

UNITED STATES MINT
PRESIDENTIAL KNOWLEDGE SURVEY
7/09/2007

Purpose of the Research

The United States Mint plans to conduct quantitative research to assess knowledge levels of the American Presidents at the national level. This research is being conducted to provide strategic insights to the U.S. Mint's public education campaign for the Presidential \$1 Coin Series in 2007-2008.

The purpose of the quantitative research is:

- To assess knowledge of American Presidents among the general public
- To understand American's knowledge levels of presidential history

Quantitative Research Topic Outline

The topics planned for inclusion in this survey are:

1. Knowledge of American Presidents releasing during 2007-2008
2. Knowledge of Presidential History

Sample Design and Methodology

Presidential Knowledge Survey: a 10-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	1000
Total	1000

The Gallup Organization will code, clean, weight and tabulate data collected from the survey.

Methods to Maximize Response Rates

For the RDD Survey of the general public, we expect that approximately 90 percent of those respondents who attempt to access the survey will actually complete it in its entirety, thus minimizing additional contact hours as much as possible.

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 will be approximately 10 minutes, and the total estimated burden for the survey is 167 hours.

	Knowledge Survey
# of Respondents	1,000
Average interview minutes	10
Burden Hours	167