



2022 USBC WOMEN'S CHAMPIONSHIPS
SURVEY RESULTS

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Overview

In 2022, the 102nd edition of the USBC Women's Championships was conducted in the Chicago suburb of Addison, Illinois. This marked the second time in the past decade that the tournament was held inside a traditional bowling center. The 2019 event was held in a traditional bowling center in Wichita, Kansas. The 2008 event in Detroit also was held in a traditional bowling center.

USBC has introduced changes to the USBC Women's Championships designed to improve the experience and competitive environment of 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 2022 Women's Championships about these changes as well as their overall satisfaction and experience at the event.

Between April 24 and Sept. 1, 2022, USBC gathered 1,730 survey responses from participants in the 2022 USBC Women's Championships. Based on 12,620 total bowlers at the 2022 Women's Championships, and a confidence interval of 95%, it is estimated the survey has a margin of error of +/- 2.2%.

Below are some of the key findings and highlights from the 2022 USBC Women's Championships survey.



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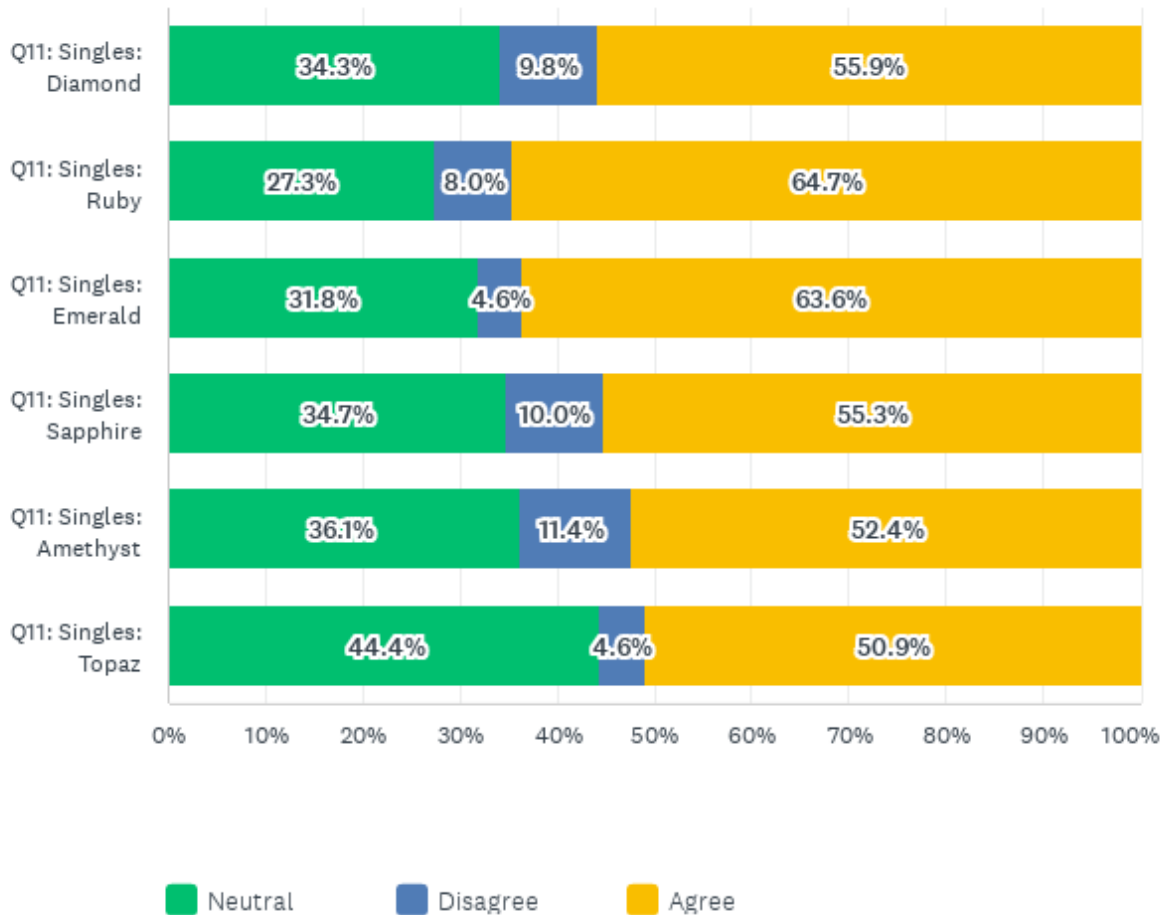
Survey Participants

- 69% of those who responded to the survey were competitors and 30% were competitors who captained the team. 1% were coordinators.
- 29% of survey participants came with one team to the Women's Championships, 68% traveled with less than five teams, 16% brought five to nine teams and 16% came in with 10 or more teams.
- 11% of respondents said they bowled in their first Women's Championships in 2022, 45% have bowled the tournament nine times or less, 24% have attended between 10 and 19 events, and 31% have been bowling in the event for 20 or more years.
- The majority of those who took the survey (52%) traveled from the following 10 states, in order from highest to lowest: Illinois, Texas, California, Michigan, Wisconsin, Florida, Maryland, Minnesota, Arizona and Colorado.
- 29% 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, 55% of survey respondents, have a league average of 160 or less, 27% have an average between 161-180 and 19% average 181 or more.
- A majority, 85% survey responses, came from bowlers who are 50 years or older. 9% were 40-49 years of age and 6% were 39 or younger.

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.

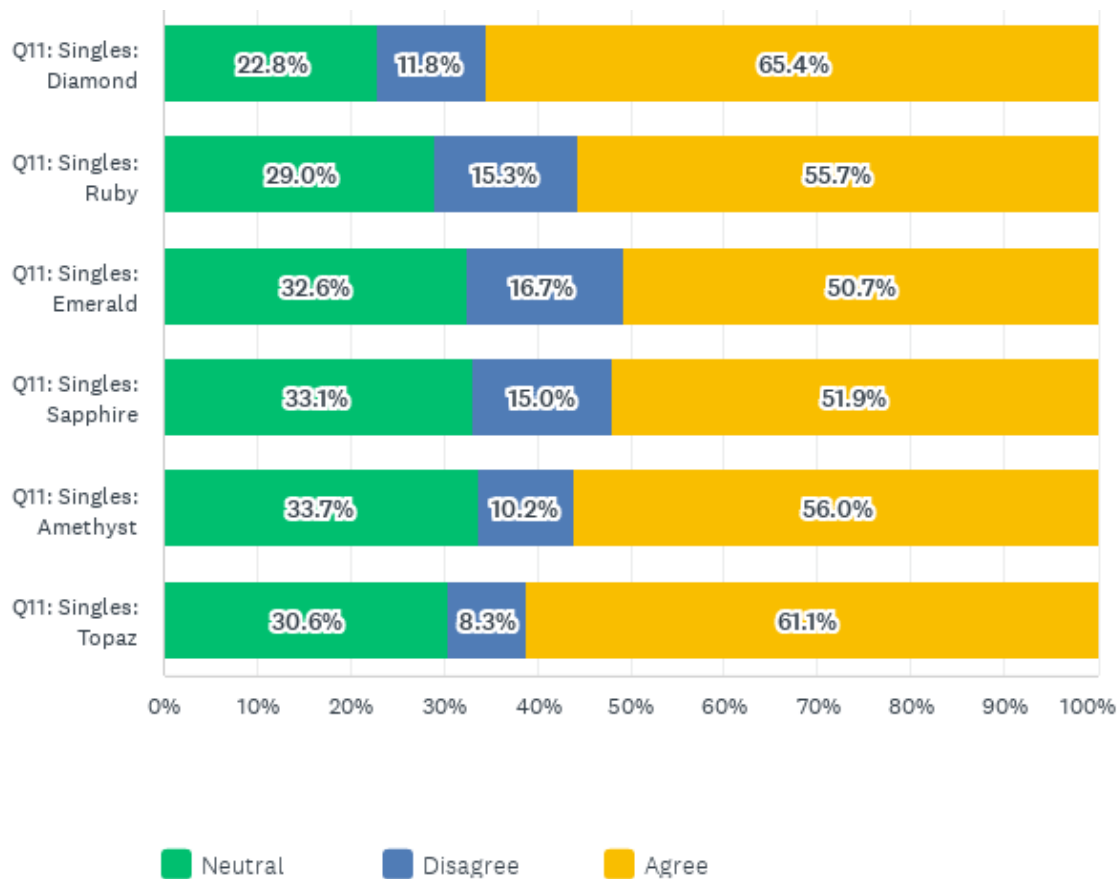
Answered: 1,519 Skipped: 220



Lane Pattern Difficulty

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

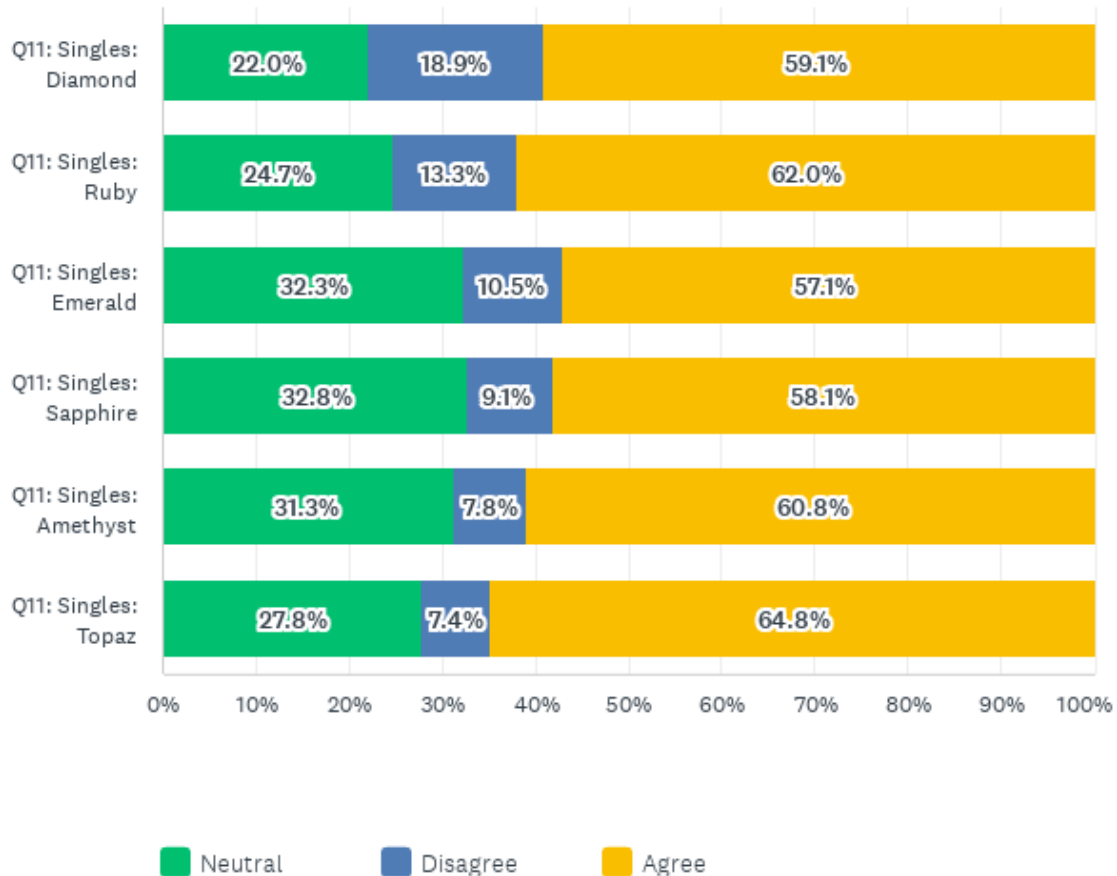
Answered: 2,526 Skipped: 220



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.

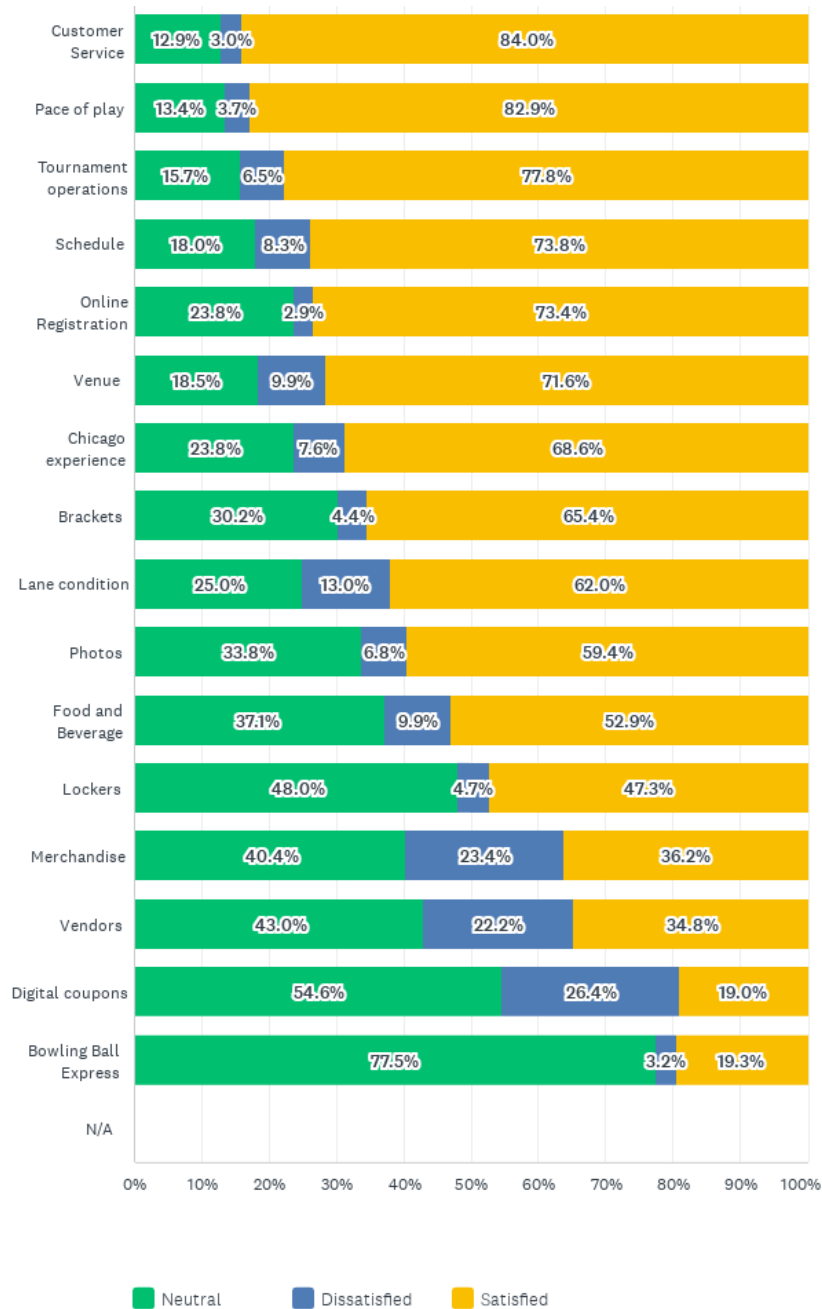
Answered: 1,519 Skipped: 220



Event Satisfaction

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

Answered: 2,371 Skipped: 375



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- Customer service, pace of play and tournament operations received the highest percentage of satisfaction.
- It is worth noting that overall satisfaction with the host city and venue is likely to have been impacted by years of competing in stadiums and custom-built venues.
- The worst-performing categories were Bowling Ball Express, digital coupons and vendor options.

Other Satisfaction Considerations

Several other key findings related to bowler satisfaction at the 2022 USBC Women's Championships included:

- When asked if they were going to return in 2023 to bowl the USBC Women's Championships in Las Vegas, 92.3% said they planned to bowl.
 - When asking first-time participants, 74.8% plan to bowl in 2023.
- First-time bowlers said they competed in the 2022 Women's Championships to spend time with friends/family, the opportunity to compete and vacation.
- Of those approached by USBC Women's Championships staff, 88% said any issues they had were resolved and to their satisfaction.

Key Takeaways

After analyzing the survey data from the 2022 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, vacation ranks higher than the original question of why you first started bowling the tournament. Different from the Open Championships, to reach a milestone award ranks lower (6.4%) than prize money and brackets (15.2%).
- The overall satisfaction with event operations is at all-time high, with 77-84% of bowlers satisfied as it relates to key areas such as customer service, pace of play and event operations.



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