

UNITED STATES MINT  
PRESIDENTIAL \$1 COIN USER NATIONAL SURVEY  
8/30/2007

**Purpose of the Research**

The United States Mint plans to conduct quantitative research to understand and assess components of demand, acceptance, and usage among different target groups, including users, savers, and other non-user groups with Presidential \$1 coins. The results provided by the national survey will be used to inform and develop U.S. Mint Presidential \$1 Coin Program outreach efforts to build awareness and increase usage.

**Quantitative Research Topic Outline**

The topics planned for inclusion in this survey are:

1. profile of coin user population and their lifestyles;
2. assess level of acceptance in cash transactions;
3. estimate demand for \$1 coins among users and non-users/subgroups;
4. assess level/strength of acceptance, demand, distribution barriers among these groups

**Sample Design and Methodology**

**User Survey:** a 10-minute national random-digit-dialing (RDD) computer-assisted telephone survey of households that will generate 2,000 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

<b>Target Group</b>	<b>Sample</b>
Consumers – Circulating Users	1000
Consumers - Savers	1000
<b>Total</b>	<b>2000</b>

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 2,000 randomly selected respondents. The average interview length will be approximately 10 minutes, and the total estimated burden for the survey is 333 hours.

	<b>User Survey</b>
# of Respondents	2,000
Average interview minutes	10
Burden Hours	333