

KEY INSIGHTS

A profile of squash and racquetball



Squash and Racquetball Victoria, in conjunction with La Trobe University's Centre for Sport & Social Impact, recently conducted a survey of members and casual participants in squash and racquetball. 916 surveys were completed providing a robust measure of player views and opinions.

In the last 3 months **71%** of respondents played **squash**  **14%** played **both**  **5%** played **racquetball**  **10%** played **neither**

How people see the game:

Squash & Racquetball

- Great way to keep fit
- Can play anytime of the year
- Game for people of all ages and skill levels
- Squash/Racquetball Clubs are good to belong to
- Good social environment to mix with friends and meet people
- A welcoming environment

What drives people to play:

Squash

- Fitness gained
- Easy access to a venue
- Social environment offered
- Improve my skills
- Ability to play in organised competitions
- Time it takes to play
- My friends play

Racquetball

- Fitness gained
- Improve my skills
- Social environment offered
- Ability to play in organised competitions
- Easy access to a venue
- Time it takes to play
- My friends play

How they want to play:

Squash

- Play in a team
- Play in mixed gender formats
- Play as part of a social group
- Play as an individual
- Play a range of people over a short period of time
- Short seasons
- Formats designed for fitness

Racquetball

- Play in a team
- Play in mixed gender formats
- Play as an individual
- Being able to play a doubles format
- Play as part of a social group
- Short seasons
- Play a range of people over a short period of time

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What could my club/venue do to attract and retain players:

Advertising is the most important thing...the younger generation don't even know about squash"

"Invite people to come along to introductory sessions...members can show the visitors how to play"

"I believe using local marketing would help improve onboarding new members ...being seen in the local community"

- Advertise the club/sport more
- Attract more young players
- Host more and different competition formats
- Offer incentives like free coaching and open days
- More social activities
- More sessions for new/beginner players
- Better quality courts/facilities
- More coaching programs

"..I think all clubs should try to get involved with schools to create a new base of players"

"My Club would offer free demonstrations, including the rules of the game, how to referee, shots to play, skills to focus on and general advice"

"...more visible communication to the general public at grass roots level.."

"More social functions at both team and club level"

Inactive players—what happened?

"Accessibility—the courts are a 15min drive away vs netball which is less than 5 mins"

"Pennant squash too time consuming"

"Gym owner converted the squash courts to expand the gym and PT areas.. cleanliness and quality of the court deteriorated"

"Injury"

"MSAC and APSR changed the structure of the club.. I have moved clubs as a result"

"Building sold and business not continued"

Club closed down while I was away.."

Profile of the typical survey respondent:

Squash

Predominantly male, late 40's

81% play regularly and year round

On average has played for **22 years**

80% will continue to play in the next 3 years

31% have a personal income > \$100k

69% are tertiary educated

88% are working

68% of their significant others do not play - a reversal of the trend evident in the 1960's-80's

Racquetball

Predominantly male, late 40's

64% play year round

On average has played for **8.9 years**

61% will continue to play in the next 3 years

22% have a personal income > \$100k

53% are tertiary educated

84% are working

More likely to live in regional Victoria

