

BOWLING IS #1 STILL

Bowling is the #1 participation sport in the United States with more than 67 million people bowling annually. More than 1.7 million Americans are members of the United States Bowling Congress and bowl weekly in organized bowling programs. Bowling has a \$10 billion impact on the U.S. economy.



\$76K

MEDIAN HOUSEHOLD INCOME

BOWLING IS AFFLUENT

- The median household income of a bowler is over \$76,000
- 64% of bowlers are homeowners
- 28% of bowlers have a household income of more than \$100,000
- Over 47% of bowlers have children at home

18MM

YOUTH BOWL EACH YEAR

BOWLING IS POPULAR AMONG YOUTH

- Over 18.8 million youth from 6 to 17 years old bowl each year
- 48 states have high school bowling programs
- Over \$6 million in scholarships are awarded every year
- Over 250 schools offer collegiate bowling through NCAA, NAIA, and USBC Collegiate
- 54,000 kids bowl in high school varsity competition
- 10 million kids attend birthday parties in a bowling center each year, making bowling the #1 birthday party destination for kids 12 & under

54K

KIDS BOWL IN HIGH SCHOOL VARSITY COMPETITION

BOWLING IS A LIFETIME SPORT FOR ALL

- 50.5% of bowlers are male with 49.5% female
- No barriers to participation and no one sits the bench
- The youngest person to bowl a perfect 300 was only 9 years old
- The oldest person to bowl a perfect 300 was 89 years young
- The median age of a bowler is 36
- Over 16% of all bowlers are Hispanic

NO BARRIERS

USE 134 MUSCLES

BOWLING IS HEALTHY

- 3 games of bowling = 1 mile of walking
- Bowling uses 134 muscles

INTERNATIONAL BOWLING CAMPUS

621 SIX FLAGS DRIVE, ARLINGTON, TEXAS 76011 • BPAA.COM • STEMARKETING.COM • BOWL.COM

