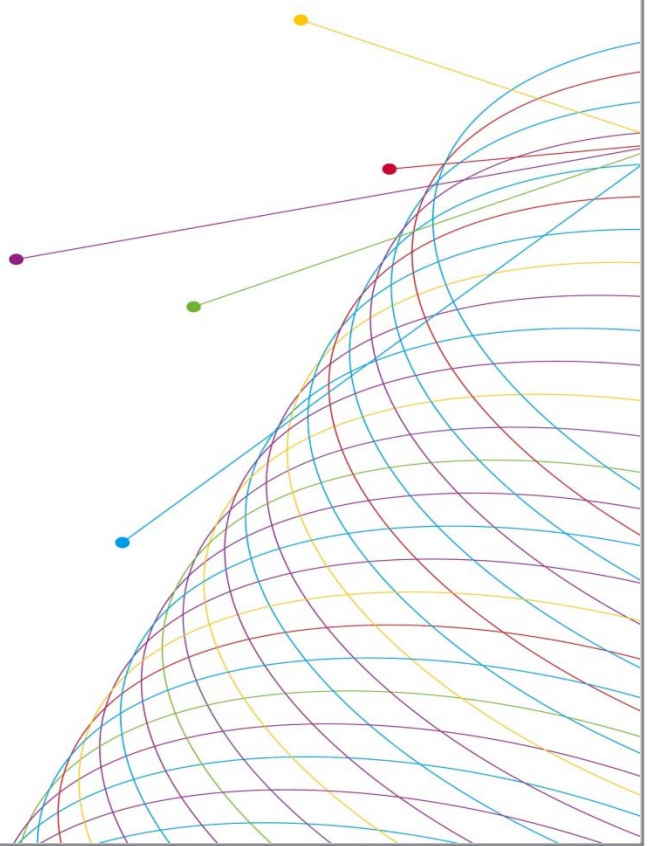


NATIONAL BANK NOTE PUBLIC CONSULTATION ONLINE SURVEY REPORT

PREPARED FOR: BANK OF CANADA
PREPARED BY: NIELSEN CONSUMER INSIGHTS

June 10, 2016



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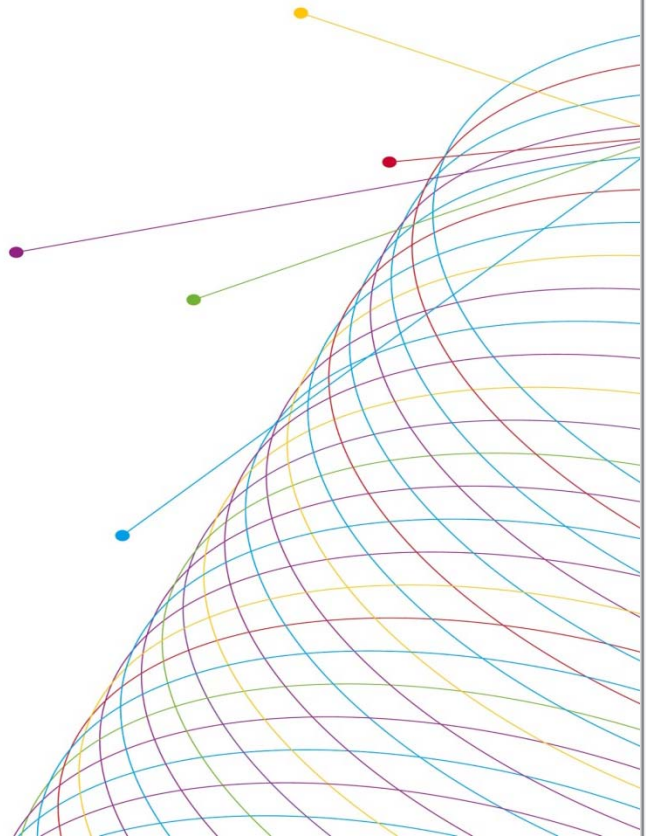


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EXECUTIVE SUMMARY

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.

INTRODUCTION

Nielsen is pleased to present this report to the Bank of Canada (the Bank) highlighting the findings from the National Bank Note Consultation Online Survey. It is based on quantitative research conducted with the Canadian public in order to assist in the selection of a Canadian woman to appear on a bank note to be issued in late 2018.

Background and Objectives

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

For this project, the Bank conducted 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

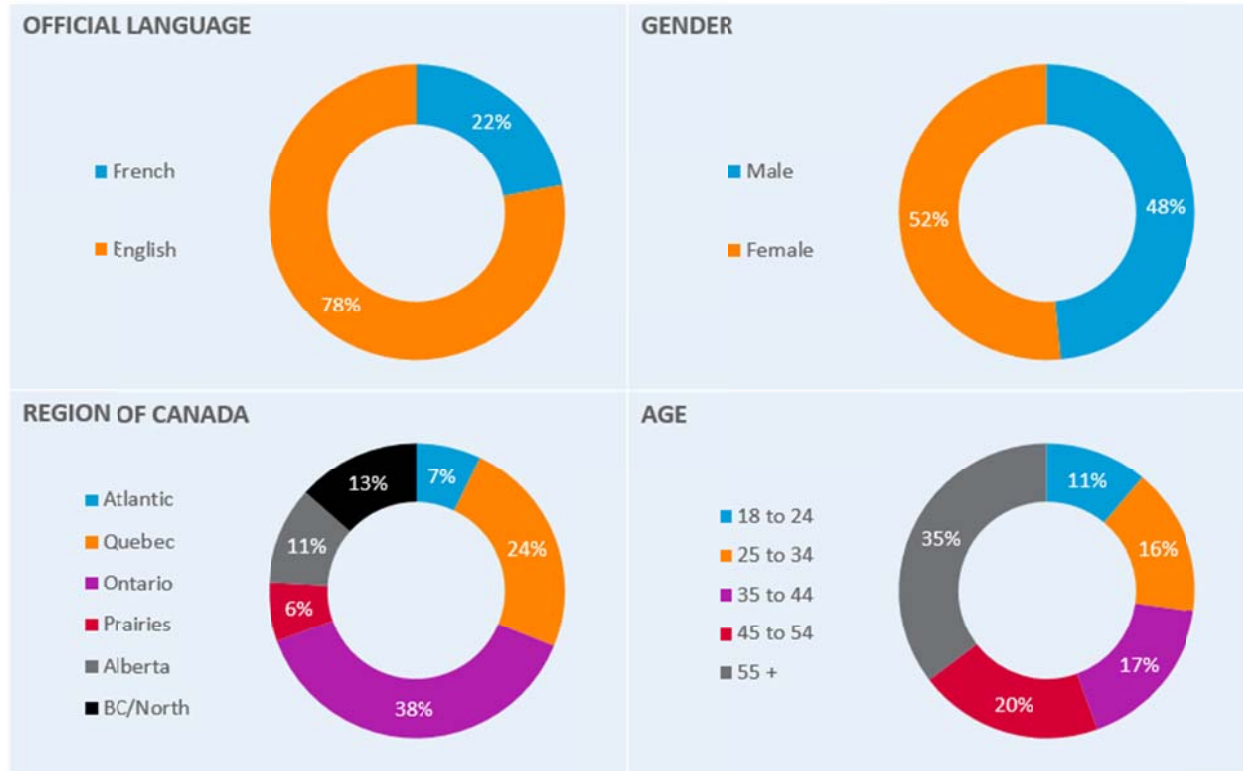
The Bank was interested in knowing Canadians' opinions on this subject to a very high degree of certainty. This report highlights the findings from the National Online Survey conducted by Nielsen on behalf of the Bank.

Methodology

Following the Public Nomination component of this research, the Bank's Advisory Council narrowed down the list of nominees to 12 names that best fit the nomination criteria. Public preferences for these names were then measured in an online survey of the Canadian public. Nielsen conducted a national online survey with Canadian residents 18 years of age or older. Specifically, 2,023 Canadians were interviewed online using Nielsen's proprietary online panel. The survey was launched May 2, 2016 and closed May 10, 2016.

Demographic Profile of Respondents

Demographic profiles of respondents are shown below. Quotas were used to ensure that the demographic profile of respondents was similar to that of the general population in terms of region, age and gender. The numbers presented below are weighted.



The main official language spoken by respondents by region is given below:

	Main Official Language	
	English	French
Overall	78%	22%
Atlantic	92%	8%
Quebec	14%	86%
Ontario	99%	1%
Prairies	99%	1%
BC	100%	0%

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.

In total, 2,023 respondents completed the survey. Details regarding our sampling approach, as well as completed surveys, are included below:

Province	Age	Gender	Population Count	Population Proportion	Target Online	Actual Responses	
Atlantic	18-24	Males	102,220	0.0039	8	8	
		Females	99,505	0.0038	8	8	
	25-34	Males	126,135	0.0048	10	10	
		Females	135,270	0.0051	10	10	
	35-44	Males	147,945	0.0056	11	11	
		Females	159,240	0.006	12	12	
	45-54	Males	187,780	0.0071	14	14	
		Females	198,470	0.0075	15	15	
	55-64	Males	172,680	0.0065	13	13	
		Females	181,220	0.0068	14	14	
	65+	Males	170,840	0.0064	13	14	
		Females	211,045	0.008	16	16	
	Quebec	18-24	Males	350,310	0.0132	26	26
			Females	343,020	0.0129	26	28
25-34		Males	510,685	0.0193	39	39	
		Females	511,430	0.0193	39	38	
35-44		Males	510,740	0.0193	39	39	
		Females	508,305	0.0192	38	38	
45-54		Males	632,025	0.0238	48	49	
		Females	640,260	0.0242	48	48	
55-64		Males	535,965	0.0202	40	40	
		Females	556,145	0.021	42	44	
65+		Males	546,905	0.0206	41	45	
		Females	710,745	0.0268	54	55	
Ontario		18-24	Males	612,045	0.0231	46	46
			Females	591,410	0.0223	45	46
	25-34	Males	783,380	0.0296	59	59	
		Females	832,105	0.0314	63	63	
	35-44	Males	853,770	0.0322	64	64	
		Females	914,655	0.0345	69	69	
	45-54	Males	1,010,075	0.0381	75	75	
		Females	1,051,945	0.0397	78	79	
	55-64	Males	789,120	0.0298	60	60	
		Females	841,135	0.0317	62	62	

Province	Age	Gender	Population Count	Population Proportion	Target Online	Actual Responses	
	65+	Males	833,125	0.0314	63	66	
		Females	1,045,225	0.0394	77	77	
Prairies	18-24	Males	292,285	0.011	22	19	
		Females	281,585	0.0107	21	20	
	25-34	Males	429,085	0.0163	33	33	
		Females	423,210	0.0159	32	32	
	35-44	Males	399,200	0.0151	31	32	
		Females	395,440	0.0149	30	30	
	45-54	Males	447,260	0.0169	34	35	
		Females	445,250	0.0168	34	35	
	55-64	Males	346,295	0.0131	27	27	
		Females	345,330	0.0131	27	28	
	65+	Males	327,735	0.0123	25	25	
		Females	404,135	0.0153	30	30	
	British Columbia	18-24	Males	199,360	0.0075	15	15
			Females	191,625	0.0072	14	14
25-34		Males	278,720	0.0105	21	21	
		Females	286,065	0.0108	22	22	
35-44		Males	286,900	0.0108	22	22	
		Females	307,740	0.0116	23	23	
45-54		Males	342,630	0.0129	26	26	
		Females	362,580	0.0137	27	27	
55-64		Males	300,100	0.0113	23	23	
		Females	314,290	0.0119	24	25	
65+		Males	316,760	0.012	24	25	
		Females	371,955	0.014	28	28	
Territories						6	6
Total:					2,006	2,023	

Questionnaire Design

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

Survey Administration

Nielsen's proprietary panel members were invited to complete the survey. The online survey was completed between May 2 and May 10, 2016 and took an average of 11 minutes to complete.

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 Marketing Research and Intelligence Association's (MRIA) [Research Registration System](#).

Nielsen used Conformat's *Horizons* program for online data collection. The software provided complete control over skip patterns and valid ranges for responses, which leads to higher quality data collected.

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 were provided. Our 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: Because Conformat's software controls the questionnaire flow and data entry, data are typically quite clean from the outset. However, Nielsen analysts follow these steps when cleaning data files:

- Ensure that all coded questions have updated codes and multiple mentions do not have duplicate codes;
- Create all new variables as a result of programming;
- Confirm that all relevant variables are included in the data file;
- Final frequency check (for out-of-range values) and recodes created, including those for outliers;
- Verify that variable names and question numbers match the final version of the questionnaire; and
- Create and verify new variable creations (against source variables) as outlined in the analysis plan and perform spell check on all variables.

Weighting: At the conclusion of the data collection and cleaning, Nielsen weighted the data by each stratum (in this case, region, age and gender) to reflect the actual proportions found in the population based on 2011 Census data. This ensured the demographic and regional profile of the respondents matches that of the general population as closely as possible. Given the final sample distribution, minimal weights were applied to correct over or under representation.

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.

Response Rate

Nielsen's router technology does not allow for the calculation of response rates at the survey level as respondents are being sent email on a rolling basis and then invited to participate in a survey which they are qualified for. The measure used to determine completion in a specific time period is Completion Conversion. Completion Conversion looks at how many people it takes to start a survey to yield the number of completes needed. For this project, the routing system needed 4,257 survey starts (people who entered the routing system on a random basis and qualified for this survey so were sent to it) to yield the 2,023 completed interview. This means that this study had a 46% conversion rate.

Outcome	Total
Total Survey Starts (A)	4,257
Incomplete (started but did not finish)	276
Disqualified (employment/age/location)	12
Quota full	1,946
Completed Interviews (B)	2,023
Completion Conversion Rate = (B)/(A)	46%

Non-Response Bias

Response from our online panel is predictable and manageable and a randomly assigned, stratified sample of panel members was invited to participate. To the extent that non-response bias is a concern with panel members, it is measured using the completion conversion rate. In order to maximize the completion conversion rate while undertaking the study, the following steps were taken:

- The survey was pre-tested in the form of a soft launch to help identify and mitigate any issues with the questionnaire that would pose barriers to participation;
- The data was monitored internally on a daily basis throughout the field period, allowing for regional and demographic targeting to ensure quotas are filled efficiently;
- Respondents were able to complete the survey in multiple sessions by picking up where they left off if they were unable to complete the survey in one session; and
- Panel members were provided with an incentive upon completion of the survey to increase interest and participation.

By implementing the above strategies, the completion conversion rate is maximized.

In Reading This Report

This report includes an executive summary and a detailed analysis of the survey results. Appended to this report is the questionnaire and biographies used to complete the survey.

Readers should keep in mind the following in reading this report:

- Percentages may not add up to 100 per cent due to rounding.
- The percentages shown for the highest response categories (sometimes referred to as “top 3 box” or “top 2 box”) were calculated by adding the raw scores and dividing by the total. As a result, they may be different from simply adding the percentages from the graph.
- Statistical significance testing has been applied to determine whether, statistically speaking, differences exist between comparison groups or if two numbers can be considered statistically the same. Cells highlighted in orange indicate numbers that are significantly higher at the 95% level, while cells highlighted in purple indicate numbers that are significantly lower at the 95% level.
- Some percentages have been rebased to reflect the entire sample population rather than only those who selected a particular nominee to evaluate.
- When ranking nominees, those ranked first were assigned a value of 1, those ranked second, a value of 2, etc. Thus, when mean scores are presented, a lower mean score indicates a higher ranking.
- Names of nominees were not disclosed along with the biography so emphasis could be placed on achievements and not name recognition. The below table outlines the names associated with nominees tested:

Nominee	Name
J – Artist	Pitseolak Ashoona
K – Artist	Emily Carr
L – Social Reformer and Politician	Thérèse Casgrain
M – Activist	Viola Desmond
N – Humanitarian	Dr. Lotta Hitschmanova
O – Poet	E. Pauline Johnson (Tekahionwake)
P – Engineer	Elizabeth (Elsie) MacGill
Q – Suffragette	Nellie McClung
R – Author	Lucy Maud Montgomery
S – Athlete	Fanny (Bobbie) Rosenfeld
T – Author	Gabrielle Roy
U – Suffragette	Idola Saint-Jean

DETAILED FINDINGS

This report is divided into four sections. The first presents an overview of survey participants' top nominees. The next section explores respondents' perceptions of nominees based on 4 core values. The third section reviews respondents' level of awareness of the top twelve nominees. The last section reviews respondents' level of objection towards any nominees.

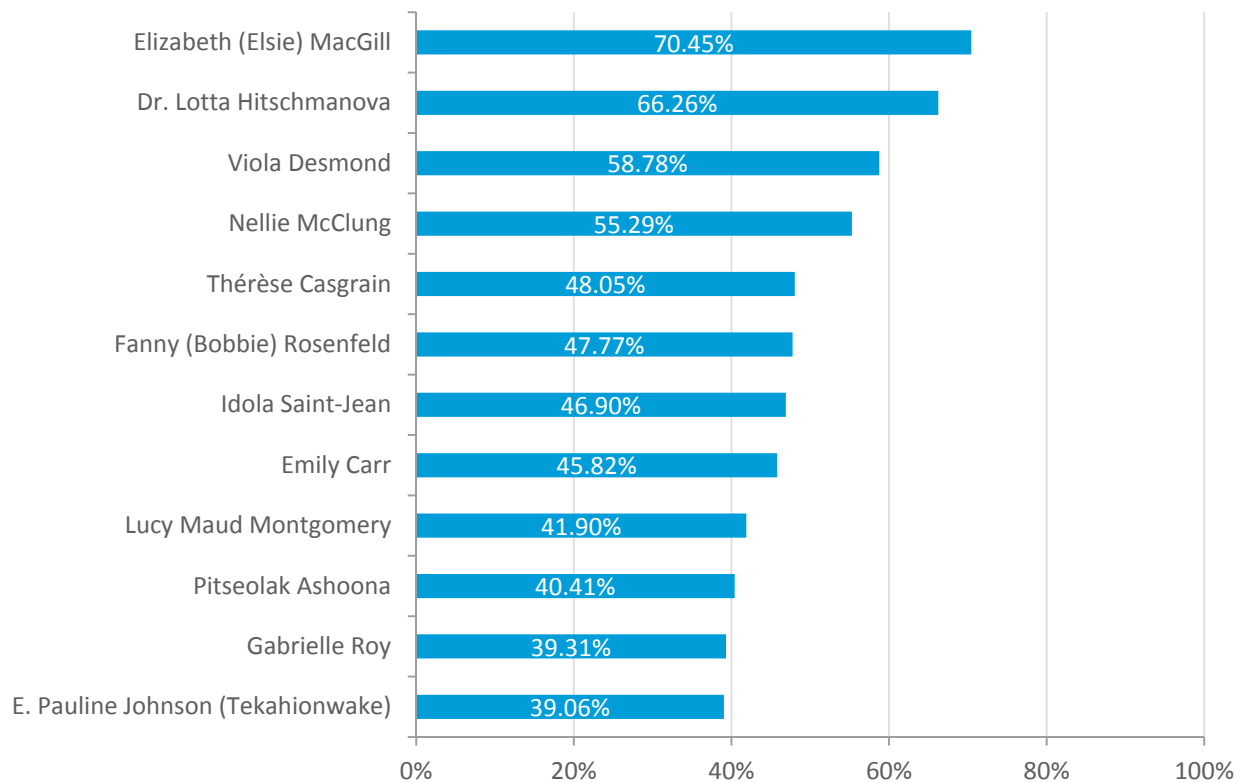
Selecting Nominees

The survey began by capturing survey respondents' support for the nominees based on a description of their biographies. Survey respondents were asked to select their top six (of 12) preferred nominees.

The majority of survey respondents include Elsie MacGill (70%), Dr. Lotta Hitschmanova (66%), Viola Desmond (59%) and Nellie McClung (55%) in their list of top six preferred nominees based on their biographies. The remaining nominees have a range of support from respondents, from 39% for Pauline Johnson to 48% for Thérèse Casgrain.

When looking at results by age, gender and region, there are some differences in the level of preference for each nominee. Though differences exist by demographic group, the overall findings are generally the same. Among most demographics, the nominees chosen to be included in a top six list most frequently are Elsie MacGill, Dr. Lotta Hitschmanova, Viola Desmond and Nellie McClung. Quebec is the exception where Thérèse Casgrain and Idola Saint-Jean replace Elsie MacGill and Nellie McClung in preference.

Within each nominee, Elsie MacGill is more likely to be in the top six list among those 25 to 34 years of age (77%) compared to other age groups, but is less likely to be in the top six list among those in Quebec (60%) compared to other regions. Including Dr. Lotta Hitschmanova in a top six list is consistent among age groups and gender, though Ontarians are less likely to include this nominee in their list (61%) compared to other regions of the country. Women (62%) are more likely than men (56%) to include Viola Desmond in their top six list; by region, Viola Desmond is more likely to have support in the Atlantic (65%) and Quebec (63%) and less likely to have support in BC and the territories (54%). Nellie McClung is less likely to be included in a top six list among those 18 to 34 (50%) compared to other age groups, but is more likely to have support among women (58%) compared to men (52%) and those in the Prairies (69%) compared to other regions, particularly Quebec (43%).

Graph 1: Top Six Nominees Based on Biographies

Base: All Respondents (n=2,023)

Q1. Based on the biographies provided, please choose six nominees you feel are most deserving of being on the bank note.

Table 1: Top Six Nominees Based on Biographies – Results by Demographics

	Nominee											
	J	K	L	M	N	O	P	Q	R	S	T	U
	Ashoona	Carr	Casgrain	Desmond	Hitschmanova	Johnson	MacGill	McClung	Montgomery	Rosenfeld	Roy	Saint-Jean
Total	40.41%	45.82%	48.05%	58.78%	66.26%	39.06%	70.45%	55.29%	41.90%	47.77%	39.31%	46.90%
Age												
18-24	38.00%	40.47%	54.97%	64.25%	69.44%	38.14%	66.35%	50.19%	33.57%	46.86%	41.91%	55.85%
25-34	41.06%	41.08%	53.30%	58.46%	64.52%	38.00%	77.11%	50.18%	42.71%	44.51%	36.06%	53.00%
35-44	37.20%	43.91%	47.73%	56.22%	67.37%	38.11%	71.93%	53.74%	41.75%	53.06%	41.50%	47.47%
45-54	41.64%	48.55%	46.34%	60.75%	65.25%	35.92%	68.71%	59.20%	44.85%	47.34%	37.88%	43.56%
55+	41.74%	49.08%	44.54%	57.24%	66.07%	42.08%	69.02%	57.79%	42.64%	47.25%	39.72%	42.83%
Gender												
Male	40.64%	45.21%	48.73%	55.86%	65.00%	40.79%	68.70%	52.13%	44.31%	53.55%	40.99%	44.09%
Female	40.19%	46.38%	47.42%	61.51%	67.45%	37.44%	72.09%	58.24%	39.65%	42.35%	37.75%	49.53%
Region												
Atlantic	46.01%	47.00%	43.35%	64.55%	73.37%	38.51%	70.23%	54.47%	48.49%	42.91%	29.13%	41.98%
Quebec	34.57%	34.65%	65.14%	62.57%	68.89%	31.31%	59.60%	43.29%	34.63%	49.29%	54.12%	61.94%
Ontario	43.20%	50.52%	42.54%	56.26%	61.21%	45.19%	73.23%	55.75%	43.88%	46.88%	38.56%	42.78%
Prairies	38.04%	44.00%	40.27%	60.78%	70.02%	35.23%	74.73%	68.58%	44.04%	49.73%	32.44%	42.14%
BC/Terr	42.83%	54.05%	45.53%	53.90%	67.51%	40.58%	76.38%	59.00%	43.09%	47.67%	28.83%	40.64%

Base: All Respondents (n=2,023)

Q1. Based on the biographies provided, please choose six nominees you feel are most deserving of being on the bank note. Statistical significance testing is applied using a demographic group as a comparison group within each nominee.

Survey respondents were then asked to narrow their list of six nominees to the four nominees that they felt were the most deserving of being on the 2018 bank note. This approach was done to make it easier for respondents to choose nominees; choosing four from a list of six is easier than choosing four from a list of 12.

More than half of survey respondents include Elsie MacGill (54%) and Dr. Lotta Hitschmanova (52%) in their top four nominees based on their biographies. The remaining nominees have a range of support from respondents, from 22% for Gabrielle Roy to 40% for Viola Desmond.

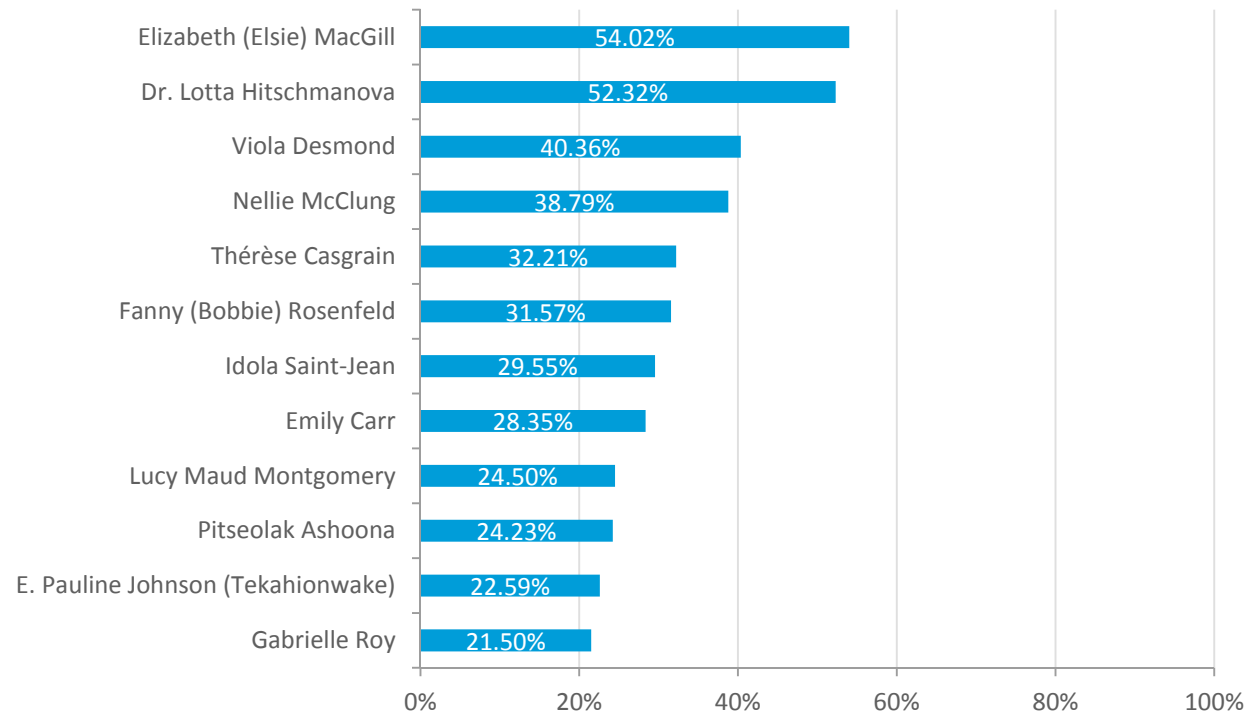
When looking at results by age, gender and region, there are some differences in the level of preference for each nominee. Though differences exist by demographic group, the overall findings are generally the same. Among most demographics, the nominees chosen to be included in a top four list most frequently are Elsie MacGill and Dr. Lotta Hitschmanova. Quebec is the exception where Thérèse Casgrain replaces Elsie MacGill in preference.

Within each nominee, Elsie MacGill is more likely to be in the top four list among those 25 to 34 years of age (61%) compared to other age groups, and among women (57%) compared to men (51%), but is less likely to be in the top four list among those in Quebec (39%) compared to other regions. Including Dr.

Lotta Hitschmanova in a top four list is consistent among age groups and gender, though Ontarians are less likely to include this nominee in their list (47%) compared to other regions of the country.

These results reflect a similar distribution of preference to the top six ranking of nominees.

Graph 2: Top Four Nominees Based on Biographies



Base: All Respondents (n=2,023)

Q2. Of the six biographies you have chosen, choose four that are most deserving of being on the bank note.

Table 2: Top Four Nominees Based on Biographies – Results by Demographics

	Nominee											
	J	K	L	M	N	O	P	Q	R	S	T	U
	Ashoona	Carr	Casgrain	Desmond	Hitschmanova	Johnson	MacGill	McClung	Montgomery	Rosenfeld	Roy	Saint-Jean
Total	24.23%	28.35%	32.21%	40.36%	52.32%	22.59%	54.02%	38.79%	24.50%	31.57%	21.50%	29.55%
Age												
18-24	17.92%	22.33%	38.08%	47.82%	56.52%	22.95%	53.45%	32.47%	18.79%	31.33%	23.65%	34.70%
25-34	26.41%	23.07%	34.84%	38.95%	51.94%	20.79%	60.88%	35.24%	25.79%	28.43%	19.45%	34.21%
35-44	21.76%	24.64%	30.95%	35.93%	52.60%	20.68%	55.75%	40.65%	26.14%	35.32%	23.16%	32.43%
45-54	24.07%	31.27%	32.23%	46.14%	52.97%	20.54%	52.16%	41.69%	24.30%	29.93%	18.25%	26.46%
55+	26.56%	32.85%	29.70%	37.42%	50.61%	25.38%	51.31%	39.92%	25.10%	32.21%	22.80%	26.13%
Gender												
Male	25.36%	28.80%	32.90%	36.32%	51.17%	24.64%	51.26%	34.38%	26.45%	37.52%	23.43%	27.77%
Female	23.18%	27.94%	31.57%	44.14%	53.39%	20.67%	56.60%	42.91%	22.68%	25.99%	19.70%	31.22%
Region												
Atlantic	29.72%	23.81%	21.76%	51.05%	56.52%	24.60%	59.78%	36.14%	29.62%	31.00%	16.74%	19.25%
Quebec	20.27%	20.24%	52.30%	42.57%	54.97%	16.17%	39.07%	26.44%	17.22%	33.91%	31.44%	45.40%
Ontario	24.40%	33.04%	26.48%	39.34%	47.38%	25.82%	57.46%	38.26%	28.48%	30.00%	22.37%	26.97%
Prairies	24.91%	23.10%	24.83%	41.01%	57.28%	19.54%	57.99%	55.63%	25.22%	31.71%	14.51%	24.27%
BC/Terr	26.97%	38.53%	27.43%	33.20%	53.14%	27.72%	62.79%	42.44%	22.45%	32.11%	12.51%	20.70%

Base: All Respondents (n=2,023)

Q2. Of the six biographies you have chosen, choose four that are most deserving of being on the bank note.

Statistical significance testing is applied using a demographic group as a comparison group within each nominee.

Core Values

Following the ranking exercise, respondents were asked to rank their top four nominees based on the following four values:

- She broke or overcame barriers
- She is inspirational
- She made a significant change
- She left a lasting legacy

SHE BROKE OR OVERCAME BARRIERS

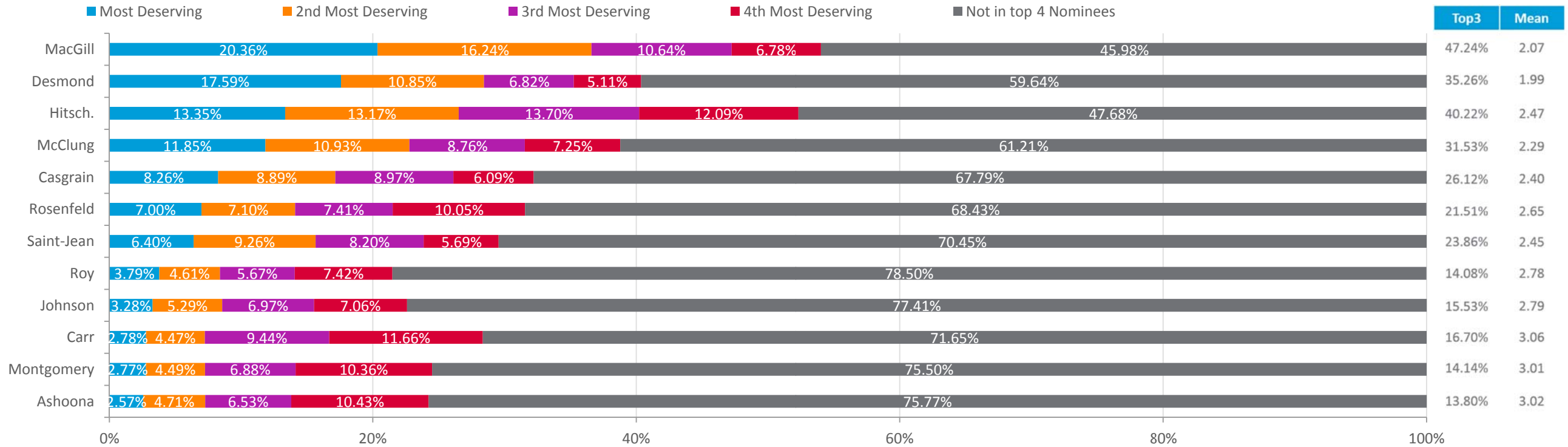
When asked to rank their top four nominees considering the value “she broke or overcame barriers”, Elsie MacGill was ranked by survey respondents as most deserving (20%) and in the top three most deserving (47%). This a reflection of both the likelihood of Elsie being included in a respondent’s top four list and of the high proportion of respondents ranking her as most deserving; when considering the proportion of valid ranking responses (i.e. the proportion who ranked her as first, second, third and fourth most deserving), Elsie has a mean score of 2.07. Viola Desmond receives the second highest ranking, with 18% of respondents considering her as the most deserving woman who “broke or overcame barriers” and 35% including her in their top three most deserving. With a mean score of 1.99,

Viola Desmond is the nominee with is more likely to be ranked as the most deserving if she is in a respondent's top four list. By contrast, Dr. Lotta Hitschmanova has a high percentage of rankings (40% of respondents place her in the top three on this measure), a mean score of 2.47 reveals that she is equally likely to be ranked in the top two as she is to be ranked in the third and fourth spot. Other nominees have a range of 14% in the top three most deserving and a mean score of 3.02 for Pitseolak Ashoona to 32% and a mean score of 2.29 for Nellie McClung.

When looking at results by age, gender and region, there are some differences in those who assign a nominee as the most deserving based on "she broke or overcame barriers". Though differences exist by demographic group, the overall findings are generally the same. Among most demographics, the nominees chosen to be included in a top four list most frequently are Elsie MacGill and Viola Desmond. Quebec is the exception where Thérèse Casgrain replaces Elsie MacGill as the most deserving nominee.

Within each nominee, Elsie MacGill is consistently ranked as the most deserving by most demographic groups though she is less likely to be ranked the highest in Quebec (10%) compared to other regions. Viola Desmond is more likely to be ranked as the most deserving nominee on this measure by those who are 45 to 54 years of age and less likely by those who are 25 to 34 years of age; women (20%) are more likely than men (15%) to rank her as the most deserving while those in the Atlantic (32%) are more likely than other regions, particularly Quebec, to rank her as the most deserving on this measure. Dr. Lotta Hitschmanova has consistent rankings among most demographics, though she is more likely to be ranked as the most deserving in Quebec (18%) than in other regions.

Graph 3: Ranking of Nominees based on “She Broke or Overcame Barriers”



Base: All Respondents (n=2,023)

Q3. To the best of your knowledge, please rank each of your top four nominees based on “She broke or overcame barriers”.

Table 3: Ranking of Nominees based on “She Broke or Overcame Barriers” – Most Deserving Based on Demographics

	Nominee											
	J	K	L	M	N	O	P	Q	R	S	T	U
	Ashoona	Carr	Casgrain	Desmond	Hitschmanova	Johnson	MacGill	McClung	Montgomery	Rosenfeld	Roy	Saint-Jean
Total	2.57%	2.78%	8.26%	17.59%	13.35%	3.28%	20.36%	11.85%	2.77%	7.00%	3.79%	6.40%
Age												
18-24	2.19%	1.76%	8.62%	19.62%	12.41%	2.61%	18.37%	11.01%	2.10%	10.76%	4.78%	5.77%
25-34	4.14%	2.60%	9.11%	13.57%	14.68%	2.88%	20.76%	10.35%	4.01%	6.19%	4.22%	7.49%
35-44	3.17%	2.05%	9.51%	15.30%	15.75%	3.77%	19.22%	10.01%	2.98%	7.25%	3.51%	7.48%
45-54	1.75%	2.67%	6.72%	20.80%	13.50%	5.43%	20.42%	9.92%	3.18%	5.18%	3.94%	6.48%
55+	2.16%	3.62%	8.02%	18.05%	11.81%	2.21%	21.32%	14.78%	2.09%	7.08%	3.33%	5.55%
Gender												
Male	3.14%	2.96%	8.99%	15.11%	12.87%	3.88%	20.87%	10.80%	2.90%	8.31%	4.49%	5.68%
Female	2.04%	2.61%	7.57%	19.91%	13.80%	2.72%	19.88%	12.83%	2.65%	5.79%	3.14%	7.07%
Region												
Atlantic	3.41%	2.21%	2.26%	32.12%	13.86%	1.57%	20.32%	6.93%	3.95%	8.49%	1.07%	3.82%
Quebec	2.46%	1.63%	18.37%	14.34%	17.62%	2.05%	9.81%	5.11%	1.23%	9.66%	5.10%	12.64%
Ontario	2.61%	2.60%	4.56%	18.81%	11.74%	4.70%	23.15%	13.05%	4.06%	5.45%	4.05%	5.22%
Prairies	1.71%	2.64%	5.34%	16.16%	11.49%	2.46%	24.15%	18.88%	3.20%	6.78%	3.72%	3.46%
BC/Terr	3.34%	5.85%	7.40%	14.39%	12.52%	3.34%	26.23%	14.01%	0.73%	6.27%	2.22%	3.70%

Base: All Respondents (n=2,023)

Q3. To the best of your knowledge, please rank each of your top four nominees based on “She broke or overcame barriers”. Statistical significance testing is applied using a demographic group as a comparison group within each nominee.

SHE IS INSPIRATIONAL

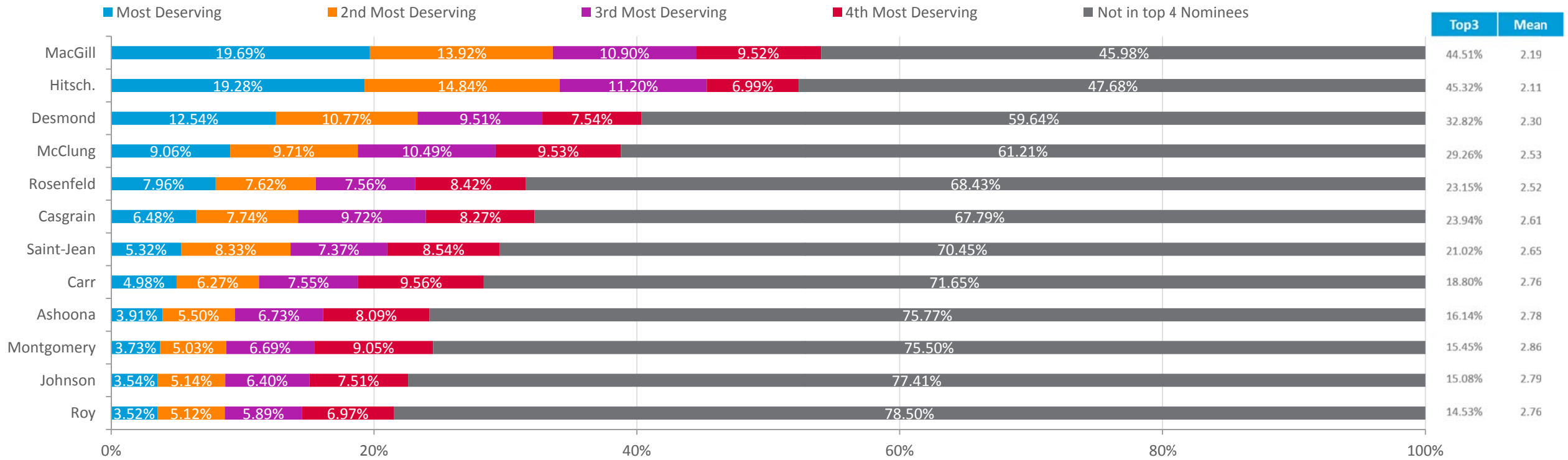
When asked to rank their top four nominees considering the value “she is inspirational”, Elsie MacGill is again ranked most frequently by survey respondents as most deserving (20%) and almost half of respondents (45%) place her in the top three most deserving on this measure. Her mean score is 2.19 of valid ranking responses. However, Dr. Lotta Hitschmanova is also ranked by 19% of survey respondents as most deserving on this measure, and is placed in the top three most deserving by 45% of survey respondents. With a mean score of 2.11, Dr. Lotta Hitschmanova is the nominee who is more likely to be ranked as the most deserving if she is in a respondent’s top four list. Other nominees have a range of 15% in the top three most deserving and a mean score of 2.76 for Gabrielle Roy to 33% and a mean score of 2.30 for Viola Desmond.

When looking at results by age, gender and region, there are some differences in those who assign a nominee as the most deserving based on “she is inspirational”. Though differences exist by demographic group, the overall findings are generally the same. Among most demographics, the nominees chosen to be included in a top four list most frequently are Elsie MacGill and Dr. Lotta Hitschmanova. The Atlantic

region is an exception, where Viola Desmond replaces Dr. Lotta Hitschmanova, as well as Quebec where Thérèse Casgrain replaces Elsie MacGill as the most deserving nominee.

Within each nominee, Elsie MacGill is consistently ranked as the most deserving by most demographic groups though she is more likely to be ranked as most deserving by those who are 25 to 34 years of age (26%) compared to other age groups and less likely to be ranked the highest in Quebec (10%) compared to other regions. Dr. Lotta Hitschmanova has consistent rankings among most demographics, though she is less likely to be ranked as the most deserving by those who are 55 years of age or older (17%) than by other age groups.

Graph 4: Ranking of Nominees based on “She is Inspirational”



Base: All Respondents (n=2,023)

Q4. To the best of your knowledge, please rank each of your top four nominees based on “She is inspirational”.

Table 4: Ranking of Nominees based on “She is Inspirational” – Most Deserving Based on Demographics

	Nominee											
	J	K	L	M	N	O	P	Q	R	S	T	U
	Ashoona	Carr	Casgrain	Desmond	Hitschmanova	Johnson	MacGill	McClung	Montgomery	Rosenfeld	Roy	Saint-Jean
Total	3.91%	4.98%	6.48%	12.54%	19.28%	3.54%	19.69%	9.06%	3.73%	7.96%	3.52%	5.32%
Age												
18-24	3.72%	3.40%	7.18%	16.71%	17.05%	3.48%	18.16%	7.87%	4.06%	8.61%	2.84%	6.92%
25-34	5.18%	1.86%	5.90%	10.28%	18.36%	3.48%	25.83%	7.23%	4.93%	5.86%	4.87%	6.21%
35-44	3.56%	5.03%	5.31%	9.84%	22.30%	3.45%	20.71%	8.14%	4.57%	9.33%	2.95%	4.82%
45-54	4.03%	5.51%	4.71%	14.16%	22.31%	4.33%	17.80%	8.74%	2.23%	8.02%	3.20%	4.96%
55+	3.48%	6.60%	8.08%	12.58%	17.27%	3.18%	17.97%	10.89%	3.52%	8.01%	3.59%	4.83%
Gender												
Male	4.07%	5.41%	5.93%	10.23%	18.01%	4.32%	20.45%	8.15%	3.70%	10.63%	4.69%	4.40%
Female	3.75%	4.58%	6.99%	14.70%	20.47%	2.81%	18.98%	9.90%	3.75%	5.46%	2.43%	6.17%
Region												
Atlantic	2.04%	4.77%	2.14%	20.61%	17.81%	3.22%	25.61%	8.39%	6.03%	4.80%	0.88%	3.71%
Quebec	3.69%	3.27%	14.68%	11.43%	20.16%	2.66%	10.20%	3.06%	1.62%	10.66%	6.12%	12.44%
Ontario	4.44%	4.43%	3.65%	12.95%	18.57%	3.66%	21.55%	11.73%	4.45%	7.28%	3.91%	3.38%
Prairies	3.62%	3.73%	3.73%	11.09%	20.60%	3.93%	23.02%	12.53%	4.51%	8.84%	1.67%	2.74%
BC/Terr	4.10%	11.33%	5.52%	11.05%	18.83%	4.45%	24.02%	8.10%	3.31%	5.57%	1.48%	2.24%

Base: All Respondents (n=2,023)

Q4. To the best of your knowledge, please rank each of your top four nominees based on “She is inspirational”.

Statistical significance testing is applied using a demographic group as a comparison group within each nominee.

SHE MADE SIGNIFICANT CHANGE

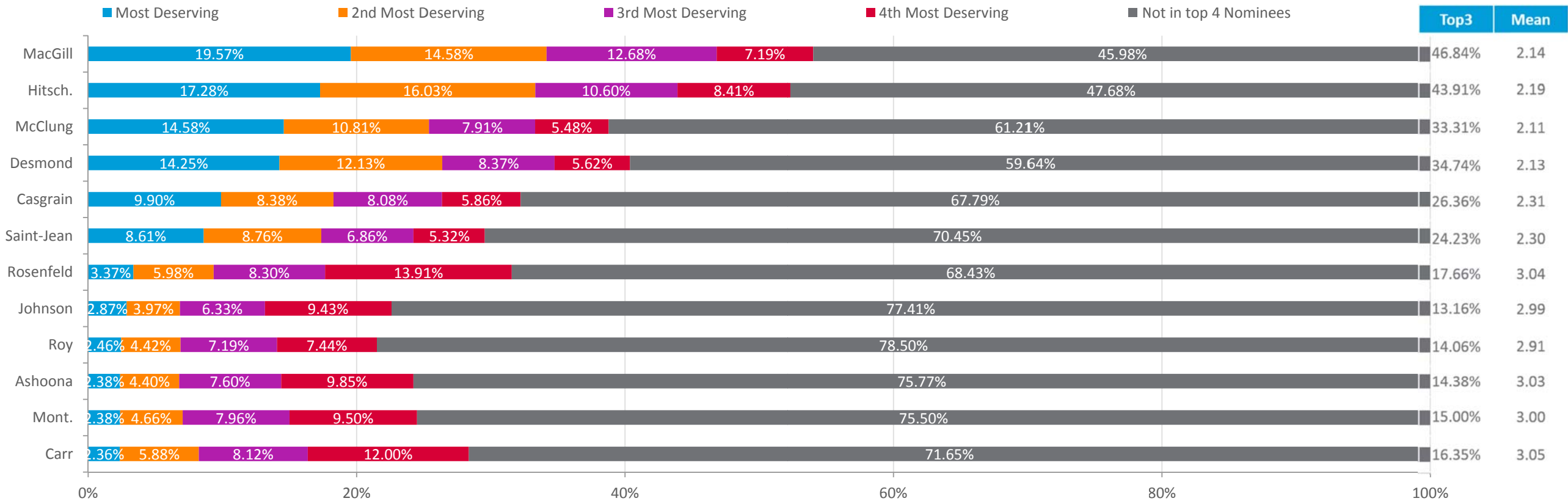
When asked to rank their top four nominees considering the value “she made a significant change”, respondents rank Elsie MacGill as most deserving (20%) and almost half of respondents (47%) place her in the top three most deserving on this measure. Her mean score is 2.14 of valid ranking responses. Dr. Lotta Hitschmanova is ranked by 17% of survey respondents as most deserving on this measure, and is placed in the top three most deserving by 44% of survey respondents. Her mean score of valid ranking responses is 2.19. Both Nellie McClung and Viola Desmond receive a high ranking on this measure, with each being ranked as most deserving by 15% and 14% of respondents, respectively, and with 33% and 35%, respectively, including them in their top three ranking on this measure. With a mean score of 2.11, Nellie McClung is the nominee who is more likely to be ranked as the most deserving if she is in a respondent’s top four list, followed closely by Viola Desmond with 2.13. Other nominees have a range of 13% in the top three most deserving and a mean score of 2.99 for Pauline Johnson to 26% and a mean score of 2.31 for Thérèse Casgrain.

When looking at results by age, gender and region, there are some differences in those who assign a nominee as the most deserving based on “she made a significant change”. Though differences exist by

demographic group, the overall findings are generally the same. Among most demographics, the nominees to be ranked as the most deserving of being on a bank note are Elsie MacGill and Dr. Lotta Hitschmanova. Quebec is an exception, where Thérèse Casgrain and Idola Saint-Jean have the highest rankings, as well as Ontario where Nellie McClung replaces Dr. Lotta Hitschmanova as the most deserving nominee.

Within each nominee, Elsie MacGill is consistently ranked as the most deserving by most demographic groups though she is more likely to be ranked as most deserving by men (21%) compared to women and less likely to be ranked the highest by 18 to 24 year olds (9%) compared to other age groups and in Quebec (10%) compared to other regions. Dr. Lotta Hitschmanova has consistent rankings among all demographics.

Graph 5: Ranking of Nominees based on “She Made Significant Change”



Base: All Respondents (n=2,023)

Q5. To the best of your knowledge, please rank each of your top four nominees based on “She made significant change”.

Table 5: Ranking of Nominees based on “She Made Significant Change” – Most Deserving Based on Demographics

	Nominee											
	J	K	L	M	N	O	P	Q	R	S	T	U
	Ashoona	Carr	Casgrain	Desmond	Hitschmanova	Johnson	MacGill	McClung	Montgomery	Rosenfeld	Roy	Saint-Jean
Total	2.38%	2.36%	9.90%	14.25%	17.28%	2.87%	19.57%	14.58%	2.38%	3.37%	2.46%	8.61%
Age												
18-24	3.33%	2.58%	12.91%	18.08%	18.70%	3.56%	9.46%	14.20%	2.08%	4.21%	2.64%	8.26%
25-34	4.45%	2.17%	10.99%	11.10%	15.57%	2.78%	23.27%	10.45%	4.29%	1.97%	2.97%	9.99%
35-44	2.96%	1.18%	9.45%	14.45%	18.44%	2.30%	20.61%	12.94%	2.20%	4.08%	1.85%	9.53%
45-54	1.46%	2.65%	7.64%	14.85%	18.41%	4.18%	19.30%	15.44%	2.49%	3.74%	2.63%	7.21%
55+	1.38%	2.77%	9.92%	14.00%	16.39%	2.20%	20.84%	16.89%	1.62%	3.19%	2.36%	8.45%
Gender												
Male	3.26%	2.85%	9.99%	12.06%	17.82%	3.63%	21.45%	11.84%	2.78%	3.48%	3.05%	7.79%
Female	1.57%	1.89%	9.81%	16.30%	16.77%	2.15%	17.82%	17.15%	2.00%	3.28%	1.90%	9.38%
Region												
Atlantic	2.26%	1.25%	3.29%	21.42%	23.82%	2.01%	22.53%	11.87%	2.82%	2.88%	2.66%	3.20%
Quebec	2.65%	2.22%	22.24%	13.11%	16.81%	2.06%	10.06%	4.69%	2.03%	3.09%	3.27%	17.77%
Ontario	3.13%	2.07%	5.88%	14.29%	15.91%	3.38%	22.61%	16.84%	3.01%	3.52%	2.75%	6.63%
Prairies	0.81%	2.34%	5.56%	13.60%	17.29%	3.96%	20.78%	22.95%	1.99%	3.36%	1.96%	5.39%
BC/Terr	1.87%	4.01%	8.12%	13.29%	18.80%	1.89%	24.71%	16.59%	1.47%	3.73%	0.73%	4.79%

Base: All Respondents (n=2,023)

Q5. To the best of your knowledge, please rank each of your top four nominees based on “She made significant change”. Statistical significance testing is applied using a demographic group as a comparison group within each nominee.

SHE LEFT A LASTING LEGACY

When asked to rank their top four nominees considering the value “she left a lasting legacy”, Dr. Lotta Hitschmanova is ranked most frequently by survey respondents as most deserving (16%) and two in five respondents (42%) place her in the top three most deserving on this measure. Her mean score is 2.29 of valid ranking responses. Elsie MacGill is also ranked by 15% of survey respondents as most deserving on this measure, and is placed in the top three most deserving by 41% of survey respondents. Her mean score is 2.44. Nellie McClung is ranked by 13% of survey respondents as the most deserving and one in three (32%) places her in their top three. With a mean score of 2.23, Nellie McClung is the nominee who is more likely to be ranked as the most deserving if she is in a respondent’s top four list. Other nominees have a range of 14% in the top three most deserving and a mean score of 2.89 for Pauline Johnson to 32% and a mean score of 2.38 for Viola Desmond.

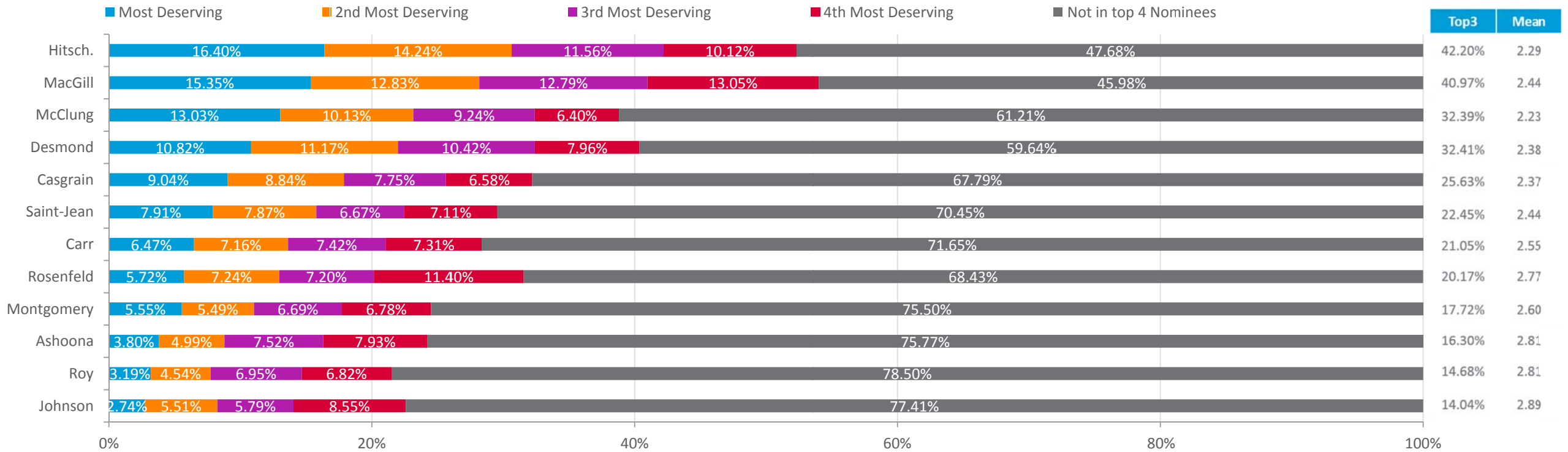
When looking at results by age, gender and region, there are some differences in those who assign a nominee as the most deserving based on “she made a significant change”. Though differences exist by demographic group, the overall findings are generally the same. Among most demographics, the

nominees to be ranked as the most deserving of being on a bank note are Dr. Lotta Hitschmanova and Elsie MacGill. Exceptions include:

- Those 18 to 24 and those in the Atlantic region who rank Viola Desmond highest than Elsie MacGill;
- Quebec where Thérèse Casgrain and Idola Saint-Jean have the highest rankings; and
- In the Prairies where Nellie McClung replaces Elsie MacGill.

Within each nominee, Dr. Lotta Hitschmanova is consistently ranked as the most deserving by most demographic groups though she is less likely to be ranked highest in Quebec (12%) compared to other regions. Elsie MacGill has consistent rankings among most demographics but is more likely to be ranked as most deserving by those who are 25 to 34 years of age (20%) compared to other age groups and less likely to be ranked the highest in Quebec (9%) compared to other regions.

Graph 6: Ranking of Nominees based on “She Left a Lasting Legacy”



Base: All Respondents (n=2,023)

Q6. To the best of your knowledge, please rank each of your top four nominees based on “She left a lasting legacy”.

Table 6: Ranking of Nominees based on “She Left a Lasting Legacy” – Most Deserving Based on Demographics

	Nominee											
	J	K	L	M	N	O	P	Q	R	S	T	U
	Ashoona	Carr	Casgrain	Desmond	Hitschmanova	Johnson	MacGill	McClung	Montgomery	Rosenfeld	Roy	Saint-Jean
Total	3.80%	6.47%	9.04%	10.82%	16.40%	2.74%	15.35%	13.03%	5.55%	5.72%	3.19%	7.91%
Age												
18-24	3.40%	2.22%	13.21%	15.81%	15.90%	3.06%	10.52%	11.50%	2.82%	8.69%	2.91%	9.95%
25-34	5.06%	4.96%	8.29%	8.83%	14.87%	2.46%	20.31%	9.09%	6.86%	7.44%	2.79%	9.04%
35-44	3.62%	4.64%	8.48%	10.31%	17.03%	2.60%	15.03%	13.81%	5.78%	5.71%	4.33%	8.66%
45-54	3.26%	7.38%	7.11%	13.24%	18.36%	3.48%	15.74%	13.62%	4.93%	4.48%	2.72%	5.68%
55+	3.75%	8.91%	9.39%	8.97%	15.83%	2.40%	14.58%	14.61%	6.07%	4.69%	3.18%	7.63%
Gender												
Male	3.80%	6.91%	8.90%	9.91%	17.44%	2.35%	15.41%	10.83%	6.42%	7.46%	4.35%	6.21%
Female	3.80%	6.06%	9.17%	11.66%	15.41%	3.10%	15.29%	15.08%	4.73%	4.10%	2.10%	9.49%
Region												
Atlantic	2.48%	5.37%	3.73%	24.85%	18.59%	1.36%	13.67%	6.00%	10.42%	7.39%	0.92%	5.22%
Quebec	3.27%	3.26%	21.24%	11.71%	12.47%	2.25%	9.02%	6.11%	1.42%	7.40%	5.29%	16.55%
Ontario	4.44%	6.52%	4.43%	10.21%	15.80%	3.52%	18.55%	15.00%	7.82%	4.82%	3.14%	5.73%
Prairies	3.73%	4.64%	6.56%	8.04%	20.40%	1.91%	15.50%	20.03%	4.86%	6.67%	3.18%	4.48%
BC/Terr	3.69%	15.00%	6.27%	7.42%	18.81%	3.00%	18.14%	14.40%	4.76%	3.32%	0.74%	4.45%

Base: All Respondents (n=2,023)

Q6. To the best of your knowledge, please rank each of your top four nominees based on “She left a lasting legacy”. Statistical significance testing is applied using a demographic group as a comparison group within each nominee.

Familiarity with Nominees

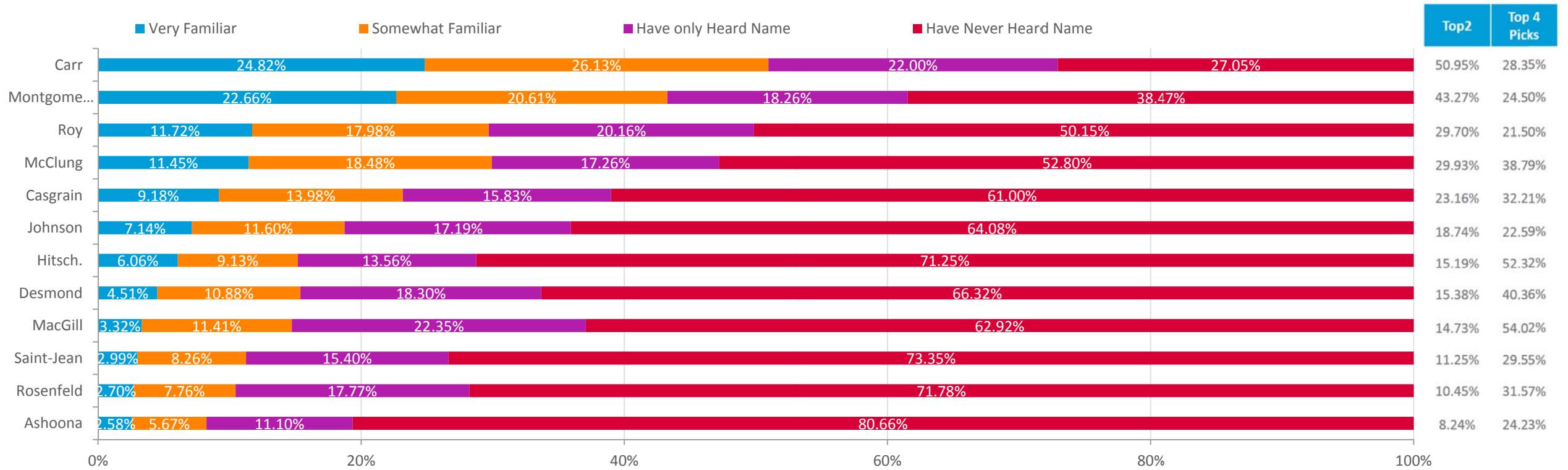
Survey respondents were then given the names of the 12 nominees and asked to rate their level of familiarity with each. Overall, name recognition was relatively low. Emily Carr received the highest recognition, with about three in four (73%) who recognize at least her name and about half (51%) who are familiar with her (either somewhat or very familiar). Lucy Maud Montgomery is the second most recognized nominee, with 62% recognizing at least her name and about two in five (43%) who are familiar with her. Gabrielle Roy and Nellie McClung have similar level of recognition, with about half recognizing at least their names and just under one-third who feel they are familiar with them. The remaining nominees have a range of familiarity from respondents, from 8% for Pitseolak Ashoona to 23% for Thérèse Casgrain.

The level of familiarity with a nominee's name does not necessarily align with a respondent's likelihood to have included a nominee in their top four list based on the biographies described. As an example, Emily Carr received the highest name recognition (51% familiar) while 28% of respondents included her in their top four list based on her achievements. Meanwhile, 14% are familiar with Elsie MacGill's name, but 54% of respondents included her in their top four list.

When looking at results by age, gender and region, there are some differences in the level of familiarity with each nominee's name. Though differences exist by demographic group, the overall findings are generally the same. Among most demographics, the nominees with the highest level of name recognition are Emily Carr and Lucy Maud Montgomery. A couple of exceptions exist. Those 18 to 24 years of age are more familiar with Nellie McClung than they are with Lucy Maud Montgomery while those in Quebec are more familiar with Gabrielle Roy and Thérèse Casgrain than either Emily Carr or Lucy Maud Montgomery.

Within each nominee, familiarity with Emily Carr is consistent among most demographic groups though she has higher familiarity among those 55 years of age and older (60%) compared to other age groups; as well familiarity Emily Carr is higher in BC and the Territories (85%) and lower in Quebec (19%). Lucy Maud Montgomery has higher familiarity among those 55 years of age and older (55%) and lower among those 18 to 24 (21%) while her familiarity is higher in Atlantic Canada (66%) and lower in Quebec (24%).

Graph 7: Familiarity with Nominees



Base: All Respondents (n=2,023)

Q7. How familiar are you with each of the following names?

Table 7: Familiarity with Nominees – Top 2 Box Based on Demographics

	Nominee											
	J	K	L	M	N	O	P	Q	R	S	T	U
	Ashoona	Carr	Casgrain	Desmond	Hitschmanova	Johnson	MacGill	McClung	Montgomery	Rosenfeld	Roy	Saint-Jean
Total	8.24%	50.95%	23.16%	15.38%	15.19%	18.74%	14.73%	29.93%	43.27%	10.45%	29.70%	11.25%
Age												
18-24	12.49%	45.83%	18.15%	19.93%	12.49%	16.21%	15.99%	27.98%	21.22%	14.84%	23.02%	15.40%
25-34	15.84%	43.71%	20.53%	18.93%	17.20%	13.50%	22.19%	29.58%	33.14%	16.50%	28.55%	16.80%
35-44	9.29%	44.44%	17.87%	17.09%	9.31%	11.06%	19.12%	22.38%	41.83%	11.29%	23.29%	11.36%
45-54	4.50%	49.46%	17.77%	13.66%	9.93%	12.47%	13.66%	23.27%	43.77%	7.14%	26.25%	8.17%
55+	5.02%	59.89%	31.60%	12.45%	20.96%	29.20%	9.41%	38.13%	55.48%	7.74%	37.43%	9.07%
Gender												
Male	10.72%	51.02%	25.65%	16.65%	18.64%	21.37%	16.27%	30.74%	42.06%	13.93%	31.15%	14.14%
Female	5.92%	50.88%	20.83%	14.20%	11.96%	16.28%	13.29%	29.17%	44.40%	7.19%	28.34%	8.54%
Region												
Atlantic	2.25%	46.91%	8.24%	34.36%	13.99%	9.41%	6.70%	11.73%	66.46%	6.26%	11.76%	2.72%
Quebec	8.05%	19.47%	58.82%	9.44%	9.04%	9.23%	10.91%	10.91%	24.02%	8.44%	59.46%	19.17%
Ontario	8.73%	58.74%	13.55%	16.08%	15.48%	23.10%	15.94%	36.08%	51.44%	11.84%	20.89%	8.74%
Prairies	10.73%	52.60%	11.01%	16.29%	21.50%	20.83%	19.70%	47.66%	45.65%	13.10%	22.86%	12.46%
BC/Terr	7.01%	84.78%	9.94%	13.26%	17.97%	25.22%	15.90%	32.97%	39.61%	8.87%	19.46%	7.06%

Base: All Respondents (n=2,023)

Q7. How familiar are you with each of the following names?

Statistical significance testing is applied using a demographic group as a comparison group within each nominee.

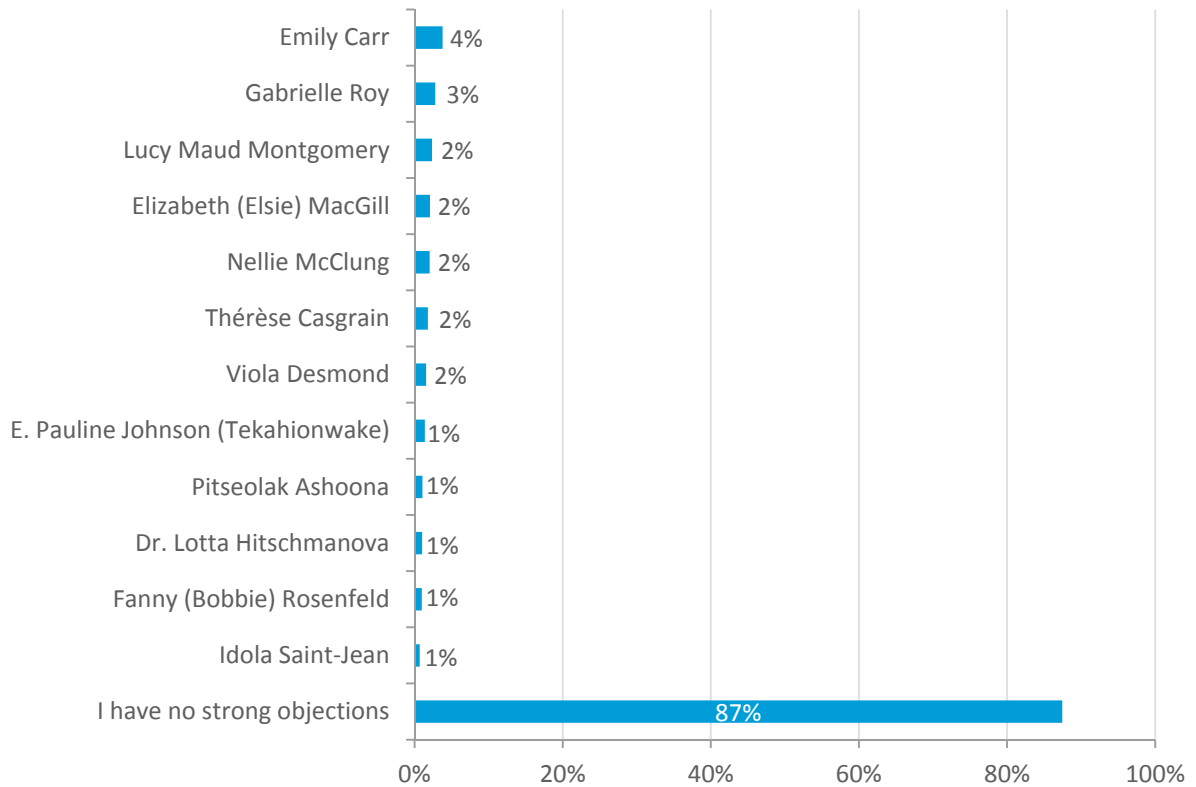
Objections with Nominees

The final part of the survey gauged whether respondents objected to any nominee being selected to be on the bank note. Nominees were shown in the list if a respondent indicated familiarity in the previous question.

The vast majority (87%) of survey respondents who received the question do not object to any nominee being placed on the bank note. Among the remaining 13 per cent that do, Emily Carr (4%) Gabrielle Roy (3%) top the list with very few respondents citing an objection. The remaining nominees have a small range in the percentage of respondents who object to their being on a bank note, from 1% to 2%.

When looking at results by age, gender and region, there are some differences in the percentage of respondents who object in general and to particular nominees. Though differences exist by demographic group, the overall findings are generally the same. The vast majority of demographic groups do not object to any nominee being on a bank note. However, respondents 18 to 34 years of age and men are more likely object to any nominee being on a bank note while those 55 years of age and older and women are less likely to object. Those in the 18 to 34 group are more likely to object to Emily Carr and Nellie McClung. Objections to Lucy Maud Montgomery are consistent across demographic groups. Objections to Gabrielle Roy and Thérèse Casgrain are higher in Quebec than in other regions while objections to Nellie McClung are higher in Alberta.

It is likely that the number of objections is a result of the level of familiarity with each nominee given that the question was only asked if a nominee was known; hence, those with higher familiarity also receive a larger number of objections.

Graph 8: Objections with Nominees

Base: Respondents familiar with at least one nominee name in Q7 (n=1,843)

Q8. Based on your knowledge of these nominees, indicate if you have very strong objections to one of more of these nominees being featured on the bank note.

Table 8: Objections with Nominees – Top 2 Box Based on Demographics

	Nominee												
	J	K	L	M	N	O	P	Q	R	S	T	U	NONE
	Ashoona	Carr	Casgrain	Desmond	Hitschmanova	Johnson	MacGill	McClung	Montgomery	Rosenfeld	Roy	Saint-Jean	
Total	1.06%	3.78%	1.79%	1.56%	1.02%	1.38%	2.07%	2.02%	2.35%	0.97%	2.80%	0.70%	87.46%
Age													
18-24	1.57%	8.79%	1.06%	3.05%	2.50%	2.62%	1.31%	6.80%	3.15%	2.08%	3.57%	0.54%	77.44%
25-34	2.97%	7.84%	3.57%	2.98%	2.14%	2.53%	4.77%	4.62%	2.84%	1.05%	5.36%	1.78%	78.42%
35-44	1.37%	4.05%	3.02%	2.94%	1.01%	2.05%	3.70%	0.67%	2.94%	1.99%	4.62%	0.91%	85.38%
45-54	0.55%	3.54%	0.81%	1.22%	0.28%	1.35%	1.88%	0.54%	2.44%	0.53%	1.84%	0.53%	90.70%
55+	0.29%	0.72%	1.27%	0.14%	0.57%	0.29%	0.58%	1.02%	1.62%	0.43%	1.26%	0.29%	93.10%
Gender													
Male	1.40%	4.95%	2.91%	2.20%	1.55%	1.71%	3.03%	2.81%	2.34%	1.67%	4.07%	1.09%	83.56%
Female	0.74%	2.68%	0.74%	0.96%	0.53%	1.07%	1.17%	1.28%	2.36%	0.32%	1.60%	0.32%	91.12%
Region													
Atlantic	0.27%	2.93%		3.46%	0.63%		0.27%	0.94%	1.50%	0.72%	1.85%	0.56%	89.78%
Quebec	0.94%	0.94%	4.64%	1.41%	1.40%	0.95%	1.64%	1.40%	1.87%	1.39%	5.59%	0.69%	85.79%
Ontario	1.00%	4.30%	1.29%	1.57%	0.85%	1.58%	2.01%	1.85%	2.72%	0.72%	2.29%	0.57%	88.55%
Prairies	1.60%	4.78%	0.63%	1.29%	1.90%	1.94%	3.35%	4.12%	2.86%	1.88%	2.51%	0.94%	85.24%
BC/Terr	1.17%	6.26%	0.78%	1.16%		1.55%	2.32%	1.54%	1.95%		0.38%	0.80%	88.72%

Base: Respondents familiar with at least one nominee name in Q7 (n=1,843)

Q8. Based on your knowledge of these nominees, indicate if you have very strong objections to one of more of these nominees being featured on the bank note.

Statistical significance testing is applied using a demographic group as a comparison group within each nominee.

APPENDIX A: SURVEY QUESTIONNAIRE

English

Screening Questions

Thank you for agreeing to participate in this survey. Before we begin, we have a few questions to make sure you qualify for the study.

[Ask All Respondents]

S1. Which province or territory do you live in?

- Alberta
- British Columbia
- Manitoba
- New Brunswick
- Newfoundland and Labrador
- Northwest Territories
- Nova Scotia
- Nunavut
- Ontario
- Prince Edward Island
- Quebec
- Saskatchewan
- Yukon

[Ask all respondents]

S2. In what year were you born?

- _____
- PREFER NOT TO ANSWER

[Ask if 'Prefer not to answer']

S3. For classification purposes, could you please indicate to which age group you belong?

- Under 18
- 18 to 24 years
- 25 to 34 years
- 35 to 44 years
- 45 to 54 years
- 55 and over

[Ask all respondents]

S4. What is your gender?

- MALE
- FEMALE

Introduction

[Show all respondents]

On March 8, 2016, the Government of Canada announced that a new bank note featuring an iconic Canadian woman would be issued in late 2018.

As the authority responsible for the design of Canadian bank notes, the Bank of Canada (the Bank) is conducting public consultations as part of the selection process. The first step was an open call for nominations, which ended on April 15, 2016.

The Bank is now considering 12 eligible nominees and would like your input on which ones should be given further consideration.

Please click 'next' to continue.

Questions

[Ask all respondents] [Randomize list. Record order shown. Multi-select – choose 6]

1. Below you will find 12 short biographies of the women that are being considered. Based on the biographies provided, please choose six nominees you feel are most deserving of being on the bank note.

Choose six:	Nominee	Biography
<input checked="" type="checkbox"/>	Nominee J	
<input type="checkbox"/>	Nominee K	
<input checked="" type="checkbox"/>	Nominee L	
<input checked="" type="checkbox"/>	Nominee M	
<input type="checkbox"/>	Nominee N	
<input checked="" type="checkbox"/>	Nominee O	
<input type="checkbox"/>	Nominee P	
<input type="checkbox"/>	Nominee Q	
<input checked="" type="checkbox"/>	Nominee R	
<input type="checkbox"/>	Nominee S	
<input type="checkbox"/>	Nominee T	
<input checked="" type="checkbox"/>	Nominee U	

[Ask all qualified respondents] [Randomize list. Multi-select – choose 4]

2. Of the six biographies you have chosen; please choose four that are most deserving of being on the bank note. After this question, you will not be asked to reduce the list further.

Choose four:	Nominee	Biography
<input checked="" type="checkbox"/>	Nominee J	
<input type="checkbox"/>	Nominee L	
<input checked="" type="checkbox"/>	Nominee M	
<input checked="" type="checkbox"/>	Nominee O	

<input type="checkbox"/>	Nominee R	
<input checked="" type="checkbox"/>	Nominee U	

[Display in a separate screen]

To assist in the decision-making process, the Bank is considering the following four values.

- She broke or overcame barriers
- She is inspirational
- She made a significant change
- She left a lasting legacy

The next series of questions will ask you to rank the biographies you selected according to these values.

Please click “next” to continue.

[Ask all qualified respondents] [Randomize questions 3, 4, 5, and 6] [Only display the biographies selected on Q2]

3. To the best of your knowledge, please rank each of your top four nominees based on “She broke or overcame barriers”.

For the nominee who is most deserving, place a “1” beside her biography, for the second most deserving a “2”, the third most deserving a “3”, and the fourth most deserving a “4”.

Nominee	Ranking (1-4)
Nominee J: Non eram nescius, Brute, cum, quae summis ingeniis exquisitaque doctrina philosophi Graeco sermone tractavissent, ea Latinis litteris mandaremus.	
Nominee M: Contra quos omnis dicendum breviter existimo. Quamquam philosophiae quidem vituperatoribus satis responsum est eo libro, quo a nobis philosophia defensa et collaudata.	
Nominee O: Sive enim ad sapientiam perveniri potest, non paranda nobis solum ea, sed fruenda etiam [sapientia] est; sive hoc difficile est, tamen nec modus est ullus investigandi.	
Nominee U: Contra quos omnis dicendum breviter existimo. Quamquam philosophiae quidem vituperatoribus satis responsum est eo libro, quo a nobis philosophia defensa et collaudata.	

4. To the best of your knowledge, please rank each of your top four nominees based on “She is inspirational”.

For the nominee who is most deserving, place a “1” beside her biography, for the second most deserving a “2”, the third most deserving a “3”, and for the fourth most deserving a “4”.

Nominee	Ranking (1-4)
Nominee J: Non eram nescius, Brute, cum, quae summis ingeniis exquisitaque doctrina philosophi Graeco sermone tractavissent, ea Latinis litteris mandaremus.	
Nominee M: Contra quos omnis dicendum breviter existimo. Quamquam philosophiae quidem vituperatoribus satis responsum est eo libro, quo a nobis philosophia defensa et collaudata.	
Nominee O: Sive enim ad sapientiam perveniri potest, non paranda nobis solum ea, sed fruenda etiam [sapientia] est; sive hoc difficile est, tamen nec modus est ullus investigandi.	
Nominee U: Contra quos omnis dicendum breviter existimo. Quamquam philosophiae quidem vituperatoribus satis responsum est eo libro, quo a nobis philosophia defensa et collaudata.	

5. To the best of your knowledge, please rank each of your top four nominees based on “She made a significant change”.

For the nominee who is most deserving, place a “1” beside her biography, for the second most deserving a “2”, the third most deserving a “3”, and for the fourth most deserving a “4”.

Nominee	Ranking (1-4)
Nominee J: Non eram nescius, Brute, cum, quae summis ingeniis exquisitaque doctrina philosophi Graeco sermone tractavissent, ea Latinis litteris mandaremus.	
Nominee M: Contra quos omnis dicendum breviter existimo. Quamquam philosophiae quidem vituperatoribus satis responsum est eo libro, quo a nobis philosophia defensa et collaudata.	
Nominee O: Sive enim ad sapientiam perveniri potest, non paranda nobis solum ea, sed fruenda etiam [sapientia] est; sive hoc difficile est, tamen nec modus est ullus investigandi.	
Nominee U: Contra quos omnis dicendum breviter existimo. Quamquam philosophiae quidem vituperatoribus satis responsum est eo libro, quo a nobis philosophia defensa et collaudata.	

6. To the best of your knowledge, please rank each of your top four nominees based on “She left a lasting legacy”.

For the nominee who is most deserving, place a “1” beside her biography, for the second most deserving a “2”, the third most deserving a “3”, and for the fourth most deserving a “4”.

Nominee	Ranking (1-4)
Nominee J: Non eram nescius, Brute, cum, quae summis ingeniis exquisitaque doctrina philosophi Graeco sermone tractavissent, ea Latinis litteris mandaremus.	
Nominee M: Contra quos omnis dicendum breviter existimo. Quamquam philosophiae quidem vituperatoribus satis responsum est eo libro, quo a nobis philosophia defensa et collaudata.	
Nominee O: Sive enim ad sapientiam perveniri potest, non paranda nobis solum ea, sed fruenda etiam [sapientia] est; sive hoc difficile est, tamen nec modus est ullus investigandi.	
Nominee U: Contra quos omnis dicendum breviter existimo. Quamquam philosophiae quidem vituperatoribus satis responsum est eo libro, quo a nobis philosophia defensa et collaudata.	

[Ask all qualified respondents] [Randomize list]

7. How familiar are you with each of the following names?

Name	Very familiar	Somewhat familiar	Have only heard name	Have never heard name
Nominee J				
Nominee K				
Nominee L				
Nominee M				
Nominee N				
Nominee O				
Nominee P				
Nominee Q				
Nominee R				
Nominee S				
Nominee T				
Nominee U				

[Ask all qualified respondents] [Display only those 'very familiar', 'somewhat familiar' and 'have only heard name on Q7] [If none selected go to end] [Randomize list]

8. Finally, based on your knowledge of these nominees, please indicate if you have very strong objections to one or more of these nominees being featured on the bank note.

Name	Very strong objections
Nominee J	<input type="checkbox"/>
Nominee K	<input type="checkbox"/>
Nominee L	<input type="checkbox"/>
Nominee M	<input type="checkbox"/>
Nominee N	<input type="checkbox"/>

Nominee O	<input type="checkbox"/>
Nominee P	<input type="checkbox"/>
Nominee Q	<input type="checkbox"/>
Nominee R	<input type="checkbox"/>
Nominee S	<input type="checkbox"/>
Nominee T	<input type="checkbox"/>
Nominee U	<input type="checkbox"/>

Thank you for participating in this survey!

Information on the Bank of Canada's public consultation process can be found at <http://www.bankofcanada.ca/banknotes/banknoteable/>.

French

QUESTIONS D'ADMISSIBILITÉ

Merci d'avoir accepté de participer à cette enquête. Avant toute chose, nous aimerions vous poser quelques questions pour vérifier votre admissibilité.

[Ask All Respondents]

S1. Veuillez indiquer votre province ou territoire de résidence.

- Alberta
- Colombie-Britannique
- Île-du-Prince-Édouard
- Manitoba
- Nouveau-Brunswick
- Nouvelle-Écosse
- Nunavut
- Ontario
- Québec
- Saskatchewan
- Terre-Neuve-et-Labrador
- Territoires du Nord-Ouest
- Yukon

[Ask All Respondents]

S2. Quelle est votre année de naissance?

- _____
- Je préfère ne pas répondre

[Ask if 'Prefer not to answer']

S3. À quelle catégorie d'âge appartenez-vous? (Cette information est utilisée à des fins de classification.)

- Moins de 18 ans
- De 18 à 24 ans
- De 25 à 34 ans
- De 35 à 44 ans
- De 45 à 54 ans
- 55 ans et plus

[Ask All Respondents]

S4. Quel est votre sexe?

- Homme
- Femme

Introduction

[Show all respondents]

Le 8 mars 2016, le gouvernement du Canada a annoncé l'émission à la fin de 2018 d'un nouveau billet de banque sur lequel figurera le portrait d'une Canadienne emblématique de notre histoire.

En tant qu'organisme responsable de la conception des billets de banque canadiens, la Banque du Canada (la Banque) mène des consultations publiques afin de déterminer qui sera cette femme. Dans un premier temps, elle a lancé un appel de candidatures qui a pris fin le 15 avril dernier.

Au terme de cette consultation, la Banque a dressé une liste de douze candidatures admissibles et elle aimerait savoir celles qui, selon vous, devraient être étudiées plus attentivement.

Veillez cliquer sur la flèche vers la droite pour poursuivre.

Questions

[Ask all respondents] [Randomize list. Record order shown. Multi-select – choose 6]

9. Les biographies des douze candidates à l'étude sont présentées ci-après.

En vous fondant sur l'information fournie, veuillez choisir les six femmes qui méritent le plus à votre avis d'avoir un billet à leur effigie.

Vos six candidates sélectionnées	Candidate	Biographie
<input checked="" type="checkbox"/>	Candidate J	
<input type="checkbox"/>	Candidate K	
<input checked="" type="checkbox"/>	Candidate L	
<input checked="" type="checkbox"/>	Candidate M	
<input type="checkbox"/>	Candidate N	
<input checked="" type="checkbox"/>	Candidate O	
<input type="checkbox"/>	Candidate P	
<input type="checkbox"/>	Candidate Q	
<input checked="" type="checkbox"/>	Candidate R	
<input type="checkbox"/>	Candidate S	

<input type="checkbox"/>	Candidate T	
<input checked="" type="checkbox"/>	Candidate U	

[Ask all qualified respondents] [Randomize list. Multi-select – choose 4]

10. Parmi les six candidates que vous avez sélectionnées, veuillez indiquer les quatre qui méritent le plus d'être honorées sur un billet. C'est la dernière fois que nous vous demandons de réduire votre liste.

Vos quatre candidates sélectionnées	Candidate	Biographie
<input checked="" type="checkbox"/>	Candidate J	
<input type="checkbox"/>	Candidate L	
<input checked="" type="checkbox"/>	Candidate M	
<input checked="" type="checkbox"/>	Candidate O	
<input type="checkbox"/>	Candidate R	
<input checked="" type="checkbox"/>	Candidate U	

[Display in a separate screen]

Afin d'orienter le choix final, la Banque envisage de prendre en compte les quatre critères suivants :

- La candidate a éliminé ou surmonté des obstacles.
- La candidate est une source d'inspiration.
- La candidate a fait bouger les choses.
- La candidate a marqué l'histoire du Canada.

Dans la prochaine série de questions, on vous demande de classer les candidates que vous avez choisies en fonction de ces critères.

Veuillez cliquer sur la flèche vers la droite pour poursuivre.

[Ask all qualified respondents] [Randomize questions 3, 4, 5, and 6] [Only display the biographies selected on Q2]

11. D'après ce que vous savez des quatre candidates que vous avez choisies, veuillez les classer par ordre décroissant en fonction du critère suivant : « La candidate a éliminé ou surmonté des obstacles ».

Ainsi, indiquez votre premier choix en cliquant sur la biographie de votre candidate préférée, puis sur celle de la deuxième et ainsi de suite, dans l'ordre, jusqu'à la quatrième.

Candidate	Rang (1 à 4)
Candidate J : Non eram nescius, Brute, cum, quae summis ingeniis exquisitaque doctrina philosophi Graeco sermone tractavissent, ea Latinis litteris mandaremus.	
Candidate M : Contra quos omnis dicendum breviter existimo. Quamquam philosophiae quidem vituperatoribus satis responsum est eo libro, quo a nobis philosophia defensa et collaudata.	

Candidate O : Sive enim ad sapientiam perveniri potest, non paranda nobis solum ea, sed fruenda etiam [sapientia] est; sive hoc difficile est, tamen nec modus est ullus investigandi.	
Candidate U : Contra quos omnis dicendum breviter existimo. Quamquam philosophiae quidem vituperatoribus satis responsum est eo libro, quo a nobis philosophia defensa et collaudata.	

12. D'après ce que vous savez des quatre candidates que vous avez choisies, veuillez les classer par ordre décroissant en fonction du critère suivant : « La candidate est une source d'inspiration ».

Ainsi, indiquez votre premier choix en cliquant sur la biographie de votre candidate préférée, puis sur celle de la deuxième et ainsi de suite, dans l'ordre, jusqu'à la quatrième.

Candidate	Rang (1 à 4)
Candidate J : Non eram nescius, Brute, cum, quae summis ingeniis exquisitaque doctrina philosophi Graeco sermone tractavissent, ea Latinis litteris mandaremus.	
Candidate M : Contra quos omnis dicendum breviter existimo. Quamquam philosophiae quidem vituperatoribus satis responsum est eo libro, quo a nobis philosophia defensa et collaudata.	
Candidate O : Sive enim ad sapientiam perveniri potest, non paranda nobis solum ea, sed fruenda etiam [sapientia] est; sive hoc difficile est, tamen nec modus est ullus investigandi.	
Candidate U : Contra quos omnis dicendum breviter existimo. Quamquam philosophiae quidem vituperatoribus satis responsum est eo libro, quo a nobis philosophia defensa et collaudata.	

13. D'après ce que vous savez des quatre candidates que vous avez choisies, veuillez les classer par ordre décroissant en fonction du critère suivant : « La candidate a fait bouger les choses ».

Ainsi, indiquez votre premier choix en cliquant sur la biographie de votre candidate préférée, puis sur celle de la deuxième et ainsi de suite, dans l'ordre, jusqu'à la quatrième.

Candidate	Rang (1 à 4)
Candidate J : Non eram nescius, Brute, cum, quae summis ingeniis exquisitaque doctrina philosophi Graeco sermone tractavissent, ea Latinis litteris mandaremus.	
Candidate M : Contra quos omnis dicendum breviter existimo. Quamquam philosophiae quidem vituperatoribus satis responsum est eo libro, quo a nobis philosophia defensa et collaudata.	

Candidate O : Sive enim ad sapientiam perveniri potest, non paranda nobis solum ea, sed fruenda etiam [sapientia] est; sive hoc difficile est, tamen nec modus est ullus investigandi.	
Candidate U : Contra quos omnis dicendum breviter existimo. Quamquam philosophiae quidem vituperatoribus satis responsum est eo libro, quo a nobis philosophia defensa et collaudata.	

14. D'après ce que vous savez des quatre candidates que vous avez choisies, veuillez les classer par ordre décroissant en fonction du critère suivant : « La candidate a marqué l'histoire du Canada ».

Ainsi, indiquez votre premier choix en cliquant sur la biographie de votre candidate préférée, puis sur celle de la deuxième et ainsi de suite, dans l'ordre, jusqu'à la quatrième.

Candidate	Rang
Candidate J : Non eram nescius, Brute, cum, quae summis ingeniis exquisitaque doctrina philosophi Graeco sermone tractavissent, ea Latinis litteris mandaremus.	
Candidate M : Contra quos omnis dicendum breviter existimo. Quamquam philosophiae quidem vituperatoribus satis responsum est eo libro, quo a nobis philosophia defensa et collaudata.	
Candidate O : Sive enim ad sapientiam perveniri potest, non paranda nobis solum ea, sed fruenda etiam [sapientia] est; sive hoc difficile est, tamen nec modus est ullus investigandi.	
Candidate U : Contra quos omnis dicendum breviter existimo. Quamquam philosophiae quidem vituperatoribus satis responsum est eo libro, quo a nobis philosophia defensa et collaudata.	

[Ask all qualified respondents] [Randomize list]

15. Veuillez indiquer dans quelle mesure vous connaissez les personnes suivantes :

Nom	Beaucoup	Un peu	Je connais le nom seulement	Je ne sais pas de qui il s'agit
Candidate J				
Candidate K				
Candidate L				
Candidate M				
Candidate N				
Candidate O				
Candidate P				
Candidate Q				
Candidate R				
Candidate S				
Candidate T				

Candidate U				
-------------	--	--	--	--

[Ask all qualified respondents] [Display only those 'very familiar', 'somewhat familiar' and 'have only heard name on Q7'] [If none selected go to end] [Randomize list]

16. Enfin, d'après ce que vous savez sur ces candidates, veuillez indiquer si vous vous opposez vivement à ce que certaines d'entre elles soient mises à l'honneur sur un billet de banque.

Nom	Je suis vivement opposé à ce qu'un billet soit émis en son honneur.
Candidate J	<input type="checkbox"/>
Candidate K	<input type="checkbox"/>
Candidate L	<input type="checkbox"/>
Candidate M	<input type="checkbox"/>
Candidate N	<input type="checkbox"/>
Candidate O	<input type="checkbox"/>
Candidate P	<input type="checkbox"/>
Candidate Q	<input type="checkbox"/>
Candidate R	<input type="checkbox"/>
Candidate S	<input type="checkbox"/>
Candidate T	<input type="checkbox"/>
Candidate U	<input type="checkbox"/>

Je n'ai aucune objection majeure à ce que l'une ou l'autre des candidates soit mise à l'honneur sur un billet de banque.

Nous vous remercions de votre participation au sondage.

Vous trouverez de plus amples renseignements sur la consultation publique menée par la Banque du Canada à <http://www.banqueducanada.ca/billets/surunbillet>.

APPENDIX B: BIOGRAPHIES FOR ONLINE SURVEY

NOMINEE J

Artist

An Inuit graphic artist, she is known for lively prints and drawings showing “the things we did long ago before there were many white men” and for imaginative renderings of spirits and monsters. Based in Cape Dorset, Northwest Territories (now Nunavut), she created several thousand drawings reflecting her love and intimate knowledge of traditional Inuit life. She told her story in an illustrated oral biography, which became a National Film Board animated documentary. She was elected a member of the Royal Canadian Academy of Arts in 1974.

Artiste

Graphiste inuite, elle est reconnue pour ses gravures et ses dessins pleins de vie montrant « les choses que nous faisons il y a longtemps, avant qu’il n’y ait beaucoup d’hommes blancs », ainsi que pour ses interprétations originales de monstres et d’esprits. Établie à Cape Dorset, Territoires du Nord-Ouest (Nunavut), elle a exécuté plusieurs milliers de dessins qui reflètent son amour et sa connaissance profonde du mode de vie inuit traditionnel. Elle raconte son histoire dans une biographie orale illustrée, dont l’Office national du film fera un documentaire d’animation. Elle est admise à l’Académie royale des arts du Canada en 1974.

NOMINEE K

Artist

She was one of the pre-eminent Canadian painters in the first half of the 20th century—and perhaps the most original. Her bold canvases feature totem poles set in forests or on the sites of abandoned Aboriginal villages on Canada’s northwest coast and record the heritage of the Haida, Gitksan and Tsimshian peoples. She is also recognized for her nature paintings of Western forests, beaches and expansive skies. Based in Victoria, BC, she was one of only a few major women artists in North America and Europe during that period. She was also a celebrated author, winning a Governor General’s Award for her first book of short stories.

Artiste

Elle est l’une des figures de proue de la peinture canadienne dans la première moitié du XXe siècle, et peut-être même l’une des artistes les plus originales de son temps. Ses tableaux audacieux, qui représentent des totems dans la forêt ou dans des villages autochtones abandonnés de la côte nord-ouest du Canada, laissent une trace de l’héritage haïda, gitksan et tsimshian. Elle est aussi reconnue pour ses œuvres évoquant la nature, notamment les forêts, les plages et les ciels magnifiques de l’Ouest canadien. Établie à Victoria, en Colombie-Britannique, elle est l’une des rares femmes artistes de renom

en Amérique du Nord et en Europe durant cette période. Elle est également une auteure célèbre, et remporte le Prix du Gouverneur général pour son premier livre.

NOMINEE L

Social Reformer and Politician

Best remembered for leading the campaign for women's suffrage in Quebec, she was also the first Canadian woman to head a political party in Canada. She was a vigorous defender of social causes and founded a number of organizations: the Quebec branch of the Voice of Women to promote disarmament and peace, the League for Human Rights and the Fédération des femmes du Québec. Today, a medal in her name honours the efforts of outstanding volunteers.

Réformatrice et politicienne

On se souvient de cette grande dame pour son rôle de premier plan dans la campagne en faveur du droit de vote des femmes au Québec. Elle est aussi la première femme canadienne à diriger un parti politique au pays. Elle a défendu avec ardeur les causes sociales et a fondé de nombreux organismes : la section québécoise de La Voix des femmes qui militait pour le désarmement et la paix, la Ligue des droits de l'homme et la Fédération des femmes du Québec. Aujourd'hui, un prix en son nom rend hommage aux efforts déployés par des bénévoles exceptionnels.

NOMINEE M

Activist

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.

Militante

Femme d'affaires et défenseure des libertés civiles, elle fonde une entreprise de soins esthétiques et, par l'entremise de son institut de beauté, sert de mentor à de jeunes femmes noires en Nouvelle-Écosse. Toutefois, elle est mieux connue pour avoir courageusement fait face, en 1946, à un acte de discrimination raciale en refusant de quitter son siège dans une section réservée aux Blancs d'un cinéma de New Glasgow. Elle est alors arrêtée et doit payer une amende pour avoir « tenté de frauder le gouvernement provincial » d'un cent, c'est-à-dire la différence entre un billet au balcon (la section réservée aux Noirs) et au parterre. Elle deviendra source d'inspiration pour les prochaines générations de Noirs en Nouvelle-Écosse et ailleurs au Canada.

NOMINEE N

Humanitarian

She came to Canada as a Czech refugee during the Second World War. In 1945, she founded the Unitarian Service Committee of Canada (USC Canada) to help those suffering in the aftermath of the war, especially children. Her compassion struck a chord with Canadians. Thousands gave food, clothing and money, making USC Canada one of the first international development agencies in our country. She dedicated her life to relief work. For 36 years, she spoke, wrote, travelled and raised funds for the needy. The work of USC Canada continues today.

Travailleuse humanitaire

Elle arrive au Canada en tant que réfugiée tchèque durant la Seconde Guerre mondiale. En 1945, elle fonde le Comité du service unitaire du Canada (USC Canada) pour aider les personnes qui ont souffert de la guerre, en particulier les enfants. Sa compassion émeut les Canadiens qui, par milliers, répondent à son appel en donnant de la nourriture, des vêtements et de l'argent, faisant ainsi d'USC Canada l'un des premiers organismes de développement international au pays. Elle consacre sa vie au travail humanitaire. Pendant 36 ans, elle prend la parole, écrit, voyage et amasse des fonds pour soutenir les plus démunis. Le travail d'USC Canada se poursuit encore aujourd'hui.

NOMINEE O

Poet

The daughter of a Mohawk chief and an Englishwoman, she is best known for the poetry she wrote celebrating her Aboriginal 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.

Poète

Fille d'un chef mohawk et d'une Anglaise, elle est surtout connue pour sa poésie qui fait l'éloge de son héritage autochtone. Entre 1892 et 1910, elle prononce une série de conférences au Canada, aux États-Unis et en Angleterre. Elle parcourt le Canada pour y donner des récitals de poésie; elle se rend en particulier dans des colonies éloignées où d'autres formes de divertissement se font rares. Au cours de ses voyages, elle récite des poèmes patriotiques et des nouvelles ayant pour thème la culture canadienne, dont elle devient une ambassadrice.

NOMINEE P

Engineer

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.

Ingénieure

Elle est la première Canadienne titulaire d'un baccalauréat en génie électrique (Université de Toronto, 1927) et d'une maîtrise en génie aéronautique (Université du Michigan, 1929). Elle est également la première conceptrice d'aéronefs au monde. Elle est peut-être mieux connue pour les nombreuses années qu'elle consacre aux avions de chasse Hawker Hurricane qui ont été utilisés durant la Seconde Guerre mondiale et ont contribué grandement au succès de la bataille d'Angleterre. Elle dirige la production et la conception d'une version du chasseur adaptée aux conditions hivernales, dont plus de 1 400 sont fabriqués sous sa direction. Féministe active, elle a été présidente de la Canadian Federation of Business and Professional Women de 1962 à 1964 et membre de la Commission royale d'enquête sur la situation de la femme au Canada.

NOMINEE Q

Suffragette

She achieved national renown as one of the five appellants (the “Famous Five”) in the “Persons” Case, the constitutional ruling that established the right of women to be appointed to the Senate. As a politician and public lecturer, she campaigned vigorously for social reform and women’s rights. She was a member for Edmonton in the Alberta legislature (1921–26) and the first female member of the CBC Board of Governors (1936–42). She was also the author of several influential books written in the style of the Methodist and temperance literature of her day.

Suffragette

Elle doit sa renommée nationale à la cause bien connue des cinq appelantes, les « Célèbres cinq », dans le cadre de l'affaire « Personne », associée à une décision constitutionnelle établissant le droit des femmes à être nommées au Sénat. Politicienne et conférencière, elle milite vigoureusement pour la réforme sociale et les droits de la femme. Elle est députée d'Edmonton à l'Assemblée législative de l'Alberta de 1921 à 1926 et la première femme à siéger au conseil d'administration de Radio-Canada (1936-1942). Elle a aussi écrit plusieurs livres importants dans le style de l'époque, dominé par la doctrine méthodiste et le discours sur la tempérance.

NOMINEE R

Author

In 1908, her first novel became an immediate best seller in Canada and the United States and remains in print in English and many other languages more than 100 years later. Over her life, she published 22 novels and books of short stories, a brief memoir, and countless poems, stories and magazine articles. She was also an astute businesswoman, managing to ensure a reasonably stable and solid income from her work, a remarkable feat for a woman writer in the late 19th and early 20th centuries.

Auteure

En 1908, son premier roman devient immédiatement un best-seller au Canada et aux États-Unis, et est toujours en impression, en anglais ainsi que dans de nombreuses autres langues, plus d'un siècle plus tard. Pendant sa vie, elle publie 22 romans et recueils de nouvelles, une version abrégée de ses mémoires, de même que de nombreux poèmes, histoires et articles de magazines. Elle était une femme d'affaires avisée, tirant de son travail un revenu raisonnablement stable et solide, exploit remarquable pour une écrivaine de la fin du XIXe siècle et du début du XXe siècle.

NOMINEE S**Athlete**

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*.

Athlète

Championne d'athlétisme, elle détient des records canadiens en course à pied, au saut en longueur sans élan et au lancer du disque. Aux Jeux olympiques d'Amsterdam en 1928, elle décroche la médaille d'argent au 100 mètres et est la première relayeuse de l'équipe féminine canadienne de relais 4 x 100 mètres; celle-ci remporte la médaille d'or en établissant un record de 48,2 secondes. Elle est aussi codétentrice du record mondial de 11 secondes au 100 verges. Elle est admise au Panthéon des sports canadiens en 1949 et, en 1950, est choisie athlète canadienne féminine par excellence de la première moitié du XXe siècle. Forcée de prendre sa retraite à cause de l'arthrite, elle entame une carrière en journalisme et, pendant vingt ans, écrit des chroniques de sport pour le *Globe and Mail*.

NOMINEE T**Author**

A French-Canadian who grew up in poverty in Manitoba, she translated that experience, as well as her observations as a Montréal journalist, into vivid depictions of urban misery. Her 1945 novel launched a new literary genre in Canada—the “urban novel”—and brought her fame and prosperity. She is considered one of the great contemporary writers on the human condition. A member of the Royal Society of Canada since 1947, she received the highest literary awards, including the Governor General's Award, the Prix Duvernay and the Prix David.

Auteure

Canadienne française ayant grandi dans un milieu pauvre au Manitoba, elle devient journaliste à Montréal et traduit son vécu et ses observations dans des descriptions saisissantes de la misère urbaine. La publication de son roman en 1945 fait naître un nouveau genre littéraire au Canada, le « roman urbain », et lui apporte la gloire et la prospérité. Elle est considérée comme l'un des plus grands

écrivains contemporains en matière de condition humaine. Membre de la Société royale du Canada depuis 1947, elle a reçu les plus hautes distinctions littéraires, dont le Prix du Gouverneur général, le prix Duvernay et le prix David.

NOMINEE U

Suffragette and Social Activist

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.

Suffragette et activiste sociale

Actrice, enseignante et auteure, elle est surtout connue comme féministe et pionnière du mouvement en faveur du suffrage féminin au Québec. Elle est la figure de proue de la lutte pour l'obtention du droit de vote des Québécoises aux élections provinciales (ce jour est arrivé quelque vingt ans après qu'on leur accorde le droit de voter aux élections fédérales). Elle est la première femme du Québec à se présenter comme candidate aux élections fédérales. Depuis 1991, la Fédération des femmes du Québec décerne un prix en son honneur à une femme ou à un groupe de femmes qui a amélioré le statut de la femme et fait avancer la cause du féminisme au Québec.

The first part of the document discusses the importance of maintaining accurate records in a business setting. It highlights how proper record-keeping can help in identifying trends, making informed decisions, and ensuring compliance with legal requirements. The text emphasizes that records should be organized, up-to-date, and easily accessible to relevant personnel.

Next, the document addresses the challenges associated with data management in a digital age. It notes that while technology offers powerful tools for data collection and analysis, it also introduces risks such as data breaches, loss of information, and information overload. The author suggests implementing robust security protocols, regular backups, and employee training to mitigate these risks.

The third section focuses on the role of data in strategic planning. It argues that data-driven insights are essential for understanding market dynamics, customer behavior, and operational efficiency. By leveraging data, businesses can identify new opportunities, optimize their processes, and gain a competitive edge. The text encourages a culture of data literacy and collaboration across all levels of the organization.

Finally, the document concludes by emphasizing the ethical considerations of data use. It stresses the importance of transparency, consent, and privacy in handling personal information. Businesses are urged to adhere to relevant data protection regulations and to be open about their data practices to build trust with their customers and stakeholders.