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**Ipsos Reid**

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## **Jackie Robinson, Halifax Explosion top list of Favourite Minutes; Canadians Want to See New Minutes by Emerging Filmmakers (58%) and Film Students (53%)**

*Six in Ten Canadians Strongly Agree that Heritage Minutes are a Good Way to Teach  
Canadians About Our History (63%) and Are Important Vehicles for Telling Canadian  
Stories (60%)*

**Toronto, ON** – With the launch of the first new Heritage Minutes in nearly a decade, The Historica-Dominion Institute commissioned a public opinion poll to measure attitudes on the classic Minute collection aired over the last 20 years, and to determine what Canadians want to see in the next chapter of Heritage Minutes. Reflecting on Heritage Minutes, or short films portraying important moments in Canadian history, six in ten (63%) ‘strongly agree’ that the Heritage Minutes are a good way to teach Canadians about our history, according to a new poll conducted by Ipsos Reid on behalf of the Historica-Dominion Institute, while one-third (31%) ‘somewhat agree’ and only 6% ‘disagree’ (2% strongly/4% somewhat). Another six in ten (60%) ‘strongly agree’ that the Heritage Minutes are an important vehicle for telling Canadian stories, while one-third (33%) ‘somewhat agree’ and 6% ‘disagree’ (1% strongly/5% somewhat).

Two-thirds (64%) of Canadians ‘strongly agree’ that, in general, Canadians don’t hear enough about Canadian history, heritage, or achievements. Three in ten (30%) Canadians ‘somewhat agree’ with this statement, while only 6% ‘disagree’ (1% strongly/5% somewhat) overall. A majority (54%) ‘strongly agree’ that they’d like to see more Heritage Minutes produced, as one-third (35%) ‘somewhat agree’ with this sentiment. One in ten (11%)

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Canadians, however, ‘disagree’ (3% strongly/8% somewhat) that they’d like to see more Heritage Minutes produced.

Six in ten (58%) Canadians ‘strongly agree’ that the Heritage Minutes are of value to Canadians, while one-third (35%) ‘somewhat agree’ with this valuation. Only one in ten (7%) ‘disagree’ (2% strongly/6% somewhat) that the Heritage Minutes are an overall value to Canadians. When it comes to themselves, four in ten (41%) Canadians ‘strongly agree’ that the Heritage Minutes are of value to them, personally, while the same number (41%) ‘somewhat agree’ with this statement. Two in ten (18%) Canadians ‘disagree’ (5% strongly/14% somewhat) that the Heritage Minutes are a personal value to them.

**The poll, which surveyed 3,900 Canadians, showed 5-6 randomly selected Heritage Minutes to 13 groups of 300 Canadians and asked respondents to rate, on a scale from 1-10, how much they liked and learned from the videos.** The Jackie Robinson (7.7 mean score out of 10), Halifax Explosion (7.7), and Jennie Trout (7.6) Minutes were the most liked, while Canadians learned the most from the Marion Orr (7.5) and the Agnes MacPhail (7.5) Minutes. The following table lists the top 12 Heritage Minutes that Canadians liked and learned the most from:

<u>Liked the Most</u>	<u>Learned the Most</u>
Jackie Robinson - 7.7	Marion Orr - 7.5
Halifax Explosion - 7.7	Agnes MacPhail - 7.5
Jennie Trout - 7.6	Halifax Explosion - 7.3

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Winnie - 7.5	Wilder Penfield - 7.3
Laura Secord - 7.5	Maple Leaf Gardens - 7.3
Agnes MacPhail - 7.4	Laura Secord - 7.2
Underground Railroad - 7.4	Nat Taylor - 7.2
Basketball - 7.4	The Paris Crew - 7.2
Bluenose - 7.4	Emily Murphy - 7.1
John McCrae - 7.3	Winnie - 7.1
Valour Road - 7.3	Marconi - 7.1
Superman - 7.3	Orphans - 7.1

One interesting finding was the difference in favourite Heritage Minutes by generation. All five age categorizations had different Heritage Minutes that were their favourite. What most generations could agree on, however, was their least favourite Heritage Minute with all Canadians, with the exception of those aged 35-44, saying the Heritage Minute on Paul Emile Borduas. The following table outlines the most liked and least liked Heritage Minute by different age groups:



<u>Age Group</u>	<u>Most Liked</u>	<u>Least Liked</u>
18-24	Jennie Trout/Orphans - 7.4	Paul Emile Borduas - 4.6
25-34	Agnes MacPhail/Maple Leaf Gardens - 7.6	Paul Emile Borduas - 5.1
35-44	Halifax Explosion - 8.4	Inukshuk - 4.8
45-54	Marion Orr/Basketball - 8.1	Paul Emile Borduas - 4.9
55+	Valour Road/Laura Secord/Halifax Explosion/Jackie Robinson - 8	Paul Emile Borduas - 4.2

Favourite Heritage Minutes also differed greatly by region as well. Similarly to the differences in age groups, no regions in Canada shared the same favourite Heritage Minute. The table below outlines the most and least liked Heritage Minutes by region:

<u>Region</u>	<u>Most Liked</u>	<u>Least Liked</u>
Atlantic Canada	Rural Teacher/Valour Road - 8.7	Paul Emile Borduas - 4.0
Quebec	Jackie Robinson/Underground Railroad - 7.9	Myrnam Hospital - 5.4
Ontario	Halifax Explosion/Jennie Trout - 8.1	Paul Emile Borduas - 4.6
Manitoba/Saskatchewan	Myrnam Hospital - 8.2	Hart Papineau - 4.0



Alberta	Basketball - 8.3	Paul Emile Borduas - 3.6
British Columbia	Joseph Tyrell/ Agnes MacPhail - 8.2	Paul Emile Borduas - 4.5

Since a resounding majority of Canadians want to see more Heritage Minutes produced, it’s important to know who they want to create them and what new topics Canadians want to see. A majority of Canadians say they would like to see the next Heritage Minutes created by emerging Canadian filmmakers (58%) or film students (53%). Others (47%) say they would like to see Heritage Minutes created by established Canadian filmmakers, while one-quarter (24%) want television broadcasters to make them. One in ten (7%) would like to see advertising agencies or none of these choices make the next Heritage Minute, while 3% say they’d prefer other options, specifically mentioning Canadian directors Xavier Dolan, Atom Egoyan, and James Cameron.

Given a list of specific topics not covered by current Heritage Minutes, a majority of Canadians are interested in seeing almost all of the choices given, suggesting that they enjoy the overall concept of the Heritage Minutes. Eight in ten Canadians are ‘interested’ in seeing a Heritage Minute on the Charter of Rights and Freedoms (82%, 44% very/39% somewhat) and Terry Fox (80%, 41% very/39% somewhat). Surprisingly, the most polarizing topic that Canadians are least interested in seeing turned into a Heritage Minute is same-sex marriage. A majority (54%) are ‘not interested’ (26% not at all/28% not very) in seeing a new Heritage Minute on same-sex marriage, compared to a minority (46%) who are ‘interested’ (22% very/24% somewhat). Below is a table of potential topics for new Heritage Minutes and how interested Canadians are in seeing such topics:



<u>Potential Topics</u>	<u>Interested</u>	<u>Not Interested</u>
<u>Charter of Rights and Freedoms</u>	82%	18%
<u>Terry Fox</u>	80%	21%
<u>The creation of Nunavut</u>	79%	21%
<u>Sir John A. MacDonald</u>	78%	23%
<u>The War of 1812</u>	77%	23%
<u>Immigration</u>	74%	26%
<u>Group of Seven Painters</u>	74%	26%
<u>Ethnic and Race Discrimination</u>	71%	29%
<u>Korean War</u>	68%	33%
<u>Same-Sex Marriage</u>	46%	54%

Given a list of Canadian celebrities and who they'd most like to see in a new Heritage Minute, Canadians prefer two of the most famous captains in Canadian history. Four in ten would like to see a Heritage Minute starring Wayne Gretzky (44%) or William Shatner (40%). One-quarter of Canadians would like to see a Heritage Minute starring Rachel McAdams

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(25%), Ryan Gosling (24%), Ryan Reynolds (23%), or Ellen Page (22%), while two in ten (16%) would like to see Seth Rogen in a Heritage Minute. One in ten would like to see Justin Bieber (9%), Taylor Kitsch (7%), or another Canadian star in a Heritage Minute, while one-quarter (25%) would not want to see a Heritage Minute featuring one of these stars.

Given the advances in technology since the heyday of the original Heritage Minutes, Canadians can now watch Heritage Minutes in a number of new ways. Nearly all Canadians (97%) had seen Heritage Minutes on TV, while some even remember seeing the originals in a movie theatre (8%), classroom (4%), or in a library, museum, or heritage space (3%). Two in ten (20%) don't recall where they saw previous Heritage Minutes.

When asked for their preference, a majority (53%) would still prefer to watch all Heritage Minutes on television, while one in ten (7%) would like to watch them all on the internet. 2% would prefer to view all Heritage Minutes in the theatre, while 1% would like to view them all via their tablet or smartphone. Just over one-third (36%) of Canadians, however, would prefer to watch Heritage Minutes in a number of different ways, not just through one medium.



*These are some of the findings of an Ipsos Reid poll conducted between August 27 and September 4, 2012, on behalf of the Historica-Dominion Institute. For this survey, a sample of 3,900 Canadians, consisting of 13 groups of 300 respondents each where twelve of the groups were shown 5 Heritage Minute videos and one group was shown 6 videos, from Ipsos' Canadian online panel was interviewed online. 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. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of +/- 1.8 percentage points for Canadians in the general population, and +/- 6.5 percentage points for each of the 13 groups. 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 credibility intervals, please visit the Ipsos website at [http://ipsos-na.com/dl/pdf/research/public-affairs/IpsosPA\\_CredibilityIntervals.pdf](http://ipsos-na.com/dl/pdf/research/public-affairs/IpsosPA_CredibilityIntervals.pdf)*

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### How to Calculate Bayesian Credibility Intervals

The calculation of credibility intervals assumes that  $Y$  has a binomial distribution conditioned on the parameter  $\theta$ , i.e.,  $Y | \theta \sim \text{Bin}(n, \theta)$ , where  $n$  is the size of our sample. In this setting,  $Y$  counts the number of “yes”, or “1”, observed in the sample, so that the sample mean ( $\bar{y}$ ) is a natural estimate of the true population proportion  $\theta$ . This model is often called the likelihood function, and it is a standard concept in both the Bayesian and the Classical framework. The Bayesian<sup>1</sup> statistics combines both the prior distribution and the likelihood function to create a posterior distribution. The posterior distribution represents our opinion about which are the plausible values for  $\theta$  adjusted after observing the sample data. In reality, the posterior distribution is one’s knowledge base updated using the latest survey information. For the prior and likelihood functions specified here, the posterior distribution is also a beta distribution ( $\pi(\theta/y) \sim \beta(y+a, n-y+b)$ ), but with updated hyper-parameters.

Our credibility interval for  $\theta$  is based on this posterior distribution. As mentioned above, these intervals represent our belief about which are the most plausible values for  $\theta$  given our updated knowledge base. There are different ways to calculate these intervals based on  $\pi(\theta/y)$ . Since we want only one measure of precision for all variables in the survey, analogous to what is done within the Classical framework, we will compute the largest possible credibility interval for any observed sample. The worst case occurs when we assume that  $a=1$  and  $b=1$  and  $y = n/2$ . Using a simple approximation of the posterior by the normal distribution, the 95% credibility interval is given by, approximately:

$$\bar{y} \mp \frac{1}{\sqrt{n}}$$

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<sup>1</sup> *Bayesian Data Analysis, Second Edition, Andrew Gelman, John B. Carlin, Hal S. Stern, Donald B. Rubin, Chapman & Hall/CRC | ISBN: 158488388X | 2003*



For this poll, the Bayesian Credibility Interval was adjusted using standard weighting design effect  $1+L=1.3$  to account for complex weighting<sup>2</sup>

Examples of credibility intervals for different base sizes are below.

Sample size	Credibility intervals
2,000	2.5
1,500	2.9
1,000	3.5
750	4.1
500	5.0
350	6.0
200	7.9
100	11.2

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<sup>2</sup> Kish, L. (1992). *Weighting for unequal Pi*. *Journal of Official Statistics*, 8, 2, 183200.