

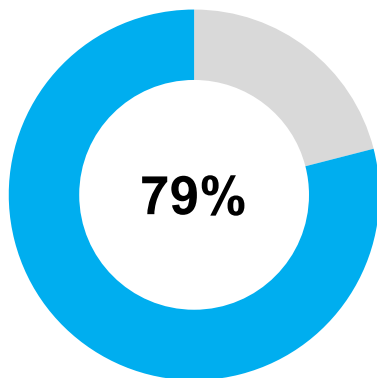


KEY FINDINGS

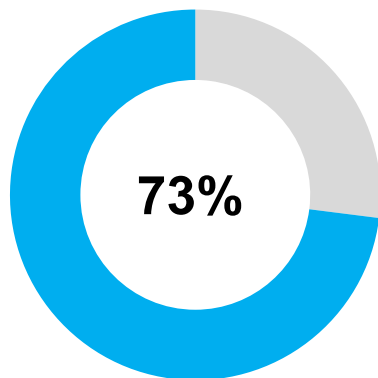
This artwork was created using Nielsen data.

Copyright © 2018 The Nielsen Company (US), LLC. Confidential and proprietary. Do not distribute.

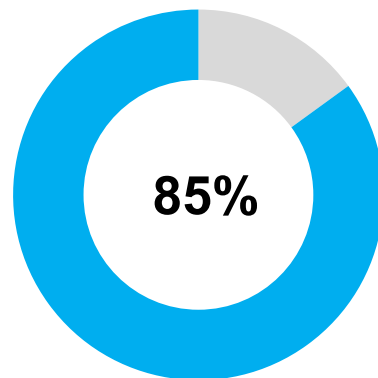
KEY PERFORMANCE INDICATORS



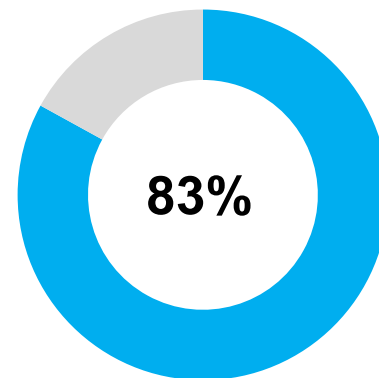
Aware of the Desmond bank note at **aided level**
(with the bank note description)



Have seen / been in possession of the Desmond bank note



Like the design of the Desmond bank note
(Like it very much or like it somewhat before reading a description)



Recognize the Desmond bank note as Canadian currency

SUMMARY OF KEY FINDINGS

- The majority of Canadians are aware of the new \$10 bank note at the aided level (79%). TV and internet remain the top sources of awareness. However, awareness from word of mouth has more than doubled from unveil to the issue stage.
- The majority of Canadians have seen or have been in possession of the new \$10 bank note (73%). Almost everyone who spent the new \$10 bank note claim that it was accepted without any problem.
- The vast majority of Canadians like the design of the new \$10 bank note (85%). Likeability of the design does not change significantly when more context about the design is provided.
- The vast majority of Canadians agree that the new \$10 bank note reflects Canada and Canadians (90%), and that it is recognizable as Canadian currency (83%). The level of agreement with these statements did not change significantly between the unveil and issue waves.
- Almost all Canadians feel confident using the new \$10 bank note in a cash transaction (95%).