

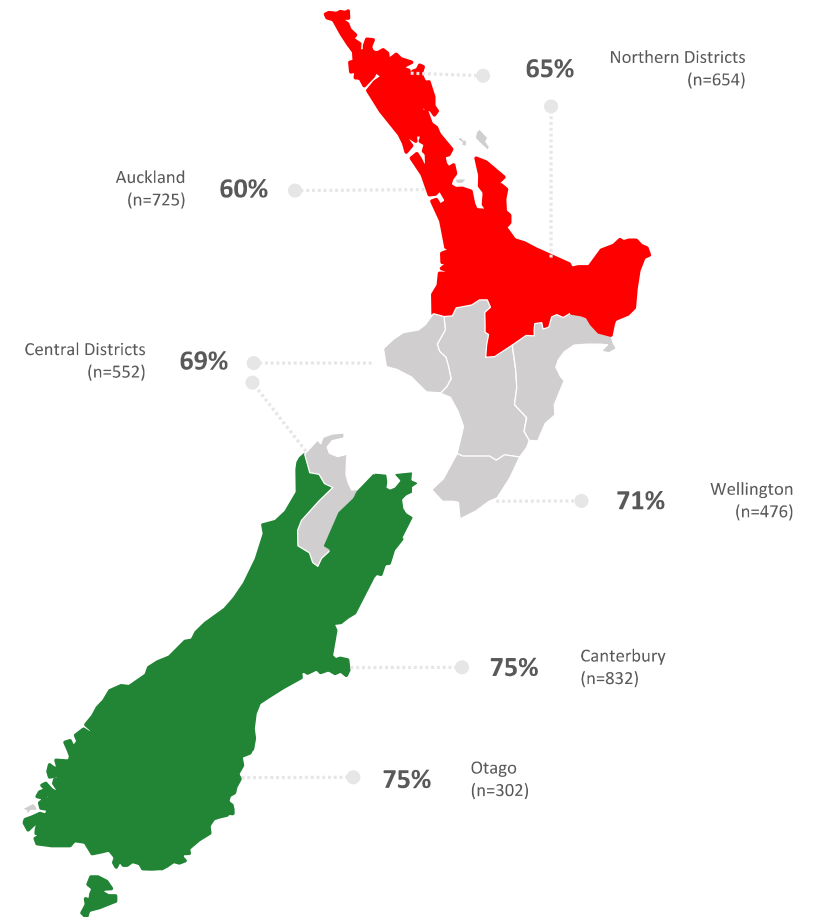
Respondents from Otago and Canterbury are most satisfied with their overall experience

OVERALL SATISFACTION
(% more than satisfied)

TOTAL 2021
69%

How does this compare with last year?

Satisfaction	2021 (n=3,607)	2020 (n=5,580)	2019 (n=4,196)
Northern Districts	65%	66%	65%
Auckland	60%	63%	62%
Central Districts	69%	71%	69%
Wellington	71%	67%	67%
Canterbury	75%	71%	72%
Otago	75%▲	67%	71%



Base: All respondents (Excluding Don't know/not applicable) (n=3,607)
Q6. To what extent are you / is your child satisfied or dissatisfied with the/ their overall experience of playing cricket at your/ their club?
Note: Major associations are based on the club selected at Q2a in the questionnaire

▲▼ Significantly higher/lower than 2020 result
▲▼ Significantly higher/lower than 2019 result
■□ Significantly higher/lower than Total Cricket 2021

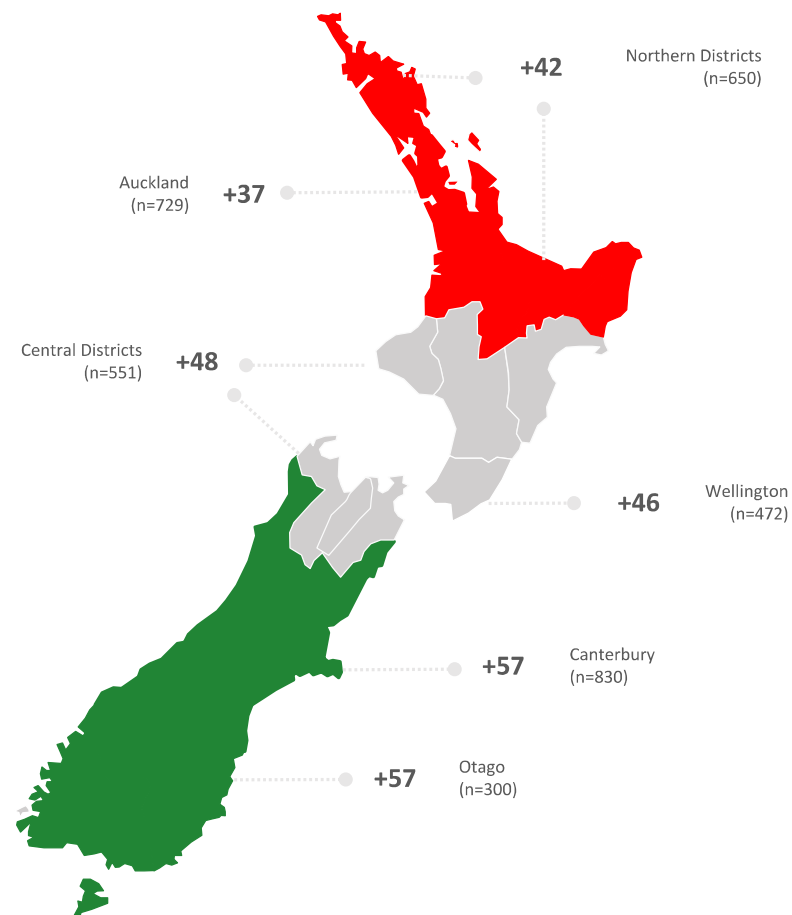
Otago and Canterbury respondents are also more likely to recommend their cricket club

NPS
(% promoters - % detractors)

TOTAL 2021
+47 ▲▲

How does this compare with last year?

NPS	2021 (n=3,597)	2020 (n=5,566)	2019 (n=4,182)
Northern Districts	+42	+40	+38
Auckland	+37 ▲	+38	+32
Central Districts	+48	+46	+47
Wellington	+46 ▲	+43	+38
Canterbury	+57 ▲▲	+50	+47
Otago	+57	+49	+49



Base: All respondents (Excluding Don't know/not applicable) (n=3,597)

Imagine someone is interested in playing or participating in cricket. If they asked you/ your child, how likely are you/ their club to them, using a scale of 0 to 10 where 0 is not at all likely and 10 is extremely likely?

Note: Major associations are based on the club selected at Q2a in the questionnaire

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▲▼ Significantly higher/lower than 2019 result

■ Significantly higher/lower than Total Cricket 2021

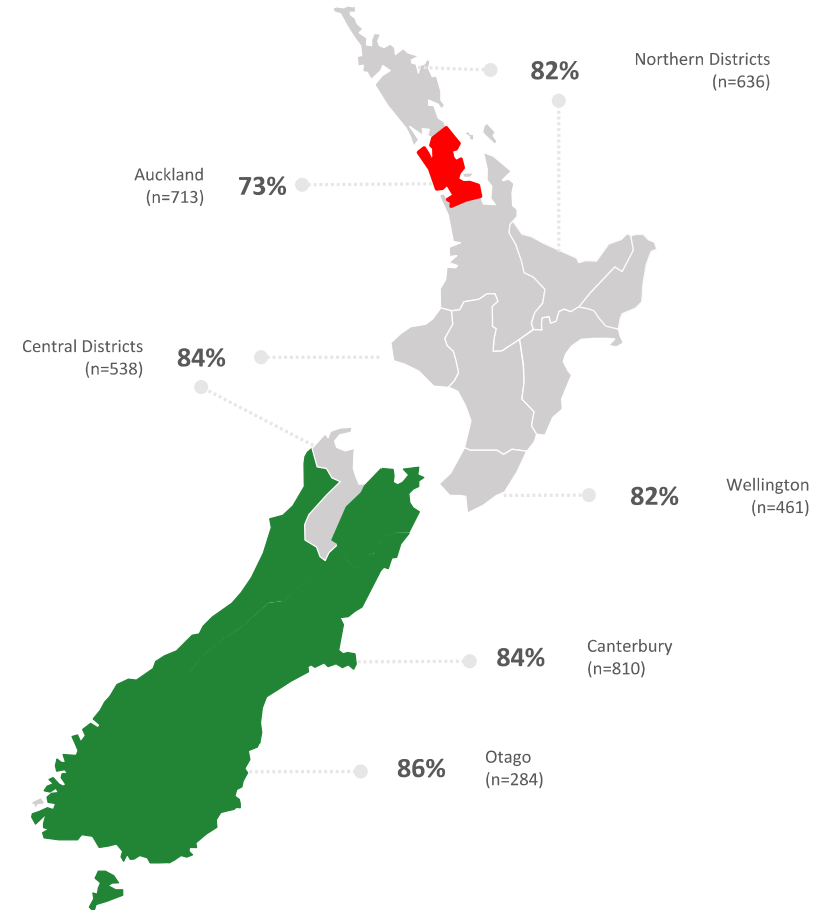
Those from Auckland are least likely to perceive value for money

VALUE FOR MONEY
(% agree or strongly agree)

TOTAL 2021
81%

How does this compare with last year?

Value for money	2021 (n=3,503)	2020 (n=5,429)	2019 (n=4,113)
Northern Districts	82%	79%	81%
Auckland	73%	75%	74%
Central Districts	84%	84%	83%
Wellington	82%	83%	80%
Canterbury	84%▲	82%	80%
Otago	86%	86%	84%



Base: All respondents (Excluding Don't know/not applicable) (n=3,503)

Q11. To what extent do you agree or disagree with the following... The opportunities, services and benefits that I/ your child receive/ receives from their club make it well worth the money I/ you or they pay

Note: Major associations are based on the club selected at Q2a in the questionnaire

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▲▼ Significantly higher/lower than 2019 result

■ Significantly higher/lower than Total Cricket 2021

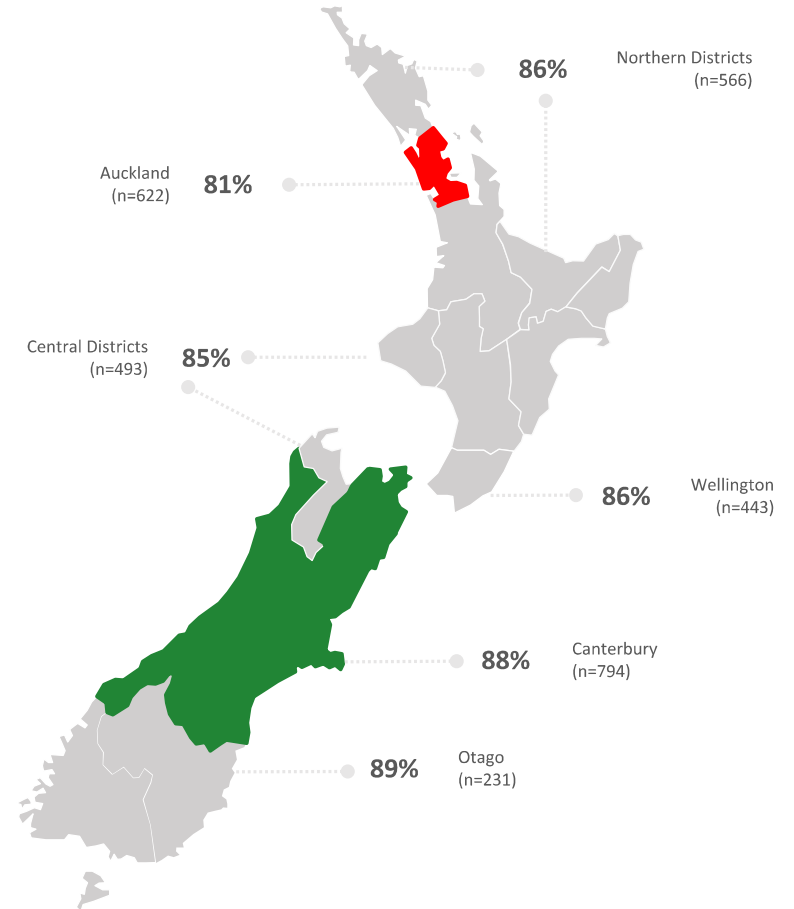
Auckland respondents are also less likely to rejoin their club next season

Likelihood to rejoin
(% likely or very likely)

TOTAL 2021
86%

How does this compare with last year?

Likelihood to rejoin	2021 (n=3,299)	2020 (n=4,921)	2019 (n=3,786)
Northern Districts	86%	88%	85%
Auckland	81%	84%	84%
Central Districts	85%	85%	87%
Wellington	86%	87%	84%
Canterbury	88%	87%	88%
Otago	89%	87%	91%



Base: All respondents who are members (Excluding Don't know/not applicable) (n=3,299)
Q9. How likely are/ is you/ your child to play cricket for or rejoin <insert club from Q2a> next season?
Note: Major associations are based on the club selected at Q2a in the questionnaire

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▲▼ Significantly higher/lower than 2019 result
■□ Significantly higher/lower than Total Cricket 2021

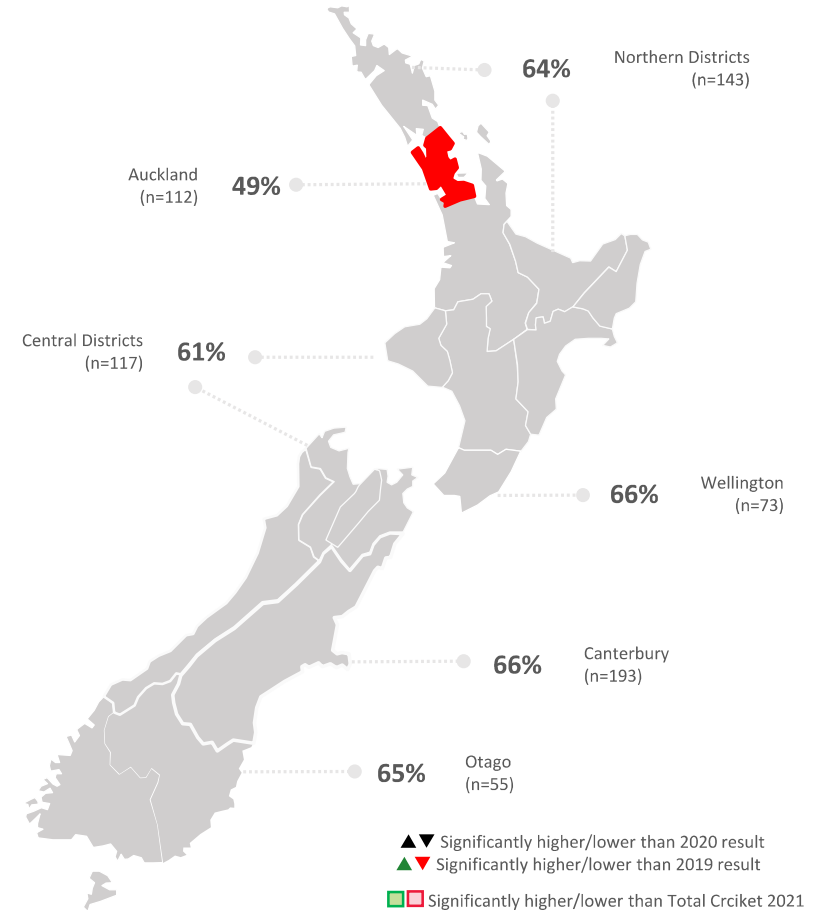
Auckland Cricket respondents are less satisfied with the overall joining process

Joining process
(% very or extremely satisfied)

TOTAL 2021
61%

How does this compare with last year?

Joining process	2021 (n=705)	2020 (n=1,177)	2019 (n=813)
Northern Districts	64%	69%	63%
Auckland	49%	54%	56%
Central Districts	61%	69%	60%
Wellington	66%	71%	54%
Canterbury	66%	63%	59%
Otago	65%	72%	50%



Base: All respondents who are new members (Excluding Don't know/not applicable) (n=705)
Q20 (R6). Thinking about the process you/ you and your child went through when you/ your child joined your/ their <sport> club. How satisfied are you with your/ their cricket club on the following... The overall process of joining the club

Note: Major associations are based on the club selected at Q2a in the questionnaire

^ please note change in metric in 2018 (previously average of four joining process attributes)

Reason for belonging to a club

Reason for belonging	TOTAL (n=3,302)	Northern Districts (n=581)	Auckland (n=680)	Central Districts (n=502)	Wellington (n=454)	Canterbury (n=807)	Otago (n=236)
To play competitively	32%	38%	36%	34%	31%	29%	24%
To have fun	31%	27%	29%	25%	37%	36%	33%
To learn/ improve skills	20%▼	20%	16%▼	23%	16%▼	21%	28%▲
To socialise	8%	6%	8%	8%	9%	8%	9%
To get fit and healthy	3%	3%	5%	4%▲	4%	2%	2%
To have access to facilities and playing fields/ venues/ courts	1%	1%	2%	1%	2%	1%	1%
Other	4%	4%	4%	6%	3%	4%	3%

Base: All respondents who are members (n=3,302)

Q4. What is the main reason you/ your child belong/ belongs to a <sport> club?

*Small sample size; ** Very small sample size

Note: Major associations are based on the club selected at Q2a in the questionnaire

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Satisfaction across regions: more than satisfied with key drivers

Key drivers (% more than satisfied)	TOTAL (n=3,046-3,586)	Northern Districts (n=537-649)	Auckland (n=617-726)	Central Districts (n=465-555)	Wellington (n=389-467)	Canterbury (n=692-824)	Otago (n=240-302)
Being friendly and welcoming	79%	80%	74%	78%▼	79%	84%	80%
The social environment at the club	70%	72%	64%	69%▼	70%	72%	74%
Providing me/ them the information I/ they need when I/ they need it	68%	65%	62%	69%	68%	75%▲	74%▲
Is fair and provides equal opportunities for all players	67%	68%	60%	66%▼	67%	75%▲	69%
Being professional and well managed	67%	63%	61%	70%	69%	73%	70%
The quality of the coaches or instructors	63%▼	60%	54%▼	67%▼	67%	67%	64%
Having well maintained playing/ training venues/ fields/ courts	62%▼	55%	57%▼	67%	61%	66%	68%
Helping me/ them to fulfil my/ their potential	58%▼	57%▼	53%	58%▼	58%▼	64%	60%
Having clean and well maintained facilities e.g. clubrooms, changing rooms, toilets	57%	52%	55%	62%	53%	60%	59%

Base: All respondents (Excluding Don't know/not applicable) (n=3,046-3,586)

Q10a. How would you/ your child rate your/ their overall satisfaction with your/ their cricket club on each of the following...

Note: Major associations are based on the club selected at Q2a in the questionnaire

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Satisfaction across regions: more than satisfied with secondary drivers

Secondary drivers (% more than satisfied)	TOTAL (n=2,892-3,574)	Northern Districts (n=544-648)	Auckland (n=599-716)	Central Districts (n=475-555)	Wellington (n=347-471)	Canterbury (n=635-819)	Otago (n=239-301)
Providing a safe environment for adults and children	78%	74%	73%	80%	79%	83%	81%
Encouraging good sportsmanship and fair play	76%	74%	70%	77%	76%	81%	78%
Fostering a sense of pride in our/ their club	71%	69%	66%	72%	70%	74%	76%
The ease of accessing the clubs venues/ fields/ courts for training or casual playing	68%	66%	64%	68%▼	68%	72%	74%
Engaging with the local community	59%	59%	57%	57%▼	58%	64%	60%
Having qualified / experienced officials available when I/ they compete	49%	45%	40%	49%	50%	57%	53%

Base: All respondents (Excluding Don't know/not applicable) (n=2,892-3,574)
 Q10b. How would you/ your child rate your/their overall satisfaction with your/ their cricket club on each of the following...
 Note: Major associations are based on the club selected at Q2a in the questionnaire

▲▼ Significantly higher/lower than 2020 result
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Focus for improvement

Focus for improvement	TOTAL (n=3,696)	Northern Districts (n=658)	Auckland (n=737)	Central Districts (n=559)	Wellington (n=480)	Canterbury (n=834)	Otago (n=304)
Player development programmes	20%	22%	18%	21%	21%	19%	22%
Playing/ training venues/ fields/ courts	14%	17%▲	17%▲	10%	14%	14%	10%
Facilities e.g. club rooms, changing rooms, toilets	11%	10%	14%	8%	16%▲	12%	9%
Quality of coaching or instructors	8%▼	7%▼	9%▼	9%	10%	8%	7%
Number of coaches or instructors	8%	8%	7%	9%	5%	8%	9%
Communications	4%▼	4%	3%	5%	4%	3%	6%
Social activities	4%	3%	3%	5%	4%	5%	7%
Quality of officiating	4%	3%	4%	5%	1%	3%	4%
Management of the club	3%	5%	5%▲	3%	3%	2%	2%
Access to equipment	3%▼	3%	3%	4%	3%	3%	3%
Other	7%▲	6%	9%▲	7%	5%	6%	5%

Base: All respondents (Excluding Don't know/not applicable) (n=3,639)

Q14. If your/ your child's cricket club was going to focus on improving one of the following aspects, which would be the one thing you/ your child would like them to improve?

Note: Major associations are based on the club selected at Q2a in the questionnaire

▲▼ Significantly higher/lower than 2020 result
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