



2024 USBC CONVENTION

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is everything



2024 USBC CONVENTION

SURVEY RESULTS

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Overview

The United States Bowling Congress held the 2024 USBC Convention and Annual Meetings at South Point April 22-25, 2024. This event brings Association Managers and volunteer delegates from around the country to one place to connect, through education and training, opportunities to see the latest from USBC departments and vendors, social functions, industry updates from within and outside the organization, and to vote on their future national board members and legislation changes for the upcoming season.

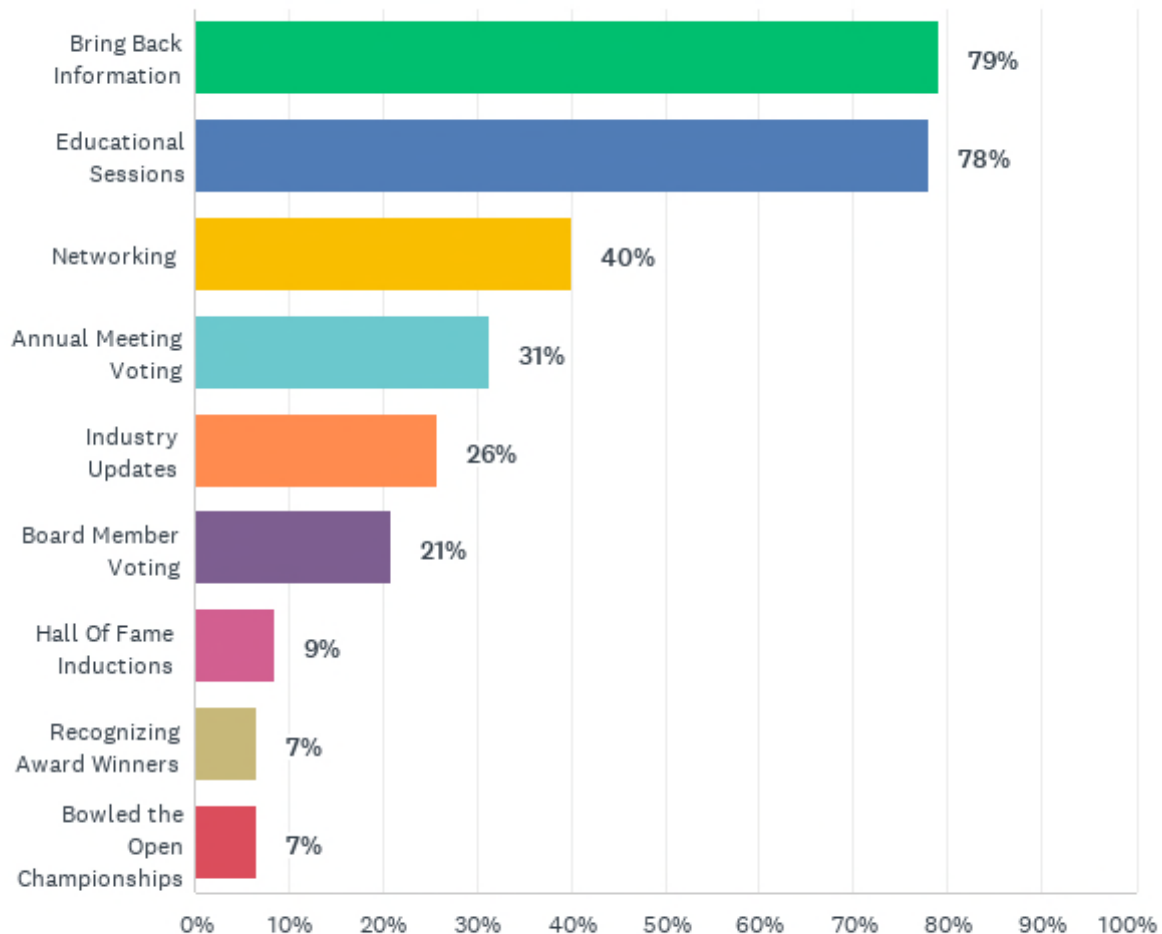
USBC gathered 109 survey responses from participants at the 2024 Convention in Las Vegas. Based on approximately 976 total attendees (includes alternates) at the event, 109 survey respondents and a confidence interval of 95%, this survey has a margin of error of +/- 9%.

Survey Participants

- 60% of attendees have been to 6+ USBC/ABC/WIBC National Conventions, while 32% have been to 2-5 events, and 9% said the 2024 Convention was their first.
- The majority of those who took the survey (54.3%) traveled from the following 12 states, in order from highest to lowest: California, Florida, Texas, Ohio, Illinois, Michigan, Wisconsin, Pennsylvania, Indiana, Arizona, North Carolina, New Jersey.
- The survey respondents were nearly evenly mixed with 53% female and 47% male.
- A majority, 76% of survey responses, came from delegates who are 50 years or older. 13% were 40–49 years of age, 8% were 30-39 years of age, and 2% were 29 or younger.

Top 3 Objectives

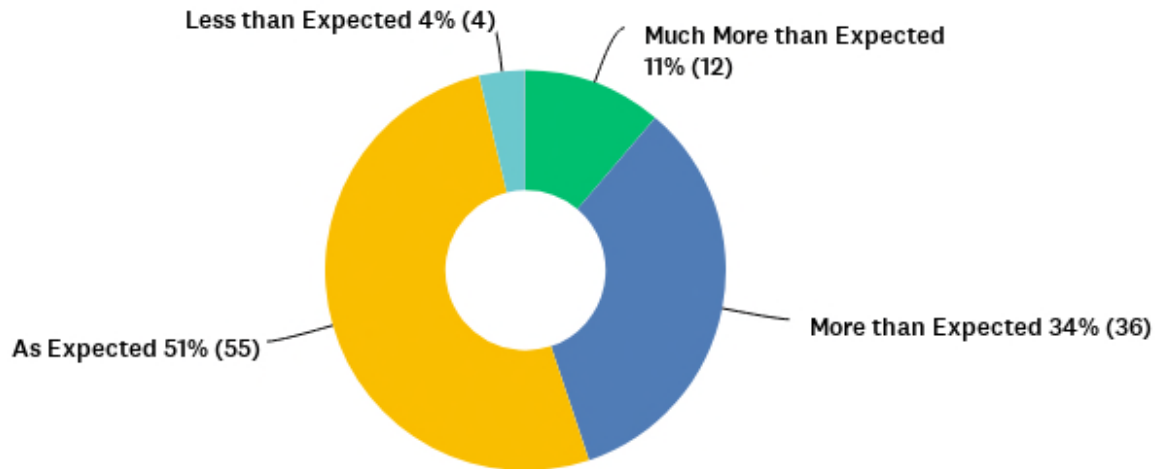
Participants were asked what their top 3 objectives were for attending this year's Convention.



The most significant change from 2023 was that networking surpassed annual meeting voting, which had been the 5th top objective at 29% last year, largely due to the absence of legislation in 2024. Additionally, as we move further away from Covid-19, more people are becoming comfortable with closer interactions, such as hugging and shaking hands.

Primary Objectives

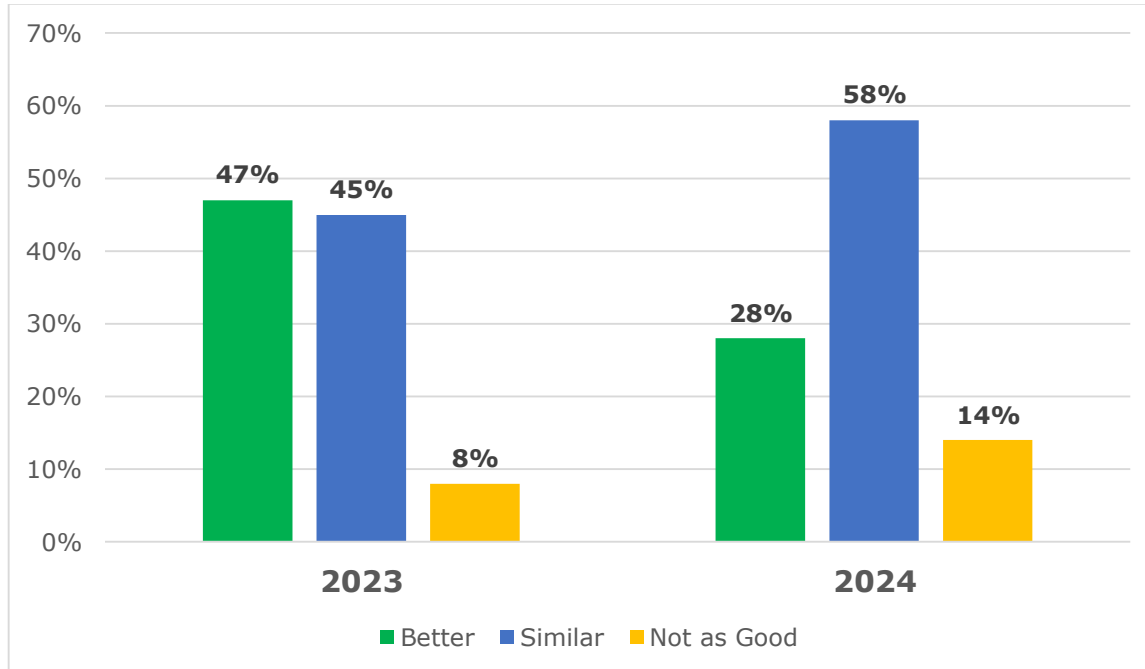
Participants were asked how well their primary objectives were met.



This year, 96% of participants either met or exceeded their expectations, reflecting a 3% increase from the 2023 Convention, where 93% felt the same way.

Convention Experience

Participants were asked how this Convention compared to the others they have attended.

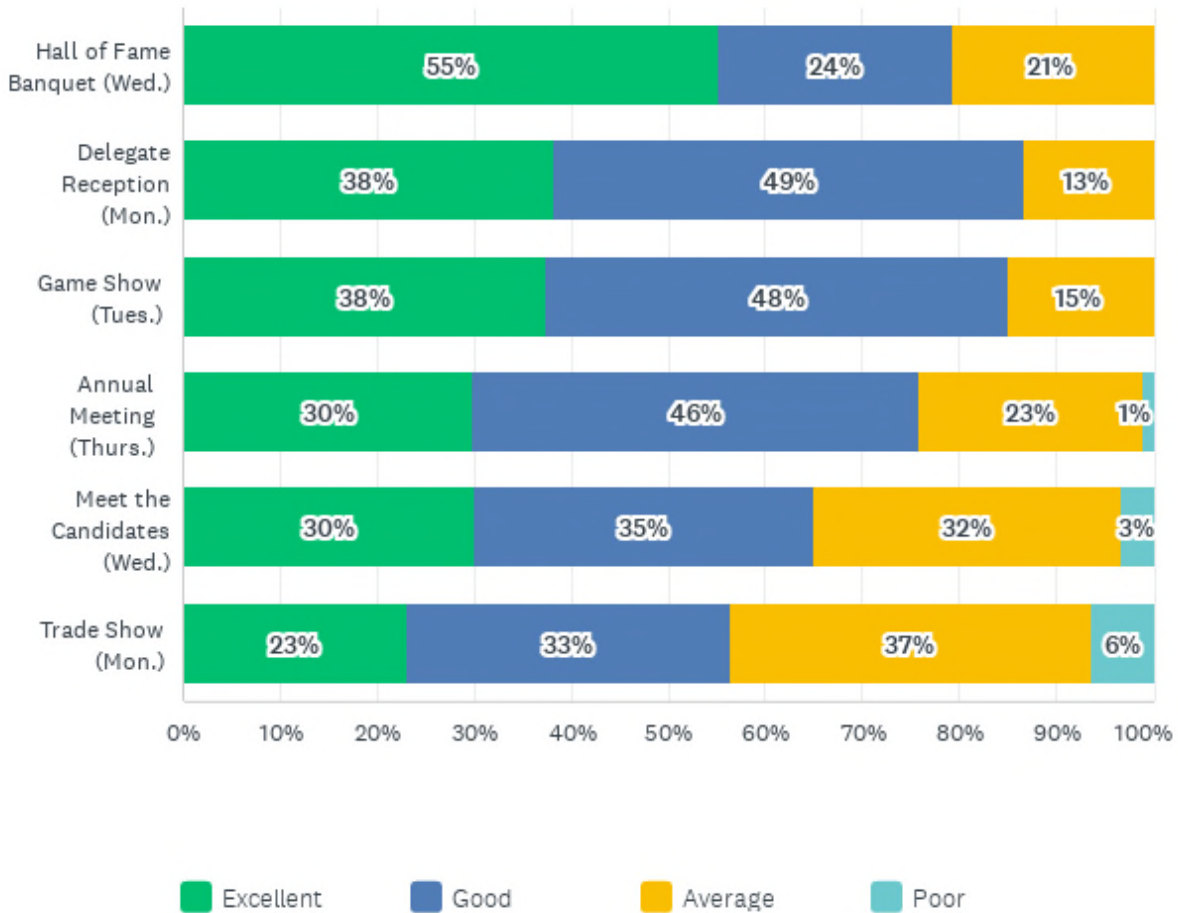


When comparing 2024 to past experiences, the percentage of people who felt it was not as good increased by 6%, rising from 8% in 2023.

Analyzing the variance, 28% said 2024 was better than prior conventions, suggesting that the change in venue and activities offered in 2023 had a more positive impact than the minor changes made in 2024, which resulted in a more similar experience to previous years.

Event Activities

Participants were asked to rate each of the various activities offered to the USBC delegates.



USBC recognizes that the trade show was changed this year from two days to one day. The reason for this was so that there were no distractions during Tuesday’s education sessions. However, some guests didn’t arrive until Tuesday and shared they were disappointed they didn’t get to participate.

Educational Sessions

The top five rated educational sessions are as follows:

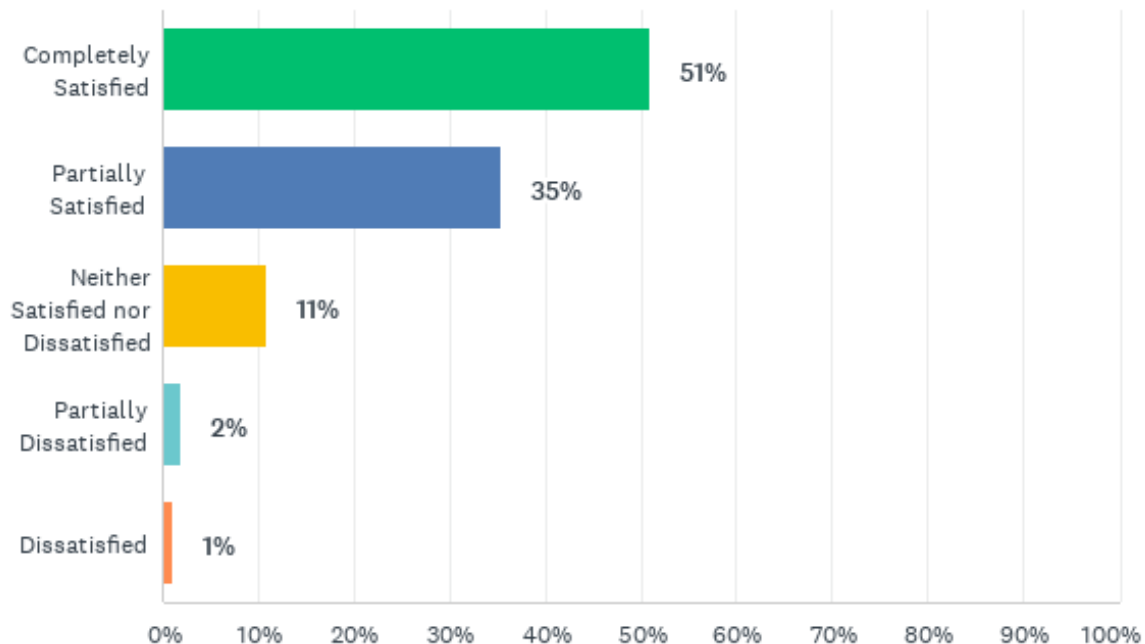
Workshop

Rating

- | | |
|---|--------------|
| 1. How to Communicate with Everyone Who Isn't You | 3.5 out of 4 |
| 2. Skills Mapping Road Trip | 3.4 out of 4 |
| 3. Survival Skills for Volunteer Leaders | 3.4 out of 4 |
| 4. Rules Extravaganza! | 3.4 out of 4 |
| 5. Board Onboarding Experience | 3.3 out of 4 |

Overall Satisfaction

Delegates were asked about their overall satisfaction with this year's Convention.



Only 3% were dissatisfied overall this year, compared to 2% in 2023. Similarly, there was little change among those who were neutral, with 11% in 2023 compared to 8% in 2024. In 2023, 90% were partially or completely satisfied, while 86% were satisfied this year.

Key Takeaways

After analyzing the survey data from the 2024 USBC Convention compared to 2023, we have discerned the following takeaways:

- We see similar sentiments throughout the survey, overall, when comparing 2023 to recent conventions, as those delegates were more satisfied overall and throughout their experience when comparing to 2024.
- The reason for attending convention is similar, with Delegates focusing on their duties of bringing back information, benefiting from the education, along with key aspects like networking and voting on behalf of their association.

With 2025 marking the third convention in a row at South Point in Las Vegas, USBC will evaluate various aspects that delivered a more quality experience in 2023 compared to 2024, to help ensure 2025 is another positive experience for attending delegates.