

# **SQUASH IN THE UNITED STATES**



# WHY SQUASH?

Twenty million people play squash in 185 countries. The current No. 1 male player hails from Egypt, challenged by British, French and a multitude of international stars. The No. 1 female player is from Malaysia giving the sport a truly global presence from the USA to Europe and including Asia, India and the Middle East.

Squash players and fans represent a highly targeted and sought after demographic of men and women with median incomes of more than \$300,000 and an average net worth of nearly \$1,500,000.

Squash players are business owners and senior executives in upper management throughout corporate America along with research physicians, architects, attorneys, and accountants.

Squash players are highly educated. 98% of squash players are college graduates with 57% having graduate degrees. Eighty-five colleges sent teams to the nationals in 2013, including all the Ivys, Stanford, UVA, and Vanderbilt.

*Forbes Magazine* has ranked squash as the “world’s No. 1 healthiest sport” ahead of rowing, running, and swimming, making an association with the sport of squash highly desirable.

Adult players are engaged, passionate, and loyal. In a 2013 survey by US Squash, more than 90% of respondents play frequently, and 65% have played for more than 10 years.



Nicol David of Malaysia is currently ranked world No. 1 in women's squash.



Ramy Ashour of Egypt is currently ranked world No. 1 in men's squash.



## SQUASH IN THE UNITED STATES

The United States has the fastest growing squash participation of any country worldwide. The most recent data from the Sports & Fitness Industry Association (SFIA) shows **a remarkable 82% growth between 2007 and 2011 to more than 1.2 million players**. Participation in junior squash events has increased 400% in the same period with more than 1,500 youngsters vying for national interscholastic championships annually.



## GLOBAL SQUASH

Squash TV, launched in 2010 by the PSA, has revolutionized access to the top level of the sport on a global basis with more than 300 matches broadcast live via the PSA's video-on-demand service.

The PSA and WSA World Series represents 120 tournaments played year-round from Australia to Argentina, South Africa to Mexico, and Kuwait to Canada, among other major international markets.

Among the global networks with dedicated coverage of major squash events are **Sky Sports, Ten Sports, One World Sports, Bloomberg TV, Fox Sports** and the international news service, **SNTV**.



## ABOUT US SQUASH

US Squash is the national governing body and membership organization for the sport of squash in the United States. Founded in 1904 and headquartered in New York City, it is a not-for-profit 501(c)3 organization, and also a member of the U.S. Olympic Committee.

**US Squash's vision** is for all people to have the opportunity to enhance their health and well being through the sport of squash.

**US Squash's mission** is to enhance people's health and well being by increasing participation in squash, to enrich the experiences of our members of all ages, and to build awareness of the sport, valuing excellence, professionalism and fiscal responsibility.

US Squash runs and invests in programs to grow participation in the sport at every level, and manages squash tournaments throughout the United States. US Squash owns and operates the U.S. Open and North American Open as well as all other United States National Championships, and also selects and manages the U.S. National Teams that compete internationally, and maintains the official ratings and rankings system for U.S. players.

US Squash's programs touch each aspect of the sport, from urban, junior and high school squash, college squash, accredited (sanctioned) tournaments and leagues, to professional squash, coach and referee certifications, national championships and national teams.



## US SQUASH PROGRAMS

US Squash offers an array of programs to support facilities & professionals achieve their goals.



## GROWTH OF SQUASH

- United States has the fastest growing squash participation worldwide – the Sports & Fitness Association (SFIA) shows 82% growth overall between 2007 and 2011 to more than 1.2 million squash players.
- Junior participation has grown over 400% from 2007-2011, and this number continues to grow roughly 20-30% annually.
- Geographically, junior squash is also expanding. In two years, 2010-2013, for West Coast tournaments we experienced a 375% increase in the number of tournaments combined with a 55% increase in the average number of players per tournament.

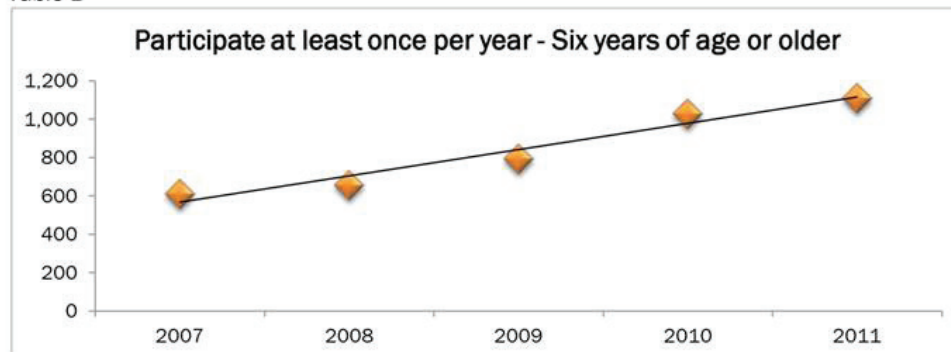
### HIGH SCHOOL AND COLLEGE SQUASH

- Since the 2007-2008 season, the number of teams in the U.S. High School Team Championships increased 88%, the largest squash tournament in the world with more than 1,500 players
- There are nine accredited Scholastic Squash Program Middle and High School Leagues around the country with more than 300 teams actively participating
- In the 2012 High School Team Championships there hosted 155 teams from 20 states. In 1998, only 43 schools had squash programs.
- Top ranked juniors of 2013 went to Yale, Princeton, and Harvard as well as other top colleges and universities around the country.
- More than 200 colleges and universities have courts, including 23 of the top 25 colleges as ranked by Forbes magazine. Every Ivy League school has a varsity squash team.
- Among the colleges, there has been an 18% increase in the number of club and varsity college programs in the last five years, and we expect this number to continue to grow as the increased junior participation continues to drive more club and varsity program development at the collegiate level.

Table A

Total Participation Trend Across 4 Year Span						
2007	2008	2009	2010	2011	1 yr % Change (2010-2011)	2 yr % Change (2009-2011)
612	659	796	1,031	1,112	7.9%	39.7%

Table B



\*Participation figures are in thousands

Source: Sports Fitness Industry Association



## SOCIAL RESPONSIBILITY

The National Urban Squash & Education Association (NUSEA) is the official charity of US Squash. NUSEA programs offer after-school enrichment programs serving disadvantaged youth nationwide.

These programs operate year-round and provide an intensive experience for talented and motivated students seeking to fulfill their potential both on the court and in the classroom.

Impressive results have been generated to date:

- 1,000 students have been served from Baltimore, Boston, Bronx, Chicago, Denver, Harlem, New Haven, and Philadelphia
- 100 per cent of urban squash participants have graduated from high school
- 93 per cent of urban squash graduates have earned college degrees
- 10 US cities participate in squash and education activities
- \$10 million in private high school and college scholarships have been awarded to 150 urban squash graduates



## INCREASED PUBLICITY

Awareness is promoted year-round by US Squash on its website and in e-newsletters, editorially, in advertising and social media. In addition, the PSA and WSA promote the sport on an ongoing basis in their calendars and editorial. Squash Magazine and other newspapers and periodicals cover the event.

Recent squash coverage has appeared in these publications/websites or broadcast.

STREET & SMITH'S  
**SportsBusiness  
JOURNAL**

**The Inquirer**

**philly.com**  
anything & everything philly

**The New York Times**  
Expect the World®

**Chicago Tribune**

PHILADELPHIA  
**BUSINESS  
JOURNAL**

**TENNIS  
CHANNEL**

**WALL STREET  
JOURNAL**

**Philadelphia  
MAGAZINE**



## MAJOR EVENTS

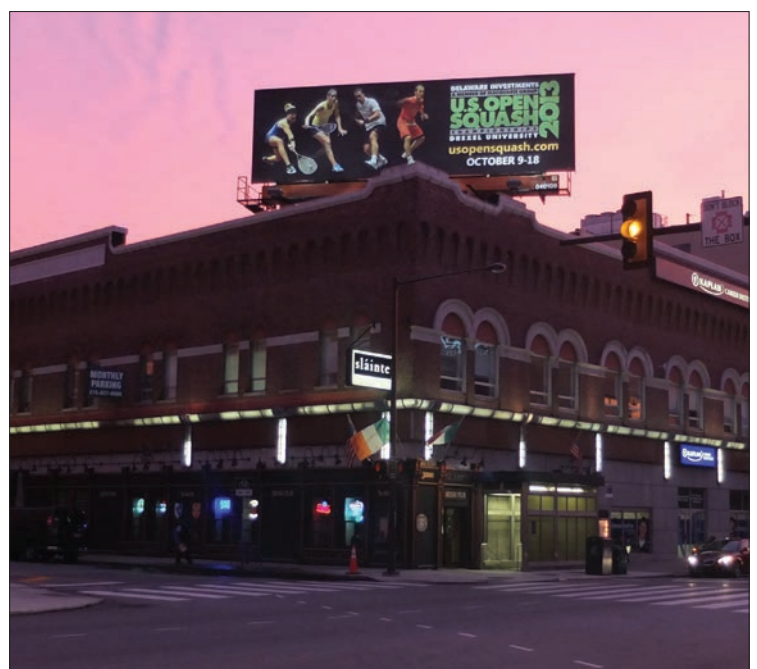
With a portable all-glass show court, facilities may be transformed into global showcases for the sport.





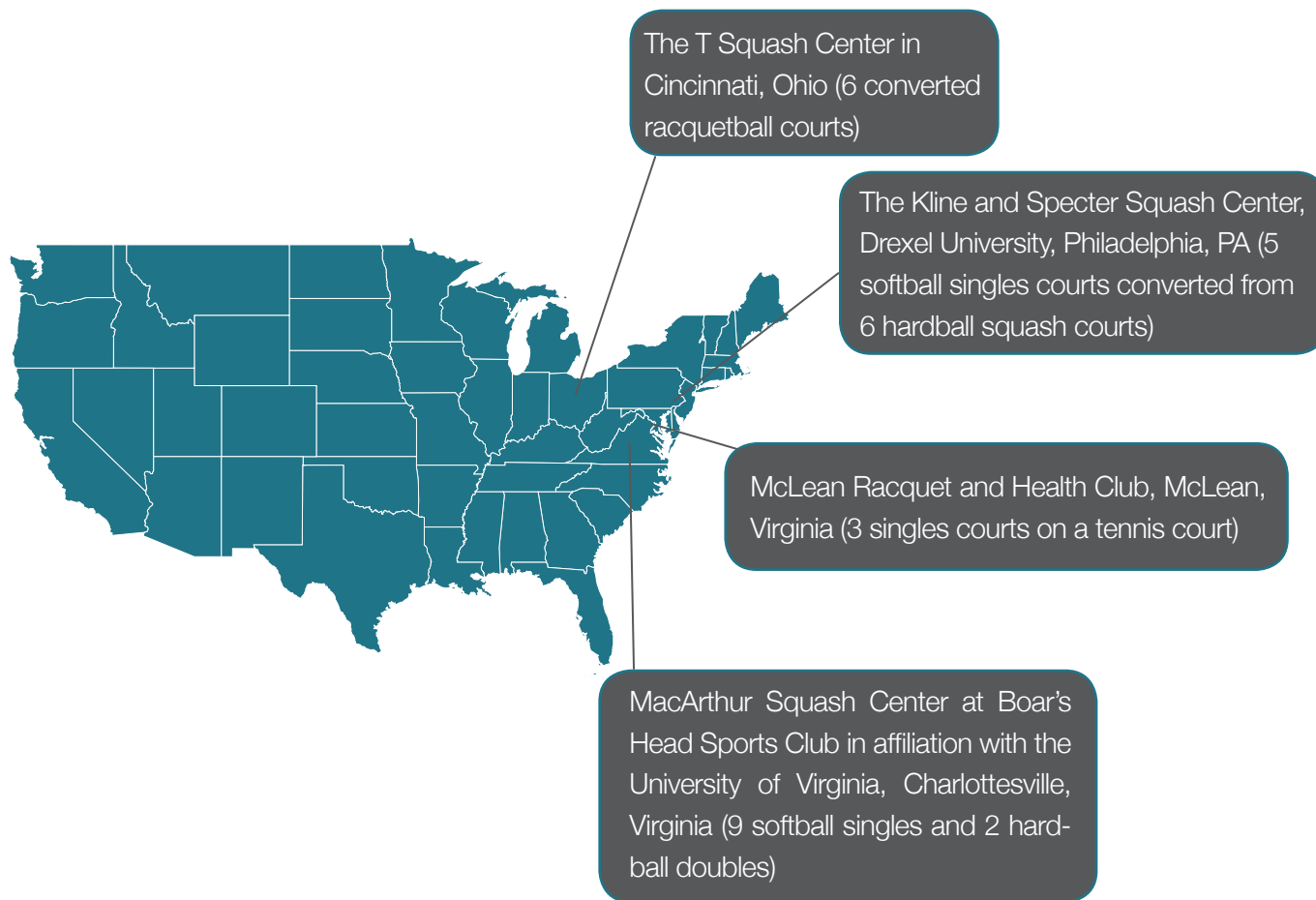
## MAJOR EVENTS

Events are promoted aggressively.



## FACILITIES OVERVIEW

- Of the top 20 squash playing countries, the United States ranks sixteenth in the ratio of courts/person, though the US ranks second in total number of courts with approximately 3,500 overall.
- Squash facilities are distributed fairly evenly across types including commercial clubs, private urban and suburban clubs, colleges and high schools.
- The cost of the conversion of racquetball courts to squash ranges from \$10,000-\$15,000 per court.
- Dozens of racquetball facilities have been converted in the last few years. US Squash helps in this initiative by providing up to \$1,000 per court conversion.
- New squash courts range in cost from \$35,000-50,000 per court, independent of the facility needs.
- Recent new facilities include:





## EXPERIENCE SQUASH!



### CONTACT US:

555 Eighth Avenue, Suite 1102  
New York, NY 10018

212.268.4090

[office@ussquash.com](mailto:office@ussquash.com)