

VANCOUVER 2010 WINTER OLYMPICS

# Vancouverites Still Pumped About Games, Coping Well with Road Closures

*Commuters who take public transit are more likely to report delays in getting to work or school than those who drive.*

[VANCOUVER – Feb. 24, 2010] – As the Winter Olympics head to the final days of competition, residents of the host cities are clearly paying attention to the event and are coping well with transportation issues, a new Angus Reid Public Opinion poll has found.

The online survey of a representative sample of 500 adult Canadians who reside in Metro Vancouver and the Sea-to-Sky corridor, including Whistler, also finds that more people believe the Winter Olympics will have a positive impact on the country, the host province and the main host city.

## Legacy of the Games

The scepticism of the early days of February has given way to optimism as far as the legacy of the games is concerned.

Seven-in-ten respondents in Metro Vancouver and the Sea-to-Sky corridor, including Whistler (70%, +4 since early February), believe that the Vancouver Winter Olympics will have a positive impact on Canada.

Three-in-four respondents believe the games will have a positive effect on British Columbia (74%, +10) and Vancouver (75%, +10).

## KEY FINDINGS

- **39% of commuters who take public transit say it is taking them a lot longer or a little bit longer to get to work or school; 18% of commuters who drive report similar delays**
- **At least 70% expect the Winter Olympics to have a positive impact on Canada, British Columbia and Vancouver**

Full topline results are at the end of this release.

*From February 18 to February 20, 2010, Angus Reid Public Opinion conducted an online survey among 500 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.*

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## Transportation

The proportion of respondents who have not been affected by street closures and bus re-routes (65%) has increased by nine points since early February. Only eight per cent of respondents say it is taking them a lot longer to get to work or school.

However, those who are relying on public transit during the Olympics are having a harder time than those who drive. Roughly two-in-five residents who take public transit say it is taking them a lot longer (15%) or a little bit longer (24%) to get to work or school. Conversely, only 18 per cent of those who drive are experiencing delays.

## Pleasure and Pain

Overall, 56 per cent of respondents in Metro Vancouver and the Sea-to-Sky corridor, including Whistler, claim to be excited about the Olympics and not inconvenienced in their day-to-day lives. This finding represents a six-point increase since an Angus Reid survey conducted early last week. A further 19 per cent of respondents (-3) are indifferent to the games and also not inconvenienced by them.

Only 14 per cent of respondents (-2) say they are excited about the Olympics but do see them as an inconvenience to their day-to-day lives. Finally, 11 per cent of respondents (unchanged) are indifferent to the Games and regard them as an inconvenience to their day-to-day lives.

## Engagement

Almost half of respondents in Metro Vancouver and the Sea-to-Sky corridor, including Whistler, are following the Vancouver Winter Olympics "very closely" (47%, +6), while 33 per cent (-5) are following the event "moderately closely". The proportion of respondents who are following the games "not too closely" or "not closely at all" fell by three points (19%).

## Feelings

Respondents continue to voice overwhelmingly positive feelings when assessing the Canadian athletes who are taking part in the Vancouver Winter Olympics: Proud to be Canadian (80%, +4), Enthusiasm (71%, +10), Joy (61%, +13) and Trust (26%, +11) are the words used the most.

There is also an increase in the proportion of respondents who hold positive feelings about the event itself. Proud to be Canadian (74%, +8), Enthusiasm (63%, +18) and Joy (48%, +15) garner the most mentions. Indifference (19%, -2) is fourth on the list.

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Three of the top five words used by residents of the host cities to describe the Vancouver Olympic Organizing Committee (VANOC) are negative: Indifference (32%, -2), Disgust (27%, +1) and Anger (27%, +4). However, there is a marked increase in the proportion of mentions for Proud to be Canadian (28%, +9) and Enthusiasm (25%, +9).

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Vancouver 2010 Winter Olympics	
How closely are you following the Vancouver Winter Olympics this month? <i>(Change since Feb. 15-17)</i>	
Very closely	47% (+6)
Moderately closely	33% (-5)
Not too closely	12% (-2)
Not closely at all	7% (-1)

Vancouver 2010 Winter Olympics			
Overall, would you say the Vancouver Winter Olympics will have a positive or negative impact on each of the following?			
	Feb. 18-20	Feb. 15-17	Feb. 9-11
I am excited about the Olympics, and they are not an inconvenience to my day-to-day life	56%	50%	35%
I am indifferent to the Olympics, but they are not an inconvenience to my day-to-day life	19%	22%	20%
I am excited about the Olympics, but they are an inconvenience to my day-to-day life	14%	16%	24%
I am indifferent to the Olympics, and they are an inconvenience to my day-to-day life	11%	11%	21%

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### Vancouver 2010 Winter Olympics

Which of the following statements best describes your feelings towards the Vancouver Winter Olympics?

*(Change since Feb. 15-17)*

<b>I am excited about the Olympics, and they are not an inconvenience to my day-to-day life</b>	<b>56% (+6)</b>
<b>I am indifferent to the Olympics, but they are not an inconvenience to my day-to-day life</b>	<b>19% (-3)</b>
<b>I am excited about the Olympics, but they are an inconvenience to my day-to-day life</b>	<b>14% (-2)</b>
<b>I am indifferent to the Olympics, and they are an inconvenience to my day-to-day life</b>	<b>11% (=)</b>

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### Vancouver 2010 Winter Olympics

Overall, would you say the Vancouver Winter Olympics will have a positive or negative impact on each of the following?

*(Change since Feb. 9-11)*

	Canada	British Columbia	Vancouver
<b>Mostly positive</b>	<b>70% (+4)</b>	<b>74% (+10)</b>	<b>75% (+10)</b>
<b>Mostly negative</b>	<b>6% (-2)</b>	<b>13% (-8)</b>	<b>13% (-9)</b>
<b>Not sure</b>	<b>25% (-1)</b>	<b>12% (-3)</b>	<b>12% (-1)</b>

### Vancouver 2010 Winter Olympics

Next, we'd like to ask you some questions about transportation in the Lower Mainland. (...) Have recent street closures and bus re-routes affected your weekday commute?

*(Change since Feb. 9-11)*

	Total	Drive to work/school	Take public transit to work/school
<b>Yes, it has taken me a lot longer to get to work/school</b>	<b>8% (-2)</b>	<b>6% (-4)</b>	<b>15% (=)</b>
<b>Yes, it has taken me a little bit longer to get to work/school</b>	<b>14% (-1)</b>	<b>12% (-2)</b>	<b>24% (+6)</b>
<b>Yes, but the delays have not affected me much</b>	<b>12% (-6)</b>	<b>11% (-4)</b>	<b>14% (-12)</b>
<b>No, the street closures and bus re-routes have not affected my weekday commute at all</b>	<b>65% (+9)</b>	<b>71% (+10)</b>	<b>47% (+5)</b>

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### Vancouver 2010 Winter Olympics

Here are some feelings that you may have about (...). Please select up to four.  
(Change since Feb. 15-17)

	The Vancouver Winter Olympics	The Canadian athletes who are taking part in the Vancouver Winter Olympics.	The Vancouver Olympic Organizing Committee (VANOC).
Proud to be Canadian	74% (+8)	80% (+4)	28% (+9)
Shame	9% (+4)	1% (=)	23% (+9)
Joy	48% (+15)	61% (+13)	14% (+7)
Sadness	13% (+4)	4% (+2)	12% (+3)
Trust	10% (+6)	26% (+11)	18% (+7)
Disgust	13% (+3)	2% (+1)	27% (+1)
Fear	5% (-2)	1% (=)	9% (+4)
Anger	16% (+3)	1% (+1)	27% (+4)
Enthusiasm	63% (+18)	71% (+10)	25% (+9)
Indifference	19% (-2)	11% (=)	32% (-2)
None of these	2% (-2)	2% (-3)	9% (=)

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*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.*

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*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/>

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**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>

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