



## New England Section

---

# 2025 Tennis Participation Report



Based on 2024 Data

While proper due care and diligence has been taken in the preparation of this document, the United States Tennis Association (USTA) and its research partners cannot guarantee the accuracy of the information contained, and does not accept any liability for any loss or damage caused as a result of using information or recommendations contained within this document.

# Table of Contents

**3** About this Report

---

**4** Key 2024 Numbers

---

**5** Tennis Players by **USTA**  Section

**6** Trend in Players by **USTA**  Section

**7** Tennis Participation by **USTA**  Section

**8** Tennis Player Flows

**9** Tennis Player Demographics

**10** Tennis Play Frequency by **USTA**  Section

**11** Latent Demand by **USTA**  Section

---

**12** Disclaimers

# About this Report

Tennis participation in the United States is measured through two complementary research studies:

The Physical Activity Council (PAC) Study on Sports and Physical Activity, which has tracked tennis participation since 2007, is a comprehensive partnership of major governing bodies and trade associations in the U.S. Sports and Leisure industry. Current partners include the International Health, Racquet and Sportsclub Association (IHRSA), National Golf Foundation (NGF), Outdoor Industry Association (OIA & OF), People for Bikes (PFB), Sports and Fitness Industry Association (SFIA), Snowsports Industries America (SIA), USA Football (USAF) and the United States Tennis Association (USTA). This annual study, administered by Sports Marketing Surveys USA, draws from a nationally representative panel of over 1 million Americans and features responses from 18,000 people ages 6 and older. The study tracks participation across 122 separate sports, fitness and recreational activities, with strict quotas for gender, age, income, region, and ethnicity to ensure a balanced sample.

In addition, since 2021, the PLAY Study (formerly known as the Participation and Engagement Study) has provided supplemental data through a partnership between the USTA and NGF. This study also surveys 18,000 individuals ages 6 and older annually.

To ensure a rigorous and independent evaluation of tennis participation, the USTA invests in these two studies and relies on support from the National Golf Foundation (NGF), a leading research organization in golf with extensive experience in participation tracking and statistical measurement. The NGF's comprehensive analysis synthesizes data from these two sources, applying statistical weighting procedures and examining demographic trends across regions, age groups, income levels, and other key segments. Their work and these studies help to illuminate the complex landscape of tennis participation trends and engagement patterns across diverse populations and geographies.

This report compares tennis participation in 2024 across sixteen different USTA sections, with a special focus on the New England Section. The New England Section covers a six-state region of Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, and Connecticut.

# Key 2024 Numbers



## Total Tennis Players in 2024

Americans in the New England Section, ages 6+, who played tennis at least once in 2024

**1.1M** / vs. 2023 +6.1% vs. 2021 +12.1%

## Core Tennis Players in 2024

Americans in the New England Section, ages 6+, who played tennis 10+ times

**0.5M** / vs. 2023 +3.8% vs. 2021 -17.4%

## Beginning Tennis Players in 2024

Americans in the New England Section, ages 6+, who played tennis for the first time

**0.2M** / vs. 2023 -10.7% vs. 2021 +35.0%

## Returning Tennis Players in 2024

Americans in the New England Section, ages 6+, who played tennis in 2024 after not playing for a period of 12 months or longer

**40K** / vs. 2023 -9K

## Retained Tennis Players in 2024

Americans in the New England Section, ages 6+, who returned to playing tennis in 2024 after having played the year prior

**0.9M** / vs. 2023 +97K

## Total Tennis Play Occasions in 2024

Number of times tennis players in the New England Section, ages 6+, played tennis

**22.3M** / vs. 2023 +25.5% vs. 2021 +15.8%

Source(s): Physical Activity Council Study on Sports and Physical Activity (PAC) and PLAY Study

# Tennis Players by Section

The New England Section's active player pool increased 6% over the previous year, which is slightly less than the 8% increase in participants seen nationally. New England's 9% annual player growth rate since 2019 was relatively strong, ranking 7<sup>th</sup> among all sections.

**Table 1.** Population and tennis player growth by USTA section, 2024

		2024 Population <b>309,629,000</b> 5-yr. CAGR ('19-'24)* +0.3%	2024 Players <b>25,739,000</b> 5-yr. CAGR ('19-'24)* +8.0%
<b>Eastern</b>  Population: 22,331,000 5-yr. CAGR: -1.3%* Players: <b>2,348,000</b> 5-yr. CAGR: <b>+7.3%*</b>	<b>Florida</b>  Population: 21,148,000 5-yr. CAGR: +1.3%* Players: <b>1,682,000</b> 5-yr. CAGR: <b>+7.3%*</b>	<b>Hawaii Pacific</b>  Population: 1,311,000 5-yr. CAGR: - Players: <b>108,000</b> 5-yr. CAGR: -	<b>Inter-mountain</b>  Population: 13,691,000 5-yr. CAGR: +1.0%* Players: <b>1,026,000</b> 5-yr. CAGR: <b>+8.0%*</b>
<b>Mid-Atlantic</b>  Population: 15,153,000 5-yr. CAGR: -0.2%* Players: <b>1,447,000</b> 5-yr. CAGR: <b>+5.3%*</b>	<b>Middle States</b>  Population: 16,201,000 5-yr. CAGR: -0.3%* Players: <b>1,161,000</b> 5-yr. CAGR: <b>+10.5%*</b>	<b>Midwest</b>  Population: 43,403,000 5-yr. CAGR: -0.4%* Players: <b>3,363,000</b> 5-yr. CAGR: <b>+5.5%*</b>	<b>Missouri Valley</b>  Population: 16,714,000 5-yr. CAGR: -0.2%* Players: <b>1,240,000</b> 5-yr. CAGR: <b>+10.7%*</b>
<b>New England</b>  Population: 13,884,000 5-yr. CAGR: -0.2%* Players: <b>1,112,000</b> 5-yr. CAGR: <b>+9.0%*</b>	<b>Northern</b>  Population: 7,351,000 5-yr. CAGR: +0.1%* Players: <b>489,000</b> 5-yr. CAGR: <b>+2.4%*</b>	<b>Northern California</b>  Population: 14,462,000 5-yr. CAGR: -0.5%* Players: <b>1,411,000</b> 5-yr. CAGR: <b>+8.4%*</b>	<b>Pacific Northwest</b>  Population: 16,496,000 5-yr. CAGR: +7.3%* Players: <b>1,112,000</b> 5-yr. CAGR: <b>+10.8%*</b>
<b>Southern</b>  Population: 49,404,000 5-yr. CAGR: +0.4%* Players: <b>3,658,000</b> 5-yr. CAGR: <b>+9.7%*</b>	<b>Southern California</b>  Population: 21,564,000 5-yr. CAGR: -0.6%* Players: <b>2,460,000</b> 5-yr. CAGR: <b>+10.5%*</b>	<b>Southwest</b>  Population: 9,662,000 5-yr. CAGR: +0.8%* Players: <b>660,000</b> 5-yr. CAGR: <b>+5.2%*</b>	<b>Texas</b>  Population: 26,852,000 5-yr. CAGR: +1.3%* Players: <b>2,464,000</b> 5-yr. CAGR: <b>+11.7%*</b>

	<b>New England Section</b>	<b>4.5%</b> of total U.S. population (ages 6+)	<b>4.3%</b> of total U.S. tennis players (ages 6+)
---	----------------------------	---	---

Source(s): Physical Activity Council Study on Sports and Physical Activity (PAC) and PLAY Study  
 \*5-yr CAGR represents the compound annual growth rate from 2019 to 2024

# Trend in Players by Section

The New England section showed a total of 1.1M participants in 2024 (up from 744K in 2019), with average annual growth of 9.0% since 2019 making the section slightly above average in terms of post-pandemic growth. This trajectory highlights New England’s steady contribution to the national participation pool and underscores its role as a reliable area of growth for tennis in the U.S.

**Table 2.** Tennis participant estimates by USTA section, 2019-2024

	Avg. Annual Growth %	2024	2023	2022	2021	2020	2019
<b>Total USA</b>	<b>8.0%</b>	<b>25.7M</b>	<b>23.8M</b>	<b>23.6M</b>	<b>22.5M</b>	<b>21.6M</b>	<b>17.7M</b>
Eastern	7.3%	<b>2.4M</b>	2.1M	2.1M	2.3M	1.9M	1.7M
Florida	7.3%	<b>1.7M</b>	1.7M	1.7M	1.6M	1.5M	1.2M
Hawaii Pacific	*	<b>108K</b>	95K	80K	-	-	-
Intermountain	8.0%	<b>1.0M</b>	1.0M	1.1M	979K	933K	718K
Mid-Atlantic	5.3%	<b>1.5M</b>	1.3M	1.2M	1.3M	1.3M	1.1M
Middle States	10.5%	<b>1.2M</b>	1.1M	1.1M	1.1M	924K	726K
Midwest	5.5%	<b>3.4M</b>	2.8M	2.7M	2.7M	3.5M	2.7M
Missouri Valley	10.7%	<b>1.2M</b>	1.2M	1.0M	959K	1.0M	776K
<b>New England</b>	<b>9.0%</b>	<b>1.1M</b>	<b>1.1M</b>	<b>1.1M</b>	<b>992K</b>	<b>944K</b>	<b>744K</b>
Northern	2.4%	<b>489K</b>	465K	475K	510K	475K	439K
N. California	8.4%	<b>1.4M</b>	1.4M	1.3M	1.2M	1.0M	948K
Pac. Northwest	10.8%	<b>1.1M</b>	1.3M	1.3M	1.1M	807K	712K
Southern	9.7%	<b>3.7M</b>	3.3M	3.3M	3.1M	3.1M	2.4M
S. California	10.5%	<b>2.5M</b>	2.2M	2.2M	2.0M	1.9M	1.5M
Southwest	5.2%	<b>660K</b>	601K	665K	644K	582K	520K
Texas	11.7%	<b>2.5M</b>	2.3M	2.2M	2.0M	1.8M	1.4M

Source(s): Physical Activity Council Study on Sports and Physical Activity (PAC) and PLAY Study

Due to small sample size, estimate is unavailable for the Caribbean Section

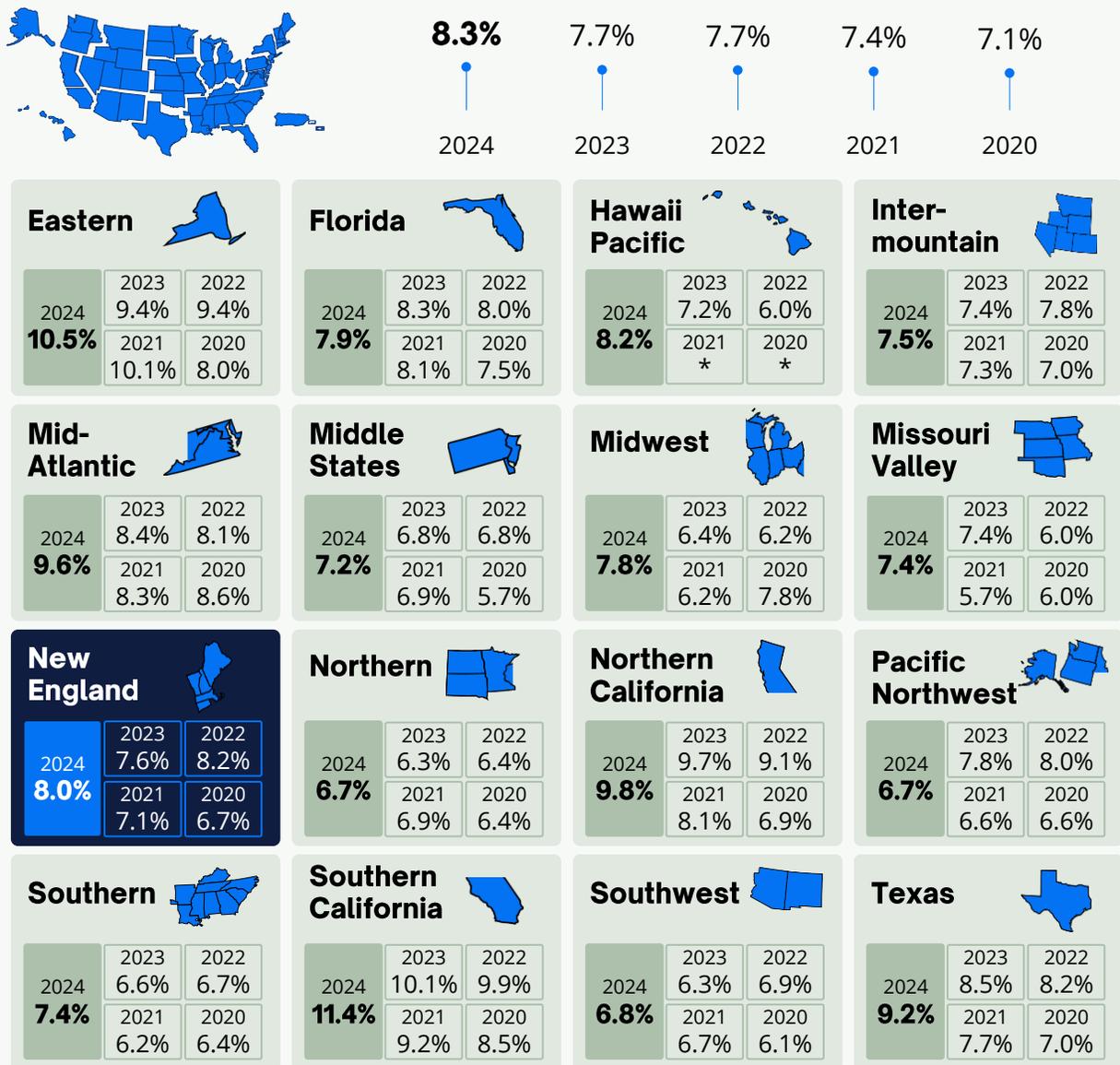
\*Estimate of Hawaii Pacific tennis players unavailable pre-2022

Annual growth % represents the compound annual growth rate, by section, from 2019 to 2024

# Tennis Participation by Section

The 8.0% of people in the New England Section who played tennis in 2024 was slightly higher than levels seen in 2023, and in line with the national participate rate. The New England Section was among seven sections with a participation rate at or above 8.0%.

**Table 3.** Tennis participation rates by USTA section, 5-year trend



 **1 in every 12** people (ages 6+) in the New England Section played tennis in 2024, which is consistent with the national proportion.

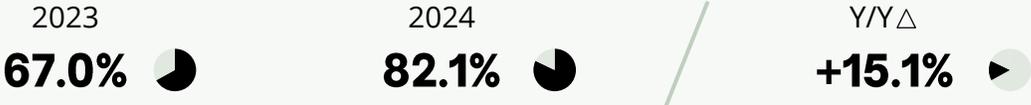
Source(s): Physical Activity Council Study on Sports and Physical Activity (PAC) and PLAY Study  
 \*Estimate of Hawaii Pacific tennis players unavailable pre-2022

# Tennis Player Flows

The New England Section demonstrated remarkable resilience in 2024, with an 82% retention rate that exceeded the section's previous year (66%), as well as the national rate (79%). The New England Section's strength was enticing more players to continue with the sport, resulting in fewer lost players.

**Chart 1.** New England Section tennis player retention, inflow, and outflow trend

**Retention Rate** .....



**Retained** (played in previous year and again in specified year) .....



**Returning** (played in specified year after not playing in previous year, but had played before) .....



**New** (played in specified year for the very first time in their lives) .....



**Lost** (played in previous year but not in specified year) .....



Source(s): Physical Activity Council Study on Sports and Physical Activity (PAC) and PLAY Study

# Tennis Player Demographics

Tennis players in New England were more often white and affluent than typical U.S. tennis players but within their section's broader population, they were in fact more diverse, over indexing on Asian and Hispanic individuals, and skewing younger. New England's tennis population also had a greater likelihood of playing at public parks.

**Table 4.** Profile of New England Section tennis players, 2024

	% of Section's Players	Index vs. U.S. Tennis Players	Index vs. Section Population	
	Male	55%	96	
	Female	45%	105	
	6-12 years old	10%	↓ 79	↑ 136
	13-17 years old	11%	98	↑ 185
	18-24 years old	14%	99	↑ 169
	25-34 years old	22%	↑ 116	↑ 157
	35-44 years old	13%	↓ 91	95
	45-54 years old	11%	↓ 93	↓ 88
	55-64 years old	9%	102	↓ 55
	65+ years old	10%	↑ 126	↓ 46
	Black/African-American	5%	↓ 43	↓ 84
	Asian/Pacific Islander	10%	↓ 89	↑ 193
	White	68%	↑ 120	↓ 92
	Hispanic/Latino	17%	↓ 94	↑ 148
	Under \$25,000 income	5%	↓ 58	↓ 35
	\$25,000-\$49,999 income	9%	↓ 72	↓ 57
	\$50,000-\$74,999 income	14%	95	↓ 94
	\$75,000-\$99,999 income	15%	96	↑ 112
	\$100,000+ income	56%	↑ 118	↑ 138
	Play primarily at public park	54%	↑ 127	
	Play primarily at school/college	14%	↓ 85	
	Play primarily at private club	10%	↓ 85	
	Play primarily at rec. center	10%	↓ 83	
	Play primarily at private residence	4%	↓ 83	
	Play primarily at country club	4%	↓ 94	
	Play primarily at apartment/condo	2%	↓ 41	

Source(s): Physical Activity Council Study on Sports and Physical Activity (PAC) and PLAY Study  
 Indices are comparing each demographic characteristic of the New England Section to either the broader New England Section population, or to tennis players nationally. An index value of 100 indicates the section matches the other population exactly on a given characteristic, while an index of 200 would indicate the section is twice as high.  
 Arrows denote demographic characteristics that over/under-index by more than 5 points

# Tennis Play Frequency

Frequency of play in the New England Section was 3.1 days higher than 2023 at 20.1 days, though it remained 2.2 days lower than the national average due to seasonal weather. The section's 540K Core players in 2024 remained relatively stable year-over-year, falling by just one percent.

**Table 5.** Tennis play frequency by USTA section, 2024

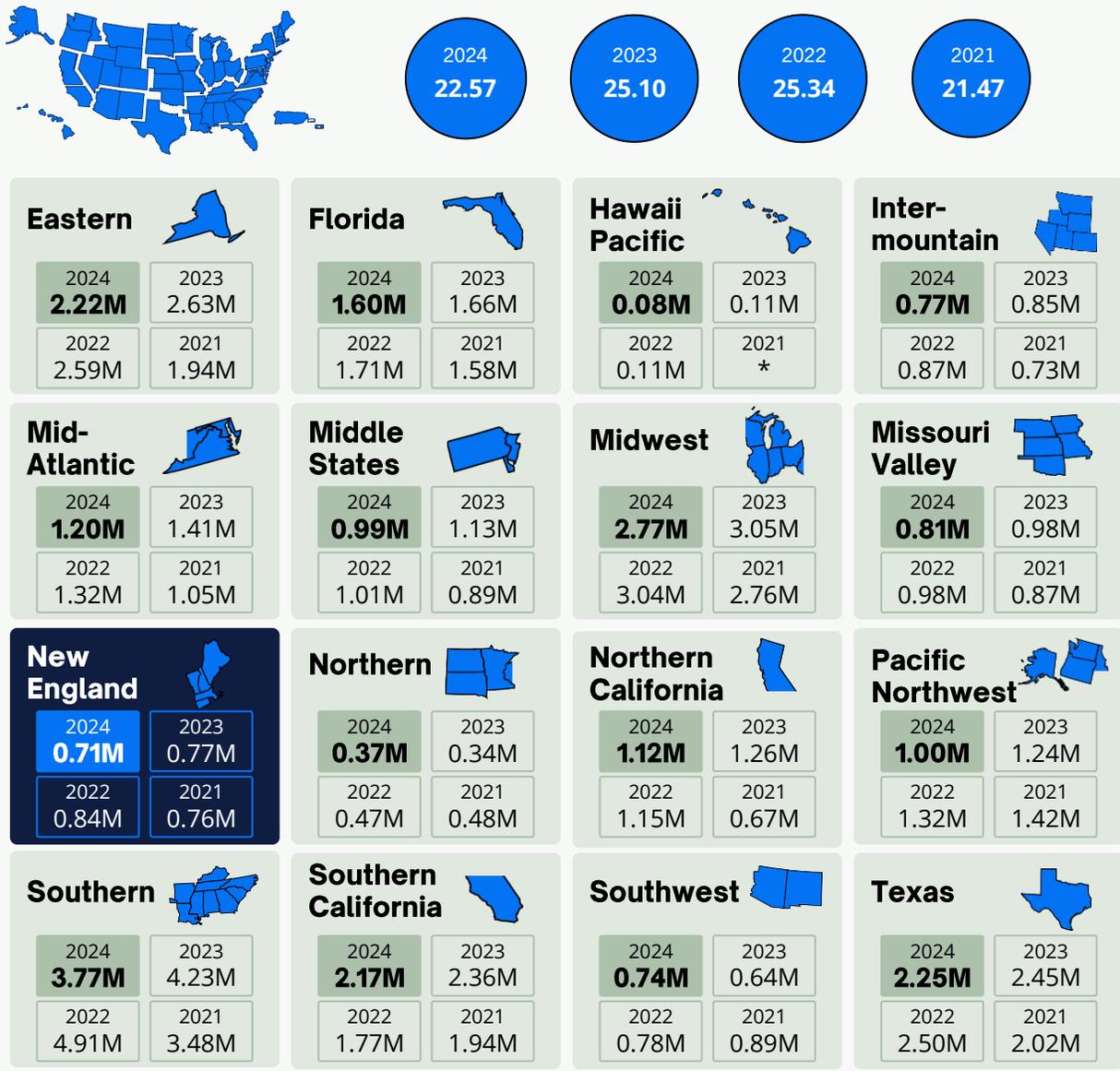
	2024 Avg. Days <b>22.3</b>	2024 Core Players <b>12.98M</b>	2024 Core % <b>50%</b>			
	2023 Avg. Days 22.1	2023 Core Players 11.75M	2023 Core % 49%			
<b>Eastern</b> 	2024 Avg. days: <b>19.3</b>	2023 20.3	2024 Core #: <b>1.22M</b>	2023 1.01M	2024 Core %: <b>52%</b>	2023 51%
<b>Florida</b> 	2024 Avg. days: <b>28.4</b>	2023 32.4	2024 Core #: <b>0.87M</b>	2023 0.96M	2024 Core %: <b>52%</b>	2023 56%
<b>Hawaii Pacific</b> 	2024 Avg. days: <b>30.6</b>	2023 24.5	2024 Core #: <b>0.07M</b>	2023 0.05M	2024 Core %: <b>65%</b>	2023 48%
<b>Intermountain</b> 	2024 Avg. days: <b>20.5</b>	2023 19.1	2024 Core #: <b>0.58M</b>	2023 0.49M	2024 Core %: <b>56%</b>	2023 49%
<b>Mid-Atlantic</b> 	2024 Avg. days: <b>19.1</b>	2023 19.4	2024 Core #: <b>0.70M</b>	2023 0.65M	2024 Core %: <b>49%</b>	2023 51%
<b>Middle States</b> 	2024 Avg. days: <b>18.3</b>	2023 16.9	2024 Core #: <b>0.52M</b>	2023 0.51M	2024 Core %: <b>45%</b>	2023 46%
<b>Midwest</b> 	2024 Avg. days: <b>24.7</b>	2023 23.0	2024 Core #: <b>1.60M</b>	2023 1.36M	2024 Core %: <b>48%</b>	2023 49%
<b>Missouri Valley</b> 	2024 Avg. days: <b>20.3</b>	2023 18.2	2024 Core #: <b>0.51M</b>	2023 0.55M	2024 Core %: <b>41%</b>	2023 48%
<b>New England</b> 	2024 Avg. days: <b>20.1</b>	2023 17.0	2024 Core #: <b>0.54M</b>	2023 0.52M	2024 Core %: <b>49%</b>	2023 50%
<b>Northern</b> 	2024 Avg. days: <b>16.8</b>	2023 14.0	2024 Core #: <b>0.20M</b>	2023 0.18M	2024 Core %: <b>41%</b>	2023 40%
<b>Northern California</b> 	2024 Avg. days: <b>25.2</b>	2023 19.5	2024 Core #: <b>0.80M</b>	2023 0.65M	2024 Core %: <b>57%</b>	2023 46%
<b>Pacific Northwest</b> 	2024 Avg. days: <b>15.6</b>	2023 16.2	2024 Core #: <b>0.56M</b>	2023 0.59M	2024 Core %: <b>51%</b>	2023 46%
<b>Southern</b> 	2024 Avg. days: <b>24.5</b>	2023 26.7	2024 Core #: <b>1.96M</b>	2023 1.71M	2024 Core %: <b>53%</b>	2023 52%
<b>Southern California</b> 	2024 Avg. days: <b>25.8</b>	2023 24.4	2024 Core #: <b>1.28M</b>	2023 1.13M	2024 Core %: <b>52%</b>	2023 52%
<b>Southwest</b> 	2024 Avg. days: <b>23.5</b>	2023 25.6	2024 Core #: <b>0.37M</b>	2023 0.27M	2024 Core %: <b>56%</b>	2023 44%
<b>Texas</b> 	2024 Avg. days: <b>19.7</b>	2023 21.6	2024 Core #: <b>1.18M</b>	2023 1.11M	2024 Core %: <b>48%</b>	2023 49%
 <b>New England Section</b>	<b>0.54M (49%)</b> Core players (10+ days)		<b>20.1</b> Average total days played			

Source(s): Physical Activity Council Study on Sports and Physical Activity (PAC) and PLAY Study

# Latent Demand by Section

Latent demand in the New England Section decreased nearly 9% in 2024 to 710K “very interested” prospects, likely reflecting conversion of previously interested players into active participants. Despite consistent annual growth, the New England Section has one of the smallest latent demand pools, including the second smallest pool in 2024 after decreasing by 78K prospects.

**Table 6.** “Very interested” non-participants by USTA section, 2021-2024




**New England Section**

**0.71M**  
 in the section are “very interested” in playing tennis now
 

**-67K**  
 vs. 2023

Source(s): Physical Activity Council Study on Sports and Physical Activity (PAC) and PLAY Study  
 \*Estimate of Hawaii Pacific tennis players unavailable pre-2022

# Disclaimers

All survey research is subject to sampling error and bias — that is, the degree to which the results might differ from those obtained by a complete census of every person in the U.S. The margin of error in estimating tennis participation in the New England Section through the combined sample approach is 1.0% at the 95 percent confidence level. Thus, based on a population of 13.9 million individuals ages 6 and older in the New England Section, the estimated number of tennis participants in 2024, accounting for margin of error, is 1.1 million +/- 139K.

While proper due care and diligence has been taken in the preparation of this document, the United States Tennis Association (USTA) cannot guarantee the accuracy of the information contained and does not accept any liability for any loss or damage caused as a result of using information or recommendations contained within this document.

