

BRITISH COLUMBIANS SEE ECONOMIC GOLD IN 2010 WINTER OLYMPICS

*Public Predicts Games Will Be a Boon to Provincial Economy
(71%), Retail Sales (81%) and Tourism Spending (88%)*

*Benefit Expected to Extend Beyond Host Cities; Majority Expect
Games to Benefit Retail Sales (72%) and Tourism Spending (78%)
In Their Own Region of the Province*



**Public Release Date:
August 27, 2003**

Ipsos-Reid is Canada's leading marketing research and public affairs company in Canada, both in terms of size and reputation. It operates in seven cities and employs more than 300 researchers and support staff in Canada. It has the biggest network of telephone call centres, as well as the largest prerecruited household and online panels in Canada. Its Canadian marketing research and public affairs practices are staffed with seasoned research consultants with extensive industry-specific backgrounds offering the premier suite of research vehicles in Canada, including the Ipsos Trend Report, the leading source of public opinion in the country. Ipsos-Reid is a member of the Ipsos Group, the second largest survey-based marketing research company in the world.

For copies of other news releases, please visit
http://www.ipsos-reid.com/media/content/PRE_REL.cfm

© Ipsos-Reid

Vancouver • Edmonton • Calgary • Winnipeg • Toronto • Ottawa • Montréal



BRITISH COLUMBIANS SEE ECONOMIC GOLD IN 2010 WINTER OLYMPICS

*Public Predicts Games Will Be a Boon to Provincial Economy (71%),
Retail Sales (81%) and Tourism Spending (88%)*

*Benefit Expected to Extend Beyond Host Cities; Majority Expect
Games to Benefit Retail Sales (72%) and Tourism Spending (78%) In
Their Own Region of the Province*

Vancouver, BC – A new Ipsos-Reid poll conducted jointly with Retail BC¹ reveals that most British Columbians are optimistic about the economic impact of the 2010 Winter Games. Seven-in-ten (71%) BC residents expect that winning and hosting the Games will have a positive impact on the overall provincial economy. Expectations are even more buoyant in terms of the forecasted impact on the province's retail and tourism sectors. Eight-in-ten (81%) residents predict the Games will have a positive impact on provincial retail sales, while nine-in-ten (88%) predict a positive impact on provincial tourism spending. "It's not just provincial pride or the Olympic spirit that drove British Columbians to support the Games Bid," says Mary de Bonis, a vice-president in the Vancouver office of Ipsos-Reid. "What's clear from these numbers is that most people also think the Games make sound economic sense."

British Columbians think the boost to retail sales and tourism will extend beyond the host communities of Vancouver and Whistler. Seven-in-ten (72%) residents expect a positive impact on retail sales in their own region of the province. Eight-in-ten (78%) expect a positive impact on tourism spending in their own region of the province.

¹ Retail BC (www.retailbc.org) is a provincial retail trade association and provides advocacy, professional training and member services to 3,600 B.C. retail companies, the majority of which are small and medium-sized businesses.



“At a time when retailers are anxious to learn how they can participate in the Olympics, this is welcome news for B.C.’s retail community,” says Retail BC President & CEO Mark Startup. “Retailers know how important it is for a community to work together to achieve success. Armed with the knowledge that British Columbians are bullish on the opportunities for retail and tourism spending throughout the entire Province, retailers can begin to focus on both their individual company and their community strategies for the Games,” adds Startup.

These are the findings of an Ipsos-Reid poll conducted between August 5th and August 12th, 2003 among a representative cross-section of 800 British Columbia adults. These data are statistically weighted to ensure the sample's regional, age and sex composition reflects that of the actual BC population according to 2001 Census data. With a provincial sample of 800, one can say with 95 percent certainty that the overall results are within ± 3.5 percentage points of what they would have been had the entire adult BC population been polled. The margin of error will be larger for population sub-groups.

Public Predicts Games Will Be a Boon to Provincial Economy (71%), Retail Sales (81%) and Tourism Spending (88%)

British Columbians appear to be excited about the economic impact of winning and hosting the 2010 Winter Olympics. Seven-in-ten (71%) residents think the Games will have a positive impact (33% very, 39% somewhat) on the **overall provincial economy**. In contrast, one-in-four (25%) residents expects the Games to have a negative impact (9% very, 16% somewhat) on the provincial economy. Three percent of the BC public expects the Games to have no impact on the overall provincial economy and 1 percent are undecided.

- Groups who are most positive about the impact of the Games include higher income residents (78% \$60K+ vs. 66% <\$60K), men (75% vs. 68% women) and younger residents (73% 18 to 54 years vs. 66% 55+ years).
- Interior/North residents are still generally positive (62%) but a little less so than their counterparts in the Lower Mainland (76%) and Vancouver Island (71%).



The retail sector is expected to see significant gains from winning and hosting the Games. Eight-in-ten (81%) residents think the Games will have a positive impact (29% very, 52% somewhat) on **overall retail sales** in British Columbia. Only 14 percent think the Games will have a negative impact (3% very, 11% somewhat) on retail sales. Four percent anticipate no impact on retail sales, while 1 percent are undecided.

- Groups who are most positive about the impact on retail sales include higher income residents (86% \$60K+ vs. 73% <\$30K), men (84% vs. 78% women) and younger residents (84% 18 to 54 years vs. 73% 55+ years).
- Perceptions that the Games will benefit overall provincial retail sales are consistent across regions.

British Columbians are even more optimistic about the impact of the Games on the province's tourism sector. Nine-in-ten (88%) residents think the Games will have a positive impact (40% very, 49% somewhat) on **overall tourism spending** in British Columbia. Only one-in-ten (9%) residents thinks the Games will have a negative impact (2% very, 7% somewhat) on tourism spending. Two percent forecast no impact on tourism spending, while 1 percent are undecided.

- Younger residents are somewhat more positive about the impact on tourism spending (91% 18 to 54 years vs. 81% 55+ years).
- Perceptions that the Games will benefit overall provincial tourism spending are consistent across regions.

Benefit Expected to Extend Beyond Host Cities; Majority Expect Games to Benefit Retail Sales (72%) and Tourism Spending (78%) In Their Own Region of the Province

The benefit to the retail and tourism sectors is predicted to extend well beyond the host communities of Vancouver and Whistler. Seven-in-ten (72%) residents think the Games will have a positive impact (28% very, 45% somewhat) on **retail sales in their region** of the province. Only 16 percent expect a negative impact (5% very, 11% somewhat) on retail sales in their region. Ten percent expect no impact on retail sales, while 2 percent are undecided.

© Ipsos-Reid



- Lower Mainland residents are the most optimistic about the Games' impact on their region's retail sales. Eighty-three percent of Lower Mainland residents expect a positive impact, compared to 10 percent who expect a negative impact. Vancouver Island residents are also very upbeat about the impact on their retail sales (73% positive vs. 15% negative). While fewer Interior/North residents expect a boost in retail sales, the net impact is still predominantly positive (49% positive vs. 31% negative).

Eight-in-ten (78%) residents expect the 2010 Games will have a positive impact (41% very, 38% somewhat) on **tourism spending in their region**, while only 14 percent expect a negative impact (5% very, 9% somewhat). Seven percent expect no impact on tourism sales, while 1 percent are undecided.

- Optimism about tourism spending is strongest in the Lower Mainland. Eighty-nine percent of Lower Mainland residents expect a positive impact in their region, compared to just 7 percent who expect a negative impact. Vancouver Island residents are next most optimistic about tourism spending (76% positive vs. 15% negative). A majority of Interior/North residents (58% positive, 26% negative) also expect a positive impact on tourism spending in their region.

-30-

For more information on this news release, please contact:

Mary de Bonis
Vice President
Ipsos-Reid
(604) 257-3200

OR

Mark Startup
CEO and President
Retail BC
(604) 730-5252/(604) 970-0489

For full tabular results, please visit our website at www.ipsos-reid.com. News Releases are available at http://www.ipsos-reid.com/media/content/PRE_REL.cfm