
POSITIVE PUBLIC OPINION

By a strong majority (78.3 % women and 77.2 % men) the Lausanne population considers that the IOC's presence in their city is beneficial, nearly three quarters of them knowing that the IOC has its headquarters in the Vaud capital.

An analysis of this survey, which was carried out at President Samaranch's request on a representative sample of the city's inhabitants (500 persons of both sexes, all ages and social classes), shows some interesting and reassuring elements as to the place and importance the Committee enjoys in the minds and hearts of the citizens of Lausanne.

For instance, the IOC would make a fairly considerable economic contribution to the city beside Lake Geneva, and the numerous events and meetings it organizes would have a substan-

tial and continuous impact on local life. From the sports angle too, the presence of the world headquarters of the Olympic Movement will encourage the practice and development of sports activities.

The International Olympic Committee can therefore congratulate itself on the image it presents to its hosts and on the way its activity is regarded and understood locally. Here we see the fruit of the excellent relations maintained with the municipality which has always readily associated itself with the various activities programmed by the IOC in Lausanne and in the surrounding area.