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the beginning...*



## 2024 USBC WOMEN'S CHAMPIONSHIPS **SURVEY RESULTS**

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

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## **Overview**

In 2024, the 104th edition of the USBC Women's Championships returned to the National Bowling Stadium in Reno, Nevada. This marked the 13th time the tournament was held in this city. The tournament was held in Reno in 1988, 1997, 2000, 2003, 2006, 2009, 2012-2015, 2018 and 2021.

USBC has introduced changes to the Women's Championships designed to improve the experience and competitive environment of the 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 2024 Women's Championships about these changes as well as their overall satisfaction and experience at the event.

Between May 1, 2024, and Jan. 1, 2025, USBC gathered 1,226 survey responses from participants at the 2024 USBC Women's Championships. Based on 14,796 total bowlers at the 2024 Women's Championships, and a confidence interval of 95%, it is estimated the survey has a margin of error of +/- 2%.

Below are some of the key findings and highlights from the 2024 USBC Women's Championships survey.

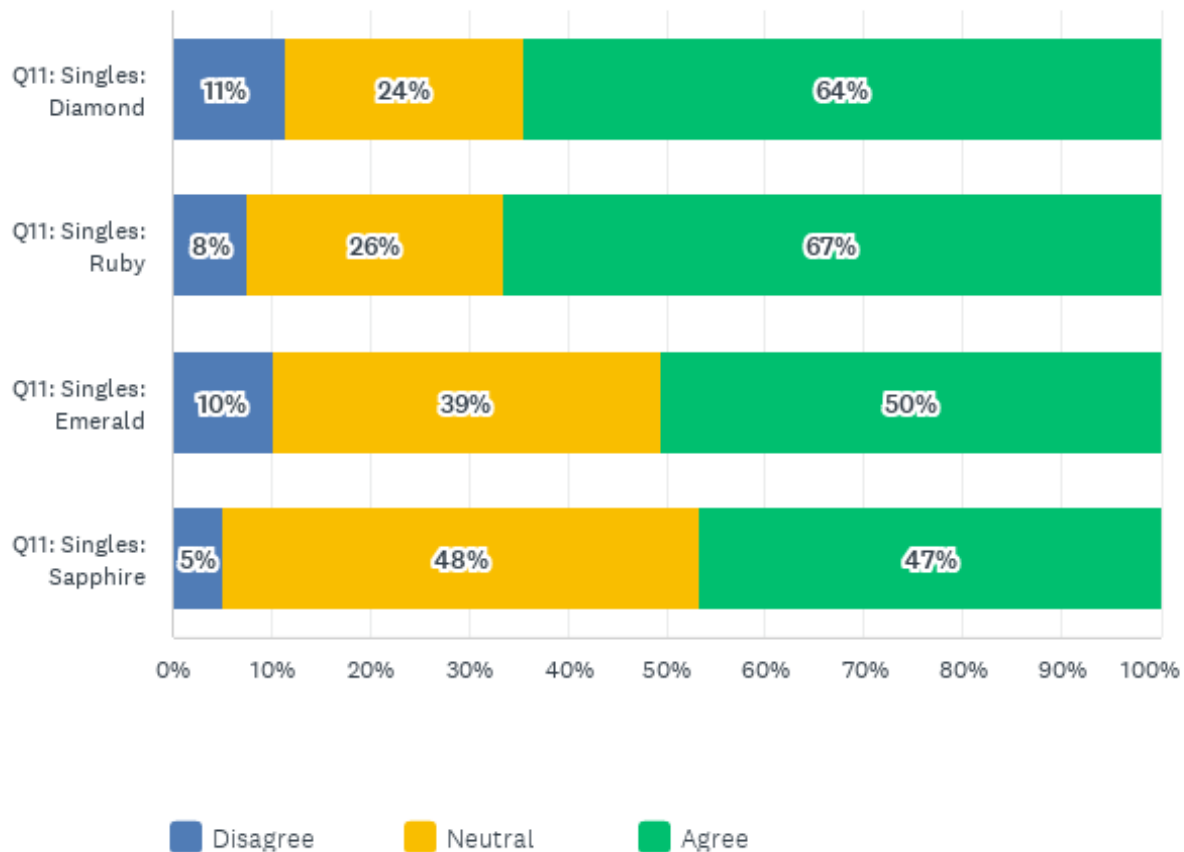
## **Survey Participants**

- 65% of those who responded to the survey were competitors and 34% were competitors who captained the team. Less than 1% were coordinators only.
- 31% of survey participants came with one team to the Women's Championships, 38% traveled with less than five teams, 15% 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 2024, 37% have bowled the tournament between two to nine years, 22% have attended between 10 and 19 events, and 29% have been bowling in the event for 20 or more years.
- Half of those who took the survey (54%) traveled from the following 10 states, in order from highest to lowest: California, Texas, Colorado, Arizona, Florida, Illinois, Nevada, Minnesota, Georgia and Maryland.
- 29% of surveyed bowlers have a household income of less than \$50,000, 36% make between \$50,000-\$99,999 and 35% have a household income of more than \$100,000.
- The majority, 61% of survey respondents, have a league average of 160 or less, 25% have an average between 161-180 and 12% average 181 or more.
- The majority, 86% of survey responses, came from bowlers who are 50 years or older. 10% were 40-49 years of age and 4% were 39 or younger.
- On average, survey respondents bowl about three leagues and three tournaments annually.

## 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: 1,136    Skipped: 0

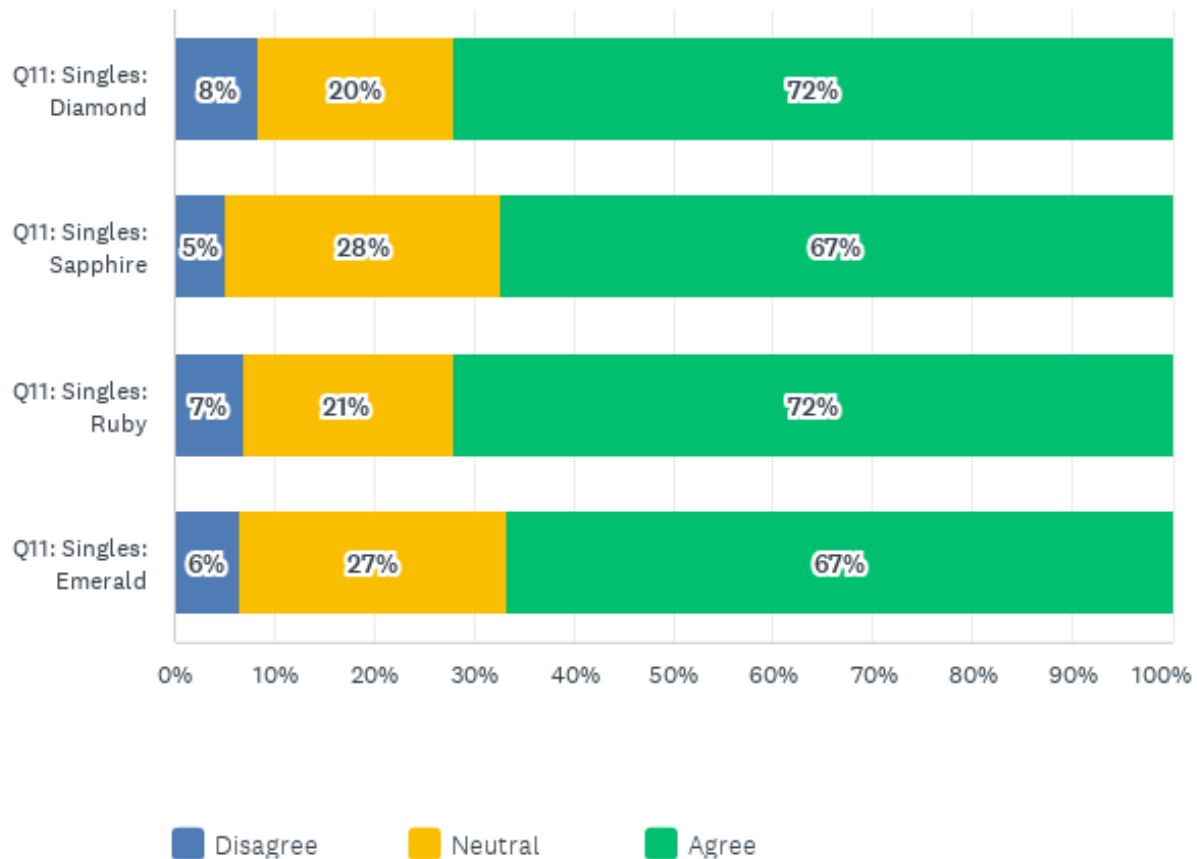




## Lane Pattern Difficulty

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

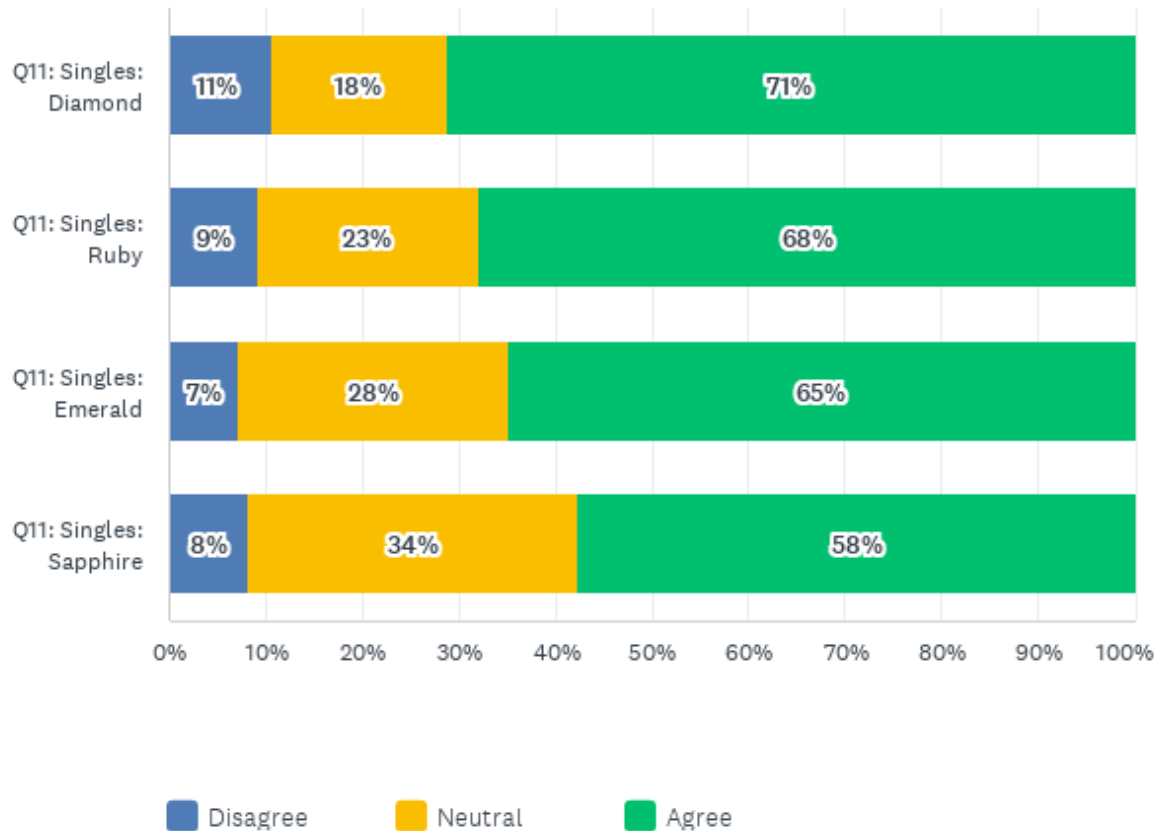
Answered: 1,136    Skipped: 0



## 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.

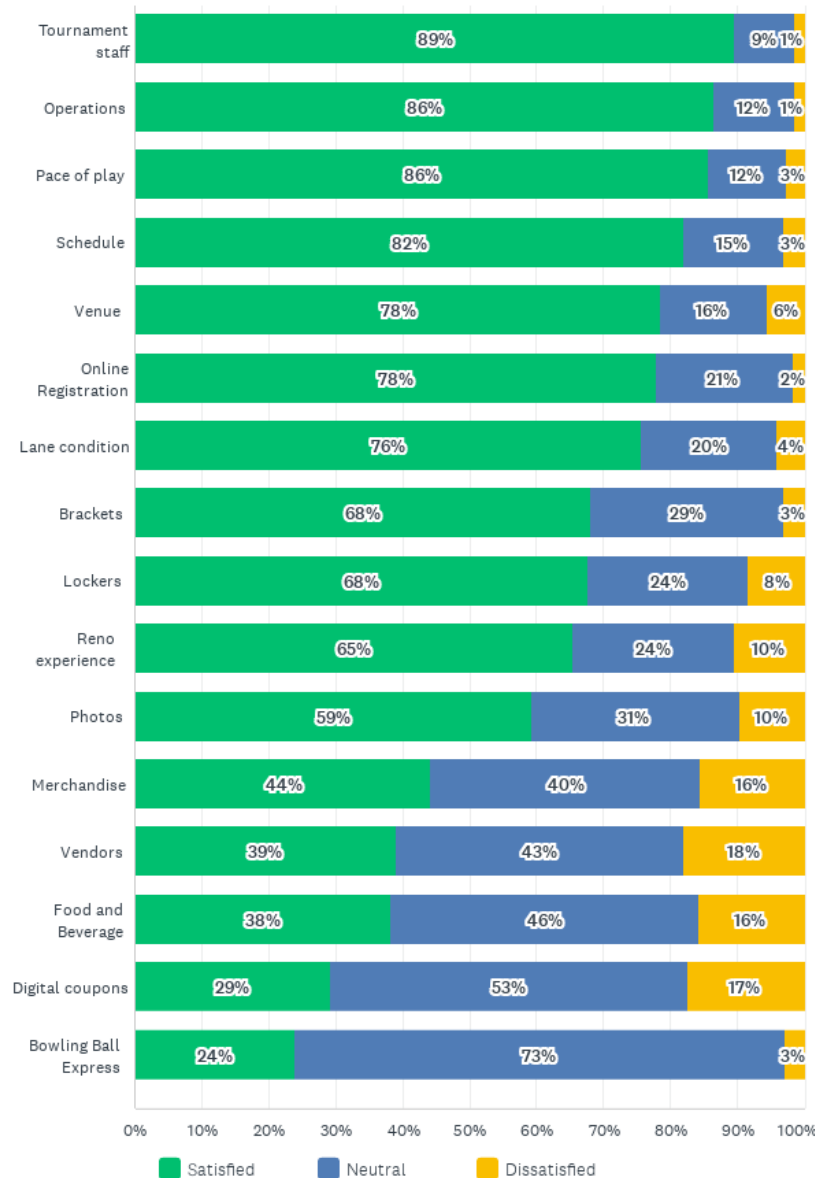
Answered: 1,136    Skipped: 0



## Event Satisfaction

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

Answered: 1,154    Skipped: 70





- Tournament staff, operations and pace of play received the highest percentage of satisfaction.
- It is worth noting that overall satisfaction for the schedule is up 13% over 2023 after being the only category that did not improve over 2022 in last year's survey.
- The worst-performing category was vendor options with digital coupons coming in as the second most dissatisfying category at 17%.

### **Other Satisfaction Considerations**

Several other key findings related to bowler satisfaction at the 2024 USBC Women's Championships included:

- When asked if they were going to return in 2025 to bowl the USBC Women's Championships in Las Vegas, 93% said they planned to bowl.
  - When asking first-time participants, 89% plan to bowl in 2025, which is up 13% from the 2023 survey.
- First-time bowlers said they competed in the 2023 Women's Championships to spend time with friends/family.
- Of those approached by USBC Women's Championships staff, 96% said any issues they had were resolved to their satisfaction.

## **Key Takeaways**

After analyzing the survey data from the 2024 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.
- Friends is the highest-ranked reason as to what originally influenced participants 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, the opportunity to compete ranks 10% higher than the original question of why you first started bowling the tournament. To reach a milestone award ranks higher than prize money/brackets and family.
- Overall satisfaction with event operations continues to remain high, with 86-89% of bowlers satisfied as it relates to key areas such as the pace of play, event operations and tournament staff respectively.