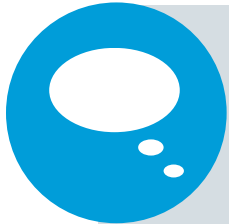


LOW AWARENESS, HIGH SUPPORT FOR PROCESS



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.