



THE  
ULTIMATE  
BOWLING  
EXPERIENCE



## 2024 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 4,611 survey responses from participants at the 2024 USBC Open Championships in Las Vegas. Based on approximately 55,070 total bowlers at the 2024 Open Championships, 4,611 survey respondents and a confidence interval of 95%, this survey has a margin of error of +/- 1%.

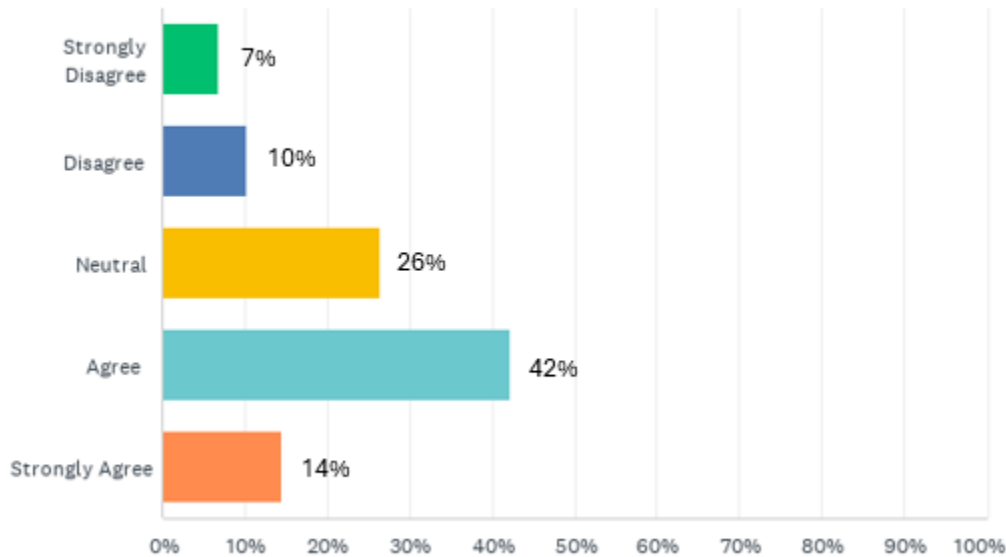
## **Survey Participants**

- 80% of those who responded to the survey were competitors and 20% who captained the team. Less than 1% were coordinators only.
- 12% of survey participants came with one team to the Open Championships, 44% traveled with less than five teams, 21% brought five-to-nine teams and 23% came in with 10 or more teams.
- 15% of respondents said they bowled in their first Open Championships in 2024, which is a 4% increase from 2023. 59% have bowled the tournament nine times or less, 20% have bowled in more than nine but less than 20 events, and 21% have been bowling in the event for 20 or more years.
- The majority of those who took the survey (43%) traveled from the following seven states, in order from highest to lowest: California, Texas, Illinois, Florida, Arizona, Wisconsin and Michigan.
- 16% of surveyed bowlers have a household income of less than \$50,000, 36% make between \$50,000-\$99,999 and 47% have a household income of more than \$100,000.
- The survey respondents were primarily male at 82%, while 18% were female.
- A majority, 71% of survey responses, came from bowlers who are 50 years or older. 26% were 30-49 years of age and 3% were 29 or younger.
- 14% of survey participants had a league bowling average of 160 or less, 19% have an average between 161-180, 42% have an average between 181-209 and 25% have a league bowling average of 210 or more.
- The average number of leagues and tournaments survey respondents bowl annually are three.

## Lane Pattern Difficulty

Bowlers were asked if the lane conditions at the 2024 Open Championships were appropriate for a national championship tournament.

Answered: 4,477      Skipped:134



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
2024	56%	26%	17%	4477
2023	56%	24%	21%	4971
2022	61%	23%	17%	4425
2021	63%	19%	18%	4912
REGULAR				
YEAR	POSITIVE	NEUTRAL	NEGATIVE	RESPONSES
2024	59%	24%	17%	1717
2023	56%	21%	23%	2020
2022	54%	24%	22%	1715
2021	63%	17%	20%	2404

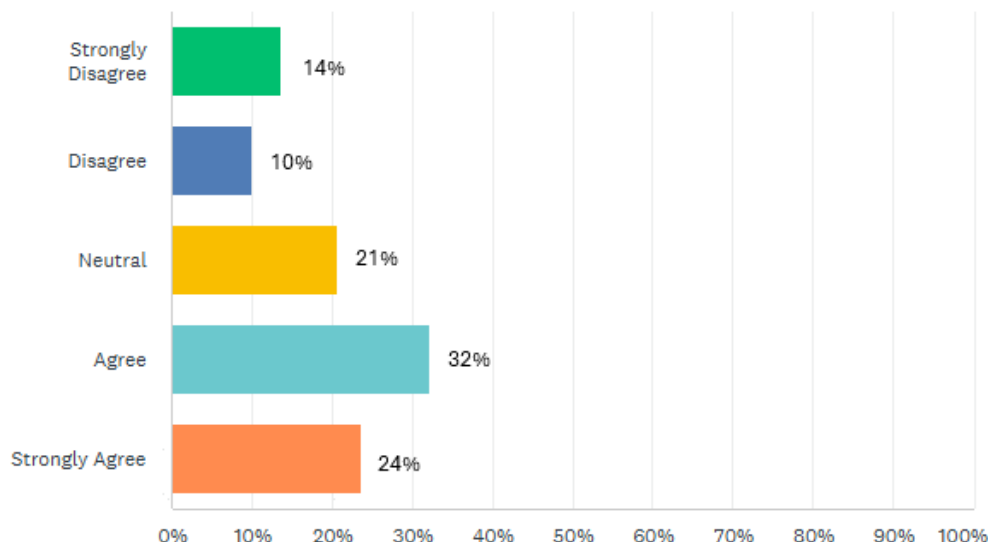
STANDARD				
YEAR	POSITIVE	NEUTRAL	NEGATIVE	RESPONSES
2024	55%	26%	19%	1689
2023	56%	24%	19%	1893
2022	64%	22%	14%	1892
2021	65%	18%	17%	1646
CLASSIFIED				
YEAR	POSITIVE	NEUTRAL	NEGATIVE	RESPONSES
2024	56%	30%	14%	898
2023	55%	28%	18%	912
2022	66%	22%	12%	692
2021	62%	21%	17%	743



## 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: 4,477      Skipped:134



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.

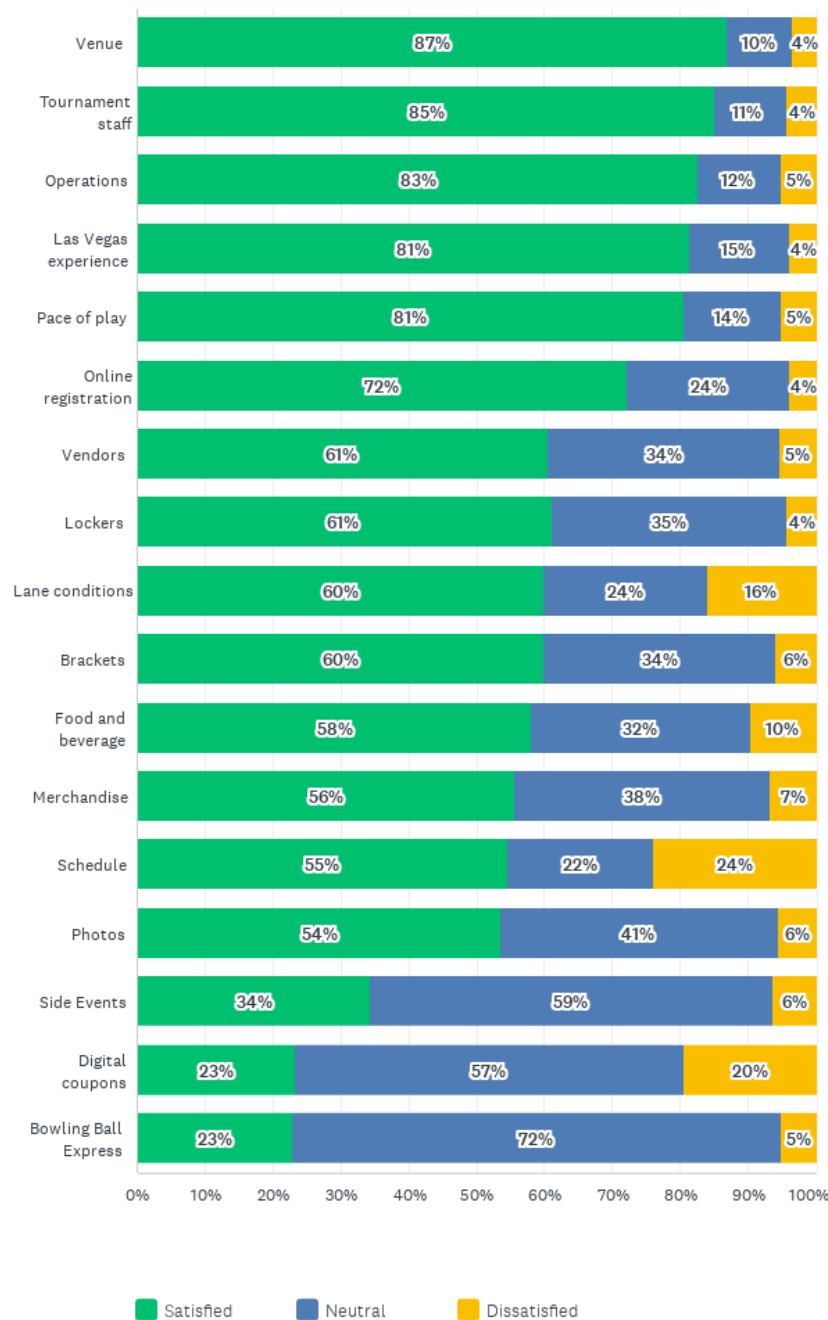
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2023	56%	19%	24%	4971
2022	55%	18%	27%	4425
2021	55%	18%	27%	4912
REGULAR				
YEAR	POSITIVE	NEUTRAL	NEGATIVE	RESPONSES
2024	48%	21%	22%	1717
2023	48%	16%	36%	2020
2022	43%	18%	39%	1715
2021	49%	17%	34%	2404

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## Event Satisfaction

Bowlers were asked to identify their levels of satisfaction relating to numerous aspects of the 2024 tournament.

Answered: 4,334    Skipped: 277



- The venue, tournament staff and event operations received the highest percentage of satisfaction. Other top-performing categories were Las Vegas experience and pace of play.
- It is worth noting that overall satisfaction from 2023 to 2024 went up regarding the venue as well as with tournament staff and operations and pace of play.
- The worst-performing categories were the schedule, digital coupons and lane conditions.

## **Other Satisfaction Considerations**

Several other key findings related to bowler satisfaction at the 2024 USBC Open Championships included:

- When asked if they would return in 2025 to bowl the USBC Open Championships in Baton Rouge, 87% said they plan to bowl. This is a decrease from the 94% who said they would return in 2023. Of those who said they would not return, 28% said it was because of the host city and 18% said it was too early to decide. It's important to note the top four states of the respondents who said no at 46% were from West Coast states (California, Arizona, Nevada, Washington). Baton Rouge offers opportunities to target bowlers from other areas of the country.
  - When asking first-time participants, 81% plan to bowl in 2025, down from the 2023 survey. Of those who said no, 27% said it was too early to decide while 19% said it was the host city.
- First-time bowlers said they competed in the 2024 Open Championships to spend time with family/friends, for the opportunity to compete and to enjoy a vacation. These responses mirror the 2023 data.
- Of those approached by USBC Open Championships staff, 93% 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 2024 Open Championships, we have discerned the following takeaways:

- Across the entire tournament, most bowlers agree with the following statements:
  - The lane pattern is appropriate for a national tournament.
  - Not revealing the oil pattern provides a more level playing field.
  - The tournament staff were welcoming and engaging.
- Sharing quality time with friends is the highest ranked reason bowlers were influenced to bowl the Open Championships with the opportunity to compete and vacation at two and three, respectively.
- When asked to rank the contributing factors on their decision to bowl, vacationing increases by 13%. Prize money/brackets ranks higher than reaching a milestone and new division structure.
- Majority of bowlers (96%) found tournament staff welcoming and engaging, and 83% were satisfied with the operations.