

2015 Profile: Canadian Curler

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Estimated Size of the Canadian Curling Market in 2015: Based on [PMB](#) estimates, the size of the Canadian Curling market in 2015 was approximately 1,512,000 people or approximately 4.8% of the entire Canadian population.

Frequency of Curling Participation in 2015:

- Light Curlers: 928,000 people curled one or two times in 2015.
- Medium Curlers: 226,000 people curled three to nine times in 2015.
- Heavy Curlers: 358,000 people curled ten or more times in 2015.

The following report is based on the entire population of Canadian Curlers **ages 12+** (approximately 1,512,000 people).

Demographic Profile of Canadian Curlers

Gender

- 64% Male; 3.10% of all Canadian men curled.
- 36% Female; 1.70% of all Canadian females curled.

Age

- The majority (22.61%) of Canadian curlers were between the ages of 35-49; 1.09% of all people in Canada in this age group curled. This was followed by the 50-64 age group (20.10%) and then the 12-17 age group (16.86%).

Ethnicity and Language

- The majority (84.92%) of Canadian Curlers spoke English conversationally.
- The majority (76.58%) of Canadian Curlers indicated their ethnicity as white.

Geographic Location

- The majority of Canadian curlers (45.63%) lived in Ontario; 2.20% of all people in Canada that live in these communities curled.
- The next largest percentage of Canadian curlers (25.34%) lived in the Prairies; 1.22% of all people in Canada that live in these communities curled.
- 18.71% of Canadian Curlers lived in Quebec, followed by 5.62% living in BC, and 4.70% living in Atlantic Canada.

Community Size

- 33.26% of Canadian curlers lived in communities with 2+ million people. 1.61% of all Canadian people in these communities curled.
- 28.10% of Canadian curlers lived in communities with less than 100,000 people; 1.36% of all Canadian people in these communities curled.
- 17.12% of Canadian curlers lived in communities with 100,000-499,000 people; 0.82% of all Canadian people in these communities curled.
- 13.95% of Canadian curlers lived in communities with 1,000,000-1,999,999 people; 0.67% of all Canadian people in these communities curled.

Education

- 23.08% of Canadian curlers had earned university or other non-university certification.
- 20.43% of Canadian curlers had earned up to a high school diploma.
- 17.46% of Canadian curlers had earned a Bachelor's Degree.

Household Income

- Most Canadian curlers (16.99%) had an annual household income of \$75,000 to \$99,999.
- 12.69% had an annual household income of \$100,000 to \$124,999.
- 12.69% had an annual household income of \$60,000 to \$74,999.
- 9.12% had an annual household income of under \$25,000.

Employment Status

- The majority of Canadian curlers (48.34%) were employed full-time or self-employed.
- 10.71% of Canadian curlers were fully retired.

Marital Status

- Most Canadian curlers (53.17%) were married or living with a partner.
- 40.93% of Canadian curlers were single.

Behaviouristic Characteristics of Canadian Curlers

Civic Engagement / Volunteerism

- 43.98% of Canadian curlers reported doing volunteer work at least once within the previous two years.
- 15.67% of Canadian curlers reported that they were active in a social issue or a community project.

- 7.73% of Canadian curlers wrote to a public official within the previous two years.
- 2.84% of Canadian curlers reported that they wrote to an editor of a paper/magazine.
- 1.83% of Canadian curlers worked for a political party/candidate.

Leisure and Tourism Behaviours

- 48.61% of Canadian curlers traveled within Canada for their vacation within the past 12 months.
- 44.05% of Canadian curlers traveled outside of Canada for their vacation within the past 12 months.
- 19.11% of Canadian curlers stated they golfed 3+ times in the past 12 months.
- 19.04% of Canadian curlers stated they went fishing 3+ times in the past 12 months.
- 17.92% of Canadian curlers stated they watch TSN and/or Sportsnet 4+ times per week.
- 15.14% of Canadian curlers stated they visited a casino in the past 12 months.

Psychographic Characteristics of Canadian Curlers:

Health & Nutrition

- 63.29% of Canadian curlers agreed “regular exercise is an important part of my life”.
- 17.46% of Canadian curlers stated they are health conscious.
- 15.14% of Canadian curlers stated they are living healthy.
- 13.36% of Canadian curlers stated they “eat hard” and “play hard.”
- 11.97% of Canadian curlers stated it is better late than never to be healthy.

Source: PMB 2015 Spring Readership, Product Usage, & Attitudes and Lifestyles – Weighted by: Population

Analysis of Print Measurement Bureau data – Demographic, Behaviouristic, and Psychographic Characteristics of Canadian Curlers: Results of an Analysis of the 2015 Print Measurement Bureau Survey Data

Description of Print Measurement Bureau Survey Data: “PMB Print Measurement Bureau (PMB) is Canada’s leading syndicated study for single-source data on print readership, non-print media exposure, product usage and lifestyles. Its reputation is based on over 30 years of accurate, in-depth measurement of Canadian consumer behaviour. PMB is a non-profit organization, representing the interests of Canadian publishers, advertising agencies, advertisers and other companies. The first national PMB study was conducted in 1973. Since then, it has grown to the point where it now

uses an annual sample of 24,000 to measure the readership of over 110 publications and consumer usage of over 2,500 products and brands.”

Operational Definition of Canadian Curlers for this Analysis: The percentages presented in the subsequent analysis represent all those individuals 12 years or older who curled at least once per year (up to 10 times or more per year) during the 2015 curling season.