

ECB Evidence on Cricket Supporters

“We have 10.5 million people in this country to a larger or lesser extent. On average we are successful in bringing around 1.1mn of those into grounds through our county competitions at the moment. This summer we brought 3.15 million people into grounds in this country-obviously largely on the back of the World Cup and the Ashes, which was great, but it was also the most successful summer we have ever had for domestic cricket.”

Digital, Culture, Media and Sport Committee Oral Evidence, Q30.

“The average cricket fan is 50 years old. We have a 77% male bias and an 82% bias towards White British. We have an awfully big opportunity awaiting us-if we get this right-to create an environment for cricket that is reflective of where this country is going, in terms of its multicultural appeal and our ability to get diverse and urban communities turning up in their droves....”

Response to Q31.

<http://data.parliament.uk/writtenevidence/committeeevidence.svc/evidencedocument/digital-culture-media-and-sport-committee/the-future-of-english-cricket/oral/106620.html>

Census Data

Ethnicity of England and Wales (2011 Census)

Population 56.1mn, of which White British 80.5%, Asian 7.5% (Bangladeshi, Indian and Pakistani, 5.3%), Black 3.4% White Other, 4.4%, White Irish, Gypsy travelers 1.0% Mixed ethnicity 2.2% Other 1%

<https://www.ons.gov.uk/peoplepopulationandcommunity/culturalidentity/ethnicity/articles/ethnicityandnationalidentityinenglandandwales/2012-12-11#ethnicity-in-england-and-wales>

Comment The ECB figures given in Q31 are presented as being generally representative of the game’s supporters, but there is a large element of ‘really could be anything’ associated with them absent information of what data, when collected, its sampling (and how much, if any, modelling went into ‘predicting the present’). As to why there has been such little disclosure: this may or may not be a comment on how shaky the foundations of the research are, the ECB’s dependence on Sky for them or the wider political sensitivities involved, among all other things.