

## VANCOUVER 2010 WINTER OLYMPICS

# Vancouverites Foresee Positive Legacy and a Considerable Deficit from Olympics

*Four-in-five respondents believe the games are being staged for the benefit of politicians and the elites.*

[VANCOUVER – Feb. 11, 2010] – Residents of the Winter Olympics host city are concerned about cost overruns and feel that the event is being staged for the benefit of politicians and the elites, a new Angus Reid Public Opinion poll has found.

The online survey of a representative sample of 493 adult Canadians who reside in Metro Vancouver and the Sea-to-Sky corridor, including Whistler, also finds that people are particularly interested in enjoying the free concerts and nightly entertainment and visiting Olympic “houses” and pavilions.

### Engagement

Two-thirds of respondents in Metro Vancouver and the Sea-to-Sky corridor, including Whistler, will be following the Vancouver Winter Olympics “very closely” (37%) or “moderately closely” (31%).

Overall, 23 per cent of respondents will attend Olympic sporting events, while 23 per cent will go to Cultural Olympiad events. In addition, 45 per cent plan to enjoy at least one of the free concerts and nightly entertainment events, 11 per cent will attend Olympic victory ceremonies, and 44 per cent will visit Olympic “houses” and pavilions set up by participating countries and sponsors.

### KEY FINDINGS

- **73% say Canadian athletes make them proud to be Canadian**
- **44% will visit special houses and pavilions during the duration of the games**
- **82% say Olympic Games are being staged for the benefit of the elites**
- **63% expect to see a considerable deficit after the games**

Full topline results are at the end of this release.

*From February 9 to February 11, 2010, Angus Reid Public Opinion conducted an online survey among 493 Canadian adults in Metro Vancouver and the Sea-to-Sky corridor, including Whistler, who are Angus Reid Forum panelists. The margin of error—which measures sampling variability—is +/- 4.4%. The results have been statistically weighted according to the most current education, age, gender and region Census data to ensure a sample representative of the entire adult population of Canada.*

### CONTACT:

Hamish Marshall, Research Director, Public Affairs, 604-647-1987, [hamish.marshall@angus-reid.com](mailto:hamish.marshall@angus-reid.com)

## Feelings

Overall, respondents voice overwhelmingly positive feelings when assessing the Canadian athletes who will take part in the Vancouver Winter Olympics: Proud to be Canadian (73%), Enthusiasm (60%), Joy (39%) and Trust (19%) garner the highest proportion of mentions.

The views are more nuanced when discussing the event itself: Proud to be Canadian (55%), Enthusiasm (45%), Joy (29%) and Indifference (29%) are the most mentioned emotions.

The perceptions are not as positive when respondents rate the Vancouver Olympic Organizing Committee (VANOC): Disgust (37%), Indifference (32%), Anger (30%) and Shame (21%) are the words cited most often.

## Politics

The municipal government headed by Vancouver Mayor Gregor Robertson gets praise for its work in promoting the Olympics, with 59 per cent of respondents claiming to be satisfied with its actions. Satisfaction with the provincial government headed by British Columbia Premier Gordon Campbell is lower (47%). In addition, 35 per cent are satisfied with the actions of the federal government headed by Prime Minister Stephen Harper.

Respondents are more likely to refer to the Vancouver Winter Olympics as an event that is being staged for the benefit of politicians (84%), the elites (82%), and athletes and their families (79%). Fewer respondents think the Games are being staged for the benefit of sports fans (67%), children (34%) or people like them (26%).

## Legacy of Games

Overall, about two-thirds of respondents believe that the Vancouver Winter Olympics will have a mostly positive impact on the country (66%), the Province of British Columbia (64%), and the City of Vancouver (65%).

A large proportion of respondents (86%) believe the Games will succeed in making Vancouver and BC more attractive destinations for tourists. The forecast is not as positive for two other goals: encouraging further economic development (56%) and promoting long-term job creation (39%).

Despite recent assurances that the Games will break even, most respondents in Metro Vancouver and the Sea-to-Sky corridor, including Whistler, (63%) foresee a considerable deficit at the end of the Vancouver Winter Olympics.

---

### CONTACT:

Hamish Marshall, Research Director, Public Affairs, 604-647-1987, [hamish.marshall@angus-reid.com](mailto:hamish.marshall@angus-reid.com)

| <b>Vancouver 2010 Winter Olympics</b>   |                                      |   |  |
|---|--------------------------------------|---|--|
| Here are some feelings that you may have about (...). Please select up to four. |                                      |   |  |
|   | <b>The Vancouver Winter Olympics</b> | <b>The Canadian athletes who will take part in the Vancouver Winter Olympics.</b> | <b>The Vancouver Olympic Organizing Committee (VANOC).</b> |
| <b>Proud to be Canadian</b>   | <b>55%</b>                           | <b>73%</b>  | <b>18%</b>   |
| <b>Shame</b>  | <b>9%</b>                            | <b>1%</b>   | <b>21%</b>   |
| <b>Joy</b>  | <b>29%</b>                           | <b>39%</b>  | <b>7%</b>  |
| <b>Sadness</b>  | <b>8%</b>                            | <b>2%</b>   | <b>10%</b>   |
| <b>Trust</b>  | <b>6%</b>                            | <b>19%</b>  | <b>11%</b>   |
| <b>Disgust</b>  | <b>19%</b>                           | <b>0%</b>   | <b>37%</b>   |
| <b>Fear</b>   | <b>8%</b>                            | <b>1%</b>   | <b>6%</b>  |
| <b>Anger</b>  | <b>18%</b>                           | <b>0%</b>   | <b>30%</b>   |
| <b>Enthusiasm</b>   | <b>45%</b>                           | <b>60%</b>  | <b>15%</b>   |
| <b>Indifference</b>   | <b>29%</b>                           | <b>15%</b>  | <b>32%</b>   |
| <b>None of these</b>  | <b>2%</b>                            | <b>5%</b>   | <b>5%</b>  |

**CONTACT:**

Hamish Marshall, Research Director, Public Affairs, 604-647-1987, [hamish.marshall@angus-reid.com](mailto:hamish.marshall@angus-reid.com)

| <b>Vancouver 2010 Winter Olympics</b>  |                  |                     |                 |
|--|------------------|---------------------|-----------------|
| How satisfied are you with the actions of each of these levels of government to promote the Vancouver Winter Olympics? |                  |                     |                 |
|  | <b>Satisfied</b> | <b>Dissatisfied</b> | <b>Not sure</b> |
| <b>The federal government (headed by Prime Minister Stephen Harper)</b>  | <b>35%</b>       | <b>54%</b>          | <b>18%</b>      |
| <b>The provincial government (headed by Premier Gordon Campbell)</b>   | <b>47%</b>       | <b>41%</b>          | <b>15%</b>      |
| <b>The municipal government (headed by Vancouver Mayor Gregor Robertson)</b>   | <b>59%</b>       | <b>28%</b>          | <b>21%</b>      |

| <b>Vancouver 2010 Winter Olympics</b>                                   |            |
|---|------------|
| How closely are you following the Vancouver Winter Olympics this month? |            |
| <b>Very closely</b>   | <b>37%</b> |
| <b>Moderately closely</b>   | <b>31%</b> |
| <b>Not too closely</b>  | <b>21%</b> |
| <b>Not closely at all</b>   | <b>12%</b> |

**CONTACT:**

Hamish Marshall, Research Director, Public Affairs, 604-647-1987, [hamish.marshall@angus-reid.com](mailto:hamish.marshall@angus-reid.com)

| <b>Vancouver 2010 Winter Olympics</b>  |               |                         |                  |
|--|---------------|-------------------------|------------------|
| Overall, would you say the Vancouver Winter Olympics will have a positive or negative impact on each of the following? |               |                         |                  |
|  | <b>Canada</b> | <b>British Columbia</b> | <b>Vancouver</b> |
| <b>Mostly positive</b>   | <b>66%</b>    | <b>64%</b>              | <b>65%</b>       |
| <b>Mostly negative</b>   | <b>8%</b>     | <b>21%</b>              | <b>22%</b>       |
| <b>Not sure</b>  | <b>26%</b>    | <b>15%</b>              | <b>13%</b>       |

| <b>Vancouver 2010 Winter Olympics</b>   |                                |                                 |   |                                   |  |
|---|--------------------------------|---------------------------------|---|-----------------------------------|--|
| Do you plan to attend any of the following events or venues during the Vancouver Winter Olympics? |                                |                                 |   |                                   |  |
|   | <b>Olympic sporting events</b> | <b>Cultural Olympiad events</b> | <b>Free concerts and nightly entertainment events</b> | <b>Olympic victory ceremonies</b> | <b>Olympic "houses" and pavilions set up by participating countries and sponsors</b> |
| <b>Yes, more than once</b>  | <b>14%</b>                     | <b>12%</b>                      | <b>31%</b>  | <b>3%</b>                         | <b>27%</b>   |
| <b>Yes, just once</b>   | <b>9%</b>                      | <b>11%</b>                      | <b>14%</b>  | <b>8%</b>                         | <b>17%</b>   |
| <b>No</b>   | <b>72%</b>                     | <b>54%</b>                      | <b>37%</b>  | <b>75%</b>                        | <b>40%</b>   |
| <b>Not sure</b>   | <b>5%</b>                      | <b>22%</b>                      | <b>18%</b>  | <b>14%</b>                        | <b>16%</b>   |

**CONTACT:**

Hamish Marshall, Research Director, Public Affairs, 604-647-1987, [hamish.marshall@angus-reid.com](mailto:hamish.marshall@angus-reid.com)

| <b>Vancouver 2010 Winter Olympics</b>  |   |   |  |
|--|---|---|--|
| At this point, do you expect the Vancouver Winter Olympics to be successful in each one of the following categories? |   |   |  |
|  | <b>Encouraging further economic development in Vancouver and BC</b> | <b>Promoting long-term job creation in Vancouver and BC</b> | <b>Making Vancouver and BC more attractive destinations for tourists</b> |
| <b>Very successful</b>   | <b>16%</b>  | <b>10%</b>  | <b>37%</b>   |
| <b>Moderately successful</b>   | <b>40%</b>  | <b>29%</b>  | <b>49%</b>   |
| <b>Not too successful</b>  | <b>31%</b>  | <b>34%</b>  | <b>11%</b>   |
| <b>Not successful at all</b>   | <b>13%</b>  | <b>28%</b>  | <b>4%</b>  |

| <b>Vancouver 2010 Winter Olympics</b>   |            |
|---|------------|
| From a financial standpoint, what do you expect to see at the end of the Vancouver Winter Olympics? |            |
| <b>A considerable surplus</b>   | <b>2%</b>  |
| <b>A small surplus</b>  | <b>4%</b>  |
| <b>Breaking even</b>  | <b>10%</b> |
| <b>A small deficit</b>  | <b>14%</b> |
| <b>A considerable deficit</b>   | <b>63%</b> |
| <b>Not sure</b>   | <b>7%</b>  |

**CONTACT:**

Hamish Marshall, Research Director, Public Affairs, 604-647-1987, [hamish.marshall@angus-reid.com](mailto:hamish.marshall@angus-reid.com)

**Vancouver 2010 Winter Olympics**

Overall, do you think the Vancouver Winter Olympics are being staged for the benefit of each of the following people?

|                         | <b>The elites</b> | <b>People like you</b> | <b>Politicians</b> | <b>Athletes and their families</b> | <b>Children</b> | <b>Sports fans</b> |
|-------------------------|-------------------|------------------------|--------------------|------------------------------------|-----------------|--------------------|
| <b>Yes, they are</b>    | <b>82%</b>        | <b>26%</b>             | <b>84%</b>         | <b>79%</b>                         | <b>34%</b>      | <b>67%</b>         |
| <b>No, they are not</b> | <b>7%</b>         | <b>62%</b>             | <b>7%</b>          | <b>10%</b>                         | <b>47%</b>      | <b>20%</b>         |
| <b>Not sure</b>         | <b>11%</b>        | <b>12%</b>             | <b>9%</b>          | <b>11%</b>                         | <b>19%</b>      | <b>13%</b>         |

**CONTACT:**

Hamish Marshall, Research Director, Public Affairs, 604-647-1987, [hamish.marshall@angus-reid.com](mailto:hamish.marshall@angus-reid.com)

*Angus Reid Public Opinion is a practice of Vision Critical—a global research and technology company specializing in custom online panels, private communities, and innovative online methods. Vision Critical is a leader in the use of the Internet and rich media technology to collect high-quality, in-depth insights for a wide array of clients. Dr. Angus Reid and the Angus Reid Public Opinion team are pioneers in online research methodologies, and have been conducting online surveys since 1995*

*Vision Critical is now one of the largest market research enterprises in the world. In addition to its five offices in Canada—located in Vancouver, Calgary, Regina, Toronto, and Montreal—the firm also has offices in San Francisco, Chicago, New York, London, Paris and Sydney. Its team of specialists provides solutions across every type and sector of research, and currently serves over 200 international clients.*

*Angus Reid Public Opinion polls are conducted using the Angus Reid Forum ([www.angusreidforum.com](http://www.angusreidforum.com)), Springboard America ([www.springboardamerica.com](http://www.springboardamerica.com)) and Springboard UK ([www.springboarduk.com](http://www.springboarduk.com)) online panels, which are carefully recruited to ensure representation across all demographic and psychographic segments of these populations. Panel members pass through rigorous screening and a double opt-in process ensuring highly motivated and responsive members. These premier online survey platforms present respondents with highly visual, interactive, and engaging surveys, ensuring that panel members provide thoughtful and reliable responses. Each survey is actively sampled and weighted to model that characteristics of the universe required and employs the latest in quality control techniques to ensure data validity.*

*Since 2006, Angus Reid has covered eight provincial elections in Canada—more than any other pollster in the country—and the results have accurately predicted the outcome of each of these democratic processes.*

*Angus Reid, the only public opinion firm to exclusively use online methods to follow the views of the electorate during the 2008 federal campaign, offered the most accurate prediction of the results of Canada's 40th election. More information on our electoral record can be found at:*  
<http://www.visioncritical.com/record-of-accuracy>

*More information on the way Angus Reid conducts public opinion research can be found at*  
<http://www.visioncritical.com/what-we-do/practices/angus-reid-public-opinion/>

- 30 -

**For more information, please contact  
our spokesperson listed in the footnote.**

**Copies of this poll are available on our website:**  
<http://www.visioncritical.com/category/global-opinions-and-trends>

---

**CONTACT:**

Hamish Marshall, Research Director, Public Affairs, 604-647-1987, [hamish.marshall@angus-reid.com](mailto:hamish.marshall@angus-reid.com)