

RESOURCE A

Tennis Participation Data and Statistics to Assist in Facility Planning

In 2023, Tennis Canada commissioned a national participation and research study through a third-party research firm. YouGov 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:

54% of Canadians (19.9M) have played tennis in their lifetime

13% of Canadians (4.9M) had played in the past year

4% of Canadians (1.5M) had played tennis at least 10 times in the past year

2% of Canadians (6.3K) had played tennis at least 20 times in the past year

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					
19,999,000 Canadians			54% of Canadians		
BREAKDOWN BY GENDER					
Men:	54%	Women:	46%	Non-Binary/Other:	1%
BREAKDOWN BY AGE GROUP					
6 to 8	9 to 11	12 to 17	18 to 34	35 to 54	55+
1%	2%	8%	32%	29%	27%
ADDITIONAL FACTS					
32% of adult participants have children under the age of 18 at home					
27% were born outside of Canada					

CANADIANS THAT PLAYED TENNIS IN THE PAST YEAR					
4,977,000 Canadians			13% of Canadians		
BREAKDOWN BY GENDER					
Men:	54%	Women:	46%		
BREAKDOWN BY AGE GROUP					
6 to 8	9 to 11	12 to 17	18 to 34	35 to 54	55+
5%	6%	14%	39%	25%	10%
ADDITIONAL FACTS					
42% of adult participants have children under the age of 18 at home					
34% were born outside of Canada					



CANADIANS THAT PLAYED TENNIS AT LEAST 10 TIMES IN THE PAST YEAR

1,467,000 Canadians

4% of Canadians

BREAKDOWN BY GENDER

Men: 56% **Women:** 44%

BREAKDOWN BY AGE GROUP

6 to 8	9 to 11	12 to 17	18 to 34	35 to 54	55+
6%	8%	14%	34%	24%	13%

ADDITIONAL FACTS

45% of adult participants have children under the age of 18 at home

29% were born outside of Canada

CANADIANS THAT PLAYED TENNIS AT LEAST 20 TIMES IN THE PAST YEAR (FREQUENT PLAYERS)

629,000 Canadians

2% of Canadians

BREAKDOWN BY GENDER

Men: 59% **Women:** 41%

BREAKDOWN BY AGE GROUP

6 to 8	9 to 11	12 to 17	18 to 34	35 to 54	55+
5%	9%	16%	25%	28%	18%

ADDITIONAL FACTS

50% of adult participants have children under the age of 18 at home

33% were born outside of Canada



Photo Credit: Peter Power

