nielsen

AN UNCOMMON SENSE OF THE CONSUMER™

2016 PRIME MINISTERS SURVEY

PREPARED FOR: BANK OF CANADA
PREPARED BY: ACNIELSEN COMPANY OF CANADA

April 2016

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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.

GENERAL PROJECT OVERVIEW

Background

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. 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

Overview

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

Sample Design and Selection

The sample for this survey was designed to complete 2,000 interviews with Canadians online. The sample was stratified by region, with nested quotas set for gender and age, to allow for meaningful sub-group analysis and ensure representativeness. Details regarding our sampling approach, as well as completed surveys, are included in Appendix B.

In addition to the sampling plan, six respondents from the Territories, proportional to the overall population of Canada, completed the survey.

In total, 2,011 respondents completed the survey. Given certain sample limitations some quotas resulted in slight variations from the target responses. Nonetheless, the quotas obtained are robust enough to discard the need for data to be weighted as the impact of these weights on the final results is marginal given the total sample distribution.

QUESTIONNAIRE DESIGN

The Bank of Canada in collaboration with Nielsen designed and reviewed the questionnaire. The survey consisted of multiple-choice questions only. The questionnaire was translated into French by the Bank.

SURVEY ADMINISTRATION

Nielsen informed all survey participants of the general purpose of the research and identified both the sponsor (Bank of Canada) and the research supplier. Furthermore, the survey was registered with the National Survey Registration System.

Nielsen used Confirmit's *Horizons* program for data collection. The software provided complete control over entry flow, including skips, valid ranges, and logical error-trapping. The *Horizons* system imported sample directly from databases – meaning there was no need for re-entry and therefore no entry errors.

DATA ANALYSIS

Upon completion of data collection, Nielsen cleaned and prepared the data file. As requested by the Bank, a data file and a set of cross-tabulation banners was provided. The data analysis procedures are outlined below:

Data Validity and Integrity Checks: Our custom system immediately identifies cases where the interview length is unrealistically short, contradicts established facts or presents patterns of response deserving attention. As a result, we can determine whether a case should be excluded from the final sample if necessary. All of these checks are performed manually and cleaned out of the data in the back end of the project. Nielsen uses a checklist to ensure all data that is delivered to the client has gone through a rigorous quality control process.

Data Cleaning: Nielsen analysts have considerable experience in cleaning data files, conducting statistical routines, producing tabular output, and weighting data to provide an accurate measure of the population as a whole when needed.

Data Analysis: Nielsen prepared an analysis plan that included key banner breaks as required. Once the survey data had been collected and cleaned, Nielsen ran a series of data tables that provided results for all questions in the survey, both overall and broken down by selected "banners." This permitted the comparison of results from various sub-group segments of interest; statistical significance testing at the 90% and 95% confidence level was shown between all banner points in the data tables. The analysis plan included banners for the key segments including region, age, gender, data collection mode and language.

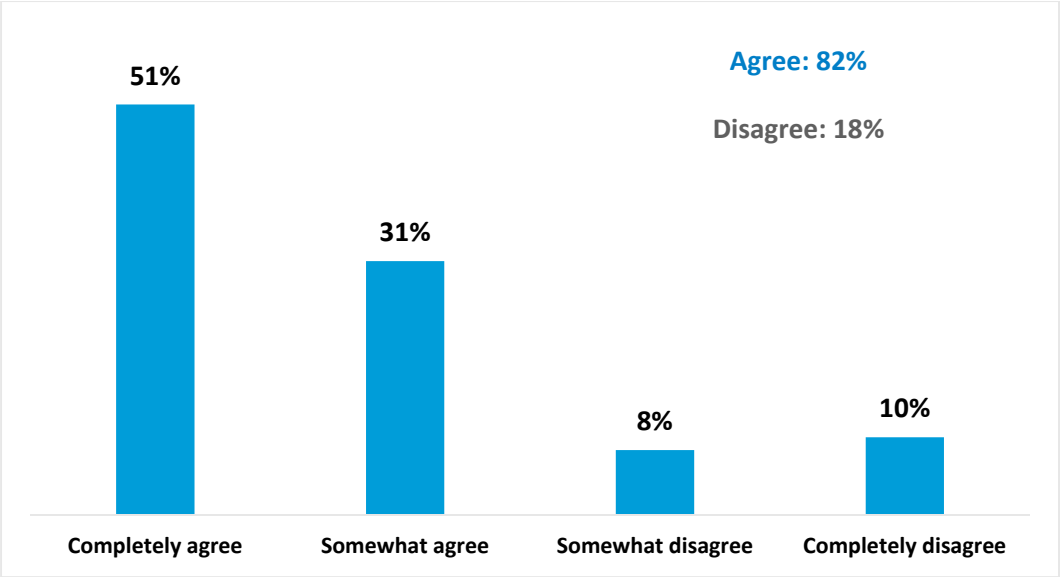
DETAILED FINDINGS

The following pages summarize the key findings and cross tabs for the three core questions included in the questionnaire. For more details on specific demographic groups and responses, please refer to a separate document delivered to the Bank of Canada containing tables with full results.

Q1(a). Canada's bank notes should feature portraits of other great Canadians

NATIONAL AGREEMENT

The majority of respondents agree that Canada's bank notes should feature portraits of other great Canadians, with slightly more than half saying they completely agree.



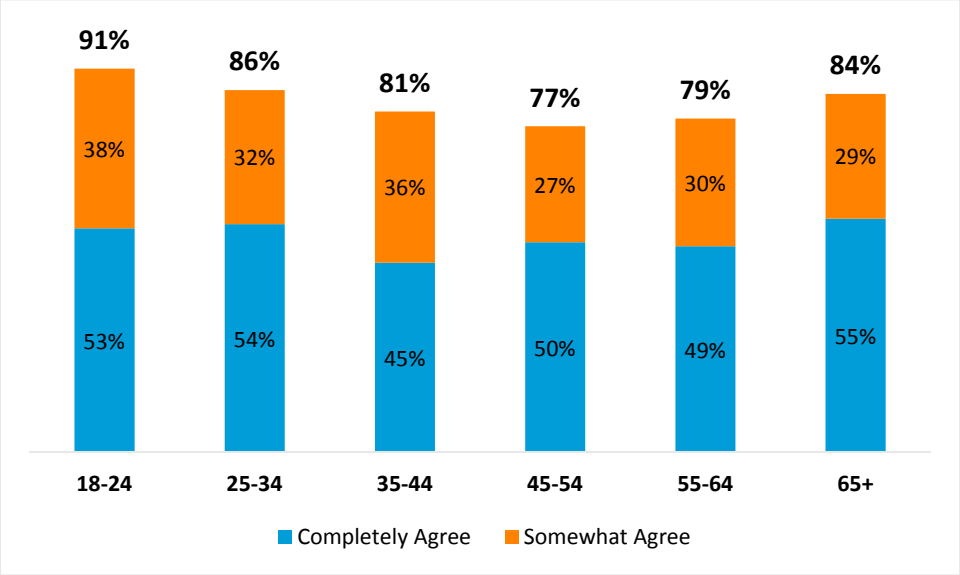
Q1. To what extent do you agree or disagree with the following statements:

a. Canada's bank notes should feature portraits of other great Canadians, potentially from fields other than politics, whose notable leadership or achievements have contributed meaningfully to Canada.

Base: All qualified respondents excluding "Don't know" (n=1,898).

NATIONAL AGREEMENT BY AGE

Regardless of their age group, the majority of respondents are in agreement that Canada's bank notes should feature portraits of other great Canadians. Agreement is stronger among Millennials and respondents over 65 years of age.



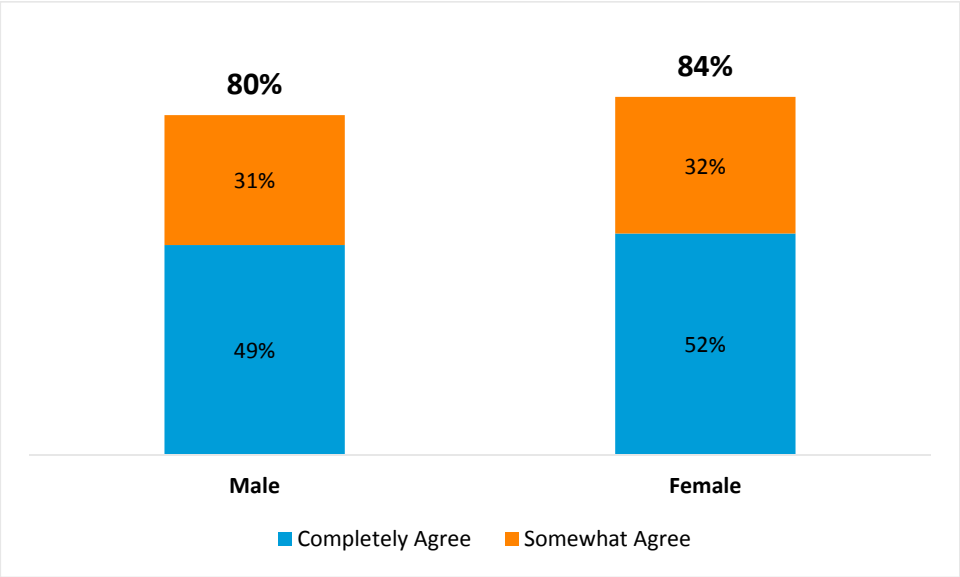
Q1. To what extent do you agree or disagree with the following statements:

a. Canada's bank notes should feature portraits of other great Canadians, potentially from fields other than politics, whose notable leadership or achievements have contributed meaningfully to Canada.

Base: All qualified respondents excluding "Don't know" (18-24, n=223; 25-34, n=297; 35-44, n=297; 45-54, n=369; 55-64, n=335; 65+, n=377).

NATIONAL AGREEMENT BY GENDER

Roughly half of both male and female respondents completely agree that Canada's bank notes should feature portraits of other great Canadians. The level of overall agreement is slightly higher in women respondents, as compared to men.



Q1. To what extent do you agree or disagree with the following statements:

a. Canada's bank notes should feature portraits of other great Canadians, potentially from fields other than politics, whose notable leadership or achievements have contributed meaningfully to Canada.

Base: All qualified respondents excluding "Don't know" (male, n=936; female, n=962).

NATIONAL AGREEMENT BY AGE AND GENDER

The overall level of agreement when the results are broken down by age and gender is notably high across all segments. Women between the ages of 18-24 have the highest level of agreement, at 94% overall; while men aged 55-64 have the lowest level at 73%.

	Male						Female					
	18-24	25-34	35-44	45-54	55-64	65+	18-24	25-34	35-44	45-54	55-64	65+
Completely Agree	55%	52%	41%	50%	47%	53%	51%	56%	48%	49%	50%	58%
Somewhat Agree	33%	35%	37%	27%	26%	29%	43%	28%	35%	27%	34%	30%
Total	**88%**	**87%**	**78%**	**77%**	**73%**	**82%**	**94%**	**84%**	**83%**	**76%**	**84%**	**88%**

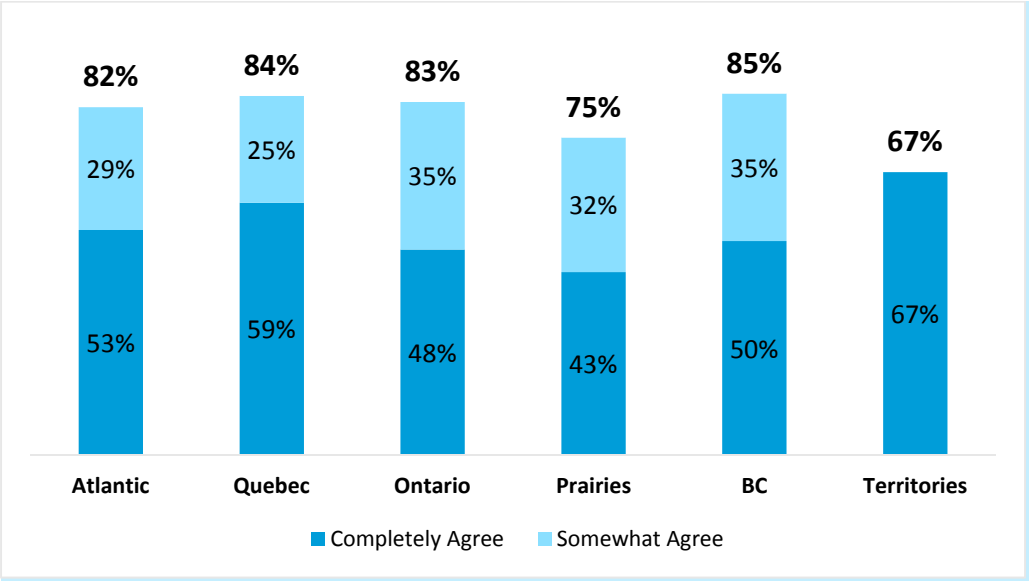
Q1. To what extent do you agree or disagree with the following statements:

a. Canada's bank notes should feature portraits of other great Canadians, potentially from fields other than politics, whose notable leadership or achievements have contributed meaningfully to Canada.

Base: All qualified respondents excluding "Don't know" (n=1,898).

REGIONAL AGREEMENT

Atlantic Canada, Québec, Ontario and British Columbia show a similar level of overall agreement with featuring other great Canadians on bank notes. Despite a lower level of agreement in the Prairies (75%) and Territories (67%) the overall trend is favourable.



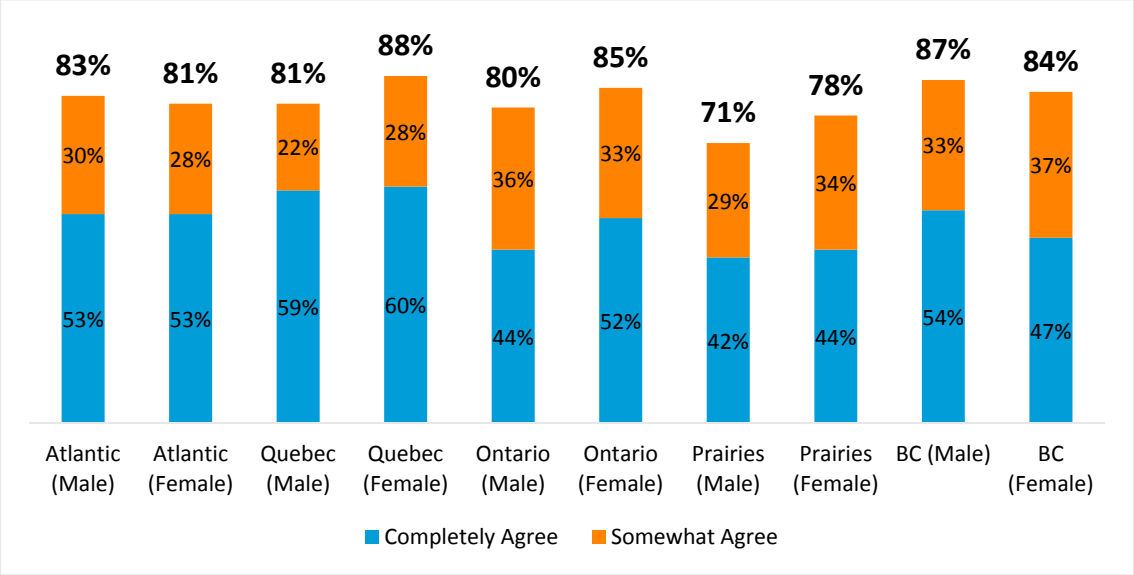
Q1. To what extent do you agree or disagree with the following statements:

a. Canada's bank notes should feature portraits of other great Canadians, potentially from fields other than politics, whose notable leadership or achievements have contributed meaningfully to Canada.

Base: All qualified respondents excluding "Don't know" (Atlantic, n=141; Quebec, n=456; Ontario, n=727; Prairies, n=318; BC, n=250; Territories, n=6).

REGIONAL AGREEMENT BY GENDER

Except for the Prairies, agreement with featuring other great Canadians in bank notes is 80% or higher among both genders. Women from Quebec and men from BC show the highest agreement with the statement.



Q1. To what extent do you agree or disagree with the following statements:

a. Canada's bank notes should feature portraits of other great Canadians, potentially from fields other than politics, whose notable leadership or achievements have contributed meaningfully to Canada.

Base: All qualified respondents excluding "Don't know" (n=1,898).

REGIONAL AGREEMENT BY AGE

Overall, regardless of the region and age group, the majority of respondents agree that bank notes should feature portraits of other great Canadians. Support is notably higher among the youngest age group (18-24) in the Atlantic, British Columbia, and Quebec and lower among respondents 35-54 years old from the Prairies.

	18-24	25-34	35-44	45-54	55-64	65+
Atlantic	100%	90%	81%	81%	73%	77%
Quebec	93%	86%	79%	80%	81%	90%
Ontario	87%	91%	89%	76%	77%	83%
Prairies	86%	70%	68%	68%	76%	82%
British Columbia	100%	88%	71%	82%	85%	86%

Q1. To what extent do you agree or disagree with the following statements:

a. Canada's bank notes should feature portraits of other great Canadians, potentially from fields other than politics, whose notable leadership or achievements have contributed meaningfully to Canada.

Base: All qualified respondents excluding "Don't know" (n=1,898).

REGIONAL AGREEMENT BY AGE AND GENDER

Most of the age and gender cohorts in every region show a 75%+ agreement with featuring portraits of other great Canadians. The two segments with lowest support are men between the ages of 45-54 from the Prairies (61%) and 35-44 year old men from British Columbia (63%).

	18-24		25-34		35-44		45-54		55-64		65+	
	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female
Atlantic	100%	100%	100%	80%	100%	67%	67%	87%	77%	64%	64%	83%
Quebec	81%	85%	82%	82%	72%	76%	75%	77%	68%	88%	90%	87%
Ontario	75%	91%	83%	81%	83%	92%	77%	69%	69%	78%	77%	78%
Prairies	82%	90%	68%	72%	68%	68%	61%	77%	68%	86%	81%	83%
BC	100%	100%	86%	73%	63%	67%	74%	70%	84%	77%	81%	83%

Q1. To what extent do you agree or disagree with the following statements:

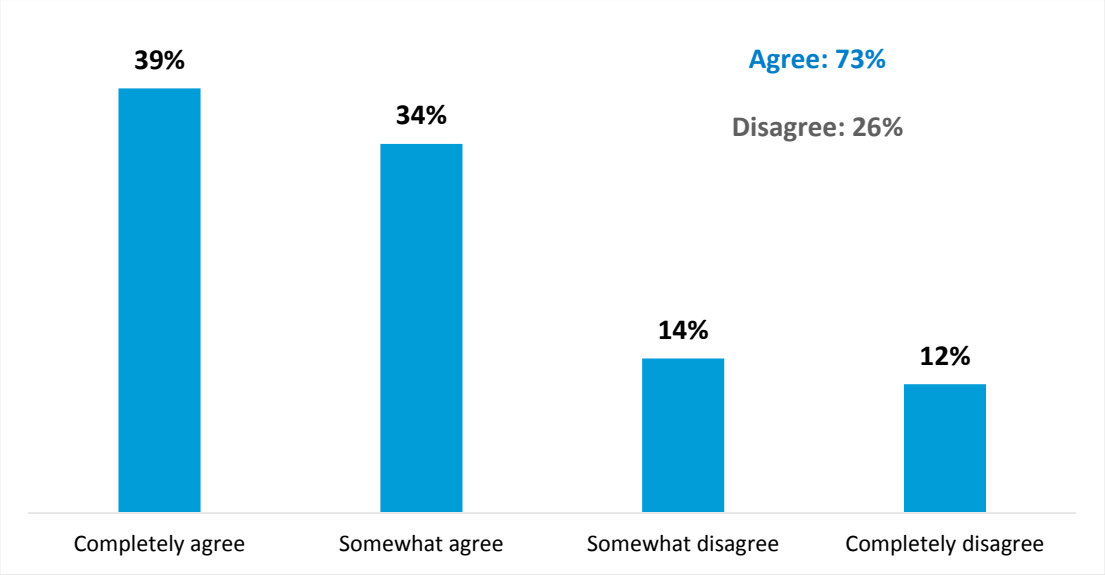
a. Canada's bank notes should feature portraits of other great Canadians, potentially from fields other than politics, whose notable leadership or achievements have contributed meaningfully to Canada.

Base: All qualified respondents excluding "Don't know" (n=1,898).

Q1(b). The individuals featured on bank notes should be changed over time

NATIONAL AGREEMENT

Approximately 75% of all respondents across the nation agree that individuals featured on bank notes should be changed over time, with 39% completely agreeing and 34% somewhat agreeing.



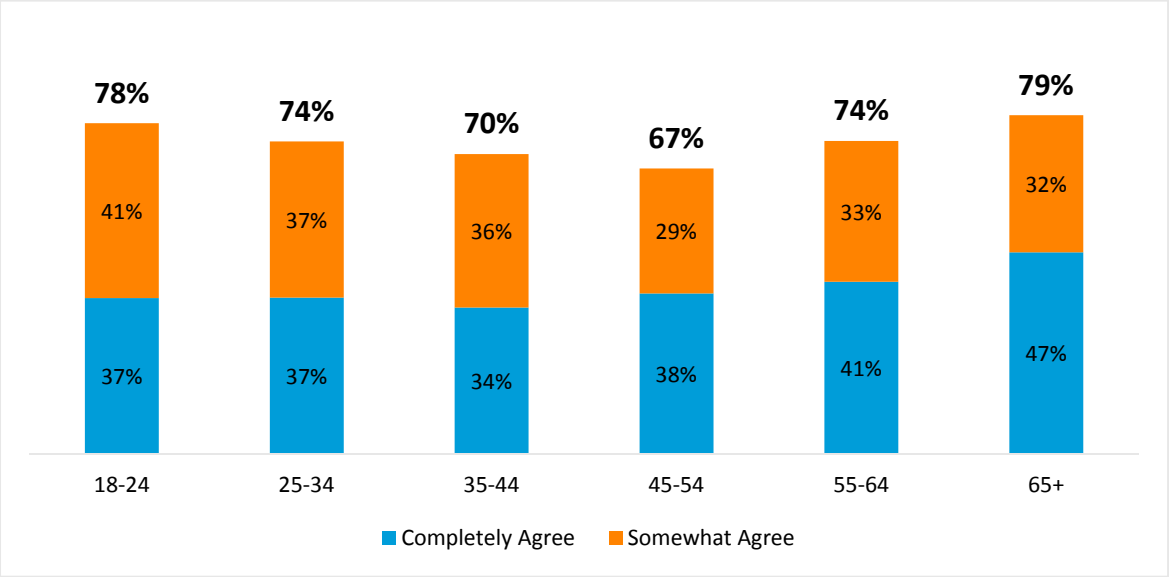
Q1. To what extent do you agree or disagree with the following statements:

b. The individuals featured on bank notes should be changed over time to allow a greater number of Canadians to be featured on our bank notes.

Base: All qualified respondents excluding "Don't know" (n=1,882).

NATIONAL AGREEMENT BY AGE

Agreement with changing individuals on bank notes over time is higher at the extremes of the age groups (80% among those 65 years old and over, 78% among those aged 18-24). Age groups with lower level of agreement are between 35 and 54 years of age. Nonetheless, the majority among all age groups agree with the statement.



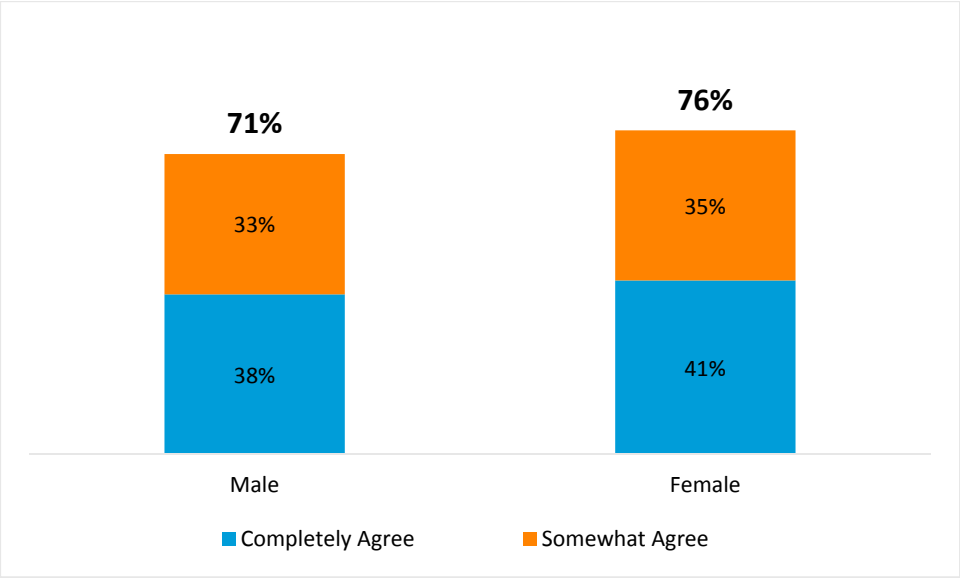
Q1. To what extent do you agree or disagree with the following statements:

b. The individuals featured on bank notes should be changed over time to allow a greater number of Canadians to be featured on our bank notes.

Base: All qualified respondents excluding "Don't know" (18-24, n=218; 25-34, n=296; 35-44, n=290; 45-54, n=373; 55-64, n=328; 65+, n=377).

NATIONAL AGREEMENT BY GENDER

Regardless of gender, agreement with changing individuals featured on bank notes over time is above 70%; agreement tends to be higher among women (76%) than men (71%).



Q1. To what extent do you agree or disagree with the following statements:

b. The individuals featured on bank notes should be changed over time to allow a greater number of Canadians to be featured on our bank notes.

Base: All qualified respondents excluding "Don't know" (male, n=927; female, n=955).

NATIONAL AGREEMENT BY AGE AND GENDER

Agreement is strong among all age and gender cohorts, ranging from 65% to 82%. Among women, all age groups show an agreement of 70% or more, while men 35 to 64 fall short of 70%, but still show an agreement above 64%.

	Male						Female					
	18-24	25-34	35-44	45-54	55-64	65+	18-24	25-34	35-44	45-54	55-64	65+
Completely Agree	39%	36%	32%	35%	35%	48%	34%	38%	37%	41%	46%	47%
Somewhat Agree	39%	34%	36%	30%	33%	30%	44%	39%	36%	29%	33%	35%
Total	**78%**	**70%**	**68%**	**65%**	**68%**	**78%**	**78%**	**77%**	**73%**	**70%**	**79%**	**82%**

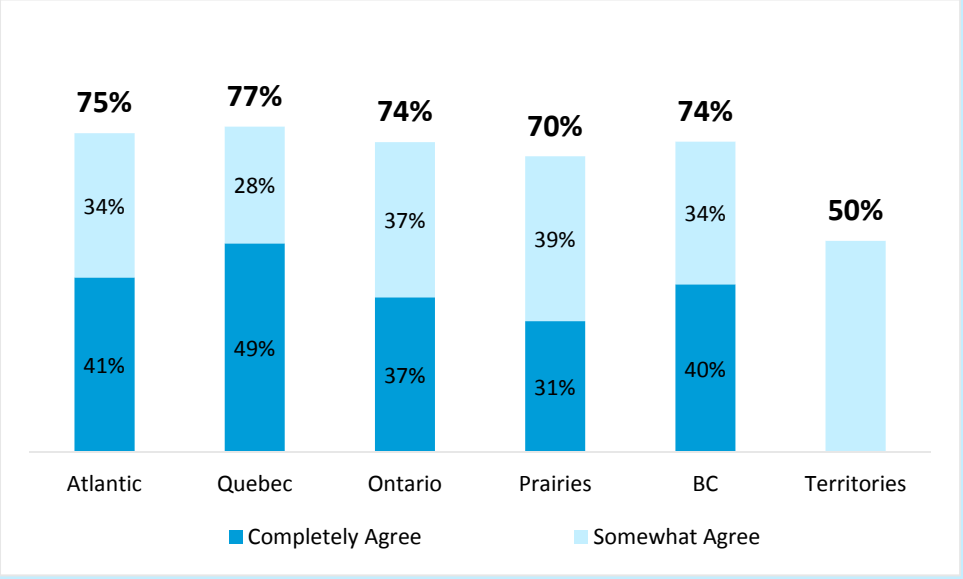
Q1. To what extent do you agree or disagree with the following statements:

b. The individuals featured on bank notes should be changed over time to allow a greater number of Canadians to be featured on our bank notes.

Base: All qualified respondents excluding "Don't know" (n=1,882).

REGIONAL AGREEMENT

With the exception of the Territories, where the sample size is too low to draw any conclusions, all regions show strong agreement (over 70%) with changing individuals featured on bank notes over time. Agreement with the statement is higher in Quebec and the Atlantic region.



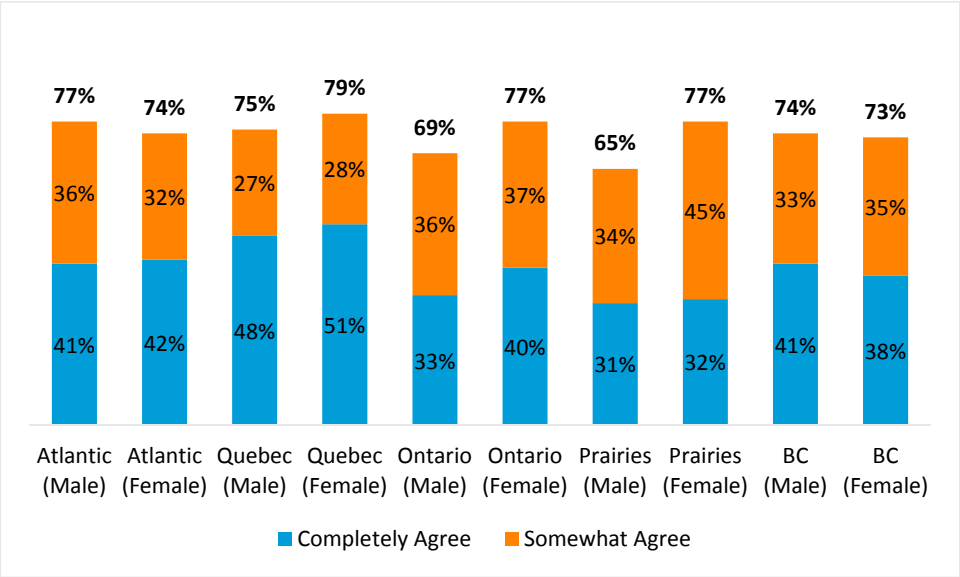
Q1. To what extent do you agree or disagree with the following statements:

b. The individuals featured on bank notes should be changed over time to allow a greater number of Canadians to be featured on our bank notes.

Base: All qualified respondents excluding "Don't know" (Atlantic, n=138; Quebec, n=460; Ontario, n=710; Prairies, n=316; BC, n=252; Territories, n=6).

REGIONAL AGREEMENT BY GENDER

At the regional level, agreement with changing individuals featured on bank notes over time is consistently above 70% among almost all gender groups from every region; the exceptions are men from Ontario (69%) and the Prairies (65%).



Q1. To what extent do you agree or disagree with the following statements:

b. The individuals featured on bank notes should be changed over time to allow a greater number of Canadians to be featured on our bank notes.

Base: All qualified respondents excluding "Don't know" (n=1,882).

REGIONAL AGREEMENT BY AGE

Analyzing results by region and by age, in all cases, the majority of cohorts agree that individuals on bank notes should be changed over time to allow a greater number of Canadians to be featured on our bank notes. Agreement is especially high among those aged 18-24 from the Atlantic (100%), and those 65 plus from Quebec and British Columbia (85%). Lower level of agreement is observed in groups aged 35-44 from British Columbia (54%) and 45-54 from the Prairies (57%).

	18-24	25-34	35-44	45-54	55-64	65+
Atlantic	100%	76%	70%	76%	64%	74%
Quebec	82%	78%	72%	69%	78%	85%
Ontario	73%	75%	76%	69%	71%	76%
Prairies	75%	67%	65%	57%	76%	78%
BC	79%	69%	54%	67%	79%	85%

Q1. To what extent do you agree or disagree with the following statements:

b. The individuals featured on bank notes should be changed over time to allow a greater number of Canadians to be featured on our bank notes.

Base: All qualified respondents excluding "Don't know" (n=1,882).

REGIONAL AGREEMENT BY AGE AND GENDER

Overall, agreement with changing individuals featured on bank notes over time is strong across all regions, regardless of age group and gender, surpassing 70% in most cases. Nonetheless, agreement falls short of 50% among men aged 35-44 from British Columbia and men aged 45-54 from the Prairies.

	18-24		25-34		35-44		45-54		55-64		65+	
	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female
Atlantic	100%	100%	73%	80%	88%	58%	82%	71%	69%	58%	62%	83%
Quebec	83%	80%	76%	79%	69%	75%	61%	56%	76%	79%	88%	82%
Ontario	71%	75%	68%	82%	72%	79%	72%	67%	60%	82%	75%	77%
Prairies	76%	74%	54%	77%	64%	67%	43%	74%	68%	86%	78%	79%
BC	81%	75%	80%	53%	38%	67%	73%	61%	79%	79%	77%	93%

Q1. To what extent do you agree or disagree with the following statements:

b. The individuals featured on bank notes should be changed over time to allow a greater number of Canadians to be featured on our bank notes.

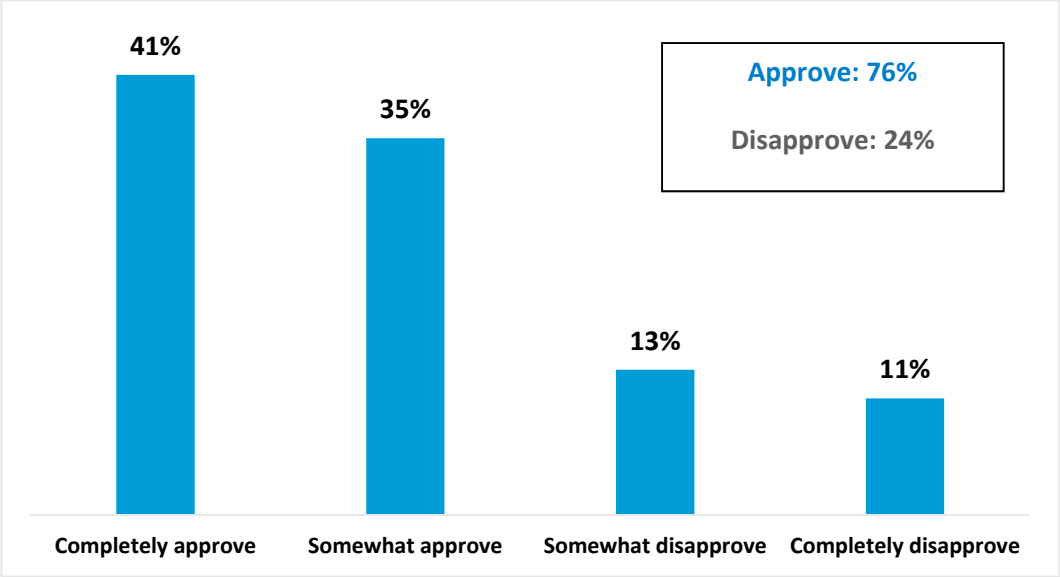
Base: All qualified respondents excluding “Don’t know” (n=1,882).

Q2. Replacing the portraits of former Prime Ministers from future bank note designs

Although results presented above clearly indicate the majority of respondents are in agreement with changes regarding individuals currently featured on bank notes, respondents were asked directly for approval to replace the portrait of former Prime Ministers from future bank note designs, in order to feature other great Canadians instead.

NATIONAL APPROVAL

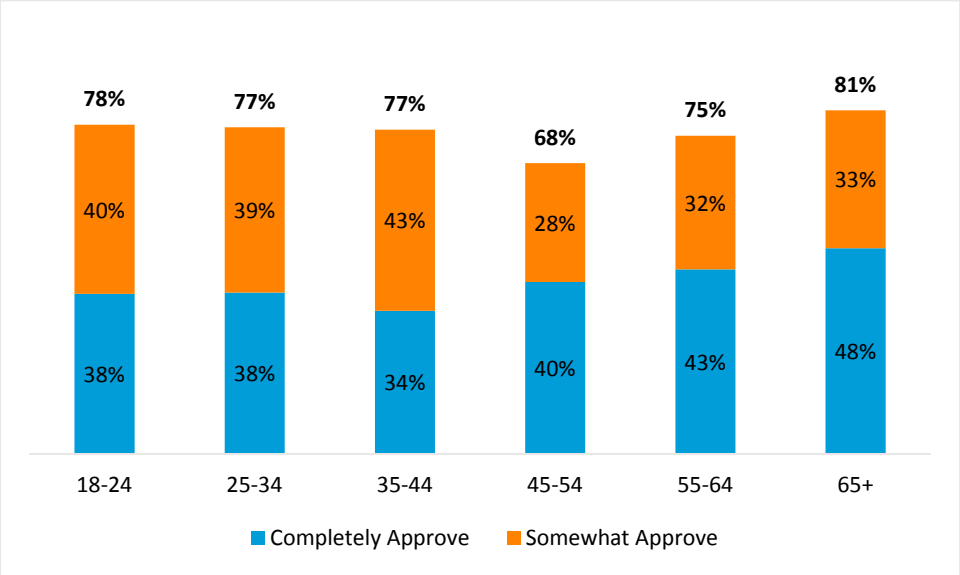
Overall, more than 75% of all respondents approve of this direction, with roughly four out of every 10 completely approving and more than one-third somewhat approving.



Q2. To what extent do you approve or disapprove of replacing the portrait of former Prime Ministers from the front of future bank note designs, in order to feature other great Canadians instead?
Base: All qualified respondents excluding "Don't know" (n=1,918).

NATIONAL APPROVAL BY AGE

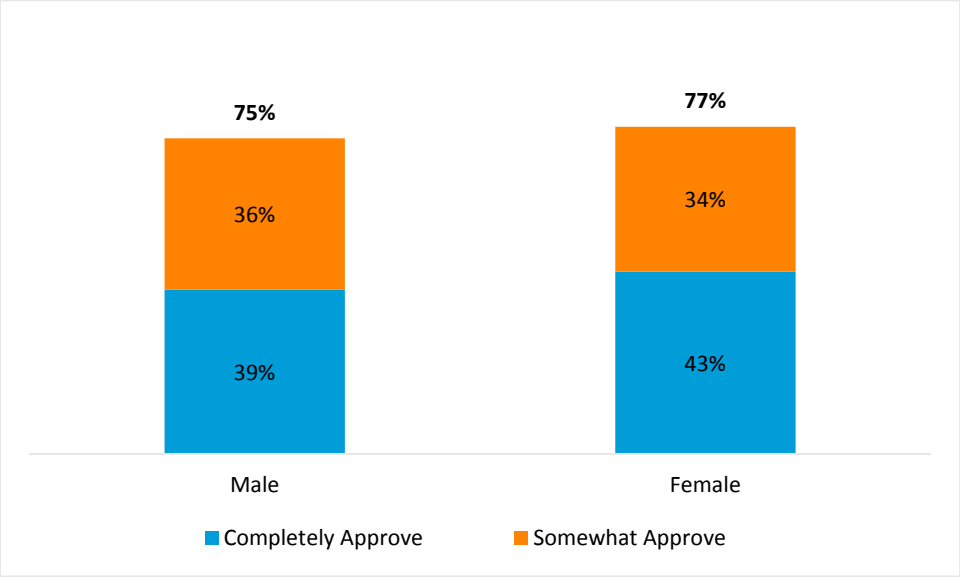
Approval for the proposed change is strong among all age groups at a national level. The strongest approval comes from those 65 plus (81%), followed closely by those aged 18-24 (78%).



Q2. To what extent do you approve or disapprove of replacing the portrait of former Prime Ministers from the front of future bank note designs, in order to feature other great Canadians instead?
Base: All qualified respondents excluding "Don't know" (18-24, n=223; 25-34, n=300; 35-44, n=297; 45-54, n=378; 55-64, n=336; 65+, n=384).

NATIONAL APPROVAL BY GENDER

Approval to replace the portraits of former Prime Ministers from the front of future bank note designs is consistent among both women (77%) and men (74%).



Q2. To what extent do you approve or disapprove of replacing the portrait of former Prime Ministers from the front of future bank note designs, in order to feature other great Canadians instead?
Base: All qualified respondents excluding "Don't know" (male, n=944; female, n=974).

NATIONAL APPROVAL BY AGE AND GENDER

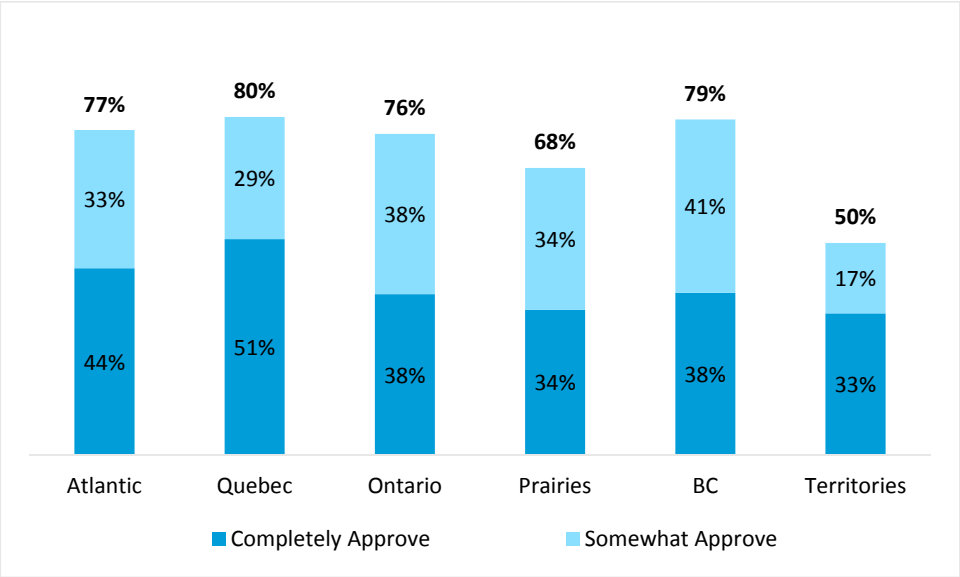
At a national level, except for women aged 45-54, approval of the proposed change is 70% and above. Women 65 plus, as well as women aged 25-34, are the segments with a higher proportion of respondents approving the proposed change (83% and 80% respectively).

	Male						Female					
	18-24	25-34	35-44	45-54	55-64	65+	18-24	25-34	35-44	45-54	55-64	65+
Completely Approve	40%	35%	32%	38%	38%	47%	35%	41%	35%	43%	49%	49%
Somewhat Approve	39%	39%	43%	32%	33%	32%	41%	39%	43%	24%	31%	33%
Total	**79%**	**74%**	**75%**	**70%**	**71%**	**79%**	**76%**	**80%**	**78%**	**67%**	**80%**	**82%**

Q2. To what extent do you approve or disapprove of replacing the portrait of former Prime Ministers from the front of future bank note designs, in order to feature other great Canadians instead?
Base: All qualified respondents excluding "Don't know" (n=1,918).

REGIONAL APPROVAL

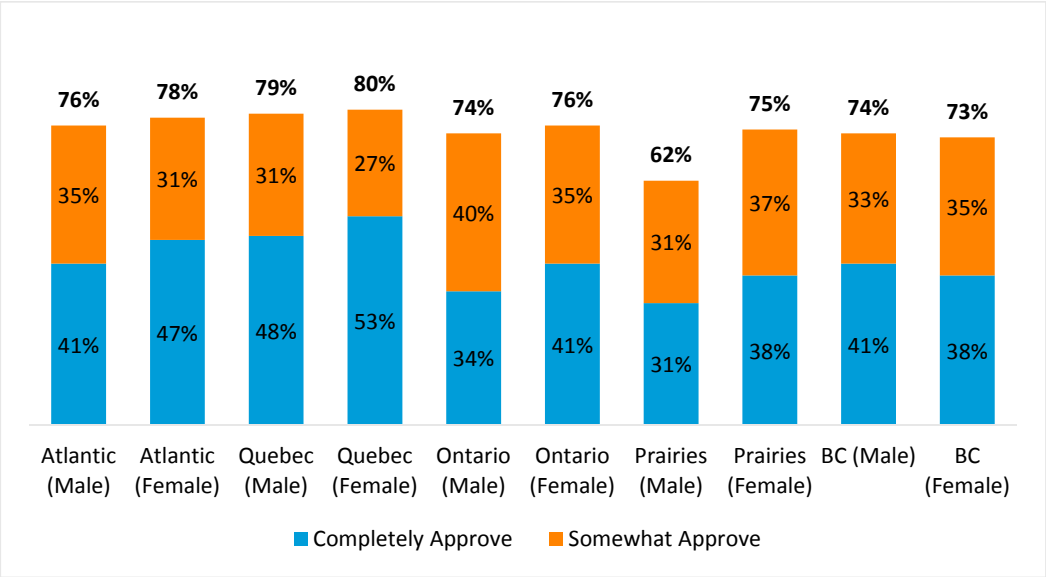
Except in the Territories where the sample size is too low to draw any conclusions, approval to replace the portraits of former Prime Ministers from the front of future bank note designs ranges from 68% in the Prairies to 80% in Quebec.



Q2. To what extent do you approve or disapprove of replacing the portrait of former Prime Ministers from the front of future bank note designs, in order to feature other great Canadians instead?
Base: All qualified respondents excluding "Don't know" (Atlantic, n=141; Quebec, n=458; Ontario, n=729; Prairies, n=325; BC, n=259; Territories, n=6).

REGIONAL APPROVAL BY GENDER

The majority of respondents from every region, regardless of their gender, approve replacing the portraits of former Prime Ministers from future bank note designs. Approval is above 70% in all regional gender segments, except among men from the Prairies (62%).



Q2. To what extent do you approve or disapprove of replacing the portrait of former Prime Ministers from the front of future bank note designs, in order to feature other great Canadians instead?
Base: All qualified respondents excluding "Don't know" (n=1,918).

REGIONAL APPROVAL BY AGE

Looking at results by age groups across all regions, approval to replace the portraits of former Prime Ministers from future bank note designs is higher among those aged 18-24 from the Atlantic region (94%) and 65 plus from Quebec (87%). Approval dips below 60%, but still above 50%, among those aged 35-44 from British Columbia (54%) and 45-54 from the Prairies (56%).

	18-24	25-34	35-44	45-54	55-64	65+
Atlantic	94%	86%	81%	72%	62%	75%
Quebec	79%	82%	75%	74%	81%	87%
Ontario	75%	77%	85%	69%	72%	78%
Prairies	72%	65%	67%	56%	71%	74%
BC	79%	69%	54%	67%	79%	85%

Q2. To what extent do you approve or disapprove of replacing the portrait of former Prime Ministers from the front of future bank note designs, in order to feature other great Canadians instead?
Base: All qualified respondents excluding "Don't know" (n=1,918).

REGIONAL APPROVAL BY AGE AND GENDER

While approval for the proposed change is overwhelming across the regions, there are three specific age and gender groups where approval is technically split: men aged35-44 from British Columbia (47%); men aged 25-34 from the Prairies (48%); and men aged 45-54 also from the Prairies (48%).

	18-24		25-34		35-44		45-54		55-64		65+	
	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female
Atlantic	88%	100%	91%	80%	89%	75%	73%	71%	62%	62%	64%	83%
Quebec	82%	76%	77%	86%	79%	71%	79%	70%	78%	83%	83%	90%
Ontario	76%	74%	77%	78%	80%	88%	71%	64%	64%	79%	79%	77%
Prairies	70%	75%	48%	78%	68%	67%	48%	67%	61%	82%	73%	76%
BC	93%	71%	85%	73%	47%	71%	77%	64%	92%	84%	87%	90%

Q2. To what extent do you approve or disapprove of replacing the portrait of former Prime Ministers from the front of future bank note designs, in order to feature other great Canadians instead?
Base: All qualified respondents excluding “Don’t know” (n=1,918).

Appendix A – Final Questionnaire

ENGLISH

2016 Bank of Canada Prime Ministers on Bank Note Survey

Introduction and Screener

Thank you for agreeing to participate in this study. Before we begin, we just have a few general questions.

The entire survey should take roughly 3 minutes to complete. Please click the forward arrow below to get started!

[Base: All Respondents]

S1. When was the last time you completed a survey related to Canadian bank notes, that is, Canadian dollar bills of any denomination?

	[ROWS]
1	Less than 3 months ago **[Terminate]**
2	Within 3 to 6 months **[Terminate]**
3	More than 6 months ago – QUALIFIED
4	Never - QUALIFIED

[Base: All qualified Respondents]

S2. Which of the following provinces or territories best describes where you currently live?

	[ROWS]	
1	British Columbia	
2	Alberta	
3	Saskatchewan	
4	Manitoba	
5	Ontario	
6	Quebec	
7	New Brunswick	
8	Prince Edward Island	
9	Nova Scotia	
10	Newfoundland & Labrador	
11	Territories (Yukon, Northwest or Nunavut)	
12	Outside of Canada	**[TERMINATE]**

[Base: All Qualified Respondents]

S3. Are you…?

	[ROWS]
1	Male
2	Female

[Base: All Respondents]
S4. In what year were you born?
[Classify age according to quotas]

TEMINATE IF QUOTA FULL

Core Questions

[Base: All Qualified Respondents]
[Display in one screen]
Please read carefully the introduction below. Click on the forward arrow when you are ready to proceed.

In 2014, the Bank of Canada reviewed its processes for selecting and designing the visual content of bank notes and developed new principles for bank note design. These principles include consulting with Canadians on bank note design and issuing notes that have broad appeal and reflect the diversity of our country.

The Bank of Canada is asking Canadians to provide feedback on bank note portrait subjects – the individuals featured on **the front of bank notes**.

The portraits of former Prime Ministers Sir John A. Macdonald, Sir Wilfrid Laurier, Sir Robert Borden and William Lyon Mackenzie King have appeared on every series of Canadian bank notes for over 40 years.

Please see the pictures below for a better reference.
[Insert pictures]

[Base: All Qualified Respondents]
[Display on same screen]
Q1. To what extent do you agree or disagree with the following statements:
(*Please click the back arrow if you wish to see the bank notes again*)

a. Canada's bank notes should feature portraits of other great Canadians, potentially from fields other than politics, whose notable leadership or achievements have contributed meaningfully to Canada.

	[COLUMNS]
4	Completely agree
3	Somewhat agree
2	Somewhat disagree
1	Completely disagree
9	Don't know/unsure

b. The individuals featured on bank notes should be changed over time to allow a greater number of Canadians to be featured on our bank notes.

	[COLUMNS]
4	Completely agree
3	Somewhat agree
2	Somewhat disagree

1	Completely disagree
9	Don't know/unsure

[Display on new screen]
[Base: All Qualified Respondents]
Q2. To what extent do you approve or disapprove of replacing the portrait of former Prime Ministers from the front of future bank note designs, in order to feature other great Canadians instead?

	[COLUMNS]
4	Completely approve
3	Somewhat approve
2	Somewhat disapprove
1	Completely disapprove
9	Don't know/unsure

Thank you for completing this survey!

FRENCH

Merci d'avoir accepté de participer à cette enquête. Pour commencer, nous souhaitons vous poser quelques questions d'ordre général.

Il vous faudra environ trois minutes pour répondre à toutes les questions de l'enquête. Veuillez cliquer sur la flèche vers la droite pour commencer.

S1. À quand remonte votre dernière participation à une enquête sur les billets de banque canadiens, c'est-à-dire des dollars canadiens de n'importe quelle coupure?

1	Moins de trois mois
2	De trois à six mois
3	Plus de six mois
4	Jamais – ADMISSIBLE

S2. Veuillez indiquer votre lieu de résidence actuel parmi les choix suivants.

1	Colombie-Britannique	
2	Alberta	
3	Saskatchewan	
4	Manitoba	
5	Ontario	
6	Québec	
7	Nouveau-Brunswick	
8	Île-du-Prince-Édouard	
9	Nouvelle-Écosse	
10	Terre-Neuve-et-Labrador	
11	Yukon, Territoires du Nord-Ouest ou Nunavut	
12	Extérieur du Canada	

S3. Êtes-vous…

1	un homme?
2	une femme?

S4. Quelle est votre année de naissance?

Veuillez lire attentivement l'introduction ci-dessous. Cliquez sur la flèche vers la droite pour continuer.

En 2014, la Banque du Canada a procédé à un examen de ses processus de sélection et de conception du contenu visuel des billets, et a élaboré les nouveaux principes de conception des billets de banque. Ceux-ci prévoient, notamment, la tenue de consultations auprès des Canadiens sur la conception des billets, ainsi que l'émission de billets qui plaisent au plus grand nombre et évoquent la diversité de notre pays.

Ainsi, la Banque du Canada sollicite l'avis de la population relativement au choix des personnes qui figureront au **recto des billets de banque**.

Les portraits des anciens premiers ministres sir John A. Macdonald, sir Wilfrid Laurier, sir Robert Borden et William Lyon Mackenzie King figurent sur toutes les séries de billets de banque canadiens émis depuis plus de 40 ans.

Veuillez vous reporter aux images ci-dessous, à titre de référence.

Q1. Dans quelle mesure êtes-vous d'accord ou en désaccord avec les énoncés suivants?
(*Veuillez cliquer sur la flèche vers la gauche pour revoir les billets de banque.)*

a. Le portrait d'autres grandes personnalités canadiennes (possiblement d'autres domaines que la politique), qui ont apporté une contribution significative au pays par leur leadership ou leurs réalisations remarquables, devrait figurer sur les billets de banque canadiens.

4	Entièrement d'accord
3	Quelque peu d'accord
2	Quelque peu en désaccord
1	Entièrement en désaccord
9	Ne sait pas / n'est pas certain(e)

b. Les portraits qui figurent sur les billets de banque devraient changer, au fil du temps, afin de permettre à davantage de Canadiennes et de Canadiens d'être mis à l'honneur de cette manière.

4	Entièrement d'accord
3	Quelque peu d'accord
2	Quelque peu en désaccord
1	Entièrement en désaccord
9	Ne sait pas / n'est pas certain(e)

Q2. Dans quelle mesure êtes-vous d'accord ou en désaccord avec l'idée de remplacer, sur les futurs billets de banque, le portrait des anciens premiers ministres figurant au recto des billets par celui d'autres grandes personnalités canadiennes?

	[COLONNES]
4	Entièrement d'accord
3	Quelque peu d'accord
2	Quelque peu en désaccord
1	Entièrement en désaccord
9	Ne sait pas / n'est pas certain(e)

Merci d'avoir participé à cette enquête!

Appendix B – Sampling Distribution Table

Province	Gender	Age	Population Count	Population Proportion	Target Online	Actual Responses
Atlantic	Males	18-24	102,220	0.0039	8	8
Atlantic	Males	25-34	126,135	0.0048	10	11
Atlantic	Males	35-44	147,945	0.0056	11	9
Atlantic	Males	45-54	187,780	0.0071	14	12
Atlantic	Males	55-64	172,680	0.0065	13	13
Atlantic	Males	65+	170,840	0.0064	13	14
Atlantic	Females	18-24	99,505	0.0038	8	8
Atlantic	Females	25-34	135,270	0.0051	10	10
Atlantic	Females	35-44	159,240	0.006	12	12
Atlantic	Females	45-54	198,470	0.0075	15	15
Atlantic	Females	55-64	181,220	0.0068	14	14
Atlantic	Females	65+	211,045	0.008	16	18
Quebec	Males	18-24	350,310	0.0132	26	26
Quebec	Males	25-34	510,685	0.0193	39	39
Quebec	Males	35-44	510,740	0.0193	39	39
Quebec	Males	45-54	632,025	0.0238	48	48
Quebec	Males	55-64	535,965	0.0202	40	40
Quebec	Males	65+	546,905	0.0206	41	41
Quebec	Females	18-24	343,020	0.0129	26	26
Quebec	Females	25-34	511,430	0.0193	39	39
Quebec	Females	35-44	508,305	0.0192	38	38

Quebec	Females	45-54	640,260	0.0242	48	48
Quebec	Females	55-64	556,145	0.021	42	43
Quebec	Females	65+	710,745	0.0268	54	54
Ontario	Males	18-24	612,045	0.0231	46	48
Ontario	Males	25-34	783,380	0.0296	59	59
Ontario	Males	35-44	853,770	0.0322	64	52
Ontario	Males	45-54	1,010,075	0.0381	75	78
Ontario	Males	55-64	789,120	0.0298	60	61
Ontario	Males	65+	833,125	0.0314	63	64
Ontario	Females	18-24	591,410	0.0223	45	45
Ontario	Females	25-34	832,105	0.0314	63	63
Ontario	Females	35-44	914,655	0.0345	69	71
Ontario	Females	45-54	1,051,945	0.0397	78	80
Ontario	Females	55-64	841,135	0.0317	62	64
Ontario	Females	65+	1,045,225	0.0394	77	79
Prairies	Males	18-24	292,285	0.0110	22	24
Prairies	Males	25-34	429,085	0.0163	33	28
Prairies	Males	35-44	399,200	0.0151	31	25
Prairies	Males	45-54	447,260	0.0169	34	32
Prairies	Males	55-64	346,295	0.0131	27	32
Prairies	Males	65+	327,735	0.0123	25	37
Prairies	Females	18-24	281,585	0.0107	21	22
Prairies	Females	25-34	423,210	0.0159	32	35
Prairies	Females	35-44	395,440	0.0149	30	29

Prairies	Females	45-54	445,250	0.0168	34	27
Prairies	Females	55-64	345,330	0.0131	27	29
Prairies	Females	65+	404,135	0.0153	30	27
British Columbia	Males	18-24	199,360	0.0075	15	16
British Columbia	Males	25-34	278,720	0.0105	21	21
British Columbia	Males	35-44	286,900	0.0108	22	16
British Columbia	Males	45-54	342,630	0.0129	26	27
British Columbia	Males	55-64	300,100	0.0113	23	25
British Columbia	Males	65+	316,760	0.012	24	31
British Columbia	Females	18-24	191,625	0.0072	14	14
British Columbia	Females	25-34	286,065	0.0108	22	15
British Columbia	Females	35-44	307,740	0.0116	23	18
British Columbia	Females	45-54	362,580	0.0137	27	30
British Columbia	Females	55-64	314,290	0.0119	24	26
British Columbia	Females	65+	371,955	0.014	28	30
Territories	Male/Female	18+	76,790	0.0025	5	6
Total			**2,005**		**2,011**	