



THE
ULTIMATE
BOWLING
EXPERIENCE



2022 USBC OPEN CHAMPIONSHIPS
SURVEY RESULTS

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Overview

In 2017, USBC introduced significant changes to the USBC Open Championships designed to improve the experience and competitive environment of the event. The changes included a new three-division structure designed for better peer-to-peer competition, average requirements and team roster qualifications, along with withholding publication of lane patterns until after the event to improve fairness.

Now that bowlers have experienced the changes at the 2017, 2018, 2019, 2021 and 2022 Open Championships, a survey was conducted to determine whether or not the participants approved of the changes.

USBC gathered 4,641 survey responses from participants at the 2022 USBC Open Championships in Las Vegas. Based on approximately 46,585 total bowlers at the 2022 Open Championships, 4,641 survey respondents and a confidence interval of 95%, this survey has a margin of error of +/- 1.4%.



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Survey Participants

- 76% of those who responded to the survey were competitors and 23% were competitors who captained the team. 1% were coordinators.
- 13% of survey participants came with one team to the Open Championships, 69% traveled with less than five teams, 16% brought five to nine teams and 15% came in with 10 or more teams.
- 11% of respondents said they bowled in their first Open Championships in 2022, 39% have bowled the tournament nine times or less, 24% have bowled in more than nine but less than 20 events, and 26% have been bowling in the event for 20 or more years.
- The majority of those who took the survey (44%) traveled from the following seven states, in order from highest to lowest: Texas, California, Illinois, Florida, Arizona, Wisconsin and Ohio.
- 17% of surveyed bowlers have a household income of less than \$50K, 40% make between \$50K-\$100K and 43% have a household income of more than \$100K.
- The survey respondents were primarily male at 87%, while 13% were female.
- A majority, 70% of survey responses, came from bowlers who are 50 years or older. 27% were 30-49 years of age and 3% were 29 or younger.
- 9% of survey participants had a league bowling average of 160 or less, 16% have an average between 161-180, 43% have an average between 181-209 and 32% have a league bowling average of 210 or more.
- The median number of leagues and tournaments survey respondents bowl in annually are two and four, respectively.



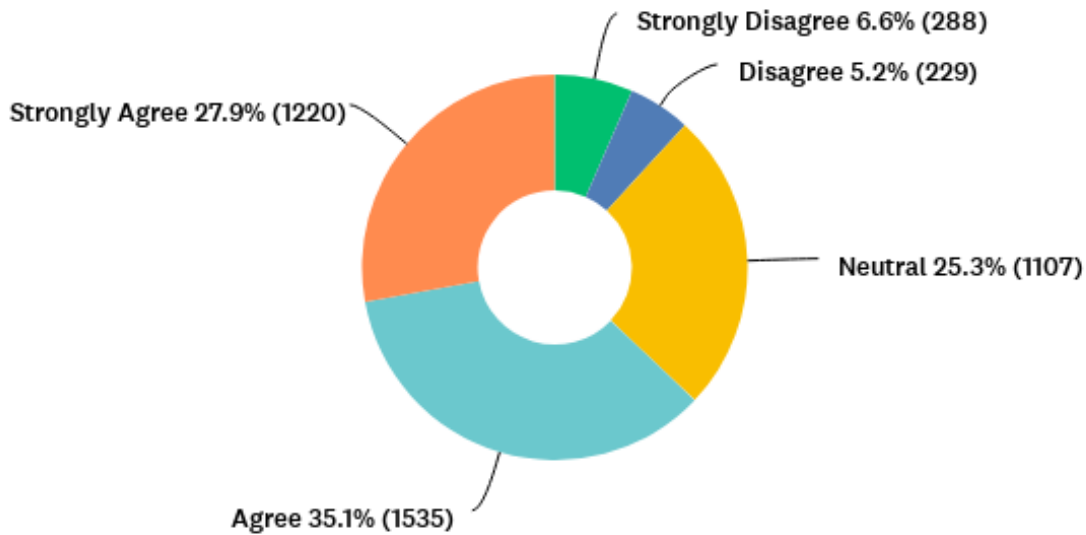
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Average Structure

Bowlers were asked about the change to using Championships Averages, based on a minimum of 27 games as a bowler’s entering average, and whether it was a positive change for the future of the tournament.

Answered: 4,425 Skipped:216



Below is the historical data combined into three category responses rounded to the nearest percent – positive, neutral and negative – then grouped by division. When evaluating the division data, it is segmented by what division the bowler competed in for singles.

ALL PARTICIPANTS				
YEAR	POSITIVE	NEUTRAL	NEGATIVE	RESPONSES
2022	63%	25%	12%	4425
2021	68%	21%	11%	4912
2019	69%	19%	12%	4966

STANDARD				
YEAR	POSITIVE	NEUTRAL	NEGATIVE	RESPONSES
2022	68%	23%	9%	1892
2021	74%	17%	9%	1646
2019	74%	15%	11%	2083

REGULAR				
YEAR	POSITIVE	NEUTRAL	NEGATIVE	RESPONSES
2022	54%	28%	18%	1715
2021	66%	22%	12%	2404
2019	64%	21%	15%	2114

CLASSIFIED				
YEAR	POSITIVE	NEUTRAL	NEGATIVE	RESPONSES
2023	64%	30%	6%	796
2022	70%	24%	6%	692
2021	68%	20%	12%	743
2019	70%	20%	10%	769



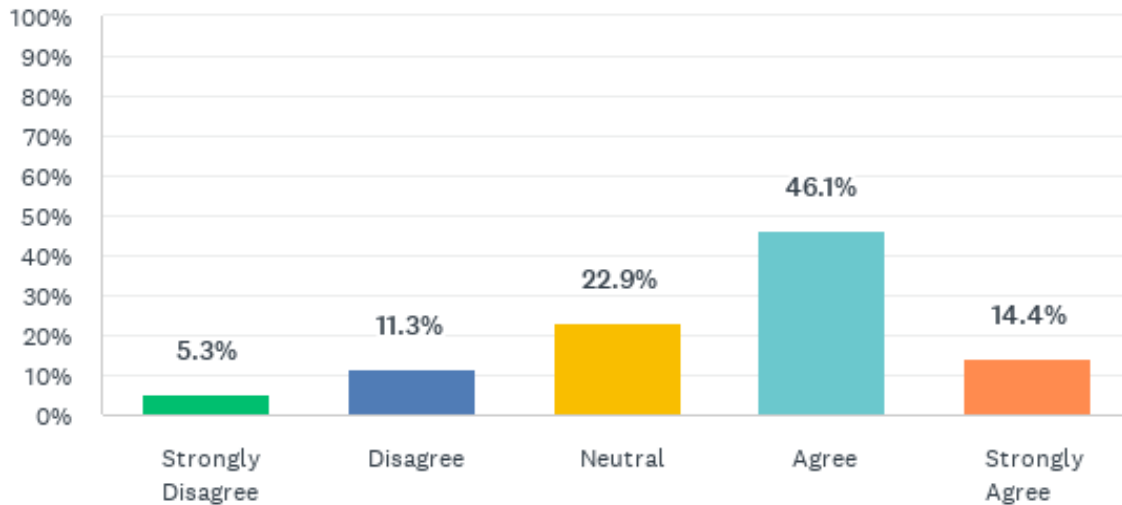
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Lane Pattern Difficulty

Bowlers were asked if the lane conditions at the 2022 Open Championships were appropriate for a national championship tournament.

Answered: 4,425 Skipped:216



Below is the historical data combined into three category responses rounded to the nearest percent – positive, neutral and negative – then grouped by division. When evaluating the division data, it is segmented by what division the bowler competed in for singles.

ALL PARTICIPANTS					STANDARD				
YEAR	POSITIVE	NEUTRAL	NEGATIVE	RESPONSES	YEAR	POSITIVE	NEUTRAL	NEGATIVE	RESPONSES
2022	60.5%	23%	16.5%	4425	2022	64%	22%	14%	1892
2021	63%	19%	18%	4912	2021	65%	18%	17%	1646
2019	63%	16%	21%	4966	2019	61%	17%	22%	2083

REGULAR					CLASSIFIED				
YEAR	POSITIVE	NEUTRAL	NEGATIVE	RESPONSES	YEAR	POSITIVE	NEUTRAL	NEGATIVE	RESPONSES
2022	54%	24%	22%	1715	2022	66%	22%	12%	692
2021	63%	17%	20%	2404	2021	62%	21%	17%	743
2019	64%	14%	22%	2114	2019	62%	19%	19%	769



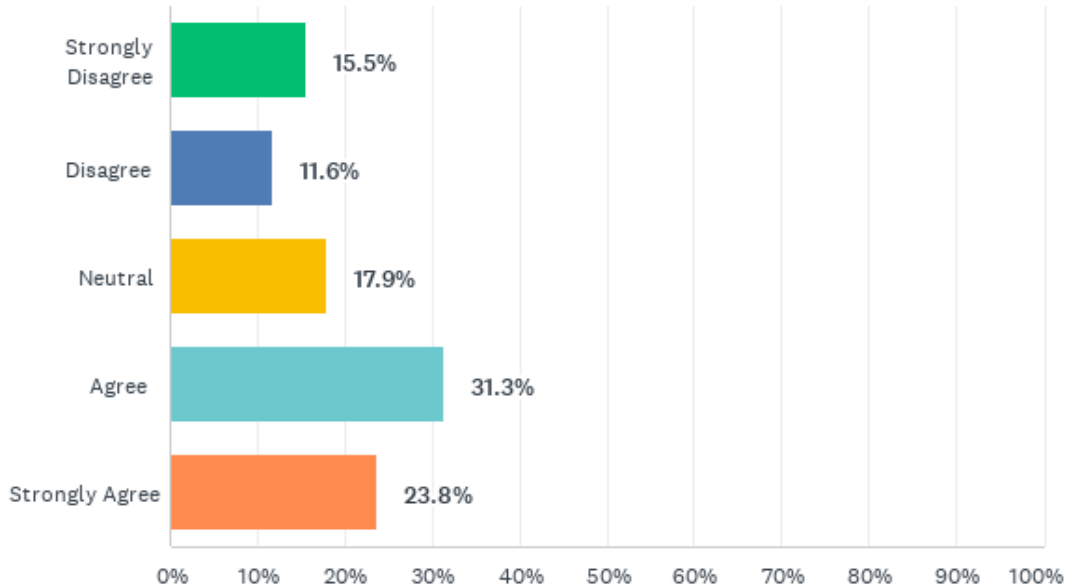
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Lane Pattern Publication

Bowlers were asked if keeping the lane patterns a secret and not revealing them until after the conclusion of the Open Championships helped create a more level playing field for all competitors.

Answered: 4,425 Skipped:216



Below is the historical data combined into three category responses rounded to the nearest percent – positive, neutral and negative – then grouped by division. When evaluating the division data, it is segmented by what division the bowler competed in for singles.

ALL PARTICIPANTS				
YEAR	POSITIVE	NEUTRAL	NEGATIVE	RESPONSES
2022	55%	18%	27%	4425
2021	55%	18%	27%	4912
2019	56%	17%	27%	4966

STANDARD				
YEAR	POSITIVE	NEUTRAL	NEGATIVE	RESPONSES
2022	58%	19%	23%	1892
2021	60%	18%	22%	1646
2019	59%	18%	23%	2083

REGULAR				
YEAR	POSITIVE	NEUTRAL	NEGATIVE	RESPONSES
2022	43%	18%	39%	1715
2021	49%	17%	34%	2404
2019	49%	16%	35%	2114

CLASSIFIED				
YEAR	POSITIVE	NEUTRAL	NEGATIVE	RESPONSES
2022	69%	19%	12%	692
2021	64%	20%	16%	743
2019	63%	18%	19%	769



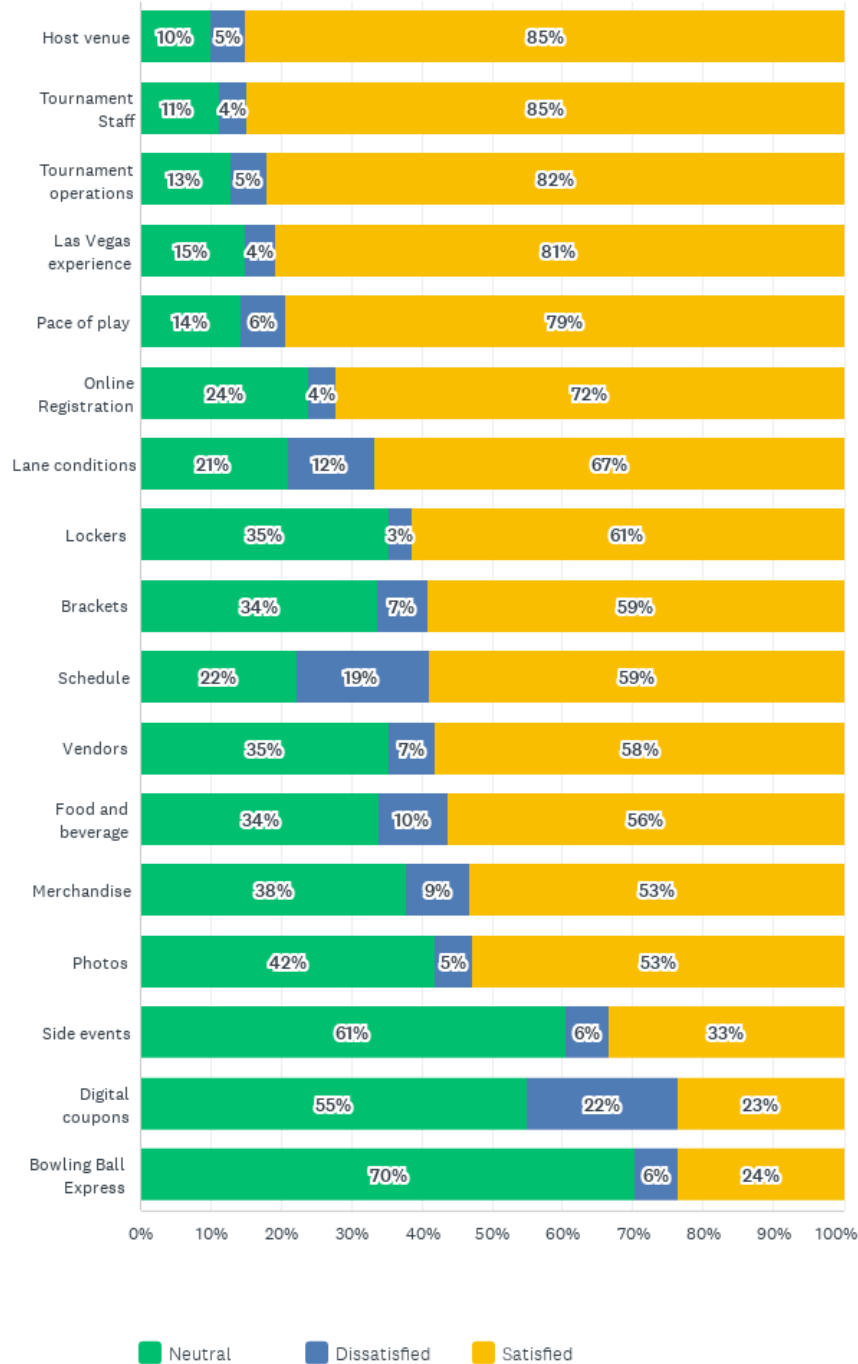
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Event Satisfaction

Bowlers were asked to identify their levels of satisfaction relating to numerous aspects of the 2022 tournament.

Answered: 4,387 Skipped:254



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- The host venue, on-site tournament customer service and the host city received the highest percentage of satisfaction. Other top-performing categories were event operations, online registration and pace of play.
- It is worth noting that overall satisfaction from 2021 to 2022 went up regarding the host city, the lane conditions, host venue and tournament operations. It would be our belief that these improvements are related to some of the COVID restrictions related to 2021, as well as the improvements with the adjusted schedule to keep the tournament running on time from squad to squad.
- The worst-performing categories were digital coupons and Bowling Ball Express. Bowling Ball Express saw significant increases in shipping costs over 2021, which may have contributed to the lower satisfaction ratings this year.

Other Satisfaction Considerations

Several other key findings related to bowler satisfaction at the 2022 USBC Open Championships included:

- When asked if they were going to return in 2023 to bowl the USBC Open Championships in Reno, 93% said they plan to bowl. This is a 6% increase in retention over last year's survey findings.
 - When asking first-time participants, 87% plan to bowl in 2023.
- First-time bowlers said they competed in the 2022 Open Championships to spend time with family/friends, see what the host city has to offer and to compete.
- Of those approached by USBC Open Championships staff, 81% said any issues they had were resolved and to their satisfaction, or they did not have any issues.



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Key Takeaways

After analyzing the survey data from the 2022 Open Championships, we have discerned the following takeaways:

- Across the entire tournament, most bowlers agree with the following statements:
 - The Championships Average was a positive change.
 - The lane pattern is appropriate for a national tournament.
 - Not revealing the oil pattern provides a more level playing field.
- Spending time with friends is the highest-ranked reason as to what originally influenced them to bowl in the Open Championships, with the opportunity to compete being second and vacation being third.
- When asked why they continue to bowl in the Open Championships, vacation ranks higher than the original question of why you first started bowling the tournament. To reach a milestone award ranks higher than prize money and brackets.
- Although the tournament was contested in Las Vegas in 2017, 2019, 2021 and 2022 (four out of five years) partially due to COVID, the overall satisfaction with the venue, host city and event operations is at an all-time high, with 81-85% of bowlers being satisfied.



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