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*Brokeback Mountain* the Popular Choice to Win the Best Picture Award, but *Walk the Line* to Get the Best Actor and Best Actress Nods



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**Vancouver, BC**—Most Canadians will be tuning in to Sunday's Academy Awards show. A new survey conducted by Ipsos Reid for CanWest News Service/Global News shows that just over one-half of Canadians (52%) plan to watch at least some of the show, with 11% saying they will watch it from beginning to end. Forty-eight percent say that they won't watch any of the awards ceremonies.

Interest in the show is higher among women than men, as 60% of women plan to watch at least some of the show, with just 44% of men saying they'll watch some of it. Interest in the show is somewhat lower amongst those who haven't seen many of the Oscar-nominated movies. However, there is still interest. For example, almost four-in-ten Canadians (39%) who have who not seen any of the movies nominated in the top Oscar categories say they will tune in to at least some of the Oscar ceremonies.

"The Oscars are simply a popular cultural event, and many people don't want to feel left out of that event," says Rhys Gibb, Senior Research Manager with Ipsos Reid. "Just as many non-football fans will watch the Superbowl, many people who don't go to the movies will still tune in to the Academy Awards."

According to Canadians, *Brokeback Mountain* should take home the big prize of the night with the best motion picture of the year award. It is picked by 43% of Canadians as the movie which should win the best picture Oscar. *Crash* is in the number two spot with 24% of Canadians picking it to take the best picture Oscar. *Crash* is followed by *Munich* (14%), *Capote* (10%), and *Good Night, and Good Luck* (9%).

When it comes to the top individual awards, the stars of *Walk the Line* are the top picks by Canadians to take home the Oscars. Reese Witherspoon is the clear choice amongst Canadians as the best candidate for the best actress award for her work as June Carter

in *Walk the Line*. Witherspoon is picked by 46% of Canadians to win the Oscar for Performance by an Actress in a Leading Role. This far outpaces the 17% who believe Charlize Theron and her work in the movie *North Country* should take home the prize. The other candidates follow closely behind Theron. Thirteen percent select Judi Dench for her work in *Mrs. Henderson Presents*, 12% pick Felicity Huffman in *Transamerica* and 12% pick Keira Knightley in *Pride & Prejudice*.

Joaquin Phoenix is the most popular choice for Performance by an Actor in a Leading Role. However, the race for the best actor award is much closer in the minds of Canadians than it is for the best actress award. Thirty four percent of Canadians would select Phoenix in his lead role as Johnny Cash in *Walk the Line*, while 33% would pick Heath Ledger in *Brokeback Mountain*. And Philip Seymour Hoffman in the movie *Capote* is also a popular choice, with 21% of Canadians selecting him. The other two nominees for the award are less popular choices. David Strathairn in *Good Night, and Good Luck* is the choice of just 8% of Canadians, while 4% would select Terrence Howard in *Hustle & Flow*.

*These are the findings of an Ipsos Reid poll conducted for CanWest News Service/Global News and fielded from March 2nd to March 3rd, 2006. For this survey, a representative randomly selected sample of 804 adult Canadians was interviewed via an on-line survey vehicle. With a sample of this size, the aggregate results are considered accurate to within  $\pm 3.5$  percentage points, 19 times out of 20, of what they would have been had the entire adult Canadian population been polled. The margin of error will be larger within each sub-grouping of the survey population. These data were weighted to ensure the sample's regional and age/sex composition reflects that of the actual Canadian population according to Census data.*

- 30 -

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