

41%

of participants who are very familiar with pickleball visit parks.

48%

of participants who are somewhat/not familiar with pickleball visit pharmacies.

20%

of participants who are very familiar with pickleball live in an apartment or condo.

HEALTHIER LIVES WITH

PICKLEBALL:

NEW INSIGHTS FROM SURVEY DATA

As health trends evolve, so do the ways we embrace healthier lifestyles. The Pickleball craze is reshaping how we approach healthy living and enthusiasts are flocking to parks, gyms and communities to engage.

We wanted to learn more about consumers who are familiar with Pickleball and those who weren't so we combined survey and behavior data to discover if there was a link between the two groups.

48%

of participants who are very familiar with pickleball spend more time at a gym than those not as familiar with pickleball.

NEED RESEARCH?

Contact us now: solutions@mfour.com or call 714-754-1234.
Data witnessed July 2023.

LEARN MORE

mfour