***Profile of the Canadian Curler: 2019***

*Prepared by: Luke R. Potwarka, Ph.D.; Department of Recreation and Leisure Studies & Austin W. Wilson, Ph.D.; Department of Kinesiology, University of Waterloo*

**Estimated Size of the Canadian Curling Market in Winter 2019:** based on VMC estimates, the size of the Canadian Curling market in the winter of 2019 was approximately 1,986,000 people approximately 6% of the entire Canadian population.

**Frequency of Curling Participation in winter 2019 (*N* = 1,986,000):**

* Light Curlers: 1,109,000 people curled one or two times in winter 2019.
* Medium Curlers: 324,000 people curled three to nine times in winter 2019.
* Heavy Curlers: 553,000 people curled ten or more times in winter 2019.

The following report is based on the population of Canadians that participated one or more times in Curling **ages 14+** (approximately 1,986,000 people) in the winter of 2019.

**Demographic Profile of Canadian Curlers: Winter 2019**

**Sex**

* 56.65% Male; 3.62% of all Canadian men curled.
* 43.35% Female; 2.77% of all Canadian females curled.

**Age**

* The majority (24.16%) of Canadian curlers were between the ages of 35-49; 1.54% of all people in Canada in this age group curled.  This was followed by the 50-64 age group (23.91%) and then the 65+ age group (17.36%).

**Ethnicity & Language**

* The majority (79.05%) of Canadian curlers were born in Canada.
* 20.95% of Canadian curlers were not born in Canada.
* The majority (71.75%) spoke English most often at home, while 28.25% reported speaking French most often at home.

**Marital Status**

* Most Canadian curlers (57.80%) were married or living with a partner.
* 42.20% of Canadian curlers reported single/divorced/separated/widowed.

**Household Status**

* 63.80% of Canadian curlers reported 3+ people living in the household.
* 24.17% of Canadian curlers reported 2 people living in the household.
* 12.03% of Canadian curlers reported 1 person living in the household.
* 28.19% of Canadian curlers reported having children 12 and under, while 45.51% reported having children 18 and under in the household.

**Household Income**

* Most Canadian curlers (32.22%) had an annual household income of $100,000 or more.
* 18.98% had an annual household income of $25,000-$50,000.
* 22.71% had an annual household income of $50,000-$75,000.
* 14.65% had an annual household income of $75,000-$100,000.
* 11.44% had an annual household income of $25,000 or less.

**Education**

* 20.29% of Canadian curlers had earned a Bachelor’s Degree.
* 13.54% of Canadian curlers had earned Post graduate Degrees.
* 20.24% of Canadian curlers had earned their secondary/high-school diploma.
* 11.27% of Canadian curlers reported earning a Trade Certificate/Diploma.

**Employment Status**

* 35.34% of Canadian curlers are employed full-time.
* 22.50% of Canadian curlers are retired.
* 17.57% of Canadian curlers reported being unemployed.
* 8.86% of Canadian curlers are self-employed.
* 7.60% of Canadian curlers are students.
* 8.10% of Canadian curlers reported ‘Other’ employment status.

**Geographic Location**

* The majority of Canadian curlers (33.88%) lived in Ontario; 2.16% of all people in Canada that live in these communities curled.
* The next largest percentage of Canadian curlers (20.19%) lived in Quebec.
* 17.57% of Canadian Curlers lived in Alberta, followed by 11.83% living in BC, 9.16% living in Manitoba & Saskatchewan, and 7.35% living in Atlantic Canada.

**Canadian Curling Markets**

* 2.01% of curlers were part of the Quebec City Curling Market
* 10.37% of curlers were part of the Montreal Curling Market
* 3.12% of curlers were part of the Ottawa/Gatineau Curling Market
* 17.72% of curlers were part of the Toronto Curling Market
* 6.89% of curlers were part of the Calgary Curling Market
* 5.13% of curlers were part of the Edmonton Curling Market
* 6.79% of curlers were part of the Vancouver Curling Market

**Purchasing Characteristics of Canadian Curlers**

* 43.80% of Canadian curlers reported being the primary grocery shopper.

***Source: Vividata Winter 2019 Survey of the Canadian Consumer (VMC) – Weighted by: Population***

*Operational Definition of Canadian Curlers for this Analysis: The percentages presented in the analysis represent all those individuals 14 years or older who curled at least once per year (up to 10 times or more per year) during the winter 2019 curling season.*