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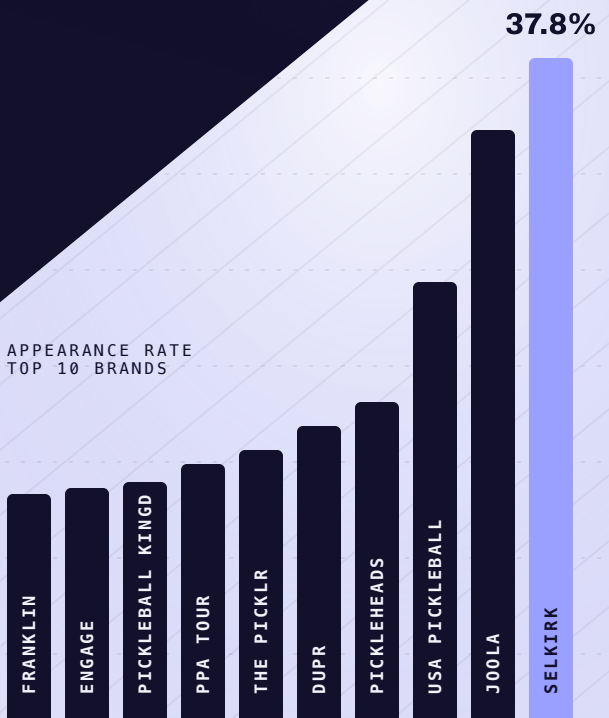
PICKLEBALL BRANDS INDEX 2.0

Which pickleball brands AI engines name
288 AI answers · November 2 to 3, 2026

Measured :
November 2 to 3, 2026
24 questions × 3 runs · 288 AI answers

Engines :
ChatGPT · Claude · Gemini · Perplexity
plus 34 Google AI Overviews

Prepared by :
5W Public Relations
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AT A GLANCE

Selkirk and JOOLA lead. Too close to separate.

Selkirk: 109/288 (37.8%; 95% interval 32.4–43.6%). JOOLA: 97/288 (33.7%; 95% interval 28.5–39.3%). Their 95% intervals overlap; neither can be called the sole leader.

> Version 2. This version replaces the first version of this study, first published May 16, 2026. It uses measured counts, so the two versions are not comparable.

288
AI answers analyzed across ChatGPT, Claude, Gemini and Perplexity

37.8%
of answers named Selkirk, the most-named (109 of 288)

32
tracked brands named at least once (of 34)

65.4%
of Google searches showed an AI Overview (34 of 52)

INSIDE THIS REPORT

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KEY FINDINGS

01 What the data shows

MEASURED LEADERS

Selkirk and JOOLA

Selkirk and JOOLA lead this measured set. Selkirk: 109/288 (37.8%; 95% interval 32.4–43.6%). JOOLA: 97/288 (33.7%; 95% interval 28.5–39.3%). Their 95% intervals overlap; neither can be called the sole leader.

NAMED FIRST

34/288 (11.8%)

Selkirk was the first brand named in 34 of 288 answers, more than any other tracked brand. Its average first position was 2.5.

CLAUDE SKEW

27/72 (37.5%)

Claude named Pickleheads in 27 of 72 answers. The other engines named it in 6 to 10 of 72.

CLAUDE SKEW

27/72 (37.5%)

Claude named USA Pickleball in 27 of 72 answers. The other engines named it in 12 to 18 of 72.

OWN-SITE CITATIONS

97/288 (33.7%)

Pickleheads' own domains were cited in 97 of 288 grounded answers, more than any other tracked brand. Pickleball Central followed at 70 of 288. 7 of 34 tracked brands had 0 of 288, and 1 had no tracked own site.

AIO TRIGGER

34/52 (65.4%)

Google AI Overviews appeared on 34 of 52 searches (CI 51.8–76.8%). On the other 18, no overview was shown.

AIO LEADER

10/34 (29.4%)

Selkirk was the brand named most often in AI Overviews, at 10 of 34, followed by JOOLA at 10 of 34 (29.4%). In the four-engine set, Selkirk was named in 109 of 288 answers (37.8%).

TOP DOMAIN

97/288 (33.7%)

pickleheads.com was cited in 97 of 288 grounded four-engine answers, with 112 of 2,325 citations (4.8%). pickleball.com came second with 101 citations in 60 answers (20.8%).

02 THE LEADERBOARD

Which brands AI engines name

Appearance rate across 288 four-engine answers. The bar is the 95% confidence interval; overlapping bars cannot be told apart at this sample size.

	BRAND	RATE	NAMED IN
1	Selkirk	37.8%	109/288
2	JOOLA	33.7%	97/288
3	USA Pickleball	25.0%	72/288
4	Pickleheads	18.1%	52/288
5	DUPR	16.7%	48/288
6	The Picklr	15.3%	44/288
7	PPA Tour	14.6%	42/288
8	Pickleball Kingdom	13.5%	39/288
9	Engage	13.2%	38/288
10	Franklin	12.8%	37/288
11	Paddletek	12.5%	36/288
12	Major League Pickleball	11.8%	34/288
13	Pickleball Central	10.8%	31/288
14	Onix	10.4%	30/288
15	Vatic Pro	10.4%	30/288

02 THE LEADERBOARD

The full list

Own-domain citation is the share of 288 grounded answers that cited the tracked name's own domains (subdomains included). Citation share is of all 2,325 citations.

#	BRAND	NAMED IN	APPEARANCE RATE	95% INTERVAL	FIRST MENTION	OWN-DOMAIN CITATION	CITATION SHARE
1	Selkirk	109/288	37.8%	32.4–43.6%	2.5	6.6% (19/288)	0.8%
2	JOOLA	97/288	33.7%	28.5–39.3%	3	4.2% (12/288)	0.6%
3	USA Pickleball	72/288	25%	20.4–30.3%	2.4	13.2% (38/288)	4.3%
4	Pickleheads	52/288	18.1%	14–22.9%	1.9	33.7% (97/288)	4.8%
5	DUPR	48/288	16.7%	12.8–21.4%	1.8	8% (23/288)	2.6%
6	The Picklr	44/288	15.3%	11.6–19.9%	1.8	5.9% (17/288)	0.7%
7	PPA Tour	42/288	14.6%	11–19.1%	1.6	8% (23/288)	1.6%
8	Pickleball Kingdom	39/288	13.5%	10.1–18%	1.9	1% (3/288)	0.4%
9	Engage	38/288	13.2%	9.8–17.6%	3.6	0.7% (2/288)	0.1%
10	Franklin	37/288	12.8%	9.5–17.2%	3.8	1.4% (4/288)	0.2%
11	Paddletek	36/288	12.5%	9.2–16.8%	3.5	0.3% (1/288)	0%
12	Major League Pickleball	34/288	11.8%	8.6–16%	2.6	2.4% (7/288)	0.3%
13	Pickleball Central	31/288	10.8%	7.7–14.9%	1.4	24.3% (70/288)	3.1%
14	Onix	30/288	10.4%	7.4–14.5%	3.1	4.5% (13/288)	0.6%
15	Vatic Pro	30/288	10.4%	7.4–14.5%	3.4	0% (0/288)	0%
16	Six Zero	29/288	10.1%	7.1–14.1%	3.5	0% (0/288)	0%
17	Amazon	26/288	9%	6.2–12.9%	4.1	2.1% (6/288)	0.3%
18	APP Tour	23/288	8%	5.4–11.7%	2.7	2.4% (7/288)	0.3%
19	Gearbox	22/288	7.6%	5.1–11.3%	4	2.8% (8/288)	0.3%
20	Dick's Sporting Goods	19/288	6.6%	4.3–10.1%	3.6	4.2% (12/288)	0.6%
21	ProKennex	19/288	6.6%	4.3–10.1%	3.5	0.7% (2/288)	0.1%
22	Ace Pickleball Club	18/288	6.3%	4–9.7%	2.5	0.7% (2/288)	0.1%
23	CRBN	17/288	5.9%	3.7–9.2%	4	1% (3/288)	0.1%
24	Life Time Pickleball	16/288	5.6%	3.4–8.8%	2.5	3.1% (9/288)	0.4%
25	Head	14/288	4.9%	2.9–8%	5.7	0% (0/288)	0%
26	ASICS	12/288	4.2%	2.4–7.1%	4.7	0.3% (1/288)	0%
27	Skechers	11/288	3.8%	2.1–6.7%	3.7	0% (0/288)	0%
28	Chicken N Pickle	10/288	3.5%	1.9–6.3%	3.8	1.4% (4/288)	0.2%

02 THE LEADERBOARD

The full list (continued)

None means no own site is tracked for that name.

#	BRAND	NAMED IN	APPEARANCE RATE	95% INTERVAL	FIRST MENTION	OWN-DOMAIN CITATION	CITATION SHARE
29	K-Swiss	10/288	3.5%	1.9–6.3%	1	0% (0/288)	0%
30	Babolat	7/288	2.4%	1.2–4.9%	4.1	0% (0/288)	0%
31	Gamma	7/288	2.4%	1.2–4.9%	5.4	0.3% (1/288)	0%
32	Stack Athletics	7/288	2.4%	1.2–4.9%	3.4	0% (0/288)	0%
33	Nike Pickleball	0/288	0%	0–1.3%	–	None	None
34	The Dink	0/288	0%	0–1.3%	–	8.3% (24/288)	1%

PROFILES

03 The top eight, side by side

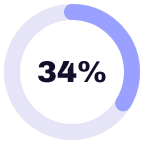


RANK 1

Selkirk

109/288 answers · 95% CI 32.4–43.6%

2.5	6.6%	0.8%
first-mention position	owned-domain citation (19/288)	citation share



RANK 2

JOOLA

97/288 answers · 95% CI 28.5–39.3%

3	4.2%	0.6%
first-mention position	owned-domain citation (12/288)	citation share

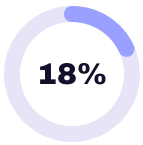


RANK 3

USA Pickleball

72/288 answers · 95% CI 20.4–30.3%

2.4	13.2%	4.3%
first-mention position	owned-domain citation (38/288)	citation share

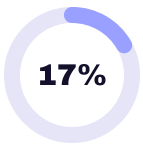


RANK 4

Pickleheads

52/288 answers · 95% CI 14–22.9%

1.9	33.7%	4.8%
first-mention position	owned-domain citation (97/288)	citation share

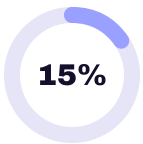


RANK 5

DUPR

48/288 answers · 95% CI 12.8–21.4%

1.8	8%	2.6%
first-mention position	owned-domain citation (23/288)	citation share

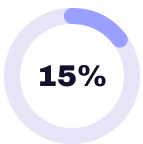


RANK 6

The Picklr

44/288 answers · 95% CI 11.6–19.9%

1.8	5.9%	0.7%
first-mention position	owned-domain citation (17/288)	citation share

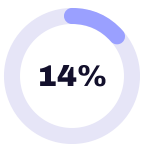


RANK 7

PPA Tour

42/288 answers · 95% CI 11–19.1%

1.6	8%	1.6%
first-mention position	owned-domain citation (23/288)	citation share



RANK 8

Pickleball Kingdom

39/288 answers · 95% CI 10.1–18%

1.9	1%	0.4%
first-mention position	owned-domain citation (3/288)	citation share

04

HOW THE ENGINES DIFFER

Same questions, different answers

Claude named Pickleheads in 27 of 72 answers. The other engines named it in 6 to 10 of 72. Claude named USA Pickleball in 27 of 72 answers. The other engines named it in 12 to 18 of 72.

ChatGPT

72 ASKED | 72 RETURNED | 72 GROUNDED

Selkirk	**37.5%**
JOOLA	**25%**
Engage	**25%**
Paddletek	**22.2%**
USA Pickleball	**20.8%**
Onix	**18.1%**

Claude

72 ASKED | 72 RETURNED | 72 GROUNDED

USA Pickleball	**37.5%**
Pickleheads	**37.5%**
JOOLA	**34.7%**
Selkirk	**31.9%**
DUPR	**22.2%**
PPA Tour	**22.2%**

Gemini

72 ASKED | 72 RETURNED | 72 GROUNDED

Selkirk	**45.8%**
JOOLA	**40.3%**
USA Pickleball	**25%**
The Picklr	**16.7%**
Pickleball Kingdom	**16.7%**
Vatic Pro	**16.7%**

Perplexity

72 ASKED | 72 RETURNED | 72 GROUNDED

Selkirk	**36.1%**
JOOLA	**34.7%**
USA Pickleball	**16.7%**
The Picklr	**16.7%**
Paddletek	**13.9%**
DUPR	**12.5%**

GOOGLE AI OVERVIEWS

05 The fifth engine

Google AI Overviews were captured through 52 U.S. desktop searches and scored only where an overview appeared, so five-engine figures use 288 + 34 = 322 answers.



TRIGGER RATE

Google AI Overviews appeared on 34 of 52 searches (65.4%, CI 51.8–76.8%). The other 18 searches showed no overview. Within the 34 overviews, Selkirk was named in 10 (29.4%), JOOLA was named in 10 (29.4%), DUPR was named in 7 (20.6%), USA Pickleball was named in 5 (14.7%). youtube.com was the most-cited source, with 44 citations and an appearance in 23 of 34 overviews.

FIVE-ENGINE RANK (FOUR-ENGINE RANK IN ARROWS)

1	Selkirk	37.0%	=
2	JOOLA	33.2%	=
3	USA Pickleball	23.9%	=
4	Pickleheads	17.1%	=
5	DUPR	17.1%	=
6	The Picklr	14.9%	=
7	PPA Tour	14.6%	=
8	Pickleball Kingdom	13.4%	=
9	Franklin	12.4%	▲ 1
10	Engage	12.1%	▼ 1

LEADERS BY QUESTION

06 Who each question surfaces first

Six questions from the set. Each tile uses that question's own four-engine answers as the denominator.

Q01 · 12 ANSWERS

Onix 66.7%

TIED WITH SELKIRK, VATIC PRO

Selkirk	66.7%
Vatic Pro	66.7%

AI Overview shown on 2 of 3 searches

Q02 · 12 ANSWERS

Selkirk 83.3%

Six Zero	75%
Vatic Pro	50%

AI Overview shown on 2 of 3 searches

Q03 · 12 ANSWERS

Selkirk 100%

TIED WITH JOOLA

JOOLA	100%

AI Overview shown on 3 of 3 searches

Q04 · 12 ANSWERS

JOOLA 100%

PPA Tour	33.3%
Franklin	25%

AI Overview shown on 3 of 3 searches

Q05 · 12 ANSWERS

ASICS 100%

Skechers	91.7%
K-Swiss	83.3%

AI Overview shown on 0 of 3 searches

Q06 · 12 ANSWERS

USA Pickleball 100%

JOOLA	83.3%
Selkirk	75%

AI Overview shown on 0 of 1 searches

07

WHO THE ENGINES CITE

Most-cited domains

The four engines produced 2,325 citations in total. pickleheads.com was cited most often, with 112 citations (4.8%) across 97 answers. Next came pickleball.com (101), apps.apple.com (83), pickleballcentral.com (71), reddit.com (62), usapickleball.org (62).

FOUR AI ENGINES · SHARE OF 288 GROUNDED ANSWERS

pickleheads.com	**33.7%**
pickleballcentral.com	**24.3%**
pickleball.com	**20.8%**
reddit.com	**18.4%**
forwrd.co	**14.6%**
usapickleball.org	**11.1%**
bestpicklepad.com	**10.4%**
apps.apple.com	**9.4%**
pickleballpaddlelab.com	**8.7%**
youtube.com	**8.7%**

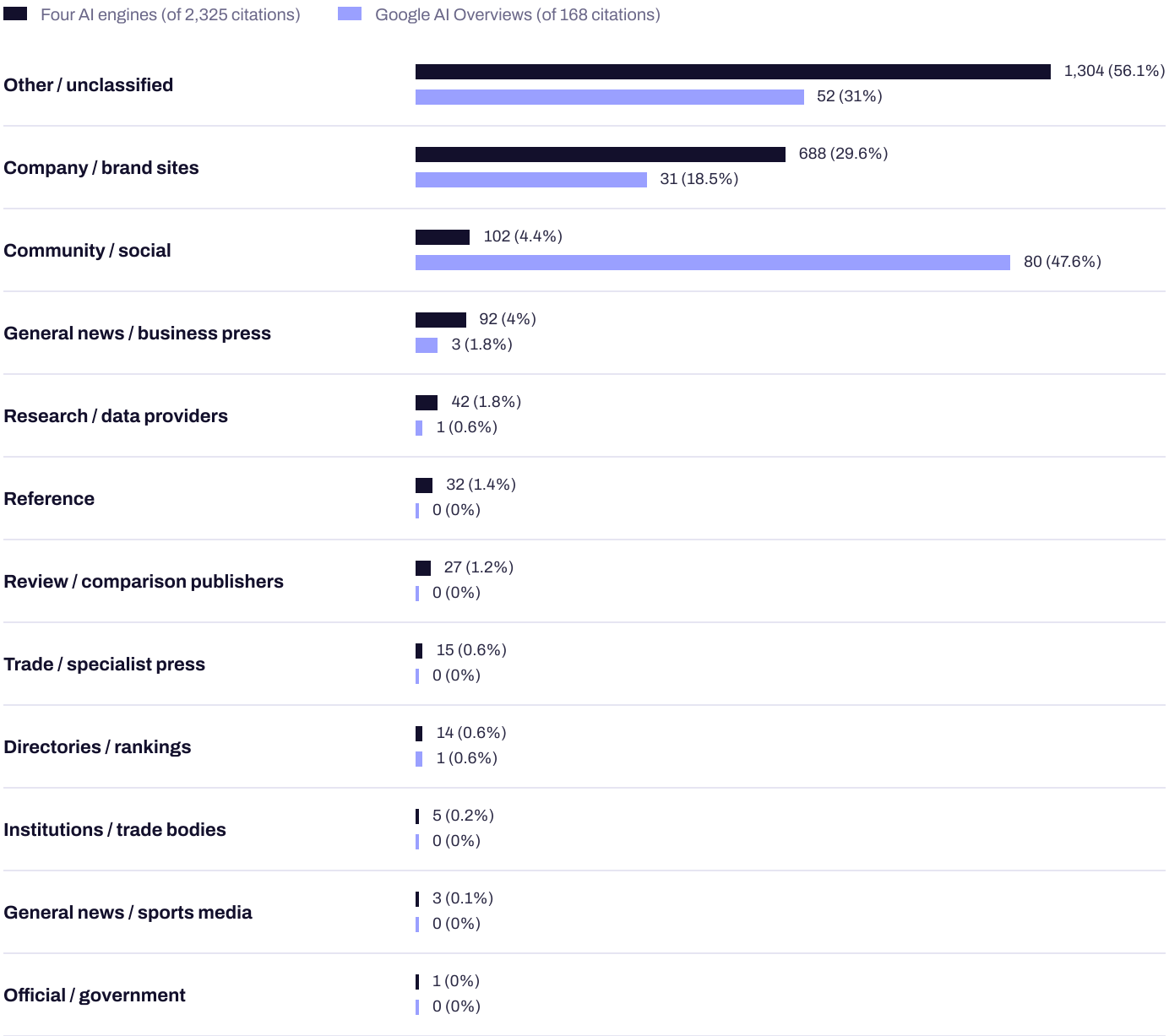
GOOGLE AI OVERVIEWS · SHARE OF 34 OVERVIEWS

youtube.com	**67.6%**
reddit.com	**32.4%**
facebook.com	**23.5%**
pickleballcentral.com	**23.5%**
pickleballeffect.com	**11.8%**
instagram.com	**8.8%**
pickleball.com	**8.8%**
dupr.com	**8.8%**
get2eleven.com	**8.8%**
joola.com	**8.8%**

WHO THE ENGINES CITE

07 Citation share by source type

Share of all citations by the type of site cited.



08

WHAT THE DATA SUGGESTS

How can brands improve their AI visibility?

These steps follow from the measured results above. They describe what the engines cited in this study and are not a guarantee of results.

STEP	WHAT THIS STUDY MEASURED
Put your facts on your own domain.	Pickleheads' own domains were cited in 33.7% of grounded answers, Pickleball Central's in 24.3% and USA Pickleball's in 13.2%. Pickleheads was named in only 18.1% of answers, yet its own domains were cited in 33.7%.
Keep your facts accurate on the sites engines cite.	The most-cited sites other than the tracked names' own were pickleball.com (in 20.8% of grounded answers), reddit.com (18.4%), forwrd.co (14.6%), bestpicklepad.com (10.4%) and apps.apple.com (9.4%). Community and social supplied 4.4% of citations and general news and business press 4.0%.
Check each engine separately.	Claude named Pickleheads in 37.5% of answers against 8.3% on Perplexity. Claude named USA Pickleball in 37.5% of answers against 16.7% on Perplexity.
Watch names outside the tracked list.	Pickleball Galaxy (17 answers), CourtReserve (14 answers), PlayTime Scheduler (12 answers), Dill Dinkers (11 answers), PickleballTV (10 answers) were named often but were not tracked.
Re-run the same questions every month.	Compare counts and intervals, not ranks. The 24 questions are in the appendix.

QUESTIONS PEOPLE ASK

09 What AI answers

Q1 Which watch brands lead these AI answers?

Selkirk and JOOLA lead this measured set. Selkirk: 109/288 (37.8%; 95% interval 32.4–43.6%). JOOLA: 97/288 (33.7%; 95% interval 28.5–39.3%). Their 95% intervals overlap; neither can be called the sole leader.

Q2 Which brand is named first most often?

Selkirk was the first brand named in 34 of 288 answers, with an average first position of 2.5.

Q3 How often do Google AI Overviews appear for these questions?

An overview appeared on 34 of 52 searches (65.4%, CI 51.8–76.8%). Within those 34 overviews, Selkirk was named most often, in 10 (29.4%).

Q4 Which sources do the engines cite?

Across 2,325 four-engine citations, pickleheads.com was cited most (112 citations, in 97 of 288 grounded answers), followed by pickleball.com (101 citations).

Q5 Do the four engines agree?

Only in part. Claude named Pickleheads in 27 of 72 answers, against 6 to 10 of 72 on the other engines. Claude named USA Pickleball in 27 of 72 answers, against 12 to 18 of 72 on the other engines.

METHODOLOGY

10 How this study was measured

24	×	3	×	4	=	288	+	52
questions		runs each		AI engines		answers		Google searches · 34 AI Overviews

24 questions asked three times on each of ChatGPT, Claude, Gemini and Perplexity, measured November 2 to 3, 2026. United States, English; Google retrieval uses desktop results. Models: gpt-5-mini, claude-sonnet-5-5, gemini-3.6-flash only, sonar-pro. Google AI Overviews come from DataForSEO, not inferred chat answers. Appearance counts returned text, including ungrounded answers; citation rates use grounded answers. Longer overlapping names suppress shorter ones; First mention is the earliest eligible name order. Own-domain rates include declared domains and subdomains; shared parent scopes may count for multiple names and cannot be summed as unique citations.

ENGINE	MODEL IDS CALLED	ASKED	RETURNED	GROUNDED
ChatGPT	gpt-5-mini	72	72	72
Claude	claude-sonnet-5-5	72	72	72
Gemini	gemini-3.6-flash	72	72	72
Perplexity	sonar-pro	72	72	72
Google AI Overviews	DataForSEO Google SERP (live, advanced)	52	34 shown	34

Own-domain citations count a domain plus all its subdomains, with the same rule in every table.

METRIC DEFINITIONS

- Appearance rate: answers naming the tracked name ÷ answers returned, with Wilson 95% intervals.
- First mention: average order in which the tracked name first appears (1 = first).
- Own-domain citation: grounded answers citing the tracked name's domains ÷ grounded answers.
- Citation share: citations to the tracked name's domains ÷ all citations.

LIMITATIONS

- Only 34 tracked brands are ranked; results are not an exhaustive market ranking.
- Only the tracked brands were scored. Untracked names that appeared often were not scored, including Pickleball Galaxy (17 answers), CourtReserve (14 answers), PlayTime Scheduler (12 answers), Dill Dinkers (11 answers), PickleballTV (10 answers).
- 340 of 360 planned results were returned. 20 AI Overview lookups were excluded after at most three total attempts.
- 52 successful Google searches: 34 overviews shown; 18 without an overview. Failures are excluded, not scored as zero.
- All returned chat answers had search sources.
- Questions 3, 6, 9 and 10 name Selkirk, JOOLA, USA Pickleball, Pickleball Kingdom, The Picklr and DUPR, so each of those counts includes up to 12 answers to a question that names it.
- USA Pickleball is the sport's governing body and DUPR is a player rating system; they are tracked in the same list as the paddle and equipment brands.
- Measured across two days, November 2 to 3, 2026.
- Removing 4 Core questions naming tracked subjects leaves 240 eligible answers. The top two are Selkirk (88/240) and JOOLA (75/240); their order does not change.
- Names with no tracked own site are shown as None. Source types use Company / brand sites only for verified official organisations; other unresolved sites are Other / unclassified.
- Wilson 95% intervals are descriptive; overlapping leading intervals do not establish a sole leader. Measurements do not endorse medical, legal, financial or product claims.
- The PPA Tour and Major League Pickleball are part of Pickleball Inc. Major League Pickleball lists 20 teams for its 2026 season. Selkirk announced its Bread & Butter acquisition on May 12, 2026. No current Picklr franchise count is asserted.
- Google Shopping links and Google redirect URLs are not counted as cited sources; original URLs remain in the evidence.

APPENDIX

A The 24 questions

Questions marked "Core question" are the original study questions, asked word for word. The others are added neutral questions.

#	QUESTION	GROUP	SOURCE
01	What is the best pickleball paddle for beginners?	Pickleball Index 2.0	CORE QUESTION
02	What is the best pickleball paddle for control?	Pickleball Index 2.0	CORE QUESTION
03	Selkirk vs JOOLA which is better?	Pickleball Index 2.0	CORE QUESTION
04	What paddle does Ben Johns use?	Pickleball Index 2.0	CORE QUESTION
05	What are the best pickleball shoes?	Pickleball Index 2.0	CORE QUESTION
06	Which pickleball paddles are approved by USA Pickleball?	Pickleball Index 2.0	CORE QUESTION
07	What is the best indoor pickleball club franchise?	Pickleball Index 2.0	CORE QUESTION
08	Is a pickleball club membership worth it?	Pickleball Index 2.0	CORE QUESTION
09	Pickleball Kingdom vs The Picklr?	Pickleball Index 2.0	CORE QUESTION
10	How do I get a DUPR rating?	Pickleball Index 2.0	CORE QUESTION
11	How can I watch pro pickleball?	Pickleball Index 2.0	CORE QUESTION
12	Where can I buy pickleball gear online?	Pickleball Index 2.0	CORE QUESTION
13	What is the best app to find pickleball courts near me?	Pickleball Index 2.0	CORE QUESTION
14	What is the best paddle for tennis elbow?	Pickleball Index 2.0	CORE QUESTION
15	What are the best pickleball paddles for advanced players?	Pickleball Index 2.0	ADDED QUESTION
16	What is the best pickleball paddle for power?	Pickleball Index 2.0	ADDED QUESTION
17	What is the best pickleball apparel brand?	Pickleball Index 2.0	ADDED QUESTION
18	Which indoor pickleball clubs offer beginner lessons alongside memberships?	Pickleball Index 2.0	ADDED QUESTION
19	What are the professional pickleball tours?	Pickleball Index 2.0	ADDED QUESTION
20	Who governs the rules of pickleball in the US?	Pickleball Index 2.0	ADDED QUESTION
21	Which online pickleball retailers offer paddle demo or return programs?	Pickleball Index 2.0	ADDED QUESTION
22	Where can I buy pickleball balls in bulk?	Pickleball Index 2.0	ADDED QUESTION
23	Which pickleball rating apps support tournament result imports?	Pickleball Index 2.0	ADDED QUESTION
24	What is the best app for organizing pickleball games?	Pickleball Index 2.0	ADDED QUESTION

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