



1.0 Executive Summary

1.1 Background and Objectives

The Bank of Canada will create a commemorative bank note to mark the 150th anniversary of Confederation in 2017 (C150). The purpose of this study was to involve the public in the creation of the commemorative bank note. The objectives of this research were to:

- Understand which themes Canadians would like to see on a commemorative bank note;
- Identify symbols or images that would best represent these themes; and
- Determine the likelihood and number of bank notes kept as keepsakes to inform volume.

1.2 Methodology

This research was conducted in phases, an initial literature review and primary research consisting of two national representative surveys and a public consultation questionnaire. The literature review explored Canadians' perception of Canadian culture, identity and heritage and is featured as a separate report named, "Literature Review in View of the Bank of Canada's Planned Bank Note to Commemorate the 150th Anniversary of Confederation". The primary research consisted of two surveys among samples representative of the Canadian population and a third questionnaire posted on the Bank of Canada website to encourage the greater public to provide suggestions.

- **Wave 1 Nationally Representative Survey** – an online survey among n=1707 Ipsos Canadian Household Panelists between November 14th and November 25th, 2014 consisting of primarily open-ended questions looking for broad themes from which to design the new bank note. This included a boost sample of youth (n=100), new Canadians (n=100) and Aboriginal respondents (n=100).
- **Wave 2 Nationally Representative Survey** – an online survey among a new sample of n=2007 Ipsos Canadian Household Panelists between December 29th, 2014 and January 6th, 2015 consisting of primarily close-ended questions measuring the key themes generated in Wave 1 and expanding on possible images to include on the new bank note. This included a boost sample of youth (n=100), new Canadians (n=100) and Aboriginal respondents (n=100).
- **Public Consultation Questionnaire** – an online questionnaire among n=1436 individuals from the general public. This survey was conducted between December 8th, 2014 and January 9th, 2015 and was posted on the Bank of Canada website. It consisted of two questions from the Wave 1 survey, Q1 and Q2a/b.



1.3 Reading this Report

This report presents the detailed results of the Wave 1 and Wave 2 surveys and the Public Consultation Questionnaire.

1.3.1 Significant Differences Between Key Subgroups

Significant differences between key subgroups are highlighted throughout the report. These represent a statistically significant difference between two groups as measured at a 95% confidence level, with a two-tailed T-test. This means there is a 5% risk that any differences are simply due to chance rather than being significant for some other reason.

1.4 Key Findings from Wave 1 and Wave 2 of Nationally Representative Surveys

1.4.1 Awareness

Only about three in ten Canadians (W1:27%, W2:30%) have heard, seen or read about Canada's 150th anniversary of Confederation and plans to commemorate it. Those who had heard about plans were more likely to indicate that they might keep a commemorative bank note as a keepsake (W1: 84%, W2: 86%) compared to those who had not heard of Canada's 150th (W1:72%, W2:76%).

1.4.2 Themes

In Wave 1, Canadians were asked to suggest themes to represent Canada on a commemorative bank note celebrating Canada's 150th anniversary. The key themes that emerged from these suggestions were Canada's land and landscapes (W1:29%), Celebrate Confederation (W1:21%), Multiculturalism and diversity (W1:18%), History and heritage (W1:17%), Democracy, equality and rights (W1:13%), Remembrance, Canadian Armed Forces and peacekeeping (W1:12%), Sporting achievements and hockey (W1:11%), Scientific and artistic achievements (W1:11%), Aboriginal traditions and culture (W1:9%) and Canada's built heritage (W1:9%). Canadians also frequently mentioned key federal symbols (W1:17%).

For Wave 2, the themes that emerged from the verbatim comments in Wave 1 were ranked by Canadians in their order of preference. The themes that respondents most frequently ranked first or second included Canada's land and landscape (W2:43%), History and heritage (W2:32%), Celebrate Confederation (W2:23%), Remembrance, Canadian Armed Forces and peacekeeping (W2:22%) as well as Democracy, equality and rights (W2:19%).

1.4.3 Symbols and Images

Canadians were asked which symbols and images would be appropriate to represent the themes presented on a bank note marking Canada's 150th. In Wave 1, respondents were asked to provide themes and symbols unprompted. Many of the symbols presented in Wave 1 were common across the different themes (i.e. the maple leaf/trees (W1:20%) and the Canadian flag (W1:11%) while others represented iconic symbols associated with Canada (i.e. the beaver (W1:9%), mountains/hills (W1:6%) hockey (W1:6%) and multiculturalism (W1:6%).

In Wave 2, Canadians also provided feedback in regards to images that would best represent each theme. These respondents were prompted with a list of themes and descriptions. The railway and train (W2:21%) and mountains/hills (W2:11%) came across as two of the key symbols to represent Canada. Other suggested symbols included the Rocky Mountains (W2:10%), the poppy (W2:10%) and



multiculturalism (W2:8%).

1.4.4 Commemorative Bank Notes as Keepsakes

Three in four Canadians (W1: 76%, W2: 80%) reported that they would keep a commemorative bank note from circulation as a keepsake. Most Canadians responded that they would only keep between one and three bank notes (W1:64%, W2: 63%), but a few reported that they may keep more than three (W1: 12%, W2: 17%). Residents of Ontario (W1:79%, W2:84%), Saskatchewan and Manitoba (W1: 83%, W2:83%), and Atlantic Canada (W1:80%, W2:83%) would be more likely than others to keep a commemorative bank note.

1.5 Key Findings from Public Consultation Questionnaire

Respondents from the Public Consultation Questionnaire (74%) were more likely to have heard of plans to commemorate Canada's 150th anniversary of Confederation compared to Wave 1 and Wave 2 of the National Representative Survey (W1: 27%, W2: 30%). This was likely due to the Bank of Canada's announcement of the 2017 bank note project and promotion of the survey.

The Public Consultation Questionnaire saw a higher popularity of Democracy, equality and rights as a theme (44%) compared to Wave 1 of the National Representative Survey (13%). The PCQ was largely shared and promoted by groups with interest in specific thematic areas.