

GENERAL PRESS RELEASE OF RESEARCH FINDINGS (Public Release Date: September 17, 2007)

## **Majority of US Online Adults Have Heard of Canada's Vancouver While Concrete Perceptions are Less Widespread**

### ***Findings Highlights***

**Awareness:** Research conducted by Prophis eResearch with 1000 US online adults in September 2007 shows that the vast majority of US online adults have heard of the city of Vancouver in Canada.

**Perceptions:** Six in ten US online adults *do not* have a concrete perception of Vancouver. Where concrete associations did exist, they tended to be factual (i.e where the city is located) or positive in nature. There were relatively few negatives mentioned.

**2010 Olympics:** Four percent of US online adults say they are very likely to visit Vancouver during the 2010 Olympics. Two percent knew or guessed that Whistler would host events during these Games.

### ***Findings Details***

#### ***Awareness***

Overall, 91% of respondents agreed that they had heard of Vancouver (in Canada) prior to being asked in the survey (note: the “in Canada” phrase was used in the question in order to prevent confusion with the city of Vancouver in Washington State.) Younger people, people with less formal education, and with lower household incomes were less likely to have heard of Vancouver than others in the survey.

#### ***Top-of-Mind Perceptions of Vancouver, Canada***

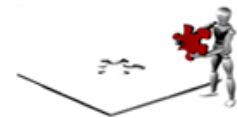
The most common perception of Vancouver is actually *no distinct perception* at all. Only about four in ten mentioned specifically one or more things that they associate specifically with Vancouver. The top 25 observations are shown in the chart found below. Some of the distinct perception highlights:

**Cold** - The most common perception of Vancouver was “cold” or “cold weather”, with 21% overall mentioning it. Young adults were almost twice as likely as older ones to associate Vancouver with being cold.

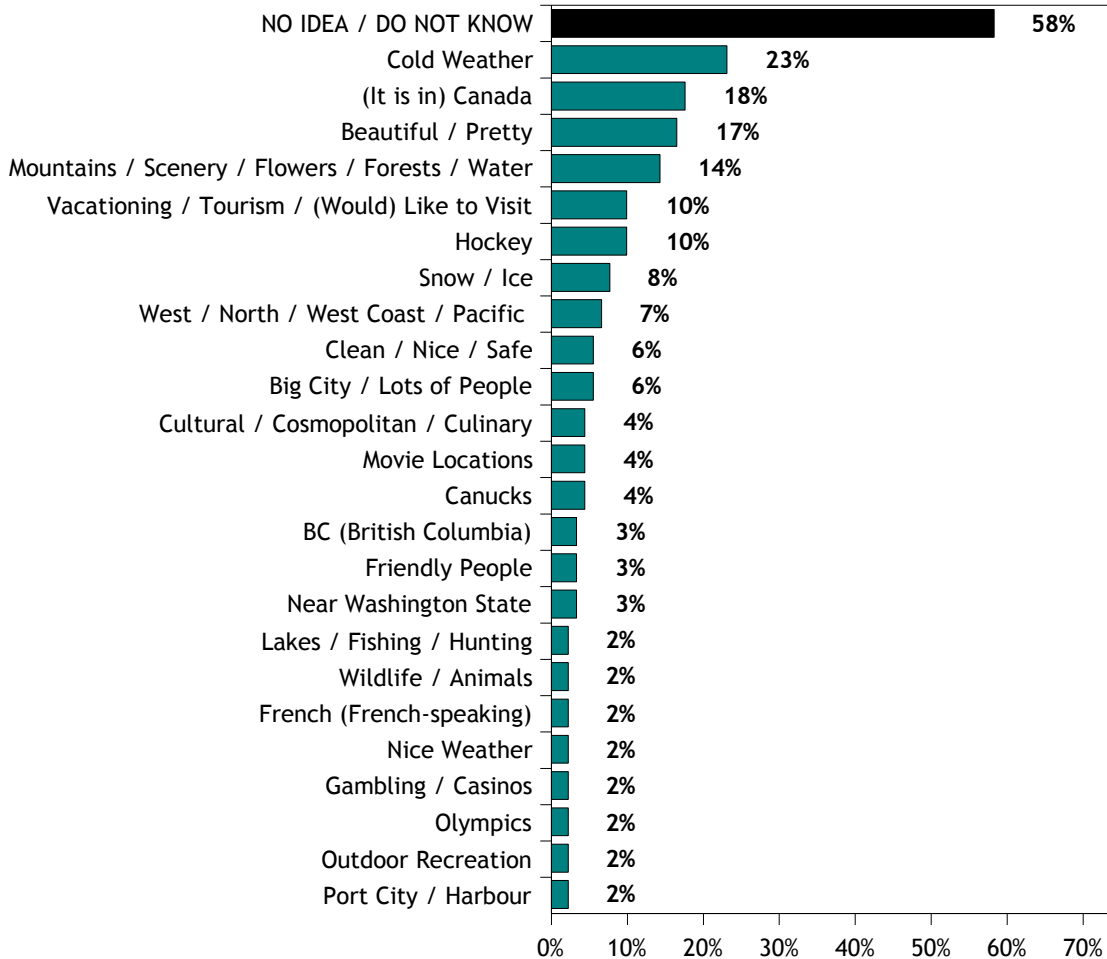
**Canada** - Not surprisingly, Canada itself as a country was a top association. This is likely due in part to necessary wording of the awareness question preceding it. It is, nonetheless, also a key fact widely known among Americans. This fact also plays a key role in how the city is perceived.

**Beauty** - Vancouver is perceived as beautiful by a relatively large percentage of online US adults as well. Interestingly, this perception was related to age. Older American adults were more likely to think of Vancouver this way than younger ones.

Relatively few people associated the Olympics with Vancouver. Among this group, most tended to think that Vancouver actually had held the Games in the past.



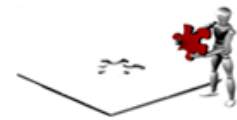
## US Resident Perceptions of Vancouver



Source: Prophis eResearch representative survey of 1000 US online adults, September 2007. Figures are percentages of online adults mentioning a given perception. Multiple responses permitted.

### Likelihood to Visit Vancouver Area During 2010 Olympics

Overall, when asked specifically about likelihood to visit the Vancouver area during the 2010 Winter Olympic Games, 4% of respondents indicated that they were “very likely” to do so. While this percentage would represent an estimated six million American adults, stated intentions generally overstate actual behaviour. Those in the 35-44 age group were most likely among the age-groups examined to come to the city during the Olympics, with 8% of this age cohort saying they will make the trip.



### *Specific Locations Associated with Vancouver's 2010 Winter Olympic Games*

When asked about locations around Vancouver that would be hosting events during the 2010 Olympic Games, only 6% offered a valid response or ventured a guess. Of those who did, Whistler was the most often mentioned, with about 2% mentioning it. Interestingly, 2% also thought that Montreal/Quebec would be hosting event during the games. Finally 1% thought that each of the cities of Toronto and Seattle would also be hosting events.

### **Commentary**

“For many of our neighbours to the south of the US border, Vancouver manages not only to make the radar screen but also to cast a largely favourable image. Yet for many others Americans, there is not much of a concrete perception about the city beyond simply knowing that it exists. It will be interesting to see whether and how awareness and perceptions of the city evolve during the lead-up to the 2010 Games and beyond”, adds Senior Research Consultant with Prophis eResearch, Stuart Hemerling.

### **Additional information**

*Population note: Seventy-three percent of American adults are estimated to have access to the Internet, representing a projected 148 million people.*

Prophis eResearch ([www.prophis.com](http://www.prophis.com)), which is responsible for the contents of this release, is an independent marketing research and consulting company based in Vancouver, Canada. Prophis delivers a range of marketing research services to clients. For more information about these services or the information contained in this release, please contact Stuart Hemerling at [shemerling@prophis.com](mailto:shemerling@prophis.com).