

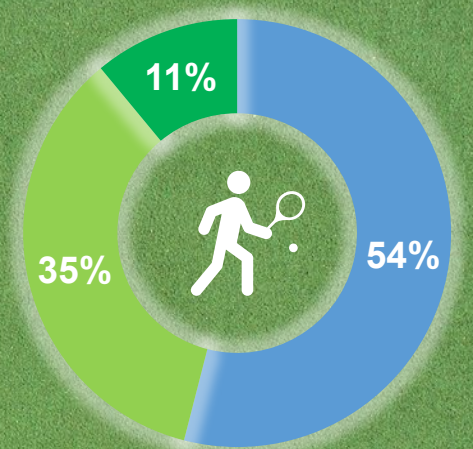
# A Profile of Affluents who play Pickleball

Pickleball is a popular sport that combines elements of tennis, badminton, and table tennis. It is typically played on a court with a net, using a paddle and a plastic ball with holes. Pickleball has gained popularity in recent years, attracting a younger range of players, including affluents who consider themselves to be healthier and prioritize moving their bodies even while traveling.

## 34 years

The median age of Affluents who always incorporate Pickleball into their exercise routine

- 18 to 34 years
- 35 to 54 years
- 55+ years



More than half of these Affluents who play pickleball fall between the ages of 18 to 34

## Health Report Card

**4.6**  
days per week

Affluent Pickleball players rank themselves as highly active with an average of 4.6 days a week of exercise. They make an effort to stay active even while on vacation.

### Overall Health Ranking

\*Top 3 box (8,9,10)



86%

Pickleball Players



61%

Total Affluents



95%

Pickleball Players



74%

Total Affluents

### Importance of Physical Activity on Vacation

\*Top 3 box

66%

Pickleball Players

51%

Total Affluents

"I believe that top-of-the-line hotels are worth paying extra for."

\*Top 2 box

75%

Pickleball Players

49%

Total Affluents

"I am more willing to spend money on leisure activities than I was a year ago."

\*Top 2 box

Marketers should keep in mind affluent players may be attracted to products or services that encourage health and wellness, luxury experiences and high-quality equipment. This includes promoting nutritional supplements and fitness training to players, arranging activities like pickleball exclusive tournaments or retreats at high end resorts, or marketing high quality pickleball paddles, balls and apparel.