

EXECUTIVE SUMMARY

Nielsen is pleased to present this report to the Bank of Canada highlighting the findings from the national online survey conducted as part of the 2016 Public Consultation on the 2018 Bank Note to feature an iconic Canadian woman.

Specifically, the Bank was interested in knowing Canadians' opinions on this subject to a very high degree of certainty. The information gained through this phase of the public consultation will be used to inform the independent Advisory Council of public opinion regarding the nominees longlisted for consideration on the bank note.

To meet the research objectives, an online survey was conducted among Canadian adults, aged 18 and over who are on Nielsen's proprietary online panel. A total of 2,023 surveys were conducted between May 2 and 10, 2016 (in English and French) and took an average of 11 minutes to complete. Minimal weights have been applied to the data to reflect the demographic composition of the Canadian population using 2011 Census data. Because the sample is based on those who initially self-selected for participation in the panel, no estimates of sampling error can be calculated. A detailed description of the survey methodology used to complete this research, including sample design, survey administration, and response rates, is outlined in the following section.

Key findings from the online survey include:

- **All nominees received support from different respondents though some received a larger proportion than others.**
- **The nominees included most frequently in a respondent's top list were Elsie MacGill, Dr. Lotta Hitschmanova, Viola Desmond and Nellie McClung.** These are also the nominees who rank the highest in terms of those who emulate the four core values (i.e. "She broke or overcame barriers", "She is inspirational", "She made a significant change", and "She left a lasting legacy"). There was some variation between the nominees who ranked highest on each core value, but the group tended to remain the same.
- **There was some variation by age, gender and region.** For the most part, the variation was small, with the exception of region. Those who were recognized as having contributed to a specific region of Canada (ex. Quebec, Nova Scotia or Alberta) received higher rankings in those areas.
- **Name recognition does not necessarily translate to being ranked highly on who is most deserving of being on a bank note.** For example, Emily Carr and Lucy Maud Montgomery have the highest name recognition, but their biographies were less likely to be included in a respondent's list of top nominees.
- **Importantly, objections to the nominees are minimal; the vast majority of respondents had no objections to any nominee.** A higher frequency of objections to a particular nominee is related to higher name recognition.