

[Best Motion Picture] Below are a number of different Oscar categories and a list of the nominated movies and actors in each category. Even though you might not have seen any of the movies, please indicate who you think should win the Oscar for each category.

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

* small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1110	175	98	60	413	263	101	217	339	554	365	745
Weighted	1000	139	96*	67*	385	237	76*	198	305	497	325	675
Babel	207 21%	25 18% B	5 5%	9 13%	67 17% B	91 38% ABCDF	10 13%	44 22% H	45 15%	117 24% H	69 21%	138 20%
The Departed	205 21%	28 20%	19 20%	14 21%	77 20%	51 22%	15 20%	50 25%	54 18%	101 20%	84 26% K	121 18%
Letters from Iwo Jima	174 17%	29 21% E	24 25% E	16 24% E	64 17% E	23 10% E	18 24% E	25 13% G	62 20% G	88 18%	57 18%	117 17%
Little Miss Sunshine	134 13%	20 14% E	21 22% CE	5 8%	59 15% E	17 7% E	12 15% E	27 14%	41 14%	66 13%	52 16%	82 12%
The Queen	280 28%	37 26%	27 29%	22 34%	117 30%	55 23%	21 28%	53 27%	102 34% I	125 25%	63 19%	217 32% J

[Performance by an actress in a leading role] Below are a number of different Oscar categories and a list of the nominated movies and actors in each category. Even though you might not have seen any of the movies, please indicate who you think should win the Oscar for each category.

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		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1110	175	98	60	413	263	101	217	339	554	365	745
Weighted	1000	139	96*	67*	385	237	76*	198	305	497	325	675
Penelope Cruz - Volver	140 14%	17 12%	19 19% D	5 8%	31 8%	60 25% ACDF	9 12%	32 16%	36 12%	73 15%	50 16%	90 13%
Judi Dench - Notes on a Scandal	83 8%	10 7%	7 7%	6 8%	41 11%	14 6%	5 7%	15 8%	30 10%	37 7%	29 9%	54 8%
Helen Mirren - The Queen	318 32%	54 39% E	31 32%	23 34%	127 33% E	53 22%	31 41% E	58 29%	98 32%	163 33%	71 22%	247 37% J
Meryl Streep - The Devil Wears Prada	319 32%	42 30%	25 26%	23 34%	129 34%	78 33%	22 29%	57 29%	103 34%	158 32%	111 34%	208 31%
Kate Winslet - Little Children	140 14%	17 12%	15 15%	10 15%	57 15%	32 13%	9 12%	37 19%	37 12%	66 13%	64 20% K	76 11%

[Performance by an actor in a leading role] Below are a number of different Oscar categories and a list of the nominated movies and actors in each category. Even though you might not have seen any of the movies, please indicate who you think should win the Oscar for each category.

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

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	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1110	175	98	60	413	263	101	217	339	554	365	745
Weighted	1000	139	96*	67*	385	237	76*	198	305	497	325	675
Leonardo DiCaprio - Blood Diamond	286 29%	39 28%	21 22%	15 22%	101 26%	95 40% ABCDF	16 21%	58 29%	96 31%	133 27%	94 29%	192 29%
Ryan Gosling - Half Nelson	43 4%	2 1%	4 4%	4 6%	27 7% AEF	6 3%	1 1%	8 4%	11 4%	24 5%	12 4%	32 5%
Peter O'Toole - Venus	79 8%	18 13% DE	8 8%	5 7%	28 7%	15 6%	7 9%	15 7%	24 8%	40 8%	22 7%	58 9%
Will Smith - The Pursuit of Happiness	406 41%	55 40%	45 47%	31 47%	150 39%	92 39%	32 42%	79 40%	117 38%	210 42%	151 46% K	255 38%
Forest Whitaker - The Last King of Scotland	185 19%	25 18%	18 19%	12 18%	79 21% E	30 13%	21 28% E	39 19%	57 19%	90 18%	47 15%	138 20% J

As you may know, the Academy Awards will be presented on February 25th. Are you planning to watch the ceremony?

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	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1110	175	98	60	413	263	101	217	339	554	365	745
Weighted	1000	139	96*	67*	385	237	76*	198	305	497	325	675
Definitely, you never miss it	88 9%	10 7%	9 9%	9 13%	42 11%	13 6%	5 7%	19 9%	33 11%	35 7%	17 5%	71 11%
Yes, you will watch this year	116 12%	16 11%	11 11%	5 8%	51 13%	28 12%	5 7%	24 12%	31 10%	61 12%	44 13%	72 11%
You'll probably tune in for a little while	439 44%	69 49%	39 41%	34 50%	170 44%	85 36%	43 56%	84 42%	129 42%	227 46%	147 45%	293 43%
You won't tune in at all	358 36%	45 32%	38 39%	19 29%	122 32%	111 47%	23 30%	72 36%	112 37%	173 35%	118 36%	240 36%
					ACDF							

What's more interesting to you and the part you enjoy most when you watch the Academy Awards? And what's the second most interesting part?

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Base: Will watch the Academy Awards Weighted	713	121	61	42	284	135	70	137	219	357	233	480
	642	94	59*	47*	263	126	53*	126	193	323	207	435
Star-gazing, checking out the celebrities	129	18	6	7	63	26	10	13	42	74	47	82
	20%	19%	10%	14%	24% B	21%	19%	10%	22% G	23% G	23%	19%
Seeing who shows up with whom as their date	62	3	7	4	18	24	5	18	21	23	11	51
	10%	3%	12% A	9%	7%	19% AD	9%	14% I	11%	7%	5%	12% J
The fashion, what the stars are wearing	178	25	18	12	72	38	13	40	55	82	53	124
	28%	27%	31%	25%	27%	30%	24%	32%	29%	25%	26%	29%
Finding out who wins the awards for best movie/actor/actress	375	62	31	32	152	72	25	68	112	195	118	257
	58%	66% F	53%	68%	58%	57%	48%	54%	58%	60%	57%	59%
Watching the host	114	19	14	7	54	9	11	14	30	69	40	74
	18%	20% E	24% E	14% E	21% E	7% E	21% E	11%	16% G	21% G	19%	17%
The musical acts	155	22	11	12	57	38	14	33	51	70	58	97
	24%	24%	19%	25%	22%	30%	27%	26%	26%	22%	28%	22%
Seeing star's reactions when they win/lose	67	9	4	2	37	11	6	16	19	32	20	47
	10%	9%	7%	4%	14%	8%	11%	13%	10%	10%	10%	11%
The Jokes	135	20	14	10	52	23	16	34	33	69	49	86
	21%	21%	24%	22%	20%	18%	30%	27% H	17%	21%	24%	20%
Something else	70	10	12	9	21	13	6	16	22	31	20	51
	11%	11%	20% D	19% D	8%	10%	10%	13%	12%	10%	9%	12%

[Actress] Which actress and actor do you think will be the best-dressed?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

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Base: All respondents	1110	175	98	60	413	263	101	217	339	554	365	745
Weighted	1000	139	96*	67*	385	237	76*	198	305	497	325	675
Angelina Jolie	113 11%	9 6%	9 9%	4 6%	37 10%	47 20% ABCDF	7 10%	21 11%	42 14%	50 10%	44 14%	69 10%
Nicole Kidman	55 6%	8 6%	5 6%	5 8%	24 6%	11 4%	2 3%	7 3%	18 6%	31 6%	18 6%	37 5%
Julia Roberts	36 4%	3 2%	2 2%	1 2%	18 5%	8 3%	4 5%	6 3%	13 4%	16 3%	12 4%	23 3%
Halle Berry	36 4%	5 4%	6 6%	1 1%	11 3%	9 4%	4 6%	5 2%	13 4%	18 4%	9 3%	27 4%
Jennifer Lopez	22 2%	3 2%	1 1%	4 5% D	5 1%	8 3%	1 1%	8 4%	4 1%	10 2%	4 1%	19 3%
Jennifer Aniston	20 2%	2 1%	3 3%	1 1%	11 3%	3 1%	1 1%	5 3%	5 2%	10 2%	6 2%	14 2%
Meryl Streep	20 2%	4 3%	0 -	2 3%	9 2%	3 1%	2 3%	2 1%	7 2%	12 2%	4 1%	16 2%
Kate Winslet	20 2%	3 2%	4 4%	1 1%	10 3%	2 1%	1 1%	6 3%	3 1%	10 2%	5 1%	15 2%
Charlize Theron	16 2%	1 1%	3 3%	1 1%	3 1%	8 3% D	1 1%	3 1%	4 1%	10 2%	2 1%	14 2%
Helen Mirren	15 2%	4 3% E	0 -	3 4% E	7 2%	1 0	1 1%	3 2%	7 2%	5 1%	2 1%	13 2%
Scarlett Johansson	13 1%	4 3% D	0 -	1 2%	1 0	3 1%	4 5% BDE	5 3%	4 1%	4 1%	6 2%	7 1%
Catherine Zeta-Jones	12 1%	1 1%	1 1%	2 3%	3 1%	6 2%	0 -	2 1%	4 1%	6 1%	5 1%	8 1%
Reese Witherspoon	12 1%	0 -	2 2%	3 4% A	5 1%	2 1%	1 1%	0 -	3 1%	9 2%	6 2%	6 1%
Cate Blanchett	12 1%	1 1%	2 2%	1 1%	5 1%	2 1%	1 1%	1 1%	3 1%	8 2%	2 1%	10 2%

. [Actress] Which actress and actor do you think will be the best-dressed?

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Penelope Cruz	11 1%	2 2%	2 3%	0 -	3 1%	3 1%	0 -	3 2%	1 0	7 1%	7 2% K	4 1%
Jennifer Garner	10 1%	2 1%	0 -	0 -	5 1%	2 1%	1 2%	4 2% H	1 0	6 1%	5 2%	5 1%
Cameron Diaz	10 1%	0 -	2 2%	0 -	3 1%	5 2%	1 1%	2 1%	2 1%	6 1%	4 1%	6 1%
Sharon Stone	8 1%	1 1%	0 -	1 1%	4 1%	2 1%	0 -	2 1%	2 1%	4 1%	2 1%	6 1%
Eva Longoria	7 1%	5 3% DE	1 1%	0 -	1 0	1 0	0 -	0 -	2 1%	5 1%	1 0	6 1%
Beyoncé Knowles	7 1%	2 1%	2 2%	0 -	2 1%	1 0	0 -	3 1%	2 1%	1 0	3 1%	3 0
Kate Hudson	6 1%	0 -	1 1%	2 3%	2 0	1 0	1 1%	1 0	1 0	5 1%	2 1%	4 1%
Demi Moore	6 1%	0 -	0 -	1 2%	1 0	1 1%	2 2% D	0 -	1 0	4 1%	4 1%	2 0
Uma Thurman	5 1%	0 -	5 5% ADE	0 -	1 0	0 -	0 -	2 1%	2 1%	1 0	1 0	5 1%
Gwyneth Paltrow	5 1%	0 -	0 -	0 -	4 1%	1 1%	0 -	2 1%	2 1%	1 0	2 1%	3 0
Hilary Swank	4 0	2 1%	0 -	0 -	1 0	2 1%	0 -	1 0	1 0	3 1%	0 -	4 1%
Jessica Alba	4 0	0 -	1 1%	0 -	2 1%	1 0	1 1%	1 1%	0 -	3 1%	2 1%	2 0
Paris Hilton	4 0	0 -	0 -	2 3%	2 0	1 0	0 -	0 -	0 -	4 1%	2 1%	2 0
Jodie Foster	4 0	2 1%	0 -	0 -	1 0	0 -	1 1%	1 0	3 1%	1 0	2 1%	2 0
Rene Zellweger	4 0	0 -	0 -	0 -	3 1%	0 -	1 1%	0 -	0 -	4 1%	2 1%	2 0

[Actress] Which actress and actor do you think will be the best-dressed?

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		A	B	C	D	E	F	G	H	I	J	K
Keira Knightley	4 0	0 -	0 -	0 -	4 1%	0 -	0 -	0 -	0 -	4 1%	1 0	3 0
Cher	4 0	1 1%	1 1%	0 -	1 0	0 -	1 2%	1 1%	1 0	2 0	1 0	3 0
Drew Barrymore	4 0	1 1%	0 -	0 -	1 0	1 1%	0 -	1 0	1 0	1 0	1 0	3 0
Jennifer Hudson	3 0	1 1% D	0 -	0 -	0 -	0 -	2 2% DE	1 0	1 0	2 0	0 -	3 0
Pamela Anderson	3 0	0 -	1 1%	0 -	1 0	1 0	0 -	0 -	2 1%	1 0	2 1%	1 0
Sarah Jessica Parker	3 0	0 -	0 -	0 -	1 0	1 0	1 1%	1 1%	0 -	1 0	1 0	2 0
Carmen Electra	2 0	0 -	2 2% DE	0 -	0 -	0 -	0 -	0 -	0 -	2 0	2 1% K	0 -
Ellen DeGeneres	2 0	1 0	0 -	0 -	1 0	0 -	0 -	1 0	1 0	0 -	1 0	1 0
Oprah Winfrey	2 0	0 -	0 -	0 -	1 0	0 -	1 1%	1 1%	0 -	1 0	1 0	1 0
Adriana Barraza	2 0	0 -	0 -	0 -	2 0	0 -	0 -	0 -	0 -	2 0	0 -	2 0
Salma Hayek	2 0	0 -	0 -	0 -	1 0	1 0	0 -	1 0	0 -	1 0	0 -	2 0
Madonna	2 0	0 -	0 -	0 -	2 0	0 -	0 -	0 -	0 -	2 0	0 -	2 0
Susan Sarandon	1 0	1 1% D	0 -	0 -	0 -	0 -	0 -	1 0	1 0	0 -	0 -	1 0
Judy Dench	1 0	1 0	1 1%	0 -	0 -	0 -	0 -	0 -	0 -	1 0	0 -	1 0

. [Actress] Which actress and actor do you think will be the best-dressed?

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		A	B	C	D	E	F	G	H	I	J	K
Teri Hatcher	1 0	0 -	0 -	1 1% D	0 -	0 -	1 1%	0 -	1 0	1 0	0 -	1 0
Cybill Shepherd	1 0	0 -	0 -	0 -	1 0	0 -	0 -	0 -	0 -	1 0	1 0	0 -
Tara Reid	1 0	0 -	0 -	0 -	1 0	0 -	0 -	0 -	0 -	1 0	0 -	1 0
Brittney Spears	1 0	0 -	0 -	0 -	1 0	0 -	0 -	0 -	1 0	0 -	1 0	0 -
Jessica Simpson	1 0	0 -	0 -	0 -	0 -	1 0	0 -	1 0	0 -	0 -	1 0	0 -
Pink	1 0	0 -	0 -	0 -	0 -	1 0	0 -	1 0	0 -	0 -	0 -	1 0
Jennifer Love Hewitt	1 0	0 -	0 -	0 -	0 -	1 0	0 -	0 -	0 -	1 0	0 -	1 0
Lindsay Lohan	1 0	0 -	0 -	0 -	0 -	1 0	0 -	1 0	0 -	0 -	1 0	0 -
Janet Jackson	1 0	0 -	0 -	0 -	0 -	0 -	1 1%	1 0	0 -	0 -	0 -	1 0
America Ferrara (incl. Ugly Betty)	1 0	1 0	0 -	0 -	0 -	0 -	0 -	1 0	0 -	0 -	0 -	1 0
Actor mentions	15 1%	2 2%	3 3%	0 -	6 2%	3 1%	0 -	6 3%	3 1%	5 1%	5 2%	9 1%
Other	66 7%	8 6%	8 8%	7 10%	28 7%	9 4%	6 8%	10 5%	26 9%	29 6%	18 6%	47 7%
None	13 1%	2 2%	2 2%	0 -	4 1%	5 2%	0 -	2 1%	4 1%	8 2%	2 1%	11 2%
(Dk/Ns)	365 37%	55 40%	30 31%	25 37%	144 37%	81 34%	29 39%	74 37%	114 37%	177 36%	120 37%	245 36%

[Actor] Which actress and actor do you think will be the best-dressed?

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Base: All respondents	1110	175	98	60	413	263	101	217	339	554	365	745
Weighted	1000	139	96*	67*	385	237	76*	198	305	497	325	675
Brad Pitt	154 15%	16 12%	15 15%	4 5%	54 14%	52 22% ACD	14 18% C	30 15%	53 17%	71 14%	53 16%	101 15%
George Clooney	99 10%	10 7%	10 10%	7 11%	38 10%	27 11%	8 11%	16 8%	29 10%	54 11%	23 7%	77 11% J
Will Smith	63 6%	9 6%	12 12% E	8 12% E	23 6%	8 3%	4 5%	8 4%	14 5%	40 8%	19 6%	44 7%
Leonardo DiCaprio	27 3%	5 4%	2 3%	1 1%	13 3%	4 2%	2 2%	3 2%	6 2%	18 4%	11 3%	16 2%
Tom Cruise	25 3%	4 3%	1 1%	2 3%	10 3%	8 4%	0 -	8 4%	10 3%	8 2%	9 3%	17 3%
Johnny Depp	21 2%	1 0	1 1%	1 1%	14 4% A	3 1%	2 2%	4 2%	6 2%	11 2%	9 3%	12 2%
Tom Hanks	11 1%	2 2%	2 2%	3 4% D	2 1%	2 1%	0 -	1 1%	3 1%	6 1%	5 2%	6 1%
Eddie Murphy	11 1%	4 3% E	0 -	0 -	6 1%	0 -	1 2%	2 1%	1 0	8 2%	3 1%	8 1%
Clint Eastwood	10 1%	1 1%	1 1%	0 -	5 1%	2 1%	1 1%	1 0	7 2% I	1 0	4 1%	6 1%
Jamie Foxx	9 1%	2 1%	1 1%	1 1%	2 1%	2 1%	2 3%	1 0	4 1%	4 1%	1 0	8 1%
Jude Law	7 1%	2 1%	0 -	1 2%	2 0	2 1%	0 -	1 1%	5 1%	2 0	2 1%	5 1%
Nicolas Cage	6 1%	1 1%	2 2%	0 -	1 0	2 1%	0 -	5 3% HI	0 -	1 0	1 0	6 1%
Denzel Washington	6 1%	0 -	0 -	0 -	6 2%	0 -	0 -	1 0	2 0	4 1%	3 1%	3 0
Ben Affleck	6 1%	0 -	1 1%	0 -	2 1%	3 1%	0 -	3 2%	1 0	2 0	2 1%	4 1%

. [Actor] Which actress and actor do you think will be the best-dressed?

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Justin Timberlake	6 1%	0 -	0 -	0 -	6 1%	0 -	0 -	0 -	1 0	5 1%	5 1% K	1 0
Bruce Willis	5 0	1 0	2 2%	0 -	2 0	1 0	1 1%	2 1%	1 0	2 0	2 1%	3 0
Mel Gibson	5 0	1 0	0 -	1 2%	1 0	1 0	1 1%	3 2% HI	0 -	1 0	3 1%	1 0
Matt Damon	4 0	1 1% D	1 1%	1 1% D	0 -	0 -	1 2% DE	1 1%	2 1%	1 0	1 0	3 0
Sean Connery	4 0	0 -	0 -	0 -	2 1%	2 1%	1 1%	0 -	2 1%	3 1%	2 1%	2 0
Richard Gere	4 0	1 1%	1 1%	0 -	0 -	2 1%	1 1%	1 0	2 1%	2 0	0 -	4 1%
Kevin Costner	4 0	1 0	0 -	1 1%	2 0	1 0	0 -	0 -	3 1%	1 0	0 -	4 1%
Harrison Ford	4 0	0 -	1 1%	0 -	1 0	2 1%	1 1%	1 0	1 0	2 0	1 0	3 0
Ryan Gosling	4 0	0 -	0 -	0 -	4 1%	0 -	0 -	1 0	1 0	2 0	1 0	3 0
Pierce Brosnan	4 0	1 1%	0 -	0 -	1 0	0 -	1 1%	0 -	1 0	3 1%	1 0	2 0
Antonio Banderas	3 0	1 1%	0 -	0 -	1 0	2 1%	0 -	0 -	0 -	3 1%	2 1%	1 0
Hugh Jackman	3 0	0 -	2 2% D	1 1%	0 -	0 -	1 1%	0 -	2 1%	1 0	2 0	1 0
Orlando Bloom	3 0	0 -	0 -	2 3% D	0 -	1 0	0 -	2 1% I	1 0	0 -	0 -	3 0
Jack Nicholson	2 0	0 -	1 1%	0 -	1 0	0 -	1 1%	0 -	0 -	2 0	1 0	2 0
Forest Whitaker	2 0	1 1%	0 -	0 -	1 0	0 -	1 1%	1 0	2 1%	0 -	1 0	1 0

. [Actor] Which actress and actor do you think will be the best-dressed?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

* small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Keanu Reeves	2 0	1 0	0 -	0 -	2 0	0 -	0 -	1 0	1 0	1 0	2 1%	1 0
Samuel L. Jackson	2 0	0 -	0 -	0 -	2 1%	0 -	0 -	0 -	0 -	2 0	2 1% K	0 -
Jack Black	2 0	0 -	0 -	0 -	1 0	1 0	0 -	2 1% I	0 -	0 -	1 0	1 0
Al Pacino	2 0	0 -	0 -	0 -	1 0	0 -	1 1%	0 -	0 -	2 0	0 -	2 0
Patrick Dempsey	2 0	0 -	1 1%	0 -	1 0	0 -	0 -	0 -	0 -	2 0	0 -	2 0
Robert De Niro	2 0	0 -	0 -	0 -	0 -	2 1%	0 -	1 0	1 0	0 -	0 -	2 0
Adam Sandler	1 0	0 -	0 -	0 -	1 0	1 0	0 -	0 -	1 0	0 -	0 -	1 0
Alan Arkin	1 0	1 0	0 -	0 -	1 0	0 -	0 -	0 -	1 0	1 0	1 0	1 0
Ashton Kutcher	1 0	0 -	0 -	0 -	0 -	1 1%	0 -	1 1%	0 -	0 -	1 0	1 0
Russell Crowe	1 0	0 -	0 -	0 -	1 0	0 -	0 -	1 1%	0 -	0 -	1 0	0 -
Jim Carrey	1 0	0 -	0 -	0 -	1 0	0 -	0 -	0 -	0 -	1 0	1 0	0 -
Colin Farrell	1 0	0 -	0 -	0 -	0 -	0 -	1 2% D	0 -	0 -	1 0	1 0	0 -
Alec Baldwin	1 0	0 -	0 -	0 -	1 0	0 -	0 -	0 -	0 -	1 0	0 -	1 0
Sean Penn	1 0	0 -	0 -	0 -	0 -	1 0	0 -	0 -	0 -	1 0	1 0	0 -
Owen Wilson	1 0	0 -	1 1%	0 -	0 -	0 -	0 -	0 -	0 -	1 0	0 -	1 0

. [Actor] Which actress and actor do you think will be the best-dressed?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

* small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Michael Douglas	1 0	0 -	0 -	1 1%	0 -	0 -	0 -	0 -	0 -	1 0	0 -	1 0
Morgan Freeman	1 0	0 -	0 -	0 -	1 0	0 -	0 -	0 -	0 -	1 0	0 -	1 0
Sylvester Stallone	1 0	0 -	0 -	0 -	0 -	1 0	0 -	0 -	0 -	1 0	0 -	1 0
Borat	1 0	0 -	0 -	0 -	0 -	1 0	0 -	0 -	0 -	1 0	1 0	0 -
Actress mentions	16 2%	3 2%	3 3%	0 -	5 1%	4 2%	1 2%	7 4% I	4 1%	5 1%	6 2%	10 1%
Other	59 6%	11 8%	6 6%	5 7%	21 6%	12 5%	4 6%	12 6%	20 6%	28 6%	17 5%	42 6%
None	13 1%	3 2%	2 2%	0 -	3 1%	6 2%	0 -	2 1%	3 1%	8 2%	2 1%	11 2%
(Dk/Ns)	373 37%	56 40%	32 33%	28 42%	143 37%	85 36%	29 38%	75 38%	118 39%	181 36%	121 37%	252 37%

. [Actress] Which actress and actor do you think will be the worst-dressed?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

* small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1110	175	98	60	413	263	101	217	339	554	365	745
Weighted	1000	139	96*	67*	385	237	76*	198	305	497	325	675
Paris Hilton	54 5%	6 4%	3 3%	3 5%	17 4%	17 7%	7 9%	10 5%	19 6%	25 5%	22 7%	33 5%
Brittney Spears	29 3%	4 3%	2 2%	4 6% F	10 3%	8 3%	0 -	3 2%	5 2%	20 4%	13 4%	16 2%
Lindsay Lohan	28 3%	2 1%	9 9% ACDEF	0 -	14 4%	3 1%	1 2%	6 3%	6 2%	16 3%	6 2%	22 3%
Jennifer Lopez	24 2%	6 4% E	1 1%	2 3%	12 3%	2 1%	2 2%	3 2%	5 2%	15 3%	6 2%	18 3%
Cameron Diaz	22 2%	2 1%	1 1%	1 2%	10 3%	8 3%	1 1%	7 3% I	10 3% I	6 1%	8 2%	14 2%
Pamela Anderson	20 2%	1 1%	3 3%	1 1%	7 2%	7 3%	1 2%	3 1%	7 2%	10 2%	7 2%	13 2%
Madonna	20 2%	3 2%	0 -	1 1%	10 3%	5 2%	2 3%	3 1%	10 3%	8 2%	3 1%	17 3%
Meryl Streep	14 1%	2 2%	5 5% E	0 -	5 1%	2 1%	0 -	3 1%	3 1%	8 2%	5 2%	9 1%
Angelina Jolie	13 1%	0 -	4 4% AD	2 3%	4 1%	3 1%	0 -	3 1%	3 1%	8 2%	6 2%	7 1%
Cher	13 1%	1 1%	0 -	2 3%	7 2%	1 1%	2 2%	5 2%	3 1%	5 1%	4 1%	9 1%
Diane Keaton	11 1%	0 -	2 2%	0 -	4 1%	4 2%	1 2%	0 -	2 1%	9 2%	4 1%	7 1%
Sharon Stone	10 1%	3 2%	1 1%	0 -	3 1%	3 1%	0 -	2 1%	2 1%	6 1%	2 1%	8 1%
Beyoncé Knowles	9 1%	1 1%	0 -	0 -	5 1%	2 1%	1 2%	2 1%	4 1%	3 1%	3 1%	6 1%

. [Actress] Which actress and actor do you think will be the worst-dressed?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

* small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Jessica Simpson	9 1%	1 1%	0 -	1 1%	6 1%	0 -	1 2% E	1 1%	2 1%	6 1%	5 2%	4 1%
Penelope Cruz	9 1%	2 2%	0 -	0 -	1 0	4 2% D	2 3% D	1 0	2 0	6 1%	0 -	9 1% J
Drew Barrymore	9 1%	2 1%	1 1%	0 -	3 1%	3 1%	0 -	3 1%	3 1%	2 0	4 1%	5 1%
Jennifer Anniston	9 1%	0 -	2 2%	1 1%	2 1%	3 1%	1 1%	2 1%	1 0	5 1%	6 2% K	3 0
Julia Roberts	8 1%	1 1%	0 -	1 1%	2 1%	3 1%	0 -	2 1%	0 -	6 1%	3 1%	5 1%
Kate Winslet	7 1%	0 -	0 -	0 -	2 1%	5 2%	0 -	1 0	1 0	5 1%	4 1%	3 0
Whoopi Goldberg	7 1%	0 -	0 -	3 4% ADE	2 1%	0 -	2 2% E	1 1%	1 0	5 1%	1 0	5 1%
Uma Thurman	6 1%	1 1%	0 -	1 2% E	4 1%	0 -	0 -	1 1%	0 -	5 1%	1 0	5 1%
Nicole Kidman	6 1%	0 -	0 -	0 -	3 1%	3 1%	0 -	0 -	3 1%	2 0	2 0	4 1%
Rene Zellweger	6 1%	1 1%	0 -	0 -	4 1%	0 -	1 1%	2 1%	0 -	4 1%	3 1%	2 0
Bjork	5 1%	0 -	0 -	0 -	3 1%	0 -	3 3% ADE	1 0	3 1%	1 0	4 1% K	1 0
Cate Blanchett	5 1%	0 -	0 -	0 -	3 1%	2 1%	0 -	2 1%	0 -	3 1%	2 1%	3 0
Sarah Jessica Parker	5 0	0 -	2 2%	0 -	2 0	1 0	0 -	1 0	0 -	4 1%	4 1% K	1 0
Demi Moore	4 0	0 -	0 -	0 -	0 -	4 2% D	0 -	1 0	1 0	3 1%	1 0	3 0
Salma Hayek	4 0	1 1%	1 1%	0 -	2 1%	0 -	1 1%	1 0	1 0	3 1%	1 0	3 0

. [Actress] Which actress and actor do you think will be the worst-dressed?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

* small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Rosie O'Donnell	4 0	0 -	2 2%	0 -	2 0	0 -	1 1%	1 0	0 -	3 1%	1 0	3 0
Lil' Kim	3 0	1 1%	0 -	0 -	2 1%	0 -	0 -	0 -	0 -	3 1%	2 1%	1 0
Reese Witherspoon	3 0	2 1%	0 -	0 -	1 0	0 -	0 -	2 1%	0 -	1 0	2 1%	1 0
Halle Berry	3 0	0 -	0 -	0 -	2 1%	0 -	1 2% E	0 -	1 0	3 1%	0 -	3 0
Oprah Winfrey	3 0	1 0	0 -	0 -	2 1%	0 -	1 1%	1 0	2 1%	1 0	1 0	2 0
Eva Longoria	3 0	1 0	0 -	0 -	0 -	1 0	2 2% D	1 0	2 1%	1 0	2 1%	1 0
Ellen DeGeneres	3 0	1 0	0 -	0 -	1 0	1 0	1 2%	0 -	0 -	3 1%	2 1%	1 0
Hilary Swank	3 0	0 -	1 1%	0 -	2 0	1 0	0 -	2 1%	1 0	0 -	0 -	3 0
Scarlett Johansson	3 0	0 -	0 -	0 -	2 1%	1 0	0 -	1 1%	0 -	2 0	0 -	3 0
Judy Dench	2 0	0 -	0 -	0 -	2 0	1 0	0 -	0 -	2 0	1 0	0 -	2 0
Helen Mirren	2 0	0 -	0 -	0 -	2 1%	0 -	0 -	0 -	0 -	2 0	1 0	2 0
Janet Jackson	2 0	0 -	0 -	0 -	1 0	0 -	1 1%	0 -	0 -	2 0	1 0	1 0
Jennifer Hudson	2 0	1 1%	0 -	0 -	1 0	0 -	0 -	0 -	0 -	2 0	1 0	1 0
Cybill Shepherd	2 0	0 -	0 -	2 3% DE	0 -	0 -	0 -	0 -	0 -	2 0	2 1%	0 -
Gwyneth Paltrow	2 0	0 -	0 -	0 -	2 0	0 -	0 -	1 0	0 -	1 0	0 -	2 0

. [Actress] Which actress and actor do you think will be the worst-dressed?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

* small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Jennifer Garner	2 0	0 -	0 -	0 -	2 0	0 -	0 -	0 -	0 -	2 0	2 0	0 -
Dolly Parton	1 0	1 0	0 -	0 -	0 -	1 0	0 -	0 -	1 0	0 -	0 -	1 0
Jodie Foster	1 0	0 -	0 -	0 -	1 0	0 -	0 -	0 -	1 0	0 -	0 -	1 0
Jennifer Love Hewitt	1 0	1 0	0 -	0 -	0 -	1 0	0 -	1 0	1 0	0 -	0 -	1 0
Tara Reid	1 0	1 1%	0 -	0 -	0 -	0 -	0 -	1 0	0 -	0 -	0 -	1 0
America Ferrara (incl. Ugly Betty)	1 0	0 -	0 -	0 -	1 0	0 -	0 -	1 0	0 -	0 -	0 -	1 0
Susan Sarandon	1 0	0 -	0 -	0 -	1 0	0 -	0 -	0 -	0 -	1 0	1 0	0 -
Carmen Electra	1 0	1 1%	0 -	0 -	0 -	0 -	0 -	1 0	0 -	0 -	1 0	0 -
Catherine Zeta-Jones	1 0	0 -	0 -	0 -	1 0	0 -	0 -	0 -	1 0	0 -	0 -	1 0
Pink	1 0	0 -	0 -	0 -	0 -	1 0	0 -	0 -	0 -	1 0	0 -	1 0
Kate Hudson	1 0	0 -	0 -	0 -	0 -	0 -	1 1%	0 -	1 0	0 -	0 -	1 0
Charlize Theron	1 0	1 0	0 -	0 -	0 -	0 -	0 -	0 -	1 0	0 -	0 -	1 0
Teri Hatcher	1 0	1 0	0 -	0 -	0 -	0 -	0 -	1 0	0 -	0 -	0 -	1 0
Actor mentions	6 1%	2 1%	0 -	2 3% E	1 0	0 -	1 1%	1 1%	4 1%	1 0	5 2% K	1 0
Other	77 8%	9 7%	10 11%	5 8%	30 8%	18 8%	3 4%	21 11%	22 7%	33 7%	28 8%	49 7%

. [Actress] Which actress and actor do you think will be the worst-dressed?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

* small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
None	12 1%	2 2%	1 1%	1 1%	2 1%	6 2%	1 1%	2 1%	3 1%	7 1%	2 1%	10 2%
(Dk/Ns)	488 49%	77 55%	47 49%	34 52%	179 47%	114 48%	37 48%	94 47%	167 55% I	228 46%	145 45%	343 51%

[Actor] Which actress and actor do you think will be the worst-dressed?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

* small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1110	175	98	60	413	263	101	217	339	554	365	745
Weighted	1000	139	96*	67*	385	237	76*	198	305	497	325	675
Brad Pitt	46 5%	5 4%	4 4%	4 7%	19 5%	12 5%	2 2%	13 6%	10 3%	24 5%	17 5%	29 4%
Tom Cruise	36 4%	8 6%	2 2%	1 2%	13 3%	10 4%	2 2%	8 4%	8 3%	20 4%	13 4%	23 3%
Johnny Depp	34 3%	5 4%	0 -	3 4%	17 4% B	7 3%	2 2%	4 2%	8 3%	22 4%	14 4%	20 3%
Jim Carrey	22 2%	5 3%	3 3%	1 2%	5 1%	6 3%	1 1%	6 3%	9 3%	7 1%	9 3%	13 2%
Jack Nicholson	13 1%	1 1%	0 -	1 1%	10 3% E	1 0	0 -	4 2%	4 1%	5 1%	7 2%	6 1%
Leonardo DiCaprio	13 1%	1 0	2 2%	0 -	4 1%	5 2%	2 3%	2 1%	6 2%	5 1%	3 1%	10 1%
Bruce Willis	12 1%	0 -	4 4% AD	0 -	2 1%	6 3% D	0 -	3 1%	5 1%	5 1%	2 1%	10 1%
Jack Black	10 1%	5 3% E	0 -	1 1%	3 1%	1 0	1 1%	3 2%	2 1%	5 1%	4 1%	6 1%
Will Farrell	10 1%	3 2%	4 4% DE	0 -	2 1%	2 1%	0 -	2 1%	2 1%	6 1%	2 0	8 1%
Will Smith	8 1%	1 1%	0 -	0 -	6 2%	2 1%	0 -	4 2%	1 0	4 1%	2 1%	6 1%
George Clooney	8 1%	2 1%	1 1%	0 -	4 1%	2 1%	0 -	2 1%	2 1%	5 1%	6 2% K	3 0
Kevin Federline	6 1%	0 -	2 3% E	0 -	4 1%	0 -	0 -	0 -	3 1%	4 1%	4 1%	2 0
Robin Williams	6 1%	2 1%	1 1%	3 4% DE	1 0	0 -	1 1%	2 1%	3 1%	2 0	1 0	5 1%
Justin Timberlake	6 1%	1 1%	0 -	0 -	4 1%	1 0	1 1%	0 -	2 1%	5 1%	3 1%	3 0

. [Actor] Which actress and actor do you think will be the worst-dressed?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

* small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Mel Gibson	6 1%	0 -	1 1%	0 -	0 -	5 2% D	1 1%	1 0	5 1%	1 0	2 1%	4 1%
Prince	6 1%	0 -	0 -	1 1%	2 0	3 1%	0 -	1 1%	2 1%	3 1%	0 -	6 1%
Ben Affleck	6 1%	1 1%	0 -	1 2% D	0 -	3 1% D	1 1%	3 1%	1 0	2 0	4 1% K	1 0
Nicolas Cage	5 1%	0 -	0 -	2 3%	2 1%	1 0	1 1%	1 0	0 -	5 1%	1 0	5 1%
Forest Whitaker	5 1%	1 1%	0 -	1 2% E	3 1%	0 -	0 -	1 1%	1 0	3 1%	1 0	4 1%
Vince Vaughn	5 0	0 -	2 2%	0 -	2 0	1 0	0 -	1 0	0 -	4 1%	2 1%	3 0
Russell Crowe	5 0	1 1%	0 -	0 -	3 1%	0 -	0 -	0 -	2 1%	2 0	1 0	3 0
Woody Allen	4 0	0 -	0 -	0 -	3 1%	2 1%	0 -	0 -	2 1%	3 1%	2 0	3 0
Matt Damon	4 0	1 0	0 -	0 -	1 0	1 0	2 2% D	0 -	0 -	4 1%	0 -	4 1%
Eddie Murphy	4 0	1 0	0 -	0 -	2 0	2 1%	0 -	1 0	2 1%	2 0	0 -	4 1%
Nick Nolte	4 0	0 -	0 -	0 -	3 1%	1 0	0 -	0 -	0 -	4 1%	1 0	3 0
Ashton Kutcher	4 0	0 -	0 -	2 3% D	0 -	1 1%	1 1%	1 0	1 0	2 0	2 1%	1 0
Adam Sandler	4 0	0 -	1 1%	1 1%	1 0	1 0	0 -	2 1%	0 -	2 0	1 0	3 0
Clint Eastwood	3 0	0 -	2 2% DE	1 1% D	0 -	0 -	0 -	0 -	0 -	3 1%	2 1%	2 0
Robert De Niro	3 0	1 1%	0 -	0 -	0 -	2 1%	0 -	0 -	1 0	2 0	2 1%	1 0

. [Actor] Which actress and actor do you think will be the worst-dressed?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

* small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Alan Arkin	3 0	0 -	0 -	0 -	2 1%	1 0	0 -	0 -	2 0	1 0	1 0	2 0
Sean Penn	3 0	0 -	1 1%	0 -	1 0	1 0	1 1%	0 -	1 0	2 0	0 -	3 0
Colin Farrell	3 0	1 0	0 -	0 -	1 0	2 1%	0 -	1 0	0 -	2 0	2 0	1 0
Snoop Dogg	3 0	1 1%	0 -	0 -	1 0	0 -	1 1%	0 -	0 -	3 1%	0 -	3 0
Borat	3 0	1 0	0 -	0 -	1 0	1 0	1 1%	0 -	1 0	1 0	1 0	1 0
Carrot Top	3 0	0 -	1 1%	2 3% DE	0 -	0 -	0 -	0 -	0 -	3 1%	0 -	3 0
Al Pacino	2 0	1 1%	0 -	0 -	2 0	0 -	0 -	1 0	0 -	2 0	2 0	1 0
Antonio Banderas	2 0	0 -	2 2% DE	0 -	0 -	0 -	0 -	0 -	0 -	2 0	2 1% K	0 -
Orlando Bloom	2 0	0 -	0 -	0 -	1 0	1 1%	0 -	1 0	0 -	2 0	2 0	1 0
Tom Hanks	2 0	0 -	0 -	0 -	1 0	2 1%	0 -	1 1%	0 -	1 0	1 0	2 0
Owen Wilson	2 0	0 -	0 -	0 -	1 0	2 1%	0 -	0 -	2 0	1 0	0 -	2 0
Morgan Freeman	2 0	0 -	0 -	0 -	2 1%	0 -	0 -	0 -	2 1%	0 -	0 -	2 0
Samuel L. Jackson	2 0	0 -	0 -	0 -	2 0	0 -	0 -	0 -	0 -	2 0	0 -	2 0
Keanu Reeves	1 0	0 -	0 -	0 -	1 0	0 -	0 -	1 1%	0 -	0 -	1 0	0 -
Michael Douglas	1 0	1 1%	0 -	0 -	0 -	0 -	0 -	1 1%	0 -	0 -	1 0	0 -

. [Actor] Which actress and actor do you think will be the worst-dressed?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

* small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Hugh Jackman	1 0	0 -	0 -	1 1% D	0 -	0 -	0 -	0 -	0 -	1 0	1 0	0 -
Jude Law	1 0	0 -	1 1%	0 -	0 -	0 -	0 -	0 -	1 0	0 -	0 -	1 0
Jamie Foxx	1 0	0 -	0 -	0 -	1 0	0 -	0 -	0 -	1 0	0 -	0 -	1 0
Kevin Costner	1 0	1 1%	0 -	0 -	0 -	0 -	0 -	1 0	0 -	0 -	1 0	0 -
Sean Connery	1 0	0 -	0 -	0 -	0 -	0 -	1 1%	1 0	0 -	0 -	1 0	0 -
Alec Baldwin	1 0	1 0	0 -	0 -	0 -	0 -	0 -	0 -	0 -	1 0	0 -	1 0
Sylvester Stallone	1 0	1 0	0 -	0 -	0 -	0 -	0 -	0 -	0 -	1 0	0 -	1 0
Actress mentions	7 1%	0 -	2 2%	0 -	3 1%	1 0	1 2%	4 2% HI	0 -	2 0	3 1%	4 1%
Other	113 11%	9 6%	10 11%	5 8%	44 12%	26 11%	17 23% ABCDE	25 13%	41 13%	47 9%	36 11%	76 11%
None	18 2%	3 2%	1 1%	1 1%	5 1%	7 3%	2 2%	2 1%	4 1%	11 2%	3 1%	15 2%
(Dk/Ns)	524 52%	79 56%	51 53%	34 52%	202 52%	120 50%	38 51%	95 48%	172 57%	256 52%	159 49%	365 54%

This year, Ellen DeGeneres will host the Oscars. How do you think she will perform in comparison to other hosts in the past like Billy Crystal?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

* small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1110	175	98	60	413	263	101	217	339	554	365	745
	Weighted	139	96*	67*	385	237	76*	198	305	497	325	675
She'll do better than most hosts have in the past	216	31	26	16	101	20	22	58	56	103	71	145
	22%	22%	27%	25%	26%	8%	30%	29%	18%	21%	22%	21%
She'll do about the same	E	E	E	E	E		E	HI				
	614	78	52	41	215	184	45	110	197	308	192	423
She'll do worst than most hosts have in the past	61%	56%	54%	61%	56%	78% ABCDF	60%	55%	65%	62%	59%	63%
	170	31	18	10	69	33	8	31	52	86	62	107
	17%	22%	19%	14%	18%	14%	11%	16%	17%	17%	19%	16%
		EF										