



PRESS RELEASE | British Columbia

Methodology:

Results are based on an online study conducted from January 21 to January 24, 2020, among 800 adults in British Columbia. The data has been statistically weighted according to Canadian census figures for age, gender and region in Canada. The margin of error—which measures sample variability—is plus or minus 3.5 percentage points, 19 times out of 20.

All things considered, do you think holding the 2010 Winter Olympics in Vancouver was worth it or not worth it?

Worth it – 68%
Not worth it – 24%
Not sure – 6%

All things considered, do you think Vancouver should launch a bid to host the Summer Olympics?

Should – 62%
Should not – 31%
Not sure – 7%

Vancouver 2010 Was Worth It for Most British Columbians

Three-in-five of the province's residents would welcome a bid for Vancouver to become the host of the Summer Olympics.

Vancouver, BC [February 12, 2020] – A decade after Vancouver hosted the Winter Olympics, most British Columbians appear content with the event and its legacy, a new Research Co. poll has found.

In the online survey of a representative provincial sample, two thirds of British Columbians (68%) think holding the 2010 Winter Olympics in Vancouver was worth it.

"Only 24% of British Columbians currently have second thoughts about the decision to host the Winter Olympics in 2010," says Mario Canseco, President of Research Co. "Majorities of residents in all five regions of the province say organizing the games was worth it, including 71% in Metro Vancouver and 73% in the Fraser Valley."

At least two thirds of British Columbians believe the 2010 Winter Olympics had a positive impact on the City of Vancouver (70%), the entire Metro Vancouver region (67%), the Province of British Columbia (69%) and Canada (74%).

Four-in-five British Columbians (82%) are satisfied with the infrastructure projects of the 2010 Winter Olympics, such as the Canada Line SkyTrain and improvements to the Sea-to-Sky Highway.

More than seven-in-ten of the province's residents (72%) are satisfied with the legacy projects of the 2010 Winter Olympics, such as the Richmond Oval and the Hillcrest Community Centre.

When asked if Vancouver should launch a bid to host the Summer Olympics, British Columbians support the idea by a 2-to-1 margin (62% to 31%).

The level of excitement about a Vancouver Summer Olympics bid is highest among British Columbians aged 18-to-34 (67%), but also includes majorities of those aged 35-to-54 (61%) and those aged 55 and over (52%).

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About Research Co.

Simply put, we are curious about what people think and the decisions they will make. Some call it public opinion, others call it



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polling or public affairs. We never compromise facts for profit. Our agenda is the truth.

We have a global network of partners in the qualitative, data collection and data visualization specialities.

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