



# VIOLA DESMOND BANK NOTE SURVEY REPORT

March 22, 2019

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**BANK OF CANADA  
BANQUE DU CANADA**



# OBJECTIVES AND METHODOLOGY

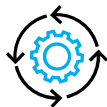
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# RESEARCH BACKGROUND & OBJECTIVES

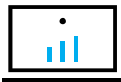


The **Bank of Canada** unveiled a new **\$10 bank note** featuring a portrait of Viola Desmond on March 8, 2018. This bank note was issued into circulation on November 19, 2018.



The objective of this study is to measure the general public's **awareness, impressions,** and **acceptance** of the new \$10 note after its unveiling & issuing.

# METHODOLOGY

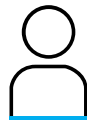


## METHODOLOGY

Two survey waves were conducted through an **online panel**

**Unveil Stage: March 13-21, 2018**

**Issue Stage: February 11-24, 2019**



## RESPONDENTS

*n=2,002 (Unveil stage); n=2,000 (Issue stage)*

Respondents were screened out if they:

- Were under 18 years of age
- Work for federal, provincial or municipal government



## SURVEY DETAILS

**Quotas** were implemented by **age, gender and region** to ensure sampling is aligned with the general population of Canada and to minimize weighting.

The data was **weighted** using 2016 census data on age, gender and region.

**Margin of error:** 2.2%



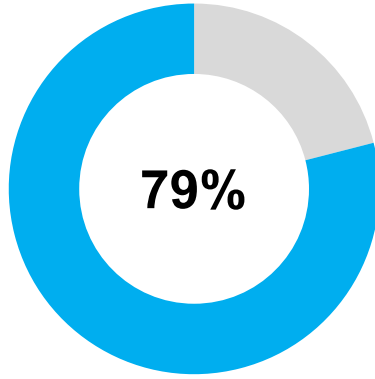
## SURVEY LANGUAGES

English and French

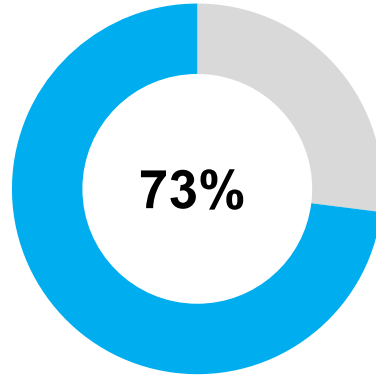


# KEY FINDINGS

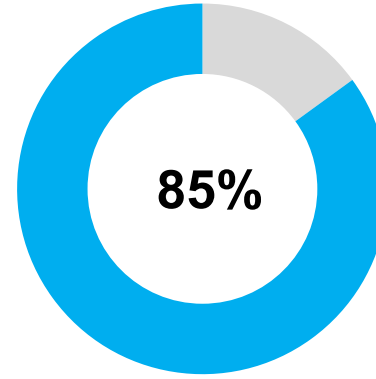
# KEY PERFORMANCE INDICATORS



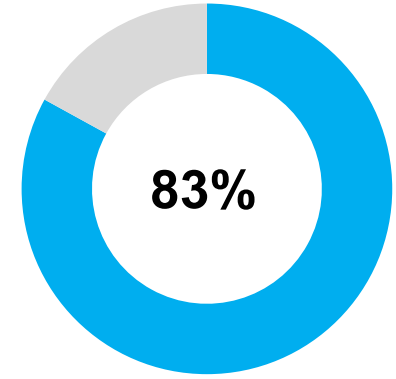
**Aware** of the Desmond bank note at **aided level**  
(with the bank note description)



**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%).



# AWARENESS

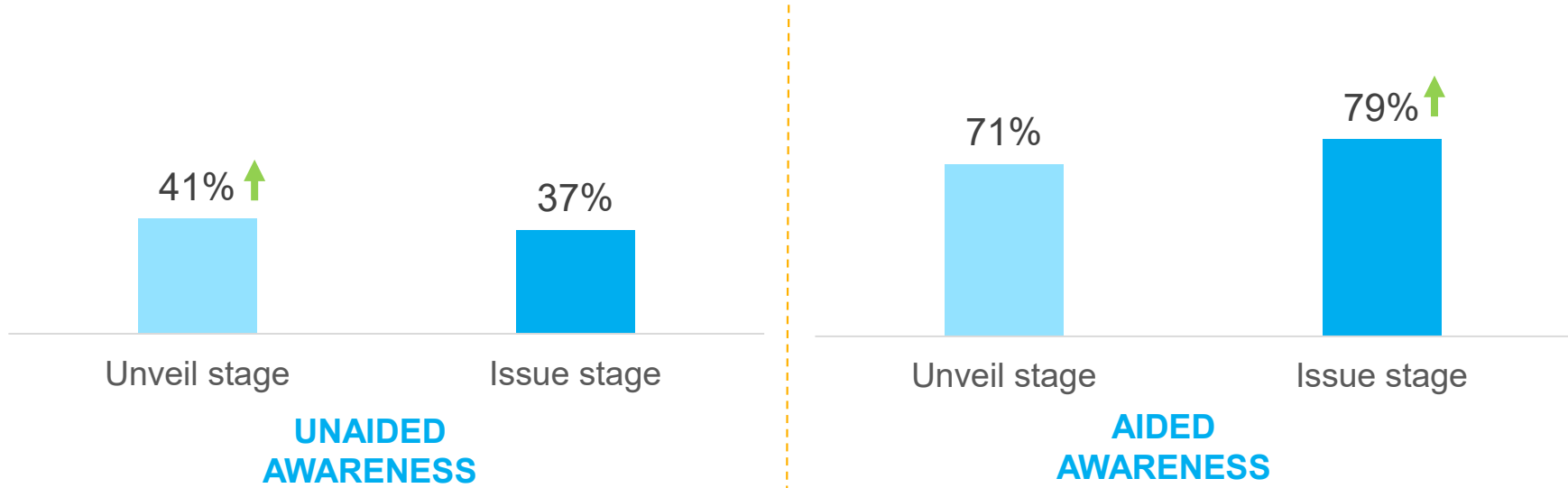
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# MOST CANADIANS ARE AWARE OF THE NEW \$10 BANK NOTE AT THE AIDED LEVEL

Despite a decrease in unaided awareness, the percentage of Canadians who are aware of the new \$10 note when prompted with a description (aided) is significantly higher than at the unveil stage.



**Q1.** Have you recently heard, seen or read anything about any new Canadian bills in 2018? *Base: All respondents, note unveiled n=2,002; note issued n=2,000*

**Q2.** In fact, Canada's new regularly circulating \$10 bill was recently revealed. Before now, had you heard of this new \$10 bill?

*Base: Respondents who have recently heard, seen, or read anything about the new Canadian \$10 bill in 2018, note unveiled n=1,229; note issued n=1,129*

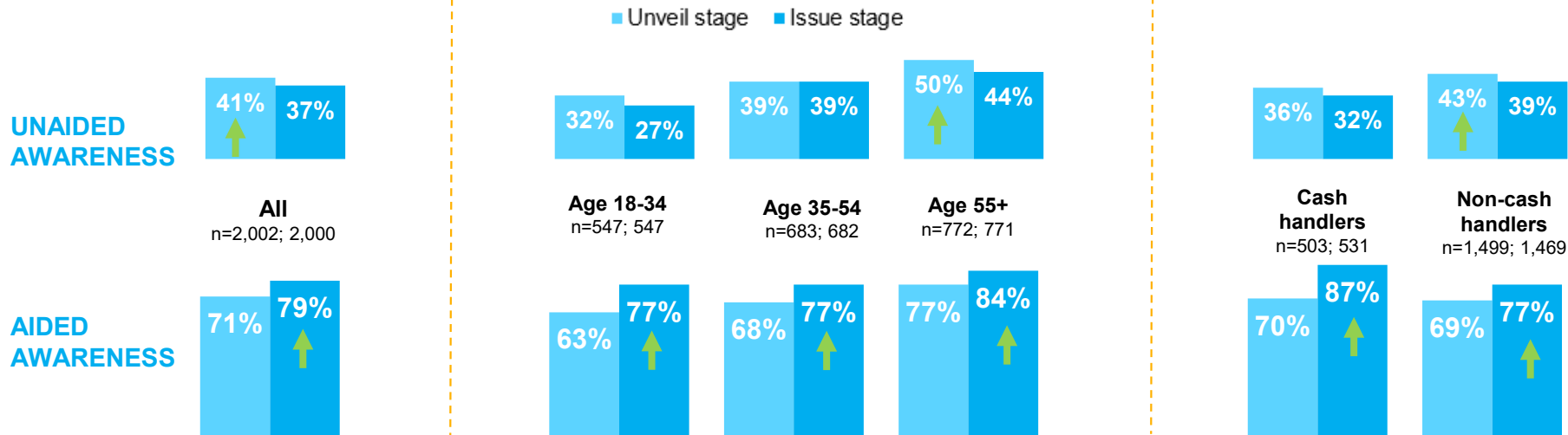
**Q2a.** Are you thinking of the limited-issue \$10 bill released last year to commemorate Canada's 150<sup>th</sup> anniversary of Confederation?

*Base: Respondents who have previously heard of this new \$10 bill, note unveiled n=1,107; note issued n=1,076*

**Q3.** Canada's new \$10 bill was just revealed on March 8th, 2018. It features Black Nova Scotia businesswoman and defender of social justice: Viola Desmond. She is the first Canadian woman to be the portrait subject on a regularly circulating Canadian bill. Before now, had you heard of this new \$10 bill? *Base: All respondents, note unveiled n=2,002; note issued n=2,000*

↑ Indicates subgroup is significantly higher than other subgroup at 95% C.I.

# COMPARED TO THE UNVEIL STAGE, AIDED AWARENESS INCREASED AMONG ALL AGE GROUPS AND AMONG BOTH CASH HANDLERS AND NON-CASH HANDLERS



**Just under three-quarters** (31%) of those who initially indicated they were aware of the Desmond Note at the unaided level were actually thinking of the **commemorative \$10 note released in 2017** for Canada's 150th anniversary of Confederation. These responses were screened out of unaided awareness.

**Q1.** Have you recently heard, seen or read anything about any new Canadian bills in 2018? *Base: All respondents, note unveiled n=2002; note issued n=2000*

**Q2.** In fact, Canada's new regularly circulating \$10 bill was recently revealed. Before now, had you heard of this new \$10 bill?

*Base: Respondents who have recently heard, seen, or read anything about the new Canadian bill in 2018, note unveiled n=1,229; note issued n=1,129*

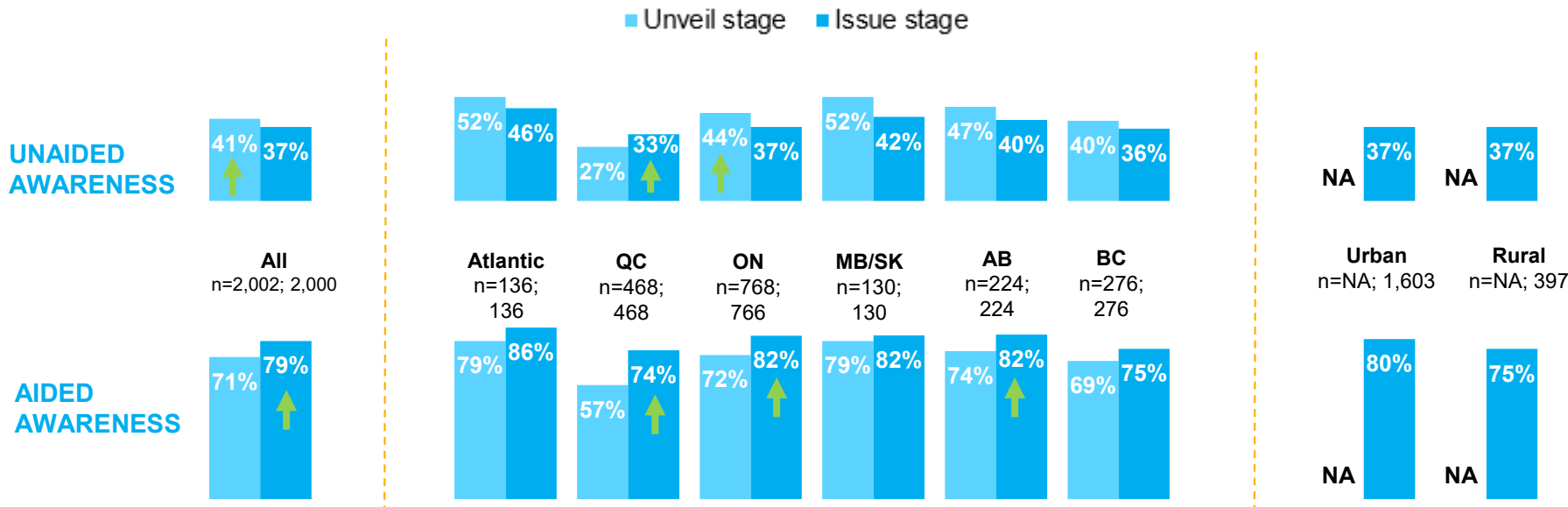
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# AIDED AWARENESS HAS ALSO INCREASED ACROSS REGIONS SINCE THE UNVEIL STAGE



**Q1.** Have you recently heard, seen or read anything about any new Canadian bills in 2018? *Base: All respondents, note unveiled n=2,002; note issued n=2,000*

**Q2.** In fact, Canada's new regularly circulating \$10 bill was recently revealed. Before now, had you heard of this new \$10 bill?

*Base: Respondents who have recently heard, seen, or read anything about the new Canadian bill in 2018, note unveiled n=1,129; note issued n=1,129*

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# TV AND INTERNET REMAIN THE TOP SOURCES OF AWARENESS

Awareness from word of mouth more than doubled during the issue stage

## SOURCE OF AWARENESS

Issue stage % (unveil stage %)



Television  
46% (49%)

Significantly higher among aged 35+, Atlantic and Alberta



Internet  
27% (38%)

Significantly higher among 18 - 34 years, Atlantic



Word of mouth  
24% (11%)

Significantly higher among women



Newspaper article  
21% (24%)

Significantly higher among those 55+ and men



Radio  
17% (16%)

Significantly higher among 55+ and men



Newspaper / magazine ad  
8% (N/A)



Financial Institution  
7% (2%)



Saw/handled/received the new \$10 bank note  
6% (N/A)

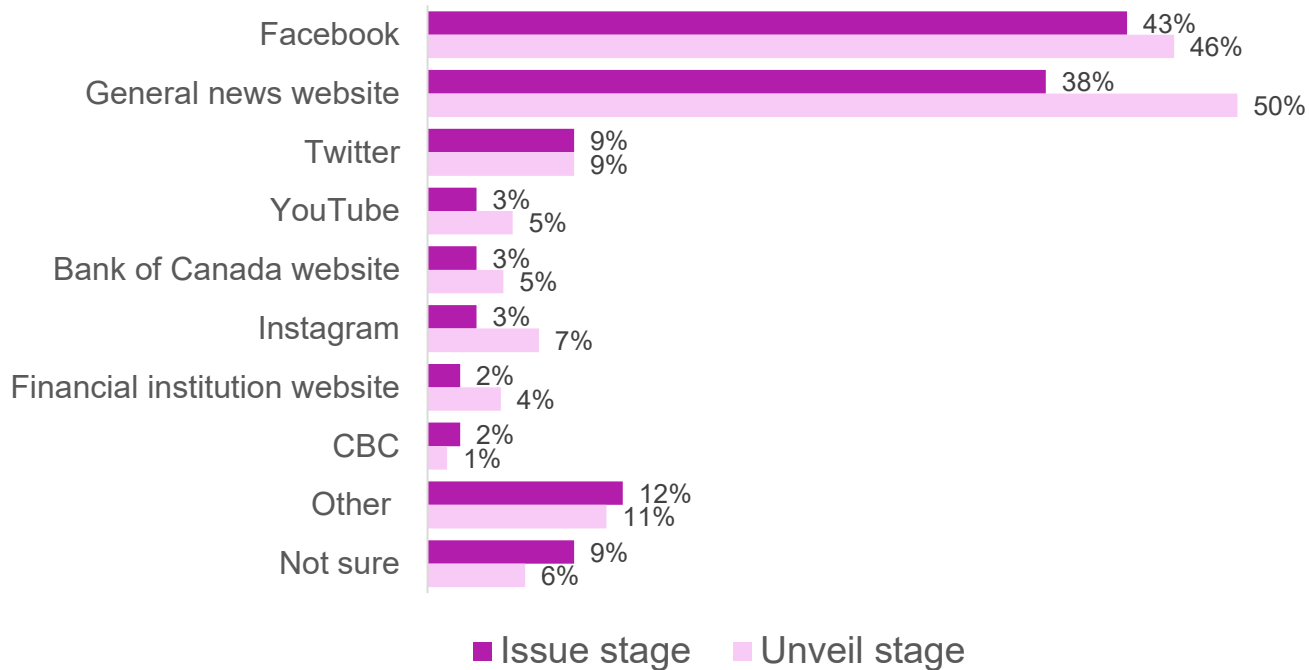
### Other sources

Information session / local event	2% (1%)
Bank of Canada Museum	2% (1%)
Banner on Bank of Canada Building	1% (N/A)
Other / not sure	5% (5%)

Q4. Where did you learn about this new \$10 bill? Base: Those who have heard about this bill, note unveiled n=1,415; note issued n=1,587  
Respondents could select more than one option

# FACEBOOK AND GENERAL NEWS WEBSITES ARE BY FAR THE TOP SOURCES OF AWARENESS FROM THE INTERNET

## SOURCE OF AWARENESS (INTERNET)



**Q5.** Where on the Internet did you first learn about this new \$10 bill? *Base: Those who heard about this bill on internet, n=533. Respondents could select more than one option.*



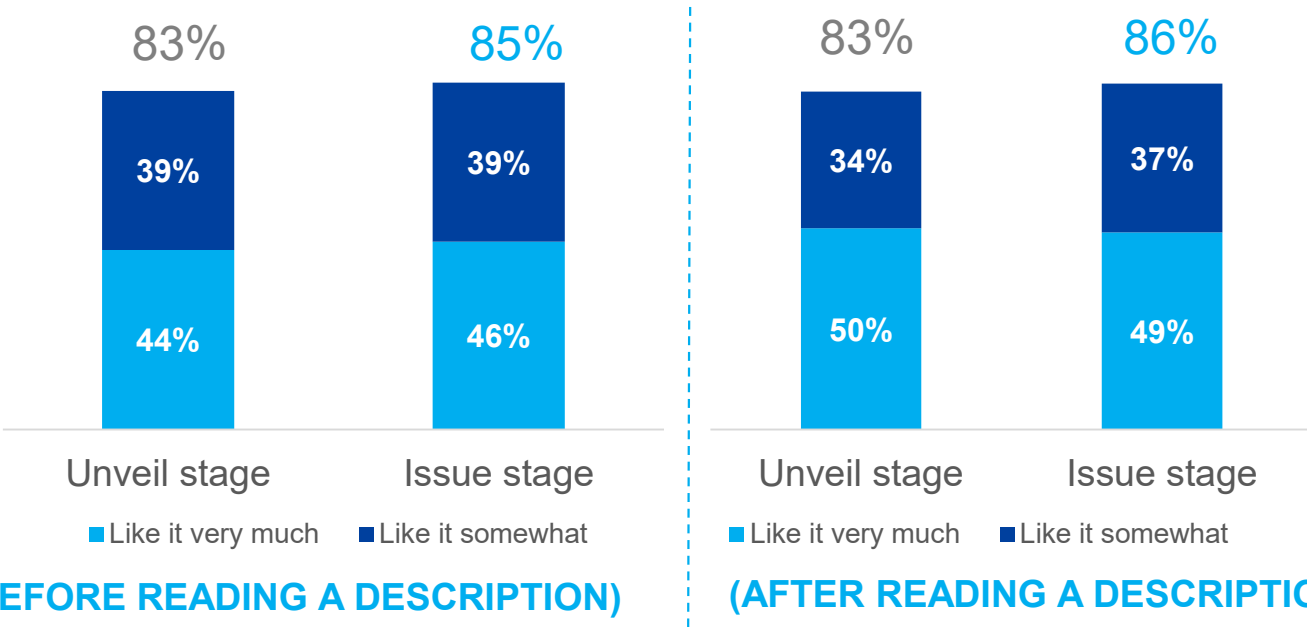
# IMPRESSIONS

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# THE VAST MAJORITY OF CANADIANS LIKE THE DESIGN OF THE NEW \$10 BANK NOTE

Although trending upwards slightly, likeability of the design did not change significantly from the unveil to the issue stage. Similarly, no significant differences were observed across regions.

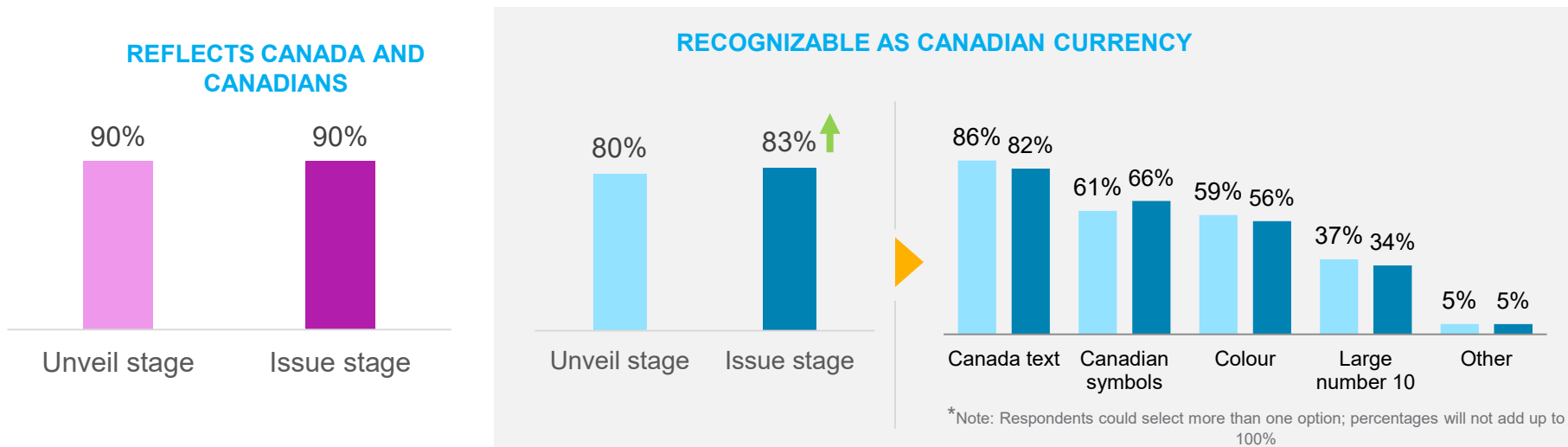


Q7. Overall, how much do you like or dislike the design of this bank note?  
 Q9. Now that you have more information, how much do like or dislike the design of this bank note?  
 Base: All respondents, note unveiled n=2,002; note issued n=2,000

↑ Indicates subgroup is significantly higher than other subgroup at 95% C.I. 15

# THE VAST MAJORITY OF CANADIANS AGREE THAT THE NEW \$10 BANK NOTE REFLECTS CANADA AND CANADIANS

Most Canadians also agree that the new \$10 bank note is recognizable as Canadian currency. The level of agreement with these statements is consistent across the unveil and issue stages.



**Q8.** Please read the description of this new \$10 bill below and answer to what extent do you think this new bill reflects Canada and Canadians.

**Q10.** Is this \$10 bill recognizable as Canadian money?

Base: All respondents, note unveiled n=2,002; note issued n=2,000

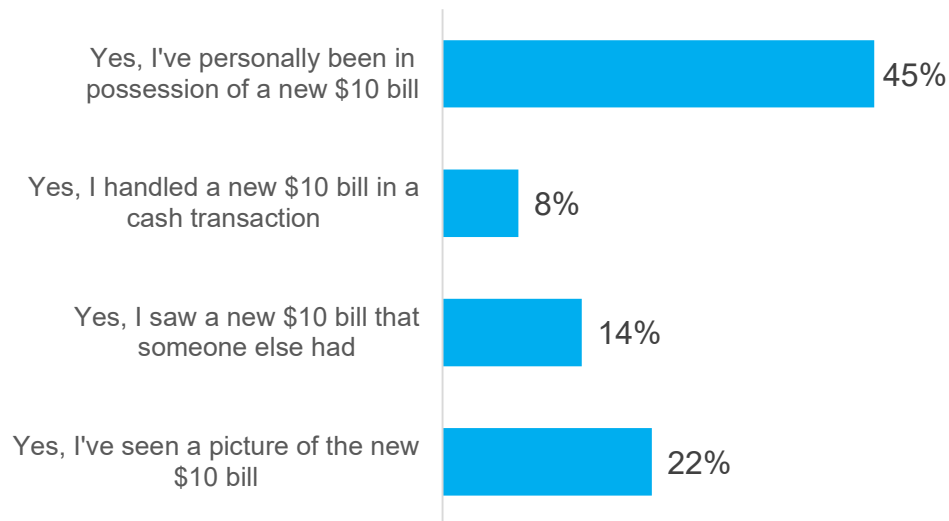
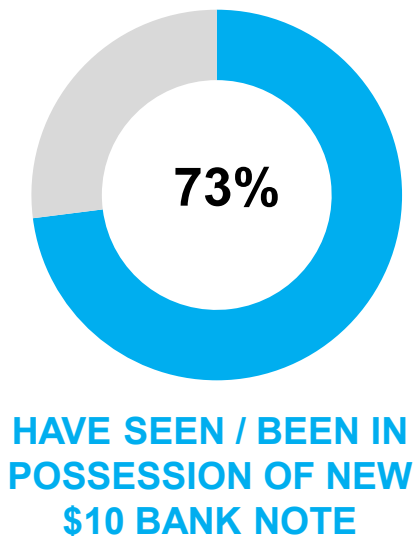
**Q11.** What makes this \$10 bill recognizable as Canadian money?

Base: All those who think this bill is recognizable as Canadian money, note unveiled n=1,607; note issued n=1,654

↑ Indicates subgroup is significantly higher than other subgroup at 95% C.I.

# ACCEPTANCE

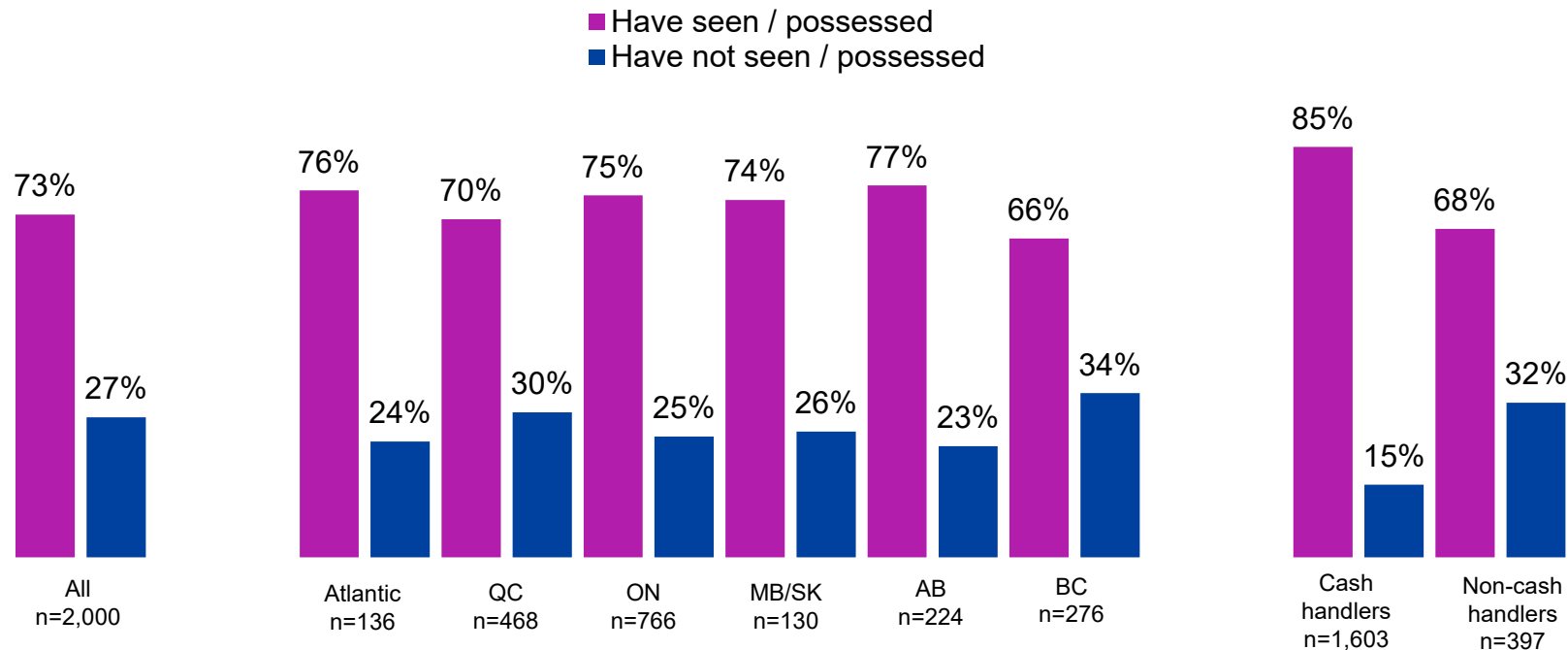
# THE MAJORITY OF CANADIANS HAVE SEEN OR HAVE BEEN IN POSSESSION OF THE NEW \$10 BANK NOTE



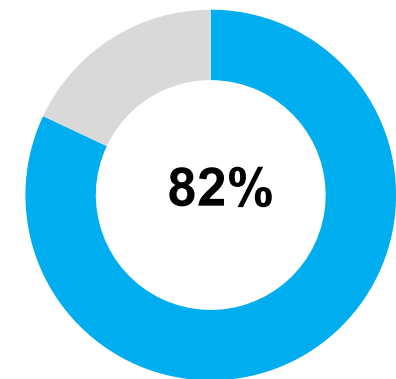
Note: Respondents could select more than one option.



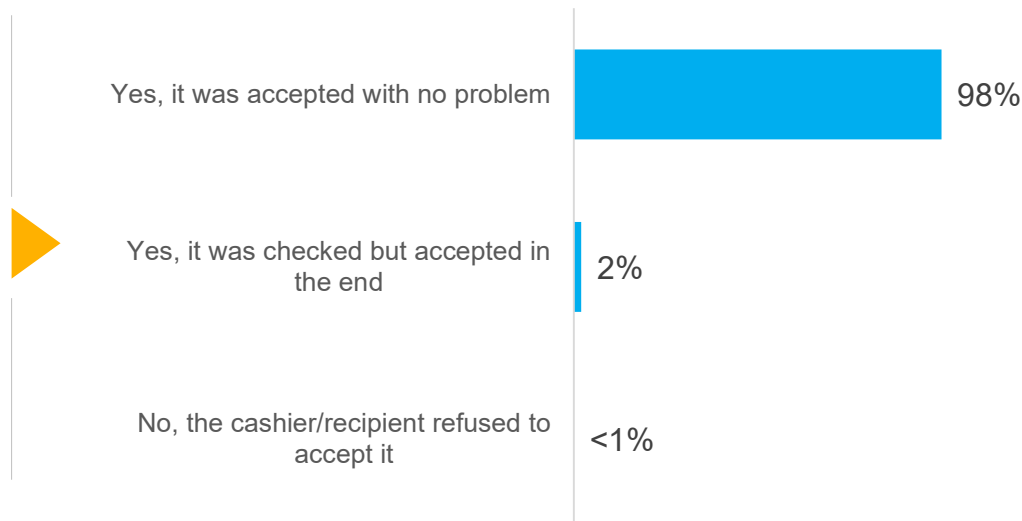
## CASH HANDLERS, AS WELL AS RESIDENTS OF THE ATLANTIC REGION, ONTARIO, AND ALBERTA ARE MORE LIKELY TO HAVE BEEN IN POSSESSION OF THE NEW BANK NOTE



# ALMOST EVERYONE WHO SPENT THE NEW \$10 BANK NOTE CLAIM THAT IT WAS ACCEPTED WITHOUT ANY PROBLEM



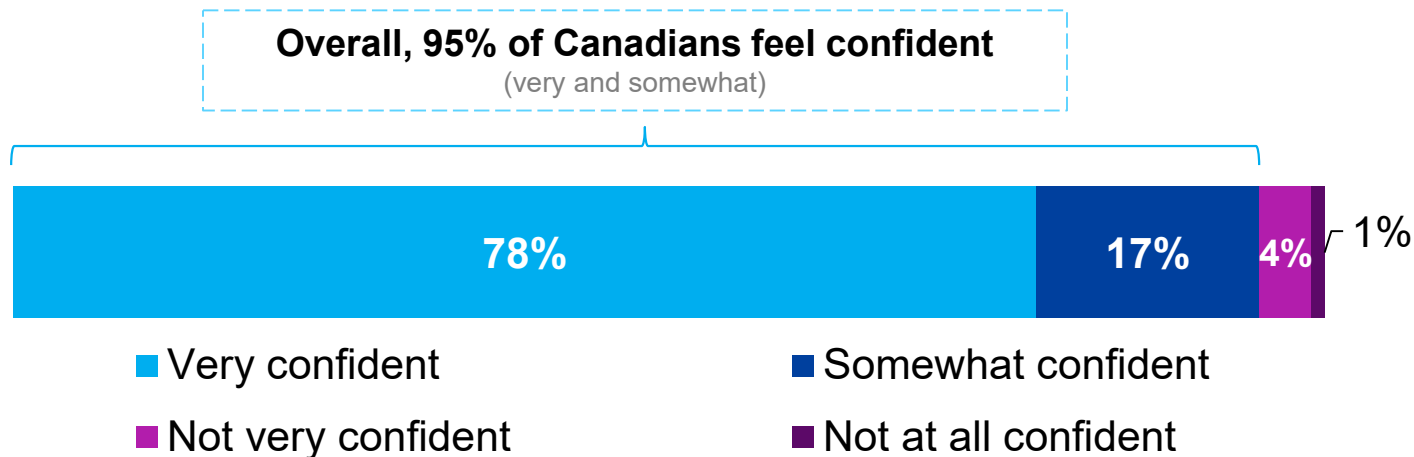
**HAVE SPENT THE  
NEW \$10 BANK NOTE**



**Q6b.** Did you spend the new \$10 bill? *Base: All those who have been in possession of the new bill, n=893*

**Q6c.** Was the new \$10 bill accepted by the cashier or recipient? *Base: All those who have spent the new \$10 bill, n=730*

# ALMOST ALL CANADIANS FEEL CONFIDENT USING THE NEW \$10 BANK NOTE IN A CASH TRANSACTION



No significant differences were observed among any sub-groups.



**THE SCIENCE BEHIND WHAT'S NEXT™**

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