

EXECUTIVE SUMMARY

Nielsen is pleased to present this report to the Bank of Canada summarizing the results of the qualitative research exploring design concepts for the Bank of Canada's next bank note.

Project Victory is the name given to the project to research, design, develop, produce and launch this bank note. The note will have a different design from existing Canadian bank notes. These focus groups aimed to gather feedback from Canadians at the concept phase so as to optimise the design of the note, to verify its recognisability, and inform future communications approaches.

To meet these objectives, Nielsen conducted a series of eight focus groups in four cities across Canada: Halifax, NS (April 10, 2017); Montreal, QC (April 12, 2017); Winnipeg, MB (April 18, 2017); and, Vancouver, BC (April 20, 2017). In each city, one focus group was conducted with members of the general population who regularly use cash (cash users); and, one was conducted with those who handle cash as part of their job (cash handlers). The focus groups in Montreal were conducted in French, as was the cash user group in Winnipeg while the rest were conducted in English.

The key findings from the research are presented below.

- **Reaction to the bank note was generally positive.** The majority of participants came away with a sense of (national) pride.
- **The change in orientation was welcome for most participants and seen as an innovative, unique progression in Canadian bank note design.** It was felt to be particularly appropriate for this bank note given that it will mark the first time that an iconic Canadian woman will be featured on a regularly circulating note. The vertical layout also allowed for a larger, more prominent portrait image, which participants liked.
- Some with initially neutral reactions to the orientation attributed their response to an aversion to change (in general). Some expressed concern with facing the new vertical note in their wallets and tills alongside existing horizontal notes. In most cases, their appreciation of the note evolved as the group progressed and participants familiarized themselves with the various design elements and considered the comments / opinions of other participants.
- Participants expressed that future notes issued by the Bank of Canada as part of the next series should also have a vertical orientation for consistency across the series.

- **There was general agreement that the bank note is recognizable as a Canadian bill.** The prominence of Canadian symbols made it identifiable to most participants as a Canadian \$10 note. Furthermore, the design concept's primary colour, purple, is already associated with the \$10 denomination; maintaining this colour contributed to its recognisability.
- **Reactions to the primary images featured on the front and back of the bank note (Viola Desmond and the Canadian Museum for Human Rights) were generally very positive.** While not all participants were familiar with Viola Desmond or the Canadian Museum for Human Rights, both were met with favourable reaction and deemed appropriate to be featured on the new bank note.
- **Even though some participants were unfamiliar with certain elements of the design, the overall theme of the bank note emerged quite clearly.** The primary theme that emerged revolved around rights, human rights, freedom, equality and respect. Participants believed this theme aligns closely with Canadian values and contributes to their sense of pride.