



FOR IMMEDIATE RELEASE

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## Vancouver Residents Staying Close to Home During Olympics

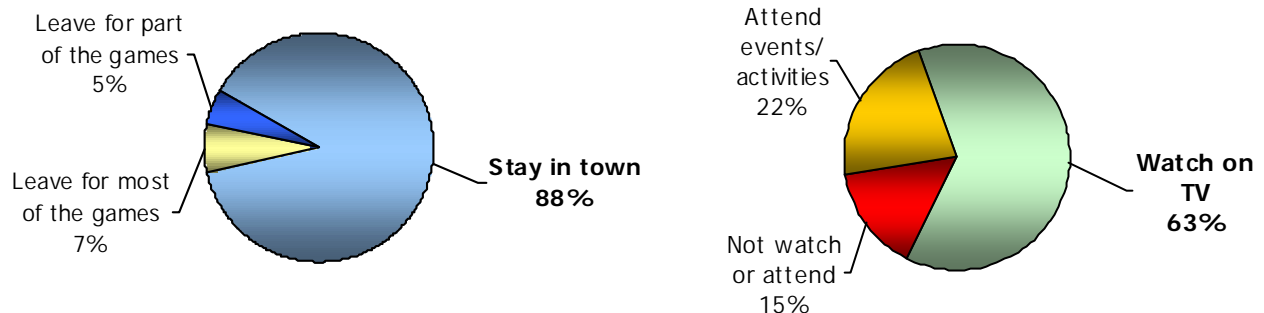
The majority of Vancouver residents are staying in town during the Olympics with most staying home to watch or follow the games.

A total of 12% of Metro Vancouver residents plan to leave town for all (7%) or part (5%) of the Olympic games. Couples without children are most likely to be leaving (19%).

When asked how they will follow or be involved in the Olympics, the majority (63%) respond that they will primarily follow the games through the media. One-in-five (21%) plan to attend at least some events or activities, leaving 15% who have no interest in attending or watching the games.

City of Vancouver and North Shore residents are most likely to partake in events or activities (30% and 23% respectively) whereas those living in the outer suburbs (Surrey, Tri-cities, Delta, etc.) are least likely to (only 12% expect to attend any events or activities).

Demographically, women are slightly less interested than men in the Olympics; 19% of women in comparison to 11% of men do not plan to follow the games or attend any events. But interest cuts across all age groups.



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**Survey conducted:** January 6<sup>th</sup> to January 13<sup>th</sup>, 2010

**Methodology:** Random sample of Metro Vancouver adults, 18 years of age and over

**Margin of error:** ±4.3% at the 95% confidence level

**Sponsored by:** Mustel Group Market Research