

CRT

FIELD FINAL - FEBRUARY 28, 2008
(Columns are ABSOLUTE)
(Revisions highlighted in yellow)

Project Registration #152994 N TRANSLATIONS
U.S. MINT
City Center: Government N PANEL SAMPLE
June Pilot Awareness-RDD Sample
Simon/Bechtolt X SURVEY DESIGN: Tara McGhee
Brenda Sonksen, Specwriter
June, 2008 n=1,000

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)

Sa. CENSUS DIVISION: **(Code from fone file)**

- 1 New England
- 2 Middle Atlantic
- 3 East North Central
- 4 West North Central
- 5 South Atlantic
- 6 East South Central
- 7 West South Central
- 8 Mountain
- 9 Pacific
- _____ (72)

Sb. DENSITY VARIABLE: **(Code from fone file)**

- 1 Urban
- 2 Suburban
- 3 Rural
- _____ (53)

Hello, this is _____, calling from The Gallup Organization on behalf of the U.S. Mint. We're conducting a survey on coin usage. This interview has been approved by the Office of Management and Budget. The valid OMB control number for this survey is 1525-0012-xx. May I please speak to the adult, age 18 or over, in this household who most recently celebrated a birthday?

(READ:) 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.

- 1 Yes, respondent available - **(Continue)**
- 7 Respondent not available/
Not a good time - **(Set time to call back)**
- 8 (Soft Refusal)
- 9 (Hard Refusal) - **(Thank, Terminate, and Tally)**
_____ (2001)

1. From what you know, are one-dollar coins currently in circulation by the U.S. Mint, or not?

- 1 Yes, in circulation
- 2 No, not in circulation
- 8 (DK)
- 9 (Refused)
- _____ (2401)

**(If code 1 in #1, Continue;
Otherwise, Skip to #4)**

2. Can you describe what image or images are featured on one-dollar coins? (Open ended and code) **(Probe:)**
Anything else? **(Probe for five responses)**

- 0001 Other (list)
- 0002 (DK)
- 0003 (Refused)
- 0004 HOLD
- 0005 HOLD

- 0006 Sacagawea/Native American woman with baby
- 0007 Susan B. Anthony
- 0008 U.S. Presidents (non-specified)
- 0009 George Washington
- 0010 John Adams
- 0011 Thomas Jefferson
- 0012 James Madison
- 0013 Statue of Liberty
- 0014 James Monroe

_____	1st Resp:	_____ (2402 - 2405)
_____	2nd Resp:	_____ (2406 - 2409)
_____	3rd Resp:	_____ (2410 - 2413)
_____	4th Resp:	_____ (2414 - 2417)
_____	5th Resp:	_____ (2418 - 2421)

3. Please tell me, from what you know, whether each of the following images are on one-dollar coins. If you're not sure, just say so and we'll move on. How about **(read and rotate A-J, as appropriate)**?

- 1 Yes
- 2 No
- 8 (DK)
- 9 (Refused)

A. The American flag
_____(2422)

B. **(If code 0013 NOT mentioned in #2, ask:)** The Statue of Liberty
_____(2423)

C. The Liberty Bell
_____(2424)

D. The U.S. Capitol
_____(2425)

E. The White House
_____(2426)

F. U.S. States
_____(2427)

G. **(If code 0008-0012 NOT mentioned in #2, ask:)** U.S. Presidents
_____(2428)

H. A Bald Eagle
_____(2429)

I. **(If code 0006 NOT mentioned in #2, ask:)** A Native American Woman
_____(2430)

J. **(If code 0007 NOT mentioned in #2, ask:)** Susan B. Anthony
_____(2431)

ONLY ASK Q6 if Q2=8-12 or 14 OR Q3G=1

6. What do you remember as the distinct characteristics of the new one-dollar coin? (Open ended and code) **(Probe:)**
What else? **(Probe for five responses)**

0001 Other (list)

0002 (DK)

0003 (Refused)

0004 HOLD

0005 HOLD

0006 Golden

0007 Features a President

0008 Has markings along the side

0009 Has Statue of Liberty on it

1st

(2521 - 2524)

Resp:

2nd

(2525 - 2528)

Resp:

3rd

(2529 - 2530)

Resp:

4th

(2533 - 2537)

Resp:

5th

(2538 - 2541)

Resp:

(READ:) I am going to read a statement about a new one-dollar coin. Please listen carefully as the questions that follow will be about your opinions on the new coin.

Under the Presidential Coin Act of 2005, the U.S. Mint is producing a new series of one-dollar coins. The series started in February 2007, and a new Presidential one-dollar coin is being minted about every three months that will feature the likeness of a previous President - starting first with George Washington and proceeding chronologically. During an approximate 10-year period, each President will be featured on a dollar coin, but no coin may bear the image of a living former or current President. This program does NOT cost taxpayers any additional money.

9. After hearing this description, would you be **(read 4-1)** to do each of the following if you receive a Presidential one-dollar coin as change? Would you **(read and rotate A-B)**?

- 4 Very likely
- 3 Somewhat likely
- 2 Not too likely, OR
- 1 Not at all likely

- 8 (DK)
- 9 (Refused)

A. Use the Presidential one-dollar coin for purchases
_____(2443)

B. Collect the Presidential one-dollar coin
_____(2444)

10. What do you think about the idea of having a series of Presidential one-dollar coins? Do you think it is a **(read 5-1)**?

- 5 Very good idea
- 4 Good idea
- 3 Poor idea
- 2 Very bad idea, OR
- 1 It makes no difference to you

- 8 (DK)
- 9 (Refused)
- _____(2548)

11. Regardless of how you feel about the Presidential one-dollar coin series, what do you think is the most POSITIVE aspect of the coin? (Open ended and code)

0001 Other (list)

0002 (DK)

0003 (Refused)

0004 Nothing/no positive aspect

0005 HOLD

0006 Good for collectors

0007 Good for children to learn about Presidents

0008 Preserves U.S. history

0009 More durable/last longer than bills

0010 New/different design

0011 More convenient than paper money

0012 Mint will make money

0013 Good for vending machines

0014 Patriotic

- 2552)

(2549

12. Have you ever had a Presidential one-dollar coin in your possession?

- 1 Yes
- 2 No
- 8 (DK)
- 9 (Refused)
- _____ (2445)

(If code 2, 8, or 9 in #12, Skip to #14; Otherwise, Continue)

12b. Have you EVER USED a Presidential one-dollar coin to pay for something or make a purchase?

- 1 Yes
- 2 No
- 3 (DK)
- 4 (Refused)
- _____ ()

12c. What have you done with any of the Presidential one-dollar coins you have had in your possession? Have you **(read A-C)**?

- 1 Yes
- 2 No
- 3 (DK)
- 4 (Refused)

A. Spent them to pay for something or make a purchase
_____ ()

B. Saved them as part of a collection
_____ ()

C. Given them as a gift
_____ ()

14. These days, would you say that Presidential one-dollar coins are **(read and rotate 1-2)**?

- 1 Readily available almost anywhere (or)
- 2 Not readily available (or)

- 8 (DK)
- 9 (Refused)
- _____(2463)

**(If code 2 in #14, Continue;
Otherwise, Skip to #16)**

15. For each of the following, please tell me whether or not you think you can easily get a Presidential one-dollar coin at this location. How about **(read and rotate A-F)?**

- 1 Yes
- 2 No
- 8 (DK)
- 9 (Refused)

A. At your bank
_____(2464)

B. At your local post office
_____(2465)

C. At a retail store
_____(2466)

D. At your grocery store
_____(2467)

E. In a vending machine
_____(2468)

F. From a public transportation clerk or vending machine
_____(2469)

16. From what you know, are Presidential one-dollar coins accepted by all retailers and businesses, or can they only be used in particular places?

- 1 Anywhere
- 2 Only in particular places
- 8 (DK)
- 9 (Refused)
- _____(2470)

17. From what you know about vending machines, do all of them accept one-dollar Presidential coins, only some vending machines, or none of them?

- 1 All of them
- 2 Only some
- 3 None of them

- 8 (DK)
- 9 (Refused)
- _____ (2471)

18a. If you were given Presidential one-dollar coins as change in a store or other retail business, would you be more likely to **(read and rotate A-B)**?

- 1 Ask for dollar bills or
- 2 Accept the Coins

- 8 (DK)
- 9 (Refused)

**(If code 3 or 4 in #18a-A, Continue;
Otherwise, Skip to #19a)**

18b. Once you had the coin, would you be more likely to save it or spend it?

- 1 Save it
- 2 Spend it
- 8 (DK)
- 9 (Refused)
- _____ (2475)

19a. The next time you receive Presidential one-dollar coins, how likely will you be to keep some for spending as opposed to using them for gifts or collecting them? Will you **(read 5-1)**?

- 5 Definitely spend some
- 4 Probably spend some
- 3 Might or might not spend some
- 2 Probably NOT spend any, OR
- 1 Definitely NOT spend any

8 (DK)
9 (Refused)
_____(2476)

20. How likely will you be to use the Presidential one-dollar coins when making cash transactions? Will you **(read 5-1)**?

- 5 Definitely use them
- 4 Probably use them
- 3 Might or might not use them
- 2 Probably NOT use them, OR
- 1 Definitely NOT use them

8 (DK)
9 (Refused)
_____(2567)

**(If code 1 or 2 in #20, Continue;
Otherwise, Skip to #22)**

21. What are the reasons you would NOT use the Presidential one-dollar coins when making cash transactions? (Open ended and code) **(Probe:)** What other reasons? **(Probe for five responses)**

- 0001 Other (list)
- 0002 (DK)
- 0003 (Refused)
- 0004 HOLD
- 0005 HOLD

21. (Continued:)

- 0006 Might confuse them with quarters
- 0007 Too heavy/too bulky
- 0008 Less convenient than paper bills
- 0009 Don't use cash - just credit cards
- 0010 Stores might not accept them
- 0011 No place in cash register for them
- 0012 Want to collect them rather than spend them

1st

 (2601 - 2604)

Resp:

2nd

 (2605 - 2608)

Resp:

3rd

 (2609 - 2612)

Resp:

4th

 (2613 - 2616)

Resp:

5th

 (2617 - 2620)

Resp:

22. If you wanted to learn more about the Presidential one-dollar coin program and where you can obtain the coins, where would you be most likely to go for that information? (Open ended and code)

- 0001 Other (list)
- 0002 (DK)
- 0003 (Refused)
- 0004 HOLD
- 0005 HOLD

0006 Internet, General-other

0007 Internet, U.S. Mint web site

0008 Bank

0009 TV

0010 Library

0011 Ask your friends

0012 Ask your family

(2477 - 2480)

Q23. In the past 30 days, do you recall seeing any commercial messages or advertisements about the \$1 Presidential Coins in your area?

- 1 Yes
- 2 No
- 8 (DK)
- 9 (Refused)
- _____ (2626)

IF Q23=1 Continue, else skip to DEMOS

Q24. Thinking again about that commercial or advertisement you saw, do you remember if any of the following were in the message: (**read and rotate A-G**)

- 1 Yes
- 2 No
- 8 (DK)
- 9 (Refused)
- _____ (2626)

- A. Helps the environment
- B. Coin is 100% recyclable
- C. Coin lasts longer
- D. Coin lasts 30 years
- E. Saves the government money
- F. Coin is gold in color
- G. Celebrates our Presidential History

If Q24=1 for A-E, Continue, else skip to DEMOS

Q25 Using a scale from 1 to 5 where '5' is extremely interested and '1' is not interested at all, after hearing that message, how interested were you in trying to get a \$1 Coin?

- 5 Extremely interested
- 4
- 3
- 2
- 1 Not interested at all
- 8 (DK)
- 9 (Refused)
- _____ (2476)

Q26 After hearing the messages about the \$1 Coin, did you go get one (or some)?

- 1 Yes
- 2 No
- 8 (DK)
- 9 (Refused)

IF Q26=1, CONTINUE, ELSE SKIP TO Q7

Q27 What did you do with the coins when you got them? Did you save them, spend them, or both?

- 1 Saved all
- 2. Spent all
- 2 Saved some, spent some
- 8 (DK)
- 9 (Refused)
- _____ (2475)

7. Can you tell me if you recall seeing, hearing, or reading about the new one-dollar coin in the past 30 days in any of the following places? How about **(read and rotate A-J)**?

- 1 Yes
- 2 No
- 8 (DK)
- 9 (Refused)

- A. From a newspaper or magazine article
_____ (2630)
- B. On network television news
_____ (2631)
- C. On a cable news program
_____ (2632)
- D. At your bank or credit union
_____ (2633)
- E. At the post office
_____ (2634)
- F. From an adult relative or friend
_____ (2635)

- G. From your school age children
_____ (2636)
- H. On a radio news program
_____ (2637)
- I. In a retail store
_____ (2638)
- J. From a newspaper or magazine advertisement
_____ (2639)

DEMOGRAPHICS

(READ:) I have a few final questions for statistical purposes only.

D0. Do you purchase SPECIAL COLLECTORS COINS, for example, proof sets or uncirculated coins, to collect for yourself or someone else?

- 1 Yes
- 2 No
- 8 (DK)
- 9 (Refused)
- _____ (2626)

DEMOGRAPHICS BEGIN HERE:

D1. Please tell me your age. (Open ended and code actual age)

00 (Refused)

18-
98

99 99+

(2701) (2702)

D2. How many adults, age 18 or older, currently reside in your household? Please do not count students living away from home or boarders. (Open ended and code actual number)

0 None

1-
6

7 7 or more

8 (DK)

9 (Refused)

_____(2704)

(DEMOGRAPHICS CONTINUED)

D3. Are there any children living in your household under 18 years of age?

- 1 Yes
- 2 No
- 8 (DK)
- 9 (Refused)
- _____ (2703)

D4. ETHNICITY: Are you, yourself, of Hispanic or Latino origin or descent, such as Mexican, Puerto Rican, Cuban, or other Spanish background?

- 1 Yes, Hispanic or Latino origin or descent
- 2 No not of Hispanic or Latino origin or descent
- 8 (DK)
- 9 (Refused)
- _____ (2705)

D5. What is your race? The U.S. census categories are American Indian or Alaska native, Asian, Black or African-American, Native Hawaiian or other Pacific Islander, or White. You may provide more than one answer, if appropriate. **(If necessary, read 06-07, then 09-11, then 01) (Allow three responses)**

- 01 Some other race (list)
- 02 (DK)
- 03 (Refused)
- 04 HOLD
- 05 HOLD

- 06 White
- 07 African-American/Black
- 08 (Hispanic)
- 09 American Indian or Alaska Native
- 10 Asian
- 11 Native Hawaiian or other Pacific Islander

_____	1st Resp:	_____	_____
		(2706)	(2707)
_____	2nd Resp:	_____	_____
		(2708)	(2709)
	3rd	_____	_____

Resp:

(2710) (2711)

(DEMOGRAPHICS CONTINUED)

[Deleted Note]

(Questions D6 and D7 deleted)

HOLD

(2712-

2713)

D8. What is the highest level of education you have completed? (Open ended and code)

- 1 Less than high school graduate (0-11)
- 2 High school graduate (12)
- 3 Some college
- 4 Trade/Technical/Vocational training
- 5 College graduate
- 6 Postgraduate work/Degree

8 (DK)

9 (Refused)

_____(2718)

D9. What is your current marital status? **(Read 1-6)**

- 1 Married
- 2 Living with a partner
- 3 Separated
- 4 Divorced
- 5 Widowed
- 6 Never married

8 (DK)

9 (Refused)

_____(2714)

D10. Which of the following best describes your current employment status? **(Read 1-6)**

- 1 Employed full-time
- 2 Employed part-time, but not a full-time student
- 3 A full-time student
- 4 Retired
- 5 A homemaker
- 6 Not employed

8 (DK)

9 (Refused)

_____(2715)

(DEMOGRAPHICS CONTINUED)

D11. NOT including lines dedicated to a fax machine, modem, or used strictly for business purposes, how many different phone NUMBERS do you have coming into your household (not including cell phones)? (Open ended and code)

- 1 One
- 2 Two
- 3 Three
- 4 Four
- 5 Five or more

- 8 (DK)
- 9 (Refused)
- _____ (2719)

D12. Is your total annual household income, before taxes, over or under \$35,000?

- (If Under, ask:) Is it over or under \$25,000?
- (If Under, ask:) Is it over or under \$5,000?

- (If Over, ask:) Is it over or under \$50,000?
- (If Over, ask:) Is it over or under \$75,000?
- (If Over, ask:) Is it over or under \$100,000?
- (If Over, ask:) Is it over or under \$150,000?
- (If Over, ask:) Is it over or under \$200,000?

- 00 Under \$5,000
- 01 \$5,000 to \$24,999
- 02 \$25,000 to \$34,999
- 03 \$35,000 to \$49,999
- 04 \$50,000 to \$74,999
- 05 \$75,000 to \$99,999
- 06 \$100,000 to \$149,999
- 07 \$150,000 to \$199,999
- 08 \$200,000 or more

- 98 (DK)
- 99 (Refused)

(2716) (2717)

(DEMOGRAPHICS CONTINUED)

D13. GENDER: **(Code only; Do NOT ask)**

- 1 Male
- 2 Female _____(2720)

D14. PUBLIC TRANSIT:

In the last 30 days, have you taken some form of public transportation?

- 1 Yes
- 2 No _____(2720)

IF D14=1, Continue, Else Skip to End

D15. Would you say you are a (READ 1-3) user of public transportation?

- 1. Frequent
- 2. Occasional or
- 3. Infrequent

- 8 (DK)
- 9 (Refused)
_____(2719)

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

Again, this is _____, with Gallup of _____. I would like to thank you for your time. Our mission is to "help people be heard" and your opinions are important to Gallup in accomplishing this.

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

j\lw\US_Mint\Questionnaires\Outbound\2008\

US Mint Awareness-James Monroe-RDD 0802