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# 2016 BANK NOTE PUBLIC CONSULTATION FOCUS GROUP REPORT

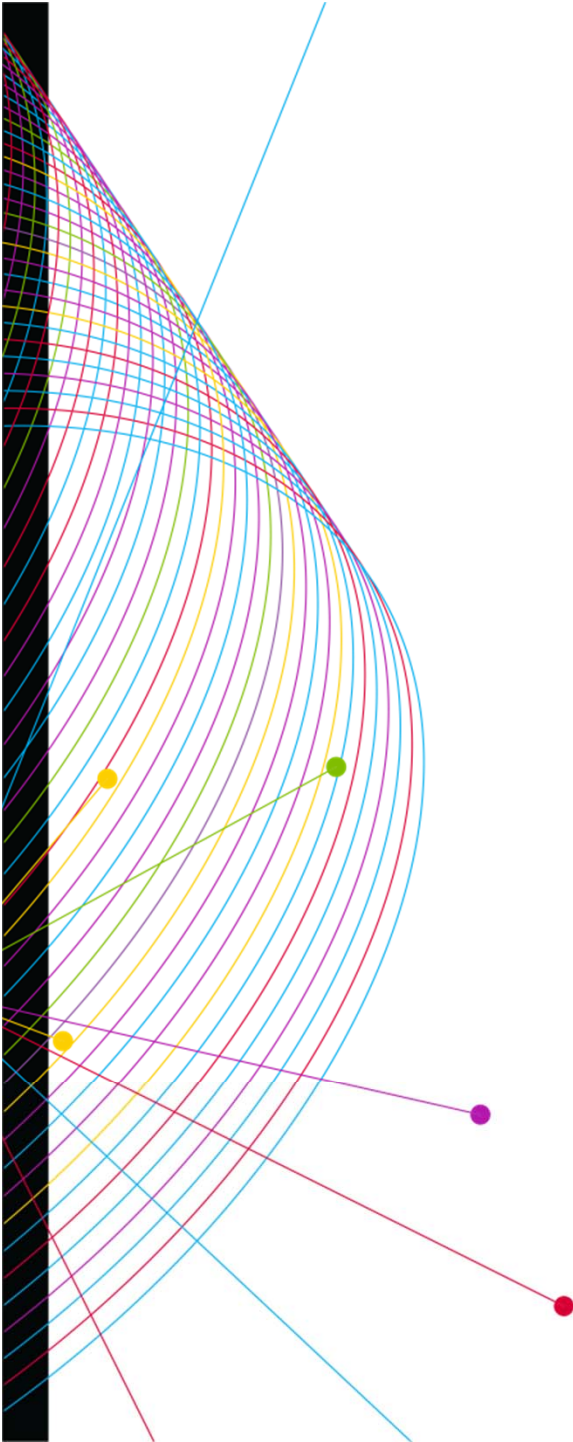
PRESENTED TO:  
THE BANK OF CANADA

June, 2016

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# APPROACH



# RESEARCH BACKGROUND AND OBJECTIVES

## INITIATIVE OVERVIEW

In 2014, the Bank of Canada undertook a review of the processes used to select and design the visual content of its polymer bank notes. The review recommended more input from a greater number of Canadians throughout the design process.

For this project, the Bank required consultation with Canadians in order to help choose a Canadian woman to appear on the bank note to be issued in late 2018. The Bank contracted Nielsen to implement three public consultation components in order to narrow down the list of nominees:

1. Public Nominations
2. National Online Survey
3. **Focus Groups**

## KEY OBJECTIVES

The Bank was interested in knowing, in-depth, Canadians' opinions of the nominees who were shortlisted. This report highlights the findings from the focus groups conducted by Nielsen on behalf of the Bank.

# OUR APPROACH



Nielsen conducted ten focus groups in five cities with the Canadian general population. The focus groups followed a three part format: a discussion of the public consultation process, perceptions of the nominees' biographies, and recognition of the nominees' names and photographs.

- One group in each city was conducted with women while the other group was conducted with men. A good mix of age, income, education and ethnicity was targeted in each group.
- Focus groups were two hours in length and were conducted in the evening. Participants were given a \$75 incentive as a thank you for their time.
- Ten participants were recruited for each group. A total of 89 recruits participated in the groups. The following table presents the number of participants who showed up in each group and city:

	Women	Men	Total
Vancouver	10	9	<b>19</b>
Calgary	8	9	<b>17</b>
Halifax	10	9	<b>19</b>
Toronto	8	7	<b>15</b>
Montreal	9	10	<b>19</b>
<b>Total</b>	<b>45</b>	<b>44</b>	<b>89</b>

## IN READING THIS REPORT

- Focus groups are structured, restricted, group interviews that proceed according to a careful research design and attention to the principles of group dynamics. They should be distinguished from “discussion groups”, “problem-solving groups”, “buzz groups”, or “brainstorming groups”. They are not designed to help a group reach a consensus or to make decisions, but rather to elicit the full range of ideas, attitudes, experiences and opinions of a selected sample of participants on a defined topic.
- Because of the nature of focus groups (e.g. the impact of group dynamics, a lack of standardization in how questions are asked, etc.), findings cannot be assumed to be representative of the larger population.
- The focus group findings begin in the next section. An overview of participants’ perceptions of the public consultation process is followed by an in-depth look at what the nominees discussed. An appendix includes the materials tested in the group, including the nominees’ biographies, names and photographs.

## FOCUS GROUP FINDINGS



## LOW AWARENESS, HIGH SUPPORT FOR PROCESS



Awareness among the participants of the nomination process to feature an iconic Canadian woman on the 2018 bank note was limited. Once the process was described, virtually all participants expressed their support; the only criticism was that they wished they had heard about the consultation in time to participate.

- A few participants in each group had heard something about the plans to feature a woman on the 2018 bank note, but their knowledge did not extend beyond this fact.
  - A handful of participants across all cities were aware of the nomination process; only two had participated.
- When asked how they had heard about the plans to feature a woman and the nomination process, participants pointed to hearing about it on the radio (e.g. CBC), having seen advertisements on social media (mainly Facebook), and television.
- While awareness among participants was limited, views on the nomination process were very positive.
  - All of the participants praised the government for including and soliciting the views of the Canadian public. It was described as very “democratic”.
- Having said that, there was a sense that there could have been more communications about the nomination process.



The Bank's approach to public consultations is supported, though it may want to consider a more widespread communications campaign to increase participation.



# NO MAJOR OBJECTIONS TO NOMINEES



Very few participants recognized the biographies presented to them, though a handful recognized the names when they were given. Participants communicated some concerns with each candidate, though there were no major objections that would impact a nominee's ability to be on a bank note.

- Familiarity and knowledge of any of the nominated women was low.
  - However, a few participants in some cities were able to recognize candidates who had made an impact in their region; for example, Viola Desmond in Halifax, Idola Saint-Jean in Montreal and Pauline Johnson in Vancouver.
- For the most part, participants were not able to name the nominees spontaneously, nor were they able to recognize the nominees visually (when shown their photos) or by name.
  - Participants were somewhat more likely to recognize the name when presented with it than to correctly guess the nominee from her biography.
  - In some instances, participants incorrectly guessed a nominee's name
  - Despite their unfamiliarity with the nominees, it is important to note that there were no major objections to the selection of any of these nominated women.
  - The major criticism of the nominees is that participants were looking for candidates who made significant "breakthroughs" that had broad impacts on a broad group of Canadians. For example, some participants were hard-pressed to reward artists and athletes in general on the sole basis of them being prolific and excellent at what they did – they were looking for something much more "heroic" and life- or history-altering.



There were no major objections to the nominees tested in the focus groups, but not one nominee was consistently leading across all participants in all cities.

## SUMMARY: ELSIE MACGILL



- Embodies all of the values presented;
- A nominee with strong support from most participants.

### General Feedback from Participants

- Recognized as female pioneer in engineering (in Canada and the world)
- Made her mark in areas that were, and continue to be, considered male dominated: engineering, aeronautics, and defence
- Active feminist; president and member of important Canadian federations and commissions on the status of women
- Her achievements paved the way for all women, and contributed to Canada's way of life
- Part of her success/achievements linked to weapons and machinery used during WWII
- War not a virtuous pursuit; negative, conflict

## SUMMARY: VIOLA DESMOND



- Embodies all of the values presented;
- A nominee with strong support from most participants.

### General Feedback from Participants

- Inspired socio-political change (helped advance the plight of black people)
- Inspirational; mentor for young women and all generations
- Was brave; “held her head high”
- Could be confused with Harriet Tubman or Rosa Parks, which in addition was felt to mimic the US
- Commended for business success in her time

## SUMMARY: E. PAULINE JOHNSON (TEKAHIONWAKE)



- Embodies some of the values presented;
- Question whether *she broke or overcame barriers* or *left a lasting legacy*.

### General Feedback from Participants

- Would be positive to recognize an Indigenous person (Métis)
- Longest historical reference; retelling stories
- Arts and culture a positive for some; seen as important
- Recognized in the arts (poetry); does not touch everyone
- Ambassador for Canada in that she spread her message outside the country
- Achievements difficult to translate, seen as not as relevant in today's world

## SUMMARY: IDOLA SAINT-JEAN



- Embodies most of the values presented;
- Question whether she made a mark on Canadian history, rather than just in Quebec.

### General Feedback from Participants

- Inspirational and made significant improvements for women, particularly in Quebec
- Inspired socio-political change (women's right to vote)
- Made her mark in areas that were considered male dominated
- Concern with nominating a politician; important to know her affiliations
- Brought change that had already happened at the federal level

## SUMMARY: FANNY (BOBBIE) ROSENFELD



- Embodies one of the values presented: *She broke or overcame barriers;*
- A nominee with strong support from few participants.

### General Feedback from Participants

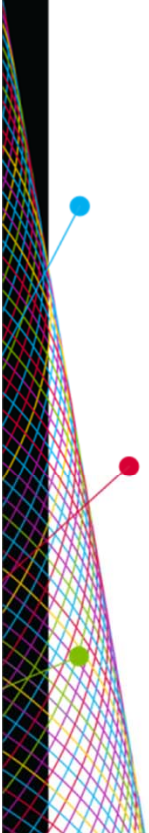
- Broke through in sports at a time when this was largely dominated by men
- Was a strong Olympic performer
- Participants feel they need to know more about her achievements
- Her claim to fame is viewed as more of a personal achievement than achievements for women in general
- Men seem more interested in a sports-related success story compared to women
- Her achievements were made during a period of time where Jewish people were ostracized, which makes them even more notable

## APPENDIX A: MATERIALS TESTED



## BIOGRAPHY: IDOLA SAINT-JEAN

An actress, teacher and author, she is primarily known as a feminist and pioneer in the fight for suffrage in Quebec. She led the efforts to obtain the right for Quebec women to vote in provincial elections (which was realized nearly 20 years after it was granted for federal elections). She was also the first woman from Quebec to run as a candidate in a federal election. Since 1991, the Fédération des femmes du Québec has given an award in her honour to a woman or group of women who have improved the status of women and advanced the cause of feminism in Quebec.



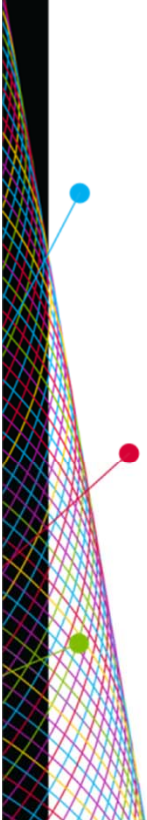


## Idola Saint-Jean

Played a leadership role in bringing women's franchise to Quebec, publicly campaigned for equality in employment, and served as a model for contesting the traditional role of women.

## BIOGRAPHY: E. PAULINE JOHNSON (TEKAHIONWAKE)

The daughter of a Mohawk chief and an Englishwoman, she is best known for the poetry she wrote celebrating her Indigenous heritage. Between 1892 and 1910, she undertook a series of speaking tours in Canada, the United States and England and travelled across Canada giving poetry readings in many remote settlements that saw few other forms of entertainment. Throughout her travels, her recitations of patriotic poems and short stories featuring Canadian culture made her a popular ambassador for Canada.



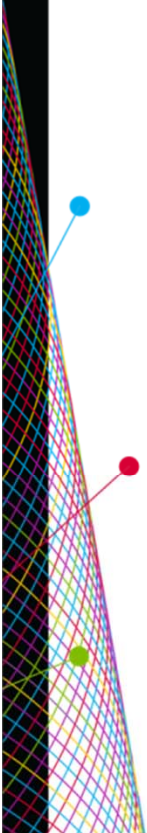


# E. Pauline Johnson (Tekahionwake)

An Indigenous poet and performer who articulated a vision of Canada where everyone could live together.

## BIOGRAPHY: VIOLA DESMOND

A businesswoman turned civil libertarian; she built a business as a beautician and, through her beauty school, was a mentor to young Black women in Nova Scotia. She is best known, however, for her courageous refusal, in 1946, to accept racial discrimination by sitting in a whites-only section of a New Glasgow movie theatre. She was arrested and fined for “attempting to defraud the provincial government” of the 1-cent difference between the balcony seats (the “Black section”) and the seats on the main floor. Her actions inspired later generations of Black people in Nova Scotia and the rest of Canada.



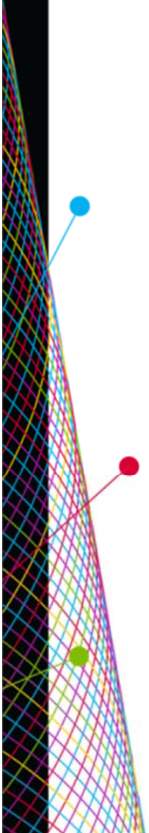


# Viola Desmond

In 1946, she sparked a civil rights movement by refusing to accept segregation of black people in Nova Scotia.

## BIOGRAPHY: ELSIE MACGILL

She was the first woman in Canada to receive a bachelor's degree in electrical engineering (University of Toronto, 1927) and a master's degree in aeronautical engineering (University of Michigan, 1929). She was the first woman aircraft designer in the world and is perhaps best known for her work on the Hawker Hurricane fighter planes that were used during the Second World War and were instrumental in the Battle of Britain. She headed the production and design of a winterized version of the aircraft, more than 1,400 of which were built under her leadership. An active feminist, she was president of the Canadian Federation of Business and Professional Women (1962–64) and was a member of the Royal Commission on the Status of Women.





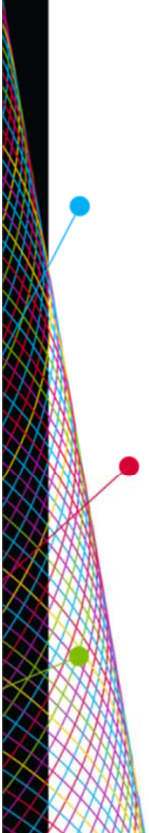


# Elsie MacGill

Known as "Queen of the Hurricanes," she was the first female engineer in Canada, and first female aeronautical engineer in the world. She held many firsts in engineering and was a women's rights activist who was a member of the Royal Commission on the Status of Women.

## BIOGRAPHY: FANNY (BOBBIE) ROSENFELD

A track and field athlete, she held Canadian records in the running and standing broad jump and in the discus. At the 1928 Amsterdam Olympics, she took the silver medal in the 100-metre dash and was lead runner for the women's 4 x 100 metre relay team that won gold in a record time of 48.2 seconds. She was also joint holder of the 11-second, 100-yard world record. She was elected to Canada's Sports Hall of Fame in 1949 and, in 1950, was voted Canada's female athlete of the first half of the 20th century. After arthritis forced her into retirement, she entered the world of journalism and for 20 years wrote a sports column in the *Globe and Mail*.





# Fanny (Bobbie) Rosenfeld

1928 Olympian and sports journalist who championed women and sport.

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