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# 2023 USBC OPEN CHAMPIONSHIPS **SURVEY RESULTS**

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

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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, USBC continues to run an annual survey to determine whether or not the participants accept and approve of the changes.

USBC gathered 5,090 survey responses from participants at the 2023 USBC Open Championships in Reno. Based on approximately 48,565 total bowlers at the 2023 Open Championships, 5,090 survey respondents and a confidence interval of 95%, this survey has a margin of error of +/- 1%.

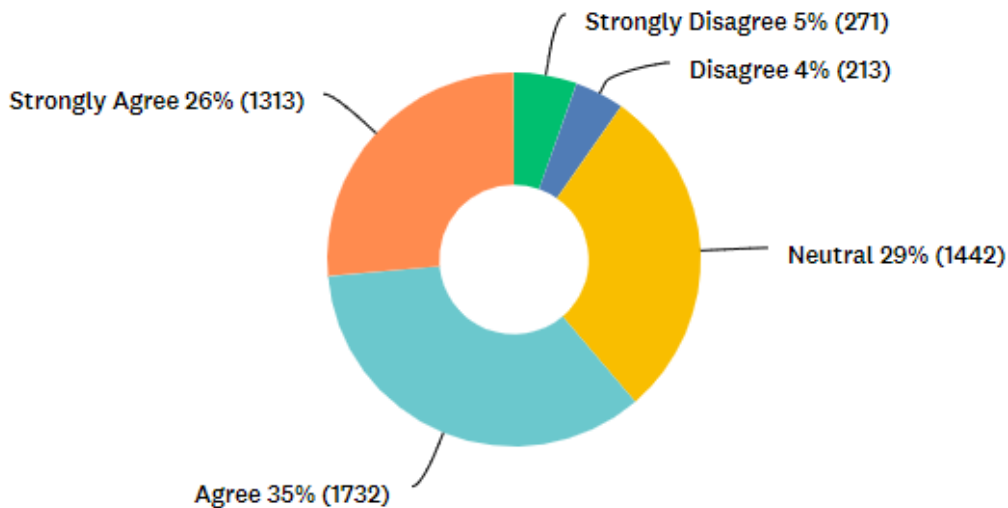
## Survey Participants

- 80% of those who responded to the survey were competitors and 20% were competitors who captained the team. None were coordinators only.
- 13% of survey participants came with one team to the Open Championships, 46% traveled with less than five teams, 21% brought five to nine teams and 19% came in with 10 or more teams.
- 11% of respondents said they bowled in their first Open Championships in 2023, 41% have bowled the tournament nine times or less, 23% 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: California, Texas, Illinois, Arizona, Florida, Ohio and Wisconsin.
- 16% of surveyed bowlers have a household income of less than \$50K, 36% make between \$50K-\$100K and 48% have a household income of more than \$100K.
- The survey respondents were primarily male at 84%, while 15% were female.
- A majority, 72% of survey responses, came from bowlers who are 50 years or older. 27% were 30-49 years of age and 2% were 29 or younger.
- 11% of survey participants had a league bowling average of 160 or less, 17% have an average between 161-180, 42% have an average between 181-209 and 30% have a league bowling average of 210 or more.
- The median number of leagues and tournaments survey respondents bowl annually are two and four, respectively.

## 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: 4,971    Skipped:119



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
2023	61%	29%	9%	4971
2022	63%	25%	12%	4425
2021	68%	21%	11%	4912
2019	69%	19%	12%	4966

STANDARD				
YEAR	POSITIVE	NEUTRAL	NEGATIVE	RESPONSES
2023	69%	25%	6%	1893
2022	68%	23%	9%	1892
2021	74%	17%	9%	1646
2019	74%	15%	11%	2083

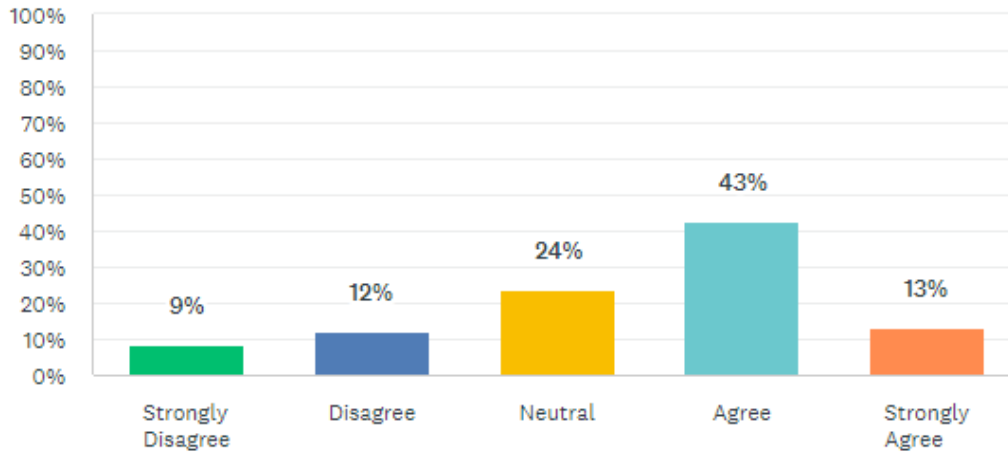
REGULAR				
YEAR	POSITIVE	NEUTRAL	NEGATIVE	RESPONSES
2023	54%	31%	15%	2020
2022	54%	28%	18%	1715
2021	66%	22%	12%	2404
2019	64%	21%	15%	2114

CLASSIFIED				
YEAR	POSITIVE	NEUTRAL	NEGATIVE	RESPONSES
2023	64%	30%	6%	912
2022	70%	24%	6%	692
2021	68%	20%	12%	743
2019	70%	20%	10%	769

## Lane Pattern Difficulty

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

Answered: 4,971    Skipped:119



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
2023	56%	24%	21%	4971
2022	61%	23%	17%	4425
2021	63%	19%	18%	4912
2019	63%	16%	21%	4966

STANDARD				
YEAR	POSITIVE	NEUTRAL	NEGATIVE	RESPONSES
2023	56%	24%	19%	1893
2022	64%	22%	14%	1892
2021	65%	18%	17%	1646
2019	61%	17%	22%	2083

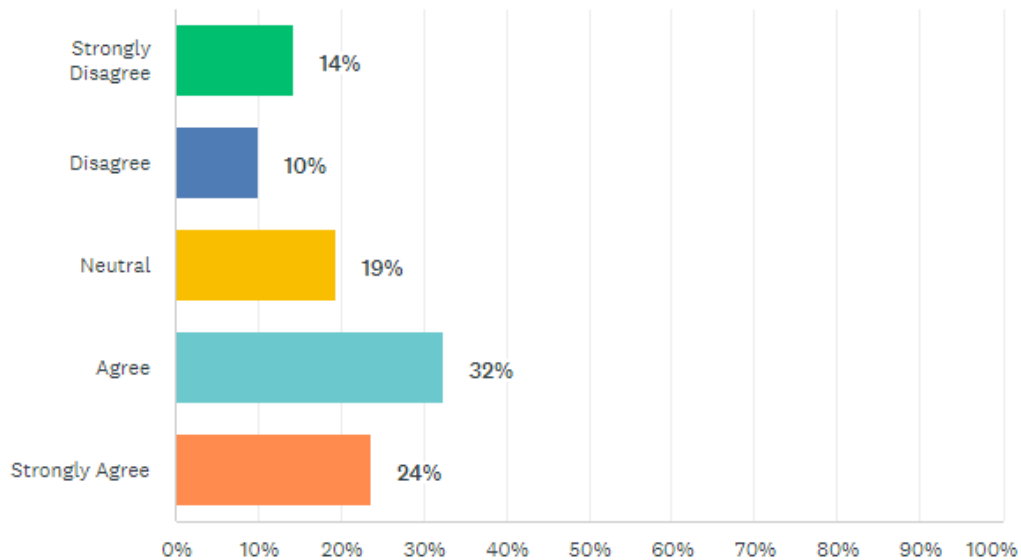
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YEAR	POSITIVE	NEUTRAL	NEGATIVE	RESPONSES
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2022	54%	24%	22%	1715
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2019	64%	14%	22%	2114

CLASSIFIED				
YEAR	POSITIVE	NEUTRAL	NEGATIVE	RESPONSES
2023	55%	28%	18%	912
2022	66%	22%	12%	692
2021	62%	21%	17%	743
2019	62%	19%	19%	769

## 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: 4,971    Skipped:119



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
2023	56%	19%	24%	4971	2023	61%	21%	19%	1893
2022	55%	18%	27%	4425	2022	58%	19%	23%	1892
2021	55%	18%	27%	4912	2021	60%	18%	22%	1646
2019	56%	17%	27%	4966	2019	59%	18%	23%	2083

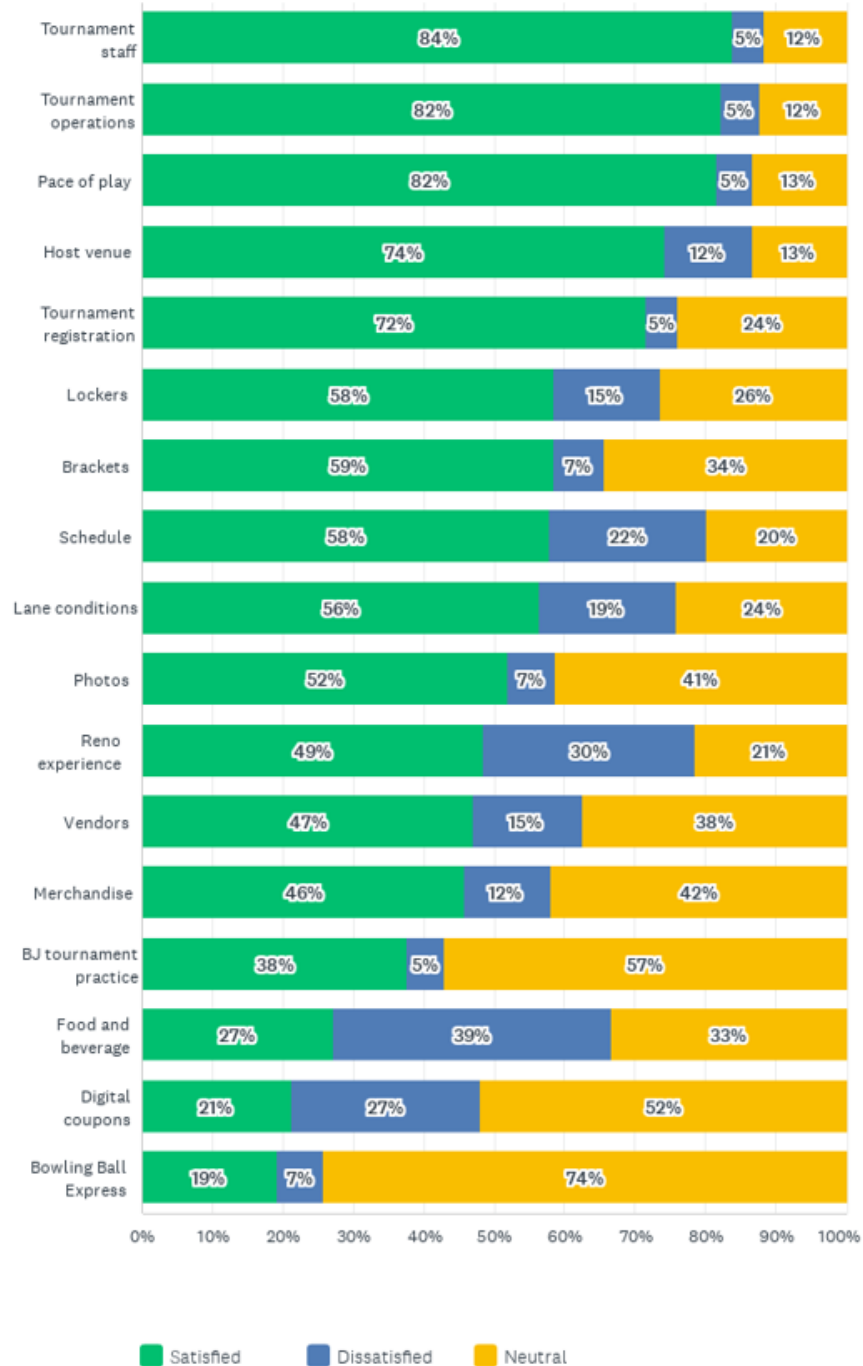
  

REGULAR					CLASSIFIED				
YEAR	POSITIVE	NEUTRAL	NEGATIVE	RESPONSES	YEAR	POSITIVE	NEUTRAL	NEGATIVE	RESPONSES
2023	48%	16%	36%	2020	2023	65%	23%	13%	912
2022	43%	18%	39%	1715	2022	69%	19%	12%	692
2021	49%	17%	34%	2404	2021	64%	20%	16%	743
2019	49%	16%	35%	2114	2019	63%	18%	19%	769

## Event Satisfaction

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

Answered: 4,840    Skipped:250





- The on-site tournament customer service, event operations and the pace of play received the highest percentage of satisfaction. Other top-performing categories were host venue, online registration and locker access.
- It is worth noting that overall satisfaction from 2022 to 2023 went up regarding the pace of play and tournament operations while tournament customer service remained steadily high. It is our belief that these improvements are related to some of the improvements with the adjusted schedule to keep the tournament running on time from squad to squad.
- The worst-performing categories were food and beverage, the Reno experience and digital coupons.

## **Other Satisfaction Considerations**

Several other key findings related to bowler satisfaction at the 2023 USBC Open Championships included:

- When asked if they were going to return in 2024 to bowl the USBC Open Championships in Vegas, 94% said they plan to bowl. This number has progressively increased each year since 2021 with 2023 having the highest percentage of those expected to return.
  - When asking first-time participants, 90% plan to bowl in 2024 which is up from the 2022 survey.
- First-time bowlers said they competed in the 2023 Open Championships to spend time with family/friends, for the opportunity to compete and to enjoy a vacation.
- Of those approached by USBC Open Championships staff, 91% said any issues they had were resolved and to their satisfaction, or they did not have any issues.

## **Key Takeaways**

After analyzing the survey data from the 2023 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 family is the highest-ranked reason as to what originally influenced participants 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.
- Bowler satisfaction with the tournament staff and its operation of the tournament is at an all-time high at 91%. The majority of participants did not experience any issues at the tournament or had their issue resolved by a tournament staff member. This high level of service has been maintained over the last five years and leads itself to the success of the event.