



**Ipsos Reid**



**BANK OF CANADA  
BANQUE DU CANADA**

Bank of Canada

# Canada's 150<sup>th</sup> Commemorative Bank Note Research

March 2016



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## 1.0 Executive Summary

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### 1.1 Background and Objectives

The Bank of Canada will create a commemorative bank note to mark the 150<sup>th</sup> 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 150<sup>th</sup> 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 14<sup>th</sup> and November 25<sup>th</sup>, 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 29<sup>th</sup>, 2014 and January 6<sup>th</sup>, 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 8<sup>th</sup>, 2014 and January 9<sup>th</sup>, 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 150<sup>th</sup> 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 150<sup>th</sup> (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 150<sup>th</sup> 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 150<sup>th</sup>. 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.



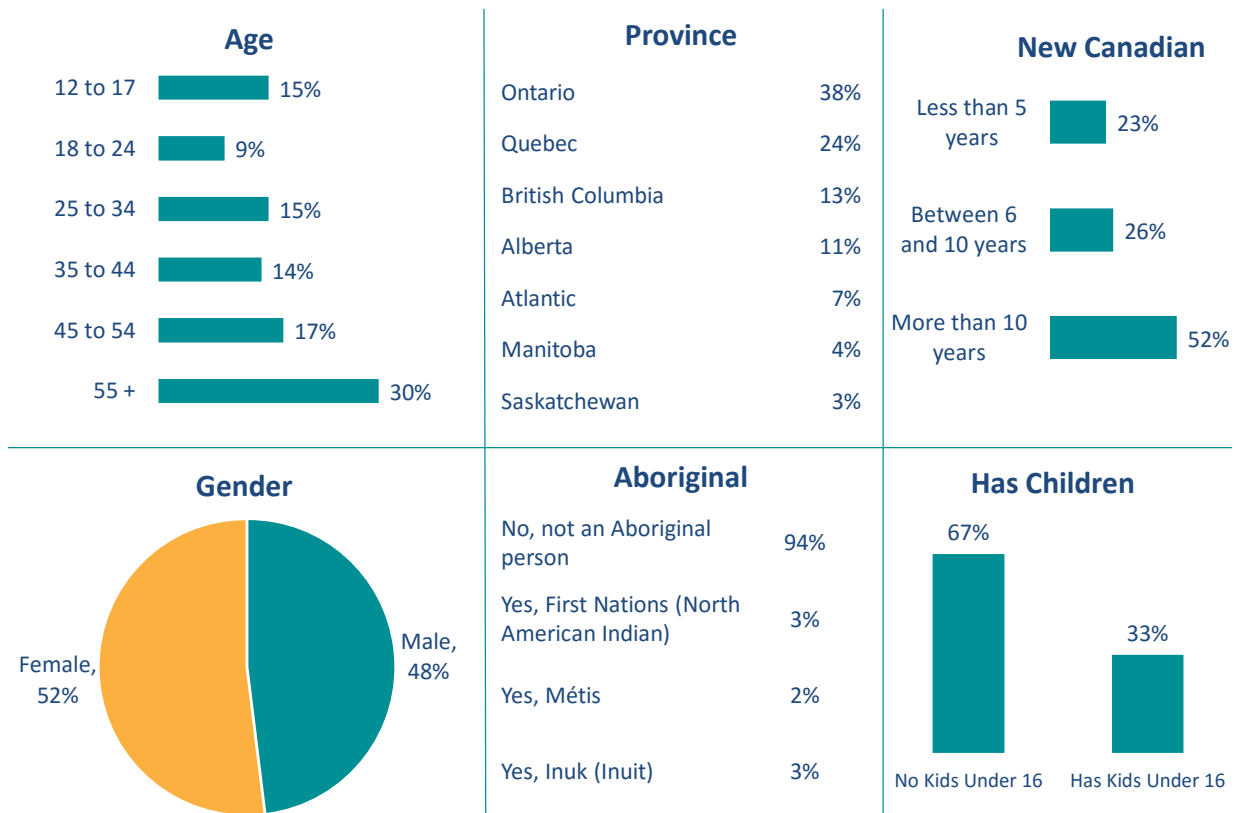
## 2.0 Detailed Findings – Wave 1

Wave 1 was an online survey among n=1707 Ipsos Canadian Household Panelists conducted between November 14<sup>th</sup> and November 25<sup>th</sup>, 2014. It consisted 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 respondent (n=100).

### 2.1 Demographics

Respondents to the Wave 1 survey were screened by region, age, gender, Aboriginal status and how long they had been in Canada. The results were then weighted to the 2011 Census data by age, region, and gender in order to reflect the Canadian population.

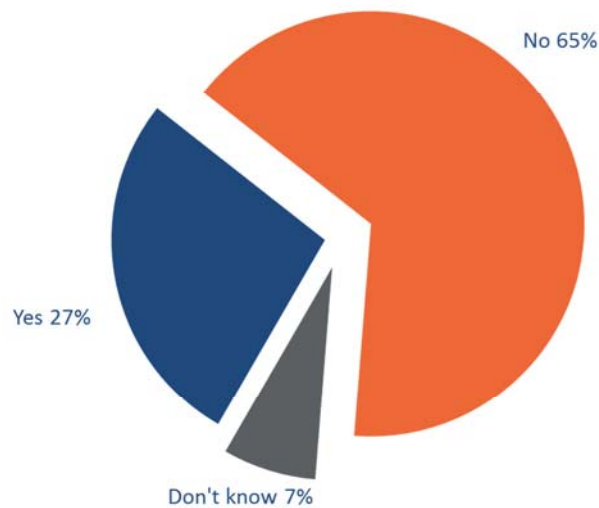
#### Wave 1 survey results have been weighted to 2011 Census data



## 2.2 Awareness of Canada's 150<sup>th</sup> Anniversary of Confederation

At the time the survey was conducted, just over one in four (27%) Canadians had heard, seen or read anything about Canada's 150<sup>th</sup> anniversary of Confederation or plans to commemorate it. Those who are aware of celebration plans for Canada's 150<sup>th</sup> are more likely to belong to the 18 to 34-year age group (31%) and seniors 55+ (31%).

**Just over one in four Canadians (27%) have heard, seen or read something about Canada's 150<sup>th</sup> anniversary and plans to commemorate it**



Q1. Have you heard, seen or read anything about the 150<sup>th</sup> anniversary of Confederation, Canada's 150<sup>th</sup> birthday, and plans to commemorate it?  
Base: Wave 1 - All Respondents (n=1707)

Those who are more likely to **have heard** about the 150<sup>th</sup> include:

- Young adults (18-34: 31%) and seniors (55+: 31%) compared to middle-aged respondents (35-54: 21%);
- Men (33%) compared to women (22%); and
- Respondents from Ontario (31%) and Atlantic Canada (33%) compared to British Columbia (22%).

Those who are more likely to respond **"Don't know"** as to whether they have heard of the 150<sup>th</sup> include:

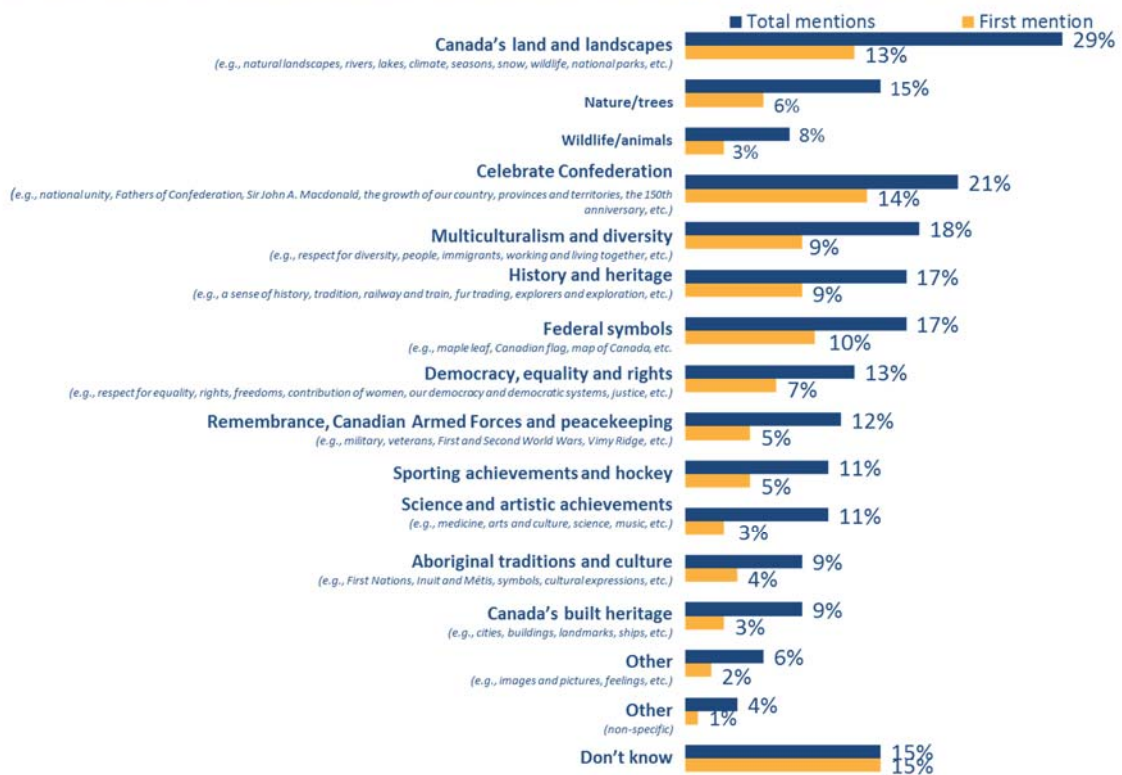
- Respondents from Quebec (11%) compared to British Columbia (4%) and Alberta (4%).

### 2.3 Themes and Subjects to Represent Canada’s 150<sup>th</sup> Anniversary of Confederation

Respondents were informed that Canada will mark the 150<sup>th</sup> anniversary of Confederation in 2017 and of the Bank of Canada’s plans to commemorate it on a bank note. They were then asked to suggest a theme or subject they felt would be appropriate for a bank note. The subjects/themes suggested by respondents were categorised into key thematic groups to assist with analysis and future waves of research.

Overall, the most popular theme mentioned for a bank note was Canada’s land and landscapes (29%), followed by Celebrate Confederation (21%). Multiculturalism and diversity (18%), History and heritage (17%) and Democracy, equality and rights (13%) were also popular themes.

#### Canadians mention Celebrate Confederation (14%) most as the initial theme for the bank note and Canada’s land and landscapes (29%) most frequently

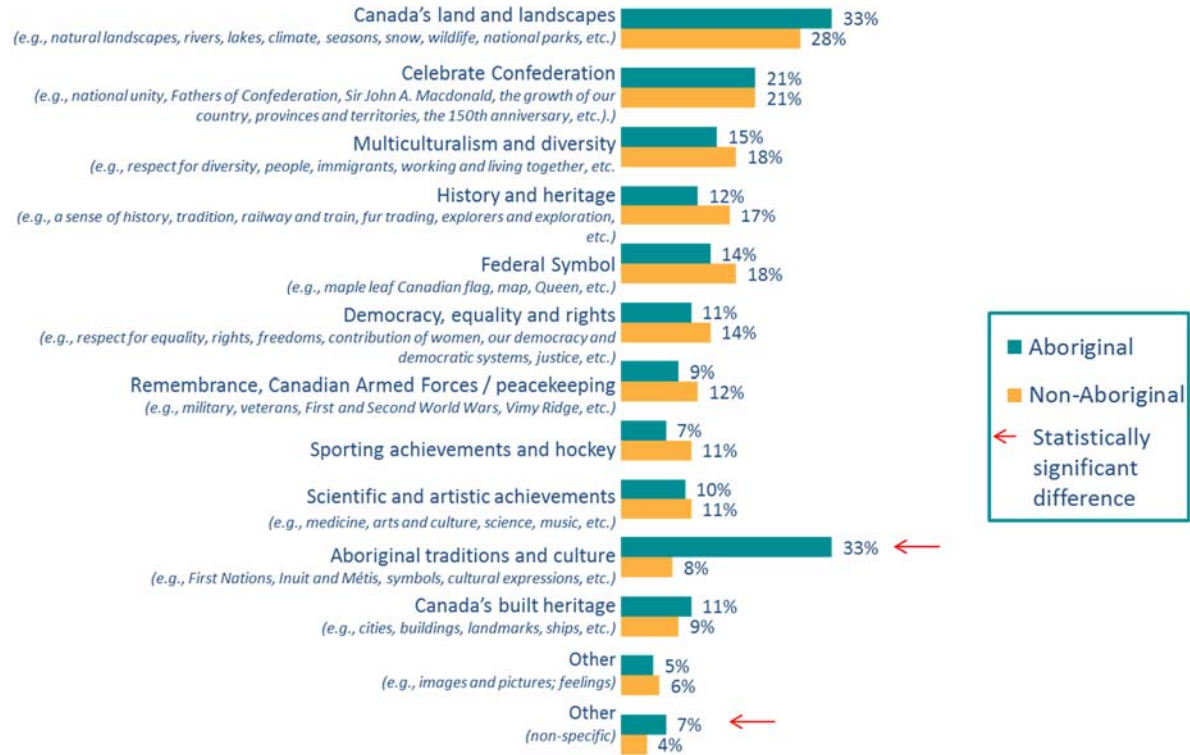


Q2. What subject or theme or idea would best represent Canada’s 150<sup>th</sup> on a Canadian bank note?  
Base: Wave 1 - All Respondents (n=1707)



Aboriginal Canadian respondents were four times more likely to prefer Aboriginal traditions and culture as a theme than non-Aboriginal respondents (33% vs. 8%).

### Those of Aboriginal ancestry were more likely to highlight Aboriginal traditions and culture (33%) as a preferred theme

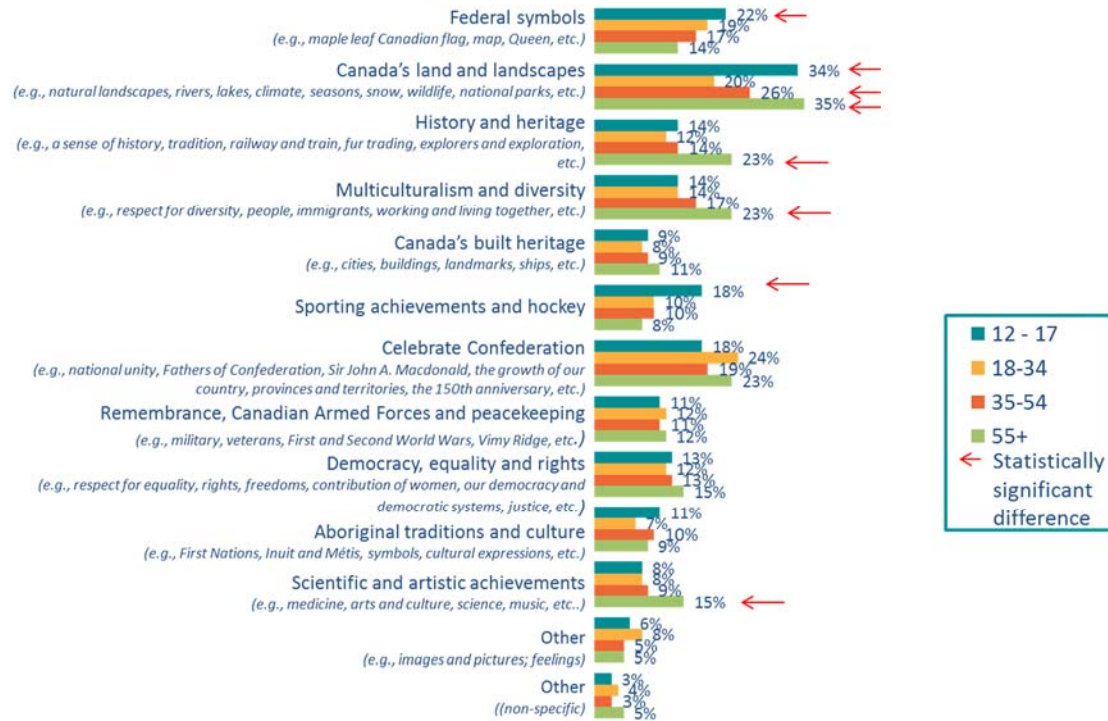


Q2. [Subject or Theme or Idea] What subject or theme or idea would best represent Canada's 150th on a Canadian bank note? And which symbols or images would best represent these theme(s) you have identified? : Total Mention  
Base: Wave 1 - All Respondents (n=1707)

While respondents aged 12 to 17 preferred Sporting achievements and hockey (18%) compared to overall respondents (11%), youth (34%), middle-aged Canadians (26%) and senior respondents (35%) all preferred Canada’s land and landscapes compared to young adults (20%).

## Youth also indicated a high preference for Canada’s land and landscapes (34%)

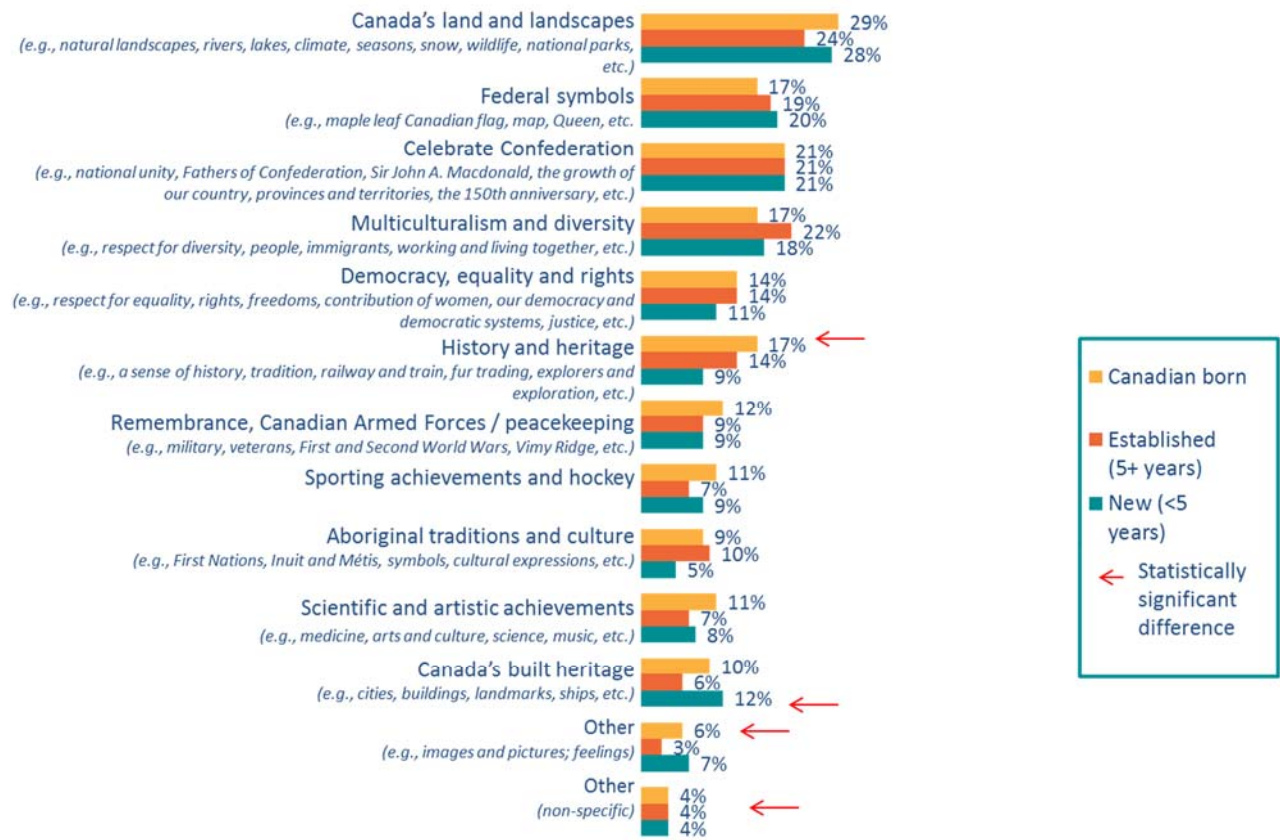
Youth are more likely to prefer Sporting achievements and hockey (18% vs. 11% overall)



Q2. [Subject or Theme or Idea] What subject or theme or idea would best represent Canada’s 150th on a Canadian bank note? And which symbols or images would best represent these theme(s) you have identified?: Total Mention  
Base: Wave 1 - All Respondents (n=1707)

New Canadians (12%) were more likely to prefer Canada’s built heritage as a theme for the commemorative bank note compared to those born in Canada (10%). Those born in Canada (17%) preferred History and heritage compared to New Canadians (9%).

## New Canadians are more likely to prefer Canada’s built heritage (12% vs. 9% overall)



Q2. [Subject or Theme or Idea] What subject or theme or idea would best represent Canada’s 150th on a Canadian bank note? And which symbols or images would best represent these theme(s) you have identified? : Total Mention  
Base: Wave 1 - All Respondents (n=1707)

The following chart presents some of the most significant differences among various demographic groups. The theme most often mentioned first, Celebrate Confederation, was mentioned first by those aware of the 150<sup>th</sup> anniversary of Confederation (21%) compared to those who are not (12%).

Themes	1 <sup>st</sup> Mention (% total)	More Likely to Mention First
Celebrate Confederation	14%	<ul style="list-style-type: none"> <li>Aware of the 150<sup>th</sup> anniversary of Confederation (21%) compared to those who are not (12%)</li> <li>Would keep bank note (16%) compared to those who would not (9%)</li> <li>Always or sometimes keep commemorative coins (17%) compared to those who rarely or never do so (11%)</li> </ul>
Canada's land and landscapes	13%	<ul style="list-style-type: none"> <li>Seniors (55+: 17%) compared to young adults (18-34: 10%)</li> <li>British Columbia (14%), Ontario (14%) and Quebec (14%) more likely than Atlantic Canada (7%)</li> <li>Would keep note (14%) compared to those who would not (10%)</li> </ul>
Federal Symbols	10%	<ul style="list-style-type: none"> <li>Younger Canadians (12-17: 13%; 18-34, 11%; middle-aged (35-54: 10%) vs. seniors (55+: 6%);</li> <li>Would keep note (10%) compared to those who would not (7%)</li> </ul>
History and heritage	9%	<ul style="list-style-type: none"> <li>Seniors (55+: 12%) more than young adults (18-34: 4%) and middle-aged (35-54: 8%); youth (12-17: 9%) and middle-aged (35-54: 8%) more than young adults (18-34: 4%)</li> <li>Those born in Canada (9%) vs. established Canadians (5%) and new Canadians (3%)</li> <li>Those who always or sometimes keep a commemorative coin (10%) vs. those who do so rarely or never (6%)</li> </ul>
Multiculturalism and diversity	9%	<ul style="list-style-type: none"> <li>Seniors (55+: 11%) compared to youth (12-17: 6%) and young Canadians (18-34: 7%)</li> <li>British Columbia (12%), Alberta (11%) and Atlantic Canada (13%) more likely than Quebec (5%)</li> <li>Established Canadians (14%) more than those born in Canada (8%)</li> </ul>
Democracy, equality and rights	7%	<ul style="list-style-type: none"> <li>Alberta (11%) more than British Columbia (3%) and Quebec (5%); Ontario (8%) more than British Columbia (3%)</li> </ul>
Sporting achievements and hockey	5%	<ul style="list-style-type: none"> <li>Men (6%) more likely than women (3%)</li> <li>Youth (12-17: 11%) compared to older Canadians (55+: 3%; 35-54: 4%; 18-34: 4%)</li> </ul>
Remembrance, Canadian Armed Forces and peacekeeping	5%	No key demographic differences
Aboriginal traditions and culture	4%	<ul style="list-style-type: none"> <li>Women (5%) compared to men (3%)</li> <li>Aboriginal Canadians (21%) compared to non-Aboriginal Canadians (3%)</li> <li>Established Canadians (5%) and those born in Canada (4%) compared to new Canadians (1%)</li> <li>Would keep bank note (5%) compared to those who would not (2%)</li> </ul>
Scientific and artistic achievements	3%	No key demographic differences
Canada's built heritage	3%	<ul style="list-style-type: none"> <li>Saskatchewan and Manitoba (6%) and Atlantic Canada (8%) more likely than British Columbia (1%), Ontario (2%) and Quebec (4%)</li> </ul>
Other (sentiments, etc.)	2%	<ul style="list-style-type: none"> <li>Young adults (18-34:4%) higher than middle-aged adults (35-54: 2%) and seniors (55+: 1%)</li> <li>Alberta (4%) and Quebec (3%) more than British Columbia (&lt;1%)</li> </ul>

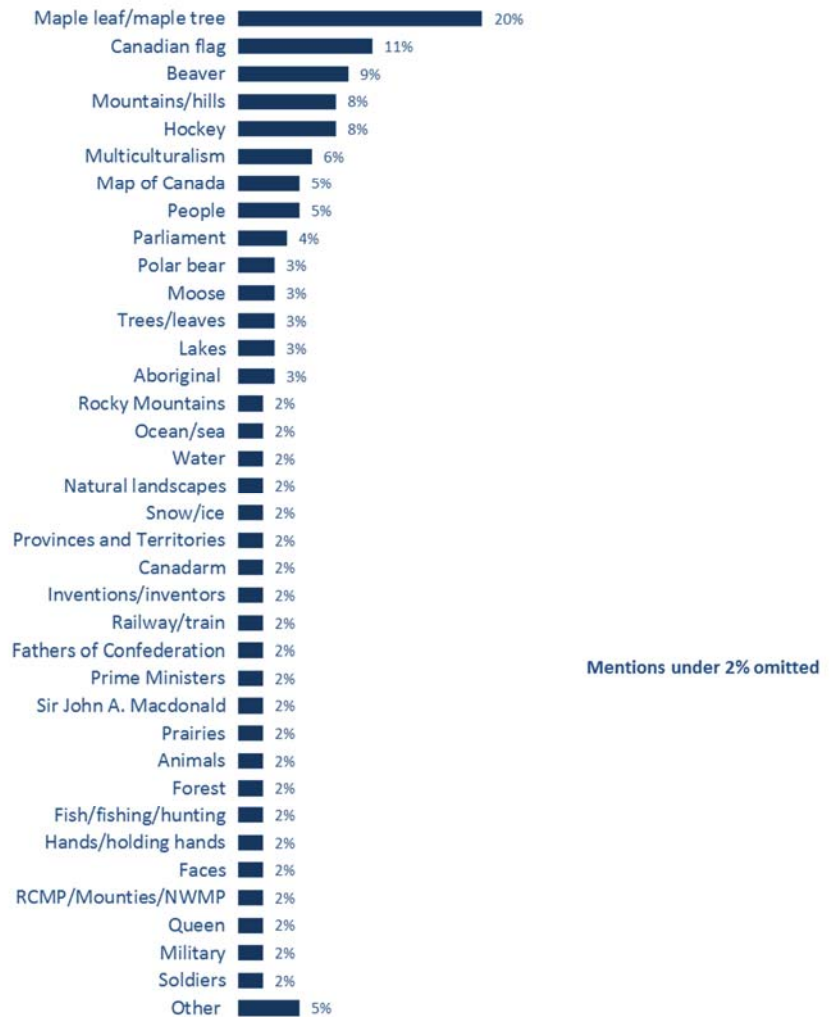
**Q2. [subject or Theme or Idea] What subject or theme or idea would best represent Canada's 150th on a Canadian bank note? And which symbols or images would best represent these theme(s) you have identified? First Mentions Base: Wave 1 - All Respondents (n=1707)**

## 2.4 Symbols and Images to Represent Canada’s 150<sup>th</sup> Anniversary of Confederation

Based on the themes that they suggested, respondents were asked to suggest any symbols or images that they felt might best represent Canada’s 150<sup>th</sup> anniversary on a bank note.

Overall the most mentioned symbol/image was the maple leaf (20%), followed by the Canadian flag (11%), and the beaver (9%). These symbols were also very commonly linked to Canadian identity in the literature review and act in many ways as a key point of pride for Canadians.

### The maple leaf or maple tree (20%) and the Canadian flag (11%) were the most common symbols suggested by Canadians across all themes



Q2. [Symbols or Images] What subject or theme or idea would best represent Canada’s 150th on a Canadian bank note? And which symbols or images would best represent these theme(s) you have identified?: Total Mentions  
 Base: Wave 1 -All Respondents (n=1707)

Each theme contained many different ideas for how to commemorate Canada’s 150<sup>th</sup> anniversary of Confederation. Below is a table that summarizes the comments received by grouping them by theme as well as the symbols they are suggested to represent. The themes have been ranked by total mentions.

Rank	Theme	Description of Theme Based on Public Responses	First Mention	Total Mentions	Symbols or Images Most Commonly Suggested (Top ten mentions)
1	Canada’s land and landscapes	e.g., natural landscapes, rivers, lakes, climate, seasons, snow, wildlife, national parks, etc.	13%	29%	e.g. Beaver, mountains/hills, moose, lakes, polar bear, trees/leaves, animals, ocean/sea, snow/ice, natural landscapes/geography/land,
2	Celebrate Confederation	e.g., national unity, Fathers of Confederation, Sir John A. Macdonald, the growth of our country, provinces and territories, the 150th anniversary, etc.	14%	21%	e.g. Fathers of Confederation, provinces/territories, Sir John A. Macdonald, 150th anniversary/150, signing of Confederation, fireworks, Canada from 1867 until now/2017, growth of our country, Confederation, etc.
3	Multiculturalism and diversity	e.g., respect for diversity, people, immigrants, working and living together, etc.	9%	18%	e.g. Multiculturalism, people, faces hands/holding hands, respect for diversity, immigrants/refugees, working and helping together/cooperation, respect for diversity of religion, French (Canadian), English different languages/bilingual, etc.
4	Federal symbols	e.g., maple leaf, Canadian flag, map of Canada, etc.	10%	17%	e.g. Maple leaf/maple trees, flag, map, Queen, Canada/country, fleur-de-lis, maple syrup, coat of arms (federal/provincial), flags of provinces/territories, anthem/true north strong and free, etc.

Rank	Theme	Description of Theme Based on Public Responses	First Mention	Total Mentions	Symbols or Images Most Commonly Suggested (Top ten mentions)
5	History and heritage	e.g., a sense of history, tradition, railway and train, fur trading, explorers and exploration, etc.	9%	17%	e.g. Railway and train, past, present and future, explorers and exploration, heritage (French, British, etc.), settlers/pioneers, fur trading, voyageurs (traveler), a sense of history, etc.
6	Democracy, equality and rights	e.g., respect for equality, rights, freedoms, contribution of women, our democracy and democratic systems, justice, etc.	7%	13%	e.g. Parliament, Prime Minister, children, women's rights/representation, Charter of Rights and Freedoms, family, government/politicians, justice/social justice, freedoms, Famous Five, etc.
7	Sporting achievements and hockey		5%	11%	e.g. Hockey, sports, hockey players, Canadian sports personalities, hockey stick/puck, Terry Fox, ski, Olympics, (outdoor) ice rink, lacrosse, basketball, etc.
8	Remembrance, Canadian Armed Forces and peacekeeping	e.g., military, veterans, First and Second World Wars, Vimy Ridge, etc.	5%	12%	e.g. Soldiers, military, RCMP/Mounties/NWMP, poppy, peace/peacekeeping, veterans, First and Second World Wars, blue helmets/berets, National War Memorial, Tomb of the Unknown Soldier monument, etc.
9	Aboriginal traditions and culture	e.g., First Nations, Inuit and Métis, symbols, cultural expressions, etc.	4%	9%	Aboriginal, symbols, First Nations, Inukshuk, teepee, totem pole, Inuit and Métis, First Nations leaders/chiefs, Aboriginal art, igloo, etc.

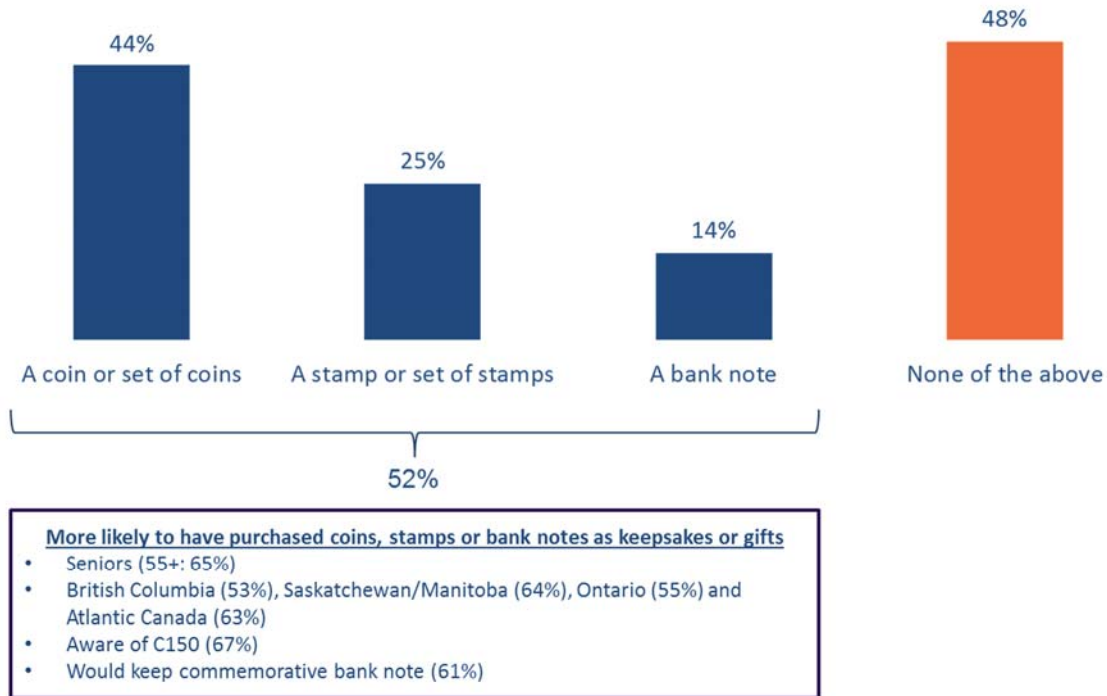
Rank	Theme	Description of Theme Based on Public Responses	First Mention	Total Mentions	Symbols or Images Most Commonly Suggested (Top ten mentions)
10	Scientific and artistic achievements	e.g., medicine, arts and culture, science, music, etc.	3%	11%	e.g. Canadarm, inventions/inventors, famous Canadians, space/space exploration, arts and culture, Frederick Banting and Charles Best, technology/innovation, musical artists/groups, science, telephone, etc.
11	Canada's built heritage	e.g., cities, buildings, landmarks, ships, etc.	3%	9%	e.g. Farming/farmers, canoe, ships, boats/sailboats, buildings/skylines, cities, industry/Canadian companies, mining/logging, oil/oil sands, landmarks, Royal Canadian Mint/coins, etc.
12	Other (sentiments, other mentions, etc.)	e.g., images and pictures, various feelings, etc.	2%	6%	e.g. Images/pictures, world/globe, food, happiness/joy, love/heart dress/clothing, strength/courage, friends/friendliness, life/quality of life, welcoming/open arms, etc.
13	Other	(non-specific)	1%	4%	



## 2.5 Commemorative Bank Notes as Keepsakes

Over half (52%) of Canadians have purchased coins, stamps or bank notes as keepsakes. More than two in five (44%) have purchased coins, one in four (25%) have purchased stamps and approximately three in twenty (14%) have purchased a bank note as a keepsake.

### Over half (52%) of Canadians have purchased coins, stamps or bank notes as keepsakes or gifts for others



Q3A. Have you ever purchased any of the following as keepsakes either for yourself or as a gift for someone else?  
 Base: Wave 1 - All Respondents (n=1707)

Those who are more likely to have purchased a **keepsake** include:

- Seniors (55+: 65%) compared to middle-aged respondents (35-54: 51%), young adults (18-34: 47%) and youth (12-17: 38%);
- Respondents from Saskatchewan/Manitoba (64%) and Atlantic Canada (63%) compared to Alberta (46%) and Quebec (43%);

Those who are more likely to have purchased a **coin or set of coins** as a keepsake include:

- Seniors (55+: 57%) compared to middle-aged respondents (35-54: 43%), young adults (18-34: 38%) and youth (12-17: 30%);
- Respondents from Saskatchewan/Manitoba (58%) and Atlantic Canada (58%) compared to British Columbia (45%), Alberta (41%), Ontario (45%) and Quebec (35%); and
- Those who were born in Canada (45%) compared to those established (5+ years: 37%) and those who are new to the country (<5 years: 36%).



Those who are more likely to have purchased **a stamp or set of stamps** as a keepsake include:

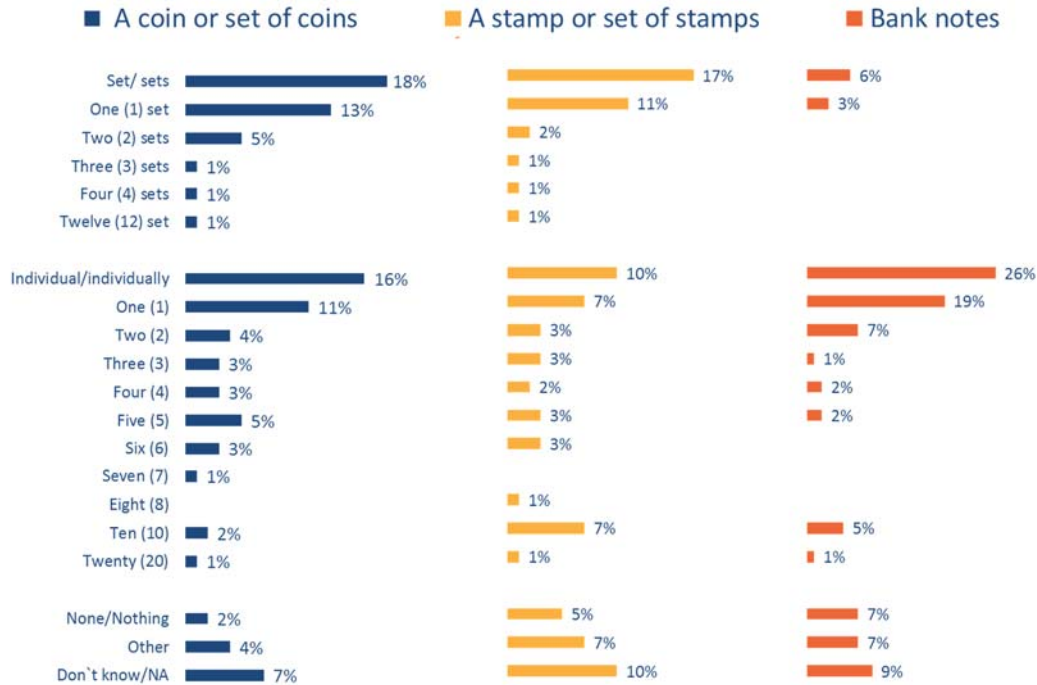
- Seniors (55+: 29%) compared to young adults (18-34: 21%) and youth (12-17: 18%);
- Respondents from British Columbia (32%) compared to Ontario (25%), Quebec (23%) and Alberta (16%); and
- Aboriginal respondents (33%) compared to non-Aboriginal respondents (24%).

Those who are more likely to have purchased **a bank note** as a keepsake include:

- Seniors (55+: 18%) compared to middle-aged respondents (35-54: 13%) and young adults (18-34: 12%); and
- Respondents from British Columbia (17%), Saskatchewan/Manitoba (17%) and Ontario (16%) compared to Quebec (10%).

We asked those who had purchased keepsakes to indicate how many were purchased, and whether they were in a set or individually. Canadians were much less likely to have purchased bank notes (6%) as a set than stamps (17%) or coins (18%). This finding is most likely affected by the fact that, at the time of the survey, Canada had not issued a commemorative bank note since 1967.

### Of those who have purchased keepsakes, many have purchased a small number of coins, stamps or bank notes



Q3b. Thinking about your most recent purchase of coins, can you please tell me how many individual or sets of [...] you bought?  
 Base: Wave 1 - All who purchased a coin or set of coins (n=748); a stamp or set of stamps (n= 433); bills (n=248).

Those who are more likely to have bought **individual coins** include:

- Respondents from Quebec (22%) compared to British Columbia (12%); and
- Those who are new to the country (<5 years: 33%) compared to those born in Canada (14%).

Those who are more likely to have bought **set(s) of coins** include:

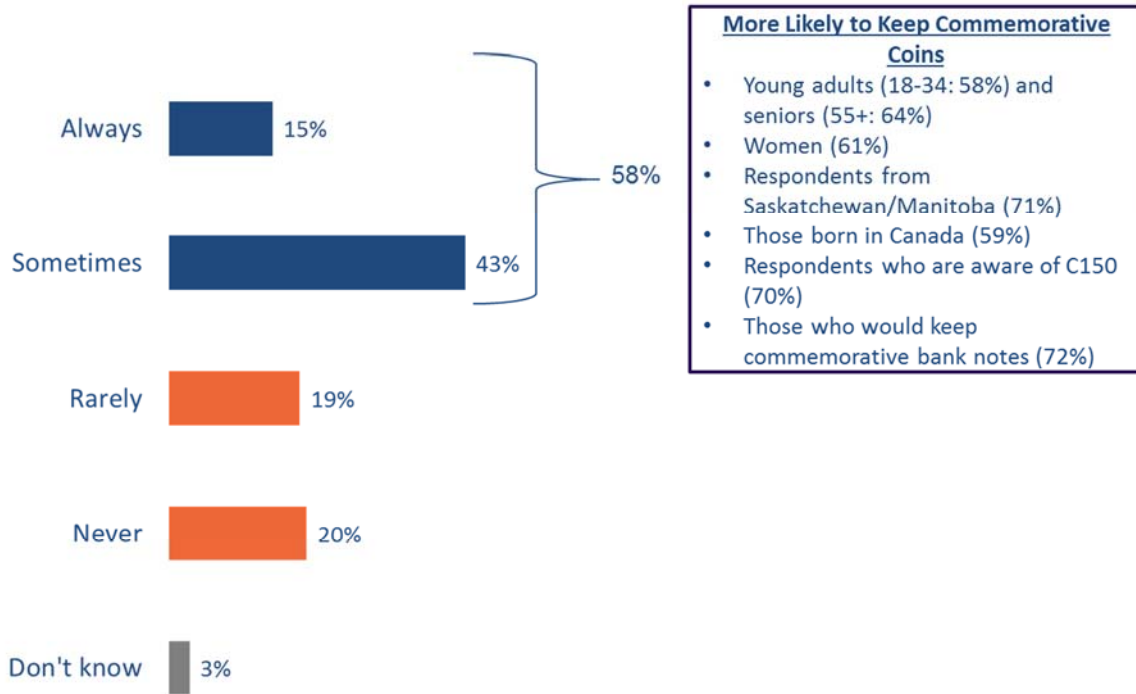
- Respondents from Atlantic Canada (23%) compared to Alberta (10%); and
- Those who were born in Canada (19%) compared to those new to the country (<5 years: 7%).

Those who are more likely to have bought **set(s) of stamps** include:

- Younger respondents (12-17: 29%; 18-34: 23%) compared to older respondents (35-54: 11%); and
- Those who are established (5+ years: 27%) compared to those who were born in Canada (16%).

Many Canadian achievements and symbols are commemorated through coins in regular circulation. In order to better understand Canadian behaviour relating to Canadian currency, respondents were asked whether they keep these commemorative coins. About three in five (58%) always or at least sometimes keep commemorative coins that they pick up through circulation, and just one in five (20%) have never done so.

### About three in five (58%) Canadians report keeping commemorative coins that they pick up through circulation



Q3C. There are many unique commemorative coins currently in circulation throughout the country. Do you ever keep any of these coins as a souvenir of the event or anniversary it is commemorating?  
 Base: Wave 1 - All Respondents (n=1707)

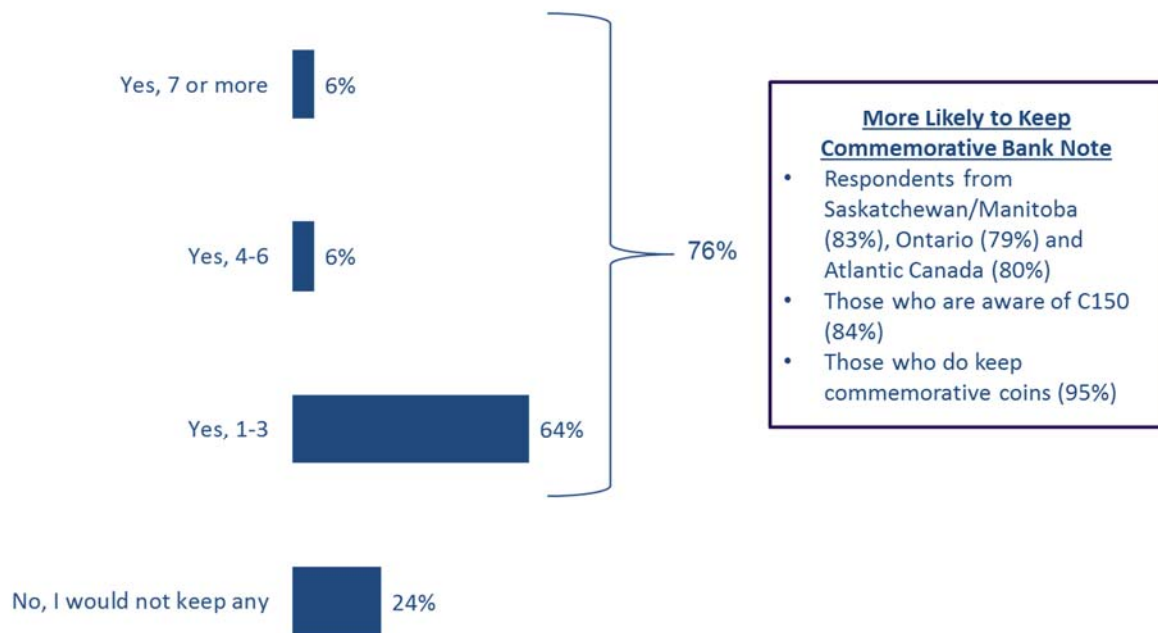
Those who are more likely to **keep coins out of circulation as a keepsake** include:

- Young adults (18-34: 58%) and seniors (55+: 64%) compared to middle-aged respondents (35-53: 51%);
- Respondents from Saskatchewan/Manitoba (71%) compared to British Columbia (56%), Alberta (56%), Ontario (59%) and Quebec (53%);
- Those born in Canada (59%) compared to established (5+ years: 51%) and those who are new to the country (50%);
- Respondents who are aware of the 150<sup>th</sup> anniversary of Confederation (70%) compared to those who are not (53%); and
- Those who would keep a commemorative bank note (72%) compared to those who would not (12%).



In order to inform the volume required for the production of the C150 bank note, respondents were asked if they would keep a bank note specifically commemorating Canada's 150<sup>th</sup> anniversary of Confederation. Most (76%) indicated that they would. About three in five (64%) indicated that they would keep one to three bank notes.

### Three in four (76%) Canadians would keep a bank note commemorating Canada's 150<sup>th</sup> anniversary



Q3D. If there were a special bank note designed for Canada's 150th, would you keep it as a souvenir of the anniversary if you came across it in regular, every day circulation? If yes, how many?  
Base: Wave 1 - All Respondents (n=1707)

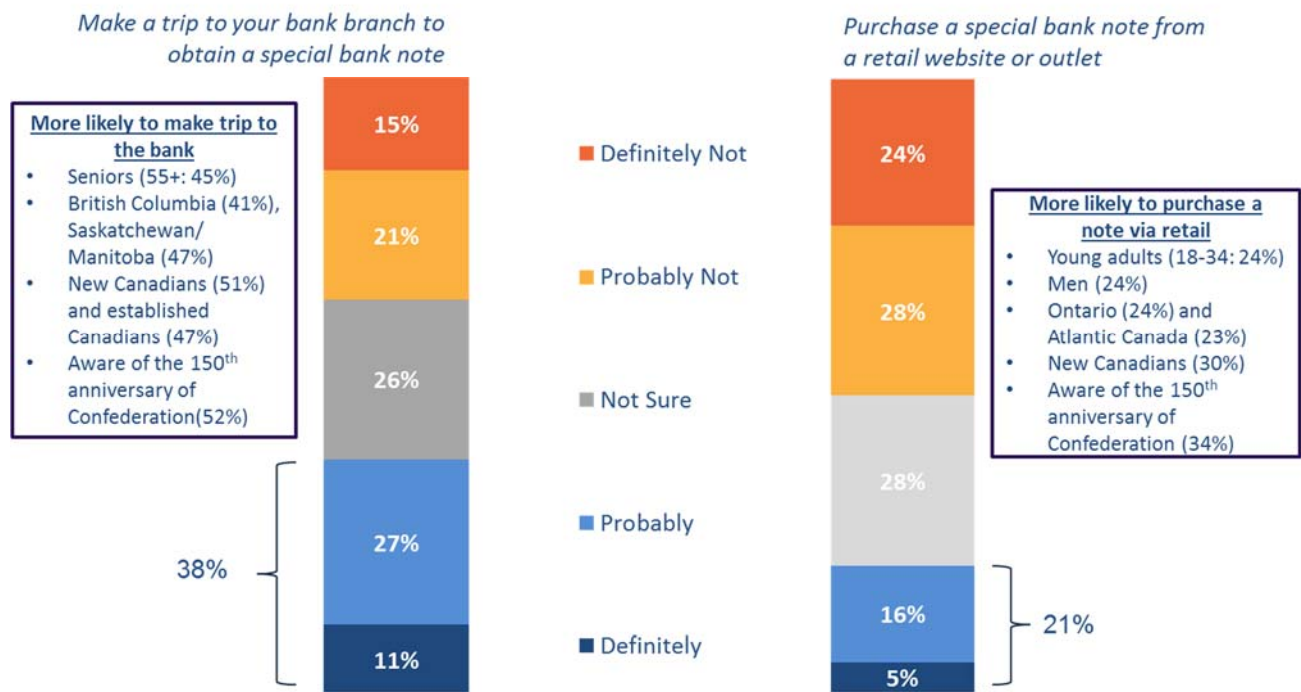
Those more likely to **keep a 150<sup>th</sup> bank note** as a keepsake include:

- Respondents from Saskatchewan/Manitoba (83%), Ontario (79%) and Atlantic Canada (80%) compared to Quebec (69%);
- Those who are aware of the 150<sup>th</sup> anniversary of Confederation (84%) compared to those who are not (72%); and
- Those who do keep commemorative coins (95%) compared to those who do not (50%).

## 2.6 Obtaining a Commemorative Bank Note

There are different options for distributing commemorative bank notes and ways in which Canadians might want to obtain one. Less than two in five (38%) indicated that they would make a trip to the bank to get a special bank note. One in five (21%) would purchase a bank note from a retail website or outlet.

### Less than two in five (38%) would make a trip to the bank to get a commemorative bank note and one in five (21%) would purchase a special bank note from a retail website



Q3E. Would you make a trip to your bank branch to obtain a special bank note for Canada 150<sup>th</sup>?  
 Q3F. Would you order or purchase a special bank note from a retail website or outlet?  
 Base: Wave 1 - All Respondents (n=1707)

Those who are more likely to **make a trip to a bank branch** to obtain a special bank note for the 150<sup>th</sup> anniversary of Confederation include:

- Seniors (55+: 45%) compared to middle-aged respondents (35-54: 35%), young adults (18-34: 35%) and youth (12-17: 33%);
- Respondents from British Columbia (41%) and Saskatchewan/Manitoba (47%) compared to Quebec (32%);
- Those who are new to the country (<5 years: 51%) and established (5+ years: 47%) compared to those born in Canada (36%);
- Those who are aware of the 150<sup>th</sup> anniversary of Confederation (52%) compared to those who are not (33%);
- Those who do keep commemorative coins (52%) compared to those who do not (17%); and



- Those who would keep the commemorative bank note (48%) compared to those who would not (4%).

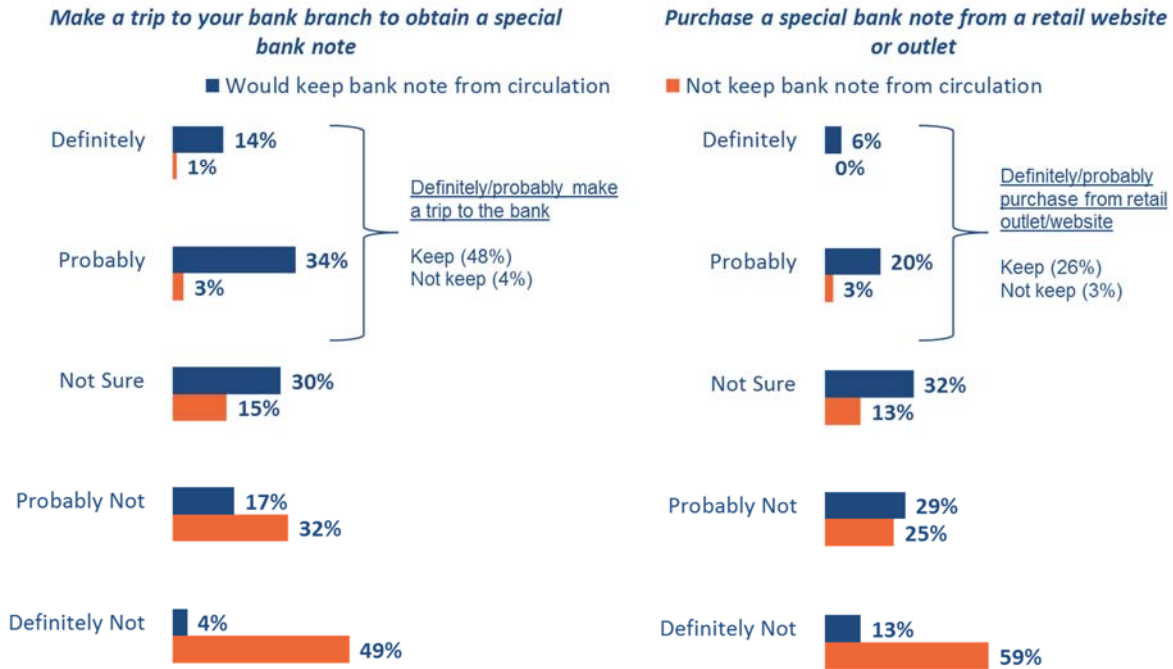
Those who are more likely to **order or purchase** a special bank note **from a retail website or outlet** include:

- Young adults (18-34: 24%) compared to older respondents (35-54: 18%; 55+: 18%);
- Respondents from Ontario (24%) and Atlantic Canada (23%) compared to Quebec (15%);
- Those who are new to the country (<5 years: 30%) compared to those who were born in Canada (19%);
- Those who are aware of the 150<sup>th</sup> anniversary of Confederation (34%) compared to those who are not (15%);
- Those who do keep commemorative coins (28%) compared to those who do not (9%); and
- Those who would keep the commemorative bank note (26%) compared to those who would not (3%).



Respondents were asked where they might obtain a commemorative bank note. About half (48%) of those who would keep a commemorative bank note from circulation would make a trip to their bank to obtain one. A quarter (26%) would likely purchase a bank note from a retail website or outlet.

**About half (48%) of those who would keep a bank note would make a trip to the bank to obtain one and one quarter (26%) would visit a retail outlet/website**



Q3E. Would you make a trip to your bank branch to obtain a special bank note for Canada 150<sup>th</sup>?  
 Q3F. Would you order or purchase a special bank note from a retail website or outlet?  
 Base: Wave 1 - All Respondents (n=1707)

Those who would visit their bank to get a bank note were much more likely to indicate that they would be interested in collecting many. Almost half (46%) of those who would keep seven or more (7+) commemorative bank notes would definitely get them from the bank.

Would you make a trip to your bank branch to obtain a special bank note for Canada's 150th?	WOULD KEEP NOTE				
	Total Yes	Yes 1-3 Notes	Yes 4-6 Notes	Yes 7+ Notes	No
% of Canadians	76%	64%	6%	6%	24%
Definitely (5)	14%	11%	23%	46%	1%
Probably (4)	34%	33%	52%	27%	3%
Not Sure (3)	30%	33%	18%	16%	15%
Probably Not (2)	17%	19%	4%	8%	32%
Definitely Not (1)	4%	5%	2%	4%	49%





Among those who would visit a retail outlet to obtain a bank note, most of those who indicated they would obtain many bank notes (7+) were more likely to visit a store than those who reported an interest in collecting a smaller number.

Would you order or purchase a special bank note from a retail website or outlet?	WOULD KEEP NOTE				
	Total Yes	Yes 1-3 Notes	Yes 4-6 Notes	Yes 7+ Notes	No
% of Canadians	76%	64%	6%	6%	24%
Definitely (5)	6%	4%	11%	25%	<1%
Probably (4)	20%	18%	26%	30%	3%
Not Sure (3)	32%	33%	37%	24%	13%
Probably Not (2)	29%	31%	17%	16%	25%
Definitely Not (1)	13%	14%	9%	5%	59%

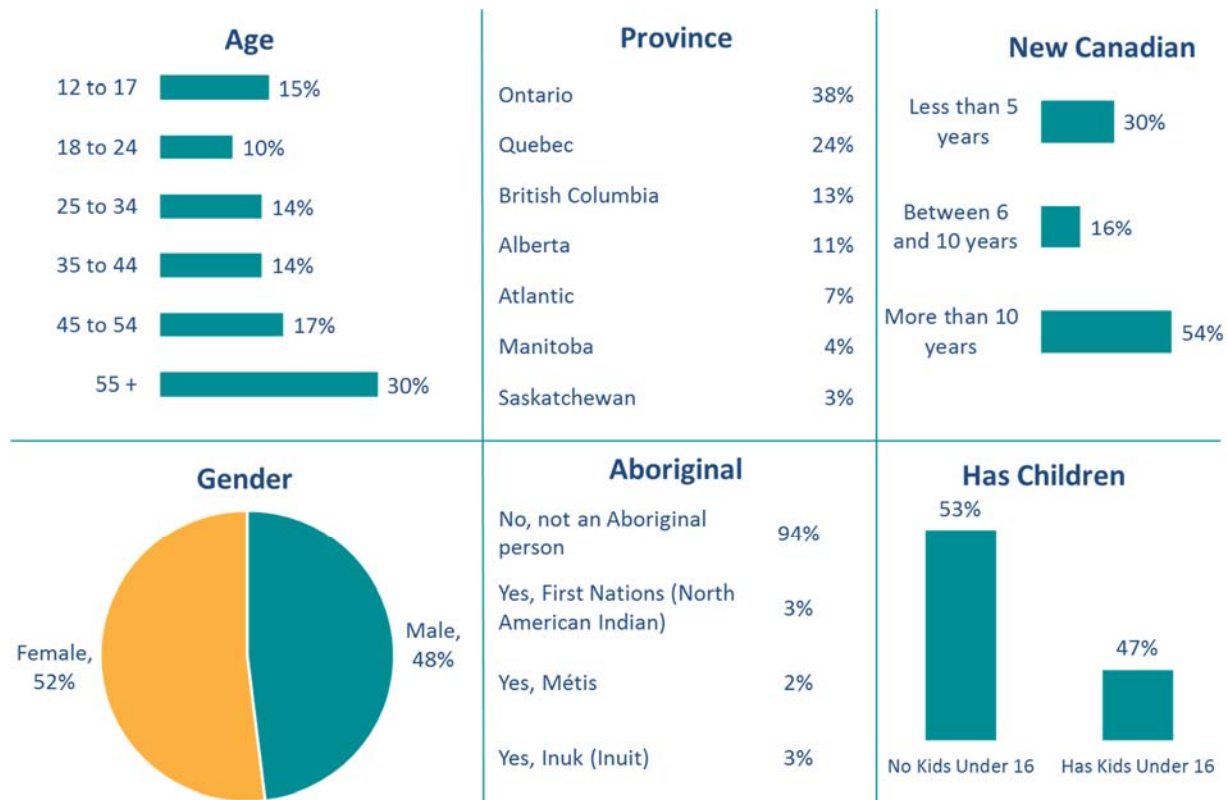
### 3.0 Detailed Findings – Wave 2

Wave 2 was an online survey among a new sample of n=2007 Ipsos Canadian Household Panelists between December 29<sup>th</sup>, 2014 and January 6<sup>th</sup>, 2015 consisting of primarily close-ended questions ranking 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).

#### 3.1 Demographics

Respondents to the Wave 2 survey were screened by region, age, gender, Aboriginal status and how long they had been in Canada. The results were then weighted to the 2011 Census data by age, gender, and region in order to reflect the Canadian population.

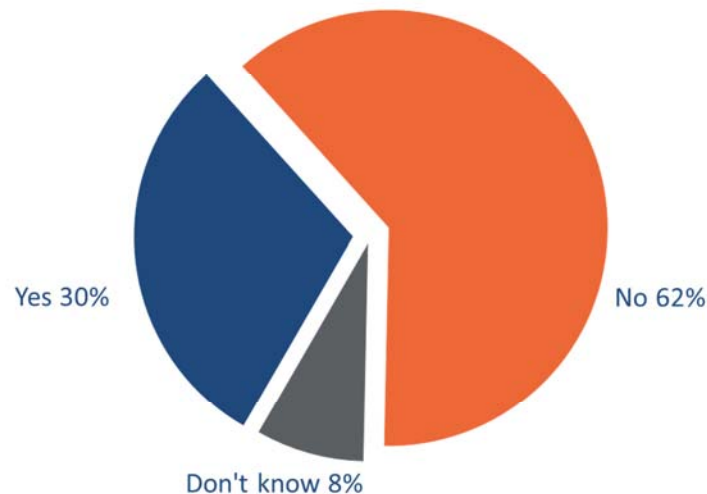
#### Wave 2 survey results have been weighted to 2011 Census data



### 3.2 Awareness of Canada's 150<sup>th</sup> Anniversary of Confederation

Wave 2 found that three in ten Canadians (30%) are aware of the 150<sup>th</sup> anniversary of Confederation, and of the plans to commemorate it. Those who are aware of the celebrations tend to be youth (36%) and young adults (35%) compared to the middle-aged respondents and seniors who are not likely be aware (25% and 29%, respectively).

#### Three in ten Canadians (30%) have heard, seen or read something about Canada's 150<sup>th</sup> anniversary and the plans to commemorate it



Q1. Have you heard, seen or read anything about the 150th Anniversary of Confederation, Canada's 150th birthday, and plans to commemorate it?  
Base: Wave 2 - All Respondents (n=2007)

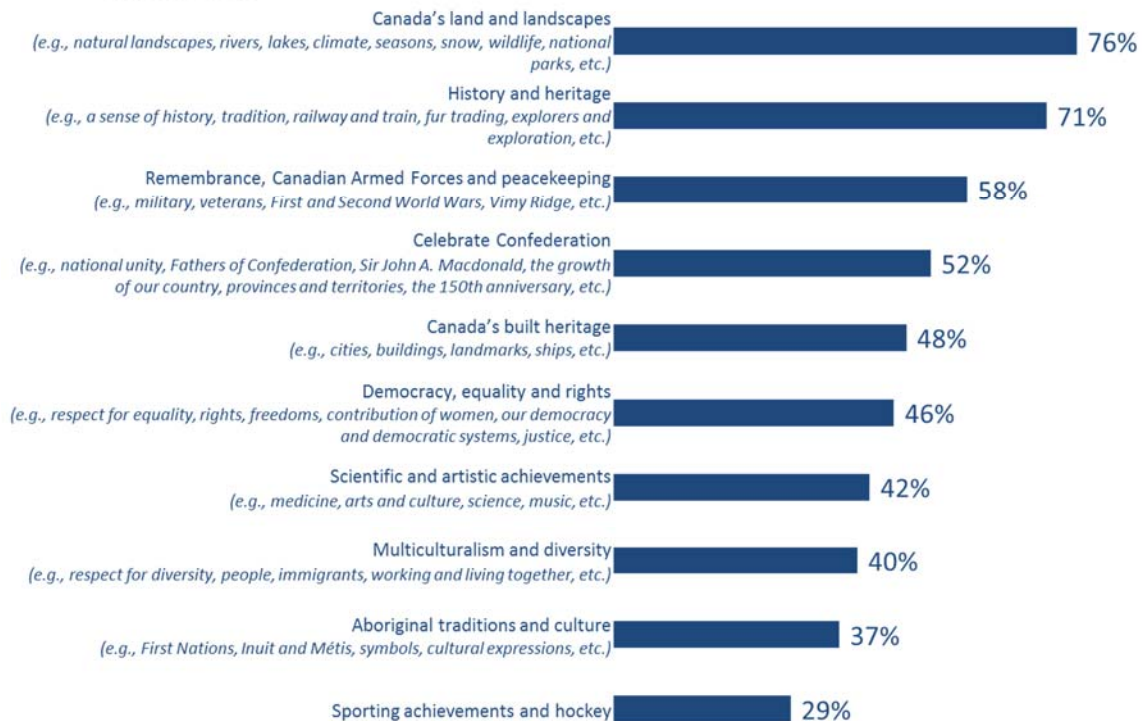
Those who are **more likely** to have knowledge of the 150<sup>th</sup> include:

- Youth (12-17: 36%) and young adults (18-34: 35%) compared to middle-aged respondents (35-54: 25%) and seniors (55+: 29%);
- Men (37%) compared to women (24%);
- Aboriginal respondents (56%) compared to non-Aboriginal respondents (29%); and
- Those who would keep the commemorative bank note (32%) compared to those who would not (21%).

### 3.3 Ranking of Themes for Canada’s 150<sup>th</sup> Anniversary of Confederation

Respondents were presented with the list of themes derived from Wave 1’s research. They were asked to select the top five themes they felt would be most appropriate for a commemorative bank note. The top five themes chosen were Canada’s land and landscapes (76%), History and heritage (71%), Remembrance, Canadian Armed Forces and peacekeeping (58%), Celebrate Confederation (52%), and Canada’s built heritage (48%).

#### Most Canadians included Canada’s land and landscapes (76%) and Canada’s history and heritage (71%) in their top five themes for a commemorative bank note

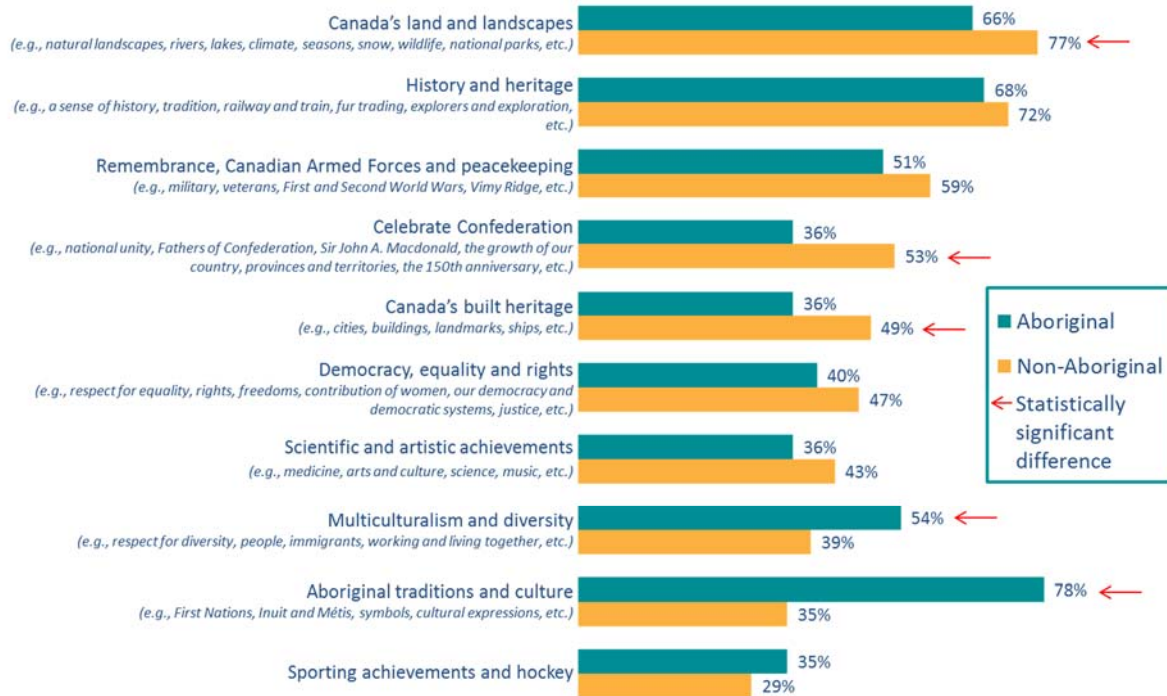


Q2a. The following is a list of potential themes for a bank note to commemorate Canada’s 150th anniversary. These themes were suggested by Canadians as part of a preliminary study. Which would you prefer to include on a bank note to commemorate Canada’s 150th anniversary?

Base: Wave 2 - All Respondents (n=2007)

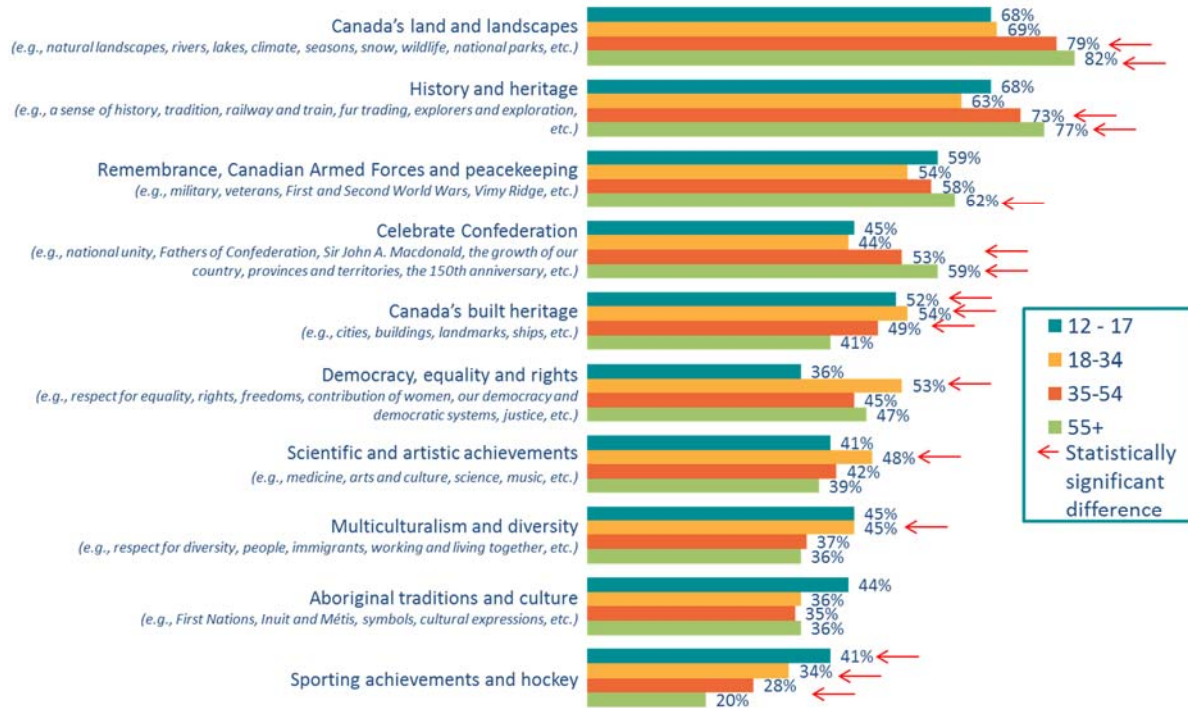
The themes preferred by Aboriginal respondents include Aboriginal traditions and culture (78%), as well as Multiculturalism and diversity (54%). There are other significant differences between Aboriginal and non-Aboriginal preferred themes, including Celebrate Confederation (36% vs. 53%) and Canada’s built heritage (36% vs. 49%).

### Those of Aboriginal ancestry were more likely to highlight aboriginal traditions and culture (78%) and Multiculturalism and diversity (54%) compared to Non-Aboriginals



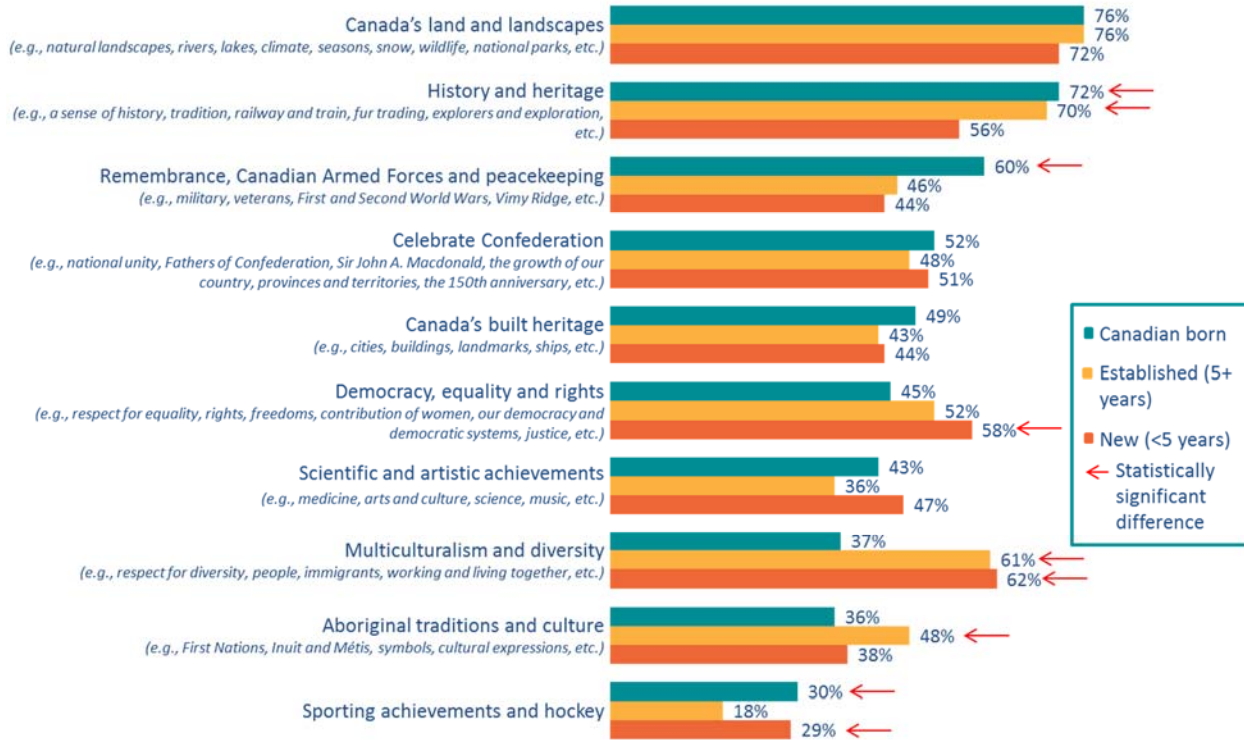
Q2a. The following is a list of potential themes for a bank note to commemorate Canada’s 150th anniversary. These themes were suggested by Canadians as part of a preliminary study. Which would you prefer to include on a bank note to commemorate Canada’s 150th anniversary?  
Base: Wave 2 - All Respondents (n=2007)

## Youth are more likely to prefer Sporting achievements and hockey (41% vs. 29% overall)



Q2a. The following is a list of potential themes for a bank note to commemorate Canada's 150th anniversary. These themes were suggested by Canadians as part of a preliminary study. Which would you prefer to include on a bank note to commemorate Canada's 150th anniversary?  
Base: Wave 2 - All Respondents (n=2007)

## New Canadians are more likely to prefer Democracy, equality and rights (58% vs. 46% overall) and Multiculturalism and diversity (62% vs. 40% overall) and Multiculturalism and diversity (62% vs. 40% overall)

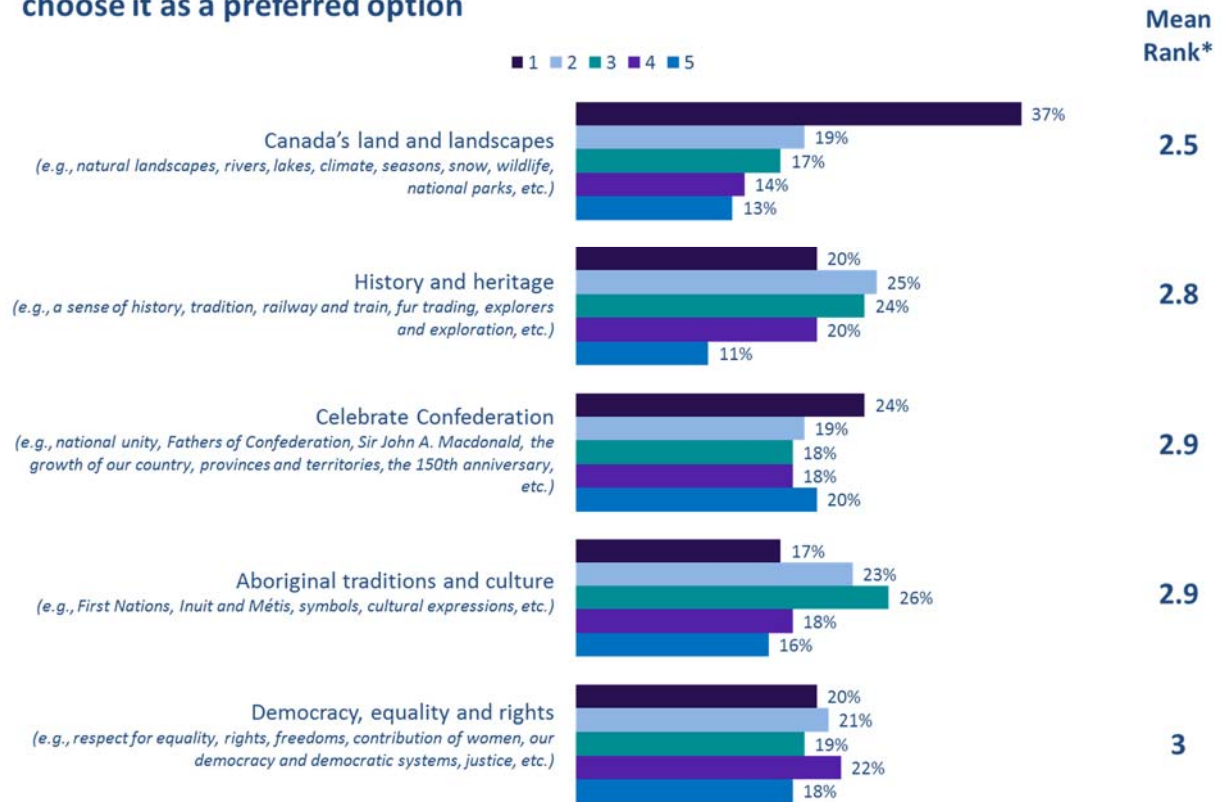


Q2a. The following is a list of potential themes for a bank note to commemorate Canada's 150th anniversary. These themes were suggested by Canadians as part of a preliminary study. Which would you prefer to include on a bank note to commemorate Canada's 150th anniversary?  
 Base: Wave 2 - All Respondents (n=2007)



Overall, respondents ranked Canada’s land and landscapes (37%) the highest, followed by about a quarter (24%) who ranked Celebrate Confederation first.

### Canada’s land and landscapes is ranked first (37%) by two in five of those who choose it as a preferred option

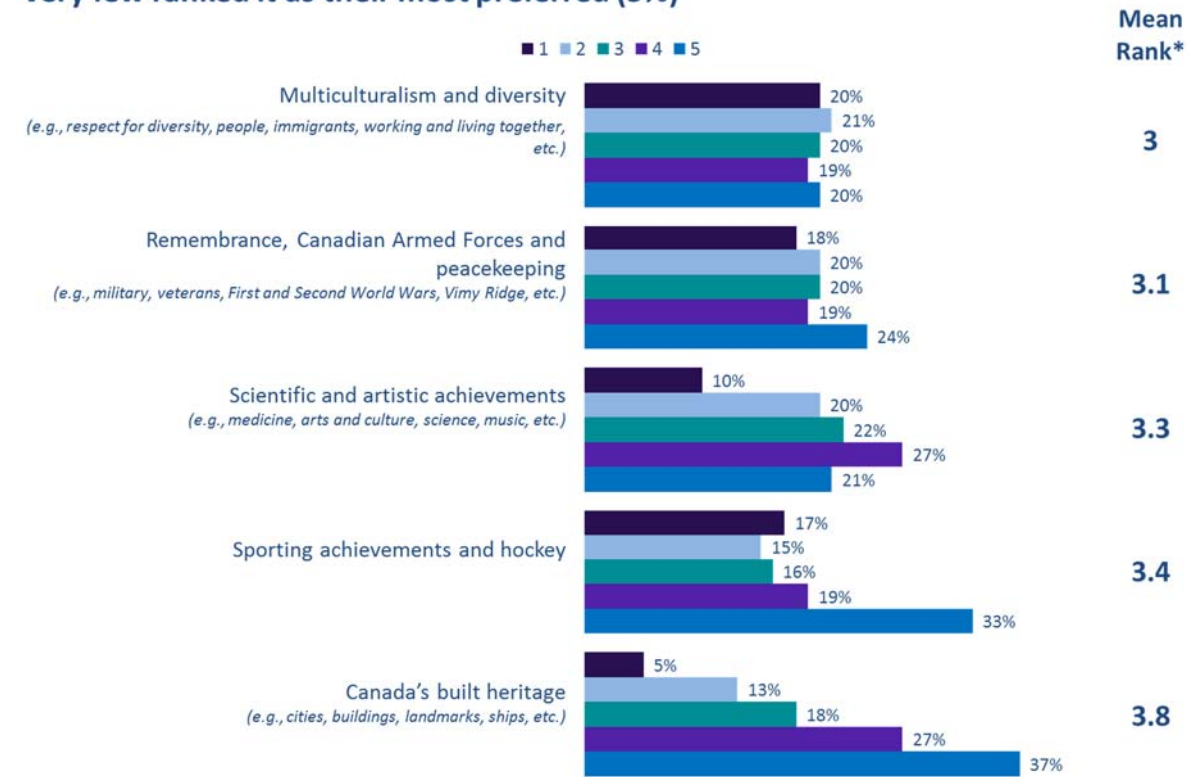


Q2b. Below are the five themes you preferred for a bank note to commemorate Canada’s 150th anniversary. Please rank them in order of preference by choosing a ‘1’ for your top preference and a ‘5’ for your least preferred option.  
Base: Wave 2 - All Respondents (n=2007)

\*Mean rank refers to the average rank Canadians assigned to each theme.



**While almost half of Canadians (48%) chose Canada’s built heritage, as a theme very few ranked it as their most preferred (5%)**



Q2b. Below are the five themes you preferred for a bank note to commemorate Canada’s 150th anniversary. Please rank them in order of preference by choosing a ‘1’ for your top preference and a ‘5’ for your least preferred option.  
Base: Wave 2 - All Respondents (n=2007) \*Mean rank refers to the average rank Canadians assigned to each theme.

Those who are more likely to rank **Canada’s built heritage** highest among selected themes include:

- Young adults (18-34: 4%) compared to seniors (55+: 1%).

Those who are more likely to rank **Canada’s land and landscapes** highest among selected themes include:

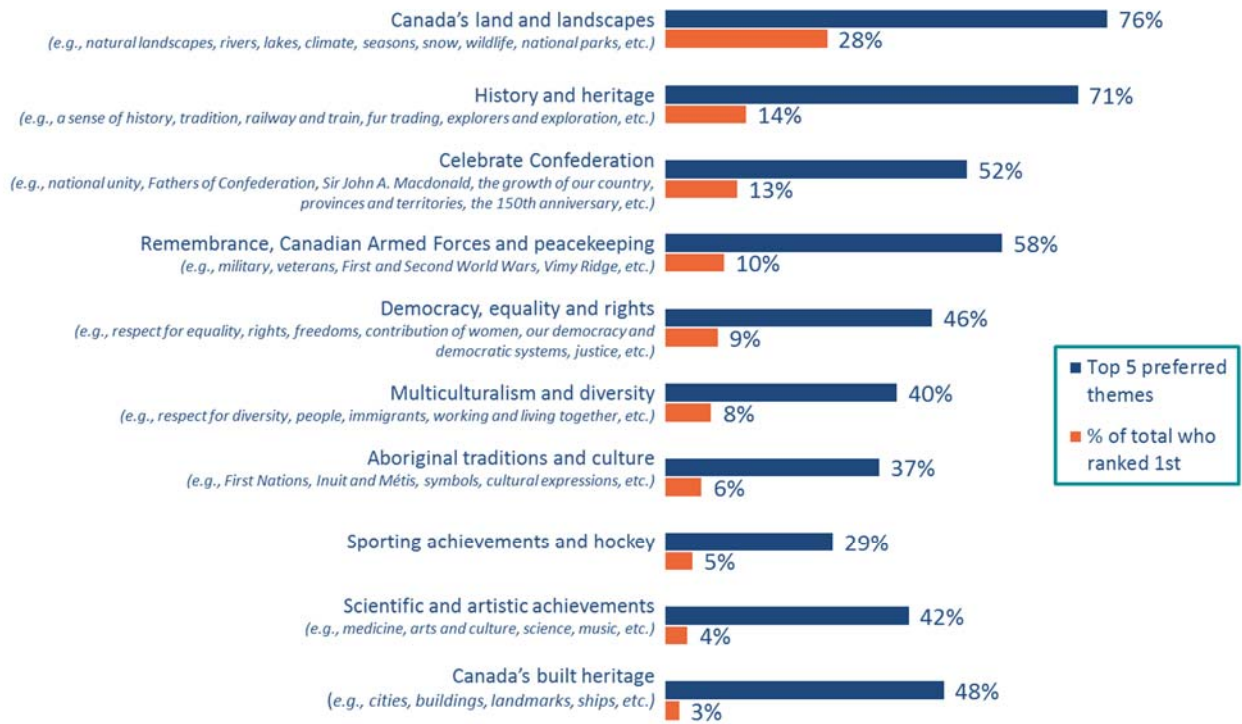
- Respondents from Quebec (31%) compared to Atlantic Canada (20%).

Those who are more likely to rank **Celebrate Confederation** highest among selected themes include:

- Non-Aboriginal respondents (13%) compared to Aboriginal respondents (4%).

The top-ranked themes include Canada’s land and landscapes (76%), and History and heritage (71%). Despite Remembrance, Canadian Armed Forces and peacekeeping being the third most preferred theme (58%), only one in ten Canadians (10%) rated it first. Comparatively, Celebrate Confederation was the fourth most preferred theme, with over half of respondents (52%) indicating it as being among their top five choices, but more felt it should be ranked first (13%).

### Canada’s land and landscapes was most often ranked as the most preferred (28%) among the ten themes presented



Q2a. The following is a list of potential themes for a bank note to commemorate Canada’s 150th anniversary. These themes were suggested by Canadians as part of a preliminary study. Which would you prefer to include on a bank note to commemorate Canada’s 150th anniversary?  
 Q2b. Below are the five themes you preferred for a bank note to commemorate Canada’s 150th anniversary. Please rank them in order of preference by choosing a ‘1’ for your top preference and a ‘5’ for your least preferred option.  
 Base: Wave 2 - All Respondents (n=2007)

The following chart presents some of the most significant differences among various demographic groups. The most popular and highest ranking theme, Canada’s land and landscapes, has few key demographic differences, making it a key theme among all demographics. Meanwhile, Multiculturalism and diversity, the sixth most highly ranked theme, has key ranking differences between new Canadians (<5 years: 18%) along with established Canadians (5+ years: 17%) compared to those born in Canada (7%).

## Canada’s land and landscapes remains the most popular option across breaks

Themes	Ranked 1 <sup>st</sup> (% total)	More Likely to Rank as #1
Canada’s land and landscapes	28%	<ul style="list-style-type: none"> <li>Quebec (31%) is more likely to rank as first compared to Atlantic Canada (20%).</li> </ul>
History and heritage	14%	<ul style="list-style-type: none"> <li>Saskatchewan/Manitoba (22%) and British Columbia (18%) are more likely to rank as first compared to Ontario (12%)</li> </ul>
Celebrate Confederation	13%	<ul style="list-style-type: none"> <li>Non-Aboriginal respondents (12%) compared to Aboriginal respondents (3%)</li> </ul>
Remembrance, Canadian Armed Forces and peacekeeping	10%	<ul style="list-style-type: none"> <li>Atlantic Canada (17%), Alberta (14%) and Ontario (13%) more likely than Quebec (4%)</li> <li>Non-Aboriginal respondents (13%) compared to Aboriginal respondents (4%)</li> <li>Older Canadians (35-54: 12%, 55+: 12%) compared to youth (12-17: 8%) and young adults (18-34: 7%)</li> </ul>
Democracy, equality and rights	9%	No key demographic differences
Multiculturalism and diversity	8%	<ul style="list-style-type: none"> <li>Alberta (11%) and Ontario (9%) more likely to rank first compared to Quebec (5%)</li> <li>Established Canadians (17%) and new Canadians (18%) compared to those born in Canada (7%)</li> <li>Young adults (18-34: 12%) compared to seniors (55+: 6%)</li> </ul>
Aboriginal traditions and culture	6%	<ul style="list-style-type: none"> <li>Aboriginal Canadians (36%) compared to non-Aboriginal Canadians (5%)</li> <li>Youth (12-17: 12%) compared to seniors (55+: 4%)</li> </ul>
Sporting achievements and hockey	5%	<ul style="list-style-type: none"> <li>Quebec (7%) more likely than Ontario (4%)</li> <li>Men (8%) more likely than women (2%)</li> <li>Youth (12-17: 12%) compared to seniors (55+: 1%)</li> </ul>
Scientific and artistic achievements	4%	<ul style="list-style-type: none"> <li>Ontario (5%) and Quebec (7%) more likely to rank as #1 than British Columbia (1%) and Saskatchewan/Manitoba (1%)</li> </ul>
Canada’s built heritage	3%	<ul style="list-style-type: none"> <li>Young adults (18-34:4%) compared to seniors (1%)</li> </ul>

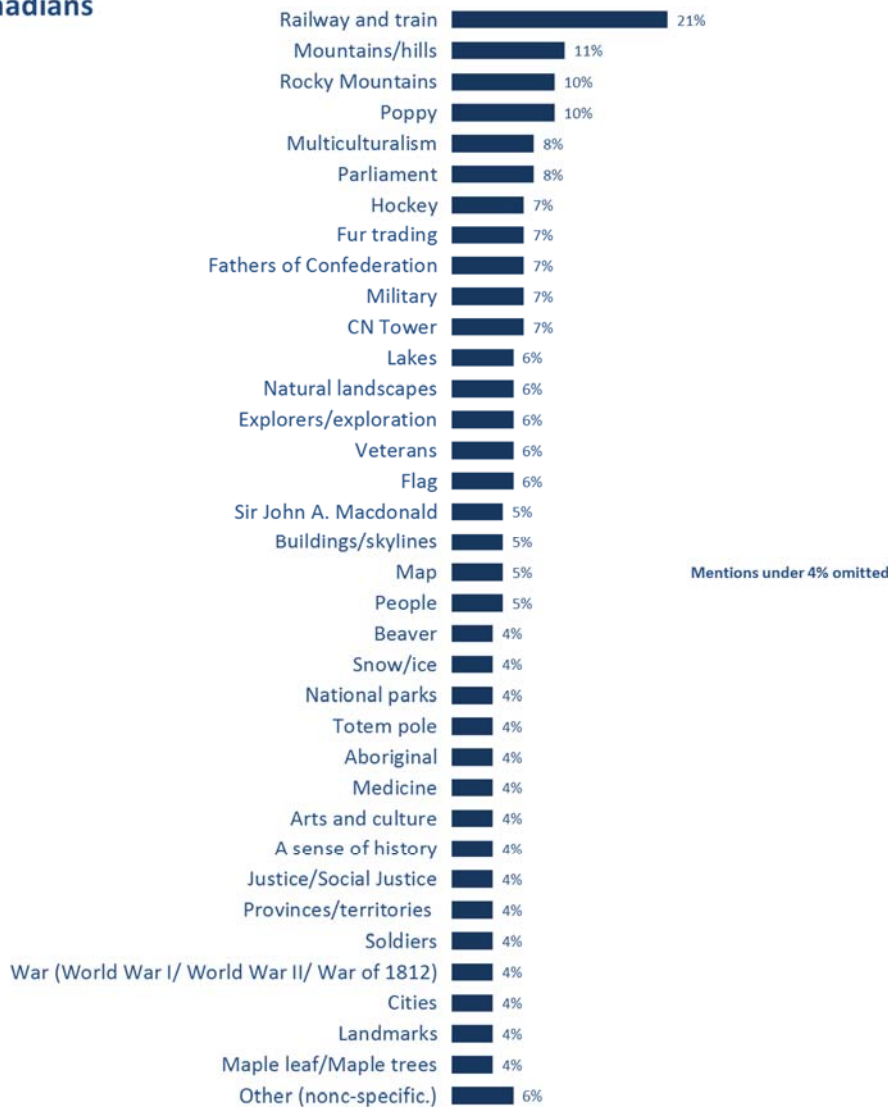
Q2b. Below are the five themes you preferred for a bank note to commemorate Canada’s 150th anniversary. Please rank them in order of preference by choosing a ‘1’ for your top preference and a ‘5’ for your least preferred option.  
Base: Wave 2 - All Respondents (n=2007)

### 3.4 Symbols and Images Suggested to Represent Top Themes

As illustrated below, Canadians had a vast range of ideas for images and symbols to represent Canada’s 150<sup>th</sup> anniversary of Confederation on a commemorative bank note.

Image ideas most suggested for a bank note to commemorate the 150<sup>th</sup> anniversary of Confederation were the railway and train (21%), mountains/hills (11%), the Rocky Mountains (10%) and the symbol of a poppy (10%).

#### The railway and train (21%), mountains and hills (11%), the Rocky Mountains (10%) and the Poppy (10%) were among the most common symbols identified by Canadians



Q2c. What symbol or image would best represent each of the top themes that you selected?  
 Base: Wave 2 - All Respondents (n=2007) Total mentions.

Each theme contained many different image ideas for how to commemorate Canada’s 150<sup>th</sup> anniversary of Confederation on a bank note. Below is a summary of the suggestions received to symbolize potential bank note themes. The themes have been ranked by the proportion of respondents who included them as their first or second overall choice.

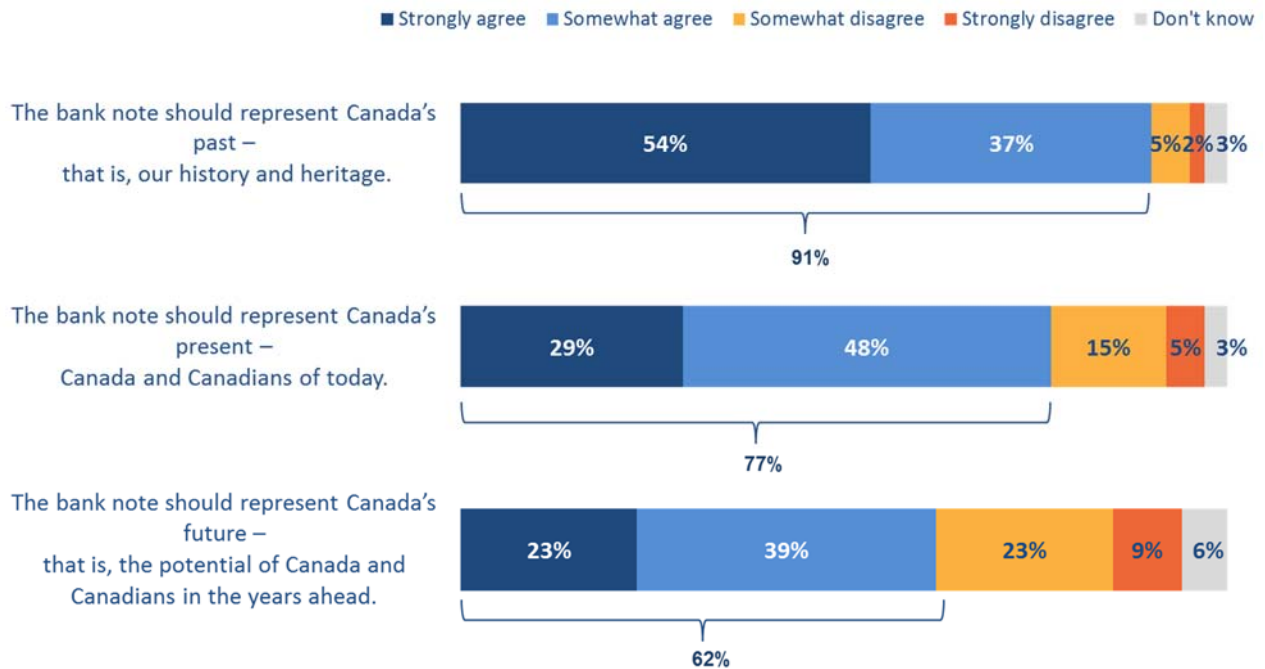
Rank	Theme	Description of Theme Provided to Respondents	Top Ranked - % Total	Ranked First or Second - % Total	Total in Top 5	Symbols or Images Most Commonly Suggested (Top 10 mentions)
1	Canada’s land and landscapes	e.g., natural landscapes, rivers, lakes, climate, seasons, snow, wildlife, national parks, etc.	28%	43%	76%	Mountains/hills, Rocky Mountains, lakes, natural landscapes/geography/land, beaver, national parks, snow/ice, wildlife/wildness, Niagara Falls rivers/streams, , etc.
2	History and heritage	e.g., a sense of history, tradition, railway and train, fur trading, explorers and exploration, etc.	14%	31%	71%	Railway and train, trading, explorers and exploration, sense of history,, last spike, tradition, voyageurs (traveler), airplanes/plane, women’s contributions and accomplishments, past, present, and future, etc.
3	Celebrate Confederation	e.g., national unity, Fathers of Confederation, Sir John A. Macdonald, the growth of our country, provinces and territories, the 150th anniversary, etc.	13%	23%	52%	Fathers of Confederation, Sir John A. Macdonald, provinces/territories, 150 <sup>th</sup> anniversary/150, national unity, signing of the Confederation , Charlottetown Conference 1864, growth of our country, Confederation, etc.
4	Remembrance, Canadian Armed Forces and peacekeeping	e.g., military, veterans, First and Second World Wars, Vimy Ridge, etc.	10%	22%	58%	Poppy, military, veterans, soldiers, First and Second World Wars, peace/peacekeeping, Vimy Ridge, National War Memorial, Remembrance Day, the Tomb of the Unknown Soldier, etc.
5	Democracy, equality and rights	e.g., respect for equality, rights, freedoms, contribution of women, our democracy and democratic systems, justice, etc.	9%	19%	46%	Parliament, justice/social justice, women’s rights/representation, Charter of Rights and Freedoms, respect for equality and rights, women’s right to vote, freedoms, Prime Minister, our democracy and democratic systems, government/politicians, etc.

Rank	Theme	Description Provided to Respondents	Top Ranked - % Total	Ranked First or Second - % Total	Total in Top 5	Symbols or images most commonly suggested (Top 10 mentions)
6	Multiculturalism and diversity	e.g., respect for diversity, people, immigrants, working and living together, etc.	8%	16%	40%	Multiculturalism, people, hands/holding hands, faces, respect for diversity, immigrants/refugees, working and helping together/cooperation, respect for diversity of religion, different languages/bilingual, French (Canadian)/English, etc.
7	Aboriginal traditions and culture	e.g., First Nations, Inuit and Métis, symbols, cultural expressions, etc.	6%	15%	37%	Aboriginal symbols, totem pole, Aboriginal, inukshuk, Inuit and Métis, First Nations, teepee, Aboriginal art, dream catcher, powwow dancers, headdress, , etc.
8	Scientific and artistic achievements	e.g., medicine, arts and culture, science, music, etc.	4%	13%	42%	Medicine, arts and culture, Canadarm, science, inventions/inventors, insulin, music, Frederick Banting and Charles Best, famous scientists, famous Canadians, etc.
9	Sporting achievements and hockey		5%	9%	29%	Hockey, hockey stick/puck, Olympics, Stanley Cup, hockey player, sports, NHL/NHL Canadian teams, medals, Wayne Gretzky, 1972 Summit Series (Canada vs. USSR), Canadian sports personalities,(outdoor) ice rink, etc.
10	Canada's built heritage	e.g., cities, buildings, landmarks, ships, etc.	3%	9%	48%	CN Tower, buildings/skylines, landmarks, cities, ships, canoe, the Bluenose, industry/Canadian companies, monuments/statues, Quebec/Old Quebec, etc.

### 3.5 Understanding Representation of Canada’s Past, Present and Future

Overall the majority of Canadians felt that the past (91%), present (77%) as well as the future (62%) should be depicted on a commemorative bank note.

#### Most Canadians agree that the bank note should represent Canada’s past (91%), present (77%) and future (62%)



Q2d. Thinking about the design of a bank note to commemorate Canada’s 150th anniversary, to what extent do you agree or disagree with each of the following statements?  
Base: Wave 2 - All Respondents (n=2007)

Those who are more likely to **agree** that the bank note should represent Canada’s **past** include:

- Seniors (55+: 93%) compared to young adults (18-34: 89%);
- Alberta (94%), Saskatchewan/Manitoba (94%), Ontario (93%) and Atlantic Canada (93%) compared to Quebec (86%); and

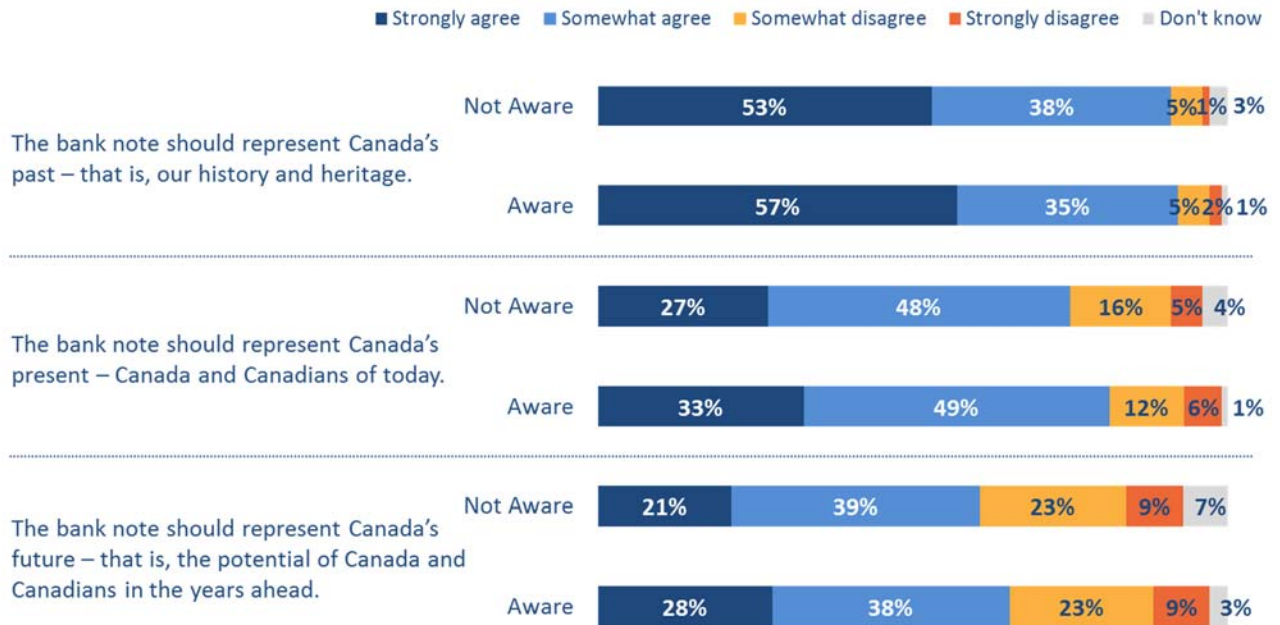
Those who are more likely to **agree** that the bank note should represent Canada’s **future** include:

- Youth (12-17: 71%) compared to middle-aged respondents (35-54: 59%) and seniors (55+: 59%);
- Respondents new to the country (<5 years: 72%) compared to respondents born in Canada (61%); and
- Those who are aware of the 150<sup>th</sup> anniversary of Confederation (65%), compared to those who are not (60%).



Those who are aware of Canada’s 150<sup>th</sup> anniversary of Confederation are more likely to agree that the bank note should represent Canada’s present, but just as likely as those unaware to feel it should represent Canada’s past or future.

### Canadians who are aware of the commemoration are more likely to agree that the bank note should represent Canada’s present.



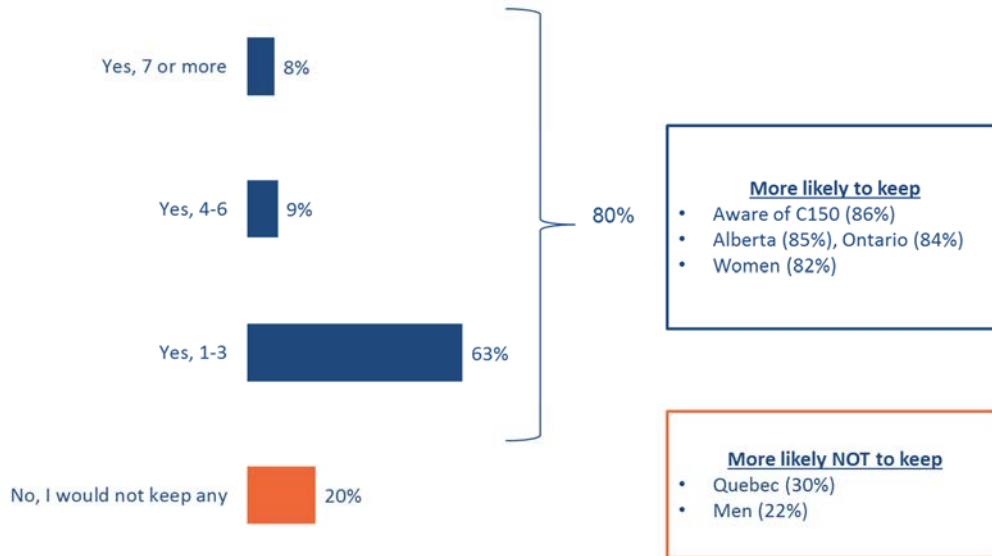
Q2d. Thinking about the design of a bank note to commemorate Canada’s 150th anniversary, to what extent do you agree or disagree with each of the following statements?  
Base: Wave 2 - All Respondents (n=2007); Aware (n=598); Not Aware (n=1256)



### 3.6 Commemorative Bank Notes as Keepsakes

In order to inform the volume required for the production of the C150 bank note, respondents were asked if they would keep it as a souvenir of the anniversary. Most respondents (80%) felt they would retain it as a keepsake, with the majority indicating that they would only keep one to three notes (63%).

#### Four in five Canadians (80%) would hold onto a special bank note they came across in regular circulation as a keepsake of Canada's 150<sup>th</sup> anniversary



Q3. If there were a special bank note designed for Canada's 150<sup>th</sup>, would you keep it as a souvenir of the anniversary if you came across it in regular, every day circulation? If yes, how many?  
 Base: Wave 2 - All Respondents (n=2007)

Those who are more likely to **keep** a 150<sup>th</sup> bank note include:

- Those who are aware of the 150<sup>th</sup> anniversary of Confederation (86%) compared to those who are not (76%); and
- Respondents from British Columbia (81%), Alberta (85%), Saskatchewan/Manitoba (83%), Ontario (84%) and Atlantic Canada (83%) compared to Quebec (70%).

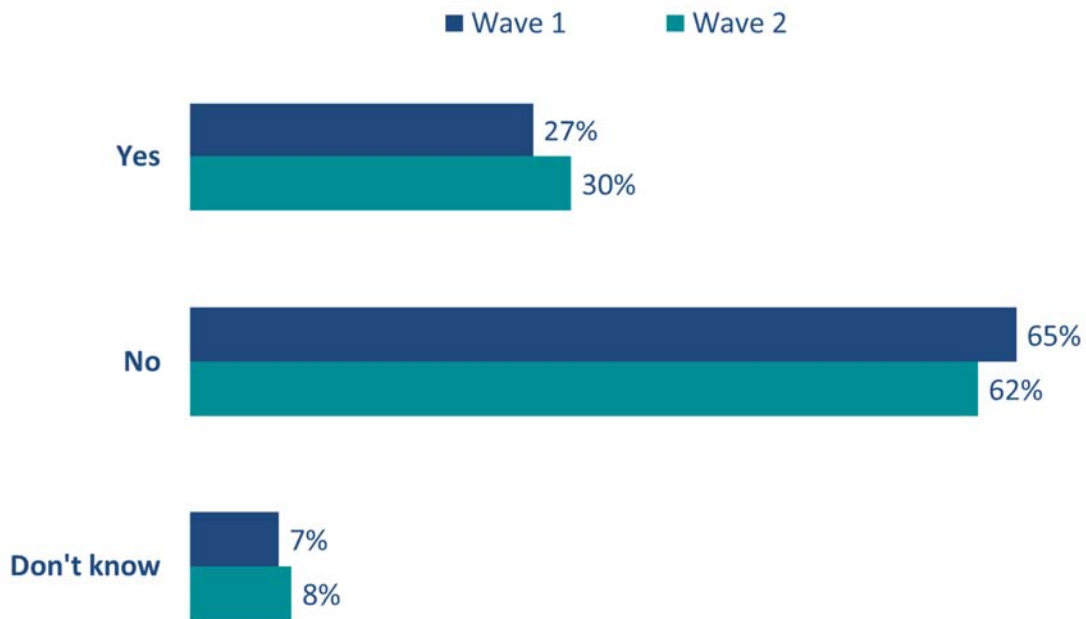
Those who are more likely to **not keep** a 150<sup>th</sup> anniversary of Confederation bank note include:

- Those who are not aware of the 150<sup>th</sup> anniversary of Confederation (24%) compared to those who are (14%); and
- Respondents from Quebec (30%) compared to the rest of Canada (British Columbia: 19%; Alberta: 15%; Saskatchewan/Manitoba: 17%; Ontario: 16%; Atlantic Canada: 17%).

## 4.0 Analysis of Quantitative Surveys (Wave 1 and Wave 2)

A similar number of Canadians in each wave had heard of plans to commemorate Canada’s 150<sup>th</sup> anniversary of Confederation. The demographic profiles of those who are aware of the anniversary are very similar between the two waves, with 18-34 year-olds (W1: 31%, W2: 35%) and men (W1: 33%, W2: 37%) among the most aware.

### Only one in three (27% - 30%) Canadians have heard, seen or read anything about plans to commemorate Canada’s 150<sup>th</sup> anniversary



Q1. Have you heard, seen or read anything about the 150th Anniversary of Confederation, Canada's 150th birthday, and plans to commemorate it?  
 Base: Wave 1 – All Respondents (n=1707); Wave 2 - All Respondents (n=2007)

#### 4.1 Ranking of Themes for Canada’s 150th

The themes defined in Wave 1 were ranked in Wave 2. Wave 1 represents an unaided mention of each of these themes as defined based on coded open-ended results. Wave 2 represents a ranking of the themes that emerged during Wave 1, and denotes the preference of each theme for a commemorative bank note.

The volume of unaided and aided ranking of these themes is fairly similar, with about one in three (29%) from Wave 1 mentioning an aspect of Canada’s land and landscapes as a theme for the note, and a similar number (28%) in Wave 2 also ranking this theme as first among the others presented.

#### The top five themes in both Wave 1 and Wave 2 were fairly consistent, with Canada’s land and landscapes coming out on top in each



Q2. What subject or theme or idea would best represent Canada’s 150th on a Canadian bank note?  
 Base: All Respondents (n=1707)  
 W2 Q2a. The following is a list of potential themes for a bank note to commemorate Canada’s 150th anniversary. These themes were suggested by Canadians as part of a preliminary study. Which would you prefer to include on a bank note to commemorate Canada’s 150th anniversary?  
 W2 Q2b. Below are the five themes you preferred for a bank note to commemorate Canada’s 150th anniversary.  
 Base: Wave 1 – All Respondents (n=1707); Wave 2 - All Respondents (n=2007)



Remembrance, Canadian Armed Forces and peacekeeping replaced Multiculturalism and diversity in the top five themes for Wave 2. The military theme was rated higher in Wave 2 (ranked 4<sup>th</sup>), with 10% of Canadians indicating it as their most preferred theme, compared to its ranking among the themes mentioned unaided by Canadians in Wave 1 (ranked 6<sup>th</sup>). This could be due to the significant overlap we see in terms used to describe each of the themes, as well as the stated inclusion of examples of symbols illustrating the theme titles in Wave 2.

**The top five themes in both Wave 1 and Wave 2 were fairly consistent, with Canada’s land and landscapes coming out on top in each**

Wave 1 Total Mentions		Wave 2 % Total Ranked 1 <sup>st</sup>
<b>1</b>	Canada’s land and landscapes	<b>1</b>
<b>4</b>	History and heritage	<b>2</b>
<b>2</b>	Celebrate Confederation	<b>3</b>
6	Remembrance, Canadian Armed Forces and peacekeeping	<b>4</b>
<b>5</b>	Democracy, equality and rights	<b>5</b>
<b>3</b>	Multiculturalism and diversity	6
10	Aboriginal traditions and culture	7
7	Sporting achievements and hockey	8
8	Scientific and artistic achievements	9
9	Canada’s built heritage	10
n/a	Federal Symbols <i>(Wave 1 participants only)</i>	n/a

W2 Q2a. The following is a list of potential themes for a bank note to commemorate Canada’s 150th anniversary. These themes were suggested by Canadians as part of a preliminary study. Which would you prefer to include on a bank note to commemorate Canada’s 150th anniversary?

W2 Q2b. Below are the five themes you preferred for a bank note to commemorate Canada’s 150th anniversary.

Base: Wave 1 – All Respondents (n=1707); Wave 2 - All Respondents (n=2007)



## 4.2 Overlapping Symbols and Image Ideas by Themes Based on Results of Wave 1 and Wave 2

Although each theme had unique symbols and image ideas provided by the respondents, there were many responses that had similarities between multiple themes. Below is a qualitative, thematic discussion of the symbols suggested by Canadians, grouped into the main themes that emerged from this research. There is no order to the symbols presented within the Venn diagrams that follow, this is an analysis of the overlap in suggested symbols between the themes.

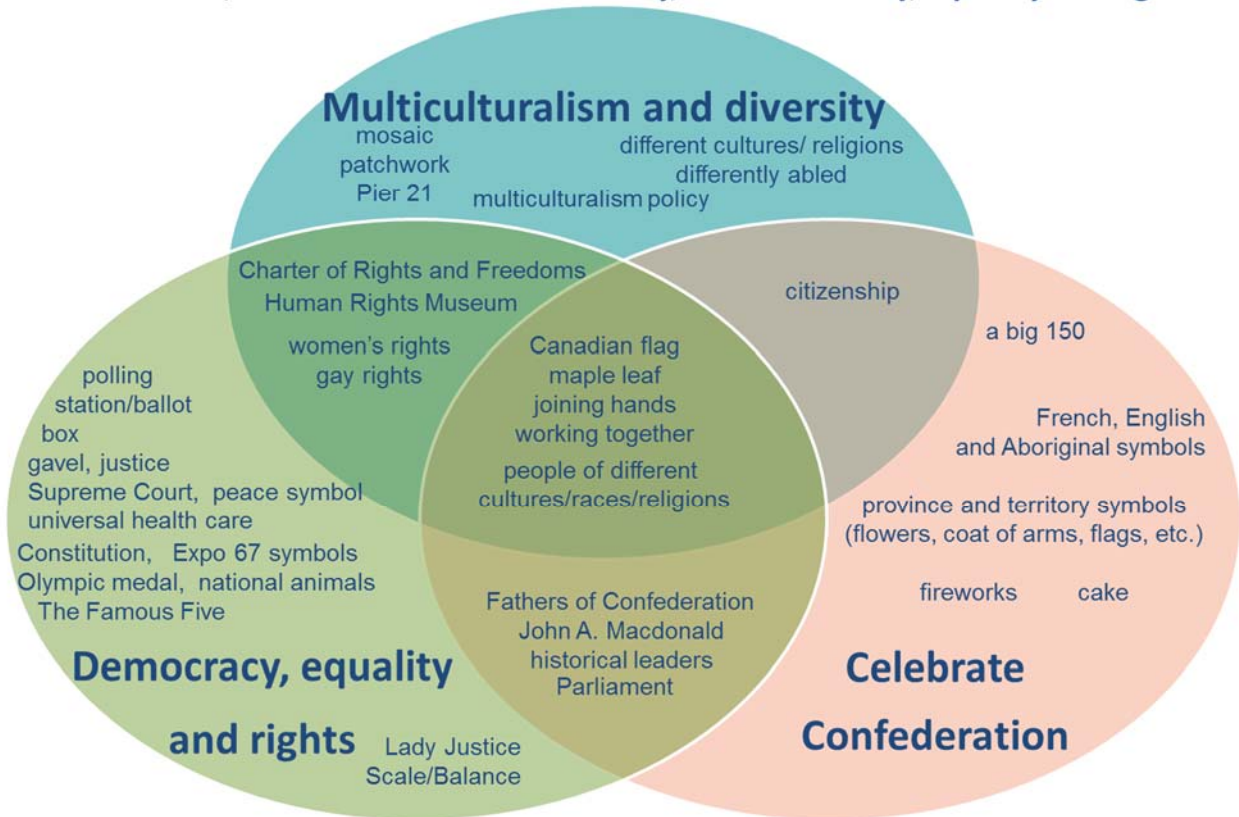
The joining of hands and handshakes were common across many themes, representing the unity of Canada under Confederation for some, multiculturalism and diversity for others, as well as many who felt that it would be a good representation of Democracy, equality and rights.

Other common mentions were iconic buildings, landmarks, natural features and historic persons. Sir John A. Macdonald and the Fathers of Confederation were included in regards to Celebrate Confederation, as well as History and heritage and Democracy, equality and rights.

Some respondents suggested a collage of famous/noteworthy Canadians or specific persons who made an impact within that thematic category. Nellie McClung and Agnes Macphail, as well as the Famous Five were among the top mentions within Democracy, equality and rights in Wave 2 of the research. Sir Frederick Banting, Chris Hadfield and Roberta Bondar were each mentioned as influential Canadian scientists. Emily Carr and the Group of Seven were mentioned as iconic artists, as were Margaret Atwood and Céline Dion.

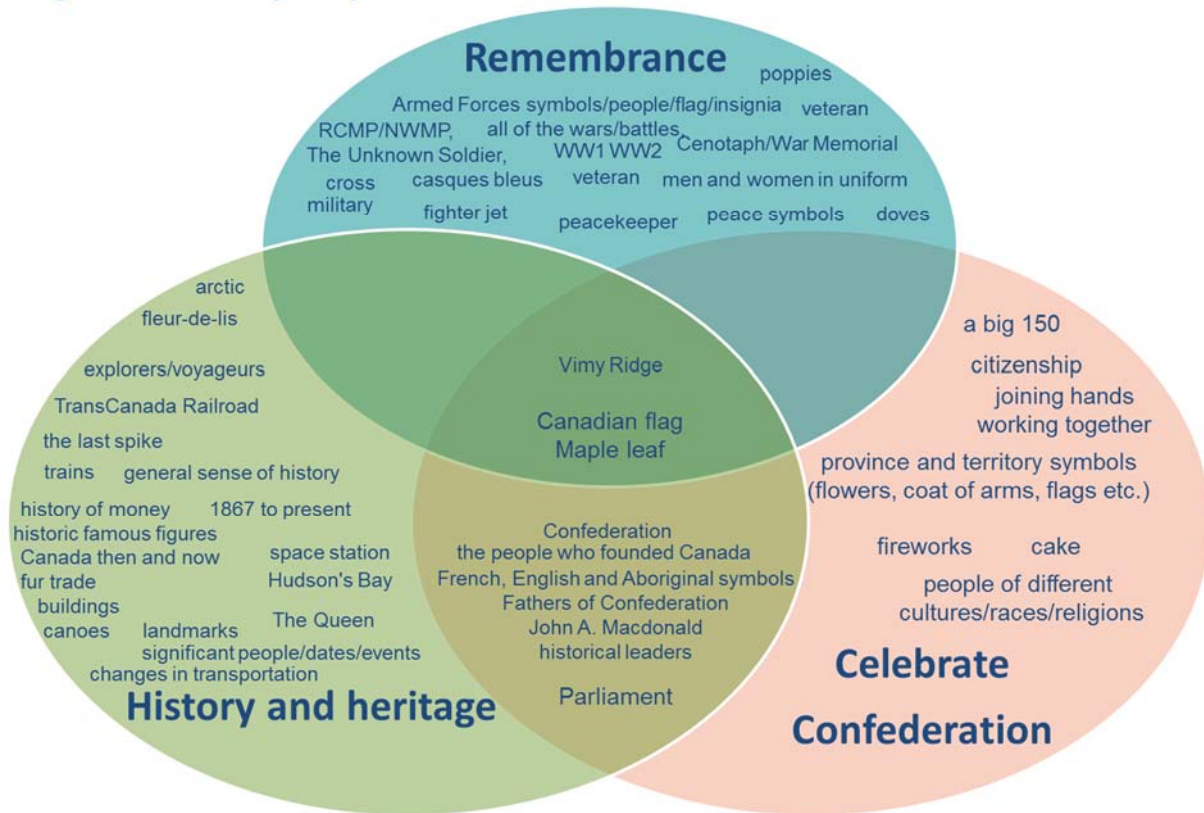
Themes of Multiculturalism and diversity, Democracy, equality and rights and Celebrate Confederation overlap with imagery of diverse people holding hands or working together.

**The ideas of joining hands and working together, as well as federal symbols such as the maple leaf and the Canadian flag were common between themes of Celebrate Confederation, Multiculturalism and diversity, and Democracy, equality and rights**



Other themes that overlap include Remembrance, Canadian Armed Forces and peacekeeping, History and heritage, and Celebrate Confederation. Celebrate Confederation and History and heritage both include many references to the Fathers of Confederation, Parliament, English and French settlers, as well as Aboriginal peoples.

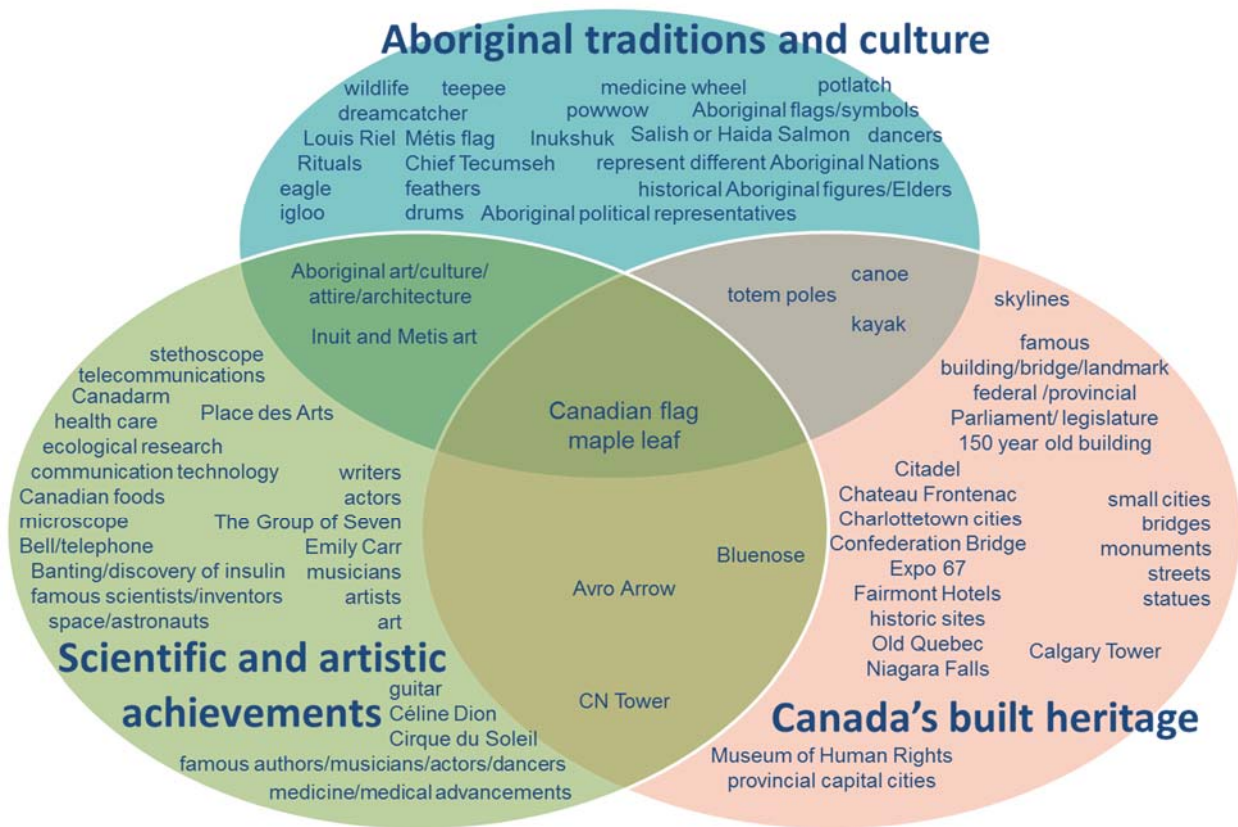
**Themes of History and heritage and Celebrate Confederation also include significant overlap of symbols**



Aboriginal traditions and culture has an overt overlap with Scientific and artistic achievements, although the symbols suggested tended to be general nods to the theme of Aboriginal traditions and culture.

Manmade achievements such as the CN Tower and the Avro Arrow appeared within Canada’s built heritage, as well as Scientific and artistic achievements and History and heritage. The railway was a key symbol suggested to represent History and heritage as well as Celebrate Confederation as it continues to symbolize unity.

### Aboriginal traditions and culture, Scientific and artistic achievements and Canada’s built heritage also include some overlapping elements





When comparing the themes Canada’s land and landscapes with Celebrate Confederation, an overlap in suggested symbols exists, including the Rockies, flowers and the provinces.

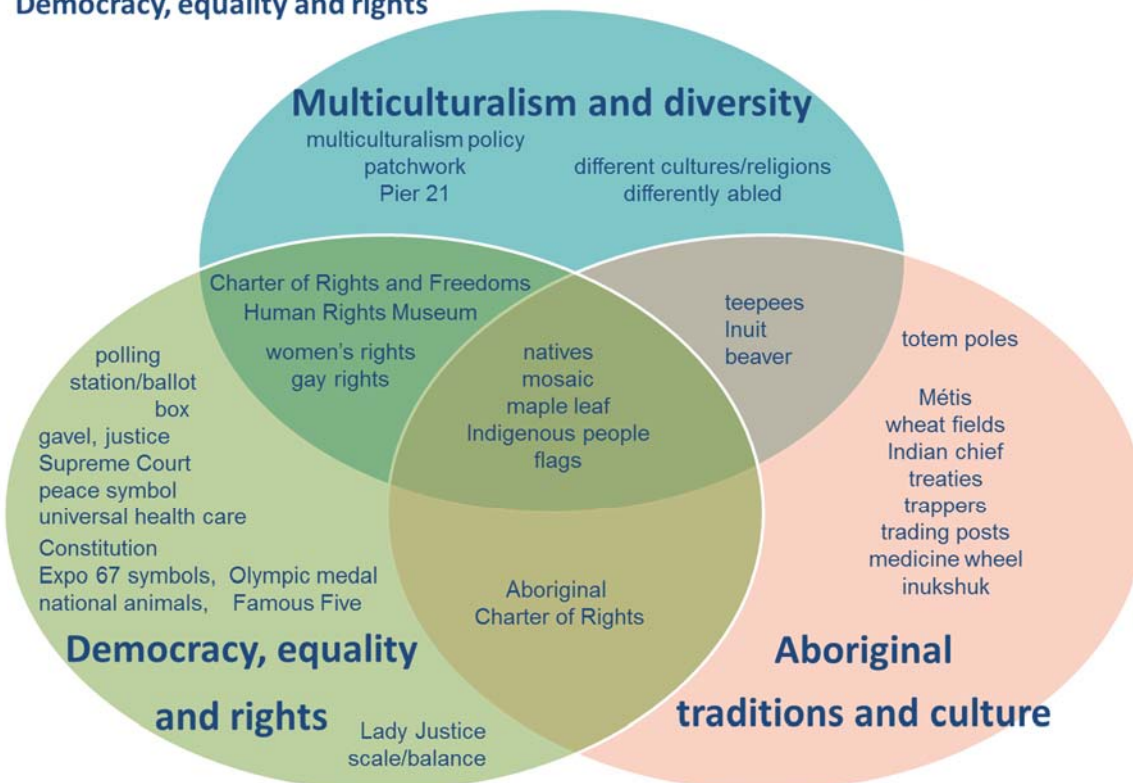
Natural features such as the Rocky Mountains, Niagara Falls, national parks, the Great Lakes, forests, rivers and oceans were mentioned as a part of the Canada’s land and landscapes theme. Niagara Falls also appeared under Canada’s built heritage.

### Canada’s land and landscapes compared with Celebrate Confederation



When the themes of Multiculturalism and diversity, Democracy, equality and rights, and Aboriginal traditions and culture were compared, there were many common symbols. The idea of a mosaic and the inclusion of Aboriginal groups are common between each of these themes.

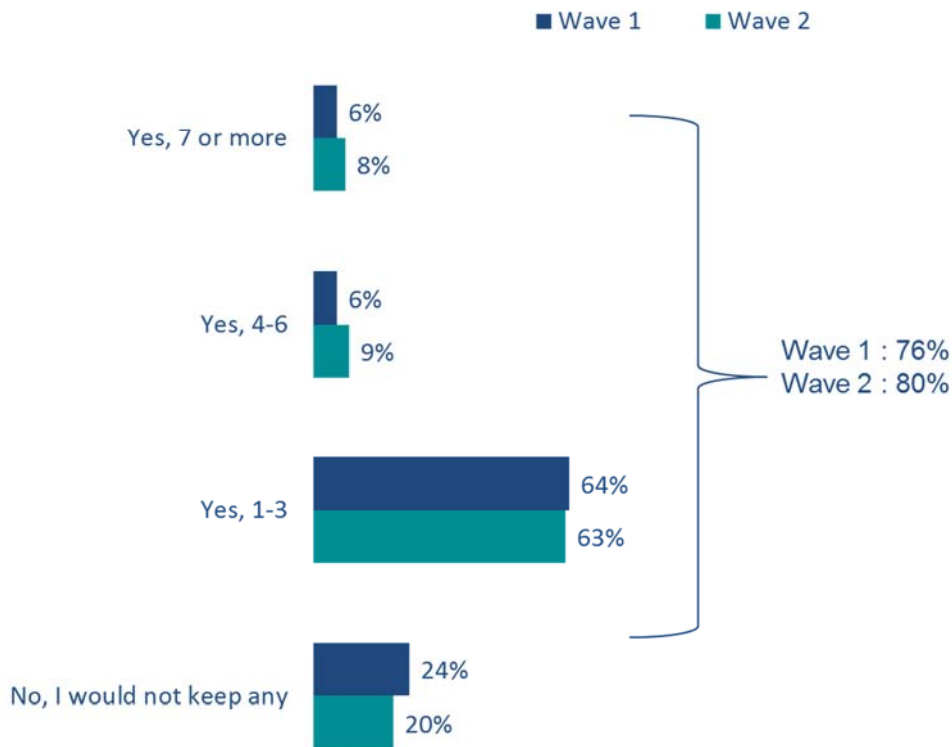
### Multiculturalism and diversity with Aboriginal traditions and culture, and Democracy, equality and rights



### 4.3 Commemorative Bank Notes as Keepsakes

The number of bank notes Canadians reported that they might retain as keepsakes was consistent between the two waves, with three in four (76%) of Canadians in Wave 1 and four in five (80%) in Wave 2 indicating that they would keep at least one.

#### Most Canadians would keep a bank note commemorating Canada's 150<sup>th</sup> anniversary



W1 Q3D. If there were a special bank note designed for Canada's 150th, would you keep it as a souvenir of the anniversary if you came across it in regular, every day circulation? If yes, how many?

W2 Q3. If there were a special bank note designed for Canada's 150th, would you keep it as a souvenir of the anniversary if you came across it in regular, every day circulation? If yes, how many?

Base: Wave 1 – All Respondents (n=1707); Wave 2 - All Respondents (n=2007)

#### 4.4 Estimated Number of Bank Notes as Keepsakes

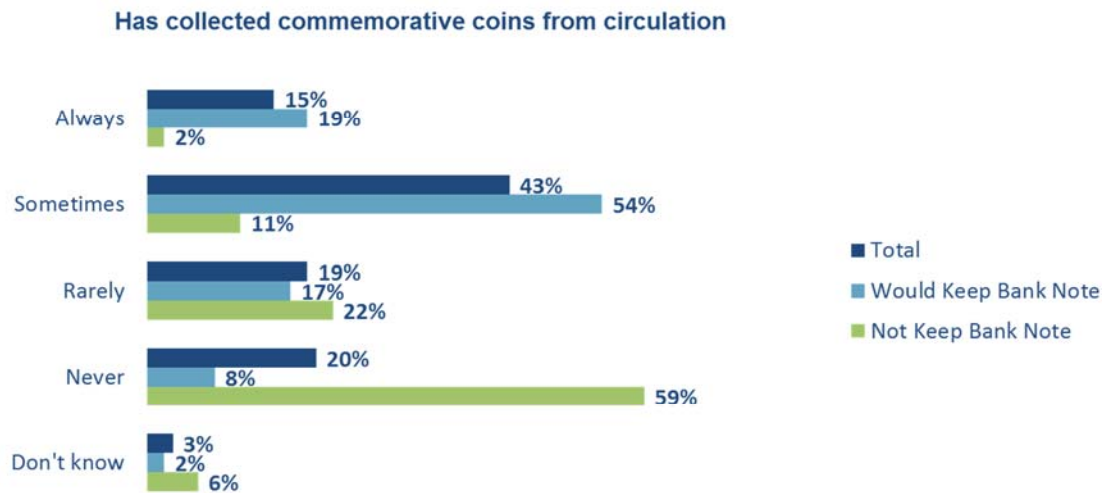
Based on previous behaviour and interest in collecting commemorative coins from circulation, we see those who expressed the interest in keeping a commemorative bank note were also those more likely to have collected commemorative coins.

Three in twenty Canadians (15%) who indicate that they have an interest in keeping a commemorative bank note always keep commemorative coins from circulation. Based on their reported behaviour and interest, this group would be very likely to keep a commemorative note from circulation as a keepsake.

Two in five Canadians (40%) have sometimes kept commemorative coins and have expressed an interest in keeping a commemorative bank note. This group is likely to keep a commemorative bank note as a keepsake.

About one in twenty (6%) of those who report that they would keep a bank note have never kept commemorative coins from circulation. This group is less likely to actually keep a commemorative bank note as a keepsake.

### Three in twenty Canadians (15%) always keep commemorative coins and would be likely to keep a commemorative bank note



Q3C. There are many unique commemorative coins currently in circulation throughout the country. Do you ever keep any of these coins as a souvenir of the event or anniversary it is commemorating?  
 Q3D. If there were a special bank note designed for Canada's 150th, would you keep it as a souvenir of the anniversary if you came across it in regular, every day circulation? If yes, how many?  
 Base: Wave 1 – Total All Respondents (n=1707), Would keep bank note (n=1295), Would not keep bank note (n=412)



Looking now to volume, one in 10 Canadians (10%) has a high probability to keep a commemorative bank note and would keep a relatively small number of such notes.

	Total	Yes 1-3 Notes	Yes 4-6 Notes	Yes 7+ Notes
High Probability to Keep <i>(Always keep commemorative coins)</i>	14%	10%	2%	2%
Medium Probability to Keep <i>(Sometimes keeps commemorative coins)</i>	41%	35%	3%	2%
Low Probability to Keep <i>(Rarely keep commemorative coins)</i>	13%	12%	1%	1%
Not Likely to Keep <i>(Never keeps commemorative coins and/or would not keep bank note)</i>	32%	-	-	-

To estimate the total number of bank notes to be taken from circulation for keepsakes we will use both the probability based on previous behaviour and the low/high ends of the ranges of reported number of bank notes to be collected. Since this is based on reported behaviour and purchase intent, we would expect the actual number to be closer to the conservative amount as individuals tend to over-report the number that they would keep in such cases. We assigned a probability of 100% to the high probability group, 50% to the medium probability, and 25% to the low probability group to estimate the number of bank notes to be kept as keepsakes.

On the conservative side, we estimate that approximately 21 million bank notes will be kept as keepsakes.

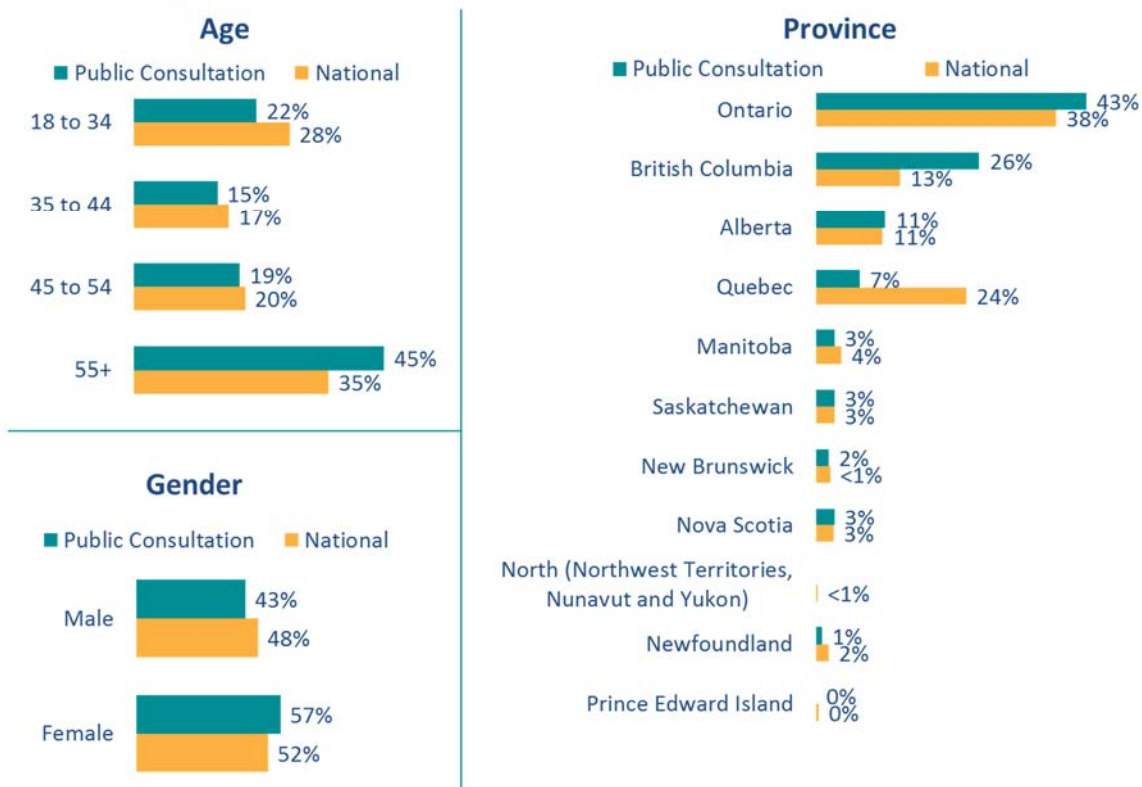
		Total	Yes 1-3 Notes	Yes 4-6 Notes	Yes 7+ Notes
<b>Number Based on Conservative Range</b>			1	4	7
High Probability to Keep <i>(Always keep commemorative coins)</i>	100%	9,997,794	3,216,841	2,047,080	4,733,873
Medium Probability to Keep <i>(Sometimes keeps commemorative coins)</i>	50%	9,988,656	5,519,806	1,973,970	2,494,879
Low Probability to Keep <i>(Rarely keep commemorative coins)</i>	25%	1,475,908	913,875	274,163	287,871
<b>Total</b>		<b>21,462,358</b>	<b>9,650,522</b>	<b>4,295,213</b>	<b>7,516,623</b>

## 5.0 Detailed Findings of the Public Consultation Questionnaire

The Public Consultation Questionnaire allowed the general public to provide their ideas for the 150<sup>th</sup> anniversary bank note. Participants to the Public Consultation Questionnaire differed from the two National Representative Surveys in several ways. First, the Wave 1 and Wave 2 National Representative Surveys were conducted among Ipsos’ Canadian Household Panellists in proportions to mirror the demographic make-up of Canadians, thereby making it representative of Canadians’ views. In contrast, the general public was invited to respond to the Public Consultation Questionnaire posted on the Bank of Canada website through an open link, meaning anyone interested in bank notes or other Bank of Canada information and interested in providing input could respond to the questionnaire. The resulting sample for the Public Consultation Questionnaire is not considered representative of Canadians’ views and is not weighted.

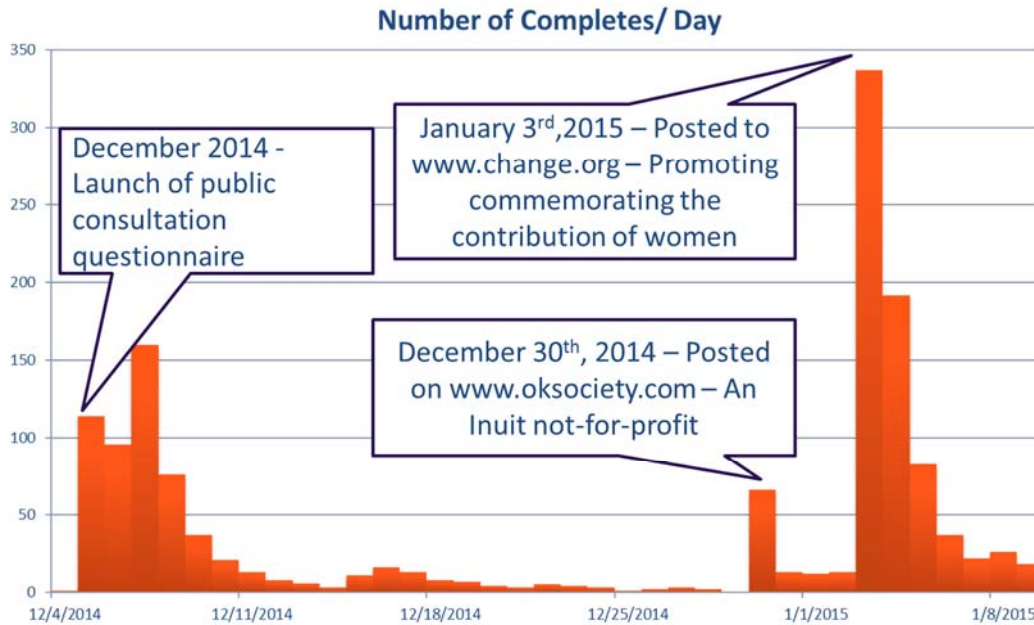
Participants to the Public Consultation Questionnaire were asked to provide basic demographic information regarding their age, gender and province in which they reside. The data show a higher representation of participants from British Columbia (26% of participants vs. 13% of national population) and Ontario (43% of participants vs. 38% of national population) with lower representation in Quebec (7% of participants vs. 24% of national population). We also see an unbalanced sample by gender (57% female and 43% male compared to 52% female and 48% male nationally). The participants in the Public Consultation Questionnaire also tended to be older (55+: 45%), compared to the national population (55+: 35%).

### Public Consultation Questionnaire results in comparison to national demographics based on 2011 Census data of adults.



The Public Consultation Questionnaire garnered some attention from Aboriginal and women’s groups, leading to the questionnaire being reposted by members of the public on their websites. This drew more attention to the questionnaire and many took advantage of the occasion to suggest the inclusion of Canadian women on the bank note.

**Volume to the Public Consultation Questionnaire peaked on January 3<sup>rd</sup> following the posting of the survey on a petition website.**



Date Survey Completed (UTC)  
Base: PCQ - All Participants (n=1436)

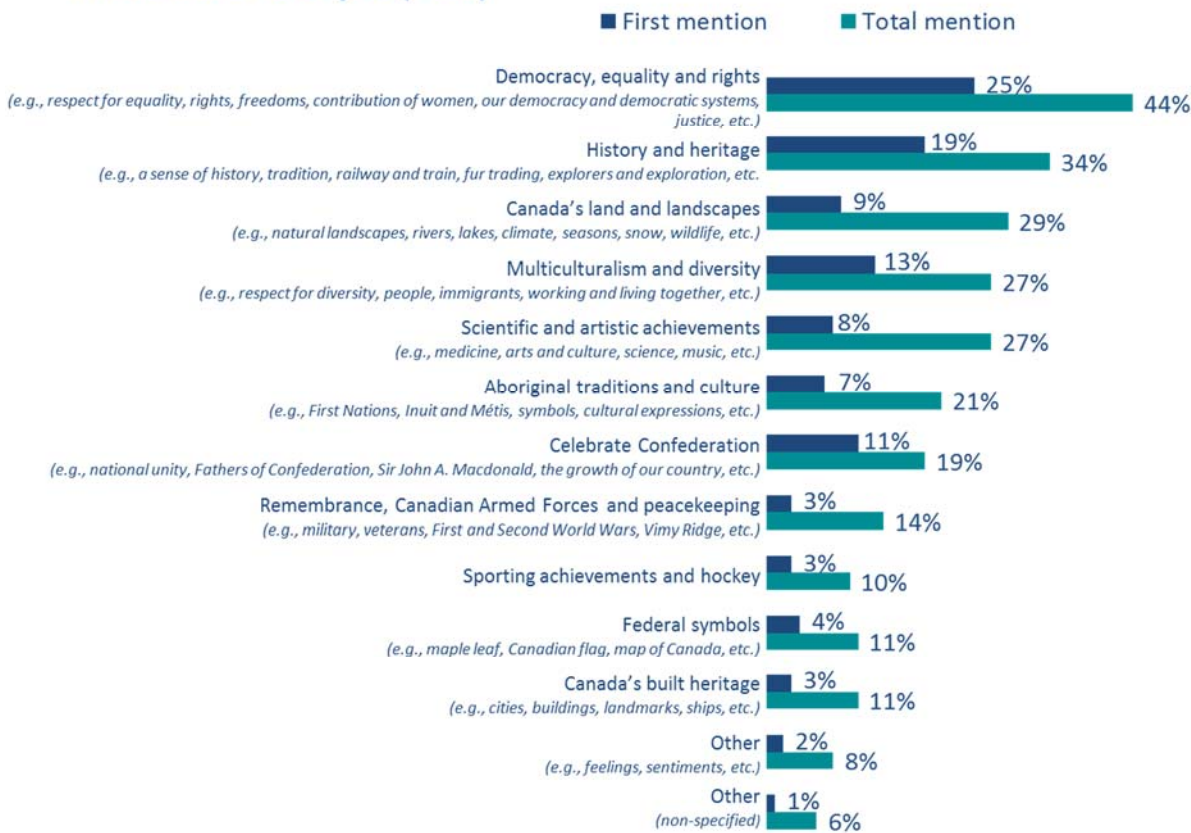
The January 3<sup>rd</sup> posting advocating for women to be recognized on our currency contributed to the dominant theme of the Public Consultation Questionnaire - Democracy, equality and rights (44%).

## 5.1 Themes and Subjects to Represent Canada’s 150<sup>th</sup> Anniversary of Confederation

Participants were informed that Canada will mark the 150<sup>th</sup> anniversary of Confederation in 2017 and of the Bank of Canada’s plans to commemorate it on a bank note. They were then asked to suggest a theme or subject they felt would be appropriate for a bank note that marks this anniversary. Each of the themes presented have been grouped together in key thematic areas presented below.

Overall, the most commonly mentioned themes were Democracy, equality and rights (44%), followed by History and heritage (34%), and Canada’s land and landscapes (29%). Multiculturalism and diversity (27%), Scientific and artistic achievements (27%), and Aboriginal traditions and culture (21%) were also popular themes.

### Democracy, equality and rights (44%) is the most mentioned theme on the Public Consultation questionnaire, followed by History and heritage (34%) and Canada’s land and landscapes (29%)



Q2. What subject or theme or idea would best represent Canada’s 150<sup>th</sup> on a Canadian bank note? And which symbols or images would best represent these theme(s) you have identified?

Base: PCQ - All Participants (n=1436)

The following chart presents some of the most significant differences among various demographic groups. Democracy, equality and rights is the most likely theme to be mentioned first, with women twice more likely to do so than men (30% vs. 18%) and by participants in Alberta (30%) compared to Quebec (19%).

### Democracy, equality and rights is the most popular option across breaks

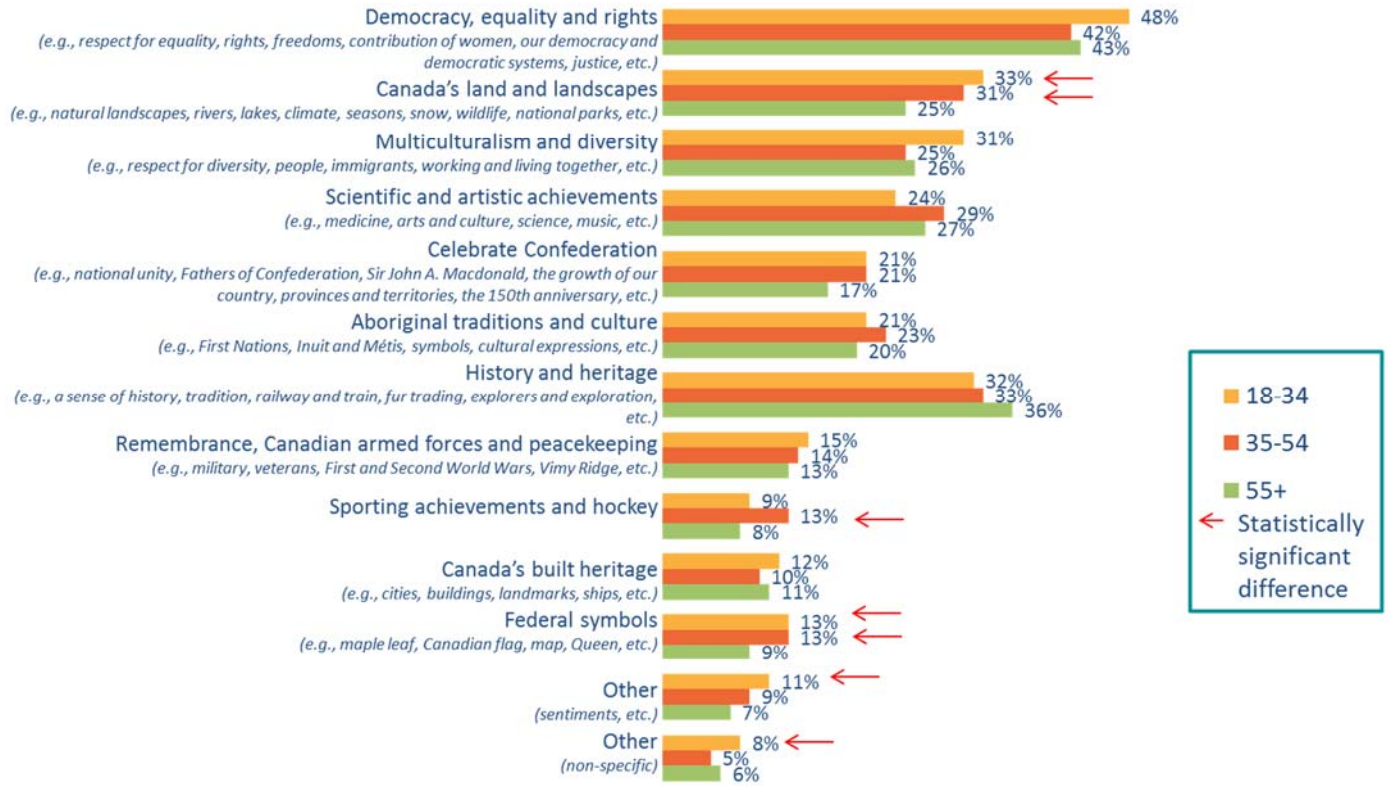
Themes	Mentioned 1 <sup>st</sup> (% total)	More Likely to Mention First
Democracy, equality and rights	25%	<ul style="list-style-type: none"> <li>Women (30%) compared to men (18%)</li> <li>Alberta (30%) more likely to mention first than Quebec (19%)</li> </ul>
History and heritage	19%	<ul style="list-style-type: none"> <li>Women (22%) compared to men (14%)</li> <li>Seniors (55+: 22%) compared to young adults (18-34: 16%) and middle-aged (35-54: 17%)</li> <li>Saskatchewan/Manitoba (31%) compared to British Columbia (18%), Ontario (18%), and Atlantic Canada (12%); Quebec (24%) compared to Atlantic Canada (12%).</li> </ul>
Multiculturalism and diversity	13%	<ul style="list-style-type: none"> <li>Ontario (16%) compared to British Columbia (11%)</li> </ul>
Celebrate Confederation	11%	<ul style="list-style-type: none"> <li>Men (16%) compared to women (7%)</li> </ul>
Canada's land and landscapes	9%	<ul style="list-style-type: none"> <li>Saskatchewan/Manitoba (13%) and British Columbia (11%) are more likely to mention first than Alberta (4%)</li> </ul>
Scientific and artistic achievements	8%	<ul style="list-style-type: none"> <li>Ontario (9%) and Atlantic Canada (12%) more likely to mention first than Quebec (3%)</li> </ul>
Aboriginal traditions and culture	7%	<ul style="list-style-type: none"> <li>Women (8%) compared to men (5%)</li> <li>Middle-aged Canadians (35-54: 9%) compared to younger adults (18-34: 6%)</li> </ul>
Federal Symbols	4%	<ul style="list-style-type: none"> <li>British Columbia (6%) compared to Ontario (3%)</li> </ul>
Remembrance, Canadian Armed Forces and peacekeeping	3%	No key demographic differences
Sporting achievements and hockey	3%	<ul style="list-style-type: none"> <li>Young adults (18-34: 5%) compared to middle-aged (35-54: 2%)</li> <li>Men (4%) compared to women (2%)</li> </ul>
Canada's built heritage	3%	<ul style="list-style-type: none"> <li>Men (4%) compared to women (2%)</li> </ul>
Other (sentiments, etc.)	2%	<ul style="list-style-type: none"> <li>Young adults (18-34: 3%) compared to middle-aged (35-54: 1%)</li> </ul>
Other (non-specific)	1%	<ul style="list-style-type: none"> <li>Men (2%) compared to women (0%)</li> </ul>

Q2. [Subject or Theme or Idea] What subject or theme or idea would best represent Canada's 150th on a Canadian bank note? And which symbols or images would best represent these theme(s) you have identified?  
 Base: PCQ - All Participants (n=1436)



Canada’s land and landscapes are more likely to be preferred by those aged 18 to 34 and those aged 35-54 compared to those aged 55 and older (33%, 31% and 25% respectively).

### Young adults (33%) and the middle-aged (31%) were more likely than seniors (25%) to mention Land and Landscapes as a theme for the bank note

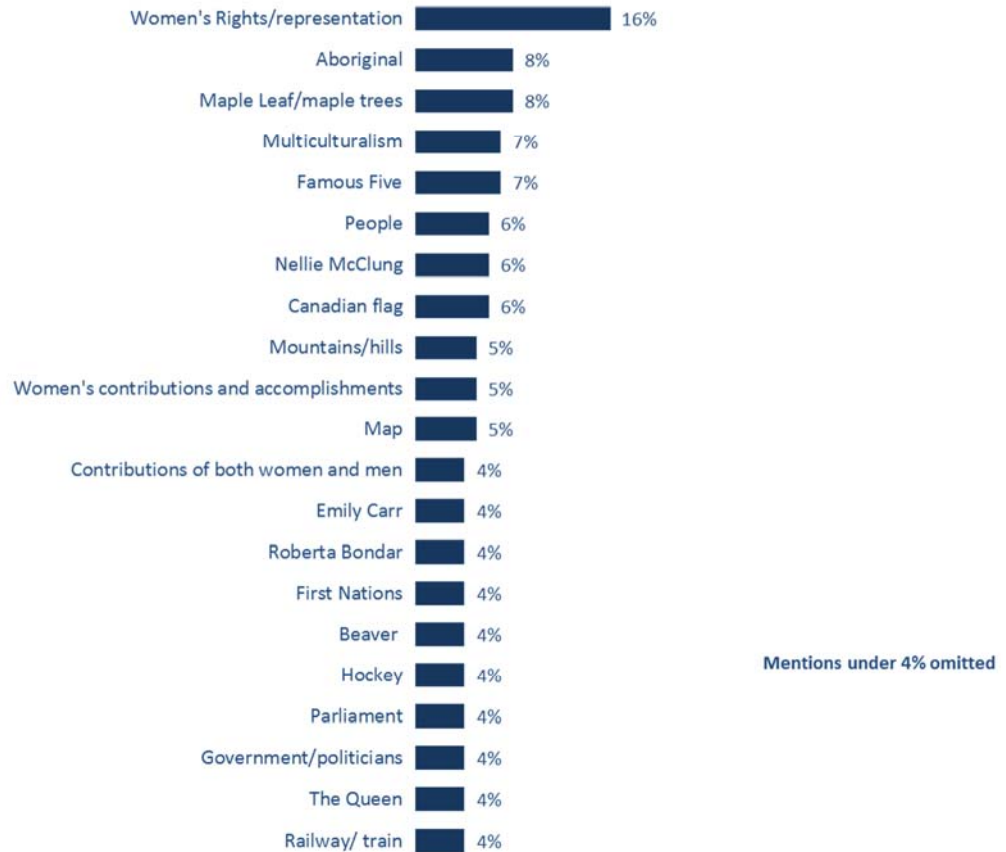


Q2. What subject or theme or idea would best represent Canada’s 150th on a Canadian bank note? And which symbols or images would best represent these theme(s) you have identified?: Total Mention  
Base: PCQ - All Participants (n=1436)

## 5.2 Symbols and Images to Represent Canada’s 150<sup>th</sup> Anniversary of Confederation

Based on the themes that they suggested, participants were asked to suggest symbols or images that they felt might best represent Canada’s 150<sup>th</sup> on a bank note. Overall the most mentioned symbol/image was women’s rights and representation (16%).

### General comments around Women’s Rights (16%) was the most common symbol identified by Canadians, followed by Aboriginal mentions (8%)



Q2. [Symbols or Images] What subject or theme or idea would best represent Canada’s 150<sup>th</sup> on a Canadian bank note? And which symbols or images would best represent these theme(s) you have identified? : Total Mention  
Base: PCQ - All Participants (n=1436)

Each theme contained many different creative ideas for how to commemorate Canada’s 150<sup>th</sup> anniversary of Confederation. Below is a table that summarizes the comments received that were coded into themes as well as the symbols suggested to represent them. The themes have been ranked by total mentions.

Rank	Theme	Description of Theme Based on Public Responses	First Mention	Total Mentions	Symbols or images most commonly suggested (Top 10 mentions)
1	<b>Democracy, equality and rights</b>	e.g., respect for equality, rights, freedoms, contribution of women, our democracy and democratic systems, justice, etc.	25%	44%	Justice/social justice, women's rights/representation, Famous Five, Peace Tower, Dr. Emily Stowe, Charter of Rights and Freedoms, Nellie McClung, Agnes Macphail, Louise Arbour, family, etc.
2	<b>History and heritage</b>	e.g., a sense of history, tradition, railway and train, fur trading, explorers and exploration, etc.	19%	34%	Discovery of Canada, women in Canadian history, women's contributions and accomplishments, Kim Campbell, tradition, Christianity/religion/cross. Jacques Cartier, settlers/pioneers, fur trading, explorers and exploration, etc.
3	<b>Canada's land and landscapes</b>	e.g., natural landscapes, rivers, lakes, climate, seasons, snow, wildlife, national parks, etc.	9%	29%	Waterfall/falls, Banff, Arctic, fish/fishing/hunting, national parks, animals, mountains/hills, natural resources, fox/arctic fox, Great Lakes, etc.
4	<b>Multiculturalism and diversity</b>	e.g., respect for diversity, people, immigrants, working and living together, etc.	13%	27%	Working and helping together/cooperation, respect for diversity, hands/holding hands, people, French (Canadian)/English, faces, immigrants/refugees, identity/national identity, respect for diversity of religion, different languages/bilingual, etc.
5	<b>Scientific and artistic achievements</b>	e.g., medicine, arts and culture, science, music, etc.)	8%	27%	Céline Dion, Marc Garneau, inventions/inventors, Robert Bateman, universities/schools, technology/innovation, arts and culture, famous artists, Avro Arrow/CF-105 Arrow, Julie Payette, etc.
6	<b>Aboriginal traditions and culture</b>	e.g., First Nations, Inuit and Métis, symbols, cultural expressions, etc.	7%	21%	Totem pole, Inuit and Métis, Aboriginal art, First Nations, eagle feather/feather, cultural expressions,

Rank	Theme	Description of Theme Based on Public Responses	First Mention	Total Mentions	Symbols or images most commonly suggested (Top 10 mentions)
7					Aboriginal history/contribution, famous/well-known First Nations people, Aboriginal, First Nations leaders/chiefs, medicine wheel, etc.
	<b>Celebrate Confederation</b>	e.g., national unity, Fathers of Confederation, Sir John A. Macdonald, the growth of our country, provinces and territories, the 150th anniversary, etc.	11%	19%	National unity, Confederation, 150th anniversary/150, Canada's independence, fireworks, date and year each province joined Canada, growth of our country, provinces and territories, provinces/territories, signing of Confederation, etc.
8					
	<b>Remembrance, Canadian Armed Forces and peacekeeping</b>	e.g., military, veterans, First and Second World Wars, Vimy Ridge, etc.	3%	14%	RCMP/Mounties/NWMP, Remembrance Day, National War Memorial, soldiers, poppy, Vimy Ridge, veterans, uniforms, First and Second World Wars, peace/peacekeeping, etc.
9					
	<b>Federal Symbols</b>	e.g., maple leaf, Canadian flag, map of Canada, etc.	4%	11%	Fleur-de-lis, map, maple leaf/maple trees, Canadian symbol, flag, Queen, bank note/women/personalities in bank note, Canada/country, anthem/true north strong and free, red/white/red and white(federal/ provincial), etc.
10					
	<b>Canada's built heritage</b>	e.g., cities, buildings, landmarks, ships, etc.	3%	11%	Progress, Ottawa, snowshoes, economy/development, cities, landmarks, architecture, vehicles/cars/trucks, Old Quebec, renewable energy, etc.
11					
	<b>Sporting achievements and hockey</b>		3%	10%	Team Canada, , Maurice Richard, Terry Fox, hockey, sports, Olympics, Canadian sports personalities, hockey stick/puck, curling, Clara

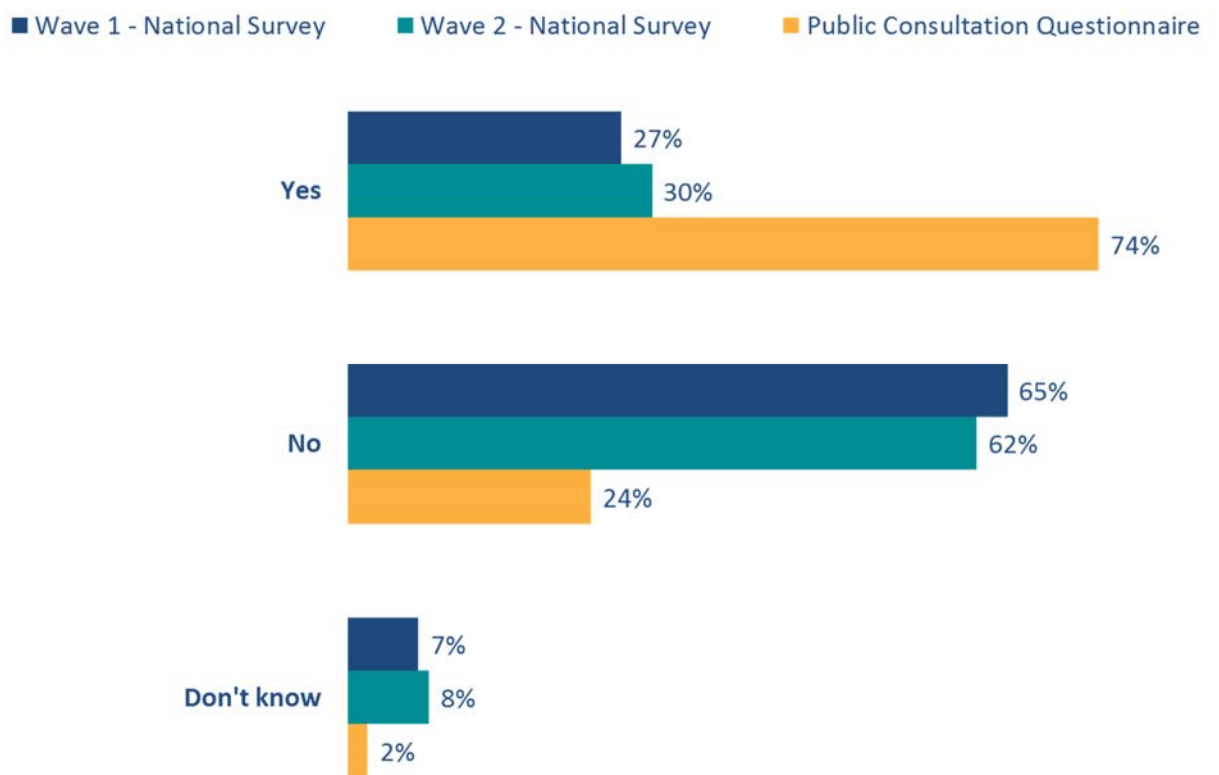
Rank	Theme	Description of Theme Based on Public Responses	First Mention	Total Mentions	Symbols or images most commonly suggested (Top 10 mentions)
					Hughes, etc.
12	Other (sentiments, other mentions, etc.)	e.g., images and pictures, various feelings, etc.	2%	8%	Solidarity, welcoming/open arms, celebration, images/pictures, dress/clothing, strength/courage, food, world, love/heart, books, etc.
13	Other (non-specific)		1%	6%	



### 5.3 Analysis of Results

Participants from the Public Consultation Questionnaire (74%) were more likely to have heard of plans to commemorate Canada’s 150<sup>th</sup> anniversary of Confederation compared to Wave 1 and Wave 2 of the National Representative Survey (W1: 27%, W2: 30%). This was primarily due to the information on Canada’s 150<sup>th</sup> anniversary of Confederation on the Bank of Canada’s website, where the survey was held, as well as the open nature of the Public Consultation Questionnaire which allowed interested members of the public to respond in high numbers.

### Those who participated in the Public Consultation Questionnaire were more aware of the celebrations of the 150<sup>th</sup> anniversary

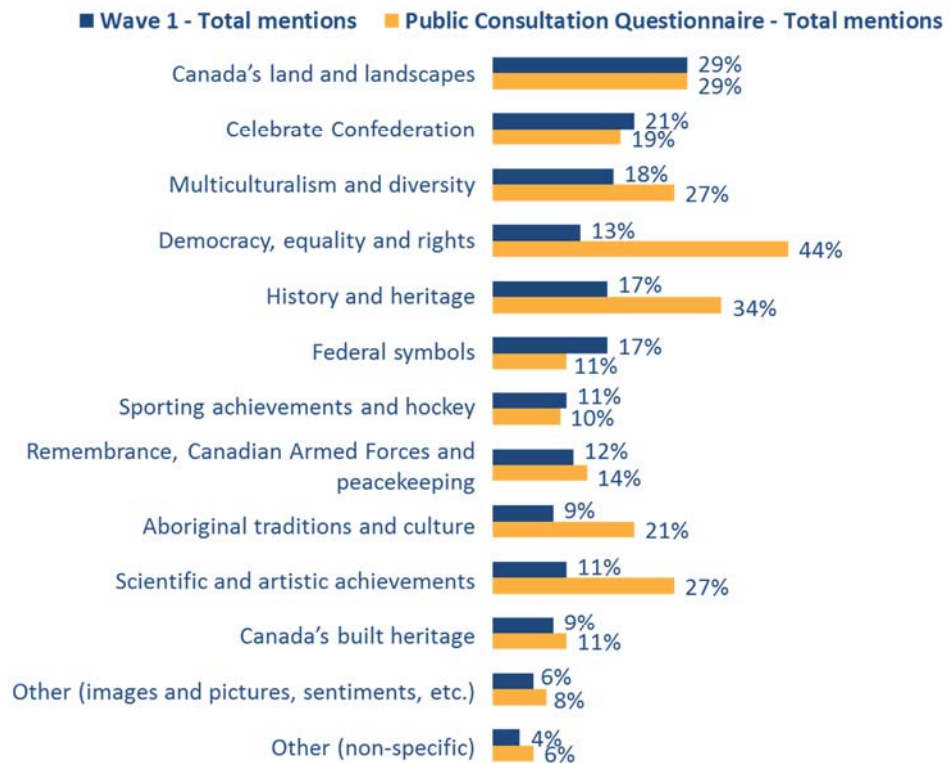


Q1. Have you heard, seen or read anything about the 150<sup>th</sup> Anniversary of Confederation, Canada’s 150<sup>th</sup> birthday, and plans to commemorate it?  
Base: PCQ - All Respondents: (n=1436); Wave 1 - All Respondents: (n= 1707); Wave 2 - All Respondents: (n= 2007)



The Public Consultation Questionnaire was shared and promoted by groups with interest in specific thematic areas, notably there were higher amounts of suggestions from women. This can be seen in the higher popularity of Democracy, equality and rights as a theme (44%) in the Public Consultation Questionnaire as compared to Wave 1 of the Nationally Representative Survey (13%). Other significant differences are noted in the categories of Aboriginal traditions and culture (PCQ: 21%, W1: 9%), Scientific and artistic achievements (PCQ: 27%, W1: 11%) as well as History and heritage (PCQ:34%, W1:17%).

**Compared to Wave 1 of the National Representative survey of Canadians (13%), those who contributed through the Public Consultation Questionnaire (44%) were much more likely to suggest Democracy, equality and rights as a theme**



Q2. [Subject or Theme or Idea] What subject or theme or idea would best represent Canada's 150th on a Canadian bank note? And which symbols or images would best represent these theme(s) you have identified?: Total Mention  
 Base: Wave 1 - All Respondents (n=1707); PCQ - All Respondents (n=1436)



## 6.0 Appendices

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### 6.1 Wave 1 – Questionnaire – EN

Q1.

Have you heard, seen or read anything about the 150<sup>th</sup> Anniversary of Confederation, Canada’s 150<sup>th</sup> birthday, and plans to commemorate it?

Yes

No

Don’t know

INFO.

In 2017, Canada will mark the 150<sup>th</sup> Anniversary of Confederation.

The Bank of Canada is the country’s sole bank note-issuing authority and is responsible for designing, producing, and distributing Canada’s bank notes. The Bank is considering ways to mark Canada’s 150<sup>th</sup>. This could include issuing a special bank note to commemorate the occasion.

Bank notes combine art and technology. They integrate visual designs with security features and functional requirements resulting in aesthetically pleasing bank notes that have broad appeal among Canadians. Bank notes are bilingual and accessible. Images used on a note convey meaning. Given this, according to you:

Q2.

What subject or theme or idea would best represent Canada’s 150<sup>th</sup> on a Canadian bank note? And which symbols or images would best represent these theme(s) you have identified?

**[TEXT RESPONSE GRID]**

**[GRID DOWN DYNAMIC START WITH 1-3 AND NEW BOXES APPEAR IF ALL FILLED IN TO A MAX OF 10 ROWS – REQUIRED 1 RESPONSE OTHERS OPTIONAL ERROR MESSAGE SHOULD BE “Please include at least one response in each column of the first row” PLEASE INCLUDE NUMBERS AS REFERENCE ON THE LEFT]**

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10

**[GRID ACROSS]**

Subject or Theme or Idea  
Symbols or Images

Q2b.

What other symbols or images do you feel could represent Canada’s 150<sup>th</sup> anniversary on a Canadian bank note?





**[TEXT RESPONSE]**

Q3a.

Have you ever purchased any of the following as keepsakes either for yourself or as a gift for someone else?

**[MULTIPUNCH]**

A coin or set of coins

A stamp or set of stamps

A bank note

None of the above **[EXCLUSIVE]**

**[ASK Q3B FOR EACH RESPONSE IN Q3A, IF NONE OF THE ABOVE SKIP TO Q3C]**

Q3b.

Thinking about your most recent purchase of **[PIPE IN RESPONSE FROM Q3A]**, can you please tell me how many individual **[IF "A coin or set of coins" AT Q3A SHOW "coins" IF "A stamp or set of stamps" AT Q3A SHOW "stamps" IF "A bank note" AT Q3A SHOW "bills"]** or sets of **[IF "A coin or set of coins" AT Q3A SHOW "coins" IF "A stamp or set of stamps" AT Q3A SHOW "stamps" IF "A bank note" AT Q3A SHOW "bills"]** you bought?

**Please indicate if they were in sets or purchased individually.**

**[OPEN TEXT]**

Q3c.

There are many unique commemorative coins currently in circulation throughout the country. Do you ever keep any of these coins as a souvenir of the event or anniversary it is commemorating?

Always

Sometimes

Rarely

Never

Don't know

Q3d.

If there were a special bank note designed for Canada's 150<sup>th</sup>, would you keep it as a souvenir of the anniversary if you came across it in regular every day circulation? If yes, how many?

No, I would not keep any

Yes, 1-3

Yes, 4-6

Yes, 7 or more

Q3e.

Would you make a trip to your bank branch to obtain a special bank note for Canada 150<sup>th</sup>?

Definitely

Probably

Not Sure

Probably Not

Definitely Not



Q3f.

Would you order or purchase a special bank note from a retail website or outlet?

Definitely

Probably

Not Sure

Probably Not

Definitely Not



## 6.2 Wave 1 – Questionnaire – FR

Q1.

Avez-vous entendu, vu ou lu quelque chose au sujet du 150<sup>e</sup> anniversaire de la Confédération, du 150<sup>e</sup> du Canada et des plans en vue de sa commémoration?

Oui

Non

Ne sais pas

### Contexte pour le reste du sondage

En 2017, le Canada soulignera le 150<sup>e</sup> anniversaire de sa confédération.

La Banque du Canada est le seul organisme au pays autorisé à émettre des billets de banque canadiens et est responsable de la conception, de la production et de la distribution des billets de banque. La Banque songe à des façons de souligner le 150<sup>e</sup> anniversaire du Canada. Elle pourrait notamment émettre un billet de banque spécial pour commémorer cet événement.

Les billets de banque allient l'art et la technique. Le mariage des éléments graphiques, des éléments de sécurité et des exigences fonctionnelles donne naissance à des billets attrayants sur le plan esthétique aux yeux d'un grand nombre de Canadiens. Les billets de banque sont bilingues et faciles à identifier. Les images reproduites sur les billets ont une signification. Veuillez répondre aux questions suivantes en tenant compte de ce qui précède.

Q2a.

Quel **sujet**, **thème** ou **idée** représenterait le mieux le 150<sup>e</sup> anniversaire du Canada sur un billet de banque canadien?

[TEXT RESPONSE]

Idea 1            Images 1

Idea 2            Images 2

Q2b.

Quels **symboles** ou **images** représenteraient le mieux le ou les thèmes que vous avez indiqués à la question 2a?

[Two columns side by side for corresponding Q2a and Q2b TEXT RESPONSES]

Q2c.

À votre avis, quels **autres symboles ou images** pourraient représenter le 150<sup>e</sup> anniversaire du Canada sur un billet de banque canadien? [TEXT RESPONSE]

Q3a.

Avez-vous déjà acheté l'un des souvenirs suivants pour vous-même ou pour le donner en cadeau à quelqu'un?

une pièce de monnaie ou un ensemble de pièces de monnaie

un timbre ou un ensemble de timbres

un billet de banque

rien de ce qui précède

Q3b.

S'agissant de votre tout dernier achat de [insérer la réponse à la question 4a], pouvez-vous me dire combien de [pièces de monnaie / timbres / billets de banque] individuel(le)s ou d'ensemble de [pièces de monnaie / timbres / billets de banque] vous avez obtenu(e)s? Par exemple, si vous avez acquis trois pièces de monnaie ou timbres ou billets de banque individuels, et non un ensemble, répondez trois. Si



vous avez obtenu deux ensembles de timbres ou de pièces de monnaie ou de billets, répondez deux.

Q3c.

Il y a diverses pièces de monnaie commémoratives en circulation actuellement aux quatre coins du pays. Vous arrive-t-il de garder une de ces pièces de monnaie en souvenir?

Oui/Non (non, rarement à souvent, très souvent, etc.)

Q3d.

Si un billet de banque spécial était conçu pour souligner le 150<sup>e</sup> anniversaire du Canada, le garderiez-vous en souvenir s'il vous tombait sous la main dans le cadre de vos transactions quotidiennes? Si oui, combien de billets conserveriez-vous?

- Non, aucun.
- Oui, de un à trois.
- Oui, de quatre à six.
- Oui, sept ou plus.

Q3e.

Vous rendriez-vous à votre succursale bancaire pour vous procurer un billet de banque commémoratif du 150<sup>e</sup> anniversaire du Canada?

Oui/Non (probablement, etc.)

Q3f.

Commanderiez-vous ou achèteriez-vous un billet de banque spécial à partir d'un site Web de détaillant ou dans un commerce de détail?

Oui/Non (probablement, etc.)



### 6.3 Wave 2 – Questionnaire – EN

Q1.

Have you heard, seen or read anything about the 150th anniversary of Confederation, Canada's 150th birthday, and plans to commemorate it?

Yes

No

Don't know

INFO.

In 2017, Canada will mark the 150th anniversary of Confederation.

The Bank of Canada is the country's sole bank note issuing authority and is responsible for designing, producing, and distributing Canada's bank notes. The Bank plans to mark Canada's 150th by issuing a special bank note to commemorate the occasion.

Bank notes combine art and technology. They integrate visual designs with security features and functional requirements resulting in aesthetically pleasing bank notes that have broad appeal among Canadians. Bank notes are bilingual and accessible. Images used on a note convey meaning.

Q2a.

The following is a list of potential themes for a bank note to commemorate Canada's 150th anniversary. These themes were suggested by Canadians as part of a preliminary study. Which would you prefer to include on a bank note to commemorate Canada's 150th anniversary? Please choose your five (5) preferred themes.

[RANDOMIZE – MULTIPUNCH FORCE 5 SELECTIONS]

Canada's land and landscapes (e.g., natural landscapes, rivers, lakes, climate, seasons, snow, wildlife, national parks, etc.)

Aboriginal traditions and culture (e.g., First Nations, Inuit and Métis, symbols, cultural expressions, etc.)

Multiculturalism and diversity (e.g., respect for diversity, people, immigrants, working and living together, etc.)

Sporting achievements and hockey

Scientific and artistic achievements (e.g., medicine, arts and culture, science, music, etc.)

History and heritage (e.g., a sense of history, tradition, railway and train, fur trading, explorers and exploration, etc.)

Democracy, equality and rights (e.g., respect for equality, rights, freedoms, our democracy and democratic systems, justice, etc.)

Celebrate Confederation (e.g., national unity, Fathers of Confederation, Sir John A. Macdonald, the growth of our country, provinces and territories, the 150th anniversary, etc.)

Remembrance, Canadian armed forces / peace keeping (e.g., military, veterans, First and Second World Wars, Vimy Ridge, etc.)

Canada's built heritage (e.g., cities, buildings, landmarks, ships, etc.)

Q2b.

Below are the five themes you preferred for a bank note to commemorate Canada's 150th anniversary. Please rank them in order of preference by choosing a '1' for your top preference to a '5' for your least preferred option.



[RANK SELECTED RESPONSES ITEMS FROM Q2a]

Q2c. What symbol or image would best represent each of the top themes that you selected?

[GRID DOWN – RESPONSES TO Q2a]

[GRID ACROSS – TEXT RESPONSE]

Symbol or Image

Q2d. Thinking about the design of a bank note to commemorate Canada's 150th anniversary, to what extent do you agree or disagree with each of the following statements?

[GRID DOWN]

The bank note should represent Canada's past – that is, our history and heritage.

The bank note should represent Canada's present – Canada and Canadians of today.

The bank note should represent Canada's future – that is, the potential of Canada and Canadians in the years ahead.

[GRID ACROSS]

Strongly agree

Somewhat agree

Somewhat disagree

Strongly disagree

Don't know

Q3.

If there were a special bank note designed for Canada's 150th, would you keep it as a souvenir of the anniversary if you came across it in regular, every day circulation? If yes, how many?

No, I would not keep any

Yes, 1-3

Yes, 4-6

Yes, 7 or more

## 6.4 Wave 2 – Questionnaire – FR

Q1.

Avez-vous entendu, vu ou lu quelque chose au sujet du 150<sup>e</sup> anniversaire de la Confédération, du 150<sup>e</sup> anniversaire du Canada et des plans en vue de sa commémoration?

Oui

Non

Je ne sais pas

INFO.

En 2017, le Canada célébrera le 150<sup>e</sup> anniversaire de la Confédération.

La Banque du Canada est le seul organisme autorisé à émettre des billets de banque au pays et est responsable de la conception, de la production et de la distribution des billets de banque canadiens. La Banque prévoit souligner le 150<sup>e</sup> anniversaire du Canada en émettant un billet de banque spécial pour commémorer cet événement.

Les billets de banque allient l'art et la technologie. Le mariage des éléments graphiques, des éléments de sécurité et des exigences fonctionnelles donne naissance à des billets esthétiquement attrayants pour bon nombre de Canadiens. Les billets de banque sont bilingues et faciles à identifier. Les images reproduites sur les billets ont une signification.

Q2a.

Vous trouverez ci-après une liste de thèmes possibles d'un billet de banque qui marquerait le 150<sup>e</sup> anniversaire du Canada. Ces thèmes ont été proposés par des Canadiens, dans le cadre d'une étude préliminaire. Lesquels privilégieriez-vous pour figurer sur un billet de banque soulignant le 150<sup>e</sup> anniversaire du Canada? Sélectionnez vos **cinq (5)** thèmes préférés parmi ceux-ci.

### [RANDOMIZE – MULTIPUNCH FORCE 5 SELECTIONS]

Les terres et les paysages du Canada (p. ex., les paysages naturels, les rivières, les lacs, le climat, les saisons, la neige, la faune, les parcs nationaux)

Traditions et culture autochtones (p. ex., les Premières Nations, les Inuits et les Métis, les symboles, les formes d'expression culturelle)

Multiculturalisme et diversité (p. ex., respect de la diversité, les gens, les immigrants, vivre et travailler ensemble)

Exploits sportifs et hockey

Grandes réalisations scientifiques et artistiques (p. ex., dans les domaines de la médecine, des arts et de la culture, de la science, de la musique)

Histoire et patrimoine du pays (p. ex., un sens de l'histoire, les traditions, le chemin de fer et les trains, le commerce de la fourrure, les explorateurs et les voyages d'exploration)

Démocratie, égalité et droits (p. ex., respect de l'égalité, les droits et libertés, la contribution des femmes, notre démocratie et notre système démocratique, la justice)

Célébrer la Confédération (p. ex., l'unité canadienne, les Pères de la Confédération, sir John A. Macdonald, le développement du pays, des provinces et des territoires, le 150<sup>e</sup> anniversaire)

Souvenir et Forces armées canadiennes / maintien de la paix (p. ex., les militaires, les anciens combattants, la Première et la Seconde Guerre mondiale, la crête de Vimy)

Patrimoine bâti du Canada (p. ex., les villes, les immeubles, les sites historiques, les navires)



Q2b.

Les cinq thèmes que vous privilégiez pour illustrer un billet de banque soulignant le 150<sup>e</sup> anniversaire du Canada sont énumérés ci-après. Veuillez les classer par ordre de préférence, le chiffre « 1 » correspondant à votre thème favori et le chiffre « 5 », à celui qui vous plaît le moins.

**[RANK SELECTED RESPONSES ITEMS FROM Q2a]**

Q2c. Quel symbole ou image illustrerait le mieux chacun de vos thèmes préférés?

**[GRID DOWN – RESPONSES TO Q2a]**

**[GRID ACROSS – TEXT RESPONSE]**

**Symbole ou image**

Q2d. En ce qui concerne le graphisme d'un billet de banque qui pourrait souligner le 150<sup>e</sup> anniversaire du Canada, dans quelle mesure êtes-vous d'accord ou en désaccord avec les énoncés suivants?

**[GRID DOWN]**

Le billet de banque devrait représenter le passé du Canada – c'est-à-dire notre histoire et notre patrimoine.

Le billet de banque devrait représenter le présent du Canada – c'est-à-dire le Canada et les Canadiens d'aujourd'hui.

Le billet de banque devrait représenter l'avenir du Canada – c'est-à-dire le potentiel du Canada et des Canadiens dans les années à venir.

**[GRID ACROSS]**

Tout à fait d'accord

Quelque peu d'accord

Quelque peu en désaccord

Tout à fait en désaccord

Je ne sais pas

Q3.

Si un billet de banque était spécialement conçu pour souligner le 150<sup>e</sup> anniversaire du Canada, en garderiez-vous comme souvenir parmi ceux que l'on vous remettrait dans vos transactions quotidiennes? Si oui, combien?

Non, je n'en garderais pas

Oui, entre 1 et 3

Oui, entre 4 et 6

Oui, 7 ou plus





## 6.5 Public Consultation Questionnaire – EN

Q1.

Have you heard, seen or read anything about the 150<sup>th</sup> Anniversary of Confederation, Canada’s 150<sup>th</sup> birthday, and plans to commemorate it?

Yes

No

Don’t know

INFO.

In 2017, Canada will mark the 150<sup>th</sup> Anniversary of Confederation.

The Bank of Canada is the country’s sole bank note-issuing authority and is responsible for designing, producing, and distributing Canada's bank notes. The Bank will mark Canada’s 150<sup>th</sup> by issuing a special bank note to commemorate the occasion.

Bank notes combine art and technology. They integrate visual designs with security features and functional requirements resulting in aesthetically pleasing bank notes that have broad appeal among Canadians. Bank notes are bilingual and accessible. Images used on a note convey meaning. Given this, according to you:

Q2a/b.

What subject or theme or idea would best represent Canada’s 150<sup>th</sup> on a Canadian bank note? And which symbols or images would best represent these theme(s) you have identified?

[TEXT RESPONSE GRID]

[GRID ACROSS]

Subject or Theme or Idea

Symbols or Images

Q2b.

What other symbols or images do you feel could represent Canada’s 150<sup>th</sup> anniversary on a Canadian bank note?

[TEXT RESPONSE GRID]

## 6.6 Public Consultation Questionnaire – FR

Q1.

Avez-vous entendu, vu ou lu quelque chose au sujet du 150<sup>e</sup> anniversaire de la Confédération, du 150<sup>e</sup> du Canada et des plans en vue de sa commémoration?

Oui



Non

Ne sais pas

Contexte pour le reste du sondage

En 2017, le Canada soulignera le 150<sup>e</sup> anniversaire de sa confédération.

La Banque du Canada est le seul organisme au pays autorisé à émettre des billets de banque canadiens et est responsable de la conception, de la production et de la distribution des billets de banque. La Banque songe à des façons de souligner le 150<sup>e</sup> anniversaire du Canada. Elle pourrait notamment émettre un billet de banque spécial pour commémorer cet événement.

Les billets de banque allient l'art et la technique. Le mariage des éléments graphiques, des éléments de sécurité et des exigences fonctionnelles donne naissance à des billets attrayants sur le plan esthétique aux yeux d'un grand nombre de Canadiens. Les billets de banque sont bilingues et faciles à identifier. Les images reproduites sur les billets ont une signification. Veuillez répondre aux questions suivantes en tenant compte de ce qui précède.

Q2a.

Quel sujet, thème ou idée représenterait le mieux le 150<sup>e</sup> anniversaire du Canada sur un billet de banque canadien? Quels symboles ou images représenteraient le mieux le ou les thèmes que vous avez indiqués?

[TEXT RESPONSE]

Idea 1            Images 1

Idea 2            Images 2

[Two columns side by side for corresponding Q2a and Q2b TEXT RESPONSES]

Q2c.

À votre avis, quels autres symboles ou images pourraient représenter le 150<sup>e</sup> anniversaire du Canada sur un billet de banque canadien? [TEXT RESPONSE]

Bank of Canada

Project C150

Note to File: Ipsos Reid Canada 150<sup>th</sup> Commemorative Bank Note Research Report

9 March 2017

The following *Note to File* has been drafted in regards to the Canada's 150<sup>th</sup> Commemorative Bank Note Research Report prepared by Ipsos Reid. It lists inconsistencies and errors found in the report following its final review by the Bank of Canada and Ipsos Reid and should be read in accompaniment with the final document.

Page	Section	Description
3	1.2	In the paragraph describing the Public Consultation Questionnaire, this questionnaire ran from 5 December 2014 and 8 January 2015.
13	2.4	In the graph showing the symbols most commonly suggested by Canadians, hockey was mentioned by 6% of respondents
35	3.3	In the chart presenting some of the most significant differences among various demographic groups, those who are more likely to rank Celebrate Confederation highest among selected themes include: <ul style="list-style-type: none"><li>• Non-Aboriginal respondents (13%) compared to Aboriginal respondents (4%)</li></ul>
37	3.4	In the table summarizing the suggestions received to symbolize potential bank note themes, 32% of respondents ranked History and Heritage as their first or second overall choice.