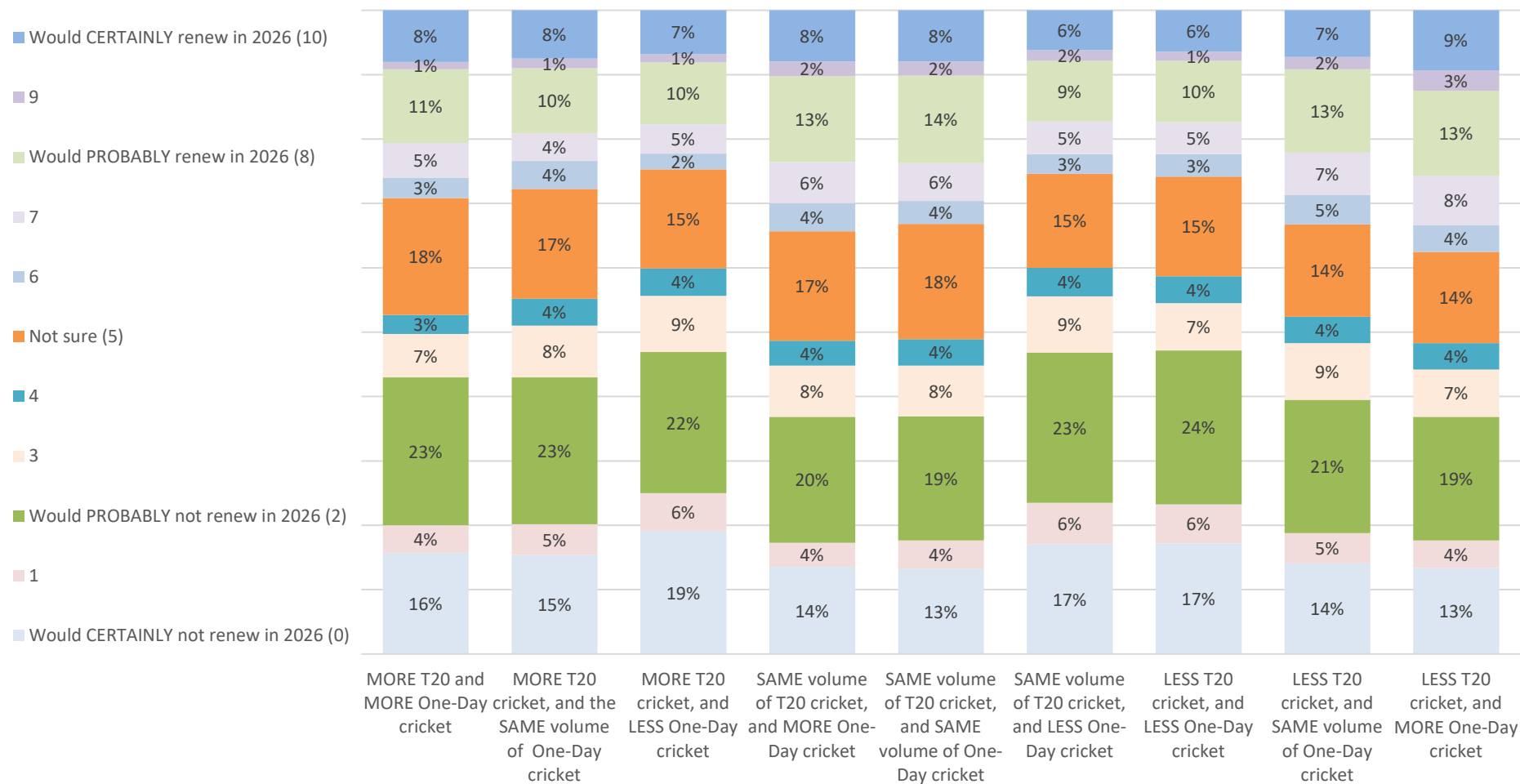
Q5 Impact on renewal (MORE Championship)

MORE Championship Cricket



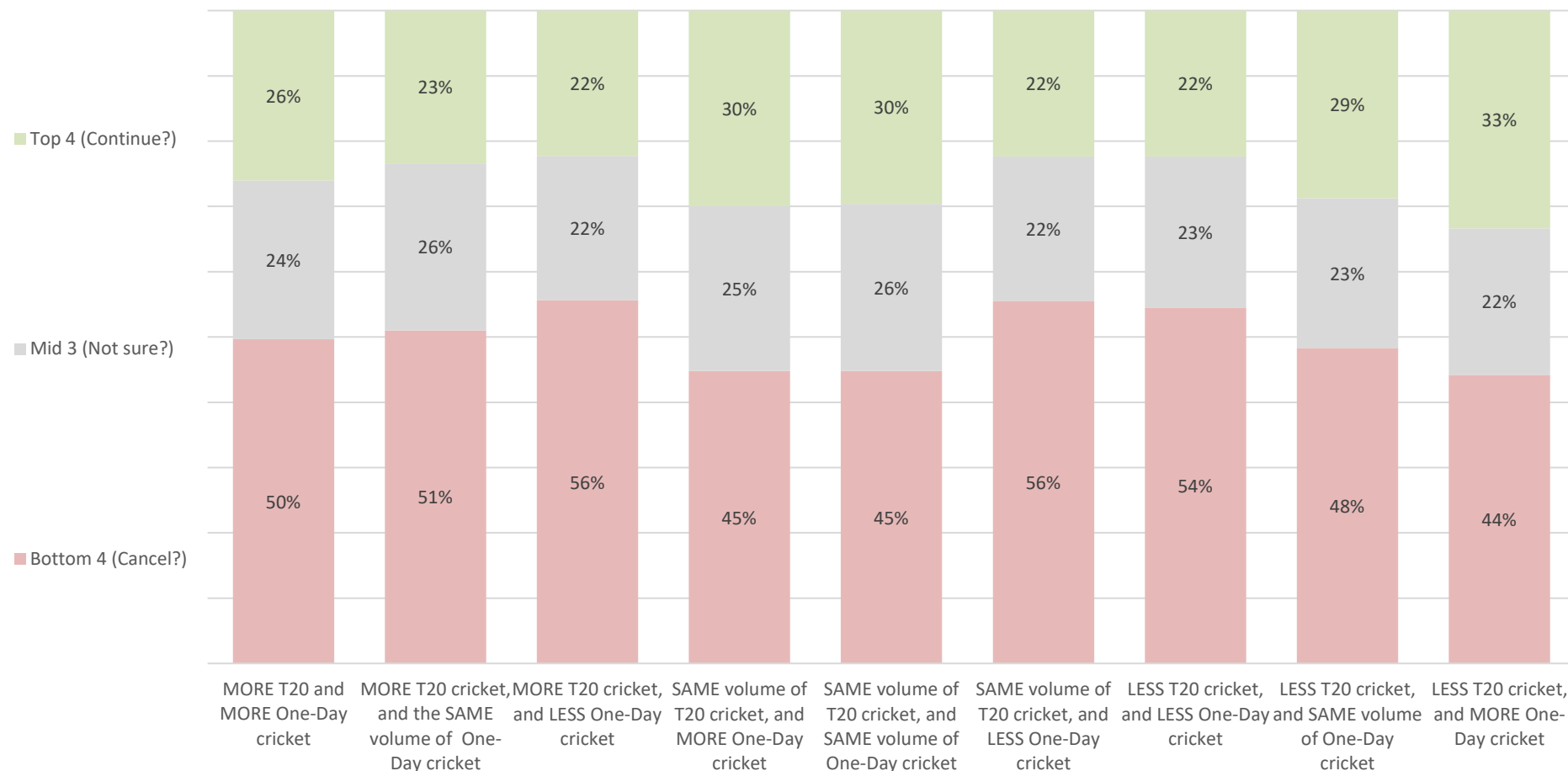
Q5 Impact on renewal (LESS Championship)

LESS Championship Cricket



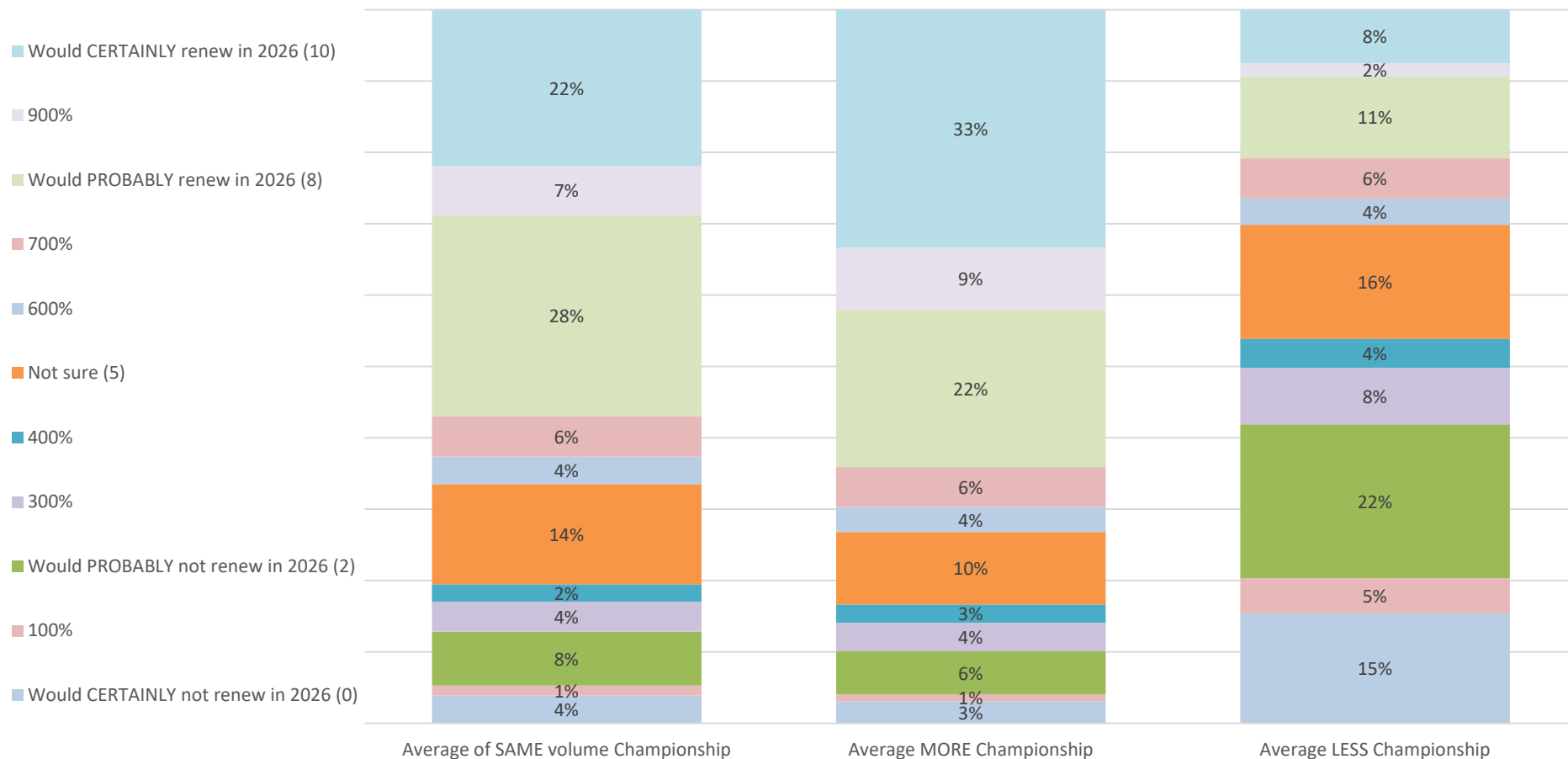
Q5 Impact on renewal (LESS Championship)

LESS Championship Cricket



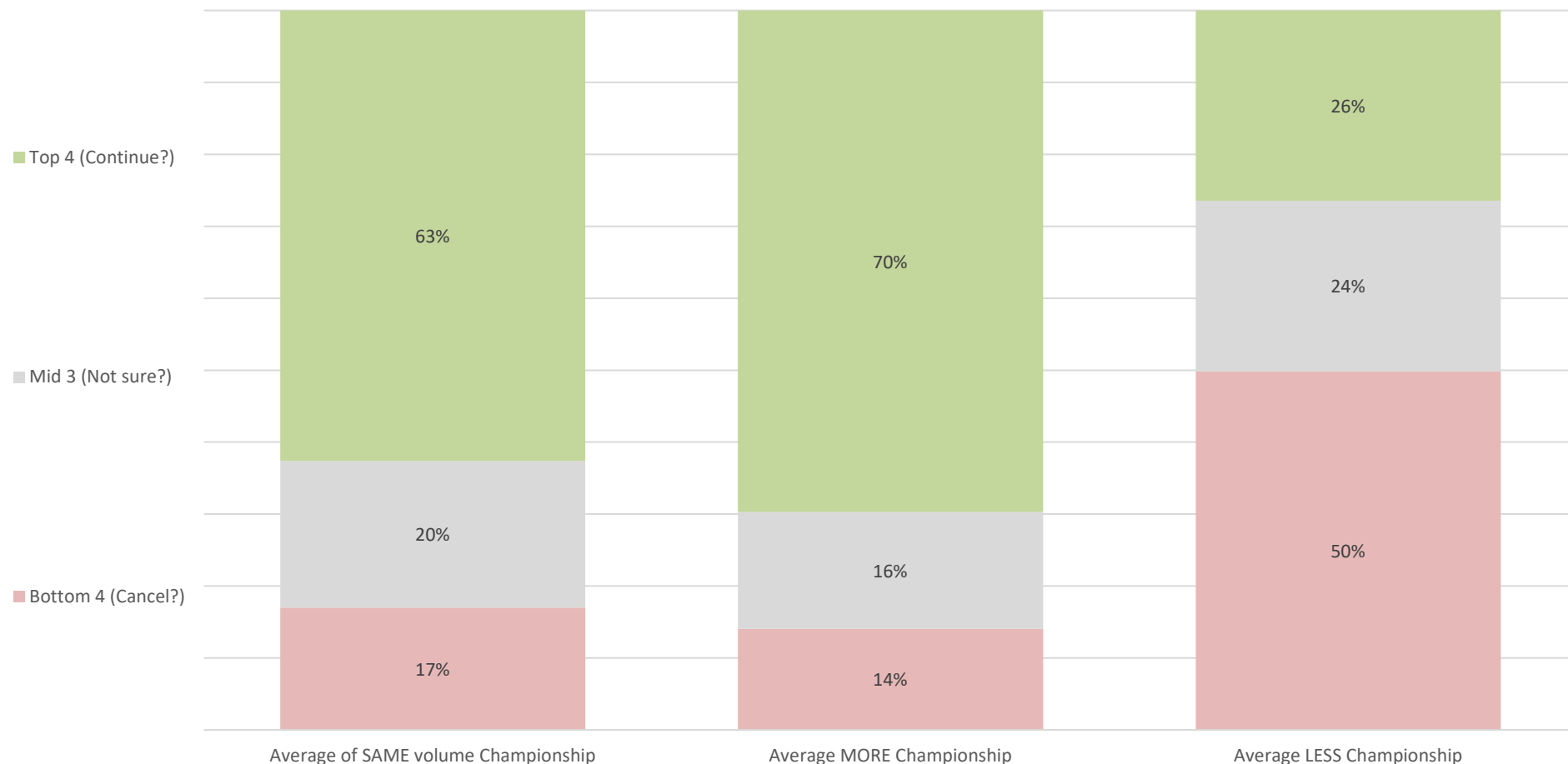
Q5 Impact on renewal (Averages)

Average for Same/More/Less Championship Cricket



Q5 Impact on renewal (Averages)

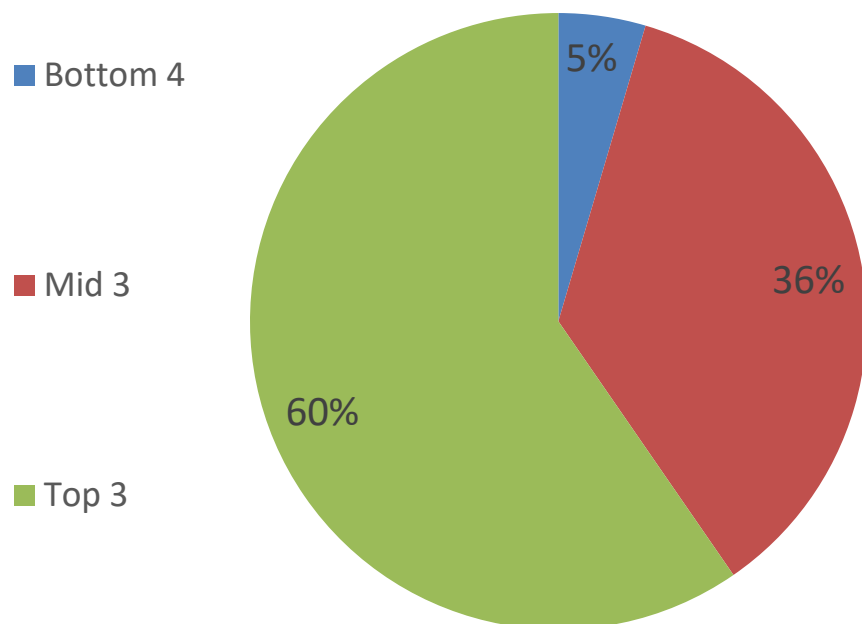
Average for Same/More/Less Championship Cricket



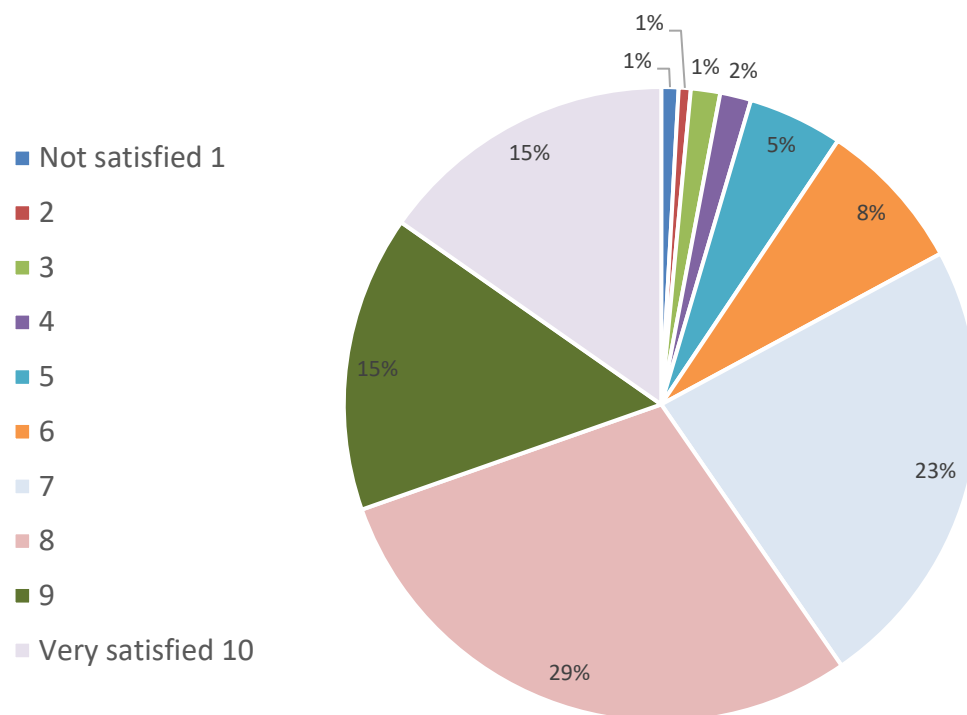
Standard Questions

Q1 Satisfaction

Q1 - How satisfied are you overall with your Middlesex membership?



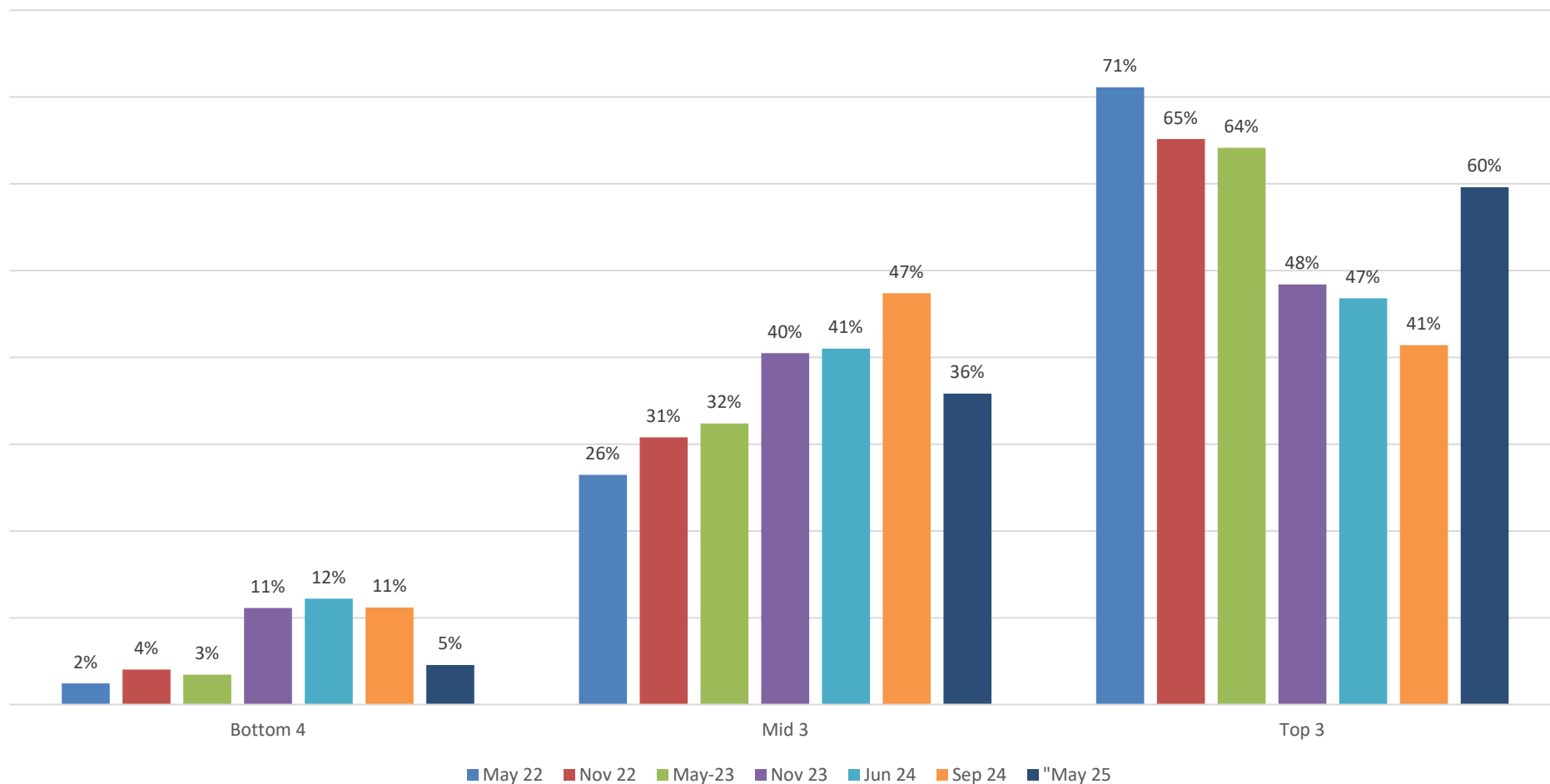
Q1 - How satisfied are you overall with your Middlesex membership?



Q1 Satisfaction

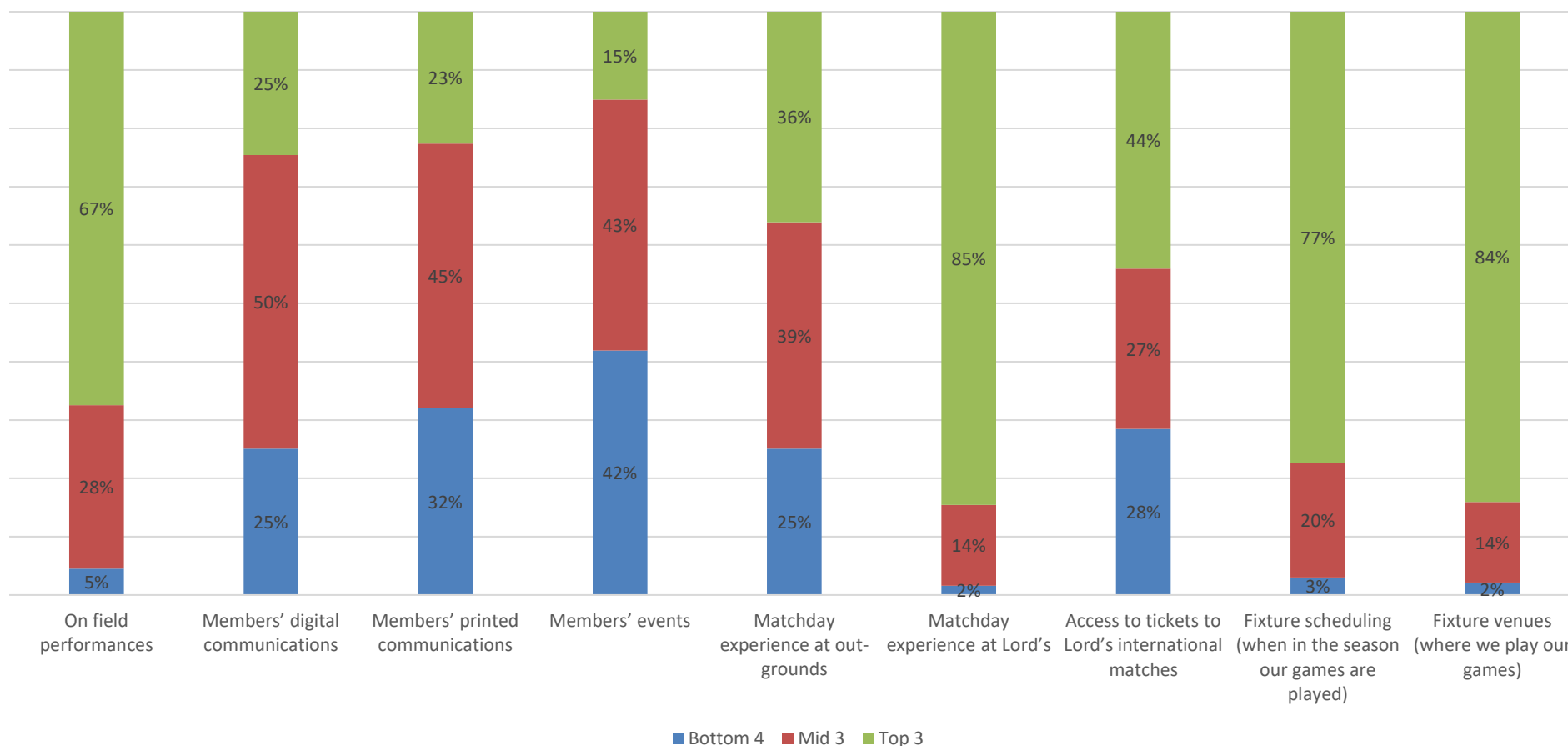
Comparison with previous surveys

Overall Satisfaction



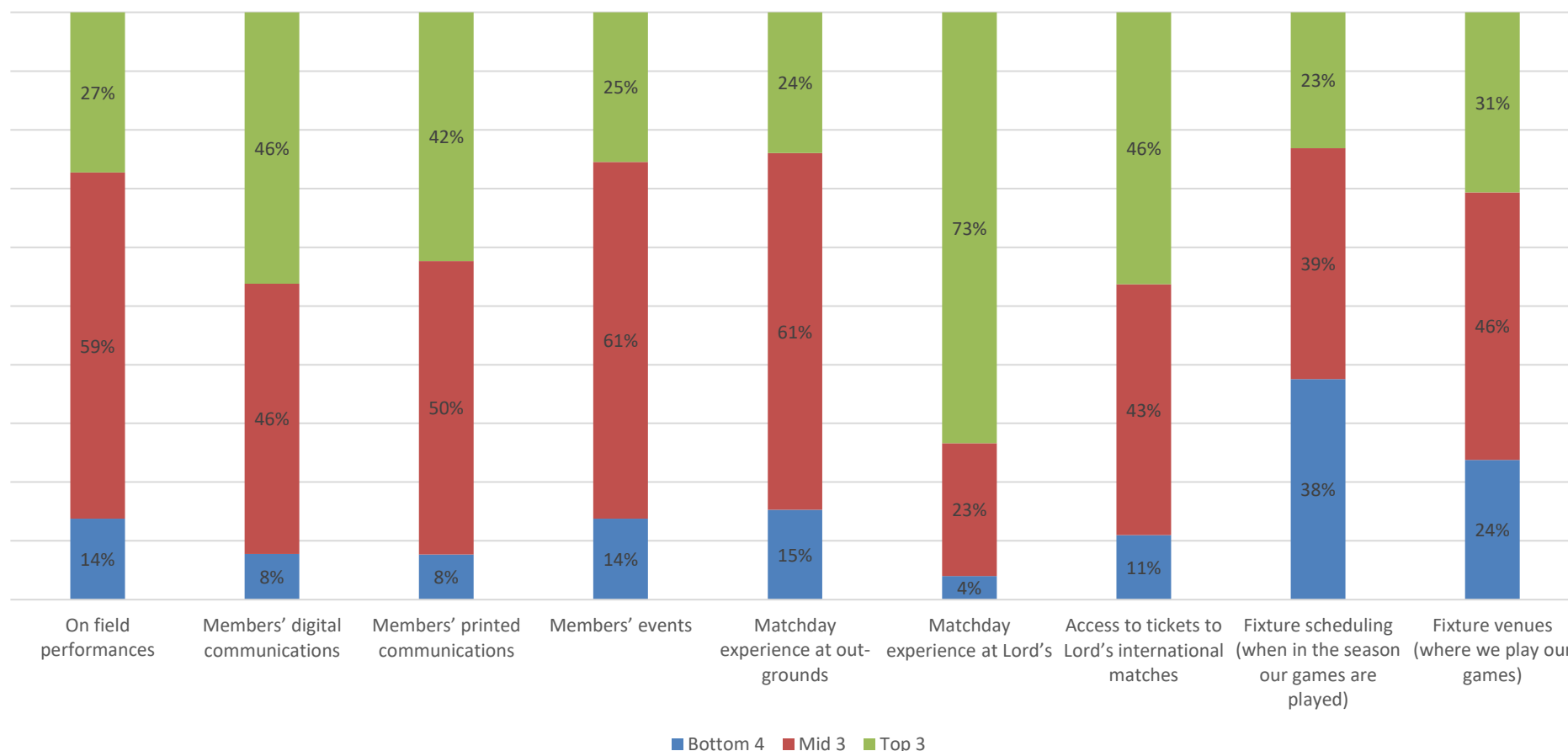
Q2 Factor Importance

Q2 - When measuring your satisfaction, how important are the following factors to you?



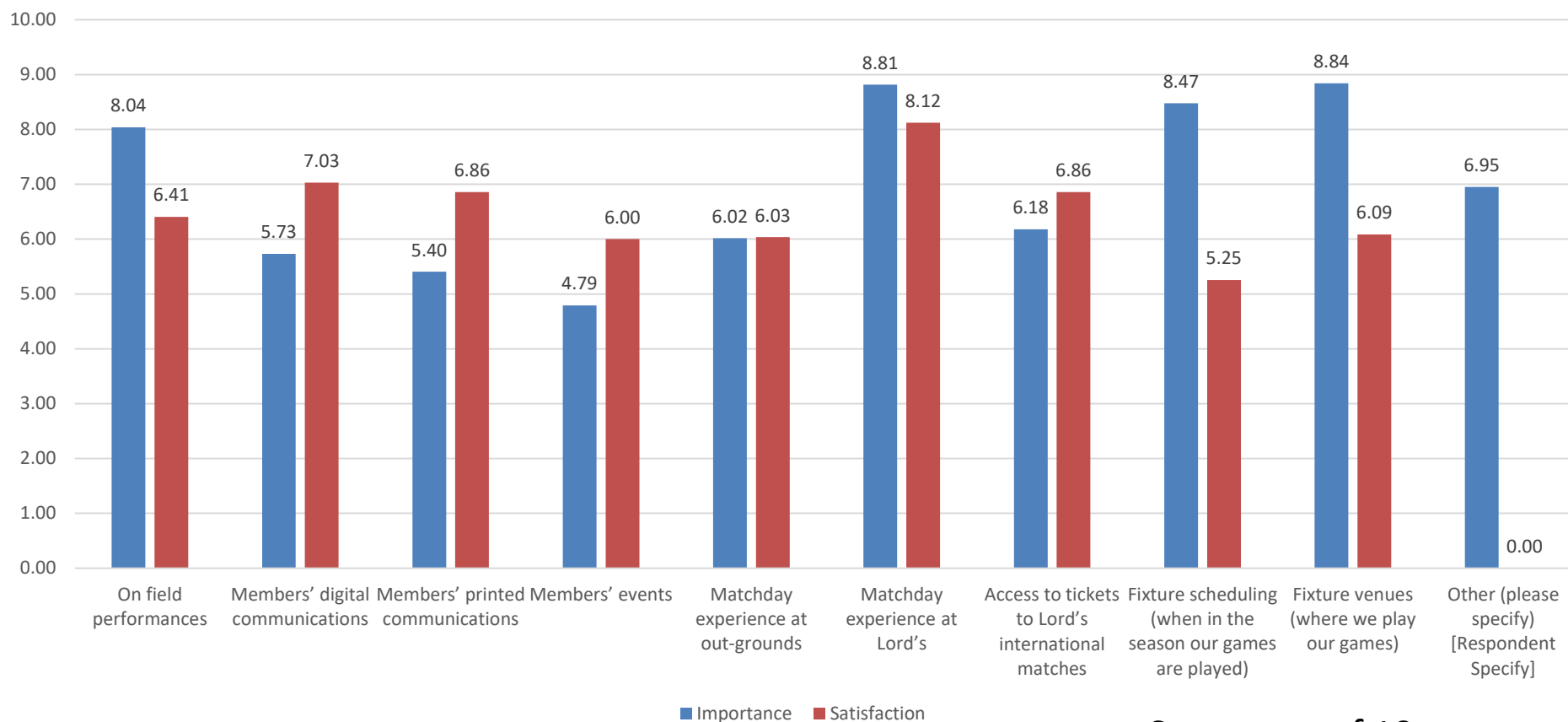
Q2 Factor Satisfaction

Q3 - How satisfied are you currently on each of these criteria?



Q2-3 Importance vs Satisfaction

Q2 Importance vs Q3 Satisfaction

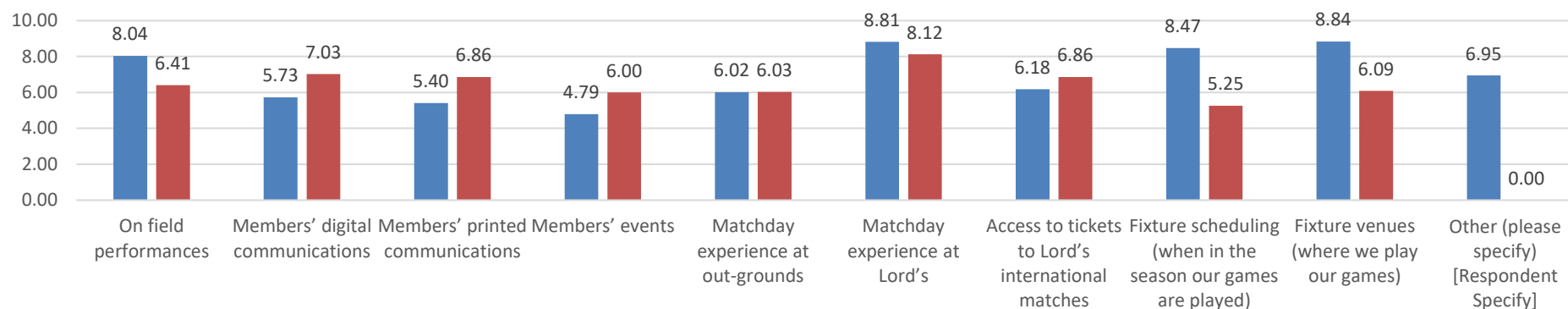


Scores out of 10

Q2-3 Importance vs Satisfaction

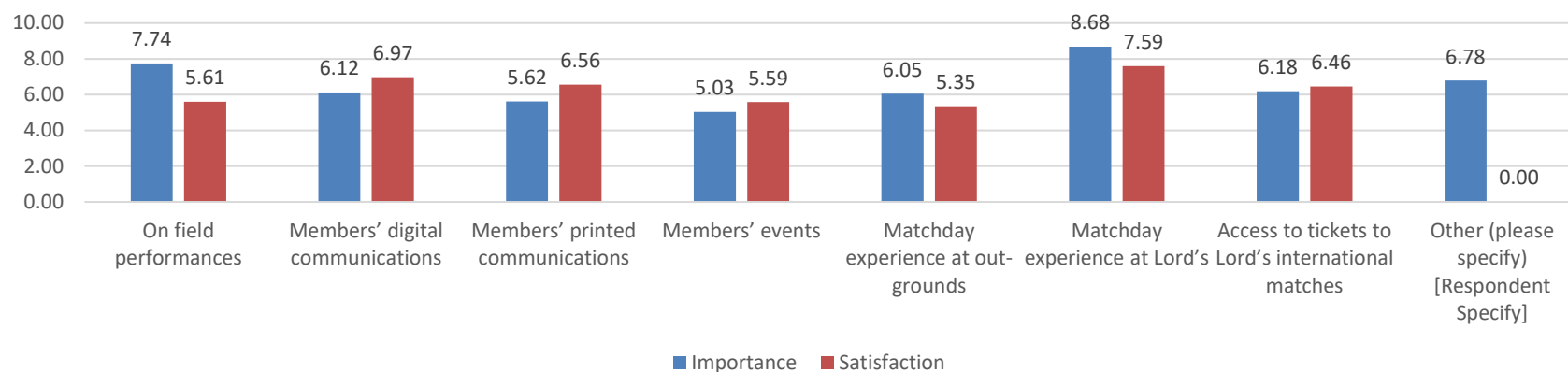
Q2 Importance vs Q3 Satisfaction

May 25



Q2 Importance vs Q3 Satisfaction

June 24

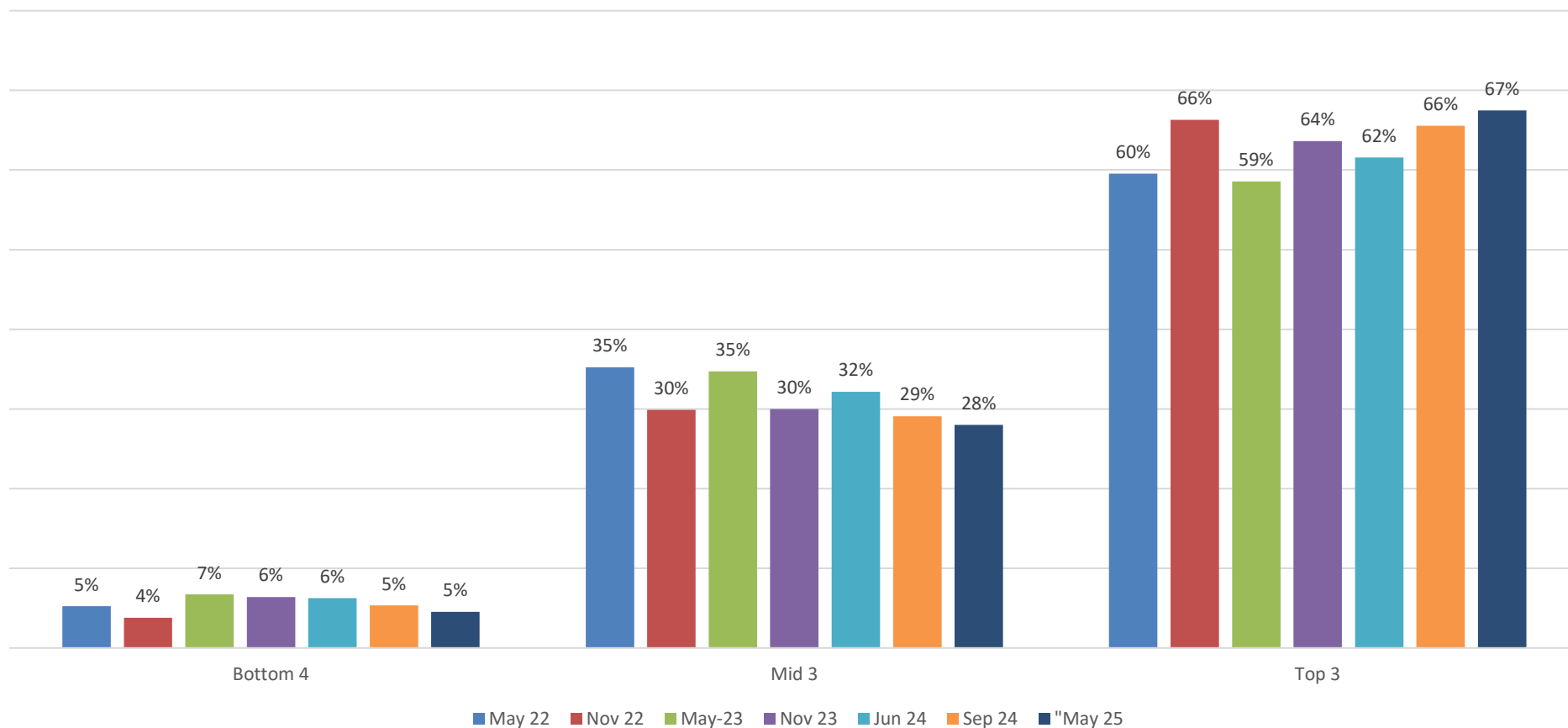


Scores out of 10

Q2 Importance over time

Comparison with previous surveys

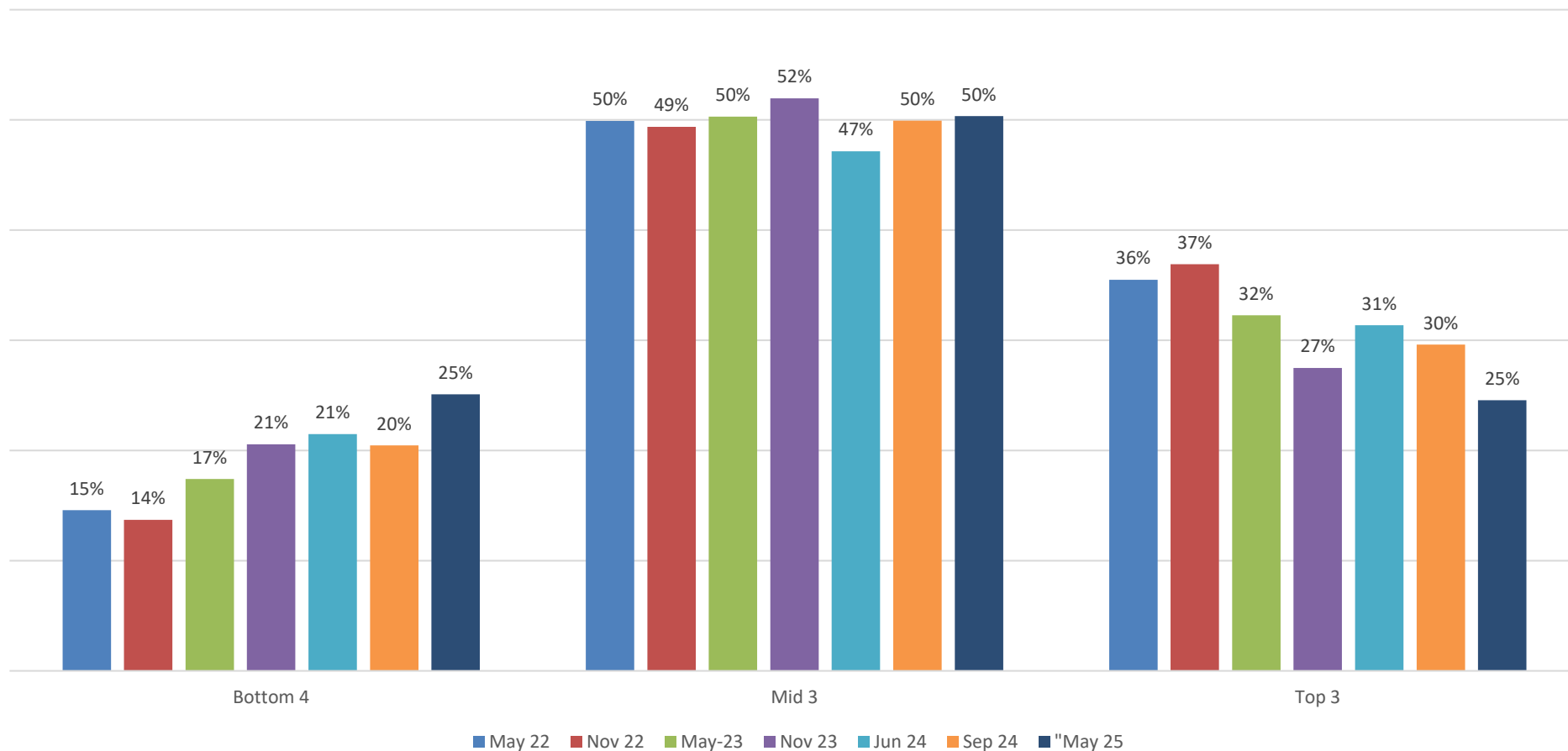
Importance: On field



Q2 Importance over time

Comparison with previous surveys

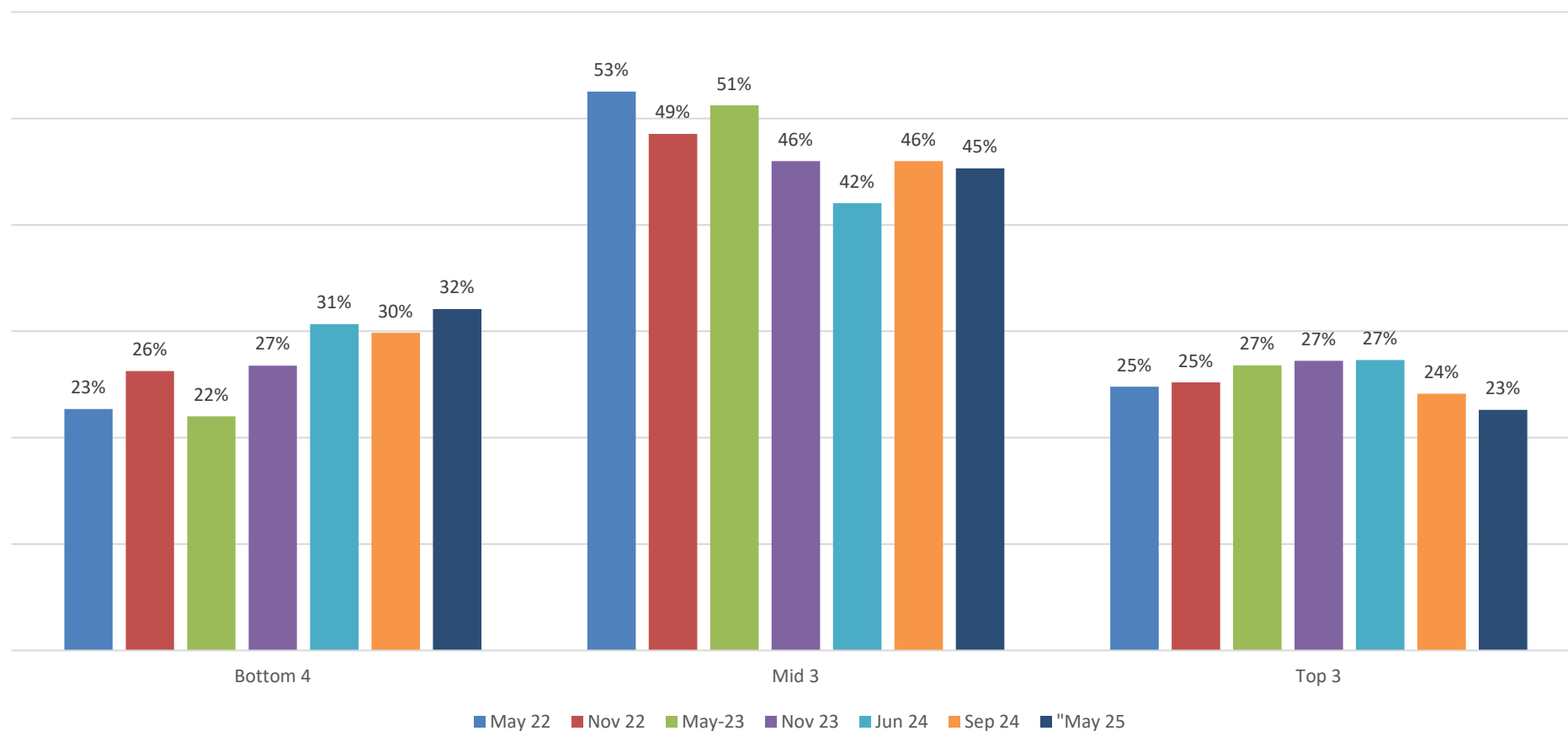
Importance: Digital comms



Q2 Importance over time

Comparison with previous surveys

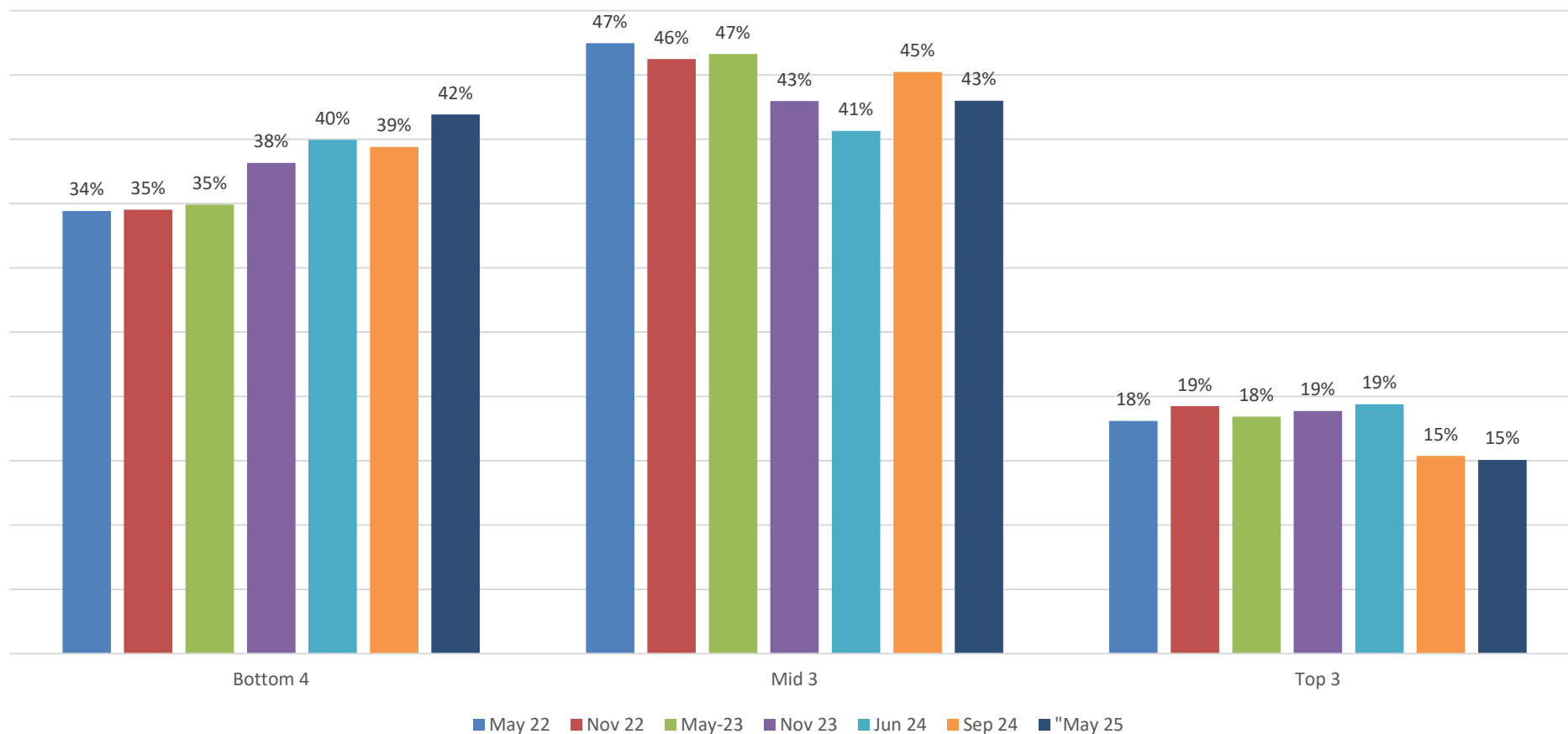
Importance: Printed comms



Q2 Importance over time

Comparison with previous surveys

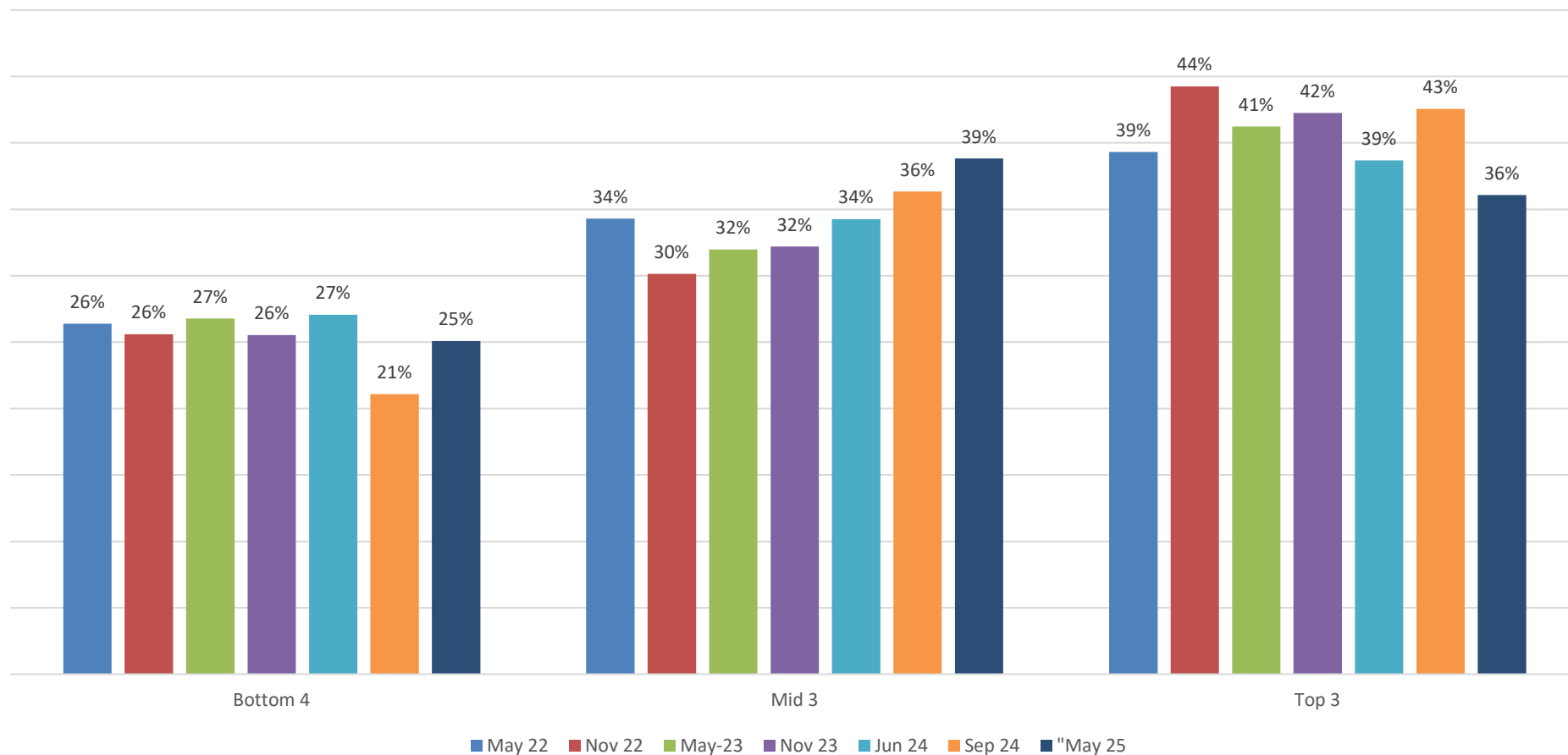
Importance: Events



Q2 Importance over time

Comparison with previous surveys

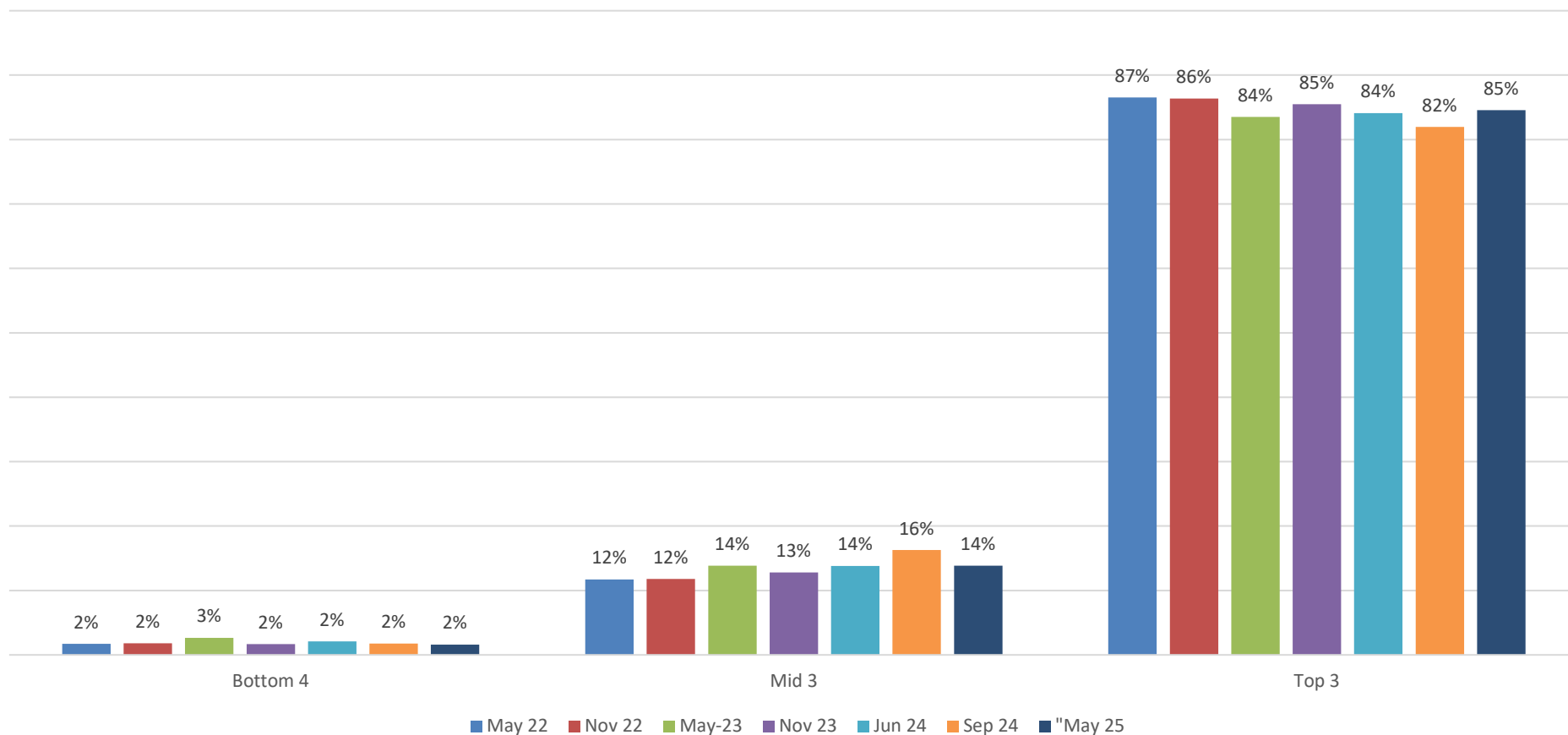
Importance: Out-grounds



Q2 Importance over time

Comparison with previous surveys

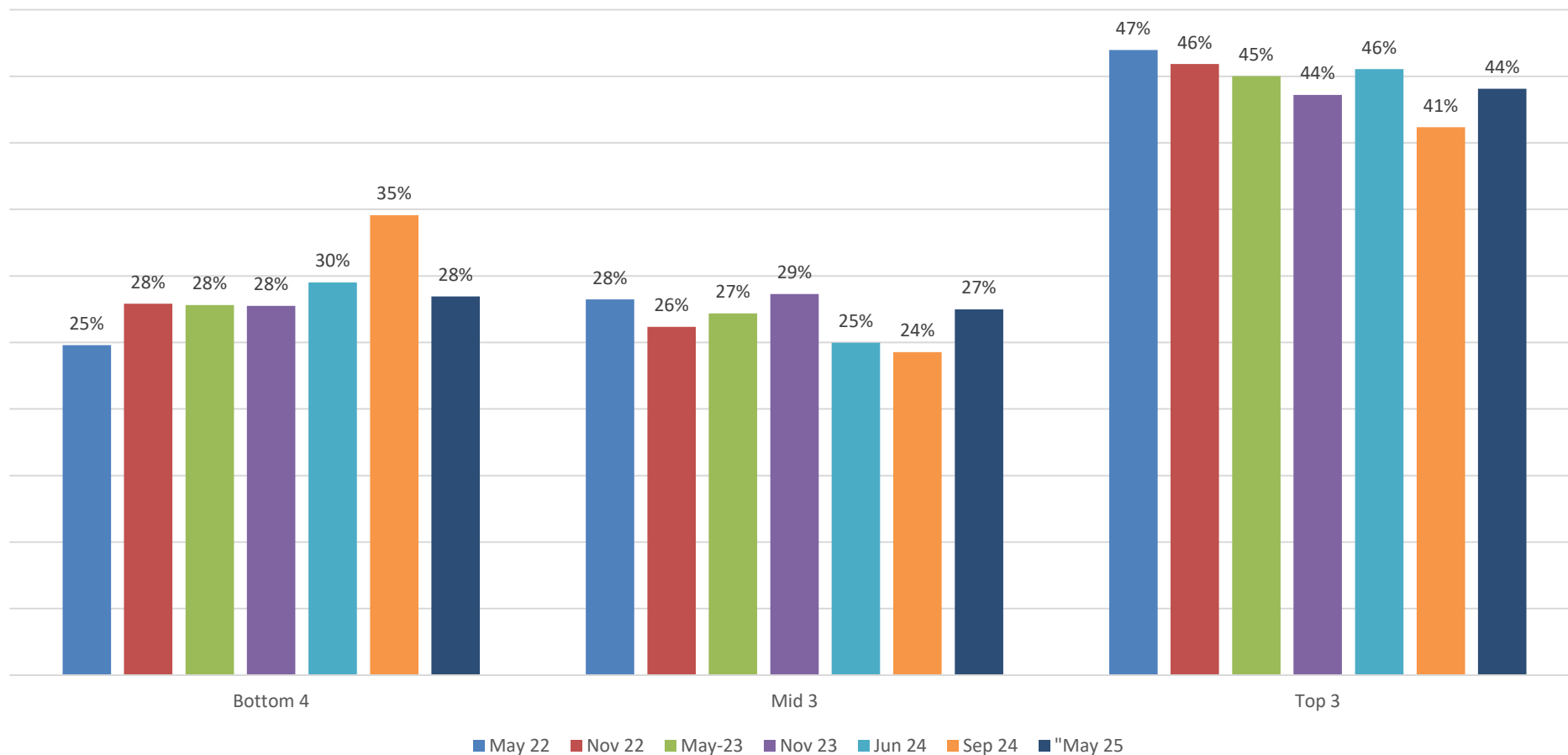
Importance: Lord's



Q2 Importance over time

Comparison with previous surveys

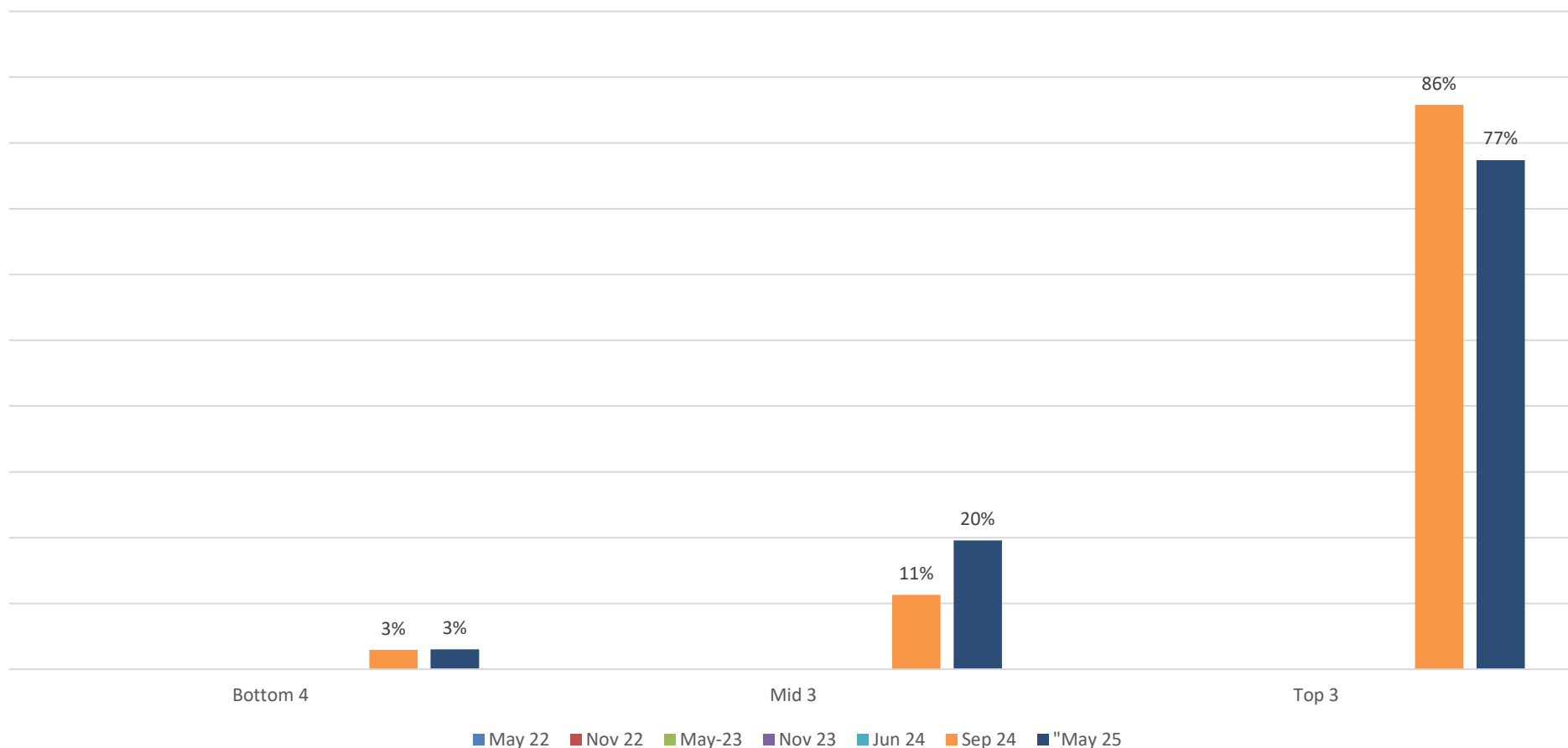
Importance: Ticket access



Q2 Importance over time

Second time we collected this

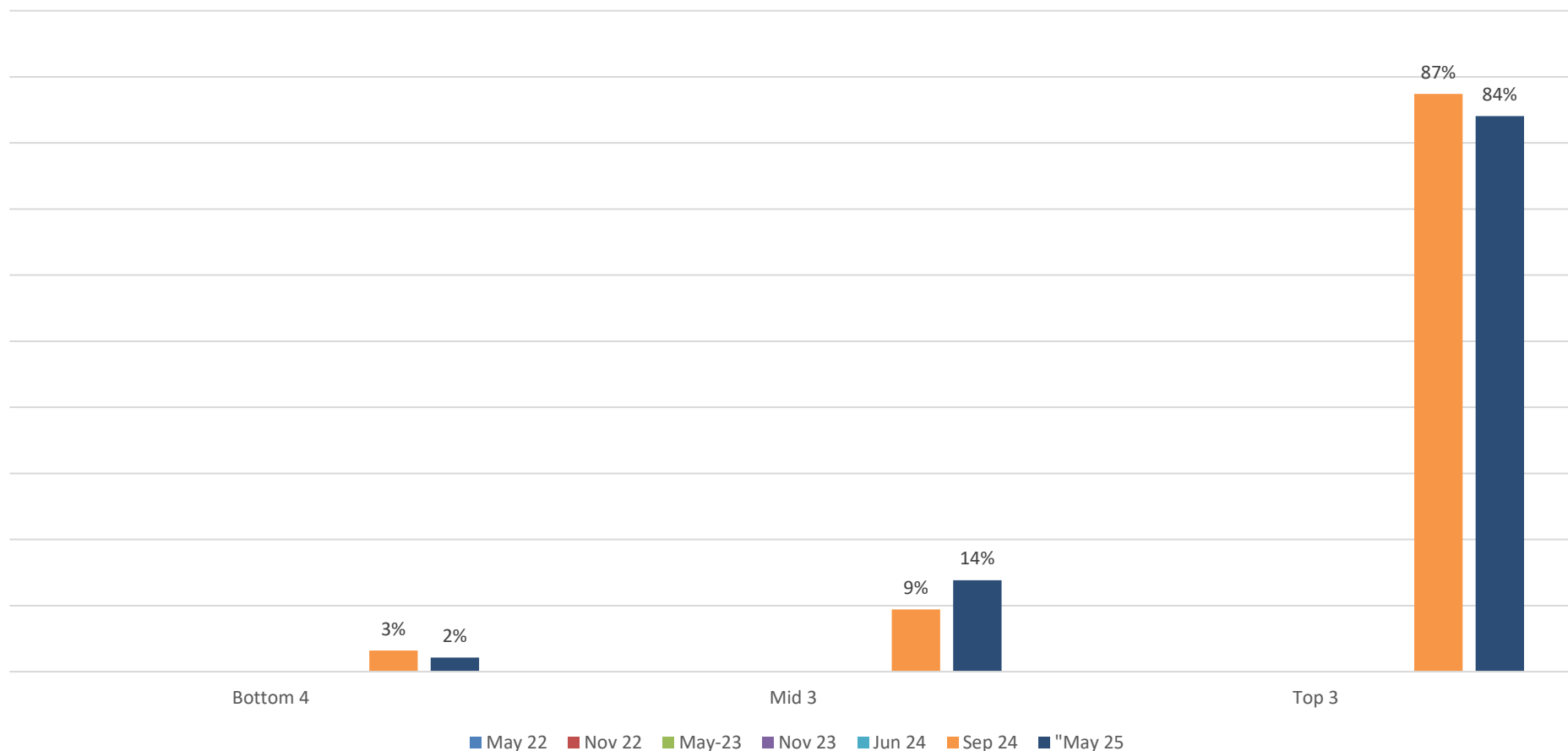
Importance: Fixture scheduling



Q2 Importance over time

Second time we collected this

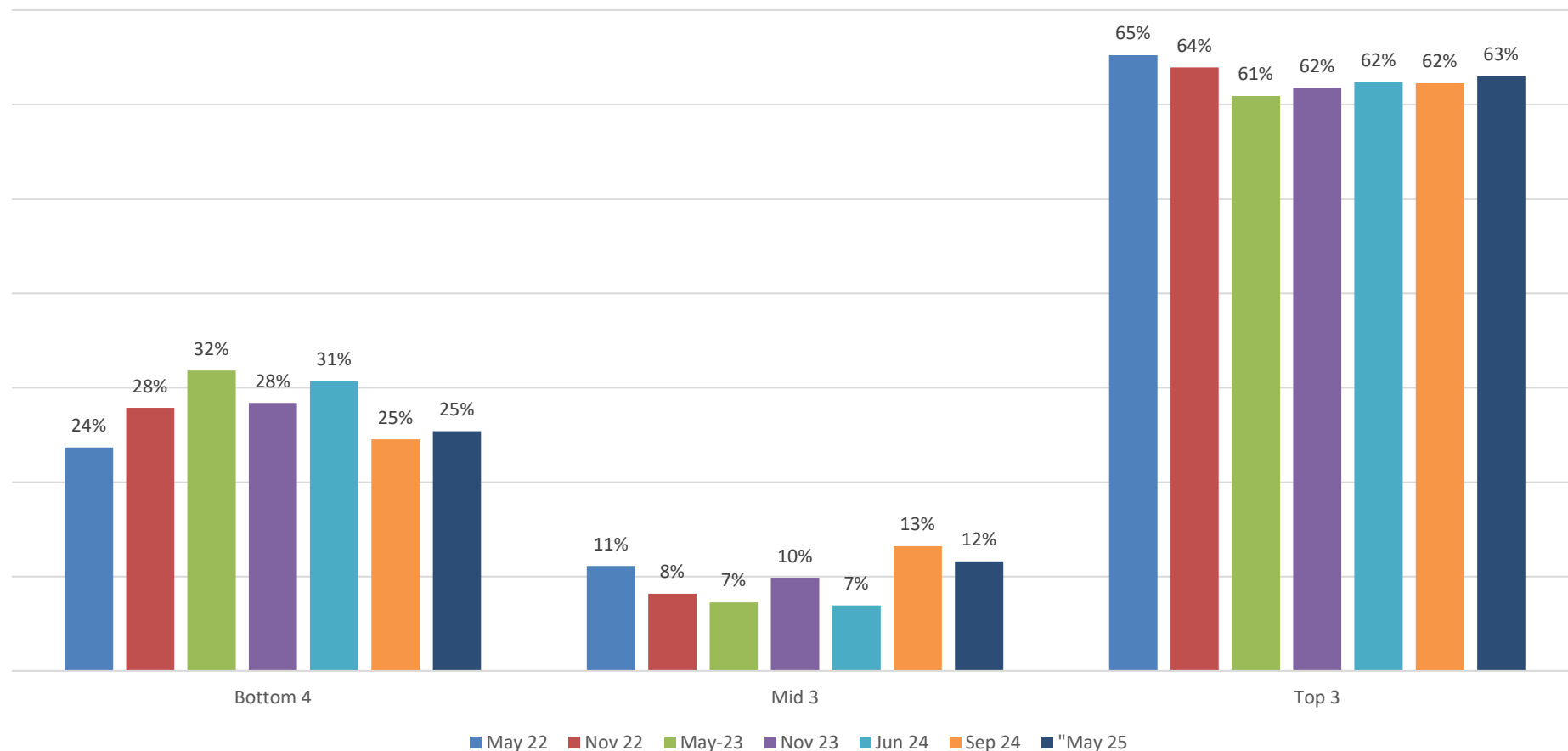
Importance: Fixture Venues



Q2 Importance over time

Comparison with previous surveys

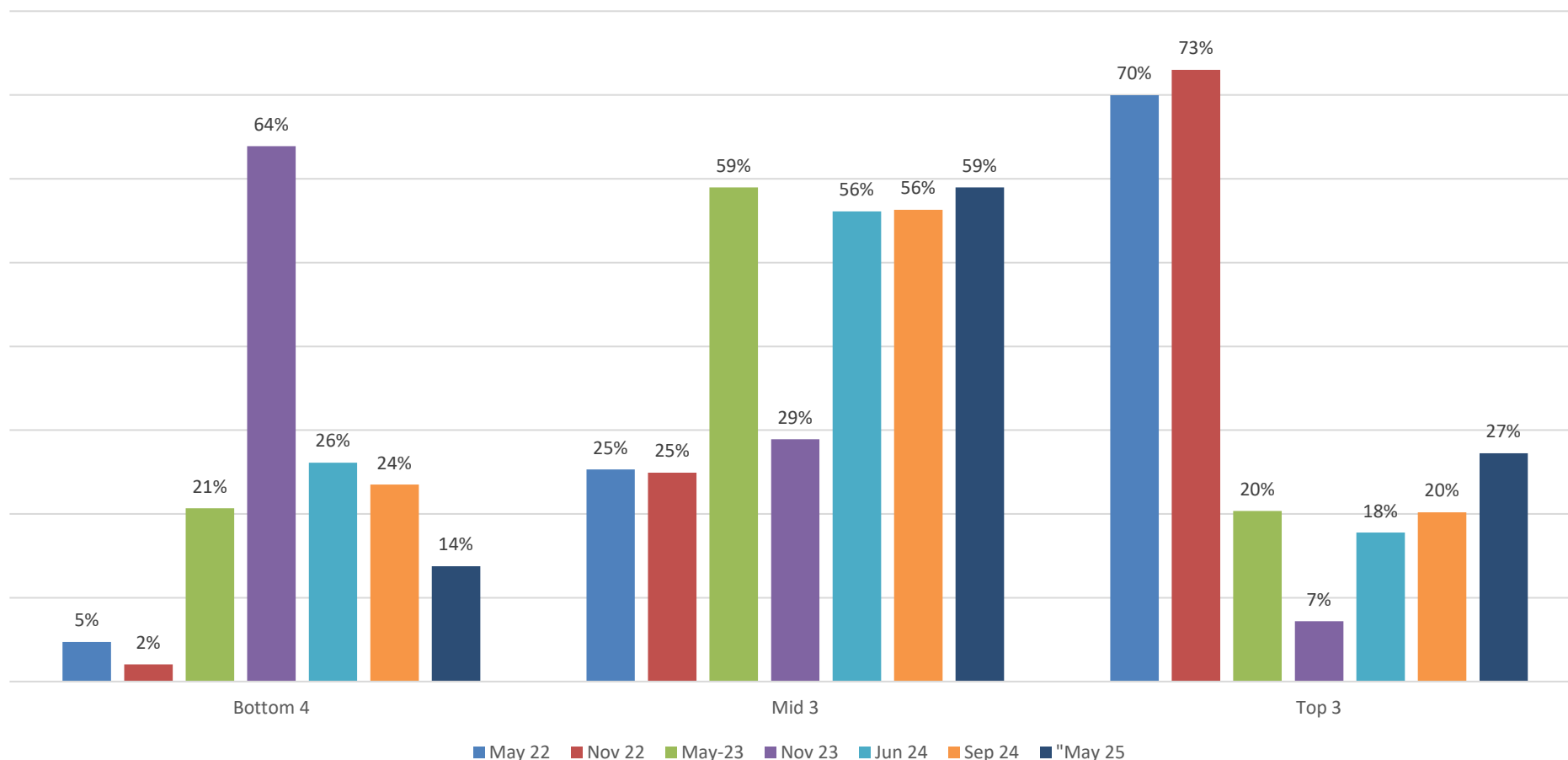
Importance: Other



Q3 Satisfaction over time

Comparison with previous surveys

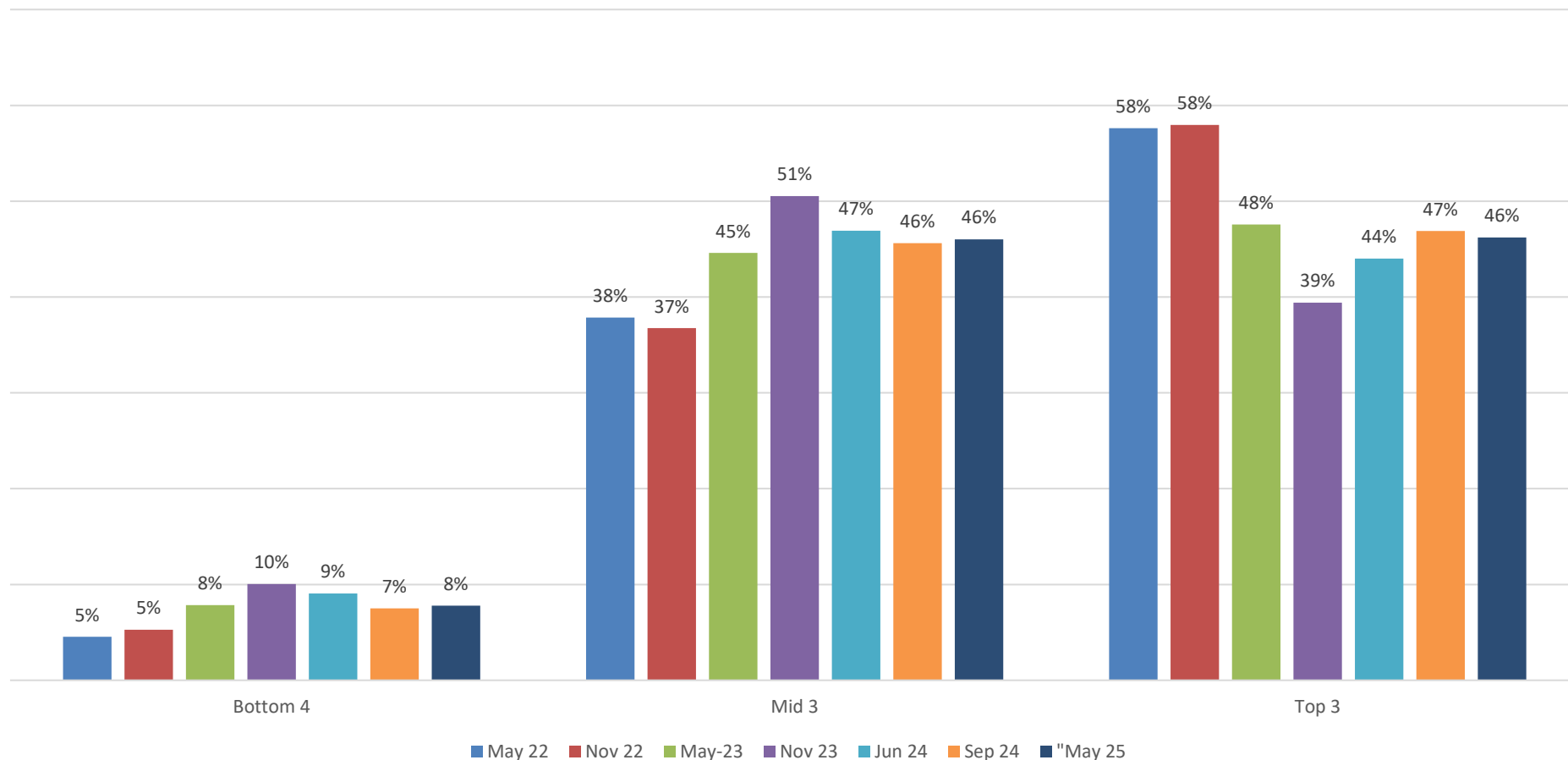
Satisfaction: On field



Q3 Satisfaction over time

Comparison with previous surveys

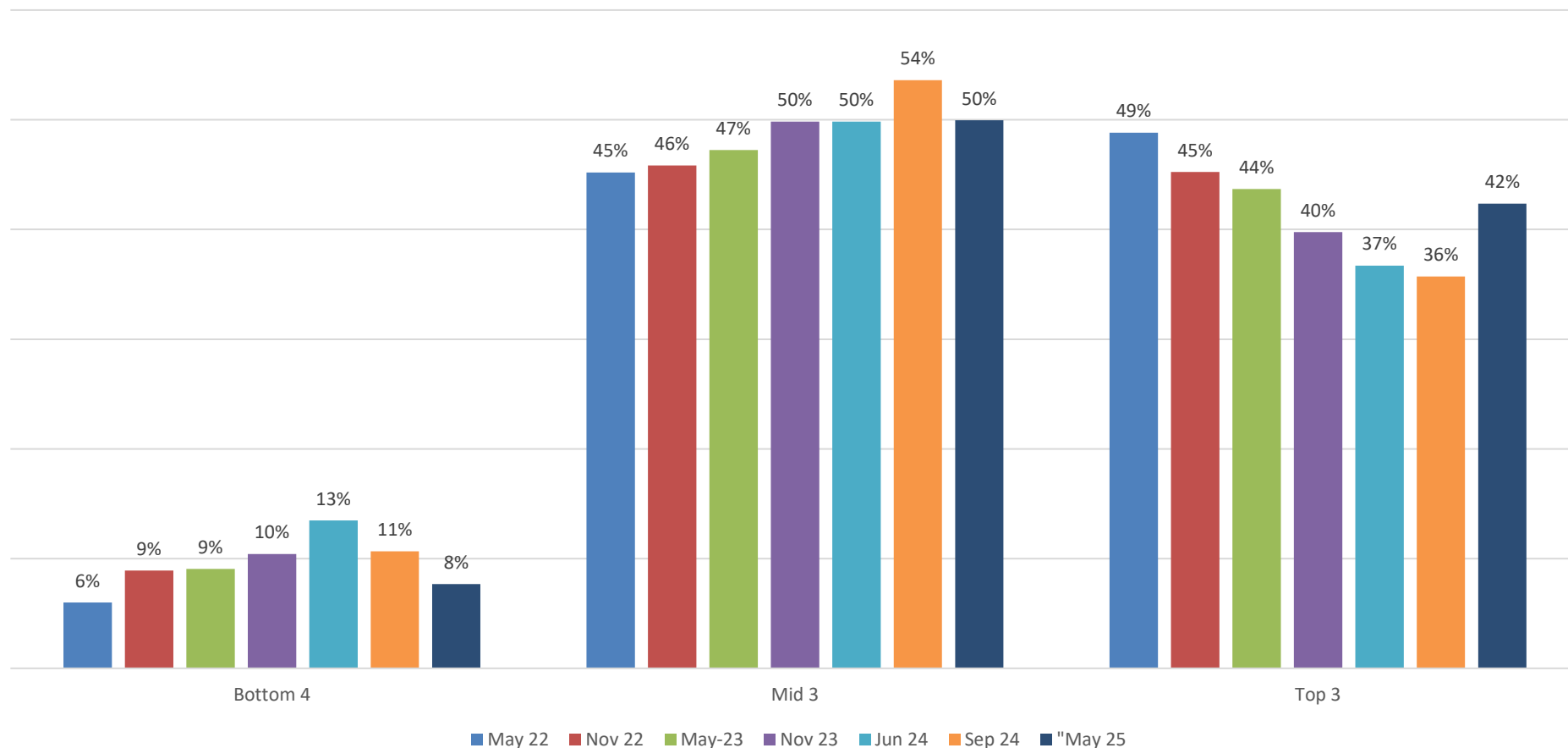
Satisfaction: Digital comms



Q3 Satisfaction over time

Comparison with previous surveys

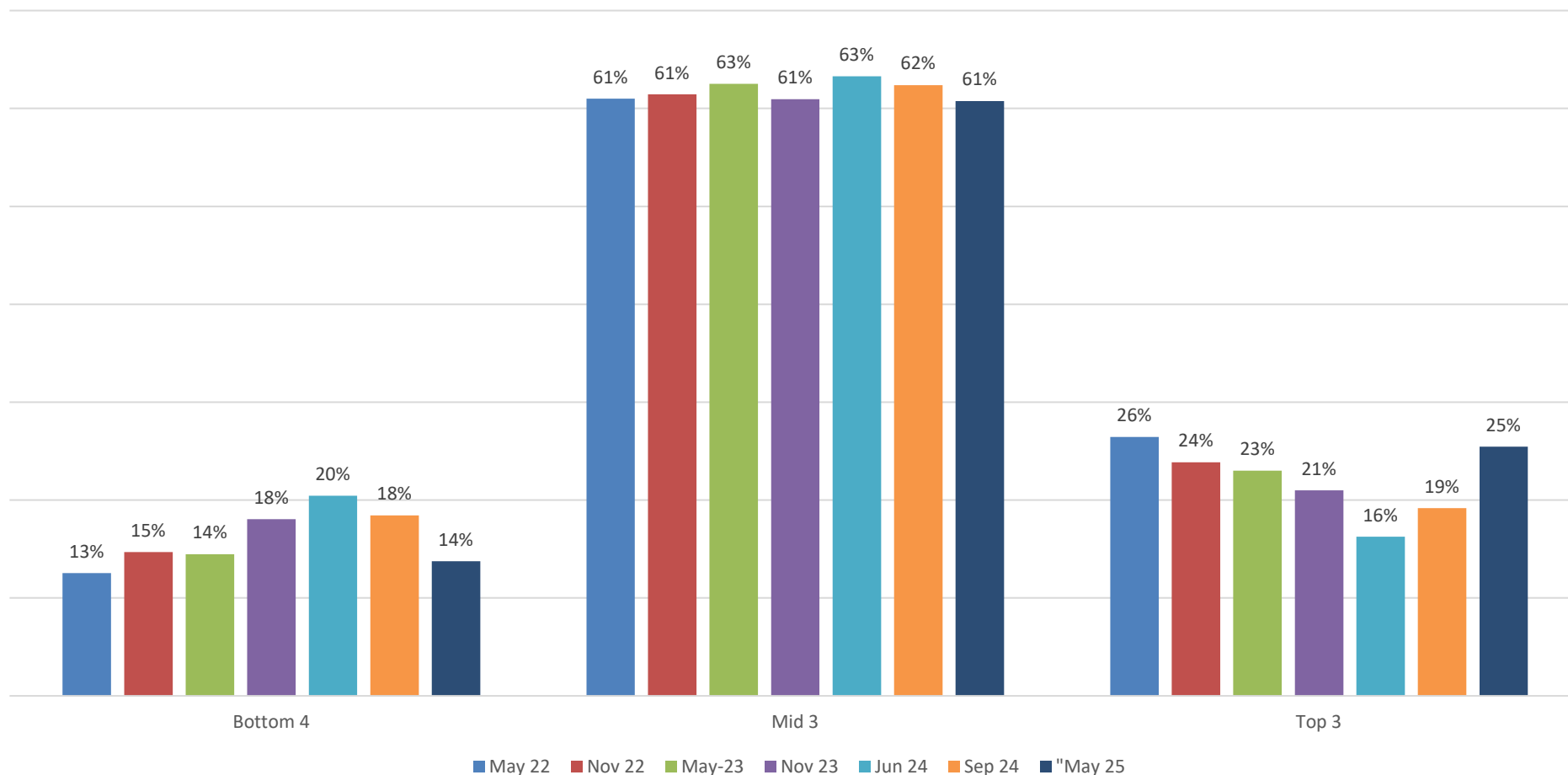
Satisfaction: Printed comms



Q3 Satisfaction over time

Comparison with previous surveys

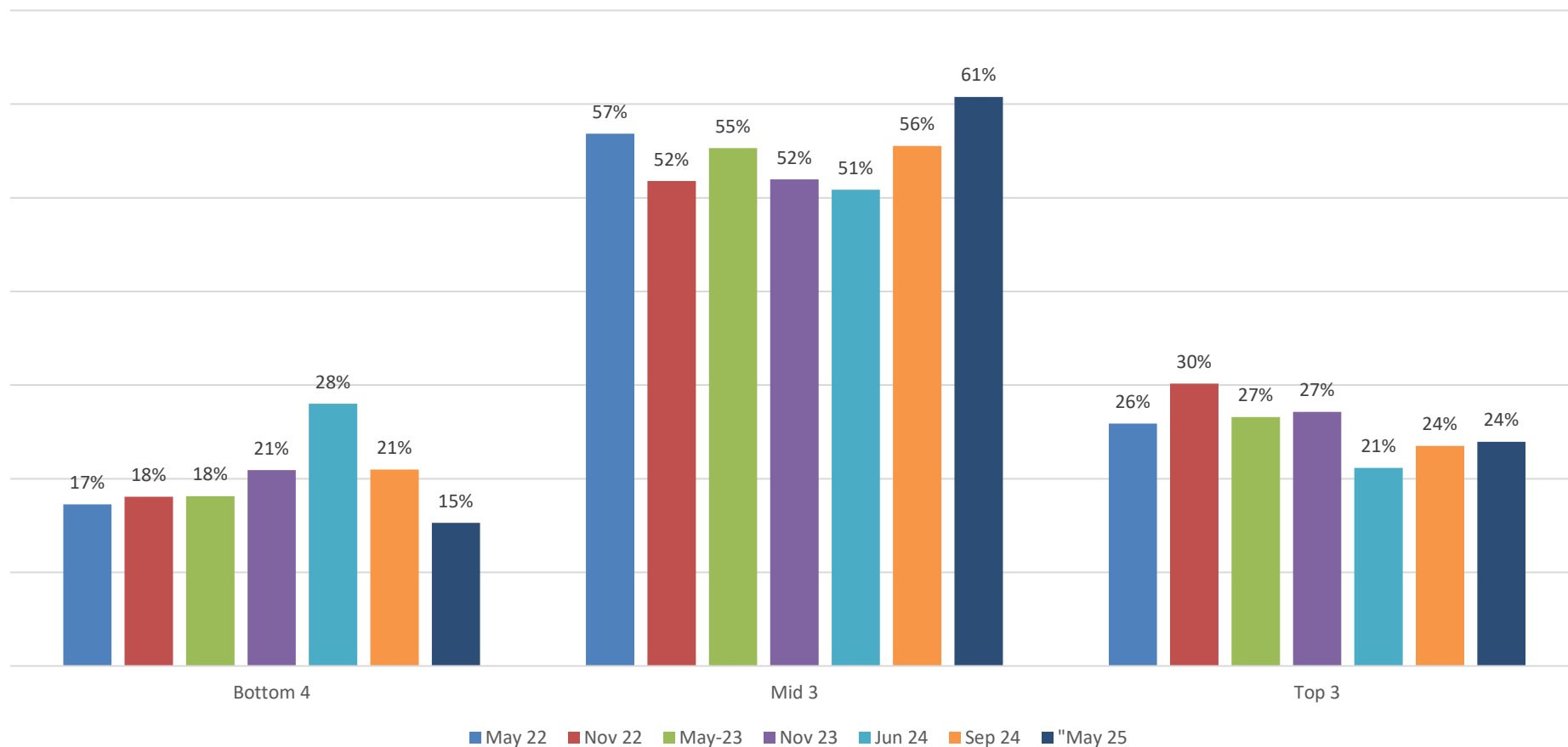
Satisfaction: Events



Q3 Satisfaction over time

Comparison with previous surveys

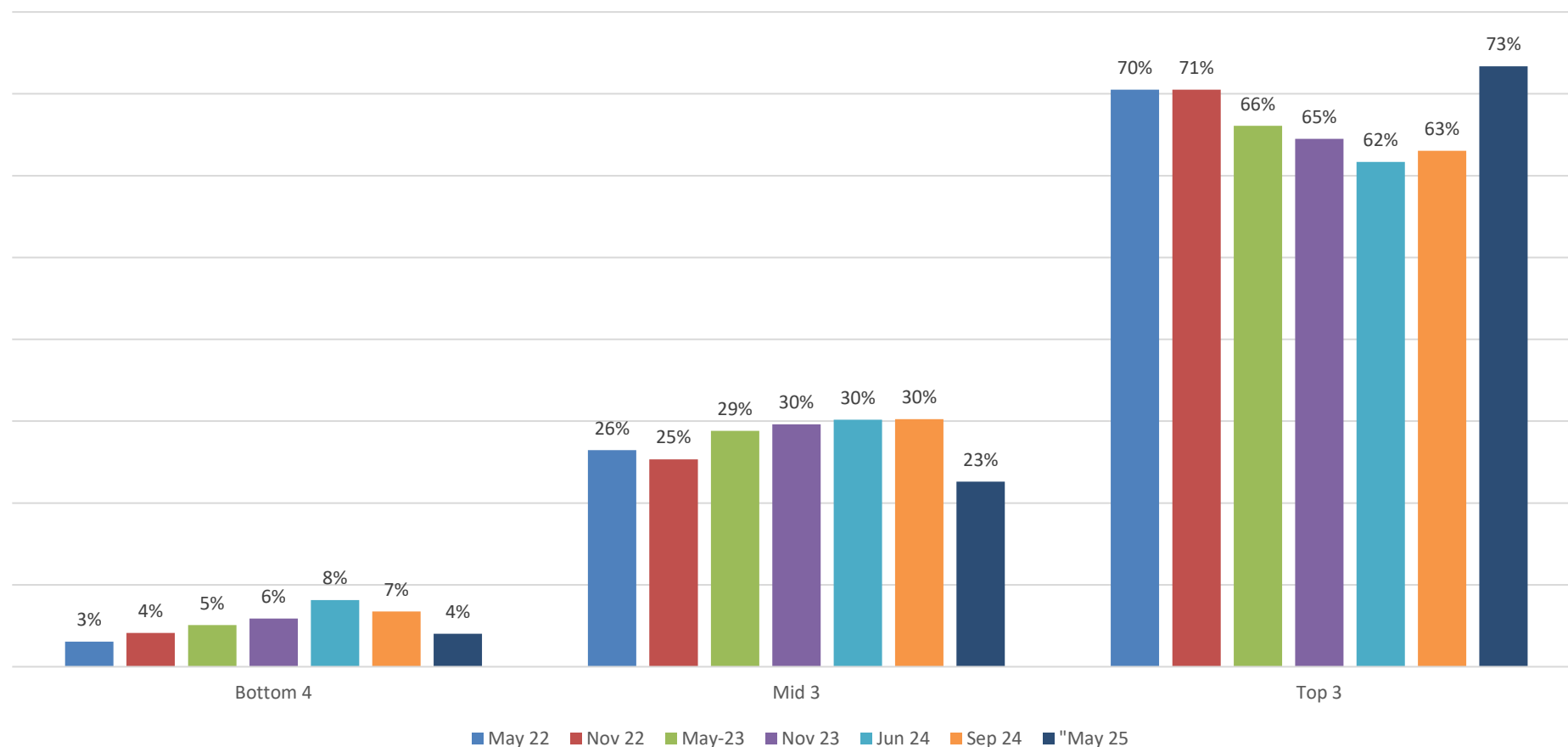
Satisfaction: Out-grounds



Q3 Satisfaction over time

Comparison with previous surveys

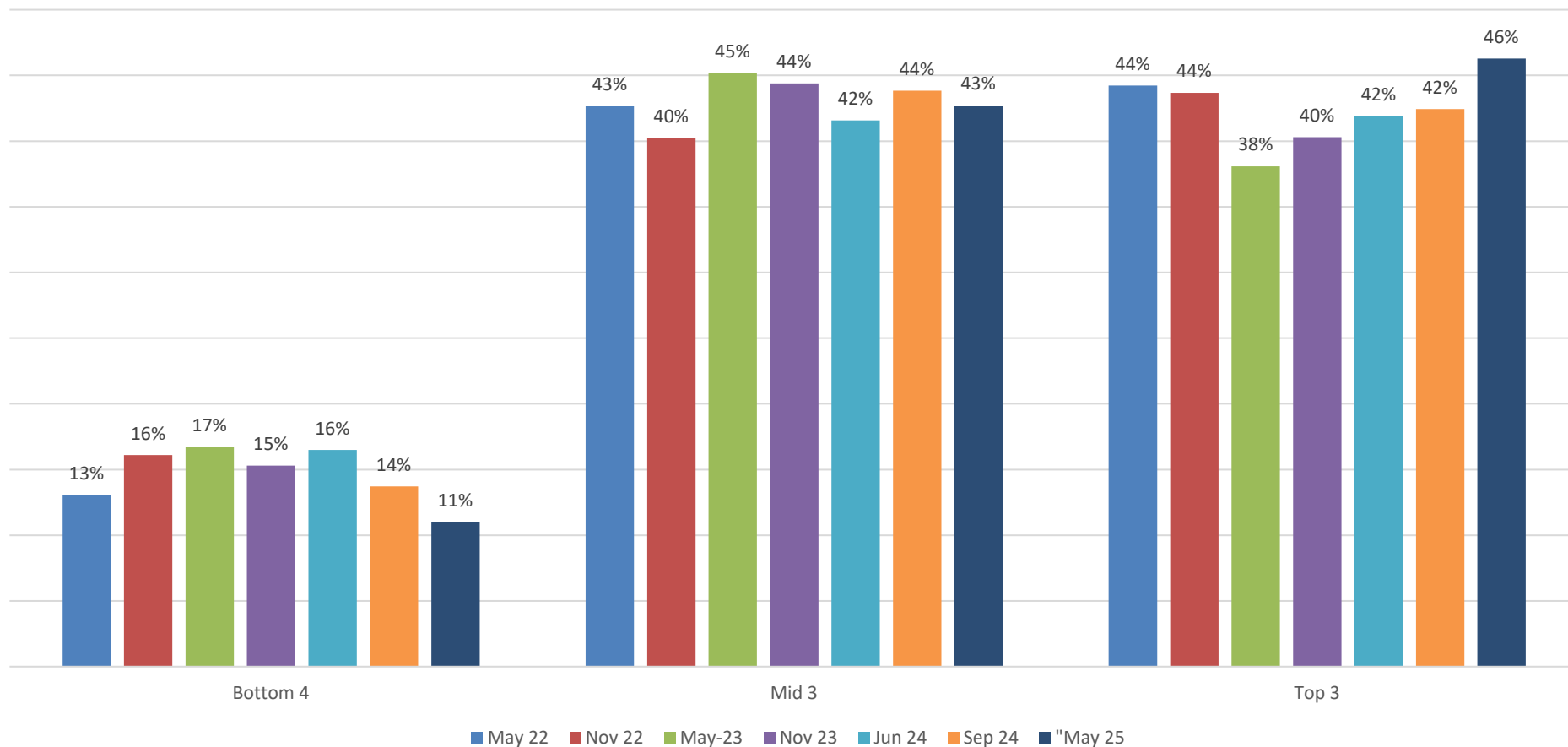
Satisfaction: Lord's



Q3 Satisfaction over time

Comparison with previous surveys

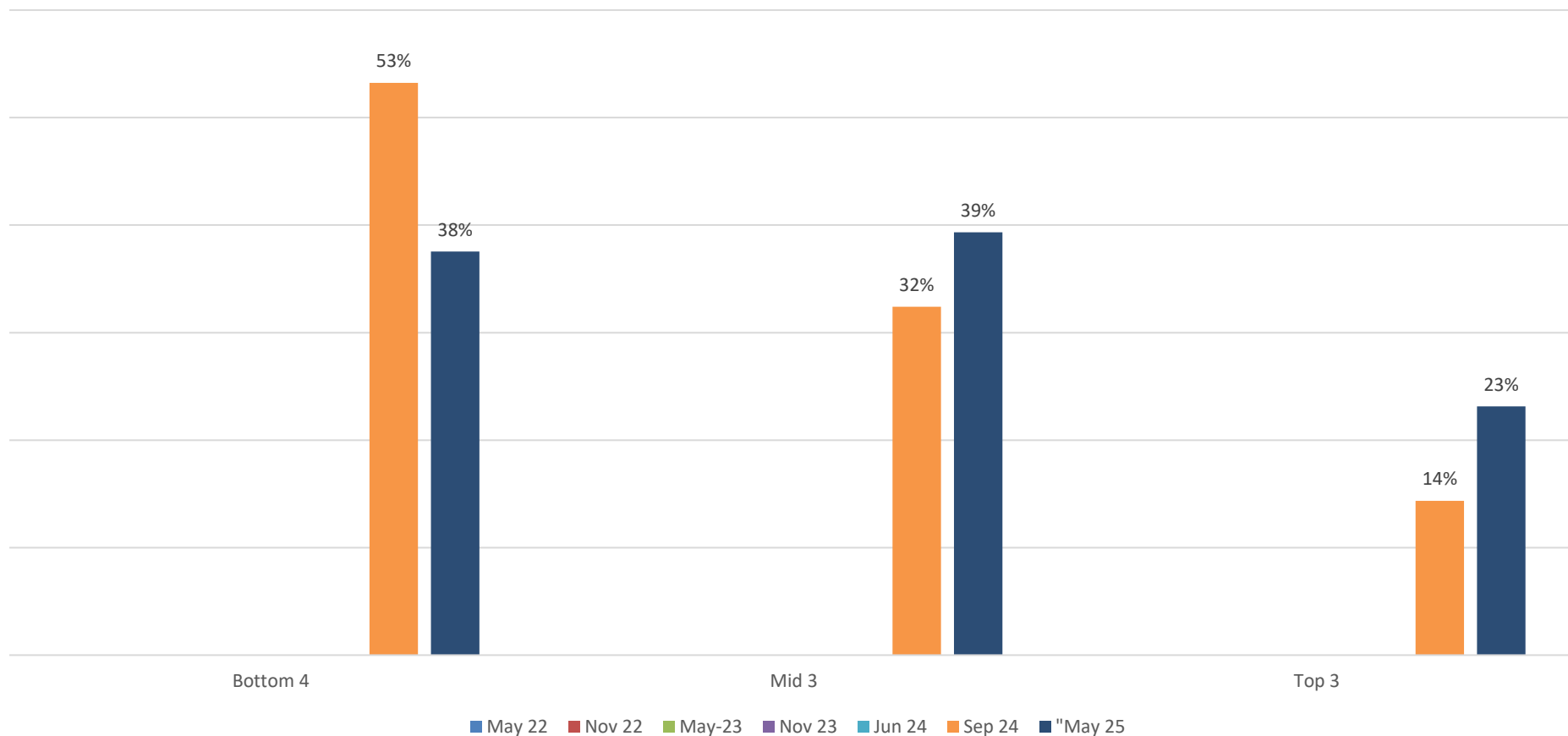
Satisfaction: Ticket access



Q3 Satisfaction over time

Second time we collected this

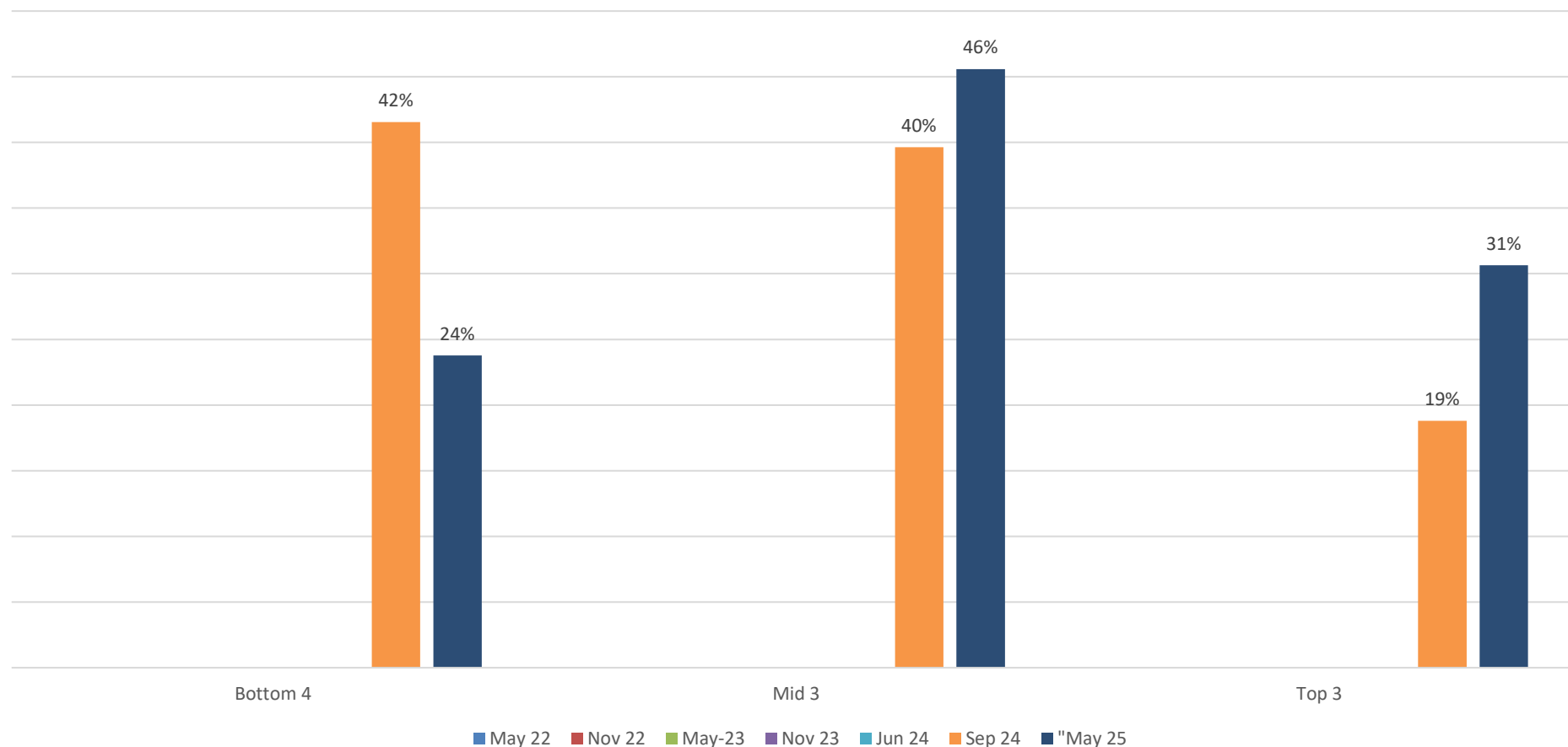
Satisfaction: Fixture scheduling



Q3 Satisfaction over time

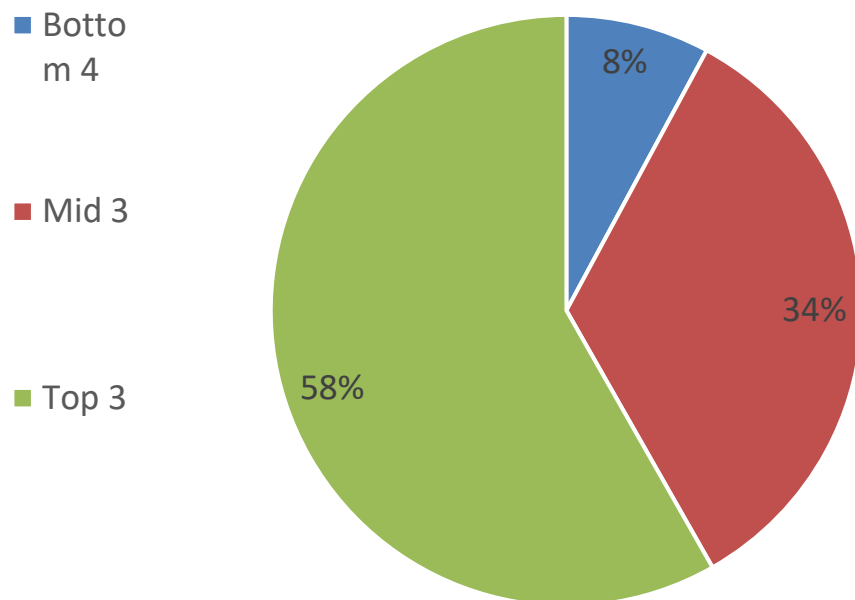
Second time we collected this

Satisfaction: Fixture Venues

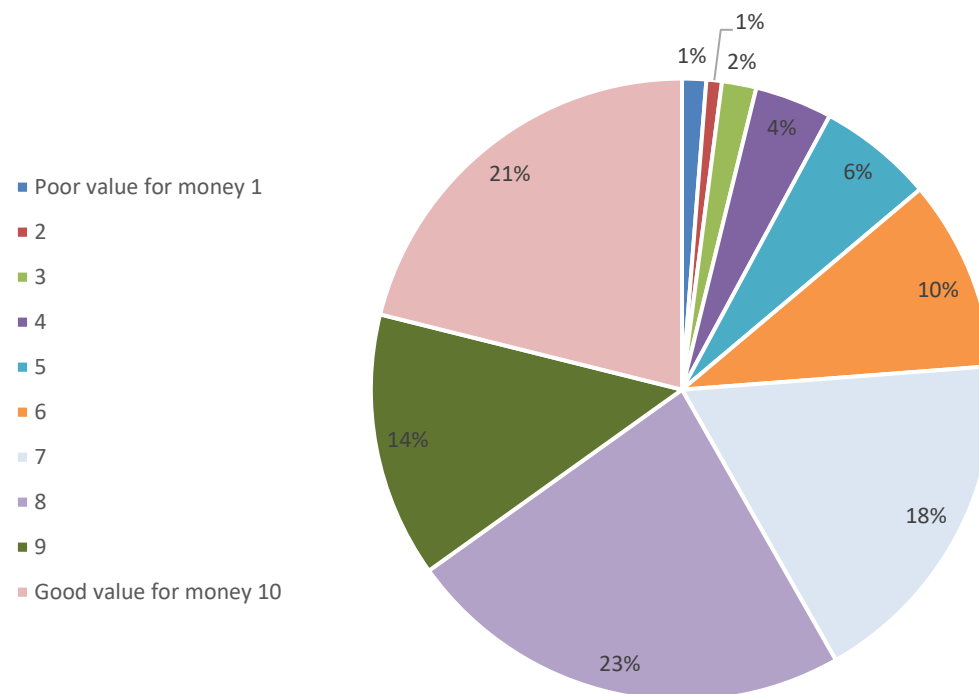


Q4 Value for Money

Q4 - Do you feel your Middlesex membership gives you value for money?



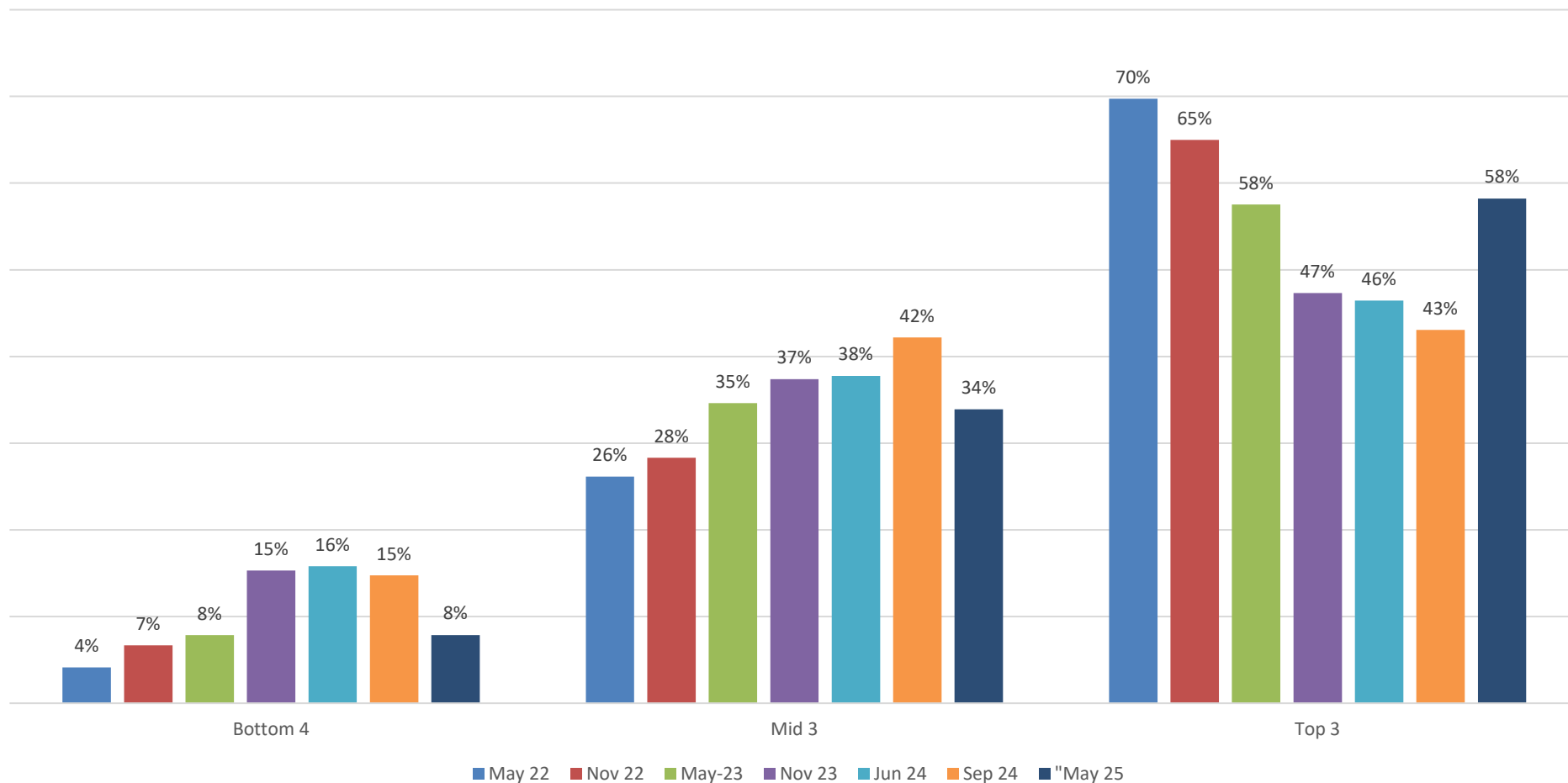
Q4 - Do you feel your Middlesex membership gives you value for money?



Q4 Value for Money

Comparison with previous surveys

Value for money



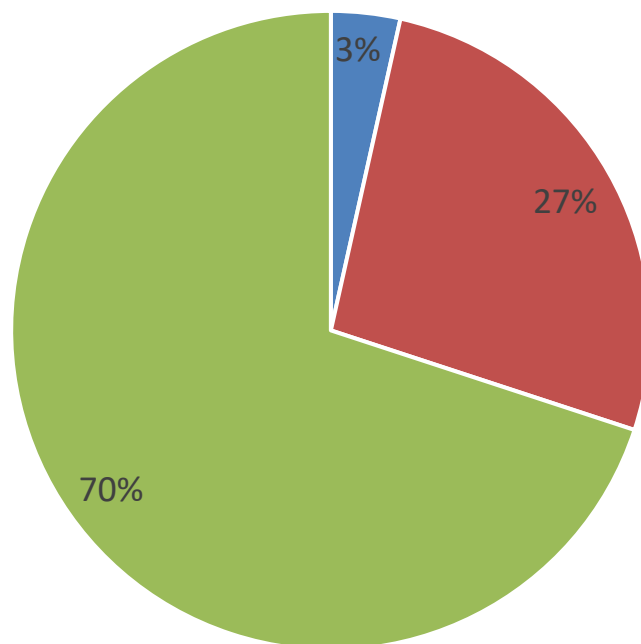
Q5 Pride

Q5 - How proud are you to be a Middlesex member?

■ Bottom
4

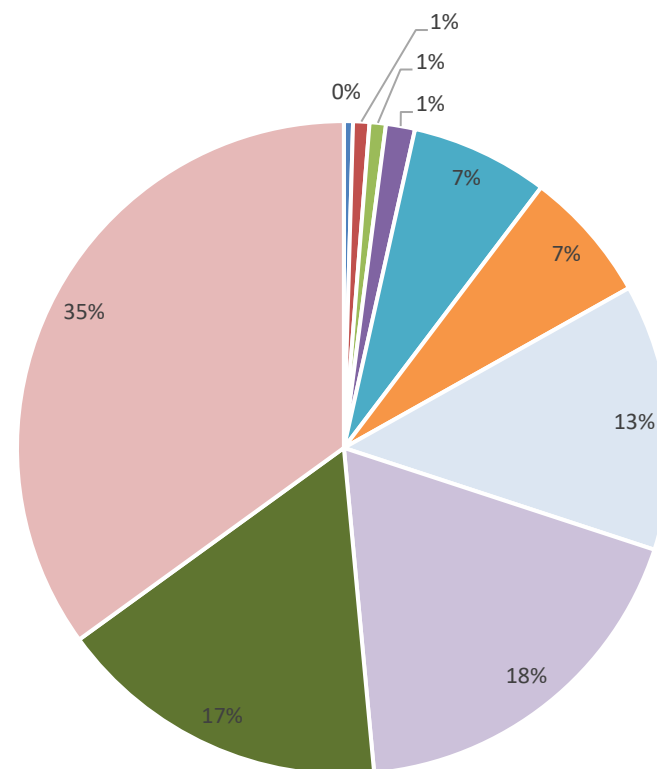
■ Mid 3

■ Top 3



Q5 - How proud are you to be a Middlesex member?

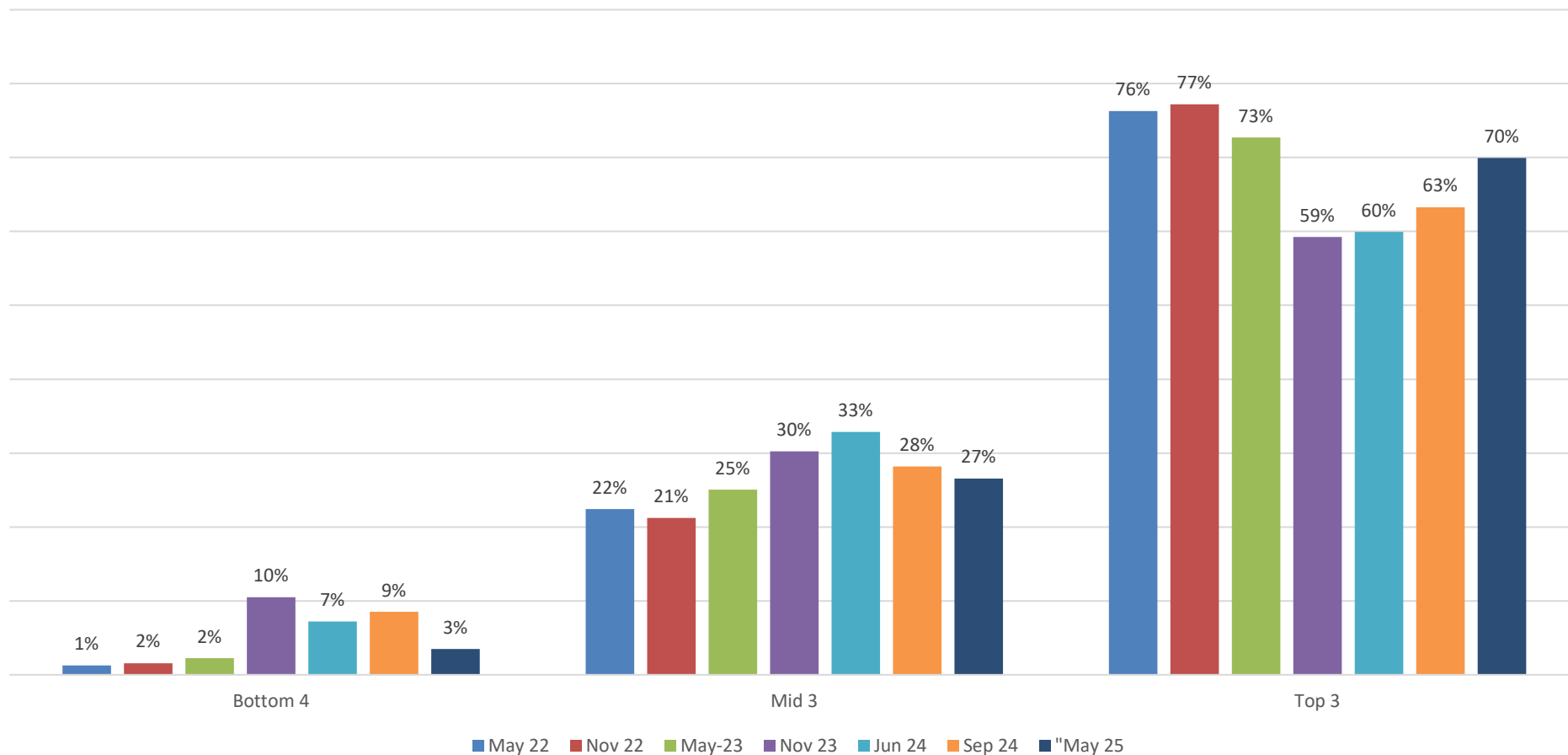
■ Ashamed 1
■ 2
■ 3
■ 4
■ 5
■ 6
■ 7
■ 8
■ 9
■ Proud 10



Q5 Pride

Comparison with previous surveys

How proud?



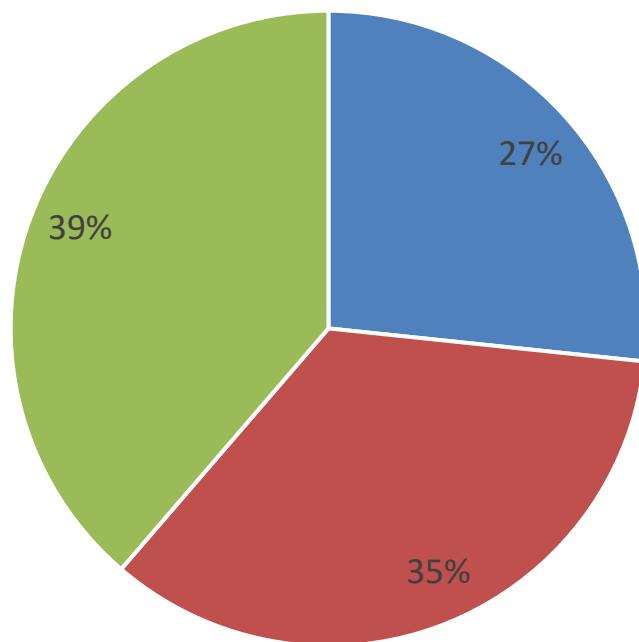
Q6 Net Promoter Score

Q6 - How likely are you currently to recommend Middlesex membership?

■ Detractors

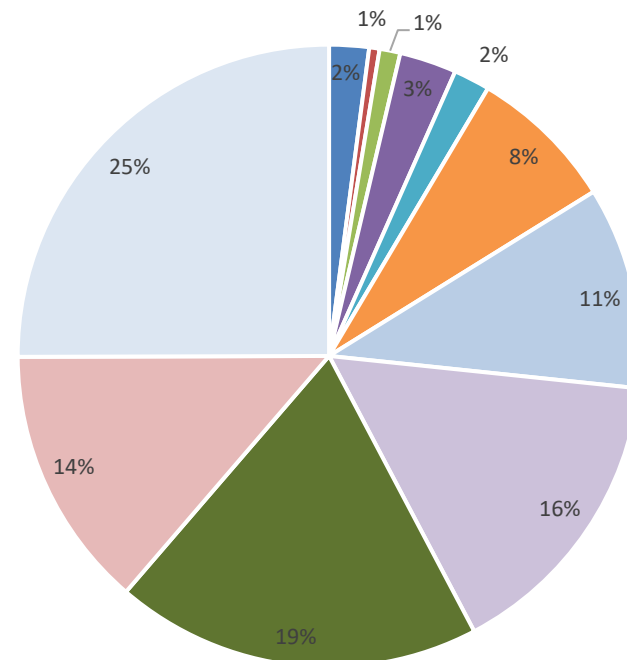
■ Passive

■ Promoters



Q6 - How likely are you currently to recommend Middlesex membership?

■ Not likely 0
 ■ 1
 ■ 2
 ■ 3
 ■ 4
 ■ 5
 ■ 6
 ■ 7
 ■ 8
 ■ 9
 ■ Very likely 10

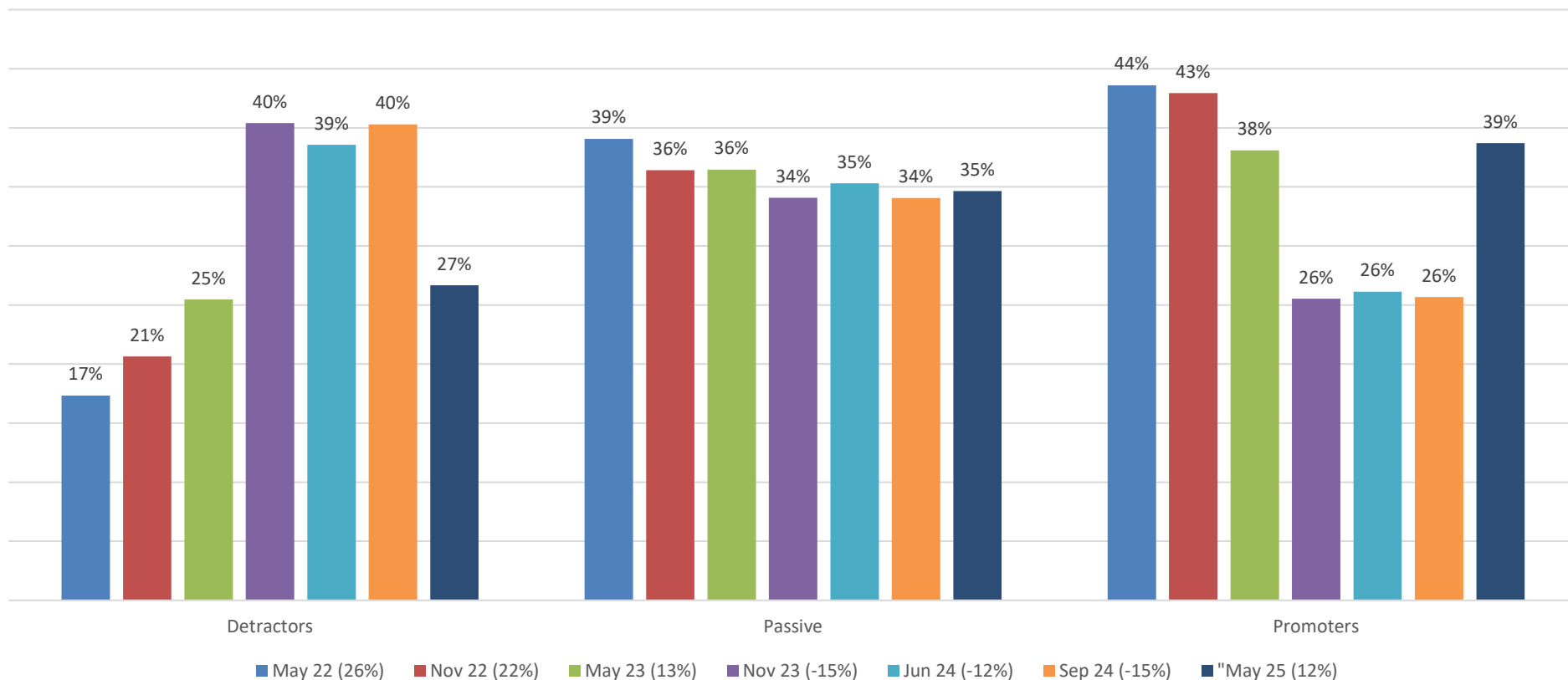


$$\text{NPS} = \text{Promoters} - \text{Detractors} = +12$$

Q6 Net Promoter Score

Comparison with previous surveys

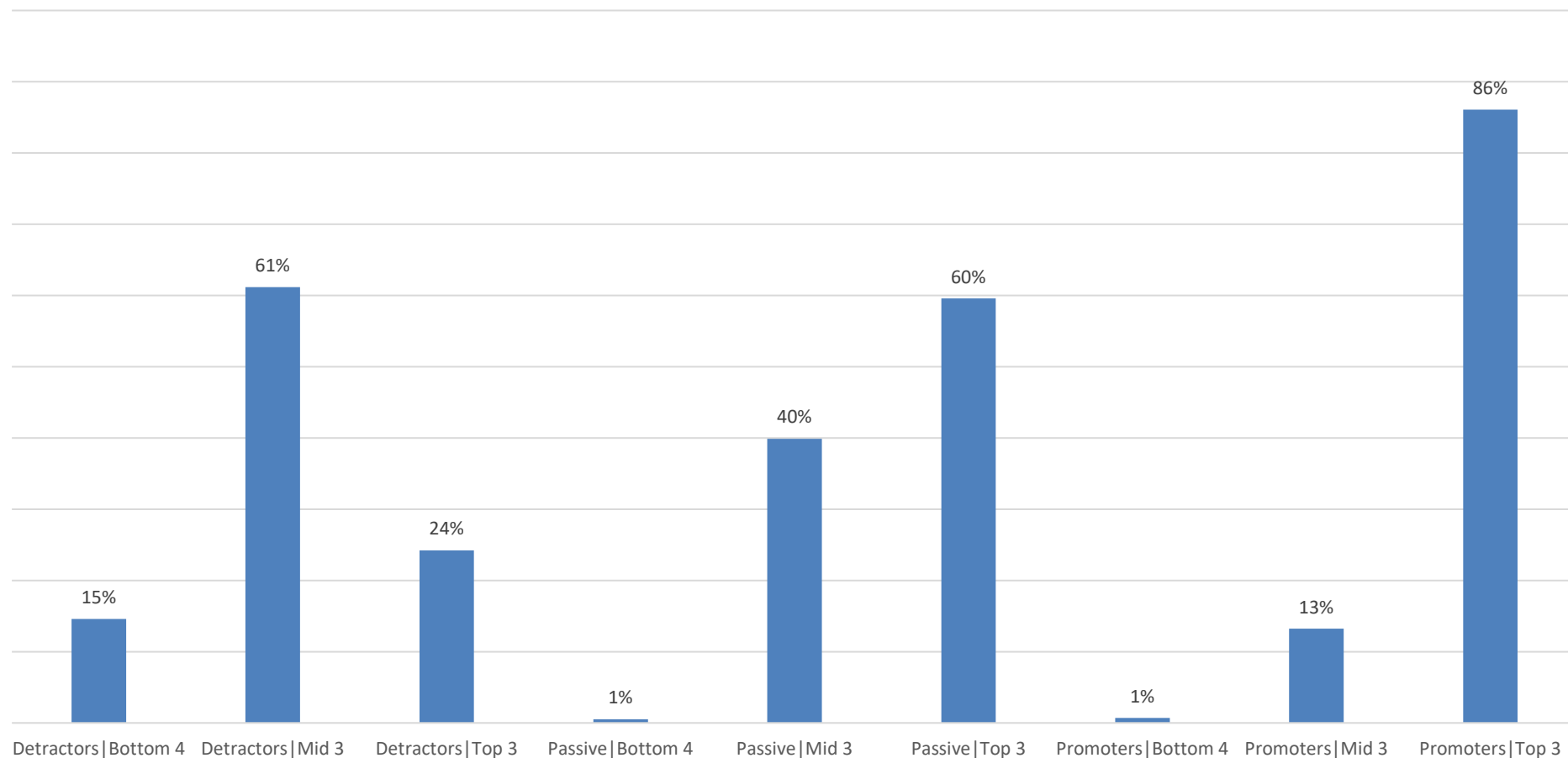
Recommend



NPS = Promoters – Detractors = +12 vs -15 in Sept 24 vs -12 in June 24 vs -15 in Nov 23 vs +13 in May 23 +22 in Nov 22 vs +26 in May 22

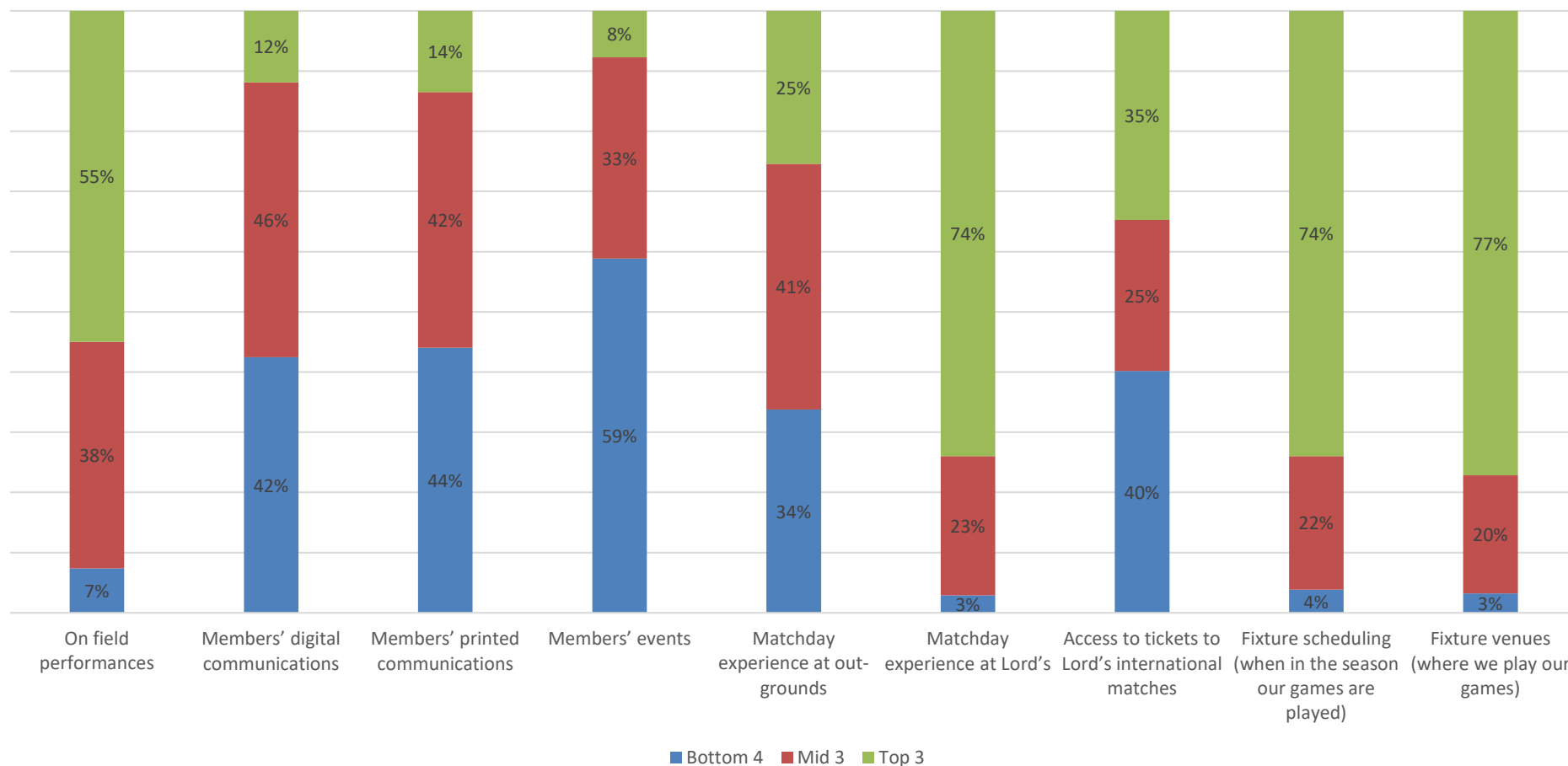
Q1 Satisfaction vs Q6 NPS

Q1 - How satisfied are you overall with your Middlesex membership?



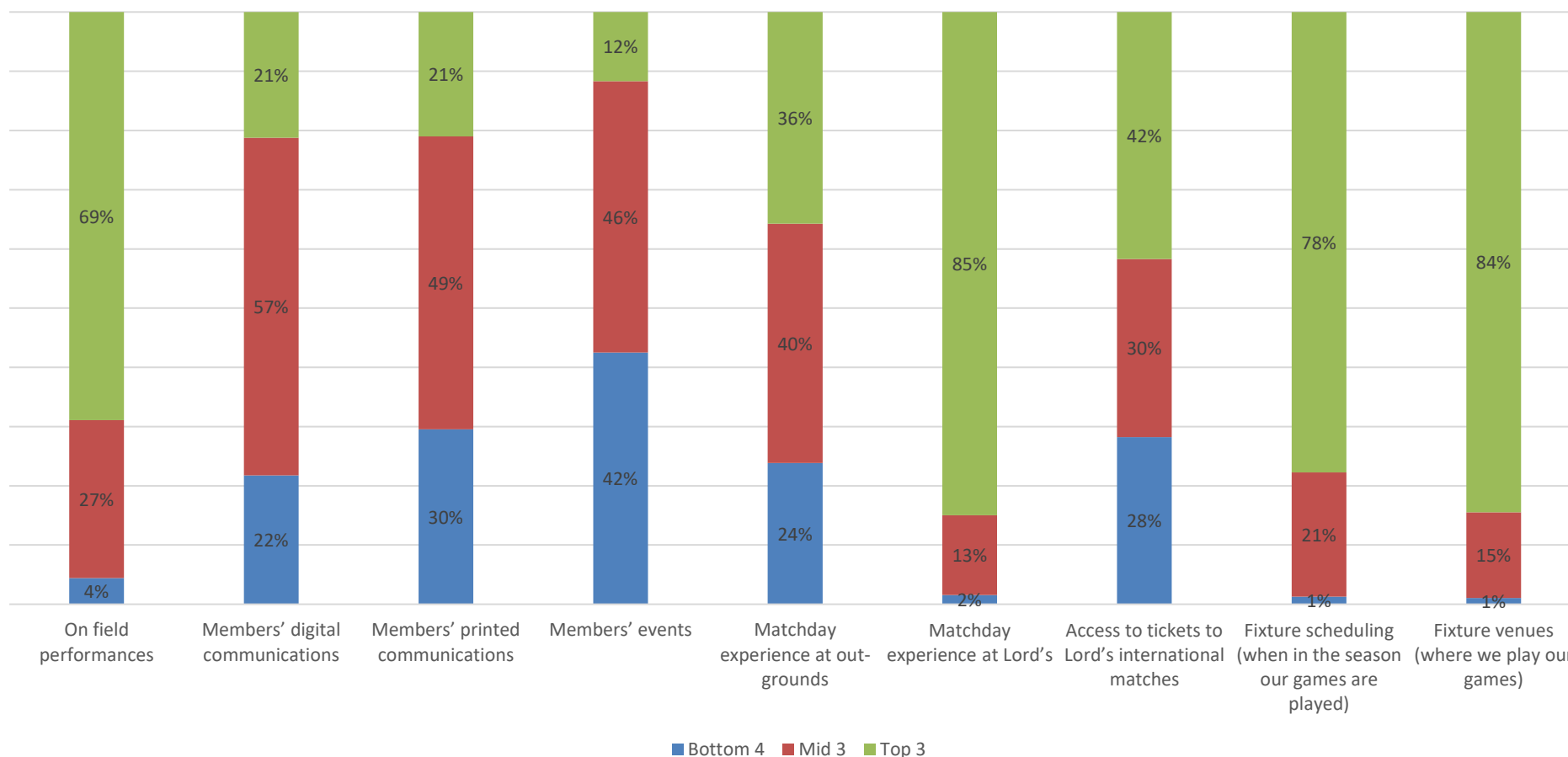
Q2 Importance - Detractors

Q2 - Importance - Detractors



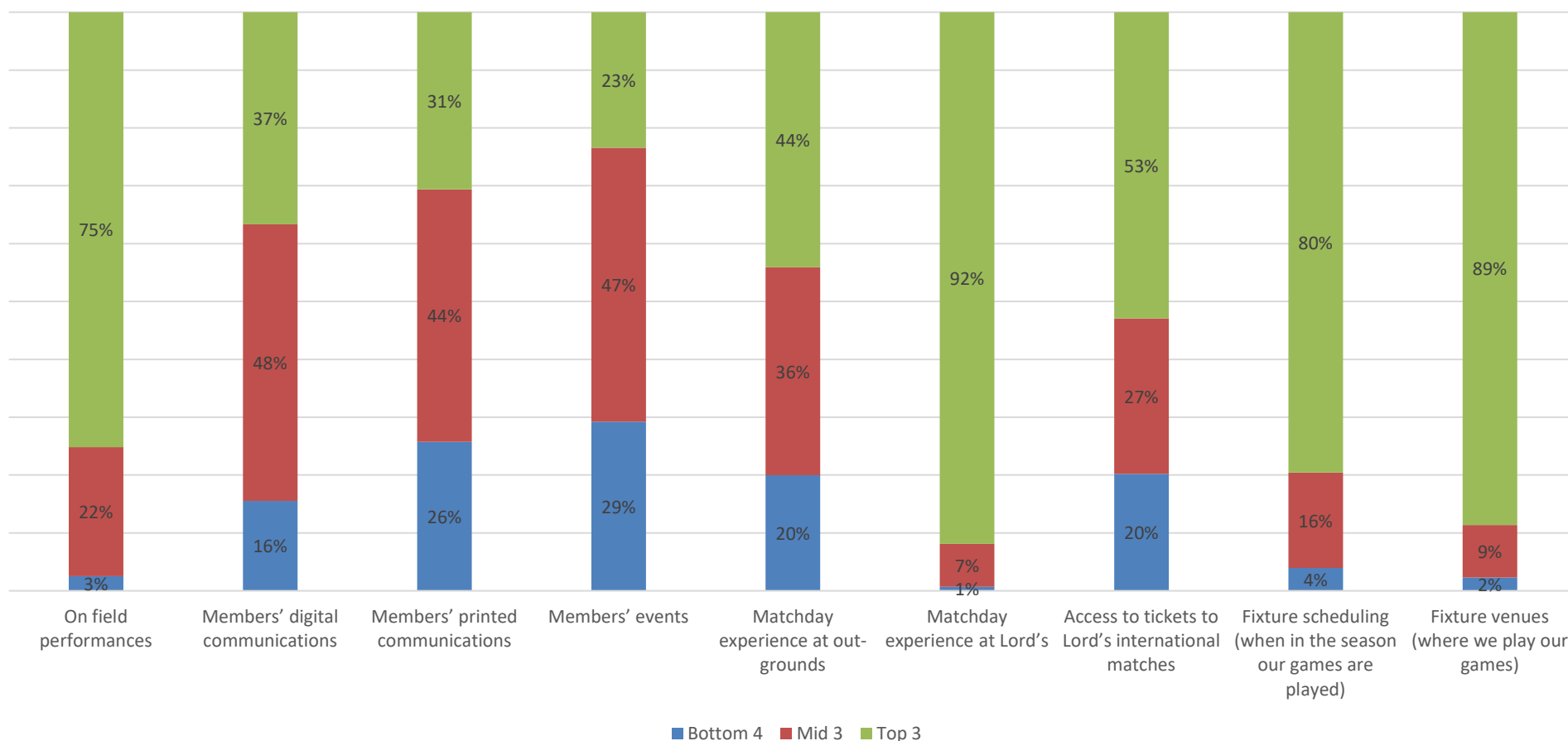
Q2 Importance - Passive

Q2 - Importance - Passive



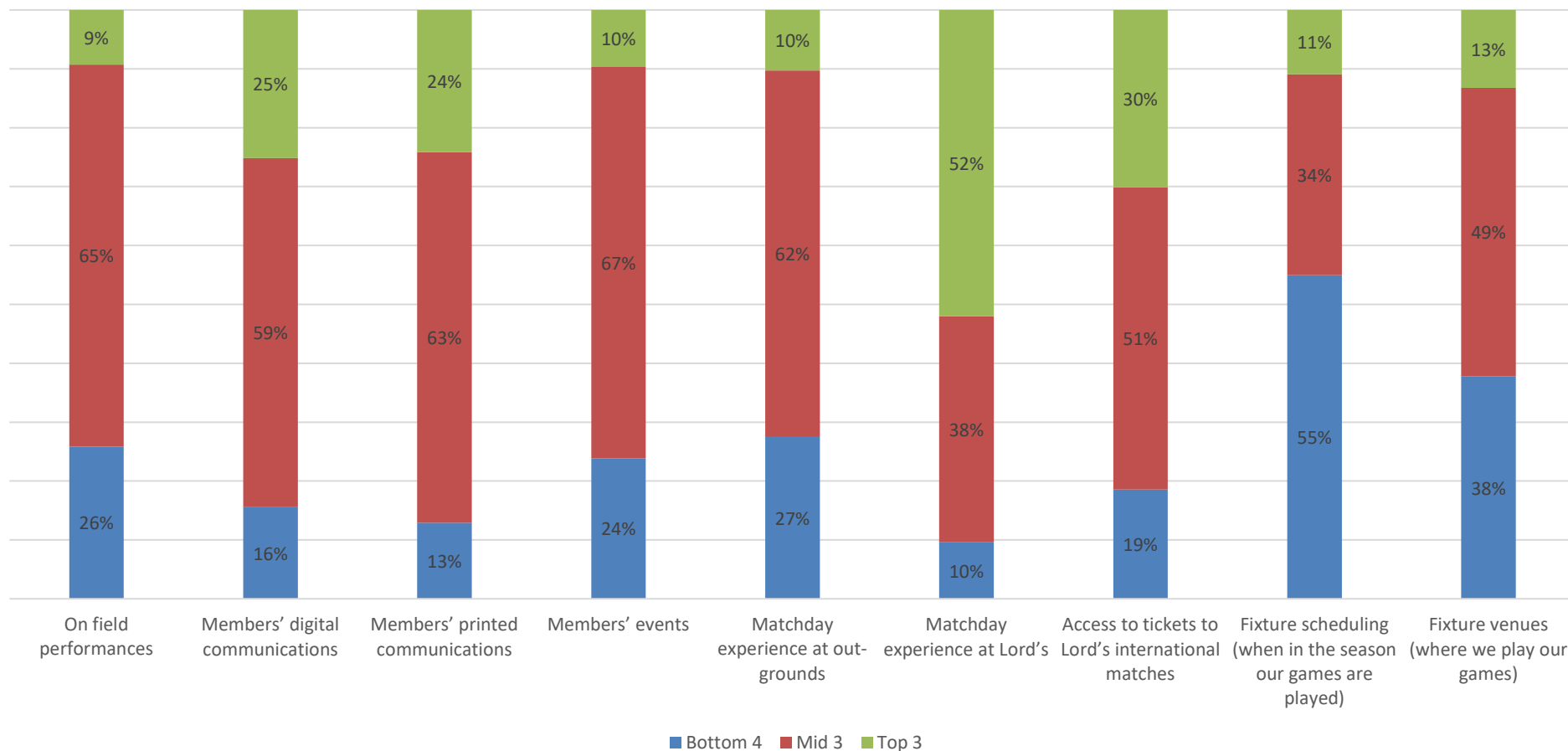
Q2 Importance - Promoters

Q2 - Importance - Promoters



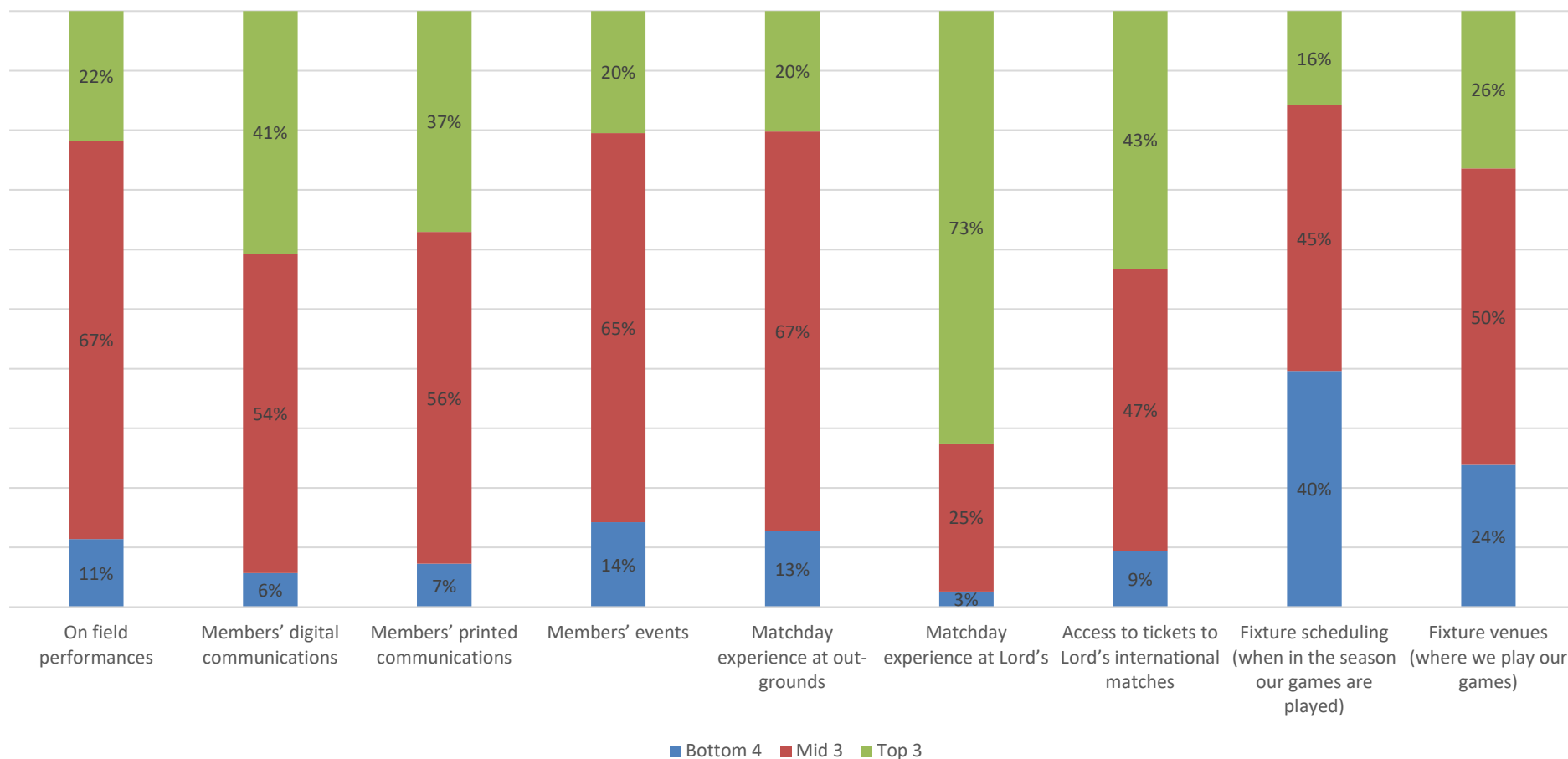
Q3 Satisfaction - Detractors

Q3 - Satisfaction - Detractors



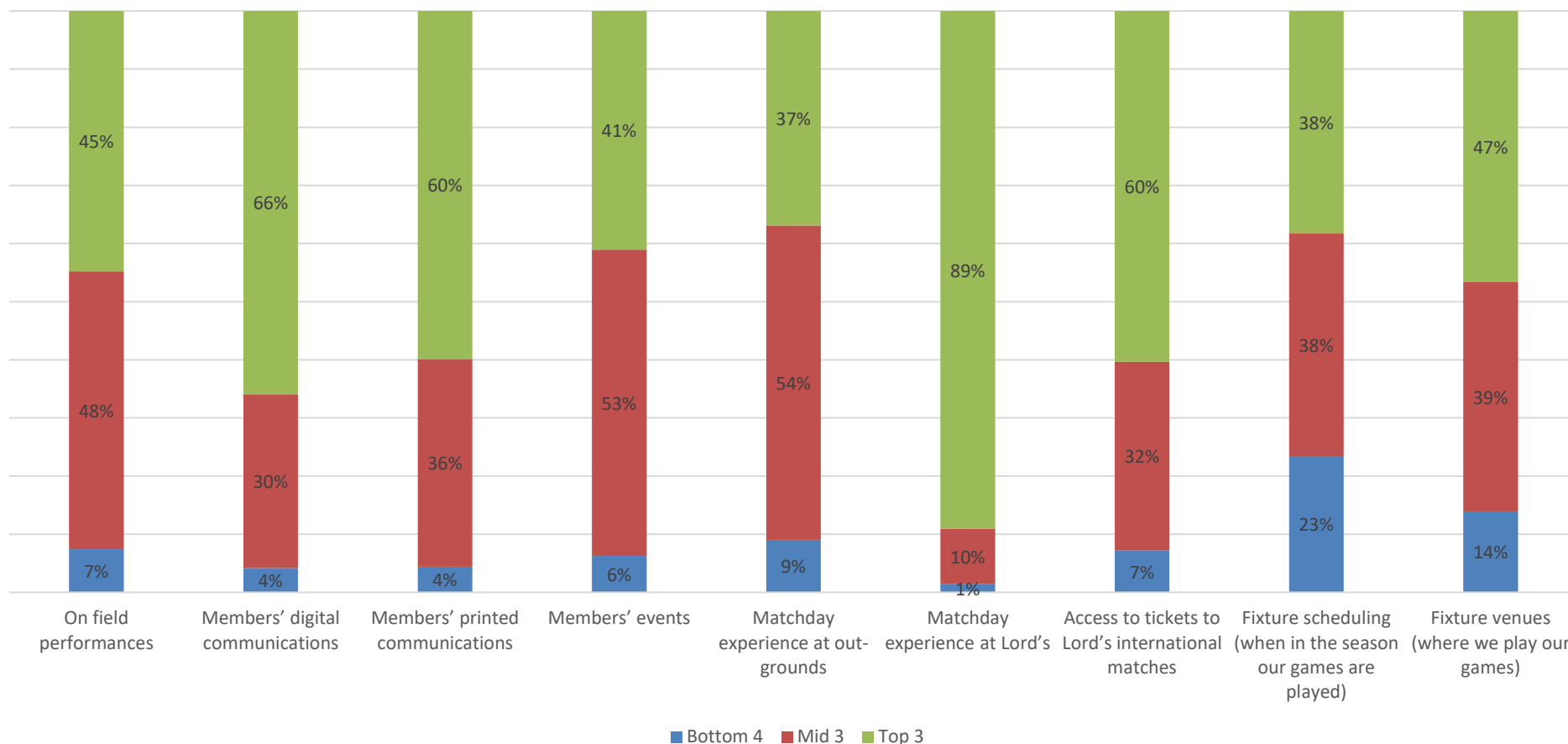
Q3 Satisfaction - Passive

Q3 - Satisfaction - Passive



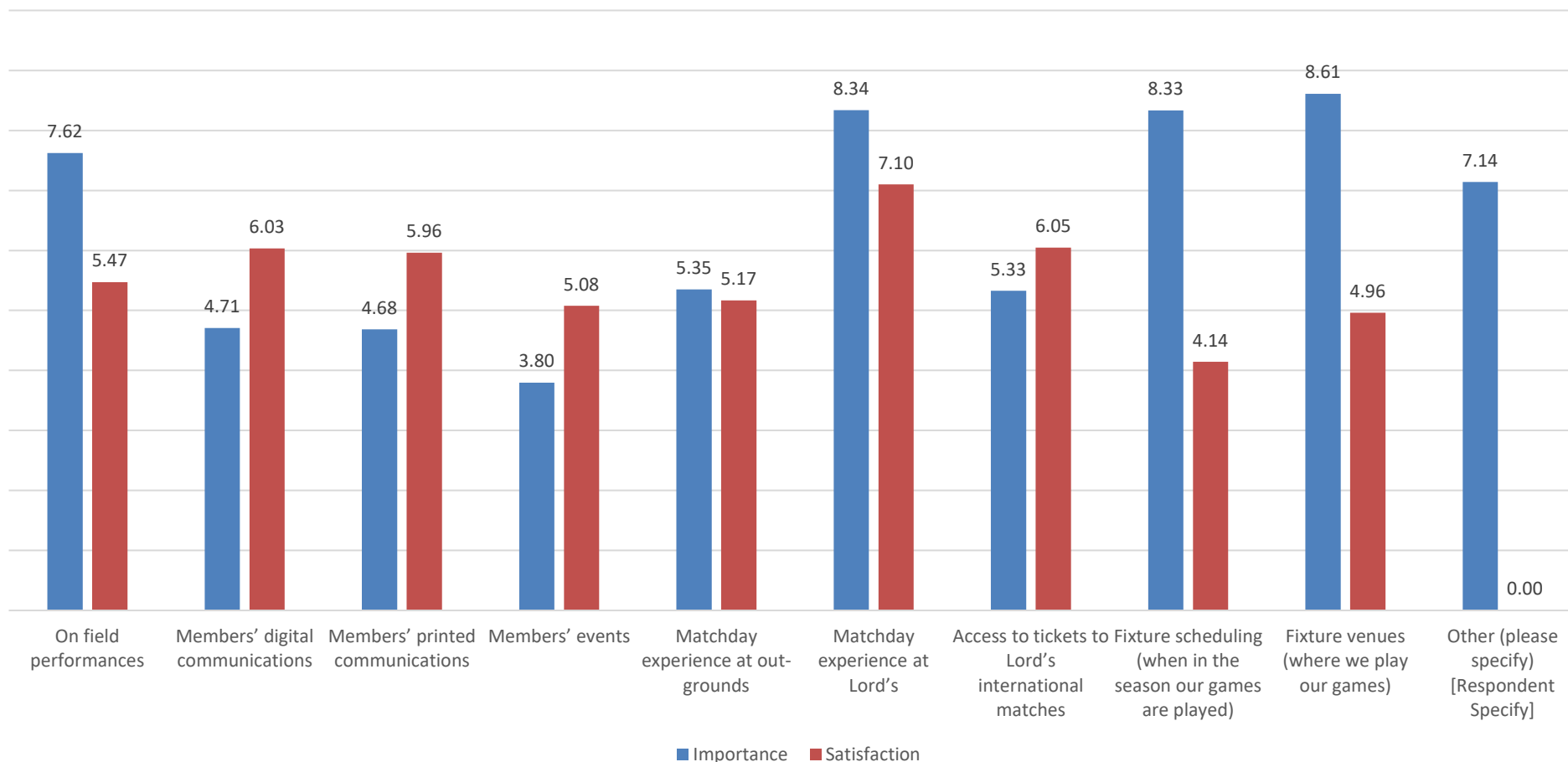
Q3 Satisfaction - Promoters

Q3 - Satisfaction - Promoters



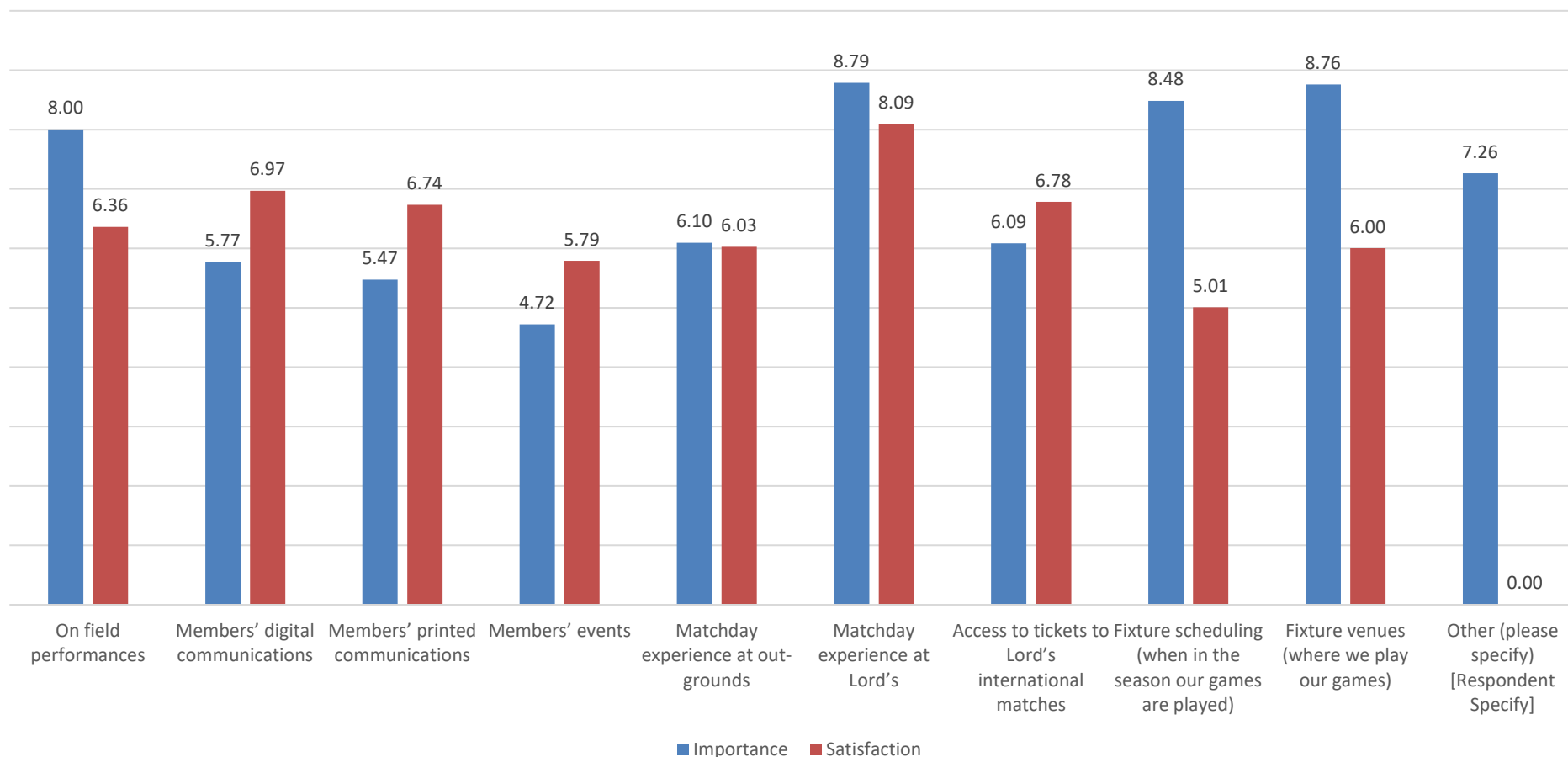
Q2 Importance vs Q3 Satisfaction - Detractors

Detractors - Importance vs Satisfaction



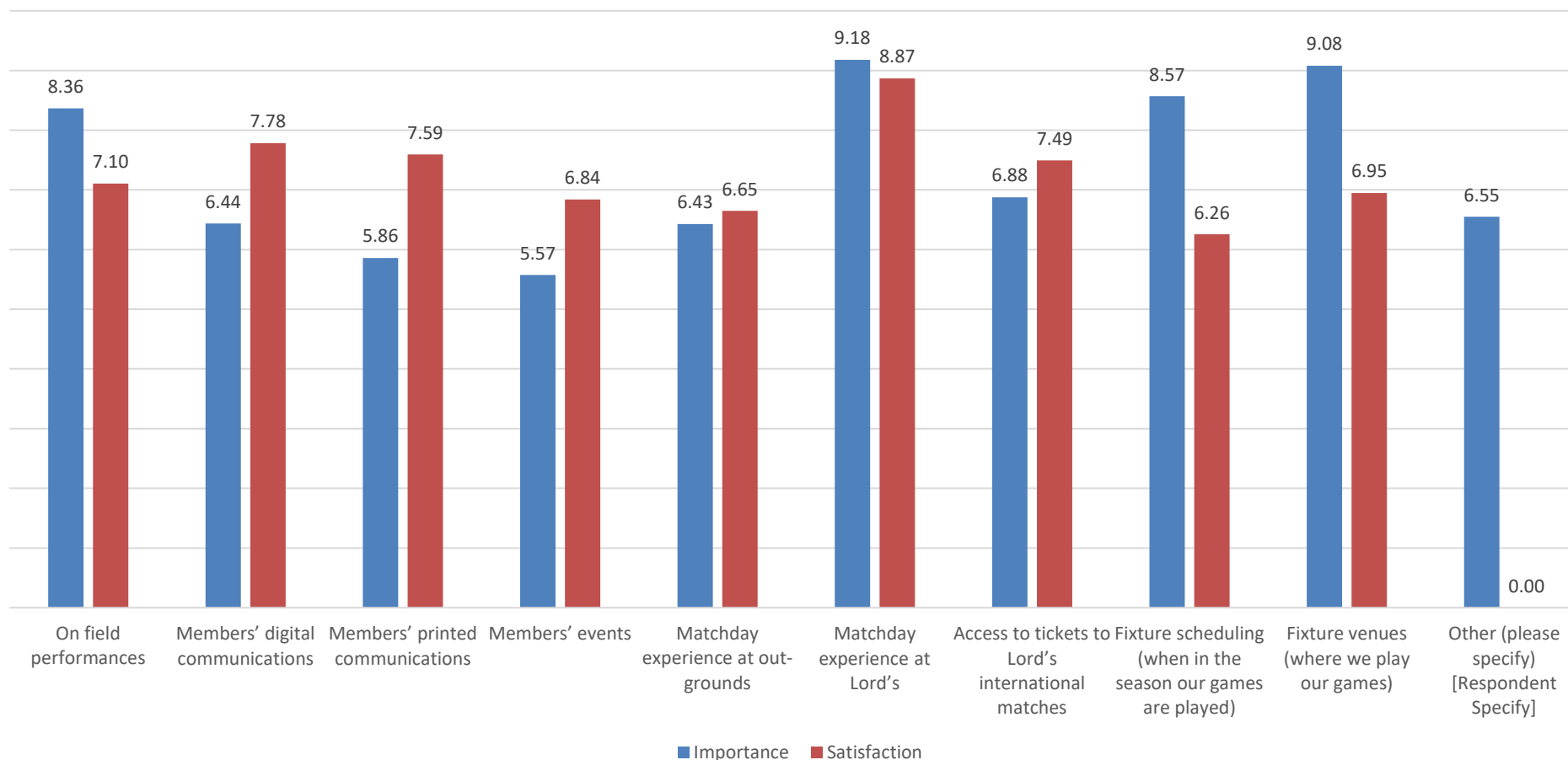
Q2 Importance vs Q3 Satisfaction - Passive

Passive - Importance vs Satisfaction



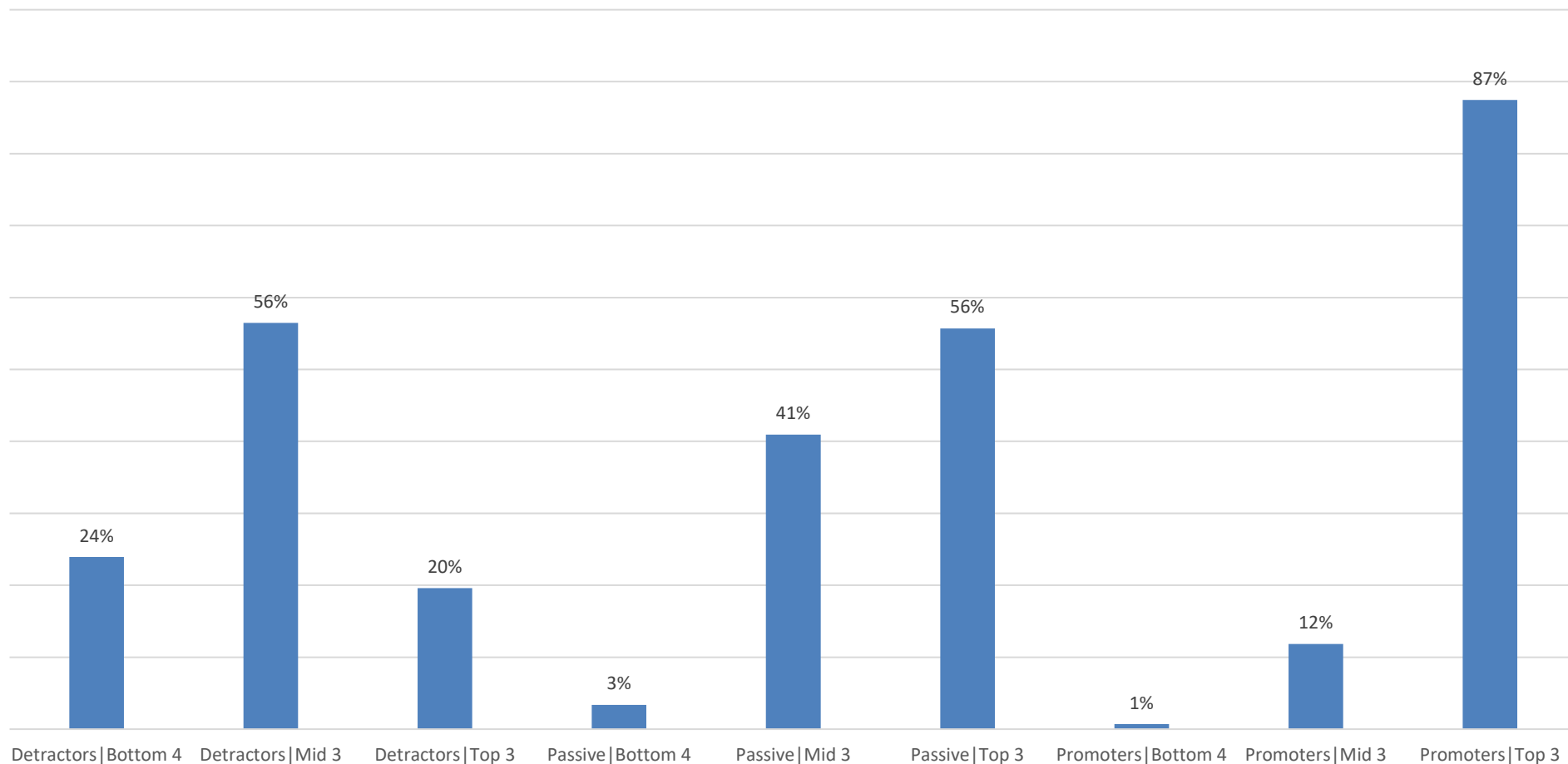
Q2 Importance vs Q3 Satisfaction - Promoters

Promoters - Importance vs Satisfaction



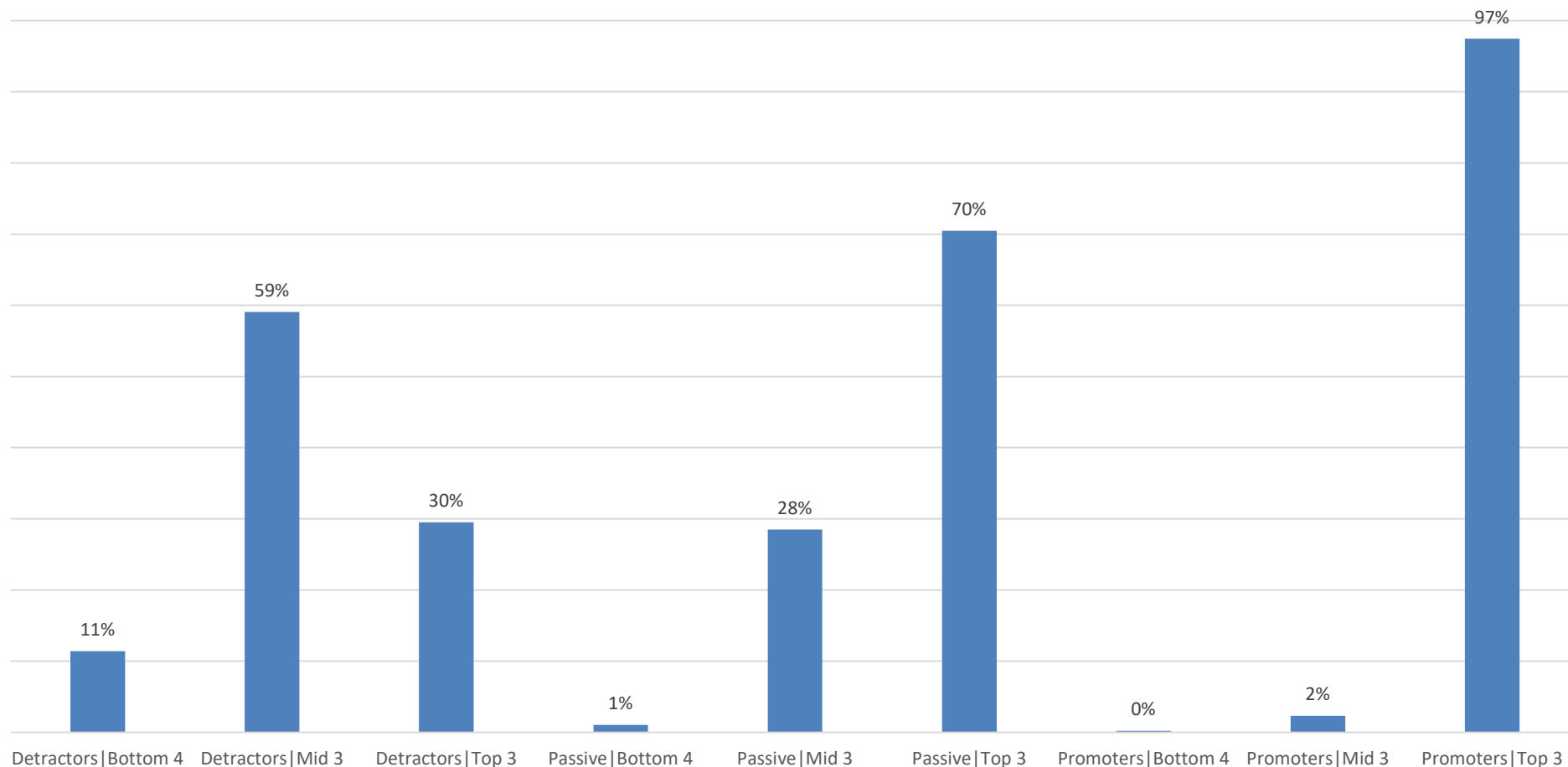
Q4 Value vs Q6 NPS

Q4 - Do you feel your Middlesex membership gives you value for money?



Q5 Proud vs Q6 NPS

Q5 - How proud are you to be a Middlesex member?



Thanks & Questions?

Any Questions?

Otherwise:

- Greg Ward
- 07767 871747
- GregW@FlyResearch.com