

2010 Winter Games Bid Enjoys Strong Public Support

- 82% of Canadians Support Vancouver's Bid for the 2010 Olympic and Paralympic Winter Games –**

- 67% of British Columbians Support Vancouver's Bid for the 2010 Olympic and Paralympic Winter Games –**

VANCOUVER – The vast majority of Canadians and two in three British Columbians, support the bid to host the 2010 Winter Olympics, according to two new studies completed by Ipsos-Reid.

The main reason supporters in British Columbia are behind the bid is because they believe the games will provide a positive boost for the economy (55%). Other reasons for supporting the Bid are the beliefs that the Bid will enhance Vancouver's reputation worldwide (29%) and that it will stimulate tourism (22%).

The polling, commissioned by the Vancouver 2010 Bid Corporation, is being conducted to measure support for the Winter Games Bid. All potential Host Cities are required to submit information to the International Olympic Committee on the level of public support for the bid process. Polling was conducted in July, August and September 2002.

National results are based on the cumulative total of three surveys of 1,000 adult Canadians and are accurate plus or minus 1.8 per cent, 19 times out of 20. The BC results are based on the cumulative total of three surveys of 800 adult British Columbians and are accurate plus or minus 2.1 per cent 19 times out of 20. Data were weighted to ensure that the sample's region, age, and gender distribution matches that of the actual population according to the 1996 Census.

Established in 1979, Ipsos-Reid is Canada's leading market research and public opinion company. It is best known for the Ipsos-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 11 offices. The company is a member of the Paris-based Ipsos Group, ranked among the top ten research companies in the world, with specialties in advertising, media, customer satisfaction, public opinion and market research. Visit www.ipsos-reid.com

Vancouver is Canada's Candidate City for the 2010 Olympic Winter Games and Winter Paralympic Games. Member partners of the Bid Corporation are the Government of Canada, the Province of British Columbia, the City of Vancouver, the Resort Municipality of Whistler and the Canadian Olympic Committee. 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. The Bid Corporation is supported by more than 100 companies, corporations and organizations.

The 2010 Games Host City will be selected in July 2003.



Media Contact:

Dave Pierzchala
Senior Research Manager
Ipsos-Reid
(604) 893-1612

