Tennis Participation in Canada

HOW MANY CANADIANS PLAY TENNIS?

6,547,000 Canadians picked up a tennis racquet and hit the courts in the past year.
69% played at least 4 times in the past year (4,522,000 Canadians)
2,936,000 Canadians are frequent players

WHO ARE CANADA’S TENNIS PLAYERS?

Every age group contributes to the Canadian tennis player population:

- 8% 6 - 11 years old
- 23% 12 - 17 years old
- 30% 18 - 34 years old
- 26% 35 - 49 years old
- 13% 50+ years old

Female tennis players: 44%
Male tennis players: 56%
Born outside of Canada: 23%

WHY DO CANADIANS PLAY TENNIS?

Tennis is a safe sport
Among the 10 most popular sports in Canada, tennis is the sport with the second fewest injuries after baseball.

TENNIS IS EXPERIENCING A GROWING INTEREST:

- Ranked 5th out of 14 sports in Fan Interest
- 2nd overall in Quebec after hockey
- Highest ranked individual sport

A SPORT THAT PUTS CANADIANS ON THE EDGE OF THEIR SEATS

Tennis Canada welcomed more than 328,000 fans at Rogers Cup presented by National Bank in Montreal & Toronto in 2018

More than $16M of Rogers Cup presented by National Bank revenues (Montreal & Toronto combined) were reinvested into the development of the sport

MOST FOLLOWED PLAYERS

- Serena Williams: 26%
- Roger Federer: 25%
- Rafael Nadal: 21%
- Milos Raonic: 20%

Eugenie Bouchard: 21%

In Quebec, fans are excited to follow the next Generation of Canadian players

- Denis Shapovalov: 17%
- Felix Auger-Aliassime: 26%