

## The Bank Note Confidence Index

### 2011 Results

In March 2011, an external research firm conducted a total of 2,003 telephone interviews across Canada with eligible Canadians.

### General observations

The survey revealed that, overall; the Confidence Index has increased since the 2010 survey. Overall, it increased by 2.8 points to 56.5 from 53.7 (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. Fifty-eight per cent said they were either very confident or somewhat confident in the systems, while 27 per cent of those surveyed said they were not confident.

### Likelihood of receiving a counterfeit note in the next six months

Although 32 per cent of respondents believed they would receive a counterfeit Canadian bank note in the next 6 months, a majority (66 per cent) believed this was not at all likely (22 per cent) or not very likely (44 per cent).

### Perceptions of counterfeiting as a problem

Fifty-six per cent of respondents believed that counterfeiting is a problem (an 11 percentage-point decrease from 2010). Fourteen per cent stated that counterfeiting was a big problem (down from 20), and 42 per cent felt that it was somewhat of a problem (down from 47).

### Likelihood of experiencing fraud or loss when using cash

Eleven per cent of respondents stated that there was a high likelihood of experiencing fraud or loss during cash transactions, down somewhat from the 2010 level. The remainder thought the likelihood was moderate (39 per cent), low (36 per cent), and non-existent (9 per cent).

Confidence Index 2007-2011

