

The logo consists of the letters 'A', 'P', and 'P' in a bold, italicized, sans-serif font. The letters are light blue and have a slight shadow effect, giving them a three-dimensional appearance. The 'A' is on the left, followed by two 'P's. The background is a dark grey/black gradient.

2023 APP PICKLEBALL PARTICIPATION RESEARCH

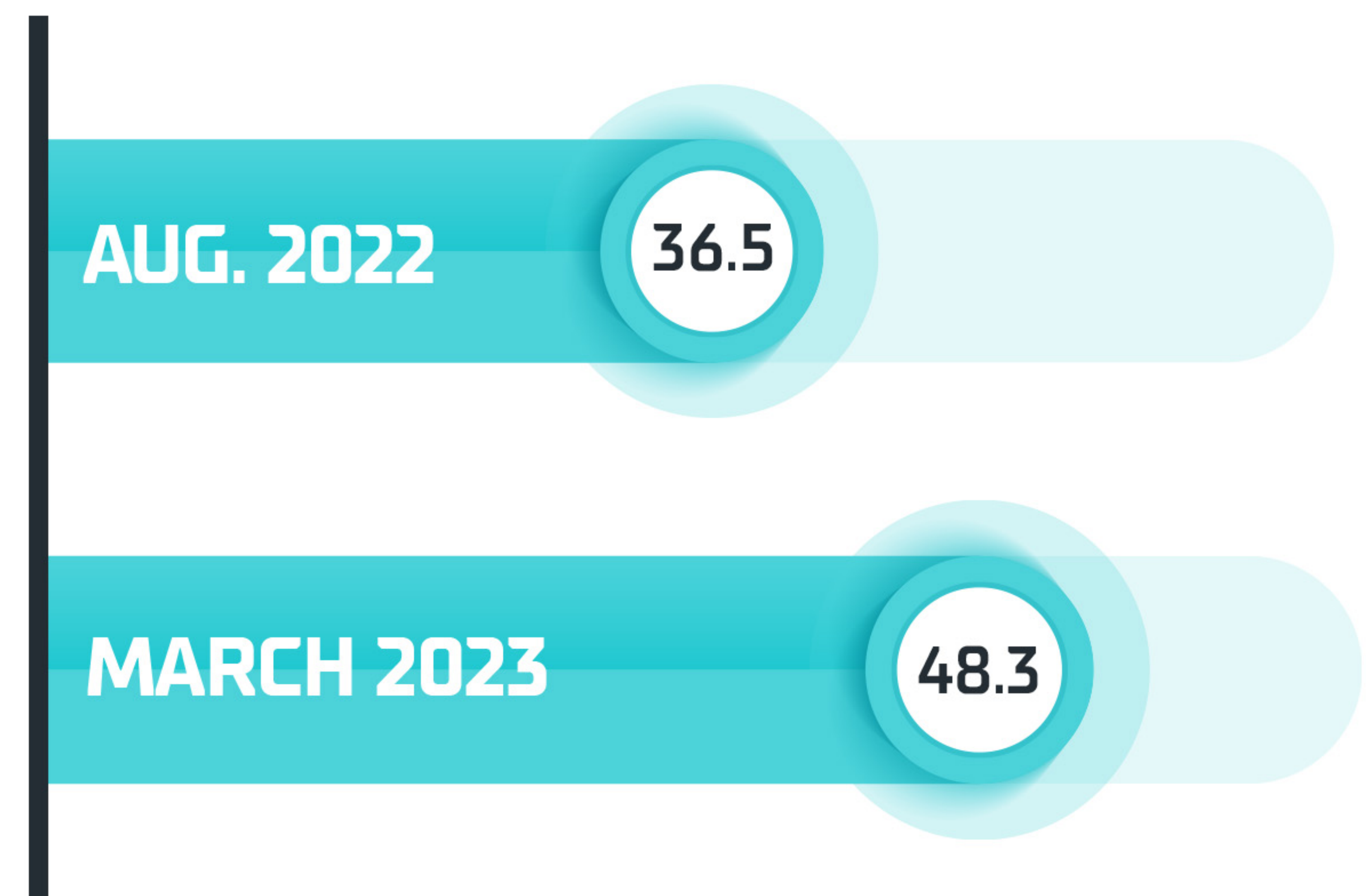
PART TWO – MARCH 2023

48.3

MILLION ADULT AMERICANS

NEARLY 19% OF THE TOTAL ADULT POPULATION HAS PLAYED PICKLEBALL AT LEAST ONCE IN THE PAST 12 MONTHS.

THAT REPRESENTS AN INCREASE OF 35% SINCE AUGUST 2022.



AGE

The average age of avid pickleball players is 34.8 years old, much lower than previously reported or assumed.



40%

of people playing at least once a month are **25-34**

18%

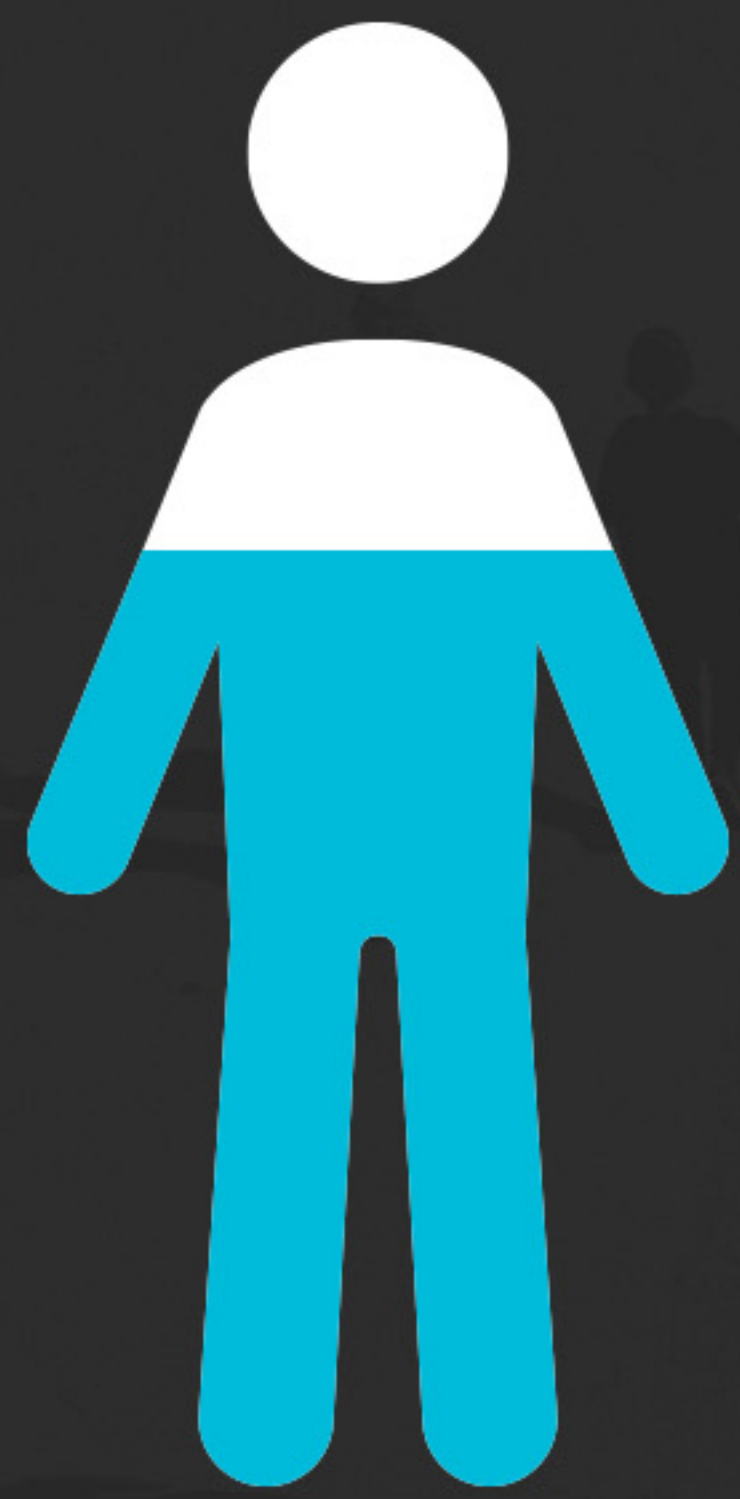
of people playing at least once a month are **18-24**

72%

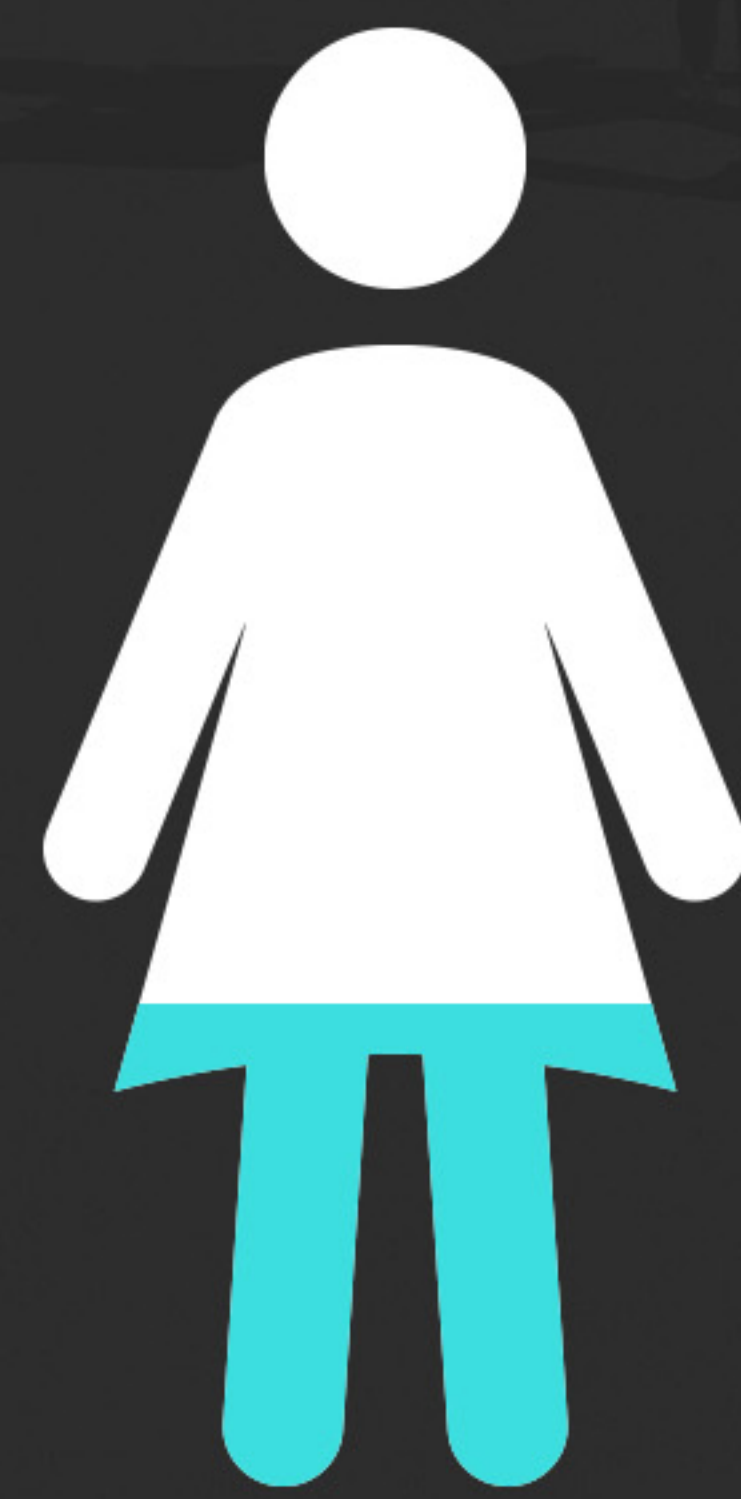
of people playing at least once a month are **18-44**

GENDER

GENDER OF AVID PICKLEBALL PLAYERS (PLAYING AT LEAST ONCE PER MONTH)

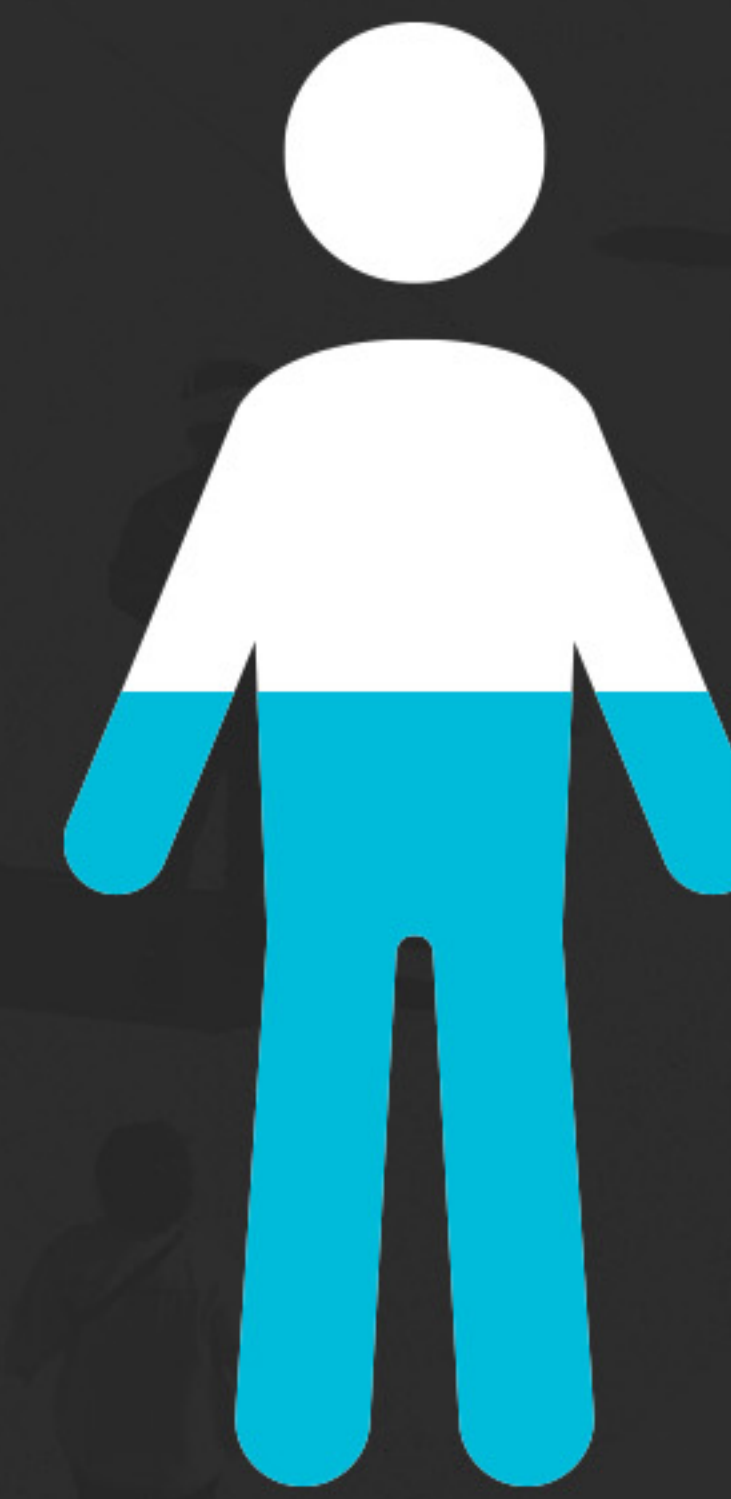


62%
MALE

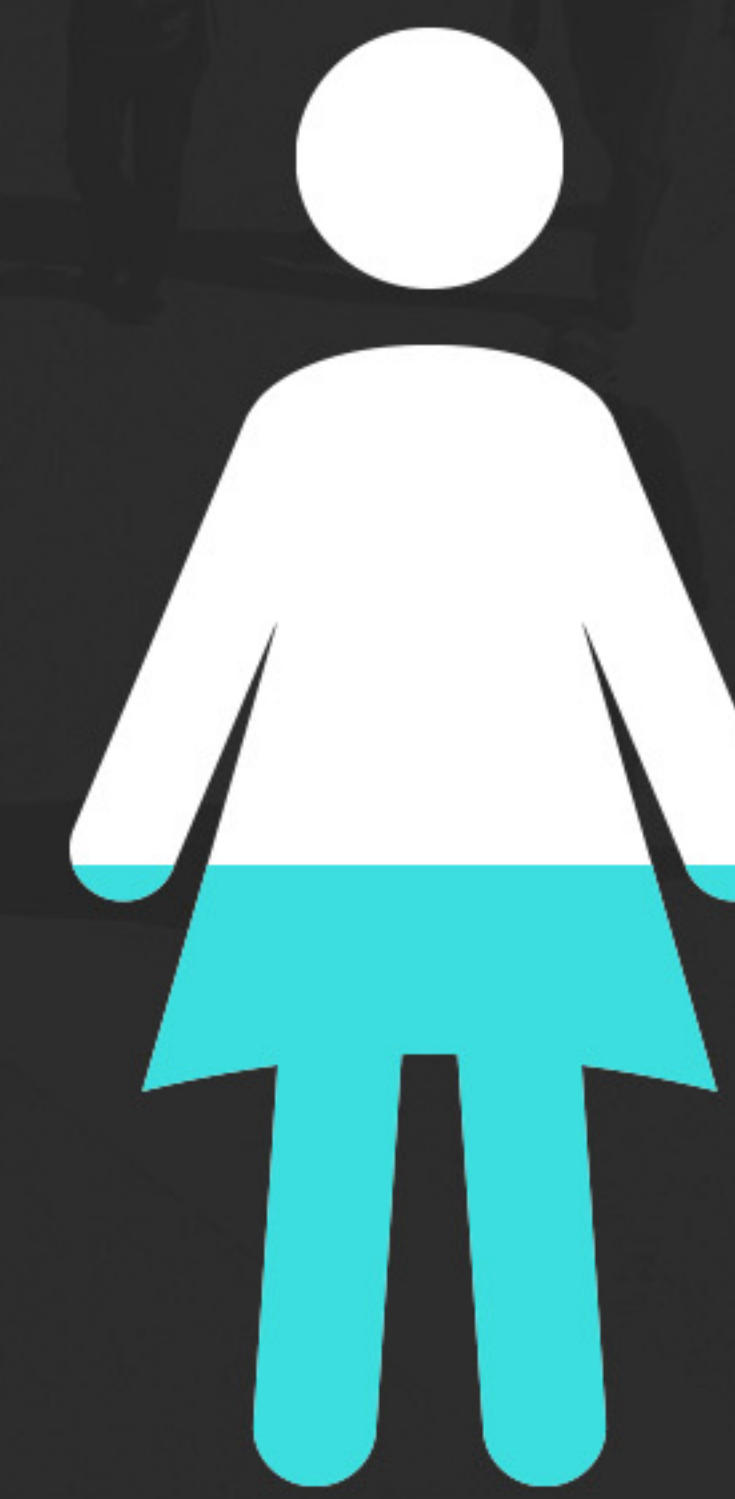


38%
FEMALE

GENDER OF CASUAL PICKLEBALL PLAYERS (PLAYING AT LEAST ONCE IN THE PAST 12 MONTHS)



57%
MALE



43%
FEMALE

WHERE ARE PEOPLE PLAYING?

The top 10 DMAs account for 45% of all pickleball participation;
NY & LA account for more than 21%.

DMA population percentage of players who have played at least once in the past 12 months.

NEW YORK

11.3% | 5.5 million

LOS ANGELES

9.6% | 4.7 million

DALLAS, FORT WORTH

5.2% | 2.5 million

MIAMI, FORT LAUDERDALE

3.1% | 1.5 million

SAN FRANCISCO, OAKLAND, SAN JOSE

2.9% | 1.4 million

WASHINGTON DC

2.9% | 1.4 million

HOUSTON

2.5% | 1.2 million

CHICAGO

2.5% | 1.2 million

ATLANTA

2.3% | 1.1 million

SEATTLE, TACOMA

2.2% | 1.1 million