

UNITED STATES MINT
QUANTITATIVE PRESIDENTIAL \$1 COIN RESEARCH – TRACKING SURVEY
10/29/2007

Purpose of the Research

The United States Mint plans to conduct quantitative research to track the results of its public outreach and awareness campaign among consumers in conjunction with the release of the Presidential Dollar Coin Series in 2007.

The purpose of the quantitative research is:

- To assess both aided and unaided awareness of the Presidential Dollar Coins and Coin Series
- To measure attitudes, usage of, and propensity to collect the Presidential Dollar Coins

Quantitative Research Topic Outline

The topics planned for inclusion in this survey are:

1. Unaided awareness
2. Aided awareness
3. Attitudes towards and likelihood to use and/or collect the Presidential Dollar Coins
4. Unaided awareness of distinguishing characteristics of the Presidential Dollar Coin Series

Sample Design and Methodology

National Awareness 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	1,000
Total	1,000

The Gallup Organization 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 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 Presidential Dollar Coin Survey is 167 hours.

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