

**One in Three Canadians Compare In-laws to Movie Villain, Wicked Witch of the West (11%) Most Common**  
*Paul Newman Tops List of Silver Screen Heartthrobs for a Third of Women (33%) this Mother's Day*

**Public Release Date: Thursday, May 10, 2012, 7:00 AM 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 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 • New York • Chicago • Minneapolis • Seattle • San Francisco  
Vancouver • Edmonton • Calgary • Winnipeg • Toronto • Ottawa • Montreal***

## **One in Three Canadians Compare In-laws to Movie Villain, Wicked Witch of the West (11%) Most Common**

### ***Paul Newman Tops List of Silver Screen Heartthrobs for a Third of Women (33%) this Mother's Day***

**Toronto, ON** – More than one in ten (11%) of Canadians think that the Wicked Witch of the West reminds them of their in-laws when selecting from a list of villainous movie characters, according to a recent poll conducted by Ipsos Reid. A further 7% say that the Joker reminds them of their in-laws. Also selected from the list were Penguin (3%), Dr. Evil (3%), Hannibal Lector (3%), Darth Vader (3%), Gollum (3%), and Jessica Rabbit (1%). Fortunately for 66% of respondents, none of the characters on our list reminded them of their in-laws.

On a lighter note, Paul Newman, who famously played Butch Cassidy in the 1969 classic, tops the list of silver screen legends that women would like to take as a date to the Oscar's, taking 33% of the overall female vote. Second in line was James Dean, the 'Rebel Without a Cause', who was chosen by 23% of women as their preferred Oscar date. The rest of the list of silver screen legends included Cary Grant (14%), Jimmy Stewart (10%), Clark Gable (9%), Marlon Brando (7%), and finally Humphrey Bogart (5%).

From a list of actors they would least trust to babysit their kids, one in three Canadians (28%) choose Tom Cruise, the famous scientologist and 'Top Gun' actor. Other commonly chosen actors on the list included Robert Downey Jr. (20%), Adam Sandler (13%), and Johnny Depp (11%). Less than one in ten Canadians choose Leonardo Di Caprio (9%), Will Smith (7%), Mark Wahlberg (6%) or Ben Stiller (6%) as the actor they would least trust to look after their children.



From a list of most admired women, Mother Teresa is selected by a third of Canadian women (32%), ahead of the most admired actress on the list, Meryl Streep (16%). Julia Roberts (16%), Helen Kellar (11%), Angelina Jolie (9%), Jacquie Kennedy (8%), Helen Mirren (6%), and Tina Fey (2%) also featured on the list.

These findings are part of a series by Cineplex and Ipsos Reid which will be released throughout the year on Canadian Movie Watching habits.

*These are some of the findings from an Ipsos Reid survey conducted on behalf of Cineplex. A sample of 4,009 adults from Ipsos' Canadian online panel was interviewed online. Individuals were disqualified if they didn't watch any movies in the course of a month. Weighting was then employed to balance demographics to 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 +/-1.5 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.*

**For more information on this news release, please contact:**

**Sean Simpson**  
**Associate Vice President**  
**Ipsos Reid**  
**Public Affairs**  
**(416) 572-4474**

**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/>