

YouGov Survey: Pickleball



Sample 1007 U.S. Adult Citizens
Conducted March 12 - 15, 2024
Margin of Error $\pm 4.2\%$

1. How much do you know about the sport of pickleball?

A lot	5%
A little	40%
Nothing at all	56%

2. Have you ever played pickleball?

Yes	11%
No	87%
Not sure	3%

3. Would you be interested in trying pickleball?

Among people who haven't played pickleball or are not sure if they've played

Yes	28%
No	50%
Not sure	22%

Interviewing Dates

March 12 - 15, 2024

Target population

U.S. citizens, aged 18 and over.

Sampling method

Respondents were selected from YouGov's opt-in Internet panel using sample matching. A random sample (stratified by gender, age, race, education, geographic region, and voter registration) was selected from the 2019 American Community Survey.

Weighting

The sample was weighted according to gender, age, race, education, 2020 election turnout and Presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. Baseline party identification is the respondent's most recent answer given prior to November 1, 2022, and is weighted to the estimated distribution at that time (33% Democratic, 31% Republican). The weights range from 0.051 to 6.558, with a mean of one and a standard deviation of 0.934.

Number of respondents

1007

Margin of error

$\pm 4.2\%$ (adjusted for weighting)

Survey mode

Web-based interviews

Questions not reported

62 questions not reported.

YouGov Survey: Pickleball

March 12 - 15, 2024 - 1007 U.S. adult citizens



1. Know About Pickleball

How much do you know about the sport of pickleball?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
A lot	5%	6%	3%	7%	9%	2%	1%	5%	5%	3%	*
A little	40%	44%	36%	46%	40%	36%	39%	39%	34%	45%	*
Nothing at all	56%	49%	61%	47%	51%	62%	60%	56%	62%	53%	*
Totals	101%	99%	100%	100%	100%	100%	100%	100%	101%	101%	*
Unweighted N	(1,006)	(456)	(550)	(125)	(179)	(379)	(323)	(673)	(129)	(124)	(80)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
A lot	5%	7%	4%	3%	7%	4%	2%	5%	12%	8%	4%	3%	5%
A little	40%	45%	37%	39%	46%	45%	30%	48%	53%	46%	38%	37%	42%
Nothing at all	56%	49%	60%	58%	48%	51%	68%	47%	35%	47%	57%	60%	53%
Totals	101%	101%	101%	100%	101%	100%	100%	100%	100%	101%	99%	100%	100%
Unweighted N	(1,006)	(351)	(361)	(294)	(367)	(364)	(434)	(264)	(202)	(178)	(214)	(381)	(233)

YouGov Survey: Pickleball

March 12 - 15, 2024 - 1007 U.S. adult citizens



2. Played Pickleball

Have you ever played pickleball?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	11%	14%	8%	12%	22%	6%	4%	12%	9%	8%	*
No	87%	82%	91%	83%	75%	93%	95%	85%	88%	90%	*
Not sure	3%	4%	1%	5%	4%	1%	1%	3%	3%	2%	*
Totals	101%	100%	100%	100%	101%	100%	100%	100%	100%	100%	*
Unweighted N	(1,005)	(456)	(549)	(125)	(179)	(378)	(323)	(674)	(129)	(123)	(79)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	11%	12%	10%	9%	15%	11%	4%	11%	26%	16%	15%	6%	10%
No	87%	84%	88%	89%	84%	87%	94%	87%	72%	82%	83%	93%	84%
Not sure	3%	3%	2%	2%	1%	2%	2%	2%	2%	1%	2%	1%	6%
Totals	101%	99%	100%	100%	100%	100%	100%	100%	100%	99%	100%	100%	100%
Unweighted N	(1,005)	(350)	(361)	(294)	(366)	(365)	(434)	(263)	(202)	(178)	(213)	(381)	(233)

YouGov Survey: Pickleball
 March 12 - 15, 2024 - 1007 U.S. adult citizens



3. Interested in Playing Pickleball

Would you be interested in trying pickleball?

Among people who haven't played pickleball or are not sure if they've played

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	28%	33%	25%	*	37%	26%	15%	26%	30%	34%	*
No	50%	46%	53%	*	38%	52%	68%	52%	47%	36%	*
Not sure	22%	22%	22%	*	25%	22%	17%	22%	24%	30%	*
Totals	100%	101%	100%	*	100%	100%	100%	100%	101%	100%	*
Unweighted N	(908)	(396)	(512)	(99)	(144)	(356)	(309)	(606)	(117)	(110)	(75)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	28%	28%	27%	31%	31%	29%	29%	31%	25%	26%	30%	29%	27%
No	50%	52%	45%	51%	46%	50%	49%	45%	56%	55%	45%	49%	52%
Not sure	22%	20%	28%	17%	23%	21%	23%	24%	19%	19%	25%	22%	21%
Totals	100%	100%	100%	99%	100%	100%	101%	100%	100%	100%	100%	100%	100%
Unweighted N	(908)	(312)	(327)	(269)	(327)	(332)	(415)	(237)	(156)	(154)	(191)	(352)	(211)

YouGov Survey: Pickleball

March 12 - 15, 2024 - 1007 U.S. adult citizens



Interviewing Dates	March 12 - 15, 2024
Target population	U.S. citizens, aged 18 and over.
Sampling method	Respondents were selected from YouGov's opt-in Internet panel using sample matching. A random sample (stratified by gender, age, race, education, geographic region, and voter registration) was selected from the 2019 American Community Survey.
Weighting	The sample was weighted according to gender, age, race, education, 2020 election turnout and Presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. Baseline party identification is the respondent's most recent answer given prior to November 1, 2022, and is weighted to the estimated distribution at that time (33% Democratic, 31% Republican). The weights range from 0.051 to 6.558, with a mean of one and a standard deviation of 0.934.
Number of respondents	1007
Margin of error	± 4.2% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	62 questions not reported.