

Eleanor Roosevelt Is the Top Choice to be Featured on the New \$10 Bill

Susan B. Anthony Ranks Second, Followed by Helen Keller

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New York, NY – Eleanor Roosevelt is the frontrunner among a list of notable women that may be featured on the new \$10 bill, according to a new study conducted by Ipsos Public Affairs. The former first lady was selected by a third of adults nationwide (33%).

Susan B. Anthony, a women's suffrage leader, is the second most popular choice (17%), followed by Helen Keller (13%); Sojourner Truth, an activist for abolition and women's rights (11%); and Abigail Adams, another first lady (10%).

Fewer feel that these other prominent women should be on the new \$10 bill:

- Nellie Tayloe Ross, the first female governor in the United States, the first female director of the US Mint: 5%
- Alice Paul, an American suffragist, feminist, and women's rights activist: 4%
- Henrietta Lacks, the poor African-American woman whose cells were used without her permission only to become the go-to source for scientific molecular research: 4%
- Jeanette Rankin, the first woman elected to Congress, serving before women were given the right to vote in the US: 3%
- Martha Rountree, a pioneering journalist and creator of "Meet the Press": 1%

While men and women share similar views when it comes to who they would like to see on the new \$10 bill, opinions do vary by age. While Eleanor Roosevelt



is the top choice across age groups, those aged 55 and older are more likely to select her than are those under 35 (41% vs. 26%). Older adults are also more likely to prefer Helen Keller (15% vs. 7%). Conversely, Susan B. Anthony is a more popular choice among these younger adults compared to the older cohort (20% vs. 13%), as is Sojourner Truth (15% vs. 7%), and Henrietta Lacks (7% vs. 1%).

These are findings from an Ipsos poll conducted June 26-28, 2015. For the survey, a sample of 1,011 U.S. adults age 18 and over was interviewed online. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of plus or minus 3.5 percentage points for all adults.

The data were weighted to the U.S. current population data by gender, age, education, and ethnicity. Statistical margins of error are not applicable to online polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Figures marked by an asterisk () indicate a percentage value of greater than zero but less than one half of one per cent. Where figures do not sum to 100, this is due to the effects of rounding.*

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