



Voice of Participant Survey – Report

Squash New Zealand Poipātū Aotearoa

Dec-23

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Introduction

What this report covers

This report looks at the experience of Squash participants in 2023 and how this compares with results the six sports that took part in 2022/23. For more information about the background and objectives of the VOP Programme and this research please refer to the 'Appendices' section.

This is the first time Squash New Zealand has been included in this research. More than 1,474 Squash members completed the survey. Typically, members aged 14+ complete the questionnaire themselves ('players') and parents/guardians ('parents') complete the questionnaire for children under the age of 14, on behalf of their child. The proportion of player and parent respondents in 2023 is 96% player and 4% parent.

All Sports taking part in VOP in 2023

The six sports that took part for the year 2022/2023 were cricket, golf, rugby union, rugby league, netball, and futsal.

Interpreting satisfaction scores

Interpreting satisfaction scores

When level of satisfaction is referenced in the report (i.e. the percentage who are 'more than satisfied'), the top two results ('very satisfied' or 'extremely satisfied') of a positively skewed satisfaction scale are used (shown below).



Positively skewed scales are used because the neutral ratings are divided between dissatisfaction and satisfaction (as opposed to a neutral mid-point in a 'balanced' scale). This gives the opportunity for some of the 'very satisfied' to be 'delighted', allowing for more variation/ greater discrimination compared with a balanced scale.

Statistical significance

Statistical significance

Statistically significant differences are highlighted or commented on in this report. Where no highlighting has been used (or no commentary about a sub-group included), it may safely be assumed that differences are not statistically significant or they are not pertinent. We are 95% confident results are not just normal expected variances that result from talking to a different sample within the same population. In simple terms, this means that a minimum of nineteen times out of twenty the results in this report will be a very accurate reflection of the average for all Squash club members in New Zealand.

Note, statistically significant differences in sub-groups are only reported when the result is at least 3% or higher or lower than the average.

Statistical significance is reported in the following ways:

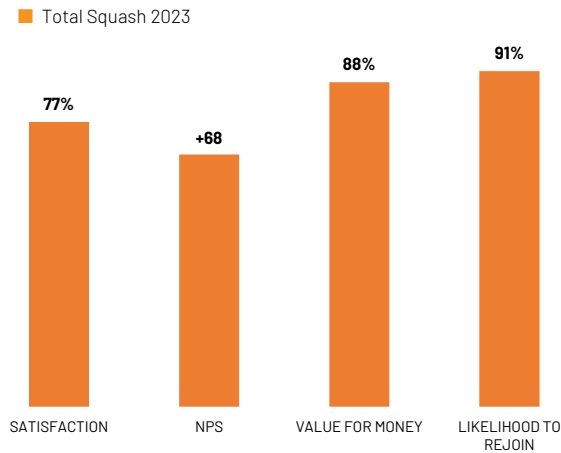
- ↑↓ The Total Squash 2023 result is significantly higher/ lower than the total for All Sports 2022/23

Key results summary

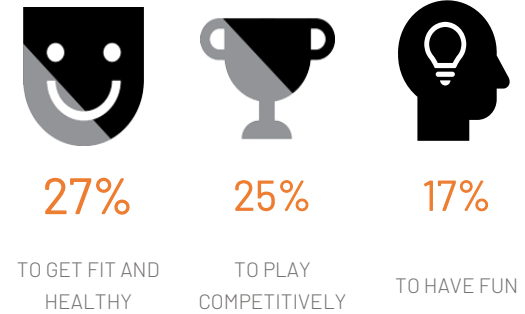
Sample Overview

2023 participants: n= 1,474
 n= 1413 players (96%)
 n= 61 parents (4%)

Key metrics



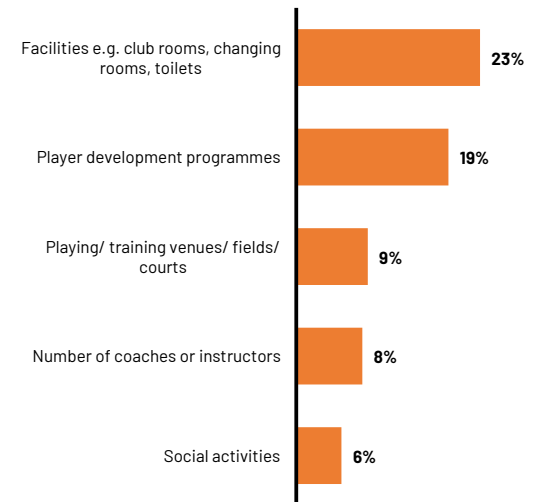
Reasons for belonging (top 3)



Most important drivers

- 1** **VALUE FOR MONEY**
 88% agree / strongly agree
- 2** **THE SOCIAL ENVIRONMENT AT THE CLUB**
 84% very/extremely satisfied
- 3** **BEING FRIENDLY AND WELCOMING**
 86% very/extremely satisfied

Focus for improvement



Executive summary

Key metrics

Satisfaction: Three quarters (77%) are very or extremely satisfied with their squash club experience. This result is significantly higher than the All Sports 2022/23 average (65%).

NPS (Net Promoter Score; a measure of likelihood to recommend the club): Seven in ten squash club members are highly likely to recommend their club to others. Squash's NPS score is +68, which is a very positive result, and well above the All Sports 2022/23 NPS (+44).

Value for money: Nine in ten respondents (88%) feel they get value for money from their club. This result is significantly above the All Sports 2022/23 average (75%).

Likelihood to rejoin next season: Nine in ten squash members (91%) intend to rejoin their club next season. This result is significantly above the All Sports 2022/23 average (84%).

Drivers of experience

The drivers (or aspects of the participant experience) with the highest levels of satisfaction are;

- Being friendly and welcoming (86% very/ extremely satisfied)
- Encouraging good sportsmanship and fair play (84%)
- The social environment at the club (84%)

The drivers with lowest levels of satisfaction are:

- Having qualified/ experienced officials available when I compete (56% very/ extremely satisfied)
- Helping me develop/ fulfil potential (60%)
- The quality of coaches (63%)

The top three most important drivers for recommending one's club (according to regression analysis) are:

- The social environment at the club
- Being friendly and welcoming
- Is fair and provides equal opportunities for all players

Club environment / gender equality

Nine in ten young people under 18 (or parents) agree 'My/ my child's coach supports young people to grow their confidence' (93%) and 'My/ my child's coach has an emphasis on fun and enjoyment' (90%).

Nine in ten respondents (all ages) agree 'the club provides a supportive and encouraging environment' (93%), and 'the club has an inclusive environment' (89%).

Female respondents' level of agreement are positive for all three gender equality statements. Compared with the All Sports 2022/23 average for female respondents, female squash respondents are significantly more likely to agree with 'my club treats all people equally regardless of gender' (92% vs. 78% All Sports 2022/23) and 'there are equal opportunities for men and women to assume leadership roles at my club' (89% vs. 78%).

Executive summary

Other results

Three in ten respondents (30%) experienced inappropriate sideline behaviour at least occasionally in the last 12 months, which is below the All Sports 2022/23 average (34%).

The most common ways of getting into squash was via a personal friend (36%) or a parent (29%).

Respondents were shown a list of 23 aspects of the squash experience, and asked which were important to them. The most commonly selected aspects were:

- Having fun and a laugh (78%)
- To get fit/ exercise (75%)
- Connectivity/ socialising (63%)

Three in ten respondents aged 8-18 years (29%) are deemed to be 'highly specialised' (meaning they responded 'yes' to at least 3 of the Specialisation questions; see Balance is Better section for more detail). This is significantly higher than the All Sports 2022/23 average (29% vs. 9%).

Demographic differences

Age: 19-34 year olds are the most satisfied of the four key age groups (80% very or extremely satisfied), while 5-12 year olds are least satisfied (68%). 5-12 year olds tend to be the least positive age group across the key metrics.

Gender: Male respondents tend to be more positive than female respondents across the key metrics.

Disability: Disabled respondents tend to be less positive across the key metrics than non-disabled respondents.

Ethnicity: There is no consistent pattern across key metric results by ethnicity.

Differences across Provinces

Respondents from Wellington are most satisfied with their overall experience. Midlands and Northland respondents are the least satisfied.

Southland respondents are most likely to recommend their squash club. Auckland and Eastern respondents are least likely to recommend their club.

Northland and Otago respondents are most likely to rejoin their club next season. Respondents from Wellington are least likely to rejoin (although 87% of Wellington respondents are likely to rejoin, which is a very positive result).

Those from Southland and Wellington are most likely to feel they get value for money. Midlands respondents are least likely to feel they get value for money.



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Key Results

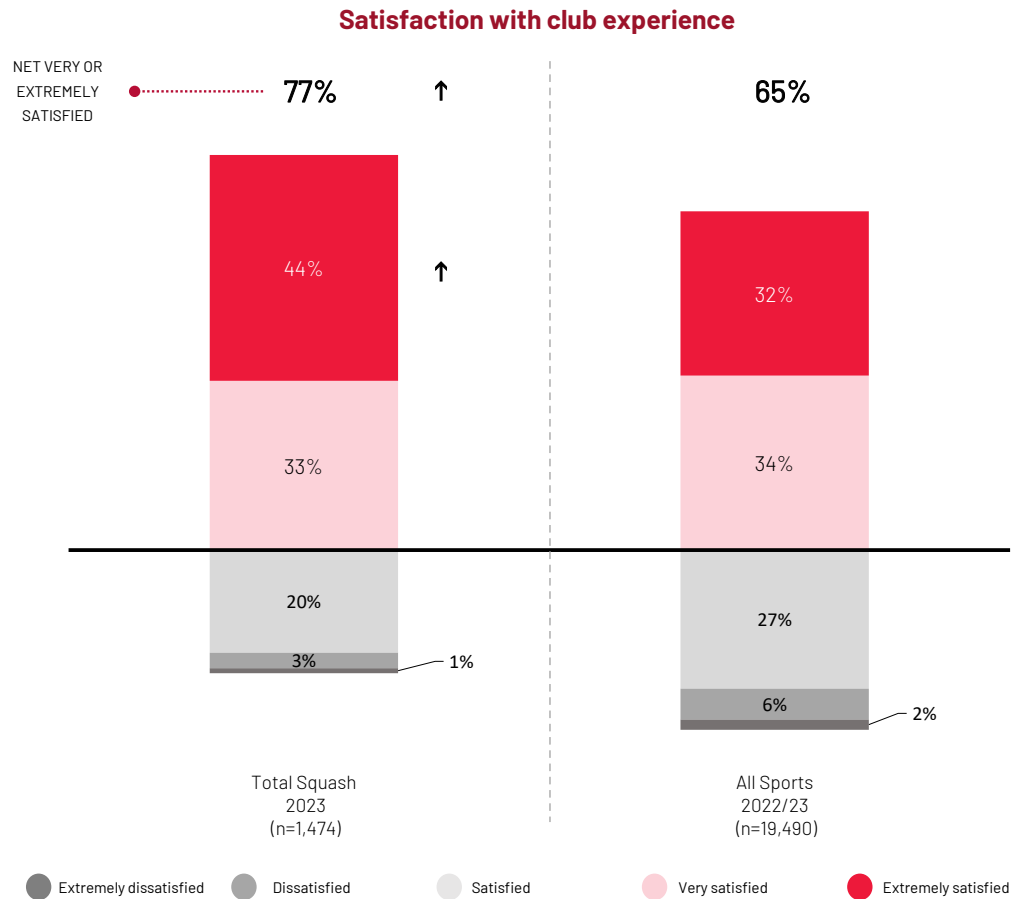
Key metrics summary

Overall, how is Squash New Zealand performing?

Satisfaction	NPS	Likelihood to rejoin	Value for money
77% ↑	+68 ↑	91% ↑	88% ↑
All Sports 2022/23	All Sports 2022/23	All Sports 2022/23	All Sports 2022/23
65%	+44	84%	75%

Three quarters are very or extremely satisfied with their squash club experience

This result is significantly higher than the All Sports 2022/23 average (77% vs. 65%).



Those more likely to be very or extremely satisfied:

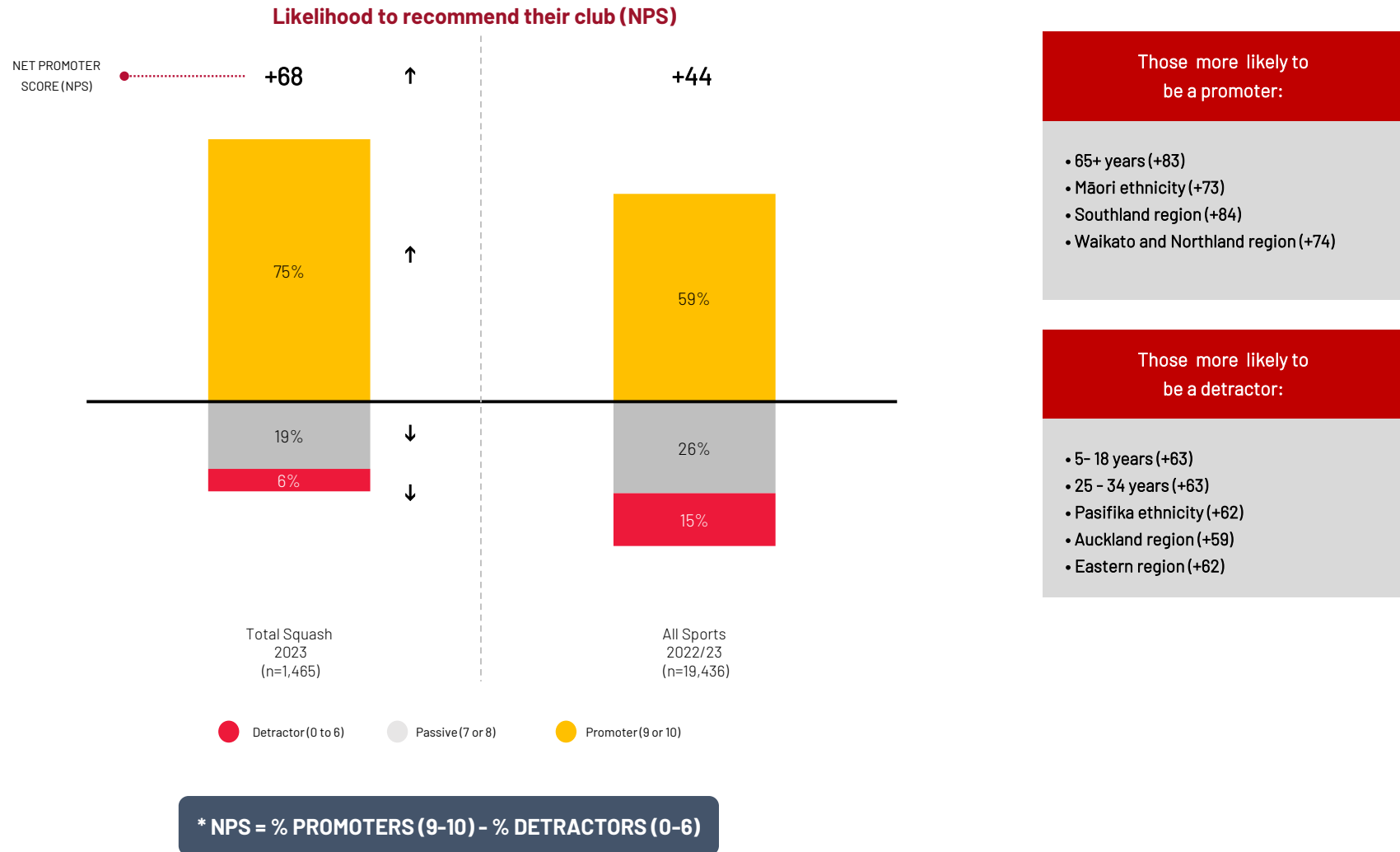
- 65+ years (80%)
- 19 to 24 years (84%)
- Wellington region (83%)

Those less likely to be very or extremely satisfied:

- Female (73%)
- 5 to 18 years (72%)
- Other ethnicity (73%)
- Midlands region (71%)
- Northland region (72%)

Net Promoter Score (NPS*): Seven in ten squash club members are highly likely to recommend their club

An NPS of +68 is a very positive score, and is significantly above the All Sports 2022/23 average (+44).



Example comments - What do you love about your club?

"Friendly, good facilities, showers etc. Events on to either play in or watch. Always someone to play. Play as little or as much as want. Easy parking."

Player, 55-59 years, Northland

"It has great members who are helpful and friendly. The club is well organised and managed, and we are always notified and aware of what is happening at the club. The club is in an accessible location for me and is relatively close. Club night is well run and managed. New and old members feel welcome and safe."

Player, 16 years, Canterbury

"Lots of opportunities to have fun. Eg. Business House, Club nights, Doubles, Ladder league. Club is always making improvements. Eg. New glass courts. Excellent professional coach and club coaches who give up their time to help players improve."

Player, 60-64 years, Central

"A very welcoming group of people, good advertising and posting on social media keeping you up to date with what the club is up to. Good facilities too"

Player, 25-29 years, Central

"We are a whānau club. We look after manuhiri who then become part of a whānau"

Player, 35-39 years, Bay of Plenty

"It has four floodlit tennis courts and five squash courts with one of the courts being a gallery/show court with seating for over 100 people. Full men's and women's changing rooms each with a sauna for each. A full gym and warm up area. Also a full kitchen and a modern bar and large lounge facilities. The club was built in the early 1970's however has kept modern over the years progressive to changing times. Very family friendly club with a very motivated Club General Manager who runs the club exceptionally well."

Parent and Player, 50-54 years, Auckland

"A fabulous club, which is friendly, has lots of different leagues, coaching, & other events. A fantastic committee"

Player, 50-54 years, Southland

"It's very social. It has a good vibe and there are lots of friendly people. It's a mix of young and old professionals because it's in the middle of the city. The location means you can fit in a game at lunchtime. The location is also convenient as you have a game on your way home."

Player, 40-44 years, Wellington

Example comments - What could be improved at your club?

"The use of courts during the hours of 4pm to 7pm. Admin pre book all 4 courts very often between these time. For \$600 you should be able to book courts between these time. No other club allows this. No club atmosphere."

Player, 45-49 years, Auckland

"Not worried about the top players, unwilling to accomodate us whatsoever. All we've asked for is 1 permanent booking a week just like all other grades. Answer was no, then we book in advance and they cancel them as they've forgotten to book there own courts. We are all leaving this season because of it."

Player, 25-29 years, Canterbury

"There isn't the social experience that you get at other clubs due to there being no bar. Also, the number of players is low so interclub teams are a bit skewed."

Player, 25-29 years, Otago

"Because I didn't feel included and wasn't told what was happening at the club, no newsletters sent to me this year, no pennant updates, not told about club champs."

Player, 30-34 years, Midlands

"We got great people in our club, Committee members and even social members. Some are pretty stuck up but the ones I know love to socialise like me and have fun on and off the court. I like my club a lot, I feel lucky to be apart of it."

Player, 18 years, Central

"It would depend on what that friend was looking for if they are wanting a social community and family friendly place I would say another club. If they are looking for somewhere more competitive or casual then I would say our club."

Parent and Player, 35-39 years, Wellington

"Coaching is discouraged Bar is not open for people who want to play & have a beer after - Socialising."

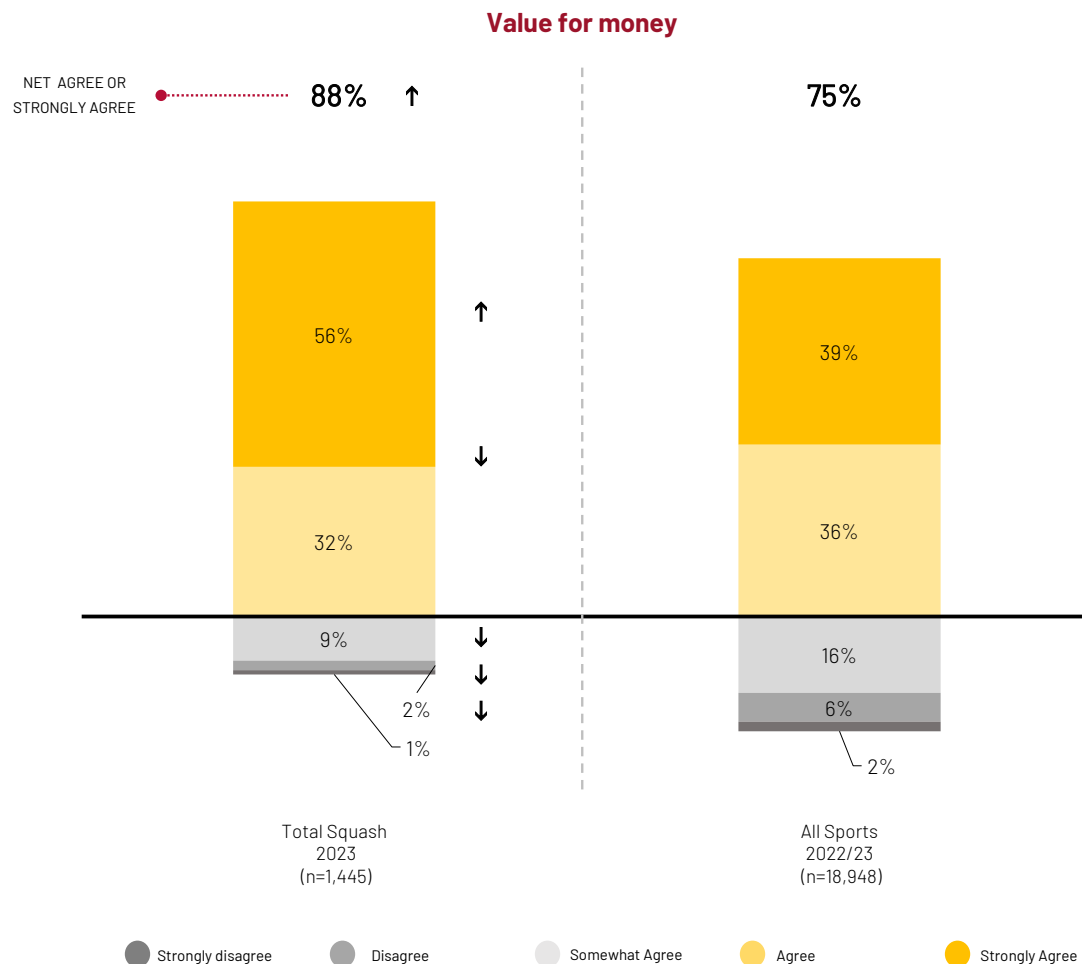
Parent and Player, 45-49 years, Waikato

"More car parking, more natural light at club, more courts, drinking water other than from toilet basins, larger and more modern change rooms, more digital interface with scoring and challenge ladders and leagues, more active committee and more volunteers."

Player, 40-44 years, Otago

Nine in ten respondents feel they get value for money from their club

This result is significantly above the All Sports 2022/23 average (88% vs. 75%).

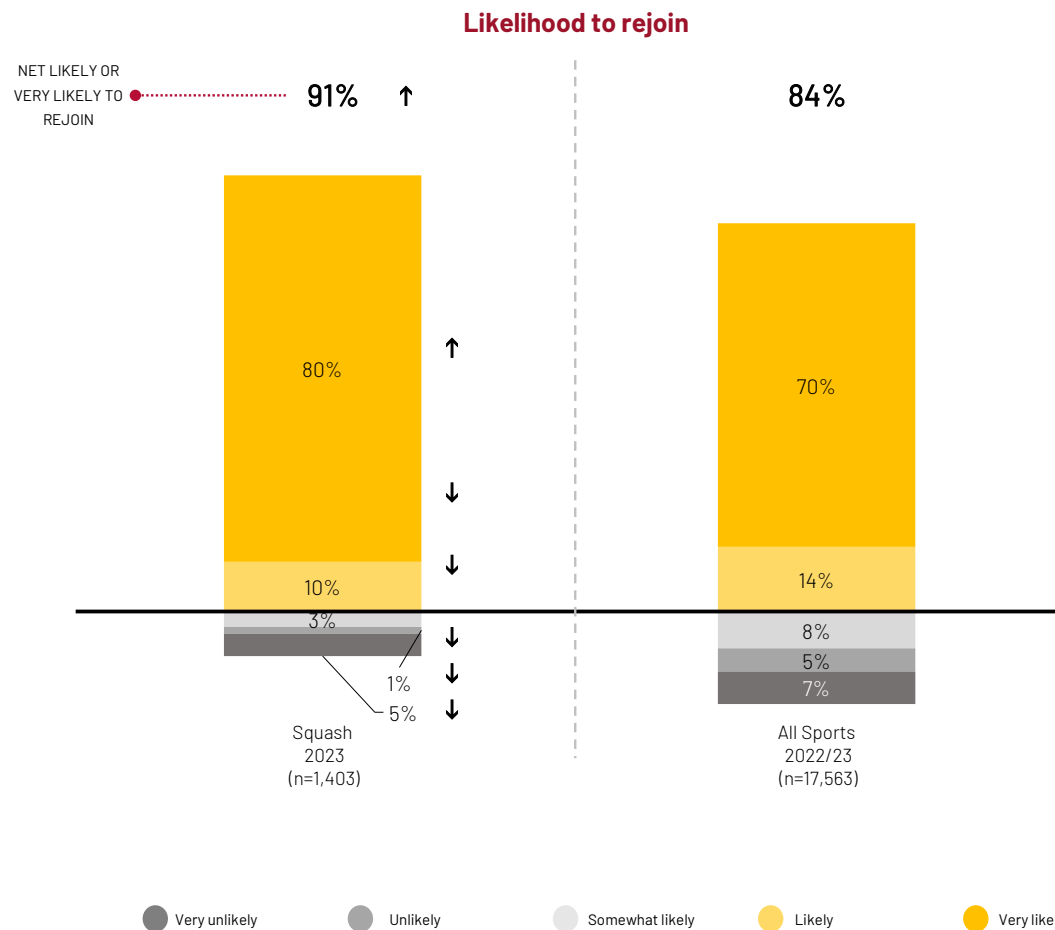


- Those more likely to perceive value for money are:**
- Male (91%)
 - 65+ years (95%)
 - Southland region (94%)
 - Wellington region (91%)

- Those less likely to perceive value for money are:**
- 5 to 12 years (79%)
 - Pasifika ethnicity (77%)
 - Midlands region (82%)

Nine in ten members intend to rejoin their club next season

This result is significantly above the All Sports 2022/23 average (91% vs. 84%).



Those more likely to rejoin are:

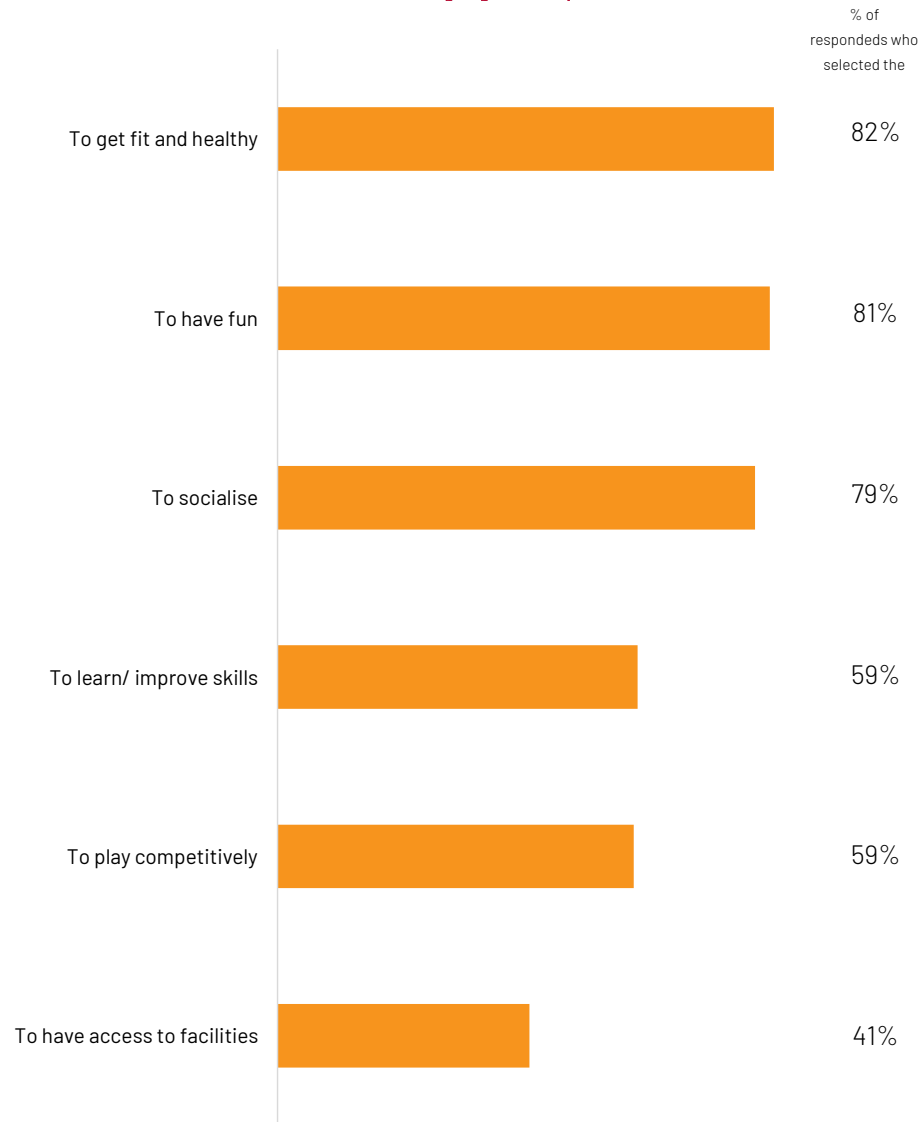
- 19 to 26 years (96%)
- Otago region (95%)
- Northland region (94%)

Those less likely to rejoin are:

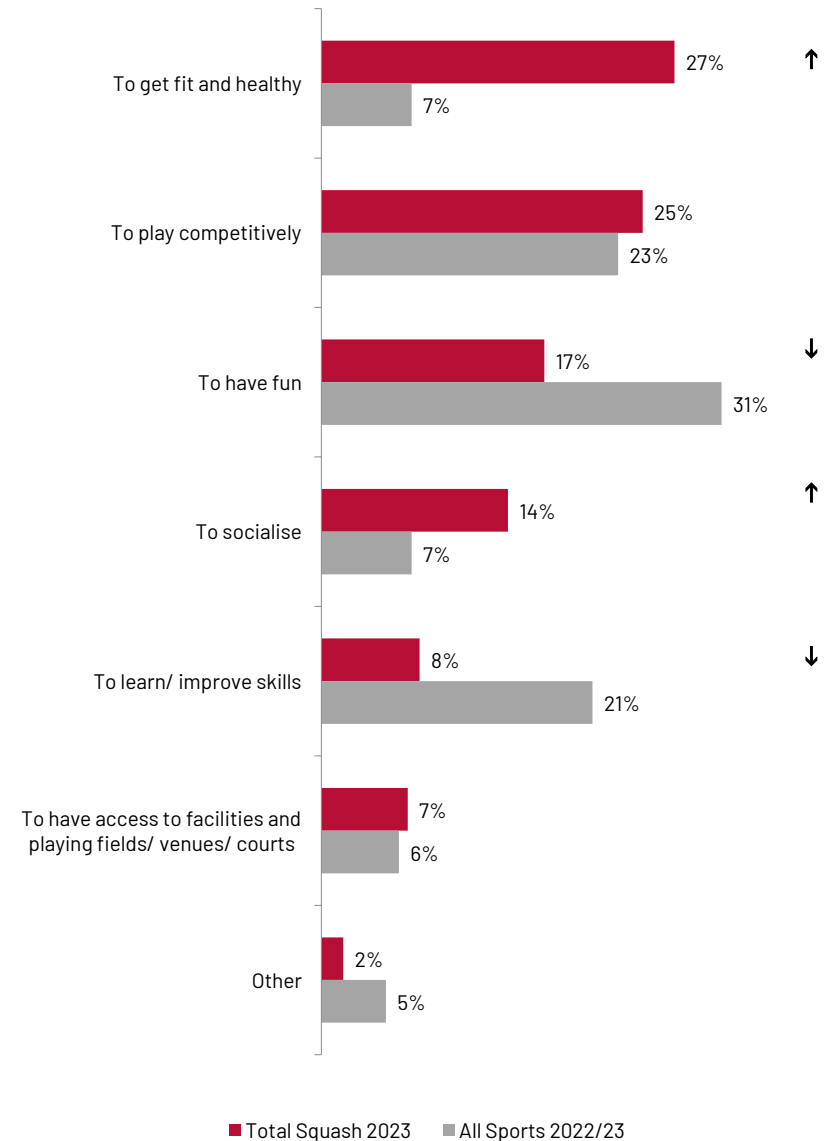
- Pasifika ethnicity (84%)
- Disabled (79%)
- Wellington region (87%)

The most common main reasons for belonging to a club are to get fit and healthy and healthy and to play competitively

Reasons for belonging to a squash club



Main reason for belonging (respondents could only select one)



Base: All respondents who are members 2023 (n=1,418)

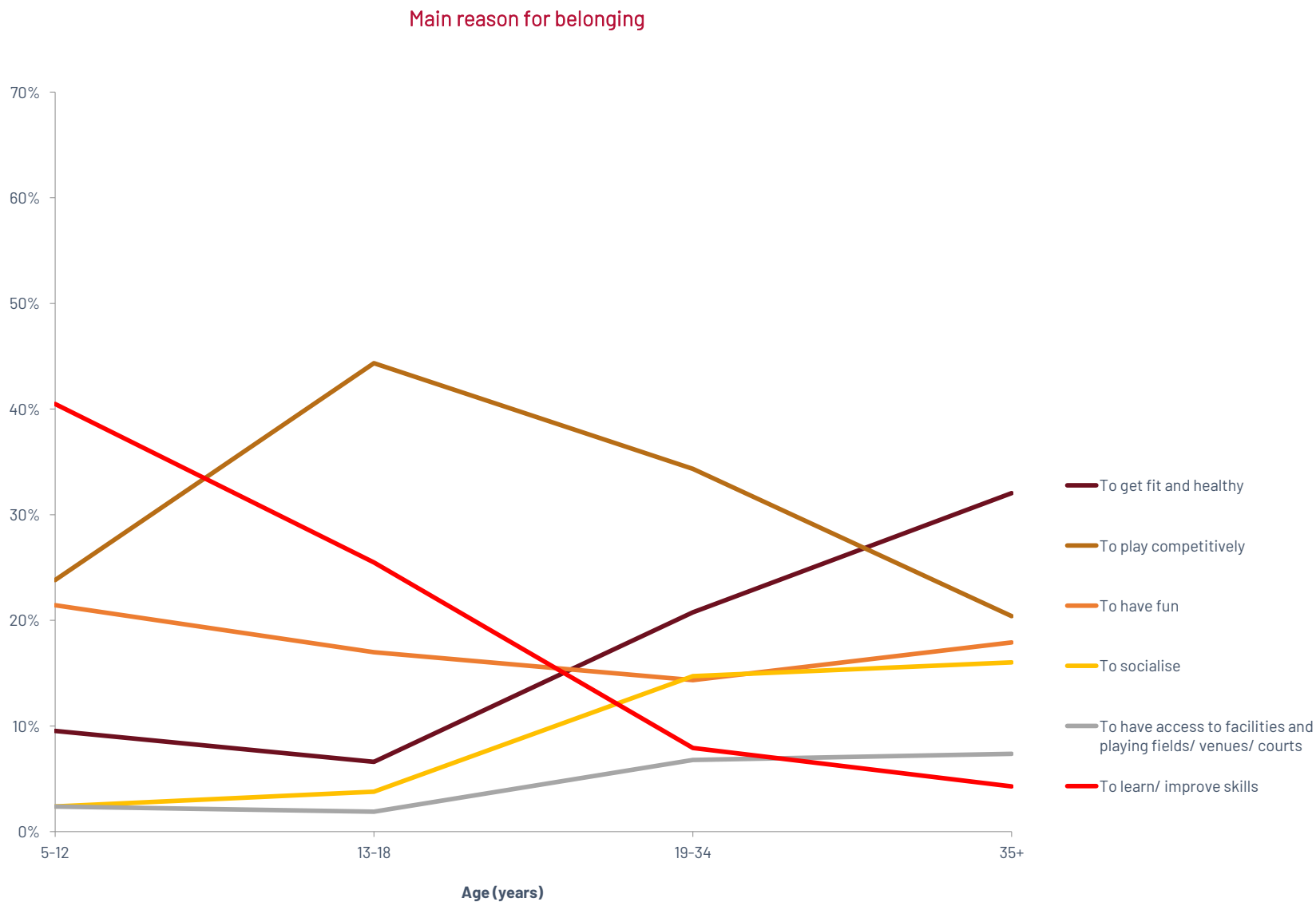
Q4. What are the reasons you/ your child belong/ belongs to a Squash club?

Base: All respondents who are members 2023 (n=1,418)

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

↑↓ Significantly higher/lower than All Sports 2022/23

The main reason to belong to a club changes with age





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What is causing these ratings?

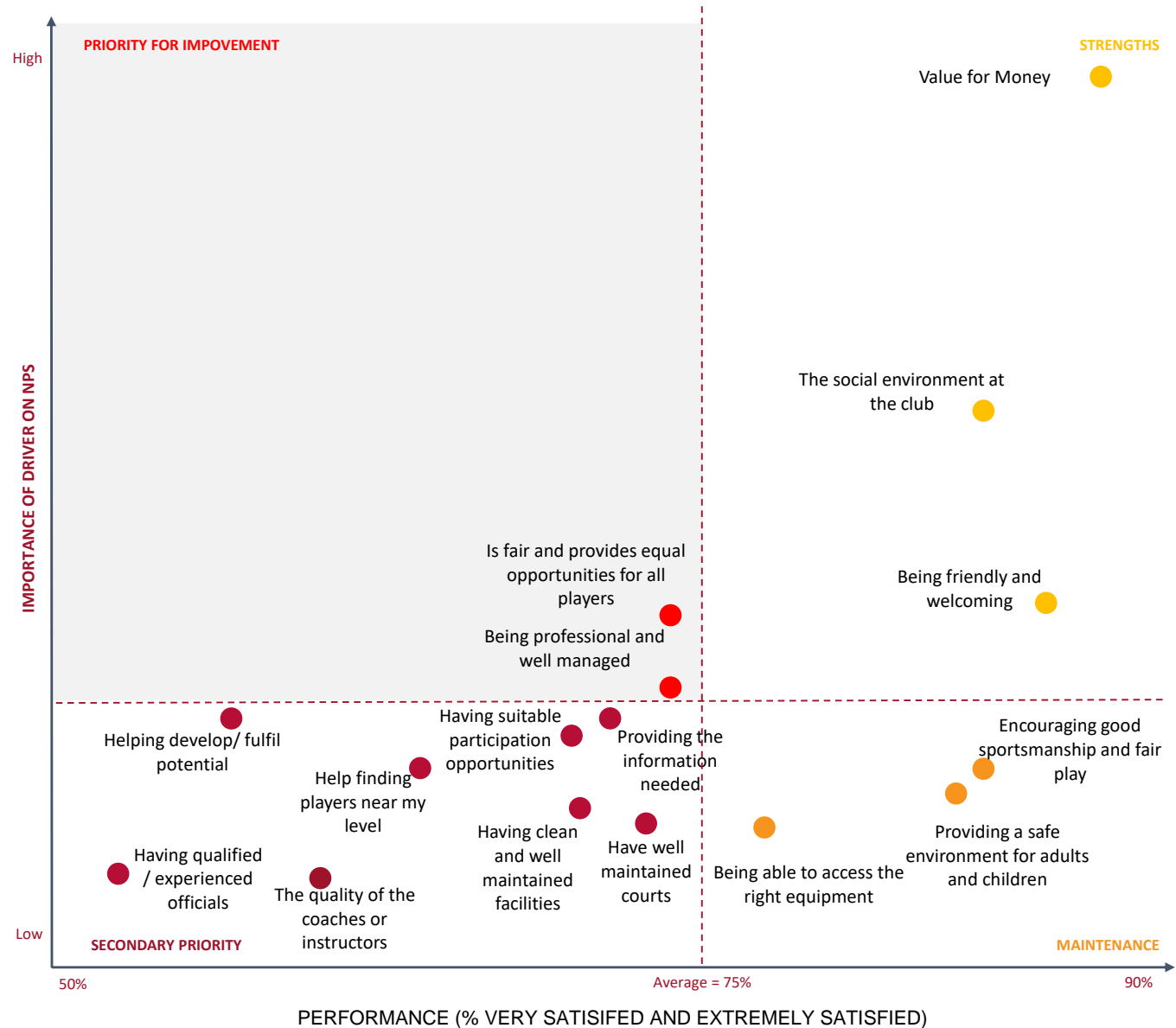
What drives a respondent's recommendation?

The top three drivers of recommendation for Squash are:

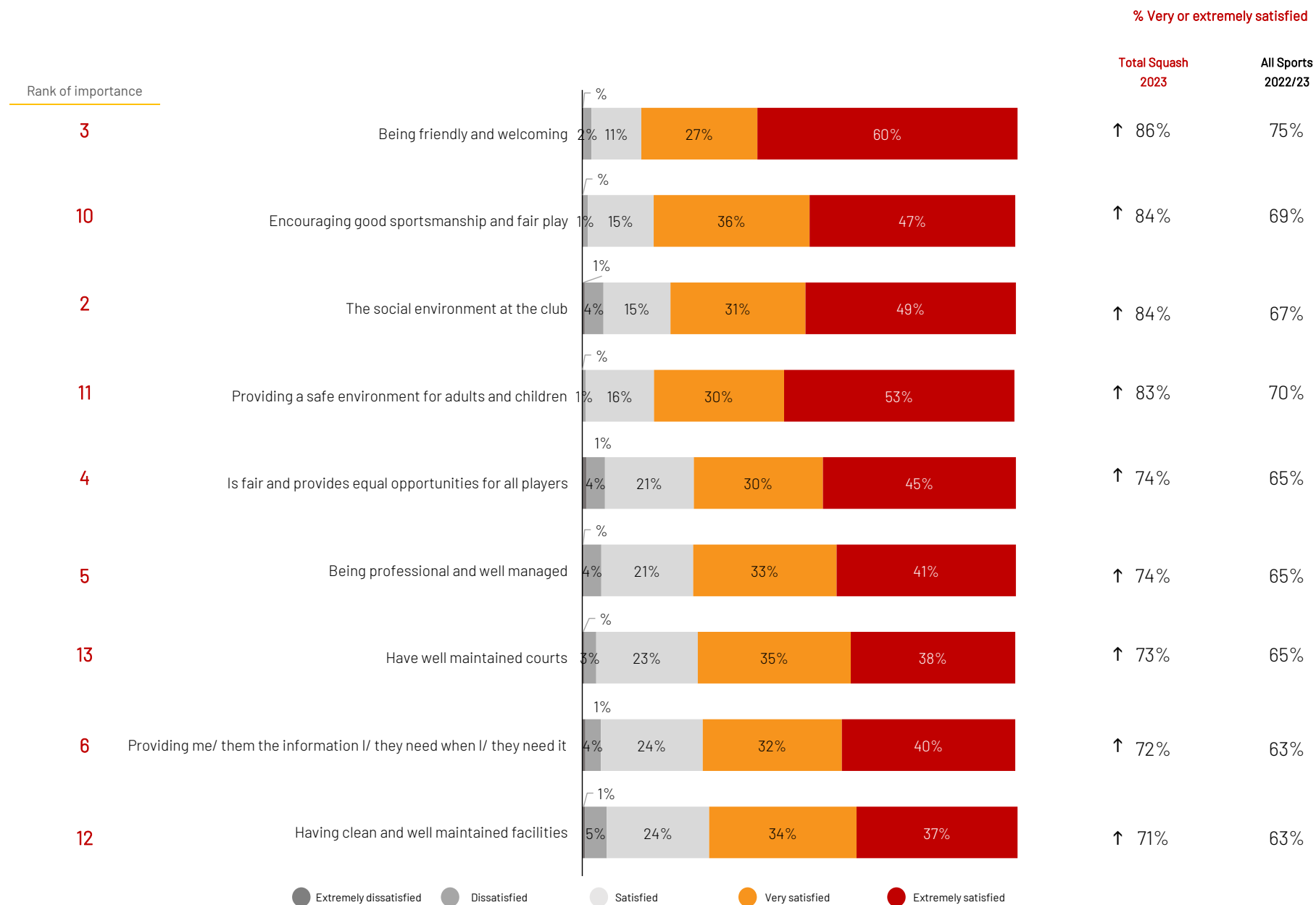
- 1 VALUE FOR MONEY
- 2 THE SOCIAL ENVIRONMENT AT THE CLUB
- 3 BEING FRIENDLY AND WELCOMING

Of these drivers, emphasis could be considered for *is fair and provides equal opportunities for all players*.

This has a relatively large impact on NPS but below average for satisfaction.



Satisfaction with drivers of club experience



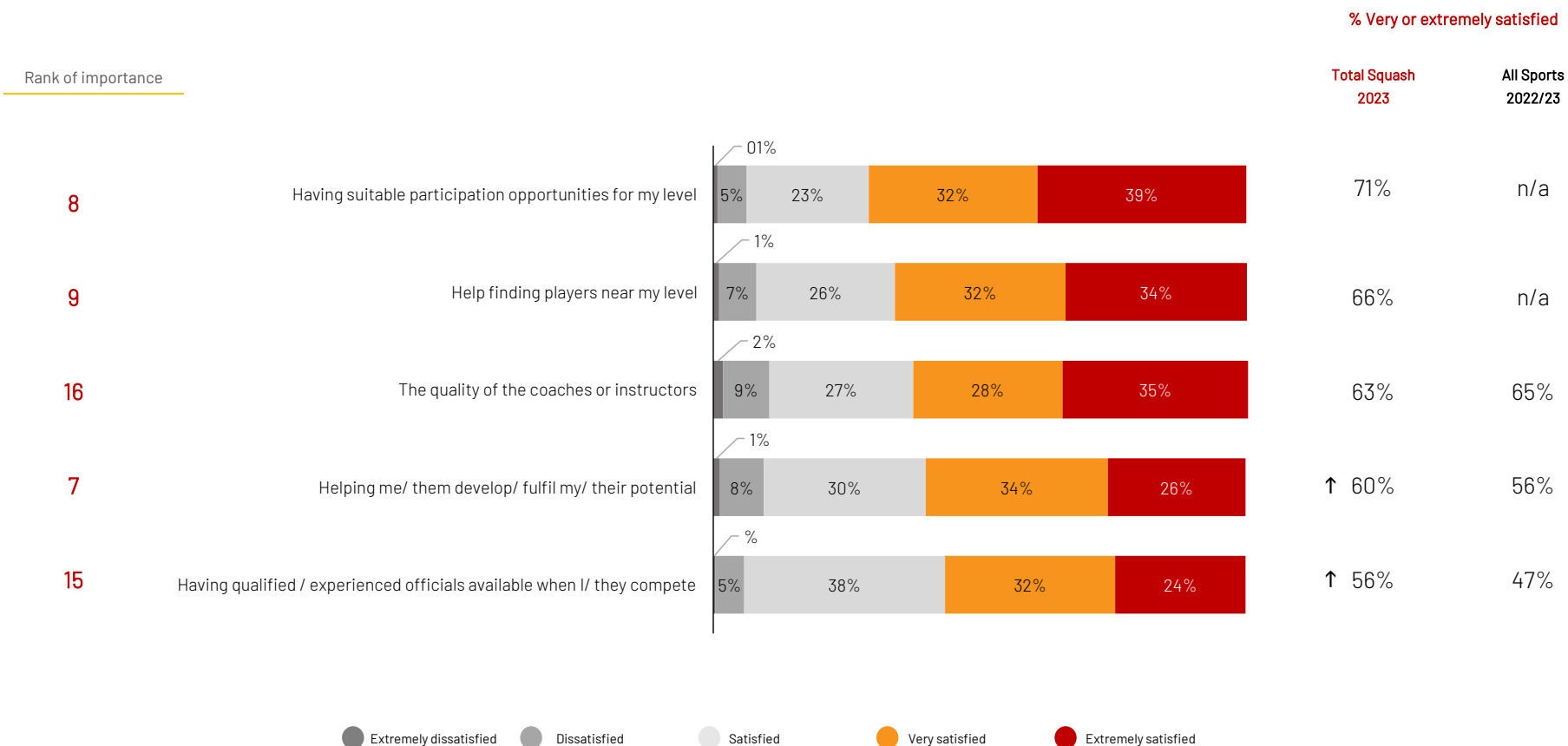
Base: All respondents (Excluding Don't know/not applicable)

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

Q10b. How would you rate your/ your child's overall satisfaction with your/ their squash club on each of the following...

↑↓ Significantly higher/lower than All Sports 2022/23

Satisfaction with drivers of club experience



Base: All respondents (Excluding Don't know/not applicable)

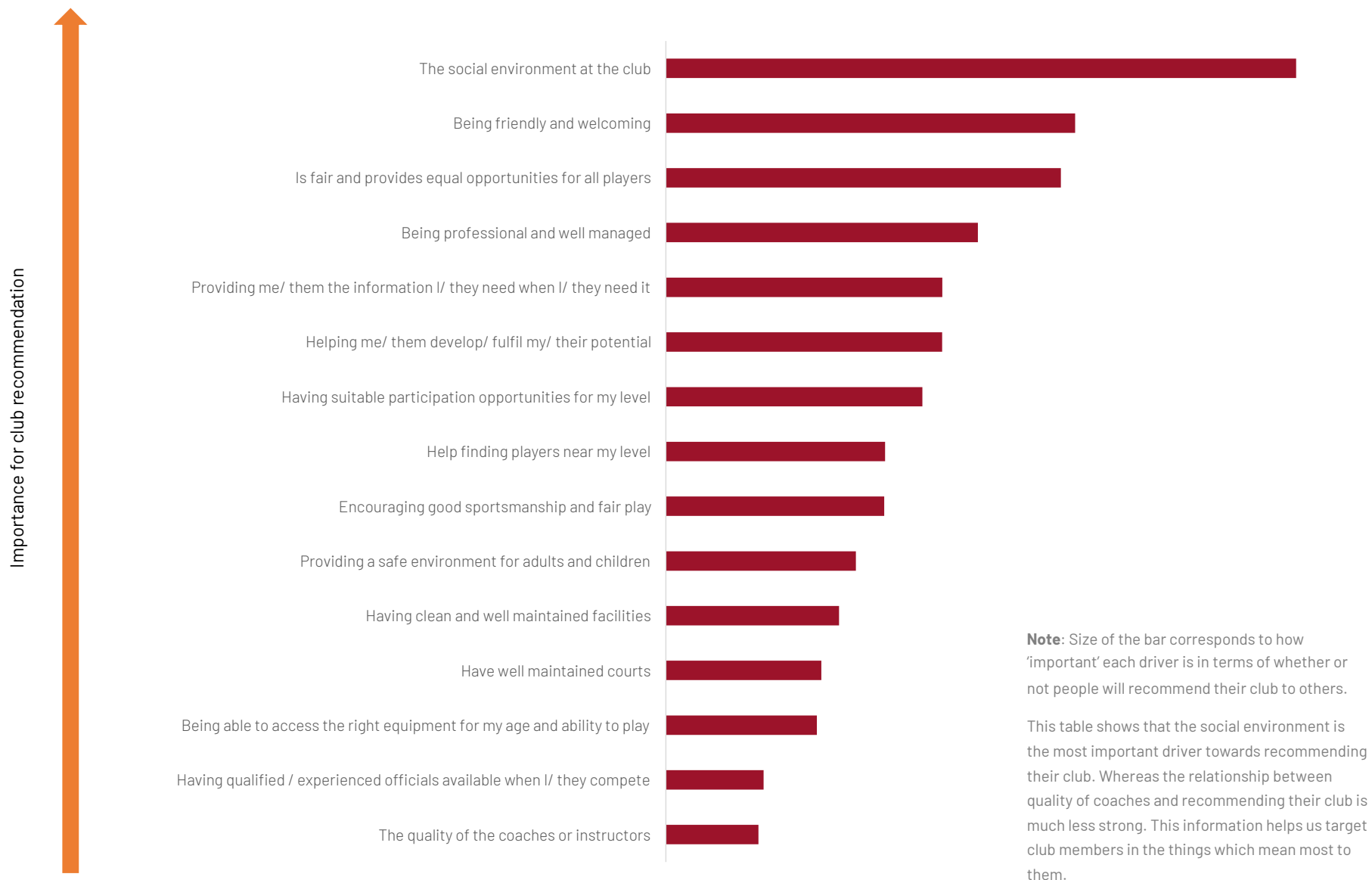
Q10a. How would you/ your child rate your/ their overall satisfaction with your/ their club on each of the following...

Q10b. How would you rate your/ your child's overall satisfaction with your/ their club on each of the following...

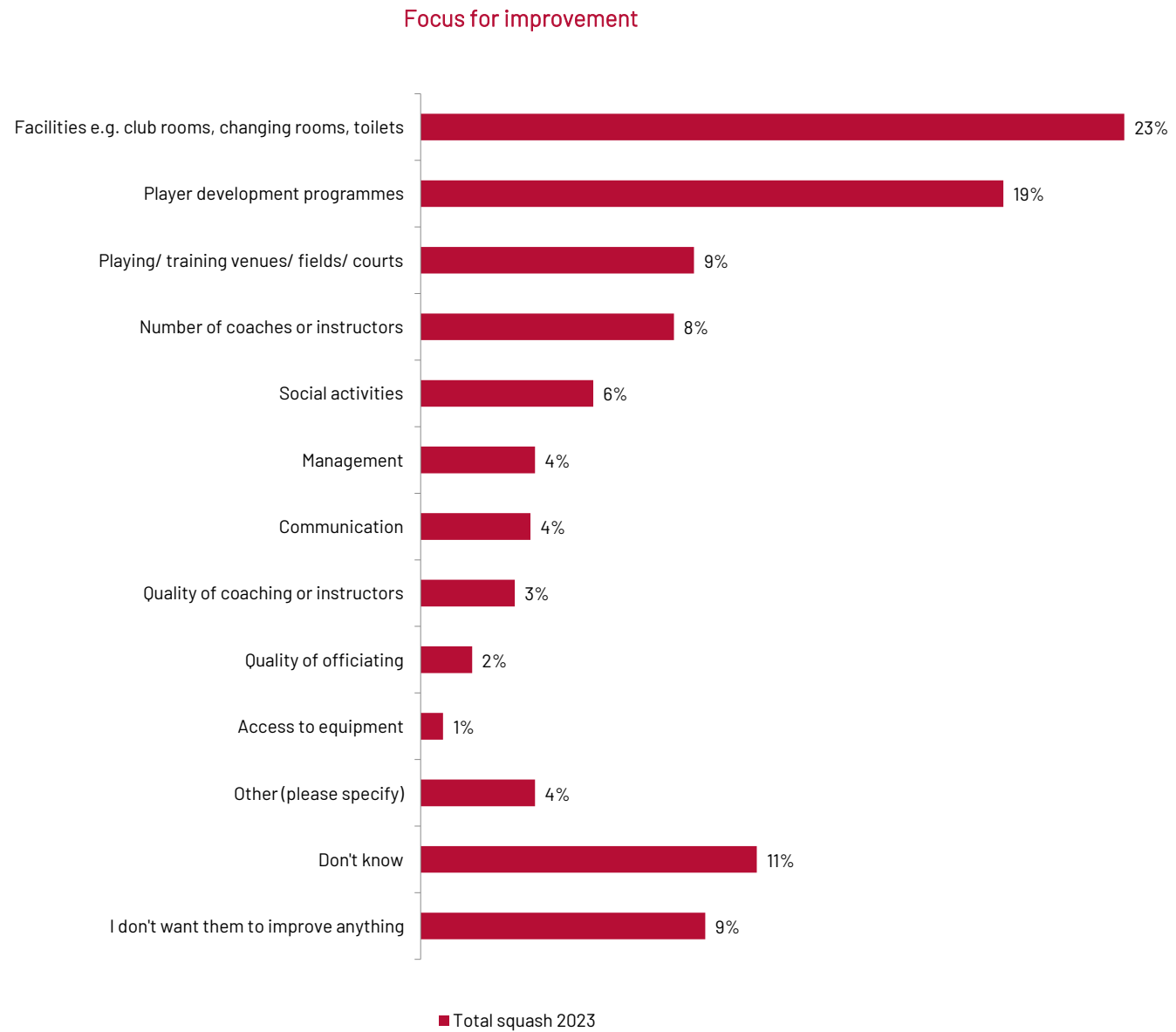
↑↓ Significantly higher/lower than All Sports 2022/23

Relative importance of drivers of club recommendation

Regression analysis is a statistical process that was used to understand what aspects of the club experience have the most impact (or are the biggest 'drivers') on whether a player/ parent will recommend their club to others.



A quarter would like to see a focus on improving player facilities



* See page 3 for definition of 'parent' and 'player'

Example comments - What would you like to see improved?





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Other Results

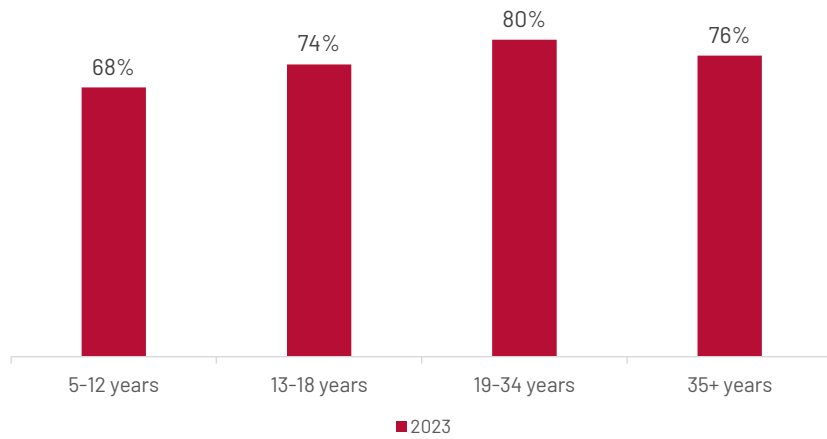


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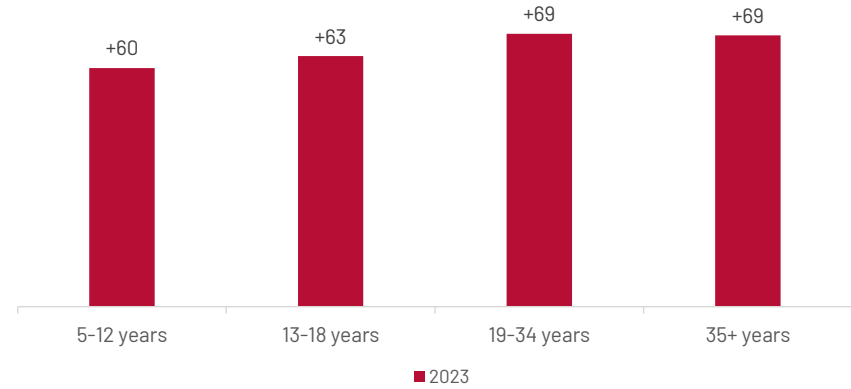
Demographic differences

Key results by age

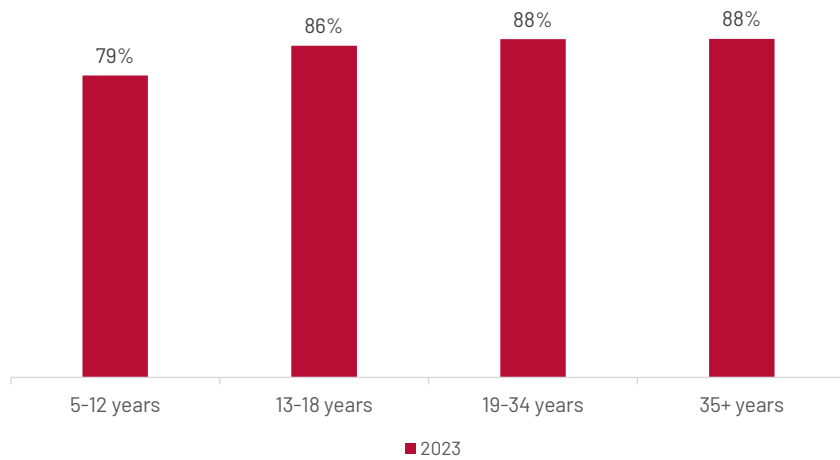
Overall satisfaction (% very or extremely satisfied)



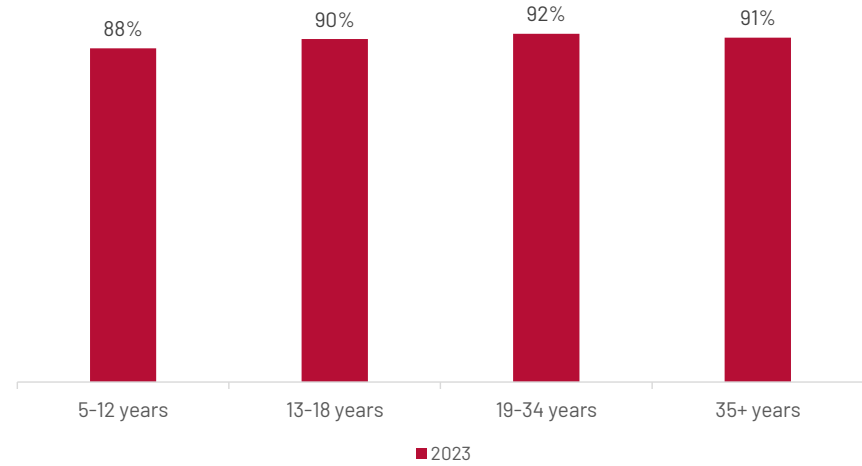
NPS (promoters minus detractors)



Value for money (% agree or strongly agree)

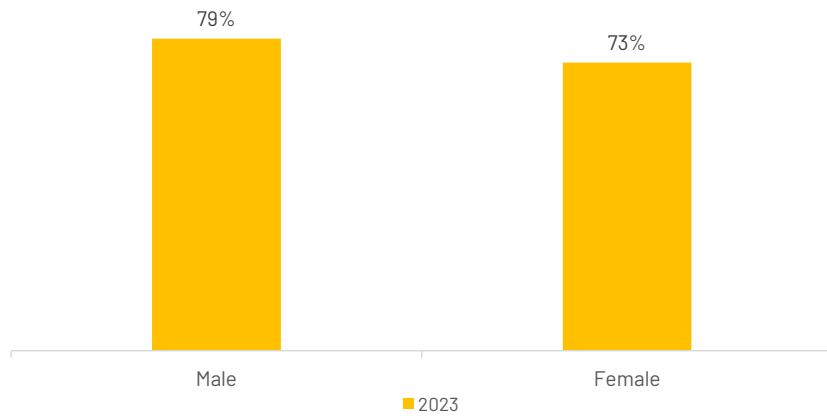


Likelihood to rejoin (% likely or very likely)

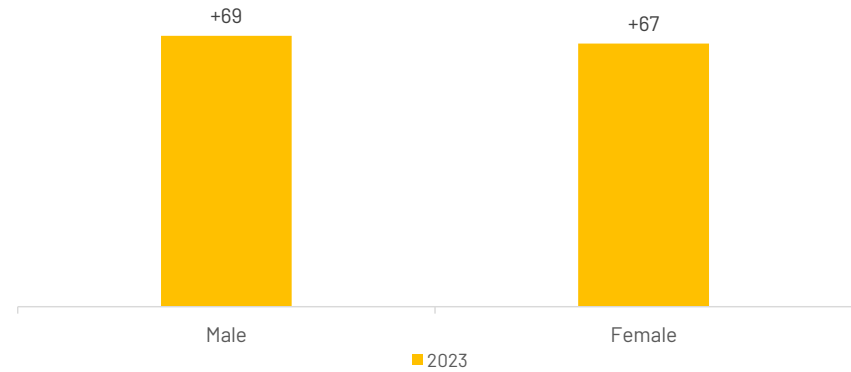


Key results by gender

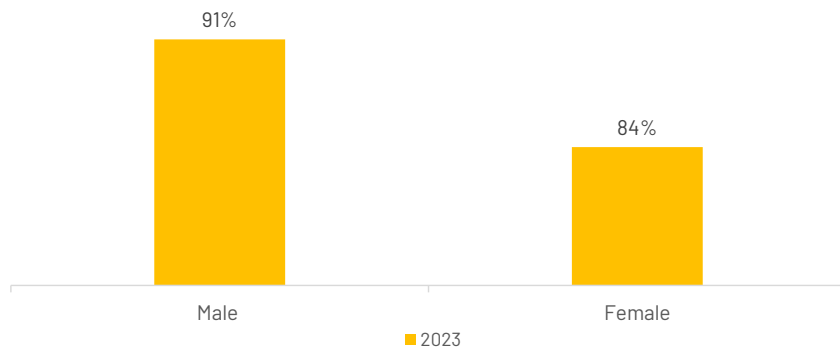
Overall satisfaction (% very or extremely satisfied)



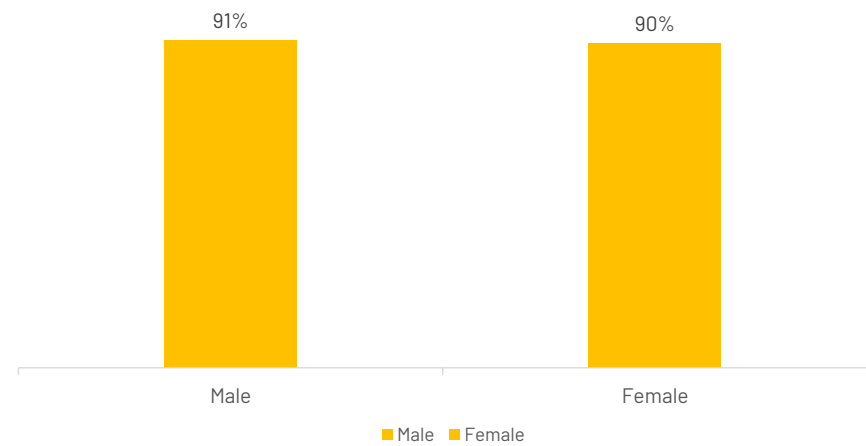
NPS (promoters minus detractors)



Value for money (% agree or strongly agree)

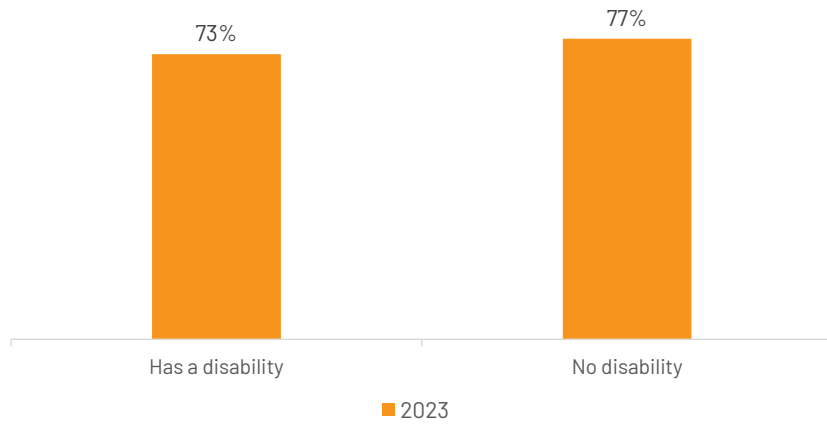


Likelihood to rejoin (% likely or very likely)

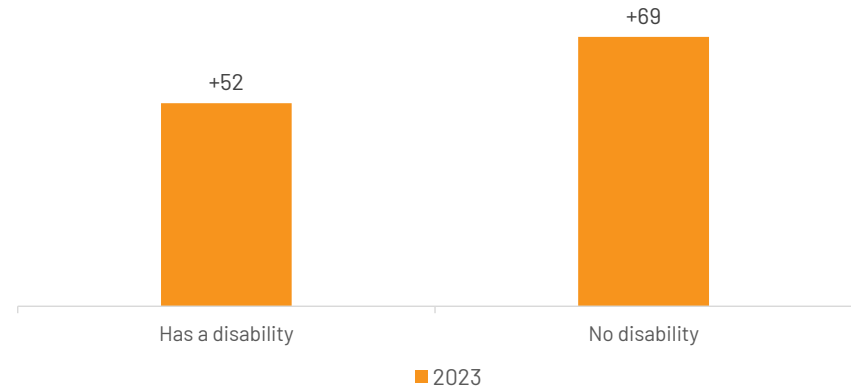


Key results by disability

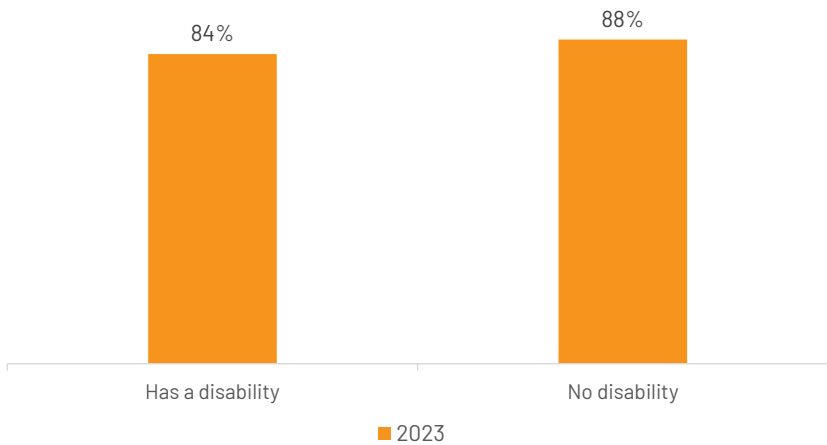
Overall satisfaction (% very or extremely satisfied)



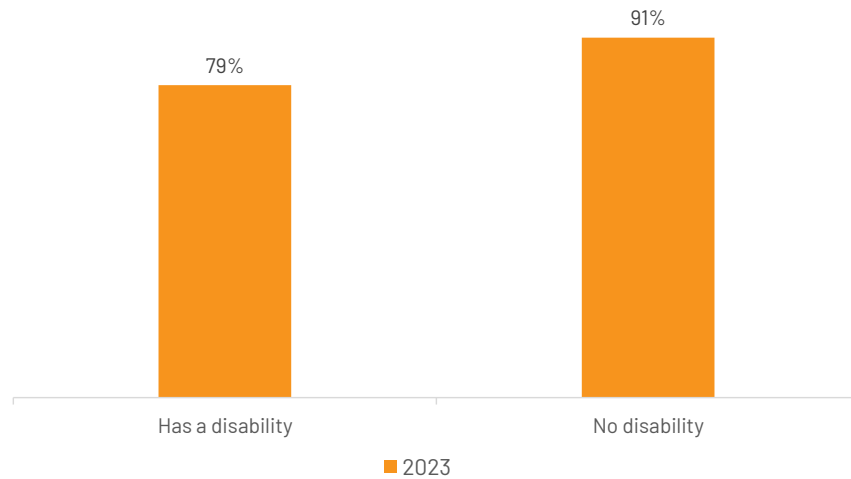
NPS (promoters minus detractors)



Value for money (% agree or strongly agree)



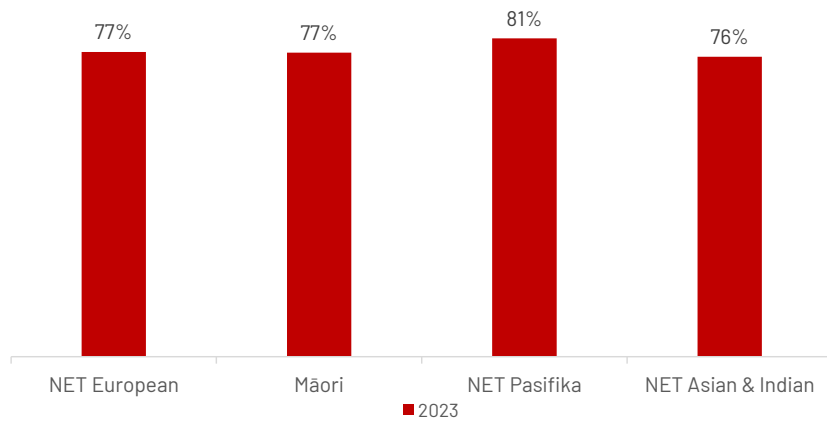
Likelihood to rejoin (% likely or very likely)



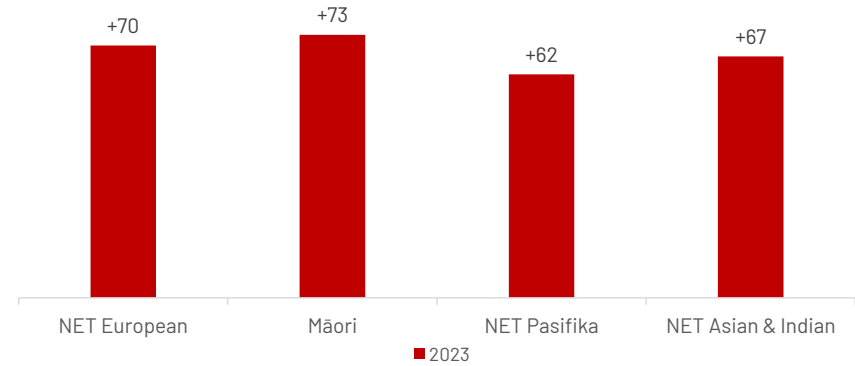
Base: Q6/Q7/Q11 All Respondents (Excluding Don't know/ Can't say), Q9 Members (Excluding Don't know/Can't say)
(Disability n= 33 / 33 / 31 / 26 ; No disability n= 1424 / 1432 / 1414 / 1374)

Key results by ethnicity

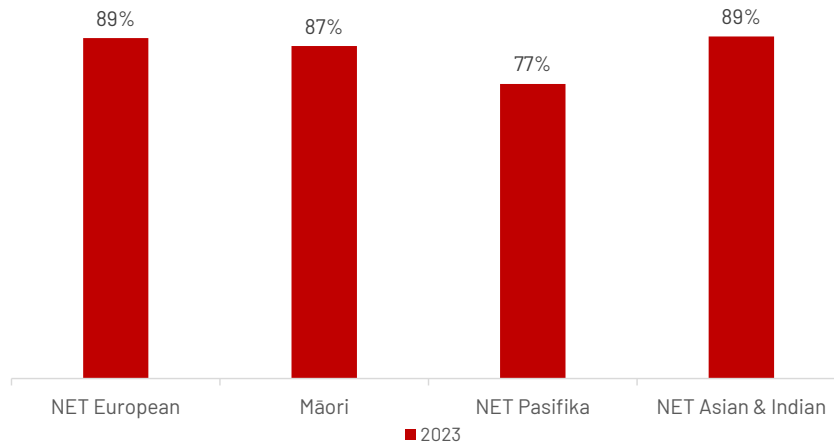
Overall satisfaction (% very or extremely satisfied)



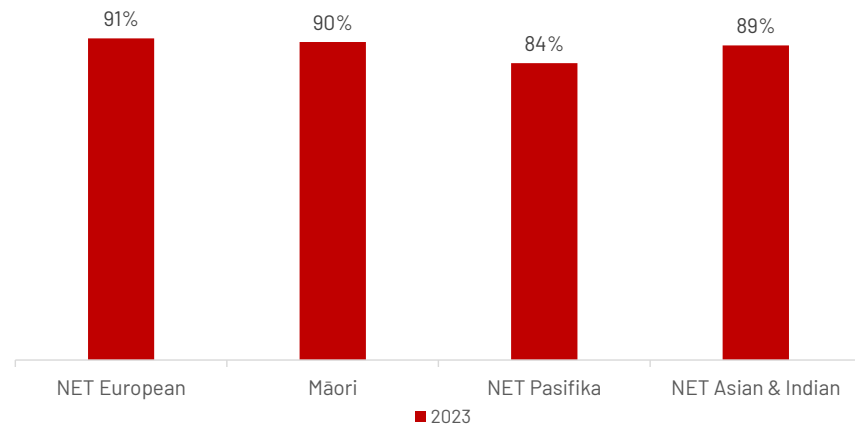
NPS (promoters minus detractors)



Value for money (% agree or strongly agree)



Likelihood to rejoin (% likely or very likely)



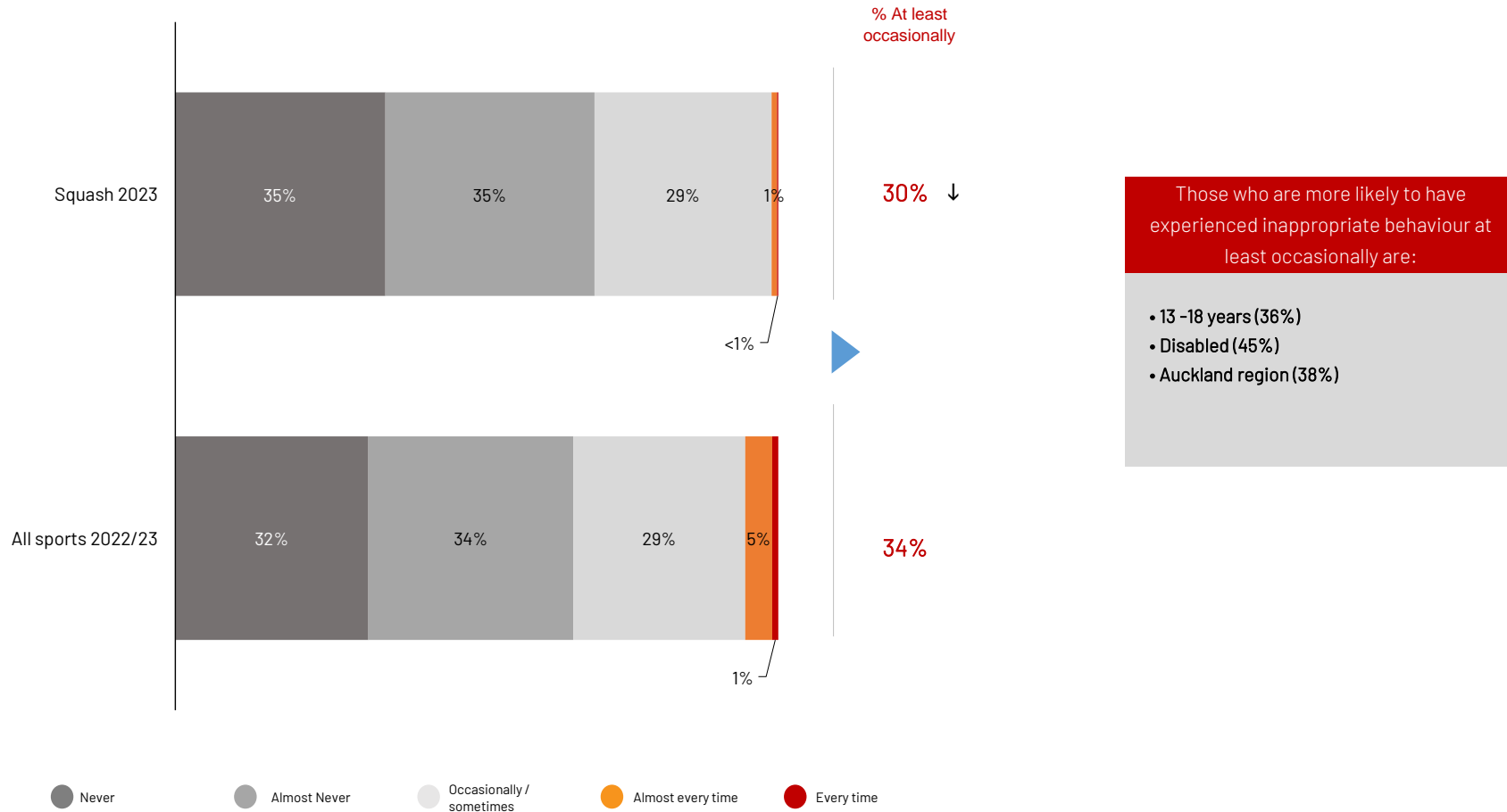


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Inappropriate behaviour & club environment

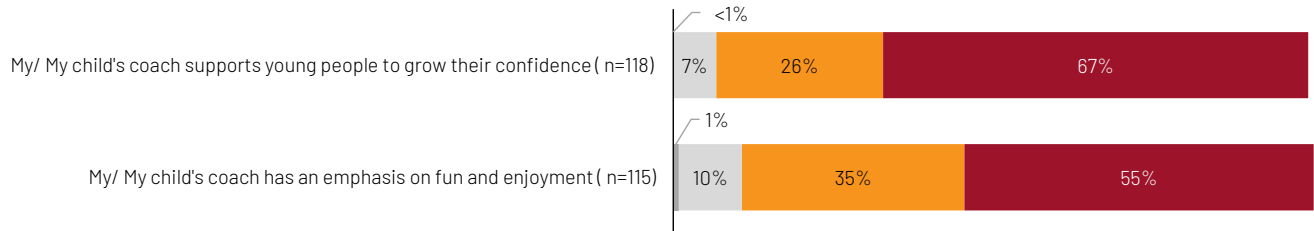
Frequency of inappropriate behaviour

Three in ten respondents (30%) experienced inappropriate sideline behaviour at least occasionally in the last 12 months, which is below the All Sports 2022/23 average (34%).



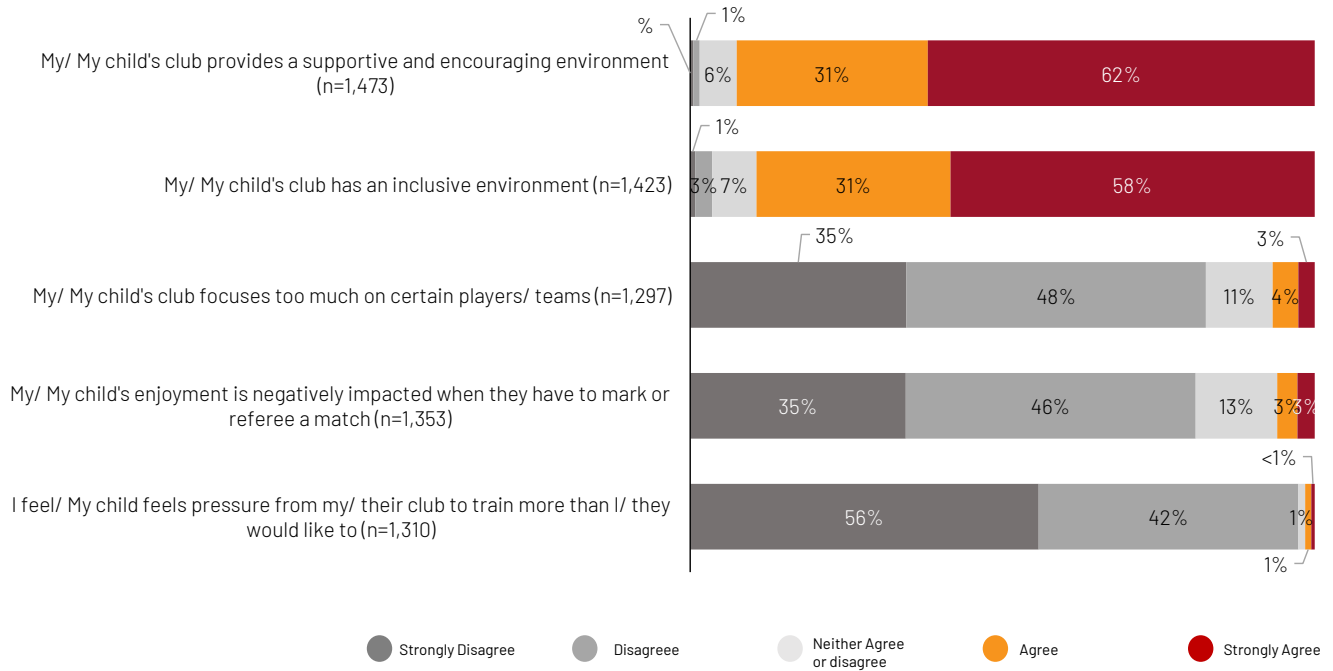
Club environment

18 and under only[^]



Total Squash 2023	% Agree or Strongly Agree			All Sports 2022/23
	5-12 years 2023	13-18 years 2023		
	93%	100%	90%	n/a
	90%	100%	85%	n/a

All ages

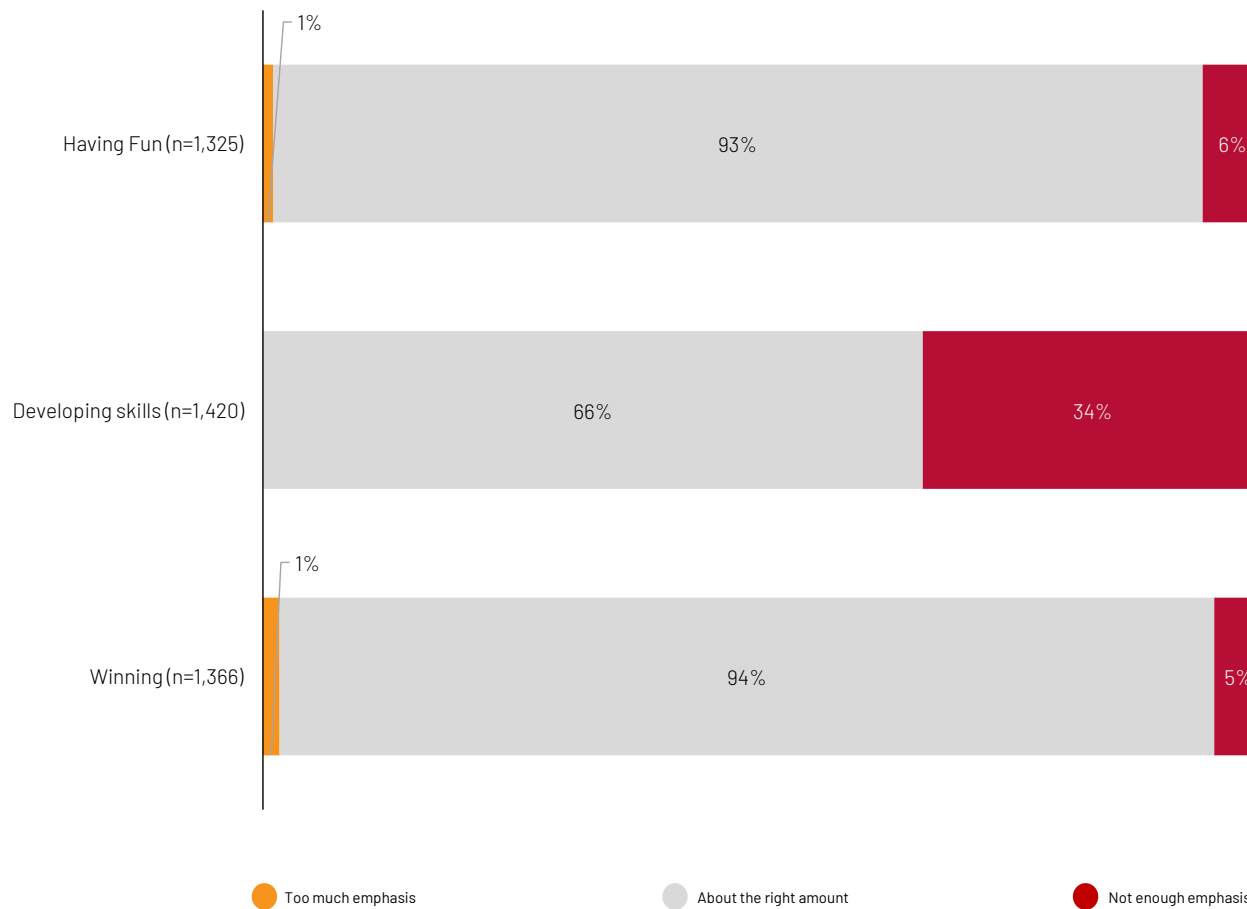


↑	93%	85%	83%	86%
↑	89%	83%	90%	76%
↓	7%	100%	94%	20%
	6%	100%	85%	n/a
↓	2%	8%	9%	5%

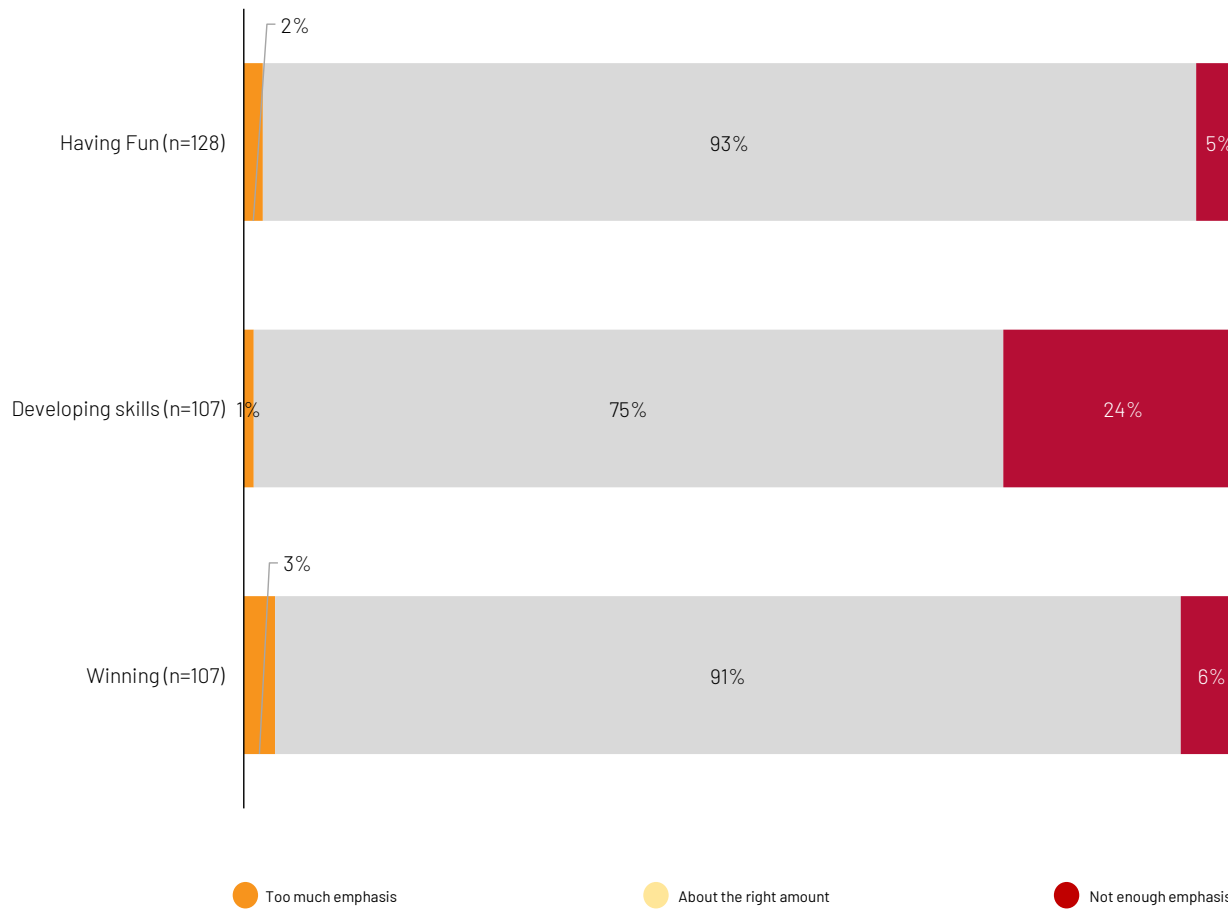
Base: All respondents (Excluding Don't know/not applicable)
 Q54. To what extent do you agree or disagree on the following...
[^] Only asked of those aged 18 and under

↑↓ Significantly higher/lower than All Sports 2022/23

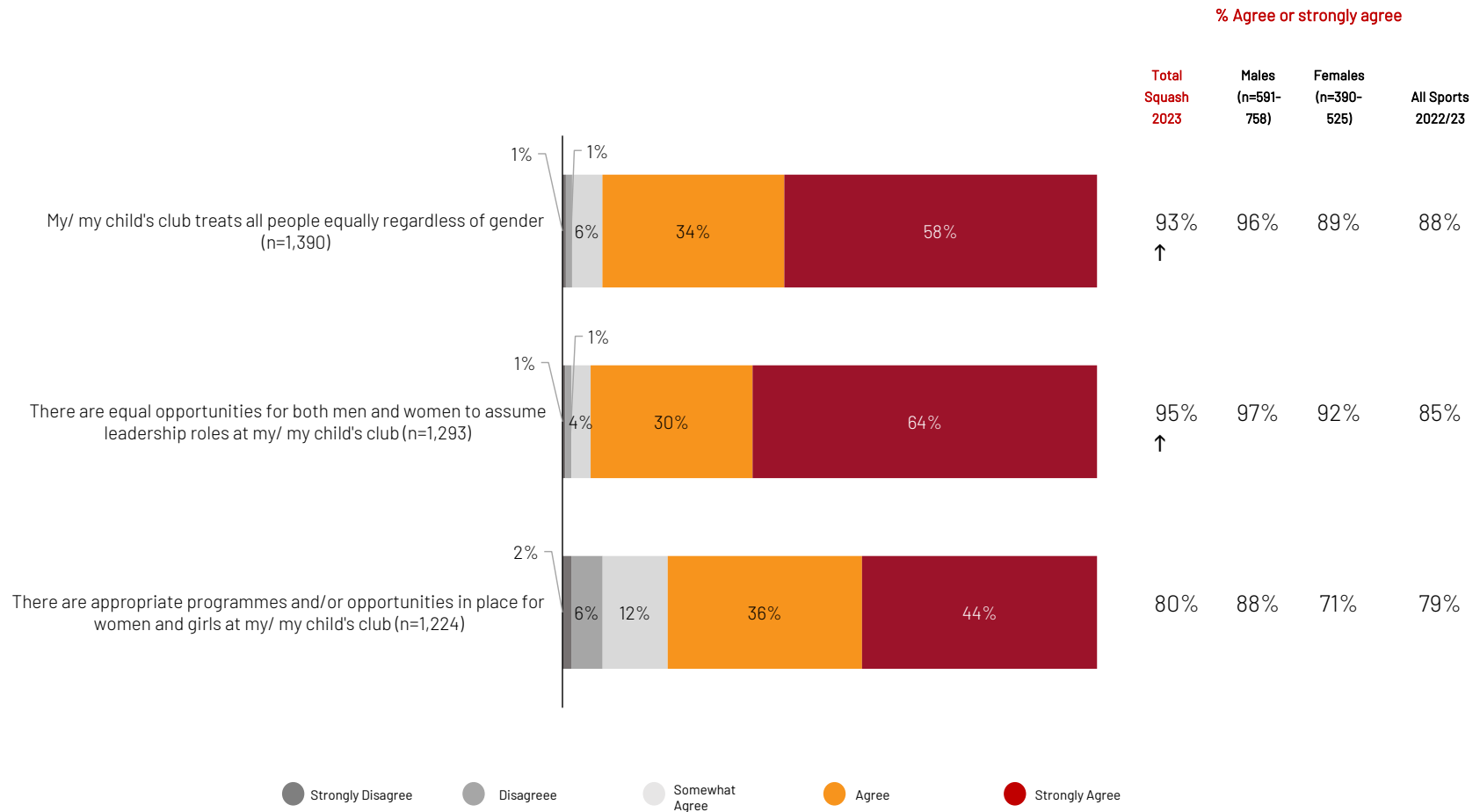
Emphasis on winning, developing skills and having fun at club



Emphasis on winning, developing skills and having fun at club for 13-18 year olds

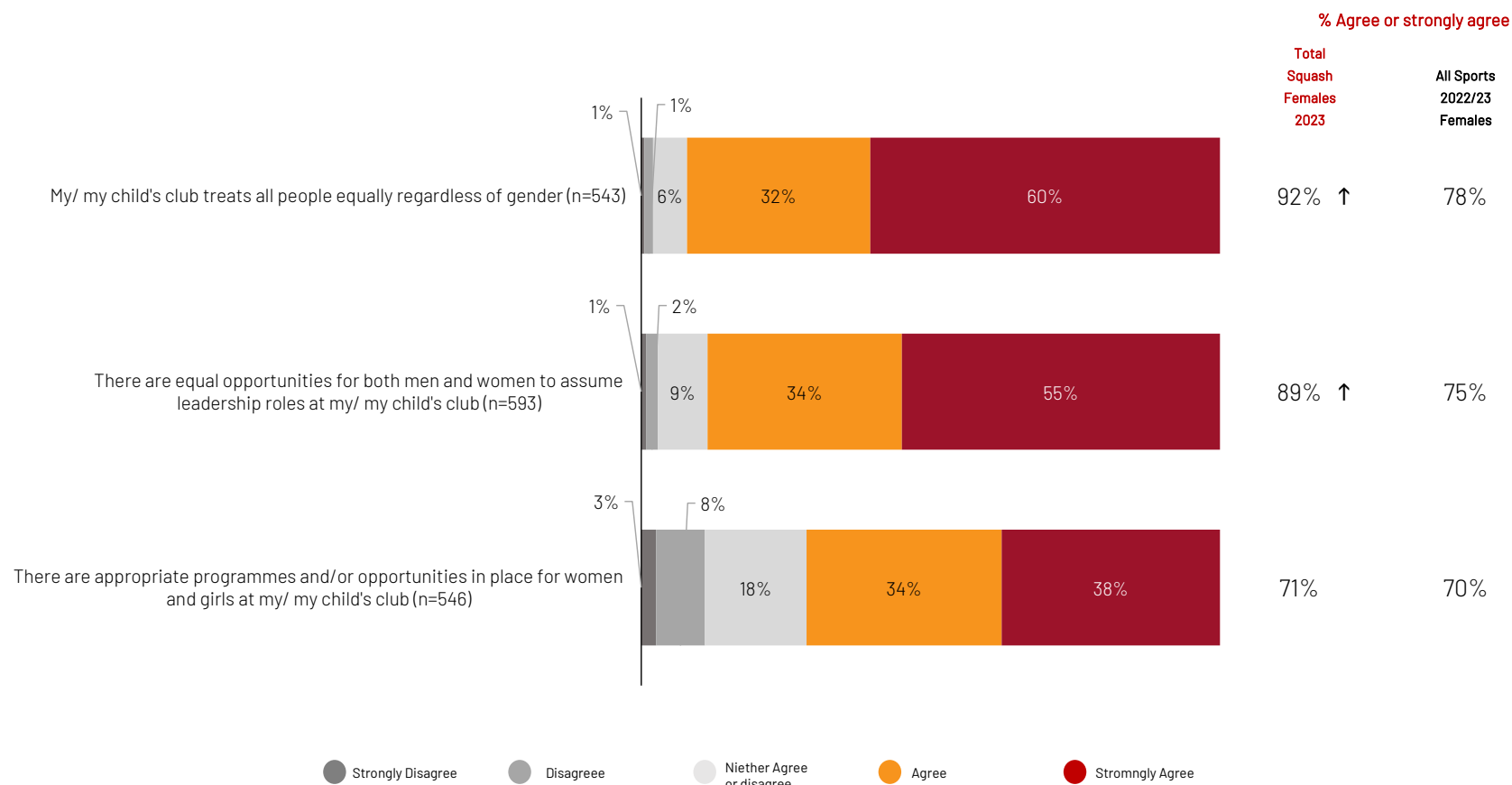


Gender equality at club



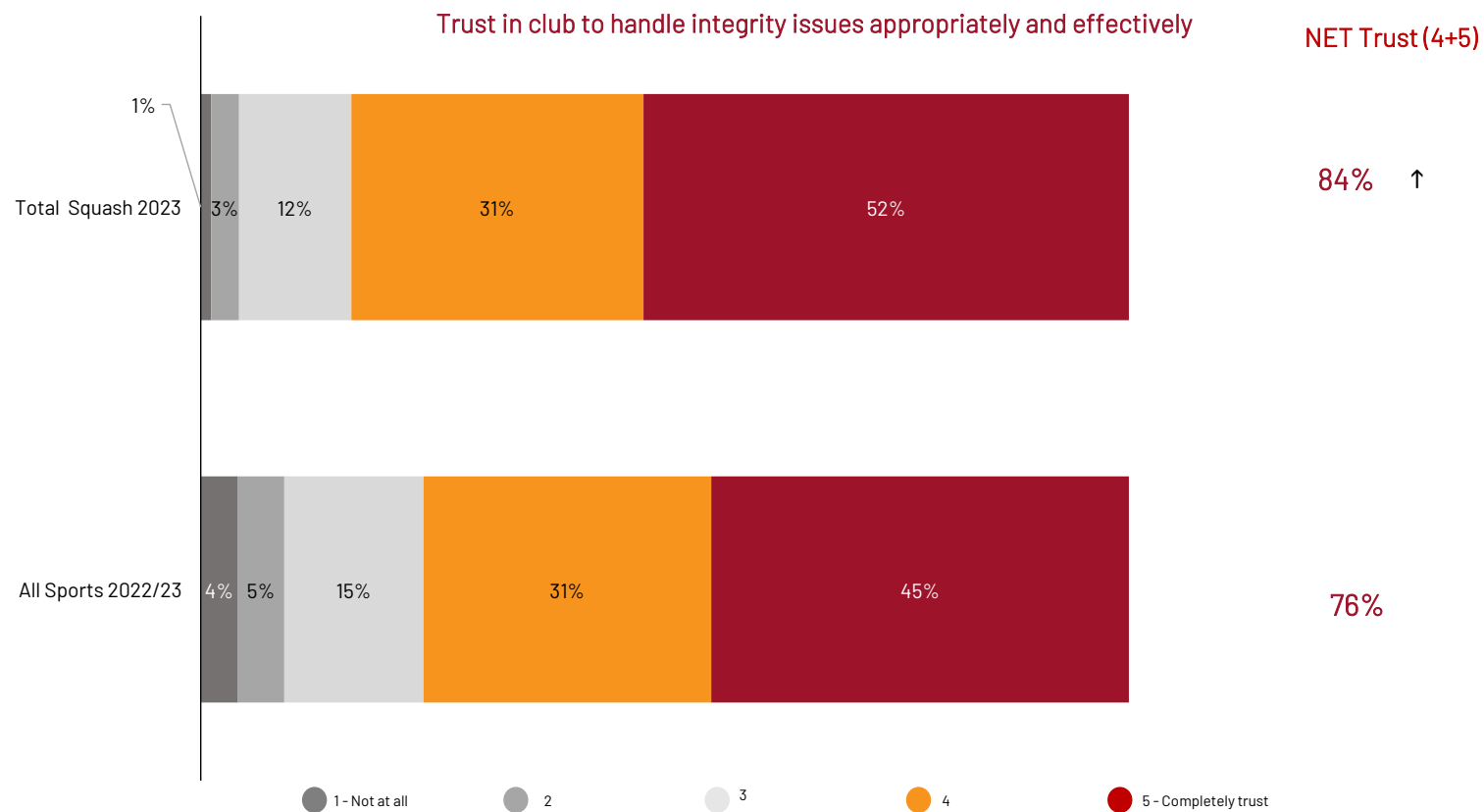
Female perceptions of gender equality at club

Female respondents' level of agreement are positive for all three gender equality statements. Compared with the All Sports 2022/23 average for female respondents, female squash respondents are significantly more likely to agree with *my club treats all people equally regardless of gender* (92% vs. 78% All Sports 2022/23) and *there are equal opportunities for men and women to assume leadership roles at my club* (89% vs. 78%).

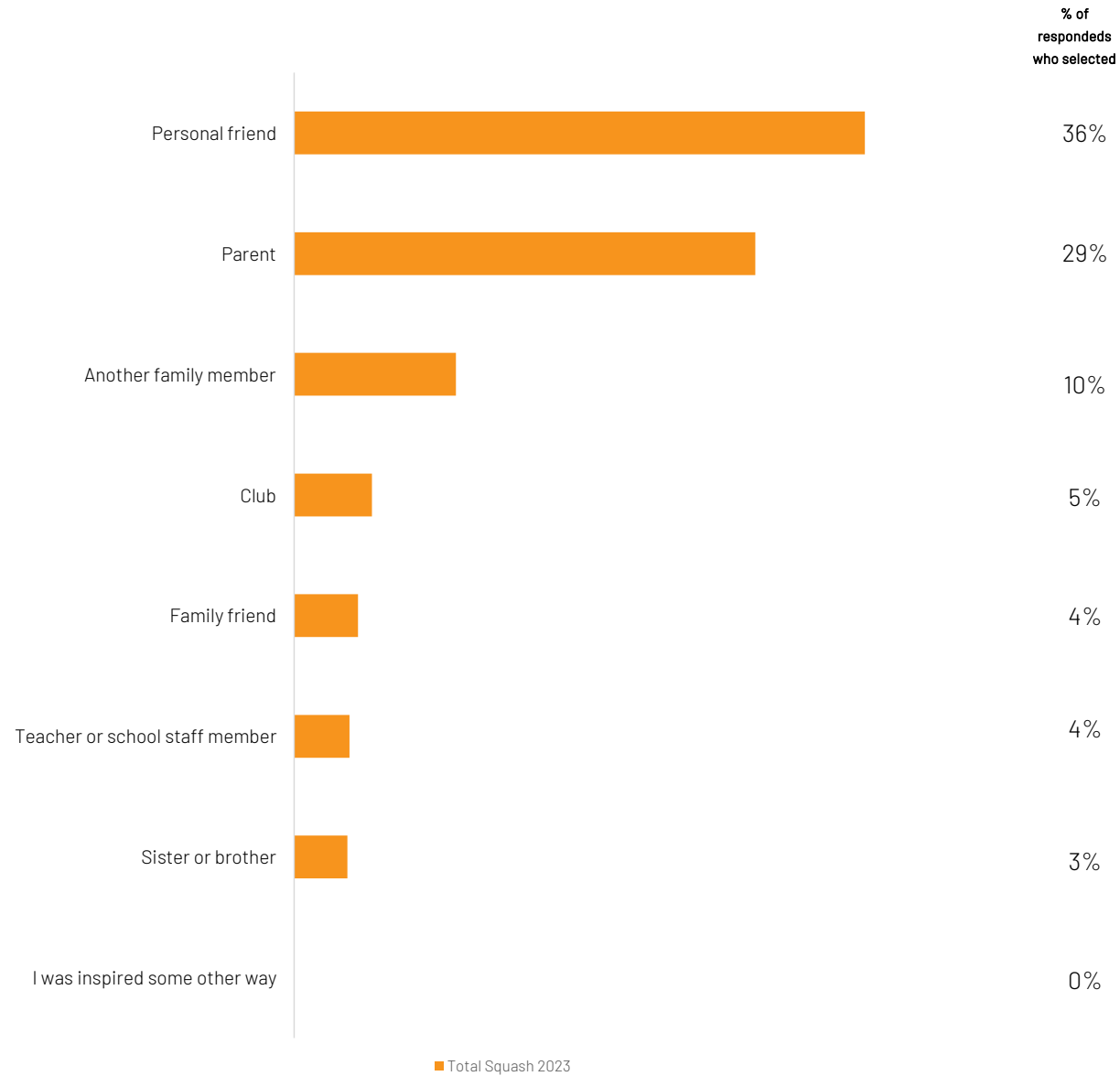


Handling of integrity issues

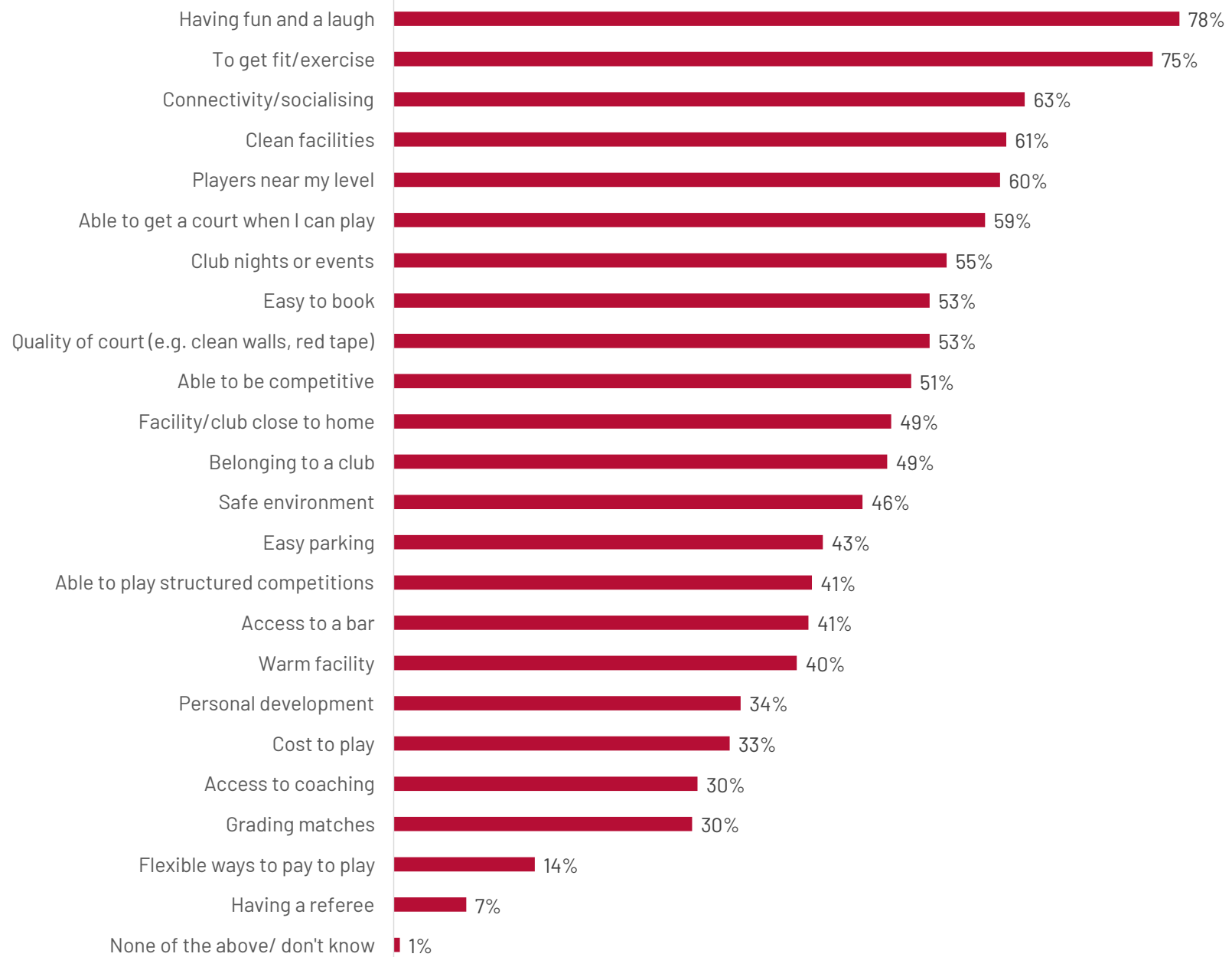
Four in five (84%) squash respondents trust their club to handle integrity issues appropriately and effectively. This is significantly higher than the All Sports 2022/23 average (76%).



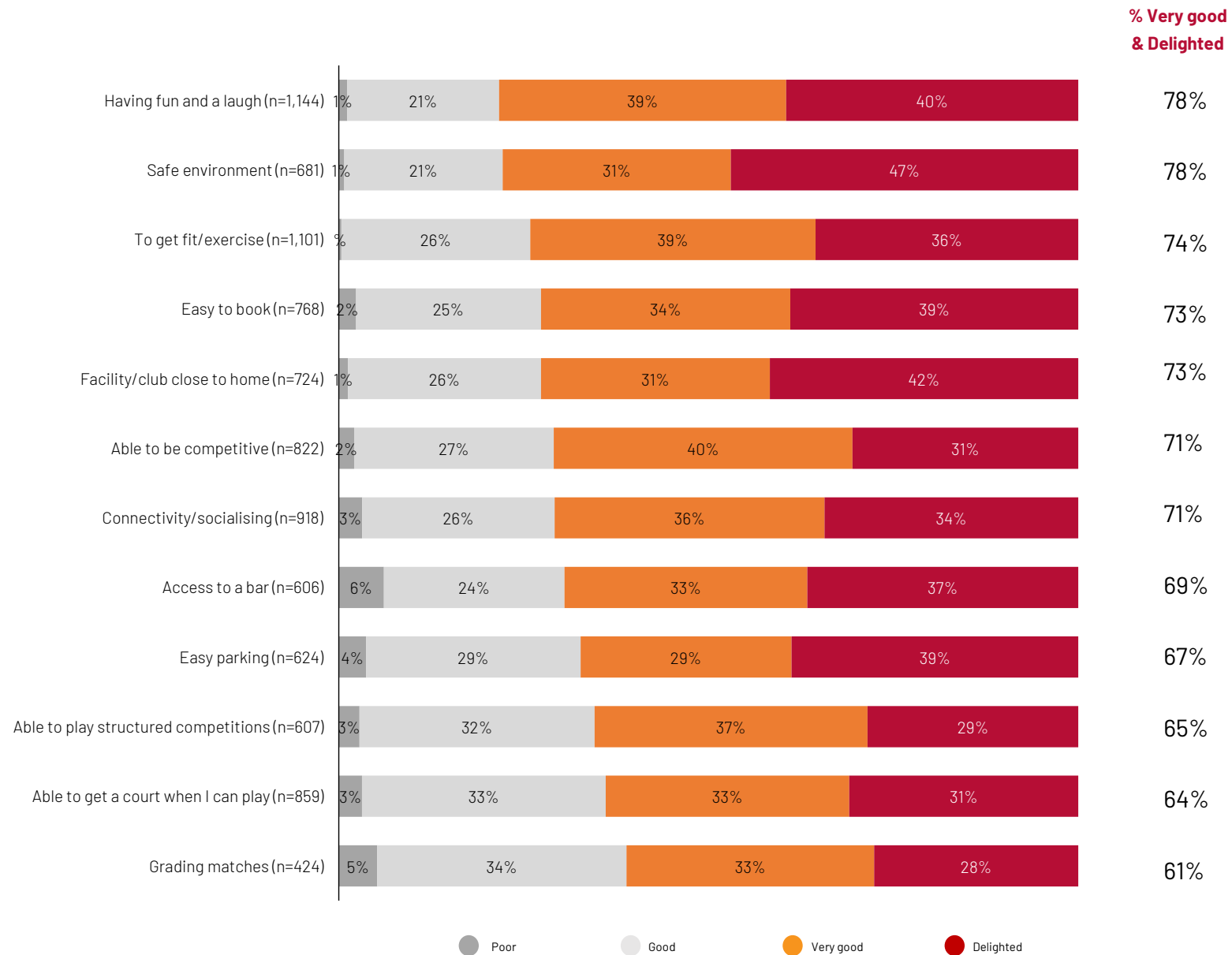
Who got you started in squash



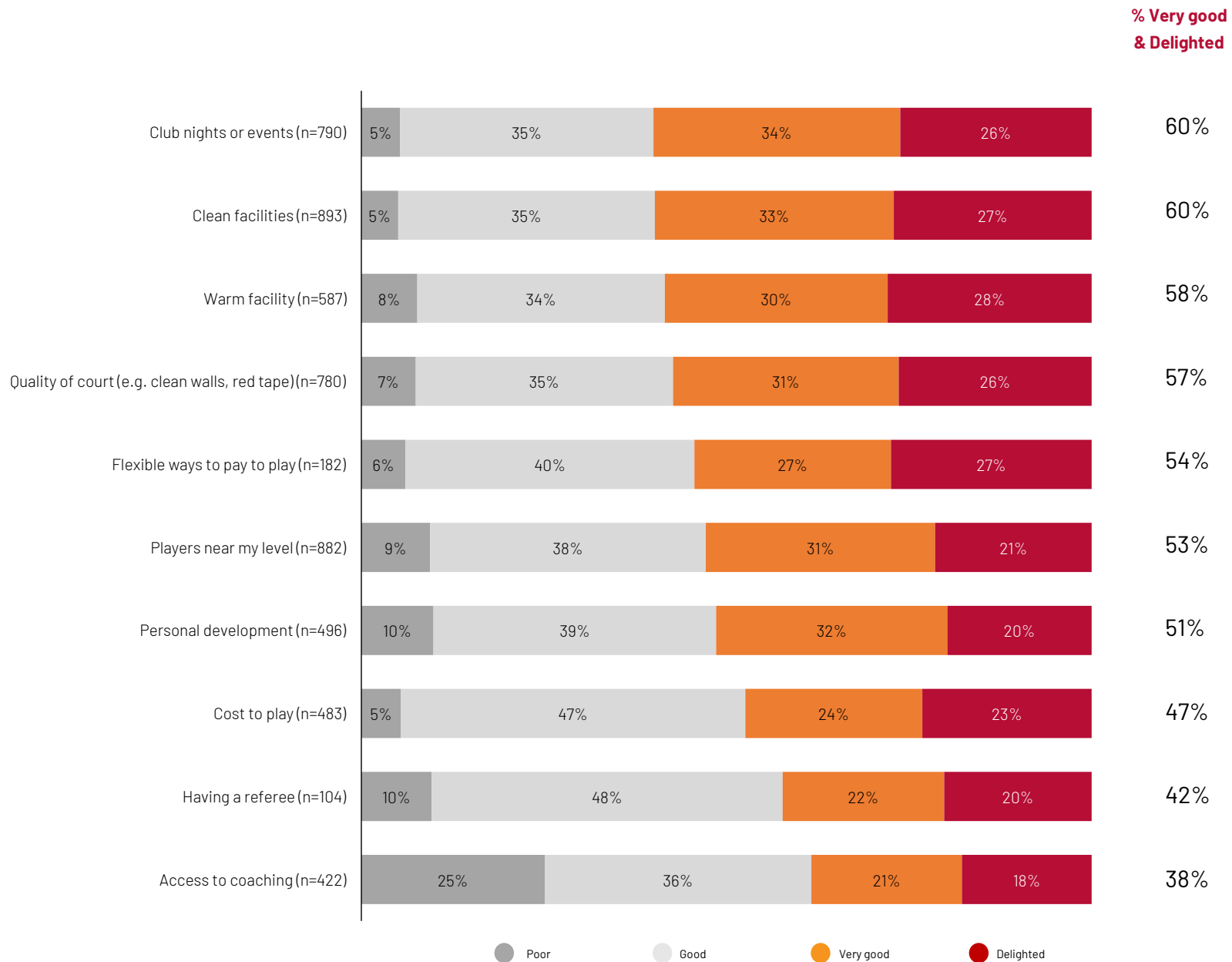
What aspects of the squash experience are important to you?



Rating of aspects of squash experience that are important to you



Rating of aspects of squash experience that are important to you

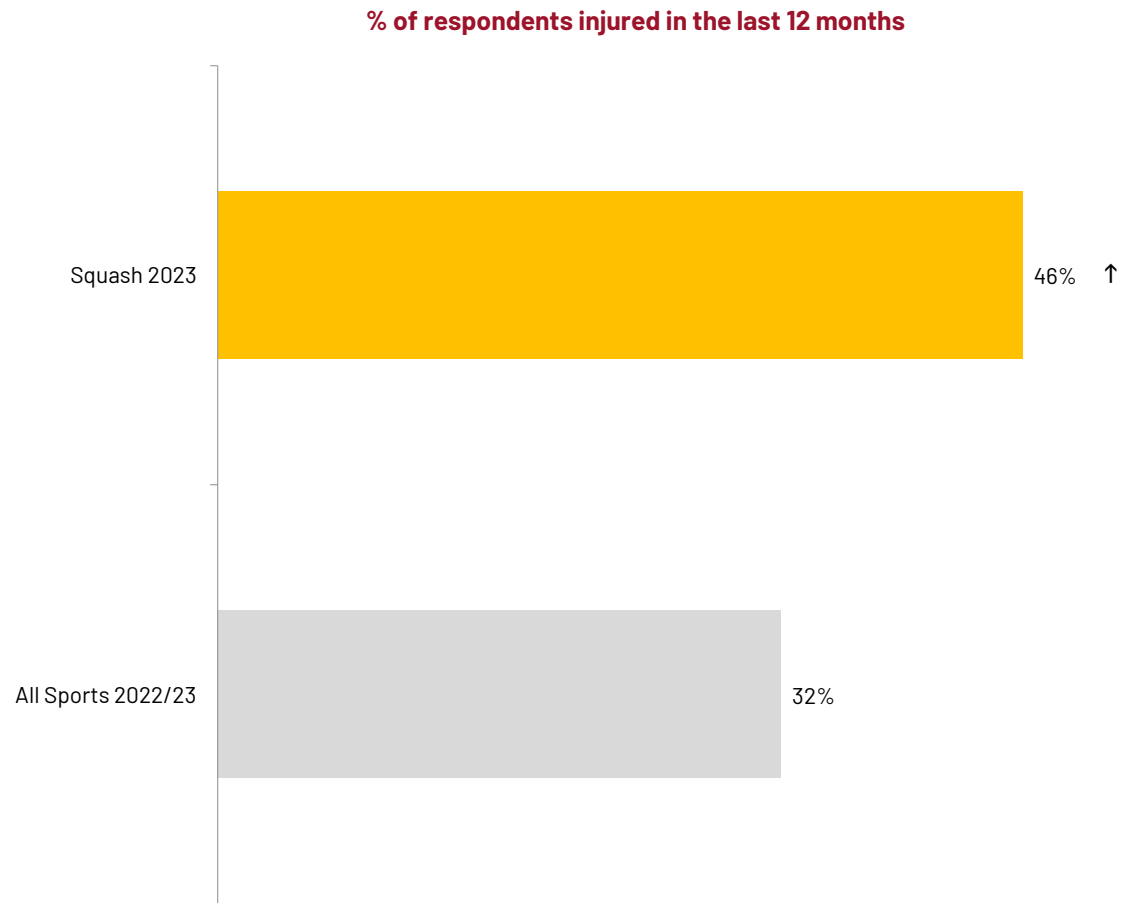




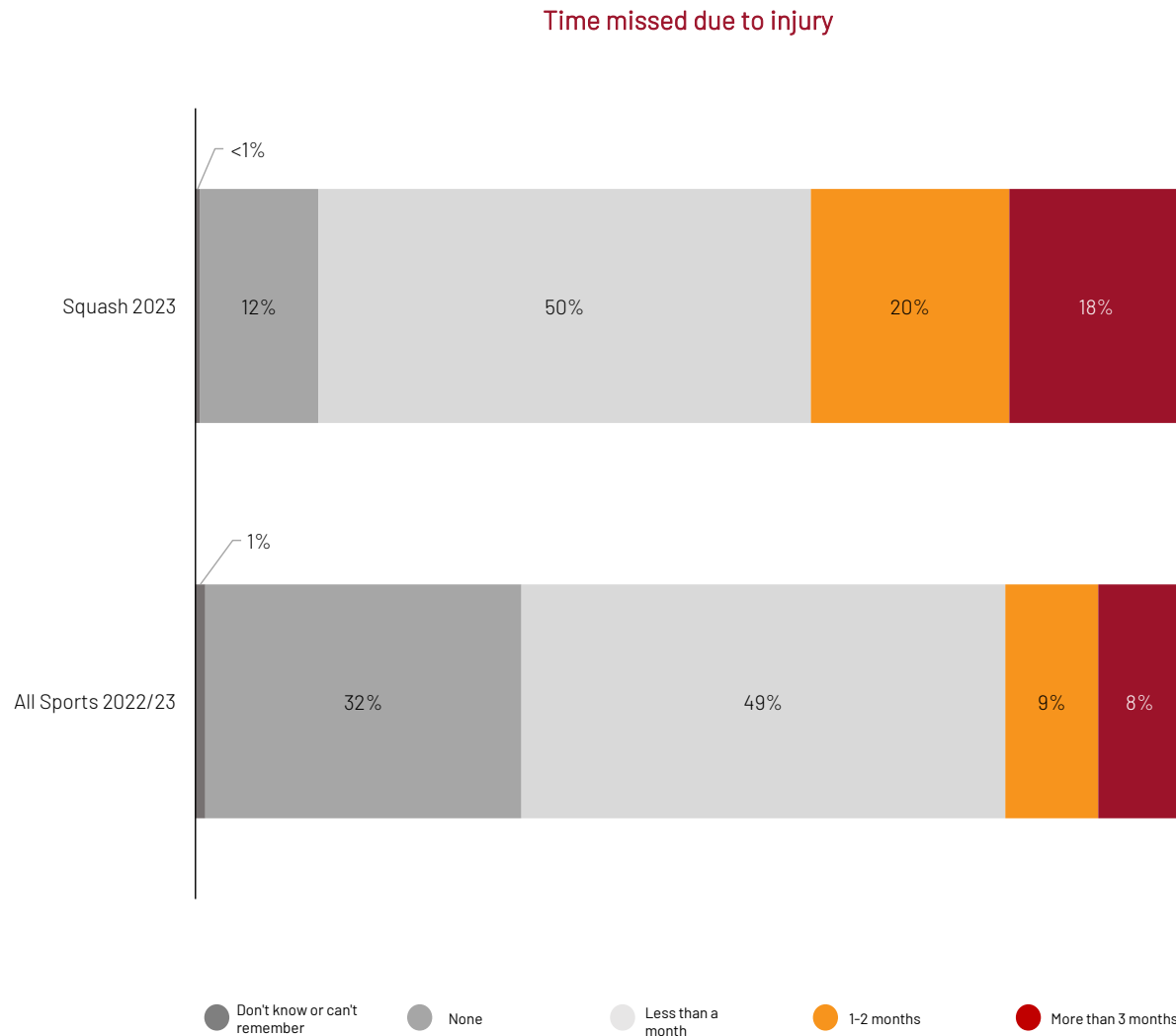
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Injury

Nearly half of squash respondents have been injured in the last 12 months



Nine in ten took time off playing due to their injury

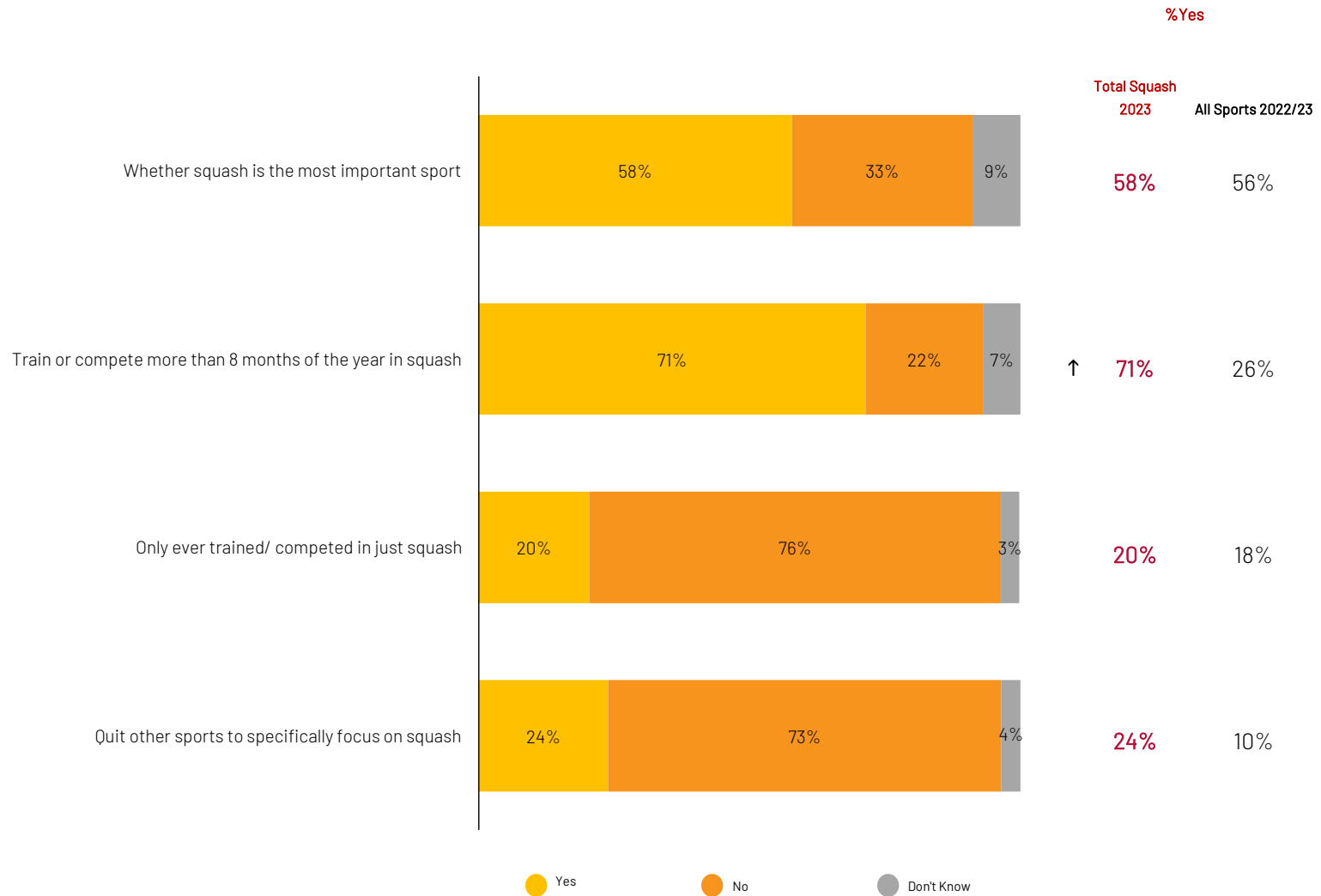




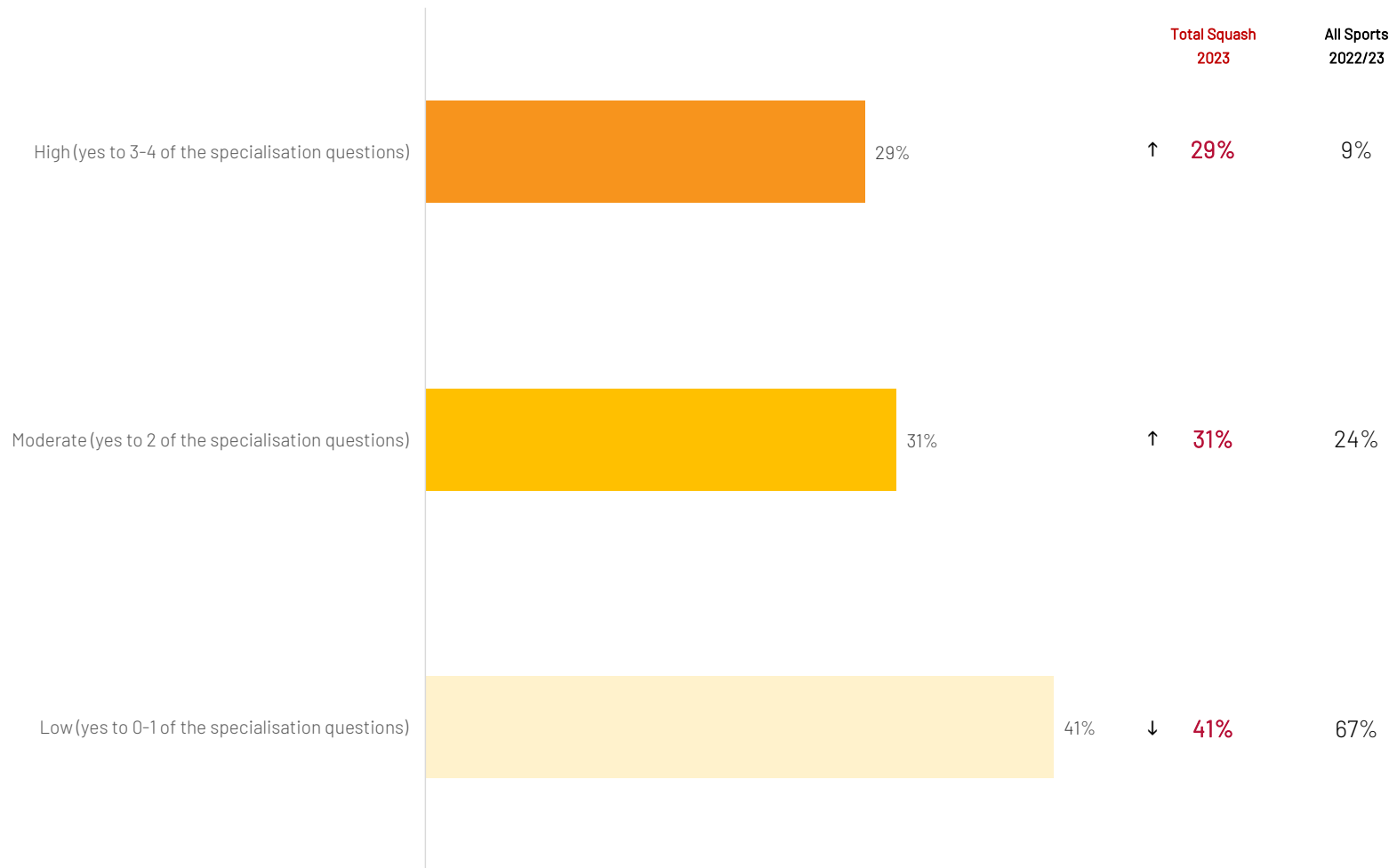
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Balance is Better

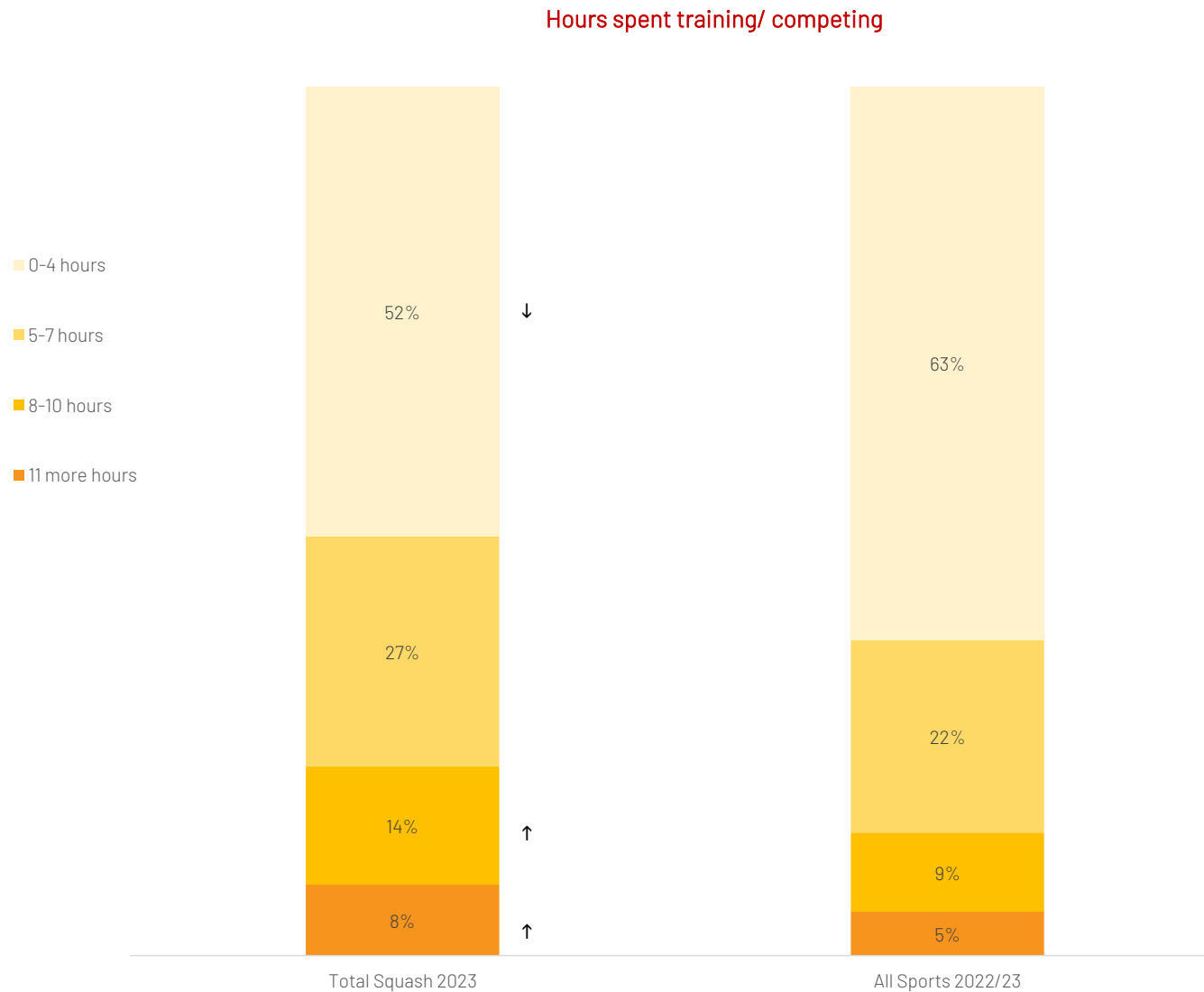
8-18 year olds: Specialisation



8-18 year olds: High, moderate and low specialisation



Squash respondents aged 8-18 spend more time training/ competing than the All Sports 2022/23 average





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Rangatahi - Key results

Key metrics summary: 13-18 year olds

Satisfaction	NPS	Likelihood to rejoin	Value for money
74% ↑	+63 ↑	90% ↑	86% ↑
13-18 years All Sports 2022/23	13-18 years All Sports 2022/23	13-18 years All Sports 2022/23	13-18 years All Sports 2022/23
60%	+29	78%	72%

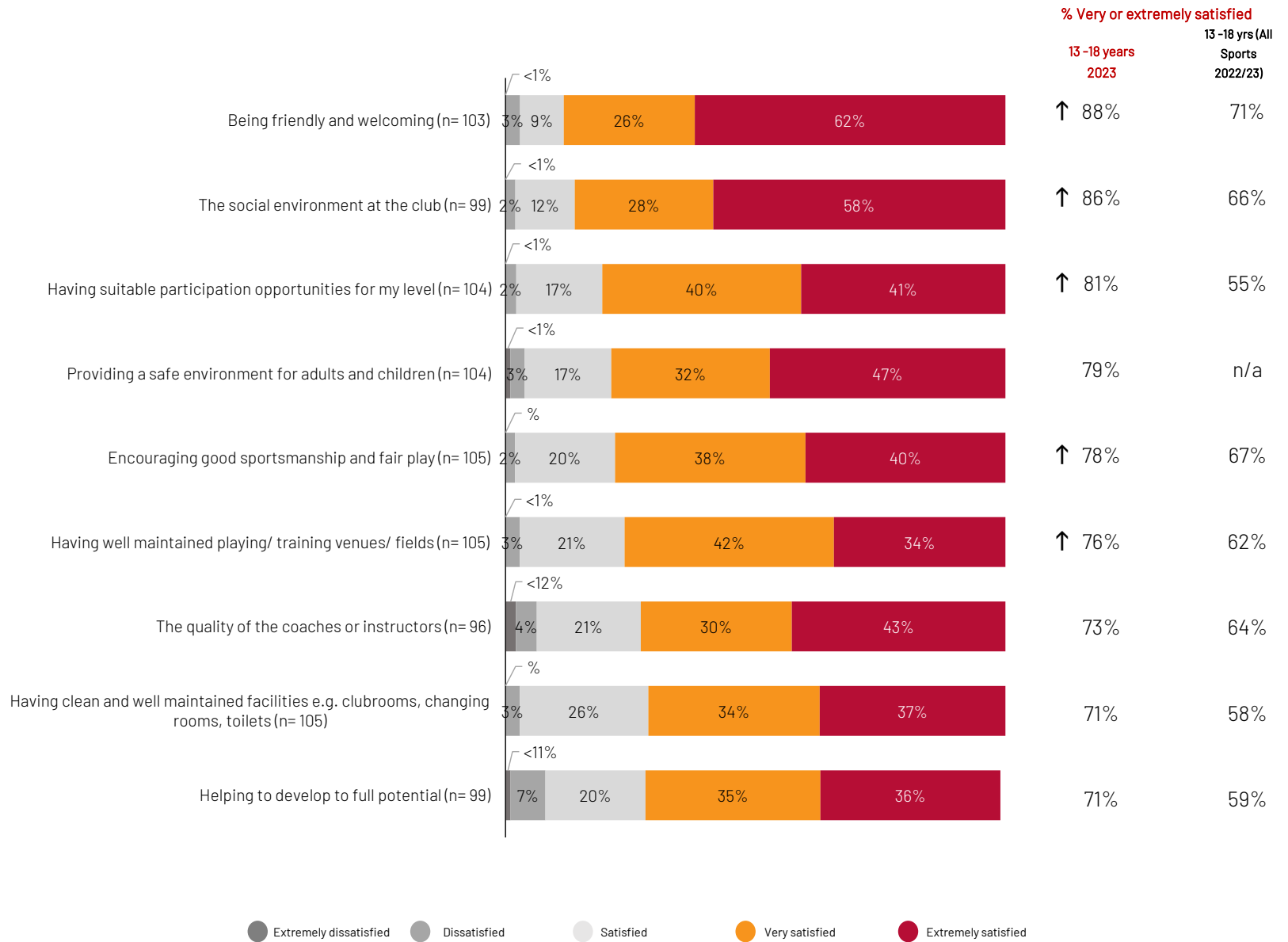
Base: 06/07/011 All Respondents aged 13-18 years (Excluding Don't know/ Can't say), 09 Members (Excluding Don't know/Can't say), 020 New Members (Excluding Don't know/ Can't say)

Total Squash/All Sports 2022/23 (n=104/ 1301) / 07 (n=104/ 1291) / 09 (n=103/1238) / 011 (n=102/1261)

^Question only asked of new members

↑↓ Significantly higher/lower than All Sports 2022/23

Rangatahi: Satisfaction with drivers of club experience



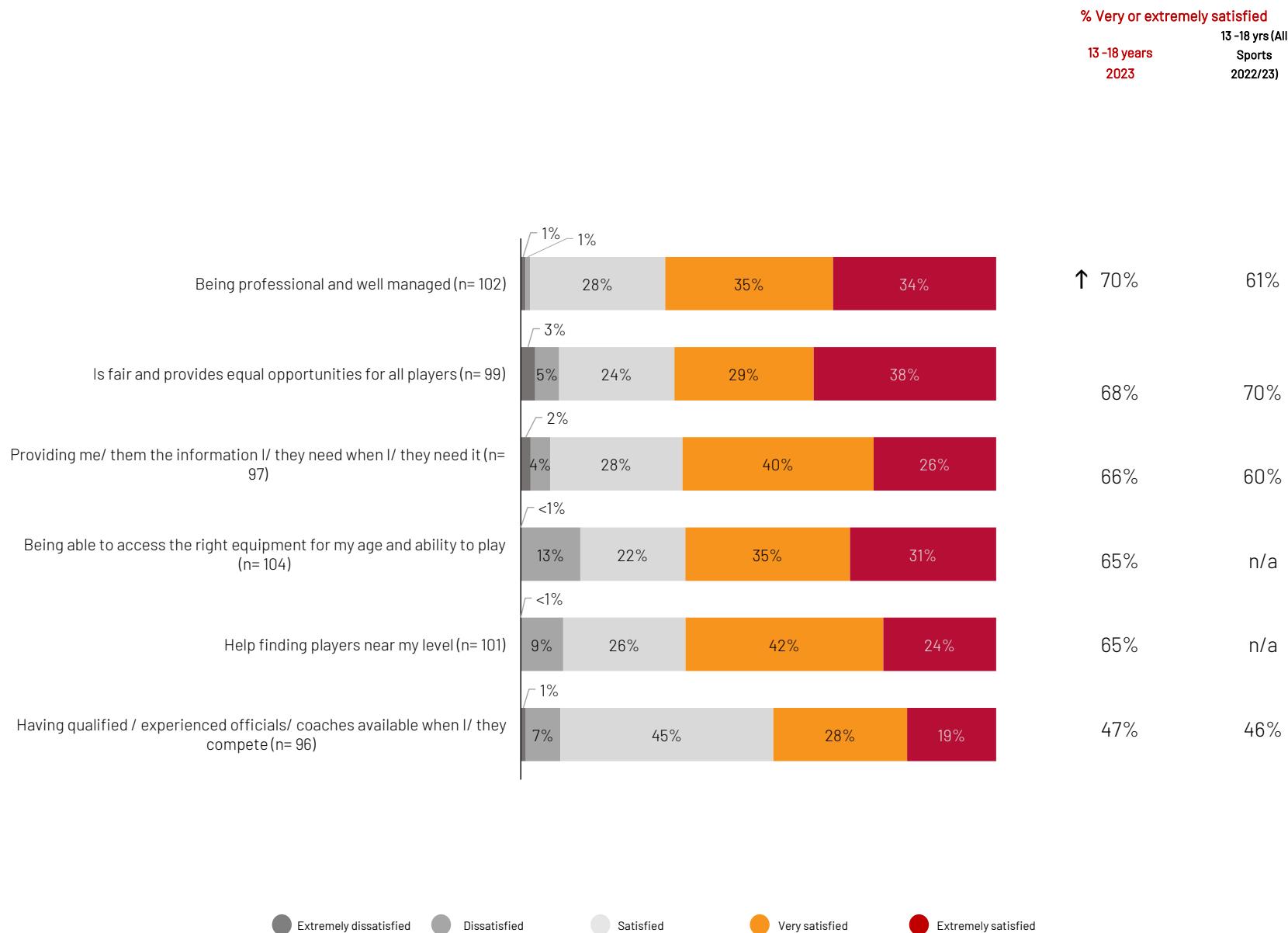
Base: All respondents aged 13-18 years (Excluding Don't know/not applicable)

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

Q10b. How would you rate your/ your child's overall satisfaction with your/ their Squash club on each of the following...

↑↓ Significantly higher/lower than All Sports 2022/23

Rangatahi: Satisfaction with drivers of club experience



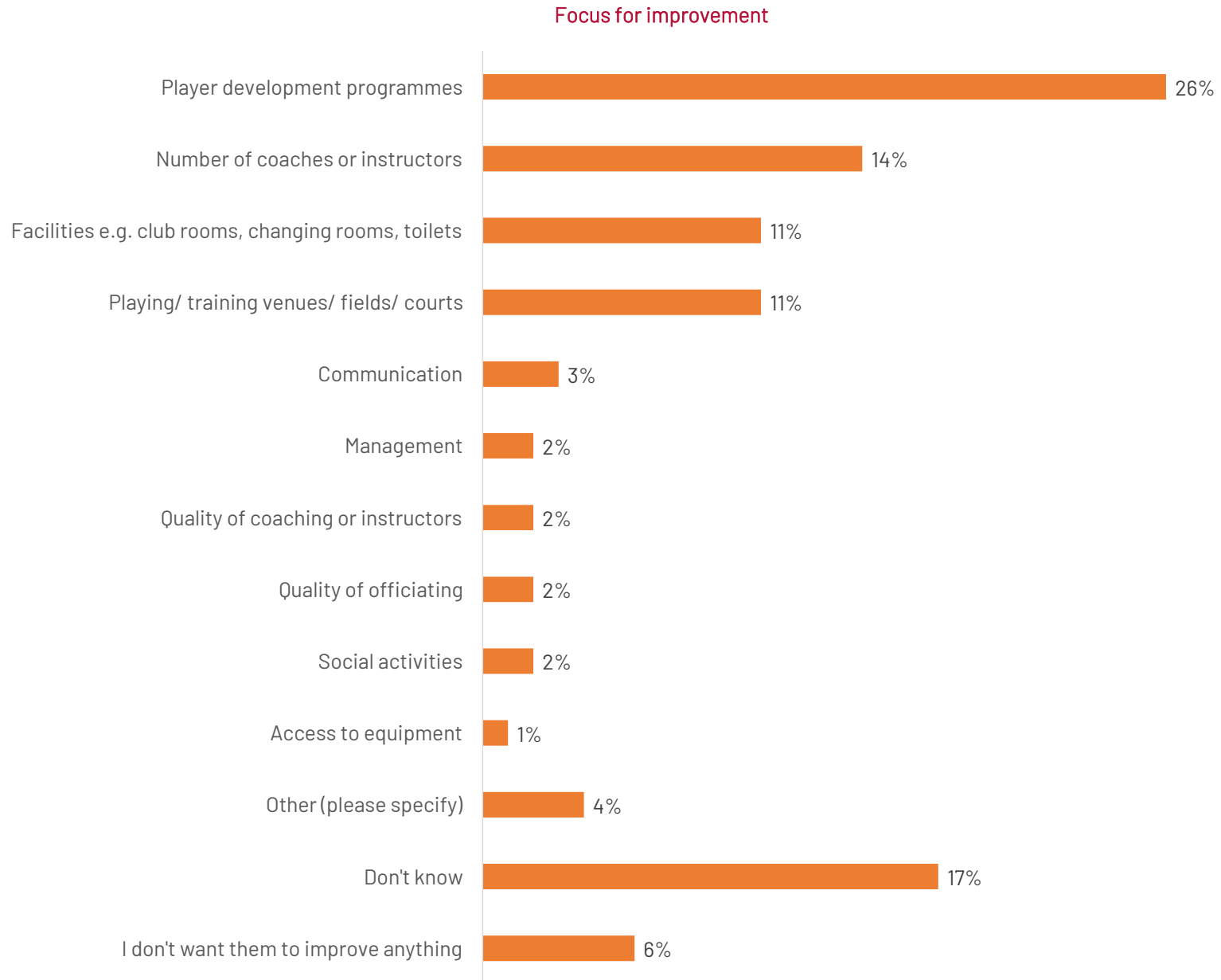
Base: All respondents aged 13-18 years (Excluding Don't know/not applicable)

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

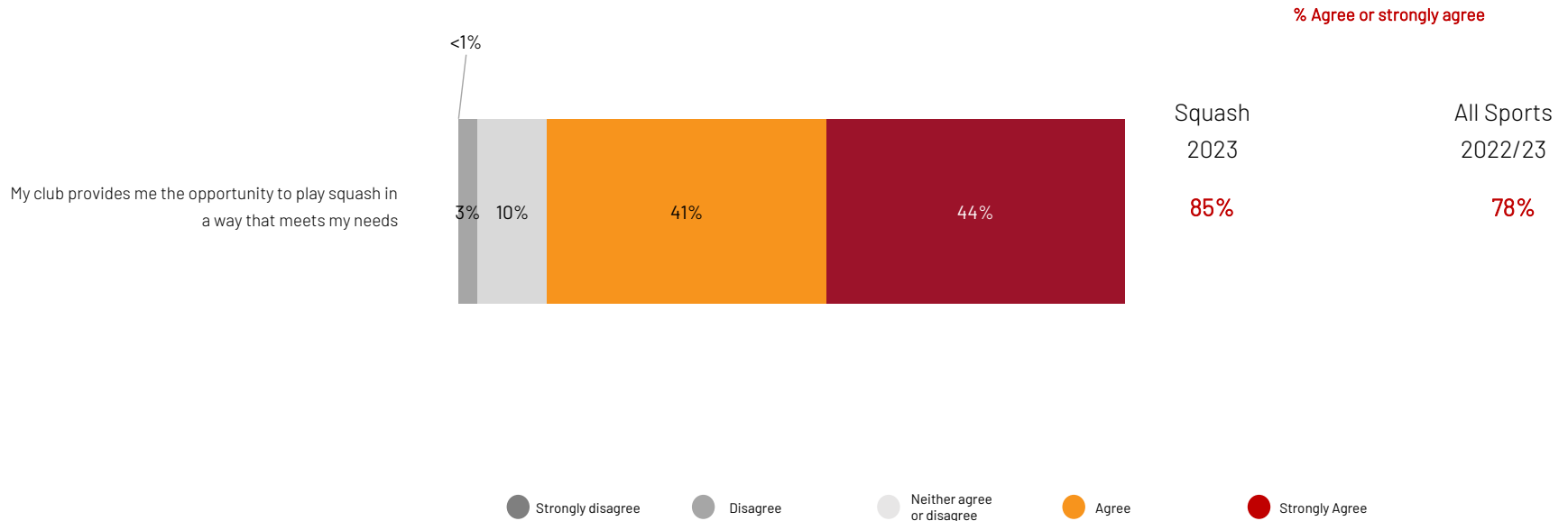
Q10b. How would you rate your/ your child's overall satisfaction with your/ their Squash club on each of the following...

↑↓ Significantly higher/lower than All Sports 2022/23

Rangatahi: One in four want to see improvement in player development programmes



Four in five 13-18 year olds agree their club provides the opportunity to participate in a way that meets their needs



Base: All respondents aged 13-18 years (excluding Don't know/not applicable), n=107

Q114. For this next question, we'd like you to think about how your/ your child's club provides opportunities that meets your/ your child's personal needs, including the ways you/ your child like/ likes to play (e.g. where, when, and how often) and whether you/ your child prefer/prefers playing at a casual/social or competitive level. To what extent do you/ does your child agree or disagree with...



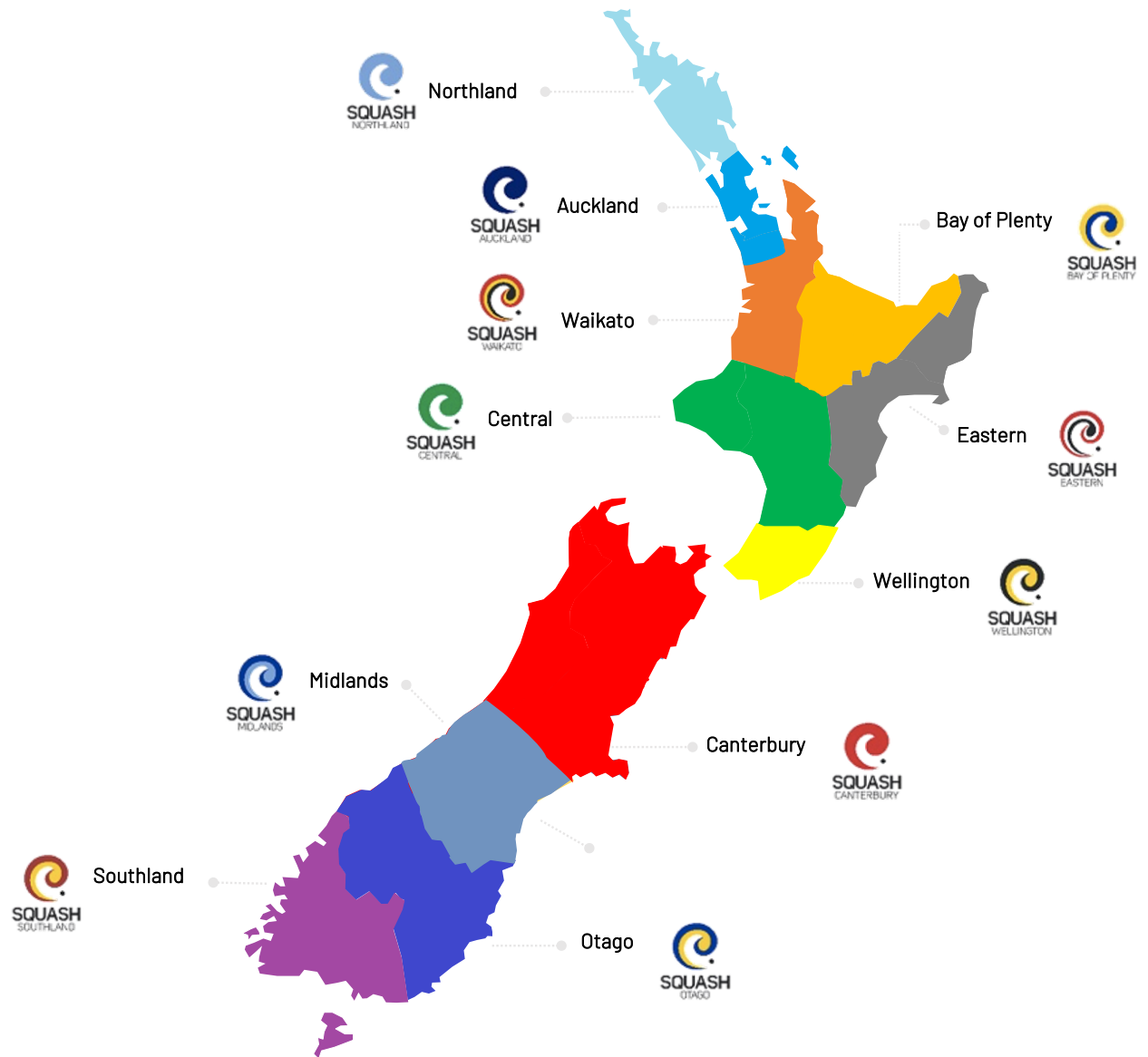
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Regional differences

How does experience differ by Region?

Results for Regions cover the following areas.

Regions
Auckland
Bay of Plenty
Canterbury
Central
Eastern
Midlands
Northland
Otago
Southland
Waikato
Wellington



Respondents from Wellington are most satisfied with their overall experience

OVERALL SATISFACTION
 (% very or extremely satisfied)

Total 2023
77%

	2023 (n=1465)
Auckland	74%
Bay of Plenty	76%
Canterbury	78%
Central	76%
Eastern	74%
Midlands	71%
Northland	72%
Otago	75%
Southland	81%
Waikato	78%
Wellington	83%



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

Base: All respondents (Excluding Don't know/not applicable)(n=482)

Q6. To what extent are you satisfied or dissatisfied with the/ your child's overall experience of playing Squash at your/ their club?

Southland respondents are most likely to recommend their squash club

NPS
(% Promoters - Detractors)

Total 2023
+68

	2023 (n=1465)
Auckland	+59
Bay of Plenty	+70
Canterbury	+67
Central	+66
Eastern	+62
Midlands	+66
Northland	+74
Otago	+72
Southland	+84
Waikato	+74
Wellington	+72



Base: All respondents (Excluding Don't know/not applicable)(n=485) Note: Regions are based on the club selected at Q2a in the questionnaire
 07. Imagine someone is interested in Squash . If they asked you, how likely are you to recommend your/ your child's club to them, using a scale of 0 to 10 where 0 is not at all likely and 10 is extremely likely?

Northland and Otago respondents are most likely to rejoin their club next season

LIKELIHOOD TO REJOIN

(% likely or very likely)

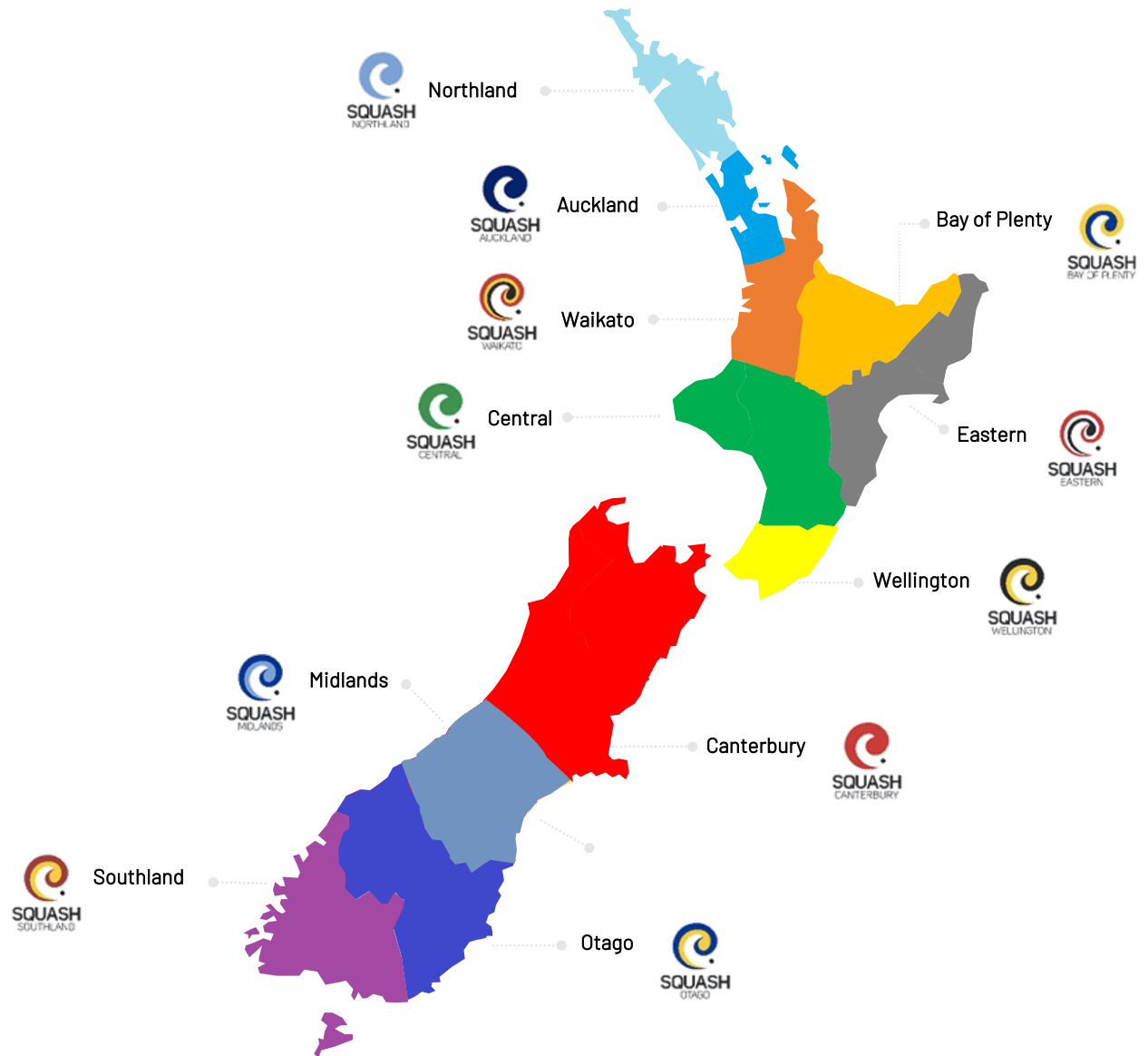
Total 2023

91%

2023

(n=1465)

Auckland	89%
Bay of Plenty	91%
Canterbury	91%
Central	91%
Eastern	93%
Midlands	92%
Northland	94%
Otago	95%
Southland	89%
Waikato	93%
Wellington	87%



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

Base: All respondents (Excluding Don't know/not applicable)(n=463)

Q9. How likely are/ is you/ your child to play/do Squash for or rejoin <insert club from Q2a> next season?

Those from Southland and Wellington are most likely to feel they get value for money

VALUE FOR MONEY
(% very or extremely satisfied)

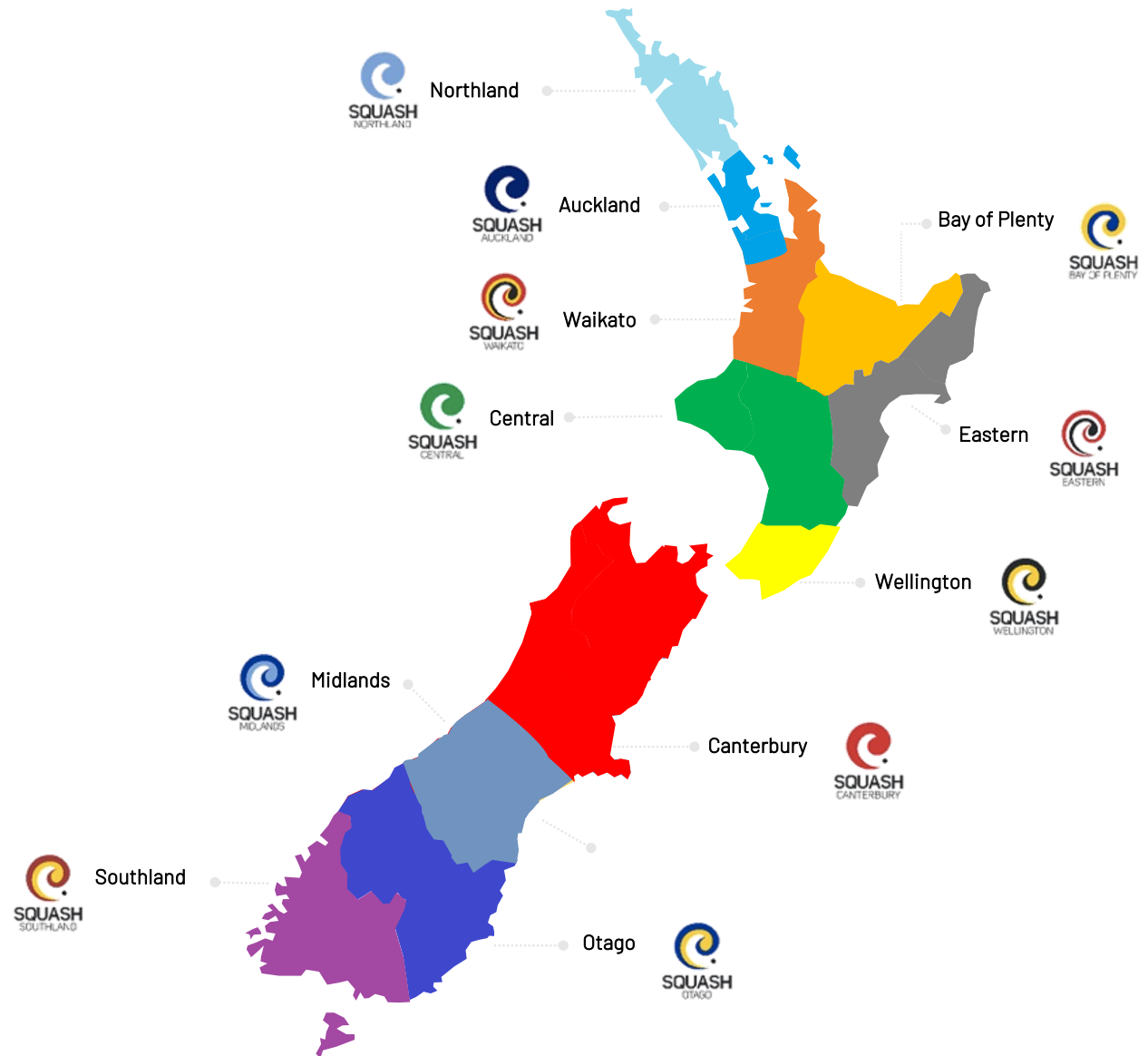
Total 2023

88%

2023

(n=1465)

Auckland	85%
Bay of Plenty	86%
Canterbury	89%
Central	88%
Eastern	85%
Midlands	82%
Northland	88%
Otago	89%
Southland	94%
Waikato	89%
Wellington	91%



Base: All respondents (Excluding Don't know/not applicable)(n=481) Note: Regions are based on the club selected at Q2a in the questionnaire

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

Reason for belonging to a club (1/2)

Reason for belonging	TOTAL	Auckland	Bay of Plenty	Canterbury	Central	Eastern	Midlands	Northland	Otago
	(n=1418)	(n=280)	(n=143)	(n=217)	(n=130)	(n=44)	(n=60)	(n=72)	(n=91)
To have fun	17%	12%	15%	19%	18%	16%	10%	28%	21%
To play competitively	25%	30%	19%	23%	20%	34%	35%	14%	26%
To learn/ improve skills	8%	7%	12%	6%	8%	7%	7%	15%	4%
To socialise	14%	12%	20%	13%	20%	7%	22%	10%	10%
To get fit and healthy	27%	29%	27%	28%	28%	20%	25%	28%	32%
To have access to facilities	7%	10%	6%	7%	2%	11%	2%	4%	5%
Other	2%	1%	2%	4%	4%	5%	0%	1%	1%

Reason for belonging to a club (2/2)

Reason for belonging	TOTAL	Southland	Waikato	Wellington
	(n=1418)	(n=84)	(n=150)	(n=142)
To have fun	17%	14%	17%	23%
To play competitively	25%	32%	27%	20%
To learn/ improve skills	8%	10%	7%	6%
To socialise	14%	20%	15%	12%
To get fit and healthy	27%	20%	28%	28%
To have access to facilities	7%	4%	5%	11%
Other	2%	0%	1%	0%

Satisfaction across regions: more than satisfied with key drivers (1/2)

All drivers (% more than satisfied)	TOTAL	Auckland	Bay of Plenty	Canterbury	Central	Eastern	Midlands	Northland	Otago
	(n=1444 - 1474)	(n=249 - 284)	(n=144 - 147)	(n=206 - 224)	(n=105 - 135)	(n=33 - 47)	(n=61 - 64)	(n=60 - 78)	(n=80 - 97)
Being friendly and welcoming	86%	85%	84%	85%	83%	79%	85%	93%	91%
Encouraging good sportsmanship and fair play	84%	81%	81%	83%	88%	78%	80%	82%	82%
Providing a safe environment for adults and children	83%	81%	82%	83%	83%	79%	81%	82%	88%
The social environment at the club	80%	78%	80%	74%	85%	69%	79%	84%	81%
Being able to access the right equipment for my / my child's age and ability to play	77%	77%	71%	75%	81%	62%	74%	78%	79%
Being professional and well managed	74%	71%	68%	75%	73%	76%	68%	75%	73%
Is fair and provides equal opportunities for all	74%	72%	69%	74%	70%	64%	73%	78%	80%
Having well maintained playing/ training venues/ fields/ courts	73%	63%	81%	79%	71%	72%	62%	64%	80%
Providing me/ them the information I/ they need when I/ they need it	72%	72%	66%	70%	69%	65%	62%	72%	81%
Having suitable participation opportunities for my / my child's level	71%	69%	70%	73%	68%	63%	75%	69%	72%
Having clean and well maintained facilities e.g. clubrooms, changing rooms, toilets	71%	65%	73%	74%	74%	64%	68%	59%	71%
Help finding players near my / my child's level	66%	63%	63%	64%	66%	53%	69%	68%	69%
The quality of the coaches or instructors	63%	61%	63%	61%	51%	69%	38%	67%	68%
Helping me/ them develop/ fulfil my/ their potential	60%	61%	59%	59%	56%	61%	54%	59%	60%
Having qualified / experienced officials available when I/ they compete	56%	53%	60%	50%	59%	53%	53%	56%	55%

Satisfaction across regions: more than satisfied with key drivers (2/2)

All drivers (% more than satisfied)	TOTAL	Southland	Waikato	Wellington
	(n=1444 - 1474)	(n=84 - 87)	(n=144 - 157)	(n=128 - 145)
Being friendly and welcoming	86%	86%	89%	90%
Encouraging good sportsmanship and fair play	84%	89%	85%	89%
Providing a safe environment for adults and children	83%	90%	83%	87%
The social environment at the club	80%	89%	79%	84%
Being able to access the right equipment for my / my child's age and ability to play	77%	87%	79%	80%
Being professional and well managed	74%	79%	77%	85%
Is fair and provides equal opportunities for all	74%	79%	74%	85%
Having well maintained playing/ training venues/ fields/ courts	73%	85%	75%	78%
Providing me/ them the information I/ they need when I/ they need it	72%	76%	77%	78%
Having suitable participation opportunities for my / my child's level	71%	76%	67%	76%
Having clean and well maintained facilities e.g. clubrooms, changing rooms, toilets	71%	80%	69%	78%
Help finding players near my / my child's level	66%	70%	71%	72%
The quality of the coaches or instructors	63%	52%	68%	82%
Helping me/ them develop/ fulfil my/ their potential	60%	55%	64%	66%
Having qualified / experienced officials available when I/ they compete	56%	63%	59%	64%

Focus for improvement (1/2)

Focus for improvement

	TOTAL (n=1,389)	Auckland (n=266)	Bay of Plenty (n=138)	Canterbury (n=212)	Central (n=126)	Eastern (n=45)	Midlands (n=59)	Northland (n=76)	Otago (n=91)
Facilities e.g. club rooms, changing rooms, toilets	23%	27%	18%	17%	17%	22%	29%	28%	16%
Player development programmes	19%	13%	19%	18%	17%	18%	22%	24%	18%
Playing/ training venues/ fields/ courts	9%	12%	9%	7%	6%	11%	3%	12%	13%
Number of coaches or instructors	8%	5%	7%	10%	10%	16%	3%	12%	7%
Social activities	6%	4%	7%	8%	6%	4%	3%	5%	7%
Management	4%	6%	4%	2%	3%	4%	0%	0%	5%
Communication	4%	4%	7%	2%	4%	4%	5%	0%	1%
Quality of coaching or instructors	3%	3%	4%	3%	4%	2%	7%	1%	3%
Quality of officiating	2%	1%	1%	2%	2%	0%	0%	0%	7%
Access to equipment	1%	0%	1%	0%	1%	0%	0%	1%	3%
Other (please specify)	4%	7%	3%	5%	2%	2%	0%	1%	4%
Don't know	11%	8%	11%	12%	15%	9%	17%	12%	10%
I don't want them to improve anything	9%	9%	9%	13%	13%	7%	10%	4%	5%

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

Q14. If your/ your child's squash 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?

Focus for improvement (2/2)

Focus for improvement

	TOTAL (n=1,389)	Southland (n=83)	Waikato (n=145)	Wellington (n=139)
Facilities e.g. club rooms, changing rooms, toilets	23%	28%	26%	27%
Player development programmes	19%	24%	23%	22%
Playing/ training venues/ fields/ courts	9%	2%	8%	9%
Number of coaches or instructors	8%	13%	9%	5%
Social activities	6%	5%	6%	5%
Management	4%	2%	3%	4%
Communication	4%	5%	2%	2%
Quality of coaching or instructors	3%	2%	1%	1%
Quality of officiating	2%	4%	0%	1%
Access to equipment	1%	0%	1%	1%
Other (please specify)	4%	2%	2%	4%
Don't know	11%	8%	12%	9%
I don't want them to improve anything	9%	4%	8%	11%

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

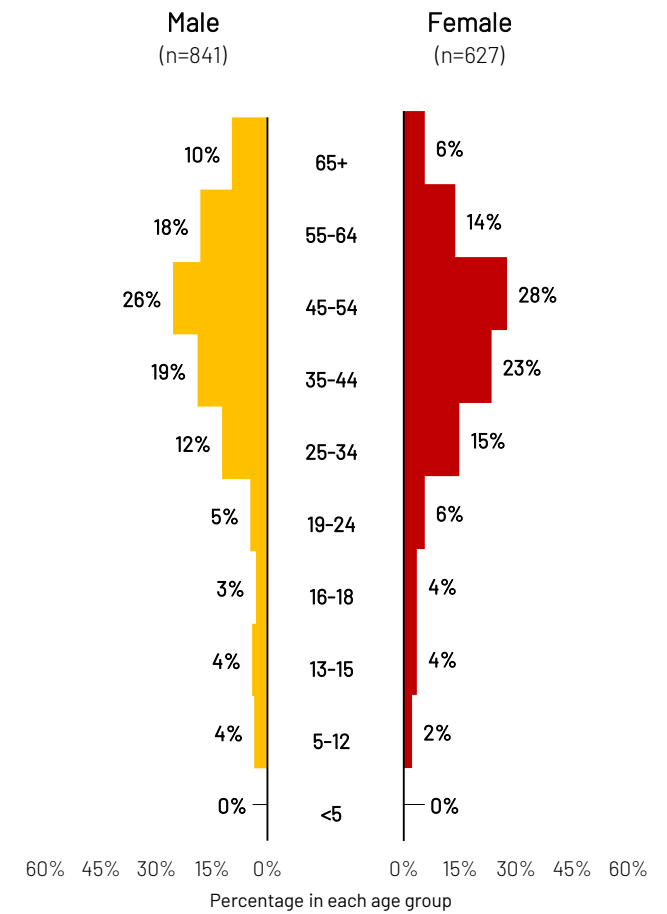
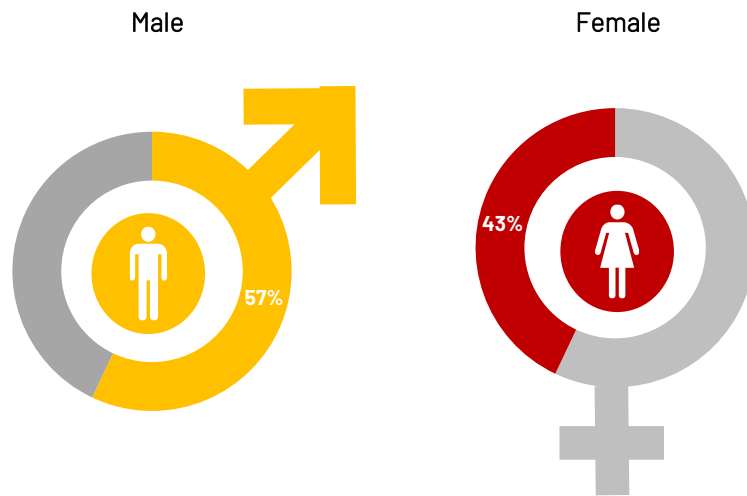
Q14. If you/ your child's squash club was going to focus on improving one of the following aspects, which would be the one thing you/ your child would like them to improve?



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Sample profile

Age - gender distribution



GENDER (Q25)	TOTAL 2023	PLAYER	PARENT
	n=1,468	n=1413	n=61
Male	57%	57%	66%
Female	43%	43%	33%
Another gender	0%	0%	2%

Age

	Total 2023 (n=1,474)	All Sports (n=19,753)
Less than 5 years	0%	1%
NET 5-12 years	4%	37%
NET 13-18 years	3%	20%
NET 19-24 years	5%	5%
25-34 years	13%	9%
NET 19-34 years	18%	14%
35-44 years	23%	8%
45-54 years	26%	7%
55-64 years	16%	5%
65+ years	8%	7%
NET 35+ years	71%	28%

Ethnicity

	Total 2023 n=1,590	All Sports (n=19,753)
NET European/Pākehā	84%	73%
Māori	13%	22%
NET Pasifika	2%	14%
Samoan	1%	7%
NET Asian & Indian	4%	6%
Chinese	2%	2%
Indian	1%	3%
Other	5%	4%

Region of residence

	Total 2023 (n=1,474)	All Sports 2022/23 (n=19,753)
Northland	4%	3%
Auckland	19%	25%
Waikato	12%	10%
Bay of Plenty	9%	6%
Gisborne	1%	1%
Hawke's Bay	3%	4%
Taranaki	5%	2%
Manawatu	3%	3%
Whanganui	1%	1%
Wellington-Wairarapa	10%	16%
Tasman	2%	1%
Nelson	1%	1%
Marlborough	2%	1%
West Coast	1%	1%
Canterbury	14%	15%
Otago	7%	8%
Southland	6%	3%

Role at club & membership tenure

Role (Q67)	Total 2023 (n=1,474)	All Sports 2022/23 (n=19,753)
Playing member	85%	80%
Non-playing member	12%	3%
Casual player	1%	7%
Play at events only	11%	4%
Other	2%	2%

Membership tenure [^] (Q3)	Total 2023 (n=1,472)	All Sports 2022/23 (n=17,947)
Less than 1 year	13%	25%
1-2 years	17%	21%
3-5 years	25%	27%
6-10 years	15%	12%
More than 10 years	29%	15%

Competitive level & playing frequency

Competitive level	Total 2023 (n=1,759)	All Sports (n=18,708)
Played for the top team at my club	19%	25%
Been selected to represent my club at a regional event/ competition	23%	15%
Been selected to represent my region at a national event/ competition	15%	10%
Been selected to represent New Zealand at an international event/ competition	1%	1%
None of these	61%	67%

Province

Province	n=	TOTAL 2023 (n=1,474)
Auckland	285	19%
Bay of Plenty	147	10%
Canterbury	224	15%
Central	135	9%
Eastern	47	3%
Midlands	64	4%
Northland	78	5%
Otago	97	7%
Southland	87	6%
Waikato	157	11%
Wellington	145	10%



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Appendices

Methodology of VOP Squash survey 2023

SAMPLE



Squash New Zealand supplied Sport New Zealand with a database consisting of contacts nationally. A list of clubs within each federation was also provided.

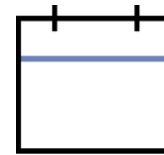
APPROACH



An email invitation, with a personalised* online link, was sent to members by InMoment.

Squash New Zealand distributed the open link via their own communication channels (e.g. Facebook, newsletters).

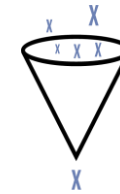
FIELDWORK



Sport NZ VOP Club Experience Survey was conducted from August 10th 2023, for a period of ~5 weeks.

Reminders were sent during fieldwork, generally 14 day post the first invitation.

RESULT



A total of 1,474 Squash respondents nationwide completed the survey, consisting of 1,413 players and 61 parents of players/children under the age of 14.

This gave a maximum margin of error on the Total Squash New Zealand result of $\pm 2.1\%$

* A personalised link was used if one or two people were attributed to the one email address. An open link was used if three or more people (or there was not background data attributed to the email e.g. name, club, region) were attributed to the same email address and the invite encouraged them to share the survey with others.

About the VOP programme

This research is part of Sport New Zealand's Voice-of-Participant (VOP) programme to develop and implement a cross-sport and recreation sector approach; capturing, analysing, interpreting and using customer/ membership survey data.

The objectives of the VOP programme are to:

- ▶ Empower the sport system to respond to the wants and needs of customers.
- ▶ Embed processes that continually put the participant at the centre of decision making.
- ▶ Improve the development and delivery of products and services that meet the needs of participants.
- ▶ Complement and systematize existing participant information and the processes by which participant information is gathered and analysed.
- ▶ 'Bring' the voice-of-participant to the centre of the sport system (including Sport NZ).

This part of the VOP programme is for National Sports Organisations (NSOs) to survey their members (i.e. players and parents of players) to understand the participant experience with their club.

Explanation of regression



Regression analysis is a statistical process for analysing the relationship between two or more variables. It helps to understand the importance, or impact, of a 'driver' (the independent variable) by measuring its contribution to explaining variance in another variable (the dependent variable). Each independent variable is assigned a score ranging from zero to one - the closer to one, the more important/larger impact it has on the dependent variable. We have used a regression approach called Modified Kruskal, which addresses any multi-collinearity* issues.



The dependent variable for the regression model is **recommendation** (the likelihood of a respondent to recommend their club to someone interested in squash). The independent variables are the attributes/ drivers in key drivers (Q10a), secondary drivers (Q10b) and value for money (Q11), including any optional or additional attributes.



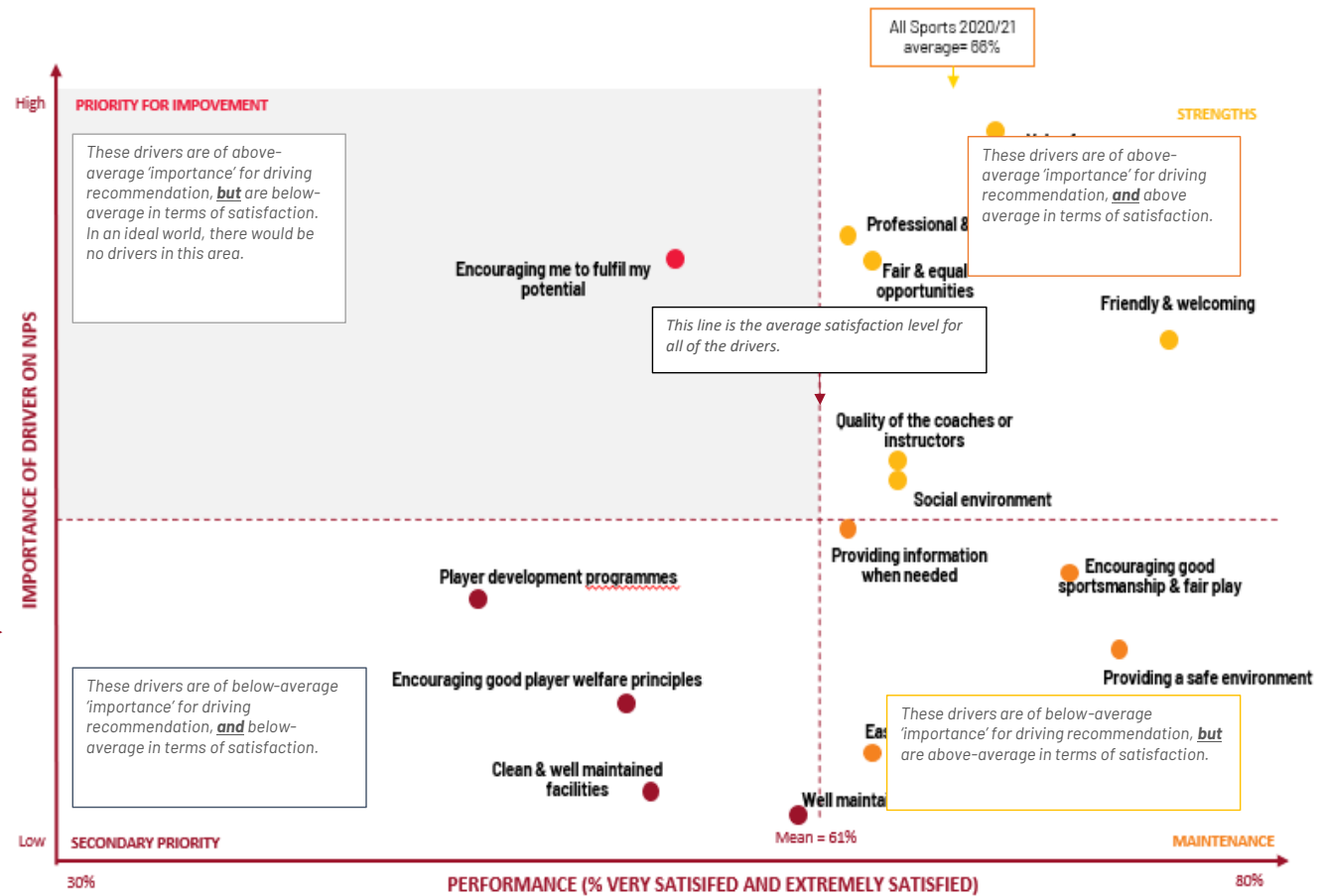
The drivers of recommendation chart illustrates the impact of each attribute/ driver on a respondent's likelihood to recommend their centre. The importance or impact of a driver on recommendation is shown on the vertical axis. Respondents' satisfaction ratings with each of the driver is shown on the horizontal axis. This allows you to see what aspects are more important to respondents - this is where associations should focus, in order to improve recommendation.

* Multi-collinearity exists whenever an independent variable is highly correlated with one or more of the other independent variables in a multiple regression equation. Multi-collinearity is a problem because it undermines the statistical significance of an independent variable.

Guidance on how to interpret this graph

The higher each attribute is on the vertical axis, the more 'important' it is in terms of driving people to recommend their club to others. E.g. For attributes at the top there is a strong relationship between satisfaction with this driver and whether or not people will recommend their club.

This line represents the average in terms of level of 'importance' for driving recommendation.



The further to the right each attribute is on the horizontal axis, the more satisfied people are with it.

Notes to this report

SPORTS THAT TOOK PART IN VOP IN THE 2023 YEAR

Results from NSOs surveyed in 2022/23 year are referred to throughout this report as All Sports 2022/23. Sports surveyed in 2022/23 were; cricket, golf, rugby union, rugby league, netball, and futsal.

STATISTICAL SIGNIFICANCE

Statistically significant differences are highlighted or commented on in this report. Where no highlighting has been used, it may safely be assumed that differences are not statistically significant or they are not pertinent.

Statistically significant differences in this report are significant at the 95% confidence level. That is, we are 95% confident results are not just normal expected variances that result from talking to a different sample within the same population (note: the smaller the sample size, the higher the expected variance between samples and less likely that there will be statistically significant differences).

Statistical significance is reported in the following ways:

↕ The Total Squash result is significantly higher / lower than the total for All Sports 2022/23

TOTAL

When comparing results, 'vs.' is used as an abbreviation of 'compare'. When comparing with the total, 'All Sports 2022/23' is used. This is the total sample from 2022/23. All Sports 2022/23 is 51% players and 49% parents.

ROUNDING OF FIGURES

Due to rounding, the net figures provided (e.g. % 'very satisfied' and % 'extremely satisfied') and total results may differ from the numbers shown on the charts.

WEIGHTING

No weighting was applied to these results. Please refer to the Sample Profile section to understand who responded.