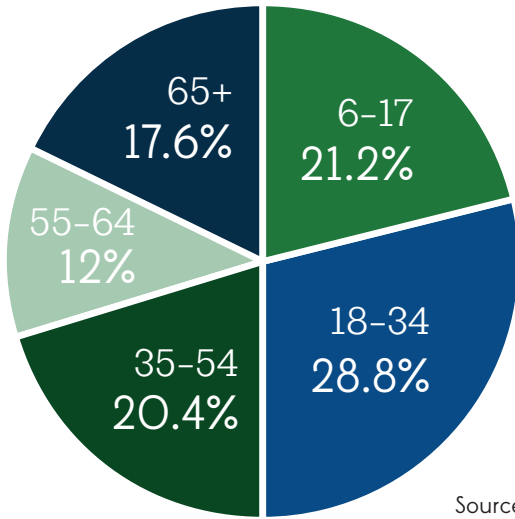


Pickleball

The **fastest growing sport** in the U.S. with almost **5 million** players

Player Demographics, by age

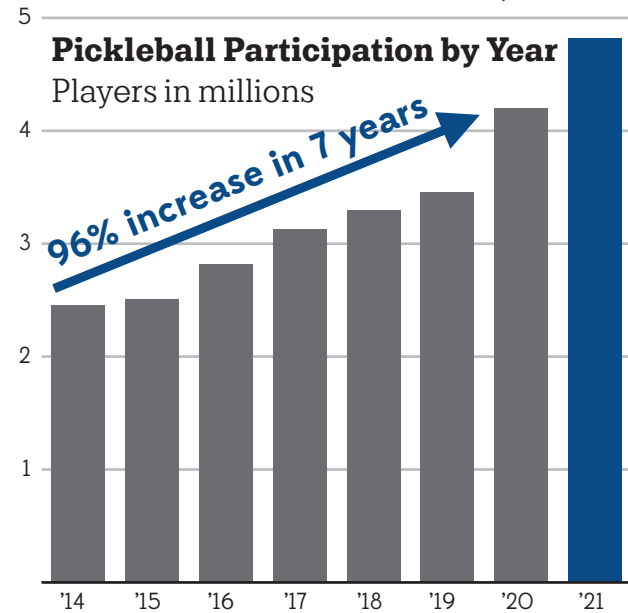


1.4 million players are “core” players, having played ≥ 8 times a year.

52% of core players are 55 years old or older. However, 79% of casual players are under 55.

Source: Sports & Fitness Industry Association

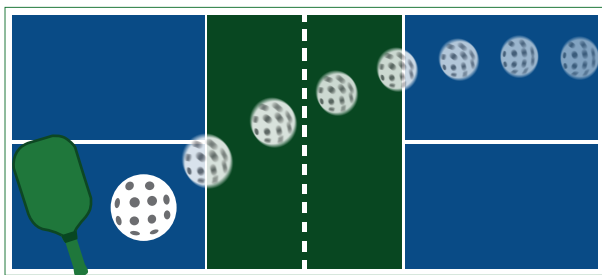
Source: Sports & Fitness Industry Association



How to Play

Pickleball can be played with **singles** or **doubles**. There is a section on each side of the net called the **non-volley zone**, or kitchen, where players cannot hit the ball out of the air. **Points can only be scored by the serving team** when the other team faults. If the serving team faults, the serve goes to the other team. Games are generally played to **11** points.

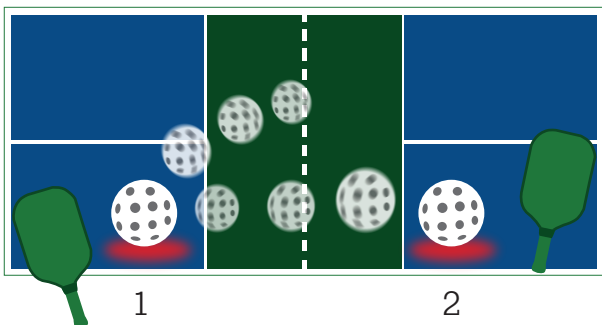
Serving



Servers stand **outside the court**. They serve **underhand**, with the **paddle below waist height**.

On a serve, the ball must land in the **diagonal** court space beyond the kitchen. If a point is scored, the server **switches sides** and serves from the left.

Two-Bounce Rule



After a serve, each side must **let the ball bounce once** before hitting it. After these two bounces, they are allowed to hit the ball with or without it bouncing first.

Popularity Over The Years

- 1965** Game is invented by three dads looking to entertain their families on vacation
- 1972** Pickle-Ball Inc. is founded to make equipment and sell it, largely to schools
- 1975** The “National Observer” publishes an article about pickleball, followed “Tennis” magazine
- 1978** Pickleball is introduced to the Florida Villages, becomes popular across retirement communities
- 1984** U.S.A Pickleball Association is founded, hosts tournaments around Washington
- 2002** The Florida Villages hosts the first national championship
- 2008** ABC’s “Good Morning America” airs a segment about and demonstration of the game
- 2020** During the pandemic, over a million Americans begin playing

Source: USA Pickleball

Source: The New Yorker’s Sarah Larson and USA Pickleball