Key Findings

When the list of 13 short-listed biographies (no names attached) are presented to Canadians and eventually whittled down to six biographies, **Terry Fox (65%)**, followed closely by **Georgina Pope (62%)**, top the list. However, Georgina Pope is the number one choice in Quebec (64%), where fewer mention Terry Fox (58%). **Armand Frappier (43%), Nellie McClung and Lotta Hitschmanova (tied for 4th place at 32%)** round out the top four list.

When asked to rank their four chosen candidates on five specific values – positive change, national impact, reflects Canadian values, uniqueness and relevancy – **the biography of Terry Fox is the most likely to be ranked 1st, 2nd or 3rd on all five values**, particularly on the values of 'reflects Canadian values,' 'uniqueness' and 'national impact.' **Georgina Pope comes in a strong second with half of Canadians saying she reflects all five values**.

Familiarity and awareness are highest, by far, for Terry Fox (93% and 97%, respectively). It may be that because Terry Fox is most widely and well-known, respondents most easily recognized his biography and therefore selected him as their top choice.

The vast **majority of Canadians (83%) have no strong objection to any of the 13 candidates**. That said, the strongest objection is to Terry Fox (at only 10%), more so among men and those younger (18-34).

One-quarter (25%) of Canadians had heard about the 2020 public consultation asking for nominations of iconic Canadians to be featured on a new $5 bill.

The **news media** is both the **most common source** of hearing about the consultation (69%) and most likely to be used to get information about this consultation (58%).