

EXECUTIVE SUMMARY

This executive summary provides an overview of the findings from ten (10) focus groups conducted between August 16th and August 25th, 2016. The focus groups were carried out to identify anything in the details of the Canada 150 bank note that might be of concern once it is released into circulation. Communications messaging describing the bank note, and descriptions of new security features included on it, were also tested.

1. First Impressions

After a first examination of the bank note, the most common aspects that stood out were (in order of most often mentioned):

- The inclusion of four portraits instead of the usual one;
- The colour-shifting arch which was recognized as a new feature;
- The clear window and its metallic features;
- The colours of the bank note in general; and
- The landscapes on the back of the bank note representing the different regions of Canada – with the northern lights, in particular, often mentioned as standing out.

2. Unprompted Examination of the Bank Note

Participants did not immediately note any unintentional errors in the design of the bank note.

3. Prompted Examination of the Bank Note

In the moderator-led prompted examination of the bank note, each of the design elements that appear on the bank note were examined in detail. Some minor details on the front portraits, as well as on the back landscape panels, were felt to be unintentional errors, such as a lock of Macdonald's hair touching Cartier's portrait. Certain elements were not immediately recognized and were confused with other symbols, for example the Hall of Honour from the Centre Block of Parliament Hill. Other detailed comments were collected for vignettes, front and back window borders and elements, show-through, and other design features.

4. Communications Messaging

Overall, the messaging that was developed to describe the front and back of the note was received positively and thought to convey the intended messages.

Participants tended to better connect, on an emotional level, with the messages explaining the back of the bank note.

Participants were intrigued and wanted to know more about the four individuals depicted on the front of the bank note especially after reading the messages.

5. Security Feature Descriptions

No major issues were reported in the prototype educational pamphlet on security features. The name and description of each of the three security features was clear, easy to understand and described what was seen on the bank note.