***Profile of the Canadian Curler: 2020***

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**Estimated Size of the Canadian Curling Market in Winter 2020:** based on VMC estimates, the size of the Canadian Curling market in winter 2020 was approximately 7,062,000 [1,404,000 people (4.40% of all Canadians) reported participating in curling; 5,658,000 reported just watching] people in the past year or approximately 22% of the entire Canadian population.

**Frequency of Curling Participation in winter 2020 (*N* = 1,404,000):**

* Light Curlers: 667,000 people curled one or two times in 2020.
* Medium Curlers: 341,000 people curled three to nine times in 2020.
* Heavy Curlers: 396,000 people curled ten or more times in 2020.

The following report is based on the population of Canadians that participated one or more times in Curling **ages 14+** (approximately 1,404,000 people) in the winter of2020.

**Demographic Profile of Canadian Curlers: Winter 2020**

**Sex**

* 61.75% Male; 5.6% of all Canadian men curled.
* 38.25% Female; 3.2% of all Canadian females curled.

**Age**

* The majority (26.14%) of Canadian curlers were between the ages of 50-64; 1.1% of all people in Canada in this age group curled.  This was followed by the 35-49 age group (24.72%) and then the 25-34 age group (12.46%).

**Ethnicity & Language**

* The majority (79.13%) of Canadian curlers were born in Canada.
* 20.87% of Canadian curlers were not born in Canada.
* The majority (75.36%) spoke English most often at home, while 14.17% reported speaking French most often at home.

**Marital Status**

* Most Canadian curlers (61.82%) were married or living with a partner.
* 38.25% of Canadian curlers reported single.

**Household Status**

* 66.45% of Canadian curlers reported 3+ people living in the household.
* 23.15% of Canadian curlers reported 2 people living in the household.
* 28.06% of Canadian curlers reported having children 12 and under, while 44.52% reported having children 18 and under in the household.

**Household Income**

* Most Canadian curlers (41.31%%) had an annual household income of $100,000 or more.
* 17.95% had an annual household income of $25,000-$50,000.
* 17.17% had an annual household income of $50,000-$75,000.
* 13.96% had an annual household income of $75,000-$100,000.
* 9.62% had an annual household income of $25,000 or less.

**Education**

* 19.30% of Canadian curlers had earned a Bachelor’s Degree.
* 18.16% of Canadian curlers had earned Post graduate Degrees.
* 17.81% of Canadian curlers had earned their secondary/high-school diploma.
* 12.75% of Canadian curlers reported working in the Skilled Trades.

**Employment Status**

* 39.10% of Canadian curlers are employed full-time.
* 23.29% of Canadian curlers are retired.
* 15.03% of Canadian curlers reported being unemployed.
* 7.89% of Canadian curlers are self-employed.
* 7.19% of Canadian curlers are students.
* 7.55% of Canadian curlers reported ‘Other’ employment status.

**Geographic Location**

* The majority of Canadian curlers (30.84%) lived in Ontario; 1.35% of all people in Canada that live in these communities curled.
* The next largest percentage of Canadian curlers (19.44%) lived in Alberta.
* 16.17% of Canadian Curlers lived in Quebec, followed by 13.75% living in BC, 12.32% living in Manitoba & Saskatchewan, and 7.41% living in Atlantic Canada.

**Canadian Curling Markets**

* 1.99% of curlers were part of the Quebec City Curling Market
* 9.04% of curlers were part of the Montreal Curling Market
* 4.13% of curlers were part of the Ottawa/Gatineau Curling Market
* 14.10% of curlers were part of the Toronto Curling Market
* 6.76% of curlers were part of the Calgary Curling Market
* 9.25% of curlers were part of the Edmonton Curling Market
* 8.11% of curlers were part of the Vancouver Curling Market

**Purchasing Characteristics of Canadian Curlers**

* 41.95% of Canadian curlers reported being the primary grocery shopper.

Canadian Curlers that Own, Lease, or Rent Sporting/Recreation Equipment Goods &/or Purchased Sporting/Recreation Equipment within the past 12 months.

|  |  |  |
| --- | --- | --- |
|  | **Own, Lease, or Rent** | **Made Purchase within Past 12 Months** |
| **All-Terrain Vehicles** | 7.19% | 4.13% |
| **Motorhome/RV/Camper/Trailer** | 10.40% | 4.70% |
| **Snowmobile** | 4.06% | 1.42% |
| **Bicycle** | 38.53% | 5.34% |
| **Aquatic Activities (e.g., Windsurfing, Sailing, etc.)/Boating: Inboard &/or Outboard Motor** | 18.06% | 8.91% |
| **Boating Equipment** | 9.47% | 2.64% |
| **Camping Equipment** | 23.08% | 5.34% |
| **Exercise Equipment** | 21.87% | 4.06% |
| **Fishing Equipment** | 17.17% | 5.34% |
| **Golf Equipment** | 29.70% | 5.48% |
| **Hockey Equipment** | 16.10% | 3.35% |
| **Hunting Equipment** | 5.34% | 2.21% |
| **Ski Equipment: Cross X** | 9.54% | 2.07% |
| **Ski Equipment: Downhill** | 12.68% | 3.63% |
| **Snowboarding Equipment** | 9.12% | 2.56% |
| **Does Not Own/Did Not Purchase** | 37.82% | 71.65% |
| *N* = 1,404,00 | | |

Personal Amount Spent on Sport/Recreation Activity(ies) in Past 12 months.

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Any Purchase Related to Sport/Recreation** | **On Equipment** | **On Footware** |
| **None** | 54.70% | 4.27% | 54.06% |
| **$1.00 - $100.00** | 19.94% | 4.50% | 16.38% |
| **$101.00 - $200.00** | 21.72% | 8.40% | 14.25% |
| **$201.00 - $500.00** | 13.18% | 5.91% | 9.26% |
| **$501.00 - $750.00** | 4.20% | 2.07% | 2.28% |
| **$751.00 - $1000.00** | 4.42% | 2.35% | 2.28% |
| **$1001.00 or more** | 2.42% | 1.35% | 1.50% |
| *N* = 1,404,00 | | |  |

Where do Canadian Curlers Purchase Sport/Recreation Equipment, Clothing, & Footware?

|  |  |  |  |
| --- | --- | --- | --- |
| 2019-2020 Purchasing Habits | **On Equipment** | **On Clothing** | **On Footware** |
| **Highest Percentage** | Canadian Tire (10.11%) | Sport Chek (16.03%) | Other Stores (14.03%) |
| **2nd Highest Percentage** | Other Stores (6.55%) | Costco (15.38%) | Sport Chek (11.61%) |
| **3rd Highest Percentage** | Sport Chek (5.27%) | Other Stores (15.01%) | Walmart (4.63%) |
| *N* = 1,404,00 | | |  |

***Source: Vividata Winter 2020 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 2020 curling season.*