

UNITED STATES MINT
QUANTITATIVE PRESIDENTIAL DOLLAR COIN RESEARCH - CONSUMERS
07/25/2006

Purpose of the Research

The United States Mint plans to conduct quantitative research to measure acceptance, potential demand for, and barriers to acceptance/increased demand for the new Presidential Dollar coins. Specifically, the research aims to assess circulating and numismatic demand for the new Presidential Dollar coins.

The purpose of the quantitative research is:

- To assess consumer, circulating saver and numismatic demand and acceptance of the new one-dollar coins
- To identify barriers to acceptance and use among consumers, commercial banks, retail businesses, coin dealers, and U.S. Mint numismatic customers
- To provide recommendations on ways to reduce barriers and to increase acceptance

Quantitative Research Topic Outline

The topics planned for inclusion in the surveys are:

1. Consumer likes and dislikes of dollar bills both in terms of features and use.
2. Consumer likes and dislikes of dollar coins both in terms of features and use.
3. Assessment of use patterns among consumers in relation to \$1 coins and bills.

Sample Design and Methodology

National Survey of Consumers: a 10-15 minute national random-digit-dialing (RDD) computer-assisted telephone survey of households that will generate 1,000 completed interviews. A list-assisted sample design that uses information about which telephone numbers contain residential numbers as opposed to non-residential numbers will be used for selecting the sample of telephone numbers.

Survey Sample Allocation

Target Group	Sample
Consumers	1,000
Total	1,000

Market Strategies will code, clean, weight and tabulate data collected from the survey.

Methods to Maximize Response Rates

For the RDD Survey of consumers, we expect that approximately 50 percent of those respondents who attempt to access the survey will actually complete it in its entirety.

Estimate of the Burden Hours

The collection of information will involve completion of this survey via telephone interview with up to a maximum of 1,000 randomly selected respondents. The average interview length (including the screener) for the consumer survey will be approximately 15 minutes, and the total estimated burden for the Presidential Dollar Coin Consumer Survey is 250 hours.

	Consumer Survey
# of Respondents	1,000
Average interview minutes	15
Burden Hours	250

Market Research to Access Demand Levels for
Circulating and Numismatic Presidential One-Dollar Coins
National Telephone Survey of Consumers on Dollar Bill/Coin Comparisons

Hello, my name is _____ calling from Market Strategies, Inc. on behalf of the United States Mint. We're conducting a national survey on people's opinions about dollar bills and dollar coins.

According to the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB number. The valid OMB control number for this information collection is 1525-0012.

May I please speak to the youngest male in your household who is 18 years of age or older? *(TECH NOTE: If youngest male is not available, please speak with anyone in the household who is 18 years of age or older.) (TECH NOTE: IF NECESSARY STATE, "We are not trying to sell you anything. We are only asking your opinions. Your opinions are very important, and the interview only takes 10-15 minutes to complete.")*

Before we begin, I have a few brief background questions.

Q1. Which of the following categories includes your age? Just stop me when I read the correct category. *(READ CODES 1-5)*

(TECH NOTE: If person on phone is under the age of 18, ask to speak to member of household 18 years of age or older and reread introduction. If no one over the age of 18 is available, set up a callback. If no one in the household is 18 or older, use code 6.)

- 1 18-24
- 2 25-34
- 3 35-44
- 4 45-54
- 5 55 or older
- 6 No one 18 or older in household
- DK
- REF

{IF Q1=1-5 ASK Q2; OTHERWISE GO TO TERMINATE}

Q2. Gender of respondent (RECORD BY OBSERVATION) (TECH NOTE: IF UNABLE TO DETERMINE GENDER, ASK "What is your gender?")

- 1 Male
2 Female
-

We would like to get your opinions about dollar bills and dollar coins.

Q3. Is there anything you like about dollar bills?

- 1 Yes
2 No
DK
REF
-

{IF Q3 = 1 ASK Q4; OTHERWISE GO TO Q12}

Q4. What is something you like about dollar bills? *(TECH NOTE: RECORD FIRST THING MENTIONED BY RESPONDENT. RECORD ONLY FIRST THING MENTIONED.)*

[OPEN END]

Q5. On a scale of 1 to 10 where 1 is not important and 10 is very important, how important is this to you?

[RECORD NUMBER 1 to 10]

- DK
REF
-

Q6. Is there something else you like about dollar bills?

- 1 Yes
2 No
DK
REF
-

{IF Q6 = 1 ASK Q7; OTHERWISE GO TO Q12}

Q7. What else do you like? *(TECH NOTE: RECORD FIRST THING MENTIONED BY RESPONDENT. RECORD ONLY FIRST THING MENTIONED.)*

[OPEN END]

Q8. On a scale of 1 to 10 where 1 is not important and 10 is very important, how important is this to you?

[RECORD NUMBER 1 to 10]

DK
REF

Q9. Is there something else you like about dollar bills?

1 Yes
2 No
DK
REF

{IF Q9 = 1 ASK Q10; OTHERWISE GO TO Q12}

Q10. What else do you like? *(TECH NOTE: RECORD FIRST THING MENTIONED BY RESPONDENT. RECORD ONLY FIRST THING MENTIONED.)*

[OPEN END]

Q11. On a scale of 1 to 10 where 1 is not important and 10 is very important, how important is this to you?

[RECORD NUMBER 1 to 10]

DK
REF

Q12. Is there anything you dislike about dollar bills?

1 Yes
2 No
DK
REF

{IF Q12 = 1 ASK Q13; OTHERWISE GO TO THE INTRO BEFORE Q21}

Q13. What is something you dislike about dollar bills? (*TECH NOTE: RECORD FIRST THING MENTIONED BY RESPONDENT. RECORD ONLY FIRST THING MENTIONED.*)

[OPEN END]

Q14. On a scale of 1 to 10 where 1 is not important and 10 is very important, how important is this to you?

[RECORD NUMBER 1 to 10]

DK
REF

Q15. Is there something else you dislike about dollar bills?

1 Yes
2 No
DK
REF

{IF Q15 = 1 ASK Q16; OTHERWISE GO TO THE INTRO BEFORE Q21}

Q16. What else do you dislike? (*TECH NOTE: RECORD FIRST THING MENTIONED BY RESPONDENT. RECORD ONLY FIRST THING MENTIONED.*)

[OPEN END]

Q17. On a scale of 1 to 10 where 1 is not important and 10 is very important, how important is this to you?

[RECORD NUMBER 1 to 10]

DK
REF

Q18. Is there something else you dislike about dollar bills?

1 Yes
2 No
DK

REF

{IF Q18 = 1 ASK Q19; OTHERWISE GO TO THE INTRO BEFORE Q21}

Q19. What else do you dislike? *(TECH NOTE: RECORD FIRST THING MENTIONED BY RESPONDENT. RECORD ONLY FIRST THING MENTIONED.)*

[OPEN END]

Q20. On a scale of 1 to 10 where 1 is not important and 10 is very important, how important is this to you?

[RECORD NUMBER 1 to 10]

DK
REF

Under the Presidential Coin Act of 2005, the U.S. Mint will be producing a new series of one-dollar coins. The series will start in 2007 and a new Presidential one-dollar coin will be minted about every three months that will feature a likeness of a previous President - starting first with George Washington and proceeding chronologically. During an approximate 10-year period, each President will be featured on a dollar coin, but no coin may bear the image of a living former or current President, or any deceased former President during the 2-year period following the date of death of that President. This program will not cost taxpayers any additional money.

The new Presidential one-dollar coins will be similar in shape, size, and color to the current Sacagawea (Sack-ah-ja-way-ah) one-dollar coin.

For this series of questions on dollar coins, assume that the Presidential one-dollar coins will always be available in banks and business establishments.

Q21. Is there anything you like about dollar coins?

1 Yes
2 No
DK
REF

{IF Q21 = 1 ASK Q22; OTHERWISE GO TO Q30}

Q22. What is something you like about dollar coins? *(TECH NOTE: RECORD FIRST THING MENTIONED BY RESPONDENT. RECORD ONLY FIRST THING MENTIONED.)*

[OPEN END]

Q23. On a scale of 1 to 10 where 1 is not important and 10 is very important, how important is this to you?

[RECORD NUMBER 1 to 10]

DK
REF

Q24. Is there something else you like about dollar coins?

1 Yes
2 No
DK
REF

{IF Q24 = 1 ASK Q25; OTHERWISE GO TO Q30}

Q25. What else do you like? (*TECH NOTE: RECORD FIRST THING MENTIONED BY RESPONDENT. RECORD ONLY FIRST THING MENTIONED.*)

[OPEN END]

Q26. On a scale of 1 to 10 where 1 is not important and 10 is very important, how important is this to you?

[RECORD NUMBER 1 to 10]

DK
REF

Q27. Is there something else you like about dollar coins?

1 Yes
2 No
DK
REF

{IF Q27 = 1 ASK Q28; OTHERWISE GO TO Q30}

Q28. What else do you like? *(TECH NOTE: RECORD FIRST THING MENTIONED BY RESPONDENT. RECORD ONLY FIRST THING MENTIONED.)*

[OPEN END]

Q29. On a scale of 1 to 10 where 1 is not important and 10 is very important, how important is this to you?

[RECORD NUMBER 1 to 10]

DK
REF

Q30. Is there anything you dislike about dollar coins?

1 Yes
2 No
DK
REF

{IF Q30 = 1 ASK Q31; OTHERWISE GO TO THE INTRO BEFORE Q39a}

Q31. What is something you dislike about dollar coins? *TECH NOTE: RECORD FIRST THING MENTIONED BY RESPONDENT. RECORD ONLY FIRST THING MENTIONED.)*

[OPEN END]

Q32. On a scale of 1 to 10 where 1 is not important and 10 is very important, how important is this to you?

[RECORD NUMBER 1 to 10]

DK
REF

Q33. Is there something else you dislike about dollar coins?

1 Yes

2 No
DK
REF

{IF Q33 = 1 ASK Q34; OTHERWISE GO TO THE INTRO BEFORE Q39a}

Q34. What else do you dislike? (*TECH NOTE: RECORD FIRST THING MENTIONED BY RESPONDENT. RECORD ONLY FIRST THING MENTIONED.*)

[OPEN END]

Q35. On a scale of 1 to 10 where 1 is not important and 10 is very important, how important is this to you?

[RECORD NUMBER 1 to 10]

DK
REF

Q36. Is there something else you dislike about dollar coins?

1 Yes
2 No
DK
REF

{IF Q36 = 1 ASK Q37; OTHERWISE GO TO THE INTRO BEFORE Q39a}

Q37. What else do you dislike? (*TECH NOTE: RECORD FIRST THING MENTIONED BY RESPONDENT. RECORD ONLY FIRST THING MENTIONED.*)

[OPEN END]

Q38. On a scale of 1 to 10 where 1 is not important and 10 is very important, how important is this to you?

[RECORD NUMBER 1 to 10]

DK
REF

SCREEN DESIGN: RANDOMIZE QUESTIONS

Now I'm going to read you a list of dollar bill characteristics. For each one, I want you to rate it on a scale of 1 to 10, where 1 is strongly disagree and 10 is strongly agree.

Dollar bills are:

[RECORD NUMBER 1 to 10]

DK

REF

Q39a. Clean

Q39b. Easy to carry around

Q39c. Difficult to counterfeit

Q39d. Easy to recognize

Q39e. Easy to obtain

Q39f. Interesting

Q39g. Educational

Q39h. Light-weight

Q39i. Familiar to the public

Q39j. Durable

Q39k. Collectible items

Q39l. Novel

Q39m. Distinguishable from other bills

Q39n. Inexpensive to produce

Q39o. A good fit with my lifestyle

Q39p. The right size

Q40. On a scale of 1 to 10, where 1 is poor and 10 is excellent, how would you rate the dollar bill overall?

[RECORD NUMBER 1 to 10]

DK
REF

SCREEN DESIGN: RANDOMIZE QUESTIONS

I am now going to read you a list of some of the uses of dollar bills. For each one, I want you to rate it on a scale of 1 to 10, where 1 is strongly disagree and 10 is strongly agree.

Dollars bills are:

[RECORD NUMBER 1 to 10]

DK
REF

Q41a. Easy to use in cash transactions

Q41b. Easy to use in vending machines

Q41c. Easy to use in parking meters

Q41d. Easy to use in public transportation

Q42. On a scale of 1 to 10, where 1 is poor and 10 is excellent, how would you rate the dollar bill for use in cash transactions?

[RECORD NUMBER 1 to 10]

DK
REF

SCREEN DESIGN: RANDOMIZE QUESTIONS

Now I'm going to read you a list of dollar coin characteristics. For each one, I want you to rate it on a scale of 1 to 10, where 1 is strongly disagree and 10 is strongly agree.

Dollar coins are:

[RECORD NUMBER 1 to 10]

DK

REF

Q43a. Clean

Q43b. Easy to carry around

Q43c. Difficult to counterfeit

Q43d. Easy to recognize

Q43e. Easy to obtain

Q43f. Interesting

Q43g. Educational

Q43h. Light-weight

Q43i. Familiar to the public

Q43j. Durable

Q43k. Collectible items

Q43l. Novel

Q43m. Distinguishable from other coins

Q43n. Inexpensive to produce

Q43o. A good fit with my lifestyle

Q43p. The right size

Q44. On a scale of 1 to 10, where 1 is poor and 10 is excellent, how would you rate dollar coins overall?

[RECORD NUMBER 1 to 10]

DK

REF

SCREEN DESIGN: RANDOMIZE QUESTIONS

I am now going to read you a list of some of the uses of dollar coins. For each one, I want you to rate it on a scale of 1 to 10, where 1 is strongly disagree and 10 is strongly agree. For this series of questions on dollar coins, assume that the Presidential one-dollar coins will always be available in banks and business establishments.

Dollars coins are:

[RECORD NUMBER 1 to 10]

DK

REF

Q45a. Easy to use in cash transactions

Q45b. Easy to use in vending machines

Q45c. Easy to use in parking meters

Q45d. Easy to use in public transportation

Q46. On a scale of 1 to 10, where 1 is poor and 10 is excellent, how would you rate dollar coins for use in cash transactions?

[RECORD NUMBER 1 to 10]

DK

REF

Q47. How difficult would it be for you to TOTALLY switch from using dollar bills to using dollar coins for cash transactions? Would you say ... (*READ CODES 1-4*)

1 Very difficult

2 Difficult

3 Easy

4 Very easy

DK

REF

{IF Q47 = 1-2 ASK Q48; OTHERWISE GO TO THE INTRO BEFORE Q49}

Q48. How difficult would it be for you to PARTIALLY switch from using dollar bills to using dollar coins for cash transactions? Would you say ...*(READ CODES 1-4)*

- 1 Very difficult
- 2 Difficult
- 3 Easy
- 4 Very easy
- 5 Has already partially switched [VOL]
- DK
- REF

For the next question I would like you to assume that dollar coins have become widely available and widely accepted.

Thinking about CASH TRANSACTIONS and about your next 20 likely spending occasions involving cash, on how many of these occasions would you likely use dollar coins, and on how many would you likely use dollar bills?

(TECH NOTE: RECORD NUMBER GIVEN FOR DOLLAR COINS IN Q49a AND RECORD NUMBER GIVEN FOR DOLLAR BILLS IN Q49b)

Q49a. Dollar Coins

[RECORD NUMBER 0-20]

DK
REF

(TECH NOTE: RECORD NUMBER GIVEN FOR DOLLAR COINS IN Q49a AND RECORD NUMBER GIVEN FOR DOLLAR BILLS IN Q49b)

Q49b. Dollar Bills

[RECORD NUMBER 0-20]

DK
REF

Finally, I'd like to ask some more background questions about you.

Q50. What is your marital status? *(READ CODES 1-5)*

- 1 Married
- 2 Widowed
- 3 Divorced

- 4 Separated, or
- 5 Never Married
- DK
- REF

Q51. Altogether, including you and any others, how many people regularly live in this household?

[RECORD NUMBER 1-20]

- DK
- REF

Q52. Which category best describes your current employment status? (*READ CODES 1-6*)
(*TECH NOTE: IF RESPONDENT STATES THAT HE/SHE IS DISABLED, ENTER CODE 6*)

- 1 Employed full-time
- 2 Employed part-time
- 3 Homemaker
- 4 Retired
- 5 Student, or
- 6 Unemployed
- DK
- REF

Q53. What is the highest level of education you have completed? (*READ CODES 1-7, STOP WHEN RESPONDENT INDICATES ANSWER CHOICE*)

- 1 Grade school or less [Grade 1-8]
- 2 Some high school [Grade 9-11]
- 3 Graduated high school [Grade 12]
- 4 Vocational school/Technical school
- 5 Some college
- 6 Graduated college [BA, BS]
- 7 Post-graduate degree [MA, MBA, LL.D., Ph.D., etc]
- DK
- REF

Q54. Which of the following income groups includes your total household income in 2005 before taxes? (*READ CODES 1-8, STOP WHEN RESPONDENT INDICATES ANSWER CHOICE*)

- 1 Less than \$10,000
 - 2 \$10,000 - \$25,000 (\$24,999)
 - 3 \$25,000 - \$50,000 (\$49,999)
 - 4 \$50,000 - \$75,000 (\$74,999)
 - 5 \$75,000 - \$100,000 (\$99,999)
 - 6 \$100,000 - \$150,000 (\$149,999)
 - 7 \$150,000 - \$200,000 (\$199,999)
 - 8 \$200,000 or more
- DK
REF

Q55. What is your racial or ethnic background? (*READ CODES 1-7*) (*ACCEPT 7 MENTIONS*)

- 1 Caucasian or White
 - 2 African American or Black
 - 3 American Indian or Alaska Native
 - 4 Asian
 - 5 Native Hawaiian or Other Pacific Islander
 - 6 Hispanic or Latino
 - 7 Other (Please specify)
- DK
REF

Those are all the questions I have. Thank you for your time and participation. Good-bye.

Those are all the questions I have. This survey is intended for those who are eighteen years of age or older. Thank you for your time. Good-bye.