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PICKLEBALL UNIVERSITY®

**2022 Pickleball University Participation Study
Summary & Findings**



Thank You Pickleball University Community!

We asked and you responded! We're humbled and thankful about the amount of responses we received from our first pickleball participation survey. Thank you PBU community!

We set out with the goal to hear from as many pickleball players as we could, hoping to learn more about the sport and uncover insights into how we can help grow it further. The following report outlines our findings. We hope you find it as engaging and enlightening as we did.

Special thanks to our supporting partners:



About Us:

Pickleball University is an organization dedicated to spreading the growth of pickleball, welcoming newcomers with easy ways to learn the game and offering strategies and tips for pickleball pros. We launched PickleballUniversity.com in 2021 and have amassed a pickleball community from all over the world. You can learn more about us and subscribe to our newsletter at PickleballUniversity.com.



Pickleball At A Glance

2022 PICKLEBALL UNIVERSITY PARTICIPATION STUDY

3000+

Total Survey Responses

Pickleball Is Not Gender Exclusive

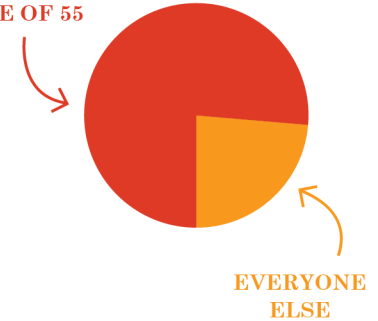


MALE: 60%

FEMALE: 40%

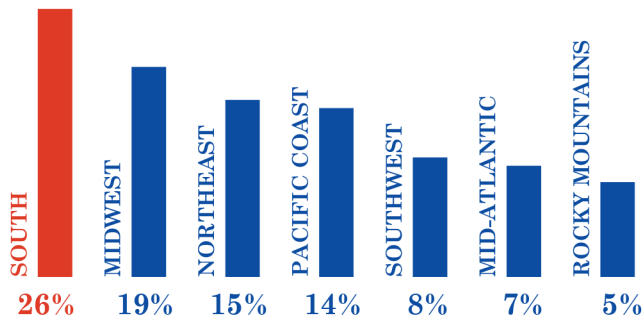
Over 70% Of The Responses Were Over The Age Of 55

OVER THE AGE OF 55



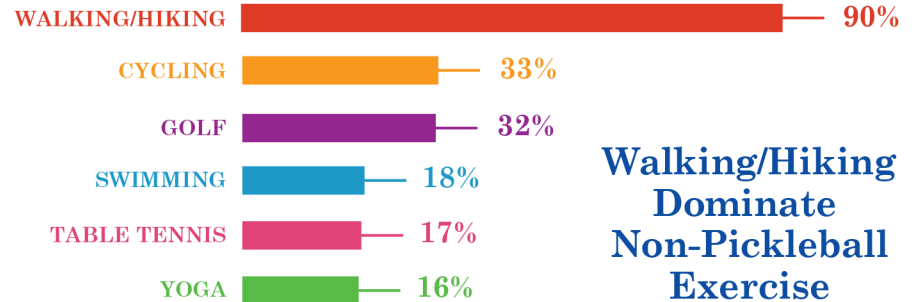
EVERYONE ELSE

The South Still Sees The Most Players, With The Midwest Close Behind



<2 years

66% Of Pickleballers Have Been Playing Less Than 2 Years



Walking/Hiking Dominate Non-Pickleball Exercise

80% Play Multiple Times A Week, Whoa!



Diving Into the Numbers, 5 Insights About Pickleball

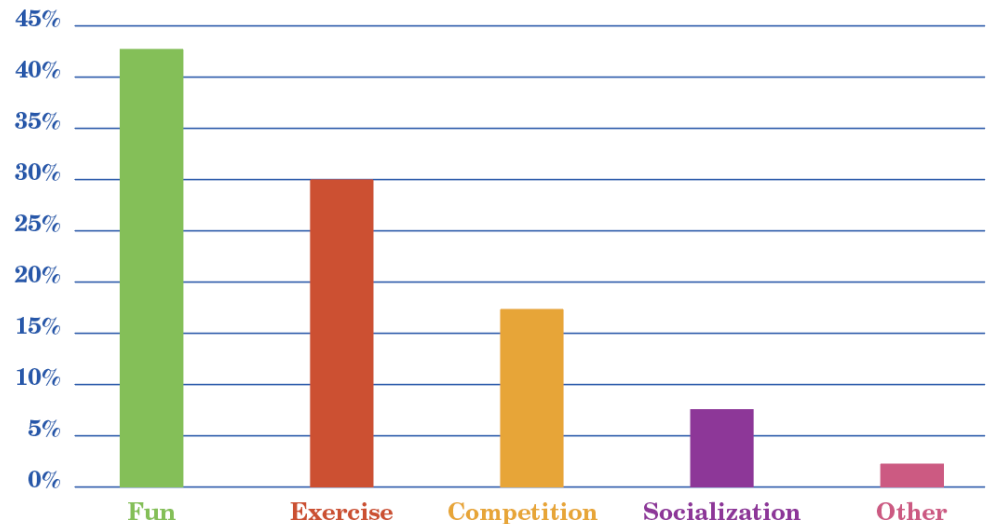


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Fun From Day One

PICKLEBALL'S SUPER POWER IS THAT IT'S SIMPLY FUN

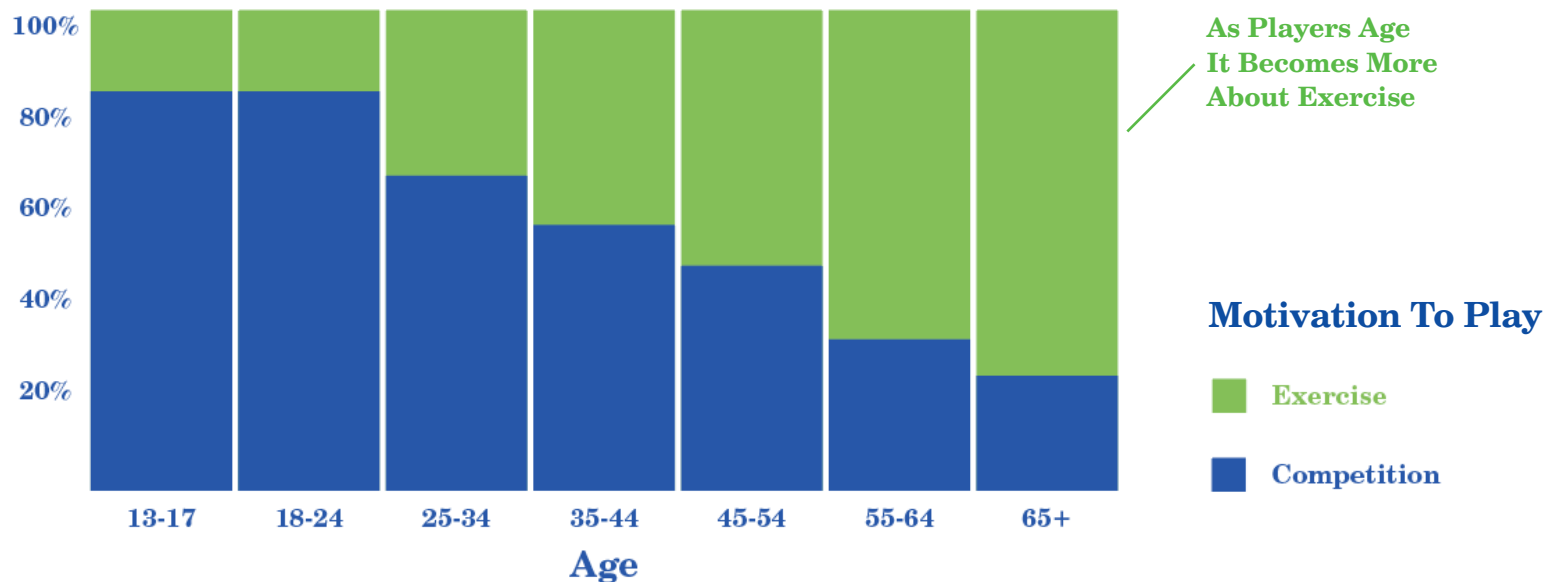
This may not seem like a surprising discovery, but it is when you compare it to other forms of exercise. It isn't hard to get people motivated to play pickleball like it may be to get someone to run three miles or swim laps in the pool. This fun aspect reduces the barrier to entry for new players to join the game, while enabling the other drivers like socialization, competition, and socialization to be fully experienced.



Older Players Value The Exercise

THE PRIMARY MOTIVATION TO PLAY SHIFTS AS PLAYERS AGE

Fun is the dominant driver of play across all ages, but as players age exercise becomes increasingly more important as the reason to hit the court, while competition lessens. Exercise never quite reaches the high response level of fun, but it does get close in the 65+ age grouping (41% vs. 38%).



Players Are Going To Play

PICKLEBALL PLAYERS GET CREATIVE WITH WHERE THEY PLAY

While a regulation pickleball court is by far the preference, respondents noted that they will ultimately get creative and find out how to get a game of pickleball in, regardless of the court situation.



86%
Pickleball
Specific Court



32%
Tennis
Court



7%
Home /
Driveway



2%
Gym/
Rec Center

Other Responses

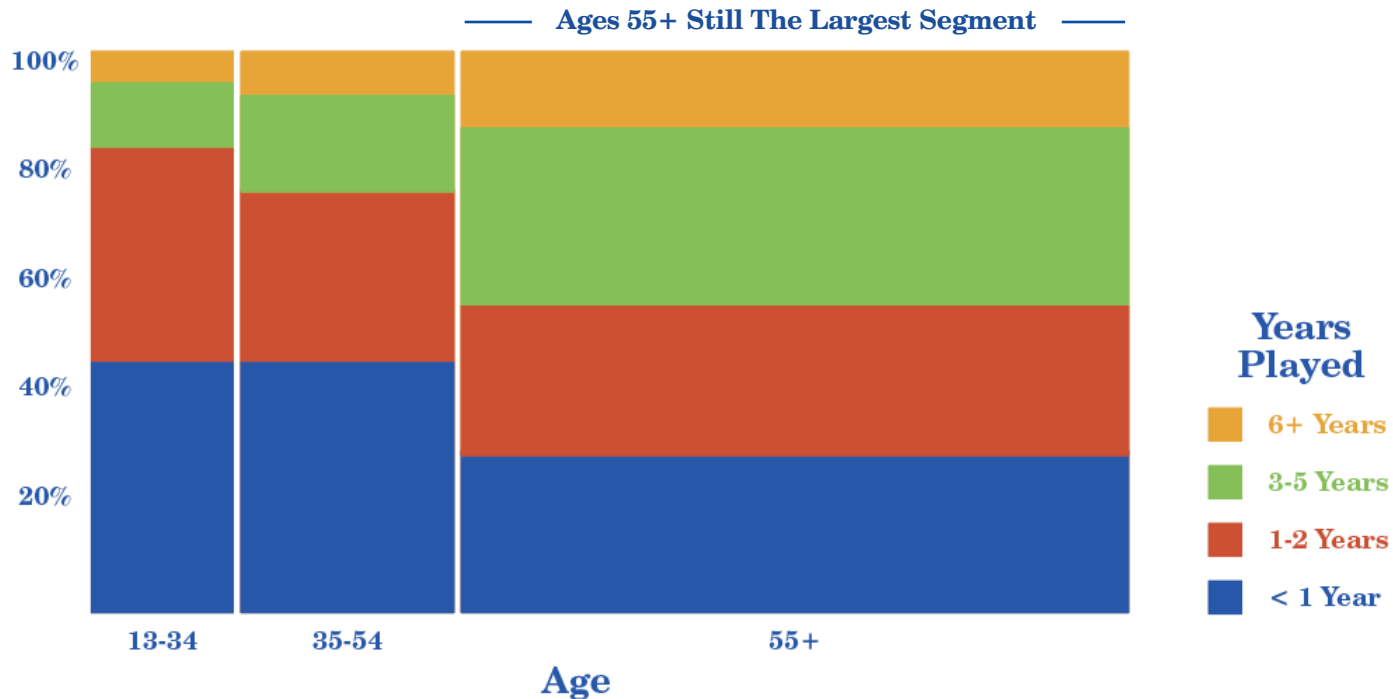
Park
Church
Hockey Rink
Badminton Court
Against A Wall
Street
Basketball Court



Everyone Is Playing Pickleball, Everyone

BUT THE AGE GROUP OF 55+ ADDED THE MOST NEW PLAYERS IN THE PAST 2 YEARS

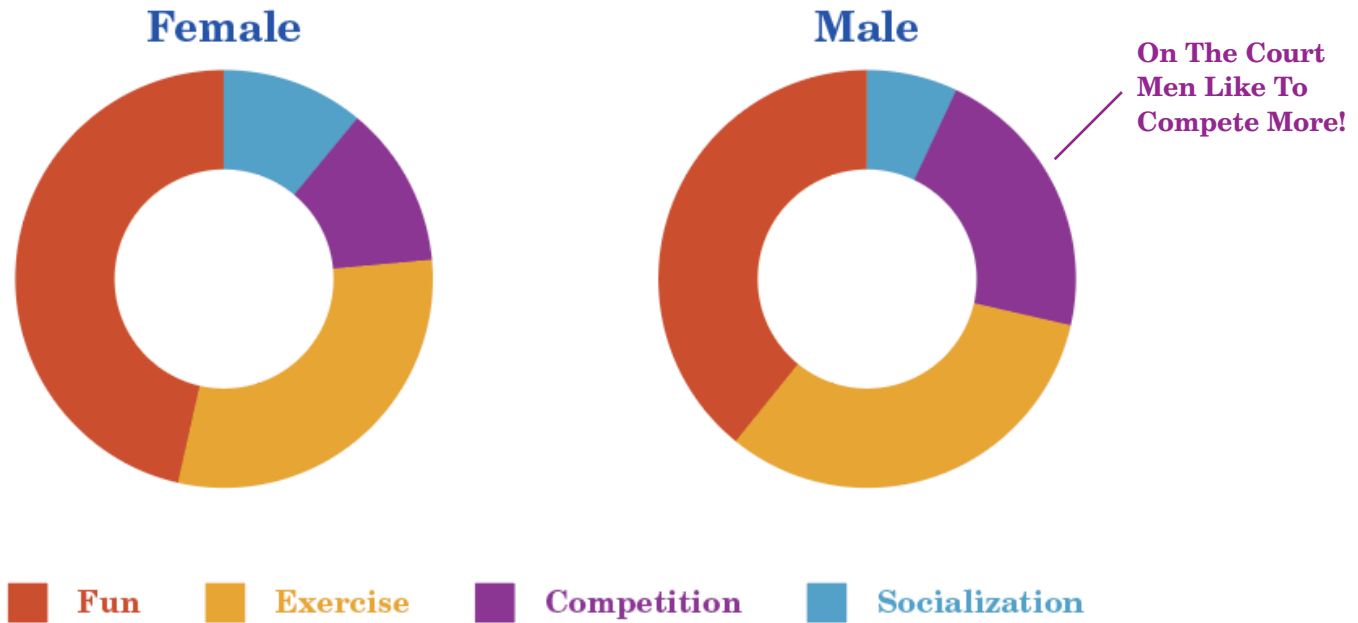
Younger players are flocking to the sport, older players are flocking to the sport. But while respondents show pickleball is trending younger percentage wise, in absolute numbers the older demographic of 55+ continues to be the core of the sport and will continue to be for the foreseeable future.



Girls Just Want To Have Fun

WOMEN LIKE TO PLAY FOR FUN, MEN LIKE TO COMPETE

Women respondents are unwavering when it comes to playing for the sole reason of fun. Their male counterparts, however, like the competitive aspect of the sport, with most taking it more seriously. Plus, the more men play the more seriously they take it and competitive play becomes a large driver for players who have been playing 3+ years.



Key Takeaways & Opportunities



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Pickleball, the Cure to Obesity?

U.S. OBESITY PREVALENCE INCREASED FROM 30.5% TO 41.9% FROM 1999-2020*

People make time to do the things they want to do. And pickleball isn't something that's hard to get people motivated to do. Pickleball is perceived as completely "fun", and not a chore or a painful workout, across all ages and genders.

Opportunity: Ride the "fun" perception of the sport. A strategy combining educational services dedicated to the fight and partnerships with products and brands to help with the lift, could help lead positive changes.

* Source: <https://www.cdc.gov/obesity/data/adult.html>



Make It Easy To Pickleball Anywhere, Anytime

APPROXIMATELY 66 NEW PLACES TO PLAY POPPED UP EVERY MONTH IN 2021*

Our respondents told us that while an official pickleball court is the preferred location for a game, when it gets down to it, nothing is going to stop someone from playing pickleball if they want to, they will get creative in making a court.

Opportunity: Meet pickleball players wherever and however they may be playing through product innovations and services.

* Source: <https://www.places2play.org>



People Are Strange When You're A Stranger

COMFORT LEVEL OF SPONTANEOUS PLAY SITUATIONS DIFFERS ACROSS GENDERS*

The data shows a difference between our male and female respondents when it comes to comfort level at the court. Men generally appear to show up and are comfortable playing with anyone who's there. We saw some trepidation and discomfort from our female respondents, though, on playing pickleball with strangers already at the court and/or in less structured environments.

Opportunity: Products and services that can easily connect and organize pickleball players to soften the anxiety of playing pickleball with strangers.

* Source: 2022 Pickleball University Participation Study



The Youth Are The Future

YOUNGER AGES ARE FLOCKING TO THE SPORT*

Our report noted that the over 55 crowd is still the core of the sport at this present time, but the younger players are beginning to make an impact. For a sport that has generally been deemed as a “retiree” activity, younger players just don’t seem to care about that perception, probably because it’s too fun to play.

Opportunity: Specifically designed brands and products geared toward the younger demographic to get them into the sport and graduate them up as they age.

* Source: 2022 Pickleball University Participation Study



An aerial, blue-tinted photograph of a pickleball court. Several people are scattered across the court, some standing and some in motion, engaged in a game. The court lines are clearly visible, and the surrounding fence is also visible. The overall scene is active and captures a moment of play.

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Thank You!

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