



## New England Section

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# 2026 Tennis Participation Report



Based on 2025 Data

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# 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 (HFA), 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 2025 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 2025 Numbers



## Total Tennis Players in 2025

Americans in the New England Section, ages 6+, who played tennis at least once in 2025

**1.4M** / vs. 2024 +21.7% vs. 2021 +36.4%

## Core Tennis Players in 2025

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

**0.7M** / vs. 2024 +34.7% vs. 2021 +11.3%

## Beginning Tennis Players in 2025

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

**0.2M** / vs. 2024 +9.0% vs. 2021 +47.4%

## Returning Tennis Players in 2025

Americans in the New England Section, ages 6+, who played tennis in 2025 after not playing for a period of 12 months or longer

**127K** / vs. 2024 +87K

## Retained Tennis Players in 2025

Americans in the New England Section, ages 6+, who returned to playing tennis in 2025 after having played the year prior

**1.0M** / vs. 2024 +134K

## Total Tennis Play Occasions in 2025

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

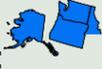
**26.1M** / vs. 2024 +16.8% vs. 2021 +35.3%

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

# Tennis Players by Section

The New England Section's tennis player pool exhibited a 5-year compound annual growth rate (CAGR) of 7.5% since 2020. The section's growth in tennis players tracks above the national CAGR of 4.8% despite a slightly declining population rate over the past 5-year period.

**Table 1.** Population and tennis player growth by USTA section, 2025

		2025 Population <b>311,363,000</b> 5-yr. CAGR ('20-'25)* +0.4%	2025 Players <b>27,327,000</b> 5-yr. CAGR ('20-'25)* +4.8%
<b>Eastern</b>  Population: 22,352,000 5-yr. CAGR: -0.8%* Players: <b>2,637,000</b> 5-yr. CAGR: <b>+7.2%*</b>	<b>Florida</b>  Population: 21,491,000 5-yr. CAGR: +1.2%* Players: <b>1,949,000</b> 5-yr. CAGR: <b>+5.1%*</b>	<b>Hawaii Pacific</b>  Population: 1,314,000 3-yr. CAGR: -0.7%* Players: <b>98,000</b> 3-yr. CAGR: <b>+7.2%*</b>	<b>Inter-mountain</b>  Population: 13,827,000 5-yr. CAGR: +0.7%* Players: <b>1,095,000</b> 5-yr. CAGR: <b>+3.2%*</b>
<b>Mid-Atlantic</b>  Population: 15,215,000 5-yr. CAGR: +0.0%* Players: <b>1,442,000</b> 5-yr. CAGR: <b>+1.9%*</b>	<b>Middle States</b>  Population: 16,315,000 5-yr. CAGR: +0.1%* Players: <b>1,207,000</b> 5-yr. CAGR: <b>+5.5%*</b>	<b>Midwest</b>  Population: 43,452,000 5-yr. CAGR: -0.3%* Players: <b>3,555,000</b> 5-yr. CAGR: <b>+0.6%*</b>	<b>Missouri Valley</b>  Population: 16,761,000 5-yr. CAGR: -0.2%* Players: <b>1,143,000</b> 5-yr. CAGR: <b>+2.4%*</b>
<b>New England</b>  Population: 13,937,000 5-yr. CAGR: -0.2%* Players: <b>1,353,000</b> 5-yr. CAGR: <b>+7.5%*</b>	<b>Northern</b>  Population: 7,370,000 5-yr. CAGR: -0.1%* Players: <b>487,000</b> 5-yr. CAGR: <b>+0.5%*</b>	<b>Northern California</b>  Population: 14,486,000 5-yr. CAGR: -0.4%* Players: <b>1,583,000</b> 5-yr. CAGR: <b>+9.2%*</b>	<b>Pacific Northwest</b>  Population: 16,538,000 5-yr. CAGR: +6.2%* Players: <b>1,290,000</b> 5-yr. CAGR: <b>+9.8%*</b>
<b>Southern</b>  Population: 49,711,000 5-yr. CAGR: +0.4%* Players: <b>3,610,000</b> 5-yr. CAGR: <b>+3.0%*</b>	<b>Southern California</b>  Population: 21,600,000 5-yr. CAGR: -0.6%* Players: <b>2,574,000</b> 5-yr. CAGR: <b>+6.3%*</b>	<b>Southwest</b>  Population: 9,730,000 5-yr. CAGR: +0.4%* Players: <b>736,000</b> 5-yr. CAGR: <b>+4.8%*</b>	<b>Texas</b>  Population: 27,263,000 5-yr. CAGR: +1.3%* Players: <b>2,568,000</b> 5-yr. CAGR: <b>+7.5%*</b>

	<b>New England Section</b>	<b>4.5%</b> of total U.S. population (ages 6+)	<b>5.0%</b> of total U.S. tennis players (ages 6+)
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Source(s): Physical Activity Council Study on Sports and Physical Activity (PAC) and PLAY Study  
 \*CAGR represents the compound annual growth rate from 2020 to 2025. 3-year CAGR listed for Hawaii Pacific.

# Trend in Players by Section

The New England Section saw a considerable year-over-year gain in total tennis players, growing from an estimated 1.11M in 2024 to 1.35M in 2025. This 241K player increase marks the second straight year of participant growth and pushes the New England Section volume up 29% from 2023. The 2025 participation mark set a record high volume for the section, and the post-pandemic trajectory suggests more growth could be on the horizon.

**Table 2.** Tennis participant estimates by USTA section, 2020-2025

	Avg. Annual Growth %	2025	2024	2023	2022	2021	2020
<b>Total USA</b>	<b>4.8%</b>	<b>27.3M</b>	<b>25.7M</b>	<b>23.8M</b>	<b>23.6M</b>	<b>22.5M</b>	<b>21.6M</b>
Eastern	7.2%	<b>2.6M</b>	2.3M	2.1M	2.1M	2.3M	1.9M
Florida	5.1%	<b>1.9M</b>	1.7M	1.7M	1.7M	1.6M	1.5M
Hawaii Pacific	7.2%*	<b>98K</b>	108K	95K	80K	-	-
Intermountain	3.2%	<b>1.1M</b>	1.0M	1.0M	1.1M	979K	933K
Mid-Atlantic	1.9%	<b>1.4M</b>	1.4M	1.3M	1.2M	1.3M	1.3M
Middle States	5.5%	<b>1.2M</b>	1.2M	1.1M	1.1M	1.1M	924K
Midwest	0.6%	<b>3.6M</b>	3.4M	2.8M	2.7M	2.7M	3.5M
Missouri Valley	2.4%	<b>1.1M</b>	1.2M	1.2M	1.0M	959K	1.0M
<b>New England</b>	<b>7.5%</b>	<b>1.4M</b>	<b>1.1M</b>	<b>1.0M</b>	<b>1.1M</b>	<b>992K</b>	<b>944K</b>
Northern	0.5%	<b>487K</b>	489K	465K	475K	510K	475K
N. California	9.2%	<b>1.6M</b>	1.4M	1.4M	1.3M	1.2M	1.0M
Pac. Northwest	9.8%	<b>1.3M</b>	1.1M	1.3M	1.3M	1.1M	807K
Southern	3.0%	<b>3.6M</b>	3.7M	3.3M	3.3M	3.1M	3.1M
S. California	6.3%	<b>2.6M</b>	2.5M	2.2M	2.2M	2.0M	1.9M
Southwest	4.8%	<b>736K</b>	660K	601K	665K	644K	582K
Texas	7.5%	<b>2.6M</b>	2.5M	2.3M	2.2M	2.0M	1.8M

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

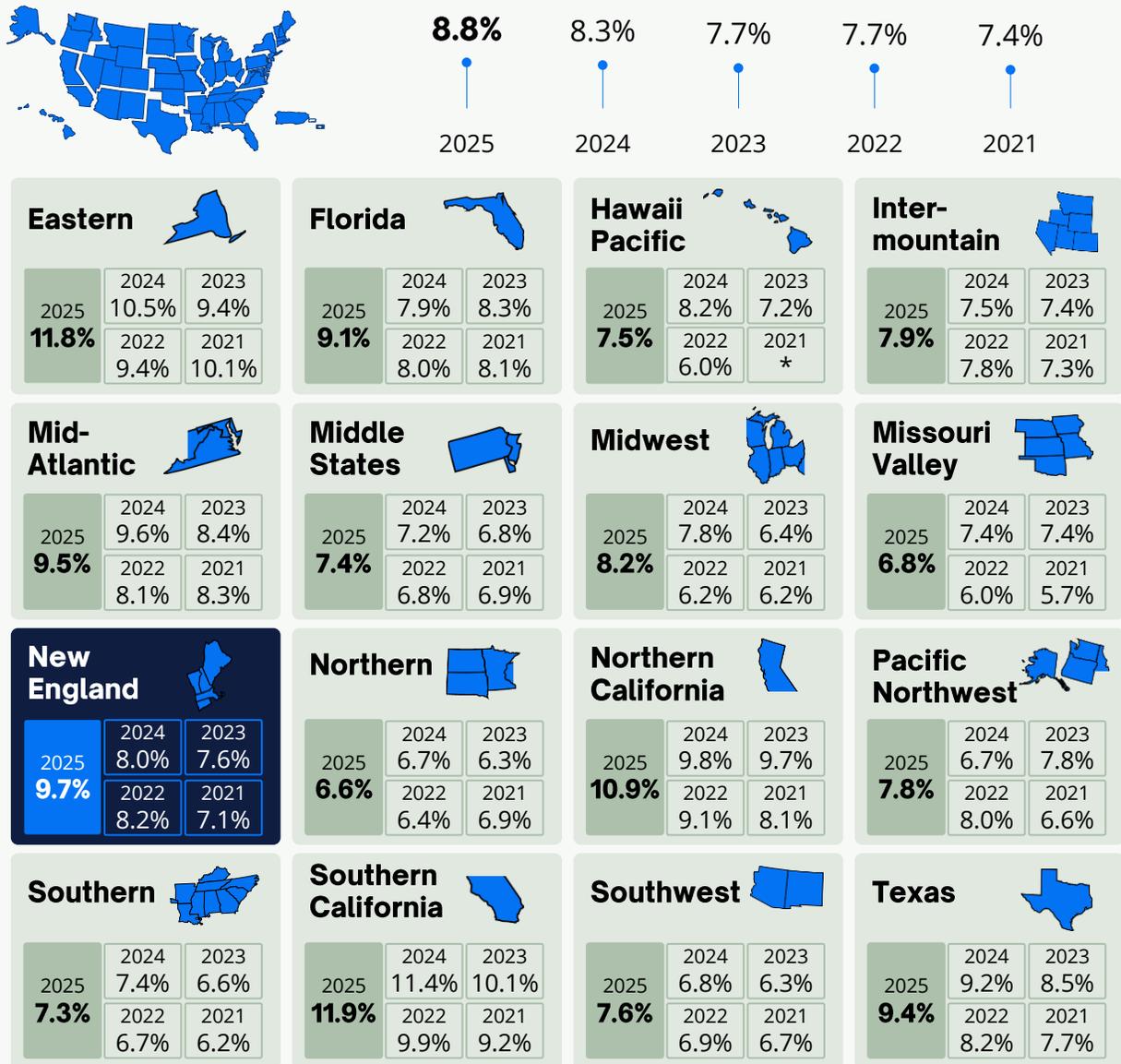
\*Estimate of Hawaii Pacific tennis players unavailable pre-2022

Annual growth % represents the compound annual growth rate, by section, from 2020 to 2025

# Tennis Participation by Section

An estimated 9.7% of the New England Section's population played tennis in 2025, which established a new record high in participation. The 2025 expansion helped push the New England Section's participation rate above the national average for the first time since 2022 and represents a robust 21% growth from the mark set in 2024.

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



**1 in every 11** people (ages 6+) in the New England Section played tennis in 2025, which is above the national proportion of 1 in every 12 Americans.

Source(s): Physical Activity Council Study on Sports and Physical Activity (PAC) and PLAY Study  
 \*Estimate of Hawaii Pacific tennis players unavailable for 2021

# Tennis Player Flows

The New England Section displayed positive flow metrics across the board in 2025. Most significantly, the section retention rate increased over 7 percentage points to an impressive 89.5%. This fueled an increase of 134K retained players as well as a decrease of 71K players leaving the sport. Additionally, upticks were observed in 2025 among returning players (+87K) and new participants (+19K). The collective positive trajectory puts the New England Section in a desirable position for continued growth.

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

	2024	2025	Y/Y $\Delta$
Starting Players (from prior year)	1.05M	1.11M	
<b>Retention Rate</b>	<b>82.1%</b>	<b>89.5%</b>	<b>+7.4%</b>
<b>Lost Players</b>	<b>-187K</b>	<b>-116K</b>	<b>+71K</b>
<hr/>			
<b>Retained Players</b>	<b>861K</b>	<b>995K</b>	<b>+134K</b>
+			
<b>Returning Players</b>	<b>40K</b>	<b>127K</b>	<b>+87K</b>
+			
<b>New Players</b>	<b>211K</b>	<b>230K</b>	<b>+19K</b>
<b>Total Players</b>	<b>1.11M</b>	<b>1.35M</b>	<b>+241K</b>

Lost: played in previous year but not in specified year

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

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

# Tennis Player Demographics

Tennis players in the New England Section skew female, less racially diverse and more affluent than the national player profile. Compared to the section’s population, younger players (age 6-34) over-index along with Asian/Pacific Islander and Hispanic/Latino players. Players in the section are more likely to play tennis at public parks and school campuses.

**Table 4.** Profile of New England Section tennis players, 2025

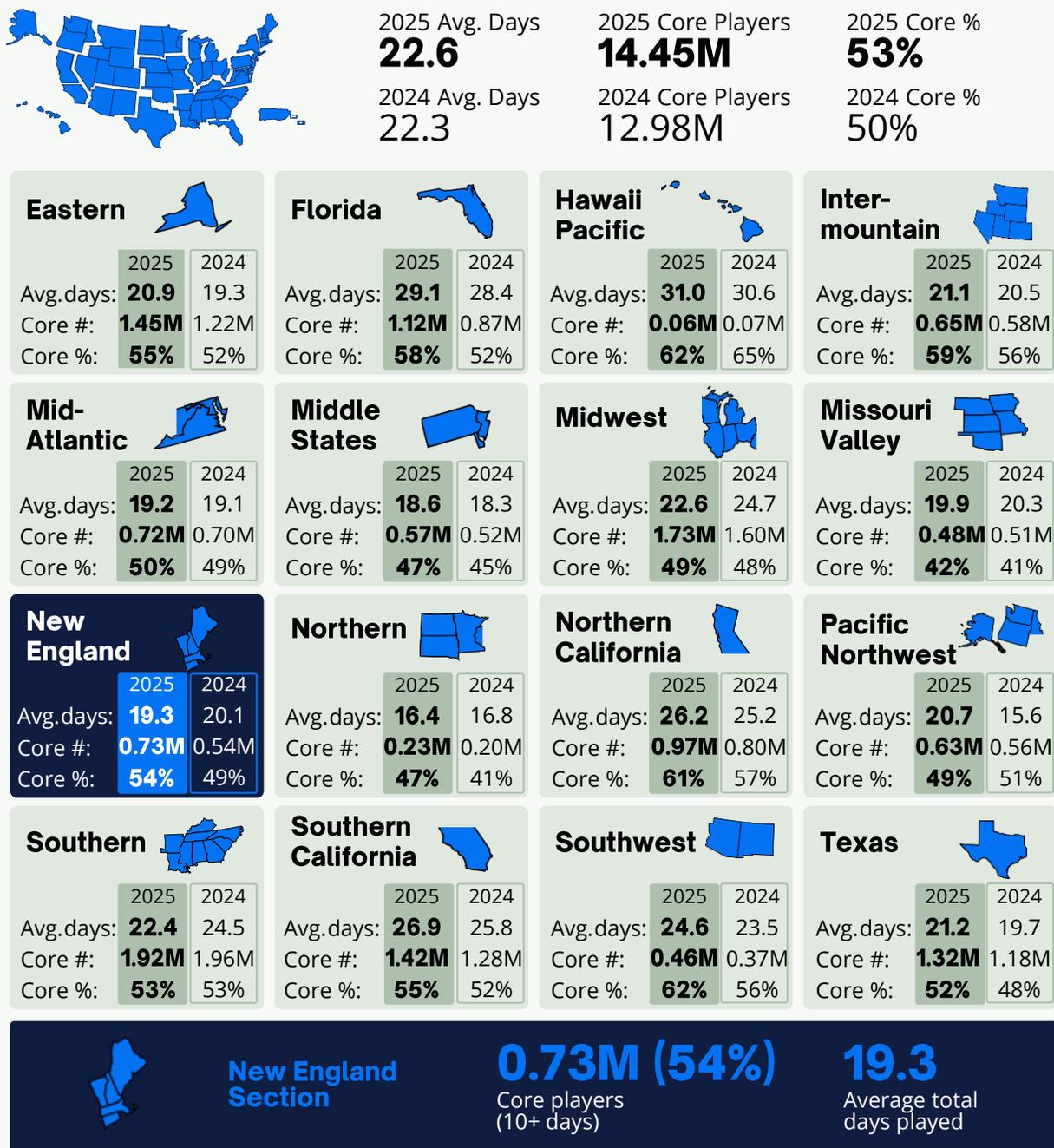
	% of Section's Players	Index vs. U.S. Tennis Players	Index vs. Section Population
	Male	47%	↓ 84
	Female	53%	↑ 120
	6-12 years old	15%	↑ 122
	13-17 years old	10%	91
	18-24 years old	13%	108
	25-34 years old	17%	96
	35-44 years old	10%	↓ 66
	45-54 years old	16%	↑ 133
	55-64 years old	9%	↓ 90
	65+ years old	9%	101
	Black/African-American	4%	↓ 32
	Asian/Pacific Islander	10%	92
	White	70%	↑ 129
	Hispanic/Latino	14%	↓ 73
	Under \$25,000 income	6%	↓ 64
	\$25,000-\$49,999 income	7%	↓ 60
	\$50,000-\$74,999 income	12%	↓ 79
	\$75,000-\$99,999 income	14%	98
	\$100,000+ income	61%	↑ 123
	Play primarily at public park	45%	↑ 116
	Play primarily at school/college	14%	109
	Play primarily at private club	9%	↓ 81
	Play primarily at rec. center	10%	↓ 80
	Play primarily at private residence	5%	↓ 69
	Play primarily at country club	6%	91
	Play primarily at apartment/condo	4%	↓ 78

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 10 or more points

# Tennis Play Frequency

The New England Section's frequency of play averaged 19.3 days in 2025, with 54% of players (0.73M) playing 10+ days. The 188K year-over-year increase in core players is significant, as it builds on 2024's modest gain of 20K and sets a two-year growth rate in the section's core playing base just under 40%.

**Table 5.** Tennis play frequency by USTA section, 2025

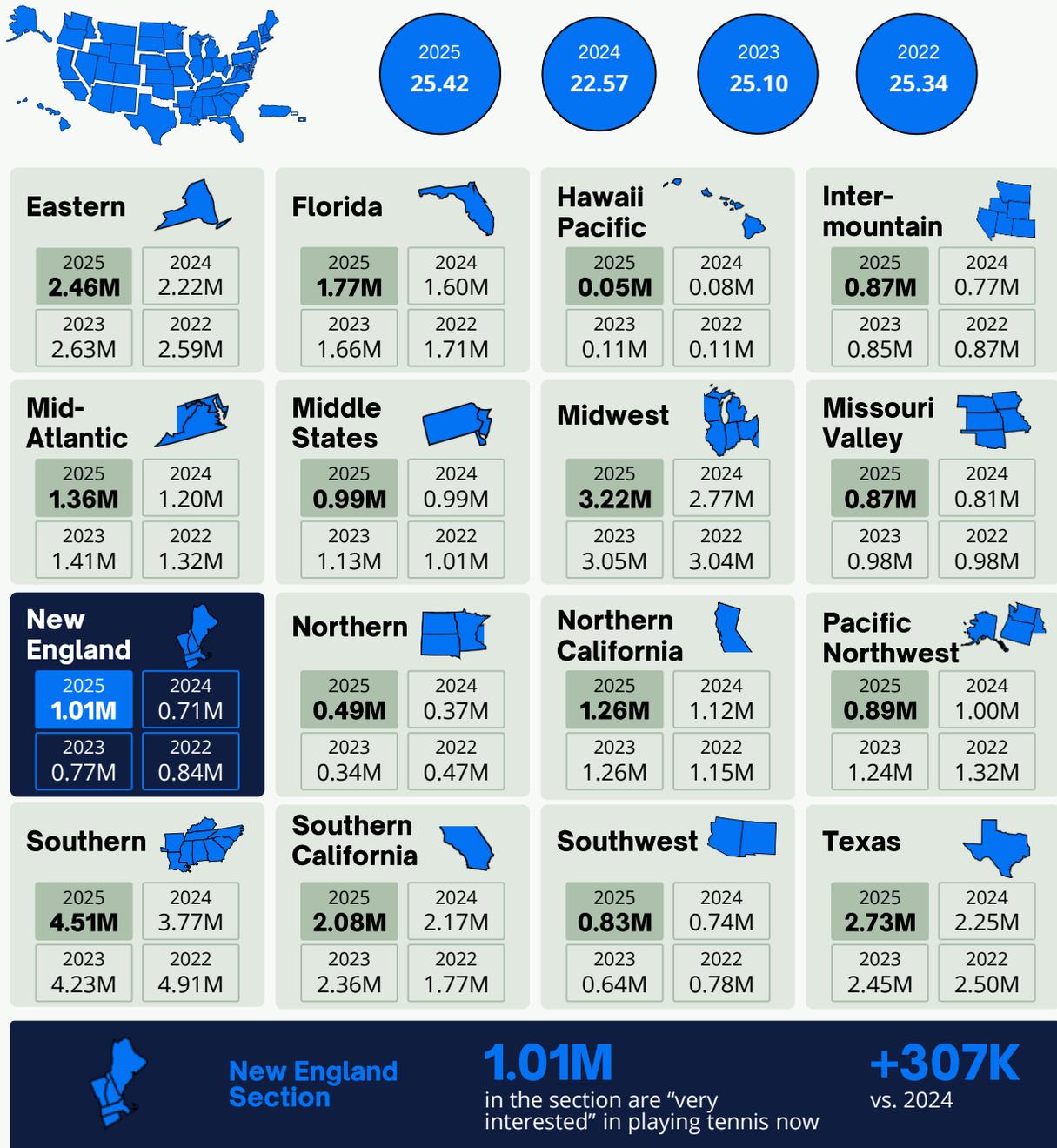


Source(s): Physical Activity Council Study on Sports and Physical Activity (PAC) and PLAY Study

# Latent Demand by Section

Latent demand in the New England Section increased by 307K in 2025 (43% Y/Y) to a sizeable 1.01M “very interested” prospects. This ‘gain’ is notable as it runs counter to the section’s positive player flows of retention and new/returning tennis entrants. This signifies further opportunity as demand is emerging from outside the tennis ecosystem.

**Table 6.** “Very interested” non-participants by USTA section, 2022-2025



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

# 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 2025, accounting for margin of error, is 1.4 million +/- 139K.

Please note that results in this report may not sum to a given total due to rounding.

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