

VANCOUVER 2010 WINTER OLYMPICS

Canadians, Britons and Americans Deem Vancouver Olympics a Success

A majority of respondents in the three countries say the 2010 Winter Games have been run “well” or “very well.”

[VANCOUVER – Feb. 27, 2010] – Most people in Canada, the United States and Great Britain rate the organization of the Vancouver 2010 Winter Olympics in a positive light, a new Angus Reid Public Opinion poll has found.

In the online survey of representative national samples of 1,013 Canadian adults, 1,008 American adults, and 2,010 British adults, 76 per cent of Canadians say the ongoing games have been run well, with a few problems.

An additional six per cent of Canadians think the games have been run very well, with no problems.

Despite some particularly scathing media reports in the United Kingdom—including some which referred to the Vancouver games as “a calamity”—a total of 64 per cent of British respondents think that the Vancouver Winter Olympics have been run well so far.

In the U.S., a large majority of people also agree that the current Olympics have been going very well (9%) or well until now (53%).

KEY FINDINGS

- **82% of Canadians, 64% of Britons and 62% of Americans say the Vancouver Winter Olympics have been run “well” or “very well”**

Full topline results are at the end of this release.

From February 23 to February 24, 2010, Angus Reid Public Opinion conducted an online survey among 1,013 randomly selected Canadian adults who are Angus Reid Forum panelists, 1,008 American adults who are Springboard America panelists, and 2,010 British adults who are Springboard UK panelists. The margin of error—which measures sampling variability—is +/- 3.1% in Canada and the U.S. and +/-2.2 in Great Britain. The results have been statistically weighted according to the most current education, age, gender and region Census data to ensure samples representative of the entire adult population of each country. Discrepancies in or between totals are due to rounding.

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Vancouver 2010 Winter Olympics

CANADA



From what you have seen, read or heard, which of these statements comes closest to your own point of view?

	Region						
	Total	BC	AB	MB/SK	ON	PQ	ATL
The Vancouver Winter Olympics have been run very well, with no problems	6%	1%	8%	3%	4%	11%	2%
The Vancouver Winter Olympics have been run well, with a few problems	76%	81%	78%	69%	81%	68%	78%
The Vancouver Winter Olympics have been run badly, with several problems	13%	12%	13%	19%	10%	13%	16%
The Vancouver Winter Olympics have been run very badly, with many problems	2%	3%	1%	2%	1%	2%	0%
Not sure	4%	3%	1%	7%	4%	6%	4%

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UNITED STATES



From what you have seen, read or heard, which of these statements comes closest to your own point of view?

	Region				
	Total	Northeast	Midwest	South	West
The Vancouver Winter Olympics have been run very well, with no problems	9%	11%	8%	9%	10%
The Vancouver Winter Olympics have been run well, with a few problems	53%	53%	56%	48%	56%
The Vancouver Winter Olympics have been run badly, with several problems	10%	10%	13%	9%	9%
The Vancouver Winter Olympics have been run very badly, with many problems	2%	2%	2%	2%	3%
Not sure	26%	24%	21%	32%	22%

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GREAT BRITAIN



From what you have seen, read or heard, which of these statements comes closest to your own point of view?

	Region					
	Total	London	Rest of South	Midlands and Wales	North	Scotland
The Vancouver Winter Olympics have been run very well, with no problems	9%	9%	8%	8%	10%	6%
The Vancouver Winter Olympics have been run well, with a few problems	55%	53%	59%	55%	52%	57%
The Vancouver Winter Olympics have been run badly, with several problems	7%	6%	6%	8%	7%	5%
The Vancouver Winter Olympics have been run very badly, with many problems	1%	1%	0%	1%	1%	0%
Not sure	28%	30%	26%	28%	30%	32%

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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), Springboard America (www.springboardamerica.com) and Springboard UK (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/>

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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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