

“THE GREAT ONE” WEARS TEFLON

Impressions of Wayne Gretzky Unchanged by Sports Betting Scandal



Ipsos Reid

Public Release Date: Saturday February 18th, 2006 - 6:00 a.m. (EST)

Ipsos Reid is Canada's market intelligence leader and the country's leading provider of public opinion research. With operations in eight cities, Ipsos Reid employs more than 300 researcher professionals and support staff in Canada. The company has the biggest network of telephone call centres in Canada, as well as the largest pre-recruited household and online panels. Ipsos Reid's Canadian marketing research and public affairs practices are staffed with seasoned research consultants with extensive industry-specific backgrounds, offering the premier suite of research vehicles in Canada – including the Ipsos Trend Report, the leading source of public opinion in the country – all of which provide clients with actionable and relevant information. Ipsos Reid is an Ipsos company, a leading global survey-based market research group.

To learn more, visit www.ipsos.ca

*For copies of other news releases, please visit:
<http://www.ipsos-na.com/news/>*

© Ipsos Reid Corporation

Vancouver • Calgary • Edmonton • Winnipeg • Toronto • Ottawa • Montreal

“THE GREAT ONE” WEARS TEFLON

Impressions of Wayne Gretzky Unchanged by Sports Betting Scandal

Toronto, ON – Few Canadians have as strong a reputation for being above the fray than Wayne Gretzky. And word of his potential involvement in a sports betting scandal had the potential to shake the national psyche. But as a new Ipsos Reid poll for CanWest News Service/Global News shows this scandal has in no way tarnished the golden image of Canada’s national icon.

The vast majority (86%) of Canadians say their opinion of Wayne Gretzky has “not changed” as a result of what they may have read, seen or heard about the sports betting scandal involving Phoenix Coyotes Assistant Coach Rick Tocchet. Meanwhile, only 7% say their impression of Gretzky has “worsened”, while 4% say their impression has actually “improved”. Two percent of Canadians have no opinion on this issue.

- Residents of Quebec are much more likely than residents of any other region to say the scandal has worsened their opinion of Wayne Gretzky (18% worsened compared to 3% - 6% worsened in other regions).

These are the findings of an Ipsos Reid telephone poll conducted between February 14th and February 16th, 2006. The poll is based on a randomly selected sample of 1000 adult Canadians. With a sample of this size, the results are considered accurate to within ± 3.1 percentage points, 19 times out of 20, of what they would have been had the entire adult population of Canada been polled. The margin of error will be larger within regions and for other sub-groupings of the survey population. These data were statistically weighted to ensure the sample's regional and age/sex composition reflects that of the actual Canadian population according to the 2001 Census data.

-30-

For more information on this news release, please contact:

***John Wright
Senior Vice President
Ipsos Reid Public Affairs
(416) 324-2900***

***For full tabular results, please visit our website at www.ipsos.ca.
News releases are available at <http://www.ipsos-na.com/news/>.***