

As you may know, the City of Vancouver recently won the right to host the 2010 Winter Olympic Games. Do you think winning and hosting the Olympic Games will have a positive impact, a negative impact or no impact on (The overall British Columbia economy)? Would that be very or somewhat?

* small base

	Total	Region					Gender		Age			Union Household			Education			Income		
		LM	V/B	SLM	Isl	Int	M	F	18-34	35-54	55+	Priv	Pub	No	HS	PSec	Unv	<30	30-60	60+
Base: All respondents	800	500	231	269	101	199	400	400	183	352	251	92	147	548	269	290	234	163	215	324
Weighted	800	446	194	252	145*	209	387	413	269	315	204	94*	145	546	269	305	219	167	224	316
The overall British Columbia economy																				
Very positive impact	33%	36%	30%	40%	32%	27%	37%	28%	37%	31%	29%	37%	24%	34%	34%	30%	33%	31%	27%	39%
Somewhat positive impact	39%	40%	43%	38%	40%	35%	37%	40%	35%	43%	37%	39%	48%	36%	38%	42%	36%	32%	42%	39%
No impact	3%	3%	5%	2%	4%	2%	3%	3%	4%	2%	3%	2%	1%	4%	2%	4%	3%	4%	5%	2%
Somewhat negative impact	16%	14%	14%	14%	15%	21%	13%	19%	16%	15%	17%	12%	18%	16%	16%	14%	19%	20%	18%	14%
Very negative impact	9%	6%	6%	6%	10%	14%	9%	9%	7%	8%	12%	9%	8%	9%	8%	9%	9%	12%	8%	6%
(DK/NS)	1%	1%	2%	0	-	2%	1%	1%	0	1%	1%	1%	1%	1%	1%	1%	1%	0	1%	1%
Summary																				
Top2Box (Positive impact)	71%	76%	73%	78%	71%	62%	75%	68%	72%	74%	66%	76%	72%	70%	72%	72%	68%	63%	69%	78%
Low2Box (Negative impact)	25%	20%	20%	20%	24%	35%	22%	28%	24%	23%	30%	21%	26%	25%	24%	23%	28%	32%	26%	19%

As you may know, the City of Vancouver recently won the right to host the 2010 Winter Olympic Games. Do you think winning and hosting the Olympic Games will have a positive impact, a negative impact or no impact on (Overall retail sales in British Columbia)? Would that be very or somewhat?

* small base

	Total	Region					Gender		Age			Union Household			Education			Income		
		LM	V/B	SLM	Isl	Int	M	F	18-34	35-54	55+	Priv	Pub	No	HS	PSec	Unv	<30	30-60	60+
Base: All respondents	800	500	231	269	101	199	400	400	183	352	251	92	147	548	269	290	234	163	215	324
Weighted	800	446	194	252	145*	209	387	413	269	315	204	94*	145	546	269	305	219	167	224	316
Overall retail sales in British Columbia																				
Very positive impact	29%	30%	25%	34%	28%	27%	29%	29%	32%	29%	25%	32%	22%	31%	29%	30%	26%	29%	28%	30%
Somewhat positive impact	52%	50%	51%	50%	54%	53%	55%	49%	50%	56%	48%	53%	58%	50%	52%	54%	49%	44%	53%	57%
No impact	4%	6%	8%	4%	3%	2%	5%	4%	5%	3%	5%	4%	3%	4%	3%	3%	7%	5%	5%	2%
Somewhat negative impact	11%	11%	13%	9%	9%	12%	8%	14%	10%	8%	16%	7%	14%	10%	11%	10%	13%	15%	9%	9%
Very negative impact	3%	2%	3%	2%	4%	5%	2%	4%	2%	3%	5%	3%	1%	4%	5%	2%	3%	6%	4%	1%
(DK/NS)	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	-	2%	1%	1%	1%	2%	1%	1%	1%
Summary																				
Top2Box (Positive impact)	81%	81%	76%	84%	82%	80%	84%	78%	83%	85%	73%	85%	80%	81%	81%	84%	75%	73%	81%	86%
Low2Box (Negative impact)	14%	13%	15%	11%	14%	17%	10%	18%	12%	11%	20%	11%	15%	14%	15%	12%	16%	21%	13%	10%

As you may know, the City of Vancouver recently won the right to host the 2010 Winter Olympic Games. Do you think winning and hosting the Olympic Games will have a positive impact, a negative impact or no impact on (Overall tourism spending in British Columbia)? Would that be very or somewhat?

* small base

	Total	Region					Gender		Age			Union Household			Education			Income		
		LM	V/B	SLM	Isl	Int	M	F	18-34	35-54	55+	Priv	Pub	No	HS	PSec	Unv	<30	30-60	60+
Base: All respondents	800	500	231	269	101	199	400	400	183	352	251	92	147	548	269	290	234	163	215	324
Weighted	800	446	194	252	145*	209	387	413	269	315	204	94*	145	546	269	305	219	167	224	316
Overall tourism spending in British Columbia																				
Very positive impact	40%	44%	40%	46%	34%	34%	44%	35%	42%	41%	34%	45%	38%	40%	39%	37%	43%	33%	38%	45%
Somewhat positive impact	49%	46%	48%	44%	53%	52%	46%	51%	52%	48%	46%	47%	54%	47%	50%	53%	42%	54%	50%	45%
No impact	2%	3%	5%	2%	1%	2%	2%	3%	1%	3%	2%	2%	1%	3%	2%	2%	4%	1%	2%	3%
Somewhat negative impact	7%	5%	5%	5%	10%	8%	6%	7%	3%	5%	13%	6%	5%	7%	6%	6%	8%	8%	7%	6%
Very negative impact	2%	2%	1%	2%	1%	3%	1%	2%	2%	2%	2%	-	1%	2%	3%	1%	1%	3%	2%	1%
(DK/NS)	1%	1%	1%	1%	1%	1%	1%	1%	1%	0	2%	-	2%	1%	-	1%	2%	1%	1%	0
Summary																				
Top2Box (Positive impact)	88%	89%	88%	91%	87%	87%	90%	87%	94%	89%	81%	92%	91%	87%	89%	90%	86%	87%	88%	90%
Low2Box (Negative impact)	9%	7%	6%	7%	11%	11%	7%	10%	4%	7%	15%	6%	6%	9%	9%	8%	9%	11%	9%	7%

As you may know, the City of Vancouver recently won the right to host the 2010 Winter Olympic Games. Do you think winning and hosting the Olympic Games will have a positive impact, a negative impact or no impact on (Retail sales in your region of the province)? Would that be very or somewhat?

* small base

		Region					Gender		Age			Union Household			Education			Income		
	Total	LM	V/B	SLM	Isl	Int	M	F	18-34	35-54	55+	Priv	Pub	No	HS	PSec	Unv	<30	30-60	60+
Base: All respondents	800	500	231	269	101	199	400	400	183	352	251	92	147	548	269	290	234	163	215	324
Weighted	800	446	194	252	145*	209	387	413	269	315	204	94*	145	546	269	305	219	167	224	316
Retail sales in your region of the province																				
Very positive impact	28%	39%	43%	36%	18%	10%	31%	25%	28%	29%	25%	32%	22%	29%	28%	26%	29%	27%	21%	32%
Somewhat positive impact	45%	44%	42%	45%	55%	39%	46%	43%	47%	44%	41%	45%	42%	45%	42%	49%	43%	40%	50%	45%
No impact	10%	6%	5%	7%	9%	19%	9%	10%	9%	9%	12%	8%	11%	10%	12%	8%	9%	9%	14%	6%
Somewhat negative impact	11%	8%	6%	9%	10%	20%	9%	13%	10%	10%	14%	9%	16%	10%	9%	12%	12%	13%	11%	11%
Very negative impact	5%	2%	3%	2%	5%	11%	4%	6%	4%	5%	7%	6%	7%	5%	7%	4%	5%	8%	3%	4%
(DK/NS)	2%	1%	1%	1%	3%	1%	1%	2%	2%	1%	1%	1%	2%	1%	2%	0	2%	3%	0	2%
Summary																				
Top2Box (Positive impact)	72%	83%	85%	81%	73%	49%	76%	69%	75%	74%	66%	76%	64%	75%	70%	75%	72%	66%	71%	77%
Low2Box (Negative impact)	16%	10%	9%	11%	15%	31%	13%	19%	14%	16%	21%	15%	23%	15%	16%	16%	16%	21%	14%	15%

As you may know, the City of Vancouver recently won the right to host the 2010 Winter Olympic Games. Do you think winning and hosting the Olympic Games will have a positive impact, a negative impact or no impact on (Tourism spending in your region of the province)? Would that be very or somewhat?

* small base

		Region					Gender		Age			Union Household			Education			Income		
	Total	LM	V/B	SLM	Isl	Int	M	F	18-34	35-54	55+	Priv	Pub	No	HS	PSec	Unv	<30	30-60	60+
Base: All respondents	800	500	231	269	101	199	400	400	183	352	251	92	147	548	269	290	234	163	215	324
Weighted	800	446	194	252	145*	209	387	413	269	315	204	94*	145	546	269	305	219	167	224	316
Tourism spending in your region of the province																				
Very positive impact	41%	51%	56%	47%	36%	22%	45%	37%	45%	40%	38%	43%	38%	41%	37%	40%	46%	36%	41%	46%
Somewhat positive impact	38%	38%	34%	41%	40%	36%	35%	40%	38%	38%	34%	37%	38%	37%	38%	41%	32%	40%	38%	35%
No impact	7%	3%	2%	3%	6%	15%	7%	6%	6%	6%	8%	5%	8%	7%	7%	7%	6%	8%	7%	5%
Somewhat negative impact	9%	6%	4%	7%	10%	14%	8%	9%	6%	9%	11%	8%	8%	9%	10%	7%	10%	10%	8%	8%
Very negative impact	5%	2%	2%	1%	6%	12%	3%	7%	4%	6%	5%	6%	6%	5%	6%	5%	4%	4%	5%	4%
(DK/NS)	1%	1%	1%	1%	3%	2%	2%	1%	1%	1%	3%	1%	3%	1%	1%	1%	2%	2%	1%	1%
Summary																				
Top2Box (Positive impact)	78%	89%	90%	87%	76%	58%	80%	76%	83%	78%	72%	80%	76%	79%	76%	81%	78%	76%	79%	81%
Low2Box (Negative impact)	14%	7%	6%	9%	15%	26%	11%	16%	10%	15%	17%	15%	14%	13%	16%	12%	14%	14%	13%	13%