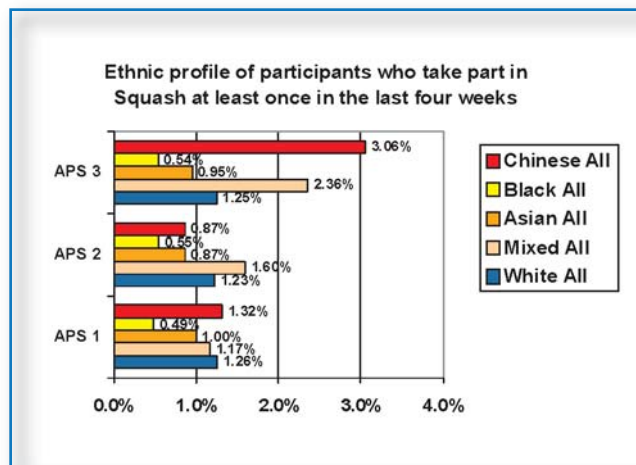
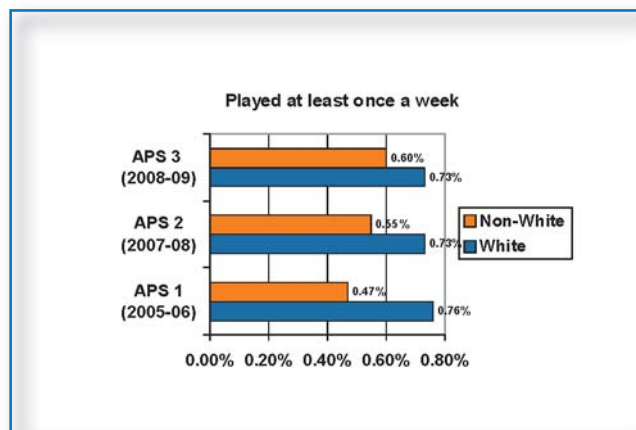
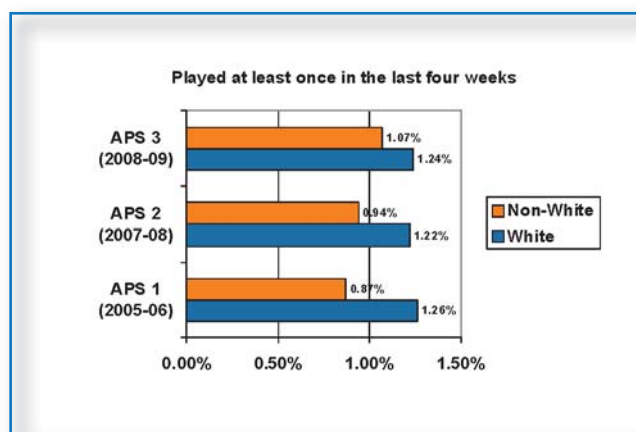


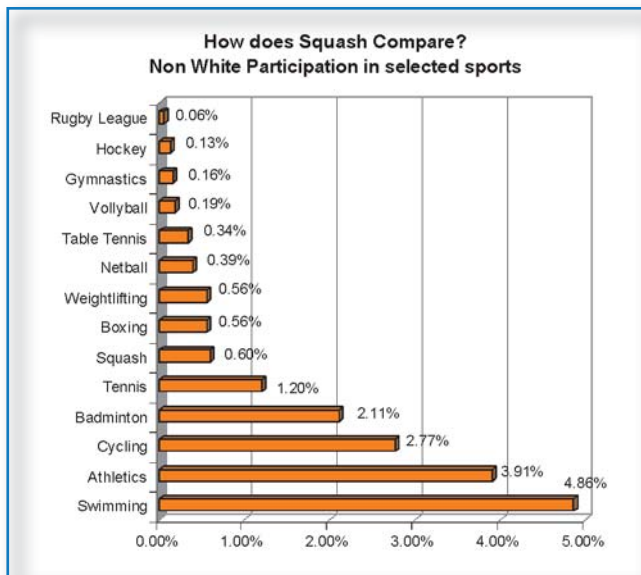
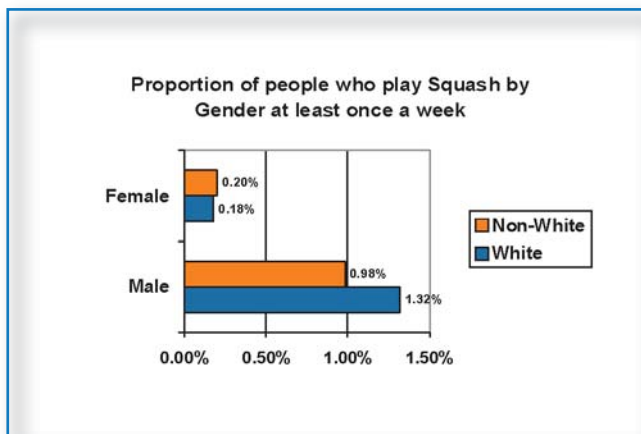
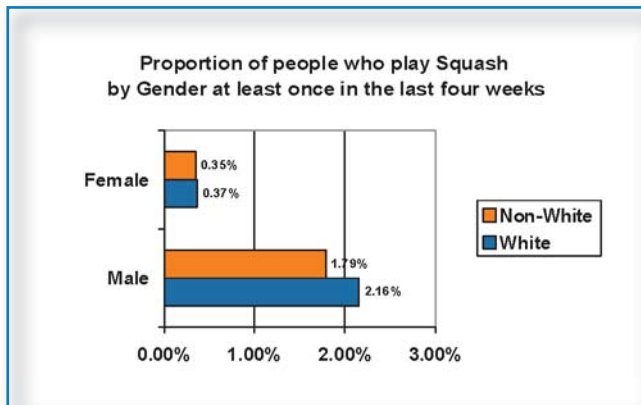
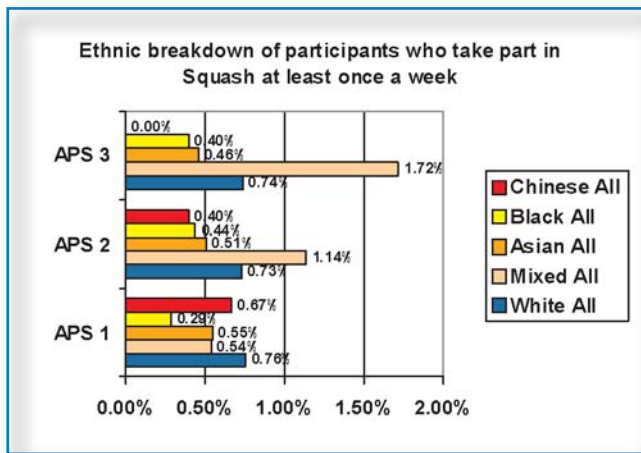
# Squash

All chart-data is taken from the latest Active People Survey 3 (2008-09) unless stated otherwise. All adults (aged 16 and over).

- Around 25,300 non white participants take part in Squash every week.
- Squash is the ninth most popular sport with non white participants.
- Broken down by gender Squash is the eleventh most popular sport with non white males and twelfth most popular sport for non white females.
- There has been a small steady increase in non white participants who play Squash between APS1 and APS3.
- Squash is an extremely popular sport with all ethnic groups, broken down however it is most popular with Mixed and White groups.
- Unlike other sports which have relatively even gender splits, Squash is more popular with males. Female participation levels for white and non white groups is fairly limited.

## Overview of ethnic minority participation in Squash

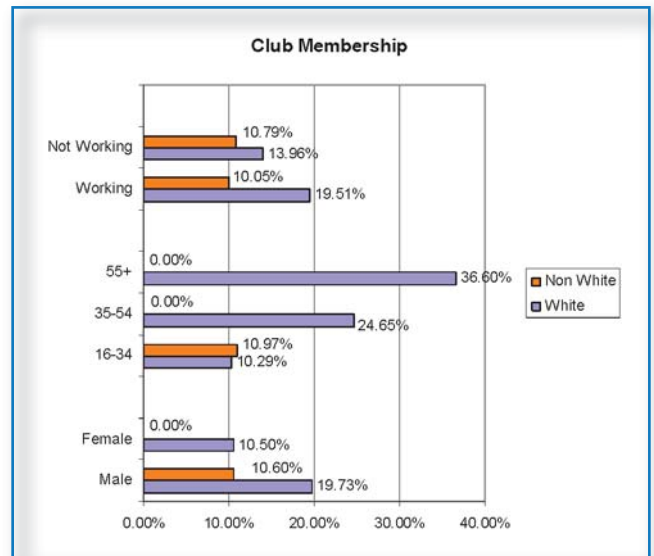




## Organised Participation

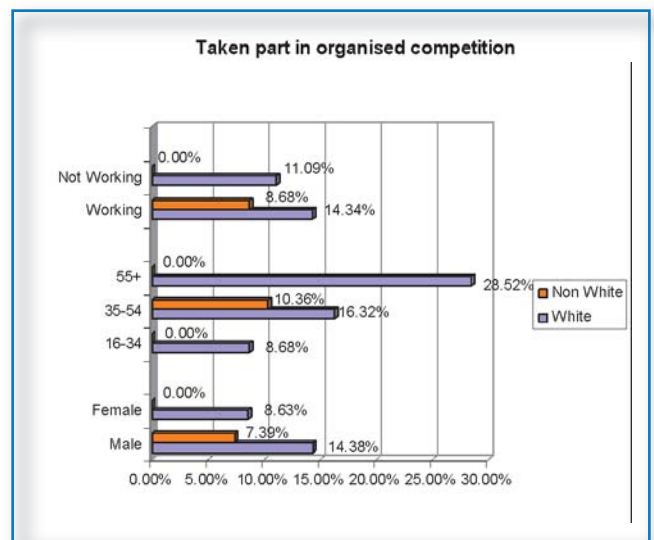
### Club Membership

- White males are almost twice as likely to be club members compared to non white males.
- No Club membership data exists for non white females.
- Non white club members are likely to have a younger age profile.



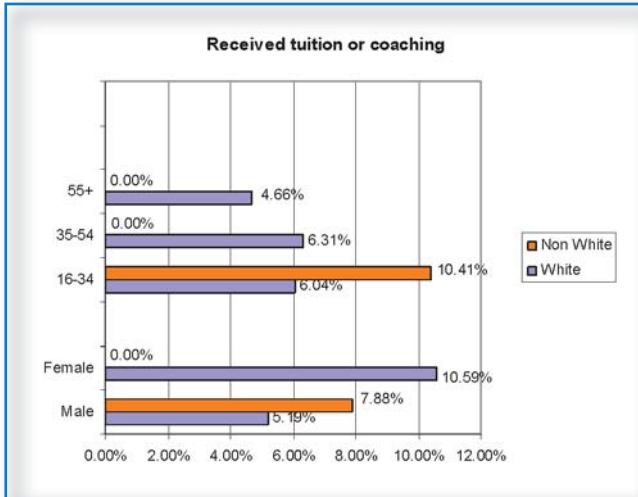
### Taken part in organised competition

- White males are almost twice as likely to take part in organised competition compared to non white males.
- Non white females are unlikely to take part in organised competition.
- Non white participants taking part in organised competition are likely to be in employment.

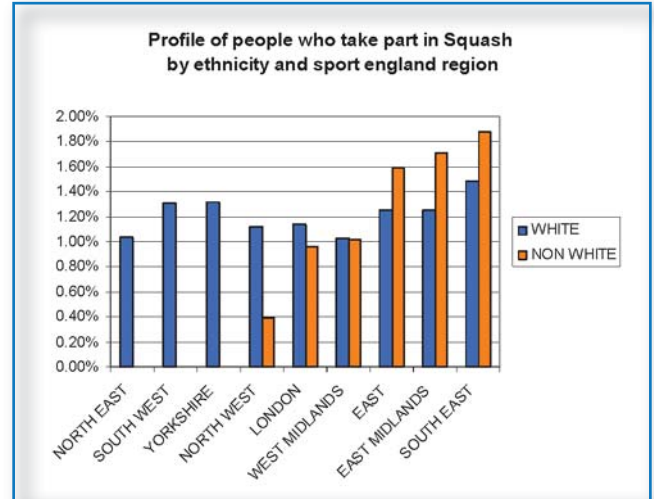


## Received Tuition or Coaching

- Data samples suggest non white males are more likely to receive tuition compared to white males.
- Tuition is more likely to be received by younger non white participants.
- Non white females are unlikely to receive any form of tuition/coaching.

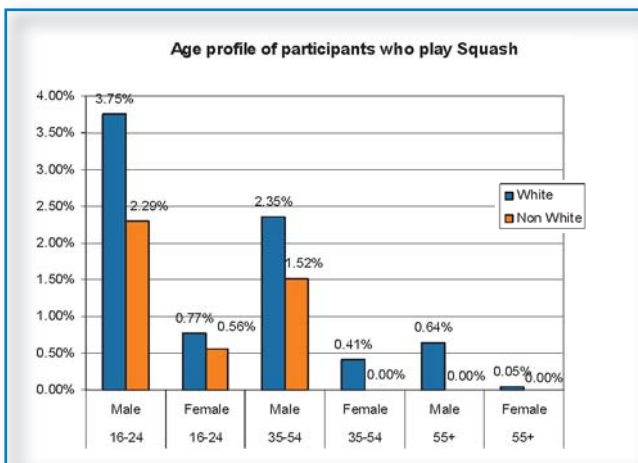


- The South East, East Midlands and East have the highest non white participation. The North East, South West and Yorkshire have no non white participation. There are opportunities for Squash to capitalise on regions such as the London and Yorkshire which have high BME demographic profiles.

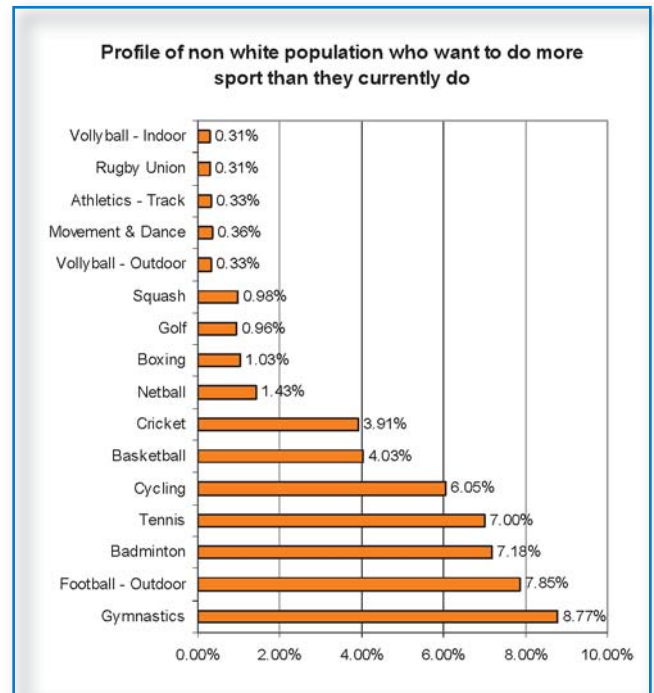


## Demographics

- The data profile suggests Squash is relatively popular with non white males of all age groups however interest from females is limited to the younger age profile (16-24).

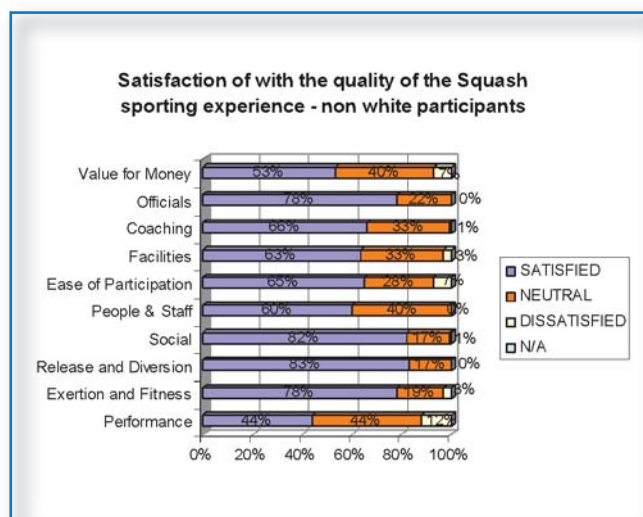


## Latent Demand



## Satisfaction

- Non white participants are particularly satisfied with the release and diversion and the social elements of the sport.
- However non white participants are particularly dissatisfied with the ease of participation, value for money and performance element of the sport.



## Summary

Squash has a male dominated participation profile and participation from all groups has been increasing albeit slowly over the past few years. Squash is a relatively popular sport with all ethnic groups and is extremely popular with non white males. White and non white female participation is at relatively similar levels, however participation from non white females does not translate through to other areas.

There is scope for Squash to focus efforts to attract more women to the game and increase club membership for all ethnic groups as well as supporting all ethnic groups to take part in organised competition. In particular more BME women could be supported to help access these opportunities.

There is some latent demand which Squash can capitalise on through targeting initiatives in regions which have high BME demographics such as London and the Midlands.

Based on the findings of the Sport England Satisfaction Survey, there is scope to improve the coaching experience and help provide opportunities to help BME groups improve their performance. Squash could also target efforts to make the sport more accessible through offering value for money initiatives.

## Notes;

- The Active People Survey is designed to collect data on sports participation amongst a sample of adults aged 16 and over living in England. The survey is a telephone survey, which was conducted with a total of 363,724 (Active People Survey 1), 191,325 (Active People Survey 2), and 193,947 (Active People Survey 3) adults in England.
- Club membership is based on those who have been a member of a sports club to participate in squash in the past our weeks.
- Organised competition is defined as 'having taken part in any organised competition in squash in the last 12 months'.
- Received tuition is defined as 'having received tuition from an instructor or coach to improve your performance in squash in the last 12 months'.

- Sport England' Satisfaction Survey (2009). Survey respondents were asked to rate their perceived satisfaction for 75 questions across ten themes. [Based on 44390 questionnaires returned in total using an online methodology and postal questionnaires. Fieldwork period: March - May 2009].

(\*Figures should be treated with caution as the sample size for non white participants is extremely small.)

References: ONS population estimates  
Produced: August 2010