

# Hollywood Blockbusters...

## And Those that are Lacklustre

*Despite Hype about Arrival of Summer Blockbusters,  
Most (59%) Canadians Not Looking Forward To Any of Them*

Public Release Date: Friday, June 11, 2010, 6:00 AM EDT



*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 research 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 on-line 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](http://www.ipsos.ca)*

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

---

© Ipsos Reid

*Washington λ New York λ Chicago λ Minneapolis λ Seattle λ San Francisco  
Vancouver λ Edmonton λ Calgary λ Winnipeg λ Toronto λ Ottawa λ Montreal*



## Hollywood Blockbusters...

### And Those that are Lacklustre

*Despite Hype about Arrival of Summer Blockbusters,  
Most (59%) Canadians Not Looking Forward To Any of Them*

**Toronto, ON** - Despite the hype that's been building around the arrival of many summer Hollywood blockbusters, a new Ipsos Reid poll conducted exclusively for Canada.com has revealed that most (59%) Canadians appear to think the offerings are actually quite lacklustre.

From among a list of movies, one in ten (12%) Canadians say they're most looking forward to "The Twilight Saga: Eclipse", the proportion of whom rises to 21% among 18-24 year olds. Furthermore, women (17%) are more than twice as likely as men (7%) to say they're most looking forward to this movie, and more Quebecers (18%) appear to be excited about the arrival of this movie than those living in other provinces.

Other Canadians say that the movie they're most anticipating is either "Toy Story 3" (9%), "The A-Team" (8%), "The Karate Kid" (8%), or "Eat, Pray, Love" (4%). Apparently not impressed with any of these box-office choices, six in ten (59%) aren't looking forward to any of these movies, with older (74%) and middle-aged Canadians (61%) being much more likely than younger adults (38%) to say they're not looking forward to any of these movies. Albertans (72%) are most likely across the country to say they're not looking forward to any of these movies.

The poll also revealed that most Canadians haven't seen any of the bigger movies that have already hit the silver screen this year. Eight in ten (83%) Canadians haven't seen any of the following movies: "Sex and the City 2", "Robin Hood", "Prince of Persia: The Sands of Time" or "Shrek Forever After".

Among the 17% who have seen at least one of these movies, one in three (32%) were most disappointed with "Sex and the City 2", while 13% were most disappointed with "Robin Hood". Others were most disappointed with "Prince of Persia: The Sands of Time" (8%) or "Shrek Forever After" (5%). Four in ten (42%) of those who have seen at least one of these movies say they weren't disappointed with any of the movies that they've seen so far.

*These are some of the findings of an Ipsos Reid poll conducted between June 4 and 7, 2010, on behalf of Canada.com. For this survey, a sample of 1,047 adults from Ipsos' Canadian online panel was interviewed online. Weighting was then employed to balance demographics and ensure that the sample's composition reflects that of the adult population according to Census data and to provide results intended to approximate the sample universe. A survey with an unweighted probability sample of this size and a 100% response rate would have an estimated margin of error of +/-3.1 percentage points, 19 times out of 20, of what the results would have been had the entire population of adults in Canada been polled. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.*

-30-



Ipsos Reid

For more information on this news release, please contact:

*John Wright  
Senior Vice President  
Ipsos Reid  
Public Affairs  
(416) 324-2002*

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

---

© Ipsos Reid

- 3 -

*Washington λ New York λ Chicago λ Minneapolis λ Seattle λ San Francisco  
Vancouver λ Edmonton λ Calgary λ Winnipeg λ Toronto λ Ottawa λ Montreal*