



IRISH SQUASH

Club Survey 2024 - Analysis



Overview

*****NB*****
*3rd Level Membership
Data not included as too
much fluctuation in actual
playing numbers*



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1. | 58 Clubs Responded

2. | 11 NI & 47 ROI

3. | Overall Numbers up 17%
to 5434

4. | Growth in every
category in every
province



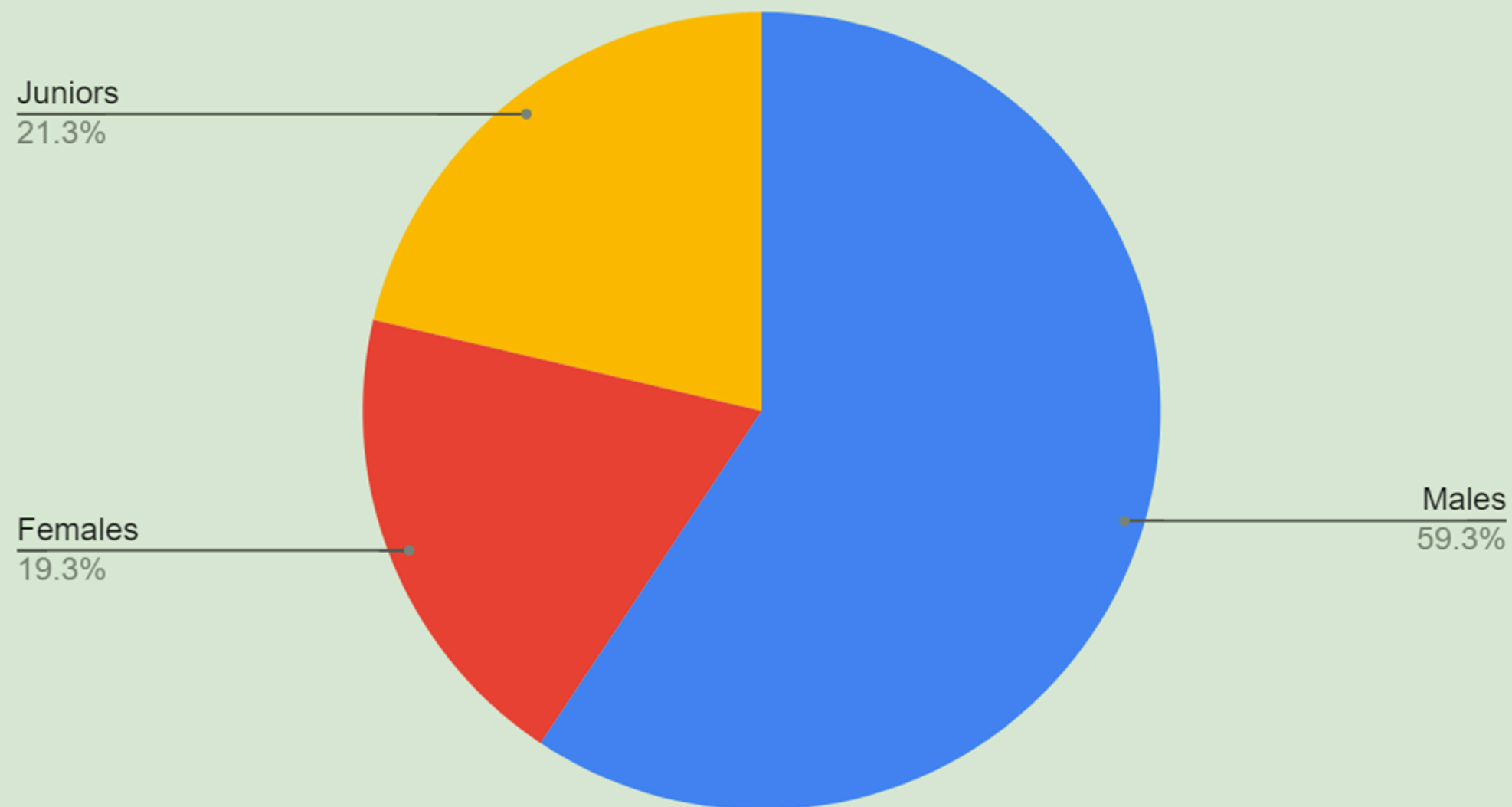
Overall 2024 Picture



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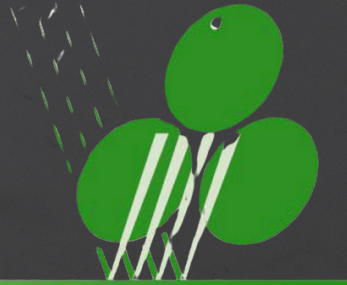
| 2024 | |
|---------|------|
| Males | 3225 |
| Females | 1050 |
| Juniors | 1159 |

2024 Membership Breakdown



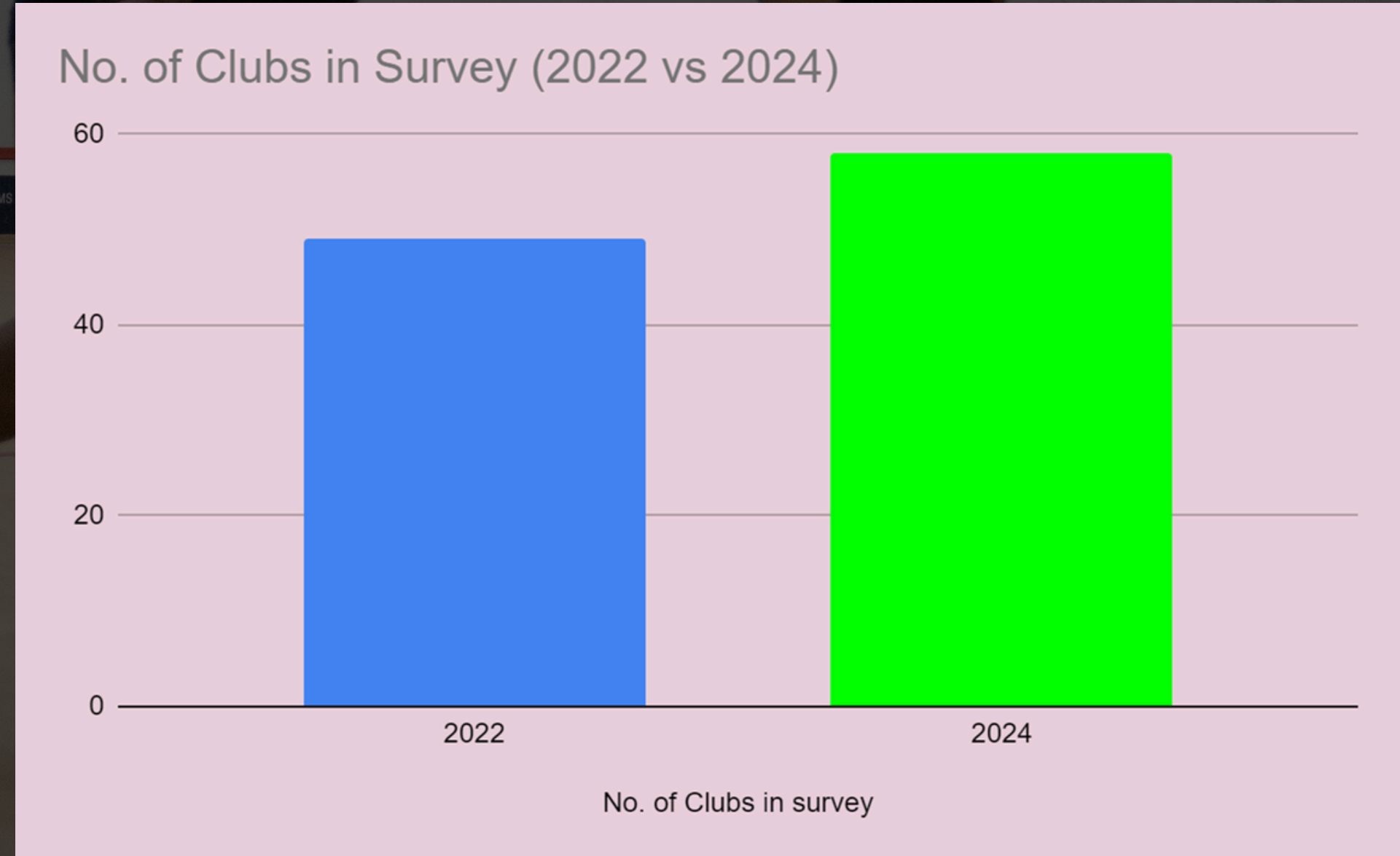
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Growth since Strategic Plan (2022 - 2024)



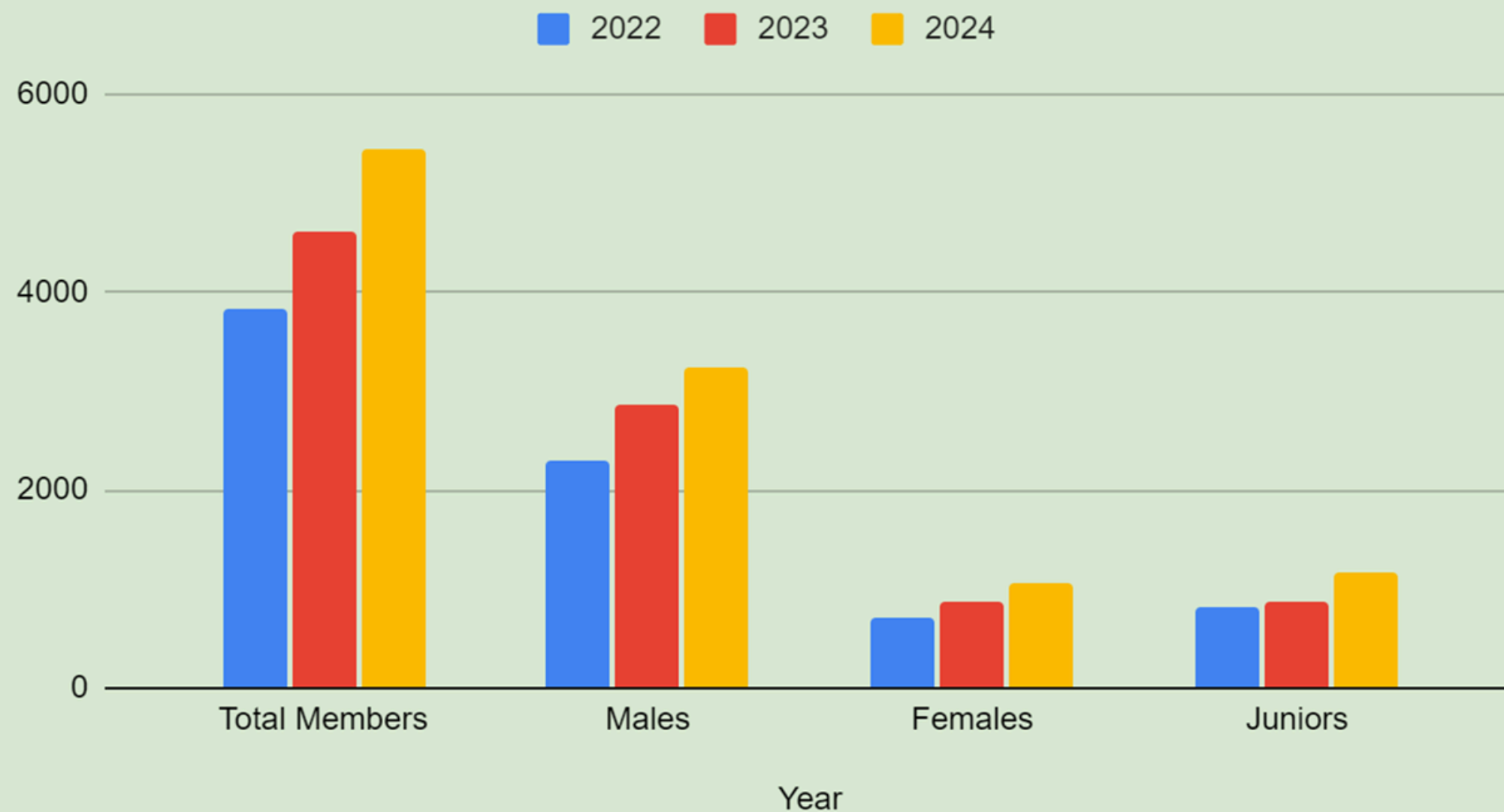
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| Year | Total Members | Males | Females | Juniors |
|----------------------------|---------------|---------------|---------------|---------------|
| 2022 | 3837 | 2299 | 716 | 822 |
| 2024 | 5434 | 3225 | 1050 | 1159 |
| Percentage increase | 41.62% | 40.28% | 46.65% | 41.00% |



Membership Growth Y-on-Y

Y-on-Y Membership Growth



Percentage increase 12 Months

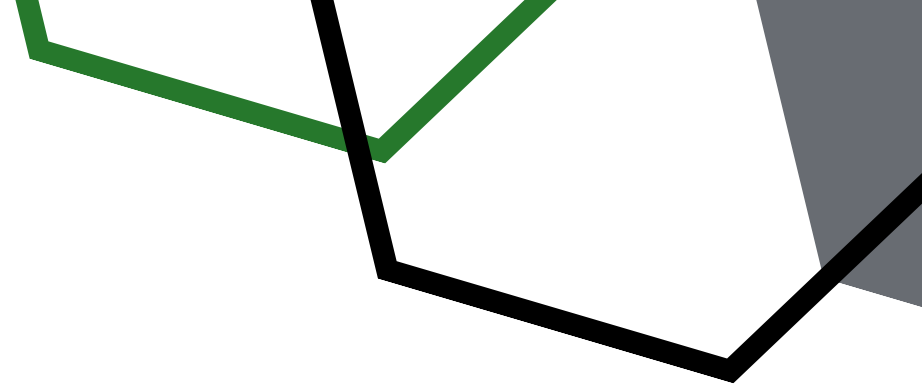
| Total | Male | Female | Junior |
|-------|------|--------|--------|
| 18% | 12% | 19% | 34% |

Percentage increase 24 Months

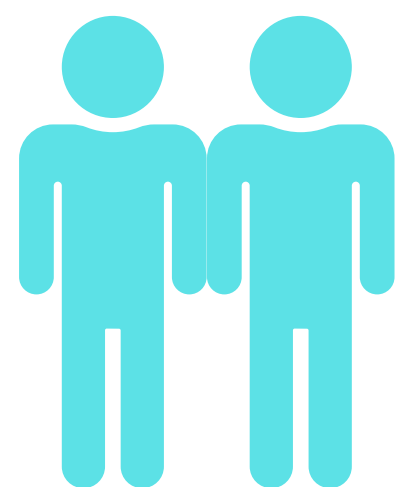
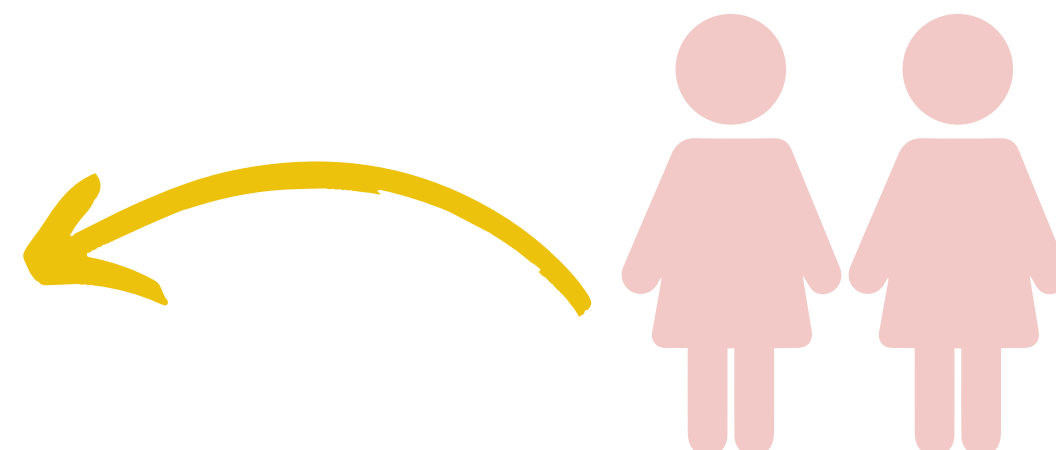
| Total | Male | Female | Junior |
|-------|------|--------|--------|
| 42% | 40% | 47% | 41% |



Provincial Comparison - 12 Months



| Details | Ulster | Leinster | Munster | Connacht |
|------------------|---------|----------|---------|----------|
| 2024 Number | 168 | 461 | 299 | 122 |
| Total Increase | 124 | 41 | 1 | 118 |
| Percent increase | 300.00% | 9.00% | 1.00% | 3.00% |

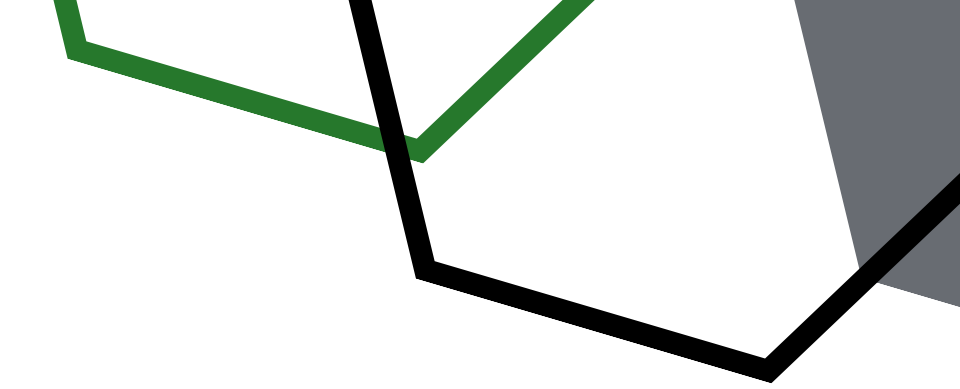


| Details | Ulster | Leinster | Munster | Connacht |
|------------------|---------|----------|---------|----------|
| 2024 Number | 148 | 598 | 278 | 135 |
| Total Increase | 90 | 143 | 59 | 3 |
| Percent increase | 155.17% | 31.43% | 26.94% | 2.27% |

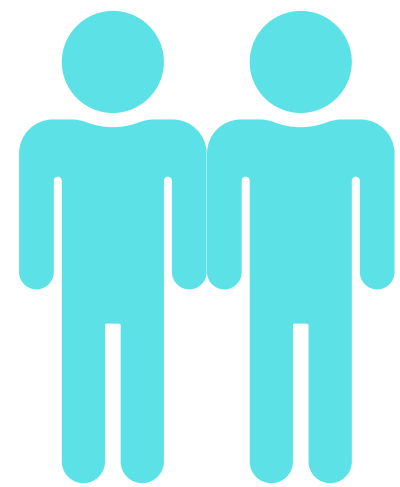
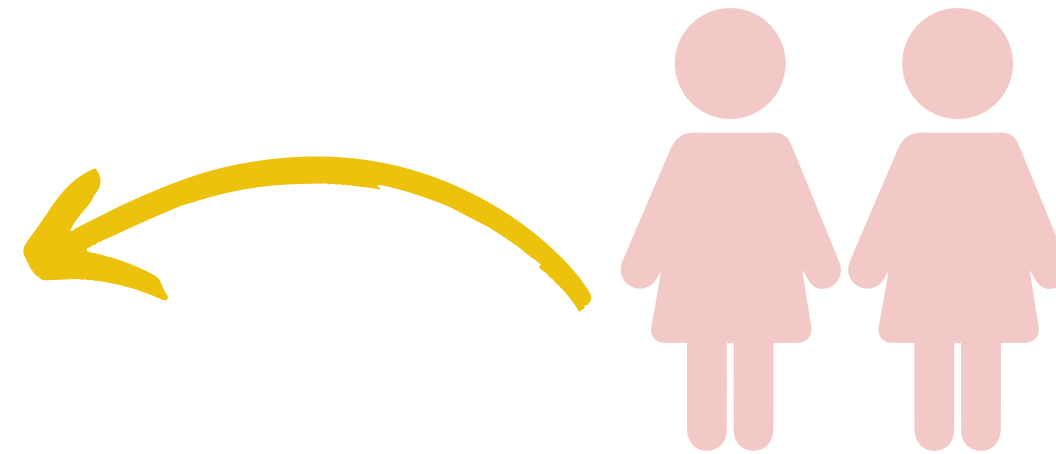
| Details | Ulster | Leinster | Munster | Connacht |
|------------------|---------|----------|---------|----------|
| 2024 Number | 148 | 598 | 278 | 135 |
| Total Increase | 90 | 143 | 59 | 3 |
| Percent increase | 155.17% | 31.43% | 26.94% | 2.27% |



Provincial Comparison - Changes over 2 Years



| Details | Ulster | Leinster | Munster | Connacht |
|-----------------|---------|----------|---------|----------|
| 2024 Number | 168 | 461 | 299 | 122 |
| Total Increase | 107 | 102 | 97 | 28 |
| Percent increas | 175.41% | 28.41% | 48.02% | 29.79% |



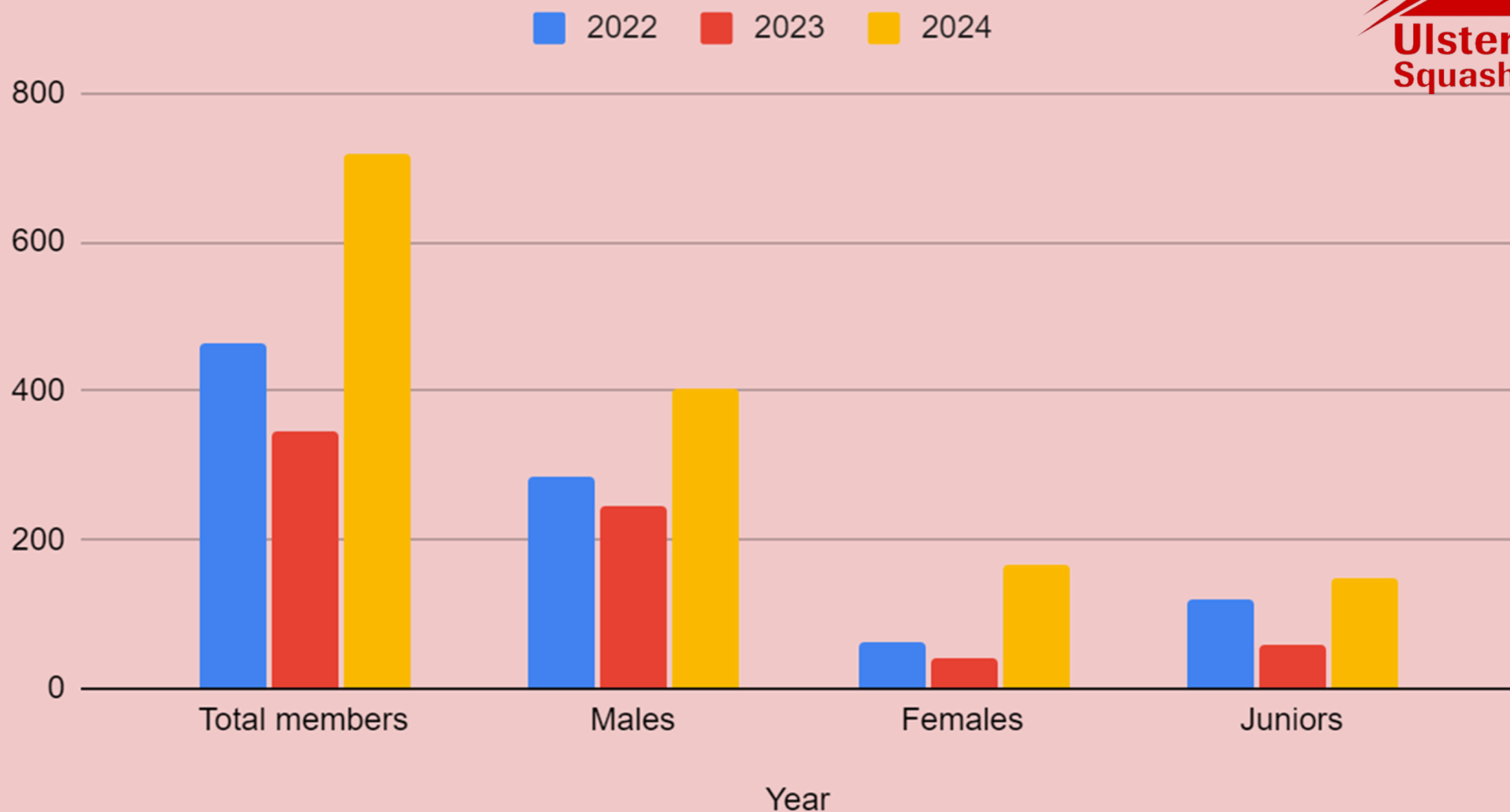
| Details | Ulster | Leinster | Munster | Connacht |
|-----------------|--------|----------|---------|----------|
| 2024 Number | 402 | 1436 | 971.00 | 416 |
| Total Increase | 118 | 446 | 145.00 | 117 |
| Percent increas | 41.55% | 45.05% | 17.55% | 39.13% |

| Details | Ulster | Leinster | Munster | Connacht |
|-----------------|--------|----------|---------|----------|
| 2024 Number | 148 | 598 | 278 | 135 |
| Total Increase | 28 | 254 | 69 | -18 |
| Percent increas | 23.33% | 73.84% | 33.01% | -11.76% |



Provincial Picture - Ulster

Ulster Y-on-Y Growth

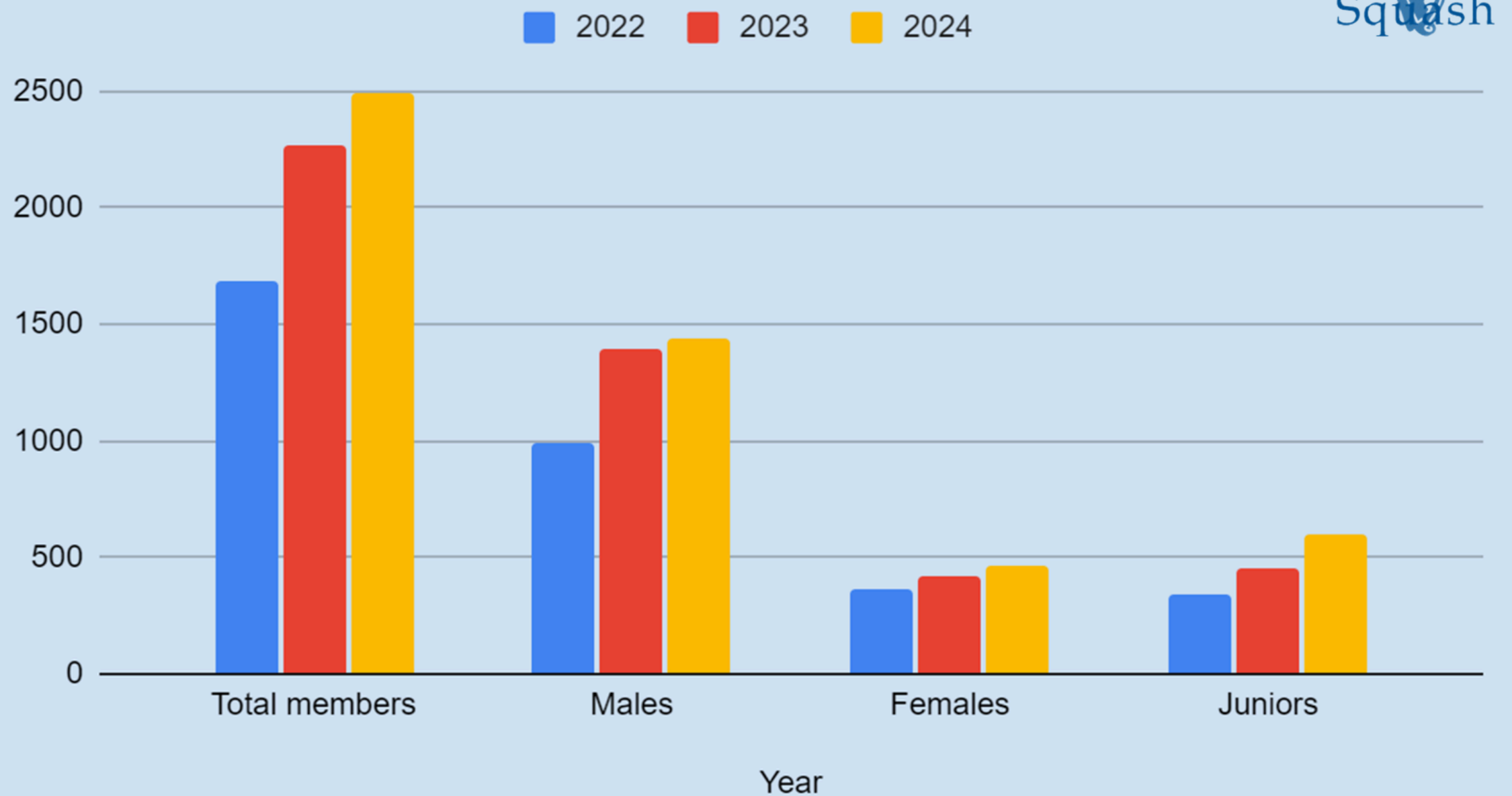


Key Takeaways:

- Up 60%+ across all categories in 2024
- 300% 12-month increase in women in 2024
- Juniors up 155% in 12 months
- Testament to Will's work

Provincial Picture - Leinster

Leinster Y-on-Y Growth



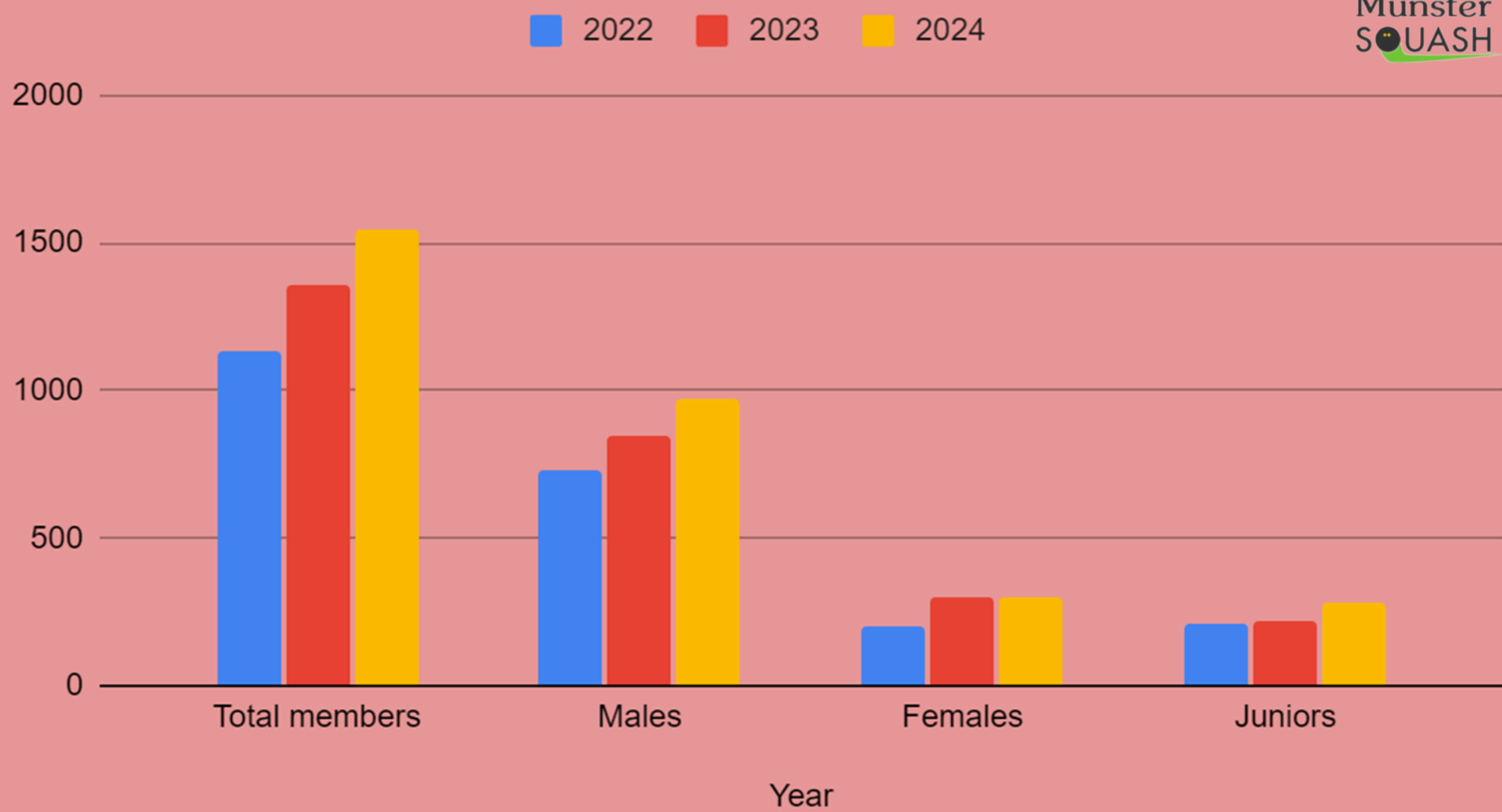
Key Takeaways:

- Up 10% overall in 2024
- Juniors up 31% in last 12 months
- Women up 10% in in last year.
- Overall 48% increase since 2022



Provincial Picture - Munster

Munster Y-on-Y Growth



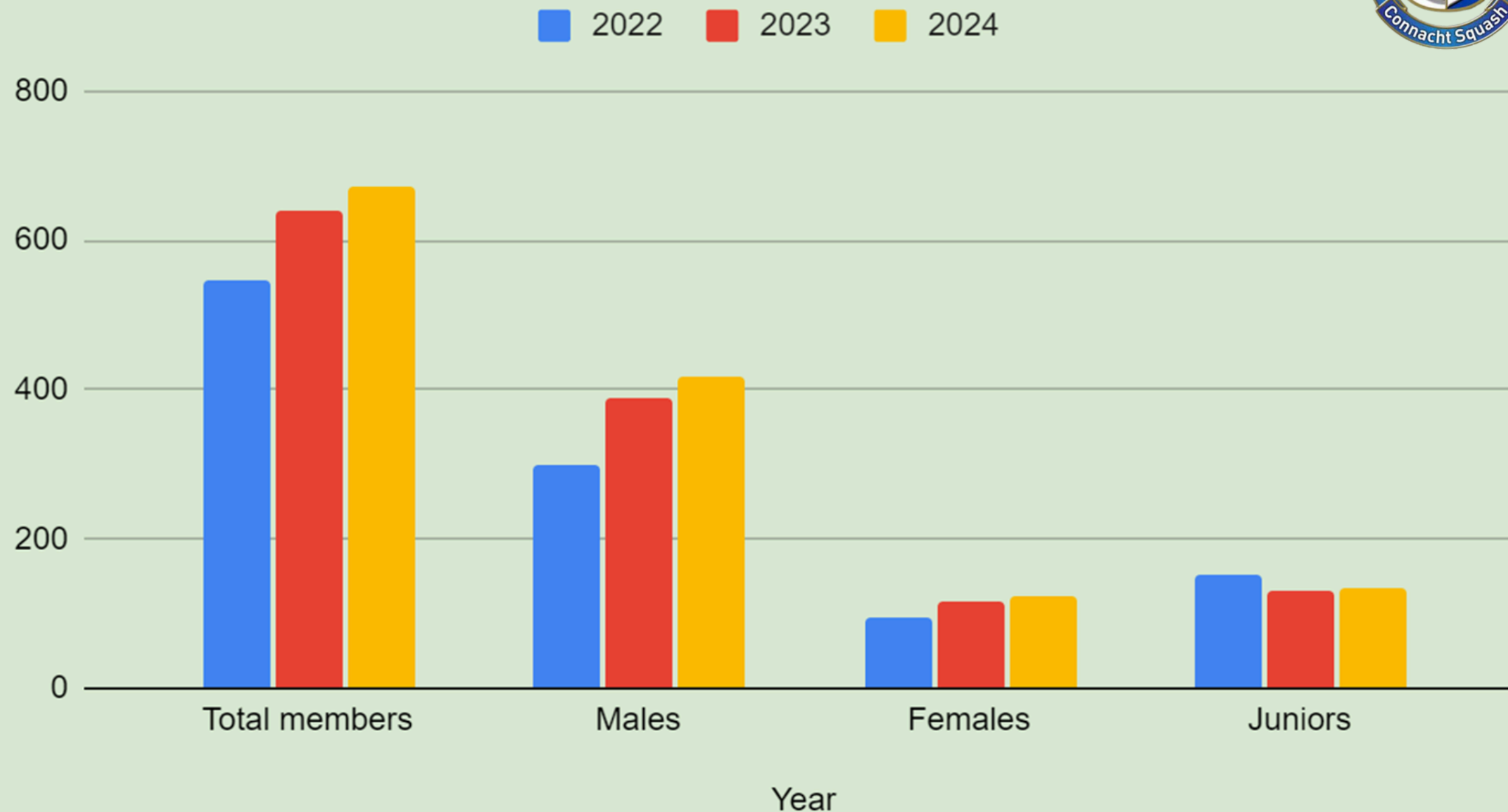
Key Takeaways:

- Up 14% overall in 2024
- Juniors up 27% in last 12 months
- Men up 15% in last year.
- Overall 26% increase since 2022



Provincial Picture - Connacht

Connacht Y-on-Y Growth



Key Takeaways:

- Up 5% overall in 2024
- Minor increases in last 12 months across all categories
- Overall 23% increase since 2022
- Worrying 12% decrease in juniors since 2022

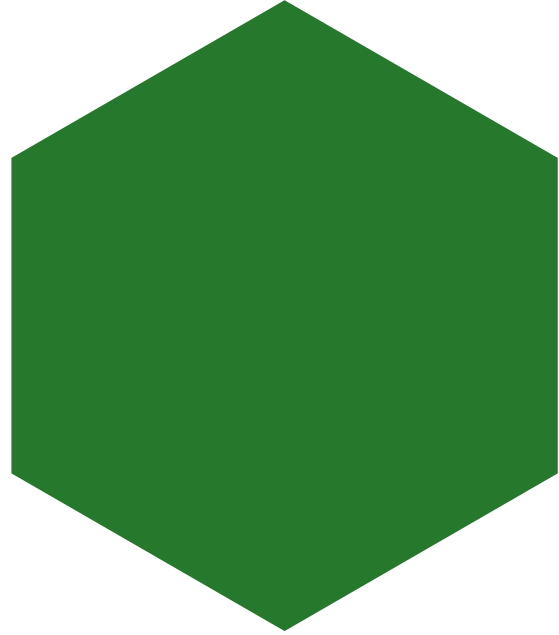


Juniors



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Key Junior Stats



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1. Junior Programmes

48% of clubs run junior programmes (29 clubs)

2. Intention to start Junior Programmes

58% of clubs who don't have a junior programme intend to set one up

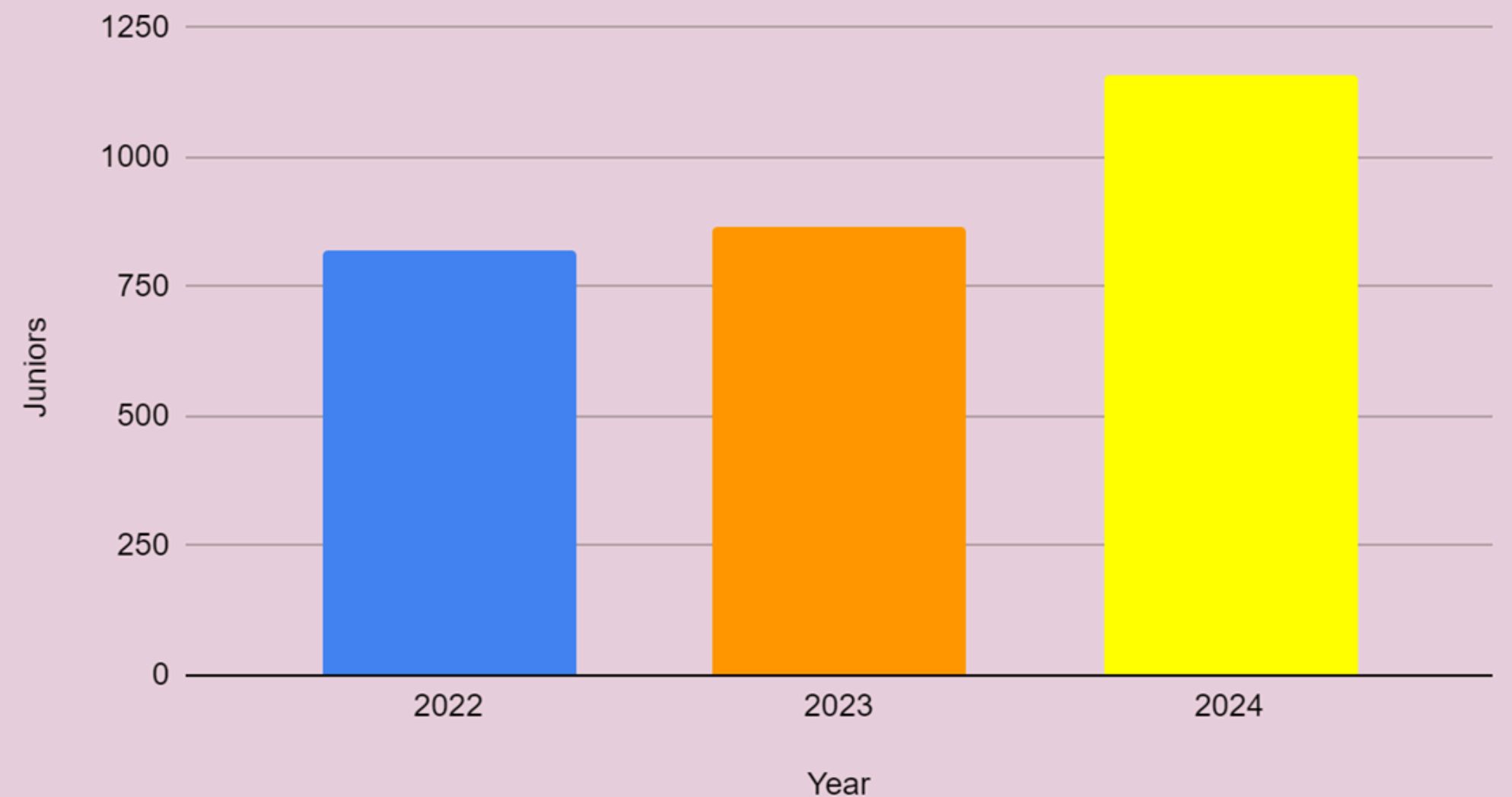
3. Is Coaching a "Junior Programme"?

64% of clubs who have junior programmes listed coaching as the junior initiatives they run

4. Emphasis on "fun"?

Just 6 clubs run camps and/or mention "fun" for juniors

Juniors Y-on-Y Growth



Junior Coaching & Effectiveness

- **Coaching Hours - High End**

Just 6 clubs give 8+ hours coaching p/w to junior initiatives (1 Ulster, 3 Leinster, 1 Munster, 1 Connacht).

- **Coaching Hours - Low End**

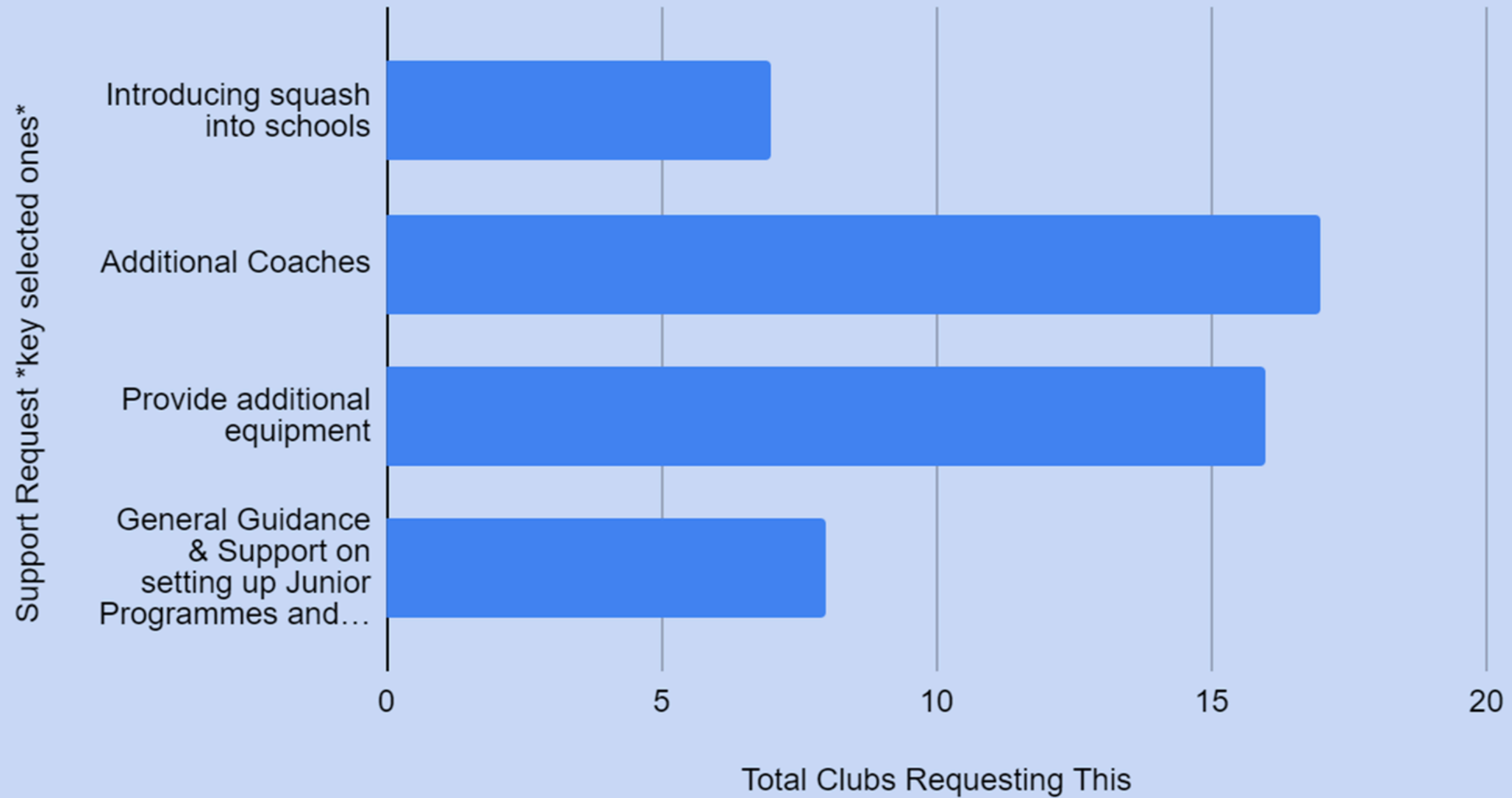
Conversely, 12 clubs (38%) who have junior programmes provide less than 2 hours of coaching p/w

- **Effective Programmes**

70% of clubs who run junior programmes gave a 4 or 5 rating (max 5) to how effective their junior programmes have been.



Junior Programme Support Requests from Clubs



Key Considerations for Juniors

- More focus on 'Fun'?
- More coaching?
- Best practice doc?
- Introduction to Schools
- More local junior competitions
- Big support needed in Connacht



Coaching



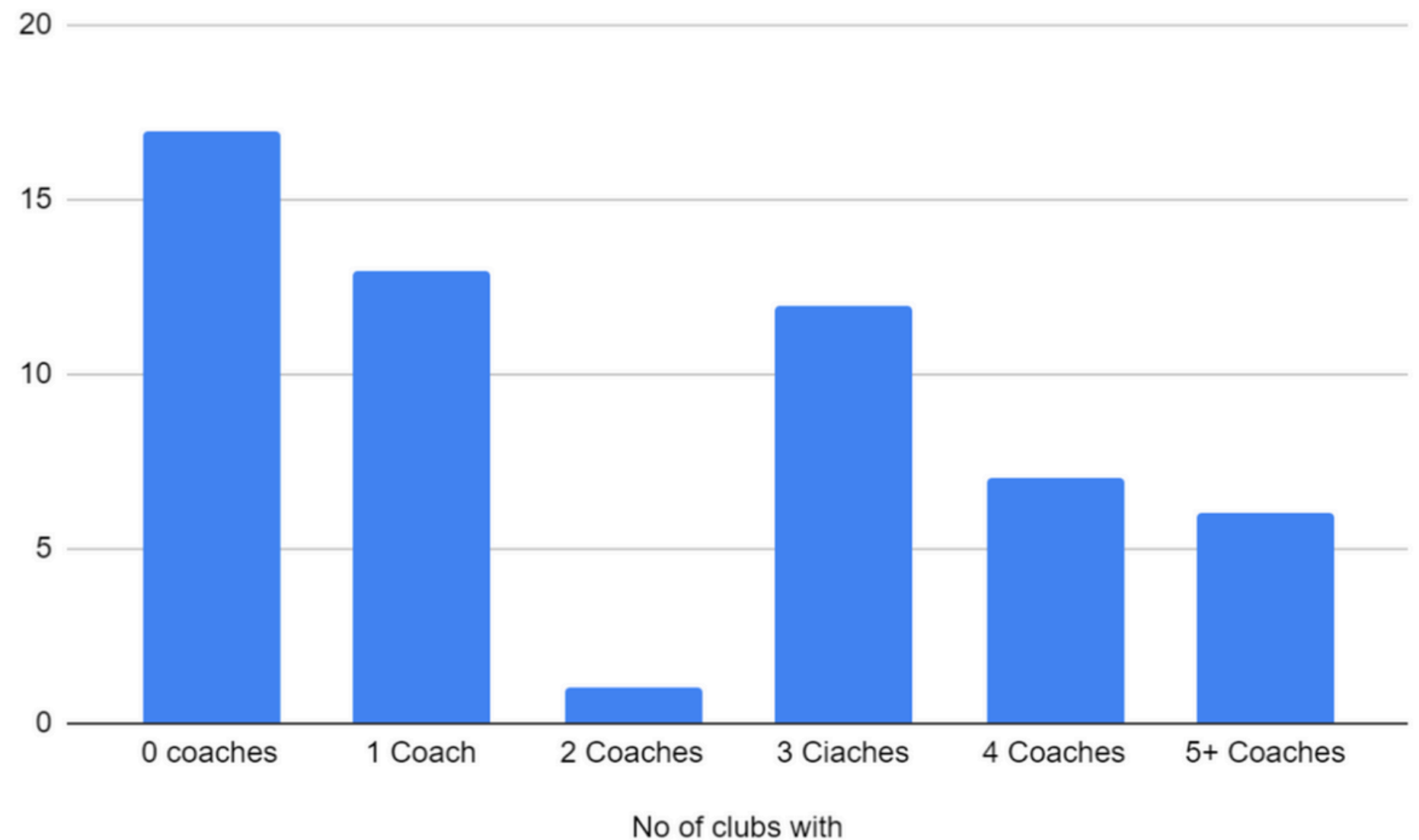
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Key Coaching Stats

1. Qualified Coaches

25 clubs (41%) have 3 or more qualified coaches, while 30 (50%) have 1 or no qualified coaches.



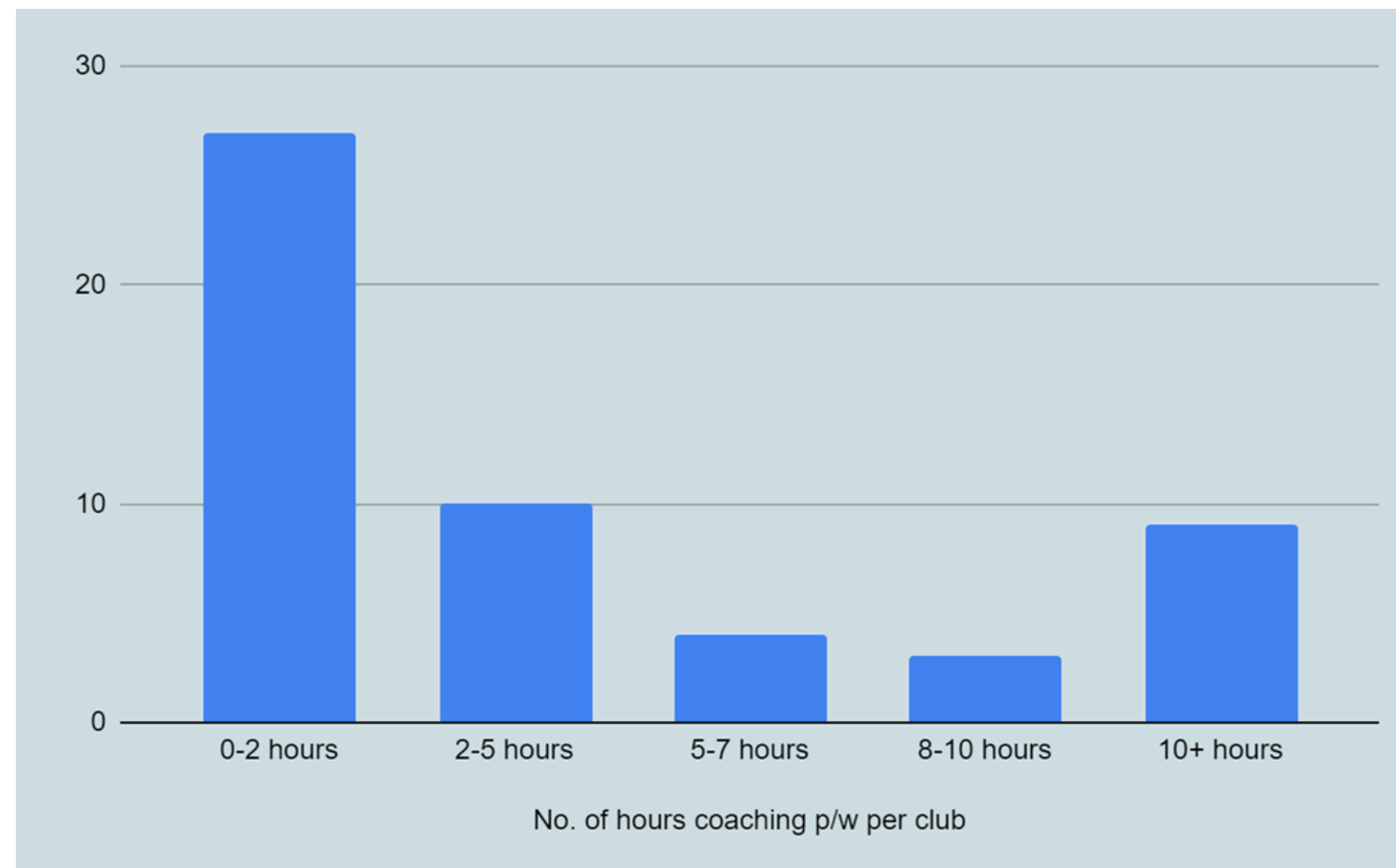
Key Coaching Stats

2. Greater Access to Coaches

8 clubs have no internal qualified coaches and have no access to external qualified coaches

3. Coaching Hours p/w

27 clubs say that their coaches provide 0-2 hours coaching p/w, while just 9 clubs have 10+ hours coaching p/w



Key Considerations for Coaching

- Strong need for additional internal coaches in smaller clubs
- Strong need for access to qualified coaches for smaller clubs
- More coaching hours?

