

The Bank Note Confidence Index

2010 Results

In March 2010, an external research firm conducted a total of 2,002 telephone interviews across Canada with eligible Canadians.

General observations

The survey revealed that, overall; the Confidence Index has decreased since the 2009 survey. Overall, it decreased by 2.6 points to 53.7 from 56.3 (on a 100-point scale).

Confidence in the systems to remove counterfeit notes

Over half of the respondents were confident in the systems currently in place to remove counterfeits from circulation. Sixty-five per cent said they were either very confident or somewhat confident in the systems (an increase of 5 percentage points from 2009), while 30 per cent of those surveyed said they were not confident.

Likelihood of receiving a counterfeit note in the next 6 months

Although 34 per cent of respondents believed they would receive a counterfeit Canadian bank note in the next 6 months, a majority (64 per cent) believed this was not at all likely (18 per cent) or not very likely (46 per cent).

Perceptions of counterfeiting as a problem

Sixty-seven per cent of respondents believed that counterfeiting is a problem (a 10 percentage-point increase from 2009). Twenty per cent stated that counterfeiting was a big problem (up from 16), and 47 per cent felt that it was somewhat of a problem (up from 41).

Likelihood of experiencing fraud or loss when using cash

Fourteen per cent of respondents stated that there was a high likelihood of experiencing fraud or loss during cash transactions, up somewhat from the 2009 level. The remainder thought the likelihood was moderate (43 per cent), low (35 per cent), and non-existent (6 per cent).

Confidence Index 2006-2010

