

Getting to know TENNIS PLAYERS in the U.S.

In 2018, total Tennis participation grew 0.9% from a total of 17.68 million players to 17.84 million players.

GENDER

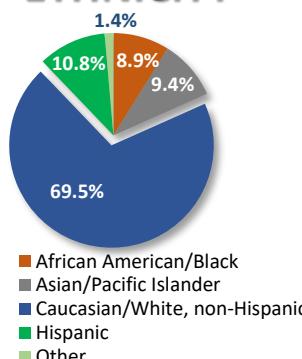


Male (55.0%)

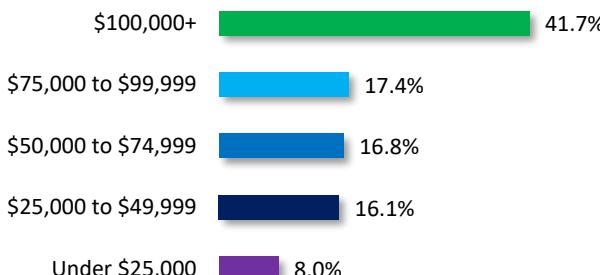


Female (45.0%)

ETHNICITY



INCOME



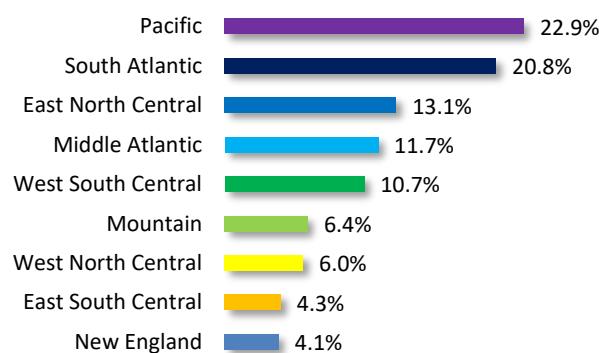
HIGH EARNERS



59% of tennis players have a household income greater than \$75,000/year

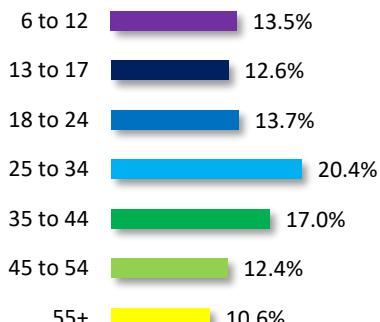
2.05 million NEW players in 2018, up 1.8% from 2016.

WHERE THEY LIVE



Over 16 Million consumers are interested in playing tennis!

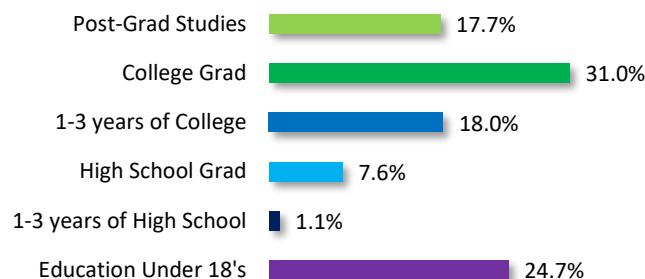
AGE



40% of tennis players are ages 35+

26% of tennis players are under the age of 18

EDUCATION



WELL EDUCATED

49% of tennis players have a college degree or higher



17.84 Million Players!

383.9 Million

Play Occasions in 2018, down 3.3%
Average of 22 play occasions per player