

**GENERAL FACTS:**

- Skating continues to attract a large number of participants with approximately 22,200 registered skaters in Western Ontario.
- Skating is a lifelong sport – one is never too old to experience the satisfaction of putting on a pair of skates.
- Skating is an activity that all members of a family can enjoy together.
- Participation in skating is a healthy activity that promotes safe, childhood development.
- Most every community in Ontario has an arena that is the focal point of community activity.
- Coaches from Ontario are known around the world for their technical and artistic skills, as well as for delivery of comprehensive training programs.

**PARTICIPANTS:**

- Ontario is home to 43% of all registered skaters in Canada (72,041) –Western Ontario has 30% of that number (22,200).
- 72% of the skaters and coaches in Western Ontario are female.
- The Ontario skating community has one of the largest volunteer bases of all the sports governing organizations.
- Children as young as 3 years of age are registered in skating programs in Ontario, as well as those who are young at heart.
- International Competitors Shae Lynn Bourne, Bryce Davison (& partner Jessica Dubé, Jennifer Robinson, and Tessa Virtue & Scott Moir started their careers in Western Ontario.

Parents introduce their children to skating because it is fun and something that the whole family can do together. Ontario continues to produce some of the finest skating talent worldwide.

## SPECTATORS:

- Almost 80% of the viewing audiences at events and on television are female. In recent years, there is a trend to increased viewing by men as well.
- 76% of the spectators are between the ages of 18 and 54. 18% are over 55 years of age, while those under the age of 18 account for 6%.
- 70% of those viewing figure skating have household incomes in excess of \$40,000, while 42% have incomes over \$60,000.
- 54% of the spectators are married with one-third having children.

## EVENT FACTS:

- Skate Canada-Western Ontario hosts numerous Competitions each season in all disciplines, including synchronized skating, and at all levels: regional, sectional, national and international.
- These events attract as many as 1,600 young athletes, officials, coaches, and spectators. The economic impact on a community hosting a Skate Canada- Western Ontario competition can be as much as \$500,000 or more.
- Any skating event brought to Western Ontario is traditionally very well attended.
- Hundreds of local volunteers give their time to stage these events. As a result of their work, the local skating community realizes a considerable financial return. Immediate beneficiaries are the local businesses, restaurants and hotels.

We look to corporate sponsors to become active members of the skating community by directly supporting skaters and skating events in Western Ontario.