



Polymer series: Awareness survey

Overview

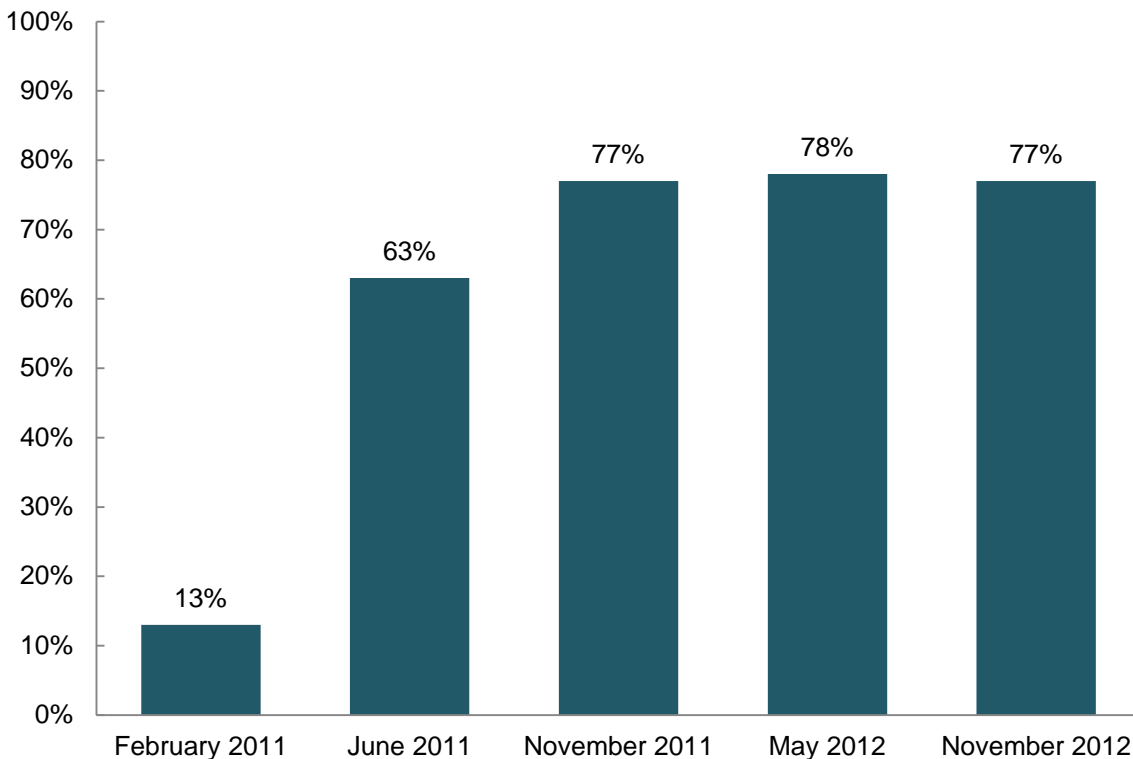
Beginning in February 2011, the Bank of Canada conducted a series of online surveys to measure awareness among Canadians of the new series of polymer bank notes. The surveys were designed to measure knowledge of the change from paper to polymer, how Canadians learned of the change, how they felt about it, and how they viewed the authentication of bank notes at the point of sale. A summary of the surveys and the results is presented below.

Unaided awareness of the new polymer notes

Without having received any background information, respondents were asked if they recalled hearing of upcoming changes to Canadian bank notes.

Chart 1: Have you heard of any upcoming changes to Canadian bank notes?

Awareness expressed as a percentage



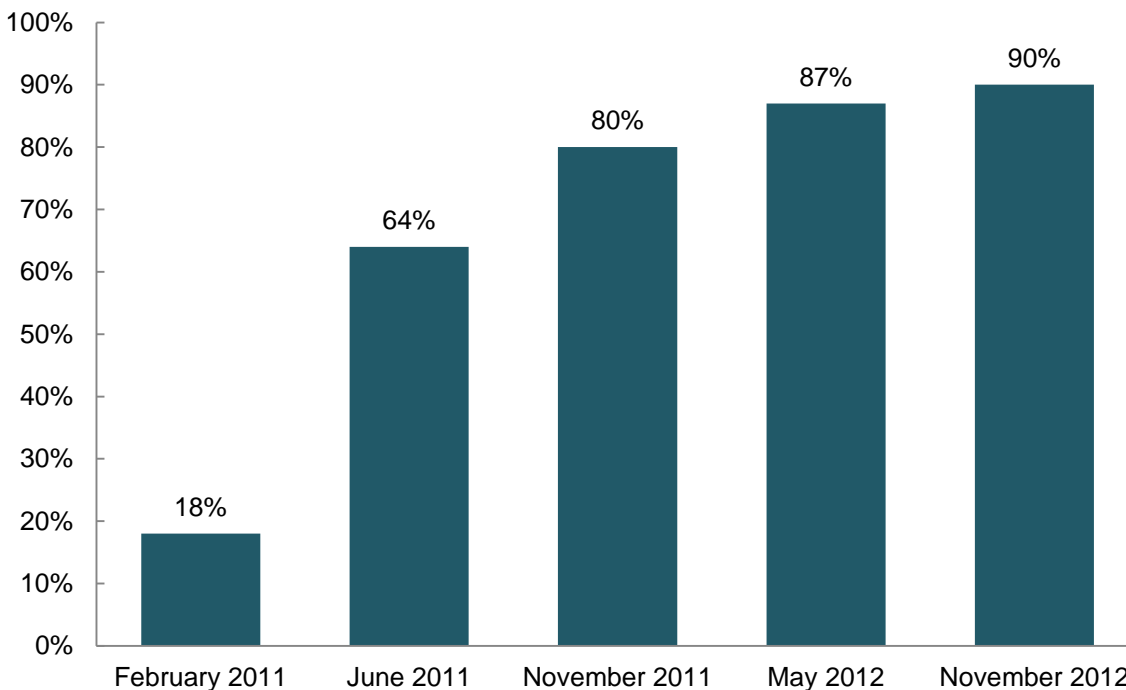
Note: The margin of error from survey to survey varied from +/- 2 per cent to 3 per cent.

Aided awareness of the new polymer notes

Survey respondents were then informed that an announcement had been made regarding the new series and were asked whether they recalled hearing it.

Chart 2: 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?

Awareness expressed as a percentage



Note: The margin of error from survey to survey varied from +/- 2 per cent to 3 per cent.

Source of knowledge about the new polymer bank notes

The survey also asked where respondents had first heard of the new bank notes. The medium most frequently cited in all surveys was television, followed by a friend or relative, a newspaper, and the Internet. Other sources of information were the radio and financial institutions.

Features that Canadians consider important in their new polymer notes

When presented with several facts about the new polymer bank notes, a majority of respondents confirmed that it is important that the notes be difficult to counterfeit, be more durable, cost less to produce over time, have a reduced environmental impact and stay cleaner than paper notes. Eighty-four per cent of Canadians believe that the change from paper to polymer bank notes is a good idea.

Checking security features at the point of sale

The Bank of Canada regularly conducts training sessions with cash-handlers and the general public to encourage routine checking of bank notes during cash transactions and to promote the acceptance of checking notes. When asked if the authentication of bank notes at the point of sale is acceptable, 92 per cent to 94 per cent of Canadians agreed.