

Q24. From among these top-paid actors, who would you least trust to babysit your kids?

		Gender		Age			Region						Movie Goers				Watching movies at home			
	TOTAL	Male	Female	18-34	35-54	55+	BC	Alberta	Sask/MB	Ontario	Quebec	Atlantic	Light (once a month)	Medium (2-5 times a month)	Heavy (6+ times a month)	Never	Light (1-4)	Medium (5-9 times a month)	Heavy (10+ times a month)	Never
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S
Base: All respondents	4009	1885	2124	1031	1680	1298	701	700	300	1206	800	302	1301	494	24	2190	1984	896	978	151
Weighted	4009	1940	2069	1119	1592	1299	529	409	261	1535	978	297	1220	492	30**	2268	1923	885	1073	129
Tom Cruise	1127	571	556	318	474	334	155	116	75	425	286	70	373	101	3	651	563	264	272	28
	28.1%	29.4%	26.9%	28.4%	29.8%	25.7%	29.3%	28.3%	28.9%	27.7%	29.2%	23.6%	30.6%	20.4%	8.5%	28.7%	29.3%	29.8%	25.3%	21.9%
Robert Downey Jr.					E								M			M	R			
	790	379	411	173	362	255	105	78	58	307	178	64	238	95	9	448	359	172	227	33
	19.7%	19.5%	19.9%	15.5%	22.7%	19.7%	19.9%	19.0%	22.2%	20.0%	18.2%	21.5%	19.5%	19.2%	31.4%	19.7%	18.7%	19.4%	21.1%	25.3%
Adam Sandler					C															
	532	245	288	184	186	163	72	48	40	252	75	45	153	86	4	289	263	118	131	20
Johnny Depp	13.3%	12.6%	13.9%	16.4%	11.7%	12.5%	13.7%	11.8%	15.4%	16.4%	7.6%	15.2%	12.5%	17.6%	14.4%	12.7%	13.7%	13.3%	12.2%	15.4%
				DE			J	J	J	GJ		J		LO						
Leonardo DiCaprio	445	206	239	111	165	168	54	37	16	181	122	35	127	62	1	255	216	108	106	15
	11.1%	10.6%	11.6%	9.9%	10.4%	13.0%	10.3%	9.1%	6.0%	11.8%	12.5%	11.7%	10.4%	12.6%	3.4%	11.3%	11.3%	12.2%	9.9%	11.8%
Will Smith					C		H			H	H	H								
	364	176	188	106	127	131	35	38	23	100	141	26	115	40	2	207	173	79	103	9
Mark Wahlberg	9.1%	9.1%	9.1%	9.5%	8.0%	10.1%	6.7%	9.3%	8.8%	6.5%	14.5%	8.9%	9.4%	8.2%	5.1%	9.1%	9.0%	9.0%	9.6%	6.8%
								I			FGHIK									
Ben Stiller	262	134	128	73	98	91	38	34	15	105	53	17	77	33	5	148	125	53	68	17
	6.5%	6.9%	6.2%	6.6%	6.2%	7.0%	7.3%	8.2%	5.7%	6.9%	5.4%	5.6%	6.3%	6.7%	16.6%	6.5%	6.5%	6.0%	6.3%	12.9%
Ben Stiller							J													PQR
	246	115	132	88	84	74	24	31	18	72	80	23	66	39	1	139	108	52	80	7
Ben Stiller	6.1%	5.9%	6.4%	7.9%	5.3%	5.7%	4.5%	7.5%	6.9%	4.7%	8.1%	7.6%	5.4%	8.0%	4.9%	6.1%	5.6%	5.8%	7.5%	5.5%
				D				FI			FI									
Ben Stiller	242	115	127	65	95	82	44	28	16	93	44	18	71	36	5	131	116	40	86	1
	6.0%	5.9%	6.1%	5.8%	6.0%	6.3%	8.4%	6.7%	6.0%	6.1%	4.5%	6.0%	5.8%	7.3%	15.5%	5.8%	6.0%	4.5%	8.0%	0.5%
							J										S	S	QS	

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I/J/K - L/M/N/O - P/Q/R/S ** very small base (under 30) ineligible for sig testing

Q28a. Who among the following do you most admire?

		Gender		Age			Region						Movie Goers				Watching movies at home			
	TOTAL	Male	Female	18-34	35-54	55+	BC	Alberta	Sask/MB	Ontario	Quebec	Atlantic	Light (once a month)	Medium (2-5 times a month)	Heavy (6+ times a month)	Never	Light (1-4)	Medium (5-9 times a month)	Heavy (10+ times a month)	Never
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S
Base: Female respondents	2124	0	2124	588	876	660	373	371	153	630	435	162	693	255	11	1165	1051	452	536	85
Weighted	2069	-.**	2069	564	813	692	273	211	127	778	519	161	637	251	13**	1167	1013	430	555	71*
Mother Teresa	666	0	666	155	286	225	88	61	50	231	184	51	207	68	0	391	343	142	160	21
	32.2%	-	32.2%	27.6%	35.2%	32.5%	32.4%	29.1%	39.6%	29.7%	35.4%	31.6%	32.5%	27.1%	2.3%	33.5%	33.8%	33.1%	28.8%	29.4%
Meryl Streep					C				GI											
	327	0	327	55	119	153	50	39	12	119	91	17	98	52	1	176	155	62	99	11
	15.8%	-	15.8%	9.7%	14.6%	22.1%	18.2%	18.5%	9.3%	15.2%	17.5%	10.3%	15.5%	20.6%	7.2%	15.0%	15.3%	14.4%	17.8%	15.5%
Julia Roberts				C	CD		HK	HK			HK									
	325	0	325	125	136	63	34	29	18	106	110	28	94	40	4	187	128	75	117	5
Helen Kellar	15.7%	-	15.7%	22.2%	16.7%	9.1%	12.6%	13.8%	13.8%	13.6%	21.2%	17.2%	14.8%	15.7%	27.0%	16.0%	12.6%	17.4%	21.1%	7.1%
				DE	E		35	31	23	106	FGI		19	72	19	131	134	PS	PS	
	223	0	223	49	91	83	35	31	23	106	9	19	72	19	1	131	134	37	41	11
Angelina Jolie	10.8%	-	10.8%	8.7%	11.2%	12.0%	13.0%	14.7%	18.1%	13.6%	1.7%	11.7%	11.2%	7.7%	9.8%	11.2%	13.2%	8.5%	7.4%	15.8%
				J	J		J	J	J		J						QR			R
	185	0	185	109	54	23	16	14	6	61	63	24	62	31	4	88	69	40	69	7
Jacqueline Kennedy Onassis	9.0%	-	9.0%	19.3%	6.6%	3.3%	6.0%	6.9%	4.7%	7.8%	12.2%	15.1%	9.7%	12.5%	30.8%	7.5%	6.8%	9.3%	12.4%	10.2%
				DE	E						FGHI	FGHI		O					P	
Helen Mirren	165	0	165	22	66	77	13	13	13	71	40	15	44	18	3	99	96	28	33	7
	8.0%	-	8.0%	3.9%	8.1%	11.2%	4.7%	5.9%	10.2%	9.1%	7.8%	9.4%	6.9%	7.3%	22.9%	8.5%	9.5%	6.6%	5.9%	10.3%
Tina Fey				C	C		F	F	F								R			
	129	0	129	14	48	67	24	13	3	68	18	3	38	17	0	74	66	28	27	8
Tina Fey	6.3%	-	6.3%	2.5%	5.9%	9.7%	8.7%	5.9%	2.4%	8.8%	3.5%	2.0%	6.0%	6.7%	-	6.3%	6.5%	6.6%	4.9%	10.8%
				C	CD		HJK			HJK										
	49	0	49	34	14	1	12	11	2	17	3	4	21	6	0	22	22	17	9	1
	2.4%	-	2.4%	6.0%	1.7%	0.2%	4.3%	5.1%	1.8%	2.2%	0.6%	2.7%	3.3%	2.3%	-	1.9%	2.2%	4.0%	1.6%	1.0%
				DE	E		J	IJ				J						R		

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I/J/K - L/M/N/O - P/Q/R/S * small base; ** very small base (under 30) ineligible for sig testing

Q29. Which of the following legends of the silver screen would you like to be your date to the Oscars?

		Gender		Age			Region						Movie Goers				Watching movies at home			
	TOTAL	Male	Female	18-34	35-54	55+	BC	Alberta	Sask/MB	Ontario	Quebec	Atlantic	Light (once a month)	Medium (2-5 times a month)	Heavy (6+ times a month)	Never	Light (1-4)	Medium (5-9 times a month)	Heavy (10+ times a month)	Never
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S
Base: Female respondents	2124	0	2124	588	876	660	373	371	153	630	435	162	693	255	11	1165	1051	452	536	85
Weighted	2069	-.**	2069	564	813	692	273	211	127	778	519	161	637	251	13**	1167	1013	430	555	71*
Paul Newman	684	0	684	91	282	311	86	59	41	261	201	38	189	59	1	435	379	130	145	30
	33.1%	-	33.1%	16.2%	34.7%	44.9%	31.4%	27.9%	32.0%	33.5%	38.7%	23.2%	29.7%	23.4%	9.2%	37.2%	37.4%	30.2%	26.1%	42.7%
					C	CD				K	GK					LM	QR			R
James Dean	465	0	465	228	190	47	54	53	31	173	105	51	167	61	1	237	200	103	152	10
	22.5%	-	22.5%	40.5%	23.4%	6.8%	20.0%	24.9%	24.1%	22.2%	20.2%	31.4%	26.2%	24.1%	6.3%	20.3%	19.8%	24.0%	27.5%	13.8%
				DE	E							FIJ	O						PS	
Cary Grant	285	0	285	70	98	118	39	26	24	110	62	24	83	40	2	159	134	58	83	11
	13.8%	-	13.8%	12.3%	12.0%	17.0%	14.5%	12.4%	18.9%	14.2%	11.9%	14.6%	13.1%	16.0%	15.2%	13.7%	13.2%	13.5%	15.0%	14.8%
						CD			J											
Jimmy Stewart	211	0	211	47	84	80	31	23	13	89	35	20	62	29	3	117	110	51	42	8
	10.2%	-	10.2%	8.4%	10.3%	11.6%	11.3%	11.1%	9.9%	11.4%	6.8%	12.5%	9.7%	11.4%	25.4%	10.0%	10.8%	11.8%	7.7%	11.7%
						J	J		J			J								
Clark Gable	191	0	191	43	74	74	27	26	8	65	50	15	61	25	5	100	90	41	56	4
	9.2%	-	9.2%	7.6%	9.1%	10.8%	9.8%	12.5%	6.4%	8.4%	9.6%	9.3%	9.6%	9.9%	34.3%	8.6%	8.9%	9.5%	10.1%	5.6%
Marlon Brando	138	0	138	63	51	24	22	14	6	47	39	10	45	29	0	64	61	32	41	5
	6.7%	-	6.7%	11.1%	6.3%	3.5%	8.1%	6.7%	4.9%	6.0%	7.5%	6.2%	7.0%	11.5%	-	5.5%	6.0%	7.3%	7.3%	6.7%
				DE	E									O						
Humphrey Bogart	94	0	94	22	35	38	13	10	5	34	28	4	29	9	1	54	39	16	35	3
	4.5%	-	4.5%	3.9%	4.3%	5.4%	4.9%	4.7%	3.8%	4.4%	5.3%	2.8%	4.6%	3.6%	9.6%	4.7%	3.9%	3.7%	6.4%	4.7%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I/J/K - L/M/N/O - P/Q/R/S * small base; ** very small base (under 30) ineligible for sig testing

Q30. Which of the following movie villains most reminds you of your in-laws?

		Gender		Age			Region						Movie Goers				Watching movies at home			
	TOTAL	Male	Female	18-34	35-54	55+	BC	Alberta	Sask/MB	Ontario	Quebec	Atlantic	Light (once a month)	Medium (2-5 times a month)	Heavy (6+ times a month)	Never	Light (1-4)	Medium (5-9 times a month)	Heavy (10+ times a month)	Never
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S
Base: All respondents	4009	1885	2124	1031	1680	1298	701	700	300	1206	800	302	1301	494	24	2190	1984	896	978	151
Weighted	4009	1940	2069	1119	1592	1299	529	409	261	1535	978	297	1220	492	30**	2268	1923	885	1073	129
Wicked Witch of the West	446	214	232	146	173	127	73	47	38	206	43	40	131	66	4	246	193	91	149	14
	11.1%	11.0%	11.2%	13.1%	10.9%	9.7%	13.7%	11.5%	14.5%	13.4%	4.4%	13.5%	10.7%	13.3%	12.4%	10.9%	10.0%	10.3%	13.9%	10.9%
The Joker				E			J	J	J	J		J							PQ	
	264	151	113	98	83	83	21	18	8	109	84	24	71	61	1	130	115	70	72	7
	6.6%	7.8%	5.5%	8.7%	5.2%	6.4%	3.9%	4.4%	3.2%	7.1%	8.6%	8.0%	5.8%	12.4%	4.9%	5.7%	6.0%	7.9%	6.7%	5.4%
		B		D						FGH	FGH	FGH		LO						
Penguin	120	68	51	41	44	35	11	9	1	47	45	8	47	17	0	56	52	34	31	3
	3.0%	3.5%	2.5%	3.7%	2.8%	2.7%	2.0%	2.1%	0.5%	3.0%	4.6%	2.6%	3.8%	3.5%	-	2.5%	2.7%	3.8%	2.9%	2.4%
Dr. Evil										H	FGH		O							
	118	67	51	63	45	10	14	15	6	54	25	4	40	16	3	60	34	27	53	3
	2.9%	3.5%	2.4%	5.6%	2.8%	0.7%	2.6%	3.8%	2.3%	3.5%	2.5%	1.3%	3.3%	3.2%	8.7%	2.6%	1.8%	3.1%	4.9%	2.7%
Hannibal Lector				DE	E			K											P	
	112	68	44	43	49	20	15	12	4	22	53	7	32	14	2	64	50	19	42	2
	2.8%	3.5%	2.1%	3.9%	3.1%	1.5%	2.9%	3.0%	1.4%	1.4%	5.4%	2.3%	2.6%	2.8%	6.8%	2.8%	2.6%	2.1%	3.9%	1.2%
		B		E	E		I	I			FGHIK								Q	
Darth Vader	111	78	33	49	44	18	14	11	5	44	30	7	39	22	1	49	55	19	34	2
	2.8%	4.0%	1.6%	4.4%	2.7%	1.4%	2.7%	2.7%	2.1%	2.8%	3.1%	2.2%	3.2%	4.4%	2.2%	2.2%	2.9%	2.2%	3.2%	1.8%
Gollum				DE	E								O							
	109	77	32	56	41	11	14	11	8	28	44	3	37	12	2	57	44	30	31	4
	2.7%	4.0%	1.5%	5.0%	2.6%	0.9%	2.7%	2.7%	3.1%	1.8%	4.5%	1.1%	3.1%	2.4%	7.0%	2.5%	2.3%	3.4%	2.9%	3.0%
Jessica Rabbit		B		DE	E						IK									
	55	37	19	19	27	9	6	4	5	20	13	6	16	8	3	30	22	13	19	1
	1.4%	1.9%	0.9%	1.7%	1.7%	0.7%	1.2%	1.0%	1.9%	1.3%	1.3%	2.1%	1.3%	1.5%	8.7%	1.3%	1.2%	1.4%	1.8%	0.8%
		B		E	E															
None of the above	2674	1181	1493	602	1085	988	361	281	185	1007	641	198	807	277	15	1575	1357	583	642	92
	66.7%	60.9%	72.2%	53.8%	68.2%	76.1%	68.2%	68.8%	70.9%	65.6%	65.5%	66.9%	66.1%	56.4%	49.4%	69.5%	70.6%	65.9%	59.8%	71.7%
		A			C	CD							M			M	QR	R		R

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I/J/K - L/M/N/O - P/Q/R/S ** very small base (under 30) ineligible for sig testing