

2023 USBC SENIOR QUEENS
SURVEY RESULTS

A **Future** FOR
THE **Sport**

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Overview

In 2016, USBC set out to run the USBC Senior Queens in coordination with the International Golden Ladies Classic so that both events could benefit by having more competitors at each. After several years of low entries, this change had immediate impact going from 37 entries in 2015 to 70 entries in 2016, and it's grown ever since.

One additional adjustment due to feedback from the bowlers was to move the practice session after the Gold Ladies Classic was completed to provide athletes with sufficient recovery time before starting to compete in the Senior Queens. This was adjusted after the first year of having the events run back-to-back.

In 2023, the Senior Queens had its largest turnout with 92 competitors. USBC put out a survey targeted towards the 2023 Senior Queens entrants, and those who competed in the Golden Ladies Classic.

The goal of the survey was to learn about the various competitive aspects of the Senior Queens, including understanding how the competitors felt about the back-to-back events, and other areas of concern that have been shared by some of the competitors.

USBC gathered **118** survey responses from current and past participants at the 2023 Senior Queens and Golden Ladies Classic. Based on **185** targeted bowlers, with **118** survey respondents the survey results have a confidence interval of 95%, with a margin of error of +/- 5.5%.

Survey Participants

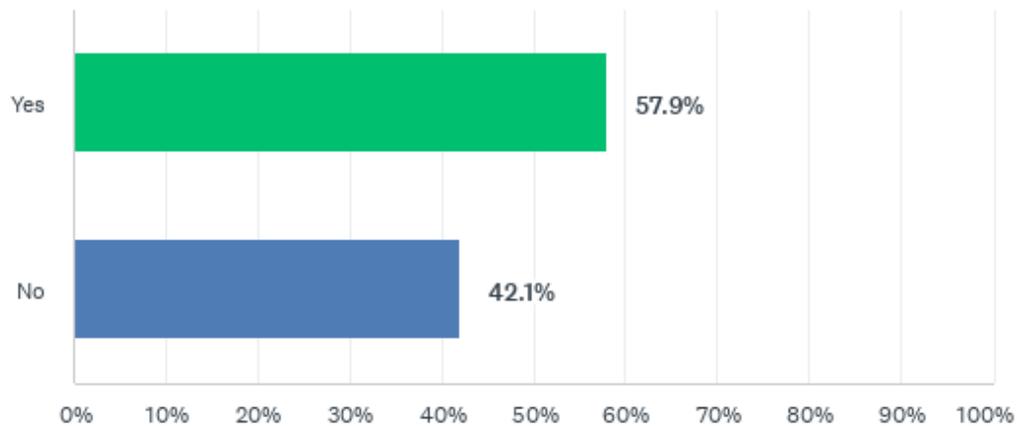
- 37.6% of survey respondents were 50-59, 50.4% were 60-69, and 11.9% were 70+.
- 18.5% traveled from outside of the United States.
- 36.7% are retired, while the remaining are either full-time, part-time, or self-employed, with most of them full-time employees at 50.5%.
- 70.3% of those who responded to the survey competed in the 2023 Senior Queens.
 - 49% of survey respondents said this was their first or second time bowling the Senior Queens, 24% have bowled three or four times, and 27% have bowled five or more times.
- 58% said they participated in the 2023 Golden Ladies Classic.
 - 23% of survey respondents said this was their first or second time bowling the Golden Ladies Classic, 25% have bowled three or four times, and 33% have bowled five or more times.

Back-to-Back Events

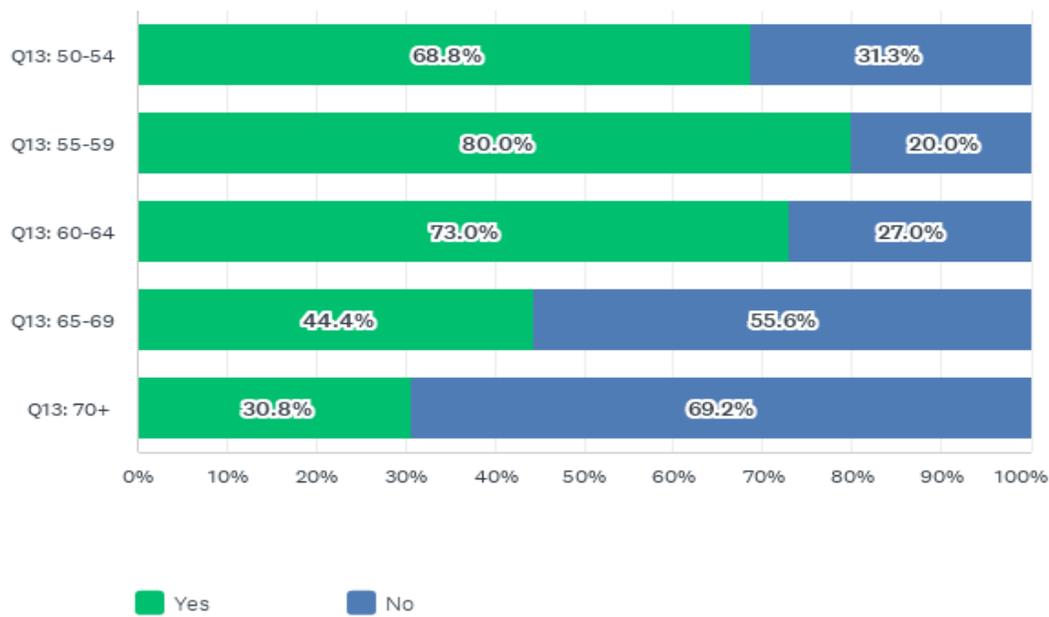
Bowlers were asked if they like the events being held in conjunction with one another.

Answered: 110

Skipped: 8



The answer shifts less favorable as the age of the survey respondent increases from 65+.

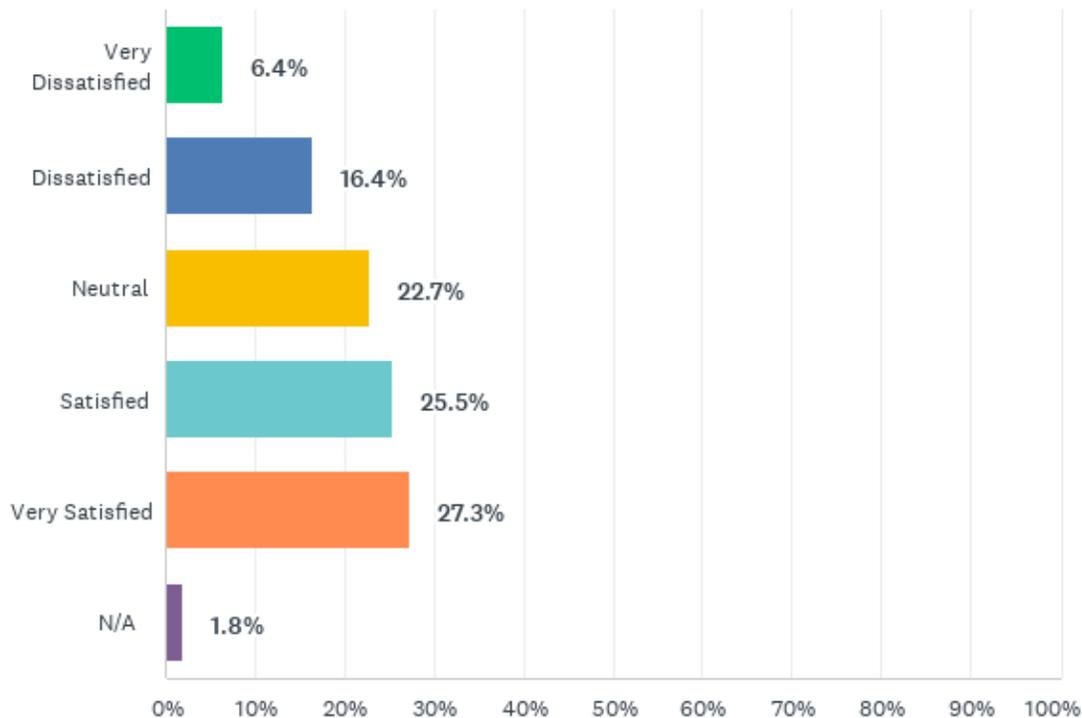


Senior Queens Competition Satisfaction

Bowlers were asked to rate their satisfaction with the USBC Senior Queens scheduling and number of games per day (40 games over 3 days for Qualifying, Match Play and Stepladder), 52.8% were satisfied with 22.8% dissatisfied.

Answered: 110

Skipped: 8



When asked about the satisfaction with the Golden Ladies Classic scheduling and number of games per day (33 games over 3 days for Qualifying and Match Play), 58.4% were satisfied, with 19.1% dissatisfied.

When comparing the entire survey to those who are 60 years and older, those respondents were 44.8% satisfied, and 29.9% dissatisfied with the Senior Queens competition.

Similar results related to the Golden Ladies Classic, with 55.2% satisfied, and 22.4% dissatisfied by respondents 60 years and older.

Non-Participation Feedback

When asked to share comments regarding why they did not participate in the events, the bowlers shared this with us. In both events, the reasons were very similar, and in priority order based on the number of comments:

- Injury
- Cost
- Too much bowling
- Trouble with the dates
- Work related or time off work
- Lack of awareness

Key Takeaways

After analyzing the survey data from the 2023 USBC Senior Queens survey, we have discerned the following takeaways:

- Both events continue to generate the highest number of entries in recent years by being in the same city back-to-back, and while there are some who can't compete in both whether due to the number of games, length of both events, etc., separating them would overwhelmingly hurt the number of entries for both events.
- While USBC can only control some of the factors that we identified that are contributing to bowlers not competing in both, the only considerations for review are the format, which USBC has and will continue to evaluate for the future.
- In most of the questions and answers, you could see that as the demographic of the survey respondents increased in age, the satisfaction level decreased, identifying that those who are older have some concerns about the event.