



# 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:



6 - 11 years old



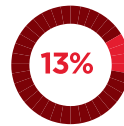
12 - 17 years old



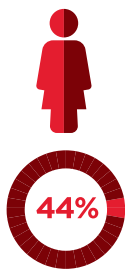
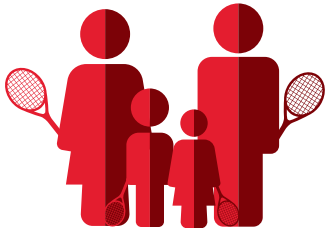
18 - 34 years old



35 - 49 years old



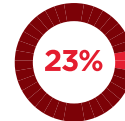
50+ years old



Female tennis players



Male tennis players

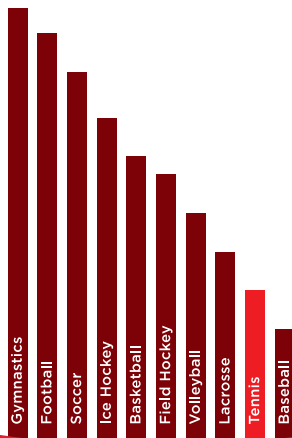


Born outside of Canada

## 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 5<sup>th</sup> out of 14 sports in Fan Interest

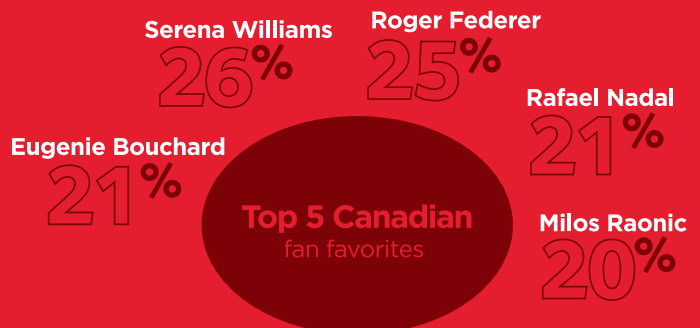
- 2<sup>nd</sup> overall in **Quebec** after hockey
- Highest ranked individual sport

## 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



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

