

November 7, 2000

## **STRONG SUPPORT FOR VANCOUVER/WHISTLER 2010 OLYMPIC BID**

***87% OF BRITISH COLUMBIANS SUPPORT VANCOUVER/WHISTLER'S BID TO HOST THE  
2010 WINTER OLYMPICS –***

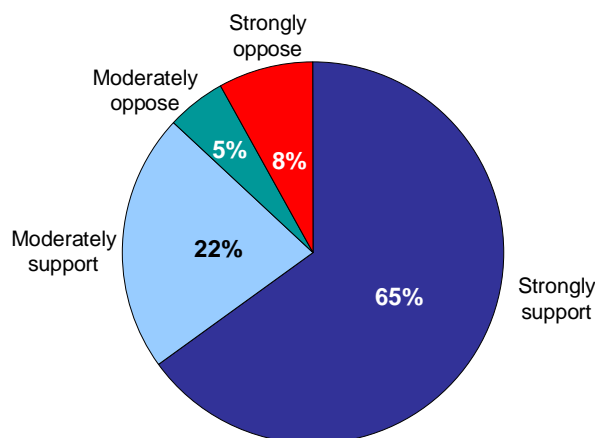
***IPSOS-REID STUDY***

**Vancouver, Nov. 7, 2000** –The vast majority of British Columbians, and more specifically, residents of the host communities of Vancouver and Whistler, support the bid to host the 2010 Winter Olympics, according to new studies by Ipsos-Reid.

The research, commissioned by the Vancouver/Whistler 2010 Bid Corporation, was conducted to measure support for the Olympic bid throughout BC and more specifically in the host communities. Additionally, the research was used to uncover and quantify key issues surrounding the bid.

The results are based on two studies, one conducted with British Columbians, and another conducted with residents of the host communities. The first study with 600 British Columbians shows that 87% support the bid to host the 2010 Winter Olympics in Vancouver/Whistler, with 65% stating they strongly support the bid. The level of support is consistent throughout the Province, as residents of the Lower Mainland and those in the Rest of BC have near identical levels of support (86% and 87% respectively).

### **Support for 2010 Olympic Bid in BC**



Source: BC Reid Poll (n=600)



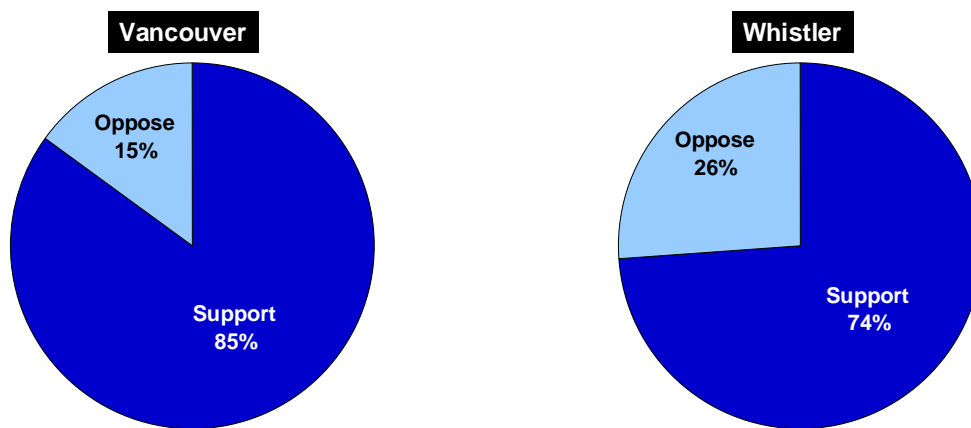
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The second study with 666 residents of the host communities of Vancouver (n=350) and Whistler (n=316) also show strong levels of support for the bid. Residents of Vancouver are more supportive of the bid (85% support) than their Whistler counterparts (74% support). Residents of Vancouver are also more likely to strongly support the bid (52%) than their Whistler counterparts (44%).

## Support for 2010 Olympic Bid in the Host Communities



Source: Olympic Bid Corporation Quantitative Study (n=666)

"These results show that support for the bid is overwhelming," says Dave Pierzchala, senior research manager at Ipsos-Reid. "We rarely see numbers this positive for any measurement of public opinion."

Supporters of the bid in the host communities believe that hosting the Olympics would provide a positive boost for the local economy (51%), enhance Vancouver and Whistler's reputation worldwide (31%) and stimulate tourism (21%). Opposers of the bid believe that hosting the Olympics would place strain on local facilities and infrastructure (34%) and that there will be an increase in transportation issues (17%).

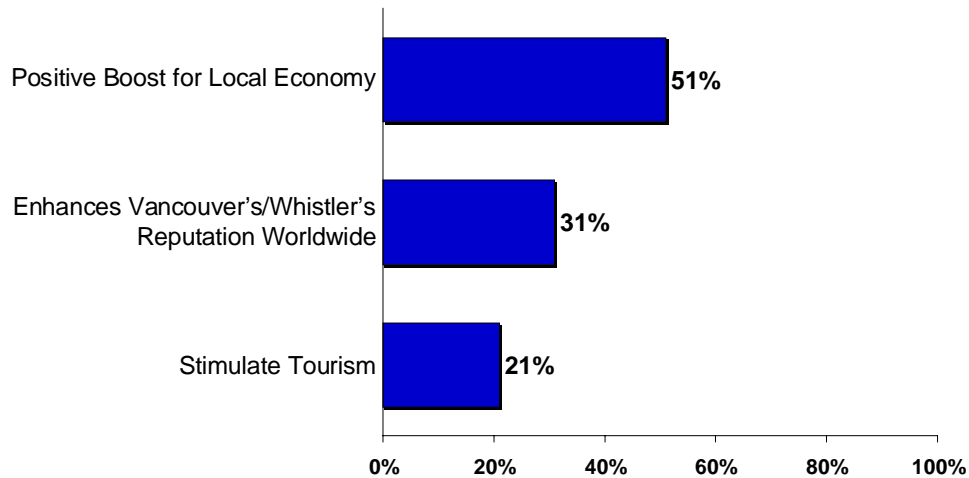


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## Supporter Expectations for the 2010 Olympics



Source: Olympic Bid Corporation Quantitative Study (n=534)

Within the host communities of Vancouver and Whistler, the largest concern around hosting the Olympics is transportation, as 29% of residents in the two communities voiced this specific concern. Other specific concerns in the host communities are the financial burden of hosting the games (16%), environmental concerns, and overcrowding (both at 11%). Within the communities, residents of Vancouver are more likely to be concerned about the financial burden of the games, while residents of Whistler are more concerned with overcrowding and the possible lack of accommodation.

"Building up to the final bid, it will be important for the Bid Corporation to take all concerns into account, specifically in the areas of transportation and financing," says Pierzchala. "If these issues are properly addressed, then the public support of the bid should remain high."

"This level of public support in both the host communities and the province generally, is most encouraging", said Bid Corporation CEO, Don Calder. "With respect to issues and concerns, this research confirms what we have been hearing directly about what is important to British Columbians regarding bidding for the Olympic and Paralympic Games," he added.

**The Vancouver Whistler 2010 Bid Corporation is preparing a bid to host the Olympic Winter Games and Paralympic Games in 2010. Member partners of the Bid Corporation are the Province of British Columbia, the City of Vancouver, the Resort Municipality of Whistler and the Canadian Olympic Association. The Bid Corporation's board of directors is drawn from a variety of community interests, including all levels of government, First Nations, and the business and sport communities.**



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## For Immediate Release

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*he “BC Reid Poll” is a monthly omnibus study with 600 residents of British Columbia. The data are statistically weighted to reflect the population proportions of the province. The most recent monthly results were collected between October 2<sup>nd</sup> and 9th, 2000.*

*The second study was conducted with 666 permanent residents of Vancouver (n=350) and Whistler (n=316). The results are unweighted. The results were collected between October 12<sup>th</sup> and 18<sup>th</sup>, 2000*

*With a sample of 600 and 666 (for each component), one can say with 95% certainty that the overall results are within a maximum of  $\pm 4.1$  percentage points of what they would have been had the entire population been surveyed. The margin of error will be larger for sub-groupings of the survey population.*

**Established in 1979, Ipsos-Reid is Canada’s leading market research and public opinion company. Its is best known for the *Angus Reid Express Poll*, the most widely quoted source of public opinion in the country. Founded by Dr. Angus Reid, Ipsos-Reid has conducted extensive market and social research in 80 countries and in 40 languages, and serves clients around the world through more than 300-professionals and 1,000 data collection staff in ten offices. The company is a member of the Paris-based Ipsos Group, ranked among the top ten research companies in the world.**

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**For more information on this news release, please contact:**

**Dave Pierzchala**  
**Senior Research Manager**  
**Ipsos-Reid**  
**(604) 257-3200**

**Peter Jones**  
**Executive Director, Communications**  
**Vancouver Whistler 2010 Bid Corporation**  
**(604) 408-2010**



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