

Christopher Plummer Chosen as Best Prime Minister From Among Canadian Actors

*Canadian Movie-Goers Believe More Movies Should be Produced in
Canada (88%); Canadian Films are Just as Good as Hollywood's (70%)*

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Toronto, ON – Christopher Plummer, who became the oldest Oscar winner in history last year for his performance in *Beginners*, topped the list of Canadian actors movie-goers thought would make the best Prime Minister, according to a newly-released Ipsos Reid poll conducted on behalf of Cineplex. More than three in ten (31%) said Plummer would be the best fit to occupy 24 Sussex Drive.

Following with support of just over two in ten (22%) movie-goers was Canada's resident Captain of the U.S.S. Enterprise, William Shatner. Canadian funny man Jim Carrey placed third capturing 14.4% of the vote for Prime Minister. Honourable mentions included Patrick Huard (10%), Ryan Reynolds (7%), Catherine O'Hara (6%), Ryan Gosling (6%) and Rachel McAdams (4%). There seems to be a generational gap with movie-goers as to which Canadian actor they would prefer to see leading the national government. Movie-goers aged 35-54 (30%) and over 55 (47%) would prefer to see Christopher Plummer at the helm, whereas movie-goers 18-34 (26%) would want to see Jim Carrey don "the mask" of Canada's Prime Minister.

Canadian movie-goers also seem to be very satisfied with the quality of films produced in The Great White North. Almost nine in ten (88%) said they 'agree' (35% strongly/53% somewhat) that more movies should be produced in Canada, whereas only one in ten (12%) said they 'disagree' (3% strongly/9% somewhat) with this sentiment.

This desire for increased production in Canada likely stems from movie-goers belief that movies made in Canada stack up equally against Hollywood-made competition. Seven in ten (70%) Canadian movie-goers 'agree' (26% strongly/44% somewhat) that productions made in Canada are just as good as those produced in Hollywood. Three in ten (30%) 'disagree' (7% strongly/23% somewhat) that Canadian films are equally as good as Hollywood's. Older movie patrons, those designated as over 55 years old, were more likely to 'agree' (30% strongly/45% somewhat) that Canadian films were just as good as Hollywood's than patrons under 35 (25% strongly/41% somewhat).

Seven in ten (70%) 'agree' (24% strongly/46% somewhat) that the government should create more tax breaks and incentives for production companies that film in Canada. Three in ten (30%) 'disagree' (9% strongly/21% somewhat) that tax breaks should be provided. Female movie-goer (75%) were more likely to 'agree' (26% strongly/48% somewhat) than male movie-goers (66% 'agree', 22% strongly/44% somewhat).

What might make the Canadian film industry so solid in the eyes of Canadians is its deep pool of talented thespians, many of which were listed above. Six in ten (60%) said they 'agree' (13% strongly/47% somewhat) that Canadian actors are the best in the world. Four in ten (40%) said they 'disagree' (7% strongly/33% somewhat) that Canada produced the world's top actors. Movie-goers from Quebec (52%) were the most likely to 'disagree' (7% strongly/45% somewhat) that Canadian actors are best, whereas patrons from Ontario (66%) were most likely to 'agree' (16% strongly/50% somewhat).

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



Ipsos Reid

These are some of the findings from an Ipsos Reid survey. 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.

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