While youth tennis and Cardio Tennis are among the bright spots, the latest research shows a number of continuing challenges we must address.

The most recent data by the Physical Activity Council shows that total U.S. tennis participation grew 0.6 percent from 2015 to 2016, to a total of 18.08 million players. The sport’s five-year average growth continues to trend upward, increasing 0.4 percent, with the total number of participants staying above 2007 numbers.

Among the bright spots is a 7.2 percent increase in youth tennis players and a 16.7 percent increase in Cardio Tennis players over the past year. In addition, “latent demand” for tennis remains strong. The PAC study shows that nearly 15 million non-players are interested in tennis, and another 12.7 million Americans “consider themselves players” but may not have been on court in the last two years.

That said, total “play occasions” slipped in the past year, down 4.8 percent to 425 million. And equipment sales, as indicated by the “Tennis Equipment Index” at right, continues to slide.

The most recent industry research is available from the TIA at various membership levels. Visit TennisIndustry.org or call 866-686-3036.
Tennis participation has remained fairly constant since 2010. While the trend in overall participation has been slight increases in each of the last five years, “core” tennis participants—those who play 10 or more times a year—declined slightly in 2016 to 9.86 million.

“Core players account for 81 percent of the money spent in the ‘tennis economy’ and 93 percent of all tennis play occasions,” says TIA Executive Director Jolyn de Boer. “This slip in core players is in line with a trend toward more casual play for sports overall, rising inactivity levels, aging baby-boomers, and new generations of players who are ‘samplers’ of multiple sports and activities, but it is a concern for our industry. Fortunately, Cardio Tennis is following the positive trends in fitness, wearables and group exercise.”

For youth tennis, the increase in participation was driven by the youngest players, ages 6 to 12, which were up 11.7 percent, while ages 13-17 increased 2.7 percent. Within the total number of young players, “core” youth players, those who play at least 10 times a year, increased by 3.8 percent to 2.68 million. And importantly, “new” youth players rose 17.8 percent in 2016—up 21 percent in the 6 to 12 age category and 11 percent in the 13 to 17 age group.

What Would Encourage You to Play More Tennis:

1. More time.
2. Better access / closer distance to courts.
3. More / good people to play with.
4. Less injuries
Getting to know TENNIS PLAYERS

In 2016, total Tennis participation grew 0.6% from a total of 17.96 million players to 18.08 million players.

**GENDER**
- Male (54.6%)
- Female (45.4%)

**ETHNICITY**
- African American/Black: 10%
- Asian/Pacific Islander: 10%
- Caucasian/White, non-Hispanic: 68%
- Hispanic: 12%

**AGE**
- 6-12: 11.8%
- 13-17: 11.7%
- 18-24: 14.9%
- 25-34: 21.0%
- 35-44: 17.3%
- 45-54: 12.6%
- 55+: 10.8%

**INCOME**
- $100000+: 38.7%
- $75000 to $99999: 15.6%
- $50000 to $74999: 18.6%
- $25000 to $49999: 16.6%
- Under $25000: 10.5%

**HIGH EARNERS**
- 54% of tennis players have a household income greater than $75,000/year
- 2.04 million NEW players in 2016, down 1.5% from 2016.

**WHERE THEY LIVE**
- South Atlantic: 20.9%
- Pacific: 18.2%
- East North Central: 14.3%
- Middle Atlantic: 14.0%
- West South Central: 9.7%
- Mountain: 7.1%
- West North Central: 6.0%
- New England: 5.6%
- East South Central: 4.2%

**EDUCATION**
- College Grad: 30.8%
- Education Under 18's: 25.7%
- Post-Grad Studies: 17.9%
- 1-3 years of College: 15.6%
- High School Grad: 9.0%
- 1-3 years of High School: 1.0%

**WELL EDUCATED**
- 48% of tennis players have a college degree or higher

**18.08 Million Players!**

**425.0 Million**
- play occasions in 2016, down nearly 5%
- average of nearly 24 play occasions per player

15 Million consumers are interested in playing tennis!

All data sourced from 2017 Physical Activity Council Participation Study
TOP 10 REASONS TO PLAY TENNIS

the sport for a lifetime

YOUR BODY

Get Fit
Lose Weight, Burn Calories—An hour of singles play can burn 580–870 calories.

Live Longer
Playing just 3 hours/week will reduce your risk of heart disease 56%.
According to a 2016 Harvard University study

Strengthen Heart, Muscles and Bones
Compared to other sports, tennis players have the lowest incidence of cardiovascular disease.
40-year study conducted by Johns Hopkins University

YOUR BRAIN

Reduce Stress
Tennis helps you deal with physical, mental, social and emotional challenges, which increases your capacity to deal with stress.

Increase Brain Power
From alertness to tactical thinking, tennis enhances the neural connections in your brain. Kids who play tennis regularly get better grades.
According to a 2013 USTA study

Develop Hand-Eye Coordination
Playing tennis involves several skills that all contribute to good hand-eye coordination. You can improve your agility, balance, coordination, reaction time and more.

YOUR LIFE

Enjoy Family and Friends
Great for the whole family no matter what your age. With minimal equipment needed and plenty of courts nearby, it’s easy to bring a friend or find one at the courts.

Develop Teamwork and Sportsmanship
From doubles play to team and league play, tennis develops your ability to communicate and work together.

Improve Social Skills
Tennis outperforms all other sports in developing positive personality characteristics.
According to a study by Dr. Jim Gavin at Concordia University

Tennis is FUN! Get started TODAY!

Let TENNIS add years to your life – and life to your years!
Go to USTA.com or PlayTennis.com to find a place to play!