

EXECUTIVE SUMMARY

Background

In 2014, the Bank of Canada (the Bank) 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. In keeping with this, the Bank sought to gauge public opinion on the practice of featuring the portraits of former Prime Ministers on bank notes. The Bank contracted ACNielsen Company of Canada (Nielsen) to conduct a standalone, online survey to gauge public opinion about this subject.

Methodology

Nielsen conducted a national online survey with Canadian residents 18 years of age and older. Specifically, 2,011 Canadians were interviewed online using Nielsen's proprietary online panel. The sample distribution mirrored the national population in regards to region, age, and gender. Given the final sample distribution, no weights were needed to correct over or under representation.

The survey was launched February 26, 2016 and closed March 4, 2016.

Key Findings

Overall, three questions were asked to Canadians regarding potential changes to future bank note designs. The first two questions sought their general perceptions on allowing other great Canadians to be featured on bank notes and changing them over time. The third question asked for the respondents' approval or disapproval of replacing the portrait of former Prime Ministers on future bank note designs, in order to feature other great Canadians instead.

In all three cases, the majority of respondents are in agreement and in favour of allowing other great Canadians to be featured on future bank notes, including the replacement of former Prime Ministers. Below is a summary of the key findings from the study. Detailed results are included within the body of this report.

- Nationwide, the vast majority (82%) of respondents agree that other great Canadians, potentially from fields other than politics, should be featured on future bank notes.
 - Agreement tends to be higher among respondents in both extremes of the age groups, more specifically among those 18-24 (91%) and 65 and more (85%). Respondents 45-54 score the lowest level of agreement (77%).
 - Agreement is fairly consistent between women (84%) and men (80%).
 - Across the regions and provinces, agreement is strong, surpassing 80% in every province and region except in the Prairies (75%).



- When asked specifically about changing the individuals featured on bank notes over time, agreement softens compared to the above, however still remains strong nationwide (73%).
 - Once again, respondents within the oldest (80%) and youngest (78%) age groups show stronger support, while those 45-54 have the lowest agreement (67%).
 - Both women (76%) and men (71%) show similar levels of agreement.
 - Respondents in Quebec (77%) and the Atlantic region (75%) are the most open to changing individuals on bank notes, while respondents from the Prairies have lower agreement levels (70%).

- When asked directly for approval to replace the portraits of former Prime Ministers on future bank note designs, support remains consistent with the previous results, with 76% of respondents stating their approval. The same trends are observed among the different ages, genders, and regions.

In conclusion, survey results show that most of the respondents, regardless of their age, gender, and region, are in favour of the proposed changes to future bank notes presented in the survey.