

UNITED STATES MINT
PRESIDENTIAL \$1 COIN MESSAGING OCCASIONS SURVEY
10/22/2007

Purpose of the Research

The United States Mint plans to conduct quantitative research to assess a range of potential messaging concepts and ideas to impact \$1 coin usage. This research is being conducted to provide guidance to the U.S. Mint's Presidential \$1 Coin Program team in its efforts to increase circulation and usage of the coins with the general public.

The purpose of the quantitative research is:

- To assess the efficacy of potential messaging concepts with the general public

Quantitative Research Topic Outline

The topics planned for inclusion in this survey are:

1. Potential usage and acceptance of \$1 coins in various cash transactions
2. Message concepts/ideas for increasing usage of Presidential \$1 coins in commerce

Sample Design and Methodology

Messaging/Occasions 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.

	Messaging/Occasions Survey
# of Respondents	1,000
Average interview minutes	10
Burden Hours	167