

CRT

DP, PAN65
d

FIRST DRAFT - JULY 4, 2007
(Columns are ABSOLUTE)

Project Registration #151149	<u> N </u>	TRANSLATIONS
U.S. MINT		
City Center: Government	<u> Y </u>	PANEL SAMPLE
Presidential Awareness-Panel Sample		
Simon/Steiger/Bechtolt	<u> X </u>	SURVEY DESIGN: Tara McGhee
Brenda Sonksen, Specwriter		
July, 2007		n=1,000

(SURVENT NOTE: All open-ended locations should be 4 columns wide)

I.D.#: _____(1-6)

**AREA CODE AND TELEPHONE NUMBER:

_____ (1161 - 1170)

**INTERVIEW TIME:

_____ (1716 - 1721)

(NOTE: All interviews are recorded. The recording begins when the respondent answers the phone. This statement is read after the "Continue" response is entered after the Introduction and before the first question) This call will be recorded for quality assurance.

- 1 (Continue)
- 2 (Refused) - **(Thank and Terminate)**

(1984)

ENTITY ID: **(Code from fone/sample file)

Hello, this is _____, calling for The Gallup Panel. We are conducting a survey today about U.S. Presidents. May I speak with (name from fone file)?

- 1 Yes, respondent available - **(Skip to P3)**
 - 3 No longer at this number - **(Continue)**
 - 4 Respondent wants removed from Panel - **(Skip to P2)**
 - 5 Household wants removed from Panel - **(Skip to P2)**
 - 7 Respondent not available/
Not a good time - **(Set time to call back)**
 - 8 (Soft Refusal)
 - 9 (Hard Refusal) - **(Thank, Terminate, and Tally)**
_____(2001)
-

P1. Since (name from fone file) is a member of The Gallup Panel, may I have his/her new telephone number, starting with the area code?

- 1 Yes - **(INTERVIEWER NOTE: Back up to dialer and enter new number, then code as appropriate in Introduction)**
- 2 No **(Thank, Terminate, and Tally)**
- 8 (DK) **(Thank, Terminate, and Tally)**
- 9 (Refused) **(Thank, Terminate, and Tally)**
_____(2002)

P2. Why [(If code 4 in Introduction, read:) do you/(If code 5 in Introduction, read:) does your household] no longer want to be on the Panel? (Open ended and code) (Allow three responses)

0001 Other (list) [TO BE CODED]

0002 (DK)

0003 (Refused)

0004 HOLD

0005 HOLD

0006 Don't have the time/too time-consuming/takes too much time to do the surveys

0007 Topics/content of surveys/don't like the topics (general)

0008 Only want to do "meaningful" surveys (general)

0009 Expected political polls/current events/ social issues topics only

0010 Not paid anything for surveys

0011 Too many surveys to do/too frequent

0012 Too many phone calls

0013 No longer a member of the (original Panel) household

0014 Moving/household move - no forwarding address/phone

0015 Illness/family hardship

0016 Didn't realize what this was

0017 Calling times/Don't like the times I'm called

1st

(-)

Resp:

2nd

(-)

Resp:

3rd

(-)

Resp:

(All in P2, Thank, Terminate, Tally, and Keep Case I.D.)

P3. GENDER: (Code only, do NOT ask)

- 1 Male
- 2 Female
- _____()

(READ:) This collection has been approved by the Office of Management and Budget and if you would like, I can provide you with more information about that approval. The valid OMB control number for this survey is 1525-0012-XX.

According to the Paperwork Reduction Act of 1995, you are not required to respond to a survey like this one unless you are given a valid OMB control number.

READ: As you may or may not know, the U.S. Mint is in the process of releasing Presidential \$1 coins to the public. As part of this effort, we are conducting a survey to gather an understanding of American's knowledge of Presidential history. Response to this survey is voluntary and all responses will be kept completely anonymous.

1. How much would you say you know about U.S. Presidential history? (READ 1-4)

- 1 A great deal
- 2 Some
- 3 Not too much
- 4 Nothing at all
- 8 (DK)
- 9 (Refused)

2. How important is it that Americans have knowledge of U.S. Presidential history? (READ 1-4)

- 1 Very important
- 2 Somewhat important
- 3 Not too important
- 4 Not important at all
- 8 (DK)
- 9 (Refused)

The next set of questions are in a quiz format. If you don't know the answer, you may either try to guess, or just let me know that you don't know, and we'll move on to the next item.

3. Including the current president, how many presidents have we had in the U.S.? (PROBE DON'T KNOWS: Your best guess is fine.) (DO NOT READ: CORRECT RESPONSE=43)

01-97

98 (DK)

99 (Refused)

4. Can you name the first four Presidents of the U.S., in order of their Presidencies? If you're not sure about any of them, just say so. (DO NOT READ CORRECT RESPONSE OUT LOUD)

- 1 Correct response provided
- 2 Incorrect response provided
- 8 Not sure/Don't know
- 9 (Refused)

- A. First President (CORRECT RESPONSE=GEORGE WASHINGTON)
- B. Second President (CORRECT RESPONSE=JOHN ADAMS)
- C. Third President (CORRECT RESPONSE=THOMAS JEFFERSON)
- D. Fourth President (CORRECT RESPONSE=JAMES MADISON)

5. Can you name any of the next four Presidents of the U.S., that is, Presidents #5 through #8? If you're not sure about any of them, just say so. (DO NOT READ RESPONSE CHOICES; RESPONSES DO NOT HAVE TO BE IN CORRECT ORDER)

- 1 James Monroe
- 2 John Quincy Adams
- 3 Andrew Jackson
- 4 Martin Van Buren
- 5 Other name
- 8 Don't know/not sure
- 9 (Refused)

- A. First response
- B. Second response
- C. Third response
- D. Fourth response

6. Thank you. Next I am going to name some major events in early Presidential history. Please tell me which President of the United States is most associated with that event. Again, if you're not sure or don't know, just say so and we'll move on. (ROTATE A-H AND DO NOT READ RESPONSE CHOICES)

- 1 George Washington
- 2 John Adams
- 3 Thomas Jefferson
- 4 James Madison
- 5 James Monroe
- 6 John Quincy Adams
- 7 Andrew Jackson
- 8 Martin Van Buren

- 9 Other name
- 10 Don't know/not sure
- 11 (Refused)

- A. Served as Commander in Chief during the Revolutionary War and known as the "Father of our Country" (CORRECT RESPONSE=01)
- B. The Nation's first Vice President who played a key role in negotiating peace from the Revolutionary War (CORRECT RESPONSE=02)
- C. The author of the Declaration of Independence and negotiated the Louisiana Purchase with Napoleon, which more than doubled the size of the United States (CORRECT RESPONSE=03)
- D. Considered the "Father of the U.S. Constitution" and led the nation during the War of 1812 against Great Britain (CORRECT RESPONSE=04)
- E. Declared that North and South America were off-limits to European colonization and acquired the State of Florida during his Presidency (CORRECT RESPONSE=05)
- F. The son of a former President of the U.S. who became a President himself, and then served for 18 years in the House of Representatives after one term as President (CORRECT RESPONSE=06)
- G. Defeated the British at New Orleans during the War of 1812, and survived the first assassination attempt of an American President (CORRECT RESPONSE=07)
- H. First President not to experience the American Revolution first hand, and the only President not to speak English as his first language (he grew up speaking Dutch) (CORRECT RESPONSE=08)

7. Can you name the four Presidents whose faces are carved on Mount Rushmore National Memorial in South Dakota? (DO NOT READ RESPONSES)

- 1 All correct (Washington, Lincoln, Jefferson, Theodore Roosevelt)
- 2 Named some correctly, but not all
- 3 Could not name any correctly
- 8 Don't know
- 9 (Refused)

8. Without looking at any coins, do you happen to know which President is featured on the penny? (DO NOT READ RESPONSES)

- 1 Correct response (Abraham Lincoln)
- 2 Incorrect response
- 3 Don't know
- 4 (Refused)

9. How about the nickel? (DO NOT READ RESPONSES)

- 1 Correct response (Thomas Jefferson)
- 2 Incorrect response
- 3 Don't know
- 4 (Refused)

Thank you! If you would like more information about U.S. Presidential History, you can visit www-dot-whitehouse-dot-gov-slash-history-slash-Presidents.

10. We are always trying to improve our questionnaires and would like you to rate your interest in the questions we asked today. Please use a five-point scale, where 5 is extremely interesting and 1 is not at all interesting. You may use any of the numbers 1, 2, 3, 4, or 5.

- 5 Extremely interesting
- 4
- 3
- 2
- 1 Not at all interesting

- 8 (DK)
- 9 (Refused)
- _____()

**(VALIDATE PHONE NUMBER AND
THANK RESPONDENT BY SAYING:)**

Again, this is _____. I would like to thank you for your time. We value your opinions and appreciate your membership in The Gallup Panel.

INTERVIEWER I.D. #: _____(1571- 1574)

REVISIONS

6/4/07 Revised: Skip after #10

j\w\US_Mint\Questionnaires\Outbound\2007\
US Mint Awareness-John Adams-Panel Sample 0706