
**-- SIX IN TEN (62%) CANADIANS DISAGREE WITH GIVING TAX
BREAKS TO CANADIAN-BASED NHL TEAMS TO KEEP THEM
FROM MOVING TO THE U.S. --**

***-- NEARLY FOUR IN TEN (37%) AGREE WITH TAX BREAKS TO KEEP HOCKEY
TEAMS IN CANADA --***



Public Release Date: Embargoed until Monday, November 22 at 9:00pm (EDT)

This National Angus Reid Group/Globe and Mail/CTV poll is based on a national telephone survey conducted between November 4th and November 14th, 1999 among a representative cross-section of 1,500 Canadian adults. These data are statistically weighted to ensure the sample's regional, age and sex composition reflects that of the actual Canadian population according to 1996 Census data.

With a national sample of 1,500, one can say with 95 percent certainty that the overall results are within ± 2.5 percentage points of what they would have been had the entire adult Canadian population been polled. The margin of error will be larger for other sub-groupings of the survey population.

-- SIX IN TEN (62%) CANADIANS DISAGREE WITH GIVING TAX BREAKS TO CANADIAN-BASED NHL TEAMS TO KEEP THEM FROM MOVING TO THE U.S. --

-- NEARLY FOUR IN TEN (37%) AGREE WITH TAX BREAKS TO KEEP HOCKEY TEAMS IN CANADA --

Over the last several months there has been much discussion about the future of the six remaining Canadian NHL franchises. The crisis was largely precipitated by the threat made by Rod Bryden, owner of the Ottawa Senators, that unless he receives some tax relief he will move the Senators to the United States. The teams contend that the small markets in which they operate and the heavy tax burden that Canadian teams face makes it difficult for them to survive. Many politicians and stakeholders have championed tax relief as a way to curb the trend of Canadian teams migrating to the U.S for higher profits. A trend which began with the move of the Quebec Nordiques to Colorado and the Winnipeg Jets to Phoenix. An Angus Reid / Globe and Mail / CTV poll released tonight indicates that Canadians are not on side with this initiative. Fully, 62% of Canadians disagree with giving tax cuts to Canadian-based NHL teams.

These are the highlights gleaned from a national Angus Reid Group/Globe and Mail/CTV telephone survey of 1,500 Canadian adults. Interviews were conducted between November 4th and November 14th, 1999. A sample size of 1,500 is said to have a corresponding margin of error of ± 2.5 percentage points, nineteen times out of twenty.

SIX IN TEN (62%) CANADIANS DISAGREE WITH GIVING TAX BREAKS TO CANADIAN-BASED NHL TEAMS TO KEEP THEM FROM MOVING TO THE U.S.

Six in ten (62%) Canadians disagree with “governments in Canada giving tax breaks to Canadian-based National Hockey League teams to keep them from moving the U.S.” Of those who disagree

with giving tax cuts to NHL teams, most say they “strongly disagree” (44%) rather than “somewhat disagree” (18%).

- ◆ Disagreement with offering NHL teams tax breaks in order to keep them in Canada is strongest in British Columbia (69%), Quebec (66%) and Alberta (65%) followed by Saskatchewan/Manitoba (62%), Atlantic Canada (60%) and Ontario (56%).
- ◆ Canadians between 35 and 54 years old (66%), over 55 year olds (70%) and women (64%) are more likely to disagree with tax breaks for Canadian-based NHL teams.

NEARLY FOUR IN TEN (37%) AGREE WITH TAX BREAKS TO KEEP HOCKEY TEAMS IN CANADA

Nearly four in ten (37%) Canadians say they would support governments in offering tax breaks to Canadian-based National Hockey League teams. The intensity of agreement is split between those who “strongly agree” (17%) and those who “somewhat agree” (20%).

- 30 -

For more information on this news release, please contact:

Mike College
Senior Vice-President
Angus Reid Group
(613) 241-5802

Visit our website at www.angusreid.com