

## RESOURCE A

# Tennis Participation Data and Statistics to Assist in Facility Planning

In 2018, Tennis Canada commissioned a national participation study through a third-party research firm. Charleton Insights conducted a survey of 1,500 households from across Canada to ensure a representative and diverse sample. The results of the participation study found that:

**50%** of Canadians (18.5M) had played tennis in their lifetime

**18%** of Canadians (6.5M) had played in the past year

**12%** of Canadians (4.5M) had played tennis at least 4 times during the past year

**8%** of Canadians (2.9M) had played tennis at least once a week during the tennis

*Please note that the percentages mentioned above are inclusive of each other.*

The tables below provide a demographic breakdown of each type of tennis participation:

CANADIANS THAT HAVE PLAYED TENNIS IN THEIR LIFETIME					
18,517,000 Canadians			50% of Canadians		
BREAKDOWN BY GENDER					
<b>Male:</b>	53%		<b>Female:</b>	47%	
BREAKDOWN BY AGE GROUP					
6 to 8	9 to 11	12 to 17	18 to 34	35 to 49	50+
1%	2%	12%	31%	24%	30%
ADDITIONAL FACTS					
41% of participants over 18, have children under 18 at home					
18% were born outside of Canada					

CANADIANS THAT PLAYED TENNIS IN THE PAST YEAR					
6,547,000 Canadians			18% of Canadians		
BREAKDOWN BY GENDER					
<b>Male:</b>	56%		<b>Female:</b>	44%	
BREAKDOWN BY AGE GROUP					
6 to 8	9 to 11	12 to 17	18 to 34	35 to 49	50+
2%	5%	22%	32%	25%	13%
ADDITIONAL FACTS					
63% of participants over 18, have children under 18 at home					
22% were born outside of Canada					

## CANADIANS THAT PLAYED TENNIS AT LEAST 4 TIMES IN THE PAST YEAR

4,522,000 Canadians

12% of Canadians

### BREAKDOWN BY GENDER

<b>Male:</b>	58%	<b>Female:</b>	42%
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### BREAKDOWN BY AGE GROUP

6 to 8	9 to 11	12 to 17	18 to 34	35 to 49	50+
2%	6%	23%	30%	26%	13%

### ADDITIONAL FACTS

70% of participants over 18, have children under 18 at home

23% were born outside of Canada

## CANADIANS THAT PLAYED TENNIS AT LEAST ONCE A WEEK DURING THE TENNIS SEASON (I.E. FREQUENT PLAYERS)

2,936,000 Canadians

8% of Canadians

### BREAKDOWN BY GENDER

<b>Male:</b>	58%	<b>Female:</b>	42%
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### BREAKDOWN BY AGE GROUP

6 to 8	9 to 11	12 to 17	18 to 34	35 to 49	50+
2%	5%	25%	38%	22%	7%

### ADDITIONAL FACTS

67% of participants over 18, have children under 18 at home

18% were born outside of Canada

