

the cricketer

READER SURVEY

The Cricketer is your magazine. The results we receive from our surveys help shape it.
We will use the results of this year's survey to craft our content in 2024.

Please note that this survey is for research purposes only and your individual information will be kept confidential and will not be shared with any third parties. Please answer as many questions as you can, but none are compulsory. Your help is greatly appreciated.

1. Are you a subscriber or did you purchase The Cricketer from the newsstand? ☐ Subscriber ☐ Newsstand

2. How long have you been a subscriber for/purchased from the newsstand?

☐ Up to one year ☐ 1-3 years ☐ 4-10 years ☐ 11-20 years ☐ 20+ years

3. What made you subscribe to or buy The Cricketer?

4. Do you enjoy the magazine more or less than you did 12 months ago? ☐ More ☐ Less ☐ Same

5. How much of the magazine do you read?

☐ Cover to cover ☐ All but a few pages ☐ Mostly features ☐ Mostly columnists ☐ Mostly county coverage

6. How do you rate our regular features?

Openers

Editorial – Huw Turbervill	<input type="checkbox"/> Like it a lot	<input type="checkbox"/> Quite like it	<input type="checkbox"/> Do not like it	<input type="checkbox"/> Don't read it
Facing up	<input type="checkbox"/> Like it a lot	<input type="checkbox"/> Quite like it	<input type="checkbox"/> Do not like it	<input type="checkbox"/> Don't read it
My favourite cricketer	<input type="checkbox"/> Like it a lot	<input type="checkbox"/> Quite like it	<input type="checkbox"/> Do not like it	<input type="checkbox"/> Don't read it
Why I love cricket	<input type="checkbox"/> Like it a lot	<input type="checkbox"/> Quite like it	<input type="checkbox"/> Do not like it	<input type="checkbox"/> Don't read it

Columnists

George Dobell – Dobell take	<input type="checkbox"/> Like it a lot	<input type="checkbox"/> Quite like it	<input type="checkbox"/> Do not like it	<input type="checkbox"/> Don't read it
Mike Selvey – Rear view mirror	<input type="checkbox"/> Like it a lot	<input type="checkbox"/> Quite like it	<input type="checkbox"/> Do not like it	<input type="checkbox"/> Don't read it
Tanya Aldred – Boundary view	<input type="checkbox"/> Like it a lot	<input type="checkbox"/> Quite like it	<input type="checkbox"/> Do not like it	<input type="checkbox"/> Don't read it
Nasser Hussain – Ask Nasser	<input type="checkbox"/> Like it a lot	<input type="checkbox"/> Quite like it	<input type="checkbox"/> Do not like it	<input type="checkbox"/> Don't read it
Gideon Haigh – The Window	<input type="checkbox"/> Like it a lot	<input type="checkbox"/> Quite like it	<input type="checkbox"/> Do not like it	<input type="checkbox"/> Don't read it
David Gower – 'lunch with'	<input type="checkbox"/> Like it a lot	<input type="checkbox"/> Quite like it	<input type="checkbox"/> Do not like it	<input type="checkbox"/> Don't read it
David Gower – column	<input type="checkbox"/> Like it a lot	<input type="checkbox"/> Quite like it	<input type="checkbox"/> Do not like it	<input type="checkbox"/> Don't read it
Vic Marks	<input type="checkbox"/> Like it a lot	<input type="checkbox"/> Quite like it	<input type="checkbox"/> Do not like it	<input type="checkbox"/> Don't read it
Mike Brearley	<input type="checkbox"/> Like it a lot	<input type="checkbox"/> Quite like it	<input type="checkbox"/> Do not like it	<input type="checkbox"/> Don't read it
Off the long run (guest column)	<input type="checkbox"/> Like it a lot	<input type="checkbox"/> Quite like it	<input type="checkbox"/> Do not like it	<input type="checkbox"/> Don't read it

Which of our columnists do you enjoy reading the most? _____

Domestic/international cricket

County diary	<input type="checkbox"/> Like it a lot	<input type="checkbox"/> Quite like it	<input type="checkbox"/> Do not like it	<input type="checkbox"/> Don't read it
County focus	<input type="checkbox"/> Like it a lot	<input type="checkbox"/> Quite like it	<input type="checkbox"/> Do not like it	<input type="checkbox"/> Don't read it
The big match	<input type="checkbox"/> Like it a lot	<input type="checkbox"/> Quite like it	<input type="checkbox"/> Do not like it	<input type="checkbox"/> Don't read it
England Test reports	<input type="checkbox"/> Like it a lot	<input type="checkbox"/> Quite like it	<input type="checkbox"/> Do not like it	<input type="checkbox"/> Don't read it
Overseas series reports	<input type="checkbox"/> Like it a lot	<input type="checkbox"/> Quite like it	<input type="checkbox"/> Do not like it	<input type="checkbox"/> Don't read it
Women's cricket	<input type="checkbox"/> Like it a lot	<input type="checkbox"/> Quite like it	<input type="checkbox"/> Do not like it	<input type="checkbox"/> Don't read it

This survey can be completed online at www.thecricketer.com/survey

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How do you rate our regular features? (continued)

Eyewitness	<input type="checkbox"/> Like it a lot	<input type="checkbox"/> Quite like it	<input type="checkbox"/> Do not like it	<input type="checkbox"/> Don't read it
The photographer's view	<input type="checkbox"/> Like it a lot	<input type="checkbox"/> Quite like it	<input type="checkbox"/> Do not like it	<input type="checkbox"/> Don't read it
Book reviews	<input type="checkbox"/> Like it a lot	<input type="checkbox"/> Quite like it	<input type="checkbox"/> Do not like it	<input type="checkbox"/> Don't read it
Obituaries	<input type="checkbox"/> Like it a lot	<input type="checkbox"/> Quite like it	<input type="checkbox"/> Do not like it	<input type="checkbox"/> Don't read it
Club scene	<input type="checkbox"/> Like it a lot	<input type="checkbox"/> Quite like it	<input type="checkbox"/> Do not like it	<input type="checkbox"/> Don't read it
From the archive	<input type="checkbox"/> Like it a lot	<input type="checkbox"/> Quite like it	<input type="checkbox"/> Do not like it	<input type="checkbox"/> Don't read it
Global game	<input type="checkbox"/> Like it a lot	<input type="checkbox"/> Quite like it	<input type="checkbox"/> Do not like it	<input type="checkbox"/> Don't read it
Whatever happened to?	<input type="checkbox"/> Like it a lot	<input type="checkbox"/> Quite like it	<input type="checkbox"/> Do not like it	<input type="checkbox"/> Don't read it

Are there any features we print, or used to print, which you would like to see more regularly? _____

7. Which one-off editorial features did you enjoy in the last year?

The county MOT	<input type="checkbox"/> A lot	<input type="checkbox"/> Quite a lot	<input type="checkbox"/> Didn't enjoy
Ashes preview	<input type="checkbox"/> A lot	<input type="checkbox"/> Quite a lot	<input type="checkbox"/> Didn't enjoy
Ashes review	<input type="checkbox"/> A lot	<input type="checkbox"/> Quite a lot	<input type="checkbox"/> Didn't enjoy
County season preview	<input type="checkbox"/> A lot	<input type="checkbox"/> Quite a lot	<input type="checkbox"/> Didn't enjoy
County season review	<input type="checkbox"/> A lot	<input type="checkbox"/> Quite a lot	<input type="checkbox"/> Didn't enjoy
World Cup preview	<input type="checkbox"/> A lot	<input type="checkbox"/> Quite a lot	<input type="checkbox"/> Didn't enjoy
India tour preview	<input type="checkbox"/> A lot	<input type="checkbox"/> Quite a lot	<input type="checkbox"/> Didn't enjoy
Mind and Body	<input type="checkbox"/> A lot	<input type="checkbox"/> Quite a lot	<input type="checkbox"/> Didn't enjoy

Is there a topic you would like us to investigate in 2024? _____

8. Which past series, player or cricket event would you most like us to write about in 2024?

9. Who would you like us to interview, and what would you ask?

10. Who would you like to see write more for The Cricketer in 2024?

11. What would you like to see more of in the magazine?

12. What would you like to see less of in the magazine?

13. How do you find the tone of the magazine?

14. How do you find the balance of our cricket coverage?

☐ Too Test heavy ☐ Too white-ball heavy ☐ Just right

15. Do you have any other general comments regarding the magazine, including the design and use of pictures?

16. What was your favourite issue and cover of 2023?

17. How likely are you to recommend The Cricketer to a friend or family member?

☐ Likely ☐ Unlikely ☐ Unsure

18. Have you ever purchased an item from The Cricketer's online store (shop.thecricketer.com)?

☐ Yes ☐ No

19. Do you follow the Voneus Village Cup? (www.nationalvillagecup.com)

☐ Print ☐ Online ☐ Both ☐ Do not follow

20. Do you visit The Cricketer website (www.thecricketer.com)?

☐ Yes ☐ No

21. If yes, how often do you visit The Cricketer website?

☐ Every day ☐ Once a week
☐ A couple of times a month ☐ Every few months

22. What would you like to see more or less of on the site?

23. How do you tend to use thecricketer.com?

☐ Long reads ☐ News
☐ County cricket ☐ International cricket
☐ Squad lists ☐ Grassroots

24. Did you know The Cricketer's website offers different exclusive articles to those found in the magazine?

☐ Yes ☐ No

25. Would you consider subscribing to The Cricketer's website?

☐ Yes ☐ No

26. What would encourage you to subscribe to The Cricketer's digital offering?

27. Would you consider subscribing to a combined magazine and website bundle, with additional benefits?

☐ Yes ☐ No

ABOUT YOU

28. Age:

☐ 0-18 ☐ 19-30 ☐ 31-45
☐ 46-60 ☐ 61-75 ☐ 76+

29. Gender:

☐ Male ☐ Female

30. Do you play cricket?

☐ Yes ☐ No ☐ I used to

31. Besides playing, are you actively involved in club cricket?

☐ Umpire ☐ Scorer ☐ Coach
☐ Administrator ☐ Other

The following questions will help us attract suitable advertisers to the magazine. If you would rather not answer one or any of them then please feel free to leave blank.

32. What is your annual income?

☐ Below £20k ☐ £21-40k ☐ £41-60k
☐ £61k-100k ☐ £100k+

33. Do you have a need for mobility products and services?

☐ Yes ☐ No

34. Are you interested in financial advice?

☐ Yes ☐ No

LIFESTYLE

35. Do you enjoy consuming the following?

☐ Wine ☐ Beers & ales ☐ Spirits

36. Do you enjoy outdoor activities?

☐ Yes ☐ No

37. How do you tend to shop for items, excluding groceries?

☐ All in store ☐ Mostly in store ☐ Evenly in store and online
☐ Mostly online ☐ All online

38. Do you purchase cricket equipment?

☐ Yes, for myself ☐ Yes, for others ☐ No

39. Which of the following do you read?

☐ The Spectator ☐ The Week ☐ Other sport periodicals
☐ Private Eye ☐ Saga ☐ Broadsheet newspaper

Other _____

TRAVEL

40. Have you or would you consider watching cricket overseas?

☐ Yes ☐ No

41. If yes, would you book tickets/flights/accommodation individually or via a tour company?

☐ Individually ☐ Via a tour company

42. Do you enjoy visiting local tourist attractions when on cricket tours?

☐ Yes ☐ No

43. In which of these countries would you consider watching England play?

☐ West Indies ☐ Australia ☐ New Zealand
☐ South Africa ☐ India ☐ Sri Lanka

CHARITY

44. Have you donated to a charity in the past 12 months?

☐ Yes ☐ No

45. Which of these charities have you or would you consider donating to?

☐ Lord's Taverners ☐ Chance to Shine
☐ Ruth Strauss Foundation ☐ Children's charities
☐ Overseas aid charities ☐ Health charities
☐ Animal charities ☐ PCA Cricketers' Trust

WE WILL NOW ASK YOU ABOUT THE STATE OF THE ENGLISH GAME

46. How positive do you feel about the future of English cricket?

☐ Very positive ☐ Quite positive ☐ Worried ☐ Very worried

47. Is this more or less positive than 12 months ago?

☐ More ☐ Less ☐ Same

48. What excites/concerns you regarding the future of English cricket?

49. Would you describe yourself as a county cricket fan?

☐ Yes ☐ No

50. Which county, if any, do you follow?

51. Are you in favour of The Hundred?

☐ Yes ☐ No ☐ Unsure

PLEASE FILL IN YOUR CONTACT DETAILS BELOW BUT IF YOU WOULD LIKE TO REMAIN ANONYMOUS PLEASE LEAVE BLANK

Name _____

Email _____

☐ I would like to receive The Cricketer's weekly email newsletter

Postcode _____

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