

British opinion on the Oscars

Contributed by BMRB
Thursday, 16 March 2006
Last Updated Tuesday, 21 March 2006

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Of the Best Picture nominees, Britons support Brokeback Mountain to win

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Given that only a tenth of Britons has seen Brokeback Mountain, the strong preference for this film is indicative of the media coverage this film has received, as well as the film's recent success in the BAFTA awards.

In GB, the most popular Oscar-nominated film is the British Pride & Prejudice

Out of all the films nominated for the most high-profile Oscars (including Best Picture, Best Director, Best Actor and Best Actress) Pride and Prejudice has the highest level of intention to see amongst Britons. Over a third (36%) of British adults say they intend to see it in the cinema or at home over the next year. This is closely followed by Brokeback Mountain (35%) and Munich (34%).

Splitting out the population by gender shows that women most intend to see Pride and Prejudice (42%), followed by Brokeback Mountain (40%). However, men most intend to see Munich (42%), followed by Brokeback Mountain (30%). Overall women are more likely to intend to see one or more of the nominated films (70%) than men (65%).

Low awareness of some nominated films

Some of the films nominated for the most important Oscars have very low awareness amongst the British public. Only 8% have heard of Hustle and Flow (nominated for Best Actor, cinema release November 2005) and 14% have heard of North Country (nominated for Best Actress, cinema release February 2006). Each film has only been seen by 1% of the British public.

Just under half (46%) of Britons have seen any of the films nominated for Best Picture, Best Director, Best Actor or Best Actress. This proportion increases to 52% amongst women and 57% amongst 16-24 year olds.

The films which attract repeat viewings

Around two-thirds of those who have already seen Mrs Henderson Presents, Munich and Walk The Line say they intend to see them again in the next 12 months. This is higher than for the other Oscar nominated films, making them the films most likely to attract repeat viewings.

Two-fifths of people who have seen Pride and Prejudice say they intend to see it again. This is very high given that the DVD has already been released. Despite many people having already seen the film for a second (or more) time, demand to see it again remains strong.

After an exceptional 2004, cinema going has dropped back to the levels seen in 2003 and 2002

According to TGI, a survey from BMRB, in the 12 months to September 2005, 60% of adults (equivalent to 28.6 million people) said that they go to the cinema. The cinema-going population in 2003 and 2002 was similar to 2005 at just over 28 million. 2004 was an exceptional year for cinema attendance with 65% of the adult population visiting (30.6 million people).

About BMRB

BMRB is one of the largest market research agencies in the UK and winner of BMRA (British Market Research Association) Best Agency 2005. BMRB is a key operating company within the KMR Group. For more, visit www.bmr.co.uk

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Survey Information

1,001 nationally representative adults were interviewed by telephone between 24th and 26th February 2006. Key questions were;

Which, if any, of these films have you heard of?

Brokeback Mountain
Capote
Crash
Goodnight, and Good Luck
Hustle and Flow
Mrs Henderson Presents
Munich
North Country
Pride and Prejudice
Transamerica
Walk the Line
None of these
Don't know

Which, if any, of these films have you seen?

List as before

Which, if any, of these films do you intend to see in the cinema in the next 12 months?

List as before

Which, if any, of these films do you intend to see at home in the next 12 months?

List as before

Amongst the films nominated for "Best Picture" at the 2006 Oscars on March 5th, which do you think is the best film?

Brokeback Mountain
Crash
Goodnight, and Good Luck
Munich
Capote
Don't know

2006 Oscar Nominations

Best picture
Brokeback Mountain
Crash
Goodnight, and Good Luck
Munich
Capote
Best director
Steven Spielberg - Munich
Ang Lee - Brokeback Mountain
Paul Haggis - Crash
Bennett Miller - Capote
George Clooney - Good Night, and Good Luck

Best actor

Philip Seymour Hoffman - Capote
David Strathairn - Good Night, and Good Luck
Heath Ledger - Brokeback Mountain
Joaquin Phoenix - Walk the Line
Terrence Howard - Hustle and Flow

Best actress

Dame Judi Dench - Mrs Henderson Presents

Felicity Huffman - Transamerica

Charlize Theron - North Country

Reese Witherspoon - Walk the Line

Keira Knightley - Pride and Prejudice