WCF Sweeping survey

Summary report

June 2016

The background

1. The purpose of this survey is to assist the WCF in understanding the views of the worldwide curling community about the impact sweeping should have on a curling shot.
2. The information gathered through this survey will be used in developing recommendations for sweeping and equipment rules, which will be considered by the next WCF General Assembly in September 2016.

The survey

- Three target groups
  - Athletes (125 approved responses)
  - MAs (37 responses)
  - Public (4 873 approved responses)
- The survey was open May 2nd – May 16th
- Carried out electronically (www.surveymonkey.com)

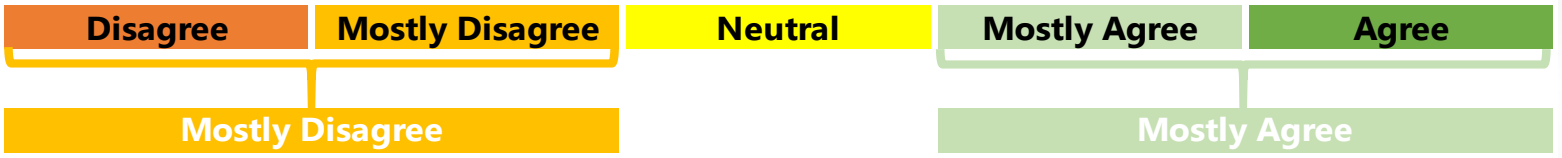
Key questions

- Personal information
  - IP addresses (Public Survey)
  - Name and e-mail addresses (MA and Athletes Surveys)
- Sweeping philosophy
- The optics of sweeping

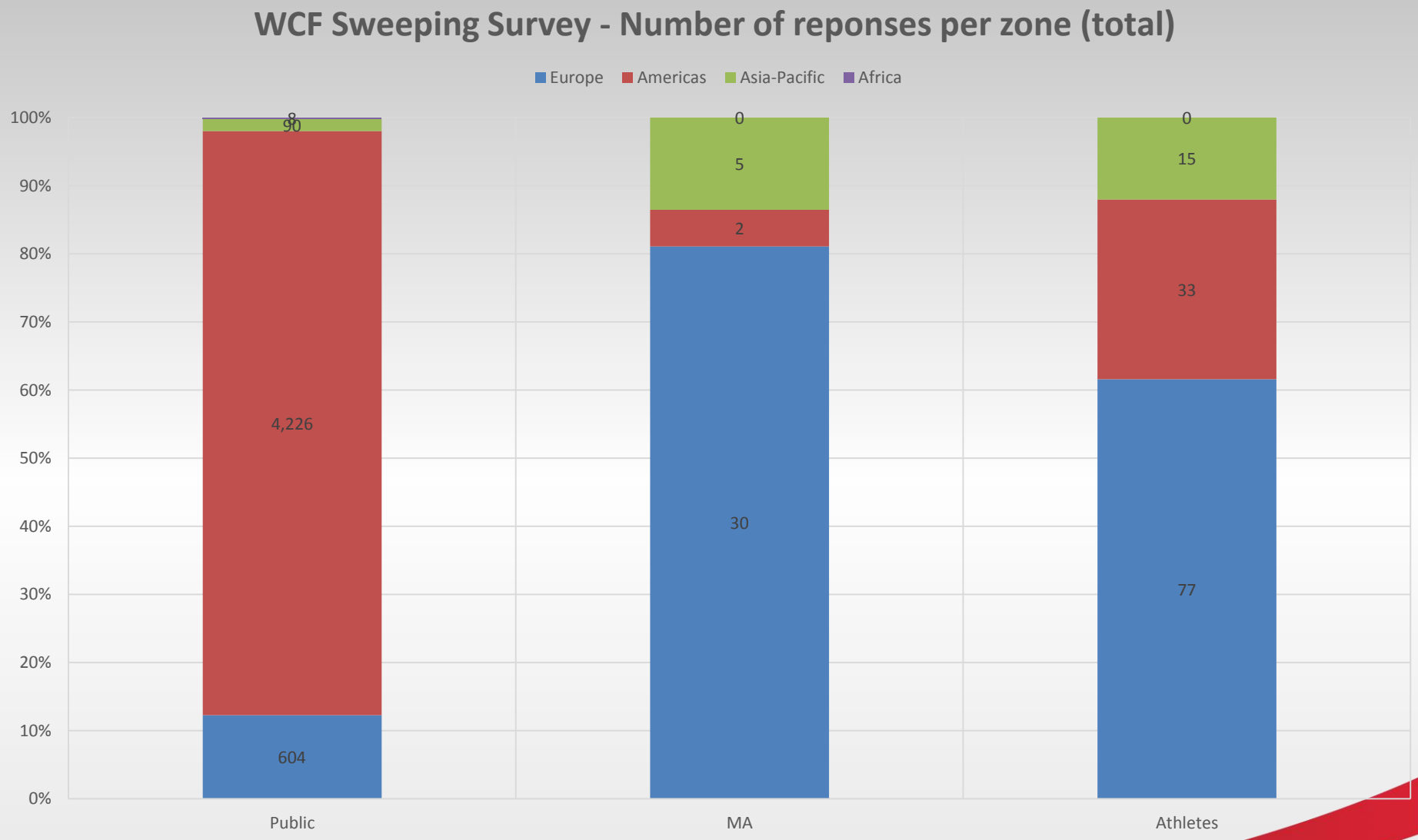
- The responses has been differentiated for geographical (zonal) differences
  - (not included in this report)

The measures

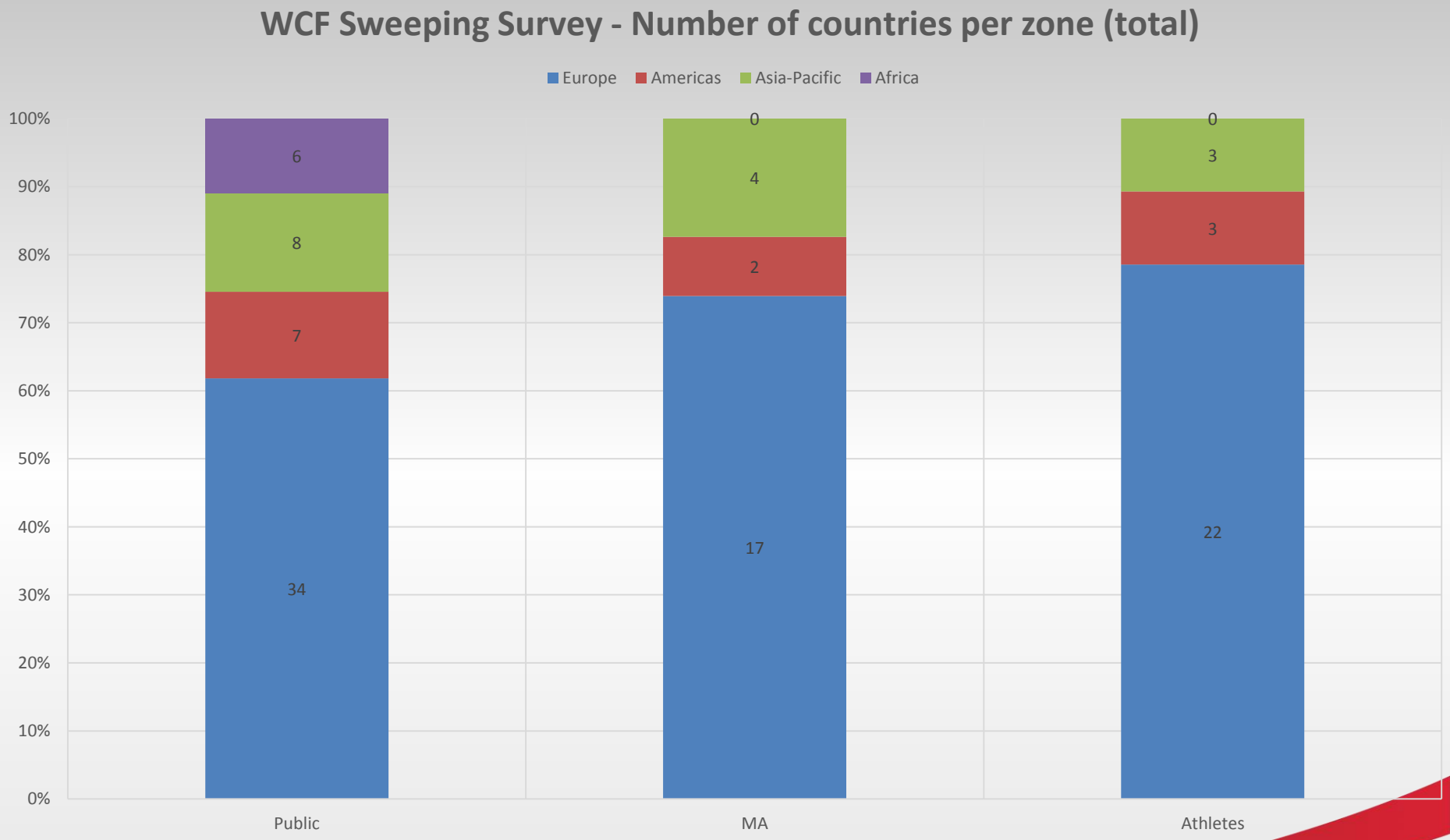
- This report focuses on the main differences («black or white») in responses
  - Mostly agree / mostly disagree
  - Mostly positive / mostly negative



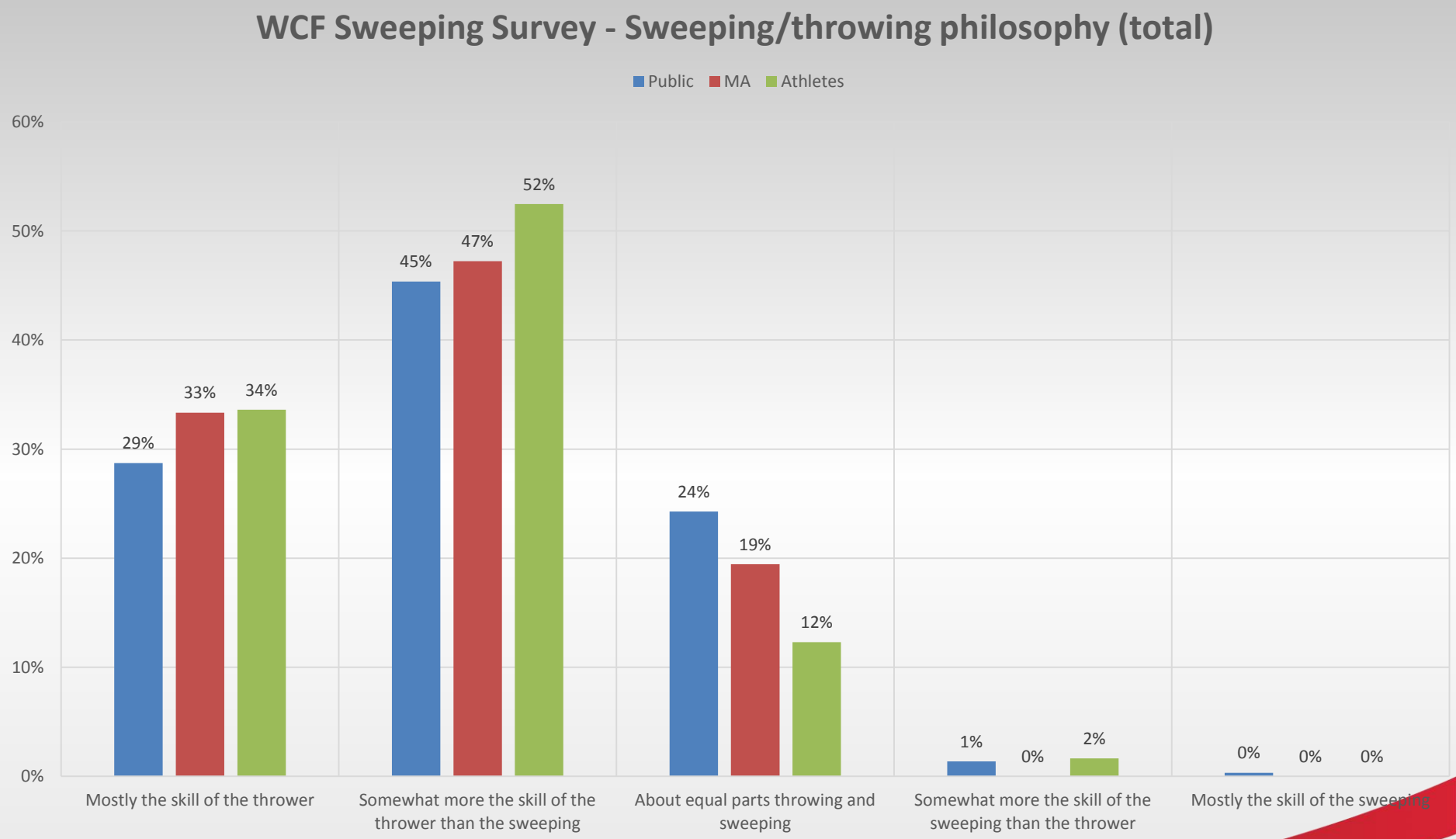
Sweeping survey – Audience



Sweeping survey – Audience



Sweeping survey – Philosophy



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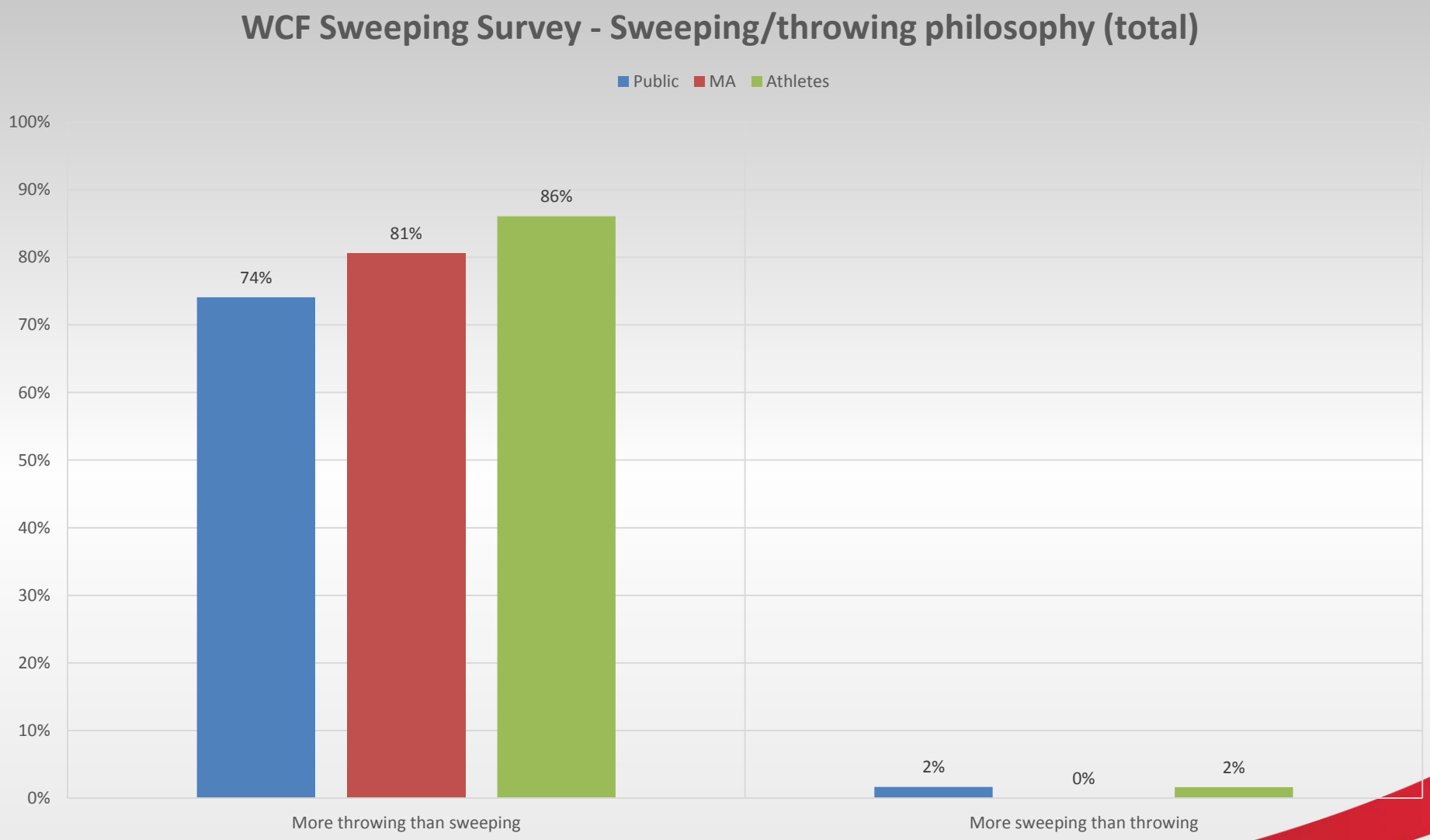

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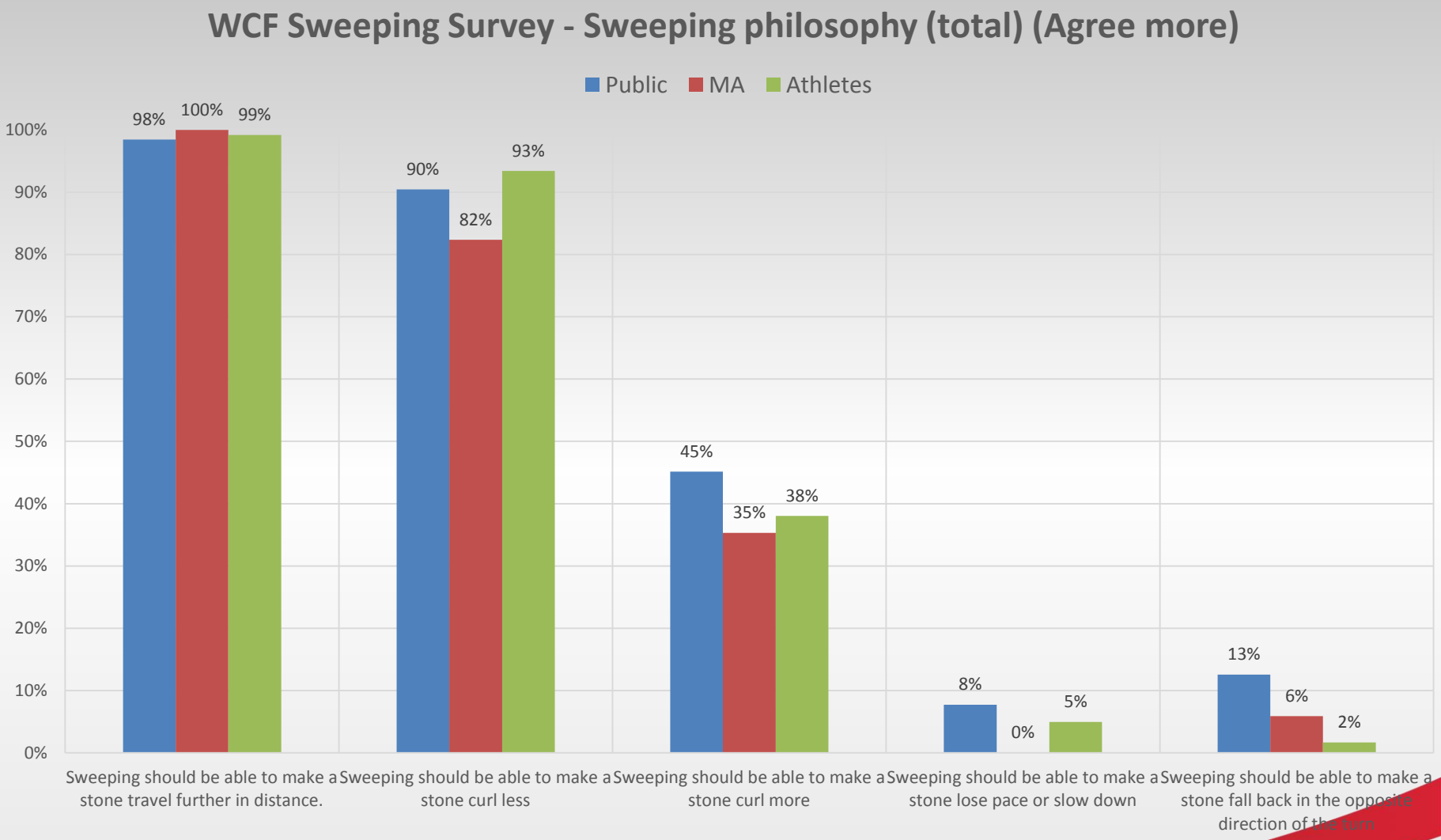
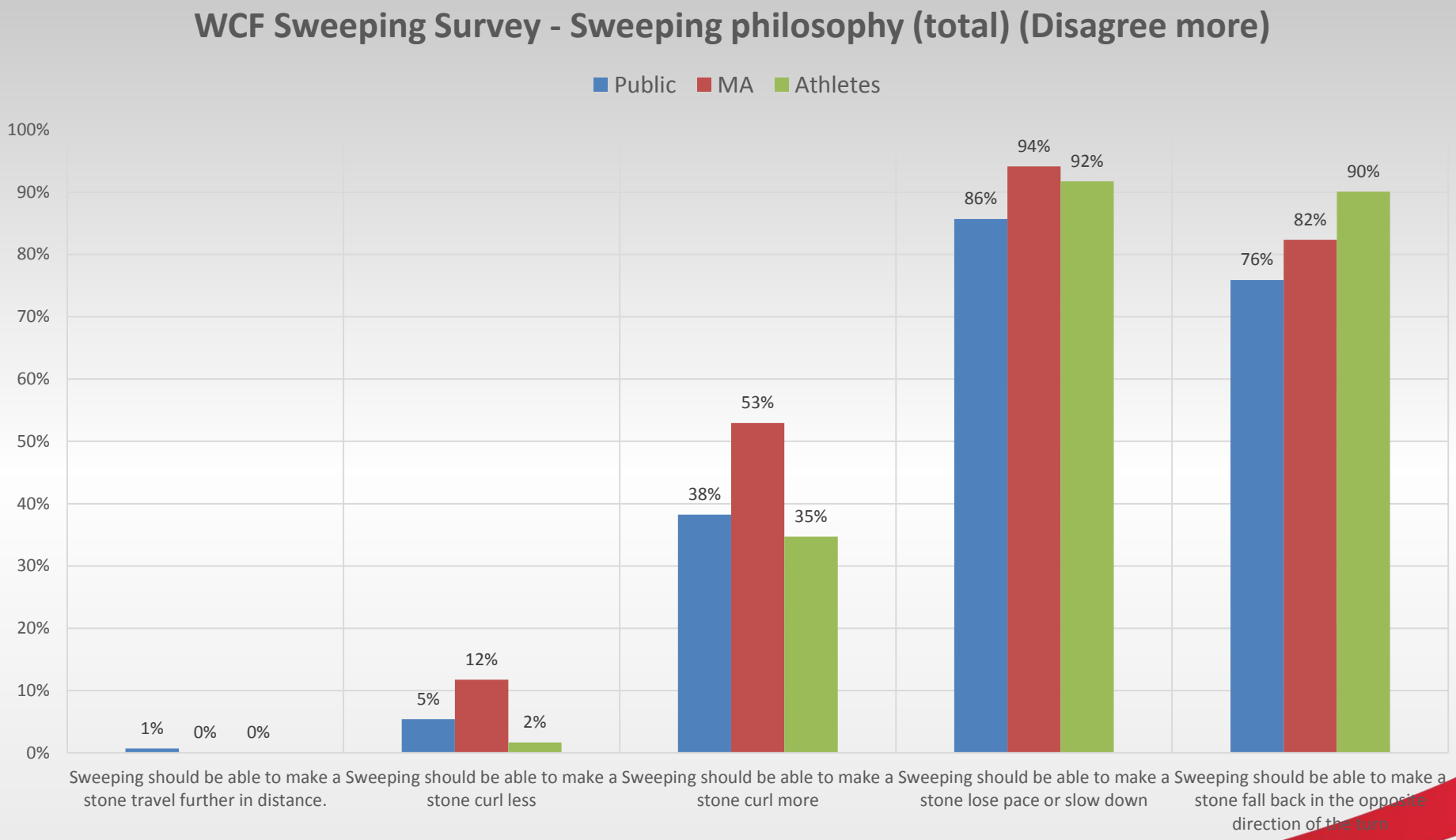


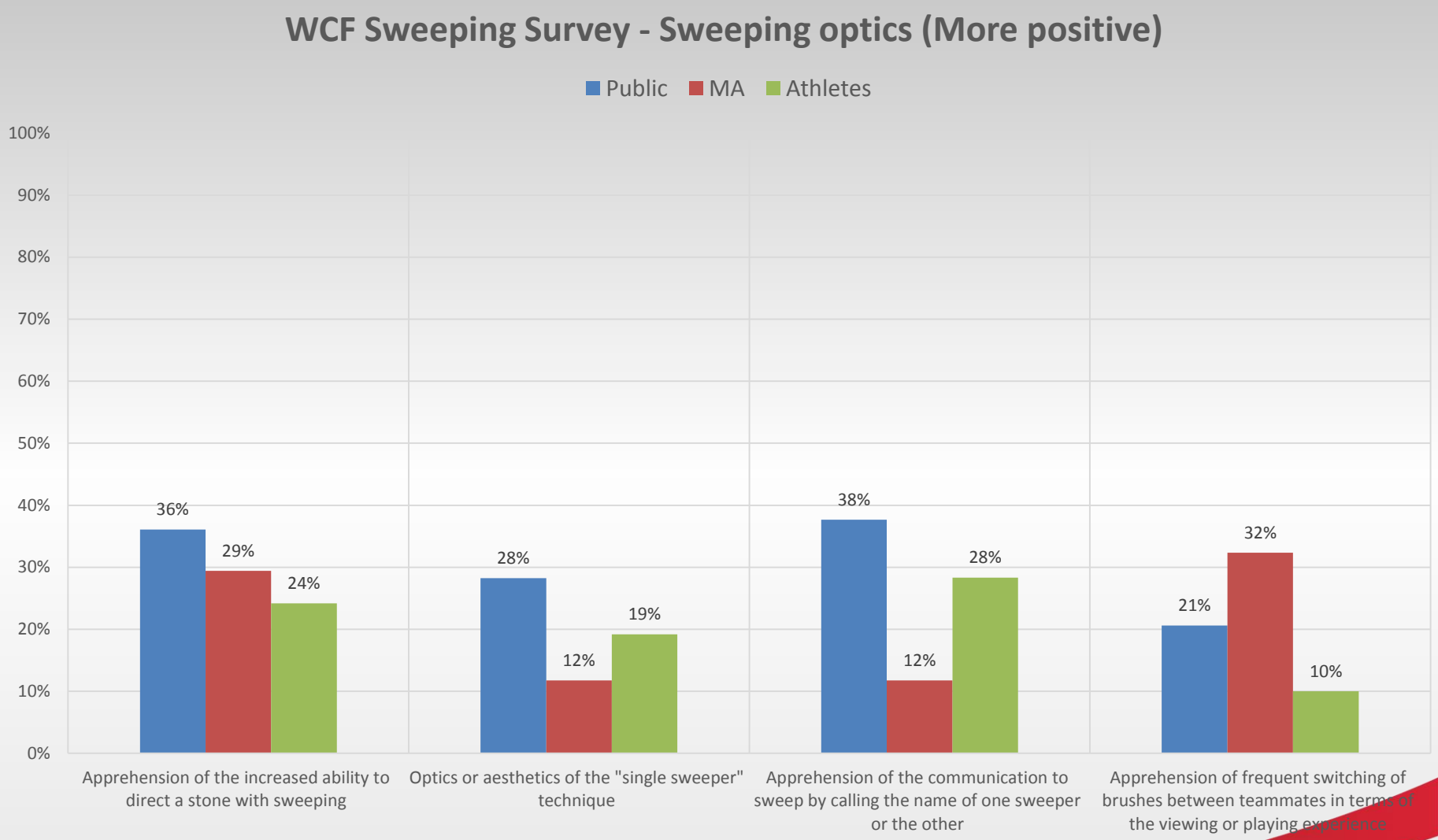
Sweeping survey – Philosophy



Key philosophical findings

- The skill of throwing is generally assessed as more important than sweeping
- Sweeping should primarily make a stone go further and curl less
- Sweeping should neither make a stone slow down, stop or fall back in the opposite direction of the curl
- There are somewhat different views on the ability to make a stone curl more by sweeping
  - The survey does not give any answers to what extent it is acceptable for sweeping to make a stone curl more
  - The survey results can be interpreted as acceptable by a small majority to «finish a stone»
  - This is a huge difference from sweeping to make a stone fall back
  - Athletes' recommendation at the Sweeping Summit was that sweeping should minimal effect on the trajectory of a stone either way

Sweeping survey – Optics



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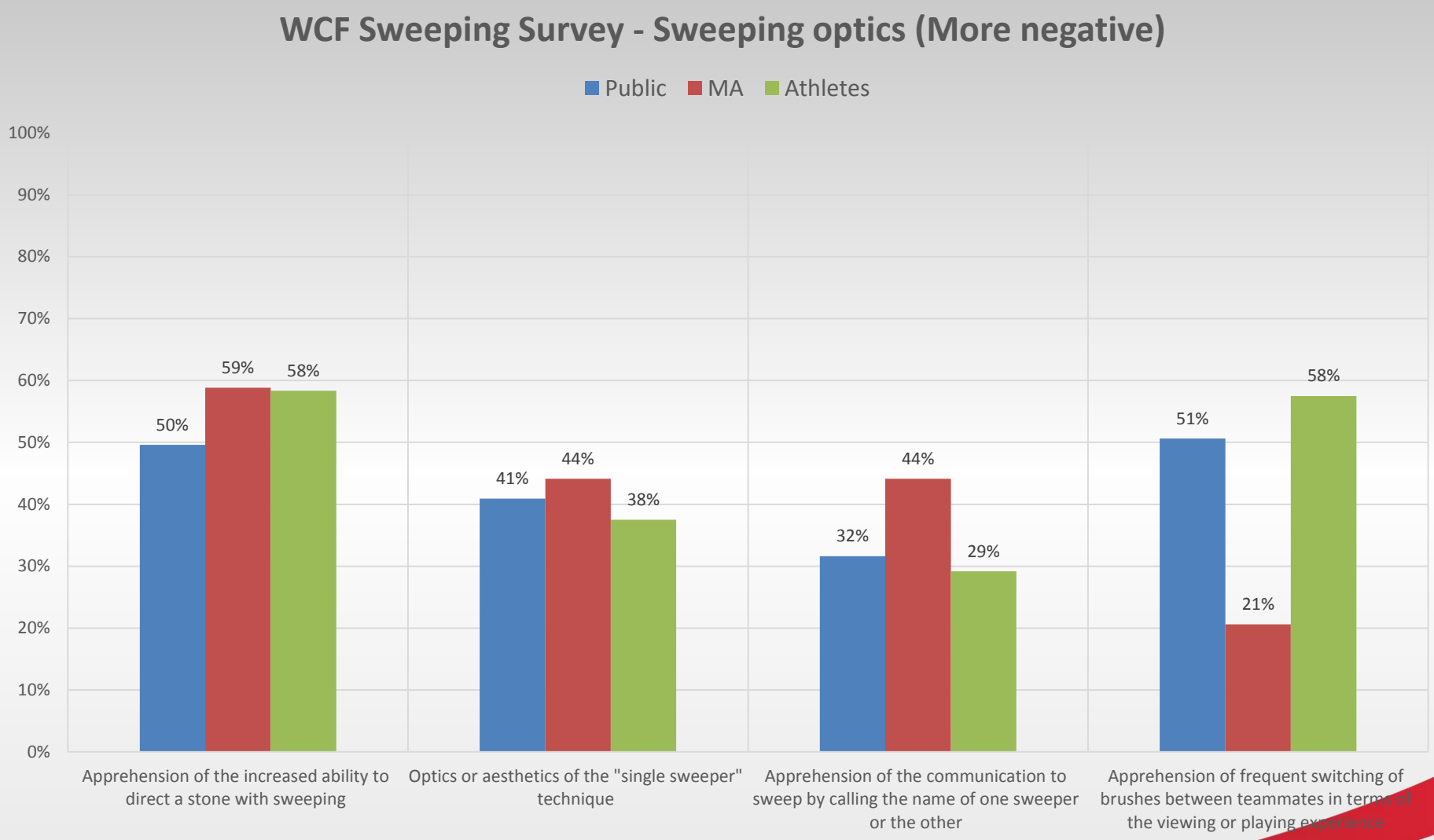

Key optic findings

- There are generally more negative views on both:
  - The increased ability to direct a stone with sweeping
  - The optics or aesthetics of the "single sweeper" technique
  - The frequent switching of brushes between teammates in terms of the viewing or playing experience
- As for communication to sweep by calling the name of one sweeper or the other there are more equal views