



**“And the Envelope Please...”
Oscar’s® Star Attraction – Survey Findings**



1. What are the most anticipated elements associated with the Academy Awards?

Response	Highly Anticipated	Somewhat Anticipated	Neutral	Not Very Anticipated	Not At All Anticipated
The moment the envelope is opened to announce the winners	61%	18%	12%	2%	7%
What the actors and actresses are wearing	24%	27%	23%	10%	16%
Special performances during the broadcast	21%	35%	25%	9%	8%
Lifetime achievement awards	21%	32%	29%	7%	11%
Pre-awards interviews during the red carpet entrance	11%	25%	31%	16%	18%
Hollywood history and lore	9%	28 %	33%	15%	15%
The speeches	7%	22%	33%	16%	22%






2. How familiar are you with the following phrases that are commonly associated with American entertainment or pop culture?

Response	Very Familiar	Somewhat Familiar	Not at all familiar
Is that your final answer?	80%	14 %	5%
Gentlemen, start your engines	77%	16%	7%
It ain't over 'til the fat lady sings	75%	19%	6%
And the envelope please...	72%	19%	7%
And now, for our feature presentation	72%	18%	10%
You're fired!	66%	22%	13%
The thrill of victory and the agony of defeat	64%	22%	14%
And that's the way it was...	51%	28%	21%
The tribe has spoken	47%	22%	29%
They killed Kenny!	40%	14%	45%
You're going to Hollywood, dawg	29%	19%	52%

3. Please match the phrase to its origin. Simply select the origin from the columns and choose the corresponding phrase from each row.

Response	Academy Awards	Indianapolis 500	Wide World of Sports	Near the end of sporting events	In theaters	Who Wants To Be a Millionaire	American Idol	Walter Cronkite	The Apprentice	Survivor	South Park
And the envelope please	97%	0.18%	0.29%	0.21%	0.47%	0.8%	0.18%	0.29%	0%	0%	0.47%
Gentlemen, start your engines	2%	94%	%	0.82%	0%	0.35%	0.48%	0.47%	0%	0.18%	0.61%
The thrill of victory and the agony of defeat	2%	2%	81%	9%	1%	0.32%	0.35%	2. %	0.38%	0.32%	0.81%
It ain't over 'til the fat lady sings	3%	0.58%	7%	68%	12%	0.41%	3%	4%	0.53%	0.18%	0.48%
And now, for our feature presentation	2%	0.49%	1%	2%	92%	2%	0%	0.45%	0.16%	0.18%	0.3%
Is that your final answer?	1%	0.61%	0%	0.34%	0.44%	96%	0.49%	0.14%	0.75%	0.22%	0.46%
You're going to Hollywood, dawg	3%	1.32%	0.77%	0.6%	6.53%	0.94%	82%	2%	1.55%	0.35%	0.94%
And that's the way it was	2%	0.4%	2%	2.37%	1.73%	0.56%	0.77%	88%	1%	1%	0.35%
You're fired !	1.3%	0.19%	0.17%	0.17%	0.54%	1.3%	0.17%	0.82%	94%	0.83%	0.19%
The tribe has spoken	1.56%	2%	0.86%	0.94%	0.23%	0.53%	0.62%	0.21%	0.82%	92%	0.83%
They killed Kenny	0.86%	0.77%	0%	0%	0.66%	1%	0.3%	0.3%	0%	0.5%	95%

4 Why do you think an envelope is used? Please select which one you think is more accurate.

Response		%
Personal		9%
Secure		49%
Trusted		9 %
Reliable		5%
Private		29%

Additional data:

- Among age and gender demographics, the **most regular viewers of entertainment awards programs** are women under age 35 (41.4 %) and women between the ages of 35-54 (33.9%)
- The **groups most likely to watch the March 5th Academy Awards[®] ceremonies** are women ages 35 and under (34.4 %) and women ages 55 + (also 34.4%).

EMA’s survey results are based on a representative sample of 500 Americans, weighted to reflect US 2002 age and gender census demographics and projectable to the U.S. online population ages 18+, with a 4.4% margin of error at 95% confidence rate.