



*Bowling is just
the beginning...*



2023 USBC WOMEN'S CHAMPIONSHIPS **SURVEY RESULTS**

**A Future FOR
THE Sport**

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Overview

In 2023, the 103rd edition of the USBC Women's Championships returned to the South Point Bowling Plaza in Las Vegas, Nevada. This marked the fourth time the tournament was held in this city. The tournament was held in Las Vegas in 2016, 1983 and 1973.

USBC has introduced changes to the USBC Women's Championships designed to improve the experience and competitive environment of the event. Changes included shifting to a tournament average and withholding publication of lane patterns until after the event to improve fairness.

USBC surveyed participants at the 2023 Women's Championships about these changes as well as their overall satisfaction and experience at the event.

Between April 17 and Sept. 1, 2023, USBC gathered 2,206 survey responses from participants at the 2023 USBC Women's Championships. Based on 16,578 total bowlers at the 2023 Women's Championships, and a confidence interval of 95%, it is estimated the survey has a margin of error of +/- 2%.

Below are some of the key findings and highlights from the 2023 USBC Women's Championships survey.

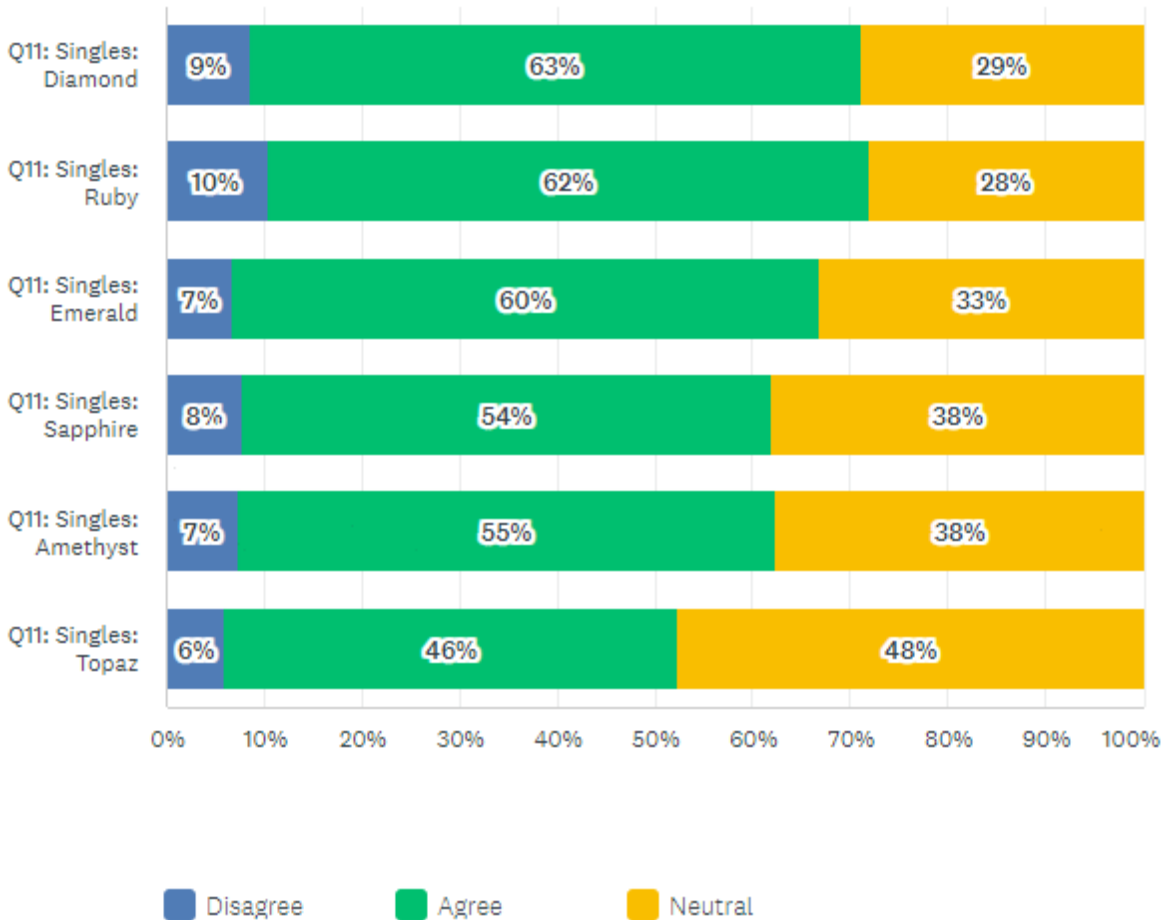
Survey Participants

- 68% of those who responded to the survey were competitors and 31% were competitors who captained the team. Less than 1% were coordinators only.
- 28% of survey participants came with one team to the Women's Championships, 65% traveled with less than five teams, 18% brought five to nine teams and 17% came in with 10 or more teams.
- 13% of respondents said they bowled in their first Women's Championships in 2023, 31% have bowled the tournament nine times or less, 25% have attended between 10 and 19 events, and 28% have been bowling in the event for 20 or more years.
- Half of those who took the survey (50%) traveled from the following 10 states, in order from highest to lowest: California, Texas, Illinois, Arizona, Colorado, Florida, Wisconsin, Maryland, Michigan and Minnesota.
- 28% of surveyed bowlers have a household income of less than \$50K, 41% make between \$50K-\$100K and 31% have a household income of more than \$100K.
- The majority, 64% of survey respondents, have a league average of 160 or less, 23% have an average between 161-180 and 13% average 181 or more.
- A majority, 89% of survey responses, came from bowlers who are 50 years or older. 7% were 40-49 years of age and 3% were 39 or younger.
- On average, survey respondents bowl about one league and two to four tournaments annually.

Average Structure

Bowlers were asked about the change to using Championships Averages (starting in 2021), 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.

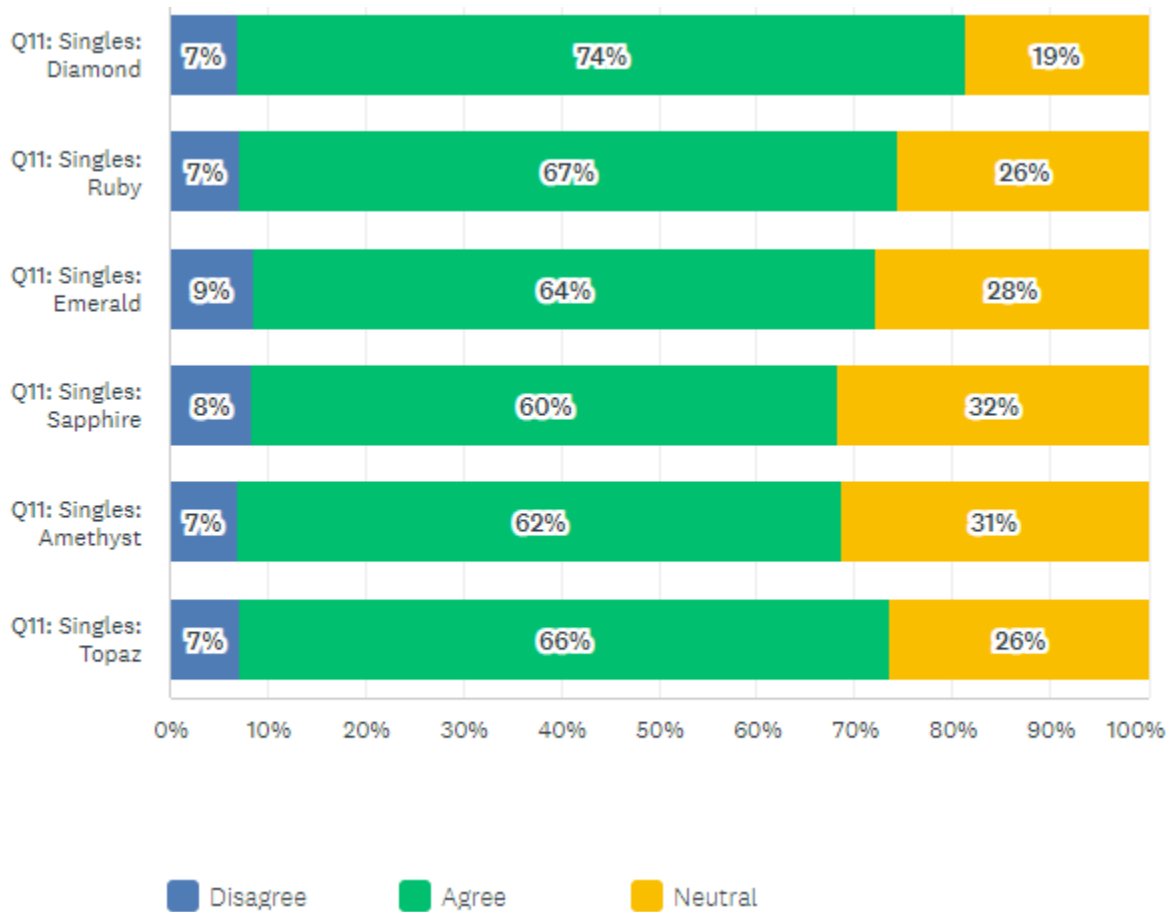
Answered: 1,911 Skipped: 0



Lane Pattern Difficulty

Bowlers were asked if the lane conditions at the 2023 Women's Championships were appropriate for a national championship tournament.

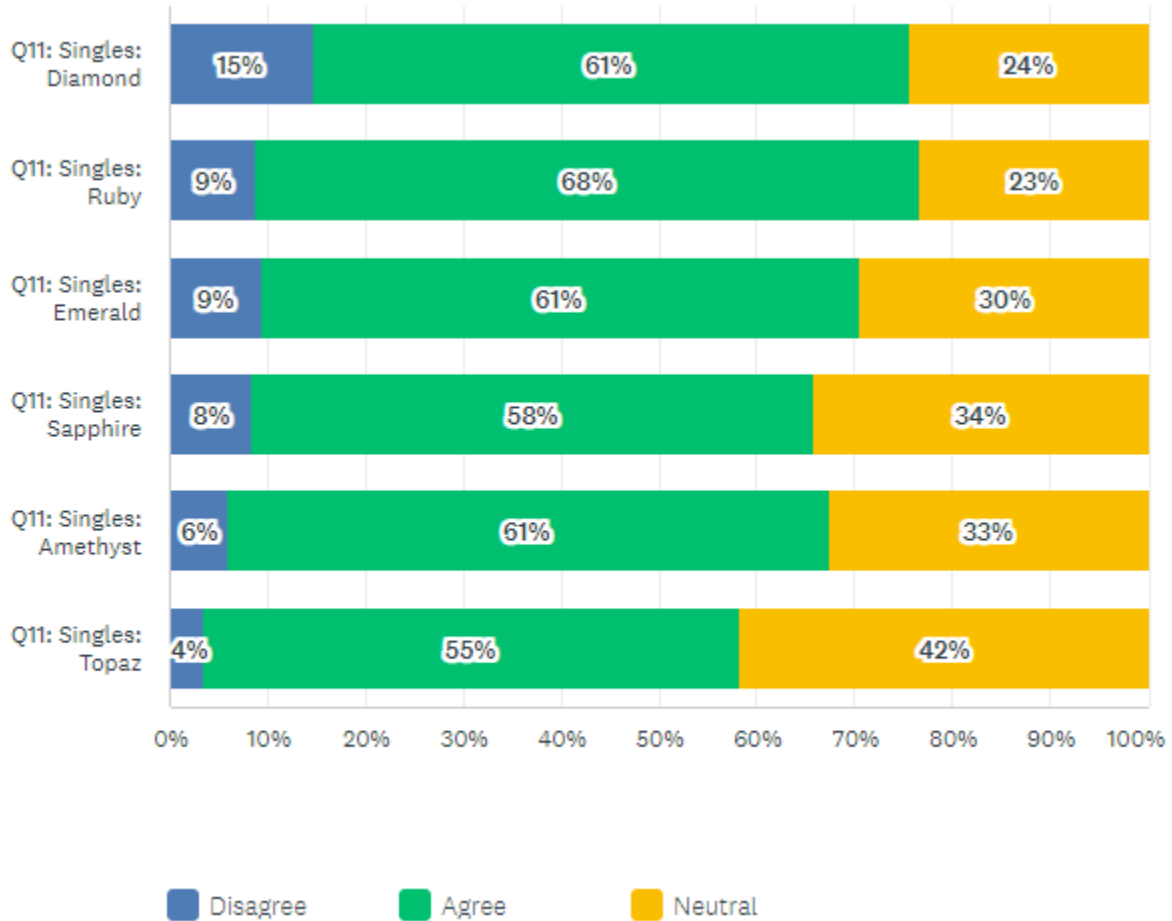
Answered: 1,911 Skipped: 0



Lane Pattern Publication

Bowlers were asked if keeping the lane pattern a secret and not revealing it until after the event helped create a more level playing field for all competitors.

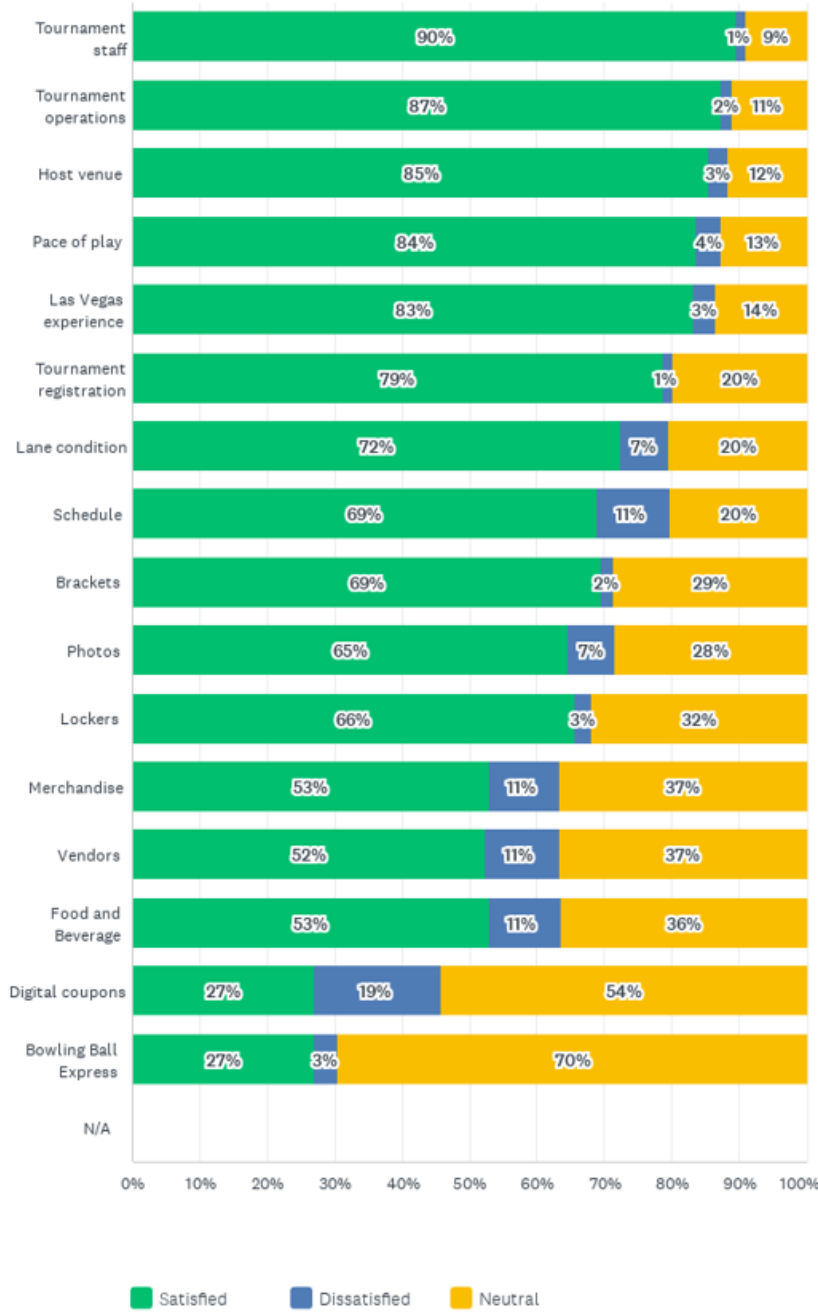
Answered: 1,911 Skipped: 0



Event Satisfaction

Bowlers were asked to identify their levels of satisfaction relating to numerous aspects of the 2023 tournament.

Answered: 1,928 Skipped: 278



- Customer service, tournament operations and the host venue received the highest percentage of satisfaction.
- It is worth noting that overall satisfaction for every category is up from 2022 and customer service is up a remarkable 10% from the previous year. The only category to not improve in satisfaction is the schedule at 69% satisfaction.
- The worst-performing category was digital coupons with vendor options, the schedule, food and beverage, and merchandise selections all tying for the second most dissatisfying category at 11%.

Other Satisfaction Considerations

Several other key findings related to bowler satisfaction at the 2023 USBC Women's Championships included:

- When asked if they were going to return in 2024 to bowl the USBC Women's Championships in Reno, 90% said they planned to bowl.
 - When asking first-time participants, 77% plan to bowl in 2024 which is up from the 2022 survey.
- First-time bowlers said they competed in the 2023 Women's Championships to spend time with friends/family, the opportunity to compete and vacation.
- Of those approached by USBC Women's Championships staff, 95% said any issues they had were resolved and to their satisfaction.

Key Takeaways

After analyzing the survey data from the 2023 Women's Championships, we see 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 Women's Championships, with the opportunity to compete being second and vacation being third.
- When asked why they continue to bowl in the Women's Championships, the opportunity to compete ranks higher than the original question of why you first started bowling the tournament. Similar to the Open Championships, to reach a milestone award (22%) ranks higher than prize money and brackets (20%).
- The overall satisfaction with event operations is at an all-time high, with 85-90% of bowlers satisfied as it relates to key areas such as the host venue, event operations and customer service.