

Polymer series: Awareness survey

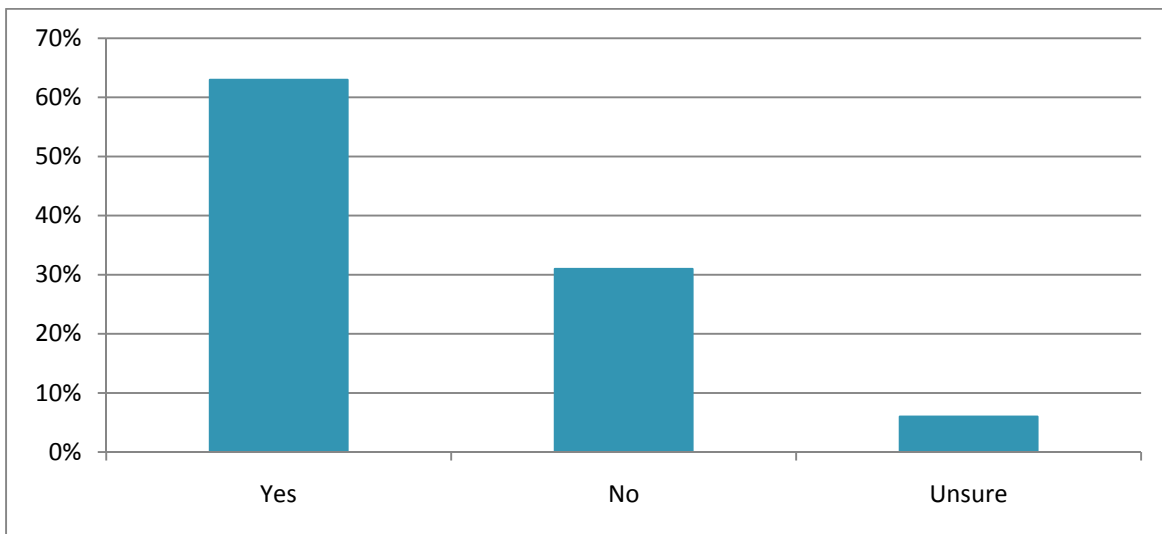
Results for June 2011

In June 2011, an online survey was conducted with 1,023 respondents to measure Canadian awareness of the new series of polymer bank notes. The survey was conducted from 23 to 30 June, shortly after the Bank of Canada unveiled the \$100 and \$50 bank notes on 20 June. 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. Sixty-three per cent of respondents had, 31 per cent had not, and 6 per cent were unsure. Fifty-four per cent of all respondents noted a change in the material of the new bank notes.

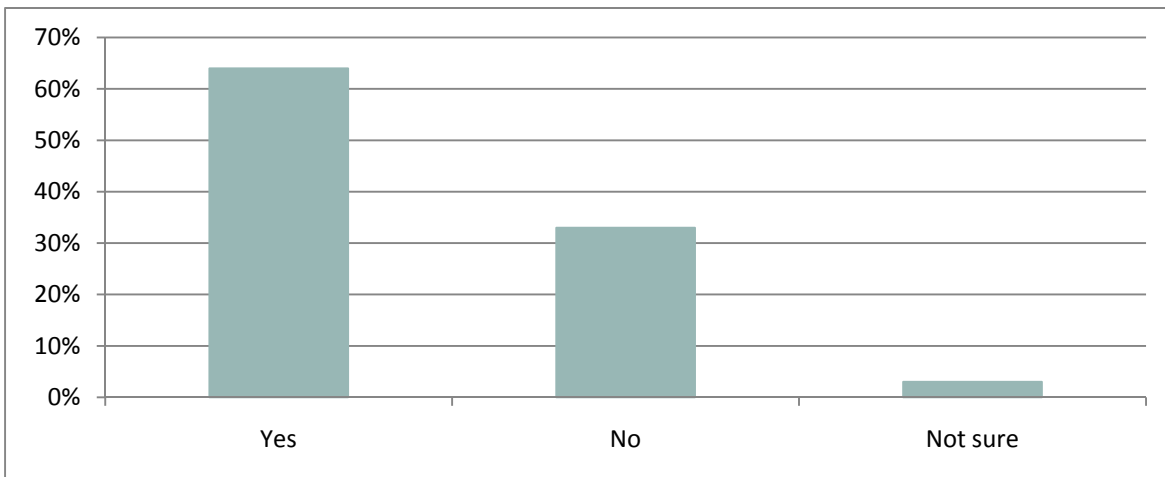
Have you heard of any upcoming changes to Canadian bank notes?



Aided awareness

Respondents were then informed that an announcement had recently been made regarding the change of the material from paper to polymer and asked whether they recalled hearing it. Sixty-four per cent of respondents indicated they had, while 33 per cent had not. This represents a 46 per cent increase in aided awareness over the previous survey.

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 (57 per cent), followed by newspaper and Internet (both at 26 per cent). Other sources of information were the radio (9 per cent) and friend/relative (6 per cent). Respondents were allowed to choose more than one answer.

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

