

MEMBERSHIP SURVEY RESULTS

United States Bowling Congress
June 5, 2020



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EXECUTIVE SUMMARY

USBC sent a one-question survey to its members on Wednesday, May 27, 2020. Over 47,000 responses were collected within the first week of issuing the survey.

In the survey sent to USBC members, 75% of respondents said they plan to bowl in a fall league during the 2020-2021 season, as long as state guidelines will allow their bowling center to open and operate leagues.

USBC also asked a follow-up question to those who responded “No” or “Unsure” about bowling in a fall league during the upcoming season to determine the reason, and 80% said it was because of health/safety concerns.

Below, you will find additional key takeaways from the survey, as well as a breakdown of the results by age, gender, and location. Reports from each state also will be included on BOWL.com for stakeholders to download.

KEY TAKEAWAYS

- 75% of survey respondents said “Yes” to bowling in league this fall
- Of the 25% who answered “No” or “Unsure” to bowling this fall, 80% said it was because of health/safety concerns and 3% cited financial concerns
- As the age of the groups surveyed increase, the percentage of those who plan to bowl in a league this fall decrease
- 78% of those 59 years or younger intend to bowl in a league this fall, which is higher than the survey average of 75%
- Men (77%) are 4% more likely to bowl in a league this fall vs. women (73%)
- 66% or more of all members by state said they plan to compete in leagues this fall
- 28 states and U.S. territories said “Yes” to bowling in a league this fall at a higher percentage than 75%, the survey average

METHODOLOGY

For the survey, USBC took a three-phase approach to gathering responses (email, social, web):

- | | |
|---|------------------|
| • Email to 2019-2020 USBC league members | 47,395 responses |
| • Social media post to USBC Facebook page | 348 responses |
| • Pop-up on the home page of BOWL.com | 155 responses |
| • BowlTV weekly email newsletter mention | 22 responses |

Based on the responses, USBC has a 99% confidence level, with a 1% margin of error, in the results of this survey, making the data statistically relevant and an accurate representation of the entire USBC membership.

SURVEY RESULTS

The total number of respondents to the survey was **47,854**.

Question: Assuming local government allows your bowling center to open and operate leagues, do you plan on bowling in a leagues(s) this fall?

- 75% Yes
- 5% No
- 20% Unsure

A follow-up question was asked to those who responded "No" or "Unsure".

Question: What is the reason you answered no or unsure about competing in a league this fall?

- 80% Health and safety concerns
- 2% Injury/Surgery
- 3% Was not planning to bowl anyway
- 3% Financial concerns
- 11% Other

Of the approximately 1,272 responses to "Other", most fell under the category of health and safety concerns related to topics surrounding COVID-19.

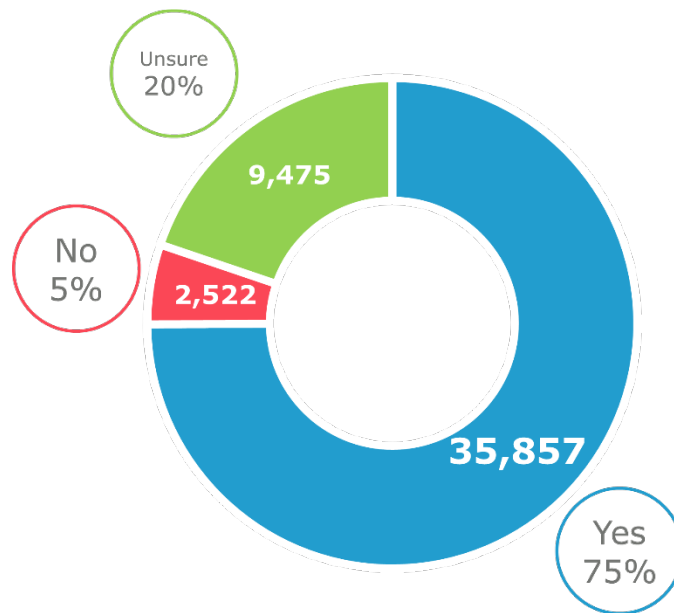


CHART #1

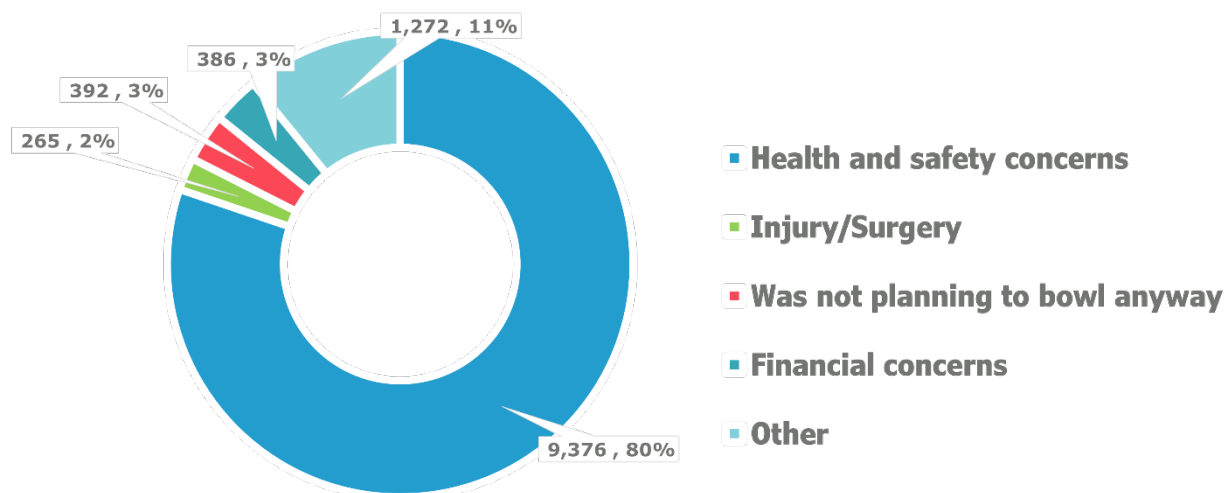


CHART #2

BREAKDOWN BY AGE

This chart shows those in the younger age groups intend to bowl in a league this fall at a higher percentage than older age groups. In fact, the results show a slight decrease as you move from left to right in the order of each age group.

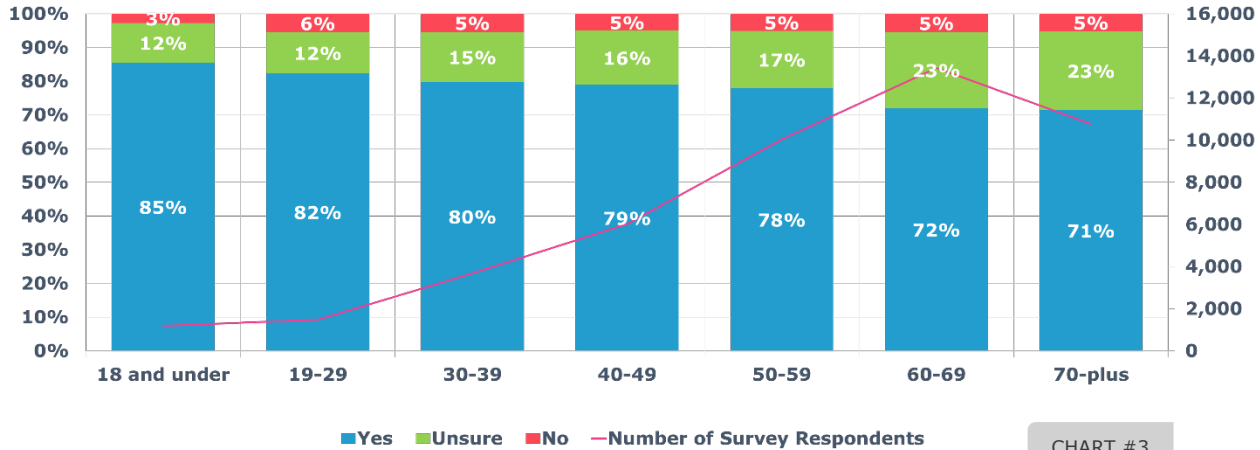


CHART #3

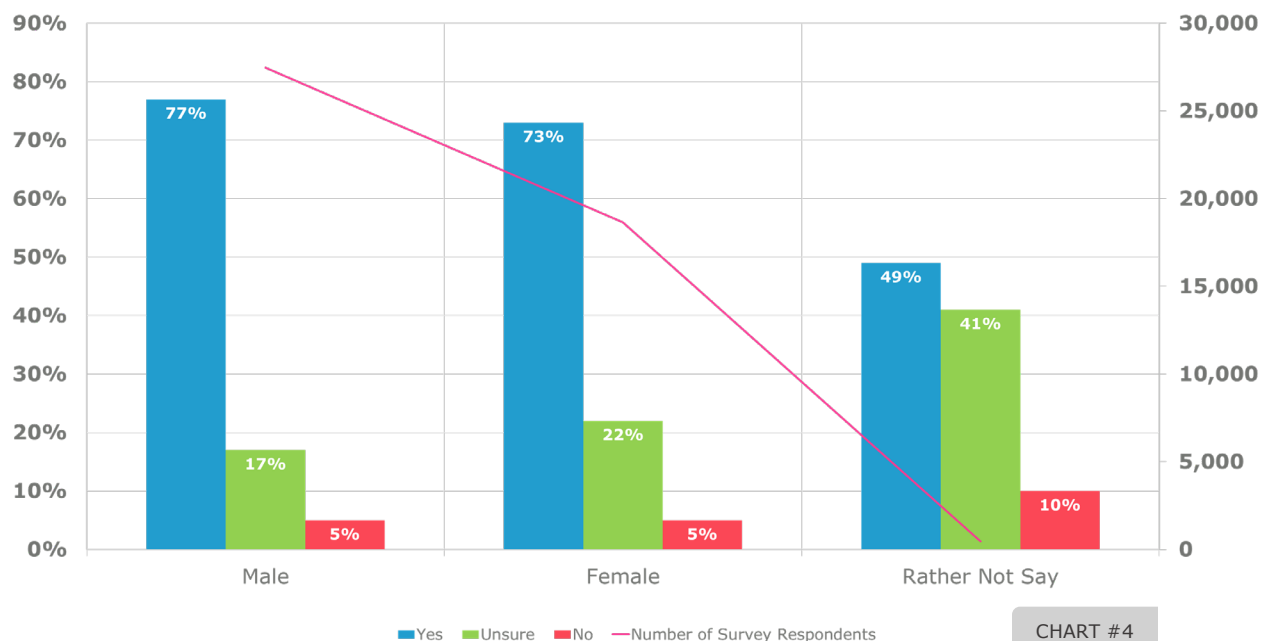
Number of survey responses are as follows:

- 18 and under: 1,184
- 19 – 29: 1,484
- 30 – 39: 3,678
- 40 – 49: 6,029
- 50 – 59: 10,035
- 60 – 69: 13,473
- 70-plus: 10,765

Chart #3 notes: The primary vertical y-axis is on the left side in percentage format, identifying how survey respondents answered Yes, No or Unsure in the stacked bar columns (Blue, Green and Red). The secondary vertical y-axis on the right side, in number format, relates to the pink line, which identifies the number of survey respondents to help understand the survey population size by age category.

BREAKDOWN BY GENDER

This chart shows that men (77%) are 4% more likely than women (73%) to return to a league this fall.



Number of survey responses are as follows:

- Male: 27,461 59% of survey population
- Female: 18,639 40% of survey population
- Rather Not Say: 463 1% of survey population

During the 2018-2019 season, USBC had a total membership of 65% male and 35% female. The survey results saw a slightly higher participation by women compared to the total population size.

Chart #4 notes: The primary vertical y-axis is on the left side in percentage format, identifying how survey respondents answered Yes, No or Unsure in the stacked bar columns (Blue, Green and Red). The secondary vertical y-axis on the right side, in number format, relates to the pink line, which identifies the number of survey respondents to help understand the survey population size by gender group.

BREAKDOWN BY LOCATION

This chart shows at least 66% of members in all states intend to bowl in league this fall. In addition, 28 of the 53 states/U.S. territories said "Yes" to bowling in a league this fall at a higher percentage than 75%, which is the survey average.

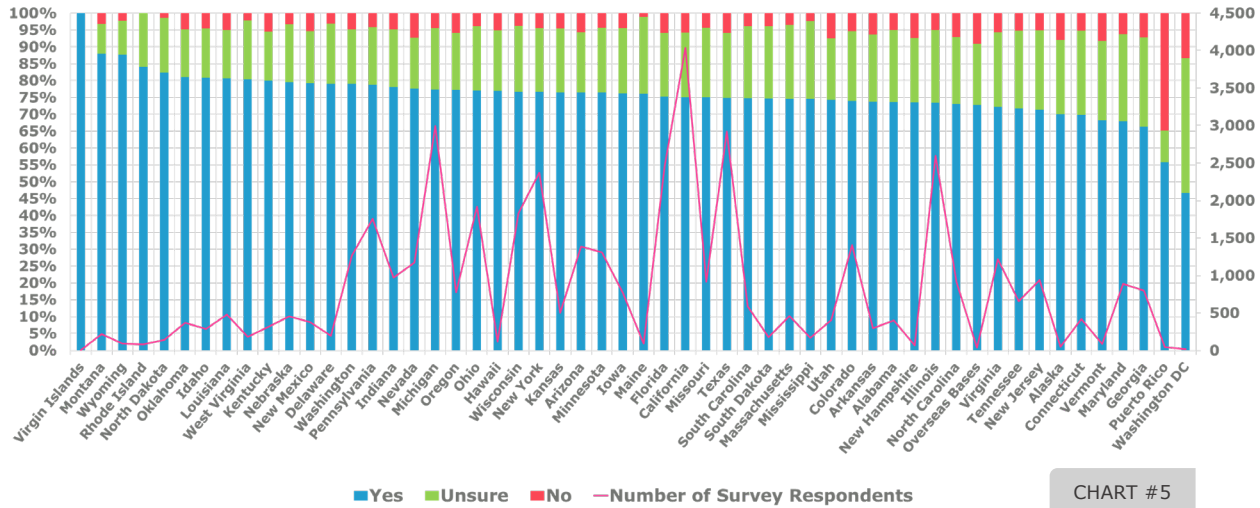


Chart #5 notes: The primary vertical y-axis is on the left side in percentage format, identifying how survey respondents answered Yes, No or Unsure in the stacked bar columns (Blue, Green and Red). The secondary vertical y-axis on the right side, in number format, relates to the pink line, which identifies the number of survey respondents to help understand the survey population size by location.

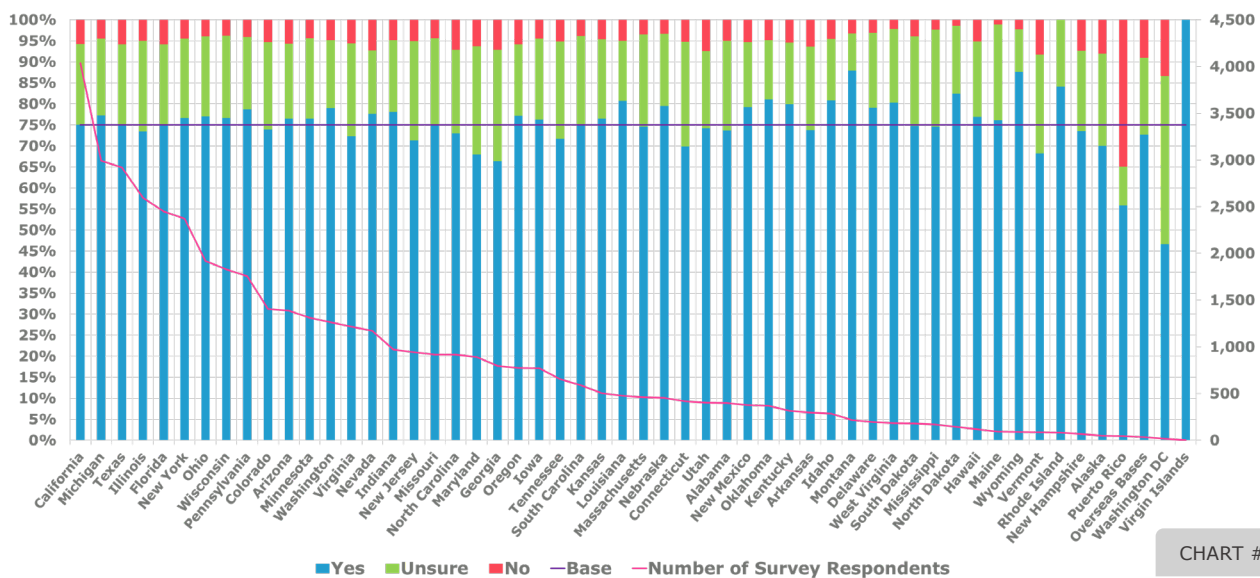


Chart #6 notes: This chart shows the same data but sorted differently. The first bar on the left (California) represents the largest survey population size and the column on the right (Virgin Islands) represents the smallest. The purple line represents the survey average of 75%, so you can see, based on population size, the locations where bowlers intend to bowl league this fall, above or below the survey average.