

Executive Summary

POLLARA 

Executive Summary—Awareness and Retention of Canada 150 Bank Note

- While awareness of Canada's 150th anniversary of Confederation was low (44%) in September 2016 when the benchmark survey was conducted, by the unveil phase in April 2017, most Canadians were aware of it (82%). Likewise, awareness of a new bank note to mark this occasion was very low (13%) in September 2016. However, with communication during the unveil phase, half (52%) of Canadians became aware of the Canada 150 bank note.
- Awareness remained steady through the issuance of the note (53%), with most awareness coming from television or the Internet (Facebook and general news sites).
- When the Canada 150 note was unveiled, 34% of respondents had seen its design. This number rose to 46% after the note was issued, with 20% of survey respondents having had it in their possession.
- Of those who have had the Canada 150 note in their possession, most (74%) came across it in circulation, but 1 in 10 obtained it specifically at a financial institution.

Executive Summary—Awareness and Retention of Canada 150 Bank Note (continued)

- The majority of people surveyed intended to keep the note if they came across it in circulation, at least for some time (75% at issue), but they were not likely to make a special trip to their financial institution to obtain one (28% at issue).
- Canadians had no problem recognizing this note as Canadian currency (90–92%) and would be confident using it as such (95%). Those who spent the note in their possession had no trouble doing so (100%).
- Awareness of the Canada 150 bank note was fairly consistent across the country. During the unveil phase, awareness was highest in British Columbia (62%) and lowest in Quebec (45%) and Atlantic Canada (48%). In the issue phase, awareness rose in Atlantic Canada (59%) and the Prairies (60%) and declined in British Columbia (50%).

Executive Summary—Impressions of Canada 150 Bank Note

- Canadians surveyed felt positive about the Canada 150 bank note; they felt it contributes to marking the 150th anniversary of Confederation (over 80%), it reflects Canada (over 90%), and it is well liked (over 85%).
- Canadians surveyed were proud of the Canada 150 note, and this pride increased by around 4% the more they learned about it.
- While the designs on both the front and the back of the note were very well received, the back of the note resonated slightly better with participants.