

EXECUTIVE SUMMARY

Nielsen is pleased to present this report to the Bank of Canada summarizing the results of the qualitative research conducted as a final review of the design of the \$10 bank note featuring Viola Desmond.

To gather feedback on the bank note's design, Nielsen conducted a series of eight focus groups in two cities: Toronto, ON (January 22 and 23, 2018); and Montreal, QC (January 24 and 25, 2018). In each city, one focus group per evening was conducted with members of the general population who regularly use cash (cash users); and, one group was conducted with those who regularly handle cash as part of their job (cash handlers).

The key findings from the research are presented below:

- There were no major unintended errors detected on the note.
- The details that were most often linked to an unintended error related to the effects of show-through from the front to the back of the note and vice versa. These included the show-through of the large numeral denoting the denomination, as well as the eagle feather and Canadian Museum for Human Rights showing through to the portrait of Viola Desmond.
- In terms of the three communications messages tested, participants felt that the information was generally clear and fit with what they observed on the note.

Other general findings included:

- First impressions of the bank note continued to be positive. The change in orientation was described as innovative and unique and, while some felt the change would take some getting used to, cash handlers did not believe it would impact the way they handle cash or place it in their tills.
- While few participants were familiar with Viola Desmond, they were pleased to see an iconic Canadian woman featured on the note. They felt the change in orientation featured Ms. Desmond's portrait very nicely.
- The theme of the note was well understood and described by participants as being about rights, human rights, equality, freedoms, and diversity.