

Bank of Canada
Principles for Bank Note Design Consultation
Data Analysis

POLLARA 

About the Consultation

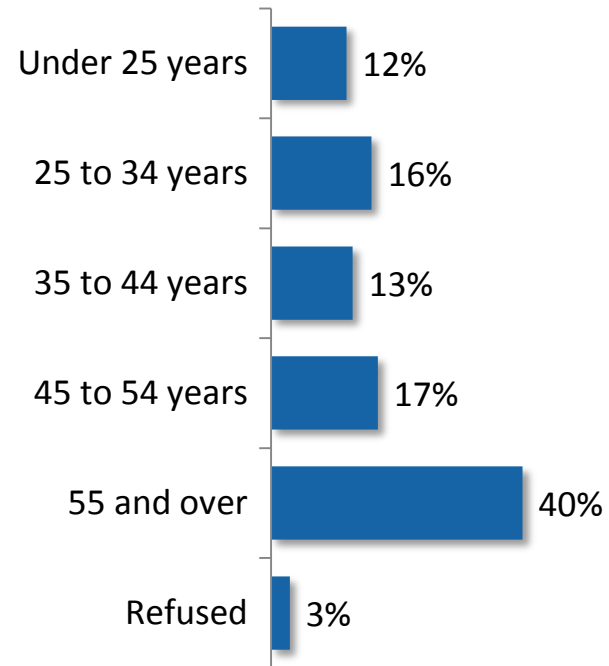
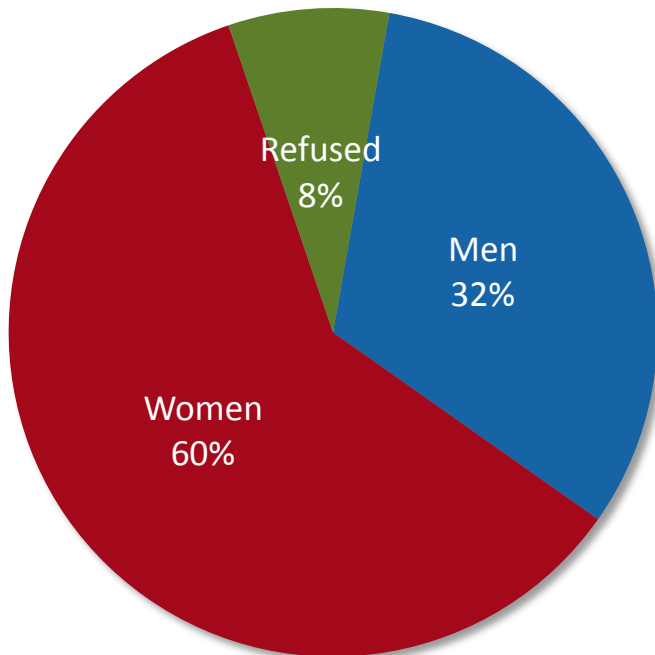
- The Bank of Canada (“the Bank”) invited Canadians to comment on the principles that guide the design of the country’s bank notes through a questionnaire published on its website October 8th - November 10th 2014. This consultation had two objectives:
 - 1) To solidify the foundation upon which the visual content will be developed in the future by relaying Canadians views of the proposed principles.
 - 2) To summarize Canadians’ ideas on how images can respect these principles.
- A total of 1972 responses were collected via the online consultation. This was an open public consultation, not a representative survey; therefore the results cannot be generalized to the broader population (and a margin of error cannot be applied).
- The Bank commissioned Pollara to analyze the final data. A close look at the data indicates that the public would welcome an evolution of Canada’s bank notes to be more inclusive and representative of Canada’s diversity. The charts on the following pages summarize this finding in more detail.

Profile of Respondents

Q4. What is your gender?

Q3. To which age group do you belong?

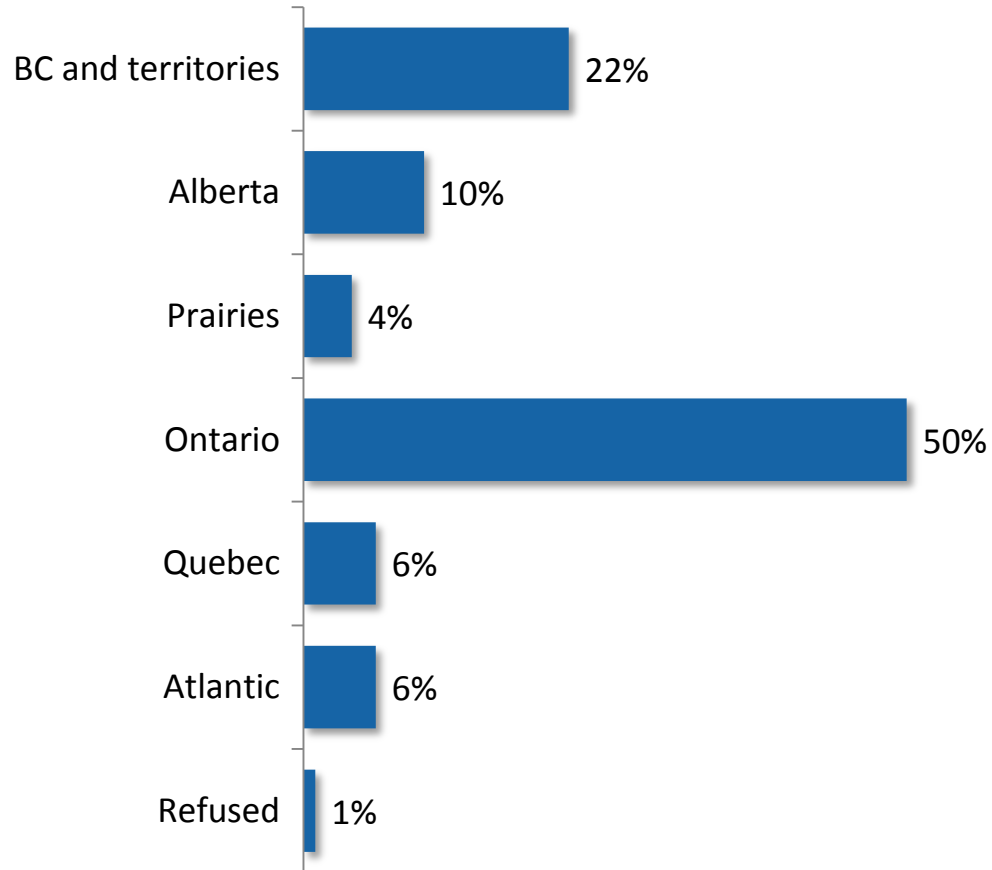
- Consultation participants leaned female and older. The proportion under 25 (12%) is slightly higher than the actual Canadian population (11%).



Profile of Respondents

Q2. Which province or territory do you live in?

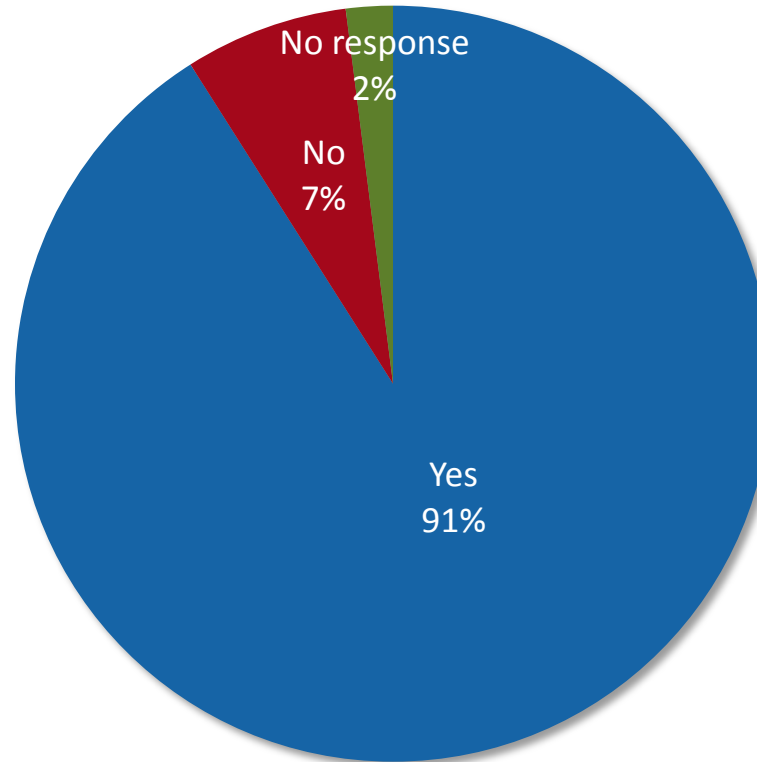
- Regionally, Quebecers were underrepresented in the consultation (6% vs. 24%), as were the Prairies (4% vs. 7%); Ontario (50% vs. 38% and BC (22% vs. 14%) were over-represented.



Read Principles

Q1. Have you read our Principles for Bank Note Design?

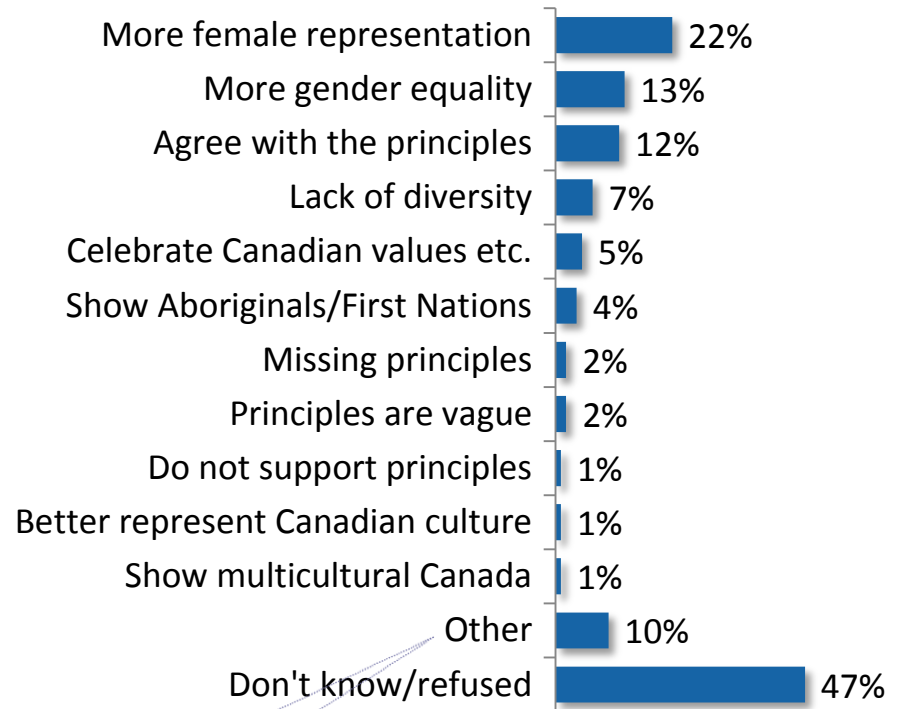
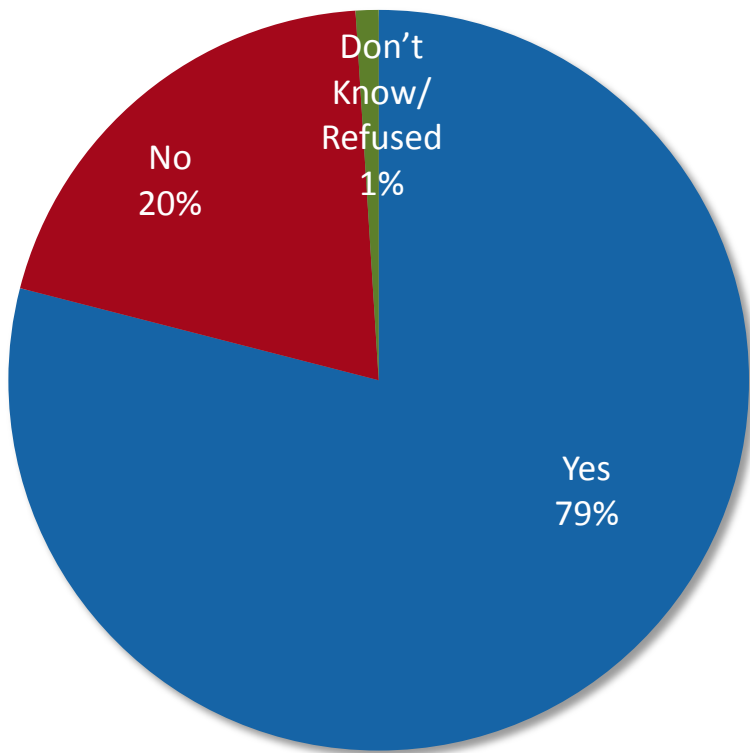
- Most respondents had read the Bank of Canada's Principles for Bank Note Design.



Support for Principles

Q5. Do you support the principles that will guide the design of future bank notes?
Comments?

- A majority of respondents support the Principles for Bank Note Design. When asked if they had any additional comments, one in ten said they agreed with the principles, while 2% mentioned “missing” or “vague” principles and 1% commented that they do not support them. Others commented on gender equality, multiculturalism, and Aboriginal representation; themes that appear in the following slides as well.



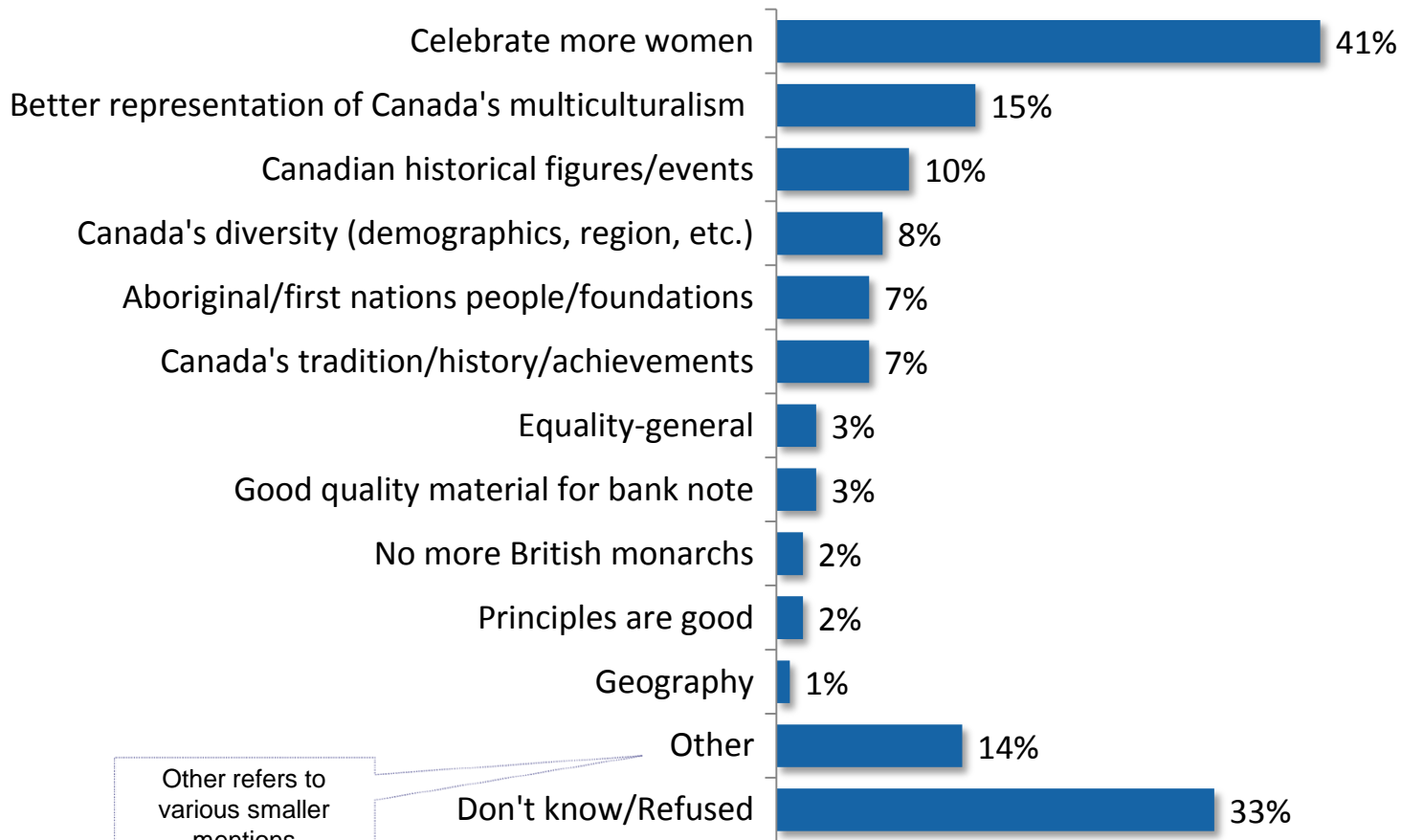
Other refers to various smaller mentions

(Totals add up to greater than 100% because respondents had the option to provide more than one comment.)

Missing Principles

Q6. Are there principles missing that should be added? What other considerations should factor into bank note design?

- When asked what other considerations should factor into bank note design, respondents most frequently cited gender equality and various mentions around including more women. Following this is representation of Canada's multiculturalism, Canadian historical events, diversity generally, Aboriginal representation, and Canadian history.



49% of women and 26% of men cite this.

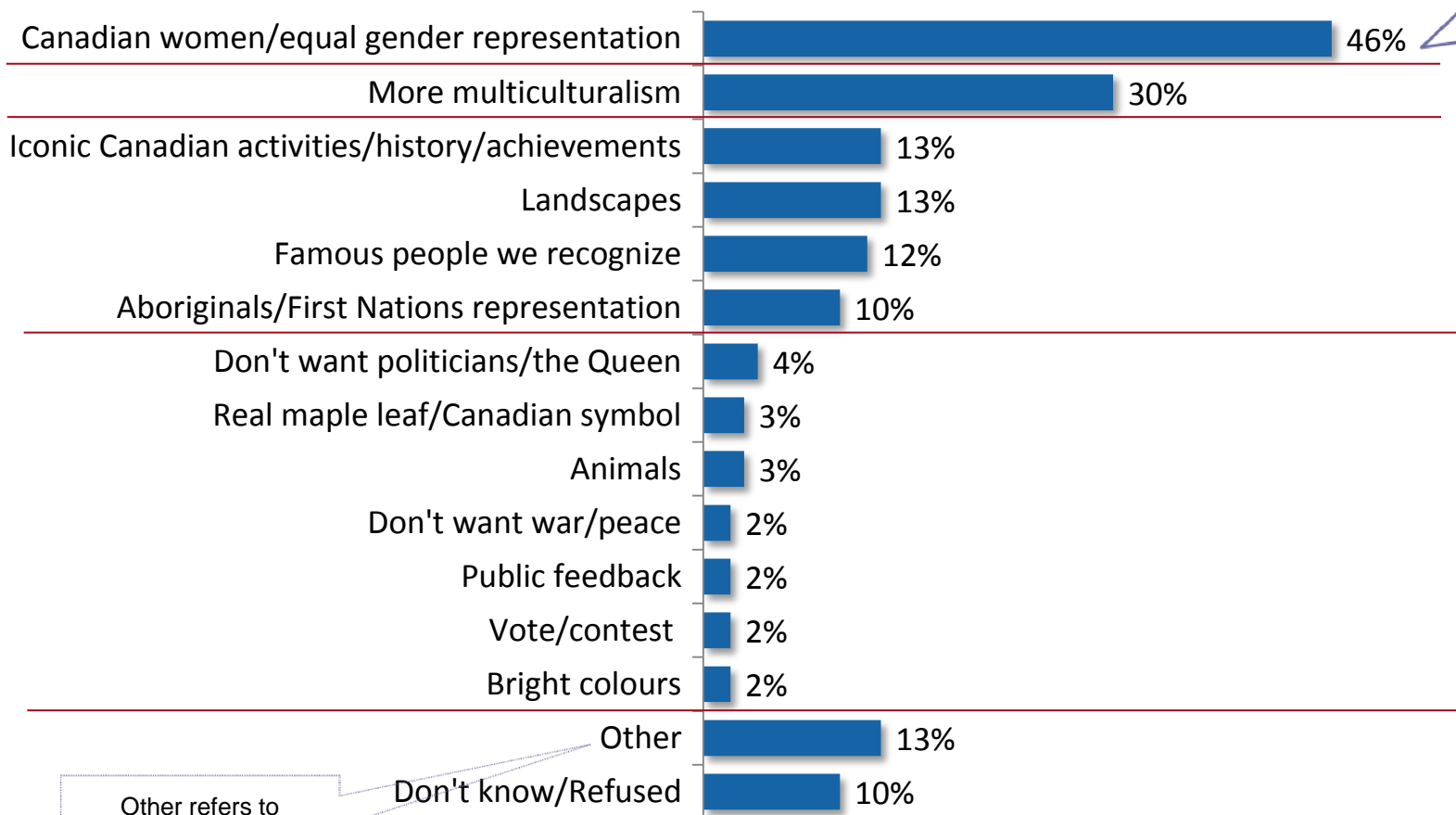
Other refers to various smaller mentions

(Totals add up to greater than 100% because respondents had the option to provide more than one comment.)

Reflection of Canada in Bank Notes

Q7. One of the principles states that the visual content of bank notes must reflect Canada and have broad appeal. In your opinion, how can bank notes best achieve this?

- Gender equality is the most frequent response of how bank notes can best achieve representation of Canada and have broad appeal. This is followed by multicultural representation. In the third tier is iconic Canadian historical moments, landscapes, more recognizable Canadians and Aboriginal representation.



53% of women and 33% of men cite this.

Other refers to various smaller mentions

(Totals add up to greater than 100% because respondents had the option to provide more than one comment.)

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