

Polymer series: Awareness survey

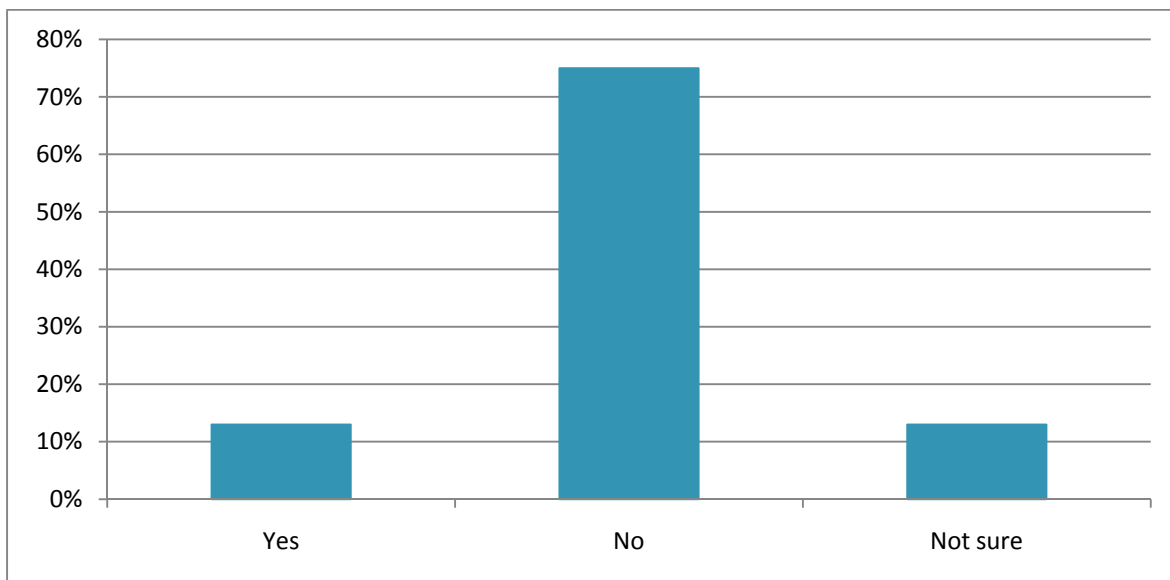
Results for February 2011

In February 2011, an online survey was conducted with 1,064 respondents to measure Canadian awareness of the new series of polymer bank notes. The survey was conducted from 18 to 28 February, many months before the unveiling of the series, and acts as a baseline against which subsequent survey results will be compared. The survey's margin of error is ± 3 per cent, 19 times out of 20.

Unaided awareness

Without giving any background information, respondents were asked if they recalled hearing of any upcoming changes to Canadian bank notes. Thirteen per cent of respondents had, 75 per cent had not and 13 per cent were unsure. Five per cent of all respondents noted a change in the material of the new bank notes.

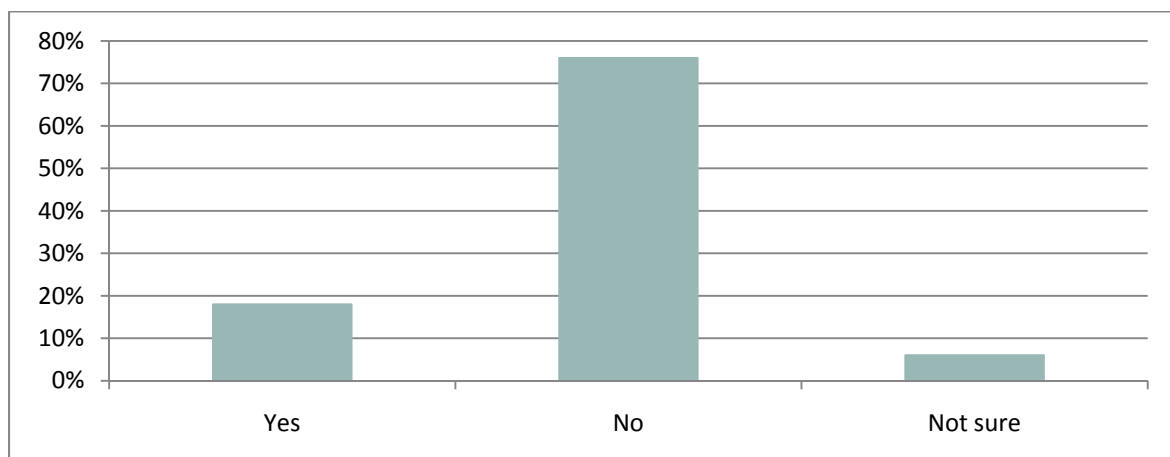
Have you heard of any upcoming changes to Canadian bank notes?



Aided awareness

Respondents were then informed that an announcement had been made regarding the change of the material from paper to polymer and asked whether they recalled hearing of it. Eighteen per cent of respondents indicated they had, while 76 per cent had not.

In fact, new bank notes will soon be circulating. They will be printed on a smooth, durable film called polymer instead of paper. Before now, had you heard of this change?



Source of knowledge

The survey also asked where respondents had first heard of the new bank notes. The most popular medium was television (35 per cent), followed by a friend/relative (24 per cent) and a newspaper (24 per cent). Other sources of information were the Internet (20 per cent) and radio (9 per cent). Respondents were allowed to choose more than one answer.

Where did you first learn about the new polymer bank notes?

